

Belgian Statistics on digital technologies**TelephoneCalls**

	2000	2001	2002	2003
Fixed		5.133.128		
Mobile		7.690.000		

Telephone Connections / 100 habitants

Fixed	50,1
Mobile	75,1

Internet Connections

Total	1.786.103
Private Free Internet Connections	598,256
Private Paying Internet Connections	
Non Broadband	139,155
Broadband (Cable+ADSL)	765,229

Internet Users

2.881.000

Televisionsets

3.556.235

CaTV Connections

3.814.949

PC's/100 habitants

36

Other technologies Penetration in the home

Gsm	69,4%
PC	44,6%
CD-Rom Drive	31%
Gameconsole	21%
Laptop	7%

28,1%

DVD-player	3%
ISDN	4%
PDA	3%

Current sales in
stores = 70%DVD**Top 10 Professional+Private Applications on internet**

e-mail	33,4%
Search engines use	24,7%
Specific info search	24,3%
Downloads	15,0%
Telephone number search	10,7%
Surfing	10,3%
SMS	7,9%
Instant messaging	4,7%
Mailing List subscriptions	4,1%
on-line banking	3,8%

Some Denmark figures on Market potential of digital technologies in the Home

as at April 2003

- 85% own mobile phone
- ? digital camera
- 79% own PC
- 41% own PC equipped with DVD drive
- External Networks
- 66% have Internet access;
- 17% have ADSL connection (2% 2 years ago)

Some FRENCH figures on Market of digital technologies in the Home

as at April 2003

- 64% own mobile phone end 2002 [source ART]
21M end 1999, 30M end 2000, 37 end 2001 [source INSEE]
 - digital camera : no figures
 - 42% own PC Q1/2003 [source Médiamétrie]
 - DVD drive : no data
 - External Networks
 - 27% have Internet access Q1/2003 [source Médiamétrie]
 - 20% of them have ADSL connection [source AFA]
- Best in for to be found on "Mediamétrie.fr"

Some German figures on Market potential of digital technologies in the Home

as at April 2003

- 75% own mobile phone
- 15.9% digital camera (6.8% 2 years ago)
- 70% own PC
- 37% PC are equipped with DVD drive (threefold increase in 2 years); 10% of PC have even DVD writer
- External Networks
- 53% have Internet access; potential short/medium term increase fell to 11.9%
- 18% have ADSL connection (2% 2 years ago)

Norwegian figures on Digital Technologies

Info collected among some market players – not public figures

German figures: Services

- Internet is being accessed several times a week
- 7mio of the 27mio Internet users download music from Internet
- Internet serves preferably for information retrieval of information related to
 - Tourism
 - School and university studies
 - Events
 - Product information
 - News
- To be paid information has generally lost in appeal by 60%

German figures: Services etc.

- however people are ready to pay for Internet services
 - classified ads (+48%)
 - medical counsel (+40%)
 - newspaper articles (+33%)
- buying via Internet has increased tremendously by 4.5 mio within less than one year to 21 mio
 - due to the ease to get comparable information
 - for bargain hunting
 - good access to mail-order house, in particular Amazon, but also the traditional ones
 - preferred products with substantial increase are sports ware, fashion and even pharmaceutical goods

- **Mobil phones** – 3.800.000 subscribers, penetration rate approximately 85%
- Use of SMS is huge, only overcome by South-Korea. (no figures)
- The use is mostly ordinary phone calls, but ordering and paying tickets, as well as WAP-surfing are increasing

- **Computers and Internet** – almost every home has one or more PC's.
- 25% have DVD drives and CD/RW
- 70% are connected to Internet
- 15% are connected via ADSL, only a few via analog modem – the rest is via ISDN
- If Internet access at the job is counted – 90% have access to Internet

- **Computers and Internet** –
- The main use is email, info-surfing, bank-services, shopping and education.
- Expected growth in Internet access is 5,6% / year until 2005.
- Nearly 50% do shopping at Internet
- It has been identified 127 ISP's, with a few market leaders.
- The market estimate/year – appr. EUR 153.000.000

Statistics Finland

Penetration of selected household equipment 1994 - 2001

Year	VCR	CD player	Pelikone	PC	Mobile phone	CD-ROM	Modem	Internet	DVD player	Digital TV/ set top box
1994	59	31	13	17	13			5		
1995	61	36	13	19	18			7		
1996	62	45	13	23	42	12	10	7		
1997	71			35	63	21	16	13		
1998	71	61		38	73	27	21	19		
1999	74	67		44	79	35	26	26		
2000	78	76		48	88	40	31	32	5	
2001	78	78		51	90	44	35	37	9	2

Source: Statistics Finland, Household surveys and Consumer barometers

Access to information technology 1997 -2001 (Spring)

Do you have access to, or do you use...

Do you have access to, or do you use (from home, from workplace, from place of study)...

Finland
%

	1997	1998	1999	2001
A computer	44	44	50	56
A CD-ROM-reader	22	25	29	34
A modem	22	23	39	28
The Internet or the WWW	25	31	37	47

EU15
%

	1997	1998	1999	2001
A computer	32	35	35	45
A CD-ROM-reader	17	21	23	31
A modem	9	12	17	25
The Internet or the WWW	8	12	14	30

Source: Eurobarometer, Reports N.o.47(1997) & 49(1998) & 51 (1999) & 55 (2001)