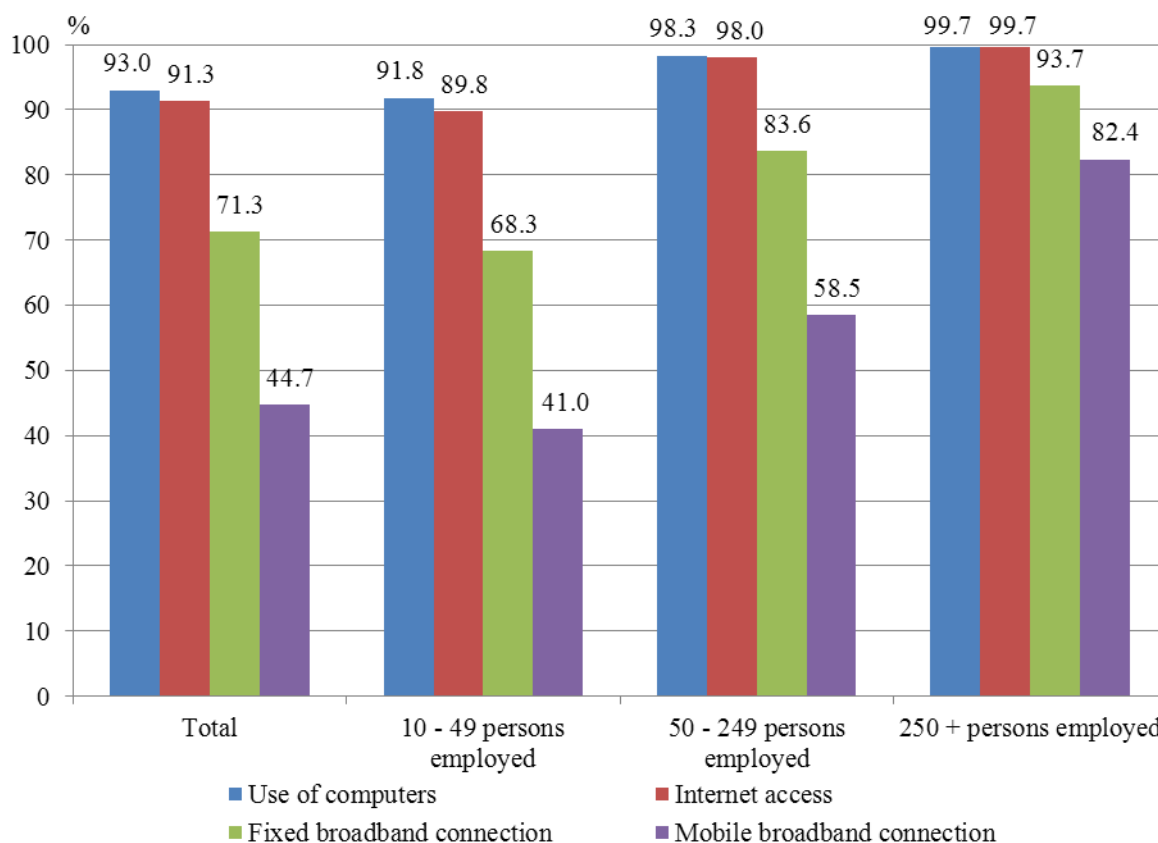




MAIN RESULTS OF THE SURVEY ON THE INFORMATION SOCIETY IN ENTERPRISES IN 2015

The results of the 2015 survey showed that 93.0% of the enterprises used computers¹ and 91.3% had internet access. High-speed internet access becomes more and more necessary for the enterprises and 71.3% of them used fixed broadband connection during the current year, and 44.7% used mobile broadband connection.

Figure 1. Relative share of enterprises using computers, having internet access, fixed broadband connection and mobile broadband connection



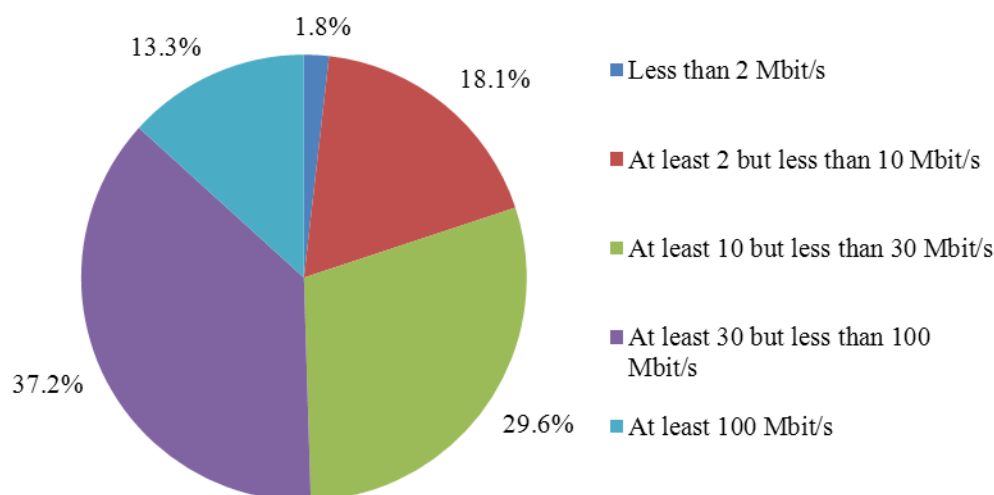
The speed of internet connections has also increased and the half of the enterprises using fixed broadband connection had a connection with download speed more than 30 Mbps.

