



Building a digital world consumers can trust

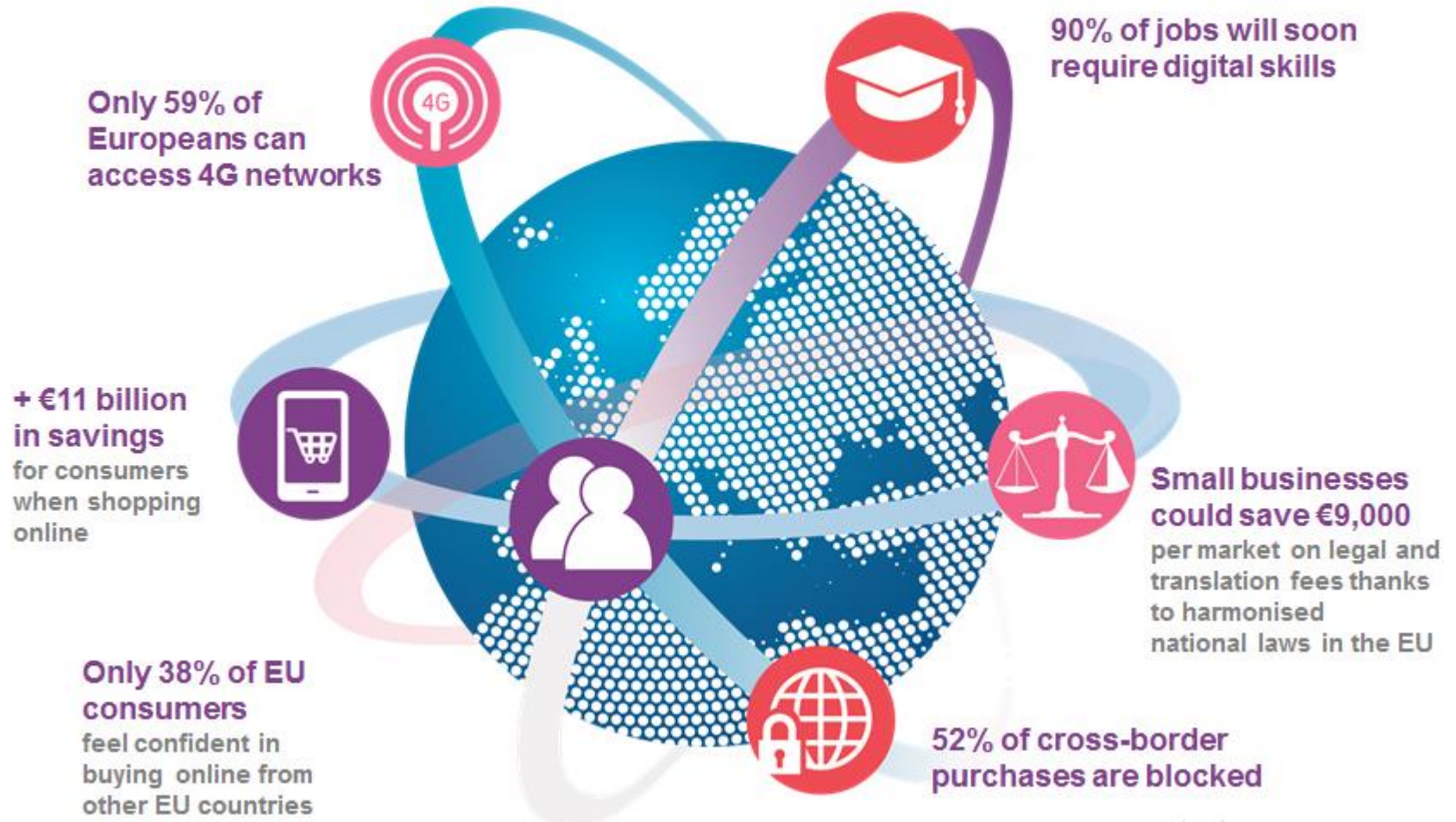
Panel Discussion

Responses from G20 governments and leaders of civil society

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WHY DO WE NEED A DIGITAL SINGLE MARKET?



