Big Data for Better or Worse:

Transforming Stakeholders & Development; Influenced by ICT Governance/Policy

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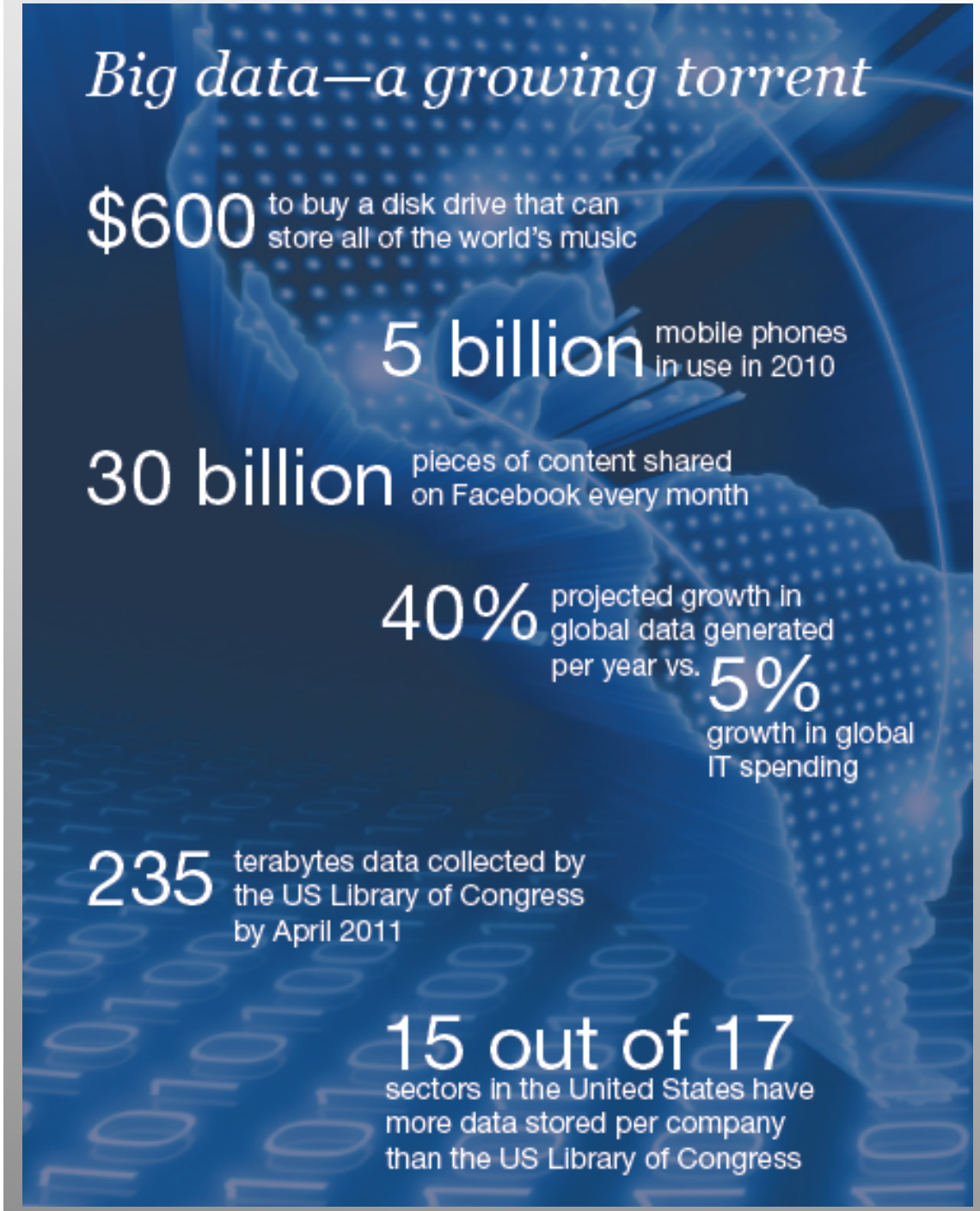
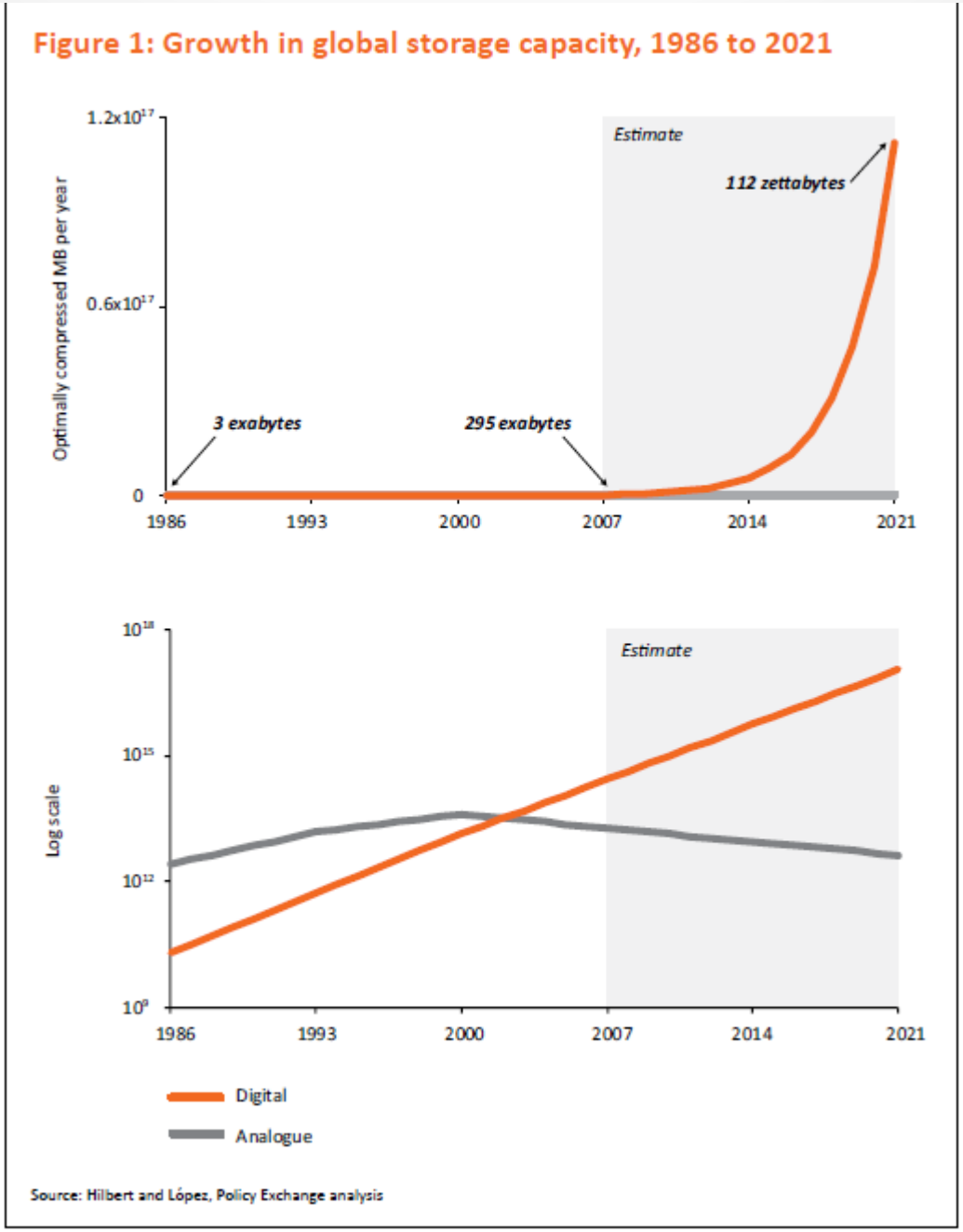


