


5.3.10 Country profile – Netherlands

 In overall performance the Netherlands fell one index point to 71 points, dropping from second place to third place (level with Denmark). This means that the Netherlands is still in the top three. In the overall benchmark, the Netherlands trails ten index points behind the world leader, the USA. However, the Netherlands is world leader in three key performance indicators: “Maturity of telecommunications market”, “Internet access” and “Computer penetration in households”.

Market development – 5th place →

With 46 index points in the national average index (48 points in 2007), the Netherlands was above the average overall performance of all countries, which was 44.6 points. This placed it fifth in the ranking. The performance of the Netherlands fell by 15 index points in “ICT expenditure as a proportion of GDP”, and from 5.4 percent to 4.2 percent in “Growth in IT turnover”.

Infrastructure – 2nd place ↓

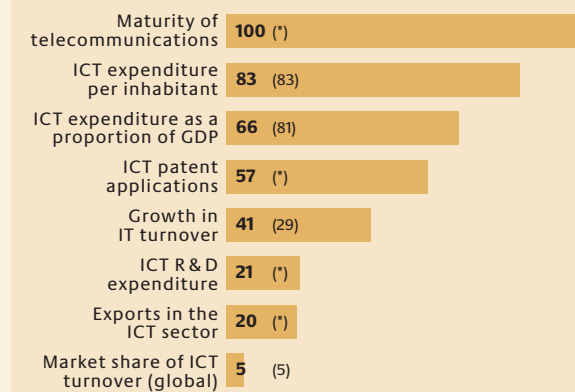
The relative national average index of the Netherlands remained unchanged, with the country keeping its 90 index points. However, this was not enough to prevent it from having to hand over its leading position in the category “Infrastructure” to Denmark, thus forcing the Netherlands into second place in 2008. The Netherlands improved its performance in all indicators with the exception of “Companies with broadband connections”, where it fell from 87 to 86 percent. SSL server penetration remained unchanged at 79 percent in real terms.

Applications – 6th place →

The Netherlands is the only country whose relative average performance remained unchanged compared to the previous year. It stayed in sixth place, with 84 index points. However, it still improved its performance by just under three percentage points, to 86.4 percent, in “Internet use in the population”, and by just under six percent, to 63 percent, in “Use of social networks”. It also rose three percentage points, to 39.6 percent, in “Purchases by companies via the Internet”. The Netherlands has therefore made definite progress as an ICT nation.

Fig. 5.3.10a: Significance of the Netherlands ICT market as of 2008

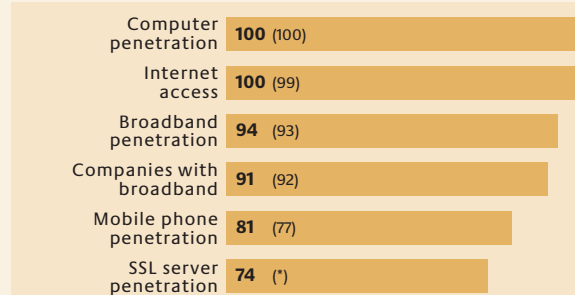
World's best performance in “Maturity of telecommunications”



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

Fig. 5.3.10b: State of development of the Netherlands' infrastructure as of 2008

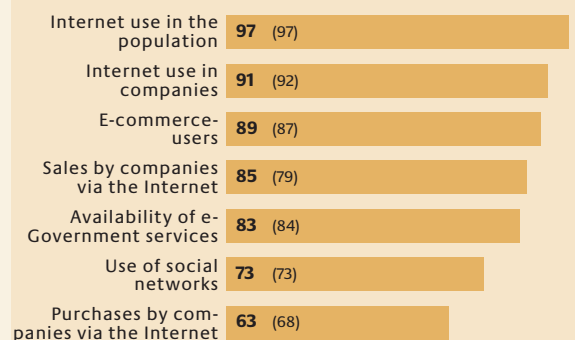
Top performances in “Internet access” and “Computer penetration in households”



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

Fig. 5.3.10c: Maturity of the Netherlands' applications sector as of 2008

Above average performance throughout in the category “Applications”



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