



DIGITAL 2019

VIETNAM

ALL THE DATA AND TRENDS YOU NEED TO UNDERSTAND INTERNET,
SOCIAL MEDIA, MOBILE, AND E-COMMERCE BEHAVIOURS IN 2019

we
are.
social



Hootsuite™



DIGITAL 2019

ALL THE DATA AND TRENDS YOU NEED TO UNDERSTAND INTERNET,
SOCIAL MEDIA, MOBILE, AND E-COMMERCE BEHAVIOURS IN 2019



DIGITAL 2019 GLOBAL DIGITAL YEARBOOK

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD



[**CLICK HERE** TO READ OUR DIGITAL 2019
GLOBAL OVERVIEW REPORT, WITH MORE
THAN 200 PAGES OF ESSENTIAL CHARTS
AND INSIGHTS FROM AROUND THE WORLD](#)

[**CLICK HERE** TO READ OUR DIGITAL 2019
GLOBAL DIGITAL YEARBOOK, WITH
ESSENTIAL HEADLINE DIGITAL DATA
FOR EVERY COUNTRY IN THE WORLD](#)

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

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



GLOBAL OVERVIEW

JAN
2019

DIGITAL AROUND THE WORLD IN 2019

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

TOTAL
POPULATION



7.676
BILLION

URBANISATION:

56%

UNIQUE
MOBILE USERS



5.112
BILLION

PENETRATION:

67%

INTERNET
USERS



4.388
BILLION

PENETRATION:

57%

ACTIVE SOCIAL
MEDIA USERS



3.484
BILLION

PENETRATION:

45%

MOBILE SOCIAL
MEDIA USERS



3.256
BILLION

PENETRATION:

42%

JAN
2019

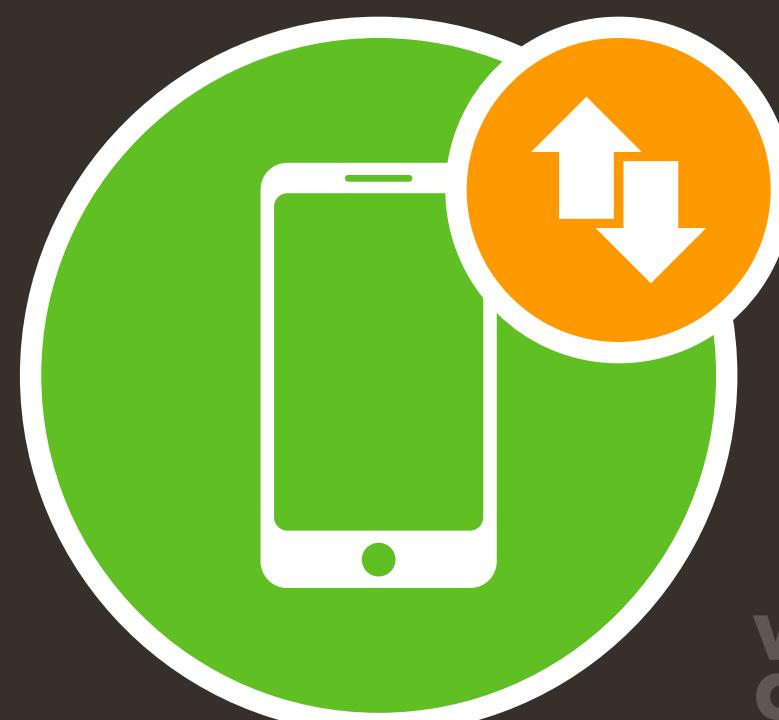
ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

TOTAL
POPULATION



UNIQUE
MOBILE USERS



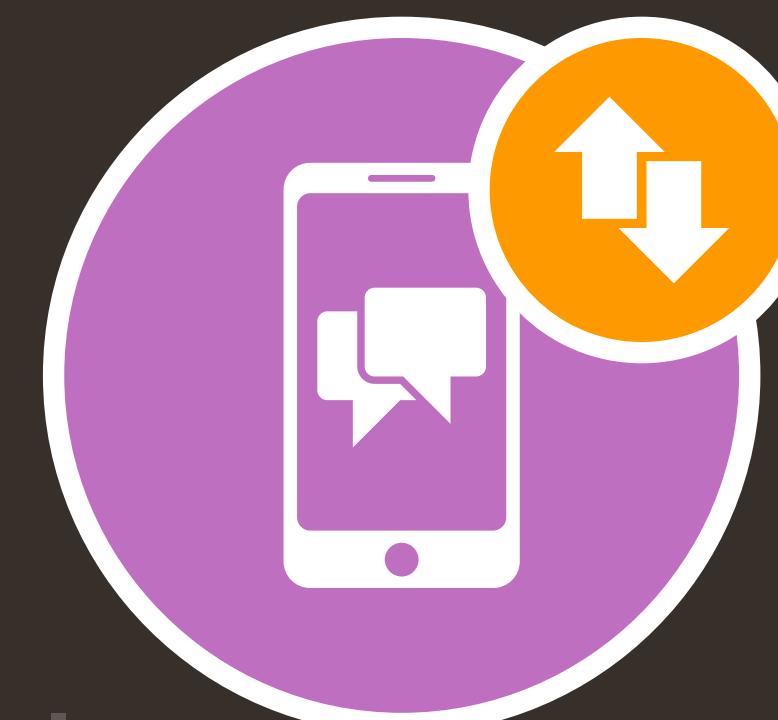
INTERNET
USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE SOCIAL
MEDIA USERS



