



# News release

For immediate release

Contacts Presse :

Aurélie Chambon +33 1 53 32 56 88

aurelie.chambon@ketchumpleon.fr  
Bastien Rousseau +33 1 56 02 35 05

bastien.rousseau@ketchumpleon.fr

## France Stagnates in Global Ranking of Cloud Computing Policies, BSA Study Finds

*First report to track changes in global cloud policy benchmarks finds Japan, Australia and US in the lead while France ranks 6<sup>th</sup>*

**Paris — March 7, 2013 —** In a first-ever analysis of the shifting international policy landscape for cloud computing, a new study ranks France 6<sup>th</sup> out of 24 leading IT economies, a sign of slight erosion from its starting position of 5<sup>th</sup> a year earlier. France's overall score decreased only slightly in 2013 but it was pushed out of the top five by the scorecard's biggest mover, Singapore, which vaulted five places to 5<sup>th</sup> in the rankings after adopting a new, innovation-friendly privacy law.

BSA | The Software Alliance evaluated national laws and regulations in seven policy areas critical to the development of a globally integrated cloud marketplace. The findings released today in the [2013 BSA Global Cloud Computing Scorecard](#) build on a first edition of the study, published in early 2012.

*“France is among the top scoring countries for cybercrime and security measures, but still fell one place in the rankings as a result of stagnating progress in other areas conducive to cloud innovation,”* said Thomas Boué, Director of Government Relations at BSA. *“Every country’s policies affect the global cloud marketplace. It is imperative for France to focus on improvements, especially in its data privacy laws, in order to move up in the rankings and help grow the global cloud.”*

**France leads on cybercrime; data protection could be more efficient**

The study highlights several point of interest:

- France provides strong protection for cloud services, through a combination of comprehensive cybercrime legislation and up-to-date copyright protection. France also has up-to-date electronic signature and electronic commerce laws in place. However, the enforcement of some key provisions remains a concern.
- Comprehensive privacy laws exist, however French privacy legislation includes onerous and cumbersome registration requirements.
- France is making good progress toward its national broadband targets and is one of the best performers in the study in relation to cybersecurity (score: 7.6; rank: 4/24).

Announcements made by the French government last week should move France forward in many of these domains. A € 20 billion investment will be made to complete broadband coverage over the next 10 years, and € 150 million will be invested in research and development as part of the “Investments into the Future” project, of which security and cloud computing are part. The government also plans to deliver €300 million in loans to small and medium-sized businesses to encourage implementation of digital solutions as a way to speed digitalization of the French economy.

### **Singapore makes best progress; Japan still in 1<sup>st</sup> place**

Singapore moved up five places due to a new privacy law that builds user trust while also promoting business innovation. The study finds that Japan continues to lead the global rankings with a comprehensive suite of laws supporting digital commerce. Australia remains in second place, and the US edged into third this year, pushing Germany into fourth place in the rankings.

The study finds that cloud policy improvements in many of the world’s biggest IT markets have stalled. Notably, all six European Union countries covered in the study have lost ground in the rankings. Others are effectively unplugging themselves from the global market — with especially counterproductive policies in Korea, Indonesia and Vietnam.

*“We’re seeing patchy progress in the policy landscape for cloud computing,”* said BSA President and CEO Robert Holleyman. *“Mismatched privacy and security rules are making it hard for data to flow across borders, and too many countries are chopping off pieces of the cloud for themselves. This undercuts economies of scale that would benefit everyone.”*

To capture maximum benefit from cloud computing, BSA advocates a policy blueprint covering each of the seven areas in the study — data privacy, cybersecurity, cybercrime, intellectual property, technology interoperability and legal harmonization, free trade, and ICT infrastructure.

### **BSA’s recommendations for helping grow the cloud computing**

Specifically, BSA recommends policymakers take the following actions:

1. *Ensure privacy*: Users must have faith their information will be treated carefully, and providers must have freedom to move data efficiently in the cloud.
2. *Promote security*: Effective risk management requires flexibility to implement cutting-edge security solutions.
3. *Battle cybercrime*: Law enforcement and cloud providers alike need effective legal mechanisms to combat illicit access to data.
4. *Protect IP*: Laws should provide clear protection and enforcement against infringement of underlying cloud innovations.
5. *Ensure data portability and harmonizing global rules*: Governments should work with industry to develop standards that facilitate data flows while minimizing conflicting legal obligations.
6. *Promote free trade*: Eliminate barriers such as preferences for particular products or service providers.
7. *Bolster IT infrastructure*: Provide incentives for investment in broadband and promote universal access.

The full, 24-country rankings, including detailed findings for France and BSA's policy blueprint are available at [www.bsa.org/cloudscorecard](http://www.bsa.org/cloudscorecard).

### **About BSA**

*BSA | The Software Alliance ([www.bsa.org](http://www.bsa.org)) is the leading global advocate for the software industry. It is an association of world-class companies that invest billions of dollars annually to create software solutions that spark the economy and improve modern life. Through international government relations, intellectual property enforcement and educational activities, BSA expands the horizons of the digital world and builds trust and confidence in the new technologies driving it forward.*