



## PRESS RELEASE

18<sup>th</sup> January 2010

### European ICT Industry identifies seven key action areas to fully exploit the potential of the ICT sector for European citizens and businesses

#### Joint industry contribution to the Spanish Presidency Digital Europe Strategy

*Madrid, Spain* – At a meeting held today by the Spanish State Secretariat for Telecommunications and Information Society, leading associations representing the European ICT industry – accounting collectively for more than €700 billion of revenue and 6 million employees – jointly called on EU leaders to take further action in order to enable business and society to fully benefit from ICT in terms of productivity, social welfare and sustainability.

In an unprecedented move, industry representatives worked under the guidance of former EP President Enrique Baron Crespo - appointed by the Spanish State Secretariat as co-ordinator of the joint industry initiative- to deliver a series of collaborative recommendations for the Spanish Presidency Digital Europe Strategy and the new Commission's Digital Agenda. Participating EU ICT associations include BSA, Cable Europe, DIGITALEUROPE, EDiMA, ECTA, ESOA, ETNO, EuroISPA and GSMA. The following Spanish ICT associations also actively contributed to the process: AETIC, ASIMELEC, ASTEL and Redtel.

*“Already accounting for more than 40% of the productivity growth, ICT will not only play a key role in accelerating Europe's economic recovery but also its ability to move forward into the future”,* says Enrique Baron Crespo.

Broadband-based innovation has the potential to create up to one million new jobs and generate additional economic activity worth € 849 billion. The application and diffusion of ICT has the potential to reduce CO<sub>2</sub> emissions by 15%, thereby contributing to Europe's ambitious climate change objectives.

The joint industry paper unveiled today identifies seven key areas in which urgent action is needed in order for Europe to fully reap the benefits of ICT:

1. Productivity and Growth
2. Sustainability
3. Creative Content in the Digital World
4. Trust
5. Participation for all
6. Trade/Market access
7. Reduction in Administrative Burdens

*“Europe's future competitiveness will depend to a large extent on its ability to facilitate widespread take-up of ICT in both the public and private sectors. For industry, this initiative is a public recognition by the Spanish Presidency of the sector's key contribution to economic regeneration. For the sector to play its role, we call on the Commission and member states to prioritise measures that will expand the development of ICT services, products and networks throughout Europe”,* jointly declared the trade associations.

*“Deployed properly, ICTs and broadband services and networks can help reduce CO<sub>2</sub> emissions, improve delivery of public services to all, create jobs and enhance Europe's ability to compete in the global market place”,* added Enrique Baron Crespo.



The European trade associations contributing to this joint statement are:

