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Information and Communication Technologies

## E-commerce accounted for 12% of enterprises' turnover in the EU27 in 2008

### Radio Frequency Identification (RFID) used by 3% of enterprises in 2009

In January 2009, 93% of enterprises<sup>1</sup> of ten or more persons employed had access to the internet in the **EU27** and 82% of enterprises had a broadband internet connection. Among other uses, internet access enables enterprises to buy and sell products electronically: in the **EU27** in 2008, 12% of enterprises' turnover was generated from e-commerce<sup>2</sup>.

These data<sup>3</sup> come from **Eurostat, the statistical office of the European Union**, and form part of the results of a survey conducted at the beginning of 2009 on Information and Communication Technologies (ICT) in enterprises in the **EU27** Member States, **Croatia** and **Norway**.

#### Almost all enterprises in Finland, Denmark, Austria and Slovakia have internet access

In January 2009, the highest proportions of enterprises with internet access in the **EU27** were recorded in **Finland** (100%), **Denmark, Austria** and **Slovakia** (all 98%) and **Germany** (97%). The percentage was less than 90% in only six Member States: **Romania** (72%), **Bulgaria** (83%), **Latvia** and **Hungary** (both 87%), **Cyprus** (88%) and **Greece** (89%).

The proportion of enterprises with a broadband connection in January 2009 was above 90% in **Finland** (94%), **Spain** and **Malta** (both 93%) and **France** (92%). Only in **Romania** (40%), **Lithuania** (57%) and **Poland** (58%) did less than 60% of enterprises have a broadband connection.

**Internet access and broadband connection by enterprises, January 2009 (%)**

	Internet access	Fixed broadband connection		Internet access	Fixed broadband connection
<b>EU27*</b>	<b>93</b>	<b>82</b>	<b>Luxembourg</b>	96	87
<b>Belgium</b>	:	:	<b>Hungary</b>	87	74
<b>Bulgaria</b>	83	68	<b>Malta</b>	94	93
<b>Czech Republic</b>	95	77	<b>Netherlands</b>	96	86
<b>Denmark</b>	98	82	<b>Austria</b>	98	76
<b>Germany</b>	97	88	<b>Poland</b>	90	58
<b>Estonia</b>	95	86	<b>Portugal</b>	93	82
<b>Ireland</b>	91	76	<b>Romania</b>	72	40
<b>Greece</b>	89	81	<b>Slovenia</b>	96	85
<b>Spain</b>	95	93	<b>Slovakia</b>	98	78
<b>France</b>	96	92	<b>Finland</b>	100	94
<b>Italy</b>	94	83	<b>Sweden</b>	95	88
<b>Cyprus</b>	88	82	<b>United Kingdom</b>	91	85
<b>Latvia</b>	87	61	<b>Croatia</b>	95	72
<b>Lithuania</b>	95	57	<b>Norway</b>	97	88

\* EU27 aggregates exclude Belgium

: Data not available

## A little more than a quarter of e-commerce turnover with destinations outside the country

The share of enterprise turnover generated from e-commerce<sup>2</sup> in 2008 varied significantly between Member States. The highest shares were recorded in **Ireland** (26%), **Finland** and **Sweden** (both 18%), the **Czech Republic**, **Germany** and the **United Kingdom** (all 15%), **Hungary** (14%) and **France** (13%). The lowest shares were observed in **Bulgaria** and **Cyprus** (both 1%).

In the **EU27**, three quarters (73%) of e-commerce turnover came from within the country, 19% from another **EU27** Member State and 8% from outside the **EU27**. Over 80% of e-commerce turnover came from within the country in **Latvia** (88%), **Bulgaria** (85%), the **United Kingdom** (83%), **Greece** and **France** (both 82%) and **Spain** (81%). **Hungary** (60%) recorded the highest share of e-commerce turnover with another Member State, followed by **Cyprus** (51%), **Slovakia** (44%) and **Ireland** (39%). Highest proportions of e-commerce turnover from outside the **EU27** were observed for enterprises in **Malta** (56%), **Slovakia** (34%), **Ireland** (23%) and **Cyprus** (20%).

### E-commerce, 2008

	E-commerce turnover (% of total turnover)	E-commerce turnover by destination (% of e-commerce turnover):		
		Own country	Other EU27 Member State	Outside EU27
<b>EU27*</b>	<b>12</b>	<b>73</b>	<b>19</b>	<b>8</b>
<b>Belgium</b>	:	:	:	:
<b>Bulgaria</b>	1	85	14	1
<b>Czech Republic</b>	15	61	36	4
<b>Denmark</b>	:	:	:	:
<b>Germany</b>	15	73	20	6
<b>Estonia</b>	:	:	:	:
<b>Ireland</b>	26	38	39	23
<b>Greece</b>	2	82	11	7
<b>Spain</b>	9	81	15	5
<b>France</b>	13	82	11	8
<b>Italy</b>	:	:	:	:
<b>Cyprus</b>	1	29	51	20
<b>Latvia</b>	5	88	9	3
<b>Lithuania</b>	9	66	24	10
<b>Luxembourg</b>	:	:	:	:
<b>Hungary</b>	14	33	60	8
<b>Malta</b>	11	7	37	56
<b>Netherlands</b>	12	69	24	7
<b>Austria</b>	11	:	:	:
<b>Poland</b>	7	71	24	6
<b>Portugal</b>	12	74	22	(4)
<b>Romania</b>	2	59	24	16
<b>Slovenia</b>	12	76	21	3
<b>Slovakia</b>	11	22	44	34
<b>Finland</b>	18	:	:	:
<b>Sweden</b>	18	58	23	16
<b>United Kingdom</b>	15	83	11	6
<b>Croatia</b>	14	81	13	6
<b>Norway</b>	21	94	5	1

\* EU27 aggregate for turnover from e-commerce excludes Belgium. EU27 aggregates for e-commerce turnover by destination exclude Belgium and Finland.

