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The 2018 survey on ICT usage and e-commerce (conducted among enterprises employing a minimum of 10 persons) revealed that 97.0 per cent of enterprises used computers, while 96.5 per cent also used the internet.

## ICT usage and e-Commerce in Enterprises: 2018

### Computer and internet use by enterprises

Results showed high levels of computer and internet use throughout all enterprise size classes and economic activities (Tables 1 and 2). Enterprises are opting for higher maximum contracted download speeds when choosing their internet service when compared to the previous year (Chart 1).

During 2018, 49,671 employees used the internet for business purposes, resulting in an increase of 0.2 per cent over the previous year. Moreover, during the period under review, a total of 22,601 employees accessed the internet via a mobile device provided by their employer, resulting in an increase of 3.0 per cent over the previous year (Table 3).

### Website use by enterprises

The 2018 survey showed that 1,864 (85.1 per cent) enterprises using the internet also had their own website (Table 4). Website usage has been continuously increasing in popularity and is mostly used by enterprises to provide a description of the goods or services offered, or to display price lists, with 94.6 per cent of enterprises doing so (Table 5).

### Cloud computing, invoicing and big data analysis by enterprises

In 2018, a total of 830 enterprises purchased cloud computing services, of which 669 used such services to enhance their own e-mail capabilities (Table 6).

Results also showed that in 2018, the most common invoicing method was in paper form, where 2,077 enterprises received invoices in this manner, and 1,822 enterprises sending invoices in paper format (Chart 2).

Big data usage has increased in popularity during recent years, and in fact during 2018, a total of 554 enterprises analysed big data. Over 62 per cent of these enterprises analysed data generated from social media (Table 7).

### E-Commerce sales

The number of enterprises conducting sales through e-commerce showed an increase of 4.2 percentage points over the previous year (Table 8). In 2018, total turnover generated through e-commerce sales amounted to €1.8 billion, an increase of 14.3 per cent over 2017 (Chart 3).

In 2018, 86.9 per cent of the total turnover generated via e-commerce web sales was derived from the enterprise's own website or apps (Chart 4).

### ICT specialists

In 2018, the number of enterprises employing ICT specialists has remained almost at par with figures observed in the previous year (Table 9) ■

**Table 1. Enterprises that use computers by size class and main economic activity**

Size class/ Main economic activity	Number		% all enterprises <sup>(1)</sup>	
	2017 (Revised)	2018	2017 (Revised)	2018
Size class:				
10-49	1,845	1,782	96.3	96.6
50-249	341	358	99.0	99.3
250+	62	63	98.0	98.1
Main economic activity:				
Manufacturing and Energy	353	340	97.4	98.5
Construction	159	146	97.2	92.8
Wholesale and Retail Trade	653	645	97.4	98.7
Accommodation and Food Service Activities, Transport and Communication	597	573	95.1	94.3
Real estate, Professional, Administrative and Other Service Activities	486	501	97.4	98.4
<b>Total</b>	<b>2,249</b>	<b>2,204</b>	<b>96.8</b>	<b>97.0</b>

<sup>(1)</sup> The total number of enterprises is given in Table M1 provided in the methodological notes.

Notes:

1. Figures may not add up due to rounding.
2. Full descriptions of the NACE Rev. 2 sections are provided in the methodological notes.

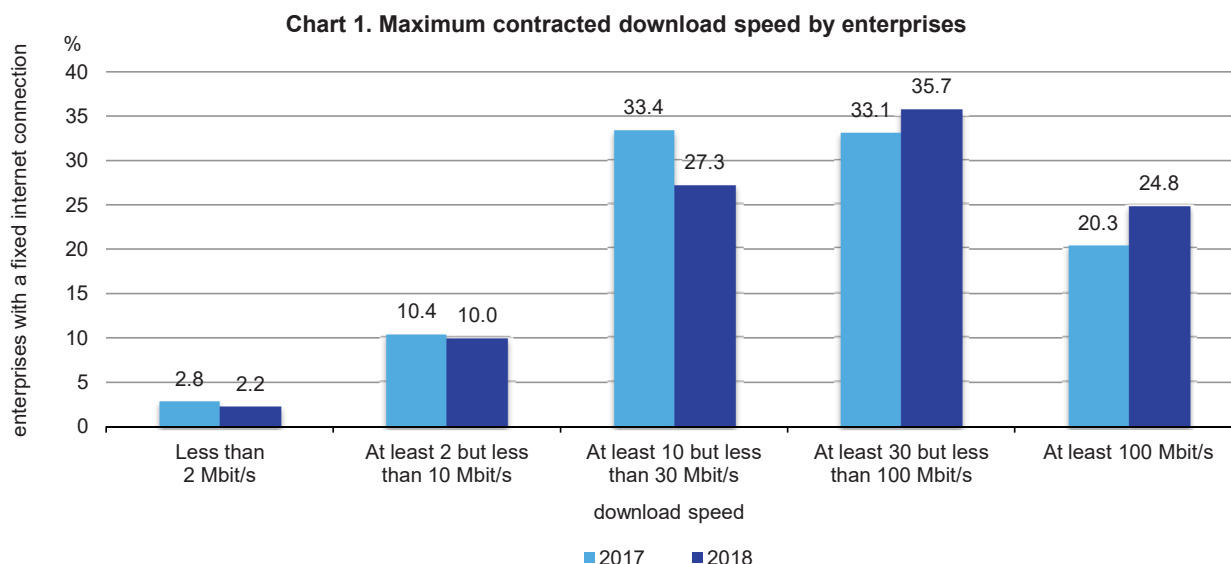
**Table 2. Enterprises that use the internet by size class and main economic activity**

