

1995 – 2025

Thirty Years of the Internet in Greece

Athens, 26 November 2025

Xenia Kourtoglou, MSc.

Founder of Focus Bari AND Resilience Expert

Thank you!

Let's see...

How we started

Points in Time

Digital Greeks Today

A few words about me



What does "Resilience Expert" do?

Specialist in Mental Resilience

I help you build the qualities you need to successfully cope with the constant changes in your personal and professional life!

It's not how high you go that matters, but how far you go!

My Sources



Survey in 21 countries on attitudes, opinions and expectations from AI 2025



A range of targeted surveys

- Monitoring Greeks the relationship with technology since 1995
- CATI telephone interviews
- Annual sample of 18,000 respondents

- Continuous nationwide online survey
- A wide range of questions on public opinion, purchasing habits, mindset, attitudes, positions on social issues, exposure to the media, etc.
- Annual sample of 8,500+ respondents

- Qualitative
- Quantitative
- B2C
- B2B
- IMC / IAB Hellas
- E-business & Innovation Forum
-
- Total 60+ surveys

Dialing Progress

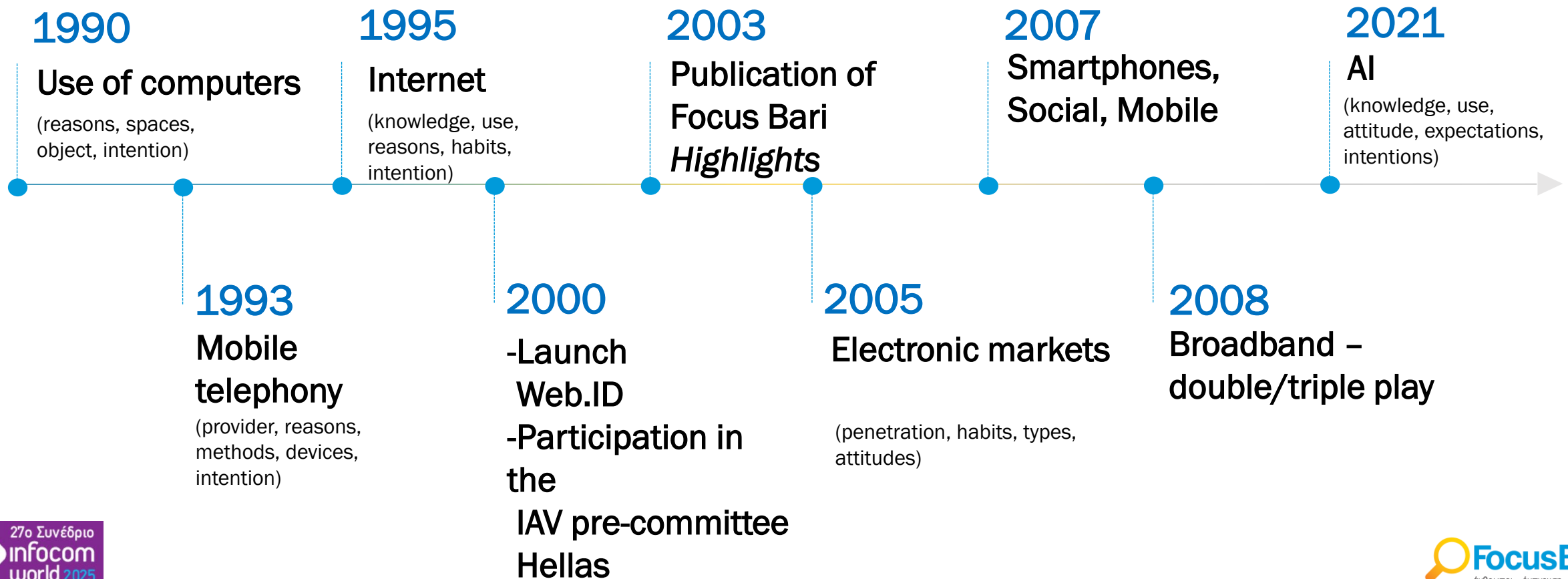


How We Started

Part of our Philosophy is

On our own initiative, we explore new trends that
emerge in society and the market, and
we share our insights!

