

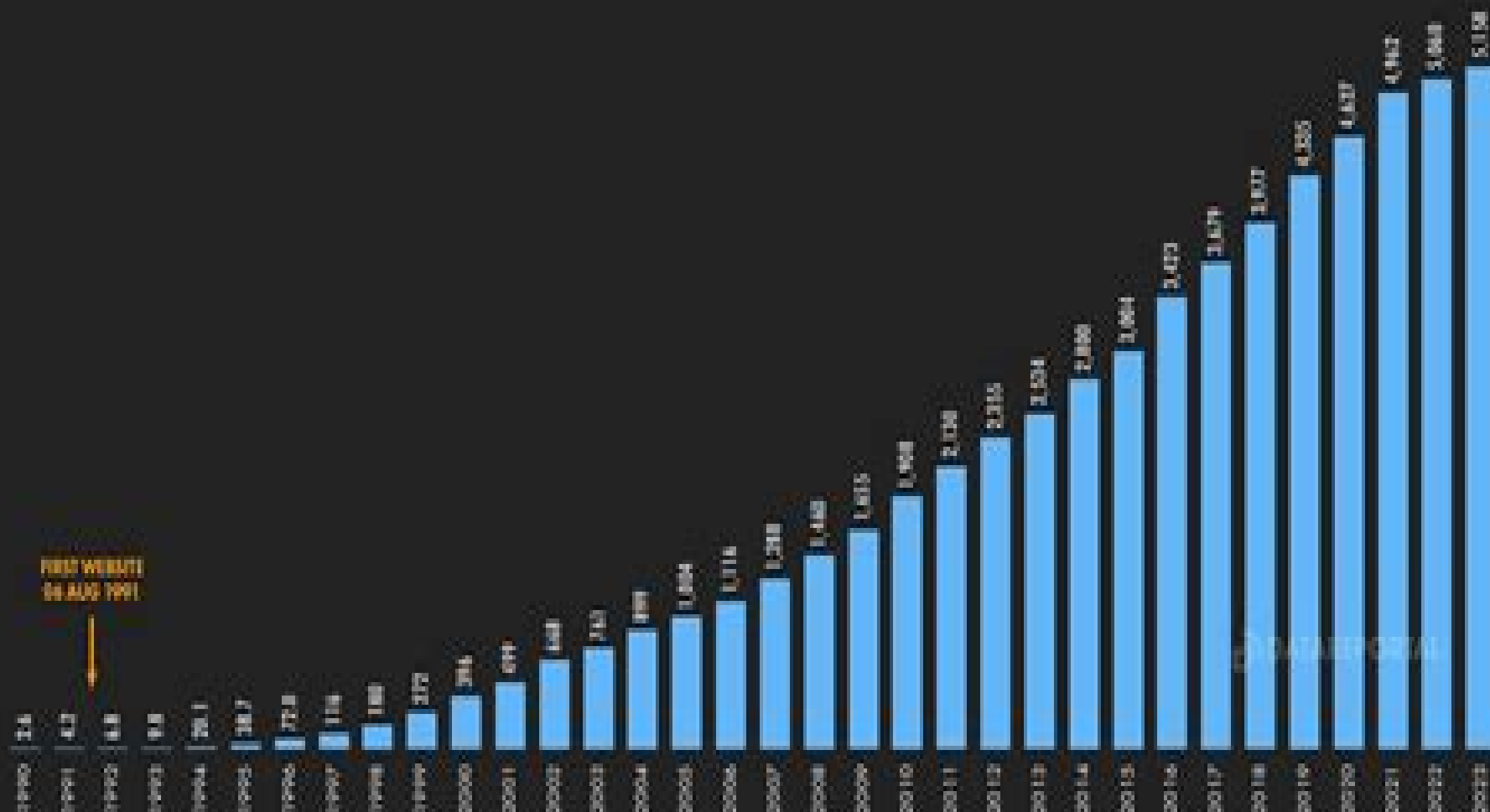
JAN
2023

INTERNET USERS: TIMELINE

NUMBER OF INTERNET USERS BY YEAR (IN MILLIONS)



