

Ending unjustified Geoblocking: a short guide for online traders

On 3 December 2018, new rules on geoblocking will enter into force. These measures part of a wider packet of measures under the Digital Single Market Strategy, aimed at boosting cross-border e-commerce in the European Union. These rules will ensure better access to goods and services offered online, create greater certainty for business and build trust amongst consumers and reduce transaction costs and the administrative burden for businesses.



ENDING UNJUSTIFIED GEOBLOCKING: A Short guide for online traders

As part of a big package of measures under the Digital Single Market Strategy to boost cross-border e-commerce in the European Union, on 3 December 2018 new rules on geoblocking will enter into force. The new rules will:



WHAT WILL THE NEW RULES MEAN FOR ONLINE SELLERS?



European Commission

Ending unjustified Geoblocking

This factsheet:

- explains in a concise way how online sellers can ensure their services are compatible with the new rules
- provides examples of "good" practices

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