



**CÁMARA
COLOMBIANA
DE COMERCIO
ELECTRÓNICO**

Internet en el mundo

- **88.0 millones** de dominios .COM nombres al final de 2010.
- **13.2 millones** de dominios .NET al final de 2010.
- **8.6 millones** de dominios .ORG al final de 2010.
- **79.2 millones** de dominios por país
- **202 millones** de dominios en todos los dominios de nivel superior (Octubre de 2010).
- **7%** – Aumento en los nombres de dominio en comparación con el año anterior.



La población del planeta
Ha crecido exponencialmente

La población de internet
también

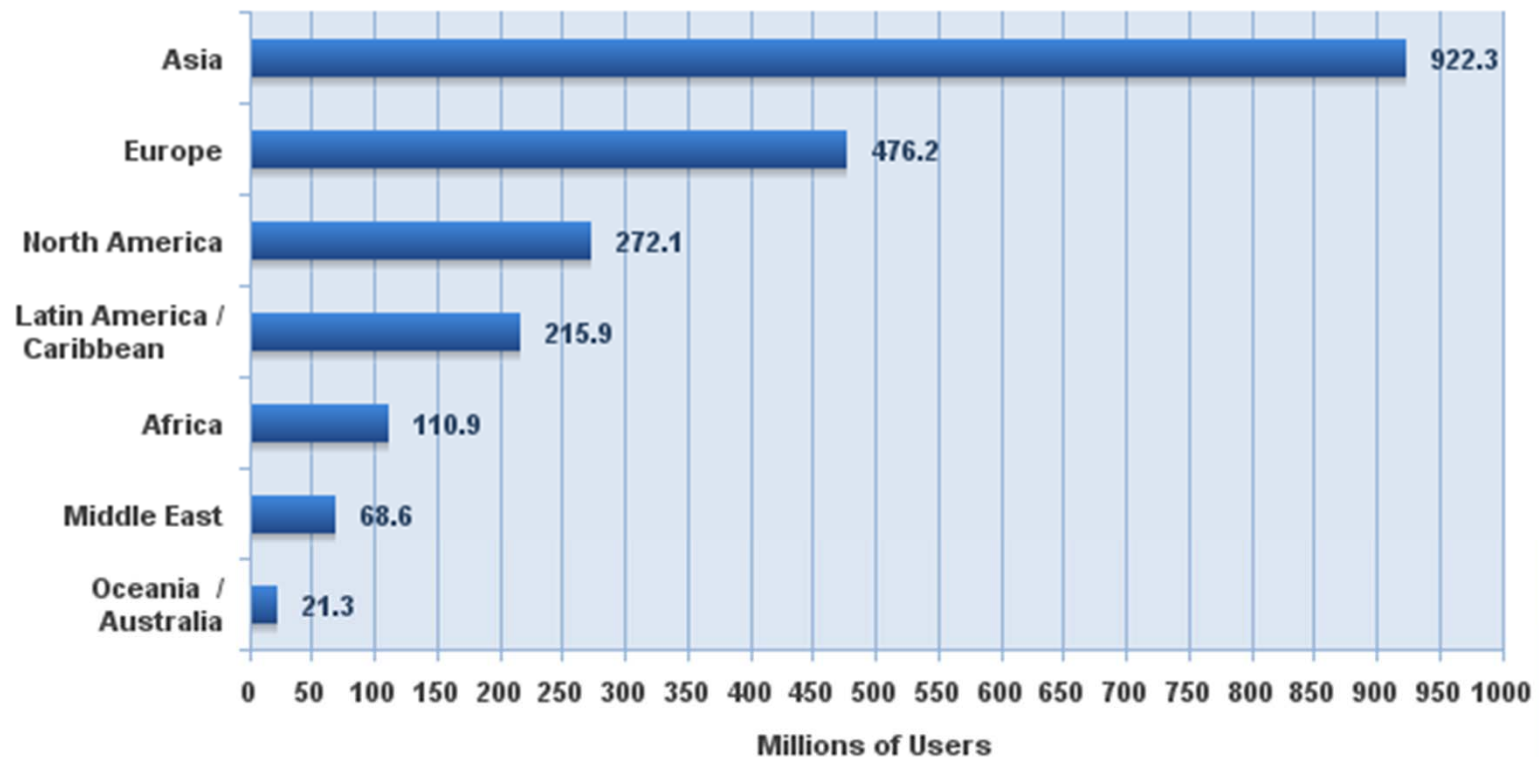
WORLD INTERNET USAGE AND POPULATION STATISTICS

March 31, 2011

World Regions	Population (2011 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Growth 2000-2011	Users % of Table
Africa	1,037,524,058	4,514,400	118,609,620	11.4 %	2,527.4 %	5.7 %
Asia	3,879,740,877	114,304,000	922,329,554	23.8 %	706.9 %	44.0 %
Europe	816,426,346	105,096,093	476,213,935	58.3 %	353.1 %	22.7 %
Middle East	216,258,843	3,284,800	68,553,666	31.7 %	1,987.0 %	3.3 %
North America	347,394,870	108,096,800	272,066,000	78.3 %	151.7 %	13.0 %
Latin America / Carib.	597,283,165	18,068,919	215,939,400	36.2 %	1,037.4 %	10.3 %
Oceania / Australia	35,426,995	7,620,480	21,293,830	60.1 %	179.4 %	1.0 %
WORLD TOTAL	6,930,055,154	360,985,492	2,095,006,005	30.2 %	480.4 %	100.0 %

NOTES: (1) Internet Usage and World Population Statistics are for March 31, 2011. (2) CLICK on each world region name for detailed regional usage information. (3) Demographic (Population) numbers are based on data from the [US Census Bureau](#) . (4) Internet usage information comes from data published by [Nielsen Online](#), by the [International Telecommunications Union](#), by [GfK](#), local Regulators and other reliable sources. (5) For definitions, disclaimer, and navigation help, please refer to the [Site Surfing Guide](#). (6) Information in this site may be cited, giving the due credit to www.internetworldstats.com. Copyright © 2001 - 2011, Miniwatts Marketing Group. All rights reserved worldwide.

