

EUROPE IS MISSING THE DIGITAL REVOLUTION

Press release - Europe 2014



Data, oil of modern economy

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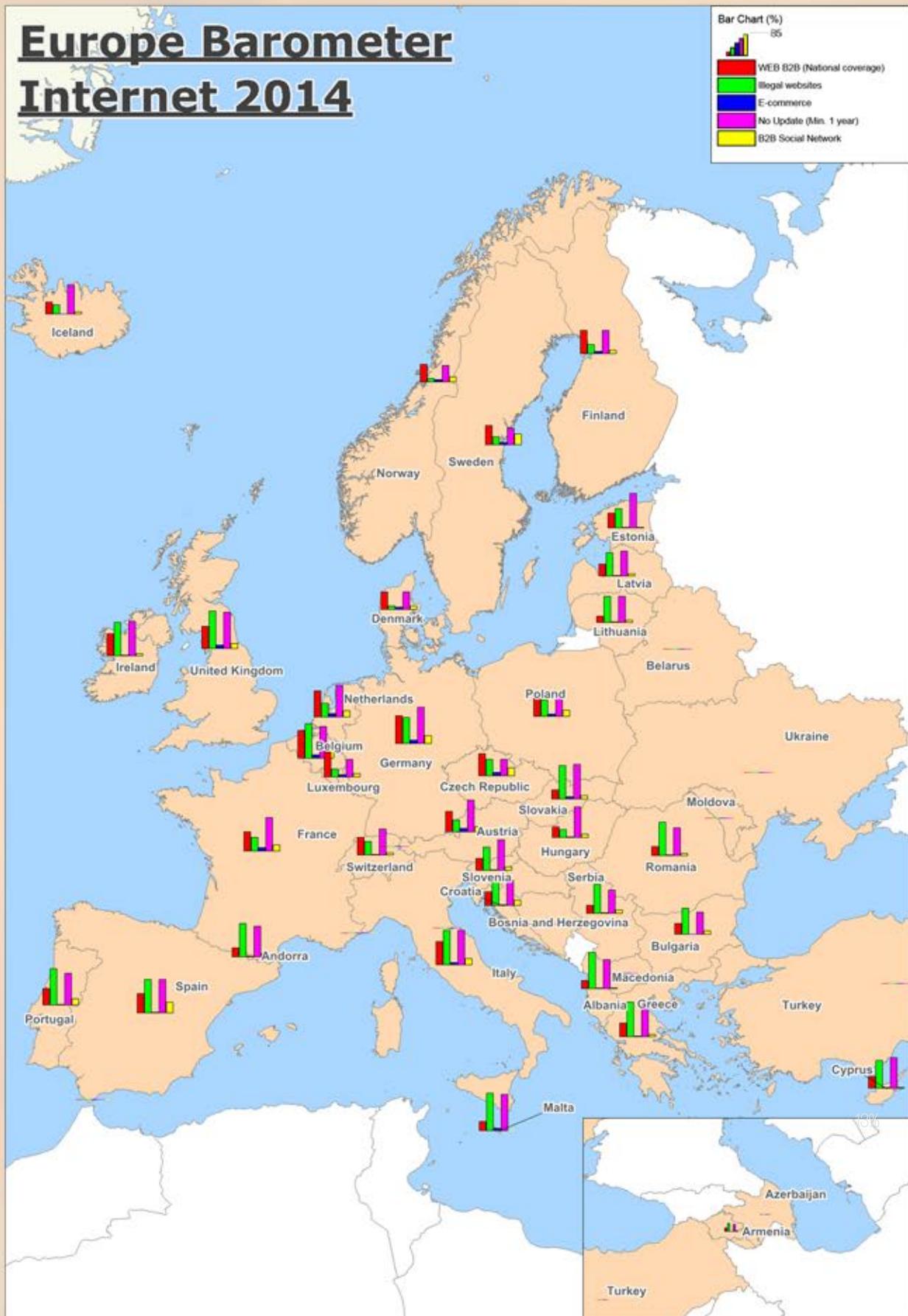
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Brussels, 10. February 2014 - According to a new pan-European study by Email-Brokers, the West-European company leader of database management and interactive marketing, **the Internet is far from generating the revolution we were expecting for Europe.** The great majority of companies across the continent shows a flagrant lack of interest when it comes to investing in an online presence, and consequently to benefiting from an increased visibility. As a matter of fact, the survey demonstrates that out of the 35 audited countries, **only 9 have at least 50% of their companies on the Web.** Moreover, they also seem to be reluctant when facing the possibility of grasping the business and job-creation opportunities offered by the e-commerce and the social media.



