

# Audio-Visual Equipment and Communication Technology

| COUNTRY                   | TV FLAT SCREEN | TV HIGH DEFINITION | PC                        | MOBILE                    | INTERNET USER             | BROADBAND                 |
|---------------------------|----------------|--------------------|---------------------------|---------------------------|---------------------------|---------------------------|
|                           | (in % of TVHH) | (in % of TVHH)     | (in % of HH)              | (in % of Pop.)            | (in % of Pop.)            | (in % of HH)              |
| AUSTRIA                   | 22.0%          | 14.0%              | 65.1%                     | 86.4%                     | 60.3%                     | 43.3%                     |
| BELARUS                   | n.a.           | n.a.               | n.a.                      | 85.3%                     | 33.0%                     | 6.8% <sup>1</sup>         |
| BELGIUM                   | 18.2%          | n.a.               | 65.0%                     | 80.5%                     | 64.7%                     | 60.6%                     |
| BULGARIA                  | 26.7%          | n.a.               | n.a.                      | 72.2% <sup>2</sup>        | 34.3%                     | 15.2% <sup>3</sup>        |
| CROATIA                   | n.a.           | n.a.               | 49.5%                     | n.a.                      | n.a.                      | 29.2%                     |
| CYPRUS                    | n.a.           | n.a.               | n.a.                      | 96.0%                     | 49.0%                     | n.a.                      |
| CZECH REPUBLIC            | 17.6%          | n.a.               | 47.7%                     | 87.9% <sup>4</sup>        | 54.0% <sup>4</sup>        | 33.1%                     |
| DENMARK                   | 43.4%          | n.a.               | 75.9%                     | 91.8%                     | 85.0%                     | 65.4%                     |
| ESTONIA                   | n.a.           | n.a.               | 57.1%                     | 93.5%                     | 66.1%                     | 51.6%                     |
| FINLAND                   | 34.0%          | n.a.               | 79.0%                     | n.a.                      | 78.0%                     | 68.0%                     |
| FRANCE                    | 39.8%          | 30.4%              | n.a.                      | 91.3% <sup>5</sup>        | 63.0%                     | 53.8%                     |
| GERMANY                   | n.a.           | n.a.               | 68.0%                     | 117.6% <sup>5</sup>       | 64.4%                     | 54.3%                     |
| GREECE                    | n.a.           | n.a.               | 37.0% <sup>6</sup>        | 110.3% <sup>3</sup>       | 41.0%                     | 33.0%                     |
| HUNGARY                   | 8.0%           | n.a.               | 44.5%                     | 87.0%                     | 43.2%                     | 30.2%                     |
| ICELAND                   | n.a.           | n.a.               | 90.4%                     | 97.2%                     | 91.0%                     | 97.0% <sup>3</sup>        |
| IRELAND                   | 29.0%          | 20.0% <sup>7</sup> | 59.0%                     | 121.0% <sup>5</sup>       | 64.0% <sup>8</sup>        | 39.0%                     |
| ITALY                     | n.a.           | n.a.               | 50.1%                     | 93.5%                     | 42.2%                     | 27.6%                     |
| LATVIA                    | n.a.           | n.a.               | 57.1%                     | 90.5% <sup>9</sup>        | 54.9%                     | 41.5%                     |
| LITHUANIA                 | n.a.           | n.a.               | 42.0%                     | 144.0% <sup>3,5</sup>     | 48.7% <sup>3</sup>        | n.a.                      |
| LUXEMBOURG                | n.a.           | n.a.               | 82.8%                     | 100.0% <sup>5</sup>       | 74.7% <sup>10</sup>       | 76.2%                     |
| MACEDONIA                 | n.a.           | n.a.               | 45.6%                     | 78.7% <sup>5</sup>        | 41.5%                     | 23.1%                     |
| NETHERLANDS               | 31.2%          | n.a.               | n.a.                      | 112.0% <sup>5</sup>       | 83.4%                     | n.a.                      |
| NORWAY                    | 57.0%          | 55.0%              | 82.6%                     | 110.0% <sup>5</sup>       | 86.2%                     | 78.6%                     |
| POLAND                    | 15.3%          | n.a.               | 41.2%                     | 75.3%                     | 45.1%                     | 32.2%                     |
| PORTUGAL                  | n.a.           | n.a.               | 59.2%                     | 88.7% <sup>11</sup>       | 48.8% <sup>7</sup>        | 48.6%                     |
| ROMANIA                   | n.a.           | n.a.               | n.a.                      | 66.3%                     | 23.1%                     | n.a.                      |
| RUSSIA                    | n.a.           | n.a.               | 46.0%                     | 114.6% <sup>3,5</sup>     | 35.0% <sup>10</sup>       | n.a.                      |
| SERBIA                    | 5.9%           | n.a.               | 38.2%                     | 60.4% <sup>5</sup>        | 21.1%                     | 11.3%                     |
| SLOVAKIA                  | n.a.           | n.a.               | 75.8%                     | 97.8%                     | 69.7%                     | 36.7%                     |
| SLOVENIA                  | 15.5%          | n.a.               | 65.0%                     | 95.0% <sup>3</sup>        | 58.0%                     | 50.0%                     |
| SPAIN                     | 29.3%          | 4.9%               | 56.0%                     | 84.6%                     | 46.8%                     | 28.9%                     |
| SWEDEN                    | 39.8%          | 21.5%              | 74.2%                     | 112.0% <sup>5</sup>       | 83.0%                     | 83.6%                     |
| SWITZERLAND               | 40.2%          | 26.1%              | 81.9%                     | 87.4%                     | 76.1%                     | 65.0%                     |
| TURKEY                    | n.a.           | n.a.               | 35.2%                     | 70.9%                     | 27.7%                     | 14.8% <sup>3</sup>        |
| UKRAINE                   | n.a.           | n.a.               | 20.0%                     | 71.4%                     | 15.4% <sup>4</sup>        | n.a.                      |
| UNITED KINGDOM            | 49.4%          | 30.2%              | 73.2%                     | 90.2%                     | 76.5% <sup>7</sup>        | 57.3%                     |
| <b>Total Europe</b>       | <b>n.a.</b>    | <b>n.a.</b>        | <b>53.4%<sup>12</sup></b> | <b>94.0%<sup>13</sup></b> | <b>47.9%<sup>14</sup></b> | <b>43.0%<sup>15</sup></b> |
| <b>EU 26<sup>16</sup></b> | <b>n.a.</b>    | <b>n.a.</b>        | <b>60.6%<sup>17</sup></b> | <b>94.3%<sup>18</sup></b> | <b>57.4%<sup>18</sup></b> | <b>45.9%<sup>19</sup></b> |
| JAPAN                     | 43.9%          | n.a.               | 85.9%                     | 75.4%                     | 75.3% <sup>20</sup>       | 73.4%                     |
| UNITED STATES             | n.a.           | 45.4%              | 80.9%                     | 86.8%                     | 71.0% <sup>3</sup>        | 59.0% <sup>21</sup>       |

