SHAPE THE INTERNET WITH US
TODAY. TOMORROW. BEYOND TOMORROW.

eco

ASSOCIATION OF THE
INTERNET INDUSTRY

Content

eco – Association of the Internet Industry

Editorial – for a shared digital future

When explaining how important the Internet has become, we sometimes use the words "cross-sectional technology" and "foundational technology". Now, it could be that these two terms don't strike you as particularly gripping – but then, just try for a moment to imagine what a day without the Internet would look like.

We're not talking here about opting for a voluntary digital detox – rather, try to visualize a day during which, for example, the automotive industry, the transport system, or our services sector would have to get by without the Internet. Think it through.

Did this get your attention?

Our industry serves as the foundation and aggregator for other industries. But not only that: we also develop our own products and solutions with a degree of innovation and at a speed which can sometimes even make experts' heads spin.

Much of what started on the Internet is what everybody's talking about today. Just think of Smart Home, e-government, cloud com-

puting, or the Internet of Things. Or consider other developments which are taking place more behind the scenes, such as Smart City, the data center industry, and the range of diverse jobs concerning regulation and Internet governance.

The Internet is omnipresent and growing from year to year – which makes it all the more important that we proactively shape digital change together. If we want to turn our digital future into one which is bright, we need courage and vision. And we need a common platform, because lone players will always struggle in the digital ecosystem.

Here at eco, the key players of the Internet connect with each other and exchange experiences and ideas – and increasingly, so too do companies who could not survive without the Internet. Our association already includes more than 1,100 member companies from over 70 countries. This gives us the opportunity to learn from each other, to grow together, and to jointly develop and stand behind industry, regulatory, and political positions.

We invite you to not only get to know and avail of what we offer – but also to actively participate in shaping it.

We look forward to having you on board!

Harald A. Summa   Alexander Rabe
CEO   Managing Director

eco – Association of the Internet Industry

A warm welcome to eco!

eco shapes the Internet

With more than 1,100 member companies from over 70 countries, eco is the largest Internet industry association in Europe. Since 1995 we have played a decisive role in shaping the development of the Internet: We foster new technologies, infrastructures, and markets, and form framework conditions.

For security & trust on the Internet

Together with our members, we are committed to a free, technology-neutral, network-neutral, and high-performance Internet. We thereby want to support the security and the reliability of the Internet, as well as build trust in it. Our goal is to shape the digital transformation of society and the economy in the best possible way so that successful economic action can be brought to fruition on the basis of our democratic values.

As the voice of the Internet industry, we assume societal responsibility for ethically oriented digitalization.

eco connects across industries

Digital transformation is permeating more and more areas of our lives. This is also expanding the spectrum of our association work – and not only in terms of content. It is essential that we shape progress and change together!

Companies in the information and telecommunications industry need to interact closely with traditional industries in order to create a sustainably functioning digital ecosystem. eco serves as a neutral platform which allows points of view, goals, and concerns to be discussed on an equal footing. We bring our members and industry stakeholders into dialogue with academia, society, and politics.

With a wide range of events, we promote active exchange and networking: regionally, nationally, and also internationally. In this way, we want to enlist as many members as possible to our common ecosystem and connect them with each other in a way which creates added value for all.

eco creates standards

In our expert and competence groups, you will find the ideal platform for exchange on current and future Internet topics and for the further development of these topics.

Work with us to develop industry standards, guidelines, position statements, and white papers, with eco representing your voice in politics and industry in articulating these demands.

Through its close connection to DE-CIX, eco itself is a part of the industry and an active shaper of digital transformation, with strong technological core competencies in the fields of infrastructure and security.

Seals of quality developed by eco set standards and make the market more transparent for providers and users. These standards sustainably strengthen the Internet and digital industry as the engine of the overall economy. eco's advisory services for members and its services for Internet users offer support on legal issues, increase security, and improve youth protection.

eco – Association of the Internet Industry

eco represents your interests

As an international pioneering competence alliance and a network partner for industry and politics, our goal is to sustainably strengthen providers of digital infrastructure and services. One of our most important tasks in this respect is that of representing our members' interests vis-à-vis politics and in national and international committees.

With our offices in Cologne, Berlin, and Brussels, we are on location for all of the relevant decision-making processes. With the eco South Germany Office, we support members in the Bavarian region by intensifying contact between companies and (potential) users and by continuously further expanding our contacts with local policy-makers, the media, and interest groups.

Political engagement at German and European level

The eco Policy, Law & Regulations division promotes Internet-friendly regulations that open up optimal development opportunities for the dynamic and innovative Internet industry, thereby offering the greatest possible scope for your entrepreneurial vision. In collaboration with our members, we participate in important national and international legislative processes on the strength of consultancy work and position papers. In so doing, we are able to influ-

Foto: CC BY-SA 2.0

ence all Internet-relevant issues such as platform regulation, data protection, copyright, youth protection, telecommunications regulations, artificial intelligence, and Internet governance.

Here we bring the weight of our full expertise to bear: our legal and technical know-how, as well as our long-standing experience in political work.

Active in important committees

eco is a founding member of EuroISPA, the European umbrella organization of Internet service provider associations. We work closely together with EuroISPA in order to keep you informed at the earliest possible point about ongoing EU legal proceedings in Brussels and to influence decision-making processes at European level on your behalf.

eco is active in various international committees with a view to continuously advancing and shaping the topic of Internet governance as part of the multi-stakeholder approach.

We are also a driving force of the Internet Governance Forum (IGF). At the IGF-D (Germany) and the European Dialogue on Internet Governance (EuroDIG), eco also engages in dialogue with state representatives, international organizations, the private sector, and civil society on topical problems of the Internet and possible global solutions.

eco also represents its members at ICANN, the "Internet Corporation for Assigned Names and Numbers", through its involvement in various Supporting Organizations. ICANN coordinates the assignment of unique names and addresses on the Internet.

In addition, eco, together with other partners from politics and industry, participates in various initiatives and alliances to combat illegal Internet content and to promote youth media protection on the Internet.

