



## MAIN RESULTS FROM THE SURVEY ON THE INFORMATION SOCIETY IN ENTERPRISES IN 2013

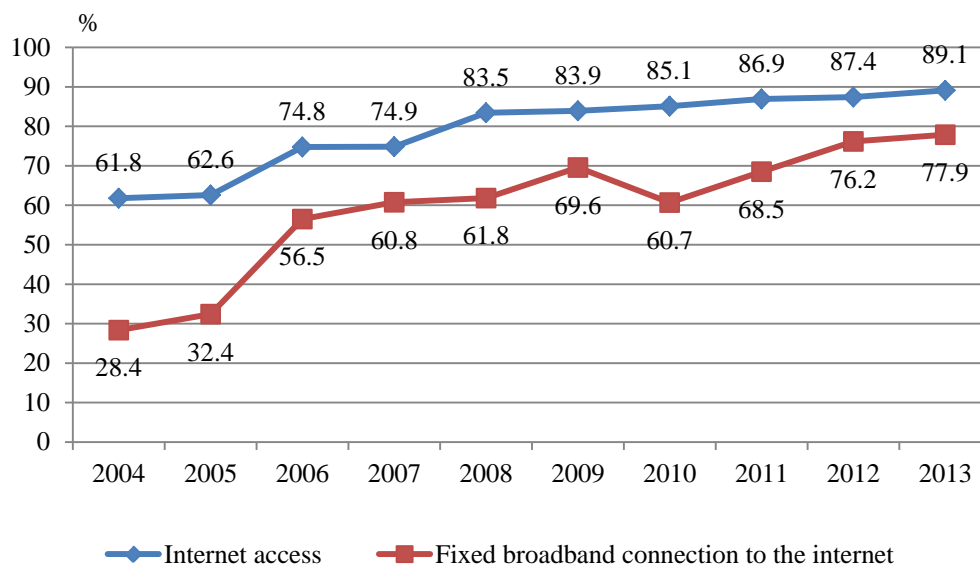
According to Regulation No. 808/2004 of the European Parliament and of the Council concerning Community statistics on the information society, in 2013, for the tenth consecutive time the National Statistical Institute of Bulgaria carried out a survey on Information Communication Technologies (ICT) usage and e-commerce in enterprises. The survey was conducted in all European Union member states, based on the common methodology, which ensured international comparison of the results. Non-financial enterprises with 10 or more employed were surveyed.

### ICT usage in enterprises

The use of ICT, and in particular the evolution in accessing and using the Internet, pave the way that enterprises run their business, conduct e-Commerce and interact with the national public authorities.

In January 2013 the relative share of enterprises having internet access reached 89.1%, or with 1.7 percentage points more in comparison with the previous year. There were improvements of the type and speed of connections used - 77.9% of the enterprises were using fixed broadband connection. Mobile broadband connection via a portable device was used by 33.3% of the enterprises. In comparison with 2012 this indicator showed growth of 7.9 percentage points.

**Figure 1. Relative share of enterprises with internet access and fixed broadband connection**



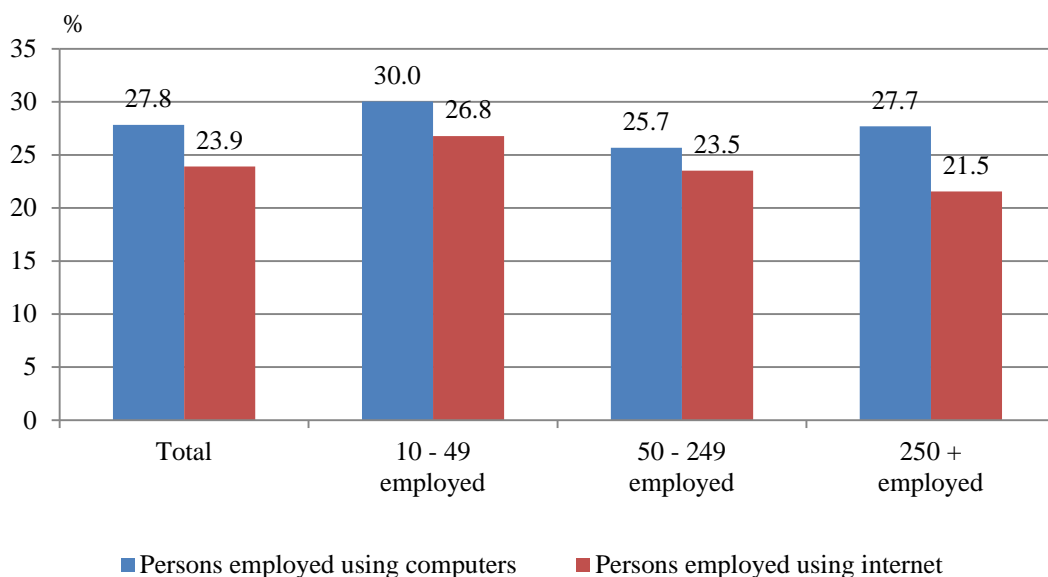
ICT were the most widely used by the largest enterprises (250 or more employed), 99.1% of them had an internet access, while in small enterprises (10 – 49 employed) this relative share was 87.4%.

