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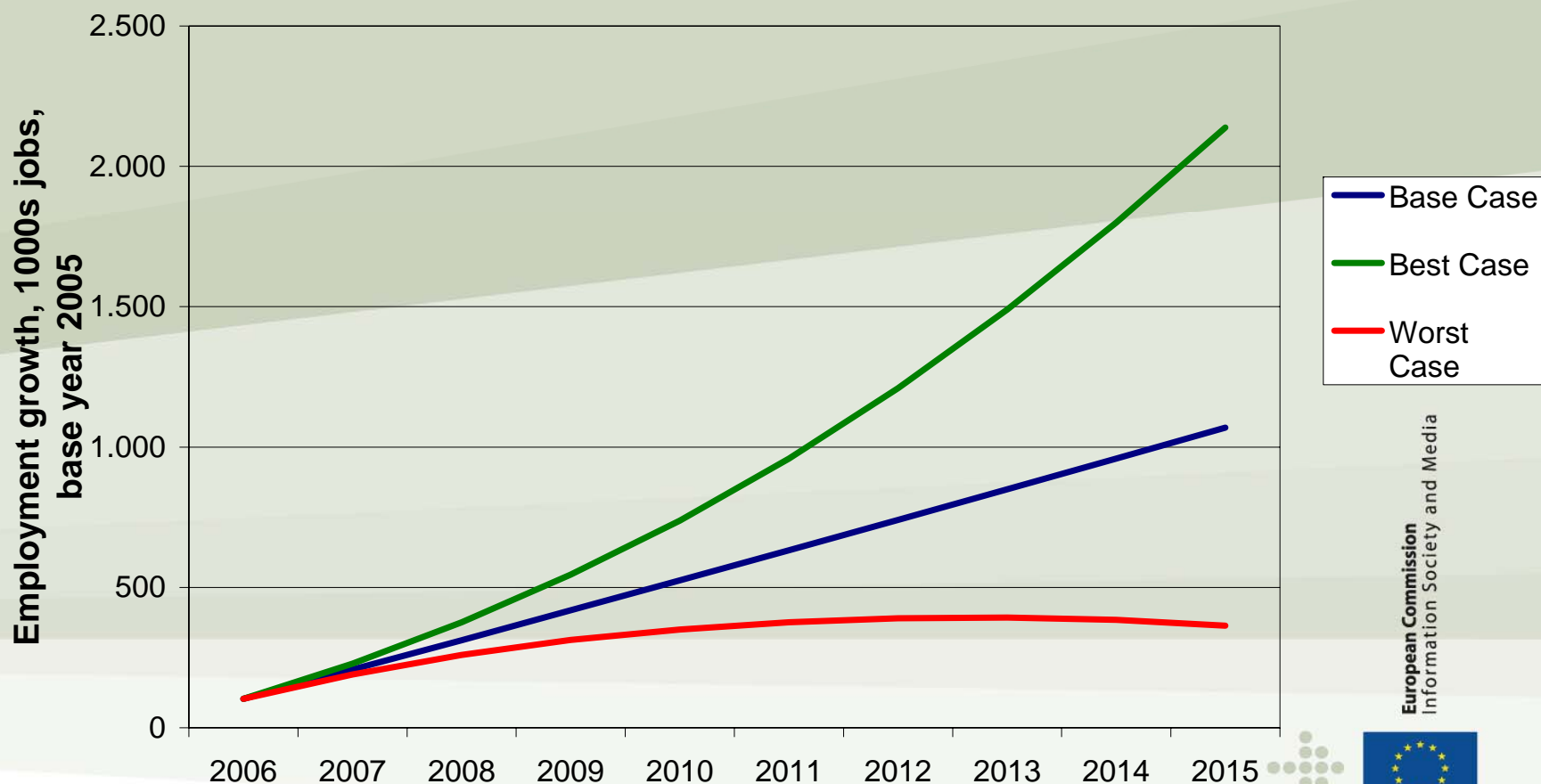
Information Space  
Innovation & Investment in R&D  
Inclusion

