

The Rise of Digital Everything

Sevag Papazian

What is Digital Everything?



Digital Economy

60%



of global GDP will be digital by 2022

42%



of task hours performed by machines by 2022 – 29% in 2018

Digital Consumption

95%



of purchases expected via eCommerce by 2040

99%



of Government Services are available digitally in Estonia

Digital Life

2.5-3 Hours



spent daily on social media in the largest ME countries

\$3.1 Million



Earned by winners of Dota 2 vs. 2.9 Million winning Wimbledon

What is fueling it?



Drivers of digital growth



Connectivity

From 3B to 4.5B
Internet users
in 5 years



Data

33 zetabytes –
500B smartphones



Devices

50-50 / 7B devices
(22B by 2025)



Computing

Trillion-fold
increase



Ease of access



Funding

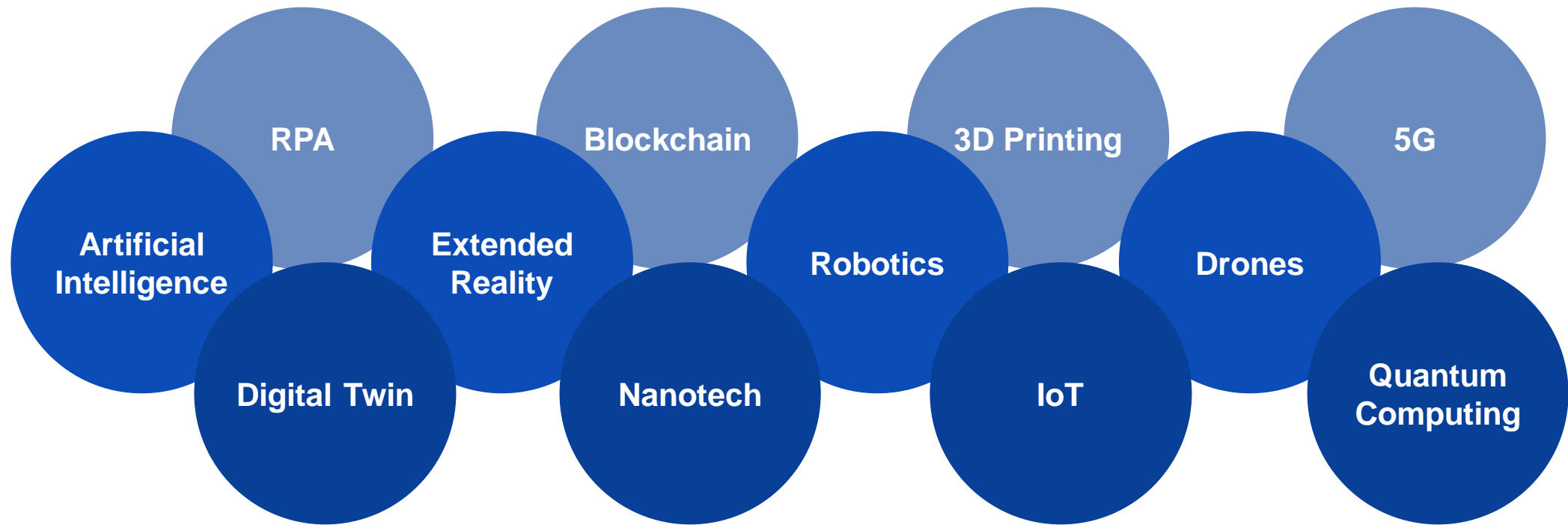


Government awareness



Digital literacy

Emerging technologies – hope or hype?



What are the implications?



Connectivity and interaction

Connecting with anyone,
anywhere and anytime

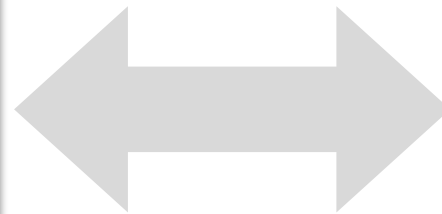


... at the expense of physical
and social interaction



Power of data

Great insights and decision making



... where individuals are the product

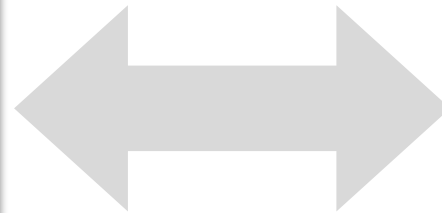


Untapped opportunities

Easier access to
markets



... where the winner
takes it all



Convergence of physical and digital worlds

Frictionless experience
through devices



... increasing vulnerability
to significant attacks





- **What are the biggest opportunities in our digital era?**

- **What are the most promising technologies?**

- **How to address concerns and shortcomings?**

Thank you



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