In 2013, 27.8% of the persons employed have used a computer at least once a week for executing their work duties and 23.9% of the employed have been granted access to the internet, as there have been an increase in comparison with the previous year, respectively 1.2 and 1.4 percentage points.



Small enterprises (10-49 employed) had the highest relative share of employed who were using computer (30.0%) and the highest relative share of employed using internet – 26.8%.

**Figure 2. Relative share of employed using computers and internet (at least once a week) by the enterprises' size in 2013**



More than half of the enterprises (52.3%) maintained their own webpage or website. From the largest enterprises 78.7% had their own website while for the middle sized ones this relative share was 64.7% and for the small ones - 48.6%.

### **Electronic exchange of information and services with the public administration**

Enterprises intensively used internet for interaction with public authorities.

From all enterprises with internet access, 82.5% obtained electronically information from public authorities and the relative share of enterprises using the possibility to download official forms (tax, accounting, statistics, etc.) was 86.4%.

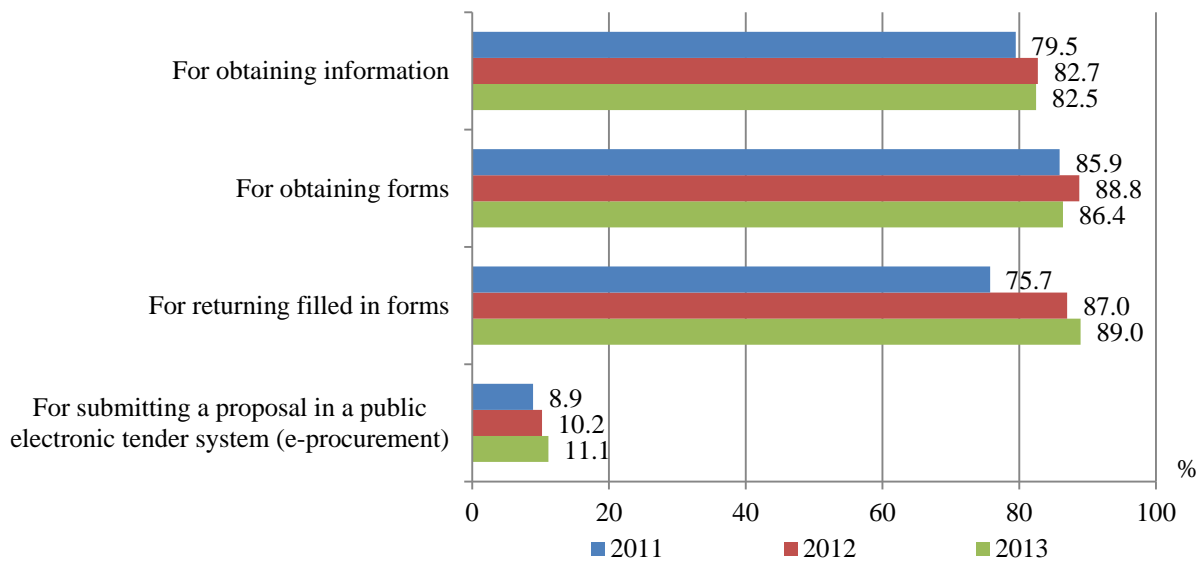
Increased was the interest in submitting completed forms electronically, and a growth of 2.0 percentage points was registered in comparison with 2012, and the share of enterprises using this service reached 89.0%.

There was still a small relative share of enterprises that were using internet for accessing tender documents and specifications in electronic procurement systems of public authorities. Although there was an increase of 0.9 percentage points in comparison with 2012, only 11.1% of enterprises have used such services.



Almost all large enterprises (250 or more employed) used electronic services provided by public authorities - 96.2% returned filled in forms, 94.4% obtained forms and 93.0% obtained information via internet.

