

# TTIP: an opportunity for the Digital Economy



# The TTIP represents an enormous opportunity to re-balance the Digital Economy landscape

## The regulatory component is key for delivering results in the TTIP negotiations

“Three essential elements:

- Ways to cooperate on **future regulations** to avoid unnecessary trade barriers,
- Ways to make **existing regulations** more compatible, and
- Supporting this work with **the right institutions**. “

Karel De Gucht (October 10<sup>th</sup>)

- 
- The reality of convergence needs to be reflected on the TTIP developing **one comprehensive chapter for the Digital Economy sector**.
  - The sector needs a “**same services, same rules**” approach.
  - Ex-post monitoring of the markets, addressing any potential **abuse of dominant positions** that could have a trade restrictive effect **at any stage of the value chain**.

- 
- Different regulatory frameworks in the EU and the USA, have shaped the sector into **different realities**.
  - There is a chance to analyze the outcomes of each model and **set the right path for future regulations**, with less focus on the use of incumbent’s legacy networks through regulated access and more emphasis on investment and innovation.



# The reality of converged services should be reflected in the TTIP negotiations



## “Digital Economy”

1. Integration of information society services and electronic communication services to ensure a **“same services, same rules”** approach among all actors of the value chain. Different obligations between providers of comparable services that may lead to a competitive disadvantage between actors in the digital economy value chain should be avoided.
2. Call to include reciprocal commitments to regulatory principles and practices such as:
  - Maximum **reliance on competitive forces** and ex-post examination of the markets;
  - Forbearance from **unnecessary** economic regulation; and
  - **Technological neutrality** that ensures that the integration of telecom and IT services does not place a telecom service provider at a disadvantage

# Trans-border data flows: the importance of getting it right

The TTIP should promote cross-border trade in services and enhance consumer's trust in digital services. A significant amount of data flows are **personal and private data**.

---

**Consumer's trust** is the main driver for Digital Services adoption



1. Robust data protection standards help to **enhance trust** of users of services and thereby increase the international trade in services.
2. It should be guaranteed that cross-border data flows are **in compliance with data protection and security rules** in force in the country of residence of the data subjects.
3. Data protection levels are important for customers and **shall not be negotiated** in the context of trade talks.





\*



\*\*\*



DRIVING THE DIGITAL FUTURE

\* Includes Telekomunikacja Polska \*\* Includes Deutsche Telekom, Hrvastki Telekom, Magyar Telekom, Makedonski Telekom and Slovak Telekom \*\*\* Includes Telefonica Czech Republic

# ETNO observers

- Telecoms networks operators from outside Europe
- Equipment manufacturers
- May attend all or part of ETNO activities, on an ad-hoc basis

