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COMMISSION STAFF WORKING PAPER

Digital Agenda Scoreboard

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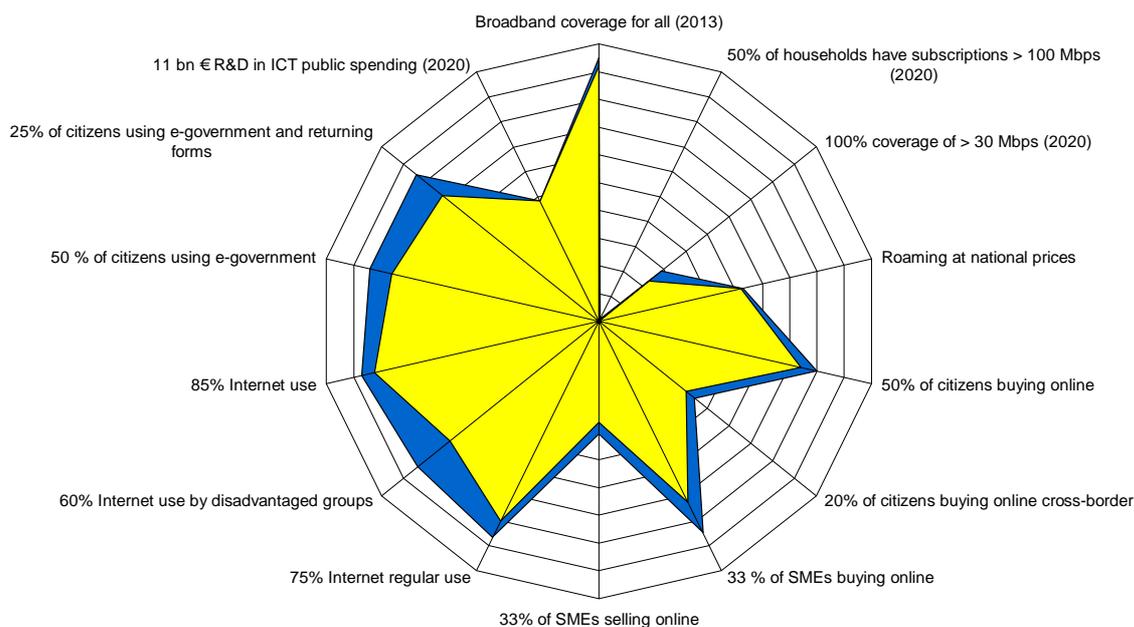
Digital Agenda Scoreboard

1. Key messages

In May 2010, the European Commission adopted the Digital Agenda for Europe¹ (DAE), a strategy to take advantage of the potential offered by the rapid progress of digital technologies. The DAE is part of the overall Europe2020 strategy for smart, sustainable and inclusive growth.

The Digital Agenda contains commitments to undertake 101 specific policy actions (78 actions to be taken by the Commission, including 31 legal proposals, and 23 actions proposed to the Member States) intended to stimulate a virtuous circle of investment in and usage of digital technologies. It identifies 13 key performance targets to show whether Europe is making progress in this area.

Chart 1: How the EU scores on the Digital Agenda targets



Yellow = 2010, blue = 2011. Labels refer to targets; outer line is 100% achievement; targets refer to 2015 unless otherwise stated; 20% reduction in energy use not included²

In order to chart the progress of both the announced policy actions and the key performance targets, the DAE calls for the publication of an annual scoreboard. This document is the first

¹ Available at http://ec.europa.eu/information_society/digital-agenda/index_en.htm.

² Work is currently ongoing to establish a baseline and identify the real contribution of digital technologies to reducing overall energy use.

scoreboard, reporting on the progress of the DAE actions — and only those — between May 2010 and May 2011. It is accompanied by a series of online publications looking in more detail at specific aspects of the Digital Agenda, such as eGovernment or online trust and security³. They can be found, together with a full overview of all 101 policy actions, on the scoreboard website: http://ec.europa.eu/information_society/digital-agenda/scoreboard/index_en.htm.

Regarding the policy actions, the Commission completed ten actions on schedule, plus one ahead of schedule. Six have been delayed, and are all now scheduled for 2011. In addition, preparatory work on actions planned for 2011 and 2012 has advanced adequately.

Progress in achieving the key performance targets has been promising but mixed. On the positive side, regular Internet usage has risen rapidly, including among disadvantaged groups, as has sporadic use, leaving fewer and fewer non-users. Citizens use eGovernment more and more, including interactively, and are rapidly taking to buying online, as are SMEs. Basic broadband is increasingly available even in the remotest corners. Finally, the market share of LED lighting is expanding swiftly. In all these areas, the targets will be met early if current trends persist.

On a couple of other targets progress is insufficient, albeit real. Citizens' uptake of cross-border eCommerce is barely growing. SMEs are only gradually starting to sell online. Access and subscriptions to very high-speed broadband remain concentrated in few places for the moment. Roaming prices have fallen, but only slowly. And public investment in R&D has not risen. In all these areas, the targets will not be met if current trends persist.

2. Involving stakeholders

From the outset, the Commission has strongly emphasised the governance of the Digital Agenda, in particular cooperation with Member States and engagement of stakeholders. Member States have been invited to join a High-Level Group to provide overall guidance to the Digital Agenda process as well as advice on specific policy actions and implementation measures. They have been actively supporting the Commission's work and ensuring coherence between EU actions and national activities.

Stakeholders such as consumer groups and industry representatives have been involved from the beginning. They have participated in various workshops and conferences and have developed a number of concrete ideas. Some of those will be taken up at the Digital Agenda Assembly, to be held in Brussels in June 2011 (http://ec.europa.eu/information_society/digital-agenda/daa/index_en.htm).

In 2010, the Commission launched an outreach initiative in Member States, called 'going local', which consisted in visiting all Member States for meetings and discussions with stakeholders. The objective of this initiative was to raise awareness of the Digital Agenda, to allow local stakeholders to express their opinions on the Commission's proposals, and to enhance the community of interest at national, regional and local level.

The 'going local' initiative mobilised close to 2000 stakeholders, and the feedback from participants was overwhelmingly positive. It also led to the translation of the DAE into local

³ The content of these online publications corresponds to what used to be published in the annual Telecom Implementation Reports and Digital Competitiveness Reports.

and regional integrated ICT strategies. Therefore, for the end of 2011, the Commission is planning another round of country visits, this time with a more thematic focus taking into account the situation in the Member State visited.