Since May 2015, EU decision-makers have achieved the following:



As of **15 June 2017**, **mobile roaming charges will finally be abolished** in the EU.

35% of Europeans travel abroad at least once a year. In 2014, 47% of Europeans would not use mobile internet abroad because it was too costly.



As of **May 2018**, a new single set of EU rules on **data protection and privacy** in electronic communications.

This will allow people to take back control of their personal data and set clear limits on the use of their data.



As of **2020**, EU Member States will for the first time coordinate their use of the **high-quality band 700 MHz**.

This will enable 5G networks and bring new services such as connected cars, remote health care, smart cities or video streaming on the move and across borders.



As of **early 2018**, citizens will be able to **enjoy their online films, sports broadcasts, music, video games, and e-book subscriptions when travelling in the EU**.

68% of online digital content providers block users in another Member State. 60% of young Europeans say cross-border portability is important for taking up a subscription.



As of **May 2018**, the EU will be equipped with its first ever **common cybersecurity law** to help keep network and information systems safe in all Member States.

The EU also supports the competitiveness of its cybersecurity industry through a public-private partnership expected to generate €1.8 billion of investment by 2020 to help develop devices to defend against cyber-attacks.



If EU governments follow the Commission **e-government action plan**, they could save up to €5 billion per year as of **2020**.

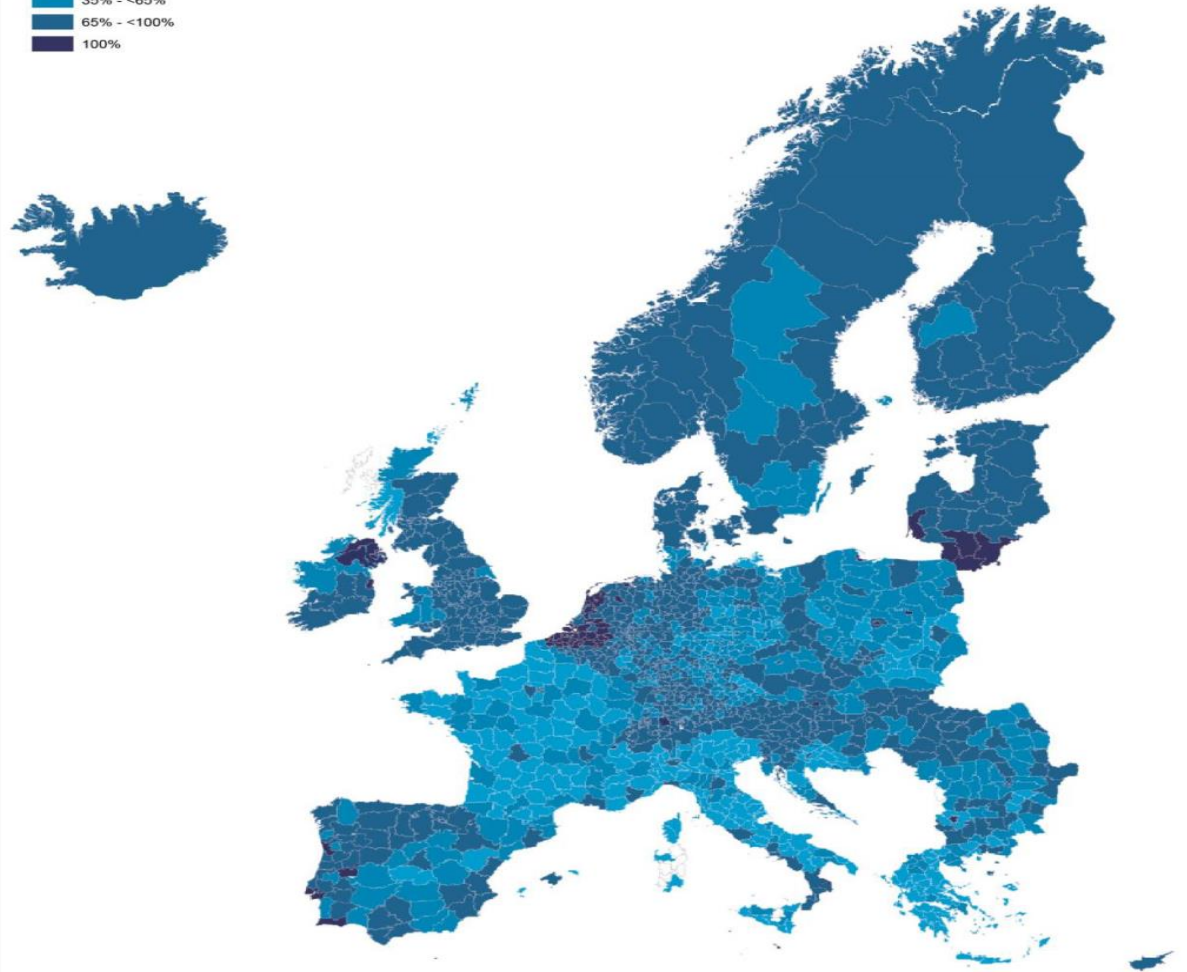
The action plan seeks to simplify the life of citizens and businesses by ensuring public registers are connected and by accelerating the transition to e-procurement and e-signatures.



