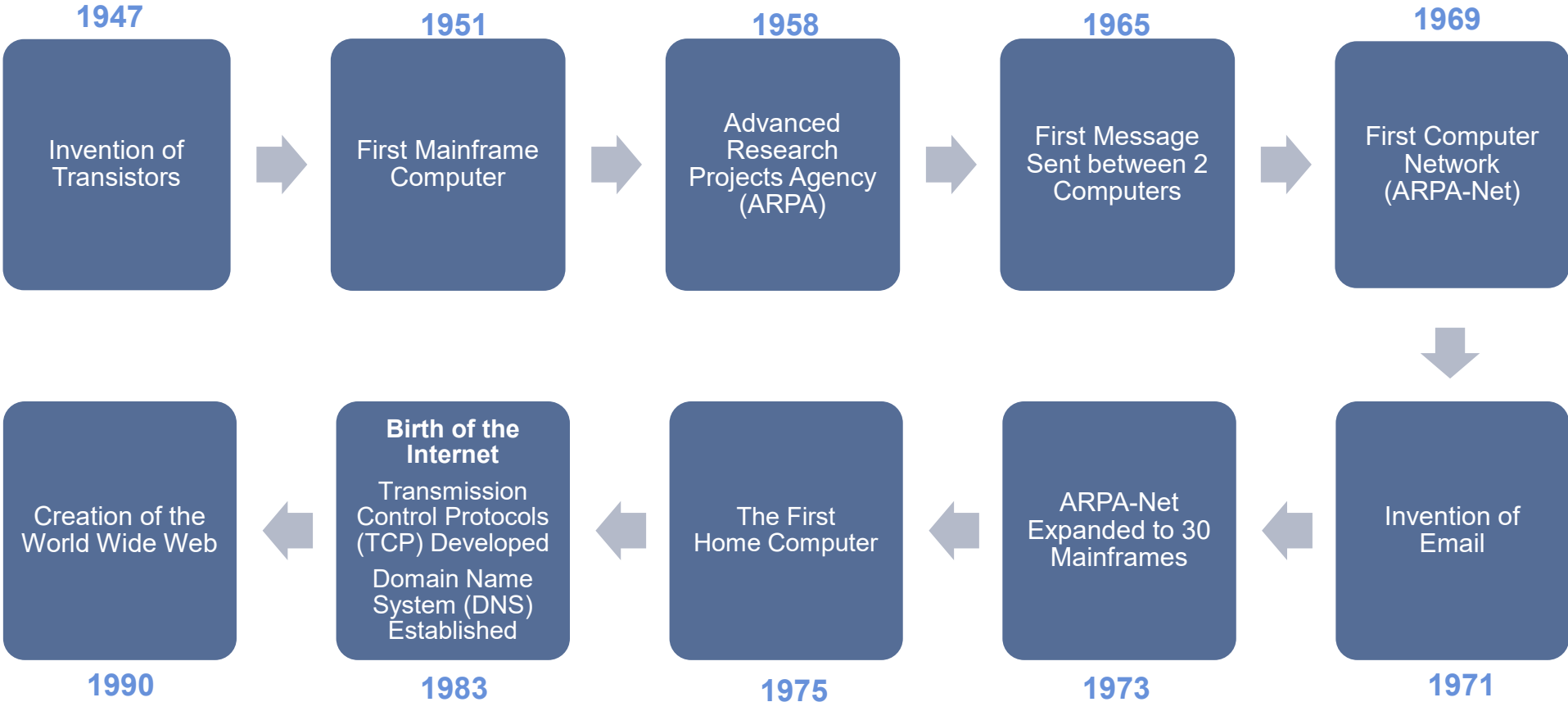


STEWARDSHIP OF THE SINGAPORE MEDIA:
STAYING THE COURSE

GRAPPLING WITH THE DARKER SIDE OF THE INTERNET: A GLOBAL CHALLENGE

IPS-NATHAN LECTURES BY MR PATRICK DANIEL
11th S R NATHAN FELLOW

Early Milestones in the Rise of the Internet



The Takeover of Time -Warner by America Online (January 2000)



