

Introduction

Original notes

- ① Thank you for the invitation.
- ② Topic ~~for~~ going to talk about today
how digital technology has
impacted the lives of consumers
and businesses around the world
- ③
 - i) The Internet its beginning
 - ii) how access to it has changed
 - iii) devices have changed to access
the internet
 - iv) how we search for information.
 - v) next question: what are consumers
buying online?
 - vi) The growth and popularity of video.
 - vii) Finally consumer trends and what's
changed how we use technology

Access to the Internet

Original notes

Fig 1. No of people using the internet between 2018 - 2021 and predicted Growth 2023.

Fig 2. Shows population and State of dig tech as of Jan 2021 with more people connecting because of pandemic in 2020 with Mobile phones the most used device.

Fig. here on fig 3 we see the growths between population, phone users, internet users + Active Social Media with the biggest growth being that of Social Media.

Fig 4. ONS Survey between 2011-2019 showing the use of the internet between the Generations and you can see each age Category has increased over time meaning people of all ages are using the internet.

Fig 5. ~~use need~~ Speed of the internet has changed dramatically from the early onset of 56 kps modems to speeds over 300 mbs in 2021 with G.fast internet.

Digital Devices Used by Audiences

Fig 6. The mobile is the one device that accounts for more than 50% of the devices used to access the internet. in 2019 compared to 33% back in 2014.

Fig 7. Shows the share of web traffic between devices between Dec 19 & Dec 20. again the mobile phone comes out on top closely followed by laptops & Desktop despite a drop of -5.8%.

Fig 8. The IoT (Internet of things) is what that is well basically any device that can connect to the internet and can exchange data/transfer data. with that in mind, you can now see why we have so many smart devices from TV to baby monitors.

How Customers Search for Information.

Fig 9. info, Now, Can, Trans is how we search but do we know that's what we are doing? No we just google it, well now our searches fit into these 4 Categories, ~~Website~~ Website SEO, now including search intent into the optimisation.

Fig 10. There are lots of reasons why people search the internet with the main one being finding information which is no surprise

Fig 11. When it comes to online searches, you won't be surprised that the conventional search engine is still top of the list but at least 7 in 10 people use at least 1 other tool like voice commands or social media.

What Consumers were
buying online in 2020.

Original notes

Fig 12.

With a global pandemic on our hands a lot of people turned to the internet for a lot of things the top two being Clothes (including Sports) and Food delivery/takeaways.

Fig 13.

here we can see the Global e-commerce spend with the travel, mobility + Accommodation the hardest hit, more than 50% down due to the pandemic, but it grows in sectors like Food + Personal Care.

Fig 14.

Online Video consumption is ~~is~~ and is historic growth. From the first youtube video uploaded in 2005 to it being the most used platform for Video.

The largest percentage of users are the Gen Z and Millennials generations with a quote from Survey showing that 50% of these generations said they couldn't live without Video in their daily lives.

Fig 15. What devices are being used to watch online video content, well again you want be surprised to see the Smartphone at the top of the list.

Fig 16 As you can see this slide/graph highlights what I have previously said about YouTube being the most used for video content especially against its said media rivals. Although Facebook is not that far behind.

Consumer Trends

~~One thing that~~

When it comes to trends over the last few years, 2 things stand out, how connected people are today compared to a few years ago and the domination of the Smartphone.

~~the rest~~

Good morning and thank you for inviting me here today to talk to you about how digital technology has impacted the lives of consumers around the world.

Ok let us start with the start of the internet which goes back to the 1970's and was developed by the US department of defence called ARPANET, the internet is a way of communication between computer networks allowing information to be passed from one location to the other, the first known internet connection was a 4 way between 4 American universities in the early 70's.

A lot of people get confused between the internet and the worldwide web (WWW) this was created by British scientist Tim Berners-Lee in 1991 as part of his work at CERN which enabled scientist to share research, he also created the first website.

So, let us look at Access to the Internet.

Here we can see the rise of users from 2018 with 3.9 billion users rising to 4.7 at the beginning of 2021 and is predicted to rise to 5.3 billion users by 2023.

With the population at 7.83 billion and the onset of a global pandemic in 2020 a lot of people turned to connected technology with mobile phones being one of the most used with 5.22 billion unique users, you can also see just over half the population were active social media users at the beginning of 2021 and moving on to the next slide you can see that growth of 13.2% (up by 490 million users).

