#DigitalSingleMarket

Digital Single Market – country sheet RO

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
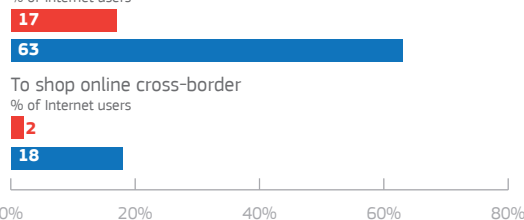
KEY FACTS AND FIGURES

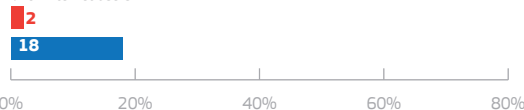1. Better access for consumers and businesses to digital goods and services across Europe
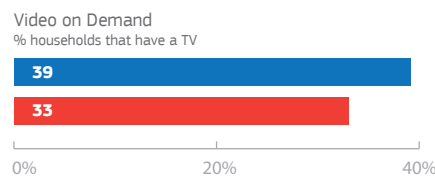
CONSUMERS

RO   EU

Using the Internet **75%** / **48%**
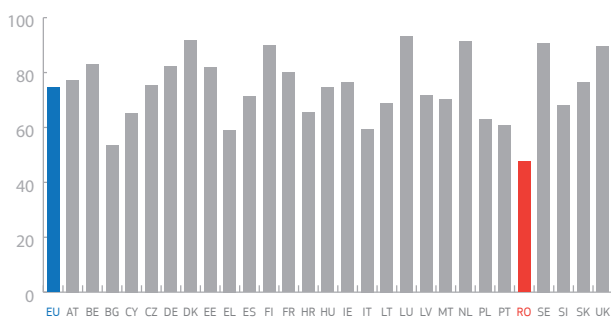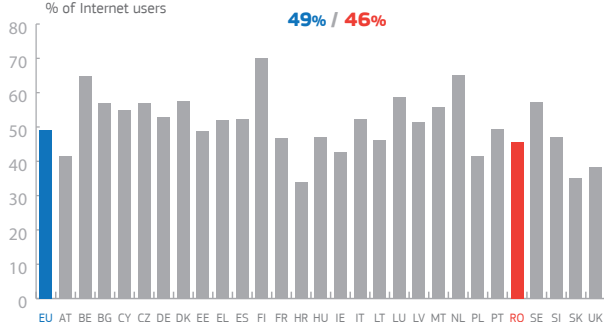

To shop online
% of Internet users
17
63

To shop online cross-border
% of Internet users
2
18

To access audiovisual content

Video on Demand
% households that have a TV
39
33

Citizens interested in receiving content from other EU countries when at home
23
19

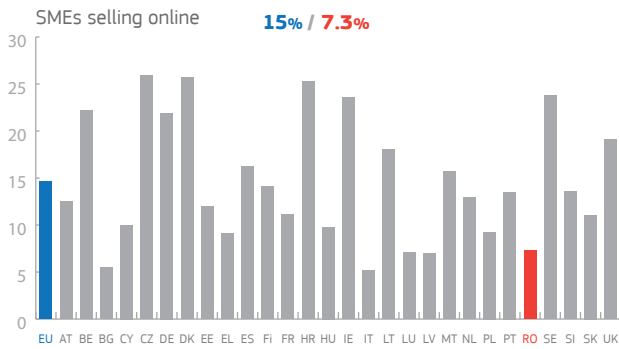Citizens interested in watching or listening to content from home when travelling abroad
35
27

To access audiovisual content
Music, Videos and Games
% of Internet users
49% / **46%**

BUSINESSES

RO ■ EU ■

outer pie: EU
inner pie: RO

SMEs selling online **15% / 7.3%**

SMEs selling online cross-border
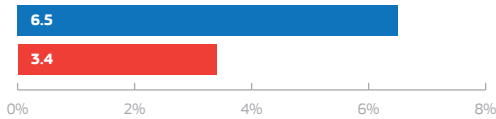
6.5	(EU)
3.4	(RO)

Problems for selling online:

