



The Impact of the Internet--Year Ten Report, 2010

Surveying the Digital Future—The World Internet Project

USC Annenberg School--Center for the Digital Future

Surveying the Digital Future:
The Impact of the Internet

**Falling Apart and Coming Together:
The Impact of the Internet**

Jeffrey Cole, Ph.D.

Director, Center for the Digital Future
at USC Annenberg School

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We are undertaking the study of the Internet that should have been conducted on television in the late 1940s



Countries and Regions in World Internet Project

- **United States**
- **Singapore**
- **Italy**
- **Sweden**
- **Japan**
- **Great Britain**
- **India**
- **Iran**
- **Australia**
- **Bolivia**
- **Hong Kong**
- **Canada**
- **Colombia**
- **Russia**
- **United Arab Emirates**
- **Taiwan**
- **New Zealand**
- **Israel**
- **Mainland China***
- **Macao**
- **South Korea**
- **Germany**
- **Hungary**
- **Spain**
- **Chile**
- **Argentina**
- **Estonia**
- **Portugal**
- **Czech Republic**
- **Mexico**
- **France**



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Lessons from Ten Years in the Field



Trend #1

While film, music and print will survive (and thrive), it may be as smaller industries, especially on the web.



Television is the Exception

Rather than shrinking,
television (video) will grow
dramatically in importance



Trend #2

Social Networking is the Real Deal (although Time Magazine got it wrong).



Life of a 12-24

- Will never read a newspaper but attracted to some magazines
- Will never own a land-line phone (and maybe not a watch)
- Will not watch television on someone else's schedule much longer
- Trust unknown peers more than experts
- For first time willing (2005) to pay for digital content. Never before.
- Little interest in the source of information and most information aggregated.
- Community at the center of Internet experience
- Think not interested in advertising or affected by brand, but wrong.
- Everything will move to mobile
- Television dominates less than any generation before
- Want to move content freely from platform to platform with no restrictions
- Want to be heard (user generated)
- Use IM. Think e-mail is for their parents



CONTACT INFORMATION

Web: <http://digitalcenter.org>

E-mail: cole@digitalcenter.org

Phone: (310) 235-4444