Size class/ Main economic activity	Number		% all enterprises <sup>(1)</sup>	
	2017 (Revised)	2018	2017 (Revised)	2018
Size class:				
10-49	1,826	1,769	95.3	95.9
50-249	340	358	98.7	99.3
250+	62	63	98.0	98.1
Main economic activity:				
Manufacturing and Energy	348	336	96.1	97.6
Construction	159	142	97.2	90.5
Wholesale and Retail Trade	650	645	96.9	98.7
Accommodation and Food Service Activities, Transport and Communication	587	567	93.5	93.4
Real estate, Professional, Administrative and Other Service Activities	484	501	97.0	98.4
<b>Total</b>	<b>2,229</b>	<b>2,191</b>	<b>95.9</b>	<b>96.5</b>

<sup>(1)</sup> The total number of enterprises is given in Table M1 provided in the methodological notes.

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**Table 3. Number of employees accessing the internet by size class and main economic activity**

Size class/ Main economic activity	Number		Average per internet-using enterprise	
	2017 (Revised)	2018	2017 (Revised)	2018
<b>Employees using the Internet</b>				
Size class:				
10-49	20,945	20,321	11	11
50-249	14,764	16,339	43	46
250+	13,843	13,012	222	205
Main economic activity:				
Manufacturing and Energy	7,354	7,299	21	22
Construction	2,332	2,274	15	16
Wholesale and Retail Trade	9,906	10,789	15	17
Accommodation and Food Service Activities, Transport and Communication	15,049	14,648	26	26
Real estate, Professional, Administrative and Other Service Activities	14,911	14,662	31	29
<b>Total</b>	<b>49,551</b>	<b>49,671</b>	<b>22</b>	<b>23</b>
<b>Employees using internet via a mobile device</b>				
Size class:				
10-49	9,528	9,735	5	6
50-249	5,726	6,216	17	17
250+	6,688	6,651	107	105
Main economic activity:				
Manufacturing and Energy	2,953	2,829	8	8
Construction	1,200	1,206	8	8
Wholesale and Retail Trade	3,887	4,191	6	7
Accommodation and Food Service Activities, Transport and Communication	8,850	8,262	15	15
Real estate, Professional, Administrative and Other Service Activities	5,052	6,114	10	12
<b>Total</b>	<b>21,943</b>	<b>22,601</b>	<b>10</b>	<b>10</b>

Notes:

1. Mobile internet access is made via a device provided by the enterprise.
2. Figures may not add up due to rounding.
3. Full descriptions of the NACE Rev. 2 sections are provided in the methodological notes.

**Table 4. Enterprises that have a website by size class and main economic activity**

Size class/ Main economic activity	Number		% enterprises using internet <sup>(1)</sup>	
	2017 (Revised)	2018	2017 (Revised)	2018
Size class:				
10-49	1,509	1,469	82.7	83.0
50-249	306	339	89.9	94.6
250+	58	57	92.3	89.3
Main economic activity:				
Manufacturing and Energy	277	274	79.7	81.5
Construction	133	127	83.1	89.7
Wholesale and Retail Trade	525	533	80.8	82.7
Accommodation and Food Service Activities, Transport and Communication	514	492	87.5	86.8
Real estate, Professional, Administrative and Other Service Activities	424	438	87.5	87.3
<b>Total</b>	<b>1,873</b>	<b>1,864</b>	<b>84.0</b>	<b>85.1</b>

<sup>(1)</sup> The total number of enterprises using the internet is given in Table 2.

