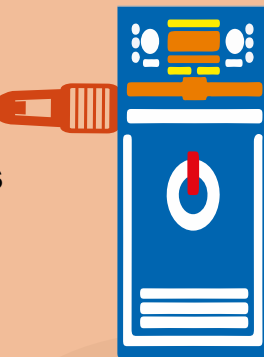


# New ICT usage in enterprises. 2018

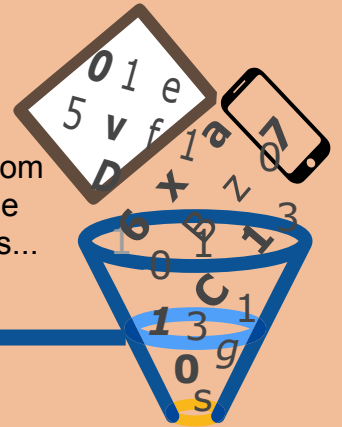


**98.7 %** have access to the Internet



**ENTERPRISES**  
10 or more employees

Data from portable devices...



**11.2%** do Big Data analysis

**51.8%**

Use



**Social Media**

**22.8%**

Pay



**Targeted Advertising**

**23.2%**

Buy



**Cloud Computing**

Social Networks

95%

Multimedia content sharing websites

44%

Blogs o Microblogs  
E.g. Twitter

39%

Webpages's content or keywords searched

80%

Tracking of internet users post activities or profile

42%

Geolocation of internet users

37%

E-mail

74%

Storage of files

72%

Hosting the enterprise's database

63%