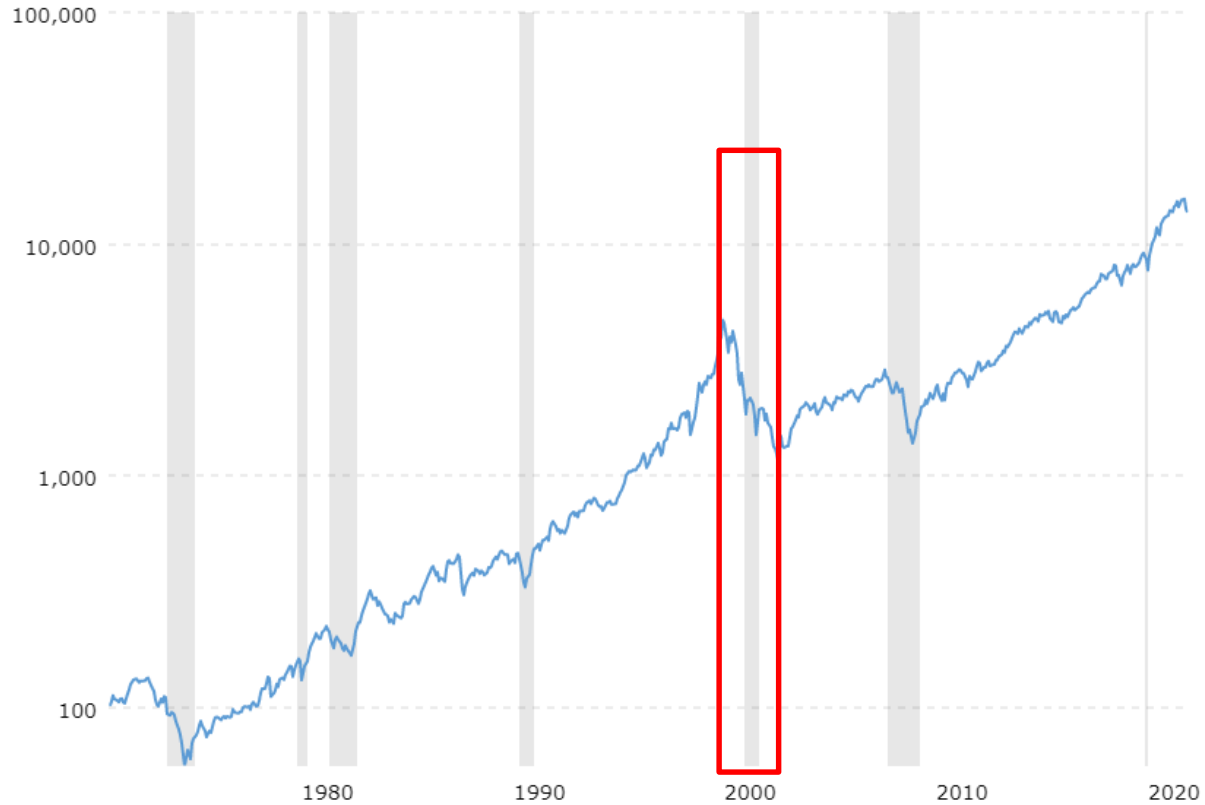
AOL to Acquire Time Warner In Record \$183 Billion Merger

By **Ianthe Jeanne Dugan; Ariana Eunjung Cha**

January 11, 2000

Source: The Washington Post

Nasdaq's Dot -Com Rise and Fall

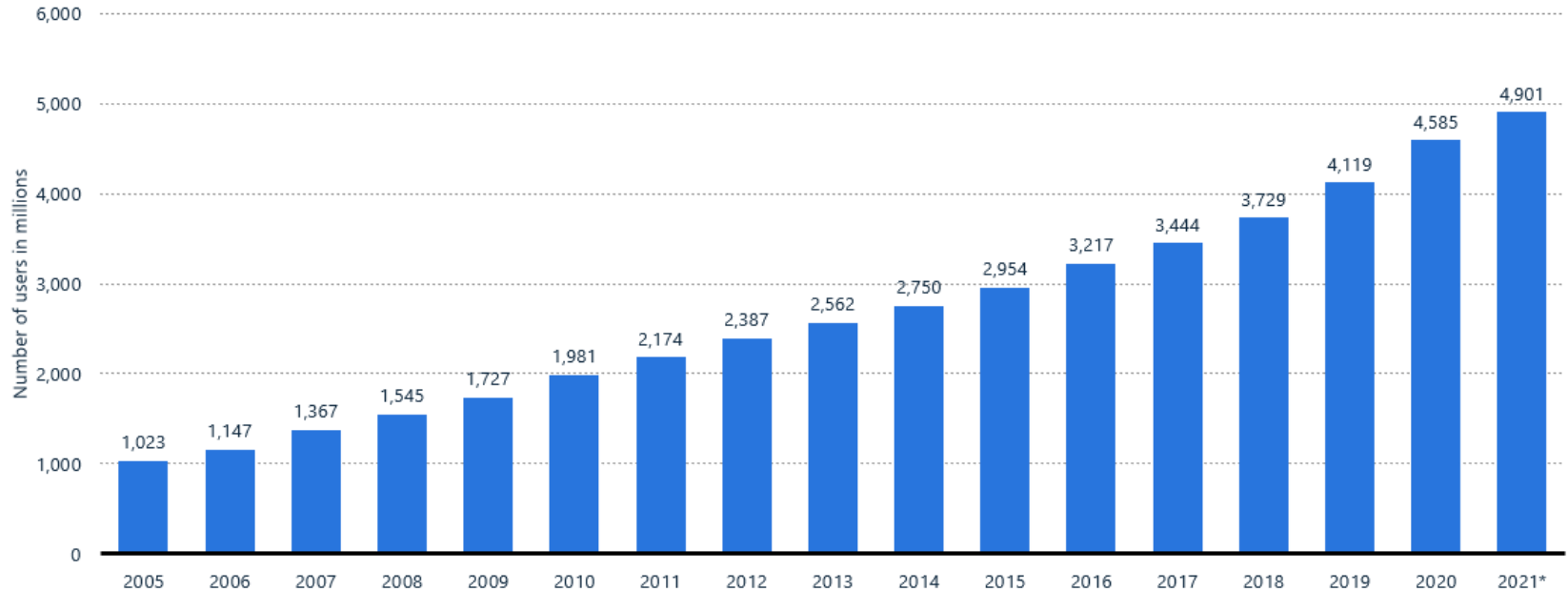


Source: Macrotrends

The Phenomenal Impact of the Internet

Number of Internet users worldwide from 2005 to 2021 (in millions)

