

# Digital Economy and Communication Technologies: Methods and Mechanisms of Promotion through E-Commerce and E-Marketing



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**Abstract:** *This paper focuses on the methods and the mechanisms of E-commerce and E-marketing, and the important role of international electronic companies in this vital and digital field. The spreaders of the digital economy and the techniques of information and communication technology are deployed with applications of E-commerce and E-marketing. Thus, the digital globalization opens the horizon of technological development and accelerates the growth of the use of modern techniques through the innovation of the digital economy in our daily lives. In addition, the modernization of companies in the field of E-marketing and E-commerce has a direct impact on the strategic relationship between internet users, information, technology and business. In this sense, my theoretical study determines methods and mechanisms of promotion through E-commerce and E-marketing during the revolution of the digital economy and the technologies of modern and social communication.*

**Keywords:** *The Digital Economy, the Communication Technologies, E-marketing, E-commerce, Methods and Mechanisms.*

## I. INTRODUCTION

The term of digital economy or also internet economy refers to all economic and social activities that are enabled by the internet and the other information and communication technologies (Georgiadis C.K, Stiakakis E and Ravindron A.R (2013) [4]. Later on the issue of modern communication techniques is deployed with e-commerce applications and precisely in the early nineties of the past century. The spread and growth of this trade among one thousand thousands of human beings using these modern means have been positively contributing to the raising of profits and the rapid enrichment of electronic merchants.

What undeniable have strengthened the importance of business deal through online selling because of the increasing habit of this network it is puts the investment of these menus in the application of market principles through supply products and services and their distribution and upgrade.

Therefore launched the revolution of modern craft, which can be facilitating the process of selling and buying for millions of people with diligence and the effectiveness of quality and the promotion of diligently all the wares of the same process of marketing along the web. The study of Brynjolfsson E and Hitt L.M (2000) [2]. explain when the companies using information technology to change the way they conduct business often say that their investment in information technology complements changes in other aspects of the organization. Also the technological innovations related to the commercialization of the internet have dramatically decreased the cost of building electronic supply chain links. The evolution of modern techniques of communication on the net has helped electronic marketing of the business relationship between consumers and global electronics companies in a highly organized and courtly style. Selling is a profitable way companies profits you the most dividends and benefits a better spirit. The internet has become today on the important commercial space where the merchandise proposed for sale and are witnessing an increasing need for the purchase of these products by countless and not be brought into thoughtfulness. Fellowships to promote their products electronically have increased the sites for sale and purchase and increases with number of customer's promoters with commission the goods of these societies. Many people believe that e-commerce was one of the unsuccessful sites no approval, and no one buys or trusts and views them as fraud and elaborate, but lots more than that. Ba S, Whinston A.B and Zhong H (2002) [1]. says Millions of dollars change hands daily through online auction markets. However, fraud has been on the rise in these markets. Using a game theoretic approach, we propose a design of an economic incentive mechanism, the trusted third party (TTP), to serve the online auction communities. E-commerce to many sections according to the competence of each electronic enterprise, including commercial marketing by the company to the consumer (C2B), companies to companies (B2B), consumers to consumers (C2C), consumers to companies (B2C), Non-profit e-commerce (NonbusinessEC),

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electronic business-to-business-to-consumer (C2B2B), in company (intra-business), business to its employees (E2B), cooperative trade (C-commerce) and government to its nationals or enterprises (E-Government).

I can give out the functions of electronic marketing via the marketing mix in force on the international markets of electronic commerce, for example search of the market of products and services, price, placement and distribution and also the announcement and promotion and publicizing. After demonstrating the e-commerce system via the marketing mix proceed to define the methods and mechanisms of electronic marketing of the products through the internet to turn it into a huge trading space containing all the wares of the countries of the whole universe. Beginning of all ways of furthering the division of the market, the positioning in the securities industry, the strategy of the market and types of marketing. Secondly, includes mechanisms for the packaging of products to many branches of trade companies of e-commerce and e-marketing and web marketing. Partial e-commerce, systems of information between the foundations and the electronic markets, systems of information between the institutions and theoretical accounts of shared income.

Some pass the e-marketing a radical transformation in the concept of trade close the internal market closed with a large external market open to the universe, including a great movement of supply and demand. The development of the e-marketing system to include modern changes in the world of digital engineering and e-commerce has become a major concern by officials declare as a plus element in limiting unemployment and offering chances to occupy many executives and graduates of universities, especially in the area of international trade, as well as provided a statement of substantial foreign exchange profit. The essay of Zhou L, Zhang P and Zimmermann (2013) starts by providing a brief overview of social commerce research and practice in light of the wide attention it has drawn in the industry. Then, we propose a research framework with an integrated view of social commerce that consists of four key components such as business, technology, people and information. In this paper of e-commerce and e-marketing, I will concentrate on electronic marketing methods and mechanisms and bases and international electronic companies in this critical and digital economy, also the important rule of information communication technology. Well, What is the concept of e-commerce and e-marketing in global markets?. How determines the promotion of products of international companies in this field?. And what are the methods and mechanisms of electronic marketing?

## II. ELECTRONIC COMMERCE

Electronic commerce is a new concept emerged with recent developments in the area of digital globalization and advanced communication techniques. The universe of communications through internet networks is defined e-commerce as a means paves the way for the sale and purchase or exchange of merchandise, services and data. In addition, e-commerce applications are split into three parts, as follows the purchase and sale of so-called e-grocery store wares and services, facilitating and directing the flow of information and communication, and cooperation between societies and between different sections of a single company and ultimately to offer client service. The application of

internet technologies to interfirm transactions has led to the amazing growth of internet-based business-to-business (B2B) electronic markets and online B2B sales (Dai Q and Kauffman R.J (2002)) [3]. The research on information technology and its impacts provides a rich resource for studying the various business models of B2B electronic markets and the dynamics of organizational adoption of electronic markets. I can classify electronic commerce through the nature of business transactions of international electronic companies. Fig.1. This classification represents the immense arena of sales operations or the purchase or exchange of merchandise, services and information via the internet and customers, or internal or external intermediary agents. This relationship forms the link between the tasks and the consumer or the direct relationship between one of them and some other.

### - *Commercial Marketing of company to consumer (C2B):*

This transaction represents the cognitive operation of selling products, services and business-to-consumer exchanges, such as Dell and Amazon. This treatment is classified in direct sales to the consumer by retail sales without the presence of a commercial intermediary.

### - *Commercial Marketing of companies to companies (B2B):*

The business relationship is essentially selling and buying between companies and it is in the aggregate of information systems between organizations and transactions carried out in electronic markets between companies. Dai Q and Kauffman R.J (2002) [3], affirms that synthesizing prior research on electronic markets, interorganizational information systems, and adoption of network technologies, we reveal that B2B electronic markets offer basic market functions, as some researchers have indicated, and that the current functionality base for electronic markets is beginning to emphasize other capabilities that aim to satisfy management information and risk management needs and enable technological adaptation and system integration.

### - *Commercial Marketing consumer to consumer (C2C):*

Marketing represents the commercial exchange of the consumer to the consumer directly. The study of Ba S, Whinston A.B and Zhang H (2002) [1]. confirm the creating of the trusted third party (TTP) because could be a great business opportunity. Just like Truste (<http://www.truste.com>) and BizRate (<http://www.bizrate.com>) are currently playing an important role in building trust in electronic markets, the proposed TTP model sheds light on a new type of TTP, which may significantly promote trust in online consumer to consumer (C2C) auction markets. While observing the procedure of selling a product between consumer and other consumer directly. Hence, the consumer has put ads on the website for sale for personal intentions or experiences. On that point are also auctions on the net like the eBay site.

- *Commercial Marketing of consumers to companies (B2C):*

The commercial operation of individual consumers to companies that sell products or services to companies, such as the sale of handicrafts or traditional products to the companies failing the protection of the inheritance. Fig.5.

illustrates four essential elements of social commerce, their alignment and integration relationships, and strategic fit between strategy and infrastructure levels in each element strategic fit is inherently (Zhou L, Zhang P and Zimmermann H.D (2013)) [9]. This is because the choices made by one business enterprise or firm will evoke imitative actions over time, and this will necessitate responses from other competitors (Henderson J.C and Venkatraman N (1993)) [5]. This argument explains the social commerce with the strategic alignment concerns business, technology, people and information.

