

# Bringing Greater insights to the Next Generation Internet

At MSCI, we believe that next generation Internet technology will radically shape the future.

The internet is dramatically changing the way people interact and communicate – from innovative point of sale technologies to mobile connectivity, cryptocurrencies and wearable tech.

Of the nearly 5 billion global internet users, more than 3 billion average 7 hours of usage day, making online activity the second-most frequent human activity after sleeping.

Connectivity is changing our relationship with everyday objects. The “internet of things” connects us to our home appliances, heart monitors and even utility grids. The data these devices gather is making our world more customizable, convenient and efficient.

This connectivity is generating big data. Lots of it. More than half of humanity’s data was created in the past year due to technology and cloud computing. With streaming media, e-commerce, predictive analysis, and electronic health records, the rate at which data is being created is unprecedented.

New banking, data mining and many breakthroughs are yet to come. The next-generation Internet may bring disruption and opportunity on an enormous scale.

MSCI is powering better investment decisions by bringing greater insight into next generation internet technology. To learn more, contact your MSCI representative or email us at [clientservice@msci.com](mailto:clientservice@msci.com).

## About MSCI

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