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Information and Communication Technologies in Enterprises

Tirana, 06 July 2018: Enterprises that used the computer for work purposes, during 2017, represent 96.0 % of economic enterprises, from 95.6 % in 2016.

During 2017, the percentage of enterprises that have employed an ICT Specialist is 22.4 %, from 21.9 % in 2016.

Share of employees using the computer for work purposes account for 28.1 % of the total enterprise employees, from 28.0% in 2016. The lowest share of employees using the computer is in the manufacturing activities with 8.9 % and construction activity with 17.2 %. Computers are used to a greater extent by employees of enterprises that perform in information and communication sector by 73.6 %, administrative and support services by 64.7 % and employees in professional, scientific and technical activities by 63.3 %.
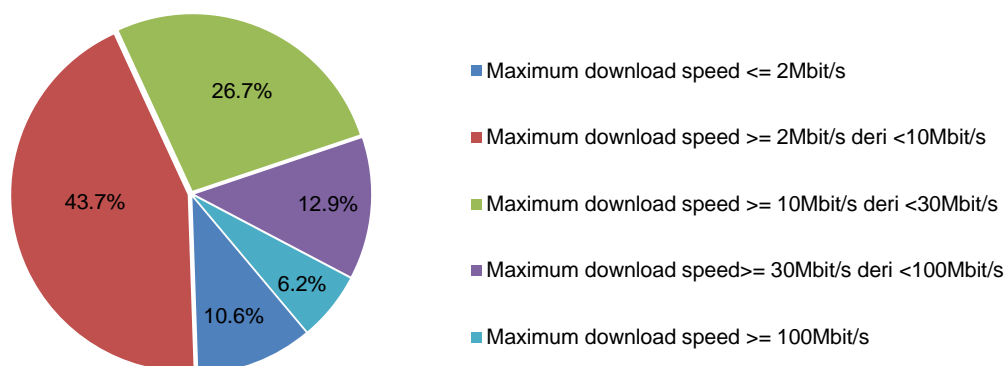
Fig.1 Employees using computers at their work, by economic activity (%)
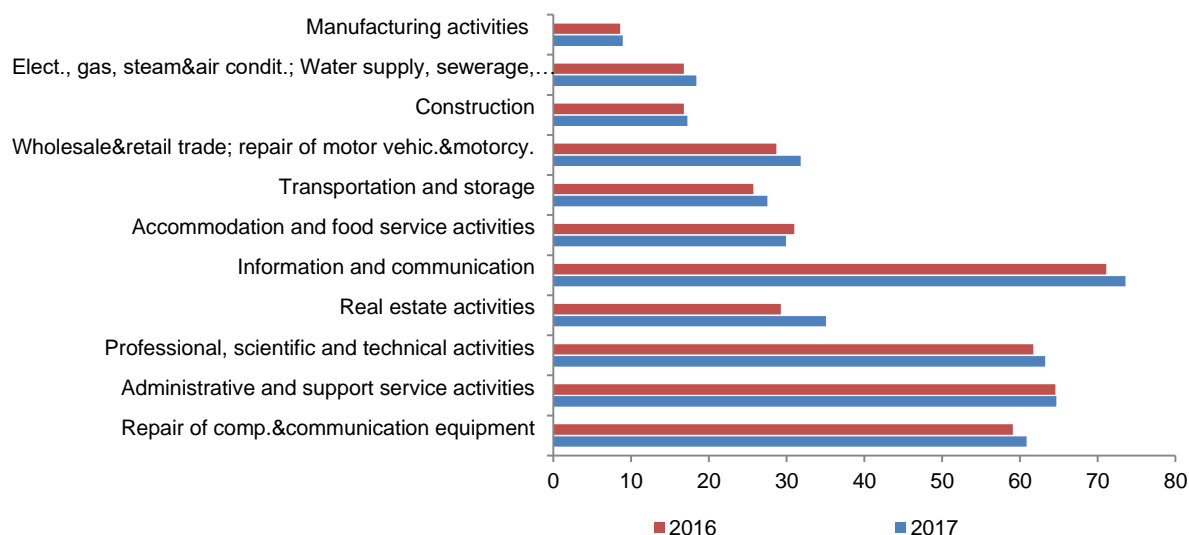
The percentage of enterprises with internet access is 96.9 % of total enterprises, while in the EU member states this indicator is 97.0%.

In 2017, the internet connection was DSL or other broadband type in 88.4% of enterprises, from 84.5 % in 2016.

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Fig. 2 The maximum downloads speed, 2017

- Maximum download speed <= 2Mbit/s
- Maximum download speed >= 2Mbit/s deri <10Mbit/s
- Maximum download speed >= 10Mbit/s deri <30Mbit/s
- Maximum download speed>= 30Mbit/s deri <100Mbit/s
- Maximum download speed >= 100Mbit/s

In 2017, the largest share of enterprises, by 43.7 %, has download speed from 2-10 Mbit / s, compared with 50.7% in 2016. While the number of enterprises with downloads speed higher than 10 Mbit / s, is 45.8% from 38.0%, which was in 2016. In 2017, share of enterprises having a website were 47.3 % of enterprises using computers with internet access, from 51.6 % in 2016.

