The Digital Single Market: The European Commission strategy for unleashing the digital economy

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The Digital Economy: a source of major opportunities

Europe is online:
79.2% of EU citizens use Internet regularly

Investment in ICT, growth, competitiveness
30% of all economic growth in the EU for 2001-2011 can be attributed to ICT investment, production and use and 36% of growth in labour productivity

Growing importance of new business models like online platforms
Enable new valuable interactions; 70% of "unicorns" are online platforms

E-commerce potential
• E-commerce has been growing by 20% a year for a decade
• Yet, it has only gotten started – accounting for 8.5% of the world's retail spending

1.5 million new ICT specialist posts added since 2011 in the EU
Yet, 4 in 10 companies in the EU trying to recruit ICT specialists reported difficulties in filling vacancies
Example:
The rise of the online platform business model

- 59,229 Google searches
- 7,542 Tweets sent
- 68,484 YouTube videos viewed
- 771 Instagram photos uploaded
- 42,801 GB of Internet traffic

internetlivestats.com/one-second

Example:
Connectivity Potential for different applications

<table>
<thead>
<tr>
<th>TIME TO DOWNLOAD</th>
<th>2016</th>
<th>2025</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computerized Tomography (CT) scan</td>
<td>16 minutes</td>
<td>40 seconds</td>
</tr>
<tr>
<td>Virtual reality game</td>
<td>34 minutes</td>
<td>102 seconds</td>
</tr>
<tr>
<td>Top smartphone storage</td>
<td>3.5 hours</td>
<td>11 minutes</td>
</tr>
<tr>
<td>High-resolution (4K) movie</td>
<td>11 hours</td>
<td>33 minutes</td>
</tr>
<tr>
<td>Medium sized corporate server restore</td>
<td>23 days</td>
<td>33 hours</td>
</tr>
<tr>
<td>Human genome sequencing</td>
<td>33 days</td>
<td>39 hours</td>
</tr>
</tbody>
</table>
The Digital Single Market Strategy
Policy response to the opportunities & challenges of the digital revolution

THE STRATEGY AT A GLANCE

Better access for consumers and businesses
- Geo-blocking
- E-commerce (digital contracts, consumer protection)
- Copyright
- Parcel delivery
- VAT

An environment where digital networks and services can prosper
- Telecoms market
- Media services
- Platforms and intermediaries
- Trust and security (e-privacy, cybersecurity cPPP)

Maximise the growth potential of the digital economy
- Data Economy
- Inclusive digital society
- Interoperability and Standardisation
- Digitisation of European industry

The Digital Single Market Strategy
Supporting innovation and boosting competitiveness

✓ **Updating the legal framework** in view of technological developments (e.g. audiovisual media, copyright, e-Privacy, digital contracts)

✓ **Setting the right policy framework to enable** digital innovations:
  ✓ **Connectivity**
    ✓ Updating Telecom Rules
    ✓ 5G Action Plan
    ✓ Joint EU connectivity objectives
    ✓ WiFi4EU
  ✓ **Data Economy** (free flow of data; accessibility and reuse of data)

✓ **Support for valuable innovations and start-ups**: investment, networking, working together (e.g. Startup Europe initiative)
The Digital Single Market Strategy
Managing the Digital Transformation of our Economy and Society

"People and businesses in the EU have the inherent strengths needed to take advantage of the Digital Single Market. These include a strong manufacturing base and fast-growing startup ecosystem, which combined with newly digitised industrial processes and a skilled workforce, can drive growth for the foreseeable future. To fully unlock the data economy, the EU must also harness such assets to maximise the digitisation of the European service sectors, in particular health and care, energy, transport and finance."

DSM Mid-Term Review

The Digital Single Market Strategy
Managing the Digital Transformation of our Economy and Society

POLICY CONSIDERATIONS

• **DIGITAL SKILLS Policy**

• Boosting **DIGITISATION OF INDUSTRY** and facilitating access of SMEs to testing digital innovations

• **Modernising PUBLIC SERVICES**

• Working together to facilitate valuable digital **INNOVATIONS** (e.g. digital health and care, connected and automated mobility)

• **INVESTING** in Europe’s digital future: Connectivity, High Performance Computing, AI, European Open Science Cloud
The Digital Single Market Strategy

Digital Skills Policy

- **90% of all jobs** require at least some level of digital skills
- Currently, there are at least 350,000 vacancies for ICT professionals in the EU

**The EU in ACTION**

- **New Skills Agenda** for Europe:
  - To help low-skilled adults to acquire a minimum level of literacy, numeracy and digital skills

- **Digital Skills and Jobs Coalition**:
  - To mobilise businesses, social partners and public authorities to improve digital skills
  - >330 members; > 90 pledges

- **“Digital Opportunity” scheme in 2018**:
  - A pilot project to give graduates hands-on experience through cross-border internships in digital areas

Follow the latest progress and get involved.

- #DigitalSingleMarket
- #DigitalSingleMarketStrategy
- Digital Single Market blog