

Press Release

DIGITAL TECHNOLOGY ITALIAN MARKET TREND - IIQ 2011

Milan, 8 September 2011 – SIRMI SPA has issued in the month of July its analysis for the second quarter of 2011 on the Digital Technology Market and its different sectors. The market still maintains a negative trend (-1,9%) in comparison with the same period of last year. No recovery is expected due to the persisting economic critical situation, if anything, a worsening trend.

Here below, a summary of the analysis:

ITALIAN ICT Market - IIQ 2011

	IIQ 2010		IIQ 2011	
	End User Expense	Variation over previous year	End User Expense	Variation over previous year
	Millions Euro	%	Millions Euro	%
Hardware	1.879,6	-2,0%	1.768,0	-5,9%
Software	1.055,5	0,3%	1.064,7	0,9%
Development Services	1.019,5	-7,2%	966,4	-5,2%
Management Services	1.310,3	-5,4%	1.265,8	-3,8%
Totale IT	5.264,9	-3,4%	5.064,9	-3,8%
TLC Fixed	4.277,6	-4,1%	4.203,3	-1,7%
TLC mobile	5.644,9	-2,0%	5.626,0	-0,3%
Total TLC	9.922,5	-2,9%	9.829,3	-0,9%
Total ICT	15.187,4	-3,1%	14.894,2	-1,9%
Total Consumer Electronics	2.257,8	-1,6%	2.220,9	-1,6%

Source: SIRMI SPA – July 2011

In the second quarter of 2011 **ICT Market** trend is still negative in all sectors, with the exception of **Software**, that shows a flat trend.

Hardware is the sector with the strongest decrease (-5,9%), followed by the **Development Services** (-5,2%).

TLC Market closes the second quarter 2011 with a decrease of the End User expense of almost one point percentage; with the high reduction in the TLC Fixed (-1,7%).

For any information on Market Analysis:

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SIRMI provides Operative and Strategic Consulting as well as Market Research & Analysis, Marketing Plans Design & Implementation in Italian ICT Market. Since 1976 SIRMI monitors and analyses the Italian ICT market, supporting Vendors, Channels and generally ITC Operators being successful in the Business Evolution from Products to Solutions Suppliers, from End User Markets to Distribution Channels. In more than 30 years of activity, SIRMI acquired an extraordinary and exclusive heritage of knowledge, information, skills and experience and is today known as one of the most reliable source for the Italian ITC Market. Among its customers SIRMI acknowledges the majority of the Italian Market ICT and TLC players, as well as the primary End User Enterprises in the private and public sector