Notes:

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**Table 5. Features offered on the enterprises' website**

Website features	Number <sup>(1)</sup>		% enterprises having a website <sup>(2)</sup>	
	2017 (Revised)	2018	2017 (Revised)	2018
Description of goods or services, price lists	1,783	1,764	95.2	94.6
Online ordering or reservation or booking	722	834	38.5	44.8
Possibility for visitors to customise or design online goods or services	262	282	14.0	15.1
Tracking or status of orders placed	278	321	14.8	17.2
Personalised content in the website for regular/recurrent visitors	442	480	23.6	25.8
Links or references to the enterprise's social media profiles	1,369	1,396	73.1	74.9

<sup>(1)</sup> Enterprises may have more than one website feature. Thus figures are not mutually exclusive.

<sup>(2)</sup> The total number of enterprises having a website is given in Table 4.

**Table 6. Enterprises' purchasing cloud computing services by size class and main economic activity: 2018**

Size class/ Main economic activity	Cloud Computing Users	Reasons for purchasing cloud computing services <sup>(1)</sup>						
		E-mail	Office software	Hosting the enterprises's database	Storage of files	Finance or accounting software	CRM software applications	Computing power to run the enterprise's own software
Size class:								
10-49	607	489	385	257	448	172	160	136
50-249	183	149	123	73	131	49	39	37
250+	40	30	21	20	26	12	15	15
Main economic activity:								
Manufacturing and Energy	92	73	55	31	70	20	12 <sup>u</sup>	10 <sup>u</sup>
Construction	49	38	22	12 <sup>u</sup>	32	17	6 <sup>u</sup>	7 <sup>u</sup>
Wholesale and Retail Trade	210	176	138	78	161	31	35	38
Accommodation and Food Service Activities, Transport and Communication	231	179	147	122	168	75	86	64
Real estate, Professional, Administrative and Other Service Activities	249	204	167	106	173	90	75	69
<b>Total</b>	<b>830</b>	<b>669</b>	<b>528</b>	<b>350</b>	<b>605</b>	<b>233</b>	<b>214</b>	<b>188</b>

<sup>u</sup> Under-represented - Margin of error is between 30 and 40 per cent.

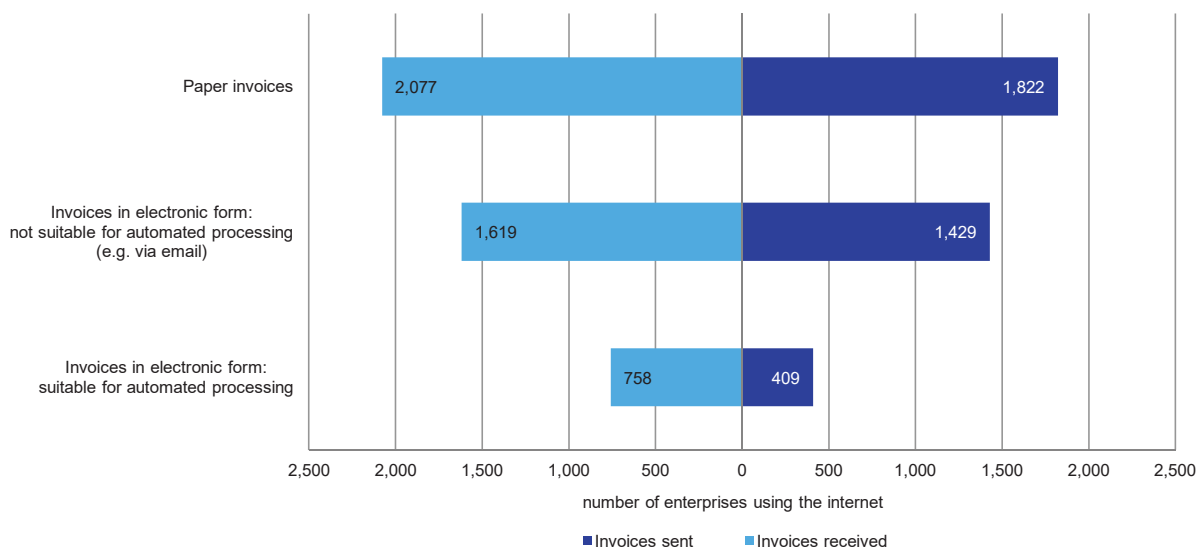
<sup>(1)</sup> Enterprises may have selected more than one reason. Thus figures are not mutually exclusive.

