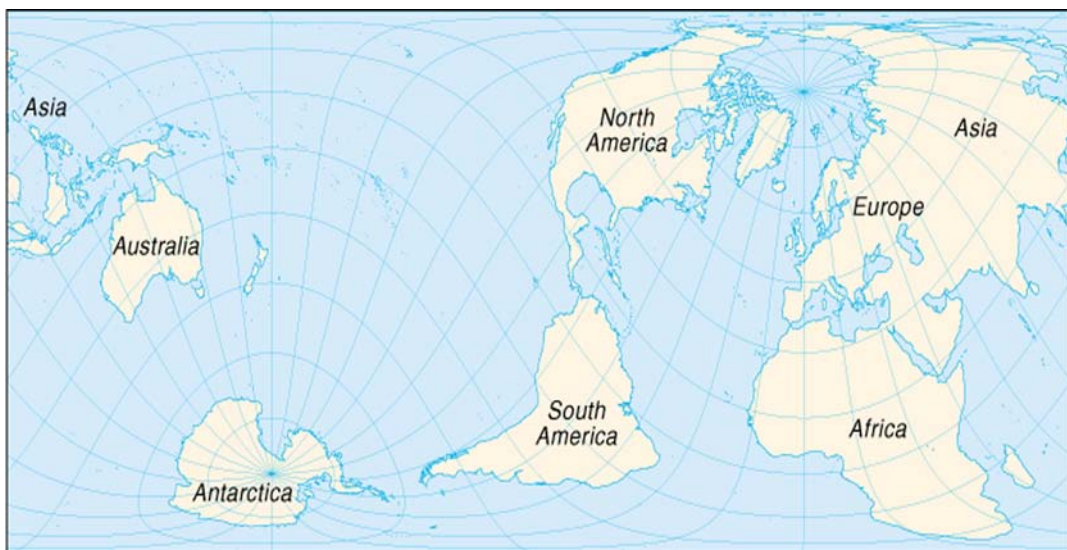


# The 2009-2014 World Outlook for Web 2.0 Technologies

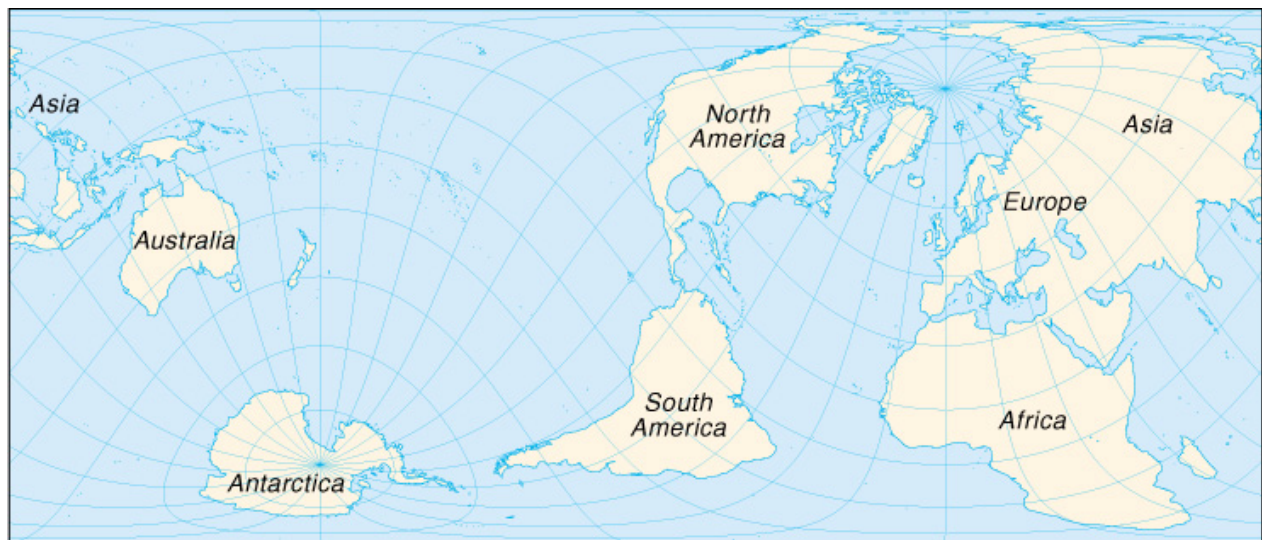


by  
**Professor Philip M. Parker, Ph.D.**  
Chaired Professor of Management Science  
INSEAD (Singapore and Fontainebleau, France)

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## About the Author

Dr. Philip M. Parker is the Eli Lilly Chaired Professor of Innovation, Business and Society at INSEAD where he has taught courses on global competitive strategy since 1988. He has also taught courses at MIT, Stanford University, Harvard University, UCLA, UCSD, and the Hong Kong University of Science and Technology. Professor Parker is the author of six books on the economic convergence of nations. These books introduce the notion of “physioeconomics” which foresees a lack of global convergence in economic behaviors due to physiological and physiographic forces. His latest book is *Physioeconomics: the basis for long-run economic growth* (MIT Press 2000). He has also published numerous articles in academic journals, including, the *Rand Journal of Economics*, *Marketing Science*, the *Journal of International Business Studies*, *Technological Forecasting and Social Change*, the *International Journal of Forecasting*, the *European Management Journal*, the *European Journal of Operational Research*, the *Journal of Marketing*, the *International Journal of Research in Marketing*, and the *Journal of Marketing Research*. He is also on the editorial boards of several academic journals.

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## About this Series

This series was created for international firms who rely on foreign markets for a substantial portion of their business or who might be threatened by international competition. The estimates given in this report were created using a methodology developed by and implemented under the direct supervision of Professor Philip M. Parker, the Eli Lilly Chaired Professor of Innovation, Business and Society, at INSEAD. The methodology relies on historical figures across countries. Reported figures should be seen as estimates of past and future levels of latent demand.

## Acknowledgements

Some of the methodologies and research approaches used in this report have benefited from the R&D Committee at INSEAD, whose research support is gratefully acknowledged.

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# 1 INTRODUCTION

## 1.1 OVERVIEW

This study covers the world outlook for web 2.0 technologies across more than 200 countries. For each year reported, estimates are given for the *latent demand*, or *potential industry earnings (P.I.E.)*, for the country in question (in millions of U.S. dollars), the percent share the country is of the region and of the globe. These comparative benchmarks allow the reader to quickly gauge a country vis-à-vis others. Using econometric models which project fundamental economic dynamics within each country and across countries, latent demand estimates are created. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

This study does not report actual sales data (which are simply unavailable, in a comparable or consistent manner in virtually all of the 230 countries of the world). This study gives, however, my estimates for the worldwide latent demand, or the P.I.E. for web 2.0 technologies. It also shows how the P.I.E. is divided across the world's regional and national markets. For each country, I also show my estimates of how the P.I.E. grows over time (positive or negative growth). In order to make these estimates, a multi-stage methodology was employed that is often taught in courses on international strategic planning at graduate schools of business.

Another reason why sales do not equate to latent demand is exchange rates. In this report, all figures assume the long-run efficiency of currency markets. Figures, therefore, equate values based on purchasing power parities across countries. Short-run distortions in the value of the dollar, therefore, do not figure into the estimates. Purchasing power parity estimates of country income were collected from official sources, and extrapolated using standard econometric models. The report uses the dollar as the currency of comparison, but not as a measure of transaction volume. The units used in this report are: US\$ Million.

## 1.2 WHAT IS LATENT DEMAND AND THE P.I.E.?

The concept of *latent demand* is rather subtle. The term *latent* typically refers to something that is dormant, not observable or not yet realized. *Demand* is the notion of an economic quantity that a target population or market requires under different assumptions of price, quality, and distribution, among other factors. Latent demand, therefore, is commonly defined by economists as the industry earnings of a market when that market becomes accessible and attractive to serve by competing firms. It is a measure, therefore, of *potential* industry earnings (P.I.E.) or total revenues (not profit) if a market is served in an efficient manner. It is typically expressed as the total revenues potentially extracted by firms. The “market” is defined at a given level in the value

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chain. There can be latent demand at the retail level, at the wholesale level, the manufacturing level, and the raw materials level (the P.I.E. of higher levels of the value chain being always smaller than the P.I.E. of levels at lower levels of the same value chain, assuming all levels maintain minimum profitability).

The latent demand for web 2.0 technologies is not actual or historic sales. Nor is latent demand future sales. In fact, latent demand can be lower or higher than actual sales if a market is inefficient (i.e. not representative of relatively competitive levels). Inefficiencies arise from a number of factors, including the lack of international openness, cultural barriers to consumption, regulations, and cartel-like behavior on the part of firms. In general, however, latent demand is typically larger than actual sales in a country market.

For reasons discussed later, this report does not consider the notion of “unit quantities”, only total latent revenues (i.e. a calculation of price times quantity is never made, though one is implied). The units used in this report are U.S. dollars not adjusted for inflation (i.e. the figures incorporate inflationary trends) and not adjusted for future dynamics in exchange rates. If inflation rates or exchange rates vary in a substantial way compared to recent experience, actually sales can also exceed latent demand (when expressed in U.S. dollars, not adjusted for inflation). On the other hand, latent demand can be typically higher than actual sales as there are often distribution inefficiencies that reduce actual sales below the level of latent demand.

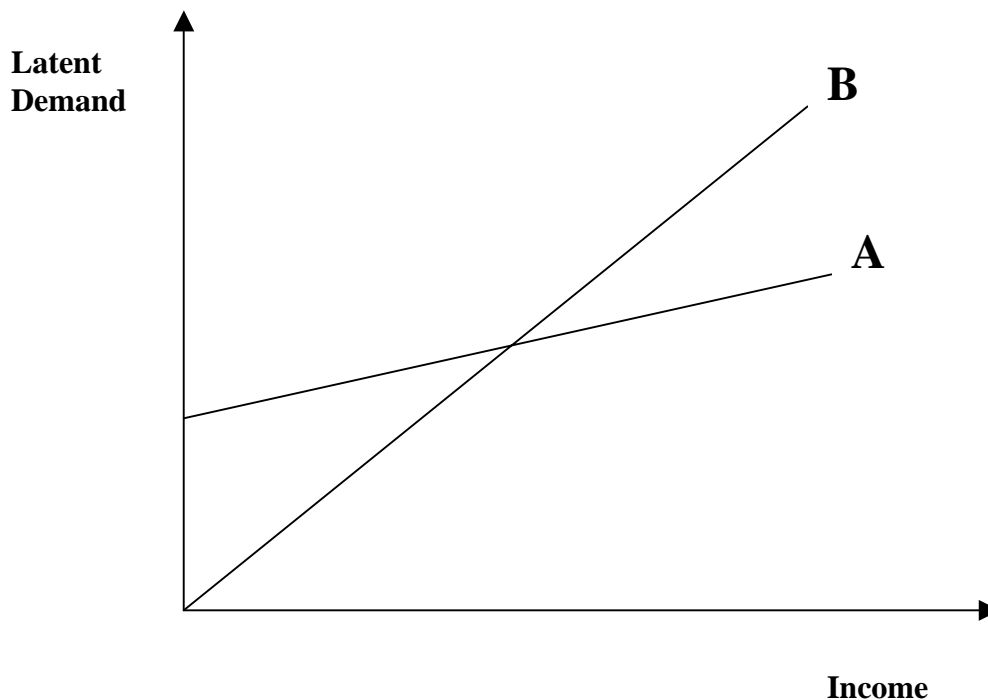
As mentioned in the introduction, this study is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved. If fact, all the current products or services on the market can cease to exist in their present form (i.e. at a brand-, R&D specification, or corporate-image level) and all the players can be replaced by other firms (i.e. via exits, entries, mergers, bankruptcies, etc.), and there will still be an international latent demand for web 2.0 technologies at the aggregate level. Product and service offering details, and the actual identity of the players involved, while important for certain issues, are relatively unimportant for estimates of latent demand.

### **1.3 THE METHODOLOGY**

In order to estimate the latent demand for web 2.0 technologies on a worldwide basis, I used a multi-stage approach. Before applying the approach, one needs a basic theory from which such estimates are created. In this case, I heavily rely on the use of certain basic economic assumptions. In particular, there is an assumption governing the shape and type of aggregate latent demand functions. Latent demand functions relate the income of a country, city, state, household, or individual to realized consumption. Latent demand (often realized as consumption when an industry is efficient), at any level of the value chain, takes place if an equilibrium is realized. For firms to serve a market, they must perceive a latent demand and be able to serve that demand at a minimal return. The single most important variable determining consumption, assuming latent demand exists, is income (or other financial resources at higher levels of the

value chain). Other factors that can pivot or shape demand curves include external or exogenous shocks (i.e. business cycles), and or changes in utility for the product in question.

Ignoring, for the moment, exogenous shocks and variations in utility across countries, the aggregate relation between income and consumption has been a central theme in economics. The figure below concisely summarizes one aspect of problem. In the 1930s, John Maynard Keynes conjectured that as incomes rise, the average propensity to consume would fall. The average propensity to consume is the level of consumption divided by the level of income, or the slope of the line from the origin to the consumption function. He estimated this relationship empirically and found it to be true in the short-run (mostly based on cross-sectional data). The higher the income, the lower the average propensity to consume. This type of consumption function is labeled "A" in the figure below (note the rather flat slope of the curve). In the 1940s, another macroeconomist, Simon Kuznets, estimated long-run consumption functions which indicated that the marginal propensity to consume was rather constant (using time series data across countries). This type of consumption function is show as "B" in the figure below (note the higher slope and zero-zero intercept).<sup>1</sup> The average propensity to consume is constant.



Is it declining or is it constant? A number of other economists, notably Franco Modigliani and Milton Friedman, in the 1950s (and Irving Fisher earlier), explained why the two functions were different using various assumptions on intertemporal budget constraints, savings, and wealth. The shorter the time horizon, the more consumption can depend on wealth (earned in previous years)

<sup>1</sup> For a general overview of this subject area, see *Principles of Macroeconomics* by N. Gregory Mankiw, South-Western College Publishing; ISBN: 0030340594; 2nd edition (February 2002).

and business cycles. In the long-run, however, the propensity to consume is more constant. Similarly, in the long run, households, industries or countries with no income eventually have no consumption (wealth is depleted). While the debate surrounding beliefs about how income and consumption are related and interesting, in this study a very particular school of thought is adopted. In particular, we are considering the latent demand for web 2.0 technologies across some 230 countries. The smallest have fewer than 10,000 inhabitants. I assume that all of these countries fall along a "long-run" aggregate consumption function. This long-run function applies despite some of these countries having wealth, current income dominates the latent demand for web 2.0 technologies. So, latent demand in the long-run has a zero intercept. However, I allow firms to have different propensities to consume (including being on consumption functions with differing slopes, which can account for differences in industrial organization, and end-user preferences).

Given this overriding philosophy, I will now describe the methodology used to create the latent demand estimates for web 2.0 technologies. Since ICON Group has asked me to apply this methodology to a large number of categories, the rather academic discussion below is general and can be applied to a wide variety of categories, not just web 2.0 technologies.

### **1.3.1 Step 1. Product Definition and Data Collection**

Any study of latent demand across countries requires that some standard be established to define "efficiently served". Having implemented various alternatives and matched these with market outcomes, I have found that the optimal approach is to assume that certain key countries are more likely to be at or near efficiency than others. These countries are given greater weight than others in the estimation of latent demand compared to other countries for which no known data are available. Of the many alternatives, I have found the assumption that the world's highest aggregate income and highest income-per-capita markets reflect the best standards for "efficiency". High aggregate income alone is not sufficient (i.e. China has high aggregate income, but low income per capita and can not assumed to be efficient). Aggregate income can be operationalized in a number of ways, including gross domestic product (for industrial categories), or total disposable income (for household categories; population times average income per capita, or number of households times average household income per capita). Brunei, Nauru, Kuwait, and Lichtenstein are examples of countries with high income per capita, but not assumed to be efficient, given low aggregate level of income (or gross domestic product); these countries have, however, high incomes per capita but may not benefit from the efficiencies derived from economies of scale associated with larger economies. Only countries with high income per capita and large aggregate income are assumed efficient. This greatly restricts the pool of countries to those in the OECD (Organization for Economic Cooperation and Development), like the United States, or the United Kingdom (which were earlier than other large OECD economies to liberalize their markets).

The selection of countries is further reduced by the fact that not all countries in the OECD report industry revenues at the category level. Countries that typically have ample data at the aggregate

level that meet the efficiency criteria include the United States, the United Kingdom and in some cases France and Germany.

Latent demand is therefore estimated using data collected for relatively efficient markets from independent data sources (e.g. Euromonitor, Mintel, Thomson Financial Services, the U.S. Industrial Outlook, the World Resources Institute, the Organization for Economic Cooperation and Development, various agencies from the United Nations, industry trade associations, the International Monetary Fund, and the World Bank). Depending on original data sources used, the definition of “web 2.0 technologies” is established. In the case of this report, the data were reported at the aggregate level, with no further breakdown or definition. In other words, any potential product or service that might be incorporated within web 2.0 technologies falls under this category. Public sources rarely report data at the disaggregated level in order to protect private information from individual firms that might dominate a specific product-market. These sources will therefore aggregate across components of a category and report only the aggregate to the public. While private data are certainly available, this report only relies on public data at the aggregate level without reliance on the summation of various category components. In other words, this report does not aggregate a number of components to arrive at the “whole”. Rather, it starts with the “whole”, and estimates the whole for all countries and the world at large (without needing to know the specific parts that went into the whole in the first place).

Given this caveat, in this report we define the sales of web 2.0 technologies as including all commonly understood products falling within this broad category, such as social networking and computing, RSS, blogs, wikis, mashups, podcasting, and widgets, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Microsoft, Google, Oracle, Myspace, and Facebook. In addition to the sources indicated below, additional information available to the public via news and/or press releases published by players in the industry (including reports from AMR Research, Global Industry Analysts, Forrester Research, Frost & Sullivan, Gartner, IDC, and MarketResearch.com) was considered in defining and calibrating this category.

### 1.3.2 Step 2. Filtering and Smoothing

Based on the aggregate view of web 2.0 technologies as defined above, data were then collected for as many similar countries as possible for that same definition, at the same level of the value chain. This generates a convenience sample of countries from which comparable figures are available. If the series in question do not reflect the same accounting period, then adjustments are made. In order to eliminate short-term effects of business cycles, the series are smoothed using an 2 year moving average weighting scheme (longer weighting schemes do not substantially change the results). If data are available for a country, but these reflect short-run aberrations due to exogenous shocks (such as would be the case of beef sales in a country stricken with foot and mouth disease), these observations were dropped or “filtered” from the analysis.



### 1.3.3 Step 3. Filling in Missing Values

In some cases, data are available for countries on a sporadic basis. In other cases, data from a country may be available for only one year. From a Bayesian perspective, these observations should be given greatest weight in estimating missing years. Assuming that other factors are held constant, the missing years are extrapolated using changes and growth in aggregate national income. Based on the overriding philosophy of a long-run consumption function (defined earlier), countries which have missing data for any given year, are estimated based on historical dynamics of aggregate income for that country.<sup>2</sup>

### 1.3.4 Step 4. Varying Parameter, Non-linear Estimation

Given the data available from the first three steps, the latent demand in additional countries is estimated using a “varying-parameter cross-sectionally pooled time series model”.<sup>3</sup> Simply stated, the effect of income on latent demand is assumed to be constant across countries unless there is empirical evidence to suggest that this effect varies (i.e. . the slope of the income effect is not necessarily same for all countries). This assumption applies across countries along the aggregate consumption function, but also over time (i.e. not all countries are perceived to have the same income growth prospects over time and this effect can vary from country to country as well). Another way of looking at this is to say that latent demand for web 2.0 technologies is more likely to be similar across countries that have similar characteristics in terms of economic development (i.e. African countries will have similar latent demand structures controlling for the income variation across the pool of African countries).

This approach is useful across countries for which some notion of non-linearity exists in the aggregate cross-country consumption function. For some categories, however, the reader must realize that the numbers will reflect a country’s contribution to global latent demand and may never be realized in the form of local sales. For certain country-category combinations this will result in what at first glance will be odd results. For example, the latent demand for the category “space vehicles” will exist for “Togo” even though they have no space program. The assumption is that if the economies in these countries did not exist, the world aggregate for these categories

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<sup>2</sup> This report was prepared from a variety of sources including excerpts from documents and official reports or databases published by the World Bank, the U.S. Department of Commerce, the U.S. State Department, various national agencies, the International Monetary Fund, the Central Intelligence Agency, various agencies from the United Nations (e.g. ILO, ITU, UNDP, etc.), and non-governmental sources, including Icon Group International, Inc., Euromonitor, the World Resources Institute, Mintel, the U.S. Industrial Outlook, and various public sources cited in the trade press.

<sup>3</sup> The interested reader can find longer discussions of this type of modeling in *Studies in Global Econometrics (Advanced Studies in Theoretical and Applied Econometrics V. 30)*, by Henri Theil, et al., Kluwer Academic Publishers; ISBN: 0792336607; (June 1996), and in *Principles of Econometrics*, by Henri Theil John Wiley & Sons; ISBN: 0471858455; (December 1971), and in *Econometric Models and Economic Forecasts* by Robert S. Pindyck, Daniel L. Rubinfeld McGraw Hill Text; ISBN: 0070500983; 3rd edition (December 1991).

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would be lower. The share attributed to these countries is based on a proportion of their income (however small) being used to consume the category in question (i.e. perhaps via resellers).

### **1.3.5 Step 5. Fixed-Parameter Linear Estimation**

Nonlinearities are assumed in cases where filtered data exist along the aggregate consumption function. Because the world consists of more than 200 countries, there will always be those countries, especially toward the bottom of the consumption function, where non-linear estimation is simply not possible. For these countries, equilibrium latent demand is assumed to be perfectly parametric and not a function of wealth (i.e. a country's stock of income), but a function of current income (a country's flow of income). In the long run, if a country has no current income, the latent demand for web 2.0 technologies is assumed to approach zero. The assumption is that wealth stocks fall rapidly to zero if flow income falls to zero (i.e. countries which earn low levels of income will not use their savings, in the long run, to demand web 2.0 technologies). In a graphical sense, for low income countries, latent demand approaches zero in a parametric linear fashion with a zero-zero intercept. In this stage of the estimation procedure, low-income countries are assumed to have a latent demand proportional to their income, based on the country closest to it on the aggregate consumption function.

### **1.3.6 Step 6. Aggregation and Benchmarking**

Based on the models described above, latent demand figures are estimated for all countries of the world, including for the smallest economies. These are then aggregated to get world totals and regional totals. To make the numbers more meaningful, regional and global demand averages are presented. Figures are rounded, so minor inconsistencies may exist across tables.

### **1.3.7 Step 7. Latent Demand Density: Allocating Across Cities**

With the advent of a "borderless world", cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report also covers the world's top 2000 cities. The purpose is to understand the density of demand within a country and the extent to which a city might be used as a point of distribution within its region. From an economic perspective, however, a city does not represent a population within rigid geographical boundaries. To an economist or strategic planner, a city represents an area of dominant influence over markets in adjacent areas. This influence varies from one industry to another, but also from one period of time to another.

Similar to country-level data, the reader needs to realize that latent demand allocated to a city may or may not represent real sales. For many items, latent demand is clearly observable in sales, as in the case for food or housing items. Consider, again, the category "satellite launch vehicles."

Clearly, there are no launch pads in most cities of the world. However, the core benefit of the vehicles (e.g. telecommunications, etc.) is "consumed" by residents or industries within the world's cities. Without certain cities, in other words, the world market for satellite launch vehicles would be lower for the world in general. One needs to allocate, therefore, a portion of the worldwide economic demand for launch vehicles to regions, countries and cities. This report takes the broader definition and considers, therefore, a city as a part of the global market. I allocate latent demand across areas of dominant influence based on the relative economic importance of cities within its home country, within its region and across the world total. Not all cities are estimated within each country as demand may be allocated to adjacent areas of influence. Since some cities have higher economic wealth than others within the same country, a city's population is not generally used to allocate latent demand. Rather, the level of economic activity of the city vis-à-vis others.

## 2 SUMMARY OF FINDINGS

Based on the methodology described above, the latent demand for web 2.0 technologies is estimated to be \$1.4 billion in 2009. The distribution of the world latent demand (or potential industry earnings), however, is not be evenly distributed across regions. North America & the Caribbean is the largest market with \$0.4 billion or 28.86 percent, followed by Asia with \$0.4 billion or 28.73 percent, and then Europe with \$0.3 billion or 24.90 percent of the world market. In essence, if firms target these top 3 regions, they cover come 82.49 percent of the global latent demand for web 2.0 technologies.

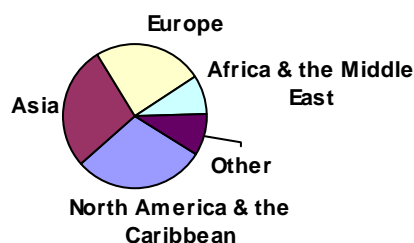
### 2.1 THE WORLDWIDE MARKET POTENTIAL

#### Worldwide Market Potential for Web 2.0 Technologies (US\$ Million): 2009

Region	Latent Demand US\$ Million	% of Globe
North America & the Caribbean	394	28.9
Asia	392	28.7
Europe	340	24.9
Africa & the Middle East	117	8.6
Latin America	104	7.6
Oceania	18	1.3
<b>Total</b>	<b>1,364</b>	<b>100.0</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Worldwide Market Potential for Web 2.0 Technologies (US\$ Million): 2009



**World Market for Web 2.0 Technologies: 2004 - 2014**

<b>Year</b>	<b>World Market US\$ Million</b>
2004	601.80
2005	654.95
2006	713.05
2007	776.57
2008	902.53
2009	1,364.48
2010	1,829.17
2011	2,261.53
2012	2,677.94
2013	3,068.71
2014	3,354.70

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 3 AFRICA & THE MIDDLE EAST

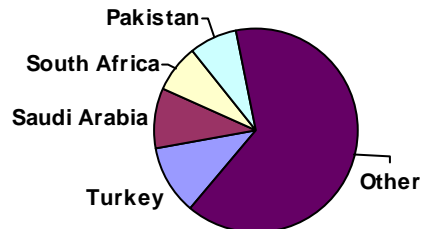
### 3.1 EXECUTIVE SUMMARY

#### Market Potential for Web 2.0 Technologies in Africa & the Middle East (US\$ Million): 2009

Country	Latent Demand US\$ Million	% of Africa & the Middle East
Turkey	13.23	11.32%
Saudi Arabia	11.32	9.69%
South Africa	9.26	7.93%
Pakistan	8.88	7.60%
Egypt	8.62	7.38%
Iran	8.42	7.21%
Nigeria	5.87	5.02%
Algeria	5.32	4.55%
Israel	3.66	3.14%
The United Arab Emirates	2.92	2.50%
Kuwait	2.75	2.35%
Morocco	2.49	2.13%
Sudan	2.20	1.88%
Iraq	1.98	1.69%
Angola	1.66	1.42%
Syrian Arab Republic	1.63	1.40%
Libya	1.56	1.34%
Tunisia	1.54	1.31%
Azerbaijan	1.48	1.27%
Uzbekistan	1.25	1.07%
Oman	1.21	1.04%
Qatar	1.15	0.99%
Kenya	1.15	0.98%
Ethiopia	1.11	0.95%
Yemen	1.04	0.89%
Other	15.15	12.96%
<b>Total</b>	<b>116.84</b>	<b>100.00%</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## Market Potential for Web 2.0 Technologies in Africa & the Middle East (US\$ Million): 2009



### The Market for Web 2.0 Technologies in Africa & the Middle East: 2004 - 2014

Year	US\$ Million	% of Globe
2004	55.65	9.25
2005	60.41	9.22
2006	65.57	9.20
2007	71.19	9.17
2008	81.55	9.04
2009	116.84	8.56
2010	150.18	8.21
2011	179.84	7.95
2012	207.70	7.76
2013	233.69	7.62
2014	253.61	7.56

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 3.2 AFGHANISTAN

### Web 2.0 Technologies (US\$ Million): Afghanistan 2004 - 2014

Year	Afghanistan	% of Region	% of Globe
2004	0.32	0.57%	0.05%
2005	0.35	0.58%	0.05%
2006	0.38	0.58%	0.05%
2007	0.42	0.59%	0.05%
2008	0.49	0.60%	0.05%
2009	0.70	0.60%	0.05%
2010	0.90	0.60%	0.05%
2011	1.09	0.61%	0.05%
2012	1.27	0.61%	0.05%
2013	1.44	0.61%	0.05%
2014	1.57	0.62%	0.05%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Afghanistan: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Kabul	447	0.45	64.17	0.38	0.03
Qandahar	1,243	0.07	10.18	0.06	0.01
Herat	1,349	0.06	7.98	0.05	0.00
Mazar-e-Sharif	1,451	0.04	5.90	0.04	0.00
Jalalabad	1,679	0.02	2.61	0.02	0.00
Qonduz	1,682	0.02	2.57	0.02	0.00
Baghlan	1,749	0.01	1.85	0.01	0.00
Meymaneh	1,754	0.01	1.80	0.01	0.00
Pol-e-Khomri	1,790	0.01	1.49	0.01	0.00
Ghazni	1,798	0.01	1.44	0.01	0.00
<b>Total</b>		<b>0.70</b>	<b>100.00</b>	<b>0.60</b>	<b>0.05</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.3 ALGERIA****Web 2.0 Technologies (US\$ Million): Algeria 2004 - 2014**

Year	Algeria	% of Region	% of Globe
2004	2.61	4.69%	0.43%
2005	2.81	4.66%	0.43%
2006	3.04	4.63%	0.43%
2007	3.28	4.60%	0.42%
2008	3.73	4.57%	0.41%
2009	5.32	4.55%	0.39%
2010	6.80	4.53%	0.37%
2011	8.10	4.51%	0.36%
2012	9.31	4.48%	0.35%
2013	10.41	4.45%	0.34%
2014	11.23	4.43%	0.33%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



**Algeria: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Algiers	144	1.92	36.17	1.65	0.14
Oran	269	0.80	15.09	0.69	0.06
Constantine	373	0.56	10.58	0.48	0.04
Annaba	490	0.39	7.34	0.33	0.03
Batna	719	0.23	4.37	0.20	0.02
Blida	744	0.22	4.10	0.19	0.02
Setif	746	0.22	4.08	0.19	0.02
Sidi-Bel-Abbes	793	0.20	3.67	0.17	0.01
Ech-Cheliff	863	0.17	3.12	0.14	0.01
Skikda	864	0.16	3.10	0.14	0.01
Tlemcen	871	0.16	3.05	0.14	0.01
Bejaia	916	0.15	2.76	0.13	0.01
Bechar	951	0.14	2.57	0.12	0.01
<b>Total</b>		<b>5.32</b>	<b>100.00</b>	<b>4.55</b>	<b>0.39</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.4 ANGOLA****Web 2.0 Technologies (US\$ Million): Angola 2004 - 2014**

Year	Angola	% of Region	% of Globe
2004	0.62	1.12%	0.10%
2005	0.71	1.18%	0.11%
2006	0.82	1.24%	0.11%
2007	0.93	1.31%	0.12%
2008	1.12	1.38%	0.12%
2009	1.66	1.42%	0.12%
2010	2.21	1.47%	0.12%
2011	2.75	1.53%	0.12%
2012	3.30	1.59%	0.12%
2013	3.86	1.65%	0.13%
2014	4.36	1.72%	0.13%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Angola: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Luanda	195	1.30	78.48	1.12	0.10
Lubango	1,109	0.09	5.65	0.08	0.01
Namibe	1,136	0.09	5.38	0.08	0.01
Huambo	1,355	0.06	3.34	0.05	0.00
Lobito	1,363	0.05	3.23	0.05	0.00
Benguela	1,483	0.04	2.21	0.03	0.00
Malanje	1,558	0.03	1.72	0.02	0.00
<b>Total</b>		<b>1.66</b>	<b>100.00</b>	<b>1.42</b>	<b>0.12</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.5 ARMENIA

#### Web 2.0 Technologies (US\$ Million): Armenia 2004 - 2014

Year	Armenia	% of Region	% of Globe
2004	0.13	0.24%	0.02%
2005	0.15	0.25%	0.02%
2006	0.17	0.26%	0.02%
2007	0.20	0.27%	0.03%
2008	0.23	0.29%	0.03%
2009	0.34	0.29%	0.03%
2010	0.46	0.30%	0.02%
2011	0.56	0.31%	0.02%
2012	0.67	0.32%	0.03%
2013	0.78	0.33%	0.03%
2014	0.88	0.35%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Armenia: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Yerevan	794	0.19	56.57	0.17	0.01
Gyumri	1,521	0.03	9.39	0.03	0.00
Kirovakan	1,576	0.03	7.74	0.02	0.00
Hrazdan	1,802	0.01	2.89	0.01	0.00
Echmiadzin	1,811	0.01	2.75	0.01	0.00
Abovian	1,815	0.01	2.70	0.01	0.00
Kaphan	1,842	0.01	2.15	0.01	0.00
Hoktemberian	1,852	0.01	2.02	0.01	0.00
Charentsavan	1,879	0.01	1.65	0.00	0.00
Artashat	1,891	0.01	1.51	0.00	0.00
Kamo	1,894	0.01	1.47	0.00	0.00
Goris	1,914	0.00	1.24	0.00	0.00
Sevan	1,915	0.00	1.24	0.00	0.00
Massis	1,922	0.00	1.15	0.00	0.00
Others		0.02	4.40	0.01	0.00
<b>Total</b>		<b>0.34</b>	<b>100.00</b>	<b>0.29</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.6 AZERBAIJAN

#### Web 2.0 Technologies (US\$ Million): Azerbaijan 2004 - 2014

Year	Azerbaijan	% of Region	% of Globe
2004	0.56	1.00%	0.09%
2005	0.64	1.05%	0.10%
2006	0.73	1.11%	0.10%
2007	0.83	1.17%	0.11%
2008	1.00	1.23%	0.11%
2009	1.48	1.27%	0.11%
2010	1.97	1.31%	0.11%
2011	2.45	1.36%	0.11%
2012	2.94	1.42%	0.11%
2013	3.44	1.47%	0.11%
2014	3.89	1.53%	0.12%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Azerbaijan: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Baku	224	1.03	69.28	0.88	0.08
Gyandzha	868	0.16	10.96	0.14	0.01
Sumgait	960	0.14	9.11	0.12	0.01
Mingechaur	1,454	0.04	2.76	0.04	0.00
Sheki	1,533	0.03	2.09	0.03	0.00
Nakhichevan	1,544	0.03	2.01	0.03	0.00
Lenkoran	1,597	0.02	1.66	0.02	0.00
Stepanakert	1,650	0.02	1.38	0.02	0.00
Shemakha	1,777	0.01	0.75	0.01	0.00
<b>Total</b>		<b>1.48</b>	<b>100.00</b>	<b>1.27</b>	<b>0.11</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.7 BAHRAIN

#### Web 2.0 Technologies (US\$ Million): Bahrain 2004 - 2014

Year	Bahrain	% of Region	% of Globe
2004	0.23	0.41%	0.04%
2005	0.25	0.41%	0.04%
2006	0.27	0.41%	0.04%
2007	0.30	0.42%	0.04%
2008	0.34	0.42%	0.04%
2009	0.49	0.42%	0.04%
2010	0.63	0.42%	0.03%
2011	0.76	0.42%	0.03%
2012	0.88	0.42%	0.03%
2013	0.99	0.42%	0.03%
2014	1.08	0.43%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Bahrain: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Manama	698	0.24	49.67	0.21	0.02
Muharraq	997	0.12	25.49	0.11	0.01
Jidd Hafs	1,208	0.08	15.69	0.07	0.01
Isa Town	1,507	0.03	6.86	0.03	0.00
Al Hidd	1,773	0.01	2.29	0.01	0.00
<b>Total</b>		<b>0.49</b>	<b>100.00</b>	<b>0.42</b>	<b>0.04</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.8 BENIN****Web 2.0 Technologies (US\$ Million): Benin 2004 - 2014**

Year	Benin	% of Region	% of Globe
2004	0.12	0.21%	0.02%
2005	0.13	0.21%	0.02%
2006	0.14	0.21%	0.02%
2007	0.15	0.21%	0.02%
2008	0.17	0.21%	0.02%
2009	0.24	0.21%	0.02%
2010	0.31	0.21%	0.02%
2011	0.37	0.20%	0.02%
2012	0.42	0.20%	0.02%
2013	0.47	0.20%	0.02%
2014	0.51	0.20%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Benin: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Cotonou	957	0.14	56.24	0.12	0.01
Porto-Novo	1,333	0.06	24.02	0.05	0.00
Parakou	1,678	0.02	7.62	0.02	0.00
Abomey	1,720	0.02	6.24	0.01	0.00
Natitingou	1,731	0.01	5.89	0.01	0.00
<b>Total</b>		<b>0.24</b>	<b>100.00</b>	<b>0.21</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.9 BOTSWANA

