



DIGITAL IN 2016

WE ARE SOCIAL'S COMPENDIUM OF GLOBAL DIGITAL,
SOCIAL, AND MOBILE DATA, TRENDS, AND STATISTICS

SIMON KEMP • WE ARE SOCIAL

**we
are.
social**

COUNTRIES INCLUDED IN THIS OVERVIEW



- | | | |
|-------------|--------------------|-------------------------|
| 1 ARGENTINA | 11 INDONESIA | 21 SINGAPORE |
| 2 AUSTRALIA | 12 ITALY | 22 SOUTH AFRICA |
| 3 BRAZIL | 13 JAPAN | 23 SOUTH KOREA |
| 4 CANADA | 14 MALAYSIA | 24 SPAIN |
| 5 CHINA | 15 MEXICO | 25 THAILAND |
| 6 EGYPT | 16 NIGERIA | 26 TURKEY |
| 7 FRANCE | 17 THE PHILIPPINES | 27 UNITED ARAB EMIRATES |
| 8 GERMANY | 18 POLAND | 28 UNITED KINGDOM |
| 9 HONG KONG | 19 RUSSIA | 29 UNITED STATES |
| 10 INDIA | 20 SAUDI ARABIA | 30 VIETNAM |

WELCOME

Welcome to We Are Social's **DIGITAL IN 2016** report, collating all the key data, statistics and trends you need to understand the state of digital, social and mobile media around the world today. We've received numerous requests for data on additional countries over the past few years, so we've split this year's report into three distinct parts:

DIGITAL IN 2016

- This report, which contains regional and global overviews, together with in-depth profiles of 30 of the world's top economies. **Click here** to access our previous reports.

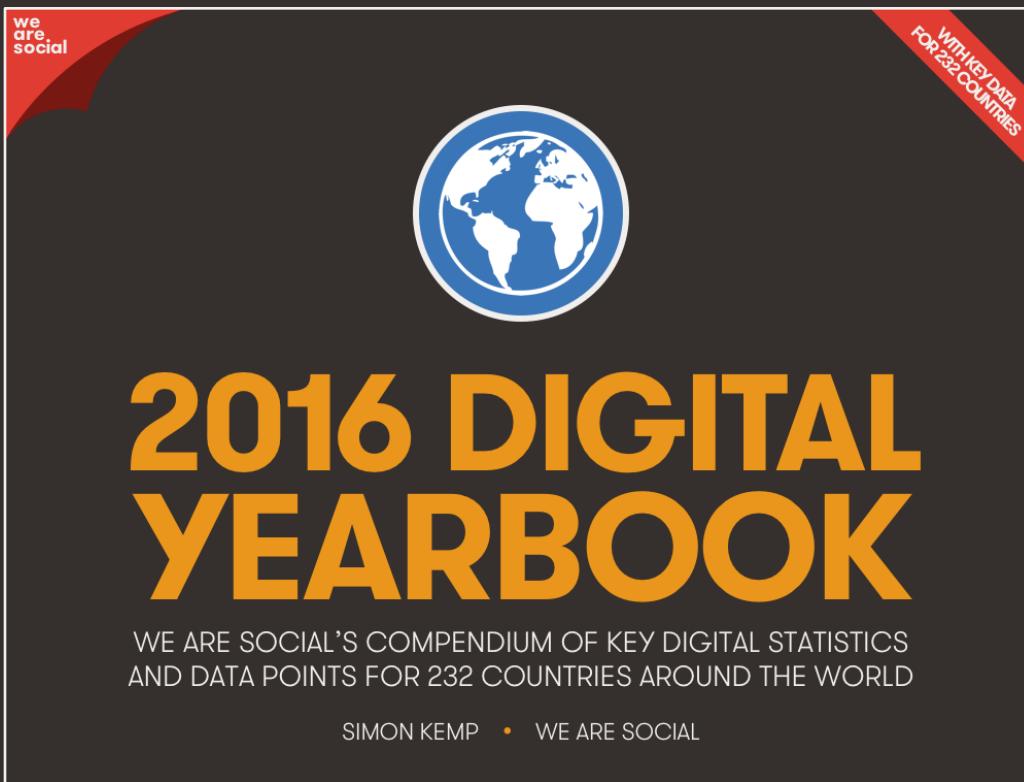
2016 DIGITAL YEARBOOK

- A separate report, which contains high-level profiles of 232 countries around the world. Read and download We Are Social's 2016 Digital Yearbook by **clicking here**.

EXECUTIVE SUMMARY

- Our analysis of this year's key data and trends, together with our forecasts for the coming twelve months. Read We Are Social's Executive Summary by **clicking here**.

If you have any questions about what these trends might mean for your organisation, or if you'd like to know how We Are Social can help you make sense of them, visit us at **wearesocial.com**, **click here** to email us, or contact us on Twitter: **@wearesocialsg**.



**CLICK HERE TO ACCESS WE ARE SOCIAL'S 2016
DIGITAL YEARBOOK, WHICH CONTAINS HIGH-LEVEL
DATA SNAPSHOTS FOR 232 COUNTRIES WORLDWIDE**



GLOBAL & REGIONAL OVERVIEWS

JAN
2016

GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



INTERNET
USERS



ACTIVE SOCIAL
MEDIA USERS



UNIQUE
MOBILE USERS



ACTIVE MOBILE
SOCIAL USERS



7.395
BILLION

URBANISATION: 54%

3.419
BILLION

PENETRATION: 46%

2.307
BILLION

PENETRATION: 31%

3.790
BILLION

PENETRATION: 51%

1.968
BILLION

PENETRATION: 27%

FIGURE REPRESENTS TOTAL GLOBAL POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS UNIQUE MOBILE PHONE USERS

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

YEAR-ON-YEAR GROWTH TRENDS FOR KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



GROWTH IN THE
NUMBER OF UNIQUE
MOBILE USERS



GROWTH IN THE
NUMBER OF ACTIVE
MOBILE SOCIAL USERS



+10%

SINCE JAN 2015

+332 MILLION

+10%

SINCE JAN 2015

+219 MILLION

+4%

SINCE JAN 2015

+141 MILLION

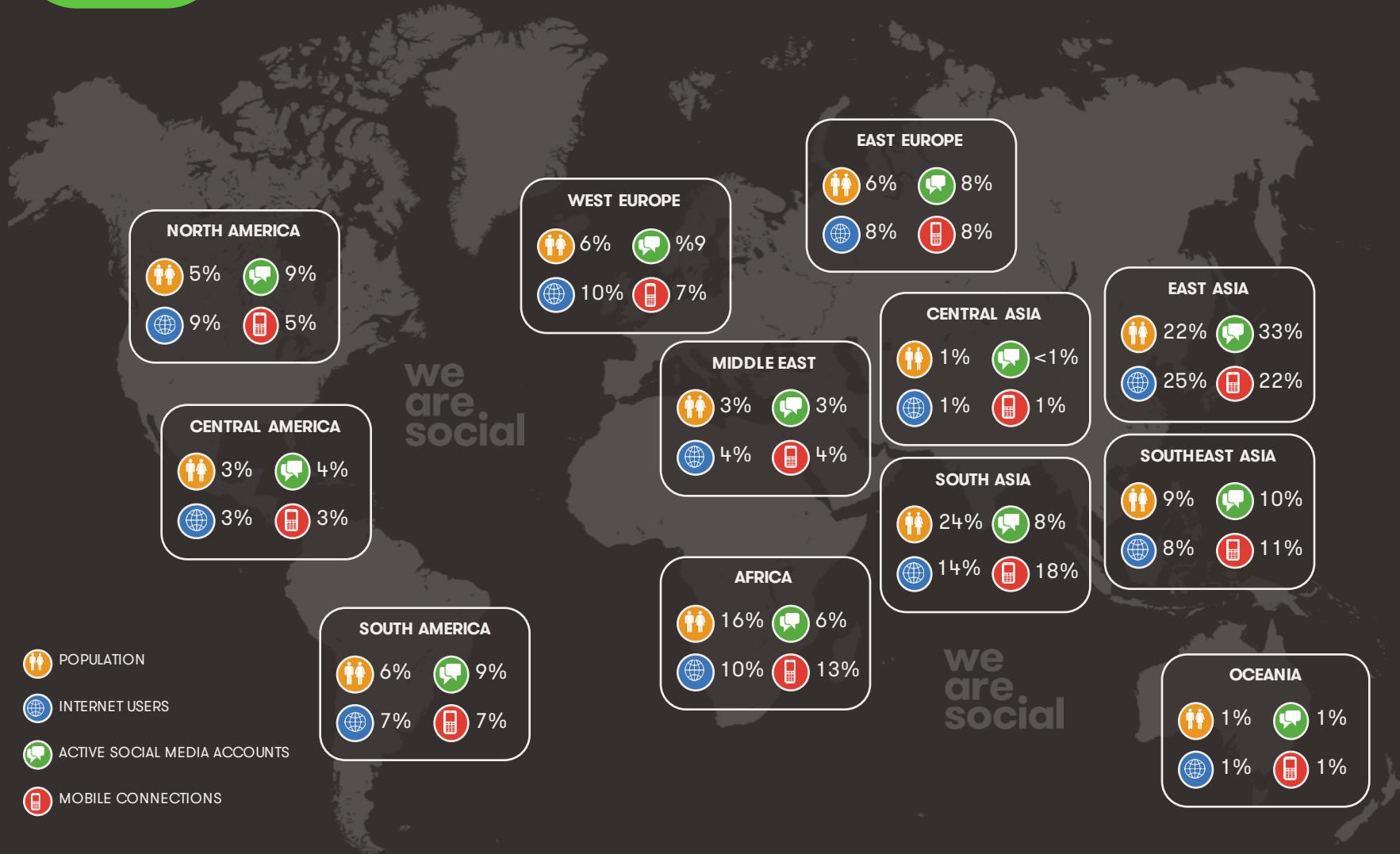
+17%

SINCE JAN 2015

+283 MILLION

JAN
2016

SHARE OF GLOBAL USERS



JAN
2016

DIGITAL IN AFRICA

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



1,201
MILLION

URBANISATION: 41%

349
MILLION

PENETRATION: 29%

129
MILLION

PENETRATION: 11%

986
MILLION

vs POPULATION: 82%

102
MILLION

PENETRATION: 8%

FIGURE REPRESENTS TOTAL REGIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH: AFRICA

YEAR-ON-YEAR GROWTH TRENDS FOR THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



GROWTH IN THE
NUMBER OF MOBILE
CONNECTIONS



GROWTH IN THE
NUMBER OF ACTIVE
MOBILE SOCIAL USERS



+14%

SINCE JAN 2015

+47.2 MILLION

+25%

SINCE JAN 2015

+25.3 MILLION

+9%

SINCE JAN 2015

+84.4 MILLION

+20%

SINCE JAN 2015

+17.1 MILLION

JAN
2016

DIGITAL IN THE AMERICAS

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



997
MILLION

URBANISATION: 81%

665
MILLION

PENETRATION: 67%

511
MILLION

PENETRATION: 51%

1,072
MILLION

vs POPULATION: 108%

437
MILLION

PENETRATION: 44%

FIGURE REPRESENTS TOTAL REGIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH: THE AMERICAS

YEAR-ON-YEAR GROWTH TRENDS FOR THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



GROWTH IN THE
NUMBER OF MOBILE
CONNECTIONS



GROWTH IN THE
NUMBER OF ACTIVE
MOBILE SOCIAL USERS



+6%

SINCE JAN 2015

+38.9 MILLION

+6%

SINCE JAN 2015

+28.6 MILLION

+1%

SINCE JAN 2015

+9.6 MILLION

+9%

SINCE JAN 2015

+37.5 MILLION

JAN
2016

DIGITAL IN ASIA-PACIFIC

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



4,116
MILLION

URBANISATION: 47%

1,662
MILLION

PENETRATION: 40%

1,211
MILLION

PENETRATION: 29%

3,860
MILLION

vs POPULATION: 94%

1,066
MILLION

PENETRATION: 26%

FIGURE REPRESENTS TOTAL REGIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH: ASIA-PACIFIC

YEAR-ON-YEAR GROWTH TRENDS FOR THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



GROWTH IN THE
NUMBER OF MOBILE
CONNECTIONS



GROWTH IN THE
NUMBER OF ACTIVE
MOBILE SOCIAL USERS



+12%

SINCE JAN 2015

+199.0 MILLION

+14%

SINCE JAN 2015

+145.8 MILLION

+4%

SINCE JAN 2015

+155.6 MILLION

+21%

SINCE JAN 2015

+187.3 MILLION

JAN
2016

DIGITAL IN EUROPE

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



838
MILLION

URBANISATION: 73%

616
MILLION

PENETRATION: 73%

393
MILLION

PENETRATION: 47%

1,102
MILLION

vs POPULATION: 132%

305
MILLION

PENETRATION: 36%

FIGURE REPRESENTS TOTAL REGIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH: EUROPE

YEAR-ON-YEAR GROWTH TRENDS FOR THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



+4%

SINCE JAN 2015

+25.9 MILLION

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



+3%

SINCE JAN 2015

+11.2 MILLION

GROWTH IN THE
NUMBER OF MOBILE
CONNECTIONS



+1%

SINCE JAN 2015

+13.5 MILLION

GROWTH IN THE
NUMBER OF ACTIVE
MOBILE SOCIAL USERS



+6%

SINCE JAN 2015

+18.2 MILLION

JAN
2016

DIGITAL IN THE MIDDLE EAST

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



242
MILLION

URBANISATION: 71%

128
MILLION

PENETRATION: 53%

63
MILLION

PENETRATION: 26%

298
MILLION

vs POPULATION: 123%

58
MILLION

PENETRATION: 24%

FIGURE REPRESENTS TOTAL REGIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH: THE MIDDLE EAST

YEAR-ON-YEAR GROWTH TRENDS FOR THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



GROWTH IN THE
NUMBER OF MOBILE
CONNECTIONS



GROWTH IN THE
NUMBER OF ACTIVE
MOBILE SOCIAL USERS



+17%

SINCE JAN 2015

+21.4 MILLION

+13%

SINCE JAN 2015

+7.5 MILLION

+3%

SINCE JAN 2015

+8.9 MILLION

+66%

SINCE JAN 2015

+23.0 MILLION

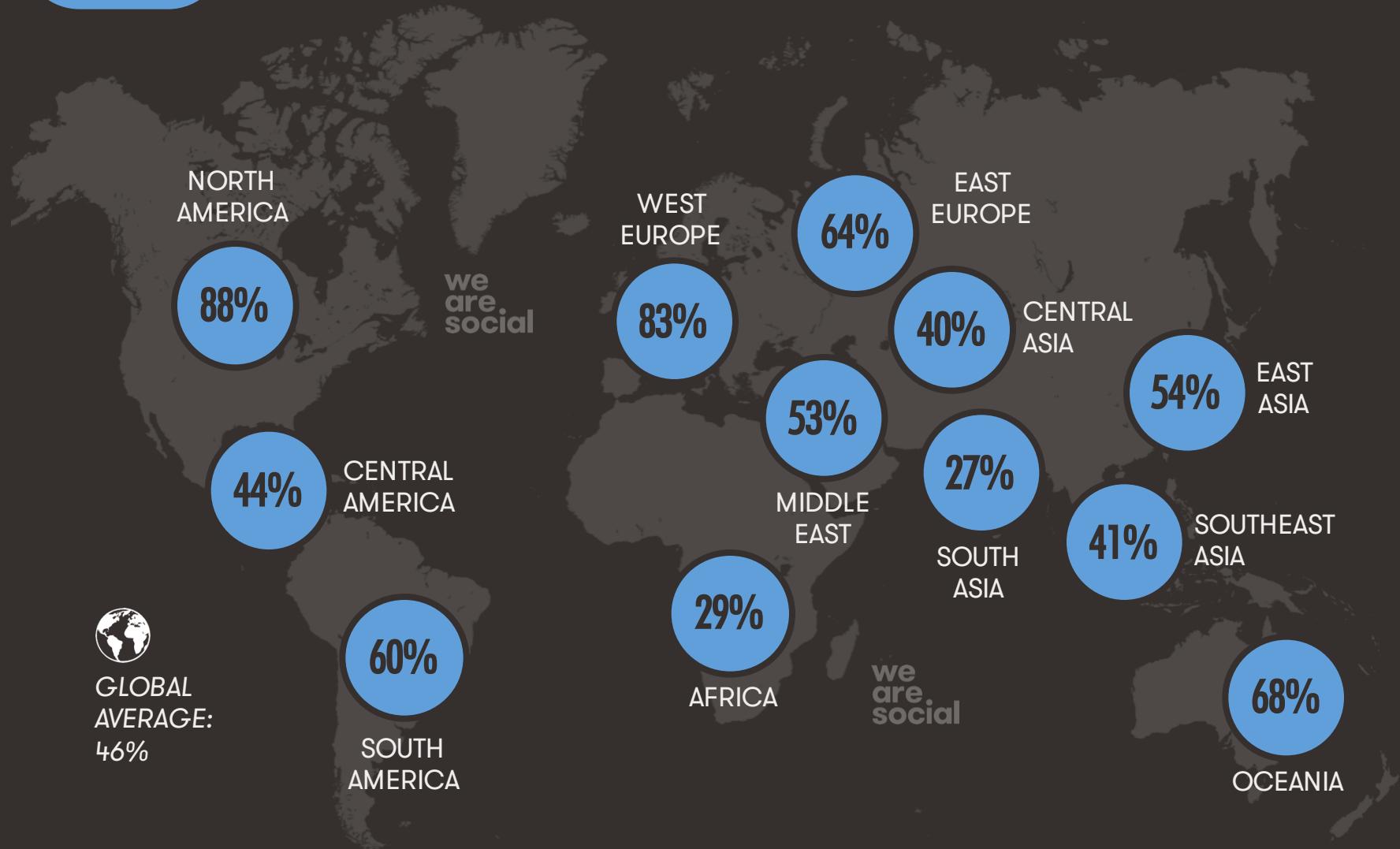


GLOBAL INTERNET USAGE

JAN
2016

INTERNET USE

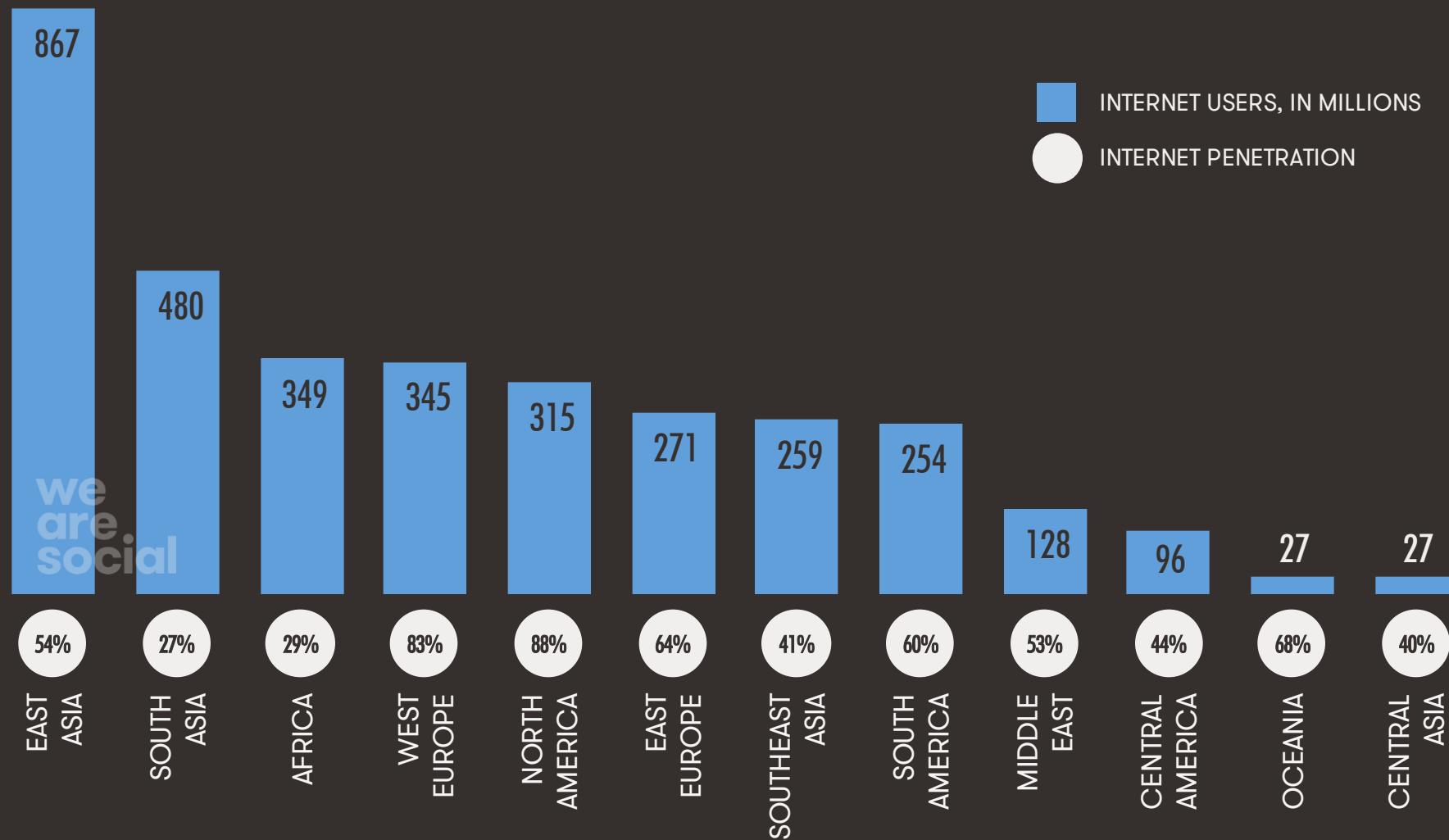
REGIONAL INTERNET PENETRATION FIGURES



JAN
2016

INTERNET USE: REGIONAL OVERVIEW

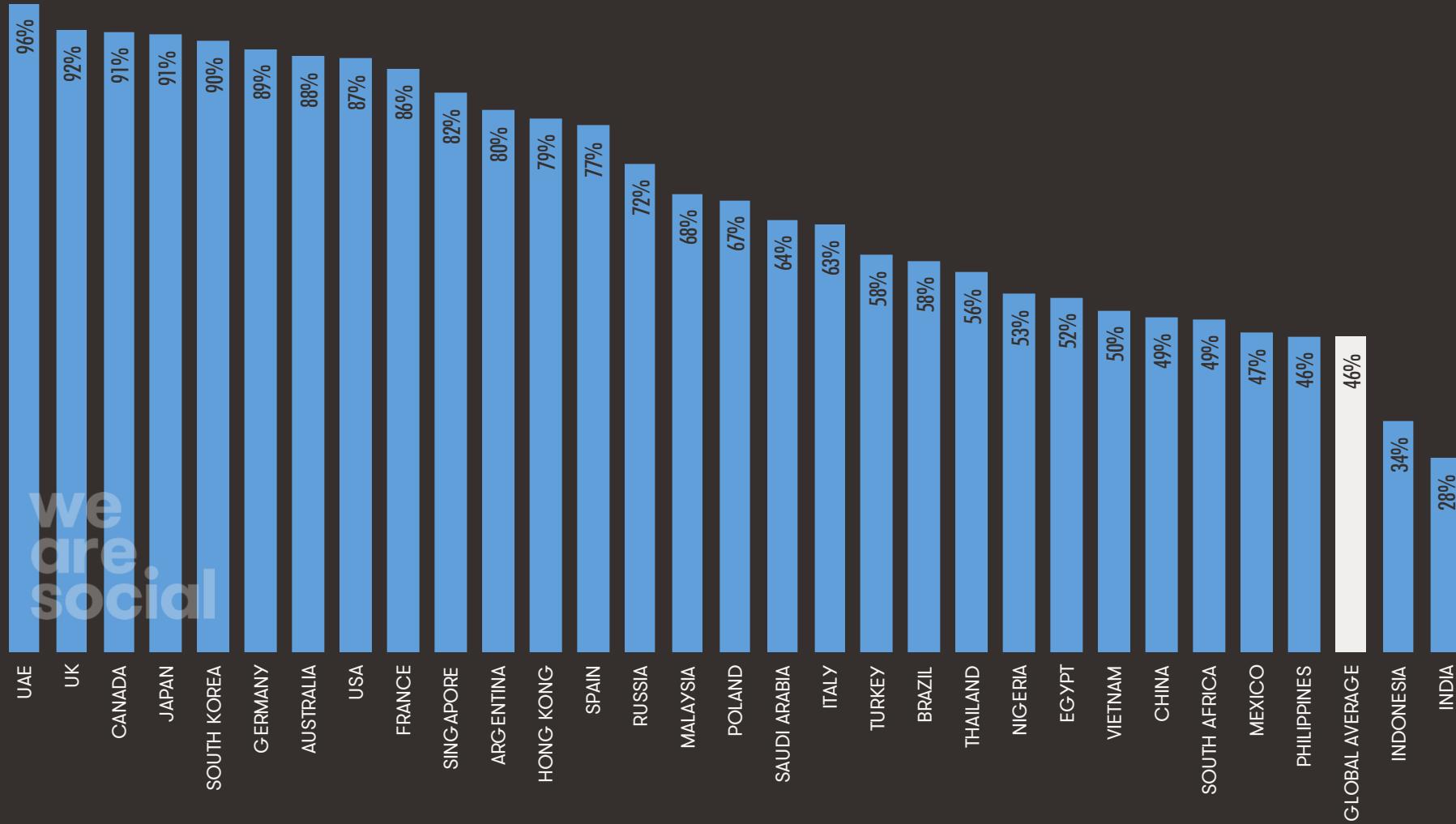
INTERNET USERS (IN MILLIONS), AND INTERNET PENETRATION, BY REGION



JAN
2016

INTERNET USE BY COUNTRY

NATIONAL INTERNET PENETRATION FIGURES



JAN
2016

INTERNET RANKINGS

BASED ON INTERNET PENETRATION IN COUNTRIES WITH NATIONAL POPULATIONS OF 50,000 PEOPLE OR MORE

HIGHEST INTERNET PENETRATION

#	COUNTRY	%	USERS
01	ICELAND	98%	324,518
02	BERMUDA	97%	68,280
03	NORWAY	96%	5,047,528
04	DENMARK	96%	5,452,151
05	ANDORRA	96%	82,148
06	UAE	96%	8,807,226
07	NETHERLANDS	95%	16,143,879
08	LUXEMBOURG	95%	541,206
09	FAROE ISLANDS	95%	47,762
10	SWEDEN	94%	9,216,226

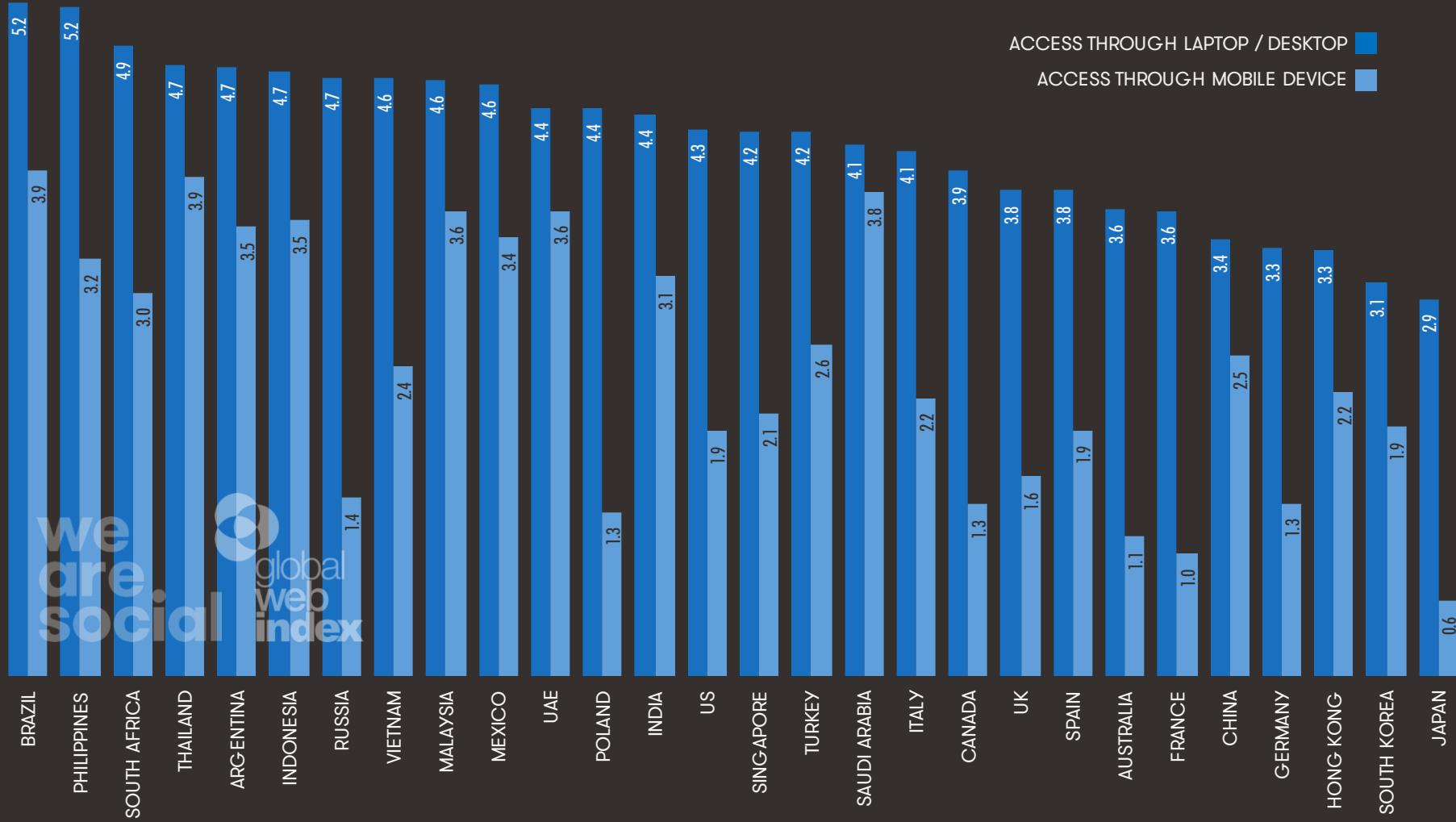
LOWEST INTERNET PENETRATION

#	COUNTRY	%	USERS
214	NORTH KOREA	0.03%	7,200
213	NIGER	2.0%	395,990
212	CHAD	2.5%	356,678
211	CONGO (DEM. REP.)	3.0%	2,381,254
210	ETHIOPIA	3.7%	3,700,000
209	GUINEA-BISSAU	3.8%	70,000
208	SIERRA LEONE	4.0%	260,000
207	CENTRAL AFRICAN REP.	4.4%	217,279
206	SOMALIA	4.6%	500,000
205	BURUNDI	4.6%	526,372

JAN
2016

TIME SPENT ON THE INTERNET

AVERAGE NUMBER OF HOURS SPENT USING THE INTERNET PER DAY, SPLIT BY PC USE AND MOBILE PHONE USE



JAN
2016

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED

SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



SHARE OF WEB
PAGE VIEWS:
TABLETS



SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



56%

YEAR-ON-YEAR:
-9%

39%

YEAR-ON-YEAR:
+21%

5%

YEAR-ON-YEAR:
-21%

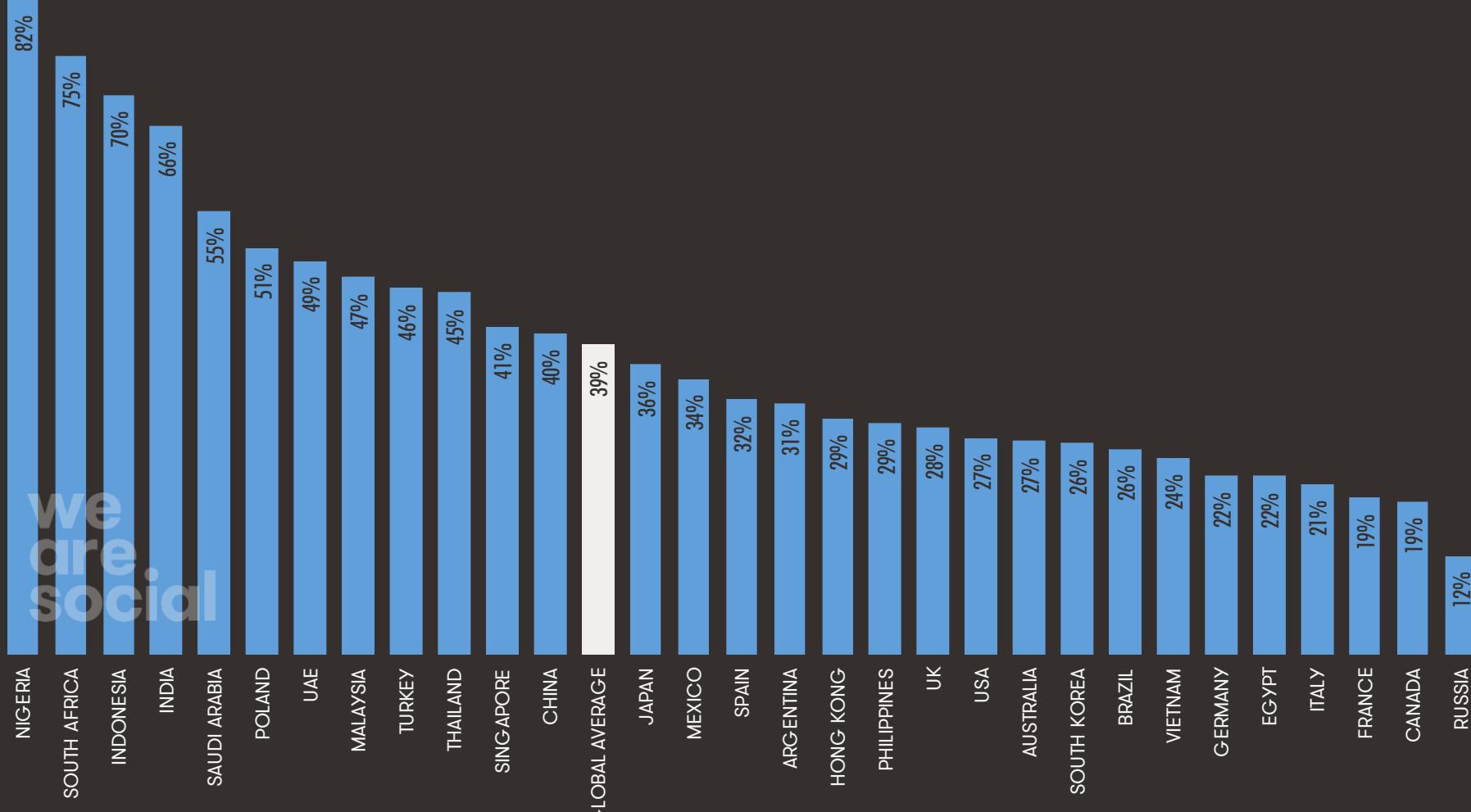
0.1%

YEAR-ON-YEAR:
-10%

JAN
2016

MOBILE'S SHARE OF WEB TRAFFIC

PERCENTAGE OF TOTAL WEB PAGES SERVED TO MOBILE PHONES



JAN
2016

AVERAGE NET CONNECTION SPEEDS

AVERAGE INTERNET CONNECTION SPEEDS, IN MBPS (FIXED CONNECTIONS)

20.5

we
are
social

SOUTH KOREA

HONG KONG

15.8

JAPAN

15.0

UK

13.0

USA

12.6

SINGAPORE

12.5

CANADA

11.9

GERMANY

11.5

POLAND

10.6

SPAIN

10.4

RUSSIA

10.2

FRANCE

8.2

THAILAND

8.2

AUSTRALIA

7.8

UAE

6.8

ITALY

6.5

TURKEY

6.2

MEXICO

5.5

GLOBAL AVERAGE

5.1

MALAYSIA

4.9

ARGENTINA

4.2

CHINA

3.7

SOUTH AFRICA

3.7

BRAZIL

3.6

VIETNAM

3.4

SAUDI ARABIA

3.2

INDONESIA

3.0

PHILIPPINES

2.8

INDIA

2.5

NIGERIA

2.5

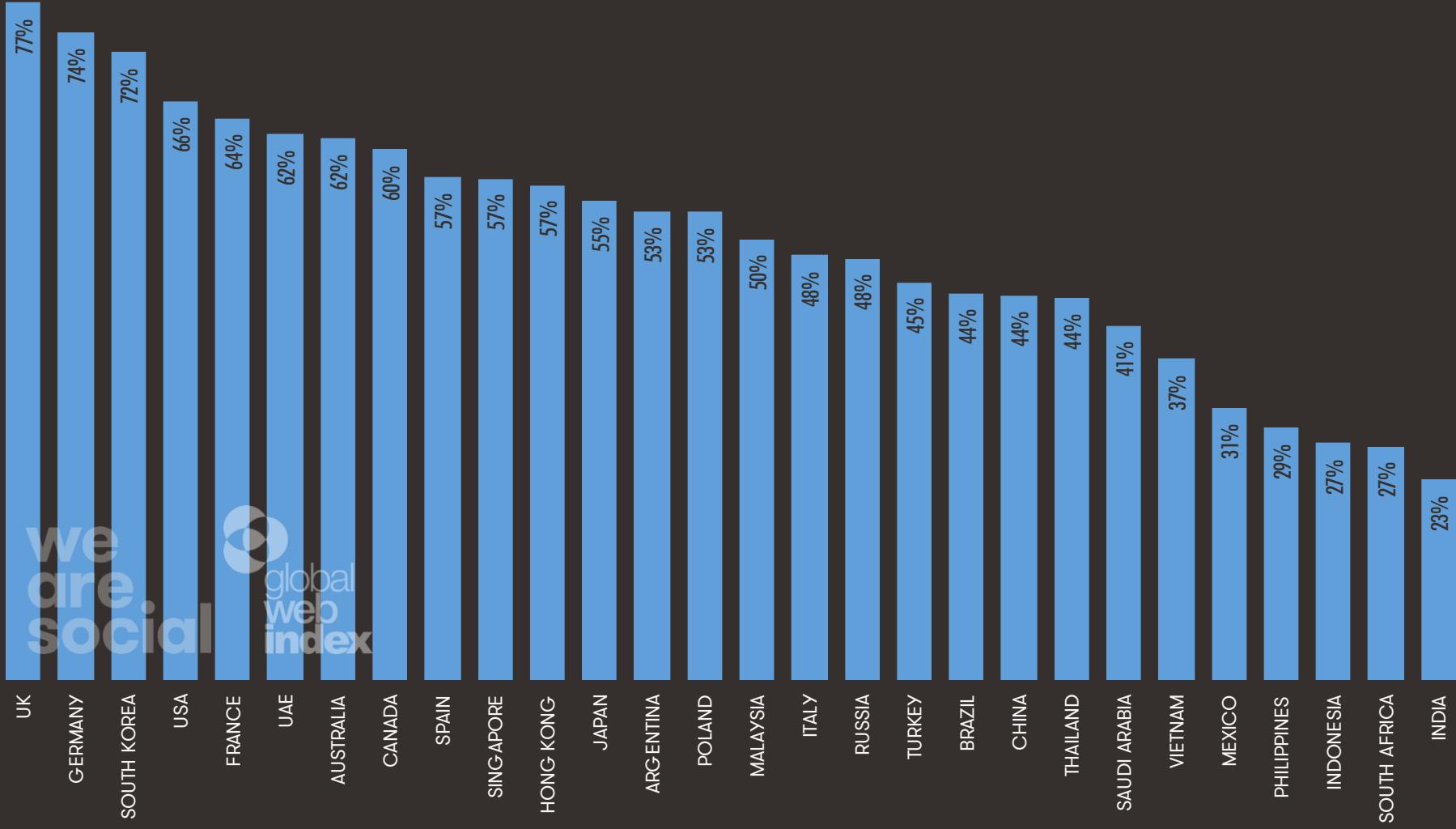
EGYPT

1.7

JAN
2016

ACTIVE E-COMMERCE SHOPPERS

PERCENTAGE OF THE NATIONAL POPULATION WHO BOUGHT SOMETHING ONLINE IN THE PAST MONTH [SURVEY-BASED]





GLOBAL SOCIAL MEDIA USAGE

JAN
2016

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USER NUMBERS REPORTED BY EACH COUNTRY'S MOST ACTIVE PLATFORM

TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



2.31B

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



31%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



1.97B

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION

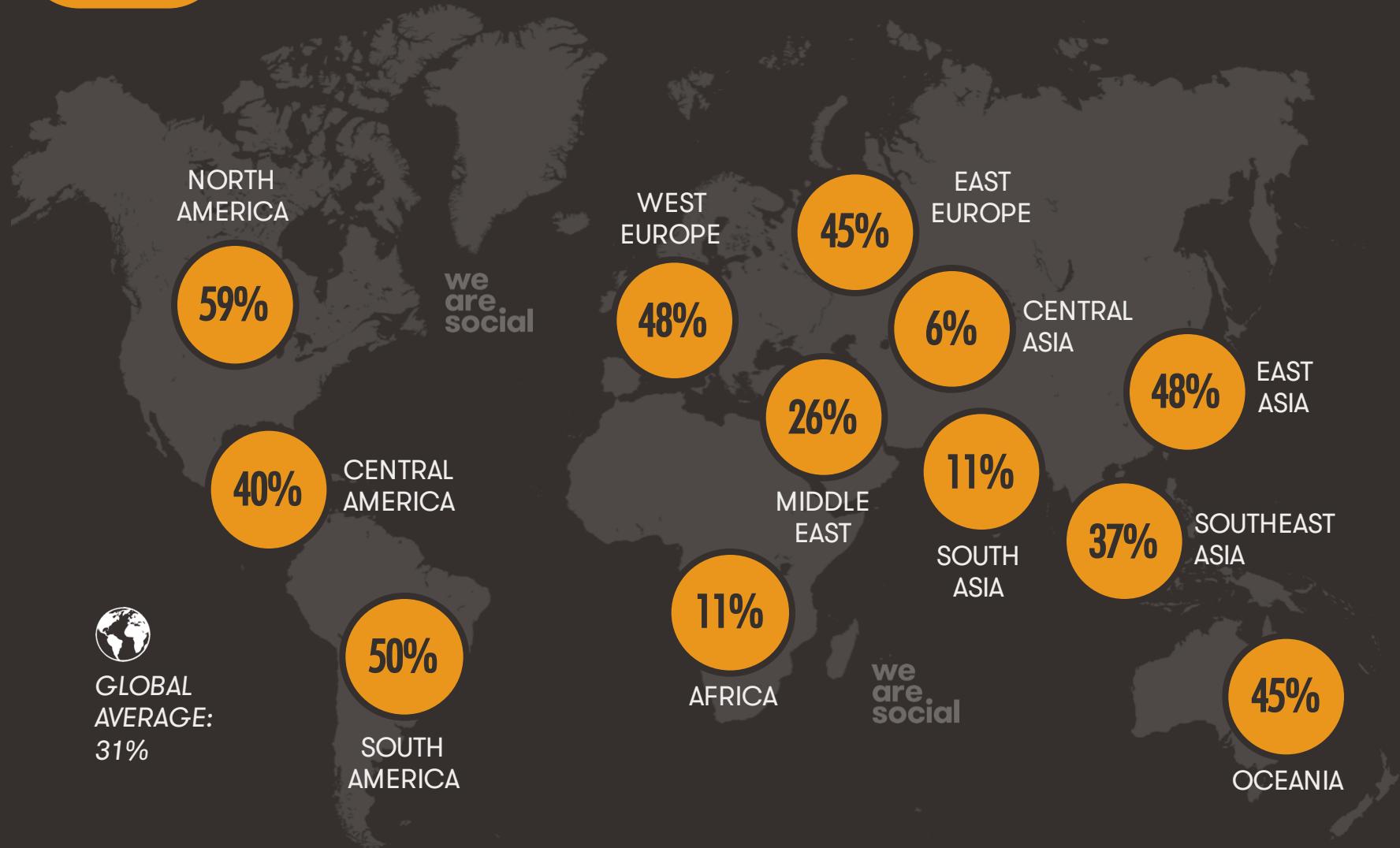


27%

JAN
2016

SOCIAL MEDIA USE

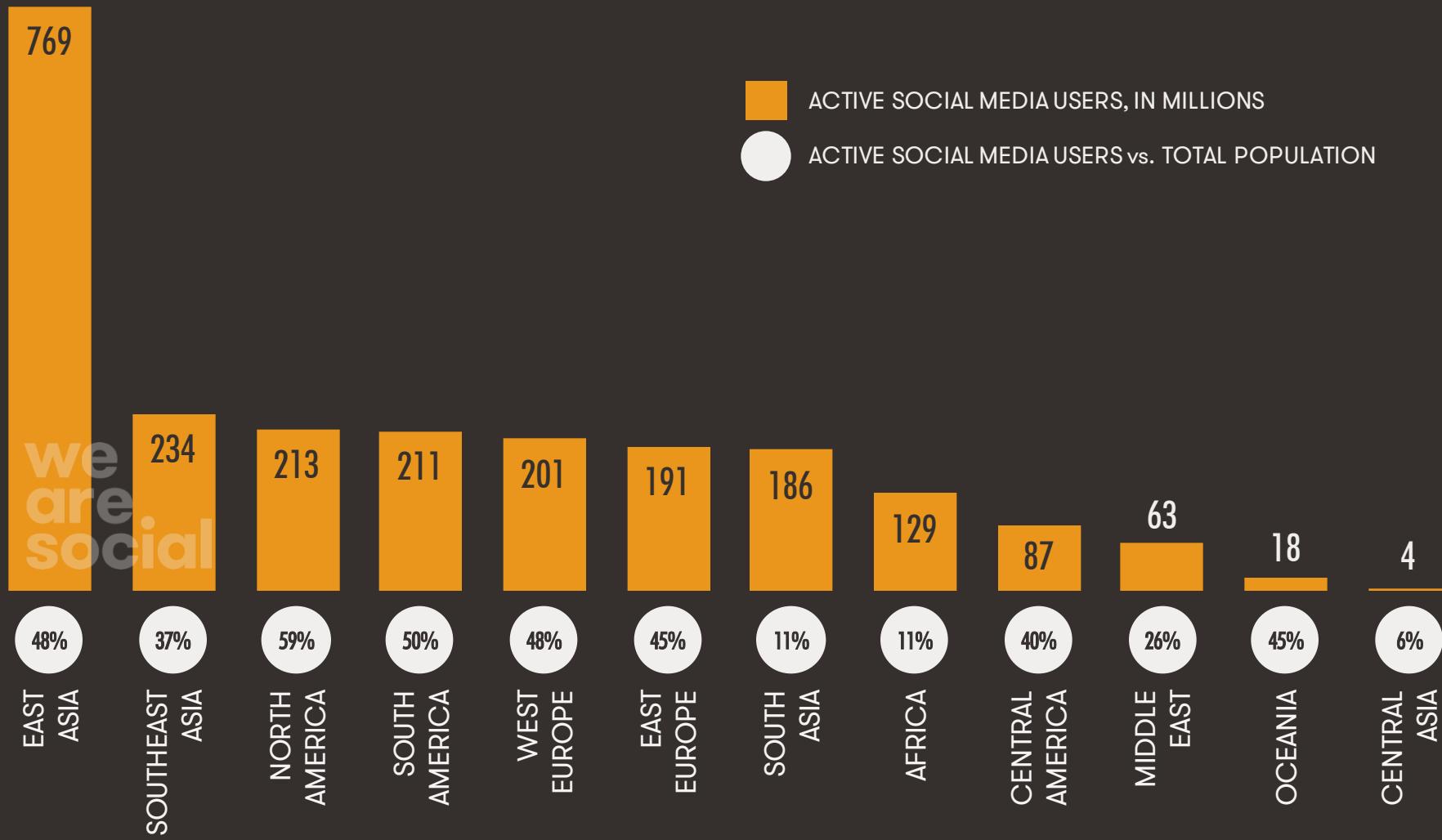
TOTAL ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION



