

The background of the slide is a dense collection of small, colorful globes. Each globe shows a different view of the world, with various continents and oceans in different colors. The globes are arranged in a way that they overlap and create a sense of depth and global connectivity.

European IT Observatory

Become an official EITO partner!
Berlin, August 2016

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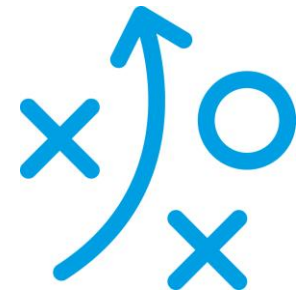
EITO partner model

- ICT industry associations or similar organizations can become official EITO partners
- Major benefits include
 - Full access to all EITO reports
 - Membership in the EITO expert group, i.e. EITO Task Force
 - Members of partner associations can purchase EITO reports at discounted price
 - Partner Associations receive revenue share
- Partners receive EITO marketing and PR material
- Partnership fee depends on size of organization



EITO – how to use it

- Gain insights
 - Gain insights into international ICT market trends
 - Conduct international comparisons / benchmarking
- Strengthen your policy work
 - Back up your dialog with policymakers
 - Enrich your position papers
- Enhance your press-related activities
 - The media love facts & figures
 - Publish key figures on your website



Current EITO partner organizations

- AGORIA (Belgium)
- AMETIC (Spain)
- ANIS (Romania)
- ANITEC (Italy)
- Bitkom (Germany)
- DIGITALEUROPE
- INFOBALT (Lithuania)
- MASIT (Macedonia)
- SEPE (Greece)
- SWICO (Switzerland)
- TECH IN France (France)



EITO – more than 20 years of market intelligence

- EITO = European Information Technology Observatory
- Founded in 1993
- Regularly updated international ICT market data and analysis
 - Print editions until 2007
 - Digital editions since 2008
- Managed by Bitkom Research GmbH
- Supported by European ICT industry associations, EU commission, and OECD
- Research partner: IDC, a leading global market intelligence firm



EITO serves a broad spectrum of customers

- IT and telecom companies
- Technology vendors and users
- Market analysts and consultants
- Policy makers and governmental authorities
- Trade and investment promotion agencies
- Organizations involved in research and development
- Press and media



EITO reports are available online

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Thematic Reports

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EITO Research Partners

GfK **IDC** Analyze the Future

KPMG cutting through complexity **TELECOM ITALIA**

ICT Market Report 2016/17 (PDF)

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? Ask question

Description

The report was prepared by IDC in close collaboration with the EITO Task Force. It provides the reader with an intimate understanding of the dynamics and trends in European and worldwide ICT markets:

- Country-level data for 29 European ICT markets
- Country-level data for Brazil, China, India, Japan, Turkey, USA
- Analysis of ICT market developments in 9 European countries
- Analysis of key market and technology trends in Europe
- Detailed market data and forecasts (2013-2017) by IDC

The table of contents and other detailed product information is available below.

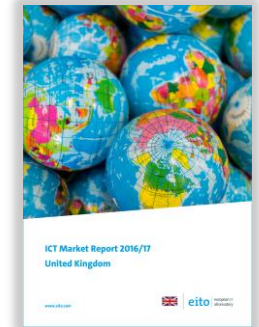
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Additional product information

Table of contents and preface	Download
Included countries	All EITO countries
Included data / analyses	Included data
File type	pdf file
Methods & definitions	Download

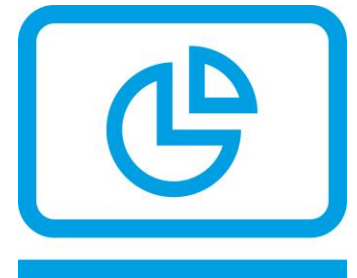
EITO reports portfolio

- EITO International Reports
(incl. 36 countries)
- EITO Country Reports
(available for 5 big EU countries)
- EITO Thematic Reports
(topical analyses, for example,
“Internet of Things in Europe”)
- EITO Customized Reports
(produced according to customer requirements)



EITO market segments

- Main segments
 - IT Equipment
 - IT Services
 - Software
 - Telecommunication Equipment
 - Telecommunications Services
- About 50 sub-segments
- Revenues and shipments



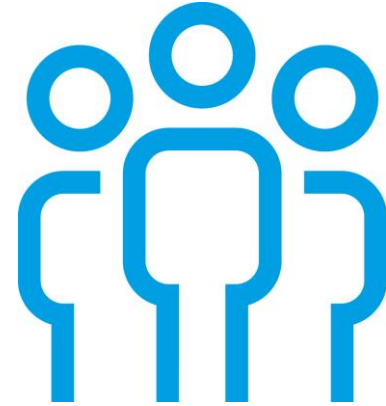
Available countries / regions

- Austria
- Belgium
- Denmark
- Finland
- France
- Germany
- Greece
- Ireland
- Italy
- Luxembourg
- Netherlands
- Norway
- Portugal
- Spain
- Sweden
- Switzerland
- UK
- Bulgaria
- Croatia
- Czech Republic
- Estonia
- Hungary
- Latvia
- Lithuania
- Poland
- Romania
- Russia
- Serbia
- Slovakia
- Slovenia
- Brazil
- China
- India
- Japan
- Turkey
- USA
- **Western Europe**
- **Central & Eastern Europe**
- **EU 26**
- **World**



EITO Task Force

- EITO Task Force is instrumental in
 - Quality control
 - Content development
 - Knowledge transfer
- EITO Task Force includes representatives of
 - Partner associations
 - Sponsors
 - EU Commission, OECD

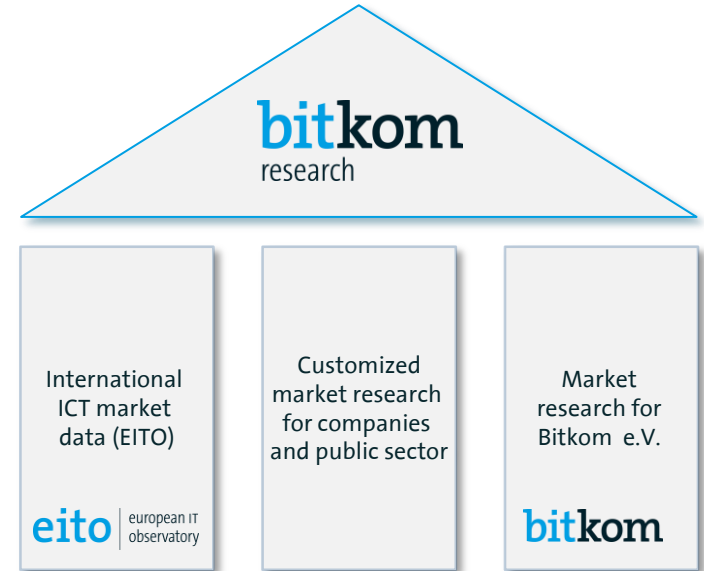


Bitkom Research at a glance

Bitkom Research GmbH is a 100% subsidiary of Bitkom e.V., the leading German ICT industry association.

We have three business units:

- **European IT Observatory (EITO)**
 - Publication of international ICT market reports
 - Country analysis and market trends
- **Customized market research for companies & public sector**
 - Representative company and consumer surveys
 - Design and implementation of research projects
- **Market research services for Bitkom e.V.**
 - Primary and secondary research, in-house consulting
 - Management of working group market research



Contact

EITO – a project of

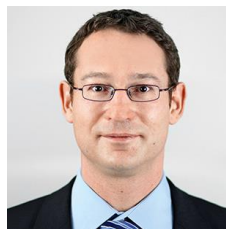
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