

IT Industry Shows Positive Outlook

Written by Marco Attard
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OECD's Information Technology Outlook 2010 says the IT industry grows by 3-4% in 2010, following its 6% decline in 2009.



Growth will exceed 4% in 2011, but it probably won't return to pre-crisis growth levels.

Government and business spending in OECD member countries will remain weak, with new hardware and software investments unlikely in the short-term.

Firms tended to cut IT costs during the economic downturn. The report says during the recovery more strategic activities have been maintained or increased. Companies now focus on consolidation and applications to maintain customers and markets.

The report says the online digital content industry's rapid growth continued in 2009. The video games industry's global revenues doubled since 2005 and exceed \$50 billion in 2009.

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Online films show the highest growth rates (from low levels). Online games, advertising and music follow.

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