DIGITAL 2020

GLOBAL DIGITAL OVERVIEW

ESSENTIAL INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE THE INTERNET, MOBILE DEVICES, SOCIAL MEDIA, AND ECOMMERCE

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DIGITAL IN 2020: NEW DECADE, NEW MILESTONES

As we start a new decade, it's increasingly clear that digital, mobile, and social media have become an indispensable part of everyday life for people all over the world.

This latest edition in our ongoing series of **Global Digital Reports** reveals that more than **4.5 billion** people across the globe now use the internet, while social media users have passed the **3.8 billion** mark.

Nearly **60 percent** of the world's population is already online, and the latest trends suggest that **more than half** of the world's total population will use social media by the middle of this year.

Some important challenges remain, however, and there's still work to do to ensure that everyone around the world has **fair and equal access** to life-changing digital connectivity.

In particular, roughly **40 percent** of the world's population remains 'unconnected' to the internet, with the latest data indicating that women are more likely to be 'unconnected' compared to men.

The gender gap is particularly apparent in Southern Asia, where men are **three times** more likely to use social media compared to women, providing a meaningful reference for the gender gap in the region's broader internet use.

However, almost **300 million** people came online for the first time over the past 12 months, with the majority of those new users living in developing economies.

The internet is also playing an ever more important role in our lives. With the world's internet users spending an average of **6 hours and 43 minutes** online each day, the typical user now spends more than 40 percent of their waking life using the internet, and humanity will spend a combined total of **1.25 billion years** using the internet during 2020.

Mobile devices will account for **more than half** of all the time we spend online this year, but most internet users still use a combination of mobiles and computers to access the internet.

When it comes to mobile activities, apps now account for more than **90 percent** of our total time spent. The data also reveal that we're using apps in an increasingly varied range of everyday activities, but social media still accounts for half of all the time we spend using mobile devices.

On average, the world's internet users spend **2 hours and 24 minutes** using social media across all devices each day, accounting for more than one-third of our total internet time.

We've added a variety of new data points to this year's reports compared to **previous editions**, including a closer look at some of the world's most popular social media platforms, and the growth of important categories like **Smart Home**, **Ride Hailing**, and **Digital Advertising**.

However, the report you're reading now is just a collection of the global headlines; if you'd like to dig deeper into the data on a **country-by-country** basis, the links on the next two slides should help you find what you need.

But with that, let's get stuck into the numbers. Here's to another year of impressive digital milestones!

SIMON KEMP
CEO, KEPIOS
REPORT AUTHOR

CLICK HERE TO READ OUR DIGITAL 2020 GLOBAL DIGITAL YEARBOOK, WITH ESSENTIAL HEADLINE DATA FOR EVERY COUNTRY IN THE WORLD

CLICK THE LINKS BELOW TO ACCESS OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NEPAL	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NETHERLANDS	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW CALEDONIA	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NEW ZEALAND	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NICARAGUA	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGER	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIGERIA	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	NORTH MACEDONIA	NIUE	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MADAGASCAR	NORFOLK IS.	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAWI	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALAYSIA	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FALKLAND IS.	IRAQ	MALDIVES	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALI	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE OF MAN	MALTA	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARSHALL IS.	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MARTINIQUE	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITANIA	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAURITIUS	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MAYOTTE	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MEXICO	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MICRONESIA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MOLDOVA	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONACO	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONGOLIA	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTENEGRO	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MONTSERRAT	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MOZAMBIQUE	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECH REP.	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NAURU	ST. HELENA	TAIWAN	ZIMBABWE

IMPORTANT NOTES ON CHANGES TO DATA

Changes to data sources, underlying data, and reporting methodologies mean that various figures in this report **will not be comparable** to similar figures that we published in previous Global Digital Reports. Wherever such changes affect data in this report, we have included a ◈ **COMPARABILITY ADVISORY** in the footnotes of each relevant slide. These changes relate to either (1) a source change, where we have substantially changed the data sources that we use to inform data points; or (2) a base change, where either we or our data providers have made material changes to the ways in which we and / or they collect and / or report underlying data. Wherever such changes occur, we have also endeavoured to re-base the historical data we use for annual or quarterly growth figures, but where we have been unable to re-base historical data, we have included an advisory in the footnotes of each relevant slide. Please see the complete list of data sources at the end of this report for further details.

2020 GLOBAL HEADLINES

JAN 2020

DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL POPULATION

7.75 BILLION

URBANISATION:

55%

UNIQUE MOBILE PHONE USERS

5.19 BILLION

PENETRATION:

67%

INTERNET USERS

4.54 BILLION

PENETRATION:

59%

ACTIVE SOCIAL MEDIA USERS

3.80 BILLION

PENETRATION:

49%

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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JAN 2020

GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL POPULATION

+1.1%

JAN 2020 vs. JAN 2019

+82 MILLION

UNIQUE MOBILE PHONE USERS

+2.4%

JAN 2020 vs. JAN 2019

+124 MILLION

INTERNET USERS

+7.0%

JAN 2020 vs. JAN 2019

+298 MILLION

ACTIVE SOCIAL MEDIA USERS

+9.2%

JAN 2020 vs. JAN 2019

+321 MILLION

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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WE ARE SOCIAL'S PERSPECTIVE: DIGITAL IN 2020

SHIFTS IMPACTING THE ROLE OF DIGITAL IN OUR LIVES

SOCIAL SELF-CARE

In the wake of increased mental health awareness, people are taking a more measured approach to their digital consumption. They don't want to be cut off from the internet. They just want a better relationship with it – it's why Instagram removed public likes.

In 2020, brands will support consumers in creating and enforcing healthier digital habits

REALITY ANXIETY

Misinformation has reached new heights. Rising cynicism around the role of digital in political communications, accompanied by deepfakes being used by meme admins, artists and extremists to feed misinformation, is leaving people feeling disassociated from truth and clarity.

In 2020, brands will be rewarded for championing transparency in the name of the greater social good

REGULATED SPACES

Historically, the internet has been exempt from the rules and restrictions of the physical world. But this culture of lawlessness has led to all kinds of negative IRL implications. As a result, platforms and authorities are creating new rules and laws to help mitigate some of the damage.

In 2020, brands will need to adapt to a new range of rules and restraints in digital spaces

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HOOTSUITE'S PERSPECTIVE: DIGITAL IN 2020

From the arrival of 5G to the loud demands of voice, it's easy to get lost in the ever-shifting landscape of digital. To build a strong, customer-centered strategy for 2020 and beyond, keep your focus on these universal customer needs that won't change: confidence, connection, and convenience.

BUILDING CONFIDENCE

53% of all global consumers see employees as the most credible source for learning about companies, making genuine internal voices a critical force for building external trust. Businesses must embrace the inextricable link between employees and customer experience, building strong internal cultures and activating employees as beacons of customer trust.

PROVIDING CONNECTION

The data is clear: customers want less corporate content and more meaningful connections on social. While the rise of private channels is undeniable, public channels also remain key for brand discovery. Brands must learn to find a balance, reaching new customers with emotional content on public feeds while building deeper relationships in private channels.

ENABLING CONVENIENCE

Social media continues to compress the customer journey from days to just hours—even minutes. To deliver the seamless interactions customers expect, you must deepen your understanding of their needs and habits. Unify customer information and measurement across all digital channels to better identify where you can make the journey faster and easier.

Click here for more Hootsuite insights into the Future of Customer Engagement.

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2020 REGIONAL OVERVIEWS

JAN 2020

OVERVIEW: DIGITAL IN AFRICA IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL POPULATION

1.32 BILLION

URBANISATION:

43%

MOBILE PHONE CONNECTIONS

1.08 BILLION

vs. POPULATION:

81%

INTERNET USERS

453.2 MILLION

PENETRATION:

34%

ACTIVE SOCIAL MEDIA USERS

217.5 MILLION

PENETRATION:

16%

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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ANNUAL CHANGE IN DIGITAL USE IN AFRICA

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL POPULATION

+2.5%

JAN 2020 vs. JAN 2019

+32 MILLION

MOBILE PHONE CONNECTIONS

+5.6%

JAN 2020 vs. JAN 2019

+57 MILLION

INTERNET USERS

+10%

JAN 2020 vs. JAN 2019

+42 MILLION

ACTIVE SOCIAL MEDIA USERS

+12%

JAN 2020 vs. APR 2019*

+23 MILLION

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. ***NOTE:** WE HAVE BEEN UNABLE TO RE-BASE SOCIAL MEDIA DATA FROM BEFORE APRIL 2019.

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OVERVIEW: DIGITAL IN THE AMERICAS IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL POPULATION

1.02 BILLION

URBANISATION:

81%

MOBILE PHONE CONNECTIONS

1.05 BILLION

vs. POPULATION:

103%

INTERNET USERS

776.1 MILLION

PENETRATION:

76%

ACTIVE SOCIAL MEDIA USERS

678.5 MILLION

PENETRATION:

67%

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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ANNUAL CHANGE IN DIGITAL USE IN THE AMERICAS

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL POPULATION

+0.8%

JAN 2020 vs. JAN 2019

+8 MILLION

MOBILE PHONE CONNECTIONS

+0.7%

JAN 2020 vs. JAN 2019

+7 MILLION

INTERNET USERS

+2.3%

JAN 2020 vs. JAN 2019

+18 MILLION

ACTIVE SOCIAL MEDIA USERS

+6.0%

JAN 2020 vs. APR 2019*

+38 MILLION

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. ***NOTE:** WE HAVE BEEN UNABLE TO RE-BASE SOCIAL MEDIA DATA FROM BEFORE APRIL 2019.

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OVERVIEW: DIGITAL IN ASIA-PACIFIC IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL POPULATION

4.30 BILLION

URBANISATION:

48%

MOBILE PHONE CONNECTIONS

4.43 BILLION

vs. POPULATION:

103%

INTERNET USERS

2.42 BILLION

PENETRATION:

56%

ACTIVE SOCIAL MEDIA USERS

2.14 BILLION

PENETRATION:

50%

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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ANNUAL CHANGE IN DIGITAL USE IN ASIA-PACIFIC

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL POPULATION

+0.8%

JAN 2020 vs. JAN 2019

+35 MILLION

MOBILE PHONE CONNECTIONS

+3.5%

JAN 2020 vs. JAN 2019

+151 MILLION

INTERNET USERS

+9.2%

JAN 2020 vs. JAN 2019

+204 MILLION

ACTIVE SOCIAL MEDIA USERS

+9.8%

JAN 2020 vs. APR 2019*

+190 MILLION

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. ***NOTE:** WE HAVE BEEN UNABLE TO RE-BASE SOCIAL MEDIA DATA FROM BEFORE APRIL 2019.

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JAN 2020

OVERVIEW: DIGITAL IN EUROPE IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL POPULATION

849.5
MILLION

URBANISATION:
74%

MOBILE PHONE CONNECTIONS

1.09
BILLION

vs. POPULATION:
128%

INTERNET USERS

711.3
MILLION

PENETRATION:
84%

ACTIVE SOCIAL MEDIA USERS

470.5
MILLION

PENETRATION:
55%

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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ANNUAL CHANGE IN DIGITAL USE IN EUROPE

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL POPULATION

+0.2%

JAN 2020 vs. JAN 2019

+2 MILLION

MOBILE PHONE CONNECTIONS

-0.5%

JAN 2020 vs. JAN 2019

-5 MILLION

INTERNET USERS

+1.6%

JAN 2020 vs. JAN 2019

+11 MILLION

ACTIVE SOCIAL MEDIA USERS

+4.4%

JAN 2020 vs. APR 2019*

+20 MILLION

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. ***NOTE:** WE HAVE BEEN UNABLE TO RE-BASE SOCIAL MEDIA DATA FROM BEFORE APRIL 2019.

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OVERVIEW: DIGITAL IN THE MIDDLE EAST IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL POPULATION

258.8 MILLION

URBANISATION:

73%

MOBILE PHONE CONNECTIONS

306.1 MILLION

vs. POPULATION:

118%

INTERNET USERS

182.1 MILLION

PENETRATION:

70%

ACTIVE SOCIAL MEDIA USERS

125.4 MILLION

PENETRATION:

48%

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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ANNUAL CHANGE IN DIGITAL USE IN THE MIDDLE EAST

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL POPULATION

+1.7%

JAN 2020 vs. JAN 2019

+4 MILLION

MOBILE PHONE CONNECTIONS

+1.8%

JAN 2020 vs. JAN 2019

+5 MILLION

INTERNET USERS

+14%

JAN 2020 vs. JAN 2019

+23 MILLION

ACTIVE SOCIAL MEDIA USERS

+14%

JAN 2020 vs. APR 2019*

+16 MILLION

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. ***NOTE:** WE HAVE BEEN UNABLE TO RE-BASE SOCIAL MEDIA DATA FROM BEFORE APRIL 2019.

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GLOBAL POPULATION OVERVIEW

JAN 2020

OVERVIEW: GLOBAL POPULATION & ECONOMY

ESSENTIAL DEMOGRAPHIC INDICATORS

TOTAL POPULATION

7.75 BILLION

FEMALE POPULATION

49.6%

MALE POPULATION

50.4%

ANNUAL CHANGE IN TOTAL POPULATION

+1.1%

MEDIAN AGE

30.9

URBAN POPULATION

55.3%

POPULATION DENSITY (PEOPLE PER KM^2)

59.9

OVERALL LITERACY (ADULTS AGED 15+)

86.3%

FEMALE LITERACY (ADULTS AGED 15+)

82.8%

MALE LITERACY (ADULTS AGED 15+)

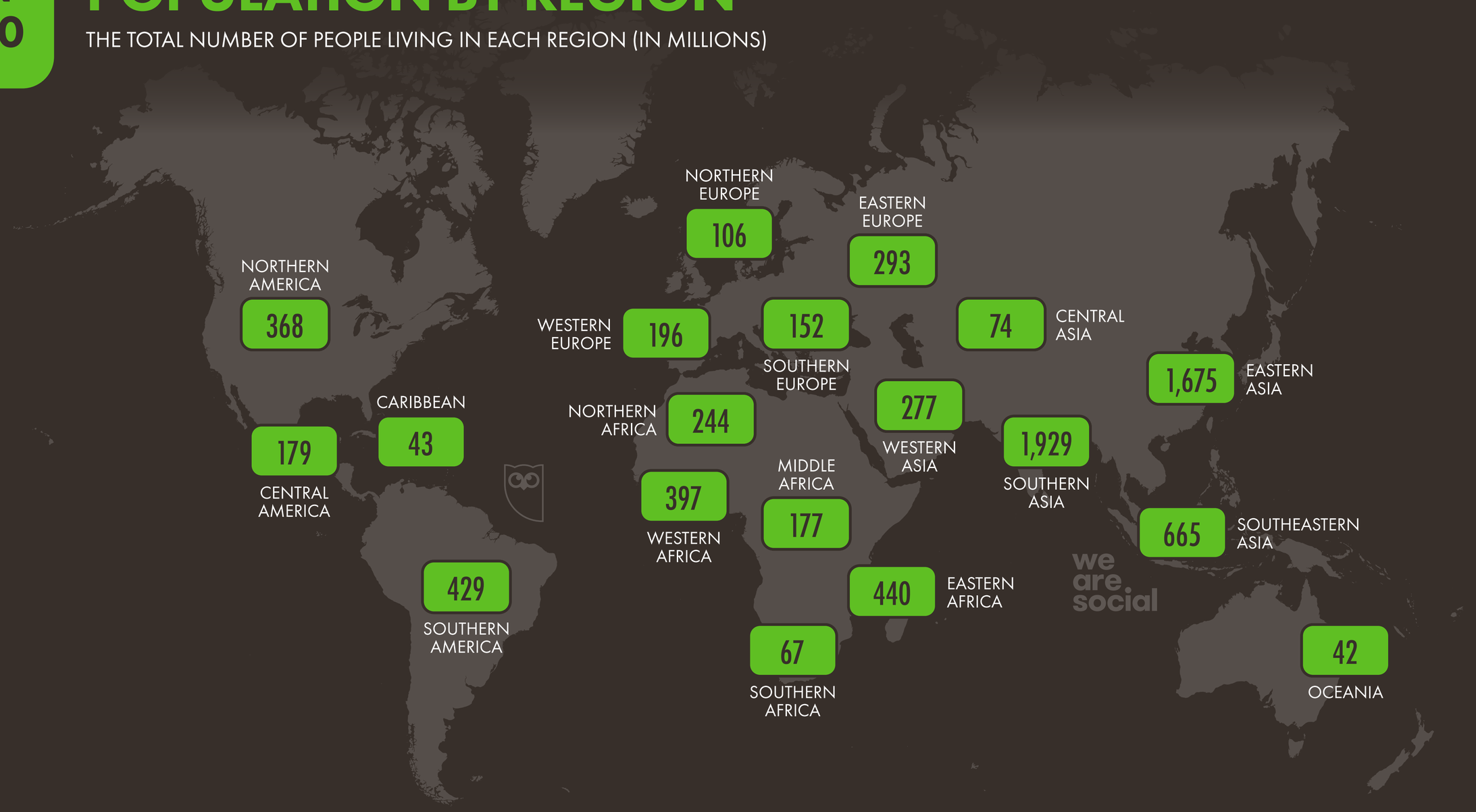
89.8%

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; WORLD BANK; IMF; UNESCO; UNICEF; CIA WORLD FACTBOOK; PEW RESEARCH (ALL LATEST DATA AVAILABLE IN JANUARY 2020).

JAN 2020

POPULATION BY REGION

THE TOTAL NUMBER OF PEOPLE LIVING IN EACH REGION (IN MILLIONS)



SOURCES: UNITED NATIONS; LOCAL GOVERNMENT BODIES (LATEST AVAILABLE DATA IN JANUARY 2020). **NOTE:** REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME.

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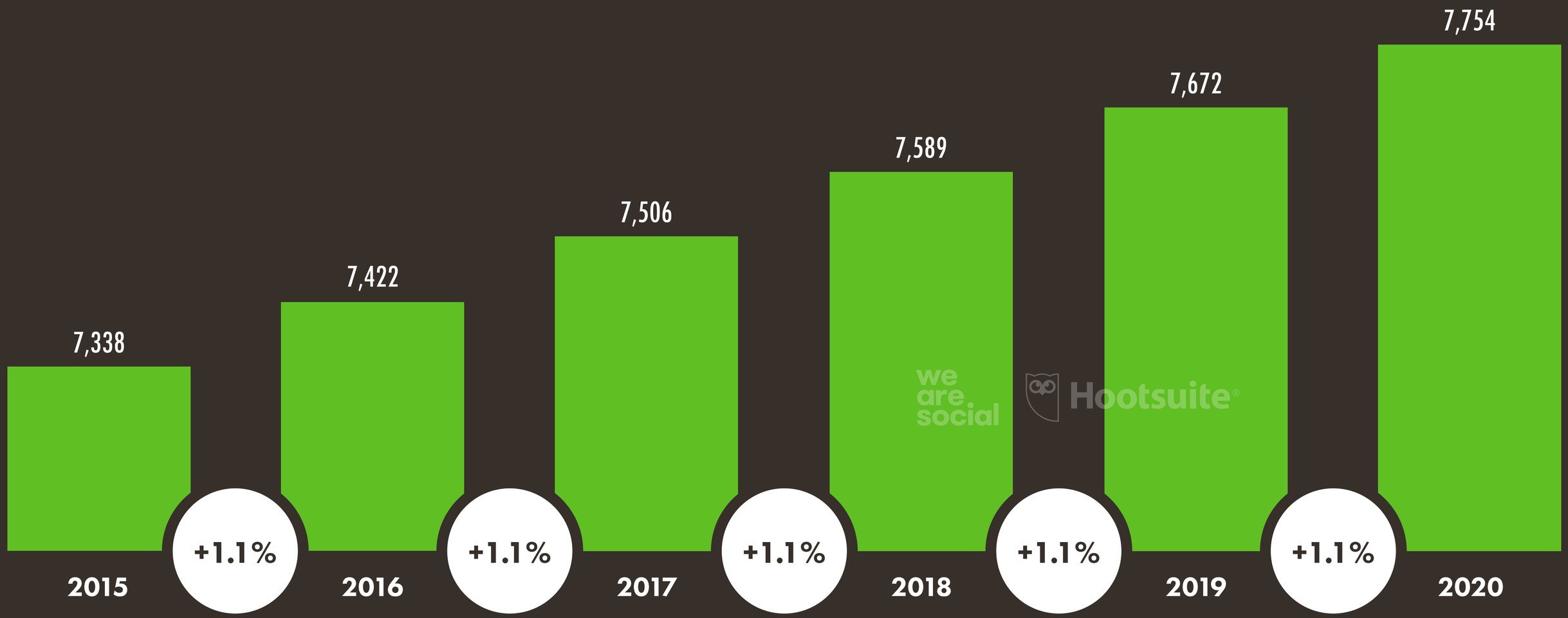
GLOBAL POPULATION GROWTH OVER TIME

GLOBAL POPULATION BY YEAR (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE

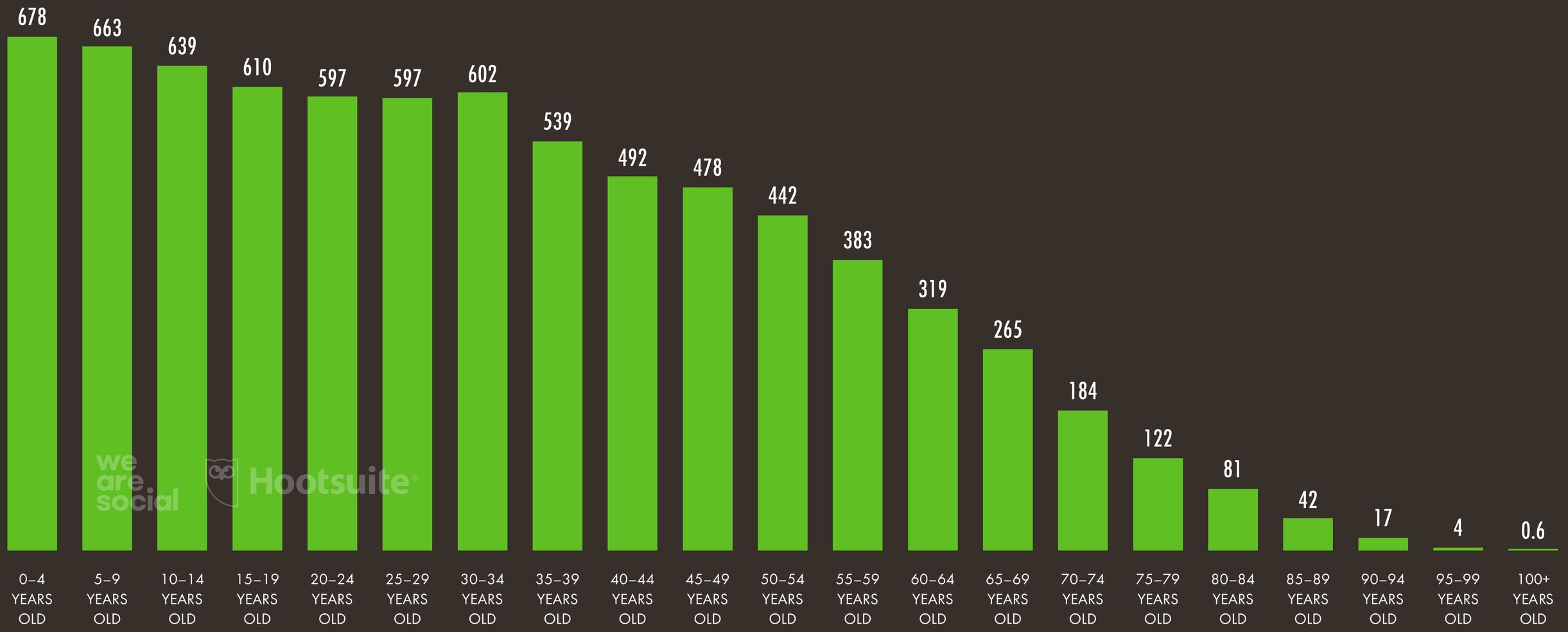


SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED BY THE UNITED NATIONS (LATEST DATA AVAILABLE IN JANUARY 2020).

JAN 2020

DISTRIBUTION OF GLOBAL POPULATION BY AGE

THE WORLD'S TOTAL POPULATION BROKEN DOWN BY FIVE-YEAR AGE GROUPS (IN MILLIONS OF PEOPLE PER AGE GROUP)



SOURCES: UNITED NATIONS (LATEST DATA AVAILABLE IN JANUARY 2020).

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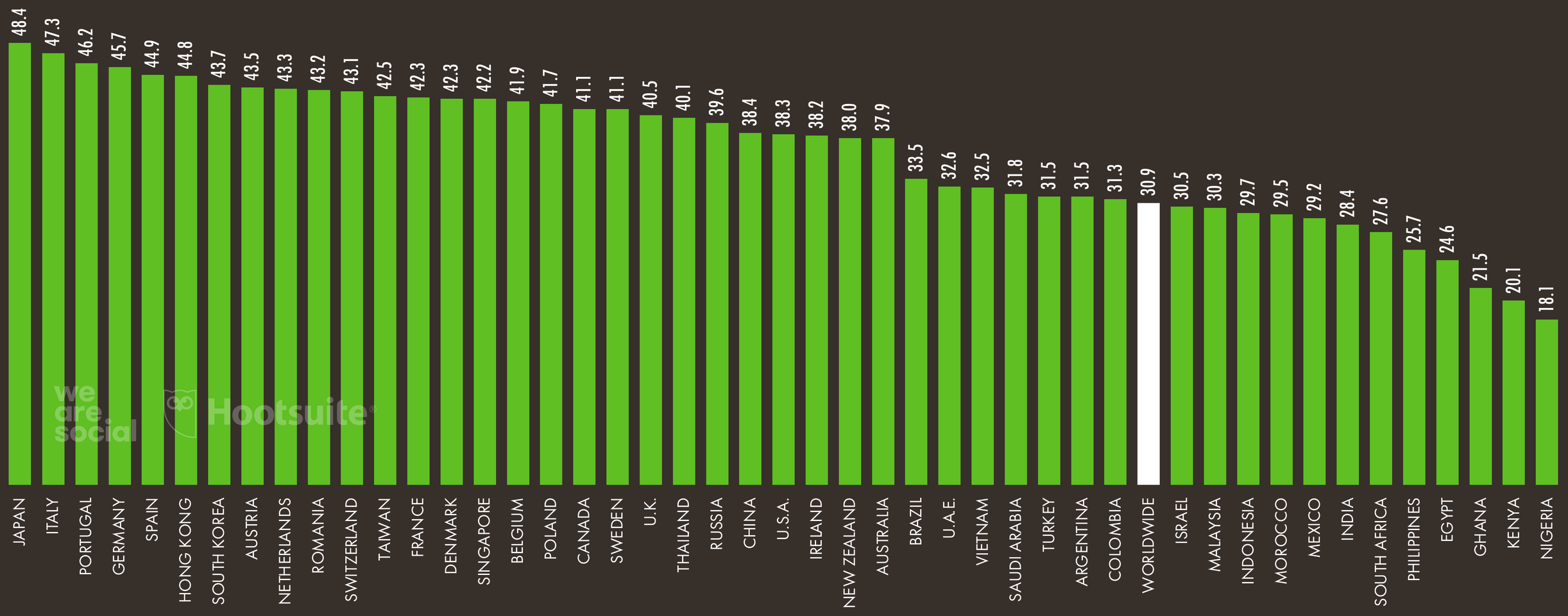
MEDIAN AGE BY COUNTRY

THE AGE AT WHICH THERE ARE AN EQUAL NUMBER OF PEOPLE ABOVE AND BELOW THAT AGE IN THE NATIONAL POPULATION



SOURCE: UNITED NATIONS (LATEST AVAILABLE DATA IN JANUARY 2020).

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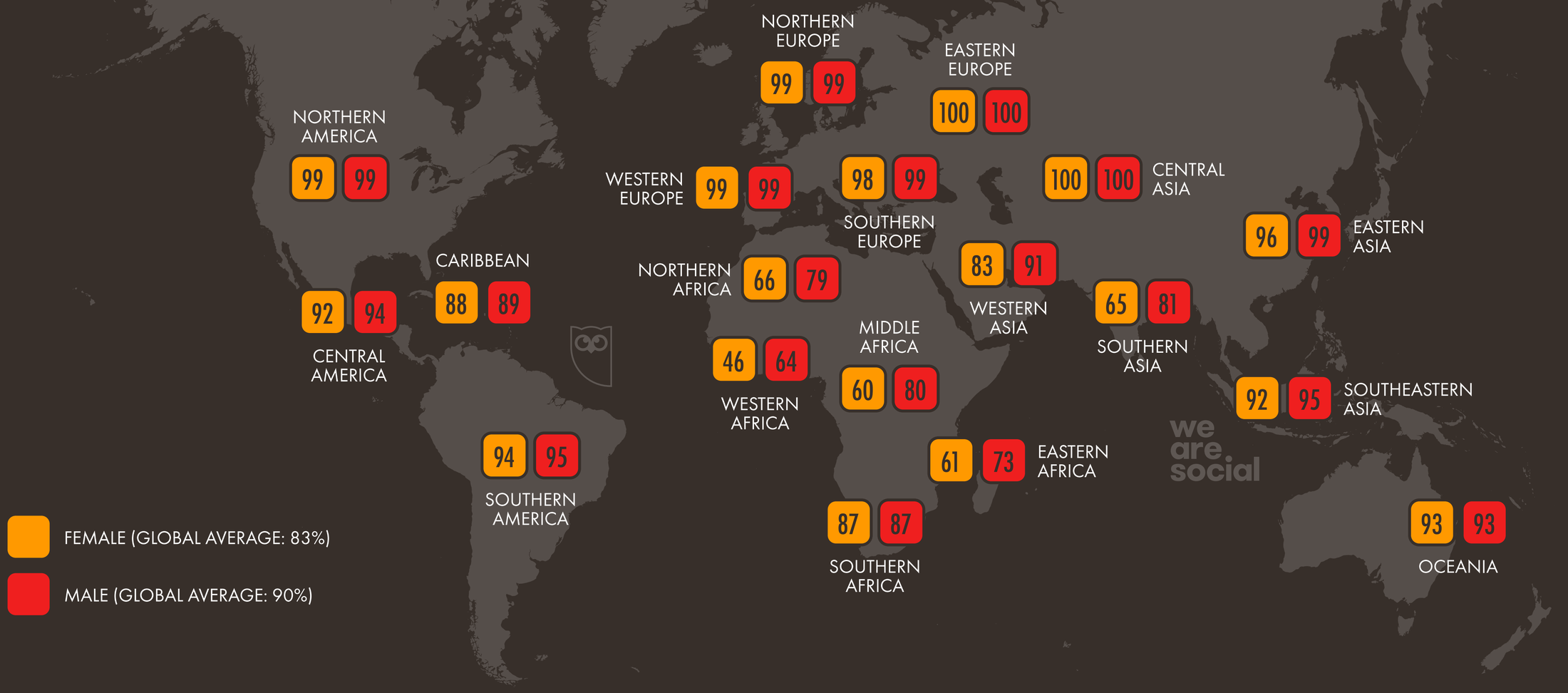
LITERACY RATES BY GENDER AND REGION

PERCENTAGE OF EACH REGION'S POPULATION AGED 15+ WHO CAN READ AND WRITE, DETAILED BY GENDER



SOURCE: BASED ON DATA FROM UNESCO; UNICEF; THE WORLD BANK; THE CIA WORLD FACTBOOK; INDEXMUNDI; PEW RESEARCH CENTRE; PHRASEBASE; ETHNOLOGUE.
NOTE: REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME.

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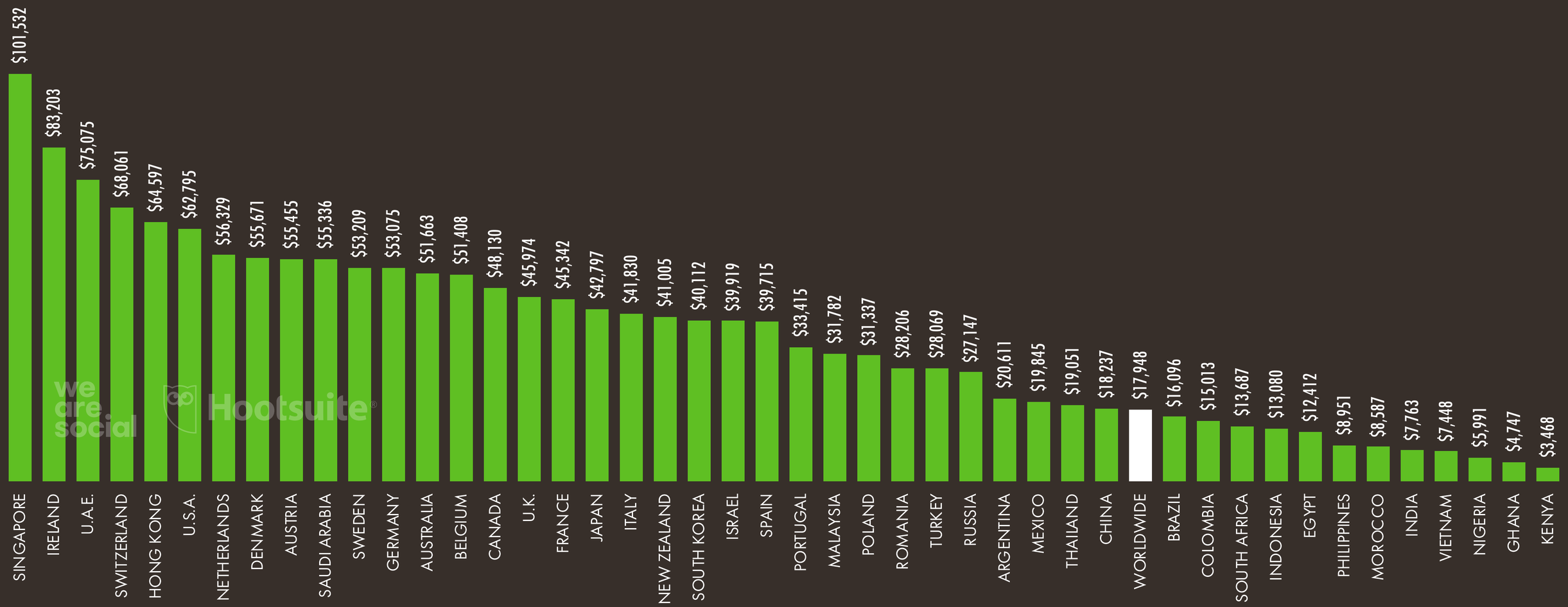
GDP PER CAPITA (PPP, INTERNATIONAL DOLLARS)

GDP PER CAPITA, REPORTED ON A PURCHASING POWER PARITY (PPP) BASIS IN CURRENT INTERNATIONAL DOLLARS*



SOURCES: WORLD BANK; IMF (BOTH ACCESSED JANUARY 2020). ***NOTE:** 'INTERNATIONAL DOLLARS' ARE NOTIONAL MEASURES THAT PROVIDE A CONSISTENT BASIS FOR COMPARISON. ONE 'INTERNATIONAL DOLLAR' WOULD BUY A COMPARABLE QUANTITY OF GOODS AND SERVICES IN THE LOCAL COUNTRY THAT ONE U.S. DOLLAR WOULD BUY IN THE UNITED STATES.

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DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64* SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

USING THE INTERNET	USING SOCIAL MEDIA	WATCHING TELEVISION*	LISTENING TO MUSIC STREAMING SERVICES	USING A GAMES CONSOLE
6H 43M	**2H 24M**	**3H 18M**	**1H 26M**	**1H 10M**

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***NOTES:** TELEVISION TIME INCLUDES BROADCAST (LINEAR) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. USE OF DIFFERENT DEVICES AND CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY.

THE INTERNET IN 2020

JAN 2020

OVERVIEW OF GLOBAL INTERNET USE

A SNAPSHOT OF INTERNET USE AROUND THE WORLD

TOTAL NUMBER OF GLOBAL INTERNET USERS

4.54

BILLION

INTERNET USERS AS A PERCENTAGE OF TOTAL GLOBAL POPULATION

59%

ANNUAL GROWTH IN THE NUMBER OF GLOBAL INTERNET USERS

+7.0%

+298 MILLION

AVERAGE AMOUNT OF TIME PER DAY SPENT USING THE INTERNET BY EACH INTERNET USER

6H 43M

SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII; UNITED NATIONS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). TIME SPENT DATA FROM GLOBALWEBINDEX (Q3 2019), BASED ON A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. ◈ **COMPARABILITY ADVISORY:** SOURCE CHANGES.

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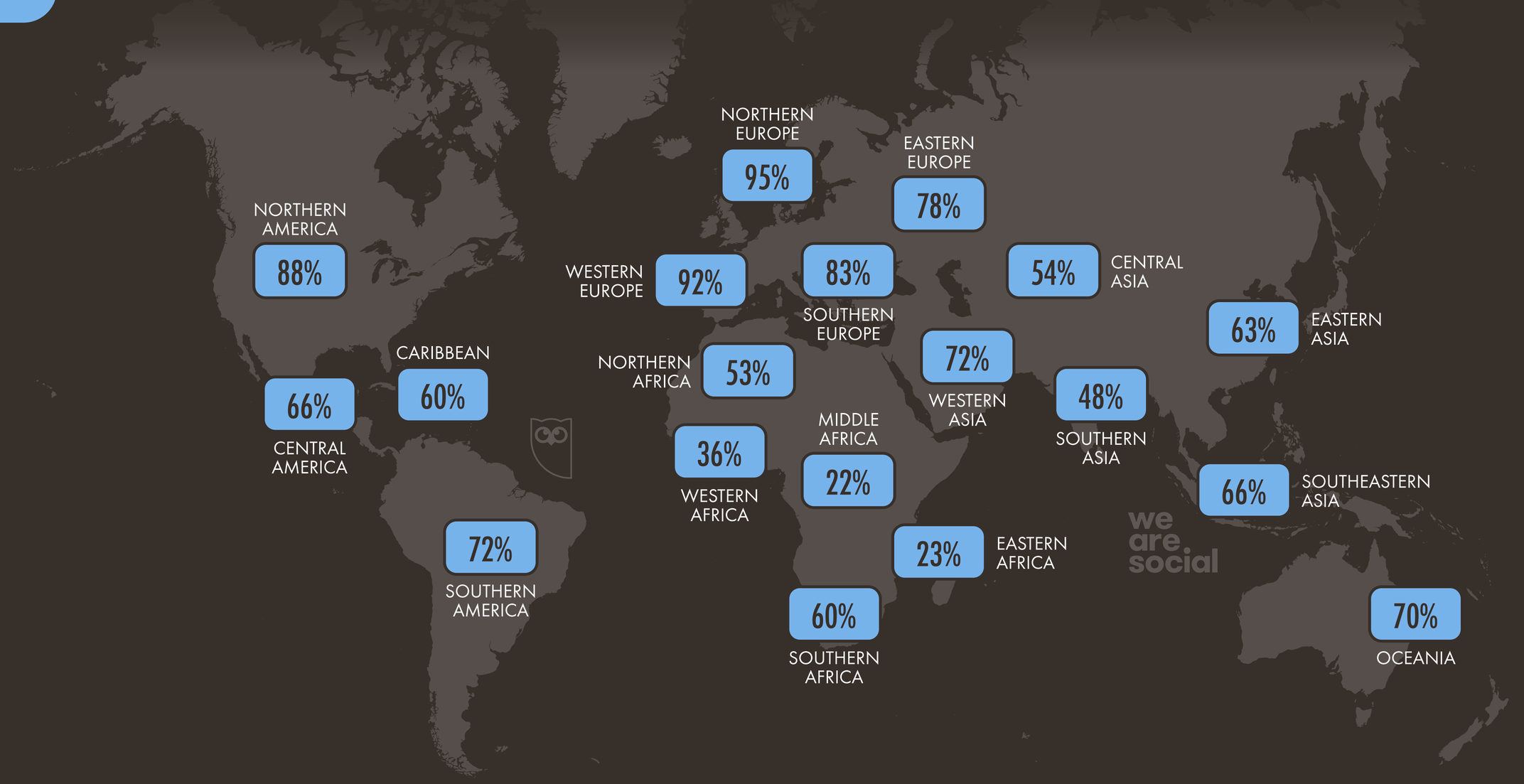
INTERNET PENETRATION BY REGION

NUMBER OF INTERNET USERS IN EACH REGION COMPARED TO TOTAL POPULATION*



SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII; UNITED NATIONS. ***NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME.
◈ **COMPARABILITY ADVISORY:** IMPORTANT SOURCE CHANGES. FIGURES ARE NOT DIRECTLY COMPARABLE TO PREVIOUS REPORTS.

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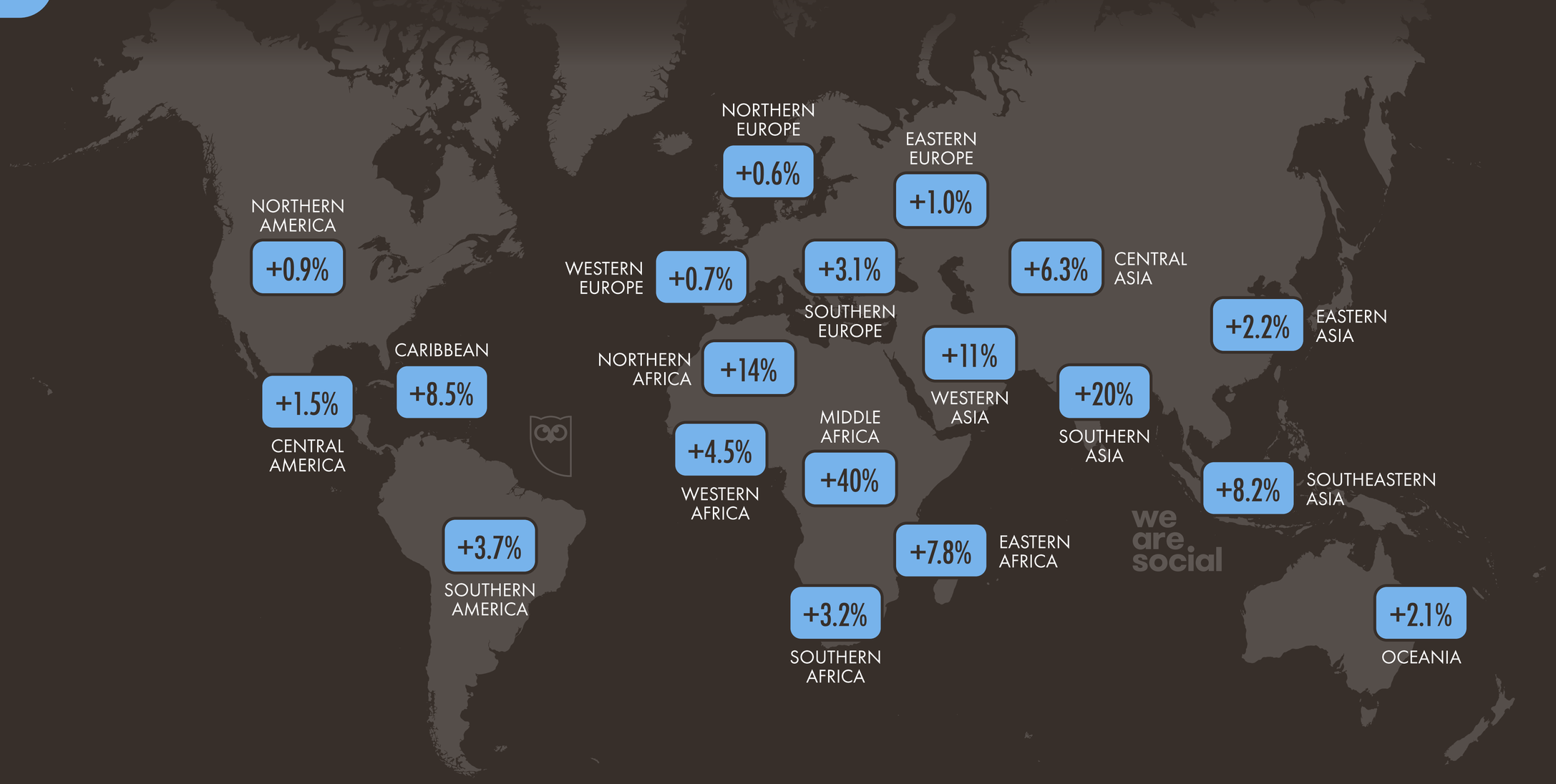
GROWTH IN INTERNET USER NUMBERS BY REGION

YEAR-ON-YEAR PERCENTAGE CHANGE IN THE NUMBER OF PEOPLE USING THE INTERNET



SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII; KEPIOS ANALYSIS. ***NOTE:** PREGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME. ◈ **COMPARABILITY ADVISORY:** SOURCE CHANGES.

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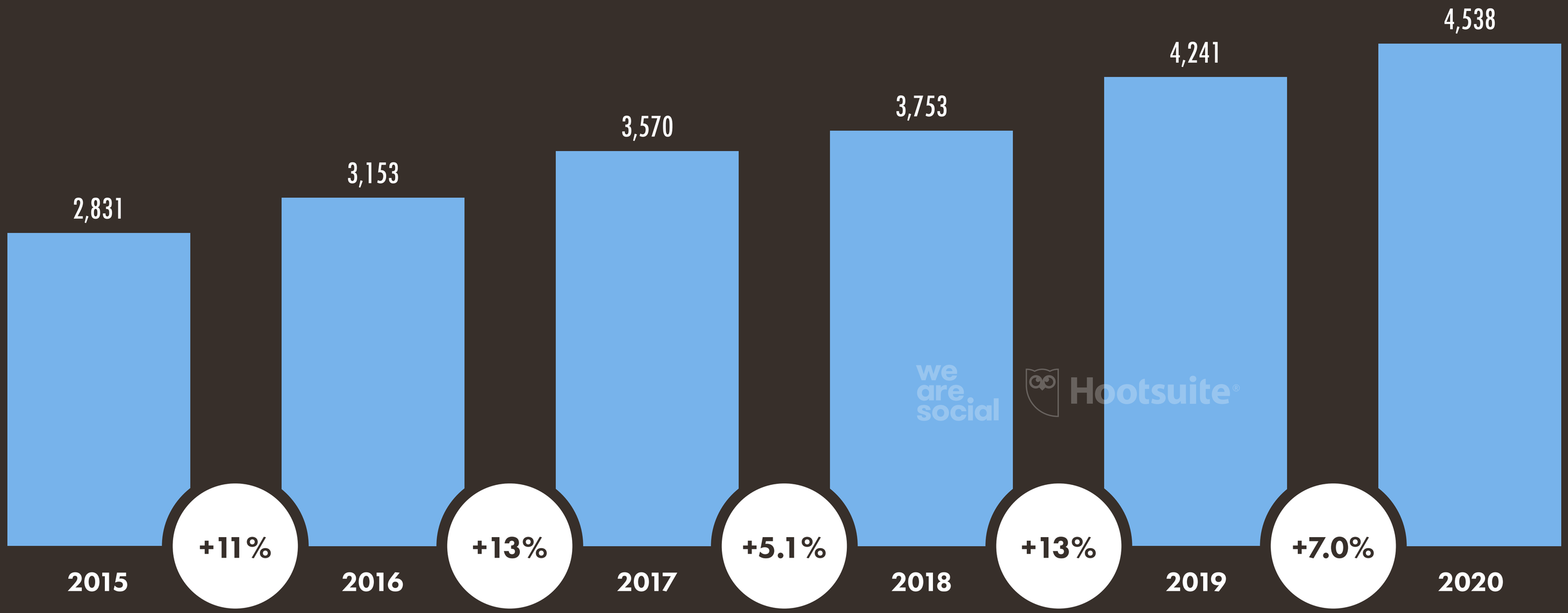
INTERNET USER NUMBERS OVER TIME

NUMBER OF GLOBAL INTERNET USERS BY YEAR (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE



SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII. ◈ **COMPARABILITY ADVISORY:** SOURCE CHANGES. HISTORICAL FIGURES DETAILED ON THIS CHART WILL NOT MATCH DATA PUBLISHED IN PREVIOUS REPORTS.

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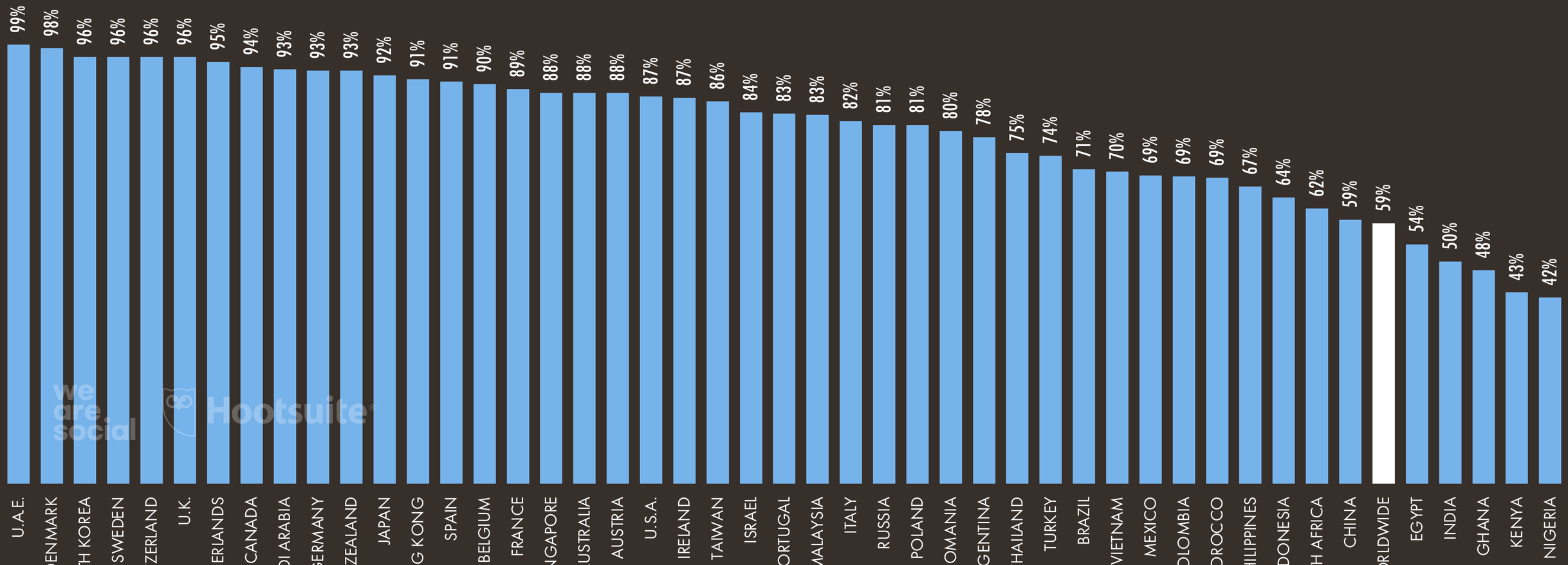
INTERNET PENETRATION IN 2020

PERCENTAGE OF THE TOTAL POPULATION (REGARDLESS OF AGE) THAT USES THE INTERNET



SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII; UNITED NATIONS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. ◈ **COMPARABILITY ADVISORY:** SOURCE CHANGES.

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INTERNET PENETRATION RANKINGS

COUNTRIES AND TERRITORIES* WITH THE HIGHEST AND LOWEST LEVELS OF INTERNET PENETRATION

HIGHEST LEVELS OF INTERNET PENETRATION

#	HIGHEST PENETRATION	%	Nº OF USERS
01=	ICELAND	99%*	336,742
01=	KUWAIT	99%*	4,196,432
01=	QATAR	99%*	2,828,000
01=	U.A.E.	99%*	9,732,158
05	BAHRAIN	99%	1,648,721
06	BERMUDA	98%	61,374
07=	DENMARK	98%	5,666,399
07=	NORWAY	98%	5,292,049
09	ARUBA	97%	103,523
10	LUXEMBOURG	97%	602,848

LOWEST LEVELS OF INTERNET PENETRATION

#	LOWEST PENETRATION	%	Nº OF USERS
212	NORTH KOREA*	0.0%	[N/A]
211	SOUTH SUDAN	8.0%	887,722
210	ERITREA	8.3%	293,343
209	BURUNDI	9.9%	1,154,568
208	SOMALIA	10%	1,625,924
207	NIGER	12%	2,781,266
206	PAPUA NEW GUINEA	12%	1,099,945
205	LIBERIA	12%	624,610
204	GUINEA-BISSAU	13%	250,000
203	CENTRAL AFRICAN REP.	14%	655,466

SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII; UNITED NATIONS. ***NOTES:** THE INTERNET REMAINS BLOCKED IN NORTH KOREA. PENETRATION FIGURES HAVE BEEN CAPPED AT 99%. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. ◈ **COMPARABILITY ADVISORY:** SOURCE CHANGES.

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INTERNET GROWTH RANKINGS: RELATIVE CHANGE

COUNTRIES AND TERRITORIES* WITH THE HIGHEST YEAR-ON-YEAR PERCENTAGE CHANGE IN THE NUMBER OF INTERNET USERS

#	HIGHEST RELATIVE GROWTH	▲%	▲ USERS
01	REP. OF THE CONGO	+126%	+854,775
02	DEM. REP. OF THE CONGO	+122%	+8,988,740
03	SAMOA	+86%	+60,000
04	IRAQ	+55%	+10,637,541
05	KIRIBATI	+39%	+12,000
06	GUINEA-BISSAU	+26%	+52,169
07	INDIA	+23%	+127,610,000
08	EGYPT	+22%	+9,803,630
09	BURUNDI	+21%	+201,540
10	CENTRAL AFRICAN REP.	+20%	+107,289

#	HIGHEST RELATIVE GROWTH	▲%	▲ USERS
11	OMAN	+18%	+726,818
12	PAKISTAN	+17%	+11,251,089
13	INDONESIA	+17%	+25,365,368
14	KENYA	+16%	+3,162,574
15	ZAMBIA	+16%	+594,828
16	SAUDI ARABIA	+15%	+4,321,382
17	CAMBODIA	+15%	+1,300,000
18	TAJIKISTAN	+15%	+311,281
19	HAITI	+13%	+433,982
20	LIBYA	+13%	+600,000

SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII; UNITED NATIONS. ***NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. ◈ **COMPARABILITY ADVISORY:** SOURCE CHANGES.

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INTERNET GROWTH RANKINGS: ABSOLUTE CHANGE

COUNTRIES AND TERRITORIES* WITH THE LARGEST YEAR-ON-YEAR CHANGE IN THE ABSOLUTE NUMBER OF INTERNET USERS

#	LARGEST ABSOLUTE GROWTH	▲ USERS	▲%
01	INDIA	+127,610,000	+23%
02	CHINA	+25,490,000	+3.1%
03	INDONESIA	+25,365,368	+17%
04	PAKISTAN	+11,251,089	+17%
05	IRAQ	+10,637,541	+55%
06	EGYPT	+9,803,630	+22%
07	DEM. REP. OF THE CONGO	+8,988,740	+122%
08	BRAZIL	+8,516,438	+6.0%
09	VIETNAM	+6,169,040	+10%
10	BANGLADESH	+5,765,248	+9.5%

#	LARGEST ABSOLUTE GROWTH	▲ USERS	▲%
11	IRAN	+5,676,469	+11%
12	SAUDI ARABIA	+4,321,382	+15%
13	KENYA	+3,162,574	+16%
14	MOROCCO	+2,927,836	+13%
15	TURKEY	+2,718,086	+4.6%
16	ALGERIA	+2,372,381	+12%
17	NIGERIA	+2,155,629	+2.6%
18	SPAIN	+2,013,677	+5.0%
19	U.S.A.	+1,816,314	+0.6%
20	UKRAINE	+1,476,697	+5.7%

SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII; UNITED NATIONS. ***NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. ◈ **COMPARABILITY ADVISORY:** SOURCE CHANGES.

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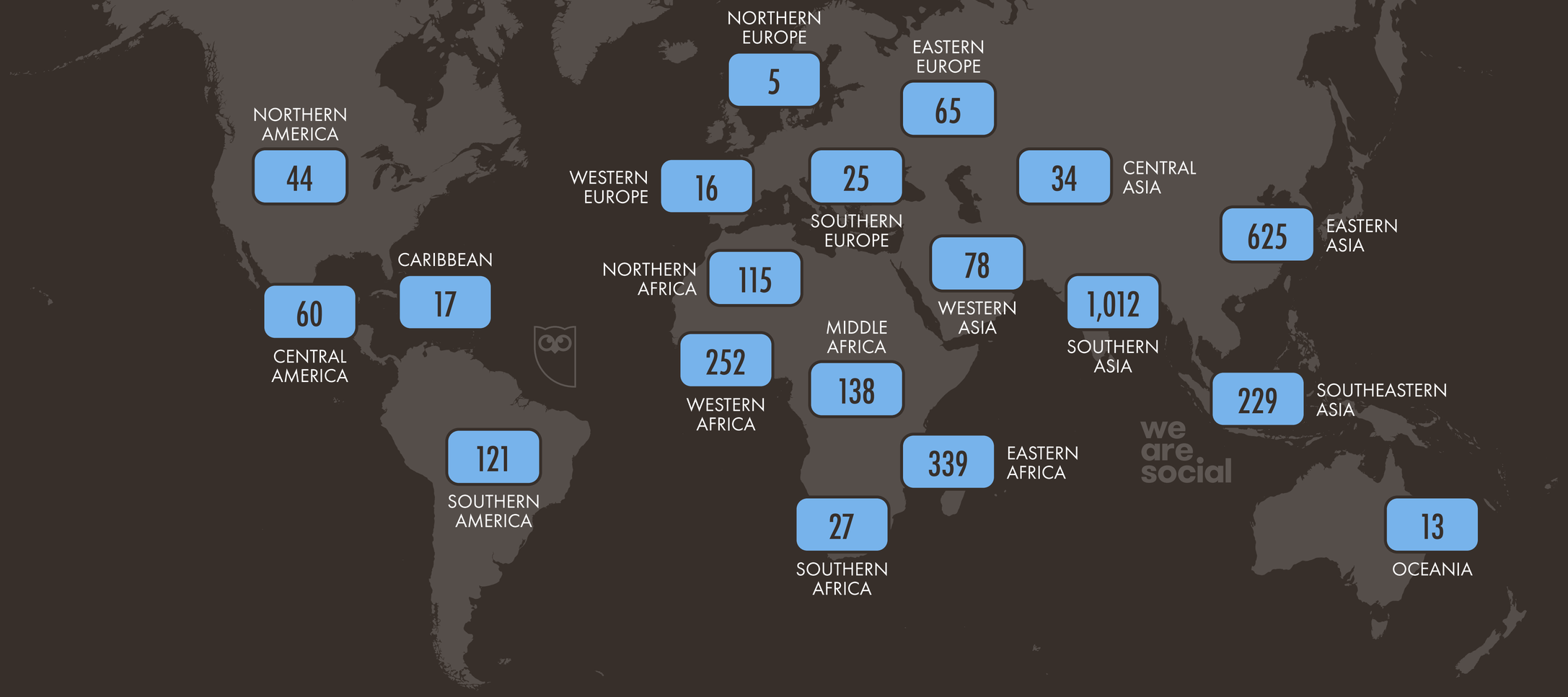
THE 'NEXT BILLION': UNCONNECTED AUDIENCES

THE NUMBER OF PEOPLE (IN MILLIONS) IN EACH REGION WHO ARE NOT CONNECTED TO THE INTERNET



SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII; KEPIOS ANALYSIS (ALL LATEST DATA AVAILABLE IN JANUARY 2020).

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THE 'NEXT BILLION': UNCONNECTED AUDIENCES

COUNTRIES AND TERRITORIES* WITH THE GREATEST NUMBER AND HIGHEST PERCENTAGE OF PEOPLE NOT CONNECTED TO THE INTERNET

GREATEST NUMBER OF PEOPLE NOT CONNECTED TO THE INTERNET

#	COUNTRY / TERRITORY	UNCONNECTED	% POP.
01	INDIA	685,591,071	50%
02	CHINA	582,063,733	41%
03	PAKISTAN	142,347,735	65%
04	NIGERIA	118,059,925	58%
05	BANGLADESH	97,427,352	59%
06	INDONESIA	96,709,226	36%
07	ETHIOPIA	92,385,728	81%
08	DEM. REP. OF THE CONGO	71,823,319	81%
09	BRAZIL	61,423,295	29%
10	EGYPT	46,626,170	46%

HIGHEST SHARE OF POPULATION NOT CONNECTED TO THE INTERNET

#	COUNTRY / TERRITORY	% POP.	UNCONNECTED
01	NORTH KOREA	100%*	25,722,103
02	SOUTH SUDAN	92%	10,240,199
03	ERITREA	92%	3,228,429
04	BURUNDI	90%	10,556,111
05	SOMALIA	90%	14,042,139
06	NIGER	88%	20,977,412
07	PAPUA NEW GUINEA	88%	7,761,628
08	LIBERIA	88%	4,372,916
09	GUINEA-BISSAU	87%	1,694,458
10	CENTRAL AFRICAN REP.	86%	4,132,006

SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII; UNITED NATIONS; KEPIOS ANALYSIS. ***NOTES:** THE INTERNET REMAINS BLOCKED FOR EVERYDAY CITIZENS IN NORTH KOREA. RANKING ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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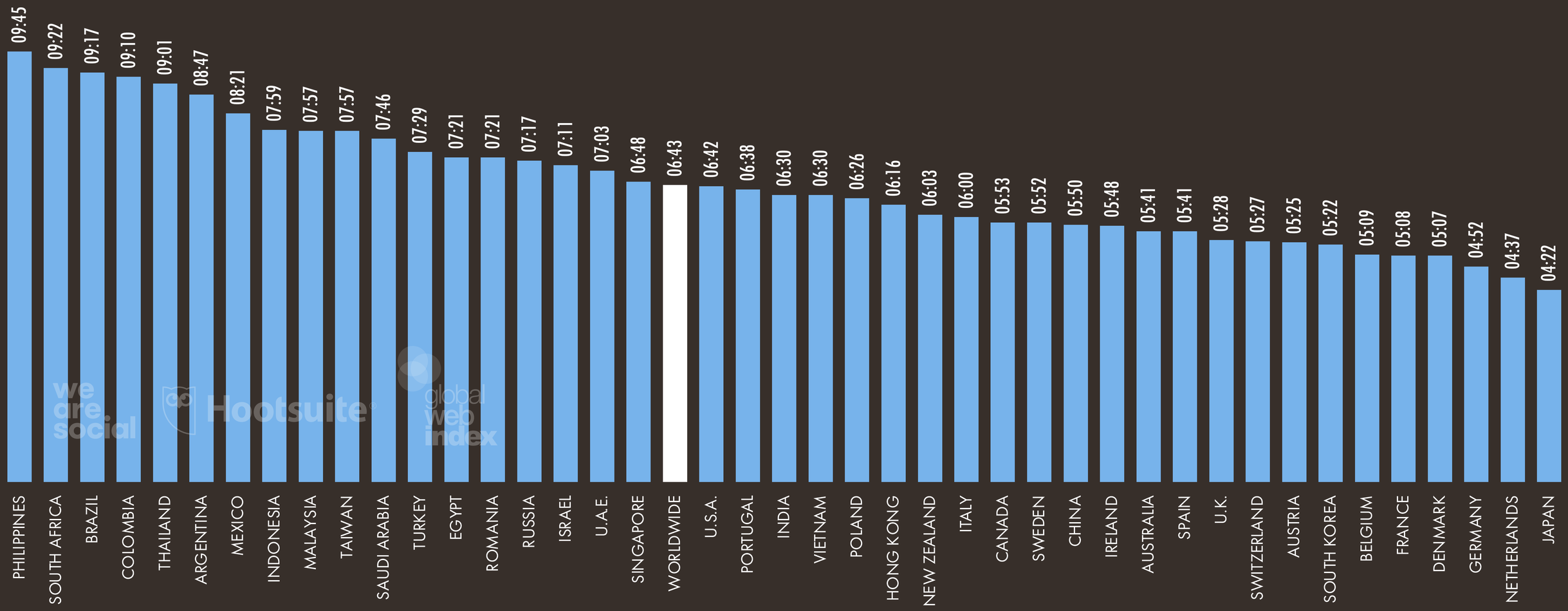
TIME PER DAY SPENT USING THE INTERNET

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY ON ANY DEVICE



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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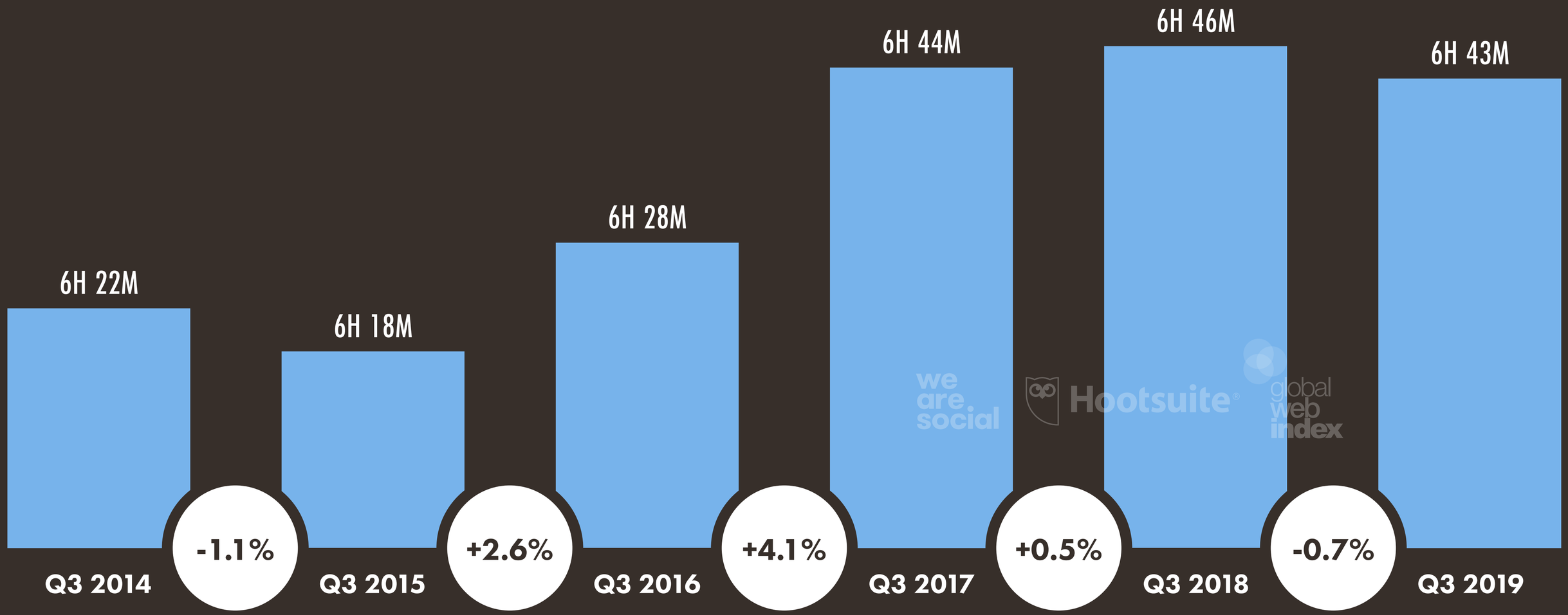
EVOLUTION OF DAILY TIME SPENT USING THE INTERNET

EVOLUTION IN THE AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET VIA ANY DEVICE



SOURCE: GLOBALWEBINDEX (VARIOUS DATA PERIODS, AS DETAILED BELOW EACH OF THE BARS IN THE CHART ABOVE). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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MOBILE INTERNET USE

INTERNET USERS WHO ACCESS THE INTERNET VIA MOBILE PHONES

TOTAL NUMBER OF MOBILE INTERNET USERS	MOBILE INTERNET USERS AS A PERCENTAGE OF TOTAL INTERNET USERS	SHARE OF ALL INTERNET USERS ACCESSING VIA A SMARTPHONE*	SHARE OF ALL INTERNET USERS ACCESSING VIA A FEATURE PHONE*	AVERAGE DAILY TIME SPENT USING THE INTERNET ON MOBILE DEVICES
4.18 BILLION	**92%**	**91%**	**3.3%**	**3H 22M**

SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII (ALL LATEST AVAILABLE DATA IN JANUARY 2020). TIME AND SHARE DATA VIA GLOBALWEBINDEX (Q3 2019) ***NOTE:** FIGURES FOR SHARE BY MOBILE DEVICE TYPE REPRESENT EACH DEVICE'S SHARE OF TOTAL INTERNET USERS, NOT JUST SHARE OF MOBILE INTERNET USERS. ◈ **COMPARABILITY ADVISORY:** SOURCE CHANGES.

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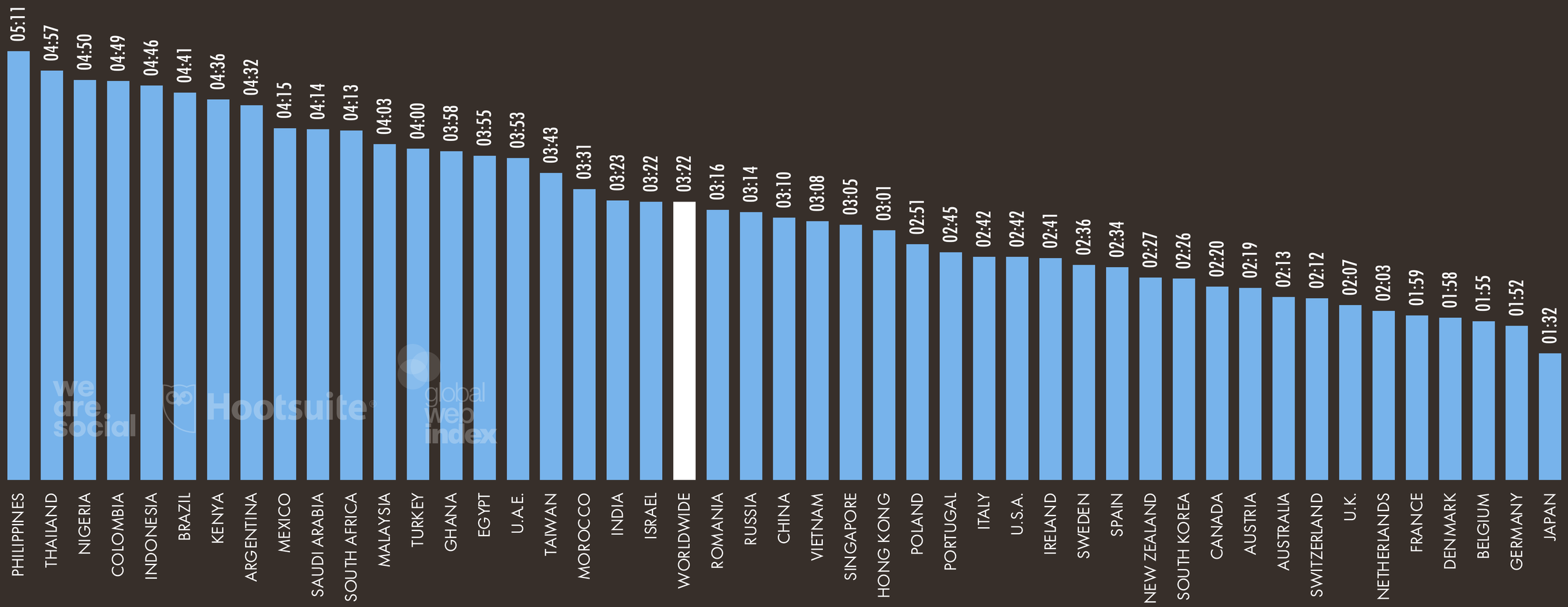
DAILY TIME SPENT USING MOBILE INTERNET

AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET VIA MOBILE PHONES



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
NOTE: TIMES ARE IN HOURS AND MINUTES.

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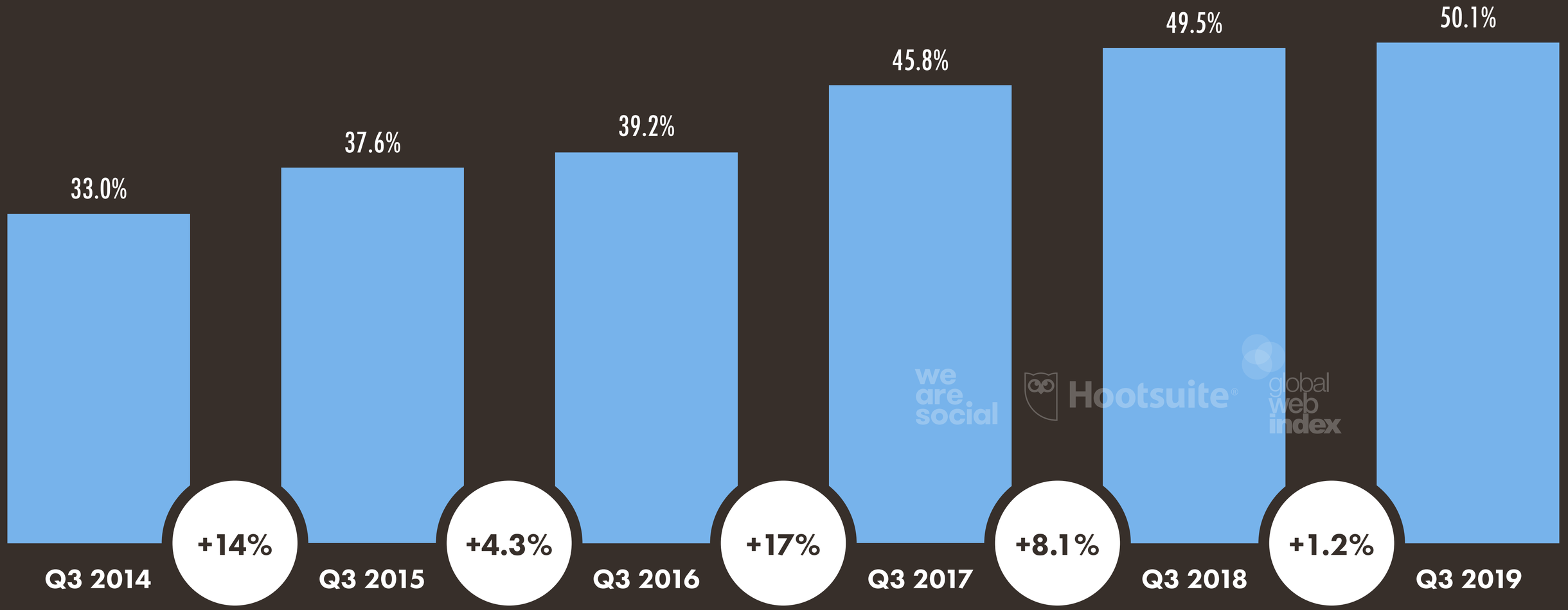
MOBILE'S SHARE OF TOTAL INTERNET TIME

DAILY TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET VIA MOBILE DEVICES AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME



SOURCE: GLOBALWEBINDEX (VARIOUS DATA PERIODS, AS DETAILED BELOW EACH OF THE BARS IN THE CHART ABOVE). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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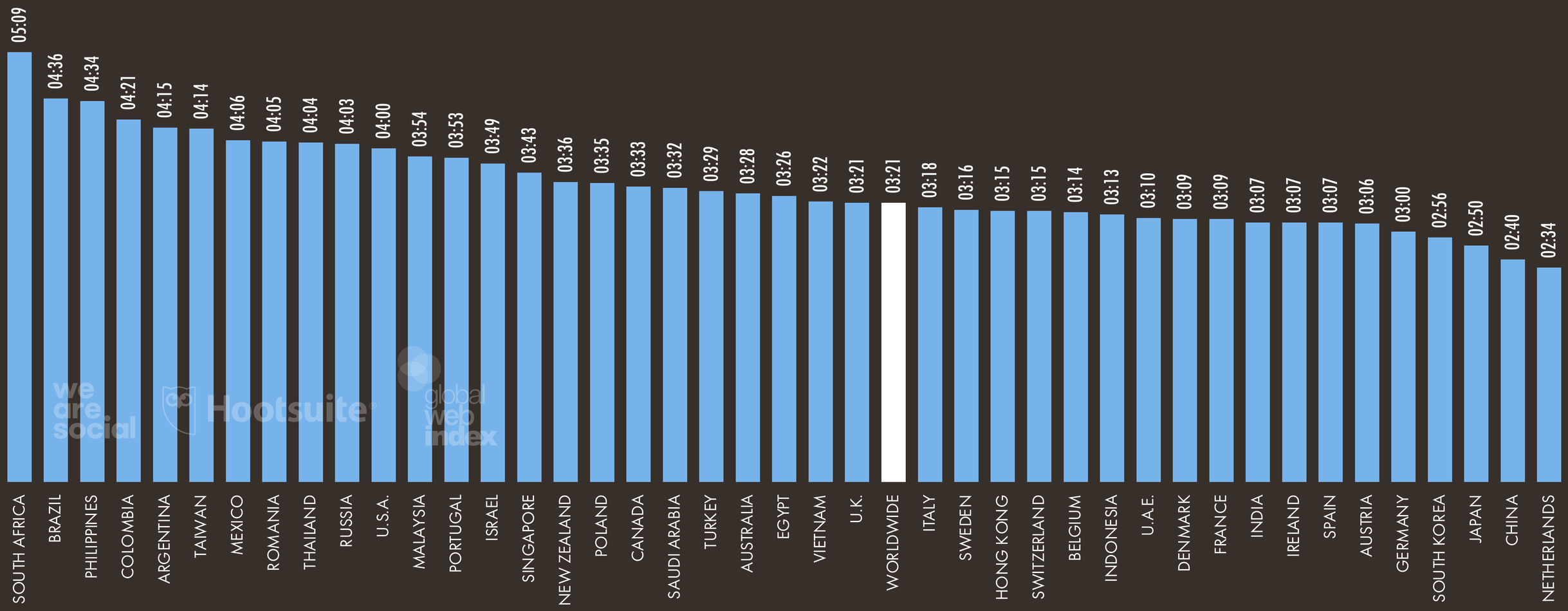
DAILY TIME SPENT USING THE INTERNET ON COMPUTERS

AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET VIA LAPTOPS, DESKTOPS, OR TABLETS



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
NOTE: TIMES ARE IN HOURS AND MINUTES.

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INTERNET CONNECTION SPEEDS: OVERVIEW

AVERAGE DOWNLOAD SPEEDS FOR MOBILE AND FIXED INTERNET CONNECTIONS, WITH YEAR-ON-YEAR COMPARISONS

AVERAGE SPEED OF MOBILE INTERNET CONNECTIONS

32.01
MBPS

YEAR-ON-YEAR CHANGE IN AVERAGE SPEED OF MOBILE INTERNET CONNECTIONS

+28%

AVERAGE SPEED OF FIXED INTERNET CONNECTIONS

73.58

YEAR-ON-YEAR CHANGE IN AVERAGE SPEED OF FIXED INTERNET CONNECTIONS

+35%

SOURCE: OOKLA (JANUARY 2020). FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS IN DECEMBER 2019, WITH COMPARISONS TO AVERAGE DOWNLOAD SPEEDS IN DECEMBER 2018.

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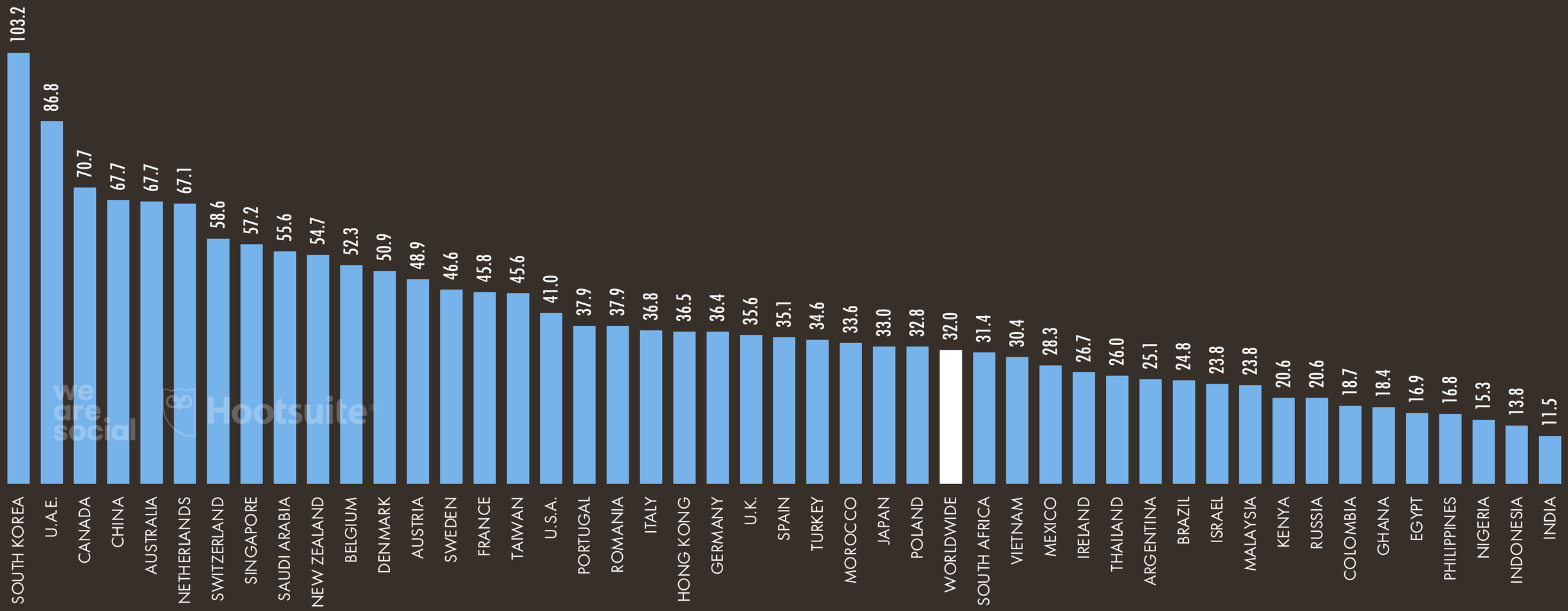
AVERAGE MOBILE INTERNET CONNECTION SPEEDS

THE AVERAGE DOWNLOAD SPEED OF MOBILE INTERNET CONNECTIONS, IN MBPS



SOURCE: OOKLA (JANUARY 2020). FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS FOR MOBILE CONNECTIONS IN DECEMBER 2019.

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MOBILE INTERNET CONNECTION SPEED RANKINGS

COUNTRIES AND TERRITORIES* WITH THE FASTEST AND SLOWEST MOBILE INTERNET CONNECTION SPEEDS

FASTEST MOBILE INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
01	SOUTH KOREA	103.18	+102%
02	U.A.E.	86.77	+81%
03	QATAR	79.21	+33%
04	CANADA	70.74	+12%
05	CHINA	67.71	+131%
06	AUSTRALIA	67.66	+20%
07	NETHERLANDS	67.08	+22%
08	NORWAY	66.91	+1.6%
09	BULGARIA	63.98	[N/A]
10	CROATIA	61.54	+41%

SLOWEST MOBILE INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
140	PALESTINE	6.17	-8.9%
139	AFGHANISTAN	6.82	+21%
138	ALGERIA	7.88	+35%
137	VENEZUELA	8.35	+26%
136	SUDAN	8.60	-19%
135	RWANDA	9.07	[N/A]
134	UZBEKISTAN	9.51	-4.6%
133	IRAQ	9.81	+51%
132	TAJIKISTAN	10.30	+101%
131	EL SALVADOR	10.32	+14%

SOURCE: OOKLA (JANUARY 2020). FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS FOR MOBILE CONNECTIONS IN DECEMBER 2019, AND COMPARISONS TO AVERAGE DOWNLOAD SPEEDS FOR MOBILE CONNECTIONS IN DECEMBER 2018. ***NOTES:** DATA ARE NOT AVAILABLE FOR ALL COUNTRIES. RANKINGS ONLY INCLUDE COUNTRIES WHICH HAVE POPULATIONS OF AT LEAST 50,000 PEOPLE AND FOR WHICH RELEVANT DATA ARE AVAILABLE IN JANUARY 2020.

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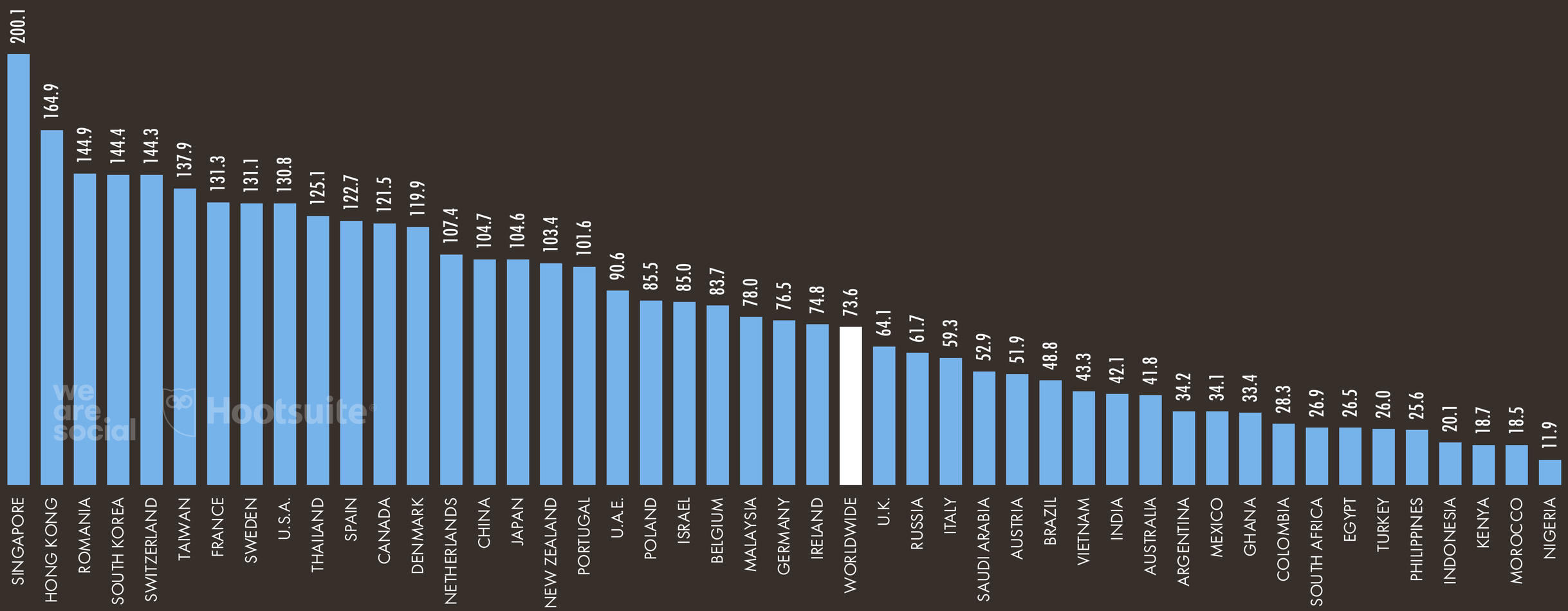
AVERAGE FIXED INTERNET CONNECTION SPEEDS

THE AVERAGE DOWNLOAD SPEED OF FIXED INTERNET CONNECTIONS, IN MBPS



SOURCE: OOKLA (JANUARY 2020). FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS FOR FIXED CONNECTIONS IN DECEMBER 2019.

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FIXED INTERNET CONNECTION SPEED RANKINGS

COUNTRIES AND TERRITORIES* WITH THE FASTEST AND SLOWEST FIXED INTERNET CONNECTION SPEEDS

FASTEST FIXED INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
01	SINGAPORE	200.12	+4.8%
02	HONG KONG	164.88	+2.2%
03	ROMANIA	144.92	+16%
04	SOUTH KOREA	144.41	+21%
05	SWITZERLAND	144.31	+39%
06	TAIWAN	137.90	+113%
07	FRANCE	131.25	+34%
08	SWEDEN	131.13	+23%
09	U.S.A.	130.79	+19%
10	HUNGARY	128.07	+18%

SLOWEST FIXED INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
174	TURKMENISTAN	1.71	[N/A]
173	VANUATU	3.25	[N/A]
172	VENEZUELA	3.42	-7.3%
171	ALGERIA	3.92	+4.5%
170	YEMEN	4.39	[N/A]
169	MAURITANIA	4.91	[N/A]
168	CUBA	5.37	[N/A]
167	DEM. REP. OF THE CONGO	6.25	[N/A]
166	SUDAN	6.81	[N/A]
165	AFGHANISTAN	6.92	[N/A]

SOURCE: OOKLA (JANUARY 2020). FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS FOR FIXED CONNECTIONS IN DECEMBER 2019, AND COMPARISONS TO AVERAGE DOWNLOAD SPEEDS FOR FIXED CONNECTIONS IN DECEMBER 2018. ***NOTES:** DATA ARE NOT AVAILABLE FOR ALL COUNTRIES. RANKINGS ONLY INCLUDE COUNTRIES WHICH HAVE POPULATIONS OF AT LEAST 50,000 PEOPLE AND FOR WHICH RELEVANT DATA ARE AVAILABLE IN JANUARY 2020.

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SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS IN DECEMBER 2019

MOBILE PHONES

53.3%

DEC 2019 vs. DEC 2018:

+8.6%

LAPTOPS & DESKTOPS

44.0%

DEC 2019 vs. DEC 2018:

-6.8%

TABLET COMPUTERS

2.7%

DEC 2019 vs. DEC 2018:

-27%

OTHER DEVICES

0.07%

DEC 2019 vs. DEC 2018:

-30%

SOURCE: STATCOUNTER (ACCESSED JANUARY 2020). FIGURES REPRESENT EACH DEVICE'S SHARE OF WEB PAGES SERVED TO WEB BROWSERS ONLY. **NOTE:** FIGURES FOR DEVICE SHARE ARE FOR DECEMBER 2019; ANNUAL CHANGE FIGURES COMPARE MONTHLY SHARE VALUES FOR DECEMBER 2019 TO DECEMBER 2018.

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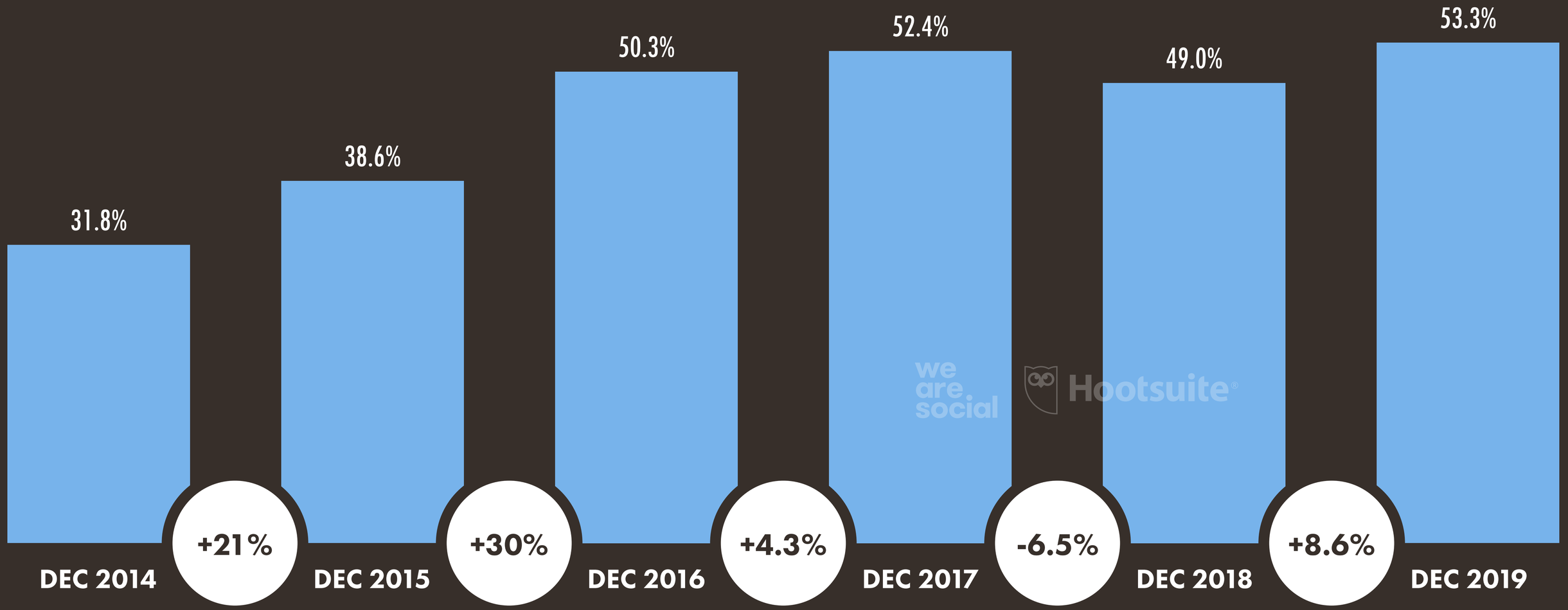
EVOLUTION OF MOBILE'S SHARE OF WEB TRAFFIC

MOBILE'S SHARE OF TOTAL WEB TRAFFIC SERVED TO WEB BROWSERS OVER TIME, WITH YEAR-ON-YEAR CHANGE



SOURCE: STATCOUNTER (ACCESSED JANUARY 2020). **NOTES:** FIGURES REPRESENT MOBILE'S SHARE OF WEB PAGES SERVED TO WEB BROWSERS ONLY. YEAR-ON-YEAR CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

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SHARE OF GLOBAL WEB TRAFFIC BY BROWSER

BASED ON WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2019

CHROME

63.6%

+2.2% Y-O-Y

SAFARI

17.7%

+20% Y-O-Y

FIREFOX

4.4%

-11% Y-O-Y

SAMSUNG INTERNET

3.5%

+18% Y-O-Y

UC BROWSER

2.9%

-32% Y-O-Y

OPERA

2.3%

-27% Y-O-Y

INTERNET EXPLORER

1.6%

-38% Y-O-Y

OTHER BROWSERS

4.1%

+28% Y-O-Y

SOURCE: STATCOUNTER (ACCESSED JANUARY 2020). **NOTES:** BROWSER SHARE VALUES ARE FOR DECEMBER 2019; CHANGE FIGURES COMPARE EACH BROWSER'S SHARE IN DECEMBER 2019 TO ITS SHARE IN DECEMBER 2018. CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

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WORLD'S MOST VISITED WEBSITES (SIMILARWEB)

RANKING OF THE WORLD'S MOST VISITED WEBSITES ACCORDING TO SIMILARWEB, BASED ON TOTAL GLOBAL WEBSITE TRAFFIC

#	WEBSITE	TIME / VISIT	PAGES / VISIT
01	GOOGLE.COM	10M 20S	8.12
02	YOUTUBE.COM	23M 00S	9.69
03	FACEBOOK.COM	11M 26S	10.70
04	BAIDU.COM	7M 51S	8.10
05	WIKIPEDIA.ORG	3M 48S	2.96
06	TWITTER.COM	10M 22S	10.84
07	INSTAGRAM.COM	6M 35S	11.44
08	YAHOO.COM	7M 27S	6.70
09	XVIDEOS.COM	12M 27S	9.25
10	YANDEX.RU	10M 51S	9.00

#	WEBSITE	TIME / VISIT	PAGES / VISIT
11	PORNHUB.COM	9M 26S	7.53
12	AMAZON.COM	7M 34S	10.10
13	XNXX.COM	15M 42S	11.58
14	NETFLIX.COM	9M 41S	4.24
15	LIVE.COM	7M 33S	8.28
16	YAHOO.CO.JP	9M 40S	6.89
17	NAVER.COM	17M 09S	11.65
18	VK.COM	17M 54S	23.20
19	GOOGLE.COM.BR	6M 56S	7.76
20	WHATSAPP.COM	2M 42S	1.79

SOURCE: SIMILARWEB (JANUARY 2020). **NOTE:** 'TIME PER VISIT' FIGURES REPRESENT THE AVERAGE DURATION OF USERS' VISITS, MEASURED IN MINUTES AND SECONDS.
ADVISORY: SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

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WORLD'S MOST VISITED WEBSITES (ALEXA)

RANKING OF THE WORLD'S MOST VISITED WEBSITES ACCORDING TO ALEXA*, BASED ON TOTAL GLOBAL WEBSITE TRAFFIC

#	WEBSITE	TIME / DAY	PAGES / DAY
01	GOOGLE.COM	12M 09S	14.64
02	YOUTUBE.COM	11M 44S	6.70
03	TMALL.COM	6M 56S	2.91
04	FACEBOOK.COM	17M 48S	7.84
05	BAIDU.COM	7M 05S	4.54
06	QQ.COM	3M 49S	4.00
07	SOHU.COM	3M 46S	4.56
08	TAOBAO.COM	4M 48S	3.55
09	LOGIN.TMALL.COM	5M 11S	1.00
10	360.CN	3M 20S	3.95

#	WEBSITE	TIME / DAY	PAGES / DAY
11	JD.COM	3M 40S	4.53
12	YAHOO.COM	4M 34S	4.40
13	AMAZON.COM	9M 41S	9.01
14	WIKIPEDIA.ORG	3M 55S	2.96
15	WEIBO.COM	3M 09S	3.75
16	SINA.COM.CN	2M 58S	3.51
17	PAGES.TMALL.COM	1M 16S	1.48
18	REDDIT.COM	7M 51S	5.60
19	LIVE.COM	4M 53S	4.97
20	NETFLIX.COM	3M 15S	2.66

SOURCE: ALEXA (JANUARY 2020). ***NOTES:** 'ALEXA' IS THE NAME OF AMAZON'S INSIGHTS ARM, AND DATA SHOWN HERE ARE NOT RESTRICTED TO ACTIVITIES ON 'ALEXA' VOICE-POWERED PLATFORMS. 'TIME / DAY' FIGURES REPRESENT ALEXA'S ESTIMATES OF THE AVERAGE DAILY AMOUNT OF TIME THAT VISITORS SPEND ON EACH SITE, ON DAYS THEY VISIT EACH SITE, MEASURED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

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MOST COMMON LANGUAGES FOR WEB CONTENT

BASED ON THE LANGUAGES USED ON THE WORLD'S TOP 10 MILLION WEBSITES*

#	LANGUAGE	% WEBSITES	SHARE OF POP.
01	ENGLISH	56.8%	4.9%
02	RUSSIAN	7.6%	2.0%
03	SPANISH	4.6%	6.2%
04	GERMAN	4.1%	1.0%
05	FRENCH	3.3%	1.0%
06	JAPANESE	2.9%	1.7%
07	PORTUGUESE	2.5%	2.9%
08	PERSIAN	2.4%	0.7%
09	TURKISH	2.2%	1.0%
10	ITALIAN	1.5%	0.8%

#	LANGUAGE	% WEBSITES	SHARE OF POP.
11	CHINESE	1.4%	16.5%
12	POLISH	1.3%	0.5%
13	VIETNAMESE	1.0%	1.0%
14	DUTCH	0.9%	0.3%
15	ARABIC	0.8%	3.6%
16	KOREAN	0.8%	1.0%
17	CZECH	0.7%	0.1%
18	GREEK	0.7%	0.2%
19	INDONESIAN	0.5%	0.6%
20	HUNGARIAN	0.4%	0.2%

SOURCE: W3TECHS (ACCESSED JANUARY 2020). ***NOTES:** TOP 10 MILLION WEBSITES BASED ON TRAFFIC RANKING DATA FROM ALEXA.COM. LANGUAGE NAMES AS PER W3TECHS'S DEFINITIONS. FIGURES IN THE "SHARE OF POP." COLUMN SHOW THE PERCENTAGE OF THE WORLD'S TOTAL POPULATION THAT IS A NATIVE SPEAKER OF EACH LANGUAGE, BASED ON DATA REPORTED BY ETHNOLOGUE AND THE UNITED NATIONS.

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GOOGLE SEARCH: TOP WORLDWIDE QUERIES IN 2019

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO GOOGLE SEARCH THROUGHOUT 2019

#	SEARCH QUERY	INDEX	▲ Y-O-Y
01	FACEBOOK	100	-19.8%
02	GOOGLE	94	-0.4%
03	YOUTUBE	87	-12.3%
04	YOU	60	[UNCHANGED]
05	WEATHER	50	11.5%
06	NEWS	44	[UNCHANGED]
07	AMAZON	33	11.6%
08	TRANSLATE	29	19.0%
09	INSTAGRAM	27	16.2%
10	GMAIL	25	-2.6%

#	SEARCH QUERY	INDEX	▲ Y-O-Y
11	MP3	25	-21.5%
12	HOTMAIL	20	-10.9%
13	MAIL*	20	-4.4%
14	YAHOO	17	-2.2%
15	SAMSUNG*	17	2.2%
16	METEO	16	13.1%
17	WHATSAPP	16	25.7%
18	TRADUCTOR*	15	16.1%
19	TWITTER*	15	16.7%
20	MAPS*	15	-0.7%

SOURCE: GOOGLE TRENDS (ACCESSED JANUARY 2020); KEPIOS ANALYSIS. **NOTES:** QUERIES DENOTED BY (*) DID NOT APPEAR IN THE TOP 20 QUERIES IN 2018. GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY). YEAR-ON-YEAR CHANGE FIGURES COMPARE AVERAGE INDEX VALUES FOR EACH QUERY IN Q4 2019 TO Q4 2018.

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ONLINE CONTENT ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF CONTENT VIA THE INTERNET EACH MONTH

WATCH ONLINE VIDEOS	WATCH VLOGS	LISTEN TO MUSIC STREAMING SERVICES	LISTEN TO ONLINE RADIO STATIONS	LISTEN TO PODCASTS
90%	51%	70%	47%	41%

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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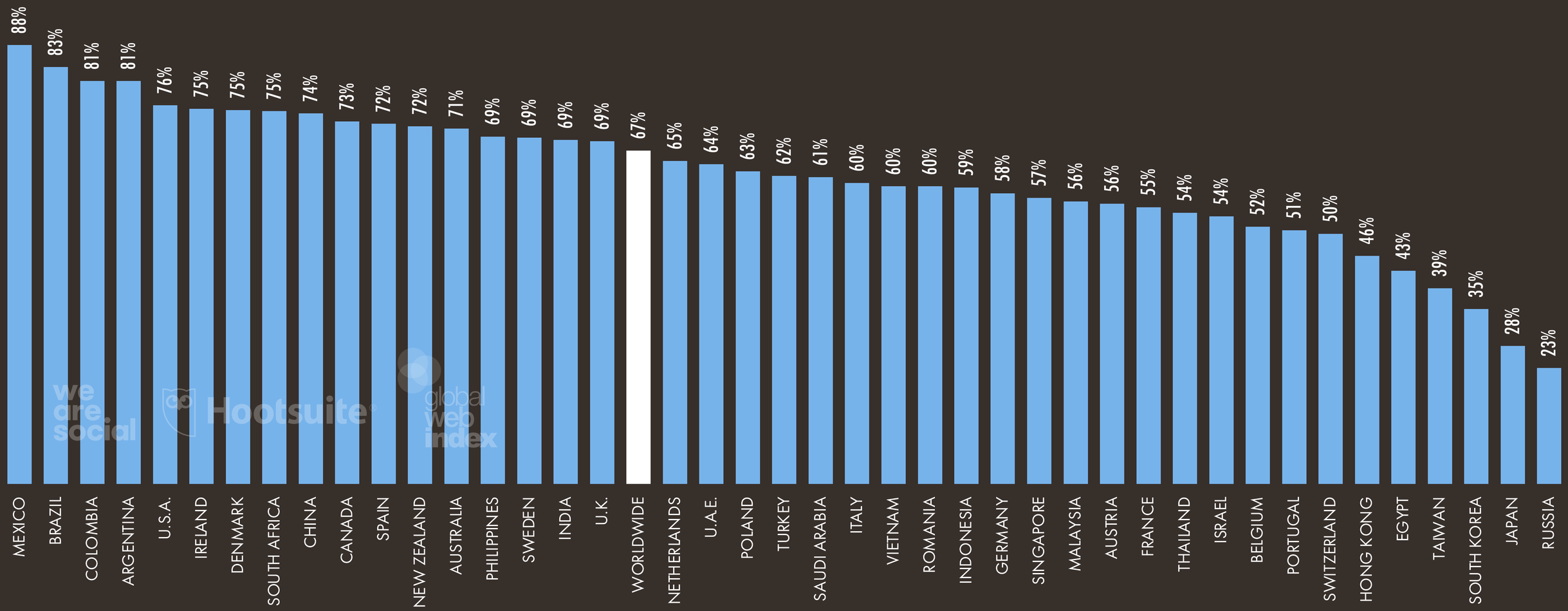
STREAMING TV CONTENT VIA THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH TV CONTENT VIA A STREAMING SUBSCRIPTION SERVICE (E.G. NETFLIX) EACH MONTH



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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PLAYING GAMES: DEVICE PERSPECTIVE

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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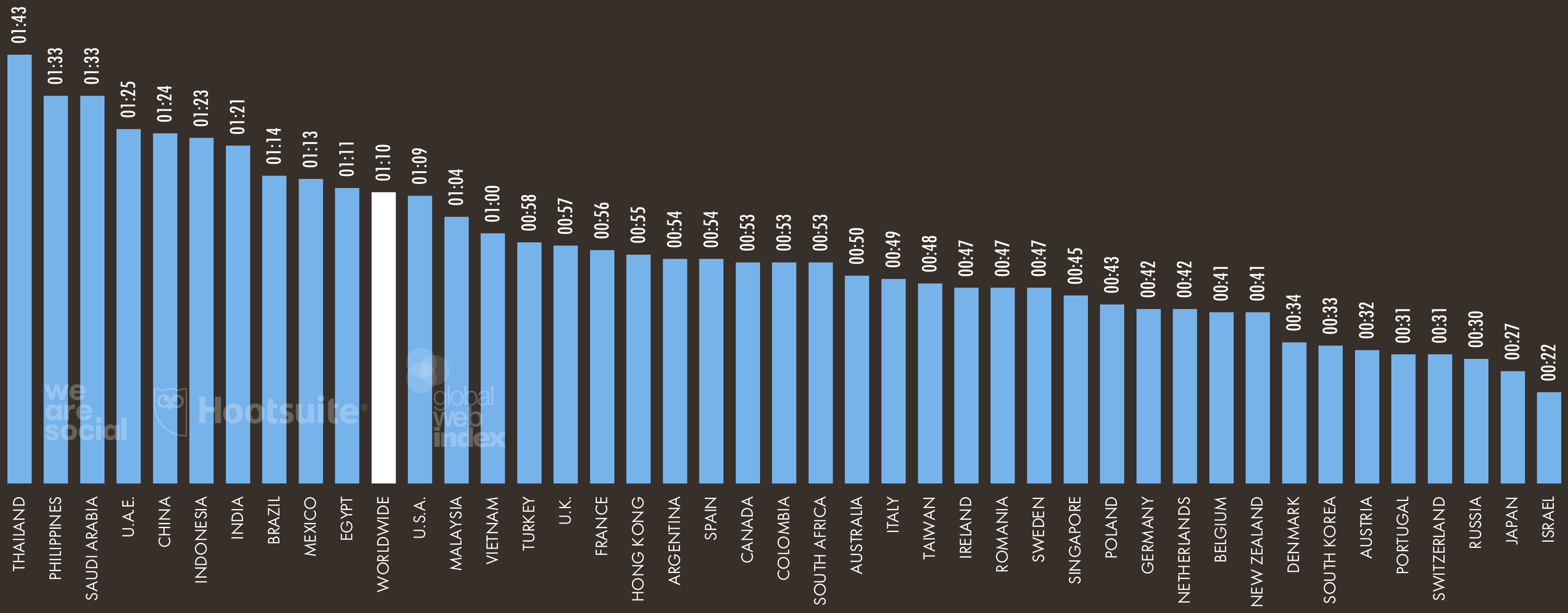
DAILY TIME SPENT USING GAMES CONSOLES

AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING GAMES CONSOLES



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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GAMING-RELATED ACTIVITIES

PERCENTAGE OF ALL INTERNET USERS AGED 16 TO 64 WHO PARTICIPATED IN EACH GAMING-RELATED ACTIVITY IN THE PAST MONTH

PURCHASED A GAME ADD-ON OR PAID FOR DLC*	PLAYED A GAME ON A CLOUD GAMING OR STREAMING PLATFORM	SHARED IMAGES OR VIDEOS OF OWN GAMEPLAY	WATCHED A LIVE STREAM OF OTHER PEOPLE PLAYING GAMES	WATCHED AN ESPORTS TOURNAMENT
7.6%	9.9%	12%	20%	14%

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***NOTE:** "DLC" STANDS FOR (ADDITIONAL) DOWNLOADABLE CONTENT, OFTEN AVAILABLE VIA IN-APP PURCHASES.

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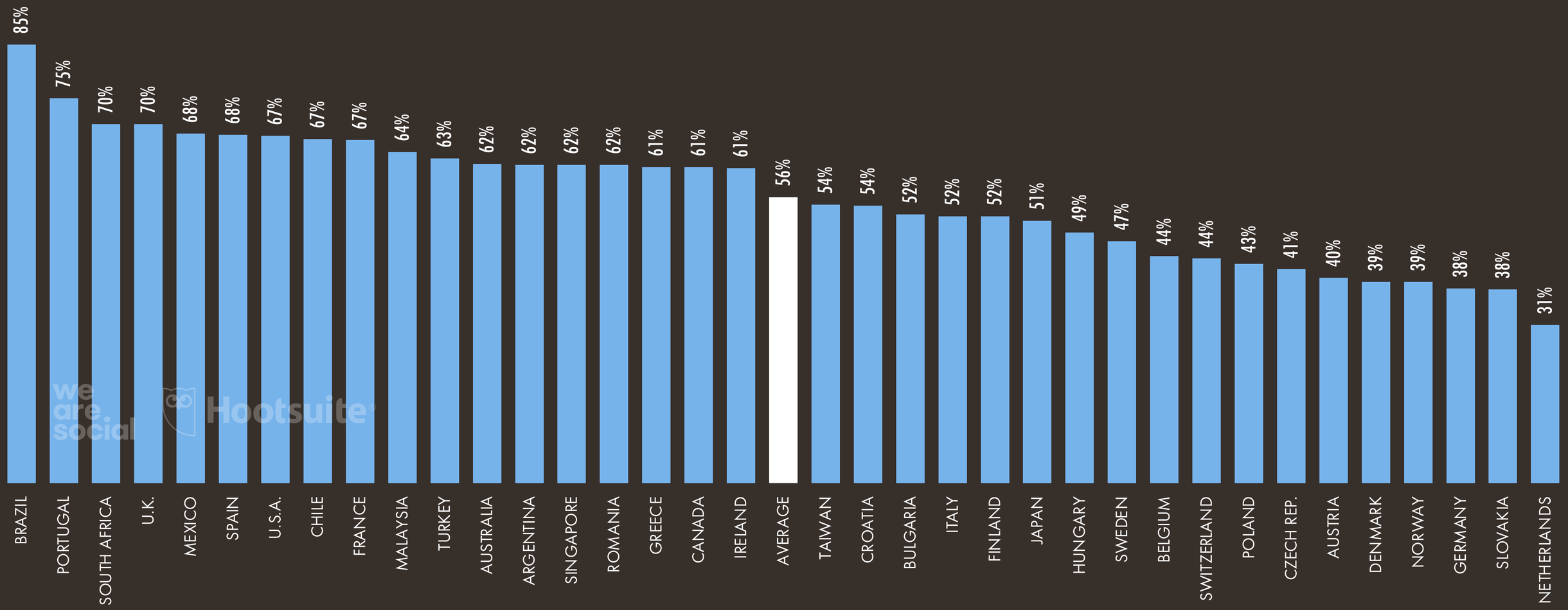
CONCERNS ABOUT MISINFORMATION AND 'FAKE NEWS'

PERCENTAGE OF ADULTS AGED 18+ WHO SAY THEY'RE CONCERNED ABOUT WHAT IS REAL AND FAKE ON THE INTERNET



SOURCE: REUTERS INSTITUTE DIGITAL NEWS REPORT (2019 EDITION). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF ADULTS AGED 18 AND ABOVE.

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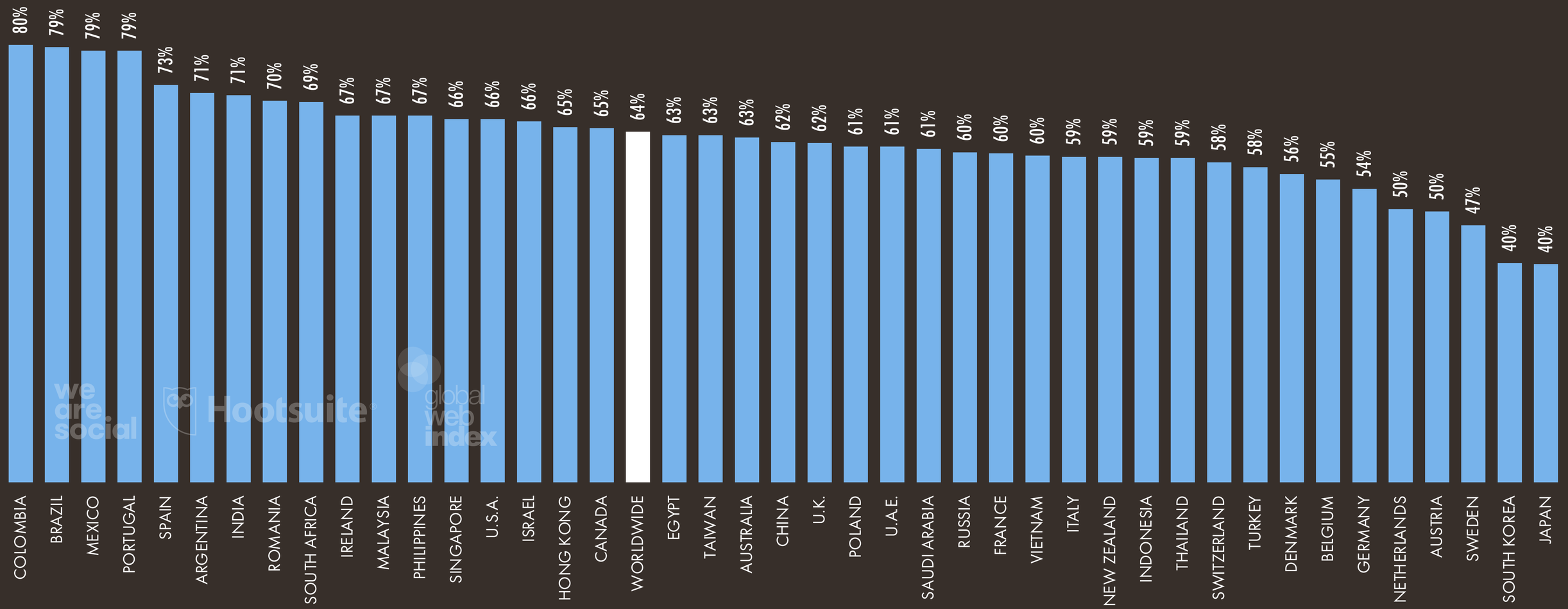
CONCERNS ABOUT MISUSE OF PERSONAL DATA

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY'RE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

◈ **COMPARABILITY ADVISORY:** SOURCE CHANGE. DATA ARE NOT COMPARABLE TO A SIMILAR "DATA PRIVACY CONCERNS" SLIDE IN SOME OF OUR PREVIOUS REPORTS.

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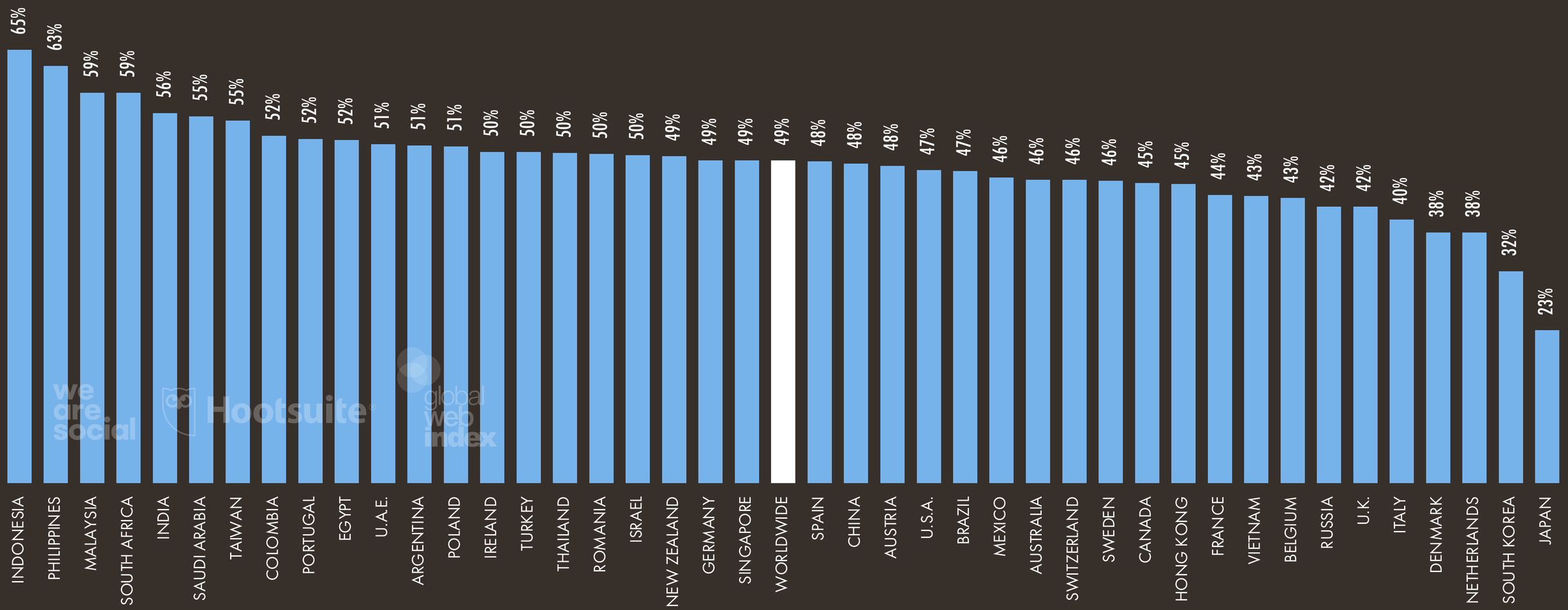
USE OF AD BLOCKERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE TOOLS TO BLOCK ONLINE ADVERTISING EACH MONTH



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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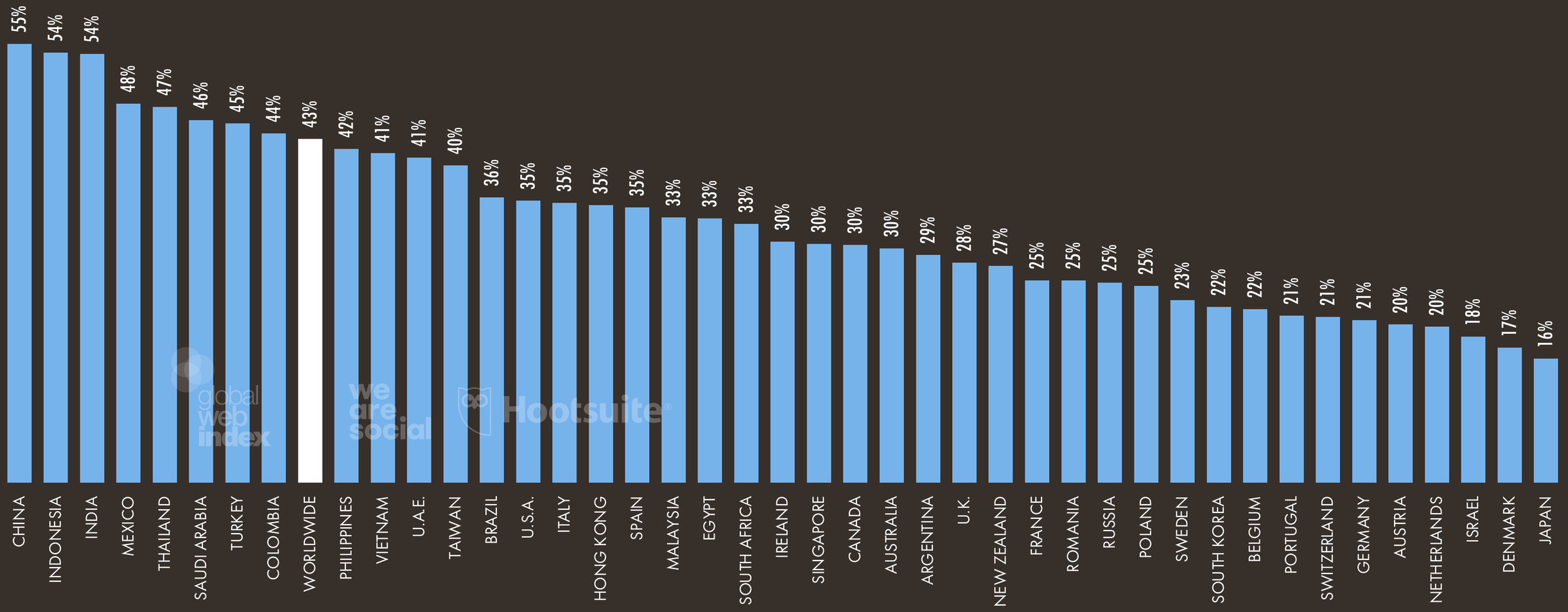
USE OF VOICE SEARCH AND VOICE COMMANDS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE VOICE INTERFACES EACH MONTH (ANY DEVICE)



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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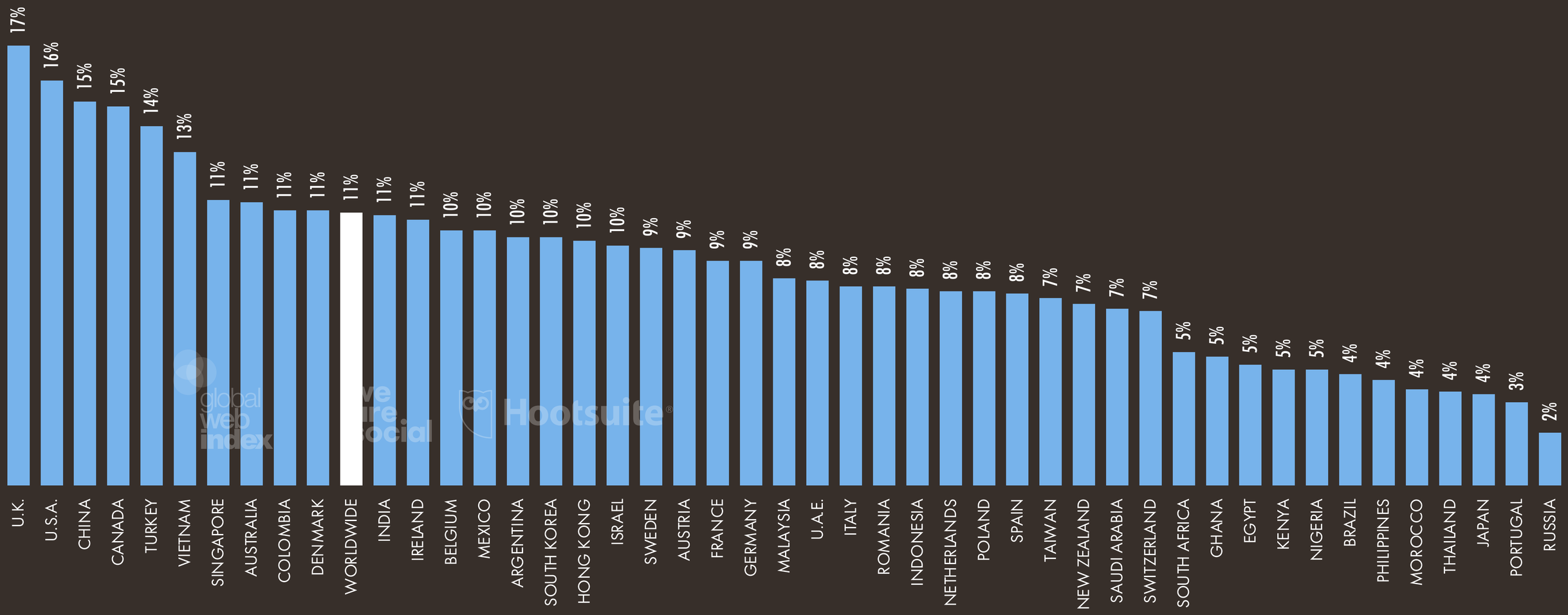
SMART HOME DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT THEY OWN SOME FORM OF SMART HOME DEVICE*



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***NOTE:** IN THIS CONTEXT, "SMART HOME DEVICES" INCLUDE SMART SPEAKERS (E.G. AMAZON ECHO OR APPLE HOMEPOD), SMART UTILITY DEVICES (E.G. REMOTELY CONTROLLED LIGHTS AND THERMOSTATS), SMART SECURITY SYSTEMS (E.G. REMOTELY CONTROLLED DOORBELLS), OR 'OTHER' SMART-HOME DEVICES (AS DETERMINED AT THE SURVEY RESPONDENT'S DISCRETION).

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OVERVIEW OF THE SMART HOME DEVICE MARKET

VALUE OF THE GLOBAL MARKET FOR SMART HOME DEVICES, WITH VALUE BY DEVICE SUB-CATEGORY (IN U.S. DOLLARS)

NUMBER OF HOMES WITH SMART HOME DEVICES

134.1
MILLION

TOTAL ANNUAL VALUE OF SMART HOME DEVICES MARKET

$73.72
BILLION

VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET*

$17.16
BILLION

VALUE OF SMART HOME APPLIANCES MARKET

$16.97
BILLION

VALUE OF SMART HOME SECURITY DEVICE MARKET

$15.93
BILLION

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET

$10.47
BILLION

VALUE OF SMART HOME COMFORT & LIGHTING MARKET

$7.34
BILLION

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET

$5.84
BILLION

SOURCE: STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSED JANUARY 2020). FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2019, IN U.S. DOLLARS. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. ***NOTES:** THE "CONTROL AND CONNECTIVITY" SEGMENT INCLUDES HUBS AND INTERFACES FOR "INTELLIGENT HOME NETWORKS" (E.G. SMART SPEAKERS, CENTRAL CONTROL UNITS, SMART PLUGS, ETC.).

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AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (IN U.S. DOLLARS)

PENETRATION OF SMART HOME DEVICES*

7.2%

ARPU*: COMBINED SPEND ON ALL SMART HOME DEVICES

$550

ARPU*: SMART HOME CONTROL & CONNECTIVITY DEVICES

$137

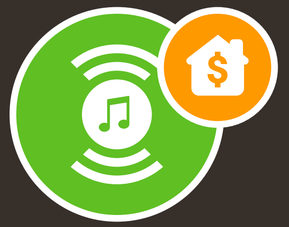
ARPU*: SMART HOME APPLIANCES

$286

ARPU*: SMART HOME SECURITY DEVICES

$238

ARPU*: SMART HOME ENTERTAINMENT DEVICES



$112

ARPU*: SMART HOME COMFORT & LIGHTING

$81

ARPU*: SMART HOME ENERGY MANAGEMENT

$85

SOURCE: STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSED JANUARY 2020). FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUE FOR 2019, IN U.S. DOLLARS. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. ***NOTES:** IN THIS CONTEXT, "PENETRATION" REFERS TO THE NUMBER OF HOMES WITH SMART HOME DEVICES, AND "ARPU" REFERS TO AVERAGE REVENUE PER HOME WITH A SMART DEVICE.

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SMART HOME MARKET: ANNUAL VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE SIZE AND VALUE OF THE SMART HOME MARKET, WITH DETAIL BY SUB-CATEGORY

ANNUAL CHANGE IN SMART HOME PENETRATION*

+33%

Y-O-Y VALUE CHANGE: OVERALL SMART HOME DEVICES MARKET

+28%

Y-O-Y VALUE CHANGE: SMART HOME CONTROL & CONNECTIVITY MARKET

+31%

Y-O-Y VALUE CHANGE: SMART HOME APPLIANCES MARKET

+32%

Y-O-Y VALUE CHANGE: SMART HOME SECURITY DEVICE MARKET

+26%

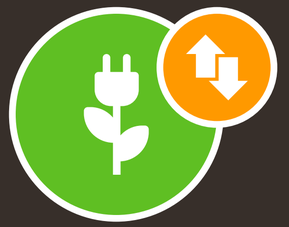
Y-O-Y VALUE CHANGE: SMART HOME ENTERTAINMENT DEVICE MARKET

+21%

Y-O-Y VALUE CHANGE: SMART HOME COMFORT & LIGHTING MARKET

+29%

Y-O-Y VALUE CHANGE: SMART HOME ENERGY MANAGEMENT MARKET



+29%

SOURCE: STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSED JANUARY 2020). GROWTH FIGURES REPRESENT THE YEAR-ON-YEAR CHANGE IN ESTIMATES OF FULL-YEAR REVENUE FOR 2019 COMPARED TO 2018. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. ***NOTES:** "PENETRATION" REFERES TO THE NUMBER OF HOMES WITH SMART HOME DEVICES. "Y-O-Y VALUE CHANGE" FIGURES REFER TO THE YEAR-ON-YEAR CHANGE IN REVENUE.

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HOOTSUITE'S PERSPECTIVE: BEST-IN-CLASS EXAMPLES

BUILDING CONFIDENCE

Spectrum Health: To encourage advocacy among its 31,000 employees, Spectrum Health created a structure within its social strategy that gave employees trusted content they felt empowered to share. By building out digital skill sets internally, Spectrum employees have become confident advocates, providing a better customer experience in the health care sector. Watch here.

PROVIDING CONNECTION

Sodexo: Amid privacy concerns and the rise of private messaging channels, Sodexo uses the power of 1:1 connection and peer-to-peer trust on social media to create meaningful relationships with students on campus. Watch here.

ENABLING CONVENIENCE

Adobe: Experiences matter more than products for today's consumers. To meet these high expectations and provide a unified customer experience, Adobe builds a 360-degree view of the customer through social data and insights across the entire company. Watch here.

Click here for more Hootsuite insights into the Future of Customer Engagement.

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WE ARE SOCIAL'S PERSPECTIVE: INTERNET IN 2020

SHIFTS IMPACTING OUR ONLINE BEHAVIOUR

CULTURAL CROSSFIT

People have often been forced to engage with cultural interests in isolation, but that doesn't reflect the way they consume. Tastes are flexible and multifaceted. And driven by openness to collaboration among brands and platforms, cultural convergence is more far reaching than ever.

In 2020, brands will look to reflect people's relationship with culture in flexible and adaptive ways

VIRTUAL SELVES

Avatars were once exclusive to gamer communities. But digital versions of ourselves are now commonplace internet-wide. Whether the iOS Memoji Keyboard, Facebook Horizon, Instagram's AR filters, Fortnite or VR chat, people will increasingly be creating and customising avatars across platforms.

In 2020, brands will engage with people's digital avatars in more meaningful ways

OVERT PRIVACY

People want control over their digital footprints, looking to hide from brands, platforms, and even their outer circles, by moving into more intimate social spaces. With tools like Instagram 'Close Friends' and Facebook Groups gaining traction, the public feed feels less important than ever.

In 2020, brands will participate in more intimate conversations with their core customers

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SOCIAL MEDIA IN 2020

JAN 2020

SOCIAL MEDIA USE AROUND THE WORLD

BASED ON THE NUMBER OF MONTHLY ACTIVE USERS OF TOP SOCIAL MEDIA PLATFORMS IN EACH COUNTRY OR TERRITORY

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS

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3.80
BILLION

SOCIAL MEDIA PENETRATION (USERS vs. TOTAL POPULATION*)

49%

ANNUAL GROWTH IN THE TOTAL NUMBER OF SOCIAL MEDIA USERS

KEPIOS

+9.2%

TOTAL NUMBER OF SOCIAL MEDIA USERS ACCESSING VIA MOBILE PHONES

global web index

3.75
BILLION

PERCENTAGE OF TOTAL SOCIAL MEDIA USERS ACCESSING VIA MOBILE

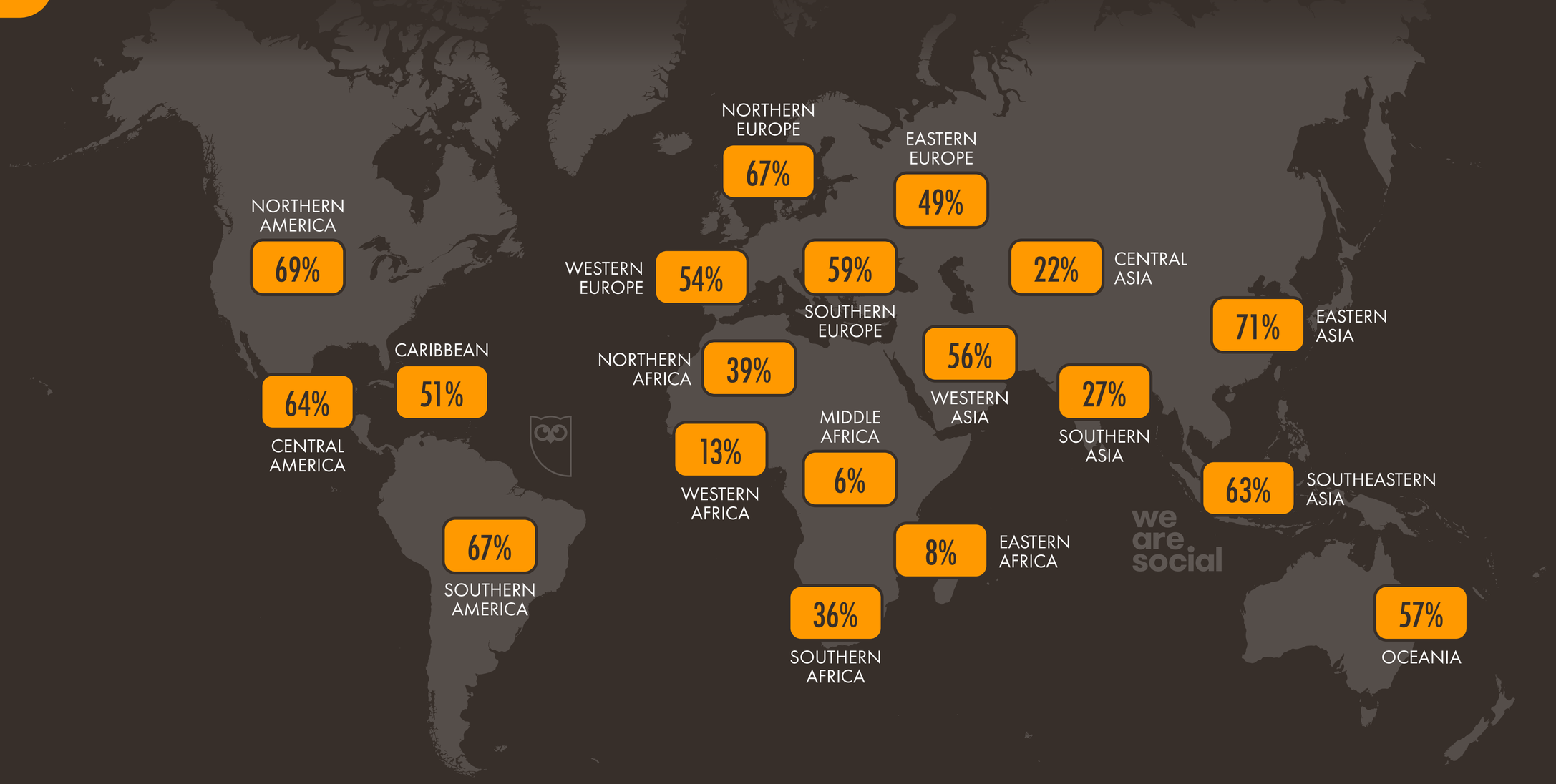
99%

SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020). ***NOTES:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

JAN 2020

SOCIAL MEDIA USE vs. TOTAL POPULATION BY REGION

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS IN EACH REGION COMPARED TO TOTAL POPULATION, REGARDLESS OF AGE



SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020). ***NOTES:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME.
◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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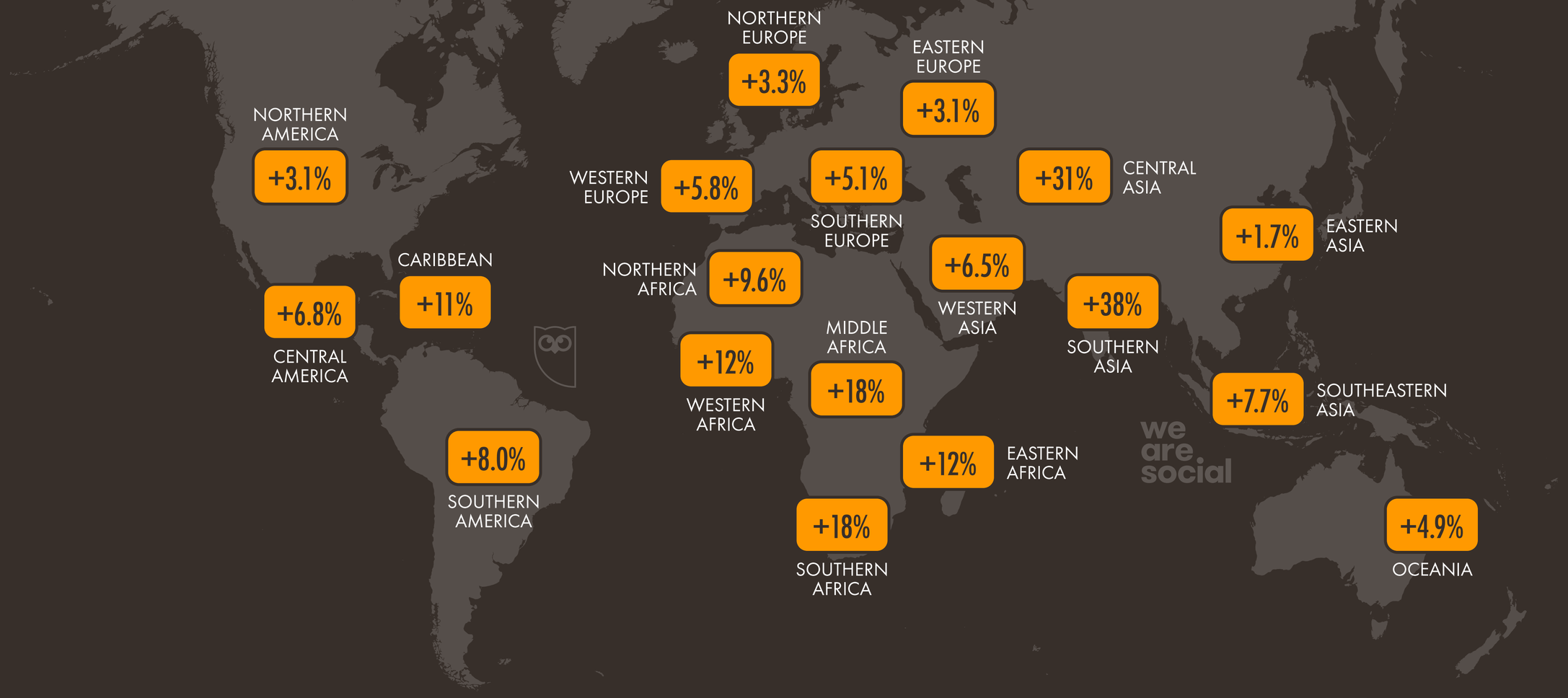
GROWTH IN SOCIAL MEDIA USER NUMBERS BY REGION

CHANGE IN THE TOTAL NUMBER OF PEOPLE USING SOCIAL MEDIA BETWEEN APRIL 2019 AND JANUARY 2020*



SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020). **NOTES:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. ***NOTE:** WE HAVE BEEN UNABLE TO RE-BASE HISTORICAL USER NUMBERS FROM BEFORE APRIL 2019.

