

The Digital Age: So What?

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#THINKACTDIGITAL

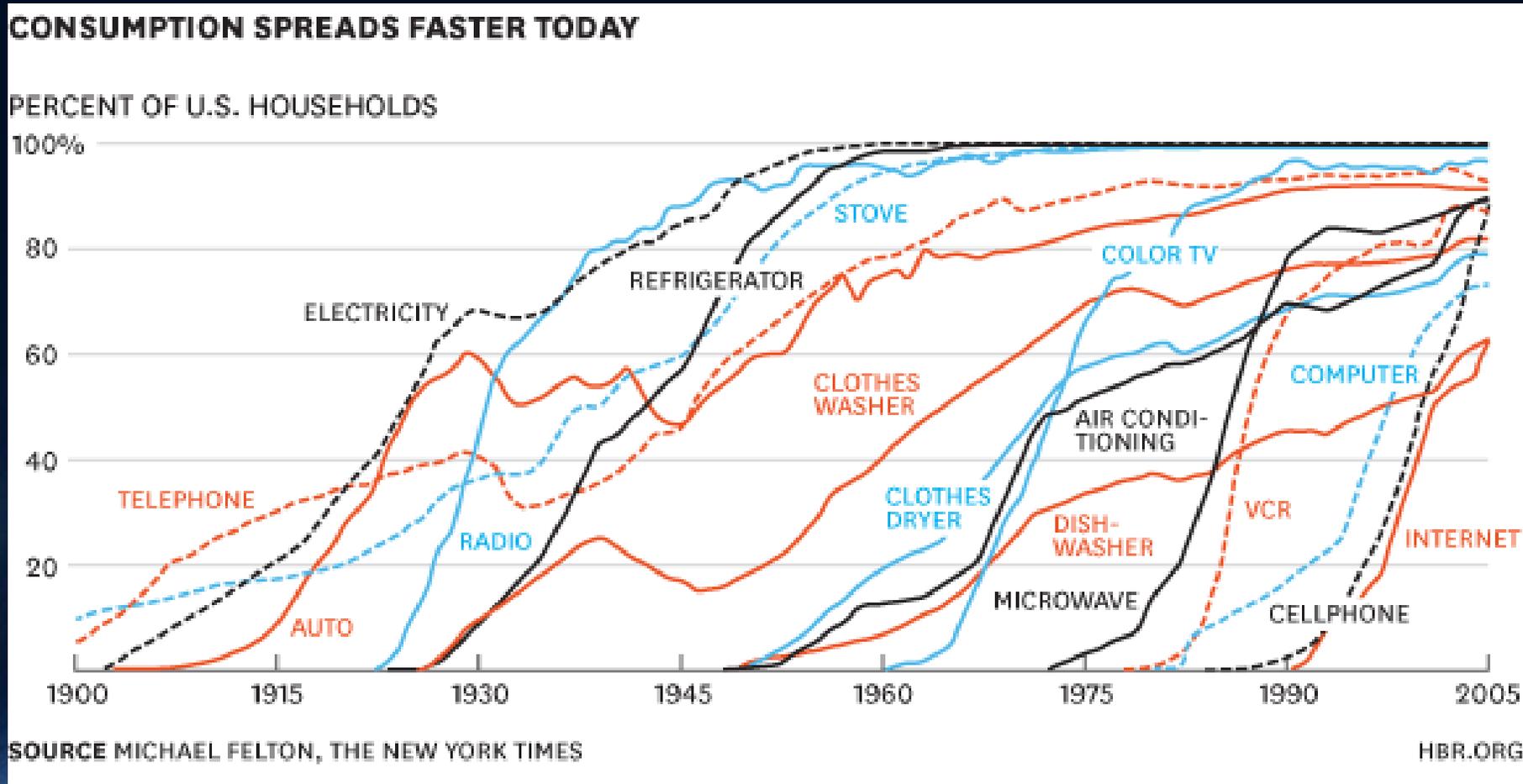


What's Ahead

- Digital Age stats
- Key concepts
- Intelligent Community
- So what?
- Where to start



Technology is adopted faster ...