+1.1%

JAN 2018 – JAN 2019

+84 MILLION

+2.0%

JAN 2018 – JAN 2019

+100 MILLION

+9.1%

JAN 2018 – JAN 2019

+367 MILLION

+9.0%

JAN 2018 – JAN 2019

+288 MILLION

+10%

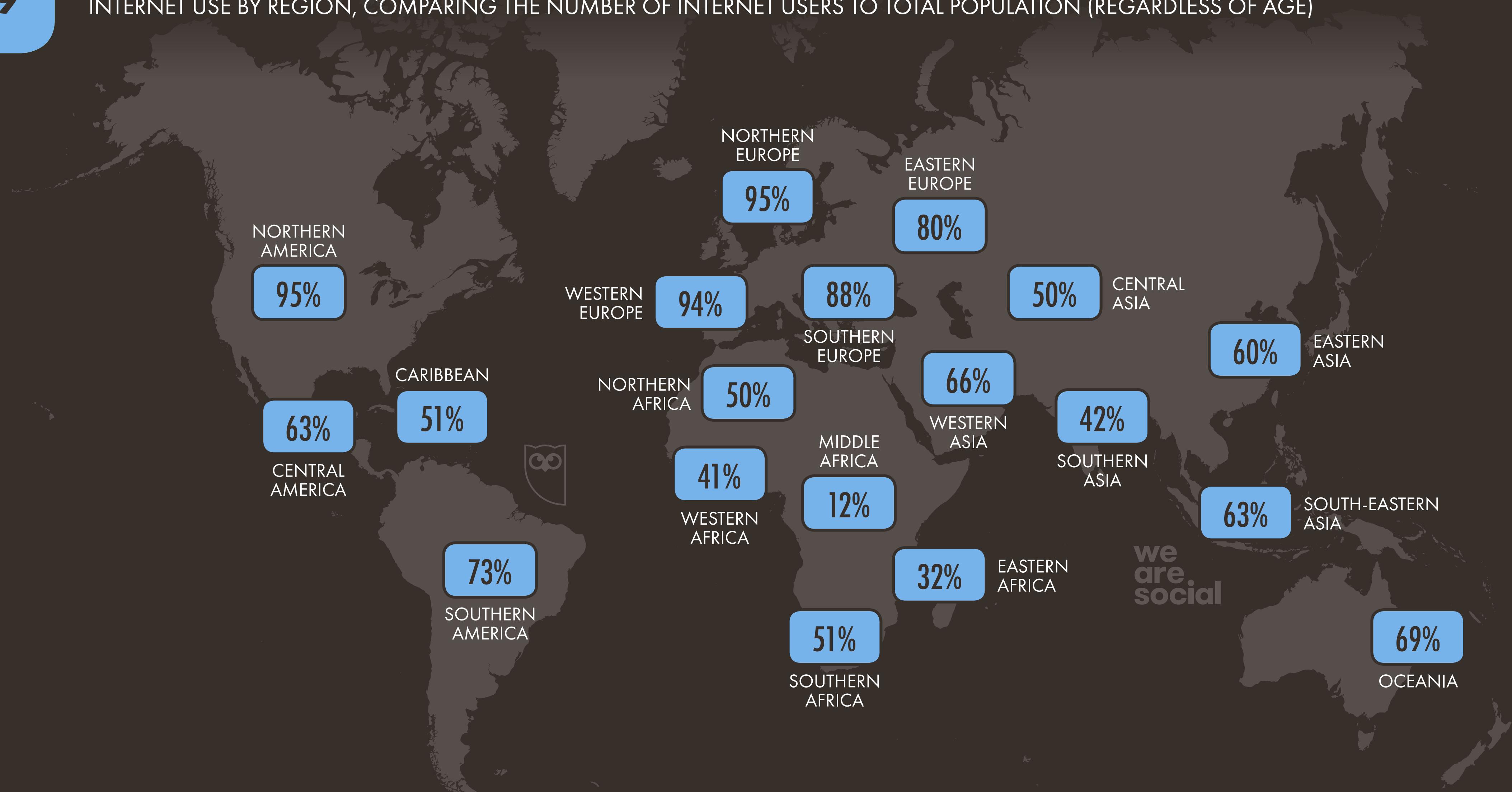
JAN 2018 – JAN 2019

+297 MILLION

JAN
2019

INTERNET PENETRATION BY REGION

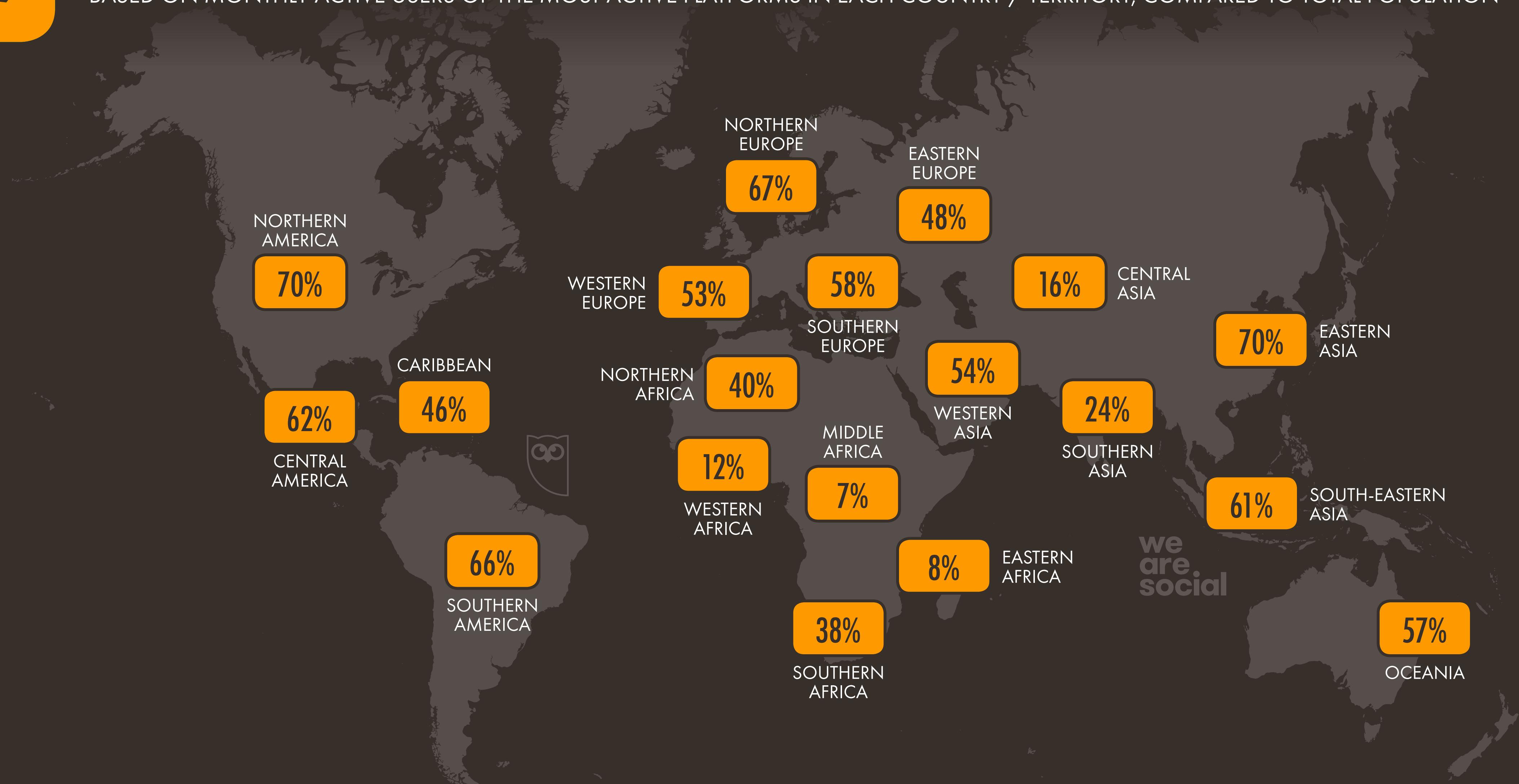
