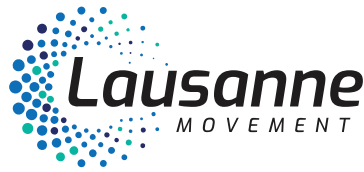


STATE OF THE GREAT COMMISSION

A report on the current + future state



STATE OF THE GREAT COMMISSION

Report prepared for Lausanne Global Congress Seoul 2024

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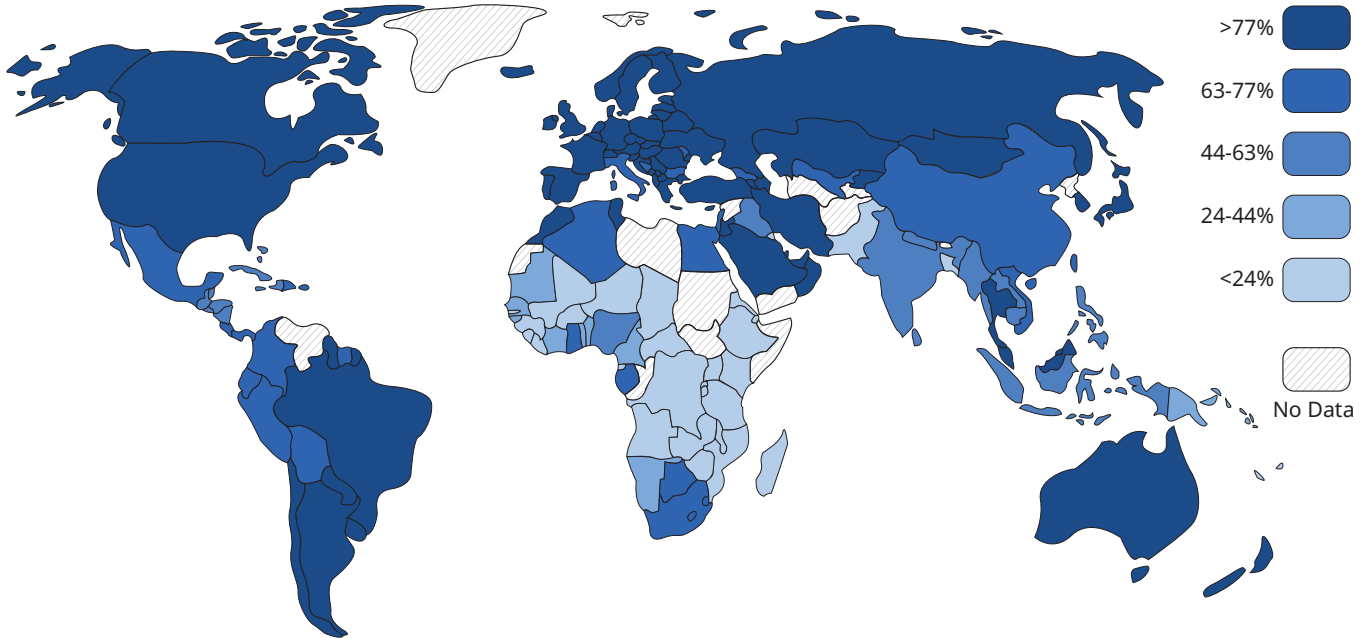
UNDERSTANDING
TECHNOLOGY





