#DigitalSingleMarket

Digital Single Market – country sheet — DE

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
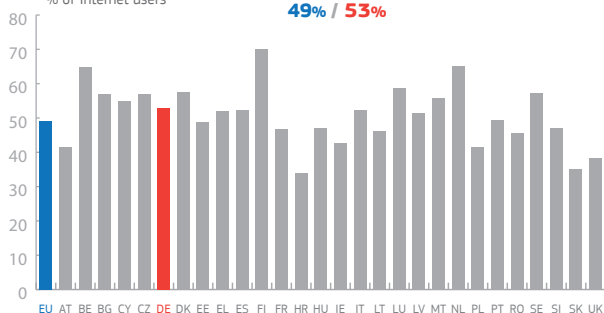
KEY FACTS AND FIGURES

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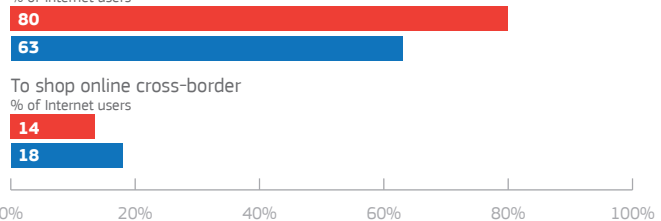
CONSUMERS

DE ■ EU ■

Using the Internet **75%** / **82%**

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

49% / **53%**

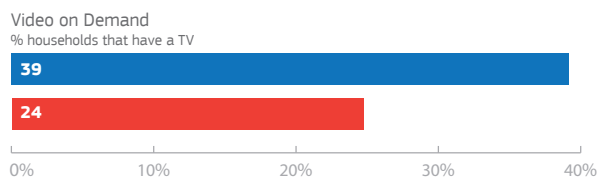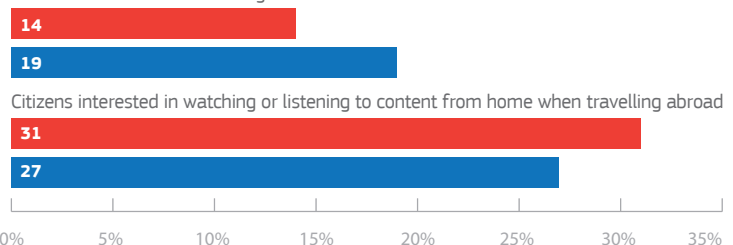To shop online
% of Internet users

| DE | 80 |
| EU | 63 |

To shop online cross-border
% of Internet users

| DE | 14 |
| EU | 18 |

To access audiovisual content

Video on Demand
% households that have a TV

| EU | 39 |
| DE | 24 |

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

| DE | 14 |
| EU | 19 |

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

| DE | 31 |
| EU | 27 |
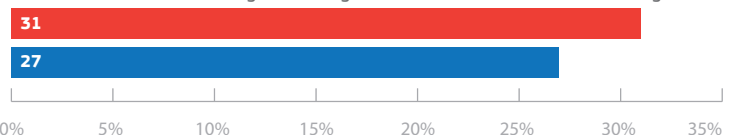
DE Digital Single Market - country sheet

BUSINESSES

DE ▮ EU ▮

SMEs selling online

15% / 22%

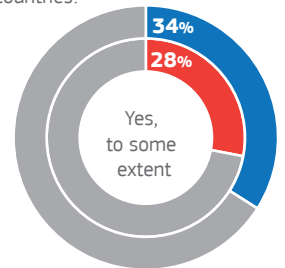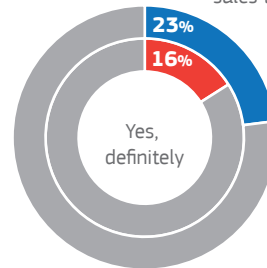| EU | AT | BE | BG | CY | CZ | DE | DK | EE | EL | ES | FI | FR | HR | HU | IE | IT | LT | LU | LV | MT | NL | PL | PT | RO | SE | SI | SK | UK |
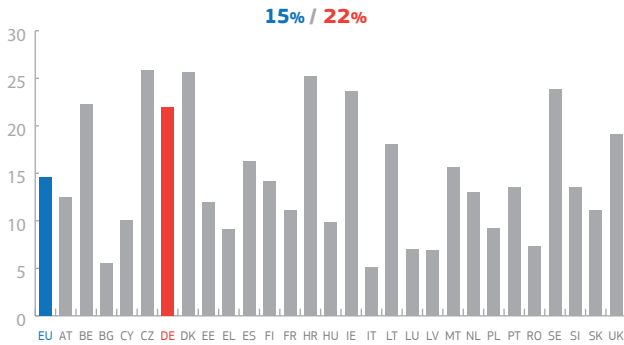
outer pie: EU
inner pie: DE