So, let us look at the changes in the generations using the internet, a survey by the office national statistics between 2011 and 2019, you can see through the age categories that it is increasing with more of the older generations are accessing the internet.

Ok who remembers dial up connections, the beeps, and screeches of the 56Kps modems trying to connect? Thankfully, those days are long gone, and the speed of the internet is going from strength to strength from broadband in the early 2000's to fibre optic broadband and G. Fast the copper based broadband service that all has over 10 million properties in the UK using it in 2021.

Now we need to look at the devices we are using, and there is no surprise that the mobile phone is the most popular device used to connect to the internet with over 50% but laptops and desktops are not far behind with over 40% but as you can see there is a drop of 5.8%.

One of the biggest changes in technology and devices used is that of the Internet of Things (IoT) which basically relates to any device that can connect to the internet and have a sensor or chip that allows it to connect and exchange data, so that paves the way for the Smart devices that are becoming a big part of our lives from smart tv to even smart baby monitors. In 2020 Ofcom reported that 20% of adults in the UK had a smart speaker in their homes and 11% owning some kind of smart device.

How do we as customers search for information, we just google it right? You may be surprised to know that what you search falls into 4 different categories, Informational, Navigational, Commercial and Transactional, this is because SEO (Search Engine Optimisation) now includes search intent in their optimisation which means they are not only trying to get there sites high on the rankings but also trying to get their sites in front of you depending on what you have searched for.

Here we can see what people are searching for and there is no surprise that finding information is top of the list. Search engines have 98% of the market but there are other ways and social media is

becoming a more popular way of searching the internet. Reports also show that at least 7 in 10 people use at least one other means of searching other than that of traditional text-based search engines with voice search commands becoming more popular.

Due to the global pandemic consumers buying habits online changed with over 50% of people buying clothes including sports clothes and 32% of purchases was that of food deliveries from restaurants or fast-food chains because people were unable to go out.

When we look at what has been spent globally on ecommerce the figures look impressive, but the reality is the Travel, Mobility and Accommodation is down more than 50% due again the pandemic.

Video online has come a long way from the first YouTube upload back in 2005 with the help of faster internet access and the impact of social media and the smartphone of course. Changes in video consumption is part down to the generations like Gen Z and the Millennials with 50% of these two generations said they could not live without video in their daily lives.

Here we can see the most used device in Great Britain with the smartphone and smart TV's leading the way.

When it comes to videos and social media YouTube is the number one but only just with Facebook not far behind.

When it comes to consumer trends I think a main trend is that we are connected more now than ever before, consumers have multiple devices, smartphone, laptop, tablet, smart tv, smart watch and the list goes on and part of that is because of the Internet of things and Artificial intelligence.

Because we have so much choice and the advancement of digital technology, we can pretty much have everything on demand, its just out there for us as long as we have a device to connect and get it, and it's convenient, the rise of online shopping, more and more businesses are setting up eCommerce sites and making sure they are mobile responsive as well, for obvious reasons!

And finally the trend of social media, consumers have multiple social media accounts today, where ever you are you will see a majority of people on their phones rather than having a conversation with the people they are with and a more recent trend is that of online abuse on social media, bullying and racial abuse which has lead to the rise of mental health, especially amongst the younger generation.

Introduction / Internet Beginning / Worldwide Web

Good Morning, thank you for inviting me here today
..... digital technology has impacted lives.....world

First draft of Q Cards

Internet beginning..... early 1970's

US dept. of defence.....ARPANET

a way of communicating on computer networks

1st known internet 4 way between 4 USA universities.

Worldwide Web.....Tim Berners-Lee 1991

CERN scientists to share research..... first website.

Access to the Internet

Fig. 1 - Rise of users from 2018 to predicted rise in 2023

Fig. 2- Population 7.83 billion.....Pandemic 2020
mobile phones most used 5.22 b users
half population users on social media at beginning 2021

Fig. 3- Growth in social media 13.2% (490 million)

Fig. 4 - ONS survey 2011-2019 users by generation
increasing with more of older gen using internet

Fig. 5 - Dial up connection....beeps and screeches....56Kps modem
fibre optic broadband 2000'scopper based G.fast
10 million UK homes in 2021

Digital devices used by audiences

Fig. 6 - between 2014-2018 Mobile phones have become the most popular device with over 50% in 2019

Fig. 7 - Laptops & desktops not far behind 40%....that is a drop of 5.8%

Fig. 8 - Internet of things paves way for smart devices
from smart TV's to smart baby monitors

2020 Ofcom reported 20% of adults in the UK had a smart speaker

How customers search for information

Fig. 9 - 4 different ways we search the internet

Informational - searching for information on a certain topic, often include things like How do I or what is the?

