Не только инфраструктура

Минск, 18 июня 2010
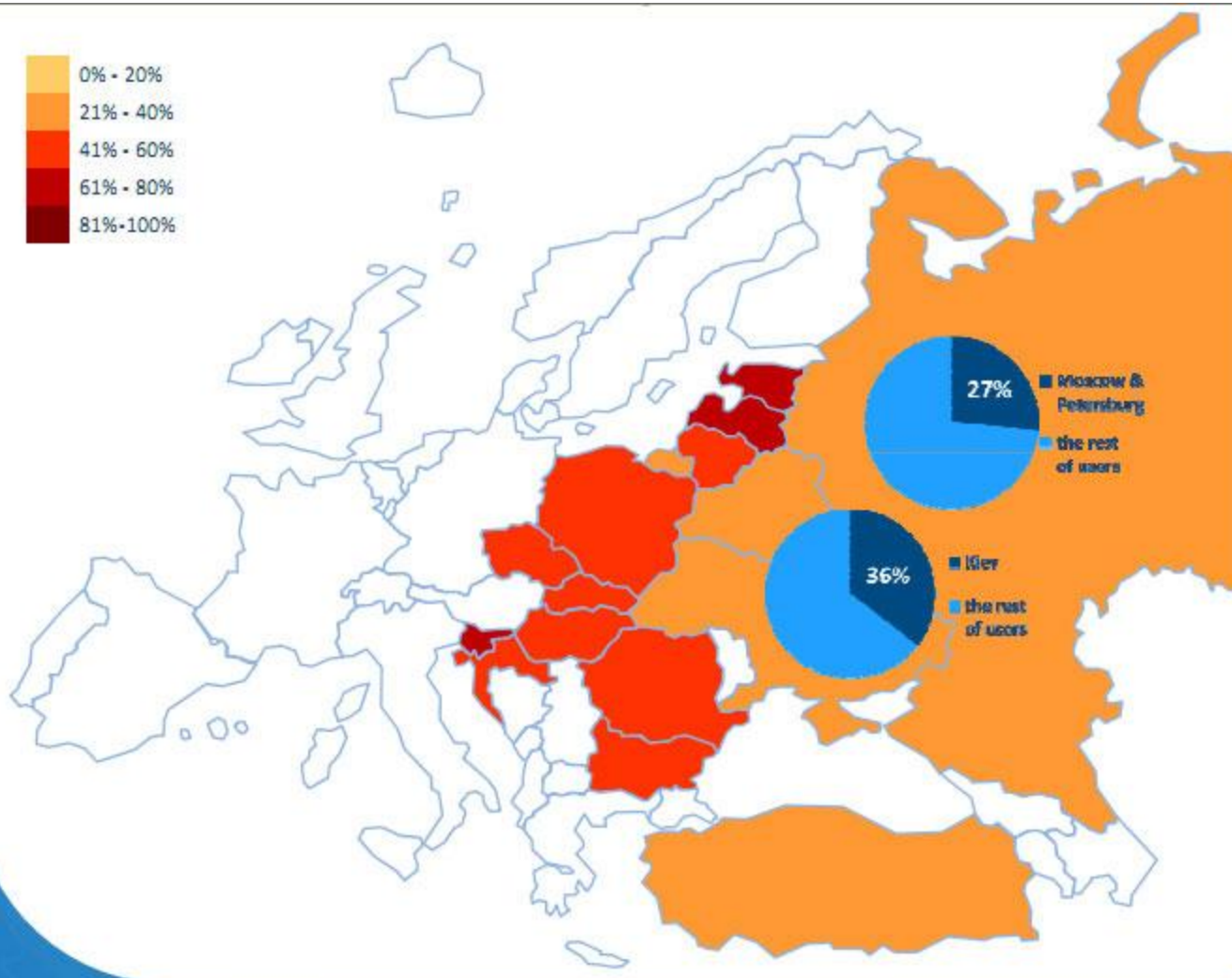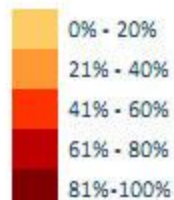
Уровень проникновения интернета в СЕЕ

	internet penetration 2010
Estonia	71%
Latvia	65%
Slovenia	62%
Czech Republic	58%
Lithuania	57%
Poland	50%
Bulgaria	50%
Hungary	49%
Slovakia	49%
Croatia	48%
Romania	41%
Turkey	37%
Russia	36%
Belarus	35%
Ukraine	21%