1000 Bytes = 1 **Kilbyte**
1000 Kilobytes = **1 Megabyte**
1000 Megabytes = **1 Gigabyte**
1000 Gigabytes = **1 Terabyte**
1000 Terabytes = **1 Petabyte**
1000 Petabytes = **1 Exabyte**
1000 Exabytes = **1 Zettabyte**
1000 Zettabyte = **1 Zottabyte**
1000 Zottabyte = **1 Brontobyte**
(that is a 1 followed by **27 zeroes**)

What's next.....

Global Digital Data
2000 - 3 Exabytes
2005 – 150 Exabytes
2010 – 1200 Exabytes
2011 – 1.8 Zettabytes (today's estimate)
2020 estimate - 35 zettabytes (IDC estimate)

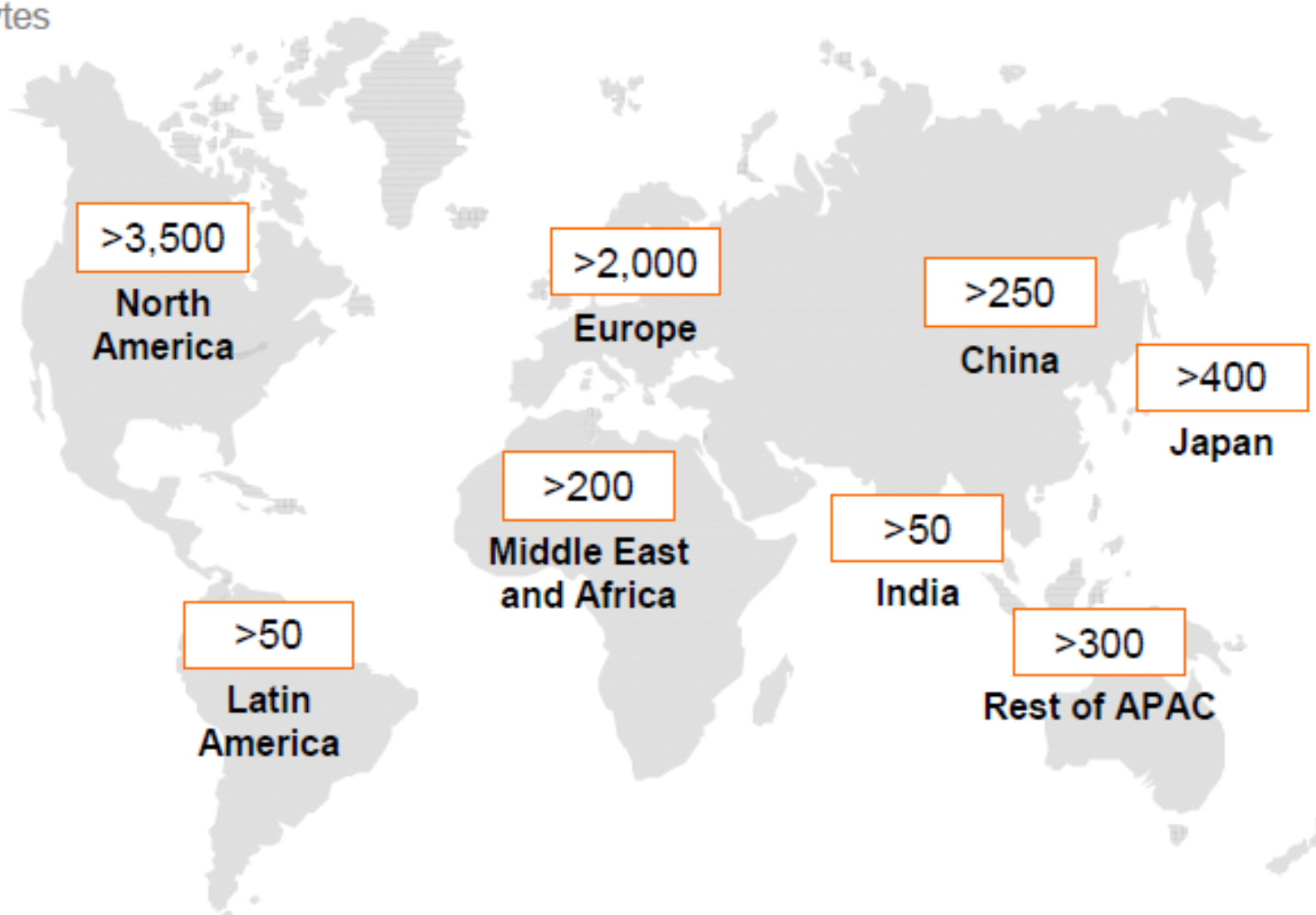
Storage capacity growing



Amount of new data stored varies across geography