Navigational - searching for a brand or destination, know where they want to go, search for a specific site rather than put in the URL

Commercial - focus on a product or service, find the best solution, compare products or services, allow them to decide what best for them, searches might include things like 'best SEO companies'

Transactional - to complete a transaction, end of the buying cycle looking to make a purchase, searches related to price or buying or cheap.

First draft of Q Cards

How customers search for information.....continued

Fig. 10 - What are people searching for on the internet, well it will be no surprise that finding information is top with 63%

Point out a few others on the graph!

Fig. 11 - there are other ways of searching besides text based search engine with voice commands and social media being used

First draft of Q Cards

What consumers buy online

Fig. 12 - Global pandemic changed what people were buying over the last year.

Clothes including sports clothes with 55%

Followed by deliveries from restaurants and fast-food chains at 32% according to the office of national statistics.

Fig. 13 - what have we spent on e-commerce globally?

Fashion and Beauty comes out on top
Travel, Mobility and Accommodation down over 50%
Increase in food and personal care sectors

Online video consumption

Fig. 14 - Video come a long way since first YouTube upload - 2005

faster internet - impact of social media - smartphones

changes down to Gen Z and Millennials

with 50% of these saying cant live without video in the daily lives

Fig. 15 - No surprise Smartphone the most used device with the smart TV not far behind.

Followed by laptops and desktops

Fig. 16 - Here we can see YouTube top of videos on social media.

Consumer trends

Being more connected now than 5 years ago

The smartphone one of the main reasons for this trend

Multiple devices that connect to the internet

First draft of Q Cards

IoT devices collect and transfer data over wireless connection

AI devices that display human capabilities like virtual assistants

On demand and convenience is the trend, want something - google it!

Social media is a massive trend with people having numerous accounts

Unfortunate trend is bullying and racial abuse on social media.

Q Cards - Final

Introduction

Good morning and thank you for inviting me here today to talk to you about digital technology has impacted the lives of consumers around the world.

Over the next few minutes, we will be looking at:

The internet and its beginning and how access to it has changed.

The devices we have available to us today.

How we search for information.

What are we buying online?

Video consumption.

Trends.

OK lets get started!

Q Cards - Final

Internet Beginning / Worldwide Web

Internet beginning early 70's.....a means of communication
allowing info to be passed...one location to an other
Developed by the US dept. of defence.....ARPANET
1st known internet 4 way between 4 USA universities.

Worldwide Web.....Tim Berners-Lee 1991
as part of his work at CERN
enabled scientists to share research
created the first website... a year later there were 10
there are now over 1.6 billion

Q Cards - Final

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Fig. 6 - between 2014-2018 Mobile phones have become the most popular device with over 50% in 2019

Fig. 7 - Laptops & desktops not far behind 40%....that is a drop of 5.8%

Fig. 8 - Internet of things ...chip/sensor....connect internet..exchange data

Paves way for smart devices from smart TV's to smart baby monitors

2020 Ofcom reported 20% of adults in the UK had a smart speaker

Q Cards - Final

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SEO now using search intent.

Q Cards - Final

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Q Cards - Final

What consumers buy online

Fig. 12 - Global pandemic changed what people were buying over the last year.

Clothes including sports clothes with 55%

Followed by deliveries from restaurants and fast-food chains at 32% according to the office of national statistics.

You can see a vast array of things people have been buying.

Fig. 13 - what have we spent on e-commerce globally?

Fashion and Beauty comes out on top
Travel, Mobility and Accommodation down over 50%
Increase in food and personal care sectors

Online video consumption

Fig. 14 - 1st live streaming event was in 1993
by a band called Severe Tire Damage.

First YouTube upload - 2005

faster internet - impact of social media - smartphones

Changes down to Gen Z (97-2005) and Millennials (81-1996)

with 50% of these saying cant live without video in the daily lives

Fig. 15 - No surprise Smartphone the most used device with the smart
TV not far behind.

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