

## Press release

### European ICT market on the up

- Overall growth of 1.5 percent in 2011
- IT increase of 3.9 percent, telecommunications increase of 0.8 percent
- Global boom in information and communications technology

#### Berlin, 22 December 2010

The growing demand for information technology is getting European high-tech markets back on a successful course. 2011 will see an increase in turnover for IT devices, software and IT services of 3.9 percent to 314 billion euros, according to the European Information Technology Observatory (EITO) in Berlin. "Companies across Europe are now catching up on IT investments that they had postponed during the economic crisis", says Dr. Axel Pols, Chairman of the EITO Taskforce.

Telecommunications revenues are set to increase by 0.8 percent to 344 billion euros. The consumer electronics (CE) market, however, is expected to decline by 6.7 percent to 56.3 billion euros. A key factor for poor development in the CE sector is saturation in the markets for flat-screens and digital set-top boxes, which have experienced a huge boost in recent years. The ICT market is thus set for overall growth of 1.5 percent to 715 billion euros. Based on the strong economic recovery, EITO now calculates overall market growth of 1.2 percent for 2010 – spring forecasts were for -0.6 percent. Eastern European countries such as the Baltic states, Rumania and Slovenia, whose IT markets fell sharply in 2009, can expect strong growth in the IT sector in 2011 of between seven and ten percent. Development in the telecommunications sector, however, is set to remain the same in Eastern and Western Europe.

Information and communications technologies are experiencing a surge in sales worldwide, thanks in no small part to the BRIC countries (Brazil, Russia, India and China). The ICT market expects growth of 5 percent globally for 2011 (CE not included), with a 7 percent increase in the Brazilian market, more than 8 percent in Russia, 12 percent in China and an incredible 26 percent in India. Growth rates that mature EU markets can only dream of.

European Information  
Technology Observatory -  
a project of  
Bitkom Research GmbH

Albrechtstraße 10 A  
10117 Berlin-Mitte  
Germany  
Tel. +49.30.944002-60  
Fax +49.30.944002-45  
info@bitkom-research.de  
www.bitkom-research.de  
www.eito.com

#### Contact

Maurice Shahd  
EITO press spokesman  
Tel. +49.30.27576-122  
Fax +49.30.27576-400  
m.shahd@eito.com

Dr. Axel Pols  
Chairman EITO Task Force  
Tel. +49.30.27576-120  
Fax +49.30.27576-400  
a.pols@eito.com



## **Press release**

### **European ICT market on the up**

Page 2

The European Information Technology Observatory ([www.eito.com](http://www.eito.com)) has been providing high-quality and up-to-date market data on European and international markets in information technology, telecommunications and consumer electronics since 1993. EITO is managed by Bitkom Research GmbH, a wholly owned subsidiary of BITKOM e.V. EITO is sponsored by CeBIT, Deutsche Telekom, KPMG, Messe München, Red.es, Simo and Telecom Italia. EITO collaborates with leading market research institutes such as PAC, IDATE, IDC and GfK. EITO Task Force research activities are supported by the European Commission and the OECD.