Why we need a Digital Single Market

315 million Europeans use the Internet every day

A Digital Single Market can create up to €340 billion in additional growth, hundreds of thousands of new jobs, and a vibrant knowledge-based society

But obstacles remain to unlock this potential...

The Digital Market today is made up

by national online services (39%)
and US-based online services (57%)

EU cross-border online services represent only 4%
SOLUTIONS NEEDED: THREE PRIORITY AREAS

Better access for consumers and businesses to digital goods and services across Europe

Unlocking e-commerce potential

15% of consumers bought online from other EU countries in 2014, while 44% did so domestically

- EU consumers could save €11.7 billion each year if they could choose from a full range of EU goods and services when shopping online

Only 7% of SMEs in the EU sell cross-border

Small online businesses wishing to trade in another EU country face around €9,000 extra costs for having to adapt to national laws

- If the same rules for e-commerce were applied in all EU Member States, 57% of companies would either start or increase their online sales to other EU countries

Affordable parcel delivery costs

More than 85% of e-shoppers say delivery price is the most important factor when buying online

62% of companies that are willing to sell online say that too high delivery costs are a problem

Tackling geo-blocking

In 52% of all attempts at cross-border orders the seller does not serve the country of the consumer

- less clients, less revenues for companies

Simplifying VAT arrangements

Total VAT costs due to different requirements have been estimated at €80 billion

Modernising copyright

1 in 3 Europeans is interested in watching or listening to content from their home country when abroad

An opportunity not to be missed: images, films or music and games are the most popular online activities and digital spending on entertainment and media has double digit growth rates (around 12%) for the next five years

1 in 5 Europeans is interested in watching or listening to content from other EU countries
Shaping the right environment for digital networks and services to flourish

Strong European data protection rules to boost the digital economy

72% of Internet users in Europe still worry that they are being asked for too much personal data online.

Rolling out fast broadband for all

Take-up of fast broadband is low: only 21.8% of all subscriptions are fast ones (above 30Mbps) and Europe has witnessed significant time lags in the rollout of the latest 4G technology due to the non-availability of suitable spectrum.

Spectrum reforms can decrease prices of mobile services and boost productivity over time (estimated EU-wide GDP increase between 0.11% and 0.16% over 5 years).

Only 25% of Europeans can access 4G in their hometowns, dropping to 4% for the rural population. But over 90% of US citizens have 4G access.

Creating a European Digital Economy and society with growth potential

Big data and cloud

Digital data stored in cloud:
2013: 20% - 2020: 40%

The use of big data by the top 100 EU manufacturers could lead to savings worth €425 billion.

Studies estimate that, by 2020, big data analytics could boost EU economic growth by an additional 1.9%, equalling a GDP increase of €206 billion.

An inclusive e-society

Almost half the EU population (47%) is not properly digitally skilled, yet in the near future, 90% of jobs will require some level of digital skills.

A strategy of ‘digital by default’ in the public sector could result in around €10 billion of annual savings.