3. Key policy actions in the first year

The Digital Agenda is based on the concept of a virtuous circle, where infrastructure, innovative services and content complement each other. The 101 policy actions — structured in 7 pillars — are designed to remove obstacles that prevent this virtuous circle from becoming effective.

The present Scoreboard only addresses policy actions planned for the last twelve months in the Digital Agenda. A number of other initiatives complementing the Digital Agenda have been undertaken by the European Commission, but will not be addressed in this report.

A vibrant digital single market

The Internet is borderless, but online markets, both globally and in the EU, are still separated by multiple barriers affecting not only access to pan-European telecom services but also access to what could be global Internet services and content. These barriers — both legal and non-legal — lead to varying user experience and substantial costs for service providers.

The importance of taking action to realise the digital single market is also reflected in the Single Market Act action plan, adopted by the Commission on 13 April 2011⁴, which sees in the digital single market one of the twelve key levers through which the untapped potential of the single market can be unlocked to generate smart, sustainable and inclusive growth.

An extensive public consultation in 2010⁵ launched the evaluation of the impact of the existing eCommerce Directive, against the background that consumers and businesses alike have difficulties accessing online shops and services in other EU countries. Following the analysis of the results of the public consultation, a Communication will be issued in 2011 to clarify some of its provisions and present an action plan to tackle the remaining obstacles to the development of e-commerce in the Member States and cross-border.

EU data protection rules were subject to a public consultation in 2010⁶, resulting in a Communication on a comprehensive approach on personal data protection⁷. This was the beginning of a review of the Data Protection Directive⁸, which will culminate in 2011. The Commission has also reported recently on the evaluation of the Data Retention Directive⁹. Against this background, the Commission aims to modernise, where necessary, the relevant legal instruments to enhance trust and confidence of European consumers. The Commission also provided guidance¹⁰ to Member States on the implementation of Article 5(3) of the amended ePrivacy Directive¹¹, taking into account the growing importance of online behavioural advertising. Furthermore, the Commission services hosted two roundtables with

⁴ Available at http://ec.europa.eu/internal_market/smact/index_en.htm

⁵ Available at http://ec.europa.eu/internal_market/consultations/docs/2010/e-commerce/questionnaire_%20e-commerce_en.pdf.

⁶ Available at http://ec.europa.eu/justice/news/consulting_public/news_consulting_0006_en.htm

⁷ Available at http://ec.europa.eu/justice/news/consulting_public/0006/com_2010_609_en.pdf

⁸ Available at http://eur-lex.europa.eu/smartapi/cgi/sga_doc?smartapi!celexapi!prod!CELEXnumdoc&lg=EN&numdoc=31995L0046&model=guichett

⁹ Available at <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2006:105:0054:0063:EN:PDF>

¹⁰ Available at http://circa.europa.eu/Public/irc/infso/cocom1/library?l=/public_documents_2010/cocom10-34_guidance/EN_1.0_&a=d

¹¹ Available at <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2009:337:0011:0036:En:PDF>

stakeholders to discuss an EU level self-regulatory initiative proposed by the advertising and media industry.

On the content side, the proposal for a framework Directive on 'Collective Rights Management' was postponed due to the need to assess in depth all policy options which could bring benefits for European consumers, rights holders, collecting societies and service providers. The purpose of the framework Directive will be to enable the provision of competitive, innovative and consumer-friendly online music services across Europe.

The proposal for a Directive on Orphan Works was adopted by the Commission on 24 May 2011. The Directive sets out Europe-wide rules to enable further digitisation and dissemination of copyrighted works whose rightholders cannot be traced and, among other things, takes into account the report of the reflection group on digitisation set up by the European Commission (Comité de Sages), which was published in January 2011¹².

Likewise, the Green Paper on the opportunities and challenges of online distributions of audiovisual works and other creative content will be published in 2011. The Green Paper will invite discussion on further efforts to promote the availability of content across Europe, enabling producers and consumers to benefit from the opportunities offered by technological developments and changing consumer habits. It will allow stakeholders, particularly the producers, distributors and consumers of audiovisual content, to take position on the key elements affecting them.

Concerning payments, a proposal for a Regulation establishing technical requirements for credit transfers and direct debits in euro and amending Regulation (EC) No. 924/2009 was adopted by the Commission in December 2010¹³. The proposal sets EU-wide end-dates for the migration of legacy national credit transfers and direct debits to the recently created Single European Payments Area (SEPA) instruments. This will reduce the costs of payments, increase competition and make cross-border payments as easy as domestic ones.

The Commission adopted a Communication "Reaping the benefits of electronic invoicing for Europe" in December 2010¹⁴. The Communication identifies a set of tangible actions to make the uptake of electronic invoices in Europe easier so that e-invoicing can become the predominant method of invoicing by 2020.

May 2011 was the deadline for transposition by the Member States of the new regulatory telecommunication framework¹⁵ into national law.

Interoperability and standards

Interoperability between devices, applications, data repositories, services and networks is a key requisite for taking advantage of the benefits of digital technologies.

New standards are being created all the time, globally, and Europe's standard-setting framework must catch up with fast-moving technology markets if it is to remain relevant for the future. This will be addressed through specific provision for interoperability standards in

¹² Available at

http://ec.europa.eu/information_society/activities/digital_libraries/doc/refgroup/final_report_cds.pdf

¹³ COM (2010) 775, available at http://ec.europa.eu/internal_market/payments/sepa/ec_en.htm

¹⁴ COM (2010) 712, available at http://ec.europa.eu/internal_market/payments/einvoicing/index_en.htm

¹⁵ Available at http://ec.europa.eu/information_society/policy/ecomms/index_en.htm.

the European standardisation framework. Work on the proposal to reform European standardisation has taken longer than anticipated but is due to be adopted by the Commission in the first half of 2011. The reform aims to make European standardisation more transparent and improve competitiveness for European industry by reducing the time to market for innovative products.

In December 2010, the Commission adopted new 'Guidelines on the applicability of Article 101 of the Treaty on the Functioning of the European Union to horizontal cooperation agreements'¹⁶, concerning standard setting in particular. For example, they clarify that the rules of standard-setting organisations can provide for advance disclosure of intellectual property rights to ensure better standard setting.

