

Information Society Index

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Information Society Index* service analyzes and forecasts the state of information technology usage and adoption across 52 countries around the globe. It provides detailed analysis of IT spending, Internet usage, telecommunications, and social factors. The index, organized into country rankings according to 15 data variables, assists government planners in measuring the progress of their nations in relation to others and provides financial investors and IT suppliers with a tool for analyzing opportunities, drivers, and inhibitors.

Markets Covered

This service covers the following segments of the information society market:

- Personal computers
- IT spending
- Internet usage
- eCommerce
- Broadband
- Wireless
- Education levels
- Civil liberties

Subjects Analyzed

Throughout the year, this service will address the following topics:

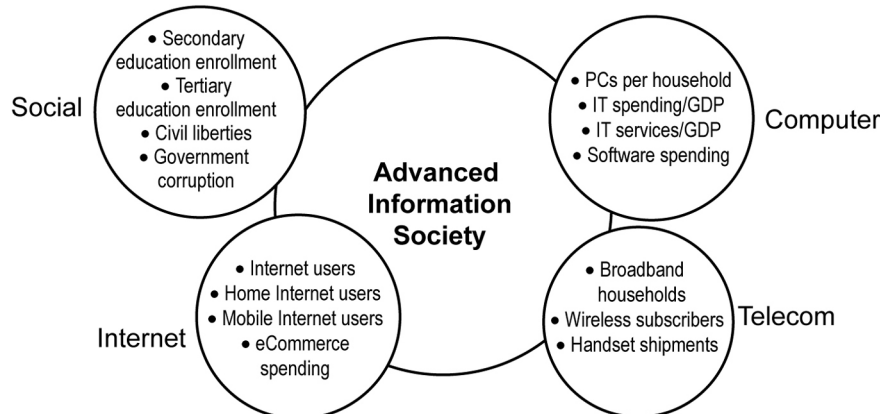
- Infrastructure installed base
- Broadband/Internet household penetration
- Mobile and wireless adoption
- Government corruption
- Software and services spending

Key Questions Answered

Our research addresses the following issues that are critical to your success:

1. What are the government policies that have enabled the Nordic countries to develop advanced information societies?
2. What are the barriers and inhibitors that are preventing IT growth in key emerging markets?
3. What impact will broadband and mobile adoption have on the global information economy in the next five years?
4. Which nations are set to emerge as the hot spots for IT growth?

Building the Advanced Information Society



Source: IDC

Data Variables

IDC's *Information Society Index* service examines how nations are positioning themselves to compete in the global information economy. This service reviews the following 15 key data variables in 52 nations:

IT spending as a percentage of GDP, software spending,
IT services spending, PC penetration, Internet users, home
Internet users, mobile Internet users, ecommerce spending,

broadband households, wireless subscribers, handset shipments,
secondary education levels, tertiary education levels, civil liberties,
and government corruption.

Research Agenda

Throughout the year, this service will offer insight into the latest trends impacting the market. Potential studies include:

Information Society Index Preliminary Rankings and Scores

The initial study provides new rankings, based on 2004 actual data, along with any methodology updates and analysis.

Information Society Index, 2005

The main study provides detailed analysis of the full index in 52 countries and 15 data variables.

Information Society Index Forecast, 2005–2009

This study provides a complete five-year forecast for all variables, with analysis of leading growth opportunities and inhibitors.

A Complete Intelligence Solution

IDC offers a complete market intelligence solution customized to meet your business requirements. The array of products and services available to you includes:

- The opportunity to have your specific questions answered through personal interaction with industry experts who cover the topics and markets in your service
- Around-the-clock access to our market intelligence on idc.com, IDC's personalized Web experience
- A view of the market's future with 12 months of continuous intelligence about its direction and the reasons behind it, along with actionable advice for taking advantage of existing and emerging opportunities
- Special client discount pricing on purchases of research from other services
- Complimentary admission to IDC's annual Directions conference, where you'll hear our latest forecasts and network with IDC analysts and other industry professionals
- Complimentary invitations to monthly executive telebriefings, interactive forums designed to provide you with insights about research and strategies directly from IDC analysts

To find out how our flexible packaging options can meet your specific business needs, please contact your IDC sales executive.