JAN
2016

SOCIAL MEDIA REGIONAL OVERVIEW

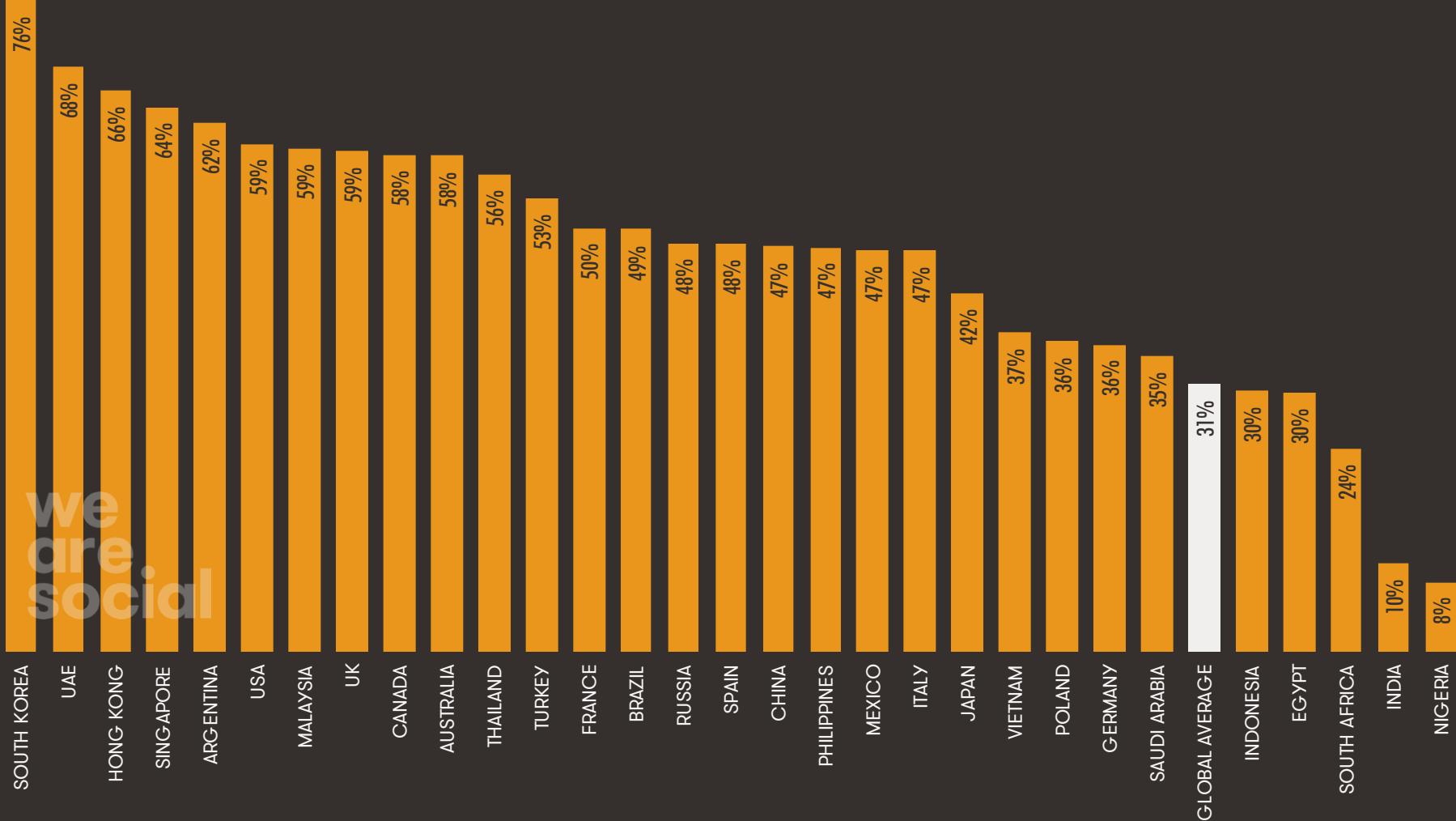
ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY (IN MILLIONS) COMPARED TO POPULATION



JAN
2016

SOCIAL MEDIA USE BY COUNTRY

ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION



JAN
2016

SOCIAL MEDIA RANKINGS

BASED ON SOCIAL MEDIA USE IN COUNTRIES WITH NATIONAL POPULATIONS OF 50,000 PEOPLE OR MORE

HIGHEST SOCIAL MEDIA PENETRATION

#	COUNTRY	%	USERS
01	TAIWAN	77%	18,000,000
02	SOUTH KOREA	76%	38,400,000
03	QATAR	75%	1,700,000
04	ICELAND	73%	240,000
05	UAE	68%	6,300,000
06	ARUBA	68%	77,000
07	FAROE ISLANDS	67%	34,000
08	GREENLAND	66%	37,000
09	HONG KONG	66%	4,800,000
10	MALTA	64%	270,000

LOWEST SOCIAL MEDIA PENETRATION

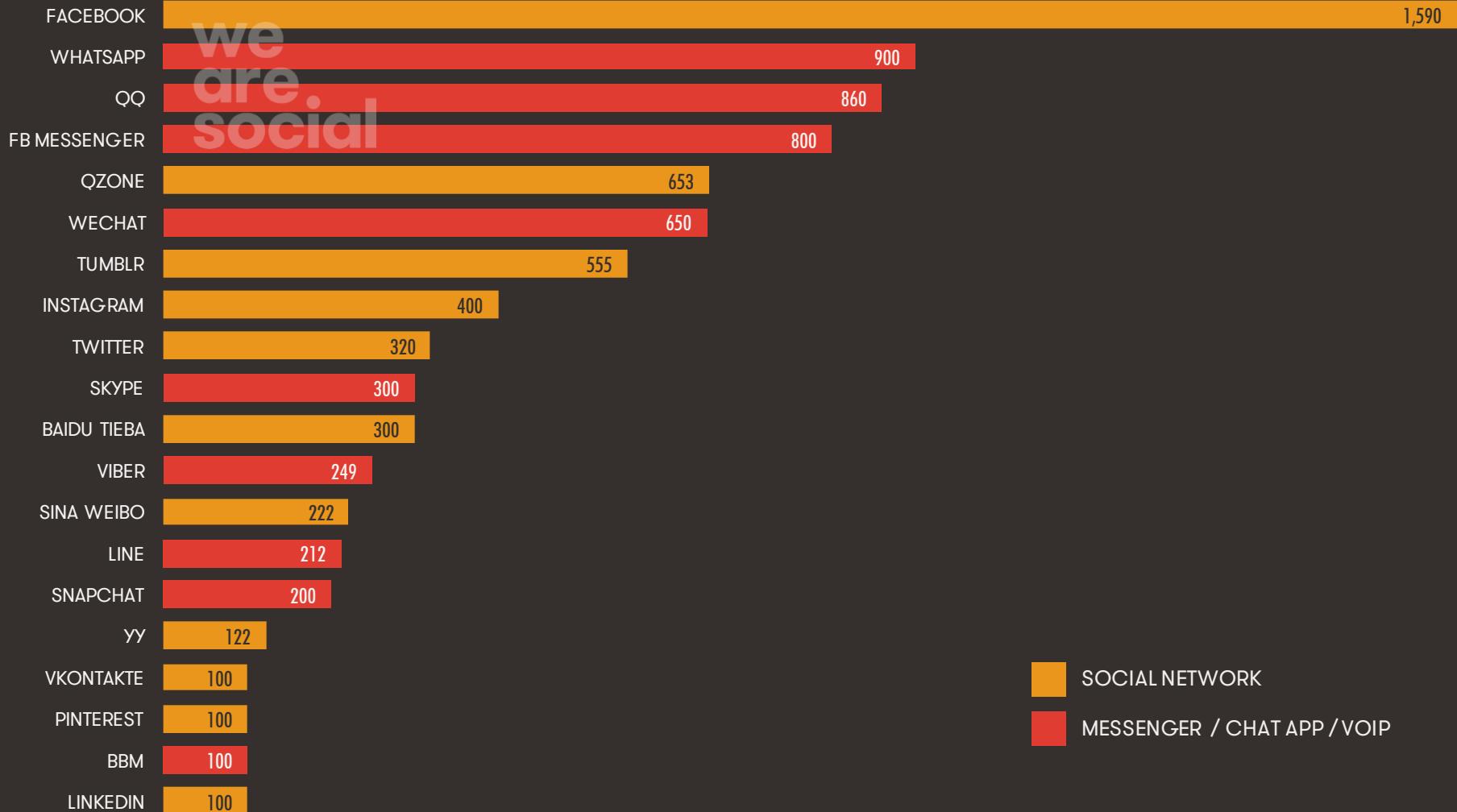
#	COUNTRY	%	USERS
214	NORTH KOREA	0.03%	6,800
213	TURKMENISTAN	0.2%	12,000
212	CURAÇAO	0.6%	950
211	NIGER	0.9%	190,000
210	CENTRAL AFRICAN REP.	1.3%	63,000
209	SOUTH SUDAN	1.3%	160,000
208	ERITREA	1.3%	68,000
207	TAJIKISTAN	1.4%	120,000
206	CHAD	1.4%	200,000
205	UZBEKISTAN	1.5%	460,000

JAN
2016

UPDATED

ACTIVE USERS BY SOCIAL PLATFORM

MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS BY PLATFORM, IN MILLIONS

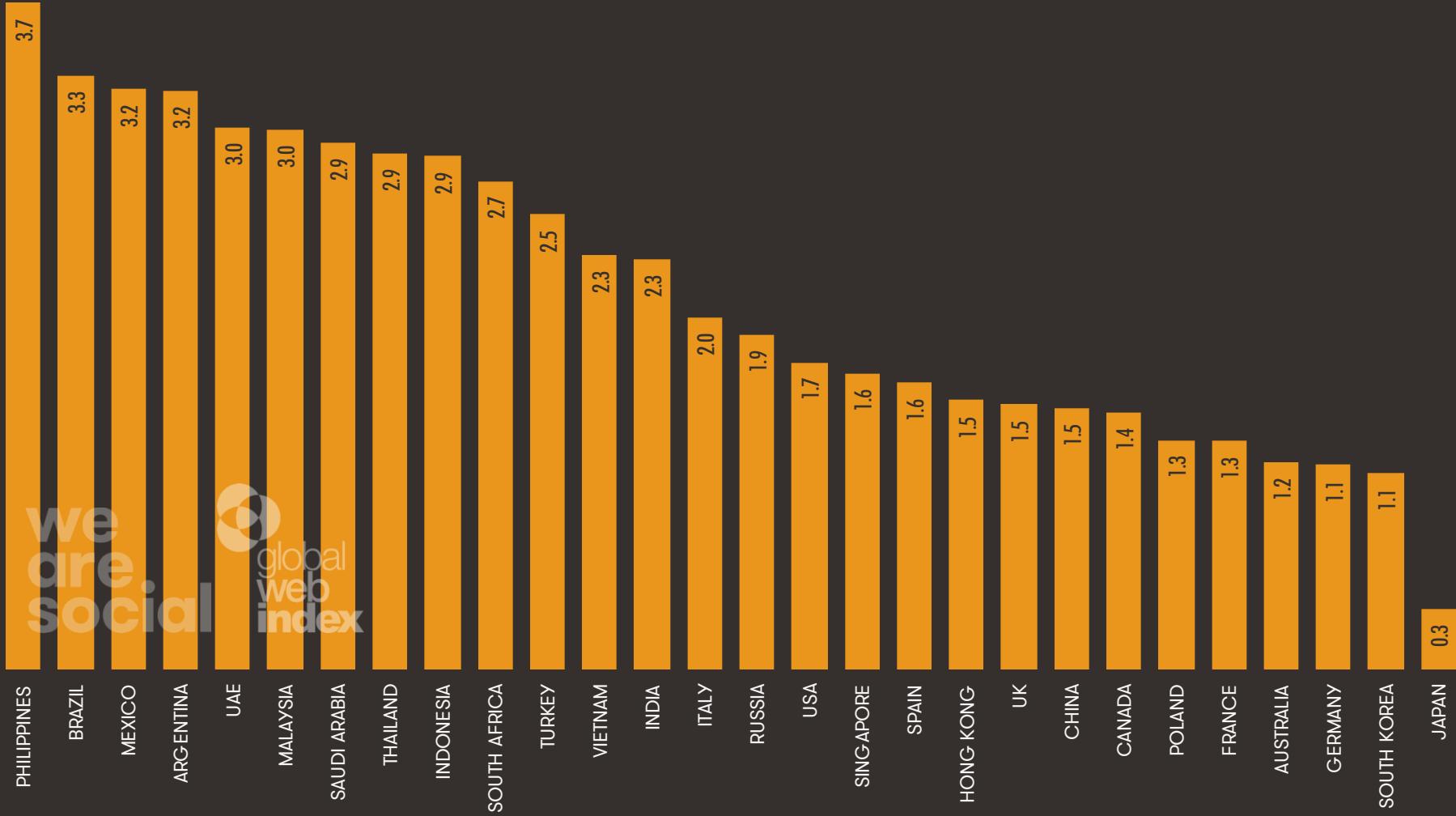


█ SOCIAL NETWORK
█ MESSENGER / CHAT APP / VOIP

JAN
2016

TIME SPENT ON SOCIAL MEDIA

AVERAGE NUMBER OF HOURS THAT SOCIAL MEDIA USERS SPEND USING SOCIAL MEDIA EACH DAY



JAN
2016

FACEBOOK USE BY DEVICE

BASED ON THE GLOBAL NUMBER OF ACTIVE USER ACCOUNTS ACCESSING FACEBOOK VIA EACH DEVICE, IN MILLIONS

ACTIVE ACCOUNTS
ACCESSING VIA DESKTOP
OR LAPTOP COMPUTERS



we
are.
social

ACTIVE ACCOUNTS
ACCESSING VIA
SMARTPHONES



we
are.
social

ACTIVE ACCOUNTS
ACCESSING VIA
FEATURE PHONES



we
are.
social

ACTIVE ACCOUNTS
ACCESSING VIA
TABLETS



748M

PERCENTAGE OF TOTAL:

50%

1,259M

PERCENTAGE OF TOTAL:

83%

38M

PERCENTAGE OF TOTAL:

2%

221M

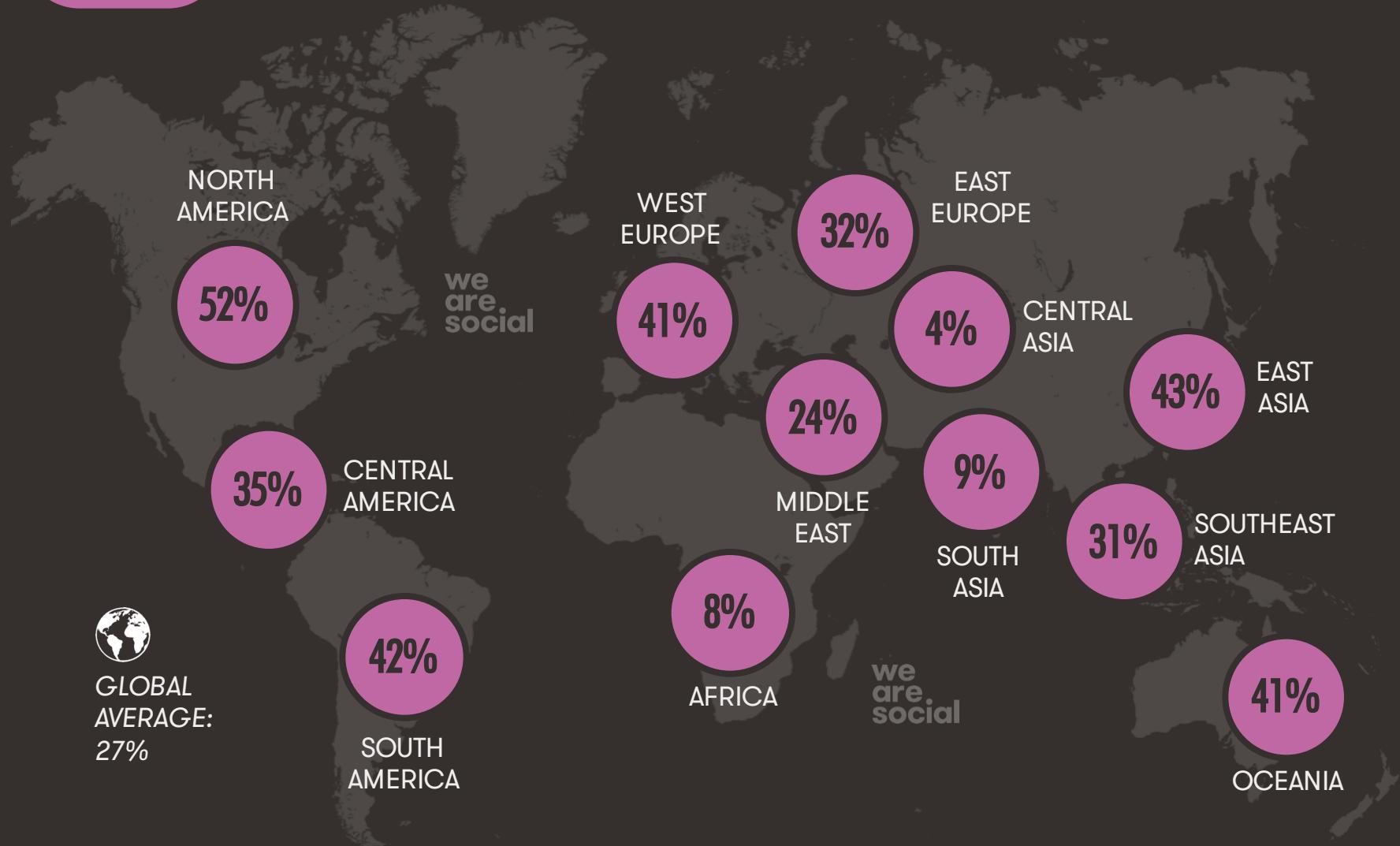
PERCENTAGE OF TOTAL:

15%

JAN
2016

MOBILE SOCIAL USE

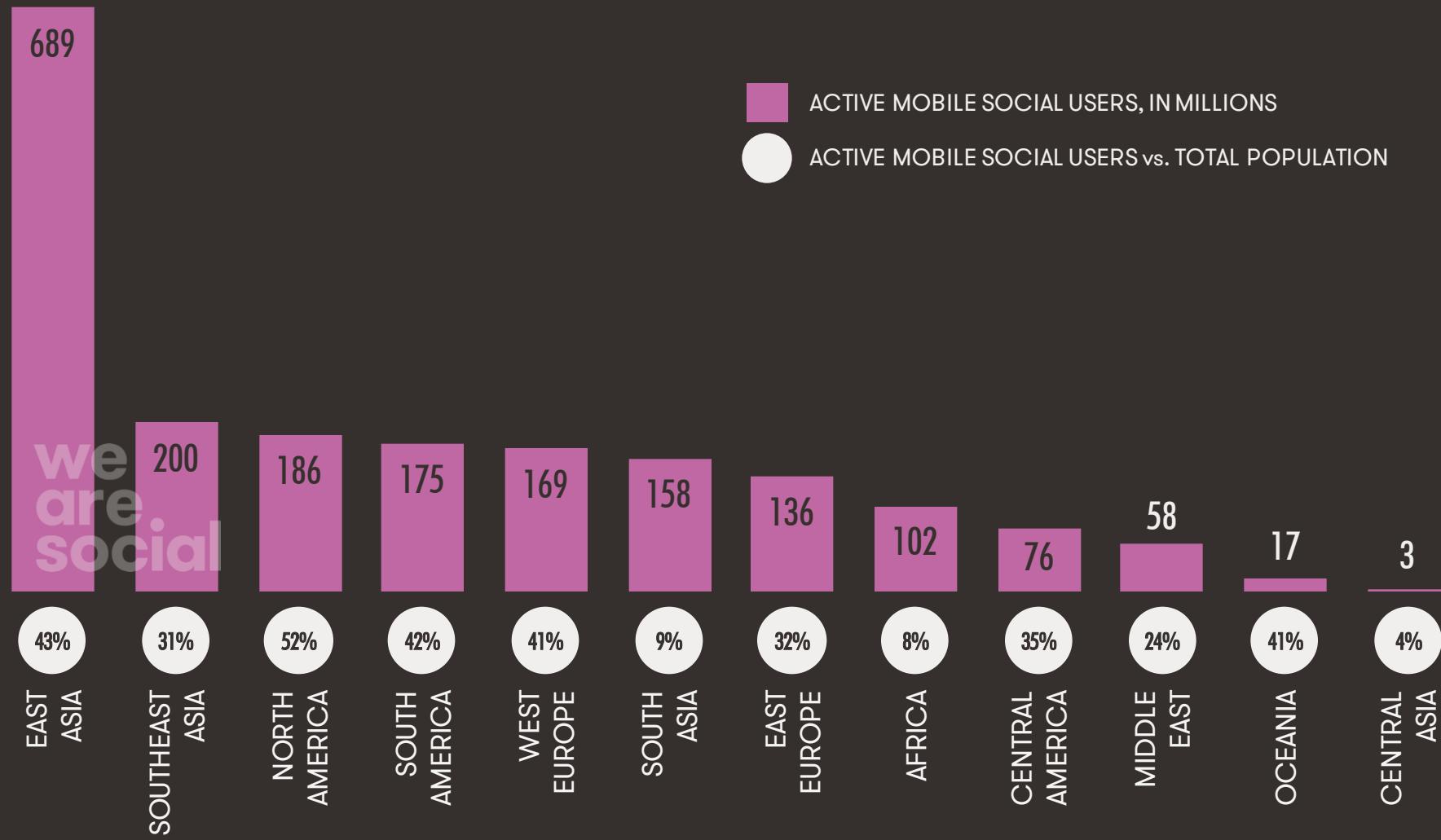
ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY ACCESSING VIA MOBILE, COMPARED TO POPULATION



JAN
2016

MOBILE SOCIAL REGIONAL OVERVIEW

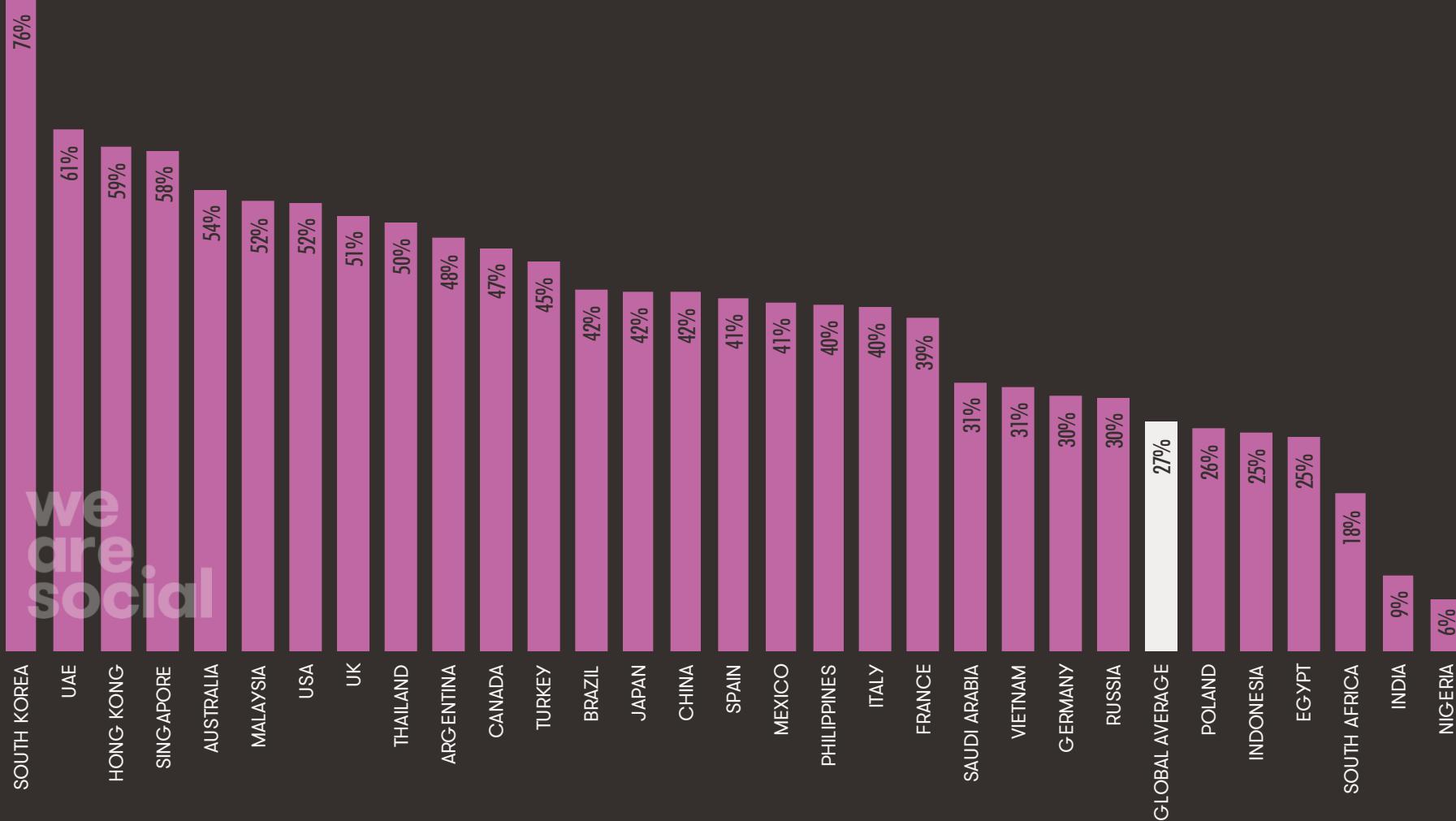
MOBILE-ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY (IN MILLIONS) COMPARED TO POPULATION



JAN
2016

MOBILE SOCIAL USE BY COUNTRY

ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY ACCESSING VIA MOBILE, COMPARED TO POPULATION



JAN
2016

MOBILE SOCIAL RANKINGS

BASED ON MOBILE SOCIAL MEDIA USE IN COUNTRIES WITH NATIONAL POPULATIONS OF 50,000 PEOPLE OR MORE

HIGHEST MOBILE SOCIAL MEDIA PENETRATION

#	COUNTRY	%	USERS
01	SOUTH KOREA	76%	38,400,000
02	QATAR	66%	1,500,000
03	TAIWAN	we are social	64% 15,000,000
04	ARUBA	62%	70,000
05	UAE	61%	5,600,000
06	ICELAND	60%	200,000
07	HONG KONG	59%	4,300,000
08	GREENLAND	59%	33,000
09	BRUNEI	59%	250,000
10	SINGAPORE	58%	3,300,000

LOWEST MOBILE SOCIAL MEDIA PENETRATION

#	COUNTRY	%	USERS
214	NORTH KOREA	0.02%	4,000
213	TURKMENISTAN	0.2%	8,600
212	ERITREA	we are social	0.7% 38,000
211	NIGER	0.8%	160,000
210	CENTRAL AFRICAN REP.	0.8%	42,000
209	TAJIKISTAN	0.9%	74,400
208	SOUTH SUDAN	1.0%	130,000
207	UZBEKISTAN	1.2%	350,000
206	CHAD	1.2%	170,000
205	CONGO (DEM. REP.)	2.0%	1,600,000



GLOBAL MOBILE PHONE USAGE

JAN
2016

MOBILE USERS vs. CONNECTIONS

GSMA INTELLIGENCE DATA

UNIQUE
MOBILE USERS
WORLDWIDE



3.8B

MOBILE
CONNECTIONS
WORLDWIDE



7.3B

ERICSSON MOBILITY REPORT DATA

UNIQUE
MOBILE USERS
WORLDWIDE



*we
are
social*

4.9B

MOBILE
CONNECTIONS
WORLDWIDE

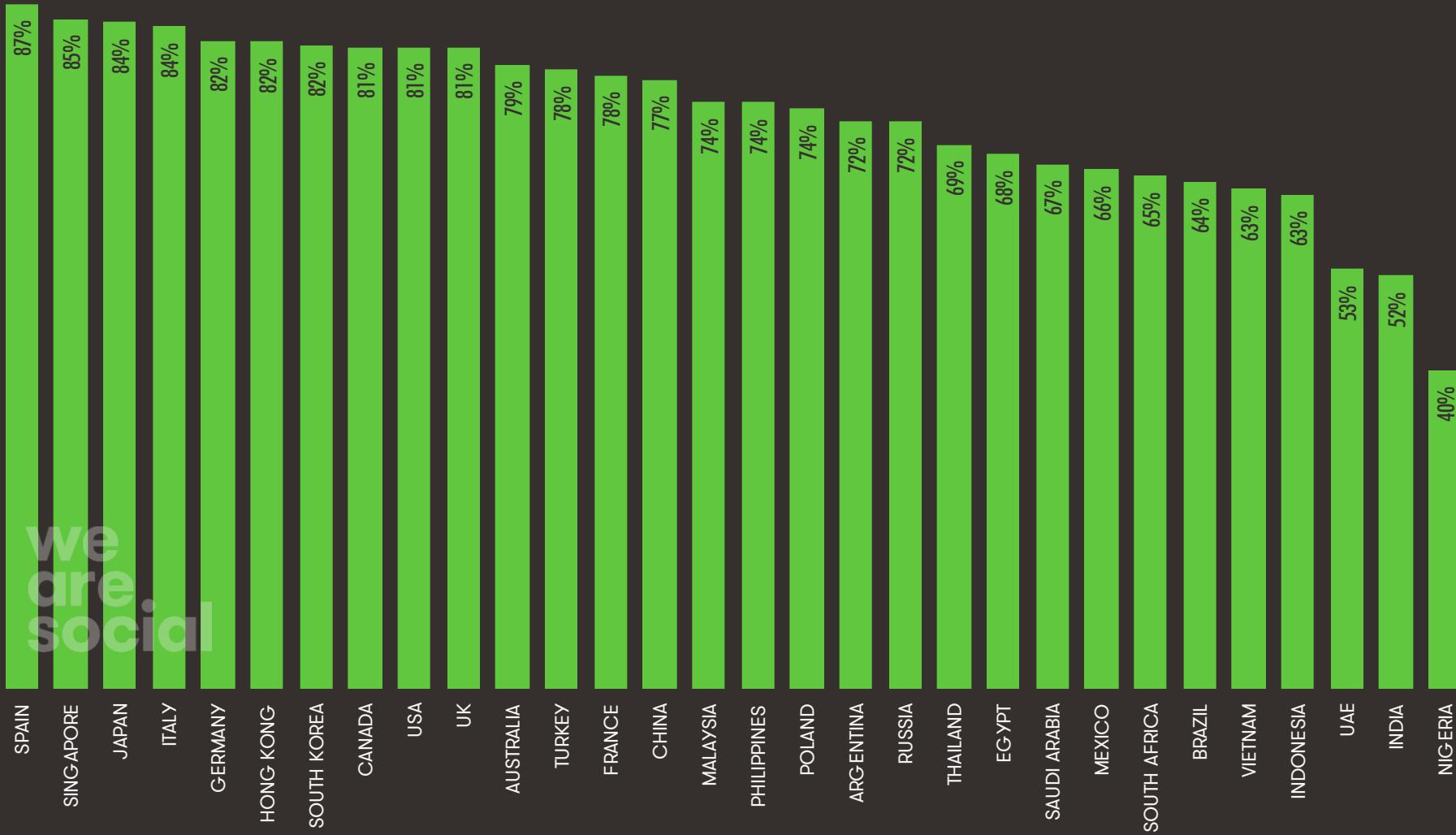


7.4B

JAN
2016

UNIQUE MOBILE USERS BY COUNTRY

MOBILE USERS BY COUNTRY, COMPARED TO NATIONAL POPULATIONS



JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



7.32B

99%

76%

24%

47%

JAN
2016

MOBILE CONNECTIONS BY DEVICE

BASED ON THE TOTAL NUMBER OF SMARTPHONE CONNECTIONS AROUND THE WORLD

TOTAL GLOBAL
CONNECTIONS
(ALL DEVICES)



CONNECTIONS
ORIGINATING FROM
SMARTPHONE
DEVICES



SMARTPHONE
CONNECTIONS AS
A PERCENTAGE OF
TOTAL CONNECTIONS



CONNECTIONS
ORIGINATING FROM
FEATURE-PHONE
DEVICES



FEATURE-PHONE
CONNECTIONS AS
A PERCENTAGE OF
TOTAL CONNECTIONS



7.3B

3.4B

46%

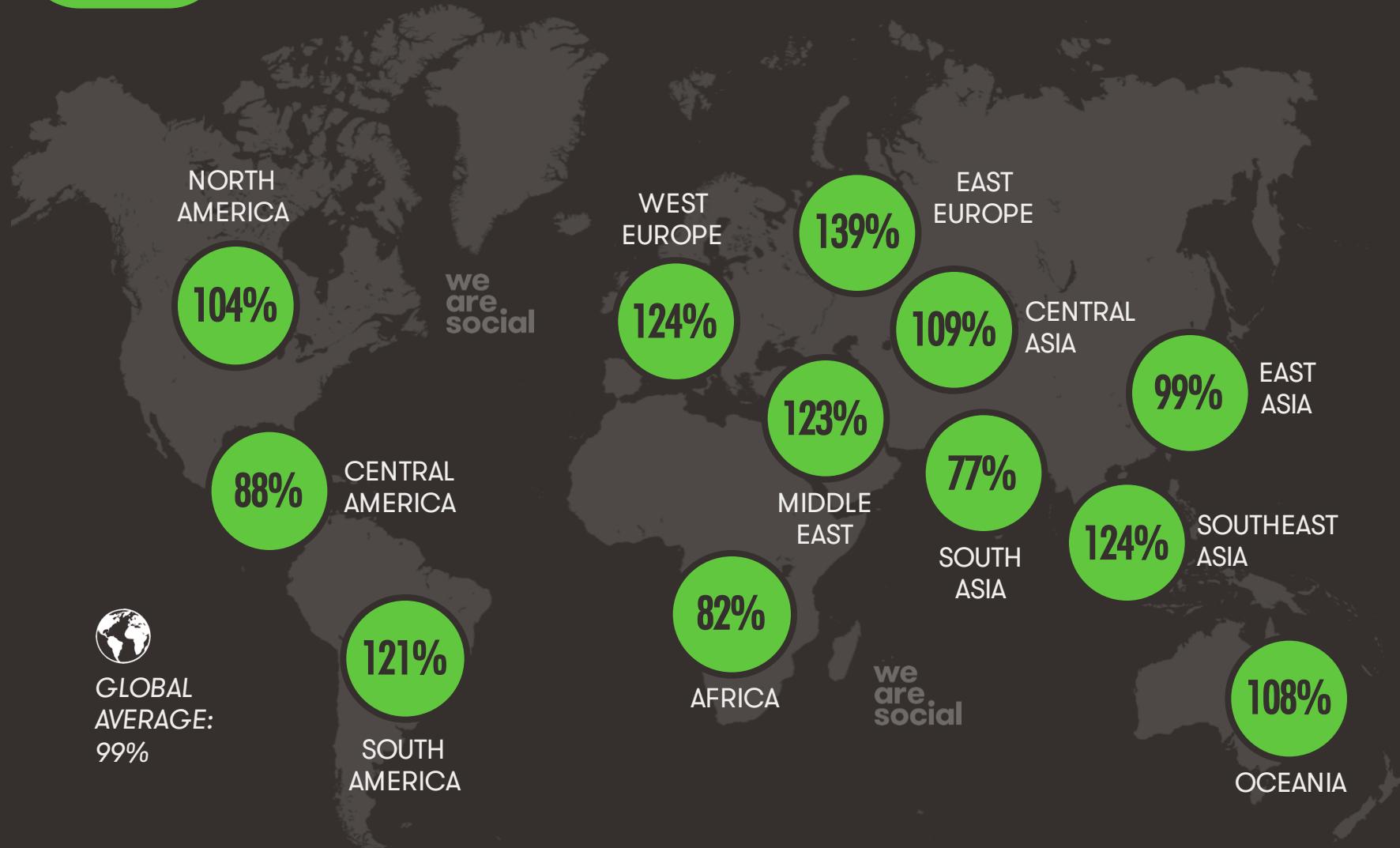
3.7B

51%

JAN
2016

MOBILE CONNECTIONS

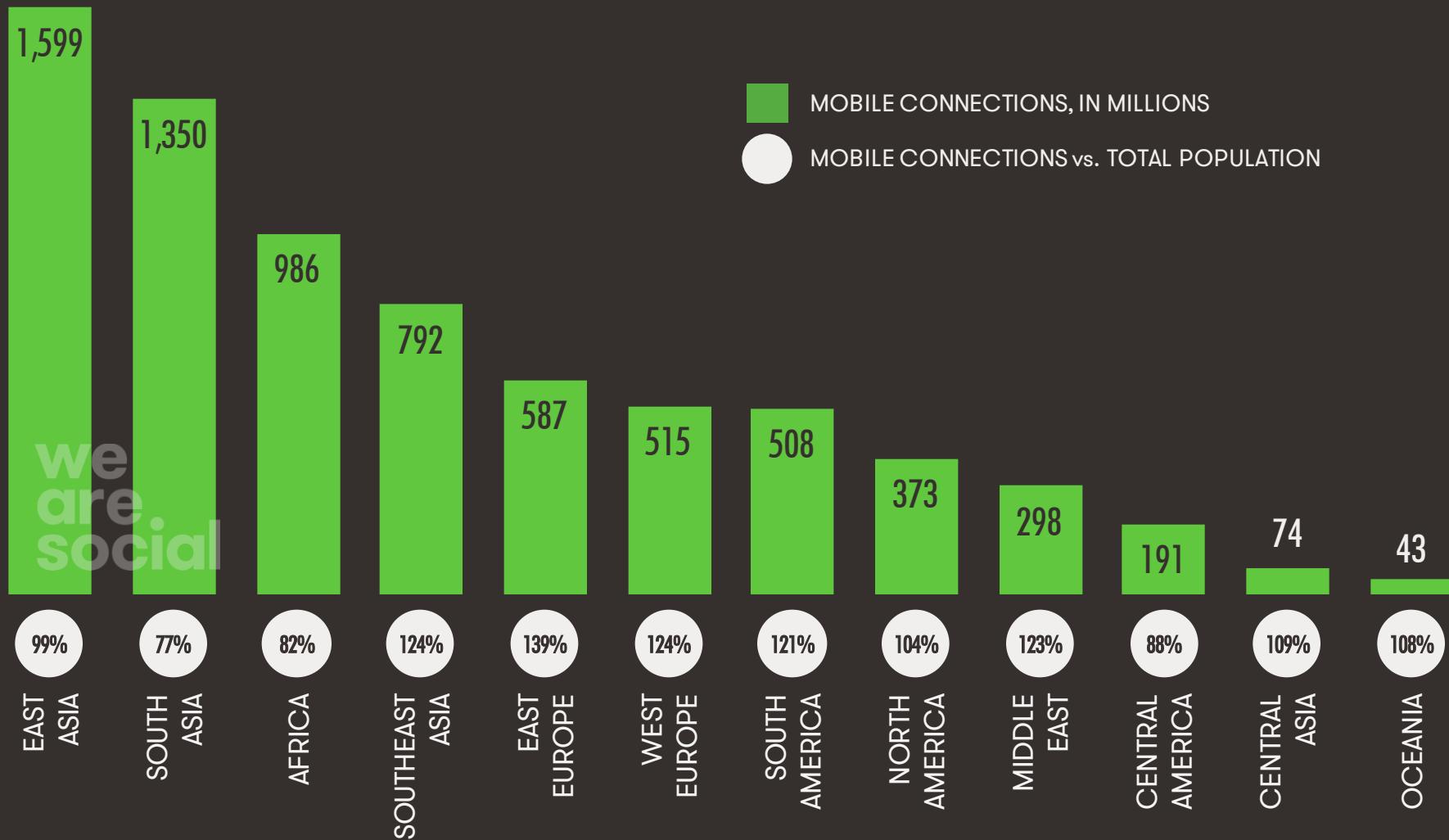
THE NUMBER OF MOBILE CONNECTIONS COMPARED TO POPULATION



JAN
2016

MOBILE REGIONAL OVERVIEW

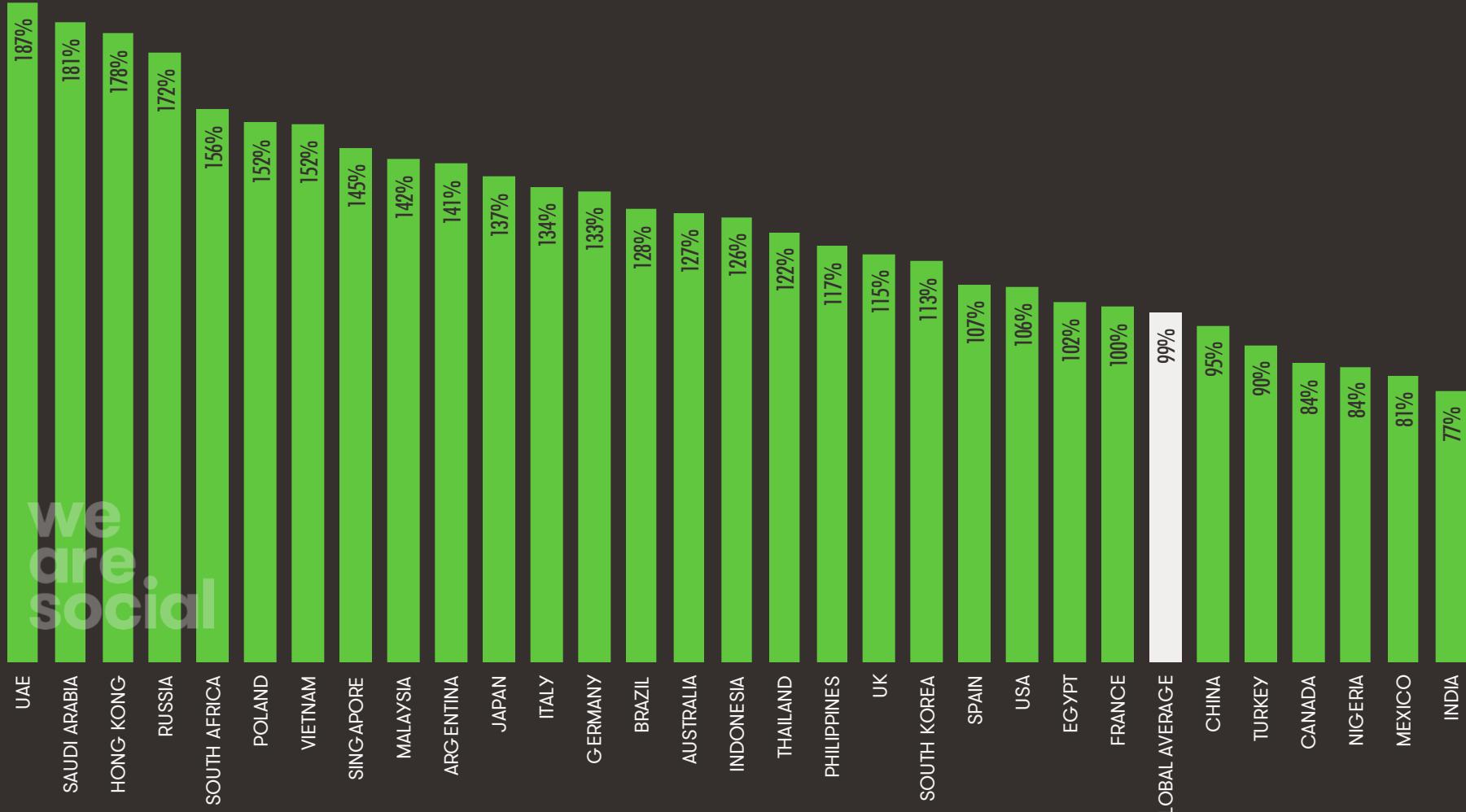
MOBILE CONNECTIONS (IN MILLIONS), AND MOBILE CONNECTIONS AS A PERCENTAGE OF POPULATION, BY REGION



JAN
2016

MOBILE CONNECTIONS BY COUNTRY

MOBILE CONNECTIONS BY COUNTRY, COMPARED TO NATIONAL POPULATIONS



JAN
2016

MOBILE CONNECTION RANKINGS

BASED ON MOBILE CONNECTIONS IN COUNTRIES WITH NATIONAL POPULATIONS OF 50,000 PEOPLE OR MORE

HIGHEST RATIO OF MOBILE CONNECTIONS TO POPULATION

#	COUNTRY	%	TOTAL
01	MACAU	313%	1,851,238
02	QATAR	209%	4,731,736
03	MALDIVES	198%	724,742
04	KUWAIT	192%	7,586,502
05	ANTIGUA & BARBUDA	189%	176,991
06	FINLAND	188%	10,379,579
07	BAHRAIN	188%	2,609,524
08	UAE	187%	17,192,339
09	USA	182%	193,732
10	SAINT KITTS & NEVIS	181%	101,229

