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## DIGITAL SINGLE MARKET

### KEY MESSAGES

- 1 To strengthen Europe's knowledge economy, which is a key driver of future growth and jobs, investment has to be focused where the economic impact is biggest. In particular, dissemination of digital technology is key for Europe's competitiveness.
- 2 A dynamic Digital Single Market is also a fundamental component for reinvigorating the Single Market. Its full development can drive up productivity and innovation in many "traditional" sectors and benefit society as a whole.
- 3 As e-commerce grows, regulatory fragmentation discourages cross-border business. Europe should reduce this fragmentation to ensure that consumers can benefit of a wide range of goods and services and profit from competition in the online single market.

### WHAT DOES BUSINESSEUROPE AIM FOR?

- *A true digital single market is a combination of many factors, complementing the free movement of goods, services, people and capital in a digital world. This new challenge requires removing existing bottlenecks and regulatory barriers and boosting consumers' confidence.*
- *EU policy needs to promote the knowledge society as a way to promote social and economic inclusion and expand the use of new services to the benefit of users, particularly by looking at demand-side factors inhibiting take up of digital services.*
- *The digital single market needs adequate infrastructure to deliver its full potential. Timely roll-out of broadband and efficient use of radio spectrum are crucial, in view of the new services and activities that citizens will benefit from.*
- *The EU should develop a strategy for the external dimension of the Digital Single Market. Europe should aim at updating the 1997 Information Technology Agreement, addressing the new barriers created by regulatory measures and standards, and including digital services and intellectual property.*

### KEY FACTS AND FIGURES

Europe could gain 4% of GDP by fully developing the digital single market by 2020

This corresponds to a € 500 billion gain, meaning that the digital single market could have an impact similar to the 1992 Internal Market programme.