



【Int'l】Internet Trends Report 2018 by Mary Meeker

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Source: Internet Trends 2018 by Mary Meeker (Kleiner Perkins)

Mary Meeker, a partner at the venture capital firm Kleiner Perkins Caufield & Beyers, released her annual research on the macro trends and data points at the Code Conference 2018. We listed below some takeaways for your reference:

- **Plateaued smartphone sales but continuous growth in online usage**

2017 was the first year in which smartphone unit shipments didn't grow at all due to the fact that most of the world are already smartphone owners. Yet the amount of time people spend on-line is still growing, with an average of 5.9 hours per day on digital media (in which 3.3 hours are spent on mobile phones).

- **Companies rely on data for higher customer satisfaction**

The collection and optimization of massive amounts of user data contributes to higher rates of customer satisfaction. Amazon, Google, and Netflix all post higher-than-market-average customer satisfaction scores, according to ACSI.

- **Issue of Data Privacy**

Meeker introduced the idea of "privacy paradox", where companies are caught between using data to provide better consumer experiences and violating consumer privacy. Furthermore, with increasing volume of malware and other threats that leverage legitimate technologies, our data security is threatened.

- **Enterprise messaging apps taking over email and meetings**

Messaging apps such as Slack, Dropbox, and Zoom become dominant in enterprises, significantly cutting down on email and meetings.

- **E-commerce sales growth is continuing to accelerate**

In the US, e-commerce sales grew 16 percent in the U.S. in 2017, up from 14 percent in 2016. Among those sales, Amazon takes up a large share at 28 percent while physical retail sales are continuing to decline. In China, Alibaba's Taobao takes up a similar position as the dominant e-commerce platform with 500 million active mobile payment users in 2017.