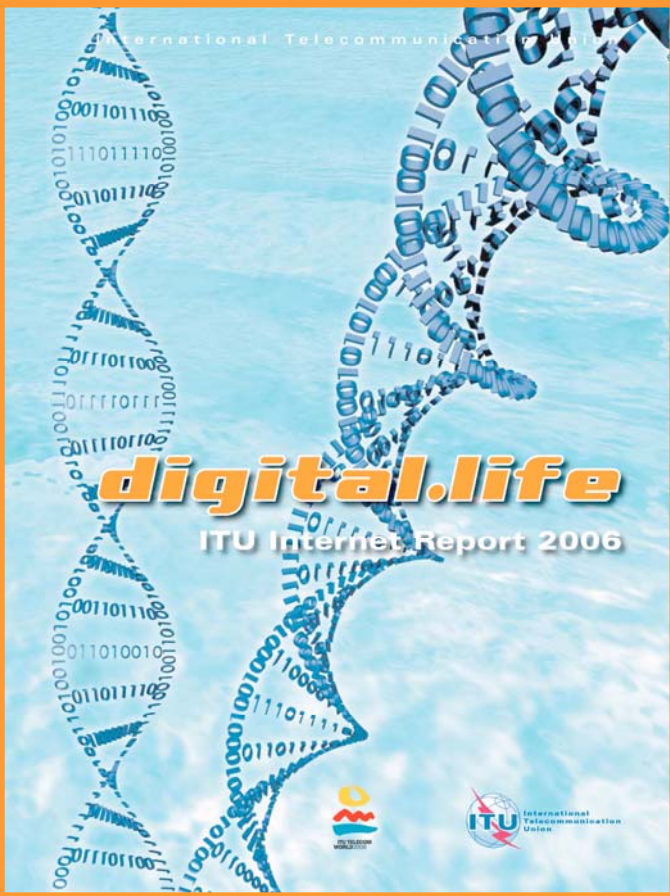


ITU Internet Report 2006:

digital.life

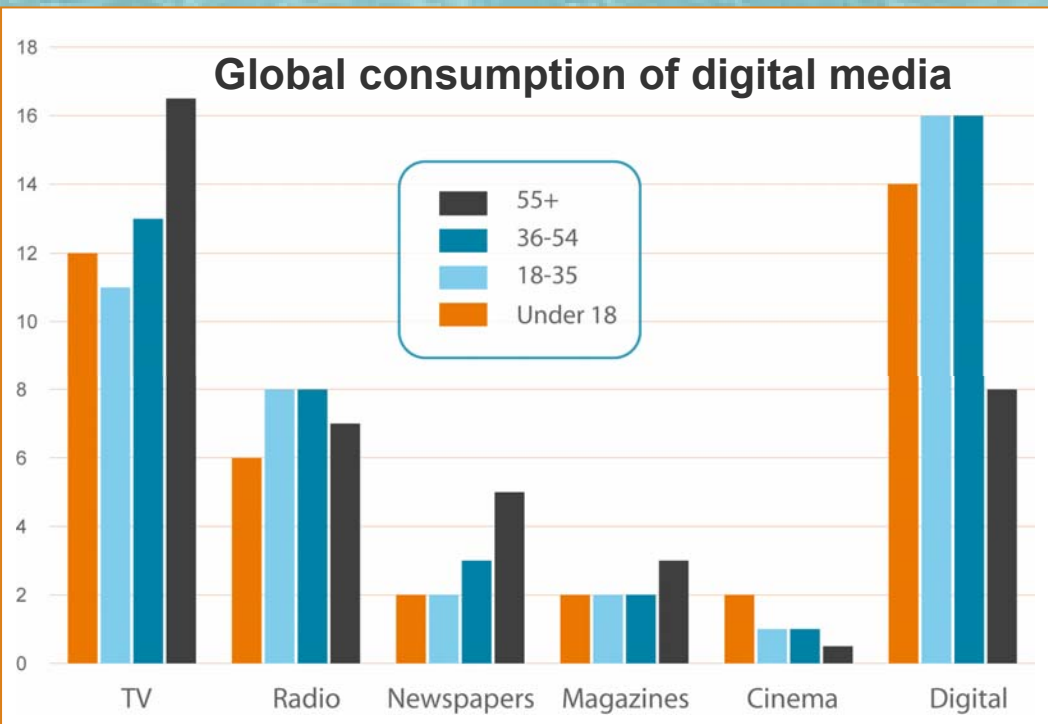
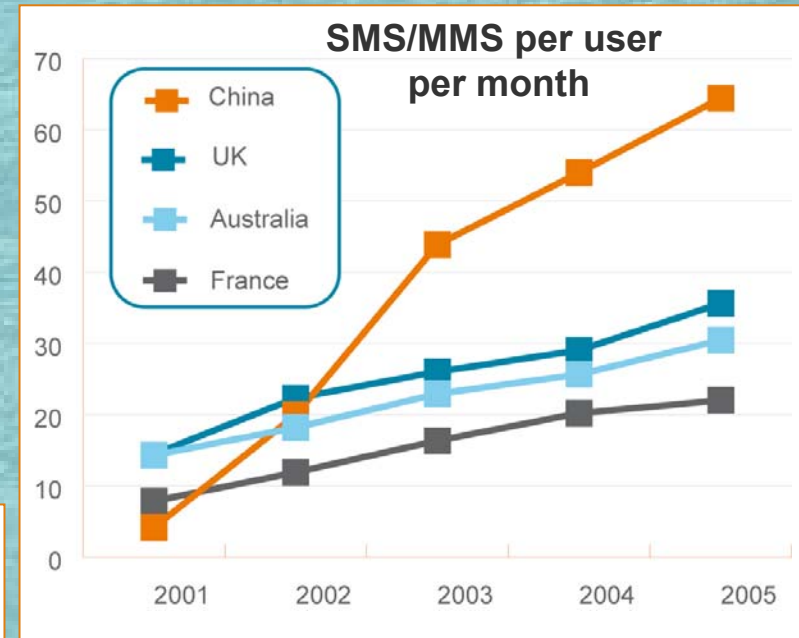
press briefing



