

Unit 14.1 Digital mobile revolution

Laptops, smartphones and tablets. Facebook, Twitter and Instagram. They have explosively changed the nature we live, work and play.

The booming era of mobile multimedia, fueled with Internet connection, has altered the way we interact socially. This happened because of the existence of multimedia content and technology.

Moreover, digital mobile revolution has made the impact is various walks of life. I am sure that the mobile revolution will continue to expand, and drive social growth for many years to come.

The latest statistic from Malaysian Communications and Multimedia Commission (MCMC) shows that the percentage of Malaysian population who own mobile phone is 146%. That means you have more than one mobile device with you, now!

Mobile commerce, includes mobile purchase, mobile banking, and mobile payment has been increasing in popularity. Now you may use your smartphones to buy your favorites books or dress though online transactions.

You may also book flight ticket using Malaysia Airlines MHmobile app or AsiaAsia mobile app. You may also book you hotel for your next vacation using Booking.com Hotels app.

According to the latest statistics, in the UK alone, visits to ecommerce sites via smartphone and tablet accounted for 45% of all ecommerce traffic. The mobile revolution has arrived and is only going to get bigger, greater and better.

This statistic proves that mobile technologies are a critical driver to the world economy. In 2014, the worldwide total revenue from mobile commerce activity is around \$3.3 trillion. Not billion. And not million.

Besides that, mobile learning has transformed the classroom setting. Smartphones and tablets are used widely in schools, even in the kindergarten.

Nowadays, school children not only can learn, but also can play. Angry Birds, Fruit Ninja and Temple Run are top three android games that recorded over 100 million downloads on unique devices.

That is about mobile games. But, there are over a half-million mobile apps in the world, popularly and easily downloadable from Google Play and App store.

In summary, true mobile revolution has yet to start. Mobile technology has the potential to be more explosive than the Web. The mobile revolution will surely transform our lives in the near future.