- *Electronic commerce non-profit (NonbusinessEC):*

This procedure represents the role of dissimilar types of e-commerce to reduce costs and improve the performance of government and not for profit psychiatric hospitals. Here we recall the religious and societal establishments.

- *Electronic commerce between companies (Interbusiness):*

This transaction presents the commercial exchange on the internal network of the company, which includes the exchange of products, services or data. The aim of this procedure is to bring down the costs of managing the psychiatric hospital and training workers on the cyberspace web.

- *Commercial Marketing of company to company to consumer (C2B2B):*

This transaction presents a trade exchange from one society to another and then to individual consumers. Here the company purchases the merchandise and then trade it to the retailer, and then sell it immediately to consumers.

- *Commerce Marketing in a section within company (intrabusiness):*

The commercial transaction represents all activities and internal information of the company regarding the interchange of goods and services or information between the different parts and individuals within the company without commercial intermediary. This case depends on several different units; each unit is specialized in the manufacture of specific pieces and sold to another unit within the troupe.

- *Commercial Marketing of company to its employees (E2B):*

The commercial exchange represents goods or services or information about the company to its individual personnel. Here, the company offers employees with certain products at a price and preferential returns the company immediately.

- *Cooperation commerce (C-commerce):*

The role of this cooperative commercial operation is to cooperate in electronic from among persons or groups at a distance to bear away the electronic commercial operation, such as the purpose and production of a product.

- *Electronic commerce of government to citizens to companies (E-Government):*

The operation represents the process of government coordination of the execution and simplification of management procedures through the purchase or supply of products or information, or to its individual citizens or companies through the Ministry's electronic website. Electronic government or so-called electronic public administration takes three main forms are:

- Relationship between the Government with Citizens (C2G)
- Relationship between the Government with the Government (G2G)
- Relationship between Government with Business (B2G)

The work of e-government represents the official expression of the knowledge society and the digital economy in the context of international economic and trade globalization in order to simplify relations with administrative structures and citizens and all clientele from a space.

### III. ELECTRONIC MARKETING

The idea of electronic marketing via marketing mix began in the year 1964; and that by the theory of professor Harvard University of business Neil Borden. Fig.2. This method includes a mix it called the marketing mix contains 12 elements of marketing. However, Jérôme McCarthy and Four Buze are what proceeded to lay the foundations of this combination consisting of four capital letters beginning with letter "P". There is also a continuing debate in American universities as to whether to modify the elements of the marketing mix to manage the business of electronic marketing. Hence, all business parties are working to gain a larger share of the target market to strive to control and influence consumer buying behavior through the marketing strategies adopted. The global electronic companies have adopted a set of external influences in order to influence consumers buying behavior in order to rush to their product and to control the market through intermediaries, promotion agents and direct sales. The commercial marketing by the marketing mix method is made up of sP4 as well as the main element is reliance on market research that gathers communications and company, as well as the electronic marketing process on the internet combines elements electronic marketing mix as follows:

- *Marketplace Research:*

The marketing of a particular product proceeds first by identifying the needs and desires and preferences, and the behavior and reactions of prospective consumers, and the best way to reach the consumer is direct surveys through contacts or by notice of the survey. Also gather information about the market and determine the growing demand for the quality of this product. In addition, focus research on the study of competitors and market variables and product quality.

- *Product:*

The modern technologies have contributed to the allocation of additional services for a given customer.

While the customer has become a consumer demand a given product online from some countries of the world and from any chosen retail store quickly and easily.

In addition, the consumer can access all types of products electronically within a few minutes. It could also for the consumer to request modifications specially adapted to his needs and desires.

Here the operation of the manufacture and production of the products required by the consumer takes home. Hence the operation of manufacturing products through the special website on sales as follows, the demand of consumers who wish by selection of design, painting, colors, size, measurement and other and then the customer make the purchase of products and the site make to manufacture required products and packing and shipping.

- *Pricing:*

The price is the main marketing substances to market any product through the internet, the consumer has become influenced to a large extent at the price of this product before buying it. The price of this product has made the calculation of rates of fees and taxes and insurance. These factors have a considerable influence on the consumer, where the latter by comparing the prices of a better and easier between a large number of competing electronic companies in the global market on the internet. The evolution of commercial marketing on the internet has opened up a wider field for the consumer to choose the right price for their needs and desires. Thus is done here the supplying operation wishing by the appropriate price and affordable on the other hand financial consumer of ability to pay the purchase of a paid product.

- *Promotion and Publicity:*

The use of modern technical means of the internet has allowed companies to adopt methods of promotion and propaganda and declaration of cost and high quality to attract consumers to buy a given product. This method facilitates the advertising work to inform the customers required for the quality and price of this product. It has also contributed to consumers' desires in modern high quality electronics. This promotional activity is known as a direct marketing communication activity with the customer required to tell him, or persuade him or remind him to accept or restitution purchase through a set of guidelines and advice. The marketing mix elements can be listed in the ad, promoting products according to the consumer's desires and market varieties.

- *Placement and Sell:*

The method of distribution followed by the company in accordance with the desires of consumers and through the carrier of the products of the factory and to the customer or consumer. The distribution includes the identification of targeted geographic areas and the place that wants the consumer as well as physical distribution, storage and direct transport. The evolution of modern electronic internet systems has become a global trading space, so that the consumer no longer needs to go to market, or the search for a product can not easily obtained, money. The distribution and sale on the internet with credit cards facilitates the operation of direct selling fast and high quality and high tech. In this reason, the information asymmetry may lead to market inefficiency, we can design and create trusted third parties to reduce asymmetric information, and thus to prevent potential market failure (Ba S, Whinston A.B and Zhang H (2002)) [1].

#### **IV. THE METHODS AND MECHANISMS OF PROMOTION**

The operation to promote internet commerce based mainly on modern electronic promotion methods and mechanisms in world markets. The method of promotion includes market division, market targeting, positioning in the market, marketing strategy and approved marketing types. Electronic product promotion mechanisms can be categorized as e-business, e-market and network marketing, partial electronic commerce, data systems between institutions and electronic marketplaces, data systems between institutions and theoretical accounts of shared revenue. The commercial marketing of products on the internet begins with the elaboration of a global concept obviously to the objective of the company and the object of its creation. This way of marketing aims to develop legal frameworks and working bases of companies and their relations with their customers and intermediaries promoters of the products. In every commercial promotional success story lies electronic marketing in one hand on it. Marketing knowledge has become today the way to get rich quick in a knowledge society and digital economy. The purpose of the trusted third party (TTP) is to facilitate trust building in the online environment, and to help reduce online fraud through the use of reputation (Ba S, Whinston A.B and Zhang H (2002)) [1]. The mechanism combines the digital economy and information communication technology aspects of online transactions. Controlling sales by commission or direct selling represent for some electronic merchant a way to derive considerable profits legitimately and legally.

##### **A. The Methods of Electronic Promotion**

The marketing profession is the conduct of all forms of activity of an electronic company that brings together all parts of traders, promoters, intermediaries and customers until the end of the product sales process. In this sens the classification of electronic commerce research by common topic such as the applications, technological issues, support and implementation and others methods increasing the volume of electronic commerce research has been conducted for a diverse range of areas (Ngai E.W.T and Wat F.K.T (2001)) [6]. Marketing defines for the company the market for its intervention and any merchandise for sale and promotional planning through the development of electronic sales methods. Fig.3. The marketing genius Philip Kotler recalls by applying his marketing analysis that the company's sound business resides in a suitable place of a place in the market. This theory can be summed up in three words (STP); Segmentation, Targeting, Positioning. In addition, one can increase the two important elements of promotional methods are the marketing strategy by analyzing the situation of the promotion and then defining the different types of marketing.

- *The division of market (Segmentation):*

The objective of this process is the segmentation of the market into several sections and groups to find broad areas can bring substantial profits in favor of the company.

The very large market can be divided into three different ways:

✓ **The first method:** it is essentially the demographic factor mention here the age, income, of education and employment.

An example of the company L'Oreal of cosmetics products eliminated the skin wrinkle said that it is destiny women by a factor of age between 35 to 50 years.

