

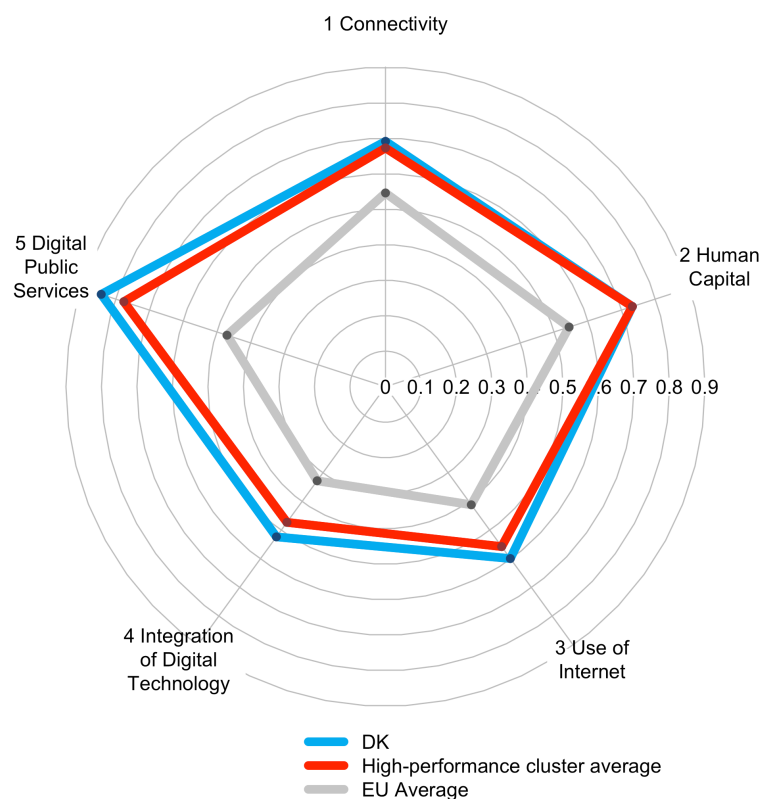
Digital Economy and Society Index¹ 2015²

Country Profile

Denmark

In DESI 2015, Denmark has an overall score³ of **0.68** and ranks **1st** out of the 28 EU Member States. Denmark has the most advanced use of digital public services, for example 69% of Internet users send return filled forms online to the public authorities. It is also Europe's best performer in eHealth: 92% of general practitioners exchange medical data electronically. The percentage of businesses using technologies such as electronic information sharing (42%), eInvoices (59%) and Cloud services (28%) in Denmark are among the highest in the EU.

Denmark falls into the cluster of **high-performance**⁴ countries, where it tops the performance of the 28 EU Member States.



	Denmark rank	Denmark score	Cluster score	EU score
DESI 2015	1	0.68	0.65	0.47
DESI 2014	1	0.65	0.62	0.44

¹ The Digital Economy and Society Index (DESI) is a composite index developed by the European Commission (DG CNECT) to assess the development of EU countries towards a digital economy and society. It aggregates a set of relevant indicators structured around 5 dimensions: Connectivity, Human Capital, Use of Internet, Integration of Digital Technology and Digital Public Services. For more information about the DESI please refer to <http://ec.europa.eu/digital-agenda/en/digital-agenda-scoreboard>

² The DESI 2015 is constructed from indicators referring mostly to the calendar year 2014 (except when data is not available for that calendar year, in which case the latest prior data was used).

³ DESI scores range from 0 to 1, the higher the score the better the country performance.

⁴ In the DESI 2015, the high-performance cluster of countries comprises Denmark, Finland, Netherlands and Sweden.

1 Connectivity

1 Connectivity	Denmark		Cluster score	EU score
	rank	score		
DESI 2015	5	0.69	0.67	0.55
DESI 2014	2	0.66	0.63	0.51

With an overall Connectivity score of 0.69 (up from 0.66) the country ranks 5th among EU countries.