Note: Media Embargo on the report, 3 December 00.01 am Geneva time

going digital

- from digits to digital
- the rule of the thumb
- more media



- digital ubiquity
- digital dilemmas

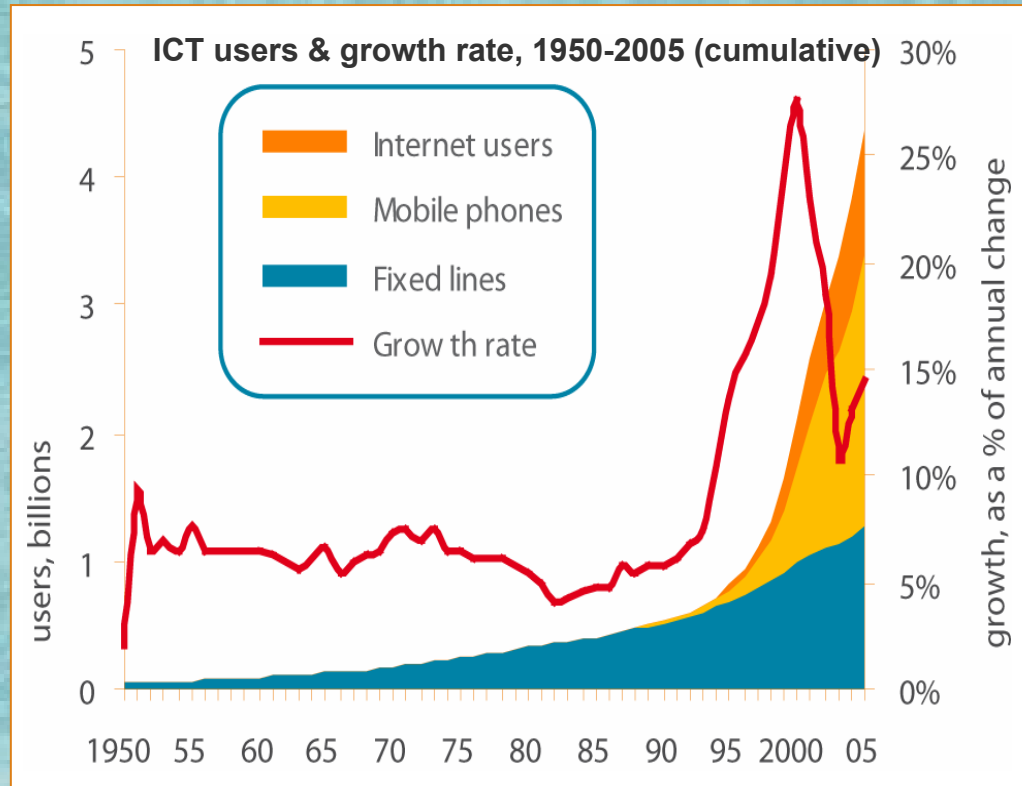
ICT bubble economy?

