



# #DigitalSingleMarket



## Digital Single Market – country sheet



**MT**

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:

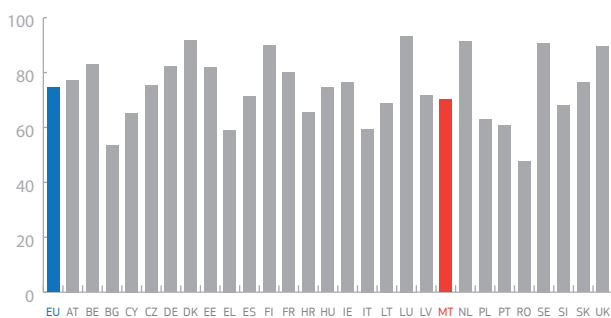
1. Better access for consumers and businesses to digital goods and services across Europe
2. Creating the right conditions for digital networks and services to flourish
3. Maximising the growth potential of the Digital Economy

### KEY FACTS AND FIGURES

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

##### CONSUMERS

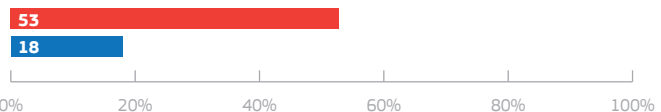
Using the Internet **75% / 70%**



To shop online  
% of Internet users

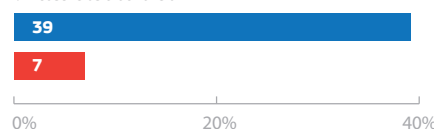


To shop online cross-border  
% of Internet users

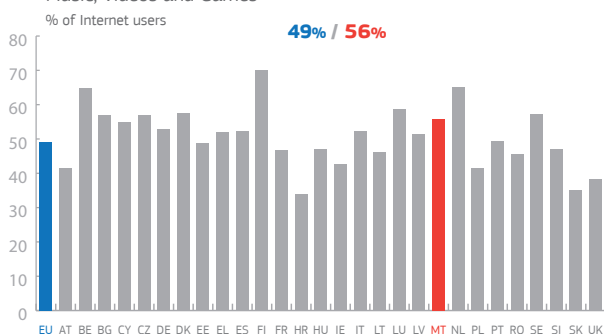


To access audiovisual content

Video on Demand  
% households that have a TV



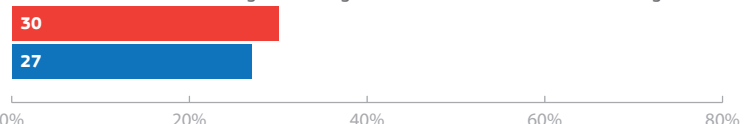
To access audiovisual content  
Music, Videos and Games  
% of Internet users



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



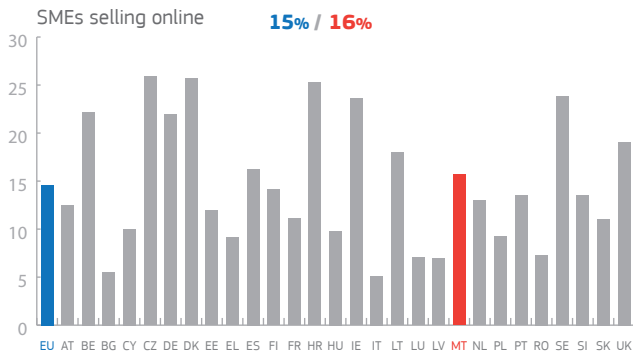
Citizens interested in watching or listening to content from home when travelling abroad



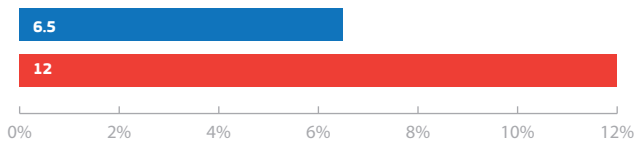


## BUSINESSES

MT EU



SMEs selling online cross-border



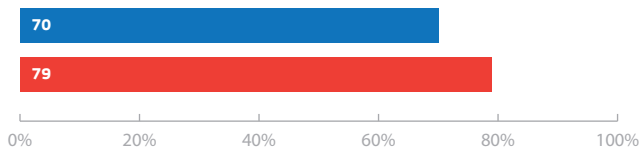
## 2. Creating the right conditions for digital networks and services to flourish



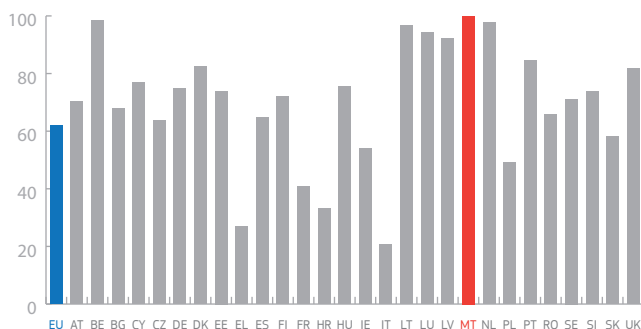
## CONNECTIVITY

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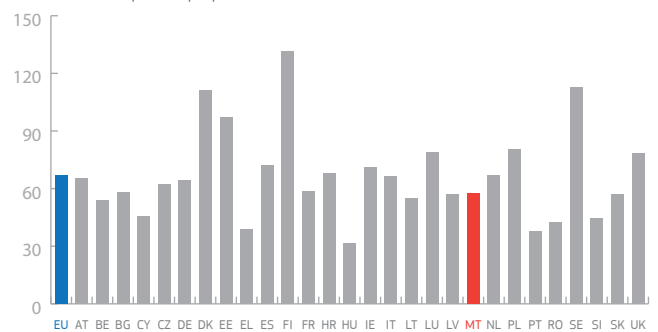
Fixed Broadband Take-up  
% households