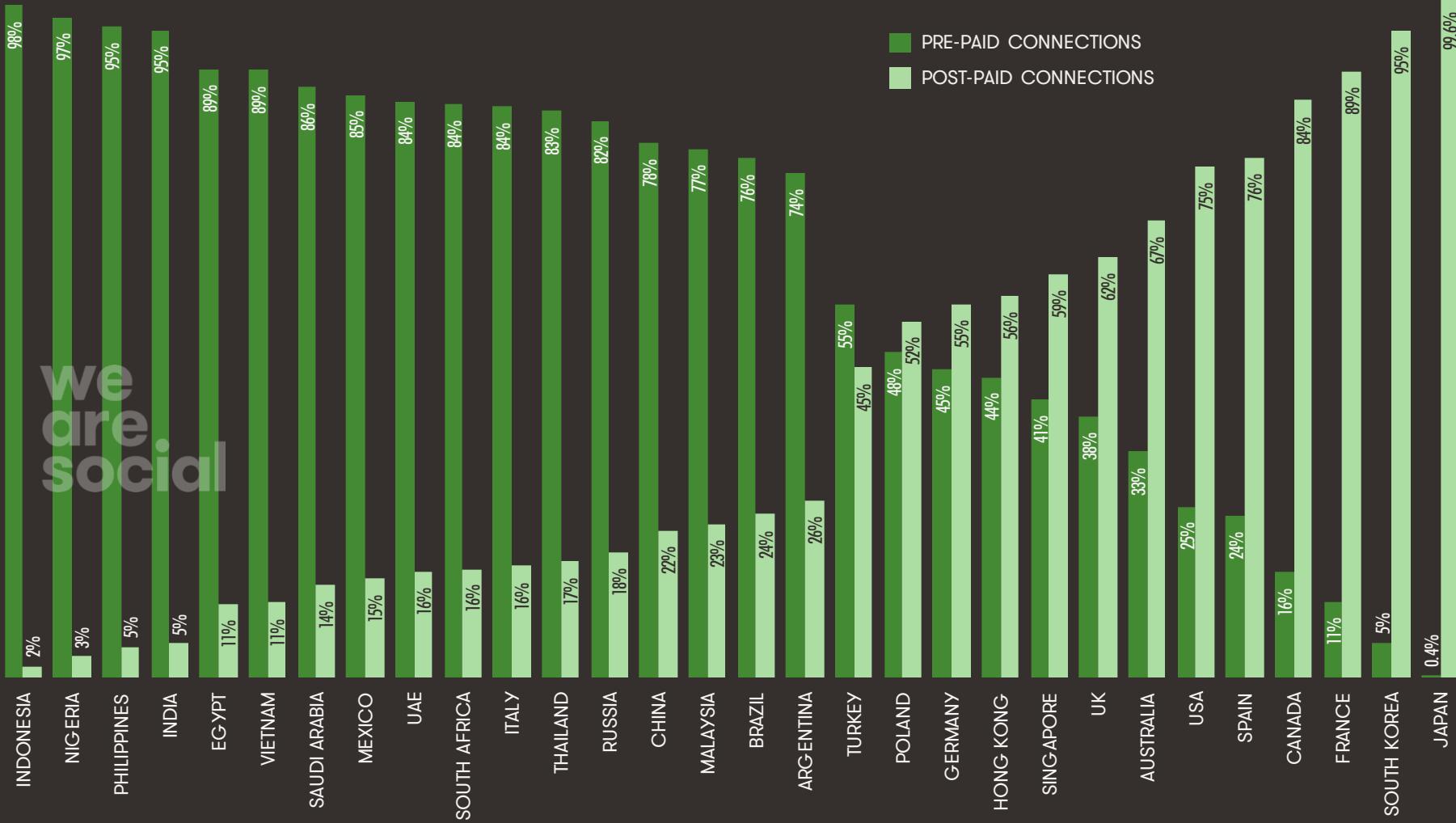
LOWEST RATIO OF MOBILE CONNECTIONS TO POPULATION

#	COUNTRY	%	TOTAL
214	MICRONESIA	4%	18,516
213	ERITREA	9%	499,769
212	NORTH KOREA	13%	3,310,941
211	KIRIBATI	20%	22,718
210	MADAGASCAR	31%	7,685,207
209	CUBA	33%	3,715,294
208	SOUTH SUDAN	33%	4,141,365
207	NIGER	35%	7,117,396
206	MALAWI	38%	6,558,496
205	CENTRAL AFRICAN REP.	38%	1,859,541

JAN
2016

PRE-PAY vs POST-PAY CONNECTIONS

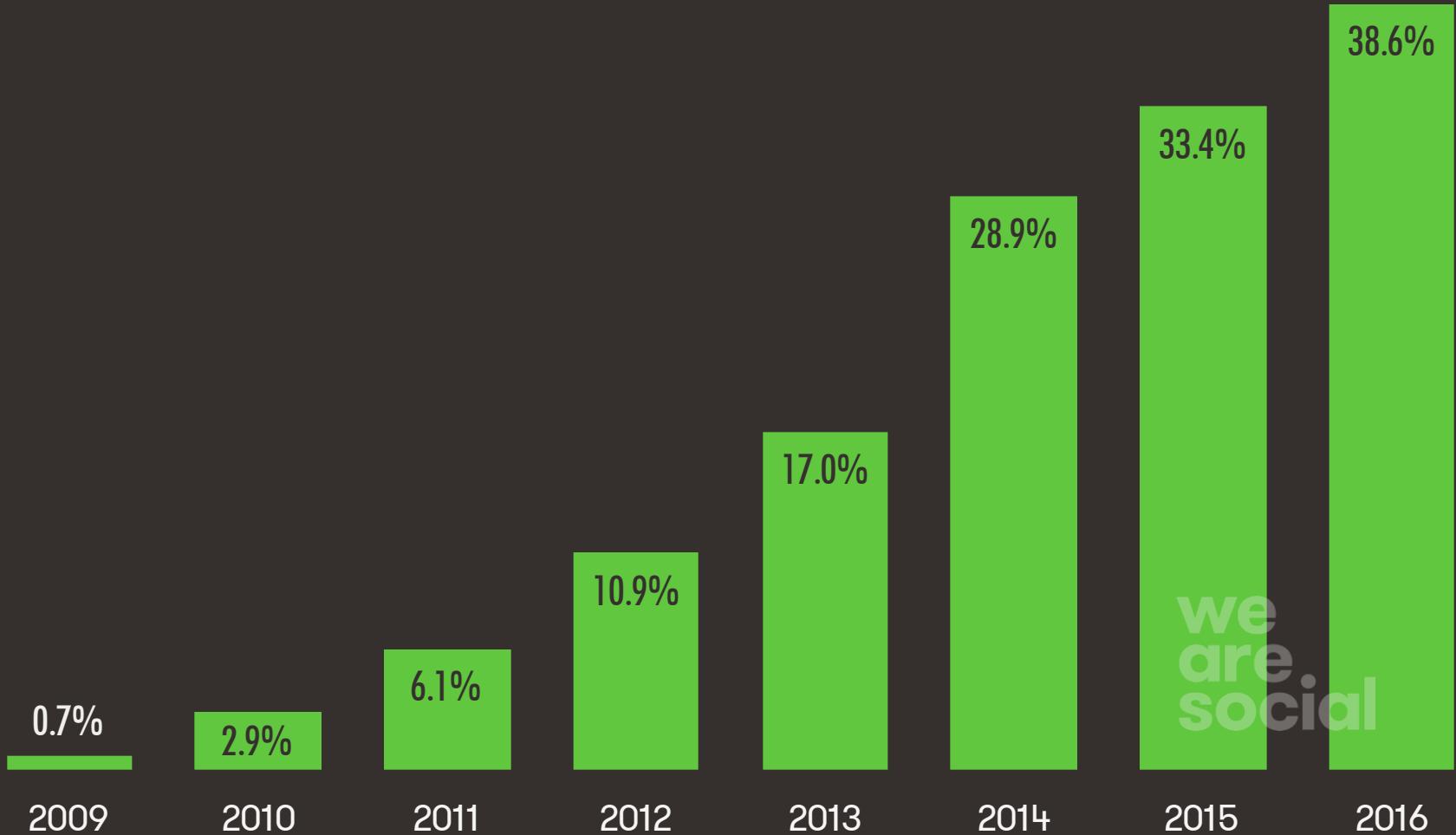
PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PAID IN ADVANCE vs. PAID AT THE END OF A CONTRACTUAL PERIOD



JAN
2016

MOBILE'S SHARE OF WEB TRAFFIC

PERCENTAGE OF ALL GLOBAL WEB PAGES SERVED TO MOBILE PHONES IN JANUARY OF EACH YEAR



JAN
2016

PLATFORMS' SHARE OF MOBILE WEB

BASED ON EACH PLATFORM'S SHARE OF TOTAL GLOBAL MOBILE WEB PAGE REQUESTS

PERCENTAGE OF GLOBAL
MOBILE WEB PAGE REQUESTS
ORIGINATING FROM
APPLE IOS DEVICES



19%

PERCENTAGE OF GLOBAL
MOBILE WEB PAGE REQUESTS
ORIGINATING FROM
ANDROID WEBKIT DEVICES



66%

PERCENTAGE OF GLOBAL
MOBILE WEB PAGE REQUESTS
ORIGINATING FROM OTHER
MOBILE OPERATING SYSTEMS

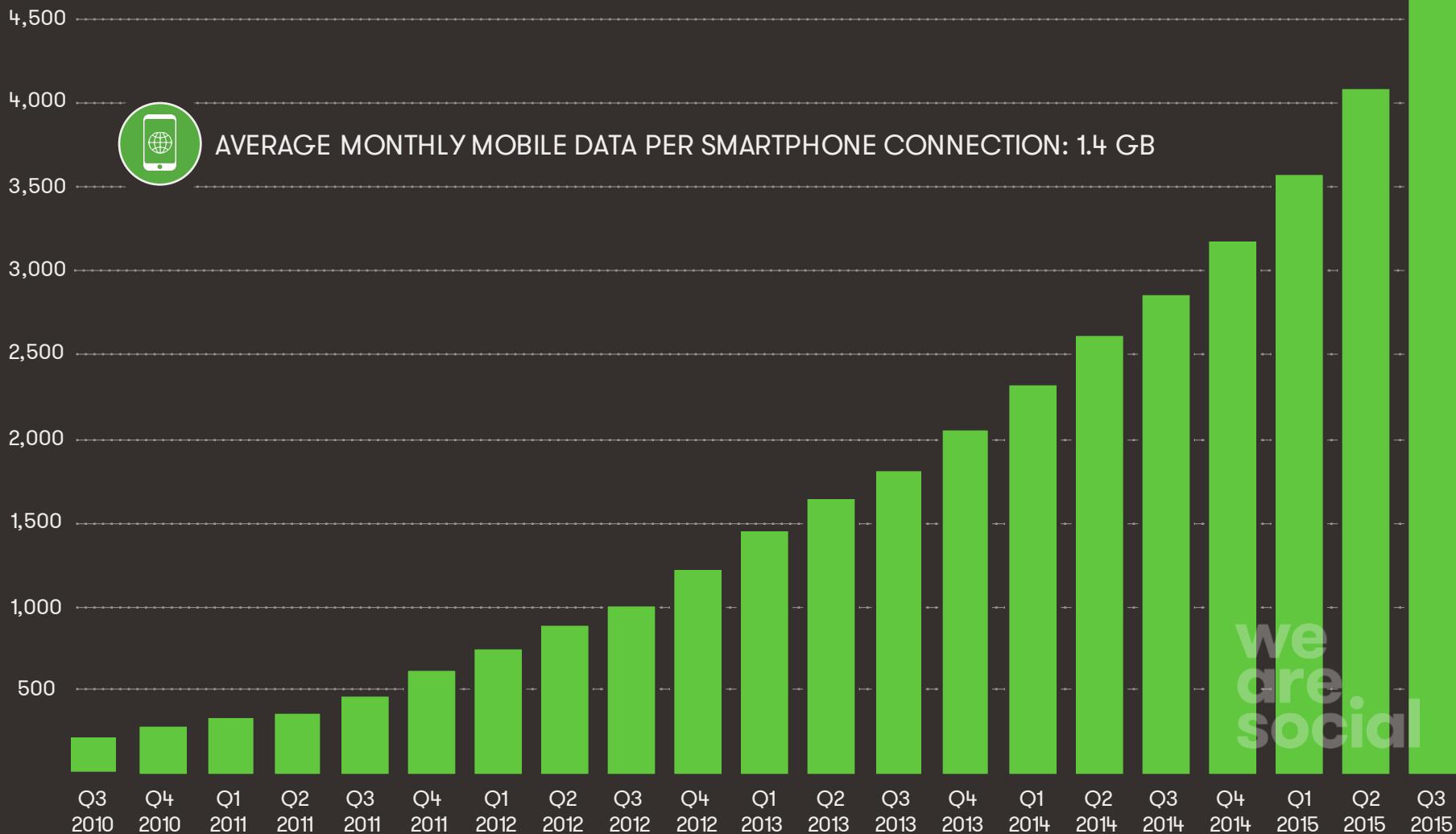


15%

JAN
2016

GLOBAL MOBILE DATA GROWTH

TOTAL MONTHLY GLOBAL MOBILE DATA TRAFFIC (UPLOAD & DOWNLOAD), IN PETABYTES (MILLIONS OF GIGABYTES)

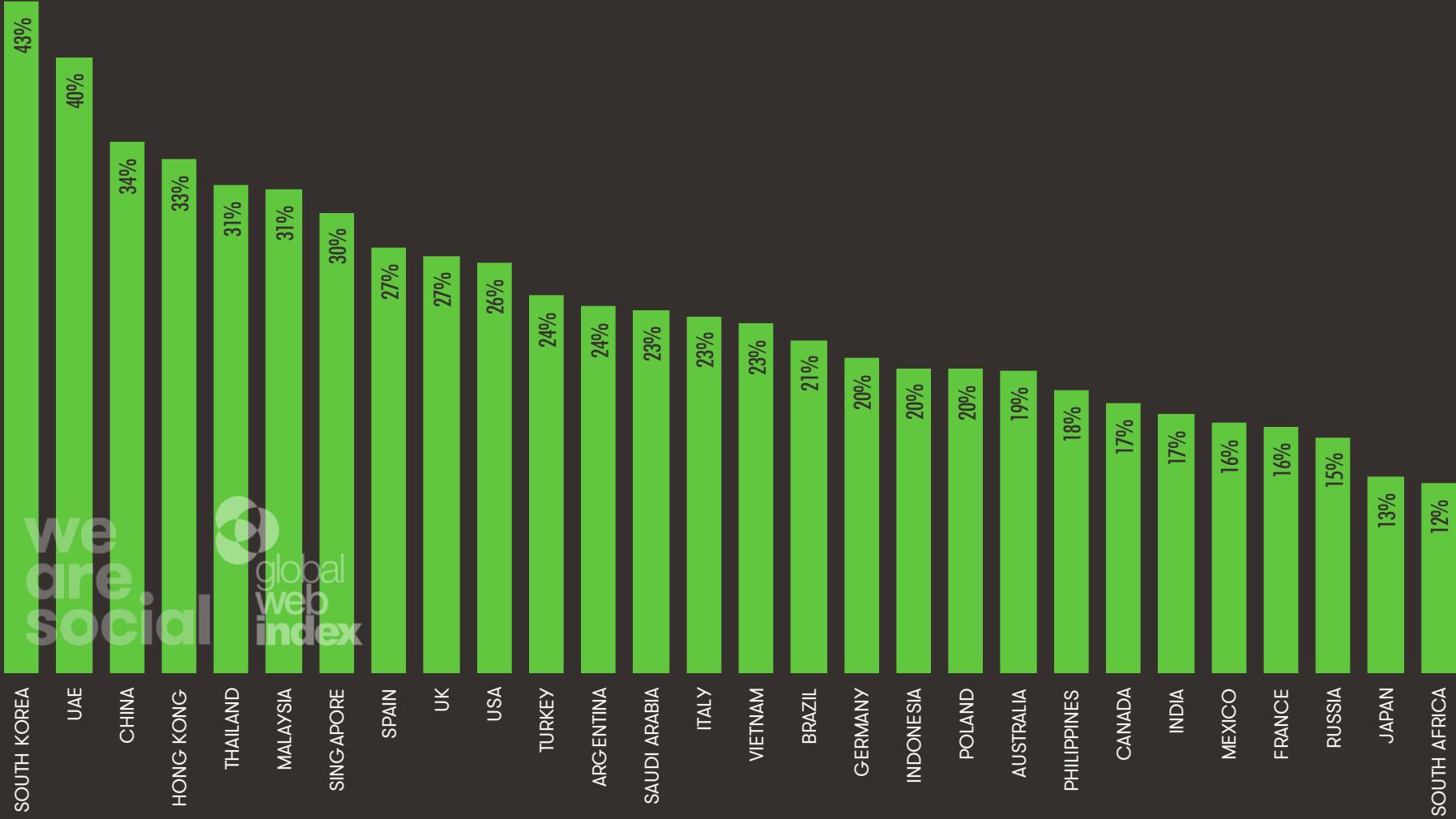


we
are.
social

JAN
2016

ACTIVE M-COMMERCE SHOPPERS

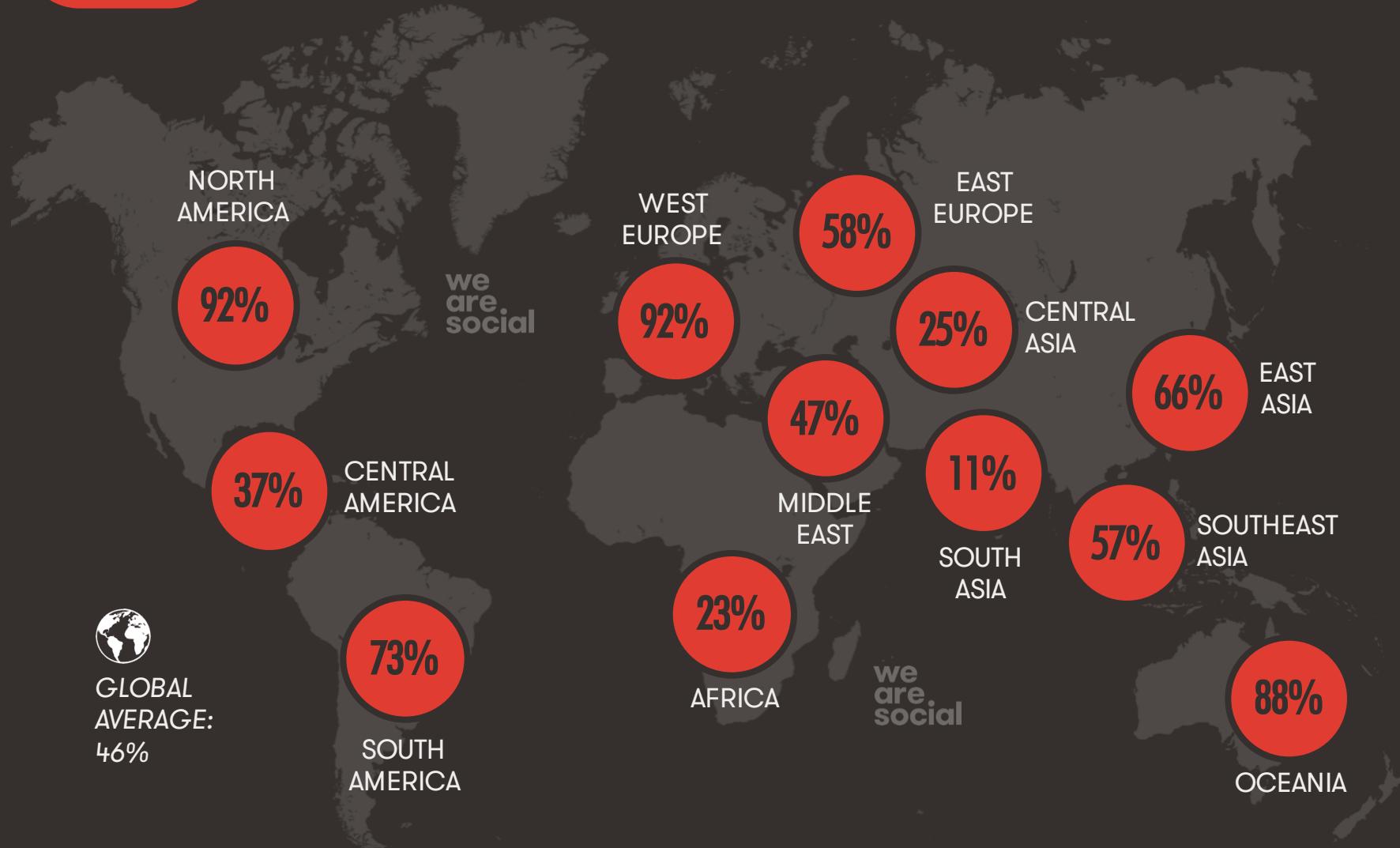
PERCENTAGE OF THE POPULATION WHO BOUGHT SOMETHING ONLINE VIA A PHONE IN THE PAST MONTH [SURVEY-BASED]



JAN
2016

BROADBAND MOBILE CONNECTIONS

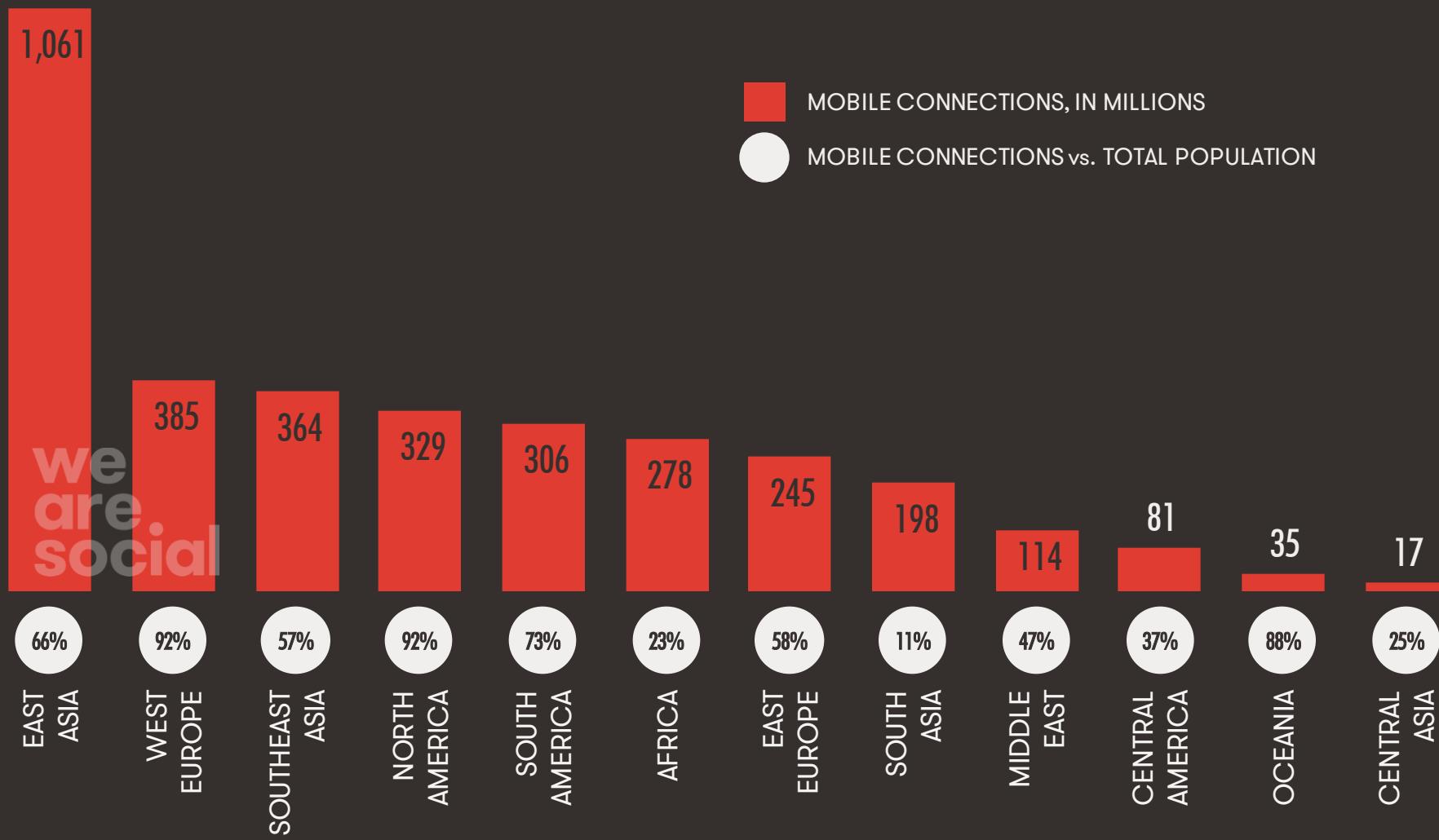
THE NUMBER OF BROADBAND MOBILE CONNECTIONS COMPARED TO POPULATION



JAN
2016

MOBILE BROADBAND BY REGION

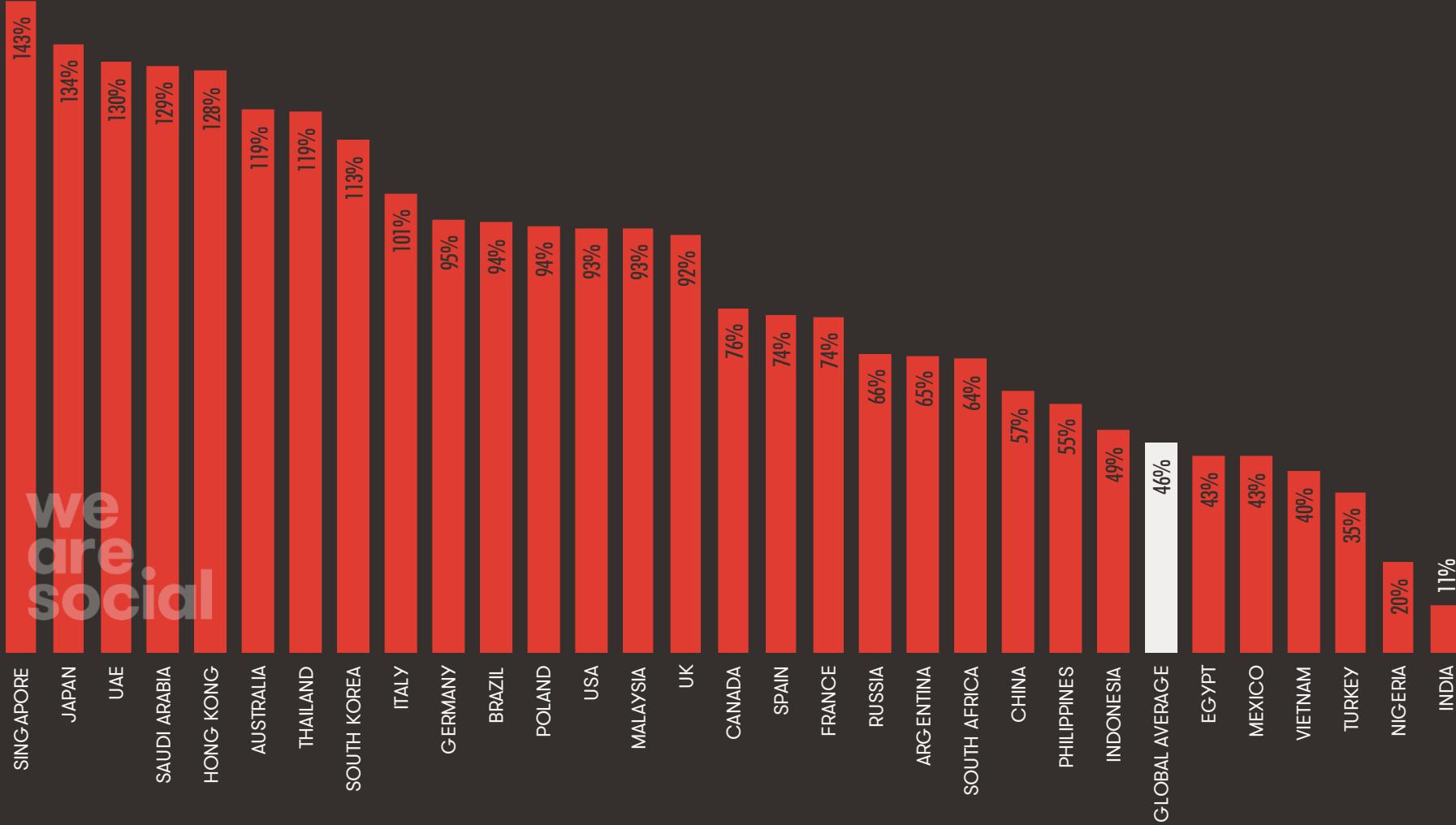
MOBILE BROADBAND CONNECTIONS (IN MILLIONS), AND AS A PERCENTAGE OF POPULATION, BY REGION



JAN
2016

MOBILE BROADBAND CONNECTIONS

ACTIVE 3G & 4G MOBILE CONNECTIONS, COMPARED TO THE TOTAL POPULATION



JAN
2016

MOBILE BROADBAND RANKINGS

BASED ON MOBILE BROADBAND CONNECTIONS IN COUNTRIES WITH NATIONAL POPULATIONS OF 50,000 PEOPLE OR MORE

HIGHEST RATIO OF 3G & 4G MOBILE CONNECTIONS TO POPULATION

#	COUNTRY	%	TOTAL
01	MACAU	308%	1,823,284
02	KUWAIT	156%	6,167,826
03	QATAR	146%	3,308,903
04	FINLAND	146%	8,041,060
05	SINGAPORE	143%	8,094,257
06	SWEDEN	138%	13,551,222
07	DENMARK	134%	7,622,808
08	JAPAN	134%	169,132,489
09	AUSTRIA	133%	11,371,331
10	UAE	130%	11,957,272

LOWEST RATIO OF 3G & 4G MOBILE CONNECTIONS TO POPULATION

#	COUNTRY	%	TOTAL
214	CENTRAL AFRICAN REP.	1%	31,798
213	GUINEA-BISSAU	1%	16,540
212	NIGER	1%	180,070
211	TONGA	1%	1,033
210	CHAD	2%	237,064
209	KIRIBATI	2%	1,886
208	SOMALIA	2%	184,464
207	BURUNDI	2%	203,701
206	TIMOR-LESTE	2%	28,684
205	GABON	4%	71,419



COUNTRY SNAPSHOTS



ARGENTINA

JAN
2016

DIGITAL IN ARGENTINA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



43.6
MILLION

URBANISATION: 92%

34.8
MILLION

PENETRATION: 80%

27.0
MILLION

PENETRATION: 62%

61.4
MILLION

vs POPULATION: 141%

21.0
MILLION

PENETRATION: 48%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+8%

SINCE JAN 2015

+4%

SINCE JAN 2015

-1%

SINCE JAN 2015

+5%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are.
social

86%

SMART
PHONE



Google

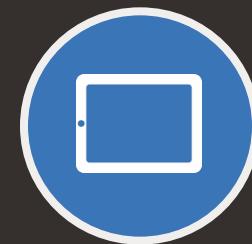
51%

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



7%

TV STREAMING
DEVICE



Google

2%

HANDHELD
GAMING CONSOLE



we
are.
social

[N/A]

E-READER
DEVICE



Google

[N/A]

WEARABLE
TECH DEVICE



[N/A]

JAN
2016

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



4H 44M

3H 30M

3H 13M

2H 43M

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



34.8M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



80%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



28.0M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



64%

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

34.79M

INTERNET USERS:
ITU DATA



we
are
social

28.23M

INTERNET USERS:
CIA DATA



25.70M

JAN
2016

FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)



USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



81%

15%

4%

<1%

JAN
2016

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

66%

YEAR-ON-YEAR:

-12%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



Stat
Counter

31%

YEAR-ON-YEAR:

+41%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

3%

YEAR-ON-YEAR:

-12%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.03%

YEAR-ON-YEAR:

+50%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



27.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



62%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



21.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



48%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



FACEBOOK

we
are
social

42%

WHATSAPP

we
are
social

37%

FACEBOOK
MESSENGER



29%

GOOGLE+

global
web
index

20%

TWITTER



18%

SKYPE



13%

INSTAGRAM



13%

TARINGA



11%

LINKEDIN



10%

PINTEREST



8%



SOCIAL NETWORK



MESSENGER / CHAT APP / VOIP

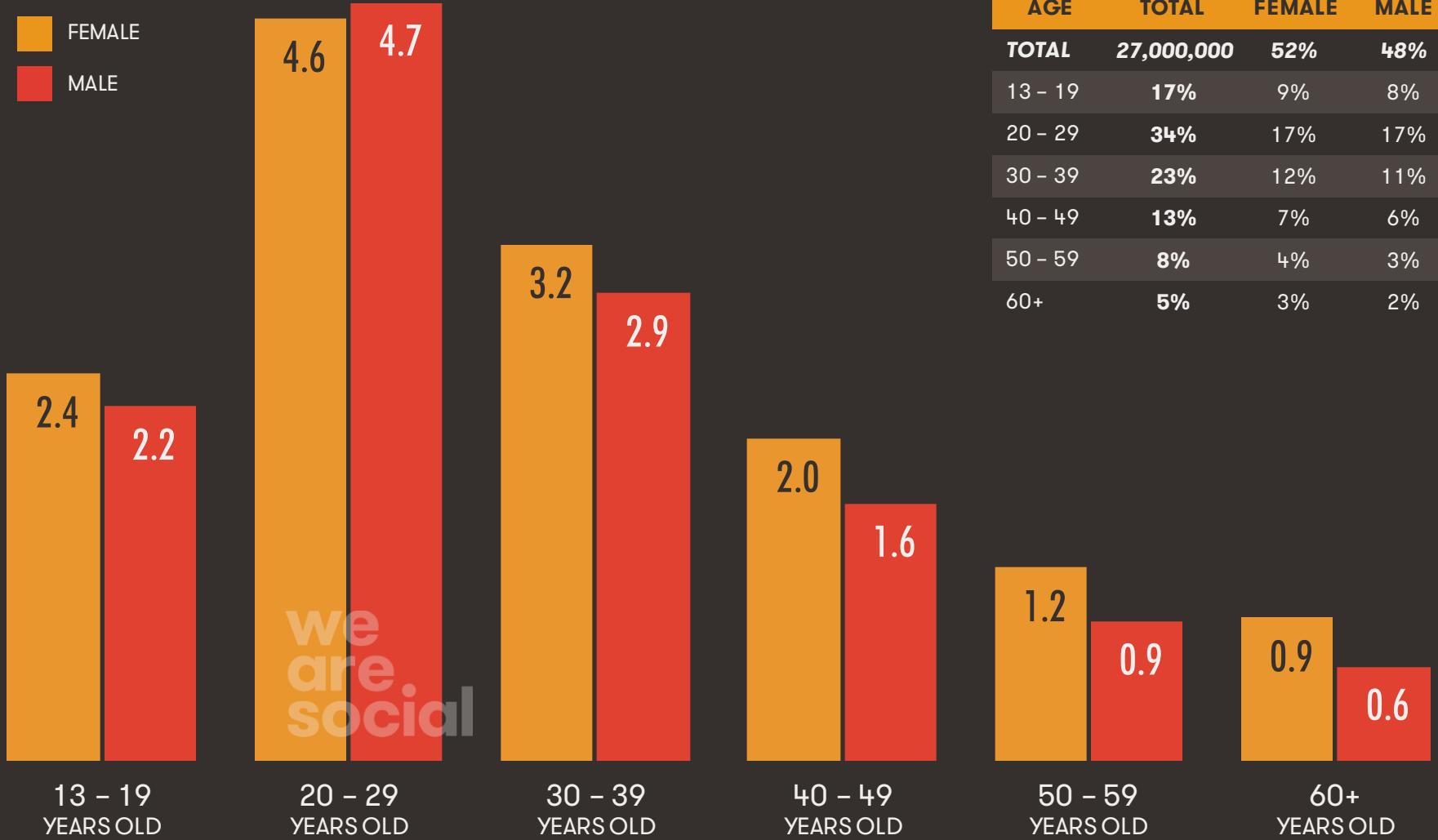
JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS

FEMALE
MALE



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



31.4M

72%

61.4M

141%

1.96

JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



61.4M

141%

74%

26%

46%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



55%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



40%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



27%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



25%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



42%

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



we
are.
social

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



global
web
index

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



we
are.
social

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



global
web
index

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



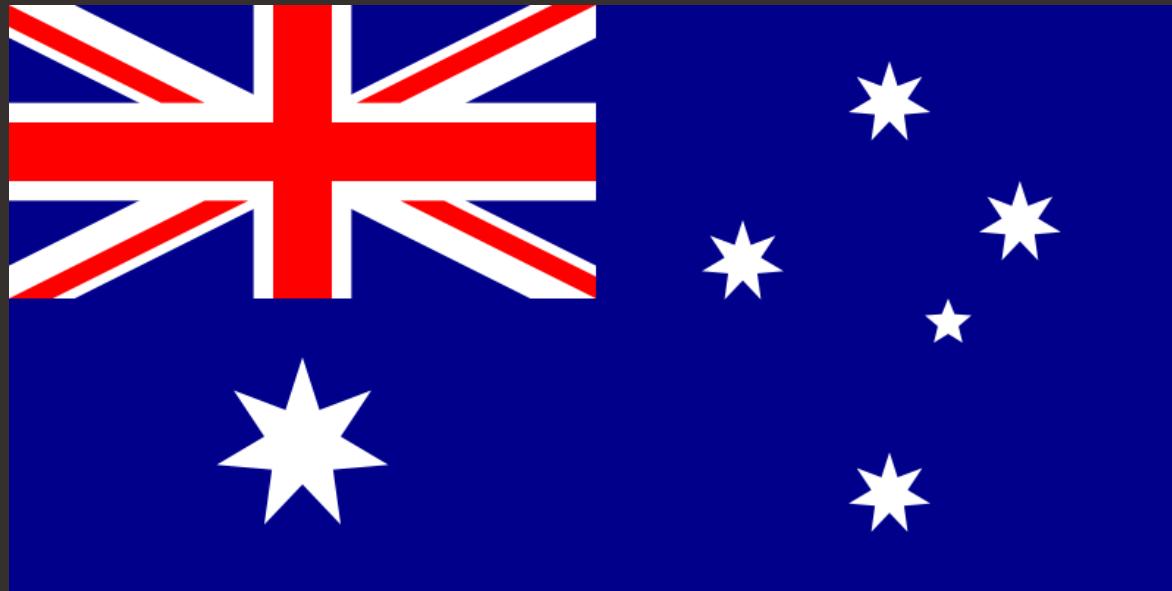
53%

71%

57%

50%

24%



AUSTRALIA

JAN
2016

DIGITAL IN AUSTRALIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



24.1
MILLION

URBANISATION: 90%

21.2
MILLION

PENETRATION: 88%

14.0
MILLION

PENETRATION: 58%

30.6
MILLION

vs POPULATION: 127%

13.0
MILLION

PENETRATION: 54%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



+2%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



+3%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



+2%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+8%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



91%

we
are.
social

SMART
PHONE



77%

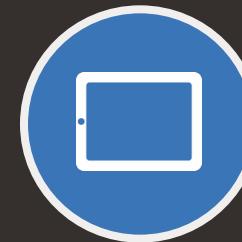
Google

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



41%

TV STREAMING
DEVICE



Google

HANDHELD
GAMING CONSOLE



we
are.
social

E-READER
DEVICE



Google

WEARABLE
TECH DEVICE



20%

[N/A]

7%

4%

JAN
2016

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



3H 38M

1H 06M

1H 09M

2H 36M

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



21.2M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



88%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



12.9M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



54%

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



21.18M

INTERNET USERS:
ITU DATA



20.41M

INTERNET USERS:
CIA DATA



20.20M

JAN
2016

FREQUENCY OF INTERNET USE



HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



87%

11%

2%

<1%

JAN
2016

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



62%

YEAR-ON-YEAR:

+1%

27%

YEAR-ON-YEAR:

+1%

SHARE OF WEB
PAGE VIEWS:
TABLETS



11%

YEAR-ON-YEAR:

-9%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.1%

YEAR-ON-YEAR:

+25%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



14.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



58%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



13.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



54%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

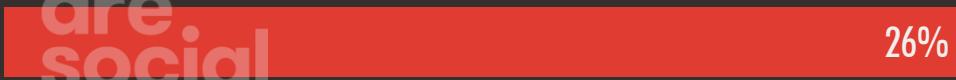


SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

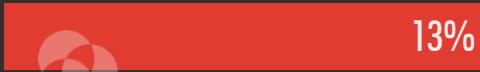
FACEBOOK



FACEBOOK
MESSENGER



SKYPE



GOOGLE+



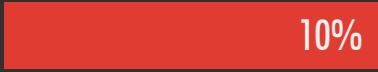
LINKEDIN



TWITTER



WHATSAPP



INSTAGRAM



PINTEREST



TUMBLR



SOCIAL NETWORK

MESSENGER / CHAT APP / VOIP

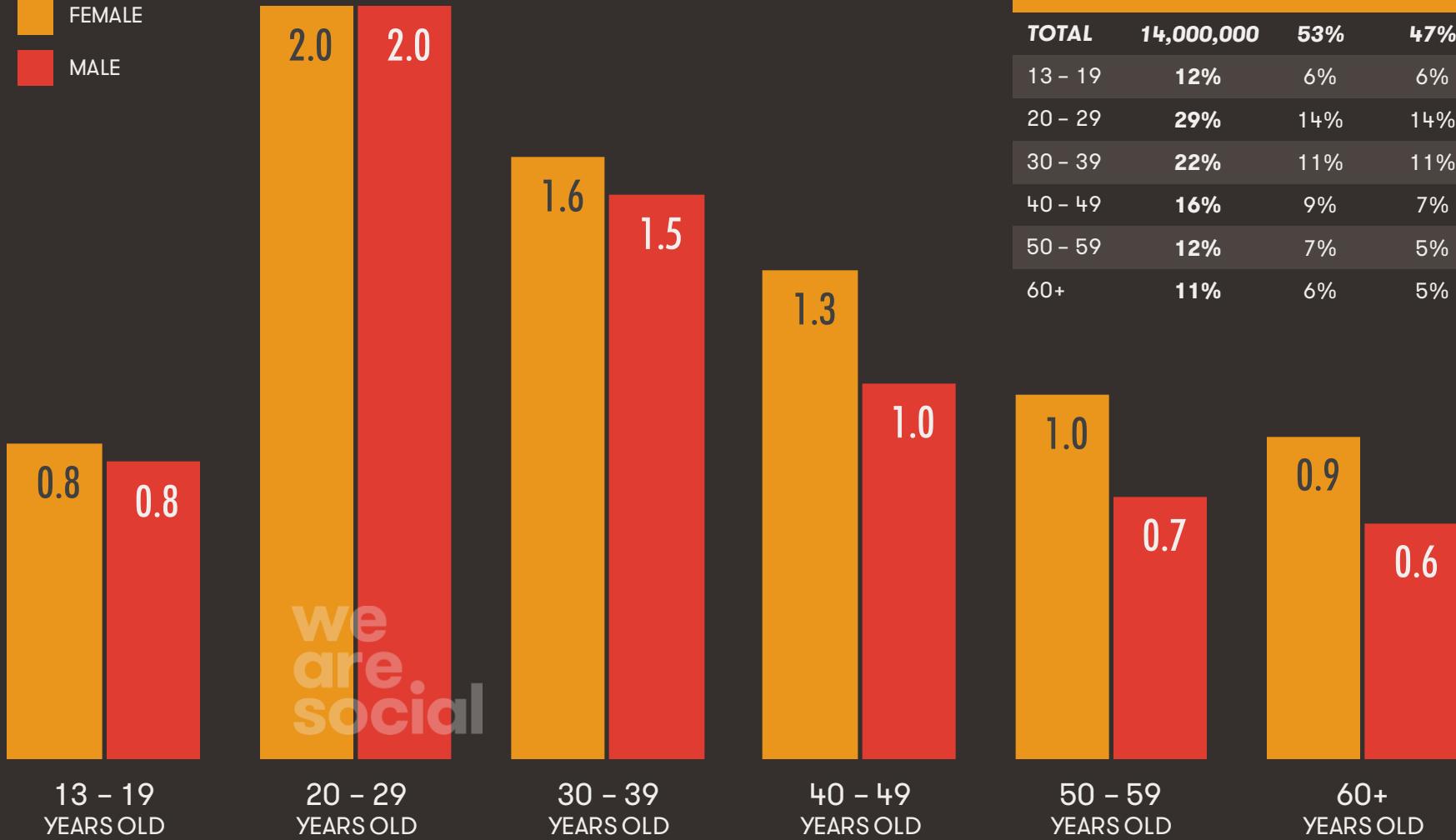
JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS

FEMALE
 MALE



13 – 19
YEARS OLD

20 – 29
YEARS OLD

30 – 39
YEARS OLD

40 – 49
YEARS OLD

50 – 59
YEARS OLD

60+
YEARS OLD

JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



19.1M

79%

30.6M

127%

1.60

JAN
2016

MOBILE CONNECTIONS



BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



30.6M

127%

33%

67%

94%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



34%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



25%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



20%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



32%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



34%

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



62%

70%

51%

57%

19%



BRAZIL

JAN
2016

DIGITAL IN BRAZIL

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



208.7
MILLION

URBANISATION: 86%

120.2
MILLION

PENETRATION: 58%

103.0
MILLION

PENETRATION: 49%

267.1
MILLION

vs POPULATION: 128%

88.0
MILLION

PENETRATION: 42%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+13%

SINCE JAN 2015

+7%

SINCE JAN 2015

-2%

SINCE JAN 2015

+13%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP



PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE

MOBILE PHONE
(ALL TYPES)



91%

we
are.
social

SMART
PHONE



53%

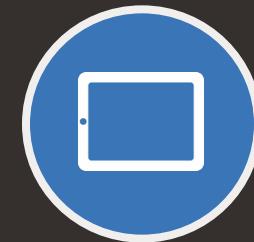
Google

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



13%

TV STREAMING
DEVICE



Google

6%

HANDHELD
GAMING CONSOLE



we
are.
social

[N/A]

E-READER
DEVICE



Google

[N/A]

WEARABLE
TECH DEVICE



1%

JAN
2016

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



5H 14M

3H 56M

3H 18M

2H 42M

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



120.2M

58%

93.2M

45%

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



117.7M

INTERNET USERS:
ITU DATA



120.2M

INTERNET USERS:
CIA DATA



108.2M

JAN
2016

FREQUENCY OF INTERNET USE



HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



78%

14%

6%

2%

JAN
2016

SHARE OF WEB TRAFFIC



BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS

SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



72%

YEAR-ON-YEAR:

+1%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



Stat
Counter

26%

YEAR-ON-YEAR:

+3%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

2%

YEAR-ON-YEAR:

-35%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.05%

YEAR-ON-YEAR:

