

ICT usage in enterprises in 2013

Social media used by 30% of enterprises in the EU28...

...and almost three quarters of enterprises had a website

In 2013, almost three quarters of enterprises¹ employing 10 persons or more in the **EU28** had a website, an increase of 6 percentage points compared with 2010 (73% compared with 67%). For more than a decade there has been a shift in the content of enterprise websites from static webpages towards web applications, which include functionalities such as online ordering and links to social media. In particular, the use of social media enables enterprises to improve their image and internet presence. In the **EU28**, 30% of enterprises used at least one type of social media in 2013, although only 8% of enterprises had a formal policy for social media use.

Looking at specific types of social media, 28% of enterprises in the **EU28** used social networks (e.g. Facebook²) in 2013, 11% multi-media content sharing websites (e.g. YouTube²), 10% blogs or micro blogs (e.g. Twitter²) and 6% wiki-based knowledge-sharing tools³.

These data come from a report⁴ published by **Eurostat, the statistical office of the European Union**, and form part of the results of a survey conducted at the beginning of 2013 on ICT (Information and Communication Technologies) usage and e-commerce in enterprises in the **EU28** Member States, **Iceland, Norway** and the **former Yugoslav Republic of Macedonia**, with a special focus on social media use by enterprises.

Largest shares of enterprises having a website in the Nordic countries

The proportion of enterprises with a website differed among Member States, with the largest shares recorded in **Finland** (94% of enterprises with at least 10 persons employed), **Denmark** (92%), **Sweden** (89%), **Austria** (86%), **Germany** and the **Netherlands** (both 84%), and the smallest in **Romania** (42%), **Bulgaria** (47%), **Latvia** (56%), **Portugal** (59%), **Greece** and **Hungary** (both 61%).

Use of social media ranges from 15% of enterprises in Latvia to 55% in Malta

The difference between Member States is also large concerning the use of social media. The share of enterprises using at least one type of social media ranged from 15% in **Latvia**, 16% the **Czech Republic** and 19% in **France, Poland** and **Romania** to 55% in **Malta**, 50% in the **Netherlands**, 48% in **Ireland**, 45% in **Sweden** and 42% in the **United Kingdom**.

The highest proportions of enterprises having a formal policy for using social media for their business were observed in **Ireland** (20%), the **Netherlands** (18%), **Cyprus** (17%) and **Denmark** (16%). In nineteen Member States, the share was below 10%.

Largest shares of enterprises using blogs in the Netherlands, the United Kingdom and Ireland

Among the different types of social media, the highest shares of enterprises using social networks were registered in **Malta** (52% of enterprises with at least 10 persons employed), **Ireland** (46%), the **Netherlands** (45%), **Sweden** (42%) and the **United Kingdom** (40%), and the lowest in **Latvia** (13%), the **Czech Republic** (15%), **Poland** (16%), **France** and **Romania** (both 17%).

For multimedia content-sharing websites the largest proportions were observed in the **Netherlands** (23%), **Malta** (20%), **Belgium**, **Greece**, **Lithuania** and **Sweden** (all 16%). Seven Member States had shares of below 10%.

For the use of blogs or micro blogs, the **Netherlands** (27%) also came top, followed by the **United Kingdom** (23%) and **Ireland** (20%), while nineteen Member States had shares below 10%.

For wiki-based knowledge-sharing tools, **Lithuania** (14%) had the highest proportion, followed by **Croatia** (13%), **Germany** and **Malta** (both 11%) and **Austria** (10%). The remaining twenty-three Member States had shares of below 10%.

Enterprise websites and social media use, 2013

(% of enterprises)

	Website	Use at least one type of social media	Formal policy for social media use	Social networks	Multimedia content-sharing websites	Blogs or micro blogs	Wiki-based knowledge-sharing tools
EU28	73	30	8	28	11	10	6
Belgium	78	35	9	31	16	10	5
Bulgaria	47	31	6	30	9	5	4
Czech Republic	80	16	5	15	6	3	2
Denmark	92	40	16	36	14	8	5
Germany	84	33	7	29	13	7	11
Estonia	76	27	4	24	7	5	2
Ireland	75	48	20	46	14	20	7
Greece	61	34	8	28	16	11	7
Spain	68	31	9	29	15	13	5
France	65	19	4	17	5	5	3
Croatia	68	37	7	30	14	6	13
Italy	67	25	5	21	10	6	4
Cyprus	66	38	17	37	13	13	4
Latvia	56	15	3	13	5	7	2
Lithuania	75	38	6	31	16	9	14
Luxembourg	79	30	6	26	12	8	7
Hungary	61	26	3	22	10	2	6
Malta	78	55	14	52	20	12	11
Netherlands	84	50	18	45	23	27	7
Austria	86	39	11	35	14	7	10
Poland	66	19	3	16	8	3	4
Portugal	59	36	9	33	12	6	4
Romania	42	19	5	17	6	3	2
Slovenia	80	37	9	34	13	8	2
Slovakia	80	26	8	21	11	4	6
Finland	94	37	13	34	14	8	6
Sweden	89	45	15	42	16	13	9
United Kingdom	82	42	15	40	15	23	6
Iceland	83	60	12	58	18	14	5
Norway	79	46	17	43	12	9	5
Former Yug. Rep. of Macedonia	54	36	8	33	15	6	7

1. The survey covered **enterprises** with at least 10 persons employed in manufacturing, electricity, gas and steam, water supply, construction, wholesale and retail trades, repair of motor vehicles and motorcycles, transportation and storage, accommodation and food service activities, information and communication, real estate, professional, scientific and technical activities, administrative and support activities, repair of computers and communication equipment.
2. References to third-party brands, products and trademarks are for the sake of clarification and are not intended to promote the use of such products.
3. Of course, as an example of a wiki-based knowledge-sharing tool, please see Statistics Explained on the Eurostat website: http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Main_Page
4. **Eurostat**, Statistics in Focus 28/2013 "**Businesses raise their internet profile by using social media**" available free of charge in Statistics Explained on the Eurostat web site: http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Social_media_-_statistics_on_the_use_by_enterprises
The full set of data can be found in the dedicated section: <http://ec.europa.eu/eurostat/ict> under "Data", "Comprehensive databases". Please note that ICT data on the Eurostat website are grouped according to the year in which the survey was conducted.

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