

20 June 2013

**Survey on ICT and Electronic Commerce Use in Companies
Year 2012 – January 2013**

98% of Spanish companies with 10 or more employees have an Internet connection in January 2013. Seven out of 10 have a website.

73.6% of companies with 10 or more employees use mobile broadband, representing an increase of eight points as compared with the previous year.

90.1% of companies interact online with the Public Administrations in 2012.

98.7% of Spanish companies with 10 or more employees had an Internet connection in January 2013. Moreover, the use of computers had expanded to almost the entirety of these companies (98.9%). In turn, 85.4% had a Local Area Network (LAN) installed, and 55.6% had a Wireless Local Area Network

94.7% of companies were set up with mobile phones.

On the other hand, 71.6% of companies with Internet access had a website. In those with 250 or more employees, this percentage reached 93.8%.

Use of ICT infrastructures by company size

Percentage over the total number of companies with 10 or more employees

January 2013	Number of employees			
	TOTAL	10 to 49	50 to 249	250 or more
% of companies with				
-Computers	98.9	98.8	99.3	99.9
-Local Area Network	85.4	83.7	95.2	98.0
-Wireless Local Area Network	55.6	52.6	71.9	79.4
-Internet connection	98.0	97.8	99.1	99.9
-Mobile telephony	94.7	94.1	97.8	99.5
-Other technologies (for example, GPS, TPV, etc.)	35.3	34.6	38.7	42.9
% of companies with an Internet connection and website ⁽¹⁾	71.6	68.6	87.8	93.8
% of companies that provide their employees with portable devices that allow a mobile connection to the Internet for business purposes ⁽¹⁾	51.5	46.8	76.3	91.3

⁽¹⁾Percentage over the total number of companies with an Internet connection

27.0% of companies had employees who regularly worked off-site (at least a half-day each week), and who connected to their ICT systems via external telematic networks. This figure represented 23.6% increase as compared with that registered one year prior.

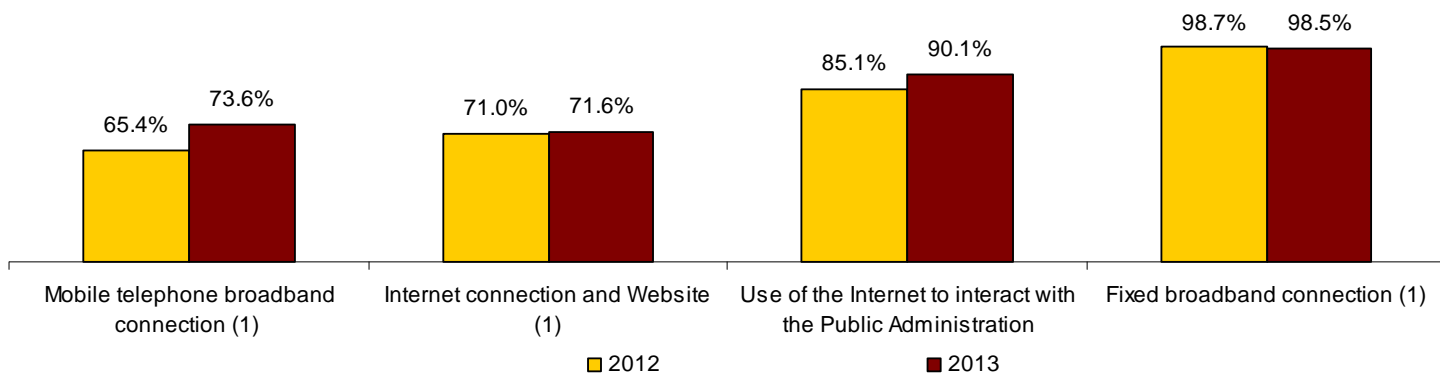
51.5% of companies issued their employees with portable devices, enabling connection to the internet for company use. 38,3% of these were laptop computers, and 47,3% were *smartphones* or *PDA phones*.