¹ Include personal computers, portable computers, tablets, other portable devices such as smartphones.



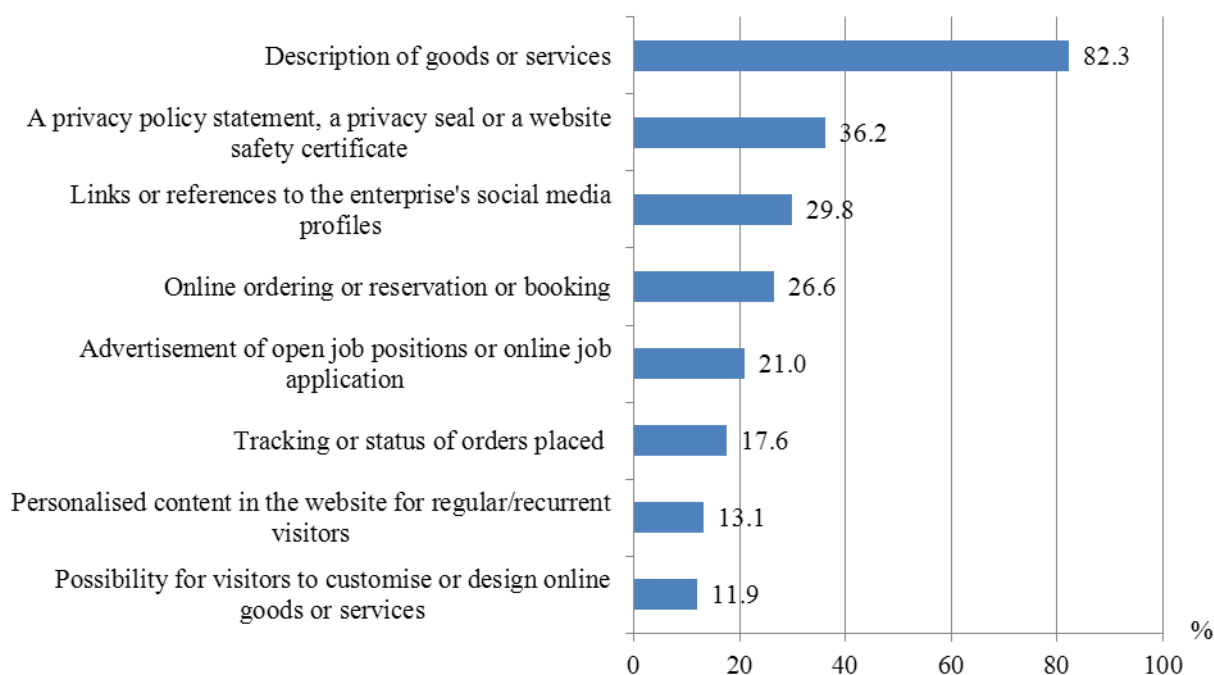
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Figure 2. Structure of enterprises using fixed broadband connection by maximum download speed



Nearly half of the enterprises (48.2%) maintained their own website, the highest proportion was in the group of enterprises with 250 and more persons employed (84.4%). The website was mainly used for presenting goods or services (82.3%)¹, description of privacy and security policy (36.2%), as well as links or references to the enterprise's social media profiles (29.8%).

Figure 3. Relative share of enterprises having website by facilities and economic activities



¹ The relative shares were calculated on the basis of enterprises having a website.



In 2015, 29.1% of persons employed used a computer at least once a week for executing their work duties and 25.0% were granted access to the internet. Small enterprises (10 - 49 persons employed) had the highest relative share of persons employed who were using computers (31.2%) and the highest relative share of employed using internet (28.4%). More and more enterprises provided their employed persons with portable devices and during this year 8.4% of the employed used portable devices for business purposes, which was 1.2 percentage points more in comparison to the previous year.

Use of Social Media

Almost one third of the enterprises (30.3%) used social media to develop their business activity and enlarge their internet presence. Most popular were social networks like Facebook, LinkedIn, Google+ etc., and 38.0% of the enterprises with 250 and more persons employed maintained a profile on a social network. Big companies were most active in the use of multimedia content sharing websites like VBox7, YouTube, Flickr, Picassa, SlideShare, etc. (14.2%) while among the small enterprises with 10 - 49 persons employed the relative share was only 6.2%.

