



DATA NEVER SLEEPS

How Much Data Is Generated Every Minute?

Big data is not just some abstract concept used to inspire and mystify the IT crowd; it is the result of an avalanche of digital activity pulsating through cables and airwaves across the world. This data is being created every minute of the day through the most innocuous of online activity that many of us barely even notice. But with every website browsed, status shared, or photo uploaded, we leave digital trails that continuously grow the浩瀚 mass of big data. Below, we explore how much data is generated in one minute on the Internet.

THE MOBILE WEB RECEIVES

217

NEW USERS.

WORDPRESS

USERS PUBLISH

347 NEW BLOG POSTS.

571

NEW WEBSITES ARE CREATED.

FOURSQUARE USERS PERFORM

2,083 CHECK-INS.

Flickr USERS ADD

3,125 NEW PHOTOS.

INSTAGRAM
USERS SHARE
3,600 NEW PHOTOS.

YOUTUBE

USERS UPLOAD

48 HOURS
OF NEW VIDEO.

EMAIL
USERS

SEND

204,166,667 MESSAGES.

GOOGLE

RECEIVES
OVER

2,000,000

SEARCH QUERIES.

FACEBOOK

USERS

SHARE
684,478

PIECES OF CONTENT.

CONSUMERS

SPEND

\$272,070

ON WEB SHOPPING.

#!!!

TWITTER USERS

SEND OVER

100,000

TWEETS.

APPLE

RECEIVES ABOUT

47,000

APP

DOWNLOADS.

EVERY MINUTE
of the **DAY**

BRANDS &
ORGANIZATIONS

ON FACEBOOK

RECEIVE

34,722

"LIKES."

WITH NO SIGNS OF SLOWING, THE DATA KEEPS GROWING

These are just some of the more common ways that Internet users add to the big data pool. In truth, depending on the niche of business you're in, there are virtually countless other sources of relevant data to pay attention to. Consider the following:

The global Internet population grew 6.59 percent from 2010 to 2011 and now represents

2.1 BILLION PEOPLE.

These users are real, and they are out there leaving data trails everywhere they go. The team at Domo can help you make sense of this seemingly insurmountable heap of data, with solutions that help executives and managers bring all of their critical information together in one intuitive interface, and then use that insight to transform the way they run their business. To learn more, visit www.domo.com.