The European Commission has made it a priority to create a Digital Single Market by breaking down barriers for citizens and businesses. In order to achieve this, the Digital Single Market Strategy is built on three pillars:

1. Better access for consumers and businesses to digital goods and services across Europe
2. Creating the right conditions for digital networks and services to flourish
3. Maximising the growth potential of the Digital Economy

**KEY FACTS AND FIGURES**

1. Better access for consumers and businesses to digital goods and services across Europe

**CONSUMERS**

<table>
<thead>
<tr>
<th>Country</th>
<th>Shopping Online</th>
<th>Shopping Online Cross-Border</th>
<th>Access Audiovisual Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT</td>
<td>35%</td>
<td>14%</td>
<td>49%</td>
</tr>
<tr>
<td>EU</td>
<td>59%</td>
<td>18%</td>
<td>52%</td>
</tr>
</tbody>
</table>

- **To shop online**: % of Internet users
- **To shop online cross-border**: % of Internet users
- **To access audiovisual content (Video on Demand)**: % of households that have a TV
- **Citizens interested in receiving content from other EU countries when at home**: %
- **Citizens interested in watching or listening to content from home when travelling abroad**: %
2. Creating the right conditions for digital networks and services to flourish

**BUSINESSES**

- **SMEs selling online**
  - 15% / 5.1% for IT and EU, respectively.

- **SMEs selling online cross-border**
  - 6.5% for IT and 4% for EU.

**CONNECTIVITY**

- **Fixed Broadband Take-up**
  - 70% for IT and 51% for EU.

- **Fast Broadband (Next-Generation Access) Coverage**
  - 62% / 21% for IT and EU, respectively.

- **Mobile Broadband Take-up**
  - 67% / 66%.

**Problems for selling online:**
- Delivery costs are too high
- Guarantees and returns too expensive
- Don’t know the rules to be followed

**If eCommerce rules were the same throughout the EU...**
- Would you start or increase your online sales to other EU countries?
  - Yes, definitely
  - Yes, to some extent
TRUST AND SECURITY

What concern do you have when using the Internet for things like banking or shopping online?

- You are concerned about someone misusing your personal data
- You are concerned about the security of online payments
- You prefer conducting the transaction in person e.g. so you can inspect the product yourself or ask a real person about it
- You are concerned about not receiving the goods or services that you buy online
- Other
- None
- Don’t know

3. Maximising the growth potential of the Digital Economy

DIGITAL SKILLS AND JOBS

Basic Digital Skills - People able to send emails, use editing tools, install new devices, etc.

ICT Specialists

People who have never used the Internet

Enterprises reporting hard to fill vacancies for jobs requiring ICT specialist skills
**BUSINESSES USING ICT**

Businesses that use an Enterprise Resource Planning (ERP) software package, to share information between different functional areas (e.g. accounting, planning, production, marketing)

Businesses that purchase cloud computing services, to host the enterprise’s database or for accounting software applications for example

**PUBLIC SERVICES**

eGovernment Users
returning filled forms to public authorities, out of Internet users

ePrescription
General practitioners who use electronic networks to transfer prescriptions to pharmacists

Pre-filled Forms
Amount of data that is pre-filled in public services’ online forms (notably on the basis of information already submitted by users)