Internet Users in the World by Geographic Regions - 2011

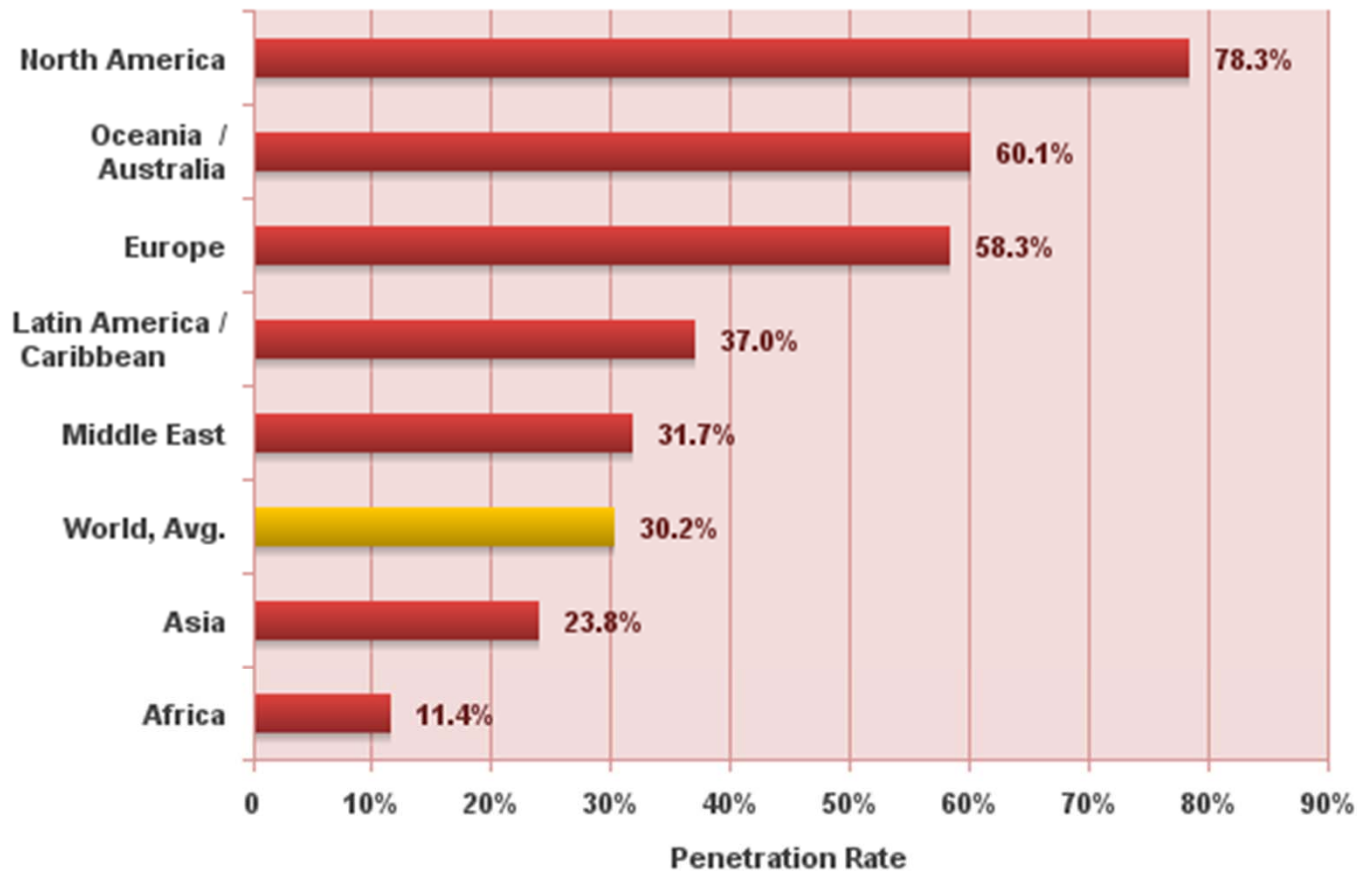


Source: Internet World Stats - www.internetworldstats.com/stats.htm

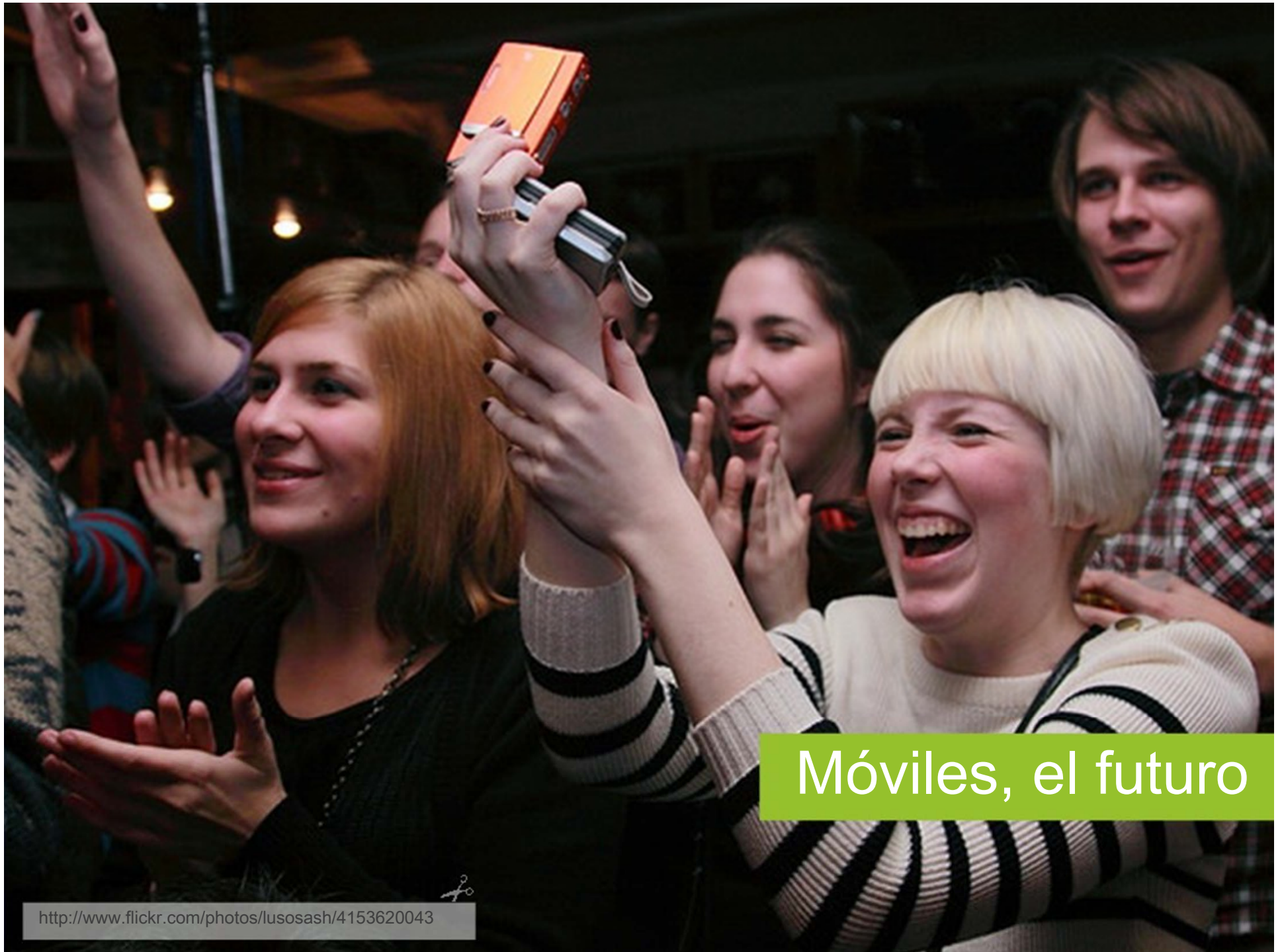
Estimated Internet users are 2,095,006,005 on March 31, 2011