+25%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



103.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



49%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



88.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION

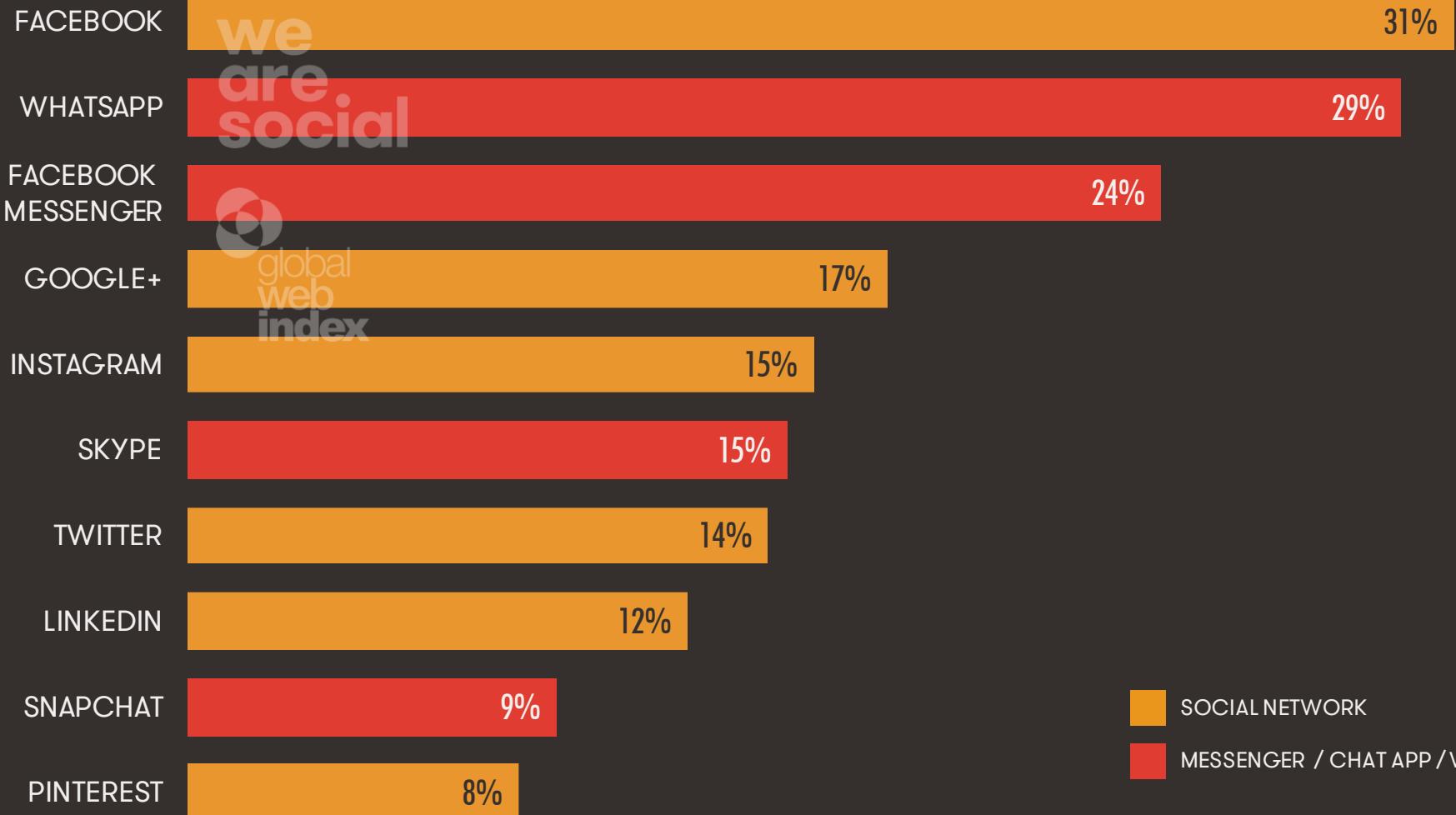


42%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



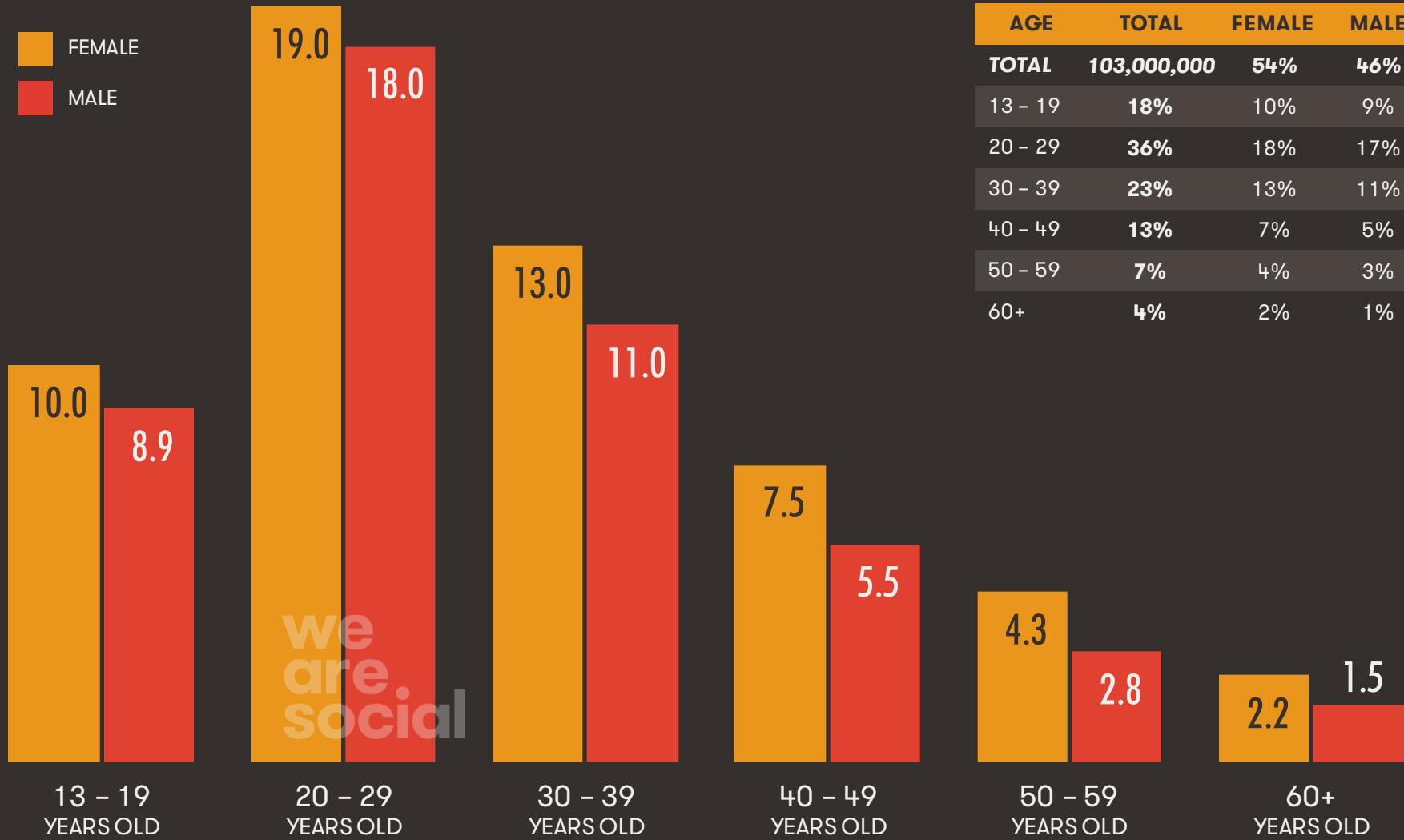
JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS

FEMALE
MALE



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



134.2M

64%

267.1M

128%

1.99

JAN
2016

MOBILE CONNECTIONS



BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



267.1M

128%

76%

24%

74%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



43%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



35%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



21%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



28%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



33%

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



44%

52%

46%

41%

21%



CANADA

JAN
2016

DIGITAL IN CANADA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



36.11
MILLION

URBANISATION: 82%

33.00
MILLION

PENETRATION: 91%

21.00
MILLION

PENETRATION: 58%

30.48
MILLION

vs POPULATION: 84%

17.00
MILLION

PENETRATION: 47%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



+2%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



+5%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



+4%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+5%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP



PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE

MOBILE PHONE
(ALL TYPES)



76%

we
are.
social

SMART
PHONE



57%

Google

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



33%

TV STREAMING
DEVICE



Google

HANDHELD
GAMING CONSOLE



we
are.
social

E-READER
DEVICE



Google

WEARABLE
TECH DEVICE



[N/A]

12%

16%

[N/A]

JAN
2016

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



3H 55M

1H 20M

1H 26M

2H 27M

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



33.0M

91%

19.6M

54%

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



33.00M

INTERNET USERS:
ITU DATA



31.46M

INTERNET USERS:
CIA DATA



32.40M

JAN
2016

FREQUENCY OF INTERNET USE



HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



89%

9%

2%

<1%

we
are
social

Google

we
are
social

JAN
2016

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



70%

YEAR-ON-YEAR:

+6%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



19%

YEAR-ON-YEAR:

-9%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

10%

YEAR-ON-YEAR:

-18%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.19%

YEAR-ON-YEAR:

-10%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



21.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



58%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



17.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



47%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

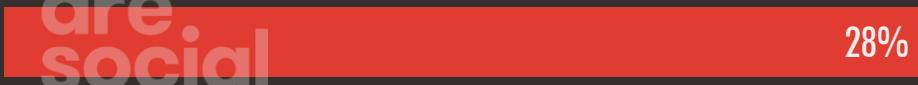
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



FACEBOOK



FACEBOOK
MESSENGER



TWITTER



INSTAGRAM



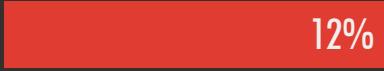
GOOGLE+



LINKEDIN



SKYPE



PINTEREST



WHATSAPP



SNAPCHAT



SOCIAL NETWORK
 MESSENGER / CHAT APP / VOIP

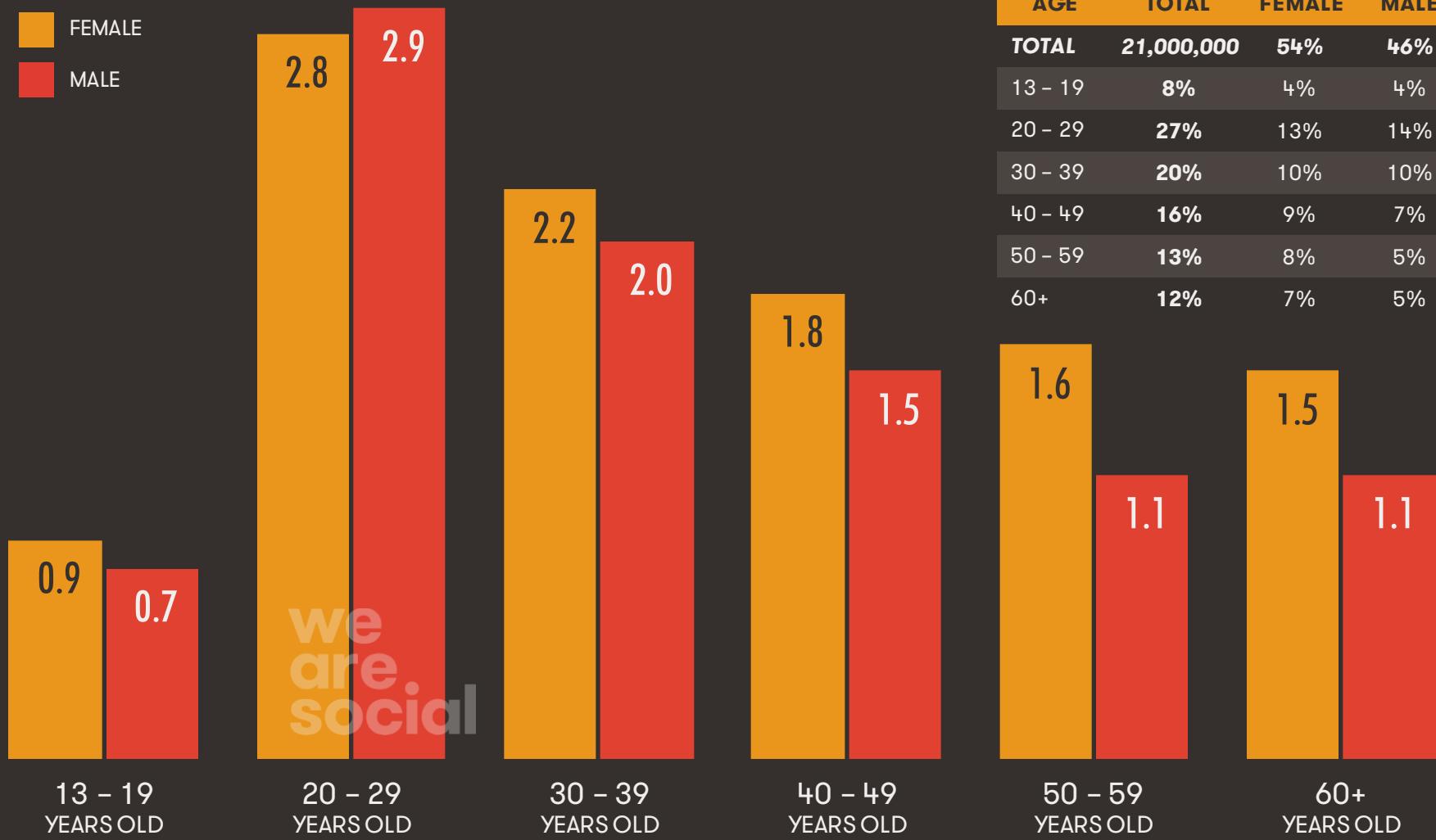
JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS

FEMALE
MALE



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



29.4M

81%

30.5M

84%

1.04

JAN
2016

MOBILE CONNECTIONS



BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

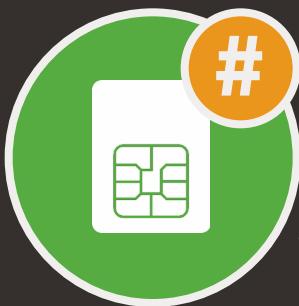
TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



30.5M

84%

16%

84%

90%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



37%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



29%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



24%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



30%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



34%

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



we
are.
social

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



global
web
index

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



we
are.
social

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



global
web
index

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



60%

73%

64%

57%

17%



CHINA

JAN
2016

DIGITAL IN CHINA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



1,379
MILLION

URBANISATION: 57%

680
MILLION

PENETRATION: 49%

653
MILLION

PENETRATION: 47%

1,314
MILLION

vs POPULATION: 95%

577
MILLION

PENETRATION: 42%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+8%

SINCE JAN 2015

+4%

SINCE JAN 2015

+2%

SINCE JAN 2015

+14%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP



PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE

MOBILE PHONE
(ALL TYPES)



99%

we
are.
social

SMART
PHONE



74%

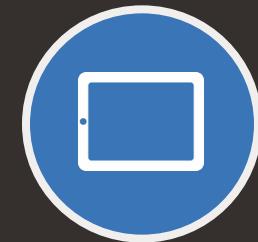
Google

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



16%

TV STREAMING
DEVICE



Google

2%

HANDHELD
GAMING CONSOLE



we
are.
social

[N/A]

E-READER
DEVICE



Google

[N/A]

WEARABLE
TECH DEVICE



[N/A]

JAN
2016

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



3H 24M

2H 30M

1H 27M

1H 14M

we
are.
social

global
web
index

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



680M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



49%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



599M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



43%

global
web
index

JAN
2016

INTERNET USERS: PERSPECTIVE



ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS

INTERNET USERS:
INTERNETWORLDSTATS DATA



INTERNET USERS:
ITU DATA



INTERNET USERS:
CIA DATA



INTERNET USERS:
CNNIC DATA



674.0M

679.9M

626.6M

668.0M

JAN
2016

FREQUENCY OF INTERNET USE



HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



84%

12%

2%

2%

JAN
2016

SHARE OF WEB TRAFFIC



BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS

SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



57%

YEAR-ON-YEAR:

-25%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



Stat
Counter

40%

YEAR-ON-YEAR:

+89%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

3%

YEAR-ON-YEAR:

+20%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



-

YEAR-ON-YEAR:

-

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



653M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



47%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



577M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



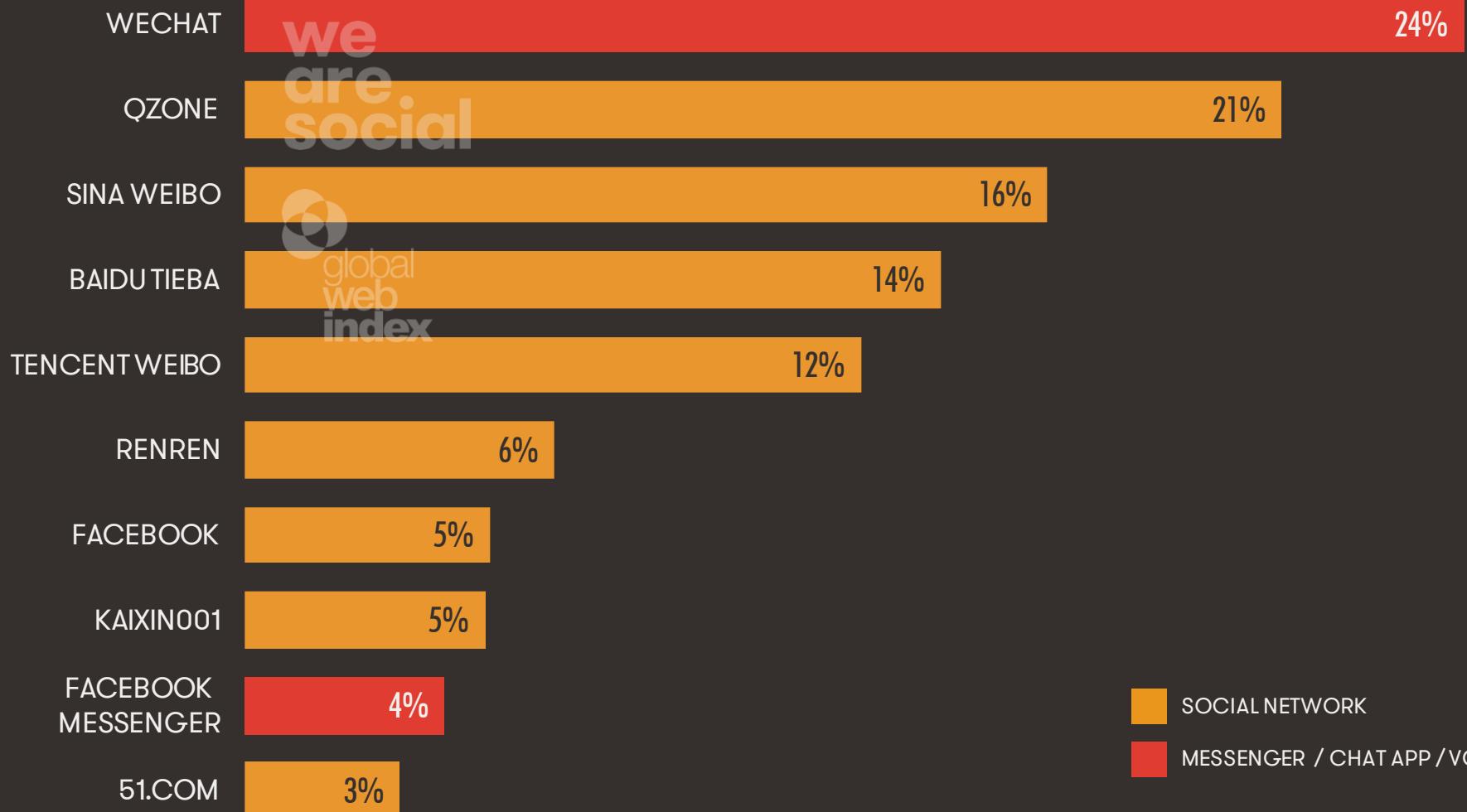
42%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



1,066M

77%

1,314M

95%

1.23

JAN
2016

MOBILE CONNECTIONS



BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



1,314M

95%

78%

22%

60%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



39%

31%

29%

30%

29%

JAN
2016

E-COMMERCE BY DEVICE



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



44%

42%

43%

41%

34%



EGYPT

JAN
2016

DIGITAL IN EGYPT

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



92.45
MILLION

48.30
MILLION

28.00
MILLION

94.00
MILLION

23.00
MILLION

URBANISATION: 43%

PENETRATION: 52%

PENETRATION: 30%

vs POPULATION: 102%

PENETRATION: 25%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



+8%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



+27%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



-1%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+39%

SINCE JAN 2015

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



48.30M

INTERNET USERS:
ITU DATA



29.31M

INTERNET USERS:
CIA DATA



42.00M

JAN
2016

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



75%

YEAR-ON-YEAR:

-0.3%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



22%

YEAR-ON-YEAR:

+0.5%

SHARE OF WEB
PAGE VIEWS:
TABLETS



3%

YEAR-ON-YEAR:

3%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



-

YEAR-ON-YEAR:

-

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



28.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



30%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



23.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



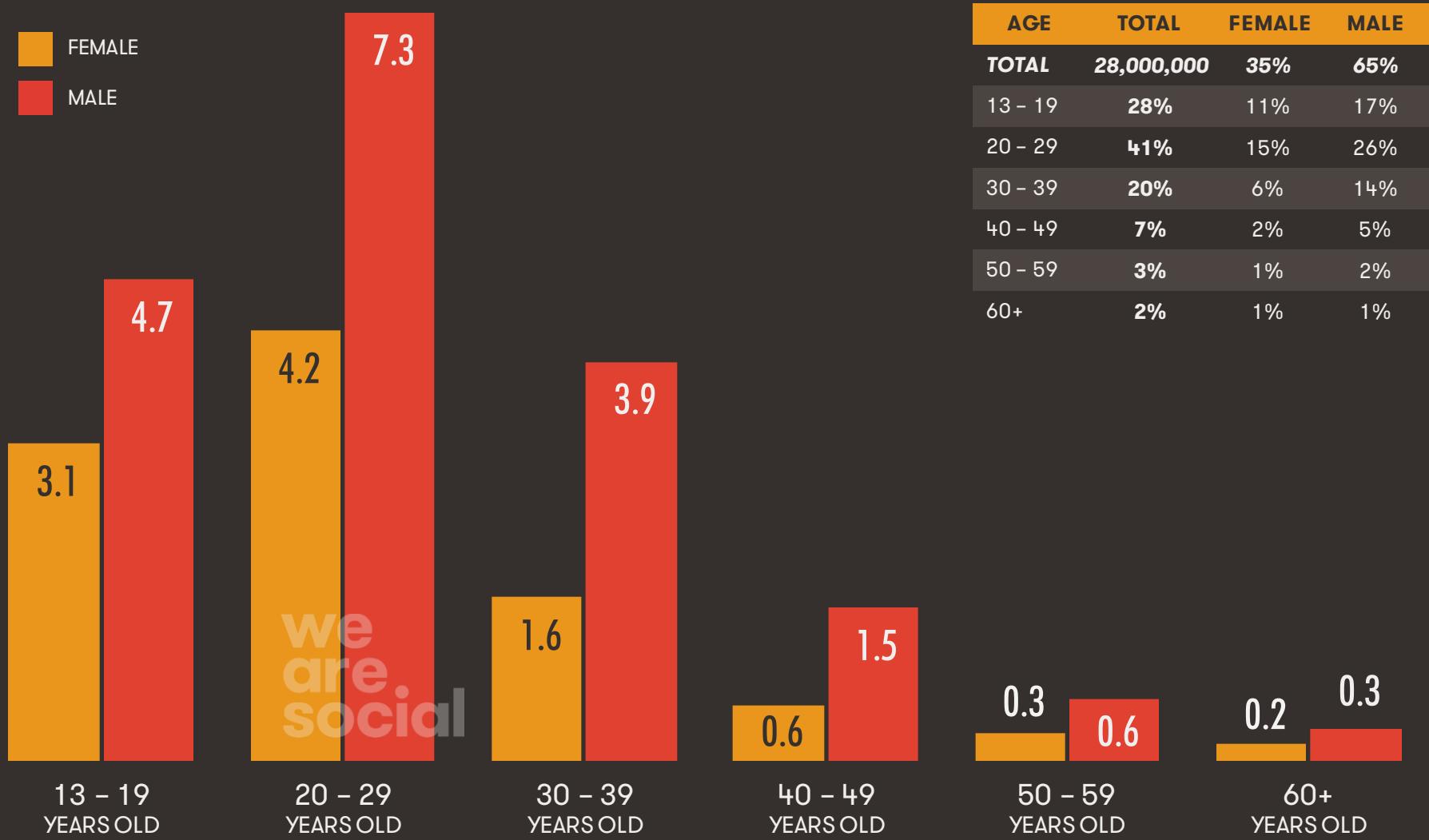
25%

JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



62.7M

68%

94.0M

102%

1.50

JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



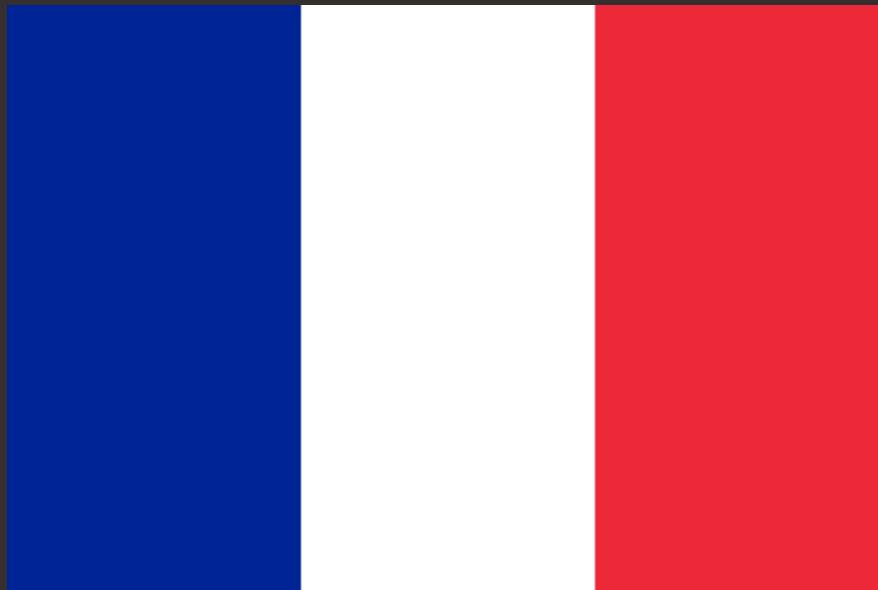
94.0M

102%

89%

11%

42%



FRANCE

JAN
2016

DIGITAL IN FRANCE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



64.53
MILLION

URBANISATION: 80%

55.43
MILLION

PENETRATION: 86%

32.00
MILLION

PENETRATION: 50%

64.67
MILLION

vs POPULATION: 100%

25.00
MILLION

PENETRATION: 39%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+2%

SINCE JAN 2015

+7%

SINCE JAN 2015

+0.4%

SINCE JAN 2015

+4%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP



PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE

MOBILE PHONE
(ALL TYPES)



we
are.
social

91%

SMART
PHONE



Google

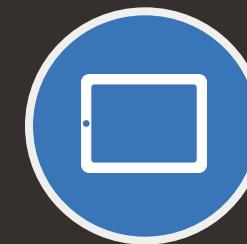
62%

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



32%

TV STREAMING
DEVICE



Google

11%

HANDHELD
GAMING CONSOLE



we
are.
social

[N/A]

E-READER
DEVICE



Google

3%

WEARABLE
TECH DEVICE



1%

JAN
2016

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



3H 37M

0H 58M

1H 16M

2H 49M

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



55.4M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



86%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



31.6M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



49%

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS: INTERNETWORLDSTATS DATA



55.43M

INTERNET USERS: ITU DATA



54.05M

INTERNET USERS: CIA DATA



56.80M

JAN
2016

FREQUENCY OF INTERNET USE



HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



82%

13%

5%

<1%

JAN
2016

SHARE OF WEB TRAFFIC



BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS

SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



73%

YEAR-ON-YEAR:

+6%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



Stat
Counter

19%

YEAR-ON-YEAR:

-14%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

7%

YEAR-ON-YEAR:

-11%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.27%

YEAR-ON-YEAR:

+42%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



32.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



50%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



25.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



39%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

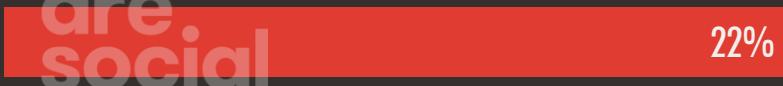


SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

FACEBOOK



FACEBOOK
MESSENGER



GOOGLE+



TWITTER



SNAPCHAT



SKYPE



WHATSAPP



INSTAGRAM



LINKEDIN



PINTEREST



SOCIAL NETWORK

MESSENGER / CHAT APP / VOIP

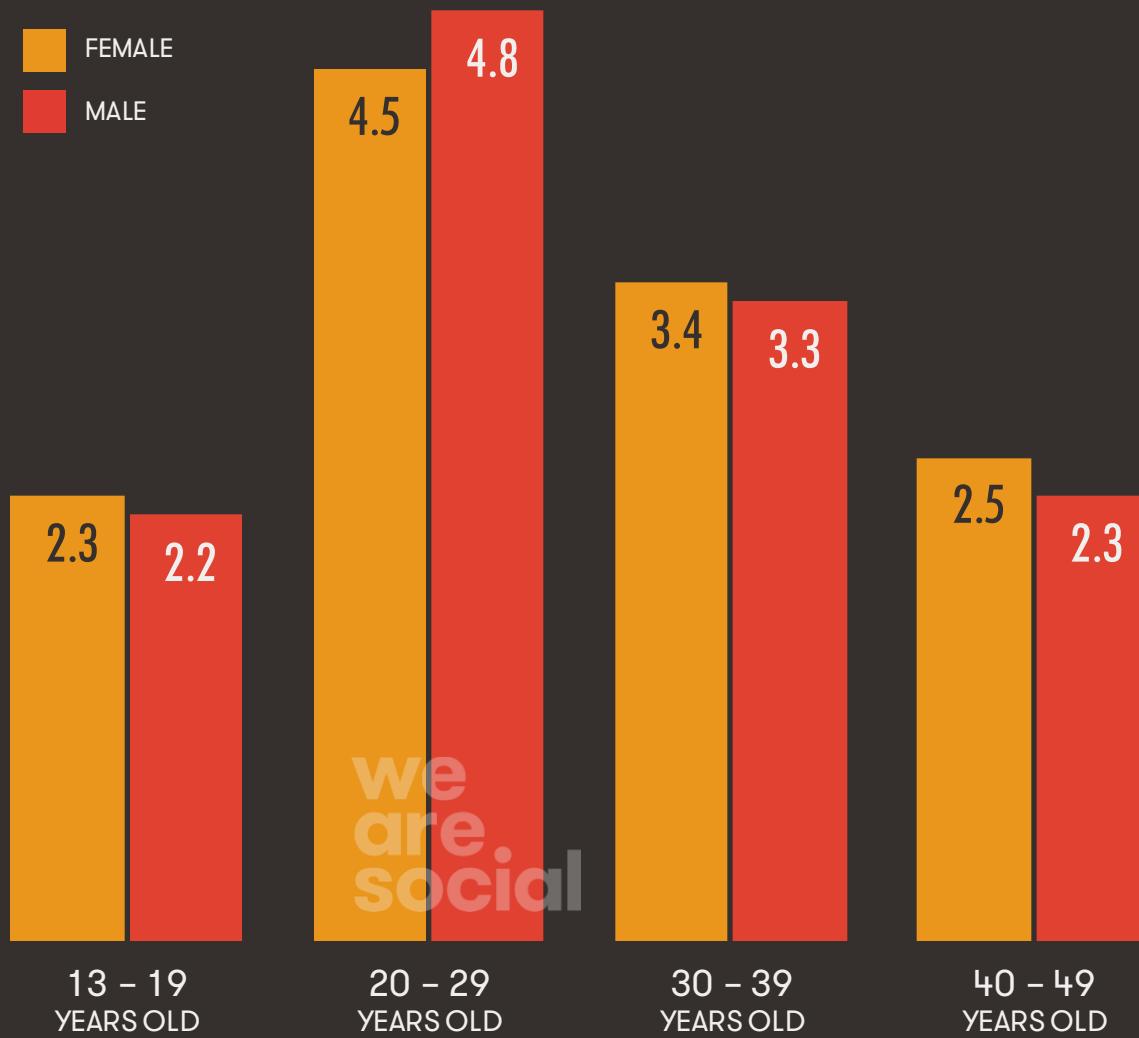
JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS

FEMALE
MALE



AGE	TOTAL	FEMALE	MALE
TOTAL	32,000,000	52%	48%
13 - 19	14%	7%	7%
20 - 29	29%	14%	15%
30 - 39	21%	11%	10%
40 - 49	15%	8%	7%
50 - 59	10%	5%	4%
60+	8%	5%	4%

JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



50.2M

78%

64.7M

100%

1.29

JAN
2016

MOBILE CONNECTIONS



BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



64.7M

100%

11%

89%

74%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



30%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



23%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



19%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



23%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



26%

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



64%

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



69%

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



65%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



61%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



16%



GERMANY

JAN
2016

DIGITAL IN GERMANY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



80.69
MILLION

URBANISATION: 76%

71.73
MILLION

PENETRATION: 89%

29.00
MILLION

PENETRATION: 36%

107.59
MILLION

vs POPULATION: 133%

24.00
MILLION

PENETRATION: 30%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



+2%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



+4%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



-1%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



0%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP



PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE

MOBILE PHONE
(ALL TYPES)



we
are.
social

91%

SMART
PHONE



Google

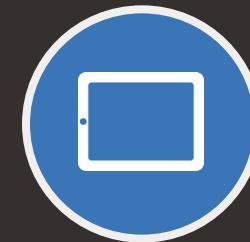
65%

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



30%

TV STREAMING
DEVICE



Google

12%

HANDHELD
GAMING CONSOLE



we
are.
social

[N/A]

E-READER
DEVICE



Google

9%

WEARABLE
TECH DEVICE



2%

JAN
2016

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



3H 20M

1H 21M

1H 09M

2H 33M

we
are.
social

global
web
index

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



71.7M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



89%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



44.3M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



55%

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

71.73M

INTERNET USERS:
ITU DATA



we
are
social

69.54M

INTERNET USERS:
CIA DATA



70.30M

JAN
2016

FREQUENCY OF INTERNET USE



HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



77%

19%

3%

1%

JAN
2016

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

71%

YEAR-ON-YEAR:

+0.04%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



Stat
Counter

22%

YEAR-ON-YEAR:

+2%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

6%

YEAR-ON-YEAR:

-6%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.32%

YEAR-ON-YEAR:

+10%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



29.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



36%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



24.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION

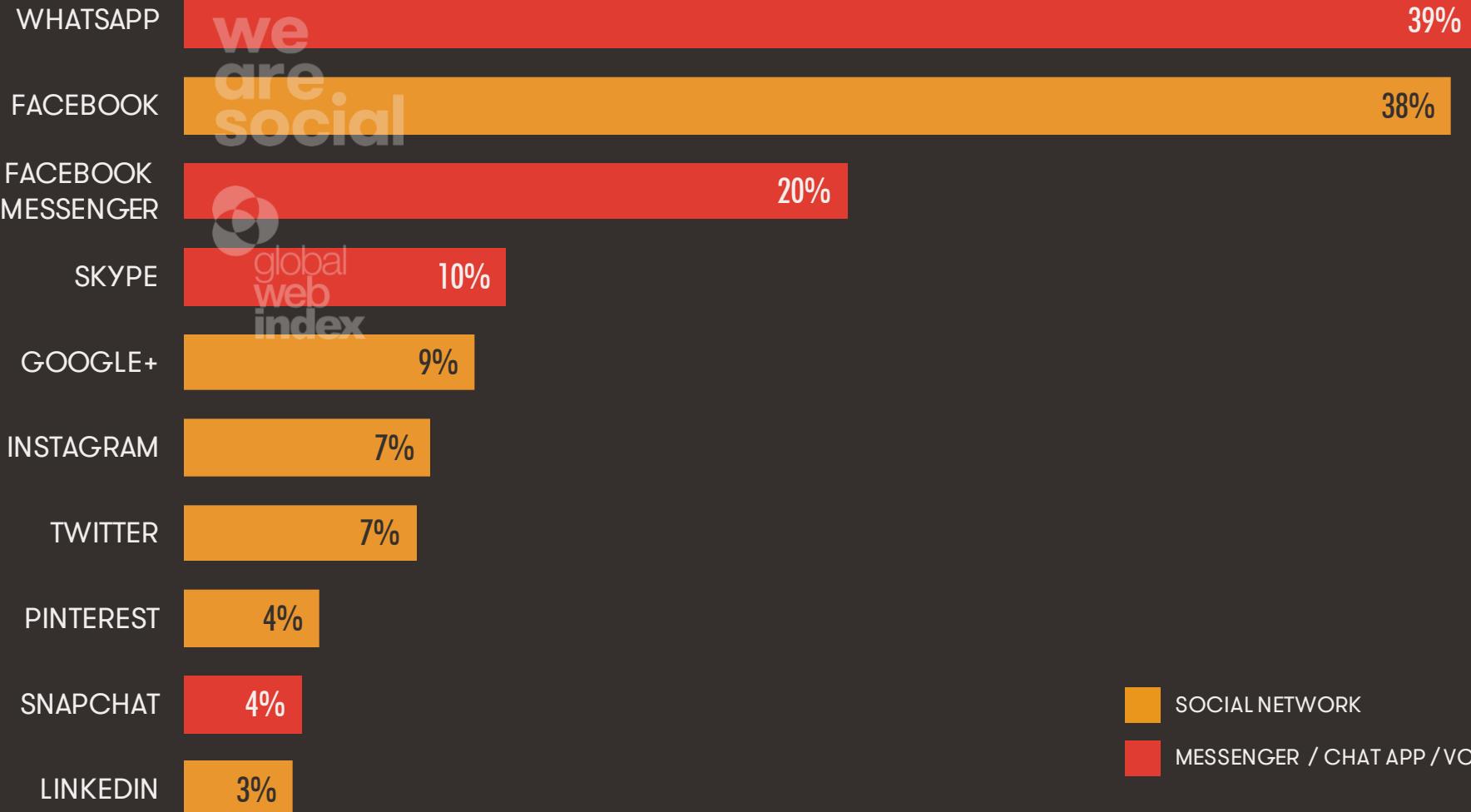


30%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



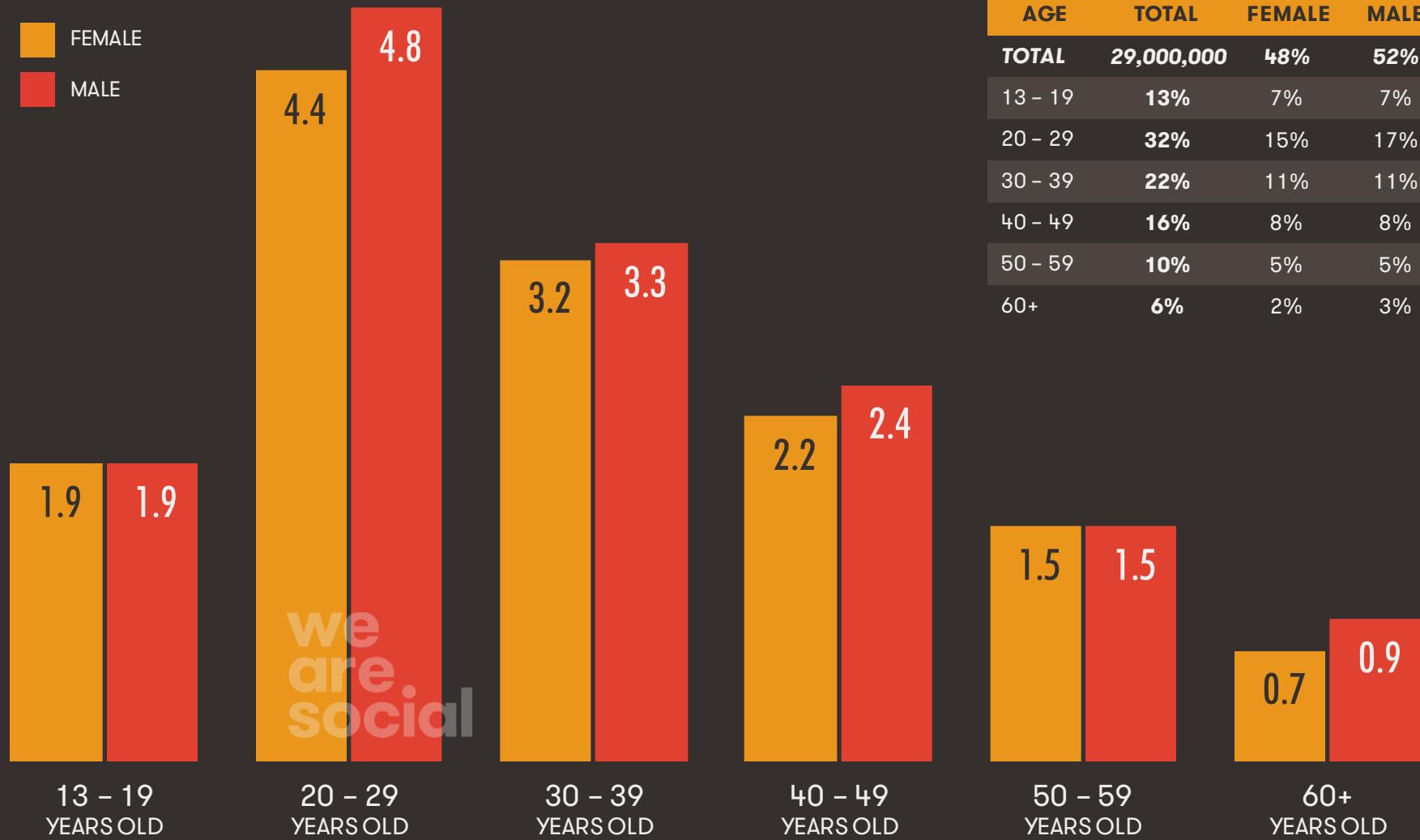
JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS

FEMALE
 MALE



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



66.3M

82%

107.6M

133%

1.62

JAN
2016

MOBILE CONNECTIONS



BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



107.6M

133%

45%

55%

71%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



39%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



24%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



20%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



20%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



34%

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



we
are.
social

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



global
web
index

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



we
are.
social

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



global
web
index

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



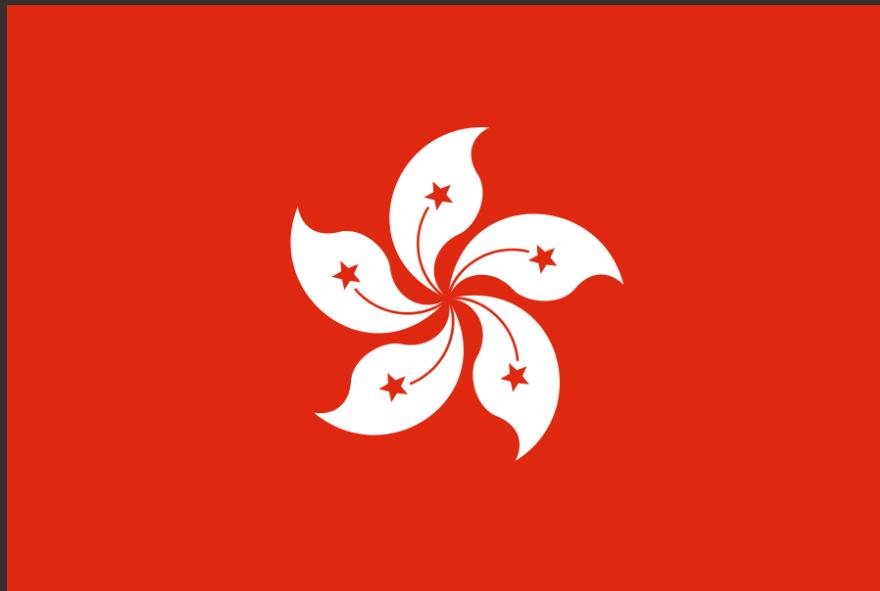
74%

76%

76%

72%

20%



HONG KONG

JAN
2016

DIGITAL IN HONG KONG

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



7.32
MILLION

URBANISATION: 100%

ACTIVE
INTERNET USERS



5.75
MILLION

PENETRATION: 79%

ACTIVE SOCIAL
MEDIA USERS



4.80
MILLION

PENETRATION: 66%

MOBILE
CONNECTIONS



13.00
MILLION

vs POPULATION: 178%

ACTIVE MOBILE
SOCIAL USERS



4.30
MILLION

PENETRATION: 59%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



+0.5%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



+4%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



+3%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+2%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP



PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE

MOBILE PHONE
(ALL TYPES)



96%

we
are.
social

SMART
PHONE



79%

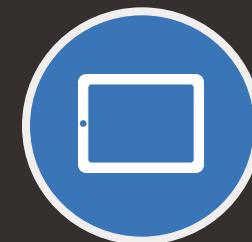
Google

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



37%

TV STREAMING
DEVICE



Google

15%

HANDHELD
GAMING CONSOLE



we
are.
social

[N/A]

E-READER
DEVICE



Google

1%

WEARABLE
TECH DEVICE



4%

JAN
2016

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



3H 19M

2H 13M

1H 30M

1H 37M

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



5.75M

79%

4.65M

64%

we
are
social

we
are
social

global
web
index

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



5.751M

INTERNET USERS:
ITU DATA



5.456M

INTERNET USERS:
CIA DATA



5.600M

JAN
2016

FREQUENCY OF INTERNET USE



HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



94%

5%

1%

<1%

JAN
2016

SHARE OF WEB TRAFFIC



BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS

SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



65%

YEAR-ON-YEAR:

-3%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



Stat
Counter

29%

YEAR-ON-YEAR:

+13%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

5%

YEAR-ON-YEAR:

-18%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



-

YEAR-ON-YEAR:

