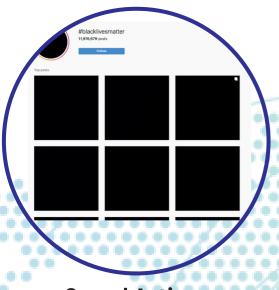
Mega-Trend Connected World

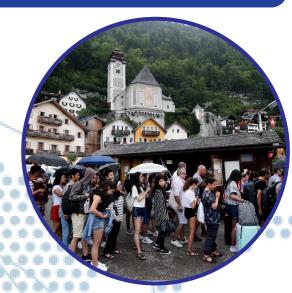
Social media channels are the DNA of modern societies. The Internet brings people with similar mindsets and interests together, no matter where they live. As a result modern technology changed every aspect of everyday life and everyones social behavior. While humans around the globe continue to connect, the wolrd 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/Weara bles 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