GLOBAL OVERVIEW



FIRST WEBSITE
28 AUG 1991

DATA REPORTAL

SOURCES: EUROPEAN COMMISSION, PICO DATA, INTERNATIONAL TELEGRAPHIC UNION, GOOGLE'S ADVERTISING RESOURCES, CIA WORLD FACTBOOK, CHINA'S STATE INFORMATION SECURITY ADMINISTRATION, **WORLDWIDE WEB**. FOR THE PERIOD 1990-1991, PICO DATA AND EUROPEAN COMMISSION DATA WERE USED. FOR 1992-1993, PICO DATA WERE USED. FOR 1994-1995, PICO DATA WERE USED. FOR 1996-1997, PICO DATA WERE USED. FOR 1998-1999, PICO DATA WERE USED. FOR 2000-2001, PICO DATA WERE USED. FOR 2002-2003, PICO DATA WERE USED. FOR 2004-2005, PICO DATA WERE USED. FOR 2006-2007, PICO DATA WERE USED. FOR 2008-2009, PICO DATA WERE USED. FOR 2010-2011, PICO DATA WERE USED. FOR 2012-2013, PICO DATA WERE USED. FOR 2014-2015, PICO DATA WERE USED. FOR 2016-2017, PICO DATA WERE USED. FOR 2018-2019, PICO DATA WERE USED. FOR 2020-2021, PICO DATA WERE USED. FOR 2022-2023, PICO DATA WERE USED. **COMPARABILITY:** 1990-1991 AND 1992-1993 FIGURES MAY NOT MATCH OR CORRELATE WITH FIGURES PROVIDED BY OTHER SOURCES. ALL FIGURES ARE THE LATEST AVAILABLE DATA, BUT SOME SOURCES MAY HAVE BEEN UPDATED IN THE PAST YEAR. SEE **WORLDWIDE WEB** FOR DETAILS.

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Digital State How The Internet Is Changing Everything

**United States. Congress. Senate.
Committee on Banking, Housing, and
Urban Affairs. Subcommittee on
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Digital State How The Internet Is Changing Everything:

Digital State Simon Pont, 2013-06-03 What is the Digital State What is our Digital State of Mind What does this Digital State mean for brands and for businesses Big data new distribution platforms content collaboration geo targeting crowdsourcing viral marketing mobile apps the technological revolution has transformed the way society communicates and understands itself and unleashed a whirlwind of new possibilities for marketers as well as new risks Mirroring the collaborative play space Tim Berners Lee first envisaged for the internet Digital State brings together Simon Pont and 13 thought leaders drawn from the worlds of advertising marketing media publishing law finance and more to explore what the digital age means for us as individuals and the implications for the brands seeking to engage with us Edited and part written by Simon Pont Digital State explores the possibilities and pitfalls of our digital age an age where people can be brought together and new opportunities explored like never before Contributors include Faris Yakob Strategist creative director writer public speaker former Chief Innovation Officer MDC Partners Judd Labarthe Former Executive Planning Director Argonauten Bettina Sherick SVP Digital Strategic Marketing 20th Century Fox International Austen Kay Co founder Christian Johnsen Global Strategy Director Aegis North America and cocreator of This Place Hans Andersson Senior Partner Forsman Tamara Quinn Head of Intellectual Property Berwin Leighton Paisner Nicholas Pont SVP PIMCO Vicki Connerty Head of Newcastle ZenithOptimedia Australia Malcolm Hunter Brand Greg Grimmer Co founder Hurrell Moseley Dawson Stefan Terry Founder of Leap of Being former Managing Partner Heavenly Group Ltd

