



Digital vekst – Digital Agenda

Tilbake til fremtiden

21 år med erfaringer fra EUs digitale indre marked

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DG CONNECT – F.1 Growth and Jobs

6 februar 2014

Det Digitale Indre Marked

*The **Digital Single Market** is a single area where citizens and businesses can access and exercise any online activity under conditions of fair competition irrespective of their nationality or place of residence.*

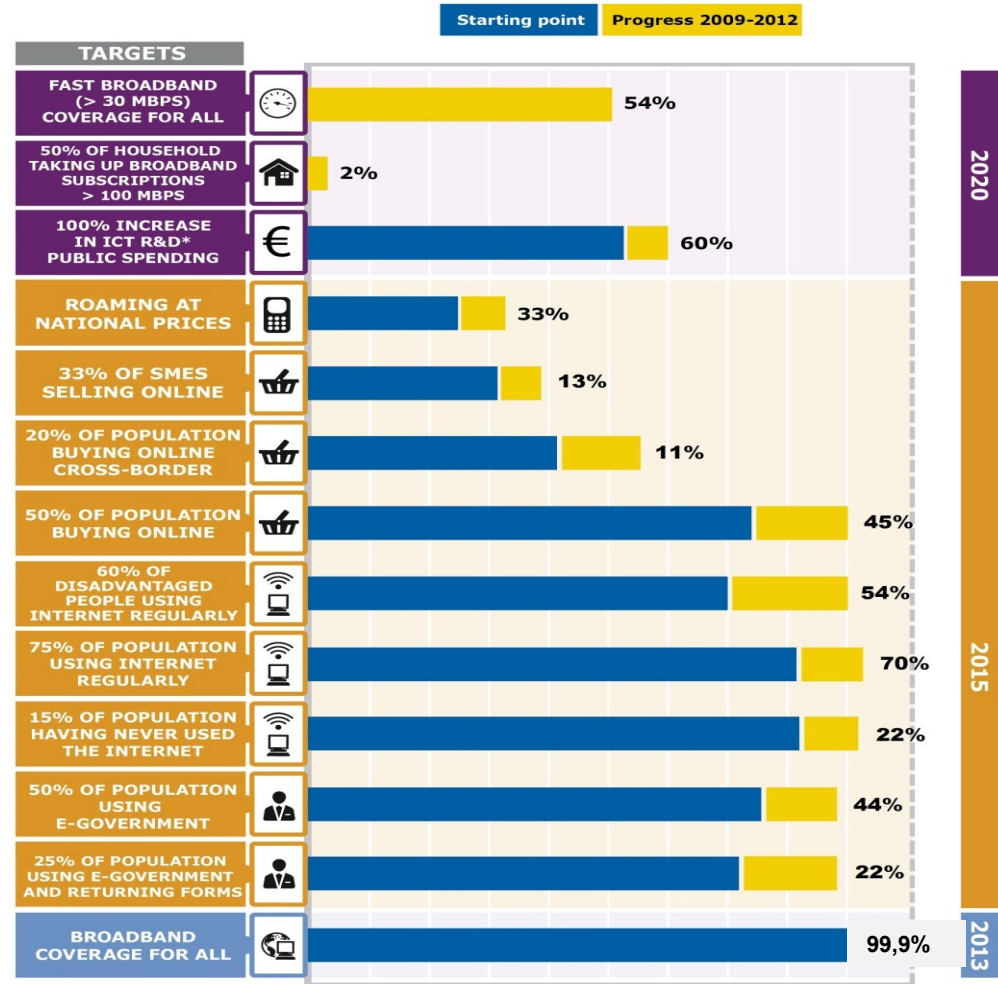


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Digital Agenda

- ✓ Basic Broadband virtually everywhere – Fast broadband >30 Mbps reaches 54% of EU
- ✓ Internet access increasingly going mobile - 36% of EU citizens use portable devices
- ✓ 70% now use the internet regularly at least once a week
- ✓ 1,000,000 ICT vacancies by 2015
- ✓ **eCommerce growing steadily, but not cross-border**

