



# European Information Technology Observatory

The European ICT market is heading for growth

December 15, 2010

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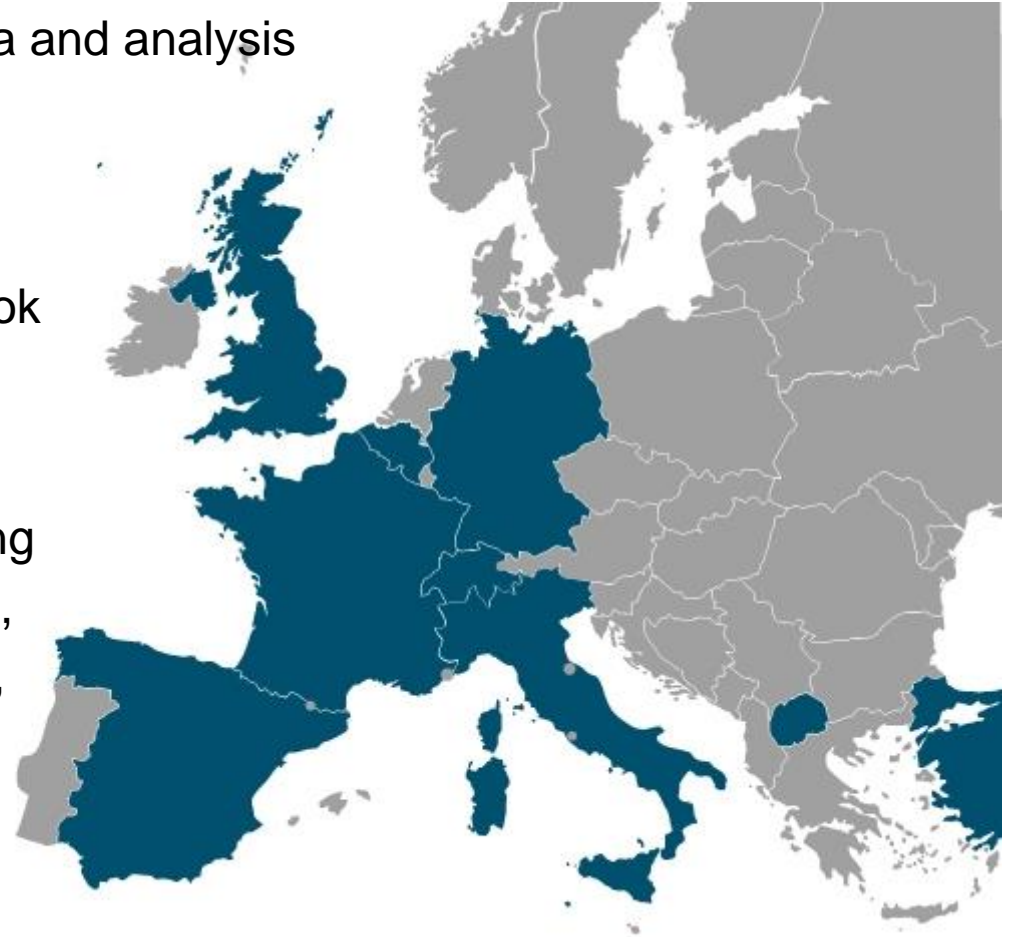
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# What is EITO?

European Information Technology Observatory



- Provider of ICT market data and analysis
  - 35 countries
  - 80 segments / indicators
- 1993 – 2007: EITO yearbook
- Since 2008: Online portal
- Cooperation with the leading ICT associations in Europe, the European Commission, the OECD and Red.es
- Partner in Turkey: Tübisad
- Research partners: IDC, PAC, IDATE, GfK



