



“Every European Digital”

N. Kroes

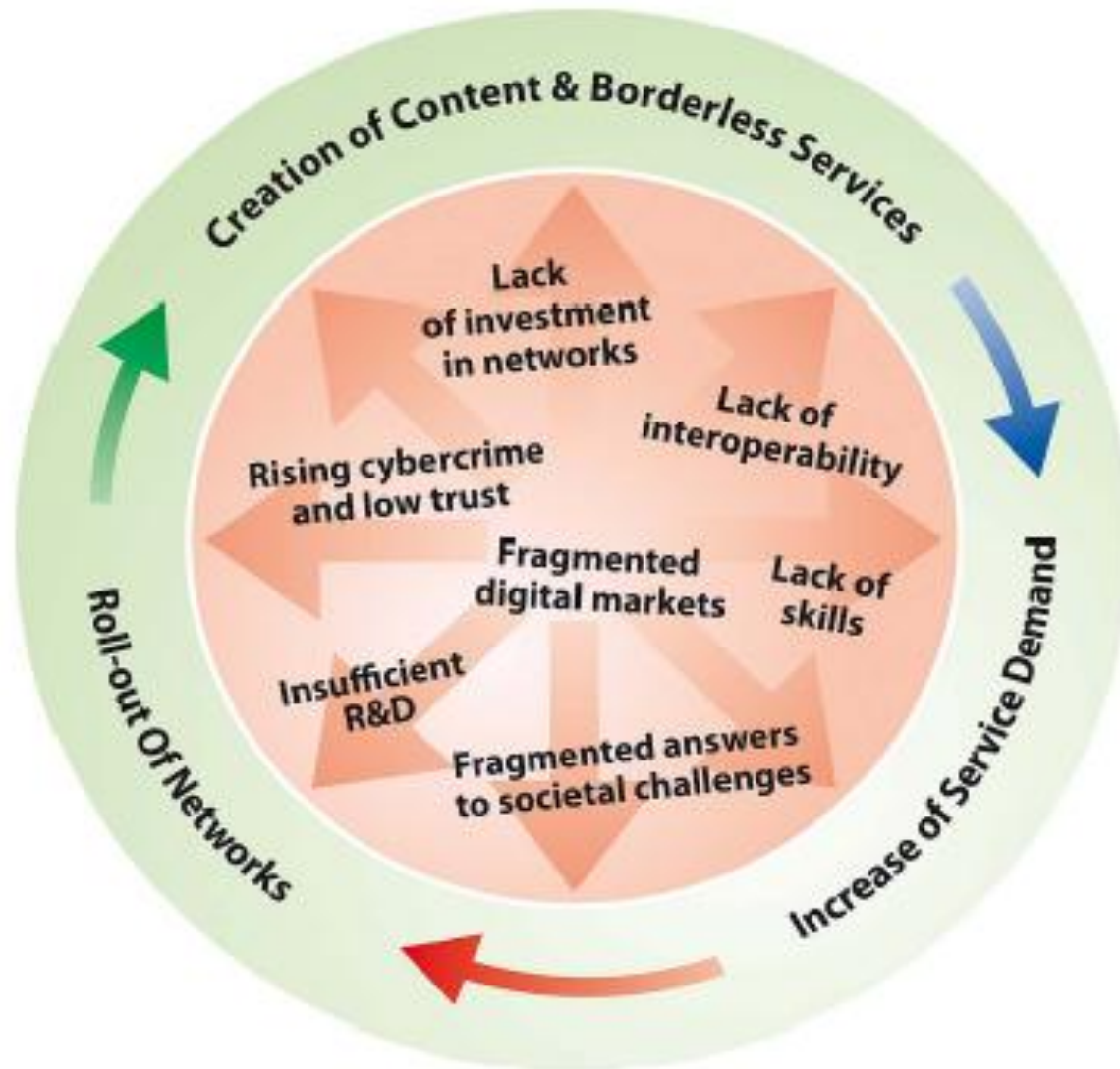


Why?



from **ICT as interesting**
to **ICT as hugely important**







To whom?

SMEs

Musicians

Workers

Consumers

Doctors

Elderly

Patients

Environment

Researchers

Artists

Authors

Disabled





How?