Digital Inferno Levy, Paul, 2014-10-13 How many times do you check something on the internet but find you are drifting aimlessly from one link to another If you can't answer the phone when it rings and you spend hours a week on social media and you read your texts instead of kissing your loved one goodnight and you don't give your kids proper attention because you just have to prioritize new responses to your tweet then this book is for you The digital world is spreading like an inferno a swirling hot storm of change possibility addiction passion manipulation creativity and abuse It demands our attention and encourages us to be always on with its constant updates and feedback It is exciting but it can also be overwhelming And it's developing faster than our ability to deal with it To adherents of digital living and working any criticism is uncool a sign of being out of touch Refreshingly Digital Inferno is neither simple indictment nor unqualified endorsement Rather it's about holding your own in the digital realm adapting in a healthy way to the new reality It offers a conscious path that allows you to derive the benefits you need but also to manage the dangers Packed with a wealth of practical advice Digital Inferno describes numerous methods to enable you to step back from constant digital activity and virtual living and to pay more attention to the real world You'll find exercises to overcome tiredness from digital contact and to develop skills to enable you to remain awake and aware Crucially you will be master of the digital realm to abstain from contact when you need to but also freely to immerse yourself when you choose to We don't need to shun new technology but we do need to be armed with an understanding of its challenges problems and

limitations This book provides the tools you will need to meet the future consciously Big Data Analytics for Internet of Things Tausifa Jan Saleem, Mohammad Ahsan Chishti, 2021-03-23 BIG DATA ANALYTICS FOR INTERNET OF THINGS Discover the latest developments in IoT Big Data with a new resource from established and emerging leaders in the field Big Data Analytics for Internet of Things delivers a comprehensive overview of all aspects of big data analytics in Internet of Things IoT systems The book includes discussions of the enabling technologies of IoT data analytics types of IoT data analytics challenges in IoT data analytics demand for IoT data analytics computing platforms analytical tools privacy and security The distinguished editors have included resources that address key techniques in the analysis of IoT data The book demonstrates how to select the appropriate techniques to unearth valuable insights from IoT data and offers novel designs for IoT systems With an abiding focus on practical strategies with concrete applications for data analysts and IoT professionals Big Data Analytics for Internet of Things also offers readers A thorough introduction to the Internet of Things including IoT architectures enabling technologies and applications An exploration of the intersection between the Internet of Things and Big Data including IoT as a source of Big Data the unique characteristics of IoT data etc A discussion of the IoT data analytics including the data analytical requirements of IoT data and the types of IoT analytics including predictive descriptive and prescriptive analytics A treatment of machine learning techniques for IoT data analytics Perfect for professionals industry practitioners and researchers engaged in big data analytics related to IoT systems Big Data Analytics for Internet of Things will also earn a place in the libraries of IoT designers and manufacturers interested in facilitating the efficient implementation of data analytics strategies Networks of Power in Digital Copyright Law and Policy Benjamin Farrand, 2014-02-24 In this book Benjamin Farrand employs an interdisciplinary approach that combines legal analysis with political theory to explore the development of copyright law in the EU Farrand utilises Foucault's concept of Networks of Power and Culpepper's Quiet Politics to assess the adoption and enforcement of copyright law in the EU including the role of industry representative cross border licensing and judicial approaches to territorial restrictions Focusing in particular on legislative initiatives concerning copyright digital music and the internet Networks of Power in Digital Copyright Law and Policy Political Salience Expertise and the Legislative Process demonstrates the connection between copyright law and complex network relationships This book presents an original socio political theoretical framework for assessing developments in copyright law that will interest researchers and post graduate students of law and politics as well as those more particularly concerned with political theory EU and copyright law Effective Digital Marketing for Improving Society Behavior Toward DEI and SDGs Pereira, Inês Veiga, Pires, Paulo Botelho, Santos, José Duarte, 2023-11-14 As the world continues to grapple with issues of diversity equity and inclusion DEI organizations face numerous challenges in determining the most effective digital marketing strategies to promote DEI and contribute to achieving sustainable development goals SDGs These challenges can include determining the main objectives deciding on the ideal means to communicate with the

target market and measuring the impact of the strategies implemented Effective Digital Marketing for Improving Society Behavior Toward DEI and SDGs provides a comprehensive solution to these challenges Edited by In s Pereira Paulo Alexandre and Jos Duarte Santos this book offers readers a wide range of knowledge areas including corporate social responsibility marginalized communities and sustainability index providing the necessary skills to understand and apply different digital marketing and communication strategies Aimed at a diverse audience including management and marketing academics digital marketing managers and consultants social marketers NPOs managers and brand communication managers this book serves as an essential guide for anyone seeking to develop effective digital marketing and communication strategies that promote DEI and contribute to achieving SDGs By providing practical guidance on non profit marketing storytelling for DEI and sustainability the book helps organizations measure their impact contributing to improved society behavior towards DEI and SDGs

