



# New Technological Opportunities for SME Growth

**Cyprus**

***18 November 2016***

# Why We Need a **Digital Single Market**

- ***Digital Market is not really Single***
- *Market is fragmented with **28 different legal requirements***
- *A Digital Single Market would create up to **EUR 415 billion** in additional growth*
- *The reward is growth and jobs, a level playing field allowing all companies to flourish and opportunities to scale up in Europe.*



Creating a  
**#DigitalSingleMarket**



#DigitalSingleMarket

#DigitalSingleMarket

#DigitalSingleMarket

#DigitalSingleMarket

#DigitalSingleMarket

#DigitalSingleMarket



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



Helping to make the EU's digital world a seamless and level marketplace to buy and sell.

- **Modernise eCommerce** ✓
  - **End unjustified geoblocking** ✓
  - **A more efficient and affordable parcel delivery** ✓
  - **Strengthen consumer trust** ✓
- **A modern copyright framework** ✓
- **Reduce VAT burden** ✓

Shaping the right environment for digital networks and services to flourish



**Pillar 2**

**DIGITAL**

**ENVIRONMENT**

Designing rules which match the pace of technology & support infrastructure development.

- Review the audiovisual media framework ✓
- Review online platforms, intermediaries ✓
- Review sharing economy ✓
- An ambitious overhaul of EU telecoms rules ✓
- Reinforce trust and security in digital services ✓

**Enhance the  
Growth potential  
of the digital  
economy**

### **3. Ensuring that Europe's economy, industry and employment take full advantage of what digitalisation offers.**

- Data economy & cloud
- Inclusive digital economy and society
- Digital skills and e-government
- Standardisation & interoperability

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**



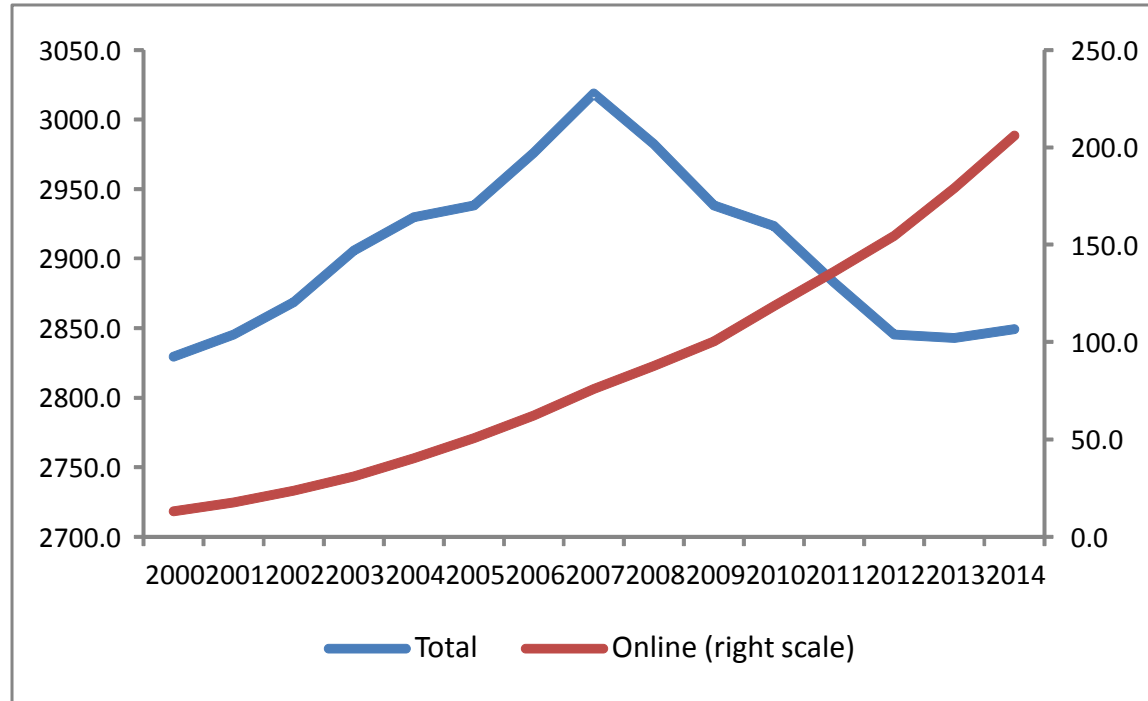
Adoption of a **Priority ICT Standards Plan** and extending the European Interoperability Framework for public services

