

For whom is EITO?

- ICT enterprises
- Technology vendors
- Trade organisations
- Market analysts and consultants
- Politicians and government representatives
- Organisations involved in research and development, including universities
- Press and media

EITO Quality

- Our strong consortium of international data suppliers: Pierre Audoin Consultants, IDATE, GfK, InfoSource
- The EITO Task Force is an international ICT expert group and key to:
 - Discussion and Validation of all EITO data
 - Discovery of major market trends
- The EITO is supported by the EU-Commission and the OECD
- The EITO Task Force has an international Advisory Board for strategic questions



Since 1993, the European Information Technology Observatory (www.eito.com) offers high quality and up-to-date information on European and global markets for information technology, telecommunications and consumer electronics. The EITO is managed by Bitkom Research GmbH, a wholly owned subsidiary of BITKOM, the German Association for Information Technology, Telecommunications and New Media.

Official EITO partner for the United Kingdom



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EITO
European
Information
Technology
Observatory

The Internet portal for
up-to-date ICT market reports

www.eito.com



About EITO

- EITO = European Information Technology Observatory
- Founded in 1993
- 1993 – 2007 Printed yearbook
- 2008 launch of EITO Portal
- Frequently quoted international information source
- EITO provides current data for a quick overview of the ICT- and CE market
- EITO is managed by Bitkom Research GmbH, a wholly owned subsidiary of BITKOM e.V., the German Association for Information Technology, Telecommunications and New Media

EITO Countries

Austria	Belgium	Bulgaria	Czech Republic
Denmark	Estonia	Finland	France
Germany	Greece	Hungary	Ireland
Italy	Latvia	Lithuania	Luxembourg
Netherlands	Norway	Poland	Portugal
Romania	Slovakia	Slovenia	Spain
Sweden	Switzerland	UK	

Brazil	Canada	China	India
Japan	Russia	Turkey	USA

EITO Regions

EU 25	APAC	World
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EITO Reports

Report	Included country / segment
EITO Report	all countries / all market segments
EITO Country Report	one country / all market segments
EITO Segment Report	all countries / one market segment

Current prices under: www.eito.com

The market value data are accompanied by a large number of market indicators, such as information about:

- Shipments
- Market shares
- Number of ICT users
- Number of subscribers

EITO Market Segments

The available market data are subdivided into six main segments:

- IT Equipment
- Software
- IT Services
- Telecommunication Equipment
- Carrier Services
- Consumer Electronics

1-year-subscription vs. snapshot

- A snapshot report includes the data frozen at the time point of purchasing
- All data is updated twice a year
- 1-year-subscriptions give access to the current data at any time for a whole year
- The Corporate License allows all employees of a company to use the EITO access worldwide

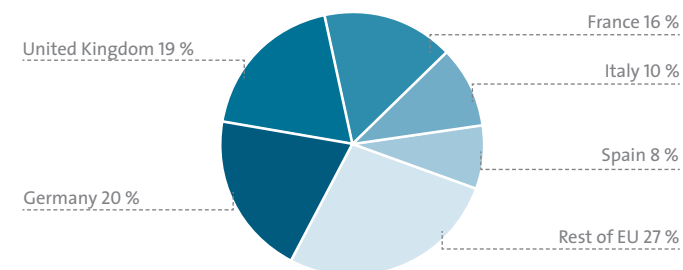
EITO Data

EITO Market Overview EU25*

Market value (€ billion)	2006	2007	2008	2009	2010	07/06	08/07	09/08	10/09
ICT incl. digital CE	683.1	711.9	728.9	716.6	718.6	4.2 %	2.4 %	-1.7 %	0.3 %
Digital CE	53.7	60.7	63.7	58.5	55.1	13.0 %	4.9 %	-8.2 %	-5.9 %
Total ICT	629.4	651.2	665.2	658.1	663.6	3.5 %	2.1 %	-1.1 %	0.8 %
IT	280.3	293.1	302.8	296.0	297.9	4.6 %	3.3 %	-2.2 %	0.6 %
Telecom	349.1	358.2	362.4	362.0	365.6	2.6 %	1.2 %	-0.1 %	1.0 %

The European ICT market by country 2008*

ICT market value 2008: 728,9 € billion



* EU member states (without Malta, Cyprus) Source: EITO, PAC/IDATE, June 2009

- EITO provides detailed data, statistics and analysis about 100 segments/indicators

EITO is sponsored by:

