



# **European Consumer Consultative Group**

**Bruxelles, 7 October 2015**



# Digital Single Market: A focused Strategy

**3 pillars**

**16 actions**

**18 months**

2015

2016

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

Legislative proposals for simple and effective cross-border **contract rules** for consumers and businesses



A wide ranging review to prepare legislative proposals to tackle unjustified **geo-blocking**

Competition sector inquiry into **e-commerce**, relating to the online trade of goods and the online provision of services

Legislative proposals for a reform of the **copyright** regime

Review of the **Satellite and Cable Directive**

Review of the **Regulation on Consumer Protection Cooperation**

Measures in the area of **parcel delivery**

Legislative proposals to reduce the administrative burden on businesses arising from different **VAT** regimes



## Creating the right conditions for digital networks and services to flourish

Comprehensive analysis of the role of **platforms** in the market including **illegal content** on the Internet



Legislative proposals to reform the current **telecoms rules** and the **Audiovisual Media Services Directive**

Review of the **e-Privacy Directive**

Establishment of a **Cybersecurity contractual Public-Private Partnership**



## Maximising the growth potential of the Digital Economy



Adoption of a **Priority ICT Standards Plan** and extending the European Interoperability Framework for public services

Initiatives on data ownership, **free flow of data** (e.g. between cloud providers) and on a **European Cloud**

New **e-Government Action Plan** including an initiative on the 'Once-Only' principle and an initiative on mandatory interconnection of business registers

## The DSM strategy – state of play

*DSM Strategy adopted on 6 May 2015, very positively received by stakeholders*

*Now in implementation phase*

*Goal to have all initiatives launched by end of 2015 and all proposals adopted by end of 2016, in order for all initiatives to be delivered during the mandate of this Commission*

## ***Pillar I: Better access for consumers and businesses to digital goods and services across Europe***

	<b>Adoption</b>
<b>Cross-border contract rules for consumers and businesses</b> > <b>Public consultation closed on 3 September</b>	<b>2015</b>
<b>Review the Regulation on Consumer Protection Cooperation</b> > <b>Consultation took place in 2014</b>	<b>2016</b>
<b>Measures in the area of parcel delivery</b> > <b>Public consultation closed on 5 August</b>	<b>2016</b>
<b>Tackling unjustified Geo-blocking</b> > <b>Public consultation launched on 24 September</b>	<b>2016</b>
<b>Review of the Satellite and Cable Directive</b> > <b>Public consultation ongoing (24 August – 16 November)</b>	<b>2016</b>
<b>Legislative proposals VAT regimes</b> > <b>Public consultation ongoing (25 September – 18 December 2015)</b>	<b>2016</b>
<b>Legislative proposals for a reform of the copyright regime</b> > <b>Consultation took place in 2014</b>	<b>2015/16</b>

## ***Pillar II - Creating the right conditions for digital networks and services to flourish***

<b>Legislative proposals to reform the current telecoms rules</b> ➤ <b>Public consultation launched on 11 September</b>	<b>2016</b>
<b>Proposals on the e-Privacy Directive</b> ➤ <b>Awaiting outcome on Data protection legislative process</b>	<b>2016</b>
<b>Review the Audiovisual Media Services Directive</b> ➤ <b>Public consultation ongoing (6 July – 30 September)</b>	<b>2016</b>
<b>The role of platforms in the market including illegal content on the Internet</b> ➤ <b>Public consultation launched on 24 September</b>	<b>2015/2016</b>
<b>Establishment of a Cybersecurity contractual Public-Private Partnership</b> ➤ <b>Public consultation to be launched in October</b>	<b>2016</b>

## ***Pillar III - Maximising the growth potential of the Digital Economy***

<b>Initiatives on data ownership, free flow of data (e.g. between cloud providers) and on a European Cloud</b> <b>➤ Public consultation launched on 24 September</b>	<b>2016</b>
<b>Adoption of a Priority ICT Standards Plan and extending the European Interoperability Framework for public services</b> <b>➤ Public consultation ongoing (23 September – 16 December)</b>	<b>2015</b>
<b>New e-Government Action</b> <b>➤ Public consultation to be launched in October</b>	<b>2016</b>