0% - 20%
21% - 40%
41% - 60%
61% - 80%
81% - 100%

- **small markets**
  – quick expansion of internet infrastructure

Internet CEE

27% Moscow & Petersburg
the rest of users
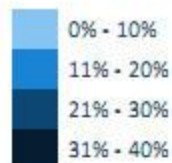
36% Kiev
the rest of users

Source of data: Gemius – January 2010 [Belarus – March 2010; age groups – CEE: 15+; Russia: 18+; Romania: 14+; Lithuania: 15-74]

Уровень проникновения ШПД в СЕЕ

	BB penetration
Croatia	36%
Estonia	26%
Slovenia	22%
Turkey	~20%
Lithuania	18%
Czech Rep.	18%
Latvia	18%
Russia	18%
Hungary	17%
Slovakia	14%
Poland	13%
Romania	12%
Bulgaria	12%
Ukraine	11%
Belarus	9%

0% - 10%
11% - 20%
21% - 30%
31% - 40%
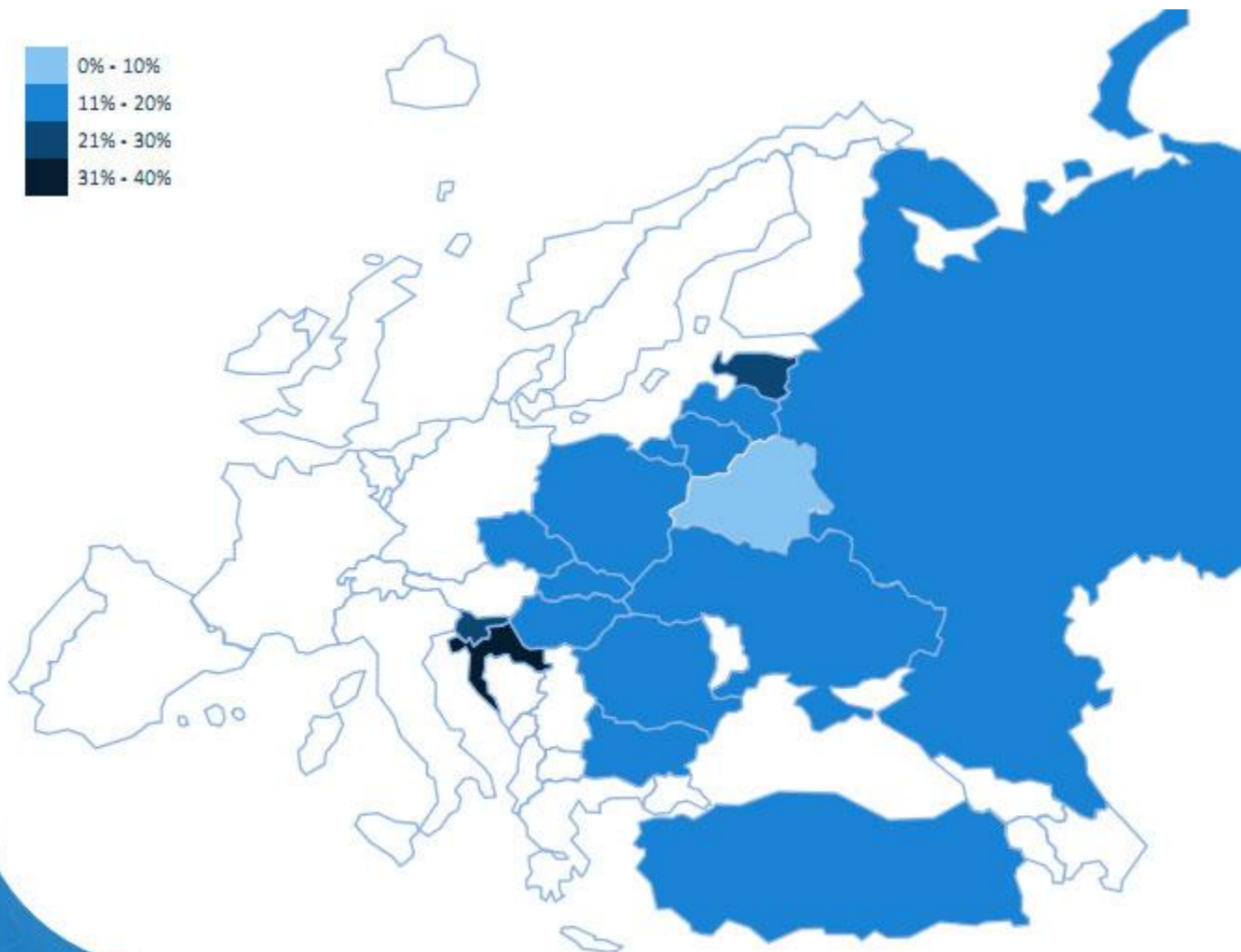
Internet CEE

