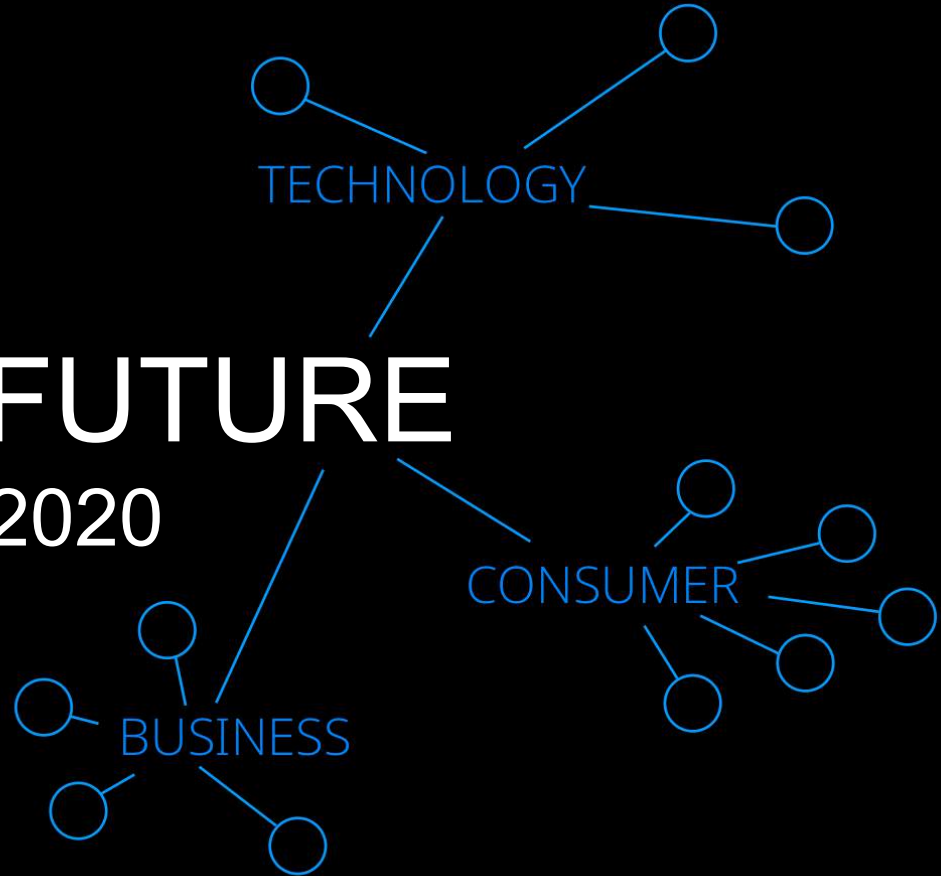


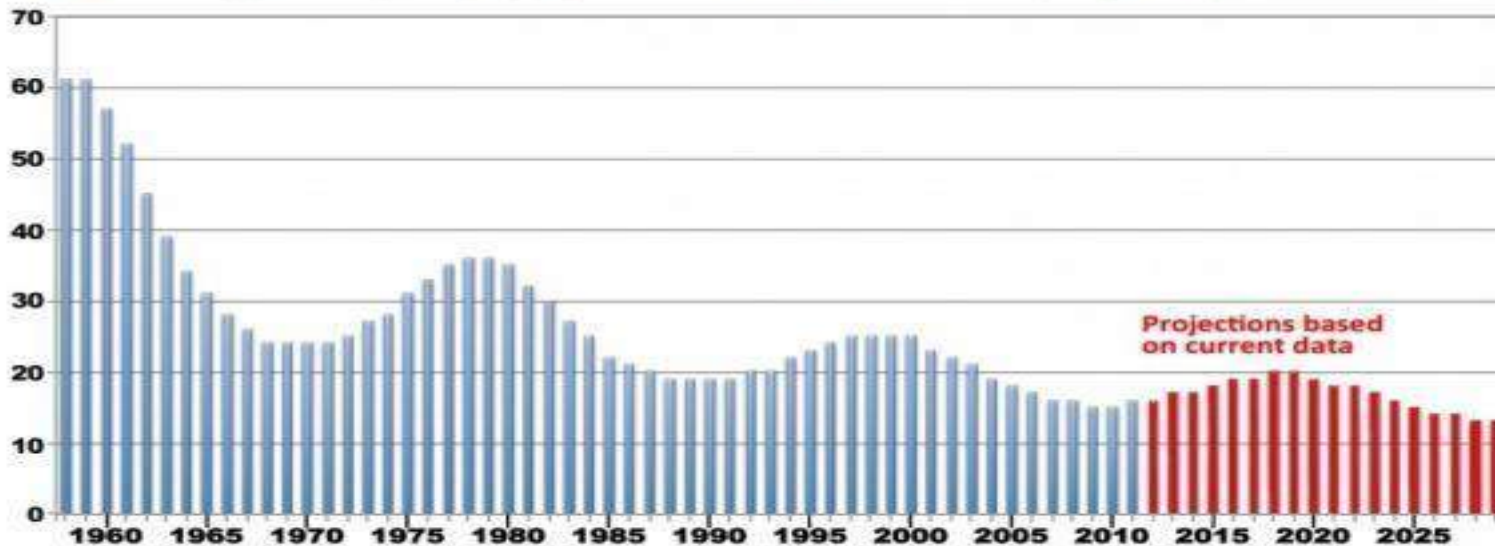
THE DIGITAL FUTURE

DIGITAL COMPANY 2020



