

5.3.13 Country profile – Spain



With 49 points and at twelfth place, Spain is trailing far behind with its overall performance in the international comparison of ICT nations. In nine out of 21 key performance indicators, Spain's performance was well below 50 percent of the best possible performance.

Market development – 13th place →

Spain's relative performance in the category “Market development” fell from 38 to 34 index points. In spite of this, Spain was able to retain its ranking in 13th place. In Spain, “Growth in IT turnover” fell from eight percent in 2007 to 3.8 percent in 2008 – a drop that was particularly conspicuous compared to the other nations in the ranking.

Infrastructure – 12th place →

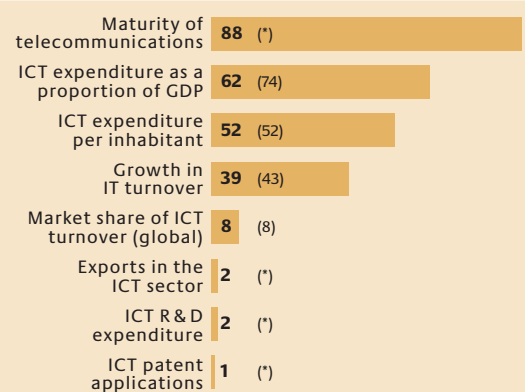
Despite a gain of three points in the national average index, Spain was unable to improve its ranking, and remained in twelfth place with 61 index points. There was significant growth in the following categories: a rise of six percentage points to 51 percent in “Internet access in households”, and of four percent to 64 percent in “Computer penetration in households”. The equipping of companies with broadband is good. However, in “SSL server penetration” Spain clearly still has some catching up to do.

Applications – 12th place →

Despite gaining two points in the average index value in the category “Applications”, Spain stayed in twelfth place with 55 index points. In particular, “Use of social networks” rose by just under eleven percentage points to almost 74 percent. “Internet use in the population” also improved by 4.5 percentage points, to 56.7 points. “Sales by companies via the Internet” rose 2.5 percent to 10.2 percent. The Spanish ICT industry has improved in the category “Applications”.

Fig. 5.3.13a: Significance of the Spanish ICT market as of 2008

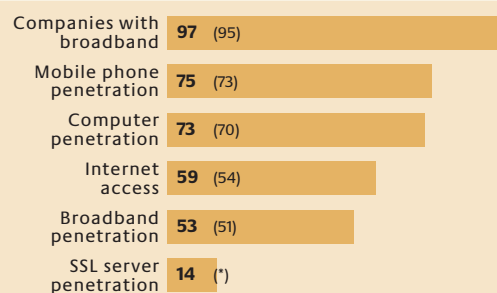
Good performance in “Maturity of telecommunications” only



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

Fig. 5.3.13b: State of development of Spain's infrastructure as of 2008

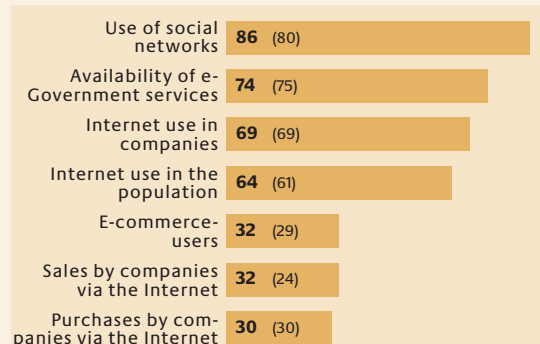
Strong performance in “Companies with broadband connections”



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

Fig. 5.3.13c: Maturity of the Spanish applications sector as of 2008

Purchases and sales via the Internet well below average, as is e-Commerce



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