



## European Information Technology Observatory

The Internet portal for up-to-date ICT market reports  
Berlin, May 2010

EITO is sponsored by:



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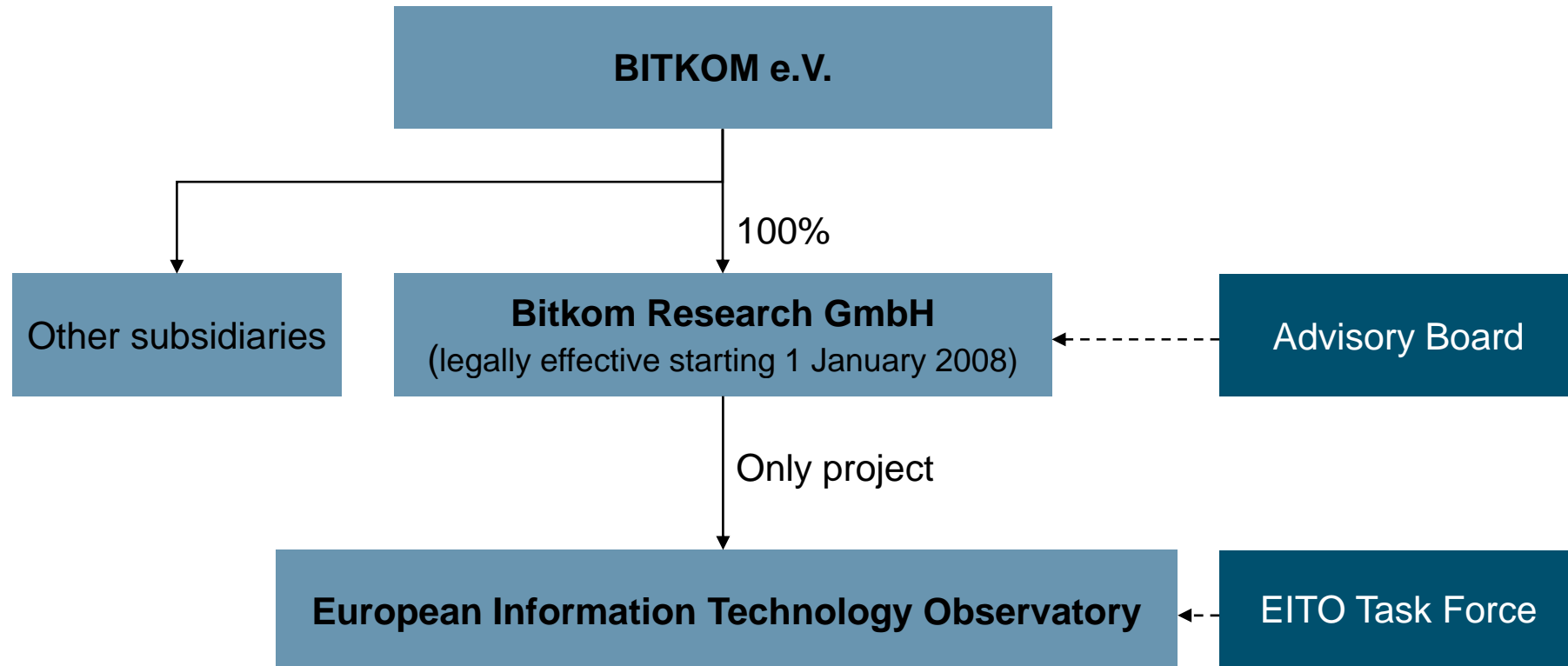
red.es

# What is EITO?

- EITO = European Information Technology Observatory
- Founded in 1993
- Annually published European ICT market data and analysis in print
  - 1993 First edition
  - 2007 Last printed version
  - 2008 Launch of EITO portal
- Frequently quoted international standard work
- Supported by EU commission and OECD



# Legal embedding in the BITKOM group



- Bitkom Research GmbH will focus all its activities on the EITO
- Bitkom Research GmbH can rely on the existing BITKOM infrastructure and network
- Bitkom Research GmbH is further supported by an Advisory Board and the EITO Task Force.