# Digital Competitiveness Europe's Report 2009



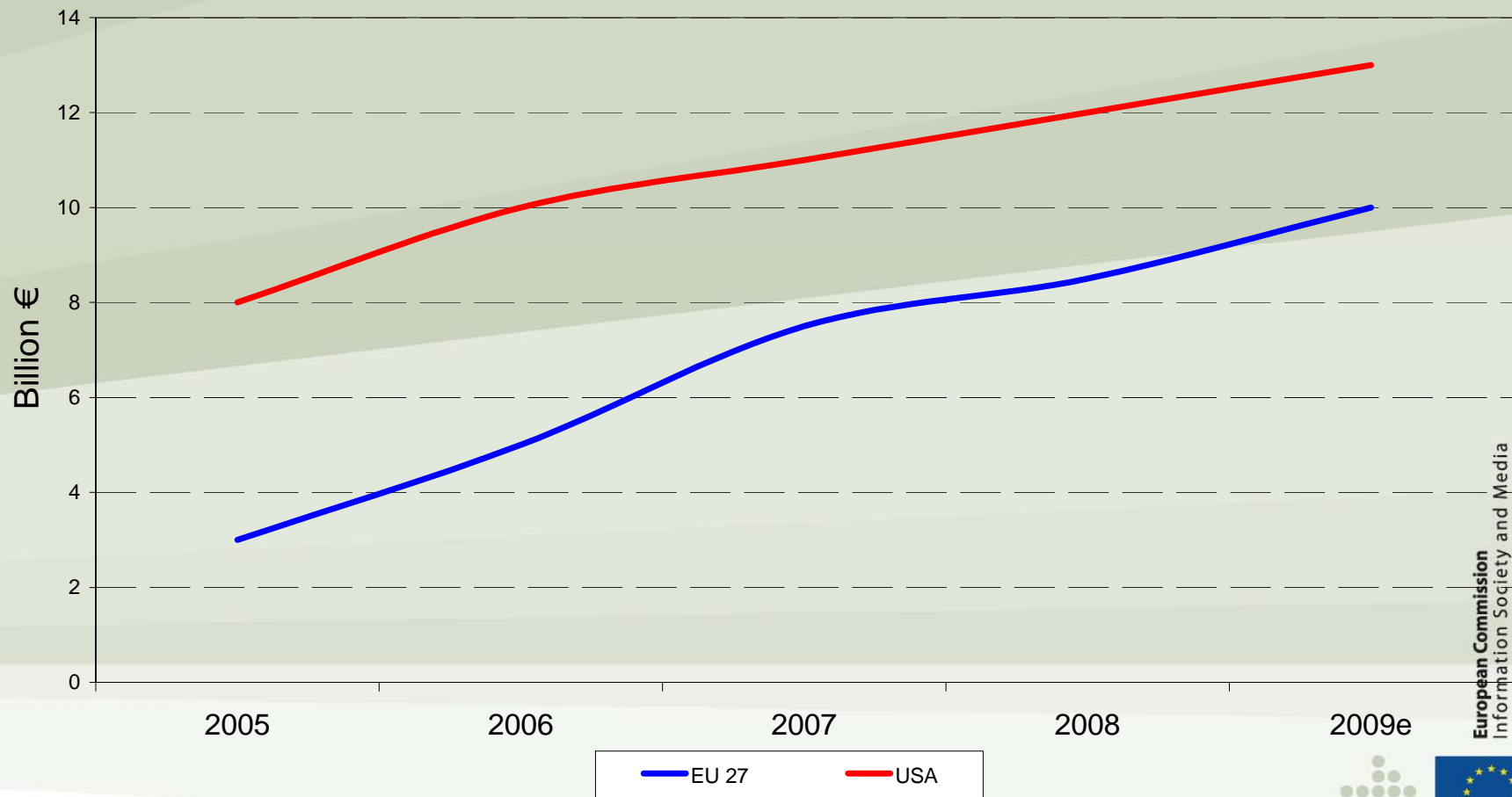
# *The Job Creation Potential of Europe's Digital Economy*

