



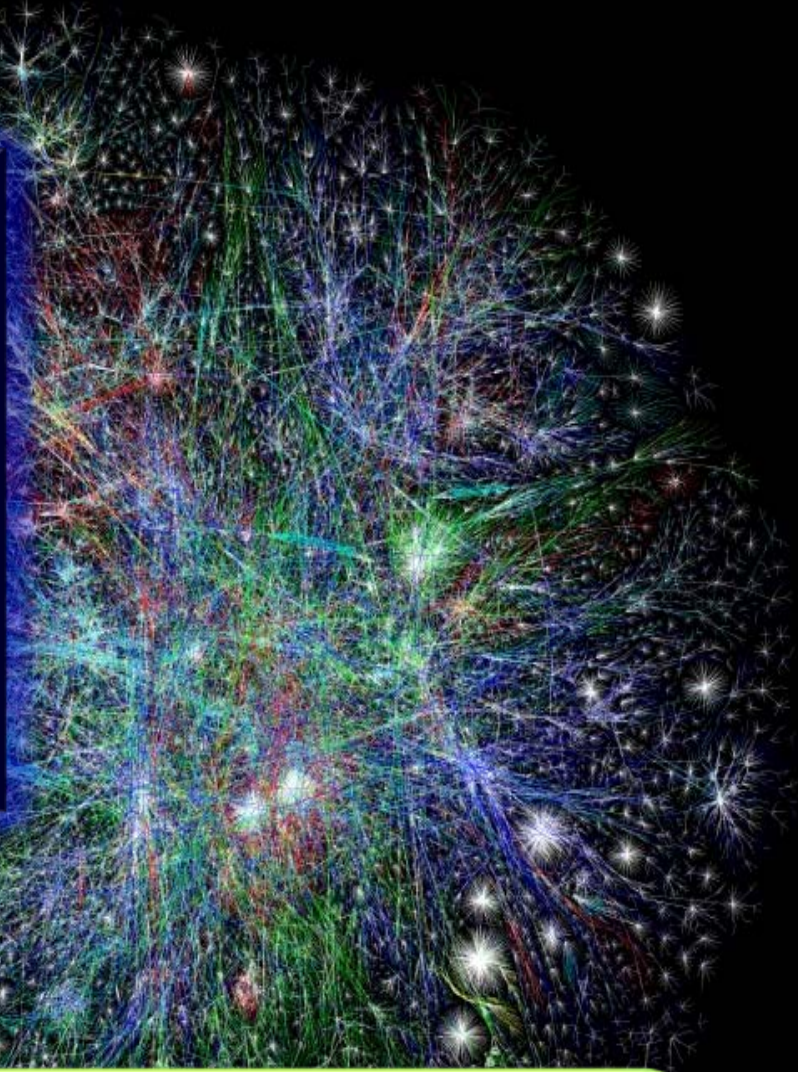
Information Society

Digital Economy

Socio-Economic Research Activities

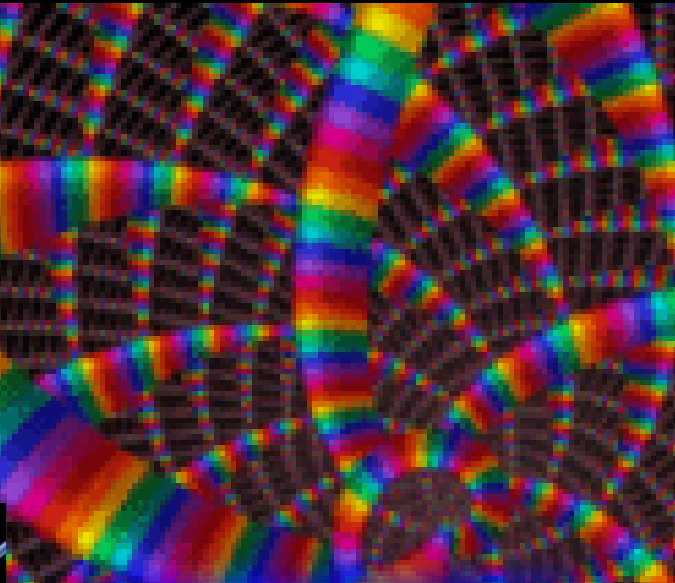
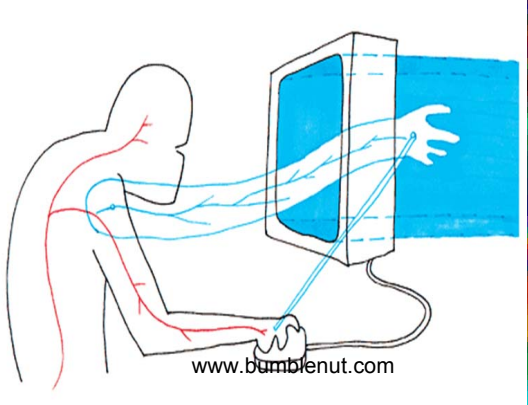
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Head of Unit - Information Society