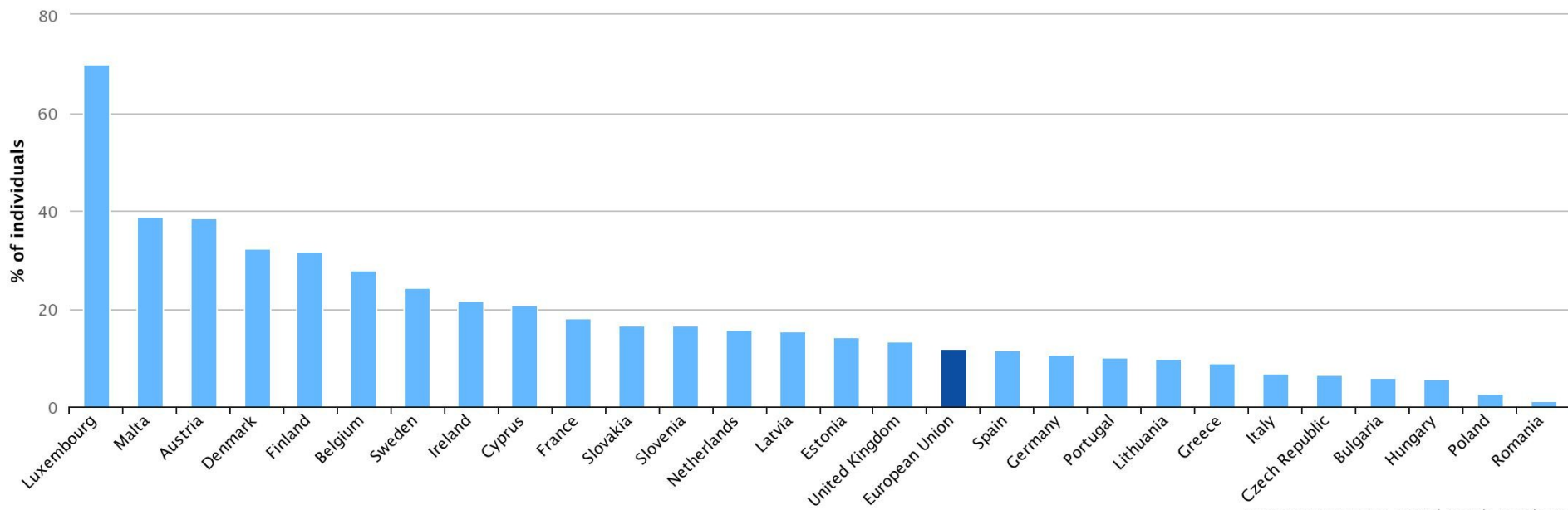
2013 Scoreboard



eCommerce paradox

Individuals ordering goods or services online, from sellers from other EU countries, Individuals who are native-born

