

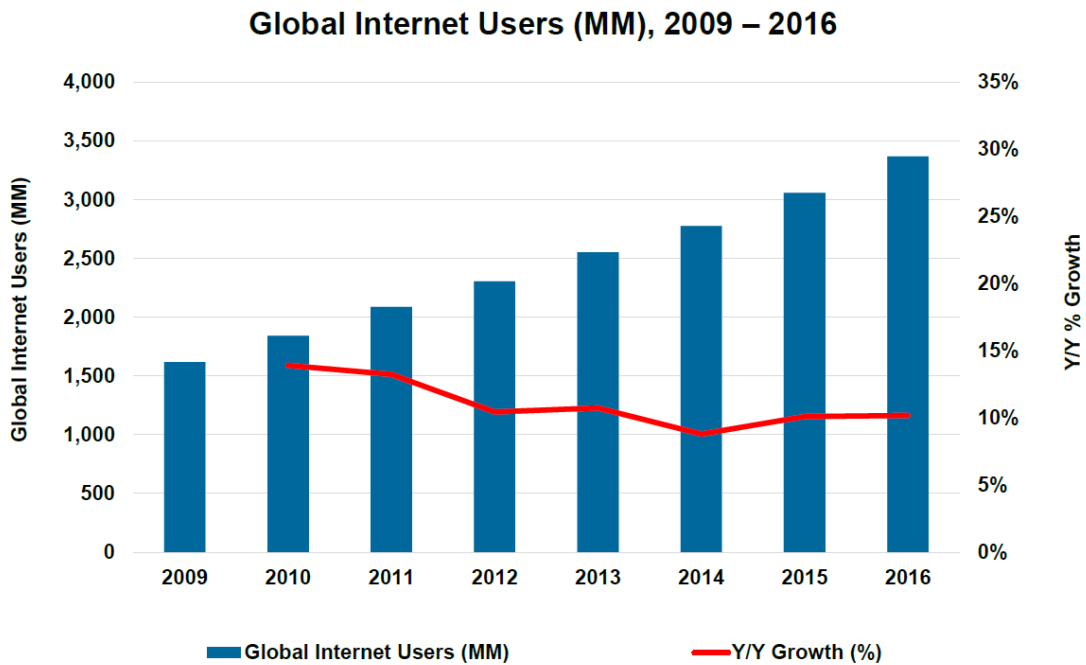


# GLOBAL INTERNET TRENDS 2017

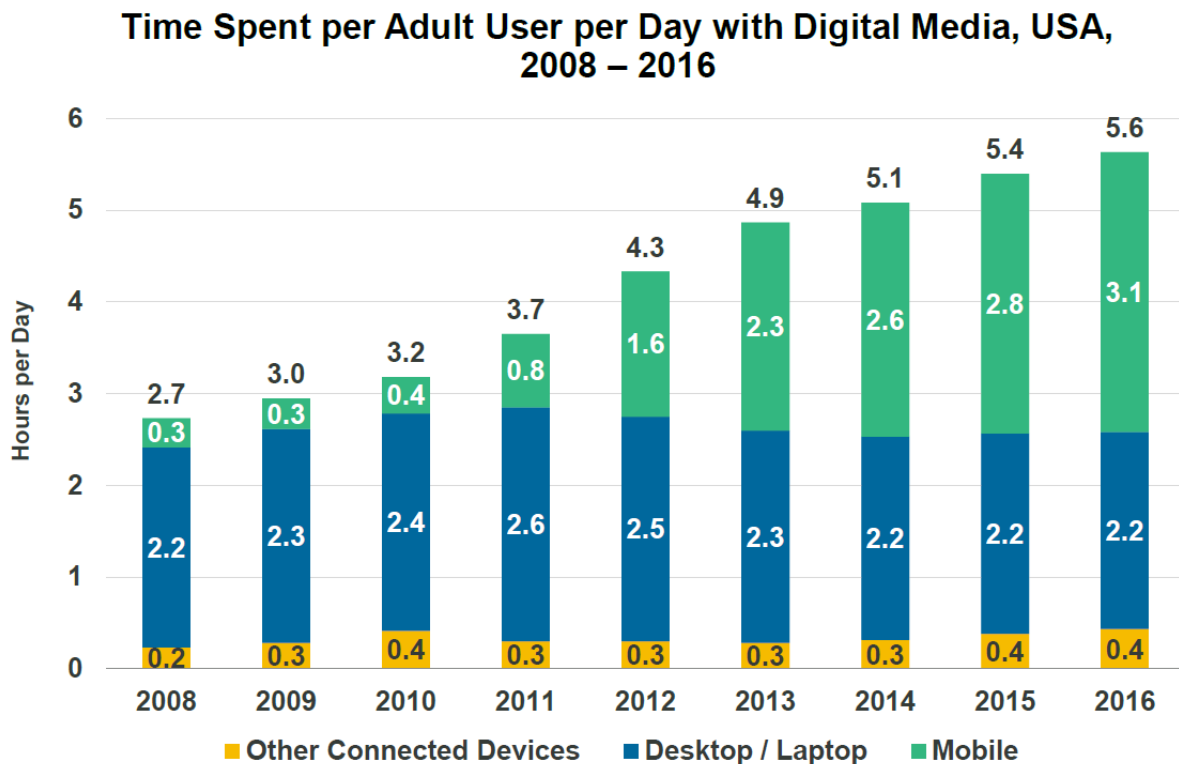
**D**estiny  
**E**ntrepreneur

We live in the information age and the Internet provides the average person with the opportunity to connect on a global scale. With the access to the global community comes the opportunity