

Orange on Digital Single Market – 6th May 2015

- **Orange welcomes the EC communication on a DSM for Europe**; it is essential for EU growth, competitiveness and jobs, to position digital issues as a top priority, at the heart of any EU actions, and accordingly, to design an appropriate digital strategy.
- **Orange shares the EC's analysis on many points:**
 - o EU needs to catch-up in terms of broadband investment; Orange strongly supports the announced ambitious overhaul of the telecom package as well as the proposed steps towards a much more efficient and harmonized management of spectrum resources in the EU ;
 - o Europe needs to modernize its policy on digital service and to tackle asymmetries in this area;
 - o Other points such as the willingness improve the coverage and effectiveness of EU standards, to support innovation and the data economy, or develop initiatives on digital skills are also welcome.
- **The EU digital industry is currently in a critical state** in global markets. This situation requires a substantial and urgent shift of policies. European consumers can only be better served if they benefit from a stronger consumer protection but also if they can choose from a wider range of services, some of which would be offered by a healthy and dynamic local European industry .
- **The level of ambition has to match the challenges faced by the EU today:**
 - improving and unlocking investments in infrastructures ; the EU requires an in-depth review of the telecom framework, which first calls for an accurate assessment of causes. In that sense, issues lie not only in regulatory fragmentation but also in the obsolescence of the current framework, which had been designed to open up markets and not to support /reward investments nor to address the convergence trend currently disrupting the digital value chain.
 - creating a modern framework for digital services, laying consistent rules in terms of consumer protection, security, neutrality, etc. A holistic approach based on a structural and future proof solution should be adopted.
- In this respect, defining digital strategy should not be understood as creating additional layers of regulation, but should strive to extend freedom to invest and innovate. **Robust impacts assessment, innovation and investment tests, are needed on any new regulatory measures.**
- While Legislative proposals need time for in-depth assessments to be performed and for institutional debates to occur with all stakeholders. **the European Commission can already improve confidence in expressing clear and bold policy orientations.**