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UPOTREBA INFORMACIONO-KOMUNIKACIJSKIH TEHNOLOGIJA U PREDUZEĆIMA, 2025.

USAGE OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN ENTERPRISES, 2025

Rezultati istraživanja o upotrebi informaciono-komunikacijskih tehnologija u preduzećima, u Federaciji Bosne i Hercegovine, za 2025. godinu, pokazali su sljedeće:

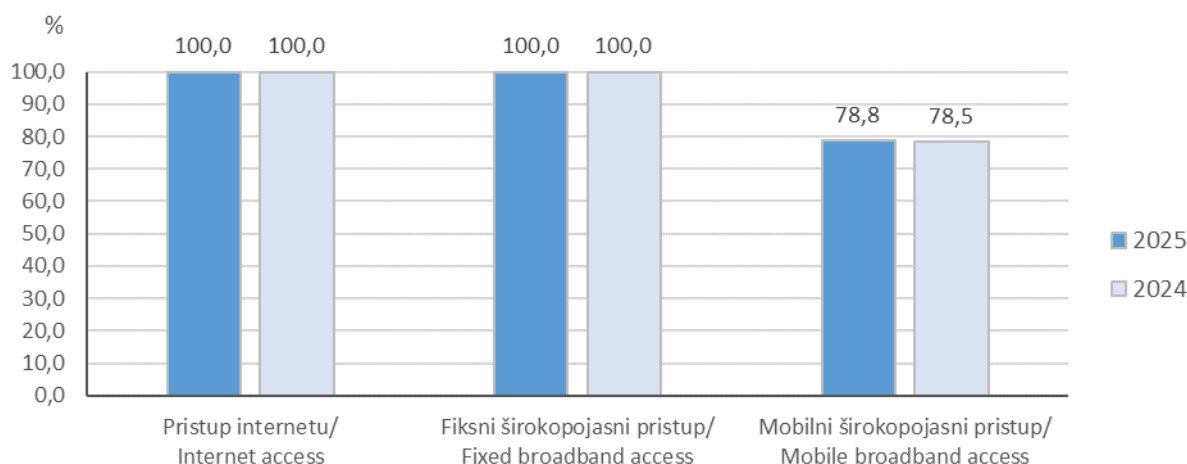
- 100,0% preduzeća ima pristup internetu.
- 100,0% preduzeća koristi fiksnu širokopolasnu internet konekciju.
- 78,8% preduzeća osigurava prenosive uređaje koji omogućavaju mobilnu internet konekciju
- 70,4% preduzeća posjeduje web stranicu.
- Internet prodaju koristi 29,3% preduzeća.

The results of anual survey on the Usage of information and communication technologies in enterprises, in Federation of Bosnia and Herzegovina for 2025. showed:

- 100.0% of enterprises had Internet access.
- 100,0% of enterprises used fixed broadband Internet connection.
- 78.8% of enterprises provide portable devices that allow a mobile connection
- 70.4% of enterprises owned a website.
- 29.3% of enterprises used Web sales.

1. Pristup internetu u preduzećima.

1. Access to internet in enterprises.

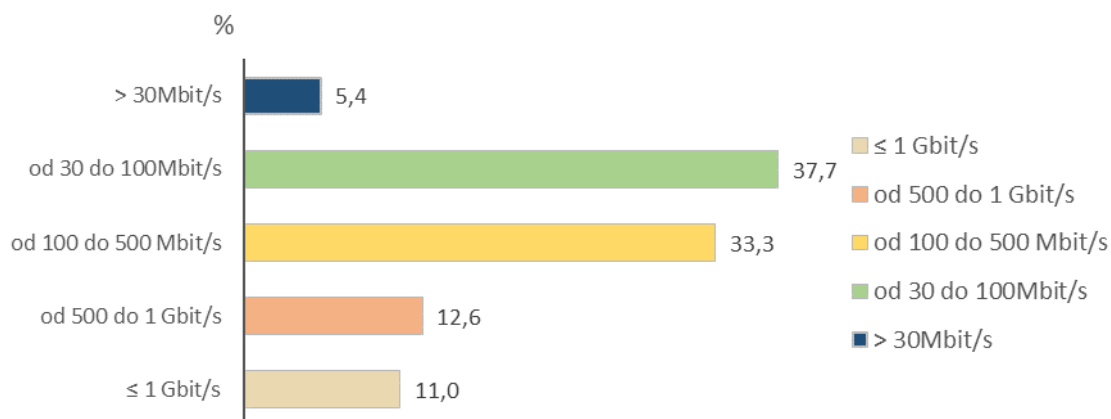


U Federaciji BiH 100,0% poslovnih subjekata koristi fiksni širokopojasni pristup. Mobilni pristup internetu koristi 78,8% poslovnih subjekata.