-

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



4.80M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



66%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



4.30M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



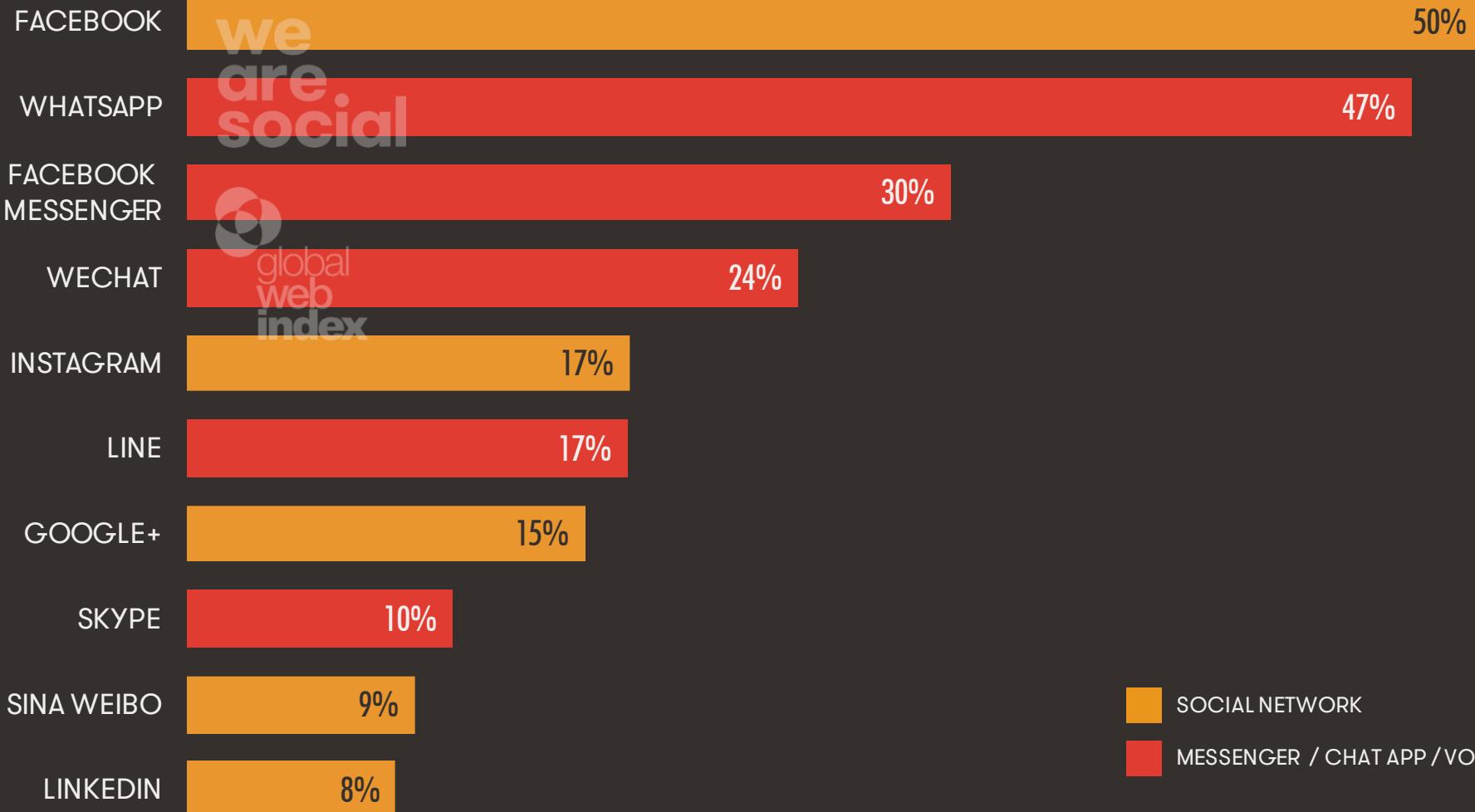
59%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



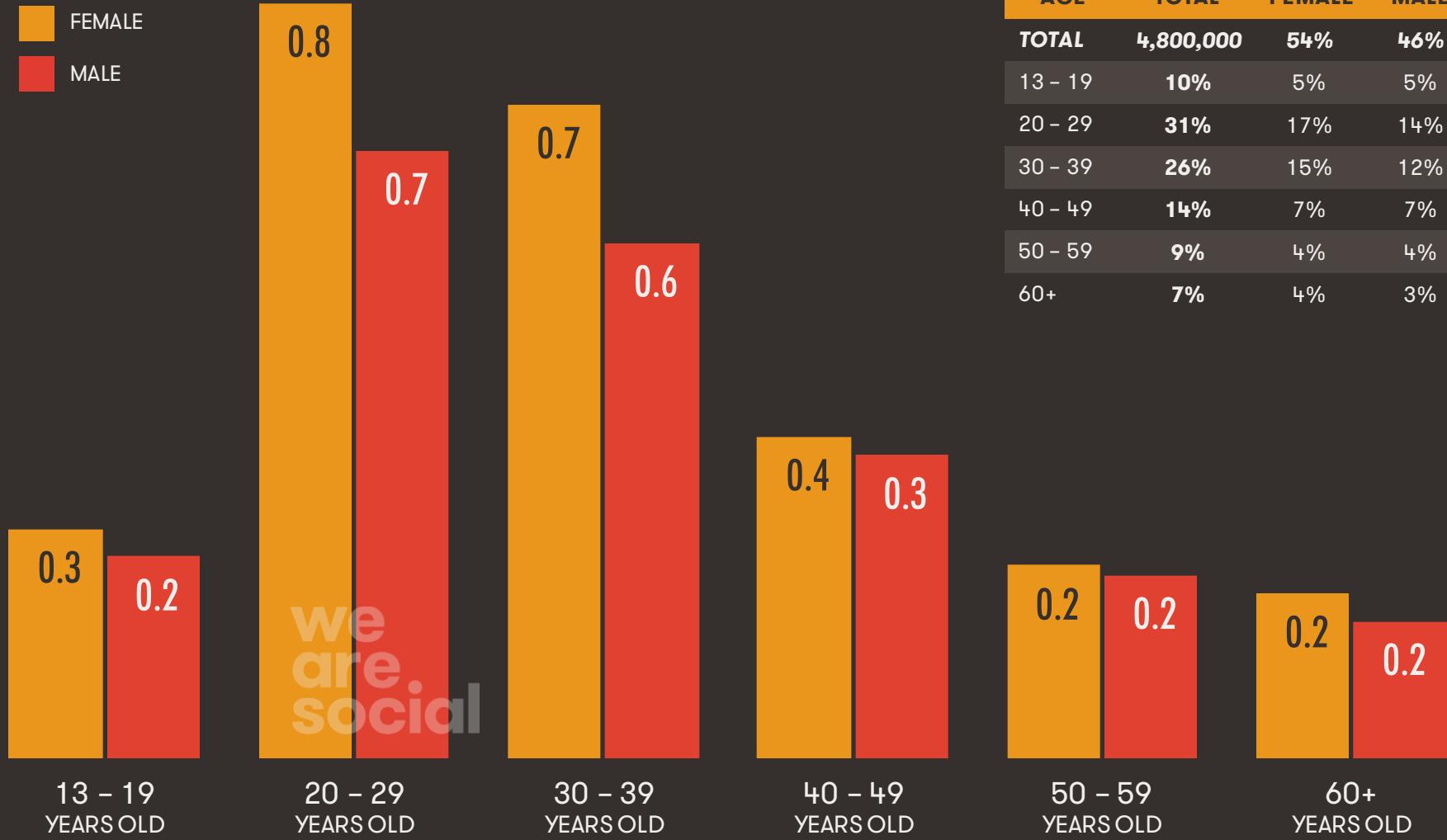
JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS

FEMALE
MALE



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



6.0M

82%

13.0M

178%

2.17

JAN
2016

MOBILE CONNECTIONS



BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



13.0M

178%

44%

56%

72%

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE POPULATION USING MOBILE MESSENGERS



PERCENTAGE OF THE POPULATION WATCHING VIDEOS ON MOBILE



PERCENTAGE OF THE POPULATION PLAYING GAMES ON MOBILE



PERCENTAGE OF THE POPULATION USING MOBILE BANKING



PERCENTAGE OF THE POPULATION USING MOBILE MAP SERVICES

**58%****43%****40%****37%****51%**

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



57%

65%

39%

51%

33%



INDIA

JAN
2016

DIGITAL IN INDIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



1,319
MILLION

URBANISATION: 33%

375
MILLION

PENETRATION: 28%

136
MILLION

PENETRATION: 10%

1,012
MILLION

vs POPULATION: 77%

116
MILLION

PENETRATION: 9%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+19%

SINCE JAN 2015

+15%

SINCE JAN 2015

+8%

SINCE JAN 2015

+16%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



84%

we
are.
social

SMART
PHONE



33%

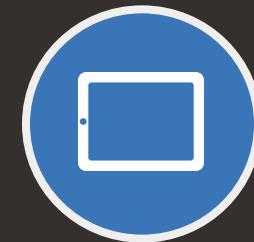
Google

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



5%

TV STREAMING
DEVICE



Google

3%

HANDHELD
GAMING CONSOLE



we
are.
social

[N/A]

E-READER
DEVICE



Google

1%

WEARABLE
TECH DEVICE



3%

JAN
2016

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



4H 22M

3H 07M

2H 17M

1H 52M

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



375M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



28%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



303M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



23%

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



375.0M

INTERNET USERS:
ITU DATA



237.4M

INTERNET USERS:
CIA DATA



237.3M

INTERNET USERS:
TRAI DATA



319.4M

JAN
2016

FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)



USE THE
INTERNET
EVERY DAY



we
are
social

USE THE INTERNET
AT LEAST ONCE
PER WEEK



Google

USE THE INTERNET
AT LEAST ONCE
PER MONTH



we
are
social

USE THE INTERNET
LESS THAN ONCE
PER MONTH



48%

30%

16%

6%

JAN
2016

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



33%

YEAR-ON-YEAR:

+25%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



Stat
Counter

66%

YEAR-ON-YEAR:

-9%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

1%

YEAR-ON-YEAR:

-21%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



-

YEAR-ON-YEAR:

-

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



136M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



10%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



116M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



9%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



FACEBOOK

we
are
social

13%

WHATSAPP

we
are
social

12%

FACEBOOK
MESSENGER



11%

GOOGLE+

global
web
index

10%

SKYPE

10%

TWITTER

8%

HIKE
MESSENGER

8%

LINKEDIN

7%

INSTAGRAM

7%

WECHAT

6%



SOCIAL NETWORK



MESSENGER / CHAT APP / VOIP

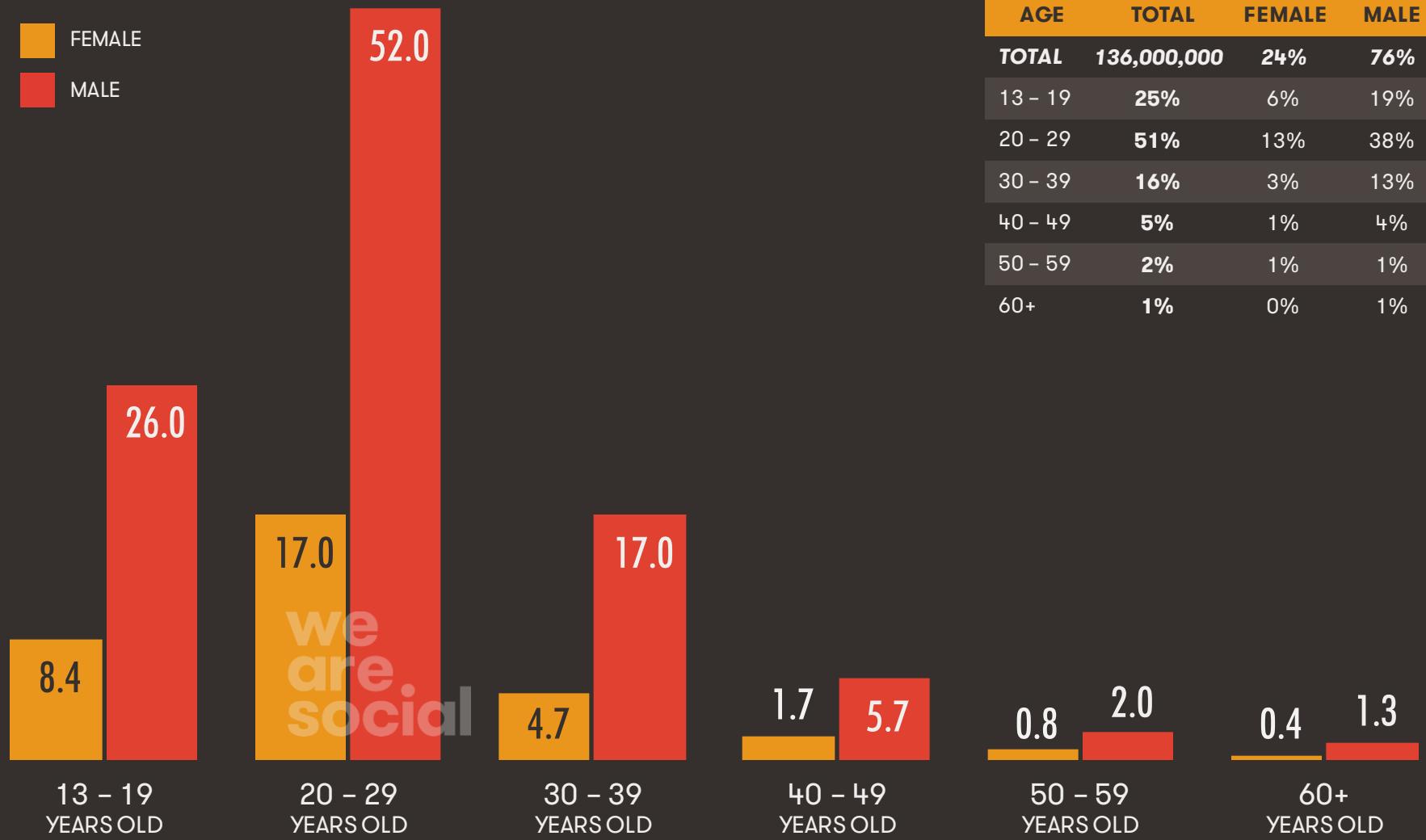
JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS

FEMALE
MALE



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



691M

52%

1,012M

77%

1.46

JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



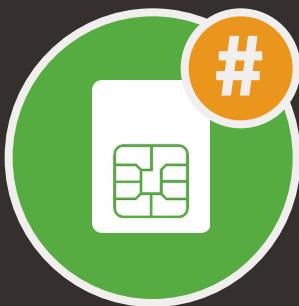
TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



1,012M

77%

95%

5%

14%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



21%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



17%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



13%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



15%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



17%

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



we
are.
social

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



global
web
index

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



we
are.
social

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



global
web
index

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



23%

24%

23%

20%

17%



INDONESIA

JAN
2016

DIGITAL IN INDONESIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



259.1
MILLION

URBANISATION: 55%

88.1
MILLION

PENETRATION: 34%

79.0
MILLION

PENETRATION: 30%

326.3
MILLION

vs POPULATION: 126%

66.0
MILLION

PENETRATION: 25%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



+15%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



+10%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



+2%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+6%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



85%

we
are.
social

SMART
PHONE



43%

Google

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



4%

TV STREAMING
DEVICE



Google

1%

HANDHELD
GAMING CONSOLE



we
are.
social

[N/A]

E-READER
DEVICE



Google

1%

WEARABLE
TECH DEVICE



1%

JAN
2016

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



4H 42M

3H 33M

2H 51M

2H 22M

we
are.
social

global
web
index

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



88.1M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



34%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



64.1M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



25%

global
web
index

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



INTERNET USERS:
ITU DATA



INTERNET USERS:
CIA DATA



INTERNET DATA:
APJII



78.00M

44.41M

42.40M

88.10M

JAN
2016

FREQUENCY OF INTERNET USE



HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



48%

35%

12%

5%

JAN
2016

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



28%

YEAR-ON-YEAR:

-41%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



Stat
Counter

70%

YEAR-ON-YEAR:

+41%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

3%

YEAR-ON-YEAR:

-37%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



-

YEAR-ON-YEAR:

-

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



79.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



30%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



66.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION

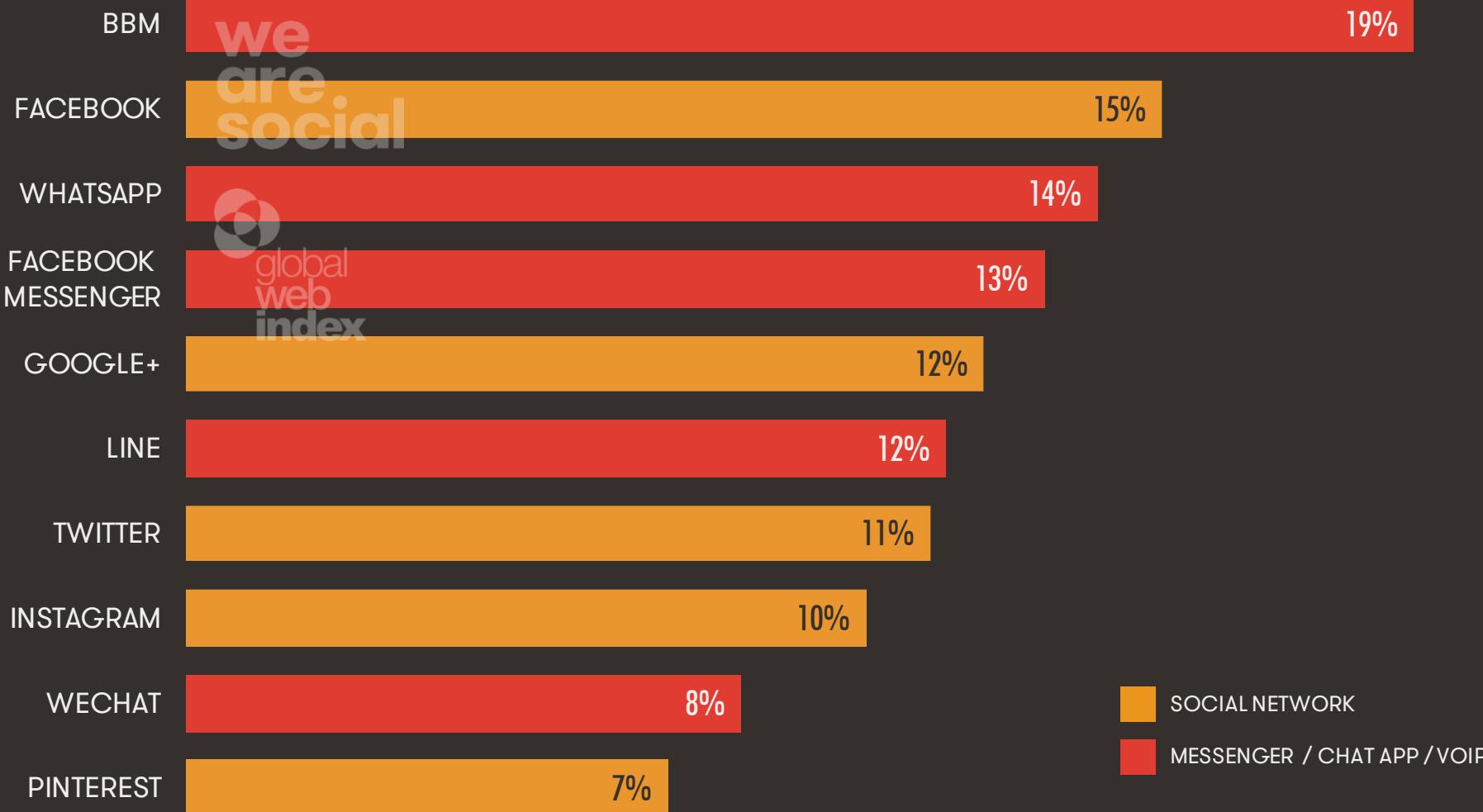


25%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

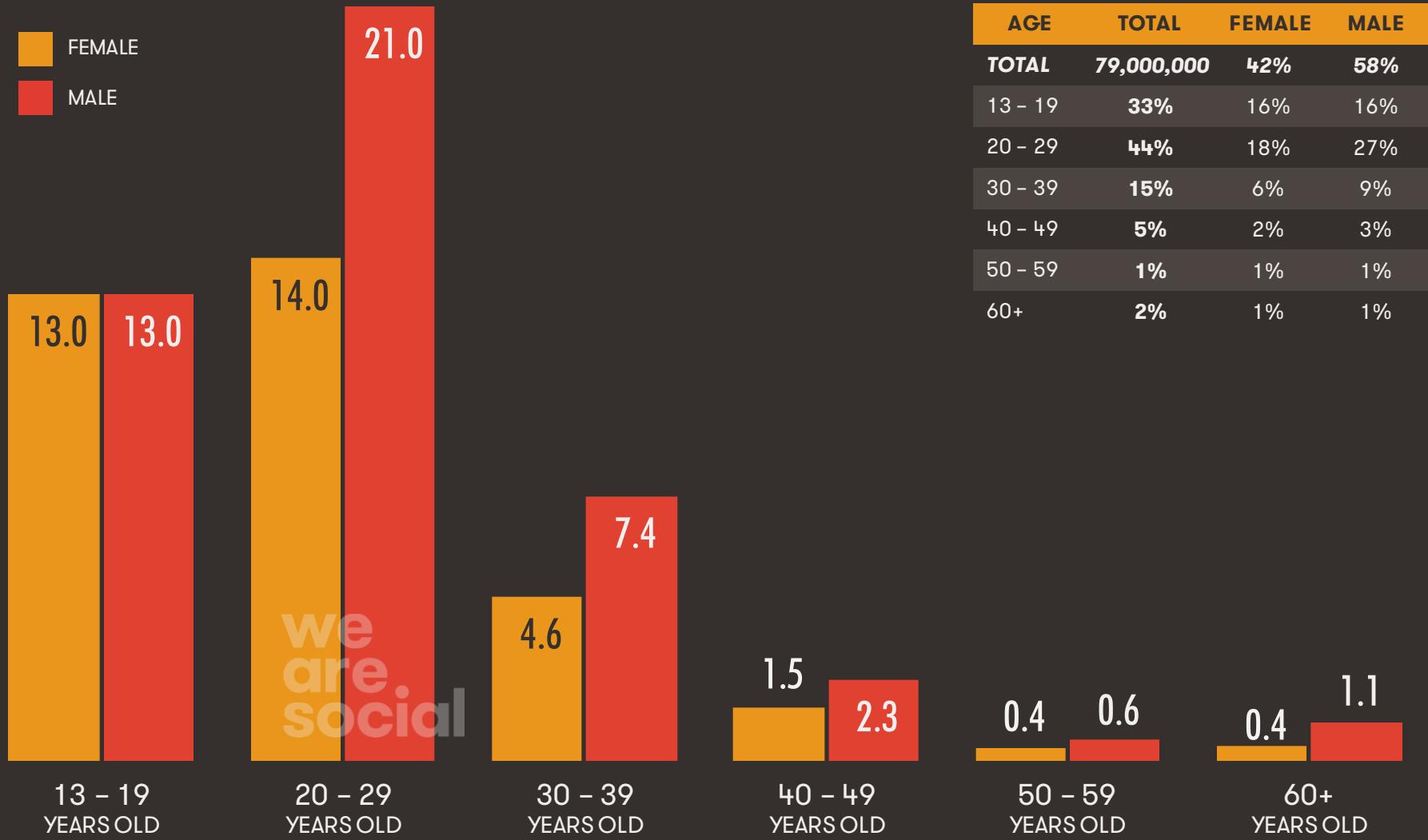
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



162.3M

63%

326.3M

126%

2.01

JAN
2016

MOBILE CONNECTIONS



BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



326.3M

126%

98%

2%

39%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



27%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



22%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



19%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



20%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



22%

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



we
are.
social

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



global
web
index

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



we
are.
social

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



global
web
index

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



27%

31%

26%

24%

20%



ITALY

JAN
2016

DIGITAL IN ITALY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



59.80
MILLION

37.67
MILLION

28.00
MILLION

80.29
MILLION

24.00
MILLION

URBANISATION: 69%

PENETRATION: 63%

PENETRATION: 47%

vs POPULATION: 134%

PENETRATION: 40%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



+6%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



0%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



-2%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+9%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP



PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE

MOBILE PHONE
(ALL TYPES)



95%

we
are.
social

SMART
PHONE



62%

Google

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



21%

TV STREAMING
DEVICE



Google

6%

HANDHELD
GAMING CONSOLE



we
are.
social

[N/A]

E-READER
DEVICE



Google

3%

WEARABLE
TECH DEVICE



1%

JAN
2016

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



4H 05M

2H 10M

1H 57M

2H 25M

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



37.7M

63%

28.5M

48%

we
are
social

we
are
social

global
web
index

JAN
2016

INTERNET USERS: PERSPECTIVE



ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS

INTERNET USERS:
INTERNETWORLDSTATS DATA



INTERNET USERS:
ITU DATA



INTERNET USERS:
CIA DATA



37.67M

37.05M

37.00M

JAN
2016

FREQUENCY OF INTERNET USE



HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



79%

15%

5%

1%

JAN
2016

SHARE OF WEB TRAFFIC



BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS

SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



73%

YEAR-ON-YEAR:

+18%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



Stat
Counter

21%

YEAR-ON-YEAR:

-29%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

6%

YEAR-ON-YEAR:

-33%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.17%

YEAR-ON-YEAR:

0%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



28.0M

47%

24.0M

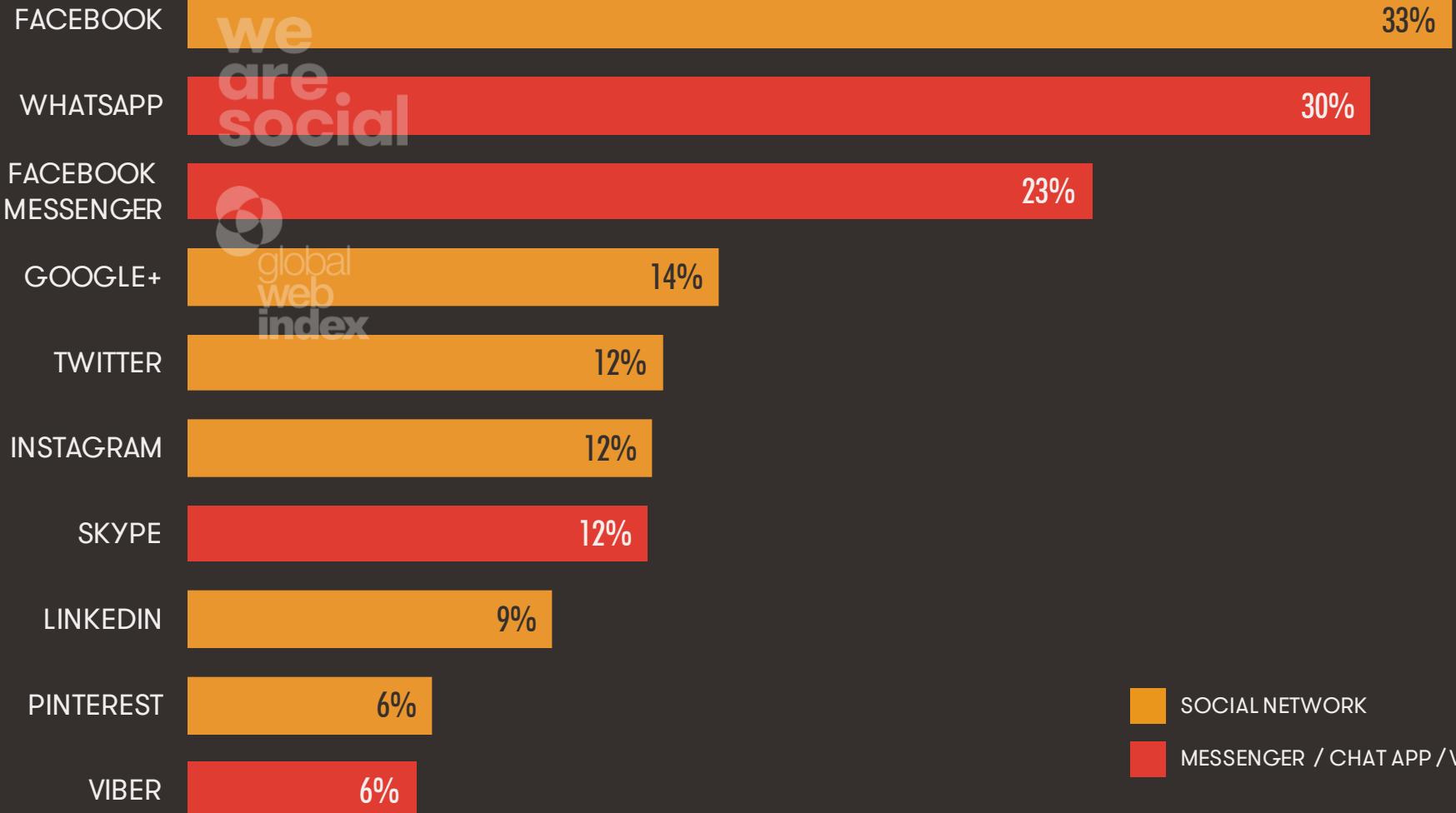
40%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



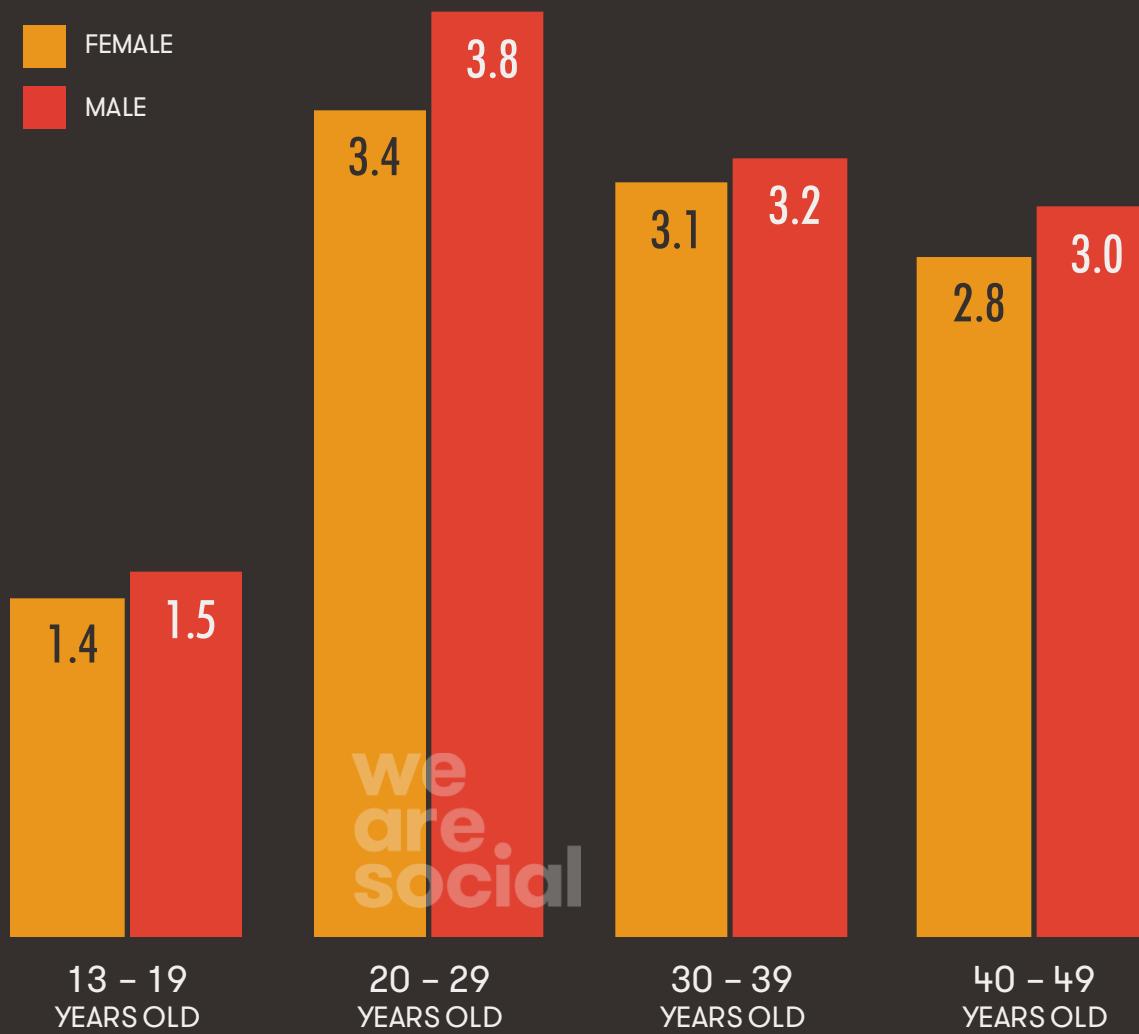
JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS

FEMALE
MALE



AGE	TOTAL	FEMALE	MALE
TOTAL	28,000,000	46%	54%
13 - 19	10%	5%	5%
20 - 29	26%	12%	14%
30 - 39	23%	11%	11%
40 - 49	21%	10%	11%
50 - 59	13%	6%	6%
60+	8%	3%	5%

JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



50.2M

84%

80.3M

134%

1.60

JAN
2016

MOBILE CONNECTIONS



BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



80.3M

134%

84%

16%

75%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



43%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



30%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



24%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



21%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



34%

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



we
are.
social

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



global
web
index

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



we
are.
social

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



global
web
index

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



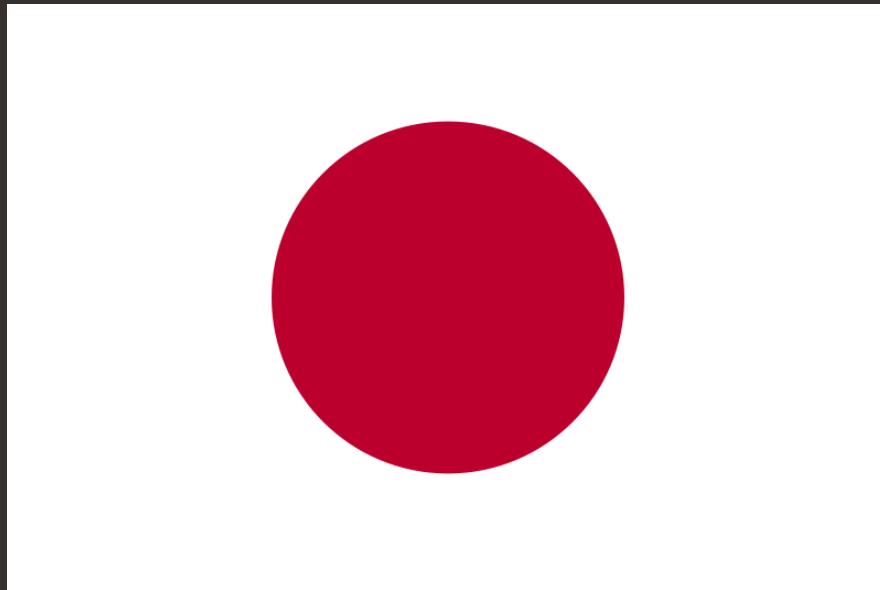
48%

56%

53%

44%

23%



JAPAN

JAN
2016

DIGITAL IN JAPAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



126.4
MILLION

URBANISATION: 94%

115.0
MILLION

PENETRATION: 91%

53.0
MILLION

PENETRATION: 42%

173.3
MILLION

vs POPULATION: 137%

53.0
MILLION

PENETRATION: 42%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+1%

SINCE JAN 2015

[N/A]*

SINCE JAN 2015

+9%

SINCE JAN 2015

[N/A]*

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



88%

we
are.
social

SMART
PHONE



54%

Google

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



18%

TV STREAMING
DEVICE



Google

10%

HANDHELD
GAMING CONSOLE



we
are.
social

[N/A]

E-READER
DEVICE



Google

4%

WEARABLE
TECH DEVICE



4%

JAN
2016

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



2H 56M

0H 35M

0H 21M

2H 10M

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



115.0M

91%

44.3M

35%

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



INTERNET USERS:
ITU DATA



we
are
social

INTERNET USERS:
CIA DATA



we
are
social

114.96M

114.54M

109.30M

JAN
2016

FREQUENCY OF INTERNET USE



HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



95%

3%

1%

1%

JAN
2016

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



60%

YEAR-ON-YEAR:

-10%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



Stat
Counter

36%

YEAR-ON-YEAR:

+26%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

4%

YEAR-ON-YEAR:

-12%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.1%

YEAR-ON-YEAR:

-58%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



53.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



42%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



53.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION

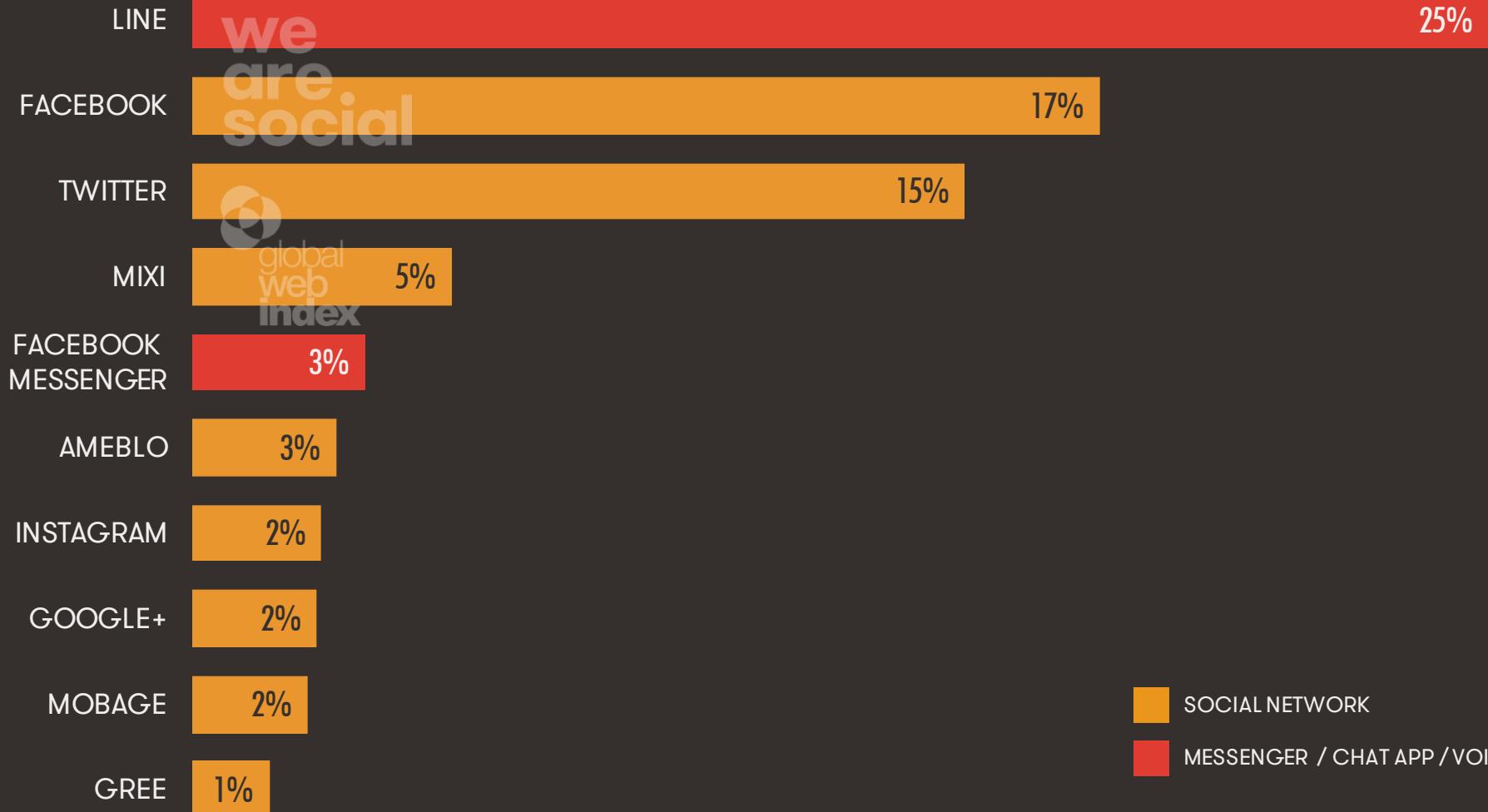


42%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



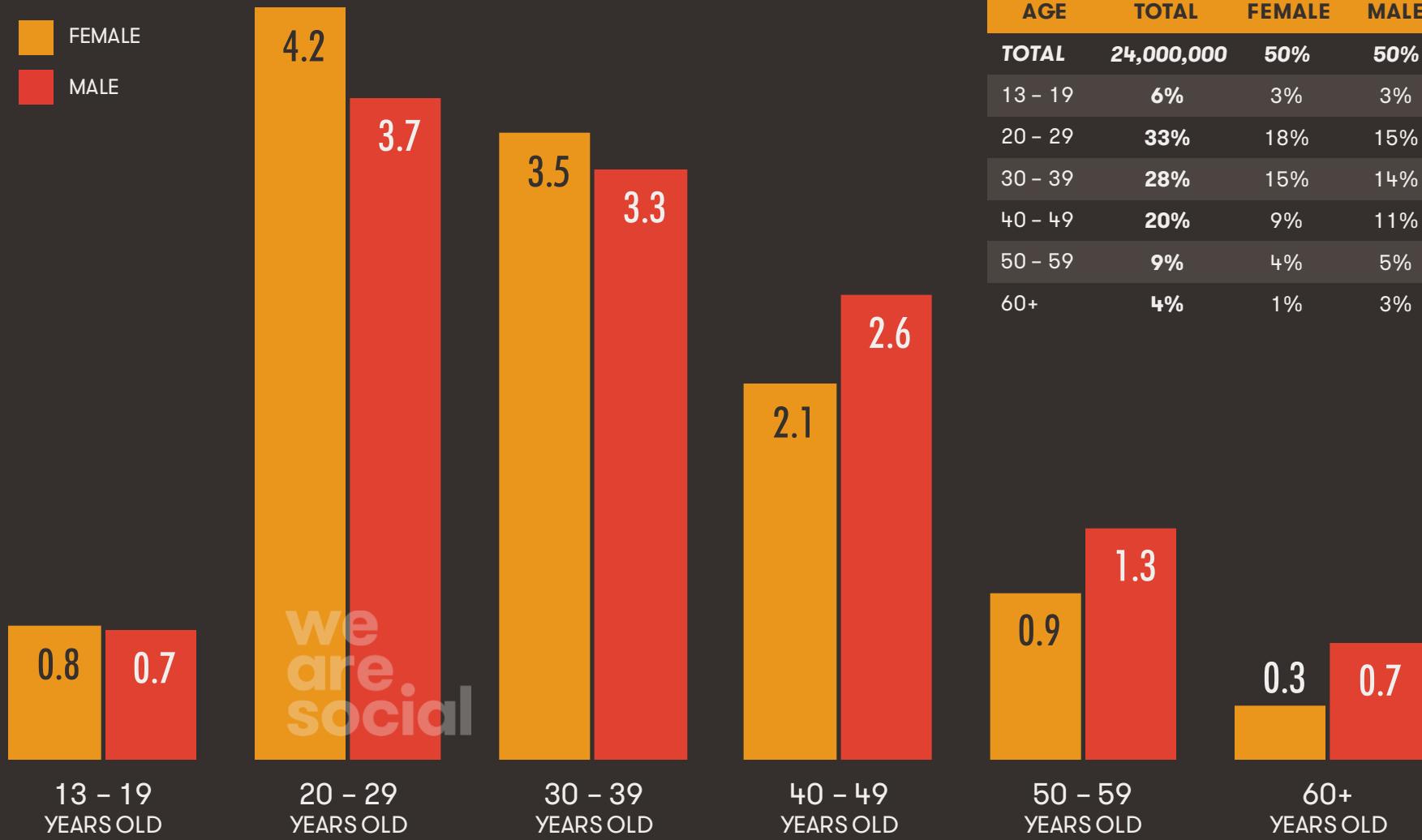
JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS

FEMALE
MALE



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



106.8M

84%

173.3M

137%

1.62

JAN
2016

MOBILE CONNECTIONS



BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



173.3M

137%

0.4%

99.6%

98%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



25%

NOTE: THIS FIGURE IS BASED ON
RESPONDENTS WHO REPORTED
USING LINE IN THE PAST 30 DAYS

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



9%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



13%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



10%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



18%

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



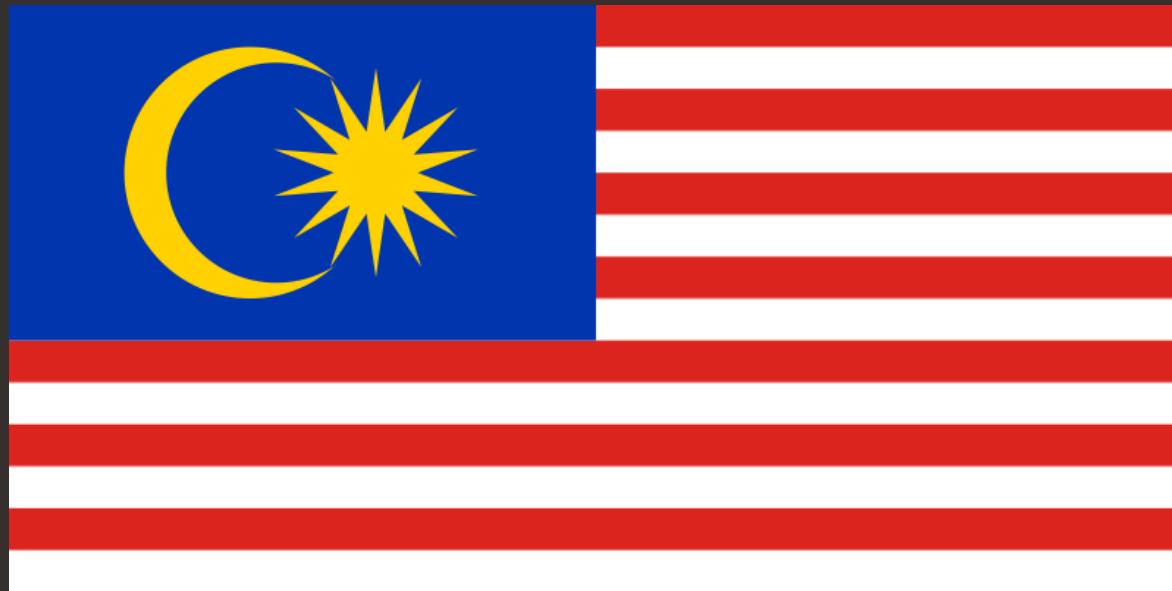
55%

65%

65%

54%

13%



MALAYSIA

JAN
2016

DIGITAL IN MALAYSIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL POPULATION



ACTIVE INTERNET USERS



ACTIVE SOCIAL MEDIA USERS



MOBILE CONNECTIONS



ACTIVE MOBILE SOCIAL USERS



30.54
MILLION

URBANISATION: 75%

20.62
MILLION

PENETRATION: 68%

18.00
MILLION

PENETRATION: 59%

43.43
MILLION

vs POPULATION: 142%

16.00
MILLION

PENETRATION: 52%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+1%

SINCE JAN 2015

+7%

SINCE JAN 2015

+4%

SINCE JAN 2015

+7%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are.
social

96%

SMART
PHONE



Google

71%

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



14%

TV STREAMING
DEVICE



Google

4%

HANDHELD
GAMING CONSOLE



we
are.
social

[N/A]

E-READER
DEVICE



Google

[N/A]