Notes:

1. Figures may not add up due to rounding.

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**Chart 2. Number of enterprise's issuing and/or receiving invoices by mode of issue and/or receipt**



**Table 7. Big data analysis by size class and main economic activity: 2018**

Size class/ Main economic activity	Enterprises Analysing Big Data	Source of the big data <sup>(1)</sup>			
		Enterprise's own data from smart devices or sensors	Geolocation data from the use of portable devices	Data generated from social media	Other sources
Size class:					
10-49	390	118	106	253	124
50-249	133	52	42	79	51
250+	31	22	5	15	10
Main economic activity:					
Manufacturing and Energy	64	44	23	27	18
Construction	29	8 <sup>u</sup>	12 <sup>u</sup>	14 <sup>u</sup>	10 <sup>u</sup>
Wholesale and Retail Trade	136	42	37	90	37
Accommodation and Food Service Activities, Transport and Communication	170	50	47	110	66
Real estate, Professional, Administrative and Other Service Activities	155	47	34	107	54
<b>Total</b>	<b>554</b>	<b>192</b>	<b>153</b>	<b>348</b>	<b>185</b>

<sup>u</sup> Under-represented - Margin of error is between 30 and 40 per cent.

<sup>(1)</sup> Enterprises may have selected more than one source. Thus figures are not mutually exclusive.

Notes:

1. Figures may not add up due to rounding.

2. Full descriptions of the NACE Rev. 2 sections are provided in the methodological notes.

**Table 8. Enterprises conducting sales through e-commerce by size class and main economic activity**

Size class/ Main economic activity	Number <sup>(1)</sup>		% enterprises that use internet <sup>(2)</sup>	
	2017 (Revised)	2018	2017 (Revised)	2018
Size class:				
10-49	269	336	14.7	19.0
50-249	100	116	29.4	32.5
250+	19	20	29.8	32.2
Main economic activity:				
Manufacturing and Energy	24	30	6.9	9.0
Construction	8 <sup>u</sup>	7 <sup>u</sup>	4.9 <sup>u</sup>	5.1 <sup>u</sup>
Wholesale and Retail Trade	115	142	17.7	22.1
Accommodation and Food Service Activities, Transport and Communication	170	204	28.9	35.9
Real estate, Professional, Administrative and Other Service Activities	70	89	14.5	17.8
<b>Total</b>	<b>387</b>	<b>473</b>	<b>17.4</b>	<b>21.6</b>

<sup>u</sup> Under-represented - Margin of error is between 30 and 40 per cent.

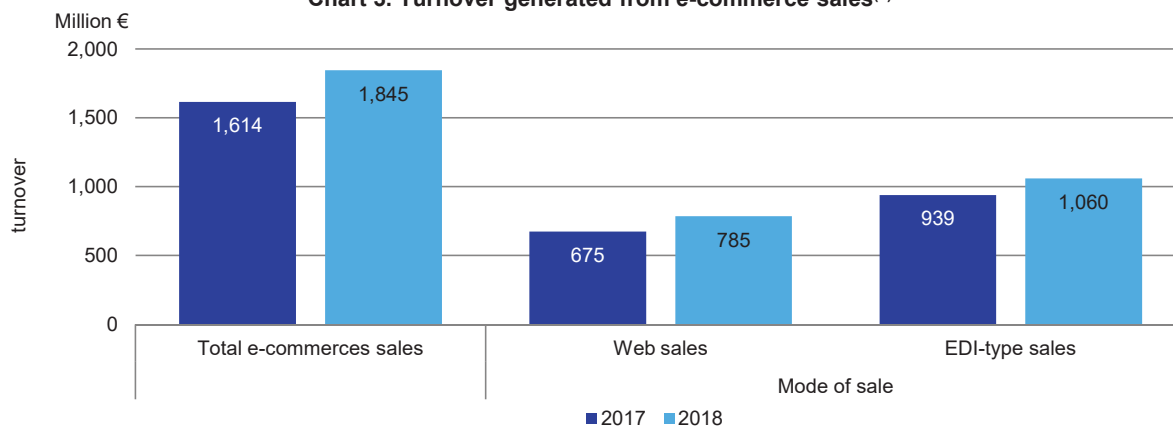
<sup>(1)</sup> Includes both web and EDI-type sales. Refer to methodological note 6 for more information.

<sup>(2)</sup> The total number of enterprises using internet is given in Table 2.