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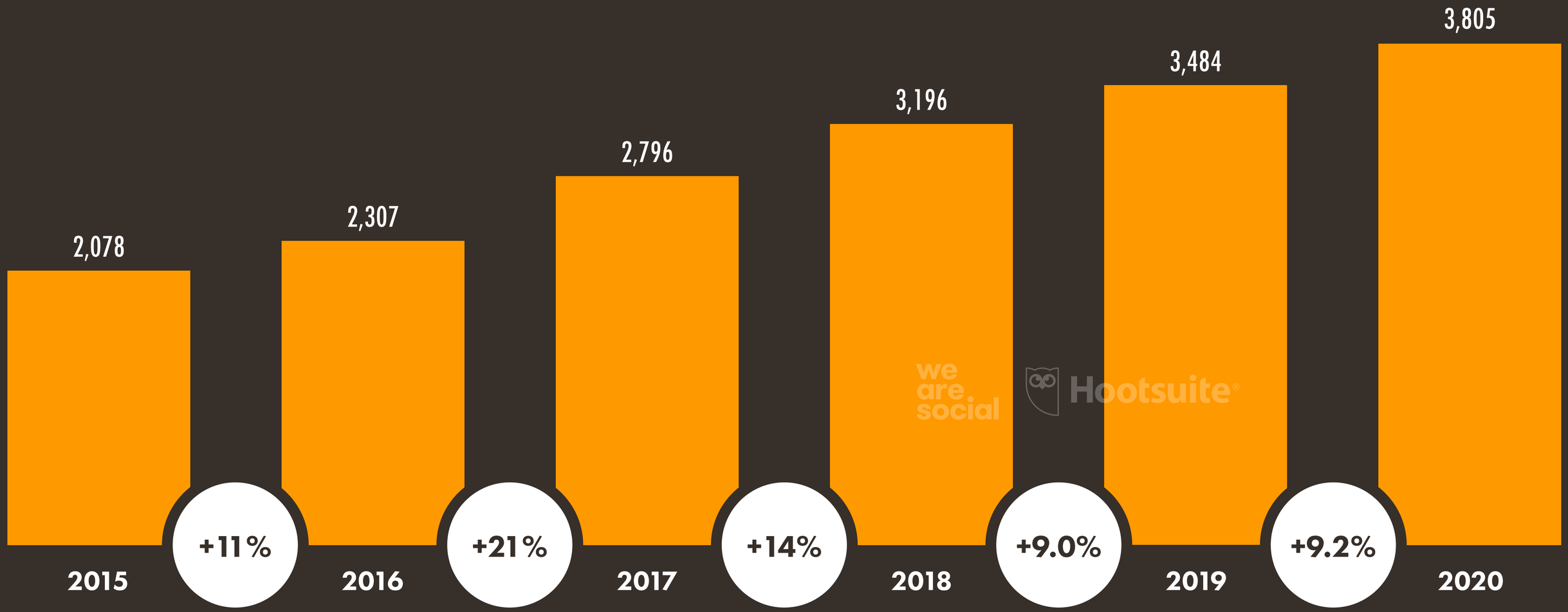
SOCIAL MEDIA USER NUMBERS OVER TIME

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS BY YEAR, WITH YEAR-ON-YEAR CHANGE

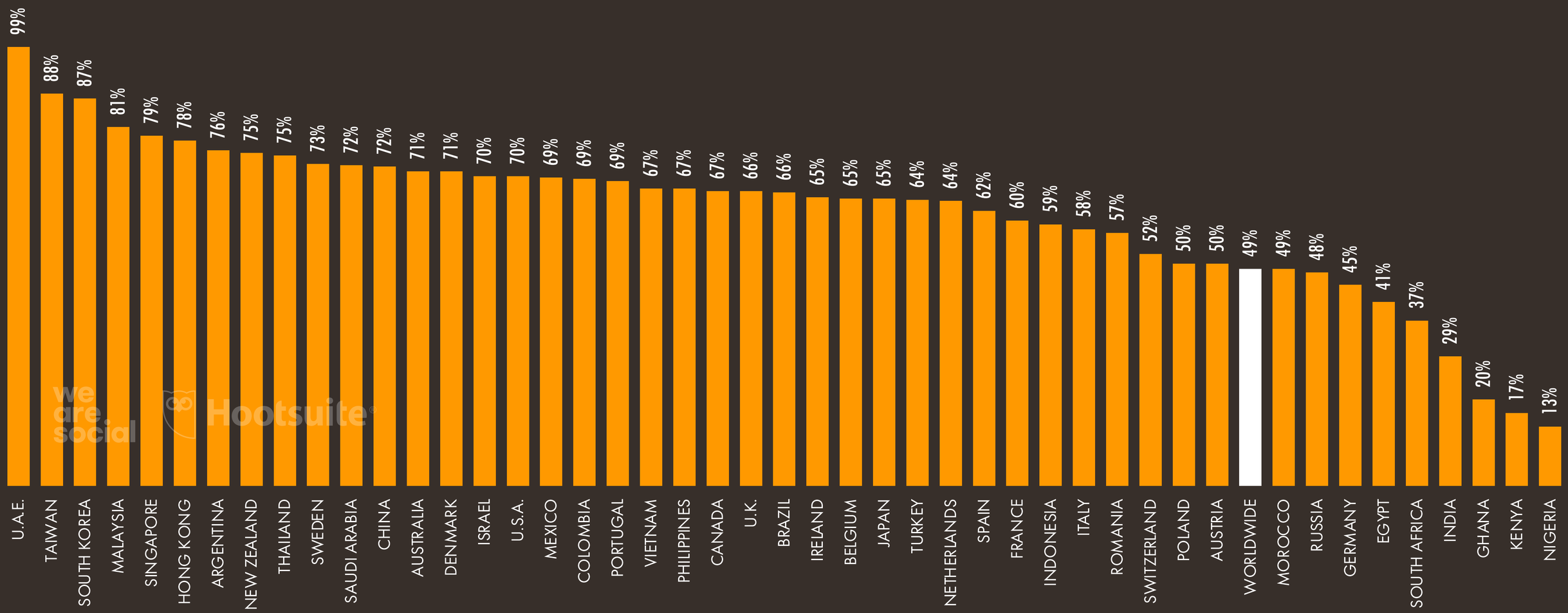


SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR; TECHRASA; NIKI AGHAEI; ARAB SOCIAL MEDIA REPORT; ROSE.RU (ALL LATEST DATA AVAILABLE IN JANUARY 2020). ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

JAN 2020

SOCIAL MEDIA PENETRATION

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS COMPARED TO TOTAL POPULATION, REGARDLESS OF AGE



SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020). ***NOTES:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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SOCIAL MEDIA PENETRATION RANKINGS

COUNTRIES AND TERRITORIES* WITH THE HIGHEST AND LOWEST LEVELS OF OVERALL SOCIAL MEDIA USE (REGARDLESS OF AGE)

HIGHEST LEVELS OF SOCIAL MEDIA PENETRATION

#	HIGHEST PENETRATION	%	Nº OF USERS
01=	KUWAIT	99%	4,200,000*
01=	QATAR	99%	2,830,000*
01=	U.A.E.	99%	9,730,000*
04	BRUNEI	94%	410,000
05	MALTA	91%	400,000
06	ARUBA	90%	96,000
07	CAYMAN IS.	89%	58,000
08	TAIWAN	88%	21,000,000
09	SOUTH KOREA	87%	44,731,000
10	BAHRAIN	84%	1,400,000

LOWEST LEVELS OF SOCIAL MEDIA PENETRATION

#	LOWEST PENETRATION	%	Nº OF USERS
213	NORTH KOREA	0.0%	[N/A]
212	ERITREA	0.6%	22,000
211	SUDAN	0.7%	300,000
210	TURKMENISTAN	1.2%	72,000
209	CHAD	2.0%	330,000
208	NIGER	2.1%	490,000
207	CENTRAL AFRICAN REP.	2.5%	120,000
206	SOUTH SUDAN	2.5%	280,000
205	MALAWI	2.7%	510,000
204	DEM. REP. OF THE CONGO	3.5%	3,100,000

SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020). ***NOTES:** FIGURES DENOTED BY (*) HAVE BEEN CAPPED AT 99% OF THE TOTAL POPULATION. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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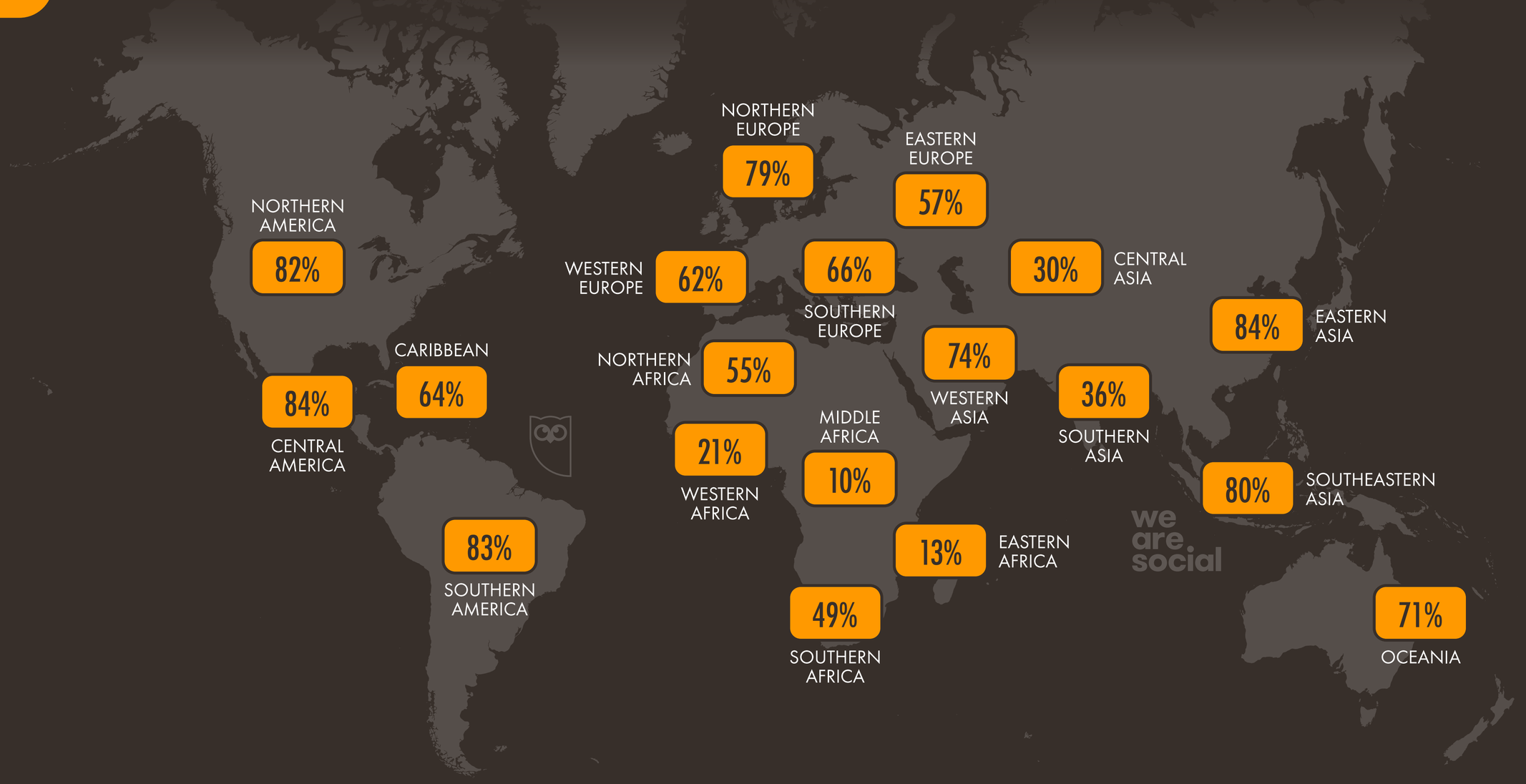
SOCIAL MEDIA USE BY ELIGIBLE AUDIENCES

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS IN EACH REGION COMPARED TO POPULATION AGED 13+



SOURCES: SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU. ***NOTES:** FIGURES COMPARE THE TOTAL NUMBER OF SOCIAL MEDIA USERS TO POPULATIONS AGED 13 AND ABOVE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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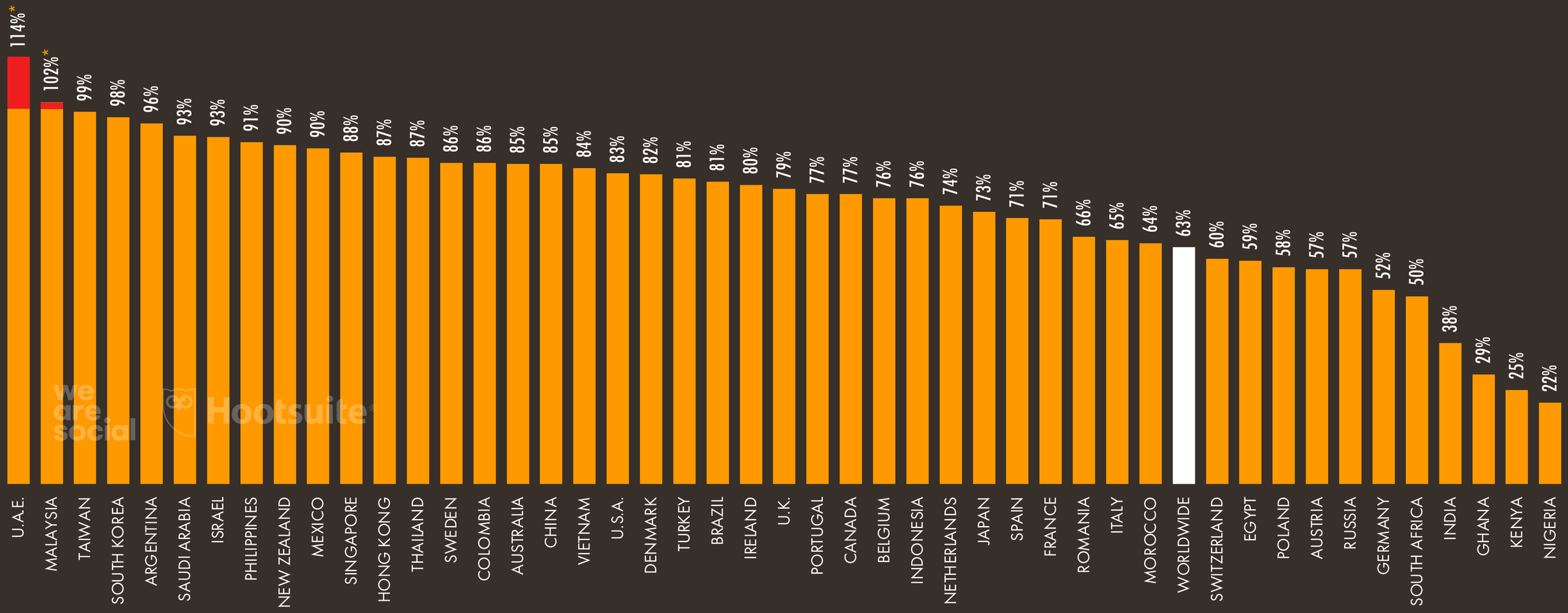
SOCIAL MEDIA USE BY ELIGIBLE AUDIENCES

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS COMPARED TO POPULATION AGED 13+



SOURCES: SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU. ***ADVISORY:** TECHNICALLY, IT IS NOT POSSIBLE FOR THESE PERCENTAGES TO EXCEED 100%, BUT WE HAVE OPTED TO REPORT PLATFORMS' PUBLISHED DATA AS-IS TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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RANKING OF SOCIAL MEDIA USE BY ELIGIBLE AUDIENCES

COUNTRIES AND TERRITORIES* WITH THE HIGHEST AND LOWEST LEVELS OF SOCIAL MEDIA USE AMONGST POPULATIONS AGED 13+

HIGHEST RATES OF SOCIAL MEDIA USE vs. POPULATIONS AGED 13+

#	HIGHEST ELIGIBLE USE RATE	% 13+	TOTAL USERS
01	KUWAIT	122%*	4,200,000
02	BRUNEI	117%*	410,000
03	U.A.E.	114%*	9,730,000
04	QATAR	113%*	2,830,000
05	ARUBA	106%*	96,000
06	GUAM	105%*	140,000
07	MALTA	104%*	400,000
08	MALAYSIA	102%*	26,000,000
09	BAHRAIN	100%	1,400,000
10	TAIWAN	99%	21,000,000

LOWEST RATES OF SOCIAL MEDIA USE vs. POPULATIONS AGED 13+

#	LOWEST ELIGIBLE USE RATE	% 13+	TOTAL USERS
213	NORTH KOREA	0.0%	[N/A]
212	ERITREA	1.0%	22,000
211	SUDAN	1.1%	300,000
210	TURKMENISTAN	1.7%	72,000
209	CHAD	3.5%	330,000
208	NIGER	3.7%	490,000
207	SOUTH SUDAN	4.0%	280,000
206	CENTRAL AFRICAN REP.	4.1%	120,000
205	MALAWI	4.4%	510,000
204	DEM. REP. OF CONGO	6.0%	3,100,000

SOURCES: SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU. COUNTRIES / TERRITORIES WITH POPULATIONS OF 50,000+ PEOPLE ONLY. ***ADVISORY:** TECHNICALLY, IT IS NOT POSSIBLE FOR THESE PERCENTAGES TO EXCEED 100%, BUT WE HAVE OPTED TO REPORT PLATFORMS' PUBLISHED DATA AS-IS TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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SOCIAL MEDIA GROWTH RANKINGS: RELATIVE CHANGE

COUNTRIES AND TERRITORIES* WITH THE HIGHEST PERCENTAGE CHANGE IN SOCIAL MEDIA USERS (JAN 2020 vs. APR 2019*)

#	HIGHEST RELATIVE GROWTH	▲%	▲ USERS
01	CHAD	+252%	+240,000
02	GUINEA-BISSAU	+89%	+120,000
03	TURKMENISTAN	+68%	+29,000
04	FED. STATES OF MICRONESIA	+58%	+13,000
05	TAJIKISTAN	+49%	+220,000
06	INDIA	+48%	+130,000,000
07	UZBEKISTAN	+44%	+970,000
08	IRAN	+39%	+9,400,000
09	BURKINA FASO	+35%	+410,000
10	MALAWI	+34%	+130,000

#	HIGHEST RELATIVE GROWTH	▲%	▲ USERS
11	KYRGYZSTAN	+33%	+620,000
12	KIRIBATI	+31%	+10,000
13	EQUATORIAL GUINEA	+31%	+24,000
14	LESOTHO	+29%	+97,000
15	DEM. REP. OF THE CONGO	+28%	+680,000
16	UGANDA	+27%	+530,000
17	KAZAKHSTAN	+26%	+1,900,000
18	SOUTH SUDAN	+26%	+57,000
19	COMOROS	+23%	+32,000
20	BURUNDI	+22%	+96,000

SOURCES: KEPIOS ANALYSIS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020).
***NOTES:** FACEBOOK REVISED THEIR REPORTING METHODOLOGY IN MARCH 2019, AND WE HAVE BEEN UNABLE TO REBASE HISTORICAL DATA FROM BEFORE APRIL 2019. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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SOCIAL MEDIA GROWTH RANKINGS: ABSOLUTE CHANGE

COUNTRIES AND TERRITORIES* WITH THE LARGEST CHANGE IN THE ABSOLUTE NUMBER OF SOCIAL MEDIA USERS (JAN 2020 vs. APR 2019*)

#	LARGEST ABSOLUTE GROWTH	▲ USERS	▲%
01	INDIA	+130,000,000	+48%
02	CHINA	+15,000,000	+1.5%
03	INDONESIA	+12,000,000	+8.1%
04	BRAZIL	+11,000,000	+8.2%
05	IRAN	+9,400,000	+39%
06	U.S.A.	+6,900,000	+3.1%
07	PHILIPPINES	+5,800,000	+8.6%
08	VIETNAM	+5,700,000	+9.6%
09	MEXICO	+5,300,000	+6.3%
10	SOUTH AFRICA	+3,500,000	+19%

#	LARGEST ABSOLUTE GROWTH	▲ USERS	▲%
11	NIGERIA	+3,400,000	+14%
12	COLOMBIA	+3,400,000	+11%
13	JAPAN	+3,000,000	+3.8%
14	BANGLADESH	+3,000,000	+9.1%
15	EGYPT	+2,900,000	+7.3%
16	ALGERIA	+2,400,000	+12%
17	PAKISTAN	+2,400,000	+7.0%
18	THAILAND	+2,300,000	+4.7%
19	GERMANY	+2,300,000	+6.5%
20	ARGENTINA	+2,200,000	+6.9%

SOURCES: KEPIOS ANALYSIS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020). ***NOTES:** FACEBOOK REVISED THEIR REPORTING METHODOLOGY IN MARCH 2019, AND WE HAVE BEEN UNABLE TO REBASE HISTORICAL DATA FROM BEFORE APRIL 2019. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES IN THE "▲ USERS" COLUMN HAVE BEEN ROUNDED. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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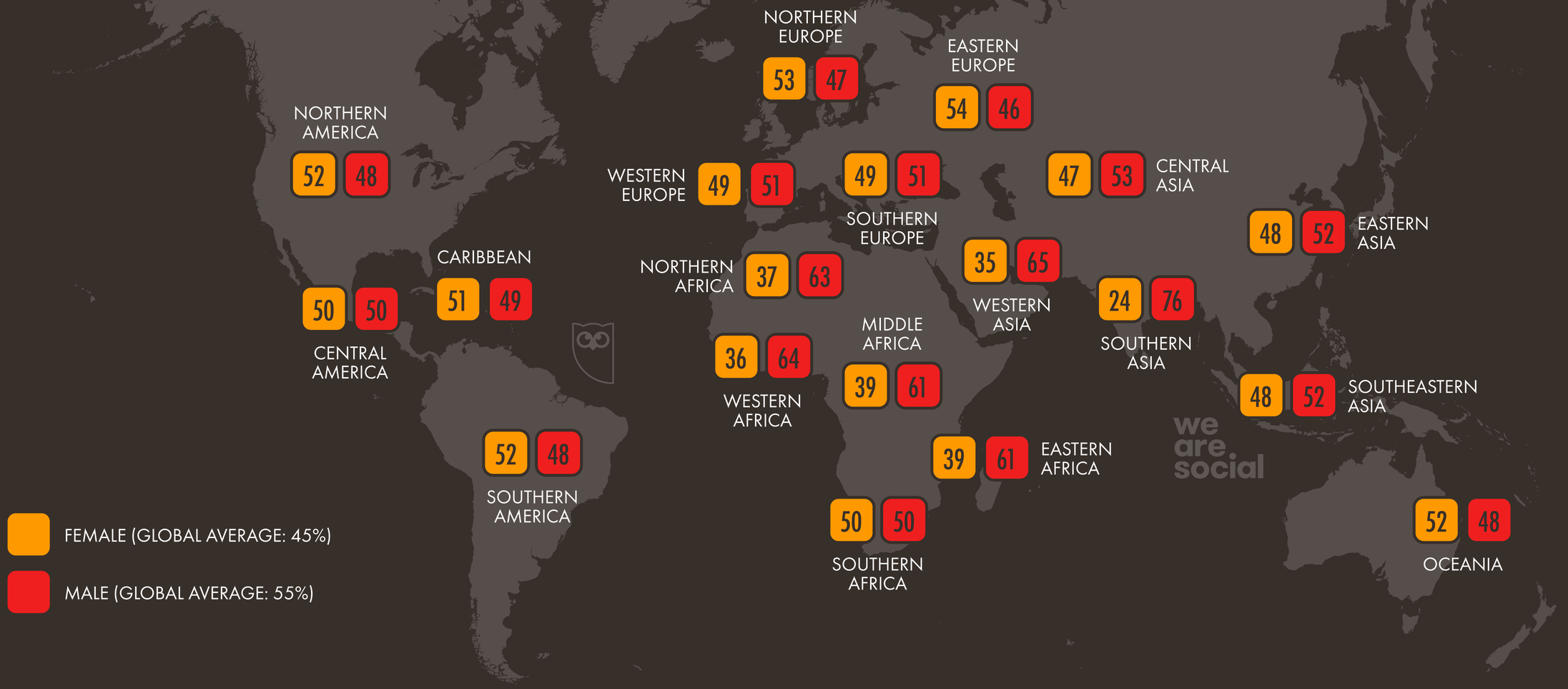
SHARE OF SOCIAL MEDIA USERS BY GENDER

FEMALE AND MALE SOCIAL MEDIA USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE SOCIAL MEDIA USERS*, BY REGION



SOURCES: SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; KEPIOS ANALYSIS (ALL LATEST DATA AVAILABLE IN JANUARY 2020). DATA FOR CHINA BASED ON SHARE OF TOTAL INTERNET USERS. ***NOTE:** MANY SOCIAL MEDIA PLATFORMS DO NOT REPORT USER DATA FOR GENDERS OTHER THAN 'FEMALE' OR 'MALE, SO PERCENTAGES ON THIS CHART ARE ONLY REFLECTIVE OF THOSE GENDERS' RESPECTIVE SHARE OF THE COMBINED TOTAL OF FEMALE AND MALE USERS. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME.

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SOCIAL MEDIA GENDER COMPARISON RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST SHARE OF SOCIAL MEDIA USERS BY GENDER*

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT FEMALE SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	BELARUS	58%	1,900,000
02	UKRAINE	57%	11,000,000
03	U.S. VIRGIN IS.	56%	14,000
04	VENEZUELA	56%	6,700,000
05	KAZAKHSTAN	56%	5,300,000
06	FED. STATES OF MICRONESIA	56%	20,000
07	MOLDOVA	55%	770,000
08	HONG KONG	55%	3,100,000
09	LATVIA	55%	570,000
10	CURAÇAO	55%	68,000

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT MALE SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	YEMEN	85%	2,200,000
02	AFGHANISTAN	84%	3,000,000
03	CHAD	82%	270,000
04	NIGER	81%	400,000
05	PAKISTAN	79%	29,000,000
06	TAJIKISTAN	79%	520,000
07	SOUTH SUDAN	78%	220,000
08	INDIA	76%	305,000,000
09=	MALI	74%	1,200,000
09=	QATAR	74%	2,200,000

SOURCES: KEPIOS ANALYSIS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020); GLOBALWEBINDEX (Q3 2019). ***NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. GENDER DEFINITIONS AND ATTRIBUTION AS PER DATA IN SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS, MOST OF WHICH ONLY INCLUDE DATA FOR BINARY 'MALE' OR 'FEMALE'. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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SOCIAL MEDIA BEHAVIOURS

PERSPECTIVES ON HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA

VISITED OR USED A SOCIAL NETWORK OR MESSAGING SERVICE IN THE PAST MONTH

97%

ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH

87%

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA

2H 24M

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*

8.6

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES

43%

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***NOTE:** FIGURE FOR SOCIAL MEDIA ACCOUNTS MAY NOT INDICATE ACTIVE USE OF ALL ACCOUNTS EVERY MONTH.

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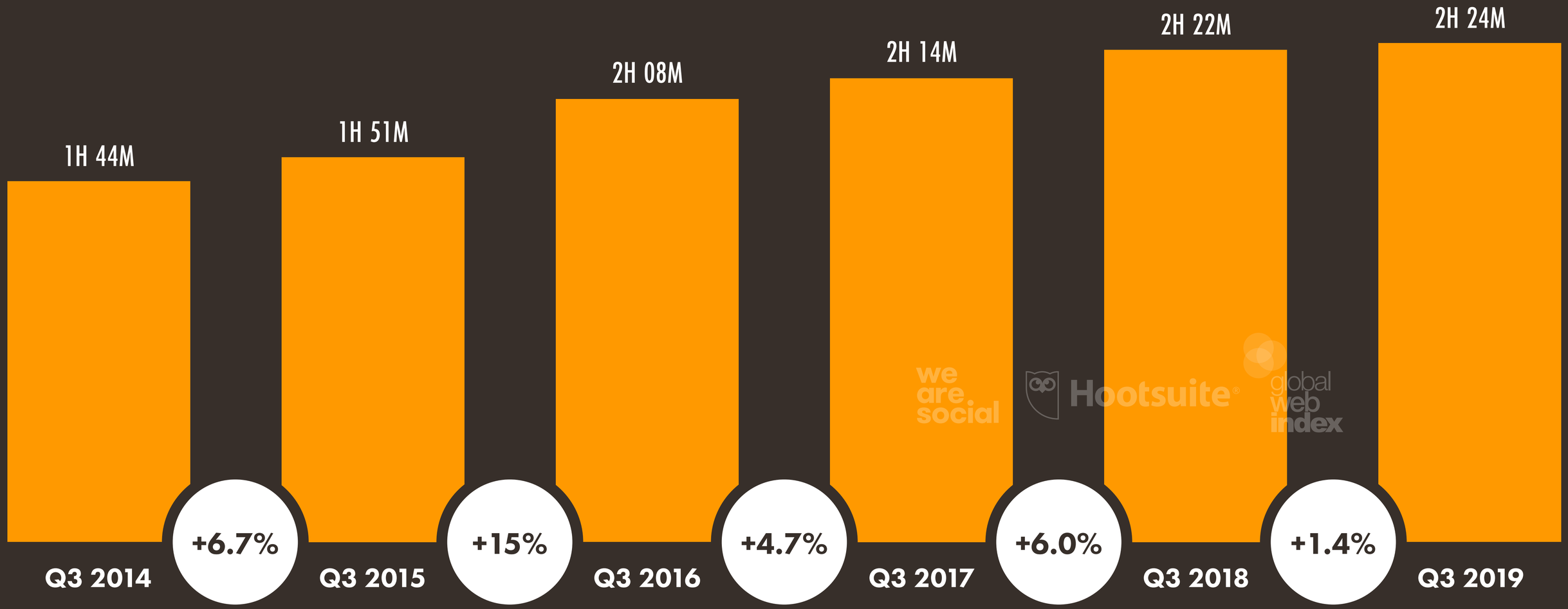
EVOLUTION IN THE DAILY TIME SPENT ON SOCIAL MEDIA

EVOLUTION IN THE AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA VIA ANY DEVICE



SOURCE: GLOBALWEBINDEX (VARIOUS DATA PERIODS, AS DETAILED BELOW EACH OF THE BARS IN THE CHART ABOVE). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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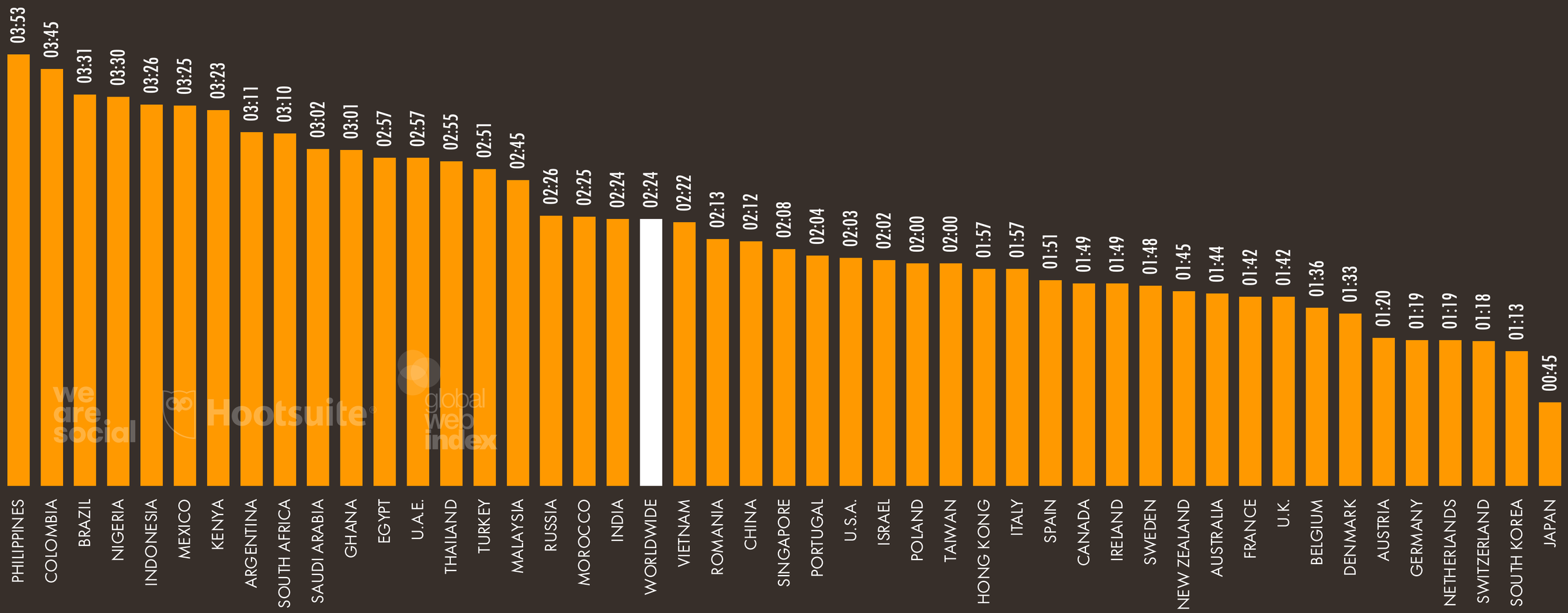
DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE DAILY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA ON ANY DEVICE



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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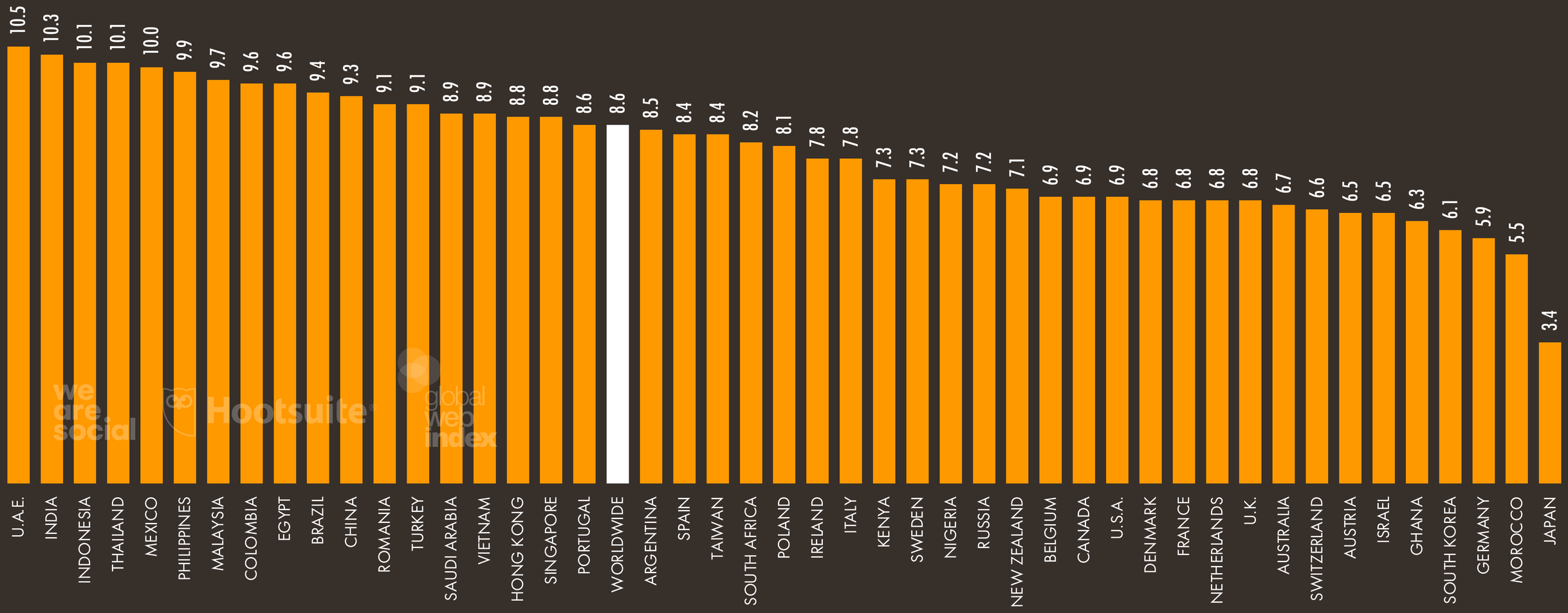
AVERAGE NUMBER OF SOCIAL ACCOUNTS PER PERSON

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS ON WHICH INTERNET USERS AGED 16 TO 64 HAVE ACCOUNTS (NOT NECESSARILY ACTIVE USERS*)



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***NOTE:** FIGURES REPRESENT THE AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS ON WHICH SURVEY RESPONDENTS REPORT HAVING AN ACCOUNT, AND DO NOT NECESSARILY INDICATE ACTIVE USE ACROSS ALL ACCOUNTS OR PLATFORMS.

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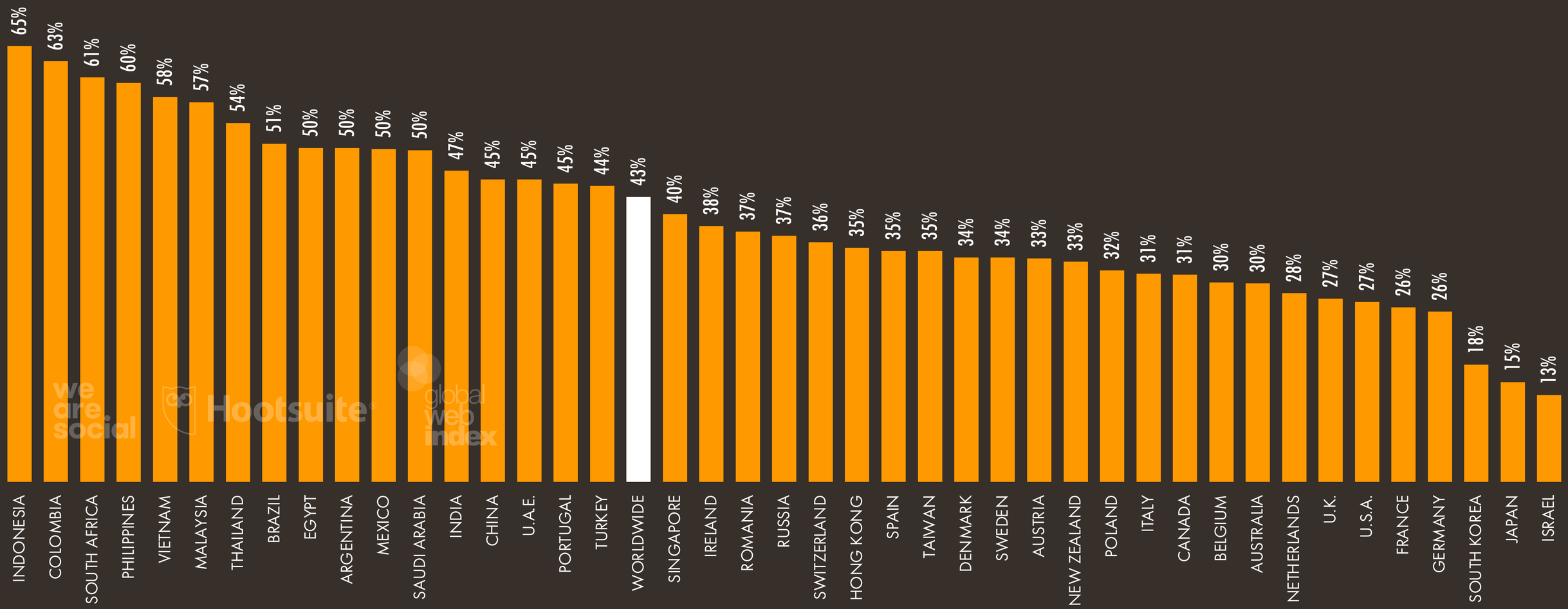
INDIVIDUAL USE OF SOCIAL MEDIA FOR WORK

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE SOCIAL MEDIA FOR WORK PURPOSES



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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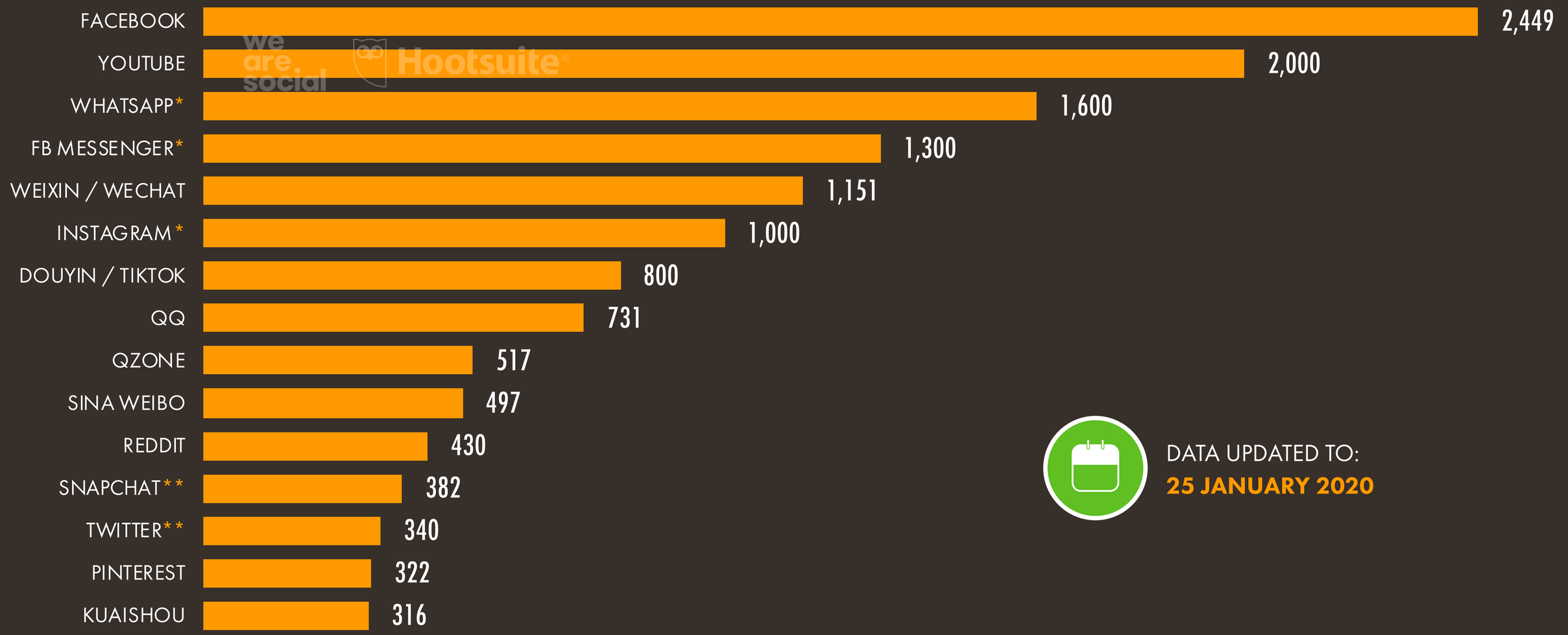
THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, ADVERTISING AUDIENCES, OR UNIQUE MONTHLY VISITORS (IN MILLIONS)



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DATA UPDATED TO:
25 JANUARY 2020

SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS (ALL LATEST AVAILABLE DATA). **NOTES:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS. PLATFORMS IDENTIFIED BY (**) DO NOT PUBLISH MAU DATA. FIGURES FOR TWITTER AND SNAPCHAT USE EACH PLATFORM'S LATEST ADVERTISING AUDIENCE REACH, AS REPORTED IN EACH PLATFORM'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020).

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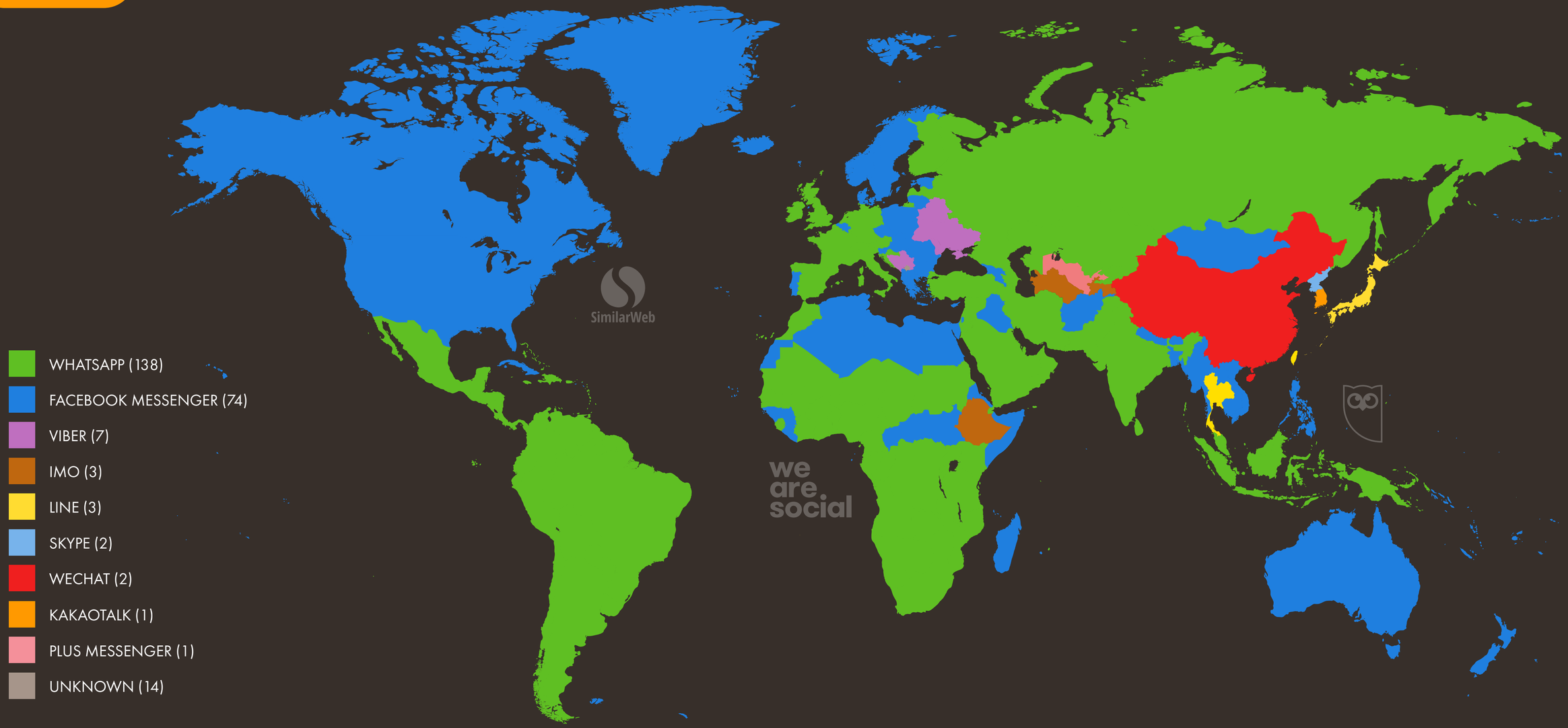
TOP MESSENGER APPS AROUND THE WORLD

THE MOST ACTIVE MESSENGER APP* IN EACH COUNTRY OR TERRITORY IN DECEMBER 2019



SOURCE: SIMILARWEB (JANUARY 2020). ***NOTES:** RANKINGS ARE BASED ON MESSENGER APPS WITH THE HIGHEST NUMBER OF AVERAGE DAILY ANDROID APP USERS IN EACH RESPECTIVE COUNTRY OR TERRITORY DURING DECEMBER 2019. FIGURES IN PARENTHESES IN THE LEGEND DENOTE THE NUMBER OF COUNTRIES OR TERRITORIES IN WHICH EACH APP IS THE TOP-RANKED MESSENGER. FIGURE FOR FACEBOOK MESSENGER INCLUDES MESSENGER LITE.

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WE ARE SOCIAL'S PERSPECTIVE: SOCIAL IN 2020

SHIFTS IN HOW PEOPLE BEHAVE AND INTERACT ON SOCIAL

BAD INFLUENCE

Being a creator has lost its lo-fi sheen; many lifestyle influencers lead unrelatable lives, while celebrity 'creators' like Will Smith are blowing up on platforms like YouTube and TikTok. As a result, there's a growing backlash against influencer culture and the metrics that drive it.

In 2020, brands will look beyond likes, followers and reach to generate genuine engagement

ADDED VALUE

The internet has long been a wild west where intellectual property is barely there. But in a maturing digital frontier, creators have grown dedicated audiences who not only see value in their content, but recognise their style anywhere. As a result, communities are rallying to protect creators.

In 2020, brands will take greater steps to ensure they're being respectful of digital communities

RUNNING COMMENTARY

Audiences are increasingly willing to invest time and attention in content and narratives they deem to have a higher value. This isn't about a shift back to traditional media. It's about longer, more complex content designed to be consumed in-platform and on smaller screens.

In 2020, brands will tell more complex stories across multiple touchpoints on social

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HOOTSUITE'S PERSPECTIVE: SOCIAL MEDIA TRENDS

BRANDS BALANCE PUBLIC AND PRIVATE ENGAGEMENT

Though the rise of private messaging is important, public social media feeds remain a critical space for brand discovery and customer acquisition. The key is creating a seamless experience across both worlds while balancing automation and human connection.

EMPLOYERS TAKE CENTER STAGE IN A DIVIDED WORLD

Employees expect their organizations to lead the way in making the world a better place. Progressive organizations are amplifying their company purpose with employee advocacy on social media, putting to work the inextricable link between employee and customer experience.

TIKTOK SHAKES UP THE STATUS QUO

Only time will tell if the TikTok hype will last, but its popularity tells us a lot about the future of social content. Marketers should use these insights to adapt their strategies on established networks for the next generation on social.

SOCIAL MARKETING AND PERFORMANCE MARKETING COLLIDE

Social marketers are facing increasing pressure to expand the scope of their work. Leading teams are building out holistic skill sets that can drive both short-term conversions and long-term strategies to build brand equity and differentiation.

THE SOCIAL PROOF GAP CLOSES

ROI and measurement continue to be a challenge, but our analysis found that high-performing organizations follow three key best practices: uniting social data with other data for a holistic view, omnichannel integration, and using established attribution models from other channels.

Click here to read our full Social Media Trends 2020 report.

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HOOTSUITE'S PERSPECTIVE: BEST-IN-CLASS EXAMPLES

Leading hedge fund Citadel used public social feeds to raise awareness about the Data Open, a tournament aimed at recruiting bright young minds. On private channels, they helped students connect with each other and get career advice. They also built a Messenger chatbot that challenged students to solve complex math problems—those who could beat the bot got their resumes sent to the front of the line for consideration.

JOB APPLICATIONS

74% increase in entry-level applications

ADVERTISING PERFORMANCE

200% higher click-through rate compared to previous advertising efforts around the tournament

SOCIAL MEDIA ENGAGEMENT

Over 5,500 new conversations generated via the chatbot

Click here to find more examples in our full Social Media Trends 2020 report.

FACEBOOK

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FACEBOOK AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK

NUMBER OF PEOPLE THAT FACEBOOK REPORTS CAN BE REACHED WITH ADVERTS ON FACEBOOK	SHARE OF POPULATION AGED 13+ THAT MARKETERS CAN REACH WITH ADVERTS ON FACEBOOK	QUARTER-ON-QUARTER CHANGE IN FACEBOOK'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE*
1.95 BILLION	**32%**	**+1.0%**	**44%**	**56%**

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (ACCESSED JANUARY 2020). **NOTE:** FACEBOOK DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. **ADVISORY:** FIGURES REPORTED ON THIS CHART ARE BASED ON FACEBOOK'S ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT MATCH TOTAL MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. NOTE THAT DATA MAY NOT BE COMPARABLE TO FIGURES PUBLISHED IN PREVIOUS REPORTS.

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FACEBOOK REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL FACEBOOK ADVERTISING REACH

#	COUNTRY	REACH	▲QOQ	▲QOQ
01	INDIA	260,000,000	-3.7%	-10,000,000
02	U.S.A.	180,000,000	0%	[UNCHANGED]
03	INDONESIA	130,000,000	+8.3%	+10,000,000
04	BRAZIL	120,000,000	0%	[UNCHANGED]
05	MEXICO	84,000,000	+2.4%	+2,000,000
06	PHILIPPINES	70,000,000	+2.9%	+2,000,000
07	VIETNAM	61,000,000	+1.7%	+1,000,000
08	THAILAND	47,000,000	0%	[UNCHANGED]
09	EGYPT	38,000,000	+2.7%	+1,000,000
10=	TURKEY	37,000,000	0%	[UNCHANGED]
10=	U.K.	37,000,000	0%	[UNCHANGED]
12	BANGLADESH	34,000,000	+6.3%	+2,000,000

#	COUNTRY	REACH	▲QOQ	▲QOQ
13	PAKISTAN	33,000,000	+3.1%	+1,000,000
14	COLOMBIA	32,000,000	0%	[UNCHANGED]
15	FRANCE	31,000,000	0%	[UNCHANGED]
16=	ARGENTINA	29,000,000	0%	[UNCHANGED]
16=	ITALY	29,000,000	0%	[UNCHANGED]
18	GERMANY	28,000,000	0%	[UNCHANGED]
19	NIGERIA	24,000,000	+4.3%	+1,000,000
20=	MALAYSIA	22,000,000	0%	[UNCHANGED]
20=	PERU	22,000,000	0%	[UNCHANGED]
22=	CANADA	21,000,000	0%	[UNCHANGED]
22=	MYANMAR	21,000,000	+5.0%	[UNCHANGED]
22=	SPAIN	21,000,000	-4.5%	[UNCHANGED]

SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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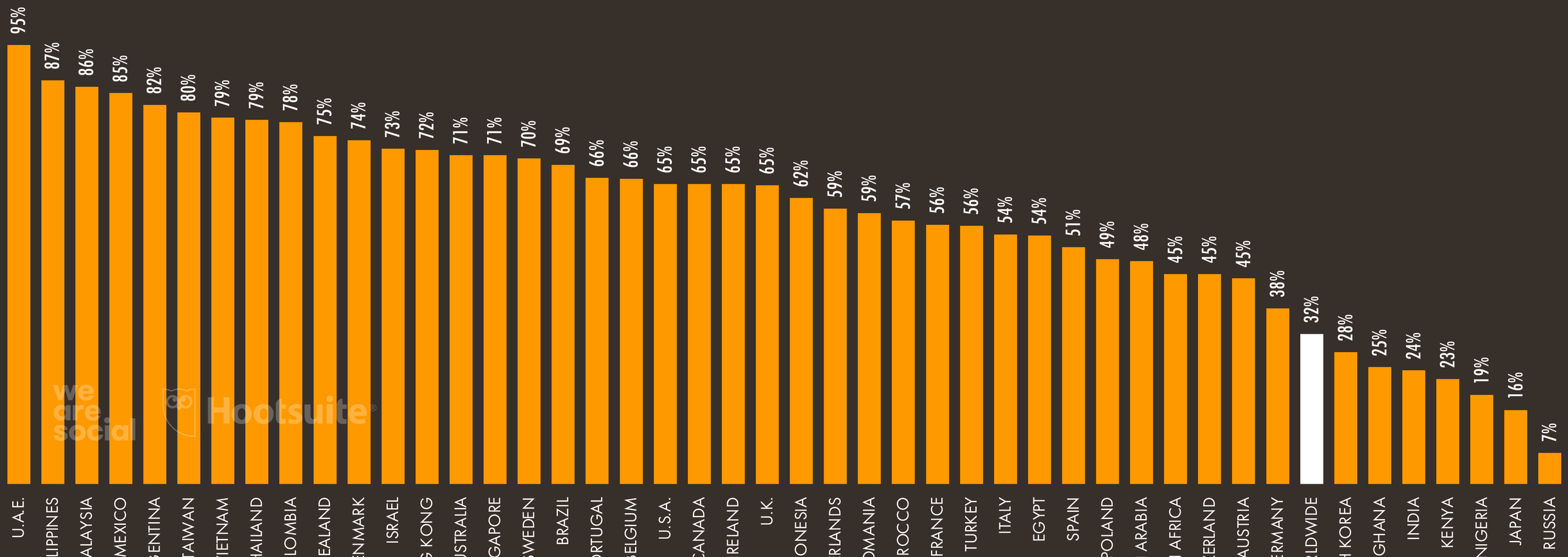
ELIGIBLE AUDIENCE REACH RATE: FACEBOOK

TOTAL POTENTIAL FACEBOOK ADVERTISING REACH COMPARED TO POPULATION AGED 13+



SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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FACEBOOK ELIGIBLE AUDIENCE REACH RATE RANKING

COUNTRIES AND TERRITORIES* WITH THE HIGHEST LEVELS OF POTENTIAL FACEBOOK ADVERTISING REACH COMPARED TO POPULATION AGED 13+

#	COUNTRY	% 13+	REACH	▲QOQ
01	ARUBA	96%	87,000	+1.2%
02	QATAR	96%	2,400,000	0%
03	U.A.E.	95%	8,100,000	+5.2%
04	MALTA	93%	360,000	0%
05	LIBYA	93%	4,800,000	+4.3%
06	SAMOA	91%	120,000	0%
07	TONGA	90%	66,000	+1.5%
08	ECUADOR	90%	12,000,000	+9.1%
09	MONGOLIA	90%	2,100,000	+5.0%
10	BRUNEI	89%	310,000	0%

#	COUNTRY	% 13+	REACH	▲QOQ
11	ICELAND	88%	250,000	-3.8%
12	PHILIPPINES	87%	70,000,000	+2.9%
13	MALAYSIA	86%	22,000,000	0%
14	PERU	86%	22,000,000	0%
15	MEXICO	85%	84,000,000	+2.4%
16	CYPRUS	84%	870,000	+2.4%
17	SEYCHELLES	84%	65,000	0%
18	BOLIVIA	83%	7,100,000	+2.9%
19	GUAM	83%	110,000	0%
20	ARGENTINA	82%	29,000,000	0%

SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU. ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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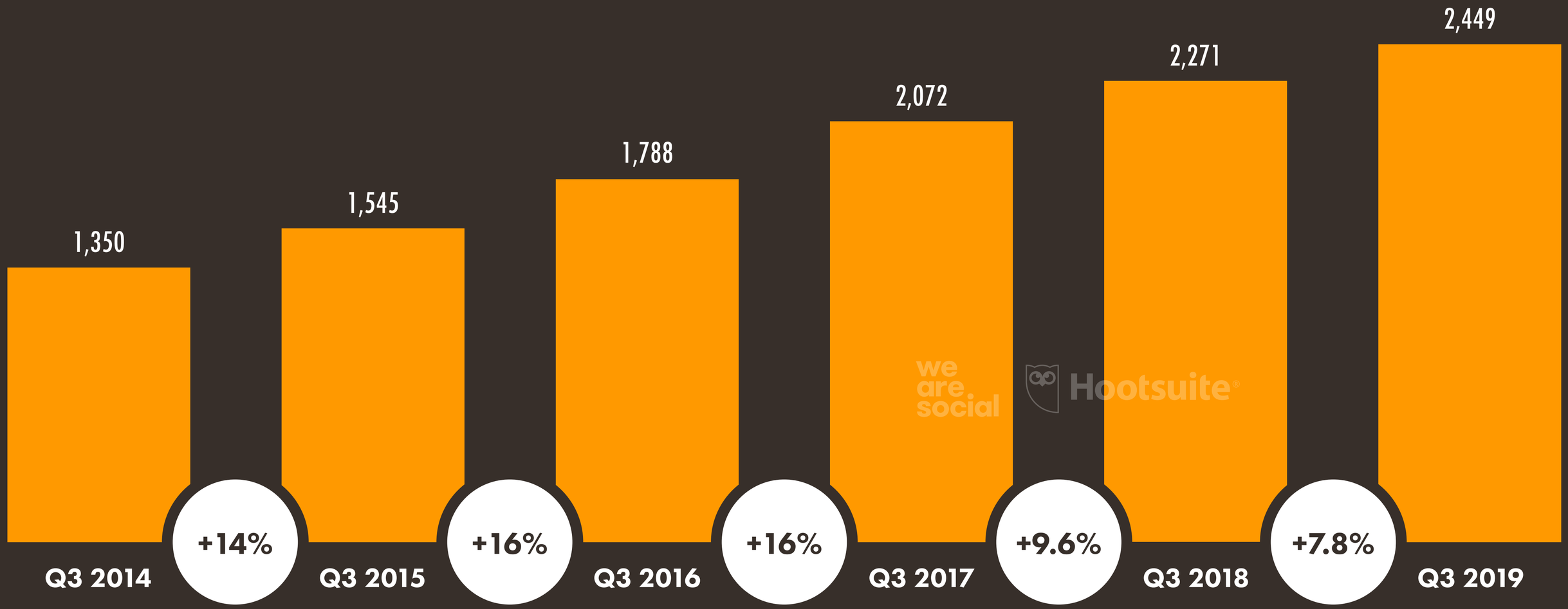
FACEBOOK'S MONTHLY ACTIVE USERS OVER TIME

THE LATEST REPORTED NUMBER OF MONTHLY ACTIVE FACEBOOK USERS AT THE START OF EACH YEAR, WITH ASSOCIATED YEAR-ON-YEAR CHANGE



SOURCE: FACEBOOK EARNINGS ANNOUNCEMENTS (ACCESSED JANUARY 2020). **NOTE:** THESE FIGURES REFER TO TOTAL MONTHLY ACTIVE FACEBOOK USERS, AND WILL NOT MATCH THE FACEBOOK ADVERTISING AUDIENCE FIGURES THAT WE REFERENCE ELSEWHERE IN THIS REPORT.

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FACEBOOK AUDIENCE: LARGEST INCREASES

COUNTRIES AND TERRITORIES* WITH THE GREATEST QUARTER-ON-QUARTER INCREASES IN POTENTIAL FACEBOOK ADVERTISING REACH

COUNTRIES AND TERRITORIES WITH THE GREATEST ABSOLUTE INCREASES

#	ABSOLUTE INCREASE	▲ USERS	▲%
01	INDONESIA	+10,000,000	+8.3%
02=	BANGLADESH	+2,000,000	+6.3%
02=	MEXICO	+2,000,000	+2.4%
02=	PHILIPPINES	+2,000,000	+2.9%
02=	SOUTH AFRICA	+2,000,000	+11%
06=	ECUADOR	+1,000,000	+9.1%
06=	EGYPT	+1,000,000	+2.7%
06=	MYANMAR	+1,000,000	+5.0%
06=	NIGERIA	+1,000,000	+4.3%
06=	PAKISTAN	+1,000,000	+3.1%
06=	SAUDI ARABIA	+1,000,000	+8.3%
06=	VIETNAM	+1,000,000	+1.7%

COUNTRIES AND TERRITORIES WITH THE GREATEST RELATIVE INCREASES

#	RELATIVE INCREASE	▲%	▲ USERS
01	GUINEA-BISSAU	+71%	+100,000
02	CHAD	+19%	+50,000
03	UZBEKISTAN	+17%	+160,000
04	ETHIOPIA	+15%	+800,000
05=	BURKINA FASO	+14%	+200,000
05=	TAJIKISTAN	+14%	+30,000
07=	ESWATINI	+14%	+30,000
07=	RWANDA	+14%	+60,000
09	SOUTH SUDAN	+13%	+30,000
10	SOUTH AFRICA	+11%	+2,000,000

SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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FACEBOOK AUDIENCE: LARGEST DECREASES

COUNTRIES AND TERRITORIES* WITH THE GREATEST QUARTER-ON-QUARTER DECREASES IN POTENTIAL FACEBOOK ADVERTISING REACH

COUNTRIES AND TERRITORIES WITH THE GREATEST ABSOLUTE DECREASES

#	ABSOLUTE DECREASE	▲ USERS	▲%
01	INDIA	-10,000,000	-3.7%
02=	SPAIN	-1,000,000	-4.5%
02=	SOUTH KOREA	-1,000,000	-7.1%
03	TIMOR-LESTE	-110,000	-22%
04=	SINGAPORE	-100,000	-2.6%
04=	SENEGAL	-100,000	-3.2%
04=	NORWAY	-100,000	-2.9%
04=	JORDAN	-100,000	-2.0%
04=	HONG KONG	-100,000	-2.0%
04=	GREECE	-100,000	-1.9%
04=	CROATIA	-100,000	-5.6%
04=	ALBANIA	-100,000	-8.3%

COUNTRIES AND TERRITORIES WITH THE GREATEST RELATIVE DECREASES

#	RELATIVE DECREASE	▲%	▲ USERS
01	TIMOR-LESTE	-22%	-110,000
02	ERITREA	-9.1%	-2,000
03	ALBANIA	-8.3%	-100,000
04	SOUTH KOREA	-7.1%	-1,000,000
05	ZIMBABWE	-6.5%	-60,000
06	CROATIA	-5.6%	-100,000
07	SPAIN	-4.5%	-1,000,000
08	BENIN	-4.2%	-40,000
09	U.S. VIRGIN IS.	-4.2%	-1,000
10	ICELAND	-3.8%	-10,000

SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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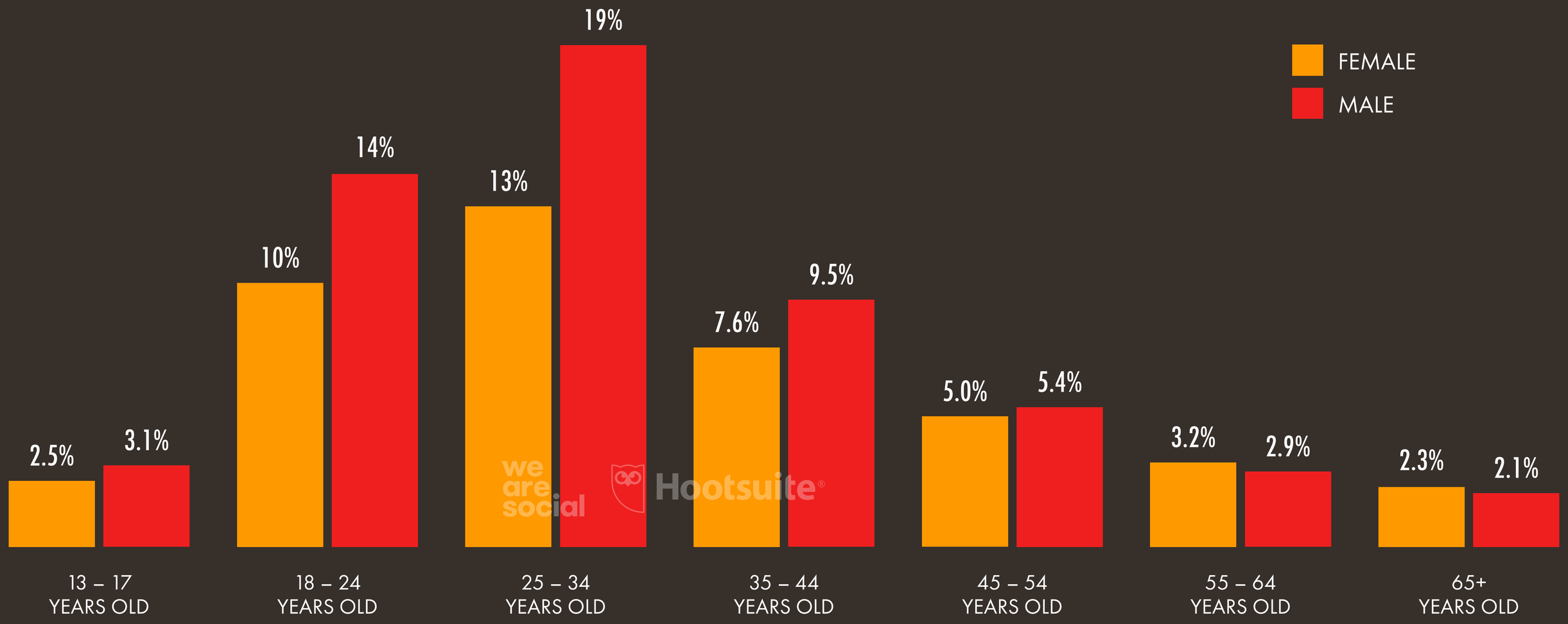
PROFILE OF FACEBOOK'S ADVERTISING AUDIENCE

SHARE OF FACEBOOK'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). ***NOTES:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORY:** DATA ON THIS CHART REPRESENT FACEBOOK'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO RESPECTIVE SHARES OF TOTAL MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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FACEBOOK'S ADVERTISING AUDIENCE

POTENTIAL REACH OF ADVERTISING ON FACEBOOK BY AGE GROUP AND BY GENDER*

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13–17	109,000,000	48,700,000	2.5%	60,300,000	3.1%
18–24	474,800,000	196,300,000	10%	278,500,000	14%
25–34	627,000,000	253,400,000	13%	373,600,000	19%
35–44	332,500,000	148,200,000	7.6%	184,300,000	9.5%
45–54	201,500,000	97,200,000	5.0%	104,400,000	5.4%
55–64	119,000,000	63,000,000	3.2%	56,000,000	2.9%
65+	85,100,000	45,100,000	2.3%	40,100,000	2.1%
TOTAL	**1,949,000,000**	**851,900,000**	**43.7%**	**1,097,100,000**	**56.3%**

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SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). ***NOTES:** FACEBOOK DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. FIGURES MAY NOT SUM TO TOTALS DUE TO ROUNDING. **ADVISORY:** FIGURES REPORTED ON THIS CHART ARE BASED ON FACEBOOK'S ADDRESSABLE ADVERTISING AUDIENCE ONLY, AND MAY NOT MATCH TOTAL MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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FACEBOOK GENDER COMPARISON RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST SHARE OF FACEBOOK AUDIENCE BY GENDER*

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT FEMALE SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	BELARUS	61%	410,000
02	UKRAINE	60%	8,100,000
03	MOLDOVA	57%	620,000
04	LATVIA	57%	490,000
05	U.S. VIRGIN IS.	57%	13,000
06	CURAÇAO	56%	63,000
07	FED. STATES OF MICRONESIA	56%	19,000
08=	AMERICAN SAMOA	56%	15,000
08=	VENEZUELA	56%	6,000,000
10	ESTONIA	55%	360,000

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT MALE SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	YEMEN	87%	1,900,000
02	AFGHANISTAN	85%	2,900,000
03	NIGER	82%	340,000
04	CHAD	82%	250,000
05	PAKISTAN	81%	27,000,000
06	OMAN	78%	1,200,000
07	SAUDI ARABIA	78%	9,700,000
08	SOUTH SUDAN	77%	210,000
09	INDIA	77%	200,000,000
10	QATAR	76%	1,800,000

SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), COMPARED TO UNITED NATIONS POPULATION DATA. **NOTES:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **ADVISORY:** DATA BASED ON FACEBOOK'S ADDRESSABLE ADVERTISING AUDIENCE ONLY; MAY NOT MATCH TOTAL MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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FACEBOOK USERS BY LANGUAGE

THE NUMBER OF PEOPLE IN FACEBOOK'S ADVERTISING AUDIENCE WHO SPEAK EACH LANGUAGE, WITH RESPECTIVE SHARE OF TOTAL AUDIENCE

#	LANGUAGE	USERS	SHARE
01	ENGLISH	1,100,000,000	56.4%
02	SPANISH	350,000,000	18.0%
03	HINDI	180,000,000	9.2%
04	ARABIC	170,000,000	8.7%
05	INDONESIAN	170,000,000	8.7%
06	PORTUGUESE	160,000,000	8.2%
07	FRENCH	120,000,000	6.2%
08	RUSSIAN	96,000,000	4.9%
09	VIETNAMESE	70,000,000	3.6%
10	FILIPINO	67,000,000	3.4%

#	LANGUAGE	USERS	SHARE
11	BENGALI	62,000,000	3.2%
12	TURKISH	57,000,000	2.9%
13	THAI	54,000,000	2.8%
14	GERMAN	44,000,000	2.3%
15	JAPANESE	44,000,000	2.3%
16	ITALIAN	38,000,000	1.9%
17	CHINESE	36,000,000	1.8%
18	URDU	36,000,000	1.8%
19	JAVANESE	36,000,000	1.8%
20	KOREAN	22,000,000	1.1%

SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). LANGUAGE NAMES AND DEFINITIONS AS PER FACEBOOK'S TOOLS.
◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM

PERCENTAGE OF FACEBOOK USERS ACCESSING VIA ANY KIND OF MOBILE PHONE

98%

PERCENTAGE OF FACEBOOK USERS WHO ONLY ACCESS VIA A LAPTOP OR DESKTOP COMPUTER

1.9%

PERCENTAGE OF FACEBOOK USERS WHO ACCESS VIA BOTH PHONES AND COMPUTERS

19%

PERCENTAGE OF FACEBOOK USERS WHO ONLY ACCESS VIA A MOBILE PHONE

79%

SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). BASED ON FACEBOOK USERS AGED 18 AND ABOVE.

JAN 2020

SHARE OF FACEBOOK ACCESS BY MOBILE OS

PERCENTAGE OF FACEBOOK'S MOBILE AUDIENCE BY MOBILE OPERATING SYSTEM

PERCENTAGE OF MOBILE FACEBOOK USERS ACCESSING VIA APPS ON ANDROID DEVICES

80.8%

PERCENTAGE OF MOBILE FACEBOOK USERS ACCESSING VIA APPS ON IOS DEVICES

14.2%

PERCENTAGE OF MOBILE FACEBOOK USERS ACCESSING VIA OTHER OPERATING SYSTEMS OR MOBILE WEB BROWSERS*

5.0%

SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), BASED ON ACTIVE FACEBOOK USERS AGED 18 AND ABOVE.
***NOTES:** FIGURES BASED ON ALL MOBILE DEVICES USED, INCLUDING TABLET DEVICES RUNNING ANDROID OR IOS OPERATING SYSTEMS. DATA FOR MOBILE WEB BROWSERS MAY ALSO INCLUDE USERS ACCESSING VIA EITHER ANDROID OR IOS DEVICES. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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JAN 2020

FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A 'TYPICAL' USER* PERFORMS EACH ACTIVITY ON FACEBOOK

NUMBER OF FACEBOOK PAGES LIKED (LIFETIME)

1

FEMALE:	MALE:
1	1

POSTS LIKED IN THE PAST 30 DAYS (ALL POST TYPES)

13

FEMALE:	MALE:
15	12

COMMENTS MADE IN THE PAST 30 DAYS (ALL POST TYPES)

5

FEMALE:	MALE:
7	4

FACEBOOK POSTS SHARED IN THE PAST 30 DAYS (ALL POST TYPES)

1

FEMALE:	MALE:
2	1

FACEBOOK ADVERTS CLICKED IN THE PAST 30 DAYS (ANY CLICK TYPE)

12

FEMALE:	MALE:
14	10

SOURCE: FACEBOOK (JANUARY 2020). ***NOTE:** FIGURES REPRESENT MEDIAN VALUES FOR ACTIVE FACEBOOK USERS AGED 18 AND ABOVE.

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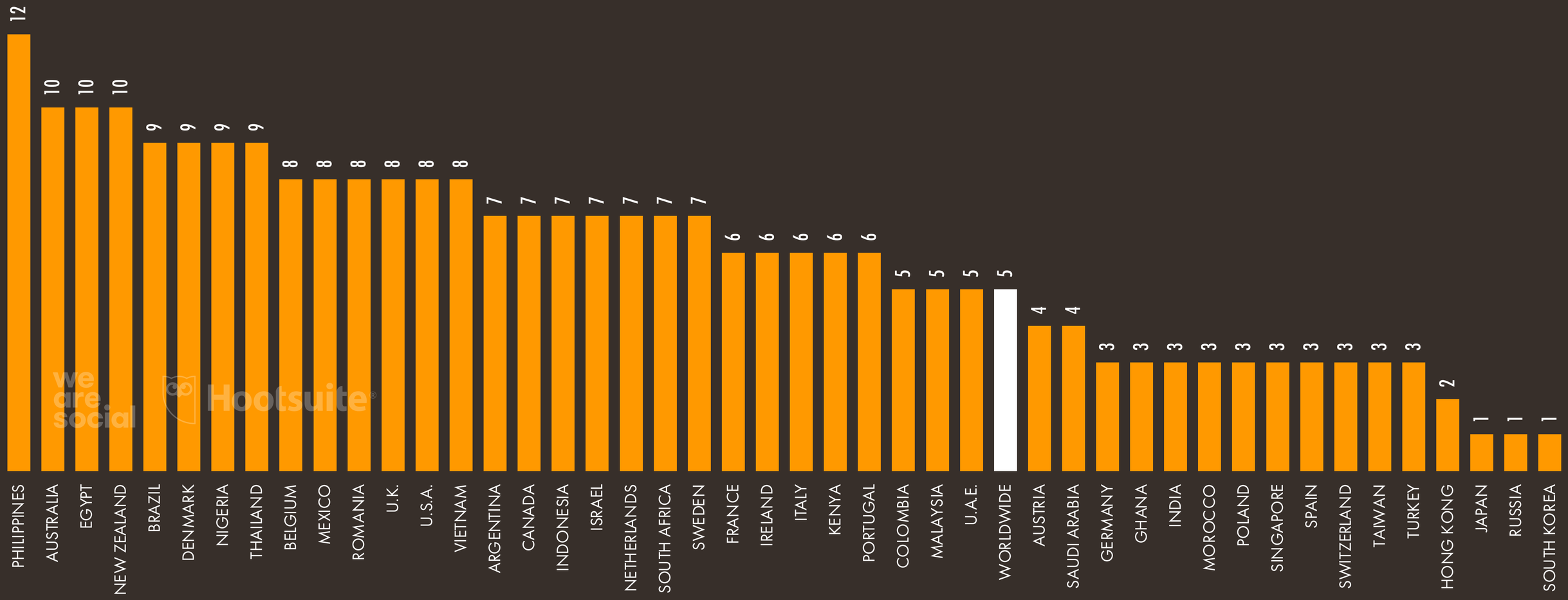
MEDIAN MONTHLY FACEBOOK COMMENTS PER USER

THE NUMBER OF TIMES EACH MONTH THAT THE 'TYPICAL' FACEBOOK USER* COMMENTS ON FACEBOOK POSTS



SOURCE: FACEBOOK (JANUARY 2020). ***NOTE:** FIGURES REPRESENT MEDIAN VALUES FOR ACTIVE FACEBOOK USERS AGED 18 AND ABOVE.

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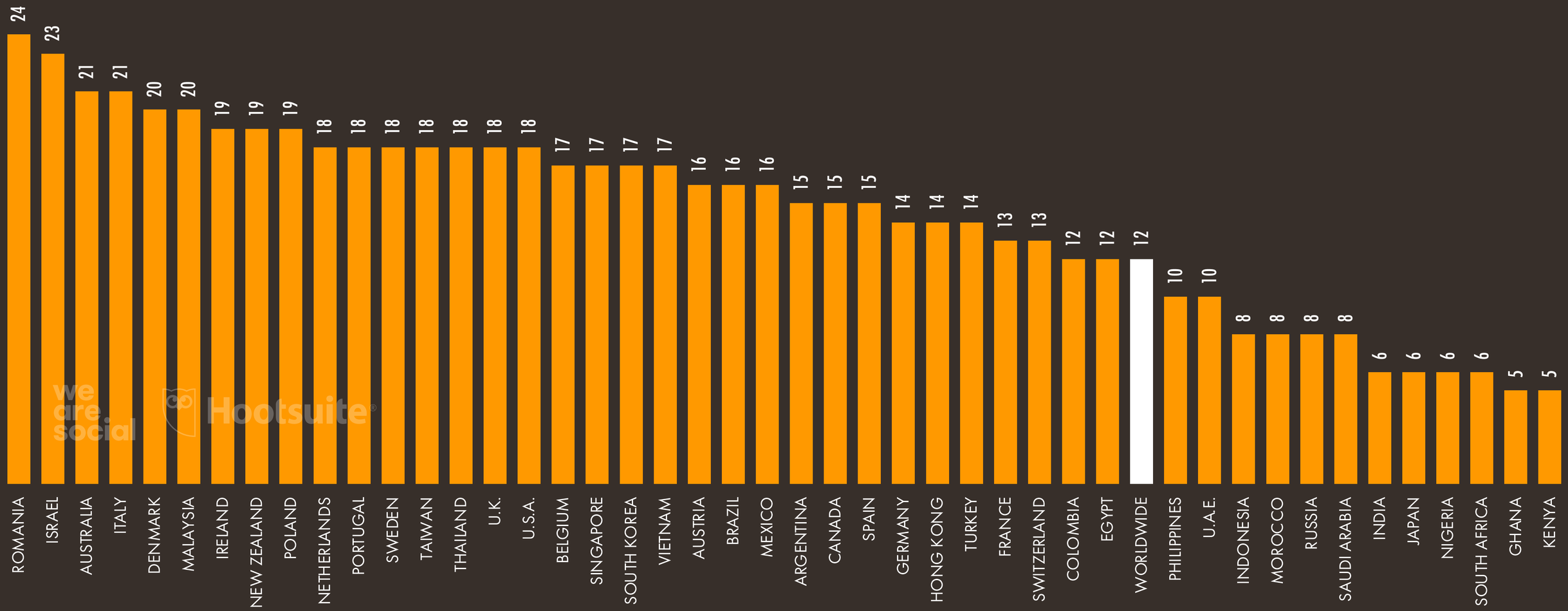
MEDIAN MONTHLY FACEBOOK ADVERT CLICKS PER USER

THE NUMBER OF TIMES EACH MONTH THAT THE 'TYPICAL' FACEBOOK USER* CLICKS OR TAPS ON AN ADVERT ON FACEBOOK (ANY AD FORMAT)



SOURCE: FACEBOOK (JANUARY 2020). ***NOTE:** FIGURES REPRESENT MEDIAN VALUES FOR ACTIVE FACEBOOK USERS AGED 18 AND ABOVE.

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FACEBOOK PAGE REACH BENCHMARKS

AVERAGE* MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS, AND THE CONTRIBUTION OF PAID MEDIA

AVERAGE MONTHLY CHANGE IN PAGE LIKES

locowise

0.12%

Q-O-Q CHANGE:

-4.0%

-1 BPS

AVERAGE POST REACH vs. PAGE LIKES

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7.01%

Q-O-Q CHANGE:

-1.4%

-10 BPS

AVERAGE ORGANIC REACH vs. PAGE LIKES

locowise

5.17%

Q-O-Q CHANGE:

-3.1%

-16 BPS

PERCENTAGE OF PAGES USING PAID MEDIA

26.7%

Q-O-Q CHANGE:

+0.1%

+3 BPS

AVERAGE PAID REACH vs. TOTAL REACH

28.1%

Q-O-Q CHANGE:

+0.4%

+11 BPS

SOURCE: LOCOWISE (JANUARY 2020). FIGURES REPRESENT AVERAGES FOR Q4 2019. "Q-O-Q CHANGE" FIGURES REPRESENT THE QUARTER-ON-QUARTER CHANGE vs. Q3 2019. "BPS" STANDS FOR BASIS POINTS, AND REPRESENTS THE ABSOLUTE QUARTER-ON-QUARTER CHANGE. ***ADVISORY:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT PAGES AND PAGE TYPES, AND PAGES WITH A GREATER NUMBER OF "PAGE LIKES" WILL TYPICALLY EXPERIENCE SIGNIFICANTLY LOWER LEVELS OF ORGANIC REACH COMPARED TO THE AVERAGES QUOTED HERE.

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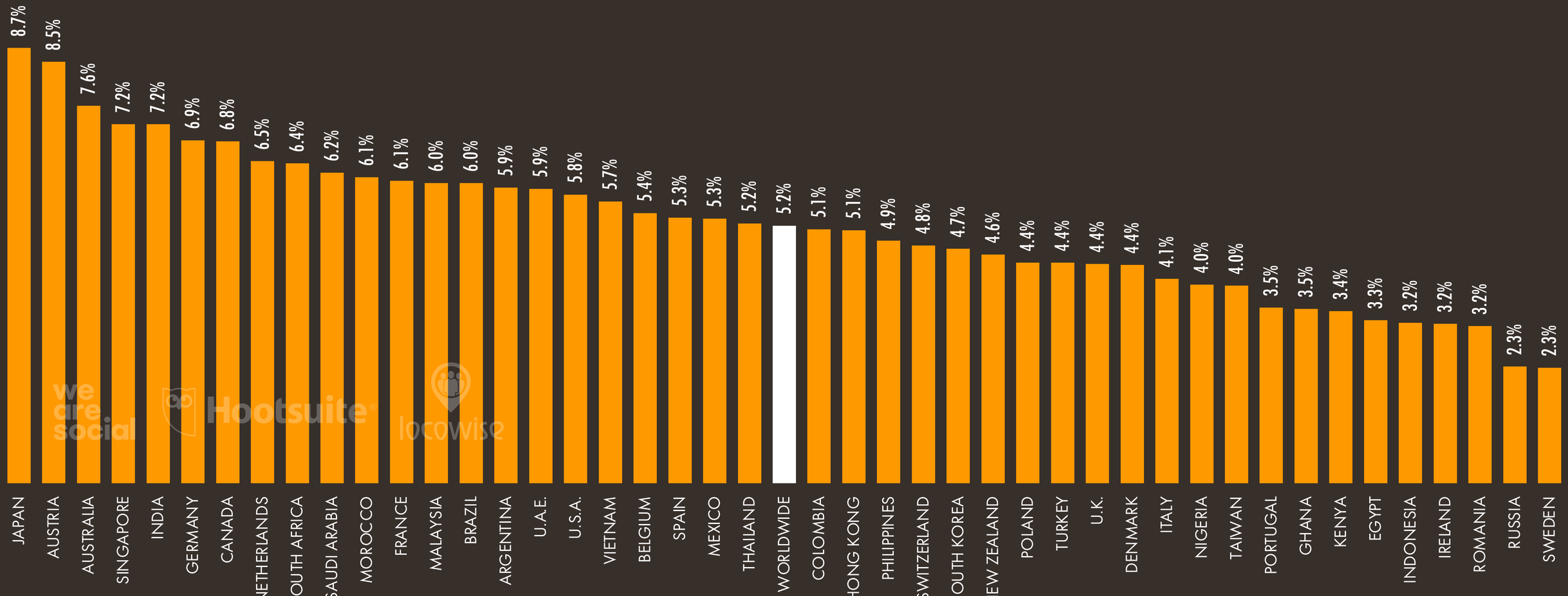
FACEBOOK PAGES: ORGANIC REACH BENCHMARKS

AVERAGE ORGANIC REACH* OF FACEBOOK PAGE POSTS COMPARED TO THE NUMBER OF PAGE LIKES AT THE TIME OF POST PUBLICATION



SOURCE: LOCOWISE (JANUARY 2020). FIGURES REPRESENT AVERAGES FOR Q4 2019. ***ADVISORY:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT PAGES AND PAGE TYPES, AND PAGES WITH A GREATER NUMBER OF "PAGE LIKES" WILL TYPICALLY EXPERIENCE SIGNIFICANTLY LOWER LEVELS OF ORGANIC REACH COMPARED TO THE AVERAGES QUOTED HERE.

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FACEBOOK ENGAGEMENT BENCHMARKS

AVERAGE* NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE POST COMPARED TO POST REACH

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE POSTS OF ANY KIND

3.39%

Q-O-Q CHANGE:

-0.9%

-3 BPS

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE VIDEO POSTS

6.09%

Q-O-Q CHANGE:

+0.8%

+5 BPS

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE IMAGE POSTS

4.42%

Q-O-Q CHANGE:

+1.5%

+7 BPS

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE LINK POSTS

2.72%

Q-O-Q CHANGE:

-2.3%

-6 BPS

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE STATUS POSTS

1.44%

Q-O-Q CHANGE:

-13.5%

-23 BPS

SOURCE: LOCOWISE (JANUARY 2020). FIGURES REPRESENT AVERAGES FOR Q4 2019. "Q-O-Q CHANGE" FIGURES REPRESENT THE QUARTER-ON-QUARTER CHANGE vs. Q3 2019. "BPS" STANDS FOR BASIS POINTS, AND REPRESENTS THE ABSOLUTE QUARTER-ON-QUARTER CHANGE. ***ADVISORY:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT PAGES AND PAGE TYPES, AND PAGES WITH A GREATER NUMBER OF "PAGE LIKES" WILL TYPICALLY EXPERIENCE SIGNIFICANTLY LOWER LEVELS OF ENGAGEMENT COMPARED TO THE AVERAGES QUOTED HERE.

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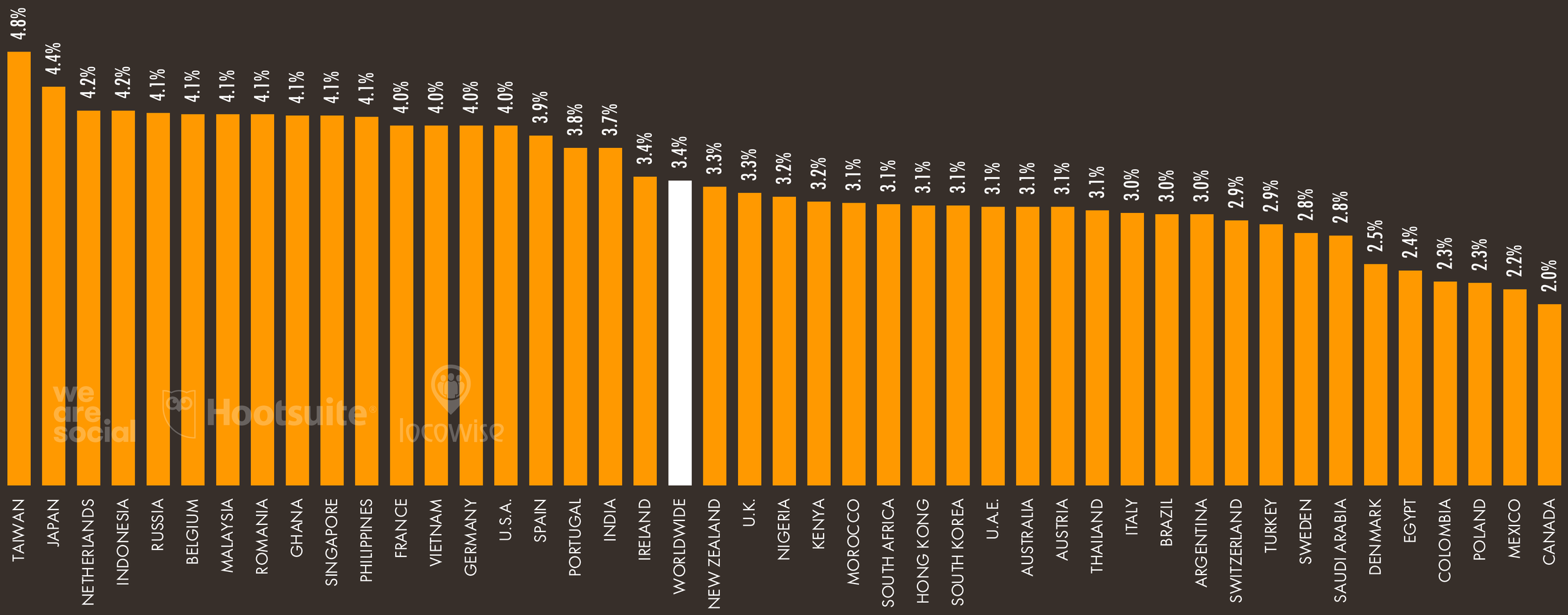
FACEBOOK PAGES: AVERAGE ENGAGEMENT RATES

AVERAGE NUMBER* OF CLICKS, TAPS, LIKES, COMMENTS, AND SHARES ON FACEBOOK PAGE POSTS COMPARED TO POST REACH



SOURCE: LOCOWISE (JANUARY 2020). FIGURES REPRESENT AVERAGES FOR Q4 2019. ***ADVISORY:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT PAGES AND PAGE TYPES, AND PAGES WITH A GREATER NUMBER OF "PAGE LIKES" WILL TYPICALLY EXPERIENCE SIGNIFICANTLY LOWER LEVELS OF ENGAGEMENT COMPARED TO THE AVERAGES QUOTED HERE.

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COMPARING FACEBOOK PERFORMANCE BY PAGE SIZE

COMPARING THE ORGANIC REACH AND OVERALL ENGAGEMENT RATES OF PAGES WITH FEWER THAN 10,000 FANS, AND MORE THAN 100,000 FANS

PAGES WITH FEWER THAN 10,000 'FANS'

AVERAGE ORGANIC PAGE POST REACH vs. PAGE LIKES*

4.62%

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE POSTS*

8.21%

PAGES WITH MORE THAN 100,000 'FANS'

AVERAGE ORGANIC PAGE POST REACH vs. PAGE LIKES*

2.34%

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE POSTS*

2.19%

SOURCE: LOCOWISE (JANUARY 2020). FIGURES REPRESENT AVERAGES FOR Q4 2019. **NOTE:** COMPARISONS ARE BETWEEN PAGES WITH FEWER THAN TEN THOUSAND PAGE LIKES, AND PAGES WITH MORE THAN ONE HUNDRED THOUSAND PAGE LIKES. ***ADVISORY:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT PAGES AND PAGE TYPES, AND PAGES WITH A GREATER NUMBER OF "PAGE LIKES" WILL TYPICALLY EXPERIENCE SIGNIFICANTLY LOWER LEVELS OF ORGANIC REACH AND ENGAGEMENT COMPARED TO THE AVERAGES QUOTED HERE.

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TOP FACEBOOK PAGES

FACEBOOK PAGES WITH THE GREATEST NUMBER OF PAGE LIKES IN JANUARY 2020

#	FACEBOOK PAGE	PAGE LIKES	FOLLOWERS
01	FACEBOOK	214,710,000	214,720,000
02	SAMSUNG	160,180,000	160,180,000
03	CRISTIANO RONALDO	122,200,000	123,210,000
04	REAL MADRID FC	110,820,000	108,950,000
05	COCA-COLA	107,370,000	107,370,000
06	FC BARCELONA	103,170,000	101,150,000
07	SHAKIRA	100,100,000	97,380,000
08	TASTY	97,650,000	100,870,000
09	VIN DIESEL	96,880,000	94,440,000
10	CGTN	91,720,000	91,580,000

#	FACEBOOK PAGE	PAGE LIKES	FOLLOWERS
11	LEO MESSI	90,160,000	91,460,000
12	EMINEM	86,600,000	82,850,000
13	CHINA DAILY	84,640,000	84,940,000
14	MR. BEAN	84,460,000	89,720,000
15	YOUTUBE	84,130,000	88,790,000
16	MCDONALD'S	79,830,000	79,830,000
17	RIHANNA	79,030,000	74,580,000
18	WILL SMITH	77,000,000	79,060,000
19	JUSTIN BIEBER	76,450,000	75,630,000
20	MANCHESTER UNITED	73,240,000	71,900,000

SOURCE: KEPIOS ANALYSIS, BASED ON PUBLICLY DISPLAYED FIGURES FOR EACH FACEBOOK PAGE IN MID-JANUARY 2020. **NOTES:** FIGURES IN THE "FOLLOWERS" COLUMN REPRESENT EACH PAGE'S "PEOPLE FOLLOWING" NUMBER, I.E. THE NUMBER OF FACEBOOK USERS WHO ARE ABLE TO RECEIVE EACH PAGE'S UPDATES. ALL VALUES HAVE BEEN ROUNDED.

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INSTAGRAM

JAN 2020

INSTAGRAM AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM

NUMBER OF PEOPLE THAT INSTAGRAM REPORTS CAN BE REACHED WITH ADVERTS ON INSTAGRAM	SHARE OF POPULATION AGED 13+ THAT MARKETERS CAN REACH WITH ADVERTS ON INSTAGRAM	QUARTER-ON-QUARTER CHANGE IN INSTAGRAM'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS MALE*
928.5 MILLION	**15%**	**+5.7%**	**50.9%**	**49.1%**

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS FOR INSTAGRAM (ACCESSED JANUARY 2020). **NOTE:** FACEBOOK'S TOOLS DO NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. **ADVISORY:** FIGURES REPORTED ON THIS CHART ARE BASED ON INSTAGRAM'S ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT MATCH TOTAL MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. NOTE THAT DATA MAY NOT BE COMPARABLE TO FIGURES PUBLISHED IN PREVIOUS REPORTS.

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INSTAGRAM REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL INSTAGRAM ADVERTISING REACH

#	COUNTRY / TERRITORY	REACH	▲QOQ	▲QOQ
01	U.S.A.	120,000,000	+3.4%	+4,000,000
02	INDIA	80,000,000	+9.6%	+7,000,000
03	BRAZIL	77,000,000	+6.9%	+5,000,000
04	INDONESIA	63,000,000	+5.0%	+3,000,000
05	RUSSIA	44,000,000	+4.8%	+2,000,000
06	TURKEY	38,000,000	+2.7%	+1,000,000
07	JAPAN	29,000,000	+7.4%	+2,000,000
08=	MEXICO	24,000,000	+9.1%	+2,000,000
08=	U.K.	24,000,000	+4.8%	+2,000,000
10	GERMANY	21,000,000	+5.5%	+1,100,000

#	COUNTRY / TERRITORY	REACH	▲QOQ	▲QOQ
11	ITALY	20,000,000	+2.6%	+500,000
12	FRANCE	18,000,000	+6.5%	+1,100,000
13	ARGENTINA	17,000,000	+4.3%	+700,000
14	SPAIN	16,000,000	+2.6%	+400,000
15=	CANADA	13,000,000	+4.8%	+600,000
15=	SOUTH KOREA	13,000,000	+8.3%	+600,000
17=	COLOMBIA	12,000,000	+6.2%	+700,000
17=	MALAYSIA	12,000,000	+9.1%	+700,000
17=	SAUDI ARABIA	12,000,000	0%	+700,000
17=	THAILAND	12,000,000	+2.6%	+700,000

SOURCE: EXTRAPOLATIONS OF INSTAGRAM DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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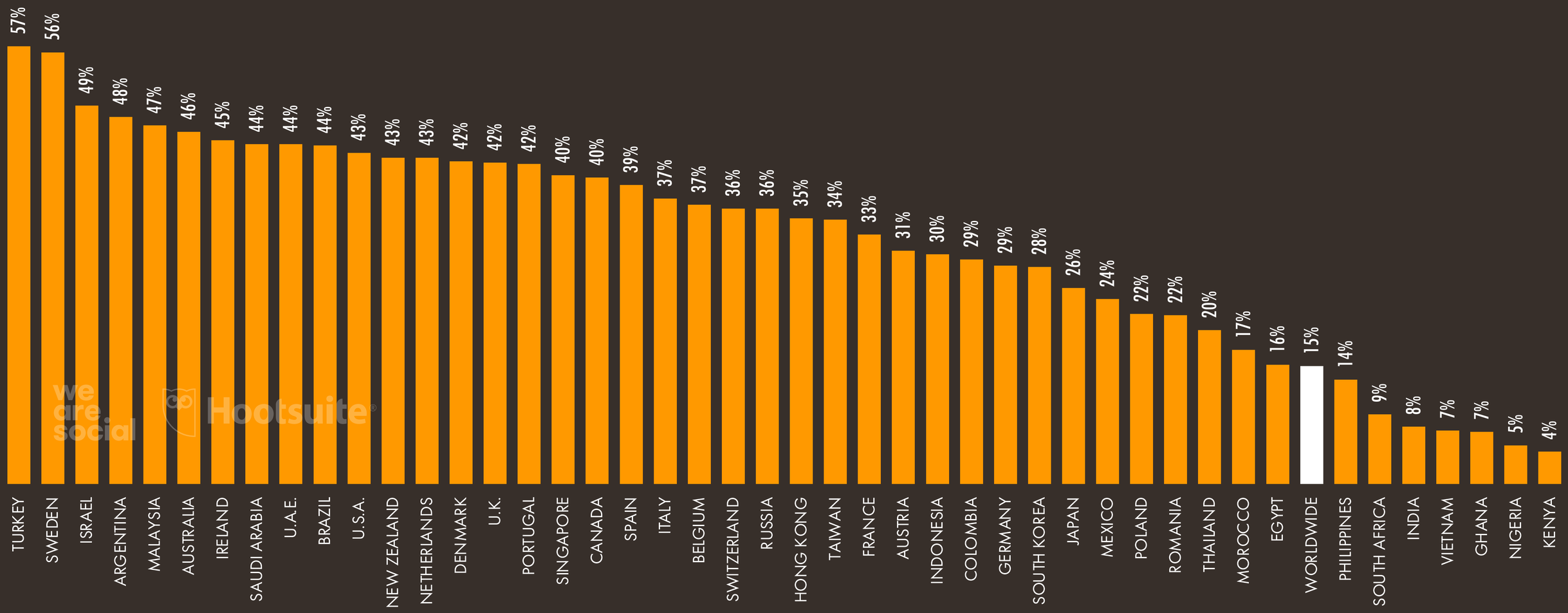
ELIGIBLE AUDIENCE REACH RATE: INSTAGRAM

TOTAL POTENTIAL INSTAGRAM ADVERTISING REACH COMPARED TO POPULATION AGED 13+



SOURCE: EXTRAPOLATIONS OF INSTAGRAM DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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INSTAGRAM ELIGIBLE AUDIENCE REACH RATE RANKING

COUNTRIES AND TERRITORIES* WITH THE HIGHEST LEVELS OF POTENTIAL INSTAGRAM ADVERTISING REACH COMPARED TO POPULATION AGED 13+

#	COUNTRY	% 13+	REACH	▲QOQ
01	ICELAND	60%	170,000	+4.9%
02	KAZAKHSTAN	60%	8,300,000	+6.4%
03	BRUNEI	60%	210,000	+2.4%
04	CYPRUS	57%	590,000	+11%
05	TURKEY	57%	38,000,000	+2.7%
06	SWEDEN	56%	4,800,000	+2.1%
07	KUWAIT	55%	1,900,000	+6.1%
08	GUAM	53%	71,000	+6.0%
09	CHILE	52%	8,200,000	+6.5%
10	BAHRAIN	51%	720,000	+4.3%

#	COUNTRY	% 13+	REACH	▲QOQ
11	ARUBA	51%	46,000	+7.0%
12	NORWAY	50%	2,300,000	+2.7%
13	ISRAEL	49%	3,200,000	+3.2%
14	MONTENEGRO	49%	260,000	0%
15	URUGUAY	49%	1,400,000	+6.9%
16	PANAMA	49%	1,600,000	+3.9%
17	ARGENTINA	48%	17,000,000	+4.3%
18	CAYMAN IS.	47%	31,000	+6.9%
19	MALAYSIA	47%	12,000,000	+9.1%
20	AUSTRALIA	46%	9,700,000	+4.3%

SOURCE: EXTRAPOLATIONS OF INSTAGRAM DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU. ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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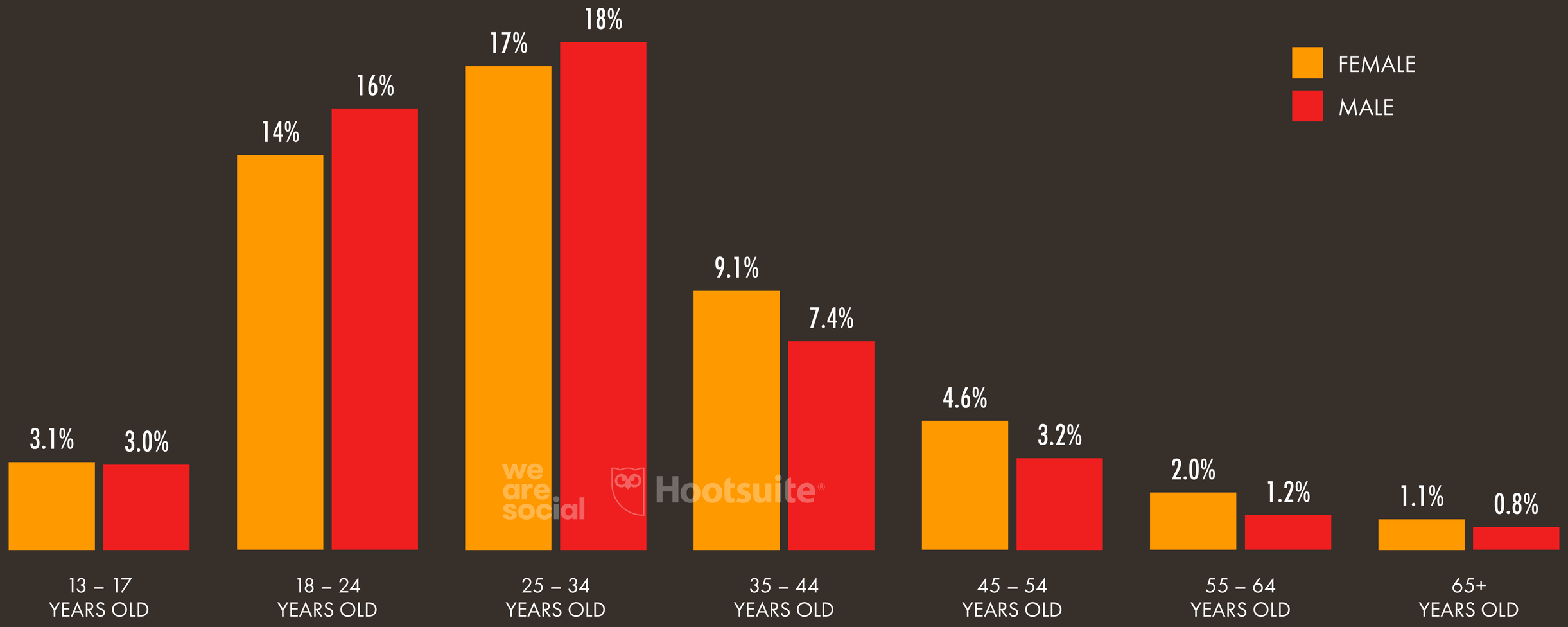
PROFILE OF INSTAGRAM'S ADVERTISING AUDIENCE

SHARE OF INSTAGRAM'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER



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INSTAGRAM'S ADVERTISING AUDIENCE

POTENTIAL REACH OF ADVERTISING ON INSTAGRAM BY AGE GROUP AND BY GENDER*

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13–17	56,600,000	28,900,000	3.1%	27,700,000	3.0%
18–24	274,000,000	129,500,000	14%	144,500,000	16%
25–34	325,200,000	158,600,000	17%	166,600,000	18%
35–44	153,100,000	84,800,000	9.1%	68,300,000	7.4%
45–54	72,200,000	42,300,000	4.6%	29,900,000	3.2%
55–64	30,000,000	18,900,000	2.0%	11,100,000	1.2%
65+	17,500,000	10,000,000	1.1%	7,400,000	0.8%
TOTAL	**928,500,000**	**472,900,000**	**50.9%**	**455,600,000**	**49.1%**

SOURCE: EXTRAPOLATIONS OF INSTAGRAM DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). **NOTE:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORY:** DATA ON THIS CHART REPRESENT INSTAGRAM'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO RESPECTIVE SHARES OF TOTAL MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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INSTAGRAM GENDER COMPARISON RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST SHARE OF INSTAGRAM AUDIENCE BY GENDER*

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT FEMALE SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	LAOS	64%	130,000
02	PHILIPPINES	64%	6,700,000
03	THAILAND	64%	7,700,000
04	FED. STATES OF MICRONESIA	62%	2,300
05	MONGOLIA	62%	260,000
06=	TONGA	62%	3,900
06=	BELARUS	62%	1,600,000
08	VIETNAM	61%	3,300,000
09	AMERICAN SAMOA	61%	3,100
10	UKRAINE	60%	6,800,000

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT MALE SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	AFGHANISTAN	81%	370,000
02	TAJIKISTAN	80%	390,000
03	CHAD	76%	20,000
04	SOUTH SUDAN	76%	15,000
05	BURKINA FASO	74%	69,000
06	CENTRAL AFRICAN REP.	74%	6,000
07	UZBEKISTAN	73%	1,700,000
08=	INDIA	73%	58,000,000
08=	YEMEN	73%	290,000
10	NIGER	72%	50,000

SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), COMPARED TO UNITED NATIONS POPULATION DATA. ***NOTES:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **ADVISORY:** DATA BASED ON INSTAGRAM'S ADDRESSABLE ADVERTISING AUDIENCE ONLY; MAY NOT MATCH TOTAL MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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INSTAGRAM ENGAGEMENT BENCHMARKS

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS

AVERAGE ENGAGEMENT RATE FOR ALL POST TYPES	AVERAGE ENGAGEMENT RATE FOR VIDEO POSTS	AVERAGE ENGAGEMENT RATE FOR PHOTO POSTS	AVERAGE COMMENTS-TO- FOLLOWERS RATIO FOR VIDEO POSTS	AVERAGE COMMENTS-TO- FOLLOWERS RATIO FOR PHOTO POSTS
1.49%	**1.87%**	**1.11%**	**0.06%**	**0.08%**

SOURCE: LOCOWISE (JANUARY 2020). FIGURES REPRESENT AVERAGES FOR Q4 2019. ***NOTE:** ENGAGEMENT RATE (AS USED HERE) REFERS TO THE COMBINED NUMBER OF LIKES, COMMENTS AND SAVES ON A POST COMPARED TO THE NUMBER OF ACCOUNT FOLLOWERS AT THE TIME OF POST PUBLICATION. **ADVISORY:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT ACCOUNTS, AND ACCOUNTS WITH A LARGER FOLLOWING WILL TYPICALLY EXPERIENCE SIGNIFICANTLY LOWER LEVELS OF ENGAGEMENT vs. THE AVERAGES CITED HERE.

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INSTAGRAM BUSINESS ACCOUNT BENCHMARKS

AVERAGE ACCOUNT GROWTH AND PUBLISHING FREQUENCY BENCHMARKS FOR INSTAGRAM BUSINESS ACCOUNTS

AVERAGE MONTHLY GROWTH IN ACCOUNT FOLLOWERS	AVERAGE NUMBER OF MAIN FEED POSTS PER DAY	PHOTO POSTS AS A PERCENTAGE OF ALL MAIN FEED POSTS	VIDEO POSTS AS A PERCENTAGE OF ALL MAIN FEED POSTS	AVERAGE NUMBER OF INSTAGRAM STORIES POSTS PUBLISHED EACH MONTH
+2.5%	1.7	79%	21%	13.1

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SOURCE: LOCOWISE (JANUARY 2020), BASED ON DATA FOR Q4 2019. **NOTE:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT INSTAGRAM BUSINESS ACCOUNTS.

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TOP INSTAGRAM ACCOUNTS

INSTAGRAM ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS IN JANUARY 2020

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	INSTAGRAM	@INSTAGRAM	325,850,000
02	CRISTIANO RONALDO	@CRISTIANO	196,476,000
03	ARIANA GRANDE	@ARIANAGRANDE	170,790,000
04	DWAYNE JOHNSON	@THEROCK	167,329,000
05	SELENA GOMEZ	@SELENAGOMEZ	165,012,000
06	KYLIE JENNER	@KYLIEJENNER	156,579,000
07	KIM KARDASHIAN	@KIMKARDASHIAN	156,188,000
08	LIONEL MESSI	@LEOMESSI	140,268,000
09	BEYONCÉ	@BEYONCE	137,471,000
10	NEYMAR	@NEYMARJR	131,094,000

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
11	NATIONAL GEOGRAPHIC	@NATGEO	129,228,000
12	TAYLOR SWIFT	@TAYLORSWIFT	125,127,000
13	JUSTIN BIEBER	@JUSTINBIEBER	124,384,000
14	KENDALL JENNER	@KENDALLJENNER	120,927,000
15	NICKI MINAJ	@NICKIMINAJ	109,469,000
16	JENNIFER LOPEZ	@JLO	108,730,000
17	KHLOÉ KARDASHIAN	@KHLOEKARDASHIAN	102,858,000
18	MILEY CYRUS	@MILEYCYRUS	102,711,000
19	NIKE	@NIKE	98,146,000
20	KATY PERRY	@KATYPERRY	88,325,000

SOURCE: KEPIOS ANALYSIS, BASED ON PUBLICLY DISPLAYED FOLLOWER COUNTS ON INSTAGRAM IN MID-JANUARY 2020. FIGURES HAVE BEEN ROUNDED TO THE NEAREST 1,000.

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MOST-USED HASHTAGS ON INSTAGRAM

HASHTAGS THAT HAVE BEEN USED ON THE GREATEST NUMBER OF INSTAGRAM POSTS (ALL-TIME)

#	HASHTAG	Nº OF POSTS
01	#LOVE	1,731,400,000
02	#INSTAGOOD	1,076,000,000
03	#FASHION	760,000,000
04	#PHOTOOFTHEDAY	745,300,000
05	#BEAUTIFUL	629,200,000
06	#ART	583,900,000
07	#HAPPY	556,800,000
08	#CUTE	542,800,000
09	#PICOFTHEDAY	540,200,000
10	#FOLLOW	524,600,000

#	HASHTAG	Nº OF POSTS
11	#TBT	513,900,000
12	#PHOTOGRAPHY	513,200,000
13	#FOLLOWME	508,900,000
14	#LIKE4LIKE	507,600,000
15	#NATURE	481,500,000
16	#TRAVEL	466,000,000
17	#SUMMER	445,000,000
18	#REPOST	443,000,000
19	#STYLE	441,900,000
20	#INSTADAILY	420,400,000

#	HASHTAG	Nº OF POSTS
21	#INSTAGRAM	419,100,000
22	#ME	410,400,000
23	#SELFIE	410,300,000
24	#FRIENDS	386,500,000
25	#GIRL	378,800,000
26	#FUN	374,000,000
27	#FITNESS	372,700,000
28	#FOOD	368,700,000
29	#INSTALIKE	355,600,000
30	#BEAUTY	355,400,000

SOURCE: KEPIOS ANALYSIS (JANUARY 2020), BASED ON PUBLICLY DISPLAYED VALUES FOR EACH HASHTAG ON INSTAGRAM. VALUES HAVE BEEN ROUNDED DOWN TO THE NEAREST 100,000.

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LINKEDIN

JAN 2020

LINKEDIN AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN

NUMBER OF PEOPLE THAT LINKEDIN REPORTS CAN BE REACHED WITH ADVERTS ON LINKEDIN*	SHARE OF POPULATION AGED 18+ THAT MARKETERS CAN REACH WITH ADVERTS ON LINKEDIN	QUARTER-ON-QUARTER CHANGE IN LINKEDIN'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS MALE*
663.3 MILLION	**12%**	**+1.6%**	**43%**	**57%**

SOURCE: EXTRAPOLATIONS OF DATA FROM LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). ***NOTES:** LINKEDIN'S ADVERTISING AUDIENCE FIGURES ARE BASED ON TOTAL (REGISTERED) MEMBERS, NOT MONTHLY ACTIVE USERS, SO FIGURES ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE TO SIMILAR DATA POINTS FOR OTHER PLATFORMS. LINKEDIN DOES NOT REPORT ADVERTISING AUDIENCE FIGURES FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. GENDER SHARE FIGURES HAVE BEEN EXTRAPOLATED FROM AVAILABLE DATA.

JAN 2020

LINKEDIN REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL LINKEDIN ADVERTISING REACH

#	COUNTRY	REACH	▲QOQ	▲QOQ
01	U.S.A.	160,000,000	0%	[UNCHANGED]
02	INDIA	62,000,000	+1.6%	+1,000,000
03	CHINA	50,000,000	0%	[UNCHANGED]
04	BRAZIL	39,000,000	0%	[UNCHANGED]
05	U.K.	28,000,000	0%	[UNCHANGED]
06	FRANCE	19,000,000	0%	[UNCHANGED]
07	CANADA	17,000,000	+6.3%	+1,000,000
08	INDONESIA	15,000,000	+7.1%	+1,000,000
09	ITALY	14,000,000	+7.7%	+1,000,000
10=	MEXICO	13,000,000	0%	[UNCHANGED]
10=	SPAIN	13,000,000	+8.3%	[UNCHANGED]
12	AUSTRALIA	11,000,000	0%	[UNCHANGED]
13	GERMANY	10,000,000	+3.1%	+300,000
14	NETHERLANDS	8,500,000	+1.2%	+100,000
15	TURKEY	8,400,000	+1.2%	+100,000
16	PHILIPPINES	8,300,000	+3.8%	+300,000
17=	ARGENTINA	7,800,000	+5.4%	+400,000
17=	COLOMBIA	7,800,000	+1.3%	+400,000
19	SOUTH AFRICA	7,600,000	+2.7%	+200,000
20	RUSSIA	6,500,000	-5.8%	-400,000

SOURCE: EXTRAPOLATIONS OF DATA FROM LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020).
***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE.

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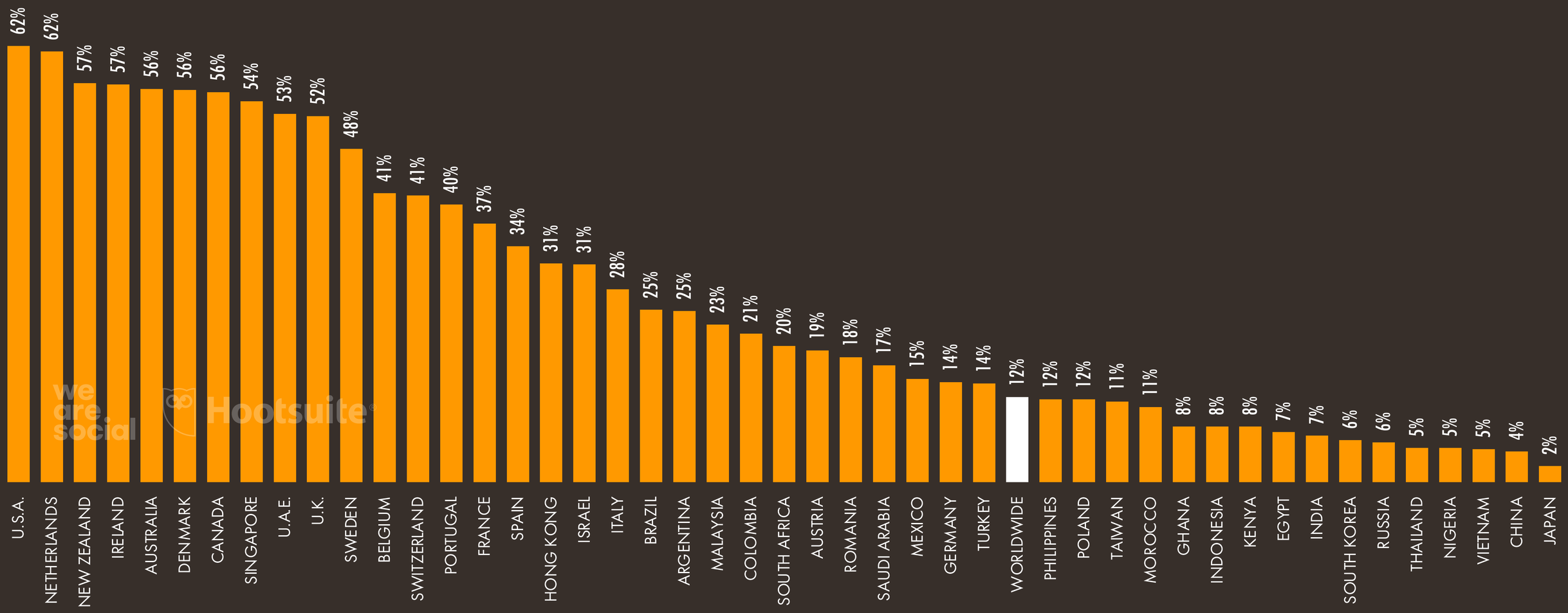
ELIGIBLE AUDIENCE REACH RATE: LINKEDIN

TOTAL POTENTIAL LINKEDIN ADVERTISING REACH COMPARED TO POPULATION AGED 18+



SOURCE: EXTRAPOLATIONS OF DATA FROM LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU.

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LINKEDIN ELIGIBLE AUDIENCE REACH RATE RANKING

COUNTRIES AND TERRITORIES* WITH THE HIGHEST LEVELS OF POTENTIAL LINKEDIN ADVERTISING REACH COMPARED TO POPULATION AGED 18+

#	COUNTRY	% 18+	REACH	▲QOQ
01	ICELAND	88%	230,000	0%
02	U.S. VIRGIN IS.	69%	55,000	+1.9%
03	AMERICAN SAMOA	65%	36,000	+2.9%
04	ANDORRA	63%	49,000	+6.5%
05	U.S.A.	62%	160,000,000	0%
06	NETHERLANDS	62%	8,500,000	+1.2%
07	CAYMAN IS.	61%	40,000	0%
08	ARUBA	60%	50,000	+2.0%
09	NEW ZEALAND	57%	2,100,000	0%
10	IRELAND	57%	2,100,000	0%

#	COUNTRY	% 18+	REACH	▲QOQ
11	AUSTRALIA	56%	11,000,000	0%
12	DENMARK	56%	2,600,000	0%
13	CANADA	56%	17,000,000	+6.3%
14	MALTA	55%	200,000	0%
15	SINGAPORE	54%	2,700,000	+3.8%
16	CURAÇAO	54%	69,000	[N/A]
17	GUAM	53%	63,000	+1.6%
18	U.A.E.	53%	4,300,000	-2.3%
19	U.K.	52%	28,000,000	0%
20	LUXEMBOURG	52%	260,000	0%

SOURCE: EXTRAPOLATIONS OF DATA FROM LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020).
***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE.

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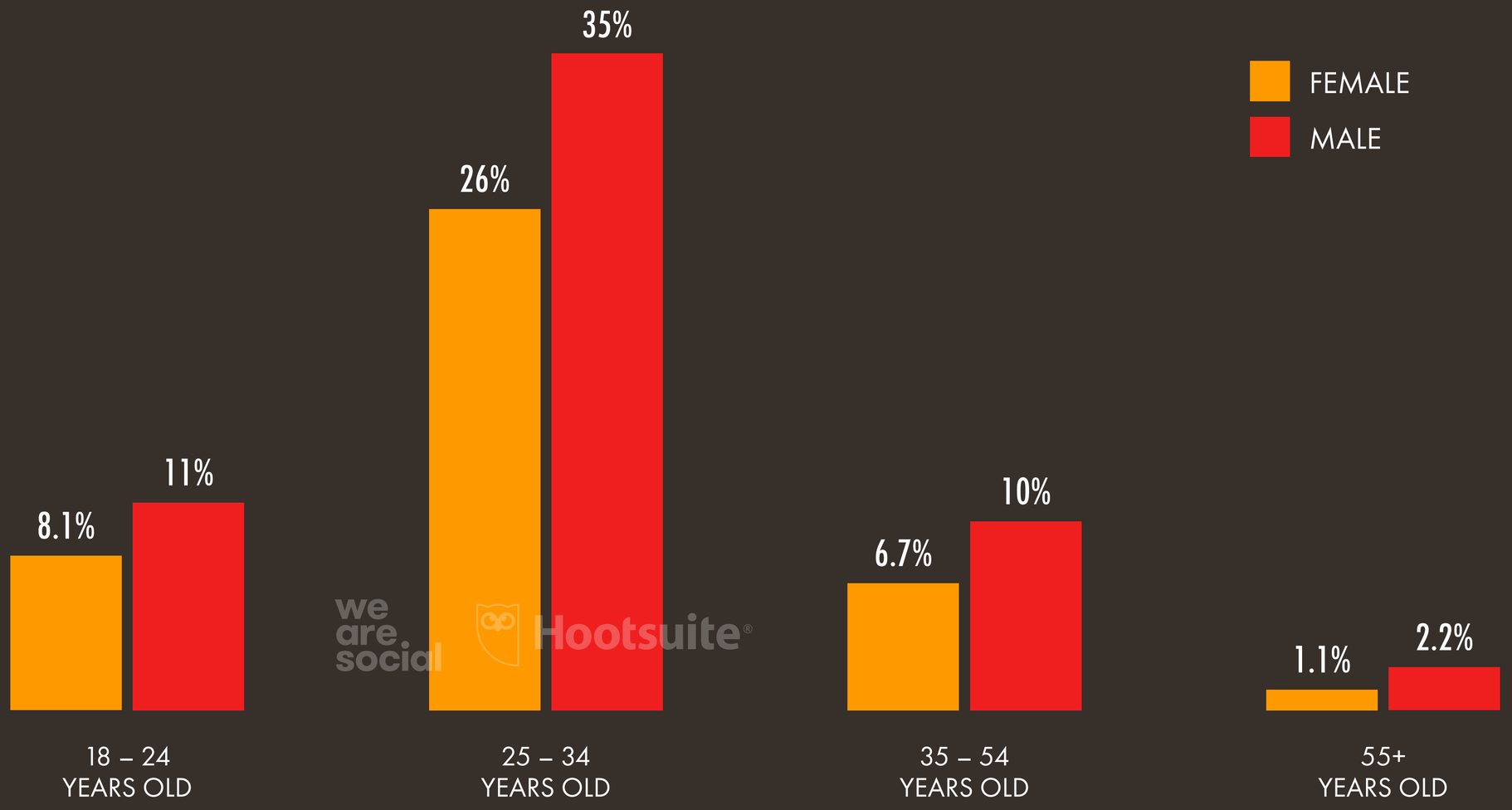
PROFILE OF LINKEDIN'S ADVERTISING AUDIENCE

SHARE OF LINKEDIN'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



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SOURCE: EXTRAPOLATIONS OF DATA FROM LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), BASED ON SHARE OF AVAILABLE DATA FOR GENDER AND AGE GROUP.
***ADVISORY:** DATA ON THIS CHART REPRESENT LINKEDIN'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO RESPECTIVE SHARES OF TOTAL MEMBERS OR ACTIVE USERS.

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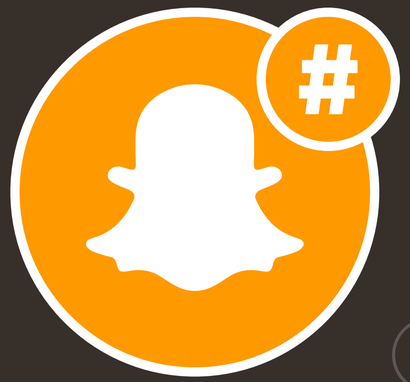
SNAPCHAT

JAN 2020

SNAPCHAT AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON SNAPCHAT

NUMBER OF PEOPLE THAT SNAPCHAT REPORTS CAN BE REACHED WITH ADVERTS ON SNAPCHAT	SHARE OF POPULATION AGED 13+ THAT MARKETERS CAN REACH WITH ADVERTS ON SNAPCHAT	QUARTER-ON-QUARTER CHANGE IN SNAPCHAT'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT SNAPCHAT REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT SNAPCHAT REPORTS IS MALE*
				
381.5 MILLION	**6.3%**	**+5.9%**	**61%**	**38%**

SOURCE: EXTRAPOLATIONS OF DATA FROM SNAPCHAT'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES. ***NOTE:** SNAPCHAT'S TOOLS DO NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE', BUT THE DATA THAT THE PLATFORM REPORTS FOR MALE AND FEMALE AUDIENCES DO NOT SUM TO 100% OF THE TOTAL AUDIENCE FIGURE. GENDER SHARE FIGURES REPORTED HERE REFLECT A SHARE OF THE TOTAL AUDIENCE FIGURE, SO WILL NOT SUM TO 100%.

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SNAPCHAT REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL SNAPCHAT ADVERTISING REACH

#	COUNTRY / TERRITORY	REACH	▲QOQ	▲QOQ
01	U.S.A.	101,250,000	+3.8%	+3,700,000
02	INDIA	22,950,000	+22%	+4,150,000
03	FRANCE	21,250,000	+4.2%	+850,000
04	U.K.	18,700,000	+4.8%	+850,000
05	SAUDI ARABIA	16,100,000	+2.9%	+450,000
06	MEXICO	14,800,000	+15%	+1,950,000
07	BRAZIL	13,950,000	+3.3%	+450,000
08	GERMANY	12,150,000	+8.0%	+900,000
09	CANADA	8,150,000	+1.9%	+150,000
10	RUSSIA	7,750,000	+5.4%	+400,000

#	COUNTRY / TERRITORY	REACH	▲QOQ	▲QOQ
11	TURKEY	7,700,000	+3.4%	+250,000
12	PHILIPPINES	7,350,000	+12%	+800,000
13	AUSTRALIA	6,850,000	+3.8%	+250,000
14	NETHERLANDS	6,650,000	+8.1%	+500,000
15	IRAQ	6,550,000	+4.8%	+300,000
16	EGYPT	6,100,000	+17%	+900,000
17	INDONESIA	5,400,000	-14%	-900,000
18	SPAIN	4,600,000	-8.0%	-400,000
19	COLOMBIA	4,500,000	+15%	+600,000
20	PAKISTAN	4,400,000	+22%	+800,000

SOURCE: EXTRAPOLATIONS OF DATA FROM SNAPCHAT'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES.
***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE FOR WHICH DATA IS AVAILABLE IN SNAPCHAT'S SELF-SERVICE ADVERTISING TOOLS.

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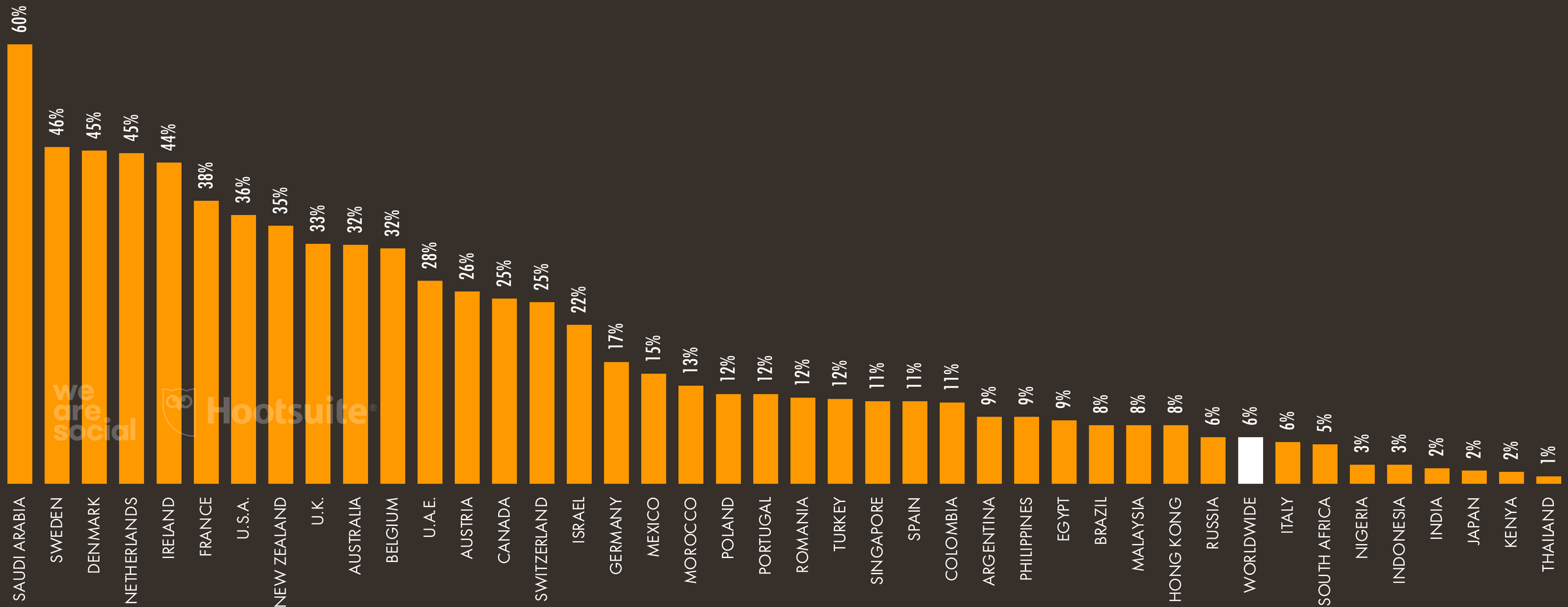
ELIGIBLE AUDIENCE REACH RATE: SNAPCHAT

TOTAL POTENTIAL SNAPCHAT ADVERTISING REACH COMPARED TO POPULATION AGED 13+



SOURCE: EXTRAPOLATIONS OF DATA FROM SNAPCHAT'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU. FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES.

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SNAPCHAT ELIGIBLE AUDIENCE REACH RATE RANKING

COUNTRIES AND TERRITORIES* WITH THE HIGHEST LEVELS OF POTENTIAL SNAPCHAT ADVERTISING REACH COMPARED TO POPULATION AGED 13+

#	COUNTRY / TERRITORY	% 13+	REACH	▲QOQ
01	LUXEMBOURG	74%	397,500	+13%
02	NORWAY	64%	2,950,000	+3.5%
03	BAHRAIN	63%	885,000	+11%
04	SAUDI ARABIA	60%	16,100,000	+2.9%
05	URUGUAY	54%	1,550,000	+35%
06	KUWAIT	54%	1,850,000	+5.7%
07	SWEDEN	46%	3,900,000	+2.6%
08	DENMARK	45%	2,250,000	0%
09	NETHERLANDS	45%	6,650,000	+8.1%
10	IRELAND	44%	1,750,000	0%

#	COUNTRY / TERRITORY	% 13+	REACH	▲QOQ
11	FRANCE	38%	21,250,000	+4.2%
12	U.S.A.	36%	101,250,000	+3.8%
13	NEW ZEALAND	35%	1,400,000	+12%
14	U.K.	33%	18,700,000	+4.8%
15	AUSTRALIA	32%	6,850,000	+3.8%
16	BELGIUM	32%	3,150,000	+6.8%
17	PUERTO RICO	32%	795,000	+13%
18	JORDAN	30%	2,150,000	0%
19	OMAN	29%	1,150,000	+4.5%
20	PALESTINE	28%	915,000	+7.0%

SOURCE: EXTRAPOLATIONS OF DATA FROM SNAPCHAT'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU. FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES. ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE.

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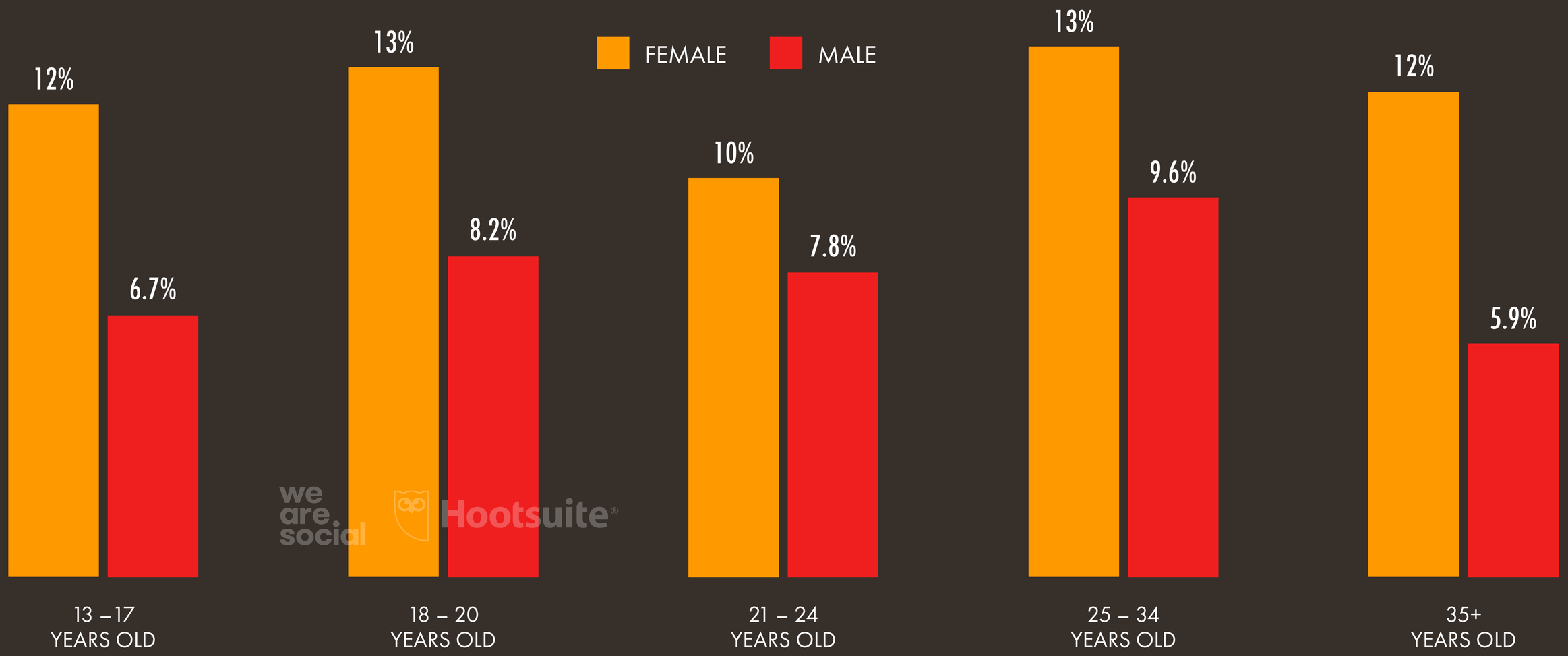
PROFILE OF SNAPCHAT'S ADVERTISING AUDIENCE

SHARE OF SNAPCHAT'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



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SOURCE: EXTRAPOLATIONS OF DATA FROM SNAPCHAT'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020) **NOTE:** SNAPCHAT'S TOOLS DO NOT PUBLISH DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE', BUT FIGURES PUBLISHED IN THESE TOOLS FOR TOTAL AUDIENCE ARE HIGHER THAN THE SUM OF MALE AND FEMALE AUDIENCES, SO SHARE FIGURES MAY NOT SUM TO 100%. ***ADVISORY:** DATA ON THIS CHART REPRESENT SNAPCHAT'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO RESPECTIVE SHARES OF TOTAL ACTIVE USERS.

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SNAPCHAT'S ADVERTISING AUDIENCE

POTENTIAL REACH OF ADVERTISING ON SNAPCHAT BY AGE GROUP AND BY GENDER*

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13–17	71,200,000	45,800,000	12%	25,400,000	6.7%
18–20	80,700,000	49,500,000	13%	31,200,000	8.2%
21–24	68,200,000	38,600,000	10%	29,600,000	7.8%
25–34	88,200,000	51,400,000	13%	36,800,000	9.6%
35+	69,800,000	47,100,000	12%	22,700,000	5.9%
TOTAL	**381,500,000**	**232,400,000**	**61%**	**145,700,000**	**38%**

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SOURCE: EXTRAPOLATIONS OF DATA FROM SNAPCHAT'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES. ***NOTE:** SNAPCHAT'S TOOLS DO NOT PUBLISH DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE', BUT FIGURES FOR TOTAL AUDIENCE ARE HIGHER THAN THE SUM OF MALE AND FEMALE AUDIENCES, SO SHARE FIGURES MAY NOT SUM TO 100%. ***ADVISORY:** DATA ON THIS CHART REPRESENT SNAPCHAT'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO TOTAL ACTIVE USERS.

JAN 2020

SNAPCHAT GENDER COMPARISON RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST SHARE OF SNAPCHAT AUDIENCE BY GENDER*

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT FEMALE SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	INDONESIA	88%	4,746,600
02	KAZAKHSTAN	86%	1,756,850
03	RUSSIA	85%	6,548,750
04	PHILIPPINES	79%	5,799,150
05	SOUTH AFRICA	78%	1,842,400
06	CHILE	78%	1,204,350
07	PERU	77%	1,338,750
08	COLOMBIA	76%	3,420,000
09	URUGUAY	75%	1,165,600
10	BRAZIL	75%	10,462,500

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT MALE SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	BAHRAIN	52%	458,430
02	INDIA	49%	11,153,700
03	SAUDI ARABIA	49%	7,808,500
04	SLOVENIA	48%	175,298
05	NORWAY	47%	1,386,500
06	QATAR	47%	273,780
07	FINLAND	46%	510,400
08	IRELAND	46%	810,250
09	BELGIUM	46%	1,445,850
10	KUWAIT	46%	847,300

SOURCE: EXTRAPOLATIONS OF DATA FROM SNAPCHAT'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE U.N. AND U.S. CENSUS BUREAU. FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES. ***NOTES:** SNAPCHAT DOES NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **ADVISORY:** DATA REFLECT SNAPCHAT'S ADVERTISING AUDIENCE ONLY, AND MAY NOT MATCH TOTAL USERS.

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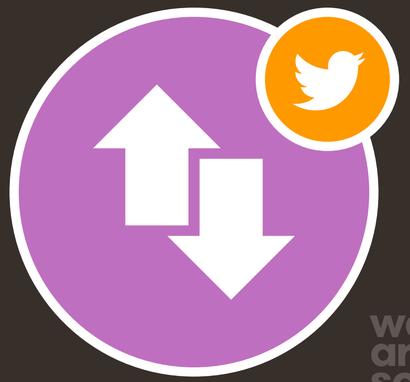
TWITTER

JAN 2020

TWITTER AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER

NUMBER OF PEOPLE THAT TWITTER REPORTS CAN BE REACHED WITH ADVERTS ON TWITTER	SHARE OF POPULATION AGED 13+ THAT MARKETERS CAN REACH WITH ADVERTS ON TWITTER	QUARTER-ON-QUARTER CHANGE IN TWITTER'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS MALE*
				
339.6 MILLION	**5.6%**	**-3.1%**	**38%**	**62%**

SOURCE: EXTRAPOLATIONS OF DATA FROM TWITTER'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES. ***NOTE:** TWITTER DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. GENDER SHARE FIGURES BASED ON AVAILABLE DATA. **ADVISORY:** DATA REPORTED BY TWITTER'S SELF-SERVICE ADVERTISING TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION, EVEN WITHIN SHORT TIMEFRAMES. ◈ **COMPARABILITY ADVISORY:** SIGNIFICANT BASE CHANGES.

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TWITTER REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL TWITTER ADVERTISING REACH

#	COUNTRY / TERRITORY	REACH	▲QOQ
01	U.S.A.	59,350,000	+0.6%
02	JAPAN	45,750,000	-2.7%
03	U.K.	16,700,000	+0.7%
04	SAUDI ARABIA	14,350,000	-2.6%
05	BRAZIL	12,150,000	+0.4%
06	TURKEY	11,800,000	-3.2%
07	INDIA	11,450,000	-4.9%
08	INDONESIA	10,645,000	-0.2%
09	RUSSIA	9,460,000	-42%
10	MEXICO	9,450,000	+1.1%

#	COUNTRY / TERRITORY	REACH	▲QOQ
11	SPAIN	7,500,000	-4.6%
12	FRANCE	7,445,000	+2.7%
13	CANADA	6,880,000	0%
14	PHILIPPINES	6,625,000	-5.1%
15	THAILAND	6,545,000	-3.2%
16	AUSTRALIA	6,230,000	-3.3%
17	SOUTH KOREA	5,700,000	+0.9%
18	GERMANY	5,245,000	+4.4%
19	ARGENTINA	4,955,000	-4.4%
20	MALAYSIA	3,855,000	+1.4%

SOURCE: EXTRAPOLATIONS OF DATA FROM TWITTER'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES. ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** SIGNIFICANT BASE CHANGES. DATA REPORTED BY TWITTER'S SELF-SERVICE ADVERTISING TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION, EVEN WITHIN SHORT TIMEFRAMES.

