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# **.eu TOP LEVEL DOMAIN NAME & FREE MOVEMENT OF SERVICES: THE EU POLICY OVER SINGLE DIGITAL MARKET**

Original  
Reserach

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## **Keywords**

*.eu TLD;  
Free movement of services;  
EU;  
Single Digital Market;  
EEA agreement;*

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## **Abstract**

*The .eu top-level domain name is a method for EU that represents its organizations to mirror their European identification in cyberspace. In this context, the study argues the matter that TLD represents an added value to a larger online exposure as well as advancing customer's needs. On the other hand, it works to enhance the development of the Digital Single Market. This article will try to give potential vision of the European policy related to .eu TLD over EU Single Digital Market, to explain how .eu TLD has led to establishing SDM and further applying for the free movement of services in EU digital zone.*

## METHODOLOGY

*The comparative approach takes place in this study, in order to compare adjustment of regulations conducted by EU review Committee in 2017. Moreover, analytic approach is used to understand new regulation that came into force, based on the conclusions of the review Committee. However, this study depends on legal secondary data.*

## ASSUMPTION

*The assumption of this study depends on the fact that the EU consists of member states, within geographical borders. On the other hand, the principle of free movement of services entails eliminating the geographical borders between member states. This principle has been established through European single market.*

*Starting from the Digital Revolution Era, the main challenge faced herein relates to how the principle Free Movement of Services can be applied on the light of the fact that every member state of EU has its own ccTLDs (Country Code Top Level Domain). For instance, Italy can register its domain with (.it), Germany with (.de), while German people or organizations in Germany cannot register their domains under (.it) and vice versa. Considering this fact, the local regulations of member states and the peculiarity of the national identity are reflected by ccTLDs of EU member states. Accordingly, such ccTLDs were considered obstacles as to applying free movement of services in European digital space through Single Digital Market. In this context, this paper argues that the ccTLDs present the geographical equivalent of borders in digital space. As imperative result, EU has created its own Top-level Domain name (.eu) that has paved the way later on to apply the free movement of services through Single Digital Market (SDM). The paper will also evaluate the new .eu regulation set out in 2019 and analyze the consistence extent of applying Free Movement in Euro zone digital space.*

## THEORETICAL FRAME

- EU CcTLDs represent an obstacle against integration of free movement of services in digital zone. Under these terms, EU ccTLDs can be considered a geographical border of EU member states in pertaining the single market. Consequently, this comparison works to clarify how far is EU ccTLD considered as digital equivalent of geographical borders in EU geographical zone. On the other hand, using .eu TLD has unified the EU member states digital borders (EU ccTLDs), and led to establishing Single Digital Market (SDM) in the same way that EU Single Market & Internal Market have eliminated geographical borders by applying for the principle of free movement of services.
- Both digital single markets, single & Internal Market are considered the practical implication of free movement of services principle in EU geographical zone and EU digital zone on parallel.
- However, it is not clear whether the .eu TLD reflects the EU identity in digital space, as geopolitical block or reflects only the European identity of geographical zone, due to the fact that none of the member states of EU is allowed to register its domain names under .eu TLD.

## ABBREVIATIONS

- (TFEU) *the Treaty on the Functioning of the European Union*  
(EU) *European Union*  
(EEA) *The Agreement on the European Economic Area*  
(EFTA) *European Free Trade Association*  
(SDM) *Single Digital Market.*  
(TLD) *top-level domain*  
ccTLDs *Country code top-level domain*  
(REFIT) *the Regulatory Fitness and Performance Programmed*

## NECESSARY BACKGROUND

In the way to find the connection between the principles of free movement that incarnated the essence, identity and unity of European Union on one hand, and Single Digital Market on the other hand, in order to reveal the impact of using dot EU top level domain name in supporting this market and reflecting the European identity on parallel, this study entails herein the understanding of the historical context of these issues and analyzing the level of consistency with principles of free movement, as follows:

### Free movement principles

Free movement of products, services, capital and labor should be opened among the member states, which represent a keystone of the European Union (EU) (Freeman & Mirilovic, 2016; Rubalcaba & Kox, 2007; Kox, Lejour, & Montizaan, 2004). The participant states of the European economic area are required to remove legal and management obstacles that restrict free movement of services, goods, capital, and labor (Chou, Kamola, & Pietsch, 2016). In this regard, it was believed that without these main pillars, the EU would be empty of its essence and meaningless (Freeman & Mirilovic, 2016).