FOR MORE INFORMATION, VISIT US AT WWW.IDC.COM.



IDC is the premier global market intelligence and advisory firm in the information technology and telecommunications industries. We analyze and predict technology trends so that our clients can make strategic, fact-based decisions on IT purchases and business strategy. Over 700 IDC analysts in 50 countries provide local expertise and insights on technology markets. For over 40 years, business executives and IT managers have relied on our advice to make decisions that contribute to the success of their organizations.

IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. Additional information can be found at www.idc.com

IDC Global Headquarters, 5 Speen Street, Framingham, MA 01701, P.508.872.8200 F.508.935.4015.

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Leading IT Indicators

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Leading IT Indicators* service provides detailed insight into future economic and business factors expected to influence the growth of technology spending in 52 countries around the world. This service focuses on leading indicators of economic conditions on investment in IT hardware, software, and services. The service also includes country-level analysis of government IT policies and technology infrastructure development.

Markets Covered

This service covers the following segments of the global IT market:

- Macroeconomic indicators, including GDP, corporate profits, interest rates, stock markets, business technology investment, and IT vendor revenue
- Hardware
- Software
- Services

Subjects Analyzed

Throughout the year, this service will address the following topics:

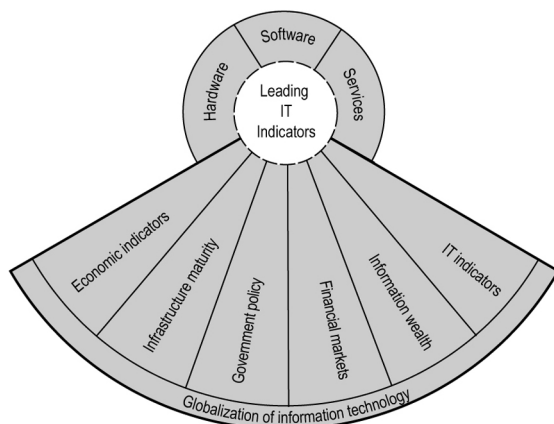
- Leading IT indicators
- Impact of global economic conditions on IT spending
- Economic scenario forecasts
- Current indicators for IT spending
- State of IT and ebusiness adoption
- Technology infrastructure
- Government policy relating to IT

Key Questions Answered

Our research addresses the following issues that are critical to your success:

1. What are the leading indicators that predict the growth of IT markets?
2. What is the current outlook for the economy and IT spending?
3. When will the IT industry emerge from recession?
4. Which countries and regions offer the greatest opportunities for IT vendors?
5. How are the economy and IT spending related?
6. What could alternative economic scenarios mean for IT spending in the year ahead?
7. What is the current state of IT infrastructure development around the world?

IT Spending: The Big Picture



Source: IDC

Information Society Index

For more than four years, leading technology vendors have been using the *Information Society Index* (ISI) as a critical global strategic planning tool. Just as GDP measures national income, the ISI measures information capacity and wealth around the world and ranks countries based on their ability to access and absorb information and information technology. The ISI is delivered as a core component of IDC's *Leading IT Indicators* service.

Research Agenda

Throughout the year, this service will offer insight into the latest trends impacting the market. Potential studies include:

Global IT Economic Outlook

This annual study covers IT spending in 52 countries as it relates to economic factors and business indicators.

Global IT Economic Outlook — Quarterly Updates

These quarterly documents cover regional IT spending and its relation to economic factors and business indicators.

U.S. IT Market Indicators

These quarterly studies cover several bellwether indicators of current economic and IT spending conditions in the United States, including GDP, corporate profits, interest rates, stock markets, business technology investment, and IT vendor revenue.

Topical IT-Economy Insights

These articles cover current IT economy issues, including the forecast for IT spending under alternative economic scenarios.

Information Society Index

The ISI provides comprehensive data for 52 countries on variables including Internet usage, mobile subscribers, PC installed base, broadband households, ecommerce spending, and social factors.

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