Further information on the Policy, Law & Regulations division is available at the German-language site: politik-recht.eco.de

Our reach is international

Lars Steffen
Director eco International

Judith Ellis
Project Manager & Team Head
eco International Communications

Cáit Kinsella
Project Manager
eco International Communications

Eilin Geraghty
Project Manager
eco International Communications

The Internet does not stop at national borders – and neither, of course, does the work of eco! Which is why eco also represents its members' interests in international committees and cooperates intensively with partner associations and organizations from other countries.

The eco International team coordinates the global association activities and the presence of eco at specialist congresses and industry events in order to connect members and partners worldwide with each other and to integrate them into eco's work.

With this in mind, we produce a steady stream of English-language communication for our members: All relevant studies, guidelines, information material, and news are published in both English and German, as is all important news from the industry, which we also share with international partners.

The highlight of eco International's work is the English-language online publication dotmagazine, which serves as a platform for specialist articles from our members and partners.

The team is on hand to assist eco international members so that they can benefit to the greatest possible extent from the association's many advantages and services.

Further information:
international.eco.de
dotmagazine.online
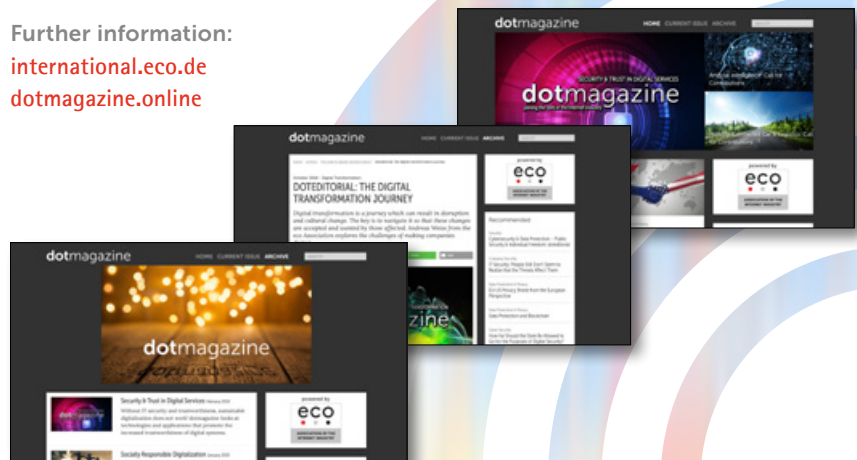
eco members worldwide – together we achieve more

Digitalization is fundamentally changing people's private and working lives. Globally, value creation processes are being defined and organized anew.

Anyone who wants to be successful in this world going into the future must rise to the challenges of digital transformation.

This holds true not only for ICT companies, but also for traditional industries, a fact which is reflected in the continuously growing number and diversity of eco members.

When many individual players come together and speak with one voice, they end up achieving far more.

eco Data Protection Service for international members

The EU General Data Protection Regulation is not only relevant for companies based in Europe, but also applies to all companies with customers in the EU, regardless of where they are headquartered. Within the framework of our eco Data Protection Service, we support member companies outside of Germany in ensuring compliance with European data protection regulations. Whether it is a matter of creating legal compliance in processes, training employees, or reacting effectively to security incidents – eco is on hand to support you.

Head offices of eco member companies 2019

0   1-5   6-10   11-20   21-40   41-60+

Member companies per country

Benefits for you

- Over 20 years of experience and expert know-how in the IT and telecommunications sector
- Legal security in European business relations
- Customized data protection workshops and audits, as well as help with security incidents
- eco as your legal EU representative

Further information & contact:
international.eco.de/eco-data-
protection-service
legal@eco.de

eco – topics, experts, synergies

The developments taking place in the Internet industry are as fast and dynamic as their medium: Constantly changing technologies, framework conditions, and content require a continuous exchange among market players.

Our competence and expert groups and our rounds of discussion and talks keep you up-to-date on all the latest developments. They also help you to assess the relevance of global market developments for your business. They offer you a wealth of current topics, exciting ideas, and stimulus, as well as practical know-how.

Benefits for you

- Meet with experts and learn from the best practices of others
- Avail of our meetings for their inspiring specialist dialogue and effective networking
- Present your own services and products and share your experience
- Work with us to develop industry standards and recommendations for market-determining industry and political decisions

Seeing the bigger picture

In our Digital Business Models division, eco thinks outside the box of individual topics: In cross-sectional analyses, key technologies and applications within the Internet's sphere of activity are sounded out and developed in synchronization across divisions. This includes, for example, the transfer of know-how in the area of online marketing, or measures to optimize e-commerce activities or strengthen confidence in services or products.

The focus of the analyses is on the B2B sector with concrete benefits for commercial application, so that you get to benefit as much as possible from the synergy effects!

Connected and Autonomous Mobility

Challenges in the fields of cyber security, data protection, and warranty and liability law

Authors
Klaus Brisch LL.M., Dr. Jens Eckhardt, Prof. Dr. Marcus Gelderie, Daniel Groß, Thorsten Jansto LL.M., Topias Koukku, Marco Müller-ter Jung LL.M., Prof. Dr.-Ing. Dr. h.c., Dieter Schnapen, Nils Steffen, Thorsten Stukel, Thomas Wittwer

Utilization of Waste Heat in the Data Center

A white paper by NeRZ in collaboration with eco – Association of the Internet Industry

Results of the Study on the Acceptance Factors for Electronic Invoices

Prof. Dr. Georg Rainer Hofmann
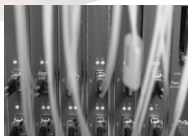Meike Schumacher, Dipl.-Bw.

Discover eco's world of topics

DIGITALE
INFRASTRUKTUREN

WIR SIND DAS INTERNET

Digital infrastructures

Efficient digital infrastructures are of central importance for functioning digital economic ecosystems. This involves a secure network infrastructure and high-performance data centers, which together form the backbone of digitalization.

