
FOR IMMEDIATE RELEASE

Pierre Audoin Consultants (PAC) and IDATE to partner with the European Information Technology Observatory (EITO)

Pierre Audoin Consultants and IDATE have joined their expertise in order to provide EITO with essential and up-to-date analyses of the Western and Eastern European Information and Communications Technology (ICT) markets. As part of this collaboration, EITO launched its renewed website on March 4th, 2008.

Paris – March 27, 2008 – Pierre Audoin Consultants, the leading European market research and strategic consulting firm for the Software and IT Services Industry (SITSI), and IDATE, the leading European market analysis and consulting firm for the Telecom, Internet and Media industries have recently won a one-year market research project with Bitkom Research, the market research arm of Bitkom e.v, the largest information and communication technology association of all of Germany and Europe.

Bitkom Research hosts the European Information Technology Observatory (EITO) project, whose aim is to provide the most essential and up-to-date analyses of the Western and Eastern European ICT markets, including detailed statistics by country and by market segment.

As part of this project, Pierre Audoin Consultants (PAC) and IDATE lead a research consortium also composed of Context Worldwide and NetConsulting.

- PAC provides data and analysis for software and IT services markets and, in co-operation with Context Worldwide, for IT equipment markets,
- IDATE provides data and analysis for telecommunication markets including both end-user devices and network equipment and carrier services,
- Context Worldwide provides information on shipments and prices of IT equipment,
- NetConsulting is an Italian market research institute providing - in co-operation with PAC and IDATE - data and analysis for the Italian ICT market.

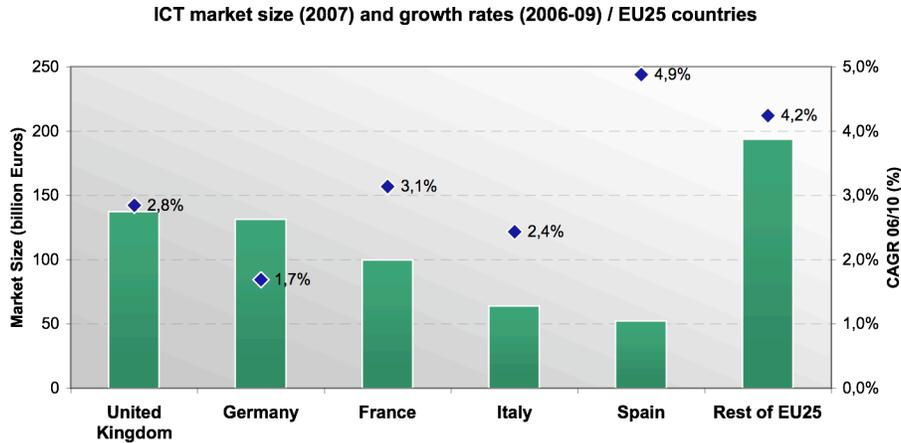
As part of the project, the research consortium provides detailed qualitative and quantitative information on 25 countries in Western and Eastern Europe, as well as

benchmarking information with 7 of the most important ICT countries worldwide: Canada, China, India, Japan, Russia, Turkey, and the USA.

The segments covered by the research consortium include:

- IT Equipment
- Software
- IT-Services
- Network Equipment
- Telecommunication end user equipment
- Carrier Services
- Consumer electronics

This unique ICT market information is available through the www.EITO.com portal that was launched by Bitkom Research on March 4th 2008.



About Pierre Audoin Consultants (PAC): PAC is the leading European market research and strategic consulting firm for the **Software and IT Services Industry (SITSI®)**. We advise IT companies on developing successful end-to-end growth strategies in Europe and in the U.S. through planning, development, implementation, and ongoing support. This is done through market analyses as well as consulting engagements.

Headquartered in Paris, we have been supporting over 300 clients worldwide for more than 30 years. We manage our clients through a specialized local network with subsidiaries in Munich, New York, London and Bucharest, as well as partners in Italy, Tunisia, Latin America (Argentina, Brazil and Mexico) and Asia (Australia, China, Japan, India, Pakistan and Singapore).

For more information please visit our website at www.pac-online.com.

About IDATE: Founded in 1977, IDATE is one of Europe's leading centres for consulting and research. Our mission is to accompany our clients' strategic decisions in the Telecom, Internet, Media sectors. IDATE is also a key player in fostering debate between major players in these sectors, notably thanks to the

IDATE Foundation (DigiWorld Network, DigiWorld Summit, DigiWorld Economic Journal, ...).

Consulting: IDATE has built a reputation for credibility and independence in conducting studies and consulting missions for our clients:

- Market Studies: techno-economic monitoring, modelling and forecasts, sector-based analyses, surveys
- International benchmarking: positioning studies, convergence strategies, competitive analyses
- Public policies: defining and assessing government policies, socio-economic impacts, project piloting, regulatory benchmarks

Research: IDATE's clients rely on the skills of our specialised teams and continuous investment in our strategic monitoring and information system, available through a catalogue of market reports.

For more information please visit our website at www.idate.org

About EITO: The European Information Technology Observatory (EITO) is a broad and unique European initiative and publishes market data about the Information and Communications Technology (ICT), as well as the Consumer Electronics (CE) industries in Europe. EITO provides the most essential and up-to-date analyses of the Western and Eastern European ICT and CE markets, including detailed statistics by country and by market segment. In addition to this data, EITO presents special reports on topics of particular interest and, last but not least, an extensive overview of the latest technological developments. Data and reports about the most important international markets, as well as an overall European and world forecasts, round out the comprehensive approach.

For more information please visit our website at www.eito.com

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