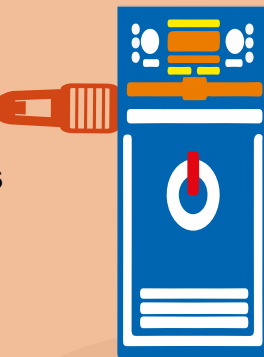


New ICT usage in enterprises

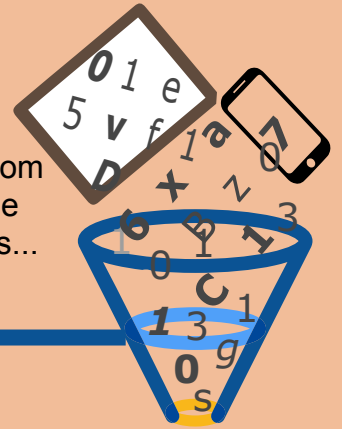


98.7% have access to the Internet



ENTERPRISES
10 or more employees

Data from portable devices...



8.8% do Big Data analysis

49.6%

Use



Social Media

Social Networks

94%

Blogs or Microblogs
E.g. Twitter

41%

Multimedia content sharing websites

44%

21.7%

Pay



Targeted Advertising

Webpages's content or keywords searched

82%

Tracking of internet users' past activities or profile

40%

Geolocation of internet users

35%

24.6%

Buy



Cloud Computing

E-mail

74%

Storage of files

71%

Hosting the enterprise's database(s)

63%