In Federation of B&H 100.0% of enterprises used fixed broadband access. 78.8% of enterprises used mobile broadband internet access.

2. Brzina fiksne internet konekcije u preduzećima.

2. Speed of fixed internet connection in enterprises.

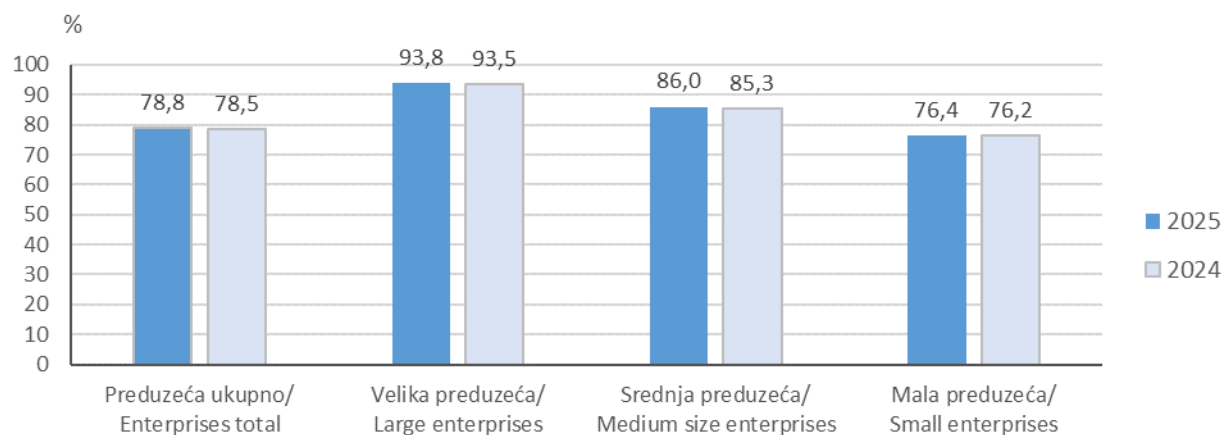


Samo 11,0% poslovnih subjekata posjeduje brzinu konekcije veću od 1 Gbit/s.

Only 11.0% of enterprises have a connection speed over 1 Gbit/s.

3. Preduzeća koja osiguravaju prenosive uređaje koji omogućavaju mobilnu internet konekciju

3. Enterprises provide portable devices that allow a mobile connection.

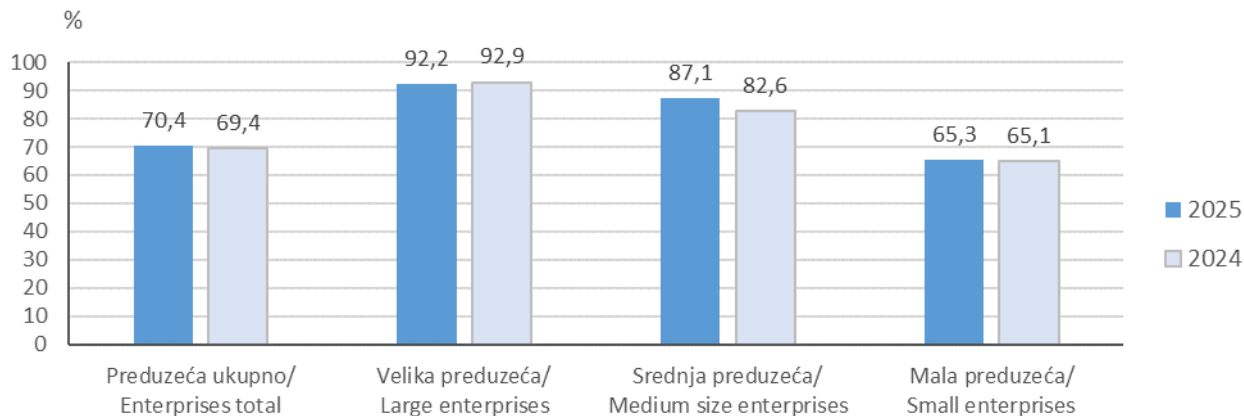


Od ukupno posmatranih preduzeća, 78,8% koristi mobilni internet za poslovne potrebe