Delivery costs are too high

57%
49%
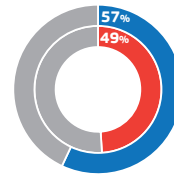
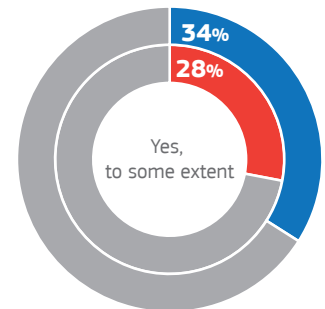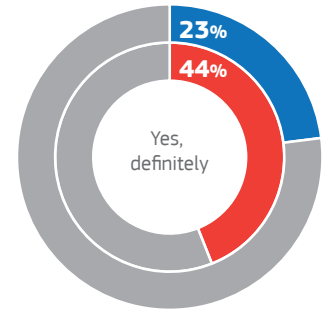**Guarantees and returns too expensive**

55%
46%
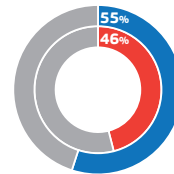
Don't know the rules to be followed

54%
44%
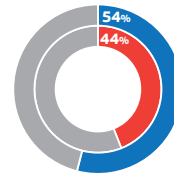
If eCommerce rules were the same throughout the EU....

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

23%
44%

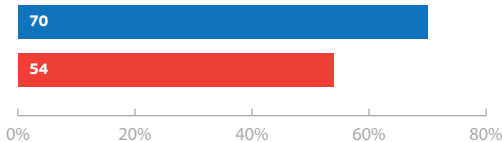Yes, definitely

34%
28%

Yes, to some extent

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

CONNECTIVITY

RO ■ EU ■

Fixed Broadband Take-up
% households

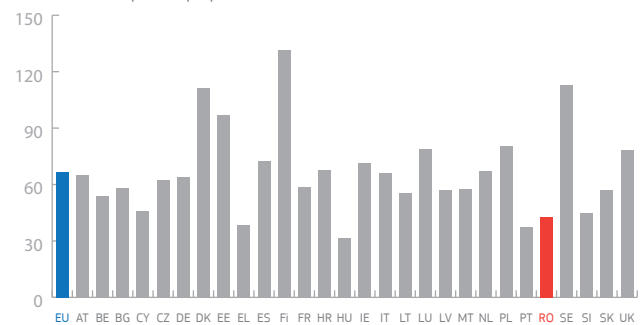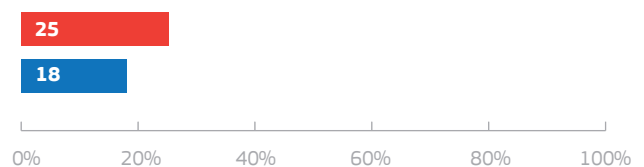|	
70	(EU)
54	(RO)

Fast Broadband (Next-Generation Access) Coverage **62% / 66%**
% households, out of all households
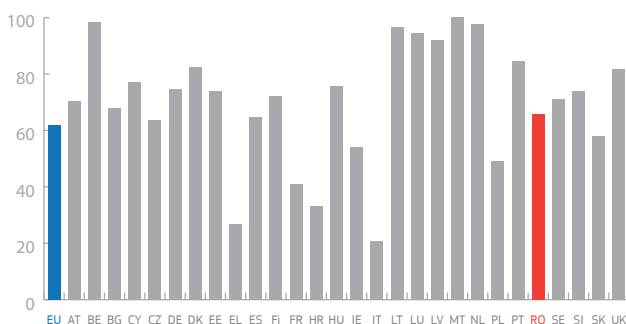
Mobile Broadband Take-up **67% / 43%**
Subscribers per 100 people

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

25	(RO)
18	(EU)

TRUST AND SECURITY

■ RO ■ 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
28
43

You are concerned about the security of online payments
36
42

You prefer conducting the transaction in person e.g. so you can inspect the product yourself or ask a real person about it
35
26

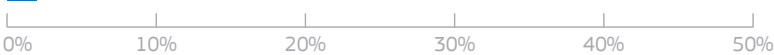You are concerned about not receiving the goods or services that you buy online
22
22

Other
4
3

None
19
18

Don't know
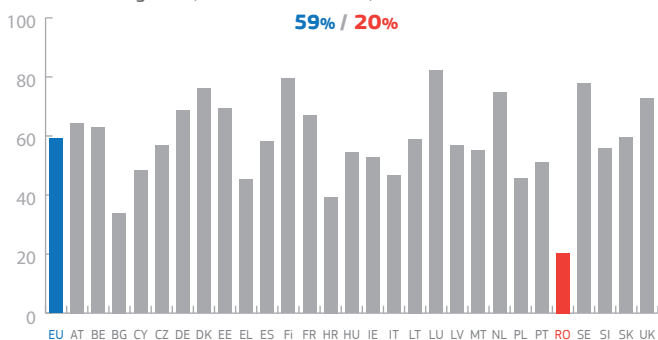**5**
2

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

3. Maximising the growth potential of the Digital Economy

DIGITAL SKILLS AND JOBS

■ RO ■ EU

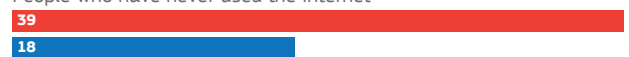Basic Digital Skills – People able to send emails, use editing tools, install new devices, etc.

