European Commission

# #DigitalSingleMarket

# Digital Single Market – country sheet  AT

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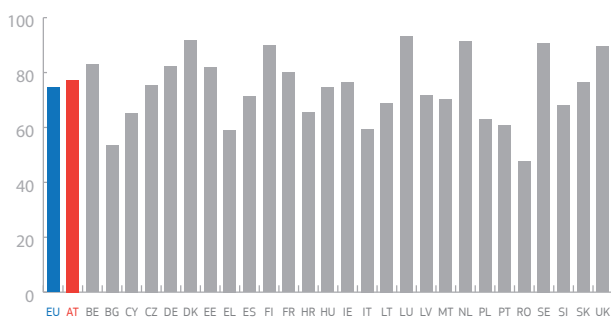
**1. Better access for consumers and businesses to digital goods and services across Europe**

**2. Creating the right conditions for digital networks and services to flourish**

**3. Maximising the growth potential of the Digital Economy**
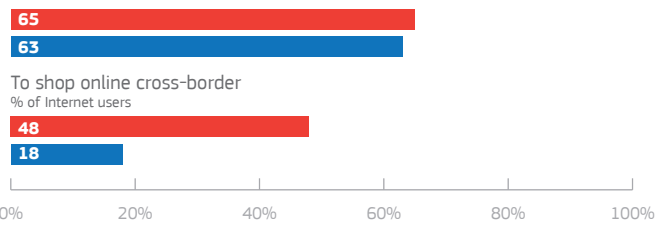
## KEY FACTS AND FIGURES

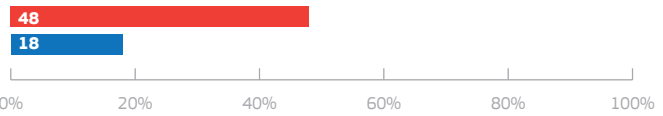1. Better access for consumers and businesses to digital goods and services across Europe

### CONSUMERS

■ AT  ■ EU

Using the Internet  **75%** / **77%**



To access audiovisual content
Music, Videos and Games
% of Internet users

**49%** / **42%**



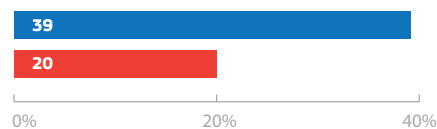To shop online
% of Internet users

65
63

To shop online cross-border
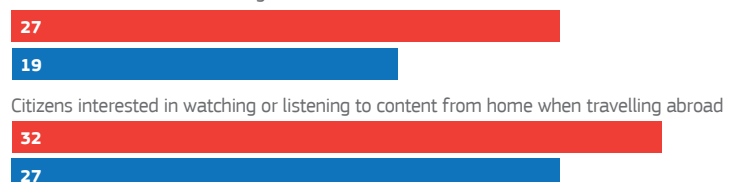% of Internet users

48
18

To access audiovisual content

Video on Demand
% households that have a TV

39
20
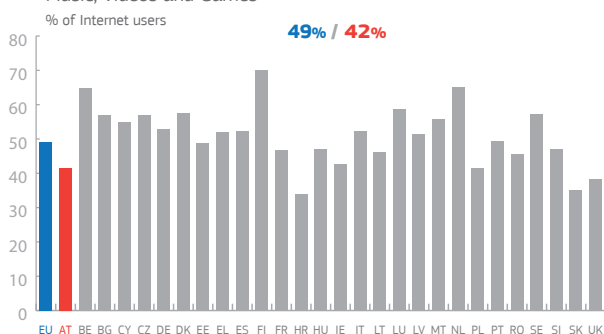
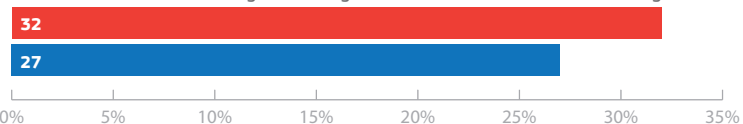Citizens interested in receiving content from other EU countries when at home

27
19

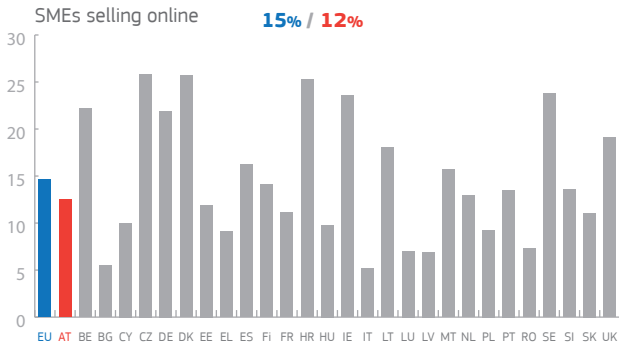Citizens interested in watching or listening to content from home when travelling abroad
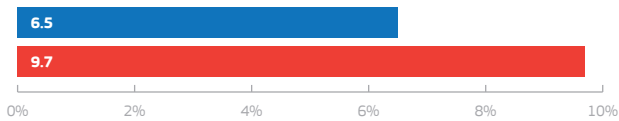
32
27

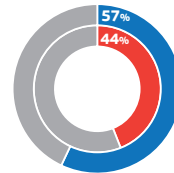# AT  Digital Single Market - country sheet

## BUSINESSES

▮ AT  ▮ EU

**SMEs selling online**  **15% / 12%**



**SMEs selling online cross-border**

- 6.5
- 9.7

0%  2%  4%  6%  8%  10%

outer pie: EU
inner pie: AT

**Problems for selling online:**

**If eCommerce rules were the same throughout the EU....**

Delivery costs are too high

57%
44%

Would you start or increase your online sales to other EU countries?

