



## **Australian Music Products Conference Keynote**

### **Welcome to the 4th Industrial Revolution**

**Craig Scroggie, CEO, NextDC**

Data, it's the electricity of our age. More data has been created in the last two years than in the entire previous history of the human race. Global internet traffic is predicted to nearly triple over the next five years, driving billions of dollars of investment in the construction of new data centres and communications networks that enable our digital lives.

With the advent of the Internet of Things (IoT) we're entering a whole new era of technology – machine learning, self-driving cars, drones, 3D printed body parts, artificial intelligence. The digitisation and democratisation of these technologies continues to be accelerated by applications served through billions of mobile phones, which will soon become the trillions of internet-of-things connected sensors.

These technologies have great potential to continue to connect billions more people to the web and drastically improve the efficiency of business and organisations. We will have new opportunities for solutions to challenges in areas such as medical research, sustainability, energy and education. They will also impact all disciplines, economies and industries, and even challenge our ideas about what it means to be human.