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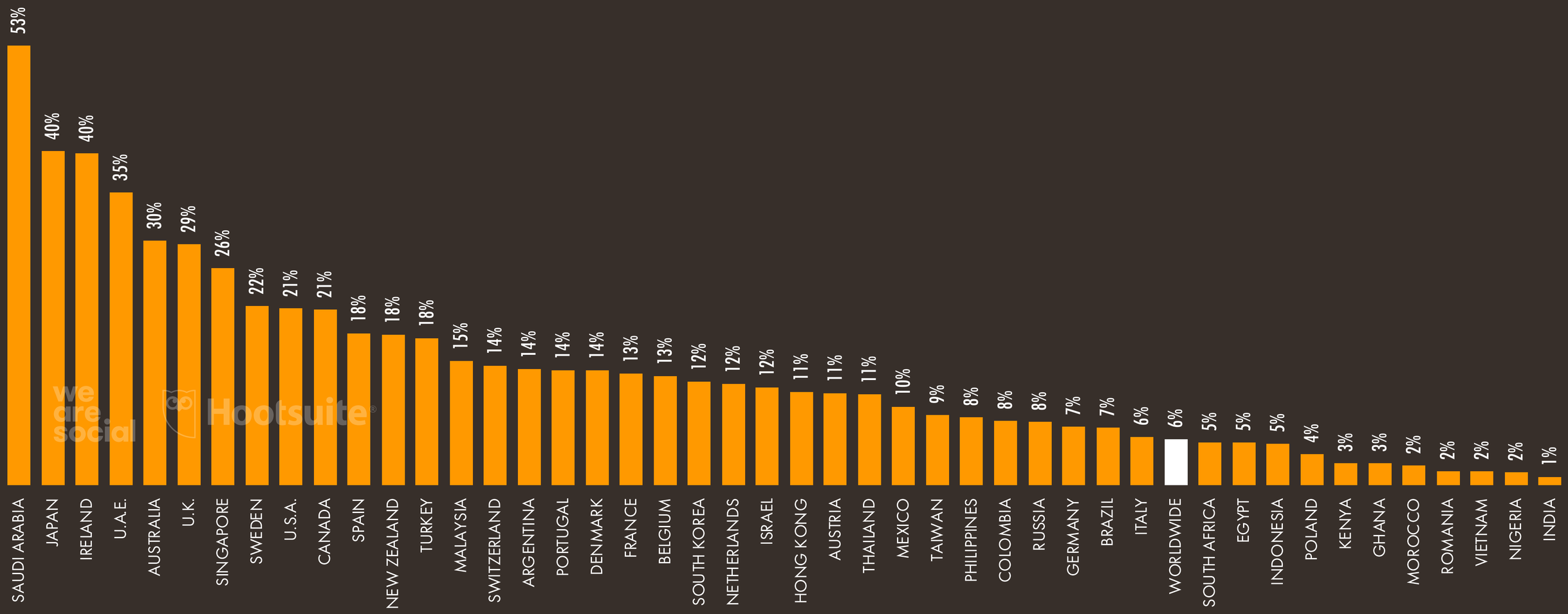
ELIGIBLE AUDIENCE REACH RATE: TWITTER

TOTAL POTENTIAL TWITTER ADVERTISING REACH COMPARED TO POPULATION AGED 13+



SOURCE: EXTRAPOLATIONS OF DATA FROM TWITTER'S SELF-SERVICE ADVERTISING TOOLS BASED ON MID-POINTS OF PUBLISHED RANGES (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU. ◈ **COMPARABILITY ADVISORY:** SIGNIFICANT BASE CHANGES. DATA REPORTED BY TWITTER'S SELF-SERVICE ADVERTISING TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION, EVEN WITHIN SHORT TIMEFRAMES.

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TWITTER ELIGIBLE AUDIENCE REACH RATE RANKING

COUNTRIES AND TERRITORIES* WITH THE HIGHEST LEVELS OF POTENTIAL TWITTER ADVERTISING REACH COMPARED TO POPULATION AGED 13+

#	COUNTRY	% 13+	REACH	▲QOQ
01	KUWAIT	61%	2,105,000	-0.7%
02	ANDORRA	61%	47,200	+82%
03	BAHRAIN	58%	817,000	-2.3%
04	SAUDI ARABIA	53%	14,350,000	-2.6%
05	CAYMAN IS.	49%	32,000	+18%
06	ARUBA	49%	44,000	+22%
07	ISLE OF MAN	46%	39,200	+3.5%
08	BERMUDA	46%	28,400	+47%
09	JAPAN	40%	45,750,000	-2.7%
10	IRELAND	40%	1,610,000	+2.8%

#	COUNTRY	% 13+	REACH	▲QOQ
11	QATAR	39%	974,500	-2.4%
12	PUERTO RICO	37%	926,000	+40%
13	ICELAND	36%	101,700	+5.3%
14	U.A.E.	35%	3,030,000	-0.5%
15	BRUNEI	34%	117,500	+0.5%
16	OMAN	33%	1,330,000	+1.8%
17	BAHAMAS	32%	101,900	+57%
18	NORTHERN MARIANAS	31%	17,600	+36%
19	AUSTRALIA	30%	6,230,000	-3.3%
20	U.K.	29%	16,700,000	+0.7%

SOURCE: EXTRAPOLATIONS OF DATA FROM TWITTER'S SELF-SERVICE ADVERTISING TOOLS BASED ON MID-POINTS OF PUBLISHED RANGES (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU. ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** SIGNIFICANT BASE CHANGES. DATA REPORTED BY TWITTER'S SELF-SERVICE ADVERTISING TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION, EVEN WITHIN SHORT TIMEFRAMES.

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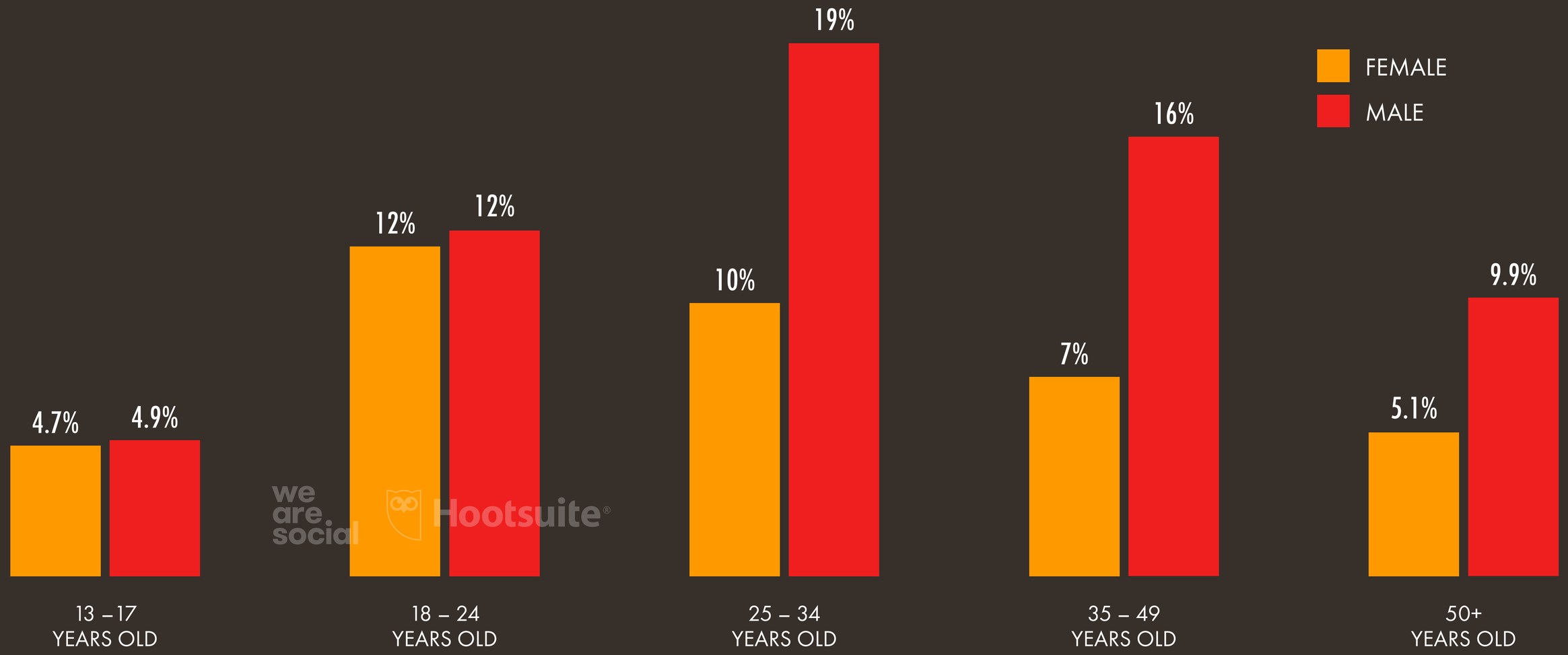
PROFILE OF TWITTER'S ADVERTISING AUDIENCE

SHARE OF TWITTER'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



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SOURCE: EXTRAPOLATIONS OF DATA FROM TWITTER'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), BASED ON MID-POINTS OF PUBLISHED RANGES FOR GENDER AND AGE GROUP.
NOTE: TWITTER'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORY:** DATA REPRESENT TWITTER'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO ACTIVE USERS. DATA REPORTED BY TWITTER'S SELF-SERVE ADVERTISING TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION, EVEN WITHIN SHORT TIMEFRAMES.

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TWITTER GENDER COMPARISON RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST SHARE OF TWITTER AUDIENCE BY GENDER*

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT FEMALE SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	PHILIPPINES	86%	935,000
02	THAILAND	78%	1,430,000
03	INDONESIA	68%	3,390,000
04	MALAYSIA	67%	1,235,000
05	LAOS	64%	61,600
06	BRUNEI	60%	48,400
07	ST. KITTS & NEVIS	58%	5,600
08	CAMBODIA	53%	126,500
09	ARGENTINA	51%	2,400,000
10	BELIZE	51%	14,800

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT MALE SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	GUINEA	87%	32,400
02	DEM. REP. OF THE CONGO	86%	86,800
03	INDIA	85%	9,655,000
04=	GAMBIA	83%	14,000
04=	SOLOMON IS.	83%	2,000
06	NIGER	83%	15,600
07	BURUNDI	83%	13,200
08	NEW CALEDONIA	82%	11,200
09	BURKINA FASO	82%	24,000
10	RWANDA	81%	62,400

SOURCE: EXTRAPOLATIONS OF DATA FROM TWITTER'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). ***NOTES:** TWITTER'S TOOLS DO NOT PUBLISH DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA REPRESENT TWITTER'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO TOTAL ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. DATA REPORTED BY TWITTER'S SELF-SERVICE TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION.

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TWITTER ACCOUNTS WITH THE MOST FOLLOWERS

TWITTER ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS IN JANUARY 2020

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	BARACK OBAMA	@BARACKOBAMA	111,470,000
02	KATY PERRY	@KATYPERRY	108,307,000
03	JUSTIN BIEBER	@JUSTINBIEBER	107,671,000
04	RIHANNA	@RIHANNA	95,188,000
05	TAYLOR SWIFT	@TAYLORSWIFT13	85,558,000
06	CRISTIANO RONALDO	@CRISTIANO	81,889,000
07	LADY GAGA	@LADYGAGA	80,635,000
08	ELLEN DEGENERES	@THEELLENSHOW	79,229,000
09	YOUTUBE	@YOUTUBE	72,170,000
10	DONALD TRUMP	@REALDONALDTRUMP	69,234,000

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
11	ARIANA GRANDE	@ARIANAGRANDE	68,749,000
12	JUSTIN TIMBERLAKE	@JTIMBERLAKE	65,011,000
13	KIM KARDASHIAN	@KIMKARDASHIAN	62,850,000
14	SELENA GOMEZ	@SELENAGOMEZ	59,328,000
15	TWITTER	@TWITTER	56,938,000
16	CNN BREAKING NEWS	@CNNBRK	56,368,000
17	BRITNEY SPEARS	@BRITNEYSPEARS	56,224,000
18	NARENDRA MODI	@NARENDRAMODI	52,381,000
19	SHAKIRA	@SHAKIRA	51,708,000
20	JIMMY FALLON	@JIMMYFALLON	51,569,000

SOURCE: KEPIOS ANALYSIS, BASED ON PUBLICLY DISPLAYED FOLLOWER COUNTS ON TWITTER IN MID-JANUARY 2020. FIGURES HAVE BEEN ROUNDED.

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MOST-USED EMOJI ON TWITTER

EMOJI THAT HAVE BEEN USED THE GREATEST NUMBER OF TIMES ON TWITTER (ALL TIME)

#	EMOJI	TIMES USED
01	😂	2,671,000,000
02	❤️	1,289,000,000
03	♻️	966,000,000
04	😍	964,000,000
05	😭	817,000,000
06	❤️	743,000,000
07	😊	632,000,000
08	😒	500,000,000
09	💕	493,000,000
10	😘	475,000,000

#	EMOJI	TIMES USED
11	😩	428,000,000
12	☺️	389,000,000
13	😔	382,000,000
14	😁	365,000,000
15	👌	359,000,000
16	😏	336,000,000
17	😉	309,000,000
18	👍	273,000,000
19	😅	258,000,000
20	🙏	246,000,000

#	EMOJI	TIMES USED
21	👀	245,000,000
22	😌	238,000,000
23	😢	237,000,000
24	💔	236,000,000
25	😎	232,000,000
26	⬅️	229,000,000
27	🎶	217,000,000
28	💙	216,000,000
29	💜	212,000,000
30	✨	199,000,000

#	EMOJI	TIMES USED
31	😳	198,000,000
32	🙌	193,000,000
33	🔥	191,000,000
34	💖	187,000,000
35	💯	182,000,000
36	🙈	181,000,000
37	🤞	168,000,000
38	😄	165,000,000
39	😴	163,000,000
40	😑	163,000,000

SOURCE: EMOJITRACKER (JANUARY 2020). **NOTE:** VALUES HAVE BEEN ROUNDED TO THE NEAREST MILLION.

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PINTEREST

JAN 2020

PINTEREST AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON PINTEREST

NUMBER OF PEOPLE THAT PINTEREST REPORTS CAN BE REACHED WITH ADVERTS ON PINTEREST	SHARE OF POPULATION AGED 13+ THAT MARKETERS CAN REACH WITH ADVERTS ON PINTEREST	QUARTER-ON-QUARTER CHANGE IN PINTEREST'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT PINTEREST REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT PINTEREST REPORTS IS MALE*
169.0 MILLION	**2.8%**	**+12%**	**72%**	**20%**

SOURCE: EXTRAPOLATIONS OF DATA FROM PINTEREST'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES. ***NOTE:** PINTEREST PUBLISHES DATA FOR USERS OF 'UNSPECIFIED' GENDER, IN ADDITION TO 'MALE' AND 'FEMALE', SO FIGURES FOR MALE AND FEMALE SHOWN ON THIS CHART WILL NOT SUM TO 100%.
ADVISORY: DATA SHOWN ON THIS CHART REPRESENT PINTEREST'S ADVERTISING AUDIENCE ONLY, AND MAY NOT BE REFLECTIVE OF PINTEREST'S TOTAL MONTHLY ACTIVE USER BASE.

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JAN 2020

PINTEREST REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL PINTEREST ADVERTISING REACH (AVAILABLE COUNTRIES ONLY)

#	COUNTRY / TERRITORY	REACH	▲QOQ	▲QOQ
01	U.S.A.	79,430,000	+2.7%	+2,110,000
02	GERMANY	12,501,000	+12%	+1,293,000
03	FRANCE	10,760,500	+1.7%	+176,000
04	U.K.	10,655,000	+2.8%	+287,000
05	CANADA	8,251,000	+4.0%	+316,500
06	SPAIN	6,825,500	+18%	+1,022,500
07	ITALY	5,527,500	+6.4%	+330,500
08	AUSTRALIA	4,602,000	-8.3%	-415,000
09	NETHERLANDS	4,080,000	+3.2%	+126,000
10	POLAND	3,747,000	+548%	+3,168,500

#	COUNTRY / TERRITORY	REACH	▲QOQ	▲QOQ
11	BELGIUM	2,900,500	+83%	+1,317,000
12	PORTUGAL	1,994,500	+40%	+565,500
13	SWEDEN	1,915,000	+41%	+557,500
14	GREECE	1,884,500	+430%	+1,529,000
15	ROMANIA	1,854,500	+473%	+1,531,000
16	HUNGARY	1,620,000	+468%	+1,335,000
17	SWITZERLAND	1,399,500	+6.9%	+90,000
18	CZECH REP.	1,354,500	+419%	+1,093,500
19	AUSTRIA	1,309,500	-0.04%	-500
20	DENMARK	1,189,000	+40%	+339,500

SOURCE: EXTRAPOLATIONS OF DATA FROM PINTEREST'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES ***NOTES:** MARKETERS CAN CURRENTLY ONLY TARGET A SELECTION OF COUNTRIES USING PINTEREST'S SELF-SERVICE ADVERTISING TOOLS. RANKINGS BASED ON AVAILABLE DATA ONLY, FOR COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE.

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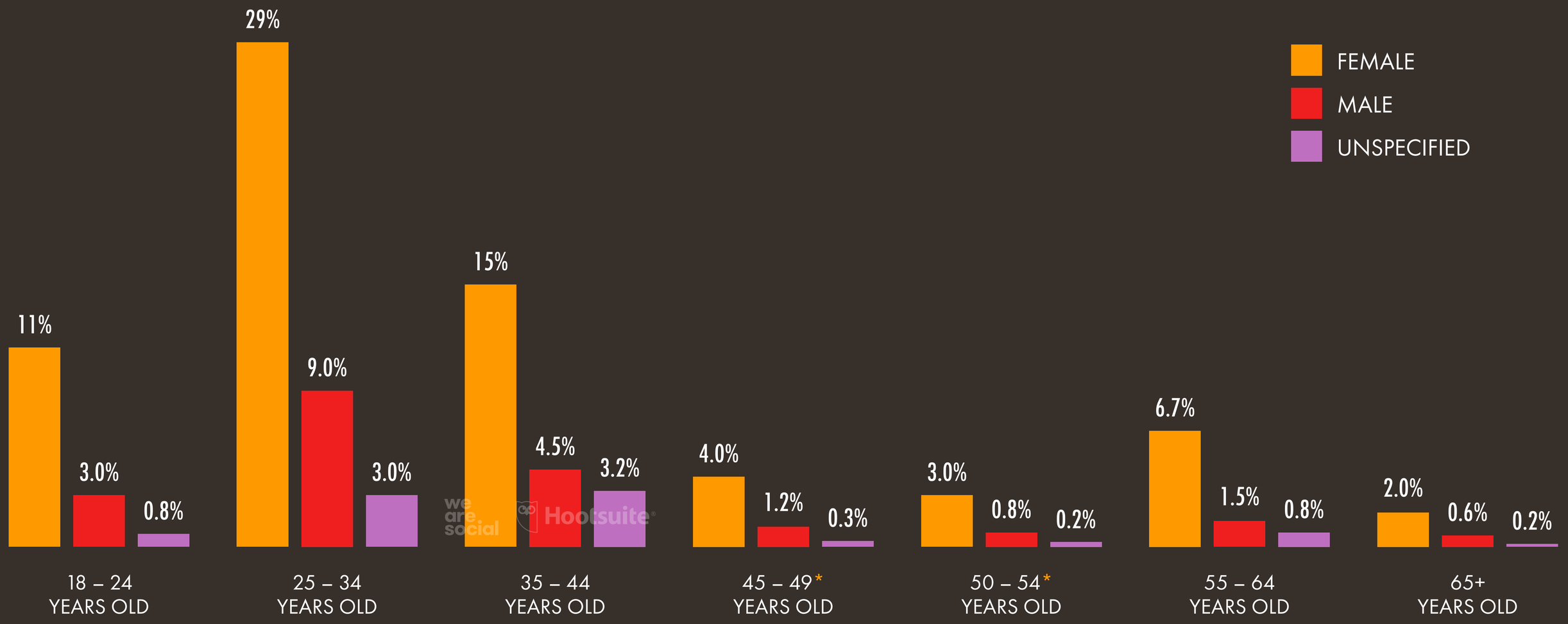
PROFILE OF PINTEREST'S ADVERTISING AUDIENCE

SHARE OF PINTEREST'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



SOURCE: EXTRAPOLATIONS OF DATA FROM PINTEREST'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). ***NOTES:** AGE GROUPS AND GENDER DEFINITIONS AS PER PINTEREST'S TOOLS. MARKETERS CAN CURRENTLY ONLY TARGET A SELECTION OF COUNTRIES USING PINTEREST'S SELF-SERVICE ADVERTISING TOOLS, SO FIGURES PRESENTED HERE ARE BASED ON AVAILABLE DATA ONLY. ***ADVISORY:** DATA ON THIS CHART REPRESENT PINTEREST'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO RESPECTIVE SHARES OF TOTAL ACTIVE USERS.

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PINTEREST'S ADVERTISING AUDIENCE

POTENTIAL REACH OF ADVERTISING ON PINTEREST BY AGE GROUP AND BY GENDER*

AGE	TOTAL	FEMALE	FEMALE %	MALE	MALE %	UNSPECIFIED	UNSPEC. %
18 - 24	24,300,000	19,280,000	11%	5,020,000	3.0%	1,270,000	0.8%
25 - 34	64,040,000	48,880,000	29%	15,160,000	9.0%	4,990,000	3.0%
35 - 44	32,950,000	25,410,000	15%	7,540,000	4.5%	5,370,000	3.2%
45 - 49*	8,740,000	6,730,000	4.0%	2,010,000	1.2%	550,000	0.3%
50 - 54*	6,420,000	5,000,000	3.0%	1,420,000	0.8%	410,000	0.2%
55 - 64	13,810,000	11,250,000	6.7%	2,560,000	1.5%	1,350,000	0.8%
65+	4,450,000	3,400,000	2.0%	1,050,000	0.6%	310,000	0.2%
TOTAL	**168,950,500**	**119,950,000**	**71%**	**34,760,000**	**21%**	**14,250,000**	**8%**

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SOURCE: EXTRAPOLATIONS OF DATA FROM PINTEREST'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES. ***NOTES:** AGE GROUPS AND GENDER DEFINITIONS AS PER PINTEREST'S TOOLS. DATA BASED ON THE SELECTION OF COUNTRIES AVAILABLE IN PINTEREST'S SELF-SERVICE TOOLS. ***ADVISORY:** DATA ON THIS CHART REPRESENT PINTEREST'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO RESPECTIVE SHARES OF TOTAL ACTIVE USERS.

YOUTUBE

JAN 2020

YOUTUBE OVERVIEW

ESSENTIAL HEADLINES FOR YOUTUBE USE AROUND THE WORLD

NUMBER OF LOGGED-IN USERS OF YOUTUBE EACH MONTH

2 BILLION

SHARE OF POPULATION AGED 13+ THAT LOGS IN TO YOUTUBE EACH MONTH

33%

TOTAL NUMBER OF HOURS WATCHED ON YOUTUBE EACH DAY

1 BILLION

FEMALE USERS AS A PERCENTAGE OF TOTAL MALE AND FEMALE USERS*

45%

MALE USERS AS A PERCENTAGE OF TOTAL MALE AND FEMALE USERS*

55%

SOURCES: COMPANY STATEMENTS; GENDER SHARE DATA FROM GLOBALWEBINDEX (Q3 2019) BASED ON THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. ◈ **COMPARABILITY ADVISORY:** DATA ON THIS CHART ARE NOT DIRECTLY COMPARABLE TO SIMILAR DATA POINTS FOR OTHER PLATFORMS INCLUDED IN THIS REPORT.

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JAN 2020

TOP YOUTUBE SEARCH QUERIES

USERS' TOP SEARCH QUERIES ON YOUTUBE THROUGHOUT 2019

#	SEARCH QUERY	INDEX
01	SONG	100
02	LA LA LA	65
03	SONGS	49
04	VIDEO	38
05	DJ	21
06	BABY	19
07	MUSIC	18
08	KARAOKE	15
09	MUSICA	13
10	NEW SONG	12

#	SEARCH QUERY	INDEX
11	FORTNITE	11
12	MINECRAFT	11
13	TIK TOK	9
14	STORY	9
15	BTS	8
16	ASMR	8
17	CARTOON	8
18	CARTOON CARTOON	8
19	PUBG	8
20	เพลง	8

SOURCE: GOOGLE TRENDS (ACCESSED JANUARY 2020). RANKINGS AND INDICES ARE BASED ON SEARCHES ENTERED INTO YOUTUBE'S SEARCH BAR THROUGHOUT 2019. **NOTES:** "เพลง" IS THE THAI WORD FOR "MUSIC". GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY).

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MOST-VIEWED YOUTUBE VIDEOS OF ALL TIME

BASED ON THE TOTAL NUMBER OF ALL-TIME GLOBAL VIEWS UP TO JANUARY 2020

#	VIDEO	VIDEO VIEWS	LIKES	DISLIKES
01	LUIS FONSI FEAT. DADDY YANKEE – DESPACITO	6,590,000,000	36,040,000	4,340,000
02	ED SHEERAN – SHAPE OF YOU	4,550,000,000	21,760,000	1,190,000
03	WHIZ KHALIFA FEAT. CHARLIE PUTH – SEE YOU AGAIN	4,350,000,000	26,460,000	830,000
04	PINKFONG! KIDS SONGS & STORIES – BABY SHARK DANCE	4,290,000,000	13,220,000	5,220,000
05	GET MOVIES – MASHA AND THE BEAR (EPISODE 17): RECIPE FOR DISASTER	4,210,000,000	6,740,000	3,690,000
06	MARK RONSON FEAT. BRUNO MARS – UPTOWN FUNK	3,750,000,000	13,760,000	850,000
07	PSY – GANGNAM STYLE	3,480,000,000	16,970,000	2,300,000
08	JUSTIN BIEBER – SORRY (PURPOSE: THE MOVEMENT)	3,230,000,000	12,370,000	1,540,000
09	MAROON 5 – SUGAR	3,100,000,000	11,070,000	490,000
10	KATY PERRY – ROAR	2,980,000,000	10,520,000	840,000

SOURCE: KEPIOS ANALYSIS; BASED ON PUBLICLY DISPLAYED COUNTS PUBLISHED ON YOUTUBE (JANUARY 2020). **NOTE:** VIEW COUNTS HAVE BEEN ROUNDED DOWN TO THE NEAREST 10 MILLION; LIKES AND DISLIKES DOWN TO THE NEAREST 10,000.

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JAN 2020

TOP YOUTUBE ACCOUNTS

YOUTUBE ACCOUNTS WITH THE GREATEST NUMBER OF SUBSCRIBERS IN JANUARY 2020

#	ACCOUNT NAME	SUBSCRIBERS	TOTAL VIEWS
01	T-SERIES	123,000,000	94,461,200,000
02	PEWDIEPIE	102,000,000	24,438,100,000
03	COCOMELON	69,300,000	47,535,900,000
04	5-MINUTE CRAFTS	63,300,000	16,855,700,000
05	SET INDIA	62,400,000	45,979,700,000
06	CANAL KONDZILLA	54,500,000	27,866,300,000
07	WWE	52,900,000	38,368,400,000
08	ZEE MUSIC COMPANY	48,500,000	22,700,800,000
09	DUDE PERFECT	48,200,000	9,638,400,000
10	JUSTIN BIEBER	48,100,000	20,065,500,000

#	ACCOUNT NAME	SUBSCRIBERS	TOTAL VIEWS
11	LIKE NASTYA VLOG	43,900,000	22,678,800,000
12	ED SHEERAN	43,200,000	19,317,900,000
13	✿ KIDS DIANA SHOW	42,600,000	17,013,800,000
14	BADABUN	42,000,000	15,243,300,000
15	MARSHMELLO	42,000,000	8,084,500,000
16	EMINEMMUSIC	40,200,000	15,350,400,000
17	HOLASOYGERMAN.	40,200,000	4,137,200,000
18	ZEE TV	39,600,000	37,633,900,000
19	ARIANA GRANDE	39,300,000	14,706,700,000
20	WHINDERSSONNUNES	38,000,000	3,208,300,000

SOURCE: KEPIOS ANALYSIS, BASED ON PUBLICLY DISPLAYED SUBSCRIBER COUNTS ON YOUTUBE IN MID-JANUARY 2020. FIGURES HAVE BEEN ROUNDED DOWN TO THE NEAREST 100,000.

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OTHER SOCIAL PLATFORMS

JAN 2020

WECHAT OVERVIEW

ESSENTIAL HEADLINES FOR WECHAT USE AROUND THE WORLD

NUMBER OF WORLDWIDE MONTHLY ACTIVE USERS OF WECHAT AND WEIXIN*

1.15 BILLION

SHARE OF POPULATION AGED 13+ THAT USES WECHAT OR WEIXIN EACH MONTH

19%

QUARTER-ON-QUARTER INCREASE IN MONTHLY ACTIVE USERS OF WECHAT AND WEIXIN

+1.6%

YEAR-ON-YEAR INCREASE IN MONTHLY ACTIVE USERS OF WECHAT AND WEIXIN

+6.3%

SOURCE: TENCENT Q3 2019 EARNINGS ANNOUNCEMENT (NOVEMBER 2019). ***NOTE:** FIGURES REFLECT COMBINED DATA FOR USAGE OF BOTH WECHAT AND WEIXIN (THE VERSION OF WECHAT AVAILABLE TO USERS IN MAINLAND CHINA).

JAN 2020

QQ OVERVIEW

ESSENTIAL HEADLINES FOR QQ USE AROUND THE WORLD

NUMBER OF WORLDWIDE MONTHLY ACTIVE QQ USERS

731.0 MILLION

SHARE OF POPULATION AGED 13+ THAT USES QQ EACH MONTH

12%

YEAR-ON-YEAR INCREASE IN THE NUMBER OF MONTHLY ACTIVE QQ USERS

-8.9%

PERCENTAGE OF ACTIVE QQ USERS WHO ACCESS VIA SMARTPHONES

89%

SOURCE: TENCENT Q3 2019 EARNINGS ANNOUNCEMENT (NOVEMBER 2019).

JAN 2020

QZONE OVERVIEW

ESSENTIAL HEADLINES FOR QZONE USE AROUND THE WORLD

NUMBER OF WORLDWIDE MONTHLY ACTIVE QZONE USERS*

517.0 MILLION

SHARE OF POPULATION AGED 13+ THAT USES QZONE EACH MONTH*

8.6%

QUARTER-ON-QUARTER INCREASE IN THE NUMBER OF MONTHLY ACTIVE QZONE USERS*

-6.6%

YEAR-ON-YEAR INCREASE IN THE NUMBER OF MONTHLY ACTIVE QZONE USERS*

-2.7%

SOURCE: TENCENT Q3 2019 EARNINGS ANNOUNCEMENT (NOVEMBER 2019). ***NOTE:** FIGURES BASED ON SMART DEVICE MONTHLY ACTIVE USERS OF QZONE, AS PUBLISHED IN TENCENT'S EARNINGS ANNOUCEMENT DOCUMENTS.

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SINA WEIBO OVERVIEW

ESSENTIAL HEADLINES FOR SINA WEIBO USE AROUND THE WORLD

NUMBER OF WORLDWIDE MONTHLY ACTIVE SINA WEIBO USERS

497 MILLION

SHARE OF POPULATION AGED 14+ THAT USES SINA WEIBO EACH MONTH*

8.4%

YEAR-ON-YEAR INCREASE IN THE NUMBER OF MONTHLY ACTIVE SINA WEIBO USERS

+11%

PERCENTAGE OF ACTIVE SINA WEIBO USERS WHO ACCESS VIA MOBILE DEVICES

94%

SOURCE: WEIBO CORPORATION Q3 2019 EARNINGS ANNOUNCEMENT (NOVEMBER 2019). ***NOTE:** SINA WEIBO RESTRICTS USE OF ITS PLATFORM TO PEOPLE AGED 14 AND ABOVE.

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REDDIT OVERVIEW

ESSENTIAL HEADLINES FOR REDDIT USE AROUND THE WORLD

NUMBER OF WORLDWIDE MONTHLY ACTIVE REDDIT USERS

430 MILLION

SHARE OF POPULATION AGED 13+ THAT USES REDDIT EACH MONTH

7.1%

YEAR-ON-YEAR INCREASE IN MONTHLY ACTIVE REDDIT USERS

+30%

NUMBER OF NEW POSTS PUBLISHED TO REDDIT DURING 2019*

199 MILLION

ANNUAL INCREASE IN THE NUMBER OF COMMENTS POSTED TO REDDIT*

+37%

SOURCE: REDDIT (JANUARY 2020). ***NOTE:** FIGURE FOR NEW POSTS PUBLISHED TO REDDIT ONLY INCLUDES POSTS PUBLISHED BETWEEN JANUARY AND OCTOBER 2019, SO THE FIGURE FOR POSTS MADE THROUGHOUT 2019 IS LIKELY HIGHER. FIGURE FOR ANNUAL GROWTH IN THE NUMBER OF COMMENTS REFLECTS THE YEAR-ON-YEAR CHANGE TO OCTOBER 2019.

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MOBILE IN 2020

JAN 2020

MOBILE USERS vs. MOBILE CONNECTIONS

A COMPARISON OF UNIQUE MOBILE USERS TO MOBILE CONNECTIONS

NUMBER OF UNIQUE MOBILE USERS (ANY TYPE OF HANDSET)	UNIQUE MOBILE USERS AS A PERCENTAGE OF TOTAL POPULATION	NUMBER OF MOBILE CONNECTIONS (EXCLUDING IOT)	MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION	AVERAGE NUMBER OF CONNECTIONS PER UNIQUE MOBILE USER
5.19 BILLION	**67%**	**7.95 BILLION**	**103%**	**1.53**

SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019). **NOTE:** PERCENTAGES MAY EXCEED 100% DUE TO INDIVIDUAL USE OF MULTIPLE CONNECTIONS. TOTAL GLOBAL CONNECTIONS FIGURES QUOTED HERE DO NOT INCLUDE IOT CELLULAR CONNECTIONS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

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PERSPECTIVES: MOBILE USERS vs. CONNECTIONS

COMPARING THE NUMBER OF UNIQUE INDIVIDUALS USING MOBILE PHONES TO THE NUMBER OF MOBILE CONNECTIONS

GSMA INTELLIGENCE DATA

TOTAL NUMBER OF MOBILE USERS (UNIQUE INDIVIDUALS)

5.19 BILLION

TOTAL NUMBER OF MOBILE CONNECTIONS

7.95 BILLION

ERICSSON MOBILITY REPORT DATA

TOTAL NUMBER OF MOBILE USERS (UNIQUE INDIVIDUALS)

5.91 BILLION

TOTAL NUMBER OF MOBILE CONNECTIONS

8.04 BILLION

SOURCES: GSMA INTELLIGENCE (JANUARY 2020); ERICSSON MOBILITY REPORT (NOVEMBER 2019); ERICSSON MOBILITY CALCULATOR (JANUARY 2020). **NOTE:** CONNECTIONS FIGURES DO NOT INCLUDE CELLULAR IOT CONNECTIONS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

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SHARE OF GLOBAL MOBILE CONNECTIONS BY DEVICE

PERCENTAGE OF GLOBAL MOBILE CONNECTIONS* ASSOCIATED WITH EACH TYPE OF MOBILE DEVICE

SHARE OF CONNECTIONS ASSOCIATED WITH SMARTPHONES

73.0%

SHARE OF CONNECTIONS ASSOCIATED WITH FEATURE PHONES

23.5%

SHARE OF CONNECTIONS ASSOCIATED WITH ROUTERS, TABLETS, AND MOBILE PCS

3.6%

SOURCE: ERICSSON MOBILITY VISUALIZER (ACCESSED JANUARY 2020). FIGURES ARE REPORTED VALUES FOR 2020. TOTAL DO NOT SUM TO 100 DUE TO ROUNDING.

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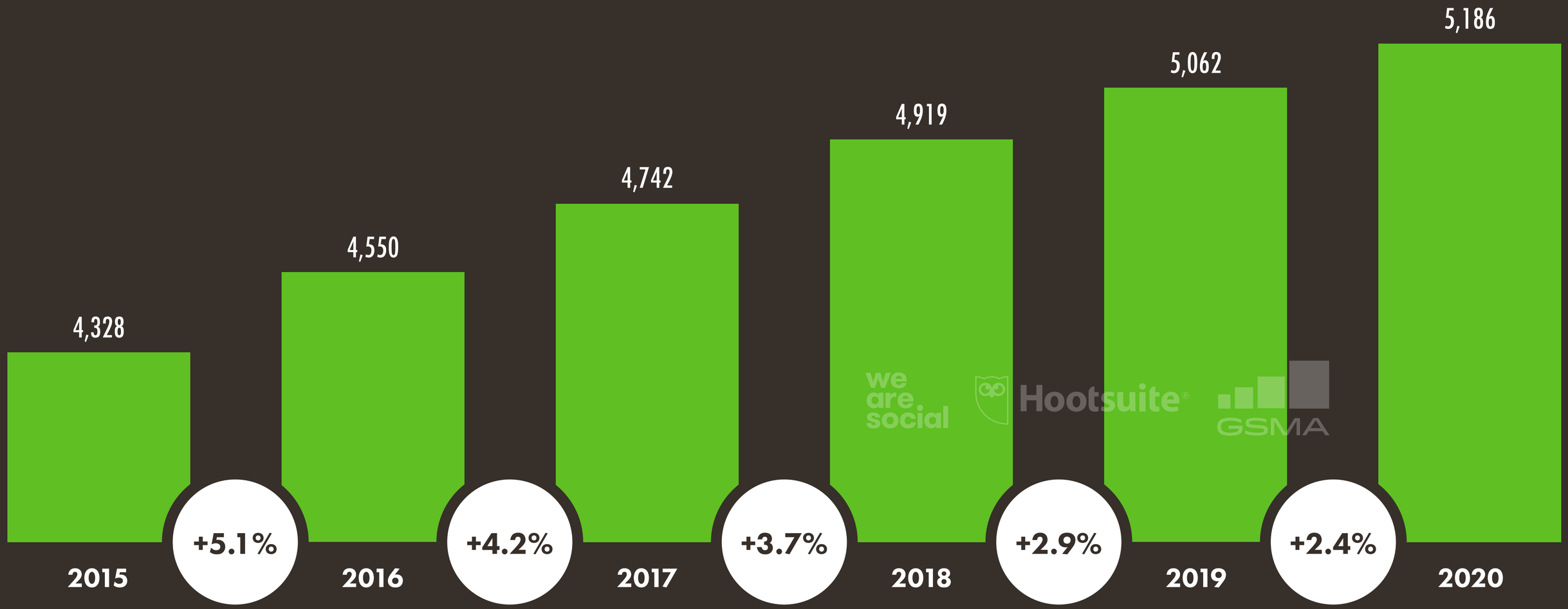
UNIQUE MOBILE USERS OVER TIME

NUMBER OF UNIQUE MOBILE SUBSCRIBERS* (IN MILLIONS) AT THE START OF EACH YEAR, WITH RESPECTIVE YEAR-ON-YEAR CHANGE



SOURCE: GSMA INTELLIGENCE (JANUARY 2020), BASED ON DATA FOR Q4 OF EACH PRECEDING YEAR. ***NOTES:** BASED ON MOBILE USERS WITH ANY FORM OF CELLULAR SUBSCRIPTION.
◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

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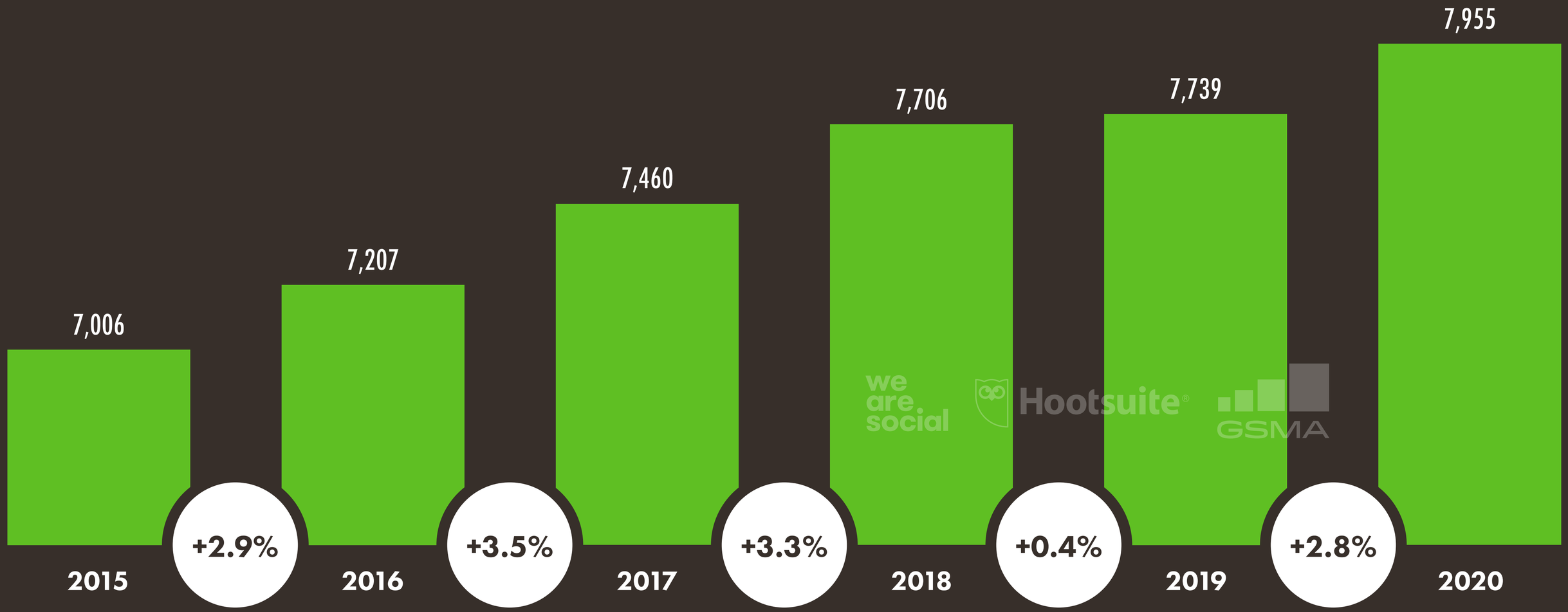
TOTAL MOBILE CONNECTIONS OVER TIME

NUMBER OF MOBILE CONNECTIONS* (IN MILLIONS) AT THE START OF EACH YEAR, WITH RESPECTIVE YEAR-ON-YEAR CHANGE



SOURCE: GSMA INTELLIGENCE (JANUARY 2020), BASED ON DATA FOR Q4 OF EACH PRECEDING YEAR. ***NOTES:** CONNECTION FIGURES DO NOT INCLUDE IOT CELLULAR CONNECTIONS.
◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

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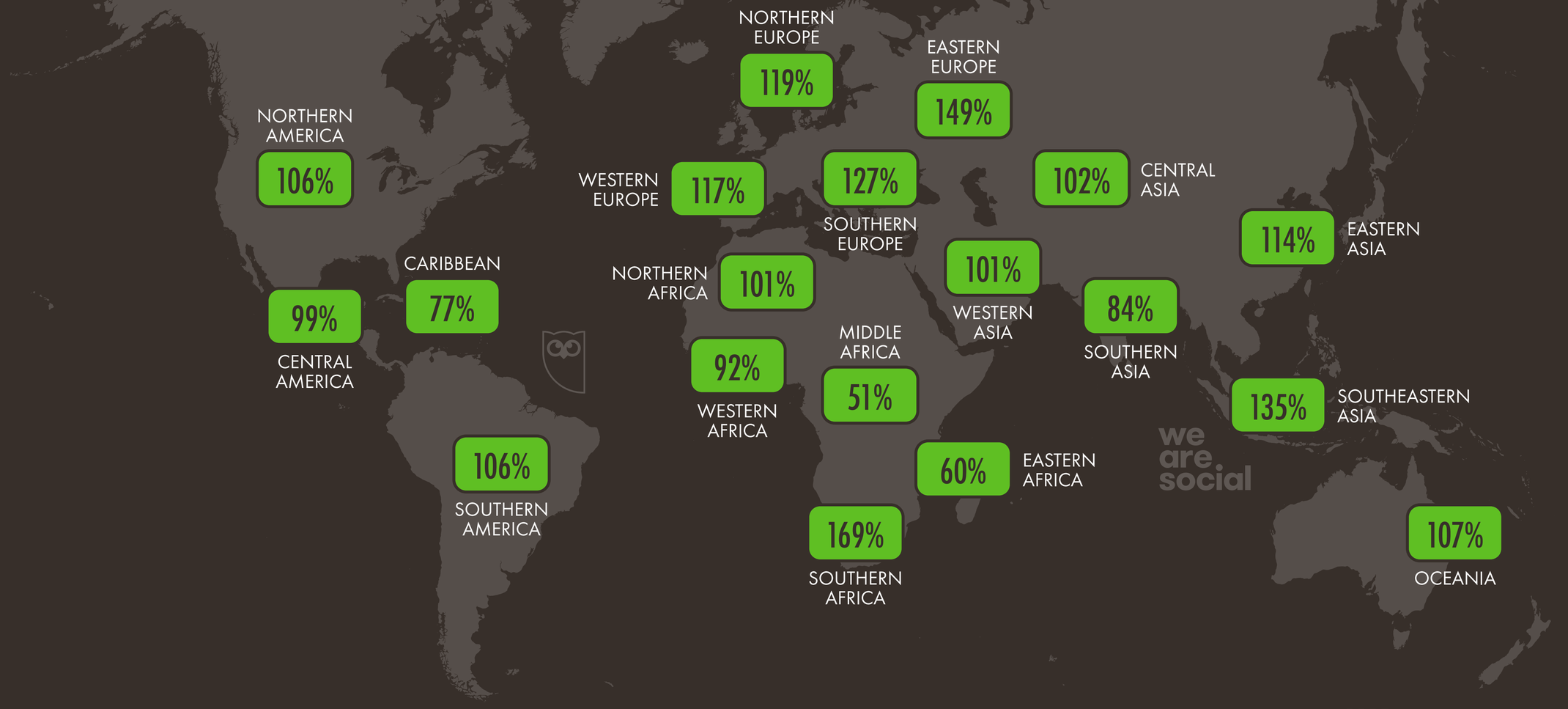
MOBILE CONNECTIVITY BY REGION

NUMBER OF MOBILE CONNECTIONS* IN EACH REGION COMPARED TO TOTAL POPULATION (REGARDLESS OF AGE)



SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019). ***NOTES:** CONNECTION FIGURES DO NOT INCLUDE IOT CELLULAR CONNECTIONS. PERCENTAGES MAY EXCEED 100% DUE TO INDIVIDUAL USE OF MULTIPLE CONNECTIONS. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

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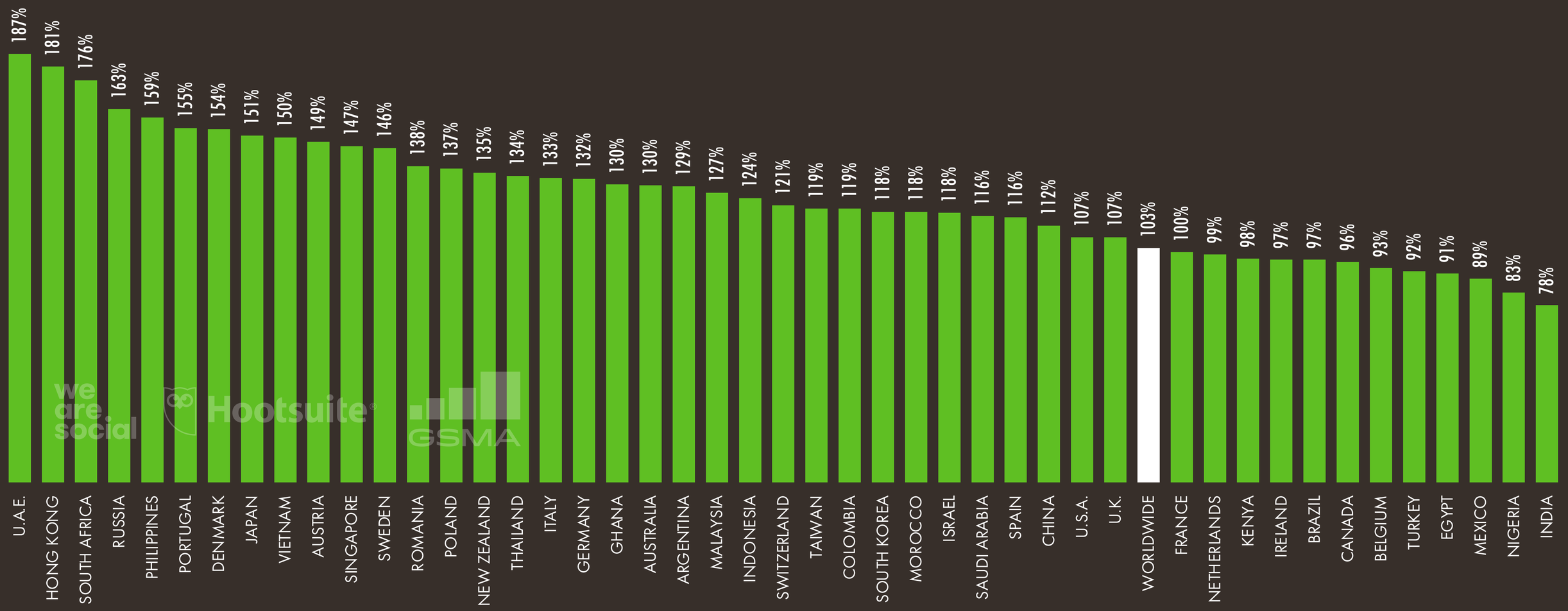
MOBILE CONNECTIONS vs. TOTAL POPULATION

MOBILE CONNECTIONS* BY COUNTRY OR TERRITORY, COMPARED TO TOTAL POPULATION (REGARDLESS OF AGE)



SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019). ***NOTES:** PERCENTAGES MAY EXCEED 100% DUE TO INDIVIDUAL USE OF MULTIPLE CONNECTIONS. CONNECTIONS FIGURES DO NOT INCLUDE IOT CELLULAR CONNECTIONS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

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MOBILE CONNECTIVITY RANKINGS

NUMBER OF MOBILE CONNECTIONS* COMPARED TO TOTAL POPULATION (REGARDLESS OF AGE)

HIGHEST LEVELS OF MOBILE CONNECTIVITY

#	HIGHEST CONNECTIVITY	%	CONNECTIONS
01	MACAU	295%	1,901,733
02	U.S. VIRGIN IS.	198%	207,104
03	ANTIGUA & BARBUDA	195%	190,058
04	MONTENEGRO	191%	1,197,600
05	U.A.E.	187%	18,382,033
06	HONG KONG	181%	13,548,698
07	FINLAND	179%	9,911,448
08	COSTA RICA	178%	9,048,028
09	SEYCHELLES	176%	172,878
10	SOUTH AFRICA	176%	103,484,614

LOWEST LEVELS OF MOBILE CONNECTIVITY

#	LOWEST CONNECTIVITY	%	CONNECTIONS
212	MARSHALL IS.	11%	6,655
211	NORTH KOREA	18%	4,522,381
210	SOUTH SUDAN	20%	2,199,885
209	ERITREA	20%	710,981
208	FED. STATES OF MICRONESIA	22%	24,780
207	PAPUA NEW GUINEA	32%	2,869,869
206	MADAGASCAR	33%	9,118,957
205	CHAD	37%	5,937,520
204	DEM. REP. OF THE CONGO	40%	35,129,427
203	ETHIOPIA	41%	46,745,015

SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019); KEPIOS ANALYSIS. **NOTE:** DATA DO NOT INCLUDE IOT CONNECTIONS. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. PERCENTAGES MAY EXCEED 100% DUE TO INDIVIDUAL USE OF MULTIPLE CONNECTIONS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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CONNECTIVITY GROWTH RANKING: RELATIVE CHANGE

COUNTRIES AND TERRITORIES* WITH THE HIGHEST YEAR-ON-YEAR PERCENTAGE CHANGE IN MOBILE CONNECTIVITY

GREATEST PERCENTAGE CHANGE IN MOBILE CONNECTIVITY

#	COUNTRY / TERRITORY	▲%	▲ CONNECTIONS
01	LIBERIA	+32%	+995,144
02	PHILIPPINES	+28%	+38,365,709
03	CUBA	+26%	+1,199,358
04	CAMEROON	+19%	+3,729,196
05	ETHIOPIA	+18%	+7,205,015
06	MYANMAR	+18%	+10,169,609
07	MALI	+17%	+3,185,930
08	SOUTH SUDAN	+16%	+310,885
09	MALAWI	+12%	+942,398
10	NIGER	+12%	+1,204,075

GREATEST PERCENTAGE CHANGE IN MOBILE CONNECTIVITY (CONTINUED)

#	COUNTRY / TERRITORY	▲%	▲ CONNECTIONS
11	CENTRAL AFRICAN REP.	+11%	+226,083
12	CHAD	+10%	+557,425
13	BURUNDI	+9.9%	+623,277
14	KIRIBATI	+9.6%	+5,362
15	GUINEA	+9.5%	+1,144,667
16	MADAGASCAR	+9.4%	+782,831
17	MAYOTTE	+9.0%	+26,074
18	KENYA	+8.7%	+4,180,366
19	SOMALIA	+8.7%	+604,212
20	GABON	+8.7%	+261,016

SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019); KEPIOS ANALYSIS. ***NOTES:** DATA DO NOT INCLUDE IOT CONNECTIONS. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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CONNECTIVITY GROWTH RANKING: ABSOLUTE CHANGE

COUNTRIES AND TERRITORIES* WITH THE LARGEST YEAR-ON-YEAR CHANGE IN THE ABSOLUTE NUMBER OF MOBILE CONNECTIONS

GREATEST ABSOLUTE CHANGE IN MOBILE CONNECTIVITY

#	COUNTRY / TERRITORY	▲ CONNECTIONS	▲%
01	CHINA	+66,815,202	+4.3%
02	PHILIPPINES	+38,365,709	+28%
03	INDONESIA	+14,762,173	+4.6%
04	NIGERIA	+12,062,396	+7.7%
05	MYANMAR	+10,169,609	+18%
06	PAKISTAN	+9,622,898	+6.2%
07	ETHIOPIA	+7,205,015	+18%
08	BANGLADESH	+6,992,473	+4.5%
09	U.S.A.	+6,345,550	+1.8%
10	JAPAN	+6,056,462	+3.3%

GREATEST ABSOLUTE CHANGE IN MOBILE CONNECTIVITY (CONTINUED)

#	COUNTRY / TERRITORY	▲ CONNECTIONS	▲%
11	KENYA	+4,180,366	+8.7%
12	CAMEROON	+3,729,196	+19%
13	MALI	+3,185,930	+17%
14	SOUTH AFRICA	+3,082,701	+3.1%
15	NEPAL	+3,016,466	+7.6%
16	IRAN	+2,994,040	+2.4%
17	VIETNAM	+2,724,108	+1.9%
18	TURKEY	+2,551,158	+3.4%
19	SUDAN	+2,267,502	+7.4%
20	SRI LANKA	+2,206,420	+7.5%

SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019); KEPIOS ANALYSIS. ***NOTES:** DATA DO NOT INCLUDE IOT CONNECTIONS. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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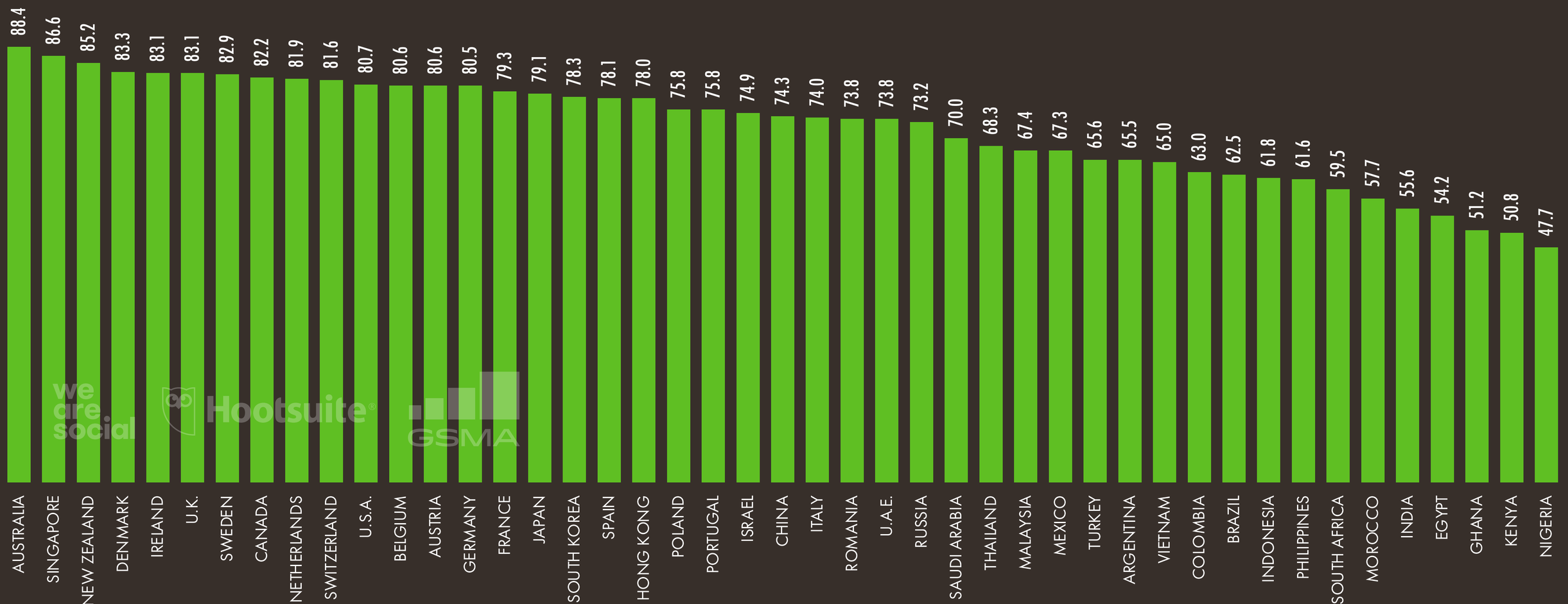
GSMA INTELLIGENCE'S MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF MOBILE CONNECTIVITY DRIVERS AND ENABLERS BY COUNTRY OR TERRITORY



SOURCE: GSMA INTELLIGENCE MOBILE CONNECTIVITY INDEX (ACCESSED JANUARY 2020). THE MOBILE CONNECTIVITY INDEX MEASURES THE PERFORMANCE OF 165 COUNTRIES AGAINST KEY ENABLERS OF MOBILE INTERNET ADOPTION. COUNTRIES ARE SCORED WITHIN A RANGE OF 0 TO 100 ACROSS A NUMBER OF INDICATORS, WITH A HIGHER SCORE REPRESENTING STRONGER PERFORMANCE IN DELIVERING MOBILE INTERNET CONNECTIVITY. FOR MORE INFORMATION, VISIT WWW.MOBILECONNECTIVITYINDEX.COM

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MOBILE CONNECTIONS BY TYPE

OVERVIEW OF MOBILE CONNECTIONS WITH SHARE BY PAYMENT TYPE AND CONNECTION BANDWIDTH

NUMBER OF MOBILE CONNECTIONS (EXCLUDING IOT)	MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAID	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE BROADBAND (3G – 5G)
7.95 BILLION	**103%**	**73%**	**27%**	**77%**

SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019). **NOTE:** PERCENTAGES vs. POPULATION MAY EXCEED 100% DUE TO INDIVIDUAL USE OF MULTIPLE CONNECTIONS. TOTAL GLOBAL CONNECTIONS FIGURE QUOTED HERE DOES NOT INCLUDE IOT CELLULAR CONNECTIONS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

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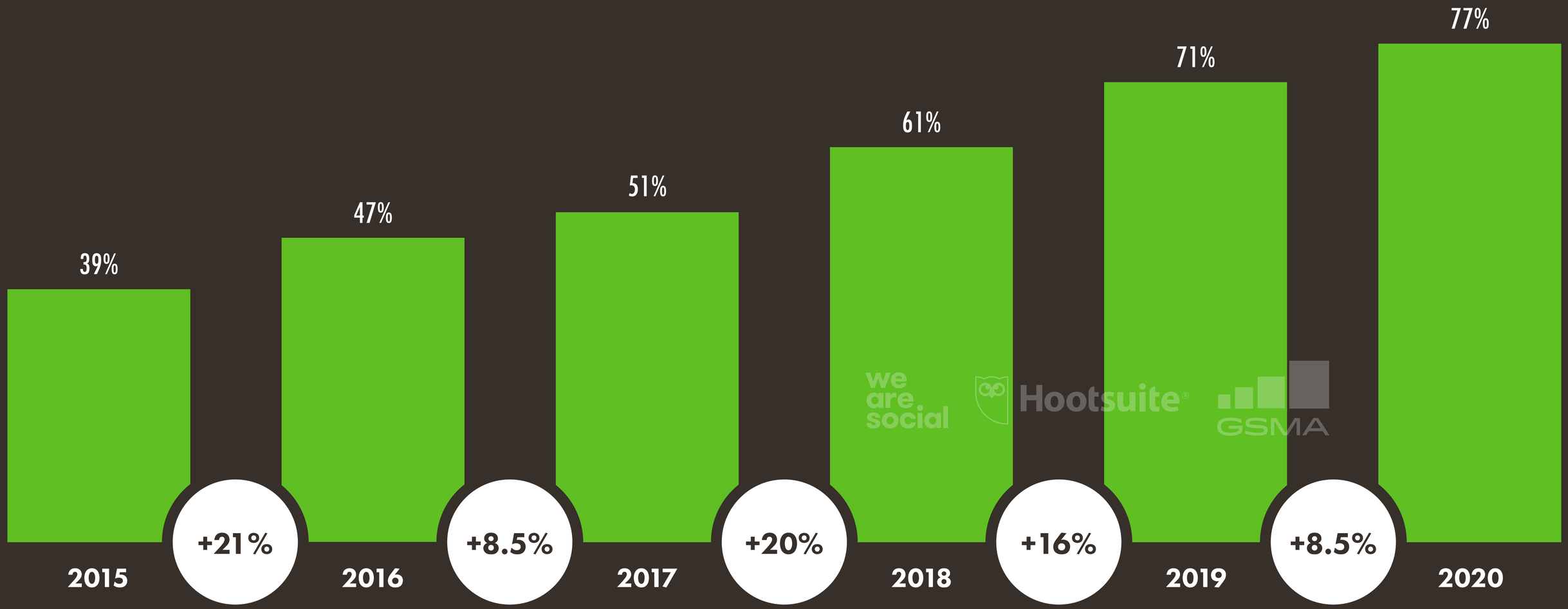
MOBILE BROADBAND CONNECTIVITY OVER TIME

3G, 4G, AND 5G CONNECTIONS AS A SHARE OF TOTAL MOBILE CONNECTIONS AT THE START OF EACH YEAR, WITH YEAR-ON-YEAR RELATIVE CHANGE



SOURCE: GSMA INTELLIGENCE (JANUARY 2020), BASED ON DATA FOR Q4 OF EACH PRECEDING YEAR. ***NOTES:** CONNECTION FIGURES DO NOT INCLUDE IOT CELLULAR CONNECTIONS.
◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

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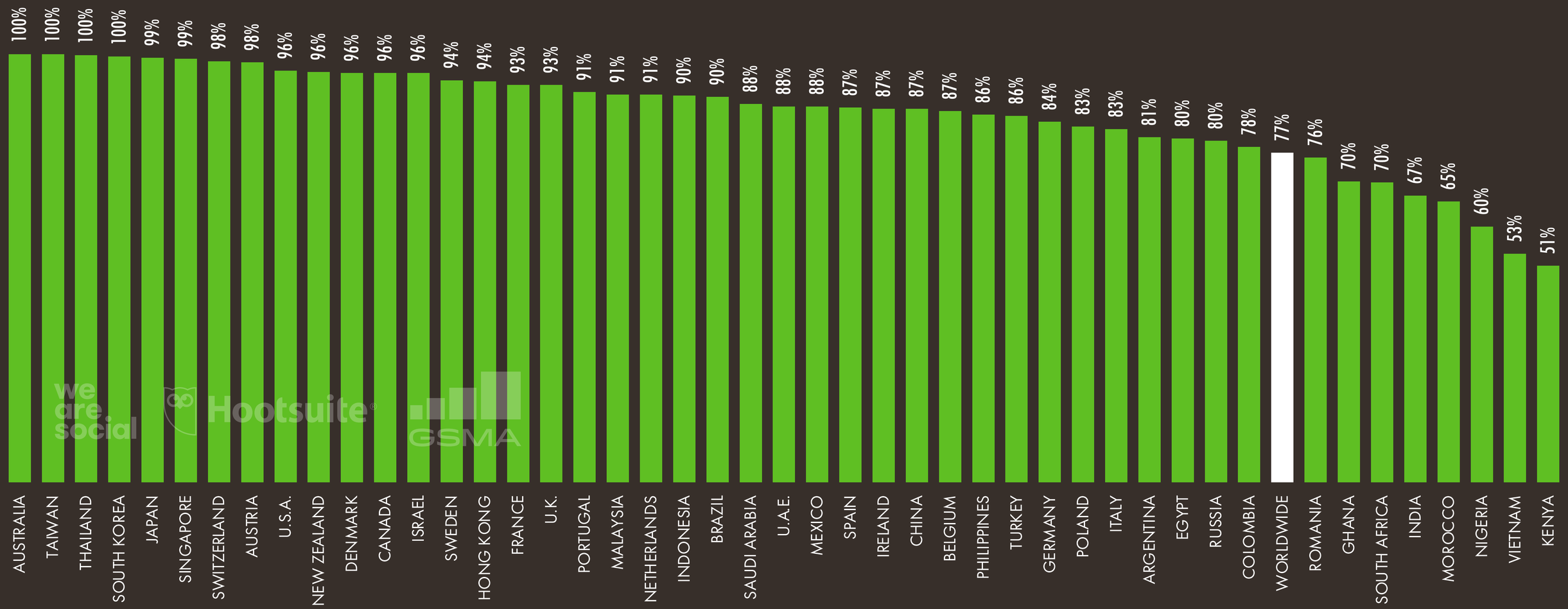
BROADBAND CONNECTIONS vs. TOTAL CONNECTIONS

3G, 4G, AND 5G MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL MOBILE CONNECTIONS*



SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019). ***NOTES:** CONNECTIONS FIGURES DO NOT INCLUDE IOT CELLULAR CONNECTIONS.
◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

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MOBILE BROADBAND: CONNECTION SHARE RANKING

COUNTRIES AND TERRITORIES* WITH THE HIGHEST AND LOWEST SHARES OF MOBILE BROADBAND CONNECTIONS vs. TOTAL MOBILE CONNECTIONS*

HIGHEST RATES OF BROADBAND SHARE vs. ALL CONNECTIONS

#	COUNTRY / TERRITORY	SHARE	CONNECTIONS
01=	AUSTRALIA	100%	32,894,754
01=	NORTH KOREA	100%	4,522,381
01=	MACAU	100%	1,901,733
01=	TAIWAN	100%	28,428,492
05	THAILAND	100%	93,198,452
06	SOUTH KOREA	100%	60,359,753
07	JAPAN	99%	189,902,405
08	SINGAPORE	99%	8,470,602
09	SWITZERLAND	98%	10,276,958
10	AUSTRIA	98%	13,101,211

LOWEST RATES OF BROADBAND SHARE vs. ALL CONNECTIONS

#	COUNTRY / TERRITORY	SHARE	CONNECTIONS
211	COMOROS	4.9%	22,022
210	EQUATORIAL GUINEA	6.8%	49,520
209	MARSHALL IS.	7.2%	480
208	CUBA	12%	677,066
207	GREENLAND	12%	7,062
206	PALESTINE	15%	628,011
205	YEMEN	17%	3,059,647
204	GRENADA	21%	26,964
203	FED. STATES OF MICRONESIA	23%	5,606
202	NIGER	24%	2,702,266

SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019); KEPIOS ANALYSIS. ***NOTES:** DATA DO NOT INCLUDE IOT CONNECTIONS. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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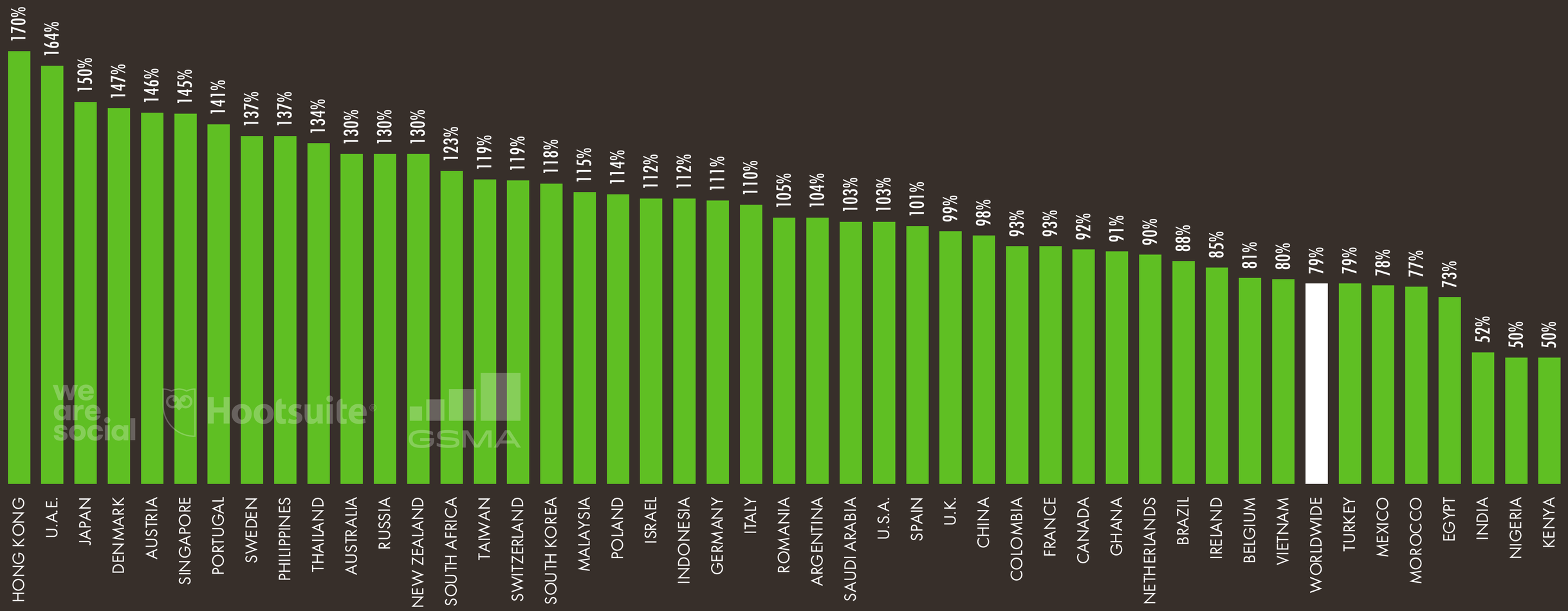
BROADBAND CONNECTIONS vs. POPULATION

3G, 4G, AND 5G MOBILE CONNECTIONS* AS A PERCENTAGE OF TOTAL POPULATION (REGARDLESS OF AGE)



SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019). ***NOTES:** CONNECTIONS FIGURES DO NOT INCLUDE IOT CELLULAR CONNECTIONS.
◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

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MOBILE BROADBAND CONNECTIVITY RANKINGS

COUNTRIES AND TERRITORIES* WITH THE HIGHEST AND LOWEST RATES OF MOBILE BROADBAND CONNECTIVITY vs. TOTAL POPULATION

HIGHEST RATES OF BROADBAND CONNECTIVITY vs. POPULATION

#	COUNTRY / TERRITORY	% POP.	CONNECTIONS
01	MACAU	295%	1,901,733
02	HONG KONG	170%	12,700,075
03	FINLAND	168%	9,281,084
04	KUWAIT	166%	7,050,777
05	U.A.E.	164%	16,148,853
06	JAPAN	150%	189,902,405
07	DENMARK	147%	8,521,111
08	AUSTRIA	146%	13,101,211
09	SINGAPORE	145%	8,470,602
10	PORTUGAL	141%	14,419,497

LOWEST RATES OF BROADBAND CONNECTIVITY vs. POPULATION

#	COUNTRY / TERRITORY	% POP.	CONNECTIONS
211	MARSHALL IS.	0.8%	480
210	COMOROS	2.6%	22,022
209	EQUATORIAL GUINEA	3.6%	49,520
208	FED. STATES OF MICRONESIA	4.9%	5,606
207	CUBA	6.0%	677,066
206	SOUTH SUDAN	8.5%	945,790
205	CHAD	9.4%	1,516,100
204	YEMEN	10%	3,059,647
203	NIGER	11%	2,702,266
202	CENTRAL AFRICAN REP.	12%	593,548

SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019); KEPIOS ANALYSIS. ***NOTES:** DATA DO NOT INCLUDE IOT CONNECTIONS. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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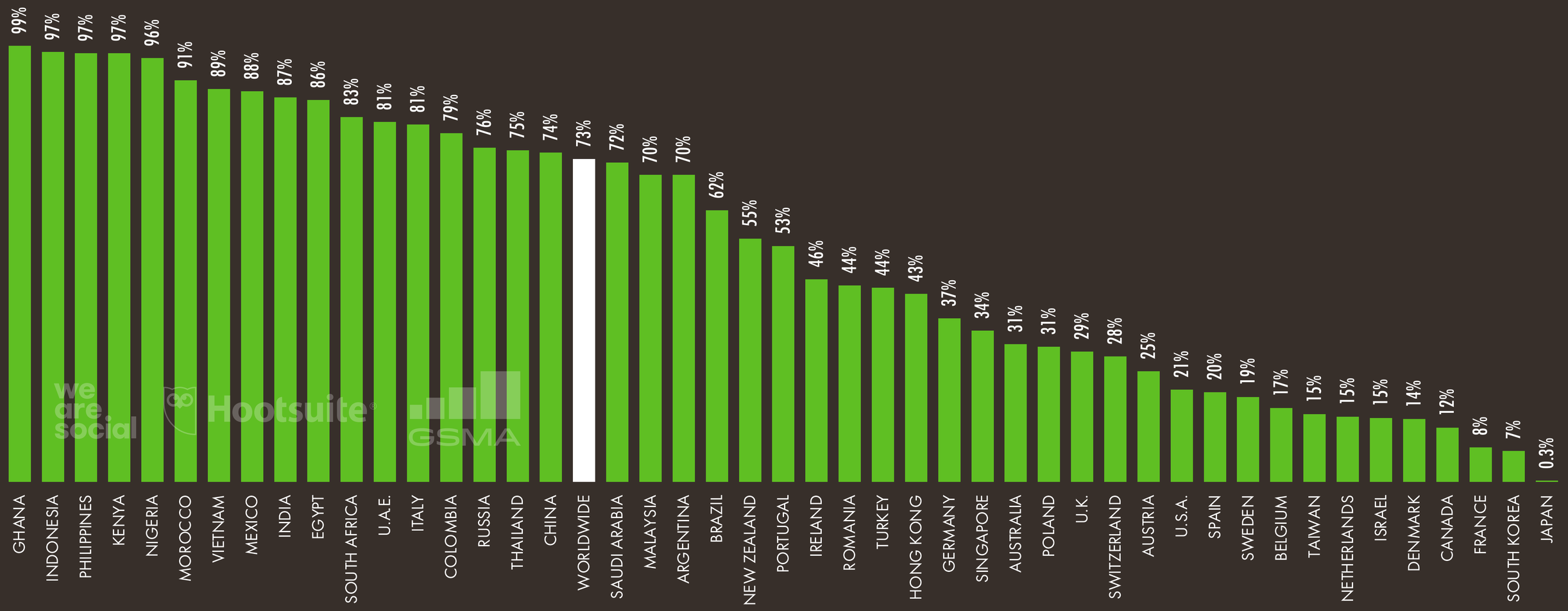
PRE-PAID CONNECTIONS vs. ALL CONNECTIONS

MOBILE CONNECTIONS THAT ARE PAID IN ADVANCE ("PAY-AS-YOU-GO") AS A PERCENTAGE OF TOTAL MOBILE CONNECTIONS*



SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019). ***NOTES:** CONNECTIONS FIGURES DO NOT INCLUDE IOT CELLULAR CONNECTIONS.
◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

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MOBILE CONNECTIONS: PRE-PAID vs. POST-PAID

COUNTRIES AND TERRITORIES* WITH THE HIGHEST RATES OF MOBILE CONNECTION PRE-PAYMENT AND POST-PAYMENT

HIGHEST RATES OF PRE-PAID MOBILE CONNECTIONS

#	COUNTRY / TERRITORY	%	CONNECTIONS
01=	DJIBOUTI	100%	413,750
01=	NORTH KOREA	100%	4,522,381
01=	MARSHALL IS.	100%	6,655
01=	FED. STATES OF MICRONESIA	100%	24,780
05	CHAD	100%	5,931,689
06	BURKINA FASO	100%	19,931,972
07	GUINEA	99%	13,101,834
08	CÔTE D'IVOIRE	99%	33,939,987
09	BURUNDI	99%	6,900,564
10	GUINEA-BISSAU	99%	1,521,249

HIGHEST RATES OF POST-PAID MOBILE CONNECTIONS

#	COUNTRY / TERRITORY	%	CONNECTIONS
01	JAPAN	100%	191,166,713
02	SOUTH KOREA	93%	56,324,981
03	FINLAND	92%	9,145,305
04	FRANCE	92%	60,409,023
05	JERSEY	88%	102,511
06	CANADA	88%	31,744,424
07	DENMARK	86%	7,637,794
08	ISRAEL	85%	8,630,790
09	BULGARIA	85%	8,082,764
10	NETHERLANDS	85%	14,489,292

SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019); KEPIOS ANALYSIS. ***NOTES:** DATA DO NOT INCLUDE IOT CONNECTIONS. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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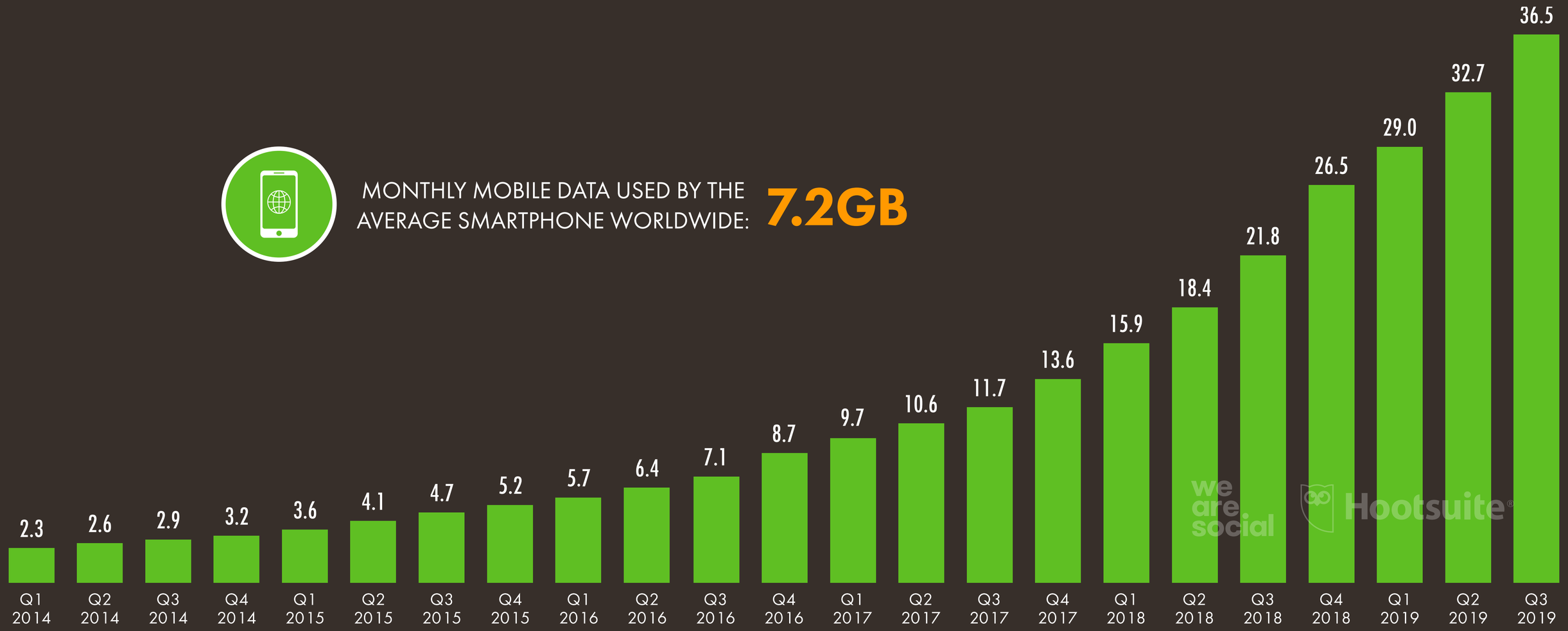
EVOLUTION OF GLOBAL MOBILE DATA CONSUMPTION

MONTHLY AVERAGE GLOBAL MOBILE DATA TRAFFIC (UPLOAD & DOWNLOAD), IN EXABYTES (BILLIONS OF GIGABYTES)

MONTHLY MOBILE DATA USED BY THE AVERAGE SMARTPHONE WORLDWIDE: **7.2GB**



SOURCE: ERICSSON MOBILE VISUALIZER (ACCESSED JANUARY 2020).

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MONTHLY MOBILE DATA USE PER SMARTPHONE

AVERAGE MONTHLY MOBILE DATA TRAFFIC PER SMARTPHONE CONNECTION, BY REGION

NORTH AMERICA	WESTERN, CENTRAL & EASTERN EUROPE	ASIA-PACIFIC	LATIN AMERICA	MIDDLE EAST & AFRICA
7.8 GIGABYTES	5.9 GIGABYTES	7.3 GIGABYTES	3.6 GIGABYTES	3.2 GIGABYTES

SOURCE: ERICSSON MOBILITY VISUALIZER (ACCESSED JANUARY 2020); KEPIOS ANALYSIS. BASED ON PUBLISHED FIGURES FOR 2019 FOR MOBILE DATA TRAFFIC AND SMARTPHONE CONNECTIONS BY REGION.

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MOBILE TIME BY ACTIVITY

TOTAL TIME THAT MOBILE USERS SPEND USING MOBILE DEVICES EACH DAY, WITH COMPARISON OF TIME SPENT USING APPS AND WEB BROWSERS

AVERAGE TIME SPENT USING MOBILE DEVICES EACH DAY

3H 40M

YEAR-ON-YEAR INCREASE IN DAILY TIME SPENT USING MOBILE DEVICES

+10%

PERCENTAGE OF MOBILE TIME SPENT USING MOBILE APPLICATIONS*

91%

PERCENTAGE OF MOBILE TIME SPENT USING A WEB BROWSER*

9%

SOURCE: APP ANNIE (JANUARY 2020). ***NOTE:** PERCENTAGE SHARE FIGURES ONLY FACTOR TIME SPENT USING MOBILE APPS AND WEB BROWSERS.

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USE OF MOBILE APPS BY CATEGORY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING EACH TYPE OF MOBILE APP EACH MONTH

CHAT APPS (MESSENGERS)

89%

SOCIAL NETWORKING APPS

89%

ENTERTAINMENT OR VIDEO APPS

65%

GAMES (ANY TYPE)

47%

SHOPPING APPS

66%

MUSIC APPS

52%

MAP APPS

65%

BANKING APPS

35%

DATING APPS

11%

HEALTH AND FITNESS APPS

26%

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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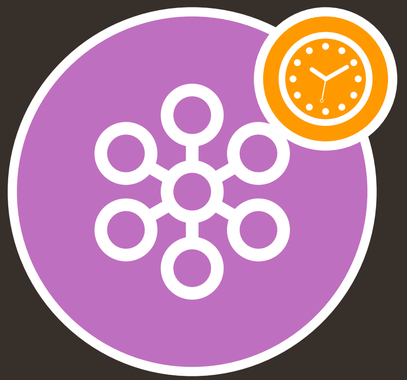
SHARE OF TIME SPENT IN MOBILE APPS BY CATEGORY

AVERAGE TIME SPENT USING MOBILE DEVICES EACH DAY WORLDWIDE, WITH SHARE OF TIME SPENT IN TOP MOBILE APP CATEGORIES

AVERAGE TIME SPENT USING MOBILE DEVICES EACH DAY	SHARE OF MOBILE TIME SPENT IN SOCIAL & COMMUNICATIONS APPS	SHARE OF MOBILE TIME SPENT IN VIDEO & ENTERTAINMENT APPS	SHARE OF MOBILE TIME SPENT PLAYING GAMES (ANY GAME KIND)	SHARE OF MOBILE TIME SPENT USING OTHER KINDS OF APPS
				
3H 40M	**50%**	**21%**	**9%**	**19%**

APP ANNIE · we are social · APP ANNIE

SOURCE: APP ANNIE, "STATE OF MOBILE 2020" (JANUARY 2020). **NOTE:** FIGURES ARE BASED ON USE OF ANDROID DEVICES ONLY. PERCENTAGES DO NOT SUM TO 100% DUE TO ROUNDING.

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SHARE OF GLOBAL MOBILE DATA BY CATEGORY

SHARE OF TOTAL GLOBAL MOBILE DATA VOLUME BY CATEGORY OF APPLICATION

CURRENT GLOBAL MONTHLY MOBILE DATA VOLUME*

36.5

BILLION GIGABYTES

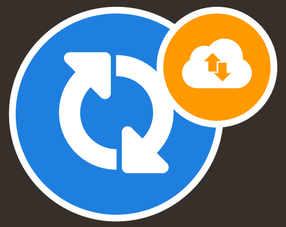
SHARE OF MOBILE DATA: VIDEO APPS

63.4%

SHARE OF MOBILE DATA: SOCIAL NETWORKING

10.4%

SHARE OF MOBILE DATA: SOFTWARE UPDATES



4.2%

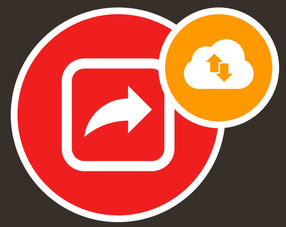
SHARE OF MOBILE DATA: WEB BROWSING

3.9%

SHARE OF MOBILE DATA: AUDIO APPS

1.8%

SHARE OF MOBILE DATA: FILE SHARING



1.0%

SHARE OF MOBILE DATA: OTHER KINDS OF APP

15.3%

SOURCE: ERICSSON MOBILITY VISUALIZER (ACCESSED JANUARY 2020). ***NOTES:** FIGURE FOR GLOBAL MONTHLY MOBILE DATA TRAFFIC USES DATA FOR Q3 2019. PERCENTAGE SHARE FIGURES BASED ON THE REPORTED APPLICATION TRAFFIC SHARE VALUES FOR 2019.

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MOBILE APPS: GLOBAL TRENDS

GLOBAL APP DOWNLOADS, AND THE VALUE OF THE GLOBAL MOBILE APP MARKET IN U.S. DOLLARS, INCLUDING ANNUAL TRENDS

WORLDWIDE NUMBER OF MOBILE APP DOWNLOADS IN 2019 (ALL PLATFORMS)	ANNUAL GROWTH IN THE NUMBER OF MOBILE APP DOWNLOADS	TOTAL VALUE OF GLOBAL CONSUMER SPEND ON MOBILE APPS IN 2019	ANNUAL GROWTH IN THE VALUE OF CONSUMER SPEND ON MOBILE APPS	AVERAGE CONSUMER SPEND ON APPS PER SMARTPHONE* IN 2019
APP ANNIE	we are social	APP ANNIE		
204 BILLION	**+6%**	**$120 BILLION**	**+20%**	**$21.62**

SOURCE: APP ANNIE, "STATE OF MOBILE 2020" (JANUARY 2020); ERICSSON MOBILITY VISUALIZER (ACCESSED JANUARY 2020); KEPIOS ANALYSIS.
***NOTE:** CALCULATIONS FOR AVERAGE CONSUMER SPEND PER SMARTPHONE USE DATA FROM MULTIPLE SOURCES.

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MOBILE APPS: GLOBAL CATEGORY RANKINGS

RANKINGS OF MOBILE APP CATEGORIES BY TOTAL GLOBAL DOWNLOADS AND ANNUAL GLOBAL CONSUMER SPEND

GOOGLE PLAY: 2019 DOWNLOADS

#	APP CATEGORY
01	GAMES
02	TOOLS
03	ENTERTAINMENT
04	COMMUNICATION
05	SOCIAL
06	PHOTOGRAPHY
07	VIDEO PLAYERS & EDITORS
08	MUSIC & AUDIO
09	SHOPPING
10	FINANCE

GOOGLE PLAY: 2019 SPEND

#	APP CATEGORY
01	GAMES
02	SOCIAL
03	ENTERTAINMENT
04	LIFESTYLE
05	PRODUCTIVITY
06	MUSIC & AUDIO
07	COMMUNICATION
08	ANDROID WEAR
09	HEALTH & FITNESS
10	DATING

IOS: 2019 DOWNLOADS

#	APP CATEGORY
01	GAMES
02	PHOTO AND VIDEO
03	ENTERTAINMENT
04	UTILITIES
05	SHOPPING
06	SOCIAL NETWORKING
07	FINANCE
08	LIFESTYLE
09	PRODUCTIVITY
10	EDUCATION

IOS: 2019 SPEND

#	APP CATEGORY
01	GAMES
02	ENTERTAINMENT
03	SOCIAL NETWORKING
04	PHOTO AND VIDEO
05	MUSIC
06	LIFESTYLE
07	HEALTH AND FITNESS
08	BOOKS
09	EDUCATION
10	PRODUCTIVITY

SOURCE: APP ANNIE (JANUARY 2020).

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GLOBAL MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY AVERAGE MONTHLY ACTIVE USERS THROUGHOUT 2019

RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	APP DEVELOPER
01	WHATSAPP MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	WECHAT	TENCENT
05	INSTAGRAM	FACEBOOK
06	TIKTOK	BYTEDANCE
07	ALIPAY	ANT FINANCIAL SERVICES GRP.
08	QQ	TENCENT
09	TAOBAO	ALIBABA GROUP
10	BAIDU	BAIDU

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME	GAME DEVELOPER
01	PUBG MOBILE	TENCENT
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	HONOUR OF KINGS	TENCENT
04	ANIPOP	HAPPY ELEMENTS
05	GAME FOR PEACE	TENCENT
06	CLASH OF CLANS	SUPERCELL
07	POKÉMON GO	NIANTIC
08	SUBWAY SURFERS	KILOO
09	CLASH ROYALE	SUPERCELL
10	FREE FIRE	SEA

SOURCE: APP ANNIE (JANUARY 2020). COMBINED DATA FOR ANDROID AND IOS DEVICES.

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GLOBAL MOBILE APP RANKINGS: DOWNLOADS

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY TOTAL NUMBER OF DOWNLOADS IN 2019

RANKING OF MOBILE APPS BY TOTAL NUMBER OF DOWNLOADS

#	APP NAME	APP DEVELOPER
01	FACEBOOK MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	WHATSAPP MESSENGER	FACEBOOK
04	TIKTOK	BYTEDANCE
05	INSTAGRAM	FACEBOOK
06	SHAREIT	SHAREIT
07	LIKEE	YY INC
08	SNAPCHAT	SNAP
09	NETFLIX	NETFLIX
10	SPOTIFY	SPOTIFY

RANKING OF MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS

#	GAME NAME	GAME DEVELOPER
01	FREE FIRE	SEA
02	PUBG MOBILE	TENCENT
03	SUBWAY SURFERS	KILOO
04	COLOR BUMP 3D	GOOD JOB GAMES
05	FUN RACE 3D	GOOD JOB GAMES
06	MY TALKING TOM 2	OUTFIT7
07	RUN RACE 3D	GOOD JOB GAMES
08	HOMESCAPES	PLAYRIX
09	CALL OF DUTY: MOBILE	ACTIVISION BLIZZARD
10	STACK BALL	AZUR INTERACTIVE GAMES

SOURCE: APP ANNIE (JANUARY 2020). COMBINED DATA FOR ANDROID AND IOS DEVICES. **NOTE:** DOES NOT INCLUDE DATA FOR DOWNLOADS FROM THIRD-PARTY ANDROID STORES.

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GLOBAL MOBILE APP RANKINGS: CONSUMER SPEND

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY CONSUMER SPEND IN 2019

RANKING OF MOBILE APPS BY CONSUMER SPEND

#	APP NAME	APP DEVELOPER
01	TINDER	INTERACTIVECORP (IAC)
02	NETFLIX	NETFLIX
03	TENCENT VIDEO	TENCENT
04	IQIYI	BAIDU
05	YOUTUBE	GOOGLE
06	PANDORA MUSIC	SIRIUS XM RADIO
07	LINE	LINE
08	LINE MANGA	LINE
09	YOUKU	ALIBABA GROUP
10	GOOGLE ONE	GOOGLE

RANKING OF MOBILE GAMES BY CONSUMER SPEND

#	GAME NAME	GAME DEVELOPER
01	FATE / GRAND ORDER	SONY
02	HONOUR OF KINGS	TENCENT
03	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
04	MONSTER STRIKE	MIXI
05	POKÉMON GO	NIANTIC
06	LINEAGE M	NCSOFT
07	FANTASY WESTWARD JOURNEY	NETEASE
08	CLASH OF CLANS	SUPERCELL
09	PUBG MOBILE	TENCENT
10	DRAGON BALL Z DOKKAN BATTLE	BANDAI NAMCO

SOURCE: APP ANNIE (JANUARY 2020). COMBINED DATA FOR ANDROID AND IOS DEVICES. **NOTE:** DOES NOT INCLUDE DATA FOR CONSUMER SPEND VIA THIRD-PARTY ANDROID STORES.

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SHARE OF WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING DIFFERENT MOBILE OPERATING SYSTEMS

SHARE OF WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES

74%

DEC 2019 vs. DEC 2018:

-1.4%

SHARE OF WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES

25%

DEC 2019 vs. DEC 2018:

+13%

SHARE OF WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES

0.4%

DEC 2019 vs. DEC 2018:

-69%

SHARE OF WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES*

0.2%

DEC 2019 vs. DEC 2018:

-38%

SHARE OF WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES

0.6%

DEC 2019 vs. DEC 2018:

-62%

SOURCE: STATCOUNTER (ACCESSED JANUARY 2020). FIGURES REPRESENT EACH OPERATING SYSTEM'S SHARE OF WEB PAGES SERVED TO WEB BROWSERS ONLY. SHARE FIGURES ARE FOR DECEMBER 2019; ANNUAL CHANGE FIGURES COMPARE MONTHLY SHARE VALUES FOR DECEMBER 2019 TO DECEMBER 2018. ***NOTES:** FIGUERS FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. BADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID.

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MOBILE ACTIONS

PERCENT OF INTERNET USERS AGED 16 TO 64 WHO PERFORM EACH ACTION USING THEIR MOBILE PHONE EACH MONTH

WATCH CONTENT ON A TV BY CASTING IT FROM A MOBILE PHONE*	USE OR SCAN QR CODES	USE AN IMAGE SEARCH TOOL OR SERVICE	USE A MOBILE PHONE AS A TICKET OR BOARDING PASS	TRANSFER MONEY TO FRIENDS OR FAMILY
29%	38%	38%	23%	46%

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***NOTE:** "CASTING" INCLUDES SCREEN MIRRORING.

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CONNECTED DEVICES AND THE 'INTERNET OF THINGS'

THE TOTAL NUMBER OF CONNECTED DEVICES AROUND THE WORLD BY TYPE, AND EACH TYPE'S SHARE OF TOTAL CONNECTED DEVICES

FIXED PHONES	MOBILE PHONES (ANY TYPE)	PCS, LAPTOPS AND TABLETS	SHORT-RANGE IOT DEVICES*	WIDE-AREA IOT DEVICES*
1.36 BILLION	7.94 BILLION	1.57 BILLION	10.94 BILLION	1.88 BILLION
SHARE OF TOTAL: 6%	SHARE OF TOTAL: 34%	SHARE OF TOTAL: 7%	SHARE OF TOTAL: 46%	SHARE OF TOTAL: 8%

SOURCE: ERICSSON MOBILE VISUALIZER (ACCESSED JANUARY 2020). ***NOTE:** TYPICAL SHORT-RANGE IOT DEVICES HAVE A RANGE OF UP TO 100 METRES, AND ARE POWERED BY TECHNOLOGIES SUCH AS WIFI AND BLUETOOTH. WIDE-AREA IOT DEVICES USE TECHNOLOGIES SUCH AS CELLULAR CONNECTIVITY TO OFFER MUCH WIDER RANGES.
ADVISORY: ERICSSON AND GSMA INTELLIGENCE REPORT DIFFERENT FIGURES FOR THE NUMBER OF CELLULAR CONNECTIONS, SO DATA PUBLISHED BY EACH COMPANY MAY NOT CORRELATE.

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WE ARE SOCIAL'S PERSPECTIVE: APPS & MOBILE IN 2020

SHIFTS IN HOW WE'RE USING OUR PHONES

5G FUTURES

5G has been on the cards for years, with China already an early adopter for this technology. But with global rollout in stead, and hardware launching to accommodate, this new connectivity will open countless doors in terms of how people will use their smartphones.

In 2020, brands will be expected to unlock the value of 5G in the everyday

HARDWARE FATIGUE

Smartphone sales have been stagnating for a while, with homogeneous hardware being held accountable. Against this backdrop, manufacturers are diversifying their offering, evolving away from that single pane of glass, towards more complex devices, and there will be implications for user behaviour.

In 2020, brands will be forced to adapt their mobile offerings to a new range of formats and behaviours

MOBILE PASSPORTS

Mobile has long been considered the future of a more seamless world. But as mobile security improves, verification no longer needs paper trails. As a result, our devices are becoming all-in-one passports to more seamless physical experiences, whether paying bills via WeChat or storing cinema tickets in your mobile wallet.

In 2020, brands will use mobile interfaces to unlock experiences in the physical world

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ECOMMERCE IN 2020

JAN 2020

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE

HAS AN ACCOUNT WITH A FINANCIAL INSTITUTION

67.1%

HAS A CREDIT CARD

18.4%

HAS A MOBILE MONEY ACCOUNT

4.4%

MAKES ONLINE PURCHASES AND / OR PAYS BILLS ONLINE

29.0%

PERCENTAGE OF WOMEN WITH A CREDIT CARD

17.0%

PERCENTAGE OF MEN WITH A CREDIT CARD

19.9%

PERCENTAGE OF WOMEN MAKING ONLINE TRANSACTIONS

27.7%

PERCENTAGE OF MEN MAKING ONLINE TRANSACTIONS

30.3%

SOURCE: WORLD BANK GLOBAL FINANCIAL INCLUSION DATA (LATEST DATA AVAILABLE IN JANUARY 2020).
NOTE: PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION.

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ECOMMERCE ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH

SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY (ANY DEVICE)	VISITED AN ONLINE RETAIL STORE ON THE WEB (ANY DEVICE)	PURCHASED A PRODUCT ONLINE (ANY DEVICE)	MADE AN ONLINE PURCHASE VIA A LAPTOP OR DESKTOP COMPUTER	MADE AN ONLINE PURCHASE VIA A MOBILE DEVICE
80%	90%	74%	36%	52%

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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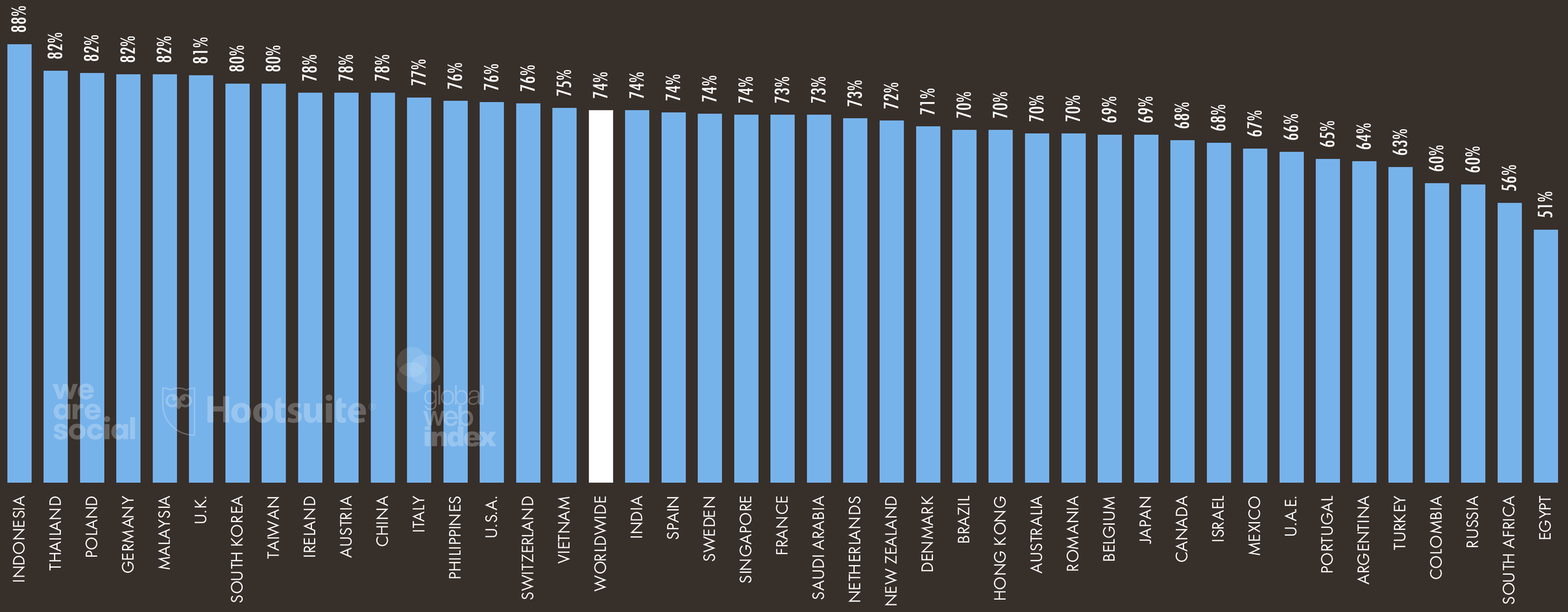
ECOMMERCE ADOPTION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY BOUGHT SOMETHING ONLINE VIA ANY DEVICE IN THE PAST MONTH



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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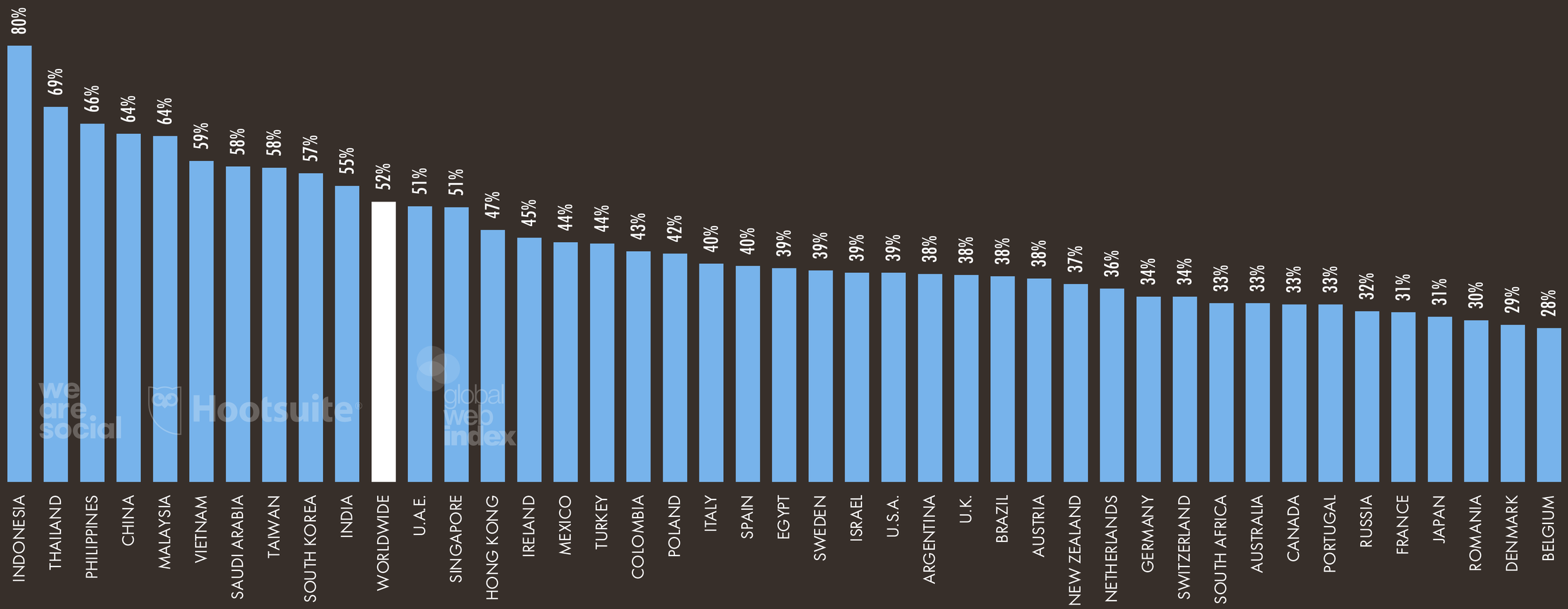
MOBILE ECOMMERCE ADOPTION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY BOUGHT SOMETHING ONLINE VIA A MOBILE DEVICE IN THE PAST MONTH



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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GLOBAL ECOMMERCE SPEND BY CATEGORY

THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES AROUND THE WORLD IN 2019, IN U.S. DOLLARS

FASHION & BEAUTY

$620.1 BILLION

ELECTRONICS & PHYSICAL MEDIA

$456.9 BILLION

FOOD & PERSONAL CARE

$168.8 BILLION

FURNITURE & APPLIANCES

$316.7 BILLION

TOYS, DIY & HOBBIES

$383.2 BILLION

TRAVEL (INCLUDING ACCOMMODATION)*

$1.19 TRILLION

DIGITAL MUSIC

$13.59 BILLION

VIDEO GAMES

$83.15 BILLION

SOURCES: STATISTA MARKET OUTLOOKS FOR E-COMMERCE, TRAVEL, MOBILITY, AND DIGITAL MEDIA (ACCESSED JANUARY 2020). FIGURES BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND FOR 2019, EXCLUDING B2B SPEND. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. **NOTES:** DATA FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. DEFINITIONS FOR CATEGORIES DENOTED BY (*) HAVE ALSO CHANGED. DATA MAY NOT BE DIRECTLY COMPARABLE TO PREVIOUS REPORTS.

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GLOBAL ECOMMERCE GROWTH BY CATEGORY

YEAR-ON-YEAR GROWTH IN THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES AROUND THE WORLD IN 2019, IN U.S. DOLLARS

FASHION & BEAUTY

+18%

ELECTRONICS & PHYSICAL MEDIA

+18%

FOOD & PERSONAL CARE

+13%

FURNITURE & APPLIANCES

+19%

TOYS, DIY & HOBBIES

+16%

TRAVEL (INCLUDING ACCOMMODATION)

+7.9%

DIGITAL MUSIC

+4.8%

VIDEO GAMES

+4.9%

SOURCES: STATISTA MARKET OUTLOOKS FOR E-COMMERCE, TRAVEL, MOBILITY, AND DIGITAL MEDIA (ACCESSED JANUARY 2020). FIGURES BASED ON COMPARISONS OF ESTIMATES OF FULL-YEAR CONSUMER SPEND IN 2019 AND 2018, EXCLUDING B2B SPEND. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. **NOTES:** DATA FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING. ◈ **COMPARABILITY ADVISORY:** SOME BASE CHANGES. DATA MAY NOT BE DIRECTLY COMPARABLE TO FIGURES PUBLISHED IN PREVIOUS REPORTS.

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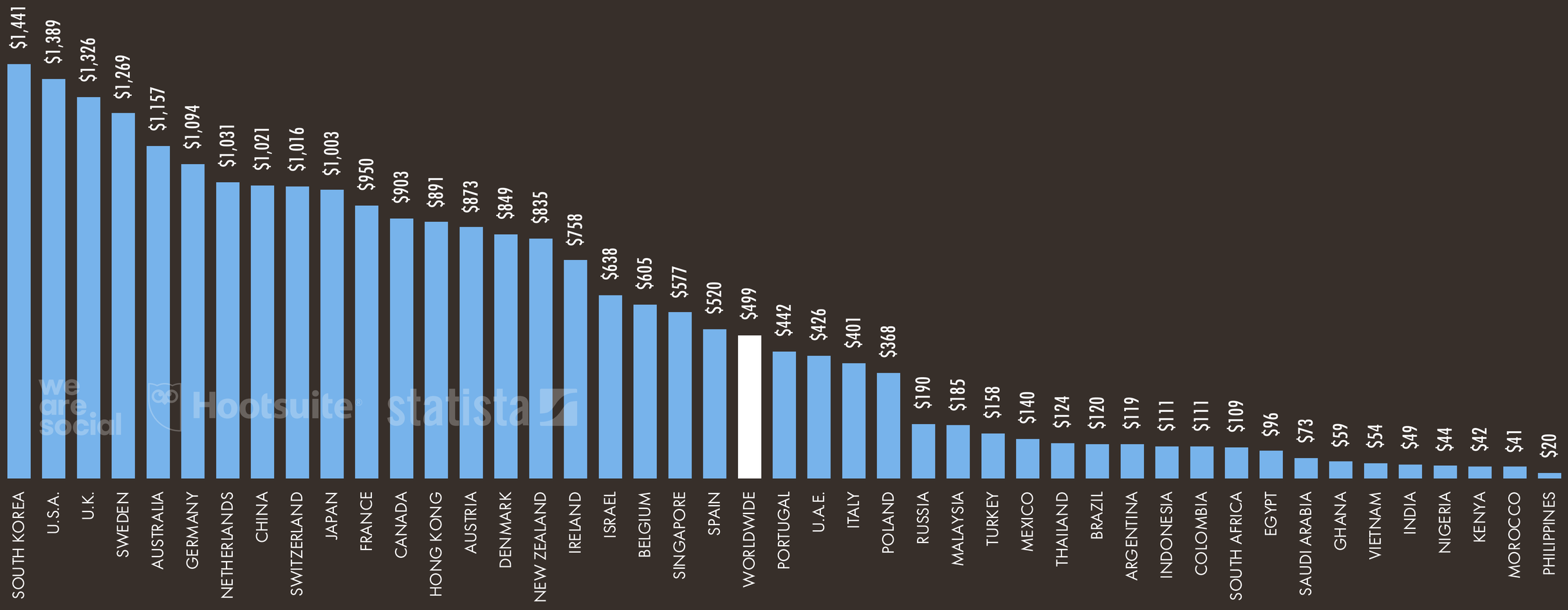
ECOMMERCE ARPU: CONSUMER GOODS PURCHASES

AVERAGE AMOUNT SPENT ON ONLINE PURCHASES OF CONSUMER GOODS* BY EACH ECOMMERCE USER IN 2019, IN U.S. DOLLARS



SOURCE: STATISTA DIGITAL MARKET OUTLOOK (ACCESSED JANUARY 2020). SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. ***NOTES:** FIGURES REPRESENT ONLINE B2C SPEND ON CONSUMER CATEGORIES ONLY (FASHION & BEAUTY, ELECTRONICS & PHYSICAL MEDIA, FOOD & DRINK, FURNITURE & APPLIANCES, AND TOYS, HOBBIES, & DIY), AND DO NOT INCLUDE B2C SPEND ON CATEGORIES SUCH AS TRAVEL, ACCOMMODATION, OR DIGITAL CONTENT SUCH AS DOWNLOADS OR STREAMING SERVICES, OR ON ANY B2B PURCHASES.

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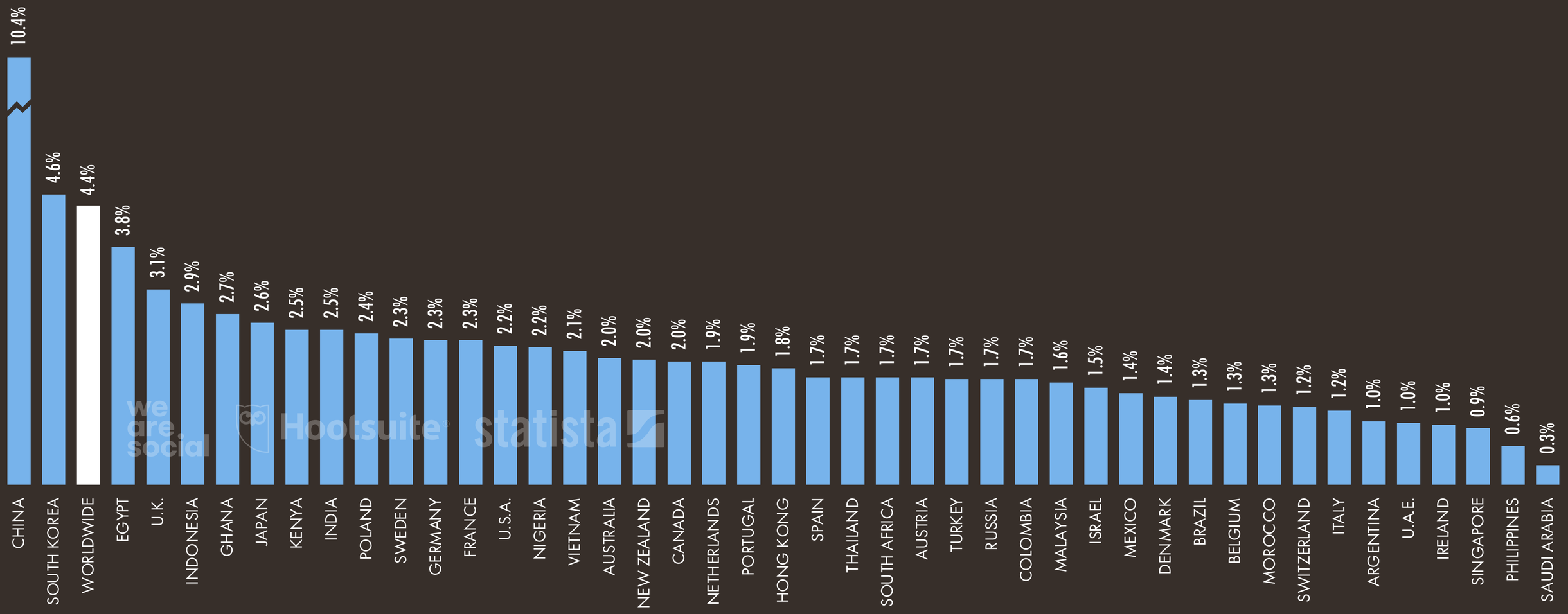
CONSUMER ECOMMERCE ARPU vs. GDP PER CAPITA

AVERAGE AMOUNT SPENT ON ONLINE PURCHASES OF CONSUMER GOODS* BY EACH ECOMMERCE USER IN 2019 vs. GDP PER CAPITA



SOURCE: STATISTA DIGITAL MARKET OUTLOOK (ACCESSED JANUARY 2020). SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. ***NOTES:** ARPU VALUES REPRESENT ONLINE B2C SPEND ON CONSUMER GOODS ONLY, AND DO NOT INCLUDE SPEND ON CATEGORIES SUCH AS TRAVEL, ACCOMMODATION, OR DIGITAL CONTENT SUCH AS DOWNLOADS OR STREAMING SERVICES. GDP COMPARISONS USE CURRENT UNITED STATES DOLLARS VALUES, NOT THE 'INTERNATIONAL DOLLARS' USED TO REPORT GDP PER CAPITA ELSEWHERE IN THIS REPORT.

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TOP GOOGLE SHOPPING QUERIES

TOP GLOBAL GOOGLE SHOPPING SEARCH QUERIES THROUGHOUT 2019

#	SEARCH QUERY	INDEX
01	NIKE	100
02	AMAZON	94
03	IPHONE	75
04	SAMSUNG	73
05	SHOES	68
06	WALMART	52
07	ADIDAS	51
08	TV	44
09	EBAY	37
10	PS4	27

#	SEARCH QUERY	INDEX
11	APPLE	25
12	AIR MAX	21
13	XIAOMI	20
14	HUAWEI	19
15	IKEA	19
16	MERCADO LIVRE	19
17	GUCCI	18
18	VANS	17
19	LAPTOP	16
20	GOOGLE	16

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SOURCE: GOOGLE TRENDS (ACCESSED JANUARY 2020); KEPIOS ANALYSIS. **NOTES:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY).

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GLOBAL ECOMMERCE VALUE: ALTERNATIVE PERSPECTIVE

PERSPECTIVES ON THE OVERALL SIZE AND GROWTH OF THE GLOBAL ECOMMERCE MARKET (IN U.S. DOLLARS)

TOTAL VALUE OF THE GLOBAL CONSUMER (B2C) ECOMMERCE MARKET	ANNUAL GROWTH IN THE VALUE OF GLOBAL B2C ECOMMERCE SPEND	ECOMMERCE SPEND AS A PERCENTAGE OF TOTAL GLOBAL RETAIL SPEND	WORLDWIDE AVERAGE ANNUAL ONLINE SPEND PER B2C CONSUMER	MOBILE'S SHARE OF GLOBAL B2C ECOMMERCE TRANSACTION VALUE
$3.43 TRILLION	**+18%**	**16%**	**$2,594**	**50%**

SOURCE: PPRO, "PAYMENTS AND E-COMMERCE REPORT: WESTERN AND CENTRAL EUROPE (2020 EDITION)" (DECEMBER 2019). **NOTE:** FIGURES REPRESENT GLOBAL VALUES, NOT JUST VALUES FOR WESTERN AND CENTRAL EUROPE.

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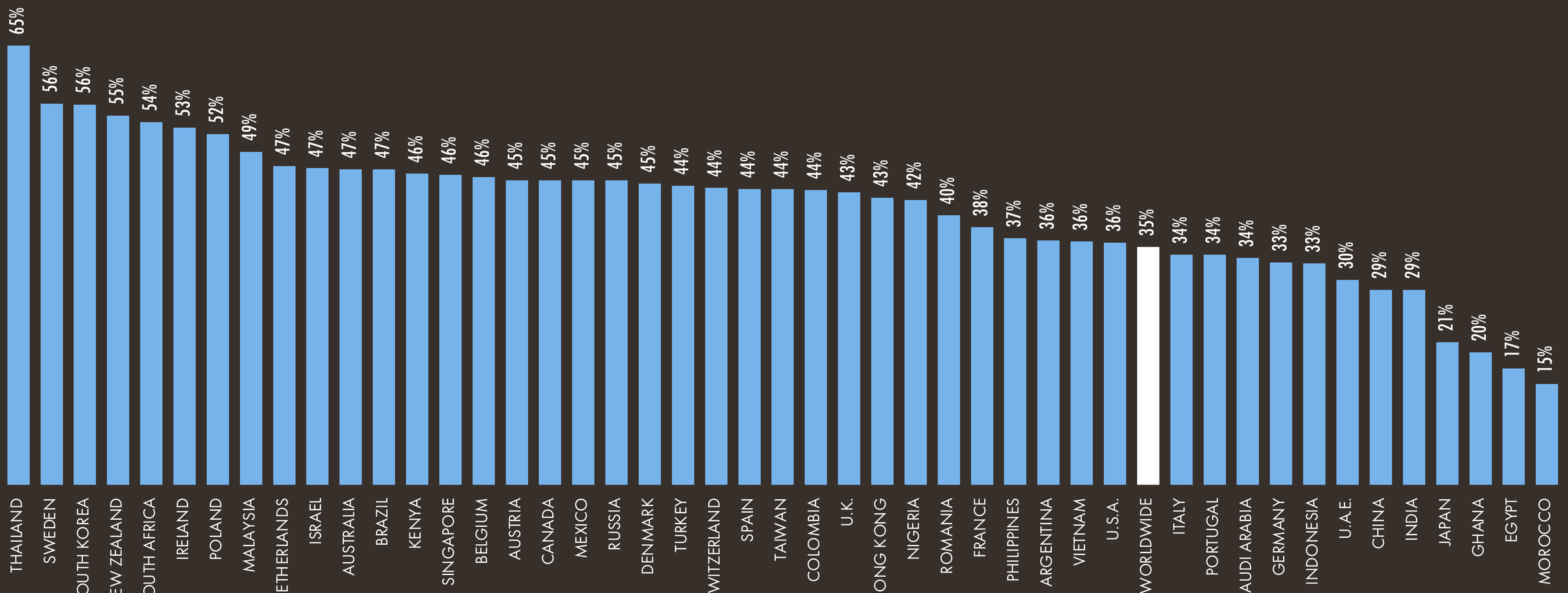
USE OF BANKING AND FINANCIAL SERVICES APPS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY USE MOBILE BANKING OR FINANCIAL SERVICES APPS EACH MONTH



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
NOTE: APP USAGE MAY TAKE PLACE ON PHONES OR TABLETS.

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DIGITAL PAYMENTS OVERVIEW

SIZE AND GROWTH OF THE DIGITAL PAYMENTS MARKET (IN U.S. DOLLARS)

NUMBER OF PEOPLE MAKING DIGITALLY ENABLED PAYMENT TRANSACTIONS*

3.76
BILLION

TOTAL ANNUAL VALUE OF DIGITALLY ENABLED CONSUMER PAYMENTS

$4.14
TRIILION

ANNUAL CHANGE IN THE VALUE OF DIGITALLY ENABLED CONSUMER PAYMENTS

+15%

AVERAGE TOTAL ANNUAL VALUE OF DIGITAL PAYMENT TRANSACTIONS PER DIGITAL PAYMENTS USER

$1,102

SOURCE: STATISTA DIGITAL MARKET OUTLOOK FOR FINTECH (ACCESSED JANUARY 2020). FIGURES USE FULL-YEAR VALUES FOR 2019, WITH COMPARISONS TO EQUIVALENT 2018 DATA. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. ***NOTE:** IN THIS CONTEXT, "DIGITALLY ENABLED PAYMENTS" INCLUDE PAYMENTS FOR PRODUCTS AND SERVICES MADE OVER THE INTERNET, AND MOBILE PAYMENTS AT POINT-OF-SALE (POS) VIA SMARTPHONE APPS.

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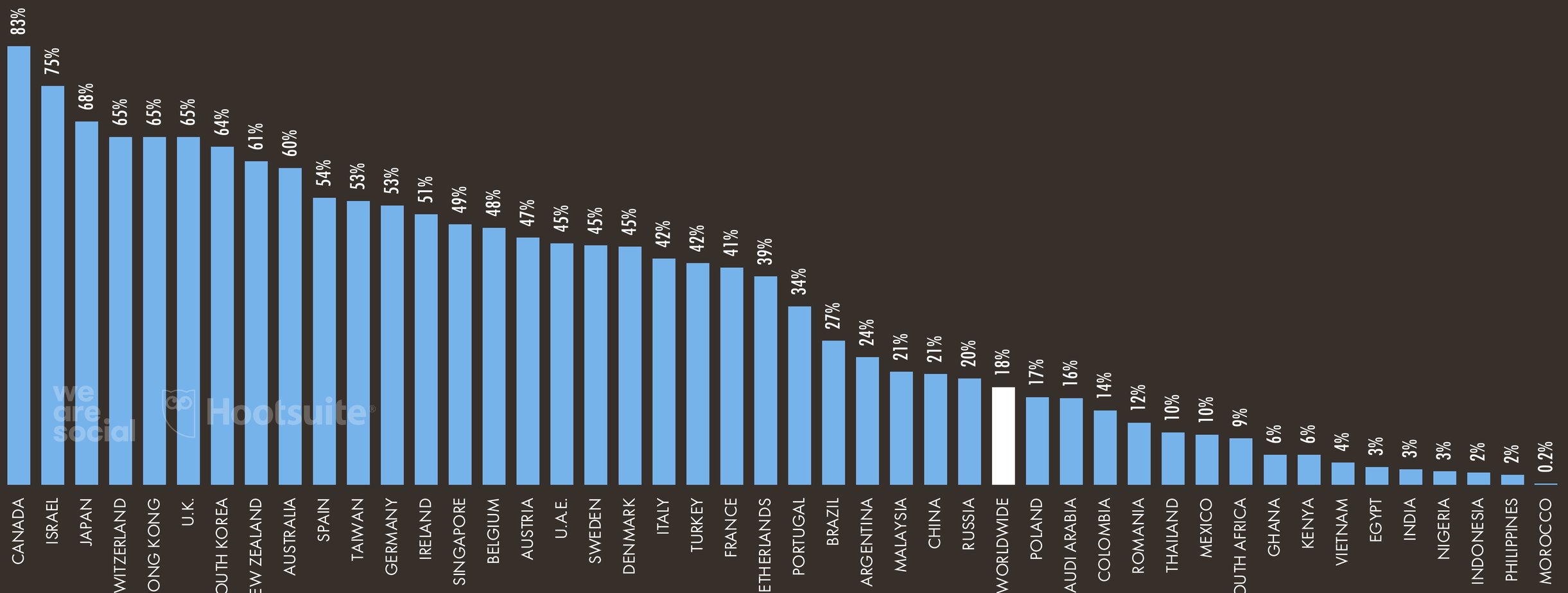
CREDIT CARD PENETRATION

PERCENTAGE OF ADULTS AGED 15+ THAT POSSESS A CREDIT CARD

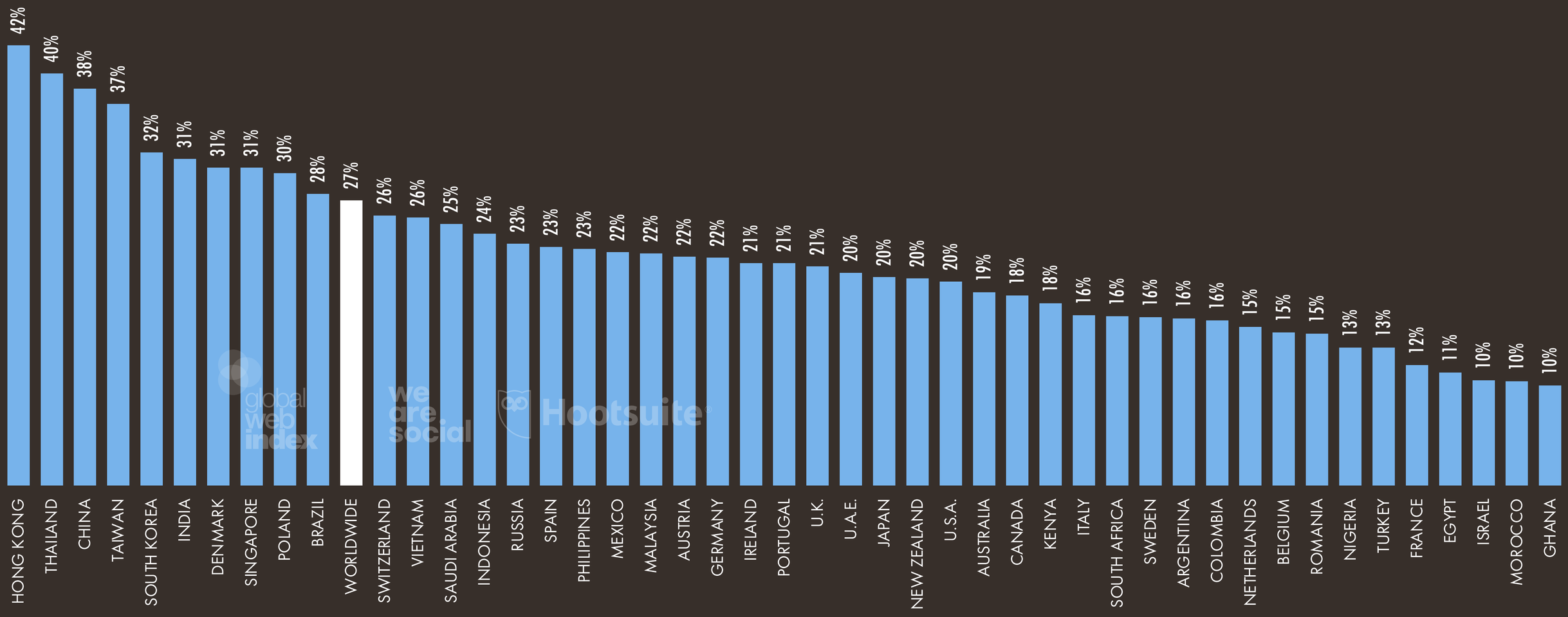


SOURCE: WORLD BANK GLOBAL FINANCIAL INCLUSION DATA (LATEST DATA AVAILABLE IN JANUARY 2020).

JAN 2020

USE OF MOBILE PAYMENT SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING MOBILE PAYMENT SERVICES (E.G. APPLE PAY OR SAMSUNG PAY) EACH MONTH



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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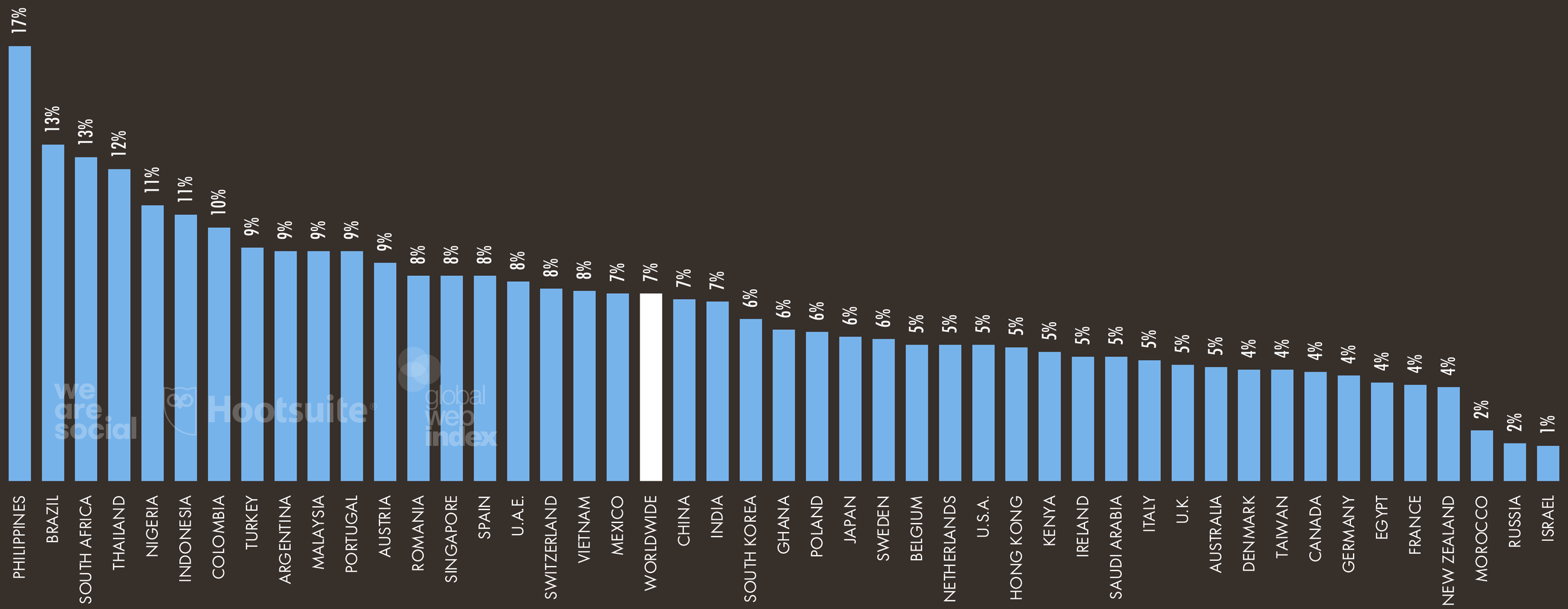
JAN 2020

OWNERSHIP OF CRYPTOCURRENCY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT OWNING ANY FORM OF CRYPTOCURRENCY



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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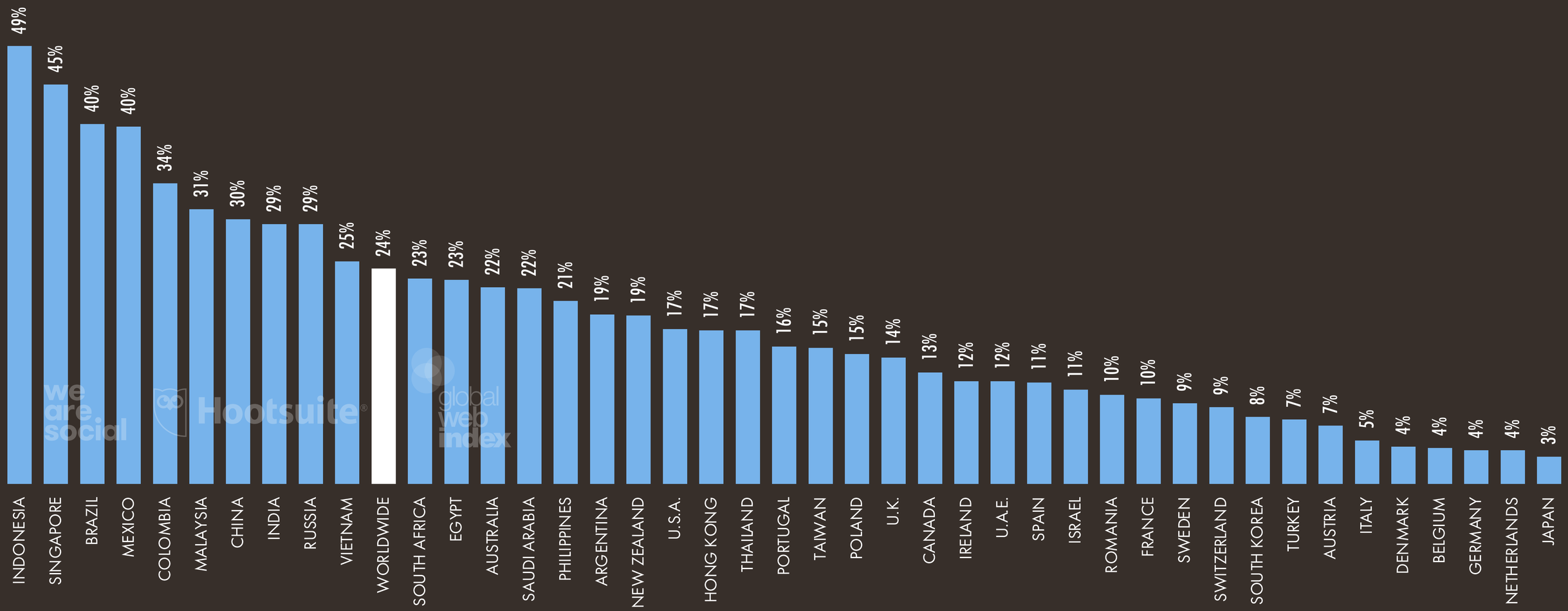
USE OF RIDE-HAILING APPS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE RIDE-HAILING APPS EACH MONTH



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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RIDE-HAILING MARKET OVERVIEW

SIZE AND GROWTH OF THE RIDE-HAILING MARKET (IN U.S. DOLLARS)

NUMBER OF PEOPLE USING DIGITALLY ENABLED RIDE-HAILING SERVICES*

996.7
MILLION

TOTAL VALUE OF THE DIGITALLY ENABLED RIDE-HAILING MARKET

$183.7
BILLION

ANNUAL GROWTH IN THE TOTAL VALUE OF THE DIGITALLY ENABLED RIDE-HAILING MARKET

+20%

ANNUAL REVENUE PER USER OF DIGITALLY ENABLED RIDE-HAILING SERVICES

$184

SOURCE: STATISTA MARKET OUTLOOK FOR ONLINE MOBILITY SERVICES (ACCESSED JANUARY 2020). FIGURES USE FULL-YEAR VALUES FOR 2019, WITH COMPARISONS TO EQUIVALENT 2018 DATA. SEE STATISTA.COM/OUTLOOK/MOBILITY-MARKETS FOR MORE DETAILS. ***NOTE:** IN THIS CONTEXT, "DIGITALLY ENABLED RIDE-HAILING SERVICES" INCLUDE TRANSPORTATION NETWORK COMPANIES THAT OFFER RIDES IN PRIVATE VEHICLES (E.G. UBER, DIDI, GRAB), RIDE-POOLING SERVICES, AND REGULAR TAXI SERVICES BOOKED ONLINE OR THROUGH A SMARTPHONE APP.

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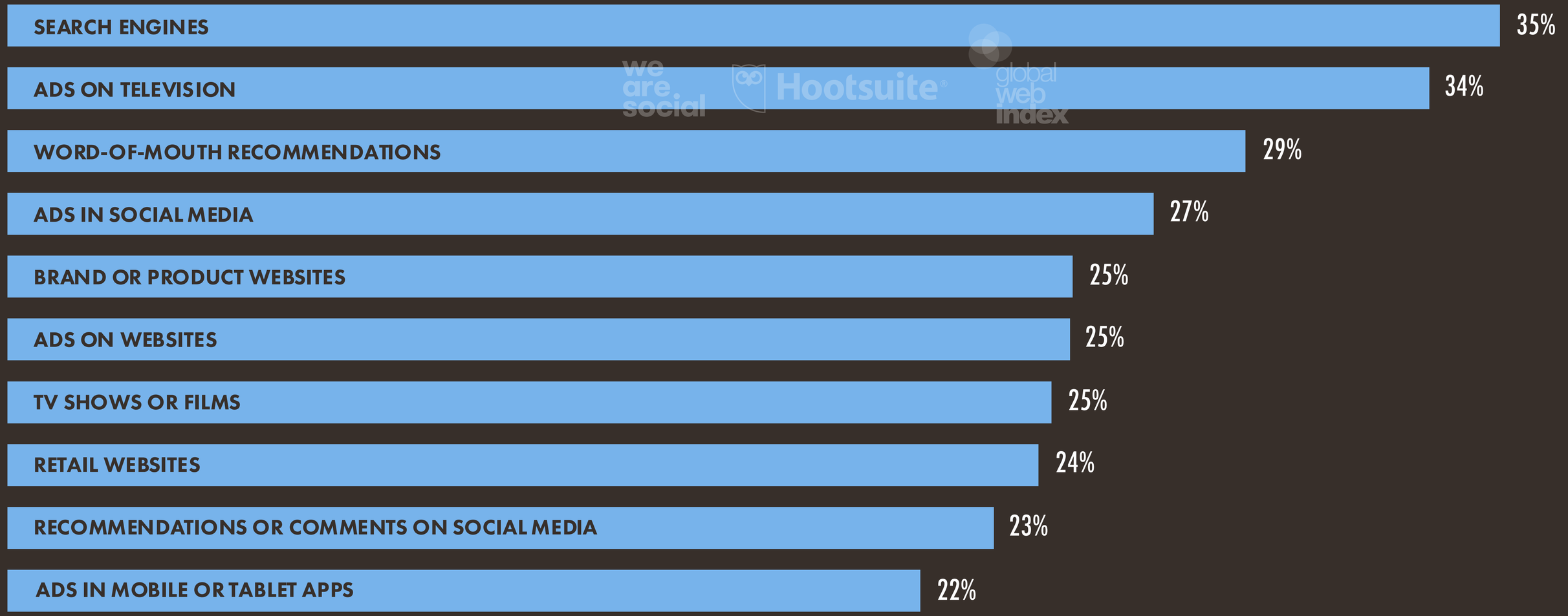
SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY DISCOVER NEW BRANDS AND PRODUCTS THROUGH EACH MEDIUM OR ACTIVITY



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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VALUE OF THE DIGITAL ADVERTISING MARKET

TOTAL SPEND (IN U.S. DOLLARS) ON DIGITAL ADVERTISING IN 2019, WITH DETAIL OF SPEND IN INDIVIDUAL DIGITAL ADVERTISING SUB-CATEGORIES

TOTAL DIGITAL AD SPEND IN 2019

$334.0 BILLION

SPEND ON DIGITAL SEARCH ADS IN 2019

$127.9 BILLION

SPEND ON SOCIAL MEDIA ADS IN 2019

$89.91 BILLION

SPEND ON DIGITAL BANNER ADS IN 2019

$59.76 BILLION

SPEND ON DIGITAL VIDEO ADS IN 2019

$35.24 BILLION

SPEND ON DIGITAL CLASSIFIED ADS IN 2019

$21.23 BILLION

SOURCE: STATISTA MARKET OUTLOOK FOR DIGITAL ADVERTISING (ACCESSED JANUARY 2020). FIGURES RESPRESENT FULL-YEAR DIGITAL ADVERTISING SPEND FOR 2019. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. **NOTES:** SPEND VALUES ARE IN U.S. DOLLARS. INCLUDES ADVERTISING ON MOBILE AND DESKTOP DEVICES. VALUES DO NOT INCLUDE SPEND ON E-MAIL MARKETING, AUDIO ADVERTS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS.

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DIGITAL ADVERTISING MARKET: VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE VALUE OF THE DIGITAL ADVERTISING MARKET BETWEEN 2018 AND 2019, INCLUDING SUB-CATEGORY CHANGES

YEAR-ON-YEAR CHANGE IN TOTAL DIGITAL AD SPEND

+12%

YEAR-ON-YEAR CHANGE IN DIGITAL SEARCH AD SPEND

+11%

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA AD SPEND

+18%

YEAR-ON-YEAR CHANGE IN DIGITAL BANNER AD SPEND

+7.0%

YEAR-ON-YEAR CHANGE IN DIGITAL VIDEO AD SPEND

+9.4%

YEAR-ON-YEAR CHANGE IN DIGITAL CLASSIFIED AD SPEND

+3.8%

SOURCE: STATISTA MARKET OUTLOOK FOR DIGITAL ADVERTISING (ACCESSED JANUARY 2020). FIGURES COMPARE FULL-YEAR DIGITAL ADVERTISING SPEND IN 2019 TO EQUIVALENT DATA FOR 2018. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. **NOTES:** INCLUDES ADVERTISING ON MOBILE AND DESKTOP DEVICES. VALUES DO NOT INCLUDE SPEND ON E-MAIL MARKETING, AUDIO ADVERTS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS.

