



# Contents

<b>Preface</b>	5
<b>Executive Summary</b>	6
<b>The Czech Internet Economy: A Snapshot</b>	8
Active Local Internet Users	8
Internet Access	8
Online Shopping – The Price Is Right	9
Productivity Benefits	9
<b>The Internet’s Impact: GDP and Beyond</b>	10
Internet GDP Calculated	11
Beyond GDP: Consumer and Business Economic Impacts	13
Beyond GDP: Higher Productivity	14
Beyond GDP: Broader Social Benefits...and a Few Concerns	15
<b>Industries Transformed</b>	16
How Established Companies Are Adapting	16
Reshaping Industry	17
<b>The Big Embrace by Small and Medium Enterprises</b>	21
<b>Internet Intensity</b>	26
In OECD Countries	26
Elsewhere in the World	28
<b>The Czech Internet: High Potential for Progress</b>	29
<b>Appendix: Methodology</b>	32
<b>Note to the Reader</b>	35