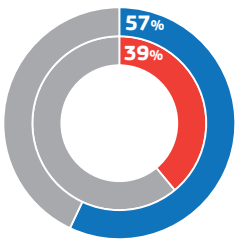### If eCommerce rules were the same throughout the EU....

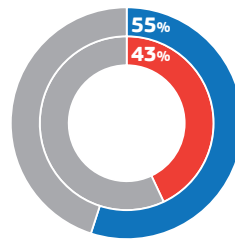**Would you start or increase your online sales to other EU countries?**

Yes, definitely
23%
16%
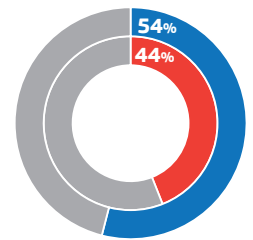
Yes, to some extent
34%
28%

Problems for selling online:

Delivery costs are too high
57%
39%

Guarantees and returns too expensive
55%
43%

Don't know the rules to be followed
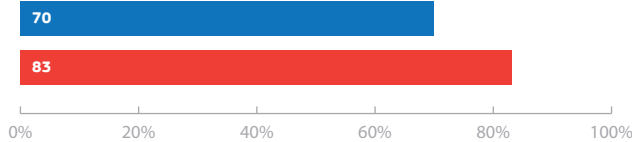54%
44%

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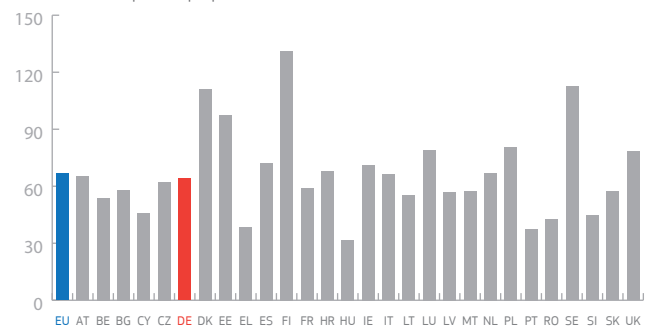
CONNECTIVITY

DE ▮ EU ▮

Fixed Broadband Take-up
% households

EU 70
DE 83

Mobile Broadband Take-up **67% / 64%**
Subscribers per 100 people

| 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 |

Fast Broadband (Next-Generation Access) Coverage **62% / 75%**
% households, out of all households

| 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 |

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

DE 21
EU 18
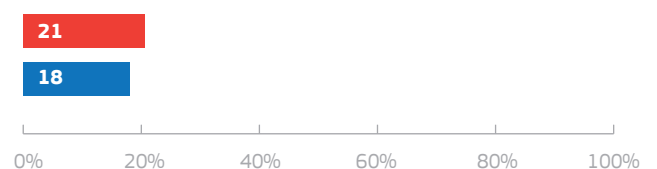
TRUST AND SECURITY

■ DE ■ 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
58
43

You are concerned about the security of online payments
45
42

You prefer conducting the transaction in person e.g. so you can inspect the product yourself or ask a real person about it
21
26