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DIGITAL AD SPEND: ALTERNATIVE PERSPECTIVE

WHERE ADVERTISERS SPENT THEIR DIGITAL ADVERTISING BDUGETS IN 2019 (IN U.S. DOLLARS)

TOTAL GLOBAL DIGITAL AD SPEND	TOTAL GLOBAL AD SPEND ON GOOGLE	TOTAL GLOBAL AD SPEND ON FACEBOOK	TOTAL GLOBAL AD SPEND ON ALIBABA	TOTAL GLOBAL AD SPEND ON AMAZON
$333.3 BILLION	**$103.7 BILLION**	**$67.4 BILLION**	**$29.2 BILLION**	**$14.0 BILLION**
SHARE OF TOTAL GLOBAL AD SPEND:*	SHARE OF TOTAL DIGITAL AD SPEND:	SHARE OF TOTAL DIGITAL AD SPEND:	SHARE OF TOTAL DIGITAL AD SPEND:	SHARE OF TOTAL DIGITAL AD SPEND:
50.1%	**31.1%**	**20.2%**	**8.8%**	**4.2%**

SOURCE: EMARKETER (FEBRUARY 2019). FIGURES REPRESENT EMARKETER'S PROJECTIONS FOR FULL-YEAR 2019 ADVERTISING SPEND. ***NOTE:** SHARE OF TOTAL GLOBAL AD SPEND INCLUDES SPEND FOR BOTH ONLINE AND OFFLINE ADVERTISING MEDIA.

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WE ARE SOCIAL'S PERSPECTIVE: SOCIAL COMMERCE IN 2020

SHIFTS IN HOW WE SHOP AND SPEND ON SOCIAL

HUMAN COMMERCE

Gen Z are expecting more intimate communication with the brands and people they shop with on social. With reselling or 'flea market' platforms like Depop and Poshmark increasingly influential, habits and preferences learnt on these platforms are spilling onto traditional social selling tools.

In 2020, brands will behave more like people to sell on social

AR SHOPPERS

AR is being experimented with as a tool to help people experience products in the digital space. Whether immersing them in a truly brand-led experience – as LEGO did with its AR Snapchat store – or using the tech to try on clothes or make-up, this tech has evolved from glitchy and experimental, to an effective tool for experiencing brands and products in the digital space.

In 2020, AR will be used to help people experience products and brands in the digital space

SHOPPABLE CONTENT

Shoppable content is ubiquitous, regardless of platform. And people are happy to engage with it – provided it's doing more than a hard sell. Whether an in-feed game, telling a background story, or offering an education, people want shoppable posts and ads on social to make their in-feed experiences tangibly better.

In 2020, ads and shoppable posts will add functionality and value to people's feeds

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HOOTSUITE'S PERSPECTIVE: ECOMMERCE IN 2020

From Instagram Checkout to Facebook Pay, social media is rapidly evolving into a full-blown ecommerce machine. But social commerce efforts still need to be rooted in the fundamentals of smart social media strategy.

BREAK DOWN CAMPAIGN SILOS FOR CROSS-CHANNEL RESULTS

According to Forrester, social ads drive customers towards the purchase funnel more effectively than other digital ads. While many organizations occasionally boost organic social posts, few run fully integrated social ad campaigns. Instead of ad-hoc post promotion, integrate your social ad strategy with campaigns across other channels such as email, search, and paid media to drive sales.

MAKE SMARTER DECISIONS WITH MULTI-TOUCH ATTRIBUTION

Social commerce features create a wealth of measurable insights around the conversion side of the social customer journey, making it easier to demonstrate clear ROI. But sales made directly on social platforms should still be measured alongside other marketing touchpoints within a cross-channel attribution model. Use these insights to clarify the full picture of your customers' journey, refine your strategy, and optimize tactics across all channels.

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MORE INFORMATION

CLICK THE LOGOS TO ACCESS ADDITIONAL CONTENT, INSIGHTS, AND RESOURCES FROM WE ARE SOCIAL AND HOOTSUITE:

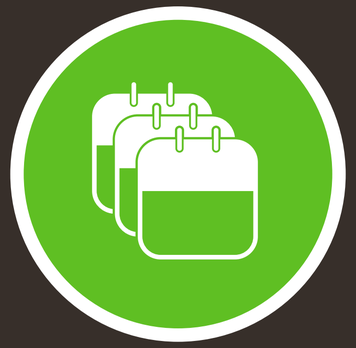
WE ARE SOCIAL

HOOTSUITE

SPECIAL THANKS: GLOBALWEBINDEX

GlobalWebIndex is the leading provider of audience profiling data to agencies, publishers, and brands worldwide.

90% GLOBAL COVERAGE



ONGOING DATA COLLECTION ACROSS 46 MARKETS

CROSS-DEVICE COVERAGE

Learn more at https://www.globalwebindex.com

SPECIAL THANKS: STATISTA

Statista is one of the world's largest online statistics databases. Its Digital Market Outlook products provide forecasts, detailed market insights, and key indicators on over 90 digital markets within verticals including e-commerce, digital media, advertising, smart home, and fintech for over 150 countries and regions.

96% OF THE GLOBAL INTERNET POPULATION

OVER 150 COUNTRIES AND REGIONS

98% OF WORLDWIDE ECONOMIC POWER

MORE THAN 30,000 INTERACTIVE STATISTICS

Learn more about Statista at https://www.statista.com

SPECIAL THANKS: GSMA INTELLIGENCE

GSMA Intelligence is the unit within the GSMA that houses the organisation's extensive database of mobile operator statistics, forecasts, and industry reports. GSMA Intelligence's data covers every operator group, network and MVNO in every country – from Afghanistan to Zimbabwe. Updated daily, it is the most accurate and complete set of industry metrics available, comprising tens of millions of individual data points.

Leading operators, vendors, regulators, financial institutions and third-party industry players rely on GSMA Intelligence to support strategic decision-making and long-term investment planning. The data is used as an industry reference point and is frequently cited by the media and by the industry itself. GSMA Intelligence's team of analysts and experts produce regular thought-leading research reports across a range of industry topics.

Learn more about GSMA Intelligence at https://www.gsmaintelligence.com

SPECIAL THANKS: APP ANNIE

App Annie is the industry's most trusted mobile data and analytics platform. App Annie's mission is to help customers create winning mobile experiences and achieve excellence. The company created the mobile app data market and is committed to delivering the industry's most complete mobile performance offering. More than 1,100 enterprise clients and 1 million registered users across the globe and spanning all industries rely on App Annie as the standard to revolutionize their mobile business. The company is headquartered in San Francisco with 12 offices worldwide.

1 MILLION REGISTERED USERS

BEST-IN-CLASS DATA

COVERAGE ACROSS 150 COUNTRIES

UNPARALLELED SERVICE & SUPPORT

Learn more about App Annie at https://www.appannie.com

SPECIAL THANKS: SIMILARWEB

SimilarWeb provides the measure of the digital world. With an international online panel consisting of hundreds of millions of devices, SimilarWeb provides granular insights about any website or app across a wide array of industries. Global brands such as Google, eBay, and adidas rely on SimilarWeb to understand, track and grow their digital market share. The company has 450 employees and offices spanning four continents. SimilarWeb has been named one of Wall Street's Secret Weapons, and one of Calcalist's 2018 List of 50 Most Promising Israeli Startups.

WEB INTELLIGENCE

APP INTELLIGENCE

GLOBAL COVERAGE

GRANULAR ANALYSIS

Learn more about SimilarWeb at https://www.similarweb.com

SPECIAL THANKS: LOCOWISE

Locowise is a social media performance measurement platform that helps agencies to manage clients, produce and prove value, and win new business.

CUSTOM REPORT BUILDER WITH OVER 300 METRICS

CAMPAIGN ANALYSIS, TRACKING AND REPORTING

INSIGHTS FROM ALL YOUR NETWORKS IN ONE PLACE

PREDICTIVE METRICS TO DRIVE FUTURE STRATEGY

Learn more about Locowise at https://locowise.com

DATA SOURCES

POPULATION & DEMOGRAPHICS: United Nations World Population Prospects, 2019 Revision; US Census Bureau (accessed January 2020); United Nations World Urbanization Prospects, 2018 Revision; local government bodies (latest data available in January 2020). Literacy rates: UNESCO Institute for Statistics; UNICEF Data; World Bank DataBank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook; Phrasebase (all accessed January 2020). GDP and financial inclusions data: World Bank DataBank; IMF Data; CIA World Factbook (all accessed January 2020). Device owenserhip and time spent by media: GlobalWebIndex (Q3 2019).*

INTERNET USERS: ITU Statistics; Eurostat Data Explorer; GlobalWebIndex; Facebook's self-serve advertising tools; local government authorities and telecom regulatory bodies; APJII (all accessed January 2020). Mobile internet share based on data from GlobalWebIndex (Q3 2019)*, and extrapolations of data reported in Facebook's self-serve advertising tools. Internet connection speed data from Ookla Speedtest (values for December 2019). Time spent on the internet from GlobalWebIndex (Q3 2019).* World's top websites from SimilarWeb (December 2019) and Alexa (monthly average based on 3-month period to mid-January 2020). Web language insights via W3Techs (January 2020). Google search insights from Google Trends (data for full year 2019). Data on use of data misuse fears, voice search, and ad blockers from GlobalWebIndex (Q3 2019).* Data on concerns about 'fake news' from Reuters Institute Digital News Report (2019 edition). Content streaming insights from GlobalWebIndex (Q3 2019).* Smart Home insights from Statista Digital Market Outlook* (accessed January 2020); GlobalWebIndex (Q3 2019).

SOCIAL MEDIA USERS & ADVERTISING AUDIENCES: Social media platforms' self-service advertising tools (including extrapolations); company earnings announcements; press releases and promotional materials; remarks by senior platform executives at public events; statements on company websites; reports in reputable media (all latest data available in January 2020). TikTok data from a company sales presentation published by AdAge (October 2019). YouTube insights via YouTube press website (accessed January 2020). Top messenger platforms from SimilarWeb (January 2020, based on data for December 2019). Time spent on social media from GlobalWebIndex (Q3 2019)*. Facebook and Instagram reach and engagement data from Locowise (January 2020, based on averages for Q4 2019).

MOBILE USERS & CONNECTIONS: GSMA Intelligence (January 2020); Ericsson Mobility Report (November 2019); Ericsson Mobility Calculator and Visualizer tools (accessed January 2020). Mobile Apps: App Annie (January 2020); SimilarWeb (January 2020). Mobile actions: GlobalWebIndex (Q3 2019).

ECOMMERCE USERS & SPEND: Statista Digital Market Outlook* (accessed January 2020); GlobalWebIndex (Q3 2019)*; PPRO Payments & Ecommerce reports (2019 and 2020 editions). Brand discovery channels: GlobalWebIndex (Q3 2019). Ride-Hailing insights from Statista Digital Market Outlook* (accessed January 2020); GlobalWebIndex (Q3 2019). Digital advertising market: Statista Digital Market Outlook* (accessed January 2020); eMarketer (February 2019).

*For more details of GlobalWebIndex's methodology, visit https://www.globalwebindex.com.

*For more details of Statista's Market Outlook, visit https://www.statista.com/outlook/digital-markets.

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

This report uses data from a wide variety of sources, including market research agencies, internet and social media companies, governments and public bodies, news media, journalists, and our own internal analysis.

Wherever possible, we've prioritised data sources that provide broader geographical coverage, in order to minimise the potential variations between data points, and offer more reliable comparison across countries. However, where we believe that an individual metric provides a more reliable reference, we've used such individual numbers to ensure the most accurate reporting.

Furthermore, due to differing data collection and treatment methodologies used by these organisations, and the different sample periods during which data were collected, there may be significant differences in the reported metrics for similar data points throughout this report. In particular, data collected via surveys often vary from one report to another, even if those data were collected by the same organisation using the same approach in each wave.

Similarly, reports of internet user numbers vary considerably between different sources. In part, this is because there are fewer commercial imperatives for governments and regulators to collect and publish regular internet user data. However, the user numbers published by social media platforms can be a useful proxy for the number of internet users in countries where no other reliable data are available, because all active social media users must have an active internet connection in order to access social media. These data are also more likely to be updated on a regular basis, as social media companies relies on this data to help sell their advertising products and services.

As a result, on occasion, we've used the latest addressable advertising audience data from social media platforms' self-service advertising tools to inform our internet user numbers, especially in less-developed economies, where 'official' internet user numbers are published less frequently. Consequently, there are a number of instances in this report where the reported number of social media users equals the reported number of internet users.

It's unlikely that one hundred percent of internet users in any given country will use the same social media platform though, so in cases where internet and social media user numbers are the same, it's likely that the actual number of internet users will be higher than the number we've reported.

Lastly, we've changed the source for a number of our data points in this year's reports, and a number of metrics that we reported in last year's Global Digital reports have also been revised by the original data provider since publication. As a result, some figures in this year's reports may appear to have changed in unexpected ways. Wherever we're aware of these changes, we've included details in the footnotes of each relevant chart, but please use caution when comparing data from different reports in case the original base has changed.

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: reports@kepios.com.

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This report has been compiled by Kepios Pte. Ltd. ("Kepios"), We Are Social Ltd. ("We Are Social"), and Hootsuite Inc. ("Hootsuite") for informational purposes only, and relies on data from a wide variety of sources, including but not limited to public and private companies, market research firms, government agencies, NGOs, and private individuals.

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We are a socially-led creative agency. We are a global team of more than 850 people in 15 offices around the world with a common purpose: to connect people and brands in meaningful ways.

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REPORTS@KEPIOS.COM

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DIGITAL 2019

ESSENTIAL INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE THE INTERNET, MOBILE DEVICES, SOCIAL MEDIA, AND E-COMMERCE

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DIGITAL AROUND THE WORLD IN 2019

SIMON KEMP
REPORT AUTHOR

I say this in my introduction to our Global Digital Reports every year, but the past twelve months really have seen impressive growth across all things digital. This year's collection of **230+** reports reveals some striking new numbers in countries all across the globe, with developing economies showing some particularly strong growth.

The big story in this year's data is the accelerating growth in internet users. More than **360 million** people came online for the first time during 2018, at an average rate of more than 1 million new users each day. **57 percent** of the world's population is now connected to the internet, with trends indicating that all of the original 'Next Billion Users' are now online.

We're spending significant amounts of time online, too. The average internet user now spends more than **6½ hours** online each day, meaning that the world's digital community will spend a combined total of more than **1.2 billion years** using the internet in 2019.

Social media continues to account for the greatest share of that time, and the average user spends more time on social today than they did this time last year. The number of social media users around the world has increased by more than **280 million** since January 2018, but there have also been some user declines across some of the world's top social platforms. To help you make sense of this changing social landscape, we've included detailed data by platform across all of our reports.

Mobile users grew by a more modest **100 million** over the past year, but that slower growth is perhaps to be expected, given that **two-thirds** of the world's population already uses a mobile. However, mobile has helped fuel strong growth in e-commerce over the past year, with m-commerce and mobile wallets playing an increasingly important role in the lives of people all across the globe.

This year's reports also take a closer look at some of the more recent additions to the digital landscape, including the growing use of voice control, and public adoption of cryptocurrencies.

Best of all, we're making this year's full collection of **5,000+** charts available for free. You'll find details of how to download everything over the next few pages, but be sure to check out the links to our wonderful data partners at the end of this report to find even more rich data and insights.

But with that, let's get stuck into the numbers. Here's to another year of impressive digital growth in 2019!

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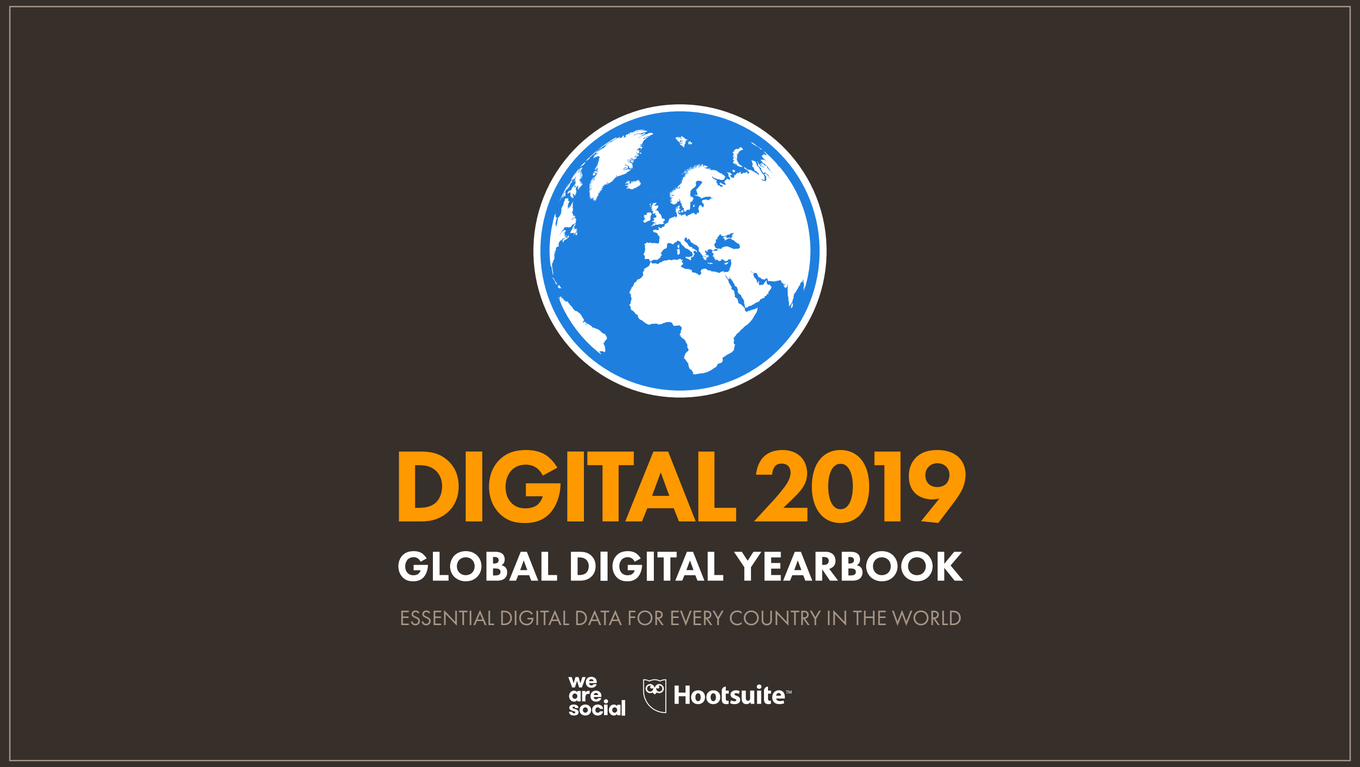

CLICK HERE TO READ OUR 2019 GLOBAL DIGITAL YEARBOOK REPORT, WITH HEADLINE DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD

CLICK THE LINKS BELOW TO ACCESS OUR IN-DEPTH LOCAL REPORTS

GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NEPAL	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NETHERLANDS	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW CALEDONIA	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NEW ZEALAND	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NICARAGUA	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGER	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIGERIA	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	TFYR MACEDONIA	NIUE	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MADAGASCAR	NORFOLK IS.	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAWI	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALAYSIA	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FALKLAND IS.	IRAQ	MALDIVES	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALI	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE OF MAN	MALTA	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARSHALL IS.	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MARTINIQUE	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITANIA	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAURITIUS	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MAYOTTE	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MEXICO	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MICRONESIA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MOLDOVA	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONACO	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONGOLIA	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTENEGRO	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MONTSERRAT	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MOZAMBIQUE	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECH REP.	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NAURU	ST. HELENA	TAIWAN	ZIMBABWE

GLOBAL OVERVIEW

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JAN 2019

DIGITAL AROUND THE WORLD IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL POPULATION	UNIQUE MOBILE USERS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SOCIAL MEDIA USERS
7.676	**5.112**	**4.388**	**3.484**	**3.256**
BILLION	**BILLION**	**BILLION**	**BILLION**	**BILLION**
URBANISATION:	PENETRATION:	PENETRATION:	PENETRATION:	PENETRATION:
56%	**67%**	**57%**	**45%**	**42%**

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).

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JAN 2019

ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

TOTAL POPULATION

+1.1%

JAN 2018 – JAN 2019

+84 MILLION

UNIQUE MOBILE USERS

+2.0%

JAN 2018 – JAN 2019

+100 MILLION

INTERNET USERS

+9.1%

JAN 2018 – JAN 2019

+367 MILLION

ACTIVE SOCIAL MEDIA USERS

+9.0%

JAN 2018 – JAN 2019

+288 MILLION

MOBILE SOCIAL MEDIA USERS

+10%

JAN 2018 – JAN 2019

+297 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).

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HOOTSUITE'S PERSPECTIVE: DIGITAL IN 2019

From using Instagram to research products to chatting with customer support on messaging apps, social media has become the heart of all digital customer touchpoints. We recommend that brands take action in three critical areas:

REBUILD TRUST WITH CONSUMERS

Cambridge Analytica and fake news damaged consumer confidence in search engines, businesses, and social channels in 2018. To rebuild trust, brands must be clear why they are collecting data and use the data they do collect to create personalized, one-to-one experiences that offer new value to customers.

BREAK DOWN MARKETING SILOS

54% of organizations report that departments beyond marketing are now using social media. Marketing teams can increase their influence by guiding this expansion and advancing their organization's digital transformation. Begin by establishing common KPIs with other departments, using social to achieve broad business objectives like brand health, revenue, and customer retention.

MAKE A UNIFIED VIEW YOUR IMPERATIVE

Today, the average internet user has accounts on 8 different social and messaging services. To meet the demands of these consumers, organizations need to build a unified view of their customers across every touchpoint. Tying together data and working fluidly with other departments is a tough task. But cracking this code offers a giant leap ahead of your competitors in 2019.

Click here to identify new opportunities and compare your strategy to other organizations with Hootsuite's global study of 9,278 organizations.

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WE ARE SOCIAL'S PERSPECTIVE: DIGITAL IN 2019

The constant evolution of digital continues, with new formats and platforms, enhanced by voice, AI and AR.

EVOLUTION OF VOICE

Voice based search has increased, though interestingly more so in developing economies than developed. Platforms responding by developing features such as Snapchat voice recognition lenses and testing of voice commands for Facebook Messenger and Facebook Portal.

IMMERSIVE SOCIAL

Consumer-level AR creation tools are gradually normalising this technology. AR advertising in the newsfeed points to a more immersive experience on social platforms, but until there are truly social features (allowing humans to interact) it won't be core to the experience.

DEMOCRATISING DATA

We're in the midst of a revolution. As individuals become the gatekeepers to their own data, it's essential that brands find access on the right terms.

COLLECTIVE AI

As we converge and combine our behaviours and intelligence online, the ability for machine learning to find solutions to brand needs is becoming an essential advantage.

Download our Think Forward report to dive into these trends and more.

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2019 REGIONAL OVERVIEWS

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JAN 2019

DIGITAL IN AFRICA IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL POPULATION

1.304

BILLION

URBANISATION:

43%

MOBILE SUBSCRIPTIONS

1.049

BILLION

vs. POPULATION:

80%

INTERNET USERS

473.0

MILLION

PENETRATION:

36%

ACTIVE SOCIAL MEDIA USERS

216.0

MILLION

PENETRATION:

17%

ACTIVE MOBILE SOCIAL USERS

202.4

MILLION

PENETRATION:

16%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).

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JAN 2019

ANNUAL DIGITAL GROWTH IN AFRICA

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

TOTAL POPULATION

+2.5%

JAN 2018 – JAN 2019

+33 MILLION

MOBILE SUBSCRIPTIONS

+5.2%

JAN 2018 – JAN 2019

+51 MILLION

INTERNET USERS

+8.7%

JAN 2018 – JAN 2019

+38 MILLION

ACTIVE SOCIAL MEDIA USERS

+13%

JAN 2018 – JAN 2019

+25 MILLION

ACTIVE MOBILE SOCIAL USERS

+17%

JAN 2018 – JAN 2019

+30 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).

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JAN 2019

DIGITAL IN THE AMERICAS IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL POPULATION	MOBILE SUBSCRIPTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	ACTIVE MOBILE SOCIAL USERS
1.020	1.058	798.4	673.1	610.5
BILLION	BILLION	MILLION	MILLION	MILLION
URBANISATION:	vs. POPULATION:	PENETRATION:	PENETRATION:	PENETRATION:
81%	104%	78%	66%	60%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).

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JAN 2019

ANNUAL DIGITAL GROWTH IN THE AMERICAS

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

TOTAL POPULATION

+0.9%

JAN 2018 – JAN 2019

+9 MILLION

MOBILE SUBSCRIPTIONS

+0.9%

JAN 2018 – JAN 2019

+10 MILLION

INTERNET USERS

+7.7%

JAN 2018 – JAN 2019

+57 MILLION

ACTIVE SOCIAL MEDIA USERS

+3.8%

JAN 2018 – JAN 2019

+25 MILLION

ACTIVE MOBILE SOCIAL USERS

+5.0%

JAN 2018 – JAN 2019

+29 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).

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JAN 2019

DIGITAL IN ASIA-PACIFIC IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL POPULATION

4.250

BILLION

URBANISATION:

48%

MOBILE SUBSCRIPTIONS

4.416

BILLION

vs. POPULATION:

104%

INTERNET USERS

2.210

BILLION

PENETRATION:

52%

ACTIVE SOCIAL MEDIA USERS

1.997

BILLION

PENETRATION:

47%

ACTIVE MOBILE SOCIAL USERS

1.931

BILLION

PENETRATION:

45%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).

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JAN 2019

ANNUAL DIGITAL GROWTH IN ASIA-PACIFIC

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

TOTAL POPULATION

+0.8%

JAN 2018 – JAN 2019

+36 MILLION

MOBILE SUBSCRIPTIONS

+3.0%

JAN 2018 – JAN 2019

+127 MILLION

INTERNET USERS

+10%

JAN 2018 – JAN 2019

+203 MILLION

ACTIVE SOCIAL MEDIA USERS

+12%

JAN 2018 – JAN 2019

+218 MILLION

ACTIVE MOBILE SOCIAL USERS

+13%

JAN 2018 – JAN 2019

+219 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).

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JAN 2019

DIGITAL IN EUROPE IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL POPULATION

846.0

MILLION

URBANISATION:

74%

MOBILE SUBSCRIPTIONS

1.101

BILLION

vs. POPULATION:

130%

INTERNET USERS

724.7

MILLION

PENETRATION:

86%

ACTIVE SOCIAL MEDIA USERS

462.5

MILLION

PENETRATION:

55%

ACTIVE MOBILE SOCIAL USERS

393.4

MILLION

PENETRATION:

47%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).

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JAN 2019

ANNUAL DIGITAL GROWTH IN EUROPE

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

TOTAL POPULATION

+0.2%

JAN 2018 – JAN 2019

+2 MILLION

MOBILE SUBSCRIPTIONS

+0.5%

JAN 2018 – JAN 2019

+5 MILLION

INTERNET USERS

+7.6%

JAN 2018 – JAN 2019

+51 MILLION

ACTIVE SOCIAL MEDIA USERS

+3.2%

JAN 2018 – JAN 2019

+14 MILLION

ACTIVE MOBILE SOCIAL USERS

+4.5%

JAN 2018 – JAN 2019

+17 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).

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JAN 2019

DIGITAL IN THE MIDDLE EAST IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL POPULATION

256.6

MILLION

URBANISATION:

73%

MOBILE SUBSCRIPTIONS

304.5

MILLION

vs. POPULATION:

119%

INTERNET USERS

182.0

MILLION

PENETRATION:

71%

ACTIVE SOCIAL MEDIA USERS

136.1

MILLION

PENETRATION:

53%

ACTIVE MOBILE SOCIAL USERS

118.0

MILLION

PENETRATION:

46%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).

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JAN 2019

ANNUAL DIGITAL GROWTH IN THE MIDDLE EAST

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

TOTAL POPULATION

+1.7%

JAN 2018 – JAN 2019

+4 MILLION

MOBILE SUBSCRIPTIONS

+2.7%

JAN 2018 – JAN 2019

+8 MILLION

INTERNET USERS

+11%

JAN 2018 – JAN 2019

+18 MILLION

ACTIVE SOCIAL MEDIA USERS

+4.7%

JAN 2018 – JAN 2019

+6 MILLION

ACTIVE MOBILE SOCIAL USERS

+2.3%

JAN 2018 – JAN 2019

+3 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).

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GLOBAL POPULATION OVERVIEW

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JAN 2019

OVERVIEW: POPULATION & ECONOMY

ESSENTIAL DEMOGRAPHIC AND ECONOMIC INDICATORS

TOTAL POPULATION

7.676 BILLION

FEMALE POPULATION

49.5%

MALE POPULATION

50.5%

ANNUAL CHANGE IN POPULATION SIZE

+1.1%

MEDIAN AGE

30.8

URBAN POPULATION

56%

GDP PER CAPITA (PPP) (CURRENT INTERNATIONAL $)*

$16,941

OVERALL LITERACY (ADULTS AGED 15+)

86%

FEMALE LITERACY (ADULTS AGED 15+)

83%

MALE LITERACY (ADULTS AGED 15+)

90%

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; WORLD BANK; IMF; UNESCO; UNICEF; CIA WORLD FACTBOOK; PEW RESEARCH (ALL LATEST DATA AVAILABLE IN JANUARY 2019).
***NOTE:** 'INTERNATIONAL DOLLARS' ARE NOTIONAL MEASURES THAT PROVIDE A CONSISTENT BASIS FOR COMPARISON. AN 'INTERNATIONAL DOLLAR' WOULD BUY A COMPARABLE AMOUNT OF GOODS AND SERVICES IN THE CITED COUNTRY THAT A U.S. DOLLAR WOULD BUY IN THE UNITED STATES.

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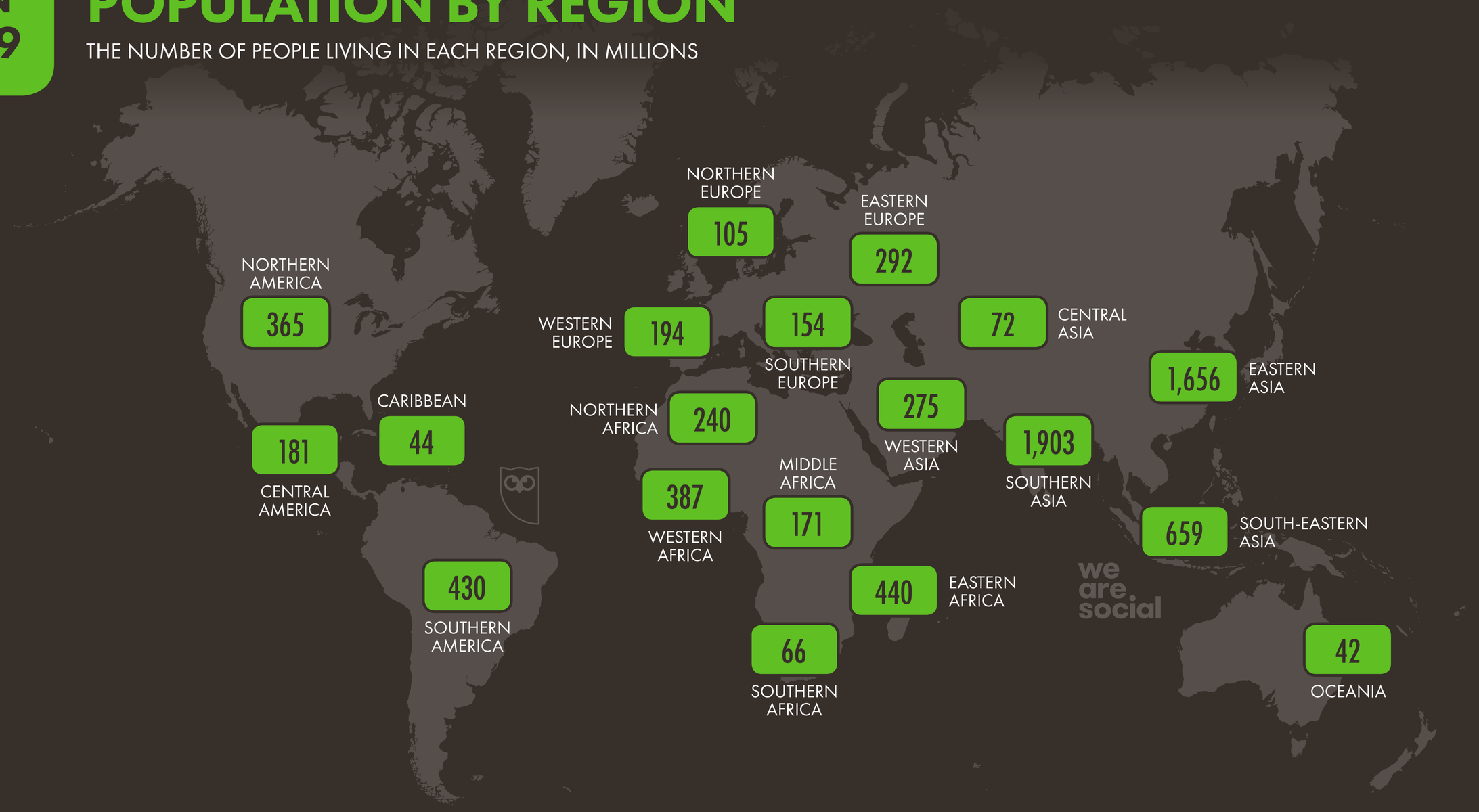
JAN 2019

POPULATION BY REGION

THE NUMBER OF PEOPLE LIVING IN EACH REGION, IN MILLIONS



SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU (BOTH JANUARY 2019). **NOTE:** REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME.

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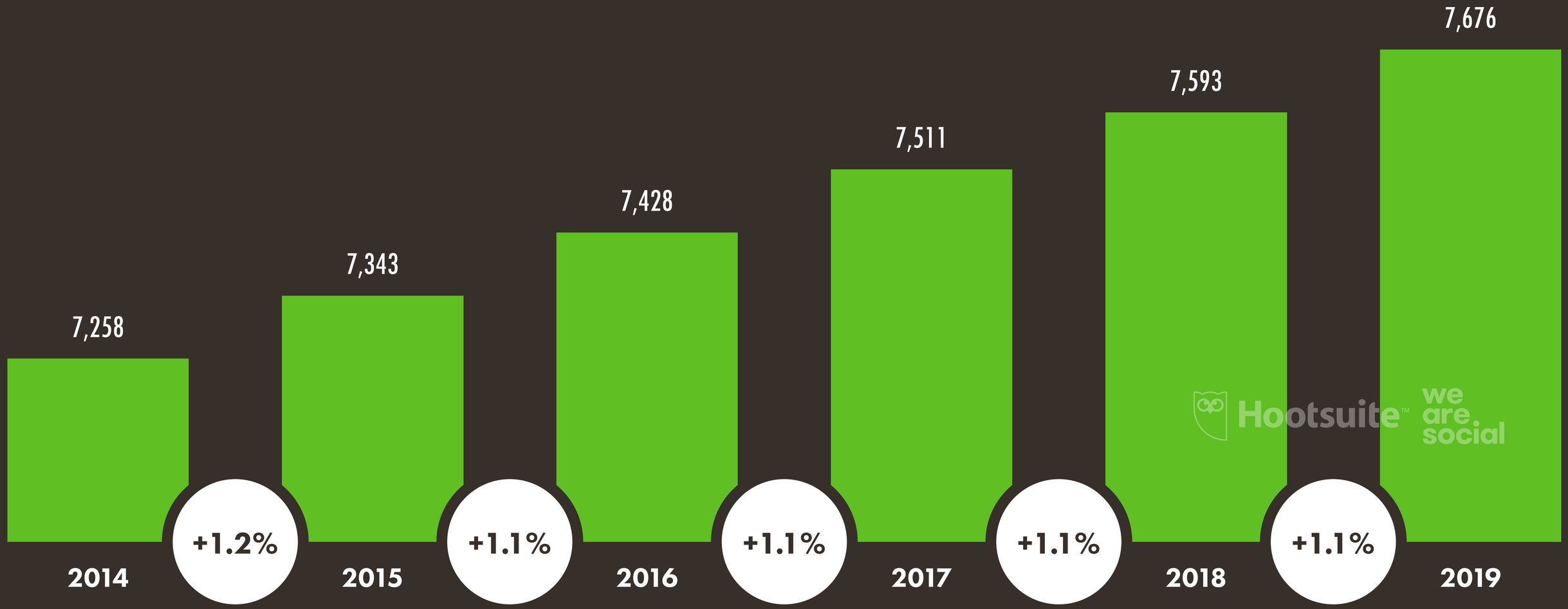
JAN 2019

POPULATION GROWTH OVER TIME

GLOBAL POPULATION BY YEAR (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE



SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; DATA FROM PREVIOUS 'GLOBAL DIGITAL' REPORTS.

JAN 2019

GLOBAL POPULATION BY AGE GROUP

A CLOSER LOOK AT THE WORLD'S POPULATION BY BROAD AGE GROUP

GLOBAL POPULATION AGED 0 – 12 YEARS

1.690 BILLION

PERCENTAGE OF TOTAL:

22%

GLOBAL POPULATION AGED 13 – 24 YEARS

1.451 BILLION

PERCENTAGE OF TOTAL:

19%

GLOBAL POPULATION AGED 25 – 44 YEARS

2.222 BILLION

PERCENTAGE OF TOTAL:

29%

GLOBAL POPULATION AGED 45 – 64 YEARS

1.609 BILLION

PERCENTAGE OF TOTAL:

21%

GLOBAL POPULATION AGED 65+ YEARS

704.4 MILLION

PERCENTAGE OF TOTAL:

9.2%

SOURCES: EXTRAPOLATED FROM DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU (BOTH JANUARY 2019).

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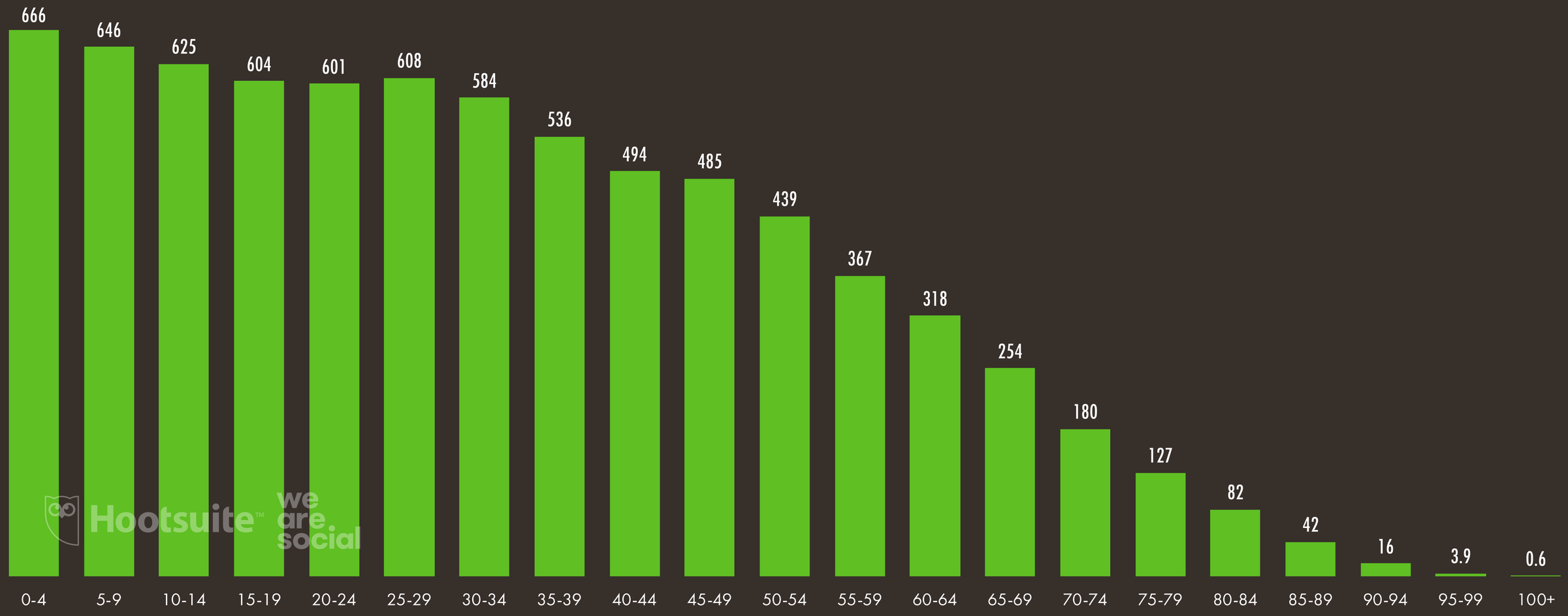
JAN 2019

DISTRIBUTION OF GLOBAL POPULATION BY AGE

THE WORLD'S TOTAL POPULATION DETAILED BY FIVE-YEAR AGE GROUPS, IN MILLIONS

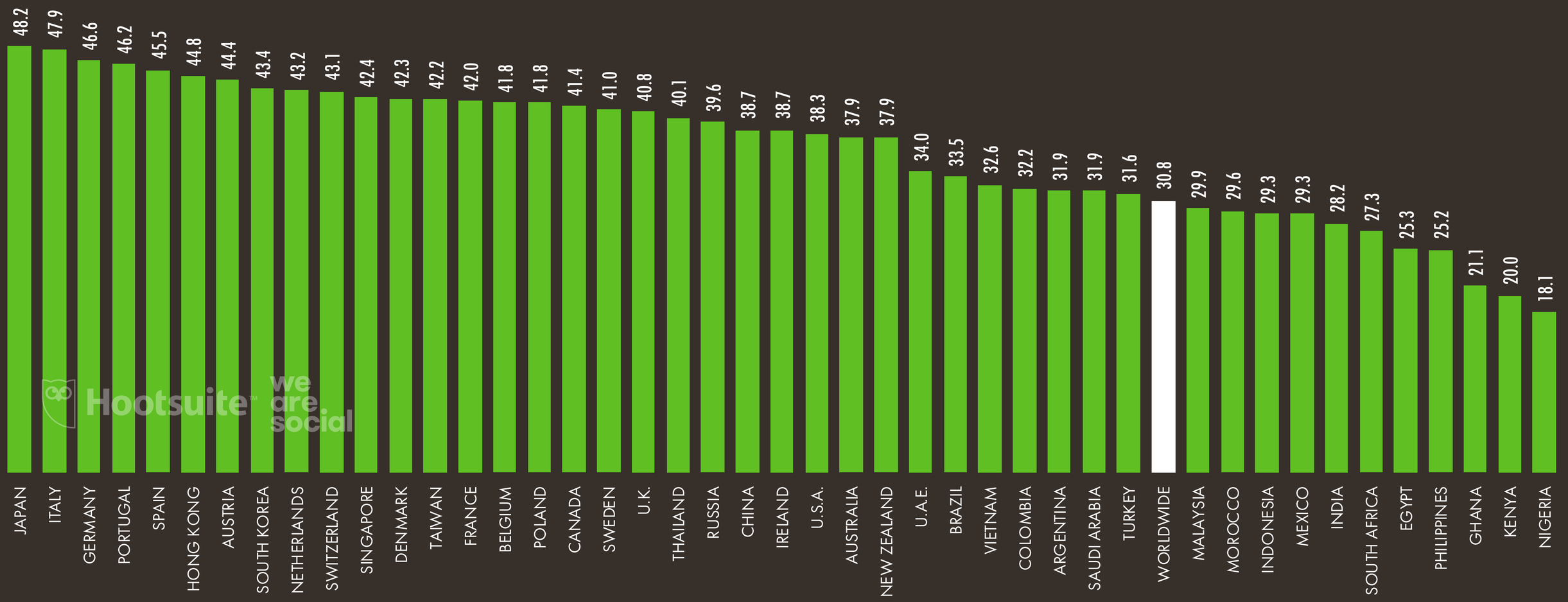


SOURCES: BASED ON DATA FROM THE UNITED NATIONS; THE U.S. CENSUS BUREAU (BOTH ACCESSED JANUARY 2019).

JAN 2019

MEDIAN AGE BY COUNTRY

THE AGE AT WHICH THERE ARE AN EQUAL NUMBER OF PEOPLE BOTH ABOVE AND BELOW THAT AGE IN THE NATIONAL POPULATION

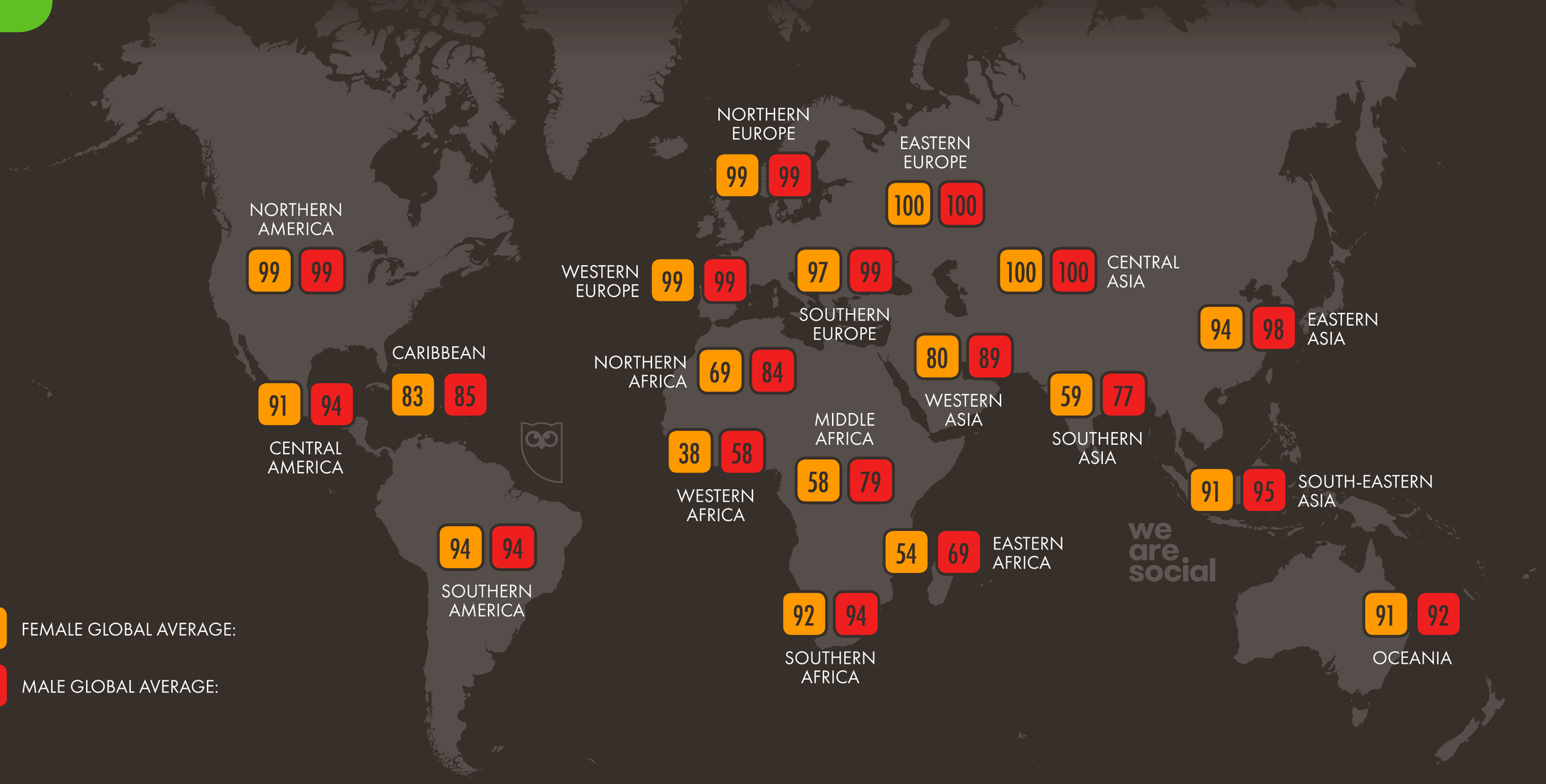


SOURCE: THE UNITED NATIONS (ACCESSED JANUARY 2019).

JAN 2019

LITERACY RATE BY GENDER AND REGION

PERCENTAGE OF EACH REGION'S POPULATION AGED 15 AND ABOVE WHO CAN READ AND WRITE, SPLIT BY GENDER



SOURCES: BASED ON DATA FROM UNESCO; UNICEF; THE WORLD BANK; THE CIA WORLD FACTBOOK; INDEXMUNDI; PEW RESEARCH CENTRE; PHRASEBASE; ETHNOLOGUE.
NOTE: REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME.

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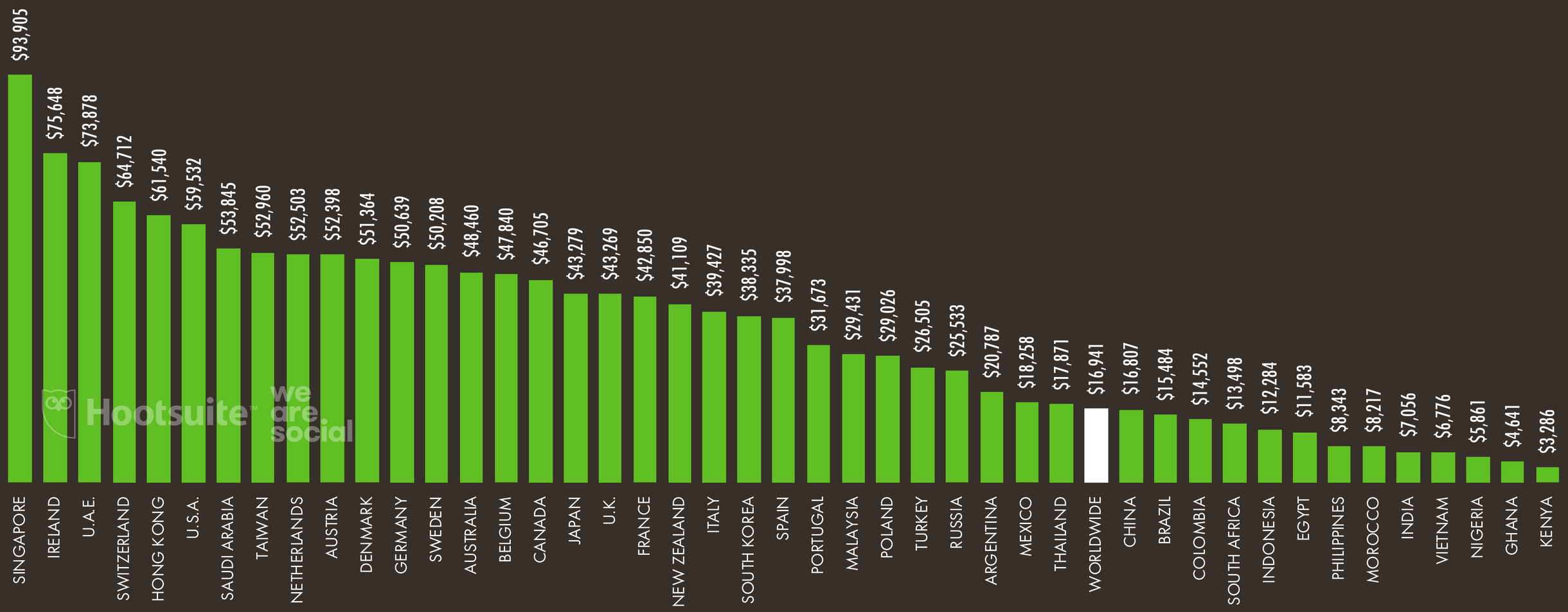
GDP PER CAPITA (PPP, INTERNATIONAL DOLLARS)

GDP PER CAPITA, REPORTED ON A PURCHASING POWER PARITY (PPP) BASIS IN CURRENT INTERNATIONAL DOLLARS*



SOURCES: WORLD BANK; IMF (BOTH ACCESSED JANUARY 2019). ***NOTE:** 'INTERNATIONAL DOLLARS' ARE NOTIONAL MEASURES THAT PROVIDE A CONSISTENT BASIS FOR COMPARISON. AN 'INTERNATIONAL DOLLAR' WOULD BUY A COMPARABLE AMOUNT OF GOODS AND SERVICES IN THE CITED COUNTRY THAT A U.S. DOLLAR WOULD BUY IN THE UNITED STATES.

GLOBAL INTERNET USE

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INTERNET USE: DEVICE PERSPECTIVE

BASED ON ACTIVE INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES

TOTAL NUMBER OF ACTIVE INTERNET USERS

4.388

BILLION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION

57%

TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS

3.986

BILLION

MOBILE INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION

52%

SOURCES: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. MOBILE SHARE DATA: A COMBINATION OF DATA FROM GLOBALWEBINDEX (Q2 & Q3 2018) AND EXTRAPOLATED DATA FROM THE SELF-SERVE ADVERTISING TOOLS OF VARIOUS SOCIAL NETWORKS (JANUARY 2019). DATA FROM GLOBALWEBINDEX REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

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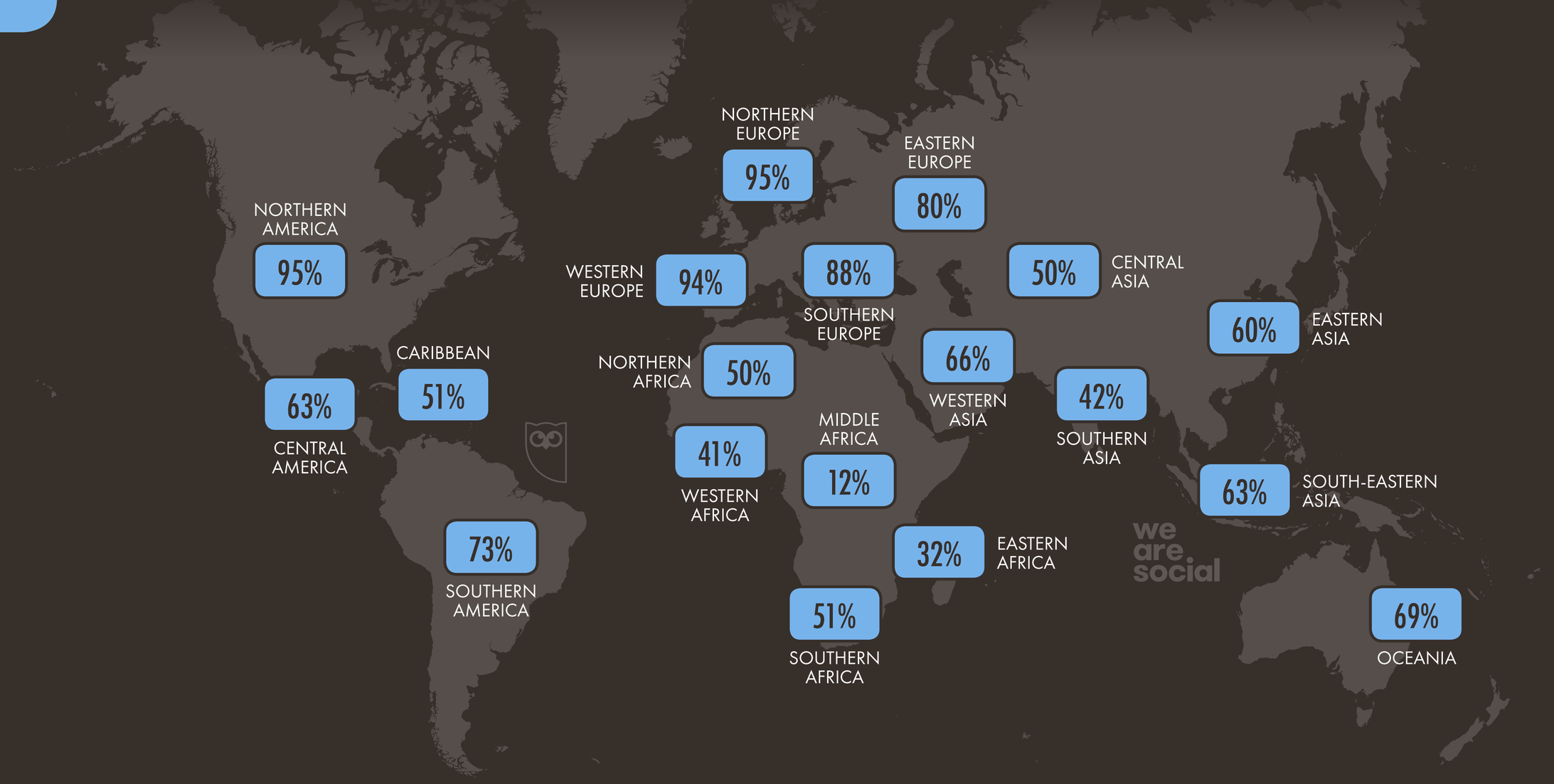
INTERNET PENETRATION BY REGION

INTERNET USE BY REGION, COMPARING THE NUMBER OF INTERNET USERS TO TOTAL POPULATION (REGARDLESS OF AGE)



SOURCES: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA; SOCIAL MEDIA PLATFORM USER NUMBERS. **NOTE:** PENETRATION FIGURES ARE BASED ON TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME.

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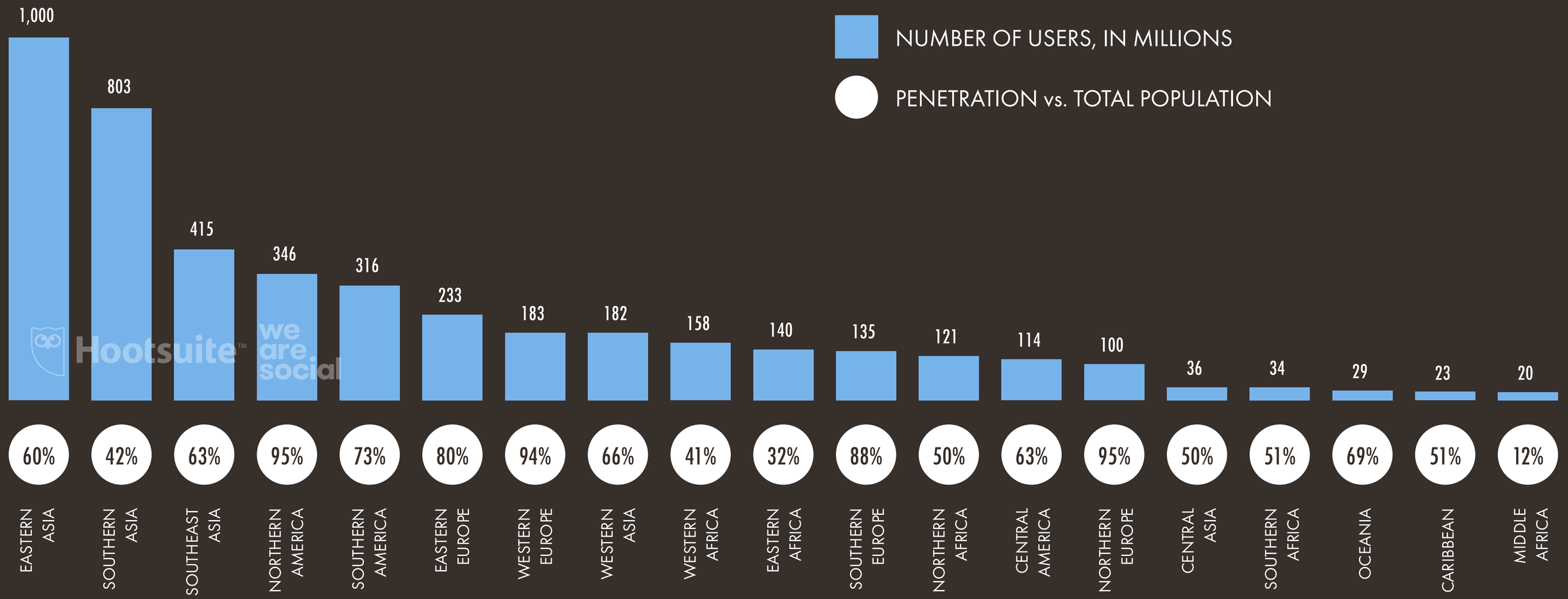
INTERNET USE: REGIONAL OVERVIEW

INTERNET USERS IN MILLIONS, AND INTERNET PENETRATION vs. TOTAL POPULATION, BY GLOBAL REGION



SOURCES: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA; SOCIAL MEDIA PLATFORM USER NUMBERS. **NOTE:** PENETRATION FIGURES ARE BASED ON TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME.

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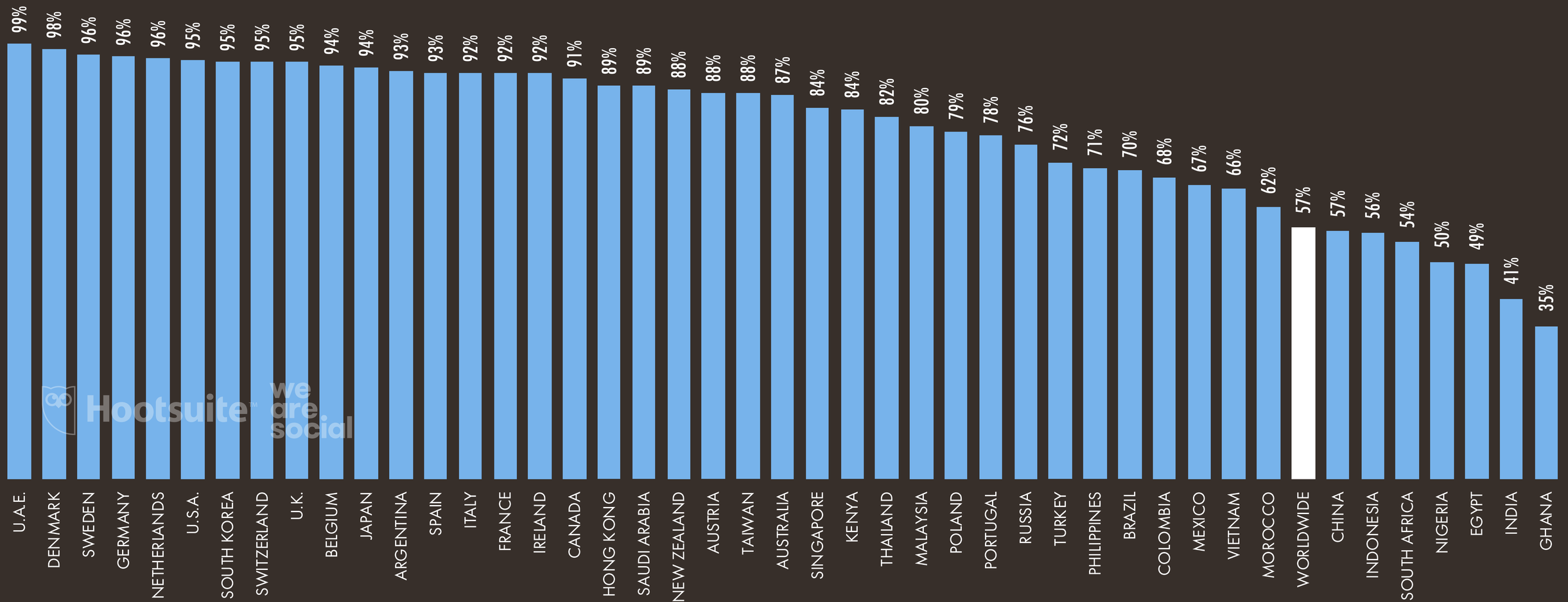
INTERNET PENETRATION IN 2019

PERCENTAGE OF THE TOTAL POPULATION THAT USES THE INTERNET



SOURCES: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. **NOTE:** PENETRATION FIGURES ARE BASED ON TOTAL POPULATION, REGARDLESS OF AGE.

JAN 2019

INTERNET PENETRATION RANKING

BASED ON INTERNET PENETRATION IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	HIGHEST PENETRATION	%	NO. OF USERS
01=	ANDORRA	99%	76,242
01=	ARUBA	99%	104,803
01=	BERMUDA	99%	60,342
01=	ICELAND	99%	335,781
01=	QATAR	99%	2,692,181
01=	U.A.E.	99%	9,515,733
07	NORWAY	99%	5,311,892
08	DENMARK	98%	5,649,494
09	KUWAIT	98%	4,138,590
10	LUXEMBOURG	98%	580,760

#	LOWEST PENETRATION	%	NO. OF USERS
216	NORTH KOREA	0.08%	20,000
215	ERITREA	1.4%	71,000
214	CHAD	5.0%	779,188
213	CENTRAL AFRICAN REP.	5.4%	256,432
212	BURUNDI	5.4%	617,116
211	DEM. REP. OF CONGO	6.2%	5,301,224
210	GUINEA-BISSAU	7.8%	150,000
209	SOMALIA	9.7%	1,500,000
208	MADAGASCAR	9.8%	2,608,390
207	NIGER	10%	2,325,421

SOURCES: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA; SOCIAL MEDIA PLATFORM USER NUMBERS. **NOTE:** PENETRATION FIGURES ARE BASED ON TOTAL POPULATION, REGARDLESS OF AGE.

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INTERNET GROWTH RANKINGS: RELATIVE GROWTH

BASED ON THE YEAR-ON-YEAR PERCENTAGE CHANGE IN INTERNET USERS IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	GREATEST RELATIVE GROWTH	▲%	▲ USERS
01	WESTERN SAHARA	+364%	+102,000
02	DJIBOUTI	+203%	+364,870
03	TANZANIA	+173%	+14,560,898
04	NIGER	+146%	+1,378,981
05	AFGHANISTAN	+142%	+5,694,586
06	CÔTE D'IVOIRE	+69%	+4,529,978
07	UKRAINE	+60%	+15,325,054
08	CAMBODIA	+56%	+4,500,000
09	RWANDA	+50%	+1,875,322
10	ZAMBIA	+40%	+2,056,489

#	GREATEST RELATIVE GROWTH	▲%	▲ USERS
11	MADAGASCAR	+37%	+708,390
12	TIMOR-LESTE	+37%	+150,000
13	BOLIVIA	+36%	+2,317,749
14	COMOROS	+31%	+40,000
15	IRAN	+29%	+16,241,877
16	CUBA	+27%	+1,270,796
17	ITALY	+27%	+11,490,731
18=	GUINEA-BISSAU	+25%	+30,000
18=	NORTH KOREA	+25%	+4,000
18=	SOMALIA	+25%	+300,000

SOURCES: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA; SOCIAL MEDIA PLATFORM USER NUMBERS. **NOTE:** GROWTH FIGURES BASED ON DATA IN WE ARE SOCIAL & HOOTSUITE'S 'DIGITAL 2018' REPORTS.

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INTERNET GROWTH RANKINGS: ABSOLUTE GROWTH

BASED ON THE YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER INTERNET USERS IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	LARGEST ABSOLUTE GROWTH	▲ USERS	▲%
01	INDIA	+97,885,011	+21%
02	CHINA	+50,666,155	+6.7%
03	U.S.A.	+25,379,895	+8.8%
04	INDONESIA	+17,300,000	+13%
05	IRAN	+16,241,877	+29%
06	UKRAINE	+15,325,054	+60%
07	TANZANIA	+14,560,898	+173%
08	ITALY	+11,490,731	+27%
09	BANGLADESH	+10,158,000	+12%
10	BRAZIL	+9,946,450	+7.2%

#	LARGEST ABSOLUTE GROWTH	▲ USERS	▲%
11	PHILIPPINES	+9,000,000	+13%
12	ARGENTINA	+6,801,754	+20%
13	AFGHANISTAN	+5,694,586	+142%
14	TURKEY	+5,027,251	+9.3%
15	CÔTE D'IVOIRE	+4,529,978	+69%
16	CAMBODIA	+4,500,000	+56%
17	GERMANY	+4,322,056	+5.8%
18	NIGERIA	+3,572,903	+3.8%
19	SPAIN	+3,541,726	+9.0%
20	ALGERIA	+3,484,731	+17%

SOURCES: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA; SOCIAL MEDIA PLATFORM USER NUMBERS. **NOTE:** GROWTH FIGURES BASED ON DATA IN WE ARE SOCIAL & HOOTSUITE'S 'DIGITAL 2018' REPORTS.

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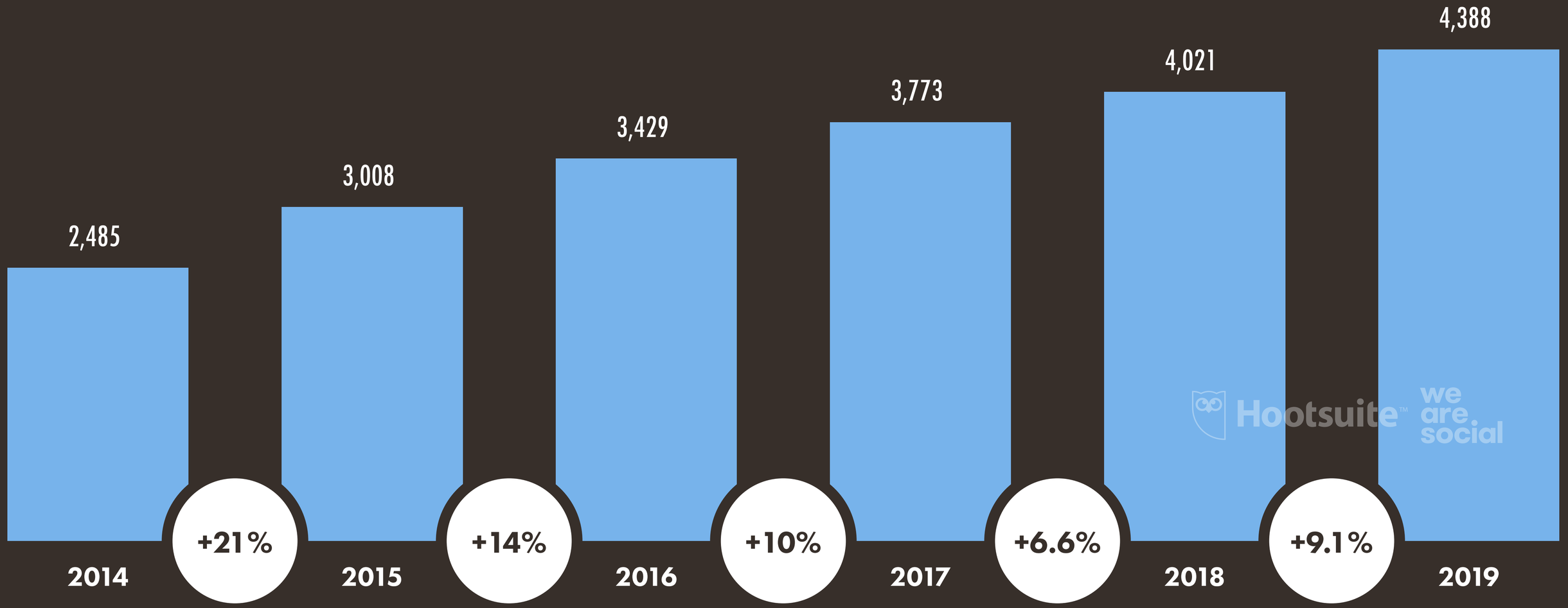
INTERNET USERS OVER TIME

NUMBER OF INTERNET USERS (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE



SOURCES: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA; INTERNETLIVESTATS; DATA PUBLISHED IN PREVIOUS 'GLOBAL DIGITAL' REPORTS.

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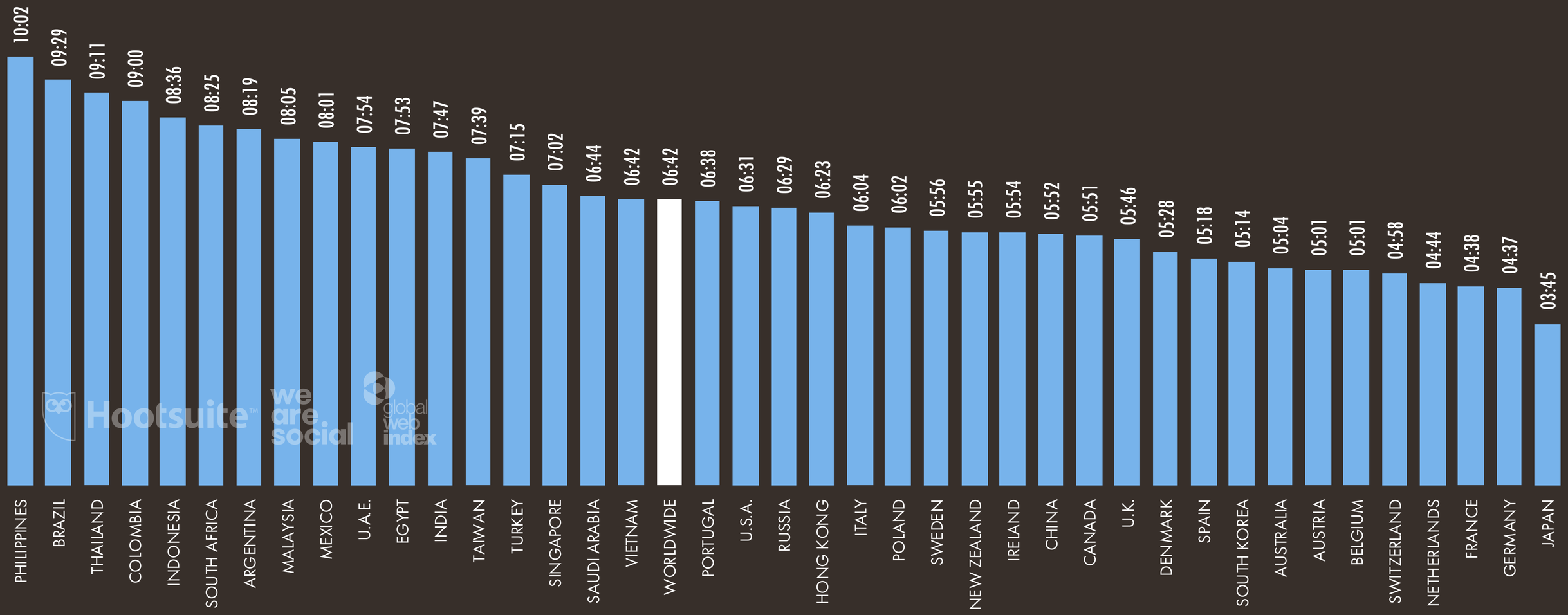
TIME PER DAY SPENT USING THE INTERNET

AVERAGE AMOUNT OF TIME PER DAY SPENT USING THE INTERNET VIA ANY DEVICE, IN HOURS AND MINUTES [SURVEY BASED]

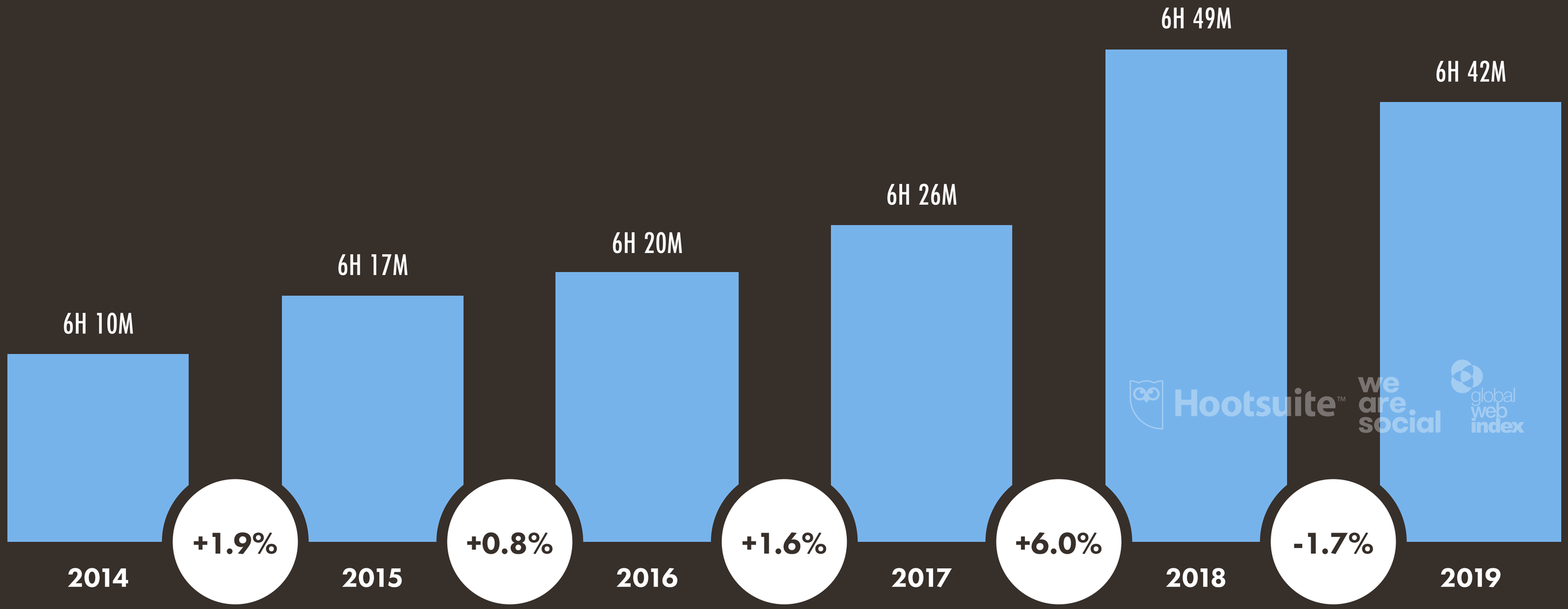


SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

JAN 2019

EVOLUTION OF DAILY TIME SPENT USING THE INTERNET

AVERAGE AMOUNT OF TIME PER DAY SPENT USING THE INTERNET VIA ANY DEVICE (IN HOURS AND MINUTES), WITH YEAR-ON-YEAR CHANGE

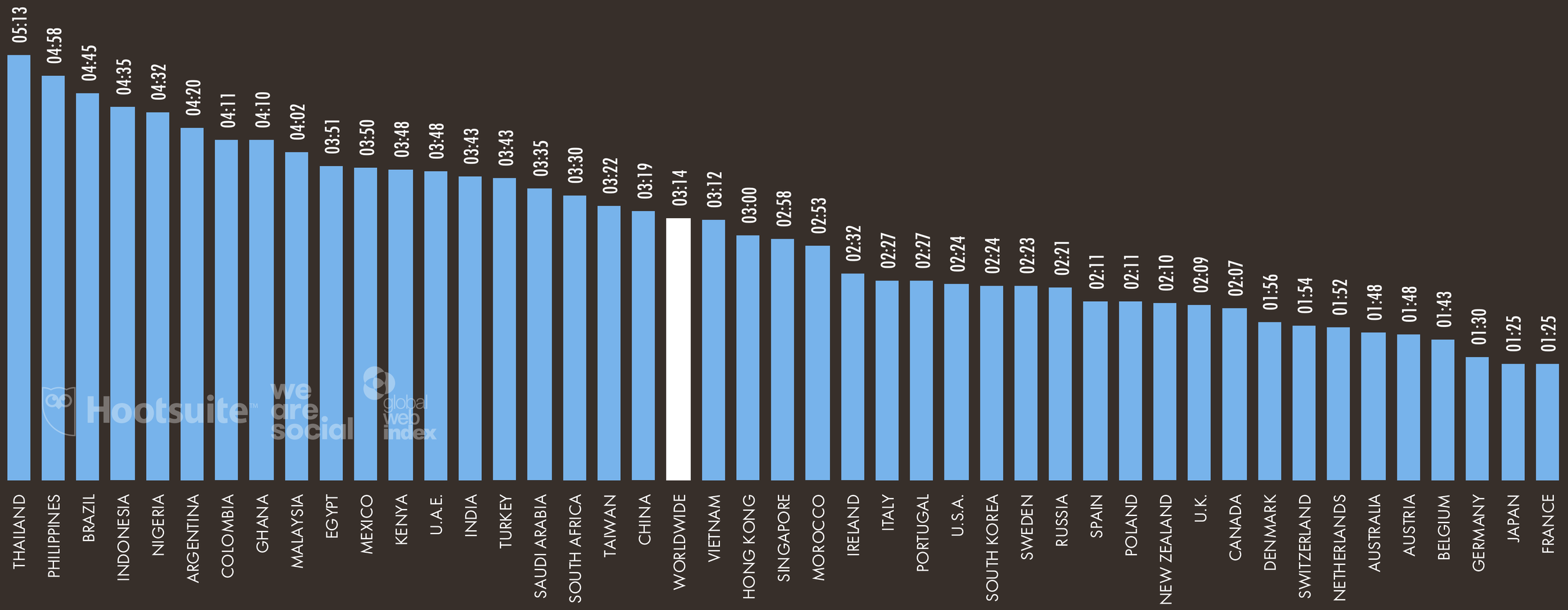


SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

JAN 2019

TIME PER DAY SPENT USING MOBILE INTERNET

AVERAGE AMOUNT OF TIME PER DAY SPENT USING MOBILE INTERNET [SURVEY BASED]

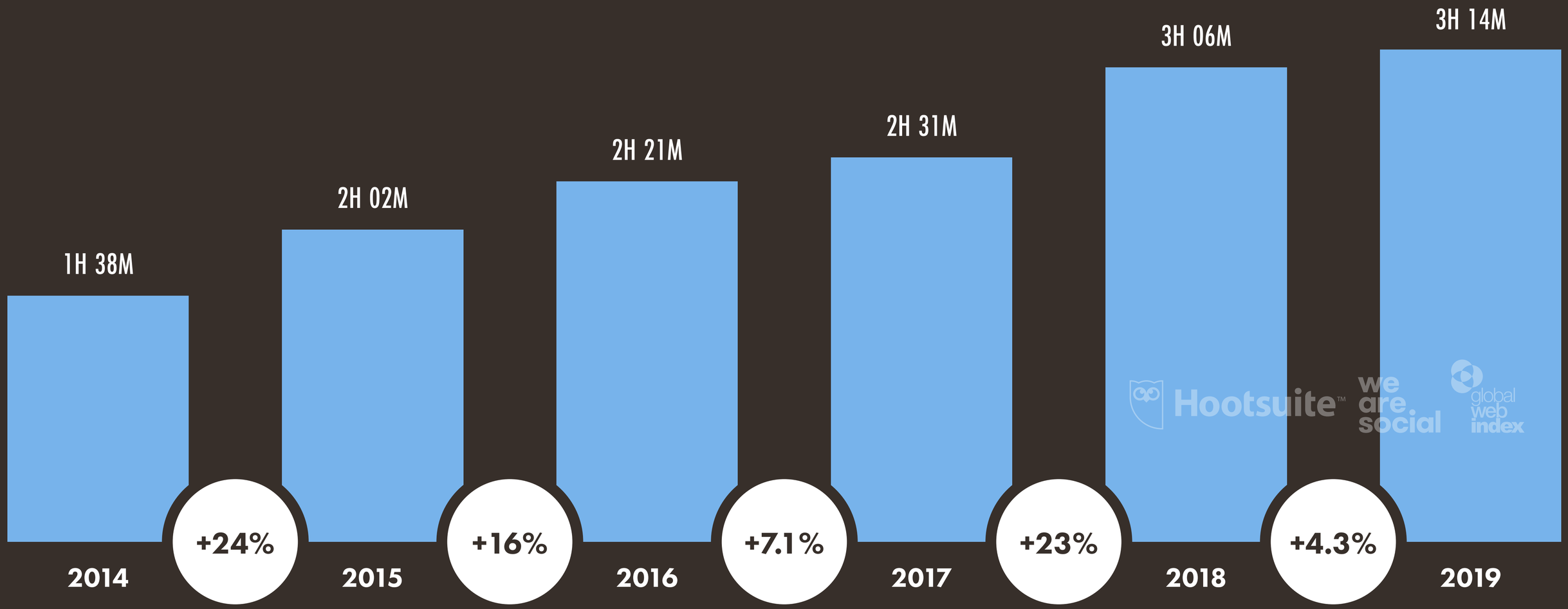


SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

JAN 2019

DAILY TIME USING THE INTERNET: MOBILE PHONES

AVERAGE AMOUNT OF TIME PER DAY SPENT USING THE INTERNET VIA MOBILE PHONES (IN HOURS AND MINUTES), WITH YEAR-ON-YEAR CHANGE



SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

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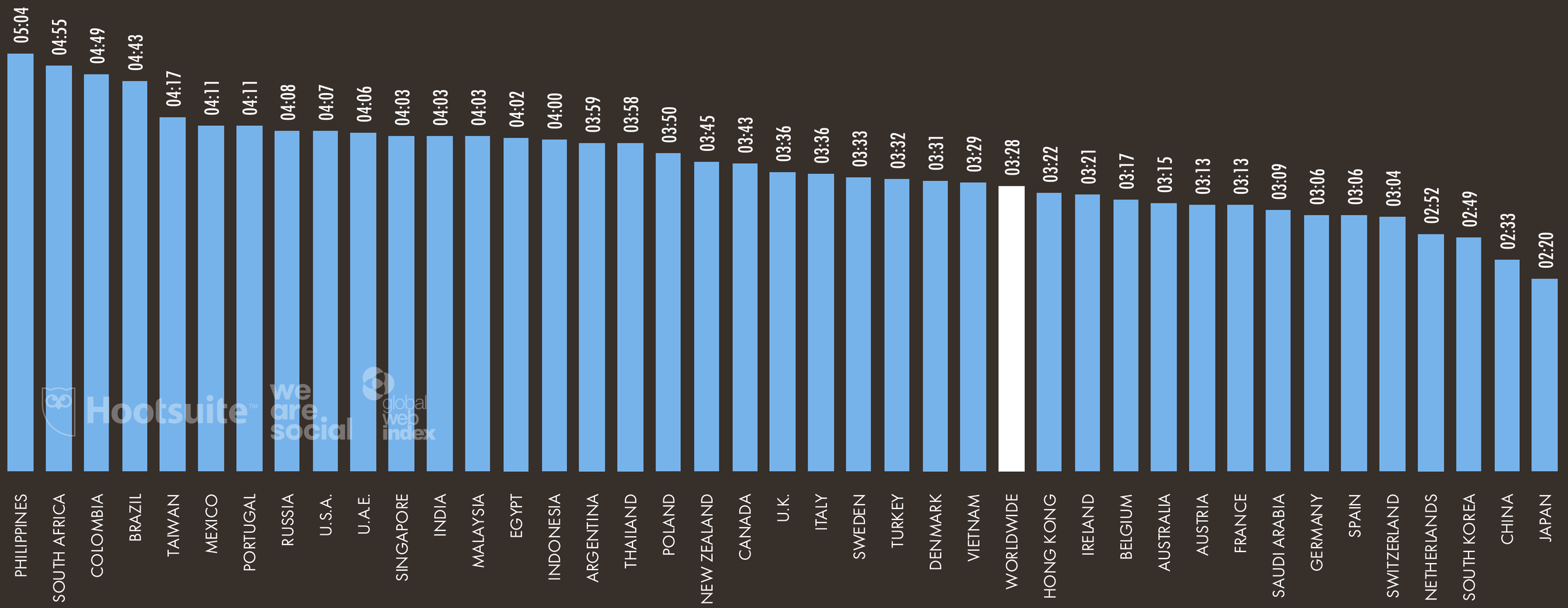
DAILY TIME SPENT USING THE INTERNET ON COMPUTERS

AVERAGE AMOUNT OF TIME PER DAY SPENT USING THE INTERNET ON LAPTOPS, DESKTOPS, AND / OR TABLET COMPUTERS [SURVEY BASED]

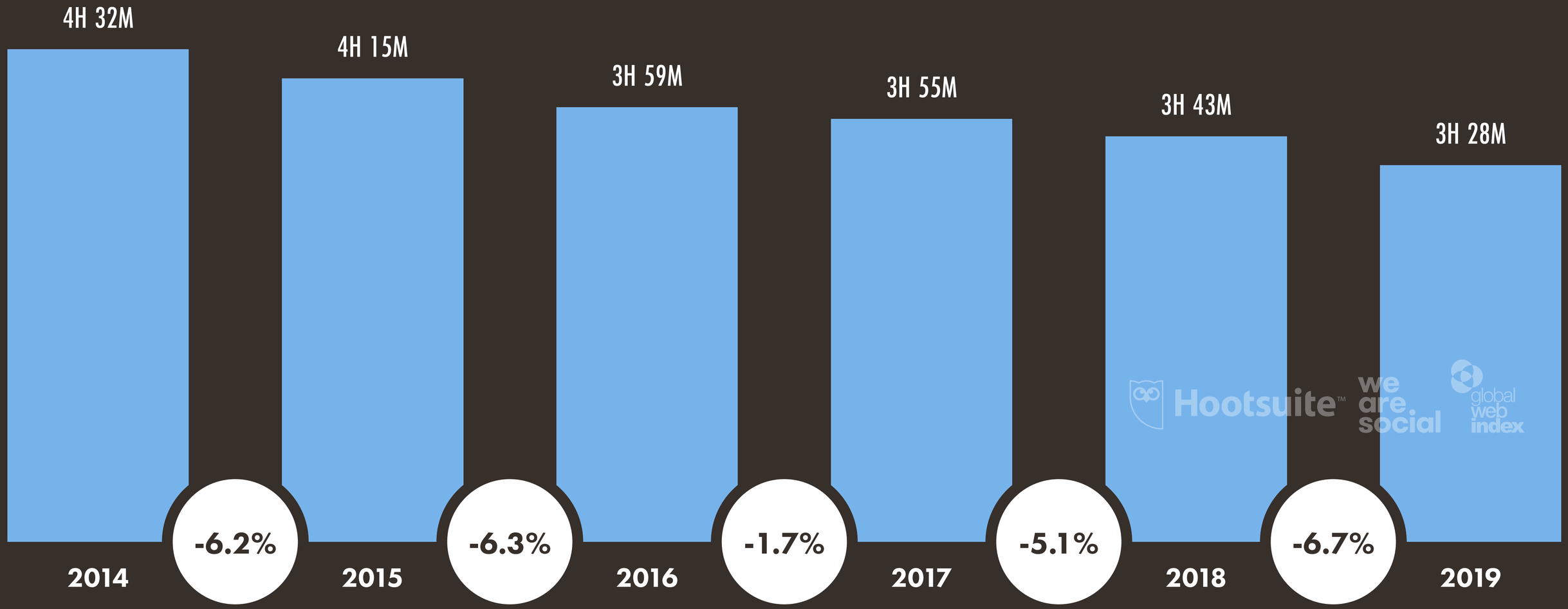


SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

JAN 2019

DAILY TIME USING THE INTERNET: COMPUTERS & TABLETS

AVERAGE AMOUNT OF TIME PER DAY SPENT USING THE INTERNET ON PCS AND TABLETS (IN HOURS AND MINUTES), WITH YEAR-ON-YEAR CHANGE



SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

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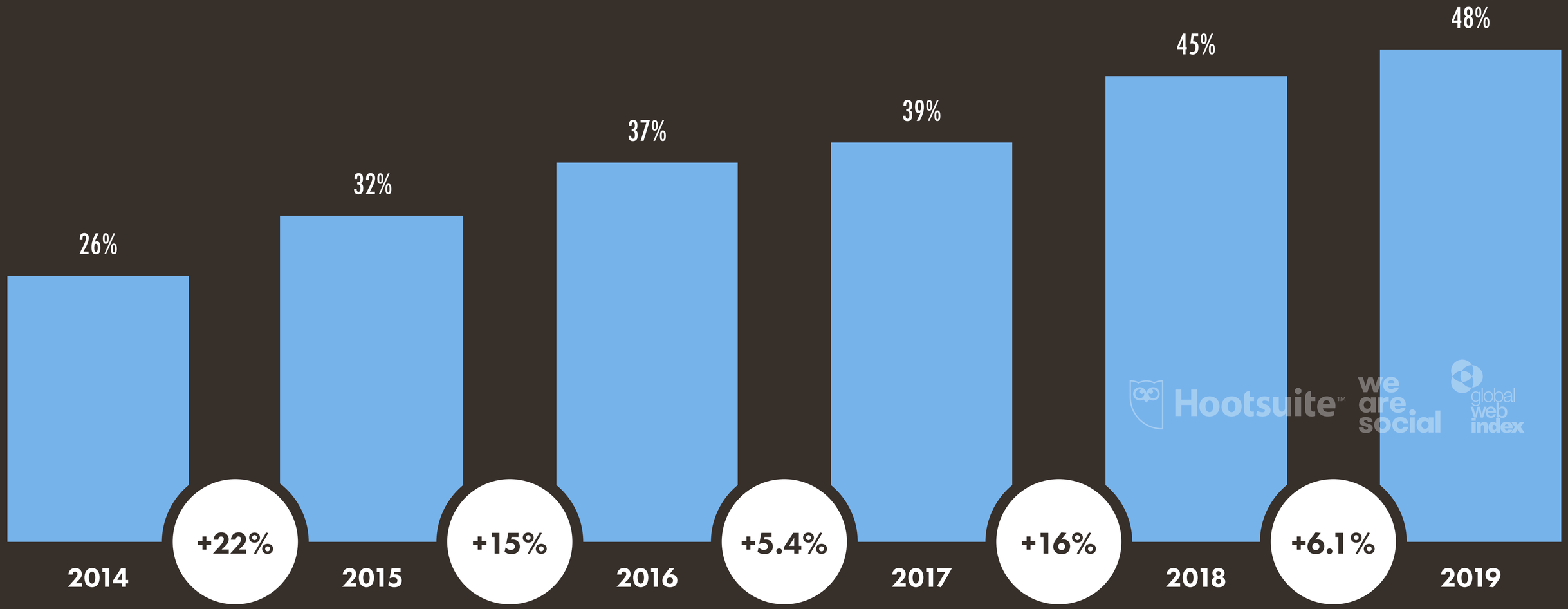
MOBILE'S SHARE OF TOTAL INTERNET TIME

TIME SPENT USING THE INTERNET VIA MOBILE DEVICES AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME, WITH YEAR-ON-YEAR CHANGE



SOURCE: EXTRAPOLATED FROM GLOBALWEBINDEX DATA; KEPIOS ANALYSIS. BASED ON THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

JAN 2019

INTERNET CONNECTION SPEEDS

AVERAGE DOWNLOAD SPEEDS FOR MOBILE AND FIXED INTERNET CONNECTIONS, WITH YEAR-ON-YEAR COMPARISON

AVERAGE SPEED OF MOBILE INTERNET CONNECTIONS

25.08
MBPS

YEAR-ON-YEAR CHANGE IN AVERAGE SPEED OF MOBILE INTERNET CONNECTIONS

+18%

AVERAGE SPEED OF FIXED INTERNET CONNECTIONS

54.33
MBPS

YEAR-ON-YEAR CHANGE IN AVERAGE SPEED OF FIXED INTERNET CONNECTIONS

+33%

SOURCE: OOKLA SPEEDTEST (DECEMBER 2018 AND DECEMBER 2017).

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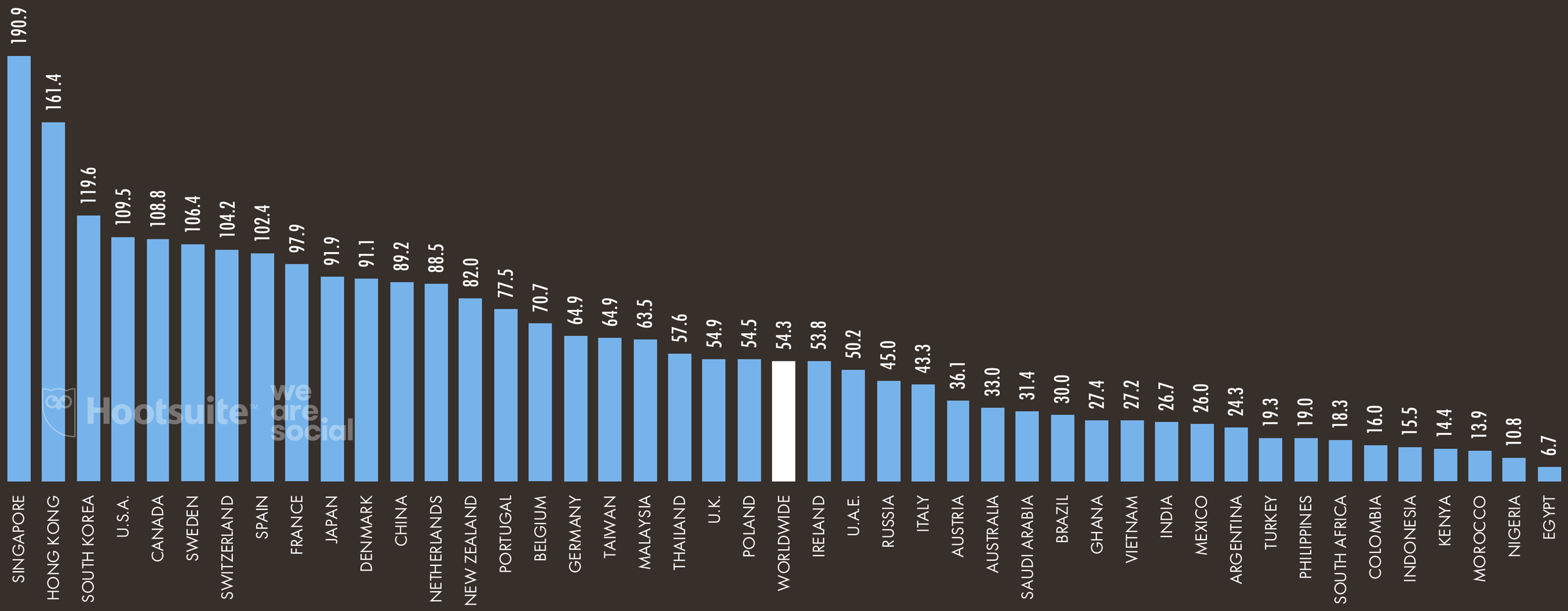
AVERAGE FIXED INTERNET CONNECTION SPEEDS

BASED ON THE AVERAGE DOWNLOAD SPEED OF FIXED INTERNET CONNECTIONS, IN MBPS



SOURCE: OOKLA (DECEMBER 2018).

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FIXED INTERNET CONNECTION SPEED RANKINGS

BASED ON THE AVERAGE DOWNLOAD SPEED OF FIXED INTERNET CONNECTIONS, IN MBPS

FASTEST FIXED INTERNET CONNECTION SPEEDS*

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
01	SINGAPORE	190.94	+18%
02	HONG KONG	161.39	+14%
03	ICELAND	156.16	+7.2%
04	ROMANIA	124.54	+26%
05	SOUTH KOREA	119.61	-9.7%
06	U.S.A.	109.48	+42%
07	CANADA	108.75	+56%
08	HUNGARY	108.42	+20%
09	SWEDEN	106.39	+22%
10	SWITZERLAND	104.17	+32%

SLOWEST FIXED INTERNET CONNECTION SPEEDS*

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
120	VENEZUELA	3.69	+1.1%
119	ALGERIA	3.75	+7.8%
118	EGYPT	6.74	+25%
117	LIBYA	6.83	+77%
116	LEBANON	7.18	+45%
115	NICARAGUA	7.36	+21%
114	TUNISIA	7.96	+19%
113	PAKISTAN	8.04	+31%
112	SYRIA	8.07	+17%
111	HONDURAS	8.33	+36%

SOURCE: OOKLA (DECEMBER 2018). ***NOTES:** DATA ARE NOT AVAILABLE FOR ALL COUNTRIES AND TERRITORIES, SO THESE RANKINGS ARE BASED SOLELY ON THOSE COUNTRIES AND TERRITORIES FOR WHICH DATA ARE AVAILABLE. FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS. YEAR-ON-YEAR CHANGE DATA VERSUS DECEMBER 2017.

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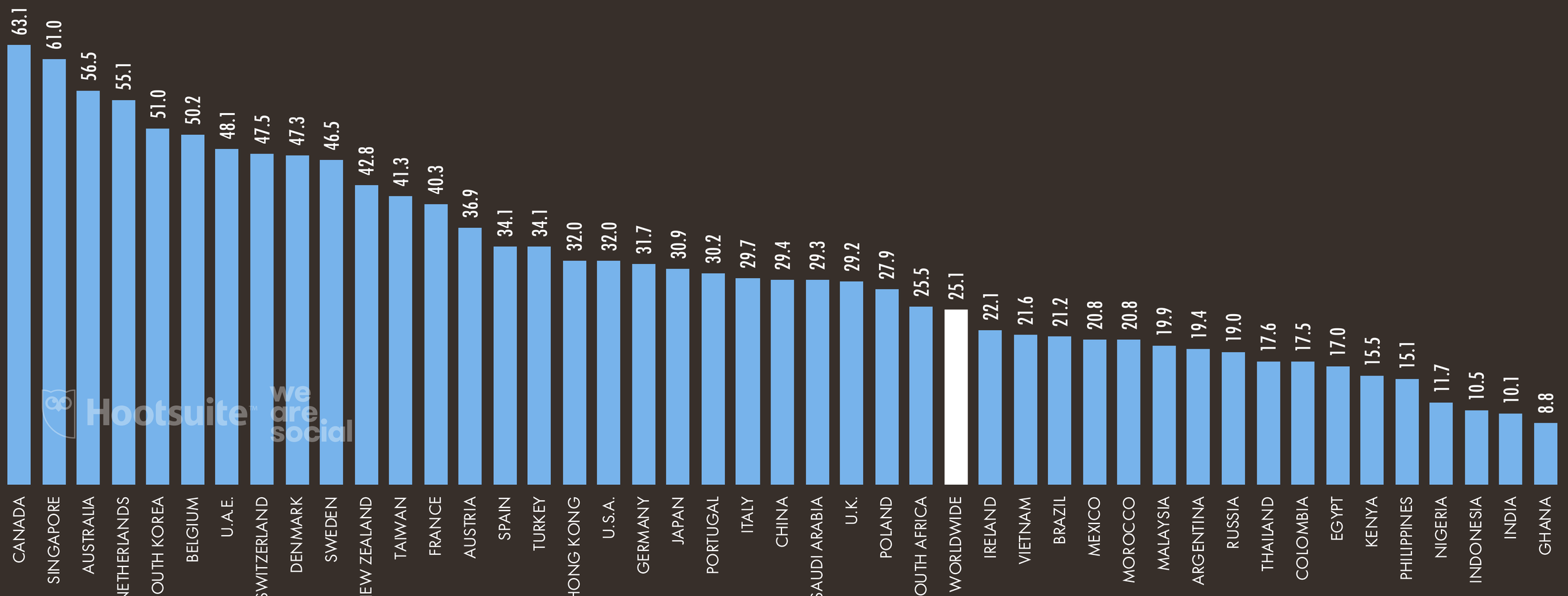
AVERAGE MOBILE INTERNET CONNECTION SPEEDS

BASED ON THE AVERAGE DOWNLOAD SPEED OF MOBILE INTERNET CONNECTIONS, IN MBPS



SOURCE: OOKLA (DECEMBER 2018).

JAN 2019

MOBILE INTERNET CONNECTION SPEED RANKINGS

BASED ON THE AVERAGE DOWNLOAD SPEED OF MOBILE INTERNET CONNECTIONS, IN MBPS

FASTEST MOBILE INTERNET CONNECTION SPEEDS*

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
01	ICELAND	72.77	+45%
02	NORWAY	65.88	+7.6%
03	CANADA	63.06	+38%
04	SINGAPORE	60.95	+13%
05	QATAR	59.57	+36%
06	AUSTRALIA	56.50	+16%
07	NETHERLANDS	55.10	+1.7%
08	MALTA	52.37	-3.7%
09	SOUTH KOREA	50.98	+19%
10	BELGIUM	50.21	+13%

SLOWEST MOBILE INTERNET CONNECTION SPEEDS*

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
124	TAJIKISTAN	5.12	-8.2%
123	AFGHANISTAN	5.63	-16%
122	ALGERIA	5.85	-21%
121	IRAQ	6.49	+55%
120	VENEZUELA	6.62	-16%
119	PALESTINE	6.77	[N/A]
118	BOSNIA & HERZEGOVINA	7.54	+4.3%
117	GHANA	8.75	-5.2%
116	NEPAL	8.99	-15%
115	EL SALVADOR	9.02	-5.1%

SOURCE: OOKLA (DECEMBER 2018). ***NOTES:** DATA ARE NOT AVAILABLE FOR ALL COUNTRIES AND TERRITORIES, SO THESE RANKINGS ARE BASED SOLELY ON THOSE COUNTRIES AND TERRITORIES FOR WHICH DATA ARE AVAILABLE. FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS. YEAR-ON-YEAR CHANGE DATA VERSUS DECEMBER 2017.

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WORLD'S MOST VISITED WEBSITES (SIMILARWEB)

SIMILARWEB'S RANKING OF THE WORLD'S MOST VISITED WEBSITES, BASED ON TOTAL GLOBAL WEBSITE TRAFFIC

#	WEBSITE	CATEGORY	TIME PER VISIT
01	GOOGLE.COM	SEARCH	09M 12S
02	YOUTUBE.COM	VIDEO	21M 36S
03	FACEBOOK.COM	SOCIAL	11M 44S
04	BAIDU.COM	SEARCH	06M 53S
05	WIKIPEDIA.ORG	REFERENCE	03M 45S
06	YAHOO.COM	PORTAL	06M 26S
07	TWITTER.COM	SOCIAL	09M 14S
08	PORNHUB.COM	ADULT	10M 16S
09	YANDEX.RU	SEARCH	10M 43S
10	INSTAGRAM.COM	SOCIAL	06M 25S

#	WEBSITE	CATEGORY	TIME PER VISIT
11	AMAZON.COM	SHOPPING	06M 18S
12	XVIDEOS.COM	ADULT	12M 34S
13	XNXX.COM	ADULT	14M 39S
14	AMPPROJECT.ORG	NEWS	03M 53S
15	LIVE.COM	EMAIL	07M 15S
16	VK.COM	SOCIAL	16M 50S
17	NETFLIX.COM	VIDEO	09M 14S
18	QQ.COM	PORTAL	04M 00S
19	MAIL.RU	PORTAL	07M 38S
20	REDDIT.COM	SOCIAL	09M 13S

SOURCE: SIMILARWEB (DECEMBER 2018). **NOTE:** 'TIME PER VISIT' FIGURES REPRESENT THE AVERAGE DURATION OF USERS' VISITS, MEASURED IN MINUTES AND SECONDS.
ADVISORY: SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

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WORLD'S MOST VISITED WEBSITES (ALEXA)

ALEXA'S RANKING OF THE WORLD'S MOST VISITED WEBSITES, BASED ON THE NUMBER OF VISITORS AND TOTAL PAGE VIEWS

#	WEBSITE	TIME / DAY	PAGES / VISIT
01	GOOGLE.COM	07M 42S	9.54
02	YOUTUBE.COM	08M 47S	5.02
03	FACEBOOK.COM	09M 43S	4.03
04	BAIDU.COM	07M 21S	5.60
05	WIKIPEDIA.ORG	04M 15S	3.15
06	QQ.COM	04M 00S	3.81
07	TAOBAO.COM	07M 55S	4.07
08	TMALL.COM	07M 27S	2.92
09	AMAZON.COM	08M 09S	8.26
10	YAHOO.COM	04M 01S	3.60

#	WEBSITE	TIME / DAY	PAGES / VISIT
11	TWITTER.COM	06M 23S	3.21
12	SOHU.COM	04M 03S	4.09
13	JD.COM	04M 57S	5.44
14	LIVE.COM	03M 53S	3.76
15	REDDIT.COM	11M 40S	7.54
16	VK.COM	10M 04S	4.69
17	INSTAGRAM.COM	05M 47S	3.86
18	WEIBO.COM	05M 35S	4.31
19	SINA.COM.CN	03M 09S	3.20
20	YANDEX.RU	06M 35S	3.38

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SOURCE: ALEXA.COM (JANUARY 2019). **NOTES:** 'ALEXA' IS THE NAME OF AMAZON'S INSIGHTS ARM, BUT DATA SHOWN HERE ARE NOT RESTRICTED TO ACTIVITIES ON 'ALEXA' VOICE-POWERED PLATFORMS. 'TIME / DAY' FIGURES REPRESENT ALEXA'S ESTIMATES OF THE AVERAGE DAILY AMOUNT OF TIME THAT VISITORS SPEND ON THE SITE ON DAYS THEY VISIT THE SITE, MEASURED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

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JAN 2019

MOST COMMON LANGUAGES FOR WEB CONTENT

BASED ON THE CONTENT OF THE WORLD'S TOP 10 MILLION WEBSITES*

#	LANGUAGE	% WEBSITES	▲ Y-O-Y
01	ENGLISH	54.0%	5%
02	RUSSIAN	6.1%	-12%
03	GERMAN	6.0%	7%
04	SPANISH	4.9%	-4%
05	FRENCH	4.0%	-2%
06	JAPANESE	3.4%	-38%
07	PORTUGUESE	2.9%	12%
08	ITALIAN	2.3%	-4%
09	PERSIAN	2.0%	18%
10	POLISH	1.7%	0%

#	LANGUAGE	% WEBSITES	▲ Y-O-Y
11	CHINESE	1.7%	-19%
12	DUTCH, FLEMISH	1.2%	-8%
13	TURKISH	1.2%	-14%
14	CZECH	1.0%	11%
15	KOREAN	0.9%	-10%
16	VIETNAMESE	0.7%	17%
17	ARABIC	0.6%	-14%
18	GREEK	0.5%	0%
19	SWEDISH	0.5%	0%
20	HUNGARIAN	0.5%	0%

SOURCE: W3TECHS ESTIMATES (ACCESSED JANUARY 2019). ***NOTES:** TOP WEBSITES BASED ON TRAFFIC RANKING DATA FROM ALEXA.COM. LANGUAGE NAMES AS PER W3TECHS'S DEFINITIONS.

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TOP GOOGLE SEARCH QUERIES IN 2018

BASED ON SEARCHES THROUGHOUT 2018

#	SEARCH QUERY	INDEX	▲ Y-O-Y
01	FACEBOOK	100	-34%
02	YOUTUBE	77	-21%
03	GOOGLE	69	-13%
04	VIDEO	57	+30%
05	YOU	43	-2%
06	WEATHER	37	+1%
07	NEWS	28	[UNCHANGED]
08	MP3	23	-15%
09	AMAZON	23	-2%
10	GMAIL	20	-25%

#	SEARCH QUERY	INDEX	▲ Y-O-Y
11	HOTMAIL	20	-34%
12	TRANSLATE	18	+5%
13	INSTAGRAM	18	+17%
14	YAHOO	14	-30%
15	FB	14	-34%
16	DR	11	+1%
17	TIEMPO	11	+34%
18	METEO	11	+31%
19	AS	10	+1%
20	WHATSAPP	10	+5%

SOURCE: GOOGLE TRENDS (ACCESSED JANUARY 2019); KEPIOS ANALYSIS. **NOTES:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE 'INDEX' COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY). YEAR-ON-YEAR CHANGE FIGURES COMPARE AVERAGE INDEX VALUES FOR EACH QUERY IN Q4 2018 TO Q4 2017.

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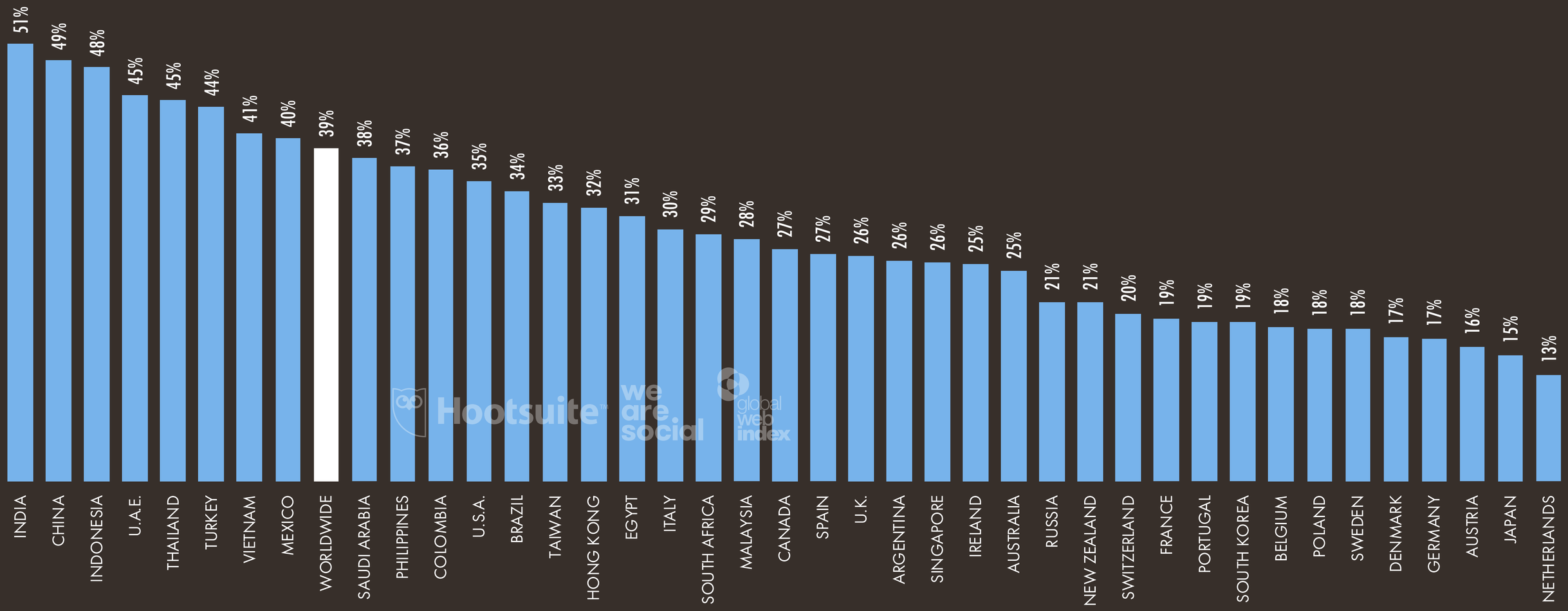
JAN 2019

USE OF VOICE SEARCH & VOICE COMMANDS

PERCENTAGE OF INTERNET USERS IN TOP ECONOMIES WHO REPORT USING VOICE-CONTROLLED FUNCTIONALITY (ANY DEVICE)



SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

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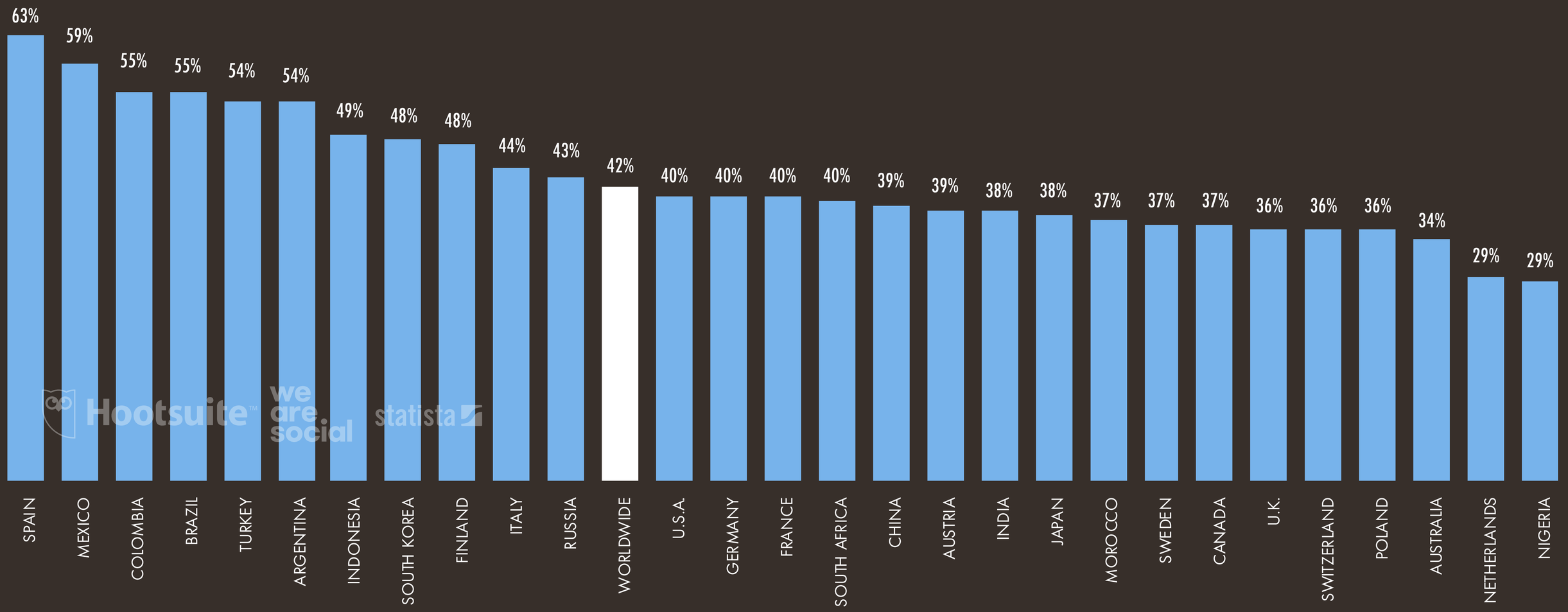
JAN 2019

DATA PRIVACY CONCERNS

PERCENTAGE OF INTERNET USERS WHO BELIEVE THAT THEIR DATA IS BEING MISUSED ONLINE [SURVEY BASED]

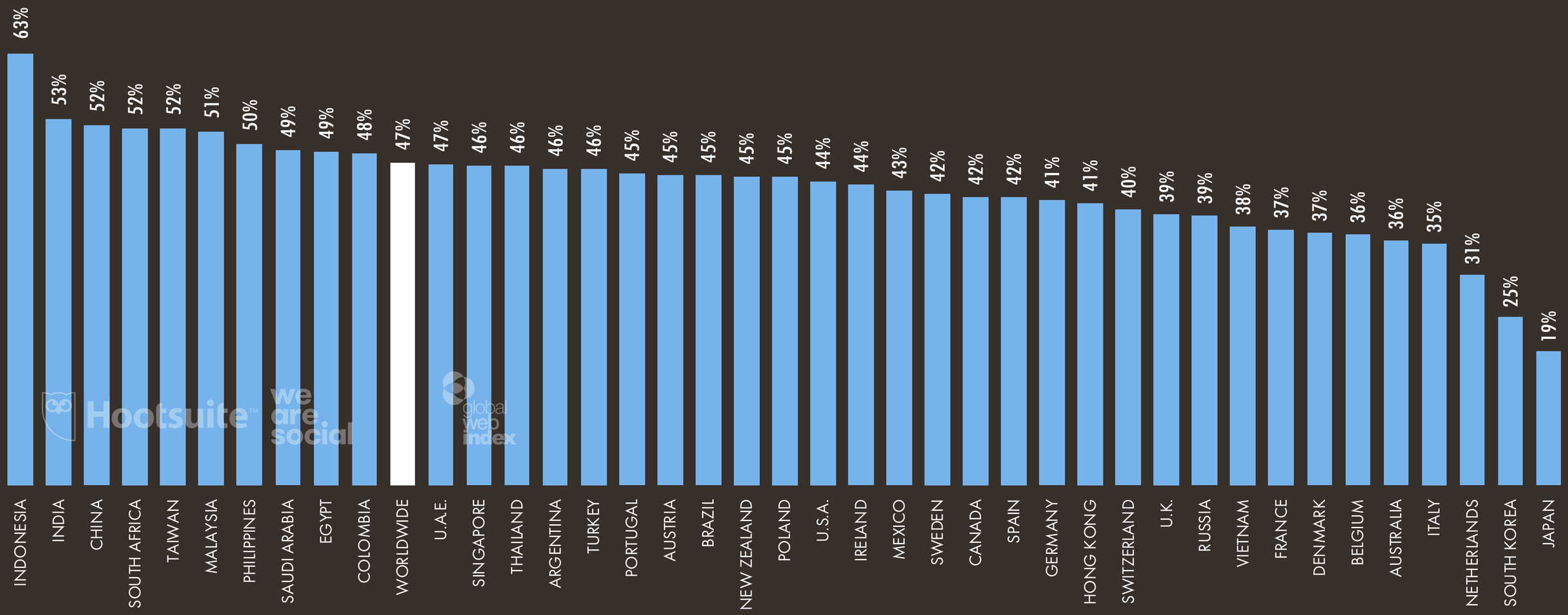


SOURCE: STATISTA GLOBAL CONSUMER SURVEY 2018. ***NOTE:** FIGURE FOR 'WORLDWIDE' REPRESENTS AN AVERAGE OF FEATURED COUNTRIES THAT HAS BEEN WEIGHTED BY INTERNET PENETRATION IN EACH INDIVIDUAL COUNTRY.

JAN 2019

USE OF AD BLOCKERS

PERCENTAGE OF INTERNET USERS WHO USE AN AD-BLOCKING TOOL TO PREVENT THE DISPLAY OF ADVERTISING CONTENT



SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

JAN 2019

CONTENT STREAMING ACTIVITIES

PERCENTAGE OF INTERNET USERS WHO STREAM EACH KIND OF CONTENT EACH MONTH [SURVEY BASED]

WATCH VIDEOS ONLINE

92%

STREAM TV CONTENT VIA THE INTERNET

58%

PLAY GAMES STREAMED LIVE VIA THE INTERNET

30%

WATCH LIVE STREAMS OF OTHERS PLAYING GAMES

23%

WATCH E-SPORTS TOURNAMENTS

16%

SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

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WE ARE SOCIAL'S PERSPECTIVE: THE INTERNET IN 2019

Live content formats and new platforms are key elements of a changing landscape, with a growing desire to take a break from the internet set to shake up the battle for online attention.

THE LONG AND SHORT OF IT

Short content formats have dominated the internet and social platforms in particular. Now more platforms are taking on traditional media and getting into the long form game, both live and pre-recorded. Brands should start by understanding the role of live, long and short form content for their communities.

NEW PLATFORMS

As the dominant platforms experience some changes to their demographic reach, new platforms such as Twitch and TikTok are growing. Meanwhile, WeChat remains central to urban life in China, however platforms such as Kuaishou and Douban are showing impressive growth.

DIGITAL DETOXING

Whilst time spent on social has still increased overall, awareness of the negative mental health impacts of social media has seen the rise of 'digital detoxing'. Some users are shifting from being 'always on' their devices to more conscious, 'intentional' usage, helped by features that allow users to monitor usage. Brands will increasingly need to go beyond platform tactics, harnessing culture to ensure relevance.

Download our Think Forward report and dive into these trends and more.

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HOOTSUITE'S PERSPECTIVE: INTERNET THEMES

Consumers are spending more time online. But in 2018, we saw consumers worry about the impact of these activities on their digital well-being.

PASSIVE CONTENT CONSUMPTION

In early 2018, Facebook rolled out algorithm updates. These updates limited viral videos and 'other public content' as they worried this passive media consumption would damage people's well-being and impact long-term user retention.

RETREAT TO PRIVATE SPACES

To escape noisy news feeds, consumers have flocked to private digital spaces like Stories, Facebook Groups, and messaging apps. As brands (and ads) follow them, brands risk being ignored if they fail to deliver personalized content that connects on a human level.

RENEWING CUSTOMER COMMUNITIES

Facebook's shift towards content that creates meaningful connections rather than passive consumption is a loud warning to brands. We need to work harder to create content that's important, interesting, and timely to build deeper customer relationships, rather than filling endless content calendars.

Click here to watch advanced videos from Hootsuite's Future of Social series including sessions by Simon Kemp and Hootsuite CMO Penny Wilson.

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GLOBAL SOCIAL MEDIA USE

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JAN 2019

SOCIAL MEDIA OVERVIEW

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE SOCIAL MEDIA PLATFORMS IN EACH COUNTRY / TERRITORY

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS

3.484
BILLION

ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF TOTAL POPULATION

45%

TOTAL NUMBER OF ACTIVE SOCIAL USERS ACCESSING VIA MOBILE DEVICES

3.256
BILLION

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

42%

SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KEPIOS ANALYSIS.

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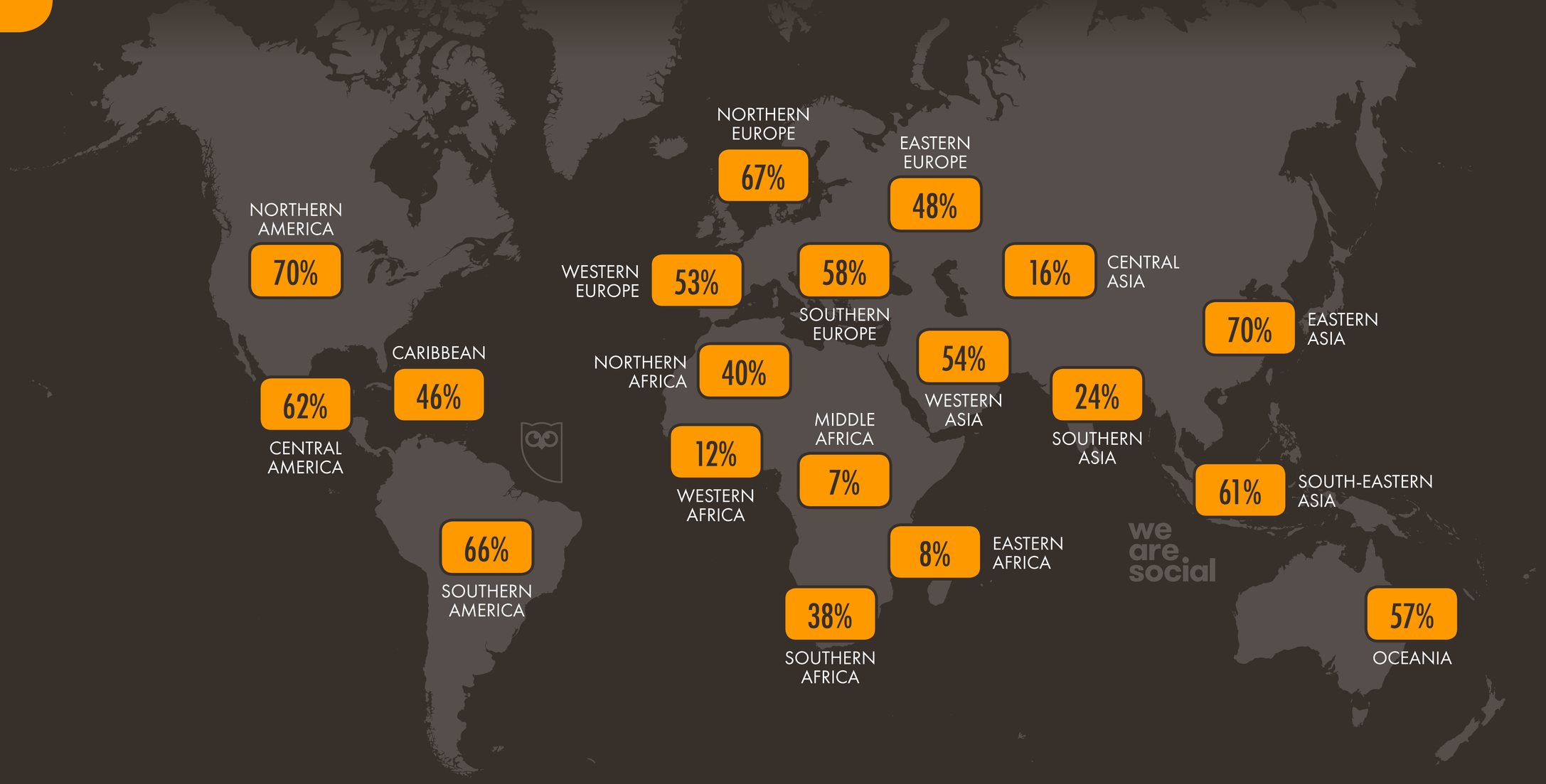
SOCIAL MEDIA PENETRATION BY REGION

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE PLATFORMS IN EACH COUNTRY / TERRITORY, COMPARED TO TOTAL POPULATION



SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE BASED ON TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME.

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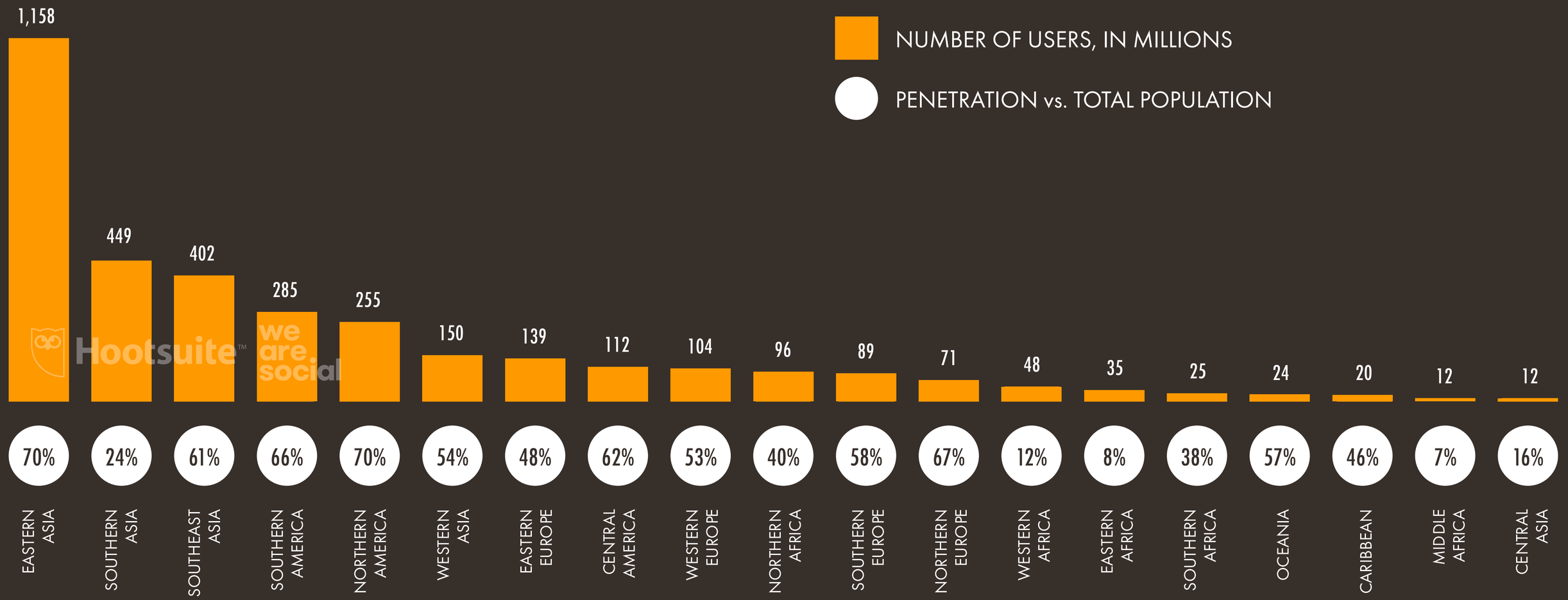
JAN 2019

SOCIAL MEDIA USE: REGIONAL OVERVIEW

MONTHLY ACTIVE SOCIAL MEDIA USERS (IN MILLIONS), AND SOCIAL MEDIA PENETRATION, BY REGION



SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE BASED ON TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME.

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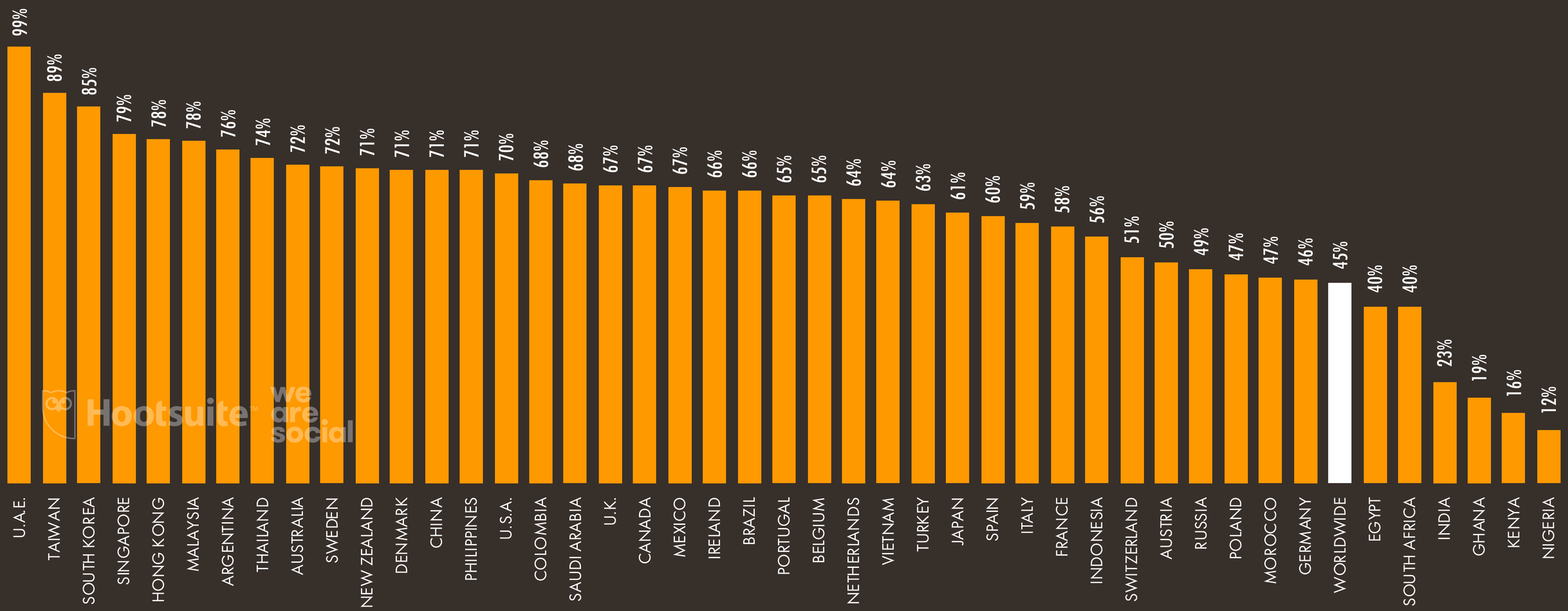
JAN 2019

SOCIAL MEDIA PENETRATION IN 2019

BASED ON ACTIVE USERS OF THE TOP SOCIAL NETWORKS IN EACH COUNTRY / TERRITORY, COMPARED TO TOTAL POPULATION



SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE BASED ON TOTAL POPULATION, REGARDLESS OF AGE.

JAN 2019

SOCIAL MEDIA PENETRATION RANKING

BASED ON SOCIAL MEDIA PENETRATION IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	HIGHEST PENETRATION	%	NO. OF USERS
01=	QATAR	99%	2,692,181
01=	U.A.E.	99%	9,515,733
03	BRUNEI	94%	410,000
04	KUWAIT	92%	3,900,000
05	CAYMAN IS.	89%	56,000
06	TAIWAN	89%	21,000,000
07	MALTA	88%	380,000
08	SOUTH KOREA	85%	43,662,000
09	CYPRUS	84%	1,000,000
10	MALDIVES	83%	370,000

#	LOWEST PENETRATION	%	NO. OF USERS
216	NORTH KOREA	0.06%	16,000
215	TURKMENISTAN	0.7%	42,000
214	CHAD	0.8%	130,000
213	ERITREA	1.1%	56,000
212	SOUTH SUDAN	1.8%	230,000
211	NIGER	2.1%	480,000
210	CENTRAL AFRICAN REP.	2.3%	110,000
209	MALAWI	2.8%	540,000
208	DEM. REP. OF CONGO	3.2%	2,700,000
207	BURUNDI	4.1%	470,000

SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE BASED ON TOTAL POPULATION, REGARDLESS OF AGE.

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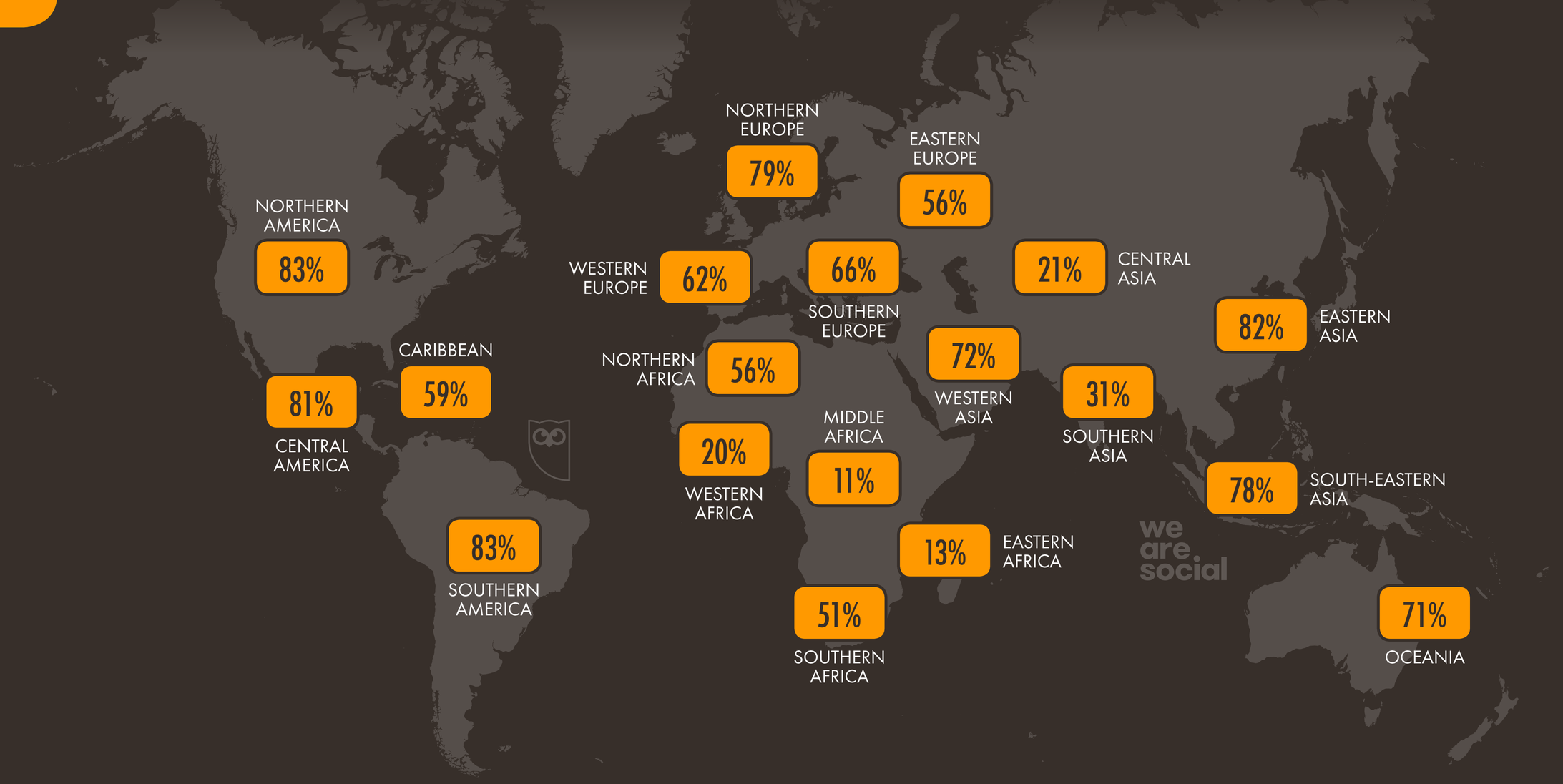
JAN 2019

SOCIAL MEDIA PENETRATION OF ELIGIBLE POPULATION

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE PLATFORMS IN EACH COUNTRY / TERRITORY, COMPARED TO POPULATION AGED 13+



SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE BASED ON ADULT POPULATIONS AGED 13 AND ABOVE. **ADVISORY:** 'ELIGIBLE PENETRATION' FIGURES HAVE BEEN CAPPED AT 99%, BUT IN SOME COUNTRIES / TERRITORIES, THE FIGURES REPORTED BY INDIVIDUAL PLATFORMS EXCEED THE TOTAL ELIGIBLE POPULATION.

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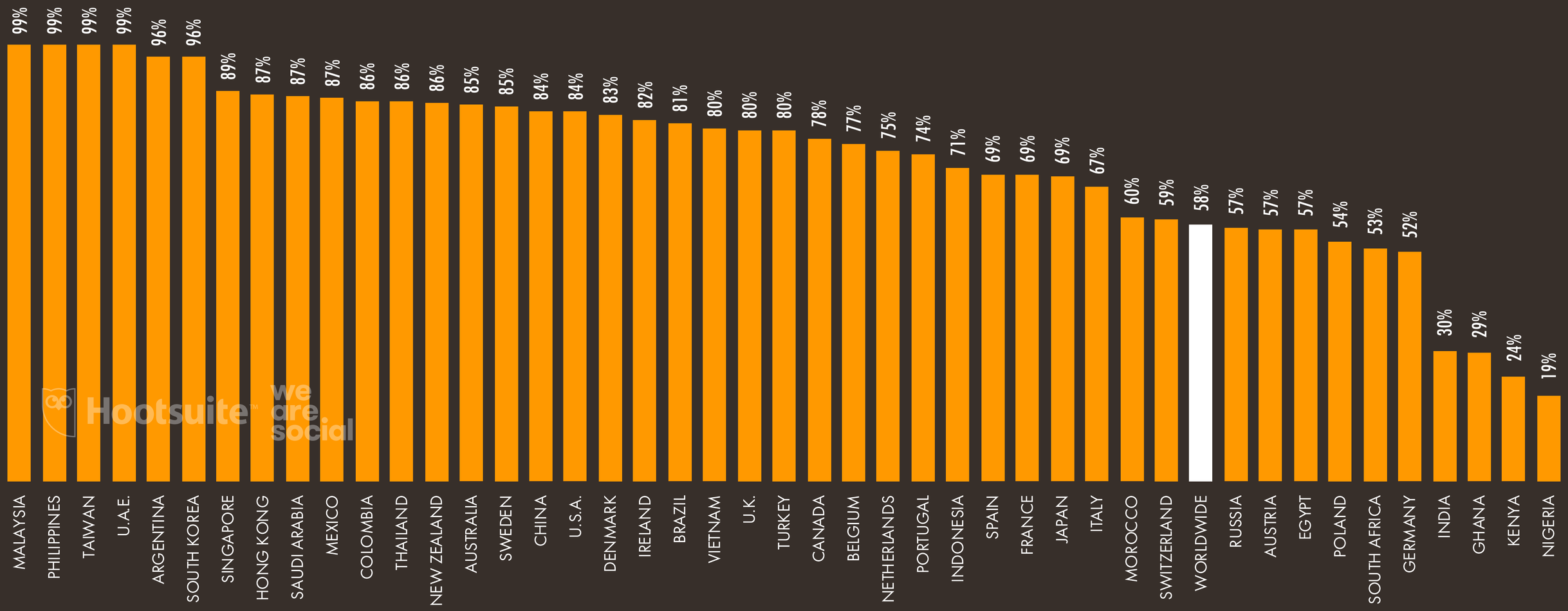
JAN 2019

SOCIAL MEDIA PENETRATION OF ELIGIBLE POPULATION

BASED ON MONTHLY ACTIVE USERS OF THE TOP SOCIAL NETWORKS IN EACH COUNTRY, COMPARED TO TOTAL POPULATION AGED 13+



SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE BASED ON ADULT POPULATIONS AGED 13 AND ABOVE. **ADVISORY:** 'ELIGIBLE PENETRATION' FIGURES HAVE BEEN CAPPED AT 99%, BUT IN SOME COUNTRIES / TERRITORIES, THE FIGURES REPORTED BY INDIVIDUAL PLATFORMS EXCEED THE TOTAL ELIGIBLE POPULATION.