Alliance for the Strengthening of Digital Infrastructures in Germany

In 2018, the "Alliance for the Strengthening of Digital Infrastructures in Germany" was founded under the umbrella of eco as a beacon project for the strategic integration of its members. The intent of the alliance of companies is to collectively draw attention to the importance of digital infrastructures and to enter into a constructive dialogue with politicians.

digitale-infrastrukturen.net
(No English-language link available)
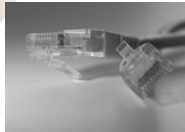
Data centers

The eco Datacenter Expert Group and the Data Center Infrastructure and Data Center Efficiency Competence Groups handle all topics to do with data centers. A particular focus is applied to the further rollout of broadband connectivity, outsourcing of data, computation time in data centers, and topics such as IT performance and energy efficiency.

international.eco.de/topics/datacenter

Networks

The Competence Group Networks serves as a platform that deals on a broad basis with traffic-based business models. It promotes dialogue between developers and representatives of Internet service providers, hosts and carriers, among others.

international.eco.de/topics/networks

Email

A further focus of eco is that of developments in the field of email. In addition to keeping abreast of current trends and developing guidelines for reliable email marketing, the main emphasis is on technical content that is of critical importance for both senders and recipients.

Quality assurance and enhancement also play a major role, especially within the framework of the Certified Senders Alliance (CSA).

The eco Competence Group Email is also an integral part of the German Internet industry, with its focus being the development of common standards for email.

international.eco.de/topics/e-mail

Internet of Things

Current developments and business trends in the interconnected world are the focus of the topic Internet of Things (IoT). The competence group of the same name explores various segments of the IoT value chain, business models, and topics such as Smart City and Smart Home.

international.eco.de/topics/internet-of-things

Artificial intelligence

Artificial intelligence (AI) is a key technology for tomorrow's digital markets and an important cross-sectional topic. The aim of eco is to promote the acceptance of AI by assessing, discussing, and communicating organizational, technical, legal, and ethical issues.

In its guidelines for the handling of AI, eco calls for AI to become the core competence of the German industry.
go.eco.de/eco-Guidelines-for-Handling_AI

Mobility

As we move into the future, the means of transport will no longer be what matters most – rather, mobility will become a service. The number of autonomous and connected vehicles will increase. In order to build and establish the necessary digital infrastructure, a strong Internet industry is needed, whose companies will play a more important role in the future ecosystem of mobility. This is why eco is involved in the field of mobility, which extends far beyond autonomous driving to the areas of 5G and Smart Cities.
go.eco.de/IoT-Mobility-Guidelines

Names & Numbers

When it comes to the field of domains, one of the focal points of eco's engagement is participation in the wide-ranging activities of various ICANN Supporting Organizations. The eco Competence Group Names & Numbers Forum brings together more than 160 companies from the domain industry worldwide. In addition to supporting topics of importance to the industry as a whole, intensive exchange with industry experts is also promoted.
international.eco.de/topics/names-numbers

New Work

The digitalization of the world of work and work processes is bringing about many changes. It above all offers new potential for making everyday working life more flexible.

The Competence Group New Work sees itself as a companion and guide on the road to the digital working world. It deals with the impacts on the economy and on society, provides momentum, presents best practices, and brings different interest groups together.
international.eco.de/topics/new-work

Law & regulations

For this key topic area of eco, the Competence Group Law & Regulations acts as an information platform for current legal and regulatory issues at German and EU level. It coordinates lobbying work and the exchange of views and experiences between members. Through the association, members are afforded the opportunity to contribute actively to legislation at the earliest possible stage and to thereby participate in shaping legal policy of the future.
international.eco.de

Security

In order to increase trust in the Internet, the topic of security is of immense importance to eco! For this reason, a dedicated competence group deals with important questions concerning the security of the Internet industry's (IT) infrastructures. The content ranges from personnel and organizational security, to the protection of IT systems, right through to questions of security management and employee sensitization.

An additional competence group entitled "Anti-Abuse" serves the member-internal exchange on current abuse topics and their challenges for the companies. The meetings are supplemented by technical and legal presentations, for example on internal tools or processes, abuse handling in other countries, and trends in cyber crime.
international.eco.de/topics/eco-security

Pleased to meet you: Our services for you

Independent seals of quality, cost-neutral data exchange, support on questions concerning data protection and the cloud: eco's services support the market, companies, and Internet users.

eco Complaints Office – active against illegal Internet content

For over 20 years now, the eco Complaints Office has been fighting successfully against illegal content on the Internet and is committed to ensuring that such content is taken down and that criminal offences are reported to the authorities. In addition, the Complaints Office is engaged in ensuring better youth protection on the Internet.

The work of the eco Complaints Office is based on voluntary cooperation with society as a whole, and its fundament is that of the self-regulation of providers and the engagement of Internet users.

All Internet users can report suspected illegal content free of charge and anonymously under international.eco.de/eco-complaints-office. The Complaints Office's lawyers then assess whether the reported content violates German law and take appropriate measures if necessary. The eco Complaints Office can also be reached via the German information platform for young people jugend.support as well as via the German portal www.internet-beschwerdestelle.de/en.

Closely networked nationally and internationally

In order to effectively fight illegal Internet content, cooperation with other actors is essential. Among others, eco works together with providers, partner complaint offices, and law enforcement agencies.

As (co-)operator of the portal www.internetbeschwerdestelle.de/en, eco is part of the German Safer Internet Centre (www.saferinternet.de). Here the eco Complaints Office is also active in the promotion of media competence and sensitization on the Internet.

eco is a founding member of INHOPE (www.inhope.org), the international umbrella organization of Internet hotlines. Within the worldwide network, detected illegal Internet content can be forwarded to the relevant partner. In this way, this content is followed up in the respective country of origin.

Benefits for you

- Easy and simple submission of complaints on illegal Internet content
- Legal expertise
- Cooperation with law enforcement agencies
- Network of experts and committee work at national and international level
- Know-how and experience flowing into the political representation of interests
- Neutral, transparent processes

The eco Complaints Office is part of the eco Policy, Law & Regulations division.

