



#DSM

# Digital Single Market

## 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

Europeans want to **access online content they have subscribed to while on the move in other EU countries**. From 1 April 2018, this will be legally possible.

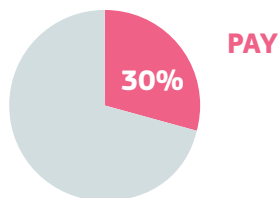
This follows the success of **the abolition of roaming charges in June 2017**.



### More and more Europeans buy music and video online, especially through subscriptions:

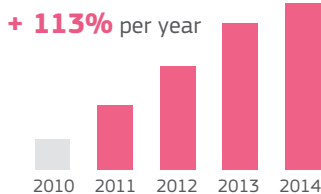
2017

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



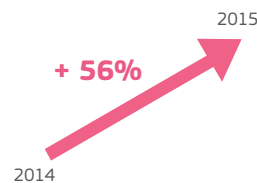
Europeans who access films, TV series and other video clips online

Consumer **spending** on **video subscription services** rose by **113%** per year between 2010 and 2014.



Consumer spending on video subscription

The **number of users** grew by **56%** between 2014 and 2015.



Users

### Problem solved!

**In the past**, many European **consumers could not access online content services** they had **legally bought** in their home country when travelling across the EU.

This was especially the case for films, series and sports broadcasts.

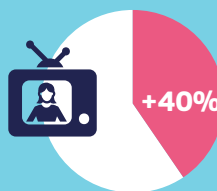
**From 1 April 2018, this will no longer be the case.**



## Demand for access to streaming services available at home while abroad.



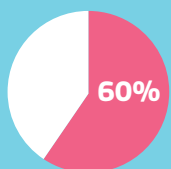
Live sport events: more than **50%** of Europeans who had tried could **not access**.



Films and TV series: more than **40%** of Europeans who had tried could **not access**.

## New opportunity for consumers and businesses:

Europeans value 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 portability feature attracts more Europeans**, especially those who travel frequently, to subscribing to or purchasing online content services.



The new rules oblige paid online content providers to offer the **cross-border portability feature to their subscribers** who are temporarily in the EU. **This legislation is part of the efforts to provide a wider access to content across Europe.**

## Which services are covered?

Content services that are **already available online 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**.

## Examples of struggles resolved by the new rules:

- A Swedish subscriber trying to watch their favourite TV series using his Home Box Office (HBO) Nordic account when on holidays in Italy can now enjoy the service as if he was in Sweden, instead of seeing 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 now able to rent a new film while on a business trip to the UK, instead of seeing a message that such uses are not possible due to licensing issues.
- A Belgian student travelling from Brussels to Berlin on a night bus can buy and watch a film from UniversCiné.
- A German businessman can watch his favourite football finale on his Sky Sports account while on a business trip in Spain.