WEARABLE
TECH DEVICE



1%

JAN
2016

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



4H 38M

3H 37M

3H 00M

2H 09M

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



20.6M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



68%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



18.0M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



59%

global
web
index

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



20.60M

INTERNET USERS:
ITU DATA



20.62M

INTERNET USERS:
CIA DATA



12.10M

JAN
2016

FREQUENCY OF INTERNET USE



HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



77%

17%

5%

1%

JAN
2016

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

48%

YEAR-ON-YEAR:

-19%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



Stat
Counter

47%

YEAR-ON-YEAR:

+40%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

5%

YEAR-ON-YEAR:

-29%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



-

YEAR-ON-YEAR:

-

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



18.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



59%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



16.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



52%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

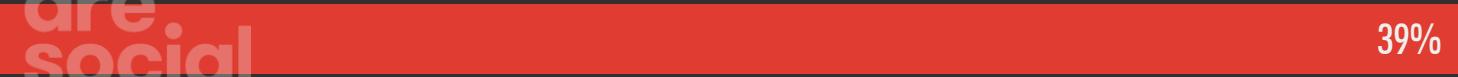
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



FACEBOOK



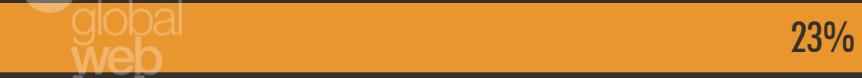
WHATSAPP



FACEBOOK
MESSENGER



GOOGLE+



WECHAT



INSTAGRAM



LINE



TWITTER



SKYPE



LINKEDIN



SOCIAL NETWORK

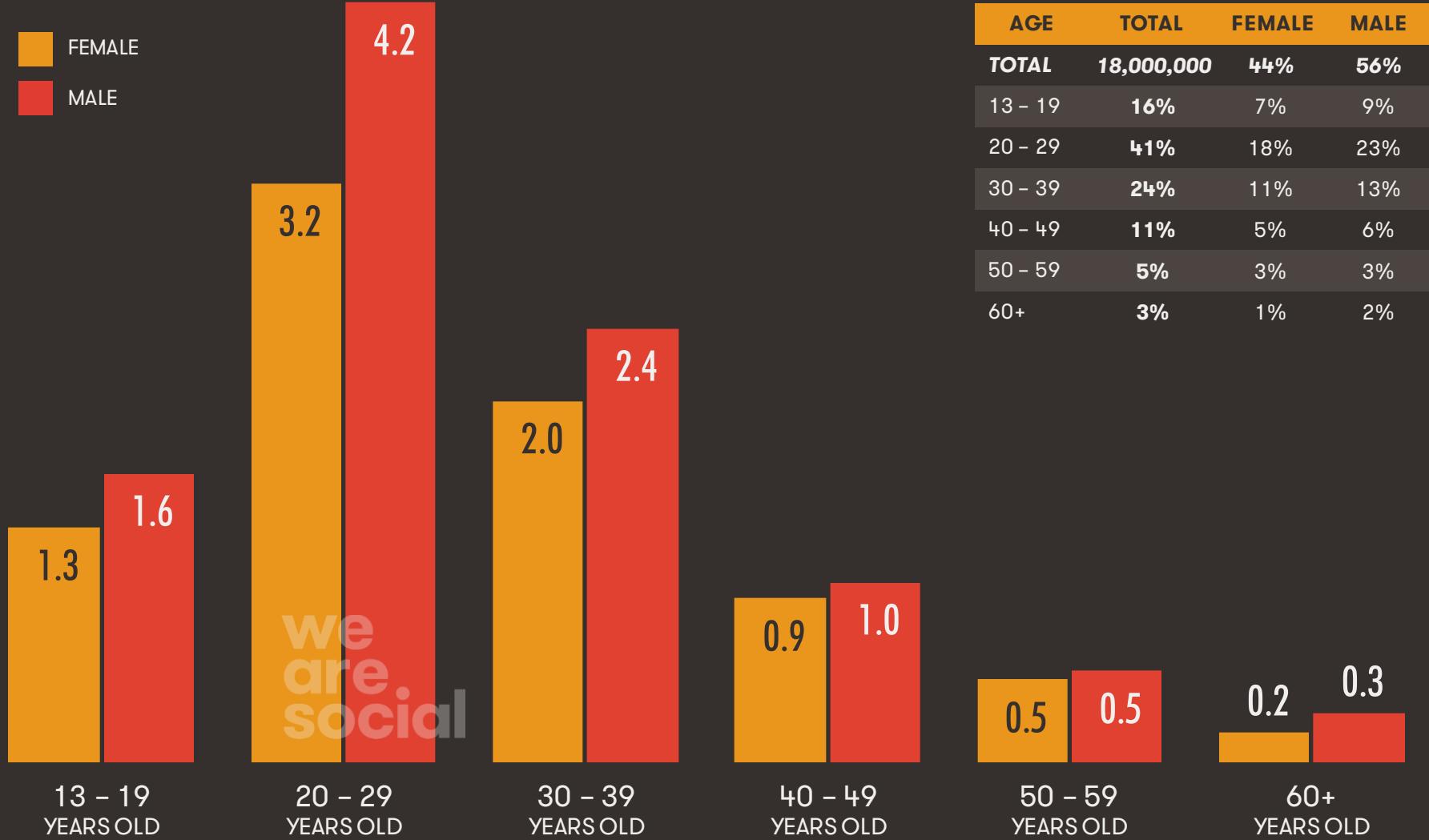
MESSENGER / CHAT APP / VOIP

JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



22.7M

74%

43.4M

142%

1.91

JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



43.4M

142%

77%

23%

66%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



56%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



43%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



34%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



37%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



47%

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



50%

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



59%

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



45%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



44%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



31%



MEXICO

JAN
2016

DIGITAL IN MEXICO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



127.8
MILLION

URBANISATION: 80%

60.0
MILLION

PENETRATION: 47%

60.0
MILLION

PENETRATION: 47%

103.5
MILLION

vs POPULATION: 81%

52.0
MILLION

PENETRATION: 41%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+2%

SINCE JAN 2015

+7%

SINCE JAN 2015

+0.05%

SINCE JAN 2015

+8%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP



PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE

MOBILE PHONE
(ALL TYPES)



82%

we
are.
social

SMART
PHONE



55%

Google

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



20%

TV STREAMING
DEVICE



Google

12%

HANDHELD
GAMING CONSOLE



we
are.
social

[N/A]

E-READER
DEVICE



Google

1%

WEARABLE
TECH DEVICE



3%

JAN
2016

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



4H 36M

3H 25M

3H 14M

2H 12M

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



60.0M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



47%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



49.9M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



39%

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



60.00M

INTERNET USERS:
ITU DATA



56.74M

INTERNET USERS:
CIA DATA



49.50M

JAN
2016

FREQUENCY OF INTERNET USE



HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



61%

24%

13%

3%

JAN
2016

SHARE OF WEB TRAFFIC



BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS

SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



60%

YEAR-ON-YEAR:

-1%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



Stat
Counter

34%

YEAR-ON-YEAR:

+9%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

5%

YEAR-ON-YEAR:

-28%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.09%

YEAR-ON-YEAR:

-25%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



60.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



47%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



52.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION

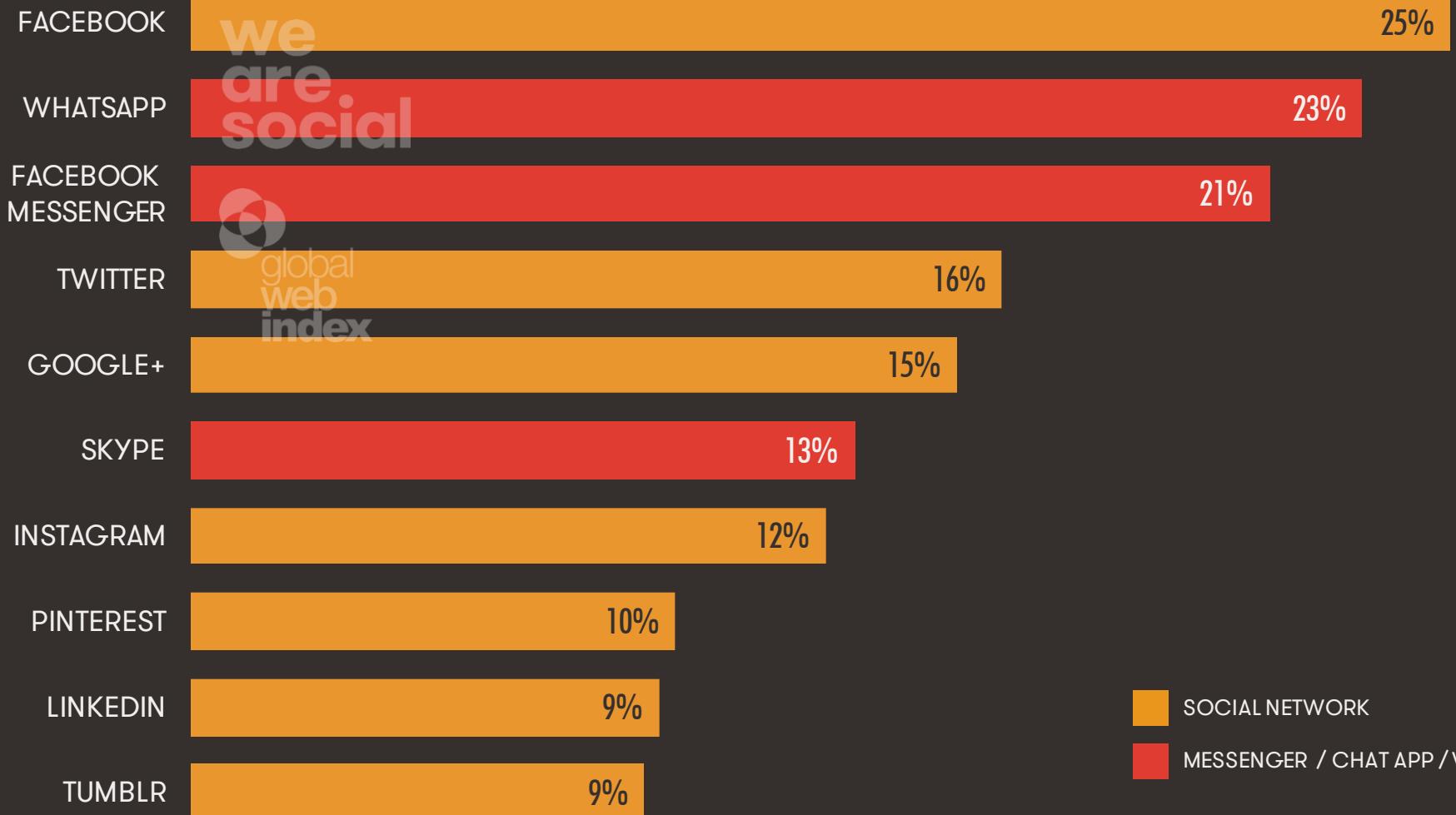


41%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



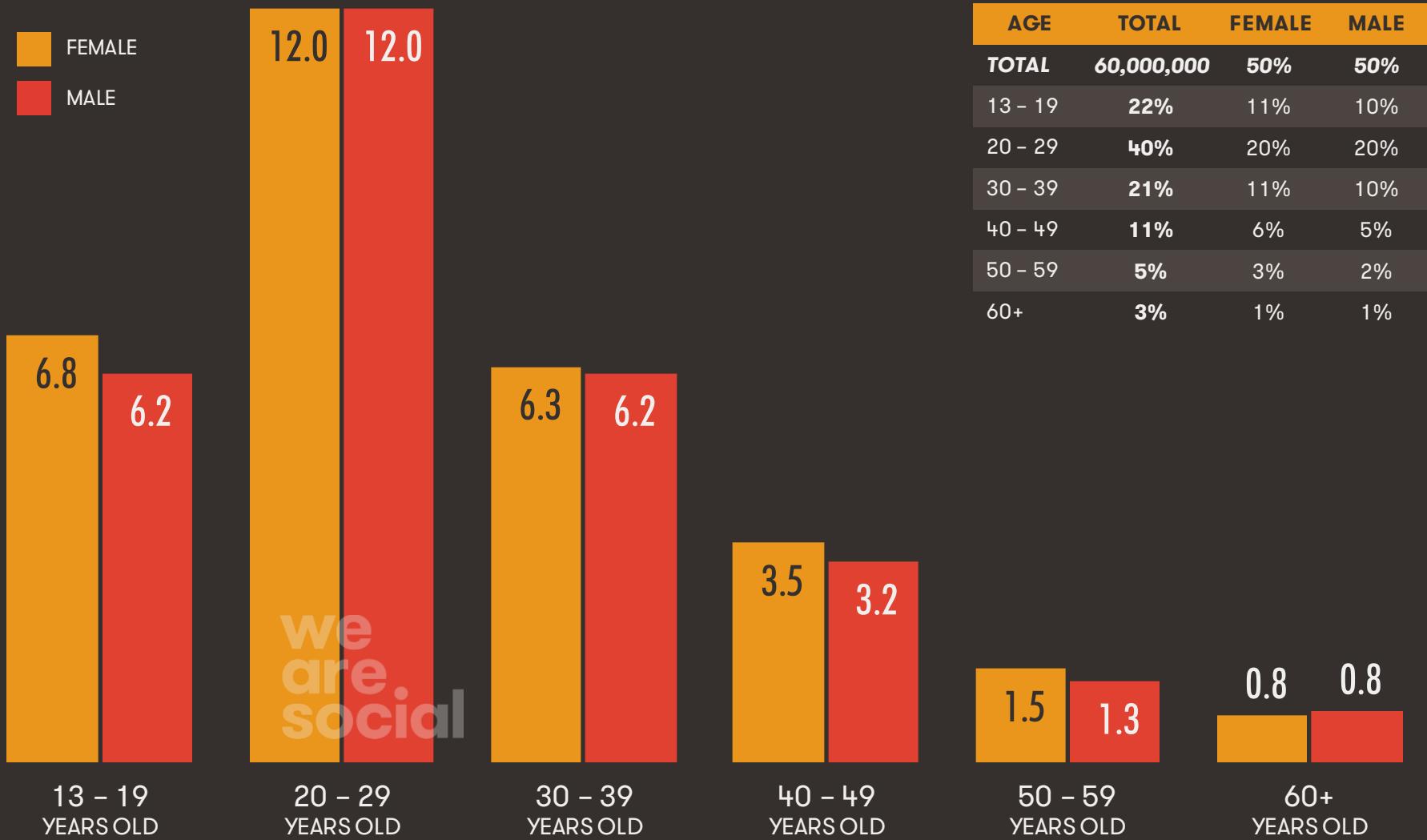
SOCIAL NETWORK
 MESSENGER / CHAT APP / VOIP

JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



84.2M

66%

103.5M

81%

1.23

JAN
2016

MOBILE CONNECTIONS



BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



103.5M

81%

85%

15%

53%

JAN
2016

MOBILE ACTIVITIES



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



34%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



28%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



20%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



18%

PERCENTAGE
OF THE POPULATION
USING MOBILE MAP SERVICES



27%

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



31%

40%

34%

28%

16%



NIGERIA

JAN
2016

DIGITAL IN NIGERIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



184.6
MILLION

URBANISATION: 49%

97.2
MILLION

PENETRATION: 53%

15.0
MILLION

PENETRATION: 8%

154.3
MILLION

vs POPULATION: 84%

11.0
MILLION

PENETRATION: 6%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



+12%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



+10%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



+11%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



-11%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



93%

we
are.
social

SMART
PHONE



51%

Google

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



[N/A]

TV STREAMING
DEVICE



Google

HANDHELD
GAMING CONSOLE



we
are.
social

E-READER
DEVICE



Google

WEARABLE
TECH DEVICE



[N/A]

[N/A]

[N/A]

[N/A]

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



INTERNET USERS:
ITU DATA



INTERNET USERS:
CIA DATA



INTERNET USERS:
NCC DATA



92.70M

78.79M

66.60M

97.21M

JAN
2016

FREQUENCY OF INTERNET USE



HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



67%

25%

5%

3%

JAN
2016

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



SHARE OF WEB
PAGE VIEWS:
TABLETS



SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



15%

YEAR-ON-YEAR:

-28%

82%

YEAR-ON-YEAR:

+10%

3%

YEAR-ON-YEAR:

-27%

-

YEAR-ON-YEAR:

-

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION

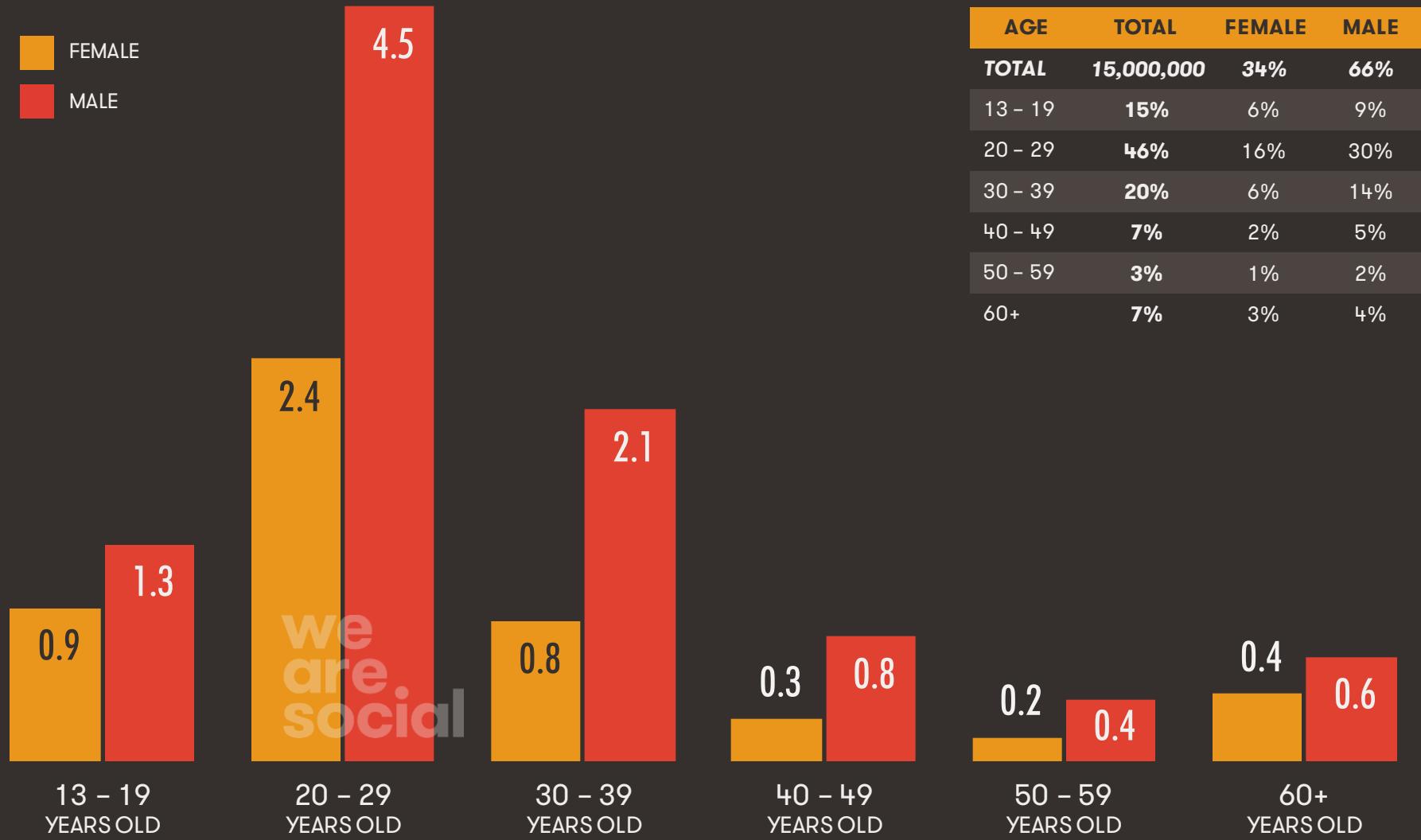


JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



74.7M

40%

154.3M

84%

2.07

JAN
2016

MOBILE CONNECTIONS



BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



154.3M

84%

97%

3%

24%



THE PHILIPPINES

JAN
2016

DIGITAL IN THE PHILIPPINES

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



101.47
MILLION

URBANISATION: 44%

47.13
MILLION

PENETRATION: 46%

48.00
MILLION

PENETRATION: 47%

119.21
MILLION

vs POPULATION: 117%

41.00
MILLION

PENETRATION: 40%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+7%

SINCE JAN 2015

+20%

SINCE JAN 2015

+4%

SINCE JAN 2015

+28%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are.
social

87%

SMART
PHONE



Google

55%

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



24%

TV STREAMING
DEVICE



Google

8%

HANDHELD
GAMING CONSOLE



we
are.
social

[N/A]

E-READER
DEVICE



Google

5%

WEARABLE
TECH DEVICE



5%

JAN
2016

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



5H 12M

3H 14M

3H 42M

2H 33M

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



47.1M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



46%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



35.7M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



35%

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



47.13M

INTERNET USERS:
ITU DATA



40.28M

INTERNET USERS:
CIA DATA



39.20M

INTERNET USERS:
FACEBOOK USERS*



48.00M

JAN
2016

FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)



USE THE
INTERNET
EVERY DAY



46%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



30%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



16%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



8%

JAN
2016

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



64%
YEAR-ON-YEAR:
-12%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



29%
YEAR-ON-YEAR:
+53%

SHARE OF WEB
PAGE VIEWS:
TABLETS



7%
YEAR-ON-YEAR:
-16%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.01%
YEAR-ON-YEAR:
0%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



48.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



47%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



41.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION

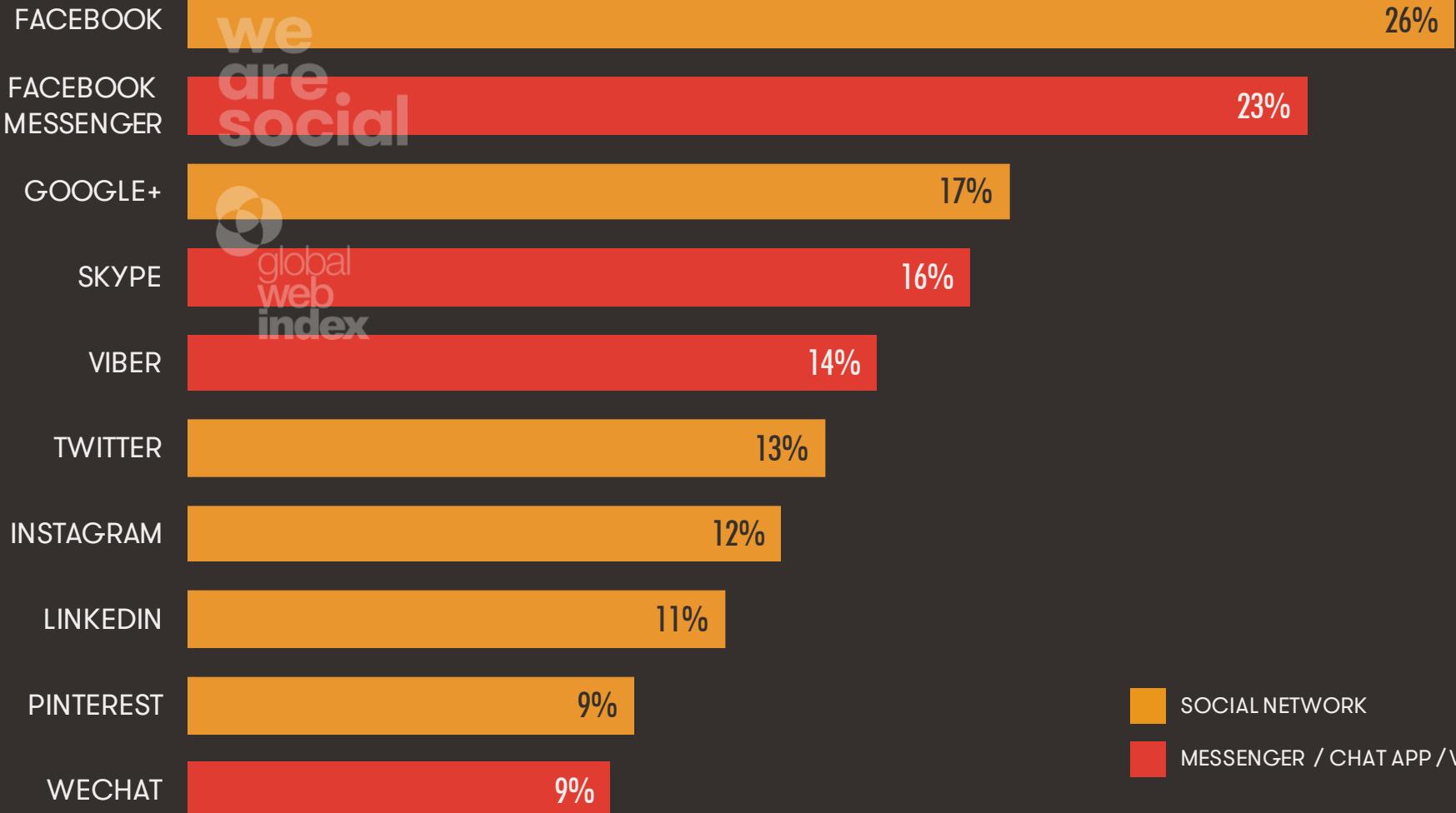


40%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



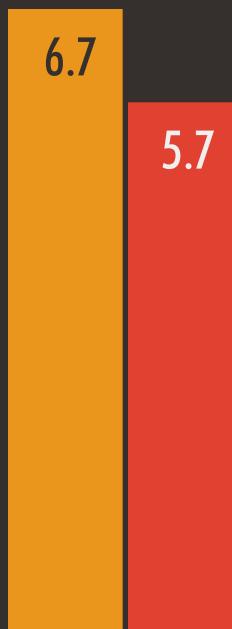
JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS

FEMALE
MALE



we
are.
social

AGE	TOTAL	FEMALE	MALE
TOTAL	48,000,000	52%	48%
13 - 19	26%	14%	12%
20 - 29	41%	21%	20%
30 - 39	19%	10%	9%
40 - 49	8%	5%	4%
50 - 59	4%	2%	2%
60+	2%	1%	1%

13 - 19
YEARS OLD

20 - 29
YEARS OLD

30 - 39
YEARS OLD

40 - 49
YEARS OLD

50 - 59
YEARS OLD

60+
YEARS OLD

JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



75.4M

74%

119.2M

117%

1.58

JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



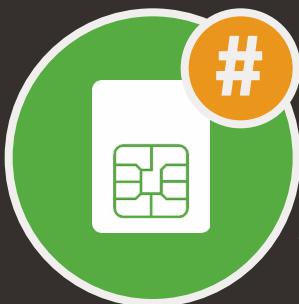
TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



119.2M

117%

95%

5%

47%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



33%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



26%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



23%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



21%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



25%

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



29%

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



39%

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



31%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



24%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



18%



POLAND

JAN
2016

DIGITAL IN POLAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



38.60
MILLION

URBANISATION: 61%

25.71
MILLION

PENETRATION: 67%

14.00
MILLION

PENETRATION: 36%

58.84
MILLION

vs POPULATION: 152%

10.00
MILLION

PENETRATION: 26%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+6%

SINCE JAN 2015

+8%

SINCE JAN 2015

+3%

SINCE JAN 2015

+9%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



94%

we
are.
social

SMART
PHONE



59%

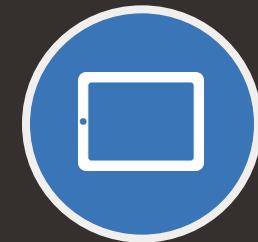
Google

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



24%

TV STREAMING
DEVICE



Google

13%

HANDHELD
GAMING CONSOLE



we
are.
social

[N/A]

E-READER
DEVICE



Google

2%

WEARABLE
TECH DEVICE



1%

JAN
2016

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



4H 25M

1H 17M

1H 17M

2H 28M

we
are
social

global
web
index

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



25.7M

67%

17.6M

46%

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS: INTERNETWORLDSTATS DATA



we
are
social

25.67M

INTERNET USERS: ITU DATA



we
are
social

25.71M

INTERNET USERS: CIA DATA



25.90M

JAN
2016

FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)



USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



74%

20%

5%

1%

we
are
social

Google

we
are
social

JAN
2016

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



48%

YEAR-ON-YEAR:

-10%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



51%

YEAR-ON-YEAR:

+14%

SHARE OF WEB
PAGE VIEWS:
TABLETS



2%

YEAR-ON-YEAR:

-31%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.02%

YEAR-ON-YEAR:

-33%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



14.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



36%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



10.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION

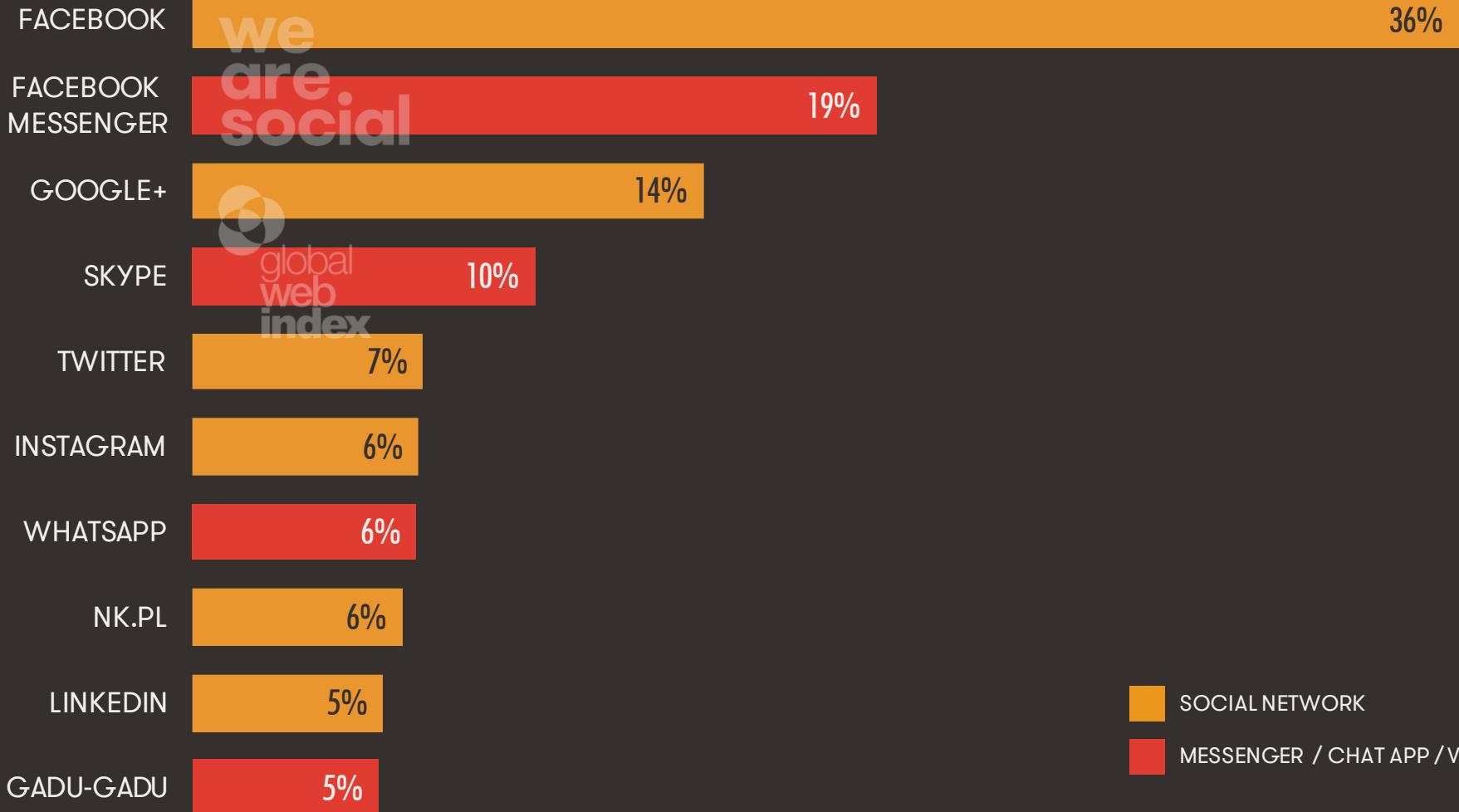


26%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



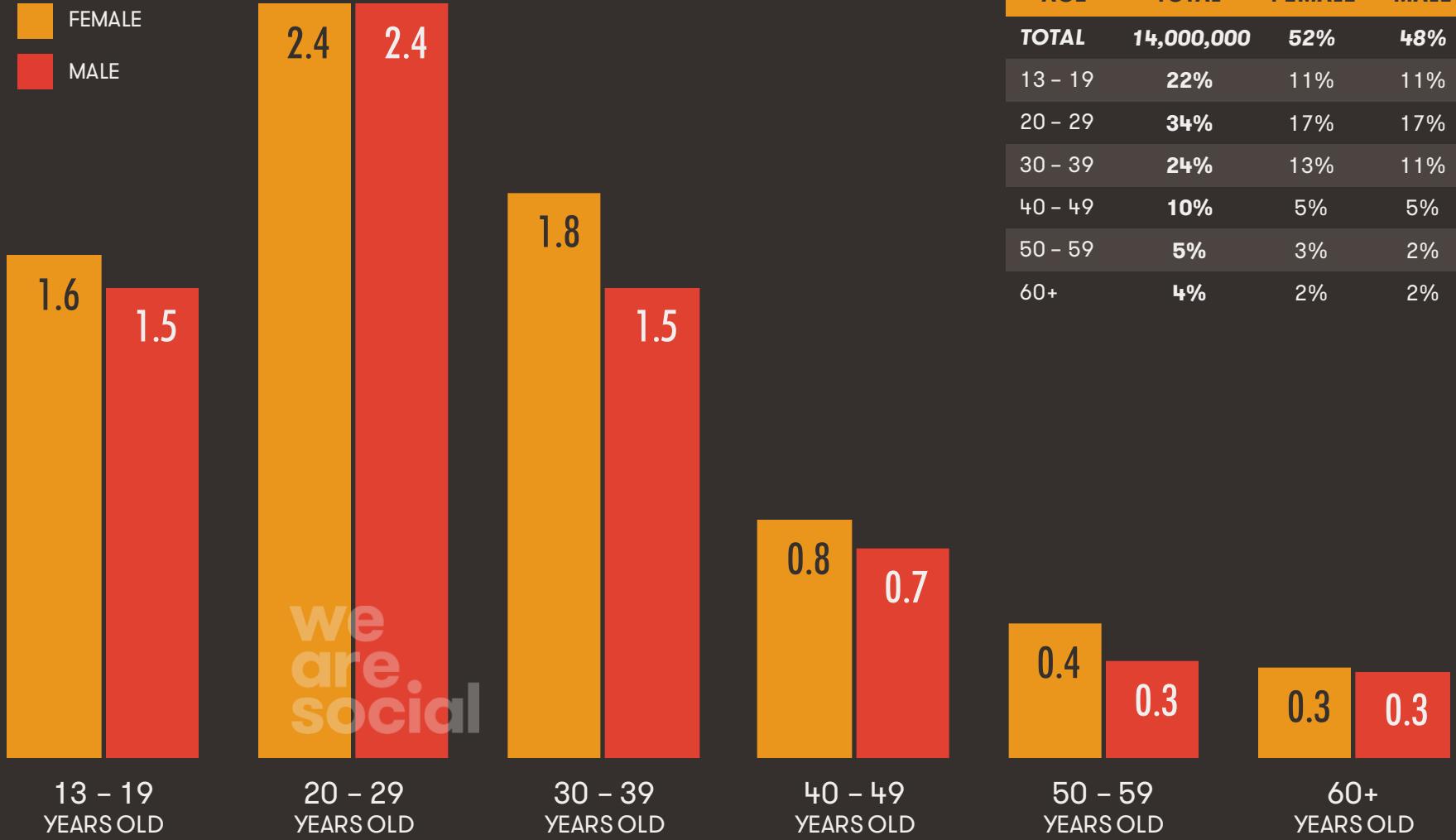
JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



FEMALE
MALE



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



28.4M

74%

58.8M

152%

2.07

JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



58.8M

152%

48%

52%

62%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



25%

19%

17%

28%

27%

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



53%

59%

43%

51%

20%



RUSSIA

JAN
2016

DIGITAL IN RUSSIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



143.4
MILLION

URBANISATION: 74%

103.1
MILLION

PENETRATION: 72%

68.5
MILLION

PENETRATION: 48%

247.2
MILLION

vs POPULATION: 172%

42.5
MILLION

PENETRATION: 30%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+4%

SINCE JAN 2015

+2%

SINCE JAN 2015

+4%

SINCE JAN 2015

+11%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



95%

we
are.
social

SMART
PHONE



61%

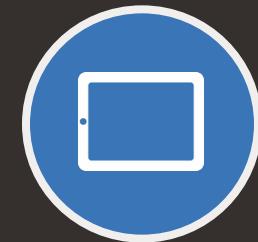
Google

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



33%

TV STREAMING
DEVICE



Google

9%

HANDHELD
GAMING CONSOLE



we
are.
social

[N/A]

E-READER
DEVICE



Google

11%

WEARABLE
TECH DEVICE



2%

JAN
2016

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



4H 40M

1H 23M

1H 52M

2H 16M

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



103.1M

72%

57.0M

40%

we
are
social

we
are
social

global
web
index

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



103.15M

INTERNET USERS:
ITU DATA



101.16M

INTERNET USERS:
CIA DATA



84.40M

JAN
2016

FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)



USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



81%

15%

4%

<1%

JAN
2016

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



83%

YEAR-ON-YEAR:

+11%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



Stat
Counter

12%

YEAR-ON-YEAR:

-30%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

5%

YEAR-ON-YEAR:

-38%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.01%

YEAR-ON-YEAR:

0%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



68.5M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



48%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



42.5M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION

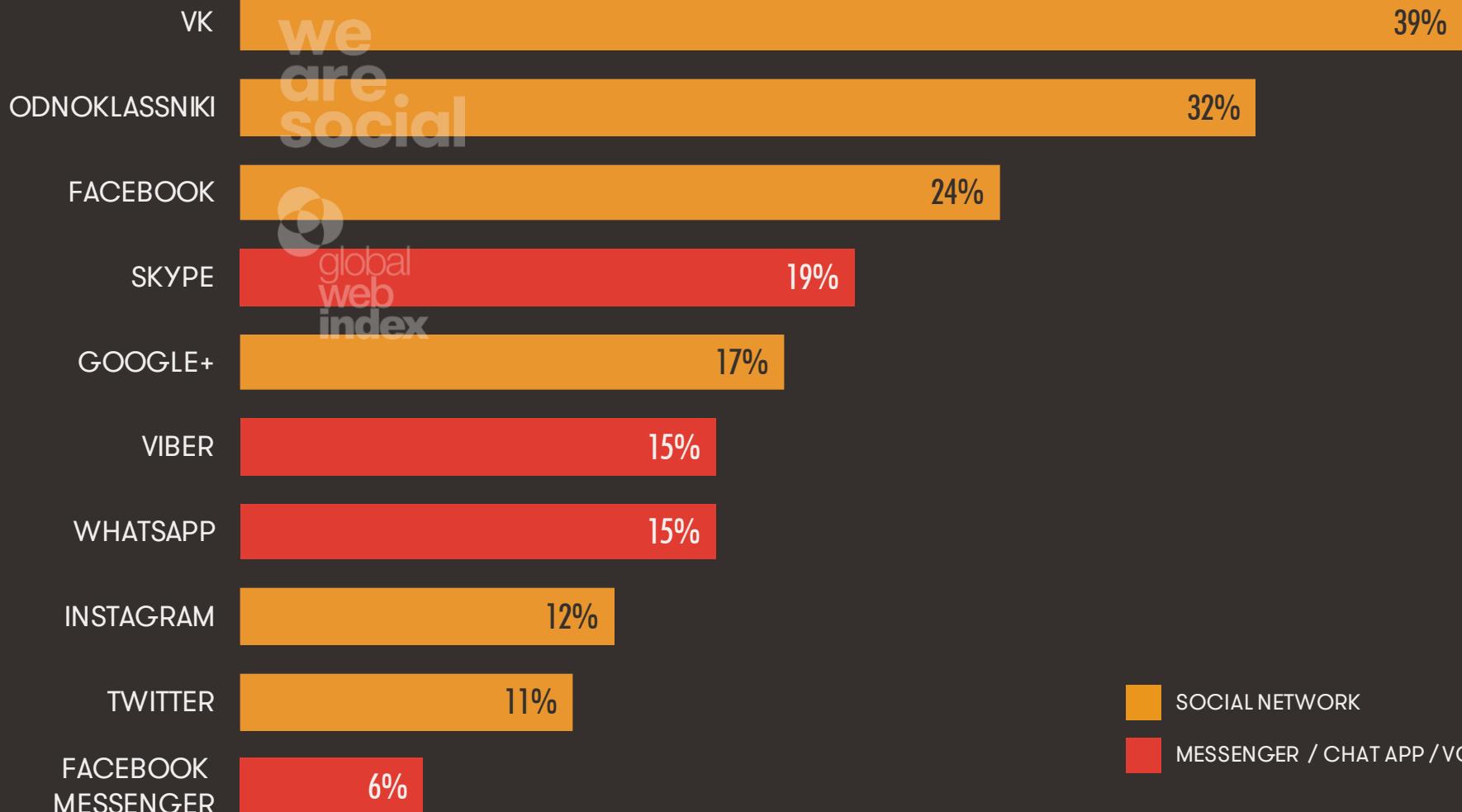


30%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



█ SOCIAL NETWORK
█ MESSENGER / CHAT APP / VOIP

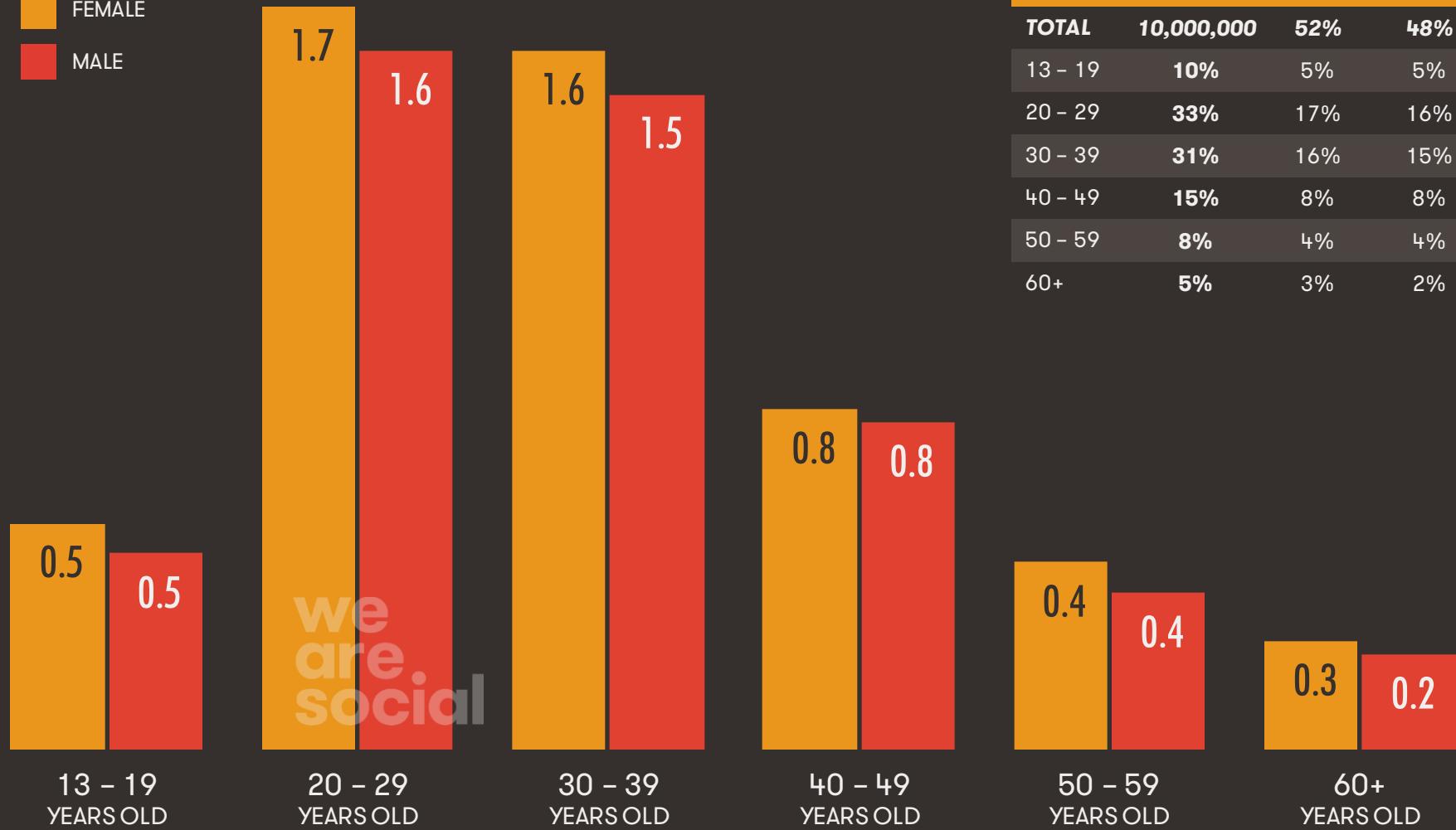
JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS

FEMALE
MALE



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



103.2M

72%

247.2M

172%

2.40

JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



247.2M

172%

82%

18%

38%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



31%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



19%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



17%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



15%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



27%

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



48%

64%

47%

45%

15%



SAUDI ARABIA

JAN
2016

DIGITAL IN SAUDI ARABIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



31.85
MILLION

URBANISATION: 83%

20.29
MILLION

PENETRATION: 64%

11.00
MILLION

PENETRATION: 35%

57.58
MILLION

vs POPULATION: 181%

10.00
MILLION

PENETRATION: 31%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



+5%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



+20%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



+9%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+25%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP



PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE

MOBILE PHONE
(ALL TYPES)



we
are.
social

91%

SMART
PHONE



Google

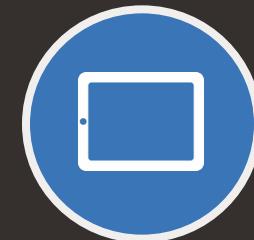
86%

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



21%

TV STREAMING
DEVICE



Google

7%

HANDHELD
GAMING CONSOLE



we
are.
social

[N/A]