23%
16%

Yes, definitely

Guarantees and returns too expensive

55%
49%

34%
34%

Yes, to some extent
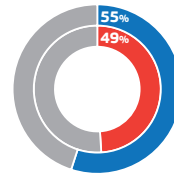
Don't know the rules to be followed

54%
46%
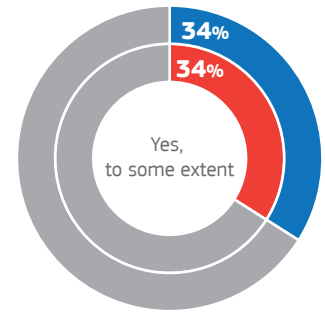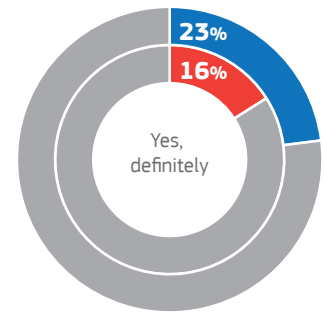
## 2. Creating the right conditions for digital networks and services to flourish

### CONNECTIVITY

▮ AT  ▮ EU

**Fixed Broadband Take-up**
% households

- 70
- 64

0%  20%  40%  60%  80%  100%
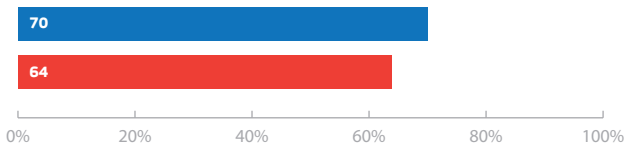
**Fast Broadband (Next-Generation Access) Coverage**  **62% / 70%**
% households, out of all households
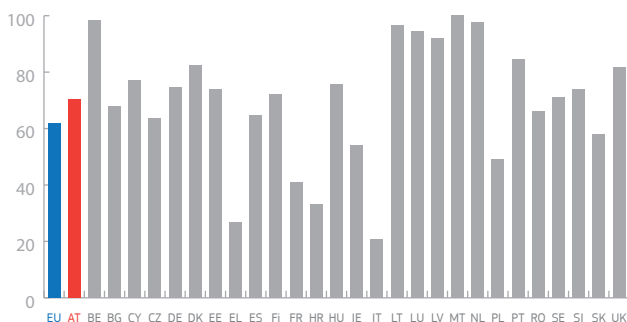


**Mobile Broadband Take-up**  **67% / 65%**
Subscribers per 100 people
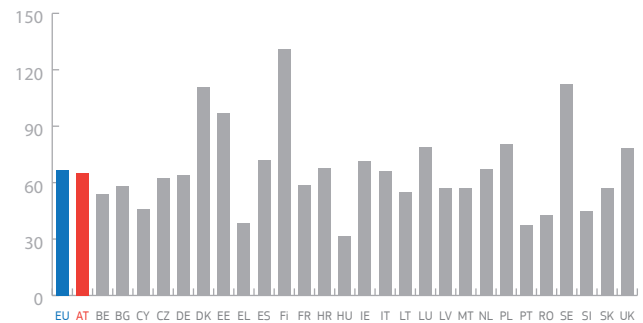


**Fast Broadband (Next-Generation Access) Rural Coverage**
% households (rural = below 100 people per km2)

- 15
- 18

0%  20%  40%  60%  80%  100%

## TRUST AND SECURITY

■ AT  ■ EU

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
- AT: 41
- EU: 43

You are concerned about the security of online payments
- AT: 35
- EU: 42

You prefer conducting the transaction in person e.g. so you can inspect the product yourself or ask a real person about it
- AT: 31
- EU: 26

You are concerned about not receiving the goods or services that you buy online
- AT: 26
- EU: 22

Other
- AT: 5
- EU: 3

None
- AT: 21
- EU: 18

Don't know
- AT: 1
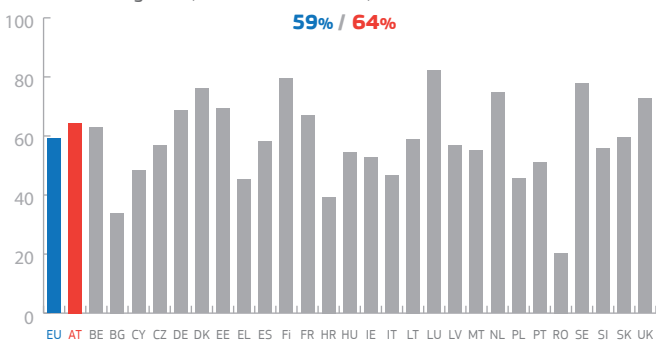- EU: 2

(Scale: 0% 10% 20% 30% 40% 50%)

