

"DATA IS THE NEW OIL."

From the beginning of recorded time until 2003, we created **5 exabytes** of data.

In 2011 the same amount was created every two days.

By 2013, it's expected that the time will shrink to **10 minutes.**

Every hour, we create enough Internet traffic to fill

7 billion DVDs.

Side by side, that's that's seven times the height of Everest.

Coined in 2006 by Clive Humby, a British data commercialization entrepreneur, this now famous phrase was embraced by the World Economic Forum in a 2011 report, which considered data to be an economic asset, like oil.

There are nearly as many bits of information in the digital universe as there are **stars** in our actual universe.

As of August 2012, there were just over

4 million articles in the English Wikipedia.

There are **133 million BLOGS** on the web.

Just as a study of activity on Twitter gave residents, family members, and journalists advance warning of details about the devastating earthquake and tsunami in Japan, **high-frequency traders**, with the help of computer algorithms, use Big Data to follow trends and to act quickly on their findings.

These specialized algorithms make split-second decisions to buy or sell a commodity. New cable being laid under the Atlantic will shave

5 milliseconds

from the current 65 milliseconds it takes for trading instructions to travel between New York City and London.

With new fiber-optic cable,

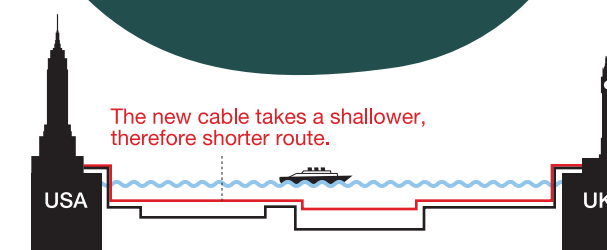
the round-trip time between New York and London will be 59.6 milliseconds.

This 5-millisecond saving is worth many millions of dollars to the trading firms who use the cable (and who will pay millions to do so).

How they save 5 milliseconds

The depth of the Atlantic Ocean varies.

The new cable will lie on areas of the ocean floor that are up to 1,000 feet shallower than the current fastest cable. By taking a different route, the new cable is shorter, meaning that the time it takes for messages to travel along it is shortened.



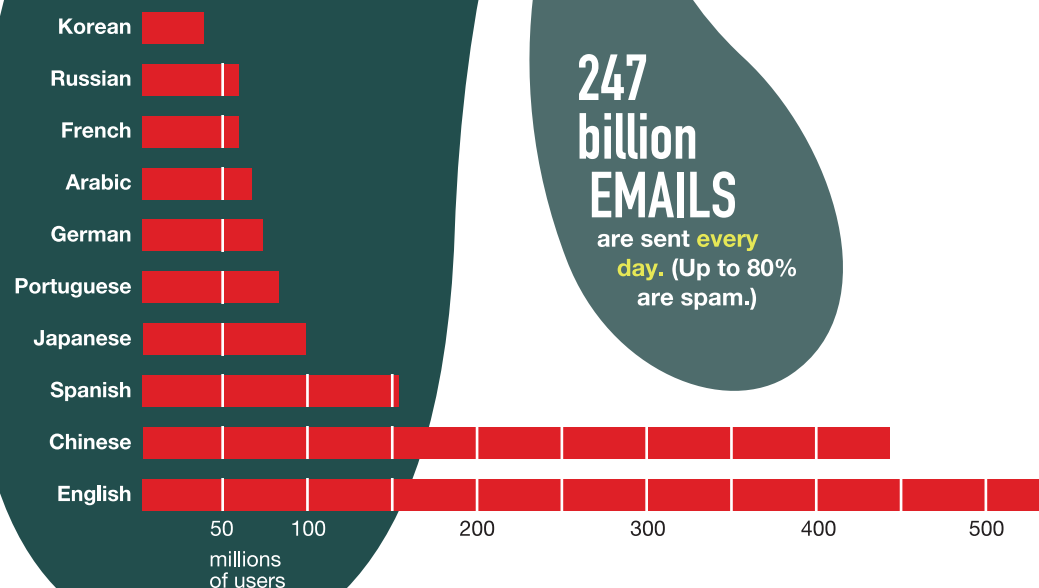
60% of all humans (5.4 billion people) are active texters. In 2010, 193,000 text messages were sent every second.

10% of all photos ever taken were taken in 2011.

50% of 5-year-old kids in the U.S. are given access to a smartphone.

English is the dominant language of the web. But by 2014 it will be **Chinese**, if its current rate of increase continues.

Top languages used on the web (May 2011):



80% of all humans own a mobile phone of some sort. Out of 5 billion mobiles, 1 billion are smartphones. (In Singapore, 54% of citizens are smartphone users.)

247 billion EMAILS are sent every day. (Up to 80% are spam.)