• Internet servers:	250 million
• Internet data:	>5 Exabytes (5x10 ¹⁸)
• Indexes	>200 Terabytes (2x10 ¹²)
• Internet weighs	50 grams (electrons)
• Internet consumes	40 Gigawatts
• Global users:	~1.97 (6.9) billion (28%)
• EU users:	~350 / 501 million (69%)
• EU users (age 15-24):	~90% (56 million)
• EU Social Computing:	~50% of users ~175 million



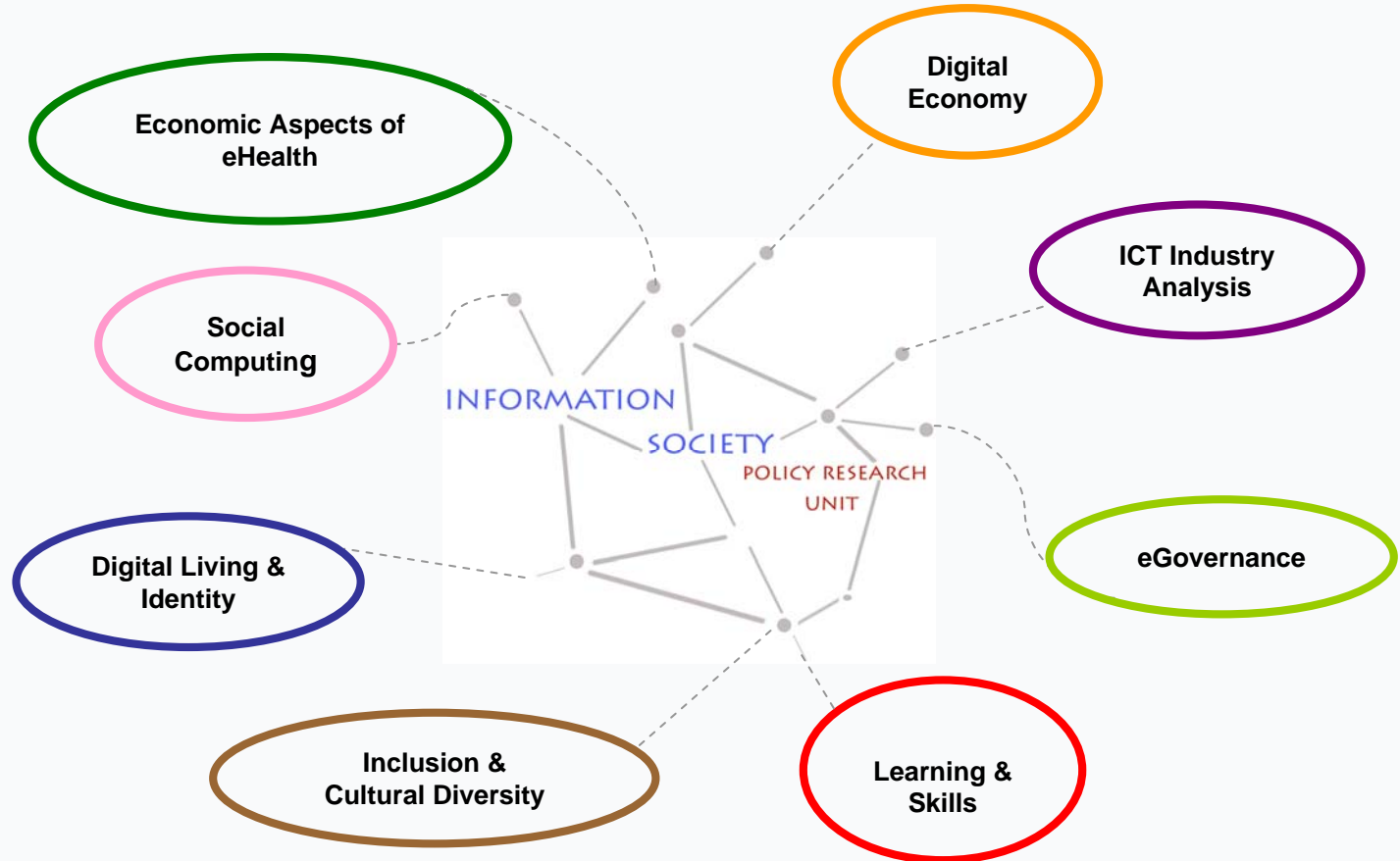
Data sourcesPingdom, IPTS, Google search
Background image...Bell Labs 2009
Nobody Cares.....Hugh MacLoed

