

# Communication on E-COMMERCE

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Telecom Council working party

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Internal Market & Services DG

# Ambition and scope

- Communication adopted on 11 January 2012
- « Vision » of the Commission on on-line services + strategy + action plan
- On-line services/information society services, including e-commerce of goods and services;
- B2B, B2C, C2C, G2G but not G2C

# Online services

- Crucial to the economy
  - 21 % of the GDP growth of the last 5 years
  - Up to 20% of GDP growth till 2015 (e.g. UK, NL)
  - Creates 2,6 jobs for every job destroyed;
  - Represented 25% of net job creation and growth in France since 2000
- Benefits society at large (consumers, businesses, citizens, workers, environment...)

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# Package

- The Communication
- Staff Working Document with extended analysis and application report E-commerce Directive (MARKT)
- Staff Working Document « bringing e-commerce benefits to consumers » (SANCO)
- Green Paper on Internet, mobile and card payments

# Strategy

- Identification of 5 priorities:
  - Develop the cross border and legal offer of online services
  - Improve consumer protection and information + information of merchants
  - Improve payments and delivery systems
  - Manage better abuse and illegal contents,
  - Deploy high-speed networks and advanced technological solutions
- Create a coherent framework
- Complement previously announced initiatives
- No revision of the E-commerce Directive

# Develop the cross border and legal offer of online services

- Need for more legal certainty
  - Better enforcement, common sales law
- Unjustified discriminations
  - Guidelines of article 20 Services Directive
- More competition
  - Net neutrality, application of the vertical restraints regulation,
- Financing of SMEs
  - Action plan
- Legal contents
  - IPR strategy, copyright levies,
- Information from the public sector
  - Revision of Directive of re-use of public sector information

# Improve consumer protection and information

- Information of the consumers and awareness of traders
  - price comparison websites
  - awareness of business
- Improve enforcement of EU law
  - Screening transposition, enhance administrative cooperation
  - Enforcement Consumer Rights Directive
- Data protection
  - Revision of the acquis
- On-line gambling
  - Follow-up of the green paper
- On-line pharmacy
  - Logo

# Improve payments and delivery systems

- Payments: payment security, payment fee transparency for consumers and merchants, market access for payment providers and standardisation
  - Green Paper on an integrated European market for card, internet and mobile payments:
- Delivery: cost (especially cross-border), convenience
  - Green Paper



# Better manage abuse and illegal contents

- Fight against counterfeiting and piracy
- Improve dispute resolution and redress
- Initiative “Notice and Action” procedures (2012):
  - E-commerce Directive: liability exemption for “hosting” (Article 14)
  - Current situation: legal uncertainty, compliance costs, slow or no removal illegal content
  - Initiative: issues to address include requirements for notice, timeframes, transparency, wrong notices, assessment of notices...
  - Impact Assessment will determine the content

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# Deploy high-speed networks and advanced technological solutions

- High speed networks as prerequisite for the development of on line services
  - guidelines for the preparation of broadband infrastructure projects and for smart specialisation strategies
  - recommendation on access-pricing schemes in the wholesale market
  - adopting a guide on cost reduction techniques
- Need for increased radio spectrum availability for the use of mobile internet
  - Communication on spectrum-sharing
- Need to develop cloud computing
  - Strategy 2012

# Conclusion

- Quantified objectives: double before 2015
  - EU on-line retail sales (3,4% 2010)
  - Internet economy in the GDP (<3%)
- Monitoring:
  - Annual report
  - Conference 2013

# Thank you

[http://ec.europa.eu/internal\\_market/e-commerce/index\\_en.htm](http://ec.europa.eu/internal_market/e-commerce/index_en.htm)

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