#### Web 2.0 Technologies (US\$ Million): Botswana 2004 - 2014

Year	Botswana	% of Region	% of Globe
2004	0.23	0.42%	0.04%
2005	0.25	0.42%	0.04%
2006	0.27	0.42%	0.04%
2007	0.29	0.41%	0.04%
2008	0.33	0.41%	0.04%
2009	0.48	0.41%	0.03%
2010	0.61	0.41%	0.03%
2011	0.73	0.40%	0.03%
2012	0.84	0.40%	0.03%
2013	0.94	0.40%	0.03%
2014	1.01	0.40%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Botswana: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Gaborone	1,182	0.08	17.02	0.07	0.01
Mahalapye	1,222	0.07	15.49	0.06	0.01
Serowe	1,265	0.07	14.26	0.06	0.00
Tutume	1,302	0.06	13.04	0.05	0.00
Bobonong	1,464	0.04	8.28	0.03	0.00
Francistown	1,486	0.04	7.52	0.03	0.00
Selebi-Phikwe	1,506	0.03	7.06	0.03	0.00
Lobatse	1,668	0.02	3.99	0.02	0.00
Molepolole	1,716	0.02	3.22	0.01	0.00
Kanye	1,725	0.01	3.07	0.01	0.00
Mochudi	1,748	0.01	2.76	0.01	0.00
Maun	1,780	0.01	2.30	0.01	0.00
Ramotswa	1,807	0.01	1.99	0.01	0.00
<b>Total</b>		<b>0.48</b>	<b>100.00</b>	<b>0.41</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.10 BURKINA FASO

#### Web 2.0 Technologies (US\$ Million): Burkina Faso 2004 - 2014

Year	Burkina Faso	% of Region	% of Globe
2004	0.17	0.31%	0.03%
2005	0.18	0.31%	0.03%
2006	0.20	0.30%	0.03%
2007	0.21	0.30%	0.03%
2008	0.24	0.30%	0.03%
2009	0.35	0.30%	0.03%
2010	0.44	0.29%	0.02%
2011	0.52	0.29%	0.02%
2012	0.60	0.29%	0.02%
2013	0.67	0.29%	0.02%
2014	0.72	0.29%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Burkina Faso: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Ouagadougou	811	0.19	53.58	0.16	0.01
Bobo-Dioulasso	1,095	0.10	28.00	0.08	0.01
Koudougou	1,633	0.02	6.30	0.02	0.00
Ouahigouya	1,709	0.02	4.73	0.01	0.00
Banfora	1,724	0.01	4.24	0.01	0.00
Kaya	1,782	0.01	3.15	0.01	0.00
<b>Total</b>		<b>0.35</b>	<b>100.00</b>	<b>0.30</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.11 BURUNDI

#### Web 2.0 Technologies (US\$ Million): Burundi 2004 - 2014

Year	Burundi	% of Region	% of Globe
2004	0.06	0.11%	0.01%
2005	0.07	0.11%	0.01%
2006	0.07	0.11%	0.01%
2007	0.08	0.11%	0.01%
2008	0.09	0.11%	0.01%
2009	0.13	0.11%	0.01%
2010	0.16	0.11%	0.01%
2011	0.19	0.11%	0.01%
2012	0.22	0.11%	0.01%
2013	0.25	0.11%	0.01%
2014	0.27	0.11%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Burundi: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Bujumbura	1,134	0.09	70.91	0.08	0.01
Gitega	1,528	0.03	24.68	0.03	0.00
Bururi	1,979	0.00	2.08	0.00	0.00
Rumonge	2,012	0.00	1.30	0.00	0.00
Ngozi	2,023	0.00	1.04	0.00	0.00
<b>Total</b>		<b>0.13</b>	<b>100.00</b>	<b>0.11</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.12 CAMEROON****Web 2.0 Technologies (US\$ Million): Cameroon 2004 - 2014**

Year	Cameroon	% of Region	% of Globe
2004	0.40	0.72%	0.07%
2005	0.43	0.71%	0.07%
2006	0.46	0.70%	0.06%
2007	0.49	0.69%	0.06%
2008	0.55	0.68%	0.06%
2009	0.79	0.67%	0.06%
2010	1.00	0.67%	0.05%
2011	1.19	0.66%	0.05%
2012	1.35	0.65%	0.05%
2013	1.51	0.64%	0.05%
2014	1.61	0.64%	0.05%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Cameroon: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Douala	516	0.37	46.52	0.31	0.03
Yaounde	715	0.23	29.65	0.20	0.02
Nkongsamba	1,482	0.04	4.66	0.03	0.00
Maroua	1,498	0.03	4.41	0.03	0.00
Garoua	1,510	0.03	4.25	0.03	0.00
Bafoussam	1,590	0.02	3.17	0.02	0.00
Kumba	1,685	0.02	2.25	0.02	0.00
Bamenda	1,713	0.02	2.00	0.01	0.00
Foumban	1,746	0.01	1.71	0.01	0.00
Limbe	1,785	0.01	1.37	0.01	0.00
<b>Total</b>		<b>0.79</b>	<b>100.00</b>	<b>0.67</b>	<b>0.06</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.13 CAPE VERDE

#### Web 2.0 Technologies (US\$ Million): Cape Verde 2004 - 2014

Year	Cape Verde	% of Region	% of Globe
2004	0.03	0.06%	0.01%
2005	0.04	0.06%	0.01%
2006	0.04	0.06%	0.01%
2007	0.04	0.06%	0.01%
2008	0.05	0.06%	0.01%
2009	0.07	0.06%	0.01%
2010	0.10	0.06%	0.01%
2011	0.11	0.06%	0.01%
2012	0.13	0.06%	0.00%
2013	0.15	0.06%	0.00%
2014	0.16	0.06%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Cape Verde: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Praia	1,457	0.04	54.95	0.03	0.00
Mindelo	1,542	0.03	40.66	0.03	0.00
Ribeira Grande	2,013	0.00	2.20	0.00	0.00
Santa Maria	2,050	0.00	1.10	0.00	0.00
Sal Rei	2,051	0.00	1.10	0.00	0.00
<b>Total</b>		<b>0.07</b>	<b>100.00</b>	<b>0.06</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.14 CENTRAL AFRICAN REPUBLIC

#### Web 2.0 Technologies (US\$ Million): Central African Republic 2004 - 2014

Year	Central African Republic	% of Region	% of Globe
2004	0.03	0.05%	0.01%
2005	0.03	0.05%	0.01%
2006	0.04	0.05%	0.00%
2007	0.04	0.05%	0.00%
2008	0.04	0.05%	0.00%
2009	0.06	0.05%	0.00%
2010	0.08	0.05%	0.00%
2011	0.09	0.05%	0.00%
2012	0.11	0.05%	0.00%
2013	0.12	0.05%	0.00%
2014	0.13	0.05%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



**Central African Republic: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Bangui	1,447	0.04	68.70	0.04	0.00
Berberati	1,851	0.01	11.51	0.01	0.00
Bouar	1,926	0.00	6.33	0.00	0.00
Bambari	1,935	0.00	5.98	0.00	0.00
Bangassou	1,984	0.00	4.14	0.00	0.00
Mbaiki	2,003	0.00	3.34	0.00	0.00
<b>Total</b>		<b>0.06</b>	<b>100.00</b>	<b>0.05</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.15 CHAD****Web 2.0 Technologies (US\$ Million): Chad 2004 - 2014**

Year	Chad	% of Region	% of Globe
2004	0.18	0.32%	0.03%
2005	0.18	0.30%	0.03%
2006	0.19	0.29%	0.03%
2007	0.20	0.28%	0.03%
2008	0.22	0.27%	0.02%
2009	0.31	0.26%	0.02%
2010	0.39	0.26%	0.02%
2011	0.45	0.25%	0.02%
2012	0.50	0.24%	0.02%
2013	0.55	0.23%	0.02%
2014	0.57	0.23%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Chad: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
N'Djamena	891	0.15	50.05	0.13	0.01
Sarh	1,476	0.04	12.12	0.03	0.00
Moundou	1,579	0.03	8.50	0.02	0.00
Abeche	1,637	0.02	6.94	0.02	0.00
Bongor	1,641	0.02	6.74	0.02	0.00
Doba	1,666	0.02	6.26	0.02	0.00
Lai	1,689	0.02	5.67	0.01	0.00
Koumra	1,870	0.01	1.96	0.01	0.00
Kelo	1,882	0.01	1.76	0.00	0.00
<b>Total</b>		<b>0.31</b>	<b>100.00</b>	<b>0.26</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.16 COMOROS

#### Web 2.0 Technologies (US\$ Million): Comoros 2004 - 2014

Year	Comoros	% of Region	% of Globe
2004	0.01	0.02%	0.00%
2005	0.01	0.02%	0.00%
2006	0.02	0.02%	0.00%
2007	0.02	0.02%	0.00%
2008	0.02	0.02%	0.00%
2009	0.02	0.02%	0.00%
2010	0.03	0.02%	0.00%
2011	0.04	0.02%	0.00%
2012	0.04	0.02%	0.00%
2013	0.04	0.02%	0.00%
2014	0.05	0.02%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Comoros: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Moroni	1,762	0.01	48.84	0.01	0.00
Mutsamudu	1,843	0.01	30.23	0.01	0.00
Fomboni	1,944	0.00	13.95	0.00	0.00
Mitsamiouli	2,010	0.00	6.98	0.00	0.00
<b>Total</b>		<b>0.02</b>	<b>100.00</b>	<b>0.02</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.17 CONGO (FORMERLY ZAIRE)

#### Web 2.0 Technologies (US\$ Million): Congo (formerly Zaire) 2004 - 2014

Year	Congo (formerly Zaire)	% of Region	% of Globe
2004	0.18	0.32%	0.03%
2005	0.19	0.32%	0.03%
2006	0.21	0.32%	0.03%
2007	0.23	0.32%	0.03%
2008	0.26	0.32%	0.03%
2009	0.38	0.33%	0.03%
2010	0.49	0.33%	0.03%
2011	0.59	0.33%	0.03%
2012	0.69	0.33%	0.03%
2013	0.78	0.33%	0.03%
2014	0.85	0.33%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Congo (formerly Zaire): Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Kinshasa	801	0.19	50.00	0.16	0.01
Lubumbashi	1,469	0.04	10.23	0.03	0.00
Mbuji-Mayi	1,538	0.03	7.97	0.03	0.00
Kananga	1,640	0.02	5.48	0.02	0.00
Kisangani	1,655	0.02	5.33	0.02	0.00
Likasi	1,738	0.01	3.65	0.01	0.00
Kalemie	1,756	0.01	3.24	0.01	0.00
Bukavu	1,758	0.01	3.22	0.01	0.00
Kamina	1,771	0.01	3.01	0.01	0.00
Kikwit	1,789	0.01	2.77	0.01	0.00
Matadi	1,791	0.01	2.73	0.01	0.00
Mbandaka	1,827	0.01	2.35	0.01	0.00
<b>Total</b>		<b>0.38</b>	<b>100.00</b>	<b>0.33</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.18 COTE D'IVOIRE****Web 2.0 Technologies (US\$ Million): Cote d'Ivoire 2004 - 2014**

Year	Cote d'Ivoire	% of Region	% of Globe
2004	0.34	0.61%	0.06%
2005	0.36	0.60%	0.06%
2006	0.38	0.58%	0.05%
2007	0.41	0.57%	0.05%
2008	0.46	0.56%	0.05%
2009	0.64	0.55%	0.05%
2010	0.81	0.54%	0.04%
2011	0.96	0.53%	0.04%
2012	1.09	0.52%	0.04%
2013	1.20	0.51%	0.04%
2014	1.28	0.50%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Cote d'Ivoire: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Abidjan	427	0.48	74.60	0.41	0.04
Bouake	1,340	0.06	8.87	0.05	0.00
Yamoussoukro	1,531	0.03	4.84	0.03	0.00
Daloa	1,645	0.02	3.23	0.02	0.00
Port-Bouet	1,714	0.02	2.42	0.01	0.00
Man	1,729	0.01	2.22	0.01	0.00
Korhogo	1,741	0.01	2.14	0.01	0.00
Gagnoa	1,783	0.01	1.69	0.01	0.00
<b>Total</b>		<b>0.64</b>	<b>100.00</b>	<b>0.55</b>	<b>0.05</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.19 DJIBOUTI

#### Web 2.0 Technologies (US\$ Million): Djibouti 2004 - 2014

Year	Djibouti	% of Region	% of Globe
2004	0.02	0.03%	0.00%
2005	0.02	0.03%	0.00%
2006	0.02	0.03%	0.00%
2007	0.02	0.03%	0.00%
2008	0.03	0.03%	0.00%
2009	0.04	0.03%	0.00%
2010	0.05	0.03%	0.00%
2011	0.06	0.03%	0.00%
2012	0.06	0.03%	0.00%
2013	0.07	0.03%	0.00%
2014	0.08	0.03%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Djibouti: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Djibouti	1,596	0.02	66.67	0.02	0.00
Dikhil	1,934	0.00	10.11	0.00	0.00
Tadjourah	1,964	0.00	8.05	0.00	0.00
Ali-Sabiah	1,966	0.00	7.82	0.00	0.00
Obock	1,976	0.00	7.36	0.00	0.00
<b>Total</b>		<b>0.04</b>	<b>100.00</b>	<b>0.03</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.20 EGYPT

#### Web 2.0 Technologies (US\$ Million): Egypt 2004 - 2014

Year	Egypt	% of Region	% of Globe
2004	3.96	7.12%	0.66%
2005	4.33	7.18%	0.66%
2006	4.74	7.23%	0.67%
2007	5.19	7.29%	0.67%
2008	5.99	7.34%	0.66%
2009	8.62	7.38%	0.63%
2010	11.14	7.42%	0.61%
2011	13.41	7.46%	0.59%
2012	15.58	7.50%	0.58%
2013	17.63	7.54%	0.57%
2014	19.24	7.59%	0.57%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Egypt: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Cairo	52	5.14	59.57	4.40	0.38
Alexandria	190	1.36	15.80	1.17	0.10
Giza	278	0.78	9.05	0.67	0.06
Al-Mahallah al Kubra	824	0.18	2.09	0.15	0.01
Port Said	827	0.18	2.07	0.15	0.01
Tanta	837	0.17	2.03	0.15	0.01
Al-Mansurah	861	0.17	1.94	0.14	0.01
Helwan	865	0.16	1.91	0.14	0.01
Asyut	956	0.14	1.58	0.12	0.01
Zagazig	985	0.13	1.48	0.11	0.01
Suez	1,003	0.12	1.44	0.11	0.01
Aswan	1,122	0.09	1.06	0.08	0.01
<b>Total</b>		<b>8.62</b>	<b>100.00</b>	<b>7.38</b>	<b>0.63</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.21 EQUATORIAL GUINEA****Web 2.0 Technologies (US\$ Million): Equatorial Guinea 2004 - 2014**

Year	Equatorial Guinea	% of Region	% of Globe
2004	0.21	0.38%	0.03%
2005	0.24	0.39%	0.04%
2006	0.27	0.41%	0.04%
2007	0.30	0.42%	0.04%
2008	0.36	0.44%	0.04%
2009	0.52	0.45%	0.04%
2010	0.69	0.46%	0.04%
2011	0.85	0.47%	0.04%
2012	1.01	0.49%	0.04%
2013	1.17	0.50%	0.04%
2014	1.31	0.52%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Equatorial Guinea: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Malabo	691	0.25	47.24	0.21	0.02
Bata	1,020	0.12	22.83	0.10	0.01
Luba	1,130	0.09	17.32	0.08	0.01
Mbini	1,279	0.07	12.60	0.06	0.00
<b>Total</b>		<b>0.52</b>	<b>100.00</b>	<b>0.45</b>	<b>0.04</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 3.22 ETHIOPIA

### Web 2.0 Technologies (US\$ Million): Ethiopia 2004 - 2014

Year	Ethiopia	% of Region	% of Globe
2004	0.48	0.86%	0.08%
2005	0.53	0.88%	0.08%
2006	0.59	0.90%	0.08%
2007	0.65	0.92%	0.08%
2008	0.76	0.94%	0.08%
2009	1.11	0.95%	0.08%
2010	1.45	0.96%	0.08%
2011	1.76	0.98%	0.08%
2012	2.07	1.00%	0.08%
2013	2.37	1.01%	0.08%
2014	2.61	1.03%	0.08%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Ethiopia: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Addis Ababa	310	0.69	62.14	0.59	0.05
Asmera	952	0.14	12.30	0.12	0.01
Dire Dawa	1,430	0.05	4.07	0.04	0.00
Gondar	1,478	0.04	3.37	0.03	0.00
Nazret	1,494	0.04	3.16	0.03	0.00
Dessye	1,495	0.04	3.16	0.03	0.00
Jimma	1,548	0.03	2.66	0.03	0.00
Harar	1,553	0.03	2.62	0.02	0.00
Mekele	1,559	0.03	2.58	0.02	0.00
Bahr Dar	1,584	0.03	2.29	0.02	0.00
Debre Markos	1,677	0.02	1.66	0.02	0.00
<b>Total</b>		<b>1.11</b>	<b>100.00</b>	<b>0.95</b>	<b>0.08</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.23 GABON

#### Web 2.0 Technologies (US\$ Million): Gabon 2004 - 2014

Year	Gabon	% of Region	% of Globe
2004	0.20	0.35%	0.03%
2005	0.21	0.35%	0.03%
2006	0.23	0.35%	0.03%
2007	0.24	0.34%	0.03%
2008	0.28	0.34%	0.03%
2009	0.40	0.34%	0.03%
2010	0.51	0.34%	0.03%
2011	0.60	0.34%	0.03%
2012	0.69	0.33%	0.03%
2013	0.78	0.33%	0.03%
2014	0.84	0.33%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Gabon: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Libreville	703	0.24	60.07	0.20	0.02
Port Gentil	1,053	0.11	27.99	0.10	0.01
Lambarene	1,694	0.02	4.27	0.01	0.00
Mouila	1,784	0.01	2.73	0.01	0.00
Tchibanga	1,797	0.01	2.56	0.01	0.00
Oyem	1,808	0.01	2.39	0.01	0.00
<b>Total</b>		<b>0.40</b>	<b>100.00</b>	<b>0.34</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.24 GHANA

#### Web 2.0 Technologies (US\$ Million): Ghana 2004 - 2014

Year	Ghana	% of Region	% of Globe
2004	0.29	0.53%	0.05%
2005	0.32	0.53%	0.05%
2006	0.35	0.53%	0.05%
2007	0.38	0.53%	0.05%
2008	0.43	0.53%	0.05%
2009	0.62	0.53%	0.05%
2010	0.80	0.53%	0.04%
2011	0.96	0.53%	0.04%
2012	1.11	0.53%	0.04%
2013	1.25	0.53%	0.04%
2014	1.36	0.54%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Ghana: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Accra	605	0.31	49.30	0.26	0.02
Kumasi	1,000	0.12	20.00	0.11	0.01
Tamale	1,411	0.05	7.84	0.04	0.00
Tema	1,491	0.04	5.66	0.03	0.00
Sekondi-Takoradi	1,508	0.03	5.40	0.03	0.00
Cape Coast	1,669	0.02	3.06	0.02	0.00
Koforidua	1,670	0.02	3.06	0.02	0.00
Sunyani	1,755	0.01	2.03	0.01	0.00
Ho	1,757	0.01	1.97	0.01	0.00
Bolgatanga	1,793	0.01	1.66	0.01	0.00
<b>Total</b>		<b>0.62</b>	<b>100.00</b>	<b>0.53</b>	<b>0.05</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.25 GUINEA****Web 2.0 Technologies (US\$ Million): Guinea 2004 - 2014**

Year	Guinea	% of Region	% of Globe
2004	0.10	0.18%	0.02%
2005	0.11	0.18%	0.02%
2006	0.11	0.17%	0.02%
2007	0.12	0.17%	0.02%
2008	0.14	0.17%	0.01%
2009	0.19	0.16%	0.01%
2010	0.24	0.16%	0.01%
2011	0.28	0.16%	0.01%
2012	0.32	0.15%	0.01%
2013	0.35	0.15%	0.01%
2014	0.38	0.15%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Guinea: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Conakry	896	0.15	79.93	0.13	0.01
Kankan	1,667	0.02	10.09	0.02	0.00
Labe	1,733	0.01	7.37	0.01	0.00
Nzerekore	1,897	0.00	2.61	0.00	0.00
<b>Total</b>		<b>0.19</b>	<b>100.00</b>	<b>0.16</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



### 3.26 GUINEA-BISSAU

#### Web 2.0 Technologies (US\$ Million): Guinea-Bissau 2004 - 2014

Year	Guinea-Bissau	% of Region	% of Globe
2004	0.01	0.02%	0.00%
2005	0.01	0.02%	0.00%
2006	0.01	0.02%	0.00%
2007	0.01	0.02%	0.00%
2008	0.01	0.02%	0.00%
2009	0.02	0.02%	0.00%
2010	0.02	0.02%	0.00%
2011	0.03	0.01%	0.00%
2012	0.03	0.01%	0.00%
2013	0.03	0.01%	0.00%
2014	0.04	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Guinea-Bissau: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Bissau	1,745	0.01	75.76	0.01	0.00
Bafata	2,021	0.00	7.88	0.00	0.00
Gabu	2,044	0.00	4.85	0.00	0.00
Cantchungo	2,059	0.00	3.03	0.00	0.00
Catio	2,060	0.00	3.03	0.00	0.00
Mansoa	2,061	0.00	3.03	0.00	0.00
Farim	2,068	0.00	2.42	0.00	0.00
<b>Total</b>		<b>0.02</b>	<b>100.00</b>	<b>0.02</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.27 IRAN

#### Web 2.0 Technologies (US\$ Million): Iran 2004 - 2014

Year	Iran	% of Region	% of Globe
2004	4.16	7.48%	0.69%
2005	4.48	7.42%	0.68%
2006	4.83	7.36%	0.68%
2007	5.20	7.31%	0.67%
2008	5.91	7.25%	0.65%
2009	8.42	7.21%	0.62%
2010	10.76	7.16%	0.59%
2011	12.80	7.12%	0.57%
2012	14.68	7.07%	0.55%
2013	16.40	7.02%	0.53%
2014	17.67	6.97%	0.53%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Iran: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Tehran	83	3.61	42.86	3.09	0.26
Mashad	253	0.87	10.38	0.75	0.06
Isfahan	363	0.59	7.00	0.50	0.04
Tabriz	365	0.58	6.89	0.50	0.04
Shiraz	409	0.51	6.01	0.43	0.04
Ahvaz	534	0.35	4.11	0.30	0.03
Bakhtaran	549	0.34	3.98	0.29	0.02
Qom	569	0.32	3.85	0.28	0.02
Karaj	589	0.31	3.74	0.27	0.02
Orumiyeh	823	0.18	2.13	0.15	0.01
Abadan	834	0.18	2.09	0.15	0.01
Rasht	842	0.17	2.06	0.15	0.01
Kerman	893	0.15	1.82	0.13	0.01
Yazd	946	0.14	1.63	0.12	0.01
Bandar 'Abbas	1,016	0.12	1.43	0.10	0.01
<b>Total</b>		<b>8.42</b>	<b>100.00</b>	<b>7.21</b>	<b>0.62</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.28 IRAQ****Web 2.0 Technologies (US\$ Million): Iraq 2004 - 2014**

Year	Iraq	% of Region	% of Globe
2004	0.96	1.73%	0.16%
2005	1.04	1.72%	0.16%
2006	1.12	1.71%	0.16%
2007	1.22	1.71%	0.16%
2008	1.39	1.70%	0.15%
2009	1.98	1.69%	0.15%
2010	2.54	1.69%	0.14%
2011	3.03	1.68%	0.13%
2012	3.48	1.68%	0.13%
2013	3.90	1.67%	0.13%
2014	4.22	1.66%	0.13%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Iraq: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Baghdad	211	1.12	56.60	0.96	0.08
Basra	906	0.15	7.51	0.13	0.01
Mosul	944	0.14	6.95	0.12	0.01
Kirkuk	981	0.13	6.51	0.11	0.01
Irbil	1,185	0.08	4.07	0.07	0.01
As-Sulaymaniyah	1,269	0.07	3.40	0.06	0.00
An-Najaf	1,326	0.06	2.96	0.05	0.00
Al-Hillah	1,380	0.05	2.62	0.04	0.00
Karbala	1,434	0.04	2.25	0.04	0.00
An-Nasiriyah	1,509	0.03	1.69	0.03	0.00
Ar-Ramadi	1,514	0.03	1.67	0.03	0.00
Al-Amarah	1,523	0.03	1.61	0.03	0.00
Ba'qubah	1,567	0.03	1.40	0.02	0.00
Samarra	1,722	0.01	0.75	0.01	0.00
<b>Total</b>		<b>1.98</b>	<b>100.00</b>	<b>1.69</b>	<b>0.15</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.29 ISRAEL****Web 2.0 Technologies (US\$ Million): Israel 2004 - 2014**

Year	Israel	% of Region	% of Globe
2004	1.78	3.19%	0.29%
2005	1.92	3.18%	0.29%
2006	2.08	3.17%	0.29%
2007	2.25	3.16%	0.29%
2008	2.56	3.14%	0.28%
2009	3.66	3.14%	0.27%
2010	4.69	3.13%	0.26%
2011	5.60	3.12%	0.25%
2012	6.45	3.11%	0.24%
2013	7.23	3.09%	0.24%
2014	7.82	3.08%	0.23%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Israel: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Jerusalem	221	1.06	28.97	0.91	0.08
Tel Aviv	296	0.72	19.77	0.62	0.05
Haifa	411	0.50	13.77	0.43	0.04
Holon	581	0.32	8.65	0.27	0.02
Petach-Tikva	624	0.30	8.09	0.25	0.02
Ramat Gan	667	0.26	7.16	0.22	0.02
Beersheba	670	0.26	7.10	0.22	0.02
Bene Beraq	705	0.24	6.49	0.20	0.02
<b>Total</b>		<b>3.66</b>	<b>100.00</b>	<b>3.14</b>	<b>0.27</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.30 JORDAN****Web 2.0 Technologies (US\$ Million): Jordan 2004 - 2014**

Year	Jordan	% of Region	% of Globe
2004	0.27	0.48%	0.04%
2005	0.29	0.48%	0.04%
2006	0.31	0.48%	0.04%
2007	0.34	0.48%	0.04%
2008	0.39	0.48%	0.04%
2009	0.56	0.48%	0.04%
2010	0.72	0.48%	0.04%
2011	0.86	0.48%	0.04%
2012	0.99	0.48%	0.04%
2013	1.12	0.48%	0.04%
2014	1.21	0.48%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Jordan: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Amman	597	0.31	55.97	0.27	0.02
Zarqa	1,068	0.11	19.09	0.09	0.01
Irbid	1,343	0.06	10.07	0.05	0.00
Salt	1,423	0.05	8.33	0.04	0.00
Ajlun	1,707	0.02	2.92	0.01	0.00
Jarash	1,776	0.01	1.99	0.01	0.00
Madaba	1,823	0.01	1.62	0.01	0.00
<b>Total</b>		<b>0.56</b>	<b>100.00</b>	<b>0.48</b>	<b>0.04</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.31 KENYA

#### Web 2.0 Technologies (US\$ Million): Kenya 2004 - 2014

Year	Kenya	% of Region	% of Globe
2004	0.54	0.97%	0.09%
2005	0.59	0.97%	0.09%
2006	0.64	0.97%	0.09%
2007	0.70	0.98%	0.09%
2008	0.80	0.98%	0.09%
2009	1.15	0.98%	0.08%
2010	1.48	0.98%	0.08%
2011	1.77	0.99%	0.08%
2012	2.05	0.99%	0.08%
2013	2.31	0.99%	0.08%
2014	2.51	0.99%	0.07%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Kenya: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Nairobi	334	0.64	55.53	0.55	0.05
Mombasa	693	0.25	21.43	0.21	0.02
Kisumu	1,097	0.10	8.40	0.08	0.01
Nakuru	1,323	0.06	5.13	0.05	0.00
Eldoret	1,499	0.03	3.02	0.03	0.00
Thika	1,604	0.02	2.06	0.02	0.00
Nyeri	1,644	0.02	1.81	0.02	0.00
Nanyuki	1,832	0.01	0.75	0.01	0.00
Kitale	1,837	0.01	0.70	0.01	0.00
Malindi	1,853	0.01	0.60	0.01	0.00
Kericho	1,863	0.01	0.55	0.01	0.00
<b>Total</b>		<b>1.15</b>	<b>100.00</b>	<b>0.98</b>	<b>0.08</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.32 KUWAIT

#### Web 2.0 Technologies (US\$ Million): Kuwait 2004 - 2014

Year	Kuwait	% of Region	% of Globe
2004	1.32	2.37%	0.22%
2005	1.43	2.36%	0.22%
2006	1.55	2.36%	0.22%
2007	1.68	2.36%	0.22%
2008	1.92	2.36%	0.21%
2009	2.75	2.35%	0.20%
2010	3.53	2.35%	0.19%
2011	4.23	2.35%	0.19%
2012	4.87	2.35%	0.18%
2013	5.48	2.34%	0.18%
2014	5.93	2.34%	0.18%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Kuwait: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Salmiya	243	0.93	33.77	0.80	0.07
Hawalli	251	0.88	32.01	0.75	0.06
Jahra	315	0.67	24.50	0.58	0.05
Kuwait	661	0.27	9.71	0.23	0.02
<b>Total</b>		<b>2.75</b>	<b>100.00</b>	<b>2.35</b>	<b>0.20</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.33 KYRGYZSTAN

#### Web 2.0 Technologies (US\$ Million): Kyrgyzstan 2004 - 2014

Year	Kyrgyzstan	% of Region	% of Globe
2004	0.10	0.17%	0.02%
2005	0.11	0.17%	0.02%
2006	0.11	0.18%	0.02%
2007	0.13	0.18%	0.02%
2008	0.14	0.18%	0.02%
2009	0.21	0.18%	0.02%
2010	0.27	0.18%	0.01%
2011	0.32	0.18%	0.01%
2012	0.37	0.18%	0.01%
2013	0.42	0.18%	0.01%
2014	0.45	0.18%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Kyrgyzstan: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Bishkek	983	0.13	62.08	0.11	0.01
Osh	1,444	0.04	20.92	0.04	0.00
Dzhalal-Abad	1,761	0.01	5.80	0.01	0.00
Przhevalsk	1,772	0.01	5.50	0.01	0.00
Kyzyl-Kiya	1,858	0.01	3.14	0.01	0.00
Naryn	1,888	0.01	2.55	0.00	0.00
<b>Total</b>		<b>0.21</b>	<b>100.00</b>	<b>0.18</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.34 LEBANON****Web 2.0 Technologies (US\$ Million): Lebanon 2004 - 2014**

Year	Lebanon	% of Region	% of Globe
2004	0.43	0.78%	0.07%
2005	0.46	0.75%	0.07%
2006	0.48	0.73%	0.07%
2007	0.51	0.71%	0.07%
2008	0.56	0.69%	0.06%
2009	0.79	0.68%	0.06%
2010	1.00	0.66%	0.05%
2011	1.16	0.65%	0.05%
2012	1.31	0.63%	0.05%
2013	1.44	0.62%	0.05%
2014	1.52	0.60%	0.05%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Lebanon: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Beirut	405	0.51	64.82	0.44	0.04
Tripoli	849	0.17	21.61	0.15	0.01
Zahle	1,263	0.07	8.64	0.06	0.01
Sidon	1,502	0.03	4.32	0.03	0.00
Tyre	1,900	0.00	0.61	0.00	0.00
<b>Total</b>		<b>0.79</b>	<b>100.00</b>	<b>0.68</b>	<b>0.06</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.35 LESOTHO

#### Web 2.0 Technologies (US\$ Million): Lesotho 2004 - 2014

Year	Lesotho	% of Region	% of Globe
2004	0.03	0.05%	0.00%
2005	0.03	0.05%	0.00%
2006	0.03	0.05%	0.00%
2007	0.04	0.05%	0.00%
2008	0.04	0.05%	0.00%
2009	0.06	0.05%	0.00%
2010	0.08	0.05%	0.00%
2011	0.09	0.05%	0.00%
2012	0.11	0.05%	0.00%
2013	0.12	0.05%	0.00%
2014	0.13	0.05%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Lesotho: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Maseru	1,378	0.05	85.16	0.04	0.00
Teyateyaneng	1,929	0.00	6.25	0.00	0.00
Leribe	1,969	0.00	4.69	0.00	0.00
Mafeteng	1,989	0.00	3.91	0.00	0.00
<b>Total</b>		<b>0.06</b>	<b>100.00</b>	<b>0.05</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.36 LIBERIA

#### Web 2.0 Technologies (US\$ Million): Liberia 2004 - 2014

Year	Liberia	% of Region	% of Globe
2004	0.01	0.02%	0.00%
2005	0.01	0.02%	0.00%
2006	0.02	0.02%	0.00%
2007	0.02	0.03%	0.00%
2008	0.02	0.03%	0.00%
2009	0.03	0.03%	0.00%
2010	0.04	0.03%	0.00%
2011	0.05	0.03%	0.00%
2012	0.06	0.03%	0.00%
2013	0.06	0.03%	0.00%
2014	0.07	0.03%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



**Liberia: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Monrovia	1,606	0.02	78.41	0.02	0.00
Harbel	1,936	0.00	12.18	0.00	0.00
Buchanan	2,022	0.00	4.43	0.00	0.00
Tubmanburg	2,049	0.00	2.77	0.00	0.00
Harper	2,055	0.00	2.21	0.00	0.00
<b>Total</b>		<b>0.03</b>	<b>100.00</b>	<b>0.03</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.37 LIBYA****Web 2.0 Technologies (US\$ Million): Libya 2004 - 2014**

Year	Libya	% of Region	% of Globe
2004	0.75	1.35%	0.12%
2005	0.81	1.35%	0.12%
2006	0.88	1.35%	0.12%
2007	0.96	1.34%	0.12%
2008	1.09	1.34%	0.12%
2009	1.56	1.34%	0.11%
2010	2.01	1.34%	0.11%
2011	2.40	1.33%	0.11%
2012	2.76	1.33%	0.10%
2013	3.10	1.33%	0.10%
2014	3.36	1.32%	0.10%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Libya: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Tripoli	273	0.80	50.89	0.68	0.06
Benghazi	464	0.41	26.45	0.35	0.03
Misurata	1,046	0.11	7.24	0.10	0.01
Az Zawiyah	1,197	0.08	5.04	0.07	0.01
Al-Bayda	1,546	0.03	1.90	0.03	0.00
Ajdabiya	1,557	0.03	1.84	0.02	0.00
Darnah	1,565	0.03	1.78	0.02	0.00
Sebha	1,573	0.03	1.72	0.02	0.00
Tubruq	1,582	0.03	1.66	0.02	0.00
Al-Marj	1,607	0.02	1.48	0.02	0.00
<b>Total</b>		<b>1.56</b>	<b>100.00</b>	<b>1.34</b>	<b>0.11</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.38 MADAGASCAR

#### Web 2.0 Technologies (US\$ Million): Madagascar 2004 - 2014

Year	Madagascar	% of Region	% of Globe
2004	0.19	0.34%	0.03%
2005	0.20	0.34%	0.03%
2006	0.22	0.34%	0.03%
2007	0.24	0.34%	0.03%
2008	0.28	0.34%	0.03%
2009	0.40	0.34%	0.03%
2010	0.51	0.34%	0.03%
2011	0.61	0.34%	0.03%
2012	0.71	0.34%	0.03%
2013	0.80	0.34%	0.03%
2014	0.87	0.34%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Madagascar: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Antananarivo	734	0.22	56.02	0.19	0.02
Toamasina	1,439	0.04	11.08	0.04	0.00
Fianarantsoa	1,492	0.04	8.84	0.03	0.00
Mahajanga	1,493	0.04	8.84	0.03	0.00
Antsirabe	1,588	0.02	6.29	0.02	0.00
Toliara	1,672	0.02	4.70	0.02	0.00
Antsiranana	1,700	0.02	4.22	0.01	0.00
<b>Total</b>		<b>0.40</b>	<b>100.00</b>	<b>0.34</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.39 MALAWI

#### Web 2.0 Technologies (US\$ Million): Malawi 2004 - 2014

Year	Malawi	% of Region	% of Globe
2004	0.10	0.18%	0.02%
2005	0.11	0.18%	0.02%
2006	0.12	0.18%	0.02%
2007	0.13	0.18%	0.02%
2008	0.15	0.18%	0.02%
2009	0.21	0.18%	0.02%
2010	0.27	0.18%	0.01%
2011	0.32	0.18%	0.01%
2012	0.37	0.18%	0.01%
2013	0.41	0.18%	0.01%
2014	0.45	0.18%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Malawi: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Blantyre	1,078	0.10	49.45	0.09	0.01
Lilongwe	1,346	0.06	26.99	0.05	0.00
Mzuzu	1,550	0.03	14.11	0.03	0.00
Zomba	1,744	0.01	6.50	0.01	0.00
Karonga	1,949	0.00	1.60	0.00	0.00
Nkhotakota	1,972	0.00	1.35	0.00	0.00
<b>Total</b>		<b>0.21</b>	<b>100.00</b>	<b>0.18</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.40 MALI****Web 2.0 Technologies (US\$ Million): Mali 2004 - 2014**

