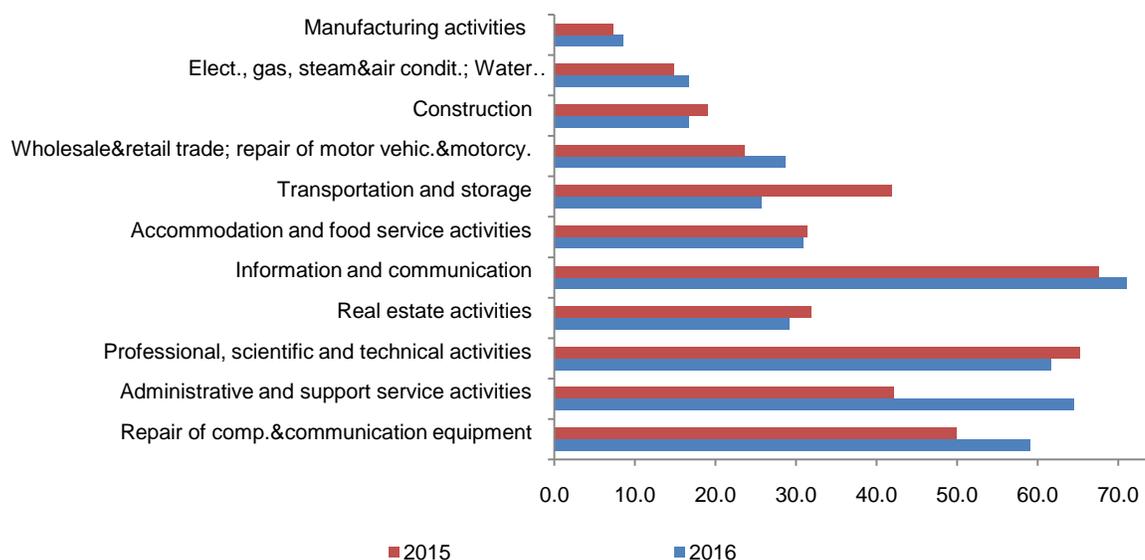


Information and Communication Technologies in Enterprises

Tirana, 13 July 2017: Enterprises that used the computer for work purposes, during 2016, represent 95.6 % of economic enterprises with 10 or more employed, from 95.0 % in 2015.

Share of employed using the computer for work purposes is 28.0 %, increased by 3.6 % compared with previous year. The lowest share of employed using the computer is in the Manufacturing activities with 8.6 % and Construction activity with 16.8 %. Computers are used to a greater extent by employed of enterprises that perform in information and communication sectors by 71.1 %, administrative and support services by 64.6 % and employed in professional, scientific and technical activities by 61.7 %.

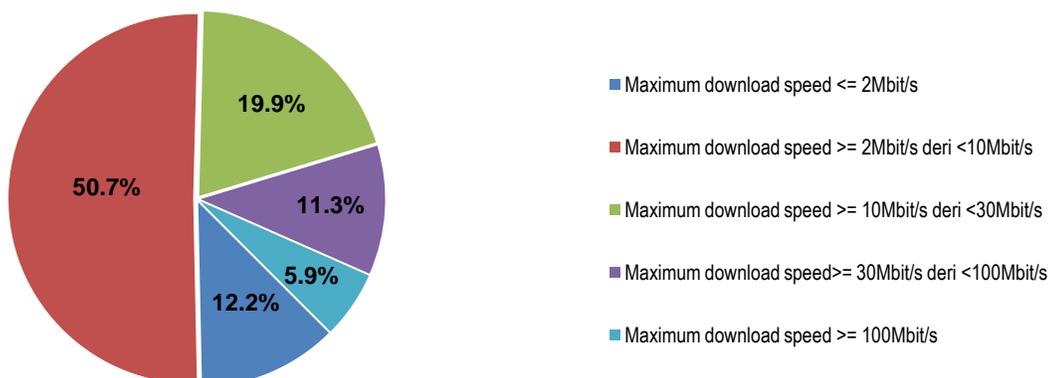
Fig. 1 Employed using computers at their work, by economic activity (%)



The percentage of enterprises with internet access is 96.8 % of total enterprises, increased by 0.6 %, compared to 2015. Share of enterprises with internet access in Albania is slightly lower (0.2 %), compared to the average of the EU member states (97 %).

The internet connection is mainly DSL or other broadband connection in 84.5 % of the enterprises.

Fig. 2 The maximum downloads speed, 2016



The largest share of enterprises, by 50.7 %, has download speed from 2-10 Mbit/s, which is decreased by 13.3 % compared to 2015. While the number of enterprises with download speed higher than 10 Mbit/s, has increased by 7.4 % compared with previous year.

