

Greek ICT market

	2006	2007	2008	2009	2010	2006 -2007	2007 -2008	2008 -2009	2009 -2010
IT Equipment	793	827	896	951	967	4.3%	8.3%	6.1%	1.7%
Software	515	543	566	578	583	5.4%	4.2%	2.1%	0.9%
IT Services	872	910	942	963	975	4.4%	3.5%	2.2%	1.2%
Total IT	2,179	2,281	2,404	2,492	2,522	4.7%	5.4%	3.7%	1.2%
Telecom end-user equipment	581	587	580	548	557	1.0%	-1.2%	-5.5%	1.6%
Network Equipment	845	886	844	946	1,027	4.9%	-4.7%	12.1%	8.6%
Carrier Services	6,078	6,552	6,834	6,992	7,155	7.8%	4.3%	2.3%	2.3%
Total telecommunications	7,504	8,025	8,258	8,485	8,738	6.9%	2.9%	2.7%	3.0%
Total ICT	9,683	10,306	10,663	10,977	11,260	6.4%	3.5%	2.9%	2.6%

Table 1. ICT market in Greece, value € million, * estimation,
Source: EITO in collaboration with PAC, Idate and GfK, analysis by SEPE, 2009

The Greek ICT market value will reach €11.2 billion and the growth rate for the period 2009 - 2010 is estimated to reach 2.6%

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In details, regarding the IT segment, the Greek IT Equipment segment, in 2008 - 2009, is estimated to have a 6.1% growth rate and this market's value in 2009 is estimated at €951 million. The fact that the PC users average in our country is less than the corresponding European average, creates hope for the development of this specific market that has entered a recession, leaving behind the excellent performance of the period 2007 - 2008. According to EITO, the demand for notebooks and cheaper desktops along with the Government's initiatives for strengthening the penetration of computers in the new generation improves the situation. Especially for the category of Notebooks, which dominates at the time both the wholesale and the retail of the IT

businesses, during the period 2008 - 2009 the growth rate is estimated at 15.3% and for 2009 - 2010 is expected at around 2.9%. In regards to items' sales, it is noted that in 2009, 333,685 Desktop PCs and 701,256 Notebooks will be sold in Greece. The value of these items is estimated at €126 million and €384 million respectively.

EITO is projecting a 2.1% growth rate for the Greek Software market during 2008 - 2009, reaching a volume of €578 million. For the period 2009 - 2010 the market is estimated to move per 0.9 % and its value to reach up to €583 million. The local public sector with its tendency to drive technologies and innovation continues to demand IT applications, being the top IT spender. The demand for IT Applications, even in areas affected by the crisis, such as tourism and industry, is one of the reasons for maintaining the positive growth rate in the sector, as EITO's analysts point out. System Infrastructure Software and Business Intelligence Solutions also maintain a positive growth rate. The IT Services Greek Market recorded

an annual growth of 3.5% in 2008. For the period 2008 - 2009 this market is estimated to have a growth rate of around 2.2% and its value will reach the amount of €963 million in 2009. In 2010 the market's value is estimated at €975 million and its growth rate at 1.2%. The Project Services remain the major pillar of the IT services market versus the Maintenance market. The contribution of Outsourcing Services is also significant in this market's course. Further, the Maintenance segment value in 2009 is projected to reach €195 million; the Project Services to reach €529 million and the Outsourcing Services market is estimated to reach €239 million. In 2010 the amounts will be established as follows: €196 million for the Maintenance Service Systems market, €523 million for the Project Services and €256 million for the Outsourcing Services.

In the Telecommunications segment, the investments in IPTV solutions will continue both in 2009 and 2010. The increased demand for broadband