Evolution of ICT use in companies with more than 10 employees

ICT use in companies with fewer than 10 employees increased in a generalised way between January 2012 and January 2013.

Mobile Broadband experienced the greatest increase, rising from 65.4% in January 2012 to 73.6% in January 2013.

Also worth noting was the variation in Internet use for interacting with Public Administrations, rising from 85.1% in January 2012 to 90.1% in January 2013.



(1) Percentage over the total number of companies with an Internet connection

(1) Types of Internet connection

99.5% of Spanish companies with 10 or more employees with an Internet connection accessed it via a broadband solution (fixed or mobile). The technologies used the most were access via DSL solutions (93.6%) and mobile broadband access (3G), which reached 73.6%.

Companies with an Internet connection, by type of connection

Percentage over the total number of companies with 10 or more employees and an Internet connection

January 2013	Number of employees			
	TOTAL	10 to 49	50 to 249	250 or more
Traditional modem or RDSI	10.2	10.1	10.0	13.1
Broadband (fixed or mobile)	99.5	99.5	99.9	100.0
Fixed broadband connection	98.5	98.3	99.5	99.7
-DSL (ADSL,SDSL,...)	93.6	93.8	92.3	92.2
-Networks Cable and fiber optic (FTTH)	21.5	18.1	36.8	62.9
-Other fixed connections (Cable, LMDS, etc.)	7.0	5.4	12.6	32.7
Mobile telephone broadband connection:	73.6	71.0	87.5	96.0
-By means of 3G modem	53.8	49.9	73.8	88.8
-By means of Mobile 3G	68.6	65.9	82.8	92.0
Other mobile connections (GPRS, EDGE, etc.)	24.5	21.4	38.9	57.8

Website availability and use

The main services offered by companies with 10 or more employees via their website were *company introduction* (93.6%), *privacy policy statement or certification related to website security* (63.2%) and *access to catalogues and price lists* (56.4%).

Services available on the website

Percentage over the total number of companies with 10 or more employees and an Internet connection

January 2013	
Company introduction	93.6
Privacy policy statement or certification related to website security	63.2
Access to product catalogues or price lists	56.4
Posting vacancies or receiving online job applications	21.9
Ordering or booking online	15.2
Online order tracking	11.0
Online payments	9.1
Website customisation for regular users	7.3
Possibility of customers customising or designing products	6.8

Almost three out of four companies used digital signatures in some communication with external agents. Of these, 98.6% used them in dealing with the Public Administration, and 21.3% to do so with suppliers and clients.

In the year 2012, 90.1% of companies interacted with the Public Administrations via the Internet. The main objectives were to obtain information from the websites of the Public Administrations (77.6%), to download forms (75.5%), and full electronic *management* (72.5%).

Use of *social media* by companies with 10 or more employees

In January 2013 the social media most used by companies for work purpose were *social networks* (Facebook, LinkedIn, Tuenti, Google+, Viadeo, Yammer, ...), representing 29.1%.

They were followed by *websites that share multimedia content* (Youtube, Flickr, Picassa, SlideShare, Instagram etc.), representing 15.3%, and *company blogs or microblogs* (Twitter, Present-ly, Blogger, Typepad etc.), representing 13.9%.

The social media least used were *tools for sharing knowledge, based on Wiki* (website whose pages may be edited by multiple volunteers via a web browser), representing 5.3%.

The main uses of social media were geared towards *marketing, advertising and image management* (23.2%) and as a *user information channel* (18.8%).

Out of the total number of companies, 50.3% stated that they did not use any social media, or only used them to place paid advertisements.

Use of Cloud Computing solutions by companies with 10 or more employees

At the beginning of 2013, 19.8% of companies used *Cloud Computing* solutions. Those used the most were *information storage* (86.9%), *creation of backups* (53.8%) and use of *cloud software* (50.8%).