Further information and contact:
international.eco.de/eco-complaints-office
hotline@eco.de

eco – Association of the Internet Industry

Certified Senders Alliance –
the quality standard in email marketing

The Certified Senders Alliance (CSA) has been acting as a neutral interface between mailbox providers and senders of commercial emails since 2004. The goal of the joint project of eco and the German Dialog Marketing Association (DDV) is to enhance the quality of commercial emails (e.g. newsletters, invoices, order confirmations).

The CSA sets high quality standards and certifies senders who meet them. This offers advantages to the sender and at the same time reduces the burden on the mail security teams of the participating mailbox providers. The quality standards are based on internationally applicable law and the technical requirements of the mailbox providers. They are regularly updated in line with market requirements.

Whitelisting

Mailbox providers must protect their users from unwanted email while ensuring that wanted email arrives and is not erroneously classified as spam.

After successfully completing CSA certification, the IP addresses of the certified sender are included on the CSA Whitelist. Mailbox and spam filter providers can become CSA partners and access this whitelist free of charge. The IP addresses stored there are recognized as reputable email senders and their emails are accordingly prioritized in the delivery process.

Benefits for you

- Improved delivery and deliverability of your commercial emails
- Protection against legal and financial risks through full compliance with legal standards
- CSA seal of quality promotes your trustworthiness
- Reputation protection through early warnings from the CSA Complaints Office and daily spam trap reports
- Support for technical problems
- Access to current technical and legal developments in the industry through publications and events
- Workshops and webinars for optimized deliverability management and legally compliant email campaigns

Further information and contact:
certified–senders.org
info@certified–senders.org

eco – Association of the Internet Industry

Datacenter Star Audit (DCSA) – the quality standard for your data center

Since 2005, eco authorized auditors have been inspecting data centers through means of the DCSA. They objectively assess data centers' infrastructure and services – with this being implemented increasingly throughout Europe.

The certification offers benchmarks for data centers and in so doing makes it easier for users to select the right partner to meet their needs.

The DCSA is in principle suitable for any company that operates a data center or a server room – including those companies that have rented the space to be audited from a colocation provider.

Regardless of your business model or the size of your IT area, the DCSA offers you the opportunity to transparently and understandably present your redundancy concept, as well as the technical security requirements, in markets that are growing at a pace that is becoming faster and faster.

Single Site and Interconnected Site – the certifications for your data center infrastructure and the basis for your cloud services

With the Single Site variant, the current DCSA Version 3.0 examines the organizational, structural, technical, and supply security of a data center. If data centers are certified under the Interconnected Site rules, the operator thereby demonstrates that it offers its customers higher availability with a multi-location strategy.

The result of the certification is conveyed via a star rating. If particularly energy-efficient systems and strategies are used in a data center, the auditors award it a special "green" star.

Benefits for you

- Objective proof of quality, security, and availability provided through the independent association structure and auditors
- The standard for auditors, banks, and insurance companies
- High degree of recognition of the seal of quality
- Increased trustworthiness
- Cost reduction in the initiation of business transactions
- Identification of potentials
- Swift implementation with a reasonable financial outlay
- Efficient assessment process through catalogue of questions and on-site inspection
- Marketing support through eco
- Recognition of the "Datacenter Infrastructure" module for the StarAudit certification (provided by EuroCloud)

Further information and contact:
international.eco.de/topics/datacenter/dcaudit
info@dcaudit.de

DE-CIX – where networks meet

As an association, we know exactly what we're talking about: As a 100% shareholder of DE-CIX Group AG, we ourselves have been part of the industry since 1995, and are thoroughly familiar with day-to-day business.

DE-CIX is the world's leading operator of carrier-neutral and data center-neutral Internet Exchanges in Europe, the Middle East, North America, and India. More than 100 employees from 20 nations ensure the delivery of seemless peering and innovative premium interconnection services worldwide.

With peering at DE-CIX, Internet and network service providers, content providers, and companies exchange data directly and without any detours. DE-CIX customers thus have redundant, secure connections and can control the routes of their data traffic. Peering ensures low latencies and hence a good user experience.
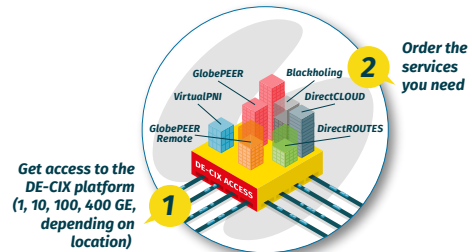
DE-CIX is a founding member of Euro-IX (www.euro-ix.net), the world's largest consortium of Internet Exchanges.

We make interconnection easy. Anywhere.

A stable infrastructure enables network connections between regions, industries, and digital ecosystems. Only in this way can companies transport, store, share, administer, and analyze raw material data – and with their data, successfully operate their business. Such interconnection solutions are the core service of DE-CIX.

DE-CIX in Frankfurt am Main is the Internet exchange with the highest data throughput worldwide. At peak times, more than 800 connected networks from over 60 countries exchange up to 7.1 Terabits of data per second (Tbps). This is the equivalent to over 1.6 billion written DIN A4 pages, forming a stack of approximately 175 kilometers in height.

Under the motto "Closer to the Edge" DE-CIX, with the help of partners, is opening up new access points in data centers and broadening its coverage beyond the established central telecommunications hubs. Small and medium-sized enterprises in particular can thus connect in an uncomplicated manner to the wide range of networks and services. The DE-CIX Group operates 18 Internet Exchanges worldwide, with over 1,700 connected networks.

Selected DE-CIX services

The highest levels of quality and security are an absolute must for DE-CIX. This applies both to infrastructure and services, which give customers the flexibility required to be prepared for future needs – and to derive maximum benefit from their DE-CIX-connected infrastructure.