December 2010 also saw the adoption of the European Interoperability Framework¹⁷, which will help the development of interoperable cross-border public services.

December 2010 also saw the adoption of the Commission's Communication "Towards interoperability for European public services"¹⁸, including the European Interoperability Strategy and the European Interoperability Framework, which will both help to improve interoperability for cross-border public services.

Trust and security

ICT networks and end-user terminals remain vulnerable to a wide range of evolving threats. Attacks are becoming increasingly sophisticated and are often motivated by financial gain. As a result, half of Internet users have refrained from at least some major online activities due to security concerns.

In September 2010, the Commission adopted a proposal for a Regulation concerning the European Network and Information Security Agency (ENISA)¹⁹. The main objective of the proposal is to support the EU, Member States and stakeholders in preventing, detecting and responding better to network and information security problems.

At the same time, the Commission adopted a proposal for a Directive on attacks against information systems²⁰, aiming to strengthen the fight against cyber-crime by aligning Member States' criminal law systems and improving cooperation between judicial and other competent authorities.

The first pan-European exercise on network security incidents took place in November 2010. Experts from the participating European countries worked together to counter simulated attempts by hackers to paralyse websites and critical services.

In November 2010 the EU and the US agreed to establish a joint Working Group on Cyber-Security and Cyber-Crime. The Working Group will focus on four priority areas: cyber incident management; public-private partnerships; awareness raising; and cyber-crime.

¹⁶ Available at <http://eur-lex.europa.eu/JOHtml.do?uri=OJ%3AC%3A2011%3A011%3ASOM%3AEN%3AHTML>

¹⁷ Available at http://ec.europa.eu/isa/strategy/index_en.htm.

¹⁸ Available at http://ec.europa.eu/isa/strategy/doc/iop_communication_en.pdf

¹⁹ COM(2010) 521, available at <http://www.coe.int/t/DGHL/STANDARDSETTING/T-CY/Proposal%20new%20regulation%20ENISA.pdf>.

²⁰ COM(2010) 517, available at http://ec.europa.eu/home-affairs/policies/crime/crime_cybercrime_en.htm.

Fast and ultra-fast Internet access

The modern economy is a network-based knowledge economy with the Internet at its centre. In order to grow strongly and create jobs and prosperity in this economy, and to ensure citizens can access the content and services they want, Europe needs widely available and competitively priced fast and ultra-fast Internet access.

In September 2010, the Commission adopted a policy package comprising the following:

- A Commission Recommendation on Regulated Access to Next Generation Access (NGA) Networks²¹. It provides a common regulatory approach for access to new high-speed networks, balancing the need to encourage investment and the need to safeguard competition.
- A proposal for a first Radio Spectrum Policy Programme²². Among other things, the proposed programme calls for the 800 MHz band to be made available for terrestrial electronic communications services, including mobile broadband, by 2013 (possible derogations until 2015), which is a key condition for widespread growth of mobile broadband, including in rural areas.
- A Broadband Communication²³, which outlines how to best encourage public and private investment in fast and ultra-fast broadband networks, including national broadband targets and operational plans, with concrete implementing measures. It also provides guidance on how to facilitate investment by cutting investment costs and making better use of EU funds.

Research and innovation

Europe continues to under-invest in ICT research and development, investing much less than other industrialised economies²⁴. The latest figures indicate that investment by EU companies in ICT R&D did not increase from 2009 to 2010. Given that ICT represents a significant share of total added value in many European industries, the lack of investment in ICT R&D is a threat to the entire European manufacturing and service industry.

Since the launch of the DAE, the Commission has adopted work programmes for 2011/12 for its two R&D funding instruments in the field of ICT, i.e. the ICT part of the Seventh Framework Programme and the ICT Policy Support Programme.²⁵ It has also proposed a European Innovation Partnership (EIP) on Active and Healthy Ageing.²⁶ The EIP will mobilise Europe's expertise and resources in a coherent manner by generating the necessary

²¹ COM(2010) 572 available at <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2010:251:0035:0048:EN:PDF>.

²² COM(2010) 471 available at http://ec.europa.eu/information_society/policy/ecomms/radio_spectrum/documents/legislation/index_en.htm.

²³ COM(2010) 472, available at http://ec.europa.eu/information_society/activities/broadband/docs/bb_communication.pdf.

²⁴ "The 2010 report on R&D in ICT in the European Union", Joint Research Centre - Institute for Prospective Technological Studies, available at: <http://ipts.jrc.ec.europa.eu/publications/pub.cfm?id=3239>

²⁵ Available at ftp://ftp.cordis.europa.eu/pub/fp7/ict/docs/ict-wp-2011-12_en.pdf and http://ec.europa.eu/information_society/activities/ict_psp/documents/ict_psp_wp2011_for_publication.pdf

²⁶ Endorsed by the European Council of 4 February 2011.

synergies between the EU and Member States. It will mobilise public funds through pre-commercial procurement for innovation and research.

The Commission is now preparing its proposals for both the next Multiannual Financial Framework and the next programme(s) for research and innovation, with the aim of simplifying procedures and increasing impacts. It published a Green Paper on research and innovation²⁷ in February 2011. The Green Paper outlined a common strategic framework combining the Framework Programme, the Competitiveness Innovation Programme, and the European Institute of Innovation and Technology (EIT).

Enhancing digital literacy, skills and inclusion

Despite the continuing progress of the Internet and ICT, a significant share of the population is still unable to take advantage of these opportunities, in particular people from disadvantaged groups such as the elderly or the disabled. The uptake rate among these groups stands at only 48%, fully 17 percentage points below the rate for the overall population. To achieve 'Every European Digital' by 2015, Europe needs to develop the ICT skills base of its population.

In December 2010, digital literacy and eSkills have been included among the priorities of the Agenda for New Skills and New Jobs²⁸. Concretely, this means that the Commission has committed itself to propose by 2012 an EU-wide approach and instruments to support Member States in the integration of ICT competences and digital literacy (e-skills) into core lifelong learning policies. Several actions are undertaken in the domain of education: identification of descriptors of digital competence; a policy handbook on digital competence; the development of indicators to measure the use of ICT in education; and large scale cross-national demonstrations on creative learning and innovative teaching. In addition, preparatory work on the multi-stakeholder sectoral council on ICT skills and employment is progressing in view of an establishment of such a Council before the end of 2012.

