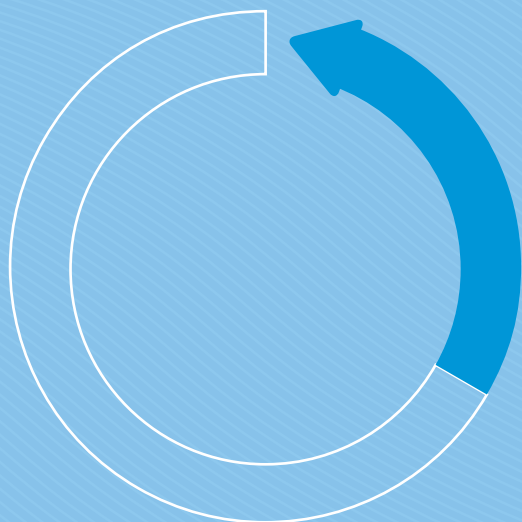


# Capturing the ICT Dividend

*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:*

 **€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)