Trends that shape our customers

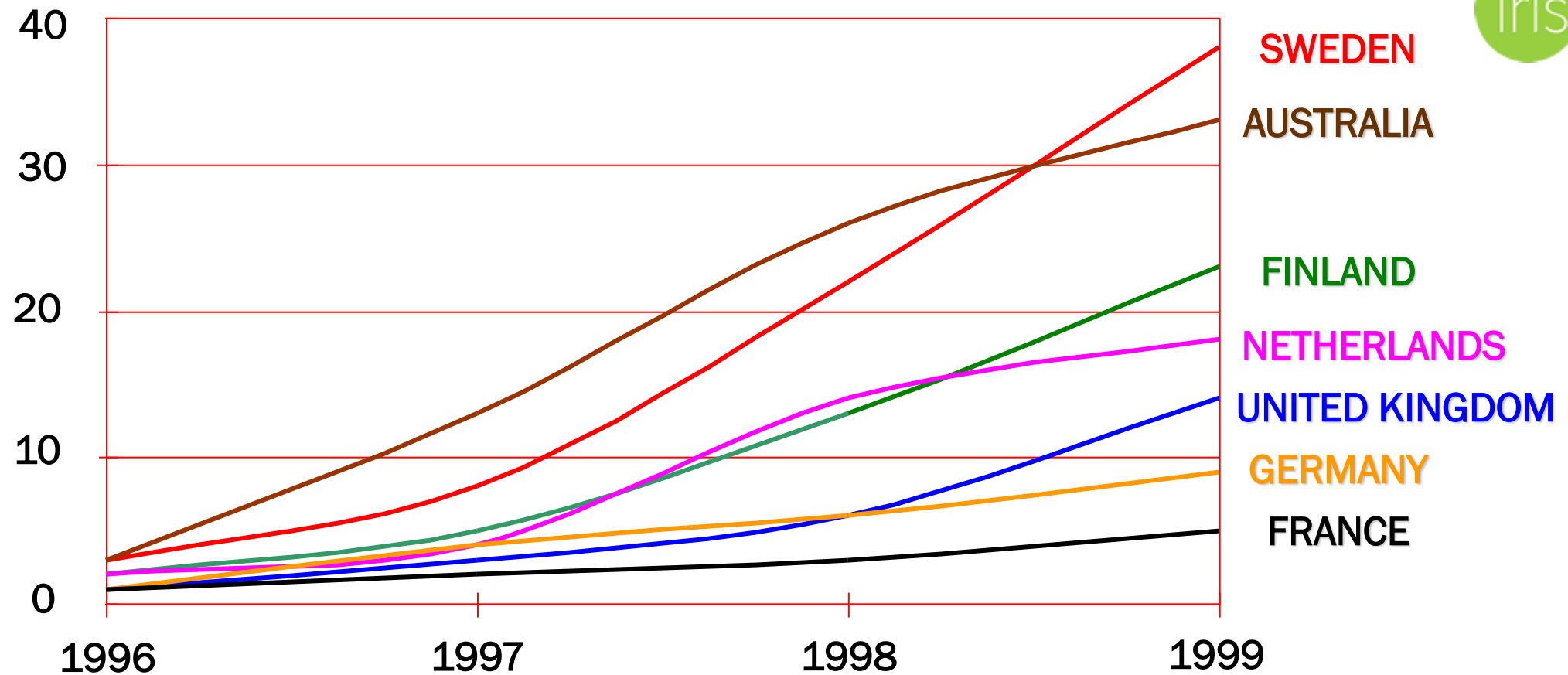


2000: Official Launch...



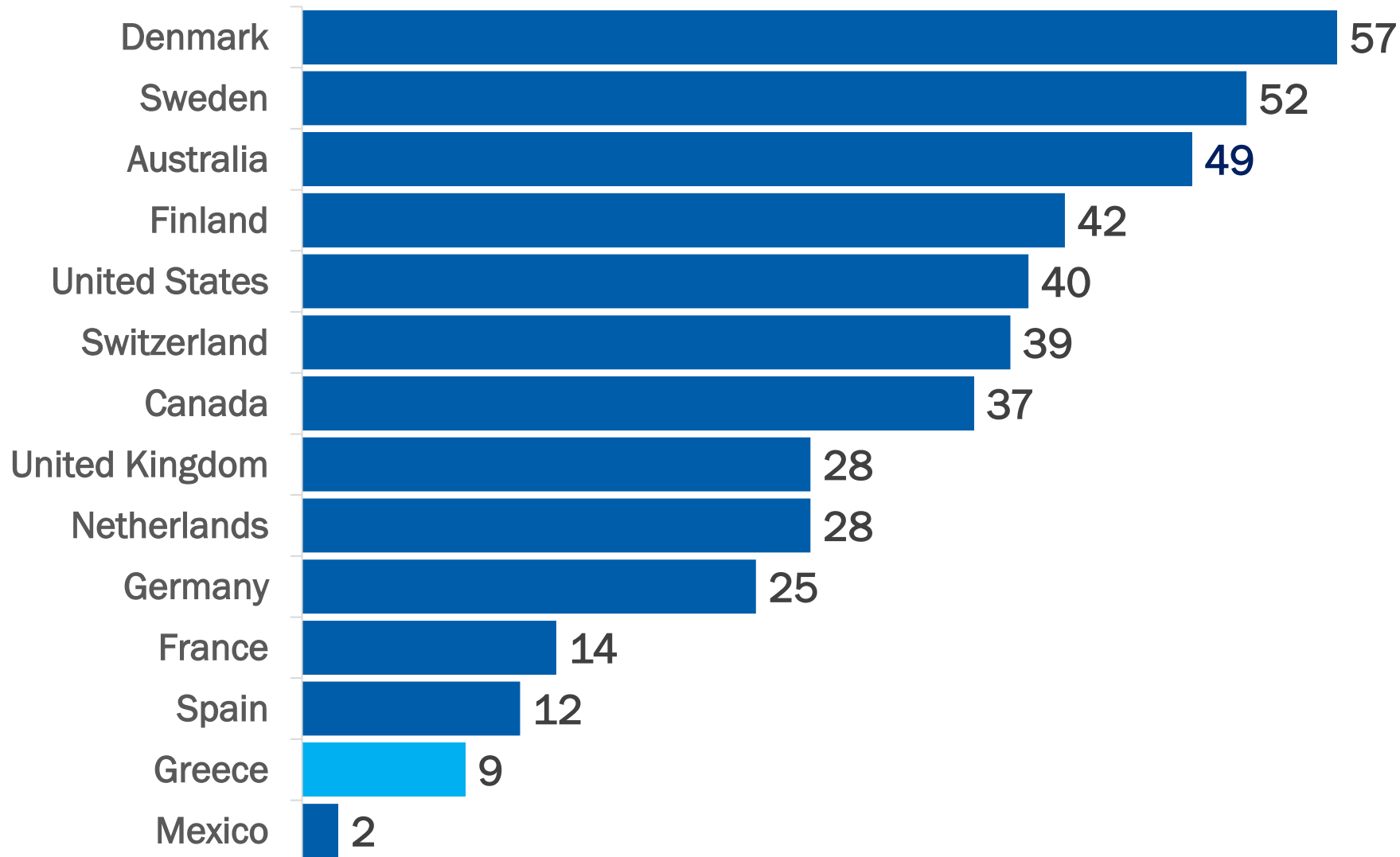
The first continuous offline survey measuring Greeks' relationship with the internet and electronic media.

Harmonising Greek data with international measurements: **home use**



1999: The international image 18+

%



Greece: launched in 1995

88%

had never heard
of it!

