

Market perspectives for eIAS (Digital Identities) and eTrust services in Europe

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What is a Digital Identity ?

- **A set of digital information** belonging to a person allowing electronic **Identification, Authentication and Signature...**
- ... allowing the person to vouch for his **ownership over digital information** and **access entitled on-line services.**
- **Digital Identities** should be stored on a support guarantying an optimum protection and use, **in respect of citizens' rights.**





eIAS & TS proposed regulation

Single Digital Market
Trusted on-line
services

Data protection
proposed regulation

Digital Identities : is there a market?

Selling personal data

	Revenue 2012 (B USD)	Net Income 2012 (B USD)
	50,175 (+32%)	10,737
	61,1 (+27%)	(0,039)
	5,026 (+35%)	0,053
	156,53 (+44,6%)	41,66

30% **600€**

Amazon's sales came from their recommendation engine

(Source: McKinsey 2011)

The value of European profile

(Source: XXXX)

Providing digital identities

From Governments :

Civil servants : Cybersecurity
Citizen : public services –
Digital identity for all

From Mobile operators :

Convenient & strong authentication to internet (on-line banking)

From Banks :

On-line contract subscription & on-line e-banking

From GAFSA :

Get personal data to re-sell their profile & extra services

SME competitiveness

Public tender Bids in Switerland :

7Kg of paper
300 € of postage costs

Public tender Bids in France :

Electronic answer
90€ for a USB key and digital certificate valid for 3 years



Could we say that Electronic Signature Directive has been a failure?

From the Digital Security industry	From the services providers (merchant)	From National member states	From EU Parliament	From EU commission
Success	Success	Success	Success	Partially a Success
Creation of : <ul style="list-style-type: none"> • Large European players • SME in all 27 EU Member states 	Mainly governments for : <ul style="list-style-type: none"> • Public tender answer • Cybersecurity • Civil servants • Dedicated professionals (Notary, Lawyer...) Private services providers in certain countries : Belgium, Estonia, Sweden, Finland...	Creation of National infrastructure Building the highways of the digital trust services Digital Identity for all citizen : public services	Creating a large number of SME in this field (they were not existing before the directive) Equality of chance toward Digital Trust Services Consumer right protection regarding digital trusted services	Cross member states interoperability is not achieved But a strong base to build on for the new proposed eIAS & TS regulation

EU paving the way toward secure and privacy by designing Digital Identity

1999 :

European Directive
on electronic signature



2013 :

- 15 EU countries have a Digital Identity for all project in their country
- Several countries in the world have adopted the same technologies :
US, Brazil, Ecuador, Japan,
Singapore, Oman, UAE.....

Europe will be creating the largest digital identity federated scheme thanks to eIDAS & TS regulation while respecting the Human rights declaration