



Session 1:

Setting the Strategic Agenda for the Multilingual Digital Single Market

Márta Nagy-Rothengass

Head of Unit

European Commission

DG CONNECT

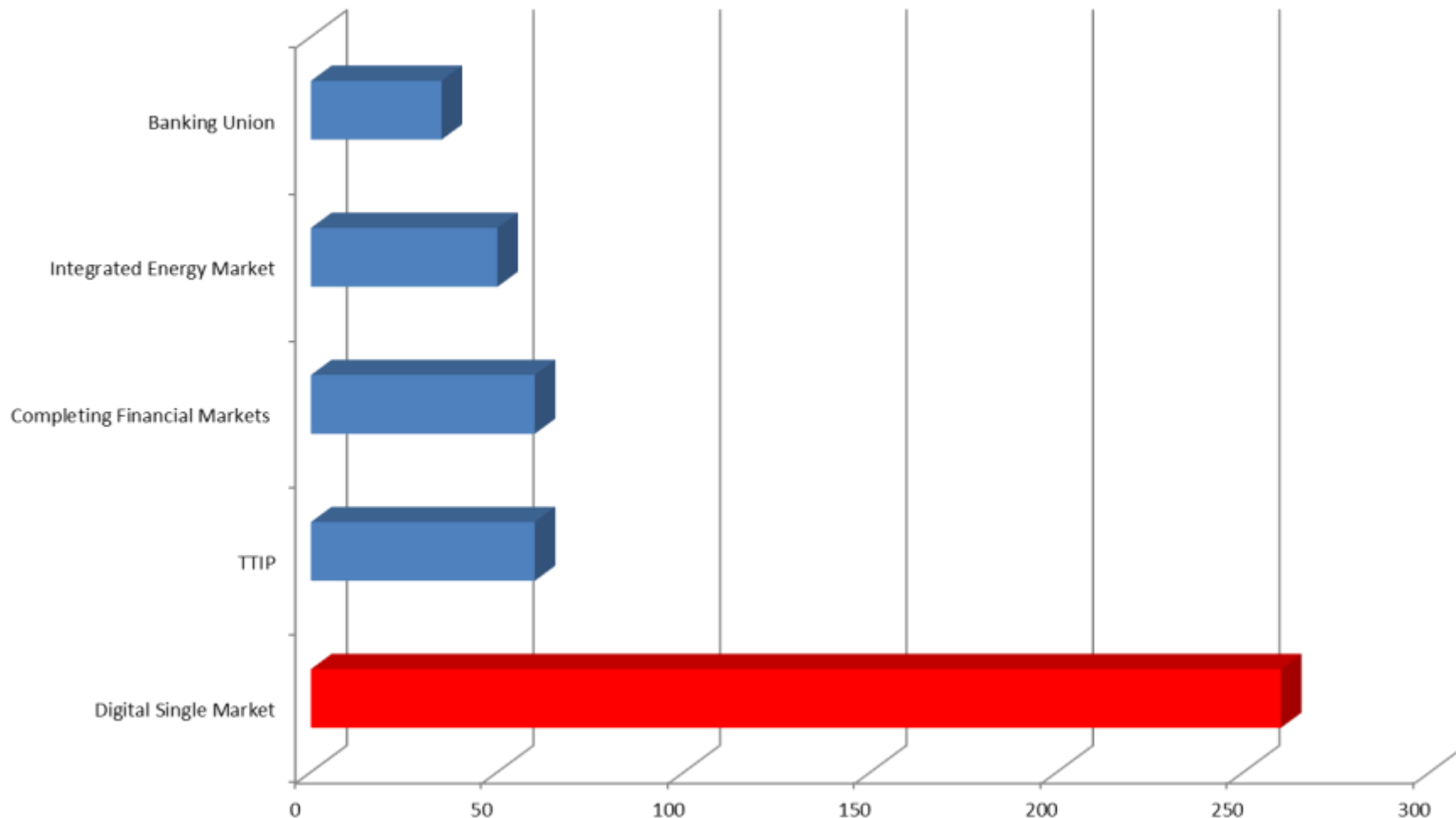
Unit G.3 - Data Value Chain

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The Digital Single Market has the largest potential to create growth



Potential benefits in bn €



Source: Mapping The cost of non-Europe, European

Parliamentary Research Service, March 2014



What can the Digital Single Market (DSM) bring:

- 340 B€ in **additional growth**
- Hundreds of thousands of **new jobs**
- More **robust** and shock-resistant **economy**
- A vibrant **knowledge-based society**
- **Cross-border public and business services**