**Figure 3. Relative share of enterprises that interacted electronically with public authorities (e-government)**



### Electronic invoicing

In January 2013, 28.2% of the enterprises were sending electronic invoices (e-invoices), and one third of them sent e-invoices in a standard structure suitable for automatic processing.

Enterprises that received e-invoices suitable for automatic processing were 43.5%, which is with 16.2 percentage points more in comparison with 2011.

### Use of Social Media

In 2013, for the first time enterprises' usage of social media was observed. Use of Social Media referred to the enterprise's use of applications based on Internet technology or communication platforms for connecting, creating and exchanging content online, with customers, suppliers, or partners, or within the enterprise.

Highest relative share (33.4%)<sup>1</sup> had enterprises, using social networks (Facebook, LinkedIn, etc.) or each third enterprise took an advantage of maintaining a profile on a social network. The share of enterprises using multimedia content sharing websites (YouTube, Picasa, etc.) was 10.2%, and this opportunity was mainly used by large enterprises (15.0%). The use of blogs and wiki based knowledge sharing tools was not widespread, they were used respectively by 5.4% and 4.9% of the enterprises.

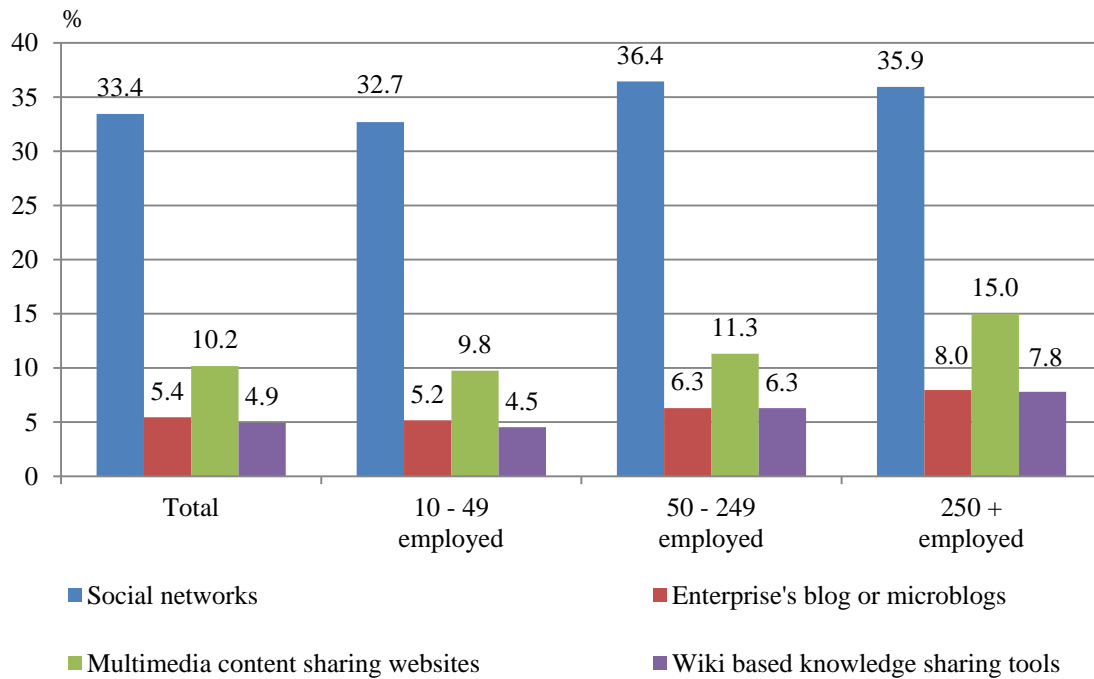
Large enterprises with 250 or more employed were leading in social media usage - 15% used multimedia content sharing websites, 8.0% - enterprise's blog or microblogs, and 7.8% were sharing knowledge by

<sup>1</sup> The relative shares were calculated on the bases of enterprises having access to the internet



wiki based tools. Only in social networks usage large enterprises were less active than the medium ones (50-249 employed) as the relative shares were respectively 35.9% and 36.4%.

