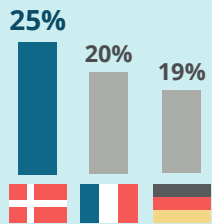


Why Products & services may differ across the EU?

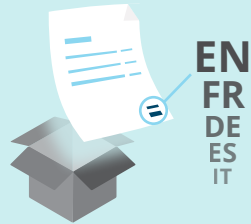
DIVERGING LOCAL REGULATORY REQUIREMENTS

Businesses must comply with various local rules for their products and services to be legally supplied in each market.



Various VAT rates

22 calculation systems for Copyright levies in the EU



Various language requirements

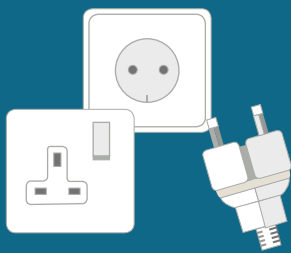
WEEE
Different Recycling fees & obligations



Sector specific rules

DIVERGING TECHNICAL REQUIREMENTS

Businesses must adapt their products and services to ensure they can function safely and properly in each market.



Different National Standards
e.g. various plug sockets



After-sales requirements
e.g. local repair center



Broadcasting Standards

DIVERGING MARKET CONDITIONS

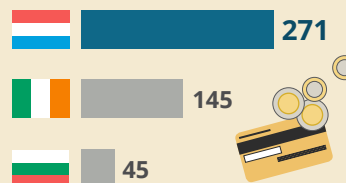
Businesses must adapt their offers and marketing activities to local expectations - as a matter of commercial success.



Different Shipping Costs



Seasonality
28 Different Calendars



Purchasing power



Diverse Consumer Expectations & Preferences

CONCLUSIONS

- ① The Digital Single Market can only succeed where the Single Market succeeds
- ② Contractual freedom must be preserved
- ③ The Digital Single Market must build trust for businesses, not only for consumers

Source of data: ¹Eurostat. Data from 1st of June 2016.

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Why do we need reform? Check out our [position paper on Geoblocking & other geographical restrictions](#)

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