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Five trends shaping the digital revolution in India

By Vineet Trakroo on February 5, 2014

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Digital revolution has been influencing India but its new dimension will be felt in the coming years in schools, government interface with citizens, shopping, news and communications. What has been experienced in a few metro cities will percolate down to the masses across urban and rural India. There have been many technological and social milestones, which as a nation we have missed, but this gap will be closed by the current digital revolution.

Here's listing five imminent trends emerging from digital technology application for 2014-15.

#1. Streaming to evolve as a channel: Consumers will increasingly stream music, videos, etc between smart devices via Bluetooth or wifi with the population of smart phones and tabs going critical in India. TVs and audio devices will talk to mobile devices more. The humble Bluetooth will be active once again – carry your own speakers and stream music, or Skype wirelessly on rechargeable devices. Wireless streaming to your TV from a computer or your smartphone will take over the DVD. The DVD is already a casualty in this cloud age, so will be wires and connectors between devices.

#2. Tablets to rise in adoption: Tablets are slated to take over many of the laptop functions, as well as those of text books and notebooks. Schools will be the fastest adopters of this device. Soon the need to write and type will reduce considerably with intuitive software and apps. The tablets will help create an individual learning experience for each student based on their capability. The low prices of tablets will put this device in the hands of all non computer users. The consumers in villages will jump from the archaic black slate to the tab. The laptop will be passé with tablet apps driving this change.



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#3. Wifi and 3/4G will get more accessible: Prices of data usage will come down as more and more consumers get enabled on a smart device and start demanding more data, quicker. Data consumption on a hand held device will grow faster than any other consumer industry. This is affected by the growing numbers of hand held devices and increased consumption of data of by least 1GB/month/consumer. There is an app for everything and music is moving towards online streaming than being downloaded.

#4. Social media will always be 'on': Many professionals have a large following and are ambassadors for their companies. Companies can't stop this pervasive behaviour of using social media at work and during meetings. They will have to integrate the use of social media in the work flow. Social media sites for employees will take birth. This would get people together for better work interaction, project management and hearing what your customers have to say, building a stronger relation.

#5. Security of personal data will be cause of worry: Data security and privacy will be the single most important factor affecting all digital users. The scare of compromising online identity, banking transaction, web trading, etc. looms large. With new users of smart devices they are yet to understand how to guard against a cyber/mobile attack. There would be more attacks on security than virus attacks on your systems. Considering the number of connected devices world over, which are always on there isn't enough surveillance to handle such issues currently, no doubt come organisations are snooping.

As many forces work to bridge the country digitally we shall certainly see a change for the betterment of society, governance and education. It's going to be the year of the apps.

The author, **Vineet Trakroo**, a Consumer Marketing Strategist, is the CEO, at Evolution Strategy Advisors LLP

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