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SOCIAL MEDIA: 'ELIGIBLE PENETRATION' RANKING

BASED ON SOCIAL MEDIA PENETRATION OF ADULT POPULATIONS AGED 13+ IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	HIGHEST PENETRATION	%	NO. OF USERS
01=	BRUNEI	99%	410,000
01=	CAYMAN IS.	99%	56,000
01=	GUAM	99%	130,000
01=	ICELAND	99%	280,000
01=	KUWAIT	99%	3,900,000
01=	MALAYSIA	99%	25,000,000
01=	MALDIVES	99%	370,000
01=	MALTA	99%	380,000
01=	PHILIPPINES	99%	76,000,000
01=	QATAR	99%	2,692,181

#	HIGHEST PENETRATION	%	NO. OF USERS
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01=	U.A.E.	99%	9,515,733
13	ISRAEL	99%	6,400,000
14	CYPRUS	97%	1,000,000
15	BAHRAIN	97%	1,300,000
16	CURAÇAO	97%	130,000
17	ARGENTINA	96%	34,000,000
18	SOUTH KOREA	96%	43,662,000
19	ARUBA	95%	85,000
20	PERU	94%	24,000,000

SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE BASED ON ADULT POPULATIONS AGED 13 AND ABOVE. **ADVISORY:** 'ELIGIBLE PENETRATION' FIGURES HAVE BEEN CAPPED AT 99%, BUT IN SOME COUNTRIES / TERRITORIES, THE FIGURES REPORTED BY INDIVIDUAL PLATFORMS EXCEED THE TOTAL ELIGIBLE POPULATION.

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JAN 2019

SOCIAL MEDIA GROWTH RANKINGS: ABSOLUTE

BASED ON THE YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USERS IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	ABSOLUTE INCREASE	▲ USERS	▲%
01	CHINA	+95,325,000	+10%
02	INDIA	+60,000,000	+24%
03	INDONESIA	+20,000,000	+15%
04	BRAZIL	+10,000,000	+8%
05	PHILIPPINES	+9,000,000	+13%
06=	IRAN	+7,000,000	+18%
06=	JAPAN	+7,000,000	+10%
06=	VIETNAM	+7,000,000	+13%
09=	MEXICO	+5,000,000	+6%
09=	NIGERIA	+5,000,000	+26%

#	ABSOLUTE INCREASE	▲USERS	▲%
09=	SOUTH AFRICA	+5,000,000	+28%
12=	BANGLADESH	+4,000,000	+13%
12=	UKRAINE	+4,000,000	+31%
14=	COLOMBIA	+3,000,000	+10%
14=	MYANMAR	+3,000,000	+17%
16	ETHIOPIA	+2,300,000	+61%
17	RUSSIAN FEDERATION	+2,206,700	+3%
18	CUBA	+2,075,578	+47%
19=	ALGERIA	+2,000,000	+10%
19=	PAKISTAN	+2,000,000	+6%

SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KEPIOS ANALYSIS. **NOTE:** GROWTH FIGURES BASED ON DATA REPORTED IN WE ARE SOCIAL & HOOTSUITE'S 'DIGITAL 2018' REPORTS.

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JAN 2019

SOCIAL MEDIA GROWTH RANKINGS: RELATIVE

BASED ON THE YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USERS IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	PERCENTAGE CHANGE	▲%	▲ USERS
01	WESTERN SAHARA	+364%	+102,000
02	ETHIOPIA	+61%	+2,300,000
03	UZBEKISTAN	+54%	+700,000
04	CUBA	+47%	+2,075,578
05	U.S. VIRGIN IS.	+46%	+11,000
06	TAJIKISTAN	+42%	+130,000
07	BURKINA FASO	+41%	+380,000
08	KYRGYZSTAN	+38%	+500,000
09	BURUNDI	+38%	+130,000
10	TIMOR-LESTE	+37%	+150,000

#	PERCENTAGE CHANGE	▲%	▲ USERS
11=	COMOROS	+31%	+40,000
11=	UKRAINE	+31%	+4,000,000
13	VANUATU	+30%	+21,000
14	ANGOLA	+30%	+800,000
15	ZAMBIA	+29%	+500,000
16	SIERRA LEONE	+29%	+140,000
17	SOUTH AFRICA	+28%	+5,000,000
18	TURKMENISTAN	+27%	+9,000
19=	MADAGASCAR	+26%	+500,000
19=	NIGERIA	+26%	+5,000,000

SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KEPIOS ANALYSIS. **NOTE:** GROWTH FIGURES BASED ON DATA REPORTED IN WE ARE SOCIAL & HOOTSUITE'S 'DIGITAL 2018' REPORTS.

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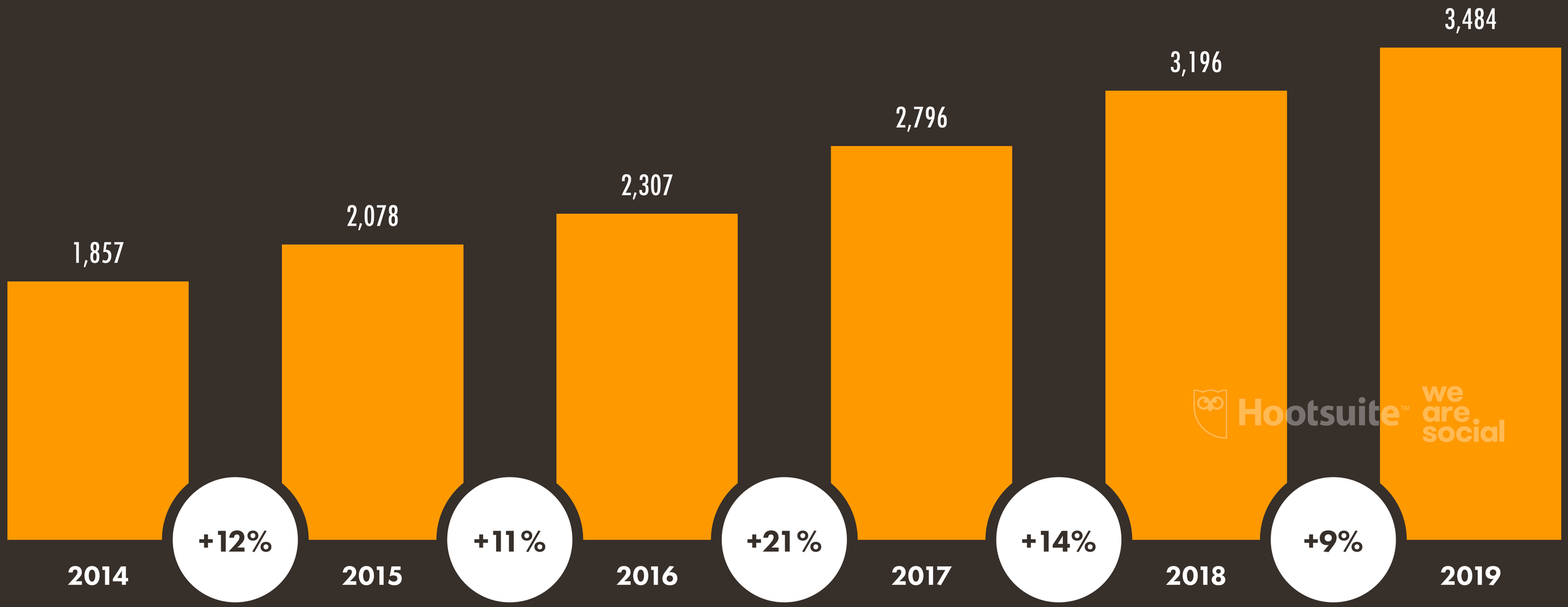
JAN 2019

SOCIAL MEDIA USERS OVER TIME

NUMBER OF SOCIAL MEDIA USERS (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE

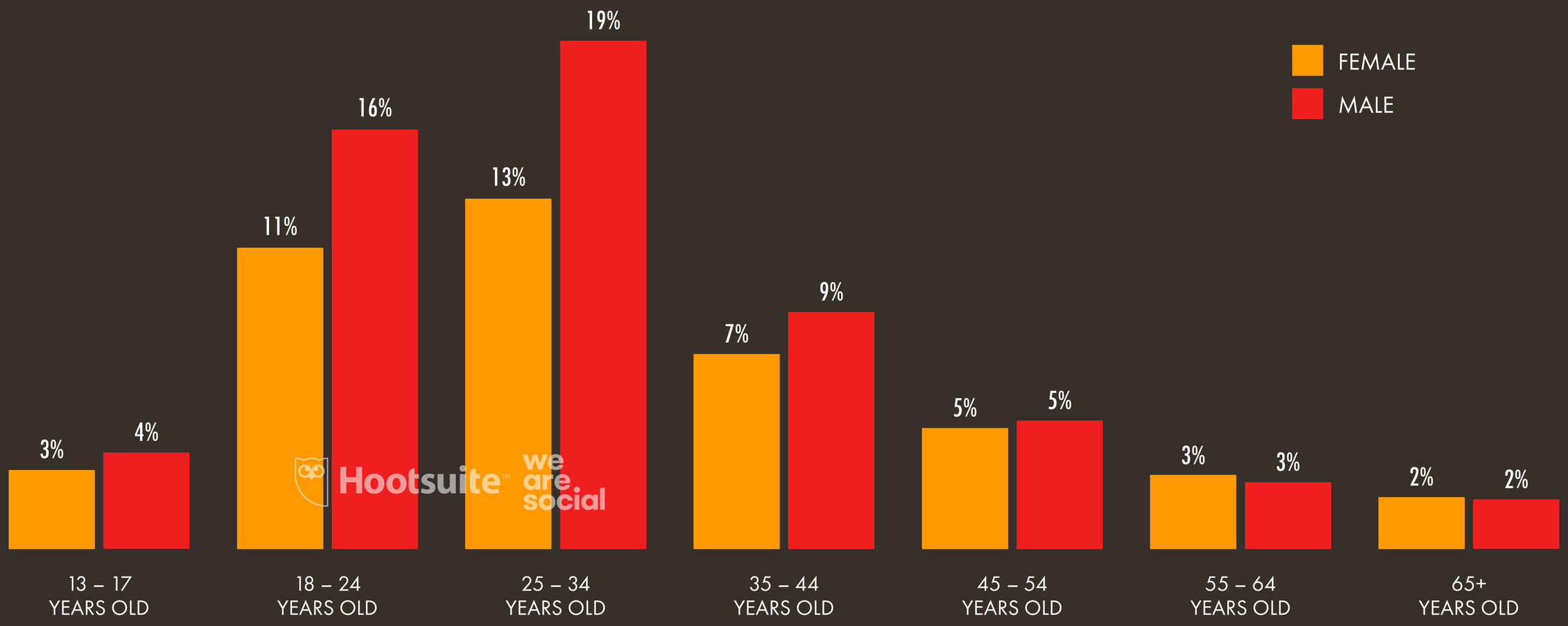


SOURCE: BASED ON DATA PUBLISHED IN PREVIOUS 'GLOBAL DIGITAL' REPORTS. SEE HTTPS://DATAREPORTAL.COM/ FOR FULL DETAILS.

JAN 2019

SOCIAL MEDIA AUDIENCE PROFILE

BASED ON THE COMBINED ADVERTISING AUDIENCES OF FACEBOOK, INSTAGRAM, AND FACEBOOK MESSENGER



SOURCE: EXTRAPOLATED FROM FACEBOOK DATA (JANUARY 2019); KEPIOS ANALYSIS. **NOTE:** FACEBOOK DOES NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING

JAN 2019

SOCIAL MEDIA GENDER RATIO RANKINGS

COUNTRIES WITH THE GREATEST GENDER SKEWS IN SOCIAL MEDIA AUDIENCES

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT FEMALE SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	UKRAINE	57%	9,400,000
02	MICRONESIA	57%	13,000
03	MOLDOVA	56%	660,000
04	VENEZUELA	56%	7,300,000
05=	FRENCH POLYNESIA	56%	100,000
05=	KAZAKHSTAN	56%	4,000,000
07	HONG KONG	55%	3,100,000
08	AMERICAN SAMOA	55%	16,000
09	LATVIA	55%	540,000
10	KIRIBATI	55%	17,000

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT MALE SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	YEMEN	85%	2,000,000
02	AFGHANISTAN	84%	3,200,000
03	CHAD	83%	110,000
04	NIGER	81%	390,000
05	SOUTH SUDAN	79%	180,000
06	PAKISTAN	79%	29,000,000
07	INDIA	77%	240,000,000
08	TAJIKISTAN	77%	340,000
09	QATAR	76%	2,300,000
10	MALI	75%	1,200,000

SOURCE: BASED ON FACEBOOK DATA FOR ADVERTISING AUDIENCES ACROSS FACEBOOK, INSTAGRAM, AND FACEBOOK MESSENGER (JANUARY 2019); KEPIOS ANALYSIS.

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SOCIAL MEDIA BEHAVIOURS

HOW INTERNET USERS ENGAGE WITH SOCIAL MEDIA [SURVEY BASED]

VISITED OR USED A SOCIAL NETWORK OR MESSAGING SERVICE IN THE PAST MONTH

98%

ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH

83%

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA

2H 16M

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*

8.9

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES

24%

SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.
***NOTE:** FIGURE FOR SOCIAL MEDIA ACCOUNTS MAY NOT INDICATE ACTIVE USE OF ALL ACCOUNTS EVERY MONTH.

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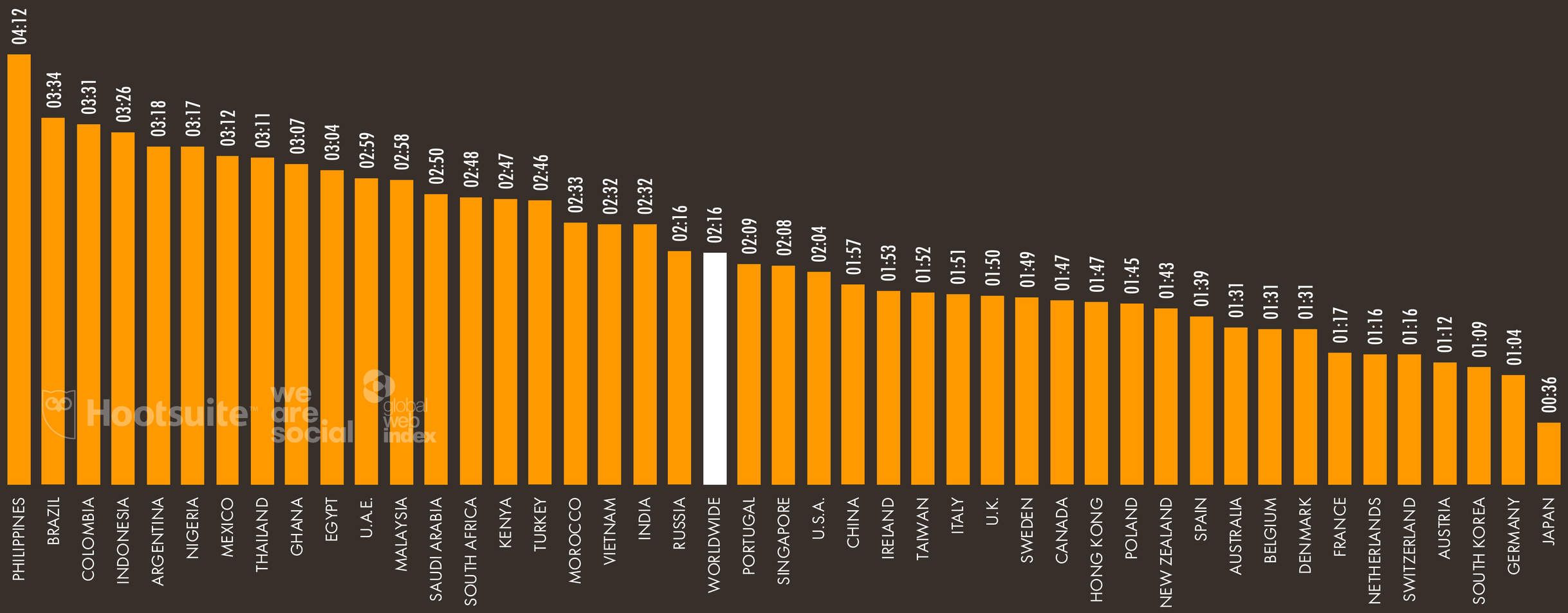
TIME PER DAY SPENT USING SOCIAL MEDIA

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA VIA ANY DEVICE, IN HOURS AND MINUTES [SURVEY BASED]

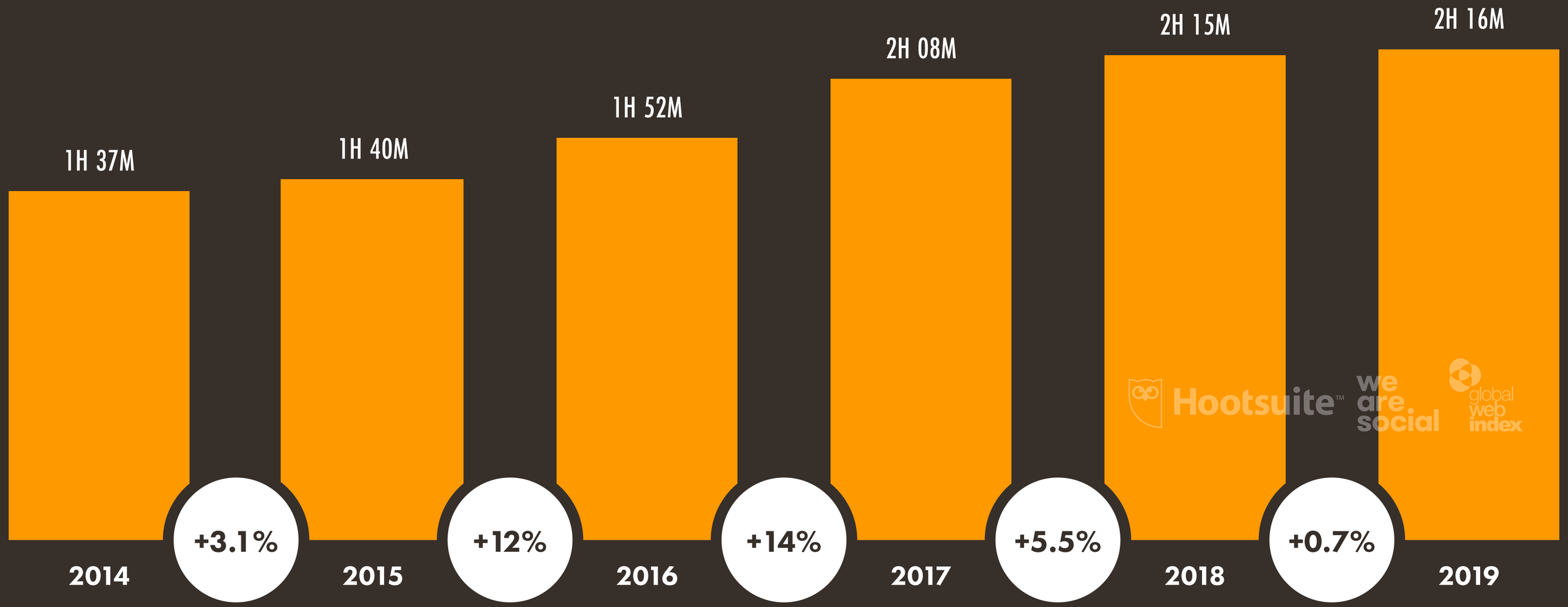


SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

JAN 2019

EVOLUTION OF TIME PER DAY SPENT USING SOCIAL

AVERAGE AMOUNT OF TIME SPENT PER DAY USING SOCIAL MEDIA (IN HOURS AND MINUTES), WITH YEAR-ON-YEAR CHANGE

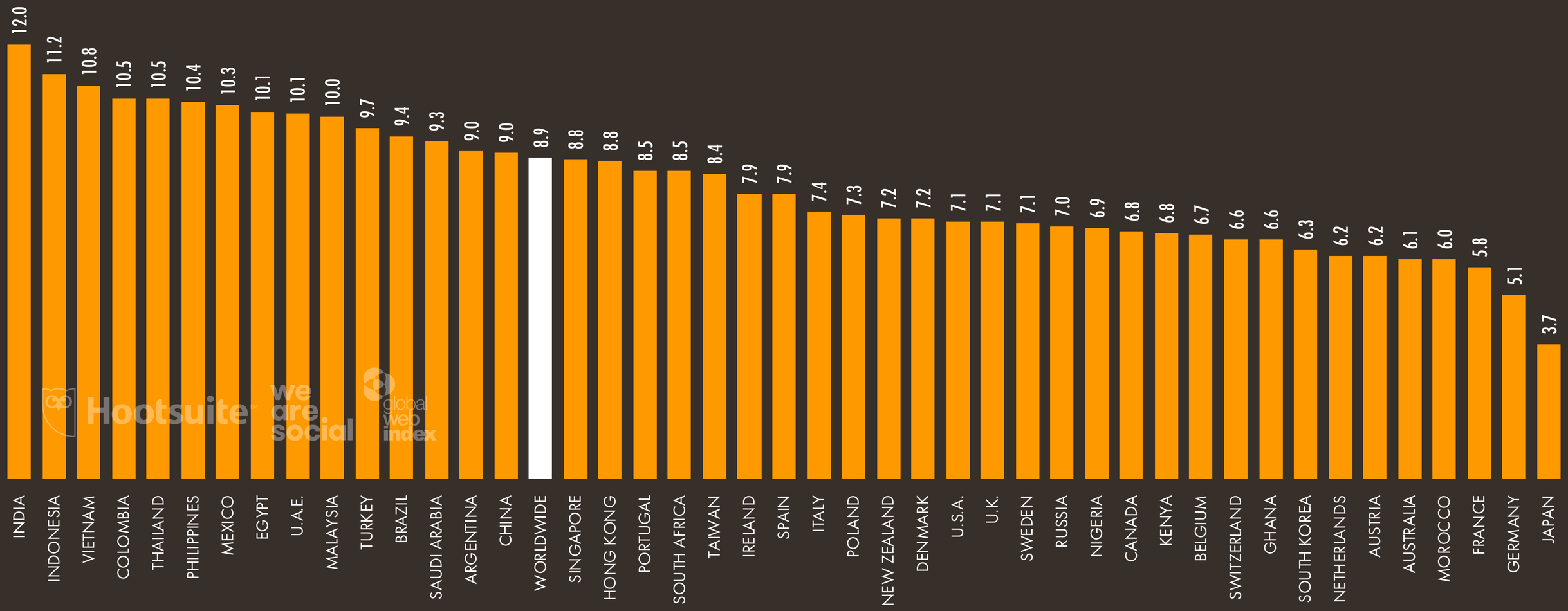


SOURCE: GLOBALWEBINDEX. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

JAN 2019

AVERAGE NUMBER OF SOCIAL ACCOUNTS PER PERSON

BASED ON INTERNET USERS' MEMBERSHIP (BUT NOT NECESSARILY ACTIVE USE) OF SOCIAL MEDIA PLATFORMS [SURVEY BASED]

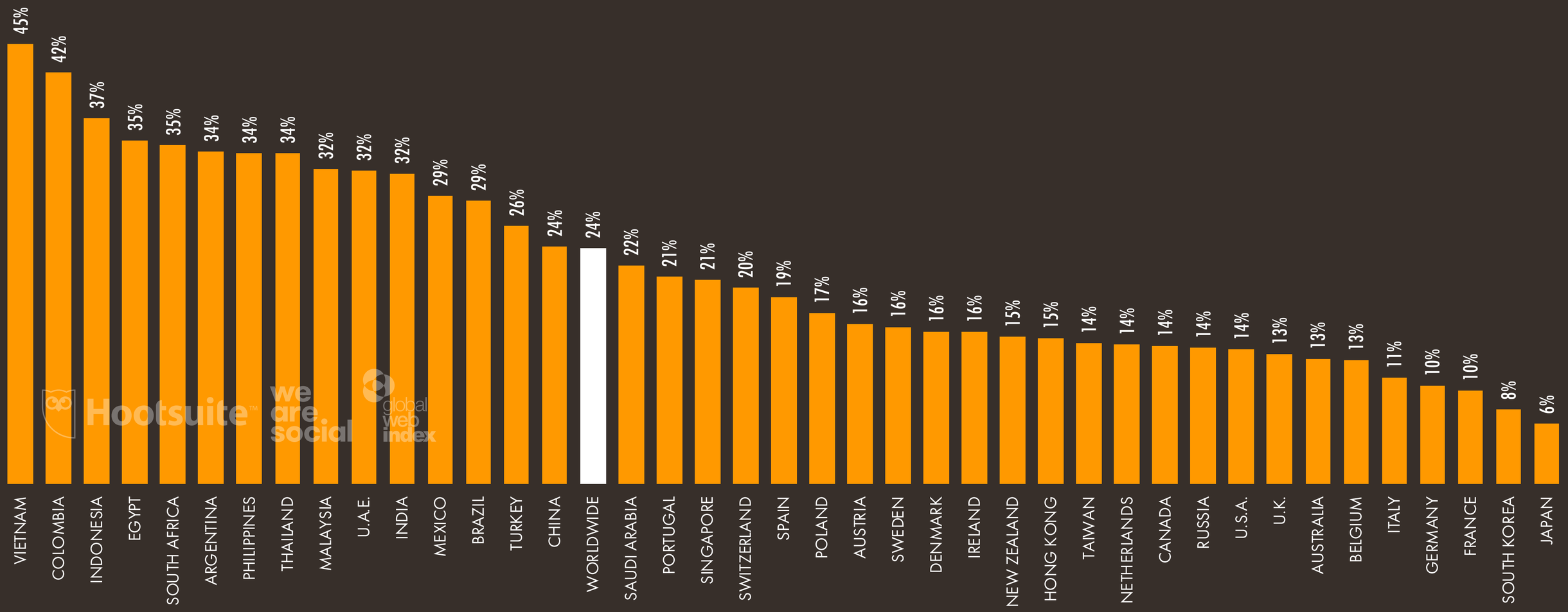


SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

JAN 2019

INDIVIDUAL USE OF SOCIAL MEDIA FOR WORK

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES

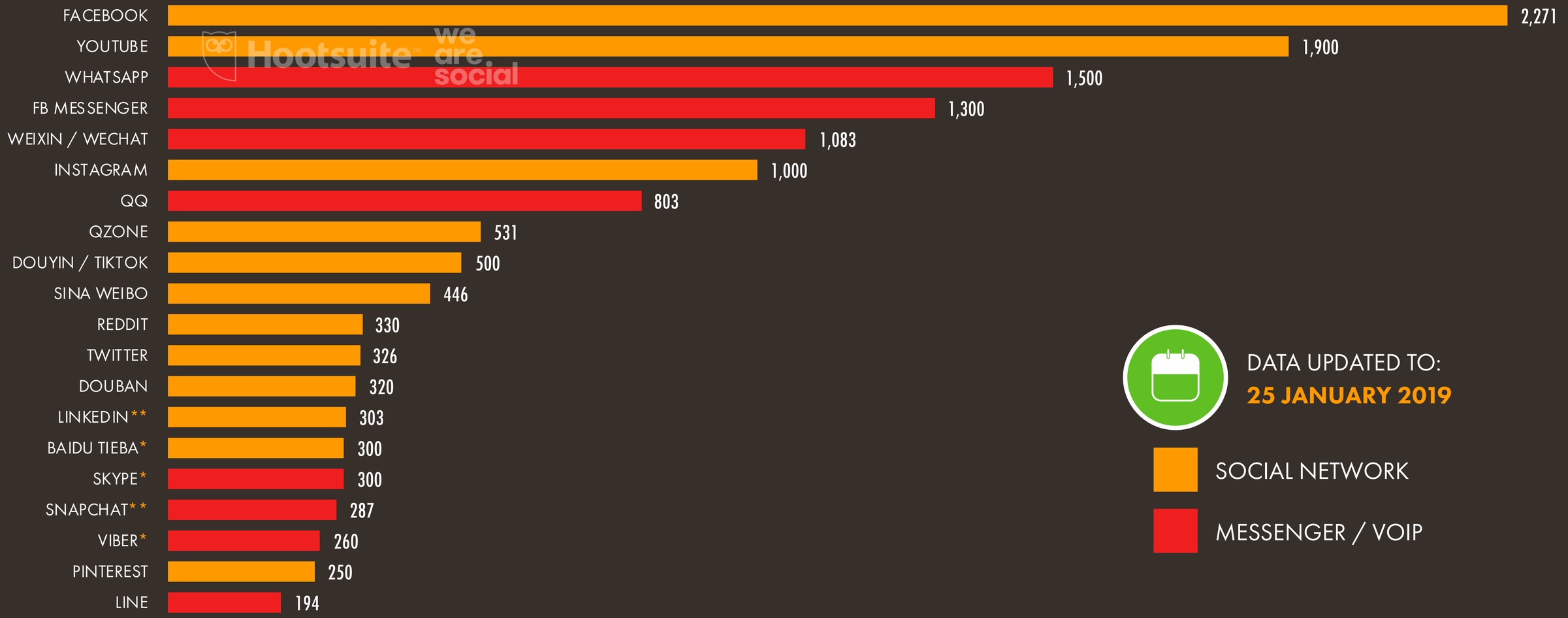


SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

JAN 2019

SOCIAL PLATFORMS: ACTIVE USER ACCOUNTS

BASED ON MONTHLY ACTIVE USERS, USER ACCOUNTS, OR UNIQUE VISITORS TO EACH PLATFORM, IN MILLIONS



SOURCES: KEPIOS ANALYSIS; LATEST COMPANY EARNINGS RELEASES, PRESS RELEASES OR MEDIA STATEMENTS; REPORTS IN REPUTABLE MEDIA (ALL UP TO JAN 2019). ***ADVISORY:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES MAY BE LESS RELIABLE. ****NOTES:** THESE PLATFORMS DO NOT PUBLISH MAU DATA. LINKEDIN FIGURE IS BASED ON MONTHLY UNIQUE WEBSITE VISITORS IN DEC 2018, VIA SIMILARWEB. SNAPCHAT FIGURE EXTRAPOLATED FROM DATA REPORTED IN TECHCRUNCH (JUN 2017).

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CHANGE IN ACTIVE USERS BY SOCIAL PLATFORM

QUARTER-ON-QUARTER CHANGE IN THE NUMBER OF ACTIVE USERS* REPORTED BY EACH SOCIAL PLATFORM

FACEBOOK

+1.7%

+37 MILLION

WECHAT

+2.3%

+25 MILLION

INSTAGRAM

+4.4%

+38 MILLION

QQ

-0.1%

-600 THOUSAND

SINA WEIBO

+3.5%

+15 MILLION

TWITTER

-2.7%

-9 MILLION

SNAPCHAT

-12%

-41 MILLION

LINE*

+0.6%

+1 MILLION

SOURCES: FACEBOOK, WECHAT, QQ, SINA WEIBO, TWITTER, LINE: LATEST EARNINGS ANNOUNCEMENTS (AS AT JANUARY 2019); INSTAGRAM, SNAPCHAT: LATEST DATA FROM SELF-SERVE ADVERTISING TOOLS (JANUARY 2019). ***ADVISORY:** FIGURES FOR EACH PLATFORM ARE DERIVED FROM VARYING DEFINITIONS OF 'ACTIVE USER'. ACTIVE USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. FIGURES FOR LINE ARE BASED ON THE COMPANY'S SELF-DECLARED "FOUR KEY COUNTRIES" (AS REPORTED IN COMPANY EARNINGS RELEASES), NOT TOTAL GLOBAL USERS.

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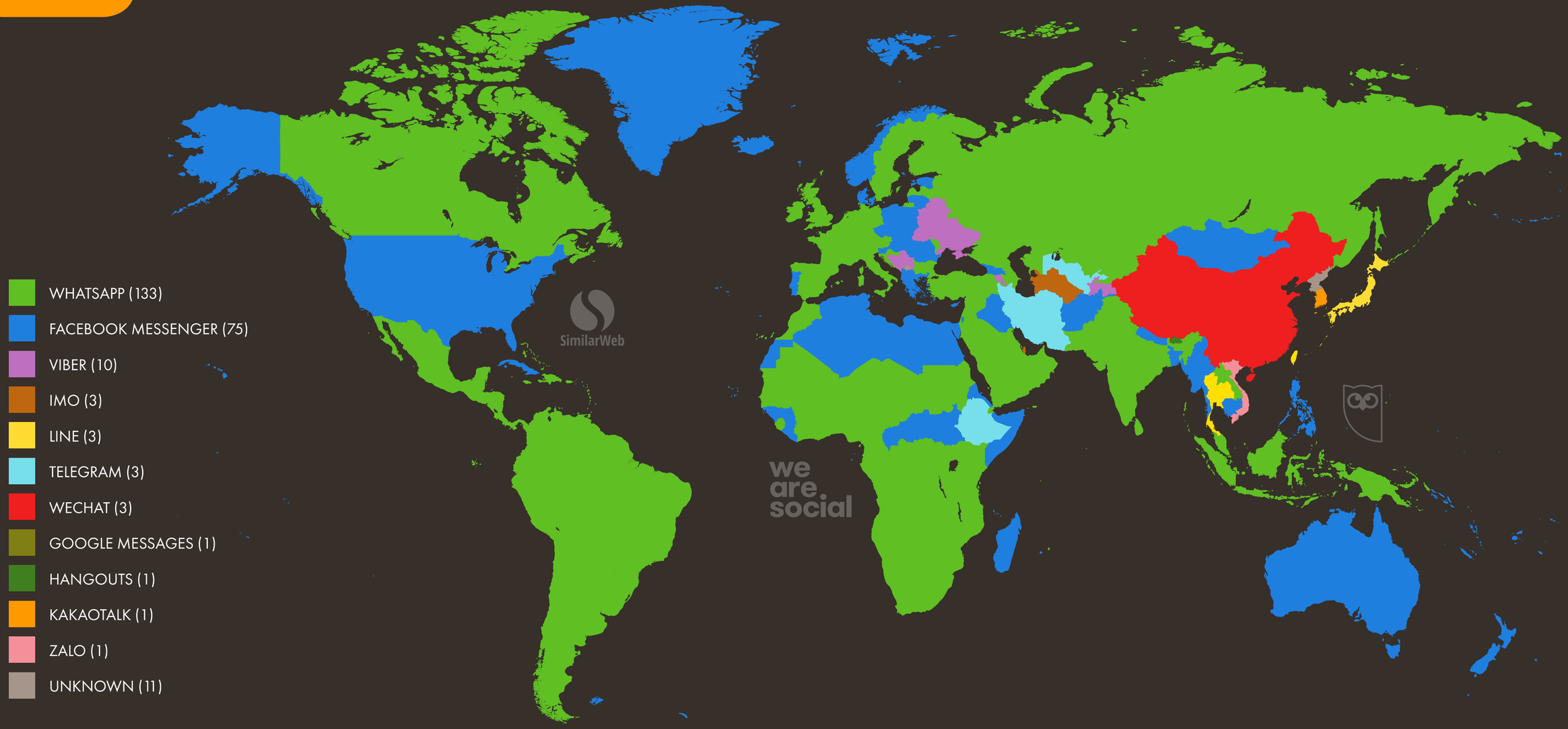
TOP SOCIAL MESSENGERS AROUND THE WORLD

THE MOST POPULAR MESSENGER APP BY COUNTRY / TERRITORY IN DECEMBER 2018



SOURCE: BASED ON SIMILARWEB'S ALGORITHM INTEGRATING CURRENT INSTALLS FROM THE GOOGLE PLAY STORE WITH ACTIVE APP USERS (DECEMBER 2018).
NOTE: FIGURES IN PARENTHESES IN THE LEGEND REPRESENT THE NUMBER OF COUNTRIES / TERRITORIES IN WHICH EACH PLATFORM IS THE TOP-RANKED MESSENGER APP.

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SOCIAL MEDIA ADVERTISING AUDIENCES

A COMPARISON OF THE TOTAL ADDRESSABLE ADVERTISING AUDIENCE* OF SELECTED SOCIAL MEDIA PLATFORMS

TOTAL ADVERTISING AUDIENCE ON FACEBOOK (MONTHLY ACTIVE USERS)

2,121 MILLION

FEMALE:	MALE:
43%	57%

TOTAL ADVERTISING AUDIENCE ON INSTAGRAM (MONTHLY ACTIVE USERS)

895 MILLION

FEMALE:	MALE:
50%	50%

TOTAL ADVERTISING AUDIENCE ON TWITTER (MONTHLY ACTIVE USERS)

251 MILLION

FEMALE:	MALE:
34%	66%

TOTAL ADVERTISING AUDIENCE ON SNAPCHAT (MONTHLY ACTIVE USERS)

307 MILLION

FEMALE:	MALE:
60%	38%

TOTAL ADVERTISING AUDIENCE ON LINKEDIN (REGISTERED MEMBERS)

604 MILLION

FEMALE:	MALE:
44%	56%

SOURCE: EACH PLATFORM'S SELF-SERVE ADVERTISING TOOLS (JANUARY 2019). ***NOTE:** FIGURES REPRESENT ADDRESSABLE ADVERTISING AUDIENCES ONLY, AND MAY NOT REFLECT TOTAL ACTIVE USERS OR MEMBER BASES. **ADVISORY:** FIGURES FOR LINKEDIN REPRESENT REGISTERED MEMBERS, SO ARE NOT DIRECTLY COMPARABLE TO FIGURES FOR OTHER PLATFORMS.

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GLOBAL FACEBOOK USE

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FACEBOOK AUDIENCE OVERVIEW

BASED ON FACEBOOK'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

NUMBER OF PEOPLE THAT FACEBOOK REPORTS CAN BE REACHED WITH ADVERTS ON FACEBOOK	PERCENTAGE OF ADULTS AGED 13+ THAT CAN BE REACHED WITH ADVERTS ON FACEBOOK	QUARTER-ON-QUARTER GROWTH IN FACEBOOK ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE*
2.121 BILLION	35%	+0.9%	43%	57%

SOURCE: FACEBOOK (JANUARY 2019); KEPIOS ANALYSIS. ***NOTE:** FACEBOOK DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'.
ADVISORY: FIGURES REPORTED ON THIS CHART ARE BASED ON FACEBOOK'S ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT MATCH TOTAL MONTHLY ACTIVE USERS. AS A RESULT, FIGURES ON THIS CHART ARE NOT DIRECTLY COMPARABLE TO THE 'MONTHLY ACTIVE FACEBOOK USERS' FIGURE THAT WE REPORTED IN OUR DIGITAL 2018 REPORTS.

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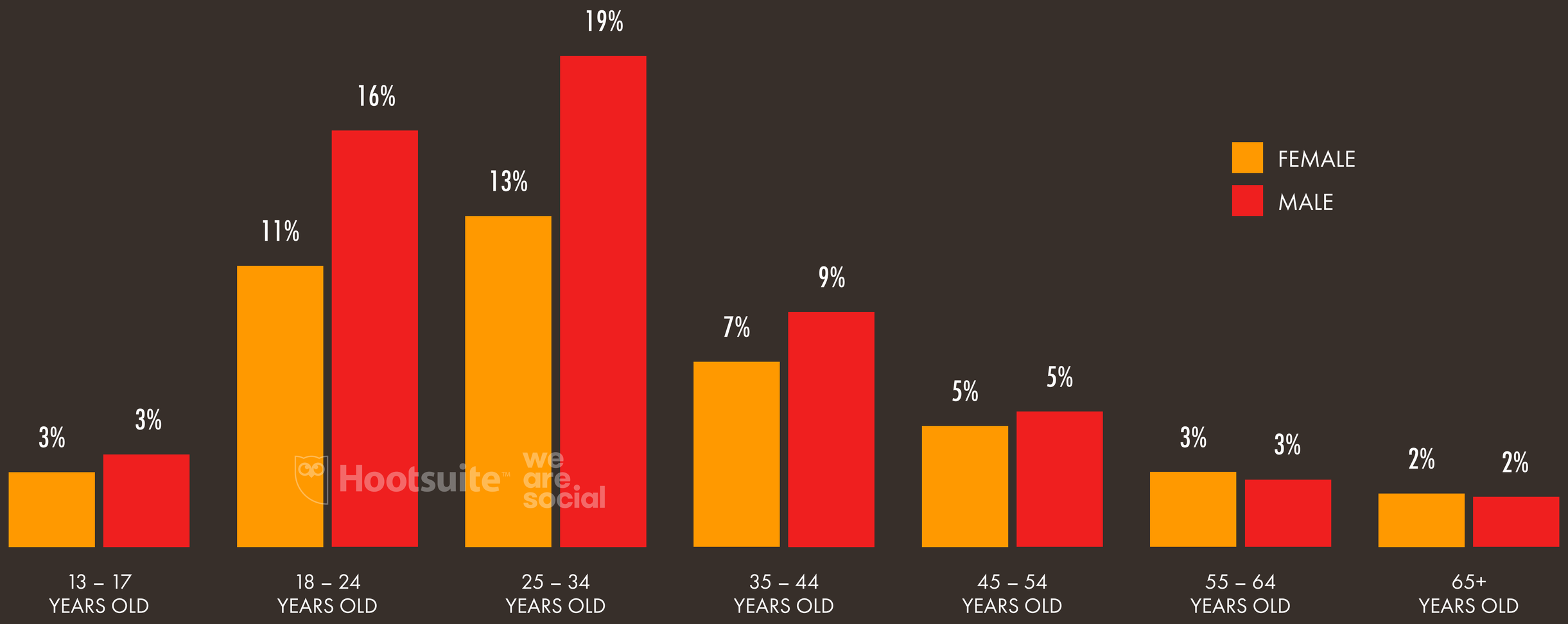
FACEBOOK AUDIENCE PROFILE

SHARE OF FACEBOOK'S GLOBAL ADVERTISING AUDIENCE BY AGE AND GENDER



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SOURCE: FACEBOOK (JANUARY 2019); KEPIOS ANALYSIS. **NOTES:** FACEBOOK DOES NOT REPORT AUDIENCE NUMBERS FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. FIGURES ARE BASED ON THE ADDRESSABLE ADVERTISING AUDIENCE ON THE FACEBOOK PLATFORM ONLY, AND MAY NOT BE REPRESENTATIVE OF TOTAL MONTHLY ACTIVE FACEBOOK USERS. PERCENTAGES MAY NOT SUM TO 100% DUE TO ROUNDING.

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FACEBOOK'S ADVERTISING AUDIENCE

POTENTIAL ADVERTISING REACH ON FACEBOOK, BY AGE GROUP AND GENDER

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13-17	134,000,000	60,000,000	3%	74,000,000	3%
18-24	570,000,000	230,000,000	11%	340,000,000	16%
25-34	670,000,000	270,000,000	13%	400,000,000	19%
35-44	340,000,000	150,000,000	7%	190,000,000	9%
45-54	207,000,000	97,000,000	5%	110,000,000	5%
55-64	116,000,000	60,000,000	3%	56,000,000	3%
65+	84,000,000	43,000,000	2%	41,000,000	2%
TOTAL	**2,121,000,000**	**910,000,000**	**43%**	**1,211,000,000**	**57%**

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SOURCE: FACEBOOK (JANUARY 2019); KEPIOS ANALYSIS. **NOTES:** FACEBOOK DOES NOT REPORT AUDIENCE NUMBERS FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. FIGURES ARE BASED ON THE ADDRESSABLE ADVERTISING AUDIENCE ON THE FACEBOOK PLATFORM ONLY, AND MAY NOT BE REPRESENTATIVE OF TOTAL MONTHLY ACTIVE FACEBOOK USERS. PERCENTAGES MAY NOT SUM TO 100% DUE TO ROUNDING.

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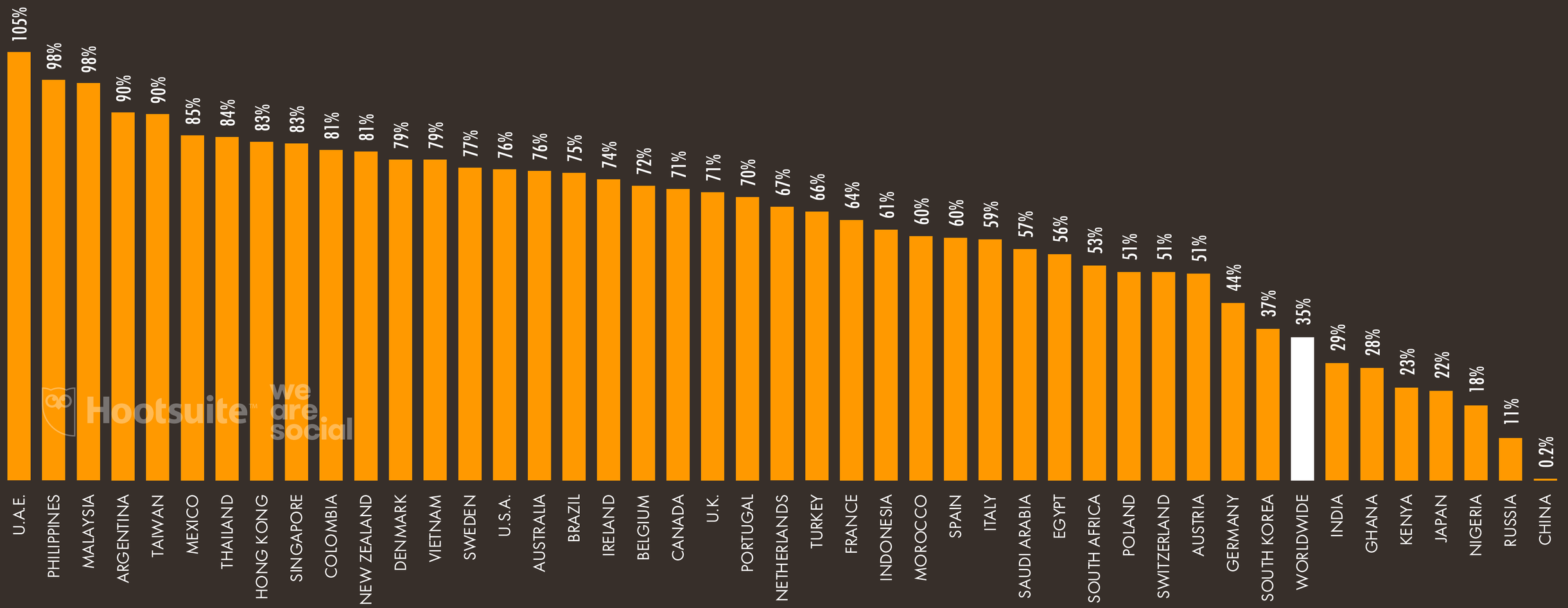
FACEBOOK AUDIENCE: ELIGIBLE PENETRATION

FACEBOOK'S ADDRESSABLE ADVERTISING AUDIENCE, COMPARED TO POPULATION AGED 13+



SOURCE: EXTRAPOLATION OF FACEBOOK DATA (JANUARY 2019); KEPIOS ANALYSIS.

JAN 2019

FACEBOOK REACH RANKINGS

BASED ON FACEBOOK'S ADDRESSABLE ADVERTISING AUDIENCE

#	COUNTRY / TERRITORY	REACH	▲QOQ	▲QOQ
01	INDIA	300,000,000	+3.4%	+10,000,000
02	U.S.A.	210,000,000	0%	[UNCHANGED]
03=	BRAZIL	130,000,000	0%	[UNCHANGED]
03=	INDONESIA	130,000,000	0%	[UNCHANGED]
05	MEXICO	86,000,000	+1.2%	+1,000,000
06	PHILIPPINES	75,000,000	+2.7%	+2,000,000
07	VIETNAM	61,000,000	0%	[UNCHANGED]
08	THAILAND	50,000,000	-2.0%	-1,000,000
09	TURKEY	43,000,000	-2.3%	-1,000,000
10	U.K.	40,000,000	0%	[UNCHANGED]

#	COUNTRY / TERRITORY	REACH	▲QOQ	▲QOQ
11	EGYPT	39,000,000	0%	[UNCHANGED]
12	PAKISTAN	36,000,000	0%	[UNCHANGED]
13	FRANCE	35,000,000	+2.9%	+1,000,000
14	BANGLADESH	33,000,000	+3.1%	+1,000,000
15=	ARGENTINA	32,000,000	0%	[UNCHANGED]
15=	COLOMBIA	32,000,000	0%	[UNCHANGED]
15=	GERMANY	32,000,000	0%	[UNCHANGED]
18	ITALY	31,000,000	0%	[UNCHANGED]
19	JAPAN	25,000,000	0%	[UNCHANGED]
20	MALAYSIA	24,000,000	+4.3%	+1,000,000

SOURCE: EXTRAPOLATION OF FACEBOOK DATA (JANUARY 2019); KEPIOS ANALYSIS.'QOQ' FIGURES REPRESENT THE QUARTER-ON-QUARTER GROWTH vs. OCTOBER 2018.

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FACEBOOK ELIGIBLE PENETRATION RANKINGS

COUNTRIES WITH THE HIGHEST RATES OF FACEBOOK ADVERTISING REACH, COMPARED TO NATIONAL POPULATIONS AGED 13+

#	COUNTRY	% 13+	REACH	▲QOQ
01	QATAR	112%	2,700,000	0%
02	U.A.E.	105%	8,800,000	0%
03	BRUNEI	100%	350,000	0%
04	PHILIPPINES	98%	75,000,000	+2.7%
05	MALTA	98%	370,000	0%
06	MALAYSIA	98%	24,000,000	+4.3%
07	MALDIVES	97%	350,000	0%
08	GUAM	95%	120,000	0%
09	PERU	94%	24,000,000	+4.3%
10	CAYMAN IS.	94%	50,000	0%

#	COUNTRY	% 13+	REACH	▲QOQ
11	ICELAND	93%	260,000	-3.7%
12	MONGOLIA	92%	2,200,000	+4.8%
13	ECUADOR	92%	12,000,000	0%
14	KUWAIT	91%	3,000,000	0%
15	ISRAEL	91%	5,900,000	-4.8%
16	ARGENTINA	90%	32,000,000	0%
17	ARUBA	90%	81,000	+37.3%
18	CYPRUS	90%	930,000	+3.3%
19	TAIWAN	90%	19,000,000	0%
20	CURAÇAO	89%	120,000	0%

SOURCE: EXTRAPOLATION OF FACEBOOK DATA (JANUARY 2019); KEPIOS ANALYSIS.'QOQ' FIGURES REPRESENT THE QUARTER-ON-QUARTER GROWTH vs. OCTOBER 2018.

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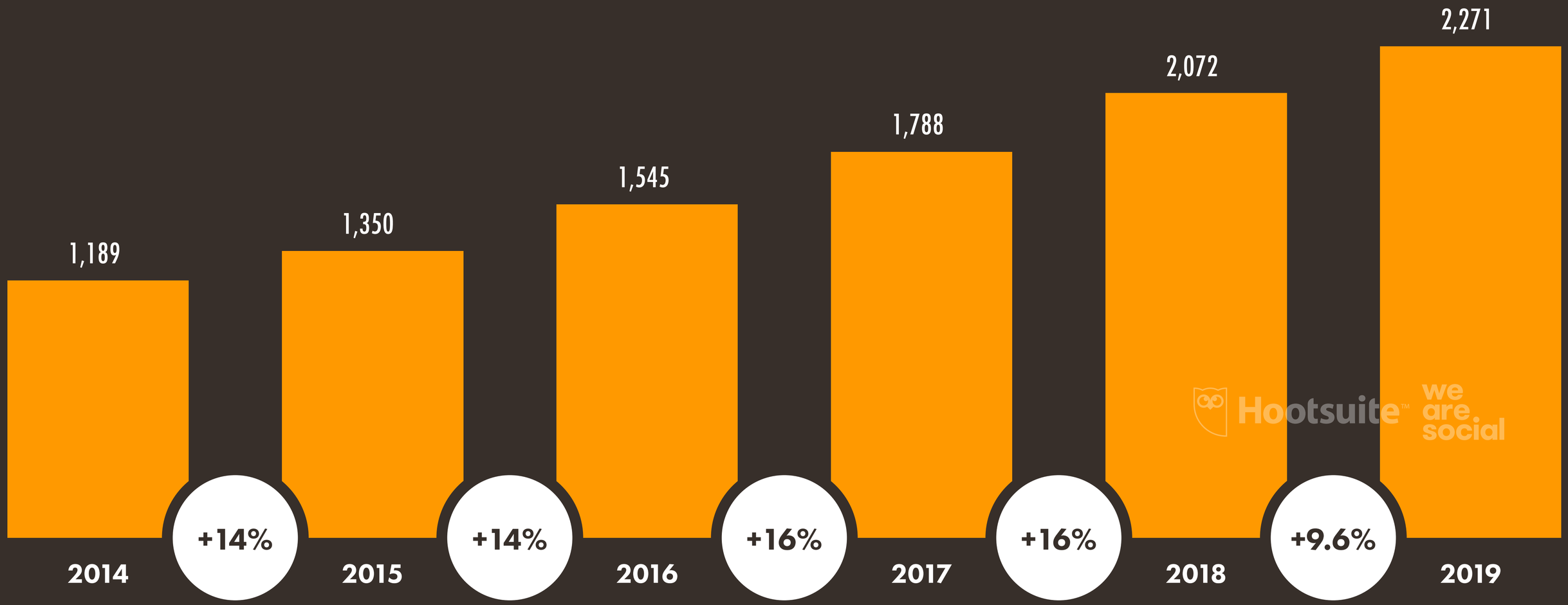
FACEBOOK MONTHLY ACTIVE USERS OVER TIME

THE NUMBER OF PEOPLE* USING FACEBOOK AROUND THE WORLD EACH YEAR (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE

NOTE: THESE FIGURES REPRESENT THE TOTAL ACTIVE FACEBOOK USER BASE, NOT THE ADVERTISING AUDIENCE THAT WE REFERENCE ELSEWHERE IN THIS REPORT*



SOURCE: FACEBOOK QUARTERLY EARNINGS PRESENTATIONS. FIGURES REPRESENT WORLDWIDE MONTHLY ACTIVE USER (MAU) NUMBERS FOR Q3 OF THE PREVIOUS YEAR, WHICH WERE THE LATEST AVAILABLE DATA AT THE START OF EACH YEAR REFERENCED IN THE CHART ABOVE. ***ADVISORY:** THESE FIGURES REPRESENT TOTAL GLOBAL MONTHLY ACTIVE FACEBOOK USERS, WHICH MAY NOT CORRELATE TO THE FACEBOOK ADVERTISING AUDIENCE FIGURES QUOTED ELSEWHERE IN THIS REPORT. MONTHLY ACTIVE USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.

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FACEBOOK AUDIENCE: LARGEST INCREASES

BASED ON THE QUARTERLY CHANGE IN FACEBOOK ADVERTISING REACH IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	ABSOLUTE INCREASE	▲ USERS	▲%
01	INDIA	+10,000,000	+3.4%
02	PHILIPPINES	+2,000,000	+2.7%
03=	BANGLADESH	+1,000,000	+3.1%
03=	FRANCE	+1,000,000	+2.9%
03=	MALAYSIA	+1,000,000	+4.3%
03=	MEXICO	+1,000,000	+1.2%
03=	NIGERIA	+1,000,000	+4.5%
03=	PERU	+1,000,000	+4.3%
03=	SOUTH AFRICA	+1,000,000	+4.5%
03=	UKRAINE	+1,000,000	+8.3%

#	RELATIVE INCREASE	▲%	▲ USERS
01	SAMOA	+164%	+41,000
02	EQUATORIAL GUINEA	+71%	+27,000
03	KIRIBATI	+53%	+10,000
04	ARUBA	+37%	+22,000
05	WESTERN SAHARA	+35%	+34,000
06	PALESTINE	+20%	+300,000
07	JERSEY	+16%	+9,000
08	ANGOLA	+13%	+400,000
09	TONGA	+12%	+7,000
10	KYRGYZSTAN	+11%	+70,000

SOURCE: EXTRAPOLATION OF FACEBOOK DATA (JANUARY 2019); KEPIOS ANALYSIS. GROWTH FIGURES ARE VERSUS OCTOBER 2018.

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FACEBOOK AUDIENCE: LARGEST DECREASES

BASED ON THE QUARTERLY CHANGE IN FACEBOOK ADVERTISING REACH IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	ABSOLUTE DECREASE	▲ USERS	▲%
01=	TURKEY	-1,000,000	-2.3%
01=	THAILAND	-1,000,000	-2.0%
01=	SAUDI ARABIA	-1,000,000	-6.3%
01=	RUSSIAN FEDERATION	-1,000,000	-7.1%
05	CHINA	-400,000	-12%
06	ISRAEL	-300,000	-4.8%
07=	TANZANIA	-200,000	-4.4%
07=	CÔTE D'IVOIRE	-200,000	-4.1%
09	UZBEKISTAN	-130,000	-13%
10	YEMEN	-100,000	-4.3%

#	RELATIVE DECREASE	▲%	▲ USERS
01	UZBEKISTAN	-13.2%	-130,000
02	CHINA	-12.1%	-400,000
03	TURKMENISTAN	-8.7%	-2,000
04	RUSSIAN FEDERATION	-7.1%	-1,000,000
05	SAUDI ARABIA	-6.3%	-1,000,000
06	NIGER	-6.1%	-30,000
07	PAPUA NEW GUINEA	-6.1%	-50,000
08	KOSOVO	-6.0%	-50,000
09	MONTENEGRO	-5.7%	-20,000
10	OMAN	-5.3%	-100,000

SOURCE: EXTRAPOLATION OF FACEBOOK DATA (JANUARY 2019); KEPIOS ANALYSIS. GROWTH FIGURES ARE VERSUS OCTOBER 2018.

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FACEBOOK GENDER RATIO RANKINGS

COUNTRIES WITH THE GREATEST GENDER SKEWS IN FACEBOOK'S ADVERTISING AUDIENCE

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT FEMALE SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	UKRAINE	59%	7,700,000
02	TRANSNISTRIA	57%	24,000
03	BELARUS	57%	580,000
04	MOLDOVA	56%	580,000
05	LATVIA	56%	500,000
06	FRENCH POLYNESIA	55%	97,000
07	VENEZUELA	55%	6,800,000
08=	AMERICAN SAMOA	55%	16,000
08=	KIRIBATI	55%	16,000
10	ESTONIA	55%	380,000

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT MALE SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	YEMEN	86%	1,900,000
02	CHAD	85%	110,000
03	AFGHANISTAN	84%	3,100,000
04	NIGER	82%	380,000
05	PAKISTAN	79%	29,000,000
06	SOUTH SUDAN	79%	180,000
07	OMAN	78%	1,400,000
08=	INDIA	78%	230,000,000
08=	SAUDI ARABIA	78%	12,000,000
10	QATAR	77%	2,100,000

SOURCE: EXTRAPOLATION OF FACEBOOK DATA (JANUARY 2019); KEPIOS ANALYSIS.

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SHARE OF FACEBOOK USE BY DEVICE

BASED ON THE SIZE OF THE FACEBOOK ADVERTISING AUDIENCE FOR EACH DEVICE

SMARTPHONES & TABLETS

96%

ACTIVE USER ACCOUNTS:

2,240 MILLION

LAPTOPS & DESKTOPS

25%

ACTIVE USER ACCOUNTS:

580 MILLION

FEATURE PHONES

1.2%

ACTIVE USER ACCOUNTS:

30 MILLION

TABLET DEVICES

16%

ACTIVE USER ACCOUNTS:

380 MILLION

SOURCES: FACEBOOK (JANUARY 2019); KEPIOS ANALYSIS.

JAN 2019

FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A 'TYPICAL' USER* PERFORMS EACH ACTIVITY ON FACEBOOK

NUMBER OF FACEBOOK PAGES LIKED (LIFETIME)

1

FEMALE:	MALE:
1	1

POSTS LIKED IN THE PAST 30 DAYS (ALL POST TYPES)

9

FEMALE:	MALE:
11	8

COMMENTS MADE IN THE PAST 30 DAYS (ALL POST TYPES)

4

FEMALE:	MALE:
6	3

FACEBOOK POSTS SHARED IN THE PAST 30 DAYS (ALL POST TYPES)

1

FEMALE:	MALE:
1	1

FACEBOOK ADVERTS CLICKED IN THE PAST 30 DAYS (ANY CLICK TYPE)

8

FEMALE:	MALE:
9	6

SOURCE: FACEBOOK (JANUARY 2019). ***NOTE:** FIGURES REPRESENT MEDIAN VALUES FOR ACTIVE FACEBOOK USERS AGED 18 AND ABOVE.

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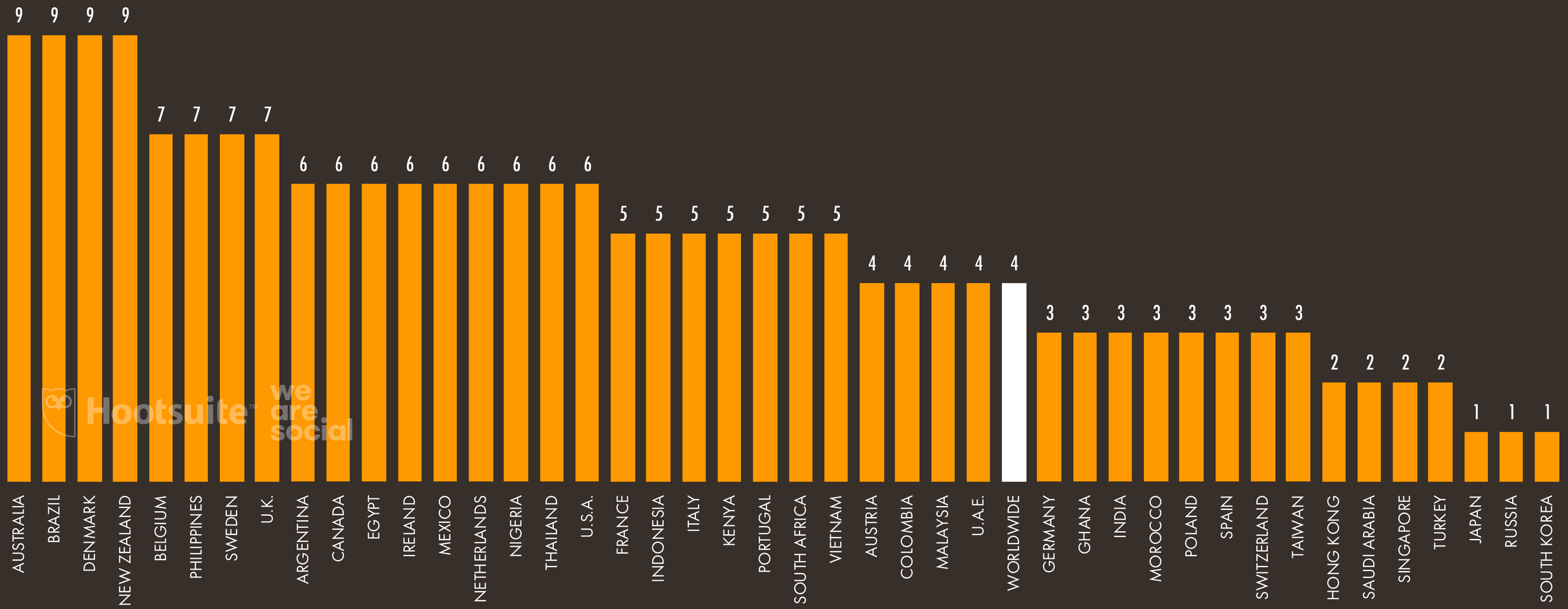
MEDIAN MONTHLY FACEBOOK COMMENTS PER USER

THE NUMBER OF TIMES EACH MONTH THAT THE 'TYPICAL' FACEBOOK USER COMMENTS ON FACEBOOK POSTS

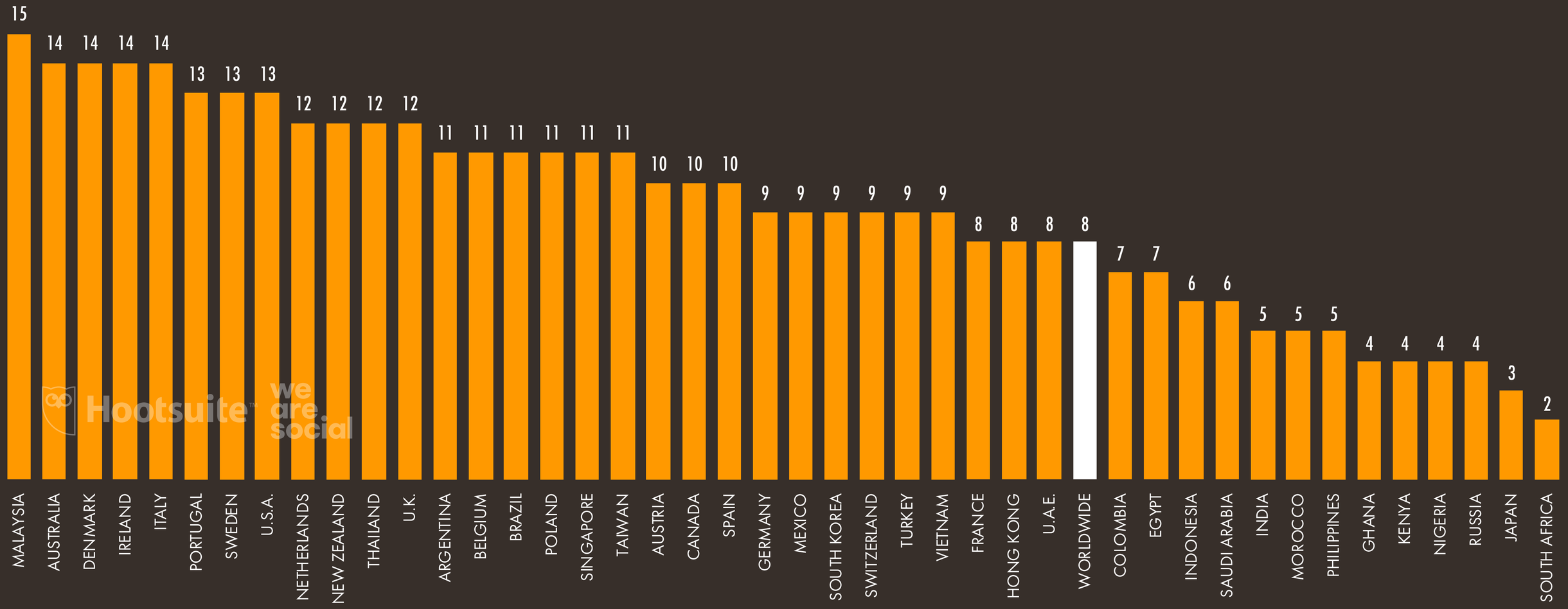


SOURCE: FACEBOOK (JANUARY 2019).

JAN 2019

MEDIAN MONTHLY FACEBOOK ADVERT CLICKS PER USER

THE NUMBER OF TIMES EACH MONTH THAT THE 'TYPICAL' FACEBOOK USER CLICKS ON AN ADVERT ON FACEBOOK (ANY AD FORMAT)



SOURCE: FACEBOOK (JANUARY 2019).

JAN 2019

FACEBOOK PAGE REACH BENCHMARKS

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS, AND THE CONTRIBUTION OF PAID MEDIA

AVERAGE MONTHLY CHANGE IN PAGE LIKES

+0.13%

Q-O-Q CHANGE:

-2.2%
(-0.3 BPS)

AVERAGE POST REACH vs. PAGE LIKES

8.0%

Q-O-Q CHANGE:

-0.4%
(-3 BPS)

AVERAGE ORGANIC REACH vs. PAGE LIKES

6.0%

Q-O-Q CHANGE:

-2.3%
(-14 BPS)

PERCENTAGE OF PAGES USING PAID MEDIA

26.0%

Q-O-Q CHANGE:

+3.5%
(+87 BPS)

AVERAGE PAID REACH vs. TOTAL REACH

27.1%

Q-O-Q CHANGE:

+3.3%
(+88 BPS)

SOURCE: LOCOWISE (JANUARY 2019). FIGURES REPRESENT AVERAGES FOR Q4 2018. 'Q-O-Q CHANGE' FIGURES REPRESENT THE QUARTER-ON-QUARTER CHANGE vs. Q3 2018. **NOTE:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT PAGES. ON AVERAGE, PAGES WITH LARGER AUDIENCES (I.E. GREATER NUMBERS OF 'PAGE LIKES) WILL EXPERIENCE LOWER LEVELS OF ORGANIC REACH. **ADVISORY:** MANY LARGE BRAND PAGES WILL EXPERIENCE SIGNIFICANTLY LOWER LEVELS OF REACH COMPARED TO THE AVERAGES QUOTED HERE.

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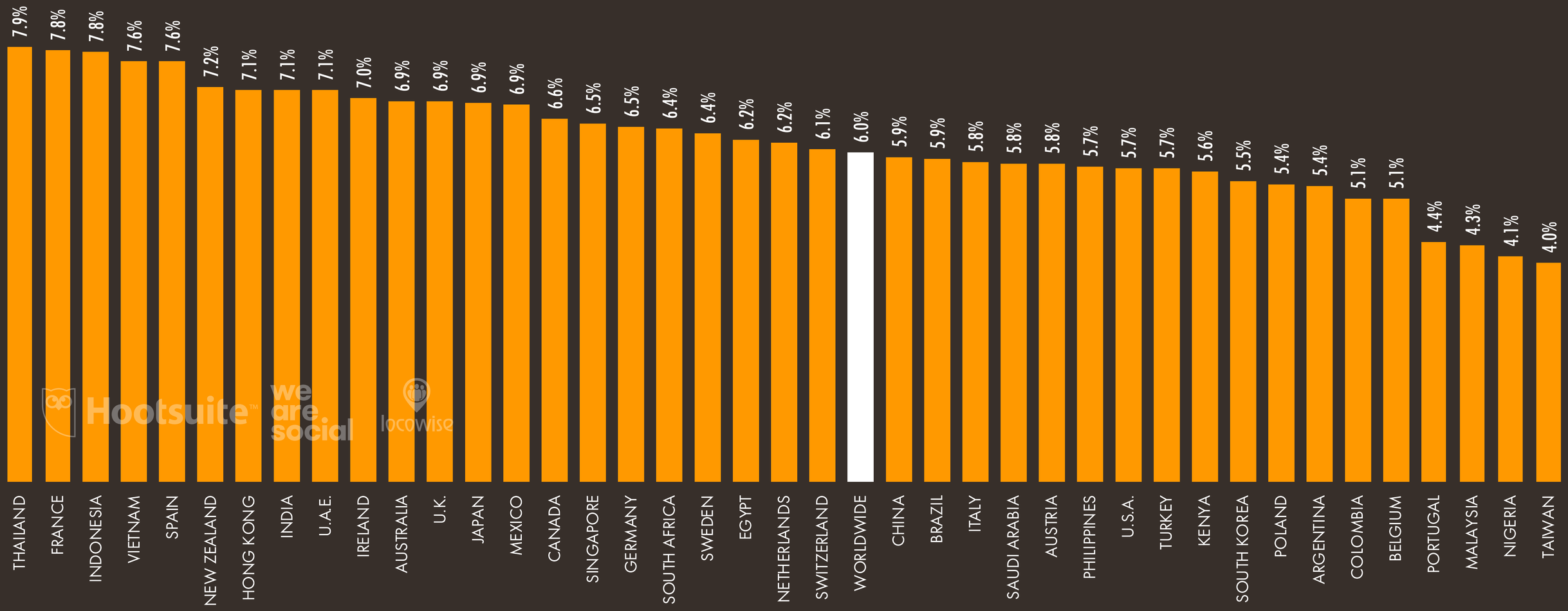
AVERAGE ORGANIC FACEBOOK POST REACH

BASED ON THE AVERAGE REACH OF A FACEBOOK PAGE* POST COMPARED TO THE POSTING PAGE'S TOTAL PAGE LIKES



SOURCE: LOCOWISE (JANUARY 2019). FIGURES REPRESENT AVERAGES FOR Q4 2018. ***NOTE:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT PAGES. ON AVERAGE, PAGES WITH LARGER AUDIENCES (I.E. GREATER NUMBERS OF 'PAGE LIKES) WILL EXPERIENCE LOWER LEVELS OF ORGANIC REACH. **ADVISORY:** MANY LARGE BRAND PAGES WILL EXPERIENCE SIGNIFICANTLY LOWER LEVELS OF REACH COMPARED TO THE AVERAGES QUOTED HERE.

JAN 2019

FACEBOOK ENGAGEMENT BENCHMARKS

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. PAGE REACH

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE POSTS (ALL TYPES OF POST, ALL TYPES OF PAGE*)

3.75%

Q-O-Q CHANGE:

-2.1% (-8 BPS)

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE VIDEO POSTS (ALL TYPES OF PAGE*)

6.03%

Q-O-Q CHANGE:

+3.4% (+20 BPS)

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE PHOTO POSTS (ALL TYPES OF PAGE*)

4.48%

Q-O-Q CHANGE:

-4.2% (-20 BPS)

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE LINK POSTS (ALL TYPES OF PAGE*)

3.01%

Q-O-Q CHANGE:

-6.2% (-20 BPS)

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE STATUS POSTS (ALL TYPES OF PAGE*)

2.01%

Q-O-Q CHANGE:

-0.9% (-2 BPS)

SOURCE: LOCOWISE (JANUARY 2019). FIGURES REPRESENT AVERAGES FOR Q4 2018. 'Q-O-Q CHANGE' FIGURES REPRESENT QUARTER-ON-QUARTER CHANGE vs. Q3 2018. ***NOTE:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT PAGES. ON AVERAGE, PAGES WITH LARGER AUDIENCES (I.E. GREATER NUMBERS OF 'PAGE LIKES') WILL EXPERIENCE LOWER LEVELS OF ENGAGEMENT. **ADVISORY:** MANY LARGE BRAND PAGES WILL EXPERIENCE SIGNIFICANTLY LOWER LEVELS OF ENGAGEMENT COMPARED TO THE AVERAGES QUOTED HERE.

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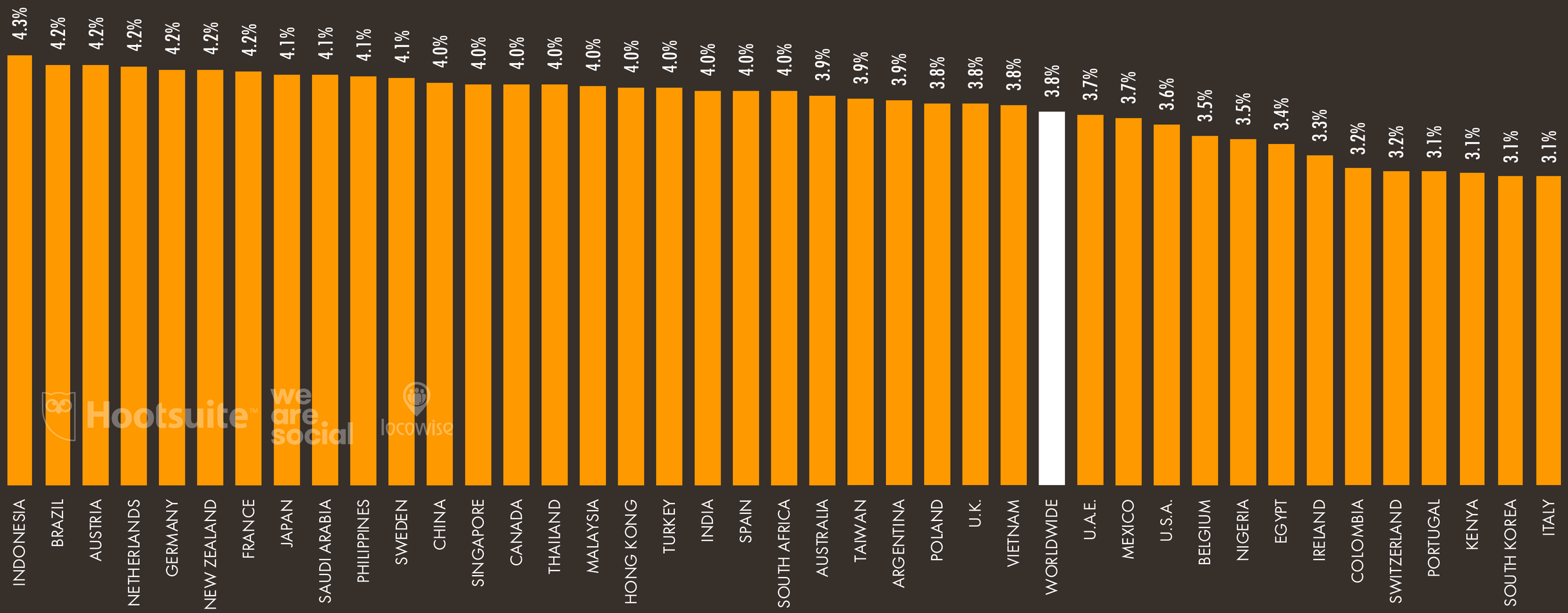
AVERAGE FACEBOOK POST ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. PAGE REACH (NOTE: ALL TYPES OF PAGE*)



SOURCE: LOCOWISE (JANUARY 2019). FIGURES REPRESENT AVERAGES FOR Q4 2018. ***NOTE:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT PAGES. ON AVERAGE, PAGES WITH LARGER AUDIENCES (I.E. GREATER NUMBERS OF 'PAGE LIKES') WILL EXPERIENCE LOWER LEVELS OF ENGAGEMENT. **ADVISORY:** MANY LARGE BRAND PAGES WILL EXPERIENCE SIGNIFICANTLY LOWER LEVELS OF ENGAGEMENT COMPARED TO THE AVERAGES QUOTED HERE.

JAN 2019

COMPARING FACEBOOK PERFORMANCE BY PAGE SIZE

COMPARING THE ORGANIC REACH AND OVERALL ENGAGEMENT RATES OF PAGES WITH FEWER THAN 10,000 FANS, AND MORE THAN 100,000 FANS

PAGES WITH FEWER THAN 10,000 'FANS'

AVERAGE ORGANIC PAGE POST REACH vs. PAGE LIKES (ALL TYPES OF POST AND PAGE*)

8.80%

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE POSTS (ALL TYPES OF POST AND PAGE*)

4.68%

PAGES WITH MORE THAN 100,000 'FANS'

AVERAGE ORGANIC PAGE POST REACH vs. PAGE LIKES (ALL TYPES OF POST AND PAGE*)

3.51%

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE POSTS (ALL TYPES OF POST AND PAGE*)

2.98%

SOURCE: LOCOWISE (JANUARY 2019). FIGURES REPRESENT AVERAGES FOR Q4 2018. **NOTE:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT PAGE TYPES, AND INCLUDE DATA FOR ORGANIC POSTS AND POSTS WITH PAID MEDIA SUPPORT, ACROSS VIDEOS, PHOTOS, STATUS UPDATES, AND LINK POSTS.

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TOP FACEBOOK PAGES

BASED ON FACEBOOK PAGES WITH THE GREATEST NUMBER OF PAGE LIKES

#	PAGE	CATEGORY	'FANS'
01	FACEBOOK	PRODUCT / SERVICE	213,439,863
02	SAMSUNG	PRODUCT / SERVICE	159,534,892
03	CRISTIANO RONALDO	ATHLETE	122,582,580
04	REAL MADRID C.F.	SPORTS TEAM	109,425,674
05	COCA-COLA	PRODUCT / SERVICE	107,533,356
06	FC BARCELONA	SPORTS TEAM	102,658,087
07	SHAKIRA	MUSICIAN	101,753,296
08	VIN DIESEL	ACTOR	98,551,962
09	TASTY	COOKING	96,194,554
10	LEO MESSI	ATHLETE	89,883,368

#	PAGE	CATEGORY	'FANS'
11	EMINEM	MUSICIAN	88,014,532
12	YOUTUBE	PRODUCT / SERVICE	83,526,380
13	MR BEAN	TV SHOW	82,641,600
14	RIHANNA	MUSICIAN	79,887,748
15	MCDONALD'S	PRODUCT / SERVICE	78,946,824
16	JUSTIN BIEBER	MUSICIAN	77,511,620
17	WILL SMITH	ACTOR	77,312,018
18	CGTN	MEDIA	73,688,844
19	MANCHESTER UNITED	SPORTS TEAM	73,295,917
20	HARRY POTTER	MOVIE FRANCHISE	72,930,986

SOURCE: BASED ON DATA FROM FACEBOOK (JANUARY 2019).

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GLOBAL INSTAGRAM USE

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INSTAGRAM AUDIENCE OVERVIEW

BASED ON INSTAGRAM'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

NUMBER OF PEOPLE THAT INSTAGRAM REPORTS CAN BE REACHED WITH ADVERTS ON INSTAGRAM

894.9
MILLION

PERCENTAGE OF ADULTS AGED 13+ THAT CAN BE REACHED WITH ADVERTS ON INSTAGRAM

15%

QUARTER-ON-QUARTER GROWTH IN INSTAGRAM ADVERTISING REACH

+4.4%

PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS FEMALE*

50.3%

PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS MALE*

49.7%

SOURCE: INSTAGRAM (JANUARY 2019); KEPIOS ANALYSIS. ***NOTE:** INSTAGRAM DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'.

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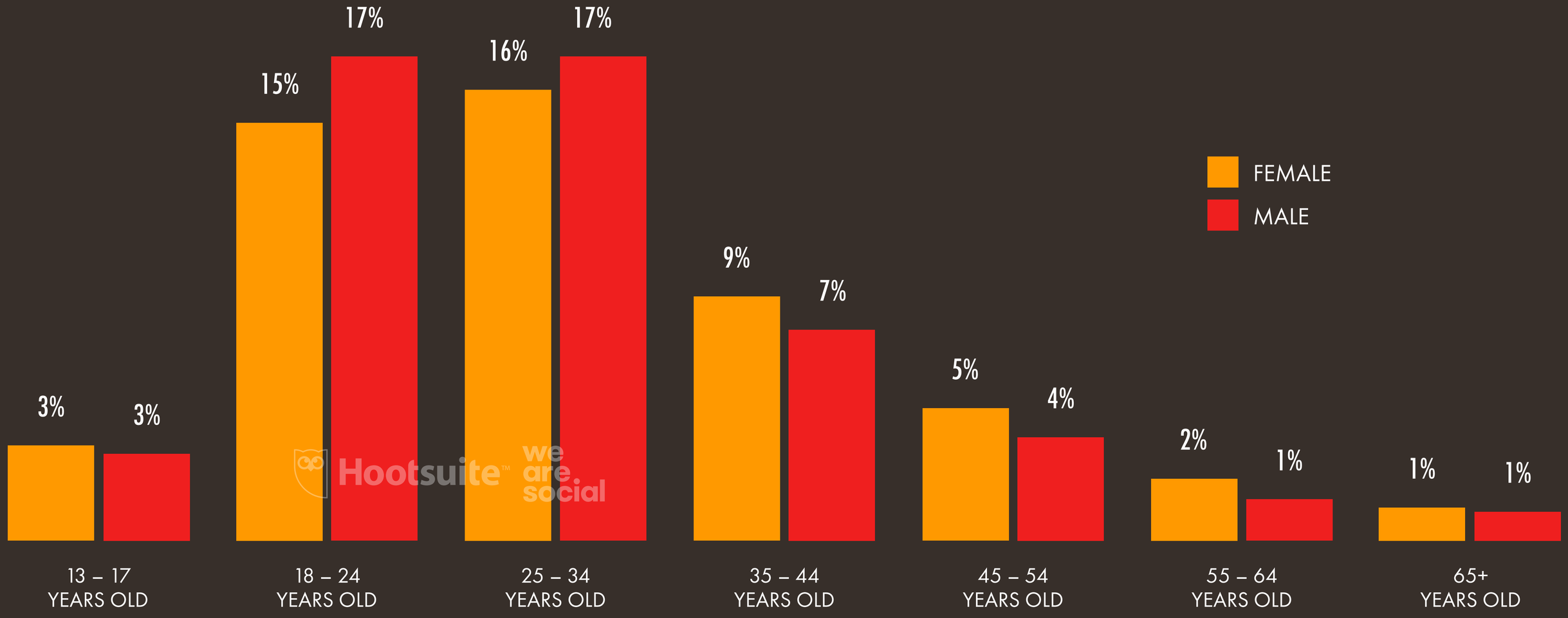
INSTAGRAM AUDIENCE PROFILE

SHARE OF INSTAGRAM'S GLOBAL ADVERTISING AUDIENCE BY AGE AND GENDER



SOURCE: INSTAGRAM (JANUARY 2019); KEPIOS ANALYSIS. **NOTES:** INSTAGRAM DOES NOT REPORT AUDIENCE NUMBERS FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. FIGURES ARE BASED ON THE ADDRESSABLE ADVERTISING AUDIENCE ON THE INSTAGRAM PLATFORM ONLY, AND MAY NOT BE REPRESENTATIVE OF TOTAL MONTHLY ACTIVE INSTAGRAM USERS. PERCENTAGES MAY NOT SUM TO 100% DUE TO ROUNDING.

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INSTAGRAM'S ADVERTISING AUDIENCE

POTENTIAL ADVERTISING REACH ON INSTAGRAM, BY AGE GROUP AND GENDER

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13-17	57,000,000	30,000,000	3%	27,000,000	3%
18-24	280,400,000	130,200,000	15%	150,200,000	17%
25-34	290,400,000	140,200,000	16%	150,200,000	17%
35-44	142,200,000	76,100,000	9%	66,100,000	7%
45-54	73,100,000	41,100,000	5%	32,000,000	4%
55-64	32,000,000	19,000,000	2%	13,000,000	1%
65+	19,800,000	11,000,000	1%	8,800,000	1%
TOTAL	**894,900,000**	**447,600,000**	**50.3%**	**447,300,000**	**49.7%**

SOURCE: INSTAGRAM (JANUARY 2019); KEPIOS ANALYSIS. **NOTES:** INSTAGRAM DOES NOT REPORT AUDIENCE NUMBERS FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. FIGURES ARE BASED ON THE ADDRESSABLE ADVERTISING AUDIENCE ON THE INSTAGRAM PLATFORM ONLY, AND MAY NOT BE REPRESENTATIVE OF TOTAL MONTHLY ACTIVE INSTAGRAM USERS. PERCENTAGES MAY NOT SUM TO 100% DUE TO ROUNDING.

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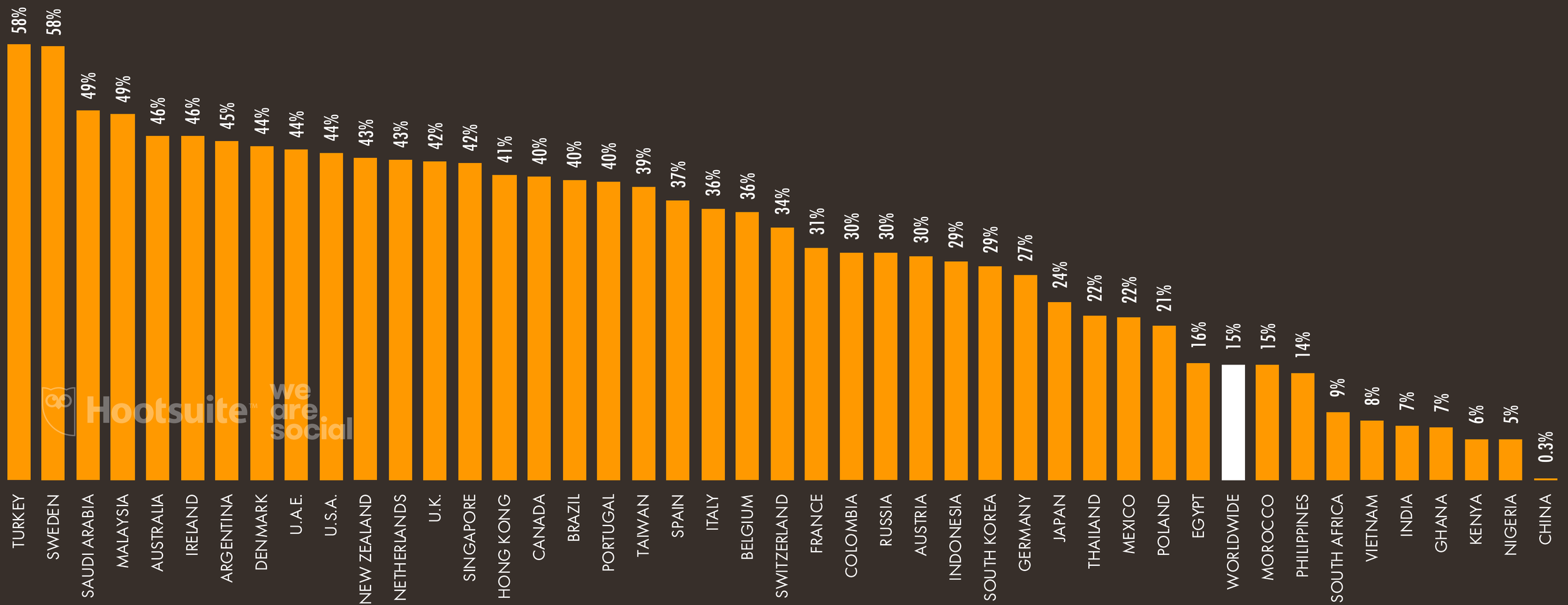
INSTAGRAM AUDIENCE: ELIGIBLE PENETRATION

INSTAGRAM'S ADDRESSABLE ADVERTISING AUDIENCE, COMPARED TO POPULATION AGED 13+



SOURCE: EXTRAPOLATION OF INSTAGRAM DATA (JANUARY 2019); KEPIOS ANALYSIS.

JAN 2019

INSTAGRAM REACH RANKINGS

BASED ON INSTAGRAM'S ADDRESSABLE ADVERTISING AUDIENCE

#	COUNTRY / TERRITORY	REACH	▲QOQ	▲QOQ
01	U.S.A.	120,000,000	0%	[UNCHANGED]
02	INDIA	75,000,000	+5.6%	+4,000,000
03	BRAZIL	69,000,000	+6.2%	+4,000,000
04	INDONESIA	62,000,000	+5.1%	+3,000,000
05	TURKEY	38,000,000	+2.7%	+1,000,000
06	RUSSIAN FEDERATION	37,000,000	+15.6%	+5,000,000
07	JAPAN	27,000,000	+12.5%	+3,000,000
08	U.K.	24,000,000	+4.3%	+1,000,000
09	MEXICO	22,000,000	+4.8%	+1,000,000
10	GERMANY	20,000,000	+5.3%	+1,000,000

#	COUNTRY / TERRITORY	REACH	▲QOQ	▲QOQ
11	ITALY	19,000,000	0%	[UNCHANGED]
12	FRANCE	17,000,000	+6.3%	+1,000,000
13	ARGENTINA	16,000,000	0%	[UNCHANGED]
14	SPAIN	15,000,000	0%	[UNCHANGED]
15=	CANADA	13,000,000	0%	[UNCHANGED]
15=	SOUTH KOREA	13,000,000	+8.3%	+1,000,000
15=	SAUDI ARABIA	13,000,000	+8.3%	+1,000,000
15=	THAILAND	13,000,000	0%	[UNCHANGED]
19=	COLOMBIA	12,000,000	+9.1%	+1,000,000
19=	MALAYSIA	12,000,000	0%	[UNCHANGED]

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SOURCE: EXTRAPOLATION OF INSTAGRAM DATA (JANUARY 2019); KEPIOS ANALYSIS. 'QOQ' FIGURES REPRESENT THE QUARTER-ON-QUARTER GROWTH vs. OCTOBER 2018.

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INSTAGRAM ELIGIBLE PENETRATION RANKINGS

COUNTRIES WITH THE HIGHEST RATES OF INSTAGRAM USE, COMPARED TO NATIONAL POPULATIONS AGED 13+

#	COUNTRY / TERRITORY	% 13+	REACH	▲QOQ
01	BRUNEI	63%	220,000	0%
02	ICELAND	61%	170,000	0%
03	CAYMAN IS.	59%	31,000	+3.3%
04	TURKEY	58%	38,000,000	+2.7%
05	SWEDEN	58%	4,900,000	+2.1%
06	GUAM	57%	72,000	+4.3%
07	CYPRUS	56%	580,000	+7.4%
08	KUWAIT	55%	1,800,000	+5.9%
09	ISRAEL	54%	3,500,000	-5.4%
10	NORWAY	53%	2,400,000	0%

#	COUNTRY / TERRITORY	% 13+	REACH	▲QOQ
11	BAHRAIN	52%	700,000	+1.4%
12	SAUDI ARABIA	49%	13,000,000	+8.3%
13	MALAYSIA	49%	12,000,000	0%
14	CHILE	48%	7,300,000	+2.8%
15	BERMUDA	48%	25,000	0%
16	ARUBA	48%	43,000	+43.3%
17	KAZAKHSTAN	48%	6,800,000	+11.5%
18	MONTENEGRO	47%	250,000	-3.8%
19	ANDORRA	47%	32,000	+14.3%
20	PANAMA	46%	1,500,000	+7.1%

SOURCE: EXTRAPOLATION OF INSTAGRAM DATA (JANUARY 2019); KEPIOS ANALYSIS. 'QOQ' FIGURES REPRESENT THE QUARTER-ON-QUARTER GROWTH vs. OCTOBER 2018.

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INSTAGRAM GENDER RATIO RANKINGS

COUNTRIES / TERRITORIES WITH THE GREATEST GENDER SKEWS IN INSTAGRAM'S ADVERTISING AUDIENCE

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT FEMALE SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	PHILIPPINES	64%	6,700,000
02	FED. STATES OF MICRONESIA	63%	1,500
03	THAILAND	62%	8,400,000
04	LAOS	62%	150,000
05	TRANSNISTRIA	62%	32,000
06	AMERICAN SAMOA	61%	3,500
07	MONGOLIA	61%	250,000
08	TONGA	61%	4,000
09=	ABKHAZIA	60%	52,000
09=	BELARUS	60%	1,300,000

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT MALE SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	AFGHANISTAN	80%	490,000
02	CHAD	79%	15,000
03	SOUTH SUDAN	78%	20,000
04	TAJIKISTAN	78%	280,000
05	NIGER	77%	60,000
06	MALI	75%	120,000
07	BURKINA FASO	75%	85,000
08	INDIA	73%	55,000,000
09	YEMEN	73%	300,000
10	CENTRAL AFRICAN REP.	73%	7,400

SOURCE: EXTRAPOLATION OF INSTAGRAM DATA (JANUARY 2019); KEPIOS ANALYSIS.

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TOP INSTAGRAM ACCOUNTS

INSTAGRAM ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

#	ACCOUNT	HANDLE	FOLLOWERS
01	INSTAGRAM	@INSTAGRAM	276,500,000
02	CRISTIANO RONALDO	@CRISTIANO	151,900,000
03	SELENA GOMEZ	@SELENAGOMEZ	144,500,000
04	ARIANA GRANDE	@ARIANAGRANDE	143,000,000
05	DWAYNE JOHNSON	@THEROCK	129,000,000
06	KIM KARDASHIAN	@KIMKARDASHIAN	125,200,000
07	KYLIE JENNER	@KYLIEJENNER	124,500,000
08	BEYONCÉ	@BEYONCE	123,000,000
09	TAYLOR SWIFT	@TAYLORSWIFT	114,100,000
10	NEYMAR JR.	@NEYMARJR	109,900,000

#	ACCOUNT	HANDLE	FOLLOWERS
11	LEO MESSI	@LEOMESSI	106,700,000
12	JUSTIN BIEBER	@JUSTINBIEBER	104,100,000
13	KENDALL JENNER	@KENDALLJENNER	102,600,000
14	NICKI MINAJ	@NICKIMINAJ	97,800,000
15	NATIONAL GEOGRAPHIC	@NATGEO	97,700,000
16	KHLOÉ KARDASHIAN	@KHLOEKARDASHIAN	85,300,000
17	JENNIFER LOPEZ	@JLO	85,200,000
18	NIKE	@NIKE	84,000,000
19	MILEY CYRUS	@MILEYCYRUS	80,500,000
20	KATY PERRY	@KATYPERRY	74,700,000

SOURCE: BASED ON DATA FROM INSTAGRAM (JANUARY 2019).

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GLOBAL TWITTER USE

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TWITTER AUDIENCE OVERVIEW

BASED ON TWITTER'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

NUMBER OF PEOPLE THAT TWITTER REPORTS CAN BE REACHED WITH ADVERTS ON TWITTER

250.8 MILLION

PERCENTAGE OF ADULTS AGED 13+ THAT CAN BE REACHED WITH ADVERTS ON TWITTER

3.6%

QUARTER-ON-QUARTER GROWTH IN TWITTER ADVERTISING REACH

-1.5%

PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS FEMALE*

34.5%

PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS MALE*

65.5%

SOURCE: TWITTER (JANUARY 2019); KEPIOS ANALYSIS. ***NOTE:** TWITTER DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. GENDER SHARE FIGURES EXTRAPOLATED FROM AVAILABLE DATA.

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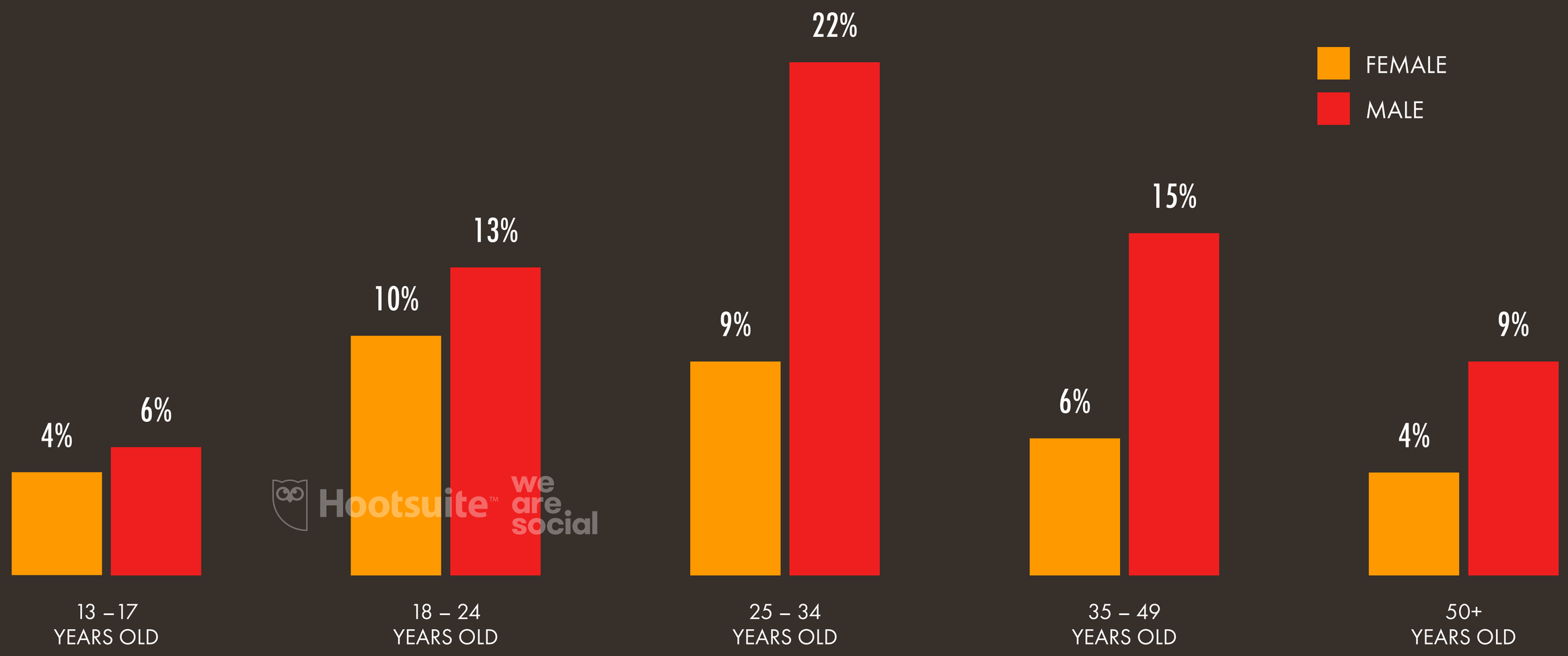
TWITTER AUDIENCE PROFILE

SHARE OF TWITTER'S GLOBAL ADVERTISING AUDIENCE BY AGE AND GENDER



SOURCE: TWITTER (JANUARY 2019); KEPIOS ANALYSIS. **NOTES:** FIGURES ARE EXTRAPOLATED FROM MID-POINTS IN THE RANGES THAT TWITTER REPORTS FOR ITS ADVERTISING AUDIENCES. TWITTER DOES NOT REPORT AUDIENCE NUMBERS FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. FIGURES ARE BASED ON THE ADDRESSABLE ADVERTISING AUDIENCE ON THE TWITTER PLATFORM ONLY, AND MAY NOT BE REPRESENTATIVE OF TOTAL MONTHLY ACTIVE TWITTER USERS. PERCENTAGES MAY NOT SUM TO 100% DUE TO ROUNDING.

JAN 2019

TWITTER'S ADVERTISING AUDIENCE

POTENTIAL ADVERTISING REACH ON TWITTER, BY AGE GROUP AND GENDER

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13-17	25,530,000	11,090,000	4%	14,440,000	6%
18-24	59,830,000	26,320,000	10%	33,510,000	13%
25-34	78,490,000	23,360,000	9%	55,130,000	22%
35-49	52,540,000	15,140,000	6%	37,400,000	15%
50+	34,390,000	11,060,000	4%	23,330,000	9%
TOTAL	**250,780,000**	**86,970,000**	**35%**	**163,810,000**	**65%**

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SOURCE: TWITTER (JANUARY 2019); KEPIOS ANALYSIS. **NOTES:** FIGURES ARE EXTRAPOLATED FROM MID-POINTS IN THE RANGES THAT TWITTER REPORTS FOR ITS ADVERTISING AUDIENCES. TWITTER DOES NOT REPORT AUDIENCE NUMBERS FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. FIGURES ARE BASED ON THE ADDRESSABLE ADVERTISING AUDIENCE ON THE TWITTER PLATFORM ONLY, AND MAY NOT BE REPRESENTATIVE OF TOTAL MONTHLY ACTIVE TWITTER USERS. PERCENTAGES MAY NOT SUM TO 100% DUE TO ROUNDING.

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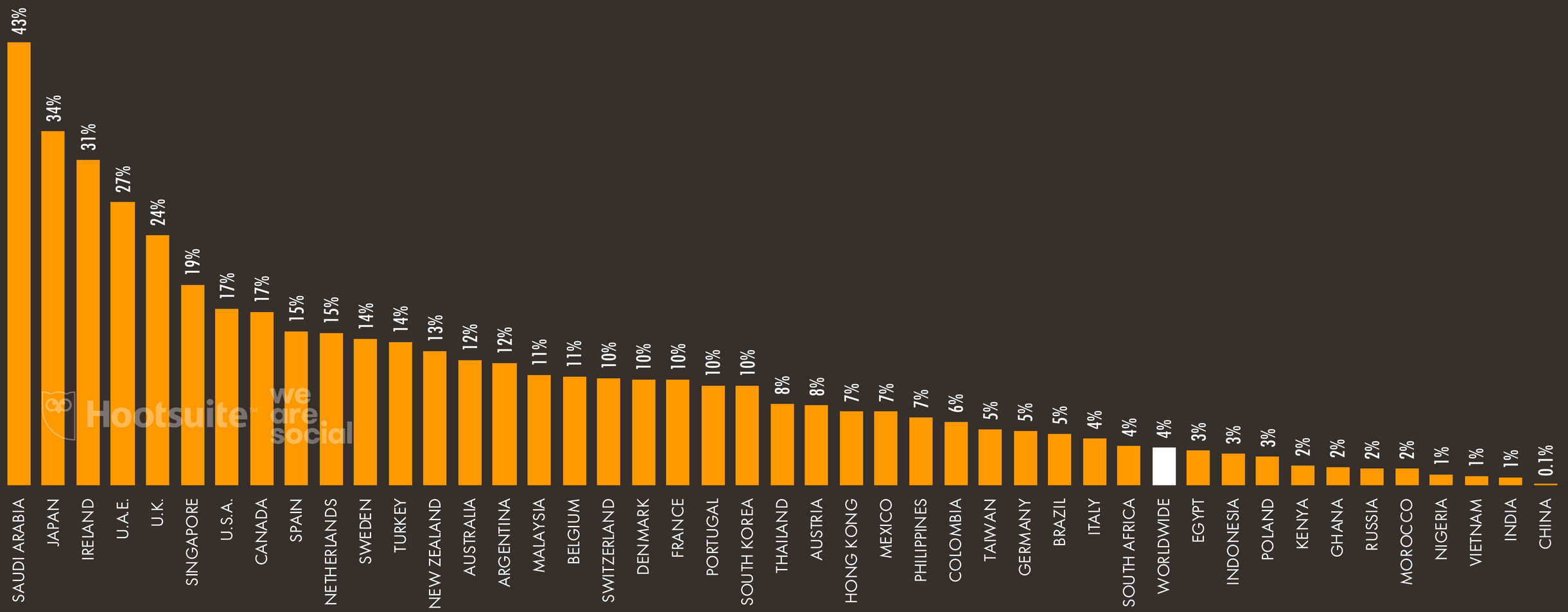
TWITTER AUDIENCE: ELIGIBLE PENETRATION

TWITTER'S ADDRESSABLE ADVERTISING AUDIENCE, COMPARED TO POPULATION AGED 13+



SOURCE: EXTRAPOLATION OF TWITTER DATA (JANUARY 2019); KEPIOS ANALYSIS.

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TWITTER REACH RANKINGS

BASED ON TWITTER'S ADDRESSABLE ADVERTISING AUDIENCE

#	COUNTRY / TERRITORY	REACH	▲QOQ	▲QOQ
01	U.S.A.	47,050,000	-4.7%	-2,300,000
02	JAPAN	38,600,000	-3.1%	-1,250,000
03	U.K.	13,600,000	-0.7%	-100,000
04	SAUDI ARABIA	11,265,000	-0.7%	-75,000
05	TURKEY	9,000,000	+1.9%	+170,000
06	BRAZIL	8,570,000	+1.0%	+85,000
07	INDIA	7,650,000	-2.2%	-175,000
08	MEXICO	7,215,000	+3.7%	+255,000
09	INDONESIA	6,425,000	+4.2%	+260,000
10	SPAIN	6,010,000	-6.7%	-430,000

#	COUNTRY / TERRITORY	REACH	▲QOQ	▲QOQ
11	FRANCE	5,560,000	+1.5%	+80,000
12	CANADA	5,370,000	-1.5%	-80,000
13	PHILIPPINES	5,075,000	+3.4%	+165,000
14	THAILAND	4,700,000	+1.4%	+65,000
15	SOUTH KOREA	4,390,000	+0.9%	+40,000
16	ARGENTINA	4,200,000	-1.5%	-65,000
17	GERMANY	3,865,000	0%	[UNCHANGED]
18	MALAYSIA	2,630,000	+4.2%	+105,000
19	AUSTRALIA	2,560,000	-2.3%	-60,000
20	COLOMBIA	2,405,000	-2.2%	-55,000

SOURCE: EXTRAPOLATION OF TWITTER DATA (JANUARY 2019); KEPIOS ANALYSIS. 'QOQ' FIGURES REPRESENT THE QUARTER-ON-QUARTER GROWTH vs. OCTOBER 2018.

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TWITTER ELIGIBLE PENETRATION RANKINGS

COUNTRIES WITH THE HIGHEST RATES OF TWITTER ADVERTISING REACH, COMPARED TO NATIONAL POPULATIONS AGED 13+

#	COUNTRY / TERRITORY	% 13+	REACH	▲QOQ
01	CAYMAN IS.	59%	31,200	+95.0%
02	KUWAIT	51%	1,675,000	+3.1%
03	ANDORRA	49%	33,600	+29.2%
04	ISLE OF MAN	45%	32,800	+36.7%
05	BAHRAIN	43%	581,500	+8.5%
06	SAUDI ARABIA	43%	11,265,000	-0.7%
07	BERMUDA	41%	21,200	+8.2%
08	ARUBA	37%	33,600	+31.3%
09	JAPAN	34%	38,600,000	-3.1%
10	NORTHERN MARIANA IS.	32%	14,000	+52.5%

#	COUNTRY / TERRITORY	% 13+	REACH	▲QOQ
11	IRELAND	31%	1,233,000	+1.5%
12	ICELAND	31%	85,750	-1.9%
13	QATAR	29%	708,500	+5.0%
14	U.A.E.	27%	2,295,000	+5.5%
15	OMAN	25%	882,000	+2.7%
16	BRUNEI	24%	84,900	-4.6%
17	U.K.	24%	13,600,000	-0.7%
18	GUERNSEY	24%	14,000	-23.9%
19	U.S. VIRGIN IS.	23%	19,600	+104.4%
20	ANTIGUA & BARBUDA	23%	18,800	+38.2%

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SOURCE: EXTRAPOLATION OF TWITTER DATA (JANUARY 2019); KEPIOS ANALYSIS. 'QOQ' FIGURES REPRESENT THE QUARTER-ON-QUARTER GROWTH vs. OCTOBER 2018.

JAN 2019

TWITTER GENDER RATIO RANKINGS

COUNTRIES WITH THE GREATEST GENDER SKEWS IN TWITTER'S ADVERTISING AUDIENCE

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT FEMALE SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	PHILIPPINES	63%	2,965,000
02=	BHUTAN	50%	3,200
02=	FED. STATES OF MICRONESIA	50%	800
02=	TONGA	50%	400
05	GRENADA	48%	4,400
06	MALAYSIA	47%	1,218,000
07	U.S. VIRGIN IS.	47%	10,000
08	THAILAND	47%	2,115,000
09=	FRENCH GUIANA	47%	6,400
09=	ST. KITTS & NEVIS	47%	3,200

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT MALE SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	GUINEA	90%	20,800
02	BURKINA FASO	88%	12,000
03	MOZAMBIQUE	86%	22,800
04	MAURITANIA	86%	19,600
05	RWANDA	84%	36,800
06	GHANA	84%	282,000
07	LIBERIA	84%	10,410
08	MALI	84%	14,400
09	INDIA	84%	5,925,000
10	CENTRAL AFRICAN REP.	83%	2,000

SOURCE: EXTRAPOLATION OF TWITTER DATA (JANUARY 2019); KEPIOS ANALYSIS.

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TOP TWITTER ACCOUNTS

TWITTER ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

#	ACCOUNT	HANDLE	FOLLOWERS
01	KATY PERRY	@KATYPERRY	106,900,000
02	JUSTIN BIEBER	@JUSTINBIEBER	105,000,000
03	BARACK OBAMA	@BARACKOBAMA	104,300,000
04	RIHANNA	@RIHANNA	89,100,000
05	TAYLOR SWIFT	@TAYLORSWIFT13	83,400,000
06	LADY GAGA	@LADYGAGA	77,600,000
07	THE ELLEN SHOW	@THEELLENSHOW	76,900,000
08	CRISTIANO RONALDO	@CRISTIANO	76,200,000
09	YOUTUBE	@YOUTUBE	71,200,000
10	JUSTIN TIMBERLAKE	@JTIMBERLAKE	64,700,000

#	ACCOUNT	HANDLE	FOLLOWERS
11	ARIANA GRANDE	@ARIANAGRANDE	60,200,000
12	KIM KARDASHIAN	@KIMKARDASHIAN	59,400,000
13	DONALD TRUMP	@REALDONALDTRUMP	57,400,000
14	DEMI LOVATO	@DDLOVATO	57,300,000
15	SELENA GOMEZ	@SELENAGOMEZ	56,900,000
16	BRITNEY SPEARS	@BRTINEYSPEARS	56,500,000
17	TWITTER	@TWITTER	55,900,000
18	CNN	@CNNBRK	54,600,000
19	SHAKIRA	@SHAKIRA	50,900,000
20	JIMMY FALLON	@JIMMYFALLON	50,800,000

SOURCE: BASED ON DATA FROM TWITTER (JANUARY 2019).

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MOST FREQUENTLY USED EMOJI ON TWITTER

EMOJITRACKER'S RANKING OF THE MOST FREQUENTLY USED EMOJI IN TWEETS POSTED SINCE JULY 2013

#	EMOJI	TIMES USED
01	😂	2,291,000,000
02	❤️	1,097,000,000
03	♻️	936,000,000
04	😍	843,000,000
05	❤️	700,000,000
06	😭	662,000,000
07	😊	570,000,000
08	😒	477,000,000
09	💕	448,000,000
10	😘	435,000,000

#	EMOJI	TIMES USED
11	😩	393,000,000
12	☺️	365,000,000
13	👌	339,000,000
14	😔	326,000,000
15	😄	318,000,000
16	😏	311,000,000
17	😉	266,000,000
18	👍	230,000,000
19	⬅️	228,000,000
20	😅	211,000,000

#	EMOJI	TIMES USED
21	😌	211,000,000
22	🙏	209,000,000
23	😢	208,000,000
24	👀	203,000,000
25	💔	201,000,000
26	🎶	201,000,000
27	😎	200,000,000
28	💙	182,000,000
29	🙌	180,000,000
30	😳	176,000,000

SOURCE: EMOJITRACKER.COM (JANUARY 2019). FIGURES REPRESENT THE NUMBER OF TWEETS CONTAINING EACH EMOJI SINCE 04 JULY 2013, ROUNDED TO THE NEAREST MILLION.

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GLOBAL SNAPCHAT USE

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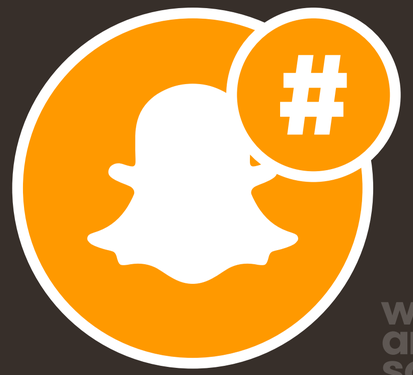
JAN 2019

SNAPCHAT AUDIENCE OVERVIEW

BASED ON SNAPCHAT'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

NUMBER OF PEOPLE THAT SNAPCHAT REPORTS CAN BE REACHED WITH ADVERTS ON SNAPCHAT



306.5 MILLION

PERCENTAGE OF ADULTS AGED 13+ THAT CAN BE REACHED WITH ADVERTS ON SNAPCHAT

5.1%

QUARTER-ON-QUARTER GROWTH IN SNAPCHAT ADVERTISING REACH

-12%

PERCENTAGE OF ITS AD AUDIENCE THAT SNAPCHAT REPORTS IS FEMALE*

60%

PERCENTAGE OF ITS AD AUDIENCE THAT SNAPCHAT REPORTS IS MALE*

38%

SOURCE: SNAPCHAT (JANUARY 2019); KEPIOS ANALYSIS. ***NOTE:** SNAPCHAT DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE', BUT THE DATA THAT THE PLATFORM REPORTS FOR MALE AND FEMALE AUDIENCES DO NOT SUM TO 100% OF THE TOTAL AUDIENCE FIGURE.

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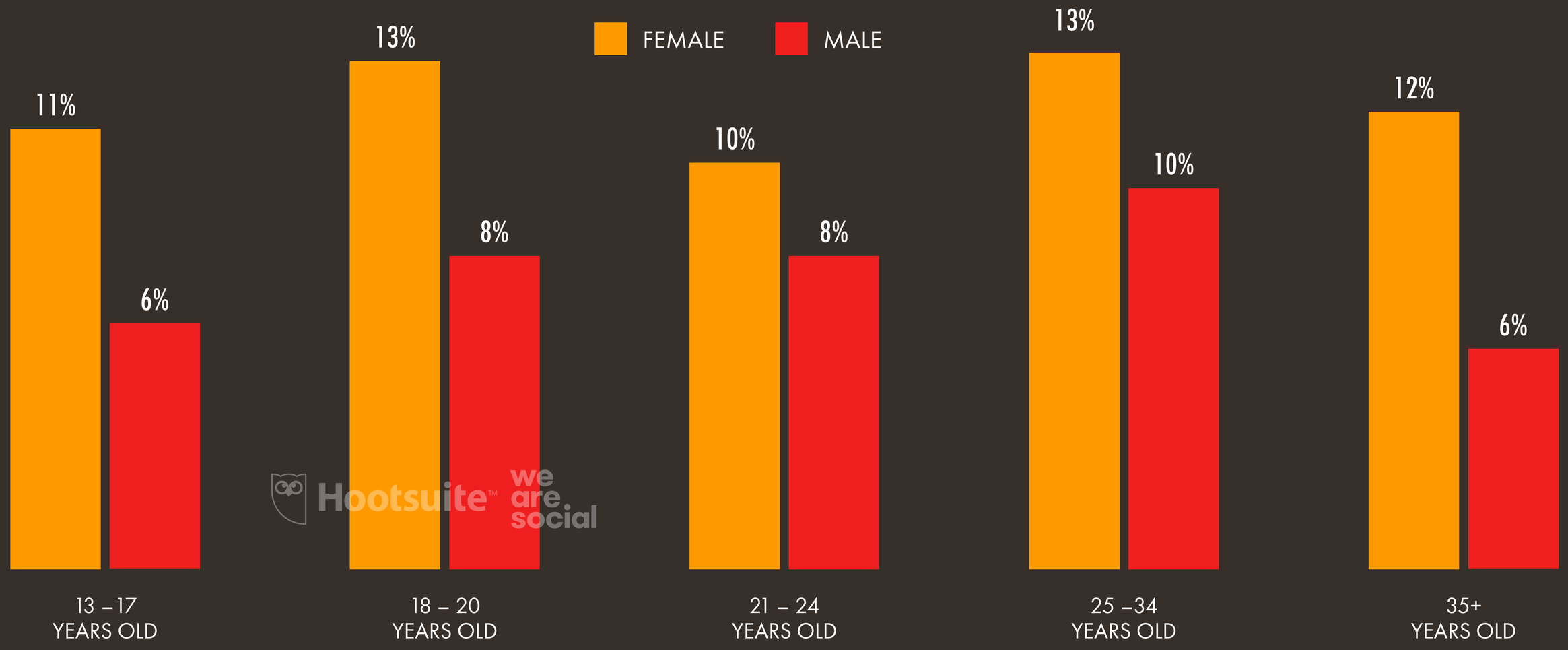
SNAPCHAT AUDIENCE PROFILE

SHARE OF SNAPCHAT'S GLOBAL ADVERTISING AUDIENCE BY AGE AND GENDER



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SOURCE: SNAPCHAT (JANUARY 2019); KEPIOS ANALYSIS. **NOTES:** FIGURES ARE EXTRAPOLATED FROM THE MID-POINTS IN THE RANGES SNAPCHAT REPORTS FOR ITS ADVERTISING AUDIENCES. SNAPCHAT'S REPORTING INCLUDES GENDERS OTHER THAN 'MALE' OR 'FEMALE', BUT DOES NOT REPORT NUMBERS FOR AUDIENCES OTHER THAN MALE OR FEMALE. AS A RESULT, PERCENTAGES DO NOT SUM TO 100%. FIGURES ARE BASED ON THE ADDRESSABLE ADVERTISING AUDIENCE ON SNAPCHAT ONLY, AND MAY NOT BE REPRESENTATIVE OF TOTAL ACTIVE SNAPCHAT USERS.

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SNAPCHAT'S ADVERTISING AUDIENCE

POTENTIAL ADVERTISING REACH ON SNAPCHAT, BY AGE GROUP AND GENDER

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13-17	54,300,000	34,700,000	11%	19,600,000	6%
18-20	65,410,000	40,250,000	13%	25,160,000	8%
21-24	56,810,000	31,910,000	10%	24,900,000	8%
25-34	71,330,000	41,250,000	13%	30,080,000	10%
35+	53,890,000	36,380,000	12%	17,510,000	6%
TOTAL	**306,530,000**	**184,490,000**	**60%**	**117,250,000**	**38%**

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SOURCE: SNAPCHAT (JANUARY 2019); KEPIOS ANALYSIS. **NOTES:** FIGURES ARE EXTRAPOLATED FROM THE MID-POINTS IN THE RANGES SNAPCHAT REPORTS FOR ITS ADVERTISING AUDIENCES. SNAPCHAT'S REPORTING INCLUDES GENDERS OTHER THAN 'MALE' OR 'FEMALE', BUT DOES NOT REPORT NUMBERS FOR AUDIENCES OTHER THAN MALE OR FEMALE. AS A RESULT, PERCENTAGES DO NOT SUM TO 100%. FIGURES ARE BASED ON THE ADDRESSABLE ADVERTISING AUDIENCE ON SNAPCHAT ONLY, AND MAY NOT BE REPRESENTATIVE OF TOTAL ACTIVE SNAPCHAT USERS.

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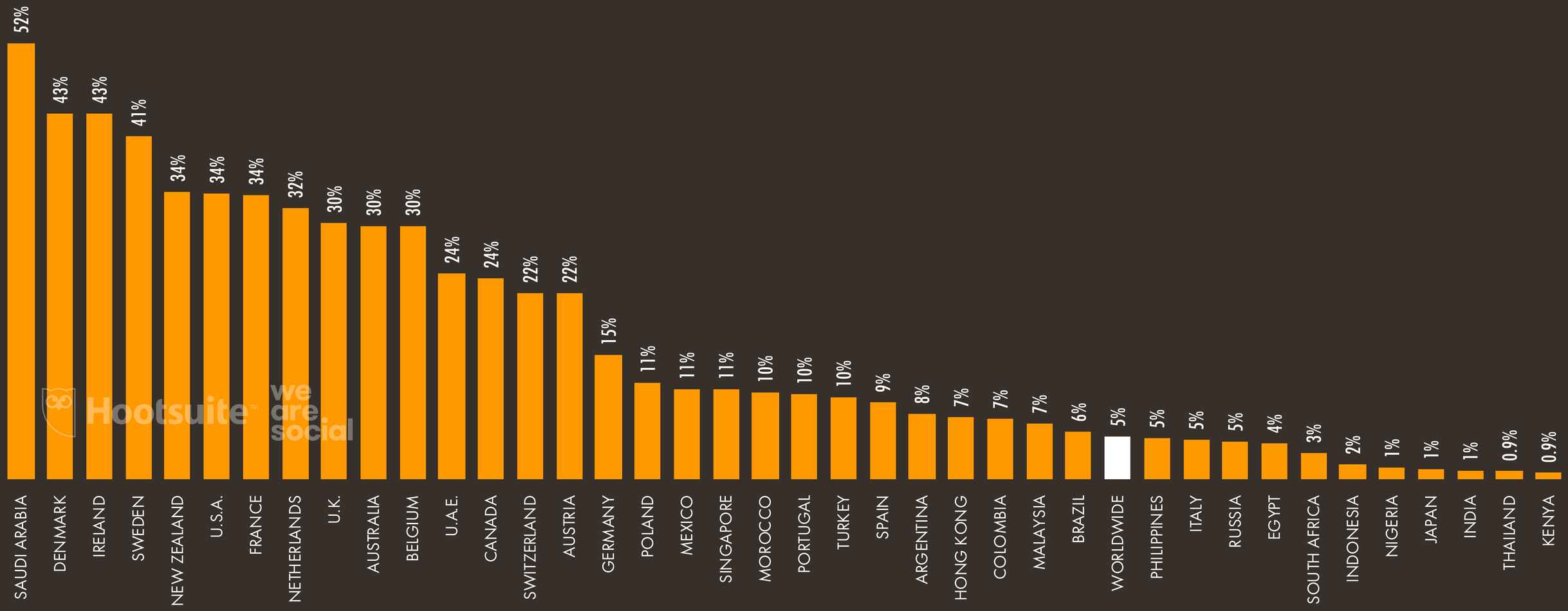
SNAPCHAT AUDIENCE: ELIGIBLE PENETRATION

SNAPCHAT'S ADDRESSABLE ADVERTISING AUDIENCE, COMPARED TO POPULATION AGED 13+



SOURCE: EXTRAPOLATION OF SNAPCHAT DATA (JANUARY 2019); KEPIOS ANALYSIS.

JAN 2019

SNAPCHAT REACH RANKINGS

BASED ON SNAPCHAT'S ADDRESSABLE ADVERTISING AUDIENCE

#	COUNTRY / TERRITORY	REACH	▲QOQ	▲QOQ
01	U.S.A.	93,250,000	-14.8%	-16,250,000
02	FRANCE	18,500,000	-10.4%	-2,150,000
03	U.K.	17,150,000	-13.8%	-2,750,000
04	SAUDI ARABIA	13,650,000	-15.5%	-2,500,000
05	INDIA	11,150,000	+1.8%	+200,000
06	MEXICO	10,900,000	-6.4%	-750,000
07	GERMANY	10,800,000	-7.3%	-850,000
08	BRAZIL	9,900,000	-20.2%	-2,500,000
09	CANADA	7,700,000	-23.4%	-2,350,000
10=	AUSTRALIA	6,350,000	-13.6%	-1,000,000

#	COUNTRY / TERRITORY	REACH	▲QOQ	▲QOQ
10=	TURKEY	6,350,000	-25.7%	-2,200,000
12	RUSSIAN FEDERATION	5,500,000	+8.9%	+450,000
13	NETHERLANDS	4,750,000	-5.9%	-300,000
14	IRAQ	4,300,000	-6.5%	-300,000
15=	INDONESIA	3,800,000	-1.3%	-50,000
15=	POLAND	3,800,000	-14.6%	-650,000
17=	PHILIPPINES	3,700,000	+8.8%	+300,000
17=	SPAIN	3,700,000	-22.1%	-1,050,000
19	SWEDEN	3,450,000	-10.4%	-400,000
20	EGYPT	3,050,000	+3.4%	+100,000

SOURCE: EXTRAPOLATION OF SNAPCHAT DATA (JANUARY 2019); KEPIOS ANALYSIS. 'QOQ' FIGURES REPRESENT THE QUARTER-ON-QUARTER GROWTH vs. OCTOBER 2018.

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SNAPCHAT ELIGIBLE PENETRATION RANKINGS

COUNTRIES WITH THE HIGHEST RATES OF SNAPCHAT ADVERTISING REACH, COMPARED TO NATIONAL POPULATIONS AGED 13+

#	COUNTRY / TERRITORY	% 13+	REACH	▲QOQ
01	NORWAY	62%	2,800,000	-5.1%
02	BAHRAIN	61%	825,000	0%
03	LUXEMBOURG	61%	307,500	0%
04	SAUDI ARABIA	52%	13,650,000	-15.5%
05	KUWAIT	50%	1,650,000	-15.4%
06	DENMARK	43%	2,150,000	-12.2%
07	IRELAND	43%	1,700,000	-8.1%
08	SWEDEN	41%	3,450,000	-10.4%
09	NEW ZEALAND	34%	1,350,000	-6.9%
10	U.S.A.	34%	93,250,000	-14.8%

#	COUNTRY / TERRITORY	% 13+	REACH	▲QOQ
11	FRANCE	34%	18,500,000	-10.4%
12	NETHERLANDS	32%	4,750,000	-5.9%
13	U.K.	30%	17,150,000	-13.8%
14	AUSTRALIA	30%	6,350,000	-13.6%
15	BELGIUM	30%	2,950,000	-9.2%
16	OMAN	26%	945,000	-14.1%
17	U.A.E.	24%	2,050,000	-16.3%
18	JORDAN	24%	1,700,000	-17.1%
19	PUERTO RICO	24%	765,000	0%
20	CANADA	24%	7,700,000	-23.4%

SOURCE: EXTRAPOLATION OF SNAPCHAT DATA (JANUARY 2019); KEPIOS ANALYSIS. 'QOQ' FIGURES REPRESENT THE QUARTER-ON-QUARTER GROWTH vs. OCTOBER 2018.

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SNAPCHAT GENDER RATIO RANKINGS

COUNTRIES WITH THE GREATEST GENDER SKEWS IN SNAPCHAT'S ADVERTISING AUDIENCE

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT FEMALE SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	KAZAKHSTAN	90%	1,387,250
02	RUSSIAN FEDERATION	88%	4,829,000
03	INDONESIA	87%	3,294,600
04	PHILIPPINES	81%	2,989,600
05	SOUTH AFRICA	79%	1,063,800
06	CHILE	78%	859,100
07	PERU	77%	751,725
08	JAPAN	77%	1,034,100
09	COLOMBIA	76%	2,151,750
10	GREECE	74%	366,300

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT MALE SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	BAHRAIN	50%	410,850
02	INDIA	48%	5,363,150
03	LUXEMBOURG	48%	146,370
04=	NORWAY	47%	1,310,400
04=	SWEDEN	47%	1,614,600
06	SAUDI ARABIA	47%	6,374,550
07=	HONG KONG	47%	230,175
07=	SLOVENIA	47%	156,938
09	QATAR	46%	243,600
10	IRELAND	46%	778,600

SOURCE: EXTRAPOLATION OF SNAPCHAT DATA (JANUARY 2019); KEPIOS ANALYSIS.

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GLOBAL LINKEDIN USE

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LINKEDIN AUDIENCE OVERVIEW

BASED ON LINKEDIN'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

NUMBER OF PEOPLE THAT LINKEDIN REPORTS CAN BE REACHED WITH ADVERTS ON LINKEDIN

604.4
MILLION

PERCENTAGE OF ADULTS AGED 18+ THAT CAN BE REACHED WITH ADVERTS ON LINKEDIN

11%

QUARTER-ON-QUARTER GROWTH IN LINKEDIN ADVERTISING REACH

+3.2%

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS FEMALE*

44%

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS MALE*

56%

SOURCE: LINKEDIN (JANUARY 2019); KEPIOS ANALYSIS. ***NOTE:** LINKEDIN'S ADVERTISING AUDIENCE FIGURES ARE BASED ON TOTAL MEMBERS, NOT MONTHLY ACTIVE USERS. LINKEDIN DOES NOT REPORT ADVERTISING AUDIENCE FIGURES FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. GENDER DATA HAVE BEEN EXTRAPOLATED BASED ON AVAILABLE DATA.

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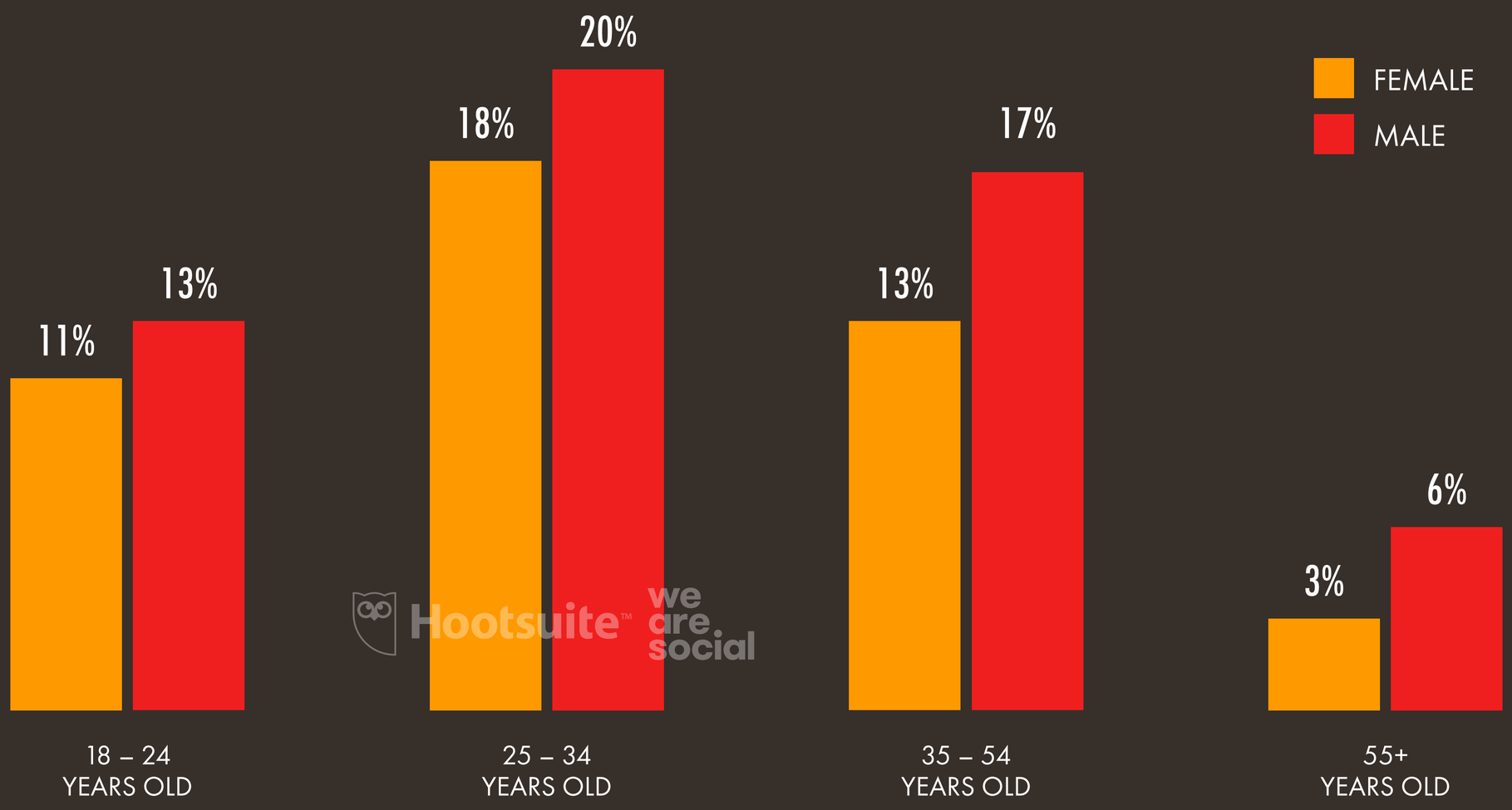
LINKEDIN AUDIENCE PROFILE

SHARE OF LINKEDIN'S GLOBAL ADVERTISING AUDIENCE BY AGE AND GENDER



SOURCE: LINKEDIN (JANUARY 2019); KEPIOS ANALYSIS. **NOTES:** FIGURES ARE BASED ON REGISTERED LINKEDIN MEMBERS (AS REPORTED BY LINKEDIN) AND NOT MONTHLY ACTIVE USERS (AS REPORTED BY OTHER PLATFORMS). LINKEDIN DOES NOT REPORT AUDIENCE NUMBERS FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. FIGURES ARE BASED ON THE ADDRESSABLE ADVERTISING AUDIENCE ON LINKEDIN ONLY, AND MAY NOT BE REPRESENTATIVE OF ALL ACTIVE LINKEDIN USERS. PERCENTAGES MAY NOT SUM TO 100% DUE TO ROUNDING.

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LINKEDIN'S ADVERTISING AUDIENCE

POTENTIAL ADVERTISING REACH ON LINKEDIN, BY AGE GROUP AND GENDER

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
18-24	140,180,000	64,400,000	11%	75,780,000	13%
25-34	228,760,000	106,070,000	18%	122,690,000	20%
35-54	180,420,000	75,770,000	13%	104,650,000	17%
55+	55,030,000	18,940,000	3%	36,090,000	6%
TOTAL	**604,390,000**	**265,180,000**	**44%**	**339,210,000**	**56%**

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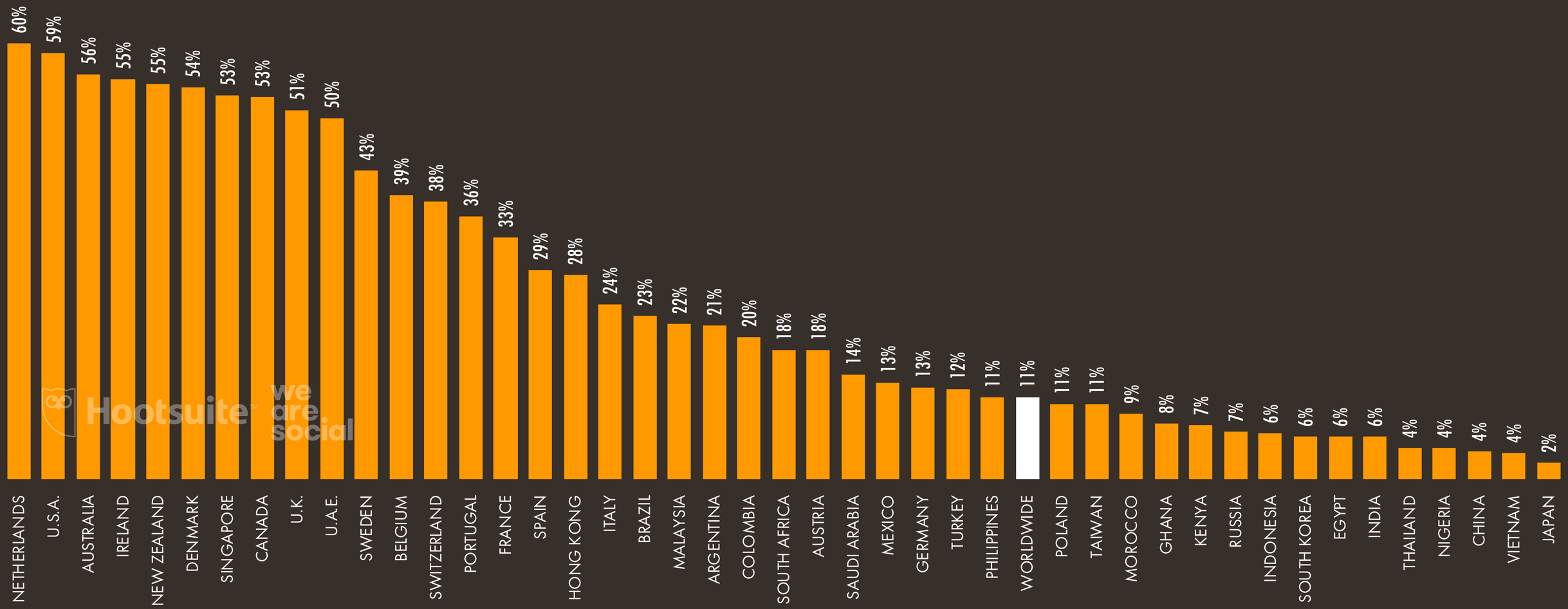
SOURCE: LINKEDIN (JANUARY 2019); KEPIOS ANALYSIS. **NOTES:** FIGURES ARE BASED ON REGISTERED LINKEDIN MEMBERS (AS REPORTED BY LINKEDIN) AND NOT MONTHLY ACTIVE USERS (AS REPORTED BY OTHER PLATFORMS). LINKEDIN DOES NOT REPORT AUDIENCE NUMBERS FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. FIGURES ARE BASED ON THE ADDRESSABLE ADVERTISING AUDIENCE ON LINKEDIN ONLY, AND MAY NOT BE REPRESENTATIVE OF ALL ACTIVE LINKEDIN USERS. PERCENTAGES MAY NOT SUM TO 100% DUE TO ROUNDING.

JAN 2019

LINKEDIN AUDIENCE: ADULT PENETRATION

LINKEDIN'S ADDRESSABLE ADVERTISING AUDIENCE, COMPARED TO POPULATION AGED 18+



SOURCE: EXTRAPOLATION OF LINKEDIN DATA (JANUARY 2019); KEPIOS ANALYSIS. **NOTE:** LINKEDIN'S ADVERTISING AUDIENCE FIGURES ARE BASED ON TOTAL MEMBERS, NOT MONTHLY ACTIVE USERS. NOTE THAT THE 'ELIGIBLE POPULATION' FOR LINKEDIN REFERS TO ADULTS AGED 18 AND ABOVE, AND NOT ADULTS AGED 13 AND ABOVE, AS USED FOR THE ELIGIBLE AUDIENCES OF OTHER SOCIAL MEDIA PLATFORMS IN THIS REPORT.

JAN 2019

LINKEDIN REACH RANKINGS

BASED ON LINKEDIN'S ADDRESSABLE ADVERTISING AUDIENCE

#	COUNTRY / TERRITORY	REACH	▲QOQ	▲QOQ
01	U.S.A.	150,000,000	0%	[UNCHANGED]
02	INDIA	54,000,000	+3.8%	+2,000,000
03	CHINA	44,000,000	0%	[UNCHANGED]
04	BRAZIL	35,000,000	+2.9%	+1,000,000
05	U.K.	27,000,000	+8.0%	+2,000,000
06	FRANCE	17,000,000	0%	[UNCHANGED]
07	CANADA	16,000,000	+6.7%	+1,000,000
08=	INDONESIA	12,000,000	+9.1%	+1,000,000
08=	ITALY	12,000,000	0%	[UNCHANGED]
08=	MEXICO	12,000,000	-7.7%	-1,000,000

#	COUNTRY / TERRITORY	REACH	▲QOQ	▲QOQ
11=	AUSTRALIA	11,000,000	+10.0%	+1,000,000
11=	SPAIN	11,000,000	0%	[UNCHANGED]
13	GERMANY	8,800,000	-2.2%	-200,000
14	NETHERLANDS	8,300,000	+6.4%	+500,000
15	RUSSIAN FEDERATION	7,600,000	+13.4%	+900,000
16	PHILIPPINES	7,400,000	+10.4%	+700,000
17	TURKEY	7,300,000	+5.8%	+400,000
18	COLOMBIA	7,000,000	+2.9%	+200,000
19	SOUTH AFRICA	6,900,000	+1.5%	+100,000
20	ARGENTINA	6,800,000	+3.0%	+200,000

SOURCE: EXTRAPOLATION OF LINKEDIN DATA (JANUARY 2019); KEPIOS ANALYSIS. 'QOQ' FIGURES REPRESENT THE QUARTER-ON-QUARTER GROWTH vs. OCTOBER 2018.
NOTE: LINKEDIN'S ADVERTISING AUDIENCE FIGURES ARE BASED ON TOTAL MEMBERS, NOT MONTHLY ACTIVE USERS.