Reaching 100 million users worldwide

- Telephone **75** years
- Mobile phone **16** years
- World Wide Web **7** years
- Facebook **4.5** years
- Instagram **2** years



Source: Twitter user @ValaAfshar; ITU; Statista; BCG Research

Worldwide every minute of 2013

72 hrs. of videos
uploaded to YouTube

\$83,000 Amazon
online sales

4 million Google
search queries



48,000 apps
downloaded (iTunes)

204 million
emails sent

Source: Domo

Real-time, huh?



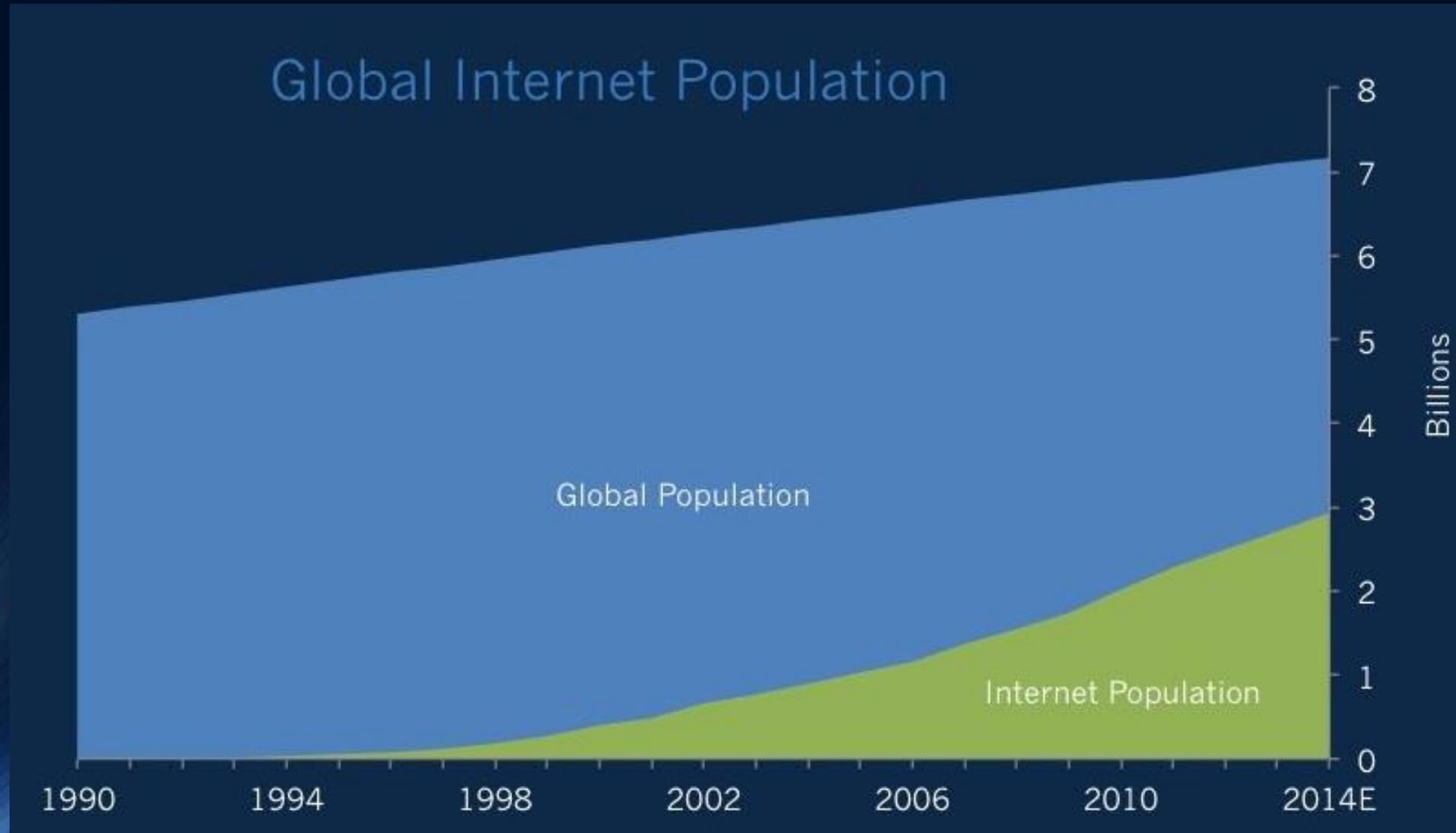
What's changed?



