

# **DIPLO FOUNDATION DIGITAL ECONOMY KICKSTART COURSE**

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# What is the digital economy?

The digital economy is the share of total economic output derived from a number of broad “digital” inputs. These digital inputs include digital skills, digital equipment (hardware, software and communications equipment) and the intermediate digital goods and services used in production. Such broad measures reflect the foundations of the digital economy.

Source: Accenture

# Digital transformations affect...

- ❑ How we communicate with each other e.g. using mobile phones, social media
- ❑ How we conduct business e.g. e-commerce, multi-channel marketing
- ❑ How we produce goods and services e.g. by using sensors, 3D printing, robots
- ❑ How we live e.g. e-learning, online shopping
- ❑ How we work e.g. teleworking, freelancing
- ❑ How we spend recreational time e.g. video streaming, music streaming, social media

# In the next 60 seconds

- ❑ 100,000 tweets are sent
- ❑ 204 million emails are sent
- ❑ Google receives 2+ million queries
- ❑ Apple processes 47,000 app downloads
- ❑ 48 hours of new video are uploaded to YouTube
- ❑ Facebook users share 684,478 pieces of content



# Internet of Things (IoT): Growing rapidly

- ❑ With 20-50 billion devices connecting online in the next five years, the IoT transformation will be the next disruptive ICT development.
- ❑ Technology and services revenue connected to the IoT marketplace grew at an 8.8% compound annual growth rate (CAGR) from 2012-2017 – increasing from \$4.8 trillion to \$7.3 trillion (source: IDC)



# The Digital Development Challenge

- ❑ The readiness of countries to engage in the digital economy varies greatly
- ❑ Large enterprises are better prepared than smaller ones
- ❑ There is a significant digital gender divide.
- ❑ Reliable statistics on e-commerce and the digital economy are generally lacking in developing countries
- ❑ Government policies need to address cross-cutting and multifaceted digital transformations
- ❑ There is a huge need for capacity-building



# UNCTAD programmes and technical assistance

UNCTAD covers a large number of areas relevant to the digital economy and the course:

- Information Economy Report (biannual publication)
- eTrade for all
- ICT Policy Review Programme
- E-commerce and Law Reform Programme
- Measuring the Information Economy
- ICTs and Women's Entrepreneurship



# Thank you

For further information:

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