

DEATH + DIGITAL



A few data points about death
and that big cloud server in the sky.

3,000 Death Cafes

Have been organized in over 60 countries since 2012.

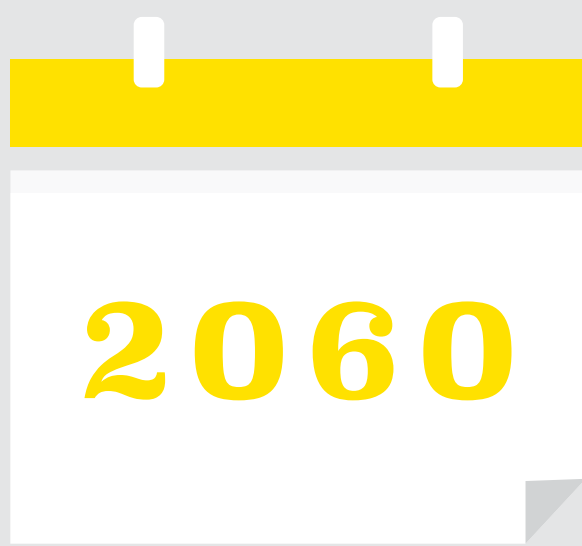
With death much more present in our daily lives via digital connections and social media, there is a groundswell of conversations and intellectual interest surrounding the topic of death


We see on average
2 social media
postings of grief,
everyday.



The average person
leaves **\$35,000** worth
of digital assets online

If Facebook stopped growing today, dead profiles
would outnumber living profiles by 2060




2.6
million **Americans** will
die in 2016


972,000
Facebook users are
expected to die in 2016



The average person creates and leaves behind
over 88 gigabytes of digital content in a lifetime.