	<p><b>The Business Software Alliance</b> (<a href="http://www.bsa.org">www.bsa.org</a>) 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. Contact: Francisco Mingorance, Senior Director +32 2 4016817 or <a href="mailto:Franciscom@bsa.org">Franciscom@bsa.org</a>. For press enquiries: Lisa Randles, Communications Director +44 20 73406088 or <a href="mailto:lisar@bsa.org">lisar@bsa.org</a>.</p>
	<p><b>Cable Europe</b> (<a href="http://www.cable-europe.eu">www.cable-europe.eu</a>), the European Cable Communications Association, is based in Brussels and groups all the leading European cable TV operators and their national trade associations throughout Europe. The aim of Cable Europe is to promote and defend the industry's policies and business interests at European and international level. The European cable TV industry provides digital TV, broadband Internet and telephony services to more than 73 million customers. Contact: Caroline Van Weede, Managing Director (+3225211763/<a href="mailto:caroline.vanweede@cable-europe.eu">caroline.vanweede@cable-europe.eu</a>). For press enquiries, contact: Gregg Svingen, Director of Communications (+3225562102/<a href="mailto:gregg.svingen@cable-europe.eu">gregg.svingen@cable-europe.eu</a>)</p>
	<p><b>DIGITALEUROPE</b> (<a href="http://www.digitaleurope.org">http://www.digitaleurope.org</a>) is the pre-eminent advocacy group of the European digital economy acting on behalf of the information technology, consumer electronics and telecommunications sectors. We are dedicated to improving the business environment, and to promoting industry's contribution to economic growth and social progress in the European Union. DIGITALEUROPE ensures industry participation in the development and implementation of EU policies. DIGITALEUROPE's members include more than 58 leading corporations and 40 national trade associations from all the Member States of EU; altogether 10,000 companies with 2 million employees and €1,000 billion in revenues. Contact: Bridget Cosgrave, Director General (+32 2 609 53 20/<a href="mailto:bridget.cosgrave@digitaleurope.org">bridget.cosgrave@digitaleurope.org</a>). Press Contact: Magali Merindol; Communication Officer, <a href="mailto:magali.merindol@digitaleurope.org">magali.merindol@digitaleurope.org</a></p>
	<p><b>ECTA</b>, the European Competitive Telecommunications Association (<a href="http://www.ectaportal.com">www.ectaportal.com</a>), represents more than 100 of the leading challenger telecom operators providing broadband, mobile and advanced communications to consumers and businesses across Europe. We work for a fair regulatory environment which allows all electronic communications providers to compete on level terms in order to multiply investment and innovation throughout an effective European internal market. The association represents the telecommunications industry to key government and regulatory bodies and maintains a forum for networking and business development. Contact: Ilsa Godlovitch, Director Regulatory Affairs (+32 2 227 27 18/ <a href="mailto:igodlovitch@ectaportal.com">igodlovitch@ectaportal.com</a>). For press enquiries, please contact: Sam Rowe (+32 475 361286/<a href="mailto:cutsforthconsult@yahoo.com">cutsforthconsult@yahoo.com</a>)</p>
	<p><b>EDiMA</b>, the European Digital Media Association (<a href="http://www.europeandigitalmediaassociation.org">www.europeandigitalmediaassociation.org</a>) is an alliance of new media and Internet companies whose members include Amazon EU, Apple, eBay, Google, Microsoft, Music Choice, Nokia, RealNetworks, Yahoo! Europe, Orange and others. EDiMA's members provide new media and Internet platforms offering users a wide range of online services, including the provision of audiovisual content, media, E-commerce, communications and information/search services. EDiMA represents the interests of the new media sector in Europe in policymaking, standards development and industry cooperative activities. Contact: Jeremy Rollison, Director, (+32(0)2 626 1990/ <a href="mailto:jeremy.rollison@europeandigitalmedia.org">jeremy.rollison@europeandigitalmedia.org</a>) For press enquiries: <a href="mailto:press@europeandigitalmedia.org">press@europeandigitalmedia.org</a></p>



**ESOA** ([www.esoa.net](http://www.esoa.net)) represents the interests of 10 European satellite operators in 8 Member States of the Union with a total turnover in excess of 3 billion euros a year – growing steadily since 2002 when the organisation was formed. The combined employment of the members is close to 4000, but satellite operators are the main customers of European manufacturers and launchers who between them, employ a further 30,000 persons across Europe and generate 5,5 billion euros in turnover. Operators own satellites and lease out capacity to a variety of users – telecommunications companies, broadcasters, Internet service providers, mobile operators and so on providing communication services from broadcasting to broadband; maritime, air, emergency & security communications; telecom and data services used by businesses, government and citizens as well as in specific applications such as transport and traffic management or telemedicine. Satellite coverage is total in the Union offering a potential broadband connection to every business and every household, no matter how remote they are from main population centres. Contact: Aarti Holla-Maini, Secretary general (+3225503575/ [sg@esoa.net](mailto:sg@esoa.net)).



**ETNO** (the European Telecommunications Network Operators' Association - [www.etno.eu](http://www.etno.eu)) is the voice of the European telecommunications network operators with over a decade of experience in shaping EU telecoms policy. The association represents 41 companies located in 35 European countries. They account for an aggregate annual turnover of more than 250 billion Euros and employ over one million people across Europe. Contact: Michael Bartholomew, Director ([bartholomew@etno.be](mailto:bartholomew@etno.be)), Fiona Taylor, Senior Adviser, Public Affairs (+ 3222193242/ [taylor@etno.be](mailto:taylor@etno.be)). For press enquiries, contact [dieu@etno.be](mailto:dieu@etno.be).