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

# e-Commerce

Evolution of total and online retail sales in goods in the EU, 2000 -2014 (EUR billion)



Source: Duch-Brown and Martens (2015)

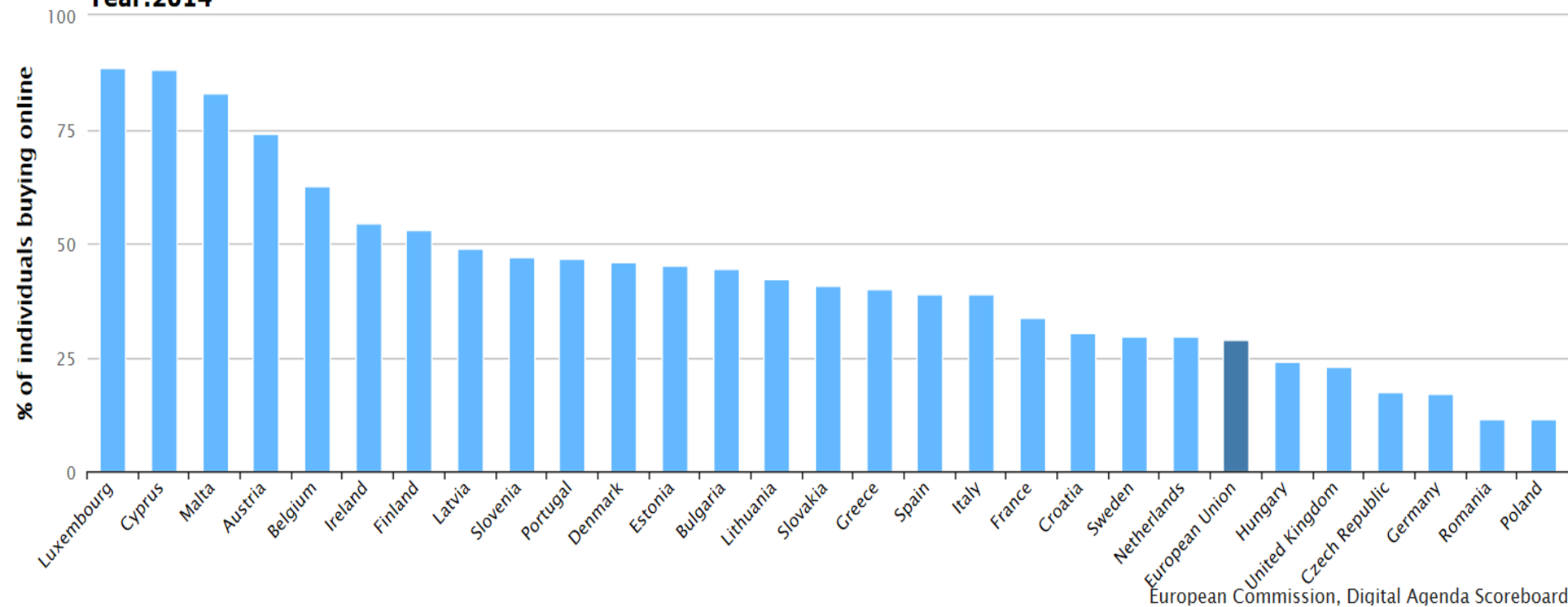


# e-Commerce in the EU

[Print chart](#) [Download image](#)