Digital Single Market (1)

online access to legal content

50% shop online

20% buy cross-border





Digital Single Market (2)



**Implementation of the revised
telecoms package**



**Enforcement of regulatory
framework for audiovisual
services**



**Achieve a competitive internal
market for roaming services**





Openness and interoperability

✓ Recognize and create **more and better standards** in Europe

✓ **Make better use** of these standards

✓ **Ensure interoperability** even in absence of standards





Online trust and security

identity theft

privacy concerns

cybercrime

spam



low trust = low use



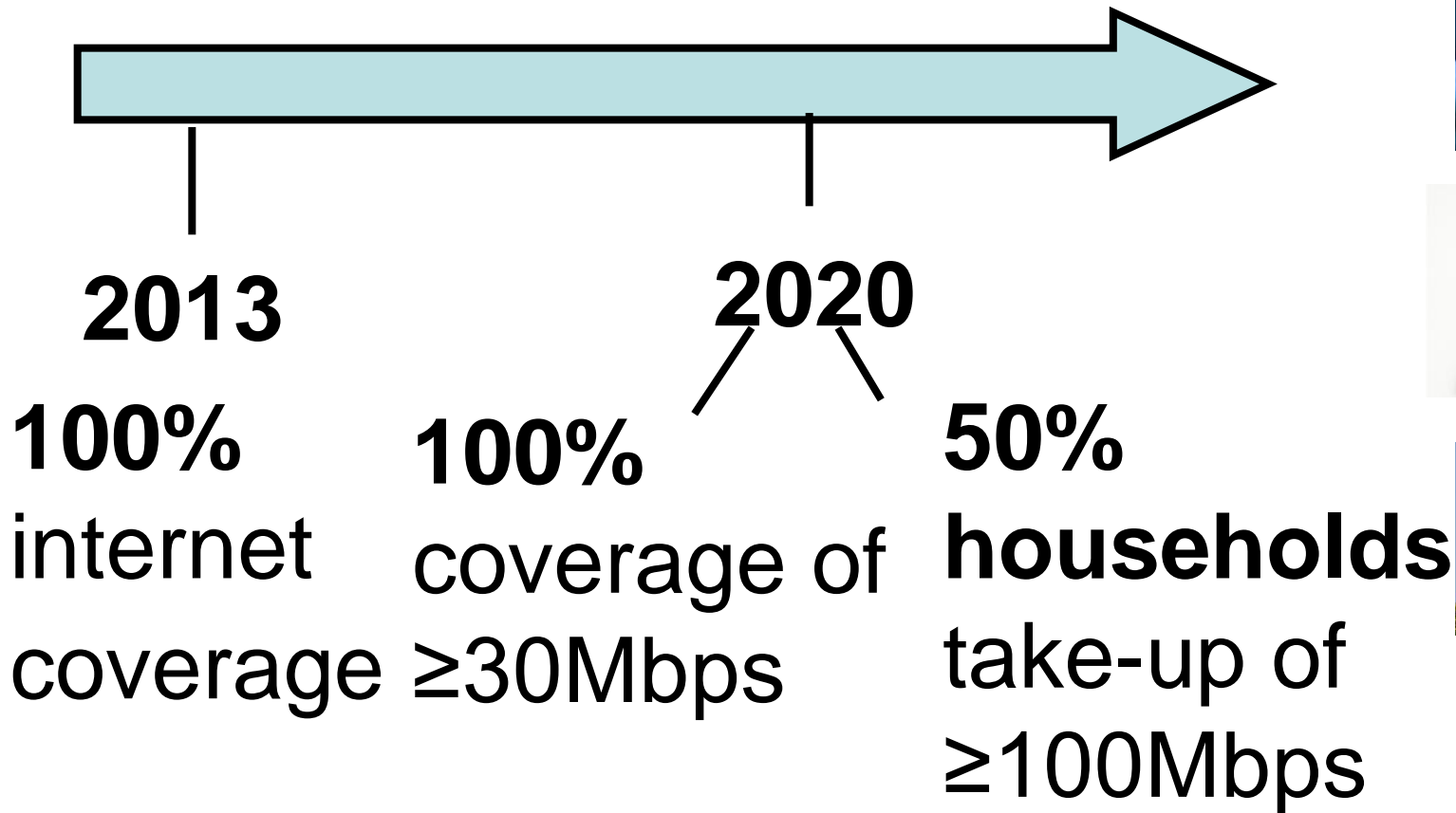
cybercrime centre



computer emergency **response teams**
(CERTs)