61.1% of companies that did not use this cloud computing technological model stated that they did not do so *since it was not necessary for developing their business*. 53.6% stated that *their knowledge of this type of technology was not very advanced*.

ICT use by Autonomous Community

Companies with 10 or more employees whose headquarters are situated in País Vasco, Cataluña and Madrid presented the greatest intensities in their use of ICT in January 2013 (*).

Conversely, those companies in Autonomous Cities of Ceuta and Melilla and those companies in the Autonomous Communities of Extremadura and Canarias had the lowest percentages of use of information technologies.

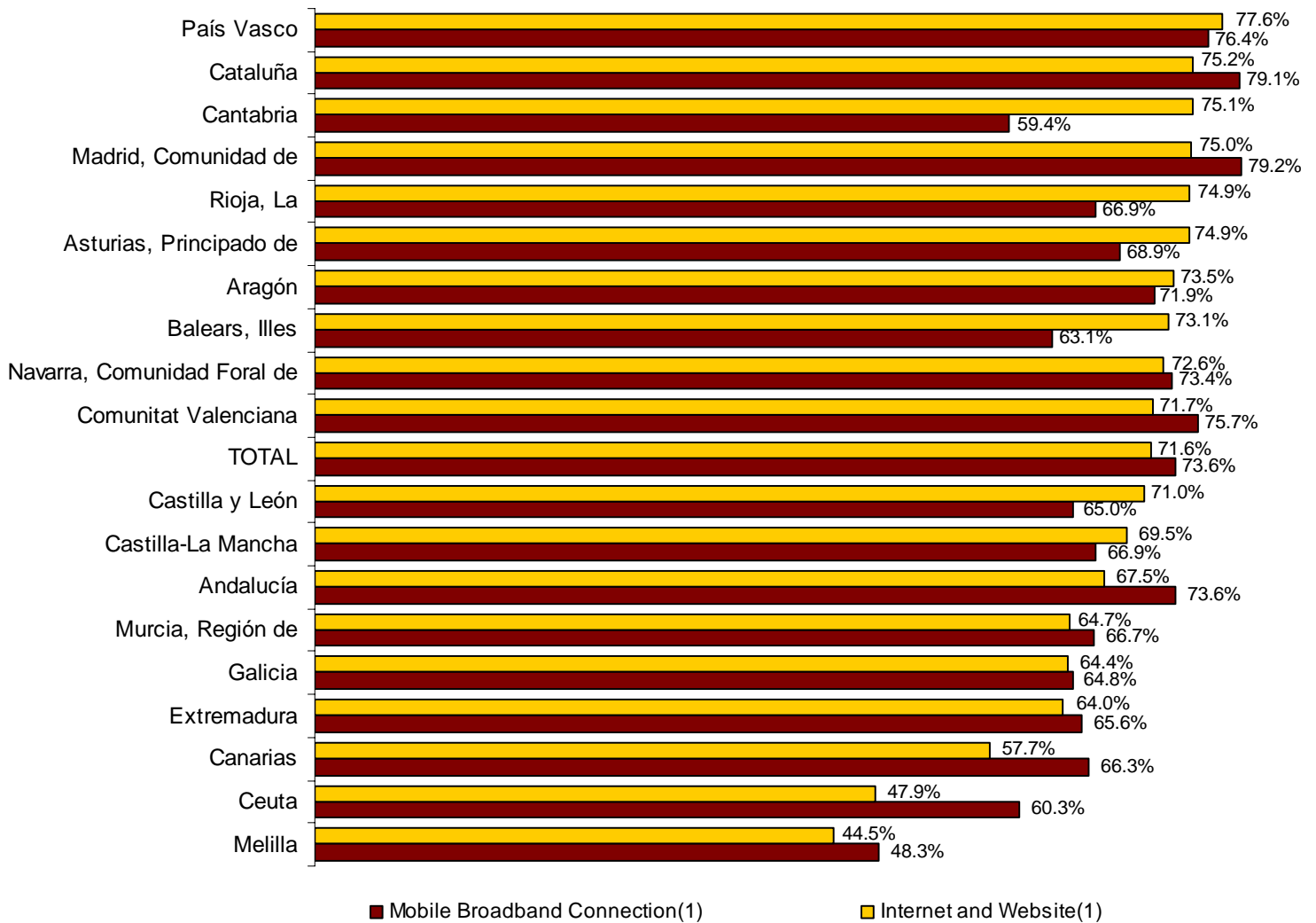
()The intensities in the use of Information and Communication Technologies refer to the following indicators: Internet connection, Website, Mobile broadband, and interaction with the Public Administrations.*