DIGITAL CONNECTIVITY

GLOBAL INTERNET USAGE



Source: The World Bank, "Individuals using the internet (% of population)," 2021

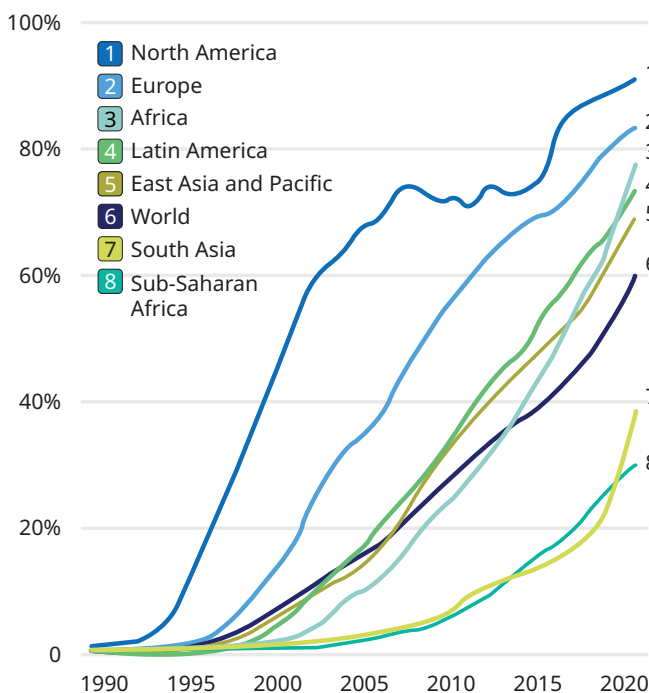
CONNECTED WORLD

Globally, approximately 60 percent of the world is connected to the internet. The percentage of people connected varies across regions. The Americas, Europe, East Asia, and the Middle East are the most connected regions. Although rapidly increasing, South Asia and Sub-Saharan Africa are the least connected regions.

ASIAN INFLUENCE

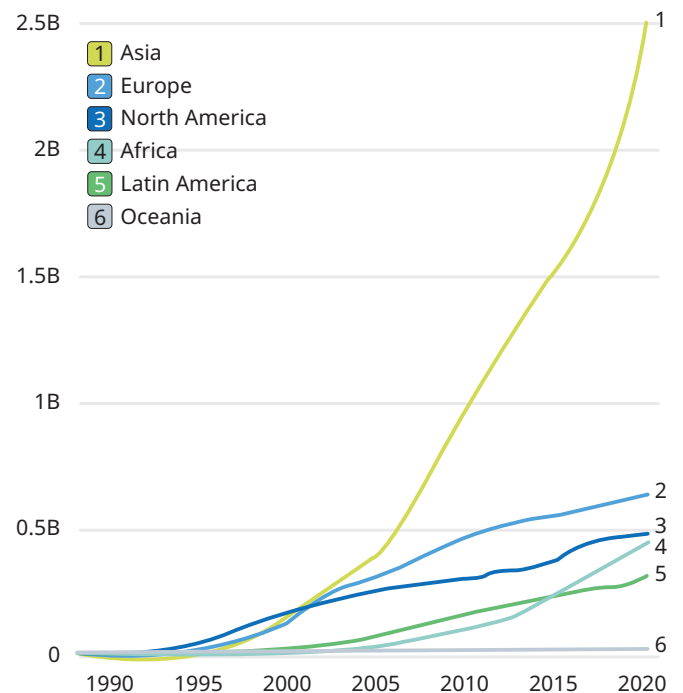
Although portions of Asia are less connected than global average, the number of Asian people using the internet has dramatically increased since 2000. Due to the vast numbers of connected individuals, Asia has an immense influence on the digital world. Similarly, due to vast numbers, the digital mission opportunities in Asia is significant.