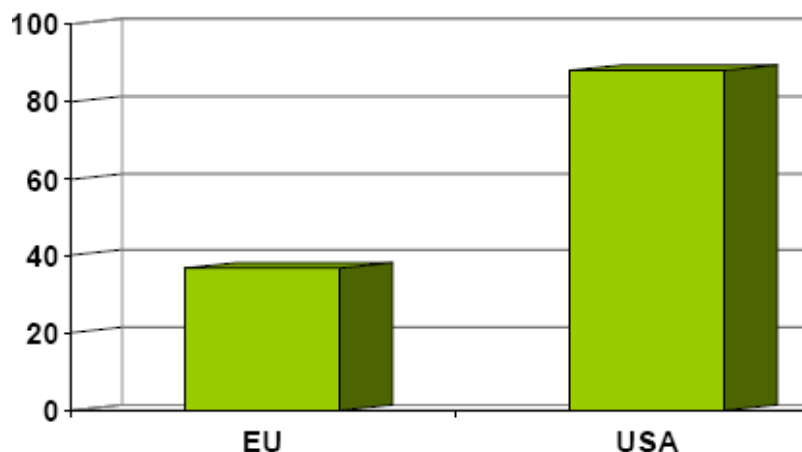
Internet for all





ICT research and innovation

(2007)