✓ **The second method:** we can divide it markets here as needed because there are those who would like to make when out shopping with a request for a given product remotely. This slice of the population prefers purchases phone or internet connection and home or workplace. This method comprises essentially a category given individual in income is high or a level of Education is high, with experience of using applications of mobile phone or of the internet.

✓ **The third method:** depends on the quality of the proportion of who preferred site promoter in the manner of behavior, and not by the intermediary their individual needs. Example a category of persons applying for food on site electronic particularly.

- *Target market (Targeting):*

The advertisements have contributed decisively to the activity of the e-commerce market and thus to determine the characteristics of the activity of the company and their viability. The catch to target the market is to choose a fraction of their customers in relation to the products that incite the internet. Therefore, this targeting makes it possible to realize profits and lack of competition with other parts of the global electronic society that promote a particular product.

- *Positioning in the market (Positioning):*

This scientific term is marked in the marketing of electronic products with the authors of Al Ries and Jack Trout in 1982 in their book "The Conflict of Making the Mind". This is where the identification of the product to put it in front of customers elaboration within the minds of customers. The qualities of the products vary and take various forms, of which it is preferable and faster, and the safest and the cheapest and the most beautiful, but the marketing makes you in front of a single choice and that of identifying a single quality of one product want to buy. Marketing ensures you a given quality of a given company for a given tranche. The choice of a site within a market is identified product quality, is sold for a slice of customers have been convinced about the quality of this product.

- *Strategy of Marketing (Marketing Strategy):*

Each development of a marketing plan must contain essential elements and factors are identified before the start of trade promotion. The marketing strategy consists of setting goals that are timely and appropriate and studying all possibilities. Fig.3. The marketing strategy plan is articulated in five things that they call C Five's letters (5C's) and are customers (Customers), company (Company), competitors (Competitors), collaborators (Collaborators); content (Context). These factors are considered the most important part of marketing for you and for your business and your company and you have made considerable profits.

✓ **Customers Analysis:** The promotion of a particular product requires an analysis of the characteristics of virtual customers through appropriate selection of the product to their desires. In this regard, researchers found

in the marketing field of the existence of five roles played someone at the completion of a purchase transaction. Therefore, these distinct roles are distributed according to needs and desires as well as the sponsor's tracking and analysis.

- **Initiator:** Product internet search of desire
- **Reporter:** to take the decision that suits his needs and desires
- **Affluent:** affected by operations promotion and not to take the final decision of purchasing
- **A consumer purchaser:** the customer is put in out with success the process of purchasing a product
- **User:** the one who makes use of a product that has purchased

✓ **Company Analysis:** The operation is done by analyzing the capabilities and points of weakness of the company and a product offers promotion. In addition to the analysis of the financial capabilities and productivity on the one hand, and their capacity of research and development on the other part. It is necessary to identify all the assets of the productive society of the product under consideration.

✓ **Competitor Analysis:** In this area of analysis of competitors in the electronic market must first determine the current and potential competitors. In addition to understand the points of their strength and weakness so well. And therefore to put the methods and special means for the commercial marketeur of the different product and distinct from the others. In addition, the objectives of competitors and strategies must also be assessed in order to anticipate competitors' reactions in the electronic market.

✓ **Collaborator Analysis:** Global electronic companies cannot do everything themselves for this, you need these companies to many promoters and intermediaries of the company and products for sale. There partners are considered the company of collaborators, such as distributors and suppliers. It is appropriate in this regard to analyze the quality of the promoters through understanding and a good appreciation potential of each partner of the company you can depend on the promoter in time and the right places to sell.

✓ **Context Analysis:** The marketing policy electronic commercial products on the internet or marketing through the direct sale not fixed and its content always change. The events of the world have known in the field of digital technology in a direct relation to the culture of the customers and which can produce unexpected surprises for the marketer. The value of products and services determines the needs and desires of buyers and changes in the company culture, such as Pepsi, McDonalds and Adidas. These evolutions are called in the commercial marketing by the fashion, the chic and the last mark. While the value of the proposed products whose sale affected and changed the culture of buyers. These results must be identified and analyzed and taken into consideration.

Thus, Jack Welch the most famous director of e-government over the past twenty years has shown that marketing is not the task of the workers, and the task of all employees of the company.

- *Types of electronic marketing (e-Marketing Types):*

The evolution that has experienced the modern technological sciences and the digital space in the knowledge society and the digital economy make the internet network a considerable commercial space for all parties concerned by local or national authorities in electronic trader and distributors. Thus e-commerce has also become a scientific and professional culture and taught their programs in major business and commerce universities around the world. Electronic marketing has become the important necessity of life institutions and factories and local and international trading companies. Some of the millions of people who log on to the internet every day into network all over the world, particularly by means of social communication and electronic mail. He also became a global internet marketing chain and a large-scale open market internationally to promote products and services and become as a business space for high financial returns of profits. Fig. 6. Zhong Y (2012) [8]. explores the concepts of social commerce, the behavior of consumers in social commerce, business models and revenues models of social commerce. In our world 350 million users are engaging with Facebook on mobile phones, also other use more social media platform or connect with e-mail. The information and communication technology (ICT) adopting one model maybe very useful tool for explore the motivation of consumers in social commerce. In addition, the internet has become the commercial area of the capital without entrepreneurs or a simple cost has made considerable profits. All the government studies the world has shown that e-commerce represents a new generation of modern commerce and traditional commerce has become the past. Also, all the reports confirm that the new rich in the world are those that can create commerce sites on the internet or to promote products through direct sales. What is beyond doubt that remote working on the internet has added means of promotion are the following types can be cited:

- Sites ads free online
- Public forums and indexes websites
- Directories and indexes websites
- Pages websites
- Sites of social media
- Sites of videos
- The announce with clics in research motors
- The announce with clics in social sites
- E-mail announce and campaigns of promotion
- Sites of paying ads
- Blogs of company to through direct communication with customers and explain products
- Magazines and electronic journals
- The announce by search engines
- Web design to make known to be the products and services
- The creation of commercial shops electronic
- Advertising sites of propaganda
- Marketing through recommendations

Among the most important points that are added by the website to understand the needs and desires and client actions

on electronic and commercial websites and understand what they like and what they do not want. As a scientific evaluation and professional implementation and the effectiveness of advertising campaigns e-marketing.

**B. The Mechanisms of Electronic Promotion**

The sale transaction or the purchase or exchange of goods and services and information on the Internet depends on many promotion mechanisms based on the competence of each electronic company in a given field of marketing and sales. The evidence on how investments in information technology are linked to higher productivity and organizational transformation, with emphasis on studies conducted at the firm level (Brynjolfsson E and Hitt L.M (2000)) [2]. Over the last decade of research of the new mechanisms of marketing by new strategies of promotion since then has substantially improved the understanding of the relationship between information technology, organizational transformation and business performance. Fig.4. The multiple expressions of e-commerce take many forms and different among them electronic commerce there is (e-business), electronic market (e-marketplace), web, network marketing (Network Marketing), partial electronic commerce (Click-and-mortar), information systems between institutions and electronic markets (Interorganization information systems), between institutions of information systems (Intraorganization information systems) and common revenue models (Marketing models).

- *E-business:*

We can define e-business as the concept of the use of modern technologies and electronic networks for the development and distribution of commercial business or the creation of new virtual business. This definition develops basic frameworks of e-commerce and the distribution of roles and identifying relationships between clients, brokers, developers and business partners. In addition to it to make the electronic business transactions and trade through the sale or the purchase of products and services and information.

- *E-marketplace:*

The revolution in digital communication technologies has developed a new concept of the economy is the digital economy, and also called the internet economy, the new economy, or the economy of the web. This definition is the expression of a commercial market represents the exchange of products electronically and a forum between the seller, the buyer and promoter of different products. In addition to the financial operations and the exchange of electronic information through the internet.

- *Network Marketing:*

It is the expression of commercial marketing of products through internet applications that will help to keep the business partners or friends or people who share specific concerns through research needs and desires of the individual products. Thus, through direct sales between individuals and by product definition and to promote a commission through a social network of all distributors and recipients.