: Data not available or not reliable

( ) Data shown in brackets are less reliable

## Person identification or access control the main use of RFID in the EU27

Radio Frequency Identification (RFID)<sup>4</sup> is a technology which uses special tags to remotely retrieve data by radio waves. This technology is used, among other uses, to keep track of freight passing through a cargo terminal, to monitor inventory, as a payment system for motorways and bridges or to identify and control access of persons.

In the **EU27** in January 2009, 3% of enterprises<sup>1</sup> used RFID. The **Netherlands** (9%), **Finland** (8%), **Germany**, **Spain**, **Austria** and **Slovakia** (all 4%) had the highest shares of enterprises using RFID and **Greece**, **Cyprus** and **Romania** (all 1%) the lowest.

This technology is used for a wide variety of purposes. RFID was mostly used by enterprises in the **EU27** for person identification or access control (56%), for inventory tracking and tracing (29%), for payment, e.g. motorway tolls (25%), for product identification (24%), for monitoring of industrial production (21%) and for service and maintenance information management (15%).

### Radio Frequency Identification (RFID), by purpose, January 2009

	Enterprises using RFID, % of all enterprises	By purpose (% of enterprises using RFID, multiple answers possible):					
		Person identification or access control	Supply chain and inventory tracking and tracing	Payment applications (e.g. motorway tolls, passenger transport)	Product identification (e.g. to prevent counterfeiting, theft control)	Monitoring and control of industrial production	Service and maintenance information management, asset management
<b>EU27*</b>	<b>3</b>	<b>56</b>	<b>29</b>	<b>25</b>	<b>24</b>	<b>21</b>	<b>15</b>
<b>Belgium</b>	:	:	:	:	:	:	:
<b>Bulgaria</b>	2	71	18	13	24	16	13
<b>Czech Republic</b>	3	83	13	7	12	13	14
<b>Denmark</b>	2	54	21	30	22	17	21
<b>Germany</b>	4	63	22	13	9	16	8
<b>Estonia</b>	2	87	18	22	26	23	20
<b>Ireland</b>	2	33	43	32	38	21	20
<b>Greece</b>	1	11	30	10	57	26	12
<b>Spain</b>	4	40	44	30	31	34	24
<b>France</b>	3	44	34	33	49	23	13
<b>Italy</b>	3	38	33	48	25	24	13
<b>Cyprus</b>	1	53	20	7	41	27	20
<b>Latvia</b>	:	:	:	:	:	:	:
<b>Lithuania</b>	3	35	43	39	43	25	52
<b>Luxembourg</b>	2	70	32	22	19	23	21
<b>Hungary</b>	2	59	22	4	19	11	15
<b>Malta</b>	:	:	:	:	:	:	:
<b>Netherlands</b>	9	78	18	7	11	13	7
<b>Austria</b>	4	57	16	44	15	10	6
<b>Poland</b>	3	74	:	:	28	29	:
<b>Portugal</b>	2	46	:	:	:	:	:
<b>Romania</b>	1	48	20	17	27	25	18
<b>Slovenia</b>	3	51	13	28	19	14	18
<b>Slovakia</b>	4	70	22	4	23	10	12
<b>Finland</b>	8	82	20	5	15	9	14
<b>Sweden</b>	2	71	22	17	15	23	14
<b>United Kingdom</b>	2	52	36	20	28	14	27
<b>Croatia</b>	4	48	22	39	18	12	14
<b>Norway</b>	1	63	28	17	21	23	24

: Data not available or not reliable

\* EU27 aggregates exclude Belgium

1. The survey covered **enterprises** with at least 10 persons employed in the economic sectors manufacturing, electricity, gas and steam, water supply, sewerage and waste management, 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.
2. **E-commerce** means purchases and sales made via websites or via automated data exchange, but excluding normal e-mail messages that are manually typed.
3. **Eurostat**, Data in Focus 1/2010 "**ICT usage in enterprises 2009**". The publication can be downloaded for free in PDF format from the Eurostat website. The full set of data can be found in the dedicated section: <http://ec.europa.eu/eurostat/ict> under "Data". Please note that the data on the Eurostat website are grouped according to the year in which the survey was conducted.
4. **Radio-frequency identification (RFID)** is an automatic identification method, relying on storing and remotely retrieving data using devices called RFID tags or transponders. A RFID tag is an object that can be applied to or incorporated into a product for the purposes of identification using radio waves.

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For further information on data:

**Johan WULLT**  
Tel: +352-4301-33 444  
[eurostat-pressoffice@ec.europa.eu](mailto:eurostat-pressoffice@ec.europa.eu)

**Maria SMIHILY**  
Tel: +352-4301-34 666  
[maria.smihily@ec.europa.eu](mailto:maria.smihily@ec.europa.eu)

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