Use of ICT by Autonomous Community and Autonomous City in which the company is headquartered

January 2013	Internet Connection	Internet and Website ⁽¹⁾	Mobile Broadband Connection ⁽¹⁾	Interaction with the Public Administration ⁽¹⁾
TOTAL	98.0	71.6	73.6	90.1
Andalucía	98.5	67.5	73.6	91.0
Aragón	97.6	73.5	71.9	89.8
Asturias, Principado de	98.7	74.9	68.9	88.0
Balears, Illes	98.7	73.1	63.1	85.7
Canarias	97.3	57.7	66.3	86.0
Cantabria	96.4	75.1	59.4	86.1
Castilla y León	97.1	71.0	65.0	93.0
Castilla-La Mancha	95.5	69.5	66.9	89.9
Cataluña	98.3	75.2	79.1	91.4
Comunitat Valenciana	98.7	71.7	75.7	90.3
Extremadura	96.2	64.0	65.6	82.8
Galicia	98.2	64.4	64.8	88.4
Madrid, Comunidad de	98.1	75.0	79.2	91.6
Murcia, Región de	98.8	64.7	66.7	91.3
Navarra, Comunidad Foral de	98.4	72.6	73.4	89.2
País Vasco	96.8	77.6	76.4	86.2
Rioja, La	97.3	74.9	66.9	94.7
Ceuta	97.3	47.9	60.3	95.6
Melilla	95.3	44.5	48.3	77.8

(1) Percentage over the total number of companies with an Internet connection

Use of Internet, Website and Mobile broadband by Autonomous Community and Autonomous City in which the company is headquartered



E-commerce

Sales via e-commerce by companies with 10 or more employees

14.4% of companies with 10 or more employees carried out sales via electronic commerce in the year 2012. The branches of activity with the highest percentages of companies that carried out sales via e-commerce were the following: "Accommodation services" (77.6%), "Food; beverages; tobacco; textile; clothing; leather and footwear; wood and cork; paper; graphic arts and reproduction of recorded media" (21.9%) and "Retail trade" (21.3%)

Turnover generated by these sales reached 183,109.7 million euros, 2.4% less than in 2011.

Sales via e-commerce represented 14% of the total sales made by companies with 10 or more employees, as compared with 13.7% from the previous year.

89.9% of the sales by e-commerce were to companies (*Business to Business*, B2B). The percentage of sales to final consumers (*Business to Consumer*, B2C) was 8.1%. Lastly, sales to the Public Administrations (*Business to Government*, B2G) representing the remaining 2.0%.

