

# Connectivity Scorecard 2011

## Austria



	Score	Weight
<b>Consumer Infrastructure</b>	0.64 (0.95)*	0.11
<b>Consumer Usage and Skills</b>	0.55 (0.79)*	0.11
<b>Business Infrastructure</b>	0.68 (0.86)*	0.46
<b>Business Usage and Skills</b>	0.63 (0.83)*	0.22
<b>Public sector Infrastructure</b>	0.38 (0.79)*	0.06
<b>Public sector Usage and Skills</b>	0.53 (0.79)*	0.03

\*The score of the leading performer for this component

Table 1: Component Scores & Weights 2011

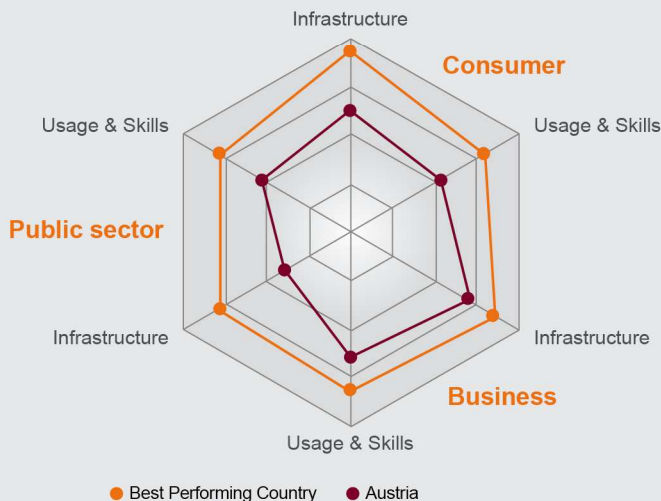


Fig 1: Component Scores 2011

### Overview

Austria makes its first appearance on the Connectivity Scorecard in 2011, and scores 6.27 to rank 12<sup>th</sup> amongst the Innovation-driven<sup>1</sup> economies.

The country is a middle ranking performer with a few scores swaying to the two extreme ends of the index. The country performs best on various measures of consumer and business mobile adoption and usage. There is however scope for significant improvement in its consumer and business broadband penetration. Overall, Austria's performance is perhaps just a bit weaker than one might expect on the basis of the generally strong correlation of Connectivity Scorecard scores with the country's GDP per capita.

### Strengths

Austria performs best on various mobile-related measures. The country is amongst the leading nations in terms of 3G coverage and penetration, wireless penetration, mobile voice usage, and wireless internet usage.

The country also performs strongly on several measures of business infrastructure. Its installed base of personal computers and business uptake of mobile data and enterprise telephony are at par with any other country in Europe. On the business usage front, almost 80% of Austrian businesses have a website.

Austria has no notable public sector strengths and puts in an average performance on almost all measures.

<sup>1</sup> As defined by The World Economic Forum [www.weforum.org](http://www.weforum.org)

## Weaknesses

Austria's "weaknesses" more accurately describe the areas that are "less strong". On the consumer side, fixed broadband penetration is barely 50% (per 100 households) compared to rates of 60%-80% in most of Western Europe. Coupled with this, moderate connection speeds and the percentage of IP addresses above 5 Mbps are below average. While the argument might be made that Austria's relatively weak fixed broadband penetration is compensated by high uptake of mobile broadband, the two are not perfect substitutes yet. Further, it is unclear whether wireless broadband networks will be capable of delivering the very high speeds that may one day become economically useful.

Austria's business sector scores are generally reasonable, but business uptake of broadband seems somewhat weaker than in comparable countries such as Germany. Similarly Austria's government sector scores are for the most part reasonable with the single exception of its ranking on the UN's e-government services index.

## Conclusions

Austria performs reasonably well and the country's score on most measures is broadly in line with what could be expected based on its per capita GDP. The country ranks amongst the leading countries on many measures of mobile adoption and usage. On the other hand, Austria scores worse on many broadband measures than one might expect otherwise. There appears to be some scope for boosting business investment in ICT and adoption of new technologies.

## 2011 vs. 2010

Austria is a new addition to the Connectivity Scorecard for 2011 and so there are no 2010 results to compare the 2011 scores with. Details of the methodology used this year is available in Connectivity Scorecard 2011 Report.<sup>2</sup>

## About Connectivity Scorecard

The Connectivity Scorecard is a global ICT index which, unlike other available research, is the first of its kind to rank countries in terms of "useful connectivity". That is, not only on the deployment of ICT infrastructure but also to measure the extent to which consumers, businesses

Rank [*]	Country	Connectivity Score
1 [1]	Sweden	7.84
2 [2]	United States	7.82
3 [4]	Denmark	7.47
4 [5]	Netherlands	7.45
5 [3]	Norway	7.09
6 [8]	United Kingdom	7.06
7 [7]	Australia	6.93
8 [9]	Canada	6.88
9 [6]	Finland	6.78
10 [11]	Singapore	6.40
11 [15]	Belgium	6.31
12 [n/a]	Austria	6.27
13 [17]	Germany	6.27
14 [12]	Ireland	6.08
15 [18]	France	6.06
16 [10]	Japan	5.89
17 [16]	New Zealand	5.84
18 [13]	Korea	5.80
19 [20]	Spain	5.09
20 [19]	Czech Republic	4.93
21 [21]	Portugal	4.80
22 [22]	Italy	4.79
23 [23]	Hungary	4.50
24 [24]	Poland	4.26
25 [25]	Greece	4.22

\*last year's rank in parenthesis

Table 2: Connectivity Scorecard 2011 Results – Innovation-driven Economies

and the public sector "make use" of connectivity technologies to enhance social and economic prosperity. This "useful connectivity" is defined as the bundle of infrastructure, complementary skills, software and informed usage that makes ICT the key driver of productivity and economic growth.

Commissioned by Nokia Siemens Networks, the study was created by Professor Leonard Waverman, Dean, Haskayne School of Business, University of Calgary, and Fellow, London Business School. The study was conducted by the consulting firms Berkeley Research Group and Commuicea.

For more information on the Connectivity Scorecard, visit [www.connectivityscorecard.org](http://www.connectivityscorecard.org)

<sup>2</sup> For more information download the Connectivity Scorecard 2011 Report from [www.connectivityscorecard.org](http://www.connectivityscorecard.org)

### **Business Contact**

Kim Jones  
Nokia Siemens Networks  
[kim.jones@nsn.com](mailto:kim.jones@nsn.com)

### **Media Contacts**

Riitta Mard, Media Relations  
Nokia Siemens Networks  
[riitta.mard@nsn.com](mailto:riitta.mard@nsn.com)

Tomasz Zareba, Communications  
Nokia Siemens Networks  
[tomasz.zareba@nsn.com](mailto:tomasz.zareba@nsn.com)