

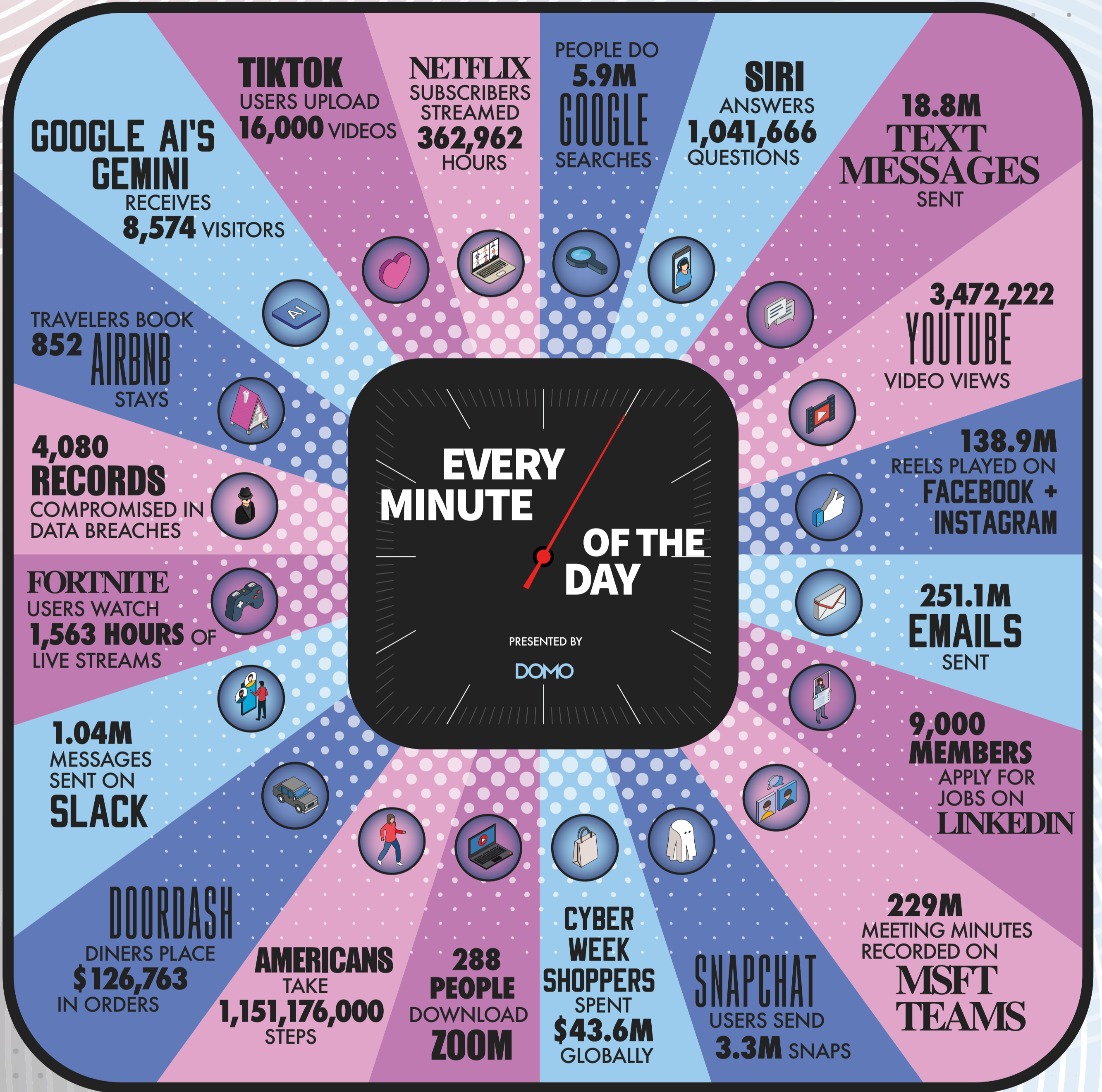
DATA NEVER SLEEPS

12

DOMO

Every minute of every day, the world generates a dizzying amount of data, and how we interact with it is constantly changing. AI tools are now answering millions of questions in real time and are transforming how we work, shop, and connect. Digital platforms are seeing explosive usage, with billions of emails, texts, and reels shared every day. Entertainment continues to drive engagement across streaming, gaming, and social media while e-commerce is setting new benchmarks as digital habits evolve and expand at an unprecedented pace.

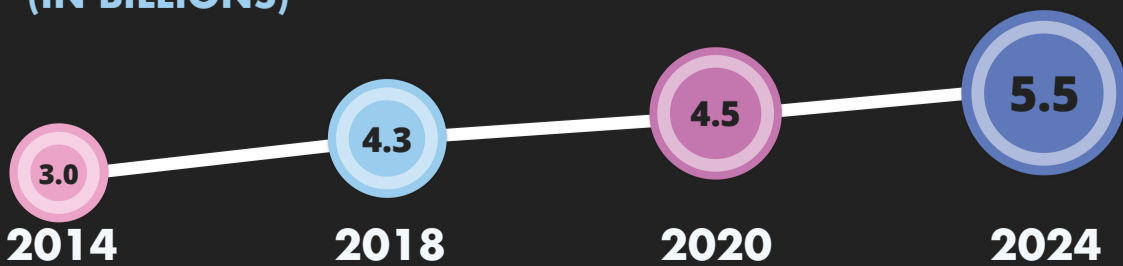
In Domo's 12th edition of Data Never Sleeps, we capture a snapshot of this world powered by the rapid rise of data, AI, and digital activity, shaping every moment of modern life.



The world's internet population continues to grow significantly year-over-year. As of late 2024, 5.52 billion people—approximately 67.5% of the global population—are online.

According to industry analysts, the total amount of data created, captured, copied, and consumed globally is expected to reach 149 zettabytes by the end of 2024, with projections surpassing 394 zettabytes by 2028.

Global Internet Population Growth (IN BILLIONS)



As the volume and complexity of data accelerates, business success increasingly depends on the ability to turn information into insights. Domo helps you harness the power of data and AI so you can adapt as quickly as the world changes and make data-driven decisions that set you apart. Let Domo help you make sense of all the clicks, swipes, and streams so you can see the big picture shaped by every small decision.

Learn more at domo.com

SOURCES: EARTHWEB, DUSTIN STOUT, DEMANDSAGE, HOOTSUITE, BUSINESSOFAPPS, DOORDASH, SOCIALPILOT, X | TWITTER.COM, GITNUX, INVGATE, THINKIMPACT, SIFMA.ORG, STATISTA, PR NEWS-WIRE, NETSCOUT