According to the survey, 78.8% of enterprises use mobile internet for business purposes

4. Posjedovanje web stranice u preduzećima, prema veličini preduzeća.

4. The use of website in enterprises, by size of enterprises.

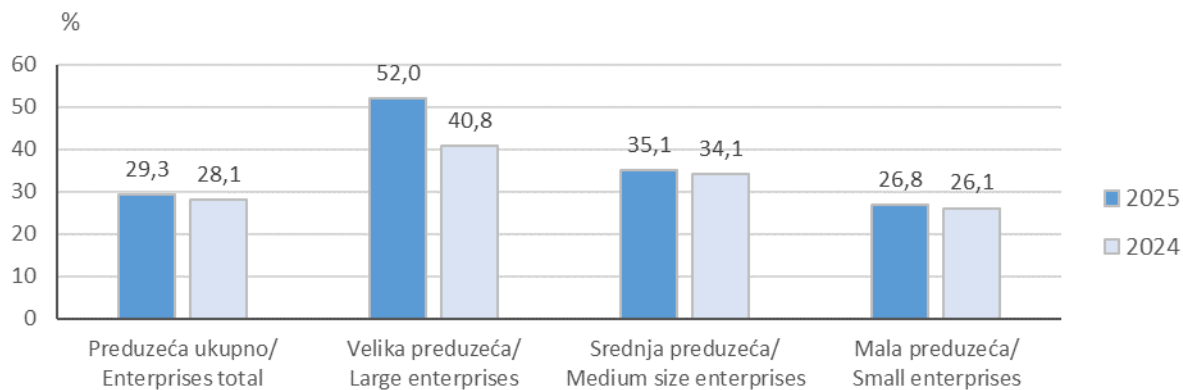


Od ukupno posmatranih poslovnih subjekata u Federaciji BiH 70,4% posjeduje web stranicu, što je za 1,0 procentnih poena više u odnosu na 2024.

In Federation of B&H 70.4% of enterprises have a website, which is an increase of 1.0 percentage points compared to 2024.

5. Naručivanje proizvoda/ usluga putem interneta, prema veličini preduzeća.

5. Web sales, by size of enterprises.

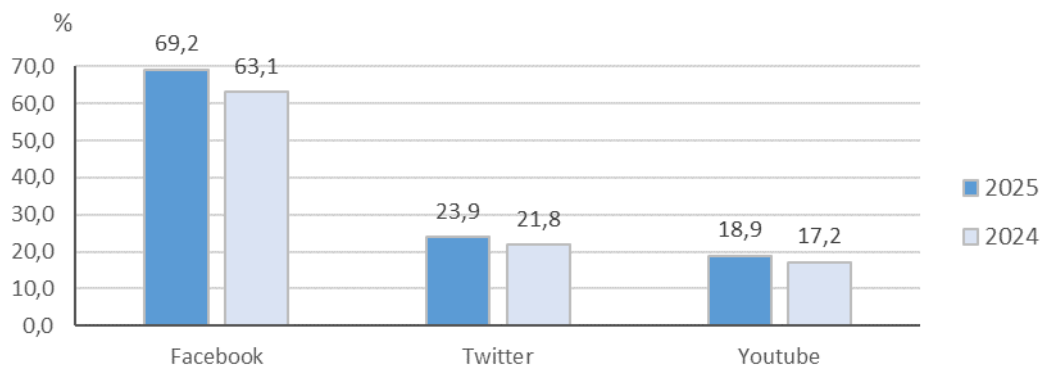


29,3% preduzeća ostvaruje prodaju roba ili usluga putem interneta što je za 1,2 procentnih poena više u odnosu na 2024.

29.3% of enterprise have web sales of goods or services which is an increase of 1.2 percentage points compared to 2024.