	Denmark				EU DESI 2015 value
	DESI 2015		DESI 2014		
	value	rank	value	rank	
1a1 Fixed BB Coverage % households	99% (2013)	11	99% (2013)	11	97% (2013)
1a2 Fixed BB Take-up % households	79% (2014)	↓ 5	81% (2013)	2	70% (2014)
1b1 Mobile BB Take-up Subscribers per 100 people	110 (2014)	↑ 3	100 (2013)	3	67 (2014)
1b2 Spectrum % of the target for spectrum to be harmonised at EU level	71% (2014)	→ 17	71% (2013)	15	70% (2014)
1c1 NGA Coverage % households, out of all households	83% (2013)	8	83% (2013)	8	62% (2013)
1c2 Subscriptions to Fast BB % of subscriptions >= 30Mbps, out of fixed BB subscriptions	32% (2014)	↑ 13	22% (2013)	14	22% (2014)
1d1 Fixed BB Price % individual gross income spent for the cheapest standalone Fixed Broadband subscription (lower values are better)	1.1% (2014)	↓ 8	1% (2013)	5	1.3% (2014)

At the end of 2013, fixed broadband was available to 99% of homes in Denmark (97% in the EU). In rural areas, fixed broadband is available to 91% of homes. At the same time, Next Generation Access capable of providing at least 30 Mbps was available to 83% of homes (62% in the EU), among the best rates in Europe.

The take up of fixed broadband subscription in Denmark seems to have slowed down, probably in favour of mobile broadband (more than one subscription per person while 4th generation networks are available to three quarters of population). The share of high speed connections (providing at least 30 Mbps) is much greater than the EU average and concerns a third of all subscriptions.

2 Human Capital

2 Human Capital	Denmark		Cluster score	EU score
	rank	score		
DESI 2015	3	0.73	0.73	0.54
DESI 2014	3	0.73	0.73	0.52

With a Human Capital score of 0.73, Denmark ranks 3rd among EU countries and features the same score as a year ago.

	Denmark				EU DESI 2015 value
	DESI 2015		DESI 2014		
	value	rank	value	rank	
2a1 Internet Users % individuals (aged 16-74)	92% (2014) ↑	2	91% (2013)	4	75% (2014)
2a2 Basic Digital Skills % individuals (aged 16-74)	76% (2014) ↓	4	78% (2012)	2	59% (2014)
2b1 ICT Specialists % employed individuals	4.1% (2013) →	4	4.1% (2012)	4	2.8% (2013)
2b2 STEM Graduates Graduates in STEM per 1000 individuals (aged 20 to 29)	19 (2012)	8	19 (2012)	8	17 (2012)

Danish regular Internet users are 92% of population; the 2nd place in the EU.

The share of users with basic digital skills (76%) has decreased (this could be due to demographic changes or to the increase in the number of internet users). Denmark has also one of the 4th highest shares of ICT specialists⁵ in the workforce of all EU countries (4.1%) and 1.9% of Danes aged 20-29 years old are holding a STEM (science, technology, engineering and mathematics) degree.

⁵ Broad definition taken from JRC (IPTS) "The evolution of EU ICT employment 2000-2012" Technical report (forthcoming): ISCO codes 25 and 35, plus ICT graduates in certain adjacent ISCO codes.

3 Use of Internet

3 Use of Internet	Denmark		Cluster score	EU score
	rank	score		
DESI 2015	2	0.6	0.56	0.41
DESI 2014	1	0.57	0.52	0.39

In terms of the propensity of individuals to use Internet services, Denmark scores 0.6 (up from 0.57 last year) and ranks 2nd among EU countries. Danes are among the most intensive users of Video on Demand and on-line shopping.

	Denmark				EU DESI 2015 value
	DESI 2015		DESI 2014		
	value	rank	value	rank	
3a1 News % individuals who used Internet in the last 3 months (aged 16-74)	74% (2014) →	13	74% (2013)	13	67% (2014)
3a2 Music, Videos and Games % individuals who used Internet in the last 3 months (aged 16-74)	57% (2014) ↓	5	58% (2012)	6	49% (2014)
3a3 Video on Demand % households that have a TV	74% (2013)	2	74% (2013)	2	39% (2013)
3a4 IPTV % households that have a TV	17% (2013)	10	17% (2013)	10	13% (2013)
3b1 Video Calls % individuals who used Internet in the last 3 months (aged 16-74)	49% (2014) ↑	9	40% (2013)	12	37% (2014)
3b2 Social Networks % individuals who used Internet in the last 3 months (aged 16-74)	69% (2014) ↑	8	67% (2013)	7	58% (2014)
3c1 Banking % individuals who used Internet in the last 3 months (aged 16-74)	88% (2014) ↑	5	87% (2013)	4	57% (2014)
3c2 Shopping % individuals who used Internet in the last year (aged 16-74)	81% (2014) →	2	81% (2013)	2	63% (2014)

Most Danish citizens are online. Online banking and shopping are the most popular activities. 81% of Danish internet users did shopping online last year and half of them did so cross border.

Danes read news online (74%), listen to music, watch films and play games online (57%), obtain video content using their broadband connections (mostly though Video on Demand – 74%), use the Internet to communicate via voice or video calls (49%) or through social networks (69%). For all of these online activities, engagement among the Danish is higher than overall in the EU.