2.17 bn mobiles
1.26 bn fixed lines
0.97 bn internet users

(Jan 2006)



- ICT “bubble” lasted from mid-1990s to 2001, driven by mobile and internet
- growth rates have picked up since 2003, at a level that is twice the post-war average
- now, most new growth is in developing world



Source: ITU Information Society Statistics.

www.itu.int/digitalife

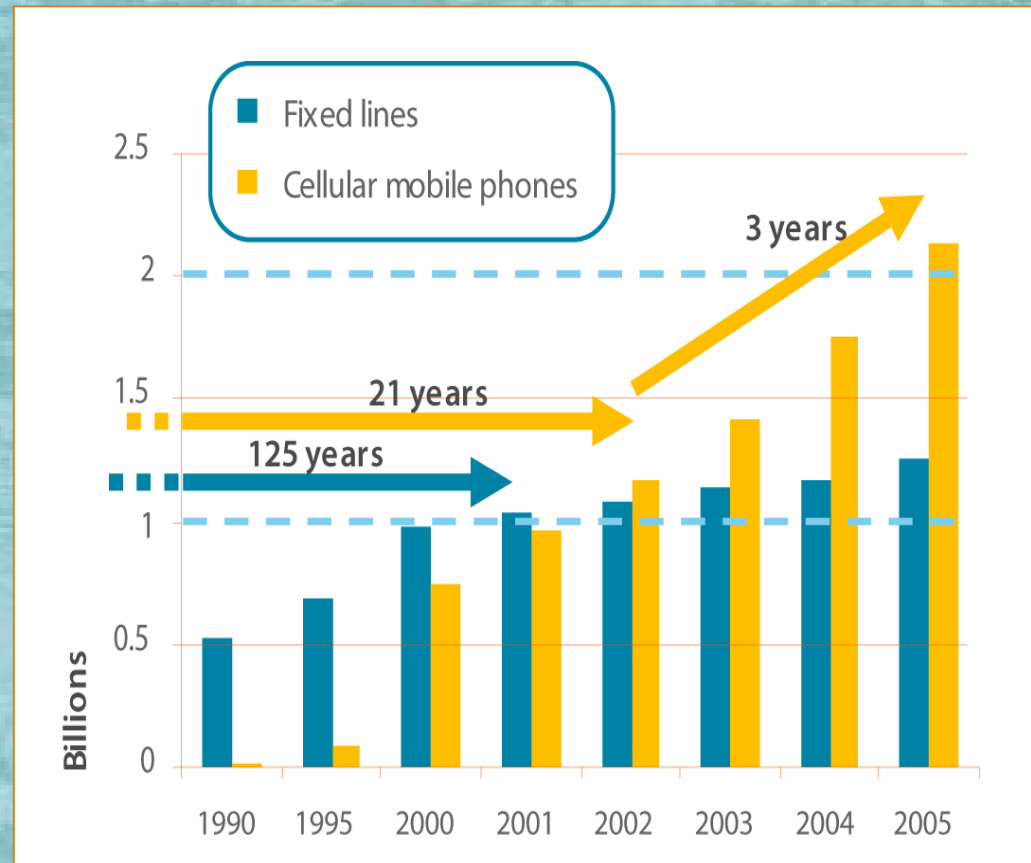
rapid pace of change

- for fixed lines, it took 125 years to reach one billion users
- for mobile phones, it took 21 years
- ...and the second billion mobile phones were added in just 3 years!



