



Virtual reality is today reality  
(but not virtual)

Pavol Kukura  
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# Reality No. 1 - Numbers

It's not Phantasm, Amount of „0's“ is Correct



1.230.000.000 internet users



16.000.000.000 www pages on  
125.000.000 domains



97.000.000.000 e-mails per day



100.000.000 blogs worldwide



220.000.000 registered ebay users;  
50.000 product categories



120.000.000 downstreams at YouTube/day  
65.000 new videos at YouTube/day



180.000.000 myspace users,  
80.000 new per day



10.000.000 residents in Second Life



2.000.000.000 mobile phone users



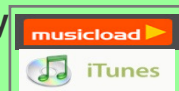
2.800.000.000 SMS per day worldwide



850.000.000 mobile phones with camera



2.100.000.000 € mobile gaming revenue in 2006  
50% growth expected in 2007



3.000.000 \$ online music revenue worldwide



6.000.000 mobile TV users in Japan and Korea

# Reality No. 2 – Virtual Reality

Second Life – Your Parallel Life (or Your Reincarnation Trial)



# Reality No. 2 – Virtual Reality

Second Life – Facts and Figures (October 2007)

Real Numbers Generated by Unreal World

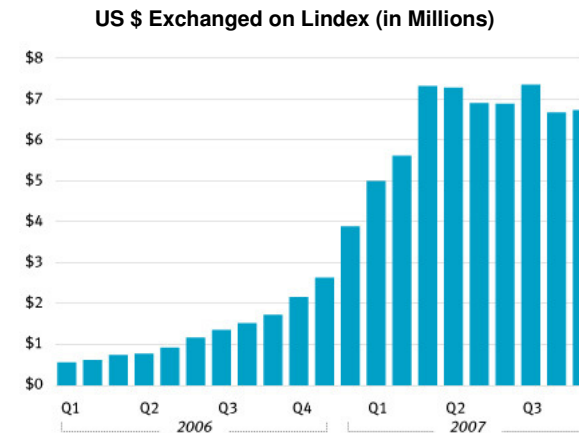
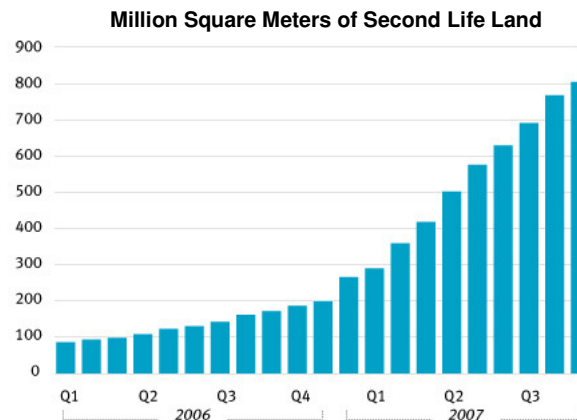
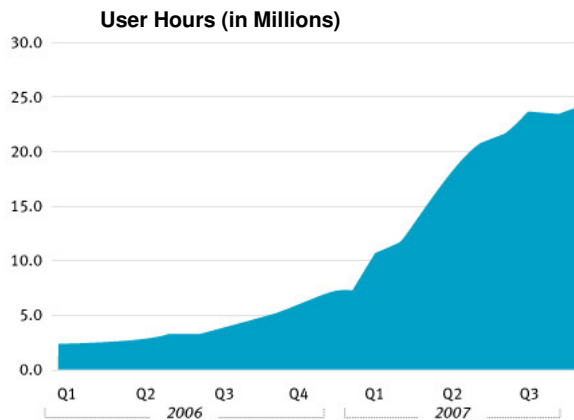
Population (residents) – 10 461 730

Land for sale - 25 942 768 m<sup>2</sup>

Islands owned – 11 121

On-line residents – 45 348

US\$ spent last 24 hours – 1 319 321



# Be or not to be (On-line) – It's Not More the Question

On-line Accelerator No.1 - Technology



MediaScout  
Freunde  
Favoriten  
Bewertungen  
Historie  
Profile  
Suche  
Zurück  
High Life