Figure 4. Relative share of enterprises using social media by type of media and size class



Main purposes for which the enterprises used social media were to develop the enterprise's image or market products (e.g. advertising or launching products, etc.) (68.3%)¹, to obtain or respond to customer opinions, reviews, questions (55.9%) and to collaborate with business partners or other

¹ The relative shares were calculated on the basis of enterprises using social media.



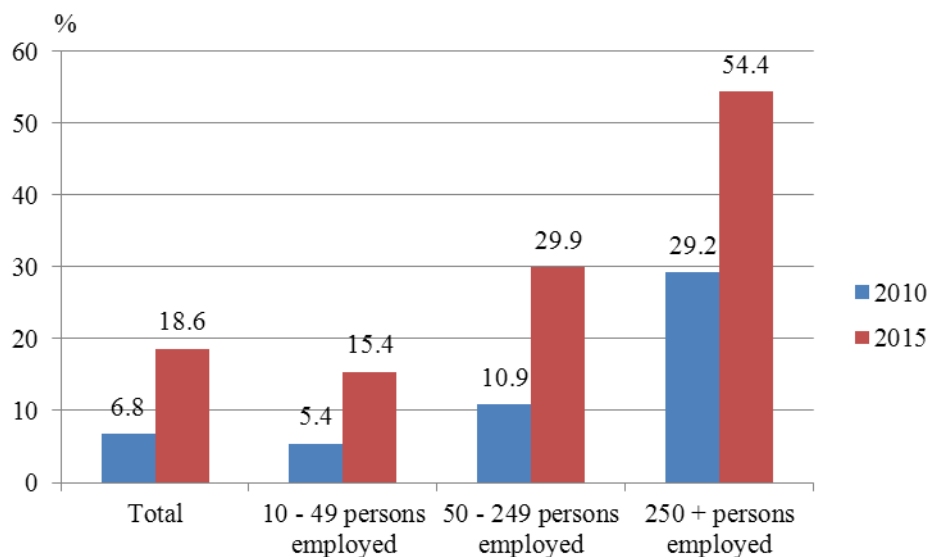
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organizations (39.4%). Enterprises which involve customers in development or innovation of goods or services had the smallest relative share (17.4%).

ICT security

In 2015, a special module on the use of ICT security policy was included in the survey. ICT security means measures, controls and procedures applied on ICT systems in order to ensure integrity, authenticity, availability and confidentiality of data and systems. The data showed that 18.6% of the enterprises have a formally defined ICT security policy, while in 2010 the relative share was only 6.8%. Most concerned about the data and systems' security were the big enterprises with 250 and more persons employed, 54.4% of which had officially defined ICT security policy.

Figure 5. Relative share of enterprises having formally defined ICT security policy by size class



Main risks addressed in the documents related to the ICT security policy were the destruction or corruption of data due to attack or by an unexpected incident (17.0%), the disclosure of confidential data due to intrusion, pharming, phishing attacks or by accident (15.0%) and the unavailability of ICT services due to attack from outside (15.2%).

More than two thirds of the enterprises which had formally defined ICT security policy reviewed it regularly as the middle enterprises with 50 - 249 persons employed had the highest related share and 75.6% of them had updated their strategies for security related incidents management during the last year.

Electronic commerce (e-commerce)

E-commerce is the sale or purchase of goods or services made via an online store (web shop), via web forms on a website or extranet, via 'apps' or via EDI-type messages.



Results of the 2015 survey showed that 8.7% of the enterprises have received orders online during the previous calendar year, as a lot of them offer their clients the opportunity to pay online, by a credit or debit card, by direct debit authorization or via 3rd party accounts (41.1%).