European
Commission

DIGITAL INCLUSION STARTS WITH INFRASTRUC TURE

Europe: NGA broadband coverage, 2015

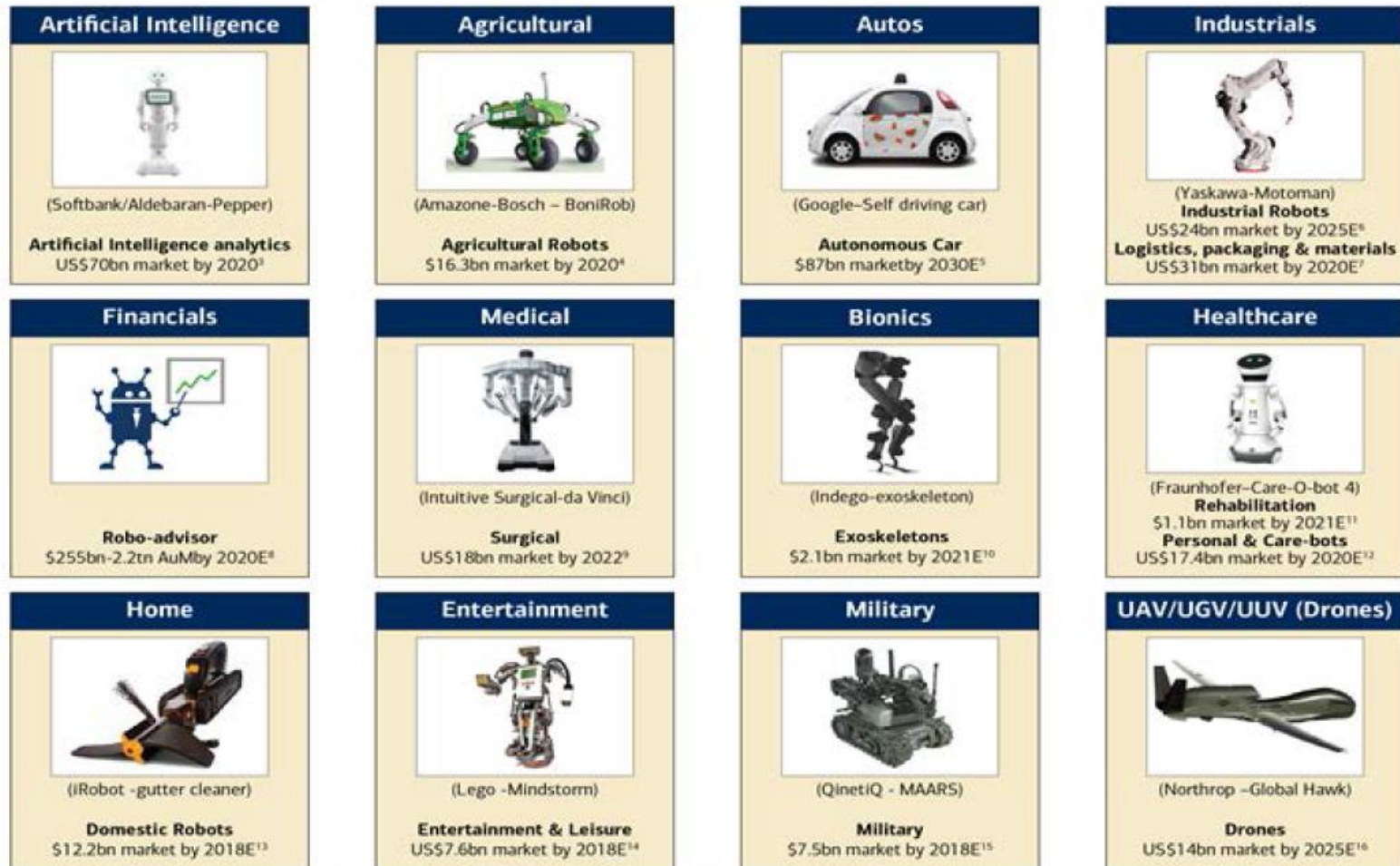


Source: Broadband Coverage in Europe 2015, a study by IHS & VVA for the European Commission
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Exhibit 1: The global robots & artificial intelligence market

US\$152.7bn robot & AI market by 2020E^{1,3}

US\$67bn robot market by 2025E²



¹Allied market research; ²BCG; ³IDC; ⁴Radiant Insights; ⁵Lux; ⁶BCG; ⁷Deloitte, WinterGreen Research; ⁸MyPrivateBankingResearch; ⁹AT Kearney; ¹⁰Grand View Research; ¹¹ResearchandMarkets; ¹²Wintergreen; ¹³Frost & Sullivan; ¹⁴IFR; ¹⁵Teal Group; ¹⁶Teal Group

Source: BofA Merrill Lynch Global Research

<http://about.bankofamerica.com/assets/davos-2016/PDFs/robotic-revolution.pdf>

EU's answer: better enforcement

The cost of a lack of enforcement:

- At least EUR 770 million per year because of websites which do not respect basic consumer rights
- EUR 68 million in the case of the misleading marketing of in-app offers in online games

Review of Consumer Protection Cooperation Regulation:

- New powers: power to suspend/close down websites, power to order traders to compensate consumers and power to consult consumer organisations
- Addressing widespread infringements of Union dimension:
 - Thresholds for Union dimension infringements
 - Launch of the common action by Commission



EU's answer: Online Dispute Resolution

what is it?

- fast, fair & convenient way to solve issues linked to online shopping – **ec.europa.eu/odr**
- online tool with built-in translation
- over 28 000 complaints introduced by consumers so far

main issues

- need to further promote the platform among traders
- idem for promotion among consumers, especially in countries which were late with transposition



New challenge: Algorithmic Accountability

- ***Algorithmic decision-making increasingly reaches public policy domains***
 - *Information flows, insurance decisions, predictive policing, legal assessments, purchasing decisions, etc.*
- ***New challenges for consumers to understand how information is shaped, filtered, selected***
- ***The EC will launch 16-month Pilot Project to study to raise awareness, define problem areas more clearly, and explore policy responses***