Szabolcs Szelei
Google

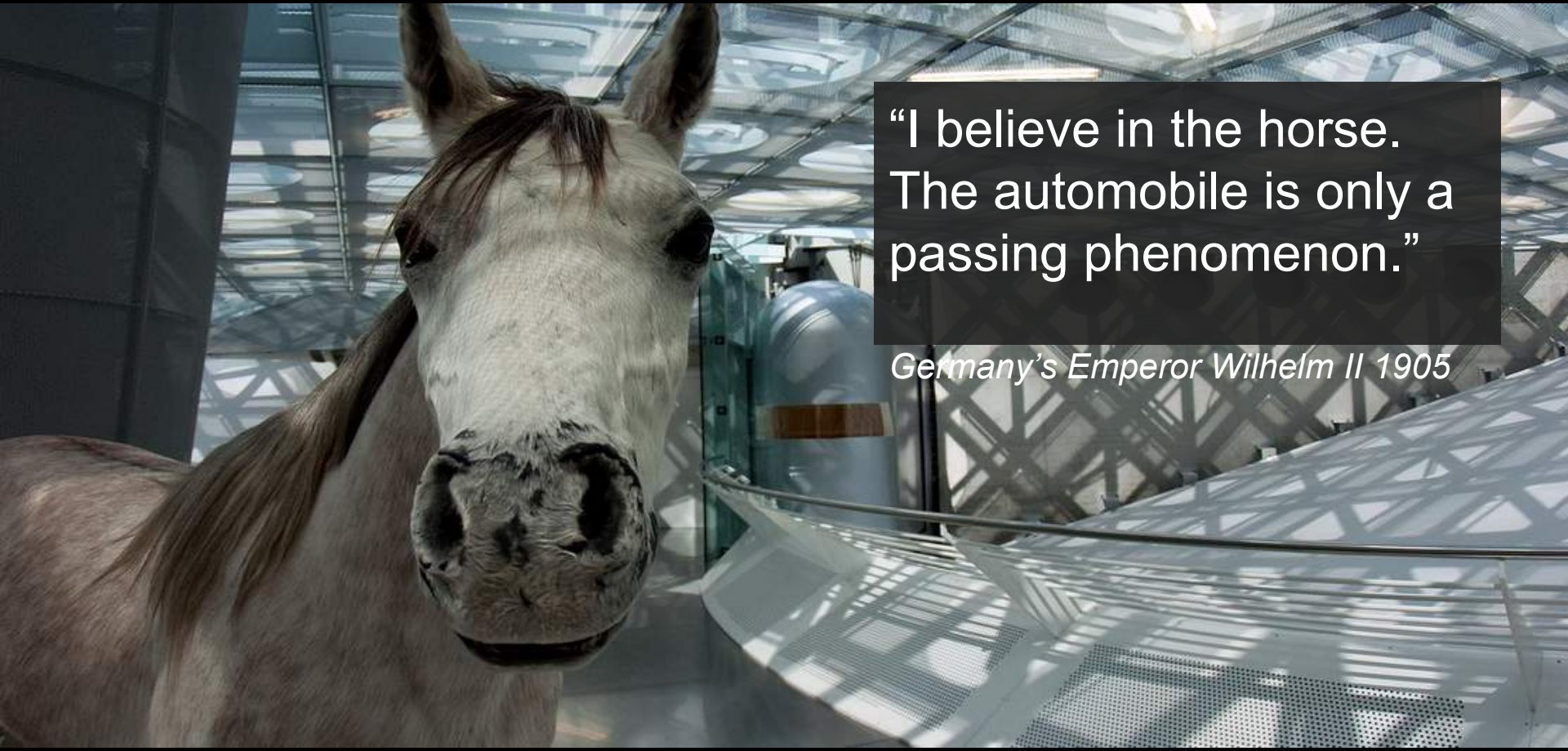
■ **Average company lifespan on S&P 500 Index (in years)**