INTERNET USE BY REGION, COMPARING THE NUMBER OF INTERNET USERS TO TOTAL POPULATION (REGARDLESS OF AGE)



JAN
2019

SOCIAL MEDIA PENETRATION BY REGION

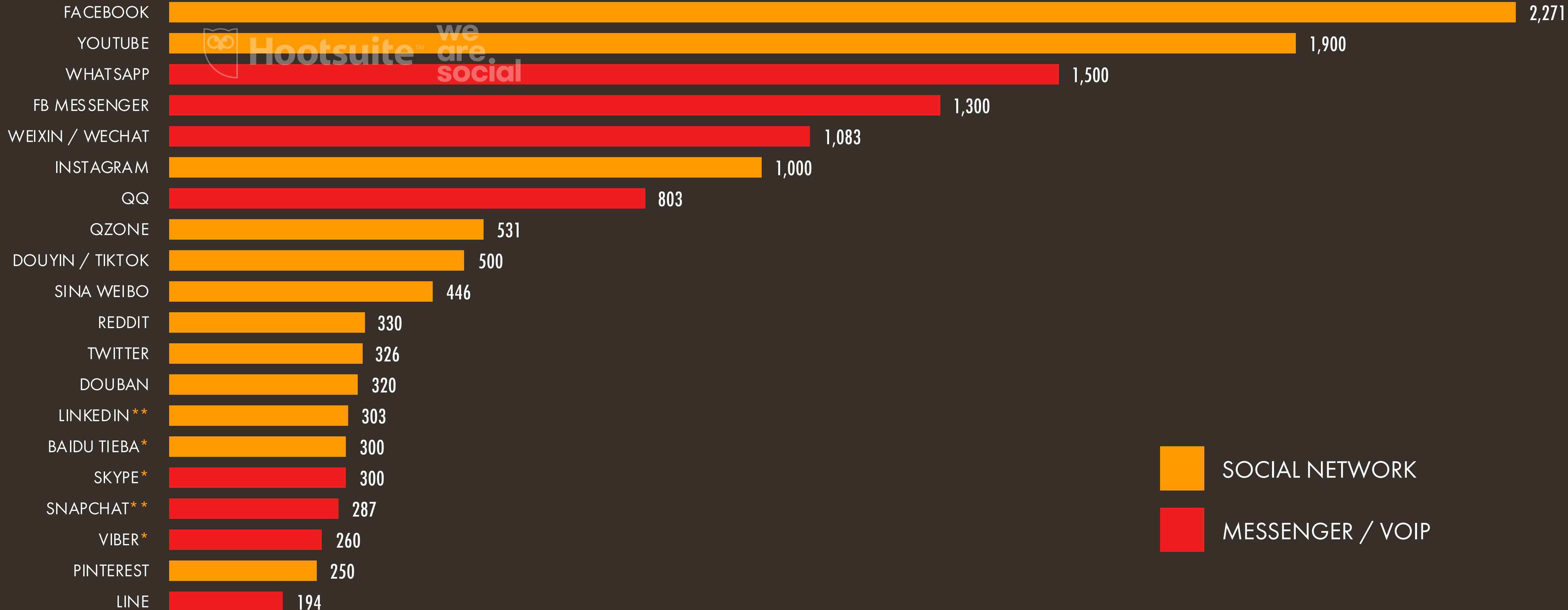
BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE PLATFORMS IN EACH COUNTRY / TERRITORY, COMPARED TO TOTAL POPULATION