Funds

double investment to **€11 bn**

light & fast measures to access



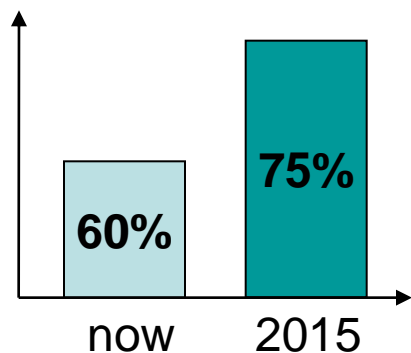
Coordination



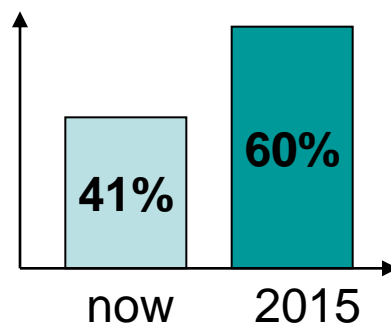
Digital inclusion



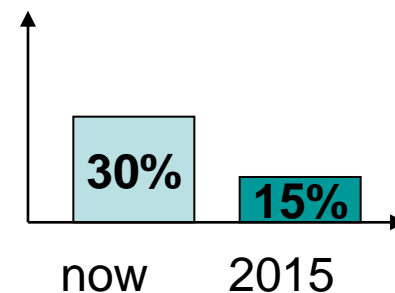
get more people online



regular use



disadvantaged



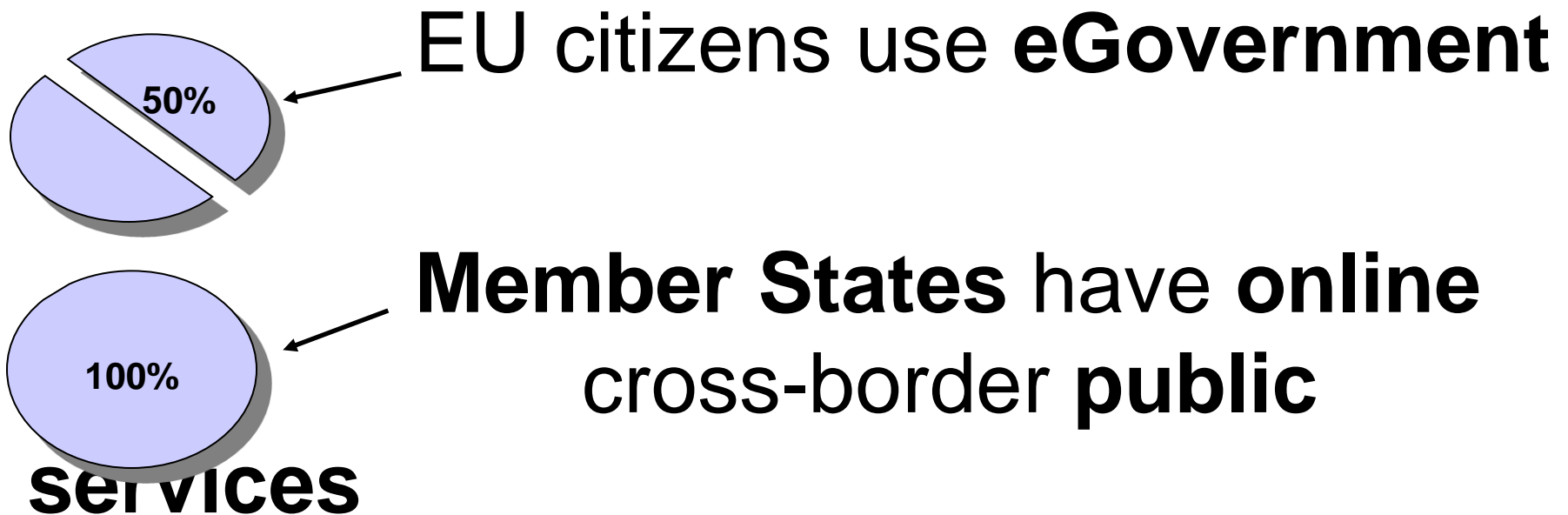
never used



eSkills training



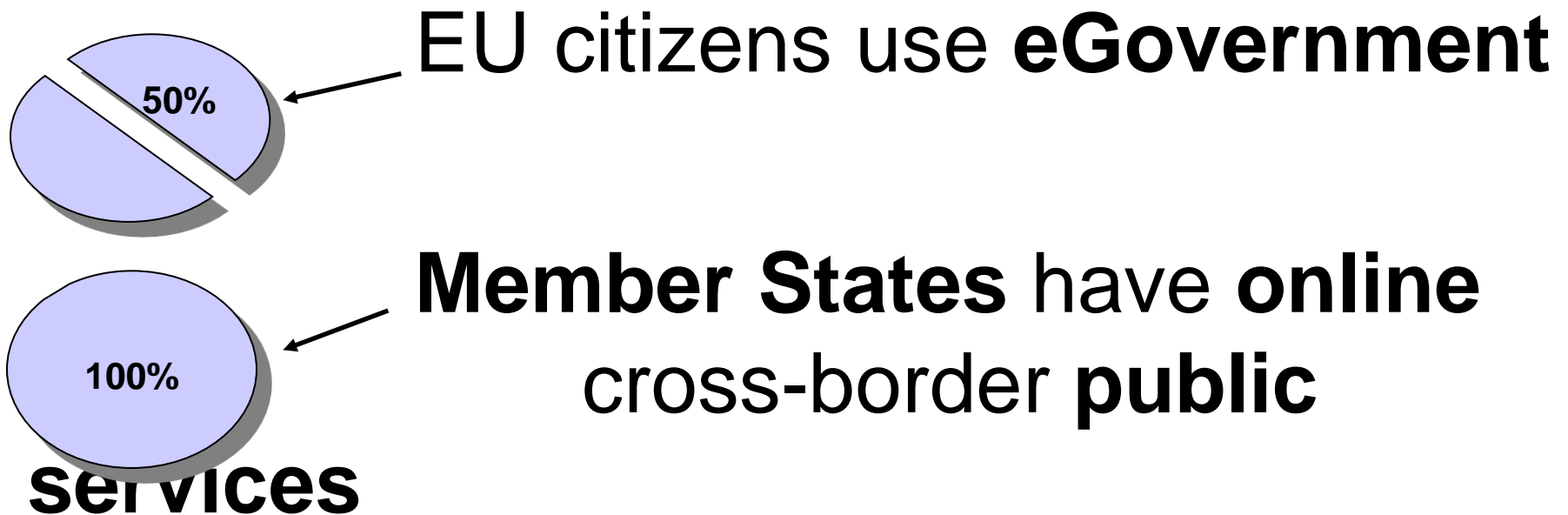
Digital public services (1)



