



Commerce Department Digital Economy Agenda 2016

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The Digital Economy: Key to Prosperity and Competitiveness

The Internet and digital economy are a critical part of the future success of the broader American economy. They are a source of growth; an enabler of global trade; and a key element of U.S. competitiveness.

- The Internet- and ICT-related sectors already account for over five percent of U.S. GDP, and that number does not capture their true potential.
- Experts estimate that digitization has the potential to boost annual U.S. GDP up to \$2.2 trillion by 2025.
- The U.S. exported ~\$400 billion in digitally-deliverable services in 2014 – more than half of U.S. services exports and more than one-sixth of all U.S. goods and services exports.

But we cannot take success for granted.



Grand Policy Challenges & Opportunities

1. **Global free exchange of information** – A free and open global Internet, with minimal barriers to the flow of data and services across borders, is the lynchpin of the digital economy's success.
2. **Trust and security online** – The digital economy will only thrive if businesses and consumers can trust that their security and privacy will be protected.
3. **Access and skills** – American businesses and consumers need fast infrastructure, and the skills to thrive in a digitized global economy.
4. **Innovation and emerging technologies** – Commerce can play a role in supporting innovation, including smart intellectual property rules. Opportunities exist to support new technologies and identify long-term policy issues early in the development life cycle.



Digital Economy Policy Agenda and Activities 2016

Free and Open Internet

Cross-border data initiative – Launch “digital attachés” and cross-border flows projects.
IANA – Review stakeholder proposal on IANA transition and ICANN accountability reforms.
EU Digital Single Market – Ensure any DSM action does not unfairly impact U.S. firms.
G20 – Lead USG contributions on digital economy, innovation to September G20 in China.

Trust

EU-U.S. Privacy Shield – Successfully conclude negotiations and garner EU approval.
Cybersecurity – Support Presidential Commission, expand use of NIST Framework.
Government access – Engage on ECPA reform, encryption, int’l data sharing rules.
Privacy – Complete NTIA’s multistakeholder processes on drones, cybersecurity.
Copyright – Publish NTIA/PTO white paper on copyright in the digital age.

Access and Skills

Broadband access and spectrum – Promote work of the Broadband Opportunity Council, BroadbandUSA, and the President’s 500MHz spectrum initiatives.
Skill-building for the digital economy – Support skill-building initiatives like the National Initiative for Cyber Education (NICE).

Innovation and Emerging Technologies

Patent reform – Support patent litigation reform, other efforts to improve patent quality.
Emerging tech – Promote promising new technologies and consider their policy implications early in the development life cycle. Initial focus on IoT, autonomous cars, UAS.



Digital Economy: Structural Initiatives

In addition to the policy priorities above, Commerce is seeking to build its digital economy capacities and structures with several initiatives including:

- 1. 21st Century Export Assistance** – leadership on digital economy issues within the Foreign Commercial Service and other elements of the International Trade Administration, including the new “digital attaché” pilot program.
- 2. Digital Economy Board of Advisors** – our high-level FACA-based board to advise the Secretary and the Department on critical business and technology dynamics in the digital economy.
- 3. Support for Emerging Technologies** – a program to coordinate work within Commerce on promising new technologies and business sectors, promoting growth opportunities and identifying policy challenges. Initial efforts on autonomous vehicles, UAS, and the “Internet of Things.”