<sup>1</sup>250 000 households; <sup>2</sup>Based on target group Adults 15+ and includes pre-paid mobile phones as well; <sup>3</sup>Data from 2007; <sup>4</sup>Adults 16+; <sup>5</sup>Figure is calculated on the number of private mobile phone contracts, in reference to the total population. One person can have more than one contract. <sup>6</sup>Data from 2006; <sup>7</sup>Regarding newest TV set only; <sup>8</sup>Adults 15+; <sup>9</sup>Adults 15-74; <sup>10</sup>Individuals 12+; <sup>11</sup>Individuals 10+ living in Portugal Mainland; <sup>12</sup>Average without Belarus, Bulgaria, Cyprus, France, Netherlands and Romania; <sup>13</sup>Average without Croatia and Finland; Note: In some countries figures are above 100% due to calculation (number of private mobile phone contracts in reference to the population). <sup>14</sup>Average without Croatia; <sup>15</sup>Average without Cyprus, Lithuania, Netherlands, Romania, Russia and Ukraine; <sup>16</sup>Without Malta; <sup>17</sup>Average without Bulgaria, Cyprus, France, Netherlands and Romania; <sup>18</sup>Without Finland; Note: In some countries figures are above 100% due to calculation (number of private mobile phone contracts in reference to the population). <sup>19</sup>Without Cyprus, Lithuania, Netherlands and Romania; <sup>20</sup>Individuals 6+; <sup>21</sup>For residential

Source: IP NETWORK, local institutes