### Principle for Free Movement of Services

Practically, the free movement of services ensure the flexibility to supply services smoothly within the EU Members States (Birkmose, Neville, & Sørensen, 2019; OECD, 2018; Dølvik & Eldring, 2017). However, regulations applying to the Service providers are of a critical significance for the integration of the inner market (Busby & Smith, 2014; Timmerman, 2009). However, a recent study suggests that the value of the advantages created by legal guidelines that Parliament has adopted in the region of cost-free mobility of services is totaled at 236 Billion Euros/year. These advantages will certainly boost after 2019 to 284 Billion Euro each year (Maciejewski & Ratcliff, 2019).

### The Concept of a Service

Services are specified in the Treaty as all economic activities that are generally attended for remuneration as well as that are not covered by the various other freedoms (Cuyvers, 2017). On the other hand, services should be taken into consideration to be "Services" within the significance of the Treaties where they are typically attended for compensation. The individual offering a service may in order to do so, momentarily seek his task in the Participant State where the service is provided (Cuyvers, 2017; European Union, 2012). To this end, Article 57 "Services" shall

particularly include: (a) Activities of an industrial character; (b) Activities of a commercial character; (c) Activities of craftsmen; (d) activities of the professions." Article 57 TFEU (European Union, 2012).

### Legal Frame of Free Movement Service

There is no doubt that the free movement of services' legitimacy stems from Article 56 that clearly indicates constraints on freedom to give services within the European Union could be restricted regarding nationals of member states that are established in a member state (Fairhurst, 2010). In this sense, Article 61 of TFEU has also indicated: each participant state shall use such restrictions without distinction on grounds of Citizenship or Residence to all persons offering services due to the fact that restrictions on supplying services are not eliminated (European Union, 2012). As far as non-Member states are concerned, the European Parliament should prolong the arrangements set out for nationals of a third country that does offer services and who are established within the Union (Kenner, 2012; Foster, 2013; European Commission, 2011; Fox & Crane, 2010).

## EU VS EUROPEAN GEOGRAPHY: MEMBER STATES & NONMEMBER STATES

For further analysis, applying for free movement of services, as referred to in article 56 of TFEU, indicates that the restrictions on freedom to provide services within the Union should be prohibited in respect of nationals of Member States who are established in a Member State (European Union, 2012). Here this question is raised: does this article is consistent as to members of single Internal Market that are not EU Member States, such as Norway, Iceland and Liechtenstein? The answer thereto entails the need for more understanding of the relationship between EU and Non-Member States, in terms of Free Movement of Services; Norway, Iceland, and Liechtenstein, in particular (Figure 4 and 6).

### Internal Market: the reflection of free movement of services

Keeping this in mind, all member states are considered members of the EU Single Market, which reflects the essence of free movement of services within the geographical zone of the European Union. In this respect, those aforementioned states have joined the Single Market which is known, later on, as the Internal Market, in order to benefit from the advantages of free movement of services. When the Internal Market was developed, the free movement of

services had significantly boosted in importance (Cuyvers, 2017). The European Economy primarily rotated around goods (Cuyvers, 2017). However, services currently comprise over 70% of the European economic situation. In line with the foregoing, free movement of services, was taken into consideration to be recurring freedom that is useful where the various other freedoms are not (Cuyvers, 2017).

### **Free movement of services & non-EU Member States**

It should be taken for granted that free movement of services as the main goal of EU was created to take its place within geographical zone of EU Member States as reasonable conclusion. In this perspective, the question continues to be: which individuals are qualified to rely upon Article 56 TFEU to require the Free Movement of Services? Accordingly, it was noticed that article 56 TFEU covers only the service providers that have the nationality of a Member State and are established in a Member State (Cuyvers, 2017; European Union, 2012). Consequently, the EU non-Member States shall be excluded from enjoying the free movement of services according to article 56 TFEU. But is this always the situation? Once they became effective in 2004, the arrangements on European Economic Zone (EEA) changed geographical zone of free movement of services and extended it out of EU Member State geographical zone. Along these lines, it is necessary to state that Article 56 TFEU is no longer effective, in terms of applying the arrangements to European Economic Zone.

