

---

# European SeniorWatch Observatory & Inventory

senior  watch

by  
Lutz Kubitschke

empirica

Gesellschaft für Kommunikations- und Technologieforschung mbH

1st Industry Expert Technology Watch Group Meeting, March 19

hosted by

**EICTA**

European Information and Communications Technology Industry Association

---

# Research Context

- funded by the European Community under the "Information Society Technology" Programme (1998-2002) in the context of the 5th Framework Programme
- feeding into the EU's 6th Framework Programme
- project consortium:

WRC

 STAKES

 EURAG

nederlands platform  
  
ouderen en europa

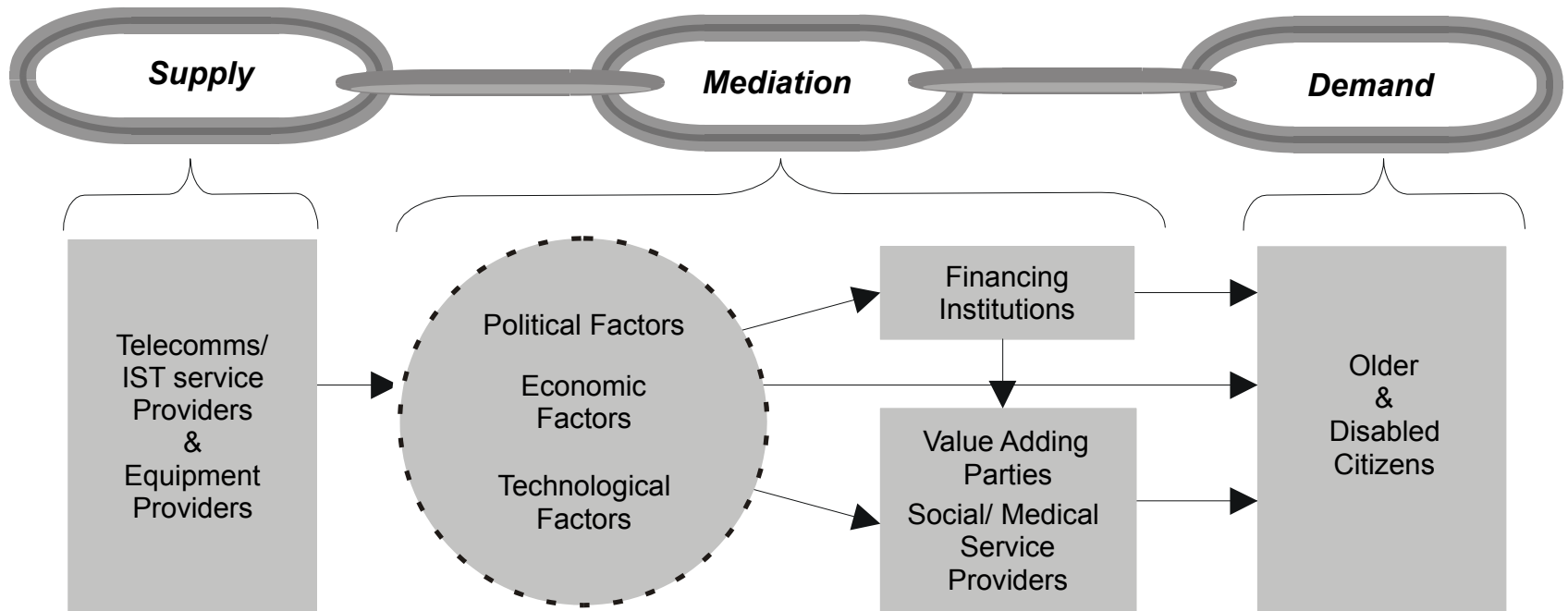
 empirica

- subcontractors in Europe, USA and Japan

## Overall objectives

- **to better understand and monitor market dynamics of IST relevant for older people**
- **to provide a unique and global source of empirical information on market potential**
- **to contribute to EU industrial and social policies**

# The underlying market model



# The supply side

**General purpose IST**

such as:

- telephony
- internet
- broadcast

**Care-related IST**

such as:

- remote medical care
- remote social care
- remote support of daily living

**Accessibility-related IST**

such as:

- text telephony
- relay services
- TV audio description

# The demand side

## Residential consumers:

- older people who are well of
- older people receiving care
- informal carers

- e.g. 120 Mio people aged 50+ (EU)
- e.g. 8.6 Mio elderly living alone (EU)
- e.g. 2.0 Mio people with difficulties leaving home (EU)

## Institutions:

- care service providers
- re-imburses

- e.g. 420 providers of outpatient elderly care in the city of Hamburg

# Mediating factors

## Demand side

- Individual factors such as:
- awareness
  - income/purchasing power
  - ability/willingness to pay

