



ICT Market Report 2018/19

Preface and Table of Contents

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Preface

We are happy to present the new edition of our ICT Market Report. It is a special report in the sense that the first EITO report was published 25 years ago, in 1993. Since the initial publication, the EITO reports have quickly built a reputation as indispensable source of information for business development, consulting and policy analysis. Inside you find up-to-date information and insights on ICT market developments in Europe and beyond.

As previous EITO reports the current edition is the result of a long-standing cooperation between Bitkom Research and a broad range of partners. Market data and analysis were provided by IDC, a leading global market intelligence firm. The report was produced in co-operation with a group of international ICT experts, the EITO Task Force. This group brings together experts from EITO partner associations, the EU Commission, and our sponsors.

The ICT Market Report 2018/19 provides the reader with a big picture of important market and technology trends as well as detailed information at the country level. The report focuses on developments in Europe while also covering major international ICT markets such as the U.S., Japan and China.

The report is structured as follows:

Section A examines the European ICT market. It includes two major chapters, the first presenting an in-depth analysis of the market dynamics and trends in Western Europe and the second looking into developments in Central and Eastern Europe. Both chapters start with a concise analysis of developments at the regional level and then go on to present country findings. The scope of the country analyses varies. More detailed data and narrative are available for the five largest economies in the EU as well as for the countries that are formally affiliated with the EITO project.

Section B includes ICT market data and forecasts for Brazil, China, India, Japan, Turkey, and the USA. Section C presents data of the worldwide ICT market and Section D contains summary tables including all countries.

We are always interested in customer feedback. We are committed to continuous improvement to ensure our reports remain an important source of information and analysis for you, our clients and readers.



Axel Pols
Chairman, EITO Task Force

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