An unprecedented amount of stuff accessed by the masses, so what are the consequential societal changes & challenges ?



Hugh Macleod

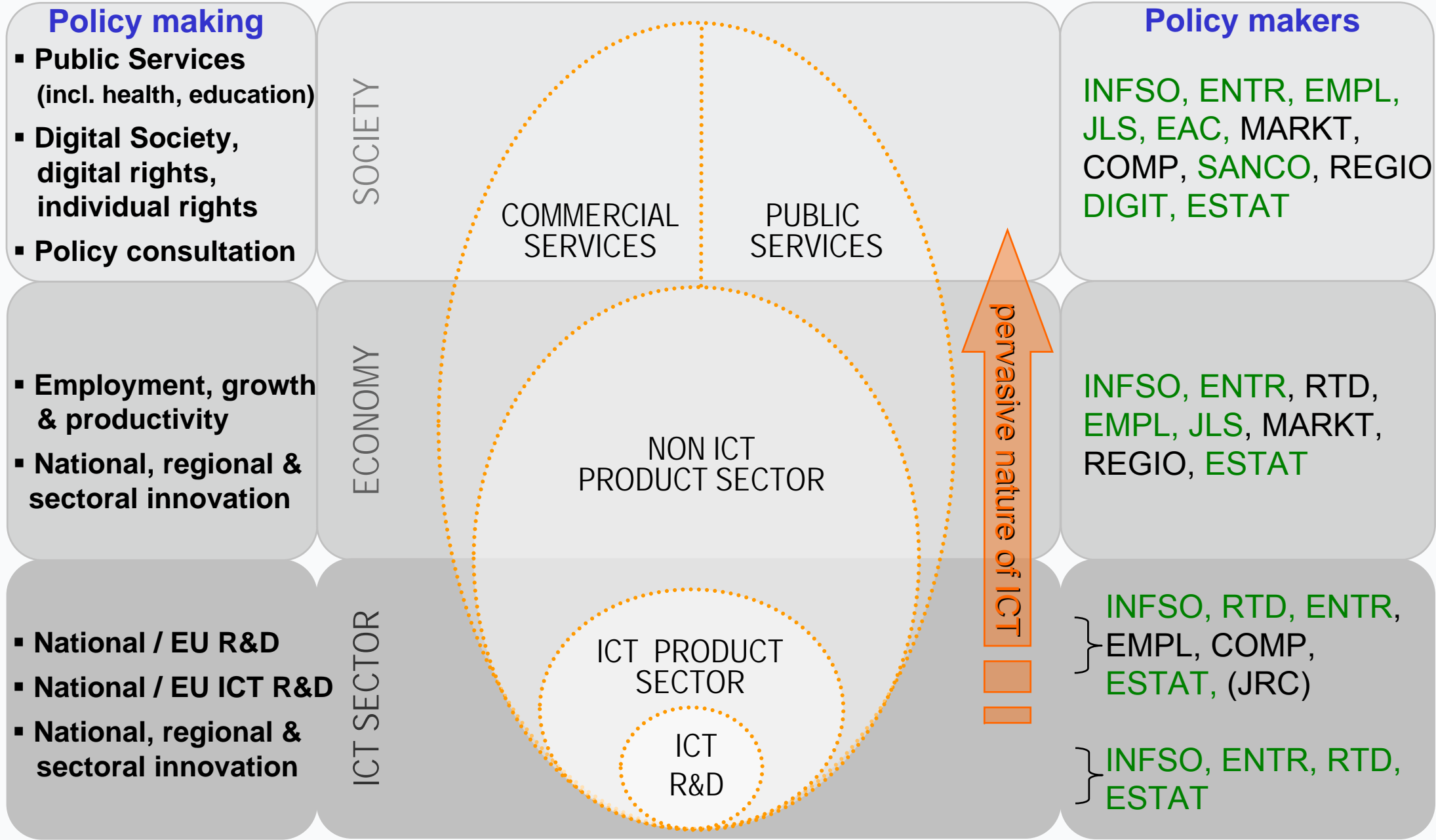
A bewildering & seemingly endless torrent of technologies & concepts