In September 2010, a Memorandum of Understanding (MoU)²⁹ was agreed on cross-border access to protected works for the benefit of people with a print disability. The aim of the MoU is to increase the production of special-format works and facilitate their distribution through trusted intermediaries across the EU.

ICT-enabled benefits for EU society

Given the pervasive nature of ICT, it is becoming a critical element in delivering a whole variety of policy objectives like supporting an ageing society, addressing climate change, etc. Governments must exploit its full potential to address societal problems more efficiently than in the past.

Regarding the contribution of smart grids to the decarbonisation of energy supplies, the Council of European Energy Regulators has submitted a report, 'ERGEG Guidelines of Good Practice on Regulatory Aspects of Smart Metering for Electricity and Gas'³⁰, as a basis for further work on the interoperability of smart grids in Europe.

²⁷ Available at http://ec.europa.eu/research/csfr/pdf/com_2011_0048_csf_green_paper_en.pdf#page=2.

²⁸ COM (2010) 682, available at <http://ec.europa.eu/social/main.jsp?langId=en&catId=958>

²⁹ Available at

http://ec.europa.eu/internal_market/copyright/docs/copyright-info/2010/20100914_mou_en.pdf.

³⁰ available at

In the first half of 2011, the Commission carried out a public consultation on the mutual recognition of eIdentification and eAuthentication, together with a consultation on revision of the eSignature Directive³¹. After analysis of the results, it will draw conclusions on how to establish a legal framework for the cross-border recognition and interoperability of secure eAuthentication systems.

The Ambient Assisting Living Joint Programme underwent an interim evaluation in December 2010³². The conclusions point to a need to reinforce the programme in future, in order to support projects developing ICT solutions for ageing well and to allow older people and persons with disabilities to live independently and actively in society. These results confirm the commitment made by the Commission in the Digital Agenda, and will contribute to the design of the EIP on Active and Healthy Ageing mentioned earlier.

From March to May 2011, the Commission carried out a public consultation on the new eHealth action plan³³ for the years 2012 to 2020³⁴. Among other things, the consultation addressed secure online access to medical health data, the deployment of telemedicine services, and the interoperability of patient records.

Preparatory work on the eProcurement action has started: a summary analysis of the responses to the 2010 Green Paper³⁵ will be published in June 2011. Work is also being undertaken to consider how eProcurement changes may feature within the wider revision of the EU's public procurement Directives, announced by the Single Market Act³⁶. Following the publication of these legislative proposals (scheduled for end 2011), the Commission will present a strategic Communication/White Paper on eProcurement identifying ways in which the EU can help Member States to fully exploit eProcurement's potential to simplify and improve public purchasing, how to accelerate the switch-over by providing the right mix of legislative incentives and tools, and how to allow companies from other Member States to participate in on-line procurement procedures. This Communication will complement the eGovernment action plan³⁷ adopted in December 2010³⁸.

The proposal for a Regulation setting out technical specifications for telematic applications for rail passenger services was adopted on 5 May 2011³⁹. Finally, the eCommission Action plan and the proposal for the deployment phase of the future European Air Traffic

http://www.energy-regulators.eu/portal/page/portal/EER_HOME/EER_CONSULT/CLOSED%20PUBLIC%20CONSULTATIONS/CUSTOMERS/Smart%20metering/CD/E10-RMF-29-05_GGP_SM_8-Feb-2011.pdf.

³¹ Available at

http://ec.europa.eu/information_society/policy/esignature/eu_legislation/revision/public_consultation/index_en.htm.

³² Available at

http://ec.europa.eu/information_society/activities/einclusion/docs/aal/interim_evaluation_report.pdf.

³³ Available at http://ec.europa.eu/information_society/activities/health/policy/index_en.htm.

³⁴ This is not a DAE action, but will have an impact on several actions relating to ICT and health in the Digital Agenda.

³⁵ Available at http://ec.europa.eu/internal_market/consultations/2010/e-procurement_en.htm

³⁶ See Key Action 12 of the Single Market Act, available at http://ec.europa.eu/internal_market/smact/index_en.htm

³⁷ Available at

http://ec.europa.eu/information_society/activities/egovernment/action_plan_2011_2015/index_en.htm

³⁸ This is not a DAE action, but it will impact on most eGovernment actions identified in the Digital Agenda

³⁹ Available at

http://ec.europa.eu/transport/rail/interoperability/interoperability/telematic_applications_en.htm

Management System (SESAR) are currently scheduled for adoption by the Commission in 2011.

International aspects of the Digital Agenda

Due to the strategic importance of the Internet, the actions under all seven pillars of the DAE have an inherent international dimension.

In December 2010, a decision was taken by the UN General Assembly to renew the mandate of the Internet Governance Forum (IGF) until 2015. A Working Group has been set up to discuss improvements to the IGF and will seek to coordinate Member States' positions.

In April 2010, the European Commission and the US Government, within the Transatlantic Economic Council (TEC), agreed on a set of ten fundamental principles for trade in information and communication technology services⁴⁰. The EU and the US, in cooperation with other countries, will promote these principles worldwide in order to support the global development of ICT networks and services and allow service providers to compete for contracts with local incumbents on an equal footing.

For a complete overview of the status of all actions, please see http://ec.europa.eu/information_society/digital-agenda/scoreboard/index_en.htm.