### **EEA Agreement**

One of the most important arrangements at European Economic Zone (EEA), effective from 1<sup>st</sup> January 1994, united the EU participant States and the three EEA EFTA States (Liechtenstein, Iceland, and also Norway, as shown in figure 5) in a Single Market, described later on as "Internal Market" (Leiren & Sjøvik, 2019; Muyltermans & Maeyaert, 2019; Wattel & Marres, 2018; Fugazzi, 2015). On this matter, this agreement has paved the way to ensure equivalent legal rights and responsibilities within the Internal Market zone for people and financial drivers in the EEA (Erik & Graver, 2018). It attends to the incorporation of EU guidelines covering the four privileges attained from the movement of goods, services, persons & capital throughout the 30 EEA States (Erik & Graver, 2018). Accordingly, it needs to keep in mind that within the range of the EEA Agreement, the regulations of the Internal Market prolong to the entire EEA with the outcome that individuals, services, products, and resources can be, easily, relocated. In line with the above, the EEA treaty maintains equivalent legal rights and commitments

within the Internal Market for people & financial drivers in the EEA (Erik & Graver, 2018; Cuyvers, 2017). In this context, the free movement of services' principle aims to make sure that services can be dealt with, same as items & goods (Masterson & Pickton, 2010). In this manner, the free movement of services are required to be subjected to regulations in force at the exporting State as well as shared acknowledgment of existing rules and criteria. However, conditions, imposed by the country of origin of the service provider, may represent justification for "Urgent Public & Cultural Interest ". In other words, it could be justified, if it does fit a legal interest in reasonable manner (Cuyvers, 2017; European Commission, 1993). Based on the EU survey, services providing is still increasing a little in outright terms, however, more gradually compared to items' sale. Accordingly, the outcomes came to assure that the share of services in the EU internal community's trade is dropping, whilst the macro-economic relevance of the service field has boosted substantially within each Participant State (European Commission, 1993).

### **Free movement of services in EU digital zone**

Since its establishment in 2015, the European Digital Market has incarnated the principles of free movement of goods and services. In this regard, activation of Digital Market that reflects the spirit and identity of the European Union must use .eu Top-level domain name as well. Furthermore, and opposite to current regulations that emphasize the principles of the free movement within geographical borders of the European Union, a new suggested proposal extends this right to EU citizens residing outside the EU. Accordingly, Citizens will, thus be able to connect using their European internet identity wherever they are in the world. Furthermore, the UK pre-exist will be a legal challenge, as to the principles of free movement of services within the geographical borders of the European Union, in terms of using dot EU Top-level domain names. The European Commission suggested a regulation on the Internal Market on services in March 2004. Its objective is to boost the EU's Interior Market on services by decreasing regulation-based obstacles to trade and financial investment in the service area (Kox, Lejour, & Montizaan, 2004). For these purposes, and according to the stipulations of the article 26/2o of the Treaty, the Internal Market will consist of a geographical zone without interior frontiers, in which the free movement of items, persons, services and capital are assured in conformity with the arrangements of EU treaties (European Union, 2012). Therefore, one of the greatest of free movement of services' epiphanies appeared and incarnated in the Single Market's achievement (European Union, 2011). In that direction, the

Single Market has practically reflected the vision of the EU, in terms of the principles of free movement of services. From this point of view, the question arises here: how the free movement of services could be applied in the EU digital zone? The answer hereto requests analysing the rule of .eu top-level domain name on one hand and EU digital market on the other hand, as follows:

### **.EU TLD**

Entry to the digital era, the EU has established its domain name; (.eu) which paved the way to create the EU Single Digital Market that will work to access the free movement of services into the digital world. In this regard, the European parliament authorized entry of the new .eu domain name's expansion in March 2002 Van Bael & Bellis, (2003). For that purpose, authorization of the ".eu TLD" offers a Pan-European domain and, further, an online mail address (Pankaj, 2005; Van Bael & Bellis, 2003) which is provided by the EUrlid agency (Judge, 2009). In March 2005, ICANN classified the EU as a regional country code for the European Union (Horak, 2007). This domain will be confined to the Eurozone, providing EU citizens closer control over their data cross digital space (Wallwork, 2019). The .EU TLD was released by the Commission in 2006 (European Union, 2018). However, the European top-level domain name is considered a turning point in digital space, since there were few generic domain names as .com & .org and almost 200 country-code domain names such as .de & .uk (Bidgoli, 2006). In this regard, the EU has approved its foresight to take a step ahead, and create the first geographical domain name (.eu). Consistently, when the new domain name was released on April 7<sup>th</sup> 2006, ".eu" became an effective domain name at the equivalent ground with ".com TLD" as well as substantial symbolic value presenting European continent identity (European Commission & Community Research and Development Information Service, 2006). Contrary to (.eu), the TLD of ASIA was not released until 2007 (Lindsay, 2007; Ng, 2013) despite it was approved in October 2006 (Timmermann & Tsuchiyama, 2008). The question arises herein: how European top-level domain name (.eu) could apply the principle of free movement of services in digital space? Answering this question leads us to figure out the relation between country code top-level domain names (ccTLDs) and geographical borders. Despite the borderless digital space, it is argued that ccTLDs represent the digital equivalent to geographical borders in Cyberspace. For instance, the (ccTLDs) corresponding to a specific geographical border area such as (.it) represents the geographical border of Italy and (.de) represents Germany's