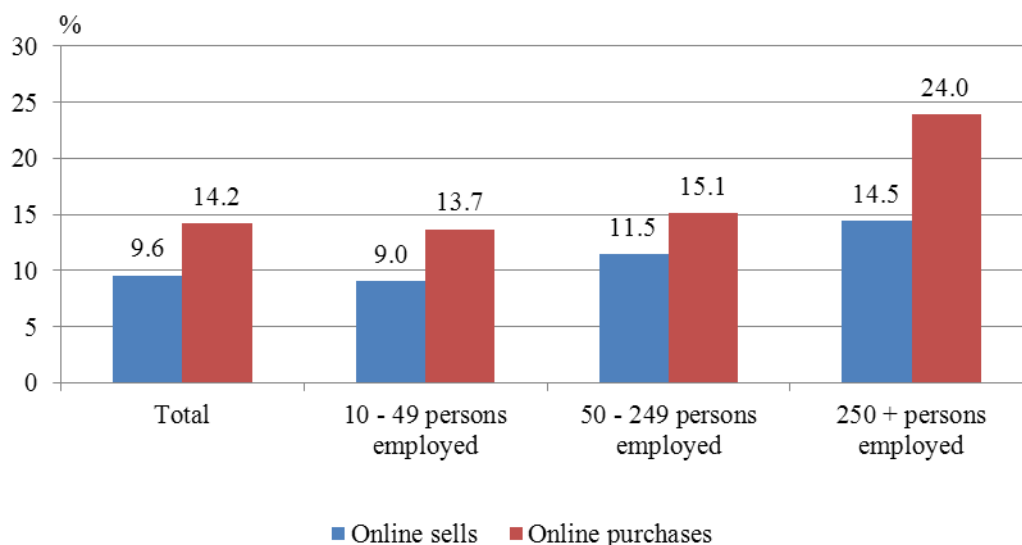
Most of the enterprises sold online to customers from Bulgaria (95.1%)¹, but not a small number of enterprises offer their goods or services to customers from other European countries (32.6%) or from other countries outside the EU (20.7%).

In 2014, 86.1% of the enterprises sold goods and services via a website, and 24.3% of the enterprises used EDI-type messages.

An increase was observed in the share of enterprises which performed online purchases, as 13.0% of the enterprises purchased goods or services over the internet which was 2.4 percentage points more than the previous year.

Most active in the use of e-commerce to improve their business were the large enterprises, 23.9% of which purchased goods or services online and 14.4% sold over the internet.

Figure. 6. Relative share of enterprises conducting online sales or purchases of goods or services by size class



¹ The relative shares were calculated on the basis of enterprises selling goods or services online.



Methodological notes

The survey on Information Communication Technologies (ICT) usage and e-commerce in enterprises is a part of the European statistical programme and has been carried out in Bulgaria since 2004 according to the Regulation (EU) No. 808/2004. The main purpose of the survey was to obtain reliable and comparable data which reflect the dissemination and usage of ICT at national and European level. The survey was representative as a stratified random sample of enterprises from the non-financial sector with 10 or more persons employed was used. The survey was conducted by means of online questionnaire, sent to the respondents by e-mail and by face-to-face interviews, carried out by NSI employees. The questionnaire for 2015 comprised several topics like availability and use of computers and internet by enterprises, use of cloud computing, social media, automated data exchange, e-commerce, ICT security, etc.

Fixed broadband connection include ADSL, SDSL, VDSL, fibre optics technology (FTTH), cable technology, LAN, high capacity leased lines, fixed wireless access connections (e.g. satellite connection, public Wi-Fi connection, WiMax), etc.

A **mobile broadband connection** to the internet means the usage of portable devices (portable computers, tablets or other portable devices such as smartphones) connecting to the internet through mobile telephone networks (3G or 4G).

EDI-type e-commerce are sales or purchases made via **EDI-type messages** in agreed or standard format suitable for automated processing (e.g. EDIFACT, XML, UBL). Usually EDI-type e-commerce is operated between enterprises.

More information and data from surveys on Information and Communications Technologies usage in enterprises can be found at the NSI's web site: <http://www.nsi.bg/en/content/6132/ict-usage-enterprises>.

Annex

Table 1

Enterprises using Social Media in 2015 by purpose and by size class

(Per cent)

	Size class			
	Total	10 - 49 employed	50 - 249 employed	250+ employed
Total	30.3	29.5	33.1	40.0
of which:				
By purpose of use				
Develop the enterprise's image or market products	68.3	67.1	72.4	77.8
Obtain or respond to customer opinions, reviews, questions	55.9	55.3	58.3	58.8
Involve customers in development or innovation of goods or services	17.4	17.2	18.3	18.6
Collaborate with business partners or other organisations	39.4	40.1	38.1	28.8
Recruit employees	30.2	29.1	34.4	33.9
Exchange views, opinions or knowledge within the enterprise	33.3	32.6	35.9	35.8



Table 2

Enterprises engaged e-commerce in 2014, by size class

(Per cent)

	Size class			
	Total	10 - 49 employed	50 - 249 employed	250+ employed
Enterprises which sell online	8.7	8.1	11.2	14.4
of which:				
By payment method				
Online payment	41.1	40.9	44.7	27.3
Offline payment	77.9	81.4	70.9	47.9
By destination of sells				
Bulgaria	95.1	95.6	96.0	82.1
Other EU countries	32.6	31.2	36.5	39.5
Other countries outside EU	20.7	19.7	23.1	27.2
By selling method				
Web sales	86.1	90.3	76.9	53.6
Sales via EDI-type messages	24.3	20.5	32.5	56.4
Enterprises which purchase online	13.0	12.3	14.8	23.9