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LINKEDIN ADULT PENETRATION RANKINGS

COUNTRIES WITH THE HIGHEST RATES OF LINKEDIN ADVERTISING REACH, COMPARED TO NATIONAL POPULATIONS AGED 18+

#	COUNTRY / TERRITORY	% 18+	REACH	▲QOQ
01	BERMUDA	93%	45,000	0%
02	ICELAND	85%	220,000	0%
03	AMERICAN SAMOA	78%	28,000	+7.7%
04	CAYMAN IS.	75%	37,000	0%
05	ANDORRA	63%	40,000	+5.3%
06	U.S. VIRGIN IS.	62%	50,000	0%
07	NETHERLANDS	60%	8,300,000	+6.4%
08	U.S.A.	59%	150,000,000	0%
09	AUSTRALIA	56%	11,000,000	+10.0%
10	IRELAND	55%	2,000,000	0%

#	COUNTRY / TERRITORY	% 18+	REACH	▲QOQ
11	ARUBA	55%	46,000	+4.5%
12	NEW ZEALAND	55%	2,000,000	+5.3%
13	DENMARK	54%	2,500,000	+4.2%
14	SINGAPORE	53%	2,600,000	+13.0%
15	CANADA	53%	16,000,000	+6.7%
16	MALTA	53%	190,000	0%
17	GUAM	52%	59,000	0%
18	U.K.	51%	27,000,000	+8.0%
19	LUXEMBOURG	51%	240,000	+4.3%
20	U.A.E.	50%	4,000,000	+11.1%

SOURCE: EXTRAPOLATION OF LINKEDIN DATA (JANUARY 2019); KEPIOS ANALYSIS. 'QOQ' FIGURES REPRESENT THE QUARTER-ON-QUARTER GROWTH vs. OCTOBER 2018.
NOTE: LINKEDIN'S ADVERTISING AUDIENCE FIGURES ARE BASED ON TOTAL MEMBERS, NOT MONTHLY ACTIVE USERS.

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LINKEDIN GENDER RATIO RANKINGS

COUNTRIES WITH THE GREATEST GENDER SKEWS IN LINKEDIN'S ADVERTISING AUDIENCE

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT FEMALE SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	LITHUANIA	69%	120,000
02	LATVIA	67%	97,000
03	CHINA	65%	11,000,000
04	MYANMAR	60%	98,000
05	GEORGIA	60%	96,000
06	BHUTAN	59%	19,000
07	JAMAICA	59%	170,000
08	ROMANIA	56%	1,000,000
09	TONGA	56%	2,500
10	MOLDOVA	55%	81,000

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT MALE SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	YEMEN	89%	110,000
02	IRAQ	85%	380,000
03	SOMALIA	84%	36,000
04	AFGHANISTAN	84%	170,000
05	PAKISTAN	83%	3,300,000
06	SAUDI ARABIA	83%	2,100,000
07	LIBYA	82%	120,000
08	CHAD	82%	15,000
09	MAURITANIA	81%	24,000
10	NIGER	81%	29,000

SOURCE: EXTRAPOLATION OF LINKEDIN DATA (JANUARY 2019); KEPIOS ANALYSIS.
NOTE: LINKEDIN'S ADVERTISING AUDIENCE FIGURES ARE BASED ON TOTAL MEMBERS, NOT MONTHLY ACTIVE USERS.

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GLOBAL YOUTUBE INSIGHTS

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TOP YOUTUBE SEARCH QUERIES IN 2018

BASED ON SEARCHES ON THE YOUTUBE PLATFORM THROUGHOUT 2018

#	SEARCH QUERY	INDEX
01	SONG	100
02	SONGS	59
03	MOVIES	24
04	MUSIC	21
05	BABY	20
06	DJ	19
07	KARAOKE	17
08	MUSICA	16
09	FORTNITE	16
10	HINDI MOVIE	14

#	SEARCH QUERY	INDEX
11	MINECRAFT	12
12	NEW SONG	11
13	เพลง	10
14	BTS	10
15	COMEDY	10
16	MÚSICA	8
17	CARTOON	8
18	PEPPA	7
19	WWE	7
20	SONGS 2018	7

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SOURCE: GOOGLE TRENDS (ACCESSED JANUARY 2019); KEPIOS ANALYSIS. **NOTES:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE 'INDEX' COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY).

JAN 2019

MOST-VIEWED YOUTUBE VIDEOS OF ALL TIME

BASED ON THE TOTAL NUMBER OF GLOBAL VIEWS TO JANUARY 2019

#	VIDEO	VIDEO VIEWS	LIKES	DISLIKES
01	LUIS FONSI FEAT. DADDY YANKEE – DESPACITO	5,890,000,000	31,600,000	3,800,000
02	ED SHEERAN – SHAPE OF YOU	4,020,000,000	18,760,000	1,050,000
03	WHIZ KHALIFA FEAT. CHARLIE PUTH – SEE YOU AGAIN	3,960,000,000	22,750,000	750,000
04	MARK RONSON FEAT. BRUNO MARS – UPTOWN FUNK	3,430,000,000	12,200,000	750,000
05	GET MOVIES – MASHA AND THE BEAR (EPISODE 17): RECIPE FOR DISASTER	3,400,000,000	4,250,000	2,300,000
06	PSY – GANGNAM STYLE	3,270,000,000	15,250,000	2,150,000
07	JUSTIN BIEBER – SORRY (PURPOSE: THE MOVEMENT)	3,070,000,000	11,150,000	1,450,000
08	MAROON 5 – SUGAR	2,860,000,000	9,650,000	450,000
09	TAYLOR SWIFT – SHAKE IT OFF	2,720,000,000	8,100,000	900,000
10	KATY PERRY – ROAR	2,710,000,000	9,000,000	750,000

SOURCES: DBASE (JANUARY 2019); YOUTUBE (JANUARY 2019). VIEW COUNTS HAVE BEEN ROUNDED TO THE NEAREST 10 MILLION; LIKES AND DISLIKES TO THE NEAREST 50,000.

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JAN 2019

TOP YOUTUBE ACCOUNTS

YOUTUBE CHANNELS WITH THE GREATEST NUMBER OF SUBSCRIBERS

#	ACCOUNT NAME	SUBSCRIBERS	TOTAL VIEWS
01	PEWDIEPIE	80,966,144	20,062,557,279
02	T-SERIES	80,582,001	58,887,301,801
03	5-MINUTE CRAFTS	46,833,105	11,631,403,326
04	CANAL KONDZILLA	45,461,411	22,402,288,625
05	JUSTIN BIEBER	42,825,053	18,939,094,641
06	SET INDIA	39,686,629	27,443,839,706
07	WWE	38,606,540	29,372,043,394
08	DUDE PERFECT	38,139,286	7,001,756,552
09	ED SHEERAN	36,489,362	15,821,238,795
10	EMINEMMUSIC	35,424,882	13,291,442,912

#	ACCOUNT NAME	SUBSCRIBERS	TOTAL VIEWS
11	HOLASOYGERMAN	35,330,388	3,750,932,284
12	JUSTINBIEBERVEVO	33,917,924	18,296,518,925
13	WHINDERSSONNUNES	33,849,447	2,761,367,140
14	BADABUN	33,810,940	8,926,671,451
15	ELRUBIUSOMG	33,137,770	7,240,372,417
16	COCOMELON	32,823,651	17,316,617,237
17	TAYLOR SWIFT	32,043,063	16,428,363,289
18	KATY PERRY	32,029,043	17,174,539,103
19	JUEGAGERMAN	31,920,320	8,553,437,015
20	FERNANFLOO	31,450,943	6,682,346,054

SOURCE: DBASE (JANUARY 2019); YOUTUBE (JANUARY 2019); KEPIOS ANALYSIS.

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HOOTSUITE'S PERSPECTIVE: SOCIAL MEDIA THEMES

Rebuilding trust. In the wake of Cambridge Analytica and the fight against fake news, consumer trust in social media channels plummeted, while trust in experts, journalists, and immediate circles on social media increased. Building employee advocacy programs, one-to-one messaging at scale, and renewing customer communities will be key strategies for brands in 2019.

Storifying social. Stories—the ephemeral visual slideshows—will surpass feeds as the primary way people share content within the next year. 64% of marketers have either implemented Instagram Stories into their strategy or plan to do so in the next 12 months, according to Hootsuite's 2019 Social Trends survey.

Closing the ads gap. More competition on paid social is forcing marketers to up their game. Marketers recognize that to see real ROI, they need to pair ad budgets with an equal investment of time, creativity, and targeting savvy.

Cracking the commerce code. Improved social shopping technologies have begun to fuel e-commerce sales. These innovations include Instagram's shoppable posts, more brands using live streaming to sell products, and new in-stream buying plugins for Instagram.

Messaging eats the world. Top messaging apps—WhatsApp, Facebook Messenger, WeChat, QQ, and Skype—now collectively count nearly five billion monthly active users. The core challenge is scaling one-to-one customer interactions on social. Advertising tactics will also need to adapt, requiring sharper targeting and conversational tact.

Click here to download Hootsuite's 2019 report on these 5 trends including new strategies and best-in-class brand examples.

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WE ARE SOCIAL'S PERSPECTIVE: SOCIAL IN 2019

The question of authenticity is being examined ever more closely. Local and minority voices offer one perspective, contrasting with the rise of 'virtual influencers'. Niche content is another way to be authentic in specific, closed groups.

LOCAL LEGITIMACY

This year we saw a fight back against the homogenisation of global culture with grassroots campaigns to give local voices a platform through social. Brands need to be global in outlook but local in attitude.

MINORITY IMPACT

Marginalised groups are becoming the most influential microcosms on social. Brands who ignore them could be left out of the conversations driving culture. Meanwhile, brands will be called on to proactively combat hate speech in their social channels.

MEMES GO NICHE

'Niche memes' have become a way for young people to close off outsiders and share vulnerabilities as well as in-jokes. Some brands have used them to foster deeper connections with hard-to-reach audiences.

FAKE AUTHENTICITY

This year has seen the emergence of virtual influencers with Instagram stars such as Lil Miquela and Shudu gathering millions of followers. This is a trend set to continue but brands need to tread carefully.

Download our Think Forward report and dive into these trends and more.

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MOBILE SOCIAL MEDIA USE

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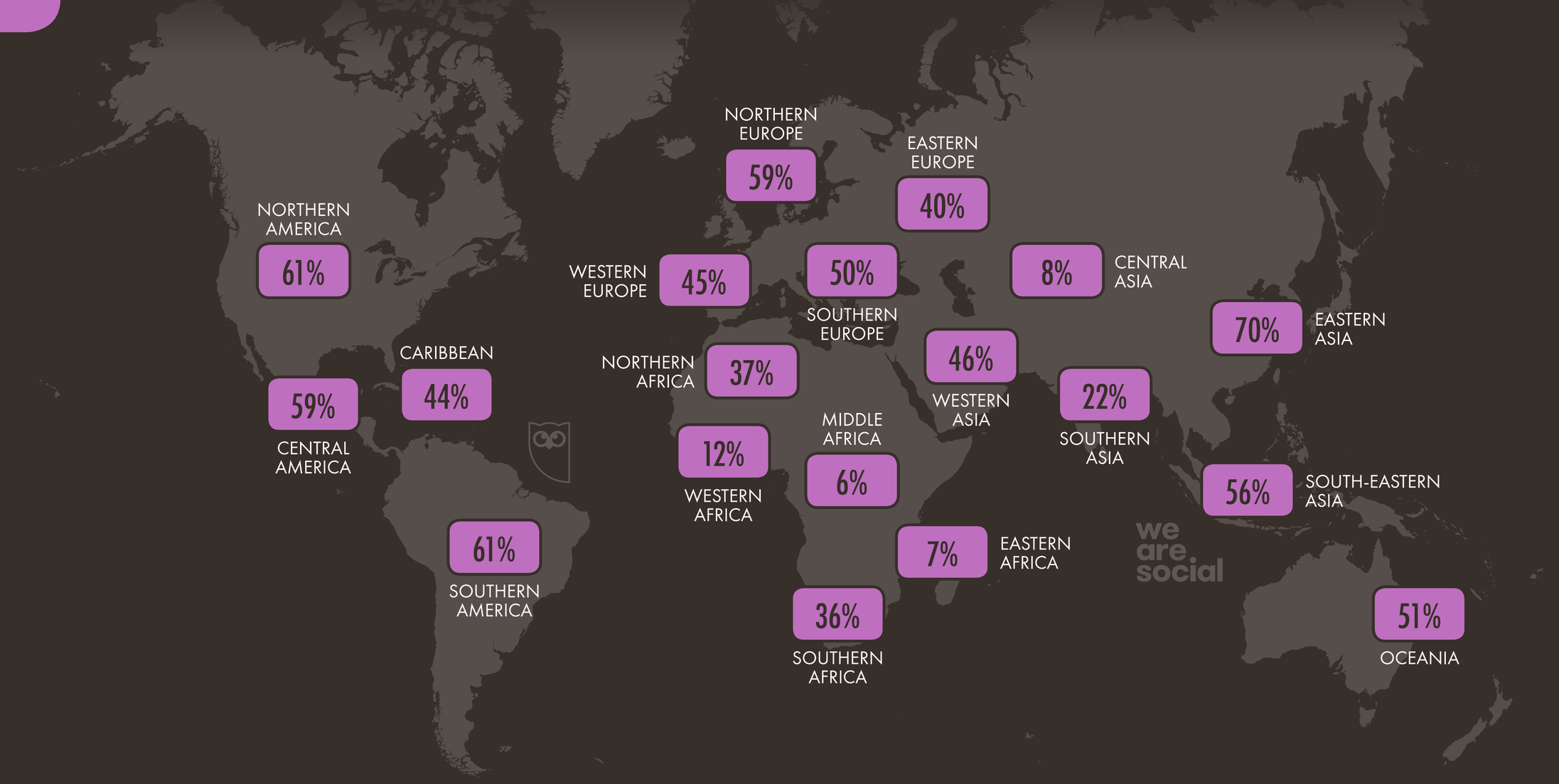
JAN 2019

MOBILE SOCIAL MEDIA PENETRATION BY REGION

ACTIVE ACCOUNTS ON THE TOP PLATFORMS IN EACH COUNTRY / TERRITORY ACCESSING VIA MOBILE, COMPARED TO POPULATION



SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE BASED ON TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME.

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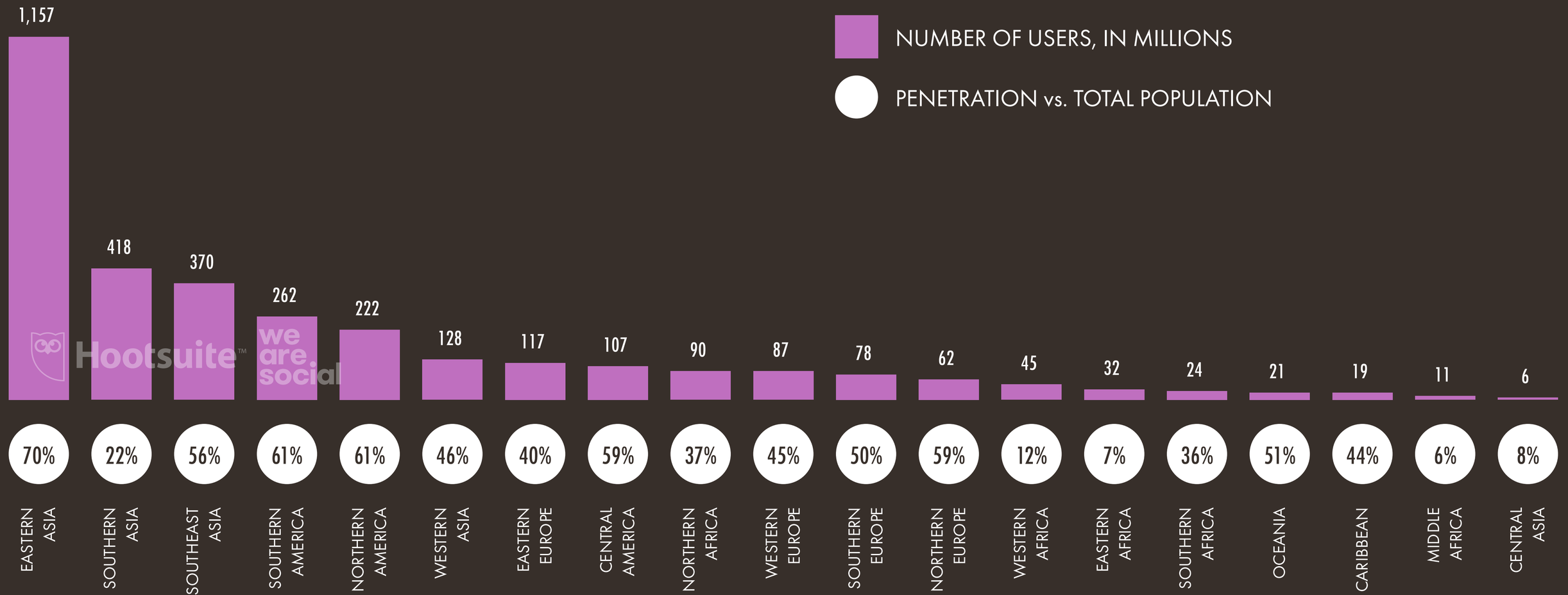
JAN 2019

MOBILE SOCIAL MEDIA USE: REGIONAL OVERVIEW

MONTHLY MOBILE-ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH REGION (IN MILLIONS), COMPARED TO POPULATION



SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE BASED ON TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME.

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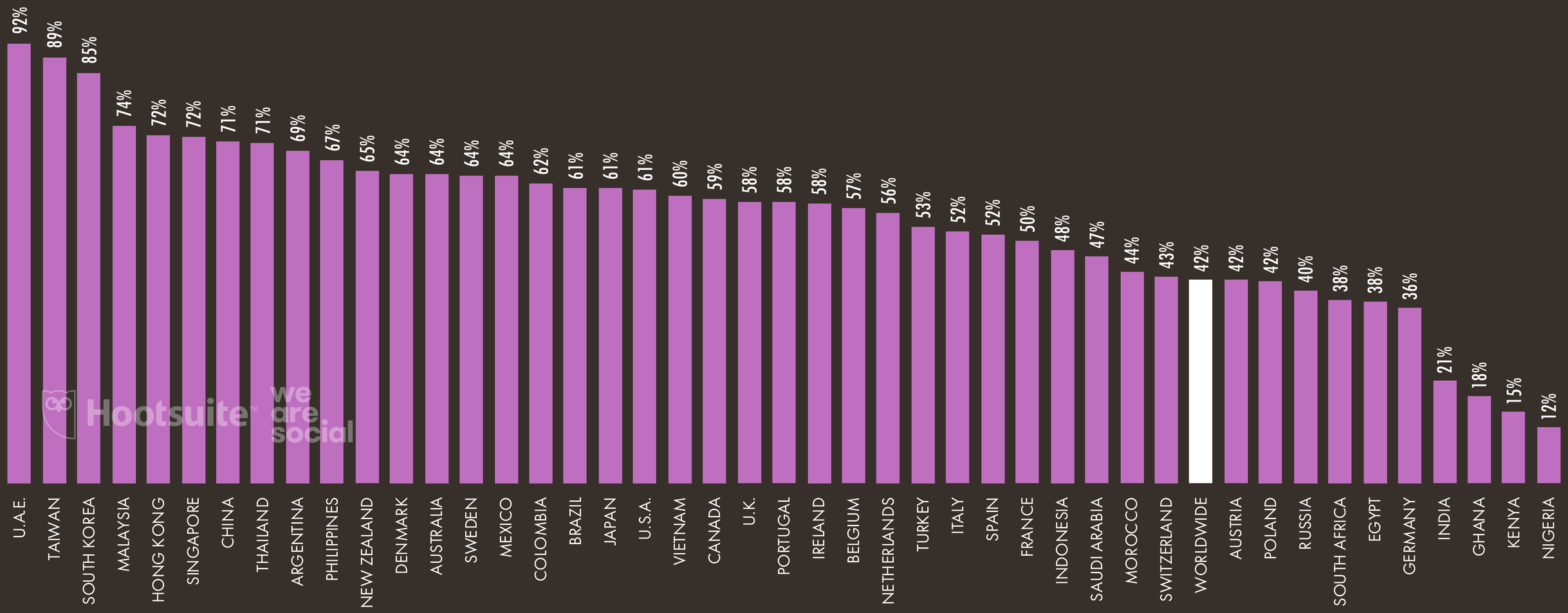
MOBILE SOCIAL MEDIA PENETRATION IN 2019

MOBILE-ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORKS IN EACH COUNTRY / TERRITORY, COMPARED TO POPULATION



SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE BASED ON TOTAL POPULATION, REGARDLESS OF AGE.

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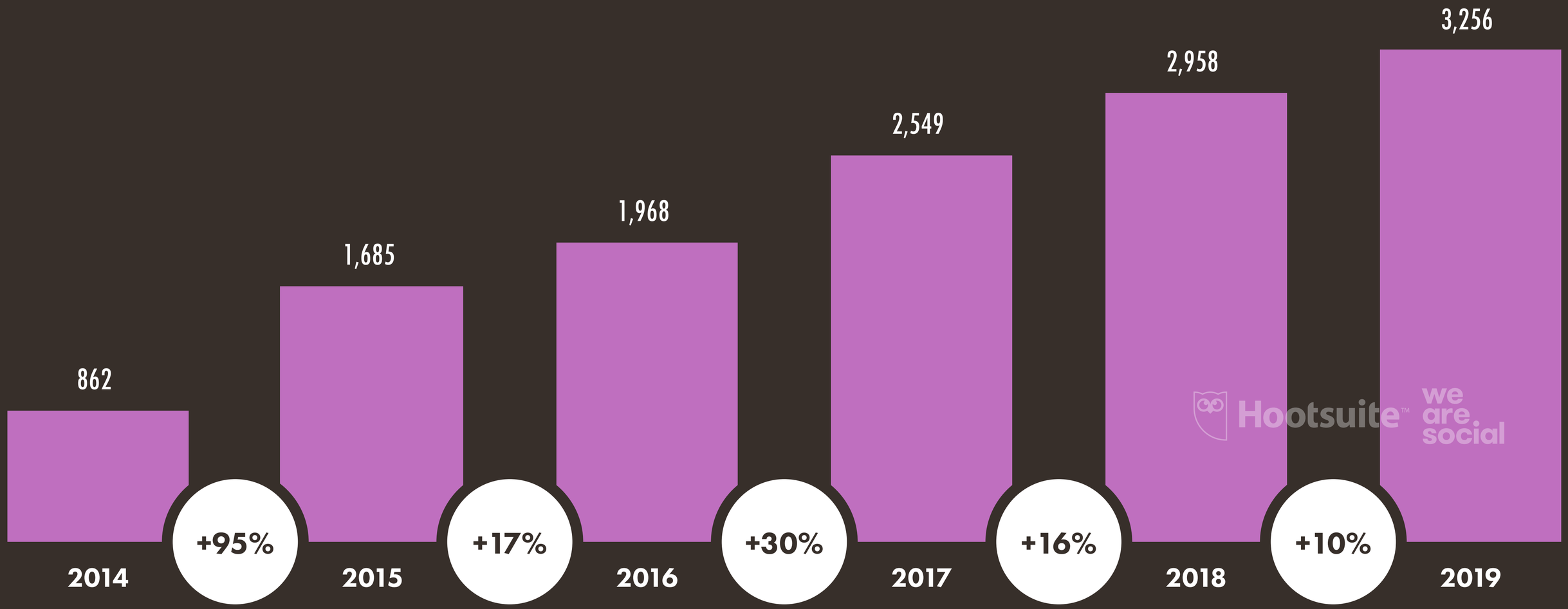
JAN 2019

MOBILE SOCIAL MEDIA USERS OVER TIME

NUMBER OF MOBILE SOCIAL MEDIA USERS (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE



SOURCE: BASED ON DATA PUBLISHED IN PREVIOUS 'GLOBAL DIGITAL' REPORTS. SEE HTTPS://DATAREPORTAL.COM/ FOR FULL DETAILS.

JAN 2019

MOBILE SOCIAL MEDIA PENETRATION RANKING

BASED ON MOBILE SOCIAL MEDIA PENETRATION IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	HIGHEST PENETRATION	%	NO. OF USERS
01	QATAR	99%	2,700,000
02	U.A.E.	92%	8,800,000
03	TAIWAN	89%	21,000,000
04	SOUTH KOREA	85%	43,662,000
05	BRUNEI	82%	360,000
06	CAYMAN IS.	81%	51,000
07	MALTA	81%	350,000
08	MALDIVES	78%	350,000
09	ARUBA	77%	82,000
10	CYPRUS	77%	920,000

#	LOWEST PENETRATION	%	NO. OF USERS
216	NORTH KOREA	0.04%	9,800
215	TURKMENISTAN	0.4%	21,000
214	CHAD	0.8%	120,000
213	ERITREA	1.0%	53,000
212	SOUTH SUDAN	1.7%	220,000
211	NIGER	2.0%	450,000
210	CENTRAL AFRICAN REP.	2.0%	97,000
209	TAJIKISTAN	2.6%	240,000
208	MALAWI	2.6%	510,000
207	DEM. REP. OF CONGO	2.8%	2,400,000

SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE BASED ON TOTAL POPULATION, REGARDLESS OF AGE.

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MOBILE SOCIAL MEDIA GROWTH RANKINGS

BASED ON THE YEAR-ON-YEAR CHANGE IN MOBILE SOCIAL MEDIA USERS IN COUNTRIES WITH POPULATIONS OVER 50,000

#	ABSOLUTE INCREASE	▲ USERS	▲%
01	CHINA	+95,325,000	+10%
02	INDIA	+60,000,000	+26%
03=	BRAZIL	+10,000,000	+8%
03=	INDONESIA	+10,000,000	+8%
03=	PHILIPPINES	+10,000,000	+16%
06	VIETNAM	+8,000,000	+16%
07	JAPAN	+7,000,000	+10%
08=	MEXICO	+6,000,000	+8%
08=	NIGERIA	+6,000,000	+35%
08=	SOUTH AFRICA	+6,000,000	+38%

#	PERCENTAGE CHANGE	▲%	▲ USERS
01	WESTERN SAHARA	+442%	+106,000
02	ETHIOPIA	+56%	+2,000,000
03	U.S. VIRGIN IS.	+55%	+12,000
04	CUBA	+53%	+2,230,732
05	KYRGYZSTAN	+48%	+310,000
06	KAZAKHSTAN	+44%	+1,100,000
07	BURUNDI	+43%	+130,000
08	BURKINA FASO	+43%	+360,000
09	TAJIKISTAN	+41%	+70,000
10	SOUTH AFRICA	+38%	+6,000,000

SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE BASED ON TOTAL POPULATION, REGARDLESS OF AGE. GROWTH FIGURES BASED ON DATA REPORTED IN WE ARE SOCIAL & HOOTSUITE'S 'DIGITAL 2018' REPORTS.

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GLOBAL MOBILE USE

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JAN 2019

MOBILE USERS vs. MOBILE CONNECTIONS

A COMPARISON OF UNIQUE MOBILE USERS TO MOBILE CONNECTIONS

NUMBER OF UNIQUE MOBILE USERS (ANY TYPE OF HANDSET)

5.112

BILLION

UNIQUE MOBILE USERS AS A PERCENTAGE OF TOTAL POPULATION

67%

TOTAL NUMBER OF MOBILE CONNECTIONS

8.842

BILLION

MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION

115%

AVERAGE NUMBER OF CONNECTIONS PER UNIQUE MOBILE USER

1.73

SOURCE: GSMA INTELLIGENCE (JANUARY 2019). **NOTE:** TOTAL GLOBAL CONNECTION FIGURES QUOTED HERE ALSO INCLUDE IOT CELLULAR CONNECTIONS, WHICH ARE NOT INCLUDED IN THE LOCAL COUNTRY CONNECTION FIGURES CITED ELSEWHERE IN THESE REPORTS. **ADVISORY:** GSMA INTELLIGENCE HAS REVISED ITS DATA SINCE OUR DIGITAL 2018 REPORTS, SO THESE NUMBERS ARE NOT DIRECTLY COMPARABLE TO OUR DIGITAL 2018 REPORTS.

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PERSPECTIVE: MOBILE USERS vs. CONNECTIONS

COMPARING THE NUMBER OF UNIQUE INDIVIDUALS USING MOBILE PHONES TO THE NUMBER OF MOBILE CONNECTIONS

GSMA INTELLIGENCE DATA

TOTAL NUMBER OF MOBILE USERS (UNIQUE INDIVIDUALS)

5.1 BILLION

TOTAL NUMBER OF MOBILE CONNECTIONS

8.8 BILLION

ERICSSON MOBILITY REPORT DATA

TOTAL NUMBER OF MOBILE USERS (UNIQUE INDIVIDUALS)

5.6 BILLION

TOTAL NUMBER OF MOBILE CONNECTIONS

7.9 BILLION

SOURCES: GSMA INTELLIGENCE (JANUARY 2019); ERICSSON MOBILITY REPORT (NOVEMBER 2018); ERICSSON MOBILITY CALCULATOR (JANUARY 2019). **NOTE:** GSMA INTELLIGENCE TOTAL GLOBAL CONNECTION FIGURES QUOTED HERE ALSO INCLUDE IOT CELLULAR CONNECTIONS. **ADVISORY:** GSMA INTELLIGENCE HAS REVISED ITS DATA SINCE OUR DIGITAL 2018 REPORTS, SO THE NUMBERS MAY NOT BE DIRECTLY COMPARABLE TO THOSE WE PUBLISHED IN LAST YEAR'S REPORTS.

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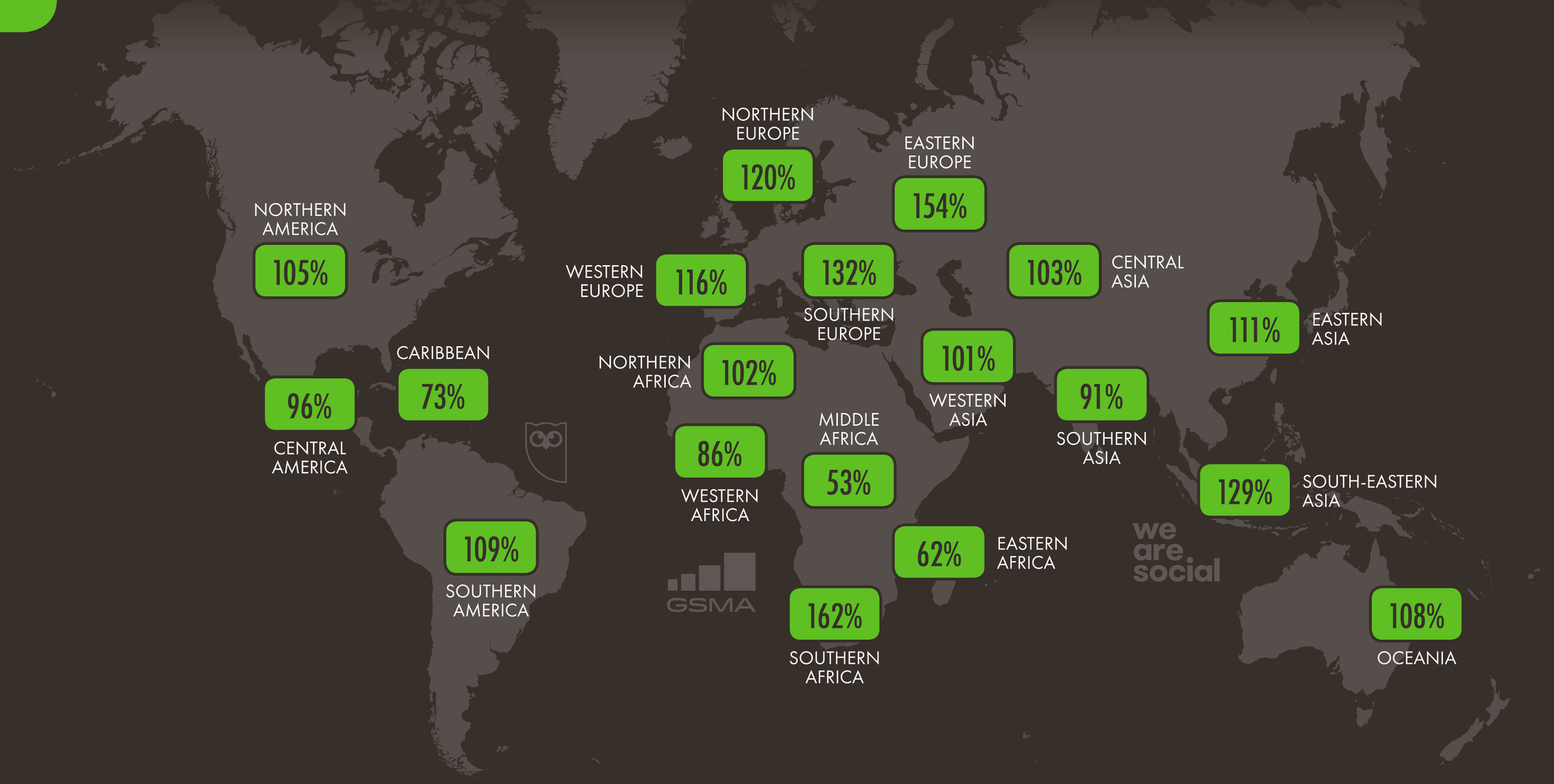
MOBILE CONNECTIVITY BY REGION

THE NUMBER OF MOBILE CONNECTIONS COMPARED TO TOTAL POPULATION (NOTE: NOT UNIQUE USERS)



SOURCE: GSMA INTELLIGENCE (Q4 2018); KEPIOS ANALYSIS. **NOTES:** FIGURES ARE BASED ON COMPARISONS TO TOTAL POPULATION, REGARDLESS OF AGE. **ADVISORY:** MOBILE CONNECTIONS DO NOT REPRESENT UNIQUE INDIVIDUALS, SO FIGURES OVER 100% INDICATE MULTIPLE MOBILE SUBSCRIPTIONS PER PERSON. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME.

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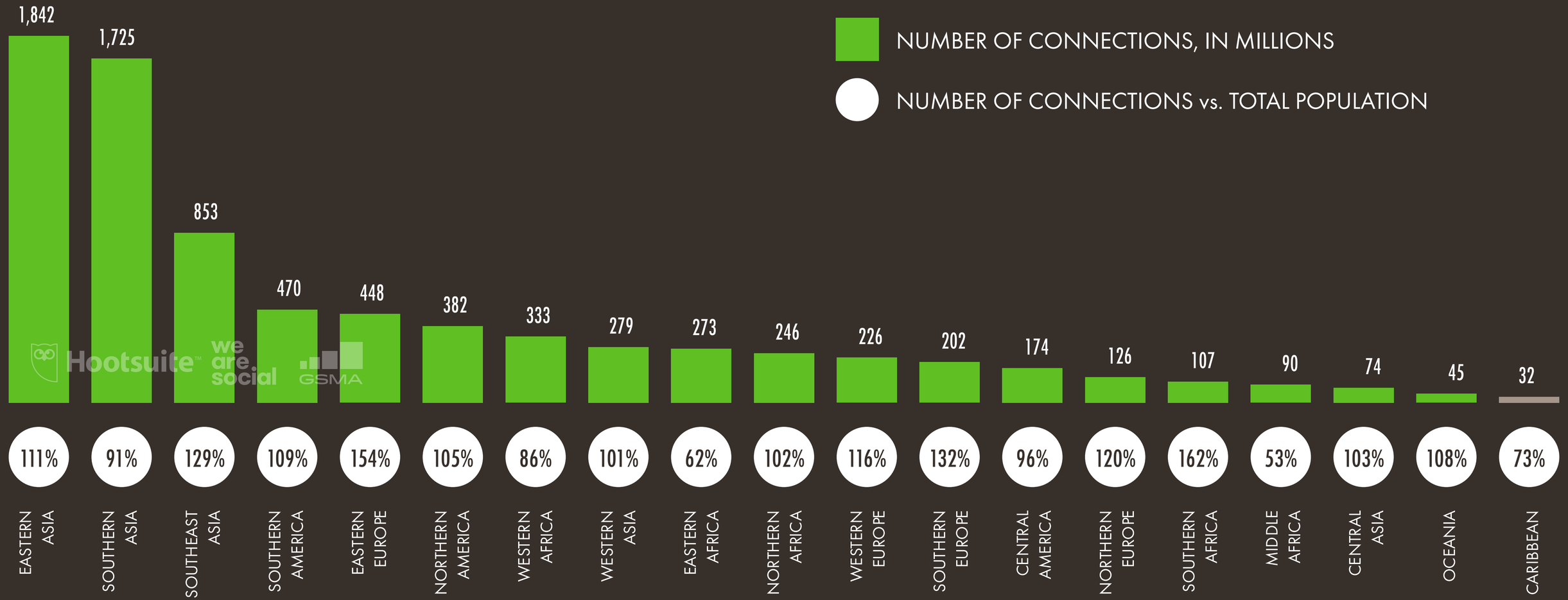
JAN 2019

MOBILE CONNECTIVITY: REGIONAL OVERVIEW

MOBILE CONNECTIONS (IN MILLIONS), AND MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION, BY REGION

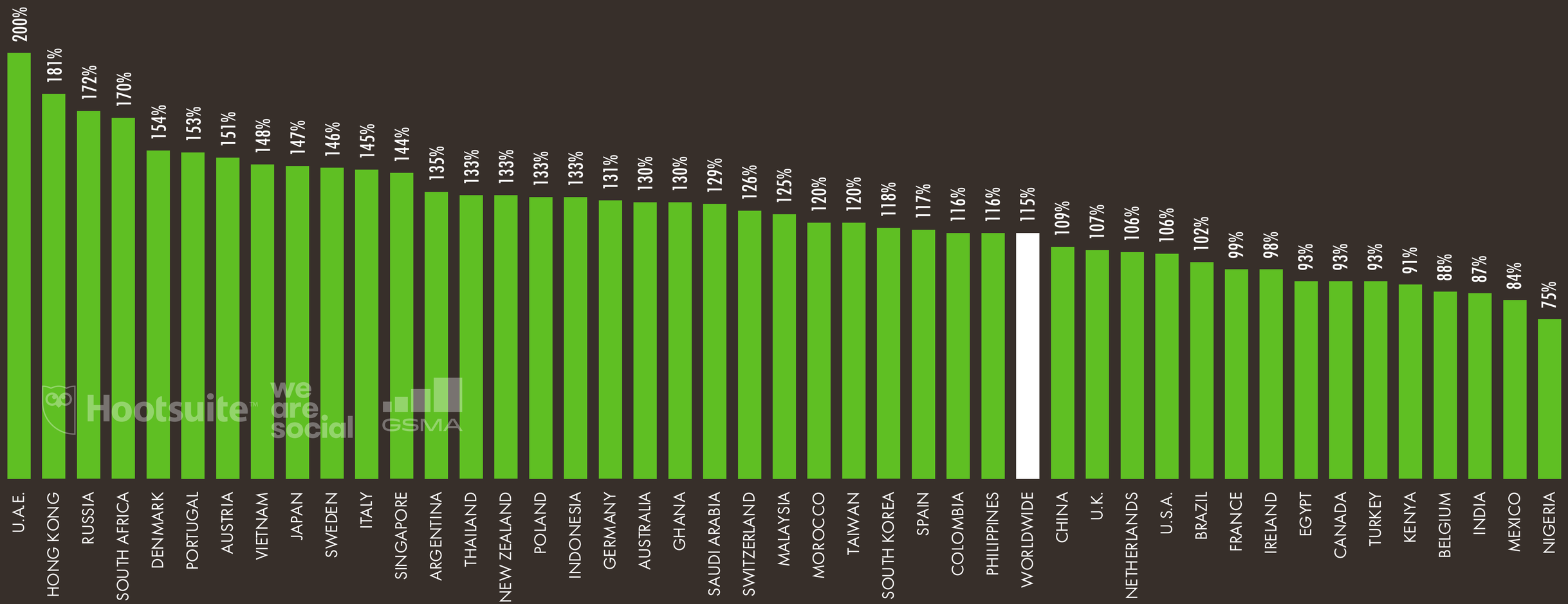


SOURCE: GSMA INTELLIGENCE (Q4 2018); KEPIOS ANALYSIS. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME.

JAN 2019

MOBILE CONNECTIVITY IN 2019

MOBILE CONNECTIONS BY COUNTRY / TERRITORY, COMPARED TO TOTAL POPULATION

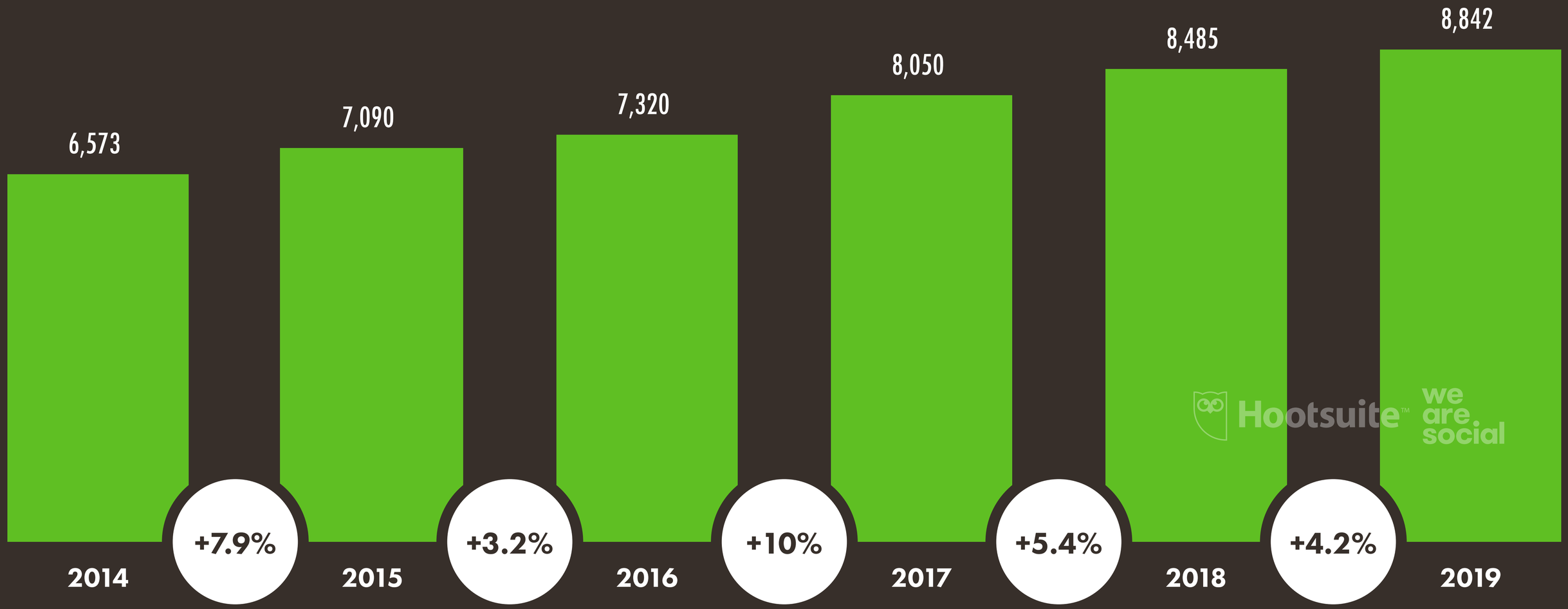


SOURCE: GSMA INTELLIGENCE (Q4 2018).

JAN 2019

MOBILE CONNECTIONS OVER TIME

NUMBER OF MOBILE CONNECTIONS (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE



SOURCES: THE NUMBERS REPORTED IN OUR GLOBAL DIGITAL REPORTS FOR THE RESPECTIVE YEAR, BASED ON NUMBERS FROM GSMA INTELLIGENCE. **NOTES:** FIGURES FOR SOME YEARS REFLECT CHANGES IN THE BASE DATA AS WELL AS CHANGES IN ACTUAL CONNECTIONS, WHICH MAY MEAN THAT YEAR-ON-YEAR COMPARISONS ARE LESS REPRESENTATIVE. TOTAL CONNECTION FIGURES ALSO INCLUDE IOT CELLULAR CONNECTIONS.

JAN 2019

MOBILE CONNECTIVITY RANKINGS

BASED ON MOBILE CONNECTIONS IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	HIGHEST CONNECTIVITY	%	CONNECTIONS
01	MACAU	316%	2,010,818
02	MALDIVES	218%	977,496
03	U.A.E.	200%	19,227,673
04	U.S. VIRGIN IS.	198%	207,535
05	MONTENEGRO	197%	1,237,608
06	FINLAND	189%	10,511,515
07	HONG KONG	181%	13,521,946
08	ANTIGUA & BARBUDA	181%	187,169
09	SEYCHELLES	179%	170,713
10	COSTA RICA	178%	8,880,689

#	LOWEST CONNECTIVITY	%	CONNECTIONS
213	MARSHALL IS.	12%	6,129
212	ERITREA	13%	674,872
211	SOUTH SUDAN	14%	1,844,709
210	NORTH KOREA	17%	4,276,383
209	MICRONESIA	22%	23,734
208	MADAGASCAR	31%	8,304,675
207	PAPUA NEW GUINEA	32%	2,734,008
206	CHAD	37%	5,743,147
205	CUBA	40%	4,571,223
204	DJIBOUTI	41%	400,391

SOURCE: GSMA INTELLIGENCE (Q4 2018); KEPIOS ANALYSIS. **ADVISORY:** GSMA INTELLIGENCE HAS REVISED ITS DATA SINCE OUR DIGITAL 2018 REPORTS, SO THESE NUMBERS MAY NOT BE DIRECTLY COMPARABLE TO THOSE WE PUBLISHED IN LAST YEAR'S REPORTS.

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MOBILE CONNECTIVITY GROWTH: RELATIVE

BASED ON MOBILE CONNECTIONS IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	PERCENTAGE CHANGE	▲%	CONNECTIONS
01	BHUTAN	+24%	+172,252
02	MONTENEGRO	+18%	+192,934
03	LIBERIA	+15%	+412,239
04	KENYA	+15%	+5,945,298
05	RWANDA	+14%	+1,212,594
06	VANUATU	+12%	+36,477
07	SOMALIA	+12%	+823,859
08	TOGO	+12%	+715,695
09	ISLE OF MAN	+12%	+11,633
10	NIGER	+12%	+1,026,424

#	PERCENTAGE CHANGE	▲%	CONNECTIONS
11	ERITREA	+12%	+69,644
12	BAHRAIN	+11%	+270,815
13	GHANA	+11%	+3,847,263
14	ZAMBIA	+11%	+1,429,173
15	FIJI	+10%	+113,189
16	KIRIBATI	+10%	+5,282
17	MARSHALL IS.	+10%	+558
18	NORTH KOREA	+10%	+385,832
19	SOUTH AFRICA	+10%	+8,786,116
20	SIERRA LEONE	+10%	+543,107

SOURCE: GSMA INTELLIGENCE (Q4 2018); KEPIOS ANALYSIS. **ADVISORY:** GSMA INTELLIGENCE HAS REVISED ITS DATA SINCE OUR DIGITAL 2018 REPORTS, SO THE NUMBERS MAY NOT BE DIRECTLY COMPARABLE TO THOSE WE PUBLISHED IN LAST YEAR'S REPORTS.

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MOBILE CONNECTIVITY GROWTH: ABSOLUTE

BASED ON MOBILE CONNECTIONS IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	ABSOLUTE CHANGE	CONNECTIONS	▲%
01	CHINA	+121,873,000	+9%
02	INDIA	+32,195,853	+3%
03	BANGLADESH	+12,957,986	+9%
04	NIGERIA	+10,234,915	+7%
05	SOUTH AFRICA	+8,786,116	+10%
06	PAKISTAN	+8,152,350	+6%
07	JAPAN	+6,909,275	+4%
08	U.S.A.	+6,254,480	+2%
09	KENYA	+5,945,298	+15%
10	ETHIOPIA	+5,741,795	+9%

#	ABSOLUTE CHANGE	CONNECTIONS	▲%
11	PHILIPPINES	+5,061,185	+4%
12	GHANA	+3,847,263	+11%
13	MYANMAR	+3,803,249	+7%
14	MEXICO	+3,431,168	+3%
15	TANZANIA	+3,394,999	+8%
16	SAUDI ARABIA	+3,338,657	+8%
17	VIETNAM	+3,316,632	+2%
18	DEM. REP. OF CONGO	+3,274,354	+9%
19	NEPAL	+2,880,746	+8%
20	TURKEY	+2,871,262	+4%

SOURCE: GSMA INTELLIGENCE (Q4 2018); KEPIOS ANALYSIS. **ADVISORY:** GSMA INTELLIGENCE HAS REVISED ITS DATA SINCE OUR DIGITAL 2018 REPORTS, SO THE NUMBERS MAY NOT BE DIRECTLY COMPARABLE TO THOSE WE PUBLISHED IN LAST YEAR'S REPORTS.

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MOBILE CONNECTIVITY BY DEVICE

BASED ON MOBILE CONNECTIONS* ASSOCIATED WITH VARIOUS KINDS OF MOBILE DEVICE

MOBILE CONNECTIONS* ASSOCIATED WITH SMARTPHONES

5.453

BILLION

SMARTPHONE CONNECTIONS vs. TOTAL CONNECTIONS*

67%

MOBILE CONNECTIONS* ASSOCIATED WITH FEATURE PHONES

2.444

BILLION

FEATURE PHONE CONNECTIONS vs. TOTAL CONNECTIONS*

30%

SOURCE: ERICSSON MOBILITY VISUALIZER (ACCESSED JANUARY 2019). FIGURES REFERENCE REPORTED DATA FOR 2019. ***NOTE:** TOTAL CONNECTIONS ALSO INCLUDE APPROXIMATELY 270 MILLION MOBILE CONNECTIONS (3.3% OF THE TOTAL) USED BY MOBILE PCS, TABLETS, AND ROUTER DEVICES. **ADVISORY:** ERICSSON REPORTS A DIFFERENT NUMBER FOR TOTAL GLOBAL CONNECTIONS COMPARED TO THE GSMA INTELLIGENCE FIGURES WE CITE ELSEWHERE IN THIS REPORT, SO FIGURES WILL NOT BE DIRECTLY COMPARABLE.

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MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)

TOTAL NUMBER OF MOBILE CONNECTIONS	MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAID	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE BROADBAND (3G & 4G)
8.842 BILLION	**115%**	**75%**	**25%**	**71%**

SOURCE: GSMA INTELLIGENCE (Q4 2018 AND JANUARY 2019). **NOTE:** THE FIGURE FOR TOTAL MOBILE CONNECTIONS QUOTED HERE ALSO INCLUDES IOT CELLULAR CONNECTIONS. **ADVISORY:** GSMA INTELLIGENCE HAS REVISED ITS DATA SINCE OUR DIGITAL 2018 REPORTS, SO THE NUMBERS MAY NOT BE DIRECTLY COMPARABLE TO THOSE WE PUBLISHED IN LAST YEAR'S REPORTS.

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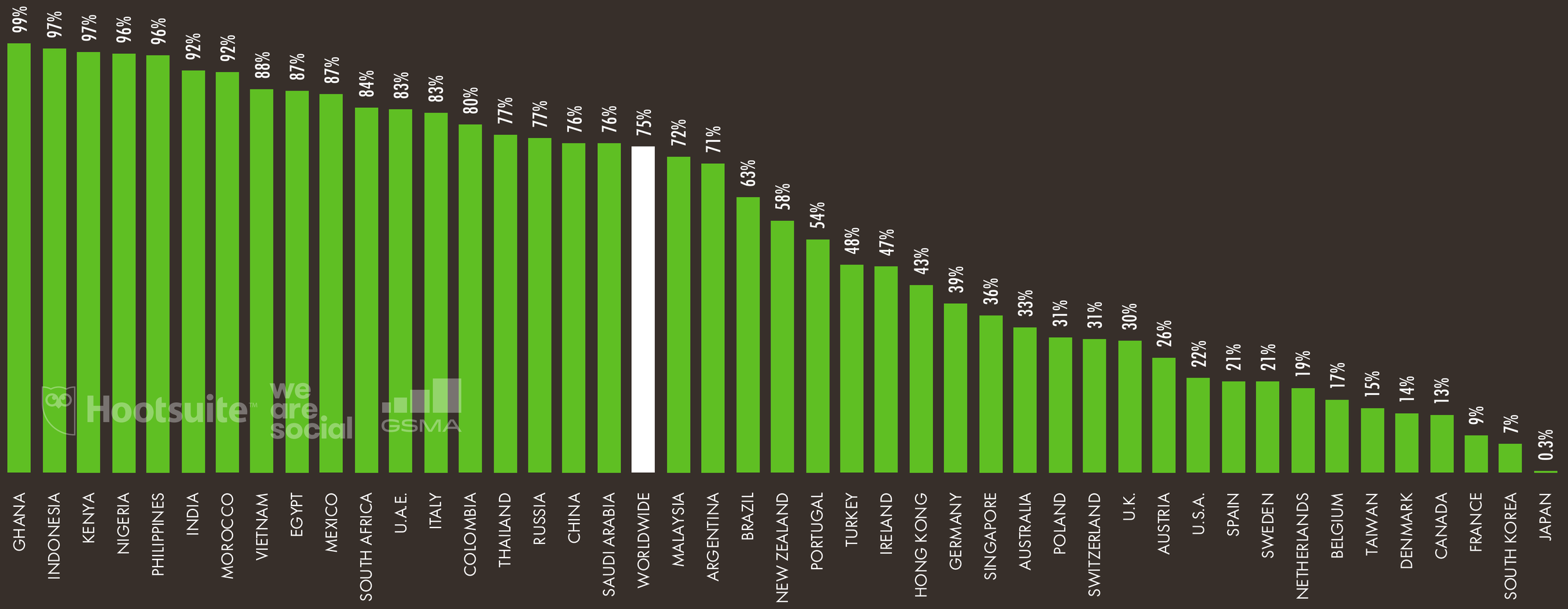
PRE-PAID SHARE OF MOBILE CONNECTIONS

MOBILE CONNECTIONS THAT ARE PAID IN ADVANCE, AS A PERCENTAGE OF TOTAL MOBILE CONNECTIONS



SOURCE: GSMA INTELLIGENCE (Q4 2018).

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MOBILE CONNECTIONS: PRE-PAID vs. POST-PAID

BASED ON MOBILE CONNECTIONS IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	HIGHEST RATIO OF PRE-PAID	PRE-PAID SHARE
01=	DJIBOUTI	100%
01=	NORTH KOREA	100%
01=	MARSHALL IS.	100%
01=	MICRONESIA	100%
05	BURKINA FASO	100%
06	CHAD	100%
07	BURUNDI	100%
08	MALI	100%
09	GUINEA-BISSAU	100%
10	TIMOR-LESTE	99%

#	HIGHEST RATIO OF POST-PAID	POST-PAID SHARE
01	JAPAN	100%
02	SOUTH KOREA	94%
03	FINLAND	92%
04	FRANCE	91%
05	JERSEY	87%
06	CANADA	87%
07	DENMARK	86%
08	ISRAEL	85%
09	TAIWAN	85%
10	BULGARIA	84%

SOURCE: GSMA INTELLIGENCE (Q4 2018); KEPIOS ANALYSIS. ***NOTE:** PERCENTAGES SHOWN IN THESE TABLES HAVE BEEN ROUNDED TO THE NEAREST WHOLE PERCENT, BUT THE RANKINGS ARE BASED ON MORE DETAILED NUMBERS.

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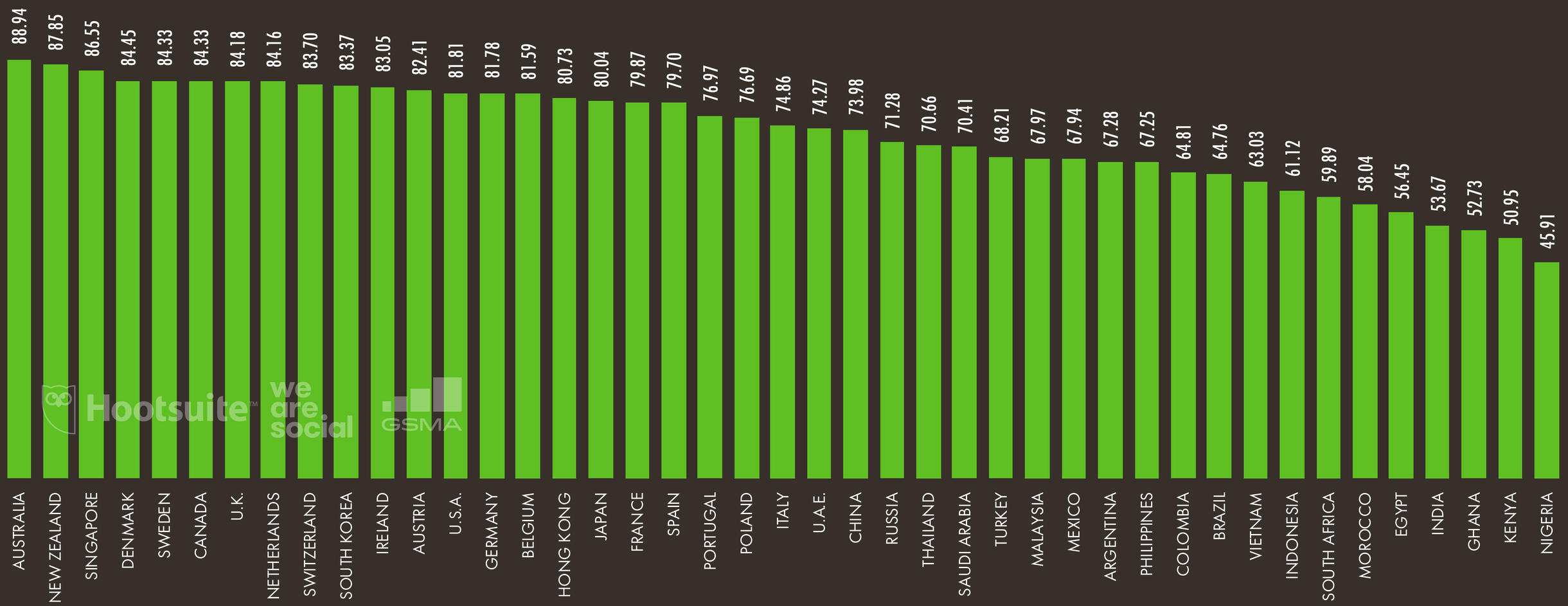
GSMA INTELLIGENCE'S CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF MOBILE CONNECTIVITY DRIVERS AND ENABLERS BY COUNTRY (SCORES OUT OF A MAXIMUM OF 100)



SOURCE: GSMA INTELLIGENCE MOBILE CONNECTIVITY INDEX. FOR MORE INFORMATION, VISIT HTTP://WWW.MOBILECONNECTIVITYINDEX.COM/

GLOBAL MOBILE INTERNET USE

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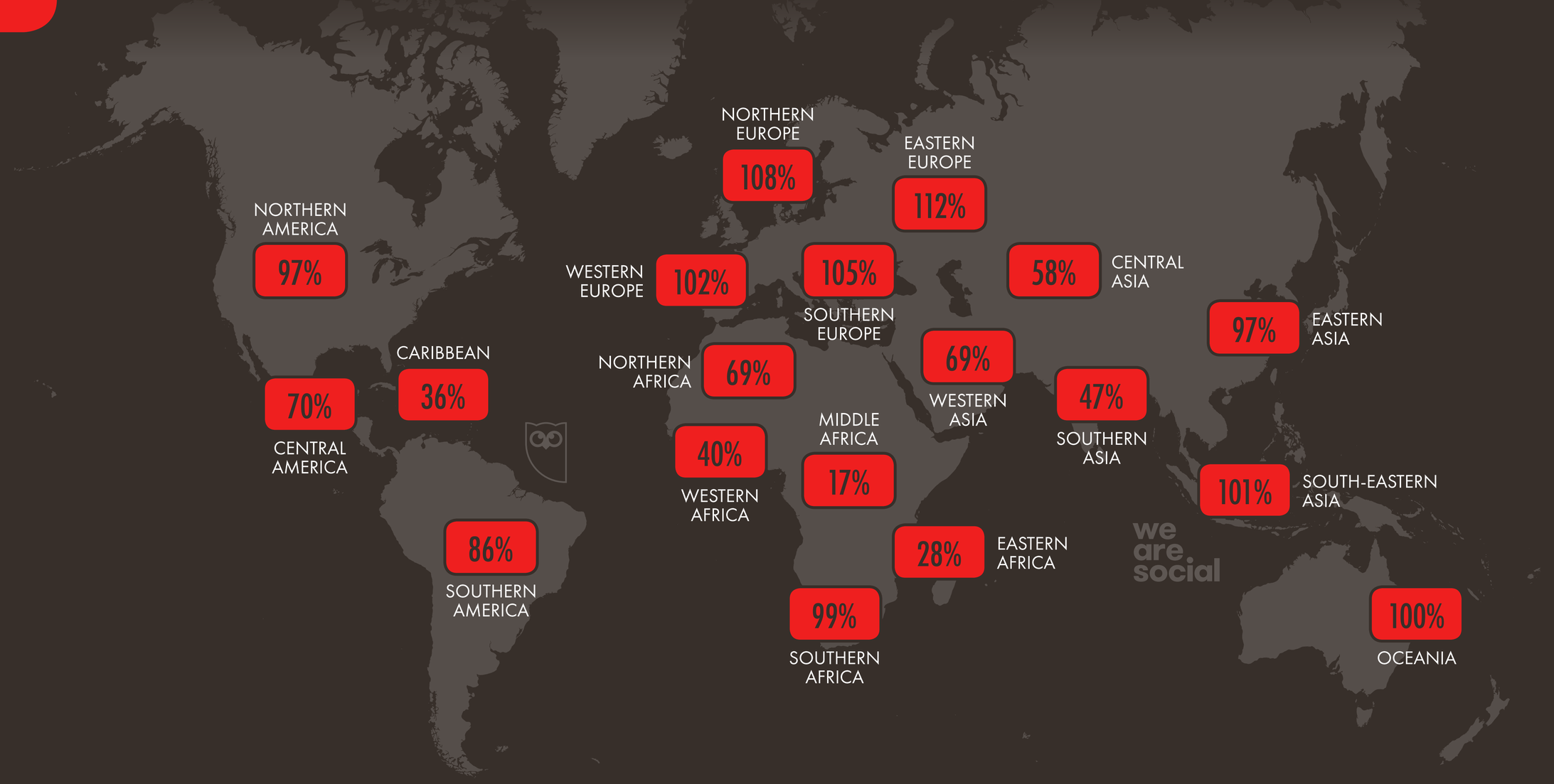
BROADBAND MOBILE CONNECTIVITY

THE NUMBER OF BROADBAND MOBILE CONNECTIONS COMPARED TO TOTAL POPULATION (NOTE: NOT UNIQUE INDIVIDUALS*)



SOURCE: GSMA INTELLIGENCE (Q4 2018); KEPIOS ANALYSIS. ***NOTES:** FIGURES ARE BASED ON COMPARISONS TO TOTAL POPULATION, REGARDLESS OF AGE. MOBILE SUBSCRIPTIONS DO NOT REPRESENT UNIQUE INDIVIDUALS, SO FIGURES OVER 100% INDICATE MULTIPLE MOBILE SUBSCRIPTIONS PER PERSON. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME.
ADVISORY: GSMA INTELLIGENCE HAS REVISED ITS DATA SINCE OUR DIGITAL 2018 REPORTS, SO THESE NUMBERS MAY NOT BE DIRECTLY COMPARABLE TO THOSE WE PUBLISHED LAST YEAR.

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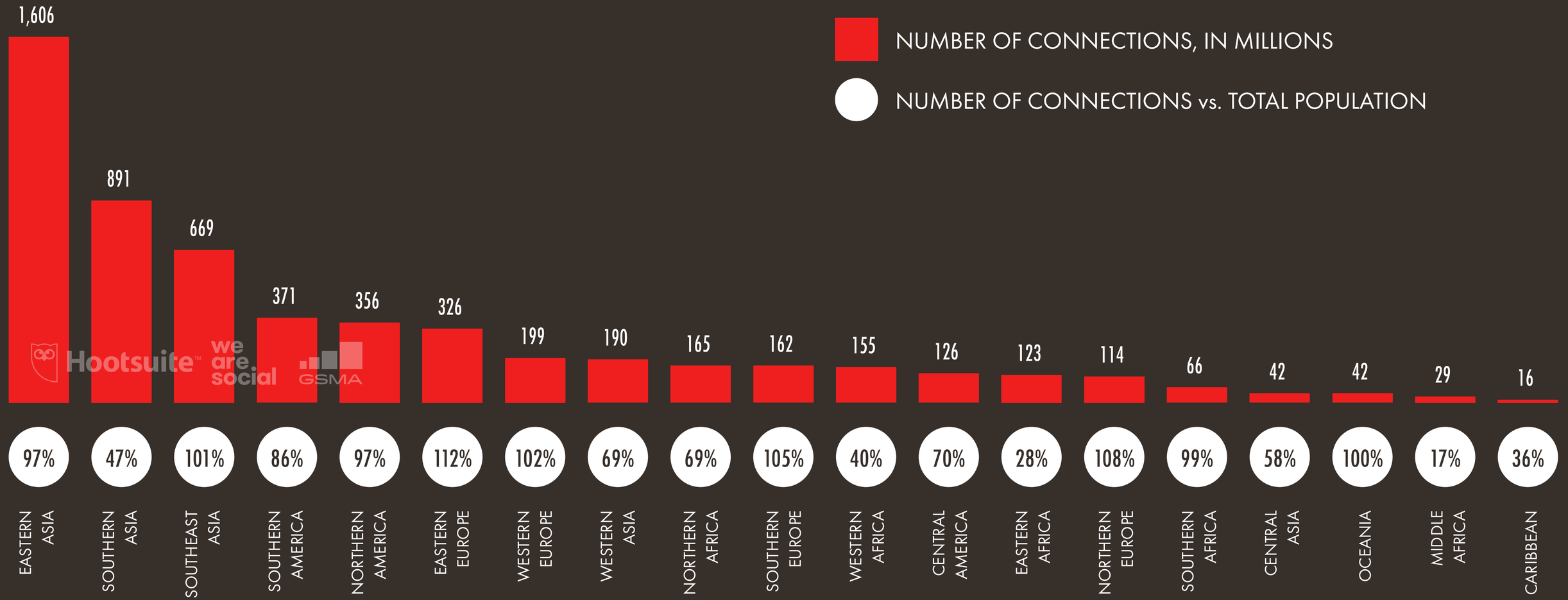
MOBILE BROADBAND: REGIONAL OVERVIEW

BROADBAND MOBILE CONNECTIONS (IN MILLIONS), AND AS A PERCENTAGE OF TOTAL POPULATION, BY REGION



SOURCE: GSMA INTELLIGENCE (Q4 2018); KEPIOS ANALYSIS. **NOTES:** FIGURES ARE BASED ON COMPARISONS TO TOTAL POPULATION, REGARDLESS OF AGE. MOBILE SUBSCRIPTIONS DO NOT REPRESENT UNIQUE INDIVIDUALS, SO FIGURES OVER 100% INDICATE MULTIPLE MOBILE SUBSCRIPTIONS PER PERSON. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME. **ADVISORY:** GSMA INTELLIGENCE HAS REVISED ITS DATA SINCE OUR DIGITAL 2018 REPORTS, SO THE NUMBERS MAY NOT BE DIRECTLY COMPARABLE TO THOSE WE PUBLISHED LAST YEAR.

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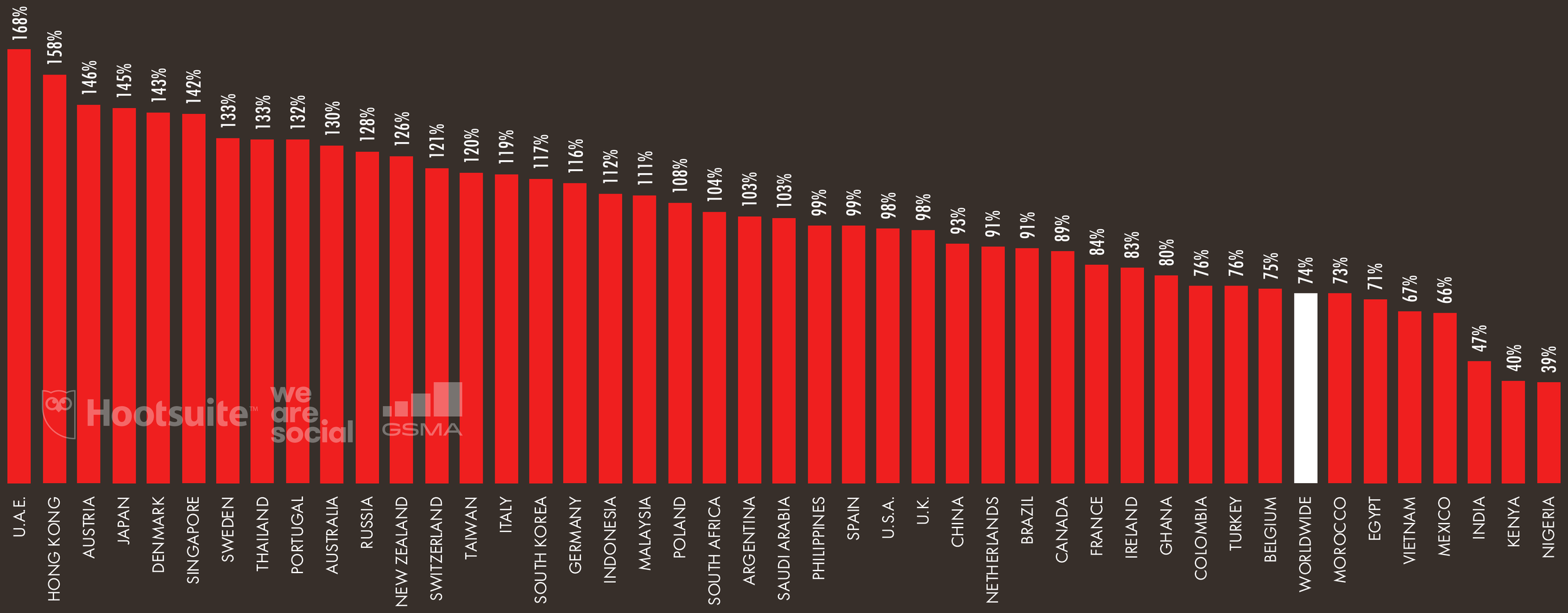
MOBILE BROADBAND CONNECTIVITY IN 2019

THE NUMBER OF BROADBAND MOBILE CONNECTIONS COMPARED TO TOTAL POPULATION (NOTE: NOT UNIQUE INDIVIDUALS*)



SOURCE: GSMA INTELLIGENCE (Q4 2018); KEPIOS ANALYSIS. ***NOTES:** FIGURES ARE BASED ON COMPARISONS TO TOTAL POPULATION, REGARDLESS OF AGE. MOBILE SUBSCRIPTIONS DO NOT REPRESENT UNIQUE INDIVIDUALS, SO FIGURES OVER 100% INDICATE MULTIPLE MOBILE SUBSCRIPTIONS PER PERSON.

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MOBILE BROADBAND CONNECTIVITY RANKINGS

BASED ON BROADBAND MOBILE CONNECTIONS IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

HIGHEST RATIO OF 3G & 4G CONNECTIONS vs. POPULATION

#	HIGHEST CONNECTIVITY	%	CONNECTIONS
01	MACAU	313%	1,994,329
02	FINLAND	168%	9,337,379
03	U.A.E.	168%	16,112,790
04	HONG KONG	158%	11,765,445
05	KUWAIT	154%	6,500,995
06	AUSTRIA	146%	12,768,475
07	JAPAN	145%	184,117,190
08	DENMARK	143%	8,249,179
09	SINGAPORE	142%	8,291,584
10	COSTA RICA	138%	6,844,347

LOWEST RATIO OF 3G & 4G CONNECTIONS vs. POPULATION

#	LOWEST CONNECTIVITY	%	CONNECTIONS
212	MARSHALL IS.	0.5%	245
211	CUBA	0.8%	91,424
210	COMOROS	1.5%	12,868
209	EQUATORIAL GUINEA	1.9%	25,692
208	MICRONESIA	3.7%	3,954
207	SOUTH SUDAN	5.0%	654,872
206	PALESTINE	5.3%	271,437
205	NIGER	6.8%	1,554,141
204	CHAD	6.9%	1,082,583
203	CENTRAL AFRICAN REP.	7.6%	365,189

SOURCE: GSMA INTELLIGENCE (Q4 2018); KEPIOS ANALYSIS. ***NOTES:** FIGURES ARE BASED ON COMPARISONS TO TOTAL POPULATION, REGARDLESS OF AGE. MOBILE SUBSCRIPTIONS DO NOT REPRESENT UNIQUE INDIVIDUALS, SO FIGURES OVER 100% INDICATE MULTIPLE MOBILE SUBSCRIPTIONS PER PERSON. **ADVISORY:** GSMA INTELLIGENCE HAS REVISED ITS DATA SINCE OUR DIGITAL 2018 REPORTS, SO THESE NUMBERS MAY NOT BE DIRECTLY COMPARABLE TO THOSE WE PUBLISHED IN LAST YEAR'S REPORTS.

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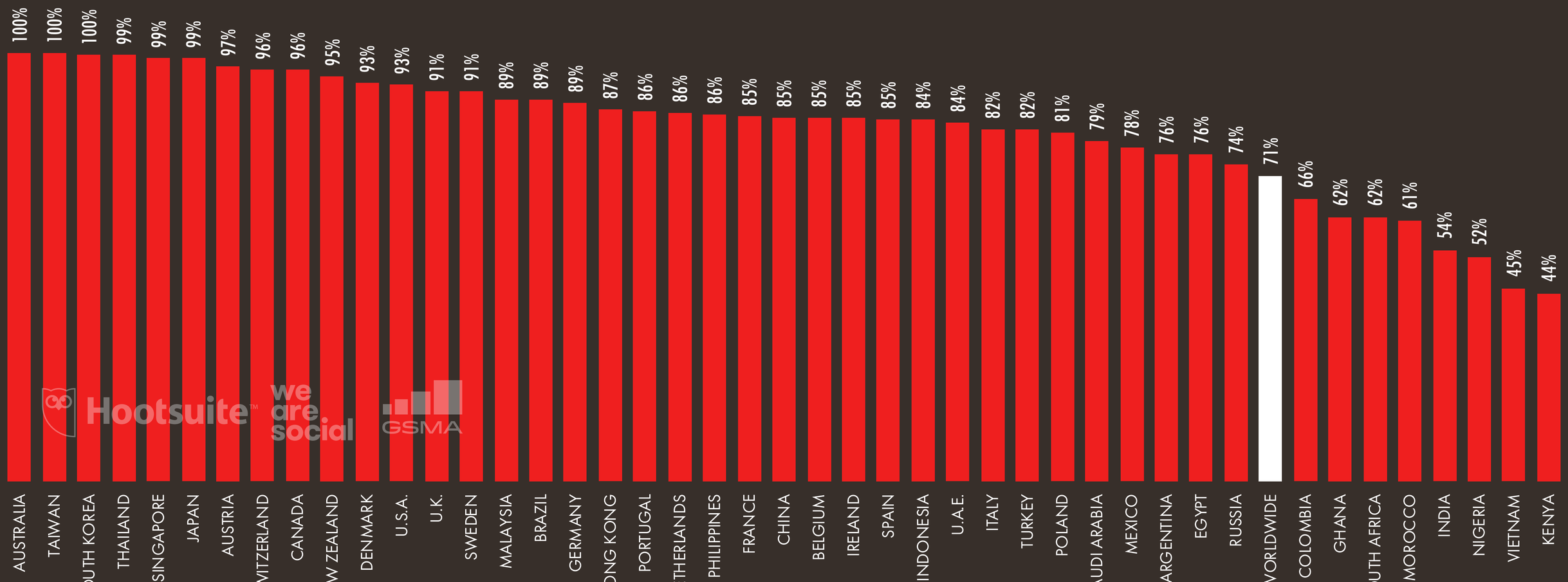
BROADBAND SHARE OF MOBILE CONNECTIONS

3G & 4G MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL MOBILE CONNECTIONS



SOURCE: GSMA INTELLIGENCE (Q4 2018).

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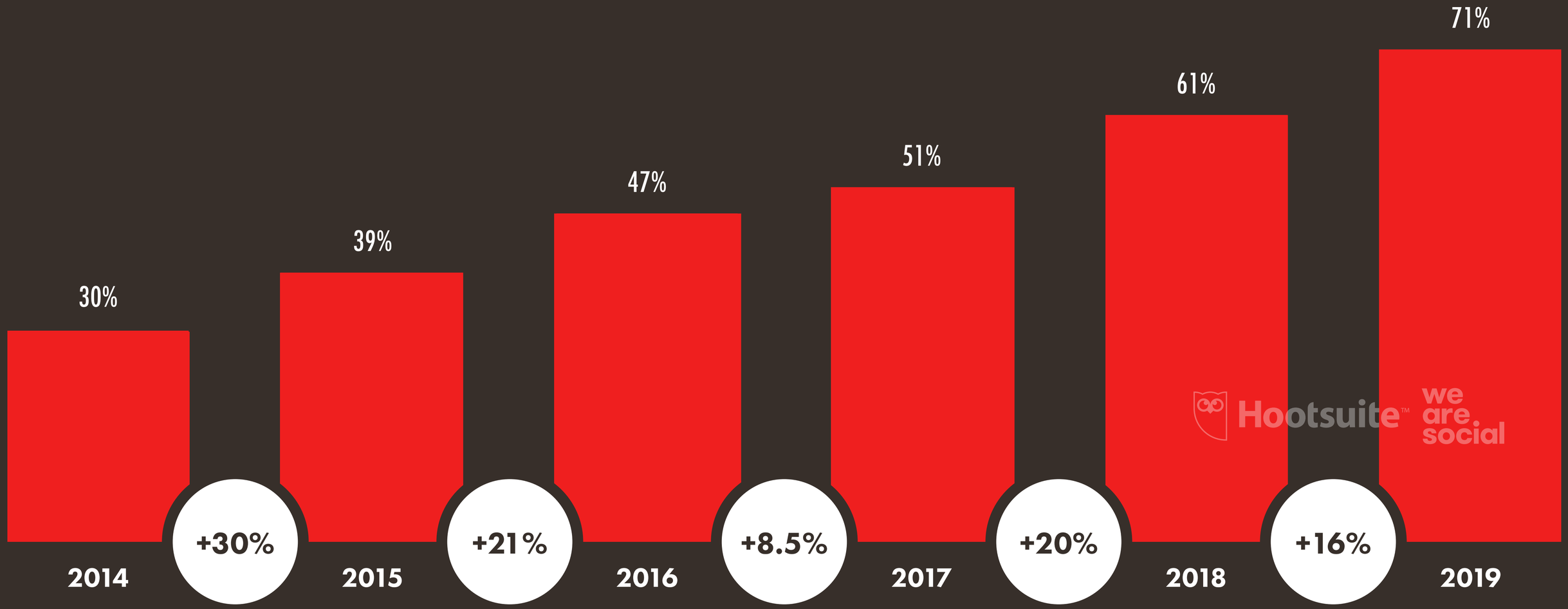
BROADBAND'S SHARE OF CONNECTIONS OVER TIME

3G & 4G MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL MOBILE CONNECTIONS, WITH YEAR-ON-YEAR CHANGE



SOURCE: GSMA INTELLIGENCE. **NOTE:** DATA FOR 2014 IS EXTRAPOLATED FROM A SMALLER BASE OF COUNTRIES.

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MOBILE BROADBAND vs. ALL CONNECTIONS

BASED ON BROADBAND MOBILE CONNECTIONS IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

HIGHEST RATIO OF 3G & 4G CONNECTIONS vs. ALL CONNECTIONS

#	HIGHEST BROADBAND RATIO	%	CONNECTIONS
01=	AUSTRALIA	100%	32,473,712
01=	NORTH KOREA	100%	4,276,383
01=	TAIWAN	100%	28,475,633
04	SOUTH KOREA	100%	60,191,214
05	THAILAND	99%	91,828,797
06	MACAU	99%	1,994,329
07	SINGAPORE	99%	8,291,584
08	JAPAN	99%	184,117,190
09	AUSTRIA	97%	12,768,475
10	SWITZERLAND	96%	10,407,200

LOWEST RATIO OF 3G & 4G CONNECTIONS vs. ALL CONNECTIONS

#	LOWEST BROADBAND RATIO	%	CONNECTIONS
212	CUBA	2.0%	91,424
211	COMOROS	3.0%	12,868
210	EQUATORIAL GUINEA	4.0%	25,692
209	MARSHALL IS.	4.0%	245
208	PALESTINE	6.3%	271,437
207	GREENLAND	8.8%	5,097
206	YEMEN	14%	2,642,378
205	NIGER	16%	1,554,141
204	GRENADA	16%	20,721
203	MICRONESIA	17%	3,954

SOURCE: GSMA INTELLIGENCE (Q4 2018); KEPIOS ANALYSIS. FIGURES ARE BASED ON MOBILE CONNECTIONS THAT ARE 3G AND ABOVE. **ADVISORY:** GSMA INTELLIGENCE HAS REVISED ITS DATA SINCE OUR DIGITAL 2018 REPORTS, SO THESE NUMBERS MAY NOT BE DIRECTLY COMPARABLE TO THOSE WE PUBLISHED IN LAST YEAR'S REPORTS.

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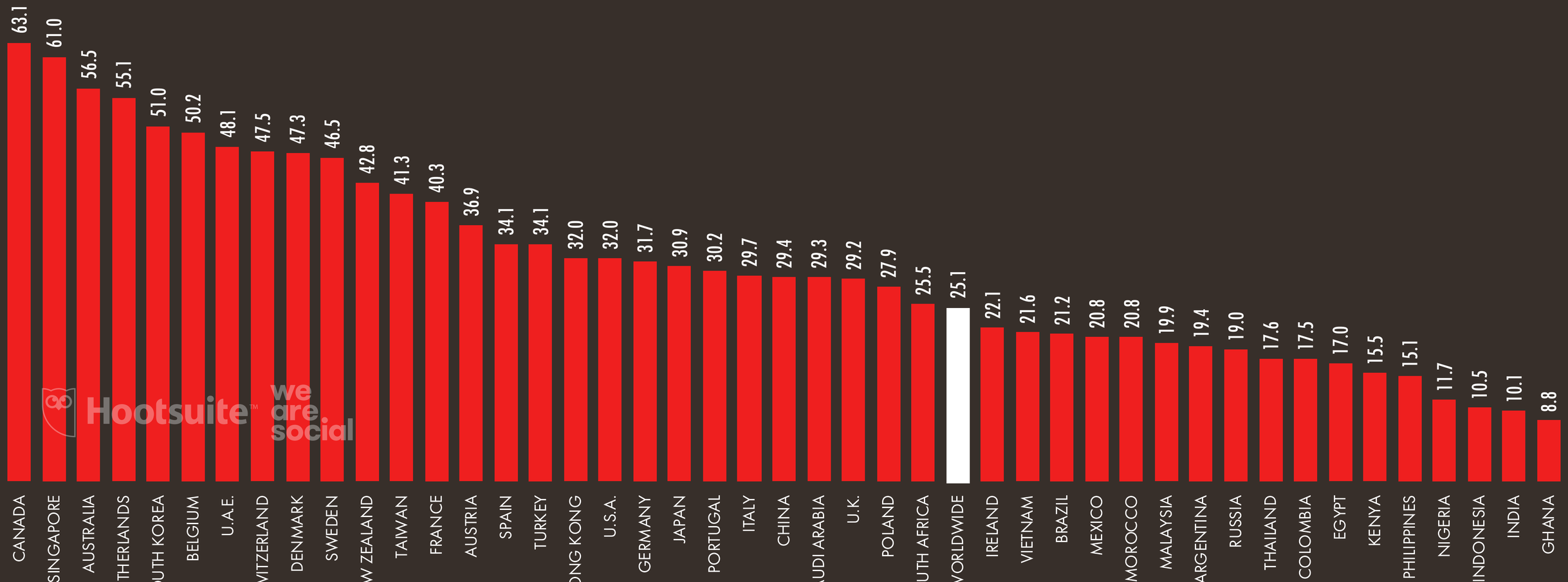
AVERAGE MOBILE INTERNET CONNECTION SPEEDS

AVERAGE DOWNLOAD SPEED OF MOBILE INTERNET CONNECTIONS, IN MBPS



SOURCE: OOKLA SPEEDTEST (DECEMBER 2018).

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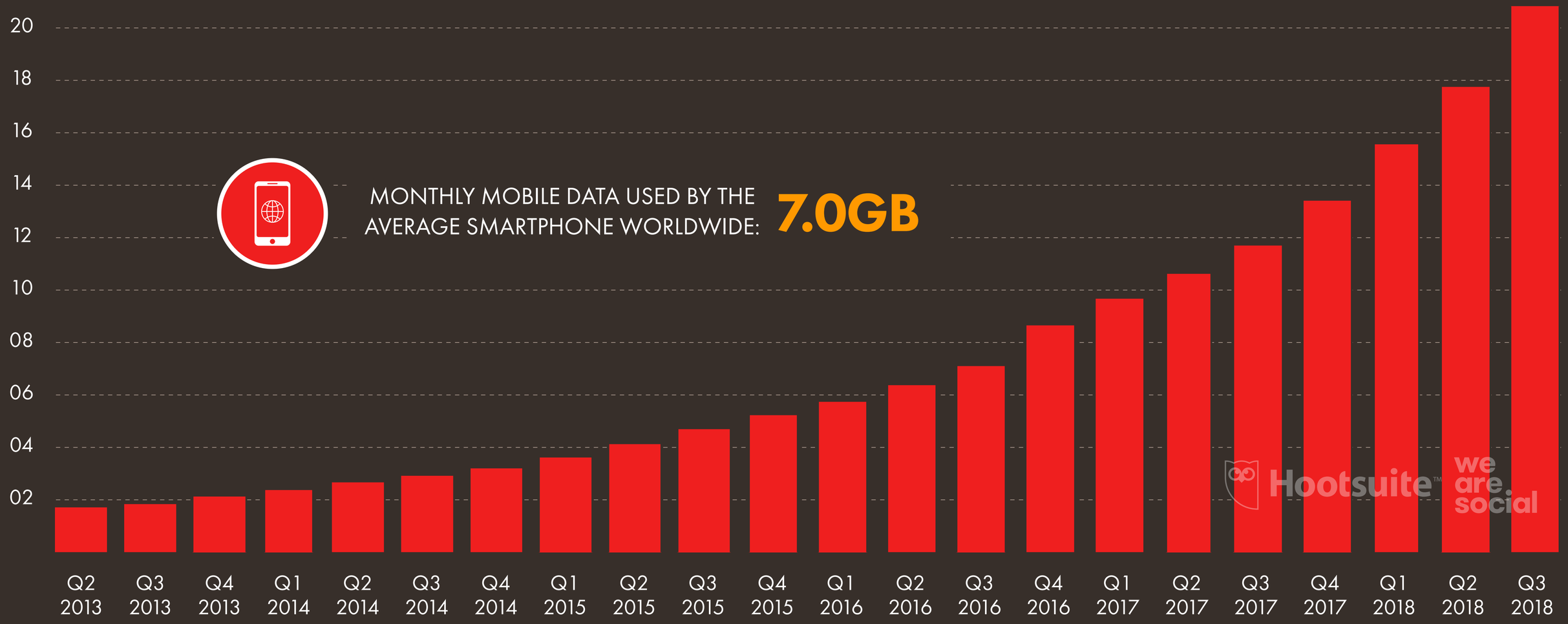
EVOLUTION OF MOBILE DATA CONSUMPTION

TOTAL MONTHLY GLOBAL MOBILE DATA TRAFFIC (UPLOAD & DOWNLOAD), IN EXABYTES (BILLIONS OF GIGABYTES)



SOURCES: ERICSSON MOBILITY REPORT (NOVEMBER 2018), AND DATA EXTRAPOLATED FROM ERICSSON'S MOBILITY VISUALIZER TOOL (JANUARY 2019).

JAN 2019

MOBILE DATA TRAFFIC BY REGION

TOTAL MONTHLY MOBILE DATA TRAFFIC TO SMARTPHONES, BY REGION

LATIN AMERICA	NORTH AMERICA	ASIA-PACIFIC	MIDDLE EAST & AFRICA	WESTERN, CENTRAL, & EASTERN EUROPE
2.09	**3.57**	**19.43**	**2.56**	**4.87**
BILLION GIGABYTES	**BILLION GIGABYTES**	**BILLION GIGABYTES**	**BILLION GIGABYTES**	**BILLION GIGABYTES**
ANNUAL CHANGE:	ANNUAL CHANGE:	ANNUAL CHANGE:	ANNUAL CHANGE:	ANNUAL CHANGE:
+45%	**+32%**	**+29%**	**+57%**	**+45%**

SOURCE: ERICSSON MOBILITY CALCULATOR (JANUARY 2019).

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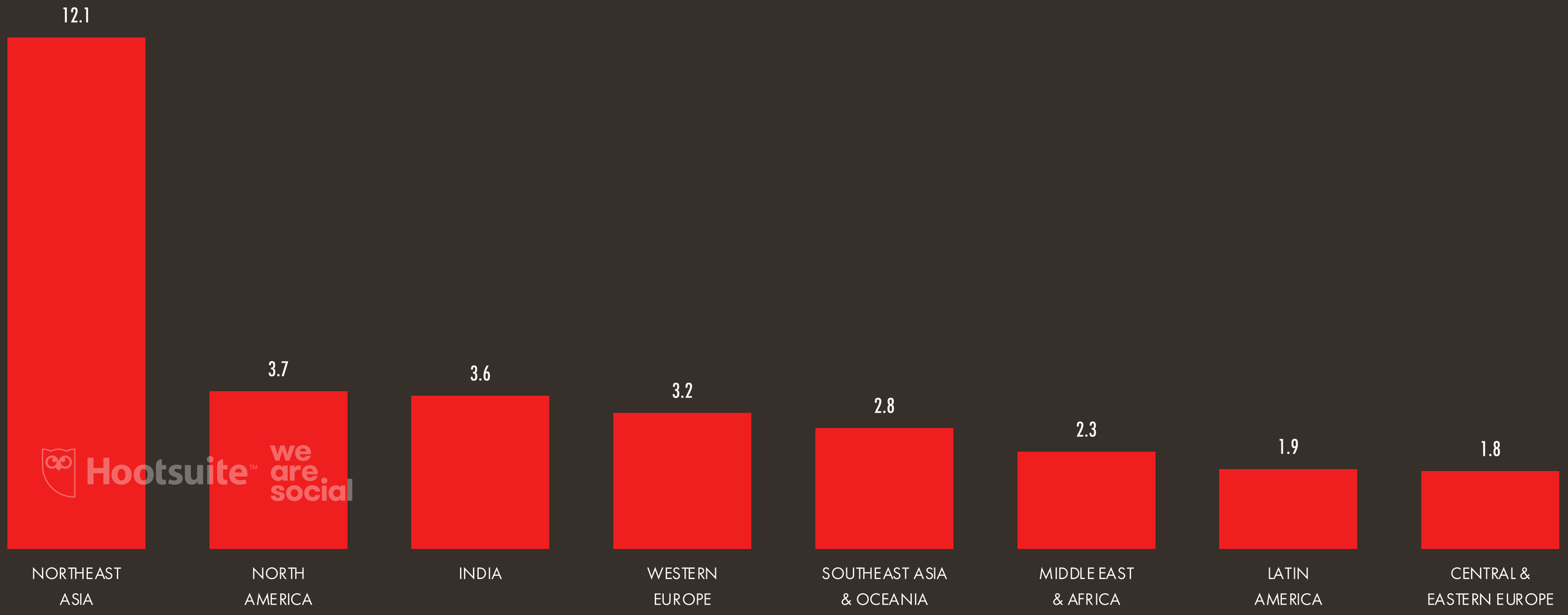
MONTHLY MOBILE DATA USE BY REGION

THE AVERAGE TOTAL AMOUNT OF MOBILE DATA CONSUMED EACH MONTH BY REGION, IN EXABYTES (BILLIONS OF GIGABYTES)



SOURCE: ERICSSON MOBILITY CALCULATOR (JANUARY 2019). FIGURES REPRESENT THE AVERAGE OF 2018 AND 2019 DATA FOR ALL DEVICES.

JAN 2019

SHARE OF FACEBOOK ACCESS BY MOBILE OS

BASED ON EACH OPERATING SYSTEM'S SHARE OF GLOBAL FACEBOOK USERS ACCESSING VIA SMARTPHONES AND / OR TABLETS

PERCENTAGE OF MOBILE FACEBOOK USERS ACCESSING VIA ANDROID DEVICES

76.9%

PERCENTAGE OF MOBILE FACEBOOK USERS ACCESSING VIA APPLE IOS DEVICES

14.1%

PERCENTAGE OF MOBILE FACEBOOK USERS ACCESSING VIA OTHER MOBILE OPERATING SYSTEMS

9.1%

SOURCE: EXTRAPOLATED FROM FACEBOOK DATA (JANUARY 2019). FIGURES REPRESENT SHARE OF MOBILE USE ONLY.

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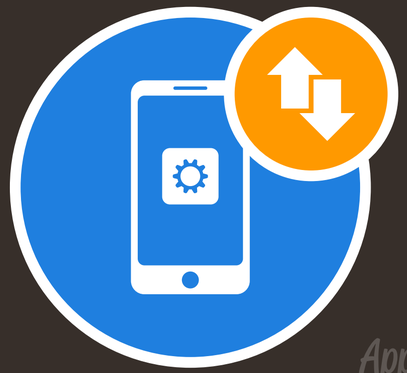
MOBILE APPS: GLOBAL TRENDS

GLOBAL APP DOWNLOADS, AND THE VALUE OF THE GLOBAL MOBILE APP MARKET IN U.S. DOLLARS, INCLUDING ANNUAL TRENDS

NUMBER OF MOBILE APPS DOWNLOADED WORLDWIDE IN 2018 (ALL PLATFORMS)

194
BILLION

ANNUAL GROWTH IN THE NUMBER OF MOBILE APPS DOWNLOADED



+9%

TOTAL VALUE OF GLOBAL CONSUMER SPEND ON MOBILE APPS IN 2018

$101
BILLION

ANNUAL GROWTH IN VALUE OF GLOBAL CONSUMER SPEND ON MOBILE APPS

+23%

AVERAGE CONSUMER SPEND ON MOBILE APPS PER SMARTPHONE* IN 2018

$20.15

SOURCE: APP ANNIE (JANUARY 2019); ERICSSON MOBILITY VISUALIZER (JANUARY 2019); KEPIOS ANALYSIS. ***NOTE:** THE FIGURE FOR AVERAGE CONSUMER SPEND PER SMARTPHONE IS BASED ON DATA FROM MULTIPLE SOURCES.

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MOBILE APPS: GLOBAL CATEGORY RANKINGS

RANKINGS OF MOBILE APP CATEGORIES BY TOTAL GLOBAL DOWNLOADS AND ANNUAL GLOBAL CONSUMER SPEND

GOOGLE PLAY: 2018 DOWNLOADS

#	APP CATEGORY
01	GAMES
02	TOOLS
03	ENTERTAINMENT
04	COMMUNICATION
05	PHOTOGRAPHY
06	SOCIAL
07	MUSIC & AUDIO
08	VIDEO PLAYERS & EDITORS
09	PRODUCTIVITY
10	SHOPPING

GOOGLE PLAY: 2018 SPEND

#	APP CATEGORY
01	GAMES
02	SOCIAL
03	ENTERTAINMENT
04	LIFESTYLE
05	MUSIC & AUDIO
06	PRODUCTIVITY
07	COMMUNICATION
08	HEALTH & FITNESS
09	DATING
10	EDUCATION

iOS: 2018 DOWNLOADS

#	APP CATEGORY
01	GAMES
02	PHOTO & VIDEO
03	ENTERTAINMENT
04	UTILITIES
05	SOCIAL NETWORKING
06	SHOPPING
07	LIFESTYLE
08	FINANCE
09	PRODUCTIVITY
10	EDUCATION

iOS: 2018 SPEND

#	APP CATEGORY
01	GAMES
02	ENTERTAINMENT
03	SOCIAL NETWORKING
04	MUSIC
05	PHOTO & VIDEO
06	LIFESTYLE
07	HEALTH & FITNESS
08	PRODUCTIVITY
09	BOOKS
10	EDUCATION

SOURCE: APP ANNIE, 'THE STATE OF MOBILE IN 2019' REPORT (JANUARY 2019).

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GLOBAL MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY AVERAGE MONTHLY ACTIVE USERS THROUGHOUT 2018

RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	DEVELOPER
01	FACEBOOK	FACEBOOK
02	WHATSAPP MESSENGER	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	WECHAT	TENCENT
05	INSTAGRAM	FACEBOOK
06	QQ	TENCENT
07	ALIPAY	ANT FINANCIAL SERVICES
08	TAOBAO	ALIBABA GROUP
09	WIFI MASTER KEY	LINKSURE
10	BAIDU	BAIDU

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	APP NAME	DEVELOPER
01	ANIPOP	HAPPY ELEMENTS
02	HONOUR OF KINGS	TENCENT
03	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
04	CLASH OF CLANS	SUPERCELL
05	PUBG: EXCITING BATTLEFIELD	TENCENT
06	PUBG MOBILE	TENCENT
07	CLASH ROYALE	SUPERCELL
08	POKÉMON GO	NIANTIC
09	SUBWAY SURFERS	KILOO
10	HELIX JUMP	VOODOO

SOURCE: APP ANNIE (JANUARY 2019). BASED ON COMBINED DATA FOR ANDROID AND IPHONE DEVICES.
NOTE: DOES NOT INCLUDE DATA FOR DOWNLOADS FROM THIRD-PARTY ANDROID STORES.

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GLOBAL MOBILE APP RANKINGS: DOWNLOADS

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY THE NUMBER OF DOWNLOADS IN 2018

RANKING OF MOBILE APPS BY DOWNLOADS

#	APP NAME	DEVELOPER
01	FACEBOOK MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	WHATSAPP MESSENGER	FACEBOOK
04	TIKTOK (DOUYIN)	TOUTIAO
05	INSTAGRAM	FACEBOOK
06	UC BROWSER	ALIBABA GROUP
07	SHAREIT	SHAREIT
08	SNAPCHAT	SNAP
09	NETFLIX	NETFLIX
10	SPOTIFY	SPOTIFY

RANKING OF MOBILE GAMES BY DOWNLOADS

#	APP NAME	DEVELOPER
01	HELIX JUMP	VOODOO
02	SUBWAY SURFERS	KILOO
03	PUBG MOBILE	TENCENT
04	FREE FIRE	SEA
05	RISE UP	SERKAN OZYILMAZ
06	LOVE BALLS	SUPERTAPX
07	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
08	HAPPY GLASS	APPLOVIN
09	SNIPER 3D ASSASSIN	TFG CO
10	KICK THE BUDDY	PLAYGENDARY

SOURCE: APP ANNIE (JANUARY 2019). BASED ON COMBINED DATA FOR THE GOOGLE PLAY AND APPLE iOS APP STORES.
NOTE: DOES NOT INCLUDE DATA FOR DOWNLOADS FROM THIRD-PARTY ANDROID STORES.

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GLOBAL MOBILE APP RANKINGS: REVENUE

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY TOTAL REVENUE GENERATED IN 2018

RANKING OF MOBILE APPS BY REVENUE

#	APP NAME	DEVELOPER
01	NETFLIX	NETFLIX
02	TINDER	INTERACTIVECORP (IAC)
03	TENCENT VIDEO	TENCENT
04	IQIYI	BAIDU
05	PANDORA MUSIC	PANDORA
06	KWAI (快手)	ONESMILE
07	YOUTUBE	GOOGLE
08	YOUKU	ALIBABA GROUP
09	LINE	LINE
10	HBO NOW	TIME WARNER

RANKING OF MOBILE GAMES BY REVENUE

#	APP NAME	DEVELOPER
01	FATE/GRAND ORDER	SONY
02	HONOUR OF KINGS	TENCENT
03	MONSTER STRIKE	MIXI
04	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
05	LINEAGE M	NCSOFT
06	FANTASY WESTWARD JOURNEY	NETEASE
07	POKÉMON GO	NIANTIC
08	DRAGON BALL Z DOKKAN BATTLE	BANDAI NAMCO
09	CLASH OF CLANS	SUPERCELL
10	CLASH ROYALE	SUPERCELL

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SOURCE: APP ANNIE (JANUARY 2019). BASED ON COMBINED DATA FOR THE GOOGLE PLAY AND APPLE iOS APP STORES.
NOTE: DOES NOT INCLUDE DATA FOR DOWNLOADS FROM THIRD-PARTY ANDROID STORES.

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WE ARE SOCIAL'S PERSPECTIVE: MOBILE IN 2019

More smartphone users, faster data connections, and improved camera, AI, and AR functionality will accelerate streaming and shopping trends.

RIGHT NOW CROWD

In 2018, live-streamed video snared consumers and kept them hooked long after the content had finished. 20% of the videos on Facebook are now Live and users spend 3x times longer watching this content compared to saved video. Now brands have a chance to reel them in.

M-COMMERCE EVERYWHERE

As mobile increases its share of social, S-commerce means M-commerce. Meanwhile dedicated apps, integrated payment systems and bio-security features make purchase increasingly seamless - in both physical and virtual retail spaces.

TECH TOOLS FOR SHOPPING

Beyond (or before) the transaction, shopping will be enhanced by technologies being added to our smartphones: AR 'lenses' for visualising purchases, voice-powered shopping, and conversational AI building your shopping list within a messaging app.

Learn more about these and other Trends to watch in 2019.

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HOOTSUITE'S PERSPECTIVE: MOBILE THEMES

Mobile video continues to dominate on social channels. But marketers are struggling to keep up with the demand for video content. 52% of respondents to Hootsuite's 2019 Social Trends survey cited a "lack of video creation (skills or budget)" as a key challenge for 2019.

The good news is that many brands are finding success with **lo-fi mobile storytelling**. The Guardian, Dunkin' Donuts, and WeWork are early adopters of lo-fi content in Instagram Stories, trading traditional video production for quick content created and consumed entirely on mobile.

Click here to download Hootsuite's Social Trends 2019 Toolkit and get best-in-class examples of brands using mobile video.

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GLOBAL E-COMMERCE USE

Hootsuite™ we are social

JAN 2019

FINANCIAL INCLUSION FACTORS: GLOBAL OVERVIEW

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE

HAS AN ACCOUNT WITH A FINANCIAL INSTITUTION

69%

HAS A CREDIT CARD

18%

HAS A MOBILE MONEY ACCOUNT

4.4%

MAKES ONLINE PURCHASES AND / OR PAYS BILLS ONLINE

29%

PERCENTAGE OF WOMEN WITH A CREDIT CARD

17%

PERCENTAGE OF MEN WITH A CREDIT CARD

20%

PERCENTAGE OF WOMEN MAKING ONLINE TRANSACTIONS

28%

PERCENTAGE OF MEN MAKING ONLINE TRANSACTIONS

30%

SOURCE: WORLD BANK GLOBAL FINANCIAL INCLUSION DATA (LATEST AVAILABLE DATA, ACCESSED JANUARY 2019).
NOTE: FIGURES REPRESENT THE PERCENTAGE OF ADULTS AGED 15+, NOT TOTAL POPULATION.

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JAN 2019

E-COMMERCE ACTIVITIES

PERCENTAGE OF INTERNET USERS WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH [SURVEY BASED]

SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY

84%

VISITED AN ONLINE RETAIL STORE ON THE WEB (ANY DEVICE)

91%

PURCHASED A PRODUCT OR SERVICE ONLINE (ANY DEVICE)

75%

MADE AN ONLINE PURCHASE VIA A LAPTOP OR DESKTOP COMPUTER

42%

MADE AN ONLINE PURCHASE VIA A MOBILE DEVICE

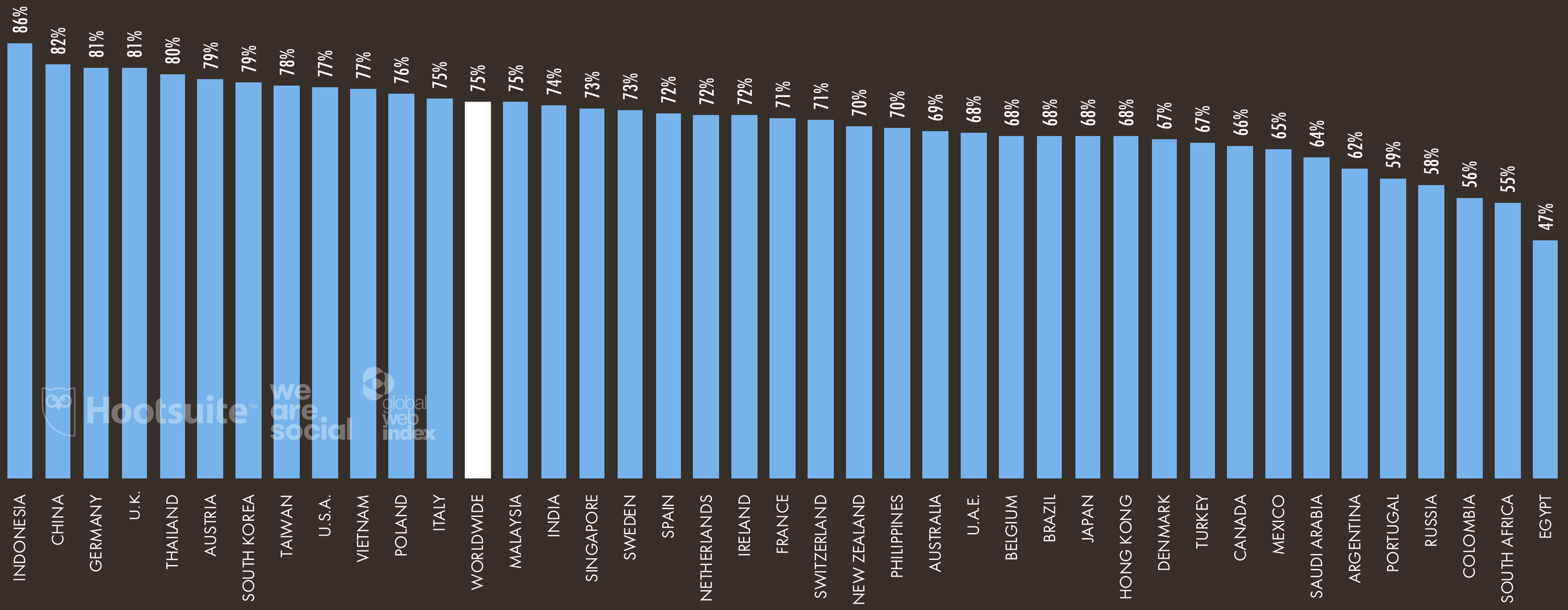
55%

SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

JAN 2019

E-COMMERCE USE AMONGST INTERNET USERS

PERCENTAGE OF INTERNET USERS WHO BOUGHT SOMETHING ONLINE VIA ANY DEVICE IN THE PAST MONTH [SURVEY-BASED]

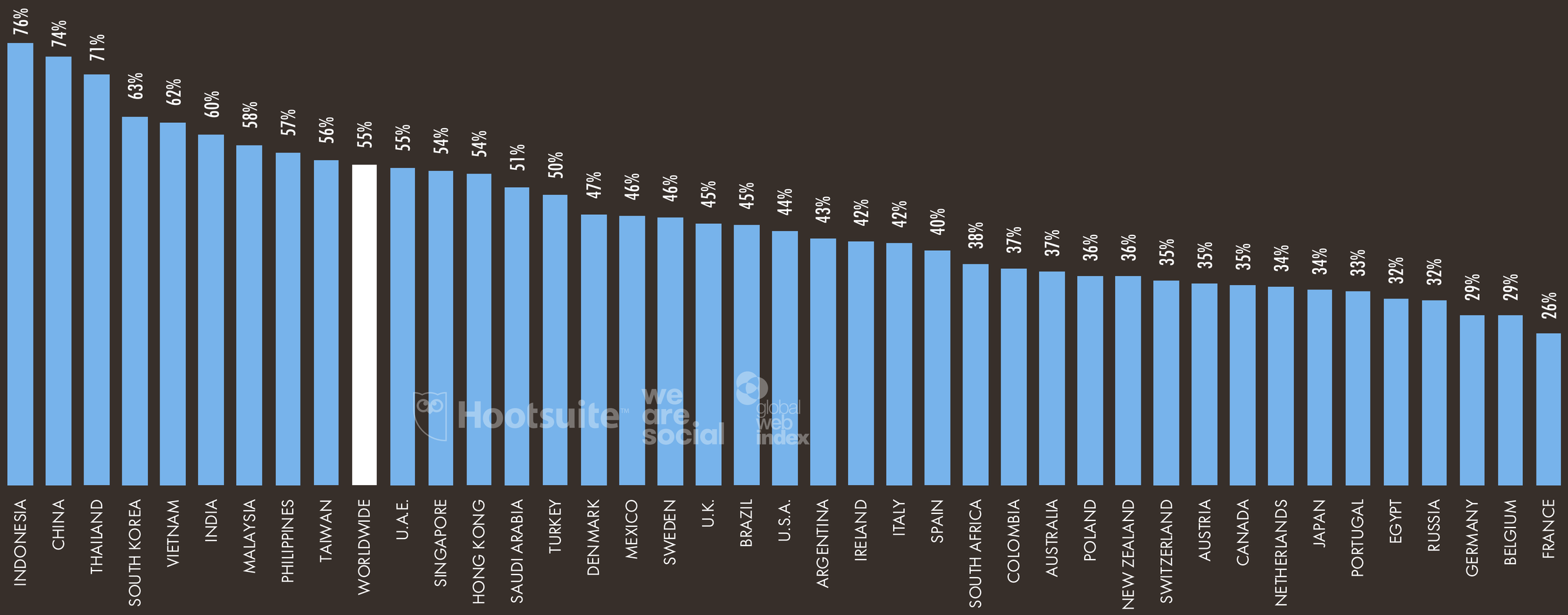


SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018); KEPIOS ANALYSIS. BASED ON A SURVEY OF INTERNET USERS AGED 16-64.

JAN 2019

M-COMMERCE USE AMONGST INTERNET USERS

PERCENTAGE OF INTERNET USERS WHO BOUGHT SOMETHING ONLINE VIA A MOBILE PHONE IN THE PAST MONTH [SURVEY-BASED]



SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018); KEPIOS ANALYSIS. BASED ON A SURVEY OF INTERNET USERS AGED 16-64.

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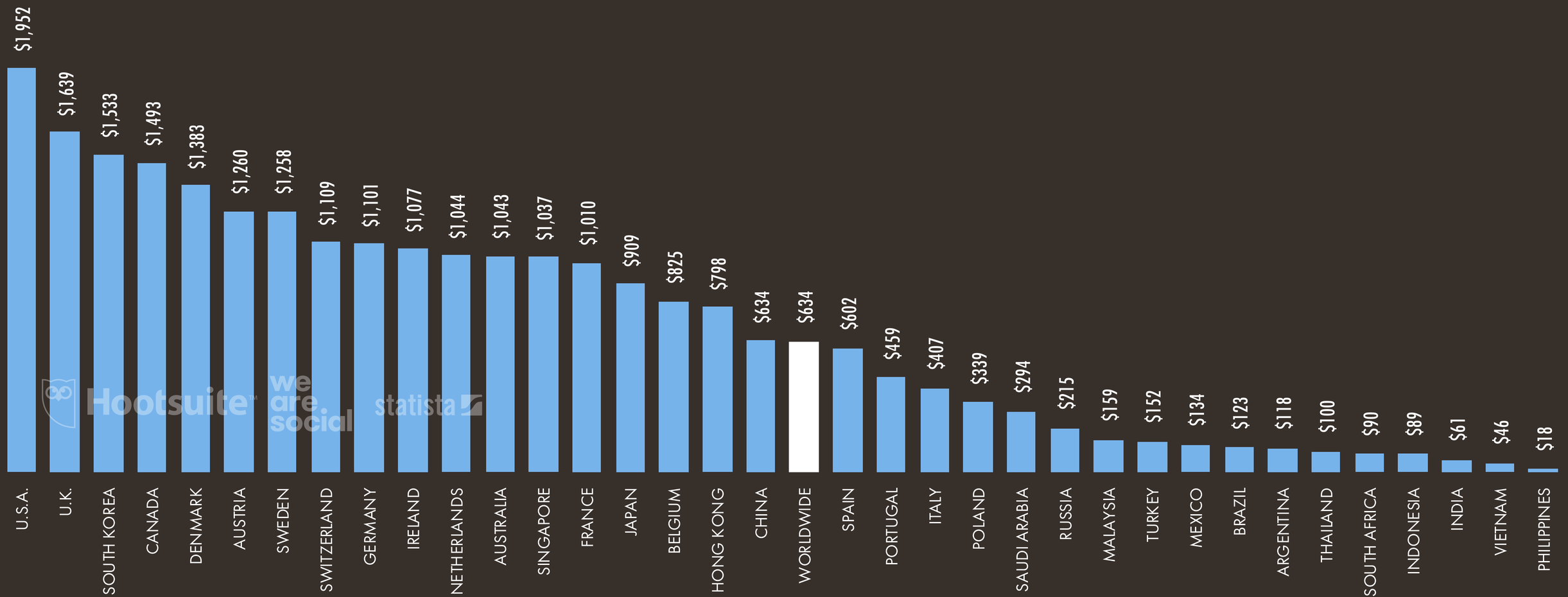
JAN 2019

E-COMMERCE ARPU: CONSUMER GOODS

AVERAGE AMOUNT SPENT ON E-COMMERCE PURCHASES OF CONSUMER GOODS BY EACH E-COMMERCE USER IN 2018, IN U.S. DOLLARS



SOURCE: STATISTA DIGITAL MARKET OUTLOOK, E-COMMERCE INDUSTRY (ACCESSED JANUARY 2019). **NOTE:** VALUES REPRESENT SPENDS ON CONSUMER GOODS ONLY, AND DO NOT INCLUDE SPEND ON CATEGORIES SUCH AS TRAVEL, ACCOMMODATION, OR DIGITAL CONTENT SUCH AS MUSIC DOWNLOADS OR STREAMING SERVICES.

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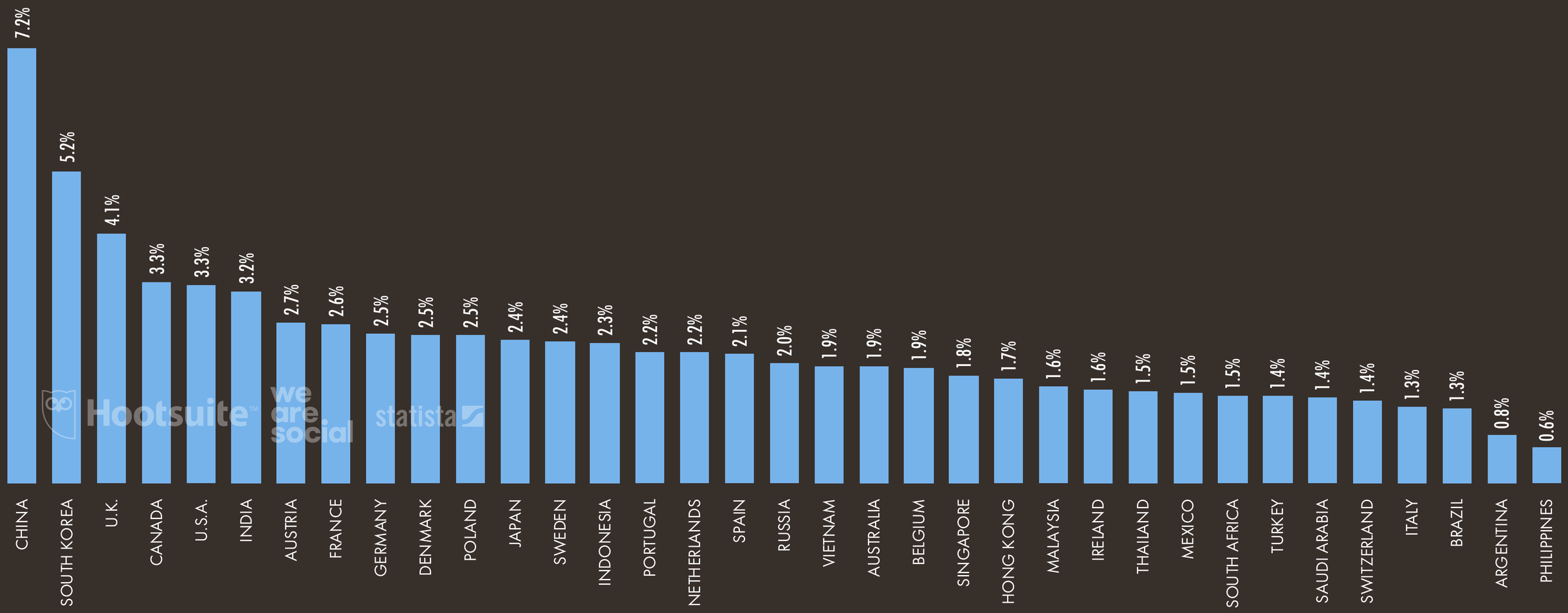
JAN 2019

E-COMMERCE CONSUMER ARPU vs. GDP PER CAPITA

AVERAGE AMOUNT SPENT ON E-COMMERCE PURCHASES OF CONSUMER GOODS BY EACH E-COMMERCE USER IN 2018, vs. GDP PER CAPITA



SOURCES: STATISTA DIGITAL MARKET OUTLOOK, E-COMMERCE INDUSTRY (ACCESSED JANUARY 2019); WORLD BANK AND IMF (ACCESSED JANUARY 2019). **NOTES:** ARPU VALUES REPRESENT SPENDS ON CONSUMER GOODS ONLY, AND DO NOT INCLUDE SPEND ON CATEGORIES SUCH AS TRAVEL, ACCOMMODATION, OR DIGITAL CONTENT SUCH AS MUSIC DOWNLOADS OR STREAMING SERVICES. COMPARISONS ARE TO GDP PER CAPITA IN CURRENT UNITED STATES DOLLARS, NOT THE 'PPP' FIGURES USED TO REPORT GDP PER CAPITA ELSEWHERE IN THIS REPORT.

JAN 2019

GLOBAL E-COMMERCE SPEND BY CATEGORY

THE TOTAL ANNUAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES AROUND THE WORLD, IN U.S. DOLLARS

FASHION & BEAUTY

$524.9 BILLION

ELECTRONICS & PHYSICAL MEDIA

$392.6 BILLION

FOOD & PERSONAL CARE

$209.5 BILLION

FURNITURE & APPLIANCES

$272.5 BILLION

TOYS, DIY & HOBBIES

$386.2 BILLION

TRAVEL (INCLUDING ACCOMMODATION)

$750.7 BILLION

DIGITAL MUSIC

$12.05 BILLION

VIDEO GAMES

$70.56 BILLION

SOURCE: STATISTA DIGITAL MARKET OUTLOOK FOR E-COMMERCE, E-TRAVEL, AND DIGITAL MEDIA INDUSTRIES (ACCESSED JANUARY 2019). **NOTES:** FIGURES ARE BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND FOR 2018, EXCLUDING B2B SPEND. FIGURES FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING. **ADVISORY:** STATISTA HAVE REVISED THEIR FIGURES FOR 2017 SPEND SINCE LAST YEAR, SO THESE FIGURES WILL NOT BE COMPARABLE TO DATA WE REPORTED IN OUR DIGITAL 2018 REPORTS.

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JAN 2019

GLOBAL E-COMMERCE GROWTH BY CATEGORY

ANNUAL CHANGE IN THE TOTAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES AROUND THE WORLD

FASHION & BEAUTY

+17%

ELECTRONICS & PHYSICAL MEDIA

+11%

FOOD & PERSONAL CARE

+15%

FURNITURE & APPLIANCES

+15%

TOYS, DIY & HOBBIES

+15%

TRAVEL (INCLUDING ACCOMMODATION)

+11%

DIGITAL MUSIC

+4.2%

VIDEO GAMES

+6.3%

SOURCE: STATISTA DIGITAL MARKET OUTLOOK FOR E-COMMERCE, E-TRAVEL, AND DIGITAL MEDIA INDUSTRIES (ACCESSED JANUARY 2019). **NOTES:** FIGURES ARE BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND FOR 2018, EXCLUDING B2B SPEND. FIGURES FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING. **ADVISORY:** STATISTA HAVE REVISED THEIR FIGURES FOR 2017 SPEND SINCE LAST YEAR, SO THESE FIGURES WILL NOT BE COMPARABLE TO DATA WE REPORTED IN OUR DIGITAL 2018 REPORTS.

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JAN 2019

E-COMMERCE DETAIL: CONSUMER GOODS

OVERVIEW OF THE E-COMMERCE MARKET FOR CONSUMER GOODS, WITH VALUES IN U.S. DOLLARS

TOTAL NUMBER OF PEOPLE PURCHASING CONSUMER GOODS VIA E-COMMERCE

2.818

BILLION

YEAR-ON-YEAR CHANGE:

+3.1%

PENETRATION OF CONSUMER GOODS E-COMMERCE (TOTAL POPULATION)

37%

VALUE OF THE CONSUMER GOODS E-COMMERCE MARKET (TOTAL ANNUAL SALES REVENUE)

$1.786

TRILLION

YEAR-ON-YEAR CHANGE:

+14%

AVERAGE ANNUAL REVENUE PER USER OF CONSUMER GOODS E-COMMERCE (ARPU)

$634

YEAR-ON-YEAR CHANGE:

+11%

SOURCE: STATISTA DIGITAL MARKET OUTLOOK FOR E-COMMERCE INDUSTRY (ACCESSED JANUARY 2019). **NOTE:** FIGURES ARE BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND FOR 2018, EXCLUDING B2B SPEND. **ADVISORY:** STATISTA HAVE REVISED THEIR FIGURES FOR 2017 SPEND SINCE LAST YEAR, SO THESE FIGURES WILL NOT BE COMPARABLE TO DATA WE REPORTED IN OUR DIGITAL 2018 REPORTS.

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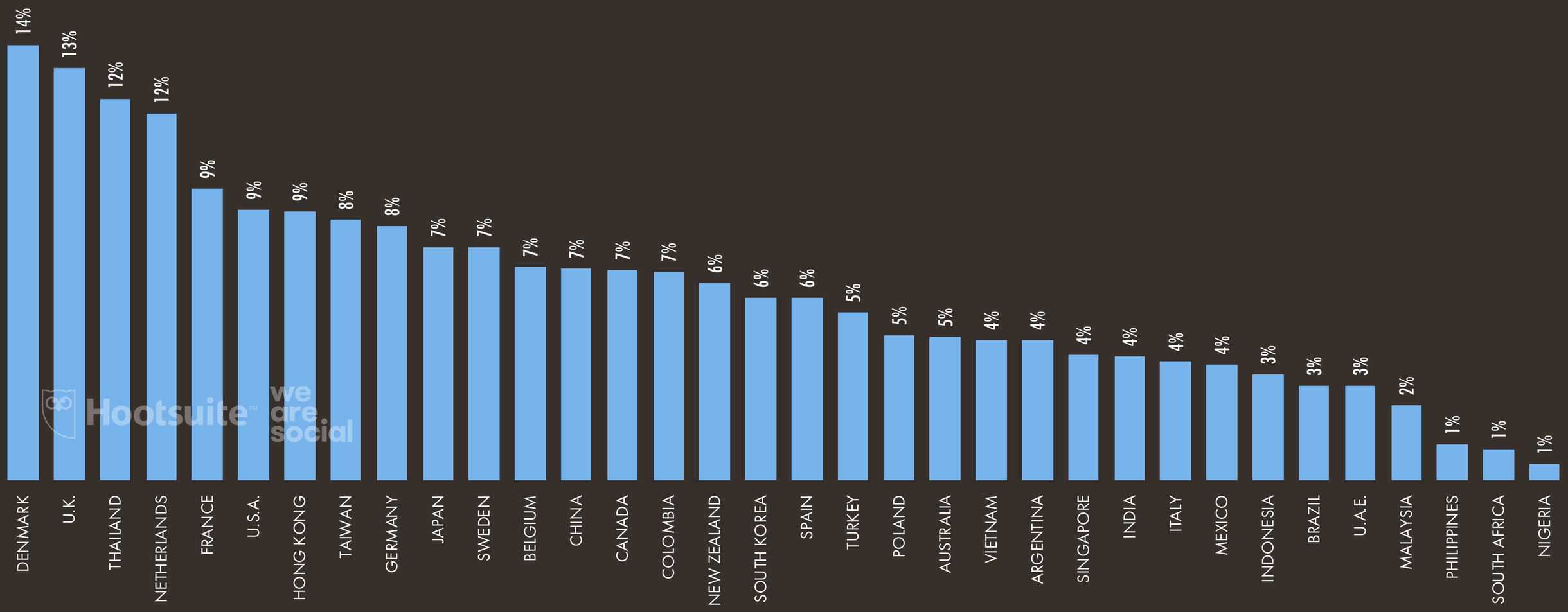
E-COMMERCE SPEND vs. TOTAL RETAIL SPEND

ANNUAL PER-CAPITA SPEND ON E-COMMERCE PURCHASES, AS A PERCENTAGE OF COMBINED PER-CAPITA SPEND ACROSS E-COMMERCE AND P.O.S.



SOURCES: BASED ON DATA IN WORLDPAY GLOBAL PAYMENTS REPORT (NOVEMBER 2018). **NOTE:** FIGURES REPRESENT ANNUAL E-COMMERCE SPEND PER PERSON, AS A PERCENTAGE OF COMBINED ANNUAL E-COMMERCE AND POINT-OF-SALE SPEND PER PERSON, AS REPORTED BY WORLDPAY IN PARTNERSHIP WITH MCKINSEY AND GLOBALDATA. FOR FULL DETAILS ON ASSOCIATED METHODOLOGIES, PLEASE SEE WORLDPAY'S GLOBAL PAYMENTS REPORT (NOVEMBER 2018).

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TOP GOOGLE SHOPPING QUERIES

BASED ON SEARCHES THROUGHOUT 2018

#	SEARCH QUERY	INDEX
01	AMAZON	100
02	NIKE	93
03	IPHONE	79
04	WALMART	77
05	SHOES	76
06	ADIDAS	64
07	EBAY	58
08	PS4	40
09	APPLE	26
10	IKEA	25

#	SEARCH QUERY	INDEX
11	GUCCI	24
12	MERCADO LIVRE	23
13	XBOX ONE	22
14	TARGET	22
15	HOME DEPOT	20
16	VANS	19
17	IPHONE 7	17
18	IPHONE 6	16
19	LAPTOP	15
20	FORTNITE	14

SOURCE: GOOGLE TRENDS (ACCESSED JANUARY 2019); KEPIOS ANALYSIS. **NOTES:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE 'INDEX' COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY).

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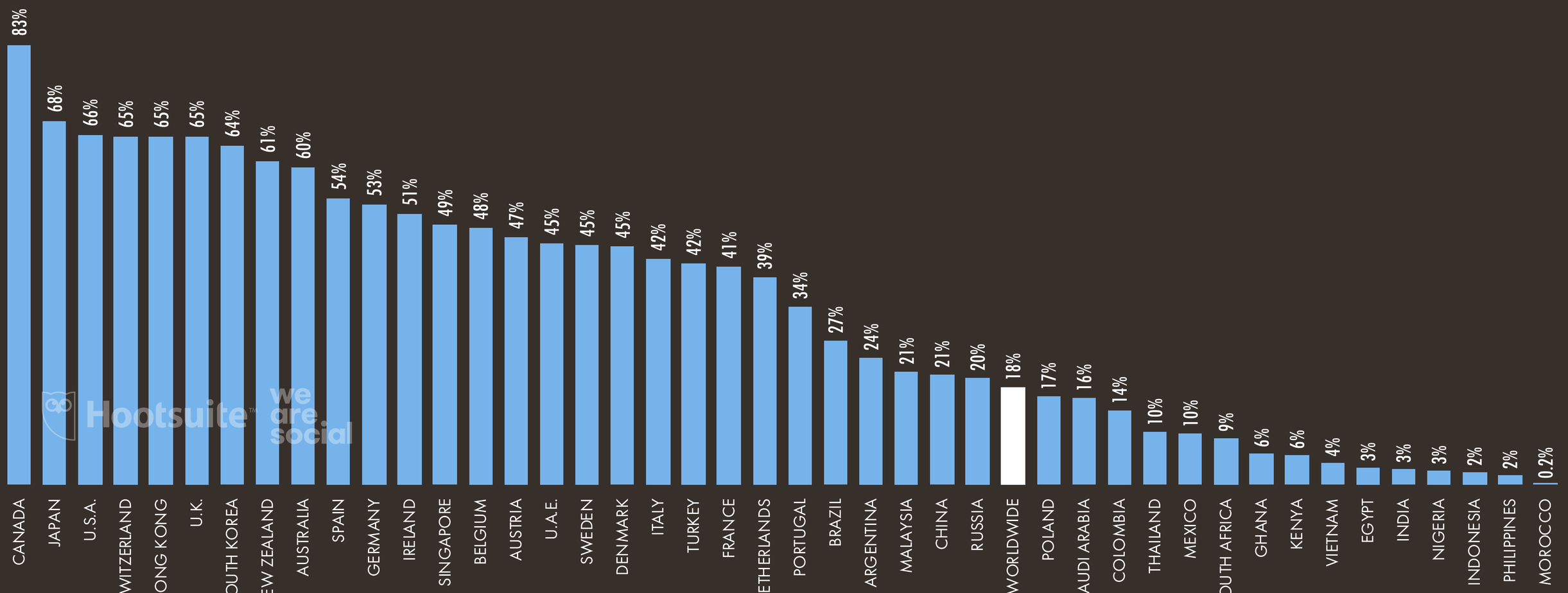
JAN 2019

CREDIT CARD OWNERSHIP

THE PERCENTAGE OF ADULTS AGED 15+ WHO POSSESS A CREDIT CARD



SOURCE: WORLD BANK GLOBAL FINANCIAL INCLUSION DATA (ACCESSED JANUARY 2019)

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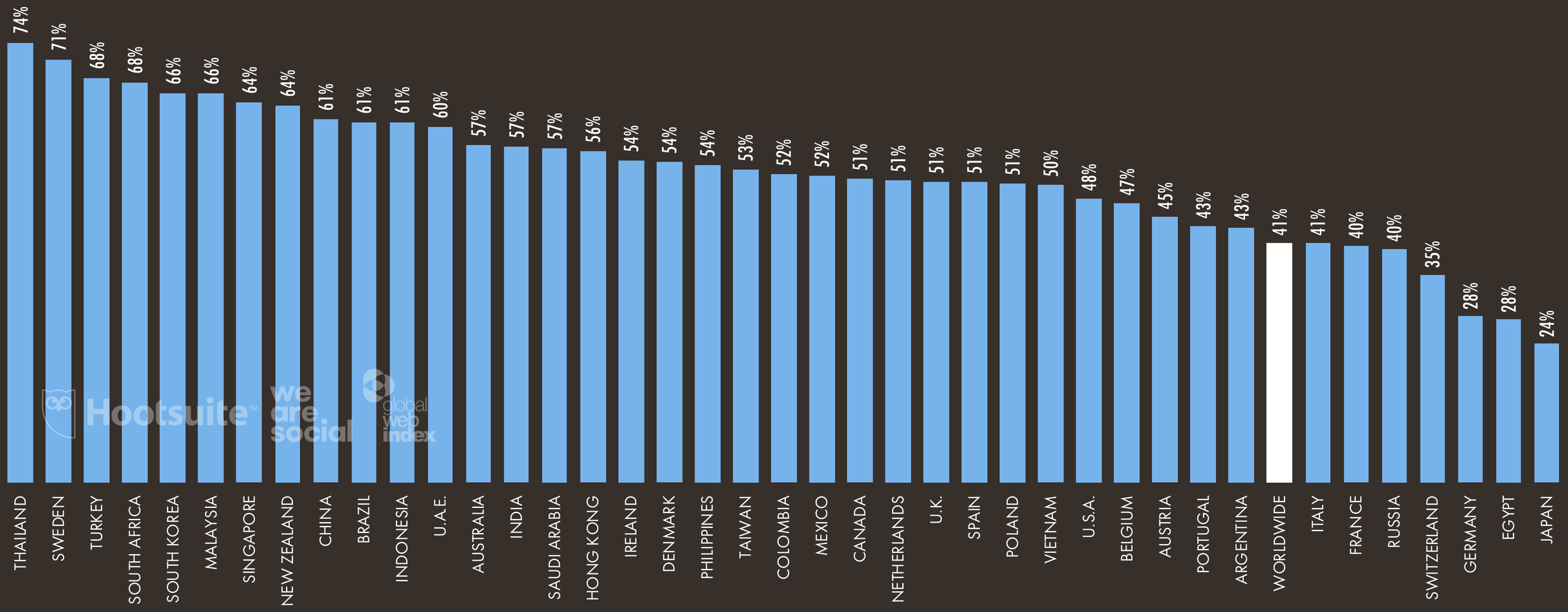
JAN 2019

PENETRATION OF MOBILE BANKING

PERCENTAGE OF INTERNET USERS THAT ACCESSES BANKING SERVICES VIA A MOBILE DEVICE

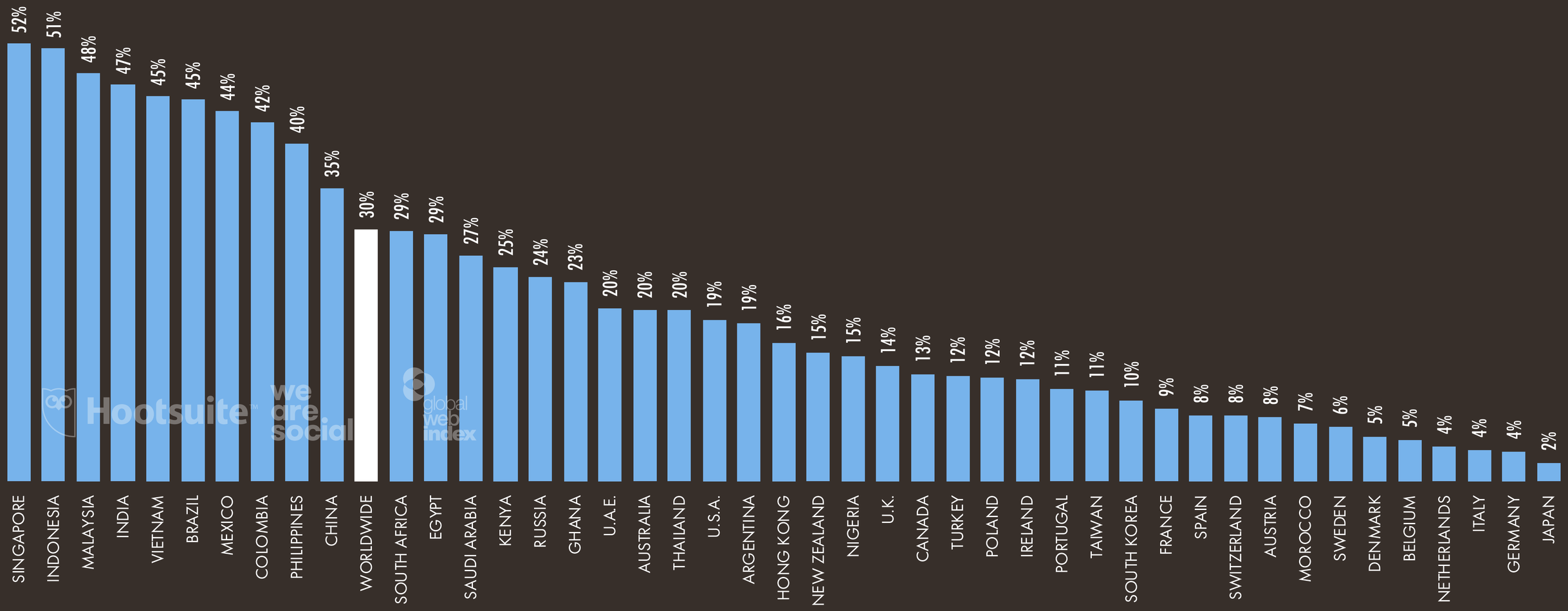


SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

JAN 2019

USE OF RIDE-HAILING APPS

PERCENTAGE OF INTERNET USERS THAT USE TAXI BOOKING OR RIDE-SHARING APPS EACH MONTH [SURVEY BASED]

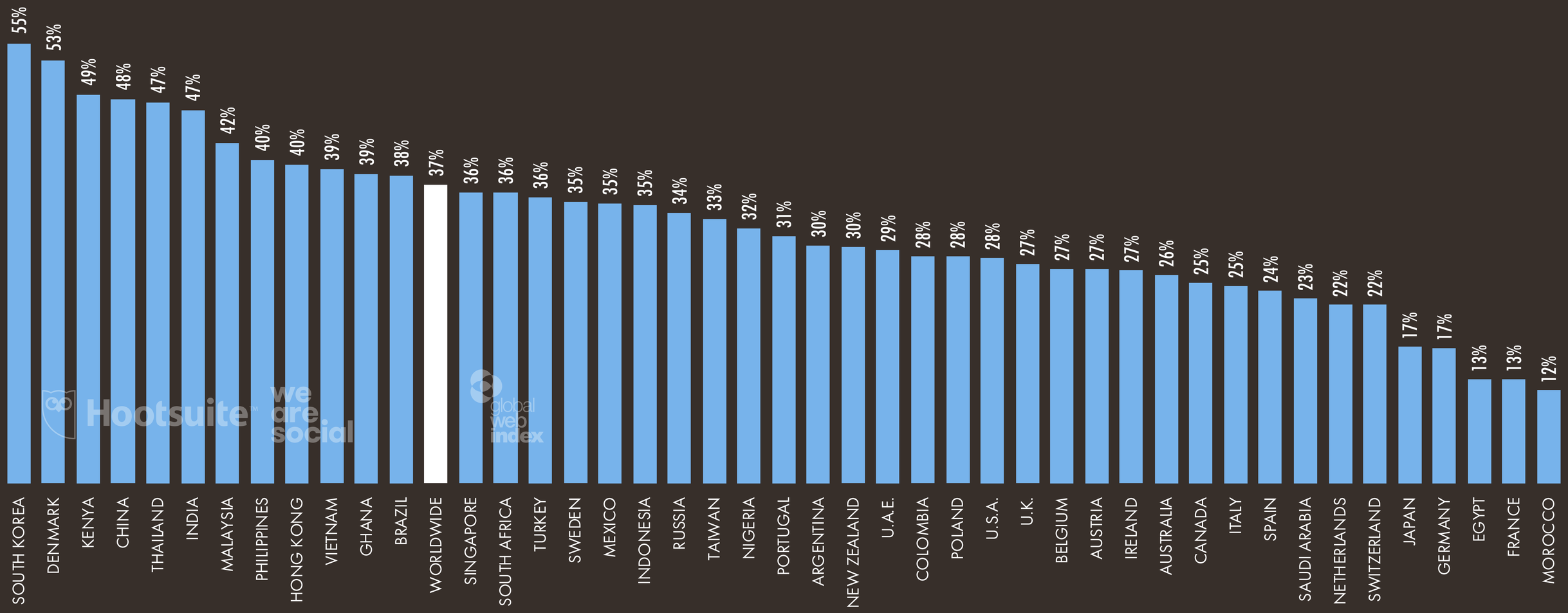


SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

JAN 2019

USE OF MOBILE WALLETS

PERCENTAGE OF INTERNET USERS WHO USE THEIR PHONE TO PAY FOR GOODS OR SERVICES EACH MONTH [SURVEY BASED]

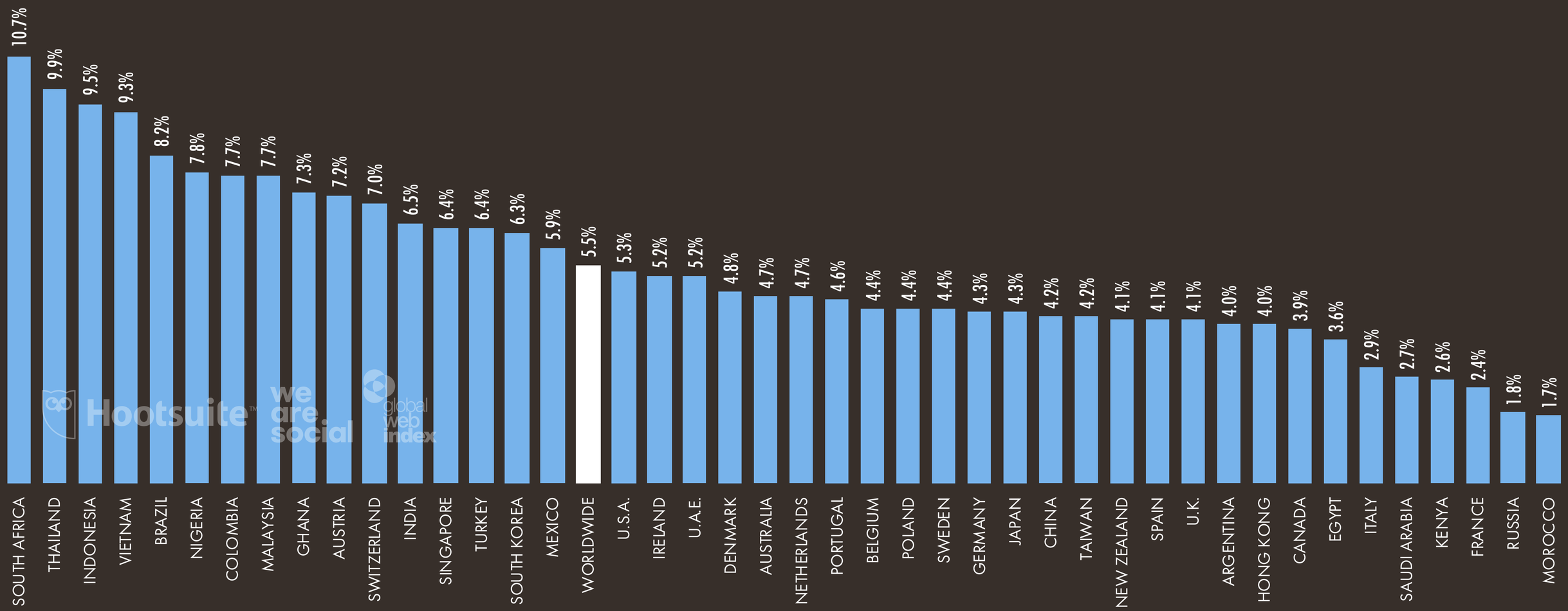


SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

JAN 2019

OWNERSHIP OF CRYPTOCURRENCIES

PERCENTAGE OF INTERNET USERS WHO REPORT OWNING ANY FORM OF CRYPTOCURRENCY [SURVEY BASED]



SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

HOOTSUITE'S PERSPECTIVE: E-COMMERCE THEMES

Whether at a physical store or flipping through Instagram, consumers want shopping to be a sensory and social experience.