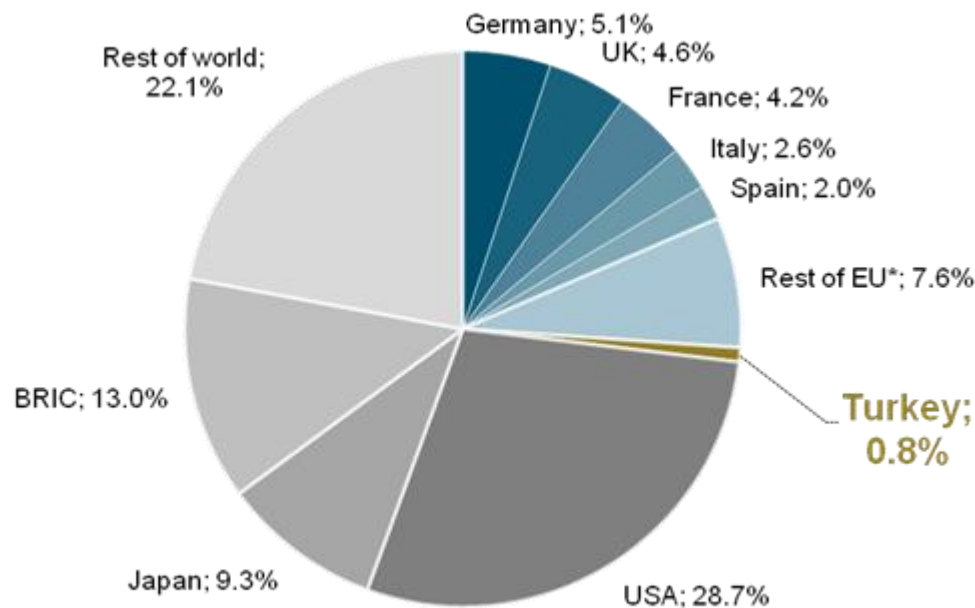
# Economic upturn stimulates ICT spending



- Economic rebound in the EU
- Economic upturn boosts ICT spending
- EITO expects EU ICT market growth of 1,2% in 2010  
(well above autumn 2009 forecast of -0,5%)
- Hardware spending is driving market growth
- Innovations stimulate the market (cloud, mobile Internet, ...)

# EU is the second largest ICT market

Worldwide ICT market 2010 by country/region: 2523 bln. € (+4.7%)



Source: EITO in collaboration with PAC, IDC and IDATE

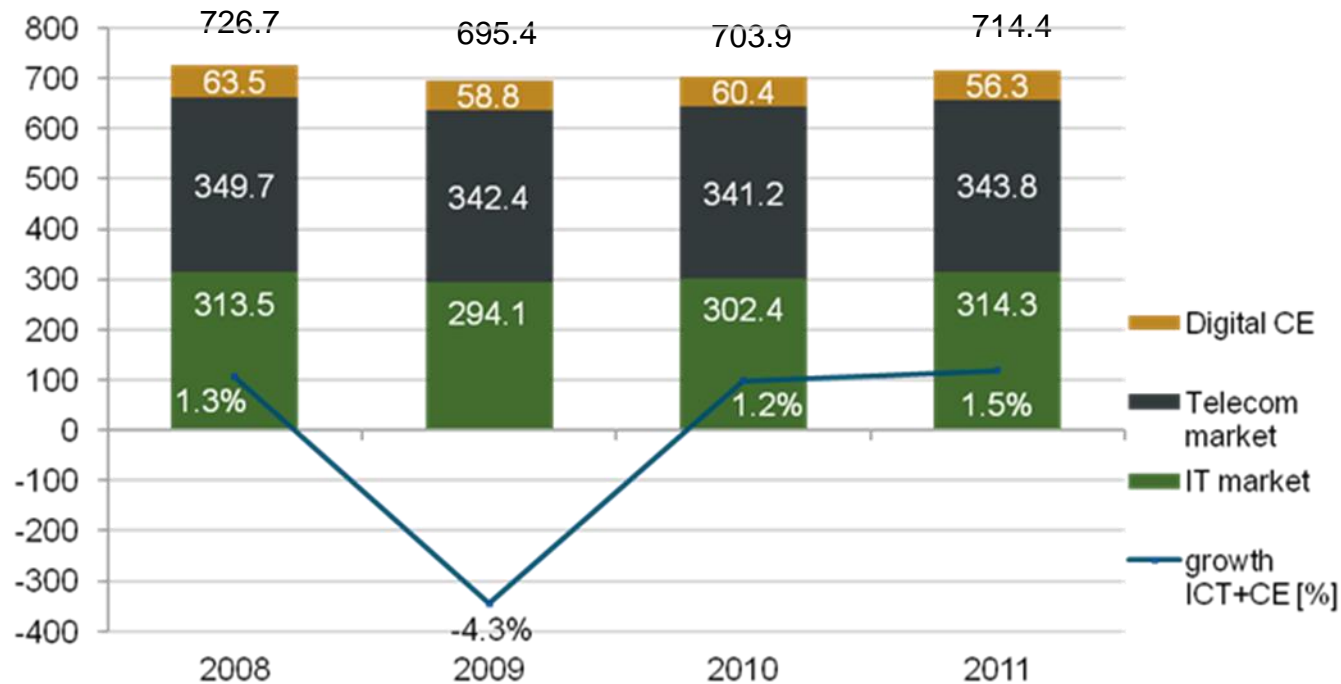
\* EU member states (without Malta, Cyprus)

