

"Digital economy & society in the EU"

## New digital publication presenting our online world in figures

Surfing, chatting, online shopping are among our everyday activities that use information and communication technologies (ICT), such as computers, laptops or smartphones. Nowadays, we spend a considerable part of our time online for various reasons, whether at work, at school or university, at home or on the move. Often we depend on our digital devices to stay in contact with family and friends, to get directions to shops, hotels and restaurants or to check our bank accounts.

Likewise, businesses operate within a digital environment: more and more they conduct business electronically with their partners and interact online with customers. The internet is the cornerstone for their e-business operations as it provides limitless capacities to connect people and businesses worldwide.

Statistics can help to better understand the challenges our digital society is facing. This is the aim of the brand new digital publication **Digital economy & society in the EU**, issued today by Eurostat, the statistical office of the European Union.

## **DIGITAL ECONOMY & SOCIETY IN THE EU**



The publication is divided into 4 parts:

- **Profile of the digital society & businesses**  
This part focuses on how and for which purposes people and businesses go online, as well as on digital skills. It includes, among others, information on mobile internet access, internet activities, use of social media as well as the employment of ICT specialists. Online behaviour differs widely between the EU Member States: in 2016, making online telephone and video calls was most popular among internet users in Bulgaria (80%), participating in social networks was most common in Hungary (83%), internet banking in Finland (92%) and reading news online in Lithuania (93%).
- **E-commerce**  
This part looks in detail at e-commerce from two perspectives: people ordering goods and services online and businesses selling electronically. From this section, readers will learn for example that 66% of internet users shopped online during the last year and that 20% of EU businesses sold via the internet. Across Member States, businesses conducting e-sales were most common in Ireland (30%), Denmark (29%), Germany and Sweden (both 28%).
- **Internet security & the cloud**  
This part provides information about privacy and the protection of personal information online, ICT security policies of businesses as well as about private and business use of cloud services. Did you know for instance that three quarters of EU internet users had not encountered any security related problem when being online, while 21% caught viruses or similar computer infections?
- **What is the digital single market about?**  
The statistical background provided in the three previous parts can help to better understand the challenges faced by the Digital Single Market policy of the EU, which is one of the ten political priorities of the European Commission. This part presents some background information about the content and goals of this policy.

By presenting easily understandable statistics on several ICT-related topics through texts, graphs, dynamic data visualisations and an animation, this new digital publication by Eurostat aims to provide answers in a user-friendly way to the most common questions asked by EU citizens on the digital economy and society.

The information is available for the European Union as a whole, but also for the 28 Member States and, if available, for the EFTA countries.

#### Geographical information

The **European Union** (EU) includes Belgium, Bulgaria, the Czech Republic, Denmark, Germany, Estonia, Ireland, Greece, Spain, France, Croatia, Italy, Cyprus, Latvia, Lithuania, Luxembourg, Hungary, Malta, the Netherlands, Austria, Poland, Portugal, Romania, Slovenia, Slovakia, Finland, Sweden and the United Kingdom.

#### For more information

Eurostat digital publication: [Digital economy & society in the EU](#).

Eurostat [website section](#) dedicated to statistics on digital economy and society.

Eurostat [database](#) on digital economy and society

Eurostat set of [Statistics Explained articles](#) on digital economy and society.

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