

### 5.3.11 Country profile – Norway



Even though its index value of 67 points remained unchanged, Norway fell in overall performance from sixth to seventh place, level with Germany. Norway successfully defended its global market leadership in the category “e-Commerce users”, and also became global market leader in the category “Internet use in the population”.

#### Market development – 11<sup>th</sup> place ↓

Norway's performance fell by one index point in the national average relative to the world leaders. This meant that Norway dropped back to eleventh place. “ICT expenditure as a proportion of GDP” fell from 3.8 percent to 3.3 percent, and “Growth in IT turnover” fell from 4.6 percent to 3.3 percent. However, in “ICT expenditure per inhabitant”, Norway is hot on the heels of world leader Denmark.

#### Infrastructure – 3<sup>rd</sup> place ↑

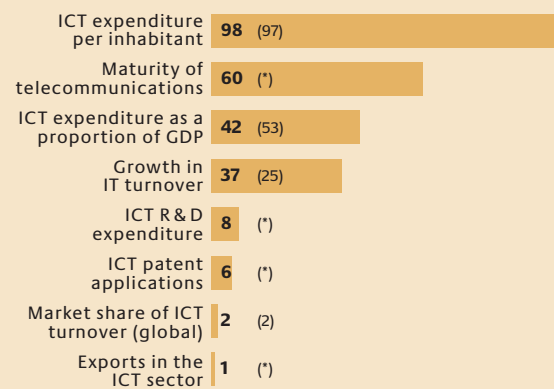
After improving its average index by three points in 2008, Norway is level with Sweden in third place. With 86 index points, Norway is well above the European average. In 2008, “Broadband penetration in the population” rose by three percentage points to 34 percent, “Computer penetration in households” rose by four percentage points to 86 percent, and “Internet access in households” rose by six percentage points to 84 percent.

#### Applications – 2<sup>nd</sup> place ↓

In 2008, Great Britain became world leader in the 15-nation ranking in the category “Applications”, pushing Norway (89 index points) into second place. For the first time, albeit in a very close contest, Sweden ceded world market leadership in “Internet use in the population” to Norway. However, in “Purchases by companies via the Internet” Norway's performance fell by a full 21 index points.

Fig. 5.3.11a: Significance of the Norwegian ICT market as of 2008

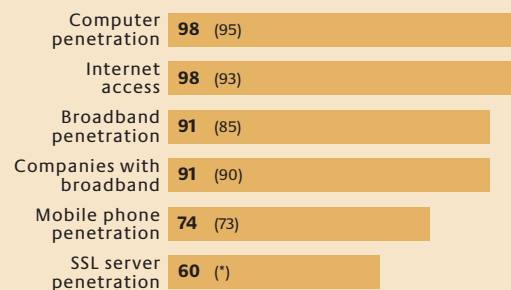
Outstanding performance in “ICT expenditure per inhabitant”



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

Fig. 5.3.11b: State of development of Norway's infrastructure as of 2008

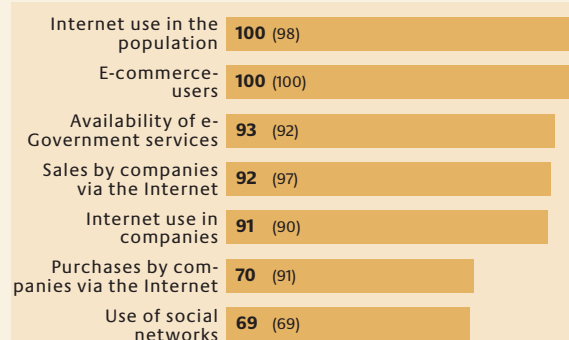
Top performances in “Computer penetration” and “Internet access in households”



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

Fig. 5.3.11c: Maturity of the Norwegian applications sector as of 2008

World's best performance in the key indicators “e-Commerce users” and “Internet use in the population”



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