The Digital Economy

- By 2016, will reach **\$4.2 trillion** in G-20 economies
- By 2020, will reach **\$6.6 trillion** in G-20 economies
- By 2016, will employ **32 million more** people than in 2010
- Real threat to economic growth: **digital divide**

Four billion+ to go ...



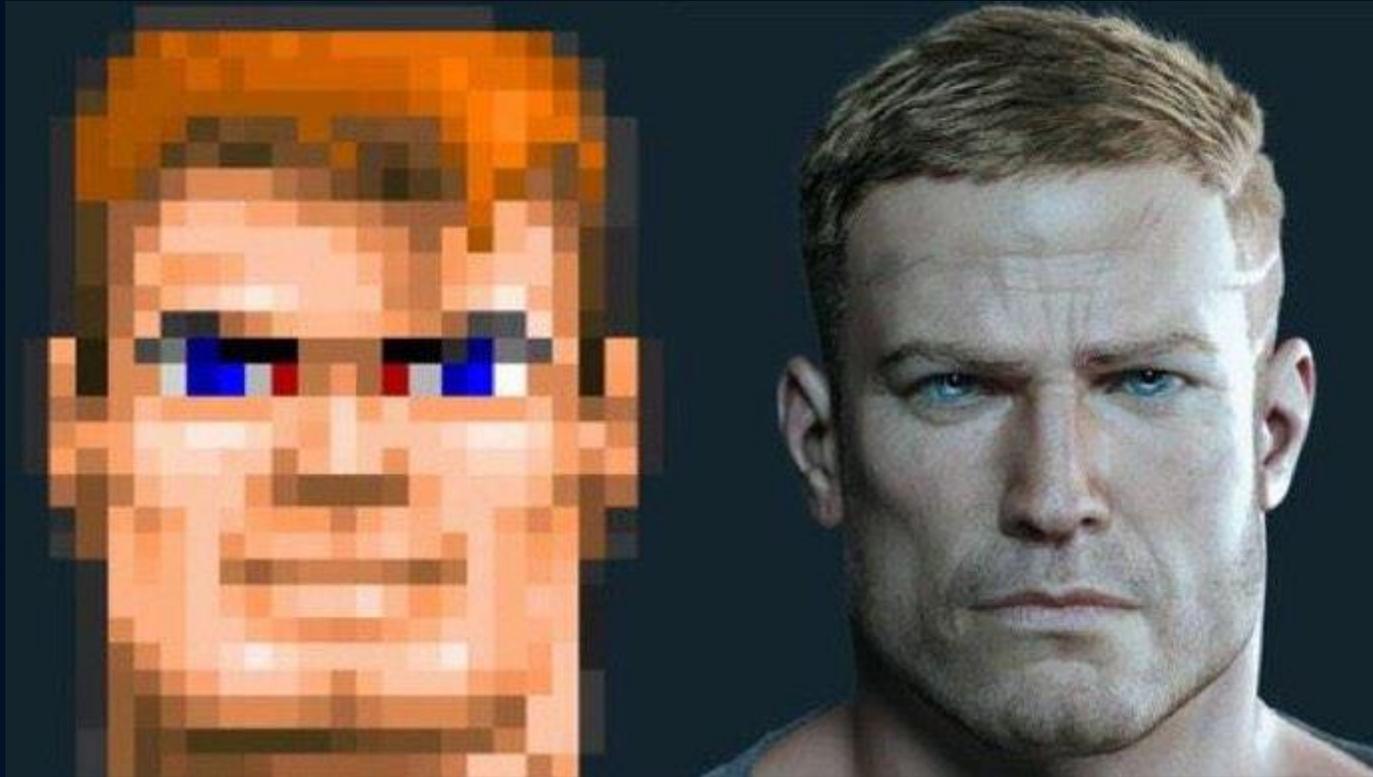
Source: Business Insider Intelligence

Key Concepts

- Internet of Everything (IoE)
- Second Machine Age
- Digital Disruption
- Digital Divide



Exponential, huh?