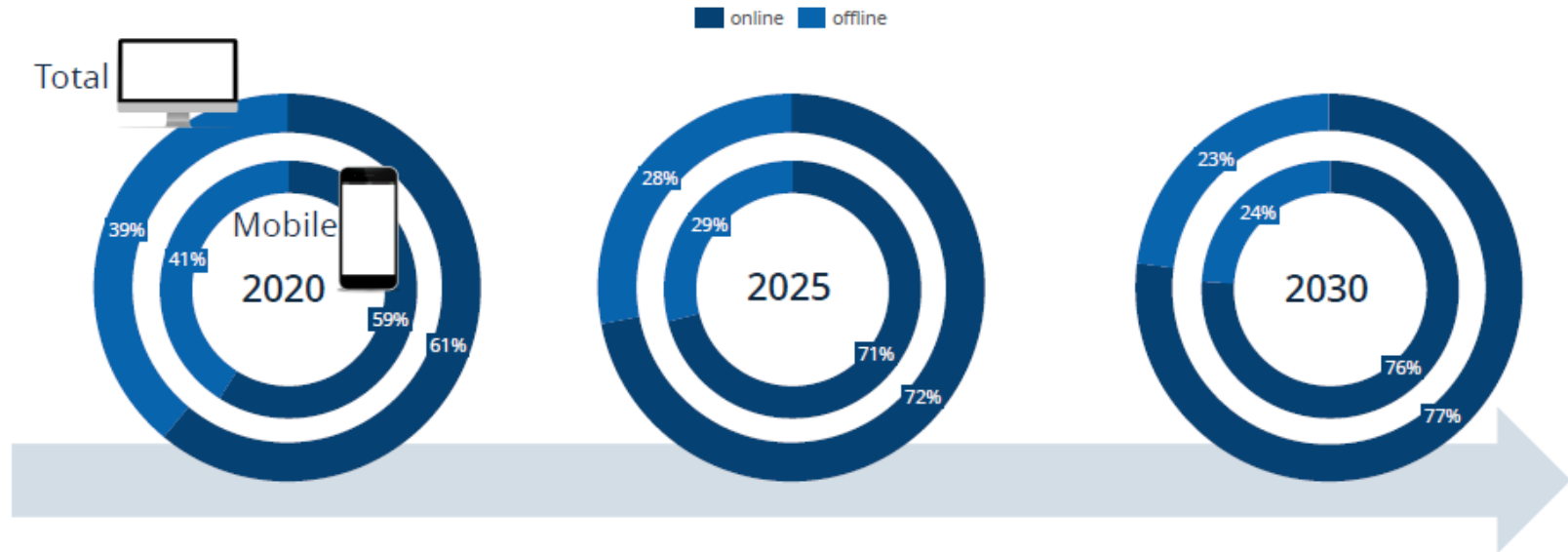
Global number of internet users 2005 -2021