4 Integration of Digital Technology

4 Integration of Digital Technology	Denmark		Cluster score	EU score
	rank	score		
DESI 2015	1	0.52	0.47	0.33
DESI 2014	4	0.43	0.41	0.3

In Integration of Digital Technology by businesses, Denmark scores 0.52, progressing from last year (0.43) and ranks 1st among EU countries. Danish businesses do exploit the possibilities offered by digital technologies.

	Denmark				EU DESI 2015 value
	DESI 2015		DESI 2014		
	value	rank	value	rank	
4a1 Electronic Information Sharing % enterprises (no financial sector, 10+ employees)	42% (2014) ↑	4	33% (2013)	8	31% (2014)
4a2 RFID % enterprises (no financial sector, 10+ employees)	3.2% (2014) ↑	17	1.4% (2011)	16	3.8% (2014)
4a3 Social Media % enterprises (no financial sector, 10+ employees)	19% (2014) ↑	10	15% (2013)	15	14% (2014)
4a4 eInvoices % enterprises (no financial sector, 10+ employees)	59% (2014) ↑	1	54% (2013)	1	11% (2014)
4a5 Cloud % enterprises (no financial sector, 10+ employees)	28% (2014)	2	n.a.	-	11% (2014)
4b1 SMEs Selling Online % SMEs (no financial sector, 10+ employees)	26% (2014) →	2	26% (2013)	1	15% (2014)
4b2 eCommerce Turnover % turnover of SMEs (no financial sector, 10-249 employees)	14% (2014)	3	n.a.	-	8.8% (2014)
4b3 Selling Online Cross-border % SMEs (no financial sector, 10+ employees)	9.9% (2013)	7	9.9% (2013)	7	6.5% (2013)

The adoption of digital technologies is an important driver of labour productivity growth. The percentage of businesses using technologies such as electronic information sharing (ERP – 42%), eInvoices (59%) and Cloud services (28%) in Denmark are among the highest in the EU.

Danish businesses take fully advantage of the possibilities offered by on-line commerce. 26% of SMEs in Denmark sell online and 9.9% sell online across borders. Danish businesses make 14% of their turnover from on-line sales, the 3rd best performance in the EU.

5 Digital Public Services

5 Digital Public Services	Denmark		Cluster score	EU score
	rank	score		
DESI 2015	1	0.84	0.77	0.47
DESI 2014	1	0.86	0.79	0.45

Digital Public Services is the other dimension where Denmark performs best of all DESI 2015 dimensions. With a score of 0.84, Denmark ranks 1th among EU countries, maintaining the same rank from the previous year (but lowering its score).

	Denmark				EU DESI 2015 value
	DESI 2015 value	rank	DESI 2014 value	rank	
5a1 eGovernment Users % individuals returning filled forms, out of Internet users in the last year (aged 16-74)	69% (2014) →	1	69% (2013)	1	33% (2014)
5a2 Pre-filled Forms Score (0 to 100)	77 (2014) ↑	4	71 (2013)	6	45 (2014)
5a3 Online Service Completion Score (0 to 100)	87 (2014) ↑	8	85 (2013)	8	75 (2014)
5a4 Open Data Score (0 to 700)	440 (2014)	11	n.a.	-	380 (2014)
5b1 Medical Data Exchange % General Practitioners	92% (2013)	1	92% (2013)	1	36% (2013)
5b2 ePrescription % General Practitioners	100% (2013)	2	100% (2013)	2	27% (2013)

Modern public services offered online are an important vehicle to the better efficiency of the public administration as well as to enterprises and citizens. Denmark's indicator score⁶ places it among the best in the EU and shows that the level of sophistication of its services is high. Denmark is gradually implementing a "digital by default" strategy for the most used citizen's public services, taking advantage of the high percentage of eGovernment users (69% of Internet users send return filled forms online to the public authorities), the highest in the EU. However, some more progress in putting all the services online and in reusing available information through filled-in forms would be needed for this strategy to be fully successful.

Denmark's performance in eHealth is the best in the EU. 92% of general practitioners exchange medical data electronically (1st) and use of ePrescription is wide spread with nearly 100% of its general practitioners transferring prescriptions to pharmacists electronically, almost best score in the EU, only behind Estonia.

⁶ 77/100 in the Pre-filled Forms indicator (measuring the extent to which data that is already known to the public administration is pre-filled in the forms that are presented to the user), and of 87/100 in the Online Service Completion indicator (measuring the extent to which the various steps in an interaction with the public administration – life event – can be performed completely online).