59% / 20%

100
80
60
40
20
0

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

2.8
1.3

0%   1%   2%   3%
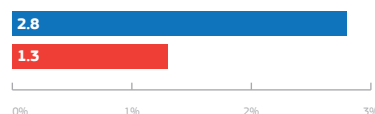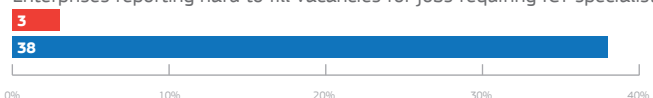
People who have never used the Internet
39
18

Enterprises reporting hard to fill vacancies for jobs requiring ICT specialist skills
3
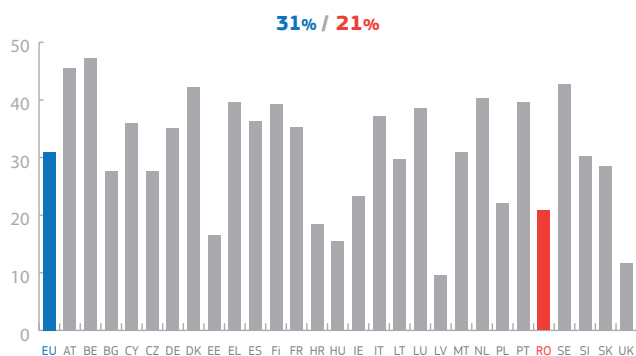**38**

0%   10%   20%   30%   40%

BUSINESSES USING ICT

RO   **EU**

Businesses that use an Enterprise Resource Planning (ERP) software package, to share information between different functional areas (e.g. accounting, planning, production, marketing)
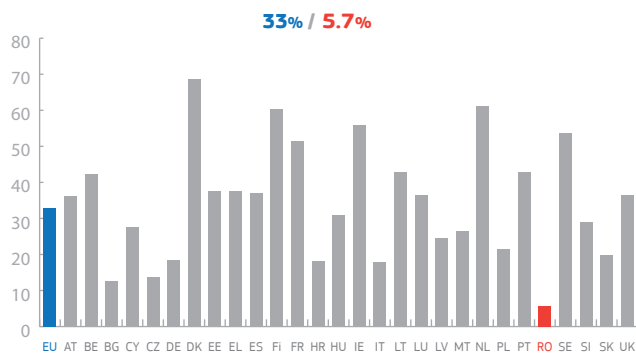
31% / **21%**

Businesses that purchase cloud computing services, to host the enterprise's database or for accounting software applications for example
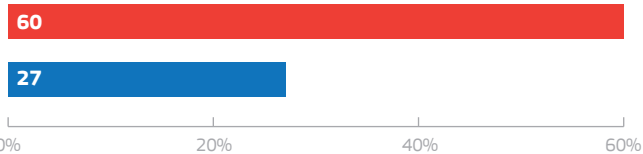
11% / **3%**
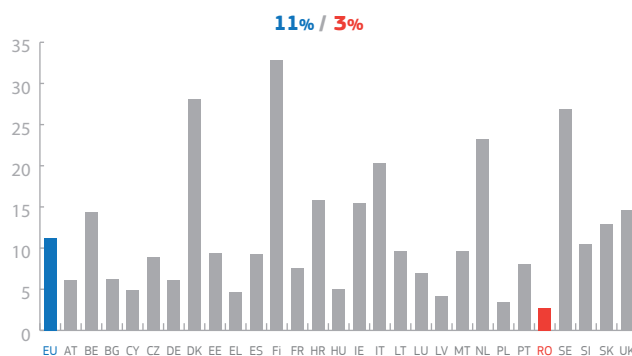
PUBLIC SERVICES

RO   **EU**

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

33% / **5.7%**

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

60
27

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)

6.6
45

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