Year (each data point represents a rolling 7-year average of average lifespan)

DATA: INNOSIGHT/Richard N. Foster/Standard & Poor's

TECHNOLOGY



“I believe in the horse.
The automobile is only a
passing phenomenon.”

Germany's Emperor Wilhelm II 1905

MAR
2015

GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS

UPDATED

TOTAL
POPULATION



7.219
BILLION

URBANISATION: 53%

FIGURE REPRESENTS TOTAL GLOBAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

3.038
BILLION

PENETRATION: 42%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.126
BILLION

PENETRATION: 29%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS ON THE MOST ACTIVE
SOCIAL PLATFORM IN EACH
COUNTRY, NOT UNIQUE USERS

UNIQUE
MOBILE USERS



we
are
social

3.679
BILLION

PENETRATION: 51%

FIGURE REPRESENTS
UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE
SOCIAL USERS



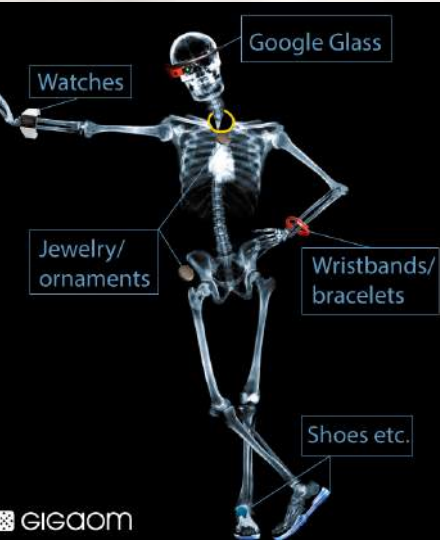
we
are
social

1.753
BILLION

PENETRATION: 24%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS ON THE MOST ACTIVE
SOCIAL PLATFORM IN EACH
COUNTRY, NOT UNIQUE USERS

Anything that isn't connected is obsolete



Dattaraj Kumbhkar, Ph.D.