Количество онлайн рекламных денег в CEE

■ **Russians, Poles** and **Czechs** spend the biggest amount of money on internet advertising

■ **Slovakia** opens the group of small markets

Internet CEE

# Количество денег на интернет-пользователя в СЕЕ

- within the ranking of online adspends per user, the **Czech Republic** is the **undisputed leader**

- **the least** money per average user last year was spent in **Belarus (1€)**

Internet CEE

Source of data: TNS Gallup; BG Piero & Argent; SPIR (Admonitor); TNS Emor; Gemius estimations; IAB Romania and PricewaterhouseCoopers Romania; TNSMI; Ira.lv; Ukrainian Advertisement Coalition; IAB Poland and PricewaterhouseCoopers Poland; AKAR; aimsr.sk; marketing.by – 2009

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OECD: ШПД и интерактивные услуги для граждан
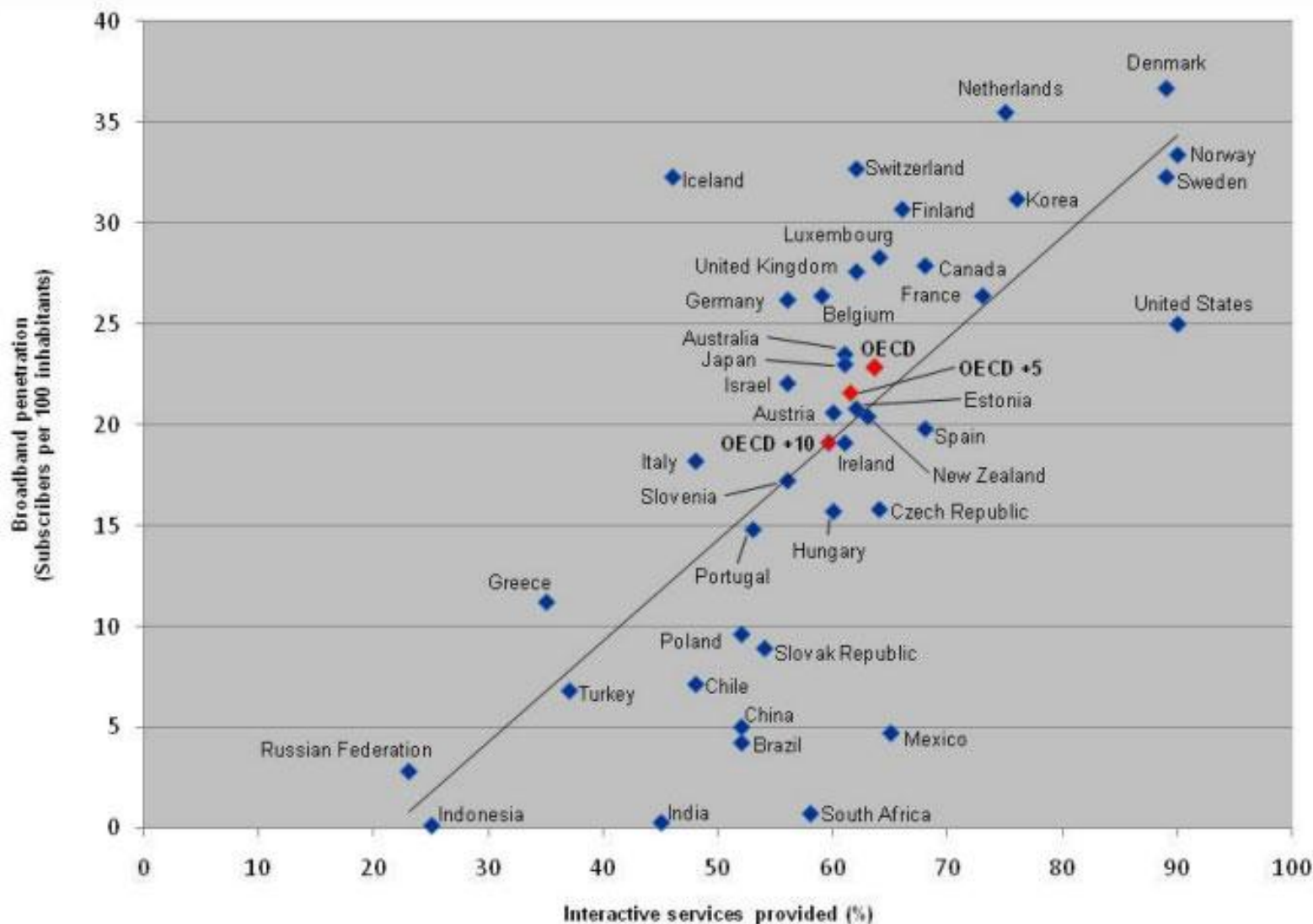
A Digital Agenda for Europe