6. Korištenje društvenih mreža u preduzećima

6. The use of social media by enterprises

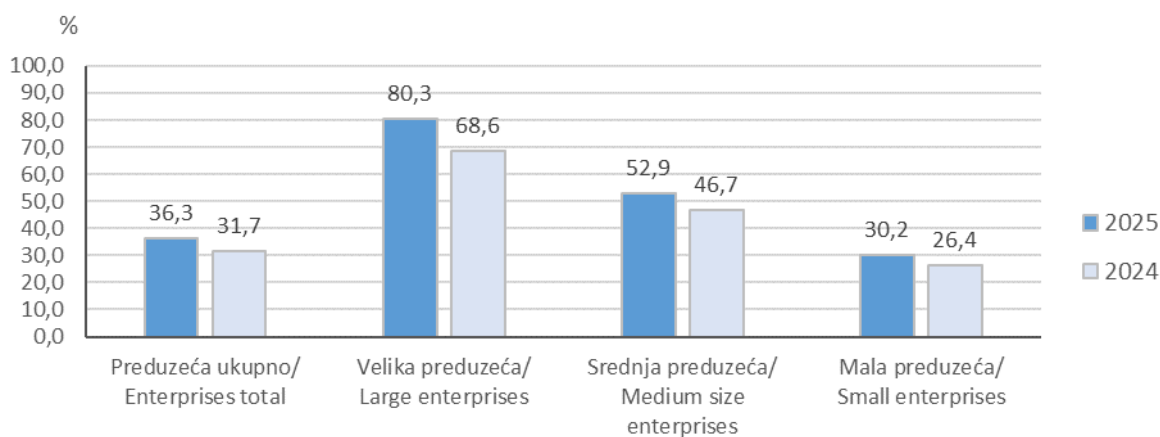


Prema rezultatima istraživanja 69,2% preduzeća koristi društvene mreže poput Facebook ili LinkedIn, 23,9% koristi Twitter, a 18,9% koristi Youtube.

According to the results of the survey 69.2% of enterprises use social networks such as Facebook or LinkedIn, 23.9% use Twitter, and 18.9% use YouTube.

7. Online sastanci, prema veličini preduzeća

7. Online meeting, by enterprises size

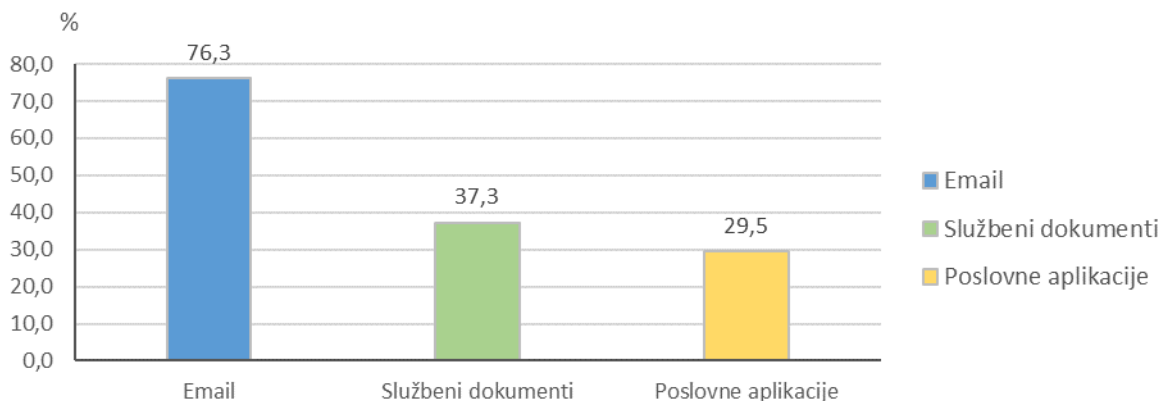


U Federaciji BiH 36,3% preduzeća održava online sastanke.

In Federation of B&H 36.3% of enterprises hold online meetings..

8. Udaljeni pristup

8. Remote access



U Federaciji BiH 76,3% preduzeća ima pristup poslovnom emailu, 37,3% službenim dokumentima preduzeća, a 29,5% poslovnim aplikacijama.

In the Federation of B&H 76.3% of enterprises have access to business email, 37.3% to official company documents and 29.5% to business applications.

METODOLOŠKA OBJAŠNJENJA

Izvori i metode prikupljanja podataka

Podaci su dobijeni iz statističkog istraživanja Godišnji izvještaj o upotrebi informacijsko-komunikacijskih tehnologija u preduzećima (IKT-P).

Istraživanje se provodi na osnovu Zakona o statistici u Federaciji BiH („Sl. Novine FBiH“ br. 63/03 i 9/09).

Koncepti i definicije koji se primjenjuju u istraživanju usklađeni su s EU-ovom Metodologijom za statistike o informacijskom društvu, 2023., a posebno s temeljnom Uredbom Europskog parlamenta i Vijeća (EZ) br. 2019/2152 o statistici Zajednice.

