



# #DigitalSingleMarket



## Digital Single Market – country sheet



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:

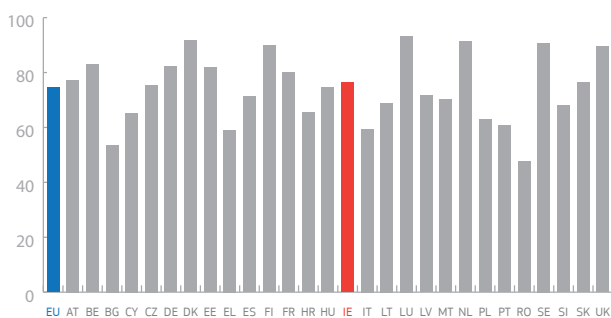
1. Better access for consumers and businesses to digital goods and services across Europe
2. Creating the right conditions for digital networks and services to flourish
3. Maximising the growth potential of the Digital Economy

### KEY FACTS AND FIGURES

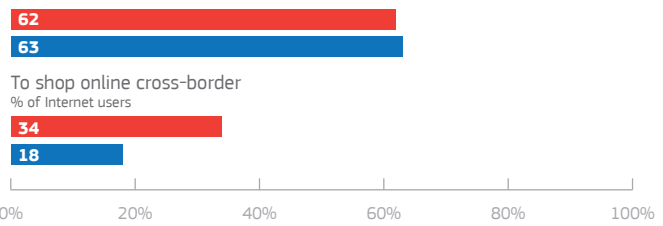
#### 1. Better access for consumers and businesses to digital goods and services across Europe