Europe Barometer Internet 2014



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“This valuable economic partner is suffocated by **barbarian and unsuitable legislations that deprive Europe of growth and export opportunities** that we are consequently conceding to international competition”, underlines William Vande Wiele, CEO of Email-Brokers and Founder of the Internet Barometer. “It is high **time that parliamentarians put the opportunities offered by the digital economy on the agenda** rather than constantly focusing on data protection.”



Email-Brokers has examined the Internet development trend across Europe in 2013 and this study shows that **Germany (64%), Belgium (63%) and the Netherlands (59%)** are, exactly like last year, the European countries with the highest percentage of online companies. On the other hand, **Eastern countries** hold the record of the **lowest statistics** with **16% for Lithuania, 18% for Albania and 19% for Serbia.**

As far as **social networks** are concerned, the **most developed** countries are **Spain with 25%** of companies (present on the Web) active on Facebook and Twitter, **Sweden (24%), Czech Republic (19%) and Belgium (18%)**. The **weakest** links in this social media ranking are **Malta (1%), Estonia (2%), Cyprus (3%), and Albania (4%)**. Europe also pales in terms of e-commerce seeing that the best pupils are the **United Kingdom and the Czech Republic** with **only 11%** of their businesses having opted for the Net as (extra) sales channel.



Europe BAROMETRE Internet 2014			Presence in %						Sources for crossings
Country	Capital	Continent	1°	2°	3°	4°	5°	6°	
Albania	Tirana	Europe	18	81	2	67	4	NI	http://www.instat.gov.al/al/home.aspx
Andorra	Andorra La Vella	Europe	22	77	3	69	9	NI	http://www.estadistica.ad/serveiestudis/web/index.asp
Armenia	Yerevan	Europe	26	54	3	48	7	NI	http://www.armstat.am/en/
Austria	Vienna	Europe	48	27	8	72	14	68	http://www.statistik.at/
Belgium	Brussels	Europe	63	79	8	71	18	82	http://statbel.fgov.be/
Bulgaria	Sofia	Europe	26	61	1	49	8	NI	http://www.nsi.bg/index.php
Croatia	Zagreb	Europe	31	55	3	56	13	NI	http://www.dzs.hr/
Cyprus	Nicosia	Europe	29	64	3	70	3	NI	http://www.mof.gov.cy/mof/cystat/statistics.nsf/index_en/index_en?OpenDocument
Czech Republic	Prague	Europe	51	39	11	39	19	71	http://www.czso.cz/csu/redakce.nsf/i/home
Denmark	Copenhagen	Europe	41	9	6	41	11	69	http://www.dst.dk/da/
Estonia	Tallinn	Europe	35	44	2	78	2	NI	http://www.stat.ee/
Finland	Helsinki	Europe	54	22	7	52	8	NI	http://www.stat.fi/
France	Paris	Europe	43	31	8	74	16	81	http://www.insee.fr
Germany	Berlin	Europe	64	59	8	81	19	87	https://www.destatis.de/DE/Startseite.html
Greece	Athens	Europe	33	79	2	74	7	NI	http://www.statistics.gr/portal/page/portal/ESYE
Hungary	Budapest	Europe	26	18	4	69	11	NI	http://www.ksh.hu/
Iceland	Reykjavik	Europe	29	21	1	66	6	NI	http://www.statice.is/
Ireland	Dublin	Europe	51	77	4	78	5	81	http://www.cso.ie/en/index.html
Italy	Rome	Europe	53	78	5	79	17	83	http://www.istat.it/en/
Latvia	Riga	Europe	27	53	2	57	5	NI	http://www.csb.gov.lv/
Lithuania	Vilnius	Europe	16	61	2	59	7	NI	http://www.stat.gov.lt/lt/
Luxembourg	Luxembourg	Europe	58	19	7	41	11	55	http://www.statistiques.public.lu/fr/acteurs/statec/index.html
Malta	Valletta	Europe	21	84	5	83	1	NI	http://www.nso.gov.mt/site/page.aspx
Netherlands	Amsterdam	Europe	59	32	9	71	16	86	http://www.cbs.nl/nl-NL/menu/home/default.htm
Norway	Oslo	Europe	42	11	6	39	12	NI	http://www.ssb.no/
Portugal	Lisbon	Europe	38	83	4	72	17	NI	http://www.ine.pt/xportal/xmain?xpid=INE&xpgid=ine_main
Romania	Bucharest	Europe	23	74	3	63	5	NI	http://www.insse.ro/cms/rw/pages/index.ro.do
Slovakia	Bratislava	Europe	22	76	5	80	9	NI	http://www.statistics.sk/
Slovenia	Ljubljana	Europe	28	55	2	68	10	NI	http://www.stat.si/eng/index.asp
Spain	Madrid	Europe	45	77	3	77	25	84	http://www.ine.es/
Suede	Stockholm	Europe	43	19	5	38	24	NI	http://www.scb.se/
Switzerland	Berne	Europe	41	32	3	60	7	NI	http://www.bfs.admin.ch/bfs/portal/de/index.html
UK	London	Europe	51	85	11	82	13	73	http://www.statistics.gov.uk/hub/index.html
Serbia	Belgrade	Europe	19	66	2	53	8	NI	http://webrzs.stat.gov.rs/WebSite/
Poland	Warsaw	Europe	48	39	5	48	17	77	http://www.stat.gov.pl/gus