# ICT market set to continue recovery



## EU\* ICT market 2008-2011

Mrd. €



Source: EITO in collaboration with PAC, IDC, IDATE and GfK

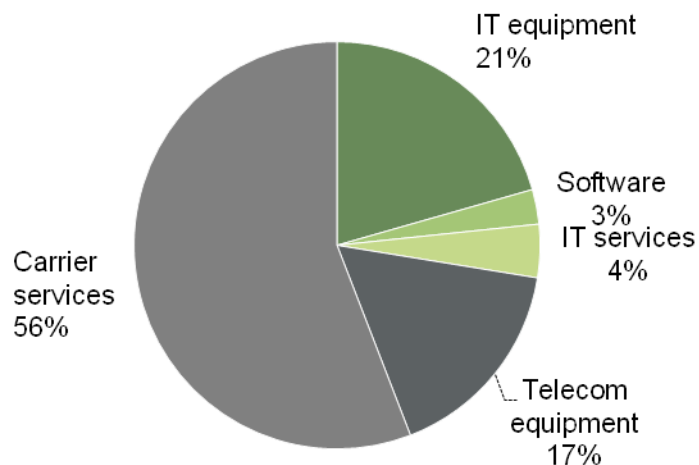
\* EU member states (without Malta, Cyprus)

# High share of telecom in Turkish ICT market

The ICT market of Turkey by segment 2010: Total 20.5 bln. € (+3.2%)

