



Data Never Sleeps 11.0

Domo has been keeping tabs on the world's data usage—in a minute—for over a decade now. What the numbers consistently show is that how we use data is always evolving—and that data isn't slowing down. We're also seeing some big changes. The rise of Artificial Intelligence (AI) is reshaping the way we communicate, work, and create. Digital payments continue to replace traditional transactions. Taylor Swift streams in countless headphones. And a rash of cybercrime grows alongside these digital experiences.

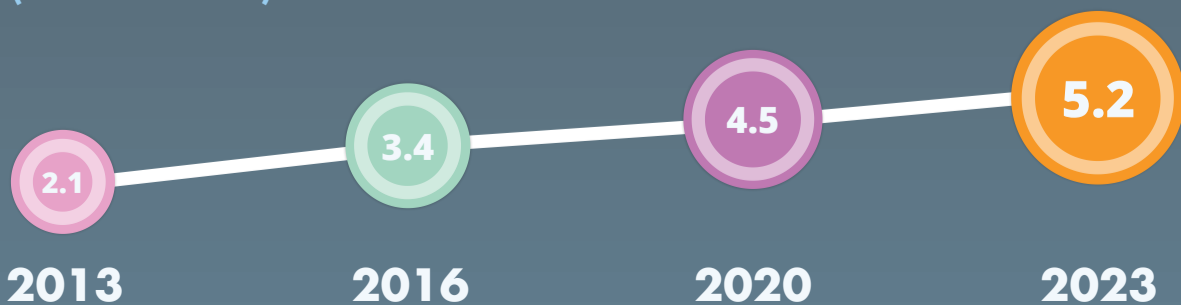
In Domo's 11th edition of Data Never Sleeps, we take the pulse of our digital age, where every click, swipe, and stream fuels an ever-expanding digital universe. These are not just numbers; they are the heartbeat of a world where data reigns supreme.



The world's internet population continues to grow significantly year-over-year. As of November 2023, the internet represents 5.2 billion people—approximately 64.6% of the global population. According to Statista, the total amount of data predicted to be created, captured, copied, and consumed globally in 2023 is 120 zettabytes, a number projected to grow to 181 zettabytes by 2025.

As data grows and evolves, businesses need to grow and evolve, too. Domo helps you harness the power of data so you can change as quickly as the world changes and make data-driven decisions that set you apart from the crowd. Let Domo help you make sense of all the clicks, swipes, and shares so you can see the big picture that a lot of small decisions make.

Global Internet Population Growth (IN BILLIONS)



Learn more at domo.com

SOURCES: EARTHWEB, DUSTIN STOUT, DEMANDSAGE, HOOTSUITE, BUSINESSOFAPPS, DOORDASH, SOCIALPILOT, X | TWITTER.COM, GITNEX, INVGATE, THINKIMPACT, SIFMA.ORG, STATISTA, PR NEWswire, NETSCOUT