JAN
2019

SOCIAL PLATFORMS: ACTIVE USER ACCOUNTS

BASED ON MONTHLY ACTIVE USERS, USER ACCOUNTS, OR UNIQUE VISITORS TO EACH PLATFORM, IN MILLIONS

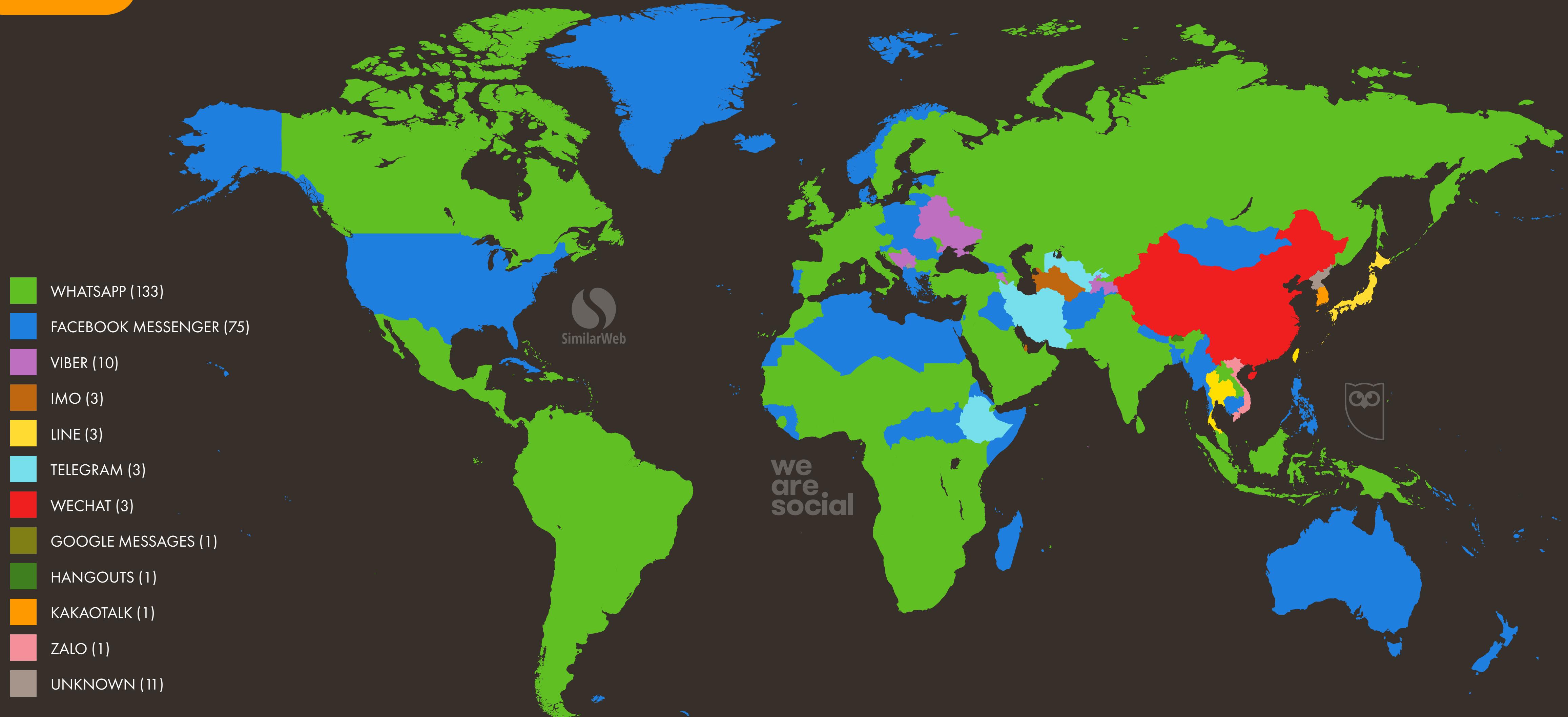


SOURCES: KPIOS ANALYSIS; LATEST COMPANY EARNINGS RELEASES, PRESS RELEASES OR MEDIA STATEMENTS; REPORTS IN REPUTABLE MEDIA (ALL UP TO JAN 2019). ***ADVISORY:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES MAY BE LESS RELIABLE. ****NOTES:** THESE PLATFORMS DO NOT PUBLISH MAU DATA. LINKEDIN FIGURE IS BASED ON MONTHLY UNIQUE WEBSITE VISITORS IN DEC 2018, VIA SIMILARWEB. SNAPCHAT FIGURE EXTRAPOLATED FROM DATA REPORTED IN TECHCRUNCH (JUN 2017).