P2P CONTENT DRIVES PURCHASE

PwC's study of 22,481 consumers found that content shared by peers on social media is the most influential channel for inspiring purchases, ranking higher than retailer websites, emails, and blogs.

SELL WITH SOCIAL VIDEO

It's tough to do research on mobile, which is why social videos can close the gap between discovery and purchase. Beyond product tutorials, look for ways to make shopping social. For example, a live broadcast on Instagram can recreate the energy and urgency of real-life shopping experiences.

BALANCE COMMERCE AND COMMUNITY

Remember that what distinguishes social commerce from other channels is the social aspect. Look for inspiration from brands like Gucci, Glossier, and Sephora. These brands have mastered the art of blending commerce, content, and customer communities.

Click here to explore Hootsuite's solutions including our social video, Instagram, and Pinterest integrations.

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WE ARE SOCIAL'S PERSPECTIVE: E-COMMERCE IN 2019

The promise of social commerce is now becoming more mature, with native functionality and a supportive ecosystem, boosted by opportunities with influencers and messaging.

ENHANCED PLATFORM CAPABILITIES

The major platforms have enhanced their 'native' social-commerce capabilities as the tech giants compete to become gateways to a new kind of retail experience. Expect new ways to discover, trial and recommend products and services across categories.

MATURING ECOSYSTEM

Shoppable platform innovations will grab headlines, yet the evolving ecosystem of tools is just as important. These streamline and optimise the path from platform to purchase on brand websites, reducing friction for business owners and the consumer, especially for more complex products.

INFLUENCER IMPACT

Influencers have a growing impact on purchase decisions, with top categories being clothing, shoes, food & drinks, and cosmetics. Expect more brand collaborations and an acceleration of the trend for influencers to build their own virtual shops. We are still a long way from peak influence.

MESSAGING MATTERS

Messaging apps facilitate sales in a conversational setting, with AI providing scalability, and eventually a move to voice-controlled purchase. The next phase will be adding this feature to group chats in 'dark social' environments.

Download our Think Forward report and dive into these trends and more.

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MORE INFORMATION

CLICK THE LOGOS BELOW TO READ AND DOWNLOAD THE FULL COLLECTION OF DIGITAL 2019 REPORTS, AND ACCESS ADDITIONAL CONTENT, INSIGHTS AND RESOURCES FROM HOOTSUITE AND WE ARE SOCIAL:

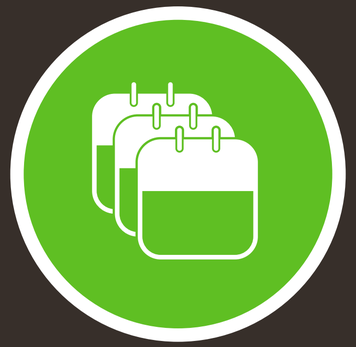
HOOTSUITE

WE ARE SOCIAL

SPECIAL THANKS: GLOBALWEBINDEX

GlobalWebIndex is the leading provider of audience profiling data to agencies, publishers, and brands worldwide.

90% GLOBAL COVERAGE



ONGOING DATA COLLECTION ACROSS 45 MARKETS

CROSS-DEVICE COVERAGE

Learn more at http://www.globalwebindex.com

SPECIAL THANKS: GSMA INTELLIGENCE

GSMA Intelligence is the unit within the GSMA that houses the organisation's extensive database of mobile operator statistics, forecasts, and industry reports. GSMA Intelligence's data covers every operator group, network and MVNO in every country – from Afghanistan to Zimbabwe. Updated daily, it is the most accurate and complete set of industry metrics available, comprising tens of millions of individual data points.

Leading operators, vendors, regulators, financial institutions and third-party industry players rely on GSMA Intelligence to support strategic decision-making and long-term investment planning. The data is used as an industry reference point and is frequently cited by the media and by the industry itself. GSMA Intelligence's team of analysts and experts produce regular thought-leading research reports across a range of industry topics.

Learn more about GSMA Intelligence at http://www.gsmaintelligence.com

SPECIAL THANKS: STATISTA

Statista is one of the world's largest online statistics databases. Its Digital Market Outlook products provide forecasts, detailed market insights, and key indicators on over 90 digital markets within verticals including e-commerce, digital media, smart home, and e-health for over 150 countries and regions.

82% OF THE GLOBAL INTERNET POPULATION

150 COUNTRIES AND REGIONS

92% OF WORLDWIDE ECONOMIC POWER

MORE THAN 30,000 INTERACTIVE STATISTICS

Learn more about Statista at http://www.statista.com

SPECIAL THANKS: LOCOWISE

Locowise is a social media performance measurement platform that helps agencies to manage clients, produce and prove value, and win new business.

CUSTOM REPORT BUILDER WITH OVER 300 METRICS

CAMPAIGN ANALYSIS, TRACKING AND REPORTING

INSIGHTS FROM ALL YOUR NETWORKS IN ONE PLACE

PREDICTIVE METRICS TO DRIVE FUTURE STRATEGY

Learn more about Locowise at http://locowise.com

SPECIAL THANKS: SIMILARWEB

SimilarWeb is the pioneer of market intelligence and the standard for understanding the digital world. SimilarWeb provides granular insights about any website or app across all industries in every region.

WEB INTELLIGENCE

APP INTELLIGENCE

GLOBAL COVERAGE

GRANULAR ANALYSIS

Learn more about SimilarWeb at http://www.similarweb.com

SPECIAL THANKS: APP ANNIE

App Annie is the industry's most trusted mobile data and analytics platform. The company created the mobile app data market and has been fueling world-class, mobile-first businesses since 2010. App Annie's mission is to power B2C companies' mobile transformation and enable clients to deliver winning consumer experiences. More than 1,000 enterprise clients and 1 million registered users across the globe and spanning all industries rely on App Annie as the gold standard to revolutionize their mobile business. The company is headquartered in San Francisco with offices in 13 countries.

1 MILLION REGISTERED USERS

BEST-IN-CLASS DATA

COVERAGE ACROSS 150 COUNTRIES

UNPARALLELED SERVICE & SUPPORT

Learn more about App Annie at http://www.appannie.com

NOTES ON DATA SOURCES

POPULATION & DEMOGRAPHICS: United Nations World Population Prospects, 2017 Revision; US Census Bureau (accessed January 2019); United Nations World Urbanization Prospects, 2018 Revision.

LITERACY RATES: UNESCO Institute for Statistics; UNICEF Data; World Bank DataBank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook; Phrasebase (all accessed January 2019).

GDP & FINANCIAL INCLUSION DATA: World Bank DataBank; IMF Data; CIA World Factbook (all accessed January 2019).

DEVICE USAGE: Google Consumer Barometer (accessed January 2018). Note that data has not been updated in the past 12 months.

INTERNET USERS: InternetWorldStats; ITU Statistics; World Bank DataBank; CIA World Factbook; Eurostat Data Explorer; Facebook's self-serve advertising tools; Techrasa; MidEastMedia.org; local government authorities and telecom regulatory bodies; reports in reputable media (all accessed January 2019). Mobile Internet share based on data from GlobalWebIndex (Q2 & Q3 2018)*, and extrapolations of data reported in Facebook's self-serve advertising tools. Internet connection speed data from Ookla Speedtest (December 2018). Time spent on the internet from GlobalWebIndex (Q2 & Q3 2018)*. World's top websites from SimilarWeb (December 2018) and Alexa (30 days to 16 January 2019). Google search insights from Google Trends (data for full year 2018). Data on use of voice search and ad blockers from GlobalWebIndex (Q2 & Q3 2018)*. Privacy concern insights from Statista Global Consumer Survey 2018. Content streaming insights from GlobalWebIndex (Q2 & Q3 2018)*. Internet use frequency data from Global Consumer Barometer (accessed January 2018)

SOCIAL MEDIA USERS: Company earnings announcements; press releases; remarks by senior platform executives at public events; statements on company websites; reports in reputable media. Top messenger platforms from SimilarWeb (December 2018).

SOCIAL MEDIA ADVERTISING AUDIENCES: data extracted from each platform's self-serve advertising tools (January 2019 and October 2018). Many data points involve further extrapolations of this data.

SOCIAL MEDIA BEHAVIOURS: Time spent on social media from GlobalWebIndex (Q2 & Q3 2018)*. Facebook reach and engagement data from Locowise (Q4 2018).

MOBILE USERS & CONNECTIONS: GSMA Intelligence (January 2019); Ericsson Mobility Report (November 2018); Ericsson Mobility Calculator and Visualizer tools (accessed January 2019);

MOBILE APPS: App Annie (January 2019); SimilarWeb (January 2019).

E-COMMERCE USERS & SPEND: Statista Digital Market Outlook (e-Commerce, e-Travel, and digital media industry reports) (accessed January 2019). GlobalWebIndex (Q2 & Q3 2018)*; Worldpay Global Payments Report (November 2018).

***METHODOLOGY NOTE:** GlobalWebIndex conducts a quarterly survey of a panel of 22 million internet users across 45 countries around the world, representing 90% of the world's total internet users. For full details of the company's methodology, please visit http://www.globalwebindex.com/

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

This report uses data from a wide variety of sources, including market research agencies, internet and social media companies, governments and public bodies, news media, journalists, and our own internal analysis.

Wherever possible, we've prioritised data sources that provide broader geographical coverage, in order to minimise the potential variations between data points, and offer more reliable comparison across countries. However, where we believe that an individual metric provides a more reliable reference, we've used such individual numbers to ensure the most accurate reporting.

Furthermore, due to differing data collection and treatment methodologies used by these organisations, and the different sample periods during which data were collected, there may be significant differences in the reported metrics for similar data points throughout this report. In particular, data collected via surveys often vary from one report to another, even if those data were collected by the same organisation using the same approach in each wave.

Similarly, reports of internet user numbers vary considerably between different sources. In part, this is because there are fewer commercial imperatives for governments and regulators to collect and publish regular internet user data. However, the user numbers published by social media platforms can be a useful proxy for the number of internet users in countries where no other reliable data are available, because all active social media users must have an active internet connection in order to access social media. These data are also more likely to be updated on a regular basis, as social media companies relies on this data to help sell their advertising products and services.

As a result, on occasion, we've used the latest addressable advertising audience data from social media platforms' self-serve advertising tools to inform our internet user numbers, especially in less-developed economies, where 'official' internet user numbers are published less frequently. Consequently, there are a number of instances in this report where the reported number of social media users equals the reported number of internet users.

It's unlikely that one hundred percent of internet users in any given country will use the same social media platform though, so in cases where internet and social media user numbers are the same, it's likely that the actual number of internet users will be higher than the number we've reported.

Lastly, a number of metrics that we reported in last year's Global Digital reports have been revised by the original data provider since publication, and as a result, some figures in this year's reports may appear to have changed in unexpected ways. Wherever we're aware of these changes, we've included details in the footnotes of each relevant chart, but please use caution when comparing data from different reports in case the original base has changed.

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: reports@kepios.com.

DISCLAIMER AND IMPORTANT NOTES

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With our expertise, best-in-breed partnerships, and scale,
we'll help your organization succeed with social.

Explore how our solution can help: https://hootsuite.com

We are a socially-led creative agency.

We are a global team of more than 750 people with a common purpose: to connect people and brands in meaningful ways.

We believe in people before platforms and the power of social insight to drive business value. We call this social thinking.

We already work with many of the world's top brands, including adidas, Netflix, Samsung, Lavazza, and Google.

If you'd like to work with us, visit https://wearesocial.com

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DIGITAL IN 2018

ESSENTIAL INSIGHTS INTO INTERNET, SOCIAL MEDIA, MOBILE, AND ECOMMERCE USE AROUND THE WORLD

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WELCOME TO DIGITAL IN 2018

SIMON KEMP
REPORT AUTHOR

It's been another year of impressive growth across all things digital, and this year's 2018 Global Digital report reveals some important new milestones and trends.

Perhaps the most exciting headline in this year's reports is that global internet users have now passed the **4 billion** mark. Well over half of the world's population now uses the internet, and a quarter of a billion new users came online for the first time during the past 12 months.

People are spending more time online too: the average user now spends around 6 hours each day using the internet. If we add this together for all 4 billion of the world's internet users, people will spend a massive **1 billion years** online in 2018.

Much of this growth in internet users has been driven by more affordable smartphones and mobile data plans. More than 200 million people got their first mobile device in 2017, and **two-thirds** of the world's 7.6 billion inhabitants now have a mobile phone.

Furthermore, more than half of the handsets in use today are 'smart' devices, so it's increasingly easy for people to enjoy a rich internet experience wherever they are.

Social media use continues to grow rapidly too, and the number of people using the top social platform in each country has increased by almost 1 million new users every day during the past 12 months – that's more than 11 new users every second.

More than **3 billion** people around the world now use social media each month, with almost all of those users accessing their chosen platforms via mobile devices.

If you'd like to dig deeper into this year's numbers, you'll find links to the full set of 2018 Global Digital resources on the next few pages. This year's reports include 5,000 charts covering 239 countries and territories, with everything you need to know to understand internet, social, mobile, and e-commerce use all over the world.

Best of all, we're making all of these resources available **for free**. We hope they'll help inform and inspire lots of valuable new ideas, and contribute to another year of successful digital growth in 2018.

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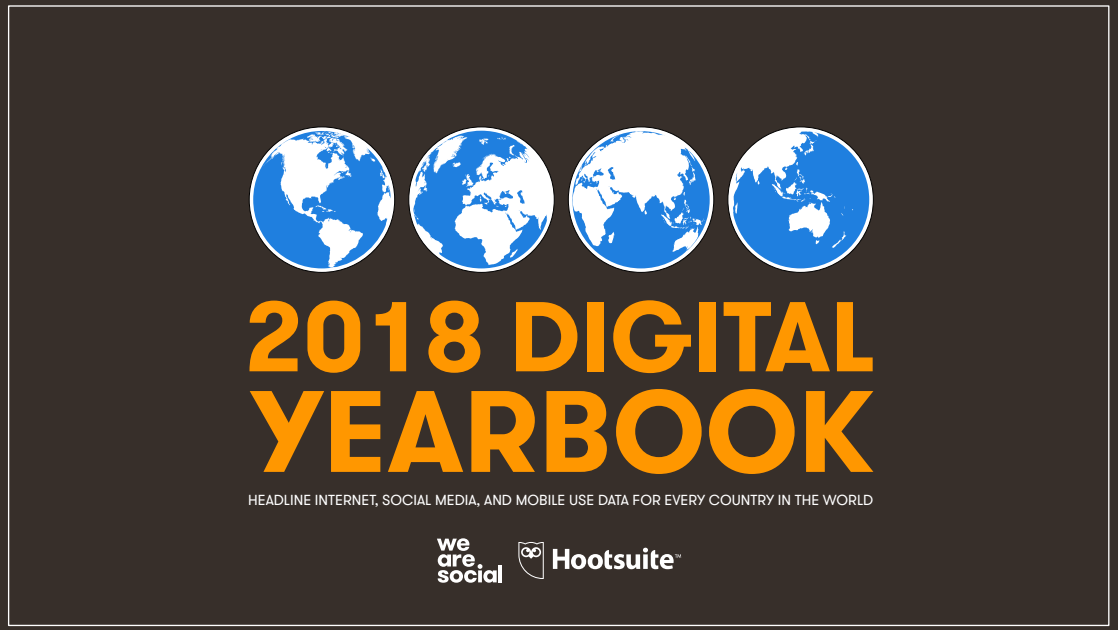
CLICK HERE TO ACCESS HEADLINE DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD IN OUR 2018 DIGITAL YEARBOOK



CLICK THE COUNTRY NAMES BELOW TO ACCESS OUR IN-DEPTH COUNTRY REPORTS

GLOBAL YEARBOOK	BRUNEI	DOMINICAN REP.	GUYANA	LIBERIA	NEPAL	ST KITTS & NEVIS	TAJIKISTAN
AFGHANISTAN	BULGARIA	ECUADOR	HAITI	LIBYA	NETHERLANDS	ST LUCIA	TANZANIA
ALBANIA	BURKINA FASO	EGYPT	HONDURAS	LIECHTENSTEIN	NEW CALEDONIA	ST MARTIN	THAILAND
ALGERIA	BURUNDI	EL SALVADOR	HONG KONG	LITHUANIA	NEW ZEALAND	ST PIERRE & MIQUELON	TIMOR-LESTE
AMERICAN SAMOA	CABO VERDE	EQUATORIAL GUINEA	HUNGARY	LUXEMBOURG	NICARAGUA	ST VINCENT, GRENADINES	TOGO
ANDORRA	CAMBODIA	ERITREA	ICELAND	MACAU	NIGER	SAMOA	TOKELAU
ANGOLA	CAMEROON	ESTONIA	INDIA	TFYR MACEDONIA	NIGERIA	SAN MARINO	TONGA
ANGUILLA	CANADA	ETHIOPIA	INDONESIA	MADAGASCAR	NIUE	SÃO TOMÉ & PRÍNCIPE	TRINIDAD & TOBAGO
ANTIGUA & BARBUDA	CAYMAN IS.	FAROE IS.	IRAN	MALAWI	NORFOLK IS.	SAUDI ARABIA	TUNISIA
ARGENTINA	CENTRAL AFRICAN REP.	FALKLAND IS.	IRAQ	MALAYSIA	NORTHERN MARIANA IS.	SENEGAL	TURKEY
ARMENIA	CHAD	FIJI	IRELAND	MALDIVES	NORWAY	SERBIA	TURKMENISTAN
ARUBA	CHILE	FINLAND	ISLE OF MAN	MALI	OMAN	SEYCHELLES	TURKS & CAICOS IS.
AUSTRALIA	CHINA	FRANCE	ISRAEL	MALTA	PAKISTAN	SIERRA LEONE	TUVALU
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	ITALY	MARSHALL IS.	PALAU	SINGAPORE	UGANDA
AZERBAIJAN	COCOS IS.	FRENCH POLYNESIA	JAMAICA	MARTINIQUE	PALESTINE	ST MAARTEN	UKRAINE
BAHAMAS	COLOMBIA	GABON	JAPAN	MAURITANIA	PANAMA	SLOVAKIA	U.A.E.
BAHRAIN	COMOROS	GAMBIA	JERSEY	MAURITIUS	PAPUA NEW GUINEA	SLOVENIA	U.K.
BANGLADESH	CONGO, DEM. REP.	GEORGIA	JORDAN	MAYOTTE	PARAGUAY	SOLOMON IS.	U.S.A.
BARBADOS	CONGO, REP.	GERMANY	KAZAKHSTAN	MEXICO	PERU	SOMALIA	URUGUAY
BELARUS	COOK IS.	GHANA	KENYA	MICRONESIA	PHILIPPINES	SOUTH AFRICA	UZBEKISTAN
BELGIUM	COSTA RICA	GIBRALTAR	KIRIBATI	MOLDOVA	POLAND	SOUTH SUDAN	VANUATU
BELIZE	CÔTE D'IVOIRE	GREECE	KOREA, NORTH	MONACO	PORTUGAL	SPAIN	VENEZUELA
BENIN	CROATIA	GREENLAND	KOREA, SOUTH	MONGOLIA	PUERTO RICO	SRI LANKA	VIETNAM
BERMUDA	CUBA	GRENADA	KOSOVO	MONTENEGRO	QATAR	SUDAN	BRITISH VIRGIN IS.
BHUTAN	CURAÇAO	GUADELOUPE	KUWAIT	MONTSERRAT	RÉUNION	SURINAME	U.S. VIRGIN IS.
BOLIVIA	CYPRUS	GUAM	KYRGYZSTAN	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BONAIRE, ST EUSTATIUS, SABA	CZECH REP.	GUATEMALA	LAOS	MOZAMBIQUE	RUSSIA	SWEDEN	WESTERN SAHARA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LATVIA	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BOTSWANA	DJIBOUTI	GUINEA	LEBANON	NAMIBIA	ST BARTHÉLEMY	SYRIA	ZAMBIA
BRAZIL	DOMINICA	GUINEA-BISSAU	LESOTHO	NAURU	ST HELENA	TAIWAN	ZIMBABWE

GLOBAL OVERVIEW

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JAN 2018

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL USERS
7.593 BILLION	**4.021 BILLION**	**3.196 BILLION**	**5.135 BILLION**	**2.958 BILLION**
URBANISATION: **55%**	PENETRATION: **53%**	PENETRATION: **42%**	PENETRATION: **68%**	PENETRATION: **39%**

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

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JAN 2018

GLOBAL ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS

+7%

SINCE JAN 2017

+248 MILLION

ACTIVE SOCIAL MEDIA USERS

+13%

SINCE JAN 2017

+362 MILLION

UNIQUE MOBILE USERS

+4%

SINCE JAN 2017

+218 MILLION

ACTIVE MOBILE SOCIAL USERS

+14%

SINCE JAN 2017

+360 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. GROWTH DATA: WE ARE SOCIAL & HOOTSUITE'S *DIGITAL IN 2017* REPORT.

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WE ARE SOCIAL'S ANALYSIS: DIGITAL IN 2018

With more than 4 billion people using the internet for an average of 6 hours each per day, digital has become an essential part of everyday life for most of us. We're using that connectivity in almost every aspect of our lives, whether it's chatting with friends, playing games, researching products, tracking our health, or even finding love. As a result, brands need to evolve beyond today's siloed approach to digital, and build seamless digital integration into everything they do – just as our audiences already have. Here are some tips to help with that:

Start with what people really need and want, and not just what the technology can do

Focus on creating mutual value at every opportunity, instead of simply 'selling more stuff'

Make it easy for people to buy online as soon as they're ready, wherever they are

Harness digital tools to keep the conversation going, even after you make a successful sale

To learn more about what these Digital, Social and Mobile trends mean for your brand, click here to download our Think Forward report.

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HOOTSUITE'S PERSPECTIVE: 2018 SOCIAL TRENDS

The evolution of social ROI. It's the end of the road for vanity metrics. Expect to see more organisations evolve their metrics as they look to quantify social's contribution to tangible business challenges such as lowering costs, increasing revenue, mitigating risk, and attracting talent.

Mobile fuels the growth of social TV. In 2018, social networks will encourage brands to become broadcasters as mobile video and social-TV content take the spotlight. We advise caution here as the metrics that bump the stock price of social networks—such as mobile video views—might not help your organisation achieve your own business outcomes.

Trust declines, while peer influence rises. From Trump's tumultuous triumph over traditional media to the fake news phenomenon, we saw a shift in media culture in 2017. It's clear we're moving away from trusting traditional institutions—and moving towards smaller spheres of influence where customer communities and engaged employees matter more than ever.

Humans, meet AI. The machines have risen. And marketers have discovered they can be delightfully useful. But while marketers rush ahead with chatbots and AI-generated content, it's still unclear whether customers will value these human-less engagements.

The promise (and reality) of social data. From tying together analytics systems to CRM integrations, marketers underestimated the complexity of social data initiatives. Organisations must recalculate the effort and resources needed to turn social data into a true—and unified—source of customer insights.

Click here to download our 2018 Social Media Trends Toolkit to align your strategy with the year's key social network and digital trends.

2018 REGIONAL OVERVIEWS

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JAN 2018

DIGITAL IN AFRICA IN 2018

KEY STATISTICAL INDICATORS FOR THE REGION'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE CONNECTIONS	ACTIVE MOBILE SOCIAL USERS
1,272 MILLION	**435 MILLION**	**191 MILLION**	**1,040 MILLION**	**172 MILLION**
URBANISATION: **42%**	PENETRATION: **34%**	PENETRATION: **15%**	vs. POPULATION: **82%**	PENETRATION: **14%**

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

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JAN 2018

ANNUAL DIGITAL GROWTH IN AFRICA

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS

+20%

SINCE JAN 2017

+73 MILLION

ACTIVE SOCIAL MEDIA USERS

+12%

SINCE JAN 2017

+20 MILLION

MOBILE CONNECTIONS

+4%

SINCE JAN 2017

+45 MILLION

ACTIVE MOBILE SOCIAL USERS

+15%

SINCE JAN 2017

+23 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. GROWTH DATA: WE ARE SOCIAL & HOOTSUITE'S *DIGITAL IN 2017* REPORT.

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JAN 2018

DIGITAL IN THE AMERICAS IN 2018

KEY STATISTICAL INDICATORS FOR THE REGION'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE CONNECTIONS	ACTIVE MOBILE SOCIAL USERS
1,011 MILLION	**741 MILLION**	**648 MILLION**	**1,070 MILLION**	**581 MILLION**
URBANISATION: **81%**	PENETRATION: **73%**	PENETRATION: **64%**	vs. POPULATION: **106%**	PENETRATION: **57%**

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

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JAN 2018

ANNUAL DIGITAL GROWTH IN THE AMERICAS

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS

+3%

SINCE JAN 2017

+23 MILLION

ACTIVE SOCIAL MEDIA USERS

+8%

SINCE JAN 2017

+49 MILLION

MOBILE CONNECTIONS

+0.1%

SINCE JAN 2017

+741 THOUSAND

ACTIVE MOBILE SOCIAL USERS

+9%

SINCE JAN 2017

+46 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. GROWTH DATA: WE ARE SOCIAL & HOOTSUITE'S *DIGITAL IN 2017* REPORT.

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JAN 2018

DIGITAL IN ASIA-PACIFIC IN 2018

KEY STATISTICAL INDICATORS FOR THE REGION'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE CONNECTIONS	ACTIVE MOBILE SOCIAL USERS
4.214 BILLION	**2.007 BILLION**	**1.779 BILLION**	**4.318 BILLION**	**1.713 BILLION**
URBANISATION: **48%**	PENETRATION: **48%**	PENETRATION: **42%**	vs. POPULATION: **102%**	PENETRATION: **41%**

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

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JAN 2018

ANNUAL DIGITAL GROWTH IN ASIA-PACIFIC

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS

+5%

SINCE JAN 2017

+98 MILLION

ACTIVE SOCIAL MEDIA USERS

+14%

SINCE JAN 2017

+224 MILLION

MOBILE CONNECTIONS

+8%

SINCE JAN 2017

+319 MILLION

ACTIVE MOBILE SOCIAL USERS

+16%

SINCE JAN 2017

+231 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. GROWTH DATA: WE ARE SOCIAL & HOOTSUITE'S *DIGITAL IN 2017* REPORT.

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DIGITAL IN EUROPE IN 2018

KEY STATISTICAL INDICATORS FOR THE REGION'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE CONNECTIONS	ACTIVE MOBILE SOCIAL USERS
843 MILLION	**674 MILLION**	**448 MILLION**	**1,106 MILLION**	**376 MILLION**
URBANISATION: **74%**	PENETRATION: **80%**	PENETRATION: **53%**	vs. POPULATION: **131%**	PENETRATION: **45%**

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

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ANNUAL DIGITAL GROWTH IN EUROPE

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS

+6%

SINCE JAN 2017

+37 MILLION

ACTIVE SOCIAL MEDIA USERS

+8%

SINCE JAN 2017

+32 MILLION

MOBILE CONNECTIONS

+0.5%

SINCE JAN 2017

+5 MILLION

ACTIVE MOBILE SOCIAL USERS

+8%

SINCE JAN 2017

+27 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. GROWTH DATA: WE ARE SOCIAL & HOOTSUITE'S *DIGITAL IN 2017* REPORT.

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JAN 2018

DIGITAL IN THE MIDDLE EAST IN 2018

KEY STATISTICAL INDICATORS FOR THE REGION'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE CONNECTIONS	ACTIVE MOBILE SOCIAL USERS
252 MILLION	**164 MILLION**	**130 MILLION**	**323 MILLION**	**115 MILLION**
URBANISATION: **72%**	PENETRATION: **65%**	PENETRATION: **52%**	vs. POPULATION: **128%**	PENETRATION: **46%**

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

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JAN 2018

ANNUAL DIGITAL GROWTH IN THE MIDDLE EAST

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS

+11%

SINCE JAN 2017

+17 MILLION

ACTIVE SOCIAL MEDIA USERS

+39%

SINCE JAN 2017

+37 MILLION

MOBILE CONNECTIONS

+3%

SINCE JAN 2017

+11 MILLION

ACTIVE MOBILE SOCIAL USERS

+39%

SINCE JAN 2017

+32 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. GROWTH DATA: WE ARE SOCIAL & HOOTSUITE'S *DIGITAL IN 2017* REPORT.

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GLOBAL POPULATION OVERVIEW

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GLOBAL POPULATION BY AGE GROUPS

THE WORLD'S POPULATION, BROKEN DOWN INTO VARIOUS AGE GROUPS

TOTAL GLOBAL POPULATION

7.593
BILLION

ANNUAL GROWTH RATE:
+1.6%

GLOBAL POPULATION AGED 0-15 YEARS

2.041
BILLION

PERCENTAGE OF TOTAL:
27%

GLOBAL POPULATION AGED 16-64 YEARS

4.870
BILLION

PERCENTAGE OF TOTAL:
64%

GLOBAL POPULATION AGED 65+ YEARS

0.682
BILLION

PERCENTAGE OF TOTAL:
9%

SOURCES: UNITED NATIONS; US CENSUS BUREAU (BOTH ACCESSED JANUARY 2018).

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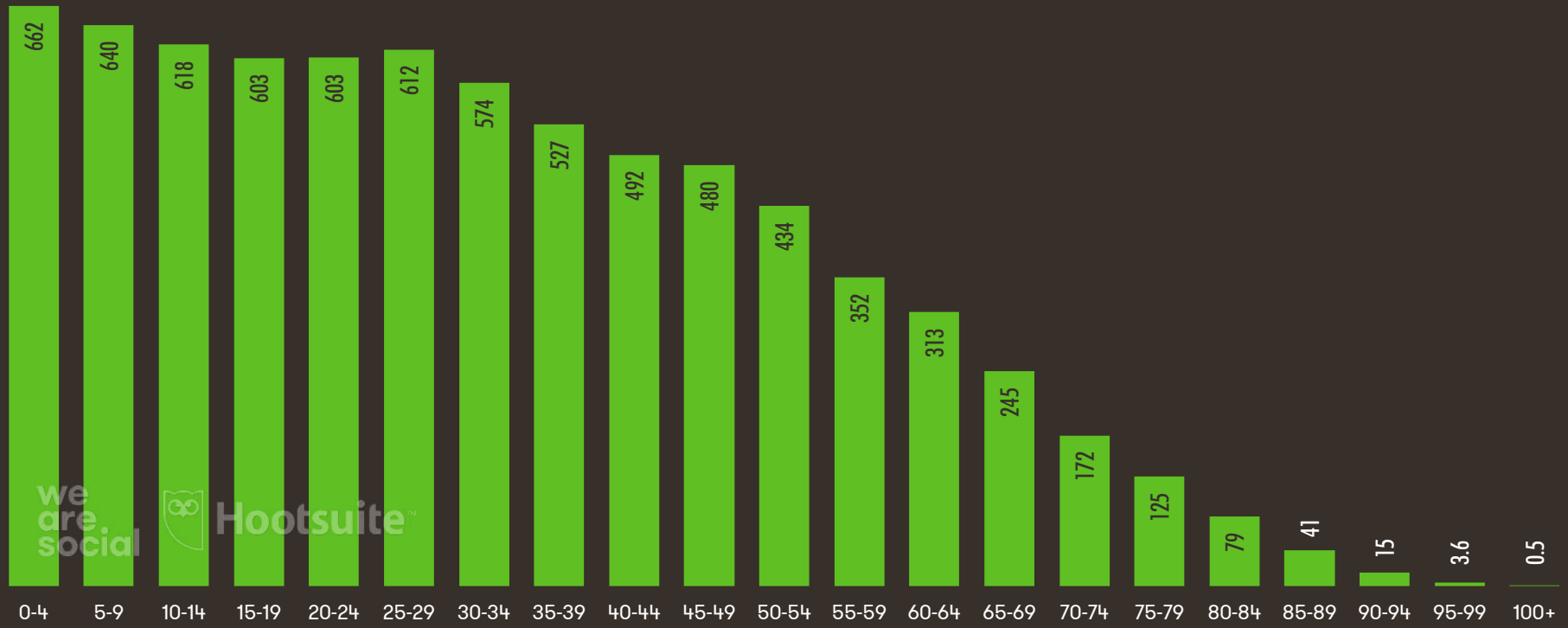
DISTRIBUTION OF GLOBAL POPULATION BY AGE

THE WORLD'S TOTAL POPULATION DETAILED BY FIVE-YEAR AGE GROUPS, IN MILLIONS



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SOURCE: BASED ON DATA FROM THE US CENSUS BUREAU, JANUARY 2018.

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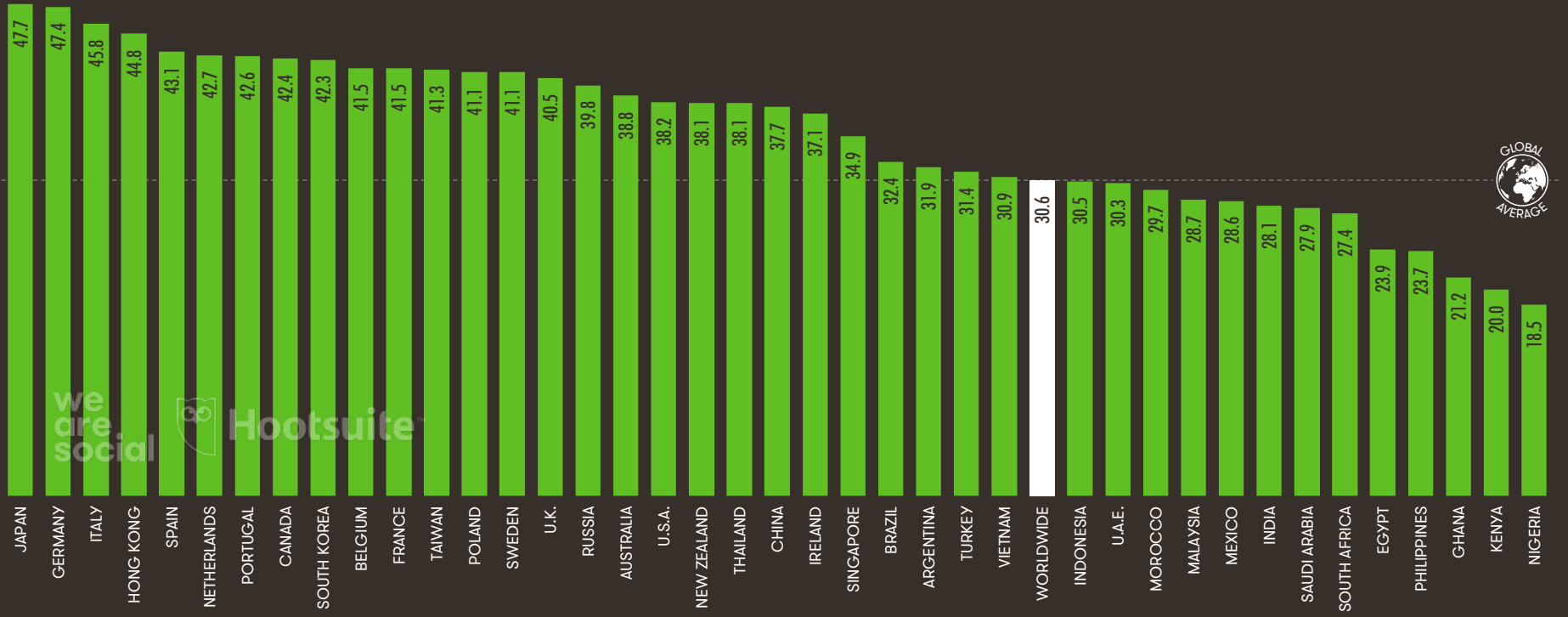
MEDIAN AGE BY COUNTRY

THE AGE AT WHICH THERE ARE AN EQUAL NUMBER OF PEOPLE BOTH ABOVE AND BELOW THAT AGE IN THE NATIONAL POPULATION



SOURCE: BASED ON DATA FROM THE US CENSUS BUREAU, JANUARY 2018.

JAN 2018

LITERACY RATES BY GENDER AND REGION

PERCENTAGE OF EACH REGION'S POPULATION AGED 15 AND ABOVE WHO CAN READ AND WRITE, SPLIT BY GENDER

SOURCES: BASED ON DATA FROM THE UNESCO INSTITUTE FOR STATISTICS (2015 LITERACY DATA), INDEXMUNDI (ACCESSED JAN 2018); PEW RESEARCH CENTRE (ACCESSED JAN 2018); PHRASEBASE (ACCESSED JAN 2018); ETHNOLOGUE (ACCESSED JAN 2018)

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GLOBAL INTERNET USE

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INTERNET USE

BASED ON ACTIVE INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES

TOTAL NUMBER OF ACTIVE INTERNET USERS

4.021

BILLION

INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION

53%

TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS

3.722

BILLION

MOBILE INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION

49%

SOURCES: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA.. **NOTES:** PENETRATION FIGURES ARE FOR FULL POPULATION, REGARDLESS OF AGE.

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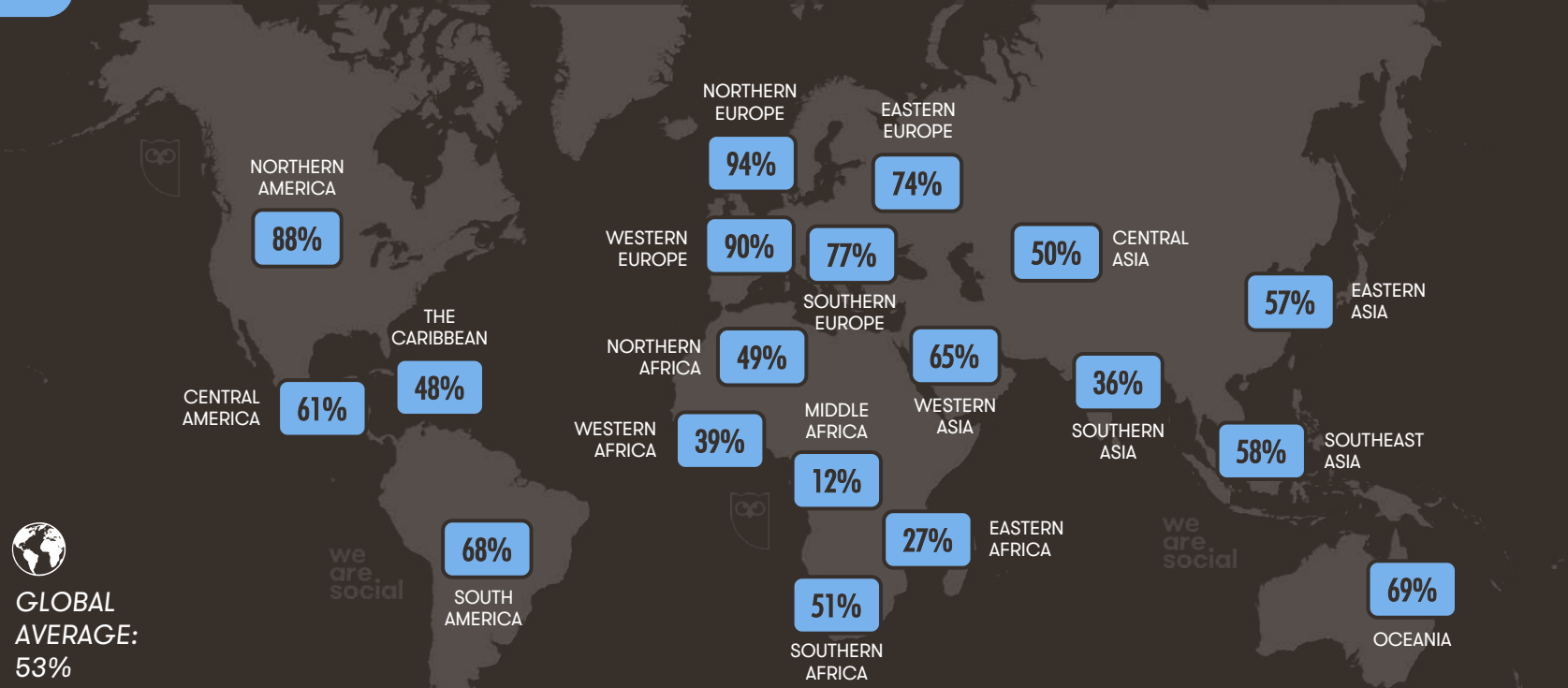
INTERNET PENETRATION BY REGION

REGIONAL PENETRATION FIGURES, COMPARING INTERNET USERS TO TOTAL POPULATION



SOURCES: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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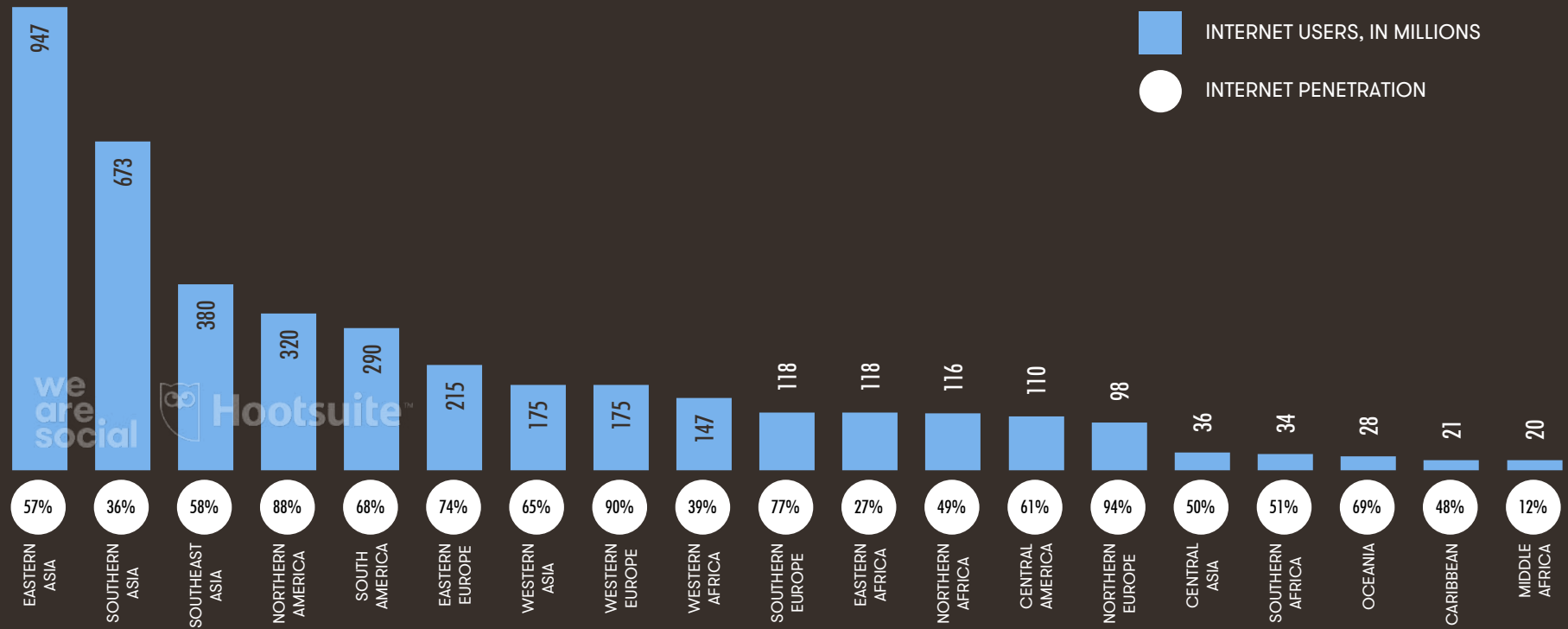
INTERNET USE: REGIONAL OVERVIEW

INTERNET USERS (IN MILLIONS), AND INTERNET PENETRATION, BY REGION

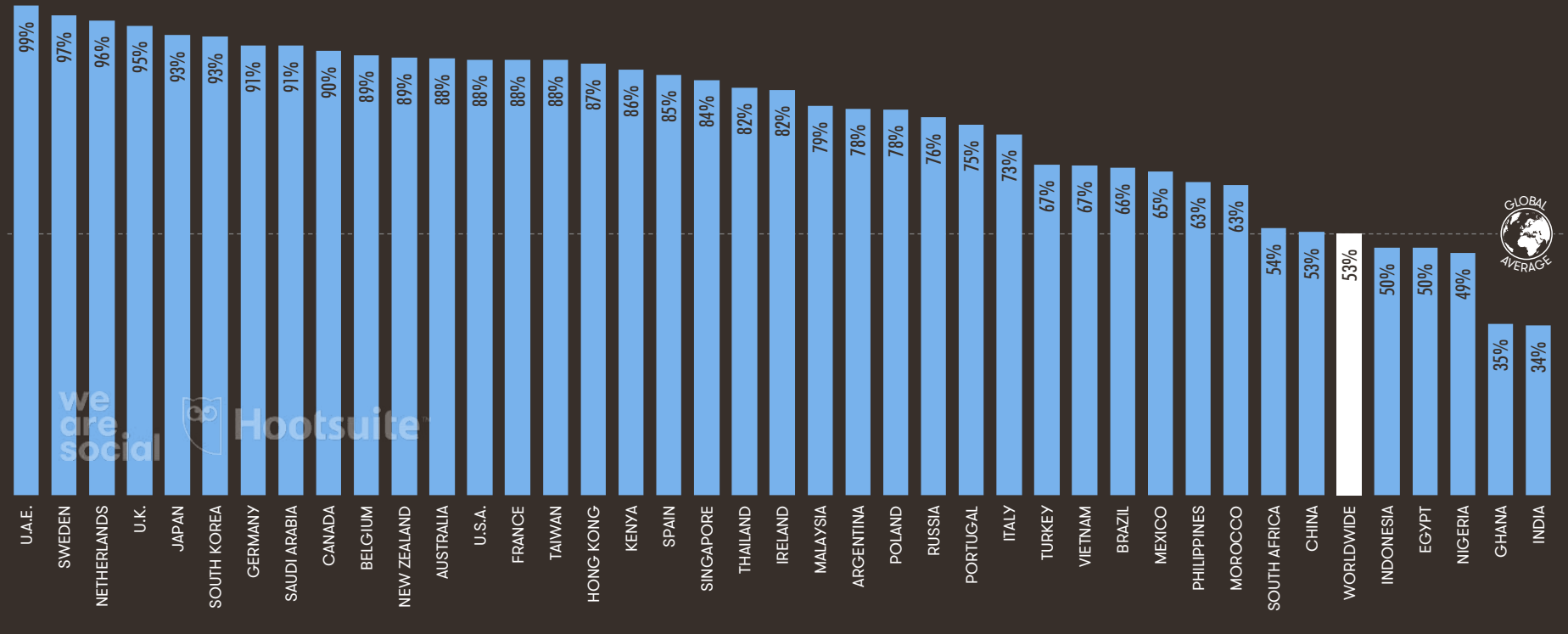


SOURCES: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

JAN 2018

INTERNET PENETRATION BY COUNTRY

NATIONAL INTERNET PENETRATION FIGURES



SOURCES: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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INTERNET PENETRATION RANKINGS

BASED ON INTERNET PENETRATION IN COUNTRIES WITH A NATIONAL POPULATION OF 50,000 PEOPLE OR MORE

#	HIGHEST PENETRATION	%	USERS
01	QATAR	99%	2,640,360
02	UNITED ARAB EMIRATES	99%	9,376,171
03	KUWAIT	98%	4,100,000
04	BERMUDA	98%	60,125
05	BAHRAIN	98%	1,499,193
06	ICELAND	98%	329,675
07	NORWAY	98%	5,222,786
08	ANDORRA	98%	75,366
09	LUXEMBOURG	98%	572,216
10	DENMARK	97%	5,571,635

#	LOWEST PENETRATION	%	USERS
213	NORTH KOREA	0.06%	16,000
212	ERITREA	1%	71,000
211	NIGER	4%	946,440
210	WESTERN SAHARA	5%	28,000
209	CHAD	5%	756,329
208	CENTRAL AFRICAN REPUBLIC	5%	246,432
207	BURUNDI	6%	617,116
206	DEM REP. OF THE CONGO	6%	5,133,940
205	GUINEA-BISSAU	6%	120,000
204	MADAGASCAR	7%	1,900,000

SOURCES: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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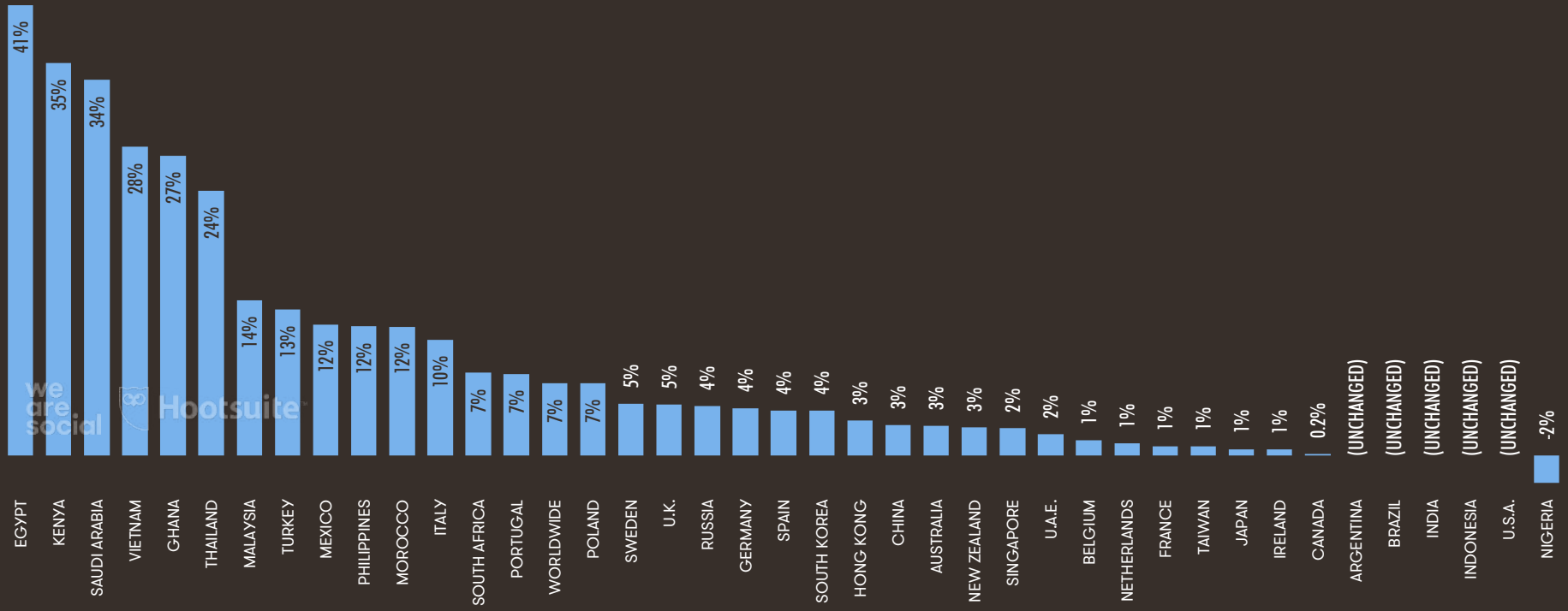
GROWTH IN INTERNET USERS

YEAR-ON-YEAR CHANGE IN THE NUMBER OF INTERNET USERS IN EACH COUNTRY vs. JANUARY 2017



SOURCES: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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INTERNET GROWTH RANKINGS

BASED ON INTERNET PENETRATION IN COUNTRIES WITH A NATIONAL POPULATION OF 50,000 PEOPLE OR MORE

#	HIGHEST GROWTH	▲ %	▲ USERS
01	MALI	460%	10,187,550
02	BENIN	204%	2,517,516
03	SIERRA LEONE	144%	531,340
04	KIRIBATI	113%	17,000
05	NIGER	102%	477,109
06	MOZAMBIQUE	101%	2,650,658
07	PARAGUAY	93%	2,968,693
08	CHAD	90%	358,589
09	TAJIKISTAN	80%	1,336,633
10	BURKINA FASO	72%	1,547,112

#	BIGGEST DECREASE*	▼ %	▼ USERS
01	DJIBOUTI	-5%	-10,000
02	LITHUANIA	-5%	-121,803
03	OMAN	-5%	-174,359
04	SOUTH SUDAN	-4%	-97,553
05	WESTERN SAHARA	-3%	-1,000
06	HUNGARY	-3%	-207,623
07	NIGERIA	-2%	-2,391,447
08	LATVIA	-2%	-38,215
09	SLOVAKIA	-2%	-94,776
10	VENEZUELA	-2%	-318,850

SOURCES: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA. ***NOTES:** DECREASES IN INTERNET USERS MAY BE THE RESULT OF ACTUAL DECREASES IN USER NUMBERS; CORRECTIONS IN THE SOURCE DATA, OR A CHANGE IN SOURCE DATA v.s 2017 DUE TO THE AVAILABILITY OF MORE RELIABLE OR MORE UP-TO-DATE INFORMATION. PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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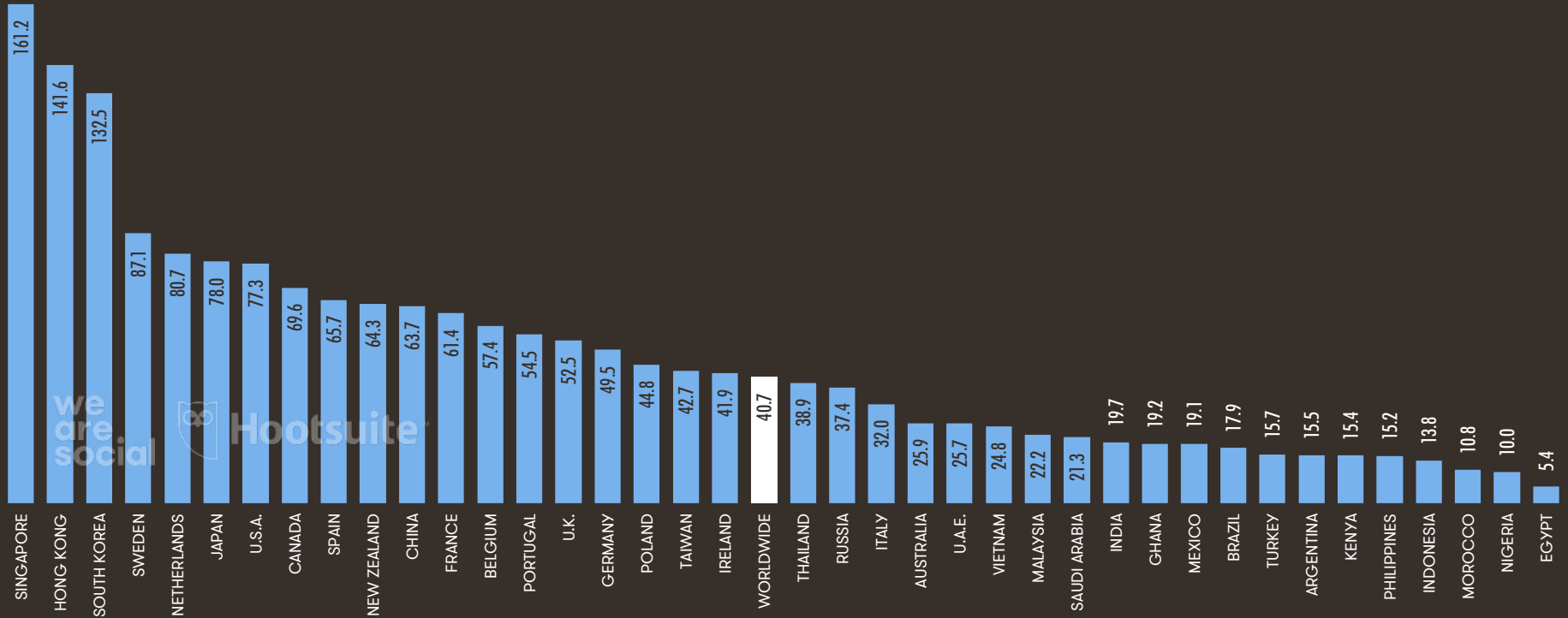
AVERAGE FIXED INTERNET CONNECTION SPEEDS

AVERAGE SPEED OF FIXED INTERNET CONNECTIONS BY COUNTRY, IN MBPS



SOURCE: OOKLA SPEEDTEST, DECEMBER 2017. **NOTES:** FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS.

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FIXED INTERNET CONNECTION SPEED RANKINGS

BASED ON THE AVERAGE DOWNLOAD SPEED OF FIXED INTERNET CONNECTIONS BY COUNTRY, IN MBPS

FASTED FIXED INTERNET CONNECTIONS

#	COUNTRY	SPEED IN MBPS
01	SINGAPORE	161.2
02	ICELAND	145.6
03	HONG KONG	141.6
04	SOUTH KOREA	132.5
05	ROMANIA	98.6
06	HUNGARY	90.7
07	MACAU	88.9
08	SWEDEN	87.1
09	NETHERLANDS	80.7
10	SWITZERLAND	78.9

SLOWEST FIXED INTERNET CONNECTIONS

#	COUNTRY	SPEED IN MBPS
129	ALGERIA	3.5
128	VENEZUELA	3.7
127	LIBYA	3.9
126	LEBANON	4.9
125	EGYPT	5.4
124	BOLIVIA	5.6
123	NICARAGUA	6.1
122	UZBEKISTAN	6.1
121	PAKISTAN	6.1
120	HONDURAS	6.1

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SOURCE: OOKLA SPEEDTEST, DECEMBER 2017. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL COUNTRIES, SO THESE RANKINGS ARE BASED SOLELY ON THOSE COUNTRIES FOR WHICH DATA IS AVAILABLE. FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS.

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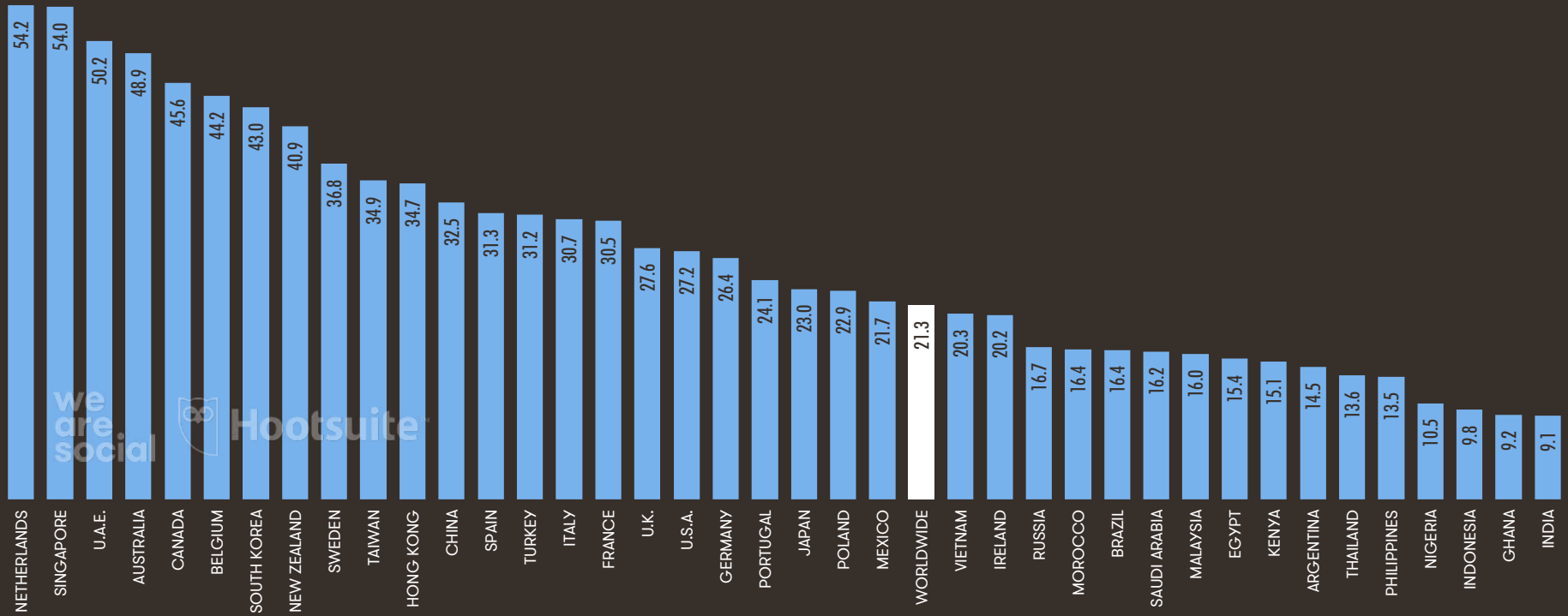
AVERAGE MOBILE INTERNET CONNECTION SPEEDS

AVERAGE SPEED OF MOBILE INTERNET CONNECTIONS BY COUNTRY, IN MBPS



SOURCE: OOKLA SPEEDTEST, DECEMBER 2017. **NOTES:** FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS.

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MOBILE INTERNET CONNECTION SPEED RANKINGS

BASED ON THE AVERAGE DOWNLOAD SPEED OF MOBILE INTERNET CONNECTIONS BY COUNTRY, IN MBPS

FASTEST MOBILE INTERNET CONNECTIONS

#	COUNTRY	SPEED IN MBPS
01	NORWAY	61.2
02	MALTA	54.4
03	NETHERLANDS	54.2
04	SINGAPORE	54.0
05	UNITED ARAB EMIRATES	50.2
06	ICELAND	50.1
07	AUSTRALIA	48.9
08	HUNGARY	48.6
09	CANADA	45.6
10	LUXEMBOURG	45.5

SLOWEST MOBILE INTERNET CONNECTIONS

#	COUNTRY	SPEED IN MBPS
123	IRAQ	4.2
122	LIBYA	4.2
121	BANGLADESH	5.2
120	TAJIKISTAN	5.6
119	UZBEKISTAN	6.6
118	AFGHANISTAN	6.7
117	BOSNIA & HERZEGOVINA	7.2
116	ALGERIA	7.4
115	VENEZUELA	7.9
114	UKRAINE	8.1

SOURCE: OOKLA SPEEDTEST, DECEMBER 2017. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL COUNTRIES, SO THESE RANKINGS ARE BASED SOLELY ON THOSE COUNTRIES FOR WHICH DATA IS AVAILABLE. FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS.

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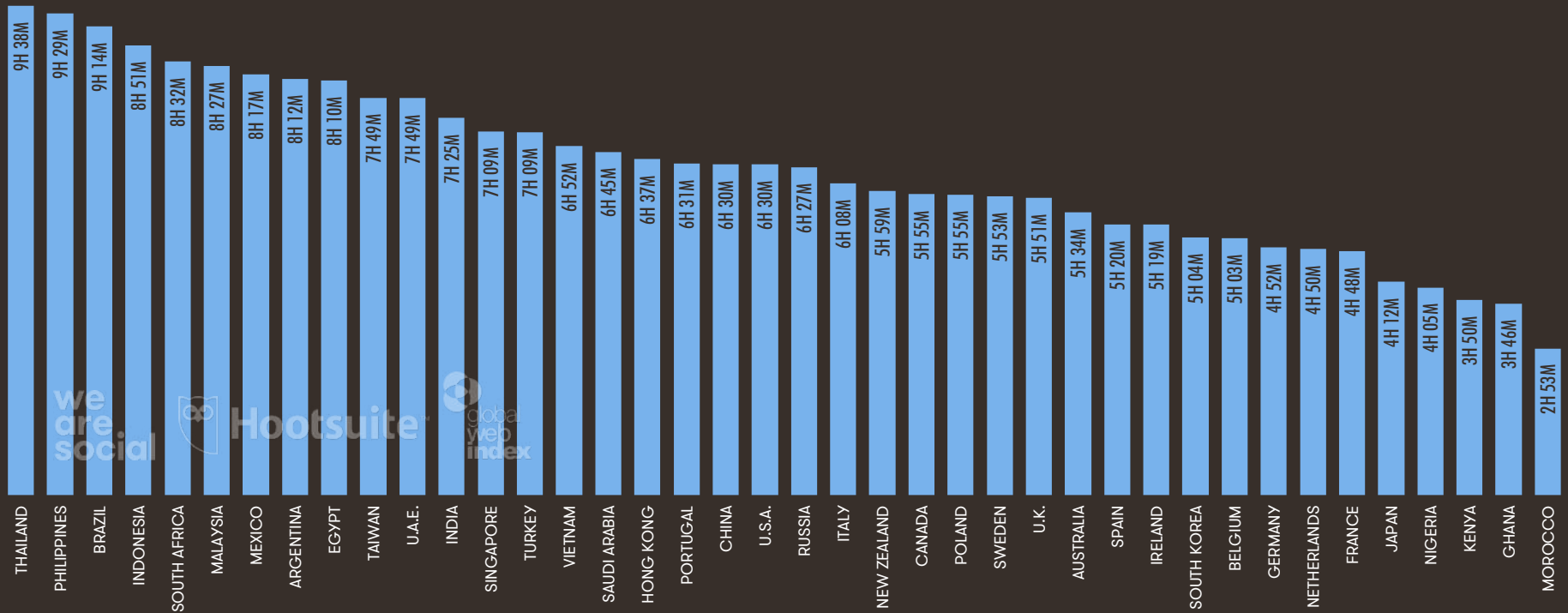
TIME SPENT PER DAY ON THE INTERNET

AVERAGE NUMBER OF HOURS SPENT USING THE INTERNET PER DAY VIA ANY DEVICE [SURVEY BASED]

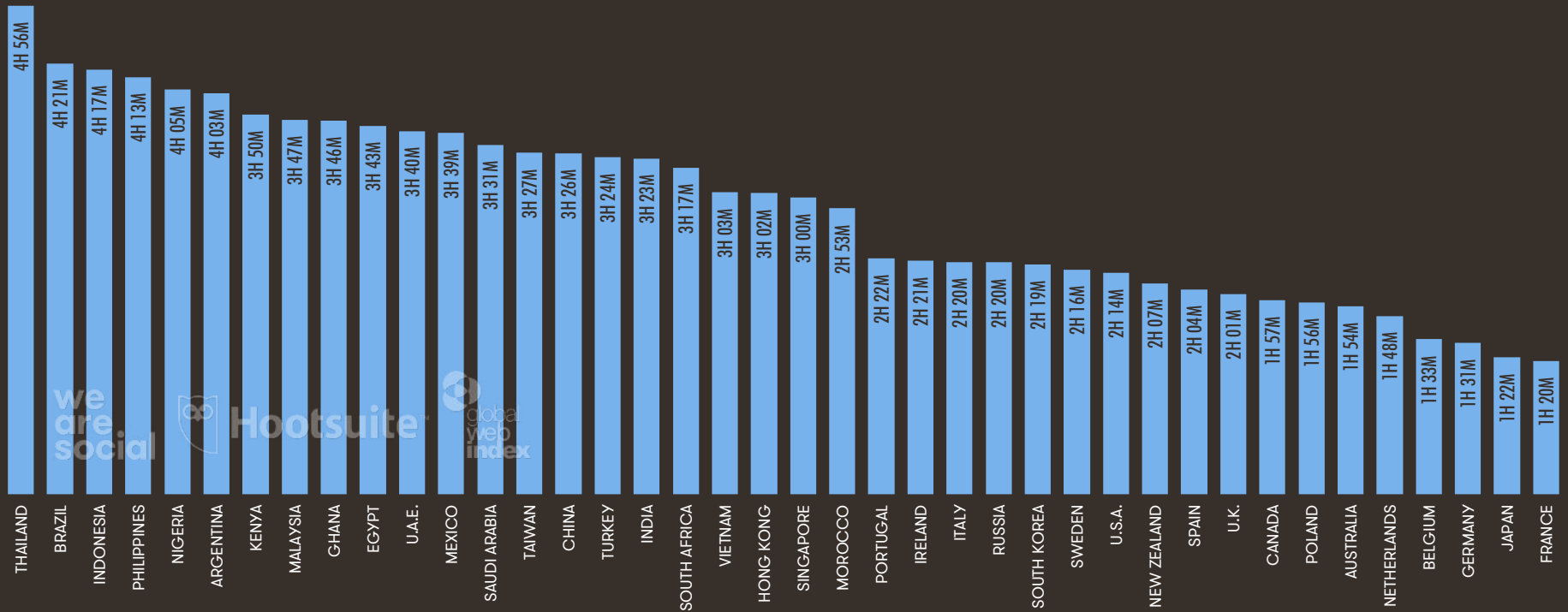


SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017. BASED ON A SURVEY OF INTERNET USERS AGED 16-64.

JAN 2018

TIME SPENT PER DAY USING MOBILE INTERNET

AVERAGE NUMBER OF HOURS PER DAY SPENT ACCESSING THE INTERNET VIA A MOBILE PHONE [SURVEY BASED]



SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017. BASED ON A SURVEY OF INTERNET USERS AGED 16-64.

JAN 2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS

LAPTOPS & DESKTOPS

43%

YEAR-ON-YEAR CHANGE:

-3%

MOBILE PHONES

52%

YEAR-ON-YEAR CHANGE:

+4%

TABLET DEVICES

4%

YEAR-ON-YEAR CHANGE:

-13%

OTHER DEVICES

0.14%

YEAR-ON-YEAR CHANGE:

+17%

SOURCE: STATCOUNTER, JANUARY 2018 AND JANUARY 2017.

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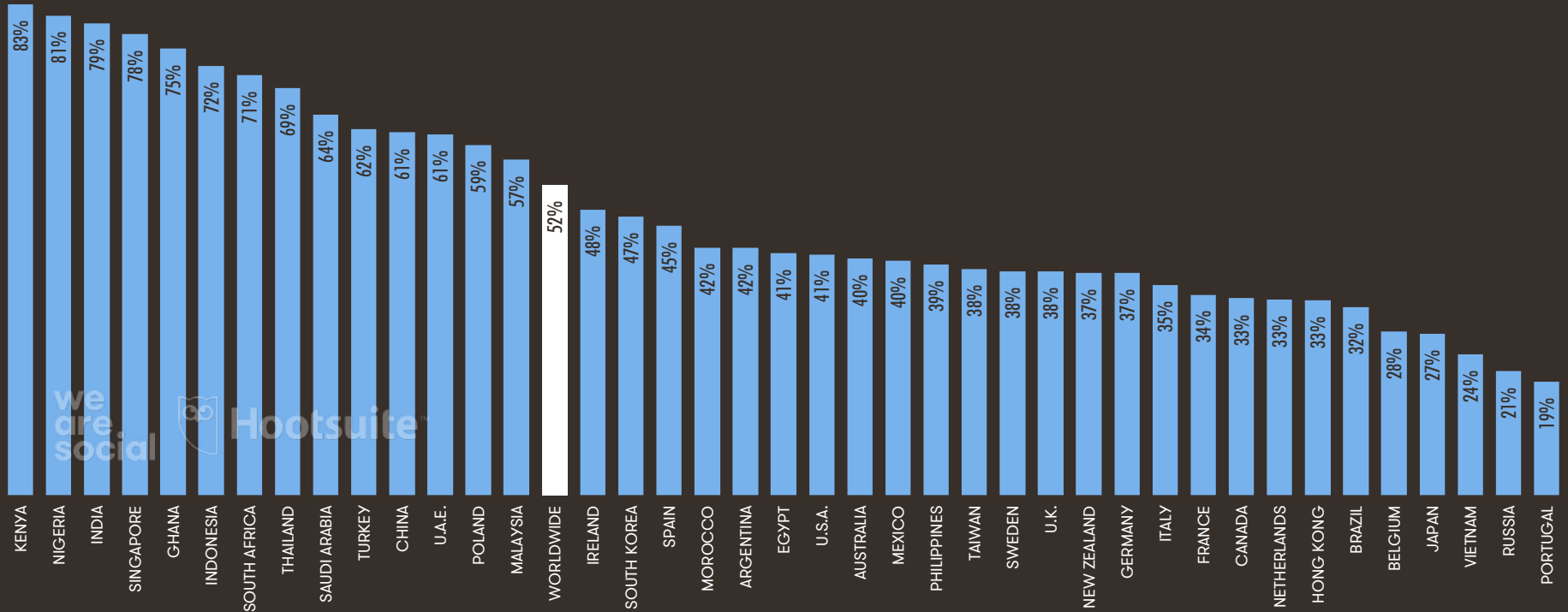
JAN 2018

MOBILE'S SHARE OF WEB TRAFFIC

PERCENTAGE OF TOTAL WEB PAGES SERVED TO MOBILE PHONES



SOURCES: STATCOUNTER, JANUARY 2018.

JAN 2018

THE WORLD'S MOST VISITED WEBSITES

RANKINGS OF THE WEBSITES THAT ATTRACT THE GREATEST VOLUME OF WEB TRAFFIC IN THE WORLD

SIMILARWEB RANKING, BASED ON TOTAL TRAFFIC TO WEBSITE

#	WEBSITE	CATEGORY	TIME PER VISIT
01	GOOGLE.COM	SEARCH	07:07
02	FACEBOOK.COM	SOCIAL	13:41
03	YOUTUBE.COM	VIDEO	19:56
04	BAIDU.COM	SEARCH	08:49
05	XVIDEOS.COM	ADULT	13:01
06	YIDIANZIXUN.COM	SEARCH	15:12
07	GOOGLE.CO.IN	SEARCH	07:47
08	SOGOU.COM	SEARCH	06:23
09	XNXX.COM	ADULT	13:16
10	YAHOO.COM	NEWS	06:14

ALEXA RANKING, BASED ON AVERAGE DAILY VISITORS AND PAGE VIEWS

#	WEBSITE	CATEGORY	TIME PER DAY
01	GOOGLE.COM	SEARCH	07:35
02	YOUTUBE.COM	VIDEO	08:18
03	FACEBOOK.COM	SOCIAL	10:20
04	BAIDU.COM	SEARCH	07:32
05	WIKIPEDIA.ORG	REFERENCE	04:16
06	REDDIT.COM	SOCIAL	15:47
07	YAHOO.COM	NEWS	04:03
08	GOOGLE.CO.IN	SEARCH	07:05
09	QQ.COM	NEWS	04:34
10	AMAZON.COM	SHOPPING	08:29

SOURCES: SIMILARWEB (DATA FOR NOVEMBER 2017); ALEXA (DATA FOR 3 MONTHS ENDING 12 JANUARY 2018). TIMES ARE IN MINUTES AND SECONDS.

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MOST COMMON LANGUAGES FOR WEB CONTENT

W3TECHS ESTIMATES, BASED ON THE CONTENT OF THE WORLD'S TOP 10 MILLION WEBSITES

#	LANGUAGE	% WEBSITES	▲▼% Y-O-Y
01	ENGLISH (ALL)	51.2%	-2.1%
02	RUSSIAN	6.8%	+6.3%
03	GERMAN	5.6%	+3.7%
04	JAPANESE	5.5%	-3.5%
05	SPANISH (ALL)	5.1%	+2.0%
06	FRENCH	4.1%	+2.5%
07	PORTUGUESE (ALL)	2.6%	-
08	ITALIAN	2.4%	+4.3%
09	CHINESE (ALL)	2.1%	+5.0%
10	POLISH	1.7%	-

#	LANGUAGE	% WEBSITES	▲▼% Y-O-Y
11	PERSIAN	1.7%	+13.3%
12	TURKISH	1.4%	-12.5%
13	DUTCH / FLEMISH	1.3%	-7.1%
14	KOREAN	1.0%	+11.1%
15	CZECH	0.9%	+12.5%
16	ARABIC	0.7%	-12.5%
17	VIETNAMESE	0.6%	-
18	GREEK	0.5%	-
19	SWEDISH	0.5%	-
20	HUNGARIAN	0.5%	+25.0%

SOURCES: W3TECHS, JANUARY 2018, INCLUDING WEB TRAFFIC RANKING DATA FROM ALEXA. LANGUAGE NAMES AS PER W3TECHS'S DEFINITIONS.

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TOP GOOGLE SEARCH QUERIES IN 2017

BASED ON WORLDWIDE SEARCHES FOR FULL-YEAR 2017

#	QUERY	INDEX	VOLUME vs. 2016
01	FACEBOOK	100	-24%
02	YOUTUBE	60	-7%
03	GOOGLE	55	-13%
04	YOU	32	-10%
05	NEWS	21	UNCHANGED
06	WEATHER	20	+56%
07	GMAIL	17	-24%
08	HOTMAIL	15	UNCHANGED
09	AMAZON	15	+25%
10	FB	14	-27%

#	QUERY	INDEX	VOLUME vs. 2016
11	MAIL	13	-8%
12	YAHOO	12	-17%
13	TRANSLATE	12	UNCHANGED
14	INSTAGRAM	10	+22%
15	HOT	10	UNCHANGED
16	CRAIGSLIST	9	-13%
17	MAPS	8	UNCHANGED
18	FACEBOOK LOGIN	8	-38%
19	EBAY	8	UNCHANGED
20	MAP	8	-14%

SOURCE: GOOGLE TRENDS, JANUARY 2018.; KEPIOS ANALYSIS. **NOTES:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE 'INDEX' COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY). YEAR-ON-YEAR CHANGE FIGURES COMPARE INDEX VALUES FOR EACH QUERY IN JANUARY 2018 TO JANUARY 2017.

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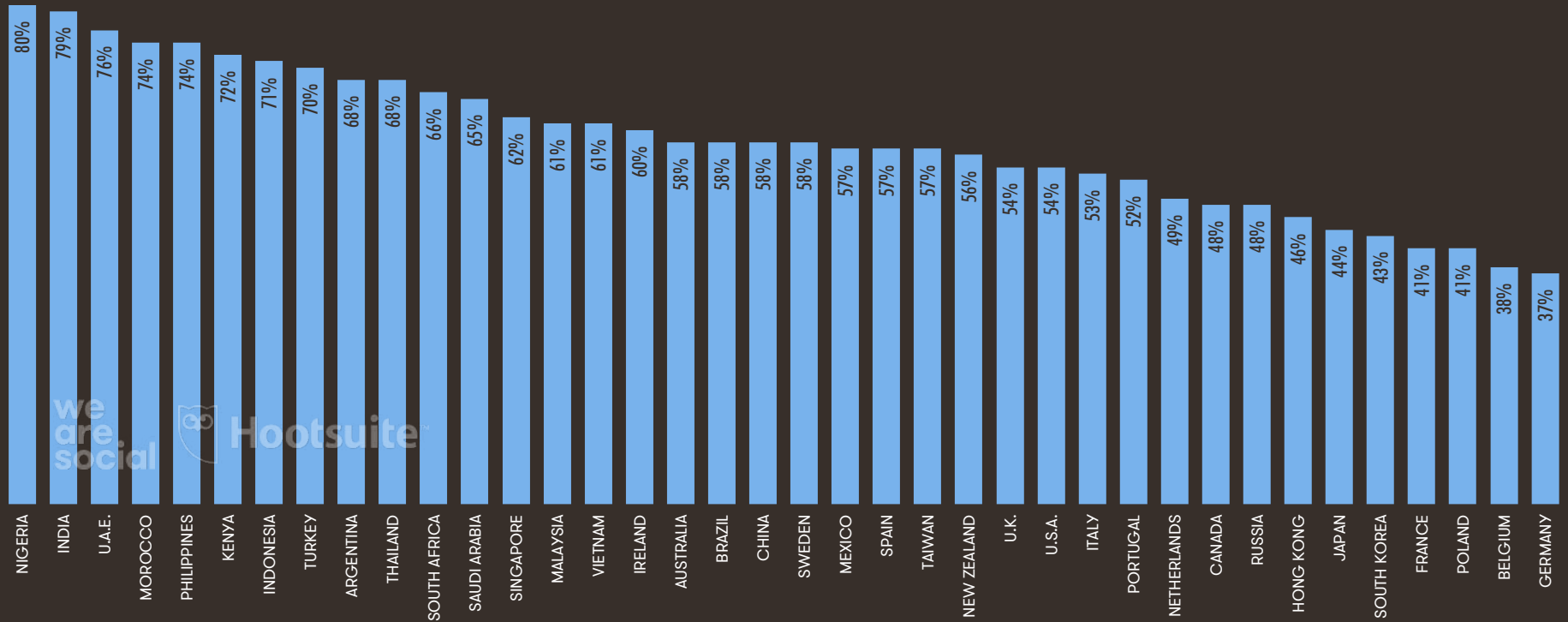
DIGITAL OPTIMISM

PERCENTAGE OF THE POPULATION THAT BELIEVES NEW TECHNOLOGIES OFFER MORE OPPORTUNITIES THAN RISKS

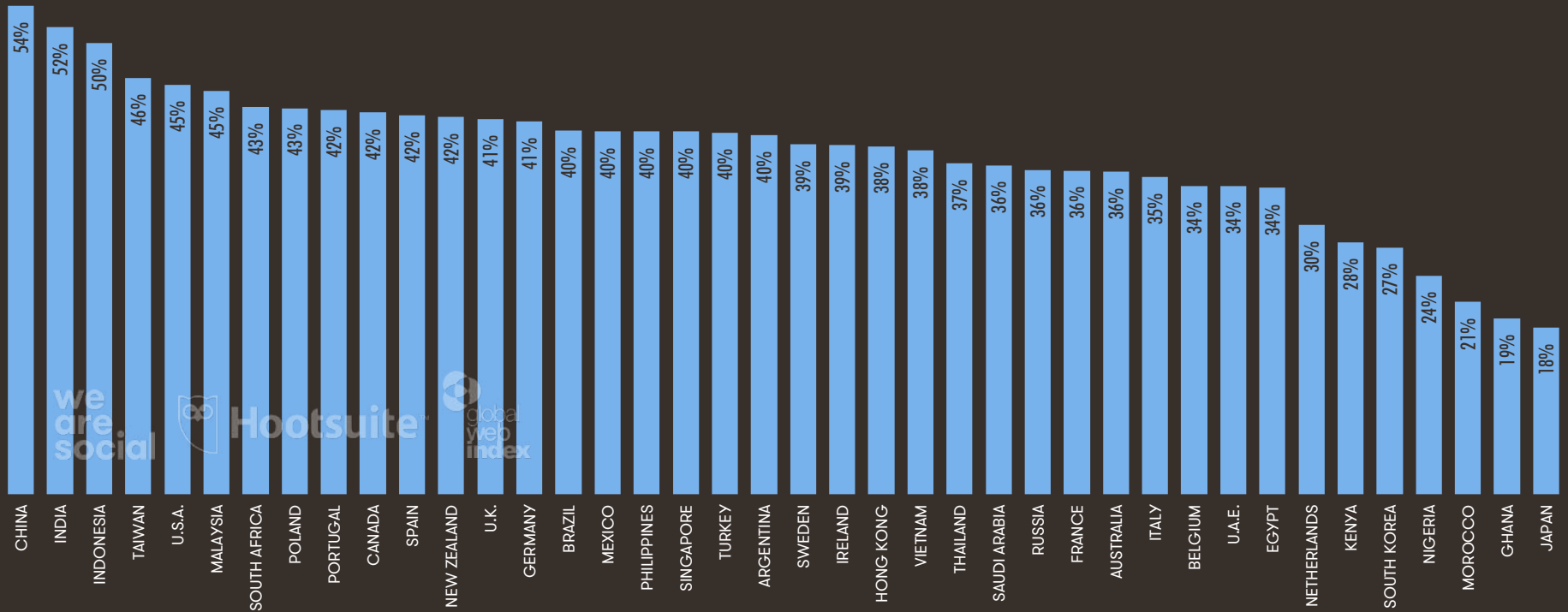


SOURCE: GOOGLE CONSUMER BAROMETER, JANUARY 2018.

JAN 2018

USE OF AD-BLOCKERS

PERCENTAGE OF INTERNET USERS WHO USE AN AD-BLOCKING TOOL TO PREVENT THE DISPLAY OF ADVERTISING CONTENT



SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017. **NOTE:** USERS OF AD-BLOCKERS MAY NOT USE THEM ALL THE TIME, OR USE THEM ON ALL THE DEVICES THEY USE TO ACCESS THE INTERNET.

HOOTSUITE'S PERSPECTIVE: INTERNET THEMES

As consumers spend more time on digital channels, we're seeing new types of behaviours emerge:

Online product research: Social media continues to grow as a source of information about products and brands. As GlobalWebIndex found, younger demographics are leading these shifts. But even among 55 to 64 year-olds, 20% say they've used social networks when researching products and services.

End-to-end social journeys: Emerging markets lead the way for using social at every step of their digital buying journey. According to PWC, 70% of Chinese consumers (versus 59% globally) use social as a source of inspiration for purchases, and 25% purchase directly through a social channel.

Social-first internet adoption: Social also drives internet adoption in developing countries. Pew Research Center found that online adults in emerging and developing nations are more likely to use social media when compared with their advanced-economy counterparts.

Click here to watch our Social Trends 2018 webinar
to explore the 5 trends that will change social marketing.

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WE ARE SOCIAL'S ANALYSIS: THE FUTURE OF DIGITAL

Accelerating internet adoption in the developing world has critical implications for the future of the net. Internet giants like Google, Facebook, and Alibaba will strive to create globally scalable products that address the needs of the 'next billion' as well as those of existing users, so we can expect to see every aspect of our digital experiences evolve in the coming months.

THE RISE OF VIDEO

Audio-visual content is more accessible to people with lower levels of literacy or fluency in foreign languages

VOICE INPUT

Voice control will soon replace keyboards and typing, especially for search and social media interactions

IMAGE SEARCH

As the web moves to a more visual / video medium, image search will become an essential tool

VISUAL ADDRESSING

URLs will evolve to cater to lower levels of literacy, as well as the shift to voice control instead of typing

Click here to download our Think Forward report to learn more about how to navigate the future forces in Digital and Social.

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GLOBAL SOCIAL MEDIA USE

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JAN 2018

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS

3.196
BILLION

ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

42%

TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE

2.958
BILLION

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

39%

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.
NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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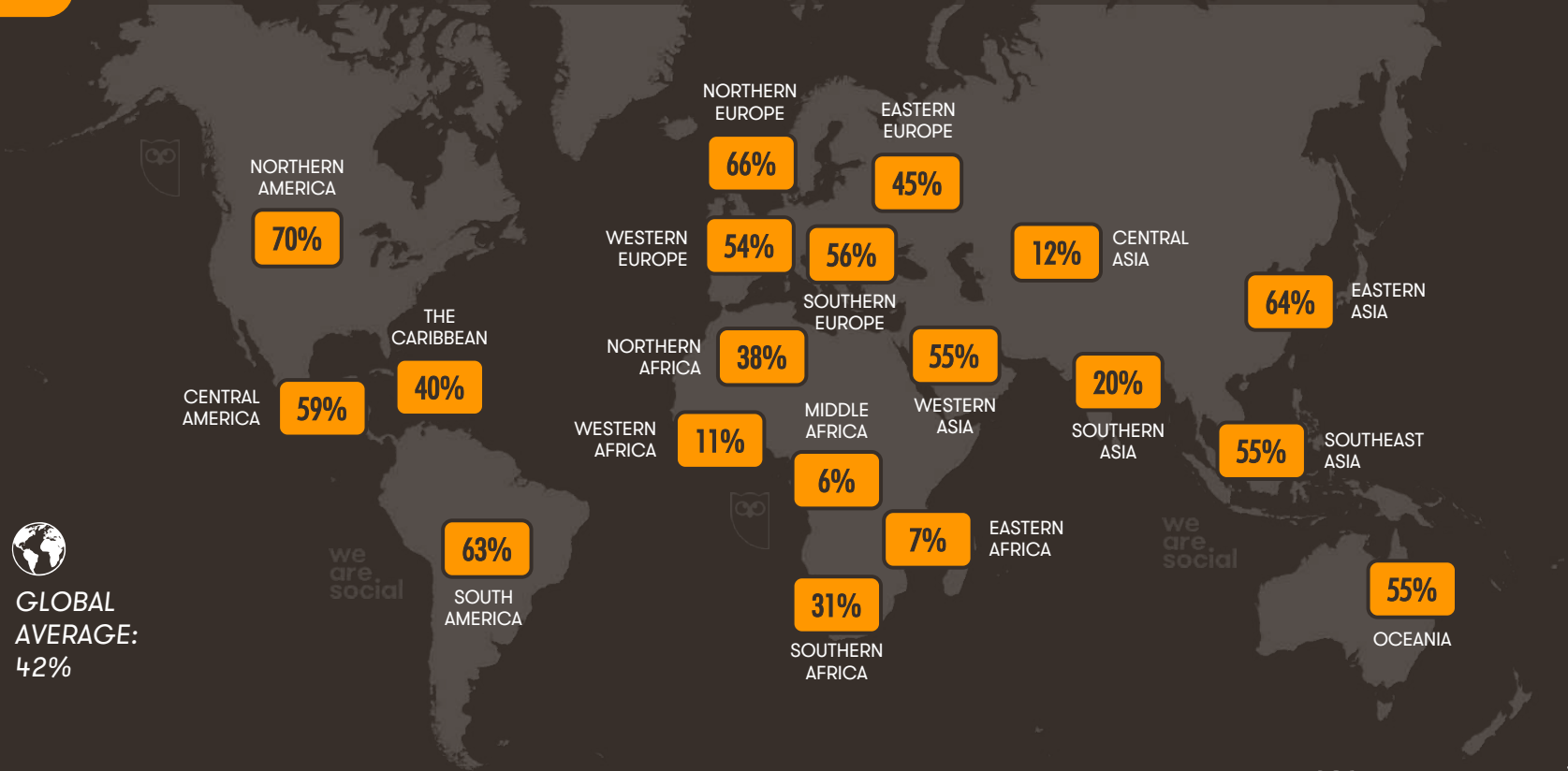
JAN 2018

SOCIAL MEDIA PENETRATION BY REGION

TOTAL ACTIVE ACCOUNTS ON THE MOST ACTIVE SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION



GLOBAL AVERAGE: 42%

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.
NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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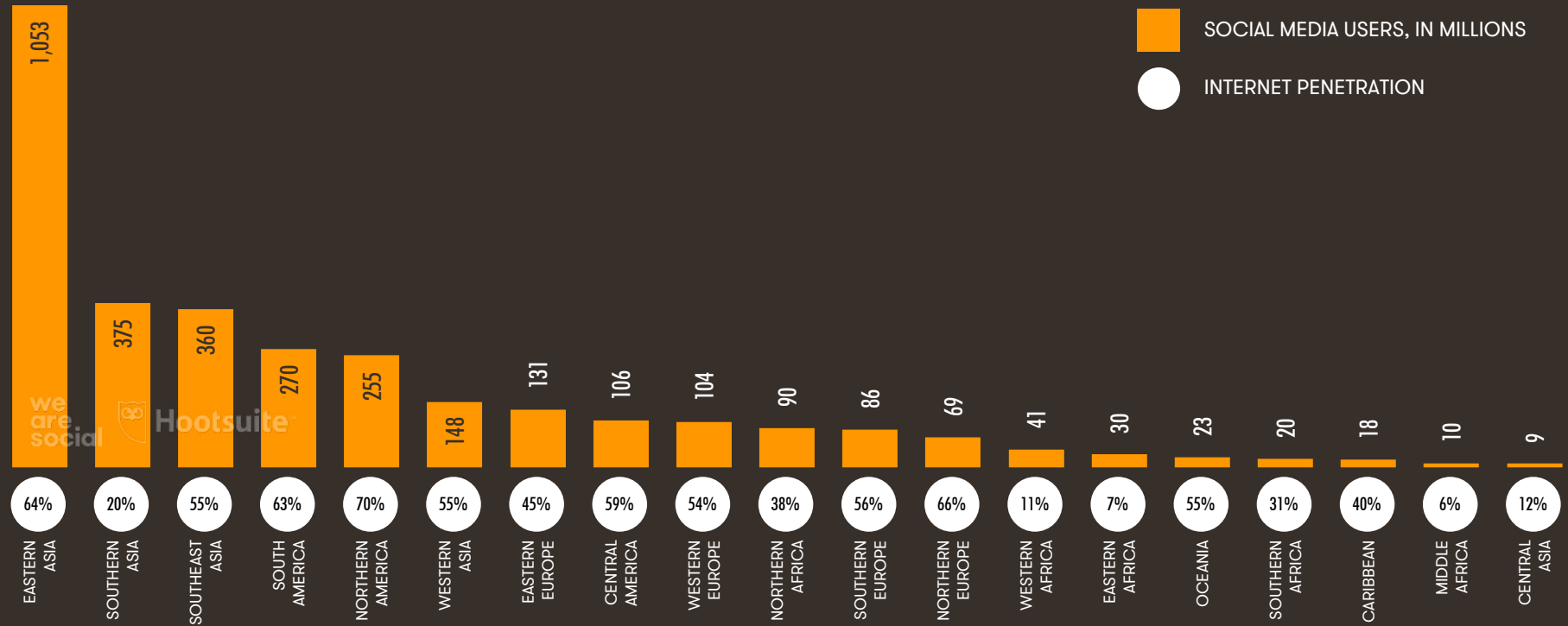
SOCIAL MEDIA USE: REGIONAL OVERVIEW

MONTHLY ACTIVE SOCIAL MEDIA USERS (IN MILLIONS), AND SOCIAL MEDIA PENETRATION, BY REGION



SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.
NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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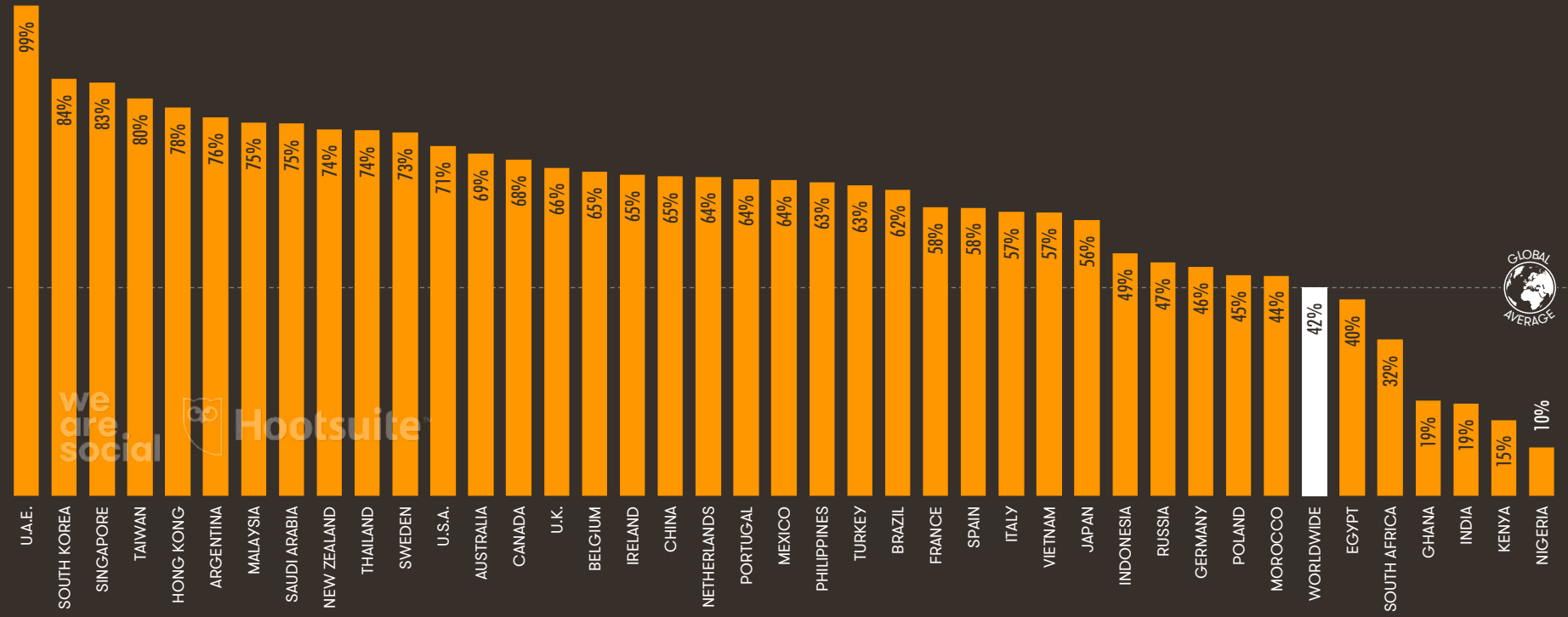
SOCIAL MEDIA PENETRATION BY COUNTRY

MONTHLY ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION



SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.
NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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SOCIAL MEDIA PENETRATION RANKINGS

BASED ON SOCIAL MEDIA PENETRATION IN COUNTRIES WITH A NATIONAL POPULATION OF 50,000 PEOPLE OR MORE

HIGHEST SOCIAL MEDIA PENETRATION

#	HIGHEST PENETRATION	%	USERS
01	QATAR	99%	2,640,000
02	UNITED ARAB EMIRATES	99%	9,376,000
03	KUWAIT	98%	4,100,000
04	BRUNEI DARUSSALAM	95%	410,000
05	ARUBA	95%	100,000
06	BAHRAIN	92%	1,400,000
07	CAYMAN ISLANDS	87%	54,000
08	SOUTH KOREA	84%	43,044,000
09	SINGAPORE	83%	4,800,000
10	MALTA	83%	360,000

LOWEST SOCIAL MEDIA PENETRATION

#	LOWEST PENETRATION	%	USERS
213	NORTH KOREA	0.06%	16,000
212	TURKMENISTAN	1%	33,000
211	ERITREA	1%	53,000
210	SOUTH SUDAN	1%	190,000
209	CHAD	2%	280,000
208	CENTRAL AFRICAN REPUBLIC	2%	97,000
207	NIGER	2%	480,000
206	MALAWI	3%	490,000
205	DEM. REP. OF THE CONGO	3%	2,200,000
204	BURUNDI	3%	340,000

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.
NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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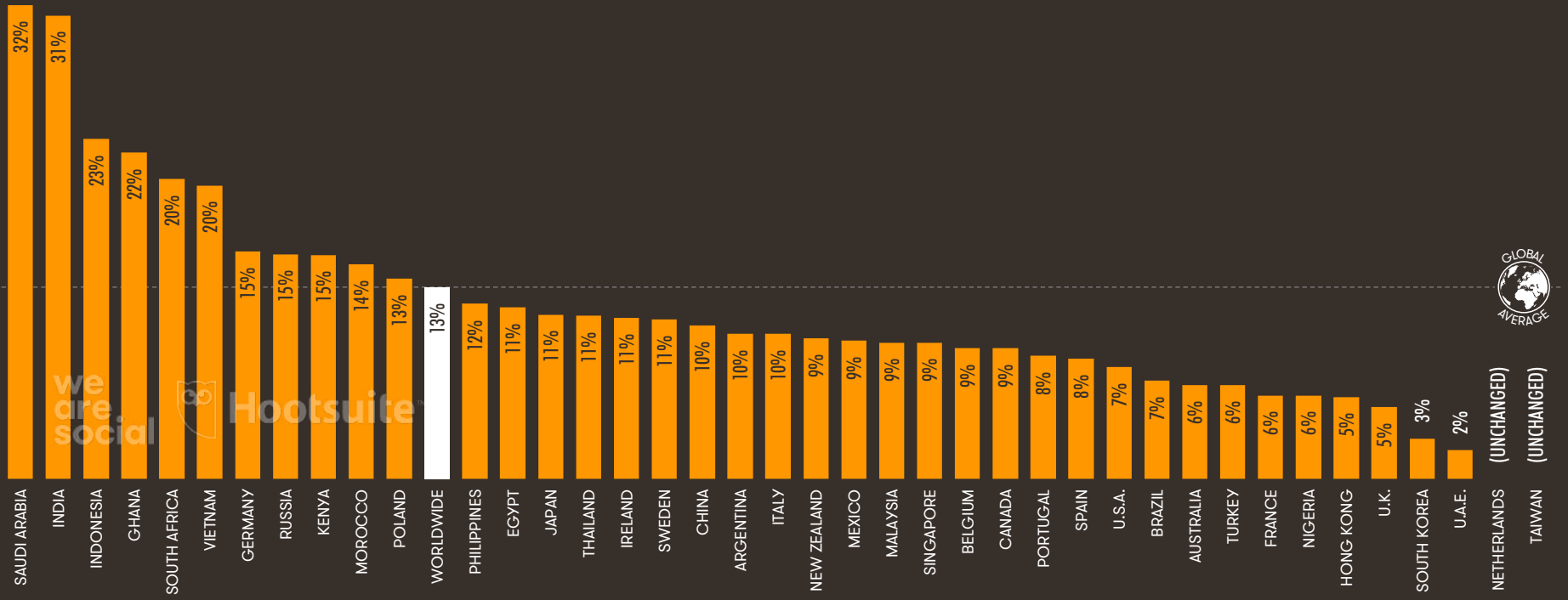
ANNUAL GROWTH OF SOCIAL MEDIA USERS

YEAR-ON-YEAR INCREASE IN THE NUMBER OF PEOPLE USING SOCIAL MEDIA IN EACH COUNTRY vs. JANUARY 2017



SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.
NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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SOCIAL MEDIA GROWTH RANKINGS

BASED ON CHANGES IN ACTIVE SOCIAL MEDIA USERS IN COUNTRIES WITH A NATIONAL POPULATION OF 50,000 PEOPLE OR MORE

LARGEST GROWTH IN NUMBER OF SOCIAL MEDIA USERS vs. 2017

#	HIGHEST GROWTH (#)	▲ USERS	▲ %
01	CHINA	84,630,000	10%
02	INDIA	59,000,000	31%
03	INDONESIA	24,000,000	23%
04	IRAN	23,000,000	135%
05	UNITED STATES	16,000,000	7%
06	VIETNAM	9,000,000	20%
07	RUSSIA	8,826,800	15%
08	BRAZIL	8,000,000	7%
09	JAPAN	7,000,000	11%
10	MEXICO	7,000,000	9%

LARGEST PERCENTAGE GROWTH IN SOCIAL MEDIA USERS vs. 2017

#	HIGHEST GROWTH (%)	▲ %	▲ USERS
01	KIRIBATI	191%	21,000
02	TAJIKISTAN	172%	196,000
03	IRAN	135%	23,000,000
04	KYRGYZSTAN	117%	700,000
05	KAZAKHSTAN	87%	2,700,000
06	UZBEKISTAN	69%	530,000
07	VANUATU	57%	25,000
08	COMOROS	57%	47,000
09	SOLOMON ISLANDS	53%	26,000
10	CAMBODIA	43%	2,100,000

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.
NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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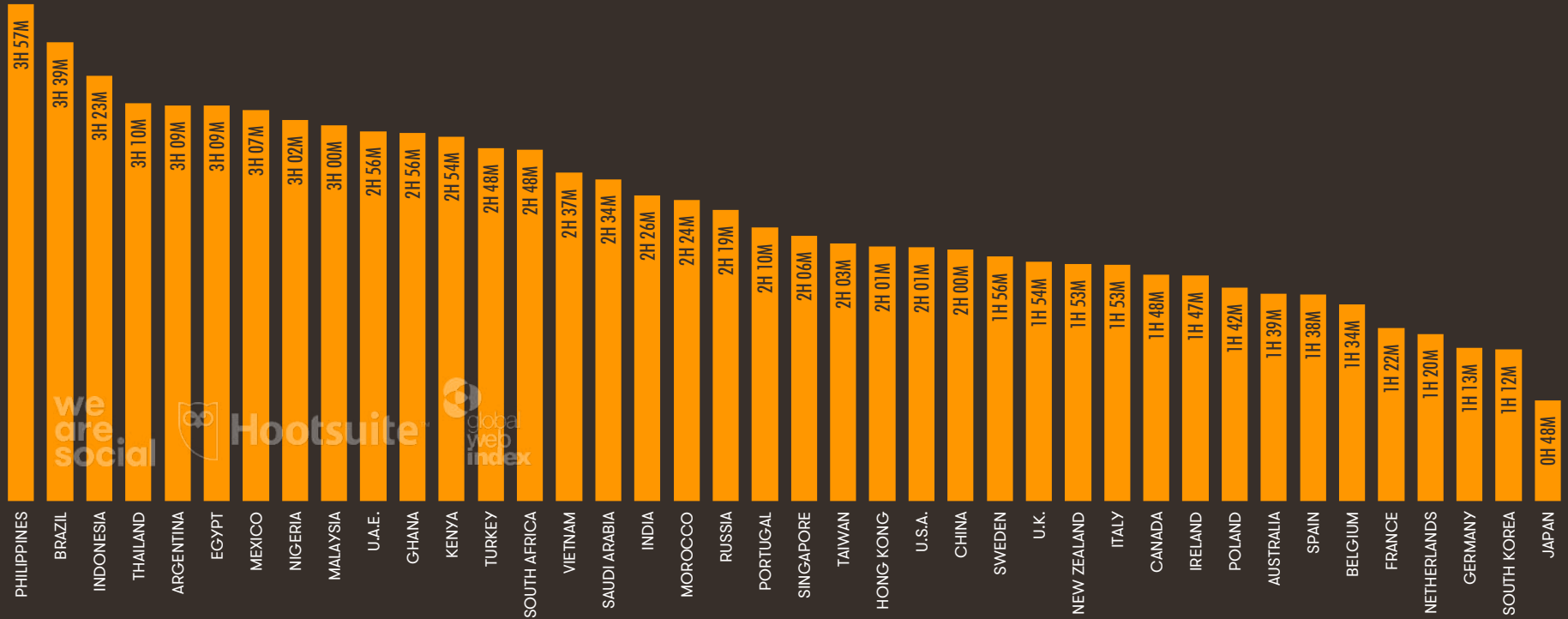
TIME SPENT ON SOCIAL MEDIA

AVERAGE NUMBER OF HOURS THAT SOCIAL MEDIA USERS SPEND USING SOCIAL MEDIA EACH DAY VIA ANY DEVICE [SURVEY BASED]



SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017. BASED ON A SURVEY OF INTERNET USERS AGED 16-64.

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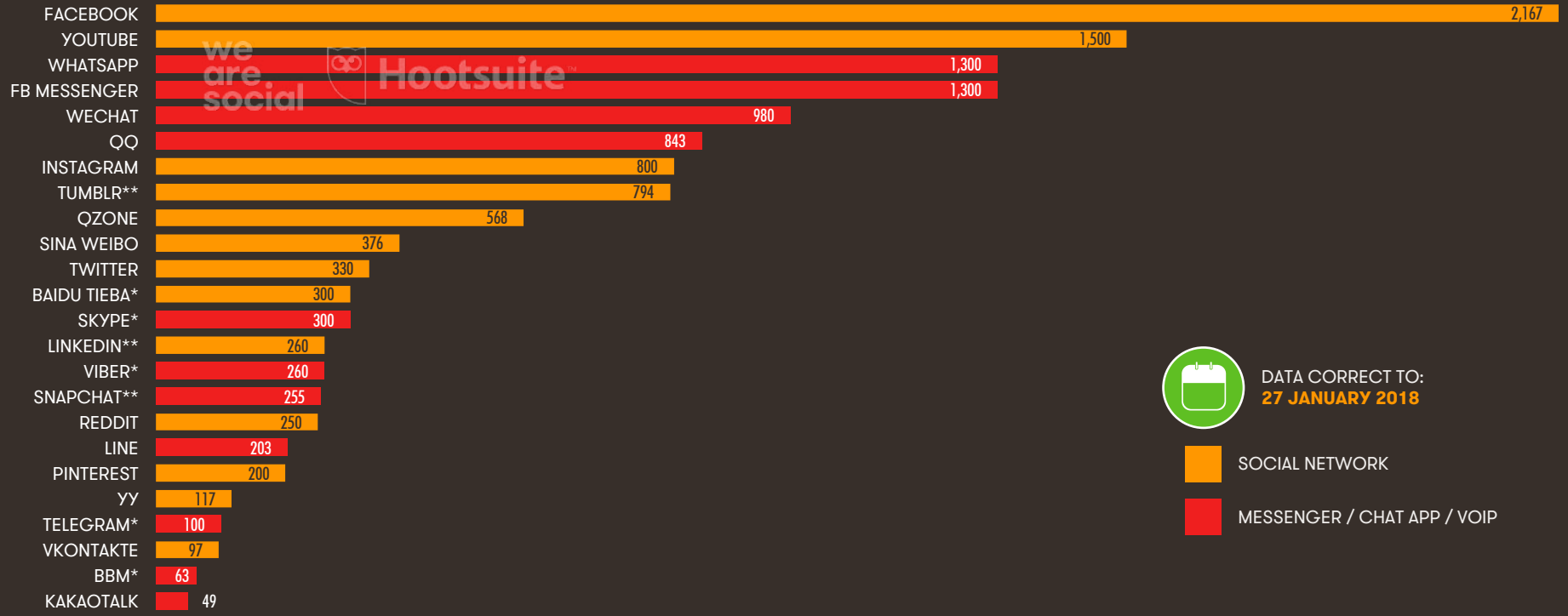
ACTIVE USERS OF KEY GLOBAL SOCIAL PLATFORMS

BASED ON THE MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS FOR EACH PLATFORM, IN MILLIONS



SOURCES: KEPIOS ANALYSIS; LATEST COMPANY EARNINGS RELEASES, PRESS RELEASES OR MEDIA STATEMENTS; REPORTS IN REPUTABLE MEDIA; ALL AS OF JANUARY 2018. ***ADVISORY:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES MAY BE LESS RELIABLE. ****NOTES:** THESE PLATFORMS DO NOT PUBLISH MAU DATA. TUMBLR FIGURE IS FOR MONTHLY UNIQUE VISITORS IN DEC 2017, VIA SIMILARWEB. SNAPCHAT FIGURE VIA TECHCRUNCH, JUN 2017. LINKEDIN DATA VIA FORTUNE / APPTOPIA, APR 2017.

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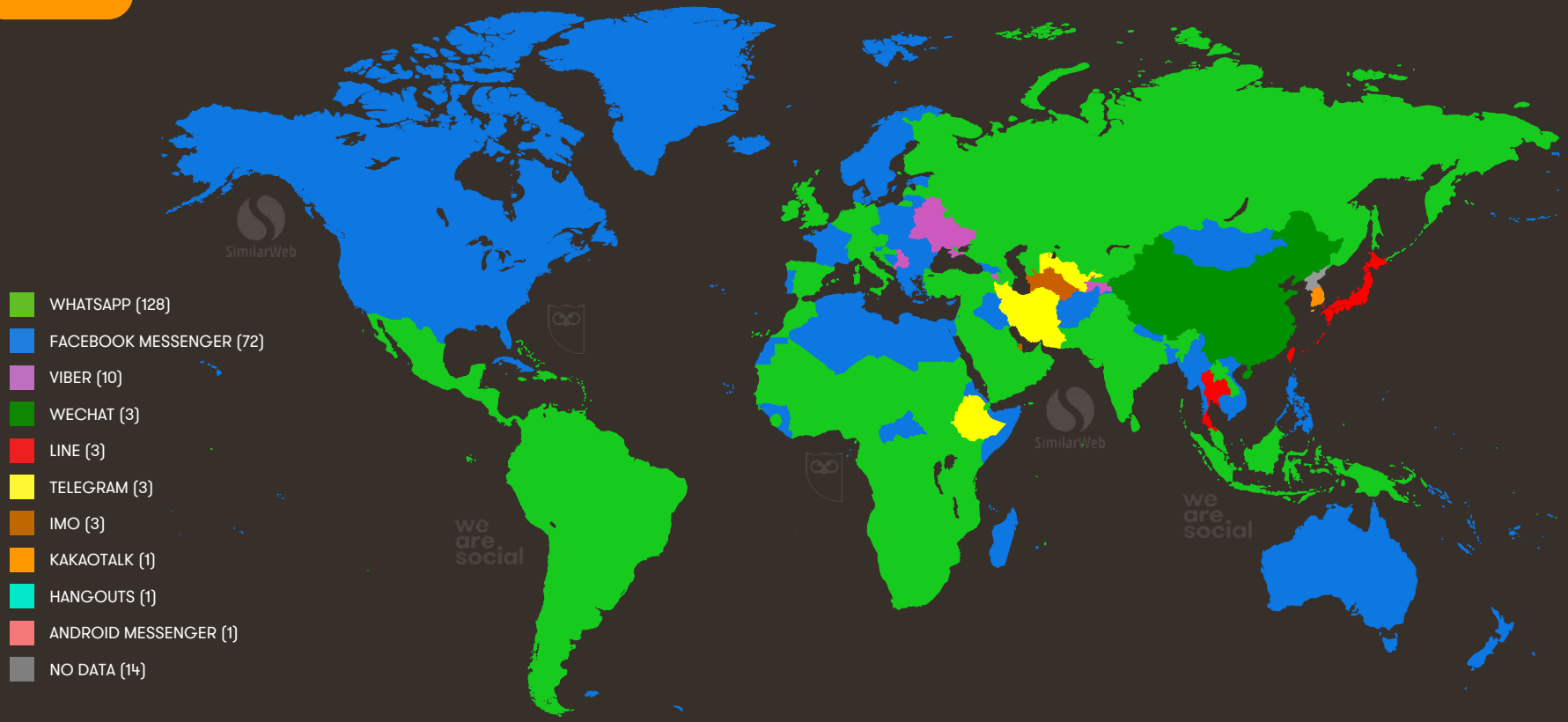
TOP MESSENGER APPS BY COUNTRY

BASED ON THE GOOGLE PLAY STORE RANK FOR EACH COUNTRY IN DECEMBER 2017



SOURCE: SIMILARWEB, JANUARY 2018, BASED ON THE GOOGLE PLAY APP STORE RANK FOR DECEMBER 2017. FIGURES IN PARENTHESES IN THE LEGEND REPRESENT THE NUMBER OF COUNTRIES / TERRITORIES IN WHICH EACH PLATFORM IS THE TOP-RANKED MESSENGER APP.

JAN 2018

FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS

TOTAL NUMBER OF MONTHLY ACTIVE FACEBOOK USERS	ANNUAL CHANGE IN FACEBOOK USERS vs. JANUARY 2017	PERCENTAGE OF FACEBOOK USERS ACCESSING VIA MOBILE	PERCENTAGE OF FACEBOOK PROFILES DECLARED AS FEMALE	PERCENTAGE OF FACEBOOK PROFILES DECLARED AS MALE
2.17 BILLION	**+15%**	**88%**	**44%**	**56%**

SOURCE: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018.

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FACEBOOK'S TOP COUNTRIES AND CITIES

COUNTRIES AND CITIES WITH THE LARGEST ACTIVE FACEBOOK USER BASES

COUNTRIES WITH THE LARGEST NUMBER OF ACTIVE FACEBOOK USERS

#	TOP COUNTRIES	USERS	% TOTAL*
01	INDIA	250,000,000	12%
02	UNITED STATES	230,000,000	11%
03	BRAZIL	130,000,000	6%
04	INDONESIA	130,000,000	6%
05	MEXICO	83,000,000	4%
06	PHILIPPINES	67,000,000	3%
07	VIETNAM	55,000,000	3%
08	THAILAND	51,000,000	2%
09	TURKEY	51,000,000	2%
10	UNITED KINGDOM	44,000,000	2%

CITIES WITH THE LARGEST NUMBER OF ACTIVE FACEBOOK USERS

#	TOP CITIES	USERS	% TOTAL*
01	BANGKOK	22,000,000	1.0%
02	DHAKA	20,000,000	0.9%
03	BEKASI	18,000,000	0.8%
04	JAKARTA	16,000,000	0.7%
05	MEXICO CITY	14,000,000	0.6%
06	QUEZON CITY	14,000,000	0.6%
07	ISTANBUL	14,000,000	0.6%
08	SÃO PAULO	13,000,000	0.6%
09	CAIRO	13,000,000	0.6%
10	HO CHI MINH	13,000,000	0.6%

SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018. ***NOTE:** "% TOTAL" REPRESENTS THE PERCENTAGE SHARE OF TOTAL GLOBAL FACEBOOK MONTHLY ACTIVE USERS.

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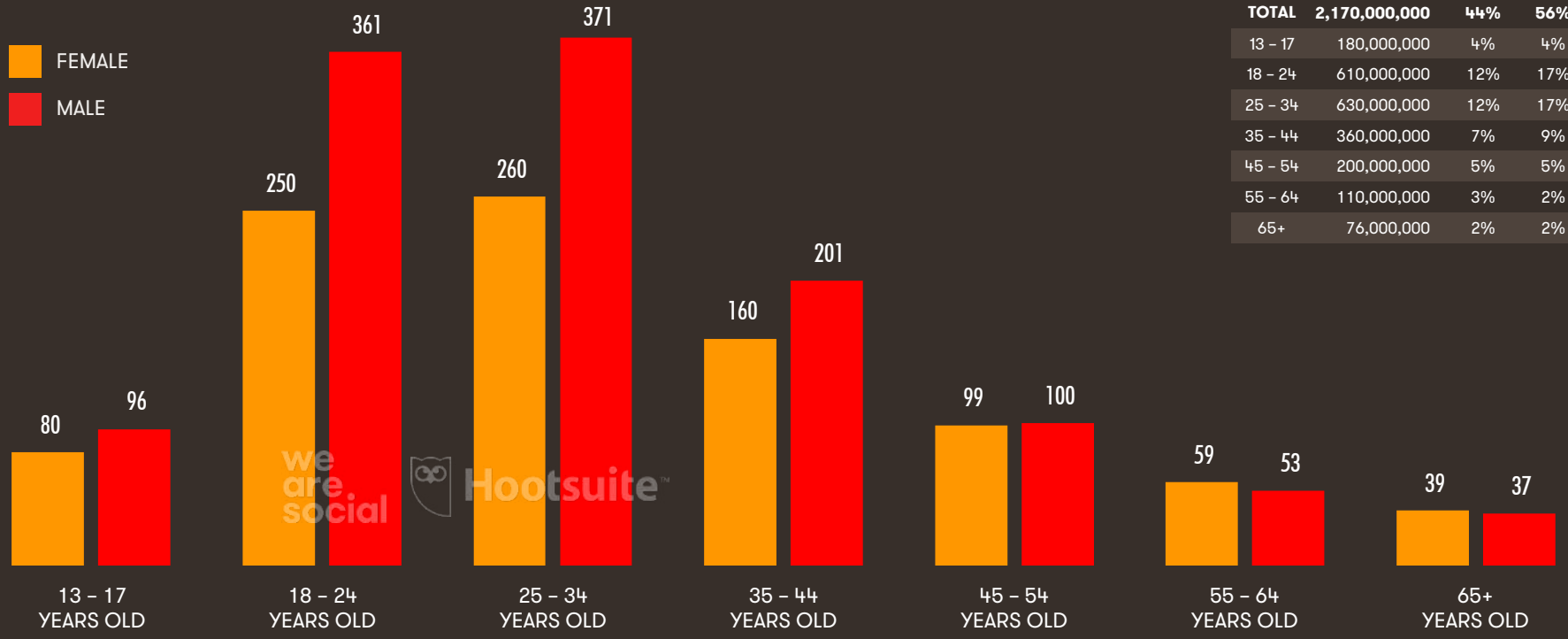
PROFILE OF FACEBOOK USERS

BREAKDOWN OF FACEBOOK'S GLOBAL USERS BY AGE AND GENDER, IN MILLIONS



AGE	TOTAL	FEMALE	MALE
TOTAL	**2,170,000,000**	**44%**	**56%**
13 – 17	180,000,000	4%	4%
18 – 24	610,000,000	12%	17%
25 – 34	630,000,000	12%	17%
35 – 44	360,000,000	7%	9%
45 – 54	200,000,000	5%	5%
55 – 64	110,000,000	3%	2%
65+	76,000,000	2%	2%

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SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018. **NOTES:** THE 'TOTAL' COLUMN OF THE INSET TABLE SHOWS ORIGINAL VALUES, WHILE GRAPH VALUES HAVE BEEN DIVIDED BY ONE MILLION. TABLE PERCENTAGES REPRESENT THE RESPECTIVE GENDER AND AGE GROUP'S SHARE OF TOTAL GLOBAL FACEBOOK USERS. TABLE VALUES MAY NOT SUM EXACTLY DUE TO ROUNDING IN THE SOURCE DATA.

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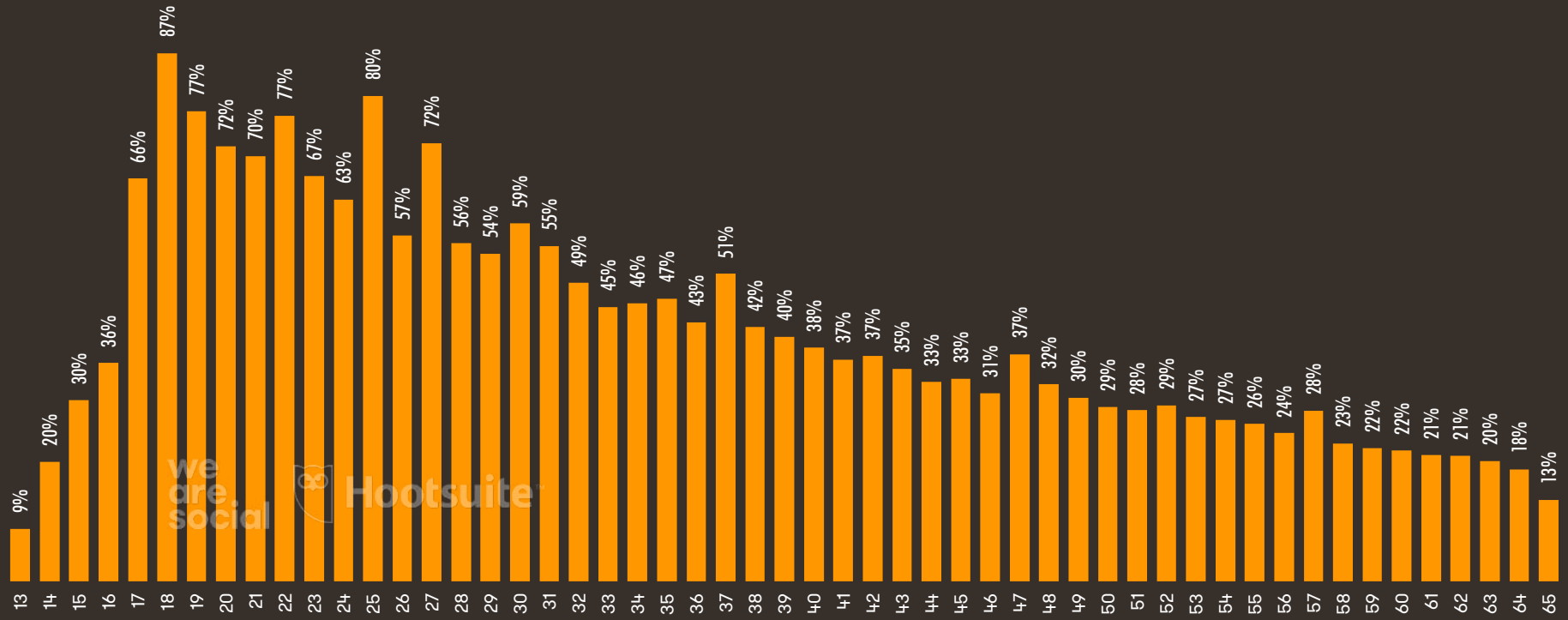
FEMALE FACEBOOK PENETRATION BY AGE

FACEBOOK USERS WITH GENDER SET TO FEMALE, BY SELF-DECLARED AGE, COMPARED TO TOTAL FEMALE POPULATION AT EACH AGE



SOURCES: BASED ON DATA FROM FACEBOOK, JANUARY 2018, AND DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU (BOTH JANUARY 2018).

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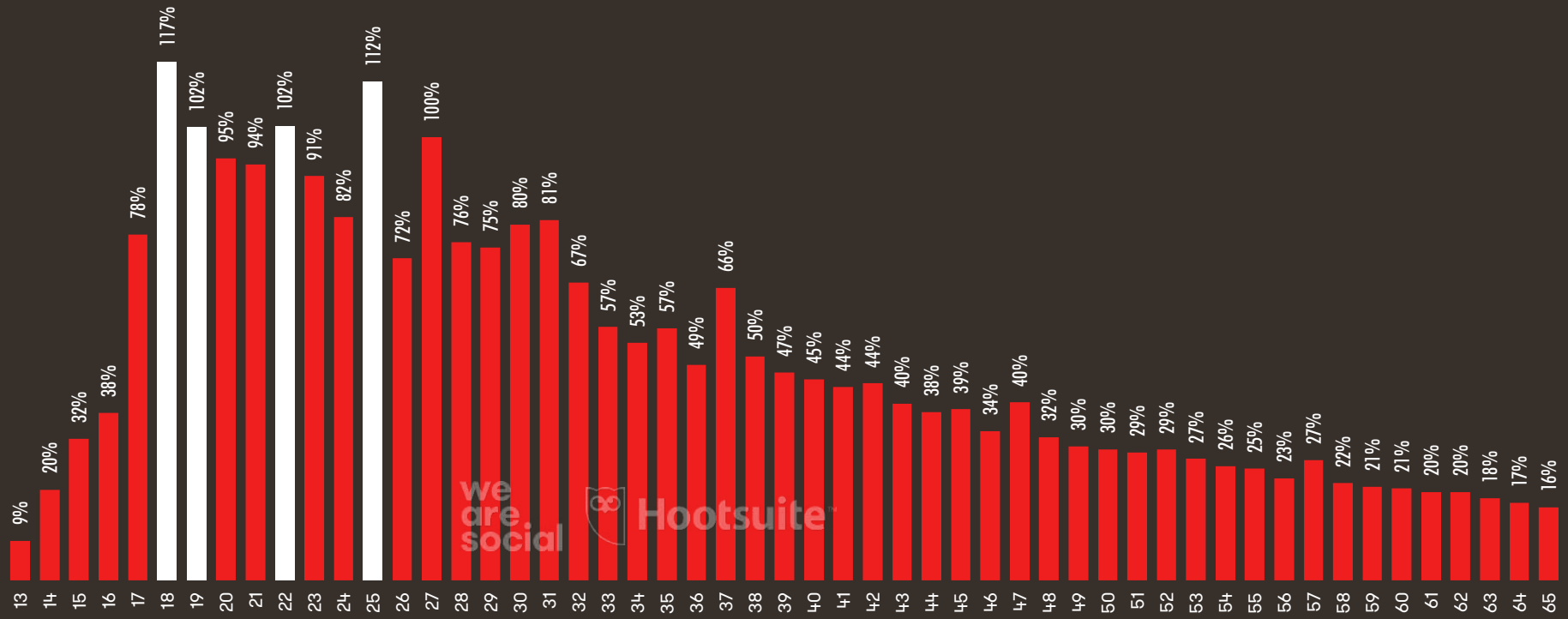
MALE FACEBOOK PENETRATION BY AGE

FACEBOOK USERS WITH GENDER SET TO MALE, BY SELF-DECLARED AGE, COMPARED TO TOTAL MALE POPULATION AT EACH AGE



SOURCES: BASED ON DATA FROM FACEBOOK, JANUARY 2018, AND DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU (BOTH JANUARY 2018). WHITE BARS INDICATE AGES WHERE THE NUMBER OF FACEBOOK USERS WHOSE GENDER IS SET TO 'MALE' EXCEEDS THE TOTAL WORLD POPULATION OF MALES OF THAT AGE, ACCORDING TO DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU.

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FACEBOOK GENDER BALANCE RANKINGS

COUNTRIES WITH THE GREATEST SKEW IN THE GENDER BALANCE OF MONTHLY ACTIVE FACEBOOK USERS

COUNTRIES WITH THE MOST SIGNIFICANT FEMALE SKEW ON FACEBOOK

#	HIGHEST FEMALE RATIO	%	FEMALE USERS
01	BELARUS	58%	1,200,000
02	UKRAINE	57%	7,400,000
03	MOLDOVA	56%	560,000
04	RUSSIA	56%	20,000,000
05	LATVIA	55%	510,000
06	VENEZUELA	55%	7,700,000
07	KAZAKHSTAN	55%	3,200,000
08	FRENCH POLYNESIA	55%	94,000
09	CURAÇAO	55%	71,000
10	MACAU	55%	230,000

COUNTRIES WITH THE MOST SIGNIFICANT MALE SKEW ON FACEBOOK

#	HIGHEST MALE RATIO	%	MALE USERS
01	YEMEN	85%	2,000,000
02	AFGHANISTAN	84%	3,000,000
03	CHAD	82%	230,000
04	SOUTH SUDAN	82%	150,000
05	NIGER	81%	390,000
06	PAKISTAN	77%	27,100,000
07	INDIA	77%	192,300,000
08	MALI	76%	1,300,000
09	QATAR	76%	2,400,000
10	OMAN	76%	2,000,000

SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018.

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SHARE OF FACEBOOK USE BY DEVICE

BASED ON THE NUMBER OF ACTIVE USER ACCOUNTS ACCESSING THE PLATFORM VIA EACH DEVICE, IN MILLIONS

LAPTOPS & DESKTOPS

31.8%

ACTIVE USER ACCOUNTS:

687 MILLION

SMARTPHONES & TABLETS

95.1%

ACTIVE USER ACCOUNTS:

2,055 MILLION

FEATURE PHONES

0.5%

ACTIVE USER ACCOUNTS:

10 MILLION

TABLET DEVICES

8.8%

ACTIVE USER ACCOUNTS:

190 MILLION

SOURCE: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018.

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LANGUAGES SPOKEN BY FACEBOOK USERS

THE LANGUAGES SPOKEN BY THE GREATEST NUMBER OF USERS ON FACEBOOK (EITHER SELF-REPORTED, OR SET WITHIN PROFILE SETTINGS)

#	LANGUAGE	% TOTAL	NO. OF USERS
01	ENGLISH	50.9%	1,100,000,000
02	SPANISH	13.9%	300,000,000
03	HINDI	6.9%	150,000,000
04	INDONESIAN	6.9%	150,000,000
05	PORTUGUESE	6.9%	150,000,000
06	ARABIC	6.5%	140,000,000
07	FRENCH	5.1%	110,000,000
08	FILIPINO	2.9%	62,000,000
09	VIETNAMESE	2.7%	58,000,000
10	RUSSIAN	2.6%	56,000,000

#	LANGUAGE	% TOTAL	NO. OF USERS
11	TURKISH	2.5%	53,000,000
12	THAI	2.4%	52,000,000
13	BENGALI	1.9%	42,000,000
14	GERMAN	1.9%	42,000,000
15	ITALIAN	1.7%	37,000,000
16	CHINESE (ALL)	1.6%	34,000,000
17	JAPANESE	1.5%	33,000,000
18	URDU	1.4%	30,000,000
19	KOREAN	0.9%	20,000,000
20	POLISH	0.9%	19,000,000

SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018. LANGUAGE NAMES AS PER FACEBOOK'S DEFINITIONS.

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AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA

AVERAGE MONTHLY CHANGE IN PAGE LIKES	AVERAGE POST REACH vs. PAGE LIKES	AVERAGE ORGANIC REACH vs. PAGE LIKES	PERCENTAGE OF PAGES USING PAID MEDIA	AVERAGE PAID REACH vs. TOTAL REACH
+0.20%	10.7%	8.0%	22.1%	26.8%

SOURCE: LOCOWISE, JANUARY 2018. DATA REPRESENTS AVERAGE FIGURES FOR FULL-YEAR 2017. **NOTE:** REACH FIGURES COMPARE THE NUMBER OF TIMES THAT A POST WAS SERVED IN USERS' NEWSFEEDS TO THE TOTAL NUMBER OF PAGE 'FANS' (I.E. USERS THAT HAD LIKED THE PAGE) AT THE TIME THAT THE POST WAS PUBLISHED.

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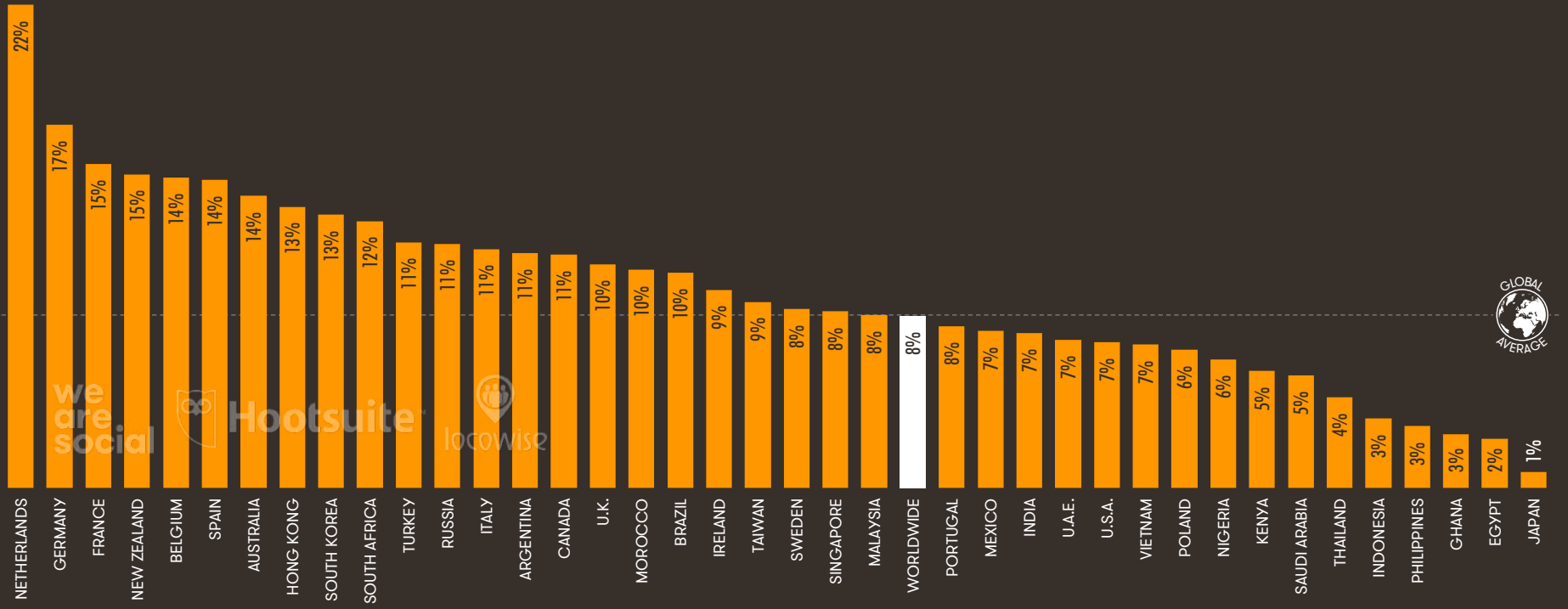
AVERAGE ORGANIC FACEBOOK REACH

THE AVERAGE ORGANIC REACH OF FACEBOOK PAGE POSTS COMPARED TO TOTAL PAGE LIKES



SOURCE: LOCOWISE, JANUARY 2018. FIGURES ARE AVERAGES FOR FULL-YEAR 2017.

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FACEBOOK ORGANIC REACH RANKINGS

BASED ON THE AVERAGE REACH OF FACEBOOK PAGE POSTS COMPARED TO TOTAL PAGE LIKES

COUNTRIES WITH THE HIGHEST PAGE ENGAGEMENT RATES ON FACEBOOK

#	COUNTRY	ORGANIC REACH
01	FINLAND	34.6%
02	VENEZUELA	27.3%
03	CAYMAN ISLANDS	24.7%
04	ICELAND	23.6%
05	BRUNEI DARUSSALAM	22.9%
06	NETHERLANDS	22.5%
07	AUSTRIA	22.5%
08	GREECE	21.9%
09	SLOVENIA	21.3%
10	UKRAINE	19.6%

COUNTRIES WITH THE LOWEST PAGE ENGAGEMENT RATES ON FACEBOOK

#	COUNTRY	ORGANIC REACH
169	NAMIBIA	0.09%
168	BENIN	0.13%
167	ZAMBIA	0.14%
166	SIERRA LEONE	0.23%
165	LIBYA	0.25%
164	LESOTHO	0.32%
163	MOZAMBIQUE	0.32%
162	CURAÇAO	0.33%
161	TFYR MACEDONIA	0.38%
160	GUATEMALA	0.45%

SOURCE: LOCOWISE, JANUARY 2018.

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AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE POSTS (ALL TYPES)	AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE VIDEO POSTS	AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE PHOTO POSTS	AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE LINK POSTS	AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE STATUS POSTS
4.20%	5.23%	4.42%	3.90%	3.70%

SOURCE: LOCOWISE, JANUARY 2018. DATA REPRESENTS AVERAGE FIGURES FOR FULL-YEAR 2017. **NOTE:** ENGAGEMENT RATES COMPARE THE NUMBER OF PEOPLE WHO INTERACTED WITH A POST TO THE TOTAL NUMBER OF UNIQUE USERS TO WHOM THAT POST WAS SERVED, REGARDLESS OF WHETHER THOSE USERS WERE FANS OF THE PAGE AT THAT TIME.

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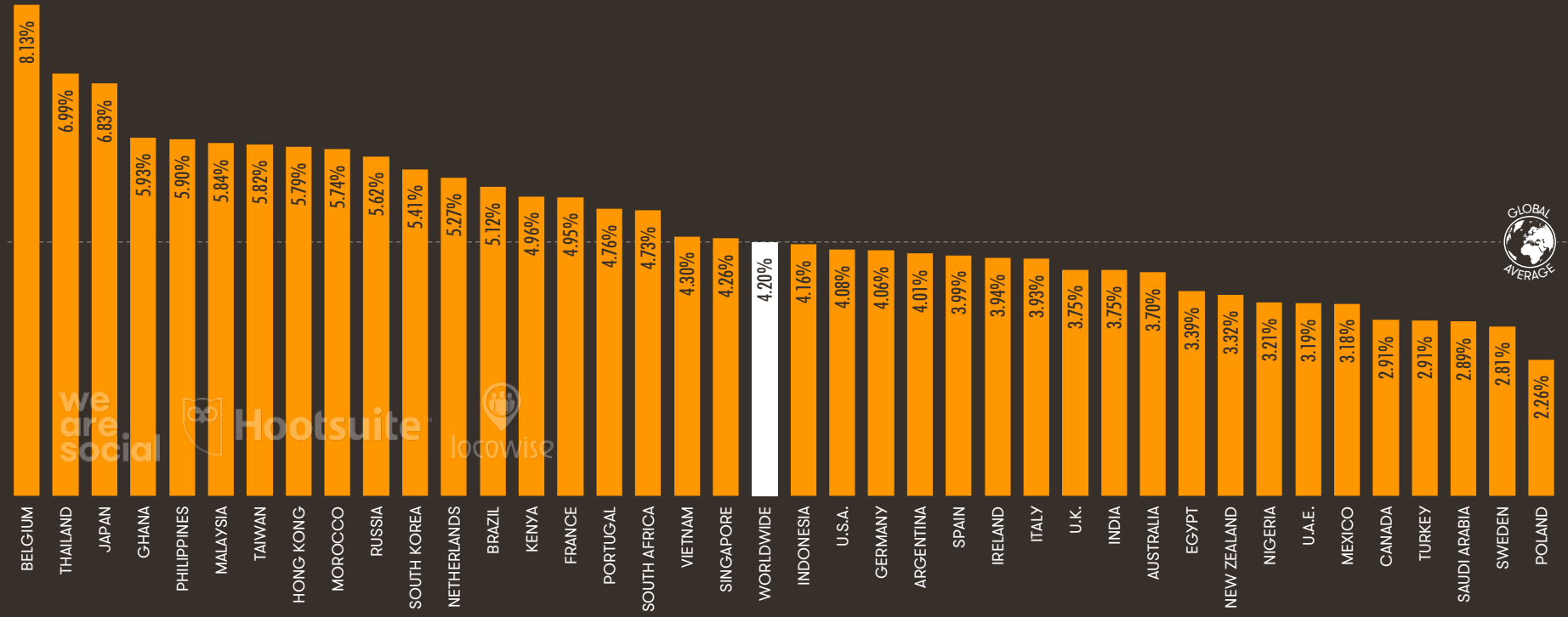
AVERAGE FACEBOOK ENGAGEMENT RATES

THE AVERAGE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE WHOM THOSE POSTS REACH



SOURCE: LOCOWISE, JANUARY 2018. FIGURES ARE AVERAGES FOR FULL-YEAR 2017.