Source: Statista

By 2030, almost four out of five people worldwide will be Internet users

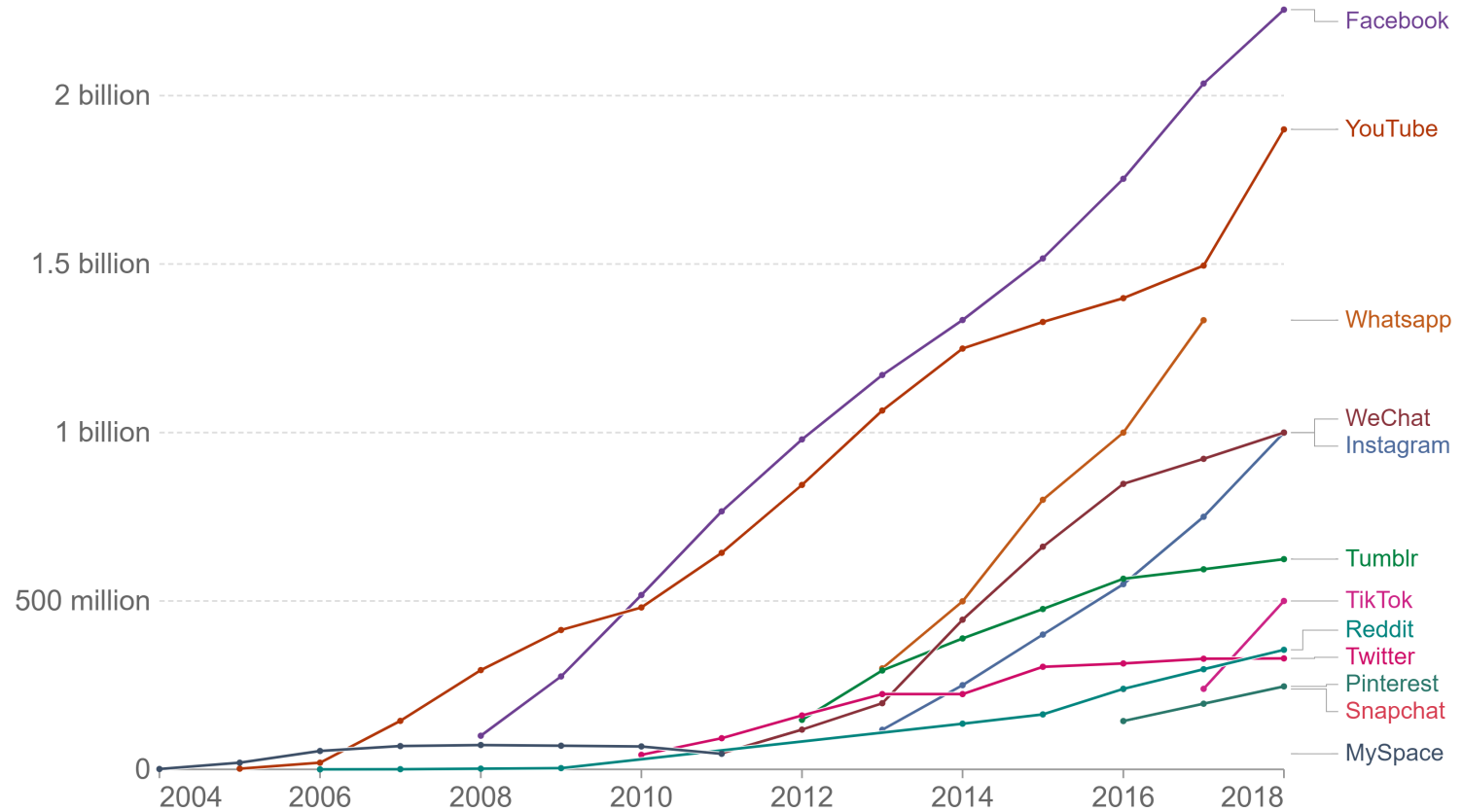
Worldwide Internet penetration¹



Source: Digital Economy Compass (Statista)

Number of people using social media platforms, 2004 to 2018

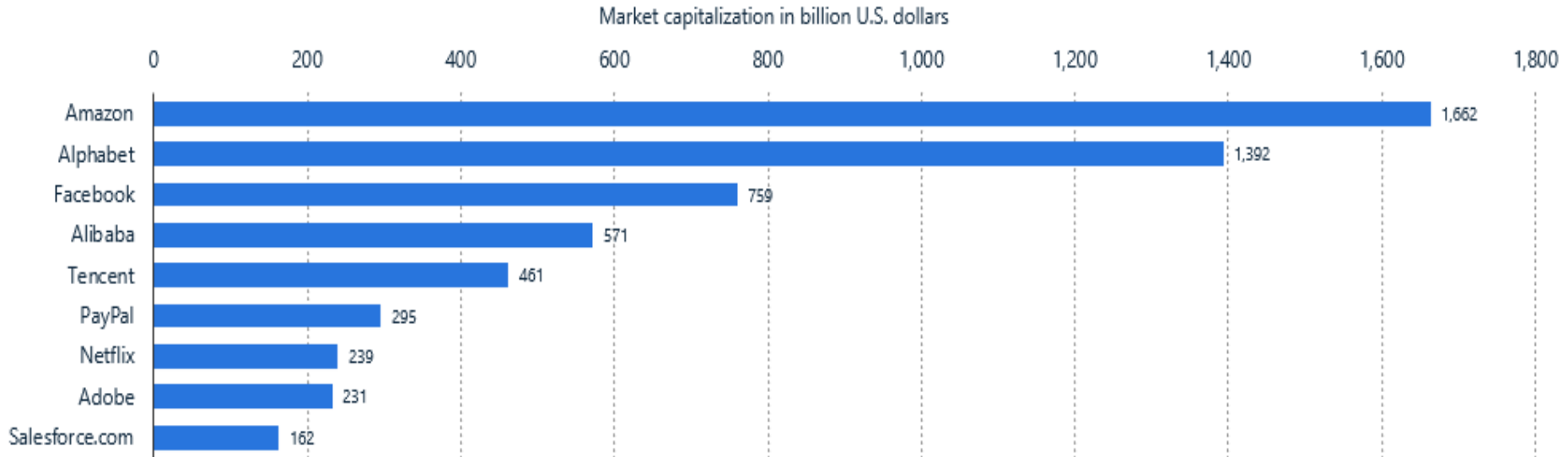
Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.