% OF PEOPLE ON THE INTERNET



Source: Our World In Data, International Telecommunication Union and UN, 2022

OF PEOPLE USING THE INTERNET

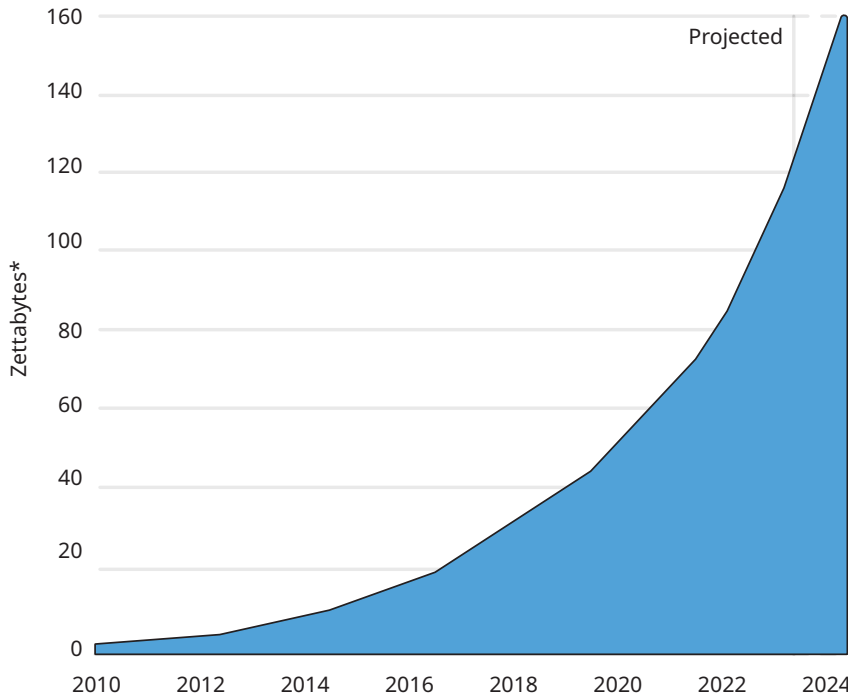


Source: Our World In Data, International Telecommunication Union and UN, 2022; B = Billion



INFORMATION OVERLOAD

INCREASE IN WORLDWIDE DATA



Source: Signals, pg. 72; Reinsel et al. via IDC, 2018; *One zettabyte is equivalent to a trillion gigabytes

A DIGITAL AGE

Since 2010, the total amount of captured and accessible data has rapidly increased with an estimated 60 zettabytes in 2020. This dramatic increase is forecasted to continue to a projected 160-180 zettabytes in 2025.

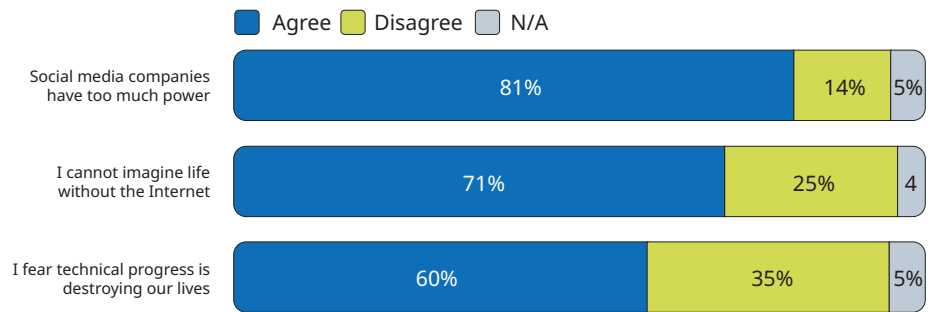
The amount of data available will continue to dramatically increase.

With the advent of global Internet of Things, remote work, in-home entertainment, mobile communications, etc., between 2010 and 2050 data interactions are projected to increase by approximately 5000 percent. Just on WhatsApp alone in 2023, 140 billion messages are exchanged every day between the 2.78 billion users. Arguably the rise of the digital age and access to data is unprecedented and is fundamentally reshaping the world.

WORLD OF SCREENS

In the last half century, much of the world has evolved from a pre-screen world to a world saturated by screens. Screen time globally is increasing every year, having significantly increased during the COVID-19 pandemic. Youth spend more time online than any other generation. Overall, the average daily global screen time is 6:37 and climbing.

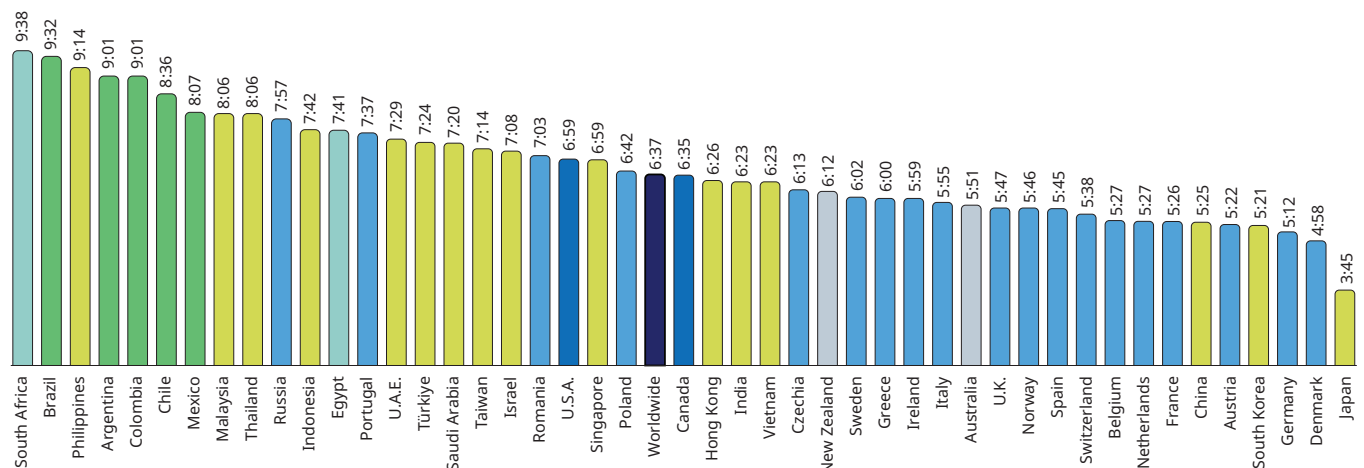
GLOBAL PUBLIC PERCEPTION ABOUT TECHNOLOGY