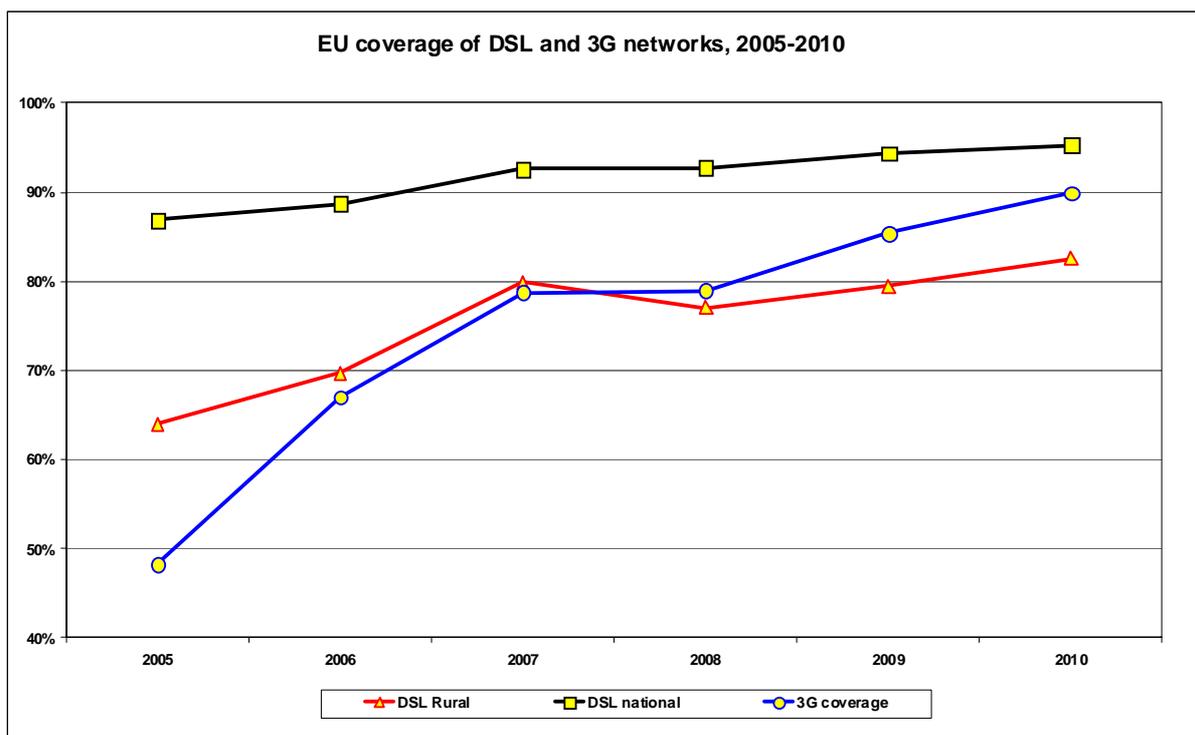
4. The key performance targets

Annex 2 of the Digital Agenda sets out the key performance indicators. This very limited set of indicators provides numerical evidence of the progress towards a selected group of headline targets. As such, they do not follow the seven pillar structure. This section presents the performance of the EU with respect to these targets.

- **Key performance target 1a:** the entire EU to be covered by broadband by 2013.

Coverage of fixed broadband networks increased in 2010 by 1 percentage points to reach 95.3%, partly due to targeted state aid measures in several member states, and with significant improvements in Romania, Hungary, Cyprus and Austria. However, rural coverage still stands at only 82.4% of the rural population, despite a significant improvement to the 79.5% a year ago. Nevertheless, trends in fixed and wireless coverage between 2005 and 2010 indicate that the 2013 target is likely to be achieved, through a combination of fixed and wireless technologies, including satellite.

⁴⁰ Available at http://ec.europa.eu/information_society/activities/internationalrel/docs/eu-us-tradeprinciples.pdf.



Source: IDATE for European Commission

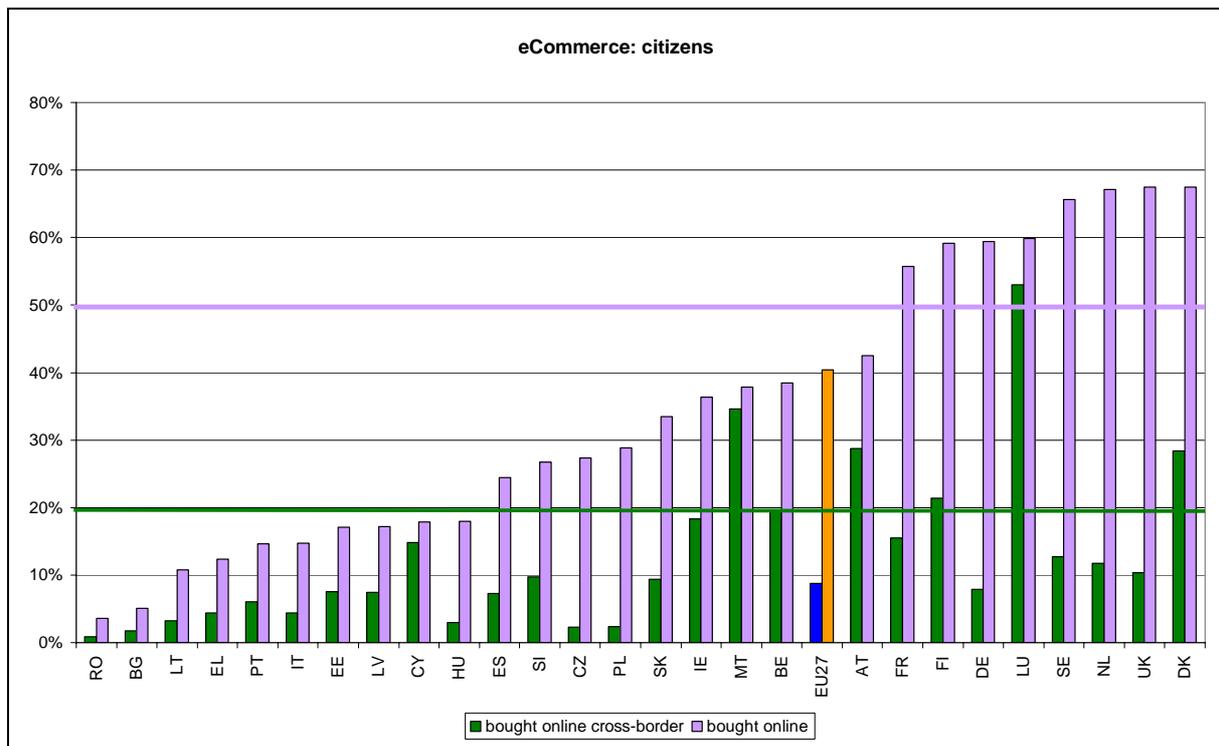
- **Key performance targets 1b and 1c:** the entire EU to be covered by broadband above 30 Mbps by 2020 and 50 % of the EU to subscribe to broadband above 100 Mbps by 2020

The broadband market continued to grow in 2010, despite reaching levels close to saturation in some Member States and the difficult economic situation in others. Competition has accelerated with new entrants gaining 1.6% of the market in one year. Broadband speeds have increased, with the share of subscriptions above 10 Mbps doubling over the last year to reach nearly 30%, while connections under 2 Mbps are on their way out.

