

# VIENNA. THE DIGITAL CITY

## Facts and Figures



### 1. ICT Business

In 2007, Vienna's ICT industry posted earnings of €24.3 billion (gross revenues including exports and foreign subsidiaries) and employed around 70,000.

The sector has more than 8,000<sup>1</sup> registered companies, 400 of which with revenues exceeding €1 million in 2007. These include over 150 multinationals, ranging from Apple to Xerox.

Eight percent of all enterprises in Vienna are ICT companies. The sector accounts for approximately 10% of Vienna's gross regional income; employs around 10% of Vienna's workforce; and produces 15% of regional added value, or 6.5 times more than Vienna's traditional mainstay, the tourism industry.

Eighty-nine percent of the ICT companies in Vienna employ 1-9 persons, 9% have 10-49 employees, and 3% employ 50 or more. Ninety-

nine percent of all the ICT companies in Vienna are SMEs.

More than 250 companies export products and/or services, or manage foreign markets from their Vienna offices. With total combined revenues of €17.3 billion in 2007, these companies boast an export share of 40% (€6.9 billion). Altogether, the export share of Vienna's ICT industry has risen to 30%.

To compare by origin: multinationals posted earnings of €8.1 billion and exports of €3.6 billion, mainly to CEE; Austrian-owned companies had earnings of €9.2 billion and exports of €3.3 billion.

The main export markets are Central and Eastern Europe (58%), EU (24%), Asia-Pacific and Australia (8%), North America (6%), and South America (4%).

#### Top exporters (exports and/or foreign subsidiaries):

Company	Origin	Company	Origin
Siemens Austria	D	NXP Semiconductors	NL
mobilkom Austria	A	Frequentis	A
AT&S	A	Benq Austria	TW
S&T	A	Keymile AG	A
Canon	J	Schrack Technik	A
Kapsch Group	A	Brain Force	A
Philips Austria	NL	Jabil Circuit Austria	US
Alcatel-Lucent Austria	F		

<sup>1</sup> Sectorial definition according to various sources (OECD, NACE); companies offering products and services predominantly operating on the basis of digital technologies, i.e. a wide range, from simple programming to complex digital industrial systems.

## 2. ICT Research

Around 50% of all ICT enterprises in Vienna are considered developing companies. Approximately 70 are active in high-tech R&D, employing 35,000, or 50% of the total ICT workforce in Vienna.

Several universities and universities of applied sciences ("Fachhochschulen") as well as a range of non-academic research organizations specialize in ICT-related basic and applied research.

### Leading research areas:

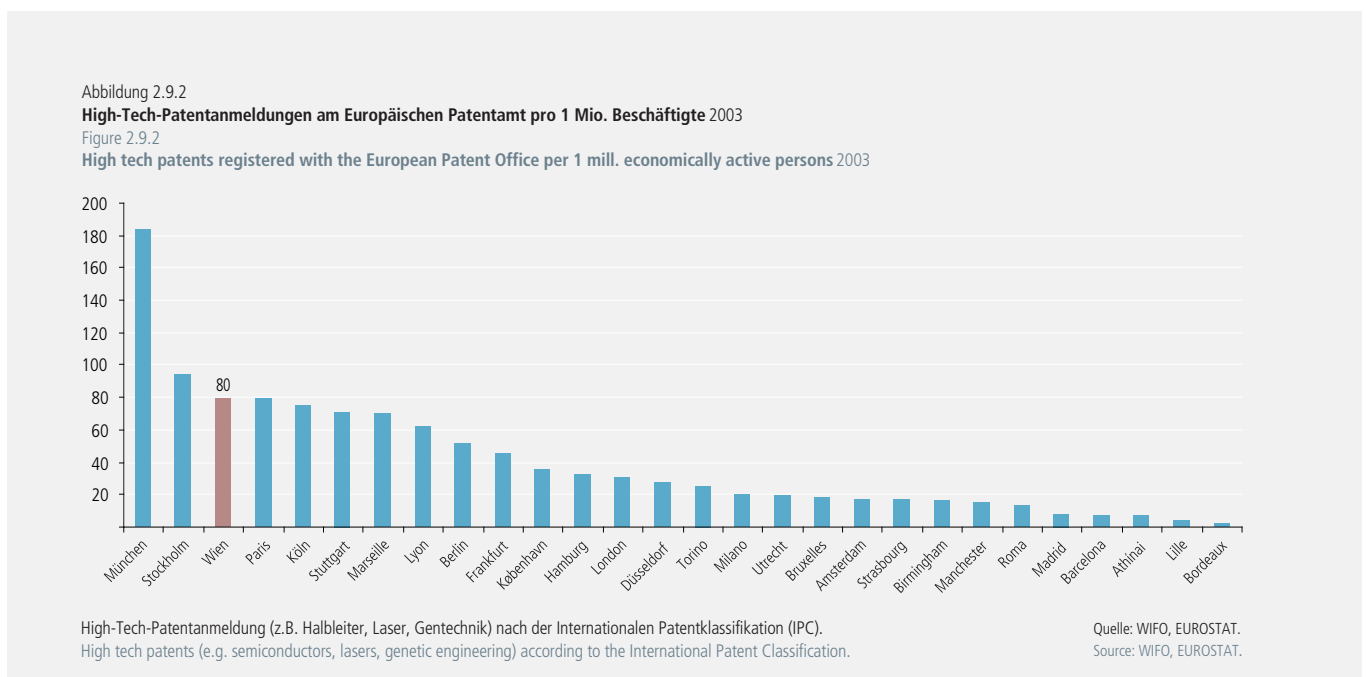
- Quantum Computing
- Digital Image Processing and Computer Vision
- Embedded Systems
- Mobile Technologies
- Traffic Telematics
- Artificial Intelligence
- Voice Processing