Notes:

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2. Full descriptions of the NACE Rev. 2 sections are provided in the methodological notes.

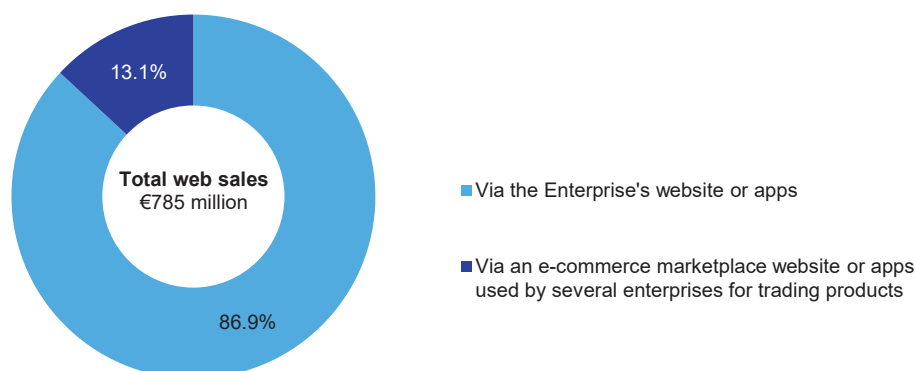
**Chart 3. Turnover generated from e-commerce sales<sup>(1)</sup>**



<sup>(1)</sup> The total number of enterprises performing e-commerce sales is given in Table 8.

Note: Refer to methodological note 6 for more information on different e-commerce types.

**Chart 4. Turnover generated via e-commerce web sales by platform**



**Table 9. Enterprises employing ICT specialists by size class and main economic activity**

Size class/ Main economic activity	Number		% enterprises that use computer <sup>(1)</sup>	
	2017 (Revised)	2018	2017 (Revised)	2018
Size class:				
10-49	343	315	18.6	17.7
50-249	158	173	46.2	48.4
250+	48	46	76.8	72.8
Main economic activity:				
Manufacturing and Energy	65	63	18.3	18.4
Construction	17	14	10.8	9.8
Wholesale and Retail Trade	109	108	16.7	16.8
Accommodation and Food Service Activities, Transport and Communication	191	186	32.0	32.5
Real estate, Professional, Administrative and Other Service Activities	166	163	34.2	32.6
<b>Total</b>	<b>548</b>	<b>535</b>	<b>24.4</b>	<b>24.3</b>

<sup>(1)</sup> The total number of enterprises using computer is given in Table 1.

Notes:

1. Figures may not add up due to rounding.
2. Full descriptions of the NACE Rev. 2 sections are provided in the methodological notes.

**Table 10. Enterprises that offer ICT-related training to employees by size class and main economic activity**

Size class/ Main economic activity	Number		% enterprises that use computer <sup>(1)</sup>	
	2017 (Revised)	2018	2017 (Revised)	2018
Size class:				
10-49	409	396	22.2	22.2
50-249	154	148	45.0	41.2
250+	42	39	66.8	61.5
Main economic activity:				
Manufacturing and Energy	87	70	24.8	20.5
Construction	29	19	18.2	12.9
Wholesale and Retail Trade	141	145	21.6	22.5
Accommodation and Food Service Activities, Transport and Communication	191	180	32.0	31.4
Real estate, Professional, Administrative and Other Service Activities	156	169	32.0	33.8
<b>Total</b>	<b>604</b>	<b>583</b>	<b>26.9</b>	<b>26.5</b>

<sup>(1)</sup> The total number of enterprises using computer is given in Table 1.

Notes:

1. Figures may not add up due to rounding.
2. Full descriptions of the NACE Rev. 2 sections are provided in the methodological notes.



## Methodological Notes

1. The survey on ICT usage and e-commerce in enterprises is conducted by the National Statistics Office (NSO) on an annual basis, under European Regulation (EC) No. 808/2004. The survey covers enterprises employing 10 or more employees (including employees on both full-time and part-time basis and excluding apprentices and interns) from selected economic sectors. This survey studies various aspects of the Maltese digital economy and society, focusing on the use of information and communication technologies (ICTs) by enterprises.
2. For the purpose of this news release, a census of enterprises employing a minimum of 10 employees (full-time and part-time) was undertaken. The register of businesses maintained by NSO was used as the sampling frame for this survey.
3. The enterprise, as defined in the Council Regulation (EC) No 696/93 of 15 March 1993 is *"The smallest combination of legal units that is an organizational unit producing goods or services, which benefits from a certain degree of autonomy in decision-making, especially for the allocation of its current resources. An enterprise carries out one or more activities at one or more locations. An enterprise may be a sole legal unit."* Economic Activity is based on the enterprises main activity.
4. Enterprises were divided into strata depending on their size class and economic activity, in line with NACE Rev. 2 Classification.