to **start an online business** in the fast-growing **digital economy**.

The number of global Internet users has climbed to 3.4 billion people which is a 10% increase from previous year.

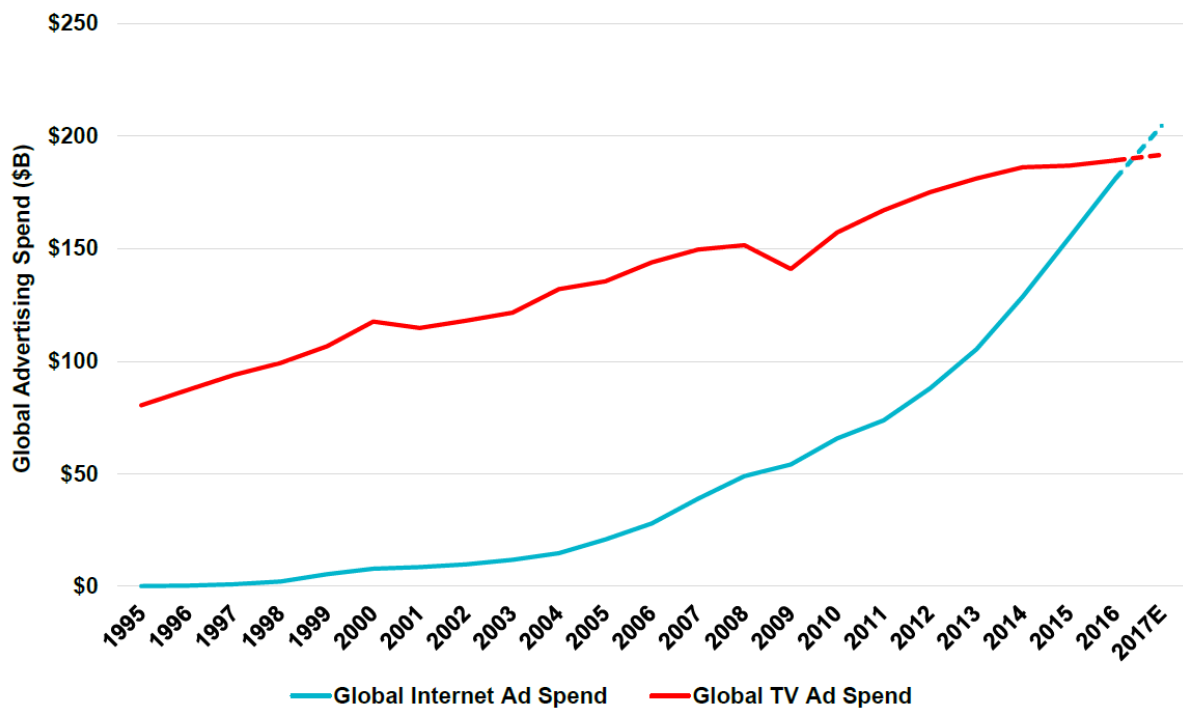


The amount of time an adult spends on the Internet with digital media is on average 5.6 hours in the USA.



