New ICT usage in enterprises. 2018

98.7% have access to the Internet

ENTERPRISES
10 or more employees

51.8% Use Social Media

- Social Networks 95%
- Multimedia content sharing websites 44%
- Blogs or Microblogs E.g. Twitter 39%

22.8% Pay Targeted Advertising

- Webpages’s content or keywords searched 80%
- Tracking of internet users post activities or profile 42%
- Geolocation of internet users 37%

23.2% Buy Cloud Computing

- E-mail 74%
- Storage of files 72%
- Hosting the enterprise’s database 63%

11.2% do Big Data analysis

Data from portable devices...

Source: Survey on ICT usage and e-commerce in enterprises

September 2018