



SIMPLUS
an Infosys company

WHAT'S ON YOUR MIND?

INDUSTRY STATS TELECOM AND INFORMATION BUSINESSES NEED TO KNOW

"It's worked so far but we're not out yet"

67% of the world's population uses the internet in 2023, **45%** more than in 2018.

Of note this year, small island developing states' internet usage matches the world's average.



"I wanna know what you're thinking"



The largest growth rates for internet usage over the past 23 years are in Africa (**13,233%**) and the Middle East (**6,194%**).

"There are some things you can't hide"

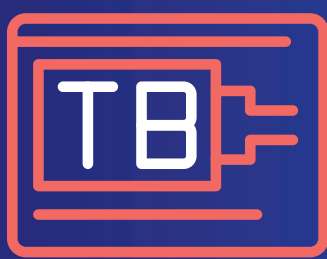
The amount of data creation and replication reached a new high in 2020. Estimates suggest there is currently at least **120 zetabytes** of data in the world today and projections forecast over **180 zetabytes** by 2025.

(1 zetabyte = 1000000000 terabytes)



"I wanna know what you're feeling"

328.77 million terabytes of data are created every day



"Tell me what's on your mind"

The data revolution is entering a new era. Let Simplus help your organization get some **pure energy** this year.