



IT GROWTH DURING THE GLOBAL PANDEMIC

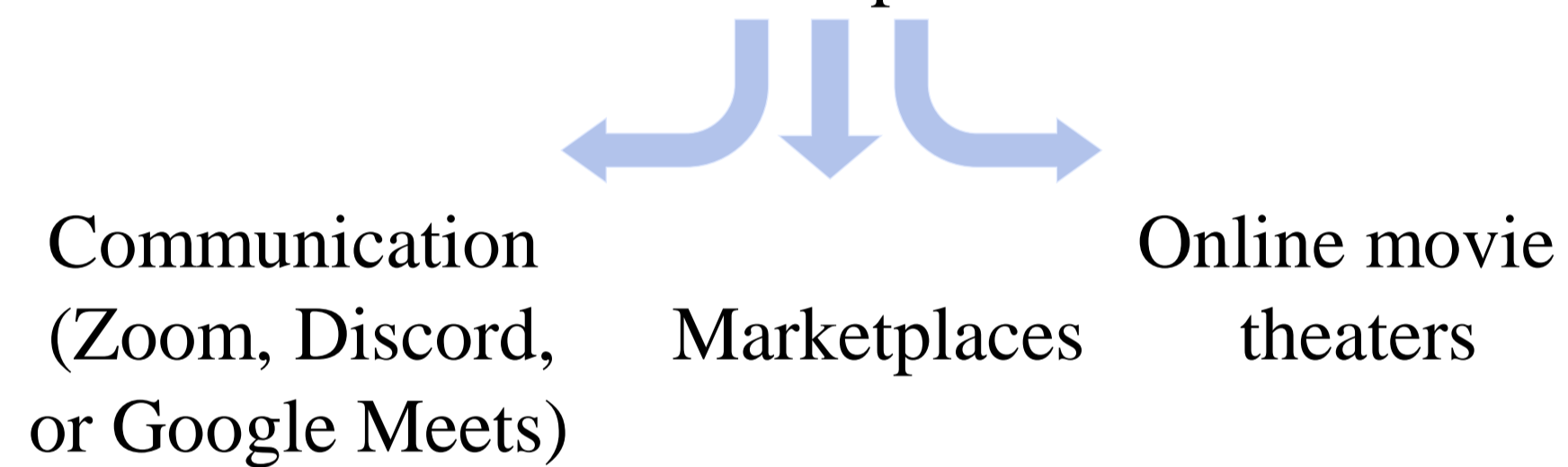


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ABSTRACT

Every crisis accelerates the processes. All the fading industries are doing it faster, all the emerging industries are growing faster. Over the past 20 years it has become impossible to imagine a person without a computer, but 2020 has forced literally everyone to spend a huge amount of time online.

Main directions of IT development in 2020:



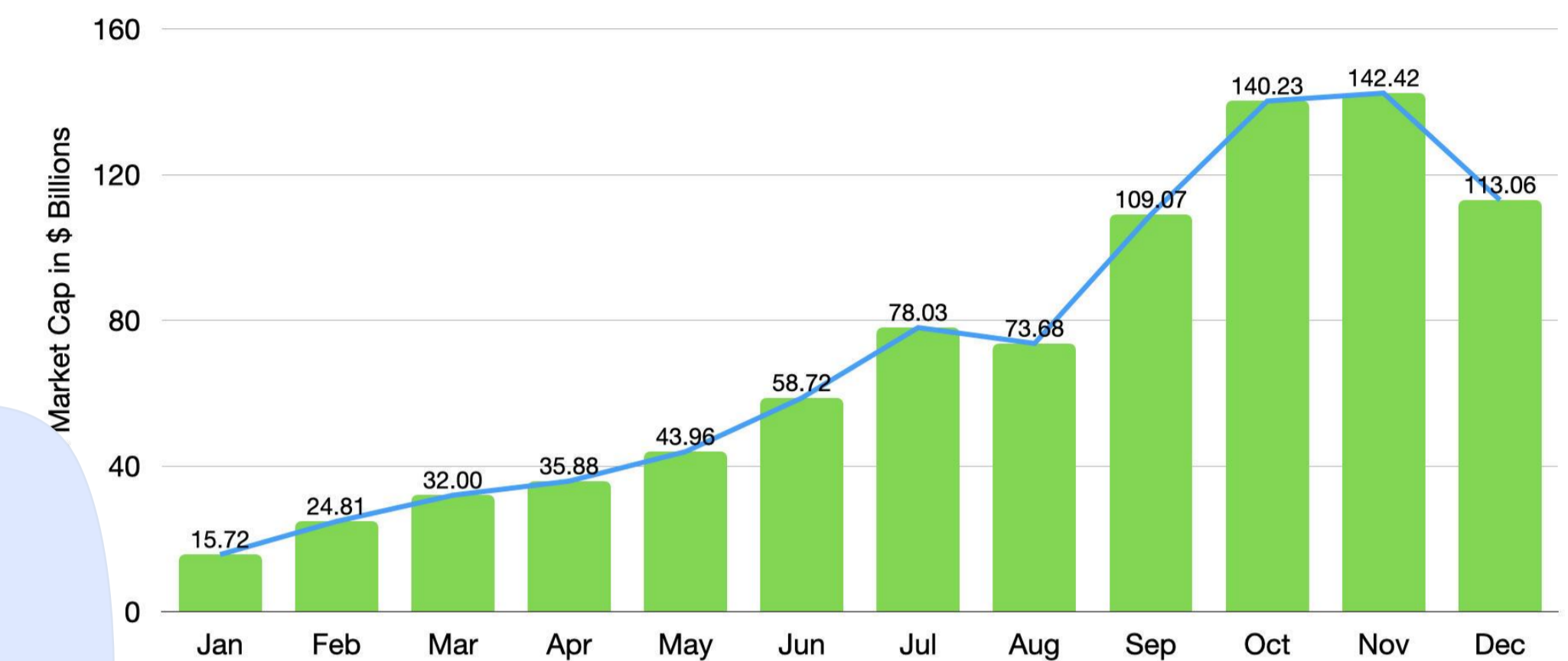
METHODS AND MATERIALS

Everyone from my grandmother to Queen Elizabeth II has mastered several new services this year, such as Zoom, Discord, or Google Meets. All the figures and data confirm this gigantic growth. Zoom shares have grown by 375% in a year and a half, and the app has become the most downloaded in the App Store at the beginning of the pandemic.

When we were able to lead our social life without fear of harming our own and others' health and were able to continue working, the problems did not go away. We stayed at home with the need to go shopping for the necessary things or just not to go crazy with boredom. This is where the explosive growth of online stores began. In 2020, according to preliminary estimates of Data Insight, the number of orders in the Russian online retail market increased by 78%. We bought new toys for children, tried new hobby products, ordered medicines and food

As soon as the basic needs were closed, we remembered about entertainment. The quarantine has created ideal conditions for the development of online cinemas. The Internet audience spent months of self-isolation watching their favorite movies and TV shows at home, and it seems that they liked it. According to the results of this year, a third of respondents pay for a regular subscription to online cinemas. "Content is king" - Bill Gates said in 1996. This principle is more accurate than ever in 2020.

Zoom Market Capitalization in 2020



CONCLUSION

Summing up, we can say with confidence that the growth trend will not stop in the coming years. Online shopping has become convenient, and the absence of the need to go to the cinema to watch a movie in excellent quality pleases everyone. We can thank this difficult time for the digitalization of many processes, but we all expect that life will return to its former state and hope that this will happen as soon as possible.

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