geographical border as Figure 3 suggests. Accordingly, German citizens or German organizations cannot register (ccTLDs) of (.it) and vice versa. Based on the free movement of services in the EU, the borders should be eliminated to make sure that the services' fluxion goes smoothly among the EU Member States. Thus, using (.eu) top-level domain name instead (ccTLDs) of the EU Member States is considered as an incarnation of the principle of free movement of services, by repealing these obstacles (digital borders) to apply free movement of services such as email services, domain names registration and E-commerce. Understanding the obstacle against applying free movement of services in the digital eurozone was presented in (ccTLDs) to every EU Member State due to the fact that every (ccTLDs) represent the national identity of every EU Member State in digital space. Consequently, there will be severe restrictions to register domain names and to provide other services under (ccTLDs). The foregoing means that free movement of services in the digital eurozone within (ccTLDs) can't be smoothly applied. Hence, (.eu) eliminated such an obstacle toward the ability to apply it without any restriction related to administrative procedures or national identity of the EU Member State. It is worth mentioning that some cultural peculiarities might restrict the free movement of services at geographical levels of the EU Member States such as urgent public & cultural interest (Cuyvers, 2017, European Commission, 1993). Similarly, the peculiarity of multi European languages might be an obstacle in terms of using the (ccTLDs) of EU Member States due to the fact, that every country almost has its language and writing scripts. In this regard, under (.eu TLD), domain names can use any official European language script (Kockel, Craith, & Frykman, 2012; European Commission, 2005). For instance, .eu TLD could contain Greek, Romanian or German alphabets, including special characters of these languages (European Commission, 2020). Accordingly, this cultural obstacle has been fixed to apply free movement of services and goods in digital eurozone. On the contrary, (.eu) would be the keystone for creating the EU Single Digital Market (SDM).

### **.EU DIGITAL SINGLE MARKET**

No doubt that the successful experience of EU Single Market has motivated EU decision-makers to replicate this experience in the digital frame that has led to creating the Digital Single Market based on the policy related to the EU Single Market (McHaney, Reychev, Azuri, McHaney, & Moshonov, 2020). Along this line and as it was declared by the Juncker Commission in May 2015 (Chambers, 2019; Radu, 2019; Hodge & Greve,

2019; Garben & Govaere, 2018), it can be concluded that among these motivations, the mutual free movement of services was the main motivation to the Digital Single Market in digital Eurozone due to the fact that DSM will fix E-marketing, E-Telecommunications, and E-Commerce (McHaney, Reychev, Azuri, McHaney, & Moshonov, 2020). In this regard, the EU Digital Market was considered a component of the digital strategy for Europe 2020 (McHaney et al., 2020). Based on the foregoing, the European Commission strategy related to digital Single Market revolves around Access to online services, and growth of the European digital economy (Jalaludeen, 2019; Žarkić-Joksimović & Marinković, 2018; OECD, 2017; Synodinou, Jougleux, Markou, & Prastitou, 2017; Rocci & Rachel, 2017). Despite its enormous possibility, the DSM remains largely small and disunited (Li, Li, & Shih, 2014). The digital Eurozone remains a mixture of different laws, rules, and practices (Li et al., 2014). In this connection, coherent framework is needed to build confidence in DSM for E-commerce and online services (Li, 2014).

#### **Digital Single Market & .eu TDL**

The understanding of the relationship between .eu top-level domain name and Single Digital Market steams from the fact that both of them shape the infrastructure to apply and active free movement of services in the digital Space of the EU zone as seen in Figure 2. In this connection, .eu top-level domain name presents solid proof of commercial effort of EU existence in Cyberspace throughout the European Digital Single Market (Institute of Information Scientists, 2002). In this regard, it was reported that “The .eu can become a model for other domain names in terms of building a trusted and secure domain name's space. In parallel, it has also directly contributed to the EU objectives of increasing trust and security on the Internet and Digital Single Market” (European Commission, 2020). To that end, the Digital Single Market was considered as the main priority by the European Commission (Synodinou, Jougleux, Markou, & Prastitou, 2017). In this connection, it was argued that this trying to score quantum commercial leap is similar to the Single Market developed in the mid-1980s. TLD will support digital business via assisting in much easier accessibility to the digital European space for businesses & companies (Institute of Information Scientists, 2002). Accordingly, there was enough awareness about the important rules that “.eu” TLD will play in the Digital Market through using and accessing to EU Single Digital Market (Moussis, 2005). Furthermore, to allow European organizations and also consumers to join e-commerce and also raise their involvement in the EU Digital Market, .eu TLD has offered its supposed goal in strengthening

