

Creating a Digital Single Market

Bringing down barriers to unlock online opportunities



TRAVEL WITH YOUR ONLINE CONTENT ACROSS THE EU



FILMS, SERIES, GAMES, SPORTS, NEWS BROADCASTS, MUSIC AND E-BOOKS

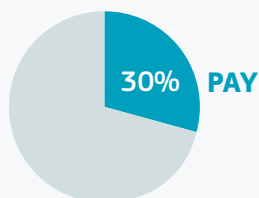
Half of Europeans access the internet with their mobile devices

→ They want and expect to **access content while on the move in other EU countries**. This use will be facilitated even more when **roaming charges are abolished in June 2017**.



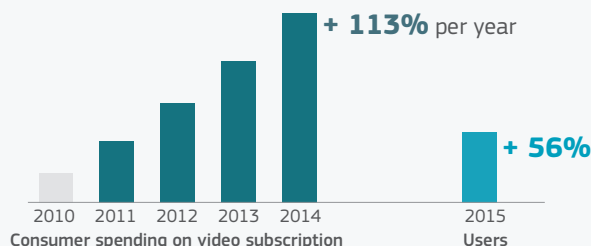
More and more Europeans buy music and video online, especially through subscriptions, the market is booming:

30% of Europeans who access films, TV series and other video clips online pay to view them by subscribing to an online service or purchasing and renting them item by item.



Europeans who access films, TV series and other video clips online

Consumer **spending** on **video subscription services** rose by **113%** per year between 2010 and 2014 – the **number of users** grew by **56%** between 2014 and 2015.



Problem:

Many European consumers cannot access online content services they have legally acquired in their home country when they travel across the EU. This is especially the case for films, series and sports broadcasts.



Access to streaming services available at home while abroad

Live events such as sports: more than **50%** of Europeans who have tried could **not access**.
Films and TV series: more than **40%** of Europeans who have tried could **not access**.

- A subscriber trying to watch films using his Home Box Office (HBO) Nordic account when on holiday in Italy sees a message saying that the service «is only available in Sweden, Norway, Denmark and Finland».
- A French user of the MyTF1 film and series service is not able to rent a new film while on business trip to the UK.

Missed opportunity for businesses:

Europeans are interested in cross-border portability: for **almost 60% of young Europeans** (15-24 year olds) being able to travel with their content **is an important factor in taking up a subscription**. The **cross-border**

Solution:

New rules will make sure that when travelling for instance for holidays in another Member State of the Union, subscribers to online services for films, music or e-books can access them as if they were at home.



portability feature would attract more Europeans, especially those who travel frequently, to subscribing to or purchasing online content services.

The proposed rules would oblige online content services provided against payment to offer the **cross-border portability feature to their subscribers** who are temporarily in the EU. **This initiative is part of the efforts to provide a wider access to content across Europe.**

Which services are covered?

Online content services that are **already portable in your home country** and:

- ✓ that you have **paid for**, via a subscription or through individual purchases, or
- ✓ that you are using **free of charge**, if the service provider **chooses to be covered by the new rules**.

