

## Anders Halvorsen

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**Sendt:** Wednesday, May 13, 2015 9:24 AM  
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**Emne:** International Trade WG call May 13 : Follow up  
**Vedlegg:** dsm-communication\_en.pdf; dsm-swd\_en.pdf

Dear colleagues,

As promised, please find attached the European Commission's Communication on the DSM strategy, along with an explanatory note. Below is our formal reaction to this release:



DIGITALEUROPE reacted positively last week when the European Commission unveiled its much anticipated Digital Single Market strategy. We welcomed the initiative but we also pointed out the challenge ahead to ensure the strategy is steered in the direction of reform and not allowed to veer off towards protectionism or excessive and unnecessary regulation. We also urged Europe's policymakers not to forget the ultimate goal: job creation and a return to solid economic growth in Europe.

This follow-up study of the Commission's strategy looks in detail at the wide range of initiatives proposed in the Digital Single Market. While it reiterates the broad conclusions we reached last week, it does identify areas in the strategy that may require some additional work. The approach to copyright reform, for example, falls short in that it neglects one issue that screams out for reform – copyright levies.

Similarly, it questions the wisdom of one proposal to make internet intermediaries liable for the content they carry.

This study also amplifies the positives in our response to the strategy, such as the free movement of data initiative and the push for a Europe-wide approach to radio spectrum policy and management.

Click [here](#) to read our comments.

Click [here](#) to download our press release.

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In light of our conversation, you will find the box on page 15 to be of particular interest: it deals with a European 'Free flow of data' initiative which seems to betray the open-mindedness which is the hallmark of Brussels plans but might hide a less open agenda in Paris and Berlin.

You may also want to consider this letter to Commissioner Malmström whereby we suggest that bilateral and plurilateral agreements should ban forced localization and other local content requirements:

[http://www.digitaleurope.org/DesktopModules/Bring2mind/DMX/Download.aspx?Command=Core\\_Download&EntryId=856&PortalId=0&TabId=353](http://www.digitaleurope.org/DesktopModules/Bring2mind/DMX/Download.aspx?Command=Core_Download&EntryId=856&PortalId=0&TabId=353)

Finally, this paper on EU-US regulatory cooperation may be worth considering too:

[http://www.digitaleurope.org/DesktopModules/Bring2mind/DMX/Download.aspx?Command=Core\\_Download&EntryId=901&PortalId=0&TabId=353](http://www.digitaleurope.org/DesktopModules/Bring2mind/DMX/Download.aspx?Command=Core_Download&EntryId=901&PortalId=0&TabId=353)

This sentence “It would also help to promote internationally recognized technology standards, helping both sides engage with third countries” is intended to mean that the EU and the US should set an example to other trading nations.

Hope this helps.

Have a rewarding meeting in DC.

Kind regards,  
Patrice