Year: 2013

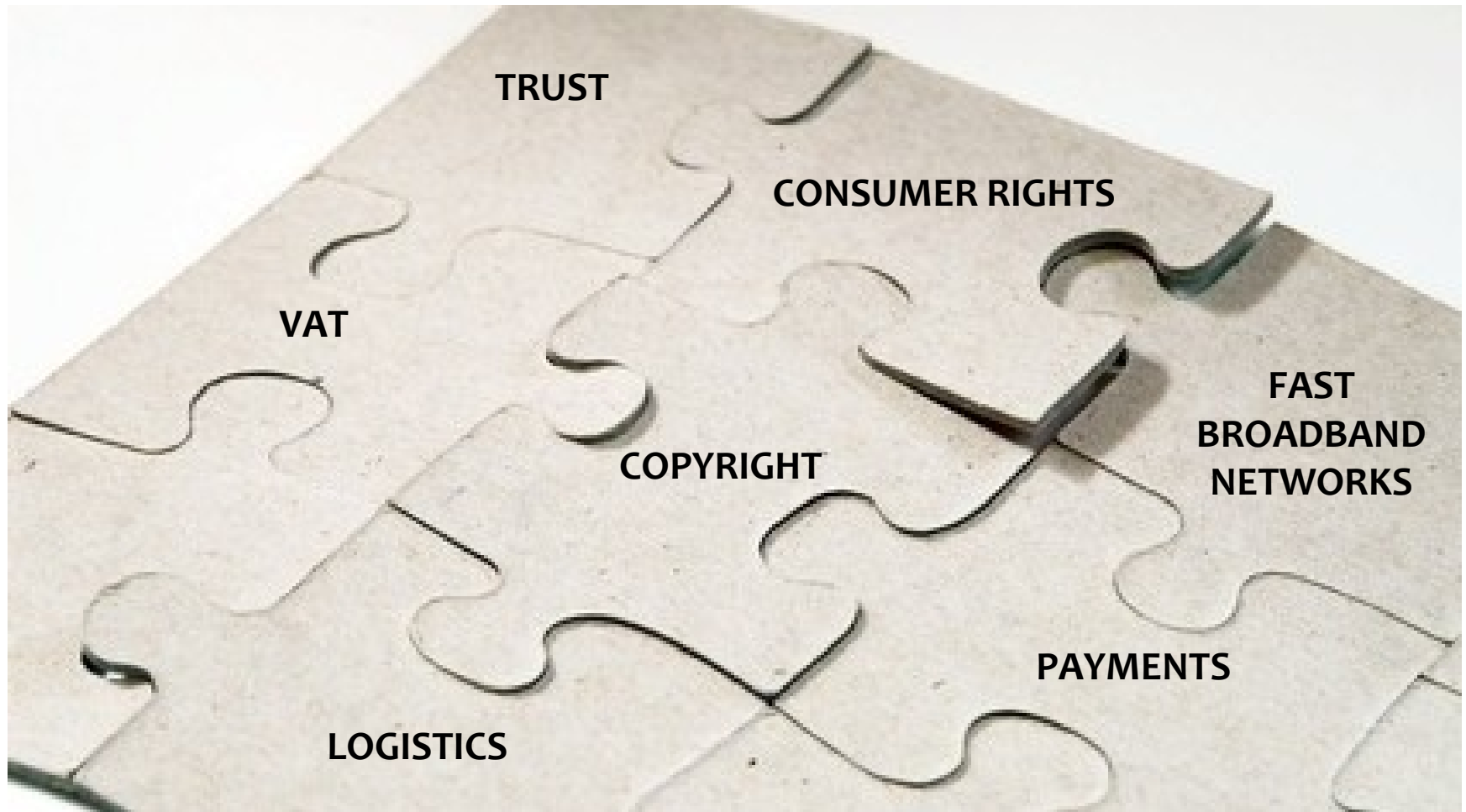


Tiltak for å fullføre det digitale indre marked

- Digital Agenda for Europe
- E-Commerce Communication
- Single Market Act I, II



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1992 og 2014

- Harmonisering av ulike nasjonale regelverk
- Private barrierer
 - Tilgang til plattformer, vertikal integrasjon, overføring av markedsmakt







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Viktige forbrukergevinster

- Press på prisene innenlands
- Bedre kvalitet/kundeservice
- Innovasjon og tjenestemangfold



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Orientations of the October 2013 European Council

Digital Single Market

Comprehensive approach

Content

Taxation

Legislative proposals (ongoing)

TSM

Civils

E-id, e-invoice, e-payments

Data protection, NIS

Data & Cloud

National coordinators

European Cloud Partnership

Public Sector Information

Investment

Digital gap

New infrx (4G, ...)

Skills gap (Grand Coalition)

Public Sector Modernisation

Once-only principle

Implement e-Gov, e-health, e-invoicing, e-procurement

Innovation

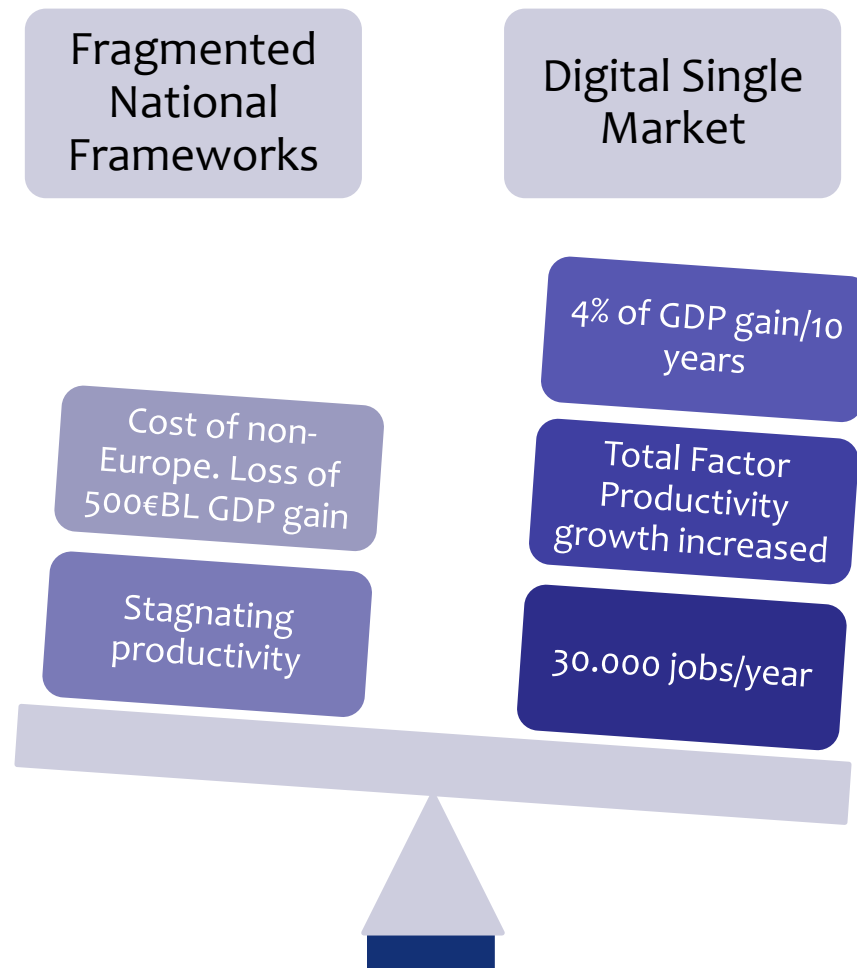
Access to finance

Link R&D - Market



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The rewards of a comprehensive Digital Single Market by 2020



Takk for oppmerksomheten



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