Completing the DSM is a priority of the new Commission

The **3 *areas of actions* were announced 25/3:**

1. Better access for consumers and businesses to digital goods and services
2. Shaping the environment for digital networks and services to flourish
3. Creating a European Digital Economy and Society with long-term growth potential

Detailed DSM *strategy* will be issued by VP Ansip on 6 May 2015

1, Better access for consumers and businesses to digital goods and services

- Facilitating cross-border **e-commerce**, especially for SMEs, with harmonised consumer and contract rules and with more efficient and affordable **parcel delivery**.
- Tackling **geo-blocking**: enable using online services that are available in other EU countries.
- Modernising **copyright** law to ensure the right balance between the interests of creators and those of users or consumers.
- **Simplifying VAT arrangements** is important to boost the cross-border activities of businesses, especially SMEs.

2, Shaping the environment for digital networks and services to flourish

- Encouraging **investment in infrastructure** on high-speed internet and secure networks: the lifeblood of new, innovative digital services. The Commission will review the current **telecoms and media rules**
- European approach to **Spectrum** management and its coordination; Broad roll-out of the latest **4G technology**
- Growing importance of **online platforms** (search engines, social media, app stores, etc.) for a thriving internet-enabled economy including to strengthen **trust** in online services and **swift removal of illegal content**.
- The swift adoption of the **Data Protection Regulation** is key to boosting trust in using of **personal data** online.⁶

3, Creating a European Digital Economy and Society with long-term growth potential

- Integration of new technologies in all industrial sectors towards smart industrial systems ("**Industry 4.0**").
- Faster developed **standards** ensuring interoperability for new technologies
- Materialise **the data economy** including the challenges of **data ownership** to **data protection** to **standards**.
- **Cloud computing** need the right framework to flourish and be used by more people, companies, and public services
- Citizens 'centric interoperable **e-services** and offers to develop their **digital skills** to boost their chances of getting a job.

Where do we stand now with DSM?

- **EU cross-border online services** account for **only 4%** of the Digital Market
- **Only 7%** of SMEs in the EU sell cross-border
- 15% of consumers buy online from other EU countries, **44% only from their own country**

Source: Digital Single Market factsheet

http://europa.eu/rapid/attachment/IP-15-4653/en/Digital_Single_Market_Factsheet_20150325.pdf

Examples of language barriers affecting DSM?

- The online shop does not speak the **buyer's language**
- **National public procurement:** tender documents only in the national language, tenders required in the national language
- **Incompatible concept systems** (e.g. product nomenclatures, equivalence of diplomas, medicine classification...)
- **Obstacles for cross-border data flows:** analytics technology does not "understand" many languages, only English data gets analysed

What is needed for the DSM?

- **Innovative solutions** for multilingual and cross-border **business**
- **Innovative solutions** for multilingual, pan-European **public services**
- **Innovative solutions** for cross-border, cross-lingual **data** value chains

Expected solutions for the multilingual business - examples

- **Automated translation** for eCommerce, textual content, messaging between buyer and seller
- **Automated subtitling** for audiovisual material
- Cross-lingual search to **find** products, services, content

Must be **fit for purpose** (rather than perfect)

Expected solutions for the pan-European public services - examples

- Multilingual Online **Dispute Resolution** system (ODR)
- Making national **public procurement** accessible to all EU providers, irrespective of language
- Enabling **health services**: removing language barriers between patient, healthcare provider and administration
- Facilitating **business operations** across border (e.g. access to translated business register documents, certificates etc.)
- Facilitating life of **citizens**: multilingual eJustice services (e.g. marriage, childbirth, job search across borders)

Solutions for cross-lingual data value chains

- Creating a **European data economy** would unlock huge growth opportunities
- This requires free flow of data across borders
- A significant part of (big) data is human **language**: social media content, responses to questionnaires, news articles, films and video material (spoken language, subtitles)
- Solutions are needed to **make sense of multilingual data**: analyse, detect trends/sentiments, predict outcomes, provide support for decision-makers
- Solutions should cover **all EU languages** (and not only English)

Conclusions

- A single online market for 500+ million consumers brings huge **economic and social benefits**
- **LT** can solve one of the most prominent **obstacles** blocking the DSM
- Bridging the language barriers of DSM will speed up bridging the **other barriers**
- Language technologies can help creating a **European data economy**

Thank you – and good luck!

<http://ec.europa.eu/digital-agenda/en/content-and-media/data>
<http://ec.europa.eu/digital-agenda/en/science-and-technology/language-technologies>