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New Study Shows Rising Competition for Global IT Leadership

IT scorecard identifies the leaders and outlines the critical factors driving IT competitiveness around the world

Washington, DC, September 16, 2008 – A new study reveals increasing international competition for providing the most competitive conditions for the information technology (IT) industry.

The United States continues to rank first in the world in the annual IT industry competitiveness index, which was written by the Economist Intelligence Unit, the business information arm of The Economist Group, and sponsored by the Business Software Alliance (BSA). However, Taiwan, Sweden and Denmark have moved into the top five and they and others are quickly closing in on the United States as the most competitive market. The study, now in its second year, assesses and compares the information technology (IT) industry environments of 66 economies to determine the extent to which they enable IT sector competitiveness. The top ten in the 2008 study are the US, Taiwan, United Kingdom, Sweden, Denmark, Canada, Australia, South Korea, Singapore, and the Netherlands.

Although the top 20 economies remain the same from one year ago, nine moved up and 11 moved down in the rankings. Taiwan, ranked sixth in 2007, leaped to second-place in 2008 thanks to strong performance in research and development (R&D). Other big gains were in Denmark, up from eighth to fifth place, as a result of a stronger business environment, investments in IT infrastructure, and improvements in human capital; Canada, up from ninth to sixth place; and Singapore, up from 11th to ninth place.

Robert Holleyman, president and CEO of BSA, welcomed the report and the attention to competitiveness around the world, but urged policymakers to guard against indifference and complacency.

"This year's Index shows that IT competitiveness rankings can change very quickly," Holleyman said. "The gap between nations is narrowing as many economies are becoming more competitive. Strong leadership and sound policies are needed in order to provide a strong foundation for growth and innovation.

"A strong tech industry is crucial to an economy's ability to address almost every economic and social challenge," Holleyman added. "The tech sector remains one of the primary engines of a global economy. This index provides a guide to how governments can keep that engine running smoothly to ensure innovation and progress in the future."

Six Key Competitiveness Enablers

According to the Economist Intelligence Unit, six factors combine to create a sound environment for the IT sector, including an ample supply of high-skilled workers; an innovation-friendly culture; world-class technology infrastructure; a robust legal regime that protects intellectual property such as patents and copyrights; an open, competitive economy; and government leadership that strikes the right balance between promoting technology and allowing market

forces to work. Those economies that perform well in these six “competitiveness enablers” generally are home to high-performance IT industries, which contribute more than 5% to the gross domestic product of many advanced nations.

Key findings of the research include the following:

- **Investing in people is mission-critical for domestic IT industries.** Sourcing talent will be among the toughest challenges IT producers will face in the coming years.
- **Competitive broadband markets help cultivate strong IT sectors.** Without fast, reliable and secure Internet access, technology firms cannot interact effectively with their partners and the research community, nor can they sell their services online.
- **A legal environment that protects intellectual property rights (IPR) and takes a robust approach to cyber security is essential.** The US, Australia and Western European countries have the most effective systems in place to address IPR protection and cyber security, but gradual improvements are also evident in other nations.
- **East Asia boasts the strongest R&D environments.** Dynamic innovation, supported by a strong R&D environment, is a major contributor to IT industry competitiveness.
- **International partnerships and the Internet will promote R&D.** Global IT “ecosystems,” online or otherwise, that bring together talent, technology, venture capital, and good universities, supported by a risk-taking ethos, will be the best incubators of innovation.

Chart: Top 20 countries in IT competitiveness:

Country	Score	2008 rank	2007 rank	Country	Score	2008 rank	2007 rank
USA	74.6	1	1	Switzerland	62.3	11	10
Taiwan	69.2	2	6	Japan	62.2	12	2
UK	67.2	3	4	Finland	61.5	13	13
Sweden	66.0	4	7	Norway	59.7	14	14
Denmark	65.2	5	8	Ireland	59.4	15	15
Canada	64.4	6	9	Israel	56.7	16	20
Australia	64.1	7	5	N Zealand	56.6	17	17
South Korea	64.1	8	3	Austria	56.1	18	19
Singapore	63.4	9	11	Germany	55.4	19	16
Netherlands	62.7	10	12	France	54.3	20	18

Source: How *technology sectors grow: Benchmarking IT industry competitiveness 2008*, is available free of charge at www.eiu.com/sponsor/BSA/technologysectors or www.bsa.org/globalindex.

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About the Business Software Alliance

The Business Software Alliance (www.bsa.org) is the foremost organization dedicated to promoting a safe and legal digital world. BSA is the voice of the world's commercial software industry and its hardware partners before governments and in the international marketplace. Its members represent one of the fastest growing industries in the world. BSA programs foster technology innovation through education and policy initiatives that promote copyright protection, cyber security, trade and e-commerce.

About the Economist Intelligence Unit

The Economist Intelligence Unit is the business information arm of The Economist Group, publisher of *The Economist*. Through our global network of over 650 analysts, we continuously assess and forecast political, economic and business conditions in 200 countries. As the world's leading provider of country intelligence, we help executives make better business decisions by providing timely, reliable and impartial analysis on worldwide market trends and business strategies.

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