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EUROPEAN TELECOMMUNICATIONS  
NETWORK OPERATORS  
ASSOCIATION

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## Achieving the digital agenda together

The Digital Agenda Summit  
Brussels, 23 September

ETNO members, as leading providers of e-communications services and investors in tomorrow's networks and services, believe in the potential of the Digital Agenda for Europe policy programme to enable Europe to benefit from the ICT sector in terms of jobs, growth and sustainable development.

ETNO members are key partners for achieving the ambitious targets set by the Digital Agenda.

Through their investment and innovation efforts as well-established operators in their national markets and new entrants in other European markets, ETNO members have been contributing for many years to the objectives of the Digital Agenda by:

- Deploying fixed and mobile networks throughout the EU, thereby enabling more than 90% of Europeans to have access to basic broadband. ETNO members are also the leading investors in next generation access networks (NGA) through a mix of innovative technologies;
- Developing new business models aimed at meeting customer demand for attractive legitimate online content;
- Launching programmes to increase digital literacy as well as services aiming at improving integration of disabled and elderly people;
- Optimising their energy consumption, opting for low-carbon business models and developing solutions to manage their CO2 emissions and allow other sectors of the economy to reduce their own emissions;
- Investing in research and development (R&D) to maximise the potential of information and communication technology (ICT) in areas such as e-health, including distance diagnosis, monitoring systems and independent living solutions;
- Promoting the "Safer Internet," including features in offers aimed at protecting minors;

- Continuously investing in the security of their networks well beyond existing regulatory requirements.

Wider deployment and more effective use of digital technologies will enable Europe to address its key social and economic challenges and will provide Europe a better quality of life through, for example, better healthcare, safer and more efficient transport solutions, cleaner environment, new media opportunities and easier access to public services and cultural content<sup>1</sup>.

Achieving the ambitious targets of the Digital Agenda will require the active cooperation of all stakeholders. ETNO members are committed to playing their part across key areas:

#### **Fast and ultra fast internet access:**

- As leading investors in NGA, ETNO members reaffirm their readiness to deploy high speed access networks wherever it is commercially viable, within a policy framework which encourages high risk investments. Investors should have the full freedom to decide which technology to use when investing in new networks;
- ETNO members are also willing to continue being a partner to public authorities in bringing broadband to rural and remote areas;

#### **Digital Inclusion:**

- ETNO members will continue to contribute to bridging the 'digital divide' by bringing basic broadband to all, through multiple platforms and technologies, including wireless and mobile broadband networks;
- ETNO members are committed to pursue their efforts to make all services accessible and available for elderly and disabled people;
- ETNO members will continue to develop programmes and initiatives aiming at raising digital literacy of less favoured populations;

#### **Trust and security:**

- ETNO members are committed to continue to guarantee the security of networks and improve protection of personal data, including through education campaigns aiming at increasing users' awareness and promoting a safer use of the internet;

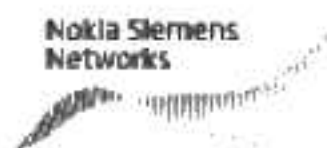
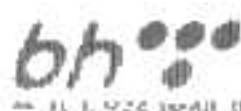
#### **Digital Single Market:**

- As pan-European players, ETNO members are committed to continue contributing to the development of a dynamic online single market by making services and solutions increasingly available online;
- ETNO members will continue to contribute to the single market for legitimate online content by developing attractive online content offers, thereby contributing to the fight against illicit file-sharing;

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<sup>1</sup> A digital Agenda for Europe, COM(2010) 245

The signatories are:

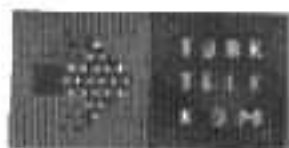




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### **Research & Development:**

- ETNO members are committed to pursue their R&D and innovation efforts to maximise the potential benefits of ICT for the other sectors of the economy and the society as a whole;
- As leading innovators in e-health, ETNO members are committed to work closely with policy stakeholders to promote a wider usage of e-health applications by public and private service providers and end users and to identify any obstacles to take-up and usage;

### **Sustainability:**

- ETNO commits to engage in a cross-industry dialogue in partnership with other ICT players and with major emitting sectors to promote and monitor the use of ICT-enabled solutions in order to optimise energy efficiency.

ETNO members, herewith, confirm their willingness to work towards the achievement of the Digital Agenda in close cooperation with the other industry stakeholders and the EU institutions.

They call upon the EU institutions to:

- Create a policy environment which encourages the high-risk investments in fast and ultra-fast networks by private sector players;
- Find a balanced approach to promote innovation also inside the network (and not only at the edge) and allow the emergence of new business models that secure a sustainable Internet ecosystem;
- Ensure that sufficient spectrum is made available to mobile broadband services to meet rapidly increasingly mobile data traffic volumes and bridge 'digital divide';
- Facilitate the development of a single market for online content by easing access to attractive legitimate online content and facilitating the emergence of new business models.

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