Source: Twitter user @ValaAfshar

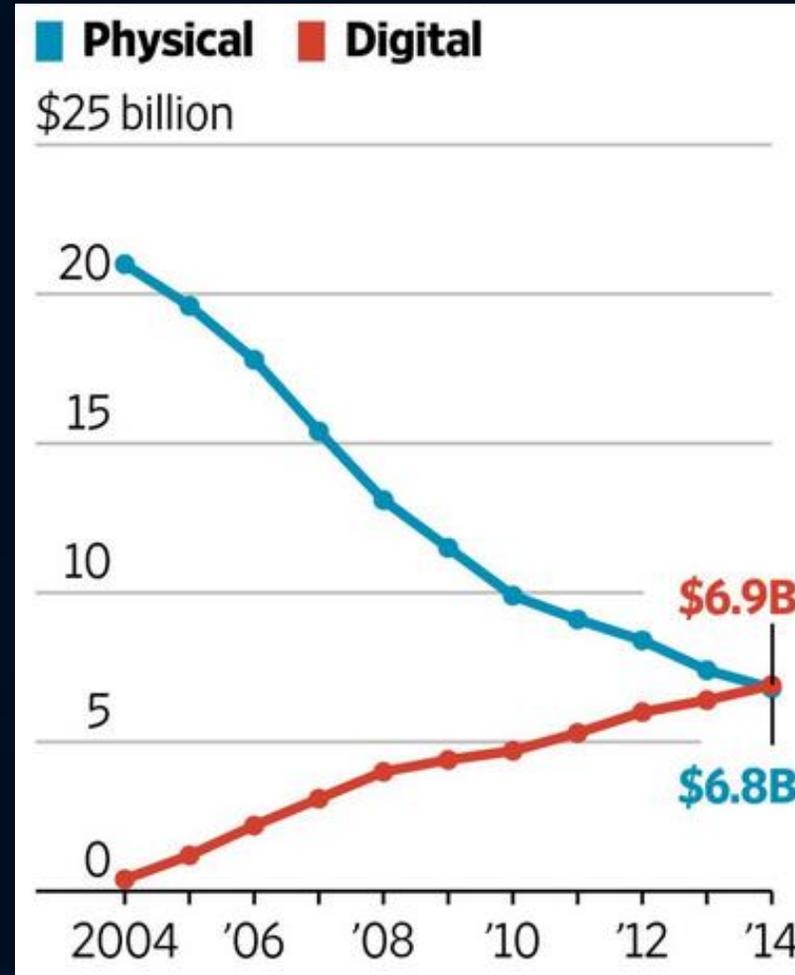
Exponential, really?