Jedinice posmatranja

Jedinice posmatranja su poslovni subjekti sa 10 i više zaposlenih koji su prema glavnoj (pretežnoj) djelatnosti prema KD BiH 2010 registrovani u sljedećim područjima:

- Područje C; Prerađivačka industrija
- Područje D; Snabdijevanje električnom energijom, plinom, parom i klimatizacija
- Područje E; Snabdijevanje vodom, uklanjanje otpadnih voda, upravljanje otpadom te djelatnosti sanacije okoliša;
- Područje F; Građevinarstvo
- Područje G; Trgovina na veliko i na malo; popravak motornih vozila i motocikla
- Područje H; Prijevoz i skladištenje
- Područje I; Djelatnosti pružanja smještaja i ishrane
- Područje J; Informacije i komunikacije
- Područje L; Poslovanje nekretninama
- Područje M; Stručne, naučne i tehničke djelatnosti;
- Područje N; Administrativne i pomoćne djelatnosti
- Područje S, grana 95.1; popravak računara i komunikacijske opreme

Poslovni subjekti (pravne osobe) su klasificirani prema broju zaposlenih osoba na:

- male (10 – 49 zaposlenih osoba);
- srednje (50 – 249 zaposlenih osoba);
- velike (250 ili više zaposlenih osoba).

Veličina i okvir uzorka

Istraživanje se provodi na bazi uzorka koji je izabran iz ažuriranog Statističkog poslovnog registra Federalnog zavoda za statistiku. Uzorkom su obuhvaćeni svi veliki poslovni subjekti, dok su srednji i mali izabrani metodom stratificiranog uzorka.

Iz ukupne populacije poslovnih subjekata (4.640) u uzorak je odabrano 1.643

Stepen neodziva

U istraživanju je učestvovalo 1.214 poslovnih subjekata, što znači da je stepen odgovora bio 73,9%.

Referentni period

Referentni period za glavne varijable bilo je 1. tromjesečje 2025.

Referentni period za pitanja o internet prodaji bila je 2024. godina.

NOTES OF METHODOLOGY

Source and methods of data collection

Data on ICT usage in enterprises are collected by using the reporting method through the Annual Report on the usage of information and communication technologies in enterprises (IKT-P).

The survey is conducted on the basis of Law on Statistical Survey in the F B&H (Official Gazette F B&H No.“ 63/03 and 9/09).

The concepts and definitions used in this survey are harmonized with the Eurostat Methodology for Statistics on the Information Society, 2023 and especially with the European Parliament and the Council Regulation no. 2019/2152 concerning Community statistics on the information society.

Reporting units

The observation units are enterprises with 10 and more persons employed in following activities according to the NACE Rev.2 classification:

- C Manufacturing
- D Electricity, gas, steam and air conditioning
- E Water supply, sewerage, waste management and remediation activities;
- F Construction
- G Wholesale and retail trade, repair of motor vehicles and motorcycles
- H Transport and storage
- I Accommodation and food service activities
- J Information and communications activities
- L Real estate activities
- M Professional, scientific and technical activities
- N Administrative and support service activities
- S branches 95.1 - repair of computers and communication equipment

The enterprises were classified according to the number of persons employed:

- small enterprises (employing 10 – 49 persons)
- medium-sized enterprises (employing 50 – 249)
- large enterprises (employing 250 or more)

Sample frame and size

Survey has been carried out on the sample made on the basis of updated Statistical Business Register of Federal Institute of Statistics. The sample covers all large entities, while micro-sized and small enterprises are selected by the random stratified sample method.

Out of the whole population of enterprises (4.640), there were 1.643 units taken into the sample.

Non-response rate

There were 1.214 enterprises that took part in the survey, which means that the response rate was 73.9%.

The reference period

The reference period for the main variables was 1st quarter 2025. For the questions concerning internet sales, the reference period was 2024.

Definicije

ADSL (Asymmetric Digital Subscriber Line) Asimetrična digitalna pretplatnička linija: Širokopojasna digitalna transmisionalna tehnologija koja koristi postojeću telefonsku liniju i dopušta istovremeno slanje podataka i komunikaciju glasom.

Digitalna pretplatnička linija DSL (Digital Subscriber Line): Vrsta brze širokopojasne internet konekcije pomoću standardnih telefonskih parica.

Pod **korištenjem društvenih mreža** podrazumijeva se upotreba internet aplikacija ili komunikacijskih platformi, u okviru ili izvan preduzeća za povezivanje, kreiranje i razmjenu sadržaja na mreži s kupcima ili dobavljačima. Preduzeća koja koriste društvene mreže su ona preduzeća koja imaju korisnički profil ili korisničku licencu zavisno od vrste društvene mreže.