The web marketing network was named the company of people means that anyone can relay this business and become the director of an international company at a local or international distributor to provide a service to a network of customers and commissions. Network marketing is the abandonment of the parent producers of the products to bear the burden of administration and sales promoters in favor of their product in exchange for equipment to be determined according to the number of customers and the commission polarizer's obtained by the distributor.

- *Partial e-marketing (Click and mortar):*

Tables.1. The digital economy is a series of economic, social and cultural activities that are performed online and are related to the use of information and communication technology (ICT). Grace to these statistical tables, we observe an upward trend in the use of information and communication technology (ICT), as well as investments in this filed particularly in developed countries such as France and Japan. The Digital economy is convergence of economy, informatics, (tele) communications, computing and digitalisation. It is based on intangible resources such as information, innovation, creativity, etc (Zupan G (2016)) [10]. The main elements of digital economy are digitalisation and level of ICT usage, conversion of information into market value and new ways of organising the economy, business processes, work and production. Growth of digital economy has an impact on the entire economy. More intensive ICT usage, and the changing of consumer habits demand that enterprises and organisations adjust to new conditions and exploit the advantages of the digital world. In this sens, The partial electronic marketing is the most common combination of traditional, digital economy, ICT and e-commerce trade, where the operation of electronic commerce is divided into two parts the first electronic part and the second concrete. While the product that the promoter combines two types of trade.

- *Interorganization information systems*

These systems represent the exchange of information and control by the electronic link between companies or organizations. The fundamental purpose of this remote electronic transaction is to perform effective way of operations such as sending financial orders, payments of invoices and bills of exchange and bank checks through external networks. Relations between the parties involved in the internet for a key aim of simplifying financial transactions on the local or international level. Electronic marketing, bringing together sellers and buyers to tender and climb in prices and operationalize the system of remote electronic payment. The difference between the systems between institutions and electronic markets is that the first applications using corporate companies and the second users corporate applications to companies and consumers corporate applications.

- *Intraorganization information systems:*

We can see from the statistical tables 2. Access to broadband and broadband subscriptions in the wireless or fixed telecommunications system, as well as the use of these means for business and commerce, as well as the increasing number of households that have extensive communication

especially in France, Japan and Germany. New communication technologies have provided the electronic marketplace and remote payment system between several commercial entities and often include a particular company and their supplier and consumer. These systems of information between the institutions through special and commercial communications networks can sellers and buyers organize daily business relationships. We can divide the types of information systems between institutions:

- Electronic Data Interchange EDI
- Extranet
- Electronic Funds Transfer
- E-Application
- Telecopy and Email
- Basic Information Decomposed
- Supply Chain Management

These electronic systems that provide the latest services through digital communication technologies are considered to simplify transactions for companies to companies or organizations to companies or companies to organizations or companies to consumers. In addition to trade through the reception and the storage and transmission of common data between companies and their customers and suppliers through the promotion and the applications of e-commerce.

- *Marketing Models:*

The working models of application e-commerce of electronic commerce is centered on support services to electronic market and organize trade and relations between sellers, buyers, the administrative relations public, the announcement and the promotion. The infrastructure of telecommunications and information technology companies comprise a common working model. Therefore we can determine the structure and characteristics of a model of this work, and this model by common recipes. These models are divided into:

- Transaction fees model
- Subscription model
- Advertisement model
- Affiliate model
- Sales model

These models represent a marketing strategy by modern techniques of commercial communications governing remote financial transactions, subscriptions and paid advertisements, promotion and sale of products and services. The common revenue models represent the model of global electronics companies and to make profits and revenues for the survival of the electronic market.

## V. CONCLUSION

The digital economy is not a totally new economy, but rather the whole of new ways to accomplish the usual economic and social activities through the use of information and communication technology (Georgiadis C.K, Stiakakis E and Ravindron A.R (2013)) [4]. Historically, the commercial Marketing or, rather, it called the electronic marketing is considered such as the commerce of XXI eme.

As it is explained the genius of electronic marketing Kotler in his book the importance of marketing to acquire customers and intermediaries or promoter by commission responsible to the operation of the sales and marketing. The internet usage is not limited to only home, workplace, school, etc, or the access via fixed internet connections.

Persons access the internet with mobile devices (laptop or tablet computers, mobile or smart phones, e-readers, smart watches) via mobile internet connections anytime and anywhere (Zupan G (2016)) [10]. Mobile internet connections enable connectivity anywhere and thus access to information anytime and anywhere. Ever faster mobile internet connections enable the development of new services and change the every day life and operation of enterprises. The marketing has helped by the network of the internet companies global electronic targeting a broader market and more large and access to its products and its services to the largest database of customers directly or through the intermediary of the proponents by the commission and do so in a more simple and less expensive. The new technologies of communication among the millions of daily lives on the internet have contributed to the development of the system the commercial marketing of the products of companies global electronic. Electronic commerce has become the culture of the digital society which has become buys and sells through the largest global sites, as well this trade has developed through the relationships between companies, consumers and the government. The electronic commerce depends essentially of commercial transactions by the sale and purchase direct or through an intermediary, as well as to the growing demand of modern products to meet the needs and desires of consumers. If you wanted to make a project without capital or for a modest cost, then you must learn to create sites and electronic shops and be qualified to an experience of the trade of the XXI century. If your sites and your attractive shops and organized and clean and therefore you received to the financial benefits of considerable legitimate way and legal. In addition to concentrate on the marketing campaigns that are important factors to attract the customers and the direct sales or electronic. The evolution of electronic marketing via the marketing mix to give real opportunities to electronic traders and global corporations to diversify the products and services, price fixing and localization and facilitated the distribution, of the announcement and the promotion and advertising and to develop the research on the market. This area helped to reach the largest possible number of customers at a lower cost and to communicate directly with them. The commercial marketing thanks to the methods and mechanisms for the promotion and to define a global concept obviously to the objective of the company and its relations with all the parties in the electronic market. These objectives include a division of the market, target markets, positioning in the market and of the analysis of the marketing strategies and to control the types of marketing. These methods and mechanisms represent the fundamental objective thanks those can companies global electronic to respond to the needs and desires of clients so as to bring considerable profits. In addition, mechanisms for promoting represent the source of development the system of electronic business, the electronic market open and marketing in the web network, the trade in detail, information systems and models of common revenue. If it has won the bet of the market, you will earn profits through an increase in customers and to obtain a commission

in exchange. All world reports show that electronic commerce has become in exchange by the billions, in addition to the major electronic financial transactions between traders and buyers. The exchange electronic trade opens the way to the electronic globalization and the development of the new communication technologies and the digital economy to all countries of the world. Therefore to be in success in this area, you will not be alone or isolated the source of wealth is your customers and your language and your relationship with buyers and persuade them by your product promotion, and intended for the sale. It must be friction should the holders of expertise and professional experience in this field and to learn about them and to benefit from their experience. The rich of the new word are the electronic traders because they have all the companies and all the products which innumerable and without capital so they can the sale of thousands of products per day. The traditional trade has need of capital in the transaction for the purchase of products, a local commercial, customers and an administration, distribution and accounting and therefore this trade is considered limited and costly and non cost effective in relation to global electronic commerce.