Impact of broadband on the economy  
Broadband-related employment growth (EU27, 2006-2015, cumulative)



# *EU's Online Advertising Market Closes Gap to US*

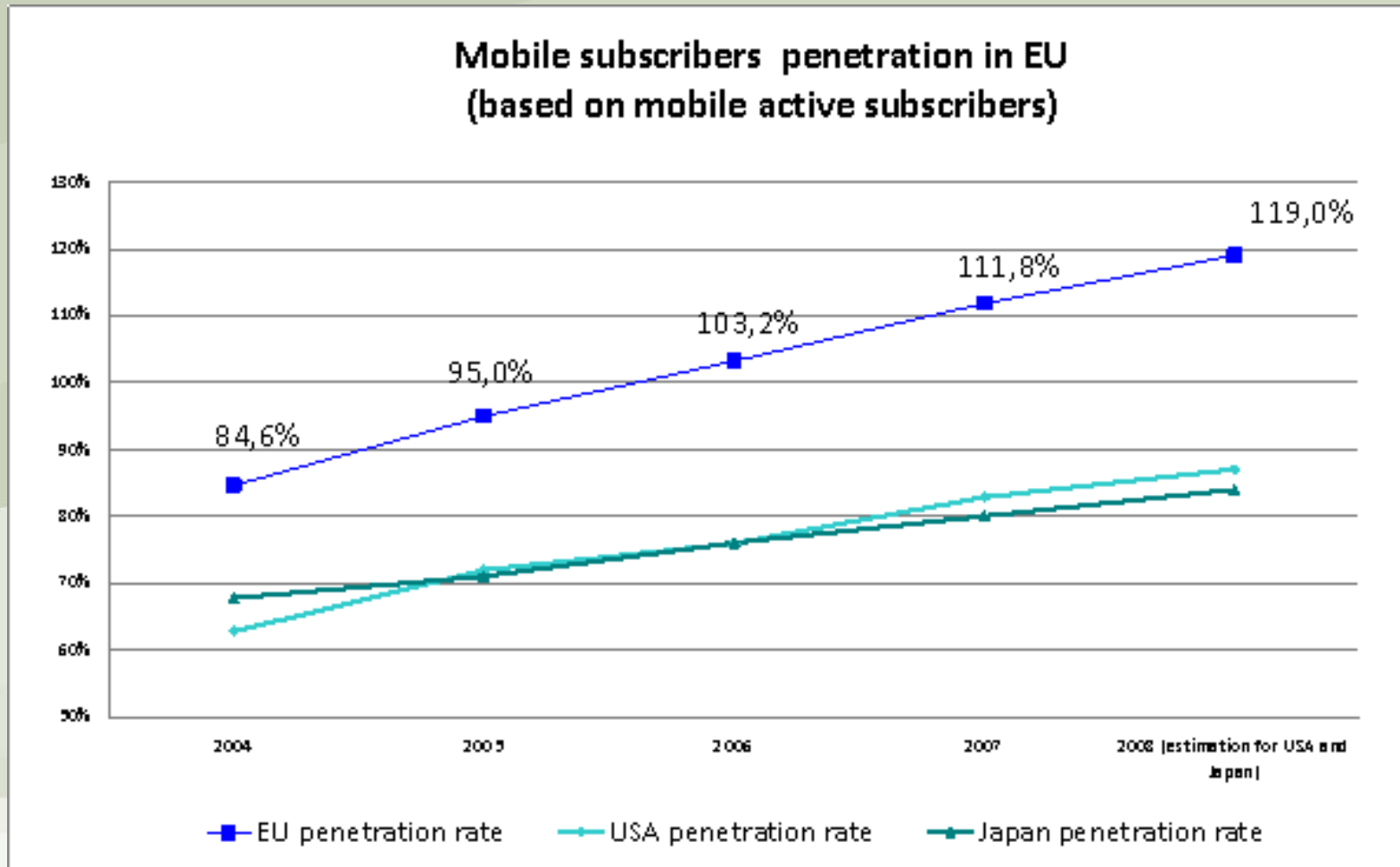
## Online advertising market



European Commission  
Information Society and Media