- **what does the future hold? three billion mobile phones worldwide by 2008?**

Passing the 1 billion and 2 billion user milestones



Source: ITU Information Society Statistics

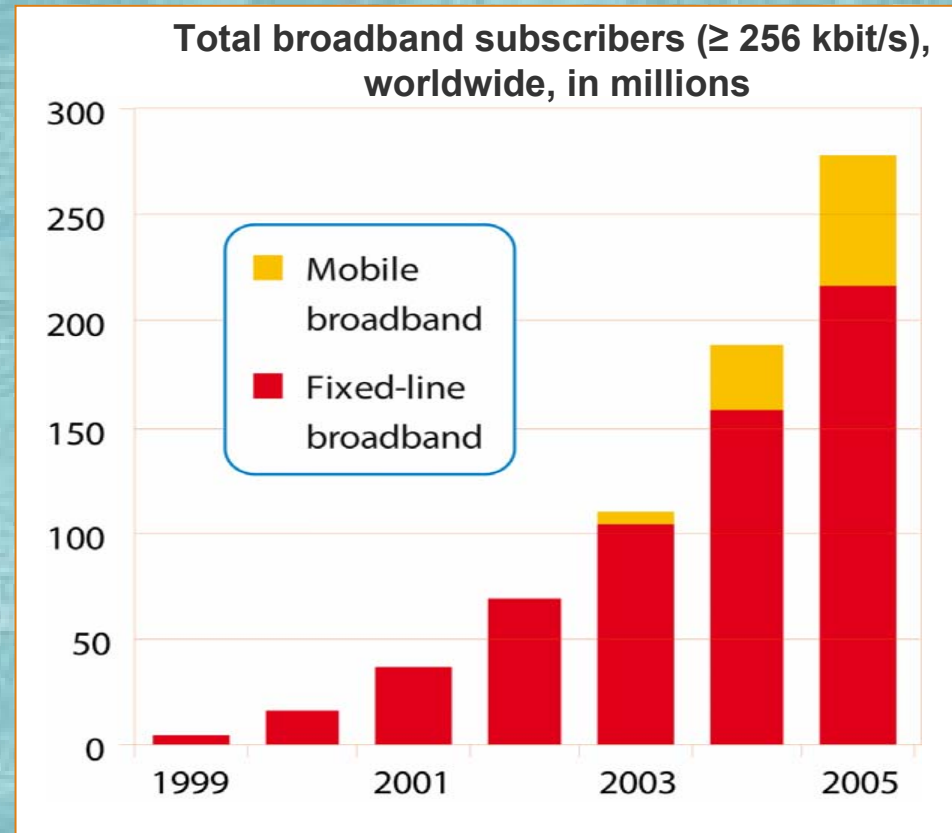
broadband goes mobile

by the start of 2006

- commercial broadband services launched in 166 economies
- 216 million fixed-line broadband subscribers
- 61 million mobile broadband subscribers

between 2004-2006

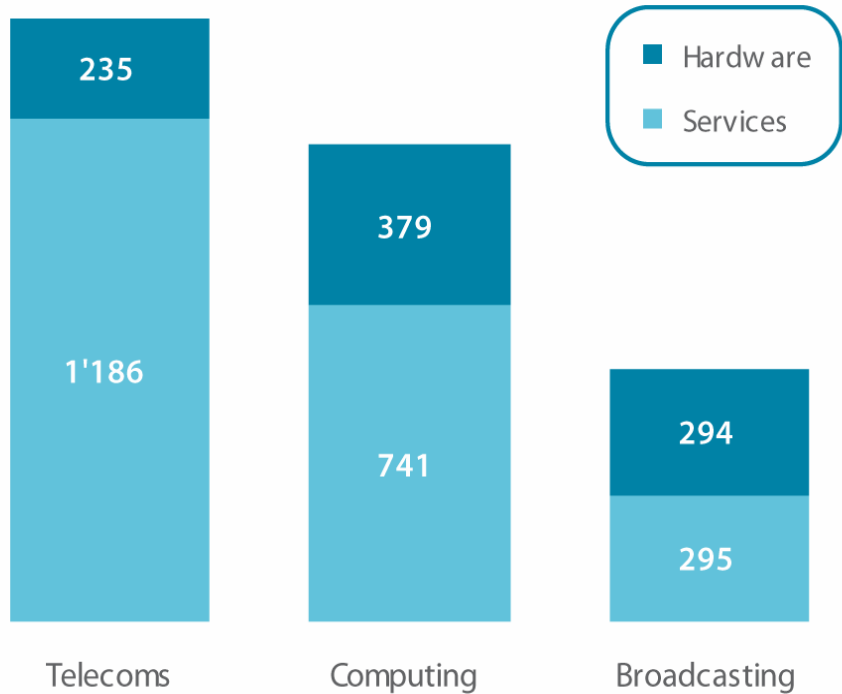
- median price per Mbit/s has fallen by 41% p.a.
- median speed has grown by 66% p.a.



