

# Unlocking the Megatrends!

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European Commission

<p>DigitalEurope:theInternetMega-trendsthatwillShapeTomorrow'sEurope</p>

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<p>VivianeRedingtheMemberoftheEuropeanCommissionresponsibleforInformationSocietyandMedia

deliveredakeynotespeechtothe<ahref="http://www.eifonline.org/"target="\_blank">EuropeanInternetFoundation</a>SpecialEventtitled:<b>AviewoftheDigitalWorldin2025.</b><p><p>Thespeech(<ahref="http://europa.eu/rapid/pressReleasesAction.do?reference=SPEECH/08/616&format=HTML&aged=0&language=EN&guiLanguage=nl"target="\_blank">Speech/08/616/</a>)title

d:DigitalEurope:theInternetMega-

trendsthatwillShapeTomorrow'sEuropeoutlinestheInternetMegatrendsas:</p><p><b>FirstMegatrend:</b>

ashiftfrom"Web2.0forfun"toWeb2.0forproductivityandservices.Web2.0isallaboutsocial

networking,whichsofarhasbeenlowdefinitionvideoandentertainmentdriven.ButWeb2.0isnowbeingappliedasabusinessstoolandasawayofdeliveringgovernmentservices.Properlychannelled,Web2.0means

connectingmindsandcreativityonascaleneverbeforeimagined.</p><p><b>SecondMegatrend:</b>a

phase shiftfromWeb2.0toWeb3.0.ThecomingyearswillseetheInternetmovebeyondbeinganetworktoconnect

computertogethertobeinganInternetthatconnectseverythingtogether:cars,machinesofallsorts,household

appliances,energymeters,windows,lights,whateveryoucanthinkof,itcanbeconnected.Thereare

twogreatimplicationsofthisnew"InternetofThings".First,thisnewworldwidewebof"things

thatthink"willcreateasensorynetworkthatwillallowaleapforwardhumanknowledgeaboutthe

worldwelivein.Itwillenditselftoallsortsofnewapplicationssuchasenergyefficiency,healthandwelfare

services,efficienttransportandsoon.</p><p><b>ThirdMegatrend:</b>theemergenceofthewirelessweb.Already

todayapplicationsofwirelesstechnologyareamajordriverofeconomicvalueintheEUeconomy.These

areestimatedat250bn?or2-3%ofGDPandrising.MoreoveritwirelessisalighthouseofEuropeantechnologicalleadership.

Earlynextyearitisexpectedthat5bnorthreequartersoftheplanet'spopulationwillhaveuseofamobilehandset.

Thisisanunprecedentedtechnologicaldevelopmentexceedingthediffusionratesoftechnologiessuchastele-

visionorevenpenandpapernotintermsofpenetrationandusebutinitsspeedoftake-up.</p><aname="eztoc217149\_0\_0\_2" id="eztoc217149\_0\_0\_2"></a><h4>RelatedePSIplusnew

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