protection in the digital area. Accordingly, and based on the agreement reached by EU e-commerce, services in the Digital Market have been extremely extended to include digital marketing, expert services of legal representatives, physicians, accounting professionals, estate representatives, and home entertainment services (Economist Intelligence Unit, 2000). The question arises herein: whether .eu TLD is EU geo-blocking or just European geographical zone in terms of the free movement of services? The answer to this question needs to take into consideration the .eu regulations and the frame of the Single Digital Market.

#### **.eu TLD & SDM: free movement of services in euro digital space**

The lawful concerns bordering the DMC have actually gotten prestige as a result of the European support (DSM) in the digital era. In this regard, further topical evaluation to .eu TLD and geo-blocking would be extremely helpful to understand the vital mechanism used to apply free movement of services through (DSM).

#### **Free movement of services through SDM**

Applying the free movement of services in the digital eurozone is conducted throughout the Digital Single Market by activating the Geo-blocking mechanism. For this purpose, and to understand this mechanism, it needs to figure out Geo-blocking mechanism and analysing its role in DSM.

#### ***Geo-blocking mechanism***

Geo-blocking is known as a prejudiced and biased procedure that stops on-line consumers from accessing and also acquiring services from a web site based in another Participant State (Stokes, 2019; Vries, Ioriatti, Guarda, & Pulice, 2018; Lodder, 2017). Also, it steps to increase digital services and e-commerce as well as procedures to get rid of unjustified geo-barriers to cross-border online trade and also, further, increasing e-commerce (Vries, Ioriatti, Guarda, & Pulice, 2018). On this matter, the EU Council & EU Parliament have embraced the law of (EU) 2018/302 of 28 February 2018 (Pihlajarinne, Vesala, & Honkkila, 2019) to prohibit unjust geo-blocking in the Digital Single Market and eliminate obstacles to provide online services and to be quite sure that e-commerce goes smoothly. The new regulation will certainly get rid of the obstacles against e-commerce by keeping it clear of discrimination based upon consumers' race, headquarter, area, (European Council & Council of the European Union, 2020) or nationality (Pihlajarinne, Vesala, & Honkkila, 2019; European Council & Council of the European Union, 2016).

## EU TLD REGULATIONS

The .eu domain name was applied in the EU guidelines as well as law (EC) No 874/2004, setting out the general public plan guidelines related to the application and also features of the .eu TLD as well as the criteria regulating enrolment (European commission, 2020). In general, the EU domain name remains to operate in a reliable means, promoting accessibility to DSM in a reliable protected means, permitting EU citizens to show up their European identification in the digital world (European Commission, 2020, Saydé, 2014). In this connection, the old regulation confirmed the principle of free movement of services as well as offering support to apply this principle to the digital space throughout SDM. On the other hand, and by the review carried out by the Committee, the report claimed that it has revealed some weaknesses that must be corrected and updating the change in the Digital Market (European Commission, 2020). To this end, a new legal system has been developed and a new regulation that has been put in place arising a question about the justification to set out a new regulation, and to what extent its compatibility with the principle of free movement of services in digital space (Digital Market).

### **.eu TLD new regulation: overturning to free movement of services**

The Commission examined the .eu regulative structure under the (REFIT) evaluation procedure as well as subsequently carried out a revision in 2017. Adhering to public consultation and also an Influence evaluation, and having received positive comments from the governing analysis board, a legal proposal presented by the Commission; to change the existing .eu law(s). However, this proposal was inevitably embraced right into regulation as law (EU) 2019/517 of the European Parliament and the Council as well, on the implementation and functioning of the .eu TLD, as well as reversing and modifying Policy (EC) No 733/2002 and finally repealing Commission Regulation (EC) No 874/2004 ('revised .eu Regulation') (European Commission, 2020). As it will come into force from 13 October 2022 according to the Official Journal of the EU, the new .eu TLD Guideline was released on 29 March 2019, as an updated guideline will reverse previous laws with the exemption of article 20 that presents qualification for EU people existing in third countries. However, Article 20 will come into force from 19 October 2019 (The European Parliament & the council of the European Union, 2019; European Union, 2012). In this regard, Article 20 of the new regulation introduces the updated eligibility criteria. As a result, and beginning in 19th of