## Who can benefit from EITO?

- ICT enterprises
- Technology vendors and trade organisations
- IT departments of large enterprises
- Market analysts and consultants
- Politicians and national government representatives
- Organisations involved in research and development, including universities
- Press and media

## The new EITO Web Portal

- Since March 2008 EITO is distributed via an online portal ([www.eito.com](http://www.eito.com))
- Customers can individually select and download the required ICT market data and reports
- EITO's goal: Be among the world's TOP 3 sources for European ICT market data
- Our policies to achieve this goal:
  - High quality data
  - Excellent service
  - Reasonable prices
- EITO is a project of Bitkom Research GmbH, a 100% subsidiary of the German ICT association BITKOM



# The EITO Web Portal

The screenshot displays the EITO web portal. At the top left is the EITO logo. A navigation menu on the left lists: Home, Register, Buy EITO Reports, About EITO, Press, Newsletter, Contact, and Imprint. The main header area features a banner with the text "EITO Top Sponsors: CeBIT TELECOM" and the EITO title "EITO - European Information Technology Observatory". Below this is a section for "EITO Special Report" with a sub-header "EITO Special Report" and a large image of a line graph and stacks of coins. A text block titled "New BRIC ICT market report" provides details about an August 2009 report on BRIC countries' ICT markets, including a link to the product description and options to download the table of content or buy the report. To the right is a "Login" form with fields for Member name and Password, and links for "Forgot member name", "Forgot password", and "New to EITO? Register now". Below the login form is a "Shopping cart" section stating "Your shopping cart is empty." At the bottom right, a section titled "EITO is supported by" identifies CeBIT as a "Platin Sponsor" with the CeBIT logo.

- Available reports:
  - EITO Complete Report (incl. or excl. CE)  
(all countries / all market segments)
  - EITO Country Report  
(one country / all market segments)
  - EITO Segment Report  
(all countries / one market segment)
  
- Revenue data are complemented by a rich set of market indicators (incl. information on shipments, market shares of main suppliers, ICT users, mobile subscribers)

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

## EITO Available Countries / Regions

- France
- Germany
- UK
- Italy
- Spain
- Netherlands
- Belgium
- Luxembourg
- Austria
- Portugal
- Denmark
- Sweden
- Finland
- Greece
- Ireland
- Hungary
- Poland
- Romania
- Slovakia
- Czech Republic
- Bulgaria
- Estonia
- Latvia
- Lithuania
- Slovenia
- Norway
- Switzerland
- **EU 25**
- Brazil
- Canada
- China
- India
- Japan
- Russia
- Turkey
- USA
- **APAC**
- **World**

## Prices of EITO Products

	Snapshot	1 year subscription
EITO Report excl. CE	1290 €	1690 €
EITO Report incl. CE	1490 €	1890 €
Country Report EU5, world, APAC	490 €	590 €
Country Report others	290 €	390 €
Segment Report	590 €	890 €

\*Prices do not include VAT

# EITO Partners for Market Research

- A consortium of five leading market research institutes, all headquartered in the EU, provide data and analysis for EITO:
  - PAC (consortium leader)
  - IDATE
  - Context
  - Infosource (Geneva)
  - GfK
- These partners offer high quality expertise in European IT, telecoms, media and consumer electronics



- The EITO Task Force is key to the
  - Quality of the market data
  - Customer reputation
  - Integration of the co-operating NTAs
  
- Duties and responsibilities of the EITO Task Force
  - Validation of all ICT market data
  - Discussion of major market trends
  - Optional: Producing an annual EITO special survey
  
- Members of the Task Force
  - Dr. Axel Pols (chairman)
  - Two representatives each of OECD, EU and Red.es
  - Experts for regional market data
  - One representative per sponsor
  - One representative per co-operating NTA



- Bitkom Research is supported by an Advisory Board
  - Strategic advice in the further development of the EITO
  - External representation of the EITO (press, conferences)
  - Strengthen EITO's international network
  
- Organisation of the Advisory Board
  - Chairman: Bruno Lamborghini
  - 3-10 Members
    - Outstanding personalities of the European ICT industry
    - Nominated by EITO's shareholders
  - All members appointed for two years
  - Chairman and two vice chairmen elected by the board, re-election is possible