Figure 1: Virtuous cycle of the digital economy
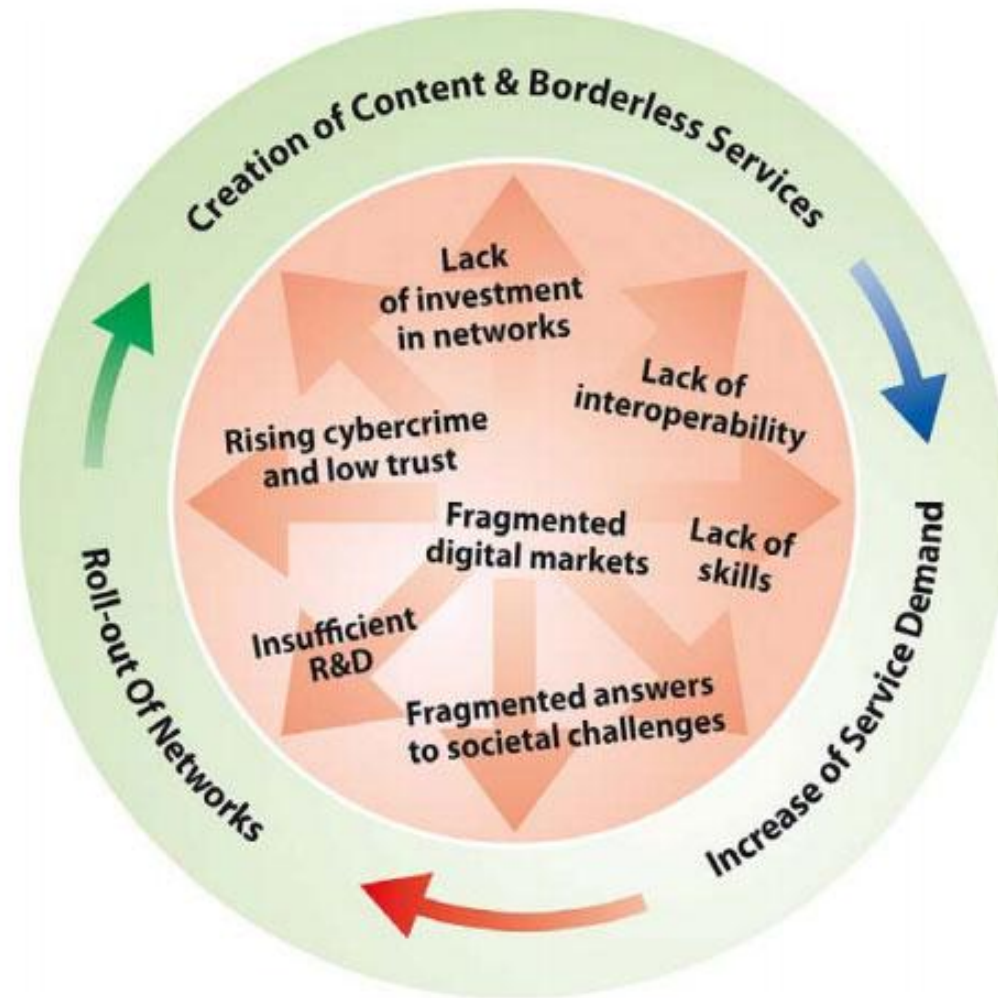
Europe's Digital Competitiveness Report / Lithuania