October 2019 (European Union, 2012), registration of .eu domain names can be requested by any of the following: *"an EU citizen, independently of their place of residence; or a natural person who is not an EU citizen and who is a resident of a Member State; or an undertaking that is established in the EU; or an organization that is established in the EU, without prejudice to the application of national law"* (The European Parliament & the council of the European Union, 2019). However, analysing the new regulation raises an important question; Do these regulations support the principle of free movement of services or otherwise, or it shapes an overturning to the free movement of services principles.

### **New Regulation justification**

Insight of this, the European Commission decided to explore whether the .eu lawful structure was still serving its core function or otherwise. In May 2017, it was, as a result, took on (REFIT) evaluation of the current European Union laws controlling the .eu TLD, namely, regulation 733/2002 and 874/2004 establishing and functioning .eu TLD (Seager, 2018). For this purpose, the revised .eu regulation provides the legal flexibility for the .eu domain name to adapt to market changes, modernizes its governance structure, and expands the eligibility criteria to enable EU citizens to register the domain name regardless of their place of residence (European Commission, 2020). In this context, the revised (.eu) Regulation entered into force on 18 April 2019 (European Union, 2012). It should be applied from 13 October 2022, on which date regulations 733/2002 and 874/2004 will be repealed, except for the provisions expanding the eligibility criteria, which were applied on 19 October 2019 (European Commission, 2020). The evaluation process indicated that .eu TLD was regulated by an obsolete legal framework including outdated or rigid arrangements that could not quickly be updated as well as need a lot of time and expenses to transform. For instance, regarding technological updates for internationalized domain name making use of characters beyond those made use of for the English script (European Commission, 2020). Then again, the investigation report ended that the lawful structure of the law 874/2004 not consequently attend to a maximum internet administration framework in regards to control, monitoring as well as liability in parallel with the Committee's declared procedures (European commission, 2020). In this context, the Committee concluded these recommendations: remove obsolete lawful, routine, and administrative procedures, and putting a lightweight principle that is future-proof as well as allows .eu to adjust to fast adjustments regarding the TLD trade and the dynamic Digital Market, as well (European Commission, 2020). Besides this,

the Committee recommended increasing integrating as well as advertising the European Union's concerns in cyberspace, making sure a multi-stakeholder governance framework that mirrors both technological and also governance ideal practices and also fits the public interest of the EU (European Commission, 2020). To this end, the Committee call to shrink the strict separation between domain names registries and registrars, and providing clear provisions safeguarding the rules of the fair competition following the European Union's principles (European commission, 2020). Furthermore, the Committee has called to reduce the criteria of current .eu domain registration eligibility to allow any EU citizen to register .eu domain name regardless of where they live (European commission, 2020). In line with this point, .eu domain names are currently available for enrolment by person, firm or organization based in the European Union, Iceland, Norway or Liechtenstein. With this in mind, it was concluded that the increasing the eligibility to offer citizens of the European Union the right to register their domains, no matter where they have dwelled, is completely following the general trend of ccTLDs over the previous few years to relax their eligibility requirements and therefore broaden their customer base (Lovells & Seager, 2018).

## CONCLUSIONS

This study explains the relationship between the Top-level domain names of .eu and the establishment of the Single Digital Market. On the other hand, both of .eu TLD and SDM are the keystone to apply for the principles of free movement of services in the digital eurozone, whilst simulating to applying the principles of free movement of services in the EU's geographical zone, throughout the Single and Internal Market. As far as implications are concerned, that hinders the free movement of services principle reflecting throughout the Single Digital Market; this study concluded that EU ccTLDs (as .it, .de) present the digital equivalent of EU geographical borders in digital zone. On the other hand, this study works to conclude that EU geographical borders are considered an obstacle to establishing the Single Market, before applying free movement of services throughout the Single Market. In turn, the EU ccTLDs represent an obstacle to establish SDM and to apply the free movement of services in the EU digital zone before agreement to use the .eu TLD to apply it through SDM. In that regard, this study tackles the fact that EU ccTLDs represent the national identity of every single EU Member State. Furthermore, this identity represents the cultural ID to every EU State. Accordingly, the foregoing works to entail very restricting administrative