11%

had heard
something about
it, but didn't know
what it was

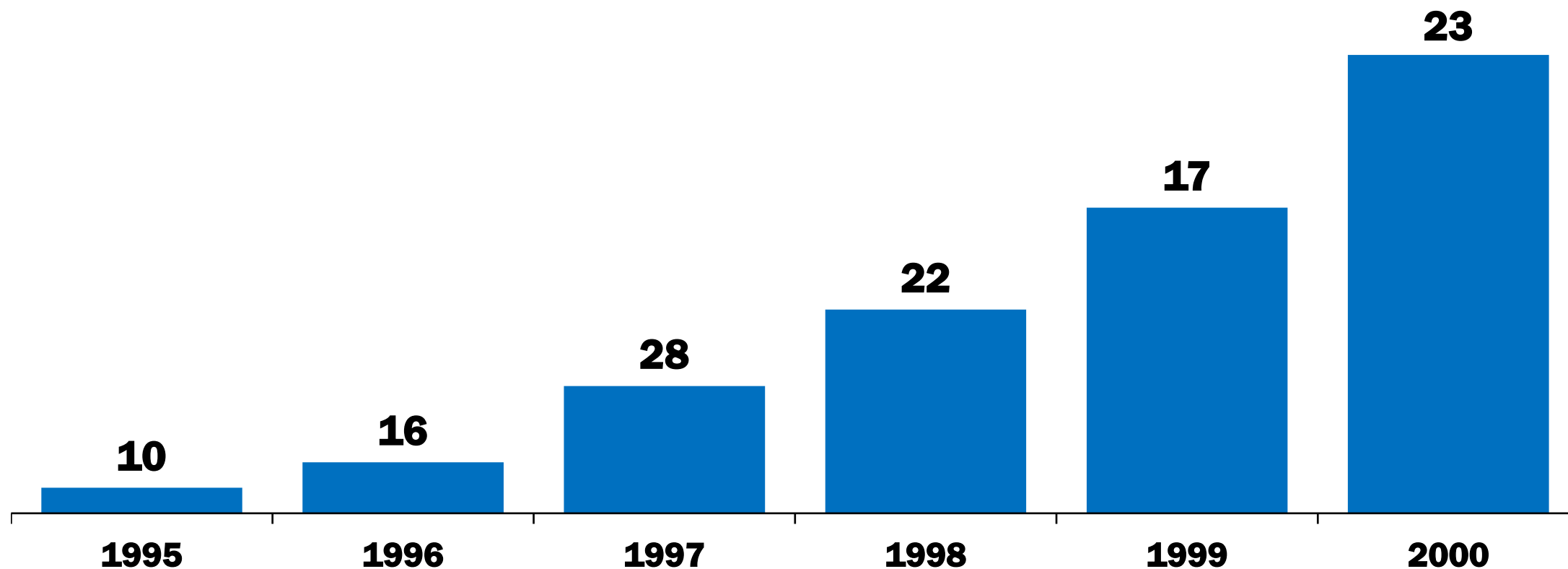
Access/use
below **1%**

Base: Men-Women, 13-54, Athens-Thessaloniki, Urban 50+

Internet use: The first five years

%

Base: Men - Women, 13-54, Athens - Thessaloniki, Urban 50+



Internet: the initial image/impression

**Men and young
adults (18-24)**

**Use at home,
at work, in
internet cafe,
and at
university**

**33% everyday
information,
chat, email -
shopping 5%**

Internet: the initial image / impression

No one could have predicted how it would evolve!

***"Something
men use for
work"***

***"It's for people
who work on
computers"***

***"It's not exactly
media,
but it's kind
of part of it"***

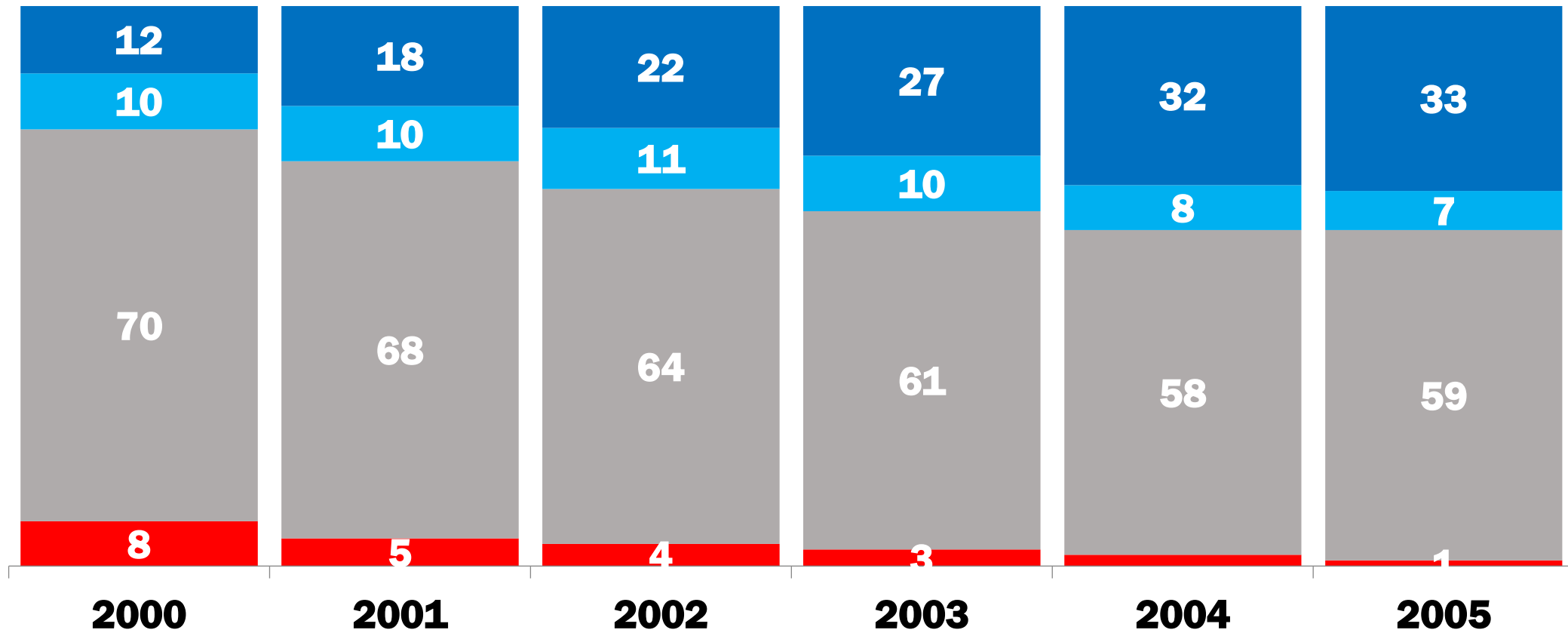
Our initial results were challenged by publishers, while we were already talking about "Media Brands" at conferences!



Points in Time

2000-2005: The first phase of development

%



■ Unaware of the internet

■ Indifferent

■ Potential users

■ Internet users

2005 – 30%:

In-depth Qualitative research shows...

"It has become a permanent part of our lives; my son is on it all day long."

