

Цифровая экономика и государства

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Sheryl Sandberg, COO of Facebook

Eric Schmidt, Executive Chairman of Google

Satya Nadella, CEO of Microsoft

Vittorio Colao, CEO of Vodafone

Общее развитие – позитивно или негативно ?

- Позитивно

Что меняется ?

- У каждого есть возможность высказаться
- Страны не могут игнорировать IT тенденции в банкинге, телекоме и т.д.
- IT направлено на эффективность и прибыль, но так же на создание мира равных возможностей
- Бизнес, включая малый имеет доступ к технологиям, которых раньше не было

Проблемы и задачи

- Дать доступ в интернет остальным 60% населения
- Соблюдать баланс между приватностью и безопасностью
- Развитие широкополосного интернета - но кто за это заплатит ?
- Будущее ТВ ?

Как будет развиваться интернет ?

- Интернет исчезнет , так как все в нашей жизни будет “connected“, *Eric Schmidt*

Топ 10 стран по изменению индекса NRI (Networked Readiness Index) с 2012

Country	NRI 2012		NRI 2015		Score difference
	Rank (Out of 142)	Score (1-7)	Rank (Out of 143)	Score (1-7)	
→ Armenia	94	3.49	58	4.25	0.76
→ Georgia	88	3.60	60	4.23	0.63
United Arab Emirates	30	4.77	23	5.30	0.54
→ Kazakhstan	55	4.03	40	4.54	0.52
→ Russian Federation	56	4.02	41	4.53	0.51
El Salvador	103	3.38	80	3.89	0.51
Macedonia, FYR	66	3.91	47	4.42	0.51
Mauritius	53	4.06	45	4.49	0.42
→ Kyrgyz Republic	115	3.13	98	3.54	0.41
Latvia	41	4.35	33	4.75	0.40

Топ 10 приоритетов Еврокомиссии

1. Занятость, Рост, Инвестиции

2. Единое цифровое пространство

3. Климат и энергетика

4. Внутренний рынок

5. Экономический и монетарный союз

6. EU-US зона торговли

7. Фундаментальные права, правосудие

8. Миграция

9. EU – глобальная роль

10. Изменение демографии

Что ?

Единое цифровое пространство поддерживает свободное движение товаров, услуг, людей и капитала и обеспечивает бизнесу и индивидуумам равный доступ к онлайн возможностям, при условии честной конкуренции и защиты данных.

Когда? Зачем ?

- 2015-2016
 - Переход от 28 национальных рынков к единому рынку с население 500 млн человек, результат + 415Млрд евро, 3.8 миллионов рабочих мест
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Ключевые шаги

- Единые правила защиты информации
- Единые правила управления частотами, регуляторика для телекома
- Модернизация законов интеллектуальной собственности
- Модернизация и упрощение законов о закупках в цифровой экономике



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**COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN
PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL
COMMITTEE AND THE COMMITTEE OF THE REGIONS**

A Digital Single Market Strategy for Europe

{SWD(2015) 100 final}

2015 год – это год перехода из века IT в век цифровизации. Все самые ключевые «взрывы» будут сделаны в части нашей способности собирать информацию и анализировать ее.

Герман Греф, открытая лекция, Сколково, май 2016

- improvement in most of the pillars
- workforce skillset
- affordable ICTs
- individual and business usage

- ICT services not fully liberalized
- business usage improved markedly but remains limited
- low number of per capita patent applications
- lack of independence and inefficiency of judicial system
- poor protection of intellectual property

- The Russian Federation** climbs positions to 41st, as a result of an improvement in most of the pillars.
- The country further improved the skillset of its workforce, moving up 12 positions to achieve 52nd place.
 - In general, ICTs are affordable [15th], even though ICT services have not been fully liberalized yet.
 - Individual uptake is good and rapidly increasing: in the last year, Russia has significantly improved its performance across all dimensions of the Usage subindex [39, up 14].
 - In particular, business usage has improved markedly but remains limited [66th, up 18]. So is the capacity of business to innovate, as reflected in the low number of per capita patent applications [43rd, one of the lowest among high income economies].
 - The country's capacity to leverage ICTs and its competitiveness in general continue to be seriously undermined by many institutional weaknesses, however. Russia ranks 79th in the Political and regulatory environment pillar of the NRI, owing to the lack of independence [109th] and inefficiency of its judicial system, and to the poor protection of intellectual property [106th], among other issues.