**Table M1. Size Class and Main Economic Activity**

		Total number of enterprises	
		2017	2018
		Revised	
<b>Size class</b>			
	10-49 employees	1,916	1,846
	50-249 employees	345	361
	250+ employees	64	65
<b>Total</b>		<b>2,324</b>	<b>2,271</b>
<b>Nace Rev. 2</b>	<b>Main economic activity (full description of sections)</b>		
C, D and E	Manufacturing; Electricity, gas, steam and air conditioning supply; Water supply, sewerage, waste management and remediation activities	362	345
F	Construction	164	157
G	Wholesale and retail trade; repair of motor vehicles and motorcycles	671	653
H, I and J	Transportation and storage; Accommodation and food service activities; Information and communication	628	607
L, M, N and S	Real estate activities; Professional, scientific and technical activities; Administrative and support service activities; Other service activities	499	509
<b>Total</b>		<b>2,324</b>	<b>2,271</b>

5. An overall response rate of 62.4 per cent was achieved. Some questionnaires were returned to the Office with some incomplete data, resulting in item non-response. These were then imputed using appropriate statistical methods. Furthermore various non-sampling errors may occur and are primarily related to the respondent and/or errors during processing. While every effort is made to minimise such occurrences these are known to be present and remain impossible to quantify exactly.

## 6. Definitions:

**Big data** are generated from activities that are carried out electronically and from machine-to-machine communications (e.g. data produced from social media activities, from production processes, etc.)

Big data typically have characteristics such as:

- Significant volume referring to vast amounts of data generated over time.
- Variety referring to the different format of complex data, either structured or unstructured (e.g. text, video, images, voice, docs, sensor data, activity logs, click streams, coordinates, etc.).
- Velocity referring to the high speed at which data is generated, becomes available and changes over time.

Big data analysis refers to the use of techniques, technologies and software tools for analysing big data extracted from the enterprise's own data sources or other data sources.

**Cloud computing** refers to ICT services that are used over the internet to access software, computing power, storage capacity etc.;

where the services have all of the following characteristics:

- are delivered from servers of service providers
- can be easily scaled up or down (e.g. number of users or change of storage capacity)
- can be used on-demand by the user, at least after the initial set up (without human interaction with the service provider)
- are paid for, either per user, by capacity used, or they are pre-paid.

Cloud computing may include connections via Virtual Private Networks (VPN).

**e-Commerce** is the sales of goods or services conducted over computer networks by methods specifically designed for the purpose of receiving orders. Two types of e-commerce are identified in this news release:

- a) **Web sales** are sales made via an online store (web shop), or via web forms on a website, or extranet, or via web applications.
- b) **EDI-type sales** are sales made via EDI-type messages (EDI: Electronic Data Interchange) meaning:
  - in an agreed or standard format suitable for automated processing (e.g. EDIFACT, XML, etc.); and
  - without the individual message being typed manually.

**ICT specialists** refers to employees for whom ICT is their main job. Tasks include development, operating or maintaining ICT systems or applications.

7. More information relating to this news release may be accessed at:

Sources and Methods:

[https://nso.gov.mt/en/nso/Sources\\_and\\_Methods/Unit\\_C4/Education\\_and\\_Information\\_Society\\_Statistics/Pages/ICT-Usage-by-Enterprises.aspx](https://nso.gov.mt/en/nso/Sources_and_Methods/Unit_C4/Education_and_Information_Society_Statistics/Pages/ICT-Usage-by-Enterprises.aspx)

Statistical Concepts: <http://nso.gov.mt/metadata/concepts.aspx>

Metadata: <http://nso.gov.mt/metadata/reports.aspx?id=43>

8. References to this News Release are to be cited appropriately.

9. A detailed news release calendar is available on:

[https://nso.gov.mt/en/News\\_Releases/Release\\_Calendar/Pages/News-Release-Calendar.aspx](https://nso.gov.mt/en/News_Releases/Release_Calendar/Pages/News-Release-Calendar.aspx)

**European statistics comparable to data in this News Release are available at:**

[EUROSTAT Website/Homepage/Statistics Database](https://ec.europa.eu/eurostat/tgm/table.do?tab=table&init=1&language=en&plugin=1)

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