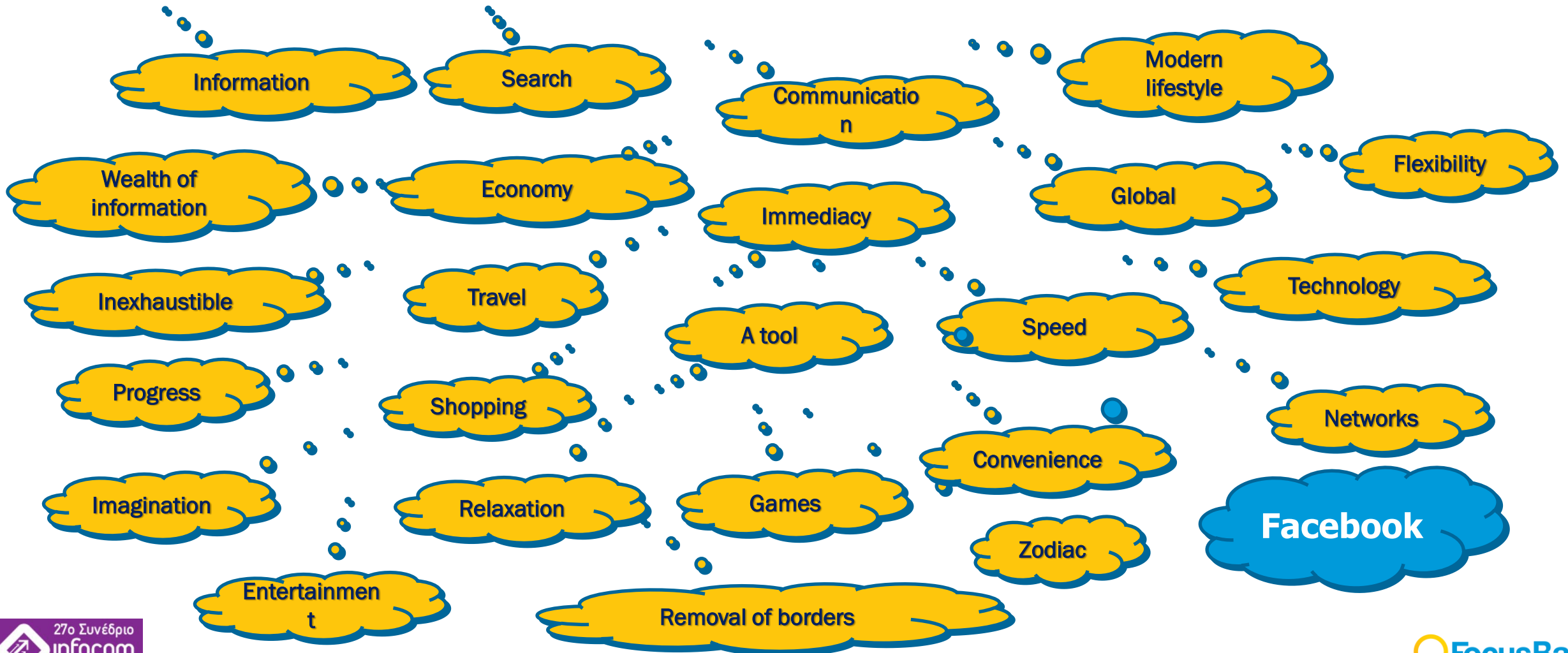
"We use it at work and it makes communication easier."

"I'm afraid of it. I see it as dangerous, and I don't really know much about it."

"Soon, if our Internet connection is cut off, we'll feel just like when the electricity goes out!"

2007-39%: Presentation at IMC

The internet for users is...



2007 – 39%: "Life force"

Indispensable for teenagers/young people

Information

*«Exactly when
I need it»*

Communication

*"When and how
I want"*

Economy

*"I find prices &
bargains"*

Convenience

*"Anytime on my
computer"*

Entertainment

*"It takes me on
a journey, keeps
me company"*

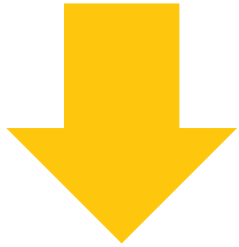
Social

Integration

*"You just can't
be without it"*

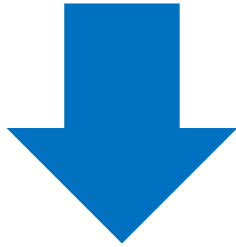
2007–2025: Milestones

2008



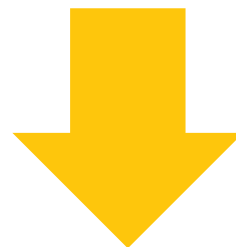
**Broadband
Double/
triple play**

2015



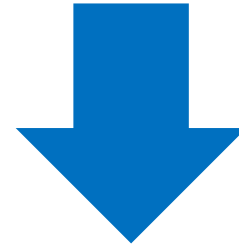
**Capital
Controls**

2020



**Covid /
lockdowns**

2021



**5G & AI
launch**

Digital Greeks Today

All Greeks are internet users (98%)