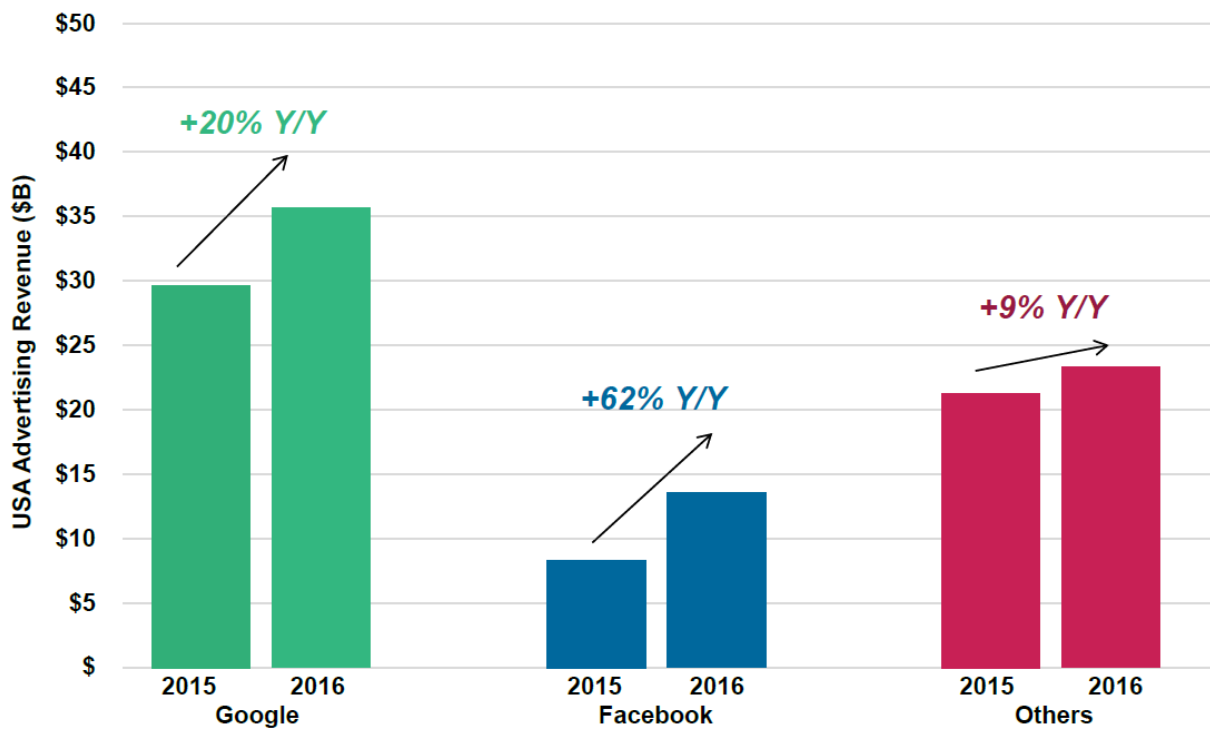
The value of online advertising has increased dramatically over the last 5 years and will soon surpass that spent on TV advertising.

### Internet vs. TV Ad Spend (\$B), Global, 1995-2017E



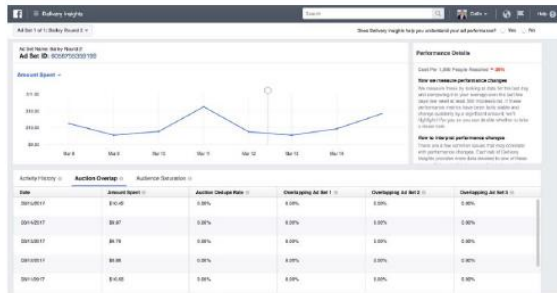
Google and Facebook represent 82% of advertising revenue and growing.