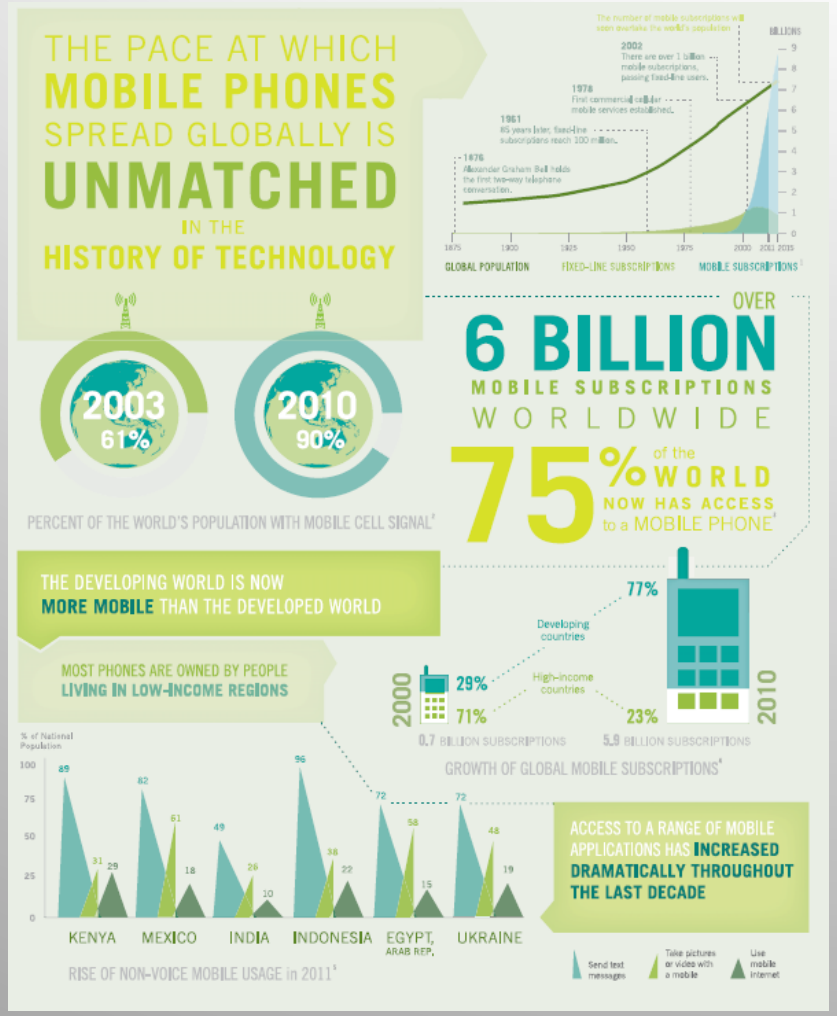
New data stored[1] by geography, 2010

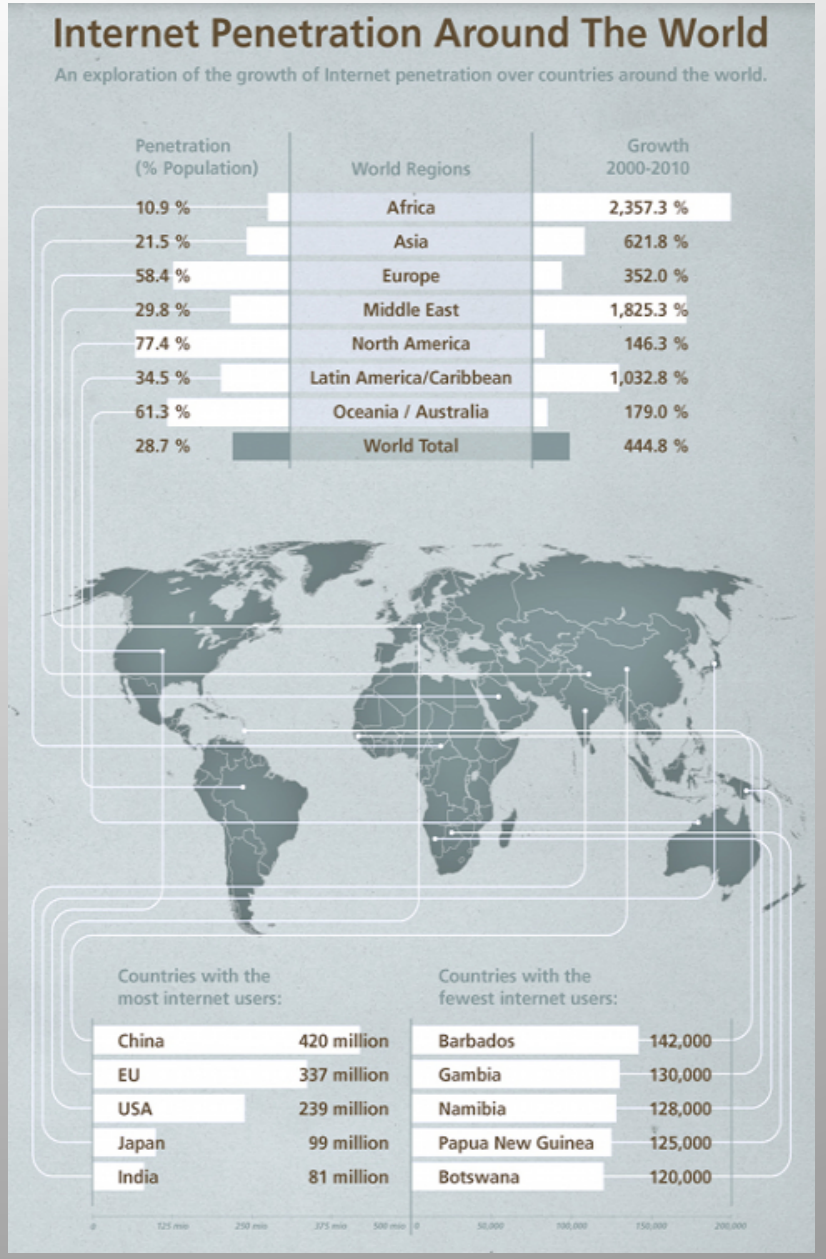
Petabytes



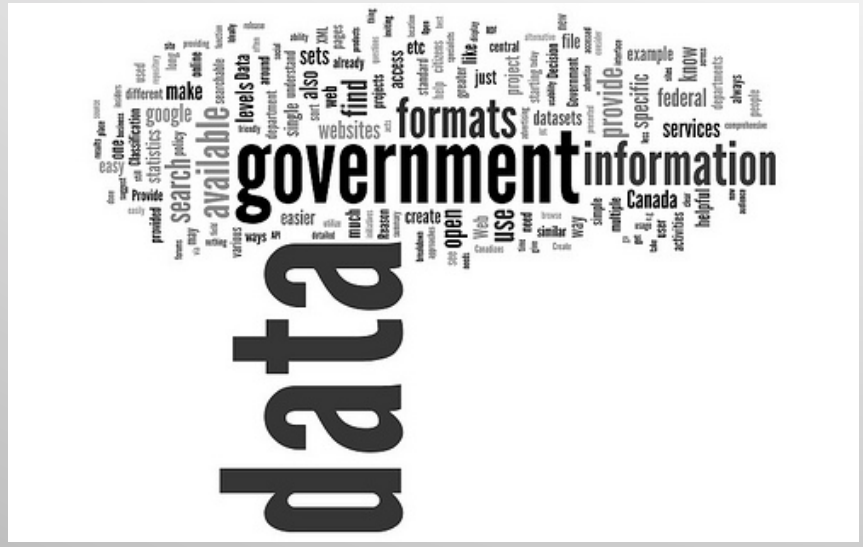
1 New data stored defined as the amount of available storage used in a given year; see appendix for more on the definition and assumptions.