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## AUTHORS PROFILE



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ANNEXES

**Fig.1. Electronic commerce**

Marketing (Commerce) Company to Consumer (B2C)
Marketing (Commerce) Companies to Companies (B2B)
Marketing (Commerce) Consumer to Consumer (C2C)
Marketing (Commerce) Consumer to Company (C2B)
E-Commerce No-profit (NonbusinessEC)
Electronic commerce between institutions (Interbusiness)
Marketing (Commerce) of the Company to Company to Consumer (B2B2C)
In a section within the Company (Intrabusiness)
Of the Company to its employees(B2E)
Cooperative Commerce (C-commerce)
Government to its nationals or to Companies (E-Government)

**Electronic commerce**

Source : Foued Sabbagh (2017)

**Fig.2. Electronic Marketing (Marketing Mix)**

modern component in term of development of marketing research

Jérôme McCarthy et Four Buze (4Ps) (Marketing Mix)

The market research
Products and Services
Price
Location and Distribution
Advertising, Promotion et Publicity

**Electronic Marketing (Marketing Mix)**

Source : Foued Sabbagh (2017)

**Fig.3. Methods of Promotion**

<b>Philip Kotler (STP)</b>	Segmentation of the market
	Target of markets
	Positionnement in market
<b>Strategies of Marketing (5C's)</b>	Analysis of Clients
	Analysis of Company
	Analysis of competitors
	Analysis of collaborators
	Analysis of content
Types of Marketing	

**Methods of promotion**

Source : Foued Sabbagh (2017) [7]

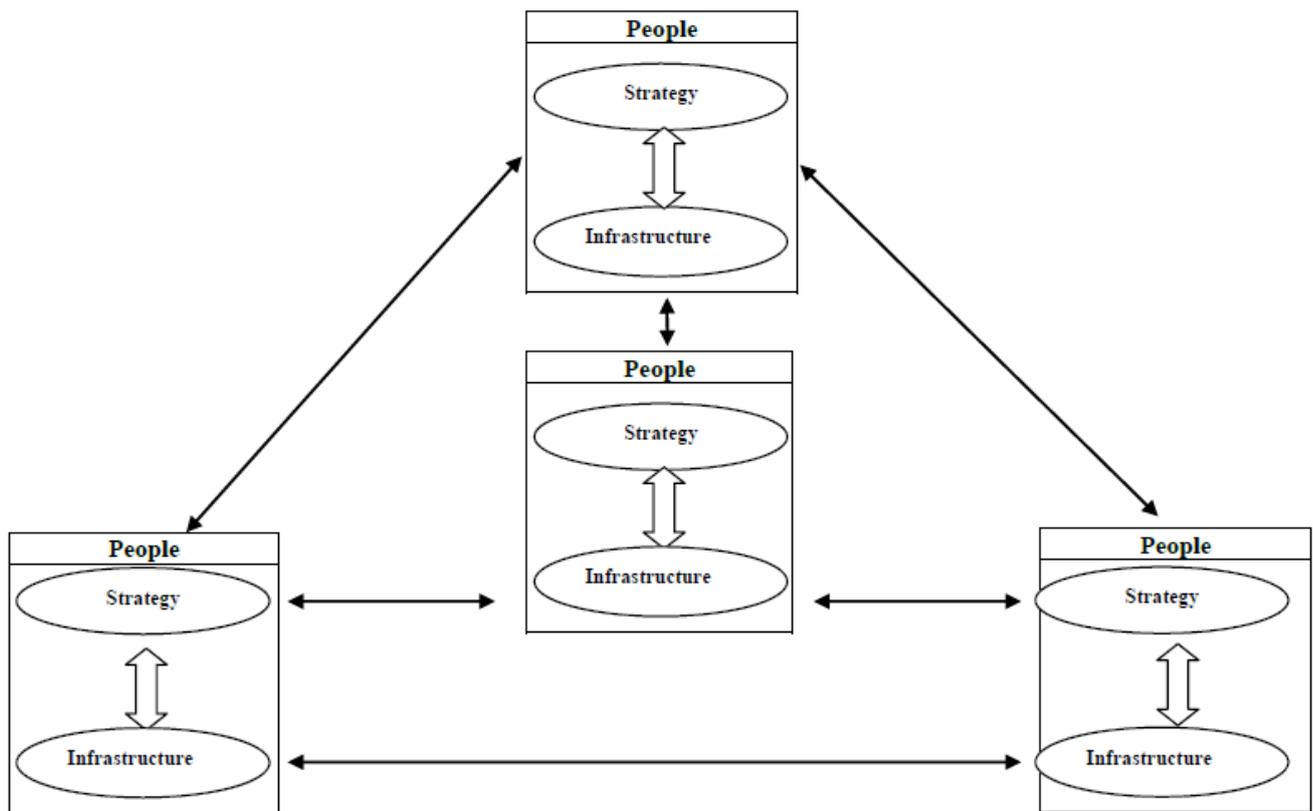
**Fig.4. Mechanisms of promotion**

Electronic business (E-business)
Electronic marketplace (E-Marketplace)
Network Marketing (Network Marketing)
Partial electronic commerce (Click-and-mortar)
Information systems between institutions and electronic markets (Interorganization Information Systems)
Information systems between institutions (Intraorganization Information Systems)
Models shared revenue (Marketing Models)

**Mechanisms of promotion**

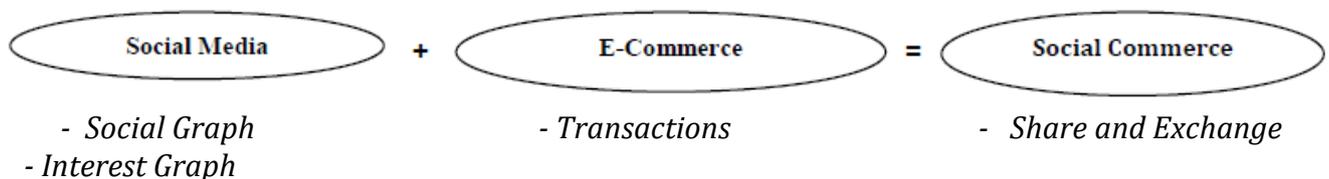
Source: Foued Sabbagh (2017)

**Fig.5. An integrated view of social commerce research**



Source: Lina Zhon, Ping Zhang and Hans-Dieter Zimmermann (2013)

**Fig.6. A concept Model of Social Commerce**



Source: Yao Zhong (2012)

Tables.1. Information and communication technology (ICT)

1.1 . ICT Value added

Country/Year	AUT	BEL	CAN	CZE	DNK	FIN	FRA	DEU	GRC	HUN	ISL	IRL	ITA	JPN	KOR	LUX	NLD	NOR	POL	PRT	SVK	ESP	SWE	CHE	GBR	USA	EST	SVN	OECD
2011	3,784	4,494	5,1	5,728	5,208	6,427	5,1	5,139	4,92	7,35	4,322	11,932	4,94	8,077	9,578	7,046	5,09	3,868	4,106	4,094	5,872	4,563	6,833	7,447	7,369	7,109	6,949	4,713	6,004

Source: OECD

1.2 . ICT employment

Country/Year	AUT	BEL	CAN	CZE	DNK	FIN	FRA	DEU	GRC	HUN	IRL	ITA	JPN	LUX	NLD	NOR	PRT	SVK	ESP	SWE	CHE	GBR	USA	EST	SVN	OECD
2011	2,936	2,671	2,605	3,247	4,437	6,427	3,33	3,941	1,846	4,936	5,247	3,15	4,737	4,426	3,541	3,309	1,879	3,335	2,656	4,492	5,363	4,267	3,797	4,389	3,368	3,7

