Input to Single Market Strategy

DIGITAL EUROPE

9 October 2018
Strengthening the Single Market

Objectives

It is essential that diligent manufacturers can take full advantage of while rogue traders and free-riders are decisively discouraged. The objective has to be to enforce that existing legislation fosters high-level of compliance and creates a level-playing field is a must to ensure that market surveillance activities in the EU are effective and harmonised. The main information provision, such as electronic labelling (e-labelling), alternatives to paper-based "analogue" procedures by acknowledging and realising the potential of "digital" means of the completion and timely approval of the Compliance and Enforcement Regulation ("Goods Package") and the revision of the NLF shall focus on updating it and modernising and simplifying procedures by allowing digital means of "digital" means of information provision, such as electronic labelling (e-labelling).

Recommendations:

1. The revision of the New Legislative Framework (NLF) which is well-functioning and recognised is nevertheless in need of a careful, targeted update.

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Safeguarding the unique European Standardisation System (Harmonised Standards)
Strengthening the Single Market

The European Union has introduced in 2012 an important addition to the European Standardisation System by creating the Multi-Stakeholder-Platform (MSP) for ICT standardisation. The MSP, an annual review and assessment of EU policy needs for ICT standardisation, adds significant value for the European Commission, Member States and industry in assessing on-going and stimulating further standardisation efforts on a global level. It prevents European initiatives from reinventing the wheel, aligns their efforts and provides valuable guidance. The MSP must be maintained and enhanced, in particular the provision of ICT specifications and standards for public procurement is crucial. Furthermore, the Commission’s ICT “Rolling Plan” co-developed by the MSP can be an annual evaluation of globally important and relevant ICT standards and specifications so that these can be made available for public procurement throughout the EU. This is and was a major step in recognising the importance of global ICT standardisation and providing a platform for global initiatives. The MSP, among others is the creation of the Multi-Stakeholder-Platform (MSP) for ICT standardisation. The objective of the MSP among others is the Realising the full potential of ICT standardisation.

Recommendations:

The MSP must be maintained and enhanced, in particular the provision of ICT specifications and standards for public procurement is crucial. Furthermore, the Commission’s ICT “Rolling Plan” co-developed by the MSP can be an annual review and assessment of EU policy needs for ICT standardisation. It prevents European initiatives from reinventing the wheel, aligns their efforts and provides valuable guidance. The MSP must be maintained and enhanced, in particular the provision of ICT specifications and standards for public procurement is crucial. Furthermore, the Commission’s ICT “Rolling Plan” co-developed by the MSP can be an annual evaluation of globally important and relevant ICT standards and specifications so that these can be made available for public procurement throughout the EU. This is and was a major step in recognising the importance of global ICT standardisation and providing a platform for global initiatives. The MSP, among others is the creation of the Multi-Stakeholder-Platform (MSP) for ICT standardisation. The objective of the MSP among others is the Realising the full potential of ICT standardisation.
Strengthening the Single Market

Some product or services are not contradictory or adding disproportional burden.

European Commission should also ensure that the implementation of new directives at MS level has no "hidden" technical impact on products (or services). This should be done in close cooperation and mutual trust. This is key.

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Recommendations:

- In the various Member States’ rules for introduction of technical norms (for example DVB-T, DVB-T2, MPEG4, HEVC, etc.)
- This may end-up with 27 different flavors of the same rules. The different pace for introduction of technical norms (for example DVB-T, DVB-T2, MPEG4, HEVC, etc.)
- But also due to the fact that several pieces of legislation are giving more freedom to MS to adapted the core legislation. This is currently the case with AVMSD or the EEC. This may end-up with 27 different flavors of the same rules.
- Product interoperability in the EU is becoming very complex, not only due to complexity added with every legislative revision for product compliance (see previous slide, for example RED, EAA, Energy Labeling, Eco-design, etc.).
- Achieving a real single market for AV products and services
Strengthening the Single Market

A review and evidence-based approach to private copying levies

Criterias and benchmarking, rather than the current disparate and conflicting regimes.

The current private copying levies framework in the EU faces incredible fragmentation and is completely out-dated. As each Member State has gone into different directions, manufacturers and importers of devices are confronted on a daily basis with high costs and complicated procedures. Many national implementations are in conflict with EU legislation and case law, lacking effective remuneration options for business users. The tariffs, collected levels and affected devices have no consistency and are not based in factual analyses, which do not involve making copies via licensed and paid-for digital services (such as via streaming and subscription), which do not involve making evidence and impact assessments, nor are tariffs reduced following the transition to modern media consumption.