Source: Ipsos, "Global Trends," 2023

DAILY TIME USING THE INTERNET

Average amount of time (in hours and minutes) that users aged 16 to 64 spend on the internet



Source: GWI (GlobalWebIndex), Q3 2022



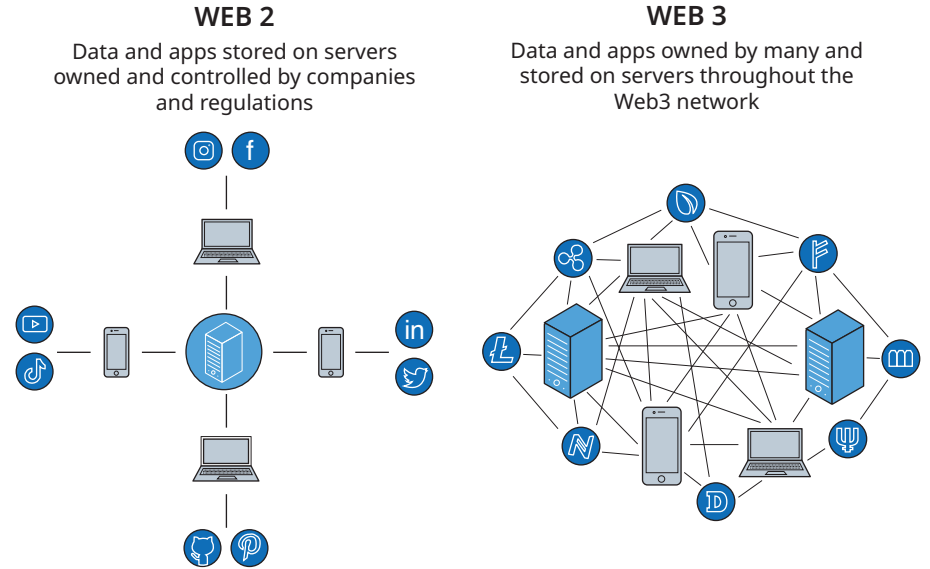
WEB 3

DECENTRALIZATION

The development of Web 3 is a fundamental shift in technology and ideology towards decentralization, shifting power to the individual. The initial format of the internet was designed for reading of information with little interaction. The next phase, or Web 2 allowed users to both consume and create content for free within spaces designed and owned by tech companies.

Web 3 shifts towards a decentralized model where users cannot only consume and create, but also own and influence the decentralized network, owning their own data. This shifts the ownership and power to the individual.

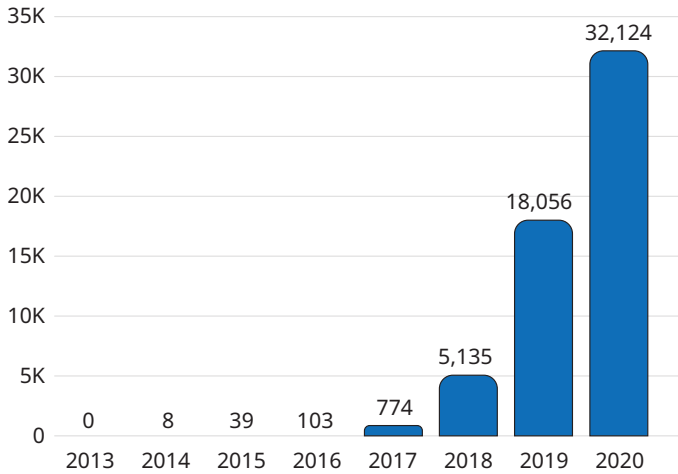
WHAT IS WEB 3?