Source: OECD

1.3 .ICT investment

Country/Years	AUS	AUT	CAN	DNK	FIN	FRA	DEU	IRL	ITA	JPN	KOR	NLD	NZL	ESP	SWE	CHE	GBR	USA
1985	12,46545	9,169517	11,06016	20,79865	2,798417	12,22104	13,25454	6,625801	10,71491	7,367463	9,413975	12,05999	13,2586	13,98335	15,04196	13,47824	13,94763	21,45438
1986	13,93953	8,871909	11,53996	19,93597	3,444224	12,39109	13,09243	5,789756	11,60053	7,922849	9,202438	12,27686	15,57856	14,57282	15,43408	13,70828	15,59967	22,6436
1987	14,14243	8,631163	12,52035	20,83263	3,598105	12,65487	13,3633	6,103586	12,232	8,356115	10,04053	12,8523	14,91048	15,16134	15,80401	13,63599	15,80262	22,92677
1988	14,28999	9,772236	12,40965	15,95658	3,79193	12,62666	13,65549	7,735976	12,58228	8,960974	9,440109	13,47698	16,33011	15,11891	16,47545	13,66174	15,9304	23,37558
1989	15,34871	9,748974	12,56532	17,22341	3,893099	12,63232	13,79488	7,443723	12,31637	9,411935	8,931326	14,5972	18,52424	14,55102	15,48188	13,48609	16,18097	24,09065
1990	16,22827	9,804382	13,22704	17,75518	4,865744	11,9079	13,97038	6,085564	12,15081	9,089892	8,403208	14,70597	20,47944	13,69028	15,2119	13,48156	15,93475	23,8235
1991	18,06236	10,17385	14,2392	18,33673	6,489717	11,50943	13,75591	6,645843	12,17319	9,326125	7,526111	15,30192	22,48203	12,46535	16,80417	13,26068	18,20753	25,41451
1992	19,52667	10,04182	16,11444	18,37187	8,920267	11,76853	13,12543	6,615519	12,52998	9,444063	7,27434	15,0519	22,14974	11,62012	19,83039	13,83947	18,5102	26,87302
1993	18,94611	10,15263	16,93998	21,2854	12,25767	12,48247	13,20642	6,910261	12,91146	9,487477	7,181278	15,69932	19,67615	12,5653	26,44925	14,67357	19,06223	26,75113
1994	18,22492	10,81663	16,37908	21,26985	14,81294	13,05556	13,03926	7,648467	13,52693	9,487759	7,749645	16,37263	19,87493	12,86528	25,46372	15,27669	20,82338	26,60711
1995	18,47078	11,25791	16,77352	19,72702	17,29159	13,887	13,29467	11,11246	12,96403	10,61348	9,296171	15,69783	18,94381	12,5073	24,84148	14,03459	22,98488	27,17379
1996	19,23341	10,7935	18,03033	18,52495	12,8957	15,46667	14,1195	12,0671	13,66055	12,6221	9,993333	16,40936	18,87522	14,56187	24,08433	14,59526	25,11871	27,78731
1997	20,44956	11,21908	17,51579	19,77524	12,3367	17,53333	14,44019	10,27669	14,80362	12,15022	10,91463	17,94364	20,61516	14,4778	25,58622	16,29766	23,84561	28,93265
1998	20,23534	12,61064	18,7651	19,48039	13,80964	18,70018	15,22412	11,64346	14,16058	11,99231	12,79183	18,86765	24,36388	14,72177	27,75985	16,53643	25,58335	29,28919
1999	21,51975	13,54934	19,90437	21,62197	14,59312	19,86494	16,46835	11,00513	13,86458	13,03914	15,7968	19,11492	23,28518	14,91094	28,79766	17,51743	27,18326	30,97586
2000	24,0155	13,37829	20,61107	19,94718	13,19869	19,23657	17,32103	11,04115	14,60102	15,04308	18,02916	19,85098	26,13139	14,66577	30,33664	17,23358	20,02729	32,60111
2001	22,54178	13,99849	20,19332	19,20074	11,74204	20,51282	17,51308	11,17843	13,63651	15,08194	16,99673	19,9392	22,31824	14,27924	27,90616	17,76348	28,03881	31,15105
2002	19,88743	14,52103	19,2329	22,01632	11,10097	19,21937	16,64899	9,275265	12,33842	14,8342	15,70482	19,12895	21,09387	13,8038	26,1875	18,88256	26,46331	30,33779
2003	19,65725	13,13209	18,75371	22,05129	14,45046	18,55422	15,06852	9,103434	11,60413	14,84725	13,23979	20,01081	21,82578	13,60955	24,94157	18,2971	24,50124	30,53394
2004	17,30095	12,38379	18,53839	23,7141	14,44915	17,63902	14,52497	8,994478	11,45601	14,63961	11,91097	21,28448	21,65919	13,31799	24,76572	19,0146	25,00276	29,77203
2005	15,33718	11,88726	17,59781	24,80212	14,98808	17,45081	14,98392	7,527052	11,66963	14,30709	12,23533	21,99082	21,6027	12,7137	25,07846	18,35375	24,60004	27,779
2006	14,63537	12,10717	16,81314	24,50639	15,43311	17,02811	15,19355	8,984832	10,90942	13,45308	12,37351	22,27951	22,31121	12,72055	24,36486	17,90816	24,74603	26,71907
2007	14,21203	12,28721	16,65547	24,57366	14,27948	16,23711	13,96518	8,871742	10,74138	13,39941	12,14019	19,54825	22,41765	13,13256	23,03741	17,73105	23,7657	26,31124
2008	13,78564		15,86403		12,82297	16,22285	13,04645	7,546465	10,4188	13,5321	11,71829		22,86724	13,63852	21,93484	17,92638		26,42381
2009			17,47223		14,42818	16,33962	13,23498	11,2979	10,9079				11,35816		21,61938	13,70693	24,74626	30,61006
2010			17,01837		15,51983		12,69039	12,41281	11,02606			10,71603		21,23818	13,76342	18,50669		32,13784

Source: OECD

1.4 .ICT goods exports

Country/Years	AUS	AUT	BEL	CAN	CZE	DNK	FIN	FRA	DEU	GRC	HUN	ISL	IRL	ITA	JPN	KOR	LUX	MEX	NLD	NZL	NOR	POL	PRT	SVK	ESP	SWE	CHE	TUR	GBR	USA	BRA	CHL	CHN	EST	IND	IDN	ISR	RUS	SVN	ZAF	OECD
2000	1727	3941	10825	20967	1334	3654	10781	31939	48717	466	7231	2	27697	10675	108795	59426	889	34771	38160	158	1104	1290	1492	388	5355	15487	3080	1024	50419	156670	2232	30	44135	967	714	7573	6668	411	169	417	66298
2001	1619	4006	11453	19094	2582	3470	8536	26310	46634	347	7244	2	31639	10612	119563	44871	1179	34943	34286	141	1165	1619	1701	407	5270	8465	2690	1056	47999	128513	2329	33	53221	853	858	6095	5842	284	204	442	570817
2002	1466	4533	9734	10163	5145	4691	8913	23629	48665	325	8804	2	27490	9239	82919	53501	945	33340	28504	249	955	1956	1711	492	5000	9232	2013	1603	46747	111448	2178	38	78245	579	781	6301	2861	311	220	388	547000
2003	1571	5004	11617	10052	5207	4262	10025	23277	55304	388	10899	3	22481	9851	11435	65323	720	31845	42633	284	1015	2314	2264	830	6470	10153	2296	1988	37280	114855	2106	147	121365	820	957	5887	3392	324	251	462	586396
2004	1713	5908	12888	11846	7907	4662	10411	26864	72388	512	15604	2	23482	11455	104338	84555	859	37003	53610	351	1169	2819	2777	1698	7014	13634	2742	2933	37736	124097	2103	141	177742	1126	1082	6527	3815	451	275	578	688405
2005	1781	6467	12841	13990	8668	4067	13238	27327	77168	488	15944	3	24675	11581	100814	85314	998	38533	58714	369	1268	3558	2972	2991	7197	14613	3408	3227	53881	128943	3701	206	234086	1405	1113	6944	3210	423	229	587	730188
2006	1789	6710	12181	14878	12338	4158	13342	31586	82009	630	17841	5	24121	11376	103139	86165	840	46916	62306	374	1471	5519	3679	5367	7347	15115	3015	3178	84834	140314	3969	263	291653	1310	1344	6138	3527	771	291	745	808521
2007	1917	7295	11599	15058	16724	4742	12886	26094	77542	561	21298	7	22724	11127	92333	93798	757	48149	67717	414	1669	7854	4041	8154	6683	14521	3007	2883	29984	125342	2668	294	353478	730		6025	1470	777	384	846	750198
2008	2071	7499	12161	14099	15945	3898	14499	25224	73845	666	24508	9	19399	10512	91197	89455	524	56872	62847	402	2166	11941	3842	11818	6810	15815	3327	2406	27293	137144	3126	305	390845	743		6517	6298	780	618	805	760476
2009	1645	5242	9219	10922	15568	3110	6741	19624	54197	496	21445	3	12775	8194	69151	78487	395	49737	53142	348	1771	12798	1757	11569	4876	11769	2715	2032	22261	112645	2312	301	351825	494	6099	6921	7852	836	520	677	614520
2010	1288	5704	9464	10645	19493	3310	4461	22448	64134	542	24228	3	8839	9614	81522	98433	399	60037	60999	372	1889	15095	1939	12237	5385	15385	3194	2002	23732	133920	1977	264	455025	1019	4404	7862	7177	807	532	695	710677
2011	2295	6407	10372	11129	24728	3821	3872	24685	67643	634	23972	4	7306	10990	75515	98317	467	59231	62527	445	1663	13212	2247	12605	4569	15708	3419	2235	23234	139927	1783	293	503784	2081	6507	7845	7247	1226	552	762	724753
2012	2241	6112	9108	10249	22361	3600	2899	22065	61890	592	17872	8	6762	9339	72781	93260	374	64214	55940	419	1278	12609	1972	13281	3609	12458	3247	3645	20080	138651	1325	265	549954	1977	5719	7713	7387	1634	494	904	680190

