

MIS 2013

MEASURING THE INFORMATION SOCIETY

Measuring the world's digital natives

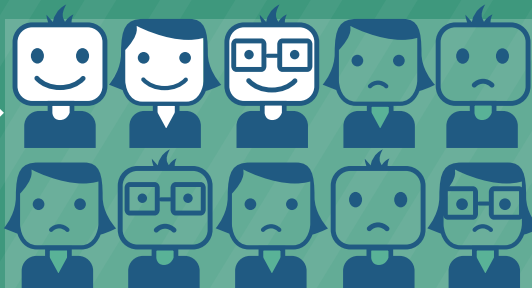


who are the digital natives?

Young and connected:
15-24 year olds with 5 or more years of online experience

30%

OF THE WORLD'S YOUTH HAVE BEEN ONLINE FOR AT LEAST FIVE YEARS

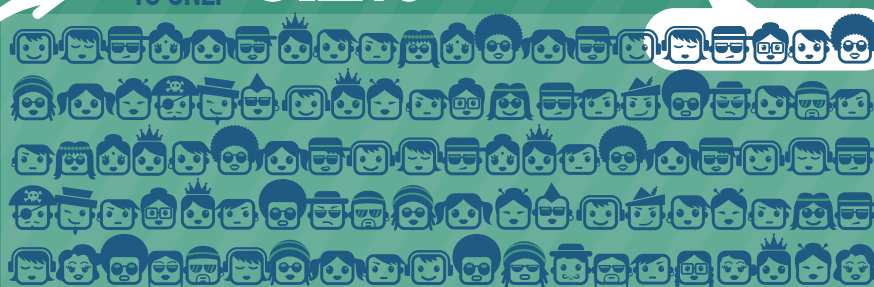


OUT OF A WORLD POPULATION OF **7 BILLION**

363 MILLION

ARE **DIGITAL NATIVES**

...WHICH CORRESPONDS TO ONLY **5.2%** OF THE WORLD POPULATION



digital natives top ten

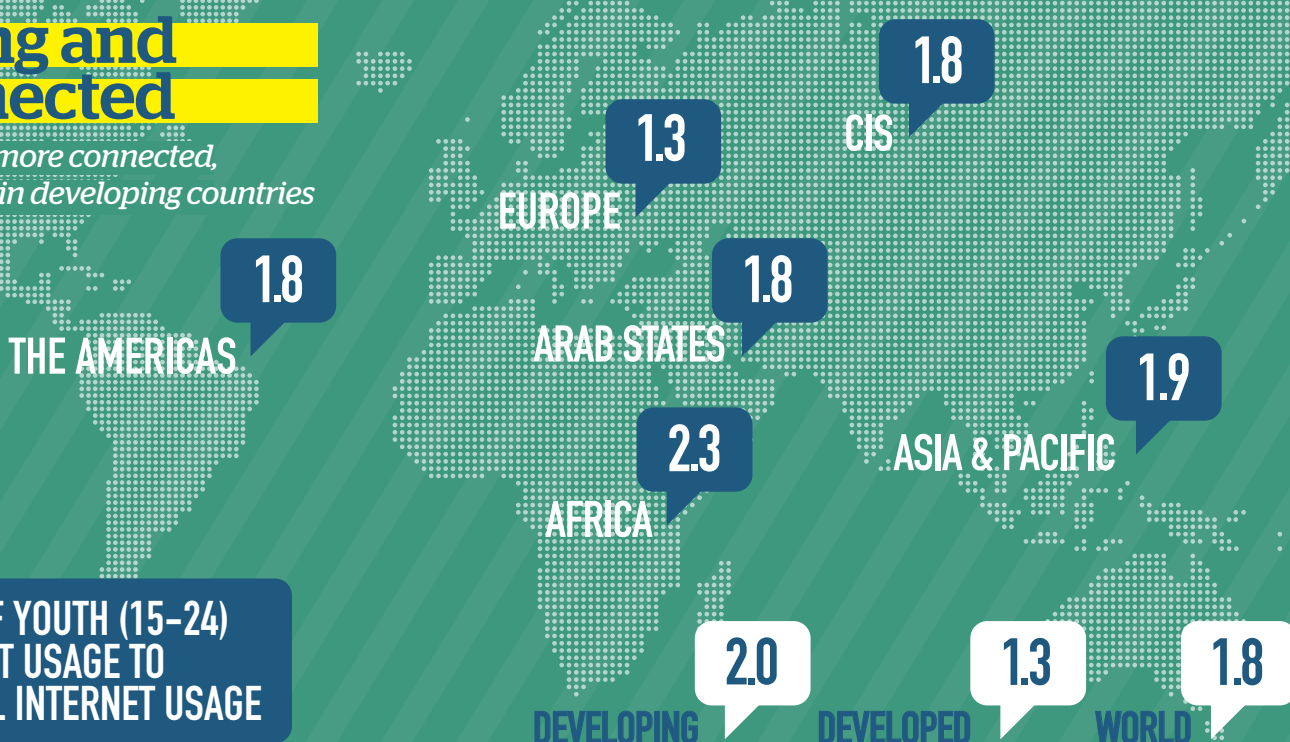
Top 10 countries with the largest number/percentage of digital natives