CONSUMER

Instant gratification



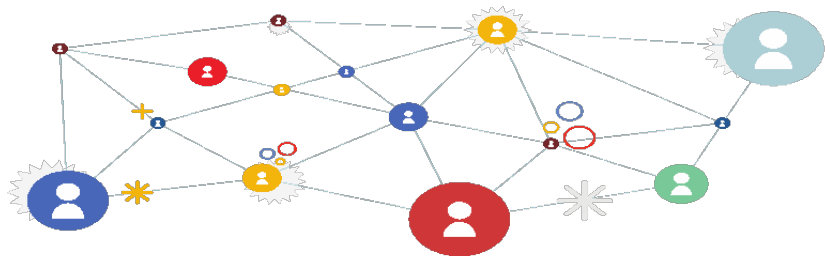
Infinite choice



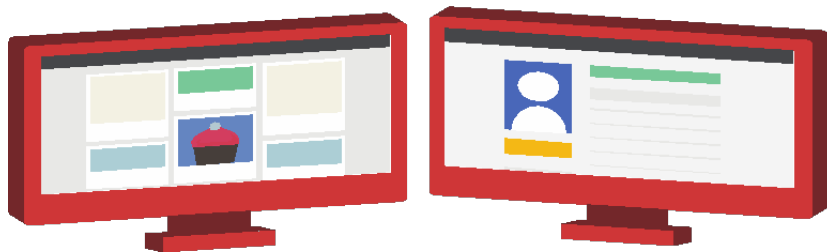
Personalized



Gen C : 4 C



CONNECT – Több időt töltenek online, mint az összes többi médiaplatformon együtt



CURATE – Közel 80% heti rendszerességgel oszt meg valamit



COMMUNITY – Átlagosan 350+ emberrel vannak online kapcsolatban



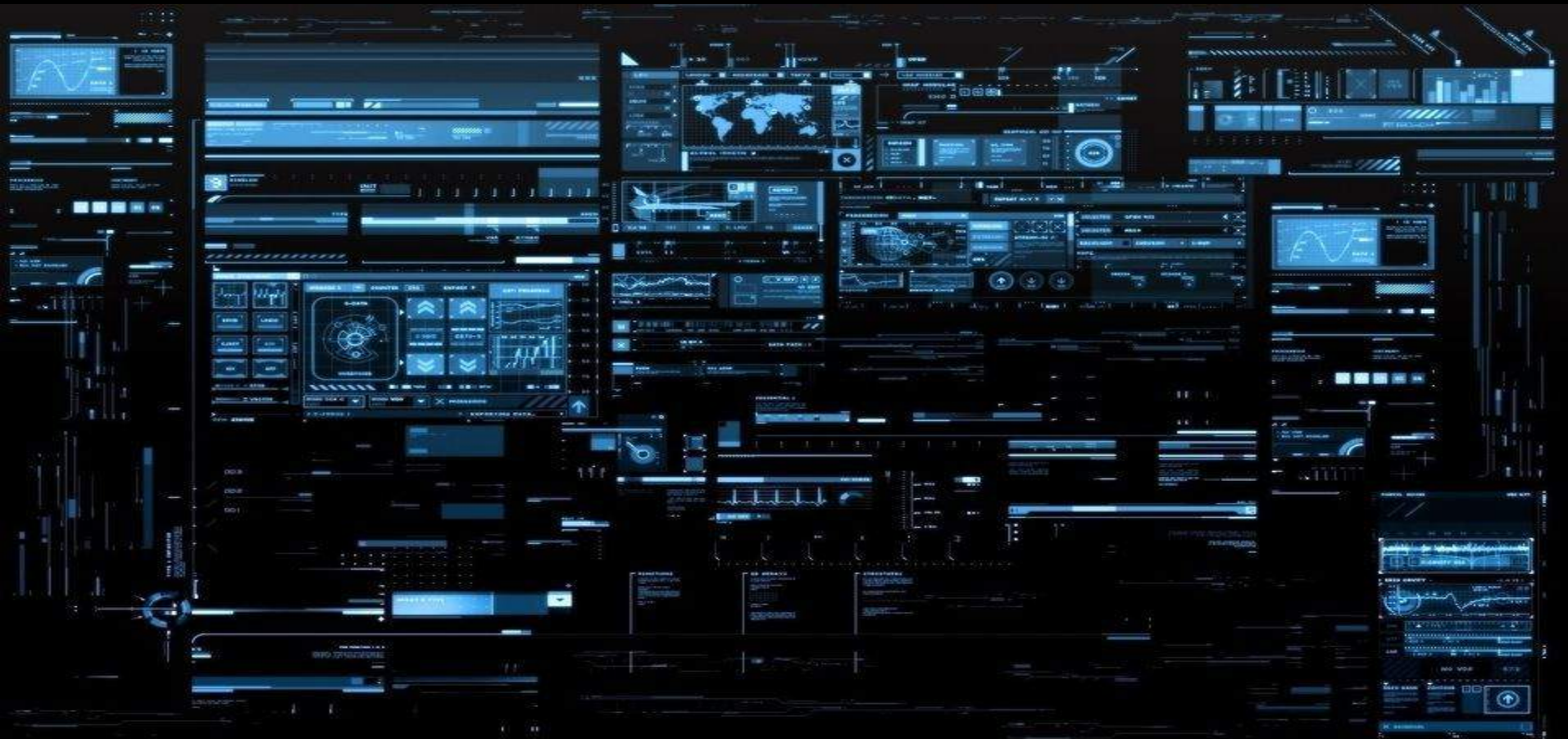
CREATE – 90% havi rendszerességgel kreál tartalmat!

