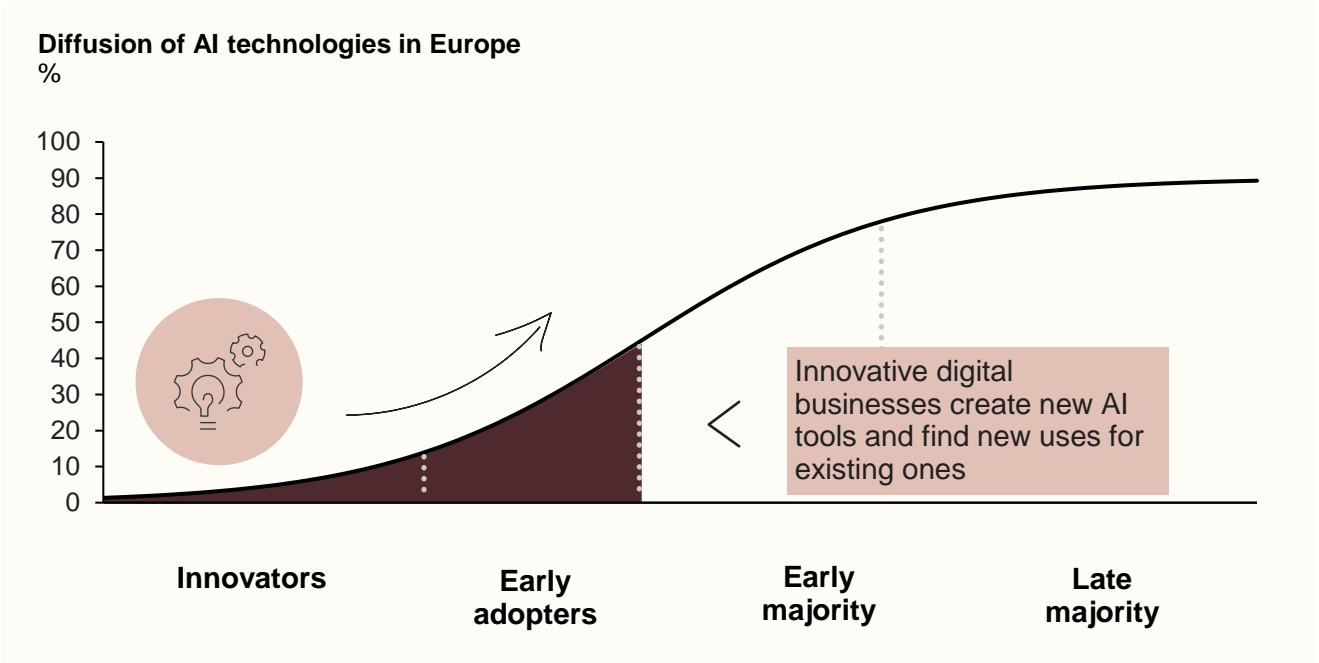
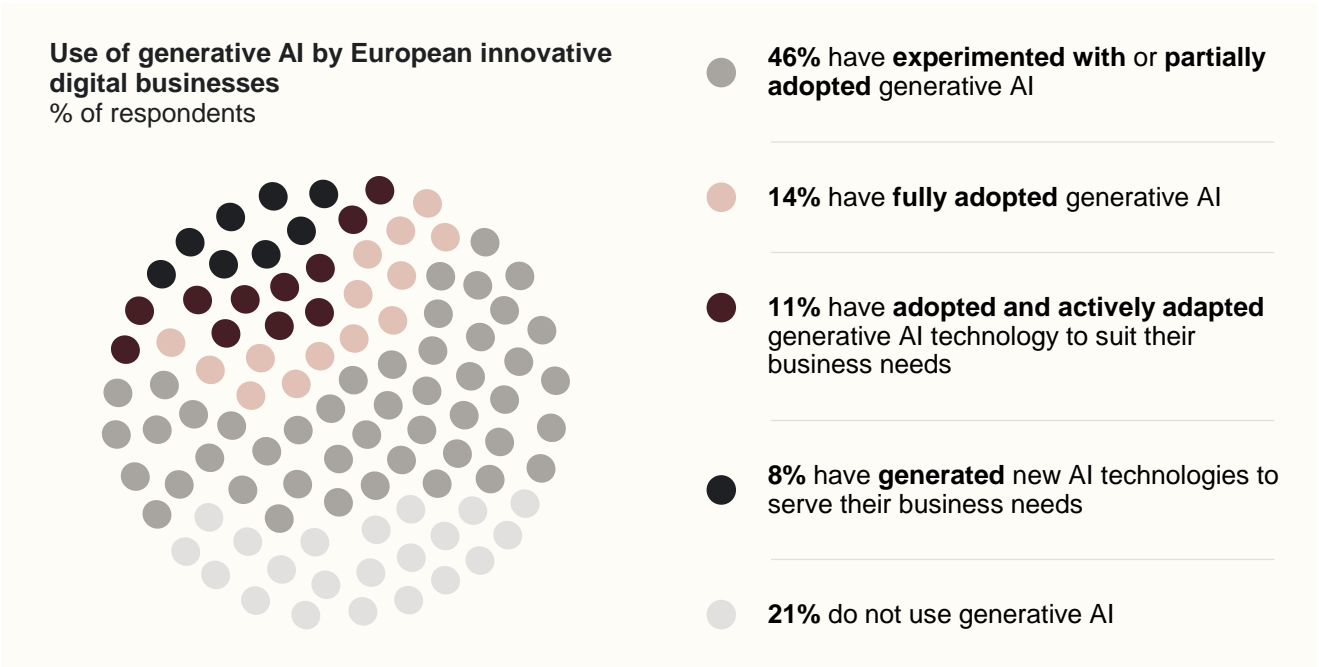