Year	Mali	% of Region	% of Globe
2004	0.14	0.25%	0.02%
2005	0.15	0.25%	0.02%
2006	0.16	0.24%	0.02%
2007	0.17	0.24%	0.02%
2008	0.20	0.24%	0.02%
2009	0.28	0.24%	0.02%
2010	0.36	0.24%	0.02%
2011	0.43	0.24%	0.02%
2012	0.49	0.24%	0.02%
2013	0.55	0.23%	0.02%
2014	0.59	0.23%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Mali: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Bamako	780	0.20	71.15	0.17	0.01
Segou	1,659	0.02	7.16	0.02	0.00
Mopti	1,704	0.02	5.95	0.01	0.00
Sikasso	1,726	0.01	5.18	0.01	0.00
Kayes	1,739	0.01	4.96	0.01	0.00
Gao	1,806	0.01	3.41	0.01	0.00
Timbuktu	1,865	0.01	2.20	0.01	0.00
<b>Total</b>		<b>0.28</b>	<b>100.00</b>	<b>0.24</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.41 MAURITANIA

#### Web 2.0 Technologies (US\$ Million): Mauritania 2004 - 2014

Year	Mauritania	% of Region	% of Globe
2004	0.06	0.11%	0.01%
2005	0.06	0.11%	0.01%
2006	0.07	0.10%	0.01%
2007	0.07	0.10%	0.01%
2008	0.08	0.10%	0.01%
2009	0.11	0.10%	0.01%
2010	0.14	0.10%	0.01%
2011	0.17	0.09%	0.01%
2012	0.19	0.09%	0.01%
2013	0.21	0.09%	0.01%
2014	0.22	0.09%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Mauritania: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Nouakchott	1,105	0.09	82.92	0.08	0.01
Nouadhibou	1,916	0.00	3.65	0.00	0.00
Kaedi	1,920	0.00	3.48	0.00	0.00
Zouerate	1,955	0.00	2.82	0.00	0.00
Atar	1,960	0.00	2.65	0.00	0.00
Rosso	1,961	0.00	2.65	0.00	0.00
Kiffa	2,001	0.00	1.82	0.00	0.00
<b>Total</b>		<b>0.11</b>	<b>100.00</b>	<b>0.10</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.42 MAURITIUS

#### Web 2.0 Technologies (US\$ Million): Mauritius 2004 - 2014

Year	Mauritius	% of Region	% of Globe
2004	0.14	0.25%	0.02%
2005	0.15	0.25%	0.02%
2006	0.17	0.25%	0.02%
2007	0.18	0.25%	0.02%
2008	0.21	0.25%	0.02%
2009	0.30	0.25%	0.02%
2010	0.38	0.25%	0.02%
2011	0.45	0.25%	0.02%
2012	0.52	0.25%	0.02%
2013	0.59	0.25%	0.02%
2014	0.64	0.25%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Mauritius: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Port Louis	1,089	0.10	33.33	0.08	0.01
Beau Bassin	1,277	0.07	22.30	0.06	0.00
Curepipe	1,425	0.05	15.59	0.04	0.00
Quatre Bornes	1,426	0.05	15.59	0.04	0.00
Vacoas-Phoenix	1,468	0.04	13.19	0.03	0.00
<b>Total</b>		<b>0.30</b>	<b>100.00</b>	<b>0.25</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.43 MOROCCO****Web 2.0 Technologies (US\$ Million): Morocco 2004 - 2014**

Year	Morocco	% of Region	% of Globe
2004	1.30	2.34%	0.22%
2005	1.38	2.29%	0.21%
2006	1.47	2.25%	0.21%
2007	1.57	2.20%	0.20%
2008	1.76	2.16%	0.20%
2009	2.49	2.13%	0.18%
2010	3.15	2.10%	0.17%
2011	3.72	2.07%	0.16%
2012	4.22	2.03%	0.16%
2013	4.67	2.00%	0.15%
2014	4.98	1.96%	0.15%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Morocco: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Casablanca	350	0.61	24.65	0.52	0.04
Marrakech	612	0.30	12.09	0.26	0.02
Rabat	654	0.27	10.92	0.23	0.02
Fez	786	0.20	7.92	0.17	0.01
Oujda	804	0.19	7.60	0.16	0.01
Kenitra	832	0.18	7.07	0.15	0.01
Tetouan	853	0.17	6.79	0.14	0.01
Safi	859	0.17	6.73	0.14	0.01
Meknes	907	0.15	5.97	0.13	0.01
Agadir	911	0.15	5.94	0.13	0.01
Tangier	1,065	0.11	4.32	0.09	0.01
<b>Total</b>		<b>2.49</b>	<b>100.00</b>	<b>2.13</b>	<b>0.18</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.44 MOZAMBIQUE

#### Web 2.0 Technologies (US\$ Million): Mozambique 2004 - 2014

Year	Mozambique	% of Region	% of Globe
2004	0.16	0.29%	0.03%
2005	0.18	0.29%	0.03%
2006	0.20	0.30%	0.03%
2007	0.21	0.30%	0.03%
2008	0.25	0.30%	0.03%
2009	0.36	0.30%	0.03%
2010	0.46	0.31%	0.03%
2011	0.56	0.31%	0.02%
2012	0.65	0.31%	0.02%
2013	0.73	0.31%	0.02%
2014	0.80	0.32%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Mozambique: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Maputo	747	0.22	60.83	0.19	0.02
Beira	1,321	0.06	16.60	0.05	0.00
Nampula	1,463	0.04	11.20	0.03	0.00
Nacala	1,646	0.02	5.80	0.02	0.00
Machaze	1,814	0.01	2.62	0.01	0.00
Chibuto	1,889	0.01	1.48	0.00	0.00
Mandie	1,890	0.01	1.48	0.00	0.00
<b>Total</b>		<b>0.36</b>	<b>100.00</b>	<b>0.30</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.45 NAMIBIA

#### Web 2.0 Technologies (US\$ Million): Namibia 2004 - 2014

Year	Namibia	% of Region	% of Globe
2004	0.10	0.19%	0.02%
2005	0.11	0.19%	0.02%
2006	0.12	0.18%	0.02%
2007	0.13	0.18%	0.02%
2008	0.15	0.18%	0.02%
2009	0.21	0.18%	0.02%
2010	0.27	0.18%	0.01%
2011	0.32	0.18%	0.01%
2012	0.37	0.18%	0.01%
2013	0.41	0.18%	0.01%
2014	0.44	0.18%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Namibia: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Windhoek	905	0.15	70.55	0.13	0.01
Tsumeb	1,699	0.02	7.98	0.01	0.00
Keetmanshoop	1,730	0.01	6.75	0.01	0.00
Otjiwarongo	1,765	0.01	5.52	0.01	0.00
Luderitz	1,792	0.01	4.91	0.01	0.00
Swakopmund	1,822	0.01	4.29	0.01	0.00
<b>Total</b>		<b>0.21</b>	<b>100.00</b>	<b>0.18</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.46 NIGER****Web 2.0 Technologies (US\$ Million): Niger 2004 - 2014**

Year	Niger	% of Region	% of Globe
2004	0.09	0.16%	0.01%
2005	0.09	0.16%	0.01%
2006	0.10	0.16%	0.01%
2007	0.11	0.15%	0.01%
2008	0.12	0.15%	0.01%
2009	0.18	0.15%	0.01%
2010	0.23	0.15%	0.01%
2011	0.27	0.15%	0.01%
2012	0.31	0.15%	0.01%
2013	0.35	0.15%	0.01%
2014	0.37	0.15%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Niger: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Niamey	1,056	0.11	61.99	0.09	0.01
Zinder	1,610	0.02	12.93	0.02	0.00
Maradi	1,681	0.02	10.12	0.02	0.00
Tahoua	1,766	0.01	6.54	0.01	0.00
Agadez	1,840	0.01	4.21	0.01	0.00
Birni N'Konni	1,906	0.00	2.49	0.00	0.00
Filingue	1,959	0.00	1.71	0.00	0.00
<b>Total</b>		<b>0.18</b>	<b>100.00</b>	<b>0.15</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.47 NIGERIA

#### Web 2.0 Technologies (US\$ Million): Nigeria 2004 - 2014

Year	Nigeria	% of Region	% of Globe
2004	2.76	4.96%	0.46%
2005	3.00	4.97%	0.46%
2006	3.27	4.98%	0.46%
2007	3.56	5.00%	0.46%
2008	4.09	5.01%	0.45%
2009	5.87	5.02%	0.43%
2010	7.55	5.03%	0.41%
2011	9.06	5.04%	0.40%
2012	10.48	5.05%	0.39%
2013	11.81	5.06%	0.38%
2014	12.84	5.06%	0.38%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Nigeria: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Lagos	228	1.00	17.07	0.86	0.07
Ibadan	240	0.94	16.09	0.81	0.07
Ogbomosho	425	0.48	8.20	0.41	0.04
Kano	449	0.44	7.57	0.38	0.03
Oshogbo	587	0.31	5.37	0.27	0.02
Ilorin	592	0.31	5.35	0.27	0.02
Abeokuta	641	0.28	4.81	0.24	0.02
Port Harcourt	655	0.27	4.60	0.23	0.02
Zaria	685	0.25	4.26	0.21	0.02
Ilesha	686	0.25	4.26	0.21	0.02
Onitsha	696	0.25	4.18	0.21	0.02
Kaduna	726	0.23	3.85	0.19	0.02
Enugu	765	0.21	3.55	0.18	0.02
Aba	787	0.20	3.36	0.17	0.01
Benin City	898	0.15	2.59	0.13	0.01
Others		0.29	4.90	0.25	0.02
<b>Total</b>		<b>5.87</b>	<b>100.00</b>	<b>5.02</b>	<b>0.43</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



### 3.48 OMAN

#### Web 2.0 Technologies (US\$ Million): Oman 2004 - 2014

Year	Oman	% of Region	% of Globe
2004	0.59	1.05%	0.10%
2005	0.63	1.05%	0.10%
2006	0.69	1.05%	0.10%
2007	0.74	1.04%	0.10%
2008	0.85	1.04%	0.09%
2009	1.21	1.04%	0.09%
2010	1.56	1.04%	0.09%
2011	1.86	1.03%	0.08%
2012	2.14	1.03%	0.08%
2013	2.40	1.03%	0.08%
2014	2.60	1.03%	0.08%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Oman: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Muscat	307	0.70	57.47	0.60	0.05
Matrah	707	0.24	19.54	0.20	0.02
Salala	938	0.14	11.49	0.12	0.01
Nizwa	939	0.14	11.49	0.12	0.01
<b>Total</b>		<b>1.21</b>	<b>100.00</b>	<b>1.04</b>	<b>0.09</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.49 PAKISTAN

#### Web 2.0 Technologies (US\$ Million): Pakistan 2004 - 2014

Year	Pakistan	% of Region	% of Globe
2004	4.17	7.50%	0.69%
2005	4.54	7.52%	0.69%
2006	4.95	7.54%	0.69%
2007	5.39	7.56%	0.69%
2008	6.18	7.58%	0.69%
2009	8.88	7.60%	0.65%
2010	11.43	7.61%	0.62%
2011	13.71	7.62%	0.61%
2012	15.86	7.64%	0.59%
2013	17.88	7.65%	0.58%
2014	19.43	7.66%	0.58%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Pakistan: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Karachi	90	3.41	38.40	2.92	0.25
Lahore	143	1.93	21.77	1.65	0.14
Faisalabad	297	0.72	8.14	0.62	0.05
Rawalpindi	398	0.52	5.86	0.45	0.04
Hyderabad	419	0.49	5.54	0.42	0.04
Multan	428	0.48	5.38	0.41	0.04
Gujranwala	459	0.43	4.86	0.37	0.03
Peshawar	511	0.37	4.17	0.32	0.03
Sialkot	784	0.20	2.23	0.17	0.01
Sargodha	800	0.19	2.15	0.16	0.01
Islamabad	967	0.13	1.50	0.11	0.01
<b>Total</b>		<b>8.88</b>	<b>100.00</b>	<b>7.60</b>	<b>0.65</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.50 PALESTINE****Web 2.0 Technologies (US\$ Million): Palestine 2004 - 2014**

Year	Palestine	% of Region	% of Globe
2004	0.03	0.05%	0.00%
2005	0.03	0.05%	0.00%
2006	0.03	0.05%	0.00%
2007	0.03	0.05%	0.00%
2008	0.04	0.05%	0.00%
2009	0.05	0.05%	0.00%
2010	0.07	0.05%	0.00%
2011	0.08	0.04%	0.00%
2012	0.09	0.04%	0.00%
2013	0.10	0.04%	0.00%
2014	0.11	0.04%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Palestine: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
West Bank	1,505	0.03	63.56	0.03	0.00
Gaza Strip	1,664	0.02	36.44	0.02	0.00
<b>Total</b>		<b>0.05</b>	<b>100.00</b>	<b>0.05</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.51 QATAR

#### Web 2.0 Technologies (US\$ Million): Qatar 2004 - 2014

Year	Qatar	% of Region	% of Globe
2004	0.52	0.94%	0.09%
2005	0.57	0.95%	0.09%
2006	0.63	0.96%	0.09%
2007	0.69	0.97%	0.09%
2008	0.80	0.98%	0.09%
2009	1.15	0.99%	0.08%
2010	1.49	1.00%	0.08%
2011	1.80	1.00%	0.08%
2012	2.10	1.01%	0.08%
2013	2.38	1.02%	0.08%
2014	2.61	1.03%	0.08%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Qatar: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Doha	209	1.15	100.00	0.99	0.08
<b>Total</b>		<b>1.15</b>	<b>100.00</b>	<b>0.99</b>	<b>0.08</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.52 REPUBLIC OF CONGO

#### Web 2.0 Technologies (US\$ Million): Republic of Congo 2004 - 2014

Year	Republic of Congo	% of Region	% of Globe
2004	0.14	0.25%	0.02%
2005	0.15	0.25%	0.02%
2006	0.16	0.25%	0.02%
2007	0.17	0.24%	0.02%
2008	0.19	0.24%	0.02%
2009	0.27	0.23%	0.02%
2010	0.35	0.23%	0.02%
2011	0.41	0.23%	0.02%
2012	0.47	0.23%	0.02%
2013	0.52	0.22%	0.02%
2014	0.56	0.22%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Republic of Congo: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Brazzaville	875	0.16	58.32	0.14	0.01
Pointe-Noire	1,189	0.08	29.16	0.07	0.01
Nkayi	1,795	0.01	3.72	0.01	0.00
Loubomo	1,800	0.01	3.62	0.01	0.00
Ngamaba-Mfilou	1,856	0.01	2.45	0.01	0.00
Loandjili	1,911	0.00	1.57	0.00	0.00
Mossendjo	1,954	0.00	1.17	0.00	0.00
<b>Total</b>		<b>0.27</b>	<b>100.00</b>	<b>0.23</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.53 REUNION****Web 2.0 Technologies (US\$ Million): Reunion 2004 - 2014**

Year	Reunion	% of Region	% of Globe
2004	0.05	0.09%	0.01%
2005	0.05	0.09%	0.01%
2006	0.05	0.08%	0.01%
2007	0.06	0.08%	0.01%
2008	0.07	0.08%	0.01%
2009	0.09	0.08%	0.01%
2010	0.12	0.08%	0.01%
2011	0.14	0.08%	0.01%
2012	0.16	0.08%	0.01%
2013	0.18	0.08%	0.01%
2014	0.19	0.08%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Reunion: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Saint-Denis	1,535	0.03	32.61	0.03	0.00
Saint-Paul	1,680	0.02	19.41	0.02	0.00
Saint-Pierre	1,721	0.01	15.90	0.01	0.00
Le Tampon	1,759	0.01	12.94	0.01	0.00
Saint-Louis	1,812	0.01	9.97	0.01	0.00
Le Port	1,834	0.01	9.16	0.01	0.00
<b>Total</b>		<b>0.09</b>	<b>100.00</b>	<b>0.08</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.54 RWANDA

#### Web 2.0 Technologies (US\$ Million): Rwanda 2004 - 2014

Year	Rwanda	% of Region	% of Globe
2004	0.08	0.15%	0.01%
2005	0.09	0.15%	0.01%
2006	0.10	0.15%	0.01%
2007	0.10	0.15%	0.01%
2008	0.12	0.15%	0.01%
2009	0.17	0.15%	0.01%
2010	0.22	0.15%	0.01%
2011	0.26	0.15%	0.01%
2012	0.30	0.15%	0.01%
2013	0.34	0.15%	0.01%
2014	0.37	0.15%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Rwanda: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Kigali	1,024	0.12	69.78	0.10	0.01
Butare	1,703	0.02	9.78	0.01	0.00
Ruhengeri	1,760	0.01	7.11	0.01	0.00
Gisenyi	1,821	0.01	5.33	0.01	0.00
Nyabisindu	1,839	0.01	4.44	0.01	0.00
Cyangugu	1,868	0.01	3.56	0.01	0.00
<b>Total</b>		<b>0.17</b>	<b>100.00</b>	<b>0.15</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.55 SAO TOME E PRINCIPE

#### Web 2.0 Technologies (US\$ Million): Sao Tome E Principe 2004 - 2014

Year	Sao Tome E Principe	% of Region	% of Globe
2004	0.00	0.00%	0.00%
2005	0.00	0.00%	0.00%
2006	0.00	0.00%	0.00%
2007	0.00	0.00%	0.00%
2008	0.00	0.00%	0.00%
2009	0.01	0.00%	0.00%
2010	0.01	0.00%	0.00%
2011	0.01	0.00%	0.00%
2012	0.01	0.00%	0.00%
2013	0.01	0.00%	0.00%
2014	0.01	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Sao Tome E Principe: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Sao Tome	1,884	0.01	97.22	0.00	0.00
Santo Antonio	2,075	0.00	2.78	0.00	0.00
<b>Total</b>		<b>0.01</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.56 SAUDI ARABIA****Web 2.0 Technologies (US\$ Million): Saudi Arabia 2004 - 2014**

Year	Saudi Arabia	% of Region	% of Globe
2004	5.54	9.96%	0.92%
2005	5.98	9.90%	0.91%
2006	6.45	9.84%	0.91%
2007	6.97	9.79%	0.90%
2008	7.93	9.73%	0.88%
2009	11.32	9.69%	0.83%
2010	14.49	9.65%	0.79%
2011	17.26	9.60%	0.76%
2012	19.84	9.55%	0.74%
2013	22.20	9.50%	0.72%
2014	23.95	9.44%	0.71%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Saudi Arabia: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Jiddah	68	4.22	37.31	3.61	0.31
Riyadh	147	1.88	16.59	1.61	0.14
Mecca	175	1.55	13.68	1.33	0.11
Taif	258	0.84	7.46	0.72	0.06
Medina	266	0.82	7.21	0.70	0.06
Dammam	371	0.56	4.98	0.48	0.04
Hufuf	634	0.28	2.51	0.24	0.02
Haradh	643	0.28	2.49	0.24	0.02
Tabuk	755	0.21	1.87	0.18	0.02
Buraydah	785	0.20	1.74	0.17	0.01
Al-Mubarraz	897	0.15	1.34	0.13	0.01
Khamis-Mushait	934	0.14	1.24	0.12	0.01
Jizan	1,116	0.09	0.82	0.08	0.01
Abha	1,165	0.08	0.75	0.07	0.01
<b>Total</b>		<b>11.32</b>	<b>100.00</b>	<b>9.69</b>	<b>0.83</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.57 SENEGAL

#### Web 2.0 Technologies (US\$ Million): Senegal 2004 - 2014

Year	Senegal	% of Region	% of Globe
2004	0.20	0.36%	0.03%
2005	0.22	0.36%	0.03%
2006	0.23	0.35%	0.03%
2007	0.25	0.35%	0.03%
2008	0.29	0.35%	0.03%
2009	0.41	0.35%	0.03%
2010	0.52	0.35%	0.03%
2011	0.62	0.35%	0.03%
2012	0.72	0.34%	0.03%
2013	0.80	0.34%	0.03%
2014	0.86	0.34%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Senegal: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Dakar	626	0.29	71.64	0.25	0.02
Thies	1,515	0.03	8.09	0.03	0.00
Kaolack	1,563	0.03	6.84	0.02	0.00
Zinguinchor	1,618	0.02	5.55	0.02	0.00
Saint-Louis	1,648	0.02	5.03	0.02	0.00
Diourbel	1,767	0.01	2.85	0.01	0.00
<b>Total</b>		<b>0.41</b>	<b>100.00</b>	<b>0.35</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.58 SIERRA LEONE

#### Web 2.0 Technologies (US\$ Million): Sierra Leone 2004 - 2014

Year	Sierra Leone	% of Region	% of Globe
2004	0.05	0.08%	0.01%
2005	0.05	0.08%	0.01%
2006	0.05	0.08%	0.01%
2007	0.06	0.08%	0.01%
2008	0.07	0.08%	0.01%
2009	0.10	0.08%	0.01%
2010	0.13	0.08%	0.01%
2011	0.15	0.08%	0.01%
2012	0.17	0.08%	0.01%
2013	0.20	0.08%	0.01%
2014	0.22	0.08%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Sierra Leone: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Freetown	1,158	0.09	88.18	0.07	0.01
Bo	1,902	0.00	4.88	0.00	0.00
Kenema	1,990	0.00	2.44	0.00	0.00
Makeni	1,998	0.00	2.25	0.00	0.00
Bonthe	2,032	0.00	1.13	0.00	0.00
Port Loko	2,033	0.00	1.13	0.00	0.00
<b>Total</b>		<b>0.10</b>	<b>100.00</b>	<b>0.08</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.59 SOMALIA****Web 2.0 Technologies (US\$ Million): Somalia 2004 - 2014**

Year	Somalia	% of Region	% of Globe
2004	0.06	0.10%	0.01%
2005	0.06	0.10%	0.01%
2006	0.06	0.10%	0.01%
2007	0.07	0.10%	0.01%
2008	0.08	0.09%	0.01%
2009	0.11	0.09%	0.01%
2010	0.14	0.09%	0.01%
2011	0.16	0.09%	0.01%
2012	0.19	0.09%	0.01%
2013	0.21	0.09%	0.01%
2014	0.22	0.09%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Somalia: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Mogadishu	1,422	0.05	42.66	0.04	0.00
Hargeysa	1,671	0.02	17.06	0.02	0.00
Baidoa	1,734	0.01	12.80	0.01	0.00
Burao	1,735	0.01	12.80	0.01	0.00
Kismaayo	1,813	0.01	8.53	0.01	0.00
Berbera	1,950	0.00	2.99	0.00	0.00
Marka	1,973	0.00	2.56	0.00	0.00
Giohar	2,056	0.00	0.60	0.00	0.00
<b>Total</b>		<b>0.11</b>	<b>100.00</b>	<b>0.09</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



### 3.60 SOUTH AFRICA

#### Web 2.0 Technologies (US\$ Million): South Africa 2004 - 2014

Year	South Africa	% of Region	% of Globe
2004	4.50	8.08%	0.75%
2005	4.86	8.05%	0.74%
2006	5.26	8.02%	0.74%
2007	5.68	7.98%	0.73%
2008	6.48	7.95%	0.72%
2009	9.26	7.93%	0.68%
2010	11.86	7.90%	0.65%
2011	14.16	7.87%	0.63%
2012	16.29	7.84%	0.61%
2013	18.25	7.81%	0.59%
2014	19.72	7.78%	0.59%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### South Africa: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Johannesburg	109	2.91	31.46	2.49	0.21
Cape Town	124	2.43	26.26	2.08	0.18
Pretoria	126	2.31	24.90	1.97	0.17
Durban	330	0.64	6.93	0.55	0.05
Roodepoort	771	0.20	2.21	0.18	0.01
Germiston	856	0.17	1.82	0.14	0.01
Boksburg	876	0.16	1.73	0.14	0.01
Umlazi	1,032	0.12	1.27	0.10	0.01
Bloemfontein	1,133	0.09	0.97	0.08	0.01
Pietermaritzburg	1,146	0.09	0.95	0.07	0.01
Port Elizabeth	1,180	0.08	0.88	0.07	0.01
East London	1,330	0.06	0.63	0.05	0.00
<b>Total</b>		<b>9.26</b>	<b>100.00</b>	<b>7.93</b>	<b>0.68</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.61 SUDAN

#### Web 2.0 Technologies (US\$ Million): Sudan 2004 - 2014

Year	Sudan	% of Region	% of Globe
2004	0.87	1.57%	0.15%
2005	0.99	1.63%	0.15%
2006	1.11	1.70%	0.16%
2007	1.26	1.76%	0.16%
2008	1.49	1.83%	0.17%
2009	2.20	1.88%	0.16%
2010	2.90	1.93%	0.16%
2011	3.57	1.98%	0.16%
2012	4.24	2.04%	0.16%
2013	4.92	2.11%	0.16%
2014	5.51	2.17%	0.16%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Sudan: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Omdurman	322	0.66	29.89	0.56	0.05
Khartoum	362	0.59	26.85	0.50	0.04
Port Sudan	657	0.27	12.24	0.23	0.02
Wadi Medani	833	0.18	8.01	0.15	0.01
Al Obeid	843	0.17	7.90	0.15	0.01
Atbara	986	0.13	5.81	0.11	0.01
Kassala	1,002	0.12	5.64	0.11	0.01
Kosti	1,186	0.08	3.67	0.07	0.01
<b>Total</b>		<b>2.20</b>	<b>100.00</b>	<b>1.88</b>	<b>0.16</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.62 SWAZILAND

#### Web 2.0 Technologies (US\$ Million): Swaziland 2004 - 2014

Year	Swaziland	% of Region	% of Globe
2004	0.06	0.10%	0.01%
2005	0.06	0.10%	0.01%
2006	0.06	0.10%	0.01%
2007	0.07	0.09%	0.01%
2008	0.08	0.09%	0.01%
2009	0.11	0.09%	0.01%
2010	0.13	0.09%	0.01%
2011	0.16	0.09%	0.01%
2012	0.18	0.09%	0.01%
2013	0.20	0.08%	0.01%
2014	0.21	0.08%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Swaziland: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Mbabane	1,402	0.05	46.99	0.04	0.00
Manzini	1,609	0.02	21.69	0.02	0.00
Big Bend	1,752	0.01	12.05	0.01	0.00
Mhlume	1,828	0.01	8.43	0.01	0.00
Nhlangano	1,893	0.01	4.82	0.00	0.00
Pigg's Peak	1,927	0.00	3.61	0.00	0.00
Siteki	1,981	0.00	2.41	0.00	0.00
<b>Total</b>		<b>0.11</b>	<b>100.00</b>	<b>0.09</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.63 SYRIAN ARAB REPUBLIC****Web 2.0 Technologies (US\$ Million): Syrian Arab Republic 2004 - 2014**

Year	Syrian Arab Republic	% of Region	% of Globe
2004	0.83	1.49%	0.14%
2005	0.89	1.47%	0.14%
2006	0.95	1.45%	0.13%
2007	1.02	1.43%	0.13%
2008	1.15	1.41%	0.13%
2009	1.63	1.40%	0.12%
2010	2.08	1.38%	0.11%
2011	2.46	1.37%	0.11%
2012	2.81	1.35%	0.11%
2013	3.13	1.34%	0.10%
2014	3.35	1.32%	0.10%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Syrian Arab Republic: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Damascus	379	0.56	33.99	0.48	0.04
Aleppo	397	0.52	31.99	0.45	0.04
Homs	810	0.19	11.34	0.16	0.01
Latakia	1,076	0.10	6.34	0.09	0.01
Hama	1,120	0.09	5.63	0.08	0.01
Dayr az-Zawr	1,465	0.04	2.42	0.03	0.00
Raqqa	1,477	0.04	2.29	0.03	0.00
Hasakeh	1,527	0.03	1.92	0.03	0.00
Tartus	1,613	0.02	1.39	0.02	0.00
Idlib	1,625	0.02	1.37	0.02	0.00
Dar'a	1,636	0.02	1.32	0.02	0.00
<b>Total</b>		<b>1.63</b>	<b>100.00</b>	<b>1.40</b>	<b>0.12</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.64 TAJIKISTAN

#### Web 2.0 Technologies (US\$ Million): Tajikistan 2004 - 2014

Year	Tajikistan	% of Region	% of Globe
2004	0.11	0.19%	0.02%
2005	0.12	0.20%	0.02%
2006	0.13	0.20%	0.02%
2007	0.14	0.20%	0.02%
2008	0.16	0.20%	0.02%
2009	0.24	0.20%	0.02%
2010	0.31	0.20%	0.02%
2011	0.37	0.21%	0.02%
2012	0.43	0.21%	0.02%
2013	0.49	0.21%	0.02%
2014	0.54	0.21%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Tajikistan: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Dushanbe	899	0.15	63.64	0.13	0.01
Khodzhent	1,458	0.04	17.11	0.03	0.00
Kulyab	1,712	0.02	6.63	0.01	0.00
Kurgan-Tyube	1,736	0.01	5.88	0.01	0.00
Kanibadam	1,848	0.01	2.99	0.01	0.00
Tursunzade	1,885	0.01	2.25	0.00	0.00
Khorog	1,939	0.00	1.50	0.00	0.00
<b>Total</b>		<b>0.24</b>	<b>100.00</b>	<b>0.20</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.65 TANZANIA

#### Web 2.0 Technologies (US\$ Million): Tanzania 2004 - 2014

Year	Tanzania	% of Region	% of Globe
2004	0.40	0.72%	0.07%
2005	0.44	0.73%	0.07%
2006	0.48	0.73%	0.07%
2007	0.52	0.74%	0.07%
2008	0.60	0.74%	0.07%
2009	0.87	0.74%	0.06%
2010	1.12	0.75%	0.06%
2011	1.35	0.75%	0.06%
2012	1.56	0.75%	0.06%
2013	1.76	0.75%	0.06%
2014	1.92	0.76%	0.06%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Tanzania: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Dar es Salaam	414	0.50	57.47	0.43	0.04
Mwanza	1,238	0.07	8.30	0.06	0.01
Zanzibar	1,242	0.07	8.22	0.06	0.01
Tanga	1,272	0.07	7.70	0.06	0.00
Mbeya	1,400	0.05	5.75	0.04	0.00
Tabora	1,443	0.04	5.01	0.04	0.00
Arusha	1,488	0.04	4.11	0.03	0.00
Dodoma	1,543	0.03	3.44	0.03	0.00
<b>Total</b>		<b>0.87</b>	<b>100.00</b>	<b>0.74</b>	<b>0.06</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.66 THE GAMBIA****Web 2.0 Technologies (US\$ Million): The Gambia 2004 - 2014**

Year	The Gambia	% of Region	% of Globe
2004	0.01	0.02%	0.00%
2005	0.01	0.02%	0.00%
2006	0.01	0.02%	0.00%
2007	0.02	0.02%	0.00%
2008	0.02	0.02%	0.00%
2009	0.03	0.02%	0.00%
2010	0.03	0.02%	0.00%
2011	0.04	0.02%	0.00%
2012	0.05	0.02%	0.00%
2013	0.05	0.02%	0.00%
2014	0.06	0.02%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**The Gambia: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Serekunda	1,753	0.01	47.69	0.01	0.00
Banjul	1,881	0.01	20.37	0.00	0.00
Brikama	1,986	0.00	9.26	0.00	0.00
Bakau	1,992	0.00	8.80	0.00	0.00
Farefenni	2,024	0.00	4.63	0.00	0.00
Gunjur	2,042	0.00	3.24	0.00	0.00
Sukuta	2,043	0.00	3.24	0.00	0.00
Basse Santa Su	2,070	0.00	1.39	0.00	0.00
Georgetown	2,071	0.00	1.39	0.00	0.00
<b>Total</b>		<b>0.03</b>	<b>100.00</b>	<b>0.02</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.67 THE UNITED ARAB EMIRATES

#### Web 2.0 Technologies (US\$ Million): The United Arab Emirates 2004 - 2014

Year	The United Arab Emirates	% of Region	% of Globe
2004	1.30	2.34%	0.22%
2005	1.43	2.37%	0.22%
2006	1.58	2.41%	0.22%
2007	1.74	2.44%	0.22%
2008	2.02	2.48%	0.22%
2009	2.92	2.50%	0.21%
2010	3.80	2.53%	0.21%
2011	4.60	2.56%	0.20%
2012	5.37	2.58%	0.20%
2013	6.11	2.61%	0.20%
2014	6.71	2.64%	0.20%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### The United Arab Emirates: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Dubai	223	1.04	35.47	0.89	0.08
Abu Dhabi	236	0.95	32.40	0.81	0.07
Sharjah	421	0.49	16.67	0.42	0.04
Ras al-Khaimah	445	0.45	15.47	0.39	0.03
<b>Total</b>		<b>2.92</b>	<b>100.00</b>	<b>2.50</b>	<b>0.21</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.68 TOGO

#### Web 2.0 Technologies (US\$ Million): Togo 2004 - 2014

Year	Togo	% of Region	% of Globe
2004	0.05	0.09%	0.01%
2005	0.06	0.09%	0.01%
2006	0.06	0.09%	0.01%
2007	0.06	0.09%	0.01%
2008	0.07	0.09%	0.01%
2009	0.10	0.09%	0.01%
2010	0.13	0.09%	0.01%
2011	0.15	0.08%	0.01%
2012	0.17	0.08%	0.01%
2013	0.19	0.08%	0.01%
2014	0.20	0.08%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Togo: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Lome	1,274	0.07	66.06	0.06	0.00
Sokodé	1,831	0.01	8.66	0.01	0.00
Palimé	1,874	0.01	5.78	0.00	0.00
Atakpamé	1,899	0.00	4.87	0.00	0.00
Bassari	1,918	0.00	3.97	0.00	0.00
Tsévié	1,958	0.00	3.07	0.00	0.00
Anécho	1,982	0.00	2.53	0.00	0.00
Mango	1,991	0.00	2.35	0.00	0.00
Bafilo	2,008	0.00	1.81	0.00	0.00
Tabligbo	2,039	0.00	0.90	0.00	0.00
<b>Total</b>		<b>0.10</b>	<b>100.00</b>	<b>0.09</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.69 TUNISIA****Web 2.0 Technologies (US\$ Million): Tunisia 2004 - 2014**

Year	Tunisia	% of Region	% of Globe
2004	0.72	1.30%	0.12%
2005	0.79	1.30%	0.12%
2006	0.86	1.30%	0.12%
2007	0.93	1.31%	0.12%
2008	1.07	1.31%	0.12%
2009	1.54	1.31%	0.11%
2010	1.98	1.32%	0.11%
2011	2.37	1.32%	0.10%
2012	2.74	1.32%	0.10%
2013	3.09	1.32%	0.10%
2014	3.36	1.33%	0.10%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Tunisia: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Tunis	346	0.62	40.17	0.53	0.05
Sfax	702	0.24	15.61	0.21	0.02
Ariana	1,079	0.10	6.66	0.09	0.01
Bizerte	1,092	0.10	6.39	0.08	0.01
Gabes	1,101	0.10	6.19	0.08	0.01
Djerba	1,102	0.10	6.19	0.08	0.01
Sousse	1,153	0.09	5.65	0.07	0.01
Kairouan	1,220	0.07	4.85	0.06	0.01
La Goulette	1,290	0.06	4.17	0.05	0.00
Gafsa	1,295	0.06	4.10	0.05	0.00
<b>Total</b>		<b>1.54</b>	<b>100.00</b>	<b>1.31</b>	<b>0.11</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.70 TURKEY

#### Web 2.0 Technologies (US\$ Million): Turkey 2004 - 2014

Year	Turkey	% of Region	% of Globe
2004	6.41	11.52%	1.07%
2005	6.93	11.48%	1.06%
2006	7.50	11.44%	1.05%
2007	8.11	11.39%	1.04%
2008	9.26	11.35%	1.03%
2009	13.23	11.32%	0.97%
2010	16.95	11.29%	0.93%
2011	20.24	11.25%	0.89%
2012	23.29	11.22%	0.87%
2013	26.11	11.17%	0.85%
2014	28.23	11.13%	0.84%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Turkey: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Istanbul	53	5.08	38.42	4.35	0.37
Izmir	171	1.59	12.01	1.36	0.12
Ankara	176	1.52	11.51	1.30	0.11
Bursa	277	0.79	5.94	0.67	0.06
Adana	305	0.70	5.30	0.60	0.05
Mersin (Icel)	348	0.62	4.65	0.53	0.05
Antalya	358	0.60	4.54	0.51	0.04
Konya	389	0.54	4.07	0.46	0.04
Samsun	574	0.32	2.42	0.27	0.02
Gaziantep	610	0.30	2.28	0.26	0.02
Kayseri	665	0.26	1.99	0.23	0.02
Diyarbakir	672	0.26	1.97	0.22	0.02
Eskisehir	675	0.26	1.95	0.22	0.02
Sanli-Urfa	766	0.21	1.57	0.18	0.02
Malatya	820	0.18	1.37	0.16	0.01
<b>Total</b>		<b>13.23</b>	<b>100.00</b>	<b>11.32</b>	<b>0.97</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