ALSO: EU citizens access eHealth online



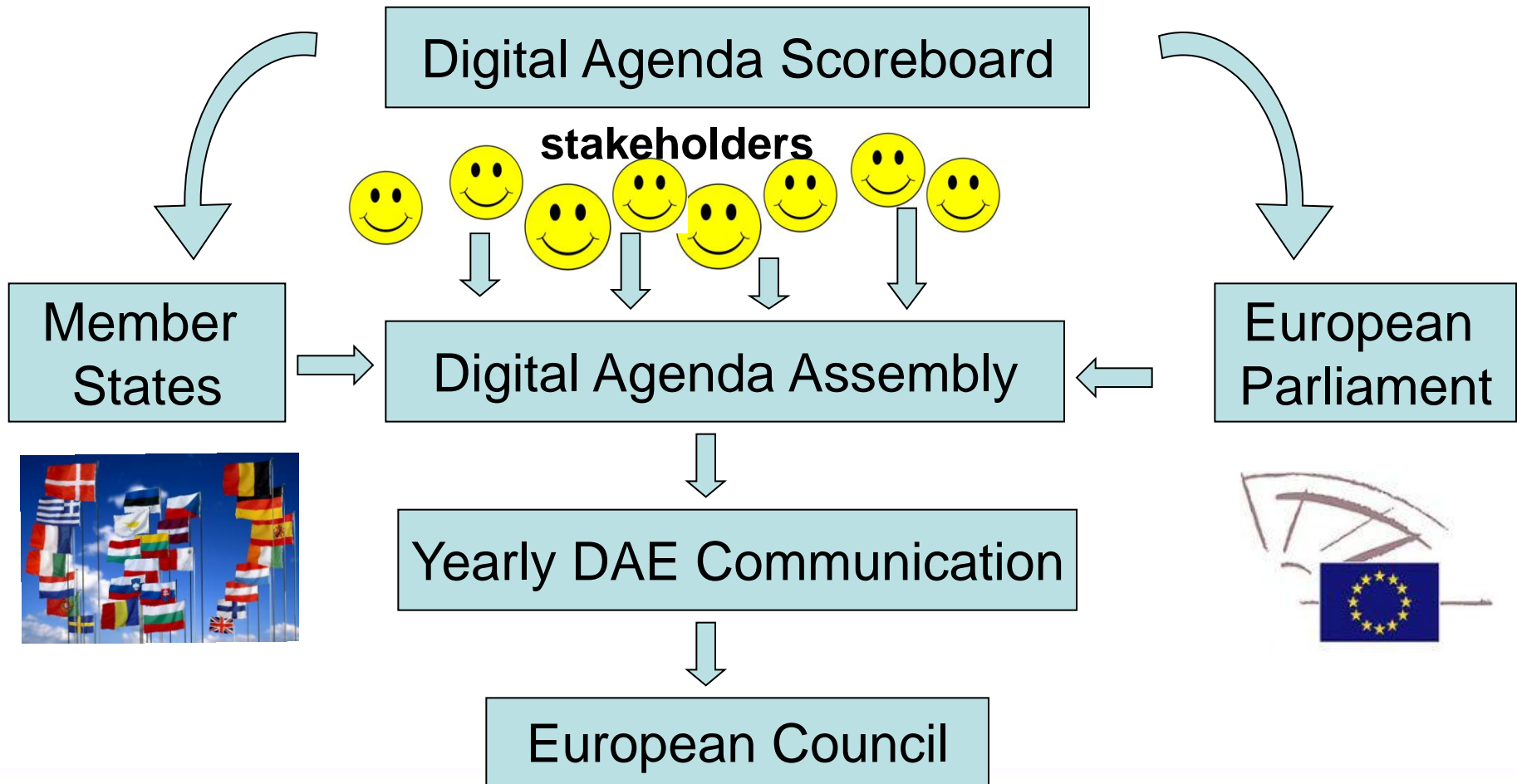
Digital public services (2)



ALSO: EU citizens access eHealth online



Governance



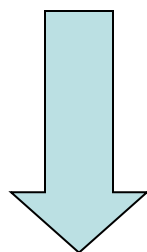


Achieving the targets

Team up

collaborate

join forces



YOUR support and guidance essential!



Be part of it

Send us your ideas at

[http://ec.europa.eu/information_society/
digital-agenda/survey/](http://ec.europa.eu/information_society/digital-agenda/survey/)



Thank you! Questions?



Digital Agenda for Europe

<http://ec.europa.eu/digital-agenda>