Authority

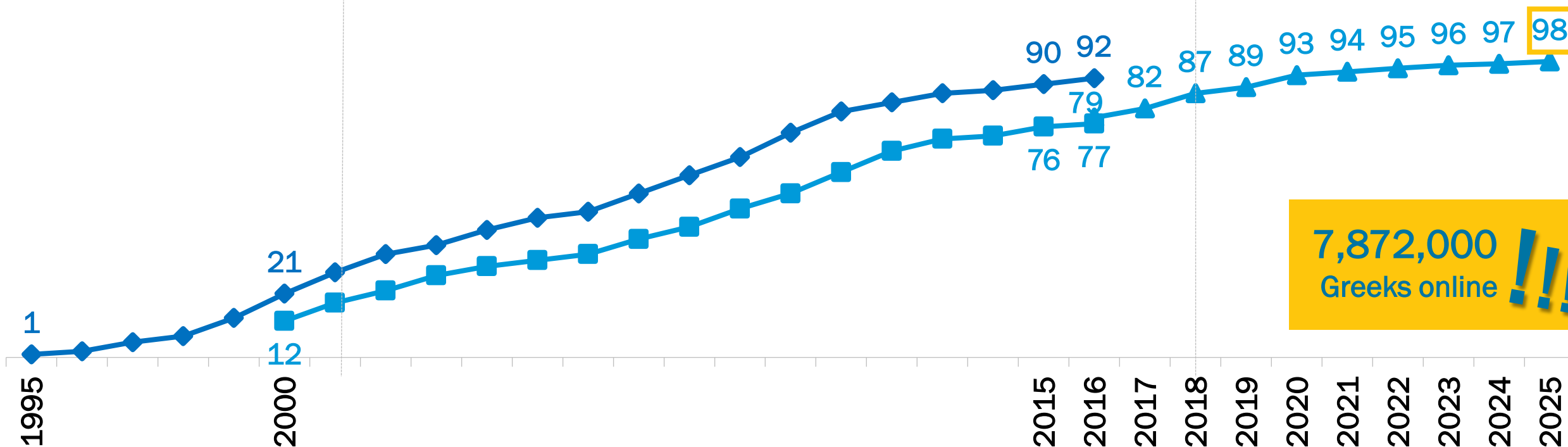
Ages 13-54, Urban 50+
3,604,000

Expansion

Men-Women 13-70, Nationwide (-25 km)
6,585,000

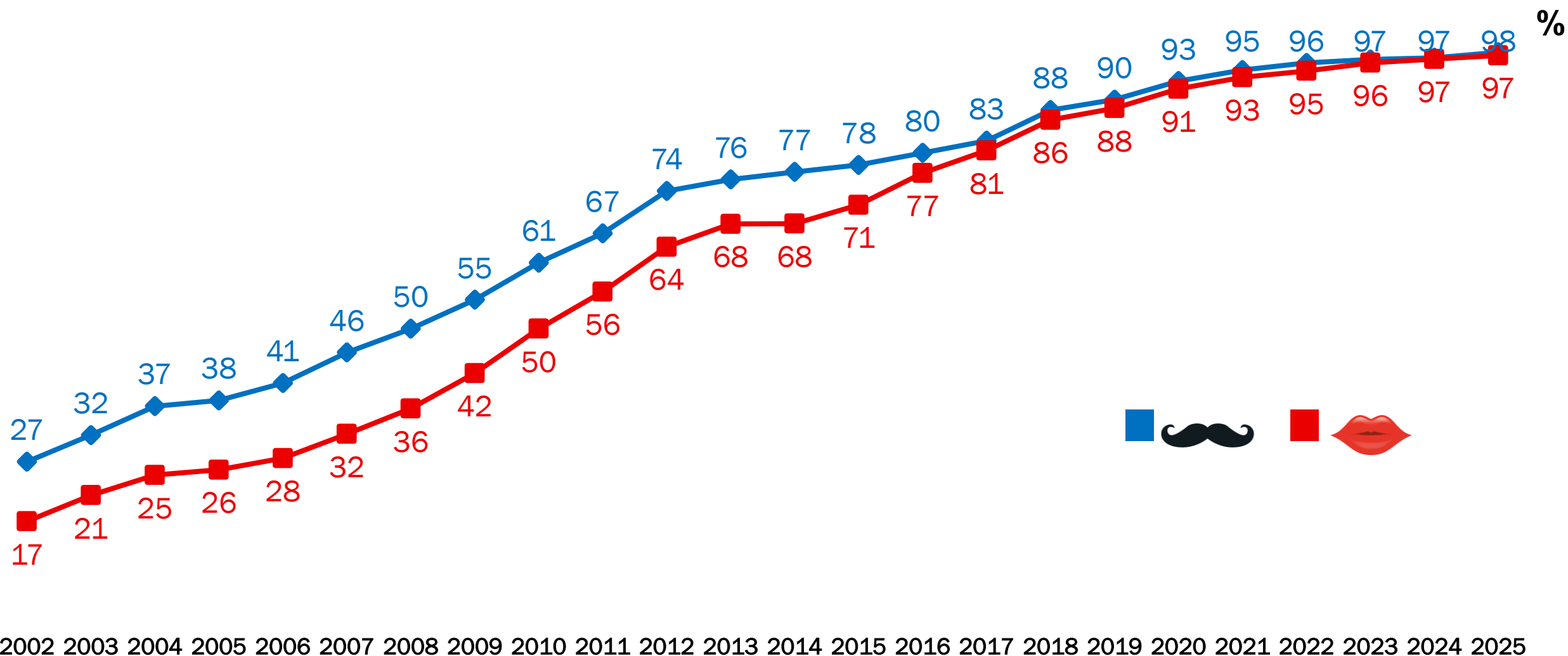
Today

Men-Women
13-74, Nationwide
8,073,000



7,872,000
Greeks online !!!

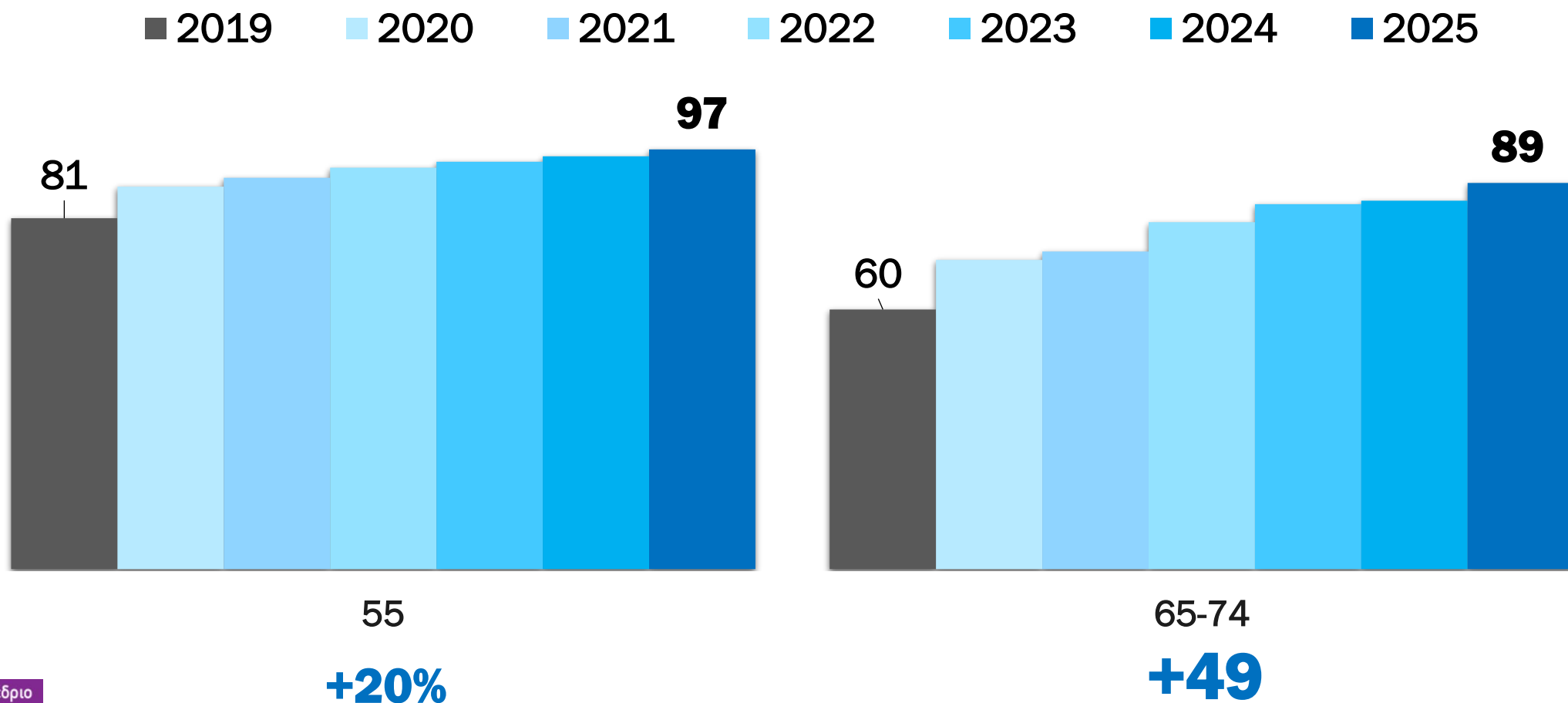
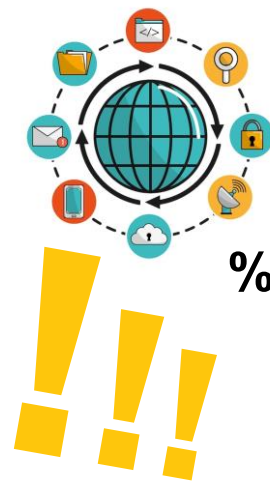
Men and women equally!