### 3.71 TURKMENISTAN

#### Web 2.0 Technologies (US\$ Million): Turkmenistan 2004 - 2014

Year	Turkmenistan	% of Region	% of Globe
2004	0.44	0.78%	0.07%
2005	0.48	0.79%	0.07%
2006	0.52	0.79%	0.07%
2007	0.57	0.80%	0.07%
2008	0.66	0.81%	0.07%
2009	0.94	0.81%	0.07%
2010	1.22	0.81%	0.07%
2011	1.47	0.82%	0.06%
2012	1.70	0.82%	0.06%
2013	1.93	0.82%	0.06%
2014	2.10	0.83%	0.06%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Turkmenistan: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Ashgabat	401	0.52	54.82	0.44	0.04
Chardzhou	763	0.21	22.18	0.18	0.02
Tashauz	919	0.15	15.43	0.12	0.01
Krasnovodsk	1,240	0.07	7.58	0.06	0.01
<b>Total</b>		<b>0.94</b>	<b>100.00</b>	<b>0.81</b>	<b>0.07</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.72 UGANDA

#### Web 2.0 Technologies (US\$ Million): Uganda 2004 - 2014

Year	Uganda	% of Region	% of Globe
2004	0.30	0.53%	0.05%
2005	0.32	0.53%	0.05%
2006	0.35	0.53%	0.05%
2007	0.38	0.53%	0.05%
2008	0.44	0.53%	0.05%
2009	0.63	0.54%	0.05%
2010	0.80	0.54%	0.04%
2011	0.96	0.54%	0.04%
2012	1.11	0.54%	0.04%
2013	1.25	0.54%	0.04%
2014	1.36	0.54%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Uganda: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Kampala	451	0.44	70.72	0.38	0.03
Jinja	1,385	0.05	8.17	0.04	0.00
Masaka	1,562	0.03	4.47	0.02	0.00
Mbale	1,571	0.03	4.31	0.02	0.00
Mbarara	1,627	0.02	3.54	0.02	0.00
Entebbe	1,656	0.02	3.24	0.02	0.00
Gulu	1,691	0.02	2.77	0.01	0.00
Tororo	1,692	0.02	2.77	0.01	0.00
<b>Total</b>		<b>0.63</b>	<b>100.00</b>	<b>0.54</b>	<b>0.05</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.73 UZBEKISTAN****Web 2.0 Technologies (US\$ Million): Uzbekistan 2004 - 2014**

Year	Uzbekistan	% of Region	% of Globe
2004	0.56	1.01%	0.09%
2005	0.62	1.02%	0.09%
2006	0.68	1.03%	0.09%
2007	0.74	1.05%	0.10%
2008	0.86	1.06%	0.10%
2009	1.25	1.07%	0.09%
2010	1.62	1.08%	0.09%
2011	1.95	1.09%	0.09%
2012	2.28	1.10%	0.09%
2013	2.59	1.11%	0.08%
2014	2.84	1.12%	0.08%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Uzbekistan: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Tashkent	403	0.51	41.18	0.44	0.04
Samarkand	936	0.14	11.24	0.12	0.01
Namangan	1,212	0.08	6.12	0.07	0.01
Andizhan	1,229	0.07	5.82	0.06	0.01
Bukhara	1,353	0.06	4.45	0.05	0.00
Fergana	1,406	0.05	3.97	0.04	0.00
Kokand	1,431	0.05	3.62	0.04	0.00
Nukus	1,449	0.04	3.36	0.04	0.00
Karshi	1,470	0.04	3.10	0.03	0.00
Chirchik	1,471	0.04	3.10	0.03	0.00
Angren	1,519	0.03	2.60	0.03	0.00
Urgench	1,524	0.03	2.54	0.03	0.00
Margilan	1,534	0.03	2.48	0.03	0.00
Almalyk	1,561	0.03	2.26	0.02	0.00
Navoi	1,577	0.03	2.13	0.02	0.00
Others		0.03	2.03	0.02	0.00
<b>Total</b>		<b>1.25</b>	<b>100.00</b>	<b>1.07</b>	<b>0.09</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.74 WESTERN SAHARA****Web 2.0 Technologies (US\$ Million): Western Sahara 2004 - 2014**

Year	Western Sahara	% of Region	% of Globe
2004	0.00	0.00%	0.00%
2005	0.00	0.00%	0.00%
2006	0.00	0.00%	0.00%
2007	0.00	0.00%	0.00%
2008	0.00	0.00%	0.00%
2009	0.00	0.00%	0.00%
2010	0.00	0.00%	0.00%
2011	0.00	0.00%	0.00%
2012	0.00	0.00%	0.00%
2013	0.00	0.00%	0.00%
2014	0.00	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Western Sahara: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Laayoune	2,028	0.00	72.31	0.00	0.00
Dakhla	2,073	0.00	13.85	0.00	0.00
Semara	2,074	0.00	13.85	0.00	0.00
<b>Total</b>		<b>0.00</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.75 YEMEN

#### Web 2.0 Technologies (US\$ Million): Yemen 2004 - 2014

Year	Yemen	% of Region	% of Globe
2004	0.53	0.95%	0.09%
2005	0.56	0.93%	0.09%
2006	0.60	0.92%	0.08%
2007	0.65	0.91%	0.08%
2008	0.73	0.89%	0.08%
2009	1.04	0.89%	0.08%
2010	1.32	0.88%	0.07%
2011	1.56	0.87%	0.07%
2012	1.78	0.86%	0.07%
2013	1.98	0.85%	0.06%
2014	2.12	0.84%	0.06%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Yemen: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Sanaa	535	0.35	33.39	0.30	0.03
Aden	676	0.26	24.86	0.22	0.02
Taizz	925	0.14	13.92	0.12	0.01
Hodeida	995	0.13	12.12	0.11	0.01
Mukalla	998	0.12	12.04	0.11	0.01
Dhamar	1,599	0.02	2.35	0.02	0.00
El Beida	1,844	0.01	0.70	0.01	0.00
Hajja	1,859	0.01	0.63	0.01	0.00
<b>Total</b>		<b>1.04</b>	<b>100.00</b>	<b>0.89</b>	<b>0.08</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.76 ZAMBIA

#### Web 2.0 Technologies (US\$ Million): Zambia 2004 - 2014

Year	Zambia	% of Region	% of Globe
2004	0.15	0.27%	0.02%
2005	0.16	0.27%	0.02%
2006	0.18	0.27%	0.02%
2007	0.19	0.27%	0.02%
2008	0.22	0.27%	0.02%
2009	0.32	0.27%	0.02%
2010	0.41	0.27%	0.02%
2011	0.49	0.27%	0.02%
2012	0.56	0.27%	0.02%
2013	0.63	0.27%	0.02%
2014	0.69	0.27%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Zambia: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Lusaka	1,093	0.10	30.87	0.08	0.01
Kitwe	1,369	0.05	16.75	0.05	0.00
Ndola	1,404	0.05	15.72	0.04	0.00
Kabwe	1,620	0.02	7.10	0.02	0.00
Mufulira	1,624	0.02	7.06	0.02	0.00
Chingola	1,632	0.02	6.88	0.02	0.00
Luanshya	1,673	0.02	5.89	0.02	0.00
Livingstone	1,779	0.01	3.48	0.01	0.00
Kalulushi	1,788	0.01	3.34	0.01	0.00
Chililabombwe	1,817	0.01	2.91	0.01	0.00
<b>Total</b>		<b>0.32</b>	<b>100.00</b>	<b>0.27</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.77 ZIMBABWE****Web 2.0 Technologies (US\$ Million): Zimbabwe 2004 - 2014**

Year	Zimbabwe	% of Region	% of Globe
2004	0.07	0.12%	0.01%
2005	0.07	0.12%	0.01%
2006	0.07	0.11%	0.01%
2007	0.08	0.11%	0.01%
2008	0.09	0.11%	0.01%
2009	0.12	0.10%	0.01%
2010	0.15	0.10%	0.01%
2011	0.17	0.10%	0.01%
2012	0.19	0.09%	0.01%
2013	0.21	0.09%	0.01%
2014	0.22	0.09%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Zimbabwe: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Harare	1,413	0.05	40.01	0.04	0.00
Bulawayo	1,541	0.03	25.21	0.03	0.00
Chitungwiza	1,732	0.01	11.87	0.01	0.00
Gweru	1,880	0.01	4.64	0.00	0.00
Mutare	1,898	0.00	4.11	0.00	0.00
Kwekwe	1,945	0.00	2.82	0.00	0.00
Kadoma	1,956	0.00	2.64	0.00	0.00
Hwange	1,975	0.00	2.29	0.00	0.00
Masvingo	1,999	0.00	1.82	0.00	0.00
Zvishavane	2,005	0.00	1.59	0.00	0.00
Chegutu	2,006	0.00	1.59	0.00	0.00
Chinhoyi	2,011	0.00	1.41	0.00	0.00
<b>Total</b>		<b>0.12</b>	<b>100.00</b>	<b>0.10</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4 ASIA

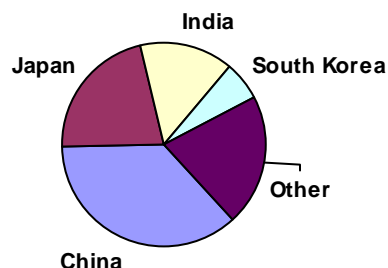
### 4.1 EXECUTIVE SUMMARY

#### Market Potential for Web 2.0 Technologies in Asia (US\$ Million): 2009

Country	Latent Demand US\$ Million	% of Asia
China	142.74	36.41%
Japan	86.49	22.06%
India	59.47	15.17%
South Korea	23.87	6.09%
Indonesia	16.81	4.29%
Taiwan	13.69	3.49%
Thailand	10.28	2.62%
Malaysia	7.11	1.81%
Philippines	5.97	1.52%
Hong Kong	5.83	1.49%
Vietnam	4.46	1.14%
Singapore	4.45	1.14%
Bangladesh	4.16	1.06%
Burma	1.81	0.46%
Sri Lanka	1.65	0.42%
North Korea	0.77	0.20%
Nepal	0.60	0.15%
Cambodia	0.52	0.13%
Papua New Guinea	0.33	0.08%
Macau	0.26	0.07%
Laos	0.25	0.06%
Brunei	0.19	0.05%
Mongolia	0.17	0.04%
Bhutan	0.07	0.02%
Maldives	0.06	0.01%
Other	0.08	0.02%
<b>Total</b>	<b>392.08</b>	<b>100.00%</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## Market Potential for Web 2.0 Technologies in Asia (US\$ Million): 2009



### The Market for Web 2.0 Technologies in Asia: 2004 - 2014

Year	US\$ Million	% of Globe
2004	180.10	29.93
2005	196.92	30.07
2006	215.41	30.21
2007	235.73	30.35
2008	272.17	30.16
2009	392.08	28.73
2010	506.86	27.71
2011	610.84	27.01
2012	710.30	26.52
2013	804.85	26.23
2014	880.08	26.23

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.2 BANGLADESH

### Web 2.0 Technologies (US\$ Million): Bangladesh 2004 - 2014

Year	Bangladesh	% of Region	% of Globe
2004	1.97	1.09%	0.33%
2005	2.14	1.09%	0.33%
2006	2.33	1.08%	0.33%
2007	2.53	1.07%	0.33%
2008	2.90	1.07%	0.32%
2009	4.16	1.06%	0.30%
2010	5.35	1.06%	0.29%
2011	6.41	1.05%	0.28%
2012	7.40	1.04%	0.28%
2013	8.33	1.04%	0.27%
2014	9.05	1.03%	0.27%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



**Bangladesh: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Dhaka	161	1.74	41.79	0.44	0.13
Chittagong	298	0.72	17.31	0.18	0.05
Khulna	432	0.47	11.41	0.12	0.03
Narayanganj	781	0.20	4.79	0.05	0.01
Rajshahi	808	0.19	4.49	0.05	0.01
Mymensingh	935	0.14	3.37	0.04	0.01
Comilla	958	0.14	3.25	0.03	0.01
Barisal	989	0.13	3.06	0.03	0.01
Sylhet	1,005	0.12	2.97	0.03	0.01
Rangpur	1,048	0.11	2.70	0.03	0.01
Jessore	1,057	0.11	2.63	0.03	0.01
Saidpur	1,113	0.09	2.24	0.02	0.01
<b>Total</b>		<b>4.16</b>	<b>100.00</b>	<b>1.06</b>	<b>0.30</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**4.3 BHUTAN****Web 2.0 Technologies (US\$ Million): Bhutan 2004 - 2014**

Year	Bhutan	% of Region	% of Globe
2004	0.03	0.02%	0.01%
2005	0.03	0.02%	0.01%
2006	0.04	0.02%	0.01%
2007	0.04	0.02%	0.01%
2008	0.05	0.02%	0.01%
2009	0.07	0.02%	0.01%
2010	0.09	0.02%	0.00%
2011	0.11	0.02%	0.00%
2012	0.13	0.02%	0.00%
2013	0.15	0.02%	0.00%
2014	0.16	0.02%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Bhutan: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Thimphu	1,683	0.02	25.32	0.00	0.00
Taga Dzong	1,697	0.02	24.05	0.00	0.00
Punakha	1,770	0.01	16.46	0.00	0.00
Bumthang	1,804	0.01	13.92	0.00	0.00
Phuntsholing	1,830	0.01	12.66	0.00	0.00
Tongsa Dzong	1,977	0.00	3.80	0.00	0.00
Paro	1,978	0.00	3.80	0.00	0.00
<b>Total</b>		<b>0.07</b>	<b>100.00</b>	<b>0.02</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.4 BRUNEI

### Web 2.0 Technologies (US\$ Million): Brunei 2004 - 2014

Year	Brunei	% of Region	% of Globe
2004	0.10	0.06%	0.02%
2005	0.11	0.05%	0.02%
2006	0.11	0.05%	0.02%
2007	0.12	0.05%	0.02%
2008	0.13	0.05%	0.01%
2009	0.19	0.05%	0.01%
2010	0.23	0.05%	0.01%
2011	0.27	0.04%	0.01%
2012	0.31	0.04%	0.01%
2013	0.34	0.04%	0.01%
2014	0.36	0.04%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Brunei: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Bandar Seri Begawan	1,081	0.10	54.74	0.03	0.01
Seria	1,418	0.05	25.26	0.01	0.00
Kuala Belait	1,481	0.04	20.00	0.01	0.00
<b>Total</b>		<b>0.19</b>	<b>100.00</b>	<b>0.05</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.5 BURMA

### Web 2.0 Technologies (US\$ Million): Burma 2004 - 2014

Year	Burma	% of Region	% of Globe
2004	0.87	0.48%	0.14%
2005	0.94	0.48%	0.14%
2006	1.02	0.47%	0.14%
2007	1.10	0.47%	0.14%
2008	1.26	0.46%	0.14%
2009	1.81	0.46%	0.13%
2010	2.32	0.46%	0.13%
2011	2.77	0.45%	0.12%
2012	3.20	0.45%	0.12%
2013	3.59	0.45%	0.12%
2014	3.89	0.44%	0.12%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Burma: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Yangon	208	1.16	64.22	0.30	0.09
Mandalay	680	0.25	13.92	0.06	0.02
Moulmein	1,074	0.10	5.75	0.03	0.01
Pegu	1,246	0.07	3.92	0.02	0.01
Bassein	1,266	0.07	3.76	0.02	0.00
Taunggye	1,386	0.05	2.82	0.01	0.00
Sittwe	1,387	0.05	2.82	0.01	0.00
Monywa	1,392	0.05	2.79	0.01	0.00
<b>Total</b>		<b>1.81</b>	<b>100.00</b>	<b>0.46</b>	<b>0.13</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**4.6 CAMBODIA****Web 2.0 Technologies (US\$ Million): Cambodia 2004 - 2014**

Year	Cambodia	% of Region	% of Globe
2004	0.23	0.13%	0.04%
2005	0.25	0.13%	0.04%
2006	0.28	0.13%	0.04%
2007	0.31	0.13%	0.04%
2008	0.36	0.13%	0.04%
2009	0.52	0.13%	0.04%
2010	0.67	0.13%	0.04%
2011	0.82	0.13%	0.04%
2012	0.96	0.13%	0.04%
2013	1.09	0.14%	0.04%
2014	1.20	0.14%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Cambodia: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Bhnom Penh	471	0.40	77.88	0.10	0.03
Kompong Cham	1,041	0.11	22.12	0.03	0.01
<b>Total</b>		<b>0.52</b>	<b>100.00</b>	<b>0.13</b>	<b>0.04</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.7 CHINA

### Web 2.0 Technologies (US\$ Million): China 2004 - 2014

Year	China	% of Region	% of Globe
2004	58.91	32.71%	9.79%
2005	65.97	33.50%	10.07%
2006	73.87	34.29%	10.36%
2007	82.72	35.09%	10.65%
2008	97.64	35.88%	10.82%
2009	142.74	36.41%	10.46%
2010	187.34	36.96%	10.24%
2011	229.46	37.56%	10.15%
2012	271.29	38.19%	10.13%
2013	312.60	38.84%	10.19%
2014	347.74	39.51%	10.37%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### China: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Shanghai	5	20.44	14.32	5.21	1.50
Beijing	6	17.03	11.93	4.34	1.25
Chongqing	10	14.42	10.10	3.68	1.06
Guangzhou	12	13.15	9.21	3.35	0.96
Chengdu	13	12.10	8.48	3.09	0.89
Tianjin	16	10.47	7.33	2.67	0.77
Harbin	31	6.91	4.84	1.76	0.51
Nanjing	32	6.85	4.80	1.75	0.50
Wuhan	33	6.82	4.78	1.74	0.50
Jinan	36	6.33	4.43	1.61	0.46
Shenyang	42	5.81	4.07	1.48	0.43
Changchun	44	5.55	3.89	1.42	0.41
Xi'an	47	5.50	3.85	1.40	0.40
Dalian	51	5.23	3.66	1.33	0.38
Shenzhen	82	3.63	2.54	0.93	0.27
Others		2.52	1.76	0.64	0.18
<b>Total</b>		<b>142.74</b>	<b>100.00</b>	<b>36.41</b>	<b>10.46</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.8 HONG KONG

### Web 2.0 Technologies (US\$ Million): Hong Kong 2004 - 2014

Year	Hong Kong	% of Region	% of Globe
2004	2.77	1.54%	0.46%
2005	3.01	1.53%	0.46%
2006	3.27	1.52%	0.46%
2007	3.55	1.51%	0.46%
2008	4.07	1.49%	0.45%
2009	5.83	1.49%	0.43%
2010	7.49	1.48%	0.41%
2011	8.97	1.47%	0.40%
2012	10.35	1.46%	0.39%
2013	11.64	1.45%	0.38%
2014	12.62	1.43%	0.38%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Hong Kong: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Hong Kong	41	5.83	100.00	1.49	0.43
<b>Total</b>		<b>5.83</b>	<b>100.00</b>	<b>1.49</b>	<b>0.43</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.9 INDIA

### Web 2.0 Technologies (US\$ Million): India 2004 - 2014

Year	India	% of Region	% of Globe
2004	26.44	14.68%	4.39%
2005	29.13	14.79%	4.45%
2006	32.10	14.90%	4.50%
2007	35.37	15.01%	4.56%
2008	41.11	15.10%	4.55%
2009	59.47	15.17%	4.36%
2010	77.21	15.23%	4.22%
2011	93.46	15.30%	4.13%
2012	109.15	15.37%	4.08%
2013	124.20	15.43%	4.05%
2014	136.37	15.50%	4.07%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### India: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Maharashtra State	17	10.26	17.25	2.62	0.75
Uttar Pradesh State	30	7.04	11.84	1.80	0.52
West Bengal State	57	4.75	7.99	1.21	0.35
Andhra Pradesh State	59	4.56	7.68	1.16	0.33
Tamil Nadu State	71	4.10	6.89	1.05	0.30
Gujarat State	79	3.71	6.23	0.95	0.27
Madhya Pradesh State	80	3.70	6.22	0.94	0.27
Karnataka State	91	3.36	5.65	0.86	0.25
Bihar State	93	3.35	5.64	0.85	0.25
Rajasthan State	117	2.62	4.41	0.67	0.19
Punjab State	118	2.60	4.38	0.66	0.19
Haryana State	148	1.87	3.15	0.48	0.14
Kerala State	158	1.74	2.93	0.44	0.13
Orissa State	177	1.48	2.50	0.38	0.11
Union Territories	188	1.37	2.31	0.35	0.10
Others		2.94	4.94	0.75	0.22
<b>Total</b>		<b>59.47</b>	<b>100.00</b>	<b>15.17</b>	<b>4.36</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.10 INDONESIA

### Web 2.0 Technologies (US\$ Million): Indonesia 2004 - 2014

Year	Indonesia	% of Region	% of Globe
2004	7.94	4.41%	1.32%
2005	8.64	4.39%	1.32%
2006	9.40	4.36%	1.32%
2007	10.22	4.34%	1.32%
2008	11.72	4.31%	1.30%
2009	16.81	4.29%	1.23%
2010	21.63	4.27%	1.18%
2011	25.93	4.24%	1.15%
2012	29.97	4.22%	1.12%
2013	33.75	4.19%	1.10%
2014	36.65	4.16%	1.09%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

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**Indonesia: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Jawa Barat	103	3.04	18.11	0.78	0.22
DKI Jakarta	116	2.68	15.94	0.68	0.20
Jawa Timur	120	2.57	15.31	0.66	0.19
Jawa Tengah	160	1.74	10.34	0.44	0.13
Sumatra Utara	238	0.95	5.62	0.24	0.07
Riau	281	0.77	4.58	0.20	0.06
Kalimantan Timur	356	0.60	3.58	0.15	0.04
Sumatra Selatan	364	0.58	3.46	0.15	0.04
Daerah Istimewa Aceh	413	0.50	2.97	0.13	0.04
Sulawesi Selatan	486	0.40	2.35	0.10	0.03
Sumatra Barat	596	0.31	1.86	0.08	0.02
Lampung	603	0.31	1.83	0.08	0.02
Kalimantan Barat	616	0.30	1.78	0.08	0.02
Bali	629	0.29	1.72	0.07	0.02
Irian Jaya	650	0.27	1.63	0.07	0.02
Others		1.50	8.91	0.38	0.11
<b>Total</b>		<b>16.81</b>	<b>100.00</b>	<b>4.29</b>	<b>1.23</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.11 JAPAN

**Web 2.0 Technologies (US\$ Million): Japan 2004 - 2014**

Year	Japan	% of Region	% of Globe
2004	45.40	25.21%	7.54%
2005	48.27	24.51%	7.37%
2006	51.33	23.83%	7.20%
2007	54.58	23.15%	7.03%
2008	61.24	22.50%	6.78%
2009	86.49	22.06%	6.34%
2010	109.50	21.60%	5.99%
2011	128.98	21.11%	5.70%
2012	146.41	20.61%	5.47%
2013	161.80	20.10%	5.27%
2014	172.34	19.58%	5.14%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Japan: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Tokyo	9	14.49	16.75	3.69	1.06
Yokohama	40	5.87	6.79	1.50	0.43
Nagoya	92	3.36	3.88	0.86	0.25
Osaka	96	3.20	3.70	0.82	0.23
Sapporo	127	2.30	2.66	0.59	0.17
Kawasaki	137	2.08	2.41	0.53	0.15
Kyoto	145	1.90	2.20	0.48	0.14
Kobe	152	1.80	2.09	0.46	0.13
Fukuoka	163	1.71	1.97	0.43	0.12
Hiroshima	169	1.62	1.88	0.41	0.12
Chiba	187	1.37	1.59	0.35	0.10
Sendai	189	1.37	1.58	0.35	0.10
Kitakyushu	212	1.12	1.29	0.29	0.08
Sakai	220	1.07	1.23	0.27	0.08
Sagamihara	242	0.93	1.08	0.24	0.07
Others		42.29	48.89	10.79	3.10
<b>Total</b>		<b>86.49</b>	<b>100.00</b>	<b>22.06</b>	<b>6.34</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.12 LAOS

### Web 2.0 Technologies (US\$ Million): Laos 2004 - 2014

Year	Laos	% of Region	% of Globe
2004	0.12	0.06%	0.02%
2005	0.13	0.06%	0.02%
2006	0.14	0.06%	0.02%
2007	0.15	0.06%	0.02%
2008	0.17	0.06%	0.02%
2009	0.25	0.06%	0.02%
2010	0.32	0.06%	0.02%
2011	0.39	0.06%	0.02%
2012	0.45	0.06%	0.02%
2013	0.51	0.06%	0.02%
2014	0.56	0.06%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



### Laos: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Vientiane	838	0.17	69.30	0.04	0.01
Savannakhet	1,605	0.02	9.38	0.01	0.00
Pakse	1,642	0.02	8.27	0.01	0.00
Luang Prabang	1,654	0.02	8.09	0.01	0.00
Sayaboury	1,860	0.01	2.57	0.00	0.00
Khammouane	1,872	0.01	2.39	0.00	0.00
<b>Total</b>		<b>0.25</b>	<b>100.00</b>	<b>0.06</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.13 MACAU

### Web 2.0 Technologies (US\$ Million): Macau 2004 - 2014

Year	Macau	% of Region	% of Globe
2004	0.10	0.05%	0.02%
2005	0.11	0.06%	0.02%
2006	0.13	0.06%	0.02%
2007	0.14	0.06%	0.02%
2008	0.17	0.06%	0.02%
2009	0.26	0.07%	0.02%
2010	0.34	0.07%	0.02%
2011	0.42	0.07%	0.02%
2012	0.51	0.07%	0.02%
2013	0.60	0.07%	0.02%
2014	0.67	0.08%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Macau: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Macau	699	0.24	94.12	0.06	0.02
Taipa	1,769	0.01	4.52	0.00	0.00
Coloane	1,941	0.00	1.36	0.00	0.00
<b>Total</b>		<b>0.26</b>	<b>100.00</b>	<b>0.07</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.14 MALAYSIA

### Web 2.0 Technologies (US\$ Million): Malaysia 2004 - 2014

Year	Malaysia	% of Region	% of Globe
2004	3.39	1.88%	0.56%
2005	3.68	1.87%	0.56%
2006	3.99	1.85%	0.56%
2007	4.33	1.84%	0.56%
2008	4.96	1.82%	0.55%
2009	7.11	1.81%	0.52%
2010	9.13	1.80%	0.50%
2011	10.92	1.79%	0.48%
2012	12.61	1.77%	0.47%
2013	14.17	1.76%	0.46%
2014	15.36	1.75%	0.46%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Malaysia: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Kuala Lumpur	174	1.57	22.08	0.40	0.12
Ipoh	396	0.52	7.38	0.13	0.04
Johor Baharu	446	0.45	6.34	0.11	0.03
Melaka	470	0.41	5.71	0.10	0.03
Petaling Jaya	532	0.35	4.92	0.09	0.03
Tawai	547	0.34	4.72	0.09	0.02
Kelang	552	0.33	4.70	0.09	0.02
Kuala Terengganu	595	0.31	4.41	0.08	0.02
Sandakan	606	0.31	4.31	0.08	0.02
Kota Baharu	611	0.30	4.24	0.08	0.02
George Town	613	0.30	4.23	0.08	0.02
Kota Kinabalu	633	0.29	4.02	0.07	0.02
Kuantan	653	0.27	3.83	0.07	0.02
Taiping	682	0.25	3.53	0.06	0.02
Seremban	684	0.25	3.52	0.06	0.02
Others		0.86	12.06	0.22	0.06
<b>Total</b>		<b>7.11</b>	<b>100.00</b>	<b>1.81</b>	<b>0.52</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.15 MALDIVES

### Web 2.0 Technologies (US\$ Million): Maldives 2004 - 2014

Year	Maldives	% of Region	% of Globe
2004	0.03	0.02%	0.00%
2005	0.03	0.01%	0.00%
2006	0.03	0.01%	0.00%
2007	0.03	0.01%	0.00%
2008	0.04	0.01%	0.00%
2009	0.06	0.01%	0.00%
2010	0.07	0.01%	0.00%
2011	0.09	0.01%	0.00%
2012	0.10	0.01%	0.00%
2013	0.11	0.01%	0.00%
2014	0.12	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Maldives: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Male	1,344	0.06	100.00	0.01	0.00
<b>Total</b>		<b>0.06</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.16 MONGOLIA

### Web 2.0 Technologies (US\$ Million): Mongolia 2004 - 2014

Year	Mongolia	% of Region	% of Globe
2004	0.07	0.04%	0.01%
2005	0.08	0.04%	0.01%
2006	0.09	0.04%	0.01%
2007	0.10	0.04%	0.01%
2008	0.12	0.04%	0.01%
2009	0.17	0.04%	0.01%
2010	0.22	0.04%	0.01%
2011	0.27	0.04%	0.01%
2012	0.32	0.04%	0.01%
2013	0.36	0.05%	0.01%
2014	0.40	0.05%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Mongolia: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Ulaanbaatar	992	0.13	74.25	0.03	0.01
Darhan	1,676	0.02	10.84	0.00	0.00
Erdenedalay	1,803	0.01	5.83	0.00	0.00
Choybalsan	1,887	0.01	3.12	0.00	0.00
Ulaangom	1,942	0.00	2.03	0.00	0.00
Nalayh	1,943	0.00	2.03	0.00	0.00
Uliastay	1,951	0.00	1.90	0.00	0.00
<b>Total</b>		<b>0.17</b>	<b>100.00</b>	<b>0.04</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.17 NEPAL

### Web 2.0 Technologies (US\$ Million): Nepal 2004 - 2014

Year	Nepal	% of Region	% of Globe
2004	0.31	0.17%	0.05%
2005	0.33	0.17%	0.05%
2006	0.35	0.16%	0.05%
2007	0.38	0.16%	0.05%
2008	0.43	0.16%	0.05%
2009	0.60	0.15%	0.04%
2010	0.76	0.15%	0.04%
2011	0.90	0.15%	0.04%
2012	1.03	0.14%	0.04%
2013	1.14	0.14%	0.04%
2014	1.21	0.14%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Nepal: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Kathmandu	877	0.16	26.43	0.04	0.01
Sallyan	1,077	0.10	17.10	0.03	0.01
Pyuthan	1,083	0.10	16.65	0.03	0.01
Jumla	1,137	0.09	14.85	0.02	0.01
Biratnagar	1,292	0.06	10.57	0.02	0.00
Lalitpur	1,359	0.05	9.00	0.01	0.00
Bhaktapur	1,518	0.03	5.40	0.01	0.00
<b>Total</b>		<b>0.60</b>	<b>100.00</b>	<b>0.15</b>	<b>0.04</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.18 NORTH KOREA

### Web 2.0 Technologies (US\$ Million): North Korea 2004 - 2014

Year	North Korea	% of Region	% of Globe
2004	0.44	0.24%	0.07%
2005	0.46	0.23%	0.07%
2006	0.48	0.22%	0.07%
2007	0.50	0.21%	0.06%
2008	0.55	0.20%	0.06%
2009	0.77	0.20%	0.06%
2010	0.97	0.19%	0.05%
2011	1.13	0.18%	0.05%
2012	1.26	0.18%	0.05%
2013	1.38	0.17%	0.04%
2014	1.45	0.16%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### North Korea: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Pyongyang	602	0.31	39.81	0.08	0.02
Chongjin	1,144	0.09	11.37	0.02	0.01
Nampo	1,184	0.08	10.42	0.02	0.01
Sinuiju	1,327	0.06	7.54	0.01	0.00
Hungnam	1,421	0.05	6.03	0.01	0.00
Wonsan	1,455	0.04	5.28	0.01	0.00
Kaesong	1,460	0.04	5.22	0.01	0.00
Hamhung	1,475	0.04	4.90	0.01	0.00
Kimchaek	1,516	0.03	4.24	0.01	0.00
Haeju	1,591	0.02	3.21	0.01	0.00
Sariwon	1,718	0.02	1.96	0.00	0.00
<b>Total</b>		<b>0.77</b>	<b>100.00</b>	<b>0.20</b>	<b>0.06</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.19 PAPUA NEW GUINEA

### Web 2.0 Technologies (US\$ Million): Papua New Guinea 2004 - 2014

Year	Papua New Guinea	% of Region	% of Globe
2004	0.16	0.09%	0.03%
2005	0.18	0.09%	0.03%
2006	0.19	0.09%	0.03%
2007	0.20	0.09%	0.03%
2008	0.23	0.08%	0.03%
2009	0.33	0.08%	0.02%
2010	0.42	0.08%	0.02%
2011	0.50	0.08%	0.02%
2012	0.57	0.08%	0.02%
2013	0.63	0.08%	0.02%
2014	0.68	0.08%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Papua New Guinea: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Port Moresby	901	0.15	45.92	0.04	0.01
Lae	1,195	0.08	24.17	0.02	0.01
Madang	1,595	0.02	7.55	0.01	0.00
Wewak	1,615	0.02	6.95	0.01	0.00
Goroka	1,634	0.02	6.65	0.01	0.00
Rabaul	1,711	0.02	4.83	0.00	0.00
Mount Hagen	1,751	0.01	3.93	0.00	0.00
<b>Total</b>		<b>0.33</b>	<b>100.00</b>	<b>0.08</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.20 PHILIPPINES

### Web 2.0 Technologies (US\$ Million): Philippines 2004 - 2014

Year	Philippines	% of Region	% of Globe
2004	2.74	1.52%	0.45%
2005	3.00	1.52%	0.46%
2006	3.28	1.52%	0.46%
2007	3.59	1.52%	0.46%
2008	4.14	1.52%	0.46%
2009	5.97	1.52%	0.44%
2010	7.71	1.52%	0.42%
2011	9.29	1.52%	0.41%
2012	10.80	1.52%	0.40%
2013	12.22	1.52%	0.40%
2014	13.35	1.52%	0.40%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

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**Philippines: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Manila	50	5.28	88.46	1.35	0.39
Quezon City	1,006	0.12	2.05	0.03	0.01
Davao	1,252	0.07	1.18	0.02	0.01
Cebu	1,396	0.05	0.84	0.01	0.00
Caloocan	1,419	0.05	0.79	0.01	0.00
Makati	1,513	0.03	0.55	0.01	0.00
Zamboanga	1,520	0.03	0.54	0.01	0.00
Cagayan de Oro	1,540	0.03	0.51	0.01	0.00
Pasig	1,554	0.03	0.49	0.01	0.00
Pasay	1,560	0.03	0.48	0.01	0.00
Las Pinas	1,566	0.03	0.47	0.01	0.00
Bacolod	1,586	0.03	0.42	0.01	0.00
Valenzuela	1,592	0.02	0.42	0.01	0.00
Marikina	1,616	0.02	0.38	0.01	0.00
Paranaque	1,619	0.02	0.38	0.01	0.00
Others		0.12	2.06	0.03	0.01
<b>Total</b>		<b>5.97</b>	<b>100.00</b>	<b>1.52</b>	<b>0.44</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.21 SEYCHELLES

**Web 2.0 Technologies (US\$ Million): Seychelles 2004 - 2014**

Year	Seychelles	% of Region	% of Globe
2004	0.02	0.01%	0.00%
2005	0.02	0.01%	0.00%
2006	0.02	0.01%	0.00%
2007	0.02	0.01%	0.00%
2008	0.02	0.01%	0.00%
2009	0.03	0.01%	0.00%
2010	0.04	0.01%	0.00%
2011	0.05	0.01%	0.00%
2012	0.06	0.01%	0.00%
2013	0.07	0.01%	0.00%
2014	0.07	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Seychelles: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Victoria	1,611	0.02	69.70	0.01	0.00
Anse Boileau	1,919	0.00	12.12	0.00	0.00
Anse Royale	1,962	0.00	9.09	0.00	0.00
Cascade	1,963	0.00	9.09	0.00	0.00
<b>Total</b>		<b>0.03</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.22 SINGAPORE

### Web 2.0 Technologies (US\$ Million): Singapore 2004 - 2014

Year	Singapore	% of Region	% of Globe
2004	2.03	1.13%	0.34%
2005	2.22	1.13%	0.34%
2006	2.44	1.13%	0.34%
2007	2.67	1.13%	0.34%
2008	3.09	1.13%	0.34%
2009	4.45	1.14%	0.33%
2010	5.76	1.14%	0.31%
2011	6.94	1.14%	0.31%
2012	8.07	1.14%	0.30%
2013	9.14	1.14%	0.30%
2014	9.99	1.14%	0.30%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Singapore: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Singapore	62	4.45	100.00	1.14	0.33
<b>Total</b>		<b>4.45</b>	<b>100.00</b>	<b>1.14</b>	<b>0.33</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.23 SOUTH KOREA

