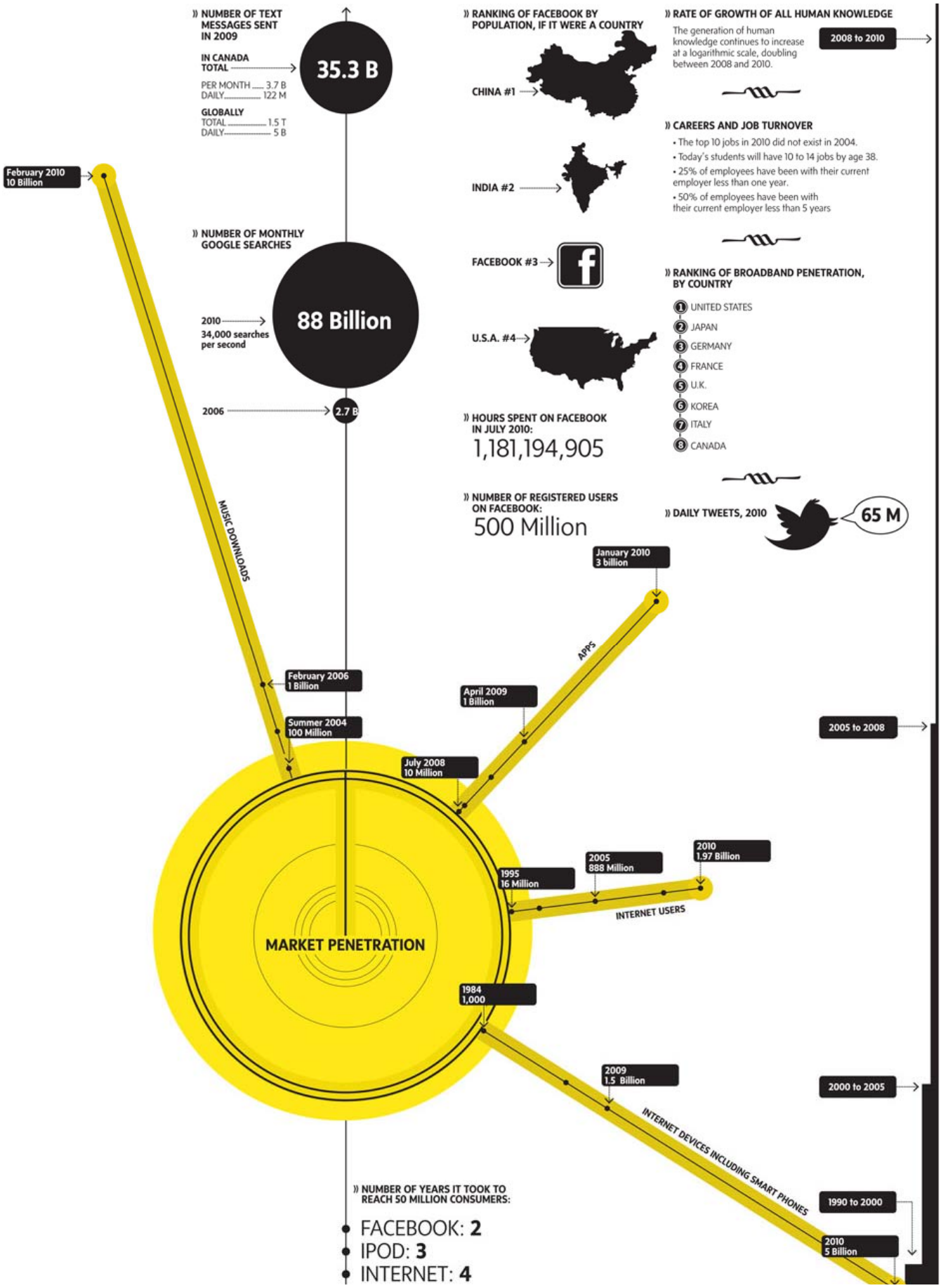
» NUMBER OF TEXT MESSAGES SENT IN 2009
IN CANADA TOTAL
35.3 B
PER MONTH 3.7 B
DAILY 122 M
GLOBALLY
TOTAL 1.5 T
DAILY 5 B
» NUMBER OF MONTHLY GOOGLE SEARCHES
2010
34,000 searches per second
88 Billion
2006
2.7 B
» RANKING OF FACEBOOK BY POPULATION, IF IT WERE A COUNTRY
CHINA #1
INDIA #2
FACEBOOK #3
U.S.A. #4
» HOURS SPENT ON FACEBOOK IN JULY 2010:
1,181,194,905
» NUMBER OF REGISTERED USERS ON FACEBOOK:
500 Million
» RATE OF GROWTH OF ALL HUMAN KNOWLEDGE
The generation of human knowledge continues to increase at a logarithmic scale, doubling between 2008 and 2010.
2008 to 2010
» CAREERS AND JOB TURNOVER
• The top 10 jobs in 2010 did not exist in 2004.
• Today's students will have 10 to 14 jobs by age 38.
• 25% of employees have been with their current employer less than one year.
• 50% of employees have been with their current employer less than 5 years
» RANKING OF BROADBAND PENETRATION, BY COUNTRY
1 UNITED STATES
2 JAPAN
3 GERMANY
4 FRANCE
5 U.K.
6 KOREA
7 ITALY
8 CANADA
» DAILY TWEETS, 2010
65 M
February 2010
10 Billion
MUSIC DOWNLOADS
February 2006
1 Billion
Summer 2004
100 Million
January 2010
3 billion
APPS
April 2009
1 Billion
July 2008
10 Million
2005 to 2008
2010
1.97 Billion
2005
888 Million
1995
16 Million
INTERNET USERS
MARKET PENETRATION
1984
1,000
2009
1.5 Billion
2000 to 2005
INTERNET DEVICES INCLUDING SMART PHONES
1990 to 2000
2010
5 Billion
» NUMBER OF YEARS IT TOOK TO REACH 50 MILLION CONSUMERS:
FACEBOOK: 2
IPOD: 3
INTERNET: 4