

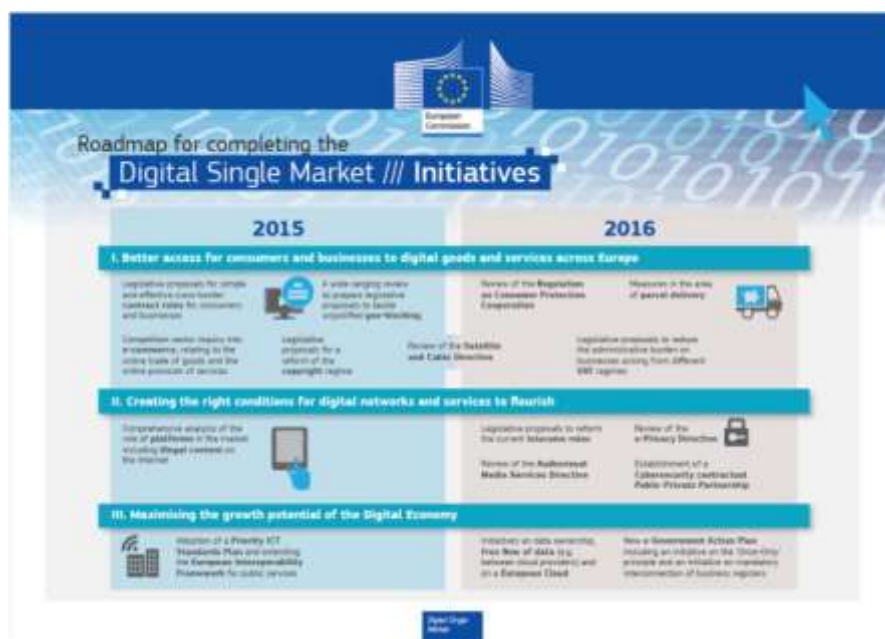
Opdatering af EU's 2020 strategi

EU's Digital Single Market Strategy

Mens Danmark i dag (den 6. maj 2015) mest har fokuseret på regeringens vækstplaner, har EU Kommissionen – med formanden Jean-Claude Juncker og ”digitaliseringsgeneral” Andrus Ansip i spidsen – præsenteret 16 nye initiativer for Parlamentet og Rådet for at sikre og fremskynde digitaliseringen i Europa. Strategien og initiativerne har titlen ”A Digital Single Market Strategy for Europe” [COM (2015) 192 final].

Der er som vanligt med disse strategipapirer publiceret en omfattende dokumentation og diverse arbejdsdokumenter.

For den korte version er pressemeddelelsen [her](#) og for de interesserede som ønsker detaljerne, er alle opdaterede facts [her](#).



Illustrationen her er den populære *infograph* (roadmap) og kan [downloades](#) i en større og bedre opløsning. Det fremgår bl.a. at der er stor og fornyet fokus på medieområdet – herunder allerede i år at se på copyright og geo-blocking. Senere på året ses på satellit- og kabel-tv direktivet, og i 2016 tages der endelig fat i det audiovisuelle direktiv – og ikke mindst vil der langt om længe blive endelig lovgivet om tele-sektoren, hvor det tillige forventes at også netneutralitet og privacy behandles.

De fleste husker sikkert, at Neelie Kroes' forslag blev sat på hold pga. nyvalg til Kommissionen. Det har bl.a. betydet at tingene ret beset har stået stille i et års tid. Det er langt tid i den digitale tidsalder – og ikke uden omkostninger for EU og medlemslandene. Det fremgår tydeligt af Junckers og Ansips præsentation, at Europa risikerer at resten af verden (især USA og Asien) kommer til at bestemme farten for den globale digitalisering.

De 16 initiativer er faktisk både nødvendige og relevante forslag for at accelerere den digitale udvikling. Strategien går dog videre end medieområdet. Den er ualmindelig klar og let læst i [arbejdsdokumentet](#) (som downloader) – og jeg vil gerne anbefale de interesserede at kaste sig ud i de lidt over 100 sider. De resterende dokumenter afspejler alligevel dette indhold – og dermed slipper man for det mere bureaukratiske og pr-mæssige procedure materiale.