GlobePEER Remote

With GlobePEER Remote, customers in Hamburg, Munich, Dusseldorf, New York, Marseille, Madrid, Lisbon, Palermo, and Istanbul can connect directly to the Internet Exchange in Frankfurt and thus have access to data exchange with more than 1,500 other networks.

Blackholing

DE-CIX blocks the data waves that are generated during DDoS attacks as close to the source as possible. Thus, the attack misses its target and the networks are spared from overloading.

VirtualPNI

With the VirtualPNI service, networks can connect privately via VLAN with one or more selected partners and exchange data traffic.

DirectCLOUD

Via DirectCLOUD, Internet service providers connect directly to a large number of cloud service providers over their DE-CIX port. In so doing, they expand their portfolio for their customers – and companies find precisely those cloud providers that they need.

Events & training

DE-CIX runs DE-CIX Summits at various locations worldwide as well as roundtable events in Hamburg, Dusseldorf, and Munich, with a view to facilitating exchange and networking opportunities for its customers.

The DE-CIX Academy also offers training material and webinars on technical topics related to interconnection.

DE-CIX MeetingCenter

Covering an area of 170 m2, the DE-CIX MeetingCenter offers a premium event space with state-of-the-art conference technology. DE-CIX customers and eco members can book the rooms free of charge.

Benefits for you

- The world's leading operator of Internet Exchanges
- Access to a very large number of peering partners
- Uncomplicated connection to over 1,700 networks
- Direct data exchange – without any detours and cost-neutral
- Redundant, secure connections with low latency
- Premium interconnection services for optimal use of infrastructure
- Know-how and learning derived from 25 years of experience

Further information and contact:
www.de-cix.net
info@de-cix.net

eco – Association of the Internet Industry

eco External Data Protection Officer Service

DATA PROTECTION
OFFICER

The EU General Data Protection Regulation, the German Federal Data Protection Act, legally secure processing of personal data – the requirements for data protection are extensive and often confusing.

With the eco External Data Protection Officer Service, we offer our members an external data protection officer on request, train employees and managers on data protection issues, and carry out data protection audits.

You receive a professional solution to meet the challenges of data protection, fulfil your legal obligations, avoid penalties, and secure competitive advantages.

Internal data protection officers are often overburdened

Many telecommunications and Internet industry companies have a legal obligation to nominate a data protection officer for their company. Internal data protection officers have to split their work between their own profession and the new task, and have to complete extensive training and further

education measures in order to stay up to speed with the current legal status.

By appointing an external data protection officer, conflicts of interest that may arise from an internal data protection officer's other roles in the company can be avoided. In addition, the risk of liability is outsourced.

The eco service is implemented in cooperation with Rickert Rechtsanwaltsgesellschaft mbH and dp.institute Data Protection Consulting GmbH.

Legal compliance ensured

eco supports its members in acting in compliance with data protection regulations and in presenting themselves optimally on the market. At the same time, through regular publications, eco raises companies' awareness of the importance of data protection.

Benefits for you

- The provision of an external Data Protection Officer to fulfill your legal obligations
- Support and advice for all of your questions related to data protection law
- Outsourcing the risk of liability
- Service packages customized for your specific needs
- High level of specialist knowledge and practical experience in the Internet and telecommunications field
- No additional costs for the training and further training of staff
- Internal data audits to check to what extent your company fulfills the requirements of data protection law
- Executive workshops and staff workshops on the topic of data protection

Further information and contact:
go.eco.de/external-data-protection-officer
dataprotectionofficer@eco.de

eco Youth Protection Officer Service – support on questions of youth protection

Youth protection on the Internet is a task for society as a whole. With the eco Youth Protection Officer Service, both eco members and external companies have the opportunity to make their contribution to this cause.

If you're operating in Germany as a tele-media provider, you may even be obliged to appoint a Youth Protection Officer in accordance with the German Interstate Treaty on the Protection of Minors in the Media (JMStV). One of the central tasks of a youth protection officer is to advise providers. The officer is also the contact person for users and the point of contact for official oversight.

Benefit from eco's many years of experience in assessing online content in the field of youth media protection and its participation in an international network.

Our eco Youth Protection Officer Service is happy to support you and can offer you:

- Comprehensive consultation on matters relating to youth protection
- A neutral point of contact between you and your users
- Minimization of liability risk
- Prevention of official fines and written warnings
- Increase in user trust through effective youth protection
- Up-to-date information on developments and legal changes in the area of youth media protection
- A service based on the type of provider
- A seal of quality/logo for your website

Further information and contact:
go.eco.de/youth-protection-officer
jugendschutzbeauftragte@eco.de

Youth protection is a task for society as a whole

Youth protection on the Internet requires more than the operation of a complaints office and support within the framework of a youth protection officer service. As such, eco is involved in a variety of committees on the topic of youth protection and supports projects which elevate children's and young people's media competence.

In addition, with its Youth Media Protection Expert Lunch, eco offers association members active in this field an open forum for providing information and exchanging experiences and views.

Further information:
go.eco.de/youth-media-protection-lunch

eco – Association of the Internet Industry

19

EuroCloud Deutschland_eco e. V. – a strong network for the cloud

Cloud computing is the major foundation of digitalization, which will fundamentally change our lives both professionally and privately. At eco, you are at the very heart of the "cloud", thanks to the 2009-founded EuroCloud Deutschland_eco e. V.

Pioneer of the cloud

As an independent industry association, EuroCloud Deutschland_eco promotes the cloud market, market transparency, and trust in solutions. With guidelines, tools, practice-oriented recommendations, and informative events, the association ensures perfect compatibility in the interaction between users and providers of cloud services. This is based on the strength of the work of its competence groups, which focus on the topics of Law & Compliance, Open Cloud, and Business Communications.

EuroCloud promotes innovations for all areas of business and living on the basis of cloud platforms, and makes it possible to enable the high speed of IT innovation to be experienced by every industry. EuroCloud is the only European, multilateral, and non-proprietary cloud association.

A double helping of industry power

The close cooperation with eco means added value for all members. Active participation in events of both associations and the extensive valuable contacts make it possible to optimally promote your own topics and to help shape framework conditions.