2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025



More and more people aged 55+ are becoming fans of the internet



Digital Greeks: They do everything online!

98%
From mobile

**Social
media
92%**

**Online
shopping
78%**

**E-mail
74%**

**Communication
69%**

**E-banking
68%**

**Searching
for
information
66%**

**Public
48%**

**PUBLIC
SECTOR**

**Music
42%**

**Video
39%**

**Movies
38%**

**However, more than half of
Greeks [57%] feel somewhat **anxious**
about the pace of **new**
technology, especially
among **women****

52%

62%

Technology anxieties: what are they?

Information
overload

Availability

Comparison

Technophobia

Privacy and
security



Excessive use, notifications, social pressure, rapid developments, lack of protection & lack of knowledge...

Technology anxieties: are they being overcome?

Set limits and
live offline

Set time limits

Choose who you
follow

Learn about
new tools

Take security
measures

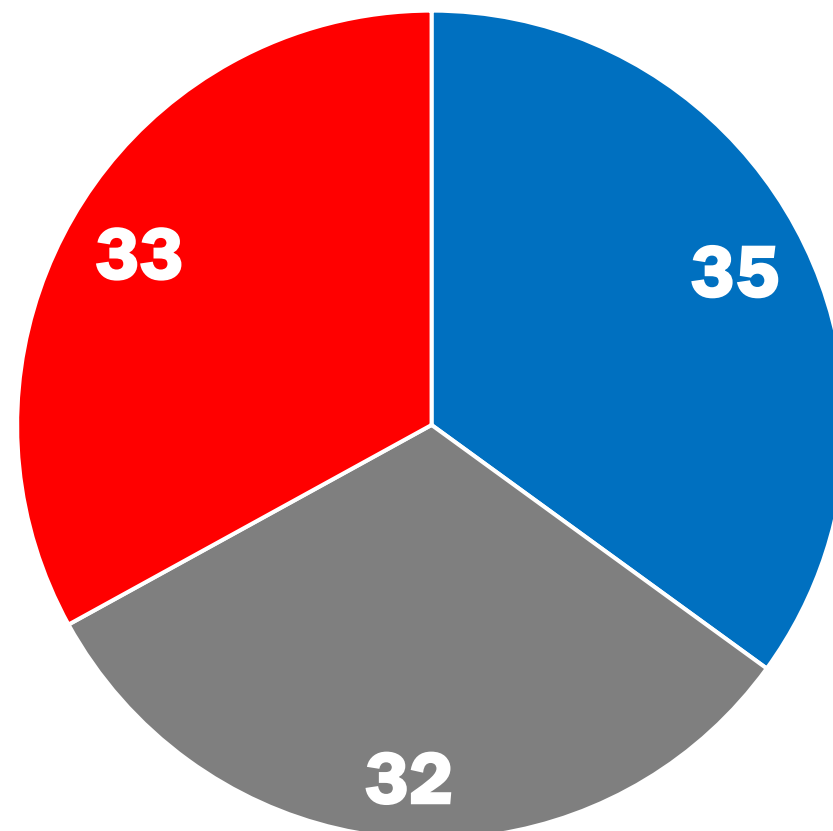
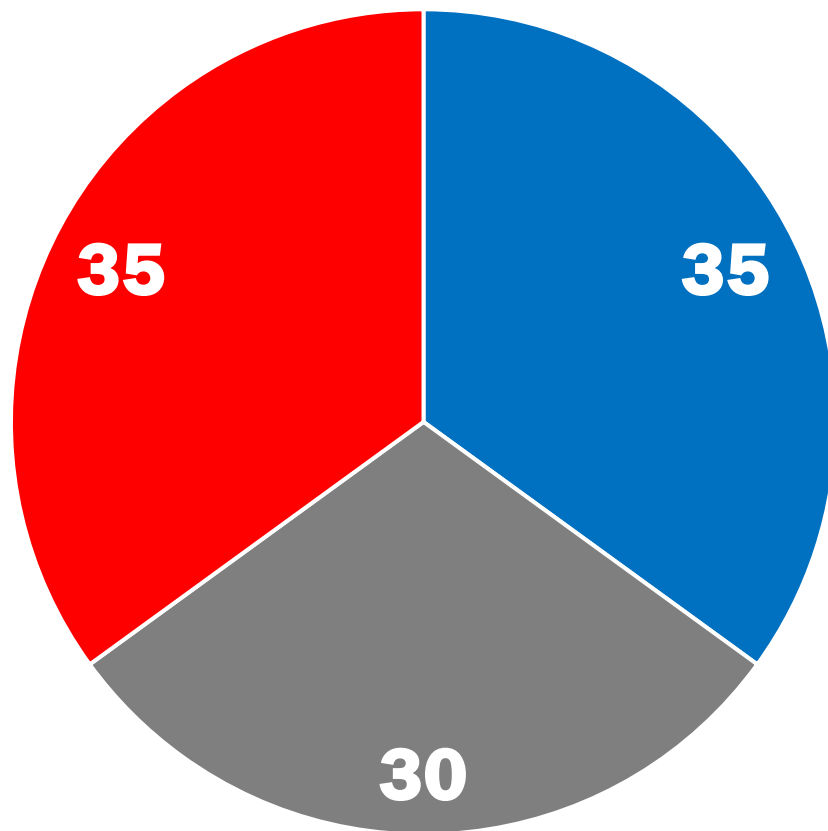


Remember: your mobile phone is a tool at your service, so **don't succumb to its "dictatorship"!**

AI is well known, but not understood by everyone

A similar picture in Greece and around the world

"How informed do you feel about Artificial Intelligence (AI) and its applications?"