Source: Skip Level, "An Intro on Web3 for Product Managers," 2022

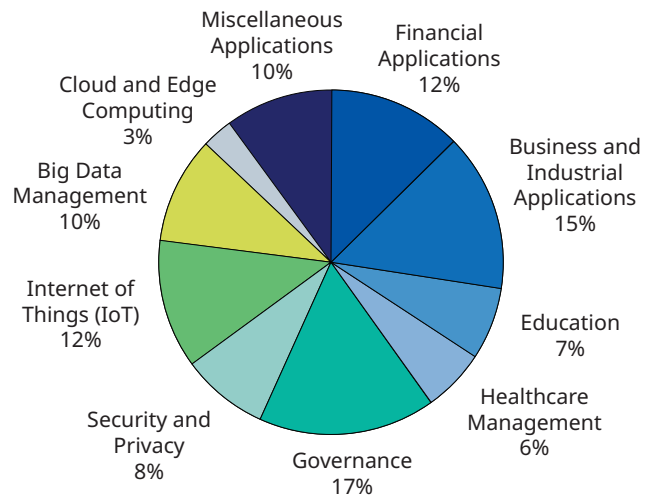
INCREASE OF BLOCKCHAIN RESEARCH

Number of Blockchain papers published yearly



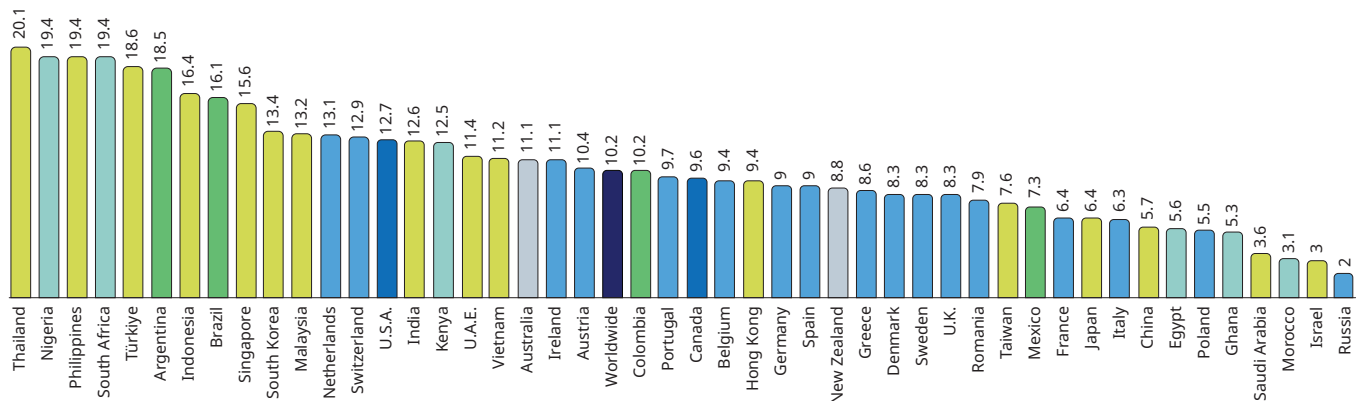
Source: King Saud University, "Emerging Trends in Blockchain Technology," 2022