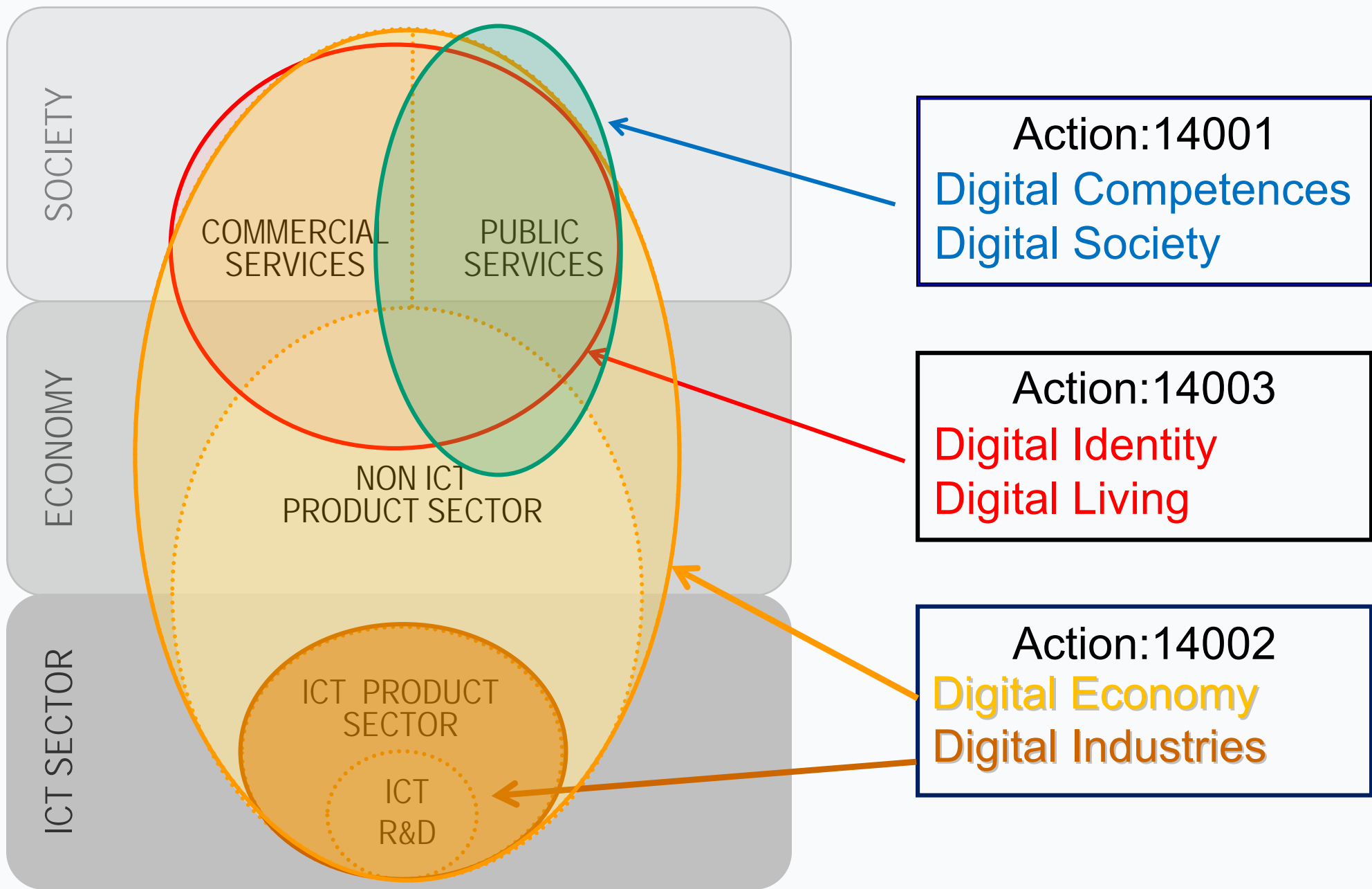


Publication of scientific & technical reports & policy briefs

40 Scientists, 1/3 1/3 1/3 economist, sociologist, techno-analyst

working with several hundred external collaborators





- **Comprehensive analysis of Digital Economy**
 - Building piecewise from micro-economic / sectoral views, starting with media & content industries, then services sector & cloud computing
 - Extend research on ICT sector, its research intensity & pervasive effects
- **Synthesising macro-economic scenario's for policy options (modelling)**
 - Single digital market, copyright
 - Privacy, data protection, digital identity
 - Digital competences
- **Quantitative analysis supporting deployment in public services**
 - Education, learning spaces, lifelong learning, digital competences
 - Inclusion & integration in a digital society
 - Digital governance & wider aspects of policy modeling
 - Personal health (wellness) & telemedicine scenarios 2020
 - Economics of identity
- **Collaborative Science Portal development**