### Web 2.0 Technologies (US\$ Million): South Korea 2004 - 2014

Year	South Korea	% of Region	% of Globe
2004	11.63	6.46%	1.93%
2005	12.56	6.38%	1.92%
2006	13.57	6.30%	1.90%
2007	14.67	6.22%	1.89%
2008	16.72	6.14%	1.85%
2009	23.87	6.09%	1.75%
2010	30.58	6.03%	1.67%
2011	36.47	5.97%	1.61%
2012	41.94	5.90%	1.57%
2013	46.97	5.84%	1.53%
2014	50.74	5.76%	1.51%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



**South Korea: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Seoul	14	11.66	48.85	2.97	0.85
Pusan	107	2.93	12.29	0.75	0.22
Inchon	138	2.07	8.68	0.53	0.15
Taegu	164	1.68	7.05	0.43	0.12
Taejon	229	0.99	4.16	0.25	0.07
Kwangju	230	0.99	4.16	0.25	0.07
Ulsan	234	0.95	3.99	0.24	0.07
Suwon	255	0.86	3.62	0.22	0.06
Masan	369	0.57	2.37	0.14	0.04
Chonju	431	0.48	1.99	0.12	0.03
Cheju	457	0.43	1.81	0.11	0.03
Mokpo	694	0.25	1.03	0.06	0.02
<b>Total</b>		<b>23.87</b>	<b>100.00</b>	<b>6.09</b>	<b>1.75</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**4.24 SRI LANKA****Web 2.0 Technologies (US\$ Million): Sri Lanka 2004 - 2014**

Year	Sri Lanka	% of Region	% of Globe
2004	0.78	0.44%	0.13%
2005	0.85	0.43%	0.13%
2006	0.93	0.43%	0.13%
2007	1.01	0.43%	0.13%
2008	1.15	0.42%	0.13%
2009	1.65	0.42%	0.12%
2010	2.13	0.42%	0.12%
2011	2.55	0.42%	0.11%
2012	2.94	0.41%	0.11%
2013	3.31	0.41%	0.11%
2014	3.60	0.41%	0.11%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Sri Lanka: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Colombo	288	0.75	45.56	0.19	0.06
Dehiwala	756	0.21	12.74	0.05	0.02
Jaffna	881	0.16	9.54	0.04	0.01
Moratuwa	895	0.15	9.21	0.04	0.01
Kandy	929	0.14	8.67	0.04	0.01
Galle	1,018	0.12	7.27	0.03	0.01
Negombo	1,268	0.07	4.07	0.02	0.00
Trincomalee	1,412	0.05	2.94	0.01	0.00
<b>Total</b>		<b>1.65</b>	<b>100.00</b>	<b>0.42</b>	<b>0.12</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.25 TAIWAN

### Web 2.0 Technologies (US\$ Million): Taiwan 2004 - 2014

Year	Taiwan	% of Region	% of Globe
2004	6.57	3.65%	1.09%
2005	7.12	3.62%	1.09%
2006	7.72	3.58%	1.08%
2007	8.37	3.55%	1.08%
2008	9.57	3.52%	1.06%
2009	13.69	3.49%	1.00%
2010	17.57	3.47%	0.96%
2011	21.01	3.44%	0.93%
2012	24.23	3.41%	0.90%
2013	27.21	3.38%	0.89%
2014	29.47	3.35%	0.88%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Taiwan: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Taipei	70	4.10	29.96	1.05	0.30
Kaohsiung	162	1.73	12.60	0.44	0.13
Taichung	207	1.17	8.52	0.30	0.09
Tainan	303	0.70	5.14	0.18	0.05
Panchiao	377	0.56	4.07	0.14	0.04
Hsinchu	466	0.41	2.99	0.10	0.03
Chungho	469	0.41	2.97	0.10	0.03
Sanchung	482	0.40	2.92	0.10	0.03
Keelung	505	0.38	2.77	0.10	0.03
Chungli	586	0.31	2.30	0.08	0.02
Chiayi	607	0.31	2.23	0.08	0.02
Taoyuan	635	0.28	2.07	0.07	0.02
Fengshan	647	0.28	2.01	0.07	0.02
Hsintien	664	0.26	1.92	0.07	0.02
Yungho	695	0.25	1.79	0.06	0.02
Others		2.15	15.72	0.55	0.16
<b>Total</b>		<b>13.69</b>	<b>100.00</b>	<b>3.49</b>	<b>1.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.26 THAILAND

### Web 2.0 Technologies (US\$ Million): Thailand 2004 - 2014

Year	Thailand	% of Region	% of Globe
2004	5.06	2.81%	0.84%
2005	5.45	2.77%	0.83%
2006	5.88	2.73%	0.82%
2007	6.34	2.69%	0.82%
2008	7.21	2.65%	0.80%
2009	10.28	2.62%	0.75%
2010	13.14	2.59%	0.72%
2011	15.65	2.56%	0.69%
2012	17.97	2.53%	0.67%
2013	20.09	2.50%	0.65%
2014	21.65	2.46%	0.65%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Thailand: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Bangkok	22	9.57	93.11	2.44	0.70
Chon Buri	524	0.36	3.46	0.09	0.03
Songkhla	1,064	0.11	1.06	0.03	0.01
Nakhon Ratchasima	1,287	0.06	0.63	0.02	0.00
Chiang Mai	1,298	0.06	0.61	0.02	0.00
Khon Kaen	1,342	0.06	0.55	0.01	0.00
Nakhon Si Thammarat	1,456	0.04	0.40	0.01	0.00
Phitsanulok	1,687	0.02	0.17	0.00	0.00
Hat Yai	1,987	0.00	0.02	0.00	0.00
<b>Total</b>		<b>10.28</b>	<b>100.00</b>	<b>2.62</b>	<b>0.75</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.27 VIETNAM

### Web 2.0 Technologies (US\$ Million): Vietnam 2004 - 2014

Year	Vietnam	% of Region	% of Globe
2004	1.98	1.10%	0.33%
2005	2.19	1.11%	0.33%
2006	2.41	1.12%	0.34%
2007	2.65	1.13%	0.34%
2008	3.08	1.13%	0.34%
2009	4.46	1.14%	0.33%
2010	5.79	1.14%	0.32%
2011	7.01	1.15%	0.31%
2012	8.19	1.15%	0.31%
2013	9.32	1.16%	0.30%
2014	10.23	1.16%	0.31%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

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**Vietnam: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Ho Chi Minh	183	1.40	31.46	0.36	0.10
Can Tho	203	1.19	26.70	0.30	0.09
Hanoi	268	0.81	18.05	0.21	0.06
Thai Nguyen	531	0.35	7.83	0.09	0.03
Da Nang	533	0.35	7.81	0.09	0.03
Hue	649	0.27	6.15	0.07	0.02
Pleyku	1,138	0.09	2.00	0.02	0.01
<b>Total</b>		<b>4.46</b>	<b>100.00</b>	<b>1.14</b>	<b>0.33</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5 EUROPE

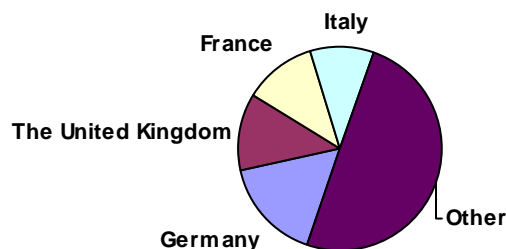
### 5.1 EXECUTIVE SUMMARY

#### Market Potential for Web 2.0 Technologies in Europe (US\$ Million): 2009

Country	Latent Demand US\$ Million	% of Europe
Germany	55.61	16.37%
The United Kingdom	42.19	12.42%
France	40.46	11.91%
Italy	35.24	10.37%
Spain	26.85	7.90%
Russia	20.79	6.12%
The Netherlands	12.58	3.70%
Poland	12.44	3.66%
Belgium	7.44	2.19%
Sweden	6.56	1.93%
Greece	6.43	1.89%
Ukraine	6.41	1.89%
Austria	6.29	1.85%
Switzerland	5.91	1.74%
Norway	5.10	1.50%
Czech Republic	4.95	1.46%
Romania	4.90	1.44%
Portugal	4.54	1.34%
Denmark	4.00	1.18%
Hungary	3.81	1.12%
Ireland	3.72	1.09%
Finland	3.67	1.08%
Kazakhstan	3.24	0.95%
Slovakia	2.16	0.64%
Belarus	2.09	0.61%
Other	12.35	3.63%
<b>Total</b>	<b>339.73</b>	<b>100.00%</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## Market Potential for Web 2.0 Technologies in Europe (US\$ Million): 2009



### The Market for Web 2.0 Technologies in Europe: 2004 - 2014

Year	US\$ Million	% of Globe
2004	171.02	28.42
2005	183.45	28.01
2006	196.80	27.60
2007	211.14	27.19
2008	239.04	26.49
2009	339.73	24.90
2010	432.98	23.67
2011	513.72	22.72
2012	587.62	21.94
2013	654.58	21.33
2014	703.05	20.96

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.2 ALBANIA

### Web 2.0 Technologies (US\$ Million): Albania 2004 - 2014

Year	Albania	% of Region	% of Globe
2004	0.19	0.11%	0.03%
2005	0.21	0.11%	0.03%
2006	0.22	0.11%	0.03%
2007	0.24	0.11%	0.03%
2008	0.27	0.11%	0.03%
2009	0.39	0.12%	0.03%
2010	0.50	0.12%	0.03%
2011	0.60	0.12%	0.03%
2012	0.69	0.12%	0.03%
2013	0.77	0.12%	0.03%
2014	0.83	0.12%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

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**Albania: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Tirane	990	0.13	32.42	0.04	0.01
Durres	1,436	0.04	11.33	0.01	0.00
Elbasan	1,440	0.04	11.19	0.01	0.00
Shkoder	1,446	0.04	10.90	0.01	0.00
Vlore	1,474	0.04	9.76	0.01	0.00
Korce	1,497	0.03	8.90	0.01	0.00
Berat	1,608	0.02	5.88	0.01	0.00
Fier	1,621	0.02	5.74	0.01	0.00
Lushnje	1,719	0.02	3.87	0.00	0.00
<b>Total</b>		<b>0.39</b>	<b>100.00</b>	<b>0.12</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 5.3 ANDORRA

**Web 2.0 Technologies (US\$ Million): Andorra 2004 - 2014**

Year	Andorra	% of Region	% of Globe
2004	0.03	0.02%	0.00%
2005	0.03	0.02%	0.00%
2006	0.03	0.02%	0.00%
2007	0.03	0.02%	0.00%
2008	0.04	0.02%	0.00%
2009	0.05	0.02%	0.00%
2010	0.07	0.02%	0.00%
2011	0.08	0.02%	0.00%
2012	0.09	0.02%	0.00%
2013	0.10	0.02%	0.00%
2014	0.11	0.02%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Andorra: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Andorra la Vella	1,517	0.03	60.00	0.01	0.00
Les Escaldes	1,631	0.02	40.00	0.01	0.00
<b>Total</b>		<b>0.05</b>	<b>100.00</b>	<b>0.02</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.4 AUSTRIA

### Web 2.0 Technologies (US\$ Million): Austria 2004 - 2014

Year	Austria	% of Region	% of Globe
2004	3.19	1.87%	0.53%
2005	3.42	1.86%	0.52%
2006	3.66	1.86%	0.51%
2007	3.92	1.86%	0.50%
2008	4.43	1.85%	0.49%
2009	6.29	1.85%	0.46%
2010	8.01	1.85%	0.44%
2011	9.49	1.85%	0.42%
2012	10.84	1.84%	0.40%
2013	12.05	1.84%	0.39%
2014	12.92	1.84%	0.39%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Austria: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Vienna	78	3.78	60.06	1.11	0.28
Graz	359	0.60	9.53	0.18	0.04
Linz	417	0.49	7.85	0.15	0.04
Salzburg	538	0.34	5.45	0.10	0.03
Innsbruck	630	0.29	4.59	0.09	0.02
Klagenfurt	750	0.21	3.41	0.06	0.02
Villach	975	0.13	2.08	0.04	0.01
Wels	993	0.13	2.00	0.04	0.01
Sankt Poelten	1,004	0.12	1.96	0.04	0.01
Steyr	1,110	0.09	1.49	0.03	0.01
Bregenz	1,261	0.07	1.10	0.02	0.01
Eisenstadt	1,547	0.03	0.47	0.01	0.00
<b>Total</b>		<b>6.29</b>	<b>100.00</b>	<b>1.85</b>	<b>0.46</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



## 5.5 BELARUS

### Web 2.0 Technologies (US\$ Million): Belarus 2004 - 2014

Year	Belarus	% of Region	% of Globe
2004	0.97	0.57%	0.16%
2005	1.06	0.58%	0.16%
2006	1.15	0.59%	0.16%
2007	1.26	0.60%	0.16%
2008	1.45	0.61%	0.16%
2009	2.09	0.61%	0.15%
2010	2.69	0.62%	0.15%
2011	3.24	0.63%	0.14%
2012	3.76	0.64%	0.14%
2013	4.25	0.65%	0.14%
2014	4.63	0.66%	0.14%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Belarus: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Minsk	275	0.79	37.91	0.23	0.06
Gomel	687	0.25	11.93	0.07	0.02
Mogilyov	831	0.18	8.49	0.05	0.01
Vitebsk	839	0.17	8.35	0.05	0.01
Grodno	963	0.13	6.44	0.04	0.01
Brest	982	0.13	6.15	0.04	0.01
Bobruysk	1,054	0.11	5.32	0.03	0.01
Baranovichi	1,193	0.08	3.79	0.02	0.01
Borisov	1,239	0.07	3.44	0.02	0.01
Orsha	1,308	0.06	2.93	0.02	0.00
Pinsk	1,320	0.06	2.84	0.02	0.00
Mozyr	1,395	0.05	2.41	0.01	0.00
<b>Total</b>		<b>2.09</b>	<b>100.00</b>	<b>0.61</b>	<b>0.15</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.6 BELGIUM

### Web 2.0 Technologies (US\$ Million): Belgium 2004 - 2014

Year	Belgium	% of Region	% of Globe
2004	3.83	2.24%	0.64%
2005	4.09	2.23%	0.62%
2006	4.37	2.22%	0.61%
2007	4.66	2.21%	0.60%
2008	5.25	2.20%	0.58%
2009	7.44	2.19%	0.55%
2010	9.45	2.18%	0.52%
2011	11.17	2.17%	0.49%
2012	12.72	2.16%	0.48%
2013	14.11	2.16%	0.46%
2014	15.09	2.15%	0.45%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Belgium: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Brussels	119	2.60	34.89	0.76	0.19
Antwerp	200	1.27	17.12	0.38	0.09
Ghent	341	0.62	8.38	0.18	0.05
Charleroi	374	0.56	7.52	0.16	0.04
Liege	390	0.54	7.19	0.16	0.04
Bruges	583	0.32	4.24	0.09	0.02
Namur	648	0.28	3.71	0.08	0.02
Mons	700	0.24	3.24	0.07	0.02
Leuven	728	0.22	3.02	0.07	0.02
Aalst	770	0.21	2.77	0.06	0.02
Kortrijk	772	0.20	2.73	0.06	0.01
Mechelen	773	0.20	2.73	0.06	0.01
Oostende	819	0.18	2.45	0.05	0.01
<b>Total</b>		<b>7.44</b>	<b>100.00</b>	<b>2.19</b>	<b>0.55</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.7 BOSNIA AND HERZEGOVINA

### Web 2.0 Technologies (US\$ Million): Bosnia and Herzegovina 2004 - 2014

Year	Bosnia and Herzegovina	% of Region	% of Globe
2004	0.28	0.17%	0.05%
2005	0.31	0.17%	0.05%
2006	0.33	0.17%	0.05%
2007	0.36	0.17%	0.05%
2008	0.41	0.17%	0.05%
2009	0.59	0.17%	0.04%
2010	0.76	0.18%	0.04%
2011	0.91	0.18%	0.04%
2012	1.05	0.18%	0.04%
2013	1.18	0.18%	0.04%
2014	1.28	0.18%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Bosnia and Herzegovina: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Sarajevo	717	0.23	39.33	0.07	0.02
Banja Luca	1,155	0.09	14.57	0.03	0.01
Zenica	1,288	0.06	10.84	0.02	0.00
Tuzla	1,328	0.06	9.80	0.02	0.00
Mostar	1,348	0.06	9.44	0.02	0.00
Prijedor	1,405	0.05	8.37	0.01	0.00
Doboj	1,429	0.05	7.63	0.01	0.00
<b>Total</b>		<b>0.59</b>	<b>100.00</b>	<b>0.17</b>	<b>0.04</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.8 BULGARIA

### Web 2.0 Technologies (US\$ Million): Bulgaria 2004 - 2014

Year	Bulgaria	% of Region	% of Globe
2004	0.81	0.48%	0.14%
2005	0.89	0.48%	0.14%
2006	0.96	0.49%	0.14%
2007	1.05	0.50%	0.13%
2008	1.20	0.50%	0.13%
2009	1.72	0.51%	0.13%
2010	2.22	0.51%	0.12%
2011	2.66	0.52%	0.12%
2012	3.07	0.52%	0.11%
2013	3.46	0.53%	0.11%
2014	3.76	0.53%	0.11%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Bulgaria: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Sofia	316	0.67	39.05	0.20	0.05
Plovdiv	751	0.21	12.35	0.06	0.02
Varna	818	0.18	10.58	0.05	0.01
Burgas	1,028	0.12	6.85	0.03	0.01
Ruse	1,044	0.11	6.57	0.03	0.01
Stara Zagora	1,115	0.09	5.40	0.03	0.01
Pleven	1,191	0.08	4.64	0.02	0.01
Tolbukhin	1,276	0.07	3.84	0.02	0.00
Sliven	1,291	0.06	3.70	0.02	0.00
Shumen	1,293	0.06	3.67	0.02	0.00
Pernik	1,332	0.06	3.36	0.02	0.00
<b>Total</b>		<b>1.72</b>	<b>100.00</b>	<b>0.51</b>	<b>0.13</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**5.9 CROATIA****Web 2.0 Technologies (US\$ Million): Croatia 2004 - 2014**

Year	Croatia	% of Region	% of Globe
2004	0.66	0.39%	0.11%
2005	0.72	0.39%	0.11%
2006	0.78	0.39%	0.11%
2007	0.84	0.40%	0.11%
2008	0.96	0.40%	0.11%
2009	1.38	0.41%	0.10%
2010	1.77	0.41%	0.10%
2011	2.12	0.41%	0.09%
2012	2.44	0.42%	0.09%
2013	2.74	0.42%	0.09%
2014	2.97	0.42%	0.09%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Croatia: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Zagreb	279	0.78	56.52	0.23	0.06
Rijeka	979	0.13	9.38	0.04	0.01
Split	1,019	0.12	8.71	0.04	0.01
Osijek	1,070	0.11	7.65	0.03	0.01
Zadar	1,207	0.08	5.58	0.02	0.01
Slavonski Brod	1,251	0.07	5.10	0.02	0.01
Vukovar	1,362	0.05	3.90	0.02	0.00
Dubrovnik	1,441	0.04	3.17	0.01	0.00
<b>Total</b>		<b>1.38</b>	<b>100.00</b>	<b>0.41</b>	<b>0.10</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.10 CYPRUS

### Web 2.0 Technologies (US\$ Million): Cyprus 2004 - 2014

Year	Cyprus	% of Region	% of Globe
2004	0.21	0.12%	0.03%
2005	0.22	0.12%	0.03%
2006	0.24	0.12%	0.03%
2007	0.26	0.12%	0.03%
2008	0.30	0.12%	0.03%
2009	0.42	0.12%	0.03%
2010	0.54	0.12%	0.03%
2011	0.64	0.13%	0.03%
2012	0.74	0.13%	0.03%
2013	0.83	0.13%	0.03%
2014	0.89	0.13%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Cyprus: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Nicosia	809	0.19	43.83	0.05	0.01
Limassol	968	0.13	31.50	0.04	0.01
Larnaca	1,324	0.06	13.91	0.02	0.00
Famagusta	1,427	0.05	10.76	0.01	0.00
<b>Total</b>		<b>0.42</b>	<b>100.00</b>	<b>0.12</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.11 CZECH REPUBLIC

### Web 2.0 Technologies (US\$ Million): Czech Republic 2004 - 2014

Year	Czech Republic	% of Region	% of Globe
2004	2.36	1.38%	0.39%
2005	2.56	1.40%	0.39%
2006	2.78	1.41%	0.39%
2007	3.02	1.43%	0.39%
2008	3.45	1.44%	0.38%
2009	4.95	1.46%	0.36%
2010	6.35	1.47%	0.35%
2011	7.60	1.48%	0.34%
2012	8.77	1.49%	0.33%
2013	9.86	1.51%	0.32%
2014	10.69	1.52%	0.32%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

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**Czech Republic: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Prague	134	2.21	44.62	0.65	0.16
Brno	302	0.71	14.35	0.21	0.05
Ostrava	355	0.60	12.21	0.18	0.04
Plzen	575	0.32	6.47	0.09	0.02
Olomouc	796	0.19	3.92	0.06	0.01
Usti nad Labem	798	0.19	3.88	0.06	0.01
Liberec	805	0.19	3.81	0.06	0.01
Hradec Kralove	816	0.18	3.70	0.05	0.01
Ceske Budejovice	840	0.17	3.51	0.05	0.01
Pardubice	841	0.17	3.51	0.05	0.01
<b>Total</b>		<b>4.95</b>	<b>100.00</b>	<b>1.46</b>	<b>0.36</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.12 DENMARK

**Web 2.0 Technologies (US\$ Million): Denmark 2004 - 2014**

Year	Denmark	% of Region	% of Globe
2004	2.11	1.23%	0.35%
2005	2.24	1.22%	0.34%
2006	2.38	1.21%	0.33%
2007	2.53	1.20%	0.33%
2008	2.84	1.19%	0.31%
2009	4.00	1.18%	0.29%
2010	5.06	1.17%	0.28%
2011	5.96	1.16%	0.26%
2012	6.76	1.15%	0.25%
2013	7.46	1.14%	0.24%
2014	7.94	1.13%	0.24%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## Denmark: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Copenhagen	133	2.23	55.68	0.66	0.16
Aarhus	460	0.43	10.63	0.13	0.03
Odense	632	0.29	7.17	0.08	0.02
Aalborg	677	0.26	6.38	0.08	0.02
Esbjerg	966	0.13	3.34	0.04	0.01
Randers	1,082	0.10	2.51	0.03	0.01
Kolding	1,107	0.09	2.35	0.03	0.01
Helsingor	1,108	0.09	2.35	0.03	0.01
Herning	1,119	0.09	2.31	0.03	0.01
Horsens	1,129	0.09	2.27	0.03	0.01
Vejle	1,231	0.07	1.81	0.02	0.01
Roskilde	1,278	0.07	1.65	0.02	0.00
Naestved	1,300	0.06	1.57	0.02	0.00
<b>Total</b>		<b>4.00</b>	<b>100.00</b>	<b>1.18</b>	<b>0.29</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.13 ESTONIA

## Web 2.0 Technologies (US\$ Million): Estonia 2004 - 2014

Year	Estonia	% of Region	% of Globe
2004	0.27	0.16%	0.04%
2005	0.29	0.16%	0.04%
2006	0.32	0.16%	0.05%
2007	0.35	0.17%	0.05%
2008	0.41	0.17%	0.05%
2009	0.59	0.17%	0.04%
2010	0.76	0.17%	0.04%
2011	0.91	0.18%	0.04%
2012	1.06	0.18%	0.04%
2013	1.20	0.18%	0.04%
2014	1.31	0.19%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## Estonia: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Tallinn	554	0.33	56.71	0.10	0.02
Tartu	1,199	0.08	13.41	0.02	0.01
Narva	1,341	0.06	9.65	0.02	0.00
Kohtla-Järve	1,367	0.05	9.06	0.02	0.00
Pärnu	1,480	0.04	6.35	0.01	0.00
Sillamäe	1,727	0.01	2.47	0.00	0.00
Rakvere	1,740	0.01	2.35	0.00	0.00
<b>Total</b>		<b>0.59</b>	<b>100.00</b>	<b>0.17</b>	<b>0.04</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.14 FINLAND

### Web 2.0 Technologies (US\$ Million): Finland 2004 - 2014

Year	Finland	% of Region	% of Globe
2004	1.81	1.06%	0.30%
2005	1.95	1.06%	0.30%
2006	2.10	1.07%	0.30%
2007	2.27	1.07%	0.29%
2008	2.58	1.08%	0.29%
2009	3.67	1.08%	0.27%
2010	4.70	1.08%	0.26%
2011	5.59	1.09%	0.25%
2012	6.41	1.09%	0.24%
2013	7.17	1.10%	0.23%
2014	7.72	1.10%	0.23%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Finland: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Helsinki	213	1.11	30.33	0.33	0.08
Tampere	494	0.39	10.54	0.11	0.03
Espoo	501	0.38	10.36	0.11	0.03
Turku	514	0.37	9.99	0.11	0.03
Vantaa	540	0.34	9.31	0.10	0.03
Oulu	730	0.22	6.10	0.07	0.02
Lahti	752	0.21	5.80	0.06	0.02
Pori	821	0.18	4.93	0.05	0.01
Kuopio	825	0.18	4.87	0.05	0.01
Jyvaskyla	903	0.15	4.07	0.04	0.01
Kotka	955	0.14	3.70	0.04	0.01
<b>Total</b>		<b>3.67</b>	<b>100.00</b>	<b>1.08</b>	<b>0.27</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



## 5.15 FRANCE

### Web 2.0 Technologies (US\$ Million): France 2004 - 2014

Year	France	% of Region	% of Globe
2004	21.29	12.45%	3.54%
2005	22.63	12.33%	3.45%
2006	24.05	12.22%	3.37%
2007	25.55	12.10%	3.29%
2008	28.66	11.99%	3.18%
2009	40.46	11.91%	2.97%
2010	51.20	11.83%	2.80%
2011	60.29	11.74%	2.67%
2012	68.40	11.64%	2.55%
2013	75.56	11.54%	2.46%
2014	80.45	11.44%	2.40%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### France: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Paris	3	28.44	70.30	8.37	2.08
Marseille	129	2.28	5.63	0.67	0.17
Lyon	131	2.25	5.57	0.66	0.17
Lille	167	1.64	4.05	0.48	0.12
Toulouse	337	0.63	1.56	0.19	0.05
Nice	383	0.54	1.34	0.16	0.04
Strasbourg	385	0.54	1.34	0.16	0.04
Nantes	437	0.46	1.14	0.14	0.03
Rennes	465	0.41	1.01	0.12	0.03
Bordeaux	483	0.40	0.99	0.12	0.03
Saint-Etienne	497	0.38	0.94	0.11	0.03
Reims	528	0.35	0.87	0.10	0.03
Le Havre	529	0.35	0.87	0.10	0.03
Toulon	545	0.34	0.83	0.10	0.02
Grenoble	562	0.33	0.81	0.10	0.02
Others		1.11	2.75	0.33	0.08
<b>Total</b>		<b>40.46</b>	<b>100.00</b>	<b>11.91</b>	<b>2.97</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.16 GEORGIA

### Web 2.0 Technologies (US\$ Million): Georgia 2004 - 2014

Year	Georgia	% of Region	% of Globe
2004	0.16	0.09%	0.03%
2005	0.18	0.10%	0.03%
2006	0.20	0.10%	0.03%
2007	0.23	0.11%	0.03%
2008	0.27	0.11%	0.03%
2009	0.40	0.12%	0.03%
2010	0.52	0.12%	0.03%
2011	0.64	0.13%	0.03%
2012	0.76	0.13%	0.03%
2013	0.88	0.13%	0.03%
2014	0.98	0.14%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Georgia: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
T'Bilisi	689	0.25	62.35	0.07	0.02
Kutaisi	1,424	0.05	11.63	0.01	0.00
Rustavi	1,526	0.03	7.87	0.01	0.00
Batumi	1,574	0.03	6.73	0.01	0.00
Sukhumi	1,602	0.02	5.99	0.01	0.00
Poti	1,799	0.01	2.52	0.00	0.00
Tskhinvali	1,857	0.01	1.63	0.00	0.00
Chiatura	1,892	0.01	1.29	0.00	0.00
<b>Total</b>		<b>0.40</b>	<b>100.00</b>	<b>0.12</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.17 GERMANY

### Web 2.0 Technologies (US\$ Million): Germany 2004 - 2014

Year	Germany	% of Region	% of Globe
2004	28.69	16.78%	4.77%
2005	30.62	16.69%	4.68%
2006	32.68	16.61%	4.58%
2007	34.88	16.52%	4.49%
2008	39.28	16.43%	4.35%
2009	55.61	16.37%	4.08%
2010	70.60	16.31%	3.86%
2011	83.40	16.24%	3.69%
2012	94.96	16.16%	3.55%
2013	105.28	16.08%	3.43%
2014	112.51	16.00%	3.35%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Germany: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Berlin	15	11.30	20.32	3.33	0.83
Cologne	98	3.15	5.66	0.93	0.23
Dresden	142	1.95	3.51	0.57	0.14
Dusseldorf	149	1.87	3.36	0.55	0.14
Dortmund	150	1.86	3.34	0.55	0.14
Bremen	154	1.79	3.23	0.53	0.13
Duisburg	159	1.74	3.13	0.51	0.13
Cottbus	462	0.42	0.75	0.12	0.03
Dessau	541	0.34	0.61	0.10	0.02
<b>Total</b>		<b>24.42</b>	<b>43.91</b>	<b>7.19</b>	<b>1.79</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.18 GREECE

### Web 2.0 Technologies (US\$ Million): Greece 2004 - 2014

Year	Greece	% of Region	% of Globe
2004	3.23	1.89%	0.54%
2005	3.47	1.89%	0.53%
2006	3.72	1.89%	0.52%
2007	3.99	1.89%	0.51%
2008	4.53	1.89%	0.50%
2009	6.43	1.89%	0.47%
2010	8.20	1.89%	0.45%
2011	9.73	1.89%	0.43%
2012	11.14	1.90%	0.42%
2013	12.41	1.90%	0.40%
2014	13.33	1.90%	0.40%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Greece: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Athens	111	2.77	43.07	0.82	0.20
Thessaloniki	201	1.27	19.74	0.37	0.09
Piraeus	347	0.62	9.58	0.18	0.05
Patras	450	0.44	6.90	0.13	0.03
Larissa	573	0.32	5.01	0.09	0.02
Iraklion	577	0.32	4.96	0.09	0.02
Volos	736	0.22	3.45	0.07	0.02
Kavalla	828	0.18	2.77	0.05	0.01
Canea	915	0.15	2.28	0.04	0.01
Serrai	927	0.14	2.24	0.04	0.01
<b>Total</b>		<b>6.43</b>	<b>100.00</b>	<b>1.89</b>	<b>0.47</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.19 HUNGARY

### Web 2.0 Technologies (US\$ Million): Hungary 2004 - 2014

Year	Hungary	% of Region	% of Globe
2004	1.99	1.16%	0.33%
2005	2.12	1.15%	0.32%
2006	2.25	1.14%	0.32%
2007	2.40	1.14%	0.31%
2008	2.69	1.13%	0.30%
2009	3.81	1.12%	0.28%
2010	4.82	1.11%	0.26%
2011	5.68	1.11%	0.25%
2012	6.46	1.10%	0.24%
2013	7.14	1.09%	0.23%
2014	7.62	1.08%	0.23%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Hungary: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Budapest	130	2.26	59.51	0.67	0.17
Debrecen	711	0.24	6.19	0.07	0.02
Miskolc	733	0.22	5.85	0.07	0.02
Szeged	777	0.20	5.32	0.06	0.01
Pécs	791	0.20	5.15	0.06	0.01
Győr	932	0.14	3.71	0.04	0.01
Nyiregyha	988	0.13	3.35	0.04	0.01
Szekesfehervar	1,008	0.12	3.21	0.04	0.01
Kecskemét	1,043	0.11	2.98	0.03	0.01
Szombathely	1,114	0.09	2.45	0.03	0.01
Szolnok	1,154	0.09	2.28	0.03	0.01
<b>Total</b>		<b>3.81</b>	<b>100.00</b>	<b>1.12</b>	<b>0.28</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.20 ICELAND

### Web 2.0 Technologies (US\$ Million): Iceland 2004 - 2014

Year	Iceland	% of Region	% of Globe
2004	0.12	0.07%	0.02%
2005	0.13	0.07%	0.02%
2006	0.14	0.07%	0.02%
2007	0.15	0.07%	0.02%
2008	0.16	0.07%	0.02%
2009	0.23	0.07%	0.02%
2010	0.29	0.07%	0.02%
2011	0.35	0.07%	0.02%
2012	0.39	0.07%	0.01%
2013	0.43	0.07%	0.01%
2014	0.46	0.07%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Iceland: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Reykjavik	953	0.14	58.54	0.04	0.01
Kopavogur	1,638	0.02	9.15	0.01	0.00
Akureyri	1,660	0.02	8.54	0.01	0.00
Hafnarfjordhur	1,661	0.02	8.54	0.01	0.00
Keflavik	1,801	0.01	4.27	0.00	0.00
Vestmannaeyjar	1,849	0.01	3.05	0.00	0.00
Akranes	1,850	0.01	3.05	0.00	0.00
Husavik	1,912	0.00	1.83	0.00	0.00
Isafjorour	1,913	0.00	1.83	0.00	0.00
Neskaupstaour	1,970	0.00	1.22	0.00	0.00
<b>Total</b>		<b>0.23</b>	<b>100.00</b>	<b>0.07</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.21 IRELAND

### Web 2.0 Technologies (US\$ Million): Ireland 2004 - 2014

Year	Ireland	% of Region	% of Globe
2004	1.79	1.05%	0.30%
2005	1.94	1.06%	0.30%
2006	2.10	1.07%	0.29%
2007	2.28	1.08%	0.29%
2008	2.60	1.09%	0.29%
2009	3.72	1.09%	0.27%
2010	4.77	1.10%	0.26%
2011	5.70	1.11%	0.25%
2012	6.56	1.12%	0.25%
2013	7.36	1.12%	0.24%
2014	7.97	1.13%	0.24%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Ireland: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Dublin	115	2.72	73.10	0.80	0.20
Cork	404	0.51	13.81	0.15	0.04
Limerick	724	0.23	6.11	0.07	0.02
Galway	943	0.14	3.73	0.04	0.01
Waterford	1,014	0.12	3.25	0.04	0.01
<b>Total</b>		<b>3.72</b>	<b>100.00</b>	<b>1.09</b>	<b>0.27</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.22 ITALY

### Web 2.0 Technologies (US\$ Million): Italy 2004 - 2014

Year	Italy	% of Region	% of Globe
2004	18.50	10.82%	3.07%
2005	19.67	10.72%	3.00%
2006	20.92	10.63%	2.93%
2007	22.24	10.53%	2.86%
2008	24.95	10.44%	2.76%
2009	35.24	10.37%	2.58%
2010	44.62	10.31%	2.44%
2011	52.56	10.23%	2.32%
2012	59.66	10.15%	2.23%
2013	65.94	10.07%	2.15%
2014	70.23	9.99%	2.09%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## Italy: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Rome	25	8.93	25.35	2.63	0.65
Milan	58	4.69	13.31	1.38	0.34
Naples	76	3.81	10.81	1.12	0.28
Turin	95	3.25	9.22	0.96	0.24
Palermo	125	2.31	6.56	0.68	0.17
Genoa	128	2.29	6.50	0.67	0.17
Bologna	191	1.35	3.84	0.40	0.10
Florence	193	1.34	3.79	0.39	0.10
Catania	206	1.18	3.35	0.35	0.09
Bari	210	1.14	3.23	0.34	0.08
Venice	222	1.04	2.95	0.31	0.08
Messina	256	0.86	2.44	0.25	0.06
Verona	262	0.82	2.33	0.24	0.06
Taranto	280	0.78	2.20	0.23	0.06
Trieste	289	0.75	2.13	0.22	0.06
Others		0.70	2.00	0.21	0.05
<b>Total</b>		<b>35.24</b>	<b>100.00</b>	<b>10.37</b>	<b>2.58</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.23 KAZAKHSTAN

