

FACT OR FICTION?

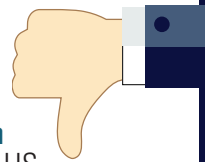
Authors, historians, inventors, and businessmen have all attempted to predict the future for various reasons: financial viability, storytelling, and even to disqualify the ventures of others. Some have been far more successful than others.



*"This **telephone**" has too many shortcomings to be seriously considered as a means of communication." - 1876*

William Orton, President of Western Union

FICTION



1877-78
1st telephone line, switchboard & exchange created

1880
49,000
telephones in use

1910
5.8 Million
telephones in use

1960s
80 Million
telephones in US
160 Million worldwide

1980
175 Million
telephones in US

1993
1st cell network launched in Orlando, Florida

1995
25 million cell phone subscribers

2017
4.77 Billion
cell subscribers
62.76% the global population

***Photographs will be Telegraphed** from any distance. If there be a battle in China a hundred years hence snapshots of its most striking events will be published in the newspapers an hour later.*

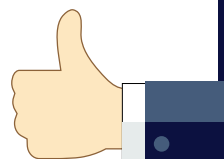
Man will See Around the World.** Personas and things of all kinds will be brought within focus of cameras connected electrically with screens at opposite ends of circuits, thousands of miles at a span... Thus the guns of a distant battle will be heard to boom when seen to blaze, and thus the lips of a remote actor or singer will be heard to utter words or music when seen to move. - 1900 **John Elfrith Watkins, Jr.,

2016
1.2 Billion
song streamed per day

2017
140 Million
hours of content played per day on Netflix

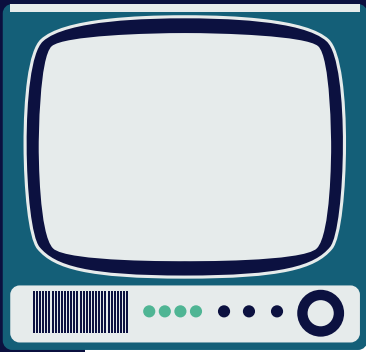
2017
1 Billion
hours of content played per week on Netflix

FACT



2017 **1.2 Trillion** digital photos taken
160 photos for every one of the **7.1 Billion** people on earth

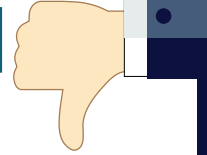




"Television won't be able to hold on to any market it captures after the first six months. People will soon get tired of staring at a plywood box every night." - **1946**

Darryl Zanuck, 20th Century Fox.

FICTION



IN 2017: 99% of American households have at least 1 television

2.24
Television sets
Per US household

65%
of US households
own 3 or more
television sets

56%
Americans pay
for cable
television

5.11
hours spent per
day watching
television

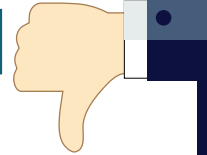
148.46 Billion
Estimated revenue of
the US broadcasting
industry

**FOX News
Channel**
Leading primetime
cable network



"Remote shopping, while entirely feasible, will flop." - **1966**
TIME Magazine

FICTION



IN 2017:
217.1 Million
online shoppers in the
United States

79%
of US consumers
shop online

40% US males aged 18-34 say
they would "ideally buy everything online"

\$3.2 Trillion
current value of mobile
online shopping

1 in 4
online shoppers
shop once per week

60%
of consumers "pickup
in-store" via mobile

"There's just not that many videos I want to watch."
Steve Chen, CTO/co-founder of YouTube expressing
concerns about his company's long term viability. - **2005**

FICTION



\$1.65 Billion
Google paid for
YouTube in 2006

76
Different languages
supported by YouTube

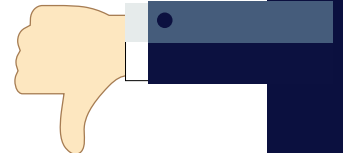
1 Billion Hours
of YouTube are
watched per day



"Everyone's always asking me when Apple will come out with a cell phone. My answer is, 'Probably never.'" **David Pogue, The New York Times 2006**

"There's no chance that the iPhone is going to get any significant market share."
Steve Ballmer, Microsoft CEO 2007

FICTION



June 29, 2007
iPhone release date
395
iPhones sold per minute

1.2 Billion
iPhones sold
85.8 Million
iPhone users in the US

34%
share of the U.S. smartphone market

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