The deployment and take-up of ultra-fast broadband is still low, and only 5% of all fixed lines deliver speeds of 30 Mbps and above, although 28.7% of households could have access to such speeds if they wanted to. Effective infrastructure competition is driving operators to upgrade their cable modem networks to DOCSIS 3.0 and DSL networks to VDSL. Along with FTTP providers, this move is gradually boosting the availability of ultra-fast networks. However, the sustainability of the current annual growth rate of almost 50% in Next Generation Access lines is not yet ensured.

- **Key performance target 2a:** 50% of the population to buy online by 2015

There has been good progress towards achieving the target of 50% of the population using the Internet to purchase goods and services: the share rose from 37% to 40%. Even better, this increase does not merely reflect the rise in the number of Internet users: the share of Internet users engaging in eCommerce also increased from 54% to 57%. Eight Member States already meet the target. On current trends, this target could be reached before 2015.



Source Eurostat, Community survey on ICT usage in households and by individuals, 2010: percentage of individuals between 16 and 74 who ordered goods or services for private use during the last year, and who ordered from sellers in other EU countries; horizontal lines represent targets

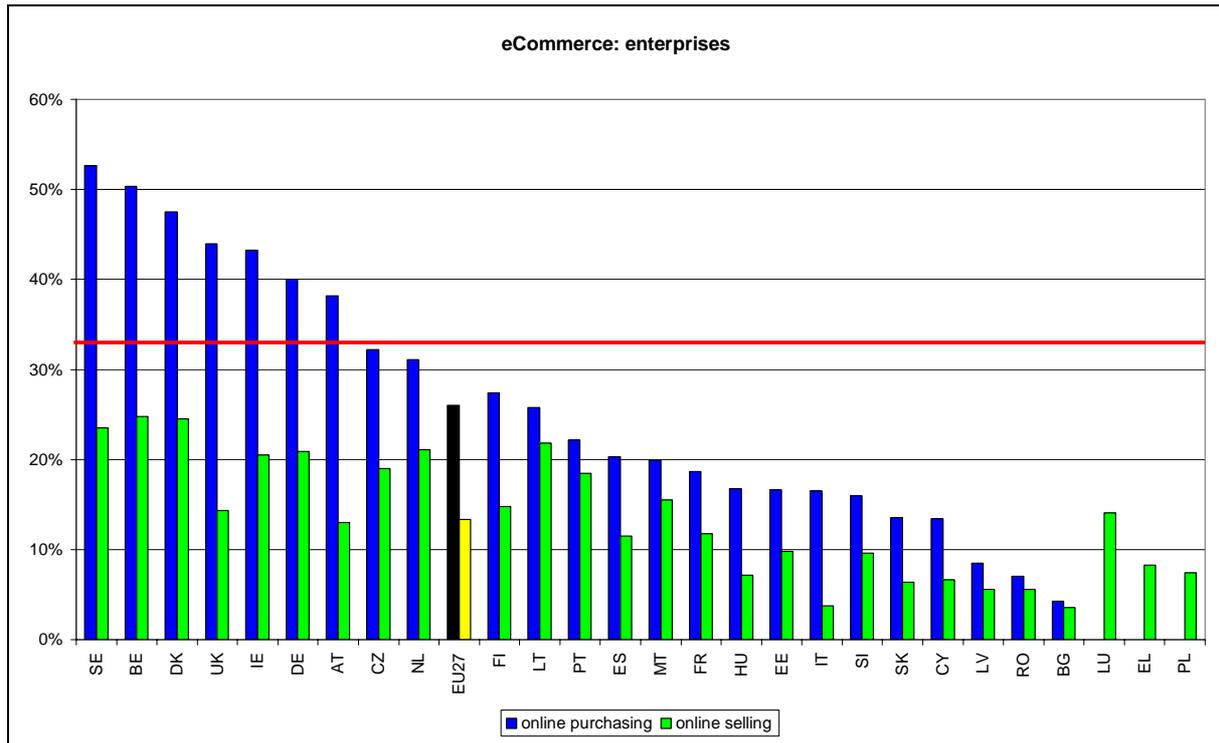
- **Key performance target 2b:** 20% of the population to buy online cross-border by 2015

The proportion of cross-border online purchasers advanced only slowly, from 8.1% to 8.8%. It should be borne in mind that the national numbers are skewed by the size of the country and the existence of common languages between different Member States. Typically, citizens of small countries show a higher propensity to shop across the border in a large neighbour with a similar language.

One reason why consumers are still reluctant to take up online cross-border shopping is that there is a widely held perception that they would face more difficulties in enforcing their rights in another EU country when things go wrong. Recent data⁴¹ showed that almost half (48%) of EU consumers were more confident when ordering goods or services via the Internet from sellers or providers in their own country than from those in other EU countries.

⁴¹ Eurobarometer ("Consumer attitudes towards cross-border trade and consumer protection", 2010), available at http://ec.europa.eu/public_opinion/flash/fl_299_sum_en.pdf