FIRST vs LAST	ICELAND	TIMOR-LESTE
DIGITAL NATIVES RANKING	#1	#180
DIGITAL NATIVES AS % OF TOTAL POPULATION	13.9	0.1

LARGEST NUMBER OF DIGITAL NATIVES (DN)	1 CHINA	2 USA	3 INDIA	4 BRAZIL	5 JAPAN	6 MEXICO	7 RUSSIA	8 GERMANY	9 VIET NAM	10 UK
	75 MILLION	41 MILLION	23 MILLION	20 MILLION	12 MILLION	9.1 MILLION	9.0 MILLION	8.3 MILLION	7.5 MILLION	7.0 MILLION
DN AS A % OF TOTAL POPULATION	1 ICELAND	2 NEW ZEALAND	3 KOREA REP.	4 MALAYSIA	5 LITHUANIA	6 USA	7 BARBADOS	8 SLOVAKIA	9 LATVIA	10 DENMARK
	13.9%	13.6%	13.5%	13.4%	13.2%	13.1%	13.1%	12.7%	12.3%	12.3%
DN AS A % OF YOUTH POPULATION	1 KOREA REP.	2 JAPAN	3 NETHERLANDS	4 FINLAND	5 LATVIA	6 DENMARK	7 ESTONIA	8 ICELAND	9 USA	10 NEW ZEALAND
	99.6%	99.5%	98.4%	98.3%	97.0%	96.9%	96.0%	95.9%	95.6%	94.0%

young and connected

Youth are more connected, especially in developing countries



RATIO OF YOUTH (15-24) INTERNET USAGE TO OVERALL INTERNET USAGE

future trends

The number of digital natives is on the rise

THE 'YOUTH BULGE' (LARGE NUMBER OF YOUNG PEOPLE) IN DEVELOPING COUNTRIES WILL BE A KEY DRIVER OF DIGITAL NATIVISM



TODAY, GLOBALLY, 56% OF YOUNG INTERNET USERS ARE DIGITAL NATIVES

IN DEVELOPING COUNTRIES, LESS THAN ONE IN TWO YOUNG INTERNET USERS ARE DIGITAL NATIVES...

COMPARED TO 86% IN DEVELOPED COUNTRIES



14.7% OVER THE LAST FIVE YEARS THE PERCENTAGE OF INTERNET USERS HAS DOUBLED

30.7%

OVER THE NEXT FIVE YEARS THE NUMBER OF DIGITAL NATIVES WILL MORE THAN DOUBLE



TRENDS IN THE DEVELOPING WORLD