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LEGEND
1° % WEBSITE B2B / coverage nationale
2° % Illegal website
3° % e-commerce
4° % No Up date (minium 1 year)
5° % B2B Social Network
6° % Companies in bankruptcy without websites



Much more than a simple neglect of the Web, **Europe is experiencing a real decadence** that is clearly mirrored in the abnormally **high number of illegal websites**, of which **United Kingdom** is the champion with **85%** of its websites failing to comply with the legislation in force. It is closely followed by **Malta (84%), Portugal (83%), Albania (81%) as well as Belgium and Greece (both 79%)**. On the other hand, nations such as **Hungary (18%), Luxemburg (19%) or the Scandinavian countries** (9% for Denmark, 11% for Norway and 19% for Sweden) are displaying a contrasting higher percentage of **legitimate commercial websites**. Last but not least, Email-Brokers deplores a huge amount of sites that have not been updated since more than a year. These striking figures also illustrate in a very obvious manner the major catastrophe which is taking place at the scale of our continent, with **83% of obsolete websites for Malta, 82% for the United Kingdom and 81% for Germany**.

*“While the Old Continent is facing continuing economic challenges, Internet can prove to be the key that allows European companies to proudly keep their head above water and create golden opportunities that will enable them to blossom”, underlines William Vane Wiele. “The best pieces of evidence that the Internet constitutes a determining factor in the dynamisation and longevity of a business are the following statistics: **87% of German companies that have gone bankrupt in 2013 were not present on the Net and the same tendency is to be observed in the Netherlands (86%), Spain (84%), Italy (83%), Belgium (82%), France (81%) and many other countries.**”*



To obtain the maps in PDF format, simply answer this e-mail or click on http://www.email-brokers.com/_brochures/2014_02_press/



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About Email-Brokers:

The company Email-Brokers is a major database management and interactive marketing player in Western Europe where it offers the continent's most exhaustive business-to-business or business-to-customer databases.

The company was created in 2001 in the vicinity of Belgium's first university. It has since then enjoyed permanent double-digit growth, thanks to its partnerships with other companies in the direct marketing field on the one hand, and on the other, with information and financial analysis companies.

Email-Brokers has organised its activities around two central departments:

» **e-database management** : focusing on the enrichment and qualification of client databases

» **email-marketing** : selling services in the form of file rental, campaign creation and management, and so on.

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