



**FRANCE:  
#1**  
**DESTINATION IN  
EUROPE FOR FOREIGN  
INVESTMENT**

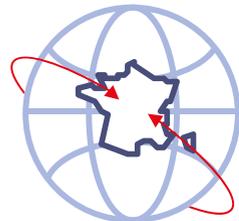
(EY, 2020)



**FRANCE:  
#2**  
**OECD COUNTRY  
FOR THE NUMBER OF  
FIXED BROADBAND  
SUBSCRIPTIONS  
PER CAPITA**



**FRANCE:  
#2**  
**LARGEST E-COMMERCE  
MARKET IN EUROPE**



**FRANCE ATTRACTED  
MORE THAN  
11%**  
**OF FOREIGN  
INVESTMENTS IN 2019**

(BUSINESS FRANCE, 2020)

**BUSINESS FRANCE**

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## **FRANCE: A DIGITAL SOCIETY**

# 1

## ACTIVE USERS

In 2019, 77% of French people owned a smartphone, while 76% had a computer. Some 65% used the internet to carry out administrative tasks, 62% to make purchases, 60% to access social networks, and 62% for instant messaging apps. (CGE; ARCEP, 2019)

# 2

## A HUGE MARKET

In 2019, the majority of the French population had access to the internet, with the internet penetration rate among the population being 88%, up five points compared with the European rate (83%) (CGE, 2019). Connectivity among 12-59-year-olds, who account for almost 60% of the French population, remained high, with more than nine out of 10 people having access to the internet. (INSEE, 2019)

# 3

## COST-COMPETITIVE INTERNET CONNECTIONS

France is the country in Western Europe where access to fixed broadband internet is very competitive: A fixed subscription in France costs on average €24.99 per month, compared with €25.82 in Germany and €27.50 in the UK. In 2019, France was ranked as the cheapest country in Europe for mobile broadband. (European Commission, 2019)

# 4

## MORE CONNECTED THAN EVER

The number of very high-speed internet connections (above 30 Mbit/s) rose 2.4 million to 11.4 million from mid-2018 to mid-2019 (ARCEP, 2019). France is the second OECD country (first in the EU) with the most fixed broadband subscriptions per inhabitant (44 per 100 inhabitants) after Switzerland (46 per 100 inhabitants). It is ahead of Germany (42 per 100 inhabitants) and the United Kingdom (40 per 100 inhabitants). (OECD, 2019)

# 5

## SPRINGING DEMAND FOR CONNECTED DEVICES

More than 19.2 million machine-to-machine (M2M) cards were in use in France in March 2019, a record growth of 3.5 million (+ 23%) compared with 2018. Used specifically in connected equipment (servers, central units, cameras, terminals, etc.), these cards are at the heart of the Internet of Things. (ARCEP, 2019)

# 6

## HUGE TELECOMMUNICATIONS INVESTMENTS

In 2019, total investments made by French telecoms operators (3G, 4G, fiber optic technology, etc.) increased to €10.4 billion, up €510 million on 2018. These investments were complemented by a ramp-up of very high-speed internet subscriptions, affecting nine out of 10 new customers, linked to a greater deployment of fiber-to-the-home (FTTH) technology (+ 34% of eligible premises per year), and a decrease in the average monthly bill per high or very high speed subscription. (ARCEP, 2019)

# 7

## E-COMMERCE BOOM

In 2019, France was second in Europe and fifth in the world in the e-commerce sector, with the French having spent a total of more than €103 billion online, up 12% compared with 2018. What's more, the total number of transactions recorded by e-commerce sites amounted to + 1.7 billion. With 25,000 net creations of e-commerce sites in 2019, France registers on average one new site every 30 minutes. (French e-commerce and remote sales federation Fevad, 2020)

# 8

## DIGITAL INFRASTRUCTURE

France has adopted a program called TECH.GOUV to accelerate the digital transformation of its public services, facilitating access to all public services via a single portal, FranceConnect by 2021.

# 9

## RECORD FUNDRAISING

Fundraising exceeded €5 billion in France in 2019, 40% more than in 2018 (EY) from a total of 736 operations, or €6.8 million on average per transaction. The largest transactions were carried out by Meero, which offers digital support services to professional photographers and raised €205 million, and Doctolib, the online medical appointment platform, which raised €150 million. (EY, 2020)

# 10

## AN ALLY IN THE FIGHT AGAINST COVID-19

Online data visualization tools on the pandemic made it possible to monitor its progress and relay information while the collection of anonymized data allowed researchers to chart the spread of the disease. Furthermore, paperless forms were used for travel authorizations and a "My class at home" digital platform enabled children to learn remotely.