





**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**

**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

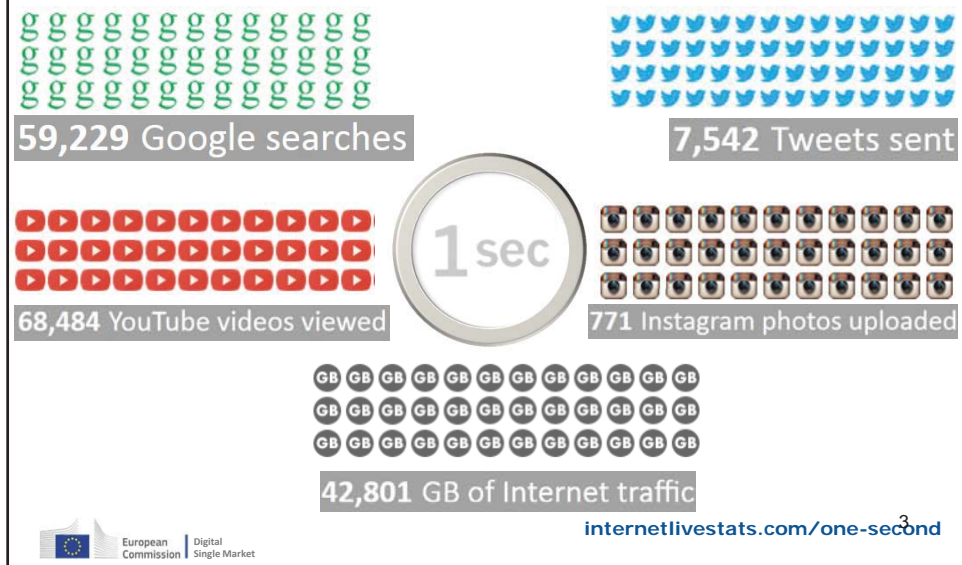
**Growing importance of new business models like online platforms**  
Enable new valuable interactions;  
**70% of "unicorns"** are online platforms

**E-commerce potential**

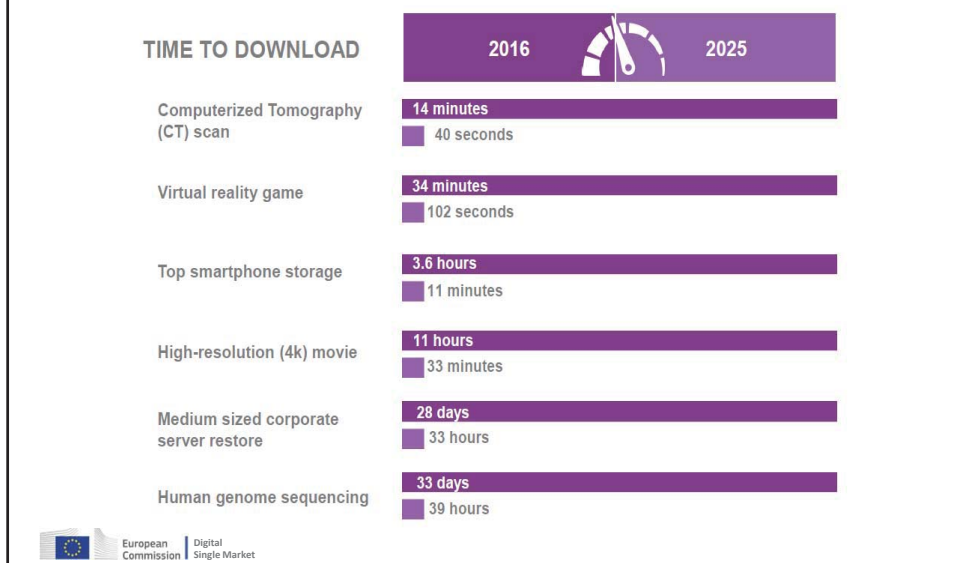
- E-commerce has been growing by **20% a year for a decade**
- Yet, it has only gotten started – accounting for 8.5% of the world's retail spending

 European Commission |  Digital Single Market

## Example: The rise of the online platform business model



## Example: Connectivity Potential for different applications



## 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

European Council  
implementation deadline:  
2018



DSM Strategy Mid-Term  
Review:  
May 2017



DSM Strategy:  
May 2015



## 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**



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## 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