Best of all: As an eco member, membership of EuroCloud Germany does not cost you a single extra cent. As such, you receive the benefits of two organizations for the price of one.

Benefits for you

- Expert know-how and learning in competence groups, workshops, and collaborative events
- First-hand information on market-changing developments
- Practice-oriented cloud guidelines for providers and users
- Joint development of orientation aids, guidelines, and tools
- Cooperation at national and international level in the design of technical and legal framework conditions
- Strong set of contacts, including with the German federal government and the EU Commission
- A strong Europe-wide network as part of EuroCloud Europe and eco

Further information and contact:
www.eurocloud.de
info@eurocloud.de

SIWECOS – on the safe side

Gefördert durch:

Bundesministerium
für Wirtschaft
und Energie

aufgrund eines Beschlusses
des Deutschen Bundestages

SIWECOS stands for "Secure Websites and Content Management Systems". With this service, eco helps small and medium-sized enterprises (SMEs) to detect and fix security vulnerabilities on their websites.

Several website scanners are made available for this purpose, with these conducting security checks on registered websites on a daily basis. If a security vulnerability is found, the website operators receive an automatic notification and additional recommendations on the project website to close this vulnerability.

In addition, SIWECOS offers a quick check with a restricted range of functions, which is available to every website visitor without prior registration.

In order for users to be able to directly access their current scan results, plug-ins exist for various content management systems, for example for Joomla and WordPress. The registration for SIWECOS and the use of the service are free of charge.

SIWECOS Hoster Service

A service for web hosters doesn't just communicate active critical security vulnerabilities. It offers filter options to prevent cyber attacks on the server side without a hoster having to take immediate action before they reach the customer. This reduces the number of successful attacks in the long term and increases security on the Internet. At the same time, end users are protected from high financial losses and possible data loss. More than 80 German and international recipients have already joined the SIWECOS Hoster Service.

Strong partners

SIWECOS is a cooperation between eco (project management) and the Ruhr University Bochum. The project is technically supported by CMS Garden and Hackmanit. The focus, on the one hand, is on functions for secure company websites, with concrete recommendations for action in the event of damage. A second focal area is on awareness-raising among SMEs in the area of cyber security. The project is supported by the German Federal Ministry for Economic Affairs and Energy (BMWi) as part of the "IT Security in Business" initiative.

Benefits for you

- A quick check that provides an initial overview of security vulnerabilities on websites, without the necessity for registration
- An intensive check, which controls registered websites daily and uncovers vulnerabilities
- Individual notifications and concrete recommendations for action
- Skilled contact persons with extensive experience in the field of IT security
- And all of this completely free of charge

Further information and contact:
siwecos.de/en/
info@siwecos.de

eco – Association of the Internet Industry

dotmagazine – for your expertise

As eco's English-language online specialist magazine, dotmagazine reports on the Internet industry's entire spectrum – ranging from infrastructure right through to the service layers of the Internet. With our magazine, we create an international content platform where all of our association's members, partners, and experts can share their expertise along the entire value chain.

You too can contribute your knowledge to the monthly focal topic through specialist articles, podcasts, text interviews, or video interviews! Edited professionally and journalistically, we position you as an opinion leader and make your voice heard – and we offer this to our members free of charge.

For readers, dotmagazine offers in-depth insights into the background and impacts of digitalization.

Further information and contact:
dotmagazine.online
dotmagazine@eco.de

StarAudit for cloud providers

As an international certification system, StarAudit (provided by EuroCloud) supports both providers in the conceptual design of their services, as well as users in their selection process.

The certification scheme audits cloud services based on a clearly defined set of criteria. Independent auditors assess the providers in areas such as data protection, operations, and infrastructure. Users can easily find the right provider for them thanks to the easy-to-understand star rating. StarAudit creates real competitive advantages by reducing the need for expensive individual audits and effectively supporting multi-provider governance.

Further information and contact:
staraudit.org
info@eurocloud.de

eco Legal Consultations

With a strong team of lawyers, each with different areas of specialization, we at eco have been focusing for many years on legal questions regarding all aspects of the Internet. We provide our collective know-how exclusively to our members. Each eco member receives an annual quota of free consultancy hours.

You can put any number of questions to us, e.g. in the areas of:
- Telecommunications, telemedia, and competition law
- Copyright and trademark law
- Remote sales law, GTCB law
- Liability issues, contract law
- Data protection law
- Examination of search warrants and requests for information
- Youth media protection law

Further information and contact:
international.eco.de/legal-consultations
legal.advice@eco.de

eco Academy – Internet know-how for you

The eco Academy offers you tailor-made continuing education and skills development on Internet-driven topics.

Here we bring together high-quality, consolidated, and practical expert knowledge about the Internet and related topics – for you, your colleagues, and employees. We are also happy to deliver our training at your company using a targeted and didactic approach.

You determine the focus and requirements of the in-house training – we develop qualification concepts, tailored to participants' pre-existing knowledge, learning objectives, and level of experience. The corporate trainings and coaching sessions are organized by the eco subsidiary deutsche ict + medienakademie, which has more than 20 years of experience in continuing education.

