

Connectivity Scorecard 2011

Norway



	Score	Weight
Consumer Infrastructure	0.64 (0.95)*	0.10
Consumer Usage and Skills	0.79 (0.79)*	0.10
Business Infrastructure	0.67 (0.86)*	0.40
Business Usage and Skills	0.78 (0.83)*	0.30
Public sector Infrastructure	0.73 (0.79)*	0.06
Public sector Usage and Skills	0.75 (0.79)*	0.04

*The score of the leading performer for this component

Table 1: Component Scores & Weights 2011

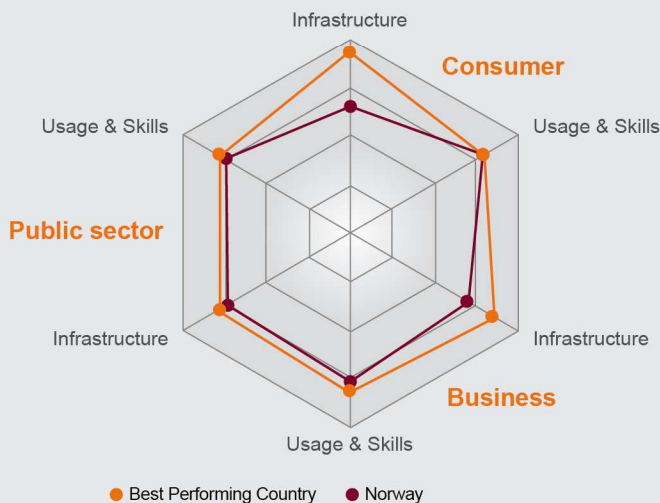


Fig 1: Component Scores 2011

Overview

Norway scores 7.09 and slips two places to rank 5th among the Innovation-driven¹ economies on the Connectivity Scorecard 2011 index.

Norway is however one of the most consistent performers this year, though its score is noticeably lower than last year's score of 7.74. Moreover, in comparison to Sweden, Norway tends to trail on most measures of infrastructure deployment and penetration.

Norway's overall performance is somewhat unusual in that it's relatively (and the emphasis here is on relative) modest scores on consumer and business infrastructure are compensated by excellent scores on the consumer and business usage components of the Scorecard. In addition, Norway's scores in government ICT infrastructure and usage are equally impressive.

Strengths

Although Norway's consumer infrastructure score is only moderate, it is the leading performer on the consumer usage and skills component of the scorecard. The country tops the table in terms of internet users per 100 inhabitants and the proportion of people that use internet-based services such as online banking and shopping. Norway is also the leading user of wireless internet and performs well on other measures of mobile voice and text usage.

From a business perspective, Norway is a leading performer in terms of IT services and corporate data spending. The country also employs a relatively high number of people in scientific and technical fields.

Norway's government sector is an area of particular strength with strong scores on virtually all indicators.

¹ As defined by The World Economic Forum www.weforum.org

The country's overall performance was bettered only by Sweden, Denmark and the USA. Per capita government spending on IT hardware, software, communications and services is amongst the highest in Europe. Norway also ranks very highly on the European Commission's measures of the percentage of population and enterprises using e-government services. These rankings are supported by the results of the UN's e-government service index.

Weaknesses

Norway exhibits some weakness in both the consumer and business infrastructure components of the scorecard. On the consumer component, 3G coverage and penetration are somewhat lower compared to other nations such as the U.K., USA, Australia, and New Zealand. All these countries have a higher proportion of their mobile users on 3G than Norway, to say nothing of Japan and Korea), although this may well be driven by geographic and demographic factors. Also, wireless telephone penetration as measured by "unique user" penetration of devices is also lower in comparison to other European countries - , whether northern, southern or eastern.

On the business side, Norway performs relatively weakly in terms of business usage of mobile data² services and enterprise telephony. On these measures, Norway not only lags behind its Nordic peers, but is also behind rest of Europe. In addition, ICT Investment by Norwegian businesses is lower on a per capita basis than in Sweden, Finland and Denmark.

Conclusions

In a nutshell, Norway is a strong overall ICT performer and with a ranking of 5th on the Connectivity Scorecard is one of the most "well-connected" nations globally. The country does however have some areas of slightly "soft" performance in consumer and business infrastructure and progress in these areas would push the country towards the top of the scorecard rankings. Increased investment in ICT by the Norwegian business sector would also go a long way in assisting the country to keep up with its Nordic peers.

2011 vs. 2010

Norway ranks 5th this year with a score of 7.09 as compared to last year's ranking of 3rd with a score of 7.74.

² This is defined as the number of "enterprise lines used for data" divided by the total population. Again, there is a potential issue of cross-country inconsistency in terms of what is being counted as an "enterprise" line.

Rank [2010]	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

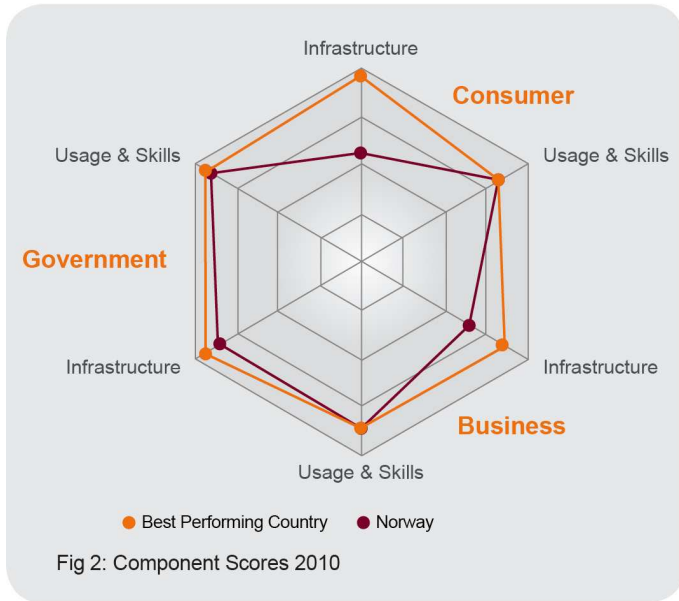
*last year's rank in parenthesis

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

For most countries, the updated weights used this year³ had little impact on their score. But for Norway, the impact was more significant than for most: the score would have been 7.34 had the report used last year's weights. However, the change in scorecard component scores, especially a fall in the scores of government infrastructure and usage and skills, is of more significance.

The decrease in many countries' government sector scores is due to the inclusion of additional metrics on public sector or quasi-public-sector investments in IT hardware, software and IT services. These new metrics created additional dispersion in country scores, with some country scores on the "public" or "government" subcategories falling substantially. The U.S. and some other countries did not experience this decline, whereas many countries like Norway did. Norway's performance on most of these new government measures is still relatively strong, but not as strong as it was on some of the measures

³ For more information download the Connectivity Scorecard 2011 Report from www.connectivityscorecard.org



included in the 2010 edition of the Connectivity Scorecard.

The Connectivity Scorecard is based on comparative scores between countries, and, therefore, each country's performance is measured in relation to the best performing nation in each component at a given point of time. As with other indices of relative rankings, it is difficult to interpret the Scorecard in terms of absolute "improvements" or "deteriorations" and to make comparisons of scores over time.

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 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 Communicea.

For more information on the Connectivity Scorecard, visit www.connectivityscorecard.org

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