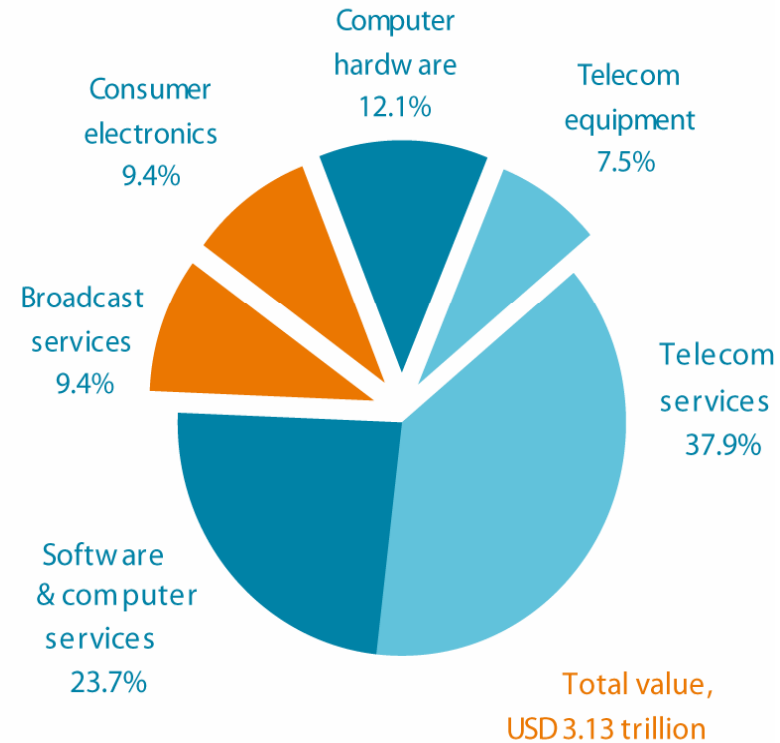
Source: ITU Information Society Statistics