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World Internet Penetration Rates by Geographic Regions - 2011

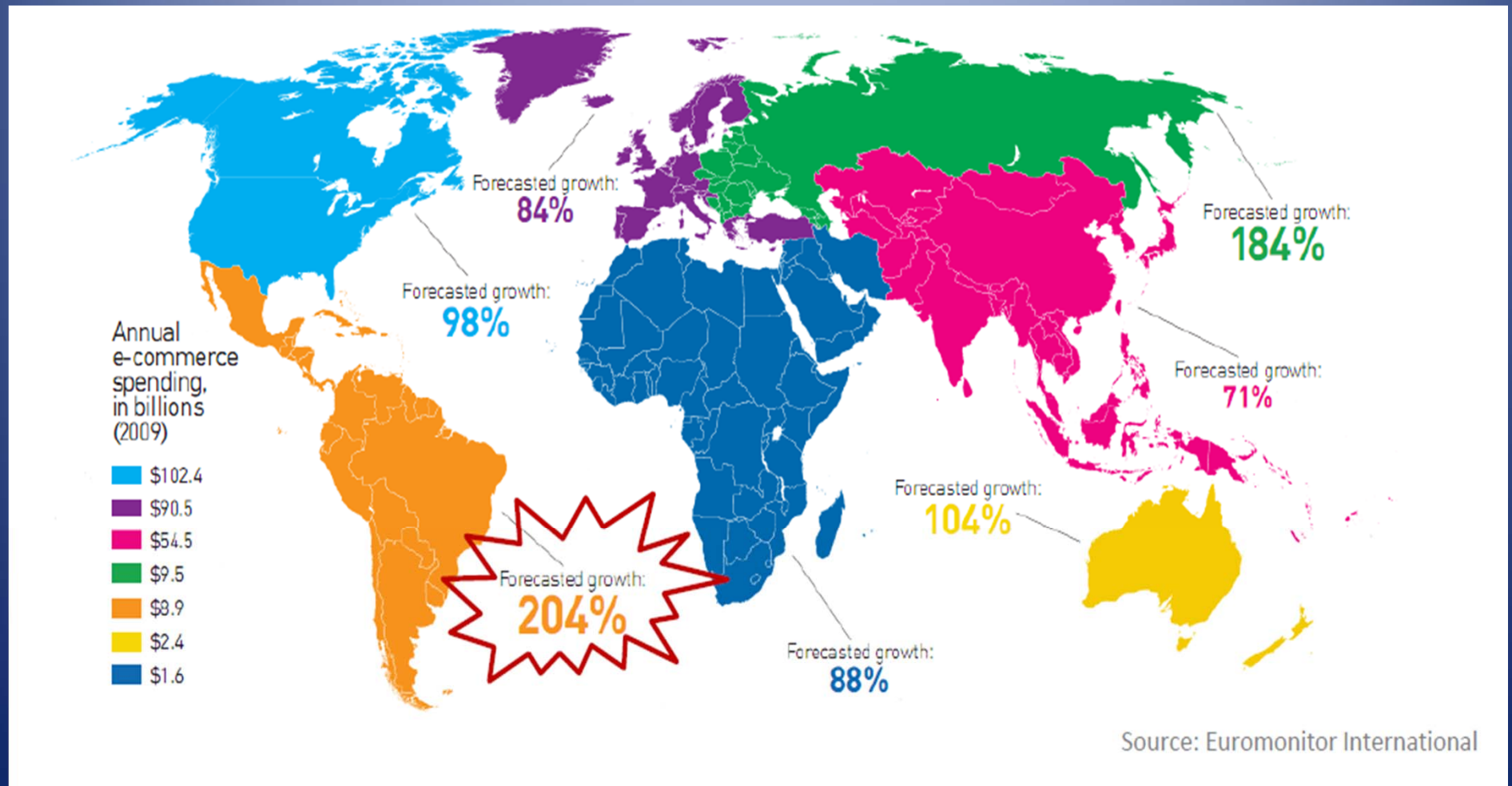


Source: Internet World Stats - www.internetworldstats.com/stats.htm
Penetration Rates are based on a world population of 6,930,055,154
and 2,095,006,005 estimated Internet users on March 31, 2011.
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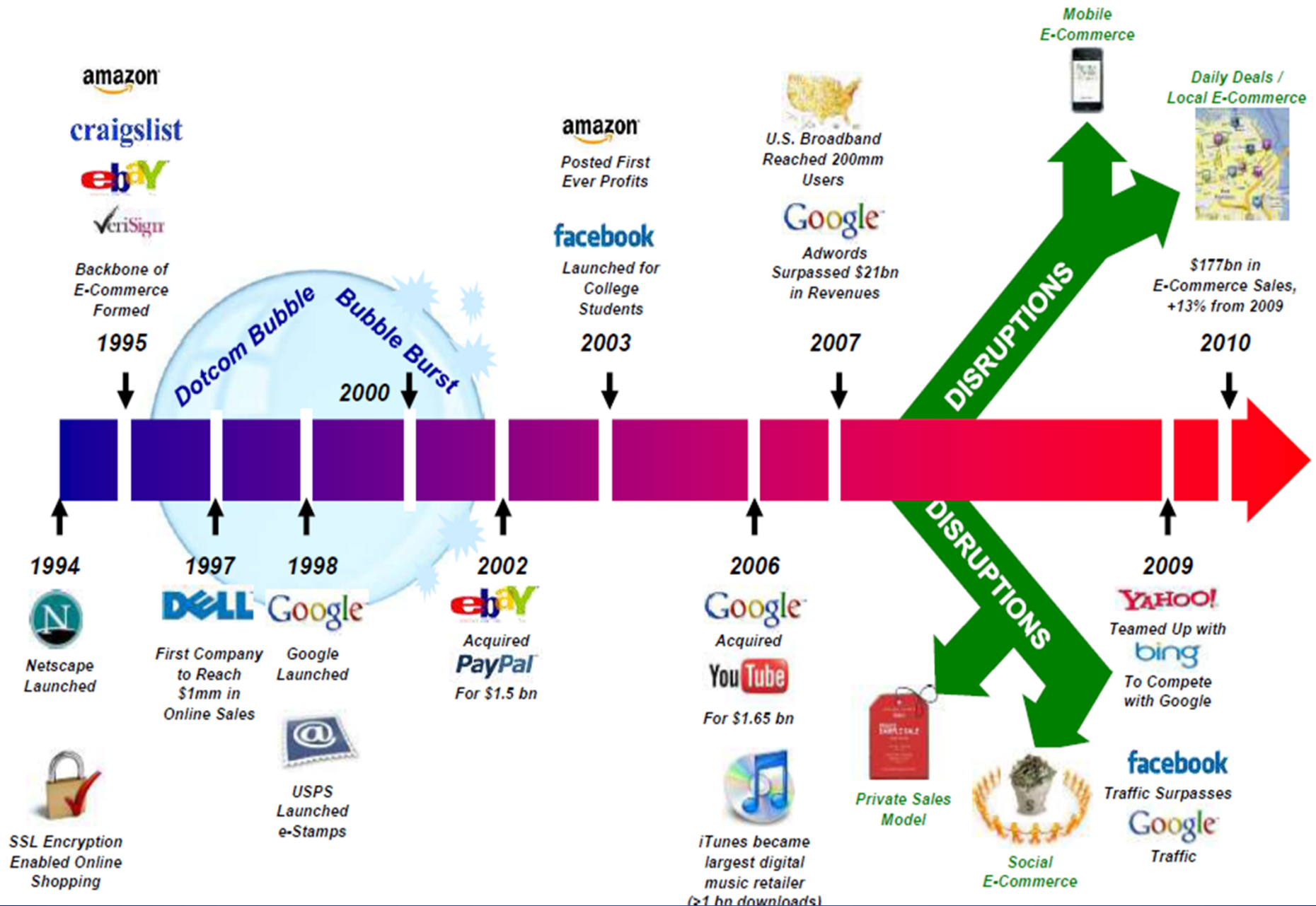