### Advertising Revenue (\$B) and Growth Rates (%) of Google vs. Facebook vs. Other, USA, 2015 – 2016

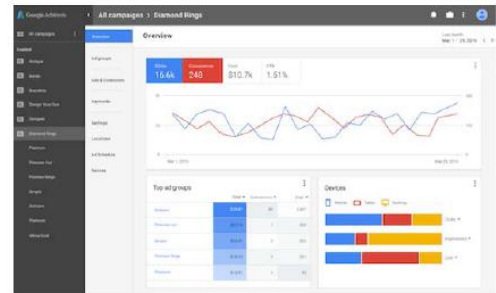


The top platforms with regards to providing more ways to target and measure advertisements is by far Google and Facebook.

### Facebook (Delivery Insights)



### Google (AdWords)



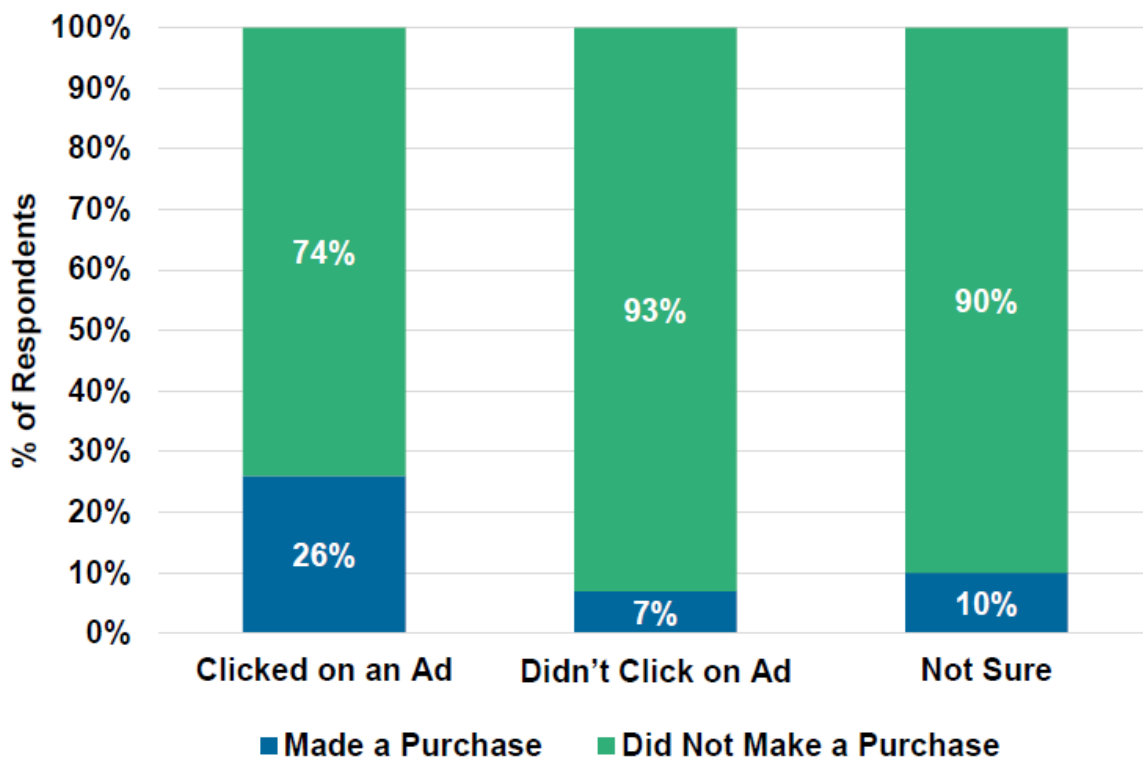
Statistics for Facebook show that 26% of users that click on ads make a purchase.