Purchases via e-commerce by companies with 10 or more employees

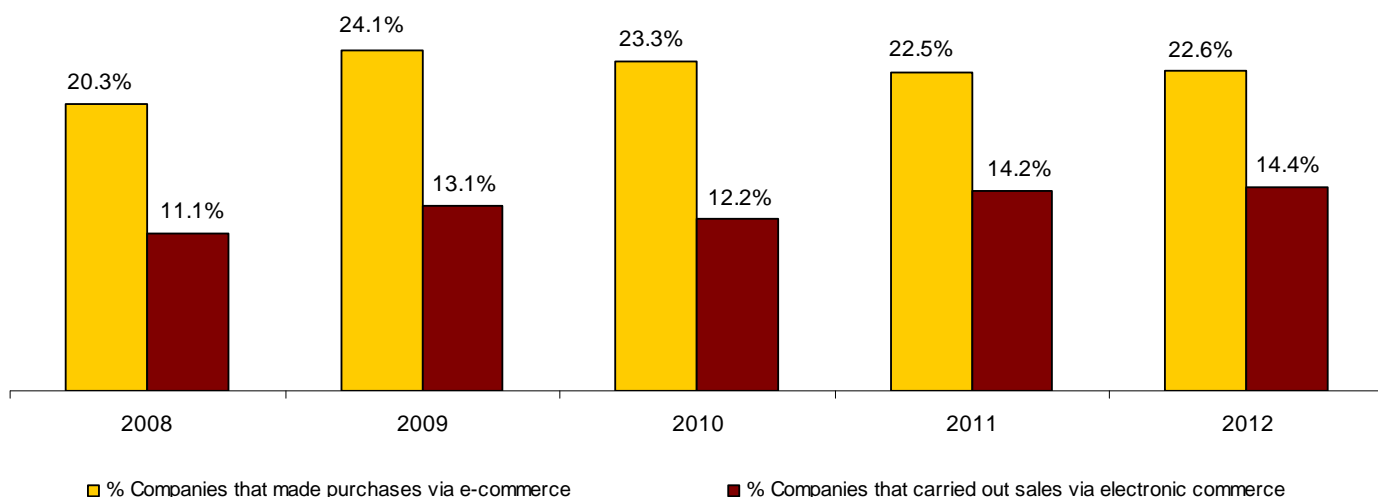
22.6% of companies with 10 or more employees made purchases via e-commerce during the year 2012. The total volume of orders of goods and services made via e-commerce reached 182,946.9 million euros, 0.2% less than in 2011.

The branches of activity with the highest percentages of companies that made purchases via e-commerce were the *ICT Sector* (56.1%) and *Information and communications* (54.4%).

Purchases via e-commerce represented 20.3% of the total purchases of companies with 10 or more employees, as compared with 19.1% the previous year.

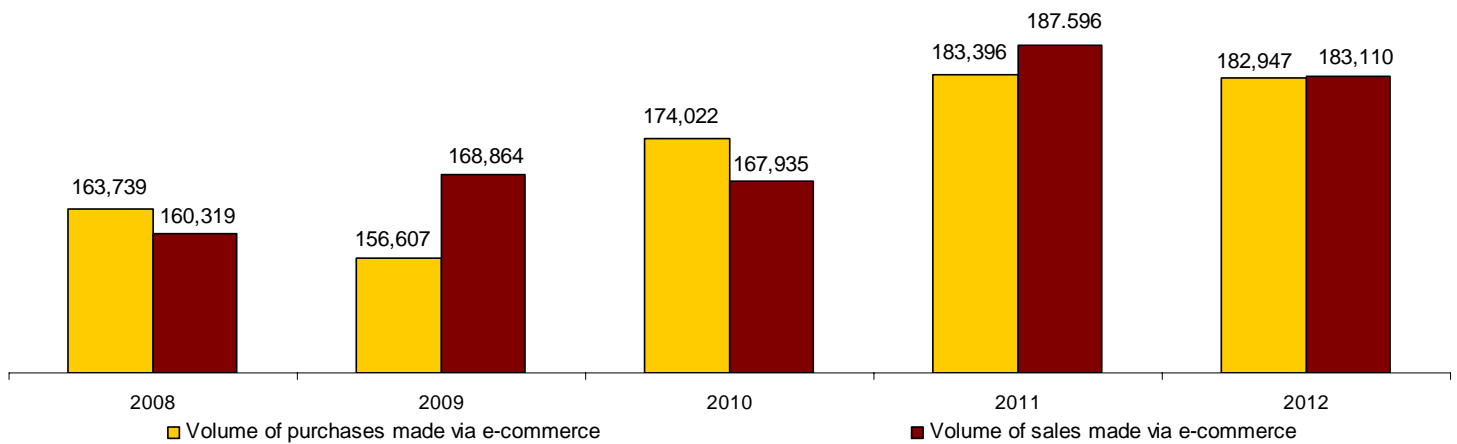
Performance of the percentage of companies with 10 or more employees that carried out electronic commerce (2008-2012)