Móviles, el futuro

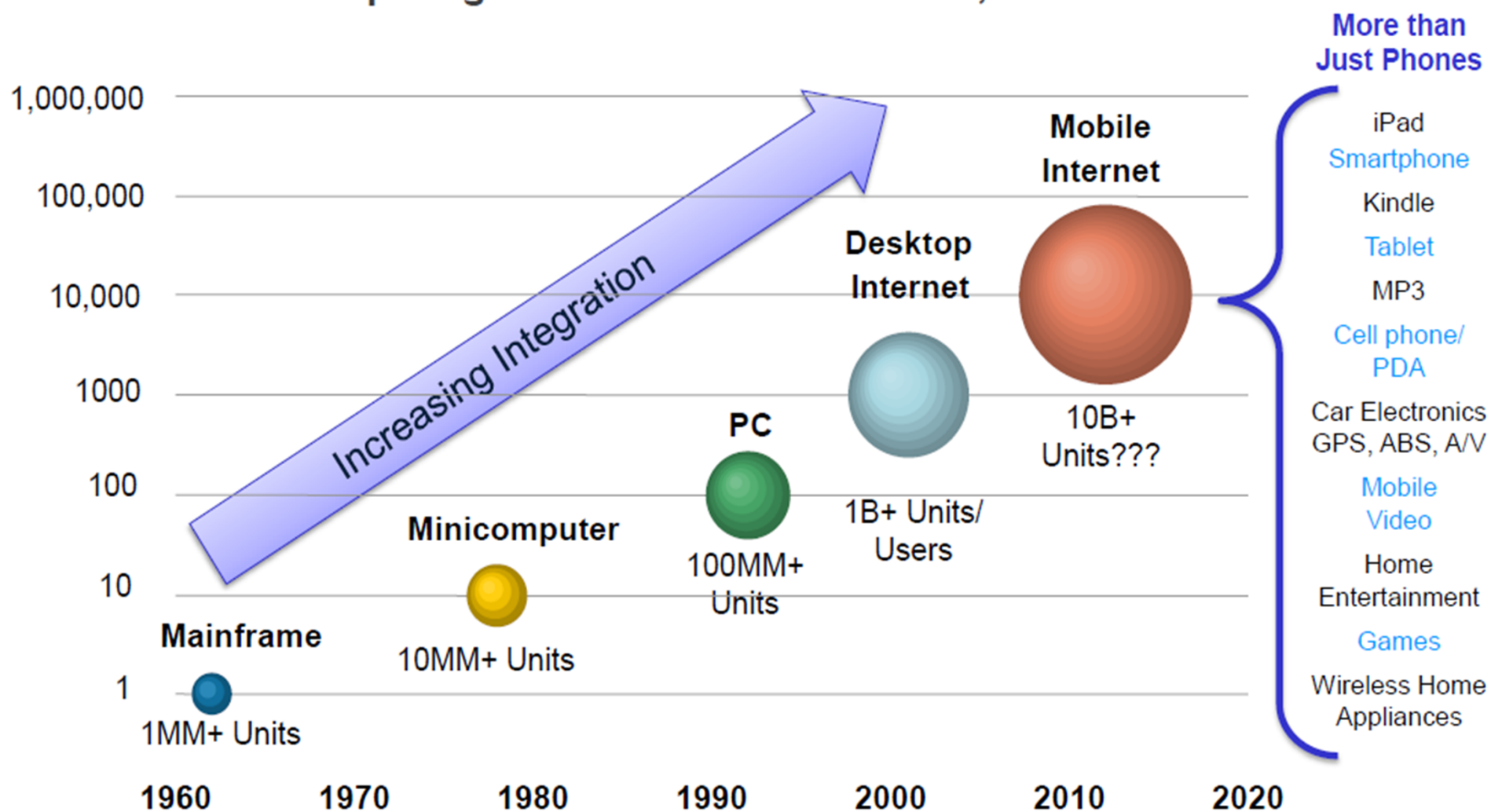
Ecommerce en el Mundo



Evolution of the E-Commerce Industry



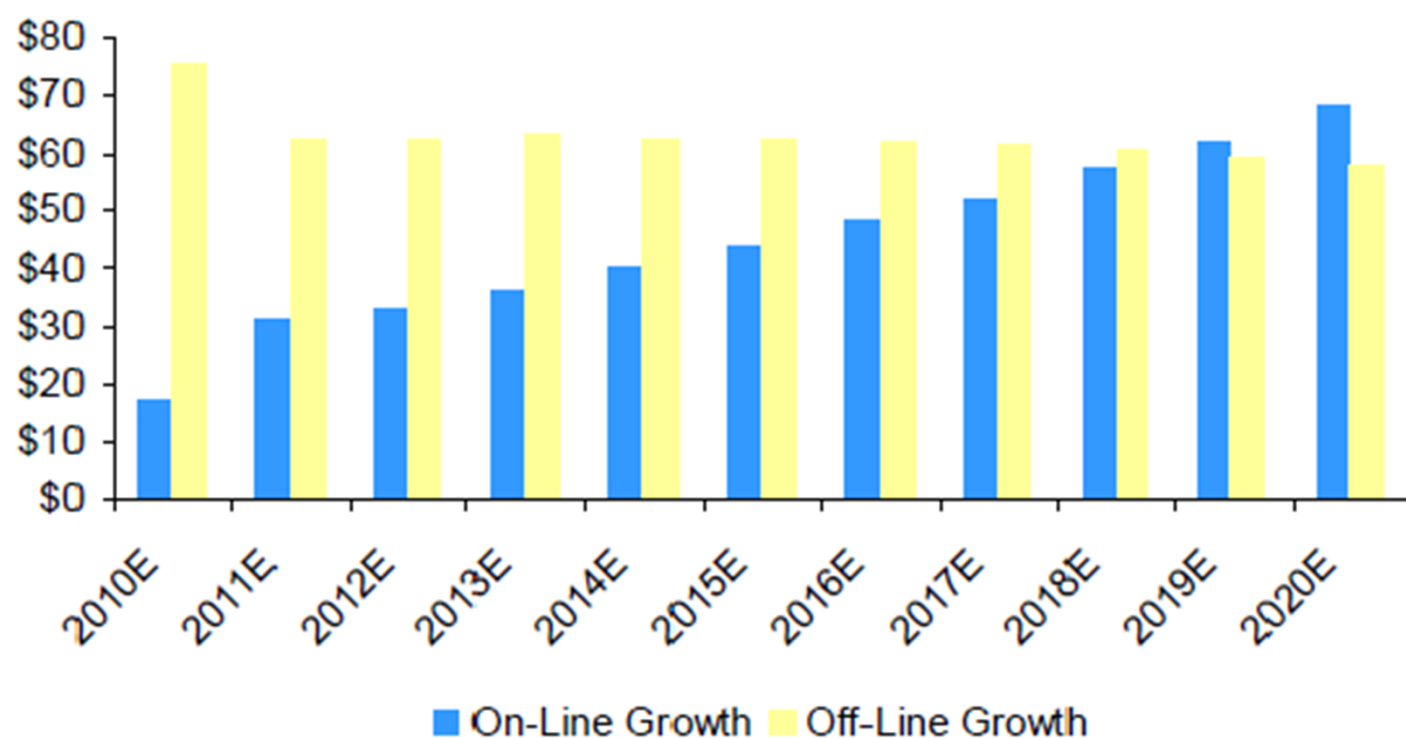
Computing Growth Drivers Over Time, 1960-2020E



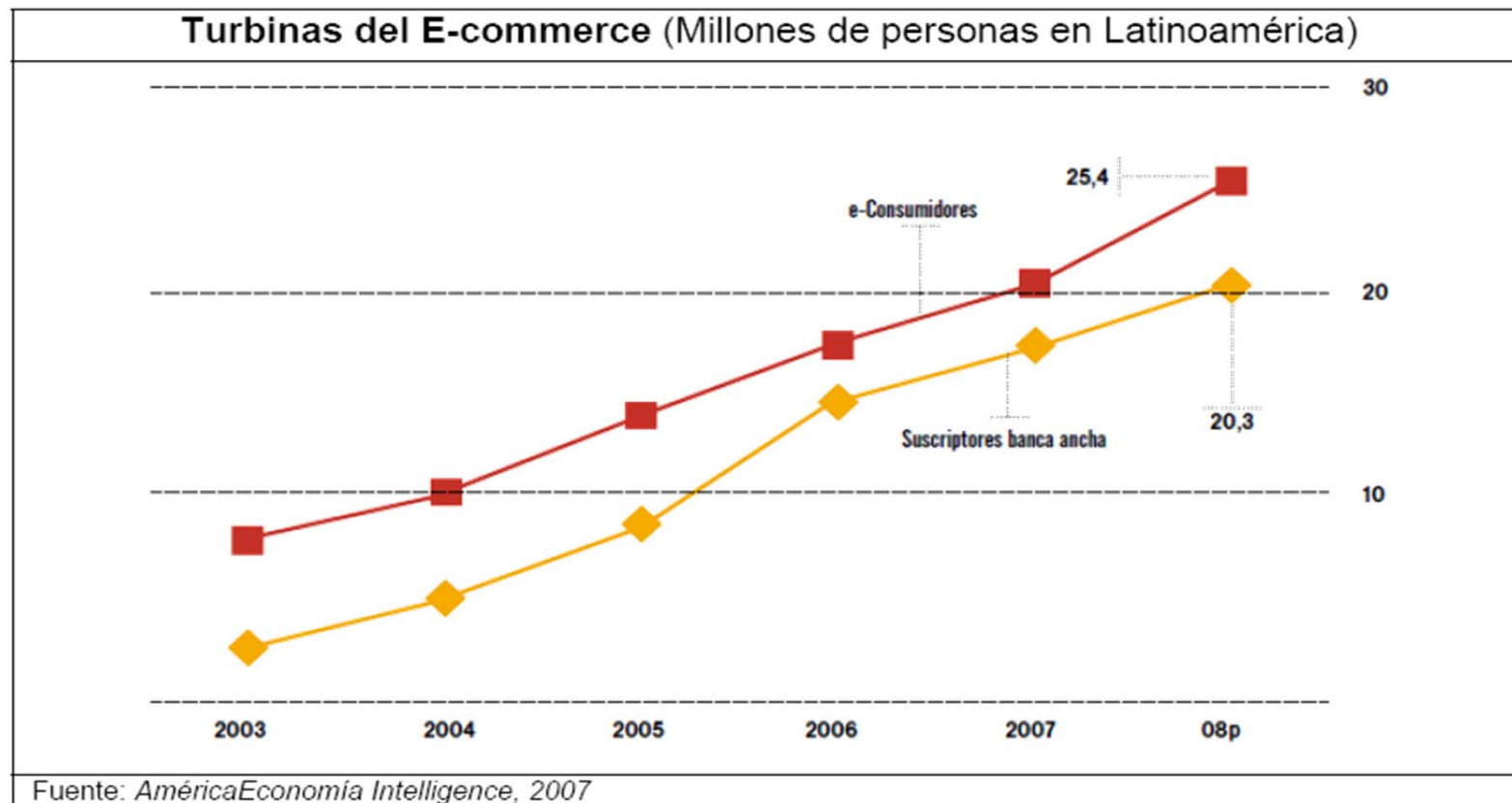
Note: PC installed base reached 100MM in 1993, cellphone/Internet users reached 1B in 2002/2005 respectively;
Source: ITU, Mark Lipacis, Morgan Stanley Research.