digital business is big business

Global ICT market, 2005, in USD bn



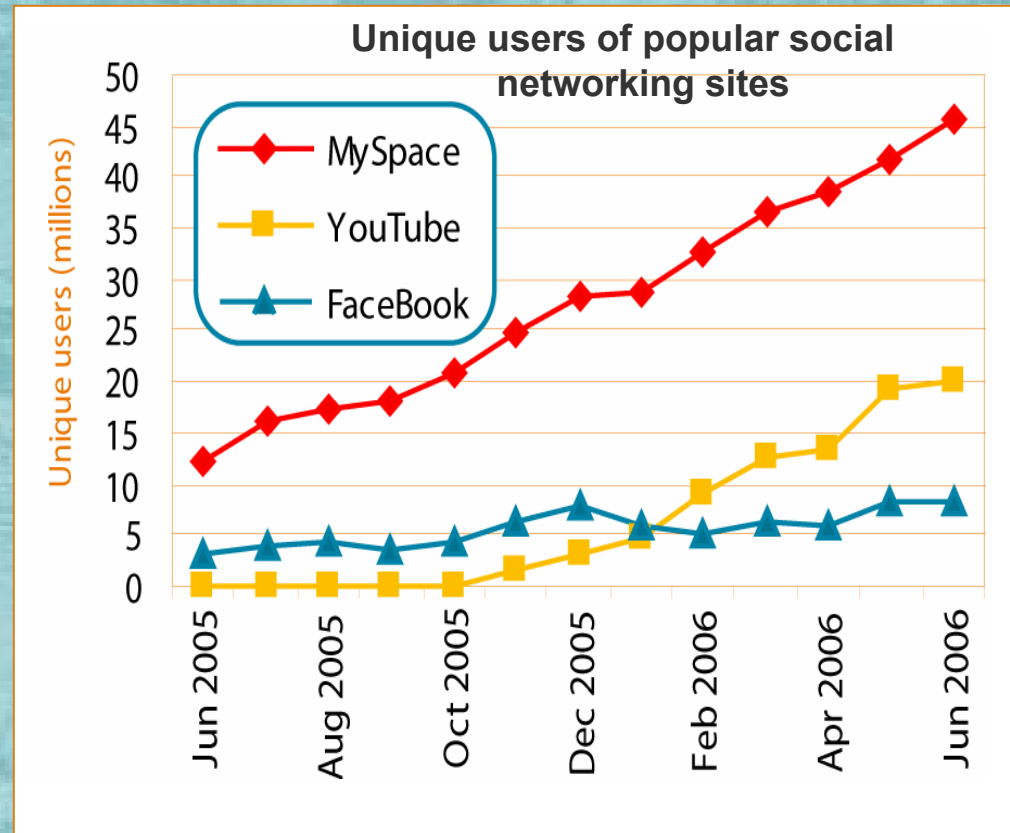
Global ICT market, 2005, in %



Source: ITU Information Society Statistics, IDATE.

new digital lifestyles

- SMS/MMS
- instant messaging
- user-generated content
- video-sharing sites
- social networking websites
