Geo-Blocking: a new Regulation enters into force

Regulation (EU) 2018/302 addresses unjustified online sales discrimination based on customers' nationality, place of residence or place of establishment within the internal market. The ban on geo-blocking is an important element of the digital single market strategy. The Regulation enters into force on 22 March 2018 in all EU Member States and will apply from 3 December 2018 to allow in particular small traders to adapt. It amends Regulations (EC) 2006/2004 and (EU) 2017/2394 and Directive 2009/22/EC. Within two years after the entry into force of the new rules, the Commission will carry out a first evaluation of their impact on the internal market. The evaluation will include a possible application of the new rules to certain electronically supplied services which offer copyrighted content such as downloadable music, e-books, software and online games as well as of services in sectors such as transport and audio-visual.

List of documents


Summaries of EU Legislation

- Enjoying online content without borders
- The EU's new digital single market strategy
- Unfair commercial practices
Cooperation between EU countries for consumer protection
- Injunctions protecting the collective interests of consumers

More on consumer protection
- Consultative Group for EU consumers
- European Consumer Centres Network - helping consumers exercise their rights when making purchases abroad
- EU multiannual consumer programme (2014-20)
- Strengthening EU consumer rights
- E-commerce - standard EU rules

Glossary terms of the Summaries of EU Legislation
- Consumer protection

Related Sites
- Digital Single Market - Geoblocking
- Press release - Joint statement by Vice-President Ansip, Commissioners Bieńkowska and Gabriel following the European Parliament's vote to end unjustified geoblocking
- Analysis of part of the public consultation on geo-blocking