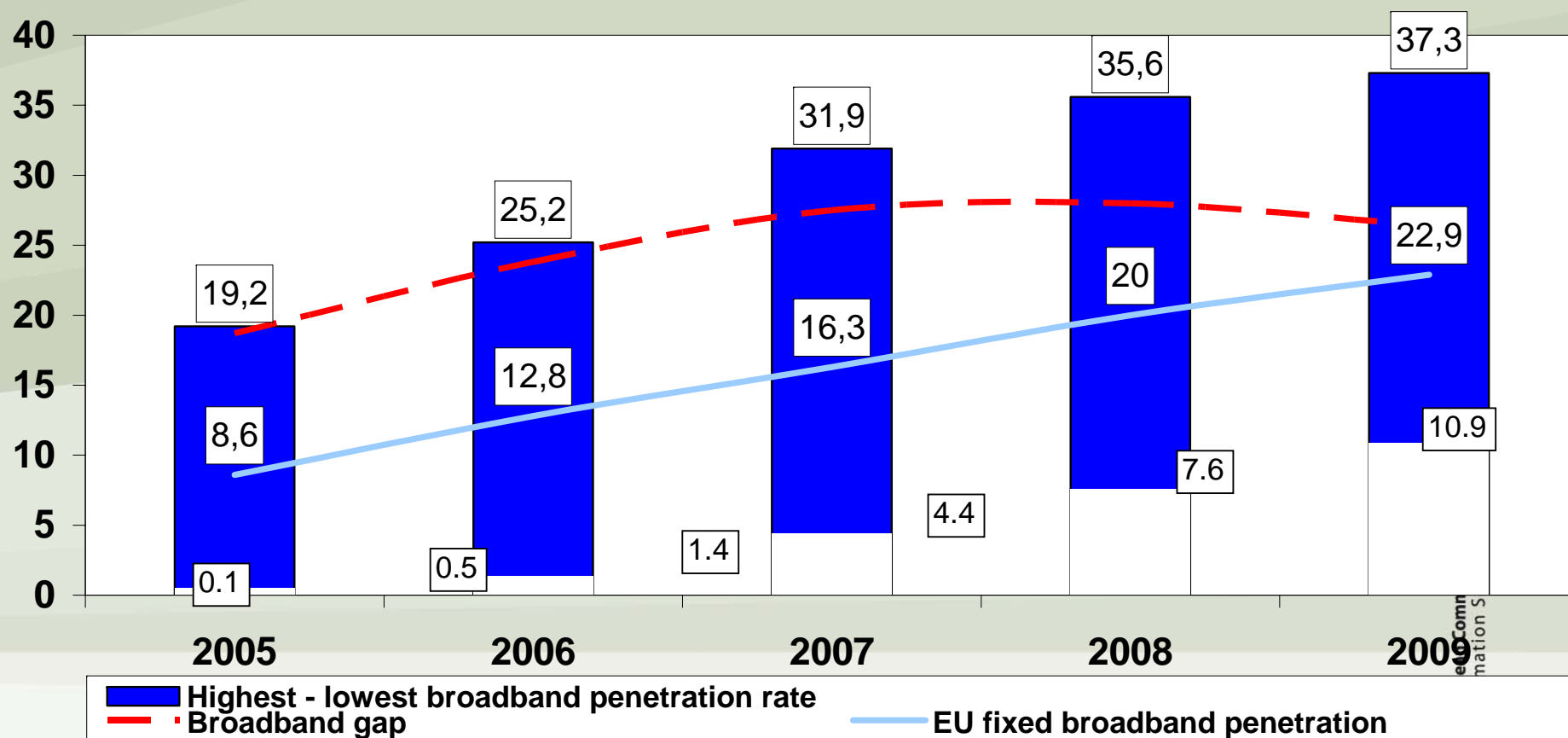


# Mobile: A European Success



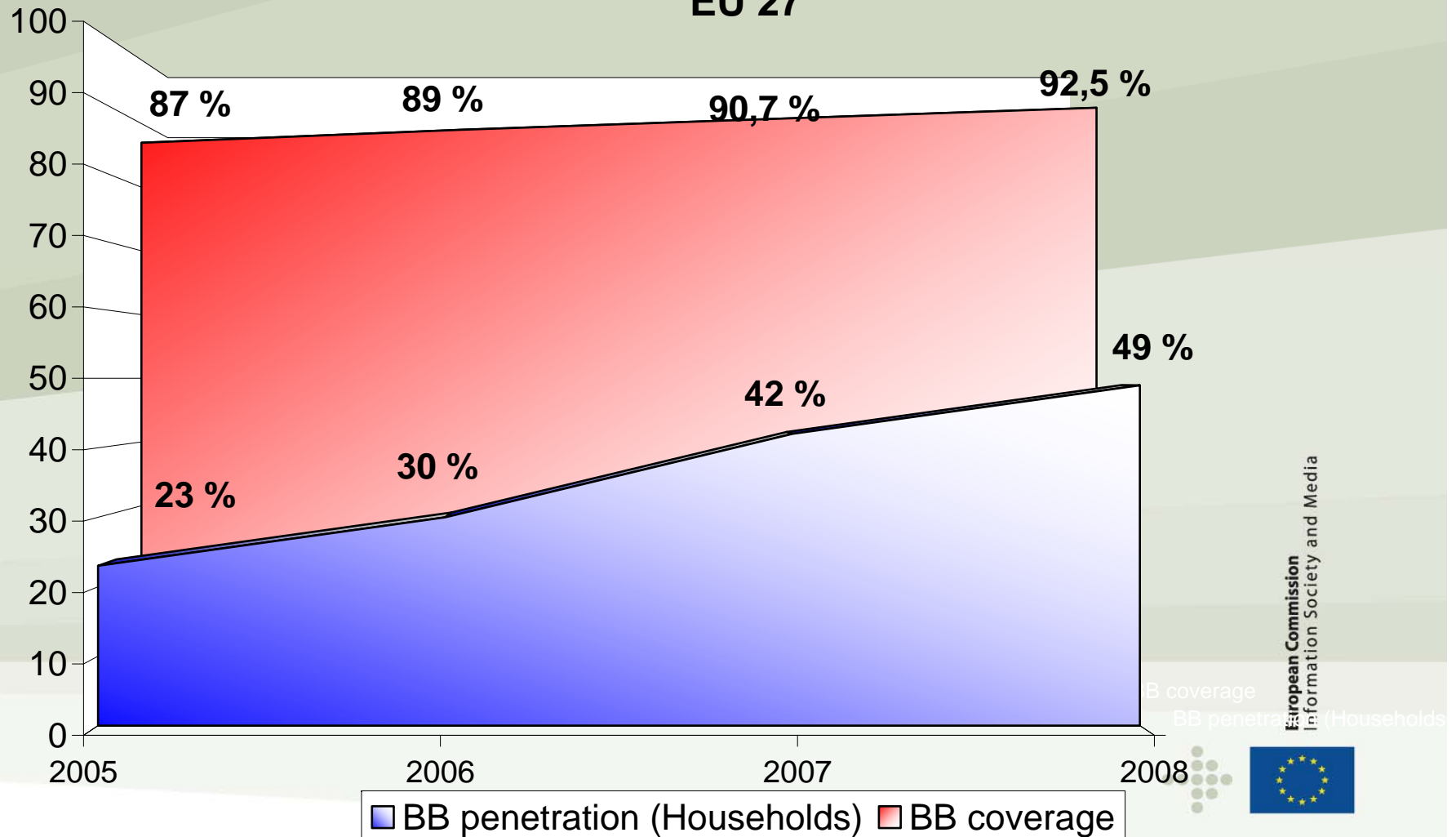
# High Speed Broadband: Reducing the Competition Gap