**10 Years of Acceleration: Online Dollar Growth to
Eclipse Offline by 2019**

year-over-year change in sales by channel (\$ billions)



Source: Goldman Sachs Research and International Data Corp. estimates.



Banda Ancha, clave para el crecimiento del ecommerce

Ecommerce en el Mundo

	2009	2010	2011	Growth 10/11
North America	€184bn	€214bn	€246bn	15%
Europe	€175bn	€215bn	€260bn	21%
Asia Pacific	€96bn	€124bn	€165bn	33% !!!
Latin America	€16bn	€23bn	€31bn	35%
Other Regions	€10bn	€16bn	€24bn	50%
World	€473bn	€590bn	€590bn	25%

Ecommerce en el Mundo

B2C

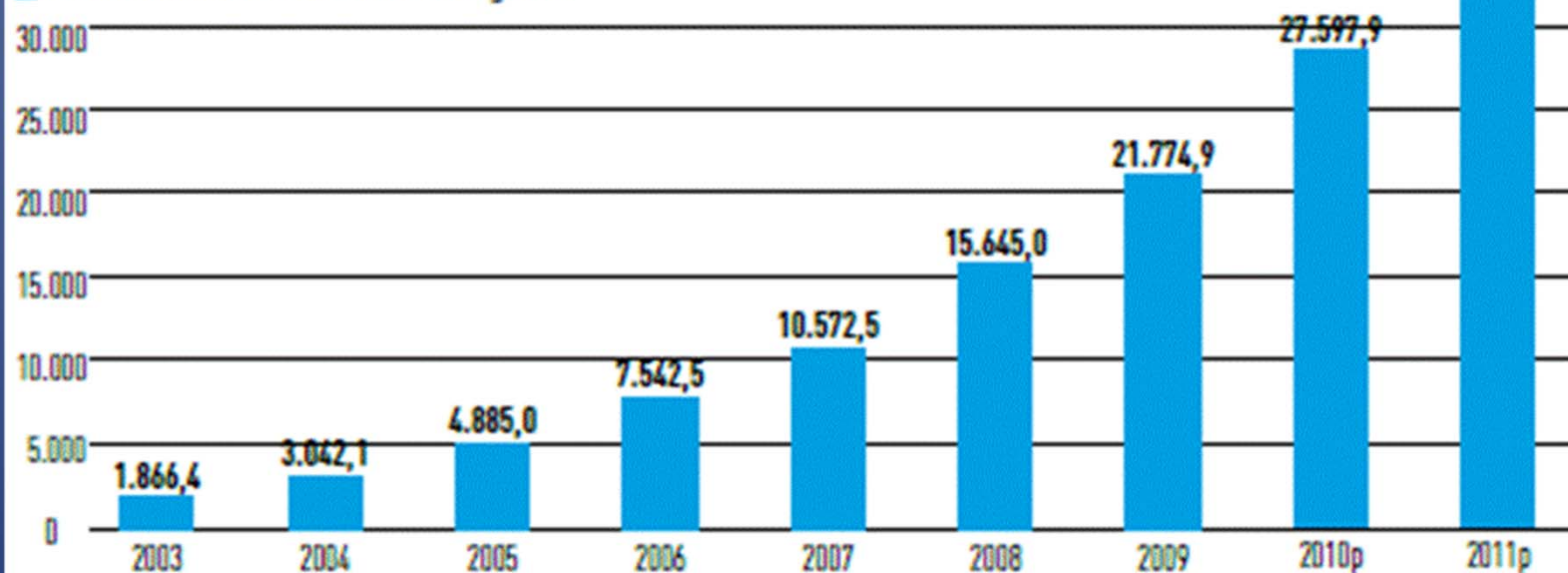
\$ in billions	2008	2009E	2010E	2011E
e-commerce*	\$379	\$412	\$491	\$561
Travel	\$329	\$342	\$405	\$458
Total	\$708	\$754	\$896	\$1,019

Esto equivale a aproximadamente US \$ 2 millones en ventas en línea por segundo^[1].

