

# Digital data

## Longer Term Investments (LTI)

Driven by a desire to stay connected all the time and the need to efficiently multitask throughout a busy day, most of us are producing unprecedented amounts of data. Favorable demographics and other secular trends should drive solid data growth.



### Projections and opportunities

#### Internet penetration

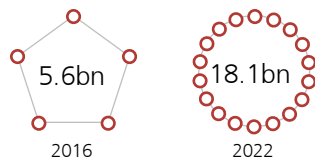
The global internet user base is expected to increase by 2bn from 2017 to 2027 and internet penetration to reach 75%.



Source: World Bank, Bloomberg Intelligence, UBS 2018

#### Internet of Things

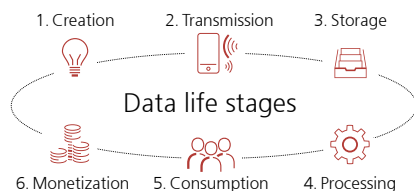
According to Ericsson, IoT units are expected to grow from 5.6bn units in 2016 to 18.1bn units in 2022.



Source: Ericsson, UBS 2018

#### Data

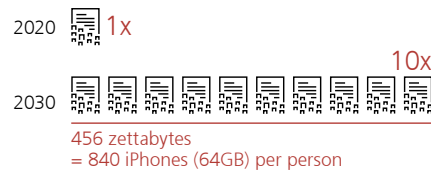
Data travels through six distinct stages during its life.



Source: UBS 2018

#### Data universe growth

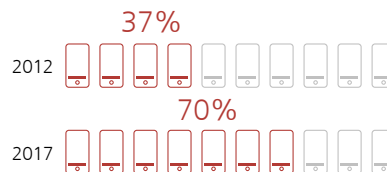
We expect the data universe to grow more than 10 times from 2020 to 2030, reaching 456 zettabytes - equivalent to 840 iPhones (64GB) per person.



Source: IDC, EMC, Bloomberg Intelligence, UBS 2018

#### Global smartphone penetration

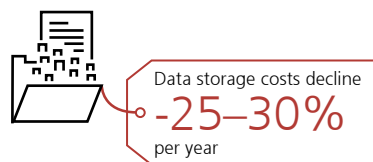
as a percentage of total population has almost doubled in the past five years, rising from 37% in 2012 to 70% in 2017.



Source: UBS 2018

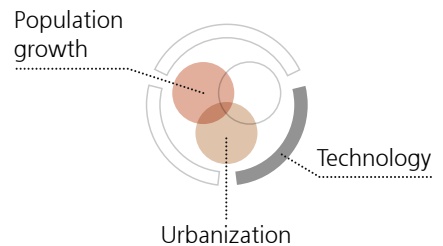
#### Data storage costs

Data storage costs generally decline by 25–30% a year.



Source: UBS 2018

### Digital data investment properties



○ Influencer    ⊗ Key drivers

#### Near-term drivers

- Internet penetration
- Changing consumer digital lifestyles
- Internet of Things

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