## 3. Structural Data (excerpt; for more information, see "Sources" on page 4 of the data sheets)

### 3.1. Employment in the Technology Sector in Vienna and the Federal provinces



### 3.2. High-Tech Patents



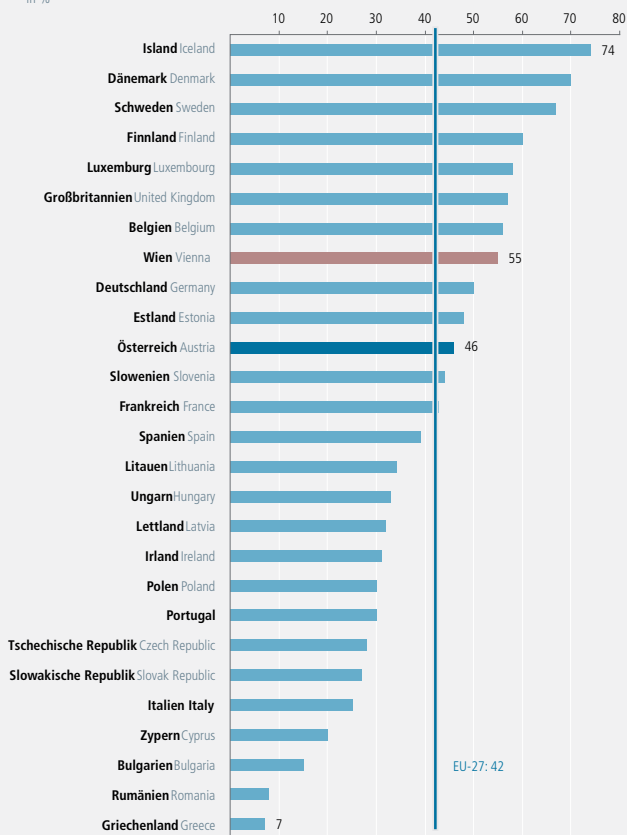
### 3.3. Broadband Internet Access

Vienna's broadband infrastructure is provided by Telekom Austria, several commercial providers, and Vienna's main cable provider, UPC. Not depicted in the diagram above is the high and rapidly increasing level of mobile broadband internet connections, unique in all of Europe [www.rtr.at/de/komp/KBericht2007](http://www.rtr.at/de/komp/KBericht2007).

### 3.4. Education

Source: Survey on perceptions of quality of life in 75 European cities, European Commission, June 2007.

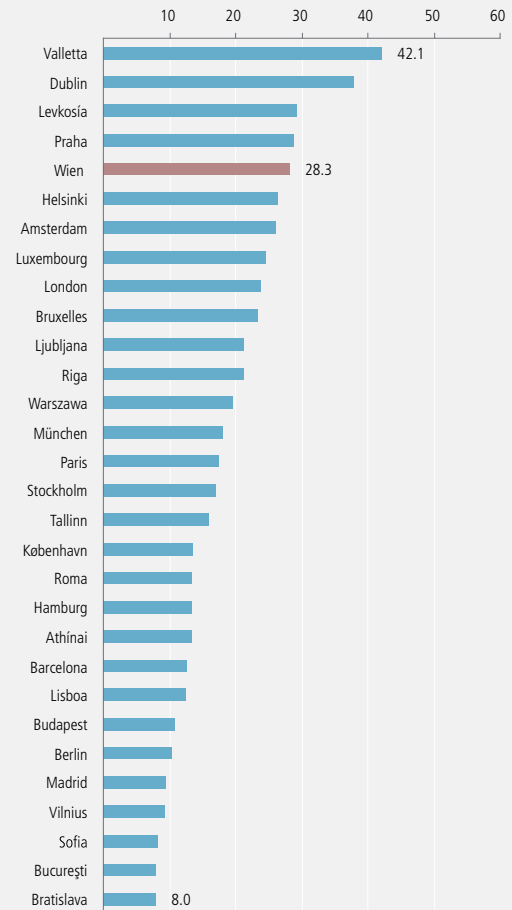
Abbildung 2.3.2  
Anteil privater Haushalte mit Breitband-Internet-Zugang 2007  
in %  
Figure 2.3.2  
Share of private households with broadband internet access 2007  
in %



Anteil aller Haushalte mit Bewohnerinnen und Bewohnern im Alter zwischen 16 und 74.  
Share of all households with members aged between 16 and 74.