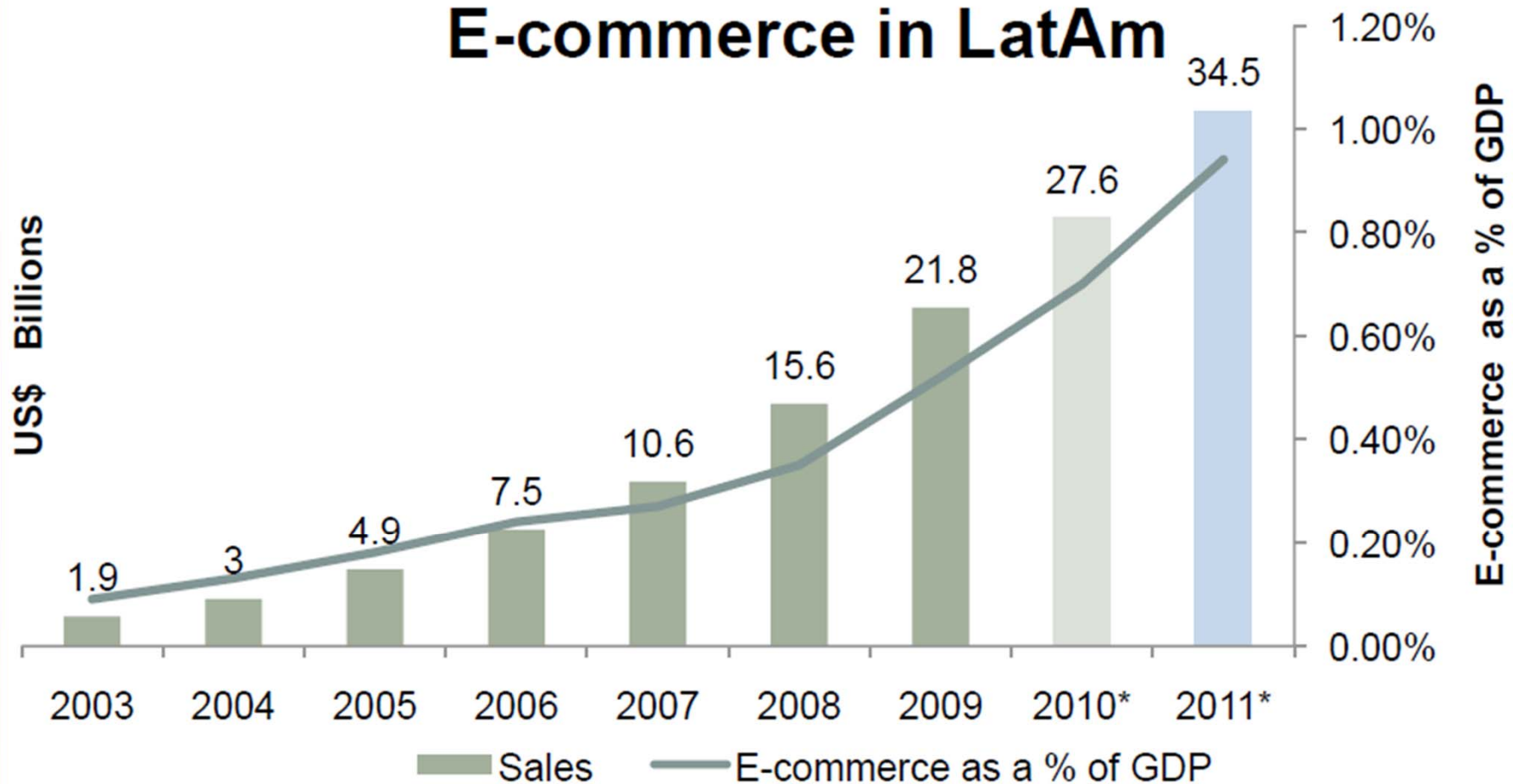
CLICS & MONEY

Gasto total del e-commerce en LATAM (en US\$ millones)