Market Value of the Largest Internet Companies

Market capitalisation of the largest Internet companies worldwide as of Feb 2021 (in billion U SD)

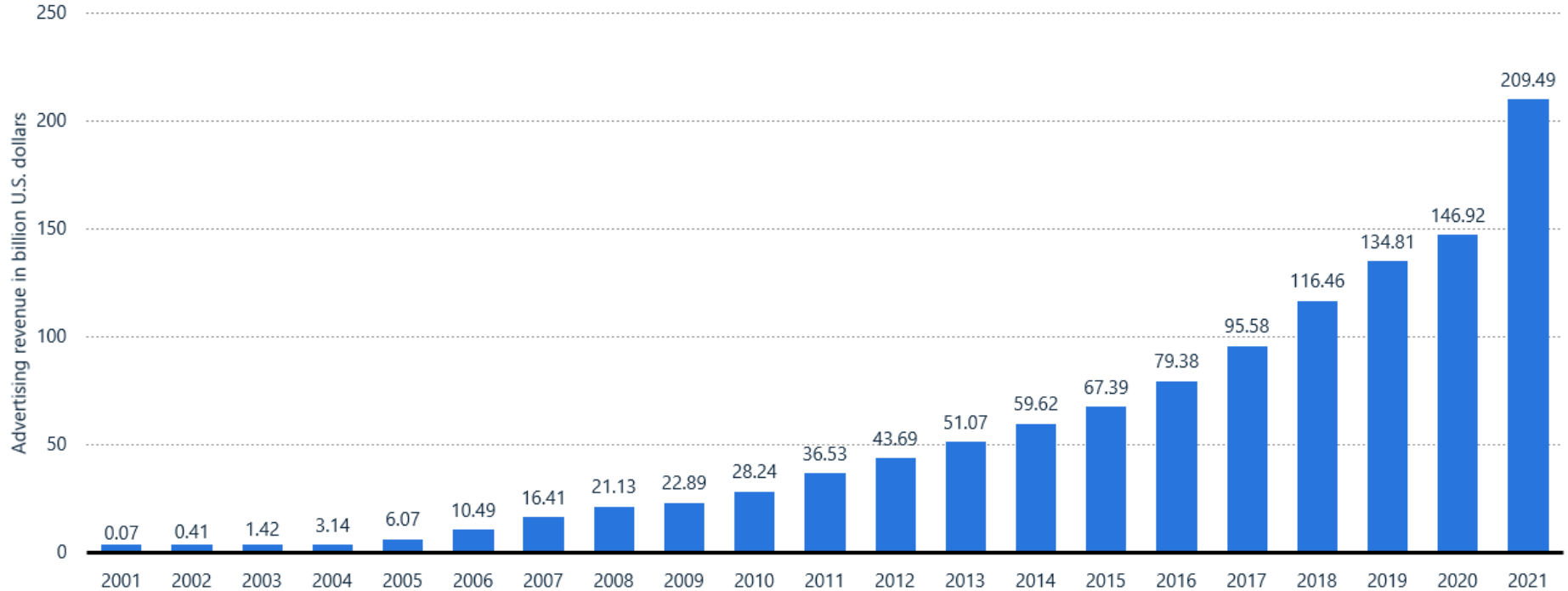
Market value of the largest Internet companies worldwide 2021



Source: Statista

Advertising revenue of Google from 2001 to 2021 (in billion US dollars)

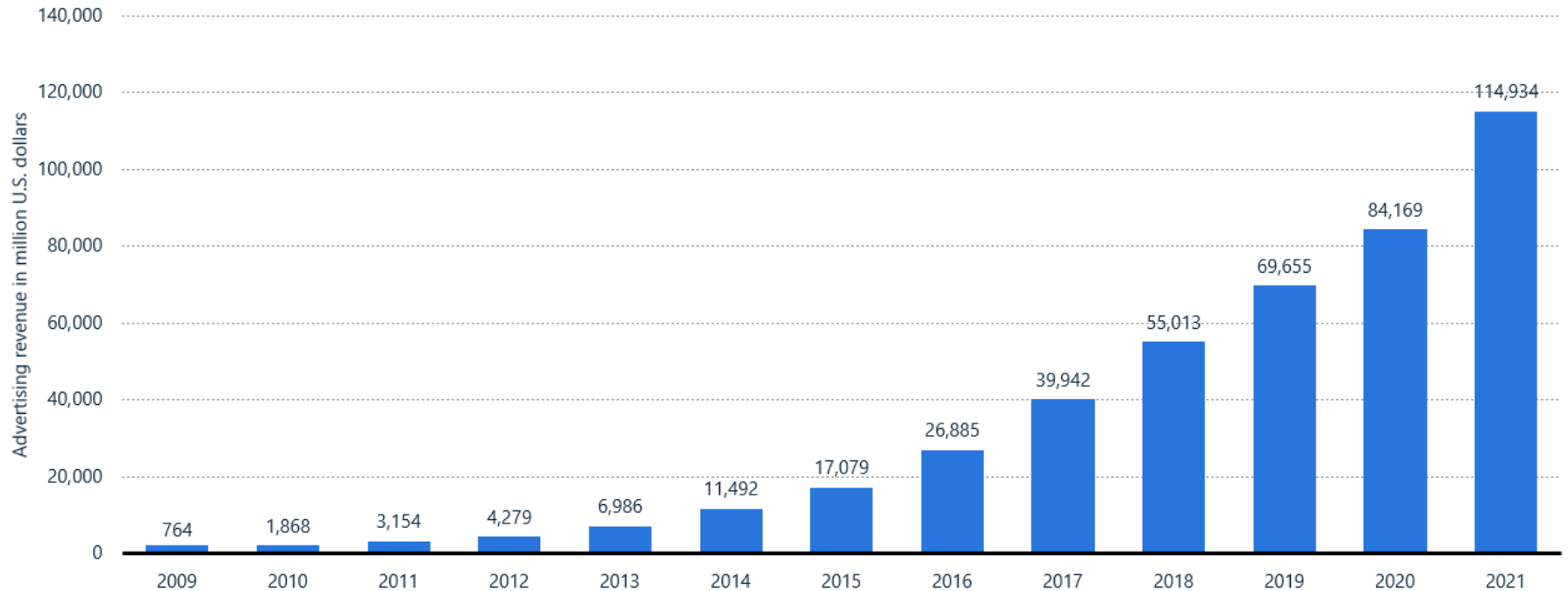
Google: annual advertising revenue 2001-2021