If a VW 1971 beetle improved as did computer chips



- Would reach **300,000 mph**
- **2 million** mpg
- Would cost **4 cents**

This is what disruption looks like



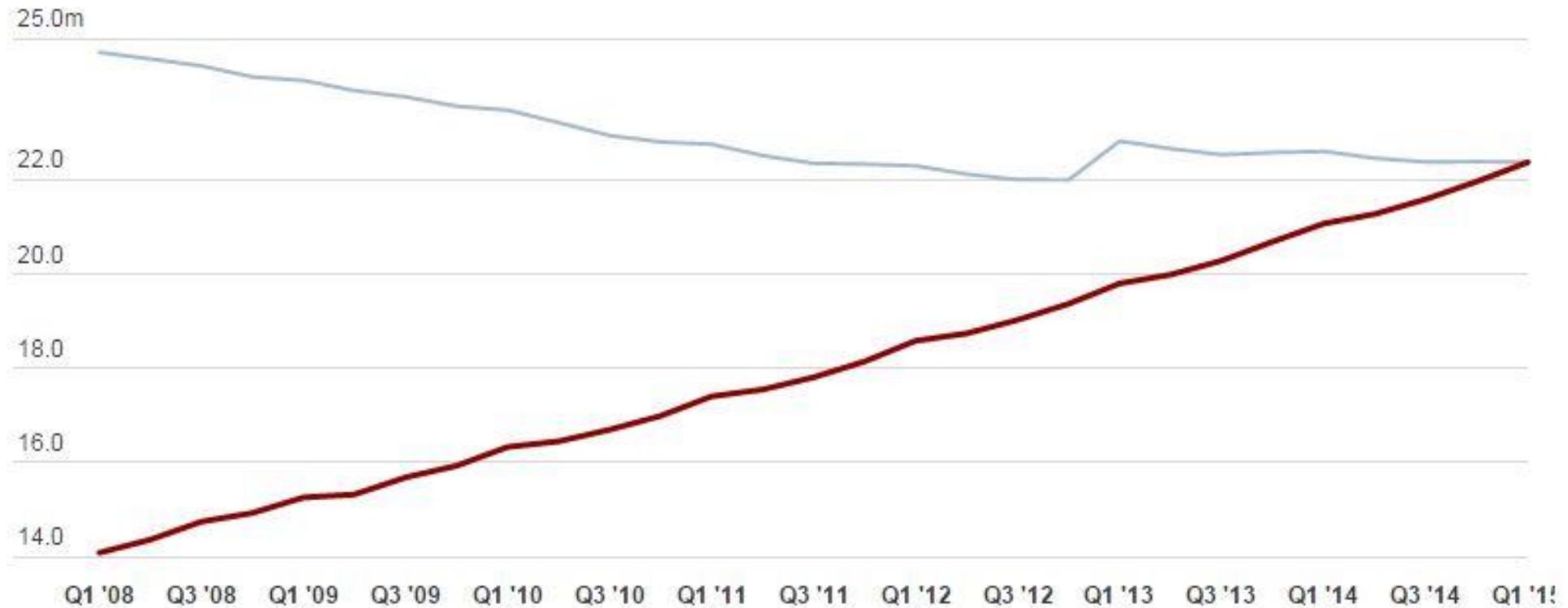
Source: Wall Street Journal; International Federation of the Phonographic Industry (IFPI)

And this ...

How Comcast's Business Is Changing

Comcast's number of Internet subscribers has exceeded the number of cable-TV (video) subscribers for the first time