JAN
2019

TOP SOCIAL MESSENGERS AROUND THE WORLD

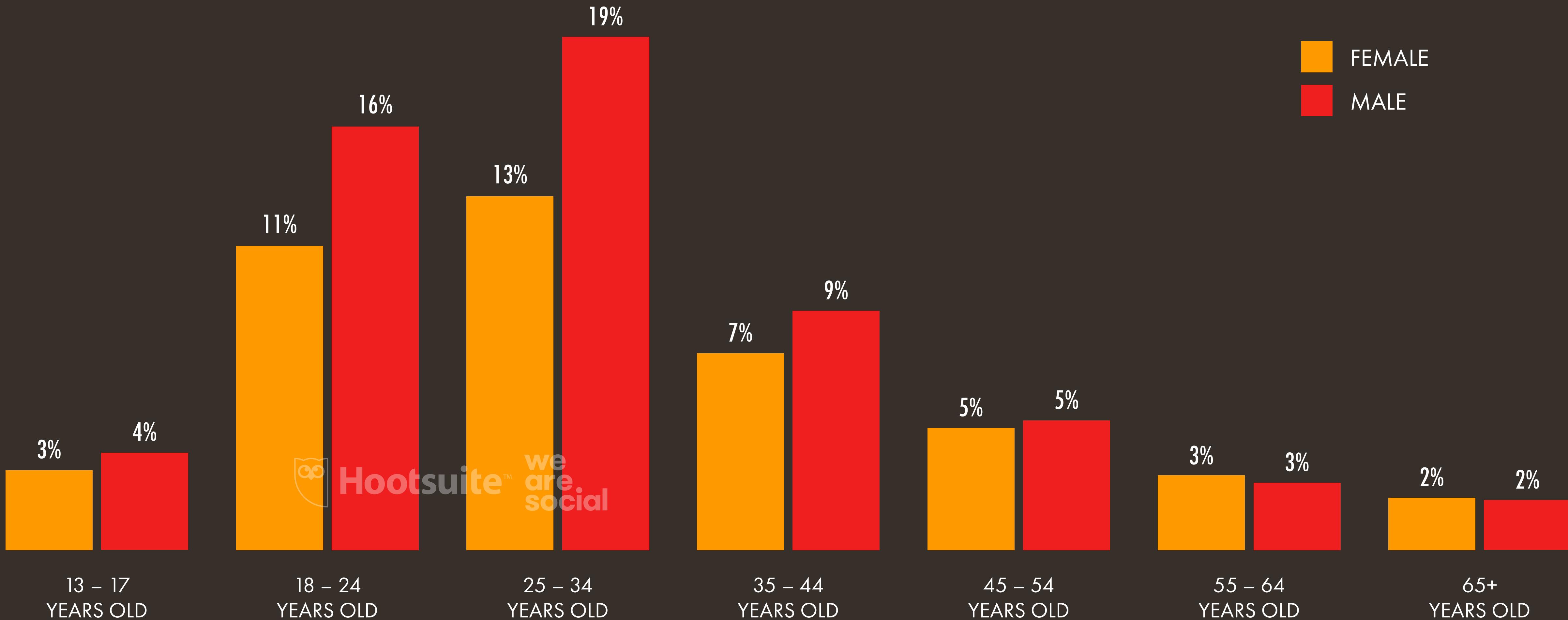
THE MOST POPULAR MESSENGER APP BY COUNTRY / TERRITORY IN DECEMBER 2018



JAN
2019

SOCIAL MEDIA AUDIENCE PROFILE

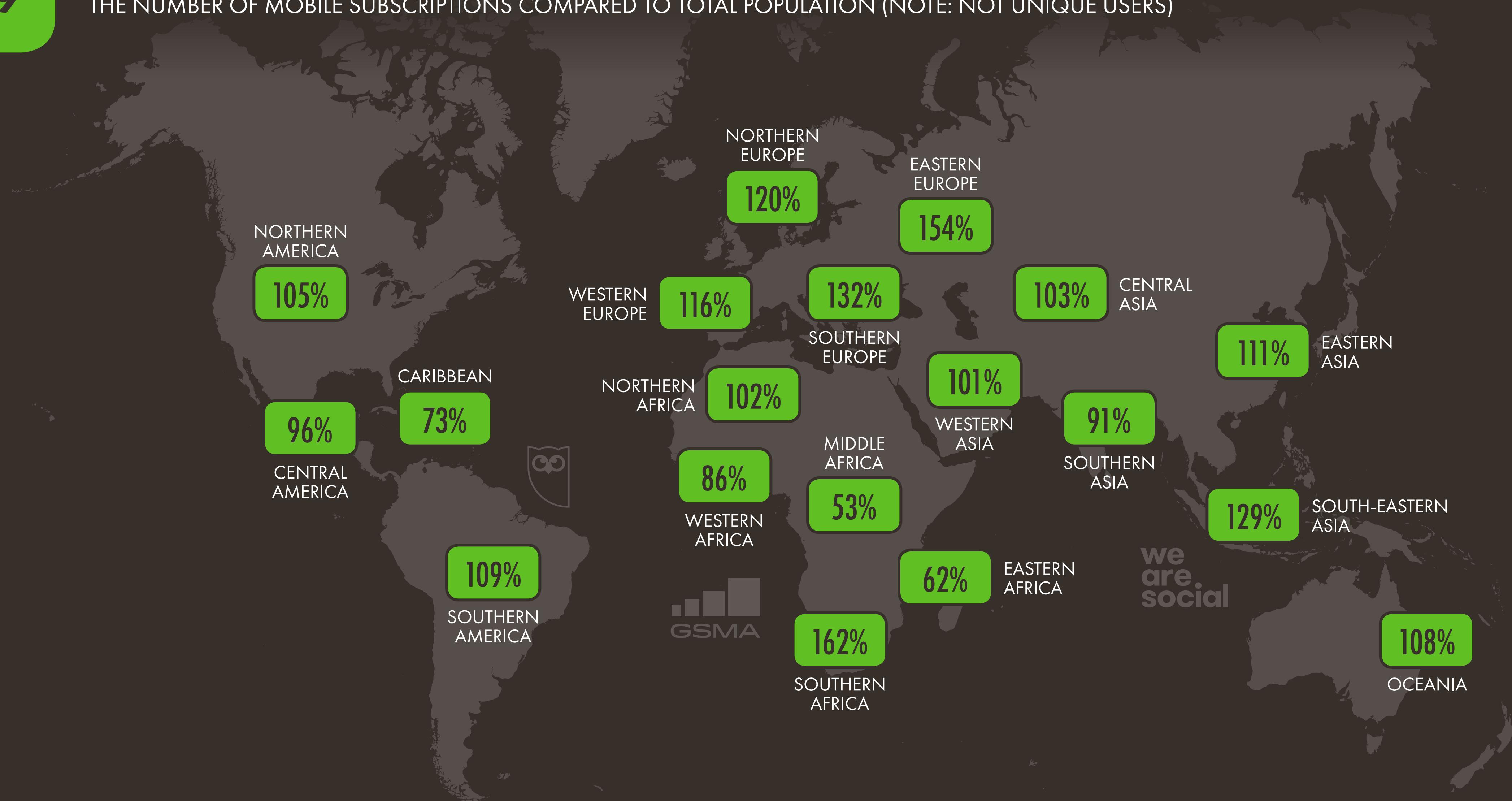
BASED ON THE COMBINED ADVERTISING AUDIENCES OF FACEBOOK, INSTAGRAM, AND FACEBOOK MESSENGER



