

## KOMPARATIVNA ANALIZA PRIMENE INTERNET SERVISA U 2012. U ODNOSU NA 2011. GODINU

### COMPARATIVE ANALYSIS OF THE APPLICATION OF INTERNET SERVICE IN 2012 COMPARED TO 2011

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#### Rezime

Odvijanje poslovnih i drugih procesa u lokalnim, regionalnim i globalnim razmerama danas je nezamislivo bez oslanjanja na Internet. Inovacije u oblasti informaciono-komunikacionih tehnologija, koje svakim danom menjaju sliku sveta, po pravilu su nove funkcionalnosti raznolikih proizvoda namenjenih širokoj potrošnji i industriji, kojima se jednostavno pristupa Internetu. Računar koji nije povezan na Internet, bez obzira na hardverske performanse i softver koji poseduje, danas nema neku vrednost za vlasnika, jer mu je uskraćena mogućnost da se poveže na riznicu znanja, sveta zabave, na virtuelni svet u kojem svaki korisnik lako i brzo pronalazi ono što je naumio. U radu je izložena komparativna analiza primene Internet servisa na globalnoj računarskoj mreži u 2011. godini (kao baznom periodu) u odnosu na 2012. godinu. Fokus istraživanja stavljen je na vremenski segment događaja – upotrebe Internet servisa u jednom minutu. Rad se bazira na istraživanjima koja su publikovale kompanije Intel (2012), i Mail Online (2013). U radu su prikazane varijacije u korišćenju najpopularnijih Internet servisa do kojih je došlo u relativno kratkom vremenskom periodu od godinu dana. Sve veće prisustvo multimedijalnih sadržaja i, srazmerno, povećano interesovanje korisnika pokazuje tendenciju da će u budućnosti na Internetu dominirati multimedijalni sadržaji, kao i sadržaji za preuzimanje putem striminga, kao što su prenosi raznih događaja u realnom vremenu, preuzimanje komercijalnih filmova za gledanje u realnom vremenu i slično. Istovremeno, komparativna analiza pokazuje da se interesovanje korisnika Interneta za neke do juče vrlo popularne Internet servise smanjuje, što je i očekivano, obzirom da živimo u vrlo dinamičnom svetu, gde jedna promena potiskuje drugu i gde ništa nije dato i konačno. Problemi – kuda ide Internet u narednim godinama, kako u pogledu sadržaja koji će biti na raspolaganju korisnicima, tako i u pogledu broja korisnika na globalnom nivou i širine propusnog opsega, kao i brzine prenosa informacija, razmatraju se u drugom delu rada.

**Ključne reči:** Internet servisi, razvoj Interneta, Internet statistika

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## Summary

Conduct of business and other processes at local, regional and global scale today is unthinkable without relying on the Internet. Innovations in information and communication technologies, which are changing picture of the world every day, are a rule of the new functionality of various products for the consumer and the industry, which is easy to access. A computer that is not connected to the Internet, regardless of hardware performance and software features, have no real value for the owner, because he is not able to connect to the repository of knowledge, entertainment, virtual world in which every user easily and quickly finds what he/she is looking for. This paper presents a comparative analysis of the implementation of the internet services on a global computer network in the 2011 (as the base period) in comparison to 2012. The research focus has been placed on a time segment event – Internet services used in one minute. The paper is based on the research that was published by Intel (2012), and Mail Online (2013).

This paper presents the variation in the use of the most popular Internet services that have occurred in a relatively short period of one year. The growing presence of multimedia contents and, in proportion, the increased users' tendency for multimedia contents on the internet in the future, as well as downloadable content via streaming, such as the transmission of various events in real time, downloading commercial movies to watch in real time etc. At the same time, a comparative analysis shows that the interest of Internet users for some, until recently very popular Internet services decreases, as expected, since we live in a dynamic world, and where nothing is given as final. Problems – Where does the Internet go in the years to come, both in terms of contents that will be available to users, and in terms of the number of users on a global level, as well as the speed of information transfer, are discussed in the second part.

**Keywords:** Internet Services, Development of the Internet, Internet statistics

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