

### 5.3.12 Country profile – Sweden



Sweden dropped from fourth to fifth place (69 index points) in overall performance, taking it down to the upper middle of the range. In the category “Internet use in the population” it ceded world market leadership to Norway. This means that Sweden is no longer world leader in any category. However, it reached 99 index points in “Computer penetration in households”, “Availability of e-Government services”, “Internet use in the population” and “Internet use in companies”, thus only just missing out on global market leadership four times.

#### Market development – 7<sup>th</sup> place ↑

Even though Sweden's national average index remained unchanged at 44 index points, relative to the other countries it still rose one place to seventh place, as the other countries did not achieve the same degree of improvement in the category “Market development”. The greatest percentage change compared to the previous year was in “ICT expenditure as a proportion of GDP”, which fell from 5.6 percent to 5.4 percent.

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

Sweden gained three points, rising to 86 index points in the national average index, which put it in third place in the category “Infrastructure”. Sweden's good position is due in particular to an eight percent improvement in “Mobile phone penetration” to 119 percent. It also made progress in “Broadband penetration in the population”, with improved penetration of approximately 1.5 percentage points to just under 32 percent and improved penetration in “Computer penetration in households”, up four percentage points to 87 percent.

#### Applications – 4<sup>th</sup> place ↓

Denmark and Sweden suffered the largest drops in ranking and index point development in the national average in “Applications”. Sweden fell from second to fourth place after its national index fell four points to 86 points. It ceded its world leadership in “Internet use in the population” to Norway for the first time, which was reflected in a fall in its average performance. With 99 index points each, “Internet use in companies” and “Availability of e-Government services” are both only slightly behind the world leader.

Fig. 5.3.12a: Significance of the Swedish ICT market as of 2008  
Poor performance in the key indicators “ICT exports” and “Global market share”

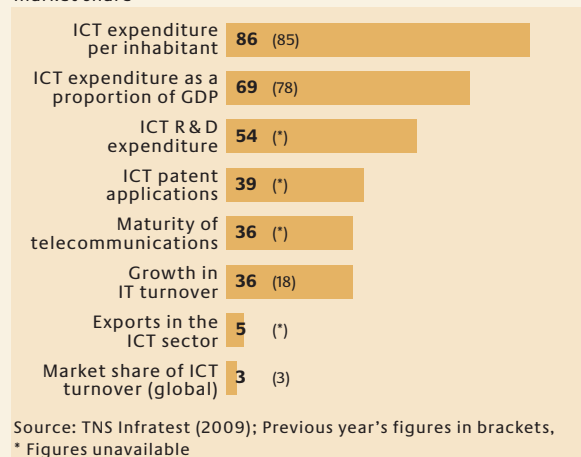


Fig. 5.3.12b: State of development of Sweden's infrastructure as of 2008

Good to very good performance throughout in the category “Infrastructure”

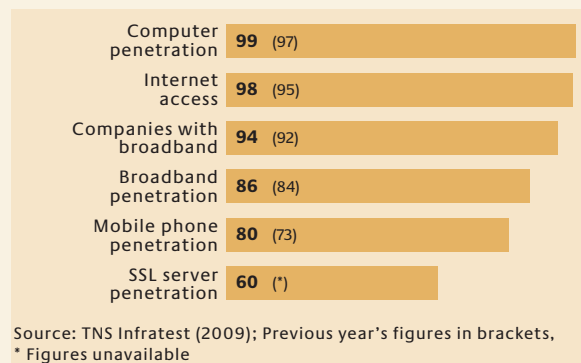


Fig. 5.3.12c: Maturity of the Swedish applications sector as of 2008

Outstanding performance in “Internet use” and “Availability of e-Government”

