

Position Paper

Bitkom's response on public consultation "Standards in the Digital Single Market: setting priorities and ensuring delivery"

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About Bitkom

Bitkom represents more than 2,300 companies in the digital sector, including 1,500 direct members. With more than 700,000 employees, our members generate a domestic turnover of 140 billion Euros a year, exporting high-tech goods and services worth another 50 billion Euros. Comprising 1,000 small and medium-sized businesses as well as 300 start-ups and nearly all global players, Bitkom' members offer a wide range of software technologies, IT-services, and telecommunications or internet services. They produce hardware and consumer electronics or operate in the sectors of digital media and the network industry. 78 percent of the companies' head-quarters are located in Germany with an additional amount of 9 percent in other countries of the EU and 9 percent in the USA as well as 4 percent in other regions. Bitkom supports an innovative economic policy by focusing the modernization of the education sector and a future-oriented network policy.

Background

The Commission launched a public consultation on Standards for the Digital Single Market (DSM). With this consultation, the Commission aims to gather views on priorities for standards in key technology areas which are critical to achieving the DSM. While taking the results of this survey into account, the Commission will build an ICT Priority Standards Plan, as set out in the Digital Single Market Strategy.

With this document and the identical information provided in the Commission's online survey, Bitkom would like to respond to the public consultation.

Comments

Bitkom thanks the Commission for the opportunity to provide a response to the public consultation on Standards in the Digital Single Market. As an industry association with a broad membership of the German ICT industry, Bitkom leaves it to its members to

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give detailed responses on the prioritisation out of their perspective. However, based on the consensus of its membership, Bitkom would like to provide the following position to the European Commission regarding the public consultation on priority standards.

Bitkom supports the detailed input provided by DIGITALEUROPE (available under http://www.digitaleurope.org/DesktopModules/Bring2mind/DMX/Download.aspx?Command=Core_Download&EntryId=1079&PortalId=0&TabId=353). DIGITALEUROPE has raised some key points around prioritisation and the European standardisation system as well as standards in support of policy priorities which are shared by Bitkom's membership.

Bitkom very much welcomes the collaborative process which the European Commission had chosen for working with the European ICT Multi-Stakeholder Platform (MSP) to gather stakeholder advice and develop a draft for the ICT Priority Standards Plan. The MSP is the right forum for gathering all input. With the MSP members reaching out to their constituencies, the Commission can be sure to get advice which has a broad base amongst European stakeholders in ICT standardisation.

Bitkom strongly supports the close linkage established between the detailed Rolling Plan for ICT standardisation and the draft for an ICT Priority Standards Plan. The Rolling Plan is a successful tool for translating strategic thinking and policy objectives, throughout all domains where ICT standardisation can be supportive, into actual standardisation actions. It is important that the Priority Plan stays in synch so that both planning activities together will effectively support EU policy objectives via focussed standardisation activities.

Concluding from the above, Bitkom would like to strongly encourage the Commission to use the available draft developed by the MSP as the core document for the ICT Priority Standards Plan. It has broad stakeholder support from MSP members and is a balanced plan aiming for achievable activities as well as coherence with the Rolling Plan.