Telecommunication 73%

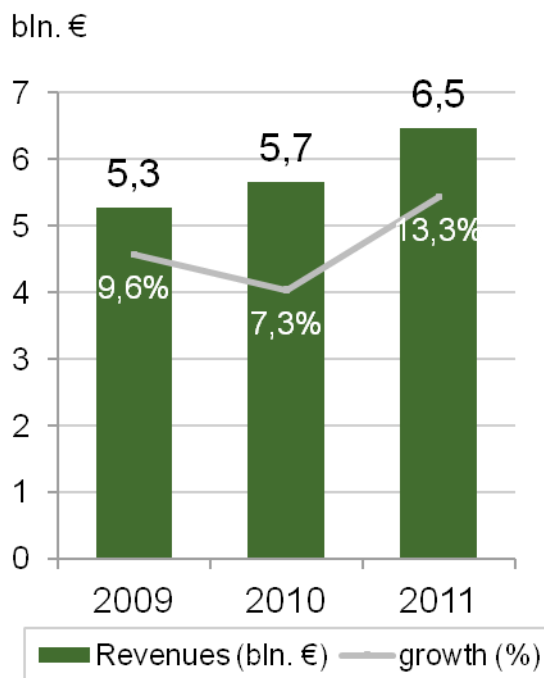
Information technology 28%



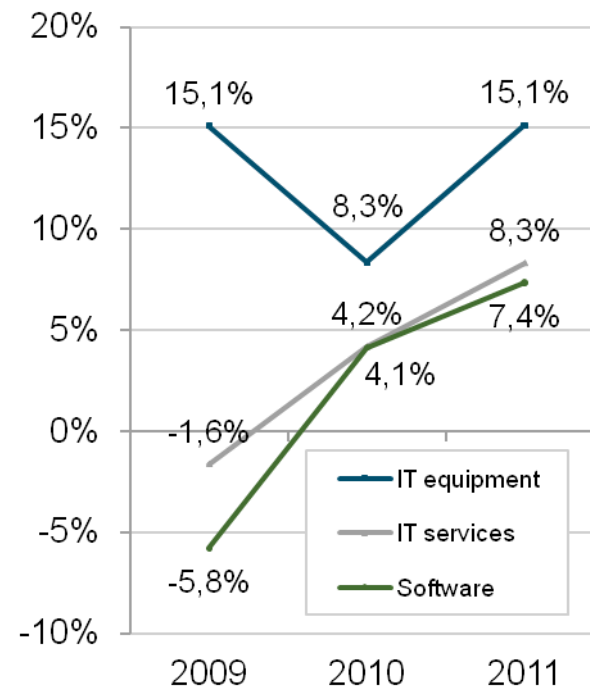
Source: EITO in collaboration with PAC, IDC and IDATE

# Rebound in IT hardware spending

Total IT market Turkey



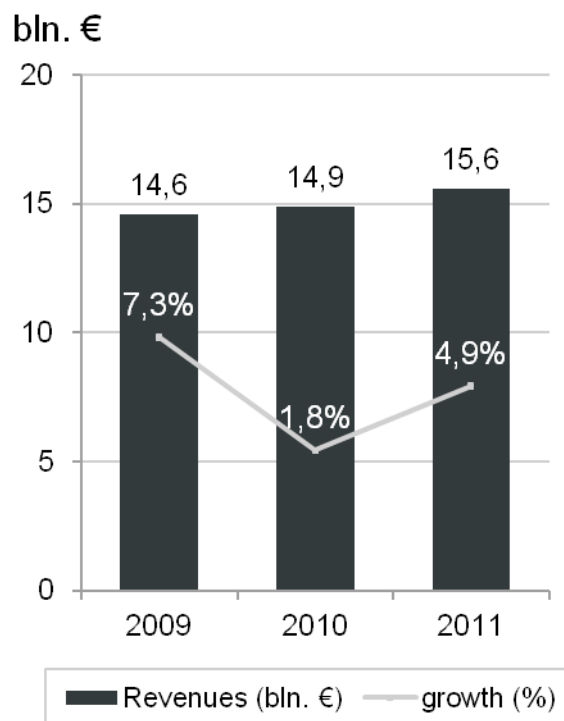
Trends (growth in %)