JAN
2019

MOBILE CONNECTIVITY BY REGION

THE NUMBER OF MOBILE SUBSCRIPTIONS COMPARED TO TOTAL POPULATION (NOTE: NOT UNIQUE USERS)

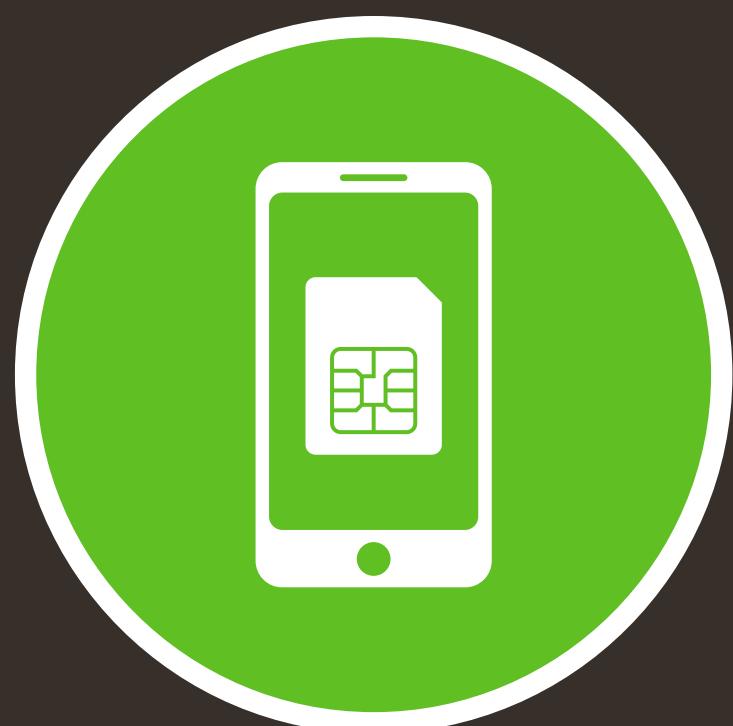




VIETNAM

TOTAL
POPULATION**96.96**
MILLION

URBANISATION:

36%MOBILE
SUBSCRIPTIONS**143.3**
MILLION

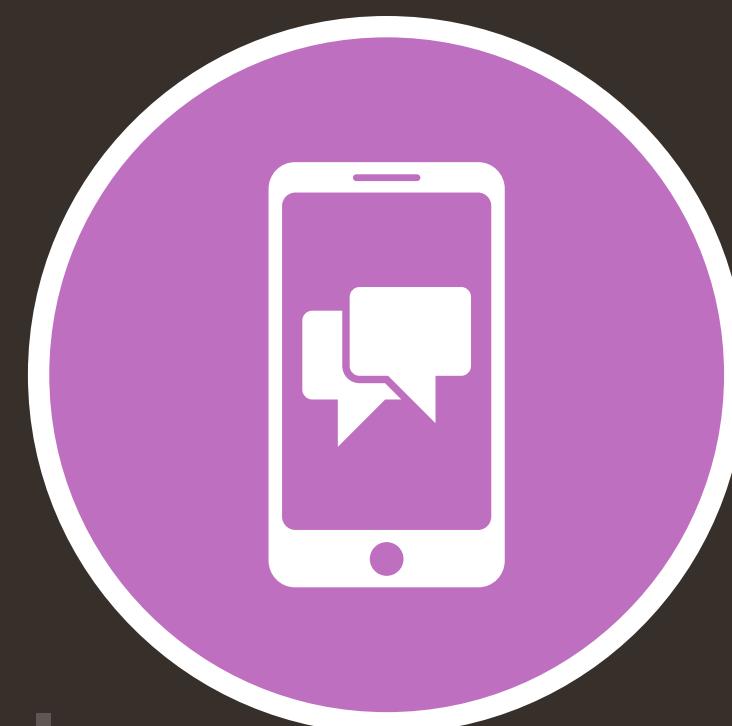
vs. POPULATION:

