

Abstract

This thesis focuses on the analysis of key drivers of broadband internet take-up and usage in the European Union. In particular, we explore the coverage effect on fixed-to-mobile broadband substitution and the consequent impact of computer skills and education parameters on e-services usage. These fields have undergone rapid transformation within the EU digital economy in recent years, especially due to the introduction of faster ‘next generation’ broadband networks and development of web applications. The research question investigates decisions of households with regards to broadband adoption as well as the impact of education and digital skills on the use of e-services. Our qualitative analysis examines differences in performance across EU member states considering key indicators set by the Digital Agenda for Europe 2020 policy objectives. We then apply empirical methods using panel data to test our two research questions. Our findings suggest that there is a significant effect of network coverage on the fixed-to-mobile broadband substitution and we confirm the relevance of computer skills on the increased usage of e-services in the EU.