**At Home**



**In the Job**



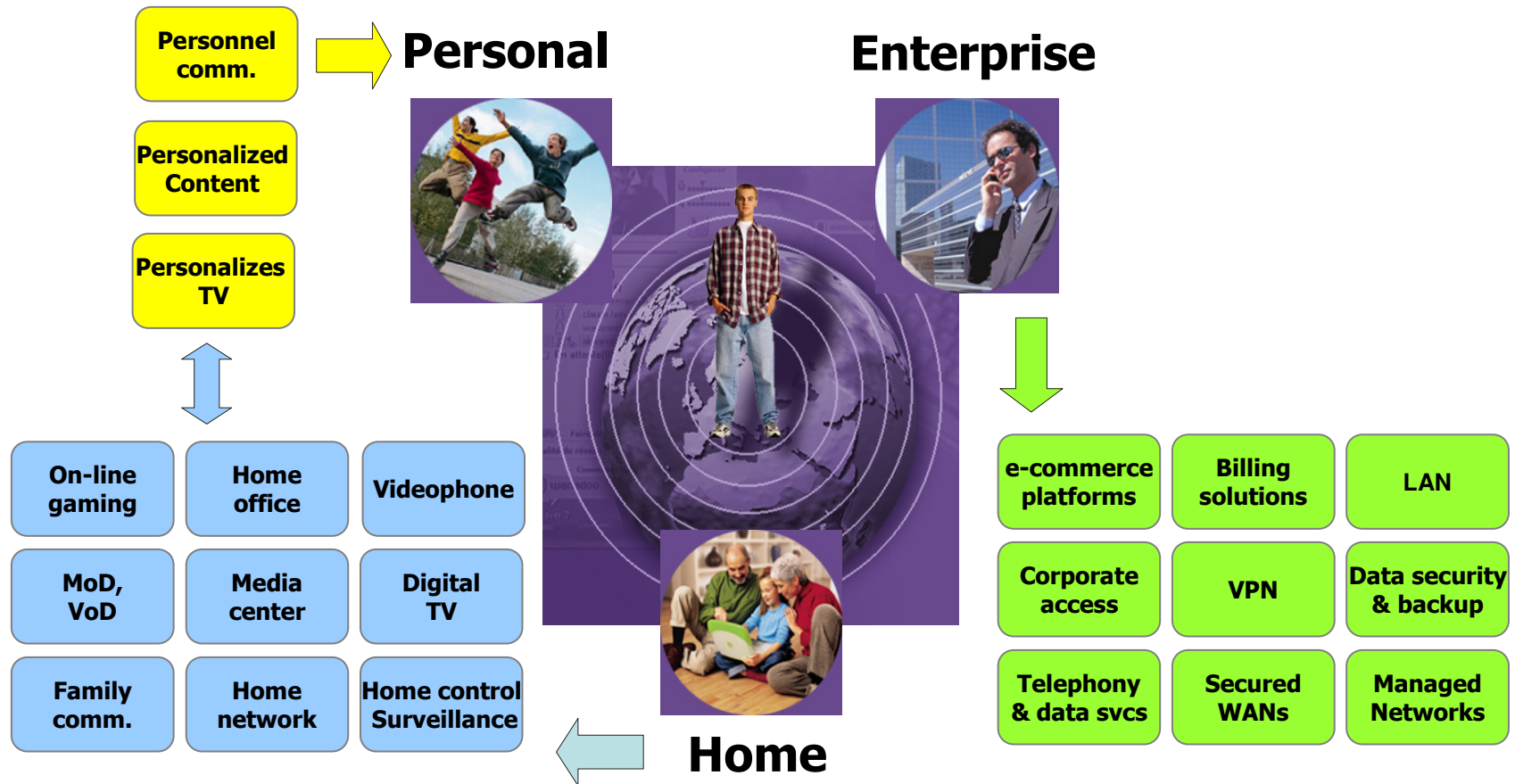
**On the way**



**Really everywhere**

# Be or not to be (On-line) – It's Not More the Question

On-line Accelerator No.2 – Telco Services

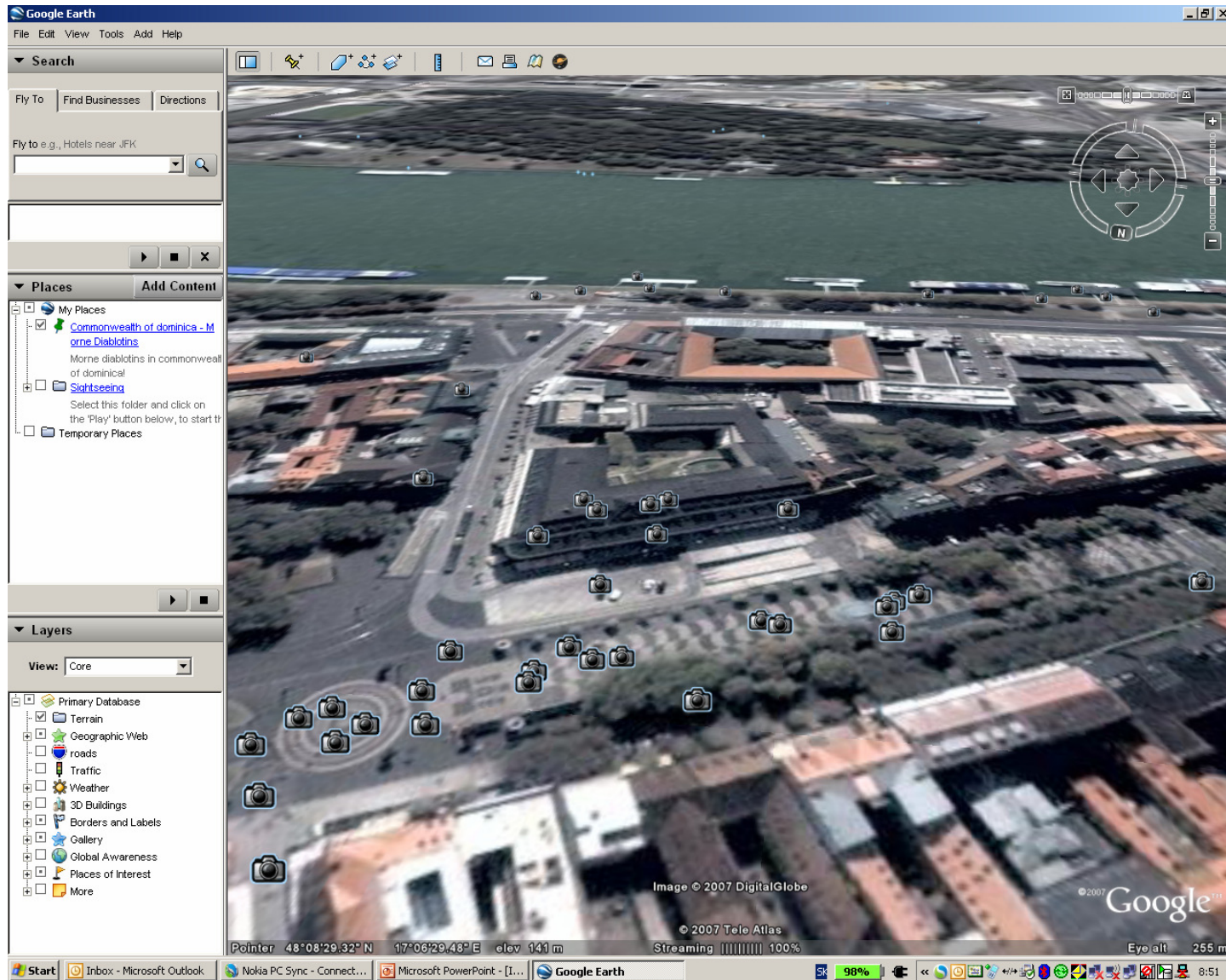




# Be or not to be (On-line) – It's Not More the Question

## On-line Accelerator No.3 – Internet Applications/Sites

All you need is ... there

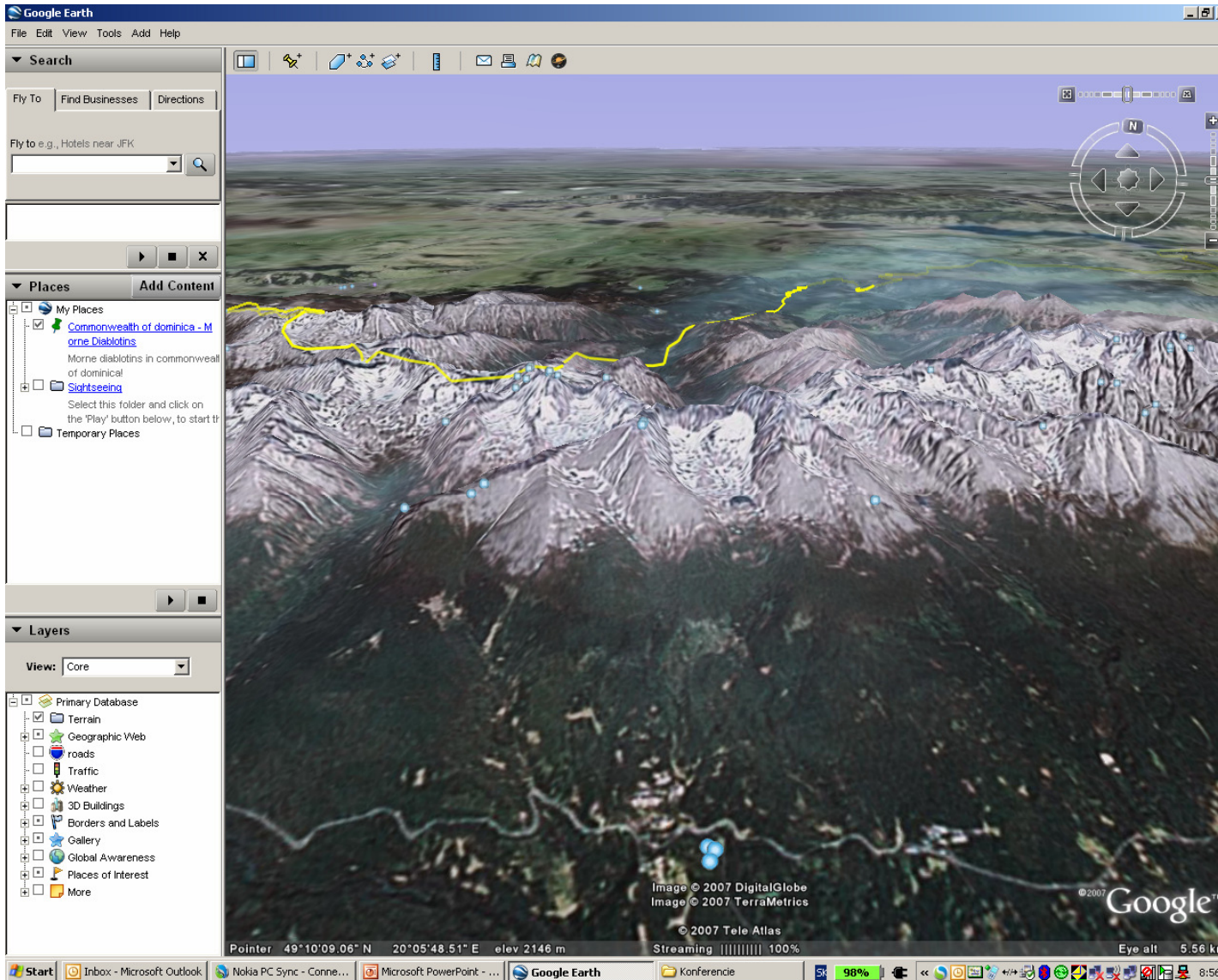




# Be or not to be (On-line) – It's Not More the Question

## On-line Accelerator No.3 – Internet Applications/Sites

All you need is ... there



## **Be or not to be (On-line) – It's Not More the Question**

Most Important On-line Accelerator – (Young) Homo



# Be or not to be (On-line) – It's Not More the Question

Most Important On-line Accelerator – (Young) Homo



Let me to introduce myself.  
I am a creator of  
**Social Media**

## Motives

I am creating the content and I will finally consume it.

It's not about quality, I wanna be celebrity.

I am on the world's stage and everyone is my audience.

Yes, I can have critics, but also admirers.

It's the fun without limits (and fully-grownns don't understand it)

It's real reality show for masses.

## Consequences

Social media is extremely addicting – average consumer is on-line 54 minutes, 3,6x a day.

The control of content and distribution lies with consumers not institutions.

TV networks and traditional media become less and less significant. Many fail.

Authoritative voice rendered obsolete. The content creator and quality filter became teens themselves.

The winners will be the ones who can engineer virality for their content.

The social media consumer becomes the single largest force shaping the media landscape.



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