Percentages calculated over the total number of companies

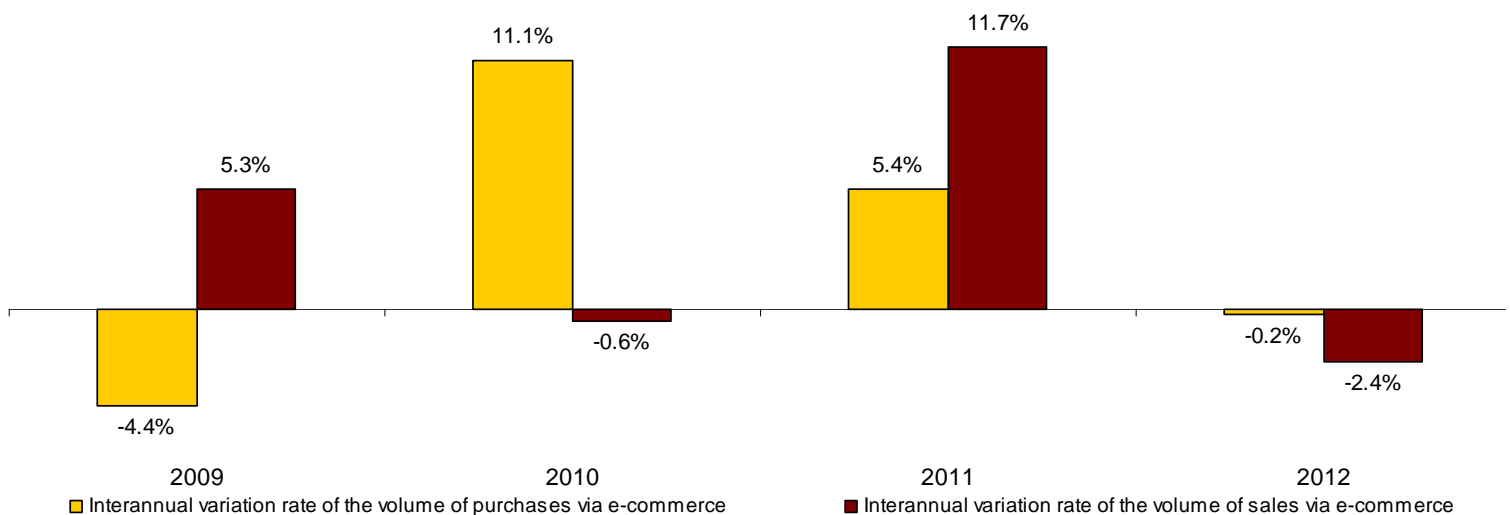


Performance of the volume of purchases and sales made via e-commerce by companies with 10 or more employees (2008-2012)

