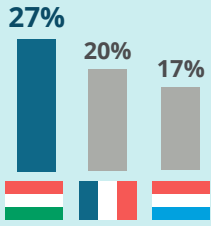


Why Products & services are not sold everywhere in the EU

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 Consumer Protection Laws
e.g. language requirements

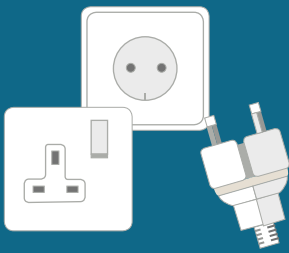
WEEE Different Recycling Fees & Obligations



Product 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 sockets



After-sales Requirements
e.g. local repair centres



Various Broadcasting Technologies

DIVERGING MARKET CONDITIONS & CONSUMER PREFERENCES

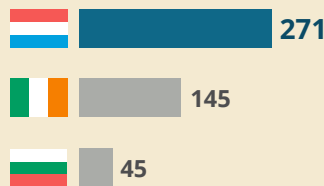
Businesses must adapt their offers and marketing activities to local expectations - as a matter of commercial success.



Different Labour & Shipping Costs



Seasonality - 28 Different Calendars



GDP per capita¹ Index (EU28 = 100)
Purchasing Power



Different Payment & Shipping Methods



Diverse Consumer Preferences

CONCLUSIONS

- 1 The Digital Single Market can only succeed where the Single Market succeeds.
- 2 A successful Single Market begins with lowering existing barriers.
- 3 The Digital Single Market must build trust for both businesses and consumers.

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

*The list of examples used in this document is not to be considered exhaustive.