RISE OF WEB3 RESEARCH



Source: King Saud University, "Emerging Trends in Blockchain Technology," 2022

% CRYPTOCURRENCY OWNERSHIP

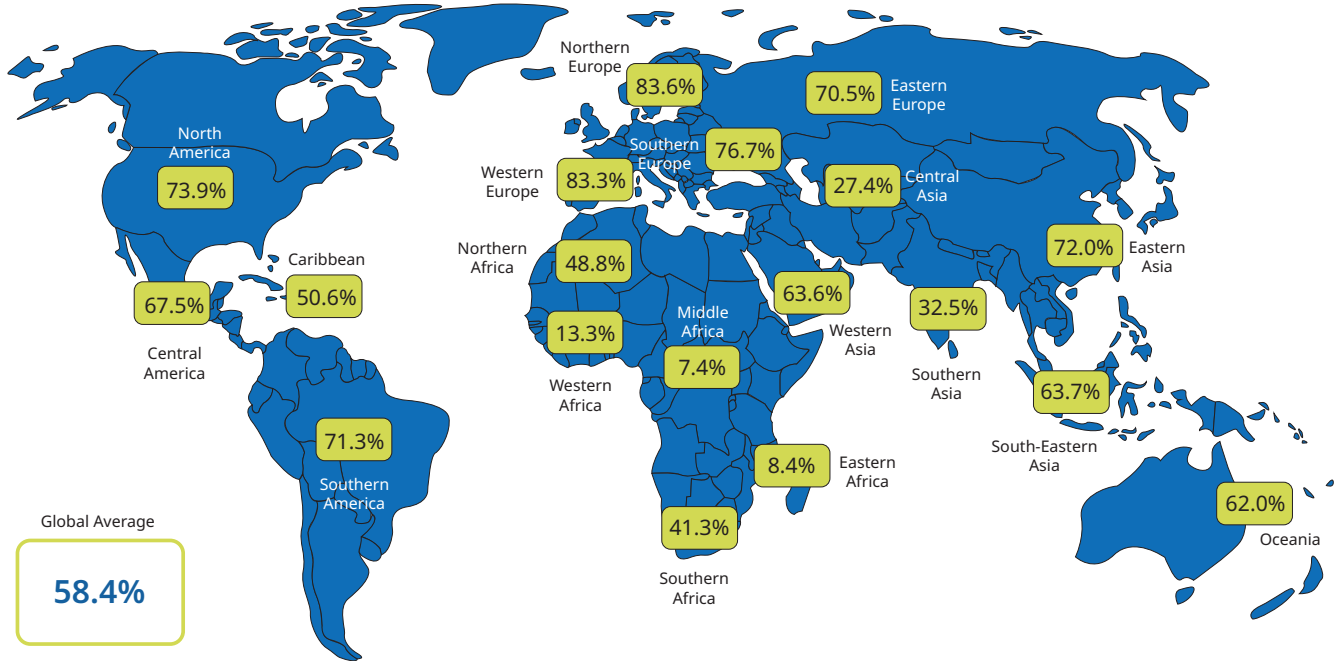


Source: GWI (GlobalWebIndex), Q3 2022



GLOBAL SOCIAL MEDIA

REGIONAL PERCENTAGE OF SOCIAL MEDIA USERS



Source: Meltwater Global Report, 2023

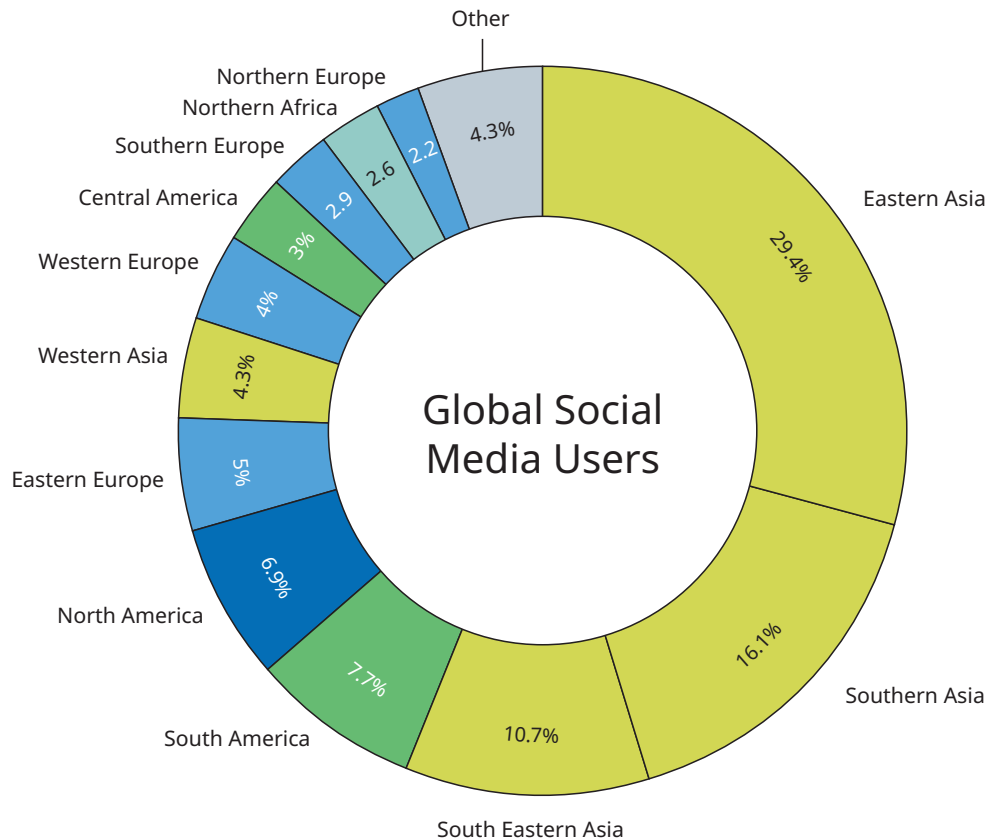
GLOBAL REACH

As of 2023, the majority of the world, or an estimated 4.8 billion individuals, use social media on a regular basis. The average daily time of social media use in 2023 is estimated around 2 hours and 20 minutes per day. With only a small number of companies owning the most used platforms, the global reach and influence of these platforms is unprecedented.

The majority of the world are social media users.

The majority of global social media users are in Asia, even though the percent of population that uses social media varies. Middle, Western, and Eastern Africa have the lowest adoption rate globally with at most 13 percent of the population utilizing social media. Europe tops the highest percentage of its population on social media, with approximately 83 percent.