# Innovative digital businesses propel AI adoption across the Norwegian economy

As creators, adapters and early adopters, innovative digital businesses are catalysts for disseminating AI to the rest of the economy

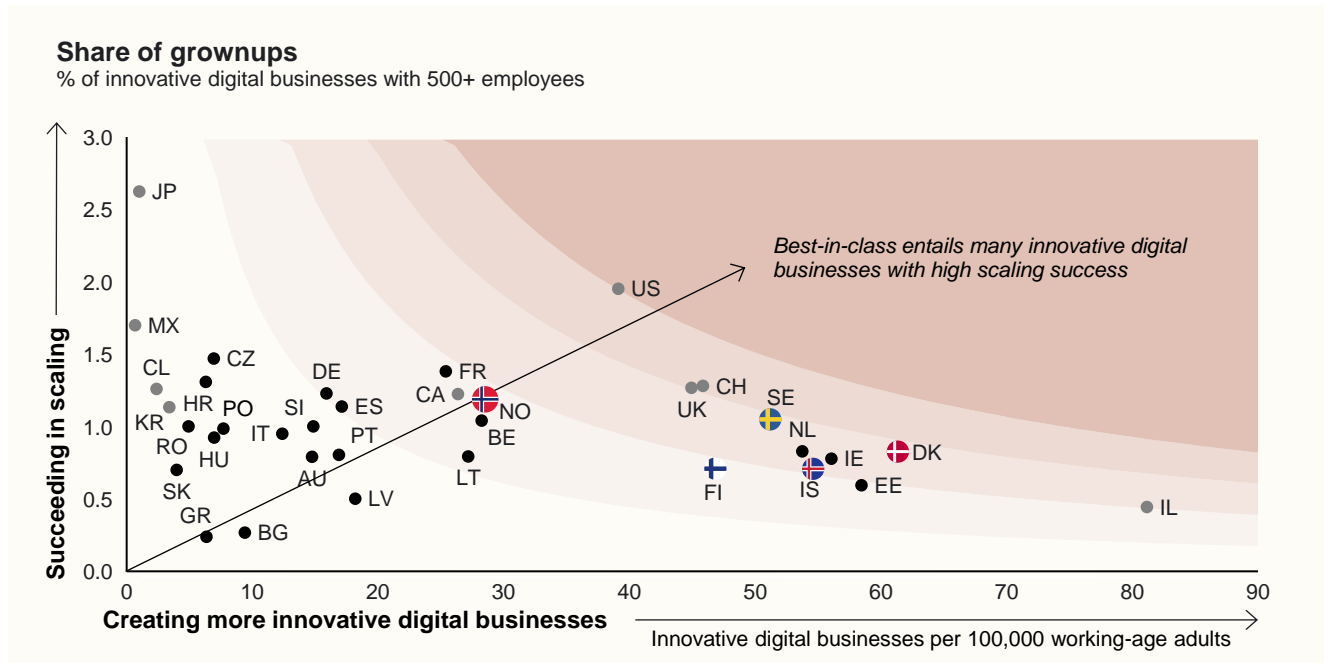


79% of European innovative digital businesses use generative AI



# AI can supercharge the ecosystem of innovative digital businesses in Norway, boosting productivity and competitiveness

Norway needs more and better innovative digital businesses to be on a par with the best



If Norway scales up innovative digital businesses to the levels of leading OECD countries, this could...



Create **33,000 high-value jobs**, supporting the future competitiveness of the Norwegian workforce



Contribute **NOK 45 billion** annually to the economy