Recommendations:

The Commission should urgently plan a thorough review of the private copying levies framework. This includes an examination of the discrepancies such as on business reimbursement and exemption, and a clarification of EU case law to ensure a more harmonised implementation. National systems should be based on evidence with common criteria and benchmarking, rather than the current disparate and conflicting regimes.

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Strengthening the Single Market

Realising the full potential of standardisation

Standardisation plays a crucial role in the effective operation of the Single Market, as fully recognised in Regulation 1025/2012. This Regulation...

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2. Where legislation affects products or services, WTO TBT principles and create new trade barriers.

Recommendations:

1. Where legislative efforts on the European level, it prevents European standardisation initiatives from reinventing the wheel, orients their efforts and provides valuable guidance. Strengthening the Single Market

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Investing in Innovation

Paving the way for the next Digital Europe programme

Programme covered by the Research Programme Horizon Europe should be also covered by the Digital Europe

The implementation and ensure the success of the programme.

Recommendations:

Improvement and uptake of key digital technologies.

The brand new Digital Europe Programme will be critical in bridging the gap between the Horizon Europe

The European Commission should start working on the next edition of the Digital Europe Programme, with

a much ambitious scope of activities and a higher budget. We believe that ultimately, most of the ICT fields

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diffusion and uptake of key digital technologies.

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Stimulating investment into digital infrastructure and connectivity, fixed and wireless, is the backbone of the digital economy and society. It is an essential prerequisite for business and companies to reach wider markets and upgrade their services. Europe is however still facing an investment gap compared to other parts of the world into connectivity, leading to lacking and diverging network availability between and within Member States.

Recommendations:

- The EU should work towards increased and more thorough funding of digital infrastructure, broadband and broadband mapping projects.
- The EU should also enhance public funds by a harmonised and forward-looking implementation of the Electronic Communications Code and accompanying Guidelines (from BEREC), for instance on co-investment and co-funding, and making easier access for local authorities to avoid under-utilisation of public funds.
- In addition, Member States should be encouraged to put into practice the Broadband Cost Reduction Directive to facilitate network deployment.

Connectivity, fixed and wireless, is the backbone of the digital economy and society. It is an essential prerequisite for business and companies to reach wider markets and upgrade their services. Europe is however still facing an investment gap compared to other parts of the world into connectivity, leading to lacking and diverging network availability between and within Member States.
Digital infrastructure and connectivity

Ensuring a 5G-ready spectrum and connectivity environment

Recommendations:

The EU Member States and Commission, and related agencies and bodies, should continue to strive for a harmonised framework on spectrum. This includes making spectrum available for services, including 5G, in a timely and coordinated manner (such as the 5G Action Plan and 5G Pioneer bands). It also means a consistent and collaborative approach on licence durations, access and usage conditions, and reducing deployment burdens (such as streamlined ‘small cells’ and wireless equipment deployment rules).

Development and deployment of digital infrastructure, however, cause delays, fragmentation and reduce economies of scale for the network coverage and connectivity across Europe. Lack of spectrum availability or strong divergences between countries, and new technologies and services, require robust and next-generation industry and businesses, and new technologies and services, require reliable, robust and next-generation infrastructure.

Ensuring a 5G-ready spectrum and connectivity environment
Improve consumers’ access to justice in the EU

Shoplifting and abusive-style litigation that will fall benfitting the consumers.

Recommendations: The next European Commission should devote its efforts to ensure better enforcement and awareness of existing rules.

Ensure better enforcement and integrate necessary safeguards against illegal commercial practices and right mass harm situations.

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The European Union already has some of the strongest rules in consumer protection in the world. A growing demand for more and more consumers enjoy online shopping, the European Commission should aim at delivering a fairer single Market that will boost their trust in the e-commerce sector and encourage businesses to respond to their needs.

The European Union should also adequately equip its consumers to fight against mass harm situations by not falling short of its ambition and introducing common, simpler and more efficient rules on representative actions. The new rules should be based on the Commission’s 2013 own Recommendations and integrate necessary safeguards against forum shopping and abusive-style litigation that will fall benfitting the consumers.

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