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Consumers must be at the heart of EU Digital Agenda

The long awaited European Digital Agenda will be published by the European Commission tomorrow (18th May). Over the next 5 years, the Digital Agenda will be central to the Commission's strategy on key issues such as access to networks, digital content, and consumers' digital rights.

It is expected to provide the push towards the establishment of a true Digital Single Market by removing existing barriers, to improve digital and media literacy across Europe and ensure that consumers benefit from the opportunities offered by new technologies and the functioning of a competitive ICT (Information Communications Technology) market.

Consumers should have the right to access the content of their choice irrespective of their nationality and the place of residence, while the securing of privacy as default in ICT, digital products and applications will significantly increase consumer empowerment.

Monique Goyens, Director General of BEUC, the European Consumers' Organisation, said:

"We are very pleased with the Commission's publication of a Digital Agenda for Europe. It is essential that EU policy addresses the new challenges brought by the digital world and ensures that concrete actions are taken in order that consumers can benefit from the potential of information and communication technologies.

"We hope that the European Commission will adopt an ambitious and consumer-oriented Agenda that will reflect the key consumer demands gathered and included in BEUC's own Digital Agenda. We expect the Commission to put consumers at the heart of its Digital Strategy and to fully recognise a clear set of fundamental consumer digital rights.

"Effective enforcement of consumers' rights and interests needs to be clearly recognised. However, all those initiatives will remain just pie in the sky unless concrete policy actions are taken by the different services of the European Commission and proper implementation of rules is assured."

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Notes to Editor:

Attached is the BEUC Digital Agenda

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