De 16 initiativer i den korte version:

Strategien bygger på 3 søjler (jf. infografen) og sigter på at gennemførelsen af initiativerne er gennemført med udgangen af 2016:

1. **Rules to make cross-border e-commerce easier.** This includes harmonised EU rules on contracts and consumer protection when you buy online: whether it is physical goods like shoes or furniture; or digital content like e-books or apps. Consumers are set to benefit from a wider range of rights and offers, while businesses will more easily sell to other EU countries. This will boost confidence to shop and sell across borders.
2. To **enforce** consumer rules more rapidly and **consistently**, by reviewing the Regulation on Consumer Protection Cooperation.
3. More efficient and affordable **parcel delivery**. Currently 62% of companies trying to sell online say that too-high parcel delivery costs are a barrier.
4. To end unjustified **geo-blocking** – a discriminatory practice used for commercial reasons, when online sellers either deny consumers access to a website based on their location, or re-route them to a local store with different prices. Such blocking means that, for example, car rental customers in one particular Member State may end up paying more for an identical car rental in the same destination.
5. To identify potential competition concerns affecting European e-commerce markets. The Commission therefore **launched today** an **antitrust competition inquiry into the e-commerce sector** in the European Union.
6. A **modern, more European copyright** law: legislative proposals will follow before the end of 2015 to reduce the differences between national copyright regimes and allow for wider online access to works

across the EU, including through further harmonisation measures. The aim is to improve people's access to cultural content online – thereby nurturing cultural diversity – while opening new opportunities for creators and the content industry. In particular, the Commission wants to ensure that users who buy films, music or articles at home can also enjoy them while travelling across Europe. The Commission will also look at the role of online intermediaries in relation to copyright-protected work. It will step up enforcement against commercial-scale infringements of intellectual property rights.

7. A review of the **Satellite and Cable Directive** to assess if its scope needs to be enlarged to broadcasters' online transmissions and to explore how to boost cross-border access to broadcasters' services in Europe.
8. To reduce the administrative burden businesses face from different **VAT** regimes: so that sellers of physical goods to other countries also benefit from single electronic registration and payment; and with a common VAT threshold to help smaller start-ups selling online.
9. Present an ambitious overhaul of EU **telecoms rules**. This includes more effective spectrum coordination, and common EU-wide criteria for spectrum assignment at national level; creating incentives for investment in high-speed broadband; ensuring a level playing field for all market players, traditional and new; and creating an effective institutional framework.
10. Review the **audiovisual media framework** to make it fit for the 21st century, focusing on the roles of the different market players in the promotion of European works (TV broadcasters, on-demand audiovisual service providers, etc.). It will as well look at how to adapt existing rules (the Audiovisual Media Services Directive) to new business models for content distribution.
11. Comprehensively analyse the role of **online platforms** (search engines, social media, app stores, etc.) in the market. This will cover issues such as the non-transparency of search results and of pricing policies, how they use the information they acquire, relationships between platforms and suppliers and the promotion of their own services to the disadvantage of competitors – to the extent these are not already covered by competition law. It will also look into how to best tackle **illegal content** on the Internet.
12. Reinforce trust and security in digital services, notably concerning the handling of **personal data**. Building on the new EU data protection rules, due to be adopted by the end of 2015, the Commission will review the **e-Privacy Directive**.

13. Propose a partnership with the industry on **cyber security** in the area of technologies and solutions for online network security.
14. Propose a '**European free flow of data initiative**' to promote the free movement of data in the European Union. Sometimes new services are hampered by restrictions on where data is located or on data access – restrictions which often do not have anything to do with protecting personal data. This new initiative will tackle those restrictions and so encourage innovation. The Commission will also launch a **European Cloud** initiative covering certification of cloud services, the switching of cloud service providers and a "research cloud".
15. Define priorities for **standards and interoperability** in areas critical to the Digital Single Market, such as e-health, transport planning or energy (smart metering).
16. Support an inclusive digital society where citizens have the right skills to seize the opportunities of the Internet and boost their chances of getting a job. A new e-government action plan will also connect business registers across Europe, ensure different national systems can work with each other, and ensure businesses and citizens only have to communicate their data once to public administrations, that means governments no longer making multiple requests for the same information when they can use the information they already have. This "only once" initiative will cut red tape and potentially save around €5 billion per year by 2017. The roll-out of e-procurement and interoperable signatures will be accelerated.