

5.3.6 Country profile – Great Britain



Great Britain rose two places in 2008, breaking into the top three for the first time, its average of 72 index points putting it in second place, behind the USA and ahead of Denmark. This was primarily due to improvements in the category “Infrastructure”. Great Britain was world leader in “Sales by companies via the Internet”.

Market development – 3rd place →

Great Britain's national average index for the category “Market development” remained unchanged at an average of 52 index points. This was enough to allow Great Britain to hold on to third place. While it suffered some drops in performance, notably in “Growth in IT turnover” (down from 4.2 percent in 2007 to 2.5 percent in 2008) and “Market share of ICT turnover in the global market” (down from 5.8 percent to 5.6 percent), it also made clear improvements in other areas, such as “Increase in ICT expenditure”, up from 2,030 euros to 2,055 euros per inhabitant.

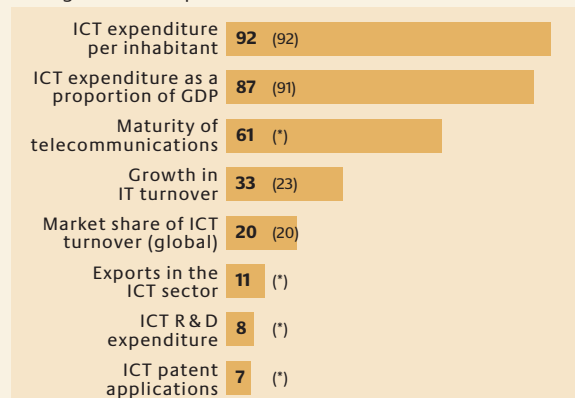
Infrastructure – 5th place ↑

Its relative performance increased by four index points compared with the previous year, rising to 82. Great Britain is in 5th place and was able to improve its performance in five out of six key performance indicators. A particularly significant increase was achieved in the penetration rate for “Availability of broadband connections in companies” (up nine index points to 87 percent). A three percent rise in penetration rate was achieved in the categories “Availability of broadband connections” (28 percent), “Mobile phone penetration” (123 percent), “Computer penetration in households” (78 percent) and “Internet access” (71 percent).

Applications – 1st place ↑

Even though Great Britain's average performance fell by one index point to 90 index points in the aggregate national average index for “Applications”, in 2008 this was sufficient to achieve market leadership, pushing Norway into second place. While Great Britain ceded its market leadership in the category “Use of social networks” to South Korea in 2008, it became market leader in “Sales by companies via the Internet” for the first time. Great Britain also achieved improvements in all other key performance indicators.

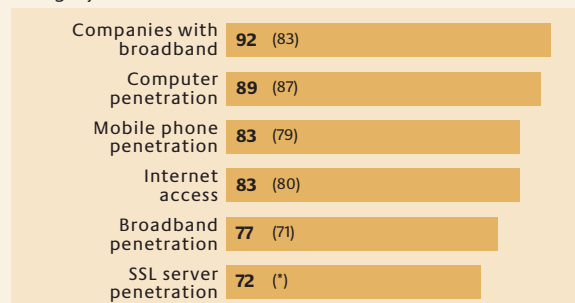
Fig. 5.3.6a: Significance of the British ICT market as of 2008
Strengths in ICT expenditure



Source: TNS Infratest (2009); Previous year's figures in brackets, * Figures unavailable

Fig. 5.3.6b: State of development of Britain's infrastructure as of 2008

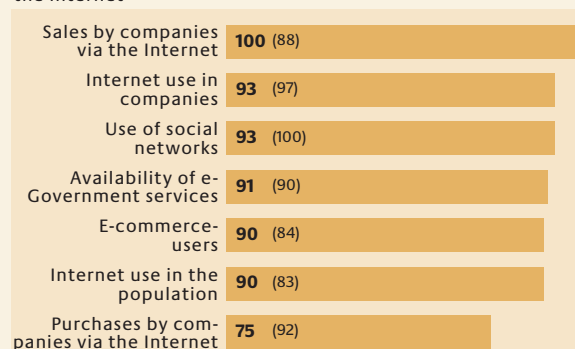
Great Britain's performance well above average in the category “Infrastructure”



Source: TNS Infratest (2009); Previous year's figures in brackets, * Figures unavailable

Fig. 5.3.6c: Maturity of the British applications sector as of 2008

Outstanding in sales, weak in “Purchases by companies via the Internet”



Source: TNS Infratest (2009); Previous year's figures in brackets