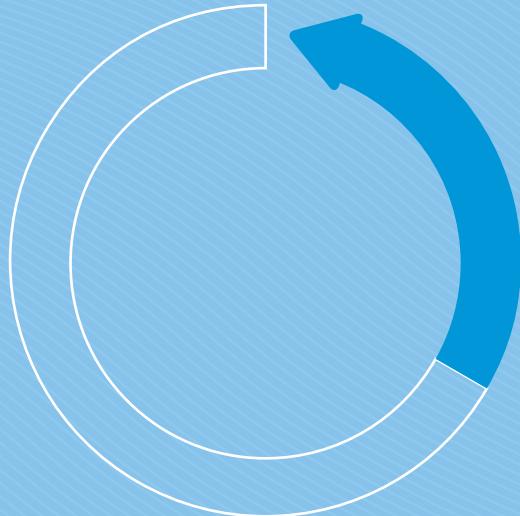


# Capturing the ICT Dividend

*How can technology drive productivity and growth in Europe?*



## ‘ICT Dividend’

*Productivity growth contributes around one-third of the overall 20-25% returns on ICT investment*

*By matching the ICT strategy of other parts of the world, by 2020, Europe has the opportunity to grow its economy by:*

**5%  
of GDP**      or      **€760  
billion**

*which at today’s prices equals:*

**4 people**      **€1500  
per person**



*Productivity improvements would account for about one third of these gains*

**1.5% of GDP  
or €220 billion**



*Europe has fallen behind other parts of the world in technology investment and productivity over the last 20 years but has a huge opportunity to use technology to grow.*

Detailed explanations of the data and analysis methods used in this report, together with detailed Q&As with interview participants, are included in the annexes and are available in full online at [www.emea.att.com/bemoreproductive](http://www.emea.att.com/bemoreproductive)