Another focus of the academy is on round-table formats. In small, highly qualified roundtables, as a neutral platform we bring together different perspectives in order to afford participants a complete picture of a technology or a business approach. In addition, digital knowledge transfer takes place in the form of webinars and e-learning courses.
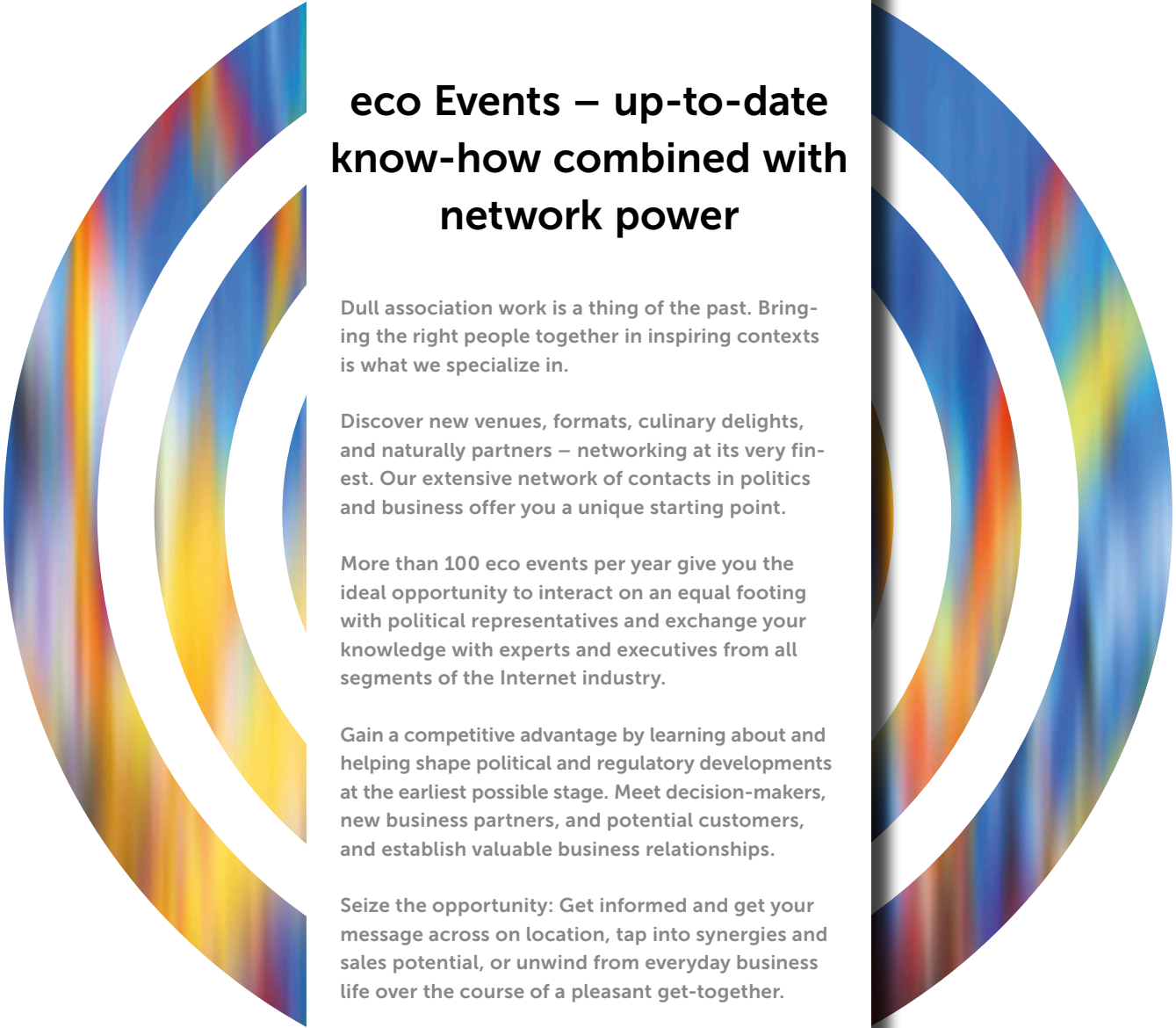
Benefits for you

- Tailor-made corporate training for efficient qualification
- Non-proprietary, product-neutral coaching on topics and subjects of your choice
- Flexible scalability of the offer
- Practice-oriented content and methodology at the highest level

Further information and contact:
www.eco.de/akademie
akademie@eco.de

eco Events – up-to-date know-how combined with network power

Dull association work is a thing of the past. Bringing the right people together in inspiring contexts is what we specialize in.

Discover new venues, formats, culinary delights, and naturally partners – networking at its very finest. Our extensive network of contacts in politics and business offer you a unique starting point.

More than 100 eco events per year give you the ideal opportunity to interact on an equal footing with political representatives and exchange your knowledge with experts and executives from all segments of the Internet industry.

Gain a competitive advantage by learning about and helping shape political and regulatory developments at the earliest possible stage. Meet decision-makers, new business partners, and potential customers, and establish valuable business relationships.

Seize the opportunity: Get informed and get your message across on location, tap into synergies and sales potential, or unwind from everyday business life over the course of a pleasant get-together.

eco://kongress – valuable ideas and impetus

At the eco://kongress, visionaries and driving forces from politics, industry, and society exchange views and experiences on topics such as cloud computing, the Internet of Things, blockchain, and artificial intelligence – at the highest specialist level and with a conscientious eye on the big picture. You can look forward to constant new insights, topics and trends, each and every time.

international.eco.de/eco-kongress

eco://awards – for the best in the industry

For many years now, eco has been honoring outstanding products and services of the Internet with the renowned eco:// award. The winners are awarded the prestigious prize at one of the industry's most glamorous highlight events. Learn all about the most innovative solutions and celebrate both the nominees and award winners at a magnificent party.

international.eco.de/eco-award

Berlin events – politics and industry in dialogue

Whether it's at lunchtime formats like "Chocolate & Sushi", roundtables, or evening events such as the popular eco pol/Talks: eco brings politics and industry into dialogue with each other. At its political events, eco invites high-caliber representatives from the German Bundestag and ministries to take the stage.

Get involved in the development of positions that will shape the conditions of the industry going forward. Engage in direct discussions with decision-makers at our numerous Internet and network policy events.

eco – Association of the Internet Industry

Local networking

Information, business and fun at the ISDs

CSA Summit – for better email quality

The paths to eco are often very short: With our LocalTalks and Roadshows, we're regular visitors to German localities. Expert speakers provide the necessary material for further specialist discussions in various topic areas.

Meet decision-makers from industry, SMEs, politics, and the media in very special settings, and network directly on location.

The Internet Security Days (ISDs) focus on current cyber threats, future trends in IT security, and practice-based use cases. International IT security experts exchange views and experiences over the course of the extensive conference program and the accompanying fair and get up to speed on new strategies.