The gap in broadband penetration in the EU



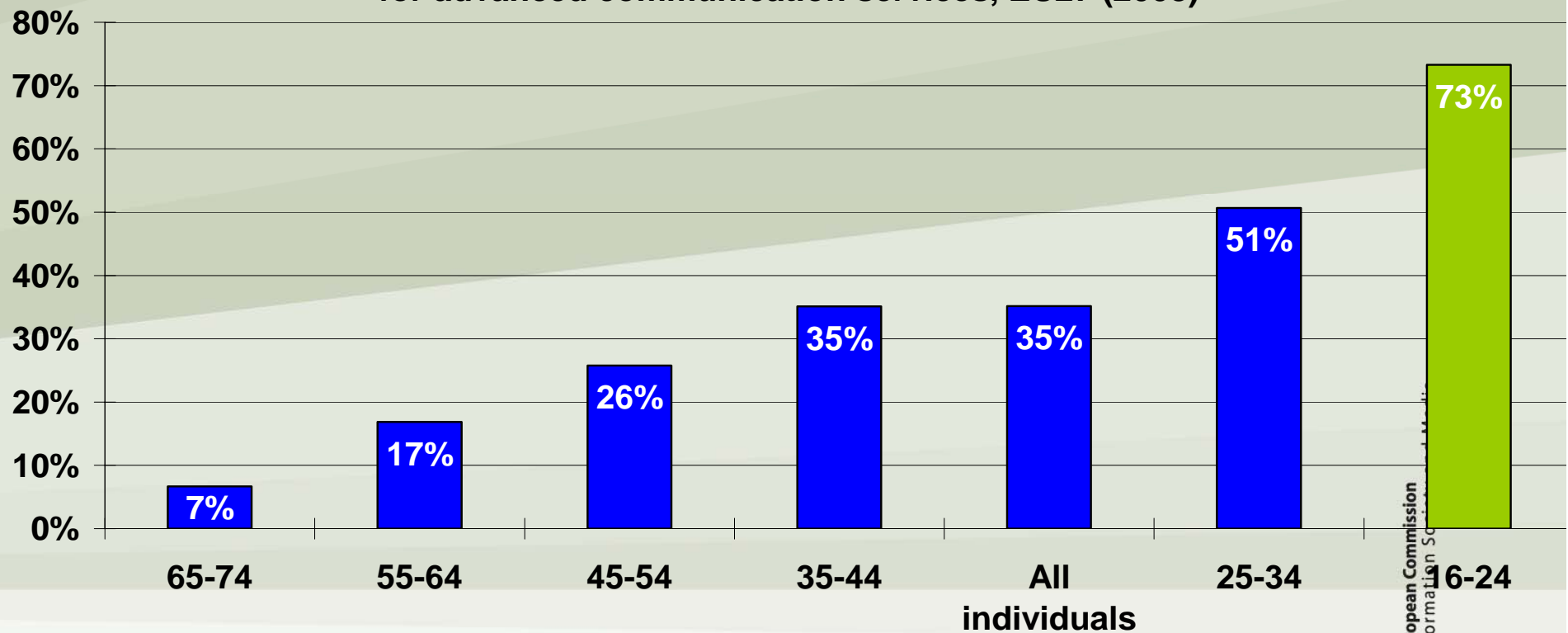
# The Potential of High-Speed Broadband for All

Gap between BB coverage and BB Household penetration (%)  
EU 27



# *The Economic Potential of Europe's "Digital Natives"*

Percentage of individuals by age group that have used Internet, in the last 3 months, for advanced communication services, EU27 (2008)