Source: OECD

1.5 .Access to computers from home

Country/Years	DNK	DEU	ISL	JPN	CZE	FRA	HUN	SVN	AUT	POL	ESP	TUR	CHL	GRC	IRL	KOR	NLD	AUS	CAN	FIN	USA	MEX	NOR	SVK	CHE	BRA	ISR	ITA	LUX	PRT	EST	BEL	SWE	GBR	NZL	LVA	LTU	COL	CRI					
2005			80.5														78.8849375		70	72		18.56			76.5			62.4														27		
2006	84.9749	76.8558	84.6127	80.8	39.0395		48.804	65.2631	67.0669	45.4124	55.8676		34.5	36.7012	58.5742	79.9447427	80.039	73	75.4	71.1027		20.62	75.3507	50.0949	77.4		65.8	51.8822	71.2517	45.5876	52.0362	57.5354	82.4821	71.4986	72	40.648	39.8466	28	18.94314					
2007	82.9604	78.6466	89.1498	85	43.3968	65.5494	52.5651	65.9984	70.7432	53.6893	58.9493	27.3081		40.1674	65.4871	80.4474383	86.3036	75	78.4	73.9631		22.12	82.4171	55.4297	79.2		68.9	53.9796	79.9669	48.3165	56.4735	67.1963	82.8719	75.3778	49	49.2205	46.2723	31.62						
2008	85.4988	81.8193	91.9216	85.9	52.4138	68.3557	57.1866	65.1195	75.9463	58.8728	62.1818	33.9911		44.0037	70.3481	80.9219782	87.7319	78	79.4	75.7674		25.65	85.8021	63.2266	81.4	24.6	71	55.9495	82.8419	49.8432	58.8312	70.0005	87.0993	78.0062	56.6547	52.0273	13.123497	34.499729						
2009	86.2344	84.0626	92.4991	87.2	59.5863	74.2203	61.3636	71.2161	74.4629	66.0852	65.1014	37.4048	43.9	47.3287	72.8382	81.4271125	90.7532	81	81.7	80.1388		26.76	87.5946	64.0456	82.5	32.3	74.4	61.2675	87.9317	55.9881	64.0047	71.1498	87.5799	81.1916	80	60.111	57.344	14.9328101	38.079884					
2010	88.0249	85.7405	93.056	83.4	64.0561	76.4499	64.457	70.4634	76.1859	69.0212	67.4256	44.2265		53.3865	76.464	81.8813254	91.9733	82.57		81.9856	74.87	29.79	90.9441	72.1756	83.6	34.9	76.7	64.8464	90.2148	59.4949	68.3044	76.7229	89.5021	82.5671		62.7755	59.2287	19.233848	41.272155					
2011	90.4412	86.8548	94.66	80	69.8985	78.1792	67.8143	74.4408	78.0996	71.3147	70.328			57.2257	80.5599	81.8813355	94.5382			85.1187	75.57	30.04	90.9743	75.4321	84.89	42.6	78.2	66.1957	91.7325	63.7269	70.0402	78.8948	91.5874	84.5598	64.3118	60.2072	38.358802	45.342961						
2012	92.3649	87.0897	95.5166	77.9	67.2861	81.0222	69.7479	76.1	81.3027	73.3677	72.5888	50.2477	68.278411	56.7914	82.7459	82.3076259	94.505			87.5615	78.87	32.19	91.8971	78.8125	86.6	45.8	80.38	67.8096	92.1312	66.0973	74.3429	80.3205	82.2936	87.2189	78	69.5155	62.1365	28.357549	48.961033					
2013	93.0825	88.6744	96.7106	81.7	73.8872	81.5595	71.3988	76.3561	80.8504	74.7447	73.3335	49.8193	56.4418268	59.5484	83.5992	80.6017618	95.1694			85.6	88.7494	72.03	35.7828777	93.2816	80.0754	88.6	48.7	80.72	71.1443	94.2733	66.6784	78.9933	81.8651	81.8984	88.2038		71.7196	65.8774	42.1747188	51.088801				
2014			78										60.2919603				82.96					38.2920148			90.25	50.5	81.25													44.4668557	52.3059394			
2015	92.2751	90.9926		78	76.8	78.9377	81.5481	74.9754	77.7509	82.1364	77.9378	75.8652	50.5578	56.3965693	68.5681	83.5441	77.0671676	96.2006			89.3321	44.9111199	96.4735	80.4795	47.9	80.3	72.5436	95.3357	71.105	87.8821	82.0915	88.25	89.8955		76.1467	67.6401	45.3	53.2						
2016			73																								41.5248877																	
2017	93.1369	92.8656	97.2972		82.1815	84.125	79.6748	79.503	85.3733	81.7768	78.385	49.9995		70.5005	83.7578	74.707388	97.6108																											

Source: OECD

1.6 .Internet access

Country/Years	BEL	DNK	DEU	ISL	AUT	CZE	FRA	CHL	NLD	POL	ESP	TUR	FIN	GRC	IRL	KOR	AUS	CAN	CHE	USA	JPN	MEX	NOR	SVK	BRA	ISR	HUN	ITA	LUX	SVN	PRT	SWE	GBR	EST	NZL	LVA	LTU	COL	CRI	
2005	50.1575	74.9174	61.6383	84.4141	46.6887	19.0517			78.2598	30.4417	35.5086	7.6586	54.1405	21.7312	47.1845	92.7320776	60	64.3			57	9	64.0064	22.9744			48.91	22.1194	38.5781	64.578	48.2092	31.4582	72.5323	60.2317	36.7926		30.5178	15.7818		10.2020266
2006	53.9597	78.7298	67.1077	83.018	52.2965	29.2505	40.9315	19.7	80.2646	35.9392	38.0418	64.7809	23.1227	49.9535	93.9931853	64	68.1	70.49			60.5	10.13	68.7942	26.5808		54.58	31.6452	40.0125	70.1811	54.355	35.1534	77.3896	62.6411	45.1789	65	42.1979	34.5131		9.80945147	
2007	60.164	78.0544	70.6745	83.697	59.623	35.1211	55.0468		82.8876	40.9798	43.4838	19.7112	68.7305	25.3974	57.2732	94.13277783	67	72.7	73.88	61.78	62.1	77.5907	46.1124			59.34	37.721	43.3831	74.5531											

Tables.2. Broadband Access

2.1. Wireless mobile Broadband suscriptions

Country/Years	AUS	AUT	BEL	CAN	CZE	DNK	FIN	FRA	DEU	GRC	HUN	ISL	IRL	ITA	IPN	KOR	LUX	MEX	NLD	NZL	NOR	POL	PRT	SVK	ESP	SWE	CHE	TUR	GBR	USA	CHL	EST	ISR	SVN	COL	LVA	OECD
2009	12,952	21,305	5,698	0	3,533	29,62	17,045	27,078	0	12,376	6,13	30,318	37,958	19,562	73,965	86,731	22,531	0	0,003	4,369	66,315	42,794	21,55	15,342	35,529	70,001	35,24	3,419	32,075	46,685	3,542	1,673	53,793	0	9,541	18,278	32,305
2010	55,924	33,015	9,561	29,482	5,157	63,921	30,578	35,545	26,406	25,056	7,775	45,632	44,458	38,211	76,311	95,777	49,993	4,219	38,015	38,668	65,351	47,998	24,271	20,79	27,496	83,812	43,815	9,889	43,461	61,014	8,445	17,459	48,61	24,192	26,081	36,365	43,755
2011	91,592	46,003	18,959	38,395	38,155	83,506	65,883	42,492	35,628	30,565	17,197	57,942	58,72	44,916	81,935	102,124	63,881	12,45	52,519	66,254	62,763	49,673	27,71	32,352	64,53	97,267	50,7	19,89	53,579	77,593	17,966	42,308	51,526	29,019	35,731	40,921	55,746
2012	101,789	58,056	32,915	45,522	45,009	97,336	87,92	49,992	41,799	34,631	23,159	71,5	64,086	50,361	85,408	103,036	79,417	20,914	61,181	71,127	79,262	58,026	33,039	35,427	53,402	104,786	54,886	26,329	64,961	86,078	28,272	73,339	51,219	35,34	13,69	54,462	62,33
2013	112,783	64,479	51,507	51,682	53,288	102,264	112,888	55,437	54,786	36,601	26,476	75,997	67,525	60,828	111,978	103,33	86,063	29,236	64,208	84,993	84,344	54,532	37,272	50,428	67,328	109,964	70,471	31,902	74,374	94,076	35,656	90,67	50,521	40,257	22,784	74,297	71,972
2014	114,218	67,056	57,723	54,242	68,073	109,632	129,055	64,794	64,932	41,496	34,267	86,806	82,081	71,648	124,144	106,599	84,184	42,98	68,997	97,948	87,997	55,292	49,052	59,91	78,055	115,552	96,376	42,236	82,146	104,723	49,902	114,154	49,805	46,968	37,419	73,415	81,601
2015	113,683	68,073	66,417	61,421	73,609	118,481	135,421	73,907	71,665	46,774	40,099	95,219	96,779	82,702	138,825	107,794	83,876	52,825	76,589	108,023	99,309	61,549	53,308	67,973	84,071	120,52	99,198	50,442	90,325	116,746	55,736	110,093	50,138	50,869	43,03	80,06	90,726

