

## Macedonia

### Stable Growth of Internet Usage in Macedonia

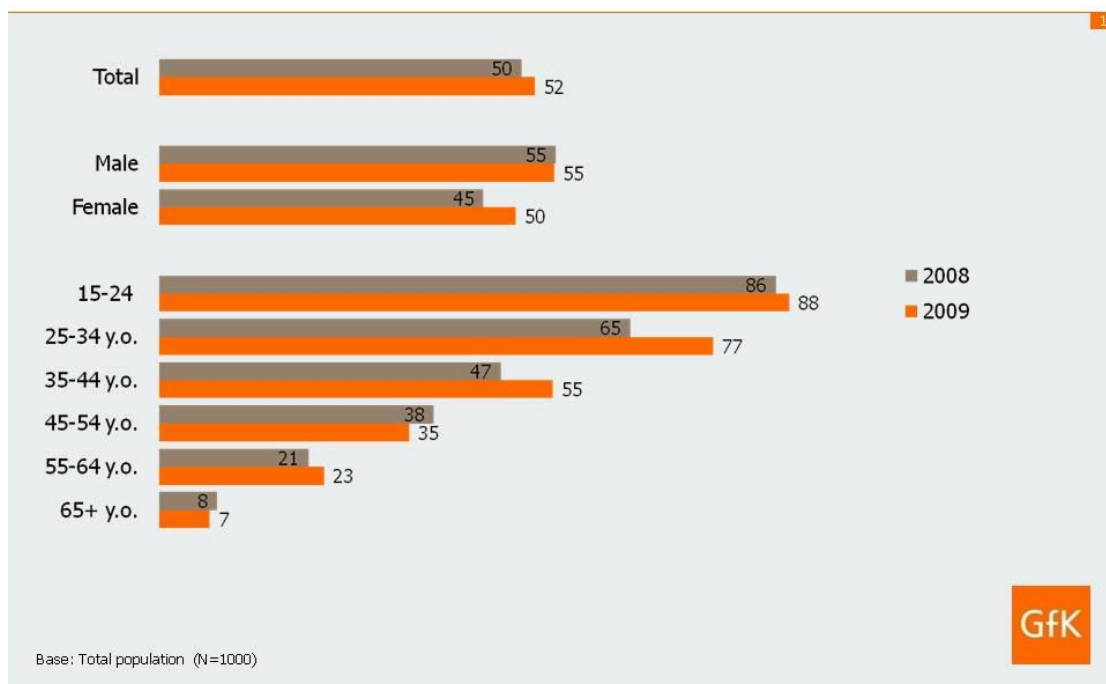
The growth of internet usage in Macedonia has been stable over the past year. According to the results from the GfK 2009 omnibus study, 52% of population aged 15+ years in Macedonia use the internet. Compared to 2008, the internet penetration has increased slightly, by 2 percentage points.

GfK Skopje

Internet Usage 2009

2009

#### Personal Use of the Internet



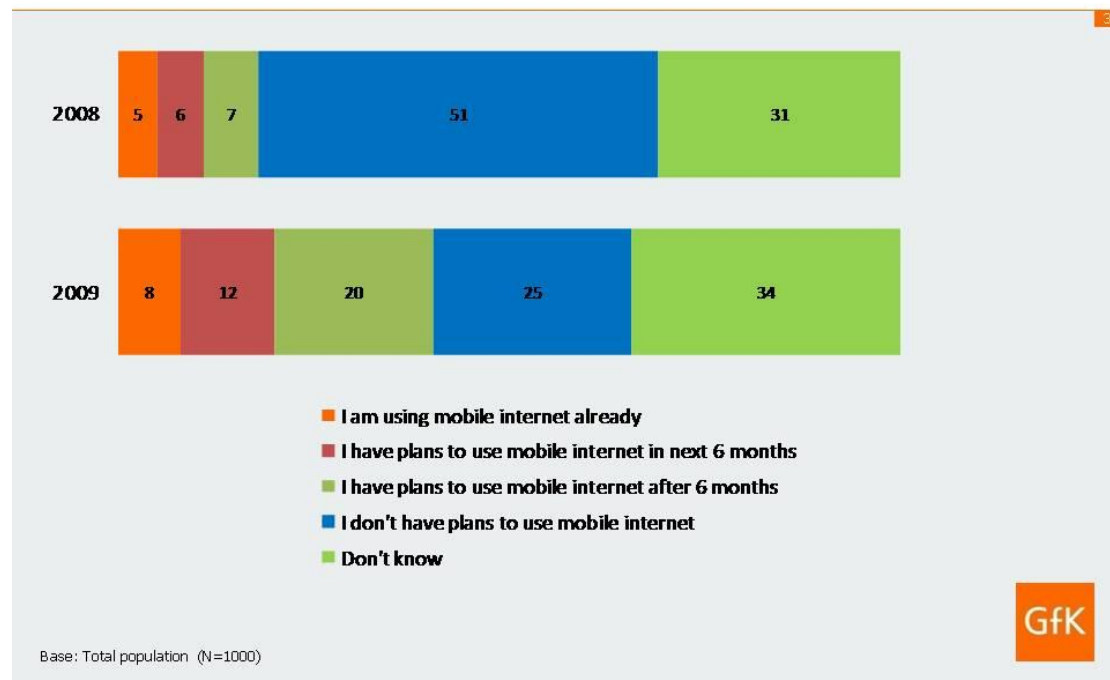
Although women use the internet to a greater extent than they did in 2008, the gap between men and women with regard to internet usage remains, with men still using the internet more than women do. Across the age segments, it can be seen that there has been a significant increase in the number of internet users amongst Macedonian citizens aged between 25 and 34 years as well as amongst the 35 to 44 year-olds.

