

FAIRSHARE

A Fair Share proposal for Europe's digital future

THE FUTURE OF EUROPE RELIES ON ITS CONNECTIVITY



Almost half of all Internet data traffic comes from a small number of very large digital platforms, also called large traffic generators ('LTGs').¹



European telecom operators continue to invest to support greater data traffic and develop more energy efficient networks.²



Despite **having invested over €500 billion in the last ten years** the EC identified a significant **investment gap of €174 billion** just to meet the EU's Digital Decade goals by 2030.³

URGENT ACTION IS NEEDED



Investment in network infrastructure benefits all EU citizens: it supports **GDP growth, job creation, small business** expansion and also helps the **environment**.



Europe has recognised the problem and **launched a consultation** to explore a fair contribution solution to meet the high infrastructure investments required.



European telecom operators are calling for a new approach – a fair and proportionate contribution model to the development of high-quality networks from the companies that benefit from it. The regulation should introduce **qualification criteria to define which (few) LTGs are subject to contribution** based on them generating most of the traffic on the Internet.



Fair Share **protects service quality for all**



Fair Share will create **incentives for LTGs to optimise their traffic** supporting the green transition by reducing energy consumption



Net neutrality remains untouched



The implementation of a Fair Share solution will **ensure world-class connectivity** for all European citizens and businesses

Visit fairshareinitiative.eu for more

¹ Sandvine – 2023 Global Internet Phenomena Report

² OECD, 2020

³ ETNO – Europe's Internet ecosystem