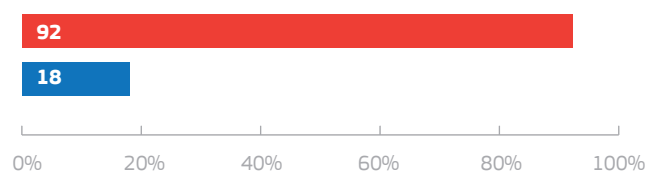
Fast Broadband (Next-Generation Access) Coverage  
% households, out of all households



Mobile Broadband Take-up  
Subscribers per 100 people



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





## TRUST AND SECURITY

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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% 10% 20% 30% 40% 50%

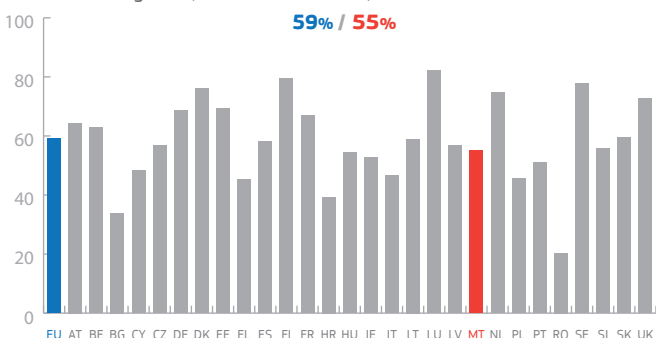
### 3. Maximising the growth potential of the Digital Economy



## DIGITAL SKILLS AND JOBS

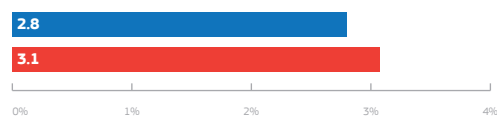
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Basic Digital Skills - People able to send emails, use editing tools, install new devices, etc.



ICT Specialists

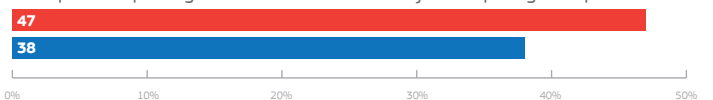
% employed individuals



People who have never used the Internet



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



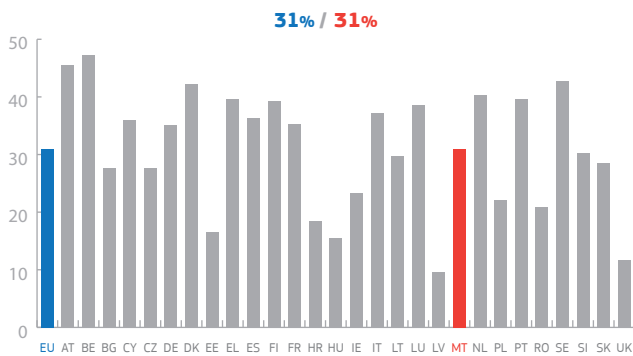
0% 10% 20% 30% 40% 50%



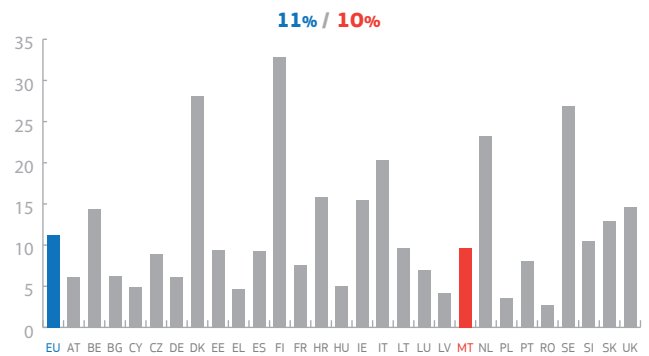
## BUSINESSES USING ICT

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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)



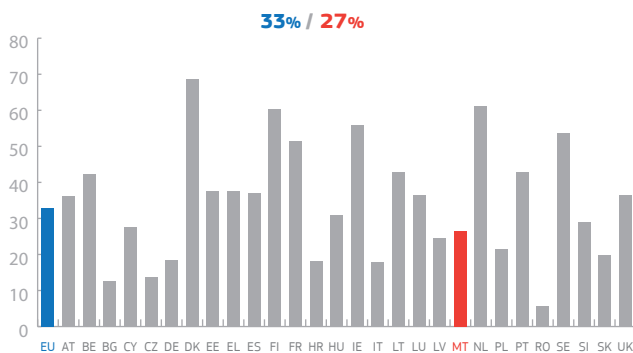
Businesses that purchase cloud computing services, to host the enterprise's database or for accounting software applications for example



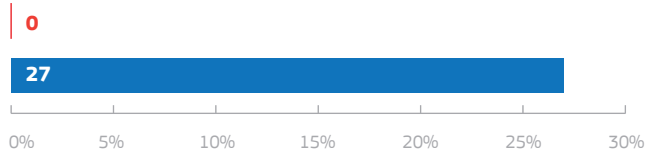
## PUBLIC SERVICES

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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)