E-READER
DEVICE



Google

2%

WEARABLE
TECH DEVICE



5%

JAN
2016

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



4H 08M

3H 46M

2H 56M

1H 55M

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



20.3M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



64%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



15.5M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



49%

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



INTERNET USERS:
ITU DATA



we
are
social

INTERNET USERS:
CIA DATA



we
are
social

18.30M

20.29M

16.20M

JAN
2016

FREQUENCY OF INTERNET USE



HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



86%

10%

3%

1%

we
are
social

Google

JAN
2016

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



39%

YEAR-ON-YEAR:
-17%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



55%

YEAR-ON-YEAR:
+19%

SHARE OF WEB
PAGE VIEWS:
TABLETS



5%

YEAR-ON-YEAR:
-13%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.14%

YEAR-ON-YEAR:
+133%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



11.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



35%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



10.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



31%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

WHATSAPP

we
are
social

27%

FACEBOOK

we
are
social

25%

FACEBOOK
MESSENGER



20%

TWITTER

global
web
index

20%

INSTAGRAM



17%

GOOGLE+



15%

SKYPE



14%

SNAPCHAT



13%

LINE



12%

LINKEDIN



11%



SOCIAL NETWORK



MESSENGER / CHAT APP / VOIP

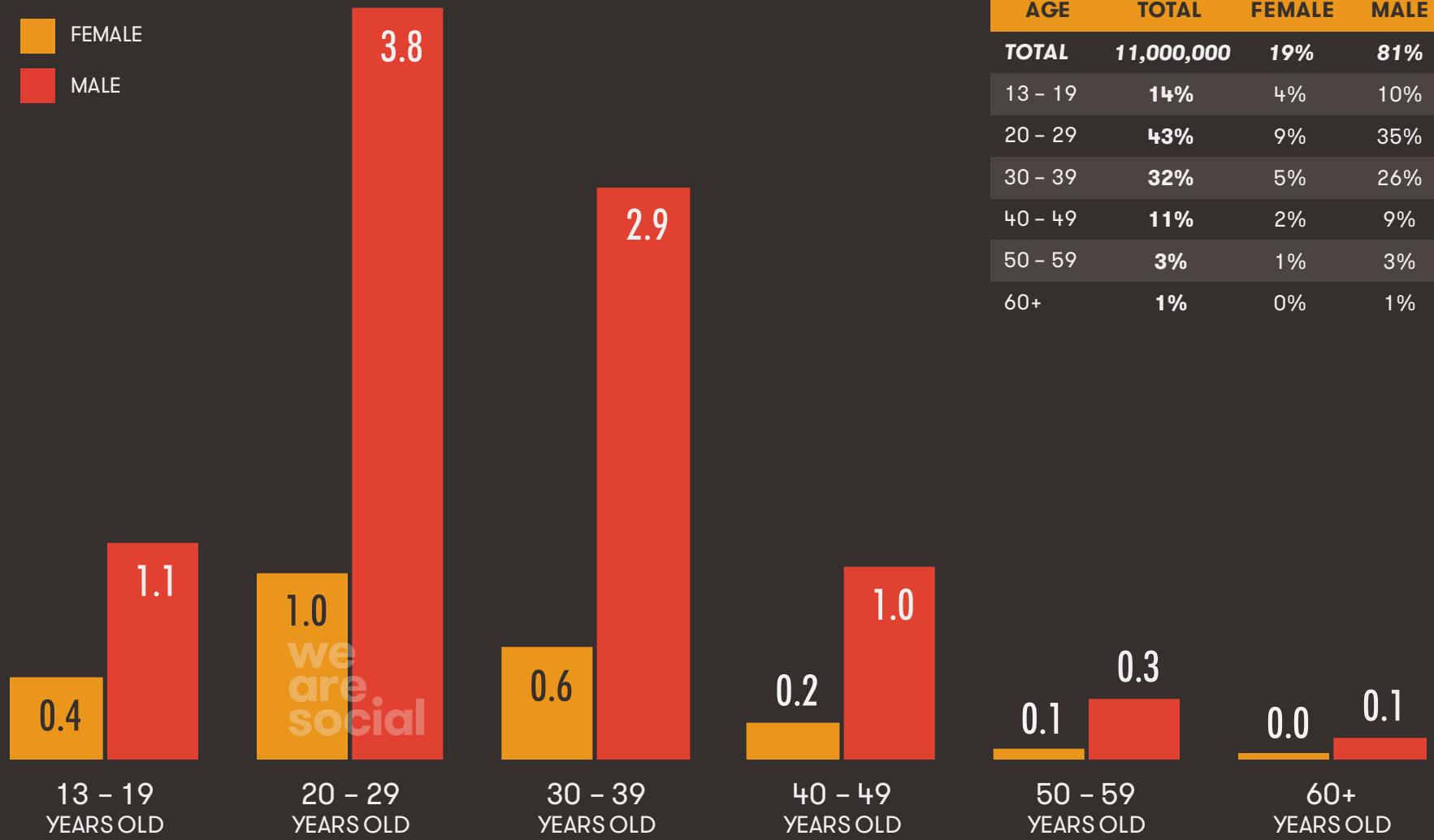
JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS

FEMALE
MALE



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



21.2M

67%

57.6M

181%

2.72

JAN
2016

MOBILE CONNECTIONS



BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



57.6M

181%

86%

14%

71%

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE POPULATION USING MOBILE MESSENGERS

**38%**

PERCENTAGE OF THE POPULATION WATCHING VIDEOS ON MOBILE

**34%**

PERCENTAGE OF THE POPULATION PLAYING GAMES ON MOBILE

**28%**

PERCENTAGE OF THE POPULATION USING MOBILE BANKING

**26%**

PERCENTAGE OF THE POPULATION USING MOBILE MAP SERVICES

**34%**

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



we
are.
social

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



global
web
index

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



we
are.
social

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



global
web
index

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



41%

52%

42%

36%

23%



SINGAPORE

JAN
2016

DIGITAL IN SINGAPORE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL POPULATION



ACTIVE INTERNET USERS



ACTIVE SOCIAL MEDIA USERS



MOBILE CONNECTIONS



ACTIVE MOBILE SOCIAL USERS



5.65
MILLION

4.65
MILLION

3.60
MILLION

8.22
MILLION

3.30
MILLION

URBANISATION: 100%

PENETRATION: 82%

PENETRATION: 64%

vs POPULATION: 145%

PENETRATION: 58%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+1%

SINCE JAN 2015

0%

SINCE JAN 2015

+2%

SINCE JAN 2015

+3%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



96%

we
are.
social

SMART
PHONE



88%

Google

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



42%

TV STREAMING
DEVICE



Google

12%

HANDHELD
GAMING CONSOLE



we
are.
social

[N/A]

E-READER
DEVICE



Google

2%

WEARABLE
TECH DEVICE



4%

JAN
2016

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



4H 14M

2H 03M

1H 39M

1H 38M

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



4.65M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



82%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



3.70M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



66%

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



INTERNET USERS:
ITU DATA



INTERNET USERS:
CIA DATA



4.653M

4.633M

4.500M

JAN
2016

FREQUENCY OF INTERNET USE



HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



84%

11%

4%

1%

JAN
2016

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

52%

YEAR-ON-YEAR:

-7%

41%

YEAR-ON-YEAR:

+17%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

7%

YEAR-ON-YEAR:

-23%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



we
are
social

0.02%

YEAR-ON-YEAR:

+100%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



3.60M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



64%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



3.30M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



58%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



WHATSAPP

we
are
social

46%

FACEBOOK

we
are
social

43%

FACEBOOK
MESSENGER



26%

INSTAGRAM

global
web
index

18%

GOOGLE+

global
web
index

14%

LINE

global
web
index

14%

LINKEDIN

global
web
index

14%

SKYPE

global
web
index

13%

TWITTER

global
web
index

13%

WECHAT

global
web
index

12%



SOCIAL NETWORK



MESSENGER / CHAT APP / VOIP

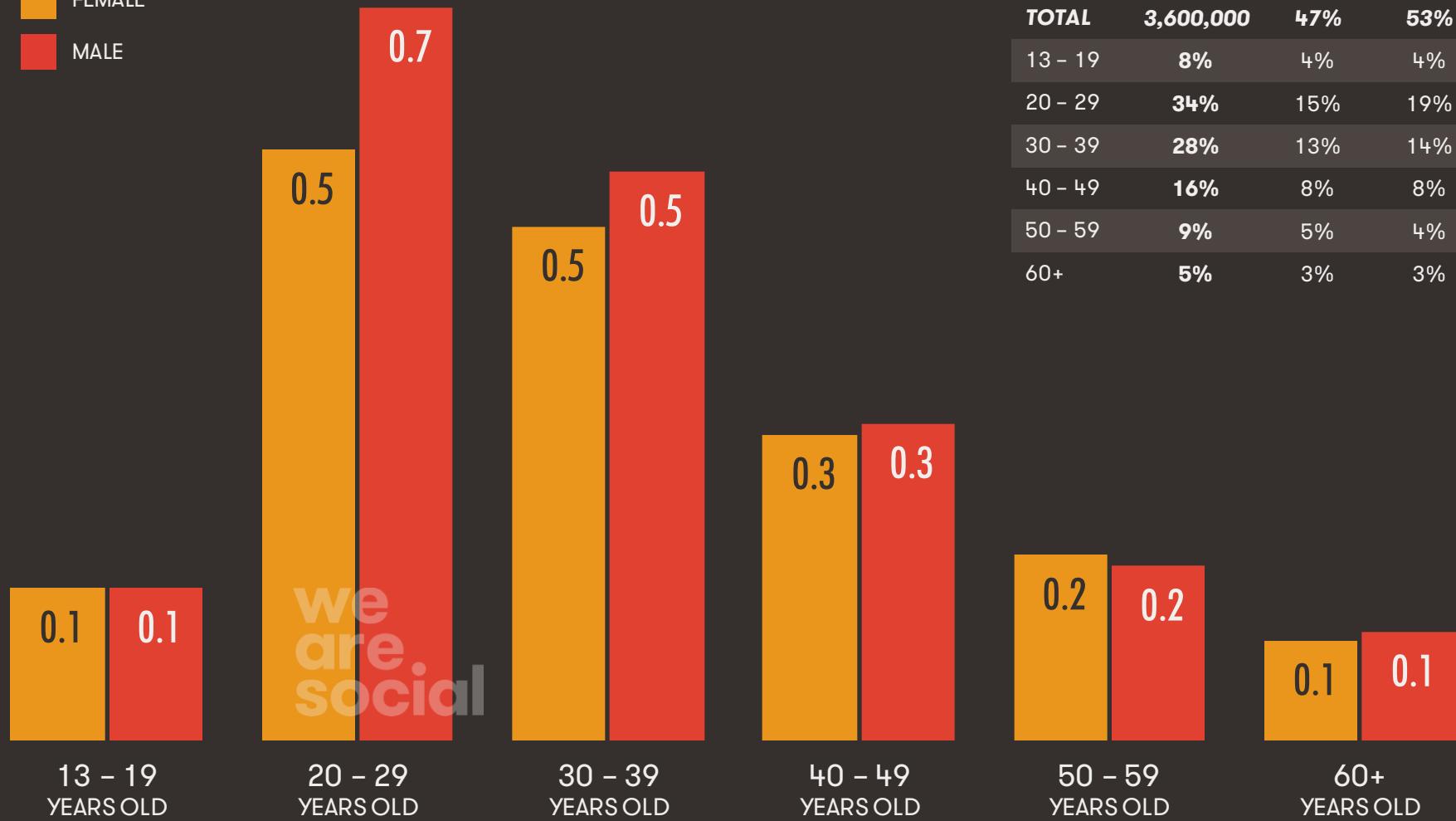
JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS

■ FEMALE
■ MALE



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



4.80M

85%

8.22M

145%

1.71

JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



8.22M

145%

41%

59%

98%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



58%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



42%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



33%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



38%

PERCENTAGE
OF THE POPULATION
USING MOBILE MAP SERVICES



48%

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



57%

67%

52%

50%

30%



SOUTH AFRICA

JAN
2016

DIGITAL IN SOUTH AFRICA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



54.73
MILLION

URBANISATION: 65%

26.84
MILLION

PENETRATION: 49%

13.00
MILLION

PENETRATION: 24%

85.53
MILLION

vs POPULATION: 156%

10.00
MILLION

PENETRATION: 18%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+5%

SINCE JAN 2015

+10%

SINCE JAN 2015

+8%

SINCE JAN 2015

-6%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are.
social

92%

SMART
PHONE



Google

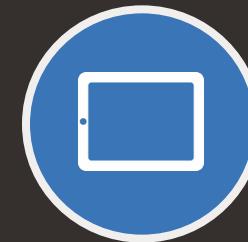
60%

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



7%

TV STREAMING
DEVICE



Google

3%

HANDHELD
GAMING CONSOLE



we
are.
social

[N/A]

E-READER
DEVICE



Google

1%

WEARABLE
TECH DEVICE



1%

JAN
2016

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



4H 54M

2H 59M

2H 43M

2H 21M

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



26.8M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



49%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



23.1M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



42%

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



26.84M

INTERNET USERS:
ITU DATA



26.82M

INTERNET USERS:
CIA DATA



24.80M

JAN
2016

FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)



USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



59%

26%

12%

3%

JAN
2016

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



21%

YEAR-ON-YEAR:

-38%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



75%

YEAR-ON-YEAR:

+23%

SHARE OF WEB
PAGE VIEWS:
TABLETS



5%

YEAR-ON-YEAR:

-22%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.02%

YEAR-ON-YEAR:

-60%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



13.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



24%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



10.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION

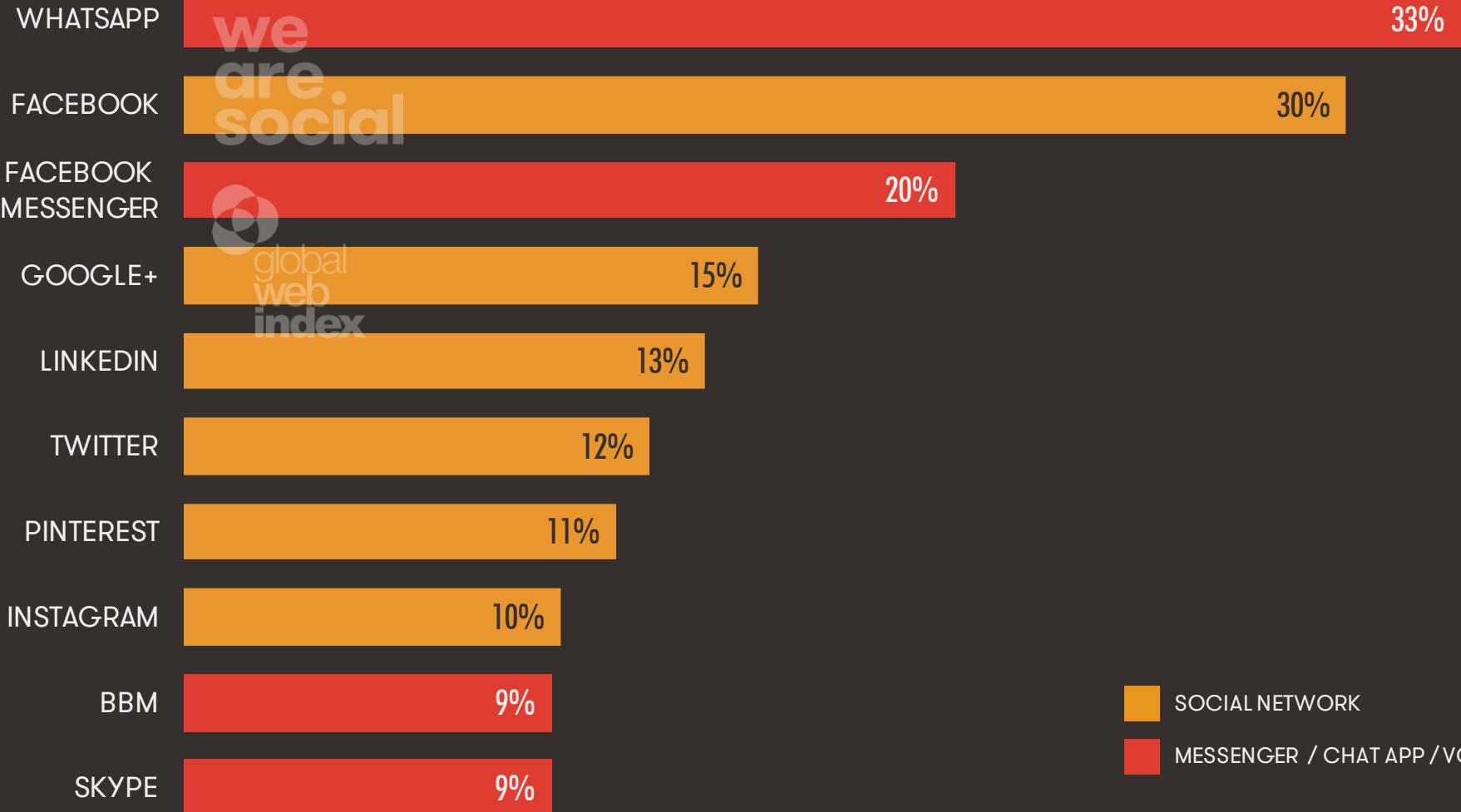


18%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



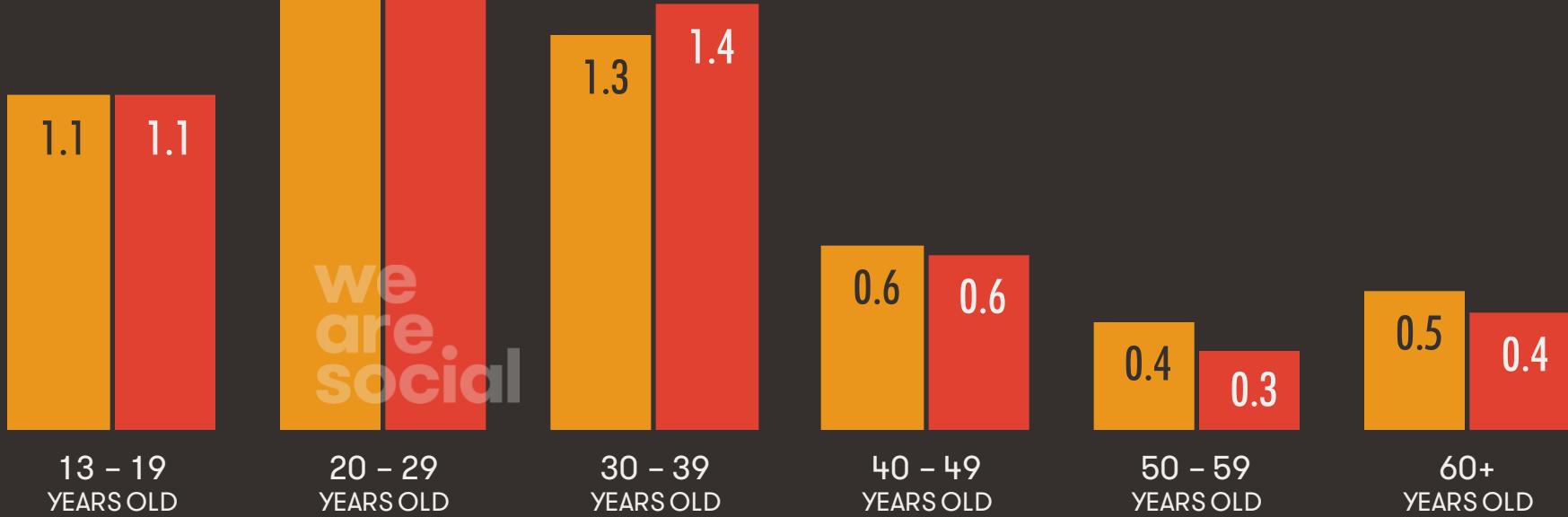
JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



FEMALE
 MALE



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



35.6M

65%

85.5M

156%

2.40

JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



85.5M

156%

84%

16%

41%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



38%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



28%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



16%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



26%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



29%

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



27%

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



43%

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



33%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS

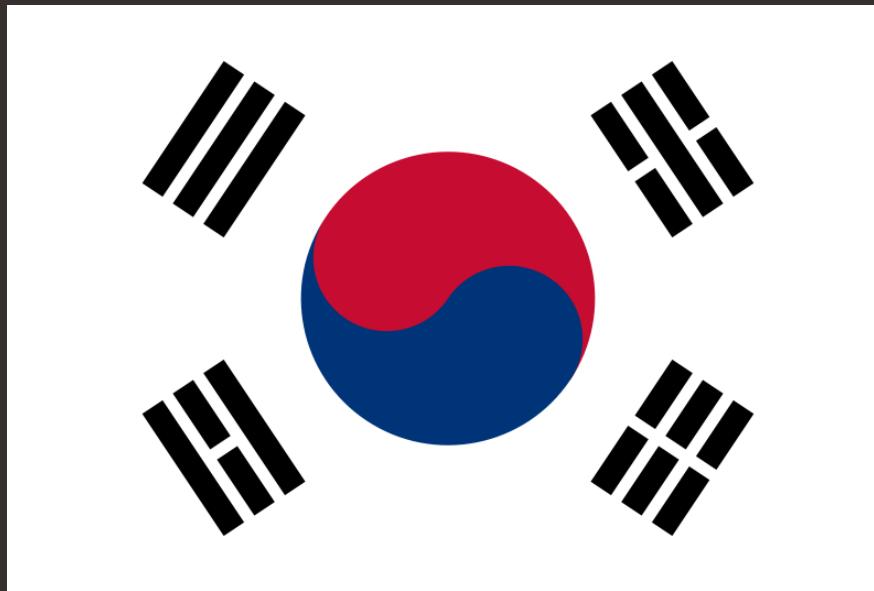


23%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



12%



SOUTH KOREA

JAN
2016

DIGITAL IN SOUTH KOREA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



50.40
MILLION

URBANISATION: 83%

45.31
MILLION

PENETRATION: 90%

38.40
MILLION

PENETRATION: 76%

57.08
MILLION

vs POPULATION: 113%

38.40
MILLION

PENETRATION: 76%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



0%

SINCE JAN 2015

[N/A]*

SINCE JAN 2015

+3%

SINCE JAN 2015

[N/A]*

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



98%

we
are.
social

SMART
PHONE



83%

Google

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



15%

TV STREAMING
DEVICE



Google

HANDHELD
GAMING CONSOLE



we
are.
social

E-READER
DEVICE



Google

WEARABLE
TECH DEVICE



5%

[N/A]

1%

2%

JAN
2016

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



3H 04M

1H 56M

1H 06M

2H 04M

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



45.3M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



90%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



35.3M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



70%

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

45.31M

INTERNET USERS:
ITU DATA



we
are
social

42.50M

INTERNET USERS:
CIA DATA



44.90M

JAN
2016

FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)



USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



97%

3%

<1%

<1%

JAN
2016

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



73%

YEAR-ON-YEAR:

+6%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



26%

YEAR-ON-YEAR:

-12%

SHARE OF WEB
PAGE VIEWS:
TABLETS



1%

YEAR-ON-YEAR:

-42%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



-

YEAR-ON-YEAR:

-

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



38.4M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



76%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



38.4M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION

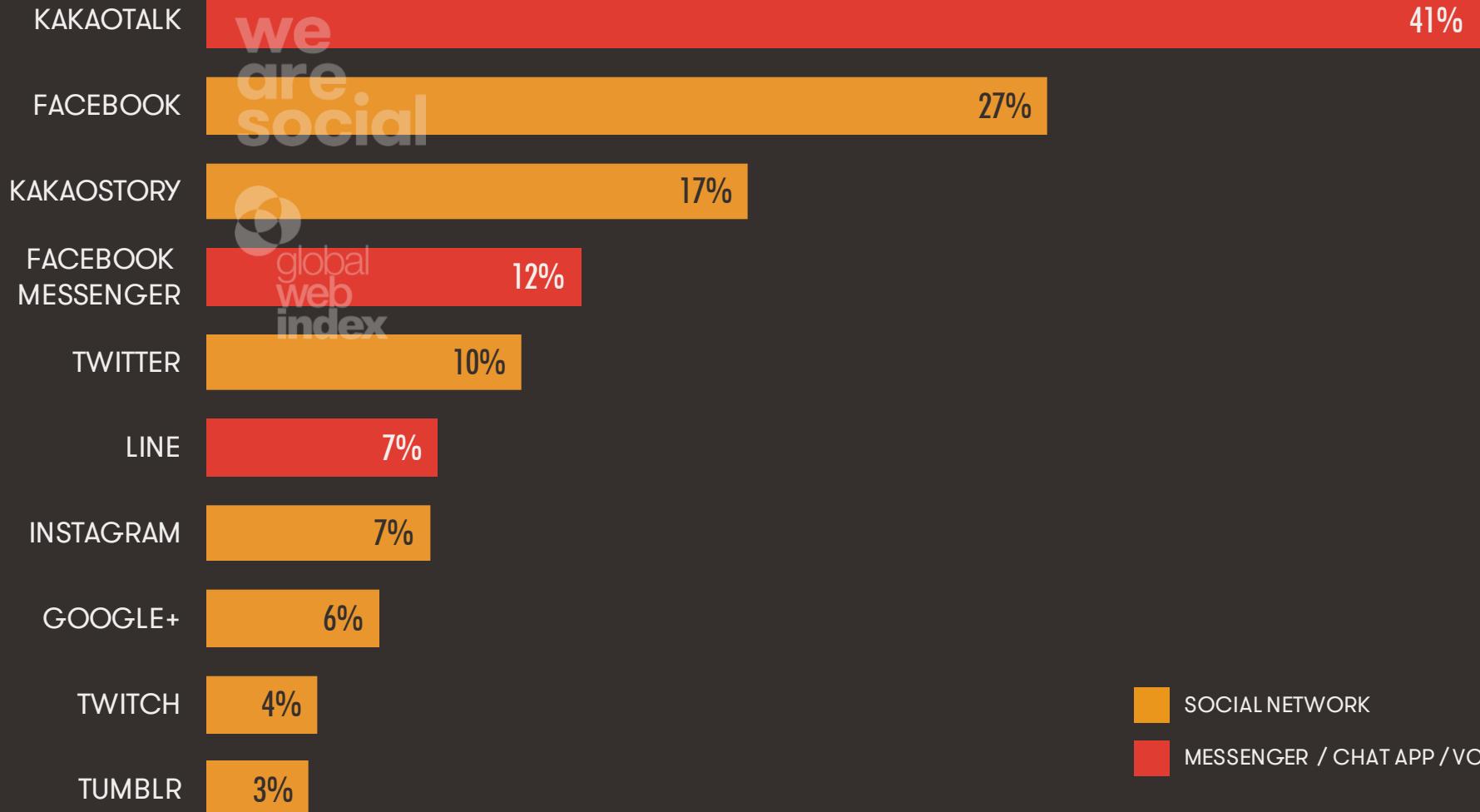


76%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



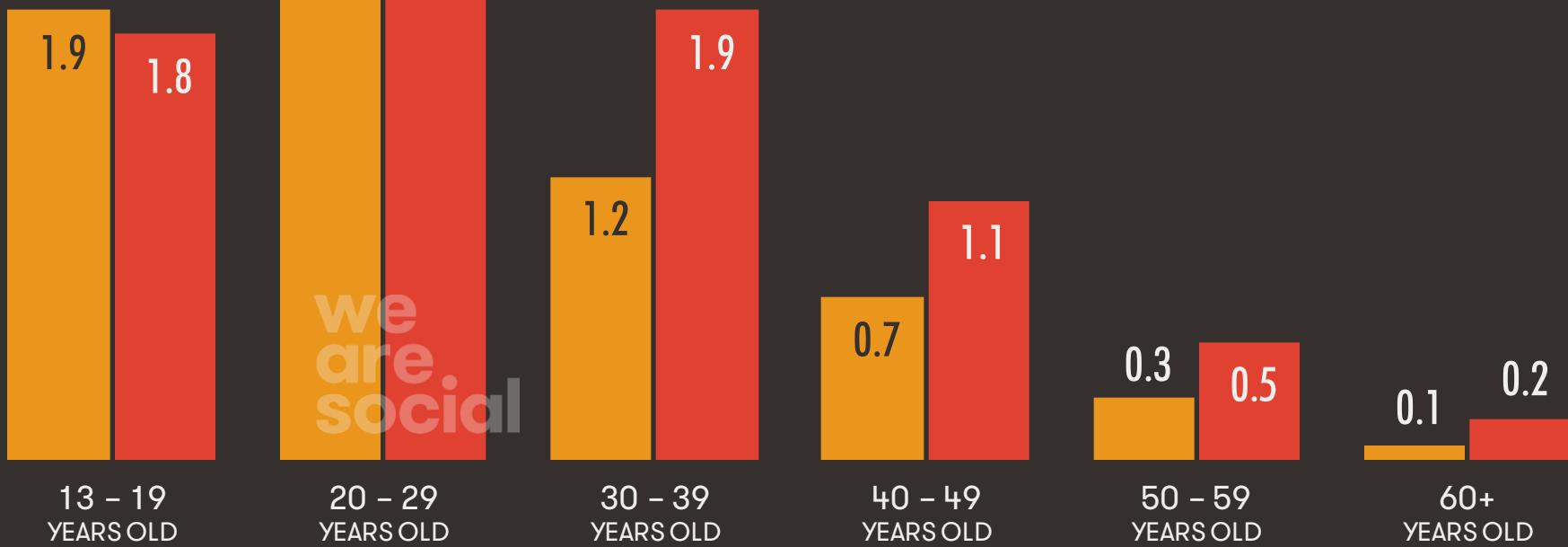
JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS

FEMALE
MALE



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



41.1M

82%

57.1M

113%

1.39

JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



57.1M

113%

5%

95%

99%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



47%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



51

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



45%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



43%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



53%

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



72%

78%

46%

68%

43%



SPAIN

JAN
2016

DIGITAL IN SPAIN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



46.09
MILLION

URBANISATION: 80%

35.71
MILLION

PENETRATION: 77%

22.00
MILLION

PENETRATION: 48%

49.16
MILLION

vs POPULATION: 107%

19.00
MILLION

PENETRATION: 41%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+6%

SINCE JAN 2015

0%

SINCE JAN 2015

-1%

SINCE JAN 2015

+7%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



96%

we
are.
social

SMART
PHONE



80%

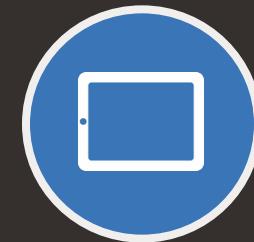
Google

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



38%

TV STREAMING
DEVICE



Google

16%

HANDHELD
GAMING CONSOLE



we
are.
social

[N/A]

E-READER
DEVICE



Google

12%

WEARABLE
TECH DEVICE



2%

JAN
2016

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



3H 47M

1H 55M

1H 36M

2H 25M

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



35.7M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



77%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



29.9M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



65%

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

35.71M

INTERNET USERS:
ITU DATA



we
are
social

35.12M

INTERNET USERS:
CIA DATA



35.50M

JAN
2016

FREQUENCY OF INTERNET USE



HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



86%

11%

2%

<1%

JAN
2016

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

62%

YEAR-ON-YEAR:

+4%

32%

YEAR-ON-YEAR:

-6%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

7%

YEAR-ON-YEAR:

-3%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



we
are
social

0.07%

YEAR-ON-YEAR:

0%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



22.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



48%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



19.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION

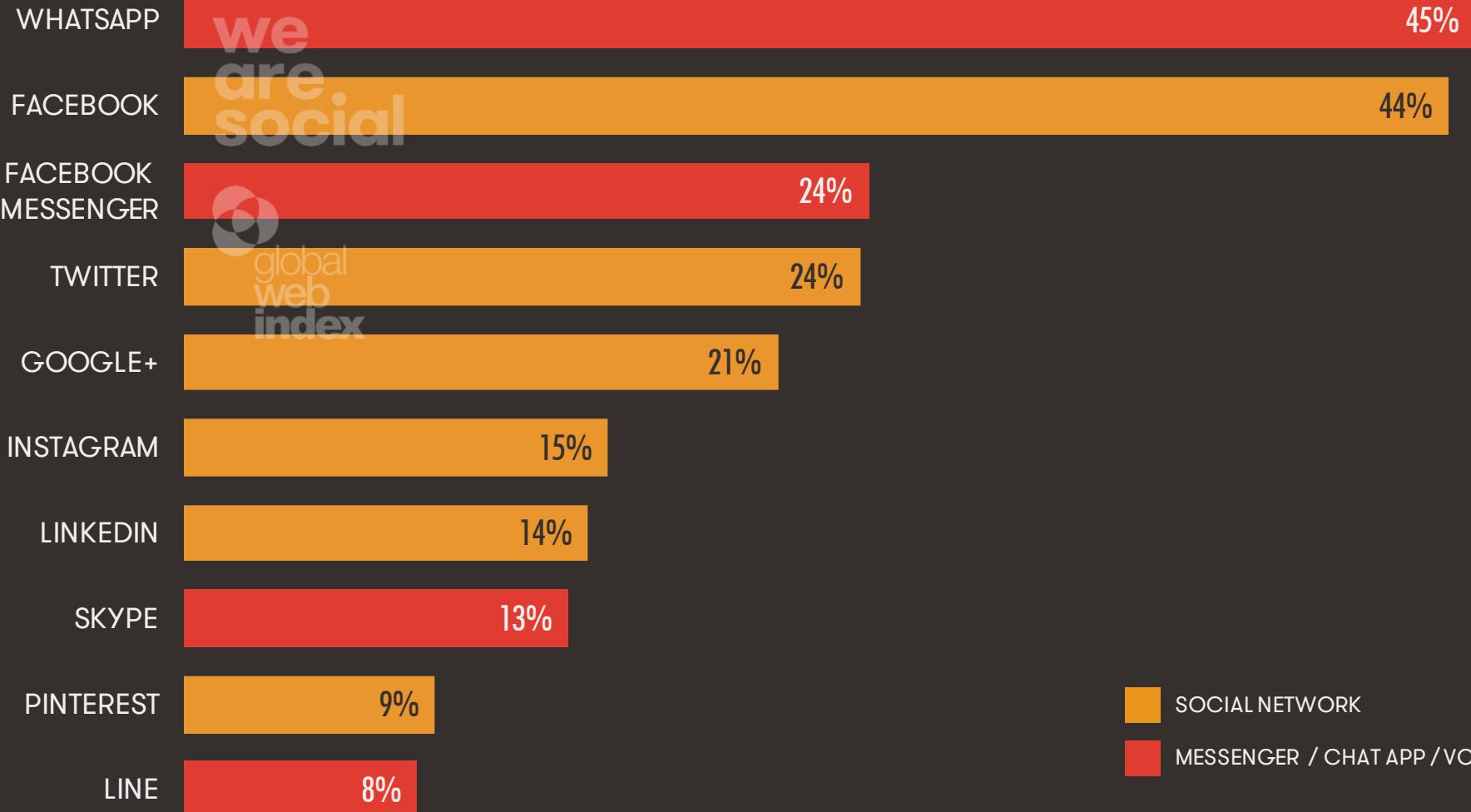


41%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



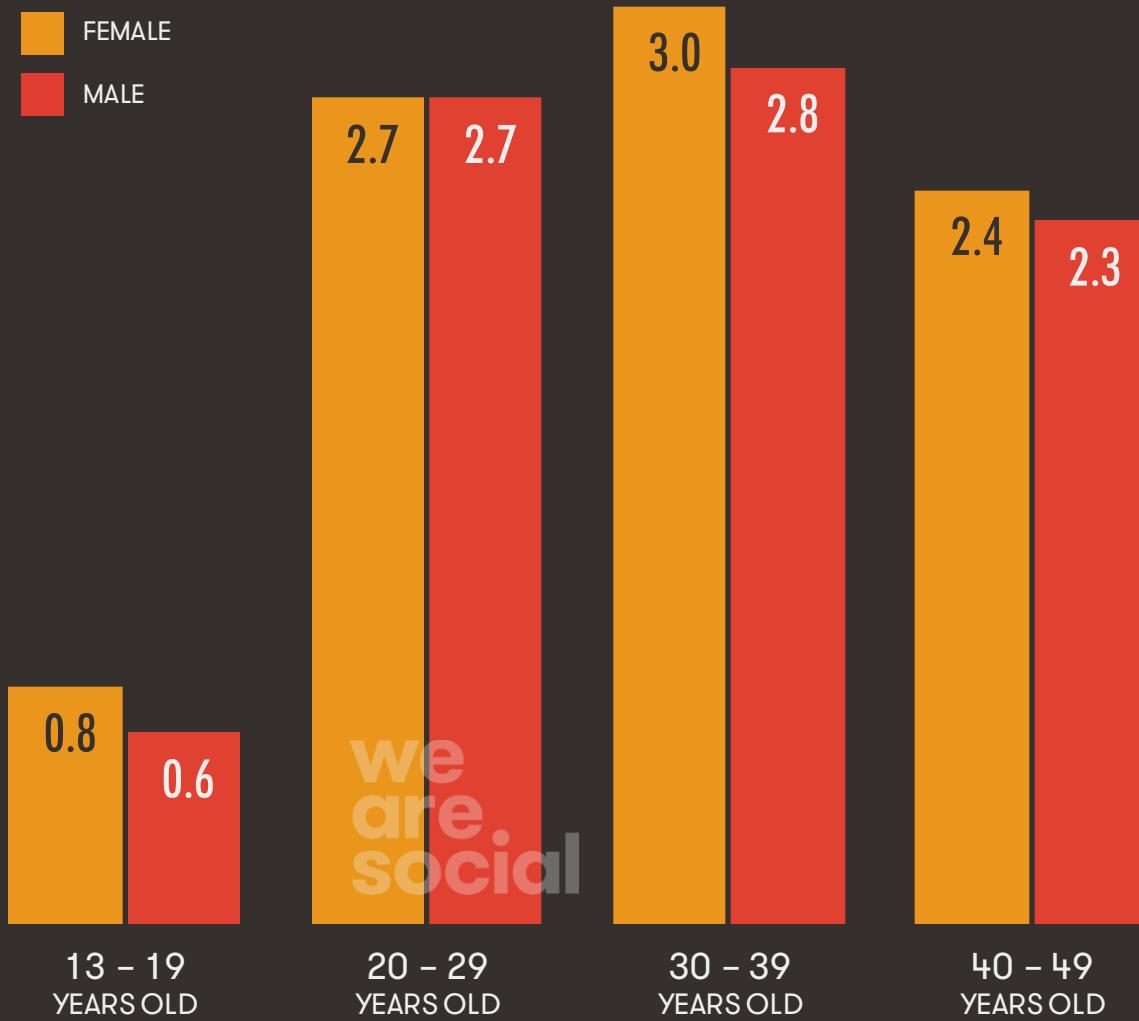
JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS

FEMALE
MALE



AGE	TOTAL	FEMALE	MALE
TOTAL	22,000,000	50%	50%
13 - 19	6%	4%	3%
20 - 29	25%	12%	12%
30 - 39	26%	14%	13%
40 - 49	21%	11%	10%
50 - 59	13%	7%	6%
60+	7%	4%	4%

JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



40.0M

87%

49.2M

107%

1.23

JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



49.2M

107%

24%

76%

69%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



51%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



38%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



25%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



33%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



39%

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



57%

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



66%

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



61%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



52%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



27%



THAILAND

JAN
2016

DIGITAL IN THAILAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



68.05
MILLION

URBANISATION: 52%

38.00
MILLION

PENETRATION: 56%

38.00
MILLION

PENETRATION: 56%

82.78
MILLION

vs POPULATION: 122%

34.00
MILLION

PENETRATION: 50%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+21%

SINCE JAN 2015

+19%

SINCE JAN 2015

-15%

SINCE JAN 2015

+21%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP



PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE

MOBILE PHONE
(ALL TYPES)



96%

we
are.
social

SMART
PHONE



64%

Google

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



11%

TV STREAMING
DEVICE



Google

2%

HANDHELD
GAMING CONSOLE



we
are.
social

[N/A]

E-READER
DEVICE



Google

1%

WEARABLE
TECH DEVICE



1%

JAN
2016

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



4H 45M

3H 53M

2H 52M

2H 27M

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



38.0M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



56%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



30.6M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



45%

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



38.00M

INTERNET USERS:
ITU DATA



23.74M

INTERNET USERS:
CIA DATA



19.50M

JAN
2016

FREQUENCY OF INTERNET USE



HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



86%

11%

3%

1%

JAN
2016

SHARE OF WEB TRAFFIC



BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS

SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



50%

YEAR-ON-YEAR:

-14%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



Stat
Counter

45%

YEAR-ON-YEAR:

+30%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

5%

YEAR-ON-YEAR:

-29%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



-

YEAR-ON-YEAR:

-

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



38.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



56%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



34.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION

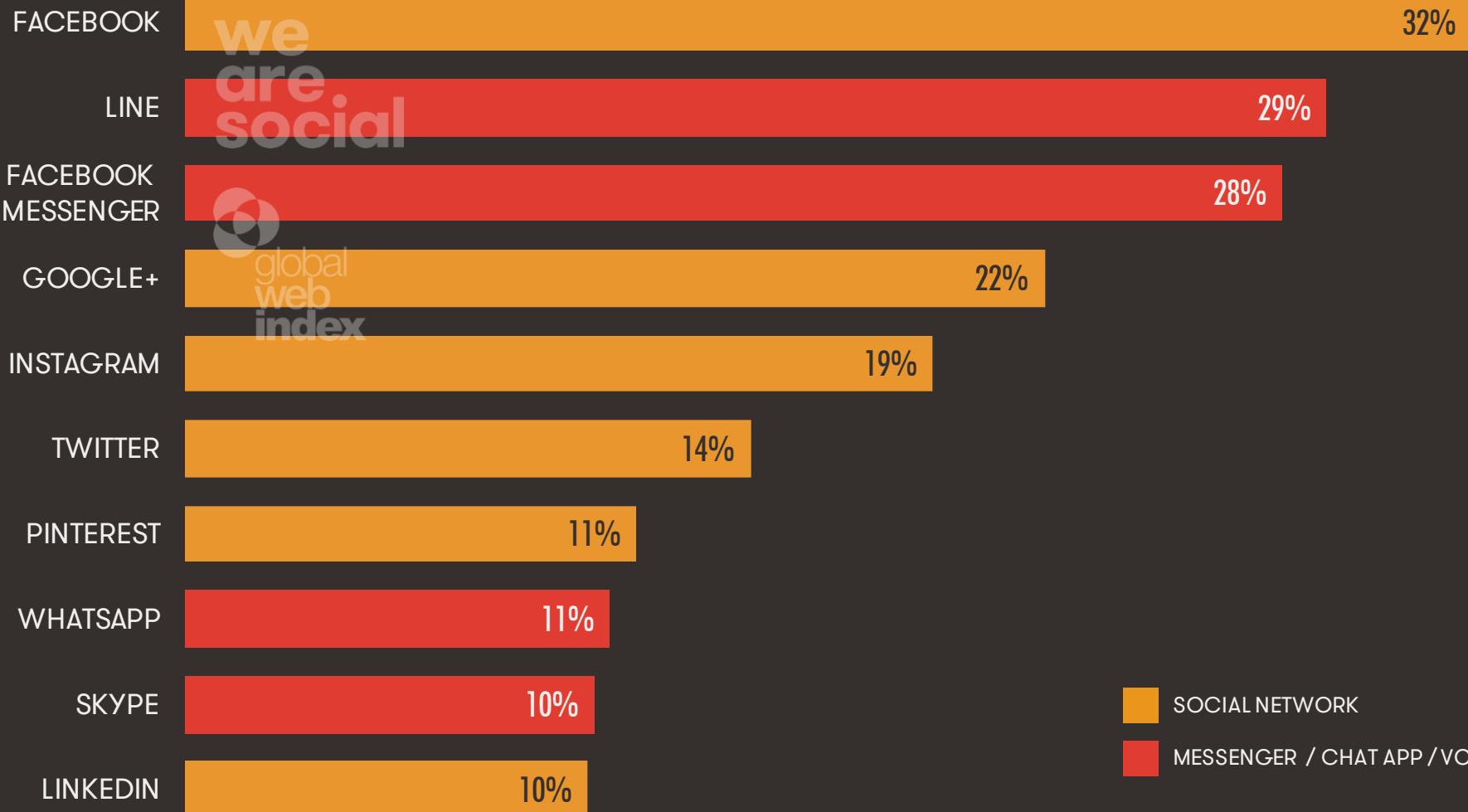


50%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

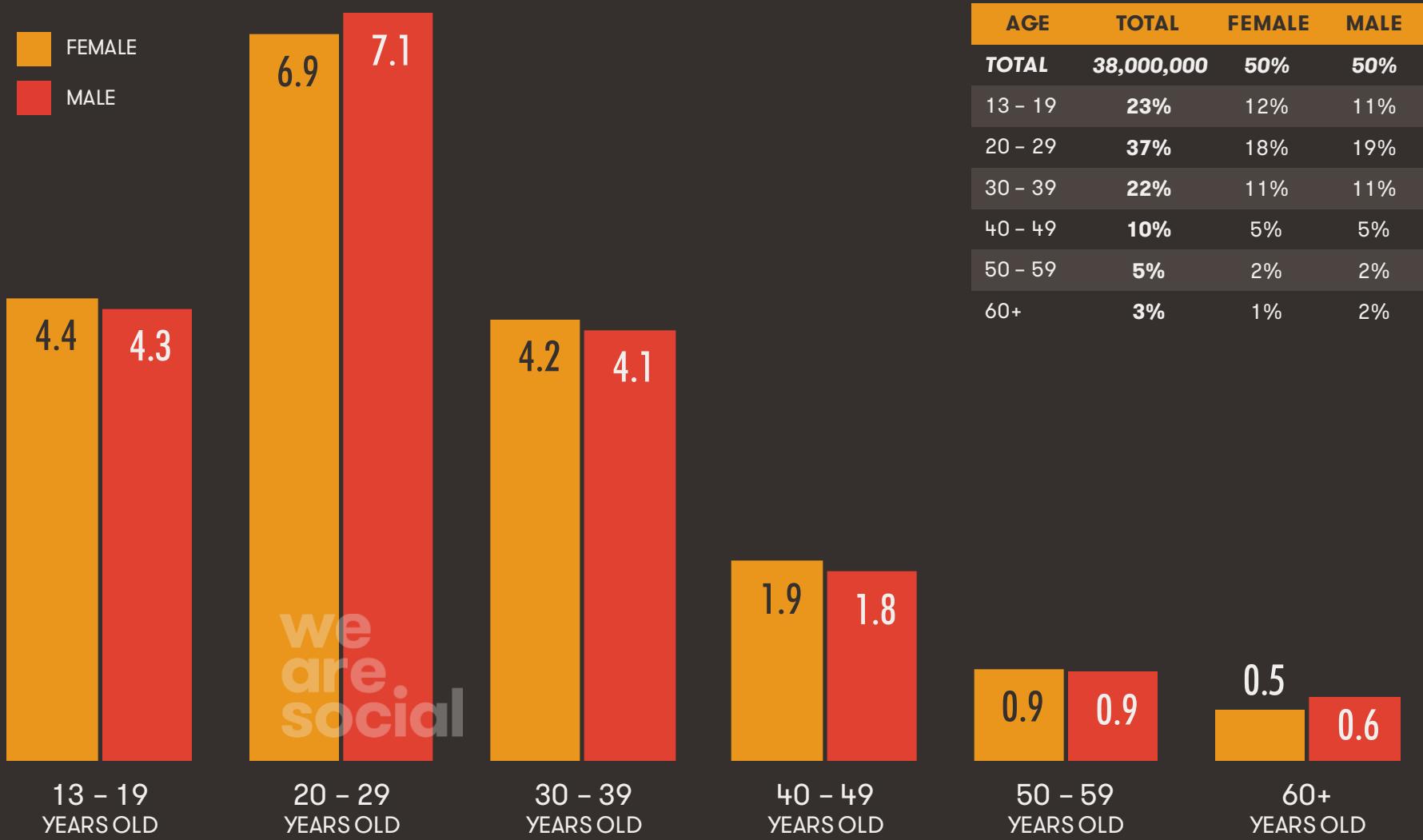


JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



47.0M

69%

82.8M

122%

1.76

JAN
2016

MOBILE CONNECTIONS



BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



82.8M

122%

83%

17%

98%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



40%

33%

33%

30%

32%

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



44%

48%

40%

39%

31%



TURKEY

JAN
2016

DIGITAL IN TURKEY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



79.14
MILLION

URBANISATION: 74%

46.28
MILLION

PENETRATION: 58%

42.00
MILLION

PENETRATION: 53%

71.03
MILLION

vs POPULATION: 90%

36.00
MILLION

PENETRATION: 45%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



+10%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



+5%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



+2%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+13%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP



PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE

MOBILE PHONE
(ALL TYPES)



we
are.
social

86%

SMART
PHONE



Google

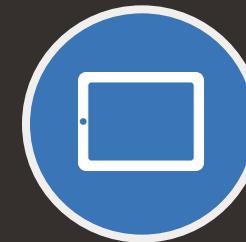
56%

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



11%

TV STREAMING
DEVICE



Google

4%

HANDHELD
GAMING CONSOLE



[N/A]

we
are.
social

E-READER
DEVICE



Google

1%

WEARABLE
TECH DEVICE



5%

JAN
2016

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



4H 14M

2H 35M

2H 32M

2H 18M

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



46.3M

58%

40.5M

51%

we
are
social

we
are
social

global
web
index

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



46.28M

INTERNET USERS:
ITU DATA



40.40M

INTERNET USERS:
CIA DATA



36.60M

JAN
2016

FREQUENCY OF INTERNET USE



HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



77%

16%

4%

3%

we
are
social

Google

we
are
social

JAN
2016

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



51%

YEAR-ON-YEAR:

-25%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



Stat
Counter

46%

YEAR-ON-YEAR:

+55%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

4%

YEAR-ON-YEAR:

+9%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.03%

YEAR-ON-YEAR:

+200%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



42.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



53%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



36.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION

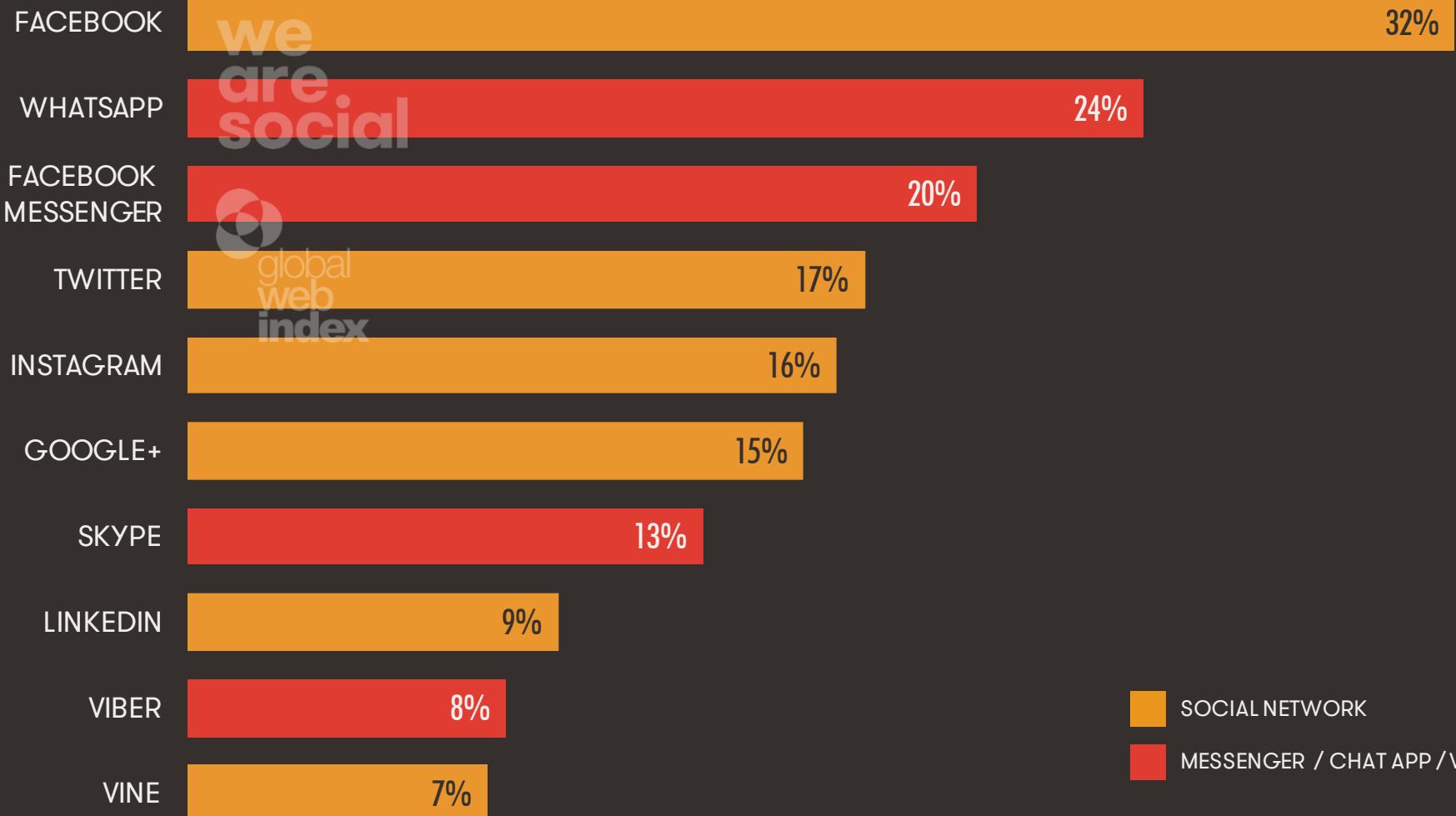


45%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

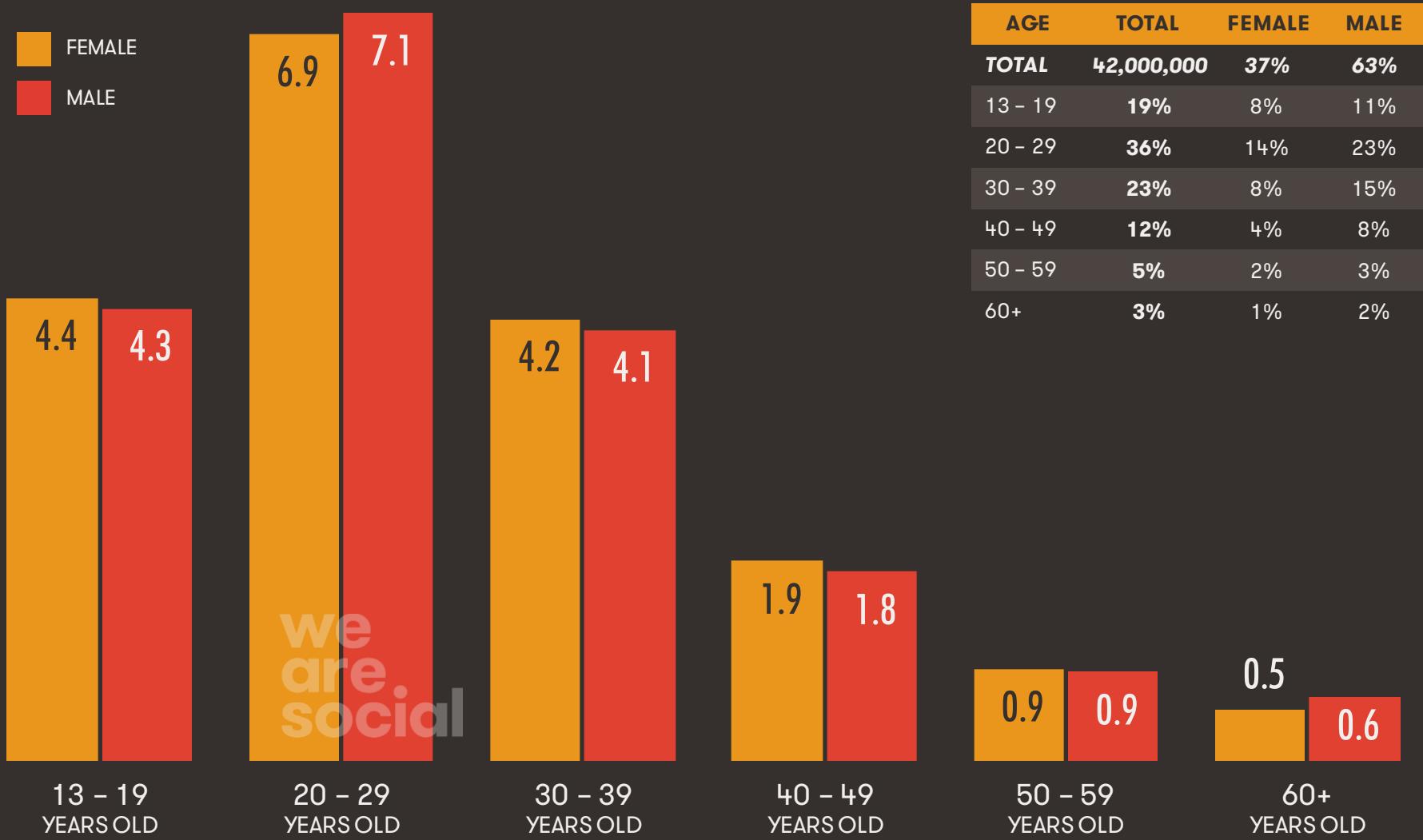


JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



62.1M

78%

71.0M

90%

1.14

JAN
2016

MOBILE CONNECTIONS



BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



71.0M

90%

55%

45%

39%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



43%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



36%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



28%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



35%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



37%

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



45%

54%

40%

42%

24%



UNITED ARAB EMIRATES

JAN
2016

DIGITAL IN THE UAE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



9.21
MILLION

URBANISATION: 86%

8.81
MILLION

PENETRATION: 96%

6.30
MILLION

PENETRATION: 68%

17.19
MILLION

vs POPULATION: 187%

5.60
MILLION

PENETRATION: 61%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



+3%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



+17%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



+5%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+22%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP



PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE

MOBILE PHONE
(ALL TYPES)



we
are.
social

99%

SMART
PHONE



Google

91%

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



33%

TV STREAMING
DEVICE



Google

12%

HANDHELD
GAMING CONSOLE



we
are.
social

[N/A]

E-READER
DEVICE



Google

2%

WEARABLE
TECH DEVICE



8%

JAN
2016

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



4H 25M

3H 37M

3H 01M

1H 42M

we
are.
social

global
web
index

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



8.81M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



96%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



7.40M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



80%

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



INTERNET USERS:
ITU DATA



INTERNET USERS:
CIA DATA



8.807M

8.328M

5.200M

JAN
2016

FREQUENCY OF INTERNET USE



HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



89%

7%

2%

2%

JAN
2016

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



47%

YEAR-ON-YEAR:

+1%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



49%

YEAR-ON-YEAR:

+2%

SHARE OF WEB
PAGE VIEWS:
TABLETS



4%

YEAR-ON-YEAR:

-23%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.06%

YEAR-ON-YEAR:

+100%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



6.30M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



68%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



5.60M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



61%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

WHATSAPP

we
are
social

47%

FACEBOOK

we
are
social

46%

SKYPE



46%

FACEBOOK
MESSENGER

global
web
index

42%

TWITTER



29%

INSTAGRAM



27%

LINKEDIN



27%

GOOGLE+



27%

VIBER



20%

SNAPCHAT



19%



SOCIAL NETWORK



MESSENGER / CHAT APP / VOIP

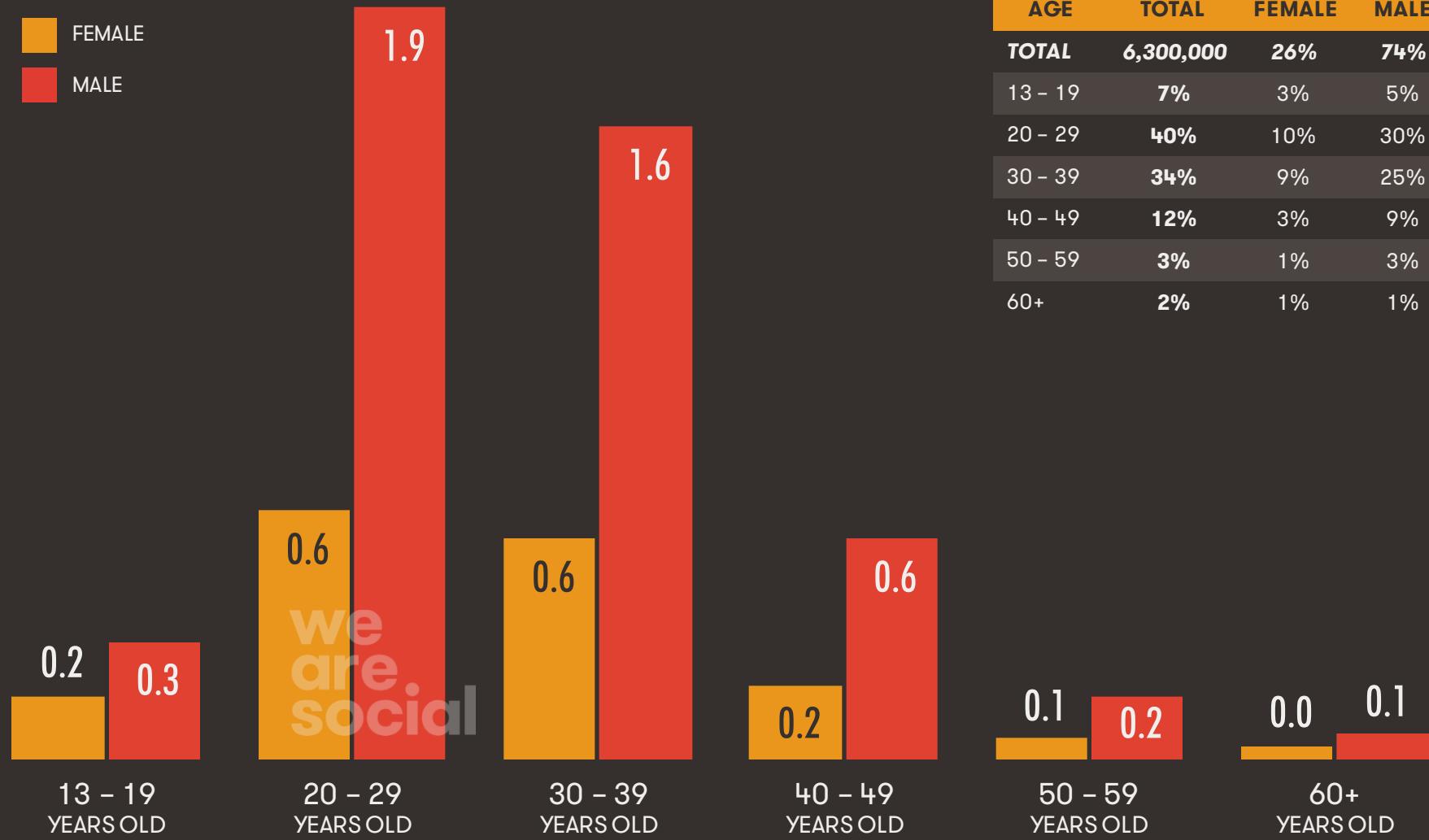
JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS

FEMALE
MALE



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



4.90M

53%

17.19M

187%

3.51

JAN
2016

MOBILE CONNECTIONS



BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



17.19M

187%

84%

16%

70%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



71%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



62%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



41%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



47%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



60%

JAN
2016

E-COMMERCE BY DEVICE



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



62%

80%

65%

53%

40%



UNITED KINGDOM

JAN
2016

DIGITAL IN THE UK

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



64.91
MILLION

59.47
MILLION

38.00
MILLION

74.92
MILLION

33.00
MILLION

URBANISATION: 83%

PENETRATION: 92%

PENETRATION: 59%

vs POPULATION: 115%

PENETRATION: 51%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



+2%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



0%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



-0.2%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+3%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP



PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE

MOBILE PHONE
(ALL TYPES)



we
are.
social

92%

SMART
PHONE



Google

71%

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



51%

TV STREAMING
DEVICE



Google

21%

HANDHELD
GAMING CONSOLE



we
are.
social

[N/A]

E-READER
DEVICE



Google

13%

WEARABLE
TECH DEVICE



4%

JAN
2016

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



3H 47M

1H 33M

1H 29M

2H 46M

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



59.5M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



92%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



40.3M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



62%

JAN
2016

INTERNET USERS: PERSPECTIVE

ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET USERS:
INTERNETWORLDSTATS DATA



59.33M

INTERNET USERS:
ITU DATA



59.47M

INTERNET USERS:
CIA DATA



57.30M

JAN
2016

FREQUENCY OF INTERNET USE



HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



85%

11%

3%

1%

JAN
2016

SHARE OF WEB TRAFFIC



BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS

SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



59%

YEAR-ON-YEAR:

+8%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



Stat
Counter

28%

YEAR-ON-YEAR:

-7%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

12%

YEAR-ON-YEAR:

-16%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.4%

YEAR-ON-YEAR:

+33%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



38.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



59%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



33.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



51%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

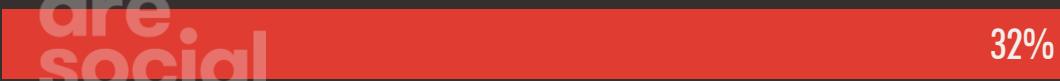
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



FACEBOOK



FACEBOOK
MESSENGER



WHATSAPP



TWITTER



INSTAGRAM



SKYPE



SNAPCHAT



GOOGLE+



LINKEDIN



PINTEREST



SOCIAL NETWORK

MESSENGER / CHAT APP / VOIP

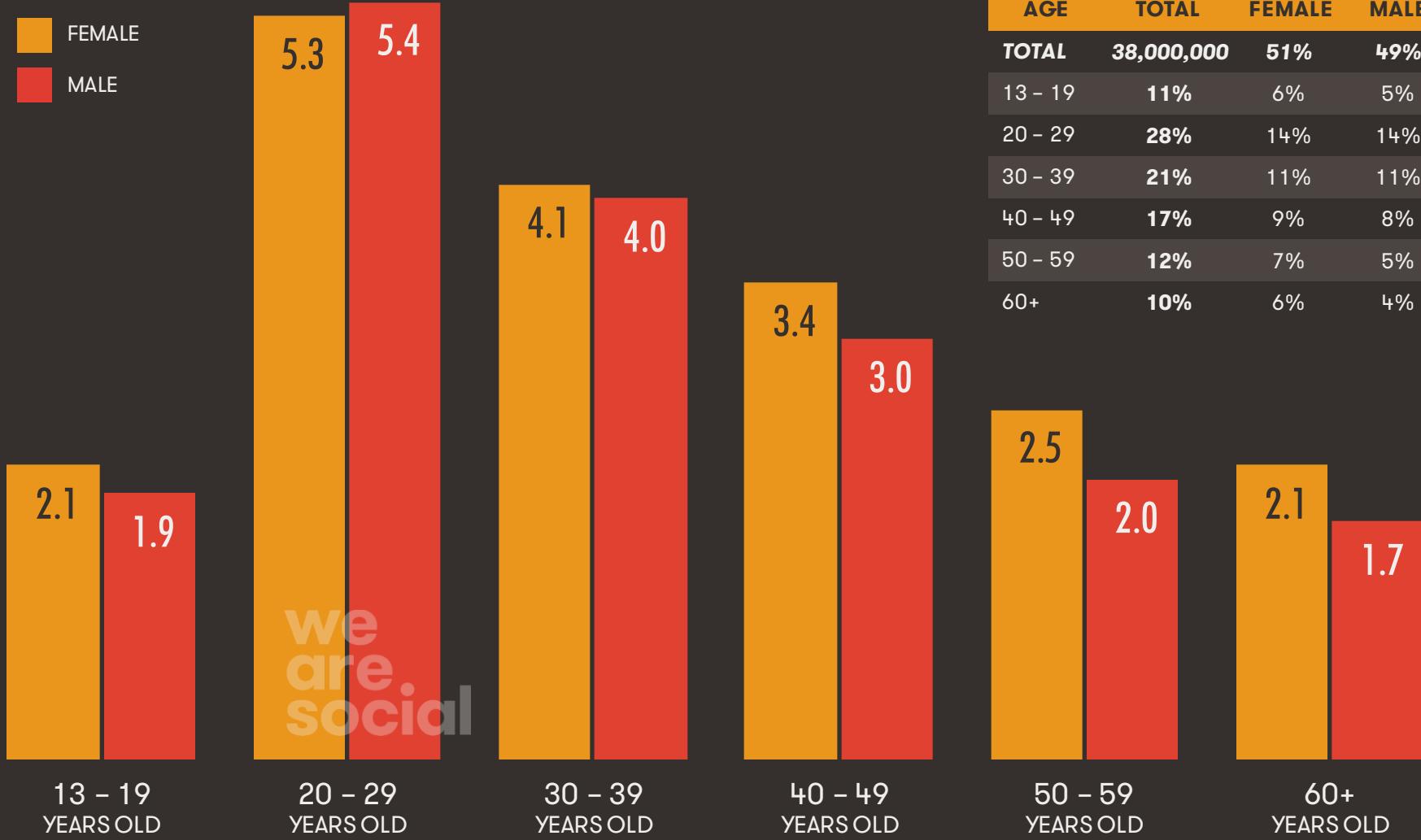
JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS

FEMALE
 MALE



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



52.8M

81%

74.9M

115%

1.42

JAN
2016

MOBILE CONNECTIONS



BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



74.9M

115%

38%

62%

80%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



43%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



31%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



24%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



32%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



37%

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



77%

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



79%

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



79%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



73%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



27%



UNITED STATES OF AMERICA

JAN
2016

DIGITAL IN THE USA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



322.9
MILLION

282.1
MILLION

192.0
MILLION

342.4
MILLION

169.0
MILLION

URBANISATION: 82%

PENETRATION: 87%

PENETRATION: 59%

vs POPULATION: 106%

PENETRATION: 52%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



+4%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



+3%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



+4%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+6%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP



PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE

MOBILE PHONE
(ALL TYPES)



85%

we
are.
social

SMART
PHONE



57%

Google

LAPTOP OR
DESKTOP COMPUTER



we
are.
social

TABLET
DEVICE



35%

TV STREAMING
DEVICE



Google

HANDHELD
GAMING CONSOLE



we
are.
social

E-READER
DEVICE



Google

WEARABLE
TECH DEVICE



[N/A]

10%

12%

[N/A]

JAN
2016

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



4H 15M

1H 55M

1H 43M

3H 18M

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



282.1M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



87%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



178.0M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



55%

JAN
2016

INTERNET USERS: PERSPECTIVE



ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS

INTERNET USERS:
INTERNETWORLDSTATS DATA



280.7M

INTERNET USERS:
ITU DATA



282.1M

INTERNET USERS:
CIA DATA



276.6M

JAN
2016

FREQUENCY OF INTERNET USE



HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



79%

14%

6%

1%

JAN
2016

SHARE OF WEB TRAFFIC



BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS

SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



65%

YEAR-ON-YEAR:

-2%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



Stat
Counter

27%

YEAR-ON-YEAR:

+7%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

8%

YEAR-ON-YEAR:

-4%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.18%

YEAR-ON-YEAR:

-5%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



192M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



59%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



169M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION

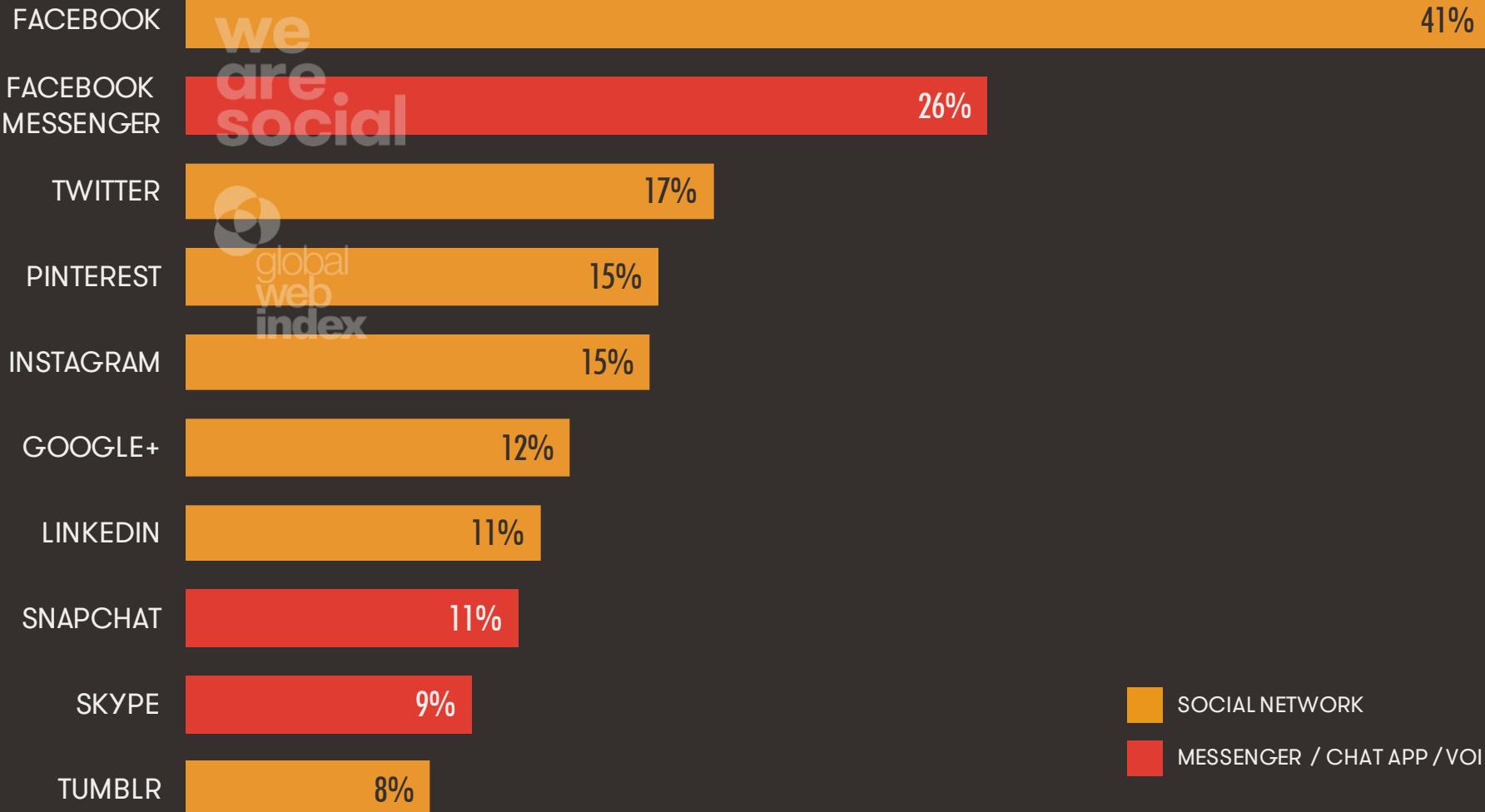


52%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



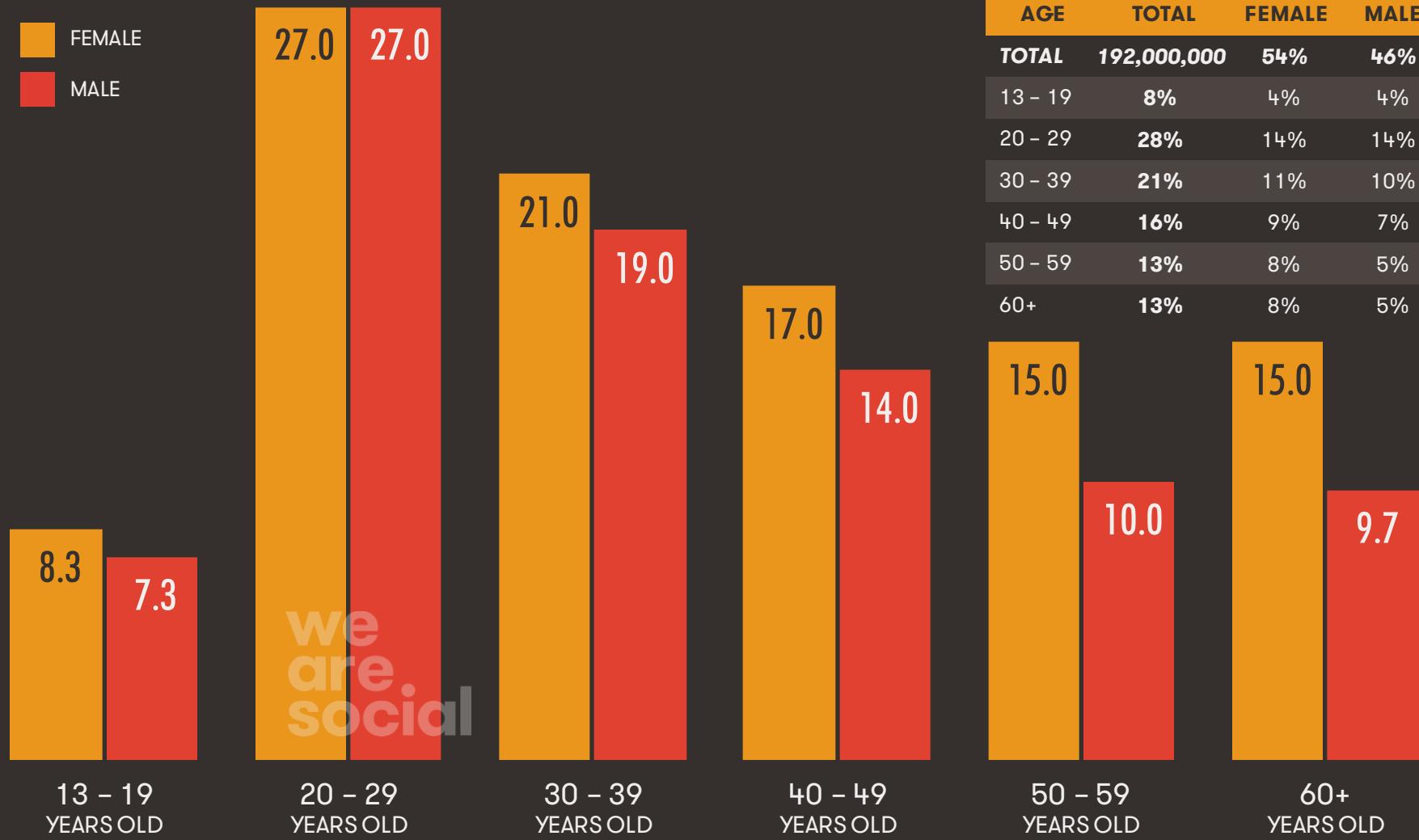
JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS

FEMALE
MALE



JAN
2016

MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



263M

81%

342M

106%

1.30

JAN
2016

MOBILE CONNECTIONS



BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



342M

106%

25%

75%

88%

JAN
2016

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



34%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



31%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



28%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



31%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



38%

JAN
2016

E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



66%

71%

69%

60%

26%



VIETNAM

JAN
2016

DIGITAL IN VIETNAM

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE
CONNECTIONS



ACTIVE MOBILE
SOCIAL USERS



93.95
MILLION

47.30
MILLION

35.00
MILLION

142.99
MILLION

29.00
MILLION

URBANISATION: 34%

PENETRATION: 50%

PENETRATION: 37%

vs POPULATION: 152%

PENETRATION: 31%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
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ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



+10%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



+25%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



+5%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+21%

SINCE JAN 2015

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DIGITAL DEVICE OWNERSHIP



PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE

MOBILE PHONE
(ALL TYPES)



93%

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SMART
PHONE



55%

Google

LAPTOP OR
DESKTOP COMPUTER



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TABLET
DEVICE



12%

TV STREAMING
DEVICE



Google

HANDHELD
GAMING CONSOLE



we
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social

E-READER
DEVICE



Google

WEARABLE
TECH DEVICE



2%

[N/A]

[N/A]

[N/A]

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TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



AVERAGE DAILY
TELEVISION
VIEWING TIME



4H 39M

2H 25M

2H 18M

1H 31M

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INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



47.3M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



50%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



39.7M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



42%

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INTERNET USERS: PERSPECTIVE



ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS

INTERNET USERS:
INTERNETWORLDSTATS DATA



INTERNET USERS:
ITU DATA



INTERNET USERS:
CIA DATA



47.30M

45.39M

40.10M

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FREQUENCY OF INTERNET USE



HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

USE THE
INTERNET
EVERY DAY



USE THE INTERNET
AT LEAST ONCE
PER WEEK



USE THE INTERNET
AT LEAST ONCE
PER MONTH



USE THE INTERNET
LESS THAN ONCE
PER MONTH



78%

18%

3%

1%

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Google

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SHARE OF WEB TRAFFIC



BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS

SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



71%

YEAR-ON-YEAR:

-9%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



24%

YEAR-ON-YEAR:

+40%

SHARE OF WEB
PAGE VIEWS:
TABLETS



4%

YEAR-ON-YEAR:

+4%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



-

YEAR-ON-YEAR:

-

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SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



35.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



37%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



29.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



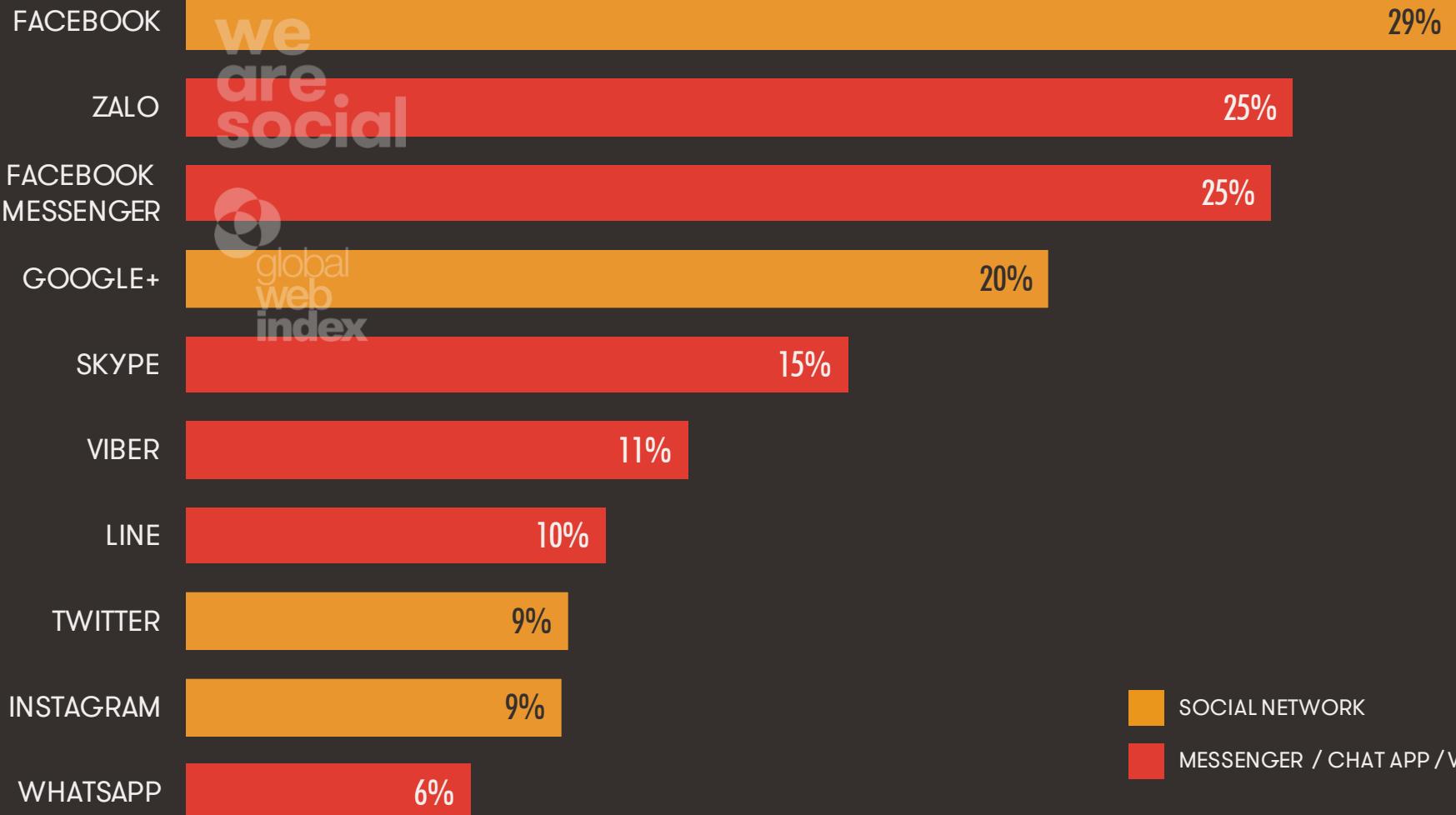
31%

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TOP ACTIVE SOCIAL PLATFORMS



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

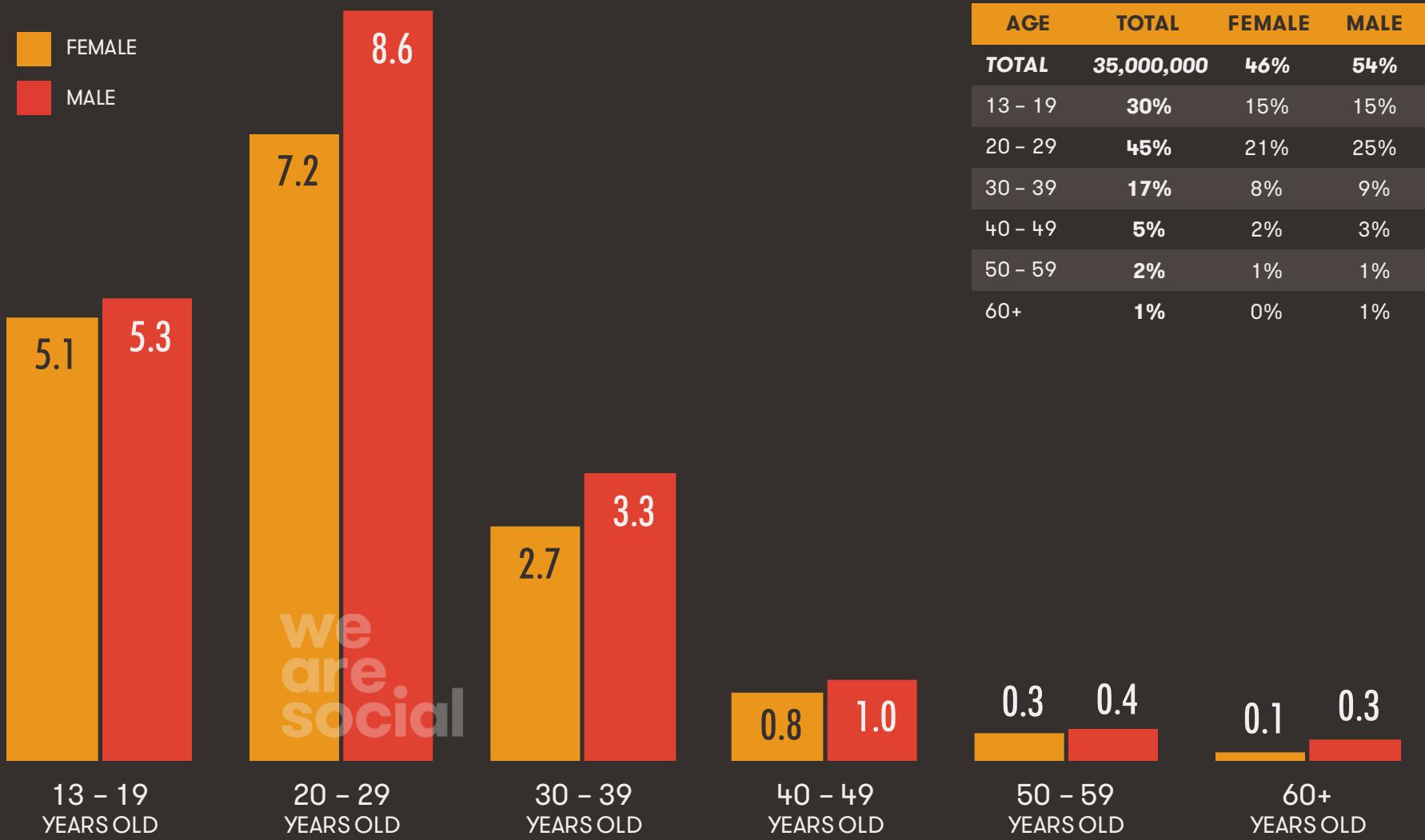


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FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



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MOBILE USERS & 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. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



59.5M

63%

143.0M

152%

2.40

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MOBILE CONNECTIONS



BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE 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)



143.0M

152%

89%

11%

26%

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MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



34%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



29%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



23%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



19%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



28%

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E-COMMERCE BY DEVICE



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



37%

45%

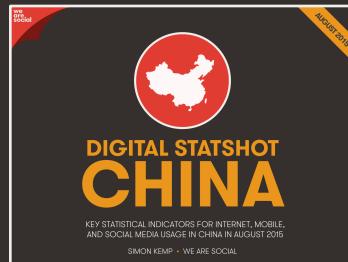
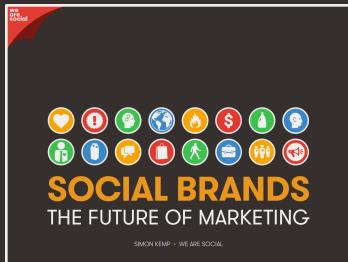
33%

32%

23%

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SPECIAL THANKS

We'd like to offer our thanks to **GlobalWebIndex** for providing their valuable data and support in the development of this report. **GlobalWebIndex** is the world's largest market research study on the digital consumer, spanning 37 countries, 4,500 data points, and conducting fieldwork 4 times a year:



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37 MARKETS & 200,000
INTERVIEWS PER YEAR



QUARTERLY DATA
COLLECTION



TOTAL DEVICE
COVERAGE

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SPECIAL THANKS

We'd also like to offer our thanks to **GSMA Intelligence** for providing their valuable data for this report. 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

We'd also like to offer our thanks to the following data providers for publishing much of the valuable data included in this year's report:



GOOGLE CONSUMER
BAROMETER



STAT
COUNTER



AKAMAI
TECHNOLOGIES



ERICSSON
MOBILITY

Lastly, we'd like to say a big thank you to the TheNounProject.com, who provided much of the inspiration for the icons used in this report.

DATA SOURCES USED IN THIS REPORT

POPULATION DATA: United Nations World Population Prospects, 2015 Revision; US Census Bureau [2016 data]; United Nations World Urbanization Prospects, 2014 Revision.

INTERNET USER DATA: InternetWorldStats (November 2015 Update); ITU *Individuals Using the Internet*, 2015; CIA World Factbook, January 2015; The Prospect Group; The China Internet Network Information Center; The Telecom Regulatory Authority of India; Asosiasi Penyelenggara Jasa Internet Indonesia; Nigerian Communications Commission; Akamai's State of the Internet report (Q3 2015). Time spent, and mobile internet usage and penetration data extrapolated from GlobalWebIndex, Q4 2015. Share of web traffic data from StatCounter, January 2016. Frequency of internet use data from Google Consumer Barometer 2014-2015**.

SOCIAL MEDIA AND MOBILE SOCIAL MEDIA DATA: Latest reported monthly active user data from Facebook, Tencent, VKontakte, LINE, Kakao, Google, Sina, Twitter, Skype, Yahoo!, Viber, Baidu, and Snapchat as at January 2016. Social media usage data and time spent on social media extrapolated from GlobalWebIndex, Q4 2015. Facebook age and gender data extrapolated from Facebook-reported data, January 2016. Thanks to Niki Aghaei for her assistance with collecting and understanding social media user data for Iran.

MOBILE PHONE USERS, CONNECTIONS AND MOBILE BROADBAND DATA: Latest reported national data from GSMA Intelligence (Q4 2015); extrapolated data from eMarketer; extrapolated global data from GSMA Intelligence (Jan 2016); Ericsson Mobility Report (Nov 2015); usage data extrapolated from GlobalWebIndex Q4 2015; Akamai's State of the Internet report (Q3 2015); Google Consumer Barometer 2014-2015**.

ECOMMERCE DATA: GlobalWebIndex Q4 2015; Google Consumer Barometer 2014-2015**.

DIGITAL DEVICE OWNERSHIP DATA: Google Consumer Barometer 2014-2015**.

NOTES: 'Annual growth' figures are calculated using the data we reported in We Are Social's *Digital, Social & Mobile in 2015 report*. * GlobalWebIndex surveys more than 700,000 internet users aged 16 to 64 ever quarter across 34 countries around the world, representing 90% of the global internet population. ** Google's Consumer Barometer polls a nationally representative total population (online & offline) aged 16+ in each country surveyed except in Argentina, Brazil, China, India, South Korea, Malaysia, Mexico, Philippines, Vietnam, US where the sample base is aged 18+, and Japan, where the sample base is aged 20+. For more details, see consumerbarometer.com.

IMPORTANT NOTES

We Are Social publishes its compendium of digital, social, and mobile media statistics on an annual basis, but on occasion we may need to alter or update the information and data contained therein. To ensure you have the most up-to-date version of this report, please visit <http://bit.ly/DSM2016DI>.

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