EU Digital Single Market, 16 initiatives under 3 pillars to lay the groundwork for Europe's digital future

(1) better access for consumers and businesses to digital goods and services across Europe;

1. rules to make **cross-border e-commerce easier** [harmonised EU rules on contracts and consumer protection when you buy online]
2. to enforce consumer rules more rapidly and consistently, by reviewing the **Regulation on Consumer Protection Cooperation**.
3. more efficient and affordable **parcel delivery**. Currently 62% of companies trying to sell online say that too-high parcel delivery costs are a barrier
4. to end unjustified **geo-blocking** – a discriminatory practice used for commercial reasons, when online sellers either deny consumers access to a website based on their location, or re-route them to a local store with different prices.
5. to identify potential competition concerns affecting European e-commerce markets. The Commission therefore launched today an **antitrust competition inquiry into the e-commerce sector** in the European Union
6. a **modern, more European copyright** law. In particular, the Commission wants to ensure that users who buy films, music or articles at home can also enjoy them while travelling across Europe
7. a review of the **Satellite and Cable Directive** to assess if its scope needs to be enlarged to broadcasters' online transmissions and to explore how to boost cross-border access to broadcasters' services in Europe.
8. to reduce the administrative burden businesses face from different **VAT** regimes

(2) creating the right conditions and a level playing field for digital networks and innovative services to flourish;

9. present an ambitious overhaul of EU **telecoms rules**. This includes more effective spectrum coordination and etc
10. review the **audiovisual media framework** to make it fit for the 21st century , focusing on the roles of the different market players in the promotion of European works [TV broadcasters, on-demand audiovisual service providers, etc.].
11. comprehensively analyse the role of **online platforms** [search engines, social media, app stores, etc.] in the market. This will cover issues such as the non-transparency of search results and of pricing policies, how to best tackle **illegal content** on the Internet, etc
12. reinforce trust and security in digital services, notably concerning the handling of **personal data**.
13. propose a partnership with the industry on **cybersecurity** in the area of technologies and solutions for online network security.

(3) maximizing the growth potential of the digital economy.

14. propose a '**European free flow of data initiative**' to promote the free movement of data in the European Union. The Commission will also launch a **European Cloud** initiative covering certification of cloud services, the switching of cloud service providers and a "research cloud".
15. define priorities for **standards and interoperability** in areas critical to the Digital Single Market, such as e-health, transport planning or energy [smart metering].
16. support an **inclusive digital society** where citizens have the right **skills** to seize the opportunities of the Internet and boost their chances of getting a job. A **new e-government action plan** will also connect business registers across Europe, **ensure different national systems can work with each other**, and ensure businesses and citizens only have to **communicate their data once to public administrations**, that means governments no longer making multiple requests for the same information when they can use the information they already have. The roll-out of **e-procurement** and interoperable **e-signatures** will be accelerated.

NRI assesses **ability of countries to make best use of ICT technologies.**

It is composed of 4 components

1. **Environment** – quality of regulatory and business environment
2. **Readiness** – affordability, the quality of digital infrastructure and population preparedness to use technology
3. **Usage** – level of technological diffusion among individuals, businesses and the government
4. **Impacts** – information and communication technology social and economic impacts

1. Environment subindex
1st pillar: Political and regulatory environment
2nd pillar: Business and innovation environment
2. Readiness subindex
3rd pillar: Infrastructure
4th pillar: Affordability
5th pillar: Skills
3. Usage subindex
6th pillar: Individual usage
7th pillar: Business usage
8th pillar: Government usage
4. Impact subindex
9th pillar: Economic impacts
10th pillar: Social impacts