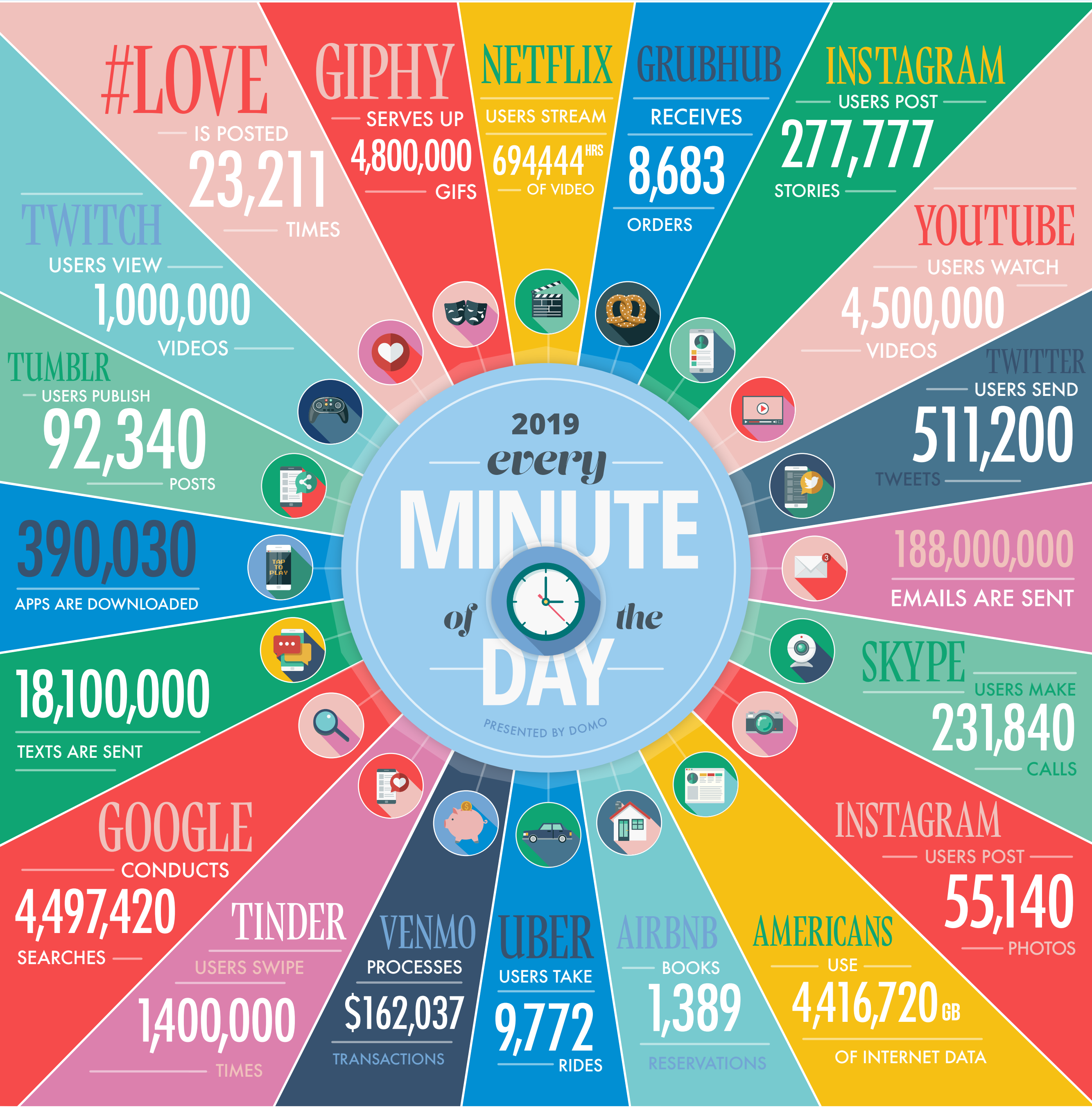




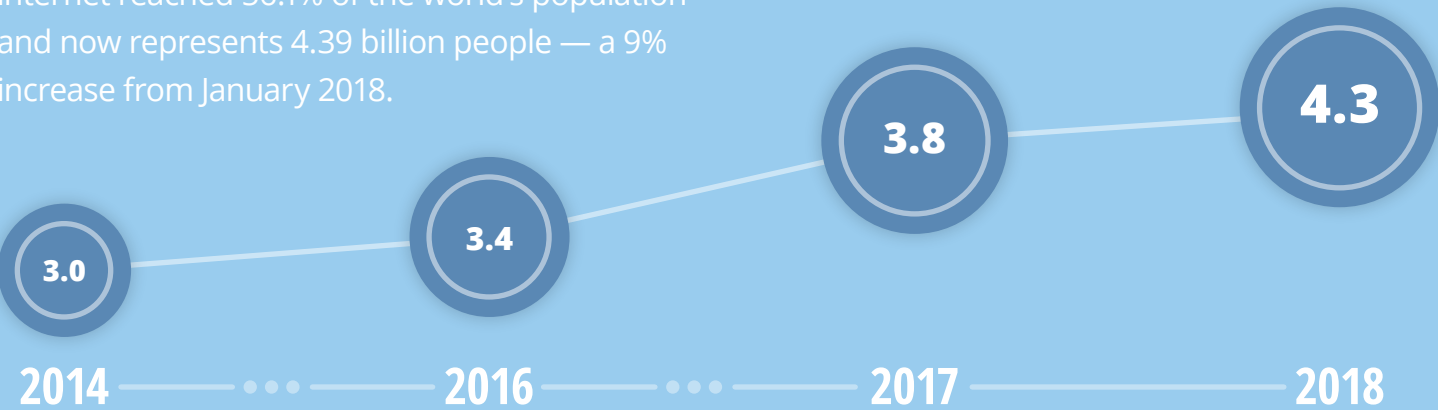
DATA NEVER SLEEPS 7.0

How much data is generated *every minute*?

There's no way around it: big data just keeps getting bigger. The numbers are staggering, and they're not slowing down. By 2020, there will be 40x more bytes of data than there are stars in the observable universe. In our 7th edition of Data Never Sleeps, we bring you the latest stats on how much data is being created in every digital minute.



The world's internet population is growing significantly every year. As of January 2019, the internet reached 56.1% of the world's population and now represents 4.39 billion people — a 9% increase from January 2018.



GLOBAL INTERNET POPULATION GROWTH 2012-2018
(IN BILLIONS)

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SOURCES: STATISTA, INTERNET LIVE STATS, EXPANDED RAMBLINGS, NATIONAL ASSOCIATION OF CITY TRANSPORTATION OFFICIALS, WIRED