procedures dashing from local and national laws of the State, in terms of the registration. In fact, this situation represents a major obstacle to integrating the EU member states into the Digital Market and applying the free movement of services in the digital eurozone. As for EU, it was believed that European ccTLDs represent the geographical equivalent of the EU borders due to the fact that EU ccTLDs reflect the national identity of European countries, and it was restricted to be registered by other non-citizens states, organizations or a resident in the relevant state. On the other hand, by analyzing the EU member states and .eu regulations, it was concluded that .eu TLD doesn't only present the EU as an economical and geopolitical block but also it goes beyond, to include non-EU member states. Furthermore, the study argues that EU membership is not always the criterion for registration .eu TLD. In this direction, the study concluded that DSM is not confined to the EU Member States, as there are some European States who are not members in the EU but they get to benefit from the free movement of services throughout DSM. In this connection, and though it was believed that the review done by the Committee has revealed some weakness needed to be fixed and updated the change in the Digital Market, it has set a new legal frame and put new regulations in action. This study reaches to the conclusion that the review did Shortfall evaluating the Article 56 of TFEU to apply the free movement of services because it was limited within EU Member States, whilst other non-member States have the same advantage to get the benefit of the free movement of services as presented in Figure 4. However, the study concluded that the guidelines to prevent unjustified geo-blocking will improve substantially the e-commerce economy and will give people access to a bigger option of services and accessibility thereto. This is presented in Figure 1. Besides, unfair geo-blocking stopping will certainly provide services online, such as cloud interactive services, web site organizing, services of personal data restoration, etc. In this context, the prevention will assist in offering services that are received by the customers, in the area where the trader runs his business, such as resort accommodation, sport activities events, automobile service, as well as entry tickets to music events or leisure parks, as presented in Figure 1.

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**LIST OF FIGURES**

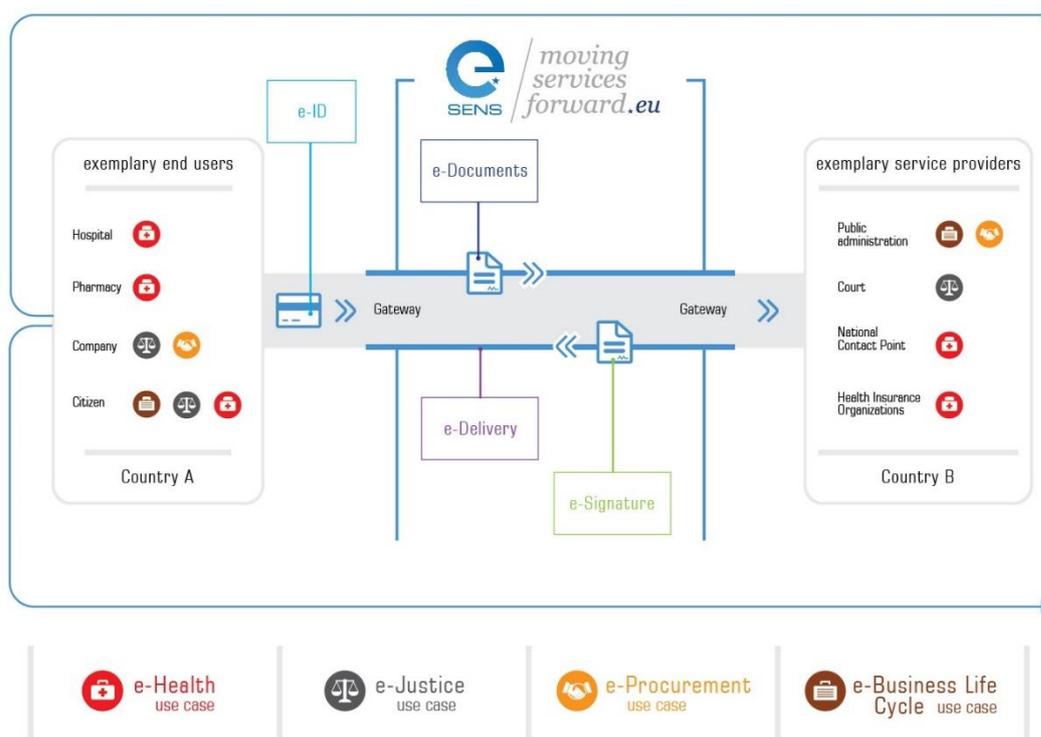


Figure 1  
**Diagram of the EU digital Single Market across borders.**  
Source: [https://en.wikipedia.org/wiki/Digital\\_Single\\_Market](https://en.wikipedia.org/wiki/Digital_Single_Market)