## Facebook Users

26% that Click Ads Make Purchase, USA, 3/17

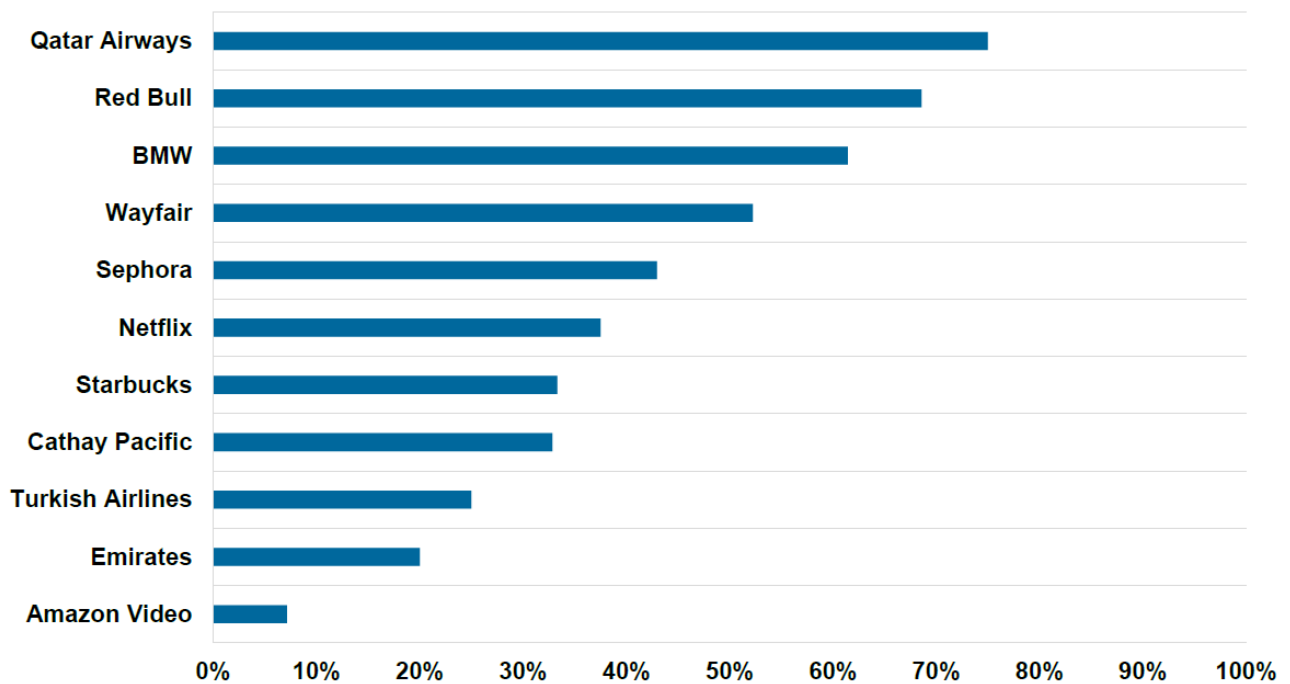
*In past 30 days, have you clicked an ad on Facebook?*

