

### 5.3.15 Country profile – USA

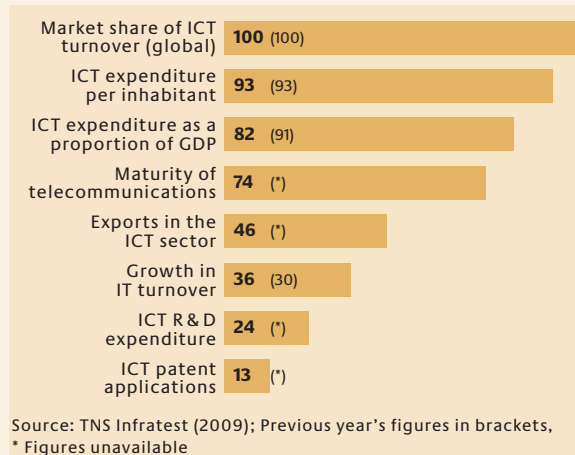


As expected, the USA remained global leader on the ICT markets in 2008. The world's largest ICT nation achieved an average performance of 81 index points (or 81 percent) in 21 key performance indicators out of a best possible performance of 100 points (100 percent). This places the USA well ahead of the other ICT nations. However, the USA was unable to improve its performance in terms of index points compared with the previous year. The USA is global market leader in one key indicator per category: “Market share of ICT turnover in global market”, “SSL server penetration” and “Internet use by companies”.

#### Market development – 1<sup>st</sup> place →

Compared to the 15 top ICT nations, the USA is world leader across all key indicators, with an aggregate national average index of 77 points. In second place, Japan trailed 24 points behind. However, the USA's performance was down by two index points compared to the previous year. The biggest changes in the USA's performance compared with the previous year were in “ICT expenditure as a proportion of GDP” (down nine index points relative to the other 14 ICT nations) and “Growth in IT turnover” (up six index points). The USA is world leader in the ICT markets.

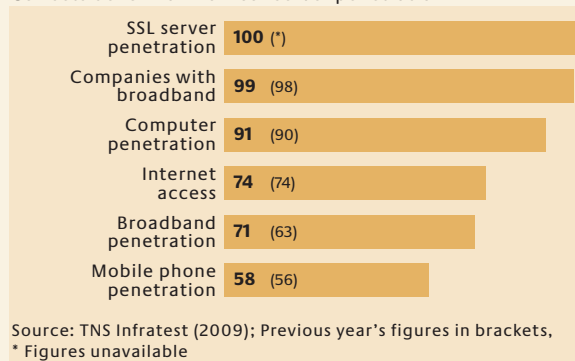
Fig. 5.3.15a: Significance of the US ICT market as of 2008  
USA world leader in “Market share of ICT turnover in the global market”



#### Infrastructure – 7<sup>th</sup> place ↓

With an average of 81 index points in the category “Infrastructures”, the USA has only a slight lead over Europe (78 points). The Asian ICT industries achieved 45 points. The USA is in seventh place, which represents a drop of one place or two index points compared with the previous year. In “Broadband connections in the population” it achieved 26 percent, and 87 percent in “Mobile phone”. It also had 80 percent in “Computer penetration in households” and 64 percent in “Internet access in households”. It is world leader in “SSL server penetration”.

Fig. 5.3.15b: State of development of the USA's infrastructure as of 2008  
USA sets benchmark for “SSL server penetration”



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

In 2008, despite a drop of one index point to 88 index points compared to the previous year, the USA was able to move up one position to third place relative to the other ICT nations. The USA ceded its world leadership in “Purchases by companies via the Internet” to Germany. The USA's performance in this category was 14 index points behind Germany (86 index points). The USA set the global benchmark and is world leader in “Internet use in companies”.

Fig. 5.3.15c: Maturity of the American applications sector as of 2008  
Good performance in the category “Applications”

