

# DIGITALEUROPE



**9<sup>th</sup> BEREC Stakeholder Forum**

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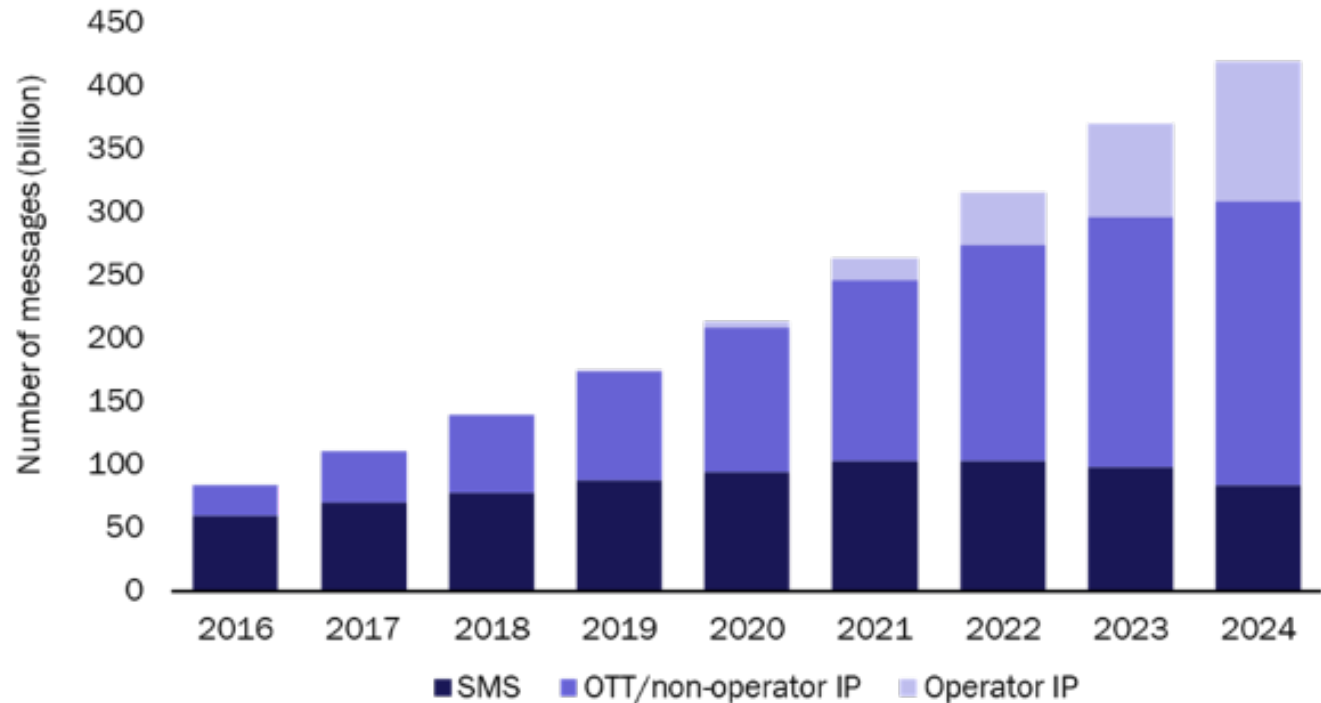
# 2018–2021: What has changed?

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# Not much

Trends have been consolidating, not changing

Number of A2P messages sent for customer service use cases, by channel, worldwide



Source: Analysys Mason, 2020

# The Code has us covered!

The major market and technological developments have already been captured

” End-users increasingly substitute traditional voice telephony, text messages (SMS) and electronic mail conveyance services by functionally equivalent online services such as Voice over IP, messaging services and web-based e-mail services.

Recital 15 EECC



**Functional approach** to defining electronic communications services (ECS) – internet access (IAS), number-based and number-independent interpersonal communications (ICS), and conveyance of signals



**Most services/end-user provisions apply to all ECS** except number-independent ICS because:



Direct link with numbers (number portability, 112 emergency services)



Switching provisions not relevant due to lower barriers (multi-homing)

# Fair and contestable digital markets?

- ▶▶ No evidence so far of emerging risks in terms of ECS choice, price and quality (Art. 3(2)(d) EECC)
- ▶▶ The objectives of telecoms regulation are specific, and should not be conflated with other perceived issues around ‘data’ or ‘digital platforms’
  - Telecoms regulation provides no directly applicable lessons in these markets
  - Better dealt with in the context of competition enforcement, the proposed Digital Markets Act, data protection and privacy, etc.
- ▶▶ However, plenty of connectivity challenges (Arts 3(2)(a)–(c))
  - Need to urgently address investment in both fixed and mobile connectivity in order to safeguard end-users’ access to innovative services and Europe’s global competitive position



**Thank you for  
your time!**

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