Quelle: EUROSTAT – Europäische Erhebung über den IKT-Einsatz in Haushalten.  
Source: EUROSTAT – European Surveys on ICT usage in households.

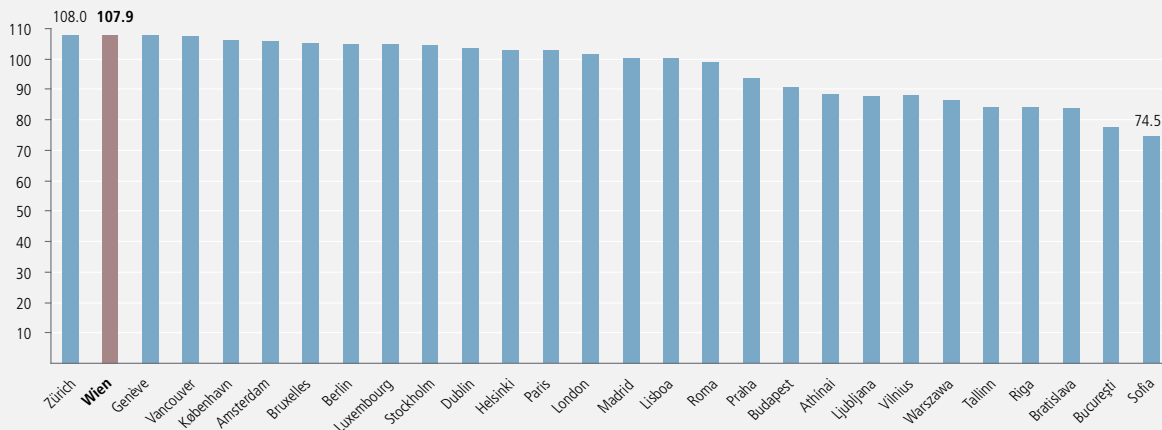
Abbildung 3.6.5  
Schulen 2007  
in %  
Figure 3.6.5  
Schools 2007  
in %



Zustimmung zur Aussage „Ich bin mit den Schulen in dieser Stadt sehr zufrieden“.  
Agreement with the statement: "I am very satisfied with the schools in the city".

### 3.5. Quality of Life

Abbildung 3.5.1  
**Lebensqualitätsindex 2008**  
Index: New York = 100  
Figure 3.5.1  
**Quality of living index 2008**  
Index: New York = 100



Quelle: Mercer, Human Resource Consulting, Quality of Living Survey 2008.  
Source: Mercer, Human Resource Consulting, Quality of Living Survey 2008.

### 3.6. Sources

- “IKT Standort Wien im Vergleich. Endbericht” – a survey commissioned by the Municipal Department 27 – EU-Strategy and Economic Development; by KMU FORSCHUNG AUSTRIA – Austrian Institute for SME Research Vienna [www.wien.gv.at/wirtschaft/eu-strategie/wirtschaft/pdf/ikt.pdf](http://www.wien.gv.at/wirtschaft/eu-strategie/wirtschaft/pdf/ikt.pdf)
- Statistics and Analysis Division of Municipal Department 5 of the City of Vienna [www.wien.gv.at/statistik/pdf/wirtschaftsstandort-08.pdf](http://www.wien.gv.at/statistik/pdf/wirtschaftsstandort-08.pdf) (economy and business)  
[www.wien.gv.at/english/politics/statistics/](http://www.wien.gv.at/english/politics/statistics/) (Vienna in figures)
- ITBeurope [www.itbeurope.org](http://www.itbeurope.org)
- Ubit [www.ubit.at](http://www.ubit.at)
- Statistik Austria [www.statistik.at](http://www.statistik.at)

#### More information:

- Austrian Internet Monitor AIM [www.integral.co.at](http://www.integral.co.at)
- ORF Media Research <http://mediaresearch.orf.at/>
- Austrian Regulatory Authority for Broadcasting and Telecommunications RTR [www.rtr.at](http://www.rtr.at)
- ICTProfiles.at [www.ictprofiles.at](http://www.ictprofiles.at)
- ICT Top 1001 [www.top1001.at](http://www.top1001.at)

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**Editors:** MA 27 – Municipal Department for EU-Strategy and Economic Development, Christine Wanzenböck, Schlesingerplatz 2, 1082 Vienna, Phone: +43 1 4000/27025, [post@ma27.wien.gv.at](mailto:post@ma27.wien.gv.at), [www.wien.gv.at/wirtschaft/eu-strategie](http://www.wien.gv.at/wirtschaft/eu-strategie)

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This brochure is based on the findings of a survey commissioned by the Municipal Department 27 (EU-Strategy and Economic Development) on Vienna as an ICT location. [www.wien.gv.at/wirtschaft/eu-strategie/wirtschaft/pdf/ikt.pdf](http://www.wien.gv.at/wirtschaft/eu-strategie/wirtschaft/pdf/ikt.pdf)

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