## 3. Maximising the growth potential of the Digital Economy

## DIGITAL SKILLS AND JOBS

■ AT  ■ EU

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

59% / 64%

(Bar chart by country: EU, AT, BE, BG, CY, CZ, DE, DK, EE, EL, ES, FI, FR, HR, HU, IE, IT, LT, LU, LV, MT, NL, PL, PT, RO, SE, SI, SK, UK)

ICT Specialists
% employed individuals
- EU: 2.8
- AT: 2.9

(Scale: 0% 1% 2% 3%)
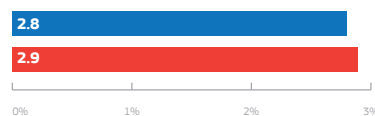
People who have never used the Internet
- AT: 15
- EU: 18

Enterprises reporting hard to fill vacancies for jobs requiring ICT specialist skills
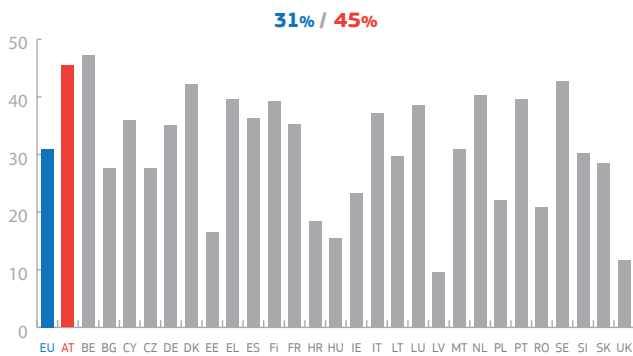- AT: 62
- EU: 38
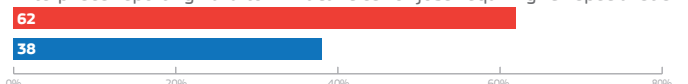
(Scale: 0% 20% 40% 60% 80%)

## BUSINESSES USING ICT

🟥 AT  🟦 EU

Businesses that use an Enterprise Resource Planning (ERP) software package, to share information between different functional areas (e.g. accounting, planning, production, marketing)
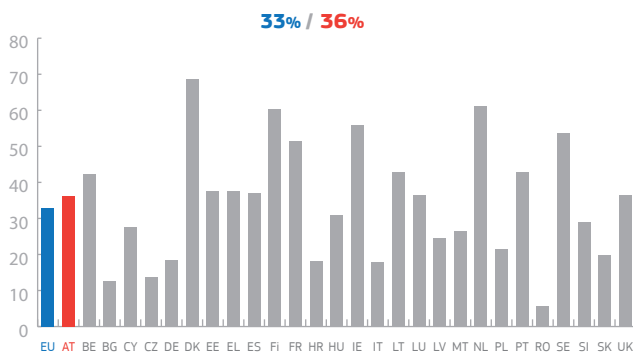
**31% / 45%**



Businesses that purchase cloud computing services, to host the enterprise's database or for accounting software applications for example
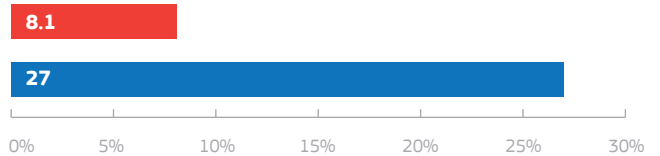
**11% / 6%**
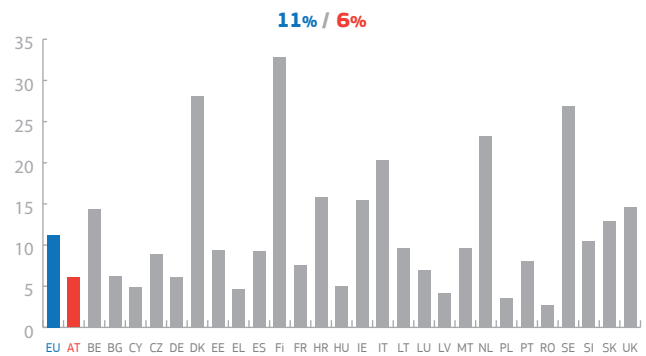


## PUBLIC SERVICES

🟥 AT  🟦 EU

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

**33% / 36%**



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

8.1

27

0%   5%   10%   15%   20%   25%   30%

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)
Score (0 to 100)

52

45

0   20   40   60   80   100

Complete country sheet of the Digital Economy and Society Index: https://ec.europa.eu/digital-agenda/en/scoreboard/austria