

2008 ITIF Broadband Rankings¹

Ranking ²	Nation	Score on Specific Broadband Measures			Composite Score ⁶
		Household penetration ³ (Subscribers per household)	Speed ⁴ (Average download speed in Mbps)	Price ⁵ (Lowest monthly price per Mbps) (US \$ purchasing power parity)	
1	South Korea	0.93	49.5	0.37	15.92
2	Japan	0.55	63.6	0.13	15.05
3	Finland	0.61	21.7	0.42	12.20
4	Netherlands	0.77	8.8	1.90	11.77
5	France	0.54	17.6	0.33	11.59
6	Sweden	0.54	16.8	0.35	11.53
7	Denmark	0.76	4.6	1.65	11.44
8	Iceland	0.83	6.1	4.93	11.20
9	Norway	0.68	7.7	2.74	11.05
10	Switzerland	0.74	2.3	3.40	10.78
11	Canada	0.65	7.6	3.81	10.61
12	Australia	0.59	1.7	0.94	10.53
13	United Kingdom	0.55	2.6	1.24	10.30
14	Luxembourg	0.56	3.1	1.85	10.25
15	United States	0.57	4.9	2.83	10.25
16	Germany	0.47	6.0	1.10	10.17
17	Belgium	0.57	6.3	3.58	10.17
18	Portugal	0.44	8.1	1.24	10.15
19	New Zealand	0.42	2.5	1.05	9.68
20	Spain	0.49	1.2	2.27	9.68
21	Italy	0.41	4.2	1.97	9.54
22	Austria	0.45	7.2	4.48	9.37
23	Ireland	0.46	2.1	4.72	9.01
24	Greece	0.18	1.0	1.41	8.26
25	Hungary	0.29	3.3	4.67	8.22
26	Poland	0.23	7.9	6.47	7.83
27	Czech Republic	0.30	2.0	9.70	7.03
28	Slovak Republic	0.22	3.5	9.38	6.77
29	Turkey	0.23	2.0	15.75	5.25
30	Mexico	0.20	1.1	18.41	4.41
Average		0.51	9.2	3.77	10.00

ENDNOTES

1. For full details and citation, please see Robert D. Atkinson, Daniel K. Correa and Julie A. Hedlund, “Explaining International Broadband Leadership,” (Washington, DC: ITIF, 2008) <www.itif.org/index.php?id=142>.
2. The ITIF Broadband Rankings are a composite measure of the sum of standard deviation scores for three indicators: household broadband penetration, average speed weighted by percentage of subscribership (Mbps), and lowest available price per Mbps. For a full description of the ITIF Broadband Ranking methodology, see Daniel K. Correa, “Assessing Broadband in America: OECD and ITIF Broadband Rankings” (Washington, DC: Information Technology and Innovation Foundation, 2007): 4. The rankings presented here have been updated to include the latest (June 2007) penetration and pricing information from the OECD, both released in October 2007. It should be noted that we have elected not to use the OECD data on average speed and price data released in October 2007 because these data are not weighted by subscribership or availability.
3. OECD measures penetration on a per capita basis because comprehensive data on household penetration is generally unavailable. ITIF has used average household size as a multiplier to convert OECD per capita penetration data to household penetration data. It should be noted that one problem with this method is that the OECD data likely also includes some DSL business subscribers. For data see, OECD, “Broadband Subscribers per 100 Inhabitants,” *OECD Broadband Statistics* <www.oecd.org/dataoecd/21/35/39574709.xls>.
4. OECD’s 2006 report “Multiple Play: Pricing and Policy Trends” benchmarks the speed offerings of some major incumbent DSL, cable and fiber providers in OECD countries. We recognize that this is not a perfect measure because these speeds may not be perfectly representative, but believe that it provides the best and most current possible snapshot. Our methodology for calculating broadband speed in the ITIF Broadband Rankings involves averaging the speeds of the incumbent DSL, cable and fiber offerings provided in OECD’s April 2006 “Multiple Play” report, with each assigned a weight according to that technology’s respective percentage of the nation’s overall broadband subscribership, as reported in OECD’s “Broadband Statistics to June 2007.” For nations that did not have a listed fiber speed in the “Multiple Play” report but had fiber subscribers, a speed of 15 mpbs was assigned. This analysis omits alternatives to these technologies because the data do not allow for an accurate calculation of their market share. However, the market share of most alternative technologies is minimal in OECD countries.
5. USD lowest available monthly price (PPP) per megabit, available at OECD, “Price Ranges, Mbit/s (Oct. 2007),” *OECD Broadband Statistics* <www.oecd.org/dataoecd/22/43/39574979.xls>.
6. Each nation’s overall score is the sum of its standard deviation score for each of the three indicators.