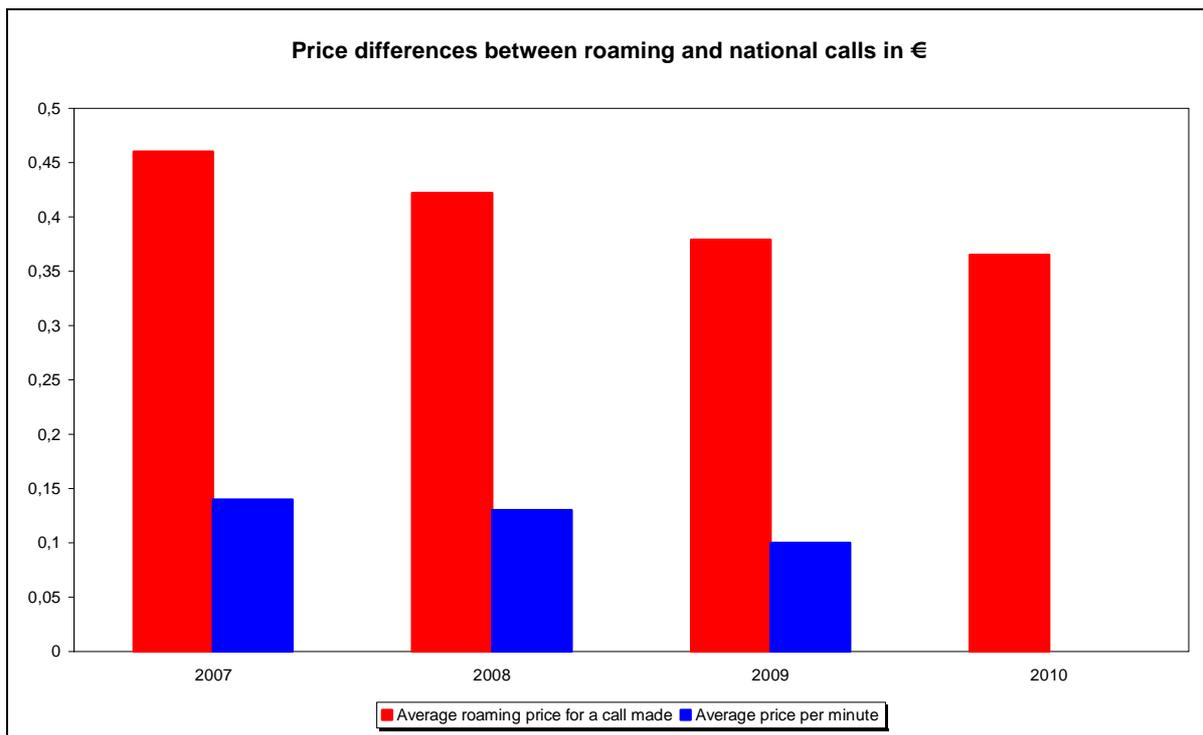
- **Key performance target 2c:** 33 % of SMEs to conduct online purchases/sales by 2015



Source: Eurostat, Community survey on ICT usage and eCommerce in enterprises. (Enterprises with 10-249 persons employed purchasing/selling more than 1% of their turnover online in 2009; horizontal line represents both targets); EU27 without Luxembourg

The use of computer networks by small and medium-sized enterprises for purchasing is growing rapidly, rising from 24 % in 2008 to 28 % in 2009. At this rate, the target will already be met in 2012, three years ahead of time. However, online sales by SMEs grew much more slowly, from 11 % to 12.9 %. Given also that the baseline was lower, this growth rate is quite insufficient to achieve the target. While seven Member States meet the online purchasing target, none are even close to the online sales target as yet.

- **Key performance target 2d:** the difference between roaming and national tariffs to approach zero by 2015

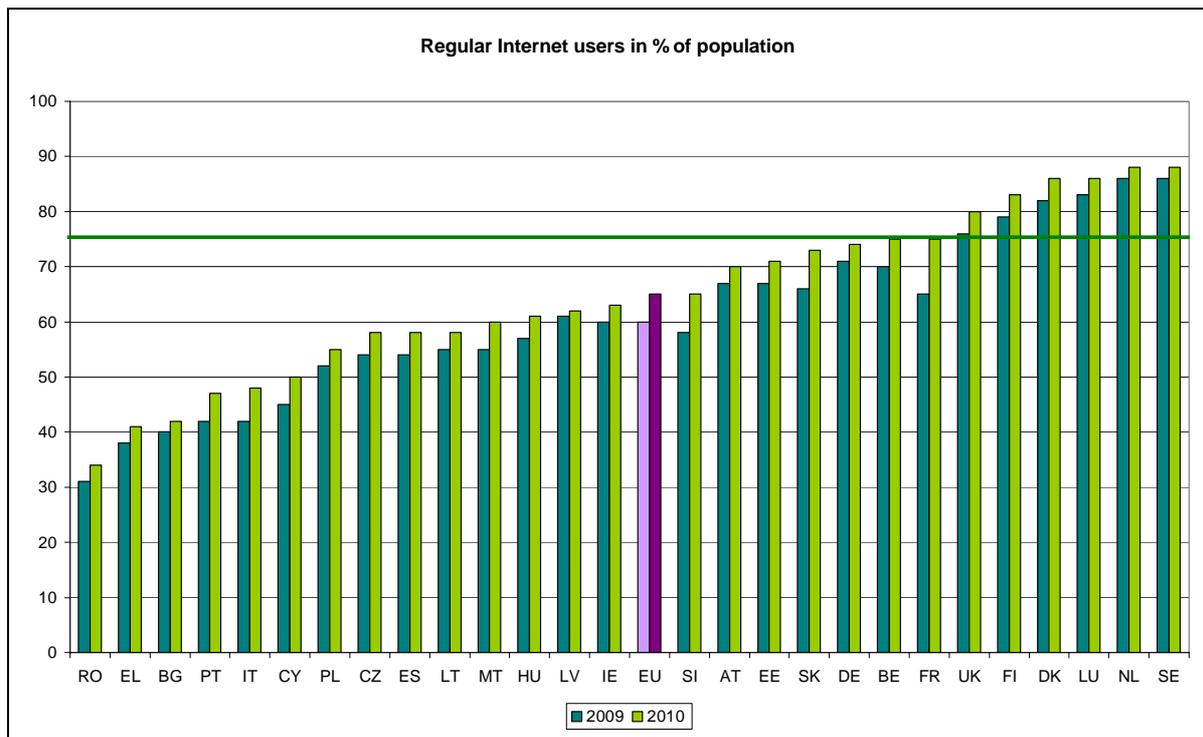


Source: Commission services based on BEREC

EU average prices for telecom services have continued to decline, both nationally and for roaming. While the difference has decreased only marginally in recent years, to 0.28 cents in 2009, this is mostly due to the decline in national call prices, which is in itself a positive development. Roaming prices declined by 1.5 cents in 2010, less than in previous years and clearly insufficient to close the gap with national calls in the foreseeable future. Moreover, this is mainly due to the effects of the regulation of wholesale and retail prices and not the result of emerging competition. Competition should therefore be further promoted in order to give consumers a rapid and easy choice of roaming services at, or close to, the relevant competitive domestic prices.

- **Key performance target 3a:** to increase regular Internet usage from 60 to 75 % by 2015, and from 41 % to 60 % among disadvantaged people.
- **Key performance target 3b:** to halve the proportion of population that has never used the Internet from 30 % to 15 % by 2015

The proportion of the population regularly using the Internet increased by 5 percentage points (pp) in a single year, to 65 %. The biggest gains were recorded in France, with an increase of 10 pp, followed by Slovakia and Slovenia with 7 pp each. Conversely, the percentage of non-users has decreased from 30 % to 26 %, presenting roughly a mirror image. Romania, Bulgaria and Greece remain the only countries where there are fewer regular users than non-users.