**EuroISPA** is the world's largest association of Internet Services Providers (ISPs) representing the interests of more than 1700 ISPs across the EU and the EFTA countries. EuroISPA is a major voice of the Internet industry on information society subjects such as cybercrime, data protection, e-commerce regulation, EU telecommunications law and safe use of the Internet ([www.euroispa.org](http://www.euroispa.org)). Contact: Andrea D'Incecco, Public Affairs Manager (+32 2 503.22.65/ [andrea@euroispa.org](mailto:andrea@euroispa.org)). For press enquiries, contact EuroISPA Secretariat at [secretariat@euroispa.org](mailto:secretariat@euroispa.org).



The **GSMA** represents the interests of the worldwide mobile communications industry. Spanning 219 countries, the GSMA unites nearly 800 of the world's mobile operators, as well as more than 200 companies in the broader mobile ecosystem, including handset makers, software companies, equipment providers, Internet companies, and media and entertainment organisations. The GSMA is focused on innovating, incubating and creating new opportunities for its membership, all with the end goal of driving the growth of the mobile communications industry. For more information on GSMA, please visit: Mobile World Live, the new online portal for the mobile communications industry, at [www.mobileworldlive.com](http://www.mobileworldlive.com), GSMA corporate website at [www.gsmworld.com](http://www.gsmworld.com), GSMA Europe [www.gsmeurope.org](http://www.gsmeurope.org). Contact: Martin Whitehead, Director, GSMA Europe (+32 2 792 05 50/ [MWhitehead@gsm.org](mailto:MWhitehead@gsm.org)). For press enquiries: Claire Cranton, Director, Media Relations (+44 7885 839427/ [ccranton@gsm.org](mailto:ccranton@gsm.org))

## Spanish Contributors:

	<p><b>AETIC</b> (<a href="http://www.aetic.es">www.aetic.es</a>) is the Spanish association of electronics, information technology and telecommunications companies and one of the most important and representative business organisations in Spain. It is composed of 300 individual companies and other associations. In all, AETIC represents more than 3,000 companies with more than 357,000 employees and over EUR 102 billion in revenues. AETIC's aim is to defend the common interests of its members, and promote the development of the Spanish electronics, information technologies and telecommunications sector through the generation of added value, fostering industrial activity and providing services. Contact: Jesús Banegas, President, <a href="mailto:dsumillera@aetic.es">dsumillera@aetic.es</a>, <a href="mailto:jgarcia@aetic.es">jgarcia@aetic.es</a>.</p>
	<p><b>ASIMELEC</b> (<a href="http://www.asimelec.es">www.asimelec.es</a>), the Spanish Association for the Electronics and ICT sectors, was founded in 1984 as an association of importers of electronic products. It has evolved to encompass the electronics and communications market, becoming the only association in the electronics sector comprising manufacturers, marketers, distributors and, in the case of the Telecommunications sector, installers. ASIMELEC represents over 3.000 companies that directly employ 300.000 people. Its revenues account for almost 4,5% of Spain's GDP. Its main goal is to promote and support the development of electronics and communications companies in Spain by defending the rights of its members as well as the sector's evolution. Contact: Martín Pérez, President <a href="mailto:jperez@asimelec.es">jperez@asimelec.es</a></p>
	<p><b>ASTEL</b>, the Association of Telecommunication Operators and Service Providers (<a href="http://www.astel.es">www.astel.es</a>), is composed by the premiere alternative electronic communication service operators that began operating in Spain when the telecommunication monopoly ended. Established in 1996 with the primary objective to promote the liberalization of the Spanish telecommunications market; and since has been the leading spokesperson for the new alternative operators entering the market. Contact: Antonio García, President, <a href="mailto:carmen.gonzalez@astel.es">carmen.gonzalez@astel.es</a>.</p>
	<p><b>REDTEL</b> (<a href="http://www.redtel.es">www.redtel.es</a>) is the Spanish Network Telecom Operators Association aimed to promote private investment in telecommunication networks. REDTEL member companies account for more 90% of total telecom network investment in the Spanish market. REDTEL channel telecom network operators statements to all relevant stakeholders for the best telecommunication infrastructure continue to sustain Information Society services. Contact: Miguel Canalejo, CEO, <a href="mailto:nati.rubio@redtel.es">nati.rubio@redtel.es</a>.</p>