



Information Technology Uptake



Australians are heavy users of technology, ranking third in the world for the number of Internet users per 1,000 people¹ and seventh for the number of computer users per 1,000 people. As at June 2008, there were more than 7.2 million active Internet subscribers in Australia², an increase of 7.2% from December 2007. Broadband take-up has increased rapidly in Australia, rising by 33% from September 2006 to December 2007 according to the International Telecommunication Union. Australia boasts a high broadband penetration rate, ahead of other developed economies such as Japan, USA, New Zealand and Singapore. Additionally, the number of mobile phone subscribers is higher in Australia than in Japan, Korea, France and the United States.

The proportion of households in Australia with access to computers, the Internet and broadband has grown significantly in recent times, mainly as a result of declining entry prices for broadband since 2003. In 2007-08, 75% of Australian households had access to a home computer, 67% had access to the Internet, and 52% had broadband Internet access³.

The continued expansion of the Australian mobile phone and Internet markets has been driven by improved network performance, growth in network coverage, particularly to regional and remote areas, new technological developments, and Australia's commitment to a national broadband strategy aimed at broadband development and long-term strategic outcomes. Improvements in Australia's uptake of computers, the Internet and mobile phones are helping to drive higher productivity growth in the digital economy⁴.

Australia's growth in usage rates and the uptake of new technology continues to provide employment opportunities for the large number of ICT workers employed in the country, as well as new business opportunities and a large market for e-commerce.

Information Technology take-up, 2007-2008 (per 1,000 people)

| Country | Internet Users (5) | Broadband Penetration (6) | Mobile phone subscribers (7) |
|----------------|--------------------|---------------------------|------------------------------|
| Australia | 802 | 228 | 1,025 |
| Japan | 774 | 222 | 839 |
| New Zealand | 773 | 166 | 1,017 |
| United States | 771 | 212 | 835 |
| Korea | 755 | 305 | 902 |
| Singapore | 748 | 194 | 1,335 |
| United Kingdom | 736 | 256 | 1,185 |
| Hong Kong SAR | 697 | 271 | 1,492 |
| Germany | 691 | 238 | 1,176 |
| Taiwan | 667 | 209 | 1,061 |
| France | 643 | 250 | 898 |
| Malaysia | 599 | 54 | 879 |
| Thailand | 178 | 14 | 1,238 |
| China | 177 | 50 | 412 |
| Indonesia | 138 | 1 | 353 |
| Philippines | 117 | 10 | 589 |
| India | 94 | 3 | 200 |

Footnotes:

¹ Source: IMD Competitiveness Report

² Sourced from Internet Service Providers with at least 10,000 subscribers (ABS Cat No. 8153.0)

³ ABS Cat No 8146.0

⁴ Digital Economy Future Directions Consultation Paper, Department of Broadband, Communications and the Digital Economy.

5: Data for 2008

6: Latest available data for each country is for periods from July 2007 to November 2008

7: Data for 2007