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FACEBOOK PAGE ENGAGEMENT RATE RANKINGS

THE NUMBER OF PEOPLE WHO ENGAGE WITH FACEBOOK PAGES' POSTS, COMPARED TO THE NUMBER OF PEOPLE WHOM THOSE POSTS REACH

COUNTRIES WITH THE HIGHEST PAGE ENGAGEMENT RATES ON FACEBOOK

#	COUNTRY	ENGAGEMENT
01	ST VINCENT & THE GRENADINES	10.0%
02	BRUNEI DARUSSALAM	9.8%
03	UKRAINE	9.5%
04	PERU	9.4%
05	FRENCH GUIANA	9.2%
06	KUWAIT	9.0%
07	HUNGARY	8.9%
08	MALTA	8.5%
09	BELGIUM	8.1%
10	LEBANON	7.9%

COUNTRIES WITH THE LOWEST PAGE ENGAGEMENT RATES ON FACEBOOK

#	COUNTRY	ENGAGEMENT
171	LESOTHO	0.7%
170	MALI	0.9%
169	NORWAY	1.1%
168	THE BAHAMAS	1.1%
167	RWANDA	1.1%
166	KYRGYZSTAN	1.2%
165	SURINAME	1.3%
164	AFGHANISTAN	1.3%
163	VANUATU	1.5%
162	LAOS	1.7%

SOURCE: LOCOWISE, JANUARY 2018.

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INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER

TOTAL NUMBER OF MONTHLY ACTIVE INSTAGRAM USERS

800 MILLION

ACTIVE INSTAGRAM USERS AS A PERCENTAGE OF TOTAL POPULATION

11%

FEMALE USERS AS A PERCENTAGE OF ALL ACTIVE INSTAGRAM USERS

50.4%

MALE USERS AS A PERCENTAGE OF ALL ACTIVE INSTAGRAM USERS

49.6%

SOURCE: EXTRAPOLATION OF DATA FROM INSTAGRAM (VIA FACEBOOK), JANUARY 2018. PENETRATION RATES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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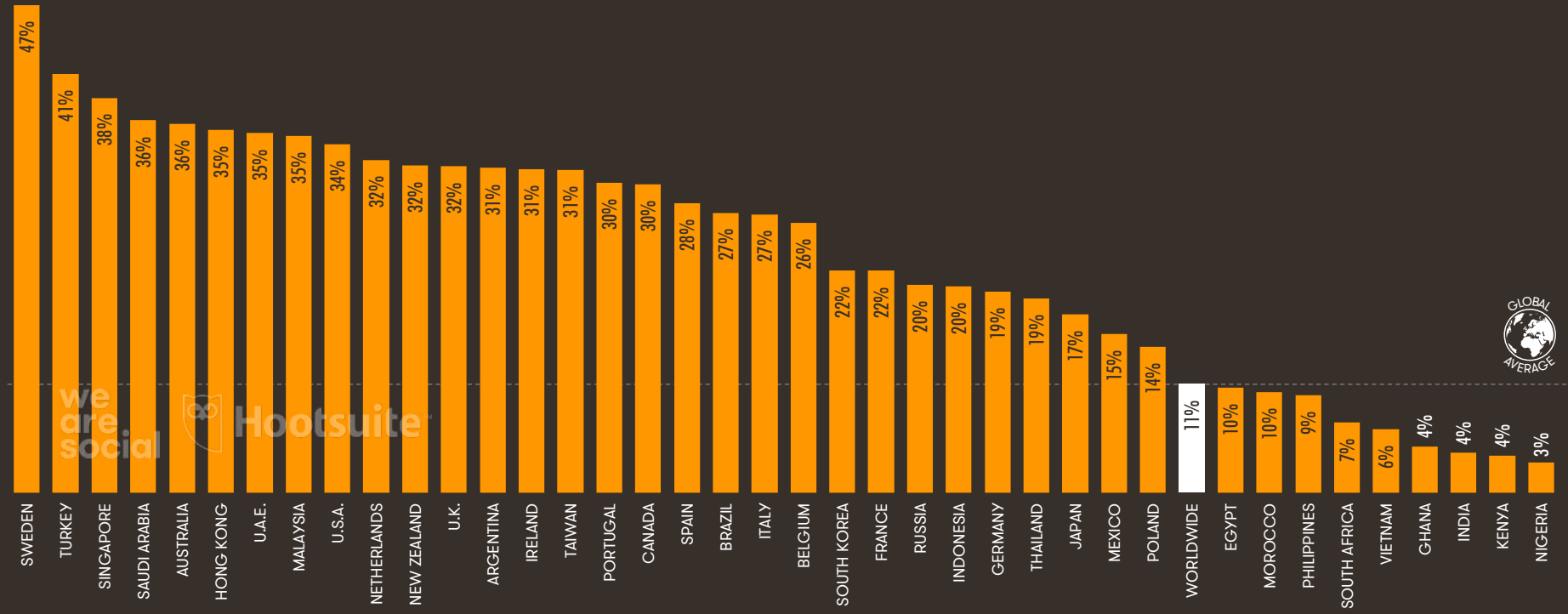
INSTAGRAM PENETRATION BY COUNTRY

THE NUMBER OF MONTHLY ACTIVE INSTAGRAM USERS, COMPARED TO TOTAL POPULATION

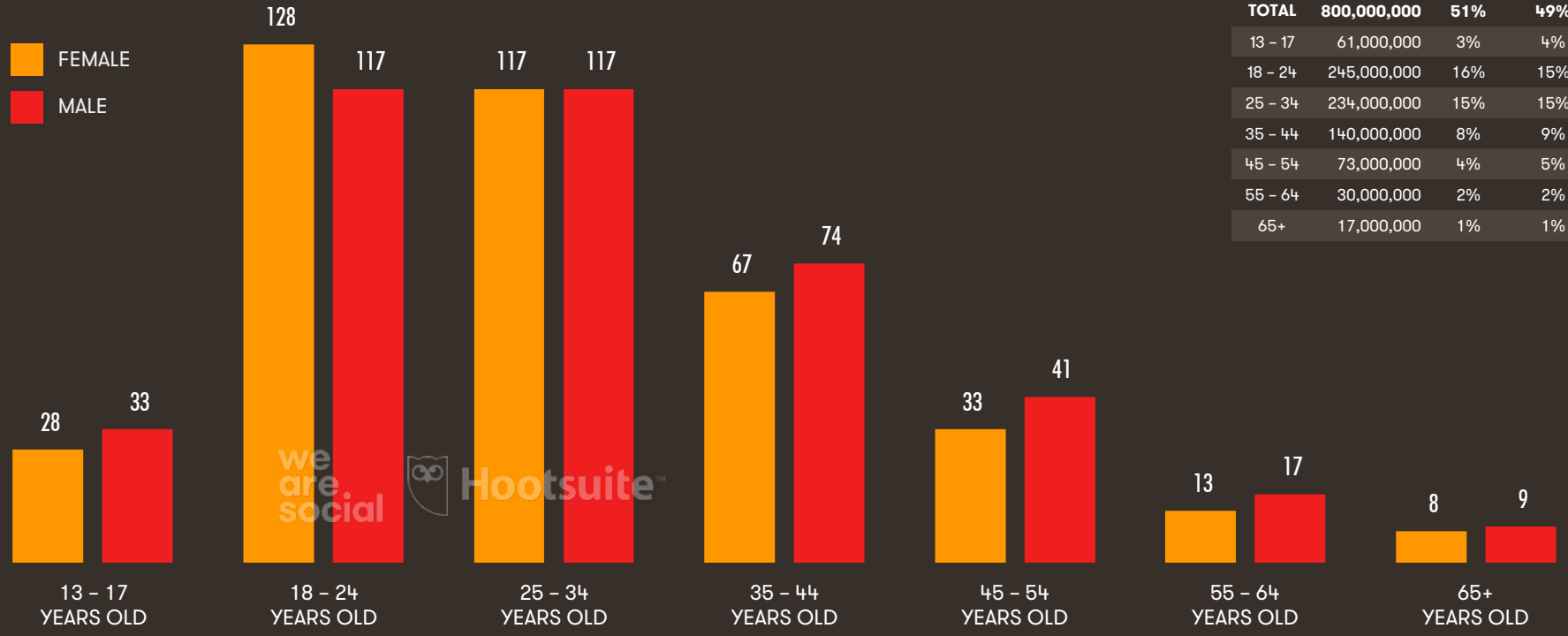


SOURCE: EXTRAPOLATION OF DATA FROM FACEBOOK, JANUARY 2018. PENETRATION RATES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

JAN 2018

PROFILE OF INSTAGRAM USERS

BREAKDOWN OF INSTAGRAM'S GLOBAL USERS BY AGE AND GENDER, IN MILLIONS



AGE	TOTAL	FEMALE	MALE
TOTAL	**800,000,000**	**51%**	**49%**
13 – 17	61,000,000	3%	4%
18 – 24	245,000,000	16%	15%
25 – 34	234,000,000	15%	15%
35 – 44	140,000,000	8%	9%
45 – 54	73,000,000	4%	5%
55 – 64	30,000,000	2%	2%
65+	17,000,000	1%	1%

SOURCES: EXTRAPOLATION OF DATA FROM INSTAGRAM (VIA FACEBOOK), JANUARY 2018. **NOTES:** THE 'TOTAL' COLUMN OF THE INSET TABLE SHOWS ORIGINAL VALUES, WHILE GRAPH VALUES HAVE BEEN DIVIDED BY ONE MILLION. TABLE PERCENTAGES REPRESENT THE RESPECTIVE GENDER AND AGE GROUP'S SHARE OF TOTAL GLOBAL INSTAGRAM USERS. TABLE VALUES MAY NOT SUM EXACTLY DUE TO ROUNDING IN THE SOURCE DATA.

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INSTAGRAM'S TOP COUNTRIES

COUNTRIES WITH THE LARGEST ACTIVE INSTAGRAM USER BASES, BY TOTAL NUMBER OF USERS AND BY PENETRATION

COUNTRIES WITH THE LARGEST NUMBER OF ACTIVE INSTAGRAM USERS

#	COUNTRY	USERS	PENETRATION
01	UNITED STATES	110,000,000	34%
02	BRAZIL	57,000,000	27%
03	INDONESIA	53,000,000	20%
04	INDIA	52,000,000	4%
05	TURKEY	33,000,000	41%
06	RUSSIA	29,000,000	20%
07	IRAN	24,000,000	29%
08	JAPAN	22,000,000	17%
09	UNITED KINGDOM	21,000,000	32%
10	MEXICO	20,000,000	15%

COUNTRIES WITH THE HIGHEST INSTAGRAM PENETRATION RATES

#	COUNTRY	PENETRATION	USERS
01	BRUNEI DARUSSALAM	49%	210,000
02	SWEDEN	47%	4,700,000
03	ARUBA	46%	49,000
04	CAYMAN ISLANDS	45%	28,000
05	ICELAND	45%	150,000
06	NORWAY	43%	2,300,000
07	BAHRAIN	43%	660,000
08	CYPRUS	42%	500,000
09	TURKEY	41%	33,000,000
10	ISRAEL	39%	3,300,000

SOURCES: EXTRAPOLATION OF DATA FROM FACEBOOK, JANUARY 2018.

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HASHTAG AND EMOJI RANKINGS

BASED ON THE NUMBER OF TIMES PEOPLE USED EACH HASHTAG ON INSTAGRAM IN 2017, AND CUMULATIVE EMOJI USE ON TWITTER SINCE JULY 2013

MOST-USED HASHTAGS ON INSTAGRAM IN 2017

#	TOP INSTAGRAM HASHTAGS
01	#LOVE
02	#INSTAGOOD
03	#FASHION
04	#PHOTOOFTHEDAY
05	#BEAUTIFUL
06	#PICOFTHEDAY
07	#FITNESS
08	#STYLE
09	#TRAVEL
10	#HAPPY

MOST-USED EMOJI ON TWITTER (CUMULATIVE)

#	EMOJI	USES ON TWITTER
01		1,955,000,000
02		918,000,000
03		727,000,000
04		688,000,000
05		665,000,000
06		556,000,000
07		510,000,000
08		454,000,000
09		402,000,000
10		395,000,000

MOST-USED EMOJI ON TWITTER (CUMULATIVE)

#	EMOJI	USES ON TWITTER
11		359,000,000
12		344,000,000
13		320,000,000
14		295,000,000
15		287,000,000
16		282,000,000
17		228,000,000
18		226,000,000
19		198,000,000
20		190,000,000

SOURCES: INSTAGRAM HASHTAGS: KLEAR, JANUARY 2018, BASED ON GLOBAL INSTAGRAM USAGE FOR FULL-YEAR 2017 (ALL LANGUAGES). TWITTER EMOJI: EMOJITRACKER, JANUARY 2018, BASED ON CUMULATIVE WORLDWIDE USES OF EACH EMOJI ON TWITTER BETWEEN 04 JULY 2013 AND 22 JANUARY 2018. FIGURES HAVE BEEN ROUNDED TO THE NEAREST MILLION.

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WE ARE SOCIAL'S SOCIAL PREDICTIONS FOR 2018

Direct messenger marketing: as people spend more of their social media time in messengers, it will become increasingly important for brands to define how they can add value in these environments. The combined opportunities of messengers and commerce are spectacular, but brands will need to deliver relevance in a seamless, non-intrusive way.

Social commerce: the value of social commerce is set to explode over the next few years, with Technavio predicting that revenues could reach US$165 billion by 2021. The existing success of Facebook Messenger bots, WeChat's integrated payments system, and developments like Amazon's Spark all point to a bright future for 'socially integrated omnichannel'.

Social search: social platforms continue to amass a wealth of data from people's real-world behaviours, geo-tags, and interest insights. With the continued evolution of visual search, social platforms are becoming more and more popular places to search too, so we can expect to see more valuable innovations like Pinterest's Lens in the coming months.

Hyper-transparency: brands are in a race to win back people's trust, and they need to go beyond words. In the era of 'fake news', mistrust of brands, media, and governments has gone into overdrive, so brands must be willing to talk openly about everything – not just the good bits. As a result, social media conversations and interactions will be ever more critical.

Consumers as contributors: brands are increasingly being driven by the ideas of, and interactions with, their consumers. As a result, consumers are moving from passive buyers of a brand's products, to actively shaping and defining the future of the brands they care about. As a result, a brand's 'community' has the potential to become its most valuable asset.

To learn more about these themes and what they mean for your brand, click here to download our Think Forward report.

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HOOTSUITE'S PERSPECTIVE: SOCIAL MEDIA THEMES

Facebook: Global connectivity. Social marketing platform. Mobile video is Facebook's biggest bet in 2018. But they'll also boost brand discovery via the new Explore tab; use AI to encourage more people to join the 100 million people using Groups; and accelerate organic and paid Messenger interactions.

YouTube: Mobile streaming and social TV platform. YouTube will expand their mass-market reach with original social TV programing from YouTube Red, live broadcasting, and YouTube TV. Mobile remains key, but YouTube also saw a 70 percent YOY increase in living room viewing.

Instagram: Peer-to-peer sharing. Growing engaged communities. With the explosive popularity of Instagram stories (up to 250 million daily users) and enhanced live video features, Instagram's focus will remain on organic engagement. In 2018, we'll see mobile video engagement continue to rise and extended advertiser options, including ads in Stories.

Snapchat: Mobile storytelling and brand discovery platform. Snapchat will look to differentiate as a platform, focusing on their ability to reach younger demographics at scale. Explore their self-serve ad tools, as well as searchable Stories, location-based Context Cards, and Snap Maps.

LinkedIn: Professional conversation and content amplification platform. LinkedIn will continue their dominance with professionals, leveraging their CRM integrations and expanded social features. For content amplification, use their video creation tools and Snapchat-style geofilters for events and conference.

Click here to download our 2018 Social Media Trends Toolkit to align your strategy with the year's key social network and digital trends.

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GLOBAL MOBILE SOCIAL MEDIA USE

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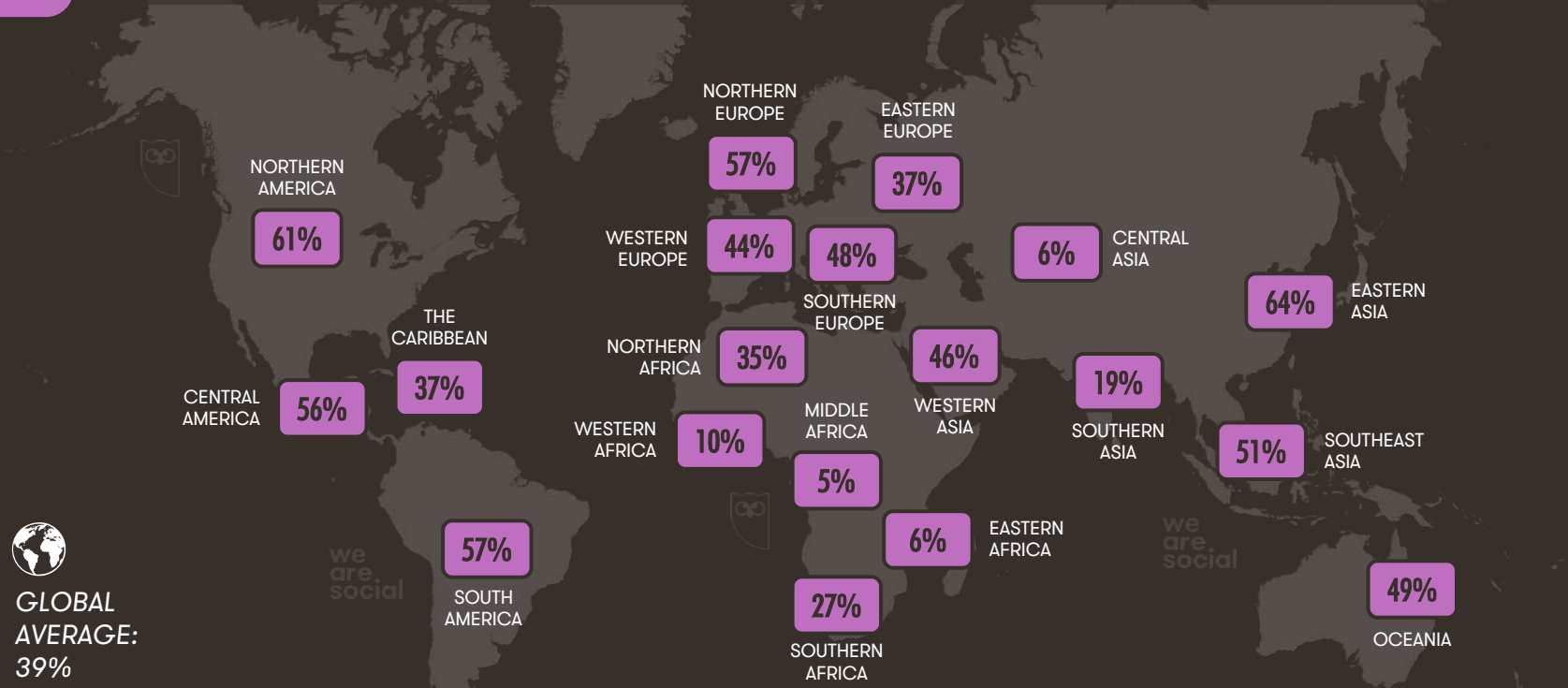
MOBILE SOCIAL MEDIA PENETRATION BY REGION

ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY ACCESSING VIA MOBILE, COMPARED TO POPULATION



GLOBAL AVERAGE: 39%

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.
NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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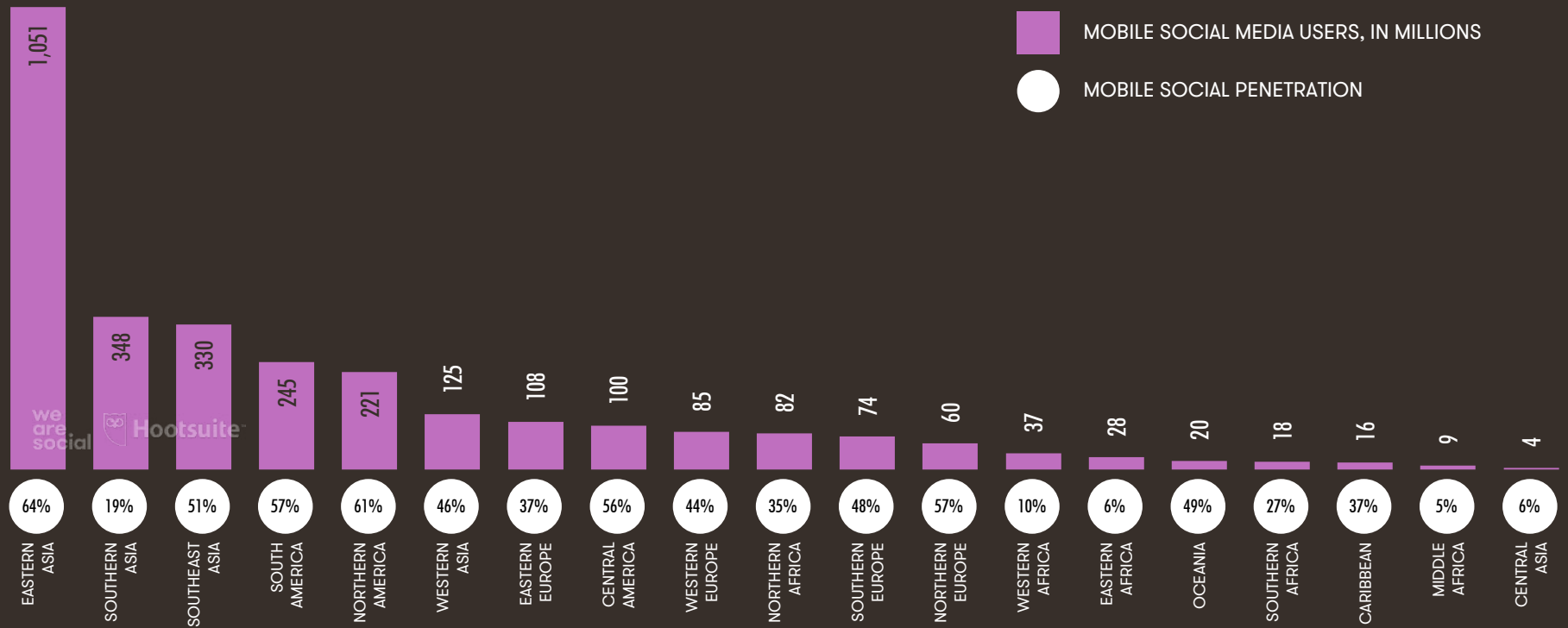
MOBILE SOCIAL MEDIA USE: REGIONAL OVERVIEW

MONTHLY MOBILE-ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY (IN MILLIONS), COMPARED TO POPULATION



SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.

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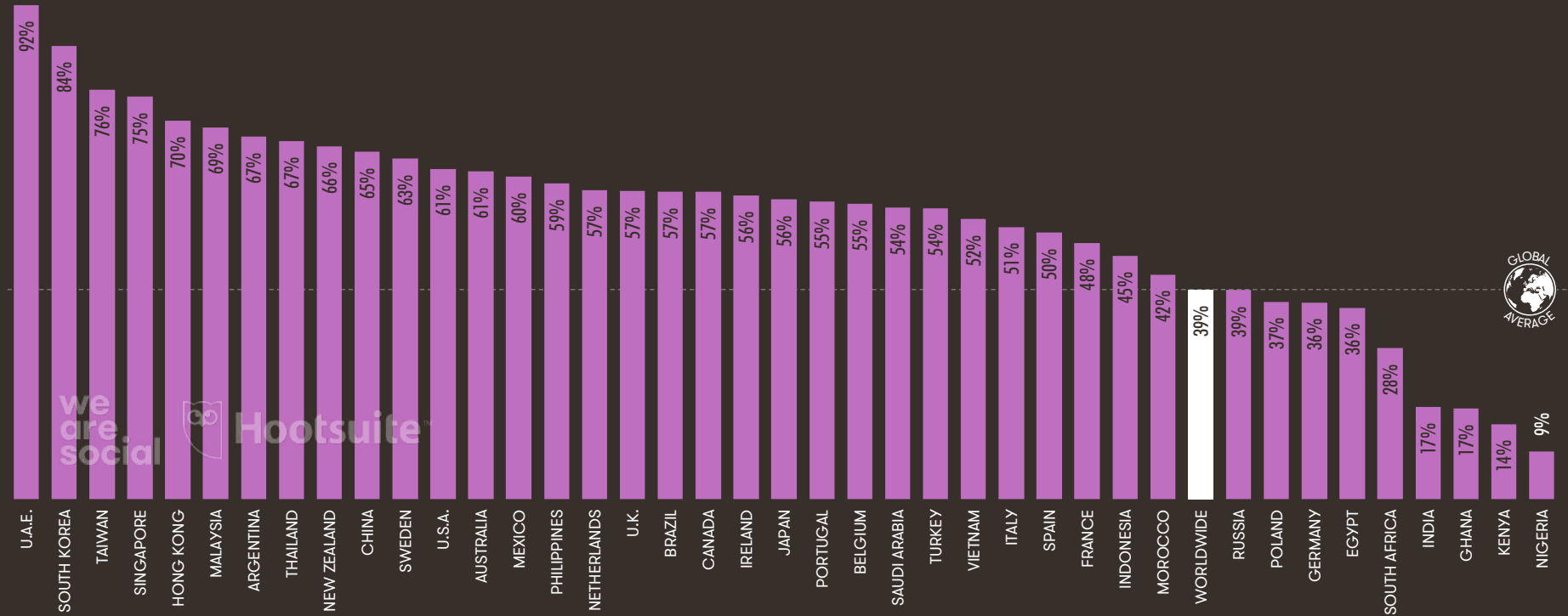
MOBILE SOCIAL MEDIA PENETRATION BY COUNTRY

ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY ACCESSING VIA MOBILE, COMPARED TO POPULATION



SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.

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MOBILE SOCIAL MEDIA PENETRATION RANKINGS

BASED ON MOBILE SOCIAL MEDIA PENETRATION IN COUNTRIES WITH A NATIONAL POPULATION OF 50,000 PEOPLE OR MORE

HIGHEST MOBILE SOCIAL MEDIA PENETRATION

#	HIGHEST PENETRATION	%	USERS
01	UNITED ARAB EMIRATES	92%	8,700,000
02	ARUBA	86%	91,000
03	QATAR	86%	2,300,000
04	SOUTH KOREA	84%	43,044,000
05	BRUNEI DARUSSALAM	81%	350,000
06	CAYMAN ISLANDS	77%	48,000
07	TAIWAN	76%	18,000,000
08	SINGAPORE	75%	4,300,000
09	CURAÇAO	75%	120,000
10	KUWAIT	74%	3,100,000

LOWEST MOBILE SOCIAL MEDIA PENETRATION

#	LOWEST PENETRATION	%	USERS
213	NORTH KOREA	0.04%	9,200
212	TURKMENISTAN	0.3%	16,000
211	ERITREA	0.9%	47,000
210	SOUTH SUDAN	1.3%	170,000
209	CHAD	1.7%	260,000
208	CENTRAL AFRICAN REPUBLIC	1.8%	85,000
207	TAJIKISTAN	1.9%	170,000
206	NIGER	2.0%	440,000
205	MALAWI	2.4%	450,000
204	DEM. REP. OF THE CONGO	2.4%	2,000,000

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.

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MOBILE SOCIAL MEDIA GROWTH RANKINGS

BASED ON CHANGES IN MOBILE-ACTIVE SOCIAL MEDIA USERS IN COUNTRIES WITH A NATIONAL POPULATION OF 50,000 PEOPLE OR MORE

LARGEST GROWTH IN NUMBER OF MOBILE SOCIAL MEDIA USERS vs. 2016

#	HIGHEST GROWTH (#)	▲ USERS	▲ %
01	CHINA	84,630,000	10%
02	INDIA	63,000,000	38%
03	INDONESIA	28,000,000	30%
04	IRAN	23,000,000	135%
05	RUSSIA	10,507,795	23%
06	BRAZIL	10,000,000	9%
07	UNITED STATES	10,000,000	5%
08	MEXICO	9,000,000	13%
09	VIETNAM	9,000,000	22%
10	PHILIPPINES	8,000,000	15%

LARGEST PERCENTAGE GROWTH IN MOBILE SOCIAL MEDIA USERS vs. 2016

#	HIGHEST GROWTH (%)	▲ %	▲ USERS
01	KIRIBATI	200%	20,000
02	IRAN	135%	23,000,000
03	TAJIKISTAN	94%	82,220
04	VANUATU	66%	25,000
05	COMOROS	64%	47,000
06	SOLOMON ISLANDS	62%	26,000
07	KYRGYZSTAN	59%	240,000
08	LAOS	47%	700,000
09	CHAD	44%	80,000
10	CAMBODIA	43%	1,900,000

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.

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HOOTSUITE'S PERSPECTIVE: MOBILE SOCIAL THEMES

According to comScore, one in every three minutes on mobile is spent using a **social app**. Whether reading the news or hunting for product reviews, spending time on mobile is now synonymous with social networking.

Mobile video is the dominant social content format. But it's getting harder to stand out. 46% of respondents to Hootsuite's annual Social Trends Survey say that they're already implementing social videos.

We've seen **passive content consumption** on mobile climb. For example, 60% of internet users primarily use social sites to find entertainment (which is why social networks are racing to fill feeds with short bursts of mobile video content).

For Hootsuite's recommendations on mobile and social video, click here to see our 2018 Social Trends Report.

WE ARE SOCIAL'S PREDICTIONS: MOBILE SOCIAL

With 93% of the world's social media users accessing social via smartphones and tablets, mobile already sits at the heart of today's social media experiences. The latest data and trends suggest that our mobile social experiences will evolve considerably in the coming months though, with the emphasis clearly on the importance of human interaction and conversation. Key themes include:

MORE ACTIVE CONVERSATION

Social media platforms will (re)prioritise the interactions between people over passive media consumption

VIDEO CHAT

Live video chat and short recorded videos will increasingly replace text messaging, especially in chat apps

AUGMENTED INTERACTIONS

AR functionality will add variety and useful annotation options to our live video conversations

REAL-WORLD INTEGRATION

Expect to see live messenger support and social payments integrated into more real-world settings

For more trends in Social and Mobile,
click here to download our Think Forward report.

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GLOBAL MOBILE USE

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MOBILE USERS vs. MOBILE CONNECTIONS

COMPARING THE NUMBER OF UNIQUE MOBILE USERS TO THE NUMBER OF MOBILE CONNECTIONS

NUMBER OF UNIQUE MOBILE USERS (ANY TYPE OF HANDSET)	MOBILE PENETRATION (UNIQUE USERS vs. TOTAL POPULATION)	TOTAL NUMBER OF MOBILE CONNECTIONS	MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION	AVERAGE NUMBER OF CONNECTIONS PER UNIQUE MOBILE USER
5.135 BILLION	**68%**	**8.485 BILLION**	**112%**	**1.65**

SOURCES: UNIQUE MOBILE USERS: GSMA INTELLIGENCE, JANUARY 2018; GOOGLE CONSUMER BAROMETER, JANUARY 2018; MOBILE CONNECTIONS: GSMA INTELLIGENCE, Q4 2017. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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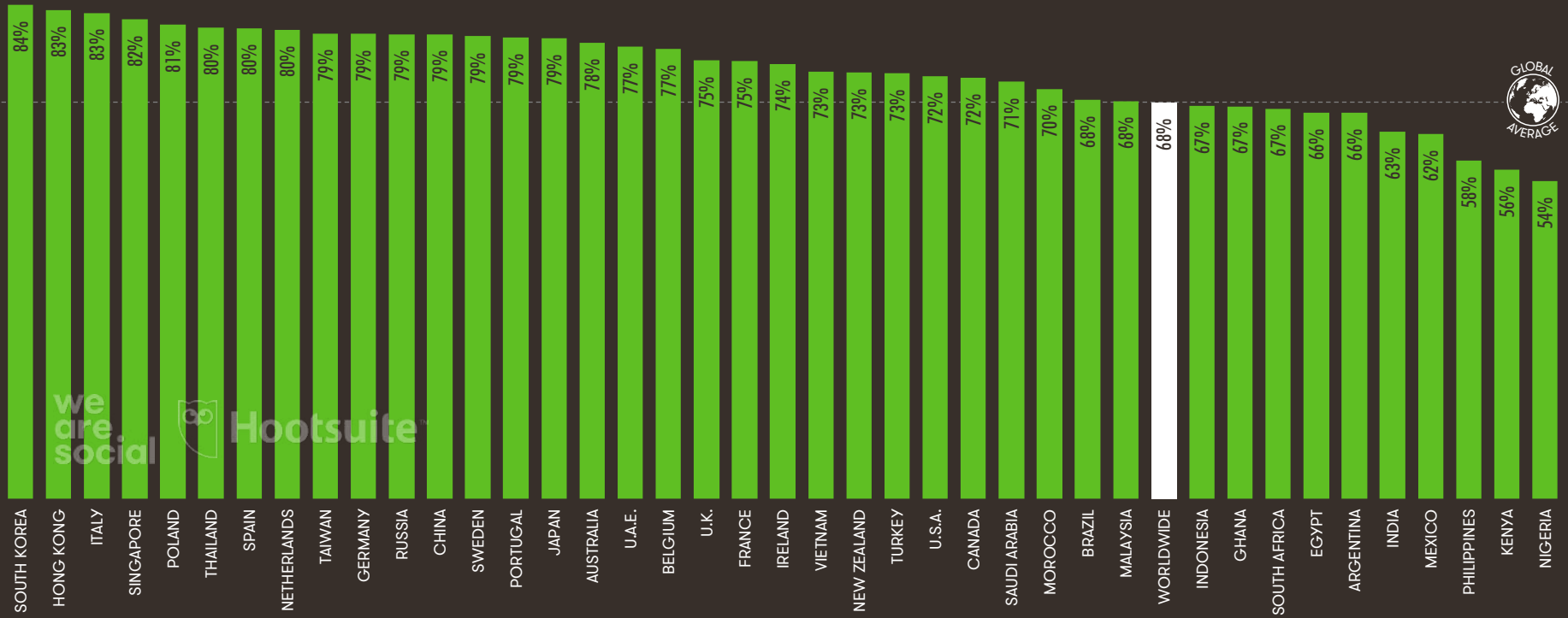
UNIQUE MOBILE USER PENETRATION BY COUNTRY

UNIQUE INDIVIDUALS USING MOBILE PHONES OF ANY TYPE BY COUNTRY, COMPARED TO NATIONAL POPULATIONS



SOURCES: GSMA INTELLIGENCE, JANUARY 2018; GOOGLE, JANUARY 2018; KEPIOS ANALYSIS. **NOTES:** WE'VE USED DIFFERENT SOURCES FOR THIS YEAR'S UNIQUE MOBILE USER DATA vs. OUR *DIGITAL IN 2017* REPORTS, SO NUMBERS WILL NOT BE DIRECTLY COMPARABLE. PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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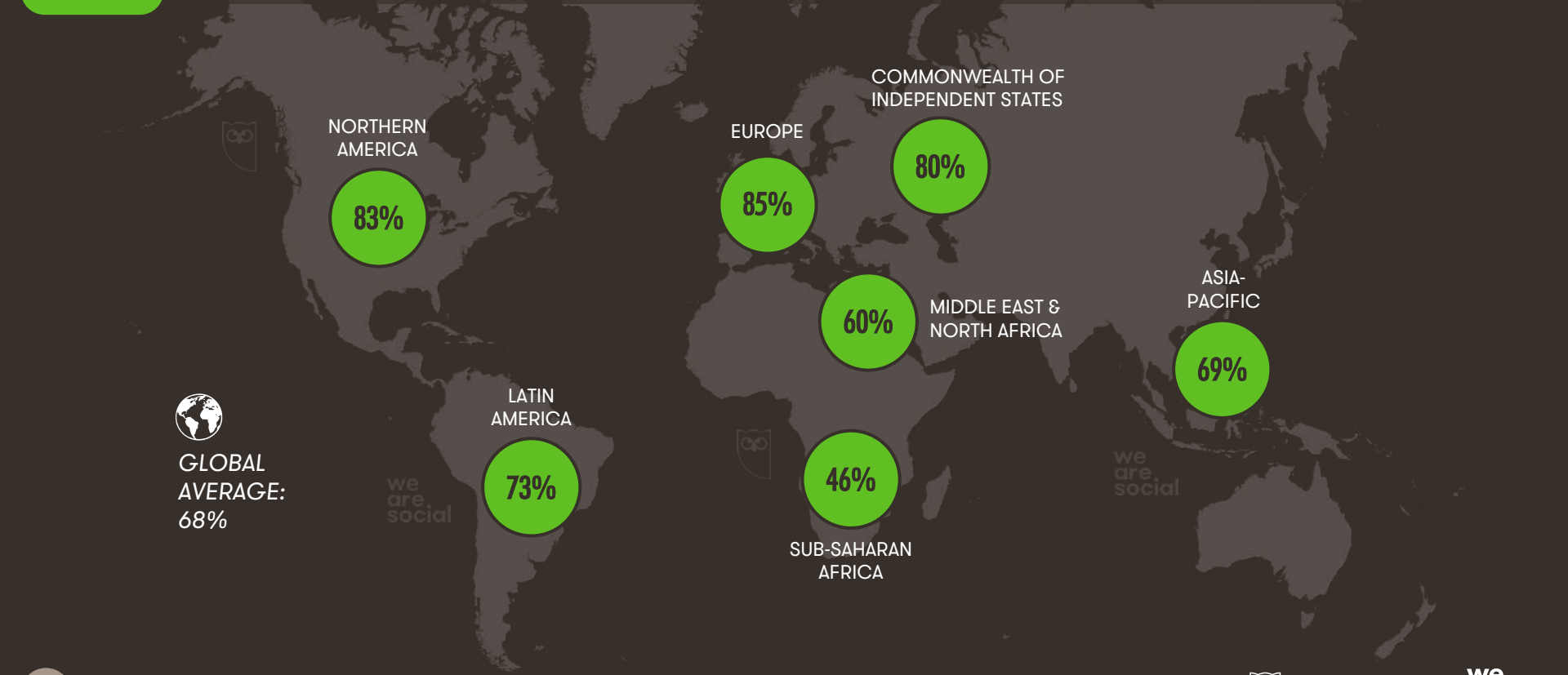
UNIQUE MOBILE USER PENETRATION BY REGION

THE NUMBER OF UNIQUE MOBILE USERS IN EACH COUNTRY COMPARED TO THE TOTAL POPULATION



SOURCE: EXTRAPOLATED FROM DATA FROM GSMA INTELLIGENCE, 2017.

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PERSPECTIVE: MOBILE USERS vs. CONNECTIONS

COMPARING THE NUMBER OF UNIQUE INDIVIDUALS USING MOBILE PHONES TO THE NUMBER OF MOBILE CONNECTIONS IN USE

GSMA INTELLIGENCE DATA

TOTAL NUMBER OF MOBILE USERS (UNIQUE INDIVIDUALS)

5.135
BILLION

GSMA

TOTAL NUMBER OF MOBILE CONNECTIONS

8.485
BILLION

ERICSSON MOBILITY REPORT DATA

TOTAL NUMBER OF MOBILE USERS (UNIQUE INDIVIDUALS)

5.300
BILLION

ERICSSON

TOTAL NUMBER OF MOBILE CONNECTIONS

7.800
BILLION

SOURCES: GSMA INTELLIGENCE, JANUARY 2018; ERICSSON MOBILITY REPORT, NOVEMBER 2017.

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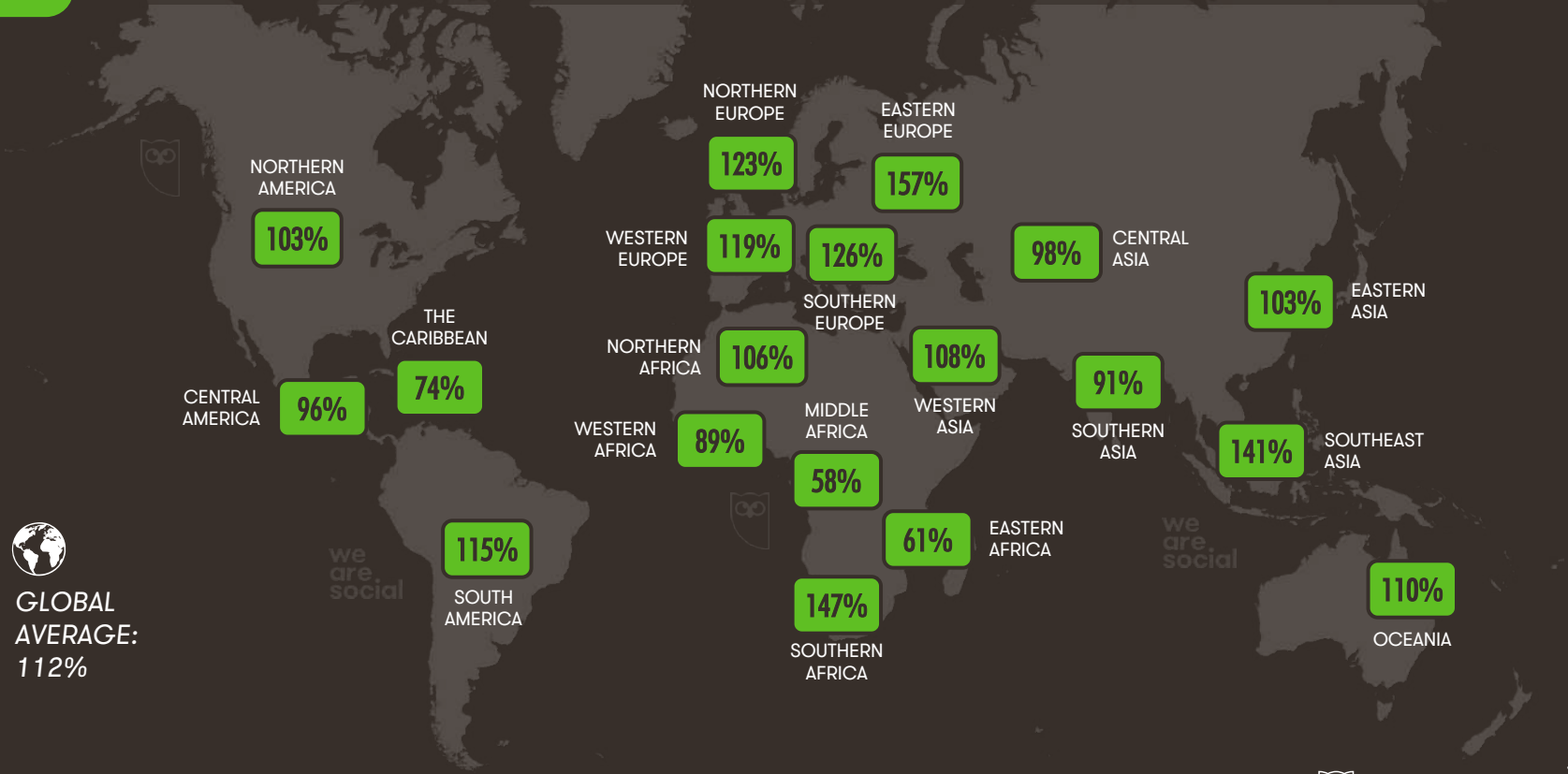
MOBILE CONNECTIVITY BY REGION

THE NUMBER OF MOBILE CONNECTIONS COMPARED TO POPULATION (NOTE: NOT UNIQUE USERS)



SOURCES: GSMA INTELLIGENCE, Q4 2017. NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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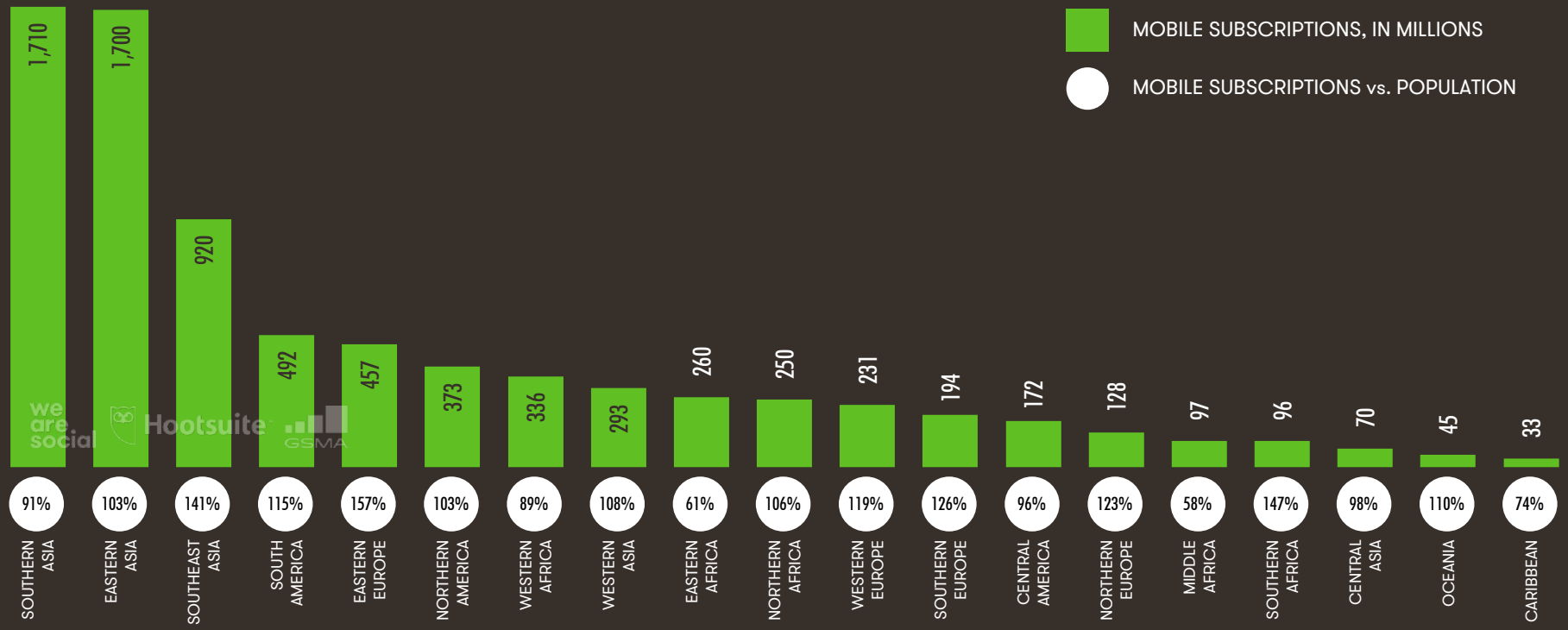
MOBILE CONNECTIVITY: REGIONAL OVERVIEW

MOBILE CONNECTIONS (IN MILLIONS), AND MOBILE CONNECTIONS AS A PERCENTAGE OF POPULATION, BY REGION



SOURCES: GSMA INTELLIGENCE, Q4 2017; GOOGLE CONSUMER BAROMETER, JANUARY 2018.

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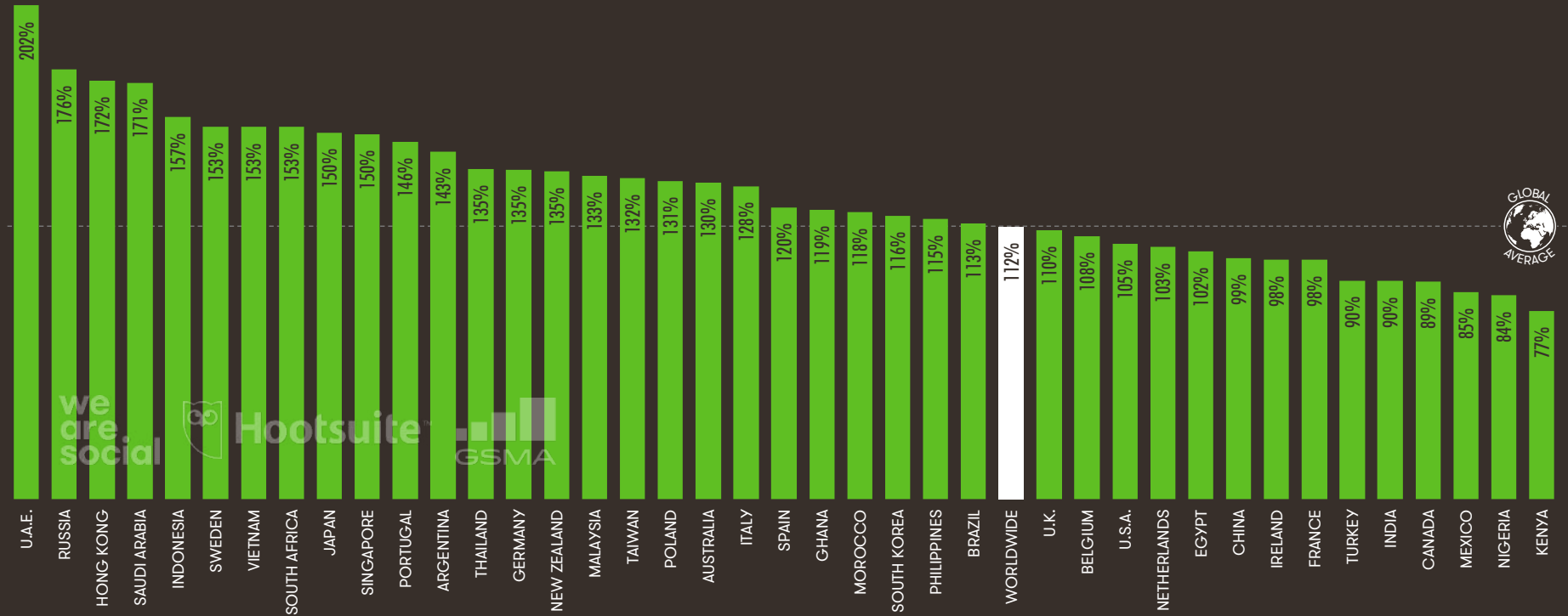
MOBILE CONNECTIVITY BY COUNTRY

MOBILE CONNECTIONS BY COUNTRY, COMPARED TO NATIONAL POPULATIONS



SOURCES: GSMA INTELLIGENCE, Q4 2017; GOOGLE CONSUMER BAROMETER, JANUARY 2018.

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MOBILE CONNECTIVITY RANKINGS

BASED ON MOBILE CONNECTIONS IN COUNTRIES WITH A NATIONAL POPULATION OF 50,000 PEOPLE OR MORE

HIGHEST RATIO OF MOBILE CONNECTIONS TO POPULATION

#	HIGHEST CONNECTIVITY	%	SUBS
01	MACAU	292%	1,833,870
02	BAHRAIN	229%	3,496,213
03	UNITED ARAB EMIRATES	202%	19,177,938
04	MALDIVES	188%	829,886
05	FINLAND	187%	10,348,193
06	SAINT KITTS & NEVIS	187%	103,879
07	CAMBODIA	181%	29,195,212
08	ANTIGUA & BARBUDA	179%	183,840
09	KUWAIT	178%	7,396,848
10	RUSSIA	176%	253,593,955

LOWEST RATIO OF MOBILE CONNECTIONS TO POPULATION

#	LOWEST CONNECTIVITY	%	SUBS
212	ERITREA	14%	695,228
211	NORTH KOREA	15%	3,890,551
210	SOUTH SUDAN	16%	2,060,413
209	KIRIBATI	21%	24,277
208	MICRONESIA	21%	22,244
207	MADAGASCAR	37%	9,672,134
206	DJIBOUTI	39%	377,477
205	SOMALIA	41%	6,114,871
204	MALAWI	41%	7,775,612
203	CUBA	41%	4,736,294

SOURCES: GSMA INTELLIGENCE, Q4 2017; GOOGLE CONSUMER BAROMETER, JANUARY 2018.

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MOBILE CONNECTIONS BY DEVICE

BASED ON GLOBAL SMARTPHONE CONNECTIONS COMPARED TO TOTAL GLOBAL MOBILE CONNECTIONS

TOTAL GLOBAL CONNECTIONS (ALL DEVICES)*

8.485 BILLION

CONNECTIONS USED ON SMART-PHONE DEVICES

4.836 BILLION

SHARE OF SMART-PHONE CONNECTIONS vs. TOTAL CONNECTIONS

57%

CONNECTIONS USED ON FEATURE-PHONE DEVICES

3.389 BILLION

SHARE OF FEATURE-PHONE CONNECTIONS vs. TOTAL CONNECTIONS

40%

SOURCES: GSMA INTELLIGENCE, Q4 2017 & Q1 2018; ERICSSON MOBILITY REPORT, NOVEMBER 2017. ***NOTE:** TOTAL GLOBAL CONNECTIONS INCLUDE APPROXIMATELY 260 MILLION MOBILE CONNECTIONS (3.1% OF THE TOTAL) USED BY PCS, TABLETS, AND MOBILE ROUTER DEVICES.

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MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)

TOTAL NUMBER OF MOBILE CONNECTIONS

8.485 BILLION

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MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION

112%

GSMA

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAID

76%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID

24%

GSMA

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE BROADBAND (3G & 4G)

61%

SOURCE: GSMA INTELLIGENCE, Q4 2017. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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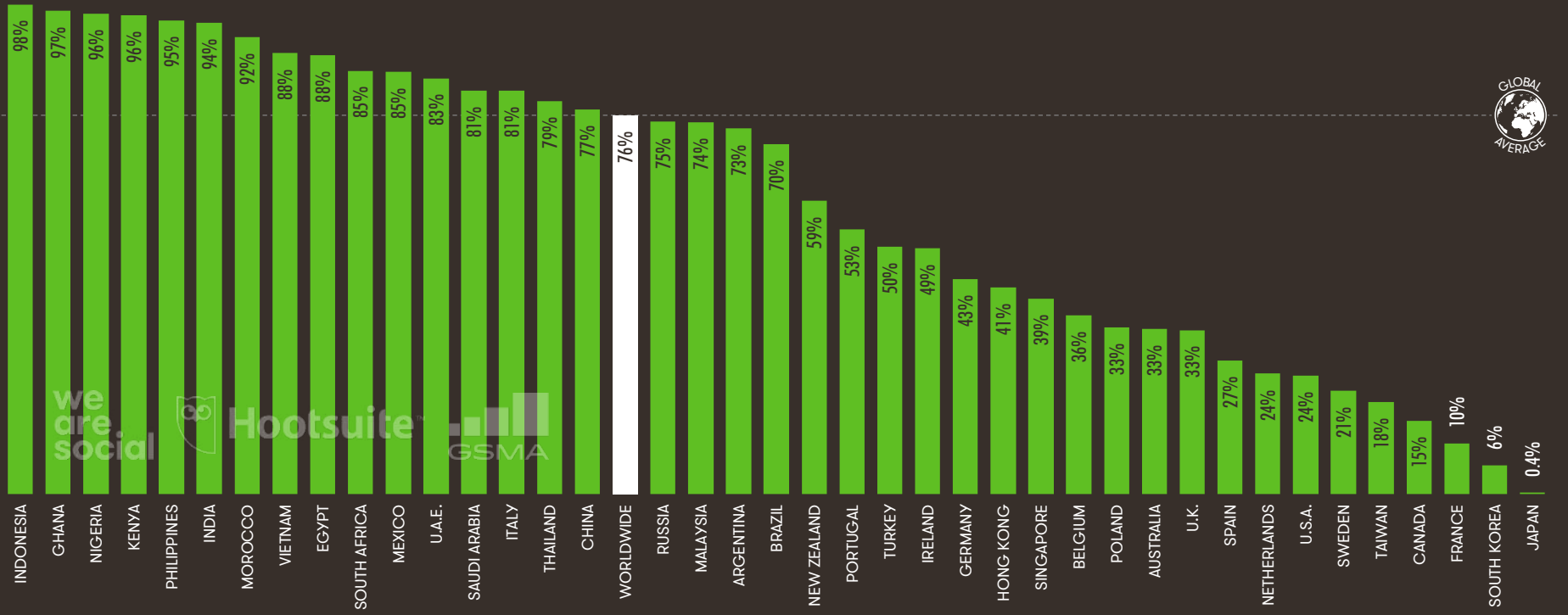
SHARE OF PRE-PAID CONNECTIONS

MOBILE CONNECTIONS THAT ARE PAID IN ADVANCE, AS A PERCENTAGE OF TOTAL MOBILE CONNECTIONS



SOURCE: GSMA INTELLIGENCE, Q4 2017.

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MOBILE CONTRACTS: PRE-PAID vs. POST-PAID

BASED ON MOBILE CONNECTIONS IN COUNTRIES WITH A NATIONAL POPULATION OF 50,000 PEOPLE OR MORE

PRE-PAID MOBILE CONTRACTS AS A PERCENTAGE OF ALL CONTRACTS

#	HIGHEST RATIO OF PRE-PAID	% SHARE
01	NORTH KOREA	100.0%
02	BURKINA FASO	99.8%
03	BURUNDI	99.7%
04	GUINEA-BISSAU	99.6%
05	SOUTH SUDAN	99.5%
06	CÔTE D'IVOIRE	99.4%
07	TIMOR-LESTE	99.4%
08	MALI	99.2%
09	GUINEA	99.0%
10	SENEGAL	99.0%

POST-PAID MOBILE CONTRACTS AS A PERCENTAGE OF ALL CONTRACTS

#	HIGHEST RATIO OF POST-PAID	% SHARE
01	JAPAN	99.7%
02	SOUTH KOREA	94.2%
03	FINLAND	91.4%
04	FRANCE	89.9%
05	DENMARK	89.6%
06	NORWAY	87.5%
07	CANADA	85.3%
08	JERSEY	83.9%
09	TAIWAN	81.5%
10	ESTONIA	81.2%

SOURCE: GSMA INTELLIGENCE, Q4 2017.

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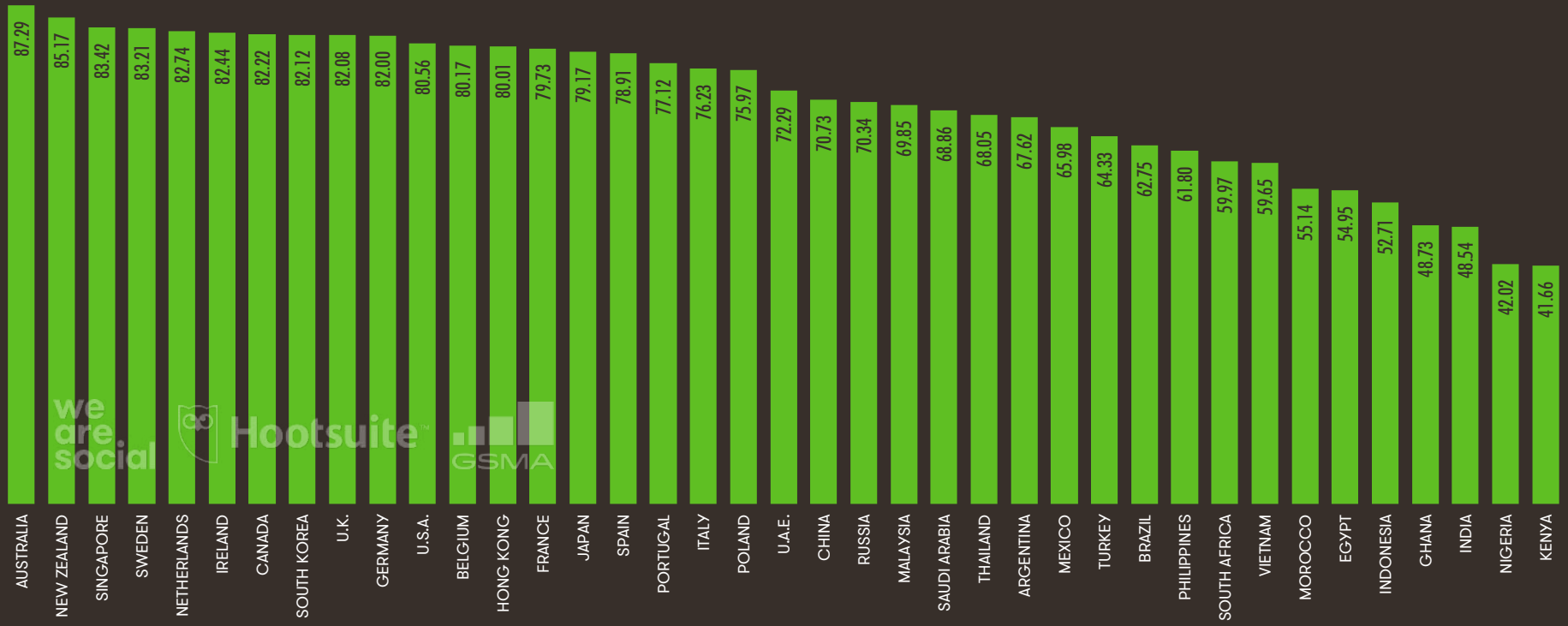
GSMA INTELLIGENCE'S CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF MOBILE CONNECTIVITY DRIVERS AND ENABLERS BY COUNTRY (SCORES OUT OF A MAXIMUM OF 100)



SOURCE: GSMA INTELLIGENCE'S MOBILE CONNECTIVITY INDEX. FOR MORE INFORMATION, VISIT HTTP://WWW.MOBILECONNECTIVITYINDEX.COM/

GLOBAL MOBILE INTERNET USE

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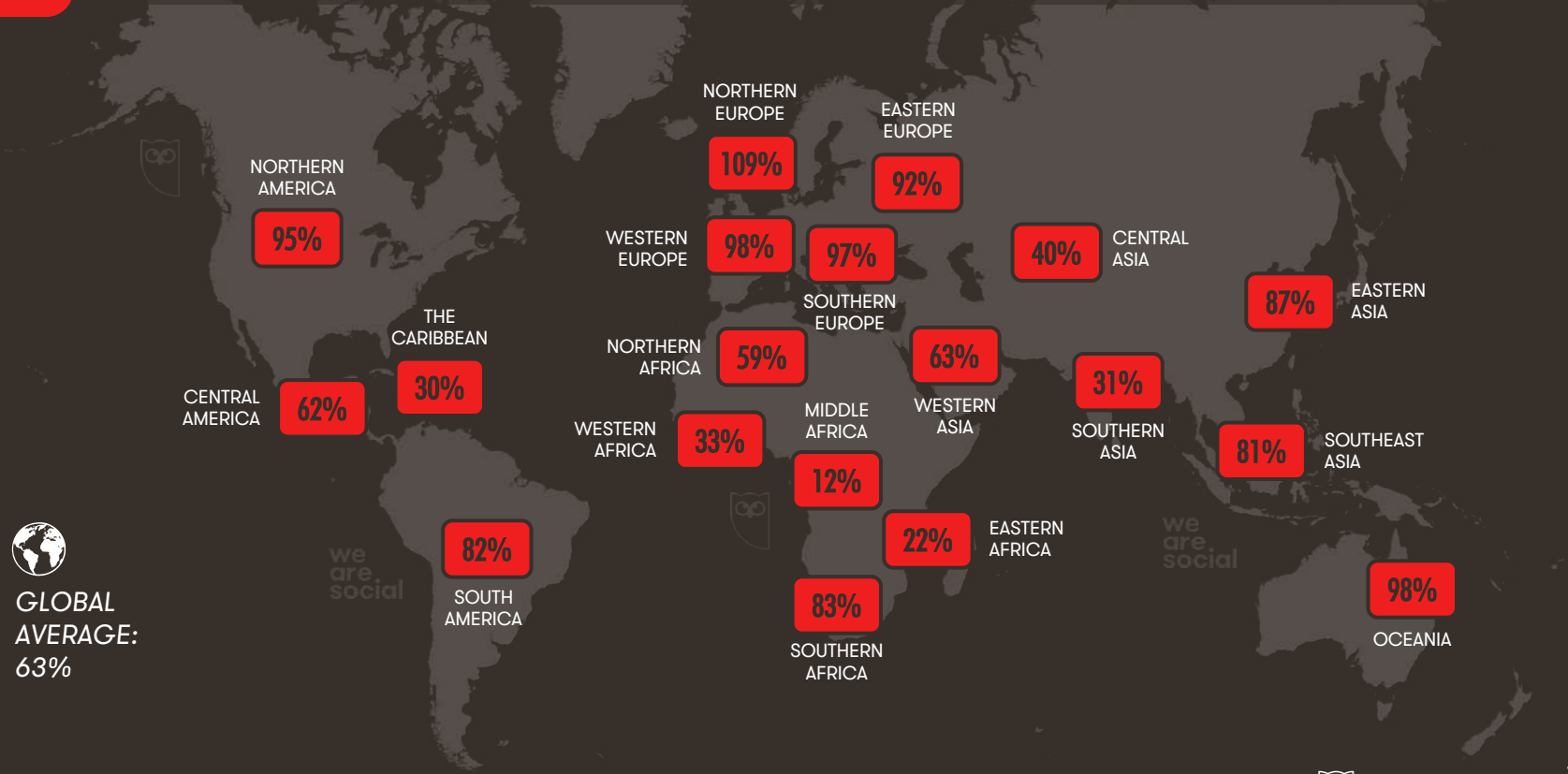
BROADBAND MOBILE CONNECTIVITY

THE NUMBER OF BROADBAND MOBILE CONNECTIONS COMPARED TO POPULATION



SOURCE: GSMA INTELLIGENCE, Q4 2017. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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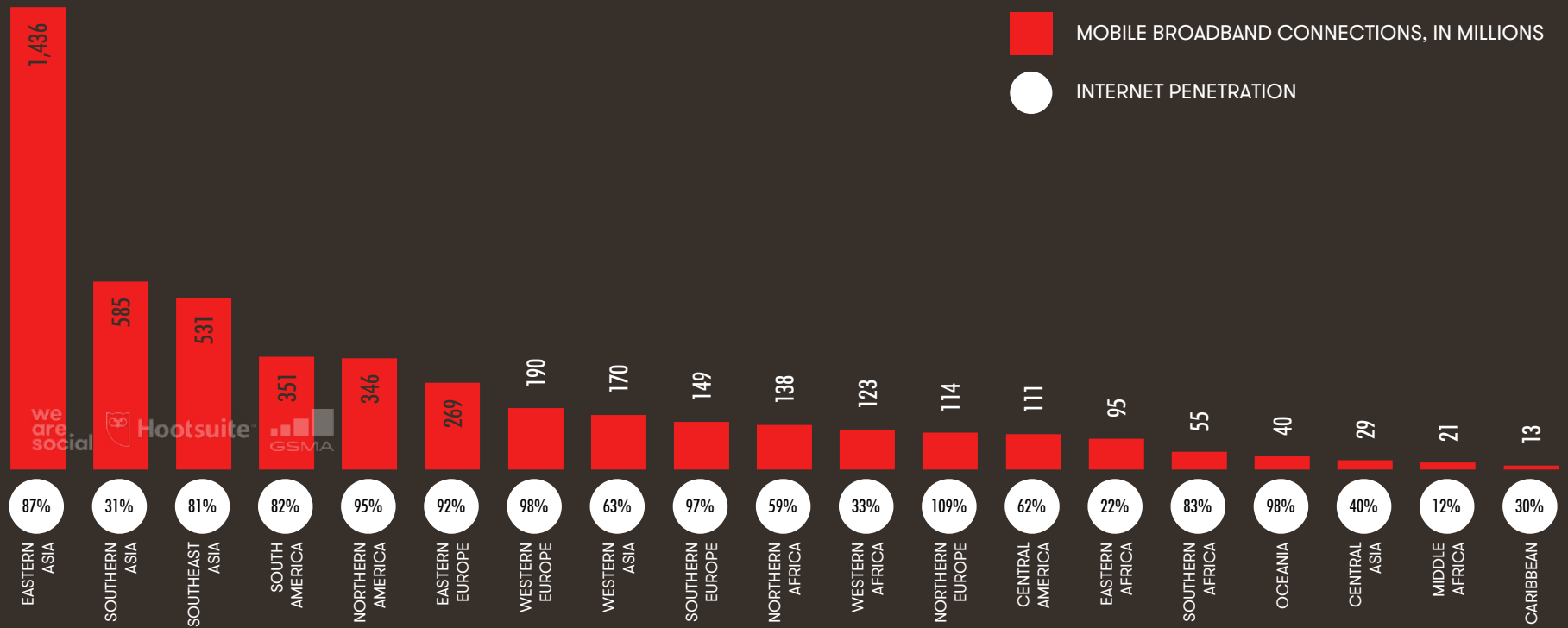
MOBILE BROADBAND: REGIONAL OVERVIEW

MOBILE BROADBAND CONNECTIONS (IN MILLIONS), AND AS A PERCENTAGE OF POPULATION, BY REGION



SOURCE: GSMA INTELLIGENCE, Q4 2017. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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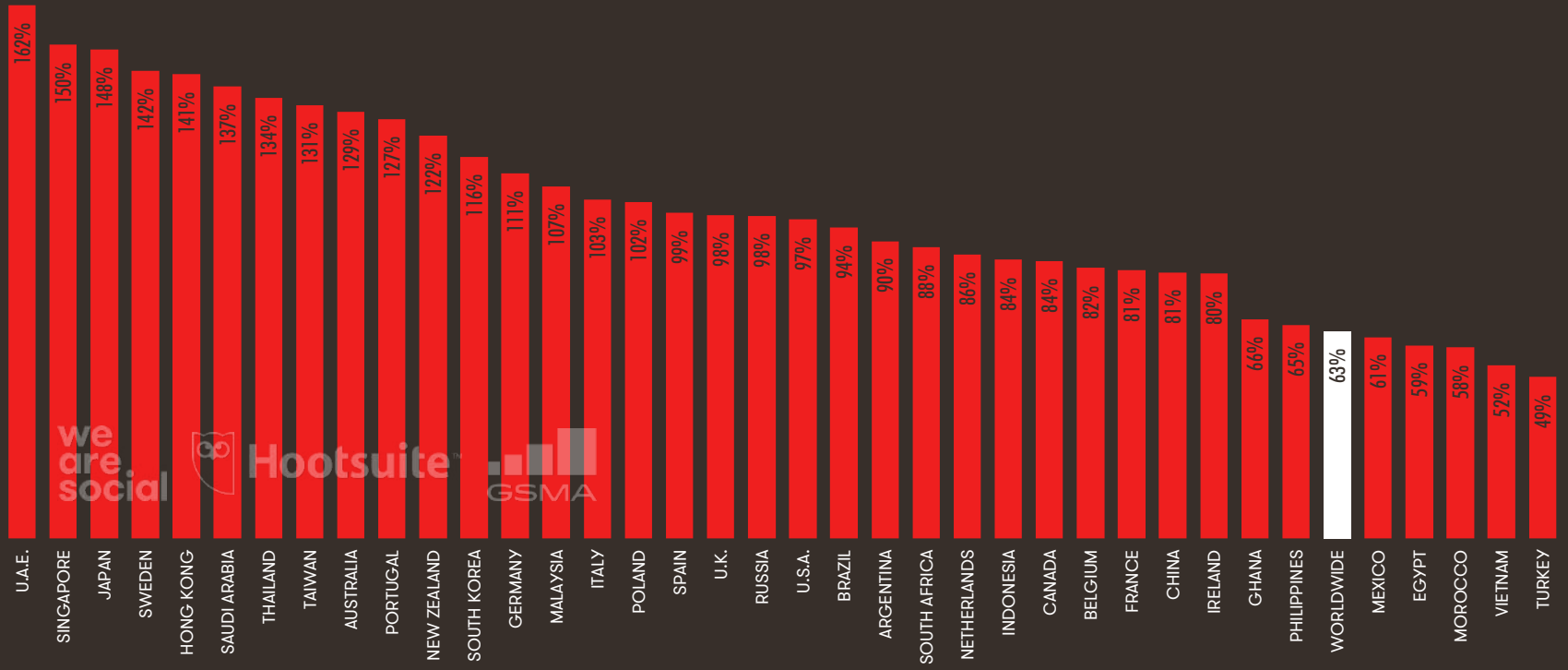
MOBILE BROADBAND CONNECTIVITY

THE NUMBER OF ACTIVE MOBILE BROADBAND CONNECTIONS COMPARED TO TOTAL POPULATION



SOURCE: GSMA INTELLIGENCE, Q4 2017. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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MOBILE BROADBAND PENETRATION RANKINGS

BASED ON MOBILE BROADBAND CONNECTIONS IN COUNTRIES WITH A NATIONAL POPULATION OF 50,000 PEOPLE OR MORE

HIGHEST RATIO OF 3G & 4G CONNECTIONS vs. POPULATION

#	HIGHEST PENETRATION	%	SUBS
01	MACAU	290%	1,816,632
02	FINLAND	163%	9,012,241
03	UNITED ARAB EMIRATES	162%	15,319,337
04	KUWAIT	159%	6,608,344
05	BAHRAIN	153%	2,345,260
06	SINGAPORE	150%	8,607,122
07	JAPAN	148%	188,852,882
08	SWEDEN	142%	14,093,584
09	DENMARK	141%	8,090,101
10	HONG KONG	141%	10,409,542

LOWEST RATIO OF 3G & 4G MOBILE CONNECTIONS vs. POPULATION

#	LOWEST PENETRATION	%	SUBS
207	COMOROS	0.2%	1,319
206	EQUATORIAL GUINEA	0.5%	6,210
205	NIGER	2.1%	454,752
204	CENTRAL AFRICAN REPUBLIC	2.1%	99,755
203	KIRIBATI	3.7%	4,399
202	SOMALIA	4.1%	607,207
201	GUYANA	4.8%	37,818
200	SOUTH SUDAN	5.2%	669,016
199	GREENLAND	5.4%	3,077
198	BURUNDI	6.5%	722,294

SOURCE: GSMA INTELLIGENCE, Q4 2017. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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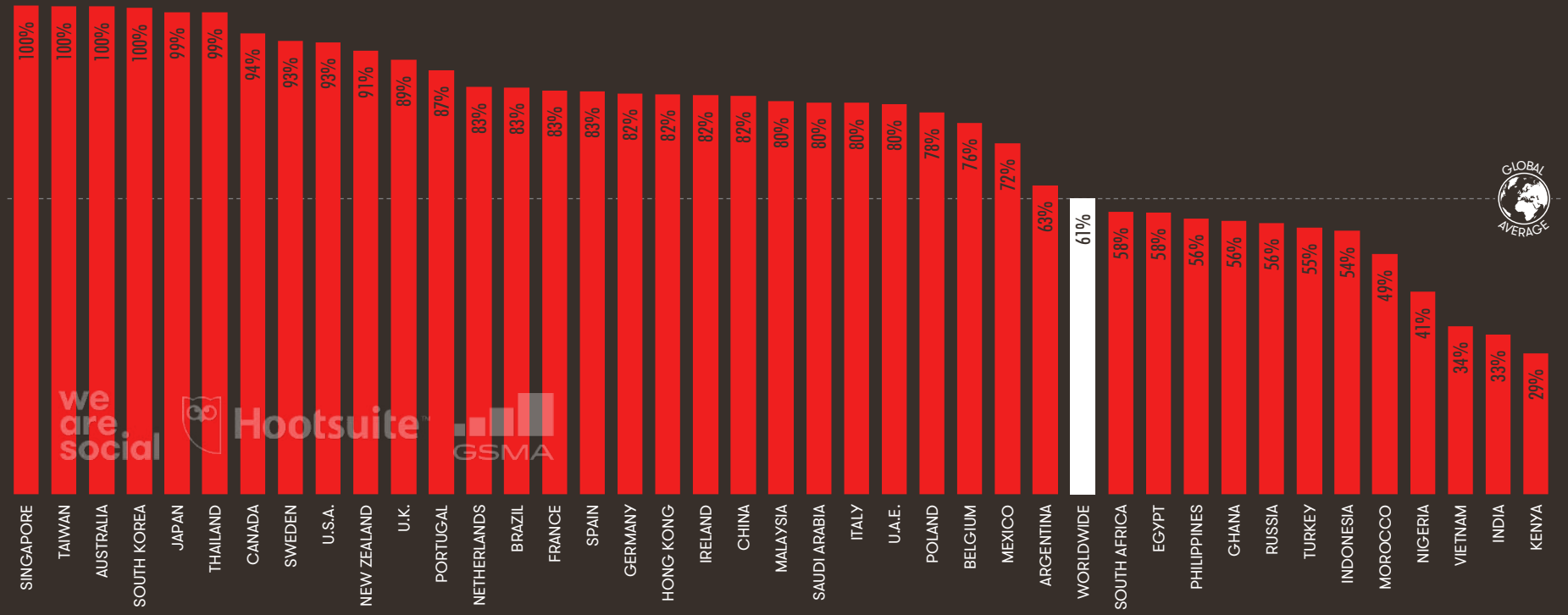
MOBILE BROADBAND'S SHARE OF CONNECTIONS

ACTIVE 3G & 4G MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL MOBILE CONNECTIONS



SOURCE: GSMA INTELLIGENCE, Q4 2017.

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MOBILE BROADBAND SHARE RANKINGS

BASED ON MOBILE BROADBAND CONNECTIONS IN COUNTRIES WITH A NATIONAL POPULATION OF 50,000 PEOPLE OR MORE

HIGHEST RATIO OF 3G & 4G CONNECTIONS vs. ALL CONNECTIONS

#	HIGHEST BROADBAND RATIO	%	BROADBAND CONNECTIONS
01	NORTH KOREA	100.0%	3,890,551
02	SINGAPORE	100.0%	8,607,122
03	TAIWAN	99.9%	31,072,273
04	AUSTRALIA	99.8%	31,858,044
05	SOUTH KOREA	99.5%	59,126,290
06	MACAU	99.1%	1,816,632
07	JAPAN	98.7%	188,852,882
08	THAILAND	98.6%	92,317,514
09	CANADA	94.4%	30,932,180
10	ISRAEL	93.1%	9,372,114

LOWEST RATIO OF 3G & 4G MOBILE CONNECTIONS vs. ALL CONNECTIONS

#	LOWEST BROADBAND RATIO	%	BROADBAND CONNECTIONS
01	COMOROS	0.3%	1,319
02	EQUATORIAL GUINEA	0.9%	6,210
03	GREENLAND	4.8%	3,077
04	NIGER	4.8%	454,752
05	CENTRAL AFRICAN REPUBLIC	4.9%	99,755
06	GUYANA	6.1%	37,818
07	SOMALIA	9.9%	607,207
08	CAMEROON	10.2%	2,230,924
09	GABON	10.2%	319,406
10	ST VINCENT & THE GRENADINES	10.5%	14,564

SOURCE: GSMA INTELLIGENCE, Q4 2017.

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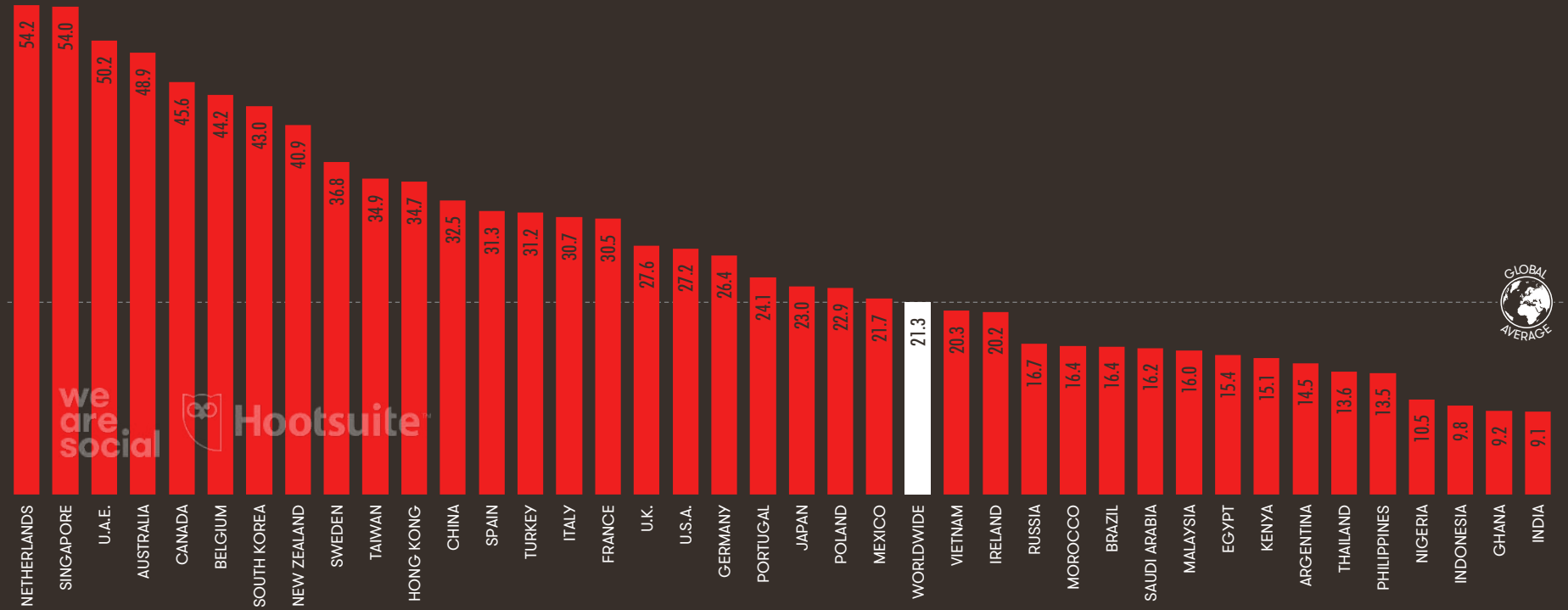
AVERAGE MOBILE CONNECTION SPEEDS

AVERAGE SPEED OF MOBILE INTERNET CONNECTIONS BY COUNTRY, IN MBPS



SOURCE: OOKLA SPEEDTEST, DECEMBER 2017.

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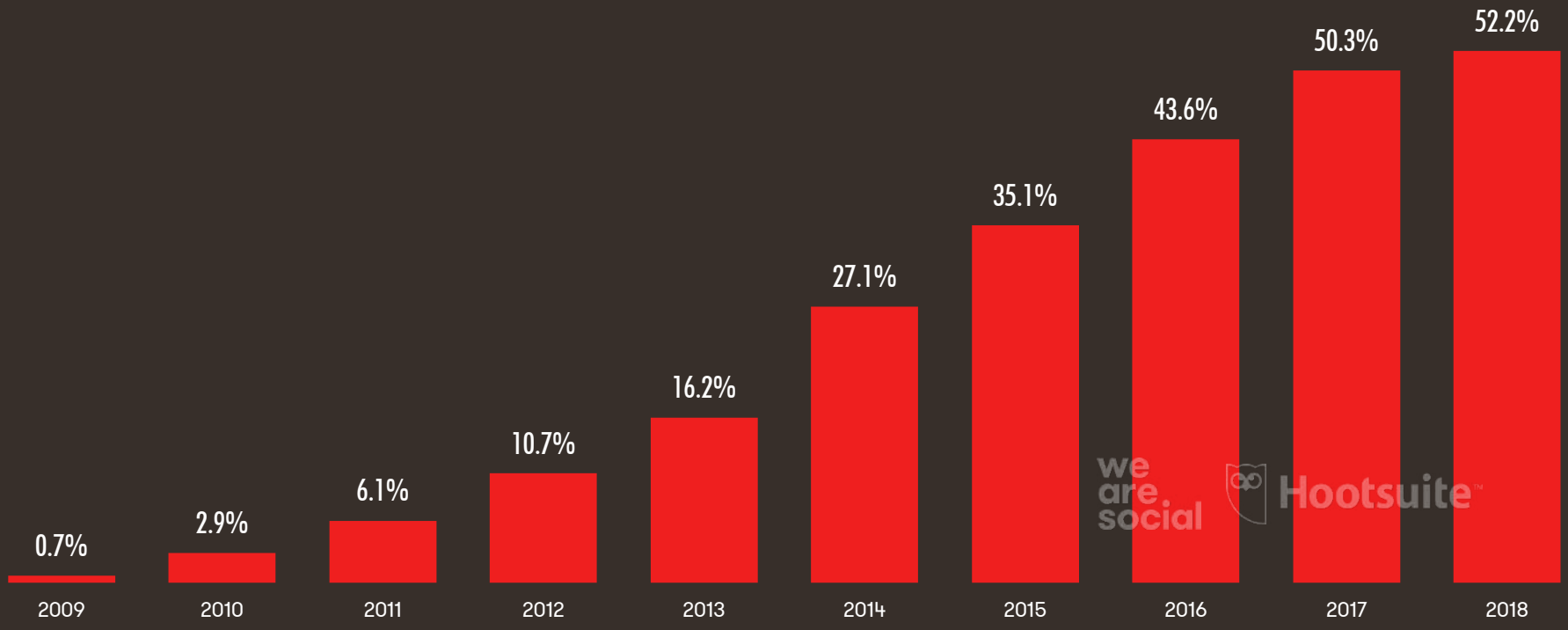
GROWTH IN MOBILE'S SHARE OF WEB TRAFFIC

PERCENTAGE OF ALL GLOBAL WEB PAGES SERVED TO MOBILE PHONES IN JANUARY OF EACH YEAR



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SOURCE: BASED ON DATA COLLECTED EACH JANUARY FROM STATCOUNTER.

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SHARE OF MOBILE WEB BY MOBILE OS

BASED ON EACH OPERATING SYSTEM'S SHARE OF ALL GLOBAL MOBILE WEB REQUESTS

PERCENTAGE OF MOBILE WEB REQUESTS FROM ANDROID DEVICES

73.5%

PERCENTAGE OF MOBILE WEB REQUESTS FROM APPLE IOS DEVICES

19.9%

PERCENTAGE OF MOBILE WEB REQUESTS FROM OTHER MOBILE OPERATING SYSTEMS

6.6%

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statcounter

SOURCE: STATCOUNTER, JANUARY 2018.

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SHARE OF FACEBOOK ACCESS

BASED ON EACH OPERATING SYSTEM'S SHARE OF GLOBAL FACEBOOK USERS ACCESSING VIA SMARTPHONES AND / OR TABLETS

PERCENTAGE OF MOBILE FACEBOOK USERS ACCESSING VIA ANDROID DEVICES

76.2%

PERCENTAGE OF MOBILE FACEBOOK USERS ACCESSING VIA APPLE IOS DEVICES

15.5%

PERCENTAGE OF MOBILE FACEBOOK USERS ACCESSING VIA OTHER MOBILE OPERATING SYSTEMS

8.3%

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SOURCE: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018.

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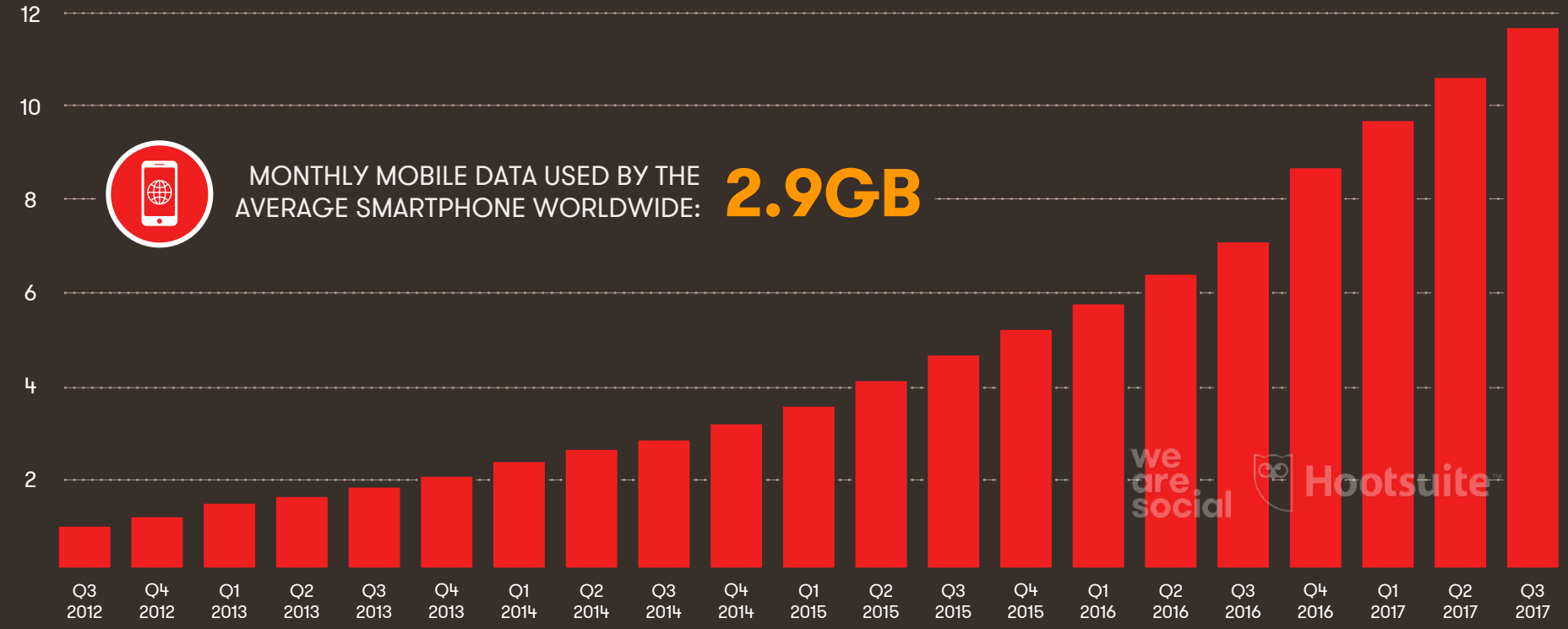
GLOBAL MOBILE DATA GROWTH

TOTAL MONTHLY GLOBAL MOBILE DATA TRAFFIC (UPLOAD & DOWNLOAD), IN EXABYTES (BILLIONS OF GIGABYTES)



SOURCE: ERICSSON MOBILITY REPORT, NOVEMBER 2017.

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MONTHLY MOBILE DATA PER SMARTPHONE

BASED ON THE AVERAGE MONTHLY MOBILE DATA CONSUMPTION PER MOBILE SUBSCRIPTION ASSOCIATED WITH A SMARTPHONE IN 2017

SOURCE: ERICSSON MOBILITY REPORT, NOVEMBER 2017.

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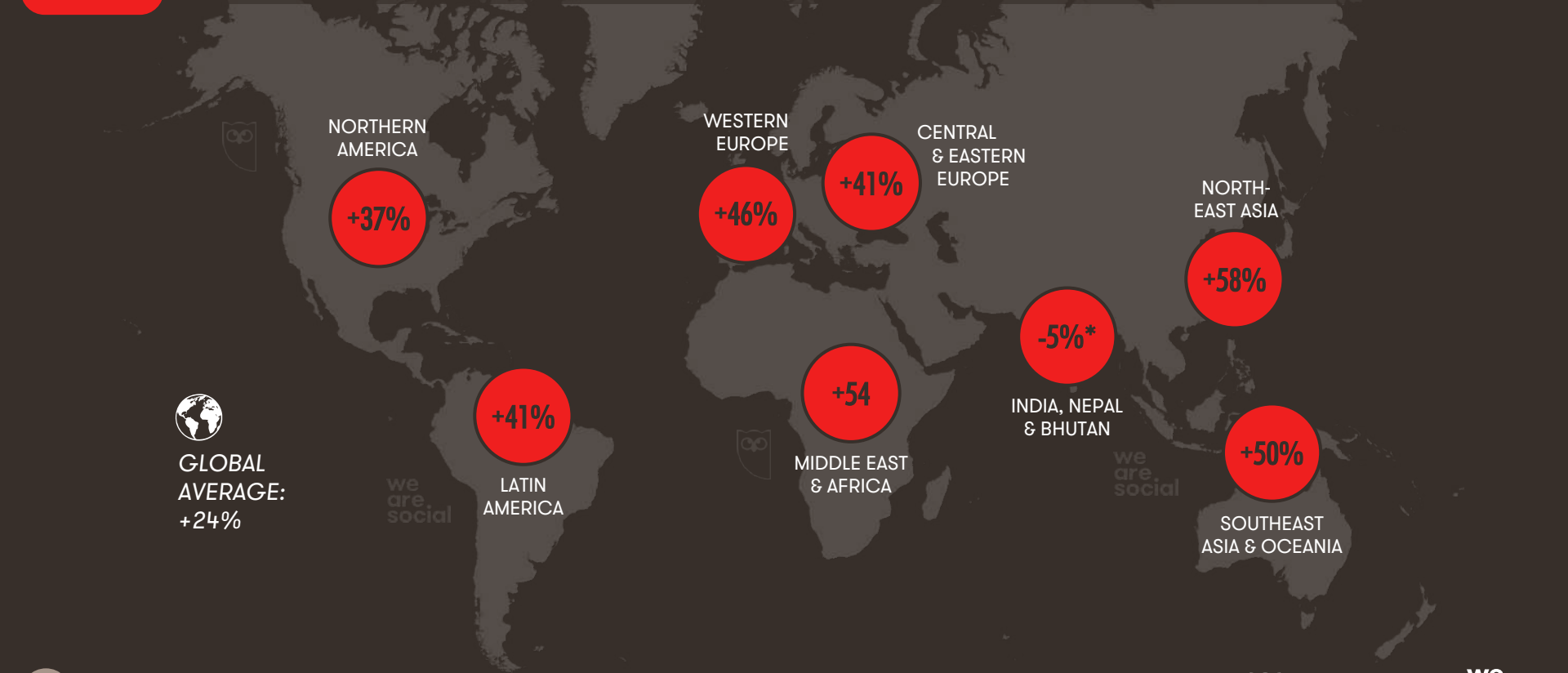
ANNUAL GROWTH IN SMARTPHONE DATA USE

BASED ON THE AVERAGE MONTHLY MOBILE DATA CONSUMPTION PER MOBILE SUBSCRIPTION ASSOCIATED WITH A SMARTPHONE IN 2016 & 2017



SOURCE: ERICSSON MOBILITY REPORT, NOVEMBER 2017. ***NOTE:** THE REDUCTION IN AVERAGE MOBILE DATA USE IN THE INDIA, NEPAL AND BHUTAN REGION IS DUE TO THE ENDING OF A PROMOTIONAL OFFER, WHERE A TELCO IN INDIA HAD BEEN OFFERING FREE MOBILE DATA FOR AN EXTENDED PERIOD DURING 2016.

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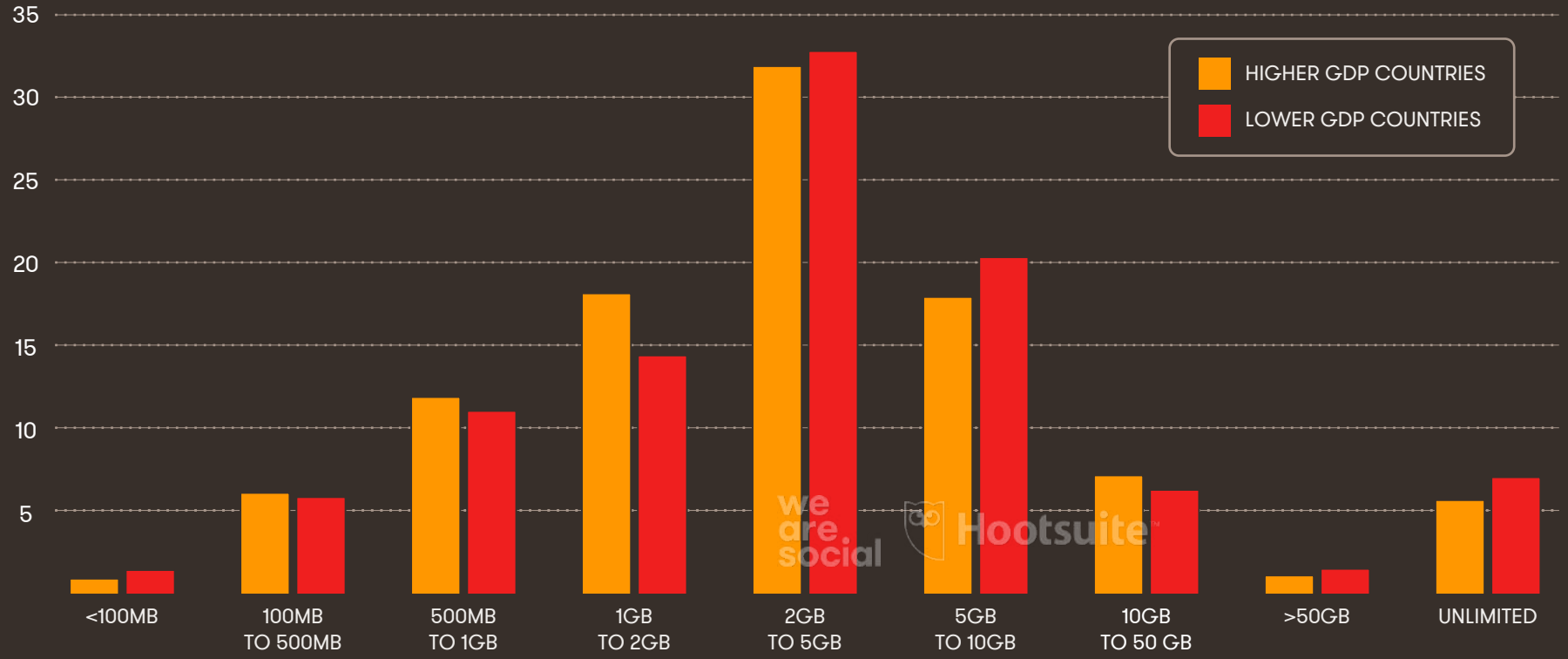
DISTRIBUTION OF MOBILE DATA PLANS

BASED ON THE SHARE OF TOTAL GLOBAL SUBSCRIPTIONS AT EACH DATA PLAN



SOURCE: ERICSSON MOBILITY REPORT, NOVEMBER 2017.

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MOBILE DATA TRAFFIC BY REGION

TOTAL MONTHLY MOBILE DATA TRAFFIC TO SMARTPHONES, BY REGION

LATIN AMERICA

1.02
BILLION GIGABYTES

ANNUAL CHANGE:
+62%

NORTH AMERICA

2.11
BILLION GIGABYTES

ANNUAL CHANGE:
+47%

ASIA-PACIFIC

4.95
BILLION GIGABYTES

ANNUAL CHANGE:
+59%

CENTRAL EUROPE, MIDDLE EAST & AFRICA

2.04
BILLION GIGABYTES

ANNUAL CHANGE:
+72%

WESTERN EUROPE

1.39
BILLION GIGABYTES

ANNUAL CHANGE:
+54%

SOURCE: ERICSSON MOBILITY REPORT TRAFFIC EXPLORER TOOL, JANUARY 2018.

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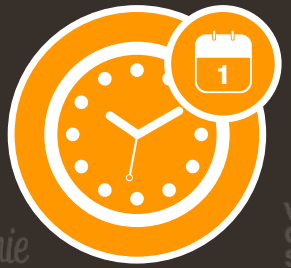
GLOBAL MOBILE APP USAGE TRENDS

THE NUMBER OF APPS THAT SMARTPHONE USERS HAVE INSTALLED AND USE EACH MONTH, AND COMPARISONS WITH MOBILE WEB BROWSER USE

AVERAGE NUMBER OF APPS INSTALLED PER SMARTPHONE	AVERAGE NUMBER OF APPS USED EACH MONTH PER SMARTPHONE	AVERAGE TIME SPENT USING APPS EACH DAY PER SMARTPHONE	TIME SPENT USING NATIVE MOBILE APPS vs. MOBILE WEB BROWSERS	FREQUENCY OF NATIVE APP USE vs. MOBILE WEB BROWSER USE
				
80	40	2 HOURS	7:1	13:1

SOURCE: APP ANNIE, JANUARY 2018. FIGURES REPRESENT GLOBAL AVERAGES ACROSS iOS AND ANDROID DEVICES.

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TOP MOBILE APP RANKINGS

RANKINGS OF TOP MOBILE APPS BY MONTHLY ACTIVE USERS AND BY NUMBER OF DOWNLOADS

RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	DEVELOPER / COMPANY
01	FACEBOOK	FACEBOOK
02	WHATSAPP MESSENGER	FACEBOOK
03	WECHAT	TENCENT
04	FACEBOOK MESSENGER	FACEBOOK
05	QQ	TENCENT
06	INSTAGRAM	FACEBOOK
07	TAOBAO	ALIBABA GROUP
08	ALIPAY	ANT FINANCIAL SERVICES GROUP
09	WIFI MASTER KEY	SHANGHAI LANTERN NETWORK
10	TENCENT VIDEO	TENCENT

RANKING OF MOBILE APPS BY NUMBER OF DOWNLOADS

#	APP NAME	DEVELOPER / COMPANY
01	FACEBOOK MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	WHATSAPP MESSENGER	FACEBOOK
04	INSTAGRAM	FACEBOOK
05	SNAPCHAT	SNAP
06	UC BROWSER	ALIBABA GROUP
07	SHAREIT	SHAREIT
08	UBER	UBER TECHNOLOGIES
09	YOUTUBE	GOOGLE
10	IMO	IMO.IM

SOURCE: APP ANNIE, JANUARY 2018, BASED ON DATA IN THE *APP ANNIE 2017 RETROSPECTIVE* REPORT. FOR MORE DETAILS, VISIT HTTPS://WWW.APPANNIE.COM/
NOTES: RANKINGS ARE BASED ON COMBINED DATA FOR BOTH THE APPLE iOS APP STORE AND THE GOOGLE PLAY APP STORE. MONTHLY ACTIVE USER RANKINGS ARE BASED ON MONTHLY AVERAGES FOR FULL-YEAR 2017. **NOTE:** RANKINGS EXCLUDE PRE-INSTALLED APPS, SUCH AS YOUTUBE ON ANDROID DEVICES, AND SAFARI ON APPLE DEVICES.

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GLOBAL MOBILE APP TRENDS

GLOBAL APP DOWNLOADS, AND THE VALUE OF THE GLOBAL MOBILE APP MARKET IN UNITED STATES DOLLARS, INCLUDING ANNUAL TRENDS

NUMBER OF MOBILE APPS DOWNLOADED WORLDWIDE IN 2017 (ALL PLATFORMS)	ANNUAL GROWTH IN THE NUMBER OF MOBILE APPS DOWNLOADED	TOTAL VALUE OF GLOBAL CONSUMER SPEND ON MOBILE APPS IN 2017	ANNUAL GROWTH IN VALUE OF GLOBAL CONSUMER SPEND ON MOBILE APPS	AVERAGE CONSUMER SPEND ON MOBILE APPS PER SMARTPHONE IN 2017
175 BILLION	**+60%**	**$86** BILLION	**+105%**	**$17.81**

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SOURCE: APP ANNIE, JANUARY 2018; GSMA INTELLIGENCE, JANUARY 2018; ERICSSON, NOVEMBER 2017; KEPIOS ANALYSIS. **NOTES:** FIGURES REPRESENT COMBINED DATA FROM THE APPLE iOS APP STORE, THE GOOGLE PLAY APP STORE, AND THIRD-PARTY ANDROID APP STORES, FOR FULL-YEAR 2017. CONSUMER SPEND DATA INCLUDES IN-APP PURCHASES AND APP STORES' SHARE OF REVENUES, BUT EXCLUDES ADVERTISING AND E-COMMERCE REVENUES. AVERAGE CONSUMER SPEND PER SMARTPHONE FIGURE IS BASED ON DATA FROM MULTIPLE SOURCES.

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TOP MOBILE APP CATEGORY RANKINGS

RANKINGS OF TOP MOBILE APP CATEGORIES BY TOTAL DOWNLOADS AND ANNUAL REVENUE

iOS: 2017 DOWNLOADS

#	APP CATEGORY
01	GAMES
02	ENTERTAINMENT
03	PHOTO & VIDEO
04	UTILITIES
05	SOCIAL NETWORKING
06	SHOPPING
07	FINANCE
08	LIFESTYLE
09	TRAVEL
10	EDUCATION

iOS: 2017 REVENUES

#	APP CATEGORY
01	GAMES
02	ENTERTAINMENT
03	SOCIAL NETWORKING
04	MUSIC
05	LIFESTYLE
06	BOOKS
07	PHOTO & VIDEO
08	HEALTH & FITNESS
09	EDUCATION
10	PRODUCTIVITY

GOOGLE PLAY: 2017 DOWNLOADS

#	APP CATEGORY
01	GAMES
02	TOOLS
03	ENTERTAINMENT
04	COMMUNICATION
05	PHOTOGRAPHY
06	SOCIAL
07	PRODUCTIVITY
08	MUSIC & AUDIO
09	SHOPPING
10	PERSONALISATION

GOOGLE PLAY: 2017 REVENUES

#	APP CATEGORY
01	GAMES
02	SOCIAL
03	ENTERTAINMENT
04	COMMUNICATION
05	LIFESTYLE
06	PRODUCTIVITY
07	MUSIC & AUDIO
08	EDUCATION
09	HEALTH & FITNESS
10	DATING

SOURCE: APP ANNIE, JANUARY 2018, BASED ON DATA IN THE *APP ANNIE 2017 RETROSPECTIVE* REPORT. FOR MORE DETAILS, VISIT HTTPS://WWW.APPANNIE.COM/

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GLOBAL E-COMMERCE USE

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OVERVIEW OF FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE

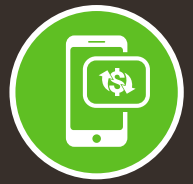
HAS A BANK ACCOUNT

62%

HAS A CREDIT CARD

18%

MAKES AND / OR RECEIVES MOBILE PAYMENTS VIA GSMA



2%

MAKES ONLINE PURCHASES AND / OR PAYS BILLS ONLINE

17%

PERCENTAGE OF WOMEN WITH A CREDIT CARD

16%

PERCENTAGE OF MEN WITH A CREDIT CARD

19%

PERCENTAGE OF WOMEN MAKING INTERNET PAYMENTS

16%

PERCENTAGE OF MEN MAKING INTERNET PAYMENTS

17%

SOURCE: WORLD BANK GLOBAL FINANCIAL INCLUSION DATA (2015). **NOTE:** FIGURES REPRESENT THE PERCENTAGE OF PEOPLE AGED 15+, NOT TOTAL POPULATION.

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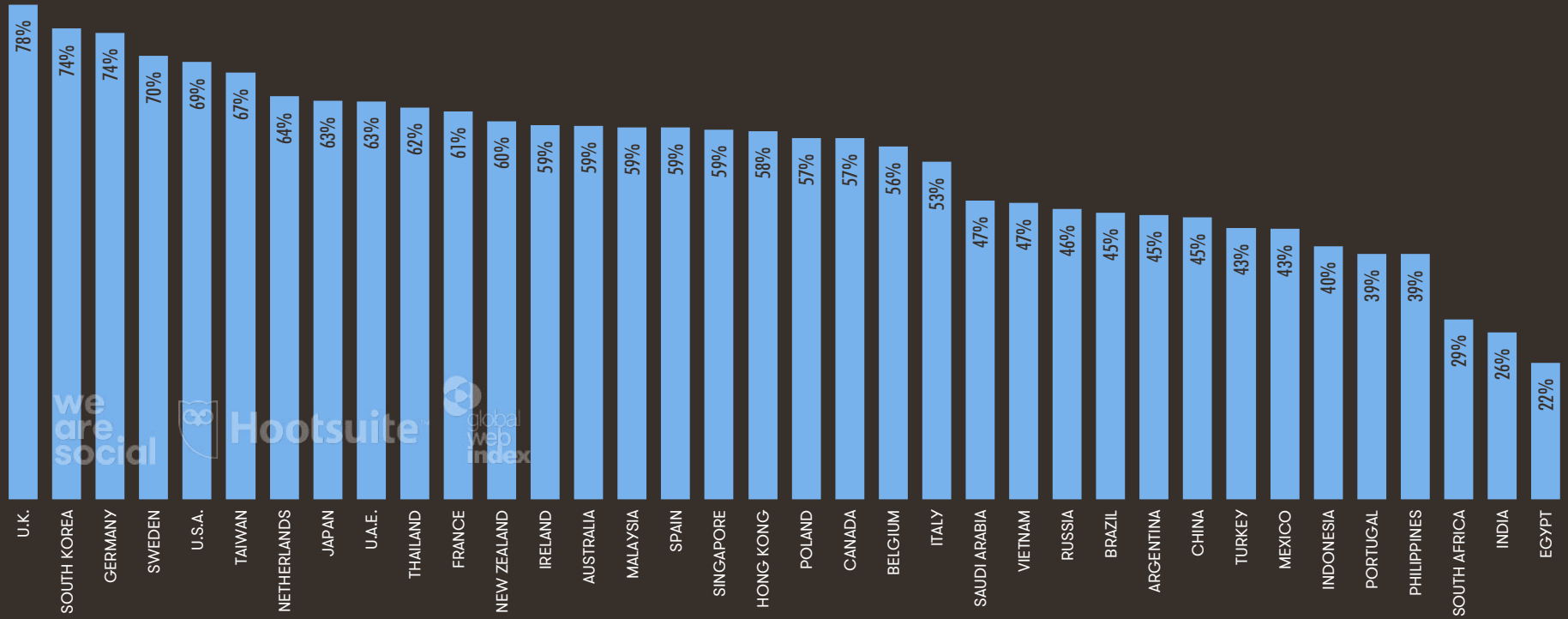
E-COMMERCE PENETRATION

PERCENTAGE OF THE POPULATION WHO BOUGHT SOMETHING ONLINE VIA ANY DEVICE IN THE PAST MONTH [SURVEY-BASED]



SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017.

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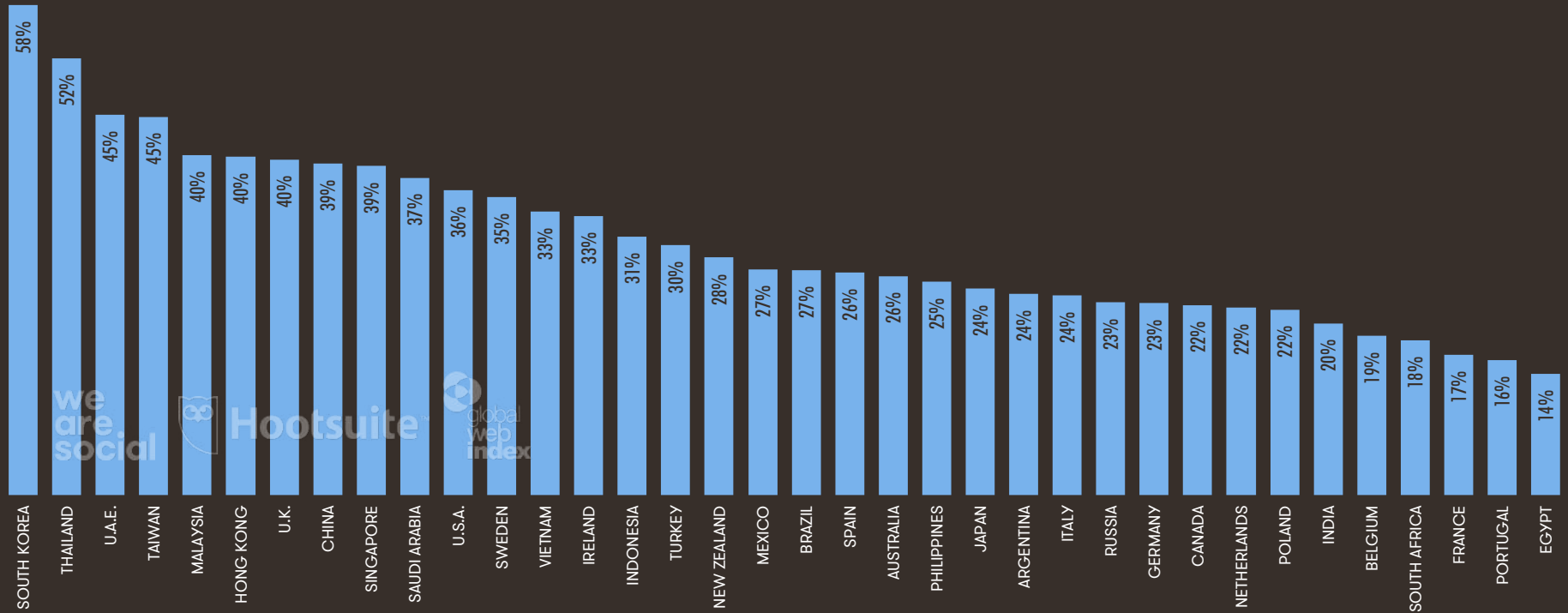
M-COMMERCE PENETRATION

PERCENTAGE OF THE POPULATION WHO BOUGHT SOMETHING ONLINE VIA A PHONE IN THE PAST MONTH [SURVEY-BASED]



SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017.

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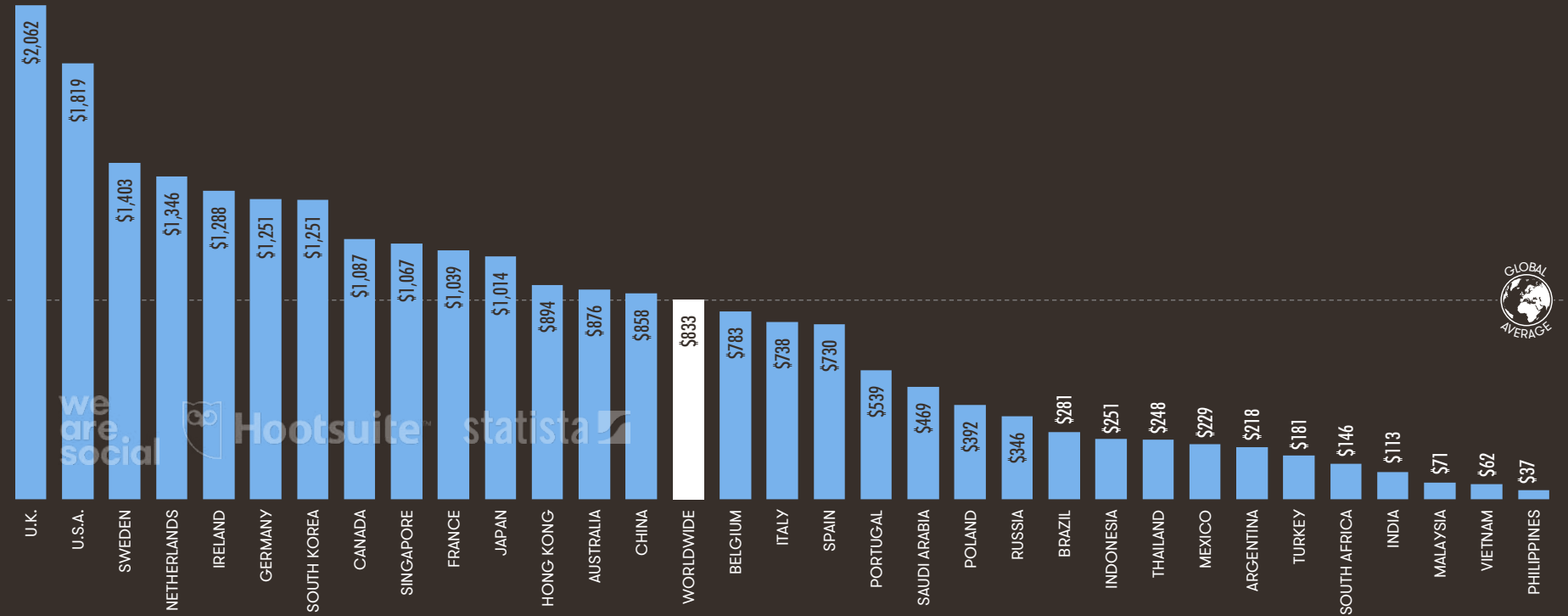
E-COMMERCE ARPU: CONSUMER GOODS

AVERAGE AMOUNT SPENT ON E-COMMERCE PURCHASES BY EACH E-COMMERCE USER IN 2017, IN UNITED STATES DOLLARS



SOURCE: STATISTA DIGITAL MARKET OUTLOOK, E-COMMERCE INDUSTRY, ACCESSED JANUARY 2018.

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GLOBAL E-COMMERCE SPEND BY CATEGORY

THE TOTAL ANNUAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES AROUND THE WORLD, IN UNITED STATES DOLLARS

FASHION & BEAUTY

$408.0 BILLION

ELECTRONICS & PHYSICAL MEDIA

$359.4 BILLION

FOOD & PERSONAL CARE

$139.8 BILLION

FURNITURE & APPLIANCES

$225.5 BILLION

TOYS, DIY & HOBBIES

$341.5 BILLION

TRAVEL (INCLUDING ACCOMMODATION)

$212.7 BILLION

DIGITAL MUSIC

$11.2 BILLION

VIDEO GAMES

$52.5 BILLION

SOURCES: STATISTA DIGITAL MARKET OUTLOOK, E-COMMERCE INDUSTRY, E-TRAVEL INDUSTRY, AND DIGITAL MEDIA INDUSTRY, ALL ACCESSED JANUARY 2018.
NOTE: FIGURES ARE BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND IN 2017, AND DO NOT INCLUDE B2B SPEND.

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GLOBAL E-COMMERCE GROWTH BY CATEGORY

ANNUAL CHANGE IN THE TOTAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES AROUND THE WORLD, IN UNITED STATES DOLLARS

FASHION & BEAUTY

+18%

ELECTRONICS & PHYSICAL MEDIA

+12%

FOOD & PERSONAL CARE

+20%

FURNITURE & APPLIANCES

+16%

TOYS, DIY & HOBBIES

+17%

TRAVEL (INCLUDING ACCOMMODATION)

+13%

DIGITAL MUSIC

+13%

VIDEO GAMES

+7%

SOURCES: STATISTA DIGITAL MARKET OUTLOOK, E-COMMERCE INDUSTRY, E-TRAVEL INDUSTRY, AND DIGITAL MEDIA INDUSTRY, ALL ACCESSED JANUARY 2018.
NOTE: FIGURES ARE BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND IN 2017, AND DO NOT INCLUDE B2B SPEND.

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E-COMMERCE DETAIL: CONSUMER GOODS

AN OVERVIEW OF THE E-COMMERCE MARKET FOR CONSUMER GOODS, WITH VALUES IN UNITED STATES DOLLARS

TOTAL NUMBER OF PEOPLE PURCHASING CONSUMER GOODS VIA E-COMMERCE

1.77

BILLION

YEAR-ON-YEAR CHANGE:

+8%

PENETRATION OF CONSUMER GOODS E-COMMERCE (TOTAL POPULATION)

23%

VALUE OF THE CONSUMER GOODS E-COMMERCE MARKET (TOTAL ANNUAL SALES REVENUE)

$1.474

TRILLION

YEAR-ON-YEAR CHANGE:

+16%

AVERAGE ANNUAL REVENUE PER USER OF CONSUMER GOODS E-COMMERCE (ARPU)

$833

YEAR-ON-YEAR CHANGE:

+7%

SOURCE: STATISTA DIGITAL MARKET OUTLOOK, E-COMMERCE INDUSTRY, ACCESSED JANUARY 2018. **NOTES:** FIGURES REPRESENT SALES OF PHYSICAL GOODS VIA DIGITAL CHANNELS ON ANY DEVICE TO PRIVATE END USERS, AND DO NOT INCLUDE DIGITAL MEDIA, DIGITAL SERVICES SUCH AS TRAVEL OR SOFTWARE, B2B PRODUCTS AND SERVICES, RESALE OF USED GOODS, OR SALES BETWEEN PRIVATE PERSONS (P2P COMMERCE). PENETRATION FIGURE REPRESENTS PERCENTAGE OF TOTAL POPULATION, REGARDLESS OF AGE.

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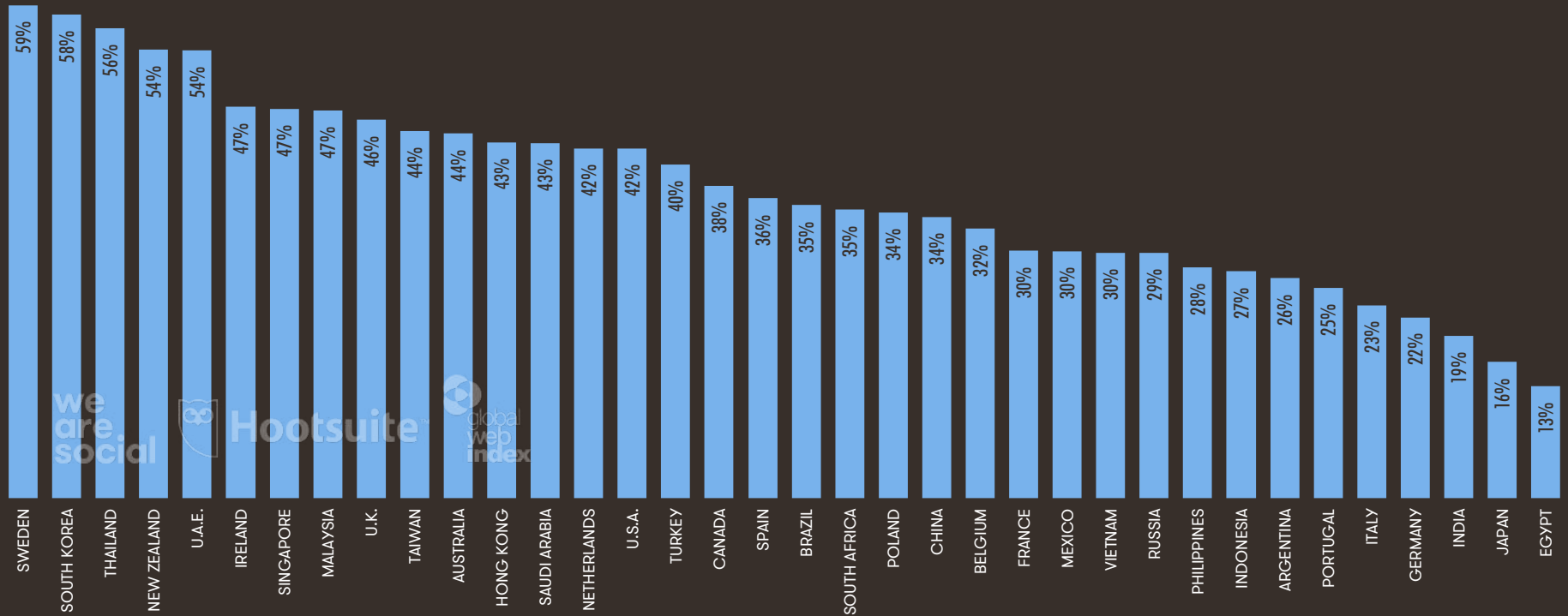
PENETRATION OF MOBILE BANKING

PERCENTAGE OF THE TOTAL POPULATION THAT ACCESSES BANKING SERVICES VIA A MOBILE DEVICE

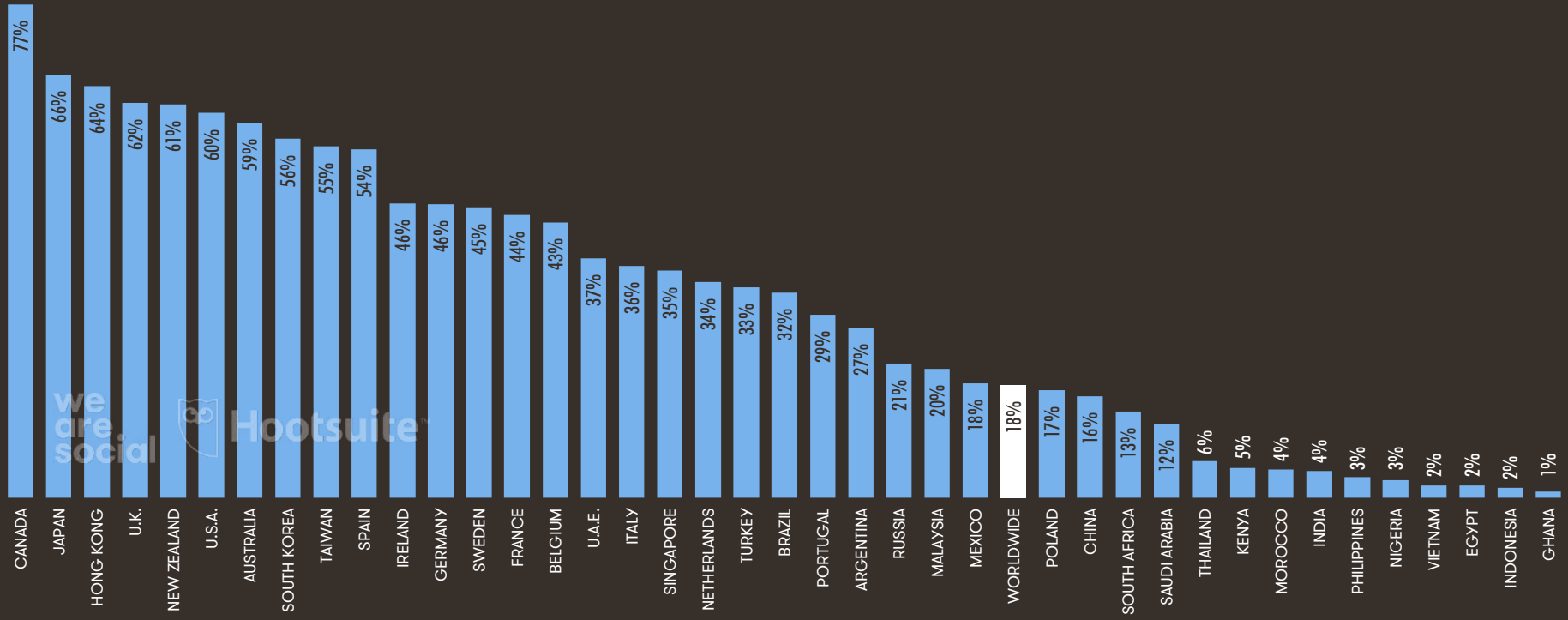


SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017.

JAN 2018

CREDIT CARD OWNERSHIP

THE PERCENTAGE OF ADULTS AGED 15+ WHO POSSESS A CREDIT CARD



SOURCE: WORLD BANK FINANCIAL INCLUSION INDICATORS (ACCESSED JANUARY 2018).

HOOTSUITE'S PERSPECTIVE: E-COMMERCE THEMES

Prepare for **the shift from search to social.** If your e-commerce product relies on SEO, build a strategy to account for brand discovery in social as well. In markets such as Latin America, social has already eclipsed search for product research. This behaviour increases with younger demographics.

Visual searches are on the rise. Products like Pinterest Lens use machine learning to aid in brand and product discovery. Social analytics companies are also expanding their brand monitoring tools to include visual searches, helping brands listen for more than textual chatter. As Pinterest's founder and CEO Ben Silbermann put it, "a lot of the future of search is going to be about pictures instead of keywords."

Click here to download our 2018 Social Media Trends Toolkit to align your strategy with the year's key social network and digital trends.

Hootsuite™ we are social

WE ARE SOCIAL'S ANALYSIS: SOCIAL COMMERCE

With online shoppers spending almost US$1.5 trillion on consumer goods in 2017, the e-commerce opportunity is clear. However, by integrating social media into e-commerce offerings and solutions, brands stand an even greater chance of establishing trust and delivering the convenience that shoppers everywhere are looking for. Things to explore include:

SHOPPABLE ADS

Removing friction in the buyer's journey, and enabling people to start shopping from within the ad

MESSENGER SUPPORT

Offering the ability to chat live with a customer service agent, just like in a physical store – even if it's a bot

SOCIAL PAYMENTS

Integrated payment platforms within social apps will make it easier for people to pay with confidence

OMNICHANNEL

Integrating all of these opportunities within physical stores too, making it as easy as possible for people to buy

To learn more about these themes and understand the opportunities for your brand, click here to download our Think Forward report.

Hootsuite™ we are social

INDIVIDUAL COUNTRY REPORTS

Hootsuite™ we are social

CLICK THE COUNTRY NAMES BELOW TO ACCESS OUR IN-DEPTH COUNTRY REPORTS

GLOBAL YEARBOOK	BRUNEI	DOMINICAN REP.	GUYANA	LIBERIA	NEPAL	ST KITTS & NEVIS	TAJIKISTAN
AFGHANISTAN	BULGARIA	ECUADOR	HAITI	LIBYA	NETHERLANDS	ST LUCIA	TANZANIA
ALBANIA	BURKINA FASO	EGYPT	HONDURAS	LIECHTENSTEIN	NEW CALEDONIA	ST MARTIN	THAILAND
ALGERIA	BURUNDI	EL SALVADOR	HONG KONG	LITHUANIA	NEW ZEALAND	ST PIERRE & MIQUELON	TIMOR-LESTE
AMERICAN SAMOA	CABO VERDE	EQUATORIAL GUINEA	HUNGARY	LUXEMBOURG	NICARAGUA	ST VINCENT, GRENADINES	TOGO
ANDORRA	CAMBODIA	ERITREA	ICELAND	MACAU	NIGER	SAMOA	TOKELAU
ANGOLA	CAMEROON	ESTONIA	INDIA	TFYR MACEDONIA	NIGERIA	SAN MARINO	TONGA
ANGUILLA	CANADA	ETHIOPIA	INDONESIA	MADAGASCAR	NIUE	SÃO TOMÉ & PRÍNCIPE	TRINIDAD & TOBAGO
ANTIGUA & BARBUDA	CAYMAN IS.	FAROE IS.	IRAN	MALAWI	NORFOLK IS.	SAUDI ARABIA	TUNISIA
ARGENTINA	CENTRAL AFRICAN REP.	FALKLAND IS.	IRAQ	MALAYSIA	NORTHERN MARIANA IS.	SENEGAL	TURKEY
ARMENIA	CHAD	FIJI	IRELAND	MALDIVES	NORWAY	SERBIA	TURKMENISTAN
ARUBA	CHILE	FINLAND	ISLE OF MAN	MALI	OMAN	SEYCHELLES	TURKS & CAICOS IS.
AUSTRALIA	CHINA	FRANCE	ISRAEL	MALTA	PAKISTAN	SIERRA LEONE	TUVALU
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	ITALY	MARSHALL IS.	PALAU	SINGAPORE	UGANDA
AZERBAIJAN	COCOS IS.	FRENCH POLYNESIA	JAMAICA	MARTINIQUE	PALESTINE	ST MAARTEN	UKRAINE
BAHAMAS	COLOMBIA	GABON	JAPAN	MAURITANIA	PANAMA	SLOVAKIA	U.A.E.
BAHRAIN	COMOROS	GAMBIA	JERSEY	MAURITIUS	PAPUA NEW GUINEA	SLOVENIA	U.K.
BANGLADESH	CONGO, DEM. REP.	GEORGIA	JORDAN	MAYOTTE	PARAGUAY	SOLOMON IS.	U.S.A.
BARBADOS	CONGO, REP.	GERMANY	KAZAKHSTAN	MEXICO	PERU	SOMALIA	URUGUAY
BELARUS	COOK IS.	GHANA	KENYA	MICRONESIA	PHILIPPINES	SOUTH AFRICA	UZBEKISTAN
BELGIUM	COSTA RICA	GIBRALTAR	KIRIBATI	MOLDOVA	POLAND	SOUTH SUDAN	VANUATU
BELIZE	CÔTE D'IVOIRE	GREECE	KOREA, NORTH	MONACO	PORTUGAL	SPAIN	VENEZUELA
BENIN	CROATIA	GREENLAND	KOREA, SOUTH	MONGOLIA	PUERTO RICO	SRI LANKA	VIETNAM
BERMUDA	CUBA	GRENADA	KOSOVO	MONTENEGRO	QATAR	SUDAN	BRITISH VIRGIN IS.
BHUTAN	CURAÇAO	GUADELOUPE	KUWAIT	MONTSERRAT	RÉUNION	SURINAME	U.S. VIRGIN IS.
BOLIVIA	CYPRUS	GUAM	KYRGYZSTAN	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BONAIRE, ST EUSTATIUS, SABA	CZECH REP.	GUATEMALA	LAOS	MOZAMBIQUE	RUSSIA	SWEDEN	WESTERN SAHARA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LATVIA	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BOTSWANA	DJIBOUTI	GUINEA	LEBANON	NAMIBIA	ST BARTHÉLEMY	SYRIA	ZAMBIA
BRAZIL	DOMINICA	GUINEA-BISSAU	LESOTHO	NAURU	ST HELENA	TAIWAN	ZIMBABWE

MORE INFORMATION

CLICK THE LINKS BELOW TO READ AND DOWNLOAD THE FULL SET OF 2018 GLOBAL DIGITAL REPORTS, AND ACCESS ADDITIONAL INSIGHTS AND RESOURCES FROM BOTH HOOTSUITE AND WE ARE SOCIAL:

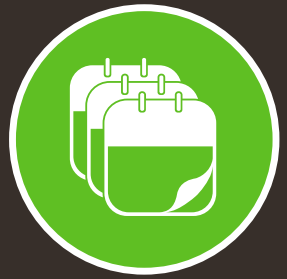
CLICK HERE TO ACCESS
WE ARE SOCIAL'S RESOURCES

CLICK HERE TO ACCESS
HOOTSUITE'S RESOURCES

SPECIAL THANKS: GLOBALWEBINDEX

GlobalWebIndex is the leading provider of audience profiling data to agencies, publishers and brands worldwide.

90% GLOBAL COVERAGE



QUARTERLY DATA COLLECTION ACROSS 42 MARKETS

CROSS-DEVICE COVERAGE

Sign up for free: **http://www.globalwebindex.net/**

SPECIAL THANKS: GSMA INTELLIGENCE

GSMA Intelligence is the unit within the GSMA that houses the organisation's extensive database of mobile operator statistics, forecasts, and industry reports. GSMA Intelligence's data covers every operator group, network and MVNO in every country – from Afghanistan to Zimbabwe. Updated daily, it is the most accurate and complete set of industry metrics available, comprising tens of millions of individual data points.

Leading operators, vendors, regulators, financial institutions and third-party industry players rely on GSMA Intelligence to support strategic decision-making and long-term investment planning. The data is used as an industry reference point and is frequently cited by the media and by the industry itself. GSMA Intelligence's team of analysts and experts produce regular thought-leading research reports across a range of industry topics.

Learn more about GSMA Intelligence at **http://www.gsmaintelligence.com**

SPECIAL THANKS: STATISTA

Statista is one of the world's largest online statistics databases. Its Digital Market Outlook products provide forecasts, detailed market insights, and key indicators on 8 digital verticals including e-commerce, digital media, advertising, and smart home with 33 segments across more than 50 regions and countries.

78% OF GLOBAL INTERNET POPULATION

50 DIGITAL ECONOMIES

90% OF WORLDWIDE ECONOMIC POWER

MORE THAN 30,000 INTERACTIVE STATISTICS

Learn more about Statista's Digital Market Outlook at **http://www.statista.com/**

SPECIAL THANKS: LOCOWISE

Locowise is a social media performance measurement platform that helps agencies to manage clients, produce and prove value, and win new business.

CUSTOM REPORT BUILDER WITH OVER 300 METRICS

CAMPAIGN ANALYSIS, TRACKING AND REPORTING

INSIGHTS FROM ALL YOUR NETWORKS IN ONE PLACE

PREDICTIVE METRICS TO DRIVE FUTURE STRATEGY

Find out more: **https://locowise.com/**

SPECIAL THANKS: SIMILARWEB

SimilarWeb is the pioneer of market intelligence and the standard for understanding the digital world. SimilarWeb provides granular insights about any website or app across all industries in every region.

WEB INTELLIGENCE

APP INTELLIGENCE

GLOBAL COVERAGE

GRANULAR ANALYSIS

Find out more: **http://similarweb.com/**

SPECIAL THANKS: APPANNIE

App Annie

App Annie delivers the most trusted app market data for businesses to succeed in the global app economy. Over 1 million registered members rely on App Annie to better understand the app market, and how to improve user acquisition strategies (paid and ASO), retention, product development to further grow their businesses, and leverage the opportunities around them.

1 MILLION
REGISTERED USERS

BEST-IN-CLASS
DATA

COVERAGE ACROSS
150 COUNTRIES

UNPARALLELED
SERVICE & SUPPORT

Find out more: **http://www.appannie.com/**

SPECIAL THANKS: KLEAR

Klear is a big data search engine for influencers. Klear is trusted by the world's leading brands and agencies to help build, scale, and measure influencer programs.

GLOBAL COVERAGE, DOWN TO CITY LEVEL

500 MILLION PROFILES

60,000 INFLUENCE CATEGORIES

FULL INFLUENCER CAMPAIGN SOLUTION

Find out more: **http://klear.com/**

SPECIAL THANKS

We'd also like to offer our thanks to the following data providers for publishing much of the remaining data included in this year's reports:

GOOGLE

STATCOUNTER

OOKLA

ALEXA

ERICSSON

Lastly, a big thank you to the **The Noun Project**, who supply and inspire the icons we use in these reports.

DATA SOURCES USED IN THIS REPORT & NOTES ON METHODOLOGIES

POPULATION DATA: United Nations World Population Prospects, 2017 Revision; US Census Bureau (accessed January 2018); United Nations World Urbanization Prospects, 2014 Revision. Literacy rates from UNESCO (accessed January 2018). GDP data from World Bank (accessed January 2018). Median age data from US Census Bureau (accessed January 2018).

DIGITAL DEVICE OWNERSHIP DATA: Google Consumer Barometer (accessed January 2018)**.

DIGITAL ATTITUDES DATA: GlobalWebIndex (Q2 & Q3 2017)*; Google Consumer Barometer (accessed January 2018)**.

INTERNET USER DATA: InternetWorldStats (accessed January 2018); ITU, *Individuals Using the Internet*, 2016; Eurostat online database, *Individuals – internet use* (accessed January 2018); CIA World Factbook (accessed January 2018); Northwestern University in Qatar, *Media use in the Middle East, 2017* (accessed January 2018); national government and regulatory body websites; government officials cited in reputable media. Mobile internet use data from GlobalWebIndex (Q2 & Q3 2017)* and extrapolation of data from Facebook (January 2018). Time spent, and mobile internet usage and penetration data extrapolated from GlobalWebIndex (Q2 & Q3 2017)*. Share of web traffic data from StatCounter (January 2018). Frequency of internet use data from Google Consumer Barometer (accessed January 2018)**. Internet connection speed data from Ookla's *Speed Test* (December 2017). Website rankings from SimilarWeb (Q4 2017) and Alexa (December 2017). Google search query rankings from Google Trends (data for 12 months to January 2018). Frequency of use and TV viewing habits from Google Consumer Barometer (accessed January 2018)**.

SOCIAL MEDIA AND MOBILE SOCIAL MEDIA DATA: Latest reported monthly active user numbers from Facebook, Tencent, VKontakte, LINE, Kakao, Google, Sina, Twitter, Skype, Yahoo!, Viber, Baidu, and Snap, as quoted directly in company documents, or as reported by reputable media (all latest data available at time of publishing in January 2018). Time spent on social media from GlobalWebIndex (Q2 & Q3 2017)*. Facebook and Instagram age and gender figures extrapolated from Facebook data (January 2018). Facebook reach and engagement data from Locowise; data represents monthly averages for full-year 2017.

MOBILE PHONE USERS, MOBILE CONNECTIONS, AND MOBILE BROADBAND DATA: Latest reported global and national data from GSMA Intelligence (Q4 2017); extrapolated global data from GSMA Intelligence (January 2018); Ericsson Mobility Report (November 2017). Usage data extrapolated from GlobalWebIndex (Q2 & Q3 2017)*; Google Consumer Barometer (accessed January 2018)**. GSMA Intelligence Mobile Connectivity Index (accessed January 2018): http://www.mobileconnectivityindex.com/ Smartphone Life Management Activity data from Google Consumer Barometer (accessed January 2018). Mobile app rankings and app usage insights taken from App Annie's *2017 Retrospective* and *Why You Mobile Strategy Needs Apps* reports – for more details, visit http://bit.ly/AppAnnie2017.

E-COMMERCE DATA: Statista *Digital Market Outlook*, e-Commerce, e-Travel, and digital media industry reports (accessed January 2018). For more info, visit http://www.statista.com. GlobalWebIndex (Q2 & Q3 2017)*; Google Consumer Barometer (accessed January 2018)**.

FINANCIAL INCLUSION DATA: World Bank Global Financial Inclusion (accessed January 2018).

NOTES: Some 'annual growth' figures are calculated using the data reported in Hootsuite and We Are Social's *Digital in 2017* report: http://bit.ly/GD2017GO.

*GlobalWebIndex manages a panel of more than 18 million connected consumers, collecting data every quarter across 40 countries around the world, and representing 90% of the global internet population. Visit http://www.globalwebindex.net for more details.

**Google's Consumer Barometer polls a nationally representative total population (online & offline) aged 16+ in each country surveyed except in Argentina, Brazil, China, India, Japan, South Korea, Malaysia, Mexico, Philippines, Vietnam, and the USA, where the sample base is aged 18+. For more details, visit http://www.consumerbarometer.com/.

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

This report uses data from a wide variety of sources, including market research agencies, internet and social media companies, governments and public bodies, news media, journalists, and our own internal analysis.

Wherever possible, we've prioritised data sources that provide broader geographical coverage, in order to minimise the potential variations between data points, and offer more reliable comparison across countries. However, where we believe that an individual metric provides a more reliable reference, we've used such individual numbers to ensure the most accurate reporting.

Furthermore, due to differing data collection and preparation methodologies used by these organisations, as well as the different sample periods during which the data were collected, there may be significant differences in the reported metrics for similar data points throughout this report.

In particular, data collected via surveys often vary from one report to another, even if those data have been collected by the same organisation using the same methodology and approach in each wave.

Similarly, reports of internet user numbers vary considerably between different sources, due to the complex nature of collecting this data. In part, this is because there are fewer commercial imperatives for governments and regulators to collect and publish regular internet user data compared to, for example, the regular user number updates published by social media companies, who depend on such data to sell their products and services.

However, the latest user numbers published by these companies can be a useful proxy for the number of internet users in countries where no other reliable data are available, because all active social media users must have an active internet connection in order to access social media.

Because of this, on occasion, we've used the latest monthly active user data from social media companies to inform our internet user numbers, especially in less-developed economies, where 'official' internet user numbers are published less frequently. As a result, there are a number of countries in this report where the number of social media users equals the number of internet users.

It's unlikely that 100 percent of internet users in any given country will use the same social media platform though, so in cases where internet and social media user numbers are the same, it's likely that the actual number of internet users will be higher than the number we've reported.

Lastly, in some instances in this year's report, metrics may have decreased year-on-year due to corrections in the source data, actual declines in user numbers, and changes in the primary data source we've used in our reporting due to reasons such as increased reliability, or the non-availability of updated numbers from previous providers.

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: info@kepios.com

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