



# Commerce Department Digital Economy Agenda 2015

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## The Digital Economy Agenda

### Goals

1. **Meaningful policy achievements** – Score tangible policy outcomes that further the digital economy and give American companies and workers the tools they need to prosper.
2. **Lasting institutional change** – Create a government-wide center of leadership and excellence at Commerce on digital economy and Internet policy issues.

### In this document:

1. **A framework** for organizing the Department's digital economy work.
2. **An action plan** for the DELT and Digital Economy Director.



## **Digital Economy: Key to Growth 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 jobs; an enabler of global trade; and a key element of U.S. competitiveness.

- The United States is the world's largest net exporter of Internet-related services and products. The Internet economy currently represents over 4.7% of GDP. [BCG]
- Within ten years, products and services reliant on cross-border information flows will add over \$1 trillion annually to the global economy. [US Chamber of Commerce]
- The "Internet of Things" – a fast growing segment – will represent a nearly \$1.7 trillion global market by 2020. [IDC]

**But we cannot take this success for granted.**



## A Framework: Grand Challenges

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** –American business needs a framework at home that will promote global trust, and international rules that do not unfairly burden American firms.
3. **Access and skills** – American businesses need fast infrastructure and a skilled workforce to compete.
4. **Innovation and emerging technologies** – Commerce should engage with new technologies early in the development life cycle, the best time to recognize business opportunities and address long-term policy concerns.



## Grand Challenges

### Global free exchange of information

**Department “free flow” initiative** – Craft Commerce plan promoting free exchange of data.  
**EU Privacy Safe Harbor** – Successfully conclude negotiations.  
**IANA transition, Internet governance** – Transition IANA with suitable accountability.  
**EU Digital Single Market** – Ensure the any DSM action does not unfairly impact U.S. firms.

### Trust and security online

**Surveillance reform** – Promote ECPA reform, strong encryption.  
**Cybersecurity framework** – Expand use of NIST Cybersecurity Framework, identify metrics.  
**Patent reform** – Support legislation to modernize the U.S. patent system.  
**Additional privacy initiatives** within NTIA’s multi-stakeholder processes.

### Access and skills

**Broadband access** – Broadband Opportunity Council, BroadbandUSA, and the President’s 500MHz spectrum initiatives.  
**Skill-building for the digital economy** – National Initiative for Cyber Education (NICE), seek out other skill-building opportunities.

### Emerging technologies an innovation

**Internet of Things** – IoT needs a policy foundation that is stable yet adaptive; fill this gap with thought leadership based on public engagement.  
**Commerce “Policy Labs”** – A Digital Economy Center to regularly assess promising new technologies and consider their policy implications early in the development life cycle.



## Sequencing: Digital Economy Issues Timeline

### Immediate Threats and Opportunities

- EU Privacy Safe Harbor
- Surveillance/Encryption Policy
- Patent reform

### 2015 Q3-Q4 Projects (Many In Process)

- Broadband Opportunity Council
- EU Digital Single Market
- Cybersecurity Initiatives
- Internet Governance - IANA Transition
- Institutional: Digital Economy Advisory Board\*

### 2015-2016 Longer-term Initiatives

- Free Flow Initiative\*
- Thought Leadership: Internet of Things\*
- Skills Agenda: Education and Jobs
- "Policy Labs" Digital Economy Center\*

\* = Likely DELT-led item



# The Digital Economy Action Plan

## Short-term Goals (Summer 2015):

- Convene DELT, listening tour.
- Agree on 2015 Digital Economy Agenda with DELT, DOC leadership.
- Identify key DELT-specific initiatives, likely to include:
  - Free Flow Agenda
  - Internet of Things initiative
  - Advisory Board
- Identify short-term, high-impact interventions on existing projects:
  - Safe Harbor
  - Patent Reform
  - Encryption
  - Broadband Council
- Launch work streams on major DELT projects.
- Road test with key constituencies.

## Goals through Q4 2015:

- Publicly release DE Agenda and Framework 2015.
- Deploy Secretary, DepSec, and DE Director to evangelize key priorities..
- Execute against major DELT initiatives.
- Convene Advisory Board.
- Develop DE Agenda 2016.
- Create a clear “Digital Economy center” within Commerce.
- Review and revise project plans quarterly.