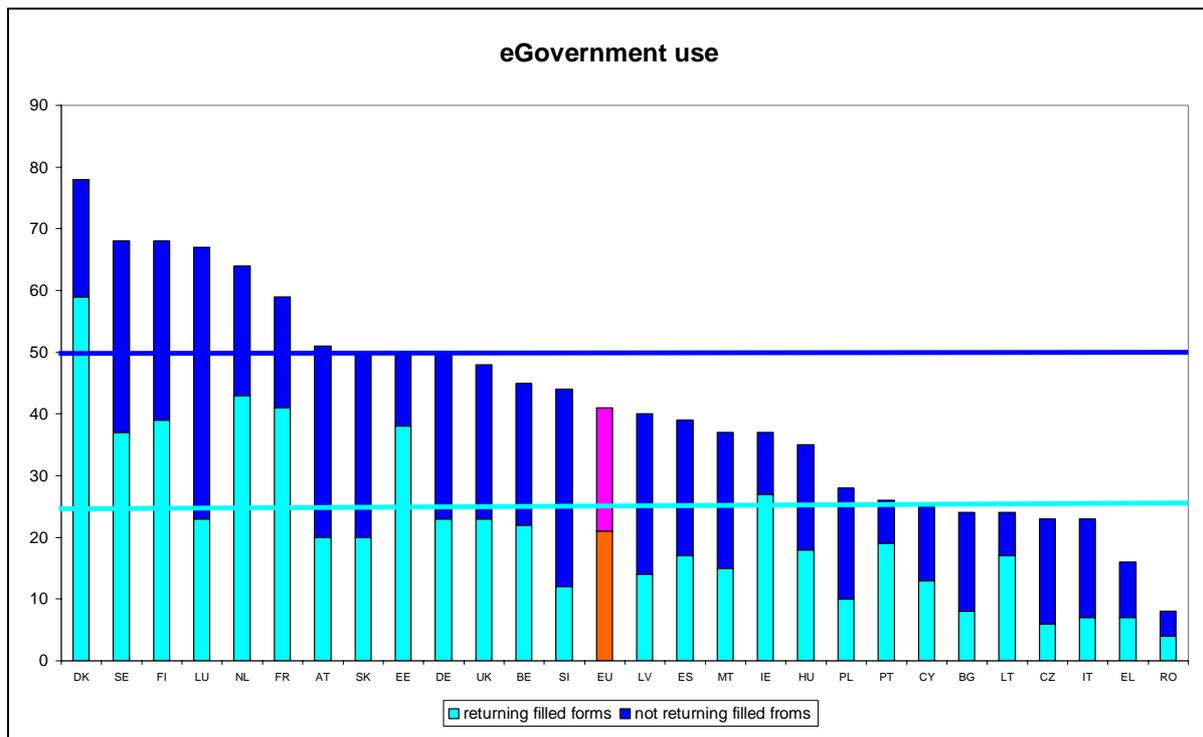


Source: Eurostat, Community survey on ICT usage in households and by individuals; 16-74 old persons using the Internet at least once a week; horizontal line represents targets

The signs are even more encouraging for disadvantaged groups: their usage rate has risen from 42% to 48%, indicating moreover a closing of the gap with the overall population. Continuing progress at the current rate would result in achieving all three targets well ahead of 2015.

- **Key performance target 4a:** 50% of citizens to use eGovernment by 2015, with more than half of them returning filled-in forms

The proportion of citizens using the Internet to interact with public authorities has risen by 3 points to 41% over the last year. Better yet, the share of eGovernment users filling in forms has also increased, to 50%. Eleven Member States already achieve the first target (up from five last year), and six already reach both. Continuing progress at the current rate would result in both targets being achieved well ahead of 2015.



Source: Eurostat, Community survey on ICT usage in households and by individuals, 2010; percentage of citizen between 16 and 74 using eGovernment services in the last 12 months; horizontal lines represent target

- **Key performance target 4b:** all key cross-border public services, to be agreed by Member States in 2011, to be available online by 2015

The list of services to be made available online has not yet been agreed by Member States. This target will be measured in future editions of the Scoreboard.

- **Key performance target 5:** to double public investment in ICT R&D to €11 bn by 2020

Public investment in ICT R&D did not increase in the last year⁴², compared to a required annual growth of 6% between 2007 and 2020 in order to reach the target.

- **Key performance target 6:** to reduce energy use of lighting by 20% by 2020

Lighting devices and intelligent lighting systems based on solid-state lighting (SSL) such as light emitting diodes (LEDs and OLEDs) consume less energy (up to 80%) while offering better performance than traditional lightbulbs. Their increasing presence on the market will therefore significantly contribute to reducing energy consumption for lighting. Indeed, their market share (in value) of the EU market increased from 1.7% in 2009 to 6.2% in 2010. If, as expected, LEDs continue to rapidly gain market share, the energy savings target seems to be achievable, bearing in mind that the replacement of even about 50% of the current lighting stock by SSL would be sufficient to reduce energy use for lighting by more than 20% compared to today. However, the transition to energy-efficient solid-state lighting may create demand for new kinds of lighting installations (for example to light building facades), which may reduce energy savings.

⁴² Annual reports on ICT R&D in the European Union: European Commission, JRC-IPTS, 2010 and 2011, available at <http://is.jrc.ec.europa.eu/pages/ISG/PREDICT.html>

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5. The next steps

The evidence provided in this document represents only a small part of the data available to measure the progress of the Digital Agenda. A more detailed analysis can be found under http://ec.europa.eu/information_society/digital-agenda/scoreboard/index_en.htm. Additional data will be made available in the next few months and will be updated regularly.

The next twelve months will see three sets of actions. Firstly, those planned for 2011. Secondly, those put back from 2010. And thirdly, the follow-up on actions already launched (e.g. for the broadband package adopted in September 2010, the Commission will work with each Member State to develop national plans for the promotion of high-speed Internet access). For more details on the state of play with individual actions, please refer to http://ec.europa.eu/information_society/digital-agenda/scoreboard/index_en.htm.

Finally, the governance structures for the DAE have proven efficient and will continue to function. This applies to the High-Level Group, the stakeholder engagement arrangements, and the ‘going local’ initiatives.