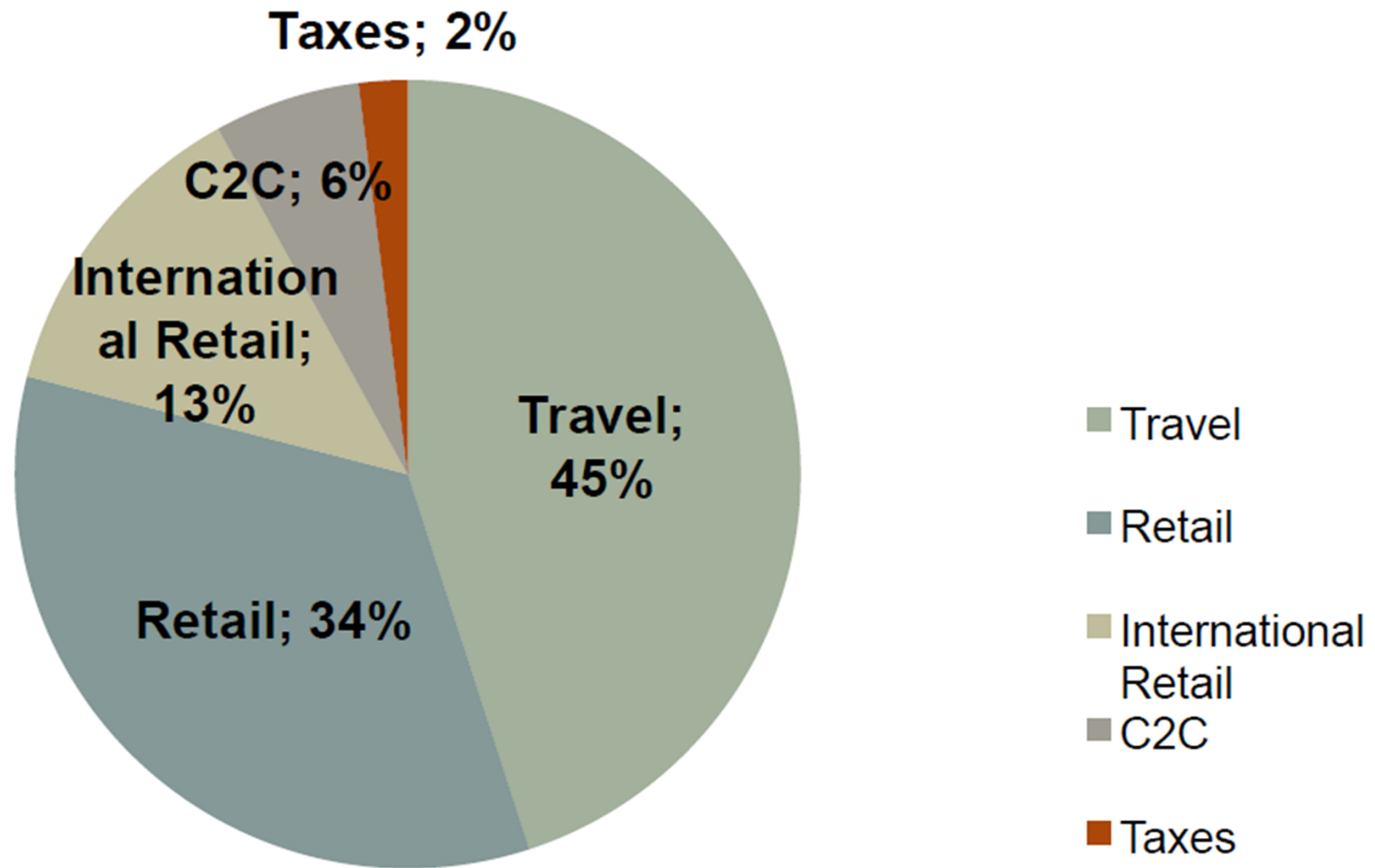
Fuente: AméricaEconomía Intelligence



E-commerce in LatAm



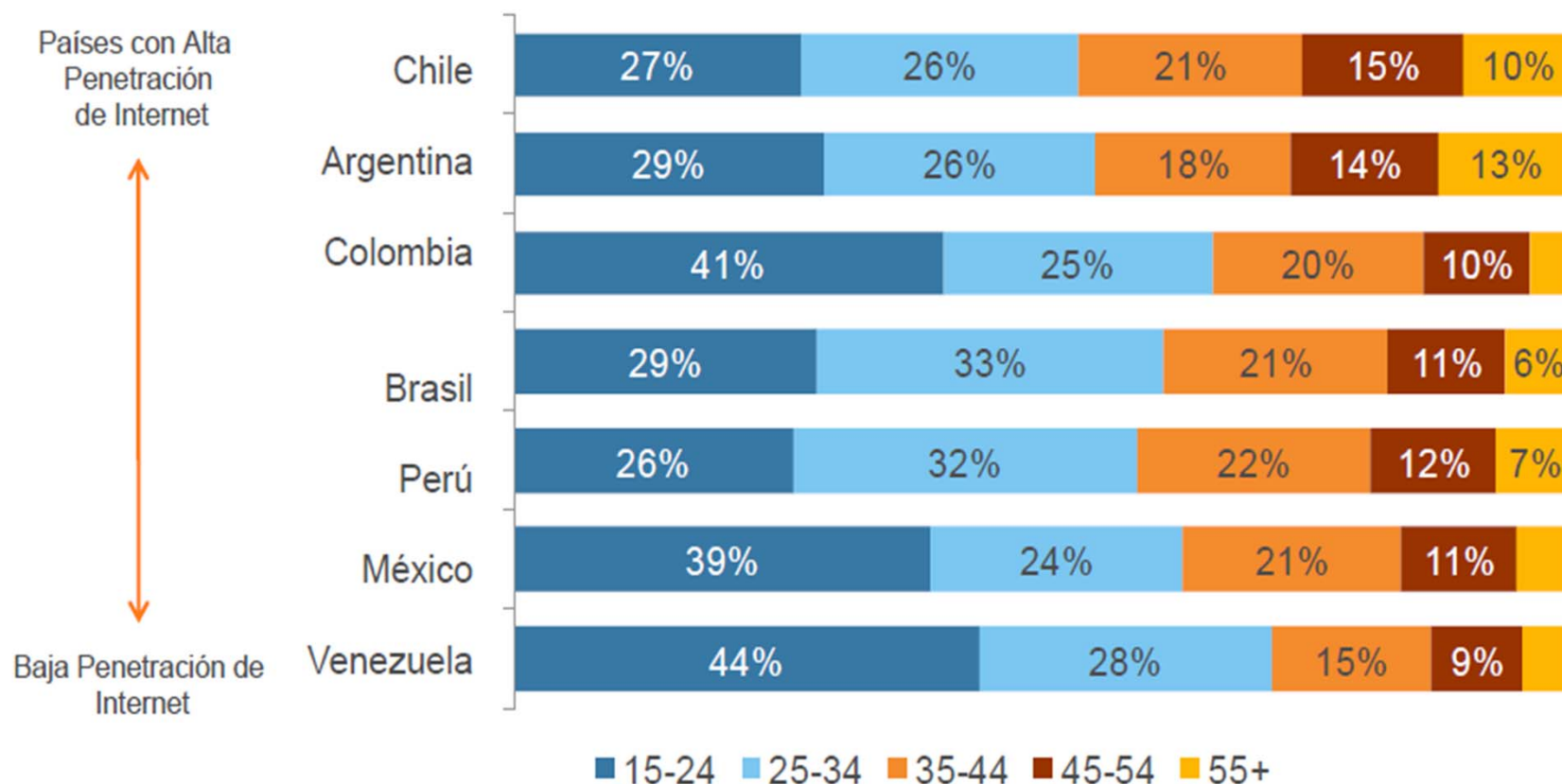
E commerce en América Latina

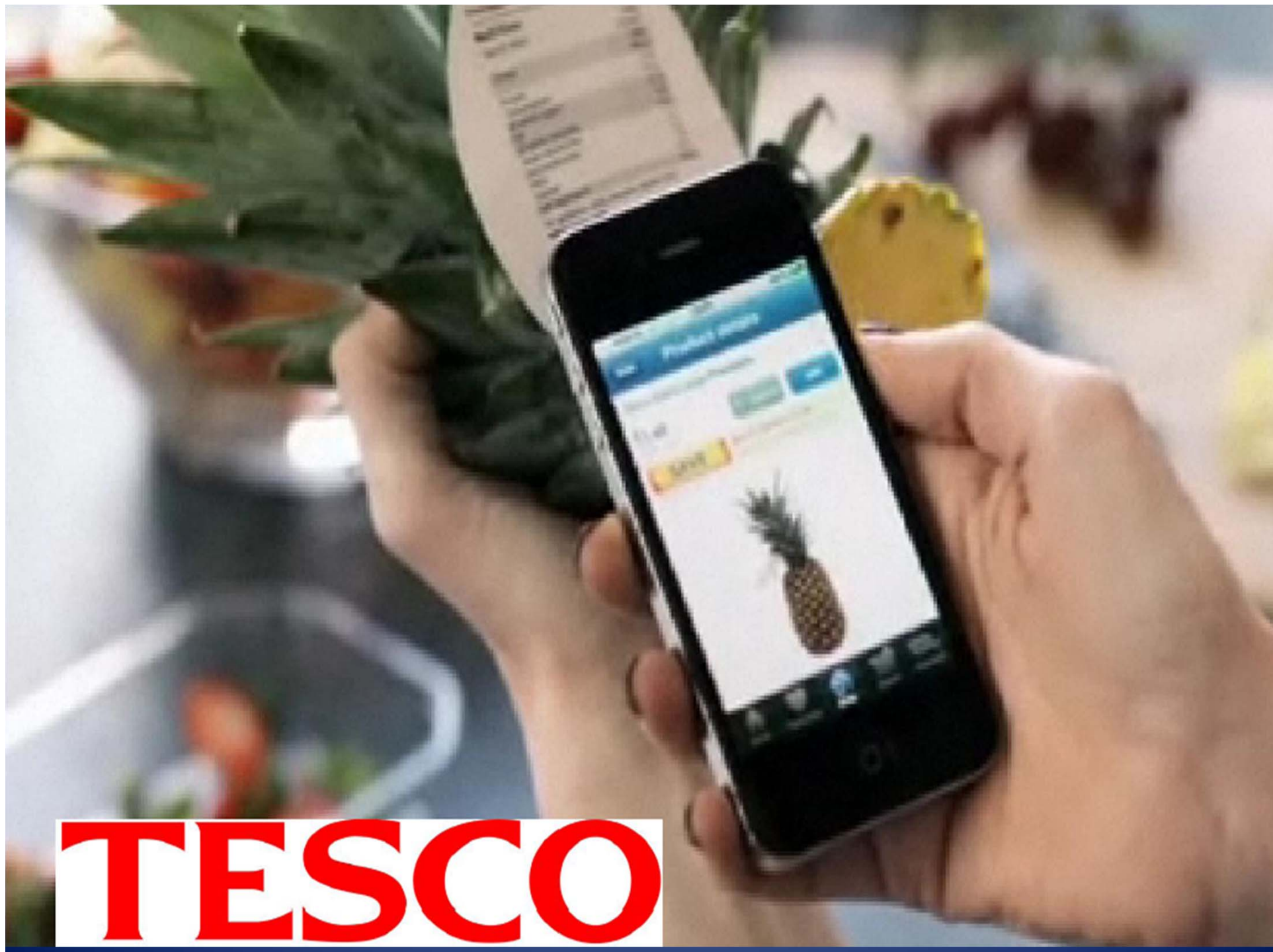


Composición Demográfica de Países Individuales Varía Ampliamente

- Venezuela, Colombia, México y Brasil tienen la mayor proporción de usuarios jóvenes
- Composición de jóvenes de Perú, Chile y Argentina cerca del Promedio Mundial

Composición de Audiencia de Internet 15+





TESCO











Alberto Pardo

Twitter: @soybanano