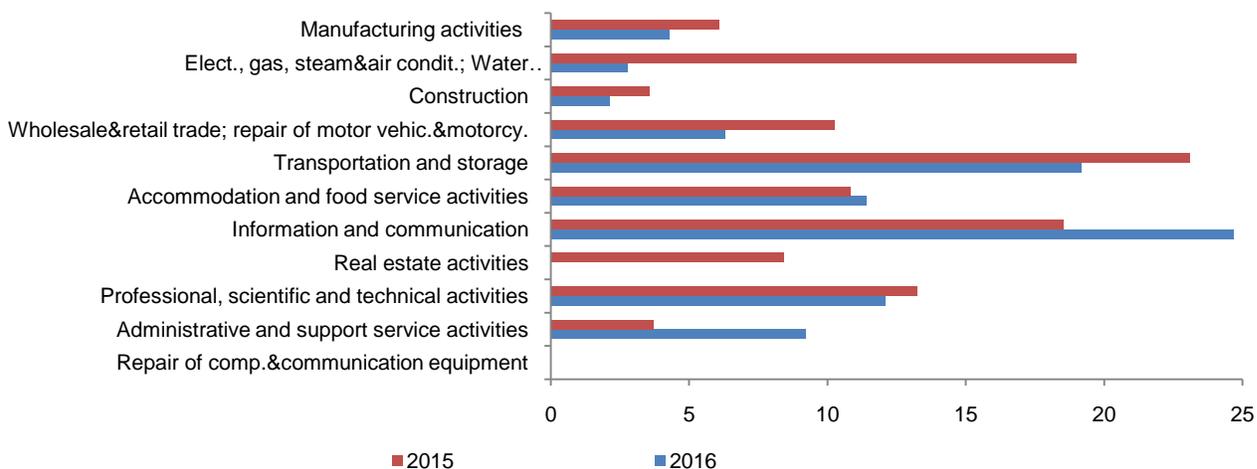
In 2016, share of enterprises having a website were 51.6 %. For 66.1 % of enterprises, the website is mainly used to publish product catalogs or price list.

Only 7.1 % of enterprises have sold products/services via their website or dedicated applications during 2016. Generally, electronic commerce is carried out by enterprises operating in the information and communication activities by 24.7 %, transport and storage activities by 19.2 % and professional, scientific and technical activities by 12.1 %.

The share of enterprises that have sold their products / services online was 2.1 % in the construction activities and 4.3 % in manufacture activities.

About 38.9 % of enterprises have used social media, such as Facebook, LinkedIn, Twitter, Youtube, etc.

Fig. 3 E-commerce sales, by economic activity (%)



The share of enterprises that used the Internet to contact public authorities is 96.7 % in 2016 from 95.2 % in 2015, increased by 1.5%

Fig.4 Access to the internet in enterprises, by size class (%)



Methodology

INSTAT for measuring the level of indicators of the usage of information and communication technology conducted in 2016 the survey on "Information and Communication Technology" in economic enterprises with 10 and more employed.

The term "Information and Communication Technology (ICT)" refers to technologies that provide access to information through telecommunications. The term ICT is similar to the term Information Technology (IT), but focuses on communication technologies that include the Internet, the network, mobile phones and other communication media.

The purpose of the Survey on "Information and Communication Technology" is to collect and disseminate harmonized and comparable information on the usage of Information and Communication Technology (ICT) in the enterprise. For measuring the use of ICT, INSTAT interviewed 1562 enterprises of all legal forms and property types with 10 and more employed.

OBSERVATION UNITS

The observation units are enterprises with 10 and more employed that have been active in the Statistical Business Register 2015.

COVERAGE

The survey covers units in the Statistical Business Register performing activities by NACE classification (NACE Rev. 2).

Section	Description
C	Manufacturing activities
D, E	Electricity, gas, steam and air conditioning supply; Water supply, sewerage, waste management and remediation activities
F	Construction
G	Wholesale and retail trade; repair of motor vehicles and motorcycles
H	Transportation and storage
I	Accommodation and food service activities
J	Information and communication
L	Real estate activities
M (Sessions 69-74)	Professional, scientific and technical activities
N	Administrative and support service activities
S (Sessions 95.1)	Repair of computers and communication equipment

METHODS OF DATA COLLECTION

Data are collected by using CAPI method with face to face interviews using tablets.

The reference period for the main variables was the time of data collection. For the questions about ICT specialists and skills, Internet/EDI sales and Internet/EDI orders the reference period is the previous year.

DEFINITIONS

Computers include Personal Computers, portable computers, tablets, other portable devices such as Smartphone.

Internet access: The term "internet access" means having an external connection to the internet through an "internet service provider" (ISP).

Broadband are technologies or connections which enable rapid transmission of data respectively films, games, video-conferences over an Internet network (for example: ADSL, cable connection, UMTS, optical connection, VDSL, leased lines).

Website: Website is a document with hypertext, as it is shown by a web browser. Websites can have text, hypertext links, images, videos and sound

Public authority: The term public authority refers to public services and administration activities as: taxes, register of businesses, social security, etc. Public authorities can be national, regional or local.

Social media: Social media as: Facebook, Google+, Twitter, YouTube ect are used by enterprises for connecting, creating or exchanging information via the Internet with customers, partners or among employees within the enterprise. Enterprises are using social media if they have a user profile, an account or a user license depending on the requirements and the type of social media.

E-commerce: E-commerce is the sale or purchase of goods or services conducted over computer networks by methods specifically designed for the purpose of receiving or placing of orders. The payment and the delivery of the goods or services do not have to be conducted online. E-Commerce transactions exclude orders made by manually typed e-mail messages.