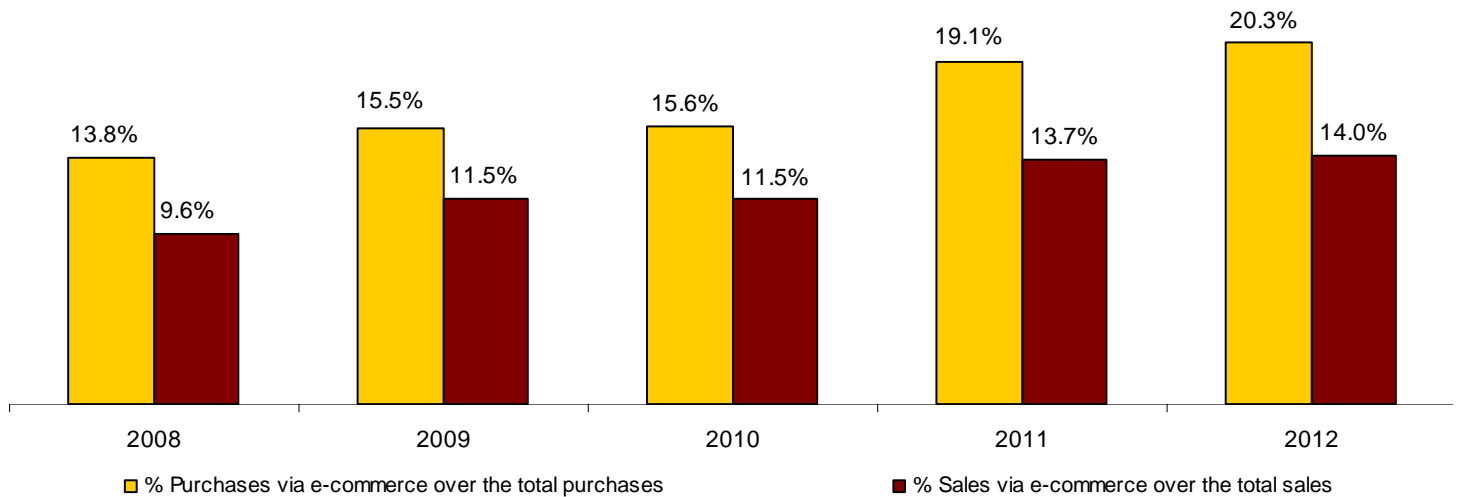
Millions of euros



Performance of the interannual variation rate of the volume of purchases and of the volume of sales carried out via e-commerce by companies with 10 or more employees (2009-2012)



Performance of the percentage of purchases and sales via e-commerce over the total sales and purchases by companies with 10 or more employees (2008-2012)



ICT use in companies with fewer than 10 employees

71.6% of companies with fewer than 10 employees had computers, and 24% had a Local Area Network (LAN) installed, according to the data in January 2013.

65.7% of micro-companies had Internet access, and 98.5% of them used some broadband access solution.

Regarding communications, 74.6% of companies with fewer than 10 employees used mobile phones and 21.4% used other technologies (GPS, POS terminal, etc.).

29.3% of companies with Internet access had a website. One year prior, this percentage was 28.6%.