- collaborative content (e.g. Wikipedia)
- multiplayer games



Source: Financial Times, using Nielsen/Net Ratings.

identity in a digital world

challenges

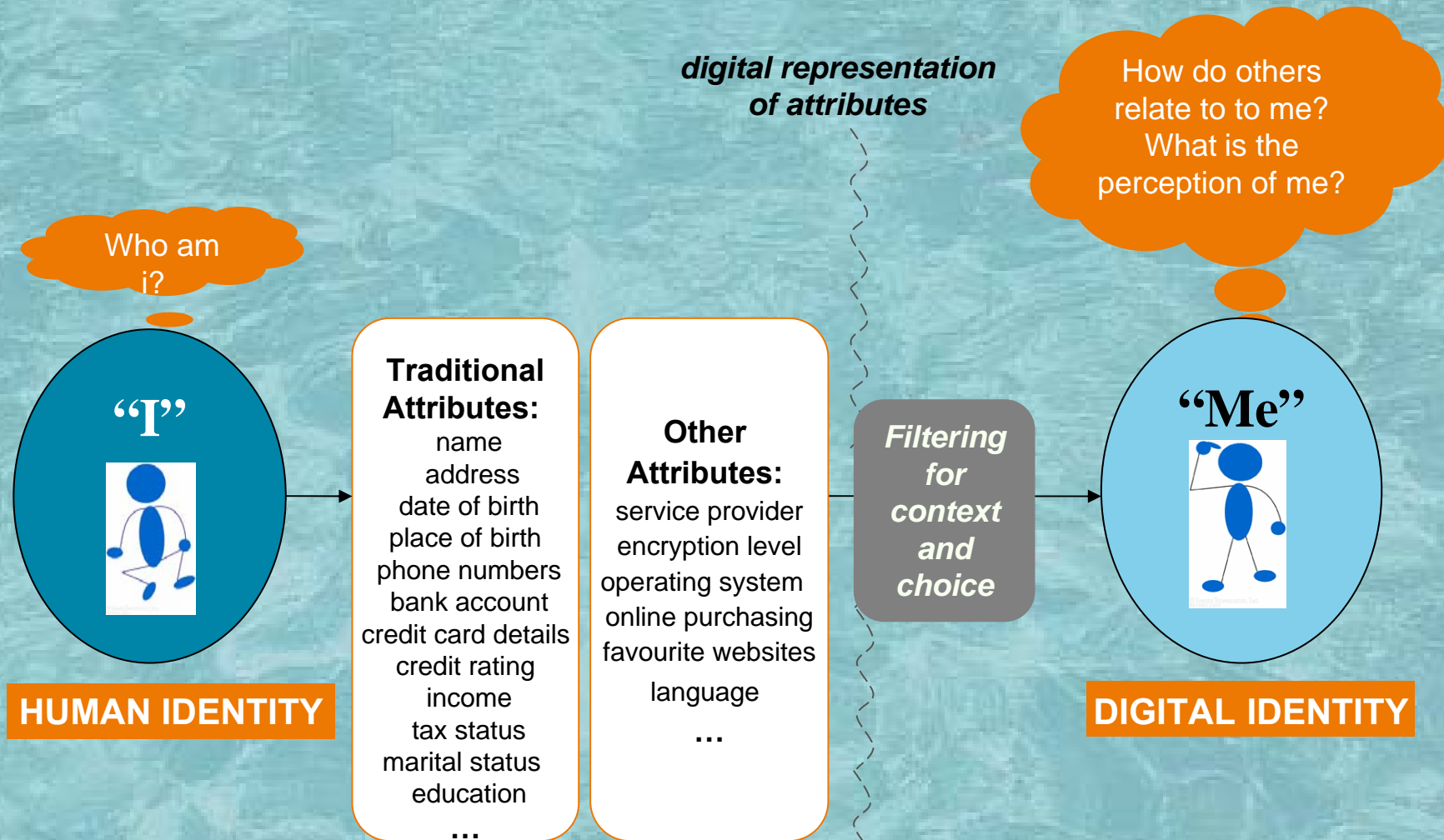
- fragmentation of identity
- blurring boundaries
- data perpetuity
- commoditization of privacy, identity
- cultural differentiation
- globalization