Broadband su širokopojasne tehnologije ili veze koje omogućavaju brz prijenos podataka, naročito filmova, igara, videokonferencija putem internetske mreže (npr. ADSL, kablovska veza, UMTS, optička veza, VDSL).

IKT (informacijske i komunikacijske tehnologije) su softveri i hardveri upotrijebljeni za komuniciranje podacima (npr. računar, telefaks, internet, fiksni i mobilni telefon).

E-trgovina su transakcije koje se provode preko mreža računara baziranih na internetskom protokolu te preko ostalih računarskih mreža. Primanje narudžbi, dobara i usluga ostvaruje se putem navedenih mreža, ali samo plaćanje i konačna isporuka dobara i usluga mogu biti provedeni online ili offline. Narudžbe primljene telefonom, telefaksom ili ručnopolisanim elektronskim porukama ne smatraju se e-trgovinom.

Mobilni priključak na internet podrazumijeva korištenje prijenosnih uređaja povezanih na internet u svrhu poslovnih potreba koristeći mreže mobilnih telefona. Predmet promatranja su preduzeća koja omogućavaju zaposlenima da koriste prijenosne uređaje s pristupom na internet za poslovne potrebe.

- **3G** je ime za treću generaciju mobilne telefonije. Omogućava prijenos ne samo teksta i zvuka nego i pokretnih slika, televizije i ostalih avangardnih usluga.

- **4G** je ime za četvrtu generaciju mobilne telefonije. Omogućava veoma brz prijenos podataka i multimedijalnog sadržaja preko mobilnih uređaja kao i gotovo trenutni odziv mreže i učitavanje online sadržaja.

Internet se odnosi na mrežu baziranu na ovim internetskim protokolima: www, ekstranet putem interneta, EDI putem interneta, internet-ready mobilni telefoni.

Računari uključuju personalne računare (PC), prijenosne računare (laptop), tablete i ostale prijenosne uređaje (npr. smartphones).

Web stranica je mjesto na World Wide Webu identificirano internetskom adresom. Skup internetskih datoteka o određenom subjektu uključuje početnu datoteku koja se naziva početna stranica. Informacije su kodirane posebnim jezicima (HyperText Mark-up Language (HTML), XML, Java) koji su čitljivi preko internetskih pretraživača kao što su Mozilla Firefox, Opera ili Microsoft's Internet Explorer.

Definitions

ADSL (Asymmetric Digital Subscriber Line): Broadband digital transmission technology which uses the existing telephone line, allowing simultaneous transmission of data and voice calls.

Digital Subscriber Line (DSL): A type of broadband Internet connection established using standard telephone lines.

Under the **use of social networks** is the use of Internet applications and communications platforms, within or outside the enterprise to connect, create and share content online with customers or suppliers. Enterprises that use social networks are those enterprise that have a user profile or a user license, depending on the type of social network.

Broadband are technologies or connections that enable rapid transmission of data, especially films, games, video-conferences over an internet network (e.g. ADSL, cable connection, UMTS, optical connection, VDSL, leased lines).

ICT (Information and Communication Technology) are software and hardware used for data communication (e.g. computer, fax, the internet, fixed mobile phone).

E-commerce means transactions conducted over an internet protocol-based networks and over other computer-mediated networks. Goods and services are ordered via those networks, but the payment and the ultimate delivery of the goods or services may be conducted on-line or off-line. Orders received via telephone, facsimile, or manually typed e-mails are not counted as electronic commerce.

Mobile connection to the Internet involves the use of removable devices connected to the Internet for the purpose of business needs using mobile phone networks. Observation by companies that allow employees to use mobile devices to access the Internet for business purposes.

- **3G** is the common name for the third generation mobile telephony. It allows the transfer of not only text and sound but also moving pictures, television, and other avant-garde services.

- **4G** is the common name for the fourth generation of mobile telephony. Offers high speed data transfer and multimedia content over mobile devices and almost immediate response network and upload online content.

The internet refers to the following networks of internet protocols: www, extranet via the internet, EDI via the internet, internet-ready mobile phones.

Computers include personal computers (PCs), portable computers (laptops), tablets and other portable devices (eg, smartphones).

Website is a location on the World Wide Web identified by a web address. Collection of Web files on a particular subject includes a beginning file called the home page. Information is encoded with specific languages (HyperText Mark-up Language(HTML), XML, Java) readable over a web browser such as Mozilla Firefox, Opera, or Microsoft's Internet Explorer.

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