*In past 30 days, have you purchased a product you saw on Facebook?*



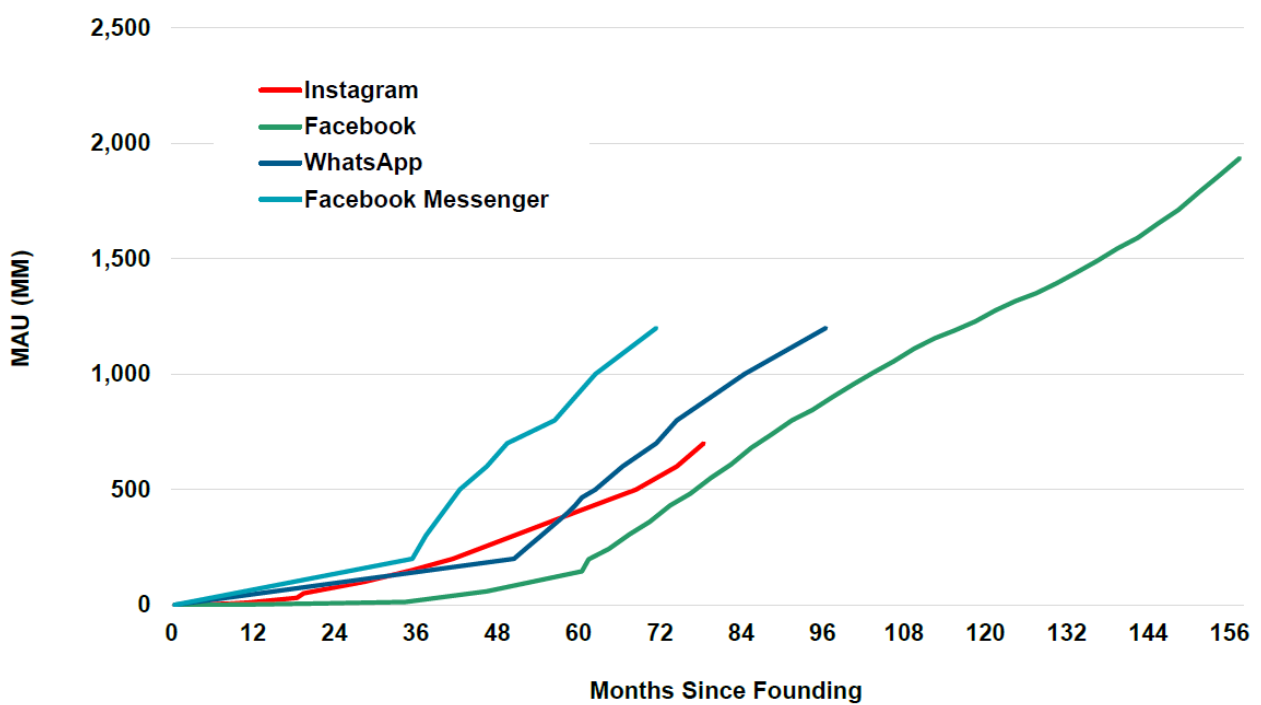
The future of search online is going to be more picture based than keyword based. Some of the largest brands online are already leveraging platforms like Instagram for their online marketing efforts.

### Brands = Leveraging UGC on Instagram



The use of video has also grown at an amazing rate and growth is increasing year on year.

### Facebook Platform MAUs, Global, Months Since Launch



The companies leading the global market capitalisation are:

Rank	Company	Region	Industry Segment	Current Market Value (\$B)	2016 Revenue (\$B)
1	Apple	USA	Tech – Hardware	\$801	\$218
2	Google / Alphabet	USA	Tech – Internet	680	90
3	Microsoft	USA	Tech – Software	540	86
4	Amazon	USA	Tech – Internet	476	136
5	Facebook	USA	Tech – Internet	441	28
6	Berkshire Hathaway	USA	Financial Services	409	215
7	Exxon Mobil	USA	Energy	346	198
8	Johnson & Johnson	USA	Healthcare	342	72
9	Tencent	China	Tech – Internet	335	22
10	Alibaba	China	Tech – Internet	314	21
11	JP Morgan Chase	USA	Financial Services	303	90
12	ICBC	China	Financial Services	264	85
13	Nestlé	Switzerland	Food / Beverages	263	88
14	Wells Fargo	USA	Financial Services	262	85
15	Samsung Electronics	Korea	Tech – Hardware	259	168
16	General Electric	USA	Industrial	238	120
17	Wal-Mart	USA	Retail	237	486
18	AT&T	USA	Telecom	234	164
19	Roche	Switzerland	Healthcare	233	51
20	Bank of America	USA	Financial Services	231	80
<b>Total</b>				<b>\$7,207</b>	<b>\$2,497</b>

The evidence is clear that if you are looking at starting or growing your online business then you should at the very least be on Facebook. You should then be using images and video to brand your company, services and products.

Facebook continues to be a household name and the most visited website online by users globally so it goes without saying that, if your business is not on Facebook then, your business is not leveraging the largest online community globally.

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