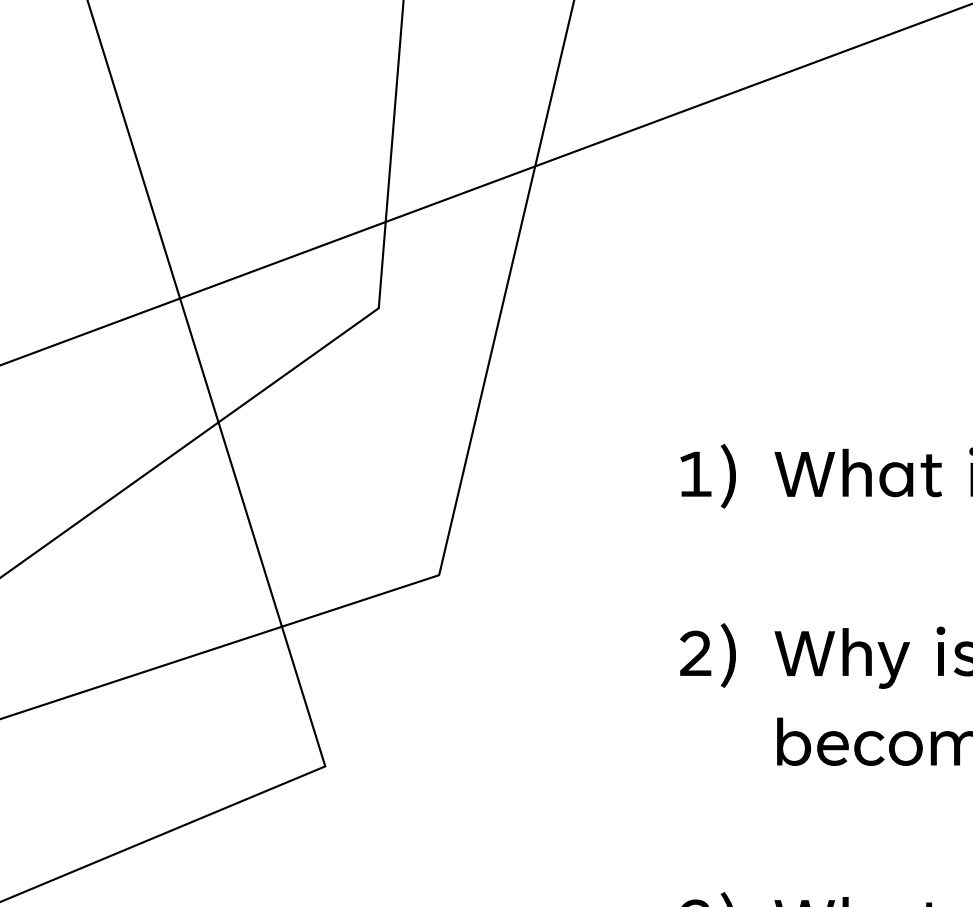


THINKING DIFFERENTLY ABOUT THE DIGITAL WORLD ...

Mohammad J Sear

Thinking

Digital Nations

- 
- 1) What is a Digital Nation ?
 - 2) Why is it important for countries to focus on becoming a Digital Nation ?
 - 3) What will enable a country to become a Digital Nation ?



WHAT IS A DIGITAL NATION?

Country
IT
Strategy

Country
DIGITAL
Strategy

a **Country IT Strategy** is a TECHNICAL answer to a **business** question:

“How will IT help the **COUNTRY** operate?”

a Country Digital Strategy is a BUSINESS answer to a digital question:

“How should our **COUNTRY** evolve to thrive in
the Digital Era?”



The Digital Era is defined as the present time, in which many things are done by computers and large amounts of information are available because of computer technology, and in which new business models have emerged

Cambridge Dictionary

So, it is a **Digital World** in which we use digital era business models **and** technologies to communicate, work, play, sell, buy, educated, entertain etc. using the **INTERNET**

A **Digital Nation** can be therefore defined as a country in which ...

All actors – citizens, residents, businesses, governments, legislators, judiciary, visitors etc. – are digitally doing all those things that are possible

The economy is predominately made up of digital native businesses (ones that only or in the main operate in the online non-physical world), and highly digitalized businesses

Finally emerging technologies and digital era business models are being leveraged to the maximum

This **Translates** into the existence in the country of ...

