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E-readiness



A country's e-readiness measures the current state of its ICT infrastructure and the degree to which its consumers, businesses and governments are able to capitalise on Internet-based opportunities. Of the 70 economies surveyed by the Economist Intelligence Unit in 2008, Australia was ranked fourth in the world for its e-commerce capabilities.

E-readiness is a valuable indicator for global companies looking to invest in technologically advanced and innovative countries. Australia's high e-readiness score was supported by accelerating broadband penetration, its social and cultural environment (ranked best in the world), legal environment (ranked outright second in the world) and connectivity (sixth in the world and second in the Asia Pacific).

Australia's position at the forefront of e-business legislation is well established. A survey of executives by the World Economic Forum's *Global Competitiveness Report 2008-09* rated Australia 15th out of 131 countries for the development and enforcement of laws relating to ICT, including electronic commerce, digital signatures and consumer protection.

E-readiness rankings, 2008 (1)

Country	World ranking (2)	Score (3)
United States	1	8.95
Hong Kong SAR	2	8.91
Australia	4	8.83
Singapore	6	8.74
United Kingdom	8	8.68
Canada	12	8.49
Korea	15	8.34
New Zealand	16	8.28
Taiwan	19	8.05
Malaysia	34	6.16
Thailand	47	5.22
India	54	4.96
Philippines	55	4.90
China	56	4.85

Footnotes:

1: E-readiness is a term used to describe the extent to which a country's business, government and consumer environment is conducive to internet-based commercial opportunities. Rankings were based on nearly 100 qualitative and quantitative criteria, organised into six indicators: connectivity (20%), the business environment (15%), consumer and business adoption (25%), social and cultural environment (15%), legal environment (10%), and government policy and vision (15%).

2: Rankings are from 1-69 based on score (1 is best ranking).

3: Scores are from 1-10 (10 = perfect).

Source: Economist Intelligence Unit (EIU) and the IBM Institute for Business Value, July 2008.