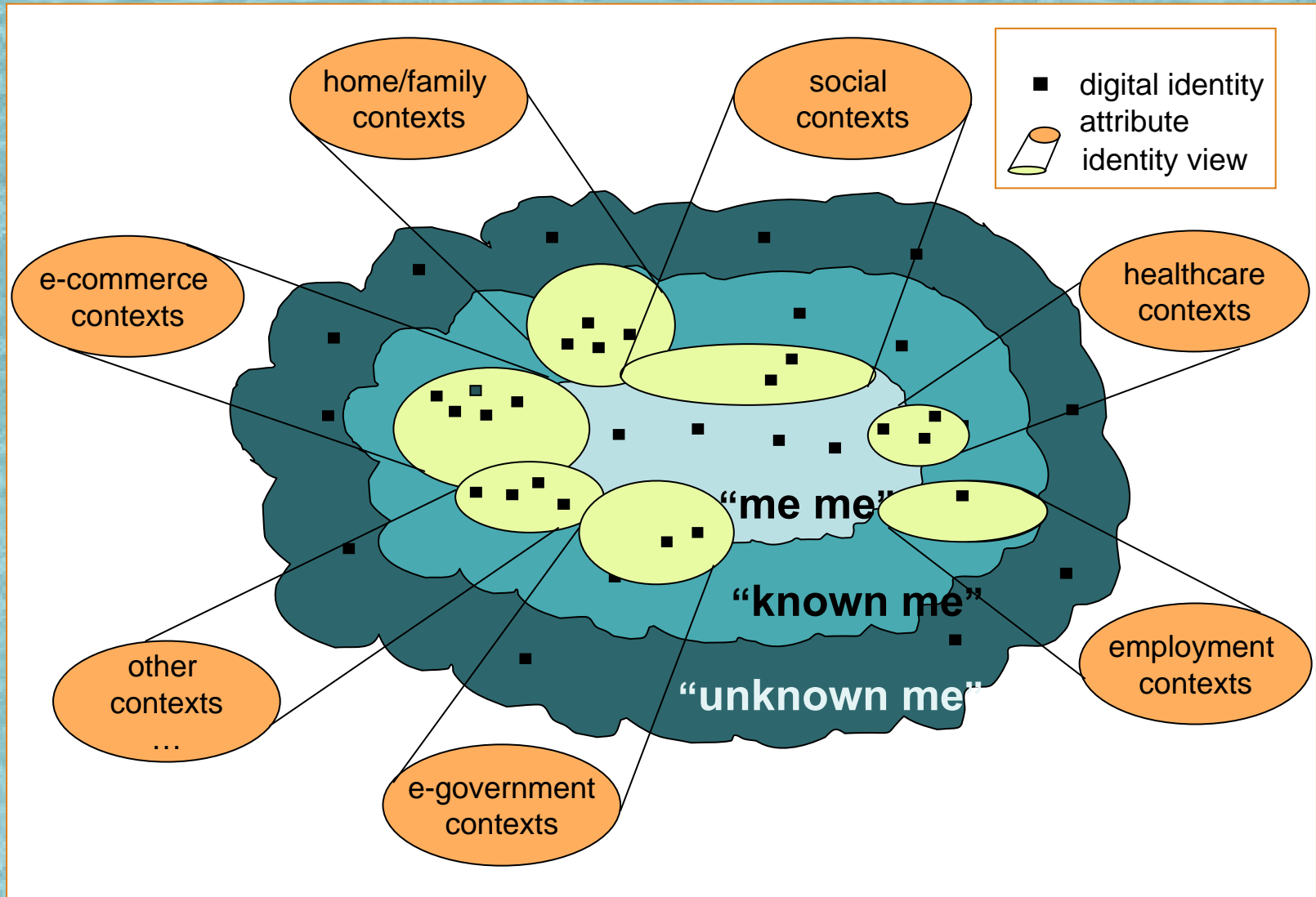
risks

- user reticence, mistrust
- leaks, breaches
- mistaken identity
- identity theft

from 'i' to 'me'



context is king



Source: ITU, Adapted from J. de Clercq and J. Rouault (Hewlett-Packard)

living the digital world

industry/business:

- value generation
- understanding user demand, context & contribution
- convergence, collaboration, cooperation

government/regulators:

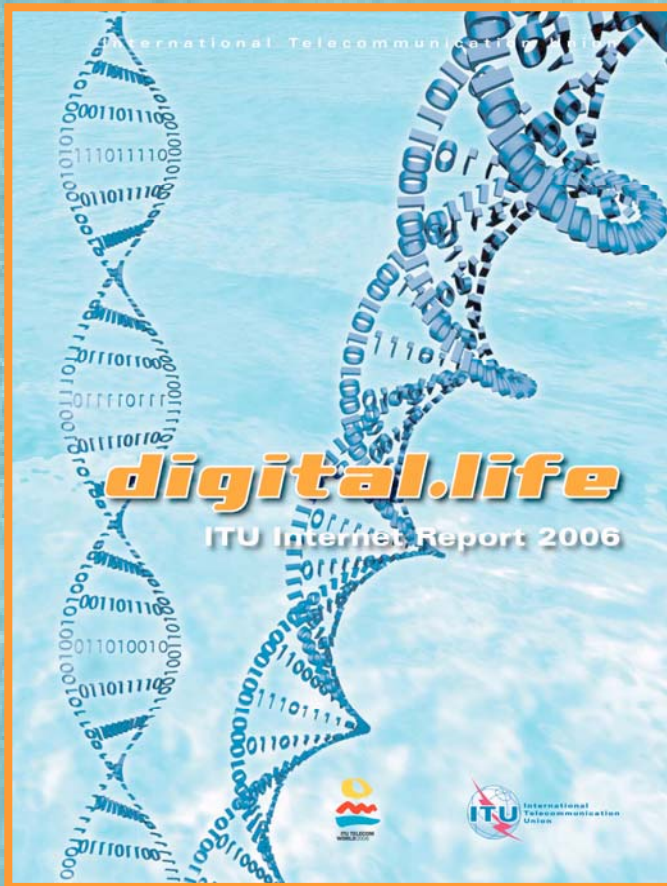
- coping with convergence
- fostering fair competition
- extending access
- consumer protection, identity

users/citizens:

- participation
- consent & choice
- balancing technology with life



NASA



www.itu.int/digitalife

thank you !

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