SOURCE: IDC storage reports; McKinsey Global Institute analysis

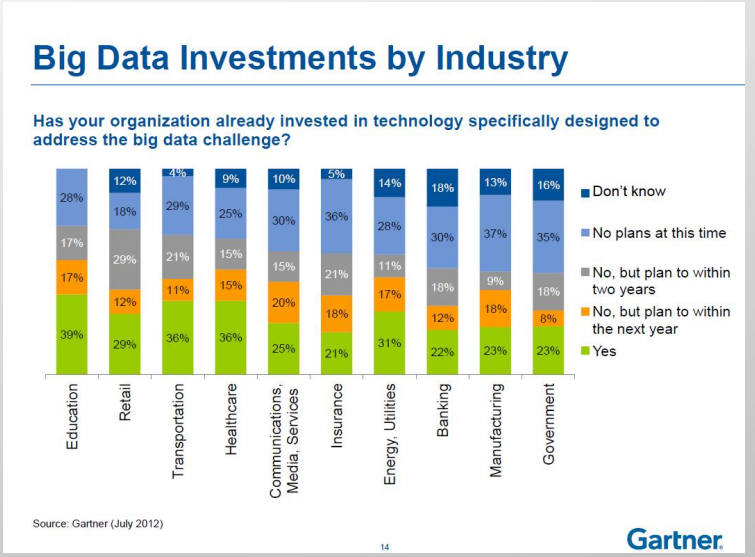

THE PACE AT WHICH
MOBILE PHONES
SPREAD GLOBALLY IS
UNMATCHED
IN THE
HISTORY OF TECHNOLOGY
1876
1961
1978
2002
GLOBAL POPULATION
FIXED-LINE SUBSCRIPTIONS
MOBILE SUBSCRIPTIONS
2003
61%
2010
90%
PERCENT OF THE WORLD'S POPULATION WITH MOBILE CELL SIGNAL
OVER
6 BILLION
MOBILE SUBSCRIPTIONS
WORLDWIDE
75% of the WORLD
NOW HAS ACCESS
to a MOBILE PHONE
THE DEVELOPING WORLD IS NOW
MORE MOBILE THAN THE DEVELOPED WORLD
MOST PHONES ARE OWNED BY PEOPLE
LIVING IN LOW-INCOME REGIONS
2000
29%
71%
0.7 BILLION SUBSCRIPTIONS
Developing countries
High-income countries
77%
23%
2010
5.9 BILLION SUBSCRIPTIONS
GROWTH OF GLOBAL MOBILE SUBSCRIPTIONS
% of National Population
KENYA
MEXICO
INDIA
INDONESIA
EGYPT, ARAB REP.
UKRAINE
RISE OF NON-VOICE MOBILE USAGE in 2011
ACCESS TO A RANGE OF MOBILE APPLICATIONS HAS INCREASED DRAMATICALLY THROUGHOUT THE LAST DECADE
Send text messages
Take pictures or video with a mobile
Use mobile internet


Internet Penetration Around The World
An exploration of the growth of Internet penetration over countries around the world.
Penetration (% Population)
World Regions
Growth 2000-2010
10.9 % Africa 2,357.3 %
21.5 % Asia 621.8 %
58.4 % Europe 352.0 %
29.8 % Middle East 1,825.3 %
77.4 % North America 146.3 %
34.5 % Latin America/Caribbean 1,032.8 %
61.3 % Oceania / Australia 179.0 %
28.7 % World Total 444.8 %
Countries with the most internet users:
China 420 million
EU 337 million
USA 239 million
Japan 99 million
India 81 million
Countries with the fewest internet users:
Barbados 142,000
Gambia 130,000
Namibia 128,000
Papua New Guinea 125,000
Botswana 120,000