# The DSM Strategy – state of play

*Before end of 2015 – initiatives on copyright, cross-border digital contracts and ICT priority standards*

**Platforms** - consultation launched in September. Will also cover online liability, the collaborative economy, free flow of data, the European Cloud

**Geoblocking** – consultation launched in September.

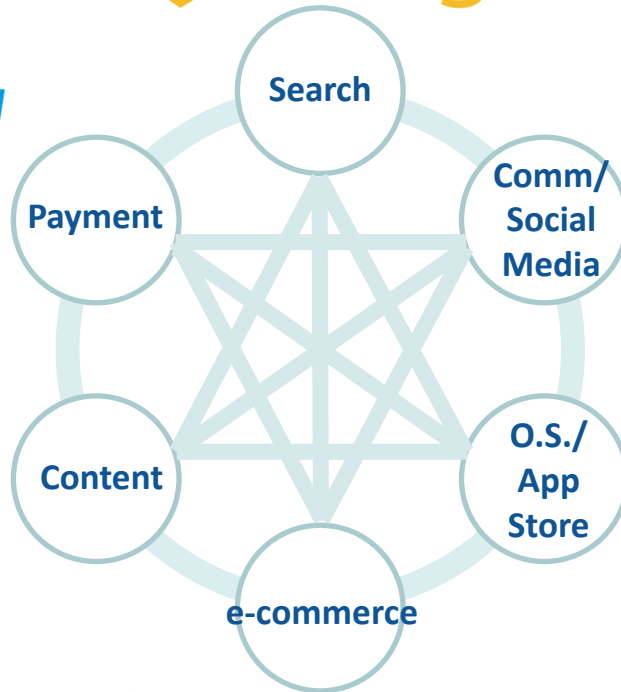




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## Online Platforms

*Do platforms have a positive or detrimental effect on the economy?*

*Are platforms gate-keepers?*

*Should we regulate platforms? If yes, ex-ante or ex-post?*

# Online Platforms – public consultation

*Aimed at understanding:*

- *the social and economic role of platforms*
- *market trends*
- *the dynamics of platform development*
- *various business models underpinning platforms*

# Online Platforms – public consultation

*No decision taken about follow-up to the comprehensive assessment*


*Need for consumers to be informed about their online activity – transparency for paid for content*

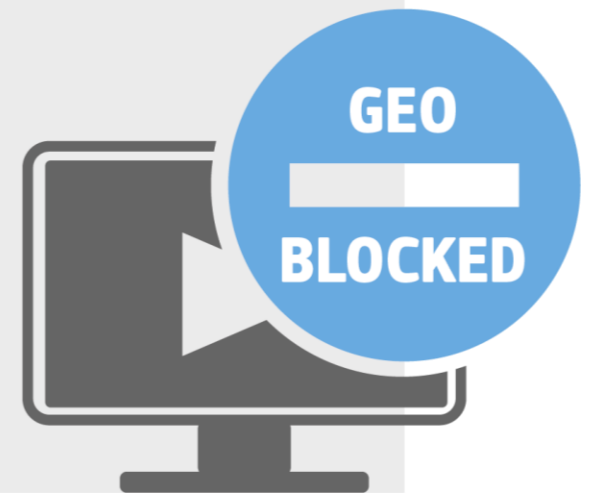
*Private data concerns*



# Tackling geo-blocking

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

 fewer clients, less revenues for companies



# Geo-blocking

- *Can geo-blocking be justified by content personalization?*
- *Should geo-blocking be banned completely?*



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# Geo-blocking – public consultation

*Looks at restrictions faced by consumers and businesses when shopping cross border in the EU*

*- Opinions on geoblocking practices :justified or not?*

*- Opinions on possible policy option*

*Does not cover copyright protected content and licensing practices or cross-border parcel delivery issues.*



# Geo-blocking – public consultation

*Legislative initiative to be adopted in 2016*

*Main aim is to ensure better access for consumers to goods and services bought online*

*Benefits for consumers: larger variety, better prices, higher quality goods and services.*



# Public consultations

*We want to hear from you!*

*Invite National Consumer Organizations to actively take part in the consultations!*

*Consultation on Geo-blocking (until December 2015)*

*Consultation on platforms (until January 2015)*

# Thank You!



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