

Right now, data is stored in isolated databases. But improvements in content discovery, data sharing, and analysis could be made possible by developments in programming, natural language processing, machine learning, and artificial intelligence—all of which are seeing massive breakthroughs in recent months.

“In Berners-Lee’s Web 3.0 world, information would be stored in databases called Solid Pods, which would be owned by individual users. While this is a more centralized approach than Web3’s use of blockchain, it would allow data to be changed more quickly because it wouldn’t be distributed over multiple places,” an article published by the World Economic Forum wrote.

For instance, a user’s social media profiles could be linked so that any changes to their profile information in one location would be reflected in all of their other profiles as soon as they were made.

Semantic web applications, linked data, and a blockchain economy are all part of Web3. With so much progress being made into all these interlinked technologies, it is easy to see why

a lot of money is being poured into this market.

According to data and research firm Pitchbook, venture capitalists invested an estimated \$1.5 billion into Web3-based companies in the second half of 2022. By 2027, the firm expects Web3-based content platforms to reach an estimated \$39 billion in revenue, compared to the \$3.4 billion in revenue that is expected to be earned by the end of 2022.

HOW WILL WEB3 CHANGE BUSINESS?

By introducing the “token economy,” Web3’s blockchain-based infrastructure promises to create exciting new opportunities for both businesses and users.

Users would get rewarded with tokens for their online activity, as the token economy would make it possible for them to earn money off of their data. These tokens may grant their holders certain privileges or advantages, such as a say in the governance of a digital community or a share in a content platform.

Businesses will be able to communicate with their customers without the need for intermediaries, thanks to Web3’s P2P connections and decentralized systems.

“Imagine you bought a puppy from the pet store, but you can’t take it home. You can play with it anytime you like; you just have to go back into the pet store and interact with the animal inside its permanent enclosure...[That] underscores the difference between the Web2 and Web3 experience of ownership. Web2 pets never get out of the pet store, while Web3 pets are free to roam.”