Avail of the fantastic event environment of the Phantasialand theme park to develop high-potential synergies and new solutions.

www.eco.de/isd

The CSA Summit of the Certified Senders Alliance brings together experts from around the world to exchange information on email marketing.

Be there when renowned speakers report on technical innovations, legal requirements, and standards. Work with attendees to develop self-regulatory options to strengthen email as a trusted communication tool.

summit.certified-senders.org

Informal industry meetings in abundance

Care for a little more? Then meet up with the industry at our New Year receptions, breakfast meetings, and summer festivals. Or pick up some inspiration from paintings, installations, and colors at the occasional art exhibition.

There are opportunities aplenty: Contacts and delicious food guaranteed.

eco – Association of the Internet Industry

From near or far – eco is there for you

Christiane Skiba
Branch Manager Cologne
Head of Marketing & Events
Telephone: +49 (0) 221 70 00 48 120
Email: christiane.skiba@eco.de

We're constantly developing new topics and formats – and would be glad to do so together with you!

Contact us to find out what opportunities and possibilities you can expect at eco with a view to achieving year-round market visibility, generating leads, and establishing valuable contacts.

Melanie Busse
Office and Event Manager
Berlin Office
Telephone: +49 (0) 30 20 21 567 0
Email: melanie.busse@eco.de

From presentations at exciting large-scale events, to exclusive formats with hand-picked guests, to newsletters and online magazines, and right through to joint road-shows and trade fair appearances – with us, you'll benefit from individual marketing support that perfectly fits your needs.

Werner Theiner
eco South Germany Office
Sponsoring
Telephone: +49 (0) 81 06 99 68 86
Email: werner.theiner@eco.de

Our current events and dates can be found under:
international.eco.de/events

You can also find out more via our various communication channels.

Optimally informed and presented

From current to background information — you can learn everything you need to know about the industry from us.

Our newsletters will keep you up-to-date regularly and free of charge:

eco weekly ...

... informs you once a week about the most important news, events, and topics of the Internet industry.

eco politik digital ...

... provides facts and figures on a hot topic from the realms of Internet politics in condensed form every two weeks. In addition, the (German-language) newsletter updates you on all eco political papers of the given month, as well as on events in the political world.

Newsletter+ ...

... is an optional extension of the eco newsletter. As a member, you can receive all your member benefits in the newsletters, while as a non-member, you can avail of special conditions for select events from eco or its partners.

dotmagazine ...

... is published twice a month as a newsletter in English and is aimed at interested readers from all around the world. In addition to eco news and international news, articles from the online specialist magazine of the same name can be found here.

You can find out more on page 22.

international.eco.de/newsletter
dotmagazine.online

Social Media: highly up-to-date and condensed

On Twitter, Facebook, LinkedIn, and Xing, eco keeps you informed on multiple topics in a compact form. Here you will find relevant information on digital trends and future topics, eco, and events in the digital industry.

Networking
www.facebook.com/ecoverband
www.facebook.com/siwecos
www.xing.com/net/ecoassociation
www.eco.de/linkedin

Twitter
@eco_de
@eco_en
@CSA_eco

Photographs
www.flickr.com/ecoev

YouTube
www.youtube.com/ecoAssociation

We'd be delighted to welcome you on board at eco

Do you have any other questions or need further information? Or would you like to meet us in person at our next events?

You've already made up your mind and would like to become a member of our strong network?

We look forward to our being in contact and to our cooperation!

We'd be happy to support you in having your interests optimally taken care of in the association, and to advise you in choosing events or helpful contacts from our network.

Katrin Mielke
Project Manager Membership Support
Telephone: +49 (0) 221 7000 48 173
Email: katrin.mielke@eco.de

Peter Joniec
Manager Member Recruiting
Telephone: +49 (0) 221 7000 48 145
Email: peter.joniec@eco.de

Facts and Figures eco Association – good to know

1995 — founded in Bonn, Germany

largest association of the Internet industry in Europe

> 1,100 member companies from over 70 countries

> 100 events per year

> 8,000 press clippings per year

> 10,000 newsletter subscribers

Your eco member benefits:
Our services – your opportunities

Icon made by becris from www.flaticon.com

As part of our premium network of Internet experts from all over the world, we offer you among other things:

1 Representation of your interests in political decision-making processes and in national and international committees

2 Real-time information on legislative initiatives and policy developments influencing the digital industry's business models

3 Participation in the development of industry standards, guidelines, and statements

4 Free membership of EuroCloud Deutschland_eco e. V.

5 Special conditions for all eco services such as DE-CIX, Certified Senders Alliance, External Data Protection Officer, and Datacenter Star Audit, as well as for many partner events

6 Free eco legal advice

7 Free use of our modern seminar rooms and video conferencing facilities for your own meetings and events in Cologne, Berlin, and Frankfurt

8 Individual marketing support and members+ area, featuring exclusive studies and news

9 dotmagazine as high-quality content platform for positioning members as opinion leaders

10 Access to information and presentation possibilities at more than 100 inspiring events a year, attended by thousands of participants

11 Participation in exclusive member events and discounted participation in trade fairs and sponsorships

12 eco Academy with a tailor-made skills development and further training program

Become a member of Europe's largest association of the Internet industry and benefit from these and other plus points!

You can find further information at
international.eco.de/about-eco/member-ship

or here:

eco – Association of the Internet Industry

You will find us here

eco – Association of the Internet Industry

Cologne Office
Lichtstrasse 43 h
50825 Cologne
Germany
Phone: +49 (0) 221 7000 48 0
Fax: +49 (0) 221 7000 48 111
Email: info@eco.de

Capital Office Berlin
Französische Strasse 48
10117 Berlin
Germany
Phone: +49 (0) 30 20 21 567 0
Fax: +49 (0) 30 20 21 567 11
Email: berlin@eco.de

international.eco.de

eco

**ASSOCIATION OF THE
INTERNET INDUSTRY**