## Individuals ordering goods or services online, from sellers from other EU countries

Year: 2014

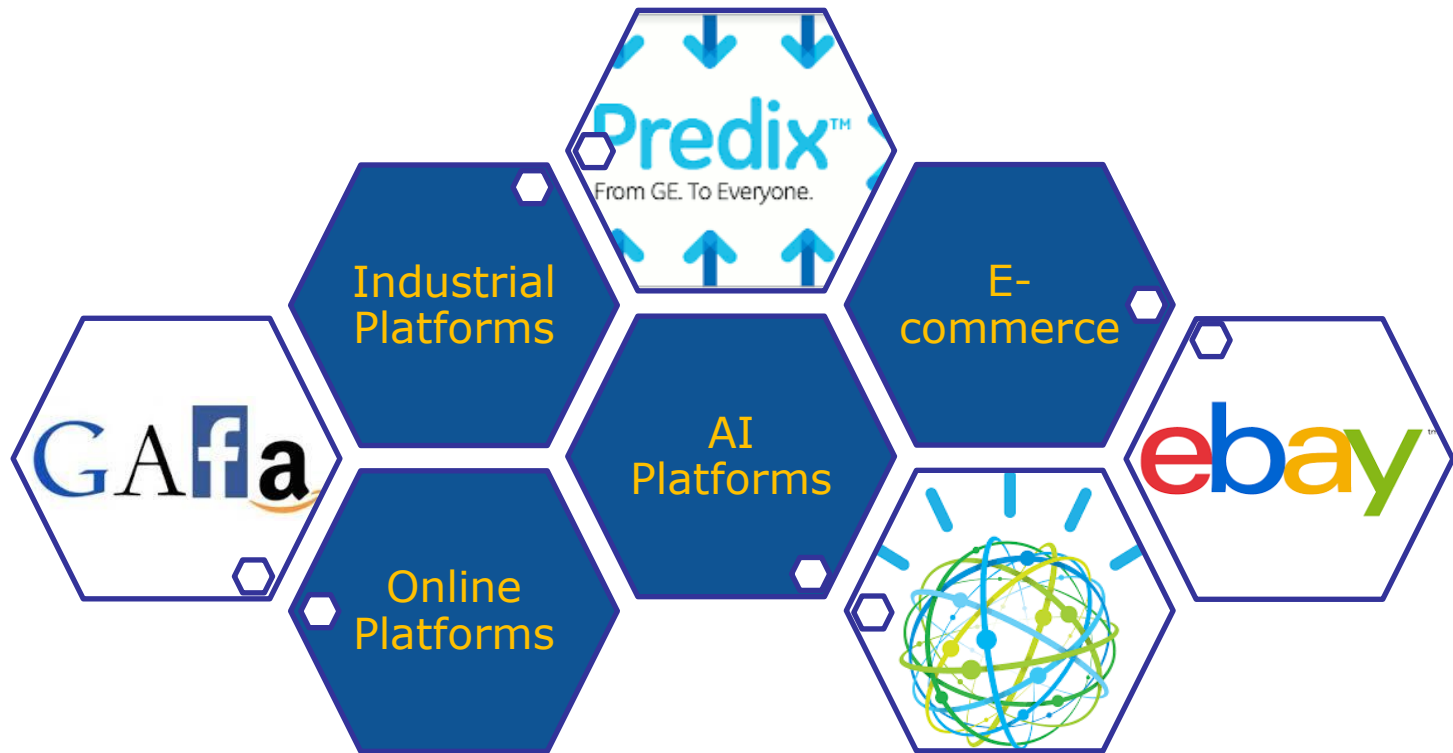




European  
Commission



# E-commerce & online platforms



# E-commerce & online platforms



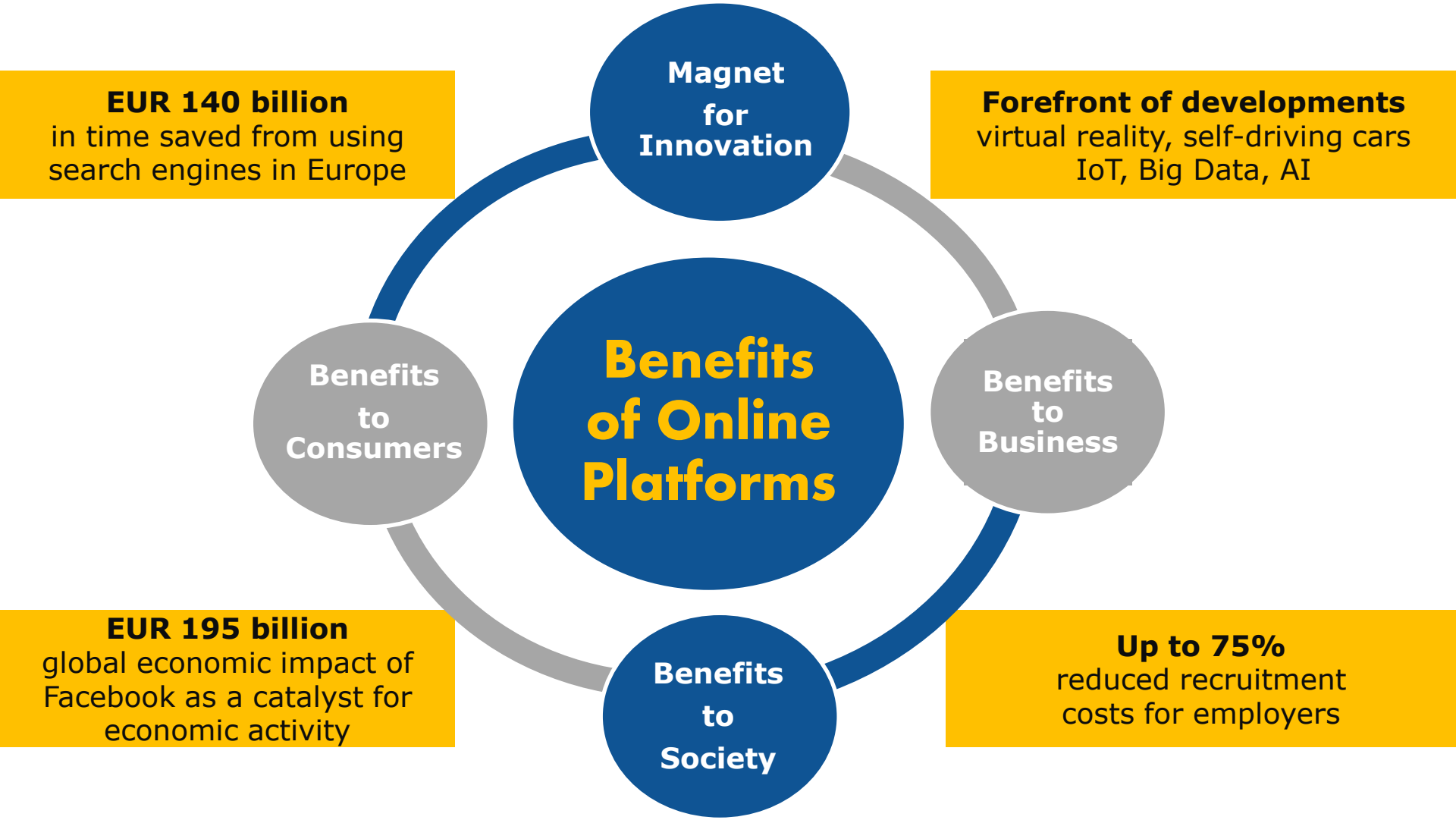
Google AdSense



*What next? Online AI-powered B2B RTB procurement platform*

***E-commerce and technological developments converging around platforms***







## SALES OF GOODS AND SERVICES

Electronics, clothes, sportswear...

Cloud & hosting services...

Concert tickets, hotels, car rental...



## ACCESS TO WEBSITES

Ban of blocking

Ban of automatic re-routing:

Explicit consent needed



## NON-DISCRIMINATION IN PAYMENTS

through e-payment (same brand)

If customer authentication possible

If currency accepted by trader



Agreements banning passive sales are void