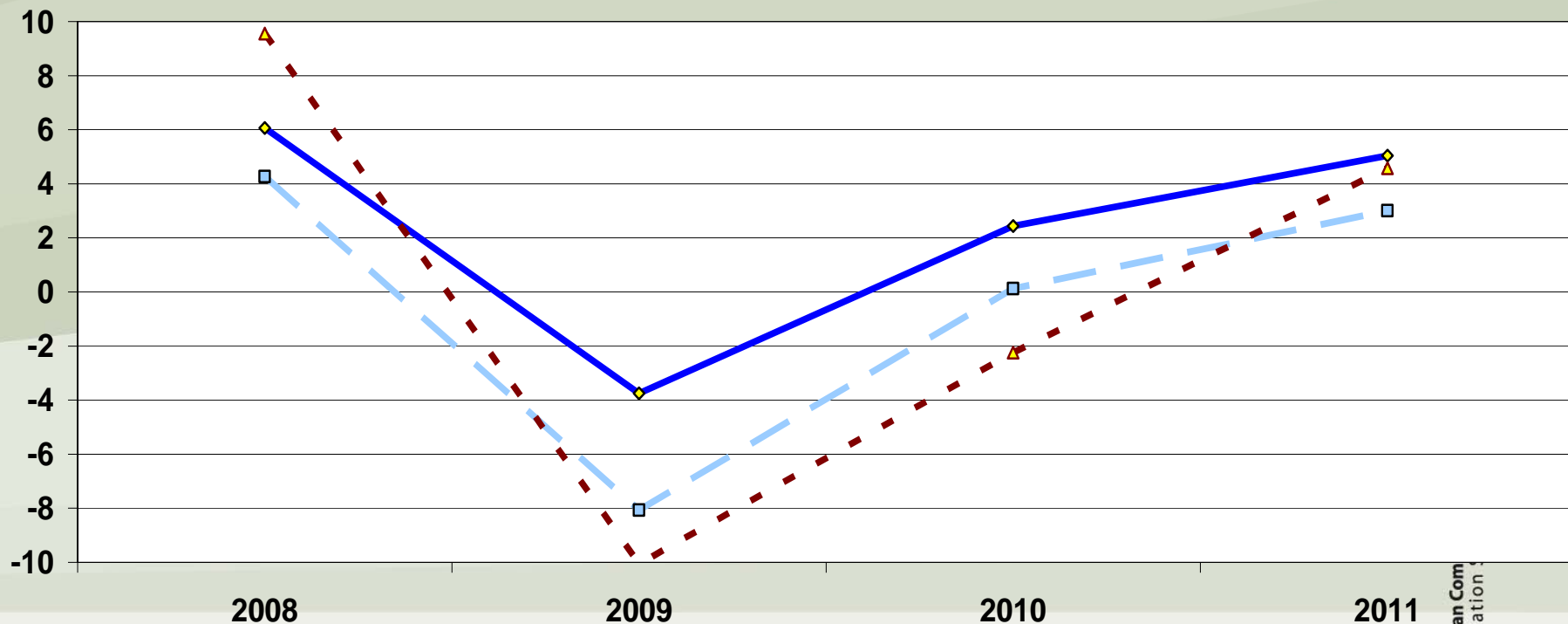


European Commission  
Information Society



# Digital Users Will Make Europe's Digital Recovery

End-user spending on ICT by Region  
(% change on previous year)