Broadband	2006	2007	2008	2009	EU27	ranking
Total DSL coverage (as % of total population)	89.0	94.0	95.3	96.0	94.0	11
DSL coverage in rural areas (as % of total population)	50.5	81.7	82.0	85.0	79.7	13
Broadband penetration (as % of population)	14.5	17.1	19.0	20.6	24.8	17
Speed - % of broadband subscriptions above 2 Mbps				76.8		15
3G+ coverage (as % of total population)			92.0			7
% of households with an internet connection	40	43	47	53	65	22
% of households with a broadband connection	16	25	31	39	56	24
% of enterprises with a (fixed) broadband access	70	76	81	84	83	14
% of pop. using a mobile phone via UMTS (3G) to access the Internet	2	3	3	4	4	12
% of pop. using a laptop via wireless connect. away from home/work to access the inter.		7	10	15	17	14
Internet Usage						
% pop. who are regular internet users (using the internet at least once a week)	31	34	37	42	60	24
% pop. who are frequent internet users (using the internet every day or almost every day)	29	31	35	40	48	19
% population who have never used the internet	59	54	50	45	30	22
Take up of internet services (as % of population)						
looking for information about goods and services	23	27	30	33	51	
uploading self-created content			7	17	20	
reading online newspapers/magazines	13	17	17	23	31	
internet banking	9	12	13	16	32	
playing or downloading games, images, films or music	11	14		17	26	
seeking health information on injury, disease or nutrition	12	16	16	21	33	
looking for a job or sending a job application	6	7	7	9	15	
doing an online course		2	2	3	4	
looking for information about education, training or course offers		13	16	19	24	

eGovernment Indicators						
% basic public services for citizens fully available online	36	58		58	66	17
% basic public services for enterprises fully available online	88	88		88	86	8
% of population using eGovernment services	16	17	15	17	30	24
% of population using eGovernment services for returning filled in forms	5	5	5	5	13	23
% of enterprises using eGovernment services	87	84	82	83	71	10
% of enterprises using eGovernment services for returning filled in forms	49	35	42	48	55	19
% of enterprises using eGovernment services to submit a proposal in a public electronic tender system (e-procurement)	7	7	9	9	11	17
eCommerce						
% pop. ordering goods or services for private use	9	10	11	12	37	23
% pop. ordering goods or services from sellers from others EU countries			3	4	8	21
% pop. selling goods and services (e.g. via auctions)	3	4	4	4	10	17
% pop. ordering or buying online content	1	2	2	3	10	19
eCommerce as % of total turnover of enterprises	2	2			13	
% enterprises purchasing online	10	10	12	14	24	20
% enterprises selling online	3	2	3	4	12	24
eBusiness (as % of enterprises)						
using applications for integrating internal business processes (all enterprises)			49	44	41	14
using applications for integrating internal business processes (large enterprises)			82	78	71	12
exchanging automatically business documents with customers/suppliers			27	33	26	6
sending/receiving e-invoices		34	29	35	23	4
sharing information electronically with customers/suppliers on Supply Chain Manag.			21	23	15	6
using analytical Customer Relation Manag.		15	14	13	17	18
Indicators on the ICT sector, ICT skills and R&D						

Спасибо!

e-belarus.ORG
ICT developments in the Republic of Belarus