Source: Statista

Meta's (formerly Facebook Inc) advertising revenue worldwide from 2009 to 2021 (in million US dollars)

Meta: advertising revenue worldwide 2009-2021

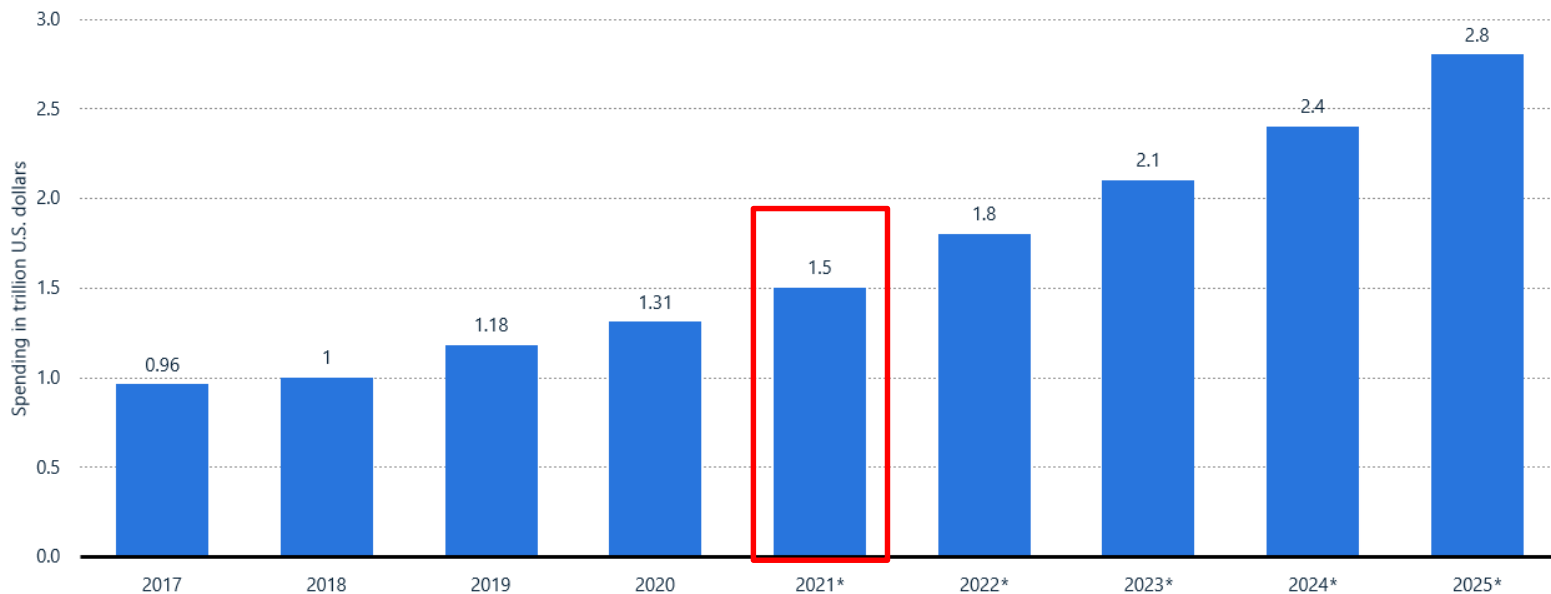


Source: Statista

Companies are Investing in Technology

Spending on digital transformation technologies and services worldwide from 2017 to 2025 (in trillion US dollars)