The use of the internet among Macedonian citizens falls with increasing age. Bearing in mind that internet penetration amongst the population aged over 45 years is below the national average, it can be seen that the potential for an increase in internet use lies in this segment.

On the other hand, internet penetration seems to have reached its peak among the youngest group (the 15-24 year-olds) and there is only a slight increase in use of the internet amongst this group compared to 2008.

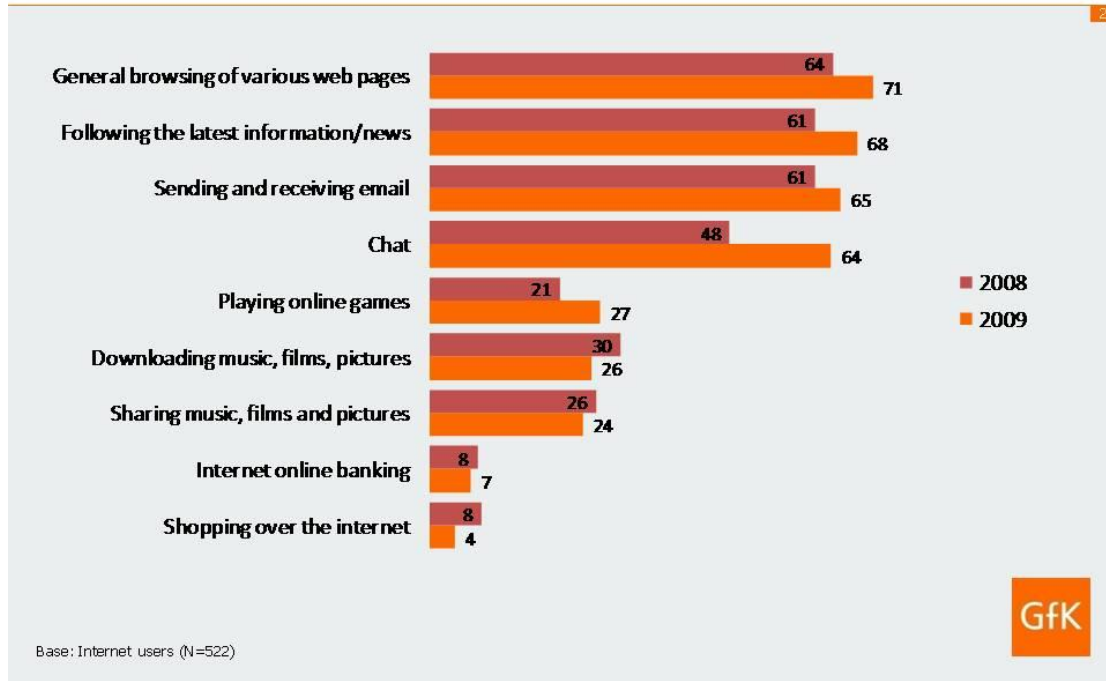
Mobile access to the internet is becoming increasingly popular amongst the population. 8% of the population now uses mobile internet access (compared to 5% in 2008) and a further 12% are planning to use mobile internet services in the next six months. Whilst in 2008, more than 80% said they had no intention of using the internet or had no idea what mobile internet is, this year's survey shows that this figure has now fallen to below 60%.

## Do you use, or do you plan to start using, mobile Internet?



The most popular pastime for people on the internet is browsing. 71% of internet users make use of the internet for general browsing of a variety of websites. The internet is also used as a source of the latest information/news and for sending and receiving e-mails. In terms of the fun aspect of using the internet, Macedonians use the internet most often for chatting and for playing online games. The internet services used least often are online banking and internet shopping.

## Usage of Internet Services

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