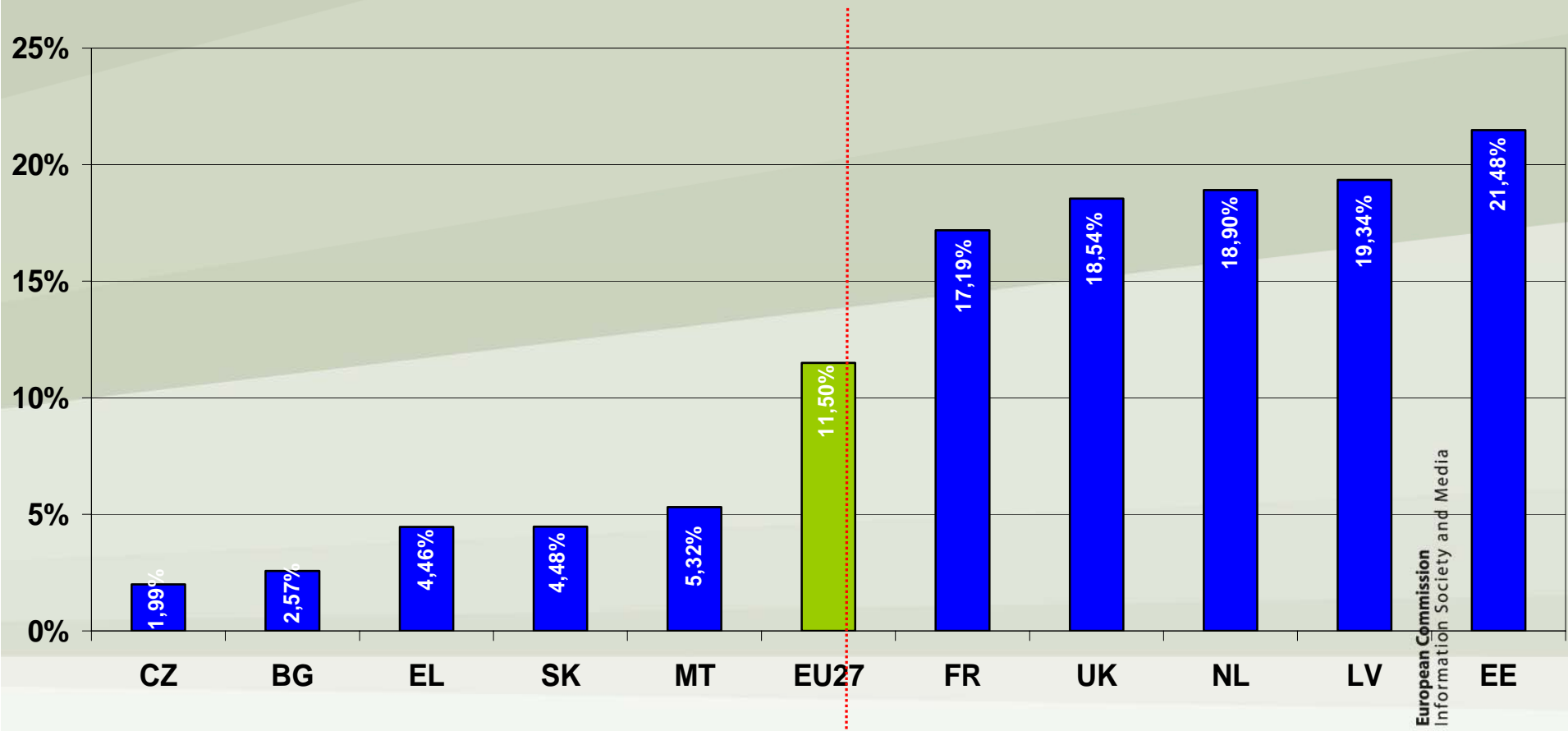
Worldwide Western Europe Eastern Europe





# *Estonia and Latvia Lead Europe's Web 2.0*

I have used Internet, in the last 3 months, for uploading self-created content (text, images, photos, videos, music, etc.)



European Commission  
Information Society and Media



# *Economic impact of boosting Europe's Digital Economy*

- More competition in broadband will generate **€580 billion** and create **700 000 jobs by 2015**
- Increased take-up of 3G services will generate **€242 billion by 2013** in Western Europe.
- Better spectrum management can grow GDP by **0.1% annually** and inject billions into the EU economy. Using the digital dividend for wireless broadband in the EU can bring **€150 - €200 billion** in benefits.

