

CHALLENGES AND OPPORTUNITIES FOR THE EU DIGITAL SINGLE MARKET

Ensuring a fair and innovation-friendly platform economy

- Different kinds of platforms (search, social net, ...), one size may not fit all
- There are trade-offs (trust vs big data)
- First movers often win out, but not always (AOL, Blackberry)
- Few large EU platforms (Spotify)
- Competition law cannot solve every problem. Room for a complementary role for regulation, self regulation, and co-regulation.

DSM initiatives: Achievements and prospects

- A wide-ranging discussion that is hard to summarise: privacy, roaming, geo-blocking, EECC, cybersecurity, Sat-Cab, copyright, ...
- An optimistic view from MEP Maydell: real progress made, not always appreciated, but painfully slow.
- Dissatisfaction with some aspects by industry participants:
 - Watering down of portions of the EECC (spectrum, co-investment).
 - Risk of new, risky measures (digital taxation).
- Highly divergent initial views between the industry representatives and the consumer advocate.
- Some convergence toward the end, especially on e-Privacy.

Tackling cybersecurity challenges

- There have been multiple phases of EU cybersecurity activity.
 - NIS Directive 2013
 - ENISA Regulation proposed 2017
 - Joint Competence Centre
- Strengthened role for ENISA, still focus on cooperation and advice, also certification and capacity building.
- Industry initiatives could play a key complementary role.
- There is demand for certification, but a need to avoid fragmentation – certification is a hard problem.
- The skills gaps plays a large role.
- International cooperation needed, but hard to fully achieve.

Managing the digital transformation of our society and economy

- Accelerating pace of change.
- There is a need to re-think training.
- Substantial changes in the nature of work.
 - Every job is affected.
 - Loss of mid-scale jobs.
 - Disappearance of employment for life.
- Europe is not doing so well with this – take-up lags. Important for all firms, not just for digital firms. AI a specific risk area.
- Again, skills are important. Two-thirds lack crucial skills (OECD).
- Changes in the structure of the firm: “scale without mass”.
- Productivity gains possibly only in some firms, not others.