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
- WEEE Different Recycling Fees & Obligations
- Various Consumer Protection Laws e.g. language requirements
- 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
- Various VAT Rates
- 22 Calculation Systems for Copyright Levies in the EU
- WEEE Different Recycling Fees & Obligations
- Various Consumer Protection Laws e.g. language requirements
- Product Specific Rules

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 capita\(^1\) Index (EU28 = 100)
- Different Payment & Shipping Methods
- Diverse Consumer Preferences

CONCLUSIONS

1. The Digital Single Market can only succeed where the Single Market succeeds.
3. The Digital Single Market must build trust for both businesses and consumers.

Source of data: \(^1\)Eurostat. Data from 1st of June 2016.

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