BUSINESS

No frontiers



Data overload



Experts everywhere

ANCO ME

NEW MASCARA INNOVATION

LASH MULTIPLICATION VOLUME LENGTH & CURL LASH PRIMERS EYE SHIELD PROTECTANT

ASSULATER HYPER-ANALOGUE EXTREME LASH GROWTH SERUM LASH GROWTH SERUM LASH GROWTH SERUM

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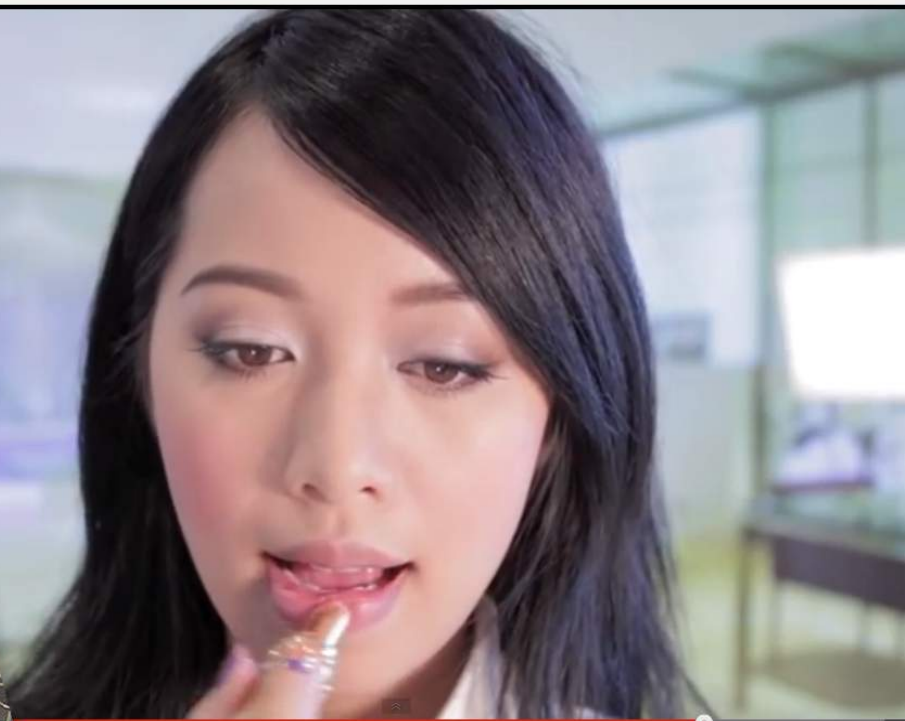
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ASSULATER HYPER-ANALOGUE EXTREME LASH GROWTH SERUM LASH GROWTH SERUM LASH GROWTH SERUM