##### CONSUMERS

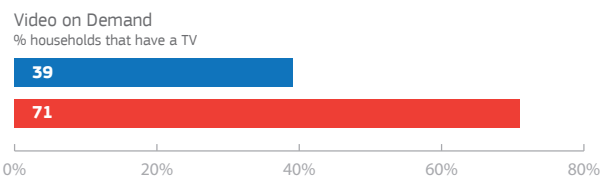
Using the Internet **75% / 76%**



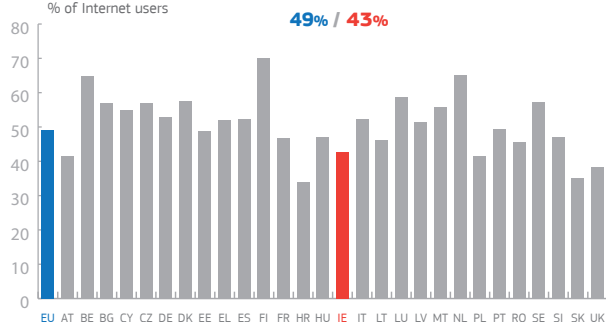
To shop online  
% of Internet users



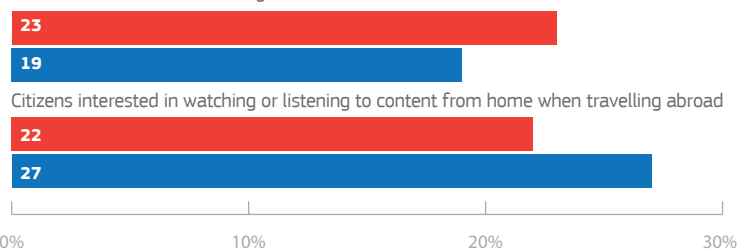
To access audiovisual content



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



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

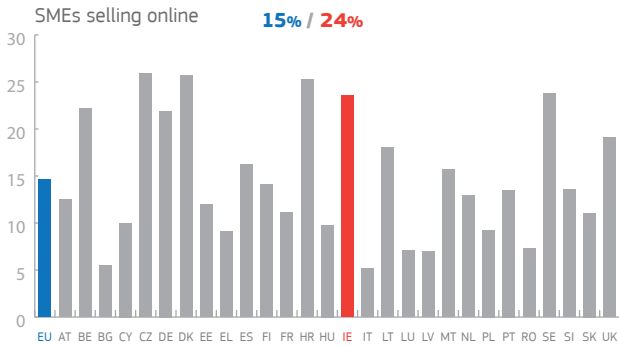


# IE Digital Single Market - country sheet

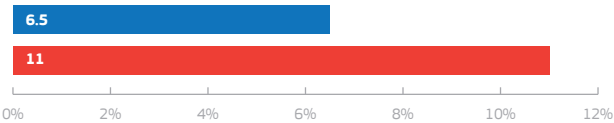


## BUSINESSES

IE EU



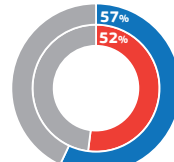
SMEs selling online cross-border



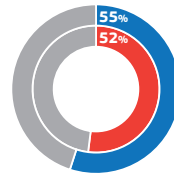
outer pie: EU  
inner pie: IE

Problems for selling online:

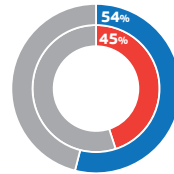
Delivery costs are too high



Guarantees and returns too expensive

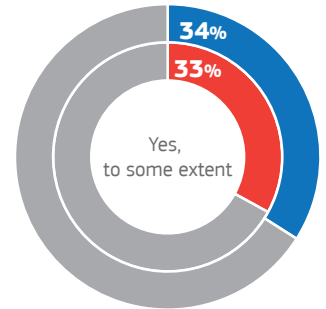
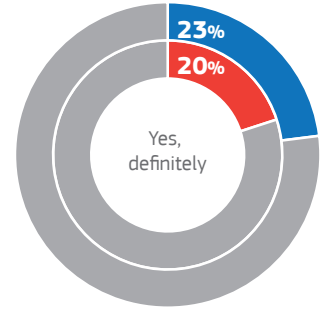


Don't know the rules to be followed



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

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



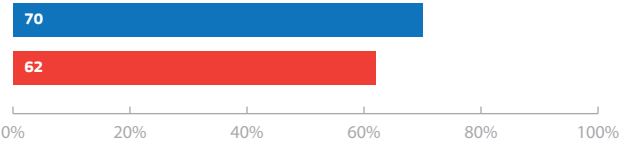
## 2. Creating the right conditions for digital networks and services to flourish



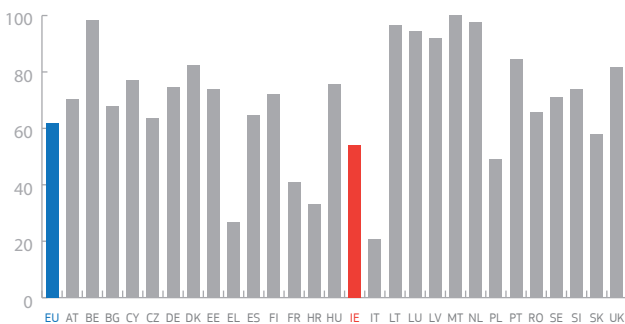
## CONNECTIVITY

IE EU

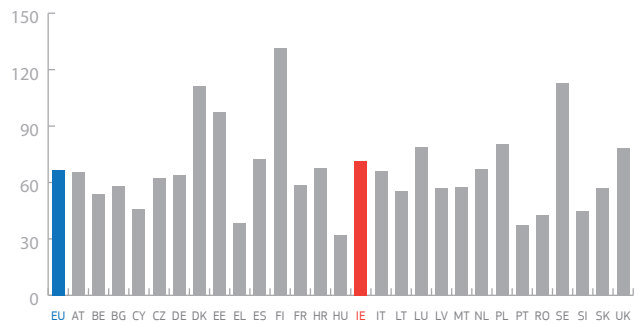
Fixed Broadband Take-up  
% households



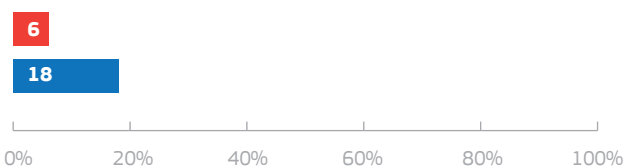
Fast Broadband (Next-Generation Access) Coverage **62% / 54%**  
% households, out of all households



