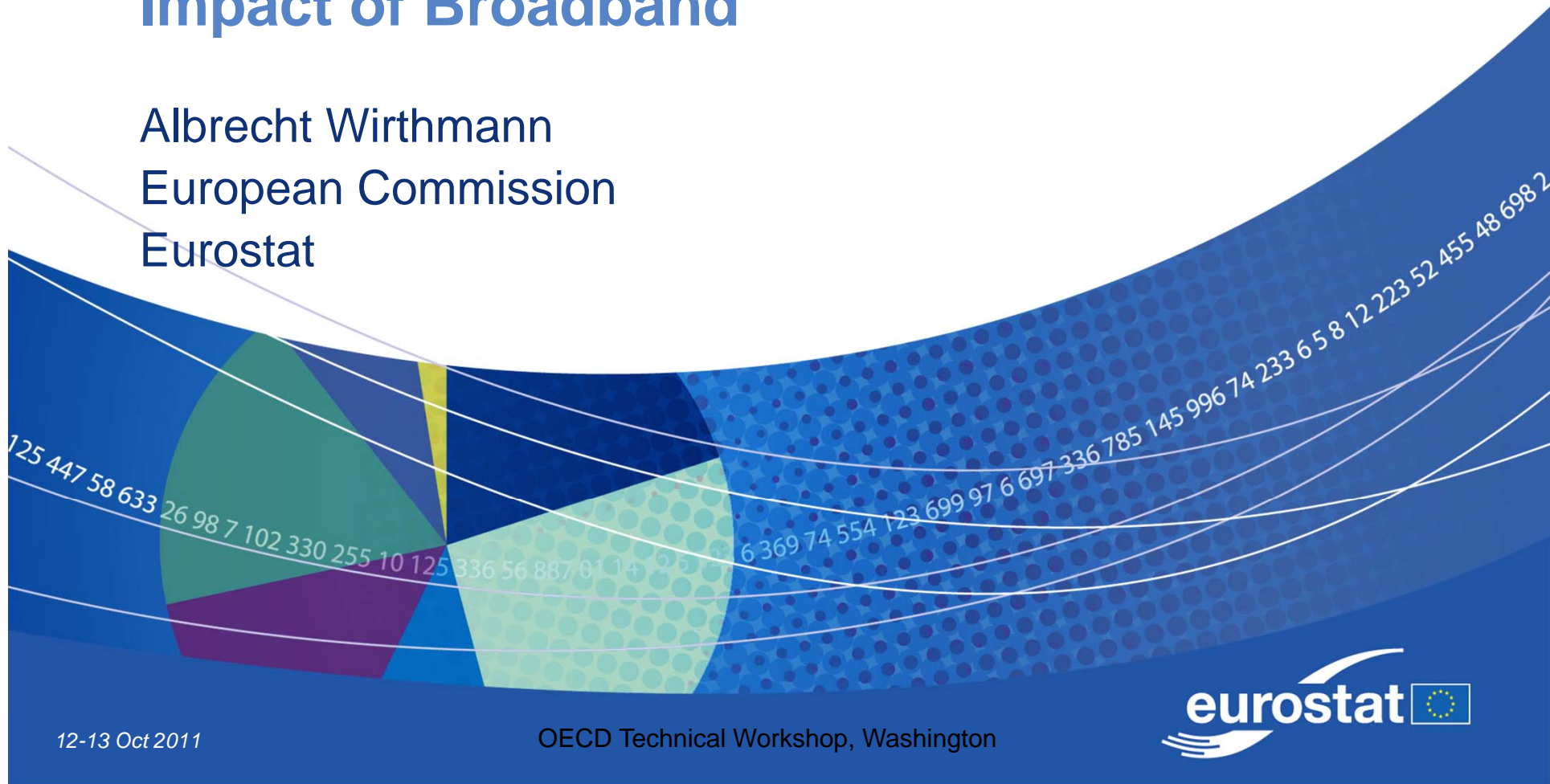


Session 1: Current Approaches to Measuring Economic Impact of Broadband

Albrecht Wirthmann
European Commission
Eurostat



Why?

- **ICT is THE critical (future) infrastructure**
 - the major platform for communication
 - for a digitally networked society and economy
 - **Changing**
 - Services, eBusiness, eCommerce
 - **Dematerialising**
 - Digital data instead of physical media
 - **Enabling new**
 - Services, e.g. social networking
 - Providing a **platform for innovation**, productivity increase and the establishment of new businesses and **for addressing societal changes**

Why?

The ICT sector represents **4.8%** of the EU economy...



ICT sector value added as a % of GDP

ICT manufacturing (1% of the GDP) alone represents **20-25%** of total business R&D



Share of ICT in business R&D expenditure

The ICT sector and investment in ICT are responsible for **50%** of productivity growth



ICT contribution to labour productivity growth

Broadband?

- Investment in digitally driven growth
- Capacity of broadband networks determines
 - Volume of data exchange
 - Speed of data exchange
 - **Types of services that can be delivered**
- EU has set concrete broadband targets
 - Digital Agenda for Europe
- BB and digital services infrastructure part of trans-European telecommunication networks
- **Use official statistics to monitor progress towards achieving policy targets**

Internet / Broadband measurement

- **Broadband is infrastructure**
 - Quality of service
 - Value maximised when shared
 - Standardisation is an issue
- **ICT is General Purpose technology**
 - Influences, changes and creates new behaviour, methods, processes
- **Ultimate state of development not known**
 - e.g. move from fixed to wireless broadband
 - Focus on services delivered via infrastructure
- **We are interested in measuring the change**
 - Past is known, present can be observed, future remains not predictable
 - Main frame, PCs, Internet, portable devices, ubiquitous connectivity, internet of things
- **ICT as enabler of innovation and innovation itself**

Current collection

■ ICT usage

- Existence of access
 - Type of access, devices used, locality, reasons for not having access
- Presence of systems
 - ERP, CRM, websites, RFIDs
- performance of activities
 - eCommerce, Internet activities, skills, electronic exchange of documents
 - eSkills
- Limited information on intensity
 - Frequency of use
 - Share of employees using internet, mobile devices
 - % of eCommerce on total sales

Broadband data strategies

- Distinction according to supply, use and impact of broadband and Internet
- Data will be the ICT's natural resource to be explored
 - What are the data sources?
 - Who are the data owners?
 - What is the methodological approach?
 - What limitations do exist?
- Challenge on measuring
 - services and data exchanged
 - how persons, businesses and governments interact on the Internet

Thank you for listening