Is sleep becoming so much scarcer than ever before because people do not realize the importance of sleep for health and well-being? All over the world, digital communications now mean that contact with work continues after hours and during weekends and that "friends" are no longer just the people we meet regularly, but the many more we contact regularly. These new contacts compete strongly for our time with online entertainment and news, our leisure activities and our immediate families, and there are still only 24 hours in each day.