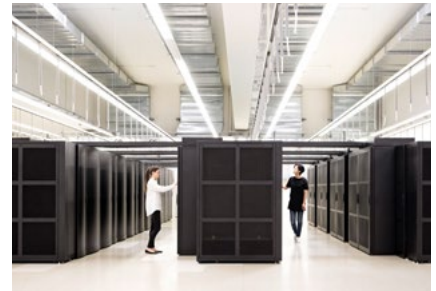


# Digital data

## Longer Term Investments (LTI)

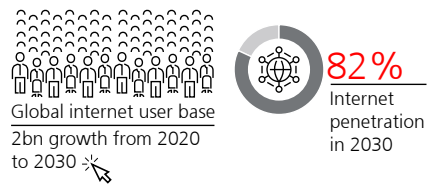
Driven by a desire to stay connected all the time and the need to efficiently multitask throughout a busy day, most of us are producing unprecedented amounts of data. Favorable demographics and other secular trends should drive solid data growth.



### Projections and opportunities

#### Internet penetration

Over the next decade, the global internet user base is expected to increase by 2bn, and internet penetration to reach 82%.

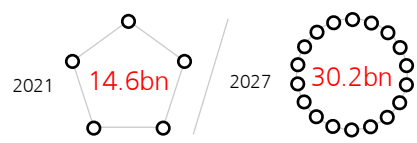


Source: World Bank, UBS estimates, as of February 2022

#### Internet of Things (IoT)

According to Ericsson, the number of IoT units is expected to grow from 14.6 bn units in 2021 to 30.2 bn units in 2027.

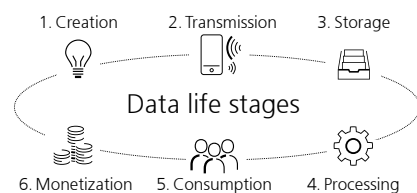
Number of connected devices



Source: Ericsson, UBS, as of February 2022

#### Data

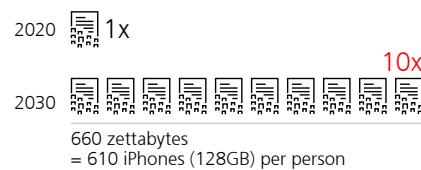
Data goes through six distinct stages during its life.



Source: UBS, as of February 2022

#### Data universe growth

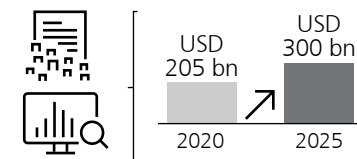
We expect the data universe to grow more than 10 times from 2020 to 2030, reaching 660 zettabytes—equivalent to 610 iPhones (128GB) per person.



Source: IDC, EMC, Bloomberg Intelligence, UBS, as of February 2022

#### Big data growth

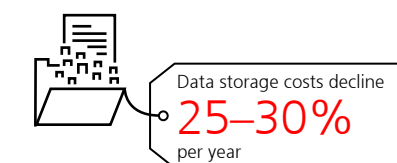
Big data revenues are expected to grow from USD 205bn in 2020 to USD 300bn in 2025.



Source: IDC and Bloomberg Intelligence, UBS, as of February 2022

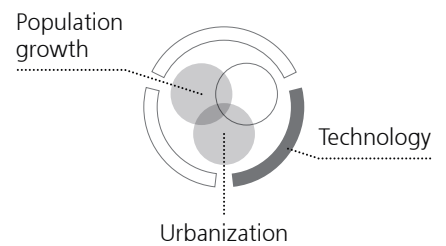
#### Data storage costs

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



Source: UBS, as of February 2022

### Digital data investment properties



○ Influencer    ⊗ Key drivers

#### Near-term drivers

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

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