YouTube

simple and clean michelle phan



and Clean

Michelle Phan · 298 videos

5,964,276

2,902

29,814

Ki MIT Tube
MEGKAPOD AVÁLASZT



UGC creates
engagement



Are you missing out on the power of



Square



Evernote



Jawbone



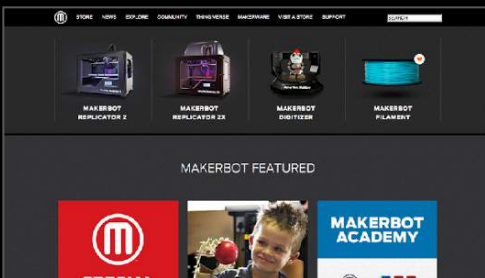
Kickstarter



Khan Academy



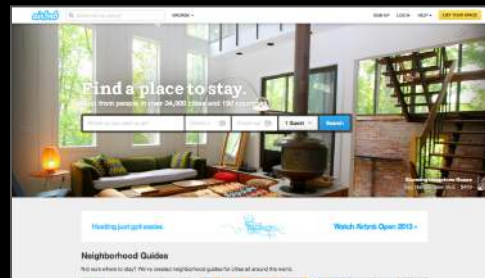
Uber



Makerbot



Spotify



airbnb



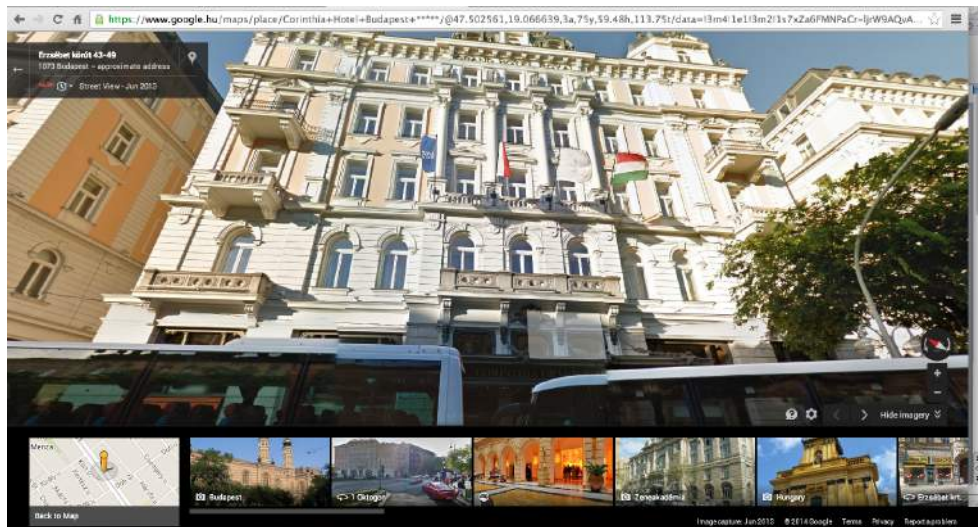
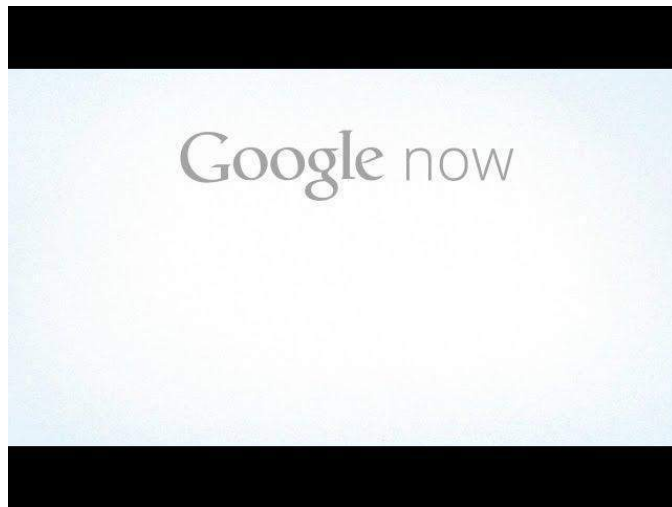
Smart Hotel 2020