148%INTERNET
USERS**64.00**
MILLION

PENETRATION:

66%ACTIVE SOCIAL
MEDIA USERS**62.00**
MILLION

PENETRATION:

64%MOBILE SOCIAL
MEDIA USERS**58.00**
MILLION

PENETRATION:

60%

JAN
2019

ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



TOTAL
POPULATION

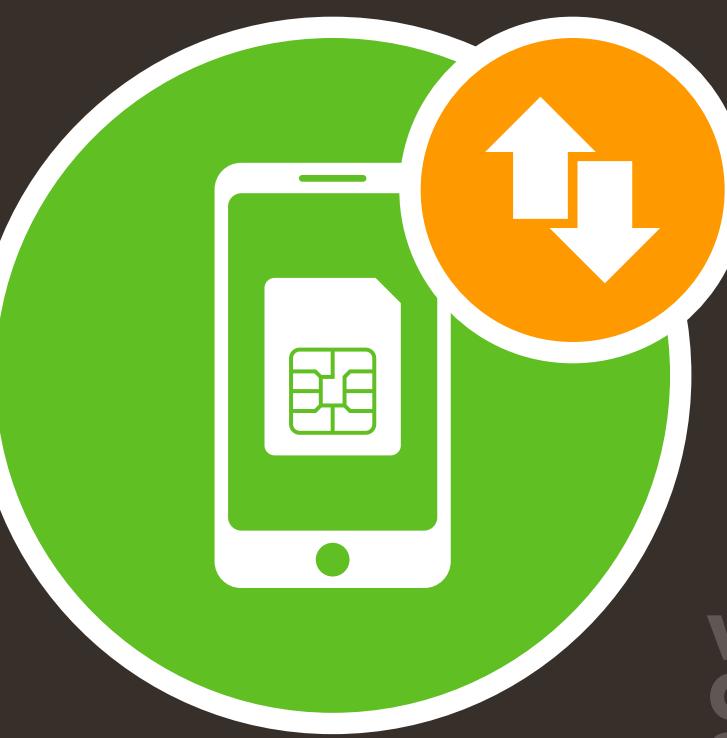


+1.0%

JAN 2018 – JAN 2019

+953 THOUSAND

MOBILE
SUBSCRIPTIONS



+2.4%

JAN 2018 – JAN 2019

+3 MILLION

INTERNET
USERS



0%

JAN 2018 – JAN 2019

[UNCHANGED]

ACTIVE SOCIAL
MEDIA USERS

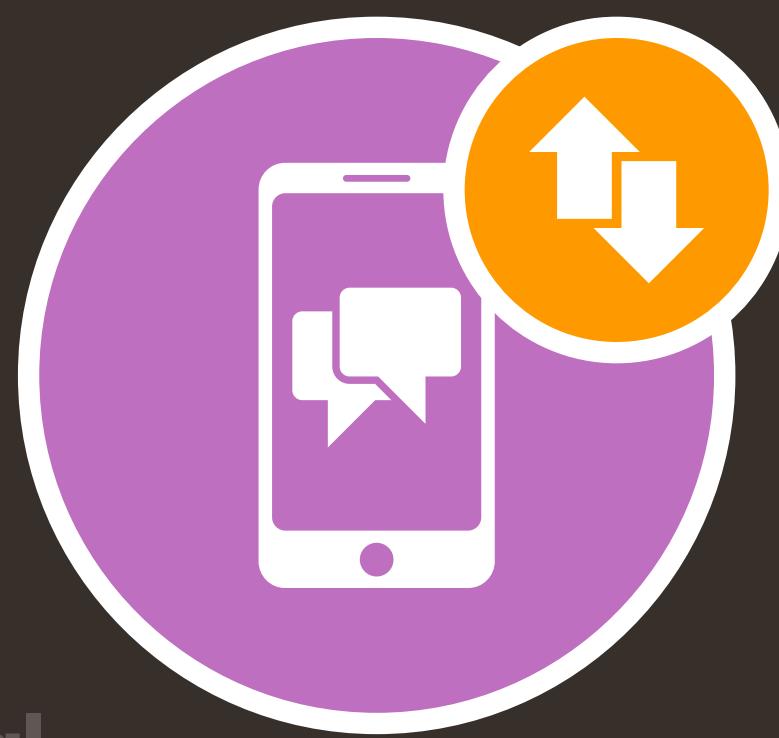


+13%

JAN 2018 – JAN 2019

+7 MILLION

MOBILE SOCIAL
MEDIA USERS



+16%

JAN 2018 – JAN 2019

+8 MILLION

OVERVIEW: POPULATION & ECONOMY



ESSENTIAL DEMOGRAPHIC AND ECONOMIC INDICATORS

TOTAL POPULATION

**96.96**
MILLION

FEMALE POPULATION

we
are.
social**49.9%**

MALE POPULATION



ANNUAL CHANGE IN POPULATION SIZE

we
are.
social**+1.0%**

MEDIAN AGE

**32.6**

URBAN POPULATION

we
are.
social**36%**GDP PER CAPITA (PPP)
(CURRENT INTERNATIONAL \$)*we
are.
social**\$6,776**OVERALL LITERACY
(ADULTS AGED 15+)we
are.
social**94%**FEMALE LITERACY
(ADULTS AGED 15+)we
are.
social**91%**MALE LITERACY
(ADULTS AGED 15+)we
are.
social**96%**

