



Digitaler Wandel

Meistgenutzte App beim Sommermärchen?



DIGITALE REALITÄT

29. Juni 2007



Digitalisierung überall

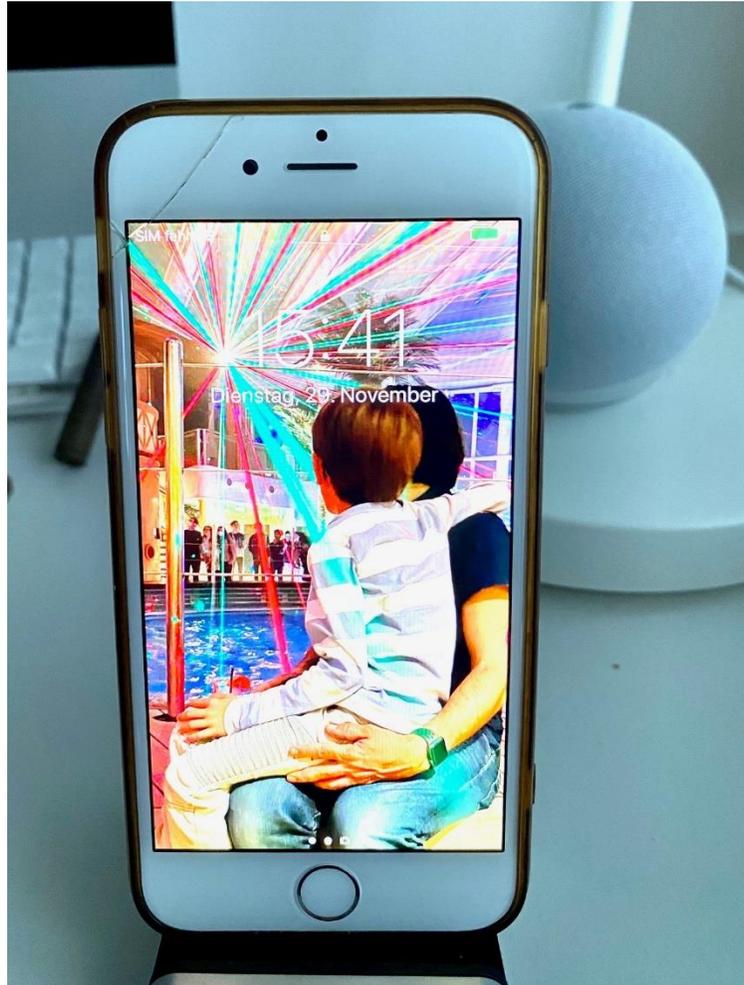


Papstwahl 2005



Papstwahl 2013

iPhone 6 könnte 120 Mio. Apollo-Missionen steuern





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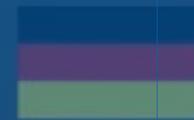
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JAN
2021

GERMANY

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

 CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS



GERMANY

TOTAL
POPULATION



83.84
MILLION

URBANISATION:
77.5%

MOBILE
CONNECTIONS



112.9
MILLION

vs. POPULATION:
134.7%

INTERNET
USERS



78.81
MILLION

vs. POPULATION:
94.0%

ACTIVE SOCIAL
MEDIA USERS



66.00
MILLION

vs. POPULATION:
78.7%

SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; OECD; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE; CAFEBAZAAR. **COMPARABILITY ADVISORY:** SOURCE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO MAY EXCEED INTERNET USER NUMBERS.

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DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT OWNS EACH KIND OF DEVICE



GERMANY

MOBILE PHONE
(ANY TYPE)



95.9%



SMART
PHONE



95.4%

GWI.

NON-SMARTPHONE
MOBILE PHONE



2.9%



LAPTOP OR DESKTOP
COMPUTER



83.8%

GWI.

TABLET
DEVICE



52.7%

TV STREAMING
STICK OR DEVICE



24.3%

GWI.

GAMES
CONSOLE



37.9%

we
are
social

SMART HOME
DEVICE



9.5%

GWI.

SMART WATCH
OR WRISTBAND



23.9%



VIRTUAL
REALITY DEVICE



3.4%



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DAILY TIME SPENT ON MEDIA

THE AVERAGE DAILY TIME* THAT INTERNET USERS AGED 16 TO 64 SPEND ON DIFFERENT KINDS OF MEDIA AND DEVICES



GERMANY

TIME SPENT USING THE
INTERNET (ALL DEVICES)



5H 26M



TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



3H 21M



TIME SPENT USING
SOCIAL MEDIA



1H 24M

GWI.

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



1H 14M

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



1H 01M

GWI.