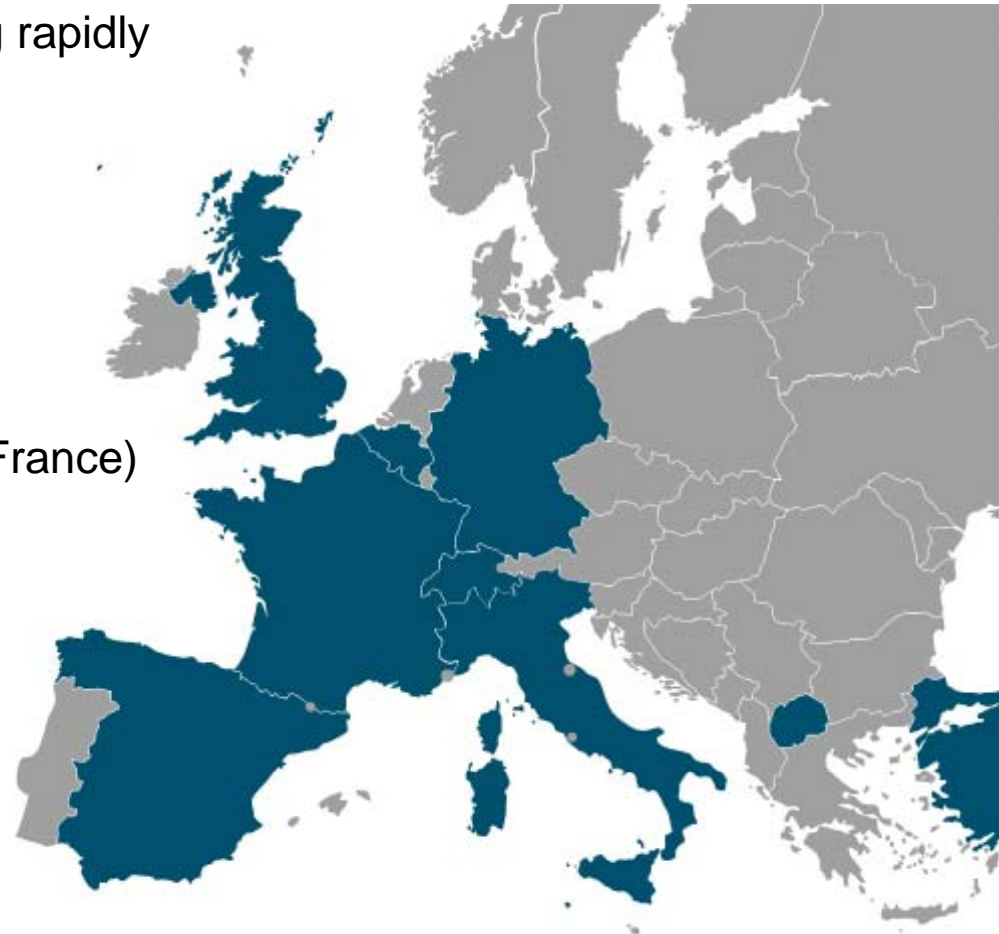
## EITO Partner Model - Overview

- International NTAs act as exclusive partners for their home country
- NTAs join the EITO Task Force to share their expertise
  - Partners get access to all EITO data
- Partners can participate in EITO's success
  - 20% direct revenue share for each customer OR
  - 20% discount for the members of co-operating NTAs
- Partners get regularly updated marketing and PR packages, including advertising and promotion material  
Partners pay a partnership fee depending on their organisation's size



## EITO partner associations

- Partner network is growing rapidly
  - AGORIA (Belgium)
  - BITKOM (Germany)
  - ANITEC (Italy)
  - Intellect (UK)
  - MASIT (Macedonia)
  - Syntec Informatique (France)
  - SWICO (Switzerland)
  - AETIC (Spain)
  - TÜBISAD (Turkey)
- First partner outside of Europe: ITEC (Egypt)
- Contract in preparation:
  - ARIES (Romania), Softex (Brazil)



# EITO Partner Benefits - 1

- 20 % discount for members of the partner association or 20 % share on revenues made in country
- Number of reports needed p.a. to reach break even (1-year-subscription):

Association's membership fees	Partner fee	Full report		Country report		Segment Report
< 1 Mio. €	3,000 €	11		42		30
< 2.5 Mio. €	5,000 €	18	Or	69	Or	50
> 2.5 Mio. €	8,000 €	29		111		80

- Regularly updated marketing and PR packages, including advertising and promotion material, such as
  - Flyer as InDesign File and web-pdf
  - Newsletter Drafts
  - Press releases for distribution
  - Sales promotion codes (4 weeks p.a., 10% discount)
  - PowerPoint presentations
    - Data about NTA's country and data about EU25
  - Data tables and figures of NTA's country and EU25 for publication purpose
  - Conference master (Time tables, recommendations)

- Logo placement of the partner association on the EITO website including a hyperlink
- Unlimited authorization to use the “Official EITO Partner” logo
- Free license to use our data base
- Possibility to distribute own publications via the EITO Portal on commission basis
- Membership of the EITO Task Force

# EITO Sponsoring Model

- EITO is further supported by a number of selected industry sponsors
- EITO provides visibility to its sponsors in a three levels sponsoring model
  - Platinum  
for contributions of 40.000 € or more
  - Gold  
for contributions of 20.000 € or more
  - Silver  
for contributions of 5.000 € or more
- Sponsors' benefits depend on their contribution



## EITO sponsors

- Platinum sponsor
  - Deutsche Messe AG



- Gold sponsors
  - Deutsche Telekom
  - Telecom Italia
  - KPMG
  - Ifema
  - Red.es



- Silver sponsor
  - Messe München





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