In 71.3 % of enterprises, the website is mainly used to publish product catalogs or price list, from 66.1% in 2016.

In 2017, only 7.7 % of enterprises have sold products / services via their website or dedicated applications, from 7.1 % in the previous year. Generally, electronic commerce is carried out by enterprises operating in the Information and communication activities by 31.8 %, transport and storage activities by 25.2 % and administrative and support service activities by 14.1 %.

Fig.3 E-commerce sales, by economic activity (%)
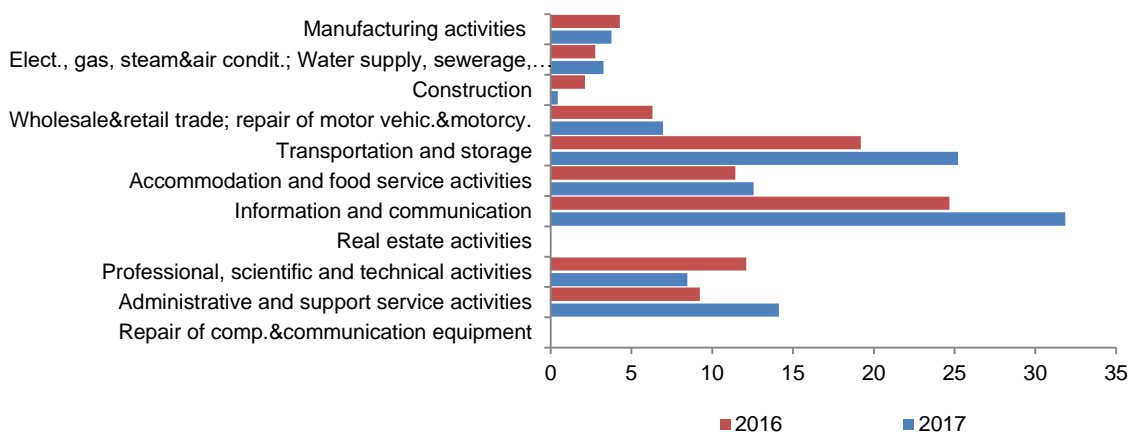
In 2017, social media (Facebook, LinkedIn, Twiter, Youtube, etc.) was used by 46.8% of enterprises using computers with internet access, from 38.9 % in 2016. During 2017, social media has been used to improve the image of the enterprise or the product market (e.g. for advertising, marketing of a new product, etc.), in 79.6 % of enterprises, from 89.1% in 2016.

20% of enterprises used the social media to share opinions, ideas or knowledge within the enterprise, from 18.2 % in 2016.

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

■ 2016   ■ 2017
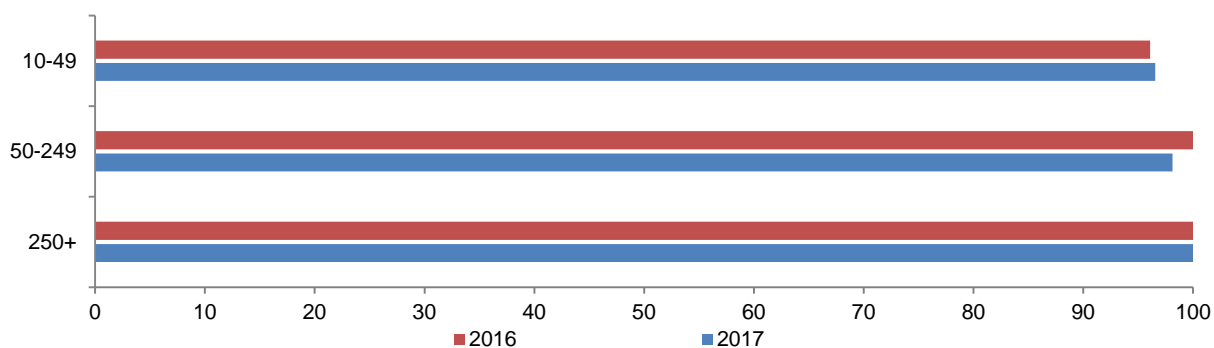
Methodology

INSTAT for measuring the level of indicators of the usage of information and communication technology conducted in 2017 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 1558 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.

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

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N	Administrative and support service activities
S (Sessions 95.1)	Repair of computers and communication equipment

Methods of data collection

In 2017, 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, year 2017. For the questions about ICT specialists and skills, Internet/EDI sales and Internet/EDI orders the reference period is the previous year, 2016.

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.