DATA NEVER SLEEPS

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.
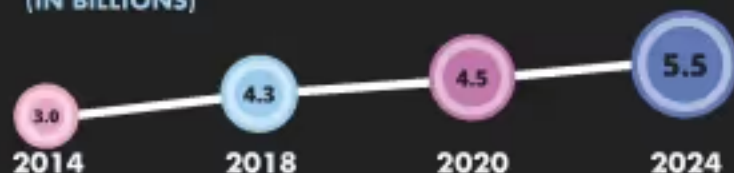
12

EVERY MINUTE OF THE DAY

PRESENTED BY
DOMO

GOOGLE AI'S GEMINI RECEIVES **8,574** VISITORS

TIKTOK USERS UPLOAD **16,000** VIDEOS

NETFLIX SUBSCRIBERS STREAMED **362,962** HOURS

PEOPLE DO **5.9M GOOGLE** SEARCHES

SIRI ANSWERS **1,041,666** QUESTIONS

18.8M TEXT MESSAGES SENT

TRAVELERS BOOK **852 AIRBNB** STAYS

3,472,222 YOUTUBE VIDEO VIEWS

4,080 RECORDS COMPROMISED IN DATA BREACHES

138.9M REELS PLAYED ON **FACEBOOK + INSTAGRAM**

FORTNITE USERS WATCH **1,563 HOURS** OF LIVE STREAMS

251.1M EMAILS SENT

1.04M MESSAGES SENT ON **SLACK**

9,000 MEMBERS APPLY FOR JOBS ON **LINKEDIN**

DOORDASH DINERS PLACE **$126,763** IN ORDERS

AMERICANS TAKE **1,151,176,000** STEPS

288 PEOPLE DOWNLOAD **ZOOM**

CYBER WEEK SHOPPERS SPENT **$43.6M** GLOBALLY

SNAPCHAT USERS SEND **3.3M** SNAPS

229M MEETING MINUTES RECORDED ON **MSFT TEAMS**

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.

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.

Global Internet Population Growth
(IN BILLIONS)

2014	2018	2020	2024
3.0	4.3	4.5	5.5

Learn more at domo.com

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

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