TIME SPENT LISTENING
TO BROADCAST RADIO



1H 31M

we
are
social

TIME SPENT LISTENING
TO PODCASTS



0H 27M



TIME SPENT PLAYING VIDEO
GAMES ON A GAMES CONSOLE



0H 47M



Fun Fact

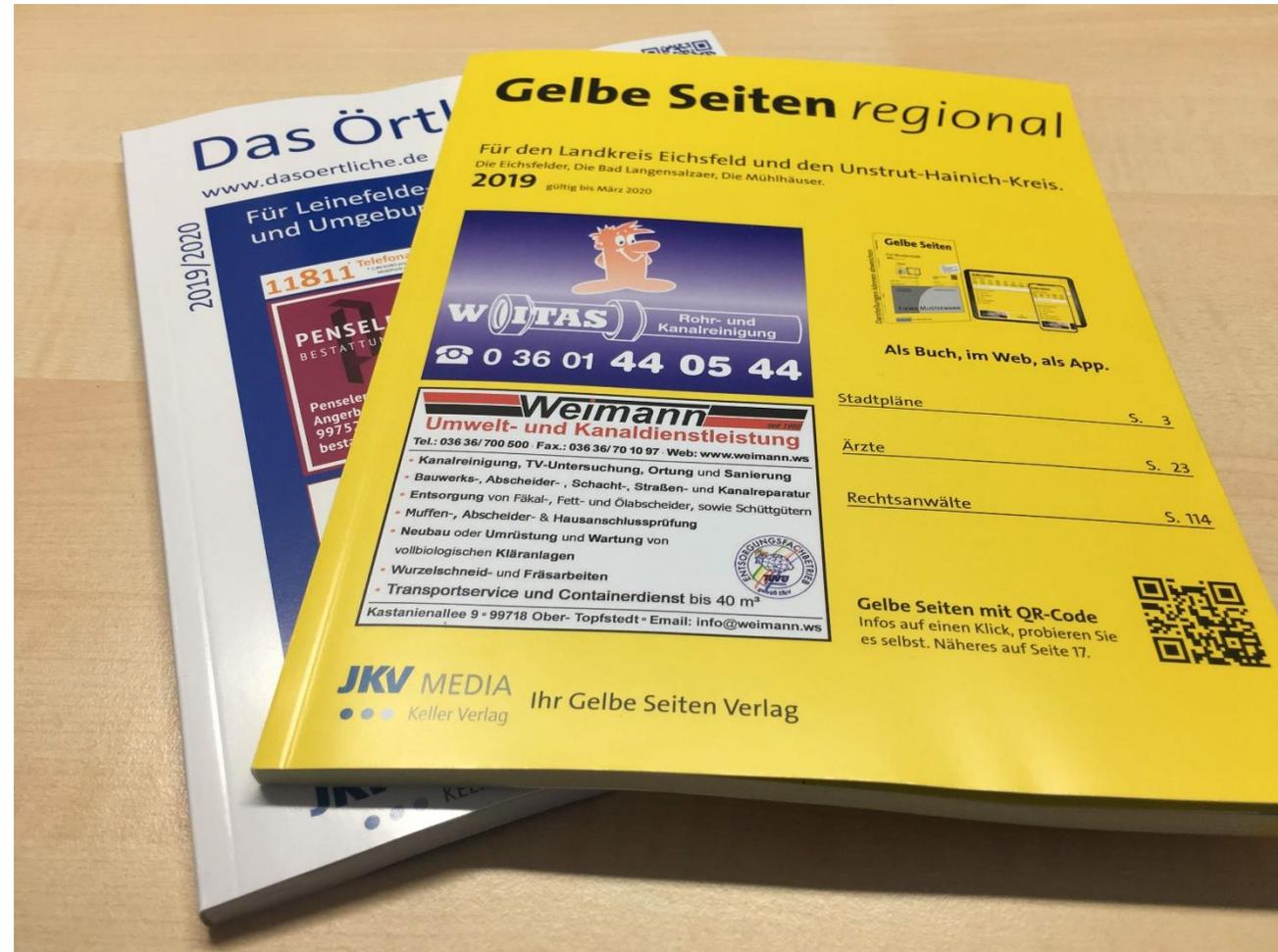
Es dauert durchschnittlich 26 Stunden bis jemand eine verlorene Geldbörse gemeldet hat, aber nur 68 Minuten wenn ein Smartphone verloren wird.



Fun Fact

Von den damals (2011) 6,8 Milliarden Menschen hatten rein rechnerisch 5,1 Milliarden ein Mobiltelefon, aber nur 4,2 Milliarden Menschen eine Zahnbürste...

Was früher ausreichte!



Ist heute nur noch ein Teil vom Ganzen!



Früher hatten wir nur drei Programme!



Wettbewerb im Medienkonsum





**Selbst die Kleinsten
haben Ansprüche**



Wettbewerb im Medienkonsum



Minority Report

2002



Ready Player One 2018



**Die Zukunft
ist längst da**



Die Zukunft
ist längst da

⚡ GPT-3.5

⚡ GPT-4

ChatGPT **PLUS**

Recommend activities

for a team-building day with remote employees

Brainstorm names

for my fantasy football team with a frog theme

Show me a code snippet

of a website's sticky header

Compare storytelling techniques

in novels and in films

Send a message



DIGITAL TRANSFORMATION

