

# Digital Agenda

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## for Europe



# Consumers: a vibrant Digital Single Market

**The digital world should be at people's finger tips! But at the moment too many people in Europe find themselves stuck in the internet slow-lane because the digital Single Market is under-developed, people don't have the confidence to go online or because people don't even have access to a high-speed internet connection.**

Consumers still cannot take full advantage of competitive prices and a wide range of choice available in a European Digital Single Market. It is often easier to buy something online from a business based in the United States than in another EU country. For example, up to 60% of attempts to buy something online from another EU country run into difficulties such as your credit card payment being refused because it comes from the "wrong" country.

Another example is that consumers can buy CDs in every music shop across Europe, but they are often unable to download music online legally from another EU country because rights are licensed on a country by country basis. Such fragmentation means that there are four times as many **legal music downloads** in the US as in the EU. There is also the fact that only 12 % of EU web users feel completely safe making online transactions

As for **telecommunications**, despite EU measures on roaming, consumers are currently still dissuaded from using mobile phone services when abroad by the higher prices paid compared to using the same services in their own Member State, particularly in the case of data roaming.

The European Digital Agenda aims to tackle these problems so as to give people access to all the potential advantages of the digital society.

For example, it would aim to ensure **very fast internet access** that will help enable citizens to shop, create, learn, socialise and interact online and is also essential for the economy to grow. The European Digital Agenda's target is to bring internet connections of 30 Mbps or above for all Europeans by 2020 with half European households subscribing to connections of 100 Mbps or higher.

The Digital Agenda will also encourage EU coordination in radio spectrum management in order to boost the growth of **innovative wireless broadband services**. It will set clear rules to foster investment in open and competitive new generation networks and will help public authorities to roll out new broadband infrastructure in places where geography or a limited number of potential customers make it difficult for the market or private investment alone to offer high speed internet (e.g. rural areas).

The Digital Agenda aims to find solutions for **pan-European access to legal online content** by simplifying copyright clearance, management and cross-border licensing. It will also promote large scale digitisation of the rich collections of national libraries, archives and museums, and promote access to them through *Europeana* ([www.europeana.eu](http://www.europeana.eu)), the portal of Europe's digital libraries (see [MEMO/10/166](#)).

Other actions in this area include making **electronic payments and invoicing easier** anywhere in Europe to encourage cross-border online shopping.

To help Europeans feel safer online, the Digital Agenda will strengthen **EU rules on personal data protection**, improve the eYou guide ([http://ec.europa.eu/information\\_society/eyouguide/index\\_en.htm](http://ec.europa.eu/information_society/eyouguide/index_en.htm)) - the digital guide to rights online - to make it more practical and user-friendly, and propose the creation of an EU-wide online resolution system for eCommerce transactions.

The Digital Agenda also aims to boost people's confidence to use the internet by *inter alia* ensuring a better coordinated European response to cyber-attacks, identity theft and spam.

Following an investigation into the costs of the absence of a Single Market in telecoms, the Commission intends to take further measures with the objective of, for example, ensuring that the difference between roaming and national prices should approach zero by 2015.

**Want to know more? Check** [http://europa.eu/information\\_society/digital-agenda](http://europa.eu/information_society/digital-agenda)

**Any comments or questions? Send an e-mail to** [INFISO-DIGITAL-AGENDA@ec.europa.eu](mailto:INFISO-DIGITAL-AGENDA@ec.europa.eu)