ICT infrastructures of companies with fewer than 10 employees

Percentage of total enterprises with fewer than 10 employees

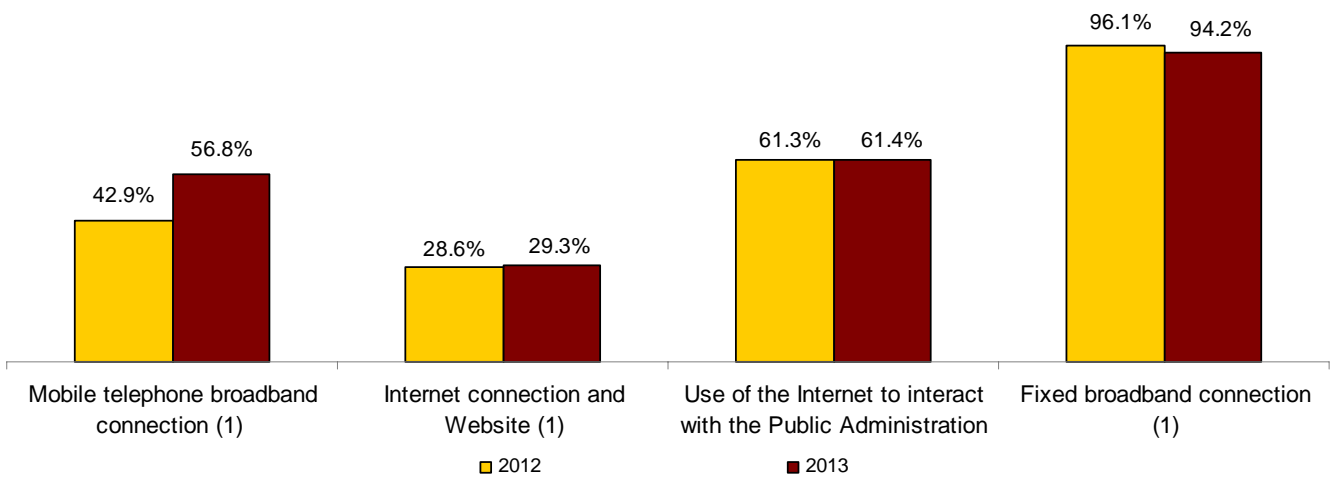
	<u>January 2012</u>	<u>January 2013</u>
% of companies with:		
- Computers	71.3	71.6
- Local Area Network	26.2	24.0
- Wireless Local Area Network	17.4	16.4
- Internet connection	65.2	65.7
- Broadband Internet connection (fixed or mobile) ⁽¹⁾	99.0	98.5
Mobile telephony	72.4	74.6
Other technologies (GPS, POS terminal, etc.)	20.2	21.4
% of companies with an Internet connection and website ⁽¹⁾	28.6	29.3

⁽¹⁾ Percentage over the total number of companies with fewer than 10 employees and an Internet connection

Evolution of ICT use in companies with fewer than 10 employees

ICT use had also increased in general in companies with fewer than 10 employees since the year 2010.

Mobile broadband access experienced the most significant increase, from 42.9% in January 2012 to 56.8% in January 2013.



(1) Percentage over the total number of companies with an Internet connection

Methodological annex

The survey on the Use of Information and Communication Technologies (ICT) and Electronic Commerce in Companies is integrated in the statistics plans of the European Union designed to quantify the Information Society. It is governed by European Parliament and Council Regulation No. 808/2004, for carrying out statistics regarding the Information Society. The purpose of this statistical operation is to obtain the information necessary to measure the use of ICTs and Electronic Commerce by companies in the Member States, and thus provide a response to the i2010 comparative indicators as regards the business sector.

The Survey has been conducted by the National Statistics Institute (INE), in cooperation with the Statistics Institute of Navarra (IEN) within the territorial scope of Comunidad Foral de Navarra. Likewise, the INE has signed a partnership agreement with the Fundación Centro Tecnológico de la Información y Comunicación (Information and Communication Technologies Foundation Centre - CTIC) in Principado de Asturias and an agreement with the National Foundation Centre Reference for the Application of those Information and Communication Technologies based on Open Sources (CENATIC).

Moreover, there is another partnership agreement with the Ministry of Industry, Tourism and Trade, through Public Business Entity Red.es, for the statistical measurement of the penetration of ICTs and Electronic Commerce in the Spanish business network.

Following the methodological recommendations of the Statistical Office of the European Communities (Eurostat), the Survey considers a dual time scope; the variables regarding ICT use refer to January 2013, whereas the reference period for the general information on the company, electronic commerce and ICT training is the year 2012.

This study has targeted 15,423 companies with 10 or more employees, and 10,667 companies with fewer than 10 employees, located in Spain and belonging to sections C, D, E, F, G, H, I, J, L, M, N and group 95.1, according to the National Classification of Economic Activities (CNAE-2009).

The sample was designed to offer results by branch of economic activity and by Autonomous Community.

As regards Electronic Commerce, any transaction carried out through telematic networks is considered to be as such. Goods and services are procured via these networks, but the payment or dispatch of the good or service may be performed using this channel or others.