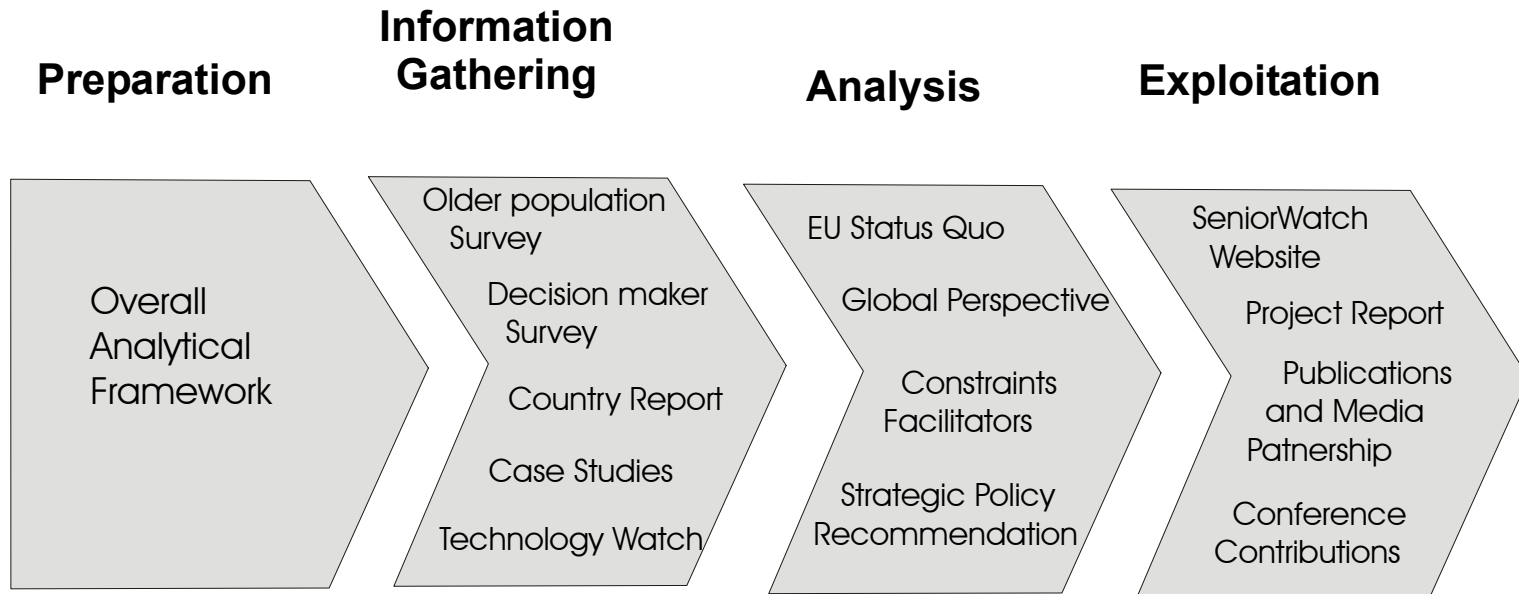
## Supply side

- Market factors such as:
- market targeting
  - knowledge of elderly market
  - pricing

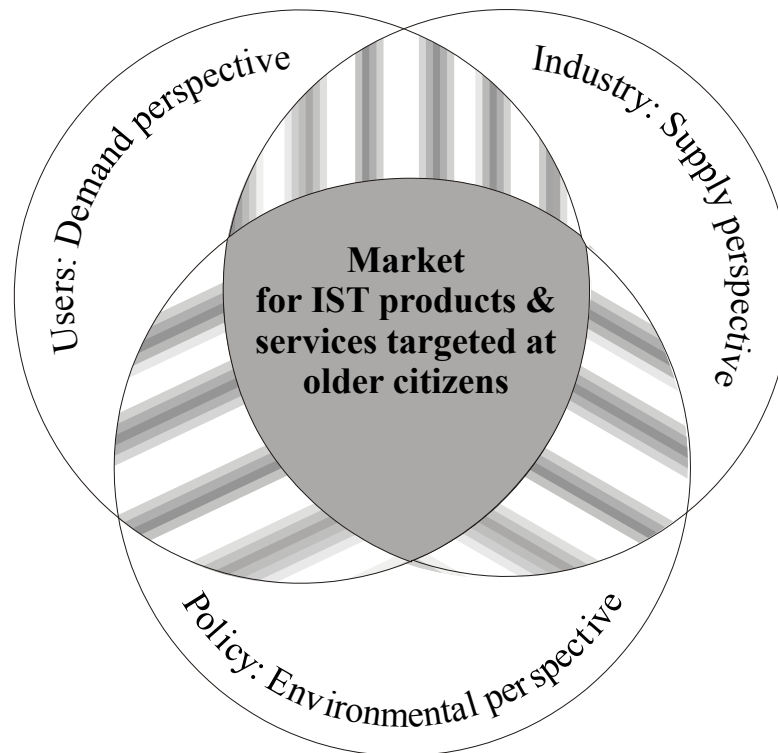
## Environment

- Structural factors such as:
- reimbursement
  - policy re older people
  - network roll out

# Project phases



# Analytical approach



# Expected results



## Empirical information

- Representative EU-wide market data
- Country reports (EU, USA, Japan)
- Case studies



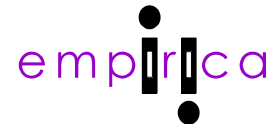
## Analysis

- Technology watch report
- Status-quo re IST usage in the EU
- Benchmarking of EU versus USA/Japan
- Strategic policy recommendations

# Thank you for your attention !

In case of further questions please contact:

**Lutz Kubitschke**



**Gesellschaft für Kommunikations- und Technologieforschung mbH**

**Oxfordstr. 2, D - 53111 Bonn / Germany**

**Fax: +49 (2 28) 9 85 30-12**

**Tel.: +49 (2 28) 9 85 30-0**

**[Lutz.Kubitschke@empirica.com](mailto:Lutz.Kubitschke@empirica.com)**

**[www.seniorwatch.de](http://www.seniorwatch.de)**

**[www.empirica.com](http://www.empirica.com)**