Source: OECD

2.2. Fixed broadband suscriptions

Country/Years	AUS	AUT	BEL	CAN	CZE	DNK	FIN	FRA	DEU	GRC	HUN	ISL	IRL	ITA	IPN	KOR	LUX	MEX	NLD	NZL	NOR	POL	PRT	SVK	ESP	SWE	CHE	TUR	GBR	USA	CHL	EST	ISR	SVN	COL	LVA	OECD
2009	23,813	21,499	29,044	30,599	19,407	36,597	29,332	30,562	31,034	17,256	18,76	33,539	21,188	20,278	24,723	33,241	29,185	8,386	37,093	23,82	34,586	14,578	18,299	14,306	21,235	31,661	35,744	8,864	29,481	26,036	9,775	25,368	23,473	21,605	23,326	23,326	
2010	24,827	23,187	30,995	31,81	21,507	38,045	29,067	32,681	32,587	20,255	20,578	34,342	22,369	21,826	26,572	34,799	30,718	9,852	38,099	25,845	35,25	15,997	20,274	16,15	23,163	31,957	37,883	9,744	31,25	27,282	10,465	26,092	23,856	22,966	24,782	24,782	
2011	24,948	24,456	32,281	32,838	23,782	38,478	30,399	34,822	33,917	22,191	21,975	34,978	23,394	22,507	27,279	35,878	31,501	10,625	38,926	27,556	36,051	17,154	21,942	17,656	24,361	32,003	40,058	10,266	32,753	28,291	11,648	27,348	24,204	24,083	25,81	25,81	
2012	25,61	25,218	33,4	33,621	25,277	38,959	31,16	36,557	34,728	24,35	22,994	35,364	24,227	22,664	27,677	36,502	32,107	11,172	39,721	29,556	36,916	18,256	22,772	19,339	24,506	32,25	42,25	10,506	34,286	29,416	12,414	26,374	24,699	24,764	26,644	26,644	
2013	26,356	26,308	34,479	34,386	26,662	40,485	31,623	37,836	35,493	26,568	24,271	36,282	25,842	22,912	28,099	37,311	32,514	10,532	40,44	30,67	37,613	17,987	20,489	26,14	32,78	45,147	11,077	35,577	30,309	13,011	27,33	25,124	25,471	27,333	27,333		
2014	27,621	27,554	35,952	35,362	28,75	41,498	32,163	39,221	36,517	28,975	26,155	36,628	27,277	23,603	28,775	38,075	33,602	10,89	40,627	31,355	38,488	17,989	27,476	21,984	27,621	33,838	47,595	11,572	36,735	30,645	13,959	28,196	25,292	26,727	28,072	28,072	
2015	28,102	28,488	36,756	36,323	28,175	42,404	31,556	40,401	37,637	31,673	27,632	37,662	28,208	24,692	29,663	35,561	35,203	12,196	41,288	31,879	39,444	18,624	30,336	23,492	29,171	35,69	49,742	12,272	37,886	31,773	15,071	29,249	25,94	27,333	29,16	29,16	

Source: OECD

2.3. Business use of broadband access

Country/Years	ESP	SWE	IRL	NOR	AUT	FRA	LUX	PRT	HUN	CZE	EST	ISL	DEU	NLD	GBR	POL	SVN	SVK	TUR	ITA
2004				58,6585899	55,1508496													24,448672		
2005				75,9919493	61,4661084								61,2353512			42,5719628	74,4245524	46,2328196		
2006				84,0026766	69,8105174					69,4212595	75,3234609		72,5127296			46,7174446	75,1428571	59,8855464		
2007				83,87151	73,3592086				66,9761011	76,9605522	78,0577116		78,3154268			53,6240346		74,4928831		
2008				84,3592252	76,93522				70,3659132	79,3277519	87,5333652		83,4575383			59,1219091		73,7248603		
2009	93,0359558	88,2989192	76,1060167	88,2820558	76,0060849	91,6773446	88,0339383	81,7049643	74,1931813	77,3099472	86,081054		87,8958623	86,3837109	84,9411572	58,4674744		78,3666304		82,9227478
2010	95,4386716	91,4051806	86,8352843	86,9185705	82,0584534	93,3116429	87,9118928	84,7482757	79,608631	86,5242377	88,0794265	95,4315481	89,3420922	90,9315497	88,025484	69,3426006		78,3204407	88,8636022	84,1231653

Source: OECD

2.4. Households with broadband access

Country/Years	IPN	NOR	SVK	AUT	CZE	FRA	IRL	KOR	FIN	DNK	ISL	DEU	AUS	USA	CAN	CHE	EST	PRT	GBR	BEL	SWE	HUN	LUX	SVN	ITA	NLD	ESP	POL	TUR	
2000								30,2723059						4,4																
2001								56,4202698						9,1																
2002	16,6							67,9561246						29,3																
2003	31,1	22,8939833		10,2853375	1,47637795		0,61617659	66,9112066	12,3714466	25,072395		9,33150749		19,9			11,4		7,87238656	10,6937222				7,36401767			19,9657383			
2004	40,4	30,0134806	3,5518686	15,9234941	4,45052299		2,89008455	85,7382452	21,2871741	35,8149618	45,4378445	18,0065291	16,3	44,1			20,3119646	12,2993585	15,8172033				5,79581077	16,2677132	10,1960821		31,2780394	15,0454376	8,27536921	0,22919769
2005	42,1	41,4356176	7,11642651	23,140362	5,06132417		7,39159055	90,7781092	36,0882757	51,1789832	63,4669774	23,2447672	28,3	50,1			29,766287	19,7211663	31,5439373	40,5603878	40,1798209	10,9393398	33,4079041	19,4202198	12,9498666	53,8705064	20,7540765	15,5867928	1,73224437	
2006	40,7	57,0696472	11,4169477	33,1169757	16,5826668	30,2602945	13,066509	93,9931853	62,8618913	63,252658	72,0759003	33,5356676	43	57,9			52,7863	36,6152819	24,0068397	43,9226657	48,0499229	51,0101926	22,0105722	44,0872861	33,56193	16,2239315	66,1660413	29,2570956	21,6420496	
2007	51,7	66,7167587	26,5023139	46,1463317	28,0623979	42,9018566	31,2157973	94,1327783	62,8781711	69,5314763	76,0990016	49,5683916	52	50,8	64,2		63,0007	47,5625649	30,4211433	56,7482817	56,3885623	66,6175617	32,9511515	57,7708036	43,6455779	25,2983006	73,7695164	39,2285005	29,5568787	16,5457443
2008	58,5	77,9764737	35,3299865	54,4968865	36,40498	57,0896663	42,9402509	94,2655024	66,1443839	83,2487808	54,8585488	62		66,9	70,82		54,4271892	39,3449326	61,5147156	60,3154633	70,6514538									