The Better Mousetrap Simon Pont,2012-11-03 Advertising can be great Great advertising that is Brands live or die on the power of their advertising and the advertiser s role is to build better mousetraps But why do we love certain brands and passionately or indifferently reject the rest What do our brands say about us And why do we feel so compelled to use digital brands to say even more Advertising has always been the hard sell and subtle hustle that piques our interest and gets us thinking I WANT that but in a world that now moves with binary speed the Brand Game is taking ever new and remarkable turns in its pursuit of better and faster mice A provocative and insightful look at the chase The Better Mousetrap lifts the lid on the brand and advertising strategies of leading companies who in a world redefined by digital media are setting the best traps for these ever quicker mice

Paid Attention Faris Yakob,2015-04-03 As ever the onus is on brands to find compelling ways to earn the attention of the consumer Yet content scarcity has given way to overload fixed channels have dissolved into fluid networks and audiences have become participants in consumer driven conversations This shift requires a new course of action for brands it demands new marketing imperatives Paid Attention is a guide to modern advertising ideas what they are why they are evolving and how to have them Spanning communication theory neuroscience creativity and innovation media history branding and emerging technologies it explores the strategic creation process and how to package ideas to attract the most attention in the advertising industry Packed with real world examples of advertising campaigns for companies including Sony Red Bull HP and many more Paid Attention provides a robust model for influencing human behaviour Referencing a wide body of theory and praxis from behavioural economics and sociology to technology and even science fiction Faris Yakob maps advertising onto a wider analysis of culture Containing practical advertising and branding templates including a new advertising planning toolkit it is ideal for students and practitioners looking to get noticed in today s cluttered marketplace Online resources include additional toolkits with advice techniques and best practice on brand behaviour new ideas and effective communication

Electronic Authentication and Digital Signature United States. Congress. Senate. Committee on Banking, Housing, and Urban Affairs. Subcommittee

on Financial Services and Technology,1998 What is a 21st Century Brand? Nick Kendall,2015-04-03 What is a 21st century brand How is it changing What is critical now What are the new mantras and principles What are the new ideas for how to do it What do you believe and what would you do therefore What Is a 21st Century Brand features 20 of the best papers produced during the 10 years of The IPA Excellence Diploma Each is a fresh original and uniquely personal perspective from the new generation of leaders across creative media and digital agencies Produced in partnership with internationally recognized advertising body the IPA the book is accompanied by commentary from leading industry thinkers including Stephen Woodford Mark Earls David Wilding and Ian Priest and is edited by Nick Kendall Together they offer multiple perspectives and the opportunity to challenge yourself to consider what you really believe about advertising and branding Structured as 20 provocations written in the form of I believe and therefore the essays are organized into three sections What is a brand How should we engage to build them How should we organise to deliver Highlighting that today s most successful agencies are those which are embracing the new ways to consume content What is a 21st Century Brand delivers cutting edge thinking across all areas of advertising practice questioning the real fundamentals of creating and building brands It is a thought provoking read for any advertising practitioner or student **Electronic Authentication and Digital Signature** Robert F. Bennett,2000-03 Hearing on the ways in which financial institutions Alfred Pollard Dir for Legislative Affairs Bankers Roundtable P Michael Nugent General Counsel Citibank J Scott Lowry Digital Signature Trust Co Robert Kramer Electronic Commerce Working Group Coalition of Service Industries Daniel Greenwood General Counsel Info Technology Div Commonwealth of Massachusetts Richard Mossburg Counsel Ford Motor Credit Co for the Electronic Commerce Forum

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