

INTERNET OF THINGS (IOT) CONNECTED DEVICES INSTALLED BASE WORLDWIDE FROM 2015 TO 2025 (IN BILLIONS)

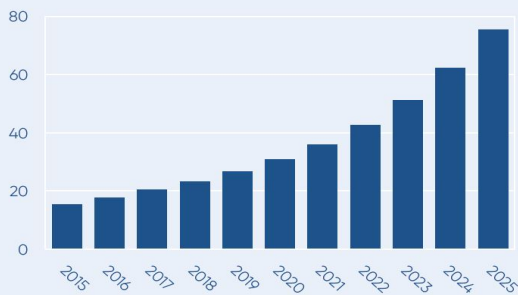


Figure 2. IoT-connected devices installed base
Source: IHS @Statistika

The streaming megatrend refers to the significant shift in how people consume content and media, moving away from traditional formats like cable television, DVDs and CDs towards digital streaming services.

This trend encompasses various types of content, including movies, TV shows, music, podcasts, live events as well as gaming.

As technology and user preferences continue to evolve, the streaming megatrend is expected to further shape how people consume content in the future.

Technological Advancements



- There has been an exponential widespread availability of high-speed internet, improvements in video compression technology and the ubiquity of smartphones and smart TVs
- This has made it easier for users to access and consume streaming content from virtually anywhere, at any time.

On-demand Content and Personalisation:



- Streaming platforms allow users to access a vast library of content on-demand providing greater flexibility and convenience compared to traditional broadcast media
- In addition, sophisticated algorithms help curate content and provide personalized recommendations, enhancing user engagement.

Social Connections



- For Millennials and Gen Z, gaming is not just about playing games; it's also a means of social interaction
- Online multiplayer games, game streaming platforms, and social media integration have created opportunities for gamers to connect with friends and like-minded individuals, fostering a sense of community and belonging.