Figure 2  
**Map of .eu & SDM**  
*In the same way the EU works towards a Single Market in terms of free movement of services across its territory, the digital Single Market aims to do the same in the EU digital zone by removing regulatory walls. Moving away from the current 28 national EU markets, it is a harmonized and integrated European domain without the barriers which hinder the use of digital and online services*  
Source: SDM

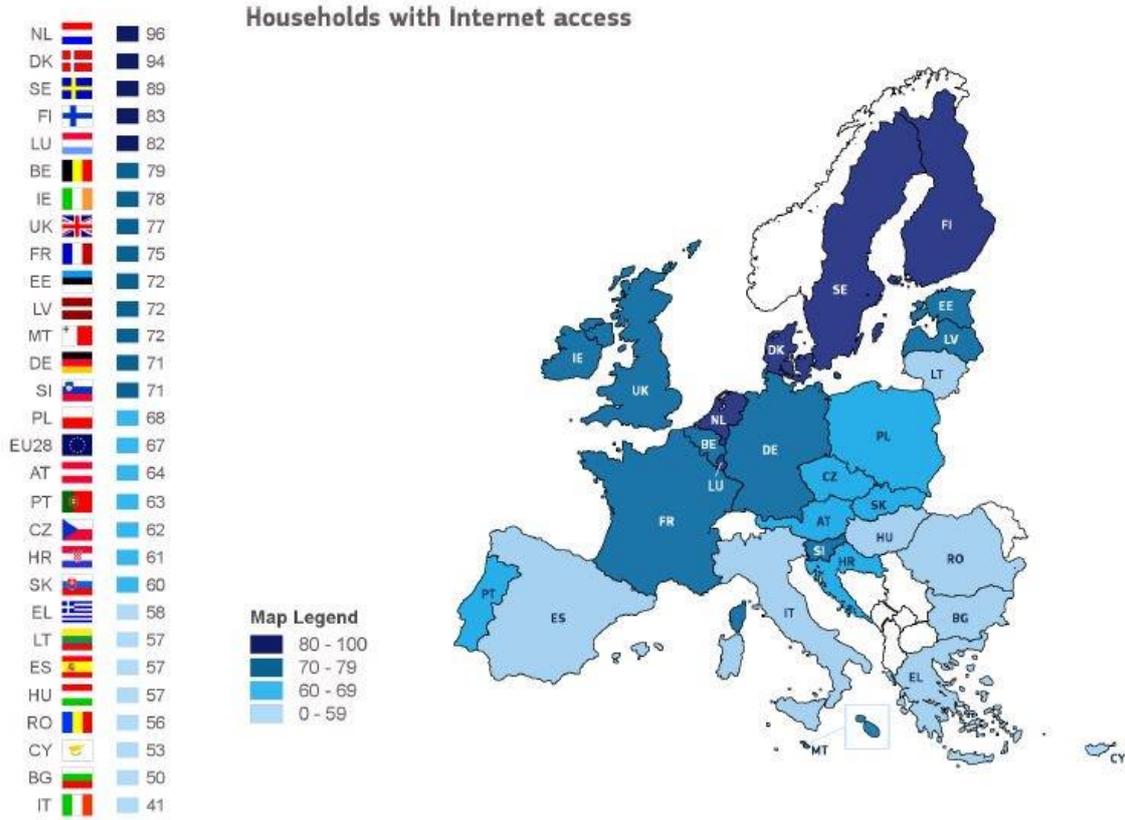


Figure 3  
**ccTLDs of European geographical zone**  
Source: <https://twitter.com/DSMeu/status/734774915740504064/photo/1>



Figure 4  
**Single market**  
EU Single Market EU member states Non-EU countries participating in the EU single market through the EEA or other agreements  
Source: EU



Figure 5

**European Economic Area**

European Economic Area (EEA) member states European Union member states party to the EEA agreement (without Croatia) EFTA member states party to the EEA agreement (Iceland, Norway and Liechtenstein) EU member states provisionally applying the EEA agreement (Croatia) Former EU member state still party to the EEA agreement during the transition period (United Kingdom) Signatories that have not ratified (Switzerland)

Source: [https://en.wikipedia.org/wiki/European\\_Economic\\_Area](https://en.wikipedia.org/wiki/European_Economic_Area)



Figure 6

**European Union since 31 January 2020**

Source: [https://en.wikipedia.org/wiki/Member\\_state\\_of\\_the\\_European\\_Union](https://en.wikipedia.org/wiki/Member_state_of_the_European_Union)