Digital
Society

&
Digitalized

Digital
Economy

&
Digitalized

Digital
Governance

&
Digitalized

Channels

Services

Processes

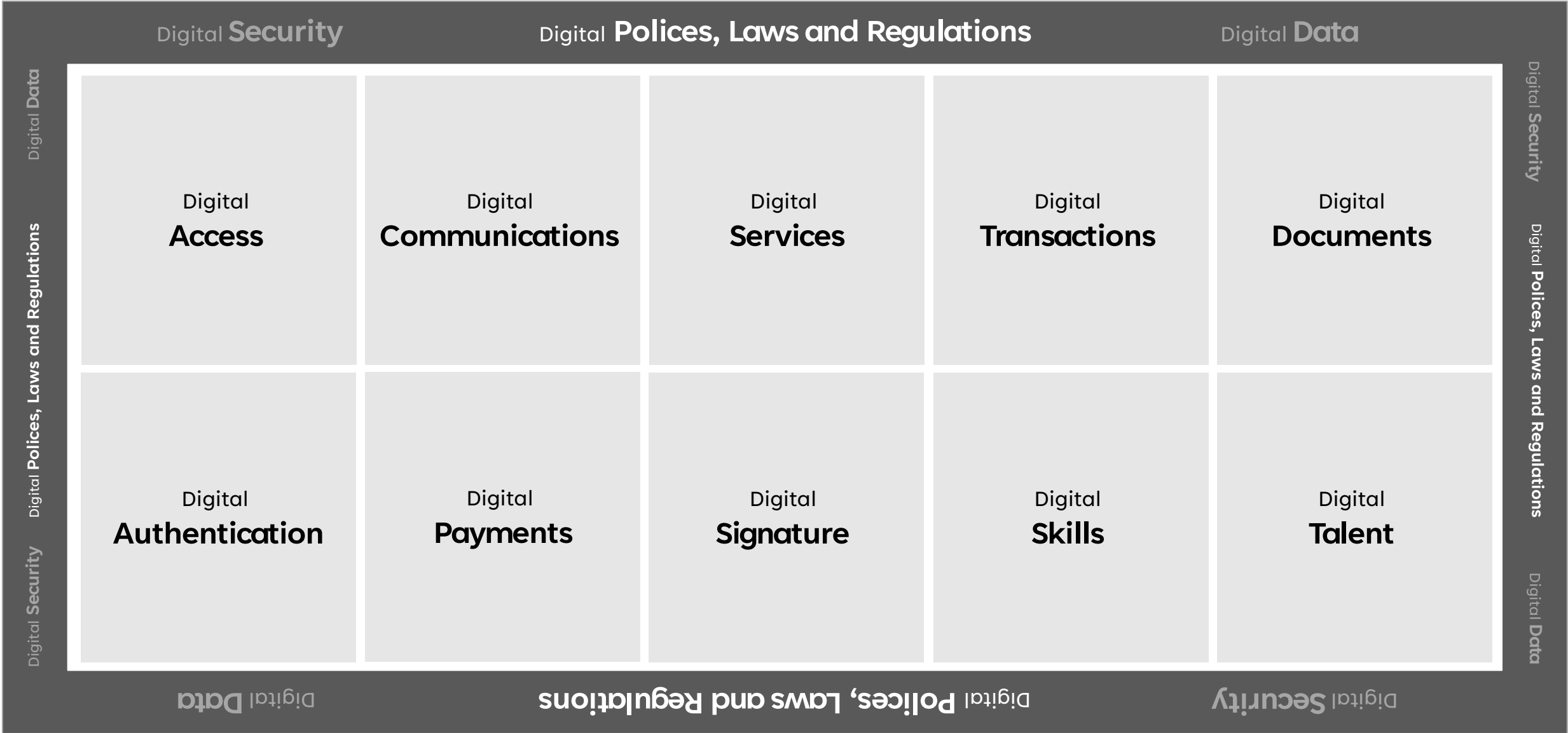
BUSINESS MODELS







The **Core Enablers** of a Digital Nation are ...