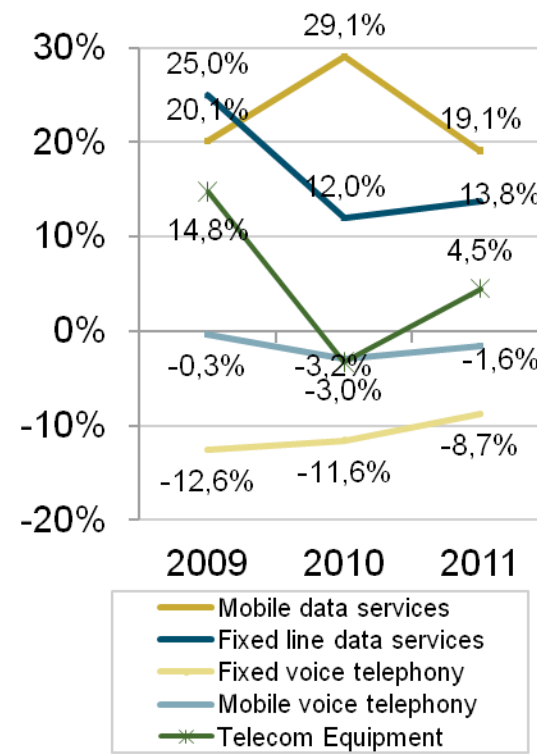
Source: EITO in collaboration with IDC, PAC

# Data services are booming

Total Telecom market Turkey



Trends (growth in %)



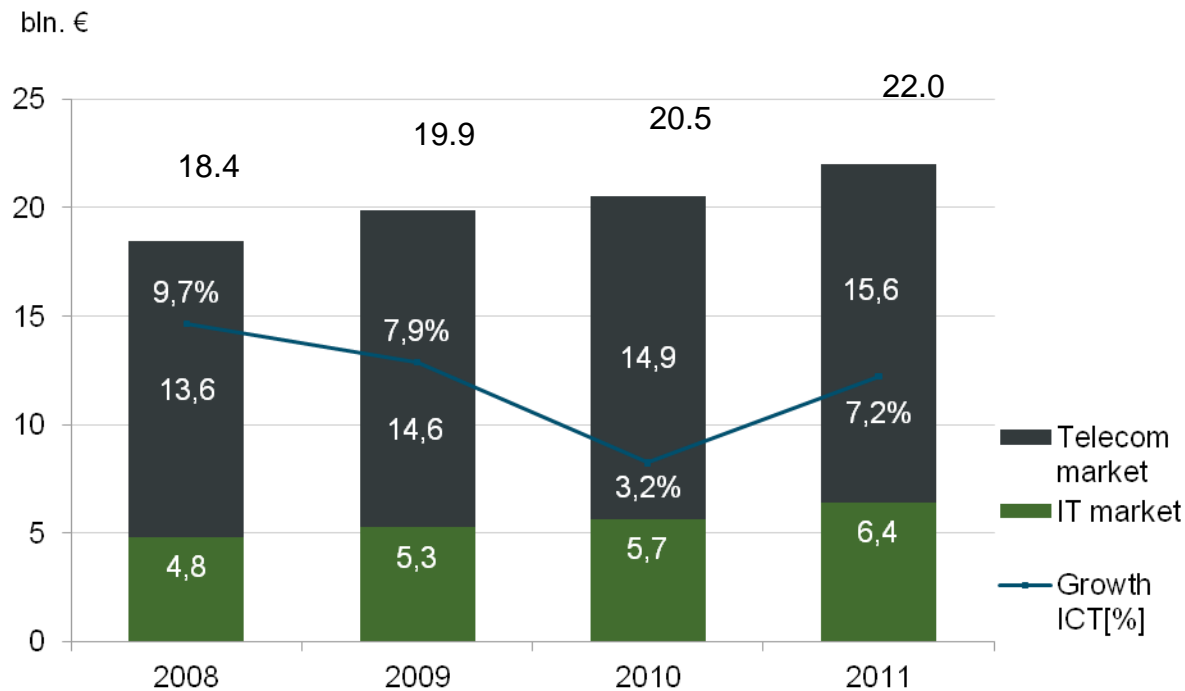
Source: EITO in collaboration with IDATE



# More dynamic than any ICT market in the EU



## The ICT market of Turkey



Source: EITO in collaboration with PAC, IDC and IDATE



## Contact for feedback / information:

**Frank Fröh**

**f.frueh@eito.com**

**Tel. +49 30 94 40 02 45**

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