■ Video Customers ■ High-Speed Internet Customers

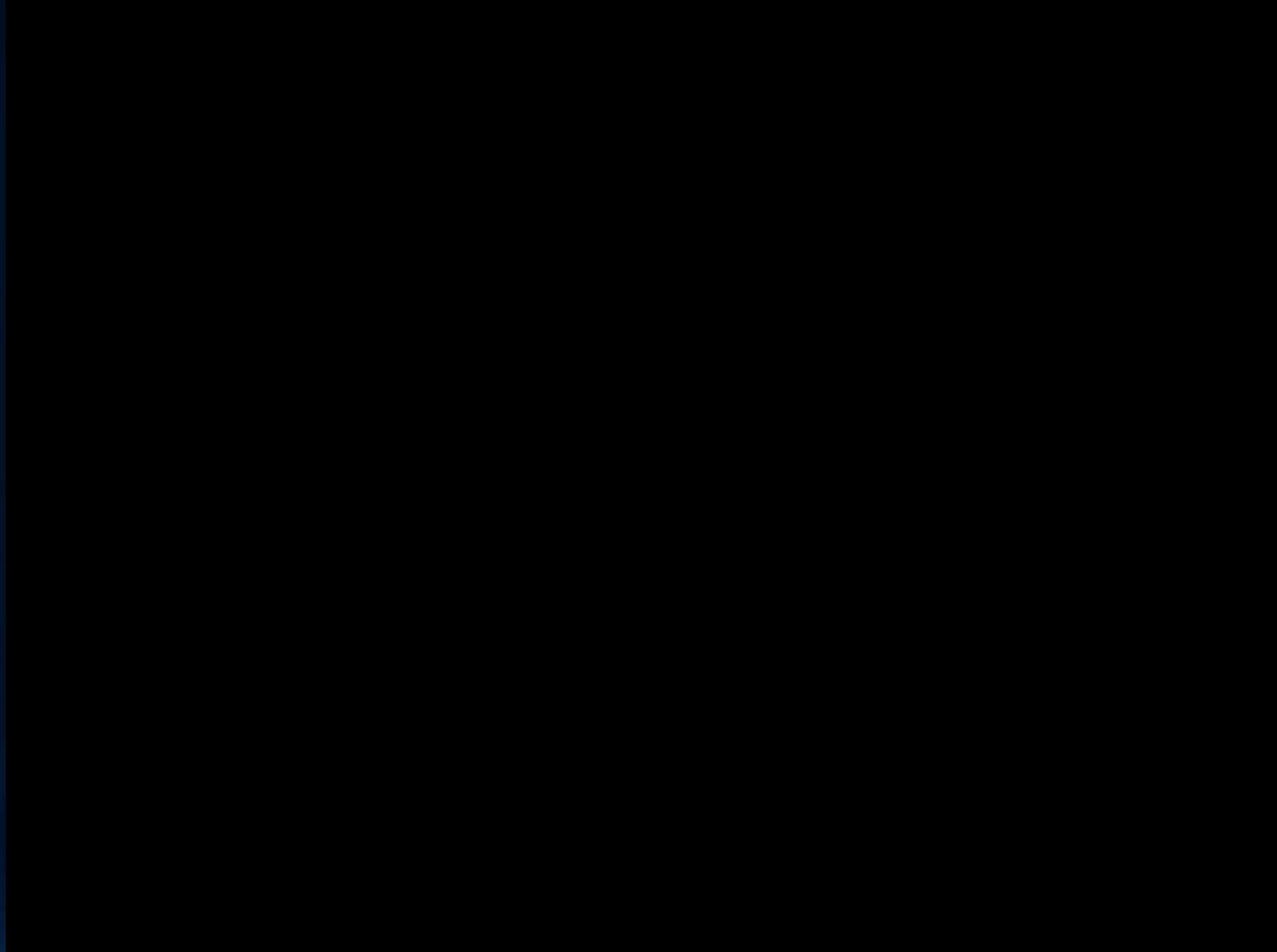


Source: Comcast; [Time](#)

Digital mindset, huh?



The Desk: Before & Today



What is an Intelligent Community?

“An intelligent community is one that – whether through crisis or foresight – **understands** the enormous challenges of the **digital age** and has taken **conscious** steps to **prosper** in it.”

Source: Bell et al (2014). Brain Gain

Intelligent Community Indicators



Smart Vs. Intelligent

- Smart
 - Sensors
 - Reduce costs
- Intelligent
 - Proactive
 - Long-term





MISSISSIPPI STATE
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EXTENSION SERVICE

INTELLIGENT
Community Institute ICF



So What?

Do I *need* faster Internet?

Why would I want faster Internet?

... is like asking ...

Why do I want electricity when I already use candles?



Or, you can wait 39 years ...



Things to remember ...

- Digital age can level the playing field between urban and rural
- Size does **not** matter
- Eliminates “middle of nowhere”

- When most people can work anywhere, where will they choose to live and work?



How exactly does it work?

INNOVATORS



- Access to talent*



- Networking opportunities*



- Proximity to customers and suppliers*

RURAL AREAS OFFER

- **With connectivity**
- Better air quality
- Natural amenities
- Less traffic

Economic landscape shifting

INDUSTRIAL ECONOMY

- Geographic proximity
- The bigger, the better
- Tied to office, factory
- Big companies: employment concentration; collaborate

DIGITAL ECONOMY

- Disaggregation
- Economic gardening
- Work from anywhere
- Open innovation

Digital age makes possible ...

- Access to research/education/funding
- Telecommuting/telework
- Visual communications (holograms)
- Telehealth & telemedicine
- Delight visitors & residents



Too good to be true?

- Not a silver-bullet
- Big brother
- Profitable privacy
- Inequality



MSUES Intelligent Community Institute

- Mission: assist rural communities – through outreach and research – transition to a digital mindset to build prosperous, inclusive, and sustainable communities
- Worldwide network: 2 additional Institutes
- Rural focus headquartered in **Mississippi** y'all!

Contact Information

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