



European Information Technology Observatory

The Internet portal for up-to-date ICT market reports

Berlin, May 2013

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
- Managed by Bitkom Research GmbH
- Frequently quoted international reference
- Supported by EU commission and OECD



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 EITO Online Portal

- Since March 2008 EITO is distributed via an online portal (www.eito.com)
- Customers can select and download a variety of reports (international reports, country reports, thematic reports)
- EITO's goal: Offer the best value for money among all providers of international ICT market reports
- Our policies to achieve this goal:
 - High quality data and analysis
 - Excellent service
 - Reasonable prices



The EITO Online Portal

EITO European Information Technology Observatory
The Online Portal for ICT Market Reports

Basket
Your basket is empty.

Payment Methods +49 30 275 76 - 560

Market Reports About EITO Press Partners & Sponsors Research Services My Account Contact

EITO News

International Reports

Country Reports

Thematic Reports

Customized Reports

Country Reports

EITO reports including ICT market information of one country or region. Newly published: Germany, France, UK, Spain, Italy.

» Read more about Country Reports

EITO Research Partners

GfK **IDC**
Analyze the Future

Newly published:
ICT Market Report 2013

- Analysis of market developments
- Market data and forecasts (2010-2014) by IDC for 28 European ICT markets, BRIC, USA, Japan, etc.

[Read more](#)

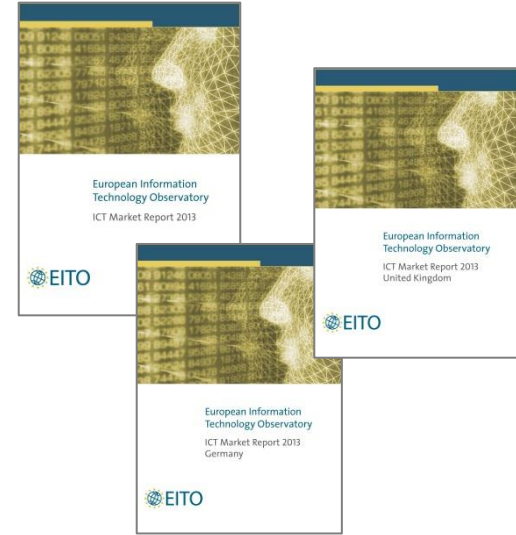
Newly published:
The competitive triangle

- Analysis of the competitive environment between network operators, device/platform vendors and OTT service providers

[Read more](#)

EITO Reports Portfolio

- Available reports:
 - EITO International Reports
(all countries / all market segments or specific segments)
 - EITO Country Reports for 10 European Markets
(one country / all market segments)
 - EITO Thematic Reports
(topical analyses on, for example, “LTE”, “Connected TV”)
 - EITO Customized Reports
(tailor-made reports according to customer requirements)
- Revenue data are complemented by information on product shipments and subscribers of various telecom services



EITO Market Segments

- Main Segments
 - Consumer Electronics (not all countries)
 - IT Equipment
 - IT Services
 - Software
 - Telecommunication Equipment
 - Telecommunications Services
- EITO ICT Market Report contains more than 100 sub-market segments

EITO Available Countries / Regions

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

EITO Partners for Market Research

- A consortium of two leading market research institutes provide data and analysis for EITO:
 - IDC
 - GfK
- These partners offer high quality expertise in European IT, telecoms, media and consumer electronics



EITO Task Force

- The EITO Task Force is key to the
 - Cooperation with research partners
 - Quality control
 - Content development
 - Knowledge transfer
- Members of the Task Force
 - Dr. Axel Pols (chairman)
 - Two representatives each of OECD, EU and Red.es
 - One representative per co-operating NTA
 - One representative per sponsor
 - Invited experts



EITO Partner Organisations

■ Partner network includes:

- AFDEL (France)
- AGORIA (Belgium)
- AMETIC (Spain)
- ANITEC (Italy)
- BITKOM (Germany)
- FEEL (Austria)
- Intellect (UK)
- MASIT (Macedonia)
- red.es (Spain)
- SEPE (Greece)
- SWICO (Switzerland)



EITO Sponsors

■ Gold sponsors  EITO
Official Sponsor

■ Deutsche Telekom



■ Telecom Italia



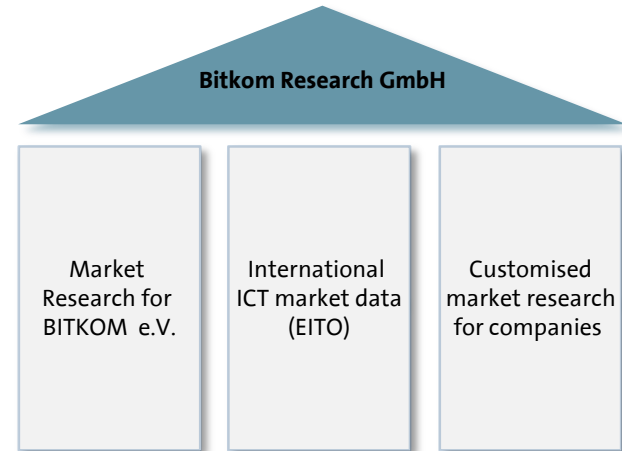
■ KPMG



EITO – a project of Bitkom Research

Bitkom Research GmbH is a 100% subsidiary of BITKOM e.V., the leading German ICT industry association. We have three business units:

- Market research services for BITKOM e.V.
 - Primary and secondary research, in-house consulting
 - Management of working group market research
- European Information Technology Observatory (EITO)
 - Publication of international ICT market reports
 - Country analysis and market trends
- Customised market research for companies
 - Representative company and consumer surveys
 - Design and implementation of research projects



EITO – a project of

Bitkom Research GmbH

Albrechtstr. 10

10117 Berlin

Internet:

www.eito.com

www.bitkom-research.de



Dr. Axel Pols

Managing Director

030.27576-120

a.pols@bitkom-research.de



Franz Grimm

Manager Market Research

030.27576-560

f.grimm@bitkom-research.de

EITO is sponsored by:



EITO is supported by:



red.es