



# **V4 Digital Day**

**Brussels, 9 November 2015**



## **Agenda**

**The DSM Strategy**

**Current DSM Consultations**

**Main DSM Initiatives 2015**

**Main DSM Initiatives 2016**

**V4 and DSM**

## The DSM Strategy

*Break down barriers to cross-border online activity*

*Better access to digital goods and services*

*Infrastructure and content services – level playing field, fair competition, Investment*

*Right conditions for digital networks*

*Investment in ICT infrastructure, technologies, research and innovation*

*Maximizing growth potential*

## Current Public Consultations of DSM

- Online Platforms
- Geo-blocking
- Telecoms
- eGovernment
- ICT Standards
- VAT regimes
- Needs for internet speed and quality
- Review of Satellite and Cable Directive

## Main DSM Initiative 2015

### *Cross-border contract rules*

- Unleash potential of e-commerce: Harmonize B2C contracts for online sales (digital content and tangible goods)
- Right balance: protect consumer and limit costs for businesses

### *Copyright*

- Availability of creative content across Europe
- Right balance: access for consumer to cultural content online and new opportunities for creators / content industry

## Main DSM Initiatives 2016

- Consumer Protection Cooperation
- Parcel delivery
- VAT regimes
- Satellite and Cable Directive
- Telecoms rules
- E-Privacy Directive
- Audiovisual Media Services Directive
- Cybersecurity contractual Public-Private Partnership
- Free flow of data, European Cloud
- E-Government Action Plan

*Better access to digital goods and services across EU*

*Right conditions*

*Growth potential*

## **V4 and the DSM**

- ✓ *Supporting start-ups*
- ✓ *Cross-border e-commerce*
- ✓ *Trust, data protection & privacy*