Mobile Broadband Take-up **67% / 71%**  
Subscribers per 100 people



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





## TRUST AND SECURITY

IE 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



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



0% 20% 40% 60%

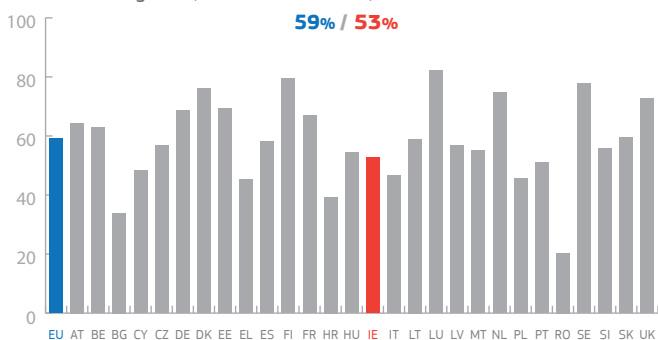
### 3. Maximising the growth potential of the Digital Economy



## DIGITAL SKILLS AND JOBS

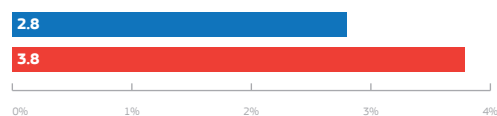
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Basic Digital Skills - People able to send emails, use editing tools, install new devices, etc.



ICT Specialists

% employed individuals



People who have never used the Internet



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



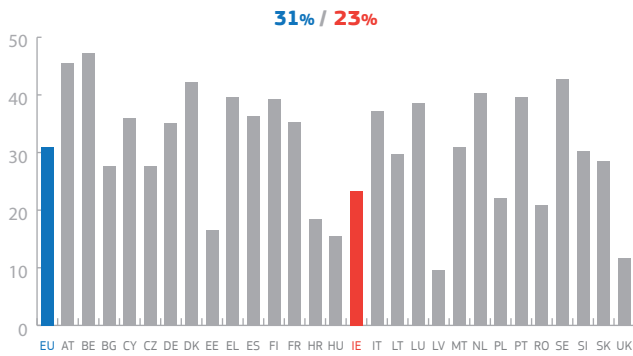
0% 20% 40% 60%



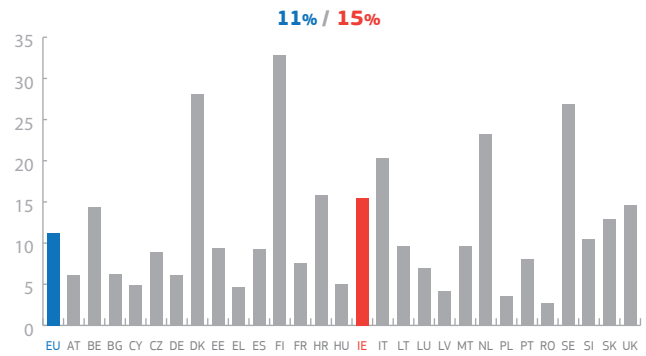
## BUSINESSES USING ICT

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



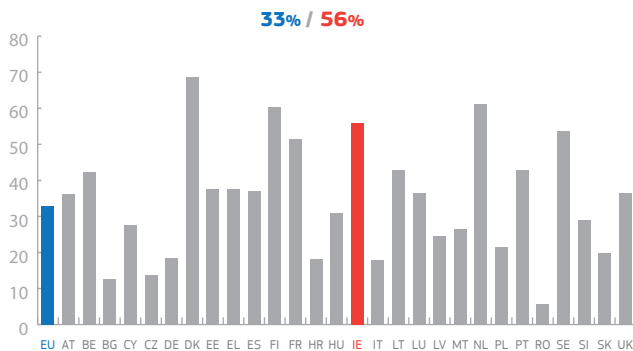
Businesses that purchase cloud computing services, to host the enterprise's database or for accounting software applications for example



## PUBLIC SERVICES

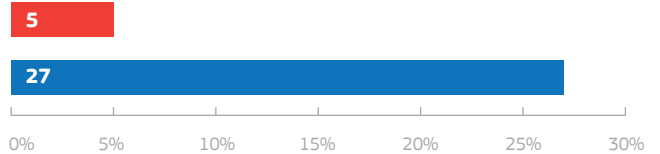
IE EU

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)  
Score (0 to 100)

