

PRESS RELEASE

Impact study into European Commission's draft Directive on contract rules for the supply of digital content

Brussels, October 11th 2016 EDiMA is today launching a study it commissioned Deloitte to conduct on the impact of the European Commission's draft Directive on contract rules for the supply of digital content. The study involved:

- A **consumer survey** targeting 6,000 European consumers across four countries: France, Germany, Spain and the UK. They were asked about their experiences and expectations in relation to free and paid digital content.
- An online **business survey** carried out by YouGov targeting 1,400 business decision makers that supply digital content. This survey was conducted across four countries: France, Germany, Spain and the UK.
- **Interviews** were also conducted with 16 businesses or relevant associations representing firms of various sizes and based in different countries across Europe to provide qualitative feedback and insight.

The study concluded that there is still considerable room for improvement to meet all the stakeholders' expectations of the Directive.

EDiMA looks forward to working on and improvements to the draft Directive and hopes that this research will provide additional insight into the stakeholders' needs.

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* EDiMA is the European trade association representing online platforms and other innovative businesses. It is an alliance of new media and Internet companies whose members include Airbnb, Allegro Group, Amazon EU, Apple, eBay, Expedia, Facebook, Google, King, LinkedIn, Microsoft, Mozilla, PayPal, TripAdvisor, Twitter, Yahoo! Europe, Yelp. EDiMA's members provide Internet and new media platforms offering European consumers a wide range of online services, including e-content, media, e-commerce, communications and information/search services.

**Source: History of the Mozilla Project, mozilla.org