

Social Media Adoption and Digital Platforms in Telecommunications

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Editorial

The smartphone, its cousin the tablet, and a rapidly growing family of "wearables" and other "smart" devices are revolutionising how people live, work, play, connect, and interact all over the world. They are doing this by transforming the digital revolution into phenomena that is becoming more mobile. Mobile Internet is valued by consumers at a far higher level than what they actually pay for it. As consumers adopt new behavioural patterns and organisations look for methods to increase efficiency, create new products and services, and broaden their market reach, competition and innovation in the tech sector are igniting invention in countless other fields. The mobile Internet has created millions of jobs, too. And the wave has not yet begun to crest.

Mobile penetration is increasing, the costs of access and devices are coming down, and more and more people in both developed and developing economies are using the mobile Internet as their first-and often their only-means of going online. The modern internet is mostly based on the insights from the literature on communications. However, as internet infrastructure developed, a new generation of academics focused downstream on the platforms and material that were growing online, taking into account the ramifications of these "new media" institutions for traditional media industries. Early media research tackled broad topics, with many papers ultimately published in leading general interest journals. The modern internet is mostly based on the insights from the literature on communications [1-3].

However, as internet infrastructure developed, a new generation of academics focused downstream on the platforms and material that were growing online, taking into account the ramifications of these "new media" institutions for traditional media industries. Early media studies addressed wide eventually, many of these works were published in prestigious general interest journals. Undoubtedly, there are still significant problems with infrastructure, remote-area access, privacy, and data security, among others. However, the growth of the mobile Internet has consistently and successfully been driven by consumer demand and market-based innovation, resulting in enormous economic and social benefits. As we have argued previously, the mobile Internet is currently, or soon will be, phenomena that will change people's lives for practically everyone on the planet today, regardless of where they live and work, an aspect of the story is told through the numbers.

There is currently one mobile phone subscription for every person on Earth, or about 7 billion subscriptions worldwide. More than a third of these are smartphone subscriptions. Due to declining average unit pricing and strong growth in major emerging economies like China, India, and Indonesia, the

world's smartphone sales are predicted to have increased by 18% in 2014. In 2017, mobile connectivity will surpass fixed-line access, with a penetration rate of 54 percent compared to 51 percent, having risen from 18 percent in 2011 to 36 percent now. By then, roughly 60% of all Internet access costs will be incurred via mobile devices. An area of particular interest to me has been the role of competition in the market for news, especially in relation to digital platforms. Outside of media, IEP tackled the economics of major policy issues. The most cited paper of my tenure covered net neutrality, A Comment on Economides and Tåg" and a further response by the authors brought a depth to the debate inside the journal that I found productive and interesting [4,5].

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Conflict of Interest

The Author declares there is no conflict of interest associated with this manuscript.

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