## Web 2.0 Technologies (US\$ Million): Kazakhstan 2004 - 2014

Year	Kazakhstan	% of Region	% of Globe
2004	1.43	0.84%	0.24%
2005	1.58	0.86%	0.24%
2006	1.74	0.89%	0.24%
2007	1.92	0.91%	0.25%
2008	2.24	0.94%	0.25%
2009	3.24	0.95%	0.24%
2010	4.21	0.97%	0.23%
2011	5.10	0.99%	0.23%
2012	5.96	1.01%	0.22%
2013	6.79	1.04%	0.22%
2014	7.46	1.06%	0.22%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Kazakhstan: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Almaty	329	0.64	19.81	0.19	0.05
Karaganda	530	0.35	10.78	0.10	0.03
Chimkent	731	0.22	6.90	0.07	0.02
Semipalatinsk	802	0.19	5.86	0.06	0.01
Pavlodar	806	0.19	5.81	0.06	0.01
Ust-Kamenogorsk	812	0.18	5.69	0.05	0.01
Dzhambul	836	0.17	5.39	0.05	0.01
Tselinograd	882	0.16	4.86	0.05	0.01
Aktyubinsk	926	0.14	4.44	0.04	0.01
Petropavlovsk	948	0.14	4.23	0.04	0.01
Kustanay	987	0.13	3.93	0.04	0.01
Temirtau	1,015	0.12	3.72	0.04	0.01
Uralsk	1,042	0.11	3.51	0.03	0.01
Shevchenko	1,131	0.09	2.79	0.03	0.01
Kzyl-Orda	1,151	0.09	2.69	0.03	0.01
Others		0.31	9.57	0.09	0.02
<b>Total</b>		<b>3.24</b>	<b>100.00</b>	<b>0.95</b>	<b>0.24</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**5.24 LATVIA****Web 2.0 Technologies (US\$ Million): Latvia 2004 - 2014**

Year	Latvia	% of Region	% of Globe
2004	0.34	0.20%	0.06%
2005	0.38	0.21%	0.06%
2006	0.43	0.22%	0.06%
2007	0.47	0.22%	0.06%
2008	0.56	0.23%	0.06%
2009	0.81	0.24%	0.06%
2010	1.06	0.24%	0.06%
2011	1.29	0.25%	0.06%
2012	1.52	0.26%	0.06%
2013	1.74	0.27%	0.06%
2014	1.92	0.27%	0.06%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



### Latvia: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Riga	393	0.53	65.78	0.16	0.04
Daugavpils	1,221	0.07	9.18	0.02	0.01
Liepaja	1,273	0.07	8.25	0.02	0.00
Jelgava	1,442	0.04	5.38	0.01	0.00
Jurmala	1,473	0.04	4.73	0.01	0.00
Ventspils	1,555	0.03	3.59	0.01	0.00
Rezekne	1,589	0.02	3.08	0.01	0.00
<b>Total</b>		<b>0.81</b>	<b>100.00</b>	<b>0.24</b>	<b>0.06</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.25 LIECHTENSTEIN

### Web 2.0 Technologies (US\$ Million): Liechtenstein 2004 - 2014

Year	Liechtenstein	% of Region	% of Globe
2004	0.02	0.01%	0.00%
2005	0.02	0.01%	0.00%
2006	0.02	0.01%	0.00%
2007	0.02	0.01%	0.00%
2008	0.02	0.01%	0.00%
2009	0.04	0.01%	0.00%
2010	0.05	0.01%	0.00%
2011	0.06	0.01%	0.00%
2012	0.07	0.01%	0.00%
2013	0.08	0.01%	0.00%
2014	0.09	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Liechtenstein: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Vaduz	1,845	0.01	20.00	0.00	0.00
Schaan	1,846	0.01	20.00	0.00	0.00
Balzers	1,875	0.01	16.00	0.00	0.00
Mauren	1,907	0.00	12.00	0.00	0.00
Eschen	1,908	0.00	12.00	0.00	0.00
Triesen	1,909	0.00	12.00	0.00	0.00
Triesenberg	1,965	0.00	8.00	0.00	0.00
<b>Total</b>		<b>0.04</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.26 LITHUANIA

### Web 2.0 Technologies (US\$ Million): Lithuania 2004 - 2014

Year	Lithuania	% of Region	% of Globe
2004	0.54	0.31%	0.09%
2005	0.59	0.32%	0.09%
2006	0.65	0.33%	0.09%
2007	0.71	0.34%	0.09%
2008	0.83	0.35%	0.09%
2009	1.19	0.35%	0.09%
2010	1.55	0.36%	0.08%
2011	1.87	0.36%	0.08%
2012	2.18	0.37%	0.08%
2013	2.47	0.38%	0.08%
2014	2.71	0.39%	0.08%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Lithuania: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Vilnius	418	0.49	41.37	0.15	0.04
Kaunas	560	0.33	27.56	0.10	0.02
Klaipeda	879	0.16	13.24	0.05	0.01
Siauliai	1,045	0.11	9.48	0.03	0.01
Panevezys	1,087	0.10	8.34	0.03	0.01
<b>Total</b>		<b>1.19</b>	<b>100.00</b>	<b>0.35</b>	<b>0.09</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.27 LUXEMBOURG

### Web 2.0 Technologies (US\$ Million): Luxembourg 2004 - 2014

Year	Luxembourg	% of Region	% of Globe
2004	0.37	0.22%	0.06%
2005	0.40	0.22%	0.06%
2006	0.44	0.22%	0.06%
2007	0.47	0.22%	0.06%
2008	0.54	0.22%	0.06%
2009	0.77	0.23%	0.06%
2010	0.98	0.23%	0.05%
2011	1.17	0.23%	0.05%
2012	1.35	0.23%	0.05%
2013	1.51	0.23%	0.05%
2014	1.64	0.23%	0.05%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Luxembourg: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Luxembourg	499	0.38	49.68	0.11	0.03
Esch	1,023	0.12	15.48	0.04	0.01
Differdange	1,192	0.08	10.32	0.02	0.01
Dudelange	1,257	0.07	9.03	0.02	0.01
Petange	1,316	0.06	7.74	0.02	0.00
Remich	1,317	0.06	7.74	0.02	0.00
<b>Total</b>		<b>0.77</b>	<b>100.00</b>	<b>0.23</b>	<b>0.06</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**5.28 MALTA****Web 2.0 Technologies (US\$ Million): Malta 2004 - 2014**

Year	Malta	% of Region	% of Globe
2004	0.09	0.05%	0.02%
2005	0.10	0.05%	0.02%
2006	0.11	0.05%	0.01%
2007	0.11	0.05%	0.01%
2008	0.13	0.05%	0.01%
2009	0.18	0.05%	0.01%
2010	0.23	0.05%	0.01%
2011	0.28	0.05%	0.01%
2012	0.32	0.05%	0.01%
2013	0.35	0.05%	0.01%
2014	0.38	0.05%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Malta: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Birkirkara	1,358	0.05	29.85	0.02	0.00
Qormi	1,376	0.05	28.36	0.02	0.00
Sliema	1,472	0.04	20.90	0.01	0.00
Valletta	1,594	0.02	13.43	0.01	0.00
Victoria	1,742	0.01	7.46	0.00	0.00
<b>Total</b>		<b>0.18</b>	<b>100.00</b>	<b>0.05</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.29 MOLDOVA

### Web 2.0 Technologies (US\$ Million): Moldova 2004 - 2014

Year	Moldova	% of Region	% of Globe
2004	0.09	0.06%	0.02%
2005	0.10	0.06%	0.02%
2006	0.11	0.06%	0.02%
2007	0.12	0.06%	0.02%
2008	0.14	0.06%	0.02%
2009	0.20	0.06%	0.01%
2010	0.26	0.06%	0.01%
2011	0.31	0.06%	0.01%
2012	0.35	0.06%	0.01%
2013	0.40	0.06%	0.01%
2014	0.43	0.06%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Moldova: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Chisinau	1,036	0.12	58.54	0.03	0.01
Tiraspol	1,522	0.03	16.02	0.01	0.00
Beltsy	1,564	0.03	14.00	0.01	0.00
Bendery	1,614	0.02	11.44	0.01	0.00
<b>Total</b>		<b>0.20</b>	<b>100.00</b>	<b>0.06</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.30 MONACO

### Web 2.0 Technologies (US\$ Million): Monaco 2004 - 2014

Year	Monaco	% of Region	% of Globe
2004	0.01	0.01%	0.00%
2005	0.01	0.01%	0.00%
2006	0.01	0.01%	0.00%
2007	0.01	0.01%	0.00%
2008	0.01	0.01%	0.00%
2009	0.02	0.01%	0.00%
2010	0.02	0.01%	0.00%
2011	0.03	0.01%	0.00%
2012	0.03	0.01%	0.00%
2013	0.04	0.01%	0.00%
2014	0.04	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Monaco: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Monte Carlo	1,706	0.02	86.67	0.00	0.00
Monaco	1,983	0.00	13.33	0.00	0.00
<b>Total</b>		<b>0.02</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**5.31 NORWAY****Web 2.0 Technologies (US\$ Million): Norway 2004 - 2014**

Year	Norway	% of Region	% of Globe
2004	2.48	1.45%	0.41%
2005	2.68	1.46%	0.41%
2006	2.90	1.47%	0.41%
2007	3.13	1.48%	0.40%
2008	3.57	1.49%	0.40%
2009	5.10	1.50%	0.37%
2010	6.53	1.51%	0.36%
2011	7.78	1.52%	0.34%
2012	8.95	1.52%	0.33%
2013	10.03	1.53%	0.33%
2014	10.83	1.54%	0.32%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Norway: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Oslo	139	2.05	40.14	0.60	0.15
Bergen	237	0.95	18.57	0.28	0.07
Trondheim	349	0.61	12.06	0.18	0.05
Stavanger	454	0.44	8.54	0.13	0.03
Kristiansand	638	0.28	5.55	0.08	0.02
Drammen	716	0.23	4.58	0.07	0.02
Tromso	739	0.22	4.31	0.06	0.02
Alesund	872	0.16	3.17	0.05	0.01
Bodo	887	0.16	3.08	0.05	0.01
<b>Total</b>		<b>5.10</b>	<b>100.00</b>	<b>1.50</b>	<b>0.37</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.32 POLAND

### Web 2.0 Technologies (US\$ Million): Poland 2004 - 2014

Year	Poland	% of Region	% of Globe
2004	5.82	3.40%	0.97%
2005	6.34	3.46%	0.97%
2006	6.91	3.51%	0.97%
2007	7.53	3.57%	0.97%
2008	8.66	3.62%	0.96%
2009	12.44	3.66%	0.91%
2010	16.03	3.70%	0.88%
2011	19.24	3.75%	0.85%
2012	22.28	3.79%	0.83%
2013	25.13	3.84%	0.82%
2014	27.34	3.89%	0.82%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Poland: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Warsaw	100	3.11	24.99	0.91	0.23
Lodz	173	1.57	12.64	0.46	0.12
Krakow	186	1.39	11.14	0.41	0.10
Wroclaw	204	1.19	9.57	0.35	0.09
Poznan	216	1.09	8.76	0.32	0.08
Gdansk	254	0.87	7.01	0.26	0.06
Szczecin	294	0.74	5.92	0.22	0.05
Bydgoszcz	308	0.69	5.58	0.20	0.05
Katowice	311	0.69	5.52	0.20	0.05
Lublin	345	0.62	4.98	0.18	0.05
Sosnowiec	423	0.48	3.89	0.14	0.04
<b>Total</b>		<b>12.44</b>	<b>100.00</b>	<b>3.66</b>	<b>0.91</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 5.33 PORTUGAL

#### Web 2.0 Technologies (US\$ Million): Portugal 2004 - 2014

Year	Portugal	% of Region	% of Globe
2004	2.38	1.39%	0.40%
2005	2.54	1.38%	0.39%
2006	2.70	1.37%	0.38%
2007	2.87	1.36%	0.37%
2008	3.22	1.35%	0.36%
2009	4.54	1.34%	0.33%
2010	5.75	1.33%	0.31%
2011	6.77	1.32%	0.30%
2012	7.69	1.31%	0.29%
2013	8.50	1.30%	0.28%
2014	9.05	1.29%	0.27%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Portugal: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Lisbon	132	2.23	49.14	0.66	0.16
Oporto	241	0.93	20.54	0.27	0.07
Amadora	674	0.26	5.68	0.08	0.02
Setubal	761	0.21	4.62	0.06	0.02
Coimbra	778	0.20	4.44	0.06	0.01
Braga	852	0.17	3.73	0.05	0.01
Vila Nova de Gaia	862	0.17	3.67	0.05	0.01
Barreiro	949	0.14	3.02	0.04	0.01
Funchal	1,026	0.12	2.61	0.03	0.01
Almada	1,037	0.12	2.55	0.03	0.01
<b>Total</b>		<b>4.54</b>	<b>100.00</b>	<b>1.34</b>	<b>0.33</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.34 ROMANIA

### Web 2.0 Technologies (US\$ Million): Romania 2004 - 2014

Year	Romania	% of Region	% of Globe
2004	2.33	1.36%	0.39%
2005	2.53	1.38%	0.39%
2006	2.75	1.40%	0.39%
2007	2.98	1.41%	0.38%
2008	3.42	1.43%	0.38%
2009	4.90	1.44%	0.36%
2010	6.30	1.46%	0.34%
2011	7.55	1.47%	0.33%
2012	8.72	1.48%	0.33%
2013	9.81	1.50%	0.32%
2014	10.64	1.51%	0.32%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Romania: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Bucharest	140	2.00	40.80	0.59	0.15
Brasov	526	0.35	7.20	0.10	0.03
Constanta	557	0.33	6.72	0.10	0.02
Timisoara	567	0.33	6.66	0.10	0.02
Iasi	590	0.31	6.42	0.09	0.02
Cluj-Napoca	600	0.31	6.36	0.09	0.02
Galati	620	0.30	6.05	0.09	0.02
Craiova	639	0.28	5.76	0.08	0.02
Braila	706	0.24	4.84	0.07	0.02
Ploiesti	708	0.24	4.82	0.07	0.02
Oradea	748	0.22	4.39	0.06	0.02
<b>Total</b>		<b>4.90</b>	<b>100.00</b>	<b>1.44</b>	<b>0.36</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



## 5.35 RUSSIA

### Web 2.0 Technologies (US\$ Million): Russia 2004 - 2014

Year	Russia	% of Region	% of Globe
2004	9.34	5.46%	1.55%
2005	10.27	5.60%	1.57%
2006	11.29	5.74%	1.58%
2007	12.41	5.88%	1.60%
2008	14.39	6.02%	1.59%
2009	20.79	6.12%	1.52%
2010	26.95	6.22%	1.47%
2011	32.57	6.34%	1.44%
2012	37.97	6.46%	1.42%
2013	43.13	6.59%	1.41%
2014	47.27	6.72%	1.41%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Russia: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Moscow	37	6.27	30.16	1.85	0.46
Saint Petersburg	87	3.51	16.88	1.03	0.26
Nizhni Novgorod	226	1.01	4.84	0.30	0.07
Novosibirsk	227	1.00	4.83	0.30	0.07
Yekaterinburg	233	0.96	4.60	0.28	0.07
Kuybyshev	252	0.88	4.23	0.26	0.06
Omsk	270	0.80	3.86	0.24	0.06
Chelyabinsk	271	0.80	3.84	0.24	0.06
Kazan	283	0.76	3.68	0.23	0.06
Rostov-on-Don	299	0.71	3.43	0.21	0.05
Volgograd	306	0.70	3.36	0.21	0.05
Krasnoyark	333	0.64	3.07	0.19	0.05
Saratov	336	0.63	3.04	0.19	0.05
Vladivostok	442	0.45	2.18	0.13	0.03
Irkutsk	453	0.44	2.11	0.13	0.03
Others		1.23	5.90	0.36	0.09
<b>Total</b>		<b>20.79</b>	<b>100.00</b>	<b>6.12</b>	<b>1.52</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.36 SAN MARINO

### Web 2.0 Technologies (US\$ Million): San Marino 2004 - 2014

Year	San Marino	% of Region	% of Globe
2004	0.01	0.00%	0.00%
2005	0.01	0.00%	0.00%
2006	0.01	0.00%	0.00%
2007	0.01	0.00%	0.00%
2008	0.01	0.00%	0.00%
2009	0.02	0.00%	0.00%
2010	0.02	0.00%	0.00%
2011	0.03	0.00%	0.00%
2012	0.03	0.01%	0.00%
2013	0.03	0.01%	0.00%
2014	0.04	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### San Marino: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Serravalle	1,787	0.01	63.64	0.00	0.00
San Marino	1,867	0.01	36.36	0.00	0.00
<b>Total</b>		<b>0.02</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.37 SLOVAKIA

### Web 2.0 Technologies (US\$ Million): Slovakia 2004 - 2014

Year	Slovakia	% of Region	% of Globe
2004	0.95	0.56%	0.16%
2005	1.05	0.57%	0.16%
2006	1.16	0.59%	0.16%
2007	1.28	0.61%	0.17%
2008	1.49	0.62%	0.17%
2009	2.16	0.64%	0.16%
2010	2.81	0.65%	0.15%
2011	3.40	0.66%	0.15%
2012	3.98	0.68%	0.15%
2013	4.53	0.69%	0.15%
2014	4.99	0.71%	0.15%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Slovakia: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Bratislava	182	1.41	65.25	0.41	0.10
Kosice	290	0.75	34.75	0.22	0.06
<b>Total</b>		<b>2.16</b>	<b>100.00</b>	<b>0.64</b>	<b>0.16</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.38 SLOVENIA

### Web 2.0 Technologies (US\$ Million): Slovenia 2004 - 2014

Year	Slovenia	% of Region	% of Globe
2004	0.52	0.30%	0.09%
2005	0.56	0.31%	0.09%
2006	0.61	0.31%	0.09%
2007	0.66	0.31%	0.09%
2008	0.76	0.32%	0.08%
2009	1.09	0.32%	0.08%
2010	1.40	0.32%	0.08%
2011	1.67	0.33%	0.07%
2012	1.93	0.33%	0.07%
2013	2.17	0.33%	0.07%
2014	2.36	0.34%	0.07%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Slovenia: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Ljubljana	400	0.52	47.66	0.15	0.04
Maribor	582	0.32	29.06	0.09	0.02
Koper	1,241	0.07	6.56	0.02	0.01
Kranj	1,334	0.06	5.31	0.02	0.00
Celje	1,347	0.06	5.16	0.02	0.00
Trbovlje	1,503	0.03	3.13	0.01	0.00
Jesenice	1,504	0.03	3.13	0.01	0.00
<b>Total</b>		<b>1.09</b>	<b>100.00</b>	<b>0.32</b>	<b>0.08</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.39 SPAIN

### Web 2.0 Technologies (US\$ Million): Spain 2004 - 2014

Year	Spain	% of Region	% of Globe
2004	13.45	7.86%	2.23%
2005	14.44	7.87%	2.20%
2006	15.51	7.88%	2.18%
2007	16.66	7.89%	2.15%
2008	18.88	7.90%	2.09%
2009	26.85	7.90%	1.97%
2010	34.25	7.91%	1.87%
2011	40.66	7.92%	1.80%
2012	46.54	7.92%	1.74%
2013	51.87	7.92%	1.69%
2014	55.74	7.93%	1.66%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Spain: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Madrid	26	7.73	28.79	2.28	0.57
Barcelona	66	4.25	15.82	1.25	0.31
Valencia	151	1.82	6.80	0.54	0.13
Sevilla	168	1.63	6.08	0.48	0.12
Zaragoza	179	1.43	5.34	0.42	0.11
Malaga	181	1.41	5.25	0.42	0.10
Bilbao	235	0.95	3.55	0.28	0.07
Las Palmas	249	0.89	3.32	0.26	0.07
Valladolid	264	0.82	3.05	0.24	0.06
Palma	282	0.77	2.85	0.23	0.06
Murcia	284	0.76	2.83	0.22	0.06
Cordoba	293	0.74	2.77	0.22	0.05
Hospitalet	309	0.69	2.58	0.20	0.05
Alicante	326	0.64	2.40	0.19	0.05
Granada	331	0.64	2.39	0.19	0.05
Others		1.66	6.19	0.49	0.12
<b>Total</b>		<b>26.85</b>	<b>100.00</b>	<b>7.90</b>	<b>1.97</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.40 SWEDEN

### Web 2.0 Technologies (US\$ Million): Sweden 2004 - 2014

Year	Sweden	% of Region	% of Globe
2004	3.32	1.94%	0.55%
2005	3.55	1.94%	0.54%
2006	3.81	1.94%	0.53%
2007	4.08	1.93%	0.53%
2008	4.62	1.93%	0.51%
2009	6.56	1.93%	0.48%
2010	8.35	1.93%	0.46%
2011	9.90	1.93%	0.44%
2012	11.31	1.92%	0.42%
2013	12.58	1.92%	0.41%
2014	13.50	1.92%	0.40%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Sweden: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Stockholm	166	1.67	25.41	0.49	0.12
Göteborg	218	1.07	16.37	0.32	0.08
Malmö	367	0.58	8.81	0.17	0.04
Uppsala	474	0.40	6.15	0.12	0.03
Örebro	617	0.30	4.56	0.09	0.02
Linköping	621	0.30	4.52	0.09	0.02
Västerås	622	0.30	4.52	0.09	0.02
Norrköping	623	0.30	4.52	0.09	0.02
Jönköping	651	0.27	4.18	0.08	0.02
Helsingborg	662	0.27	4.06	0.08	0.02
Boras	681	0.25	3.84	0.07	0.02
Sundsvall	720	0.23	3.53	0.07	0.02
Umeå	737	0.22	3.38	0.07	0.02
Gävle	742	0.22	3.34	0.06	0.02
Skellefteå	813	0.18	2.81	0.05	0.01
<b>Total</b>		<b>6.56</b>	<b>100.00</b>	<b>1.93</b>	<b>0.48</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.41 SWITZERLAND

### Web 2.0 Technologies (US\$ Million): Switzerland 2004 - 2014

Year	Switzerland	% of Region	% of Globe
2004	3.05	1.78%	0.51%
2005	3.25	1.77%	0.50%
2006	3.47	1.76%	0.49%
2007	3.70	1.75%	0.48%
2008	4.17	1.75%	0.46%
2009	5.91	1.74%	0.43%
2010	7.50	1.73%	0.41%
2011	8.86	1.72%	0.39%
2012	10.09	1.72%	0.38%
2013	11.18	1.71%	0.36%
2014	11.95	1.70%	0.36%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Switzerland: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Zürich	170	1.60	27.10	0.47	0.12
Basel	274	0.79	13.44	0.23	0.06
Geneva	291	0.75	12.66	0.22	0.05
Bern	339	0.63	10.66	0.19	0.05
Lausanne	368	0.57	9.73	0.17	0.04
Winterthur	493	0.39	6.56	0.11	0.03
Saint Gallen	553	0.33	5.64	0.10	0.02
Luzern	652	0.27	4.63	0.08	0.02
Biel	718	0.23	3.94	0.07	0.02
Thun	855	0.17	2.86	0.05	0.01
Koniz	866	0.16	2.78	0.05	0.01
<b>Total</b>		<b>5.91</b>	<b>100.00</b>	<b>1.74</b>	<b>0.43</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.42 THE NETHERLANDS

### Web 2.0 Technologies (US\$ Million): The Netherlands 2004 - 2014

Year	The Netherlands	% of Region	% of Globe
2004	6.35	3.71%	1.05%
2005	6.81	3.71%	1.04%
2006	7.30	3.71%	1.02%
2007	7.83	3.71%	1.01%
2008	8.86	3.71%	0.98%
2009	12.58	3.70%	0.92%
2010	16.03	3.70%	0.88%
2011	19.01	3.70%	0.84%
2012	21.73	3.70%	0.81%
2013	24.19	3.69%	0.79%
2014	25.95	3.69%	0.77%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### The Netherlands: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Rotterdam	106	2.97	23.59	0.87	0.22
Amsterdam - Haarlem	136	2.15	17.08	0.63	0.16
Eindhoven - Tilberg	146	1.88	14.93	0.55	0.14
Gelderland	194	1.31	10.37	0.38	0.10
Utrecht	239	0.94	7.50	0.28	0.07
Limburg	257	0.85	6.75	0.25	0.06
Overijssel	292	0.75	5.94	0.22	0.05
Groningen	375	0.56	4.44	0.16	0.04
Friesland	478	0.40	3.20	0.12	0.03
Zeeland	598	0.31	2.49	0.09	0.02
Drenthe	608	0.30	2.42	0.09	0.02
Flevoland	874	0.16	1.27	0.05	0.01
<b>Total</b>		<b>12.58</b>	<b>100.00</b>	<b>3.70</b>	<b>0.92</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.43 THE UNITED KINGDOM

### Web 2.0 Technologies (US\$ Million): The United Kingdom 2004 - 2014

Year	The United Kingdom	% of Region	% of Globe
2004	21.61	12.63%	3.59%
2005	23.09	12.59%	3.53%
2006	24.69	12.54%	3.46%
2007	26.39	12.50%	3.40%
2008	29.77	12.45%	3.30%
2009	42.19	12.42%	3.09%
2010	53.63	12.39%	2.93%
2011	63.43	12.35%	2.80%
2012	72.32	12.31%	2.70%
2013	80.28	12.26%	2.62%
2014	85.91	12.22%	2.56%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### The United Kingdom: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
London	8	14.78	35.03	4.35	1.08
Birmingham	69	4.11	9.73	1.21	0.30
Manchester	72	4.08	9.67	1.20	0.30
Bradford	88	3.41	8.09	1.00	0.25
Leeds	89	3.41	8.09	1.00	0.25
Liverpool	135	2.20	5.21	0.65	0.16
Sheffield	141	1.96	4.65	0.58	0.14
Bristol	153	1.79	4.25	0.53	0.13
Coventry	157	1.78	4.22	0.52	0.13
Nottingham	165	1.67	3.95	0.49	0.12
Leicester	172	1.58	3.73	0.46	0.12
Hull	180	1.42	3.36	0.42	0.10
<b>Total</b>		<b>42.19</b>	<b>100.00</b>	<b>12.42</b>	<b>3.09</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



## 5.44 UKRAINE

### Web 2.0 Technologies (US\$ Million): Ukraine 2004 - 2014

Year	Ukraine	% of Region	% of Globe
2004	2.97	1.73%	0.49%
2005	3.24	1.77%	0.49%
2006	3.54	1.80%	0.50%
2007	3.87	1.83%	0.50%
2008	4.45	1.86%	0.49%
2009	6.41	1.89%	0.47%
2010	8.27	1.91%	0.45%
2011	9.94	1.94%	0.44%
2012	11.53	1.96%	0.43%
2013	13.03	1.99%	0.42%
2014	14.21	2.02%	0.42%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Ukraine: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Kiev	205	1.18	18.44	0.35	0.09
Kharkiv	295	0.74	11.48	0.22	0.05
Dnipropetrovsk	388	0.54	8.40	0.16	0.04
Odessa	406	0.51	7.95	0.15	0.04
Donetsk	408	0.51	7.91	0.15	0.04
Zaporozhye	472	0.40	6.30	0.12	0.03
Lviv	520	0.36	5.63	0.11	0.03
Krivoy Rog	568	0.33	5.08	0.10	0.02
Mariupol (Zhdanov)	709	0.24	3.68	0.07	0.02
Nikolayev	722	0.23	3.58	0.07	0.02
Lugansk	725	0.23	3.54	0.07	0.02
Makeyevka	789	0.20	3.06	0.06	0.01
Vinnitsa	851	0.17	2.67	0.05	0.01
Sevastopol	867	0.16	2.54	0.05	0.01
Kherson	870	0.16	2.53	0.05	0.01
Others		0.46	7.20	0.14	0.03
<b>Total</b>		<b>6.41</b>	<b>100.00</b>	<b>1.89</b>	<b>0.47</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6 LATIN AMERICA

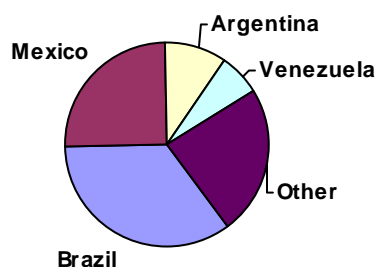
### 6.1 EXECUTIVE SUMMARY

#### Market Potential for Web 2.0 Technologies in Latin America (US\$ Million): 2009

Country	Latent Demand US\$ Million	% of Latin America
Brazil	36.33	34.83%
Mexico	26.60	25.50%
Argentina	10.50	10.07%
Venezuela	6.71	6.44%
Colombia	6.38	6.12%
Chile	4.65	4.45%
Peru	4.35	4.17%
Ecuador	1.93	1.85%
Guatemala	1.34	1.28%
Costa Rica	1.11	1.07%
Bolivia	0.78	0.75%
Uruguay	0.74	0.71%
El Salvador	0.71	0.68%
Panama	0.58	0.56%
Paraguay	0.52	0.50%
Honduras	0.49	0.47%
Nicaragua	0.36	0.34%
Guyana	0.08	0.08%
Suriname	0.07	0.07%
Belize	0.05	0.04%
French Guiana	0.03	0.03%
The Falkland Islands	0.00	0.00%
<b>Total</b>	<b>104.32</b>	<b>100.00%</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Market Potential for Web 2.0 Technologies in Latin America (US\$ Million): 2009



### The Market for Web 2.0 Technologies in Latin America: 2004 - 2014

Year	US\$ Million	% of Globe
2004	50.63	8.41
2005	54.74	8.36
2006	59.19	8.30
2007	64.00	8.24
2008	73.01	8.09
2009	104.32	7.65
2010	133.70	7.31
2011	159.59	7.06
2012	183.69	6.86
2013	205.95	6.71
2014	222.68	6.64

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.2 ARGENTINA

### Web 2.0 Technologies (US\$ Million): Argentina 2004 - 2014

Year	Argentina	% of Region	% of Globe
2004	4.67	9.22%	0.78%
2005	5.15	9.40%	0.79%
2006	5.67	9.58%	0.80%
2007	6.25	9.76%	0.80%
2008	7.26	9.94%	0.80%
2009	10.50	10.07%	0.77%
2010	13.64	10.20%	0.75%
2011	16.51	10.34%	0.73%
2012	19.28	10.50%	0.72%
2013	21.94	10.65%	0.71%
2014	24.09	10.82%	0.72%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Argentina: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Buenos Aires	197	1.28	12.21	1.23	0.09
Santa Fe	198	1.28	12.20	1.23	0.09
Cordoba	199	1.28	12.15	1.22	0.09
Mendoza	319	0.66	6.30	0.63	0.05
Tucumán	392	0.53	5.07	0.51	0.04
Entre Rios	436	0.46	4.40	0.44	0.03
Salta	458	0.43	4.11	0.41	0.03
Rosario	473	0.40	3.84	0.39	0.03
Misiones	481	0.40	3.82	0.38	0.03
Chaco	488	0.39	3.73	0.38	0.03
Corrientes	506	0.38	3.60	0.36	0.03
Santiago del Estero	609	0.30	2.87	0.29	0.02
Río Negro	683	0.25	2.39	0.24	0.02
Jujuy	692	0.25	2.35	0.24	0.02
San Juan	701	0.24	2.29	0.23	0.02
Others		1.96	18.67	1.88	0.14
<b>Total</b>		<b>10.50</b>	<b>100.00</b>	<b>10.07</b>	<b>0.77</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**6.3 BELIZE****Web 2.0 Technologies (US\$ Million): Belize 2004 - 2014**

Year	Belize	% of Region	% of Globe
2004	0.02	0.05%	0.00%
2005	0.03	0.05%	0.00%
2006	0.03	0.05%	0.00%
2007	0.03	0.04%	0.00%
2008	0.03	0.04%	0.00%
2009	0.05	0.04%	0.00%
2010	0.06	0.04%	0.00%
2011	0.07	0.04%	0.00%
2012	0.08	0.04%	0.00%
2013	0.09	0.04%	0.00%
2014	0.09	0.04%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Belize: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Belize City	1,569	0.03	60.00	0.03	0.00
Orange Walk	1,876	0.01	12.50	0.01	0.00
Corozal	1,877	0.01	12.50	0.01	0.00
Dangriga	1,905	0.00	10.00	0.00	0.00
Belmopan	1,994	0.00	5.00	0.00	0.00
<b>Total</b>		<b>0.05</b>	<b>100.00</b>	<b>0.04</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**6.4 BOLIVIA****Web 2.0 Technologies (US\$ Million): Bolivia 2004 - 2014**

Year	Bolivia	% of Region	% of Globe
2004	0.39	0.77%	0.06%
2005	0.42	0.77%	0.06%
2006	0.45	0.76%	0.06%
2007	0.49	0.76%	0.06%
2008	0.55	0.76%	0.06%
2009	0.78	0.75%	0.06%
2010	1.00	0.75%	0.05%
2011	1.19	0.75%	0.05%
2012	1.36	0.74%	0.05%
2013	1.52	0.74%	0.05%
2014	1.64	0.73%	0.05%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Bolivia: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
La Paz	566	0.33	41.65	0.31	0.02
Santa Cruz	795	0.19	24.74	0.19	0.01
Cochabamba	1,031	0.12	15.01	0.11	0.01
Oruro	1,309	0.06	7.72	0.06	0.00
Potosi	1,490	0.04	4.49	0.03	0.00
Sucre	1,545	0.03	3.78	0.03	0.00
Tarija	1,651	0.02	2.60	0.02	0.00
<b>Total</b>		<b>0.78</b>	<b>100.00</b>	<b>0.75</b>	<b>0.06</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.5 BRAZIL

### Web 2.0 Technologies (US\$ Million): Brazil 2004 - 2014

Year	Brazil	% of Region	% of Globe
2004	17.87	35.30%	2.97%
2005	19.27	35.20%	2.94%
2006	20.78	35.11%	2.91%
2007	22.40	35.00%	2.88%
2008	25.48	34.90%	2.82%
2009	36.33	34.83%	2.66%
2010	46.46	34.75%	2.54%
2011	55.32	34.67%	2.45%
2012	63.51	34.58%	2.37%
2013	71.01	34.48%	2.31%
2014	76.56	34.38%	2.28%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Brazil: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Sao Paulo	56	4.85	13.35	4.65	0.36
Rio de Janeiro	114	2.73	7.53	2.62	0.20
Salvador	219	1.07	2.95	1.03	0.08
Belo Horizonte	225	1.02	2.80	0.97	0.07
Fortaleza	245	0.91	2.51	0.87	0.07
Brasilia	248	0.90	2.47	0.86	0.07
Curitiba	317	0.67	1.85	0.64	0.05
Recife	324	0.65	1.78	0.62	0.05
Belem	332	0.64	1.76	0.61	0.05
Pórtó Alegre	338	0.63	1.74	0.60	0.05
Manaus	394	0.53	1.46	0.51	0.04
Goiânia	434	0.47	1.30	0.45	0.03
Campinas	456	0.43	1.19	0.42	0.03
Guarulhos	467	0.41	1.13	0.39	0.03
Sao Gonçalo	485	0.40	1.10	0.38	0.03
Others		20.02	55.09	19.19	1.47
<b>Total</b>		<b>36.33</b>	<b>100.00</b>	<b>34.83</b>	<b>2.66</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.6 CHILE

### Web 2.0 Technologies (US\$ Million): Chile 2004 - 2014

Year	Chile	% of Region	% of Globe
2004	2.25	4.43%	0.37%
2005	2.43	4.44%	0.37%
2006	2.63	4.44%	0.37%
2007	2.85	4.45%	0.37%
2008	3.25	4.45%	0.36%
2009	4.65	4.45%	0.34%
2010	5.96	4.45%	0.33%
2011	7.11	4.46%	0.31%
2012	8.19	4.46%	0.31%
2013	9.19	4.46%	0.30%
2014	9.94	4.46%	0.30%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Chile: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Santiago	105	2.98	64.14	2.86	0.22
Concepcion	723	0.23	4.92	0.22	0.02
Viña del Mar	758	0.21	4.53	0.20	0.02
Valparaiso	792	0.20	4.21	0.19	0.01
Talcahuano	847	0.17	3.70	0.16	0.01
Temuco	858	0.17	3.62	0.16	0.01
Antofagasta	880	0.16	3.40	0.15	0.01
Rancagua	977	0.13	2.79	0.12	0.01
Talca	1,025	0.12	2.55	0.11	0.01
Arica	1,033	0.12	2.52	0.11	0.01
Puerto Montt	1,135	0.09	1.93	0.09	0.01
Punta Arenas	1,200	0.08	1.69	0.08	0.01
<b>Total</b>		<b>4.65</b>	<b>100.00</b>	<b>4.45</b>	<b>0.34</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.7 COLOMBIA