■ Very informed/Informed

■ Neither informed/nor uninformed

■ Not very/Not at all informed

The public image of AI remains "mixed": it now generates more scepticism than enthusiasm

«The impact of AI on society will be...»

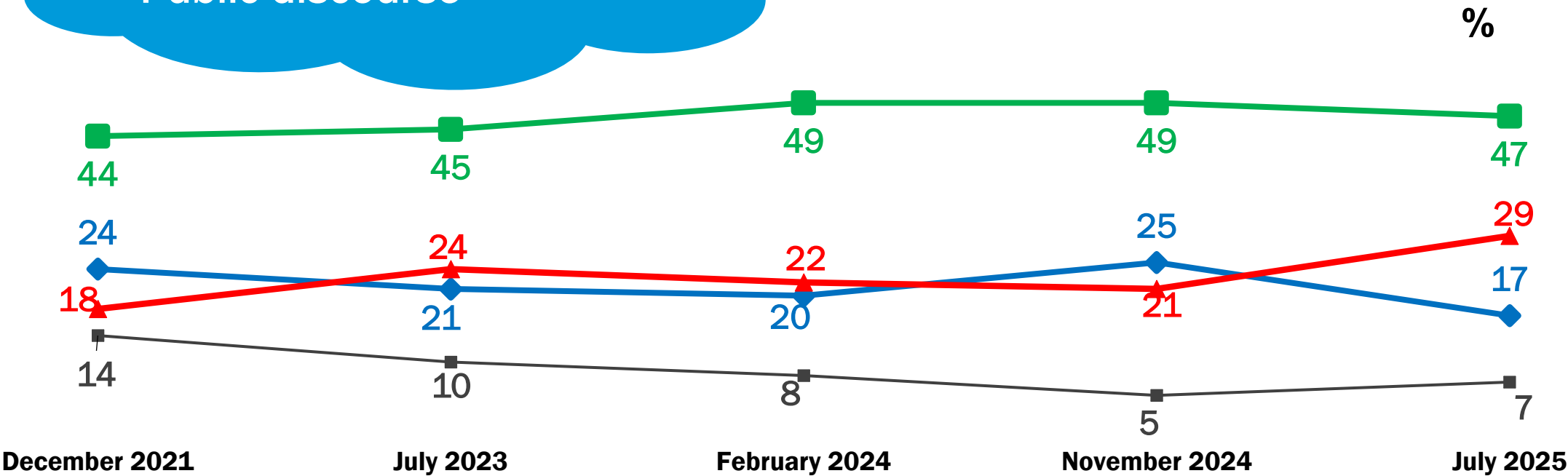
Public opinion remains **cautious**,
Influenced by
Public discourse

More positive than negative

Equally positive & negative

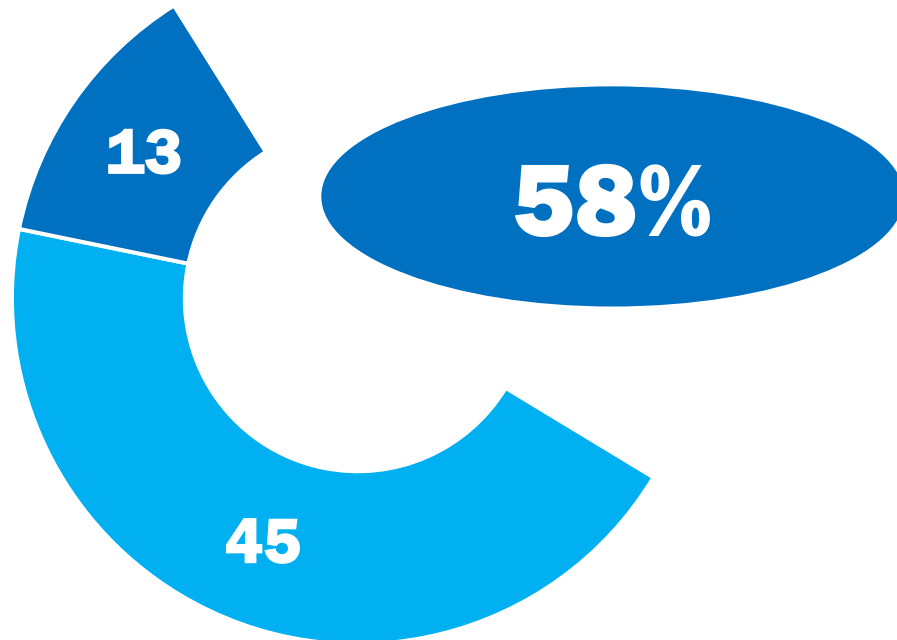
More negative than positive

I don't know



The contribution of AI to careers is also controversial: Career prospects or concerns about "replacement"?

"Using and knowing AI tools *can improve* my career prospects."

