

# Mega-Trend Connected World

Social media channels are the DNA of modern societies. The Internet brings people with similar mindsets and interests together, no matter where they live. As a result modern technology changed every aspect of everyday life and everyone's social behavior. While humans around the globe continue to connect, the world seems get smaller day by day.



**Crowd Actions**



**Information Bubble**



**Sharing society**



**Digital social behavior**



**Shrinking world**

## Where is this trend surfacing:

- Vehicle connectivity over the internet
- Overtourism
- Smartwatches/Wearables share fitness data

## Key Drivers towards a connected world:

- Social Media
- Intelligent Data analysis
- Influencer platforms
- Autonomous mobility
- Augmented Reality
- Artificial Intelligence
- Cloud computing
- Next generation networks (5G)
- Blockchain

## Influence of Covid-19

- Increased adoption of digital technologies.
- > 535 % increase of video conferences
- Changes the way how we communicate
- Online Fitness Groups
- More remote work