### Web 2.0 Technologies (US\$ Million): Colombia 2004 - 2014

Year	Colombia	% of Region	% of Globe
2004	2.98	5.89%	0.50%
2005	3.25	5.94%	0.50%
2006	3.54	5.99%	0.50%
2007	3.86	6.04%	0.50%
2008	4.44	6.08%	0.49%
2009	6.38	6.12%	0.47%
2010	8.22	6.15%	0.45%
2011	9.87	6.18%	0.44%
2012	11.43	6.22%	0.43%
2013	12.89	6.26%	0.42%
2014	14.03	6.30%	0.42%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Colombia: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Bogota	110	2.89	45.36	2.77	0.21
Cali	260	0.84	13.10	0.80	0.06
Medell;n	265	0.82	12.81	0.78	0.06
Barranquilla	555	0.33	5.21	0.32	0.02
Cartagena	558	0.33	5.16	0.32	0.02
Bucaramanga	846	0.17	2.71	0.17	0.01
Cucuta	873	0.16	2.53	0.15	0.01
Pereira	921	0.15	2.28	0.14	0.01
Manizales	991	0.13	1.99	0.12	0.01
Ibague	1,007	0.12	1.91	0.12	0.01
Armenia	1,111	0.09	1.46	0.09	0.01
Santa Marta	1,244	0.07	1.12	0.07	0.01
Neiva	1,296	0.06	0.99	0.06	0.00
Pasto	1,322	0.06	0.92	0.06	0.00
Monteria	1,356	0.06	0.87	0.05	0.00
Others		0.10	1.58	0.10	0.01
<b>Total</b>		<b>6.38</b>	<b>100.00</b>	<b>6.12</b>	<b>0.47</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



## 6.8 COSTA RICA

### Web 2.0 Technologies (US\$ Million): Costa Rica 2004 - 2014

Year	Costa Rica	% of Region	% of Globe
2004	0.53	1.04%	0.09%
2005	0.57	1.04%	0.09%
2006	0.62	1.05%	0.09%
2007	0.68	1.06%	0.09%
2008	0.78	1.06%	0.09%
2009	1.11	1.07%	0.08%
2010	1.43	1.07%	0.08%
2011	1.72	1.07%	0.08%
2012	1.98	1.08%	0.07%
2013	2.23	1.08%	0.07%
2014	2.43	1.09%	0.07%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Costa Rica: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
San Jose	479	0.40	36.14	0.39	0.03
Alajuela	754	0.21	19.04	0.20	0.02
Cartago	920	0.15	13.08	0.14	0.01
Puntarenas	1,001	0.12	11.14	0.12	0.01
Limon	1,127	0.09	8.16	0.09	0.01
Heredia	1,128	0.09	8.16	0.09	0.01
Liberia	1,415	0.05	4.27	0.05	0.00
<b>Total</b>		<b>1.11</b>	<b>100.00</b>	<b>1.07</b>	<b>0.08</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.9 ECUADOR

### Web 2.0 Technologies (US\$ Million): Ecuador 2004 - 2014

Year	Ecuador	% of Region	% of Globe
2004	1.00	1.97%	0.17%
2005	1.06	1.94%	0.16%
2006	1.13	1.92%	0.16%
2007	1.21	1.89%	0.16%
2008	1.36	1.87%	0.15%
2009	1.93	1.85%	0.14%
2010	2.45	1.83%	0.13%
2011	2.89	1.81%	0.13%
2012	3.29	1.79%	0.12%
2013	3.65	1.77%	0.12%
2014	3.90	1.75%	0.12%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Ecuador: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Guayaquil	263	0.82	42.53	0.79	0.06
Quito	360	0.60	30.89	0.57	0.04
Cuenca	1,072	0.11	5.46	0.10	0.01
Machala	1,210	0.08	3.98	0.07	0.01
Portoviejo	1,216	0.08	3.90	0.07	0.01
Riobamba	1,232	0.07	3.75	0.07	0.01
Ambato	1,284	0.06	3.35	0.06	0.00
Manta	1,297	0.06	3.25	0.06	0.00
Esmeraldas	1,352	0.06	2.88	0.05	0.00
<b>Total</b>		<b>1.93</b>	<b>100.00</b>	<b>1.85</b>	<b>0.14</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**6.10 EL SALVADOR****Web 2.0 Technologies (US\$ Million): El Salvador 2004 - 2014**

Year	El Salvador	% of Region	% of Globe
2004	0.35	0.69%	0.06%
2005	0.38	0.69%	0.06%
2006	0.41	0.69%	0.06%
2007	0.44	0.68%	0.06%
2008	0.50	0.68%	0.06%
2009	0.71	0.68%	0.05%
2010	0.91	0.68%	0.05%
2011	1.09	0.68%	0.05%
2012	1.25	0.68%	0.05%
2013	1.40	0.68%	0.05%
2014	1.51	0.68%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**El Salvador: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
San Salvador	480	0.40	56.44	0.38	0.03
Santa Ana	1,017	0.12	16.93	0.12	0.01
San Miguel	1,214	0.08	10.67	0.07	0.01
Nueva San Salvador	1,428	0.05	6.38	0.04	0.00
Sonsonate	1,453	0.04	5.77	0.04	0.00
Cojutepeque	1,570	0.03	3.80	0.03	0.00
<b>Total</b>		<b>0.71</b>	<b>100.00</b>	<b>0.68</b>	<b>0.05</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.11 FRENCH GUIANA

### Web 2.0 Technologies (US\$ Million): French Guiana 2004 - 2014

Year	French Guiana	% of Region	% of Globe
2004	0.02	0.03%	0.00%
2005	0.02	0.03%	0.00%
2006	0.02	0.03%	0.00%
2007	0.02	0.03%	0.00%
2008	0.02	0.03%	0.00%
2009	0.03	0.03%	0.00%
2010	0.04	0.03%	0.00%
2011	0.05	0.03%	0.00%
2012	0.06	0.03%	0.00%
2013	0.06	0.03%	0.00%
2014	0.07	0.03%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### French Guiana: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Cayenne	1,623	0.02	66.67	0.02	0.00
Kourou	1,925	0.00	11.67	0.00	0.00
Remire	1,946	0.00	10.00	0.00	0.00
Saint Laurent	1,974	0.00	8.33	0.00	0.00
Sinnamary	2,029	0.00	3.33	0.00	0.00
<b>Total</b>		<b>0.03</b>	<b>100.00</b>	<b>0.03</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.12 GUATEMALA

### Web 2.0 Technologies (US\$ Million): Guatemala 2004 - 2014

Year	Guatemala	% of Region	% of Globe
2004	0.64	1.27%	0.11%
2005	0.69	1.27%	0.11%
2006	0.75	1.27%	0.11%
2007	0.82	1.28%	0.11%
2008	0.94	1.28%	0.10%
2009	1.34	1.28%	0.10%
2010	1.72	1.29%	0.09%
2011	2.06	1.29%	0.09%
2012	2.37	1.29%	0.09%
2013	2.66	1.29%	0.09%
2014	2.89	1.30%	0.09%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Guatemala: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Guatemala City	231	0.99	74.02	0.95	0.07
Escuintla	1,235	0.07	5.39	0.07	0.01
Quezaltenango	1,262	0.07	5.11	0.07	0.01
Puerto Barrios	1,432	0.04	3.36	0.04	0.00
Retalhuleu	1,438	0.04	3.29	0.04	0.00
Coban	1,452	0.04	3.08	0.04	0.00
Chiquimula	1,461	0.04	3.01	0.04	0.00
Mazatenango	1,484	0.04	2.73	0.04	0.00
<b>Total</b>		<b>1.34</b>	<b>100.00</b>	<b>1.28</b>	<b>0.10</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**6.13 GUYANA****Web 2.0 Technologies (US\$ Million): Guyana 2004 - 2014**

Year	Guyana	% of Region	% of Globe
2004	0.04	0.08%	0.01%
2005	0.04	0.08%	0.01%
2006	0.05	0.08%	0.01%
2007	0.05	0.08%	0.01%
2008	0.06	0.08%	0.01%
2009	0.08	0.08%	0.01%
2010	0.10	0.08%	0.01%
2011	0.12	0.08%	0.01%
2012	0.14	0.08%	0.01%
2013	0.16	0.08%	0.01%
2014	0.17	0.08%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Guyana: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Georgetown	1,310	0.06	75.19	0.06	0.00
Linden	1,824	0.01	11.28	0.01	0.00
New Amsterdam	1,871	0.01	7.52	0.01	0.00
Corriverton	1,948	0.00	4.14	0.00	0.00
Mahaicony	2,018	0.00	1.88	0.00	0.00
<b>Total</b>		<b>0.08</b>	<b>100.00</b>	<b>0.08</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.14 HONDURAS

### Web 2.0 Technologies (US\$ Million): Honduras 2004 - 2014

Year	Honduras	% of Region	% of Globe
2004	0.23	0.46%	0.04%
2005	0.25	0.46%	0.04%
2006	0.27	0.46%	0.04%
2007	0.30	0.47%	0.04%
2008	0.34	0.47%	0.04%
2009	0.49	0.47%	0.04%
2010	0.63	0.47%	0.03%
2011	0.76	0.47%	0.03%
2012	0.87	0.48%	0.03%
2013	0.98	0.48%	0.03%
2014	1.07	0.48%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Honduras: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Tegucigalpa	738	0.22	44.79	0.21	0.02
San Pedro Sula	914	0.15	29.98	0.14	0.01
La Ceiba	1,617	0.02	4.61	0.02	0.00
Choluteca	1,626	0.02	4.54	0.02	0.00
El Progreso	1,639	0.02	4.26	0.02	0.00
Puerto Cortes	1,728	0.01	2.94	0.01	0.00
Comayagua	1,781	0.01	2.24	0.01	0.00
Tela	1,805	0.01	1.96	0.01	0.00
Siguatopeque	1,829	0.01	1.82	0.01	0.00
Santa Rosa de Copan	1,847	0.01	1.47	0.01	0.00
Danli	1,854	0.01	1.40	0.01	0.00
<b>Total</b>		<b>0.49</b>	<b>100.00</b>	<b>0.47</b>	<b>0.04</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.15 MEXICO

### Web 2.0 Technologies (US\$ Million): Mexico 2004 - 2014

Year	Mexico	% of Region	% of Globe
2004	13.59	26.83%	2.26%
2005	14.53	26.54%	2.22%
2006	15.54	26.26%	2.18%
2007	16.62	25.97%	2.14%
2008	18.76	25.69%	2.08%
2009	26.60	25.50%	1.95%
2010	33.82	25.30%	1.85%
2011	40.02	25.08%	1.77%
2012	45.65	24.85%	1.70%
2013	50.70	24.62%	1.65%
2014	54.28	24.37%	1.62%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Mexico: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Mexico City	28	7.56	28.42	7.25	0.55
Guadalajara	178	1.46	5.47	1.39	0.11
Nezahualcoyotl	215	1.10	4.13	1.05	0.08
Puebla	217	1.09	4.10	1.04	0.08
Monterrey	232	0.97	3.64	0.93	0.07
Leon	244	0.93	3.49	0.89	0.07
Ciudad Juarez	247	0.90	3.39	0.86	0.07
Tijuana	250	0.88	3.32	0.85	0.06
Culiacan	343	0.62	2.33	0.59	0.05
Mexicali	344	0.62	2.33	0.59	0.05
Acapulco	351	0.61	2.30	0.59	0.04
Chihuahua	376	0.56	2.10	0.54	0.04
S. Luis Potosi	378	0.56	2.10	0.53	0.04
Aguascalientes	399	0.52	1.95	0.50	0.04
Morelia	402	0.52	1.94	0.49	0.04
Others		7.71	28.99	7.39	0.57
<b>Total</b>		<b>26.60</b>	<b>100.00</b>	<b>25.50</b>	<b>1.95</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.16 NICARAGUA

### Web 2.0 Technologies (US\$ Million): Nicaragua 2004 - 2014

Year	Nicaragua	% of Region	% of Globe
2004	0.18	0.36%	0.03%
2005	0.20	0.36%	0.03%
2006	0.21	0.35%	0.03%
2007	0.22	0.35%	0.03%
2008	0.25	0.35%	0.03%
2009	0.36	0.34%	0.03%
2010	0.45	0.34%	0.02%
2011	0.54	0.34%	0.02%
2012	0.61	0.33%	0.02%
2013	0.68	0.33%	0.02%
2014	0.73	0.33%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Nicaragua: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Managua	854	0.17	47.30	0.16	0.01
Rosita	1,187	0.08	22.54	0.08	0.01
Leon	1,587	0.03	7.00	0.02	0.00
Granada	1,630	0.02	6.17	0.02	0.00
Masaya	1,674	0.02	5.20	0.02	0.00
Chinandega	1,698	0.02	4.72	0.02	0.00
Matagalpa	1,818	0.01	2.57	0.01	0.00
San Carlos	1,836	0.01	2.36	0.01	0.00
Esteli	1,838	0.01	2.15	0.01	0.00
<b>Total</b>		<b>0.36</b>	<b>100.00</b>	<b>0.34</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.17 PANAMA

### Web 2.0 Technologies (US\$ Million): Panama 2004 - 2014

Year	Panama	% of Region	% of Globe
2004	0.26	0.52%	0.04%
2005	0.29	0.53%	0.04%
2006	0.32	0.54%	0.04%
2007	0.35	0.55%	0.04%
2008	0.40	0.55%	0.04%
2009	0.58	0.56%	0.04%
2010	0.75	0.56%	0.04%
2011	0.91	0.57%	0.04%
2012	1.06	0.58%	0.04%
2013	1.20	0.58%	0.04%
2014	1.32	0.59%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Panama: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Panama	515	0.37	62.90	0.35	0.03
Colon	1,305	0.06	10.55	0.06	0.00
David	1,435	0.04	7.64	0.04	0.00
La Chorrera	1,459	0.04	6.94	0.04	0.00
Penonome	1,578	0.03	4.51	0.03	0.00
Santiago	1,581	0.03	4.46	0.02	0.00
Bocas del Toro	1,826	0.01	1.54	0.01	0.00
Tocumen	1,835	0.01	1.46	0.01	0.00
<b>Total</b>		<b>0.58</b>	<b>100.00</b>	<b>0.56</b>	<b>0.04</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**6.18 PARAGUAY****Web 2.0 Technologies (US\$ Million): Paraguay 2004 - 2014**

Year	Paraguay	% of Region	% of Globe
2004	0.26	0.51%	0.04%
2005	0.28	0.51%	0.04%
2006	0.30	0.51%	0.04%
2007	0.32	0.51%	0.04%
2008	0.37	0.50%	0.04%
2009	0.52	0.50%	0.04%
2010	0.67	0.50%	0.04%
2011	0.80	0.50%	0.04%
2012	0.92	0.50%	0.03%
2013	1.03	0.50%	0.03%
2014	1.11	0.50%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Paraguay: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Asuncion	591	0.31	59.85	0.30	0.02
Puerto Stroessner	1,416	0.05	9.03	0.05	0.00
San Lorenzo	1,500	0.03	6.57	0.03	0.00
Pedro Juan Caballero	1,501	0.03	6.57	0.03	0.00
Fernando de la Mora	1,532	0.03	5.91	0.03	0.00
Encarnacion	1,747	0.01	2.55	0.01	0.00
Pilar	1,774	0.01	2.13	0.01	0.00
Concepción	1,775	0.01	2.13	0.01	0.00
Coronel Oviedo	1,809	0.01	1.81	0.01	0.00
Villarrica	1,810	0.01	1.81	0.01	0.00
Caaguazu	1,833	0.01	1.64	0.01	0.00
<b>Total</b>		<b>0.52</b>	<b>100.00</b>	<b>0.50</b>	<b>0.04</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



## 6.19 PERU

### Web 2.0 Technologies (US\$ Million): Peru 2004 - 2014

Year	Peru	% of Region	% of Globe
2004	1.98	3.91%	0.33%
2005	2.17	3.97%	0.33%
2006	2.38	4.02%	0.33%
2007	2.61	4.08%	0.34%
2008	3.02	4.13%	0.33%
2009	4.35	4.17%	0.32%
2010	5.62	4.20%	0.31%
2011	6.78	4.25%	0.30%
2012	7.88	4.29%	0.29%
2013	8.93	4.34%	0.29%
2014	9.76	4.38%	0.29%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Peru: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Lima	123	2.44	56.10	2.34	0.18
Arequipa	594	0.31	7.21	0.30	0.02
Callao	619	0.30	6.82	0.28	0.02
Trujillo	671	0.26	5.98	0.25	0.02
Chiclayo	764	0.21	4.81	0.20	0.02
Piura	884	0.16	3.62	0.15	0.01
Chimbote	912	0.15	3.40	0.14	0.01
Cuzco	959	0.14	3.11	0.13	0.01
Iquitos	974	0.13	3.02	0.13	0.01
Huancayo	1,071	0.11	2.42	0.10	0.01
Sullana	1,206	0.08	1.78	0.07	0.01
Pucallpa	1,217	0.07	1.72	0.07	0.01
<b>Total</b>		<b>4.35</b>	<b>100.00</b>	<b>4.17</b>	<b>0.32</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.20 SURINAME

### Web 2.0 Technologies (US\$ Million): Suriname 2004 - 2014

Year	Suriname	% of Region	% of Globe
2004	0.03	0.07%	0.01%
2005	0.04	0.07%	0.01%
2006	0.04	0.07%	0.01%
2007	0.04	0.07%	0.01%
2008	0.05	0.07%	0.01%
2009	0.07	0.07%	0.01%
2010	0.09	0.07%	0.00%
2011	0.10	0.07%	0.00%
2012	0.12	0.07%	0.00%
2013	0.13	0.07%	0.00%
2014	0.15	0.07%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Suriname: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Paramaribo	1,315	0.06	87.39	0.06	0.00
Nieuw Nickerie	1,904	0.00	6.72	0.00	0.00
Marienburg	1,993	0.00	3.36	0.00	0.00
Moengo	2,027	0.00	1.68	0.00	0.00
Totness	2,058	0.00	0.84	0.00	0.00
<b>Total</b>		<b>0.07</b>	<b>100.00</b>	<b>0.07</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.21 THE FALKLAND ISLANDS

### Web 2.0 Technologies (US\$ Million): The Falkland Islands 2004 - 2014

Year	The Falkland Islands	% of Region	% of Globe
2004	0.00	0.00%	0.00%
2005	0.00	0.00%	0.00%
2006	0.00	0.00%	0.00%
2007	0.00	0.00%	0.00%
2008	0.00	0.00%	0.00%
2009	0.00	0.00%	0.00%
2010	0.00	0.00%	0.00%
2011	0.00	0.00%	0.00%
2012	0.00	0.00%	0.00%
2013	0.00	0.00%	0.00%
2014	0.00	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### The Falkland Islands: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Stanley	2,019	0.00	100.00	0.00	0.00
<b>Total</b>		<b>0.00</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.22 URUGUAY

### Web 2.0 Technologies (US\$ Million): Uruguay 2004 - 2014

Year	Uruguay	% of Region	% of Globe
2004	0.34	0.67%	0.06%
2005	0.37	0.68%	0.06%
2006	0.41	0.69%	0.06%
2007	0.45	0.70%	0.06%
2008	0.51	0.70%	0.06%
2009	0.74	0.71%	0.05%
2010	0.96	0.71%	0.05%
2011	1.15	0.72%	0.05%
2012	1.34	0.73%	0.05%
2013	1.51	0.73%	0.05%
2014	1.65	0.74%	0.05%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Uruguay: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Montevideo	381	0.55	74.51	0.53	0.04
Salto	1,487	0.04	4.84	0.03	0.00
Paysandu	1,512	0.03	4.48	0.03	0.00
Las Piedras	1,572	0.03	3.64	0.03	0.00
Rivera	1,593	0.02	3.34	0.02	0.00
Melo	1,675	0.02	2.51	0.02	0.00
Tacuarembó	1,688	0.02	2.39	0.02	0.00
Mercedes	1,708	0.02	2.21	0.02	0.00
Minas	1,715	0.02	2.09	0.01	0.00
<b>Total</b>		<b>0.74</b>	<b>100.00</b>	<b>0.71</b>	<b>0.05</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.23 VENEZUELA

### Web 2.0 Technologies (US\$ Million): Venezuela 2004 - 2014

Year	Venezuela	% of Region	% of Globe
2004	3.00	5.93%	0.50%
2005	3.30	6.03%	0.50%
2006	3.63	6.14%	0.51%
2007	4.00	6.25%	0.52%
2008	4.64	6.36%	0.51%
2009	6.71	6.44%	0.49%
2010	8.71	6.51%	0.48%
2011	10.54	6.60%	0.47%
2012	12.29	6.69%	0.46%
2013	13.98	6.79%	0.46%
2014	15.33	6.89%	0.46%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Venezuela: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Caracas	155	1.79	26.70	1.72	0.13
Maracaibo	312	0.68	10.15	0.65	0.05
Valencia	354	0.60	9.01	0.58	0.04
Maracay	440	0.46	6.80	0.44	0.03
Barquisimeto	503	0.38	5.65	0.36	0.03
Petare	663	0.27	3.97	0.26	0.02
Ciudad Guayana	669	0.26	3.89	0.25	0.02
San Cristobal	829	0.18	2.65	0.17	0.01
La Guaira	857	0.17	2.51	0.16	0.01
Baruta	941	0.14	2.08	0.13	0.01
Ciudad Bolivar	947	0.14	2.04	0.13	0.01
Maturin	965	0.13	1.99	0.13	0.01
Merida	970	0.13	1.98	0.13	0.01
Cumana	976	0.13	1.95	0.13	0.01
Barcelona	1,011	0.12	1.81	0.12	0.01
Others		1.13	16.83	1.08	0.08
<b>Total</b>		<b>6.71</b>	<b>100.00</b>	<b>6.44</b>	<b>0.49</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7 NORTH AMERICA & THE CARIBBEAN

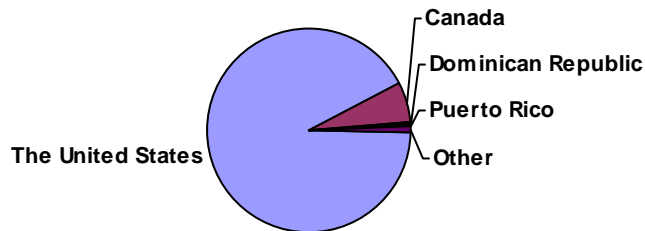
### 7.1 EXECUTIVE SUMMARY

#### Market Potential for Web 2.0 Technologies in North America & the Caribbean (US\$ Million): 2009

Country	Latent Demand US\$ Million	% of North America & the Caribbean
The United States	362.60	92.09%
Canada	25.02	6.35%
Dominican Republic	1.70	0.43%
Puerto Rico	1.50	0.38%
Cuba	1.02	0.26%
Trinidad and Tobago	0.45	0.12%
Haiti	0.31	0.08%
Jamaica	0.26	0.07%
The Bahamas	0.14	0.03%
Martinique	0.13	0.03%
Barbados	0.11	0.03%
Bermuda	0.09	0.02%
Guadeloupe	0.08	0.02%
The Netherlands Antilles	0.05	0.01%
Aruba	0.04	0.01%
The Cayman Islands	0.04	0.01%
The U.S. Virgin Islands	0.03	0.01%
Antigua and Barbuda	0.02	0.01%
St. Lucia	0.02	0.01%
Greenland	0.02	0.01%
Grenada	0.02	0.00%
St. Vincent and the Grenadines	0.02	0.00%
The British Virgin Islands	0.02	0.00%
St. Kitts and Nevis	0.01	0.00%
Dominica	0.01	0.00%
Other	0.01	0.00%
<b>Total</b>	<b>393.74</b>	<b>100.00%</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Market Potential for Web 2.0 Technologies in North America & the Caribbean (US\$ Million): 2009**



**The Market for Web 2.0 Technologies in North America & the Caribbean: 2004 - 2014**

Year	US\$ Million	% of Globe
2004	135.51	22.52
2005	149.90	22.89
2006	165.83	23.26
2007	183.49	23.63
2008	224.26	24.85
2009	393.74	28.86
2010	582.78	31.86
2011	770.63	34.08
2012	957.80	35.77
2013	1,135.29	37.00
2014	1,258.35	37.51

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**7.2 ANTIGUA AND BARBUDA**

**Web 2.0 Technologies (US\$ Million): Antigua and Barbuda 2004 - 2014**

Year	Antigua and Barbuda	% of Region	% of Globe
2004	0.01	0.01%	0.00%
2005	0.01	0.01%	0.00%
2006	0.01	0.01%	0.00%
2007	0.01	0.01%	0.00%
2008	0.02	0.01%	0.00%
2009	0.02	0.01%	0.00%
2010	0.03	0.01%	0.00%
2011	0.04	0.00%	0.00%
2012	0.04	0.00%	0.00%
2013	0.05	0.00%	0.00%
2014	0.05	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Antigua and Barbuda: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Saint John's	1,612	0.02	97.30	0.01	0.00
Codrington	2,057	0.00	2.70	0.00	0.00
<b>Total</b>		<b>0.02</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**7.3 ARUBA****Web 2.0 Technologies (US\$ Million): Aruba 2004 - 2014**

Year	Aruba	% of Region	% of Globe
2004	0.02	0.02%	0.00%
2005	0.02	0.02%	0.00%
2006	0.03	0.02%	0.00%
2007	0.03	0.02%	0.00%
2008	0.03	0.01%	0.00%
2009	0.04	0.01%	0.00%
2010	0.06	0.01%	0.00%
2011	0.07	0.01%	0.00%
2012	0.08	0.01%	0.00%
2013	0.08	0.01%	0.00%
2014	0.09	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Aruba: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Oranjestad	1,601	0.02	54.05	0.01	0.00
Sint Nicolaas	1,653	0.02	45.95	0.01	0.00
<b>Total</b>		<b>0.04</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.4 BARBADOS

### Web 2.0 Technologies (US\$ Million): Barbados 2004 - 2014

Year	Barbados	% of Region	% of Globe
2004	0.05	0.04%	0.01%
2005	0.06	0.04%	0.01%
2006	0.06	0.04%	0.01%
2007	0.07	0.04%	0.01%
2008	0.08	0.03%	0.01%
2009	0.11	0.03%	0.01%
2010	0.14	0.02%	0.01%
2011	0.17	0.02%	0.01%
2012	0.19	0.02%	0.01%
2013	0.21	0.02%	0.01%
2014	0.23	0.02%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Barbados: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Bridgetown	1,058	0.11	100.00	0.03	0.01
<b>Total</b>		<b>0.11</b>	<b>100.00</b>	<b>0.03</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.5 BERMUDA

### Web 2.0 Technologies (US\$ Million): Bermuda 2004 - 2014

Year	Bermuda	% of Region	% of Globe
2004	0.04	0.03%	0.01%
2005	0.05	0.03%	0.01%
2006	0.05	0.03%	0.01%
2007	0.05	0.03%	0.01%
2008	0.06	0.03%	0.01%
2009	0.09	0.02%	0.01%
2010	0.11	0.02%	0.01%
2011	0.14	0.02%	0.01%
2012	0.16	0.02%	0.01%
2013	0.17	0.02%	0.01%
2014	0.19	0.01%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



**Bermuda: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Hamilton	1,366	0.05	60.00	0.01	0.00
Saint George	1,489	0.04	40.00	0.01	0.00
<b>Total</b>		<b>0.09</b>	<b>100.00</b>	<b>0.02</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**7.6 CANADA****Web 2.0 Technologies (US\$ Million): Canada 2004 - 2014**

Year	Canada	% of Region	% of Globe
2004	12.87	9.50%	2.14%
2005	13.75	9.17%	2.10%
2006	14.68	8.85%	2.06%
2007	15.68	8.54%	2.02%
2008	17.66	7.88%	1.96%
2009	25.02	6.35%	1.83%
2010	31.77	5.45%	1.74%
2011	37.55	4.87%	1.66%
2012	42.77	4.47%	1.60%
2013	47.44	4.18%	1.55%
2014	50.72	4.03%	1.51%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Canada: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Toronto	29	7.48	29.90	1.90	0.55
Montreal	35	6.38	25.49	1.62	0.47
Vancouver	104	3.01	12.05	0.77	0.22
Ottawa	156	1.79	7.15	0.45	0.13
Calgary	185	1.39	5.55	0.35	0.10
Winnipeg	196	1.30	5.19	0.33	0.10
Edmonton	202	1.25	5.01	0.32	0.09
Hamilton	318	0.67	2.68	0.17	0.05
Regina	498	0.38	1.53	0.10	0.03
Quebec	521	0.36	1.44	0.09	0.03
Halifax	688	0.25	0.99	0.06	0.02
Thunder Bay	697	0.24	0.98	0.06	0.02
Saint John's	762	0.21	0.84	0.05	0.02
Niagara Falls	885	0.16	0.63	0.04	0.01
Victoria	924	0.14	0.58	0.04	0.01
<b>Total</b>		<b>25.02</b>	<b>100.00</b>	<b>6.35</b>	<b>1.83</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.7 CUBA

### Web 2.0 Technologies (US\$ Million): Cuba 2004 - 2014

Year	Cuba	% of Region	% of Globe
2004	0.47	0.35%	0.08%
2005	0.51	0.34%	0.08%
2006	0.56	0.34%	0.08%
2007	0.61	0.33%	0.08%
2008	0.71	0.32%	0.08%
2009	1.02	0.26%	0.07%
2010	1.32	0.23%	0.07%
2011	1.58	0.21%	0.07%
2012	1.84	0.19%	0.07%
2013	2.08	0.18%	0.07%
2014	2.27	0.18%	0.07%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Cuba: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Havana	387	0.54	52.92	0.14	0.04
Santiago de Cuba	1,080	0.10	10.02	0.03	0.01
Camagüey	1,236	0.07	7.07	0.02	0.01
Holguin	1,339	0.06	5.60	0.01	0.00
Guantanamo	1,391	0.05	4.96	0.01	0.00
Santa Clara	1,410	0.05	4.83	0.01	0.00
Bayamo	1,530	0.03	3.06	0.01	0.00
Cienfuegos	1,537	0.03	2.98	0.01	0.00
Pinar del Rio	1,549	0.03	2.88	0.01	0.00
Las Tunas	1,552	0.03	2.85	0.01	0.00
Matanzas	1,556	0.03	2.83	0.01	0.00
<b>Total</b>		<b>1.02</b>	<b>100.00</b>	<b>0.26</b>	<b>0.07</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.8 DOMINICA

### Web 2.0 Technologies (US\$ Million): Dominica 2004 - 2014

Year	Dominica	% of Region	% of Globe
2004	0.00	0.00%	0.00%
2005	0.01	0.00%	0.00%
2006	0.01	0.00%	0.00%
2007	0.01	0.00%	0.00%
2008	0.01	0.00%	0.00%
2009	0.01	0.00%	0.00%
2010	0.01	0.00%	0.00%
2011	0.01	0.00%	0.00%
2012	0.02	0.00%	0.00%
2013	0.02	0.00%	0.00%
2014	0.02	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Dominica: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Roseau	1,864	0.01	64.71	0.00	0.00
Saint Joseph	2,045	0.00	8.82	0.00	0.00
Portsmouth	2,046	0.00	8.82	0.00	0.00
Marigot	2,047	0.00	8.82	0.00	0.00
Berekua	2,048	0.00	8.82	0.00	0.00
<b>Total</b>		<b>0.01</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.9 DOMINICAN REPUBLIC

### Web 2.0 Technologies (US\$ Million): Dominican Republic 2004 - 2014

Year	Dominican Republic	% of Region	% of Globe
2004	0.78	0.58%	0.13%
2005	0.86	0.57%	0.13%
2006	0.94	0.57%	0.13%
2007	1.03	0.56%	0.13%
2008	1.18	0.53%	0.13%
2009	1.70	0.43%	0.12%
2010	2.20	0.38%	0.12%
2011	2.65	0.34%	0.12%
2012	3.08	0.32%	0.12%
2013	3.49	0.31%	0.11%
2014	3.80	0.30%	0.11%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Dominican Republic: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Santo Domingo	214	1.10	64.68	0.28	0.08
Santiago	732	0.22	13.07	0.06	0.02
La Romana	1,194	0.08	4.63	0.02	0.01
San Pedro de Macoris	1,250	0.07	4.13	0.02	0.01
San Francisco de Macoris	1,280	0.07	3.85	0.02	0.00
La Vega	1,398	0.05	2.94	0.01	0.00
San Juan	1,466	0.04	2.29	0.01	0.00
Barahona	1,467	0.04	2.29	0.01	0.00
Puerto Plata	1,485	0.04	2.11	0.01	0.00
<b>Total</b>		<b>1.70</b>	<b>100.00</b>	<b>0.43</b>	<b>0.12</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**7.10 GREENLAND****Web 2.0 Technologies (US\$ Million): Greenland 2004 - 2014**

Year	Greenland	% of Region	% of Globe
2004	0.01	0.01%	0.00%
2005	0.01	0.01%	0.00%
2006	0.01	0.01%	0.00%
2007	0.01	0.01%	0.00%
2008	0.02	0.01%	0.00%
2009	0.02	0.01%	0.00%
2010	0.03	0.00%	0.00%
2011	0.03	0.00%	0.00%
2012	0.04	0.00%	0.00%
2013	0.04	0.00%	0.00%
2014	0.04	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Greenland: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Nuuk	1,866	0.01	28.57	0.00	0.00
Holsteinsborg	1,980	0.00	11.90	0.00	0.00
Jakobshavn	2,002	0.00	9.52	0.00	0.00
Egedesminde	2,015	0.00	7.14	0.00	0.00
Sukkertoppen	2,016	0.00	7.14	0.00	0.00
JulianeHab	2,017	0.00	7.14	0.00	0.00
Christianshab	2,035	0.00	4.76	0.00	0.00
Frederikshab	2,036	0.00	4.76	0.00	0.00
Narsarsuaq	2,037	0.00	4.76	0.00	0.00
Scoresbysund	2,062	0.00	2.38	0.00	0.00
Thule	2,063	0.00	2.38	0.00	0.00
Godhavn	2,064	0.00	2.38	0.00	0.00
Nanortalik	2,065	0.00	2.38	0.00	0.00
Ammassalik	2,066	0.00	2.38	0.00	0.00
Uppernavik	2,067	0.00	2.38	0.00	0.00
<b>Total</b>		<b>0.02</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**7.11 GRENADA****Web 2.0 Technologies (US\$ Million): Grenada 2004 - 2014**

Year	Grenada	% of Region	% of Globe
2004	0.01	0.01%	0.00%
2005	0.01	0.01%	0.00%
2006	0.01	0.01%	0.00%
2007	0.01	0.01%	0.00%
2008	0.01	0.01%	0.00%
2009	0.02	0.00%	0.00%
2010	0.02	0.00%	0.00%
2011	0.03	0.00%	0.00%
2012	0.03	0.00%	0.00%
2013	0.04	0.00%	0.00%
2014	0.04	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Grenada: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Saint George's	1,717	0.02	80.00	0.00	0.00
Gouyave	1,928	0.00	20.00	0.00	0.00
<b>Total</b>		<b>0.02</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.12 GUADELOUPE

### Web 2.0 Technologies (US\$ Million): Guadeloupe 2004 - 2014

Year	Guadeloupe	% of Region	% of Globe
2004	0.04	0.03%	0.01%
2005	0.04	0.03%	0.01%
2006	0.04	0.03%	0.01%
2007	0.05	0.03%	0.01%
2008	0.05	0.02%	0.01%
2009	0.08	0.02%	0.01%
2010	0.10	0.02%	0.01%
2011	0.11	0.01%	0.01%
2012	0.13	0.01%	0.00%
2013	0.14	0.01%	0.00%
2014	0.16	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Guadeloupe: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Les Abymes	1,622	0.02	29.44	0.01	0.00
Pointe-a-Pitre	1,816	0.01	12.15	0.00	0.00
Le Gosier	1,841	0.01	9.81	0.00	0.00
Moule	1,862	0.01	8.41	0.00	0.00
Sainte Anne	1,869	0.01	7.94	0.00	0.00
Morne-a-l'Eau	1,878	0.01	7.48	0.00	0.00
Petit Bourg	1,886	0.01	7.01	0.00	0.00
Basse-Terre	1,895	0.00	6.54	0.00	0.00
Sainte Rose	1,896	0.00	6.54	0.00	0.00
Saint-Claude	1,940	0.00	4.67	0.00	0.00
<b>Total</b>		<b>0.08</b>	<b>100.00</b>	<b>0.02</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.13 HAITI

### Web 2.0 Technologies (US\$ Million): Haiti 2004 - 2014

Year	Haiti	% of Region	% of Globe
2004	0.16	0.12%	0.03%
2005	0.17	0.11%	0.03%
2006	0.18	0.11%	0.03%
2007	0.19	0.11%	0.02%
2008	0.22	0.10%	0.02%
2009	0.31	0.08%	0.02%
2010	0.40	0.07%	0.02%
2011	0.47	0.06%	0.02%
2012	0.54	0.06%	0.02%
2013	0.60	0.05%	0.02%
2014	0.64	0.05%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Haiti: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Port-au-Prince	741	0.22	70.39	0.06	0.02
Cap-Haitien	1,525	0.03	10.12	0.01	0.00
Petionville	1,693	0.02	5.51	0.00	0.00
Les Cayes	1,701	0.02	5.36	0.00	0.00
Gonaives	1,702	0.02	5.36	0.00	0.00
Port-de-Paix	1,796	0.01	3.27	0.00	0.00
<b>Total</b>		<b>0.31</b>	<b>100.00</b>	<b>0.08</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.14 JAMAICA