 - Re-hosting our activities in a managed Web2.0 environment

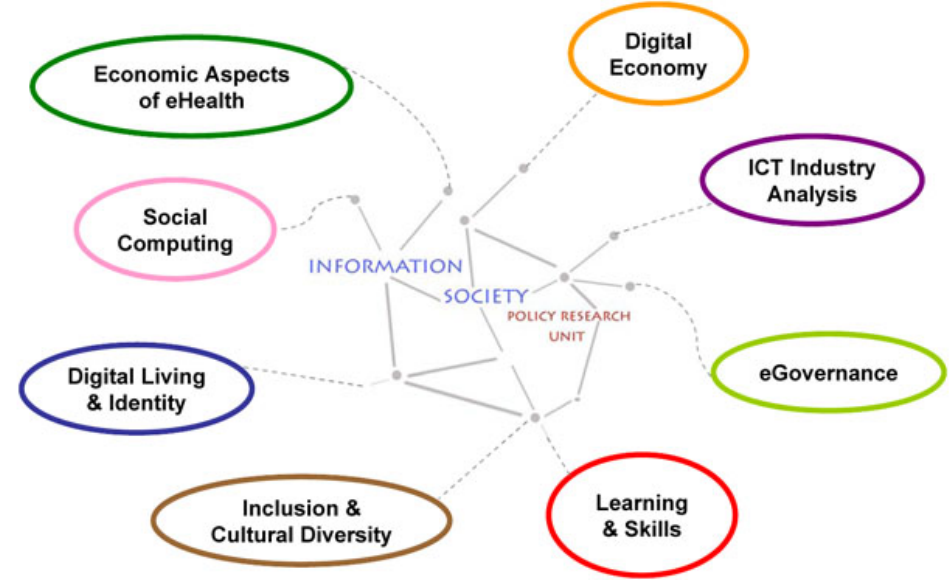


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Welcome to the IS Unit

Information and Communication Technologies (ICT) underpin all aspects of the economy and our society and fuel improvements in innovation, competitiveness, effectiveness and efficiency in the private and public sectors, and also provide opportunities for more inclusive society and economy. This is not a static picture: the underlying technologies continue to evolve at a formidable pace, and to spawn new applications. The work of the IS Unit contributes to addressing key EU challenges: for example, re-starting economic growth, ensuring long-term competitiveness, fighting unemployment and reinforcing social cohesion.

In particular, the work of the IS Unit focuses on the following areas:



further information

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<http://is.jrc.ec.europa.eu>

Newsletters: <http://is.jrc.ec.europa.eu/pages/newsletter.html>,

Publications: <http://is.jrc.ec.europa.eu/pages/Publications.html>