**Figure 4. Relative share of enterprises using social media in 2013 by type of social media and by enterprises' size**

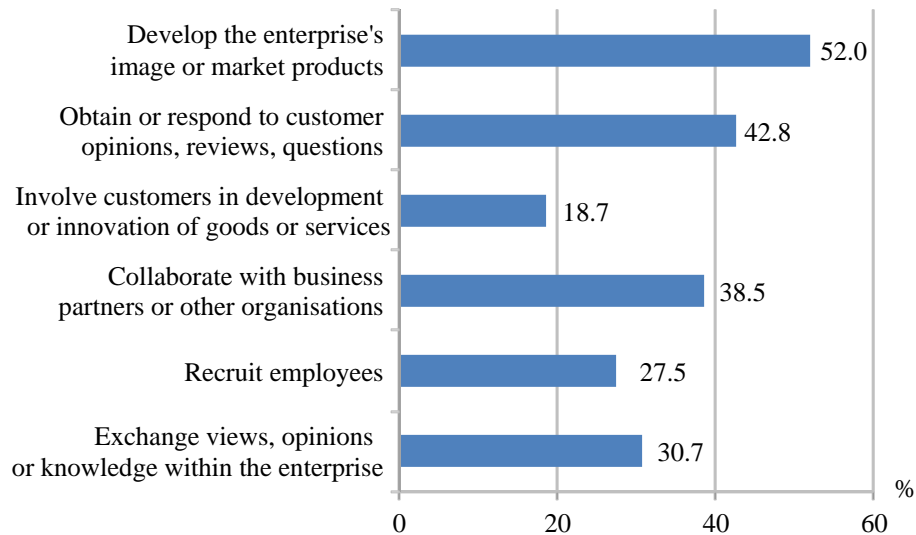


More than half (52.0%)<sup>1</sup> of the enterprises have used social media to develop the enterprise's image or market products. From social media, to interact with customers by exchanging views, obtaining or responding to customer's opinions, reviews, questions have taken advantage 42.8% and 18.7% have used social media to involve customers in development or innovation of goods or services.

<sup>1</sup> The relative shares were calculated on the bases of enterprises using social media.



**Figure 5. Relative share of enterprises using social media in 2013 by purposes**



### Electronic commerce (e-commerce)

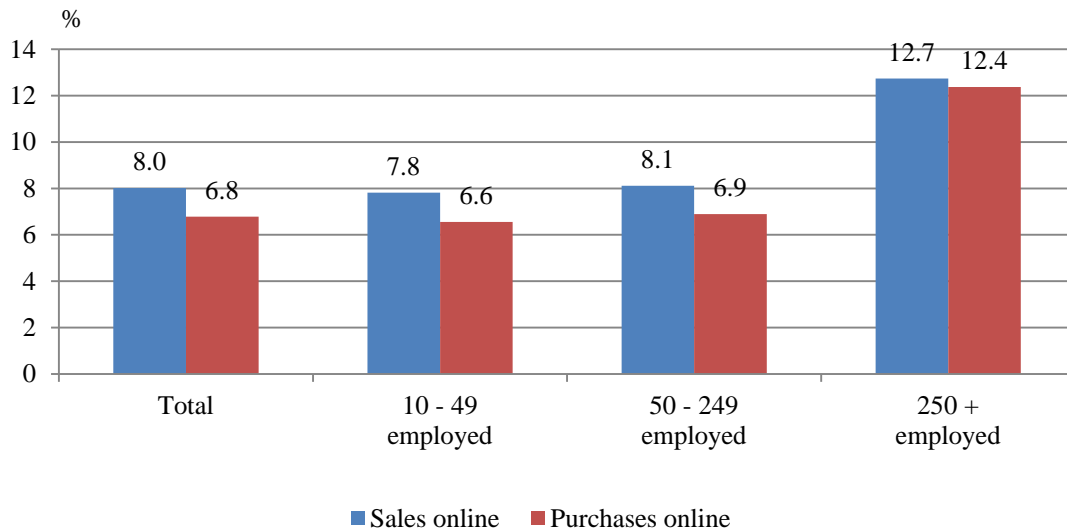
More and more enterprises use internet to improve their business and to facilitate customers and suppliers.

Results from the survey showed that the **online sales** of the enterprises have increased their share with 0.2 percentage points in comparison with the previous year, as 8.0% of the enterprises received orders online. The total value resulting from online sales was 4 409 million BGN.

A decrease of 0.56 percentage points was observed in the share of enterprises which preformed **online purchases**, 6.8% of enterprises purchased goods or services, but the total value resulting from online purchases increased in comparison to the previous year and was 2 285 million BGN.



**Figure 6. Relative share of enterprises that performed online sales or purchases of goods and services by enterprises' size**



More information and data from surveys on Information and Communications Technologies (ICT) usage in enterprises can be found at the NSI's webpage: <http://www.nsi.bg/otrasalen.php?otr=48>.