### Web 2.0 Technologies (US\$ Million): Jamaica 2004 - 2014

Year	Jamaica	% of Region	% of Globe
2004	0.14	0.10%	0.02%
2005	0.15	0.10%	0.02%
2006	0.16	0.09%	0.02%
2007	0.17	0.09%	0.02%
2008	0.19	0.08%	0.02%
2009	0.26	0.07%	0.02%
2010	0.33	0.06%	0.02%
2011	0.39	0.05%	0.02%
2012	0.44	0.05%	0.02%
2013	0.49	0.04%	0.02%
2014	0.52	0.04%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Jamaica: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Kingston	826	0.18	67.83	0.05	0.01
Spanish Town	1,539	0.03	11.50	0.01	0.00
Montego Bay	1,603	0.02	9.04	0.01	0.00
May Pen	1,737	0.01	5.30	0.00	0.00
Mandeville	1,763	0.01	4.52	0.00	0.00
Savanna-la-Mar	1,901	0.00	1.81	0.00	0.00
<b>Total</b>		<b>0.26</b>	<b>100.00</b>	<b>0.07</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**7.15 MARTINIQUE****Web 2.0 Technologies (US\$ Million): Martinique 2004 - 2014**

Year	Martinique	% of Region	% of Globe
2004	0.07	0.05%	0.01%
2005	0.07	0.05%	0.01%
2006	0.08	0.05%	0.01%
2007	0.08	0.05%	0.01%
2008	0.09	0.04%	0.01%
2009	0.13	0.03%	0.01%
2010	0.17	0.03%	0.01%
2011	0.20	0.03%	0.01%
2012	0.23	0.02%	0.01%
2013	0.25	0.02%	0.01%
2014	0.27	0.02%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Martinique: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Fort-de-France	1,245	0.07	53.66	0.02	0.01
Le Lamentin	1,690	0.02	13.17	0.00	0.00
Sainte Marie	1,768	0.01	8.78	0.00	0.00
Schoelcher	1,794	0.01	7.80	0.00	0.00
Le François	1,825	0.01	6.83	0.00	0.00
La Trinité	1,861	0.01	4.88	0.00	0.00
Ducos	1,952	0.00	2.44	0.00	0.00
Saint Pierre	1,953	0.00	2.44	0.00	0.00
<b>Total</b>		<b>0.13</b>	<b>100.00</b>	<b>0.03</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



## 7.16 PUERTO RICO

### Web 2.0 Technologies (US\$ Million): Puerto Rico 2004 - 2014

Year	Puerto Rico	% of Region	% of Globe
2004	0.85	0.63%	0.14%
2005	0.89	0.59%	0.14%
2006	0.93	0.56%	0.13%
2007	0.97	0.53%	0.13%
2008	1.07	0.48%	0.12%
2009	1.50	0.38%	0.11%
2010	1.87	0.32%	0.10%
2011	2.18	0.28%	0.10%
2012	2.44	0.25%	0.09%
2013	2.66	0.23%	0.09%
2014	2.79	0.22%	0.08%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Puerto Rico: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
San Juan	536	0.34	22.99	0.09	0.03
Bayamon	814	0.18	12.29	0.05	0.01
Ponce	900	0.15	10.07	0.04	0.01
Carolina	902	0.15	9.99	0.04	0.01
Caguas	1,051	0.11	7.43	0.03	0.01
Guaynabo	1,172	0.08	5.56	0.02	0.01
Mayaguez	1,188	0.08	5.35	0.02	0.01
Arecibo	1,190	0.08	5.34	0.02	0.01
Toa Baja	1,224	0.07	4.91	0.02	0.01
Trujillo Alto	1,319	0.06	3.96	0.02	0.00
Aguadilla	1,381	0.05	3.46	0.01	0.00
Cayey	1,462	0.04	2.69	0.01	0.00
Guayama	1,511	0.03	2.23	0.01	0.00
Fajardo	1,536	0.03	2.03	0.01	0.00
Catano	1,583	0.03	1.72	0.01	0.00
<b>Total</b>		<b>1.50</b>	<b>100.00</b>	<b>0.38</b>	<b>0.11</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.17 ST. KITTS AND NEVIS

### Web 2.0 Technologies (US\$ Million): St. Kitts and Nevis 2004 - 2014

Year	St. Kitts and Nevis	% of Region	% of Globe
2004	0.01	0.01%	0.00%
2005	0.01	0.00%	0.00%
2006	0.01	0.00%	0.00%
2007	0.01	0.00%	0.00%
2008	0.01	0.00%	0.00%
2009	0.01	0.00%	0.00%
2010	0.02	0.00%	0.00%
2011	0.02	0.00%	0.00%
2012	0.03	0.00%	0.00%
2013	0.03	0.00%	0.00%
2014	0.03	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### St. Kitts and Nevis: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Basseterre	1,743	0.01	95.00	0.00	0.00
Charlestown	2,054	0.00	5.00	0.00	0.00
<b>Total</b>		<b>0.01</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.18 ST. LUCIA

### Web 2.0 Technologies (US\$ Million): St. Lucia 2004 - 2014

Year	St. Lucia	% of Region	% of Globe
2004	0.01	0.01%	0.00%
2005	0.01	0.01%	0.00%
2006	0.01	0.01%	0.00%
2007	0.01	0.01%	0.00%
2008	0.02	0.01%	0.00%
2009	0.02	0.01%	0.00%
2010	0.03	0.01%	0.00%
2011	0.04	0.00%	0.00%
2012	0.04	0.00%	0.00%
2013	0.05	0.00%	0.00%
2014	0.05	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**St. Lucia: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Castries	1,665	0.02	82.81	0.00	0.00
Vieux Fort	1,917	0.00	17.19	0.00	0.00
<b>Total</b>		<b>0.02</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**7.19 ST. VINCENT AND THE GRENADINES****Web 2.0 Technologies (US\$ Million): St. Vincent and the Grenadines 2004 - 2014**

Year	St. Vincent and the Grenadines	% of Region	% of Globe
2004	0.01	0.01%	0.00%
2005	0.01	0.01%	0.00%
2006	0.01	0.01%	0.00%
2007	0.01	0.01%	0.00%
2008	0.01	0.01%	0.00%
2009	0.02	0.00%	0.00%
2010	0.02	0.00%	0.00%
2011	0.03	0.00%	0.00%
2012	0.03	0.00%	0.00%
2013	0.03	0.00%	0.00%
2014	0.04	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**St. Vincent and the Grenadines: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Kingstown	1,695	0.02	95.00	0.00	0.00
Georgetown	2,040	0.00	5.00	0.00	0.00
<b>Total</b>		<b>0.02</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.20 THE BAHAMAS

### Web 2.0 Technologies (US\$ Million): The Bahamas 2004 - 2014

Year	The Bahamas	% of Region	% of Globe
2004	0.07	0.05%	0.01%
2005	0.07	0.05%	0.01%
2006	0.08	0.05%	0.01%
2007	0.09	0.05%	0.01%
2008	0.10	0.04%	0.01%
2009	0.14	0.03%	0.01%
2010	0.17	0.03%	0.01%
2011	0.20	0.03%	0.01%
2012	0.23	0.02%	0.01%
2013	0.26	0.02%	0.01%
2014	0.28	0.02%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### The Bahamas: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Nassau	1,039	0.12	84.91	0.03	0.01
Freeport	1,647	0.02	15.09	0.01	0.00
<b>Total</b>		<b>0.14</b>	<b>100.00</b>	<b>0.03</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.21 THE BRITISH VIRGIN ISLANDS

### Web 2.0 Technologies (US\$ Million): The British Virgin Islands 2004 - 2014

Year	The British Virgin Islands	% of Region	% of Globe
2004	0.01	0.01%	0.00%
2005	0.01	0.01%	0.00%
2006	0.01	0.01%	0.00%
2007	0.01	0.01%	0.00%
2008	0.01	0.01%	0.00%
2009	0.02	0.00%	0.00%
2010	0.02	0.00%	0.00%
2011	0.02	0.00%	0.00%
2012	0.03	0.00%	0.00%
2013	0.03	0.00%	0.00%
2014	0.03	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**The British Virgin Islands: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Road Town	1,705	0.02	100.00	0.00	0.00
<b>Total</b>		<b>0.02</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**7.22 THE CAYMAN ISLANDS****Web 2.0 Technologies (US\$ Million): The Cayman Islands 2004 - 2014**

Year	The Cayman Islands	% of Region	% of Globe
2004	0.02	0.02%	0.00%
2005	0.02	0.01%	0.00%
2006	0.02	0.01%	0.00%
2007	0.02	0.01%	0.00%
2008	0.03	0.01%	0.00%
2009	0.04	0.01%	0.00%
2010	0.05	0.01%	0.00%
2011	0.06	0.01%	0.00%
2012	0.06	0.01%	0.00%
2013	0.07	0.01%	0.00%
2014	0.07	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**The Cayman Islands: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
George Town	1,629	0.02	58.33	0.01	0.00
West Bay	1,778	0.01	29.17	0.00	0.00
Savannah	1,957	0.00	8.33	0.00	0.00
Bodden Town	2,014	0.00	4.17	0.00	0.00
<b>Total</b>		<b>0.04</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.23 THE NETHERLANDS ANTILLES

### Web 2.0 Technologies (US\$ Million): The Netherlands Antilles 2004 - 2014

Year	The Netherlands Antilles	% of Region	% of Globe
2004	0.03	0.02%	0.00%
2005	0.03	0.02%	0.00%
2006	0.03	0.02%	0.00%
2007	0.03	0.02%	0.00%
2008	0.04	0.02%	0.00%
2009	0.05	0.01%	0.00%
2010	0.07	0.01%	0.00%
2011	0.08	0.01%	0.00%
2012	0.09	0.01%	0.00%
2013	0.10	0.01%	0.00%
2014	0.11	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### The Netherlands Antilles: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Willemstad	1,382	0.05	94.70	0.01	0.00
Philipsburg	1,985	0.00	4.55	0.00	0.00
Kralendijk	2,069	0.00	0.76	0.00	0.00
<b>Total</b>		<b>0.05</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.24 THE U.S. VIRGIN ISLANDS

### Web 2.0 Technologies (US\$ Million): The U.S. Virgin Islands 2004 - 2014

Year	The U.S. Virgin Islands	% of Region	% of Globe
2004	0.02	0.01%	0.00%
2005	0.02	0.01%	0.00%
2006	0.02	0.01%	0.00%
2007	0.02	0.01%	0.00%
2008	0.02	0.01%	0.00%
2009	0.03	0.01%	0.00%
2010	0.04	0.01%	0.00%
2011	0.05	0.01%	0.00%
2012	0.05	0.01%	0.00%
2013	0.06	0.01%	0.00%
2014	0.06	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**The U.S. Virgin Islands: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Charlotte Amalie	1,684	0.02	57.58	0.00	0.00
Road Town	1,932	0.00	12.12	0.00	0.00
Frederiksted	1,933	0.00	12.12	0.00	0.00
Christiansted	1,971	0.00	9.09	0.00	0.00
Cruz Bay	2,007	0.00	6.06	0.00	0.00
Spanish Town	2,038	0.00	3.03	0.00	0.00
<b>Total</b>		<b>0.03</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**7.25 THE UNITED STATES****Web 2.0 Technologies (US\$ Million): The United States 2004 - 2014**

Year	The United States	% of Region	% of Globe
2004	119.58	88.24%	19.87%
2005	132.86	88.64%	20.29%
2006	147.62	89.02%	20.70%
2007	164.03	89.39%	21.12%
2008	202.30	90.21%	22.41%
2009	362.60	92.09%	26.57%
2010	543.20	93.21%	29.70%
2011	723.80	93.92%	32.00%
2012	904.40	94.42%	33.77%
2013	1,075.99	94.78%	35.06%
2014	1,194.86	94.95%	35.62%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**The United States: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
New York	1	82.49	22.75	20.95	6.05
Los Angeles	2	29.86	8.23	7.58	2.19
Chicago	4	27.45	7.57	6.97	2.01
Houston	7	15.98	4.41	4.06	1.17
Philadelphia	11	14.16	3.91	3.60	1.04
Dallas	18	10.12	2.79	2.57	0.74
San Jose	19	10.00	2.76	2.54	0.73
San Francisco	20	9.84	2.71	2.50	0.72
San Diego	21	9.58	2.64	2.43	0.70
Detroit	23	9.18	2.53	2.33	0.67
Phoenix	24	9.13	2.52	2.32	0.67
San Antonio	27	7.64	2.11	1.94	0.56
Indianapolis	34	6.51	1.80	1.65	0.48
Baltimore	38	6.08	1.68	1.54	0.45
Washington D.C.	39	5.92	1.63	1.50	0.43
Others		108.66	29.97	27.60	7.96
<b>Total</b>		<b>362.60</b>	<b>100.00</b>	<b>92.09</b>	<b>26.57</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**7.26 TRINIDAD AND TOBAGO****Web 2.0 Technologies (US\$ Million): Trinidad and Tobago 2004 - 2014**

Year	Trinidad and Tobago	% of Region	% of Globe
2004	0.22	0.16%	0.04%
2005	0.24	0.16%	0.04%
2006	0.26	0.15%	0.04%
2007	0.28	0.15%	0.04%
2008	0.32	0.14%	0.04%
2009	0.45	0.12%	0.03%
2010	0.58	0.10%	0.03%
2011	0.70	0.09%	0.03%
2012	0.81	0.08%	0.03%
2013	0.90	0.08%	0.03%
2014	0.98	0.08%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Trinidad and Tobago: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Port-of-Spain	767	0.21	45.67	0.05	0.02
San Fernando	1,010	0.12	26.77	0.03	0.01
Arima	1,075	0.10	22.83	0.03	0.01
Scarborough	1,635	0.02	4.72	0.01	0.00
<b>Total</b>		<b>0.45</b>	<b>100.00</b>	<b>0.12</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



## 8 OCEANA

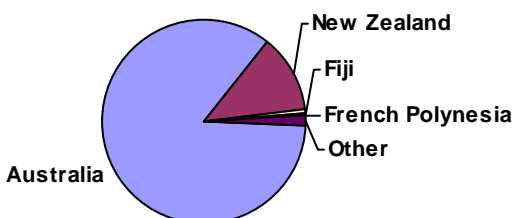
### 8.1 EXECUTIVE SUMMARY

#### Market Potential for Web 2.0 Technologies in Oceana (US\$ Million): 2009

Country	Latent Demand US\$ Million	% of Oceana
Australia	15.13	85.15%
New Zealand	2.21	12.46%
Fiji	0.10	0.56%
French Polynesia	0.09	0.51%
New Caledonia	0.06	0.35%
Guam	0.05	0.28%
Western Samoa	0.02	0.14%
The Northern Mariana Island	0.02	0.10%
Tonga	0.02	0.10%
Solomon Islands	0.02	0.09%
Vanuatu	0.01	0.08%
American Samoa	0.01	0.06%
Micronesia Federation	0.01	0.03%
Kiribati	0.00	0.03%
Cook Islands	0.00	0.02%
Palau	0.00	0.01%
Marshall Islands	0.00	0.01%
Wallis and Futuna	0.00	0.01%
Nauru	0.00	0.01%
Norfolk Island	0.00	0.01%
Pacific Islands Trust	0.00	0.00%
Christmas Island	0.00	0.00%
Tuvalu	0.00	0.00%
Niue	0.00	0.00%
Tokelau	0.00	0.00%
Other	0.00	0.00%
<b>Total</b>	<b>17.77</b>	<b>100.00%</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## Market Potential for Web 2.0 Technologies in Oceania (US\$ Million): 2009



### The Market for Web 2.0 Technologies in Oceania: 2004 - 2014

Year	US\$ Million	% of Globe
2004	8.88	1.48
2005	9.54	1.46
2006	10.25	1.44
2007	11.02	1.42
2008	12.49	1.38
2009	17.77	1.30
2010	22.67	1.24
2011	26.92	1.19
2012	30.82	1.15
2013	34.36	1.12
2014	36.94	1.10

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.2 AMERICAN SAMOA

### Web 2.0 Technologies (US\$ Million): American Samoa 2004 - 2014

Year	American Samoa	% of Region	% of Globe
2004	0.01	0.06%	0.00%
2005	0.01	0.06%	0.00%
2006	0.01	0.06%	0.00%
2007	0.01	0.06%	0.00%
2008	0.01	0.06%	0.00%
2009	0.01	0.06%	0.00%
2010	0.01	0.06%	0.00%
2011	0.02	0.06%	0.00%
2012	0.02	0.06%	0.00%
2013	0.02	0.06%	0.00%
2014	0.02	0.06%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### American Samoa: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Pago Pago	1,947	0.00	33.33	0.02	0.00
Leone	1,996	0.00	22.22	0.01	0.00
Fagatogo	1,997	0.00	22.22	0.01	0.00
Utulei	2,030	0.00	11.11	0.01	0.00
Vaitogi	2,031	0.00	11.11	0.01	0.00
<b>Total</b>		<b>0.01</b>	<b>100.00</b>	<b>0.06</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.3 AUSTRALIA

### Web 2.0 Technologies (US\$ Million): Australia 2004 - 2014

Year	Australia	% of Region	% of Globe
2004	7.54	84.86%	1.25%
2005	8.10	84.93%	1.24%
2006	8.71	84.99%	1.22%
2007	9.37	85.05%	1.21%
2008	10.63	85.11%	1.18%
2009	15.13	85.15%	1.11%
2010	19.31	85.19%	1.06%
2011	22.95	85.24%	1.01%
2012	26.29	85.29%	0.98%
2013	29.32	85.33%	0.96%
2014	31.54	85.38%	0.94%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Australia: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Sydney	63	4.44	29.32	24.96	0.33
Melbourne	64	4.38	28.92	24.62	0.32
Brisbane	112	2.76	18.26	15.55	0.20
Perth	184	1.39	9.21	7.85	0.10
Adelaide	301	0.71	4.70	4.00	0.05
Canberra	430	0.48	3.15	2.68	0.03
Newcastle	727	0.23	1.49	1.27	0.02
Gold Coast	729	0.22	1.49	1.26	0.02
Hobart	889	0.16	1.03	0.88	0.01
Wollongong	1,055	0.11	0.73	0.62	0.01
Townsville	1,085	0.10	0.66	0.56	0.01
Darwin	1,171	0.08	0.55	0.47	0.01
Geelong	1,225	0.07	0.49	0.41	0.01
<b>Total</b>		<b>15.13</b>	<b>100.00</b>	<b>85.15</b>	<b>1.11</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.4 CHRISTMAS ISLAND

### Web 2.0 Technologies (US\$ Million): Christmas Island 2004 - 2014

Year	Christmas Island	% of Region	% of Globe
2004	0.00	0.00%	0.00%
2005	0.00	0.00%	0.00%
2006	0.00	0.00%	0.00%
2007	0.00	0.00%	0.00%
2008	0.00	0.00%	0.00%
2009	0.00	0.00%	0.00%
2010	0.00	0.00%	0.00%
2011	0.00	0.00%	0.00%
2012	0.00	0.00%	0.00%
2013	0.00	0.00%	0.00%
2014	0.00	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Christmas Island: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
The Settlement	2,052	0.00	100.00	0.00	0.00
<b>Total</b>		<b>0.00</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.5 COOK ISLANDS

### Web 2.0 Technologies (US\$ Million): Cook Islands 2004 - 2014

Year	Cook Islands	% of Region	% of Globe
2004	0.00	0.02%	0.00%
2005	0.00	0.02%	0.00%
2006	0.00	0.02%	0.00%
2007	0.00	0.02%	0.00%
2008	0.00	0.02%	0.00%
2009	0.00	0.02%	0.00%
2010	0.00	0.02%	0.00%
2011	0.01	0.02%	0.00%
2012	0.01	0.02%	0.00%
2013	0.01	0.02%	0.00%
2014	0.01	0.02%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Cook Islands: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Avarua	1,938	0.00	100.00	0.02	0.00
<b>Total</b>		<b>0.00</b>	<b>100.00</b>	<b>0.02</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**8.6 FIJI****Web 2.0 Technologies (US\$ Million): Fiji 2004 - 2014**

Year	Fiji	% of Region	% of Globe
2004	0.05	0.56%	0.01%
2005	0.05	0.56%	0.01%
2006	0.06	0.56%	0.01%
2007	0.06	0.56%	0.01%
2008	0.07	0.56%	0.01%
2009	0.10	0.56%	0.01%
2010	0.13	0.56%	0.01%
2011	0.15	0.56%	0.01%
2012	0.17	0.56%	0.01%
2013	0.19	0.56%	0.01%
2014	0.21	0.56%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Fiji: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Suva	1,124	0.09	90.91	0.51	0.01
Nadi	1,820	0.01	9.09	0.05	0.00
<b>Total</b>		<b>0.10</b>	<b>100.00</b>	<b>0.56</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.7 FRENCH POLYNESIA

### Web 2.0 Technologies (US\$ Million): French Polynesia 2004 - 2014

Year	French Polynesia	% of Region	% of Globe
2004	0.04	0.50%	0.01%
2005	0.05	0.50%	0.01%
2006	0.05	0.50%	0.01%
2007	0.06	0.51%	0.01%
2008	0.06	0.51%	0.01%
2009	0.09	0.51%	0.01%
2010	0.12	0.51%	0.01%
2011	0.14	0.52%	0.01%
2012	0.16	0.52%	0.01%
2013	0.18	0.52%	0.01%
2014	0.19	0.52%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### French Polynesia: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Papeete	1,417	0.05	52.17	0.27	0.00
Mahina	1,662	0.02	21.74	0.11	0.00
Papara	1,764	0.01	13.04	0.07	0.00
Mataiea	1,873	0.01	6.52	0.03	0.00
Afareaitu	1,921	0.00	4.35	0.02	0.00
Teahupoo	2,004	0.00	2.17	0.01	0.00
<b>Total</b>		<b>0.09</b>	<b>100.00</b>	<b>0.51</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.8 GUAM

### Web 2.0 Technologies (US\$ Million): Guam 2004 - 2014

Year	Guam	% of Region	% of Globe
2004	0.03	0.28%	0.00%
2005	0.03	0.28%	0.00%
2006	0.03	0.28%	0.00%
2007	0.03	0.28%	0.00%
2008	0.03	0.28%	0.00%
2009	0.05	0.28%	0.00%
2010	0.06	0.28%	0.00%
2011	0.07	0.27%	0.00%
2012	0.08	0.27%	0.00%
2013	0.09	0.27%	0.00%
2014	0.10	0.27%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Guam: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Dededo	1,598	0.02	49.80	0.14	0.00
Tamuning	1,750	0.01	26.17	0.07	0.00
Santa Rita	1,819	0.01	18.61	0.05	0.00
Talofofo	2,009	0.00	3.63	0.01	0.00
Agana	2,041	0.00	1.79	0.00	0.00
<b>Total</b>		<b>0.05</b>	<b>100.00</b>	<b>0.28</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**8.9 KIRIBATI****Web 2.0 Technologies (US\$ Million): Kiribati 2004 - 2014**

Year	Kiribati	% of Region	% of Globe
2004	0.00	0.03%	0.00%
2005	0.00	0.03%	0.00%
2006	0.00	0.03%	0.00%
2007	0.00	0.03%	0.00%
2008	0.00	0.03%	0.00%
2009	0.00	0.03%	0.00%
2010	0.01	0.03%	0.00%
2011	0.01	0.03%	0.00%
2012	0.01	0.03%	0.00%
2013	0.01	0.02%	0.00%
2014	0.01	0.02%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Kiribati: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Tarawa	1,903	0.00	100.00	0.03	0.00
<b>Total</b>		<b>0.00</b>	<b>100.00</b>	<b>0.03</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.10 MARSHALL ISLANDS

### Web 2.0 Technologies (US\$ Million): Marshall Islands 2004 - 2014

Year	Marshall Islands	% of Region	% of Globe
2004	0.00	0.01%	0.00%
2005	0.00	0.01%	0.00%
2006	0.00	0.01%	0.00%
2007	0.00	0.01%	0.00%
2008	0.00	0.01%	0.00%
2009	0.00	0.01%	0.00%
2010	0.00	0.01%	0.00%
2011	0.00	0.01%	0.00%
2012	0.00	0.01%	0.00%
2013	0.00	0.01%	0.00%
2014	0.00	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Marshall Islands: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Majuro	1,995	0.00	100.00	0.01	0.00
<b>Total</b>		<b>0.00</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.11 MICRONESIA FEDERATION

### Web 2.0 Technologies (US\$ Million): Micronesia Federation 2004 - 2014

Year	Micronesia Federation	% of Region	% of Globe
2004	0.00	0.03%	0.00%
2005	0.00	0.03%	0.00%
2006	0.00	0.03%	0.00%
2007	0.00	0.03%	0.00%
2008	0.00	0.03%	0.00%
2009	0.01	0.03%	0.00%
2010	0.01	0.03%	0.00%
2011	0.01	0.03%	0.00%
2012	0.01	0.03%	0.00%
2013	0.01	0.03%	0.00%
2014	0.01	0.03%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



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**Micronesia Federation: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Palikir	1,883	0.01	100.00	0.03	0.00
<b>Total</b>		<b>0.01</b>	<b>100.00</b>	<b>0.03</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.12 NAURU

**Web 2.0 Technologies (US\$ Million): Nauru 2004 - 2014**

Year	Nauru	% of Region	% of Globe
2004	0.00	0.01%	0.00%
2005	0.00	0.01%	0.00%
2006	0.00	0.01%	0.00%
2007	0.00	0.01%	0.00%
2008	0.00	0.01%	0.00%
2009	0.00	0.01%	0.00%
2010	0.00	0.01%	0.00%
2011	0.00	0.01%	0.00%
2012	0.00	0.01%	0.00%
2013	0.00	0.01%	0.00%
2014	0.00	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Nauru: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Yaren	2,025	0.00	100.00	0.01	0.00
<b>Total</b>		<b>0.00</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.13 NEW CALEDONIA

### Web 2.0 Technologies (US\$ Million): New Caledonia 2004 - 2014

Year	New Caledonia	% of Region	% of Globe
2004	0.03	0.36%	0.01%
2005	0.03	0.36%	0.01%
2006	0.04	0.35%	0.01%
2007	0.04	0.35%	0.00%
2008	0.04	0.35%	0.00%
2009	0.06	0.35%	0.00%
2010	0.08	0.35%	0.00%
2011	0.09	0.35%	0.00%
2012	0.11	0.35%	0.00%
2013	0.12	0.34%	0.00%
2014	0.13	0.34%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### New Caledonia: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Noumea	1,414	0.05	76.74	0.27	0.00
Dumbea	1,910	0.00	6.98	0.02	0.00
Bourail	1,967	0.00	4.65	0.02	0.00
Canala	1,968	0.00	4.65	0.02	0.00
Thio	2,000	0.00	3.49	0.01	0.00
Hienghene	2,020	0.00	2.33	0.01	0.00
Houailu	2,053	0.00	1.16	0.00	0.00
<b>Total</b>		<b>0.06</b>	<b>100.00</b>	<b>0.35</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.14 NEW ZEALAND

### Web 2.0 Technologies (US\$ Million): New Zealand 2004 - 2014

Year	New Zealand	% of Region	% of Globe
2004	1.13	12.73%	0.19%
2005	1.21	12.67%	0.18%
2006	1.29	12.61%	0.18%
2007	1.38	12.55%	0.18%
2008	1.56	12.50%	0.17%
2009	2.21	12.46%	0.16%
2010	2.81	12.42%	0.15%
2011	3.33	12.37%	0.15%
2012	3.80	12.32%	0.14%
2013	4.22	12.28%	0.14%
2014	4.52	12.23%	0.13%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### New Zealand: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Auckland	259	0.84	38.01	4.73	0.06
Wellington	636	0.28	12.80	1.59	0.02
Christchurch	646	0.28	12.46	1.55	0.02
Hamilton	964	0.13	6.06	0.75	0.01
Napier-Hastings	1,100	0.10	4.32	0.54	0.01
Dunedin	1,106	0.09	4.25	0.53	0.01
Waitemata	1,159	0.09	3.87	0.48	0.01
Tauranga	1,256	0.07	3.15	0.39	0.01
Palmerston North	1,299	0.06	2.83	0.35	0.00
Rotorua	1,433	0.04	2.03	0.25	0.00
Nelson	1,445	0.04	1.94	0.24	0.00
Invercargill	1,448	0.04	1.89	0.24	0.00
New Plymouth	1,450	0.04	1.87	0.23	0.00
Whangarei	1,479	0.04	1.69	0.21	0.00
Wanganui	1,496	0.03	1.57	0.20	0.00
Others		0.03	1.25	0.16	0.00
<b>Total</b>		<b>2.21</b>	<b>100.00</b>	<b>12.46</b>	<b>0.16</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.15 NIUE

### Web 2.0 Technologies (US\$ Million): Niue 2004 - 2014

Year	Niue	% of Region	% of Globe
2004	0.00	0.00%	0.00%
2005	0.00	0.00%	0.00%
2006	0.00	0.00%	0.00%
2007	0.00	0.00%	0.00%
2008	0.00	0.00%	0.00%
2009	0.00	0.00%	0.00%
2010	0.00	0.00%	0.00%
2011	0.00	0.00%	0.00%
2012	0.00	0.00%	0.00%
2013	0.00	0.00%	0.00%
2014	0.00	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Niue: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Alofi	2,076	0.00	100.00	0.00	0.00
<b>Total</b>		<b>0.00</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.16 NORFOLK ISLAND

### Web 2.0 Technologies (US\$ Million): Norfolk Island 2004 - 2014

Year	Norfolk Island	% of Region	% of Globe
2004	0.00	0.01%	0.00%
2005	0.00	0.01%	0.00%
2006	0.00	0.01%	0.00%
2007	0.00	0.01%	0.00%
2008	0.00	0.01%	0.00%
2009	0.00	0.01%	0.00%
2010	0.00	0.01%	0.00%
2011	0.00	0.01%	0.00%
2012	0.00	0.01%	0.00%
2013	0.00	0.01%	0.00%
2014	0.00	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Norfolk Island: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Kingston	2,034	0.00	100.00	0.01	0.00
<b>Total</b>		<b>0.00</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.17 PALAU

### Web 2.0 Technologies (US\$ Million): Palau 2004 - 2014

Year	Palau	% of Region	% of Globe
2004	0.00	0.01%	0.00%
2005	0.00	0.01%	0.00%
2006	0.00	0.01%	0.00%
2007	0.00	0.01%	0.00%
2008	0.00	0.01%	0.00%
2009	0.00	0.01%	0.00%
2010	0.00	0.01%	0.00%
2011	0.00	0.01%	0.00%
2012	0.00	0.01%	0.00%
2013	0.00	0.01%	0.00%
2014	0.01	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

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**Palau: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Koror	1,988	0.00	100.00	0.01	0.00
<b>Total</b>		<b>0.00</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.18 SOLOMON ISLANDS

**Web 2.0 Technologies (US\$ Million): Solomon Islands 2004 - 2014**

Year	Solomon Islands	% of Region	% of Globe
2004	0.01	0.09%	0.00%
2005	0.01	0.09%	0.00%
2006	0.01	0.09%	0.00%
2007	0.01	0.09%	0.00%
2008	0.01	0.09%	0.00%
2009	0.02	0.09%	0.00%
2010	0.02	0.09%	0.00%
2011	0.02	0.09%	0.00%
2012	0.03	0.09%	0.00%
2013	0.03	0.09%	0.00%
2014	0.03	0.09%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Solomon Islands: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Honiara	1,710	0.02	100.00	0.09	0.00
<b>Total</b>		<b>0.02</b>	<b>100.00</b>	<b>0.09</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.19 THE NORTHERN MARIANA ISLAND

### Web 2.0 Technologies (US\$ Million): The Northern Mariana Island 2004 - 2014

Year	The Northern Mariana Island	% of Region	% of Globe
2004	0.01	0.10%	0.00%
2005	0.01	0.10%	0.00%
2006	0.01	0.10%	0.00%
2007	0.01	0.10%	0.00%
2008	0.01	0.10%	0.00%
2009	0.02	0.10%	0.00%
2010	0.02	0.10%	0.00%
2011	0.03	0.10%	0.00%
2012	0.03	0.10%	0.00%
2013	0.03	0.10%	0.00%
2014	0.04	0.10%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### The Northern Mariana Island: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Saipan	1,686	0.02	100.00	0.10	0.00
<b>Total</b>		<b>0.02</b>	<b>100.00</b>	<b>0.10</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.20 TOKELAU

### Web 2.0 Technologies (US\$ Million): Tokelau 2004 - 2014

Year	Tokelau	% of Region	% of Globe
2004	0.00	0.00%	0.00%
2005	0.00	0.00%	0.00%
2006	0.00	0.00%	0.00%
2007	0.00	0.00%	0.00%
2008	0.00	0.00%	0.00%
2009	0.00	0.00%	0.00%
2010	0.00	0.00%	0.00%
2011	0.00	0.00%	0.00%
2012	0.00	0.00%	0.00%
2013	0.00	0.00%	0.00%
2014	0.00	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Tokelau: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Tokelau	2,077	0.00	100.00	0.00	0.00
<b>Total</b>		<b>0.00</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**8.21 TONGA****Web 2.0 Technologies (US\$ Million): Tonga 2004 - 2014**

Year	Tonga	% of Region	% of Globe
2004	0.01	0.11%	0.00%
2005	0.01	0.11%	0.00%
2006	0.01	0.10%	0.00%
2007	0.01	0.10%	0.00%
2008	0.01	0.10%	0.00%
2009	0.02	0.10%	0.00%
2010	0.02	0.09%	0.00%
2011	0.02	0.09%	0.00%
2012	0.03	0.09%	0.00%
2013	0.03	0.09%	0.00%
2014	0.03	0.08%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Tonga: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Nuku'alofa	1,696	0.02	100.00	0.10	0.00
<b>Total</b>		<b>0.02</b>	<b>100.00</b>	<b>0.10</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.22 TUVALU

### Web 2.0 Technologies (US\$ Million): Tuvalu 2004 - 2014

Year	Tuvalu	% of Region	% of Globe
2004	0.00	0.00%	0.00%
2005	0.00	0.00%	0.00%
2006	0.00	0.00%	0.00%
2007	0.00	0.00%	0.00%
2008	0.00	0.00%	0.00%
2009	0.00	0.00%	0.00%
2010	0.00	0.00%	0.00%
2011	0.00	0.00%	0.00%
2012	0.00	0.00%	0.00%
2013	0.00	0.00%	0.00%
2014	0.00	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Tuvalu: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Funafuti	2,072	0.00	100.00	0.00	0.00
<b>Total</b>		<b>0.00</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.23 VANUATU

### Web 2.0 Technologies (US\$ Million): Vanuatu 2004 - 2014

Year	Vanuatu	% of Region	% of Globe
2004	0.01	0.08%	0.00%
2005	0.01	0.08%	0.00%
2006	0.01	0.08%	0.00%
2007	0.01	0.08%	0.00%
2008	0.01	0.08%	0.00%
2009	0.01	0.08%	0.00%
2010	0.02	0.08%	0.00%
2011	0.02	0.08%	0.00%
2012	0.03	0.09%	0.00%
2013	0.03	0.09%	0.00%
2014	0.03	0.09%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



**Vanuatu: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Port Vila	1,723	0.01	100.00	0.08	0.00
<b>Total</b>		<b>0.01</b>	<b>100.00</b>	<b>0.08</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**8.24 WALLIS AND FUTUNA****Web 2.0 Technologies (US\$ Million): Wallis and Futuna 2004 - 2014**

Year	Wallis and Futuna	% of Region	% of Globe
2004	0.00	0.01%	0.00%
2005	0.00	0.01%	0.00%
2006	0.00	0.01%	0.00%
2007	0.00	0.01%	0.00%
2008	0.00	0.01%	0.00%
2009	0.00	0.01%	0.00%
2010	0.00	0.01%	0.00%
2011	0.00	0.01%	0.00%
2012	0.00	0.01%	0.00%
2013	0.00	0.01%	0.00%
2014	0.00	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Wallis and Futuna: Web 2.0 Technologies in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Mata-Utu	2,026	0.00	100.00	0.01	0.00
<b>Total</b>		<b>0.00</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.25 WESTERN SAMOA

### Web 2.0 Technologies (US\$ Million): Western Samoa 2004 - 2014

Year	Western Samoa	% of Region	% of Globe
2004	0.01	0.13%	0.00%
2005	0.01	0.13%	0.00%
2006	0.01	0.13%	0.00%
2007	0.01	0.13%	0.00%
2008	0.02	0.14%	0.00%
2009	0.02	0.14%	0.00%
2010	0.03	0.14%	0.00%
2011	0.04	0.14%	0.00%
2012	0.04	0.14%	0.00%
2013	0.05	0.14%	0.00%
2014	0.05	0.14%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Western Samoa: Web 2.0 Technologies in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Apia	1,600	0.02	100.00	0.14	0.00
<b>Total</b>		<b>0.02</b>	<b>100.00</b>	<b>0.14</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

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