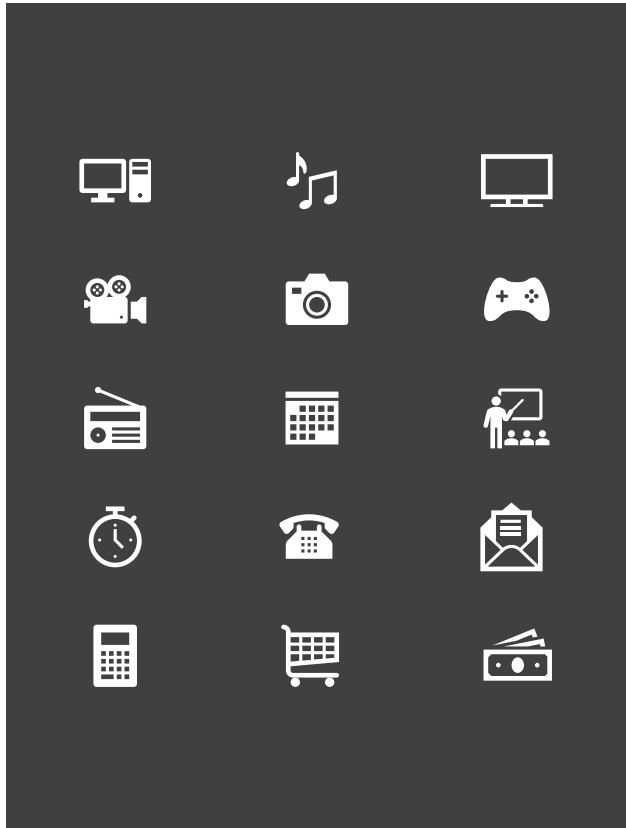


QUESTION 2

WHY IS IT IMPORTANT FOR COUNTRIES
TO FOCUS ON BECOMING DIGITAL
NATION?

OUR WORLD HAS CHANGED SIGNIFICANTLY, AS THE WEB HAS BECOME THE PLAYGROUND FOR EVERYTHING

Not so long ago



Today



World in your pocket
Web: the playground for everything
Always online, always available

Today



6.7

hours a day on **average**
are spent by each internet
user **online**

5.3

billion **internet users** around
the world in **2023**

>50%

digital advertising eclipses
traditional media advertising
for the first time in 2020

4.9

billion active **social media**
users in **2023**

82%

of internet users **searched**
online to **buy** a product or
service

AND OUR FUTURE WORLD IS GOING TO BE CHARACTERIZED BY HYPER-DIGITAL CONNECTIVITY AMONGST BOTH HUMANS AND DEVICES



1.2

billion 5G connections by
2025

15

connected devices per
person by **2030**

41.6

billion connected devices
by **2025**

175

Zettabytes of new data will be
created by **2025** compared with 1.2
zettabytes in 2010

4,900

digital interactions per
connected person per day
in **2025**

AND ALL INDICATORS ARE POINTING TO A CONTINUED SHIFT OF OUR DAY-TO-DAY LIFE ACTIVITIES FROM THE PHYSICAL TO THIS ONLINE WORLD



7.5%

is the **annual growth** in the number of **internet users**

12.3%

is the **annual growth** of **social media users**

\$33.2

billion **digital education market** by **2025**, up from \$8.4 billion in 2020 at a CAGR of **31.4%**

4-6

years acceleration in **e-commerce sales** as a result of COVID-19

\$884.1

billion **digital healthcare market** by **2030**, up from \$101.4 billion in 2019 at a CAGR of **21.8%**

\$12.4

trillion **mobile payments** by **2025**, up from \$3.7 trillion in 2019 at a CAGR of **23.8%**

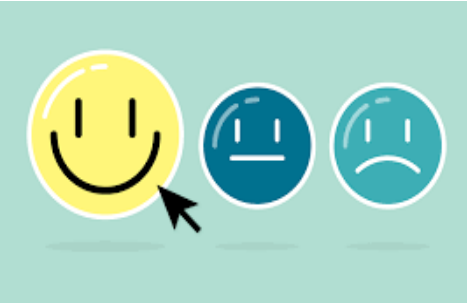
\$145.6

billion **video on demand market** by **2030**, growing at a CAGR of **9.5%** during **2020-2030**

The **Main Benefits** are ...



Efficiency



Experience



Growth



Communications



Access



Competitiveness

According to the World Bank, the digital economy makes up more than 15% of the global GDP and has grown 2.5 times faster over the previous ten years than the GDP of the physical world.

August 2022

OPPORTUNITY





QUESTION **3**

WHAT WILL ENABLE A COUNTRY TO
BECOME A DIGITAL NATION ?

Firstly, **Contextualizing** Digital Public Infrastructure ...



Digital
Society



Digital
Economy



Digital
Governance





THANK YOU

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