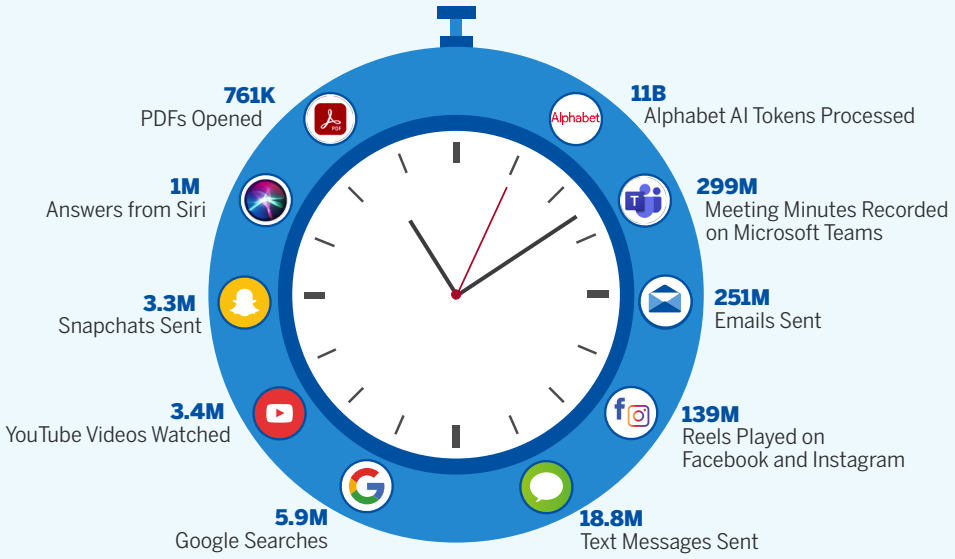
A Digital Minute

The world is generating, consuming, and analyzing information at a pace unimaginable just a few years ago (see The Big Data Revolution). Every minute, billions of digital interactions—from social media videos to artificial intelligence (AI) computations—are reshaping how we work, communicate, and make decisions. This accelerating digital activity is not only transforming industries but also creating fertile ground for companies to innovate in our ever-evolving global economy.

What Happens in a Digital Minute



Source: Domo, Alphabet, and Adobe.

- The digital economy is growing rapidly. According to Statista, there are over 5.6 billion internet users who spend a remarkable amount of time online—averaging over 6 hours and 20 minutes per day. However, there is ample runway for increased internet activity: approximately 2.6 billion individuals—roughly 32% of the global population—are still offline, including nearly one billion in South Asia.
- The volume of digital activity, shown in the table above, is staggering. Every minute there are 251 million emails sent, 139 million Reels watched, and nearly 6 million Google searches conducted—highlighting the scale of online communication, entertainment, and information access. Meanwhile, AI workloads are accelerating, with 11 billion tokens—small pieces of data typically approximating a word—processed per minute by Alphabet alone, reflecting how deeply entrenched generative AI has become in enterprise workflows and content creation. In fact, Alphabet recently reported a fifty-fold increase in monthly token usage over the past year.[1]
- In our view, the growing trend in digital activity and now surge in AI workloads signal a transformative shift in how information is generated, consumed, and acted upon—creating powerful tailwinds for companies that enable or capitalize on this accelerating cycle of innovation.

[1] Alphabet, Inc., Google I/O – Google Keynote on 5/20/25.

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