Transforming Government



Transforming Industry

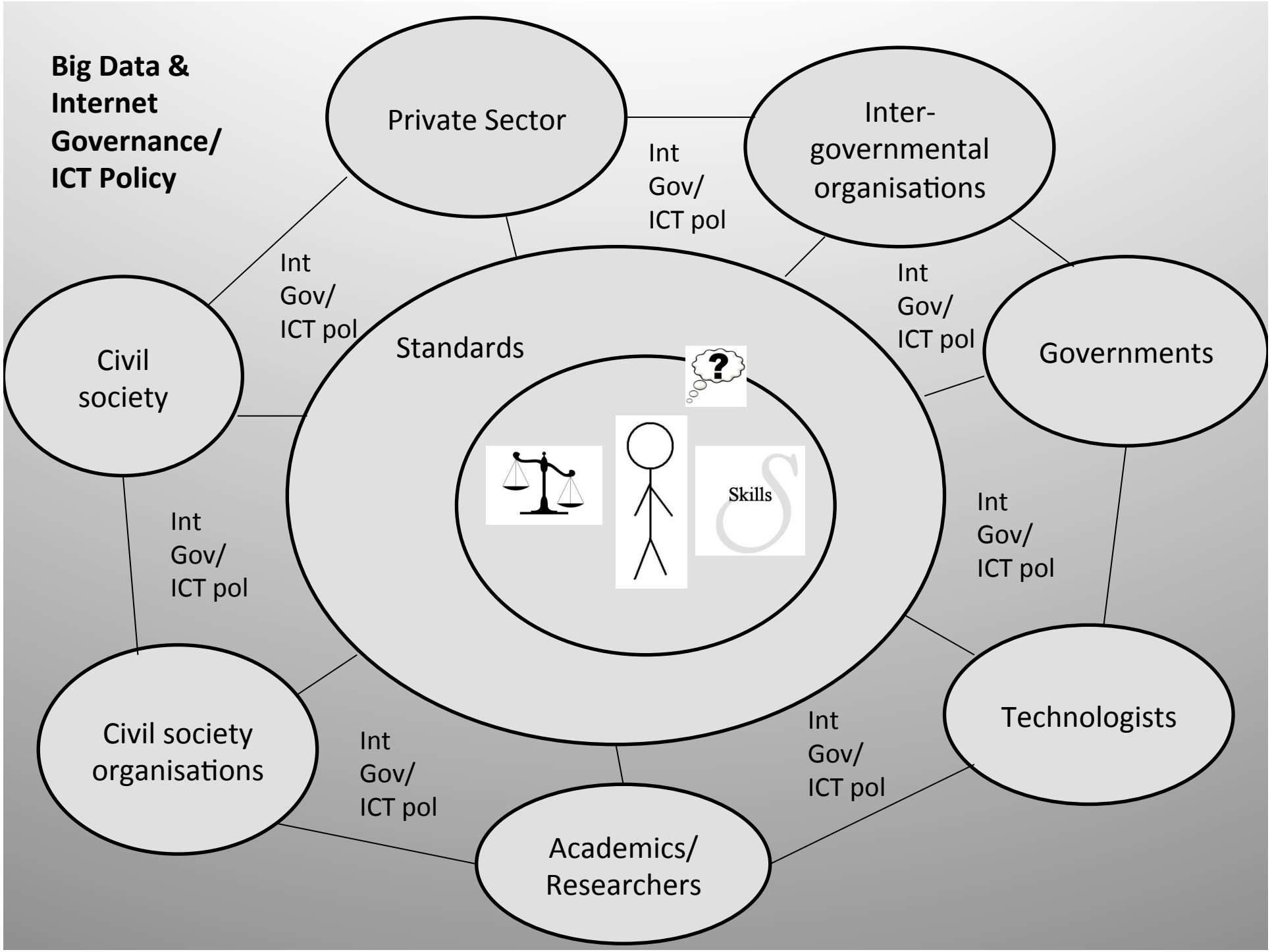


Transforming Development

Transforming Policy

What About You?

Machines driven by big data is helping us to process our information, but are there consequences?


Big Data & Internet Governance/ ICT Policy
Private Sector
Inter-governmental organisations
Civil society
Governments
Civil society organisations
Technologists
Academics/ Researchers
Int Gov/ ICT pol
Int Gov/ ICT pol
Int Gov/ ICT pol
Int Gov/ ICT pol
Int Gov/ ICT pol
Int Gov/ ICT pol
Int Gov/ ICT pol
Standards
?
Skills

Some Unknowns

What type of data will be produced?

How will changes in Internet Governance affect big data ?

How will multiple stakeholders work together to use big data for the benefit of mankind?

What decisions will policy makers take?

How will privacy affect the use of big data?

What will be the effect on Developing countries?

What will be the consequences of big data misuse?

… But let's all focus on using big data for good.

Thank you!

You can also read the briefing paper, upon which this is based

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