Digital transformation spending worldwide 2017 -2025

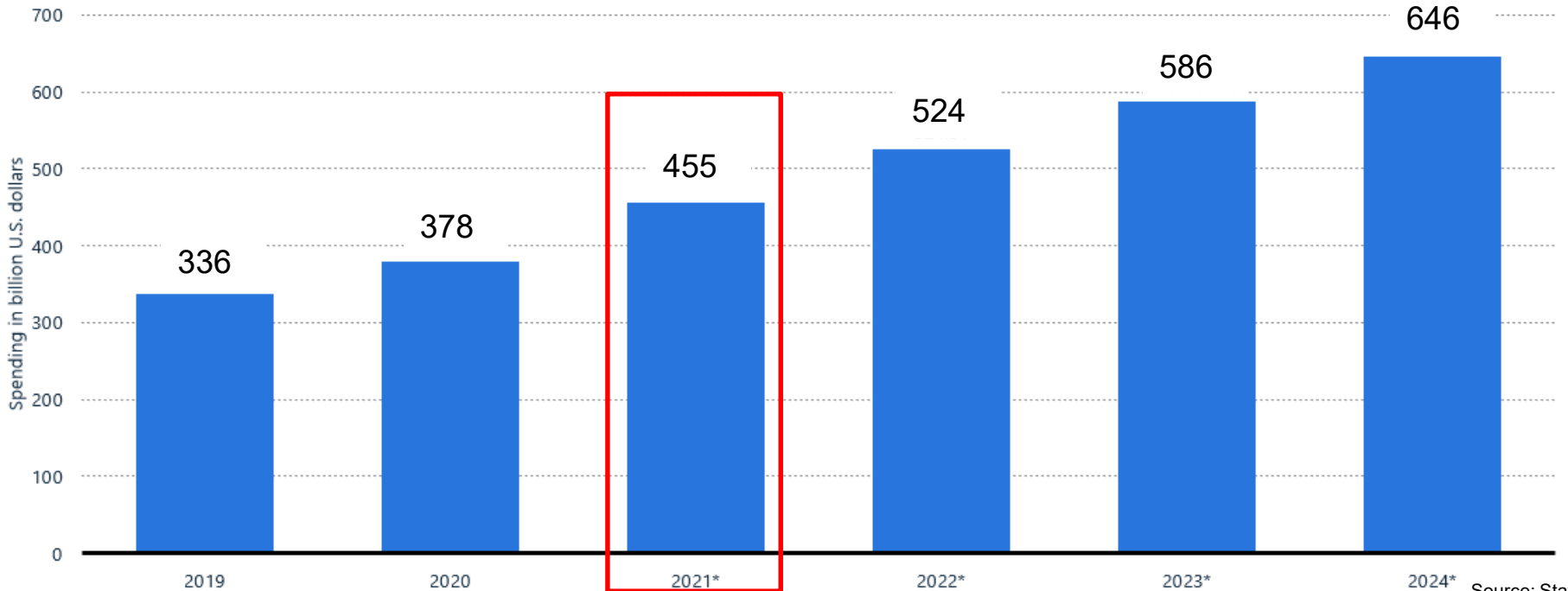


Source: Statista

Global Digital Advertising Revenue

Digital advertising spending worldwide from 2019 to 2024 (in billion US dollars)

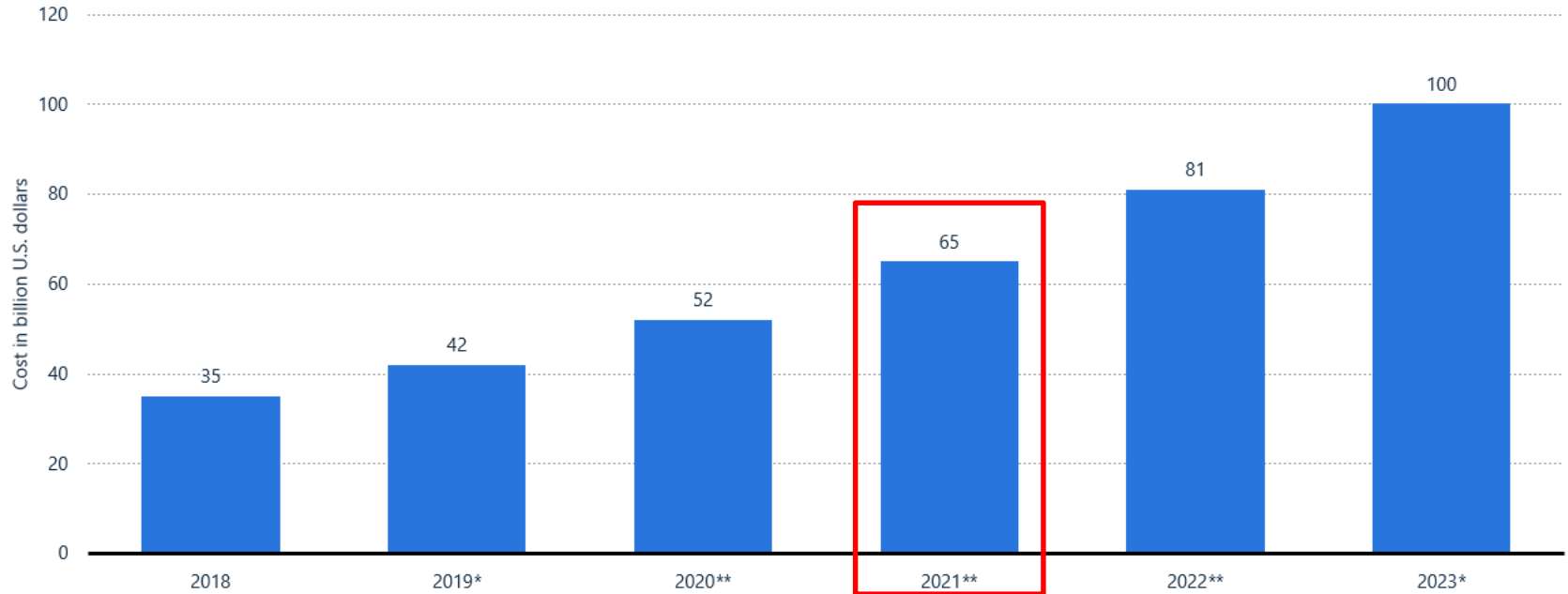
Digital advertising spending worldwide 2019 -2024