SHARE OF GLOBAL SOCIAL MEDIA USERS



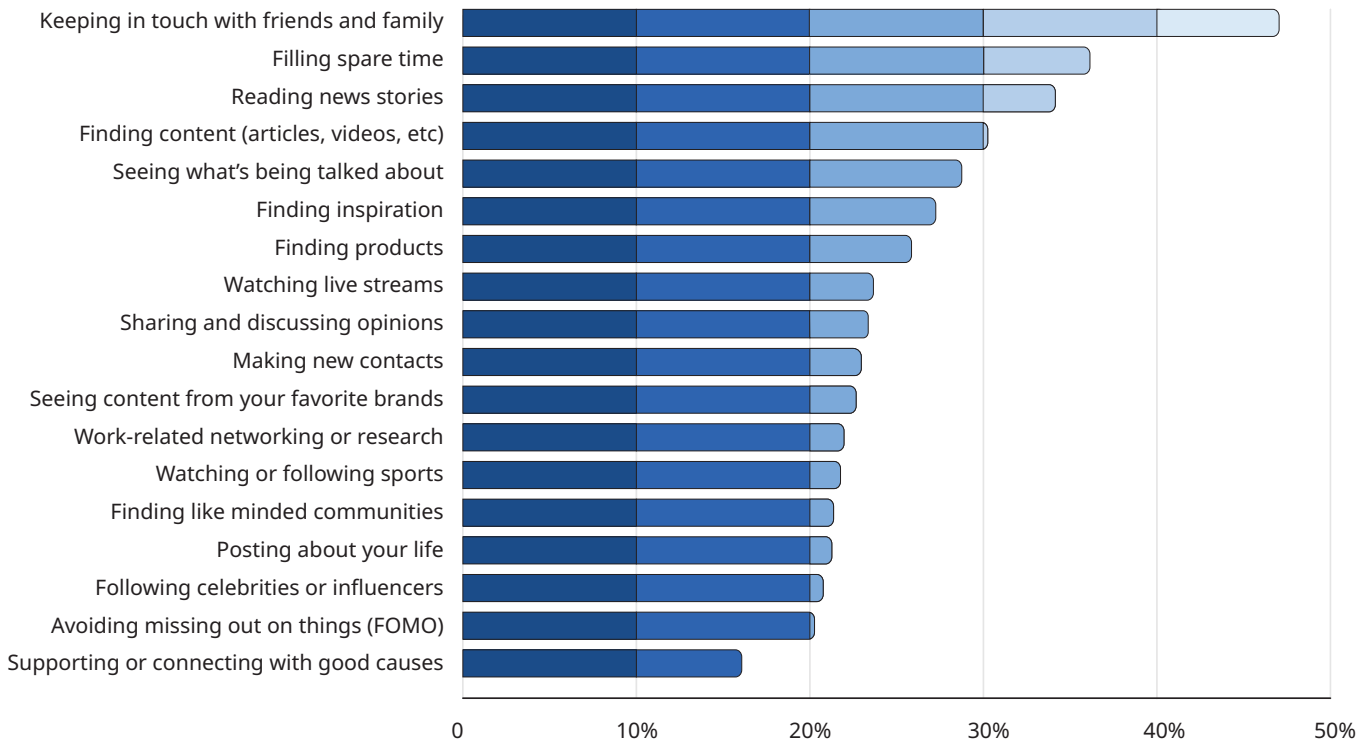
Source: Meltwater Global Report, 2023



SOCIAL MEDIA

REASONS FOR USING SOCIAL MEDIA

Primary reasons why global internet users aged 16 to 64 use social media platforms



Source: GWI (GlobalWebIndex), Q3 2022

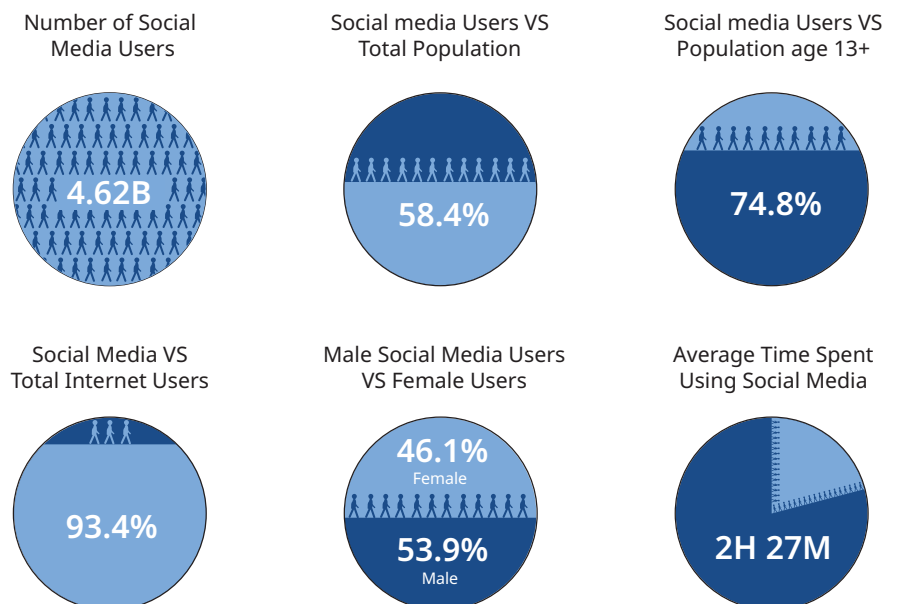
MOST USED SOCIAL MEDIA

- Facebook (2,958M users)
- Youtube (2,542M users)
- WhatsApp (2,000M users)
- Instagram (2,000M users)
- WeChat (1,309M users)
- Tiktok (1,051M users)
- FB Messenger (931M users)
- Douyin (715M users)
- Telegram (700M users)
- Snapchat (635M users)
- Kuaishou (626M users)
- Sina Weibo (584M users)
- QQ (574M users)
- X (556M users)
- Pinterest (445M users)

EASY CONNECTION, EASY DISTRACTION

With global individuals spending an estimated average of 2 hours and 20 minutes on social media per day, the purpose of this time is critical to examine. The majority of social media use is to keep in touch with family and friends. However, it is also notable that the second highest purpose for why people use social media is to fill spare time.

SOCIAL MEDIA FACTS



Source: DataReportal, "Digital 2022: Global Overview Report"

Source: GWI (GlobalWebIndex), Q3 2022

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