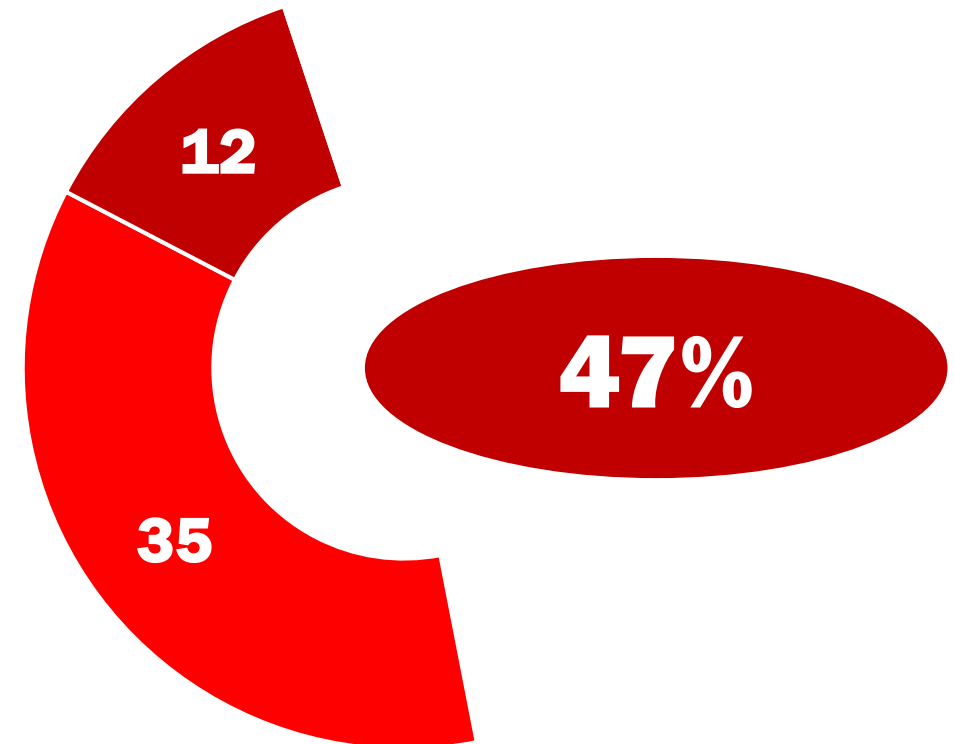


■ Yes, to a large extent

■ Yes, to some extent

"AI *could replace* my job in the future."

%



■ Yes, I believe so—I am very concerned.

■ Yes, I believe so – I am somewhat concerned

Finally, AI: Opportunity AND Threat!

60%

**They already
use at least
one tool
(ChatGPT)**

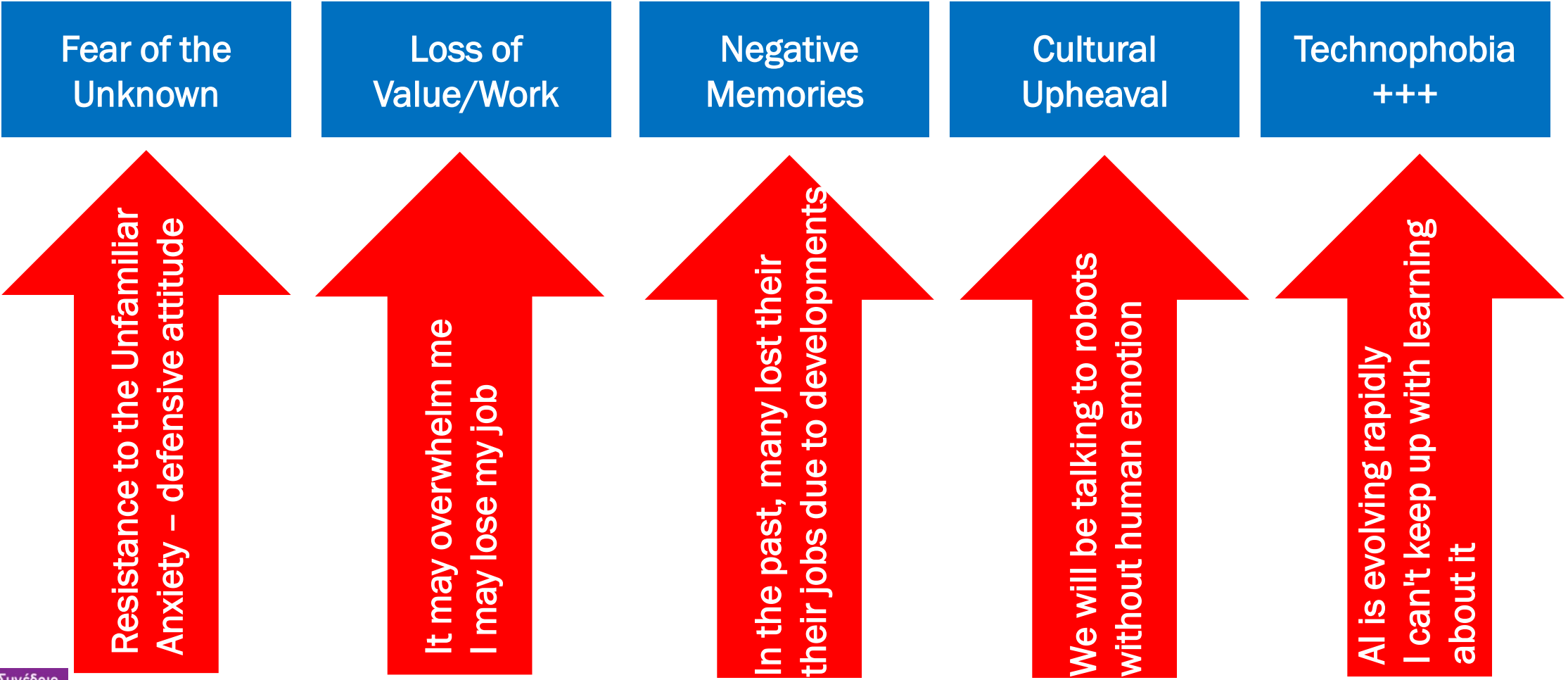
38%

**would like their
child to work in
the AI sector**

**80% see
risks that
require
legislative
regulation**



AI inspires both **admiration and fear**: it can be **an opportunity**, but also **a threat!**



Which one do you lean towards?

There are two main trends:

3. Opportunity
4. Evolution

"Failure is an
opportunity to grow"

GROWTH MINDSET

"I can learn to do anything I want"

"Challenges help me to grow"

"My effort and attitude
determine my abilities"

"Feedback is constructive"

"I am inspired by the success of others"

"I like to try
new things"

"Failure is the
limit of my abilities"

FIXED MINDSET

"I'm either good at it or I'm not"

"My abilities are unchanging"

"I don't like
to be challenged"

"I can either do it,
or I can't"

"My potential is predetermined"

"When I'm frustrated,
I give up"

"Feedback and criticism
are personal"

"I stick to what I know"

1. Denial
2. Passivity

Overcoming fears...



1. Fear



2. Knowledge



3. Skill



4. Development

Thank you!

1995 – 2025 Thirty Years of the Internet in Greece

Athens, 26 November 2025

Xenia Kourtoglou, MSc.

Founder of Focus Bari AND Resilience Expert