Where traditional hotel services meet future customer satisfaction

Inspiration



Searching for destination



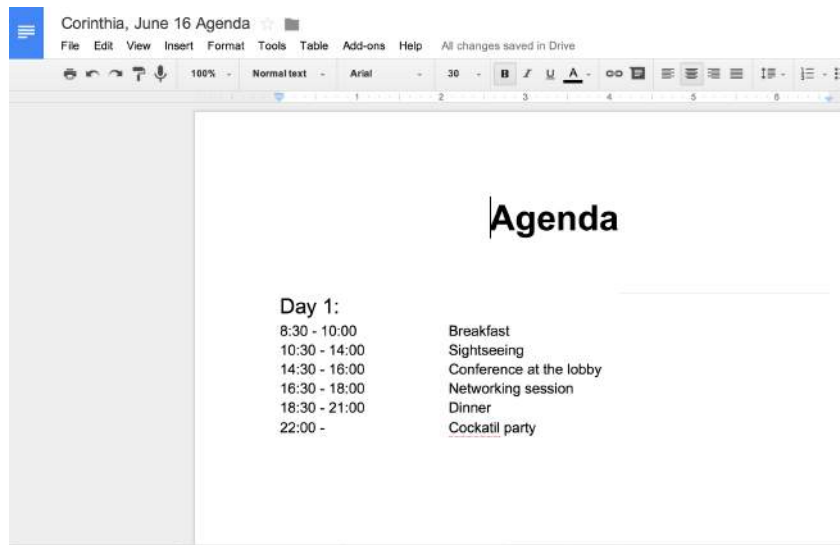


The room experience



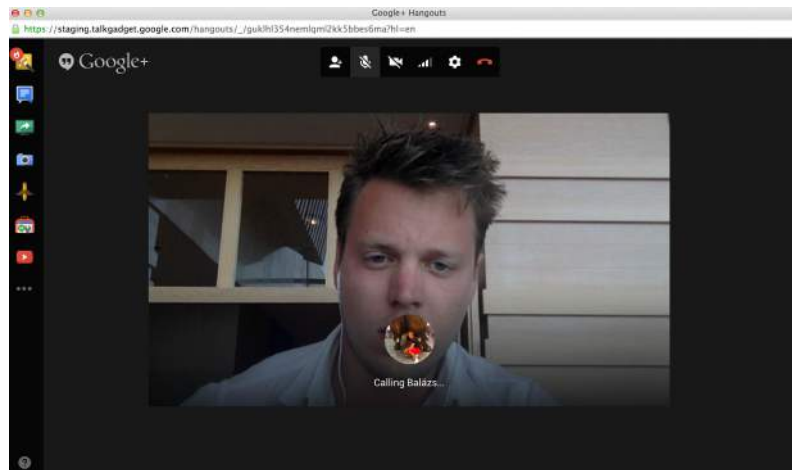
The room experience

Google Drive



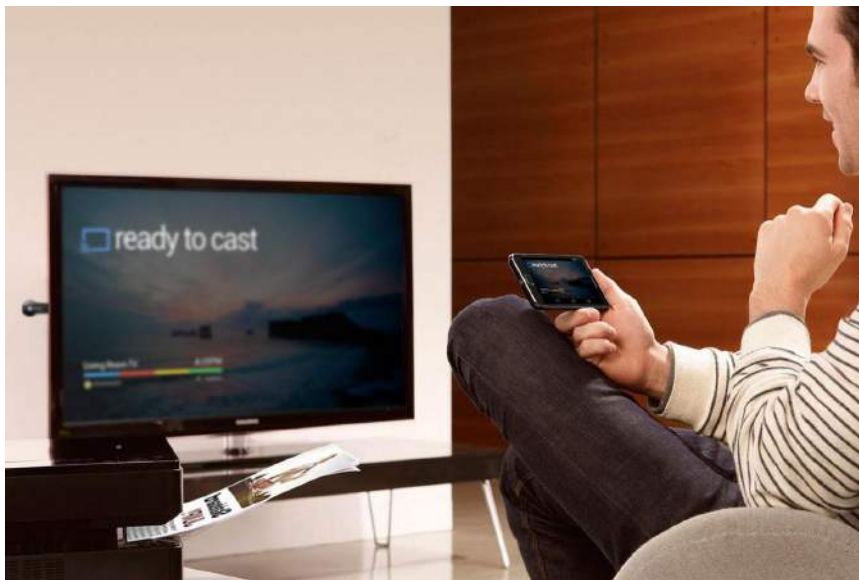
The room experience

Hangouts



The room experience

Chromecast



Returning customer

Remarketing / Personalizing

The screenshot shows the Google AdWords interface for creating a new remarketing list. The top navigation bar includes links for Home, Campaigns, Opportunities, Reporting, Billing, and My account. The main heading is "Audiences".

New remarketing list
 Please read the [Remarketing program policy](#) before creating a list.

Remarketing list name:

Description (Optional):

Membership duration: days

Tags: Create new remarketing tag

Select from existing tags

Tip: Add the remarketing code to all your pages visited by users whom you'd like to add to this list. To access the code, click the link in the **Tags / Rules** column below.

THANK YOU