Digital Advertising Fraud

Estimated cost of digital ad fraud worldwide from 2018 to 2023 (in billion US dollars)

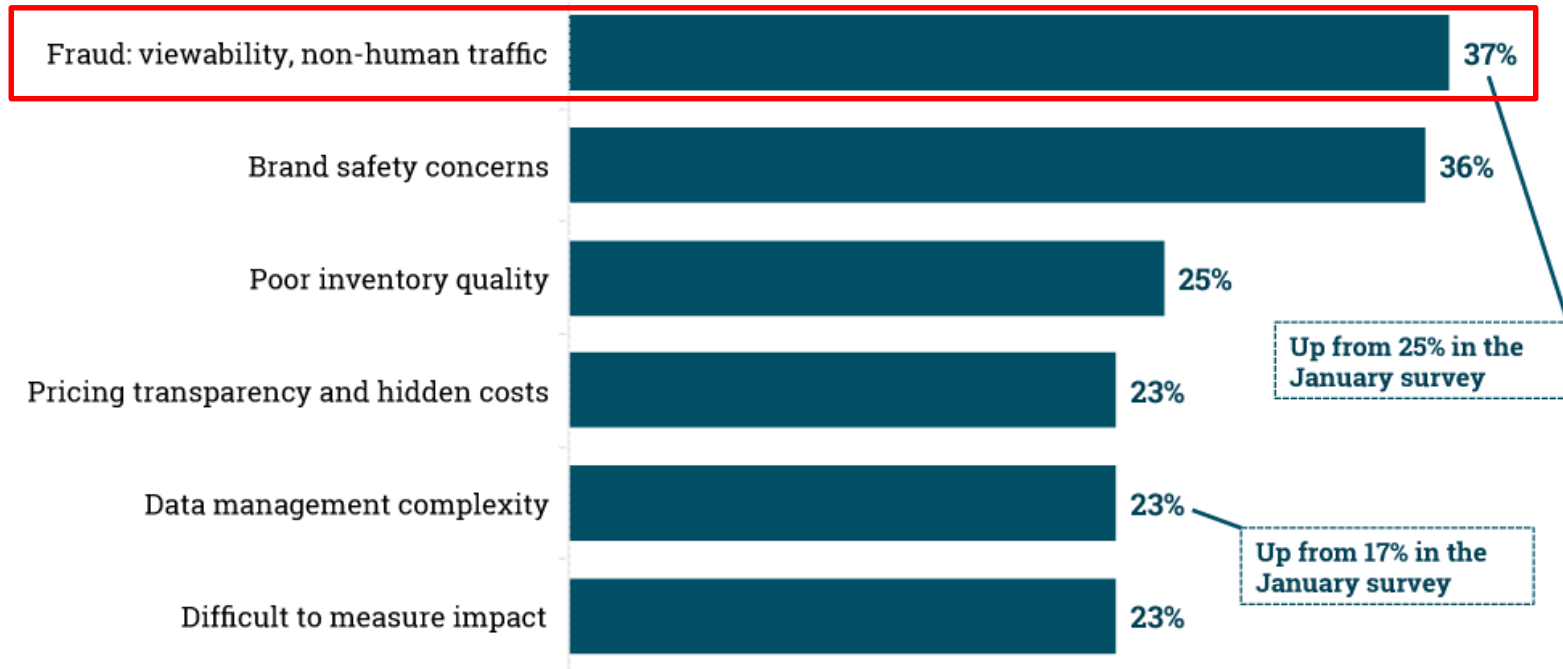
Digital ad fraud losses worldwide 2018 -2023



Source: Statista

Most Negative Aspects of Programmatic Ad Buying

(% of respondents ranking each within top-3, from a list of 10)



Published on MarketingCharts.com in November 2018 | Data Source: Advertiser Perceptions

Based on a July 2018 survey of 483 marketer (51%) and agency (49%) respondents who are involved in the purchase of programmatic advertising and/or who have used or worked with DSPs or DMPs in the past 12 months. The vast majority (82%) are from companies with at least \$1 million in annual digital ad spending.