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

Other
2
3

None
17
18

Don't know
2
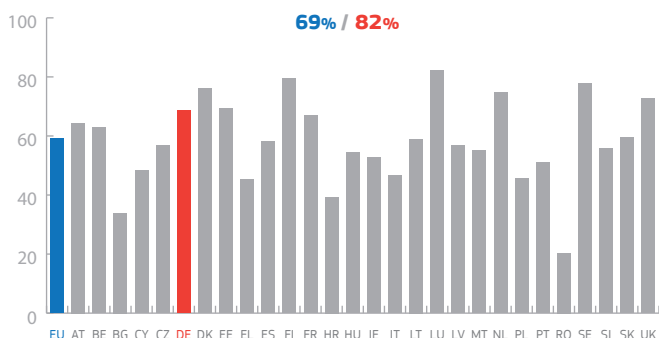**2**

0% 10% 20% 30% 40% 50% 60%

3. Maximising the growth potential of the Digital Economy

DIGITAL SKILLS AND JOBS

■ DE ■ EU

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

69% / 82%

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
3

0% 1% 2% 3% 4% 5%
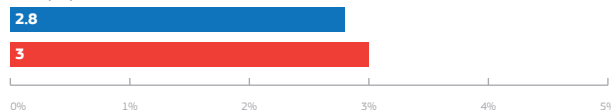
People who have never used the Internet
11
18

Enterprises reporting hard to fill vacancies for jobs requiring ICT specialist skills
49
38

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

DE Digital Single Market – country sheet

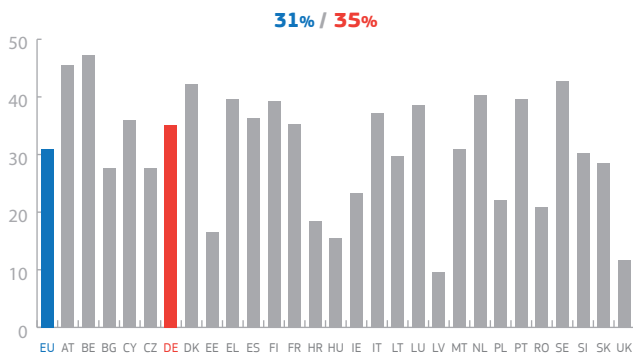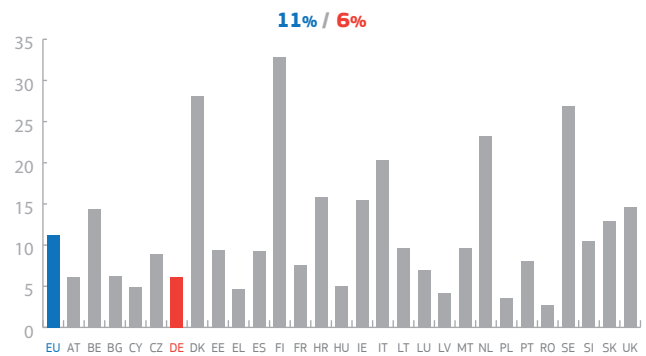## BUSINESSES USING ICT

🟥 DE 🟦 EU

Businesses that use an Enterprise Resource Planning (ERP) software package, to share information between different functional areas (e.g. accounting, planning, production, marketing)
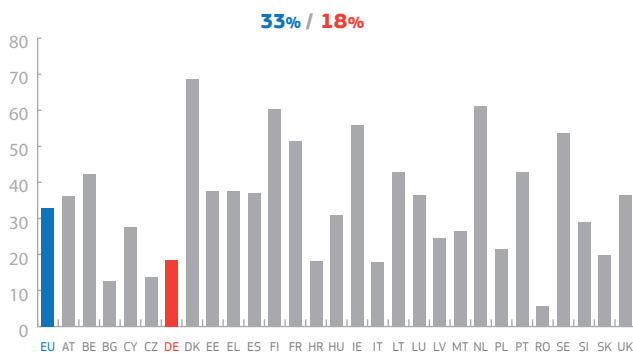
31% / 35%

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

11% / 6%

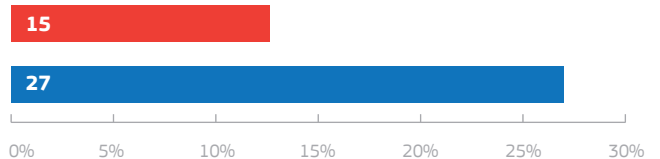
PUBLIC SERVICES

🟥 DE 🟦 EU

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

33% / 18%

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

15	
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)

34	
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/germany