



**Presentation by
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DIGITAL ECONOMY

Digital Economy is the worldwide network of economic activities, commercial transactions and professional interactions that are enabled by information and communications technologies.

The digital economy is the economic activity that results from billions of everyday online connections among people, business, devices, data , and processes. It helps in the scaling of the businesses and the more businesses get to scale the bigger will be the digital economy of a country.

Components of Digital economy

Components of the digital economy" means the main parts or building blocks that make up the digital economy and help it work.

1 . **E-Business** – This means using digital tools (like websites, apps, software) to manage and run a business. It includes everything from handling customer service to managing employees and marketing — all done online.

2. **E-Business Infrastructure** – These are the technologies and systems that support the digital economy. Examples include the internet, computers, mobile phones, data storage (cloud), and networks. Without this infrastructure, e-business and e-commerce wouldn't work.

3. **E-Commerce** – This is the buying and selling of goods and services online. It's a part of e business focused on online transactions, like shopping on Amazon, booking tickets, or ordering food through apps.



Key attribute/characteristics of Digital Economy

It is Digitalized – Most activities, services, and transactions happen online using digital tools, like apps, websites, and software.

It is Connected – People, businesses, and devices are linked through the internet, allowing instant communication and data sharing globally.

It is Shared – Resources and services (like cars, homes, or skills) can be shared or rented through digital platforms (e.g., Uber, Airbnb).

It is Personalised – Digital services are tailored to individual preferences using data (e.g., personalized ads, shopping recommendations).

It is Direct – Businesses can reach customers directly online without needing middlemen (e.g., selling products through their own websites).



Conclusion

The digital economy is transforming the way businesses, individuals, and governments interact by leveraging digital technologies. With key components such as e-business, e-business infrastructure, and e-commerce, it enables businesses to scale, improves connectivity, and fosters innovation. Its defining characteristics—digitalization, connectivity, sharing, personalization, and direct engagement—make it a powerful force in modern economies. As technology continues to evolve, the digital economy will play an increasingly significant role in driving global economic growth and development.



Thank you