JAN
2019

DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION* THAT USES EACH KIND OF DEVICE [SURVEY-BASED]



MOBILE PHONE
(ANY TYPE)



97%

SMART
PHONE



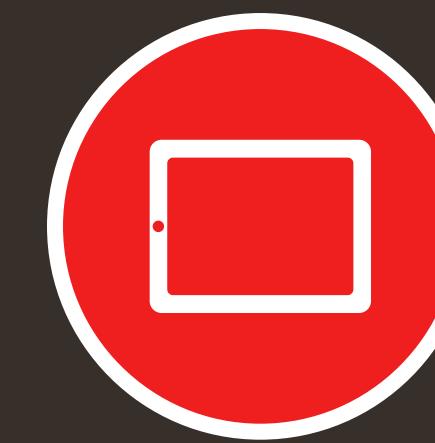
72%

LAPTOP OR DESKTOP
COMPUTER



43%

TABLET
DEVICE



13%

TELEVISION
(ANY KIND)



97%

DEVICE FOR STREAMING
INTERNET CONTENT TO TV



5%

E-READER
DEVICE



[N/A]

WEARABLE
TECH DEVICE



1%

SOURCE: GOOGLE CONSUMER BAROMETER (COLLECTED JANUARY 2018). ***NOTE:** PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE DETAILS OF HOW GOOGLE DEFINES 'ADULT POPULATION'. **ADVISORY:** GOOGLE HAS NOT UPDATED ITS CONSUMER BAROMETER DATA SINCE OUR 2018 REPORTS, BUT WE BELIEVE THAT THE DATASET STILL OFFERS REPRESENTATIVE INSIGHTS INTO DIGITAL BEHAVIOURS IN THE FEATURED MARKETS.

JAN
2019

TIME SPENT WITH MEDIA

AVERAGE DAILY TIME SPENT CONSUMING AND INTERACTING WITH MEDIA [SURVEY BASED]



AVERAGE DAILY TIME
SPENT USING THE
INTERNET VIA ANY DEVICE



6H 42M

AVERAGE DAILY TIME
SPENT USING SOCIAL
MEDIA VIA ANY DEVICE



2H 32M

AVERAGE DAILY TV VIEWING TIME
(BROADCAST, STREAMING
AND VIDEO ON DEMAND)



2H 31M

AVERAGE DAILY TIME
SPENT LISTENING TO
STREAMING MUSIC



1H 11M

we
are
social

global
web
index





INTERNET USE

INTERNET USE: DEVICE PERSPECTIVE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



64.00
MILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



66%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



62.40
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE
OF TOTAL POPULATION



64%

JAN
2019

INTERNET USERS: DIFFERENT PERSPECTIVES

DIFFERENT PERSPECTIVES ON THE NUMBER OF INTERNET USERS, FROM SOME OF THE WORLD'S MOST COMPREHENSIVE STUDIES



INTERNET
WORLD STATS



64.00
MILLION

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



45.09
MILLION

WORLD
BANK



45.09
MILLION

CIA WORLD
FACTBOOK



49.74
MILLION

JAN
2019

FREQUENCY OF INTERNET USE

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



EVERY
DAY



94%

AT LEAST ONCE
PER WEEK



6%

AT LEAST ONCE
PER MONTH



0%

LESS THAN ONCE
PER MONTH



0%

we
are
social



INTERNET CONNECTION SPEEDS

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



AVERAGE SPEED OF
MOBILE INTERNET
CONNECTIONS



21.56
MBPS

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



+6.1%

AVERAGE SPEED OF
FIXED INTERNET
CONNECTIONS



27.18
MBPS

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



+9.7%

JAN
2019

SIMILARWEB'S TOP WEBSITES

RANKING OF WEBSITES BY AVERAGE MONTHLY TRAFFIC



#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	SEARCH	371,700,000	14M 19S	15.8
02	FACEBOOK.COM	SOCIAL	341,600,000	24M 46S	24.7
03	YOUTUBE.COM	TV & VIDEO	334,100,000	30M 21S	12.7
04	GOOGLE.COM.VN	SEARCH	281,200,000	12M 18S	7.3
05	VNEXPRESS.NET	NEWS	68,300,000	09M 36S	4.8
06	ZING.VN	SOCIAL	55,800,000	14M 04S	5.4
07	NEWS.ZING.VN	NEWS	36,400,000	06M 57S	3.2
08	KENH14.VN	NEWS	33,200,000	07M 22S	4.8
09	COCCOC.COM	SEARCH	28,600,000	06M 02S	2.8
10	24H.COM.VN	NEWS	28,100,000	29M 14S	7.8

SOURCE: SIMILARWEB (JANUARY 2019). FIGURES BASED ON MONTHLY AVERAGES FOR Q4 2018. **NOTES:** 'MONTHLY TRAFFIC' DOES NOT REPRESENT UNIQUE VISITORS. 'TIME PER VISIT' FIGURES REPRESENT THE AVERAGE DURATION OF USERS' VISITS, MEASURED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

JAN
2019

ALEXA'S TOP WEBSITES

RANKING OF WEBSITES BY THE NUMBER OF VISITORS AND TOTAL PAGE VIEWS



#	WEBSITE	TIME / DAY	PAGES / VISIT	#	WEBSITE	TIME / DAY	PAGES / VISIT
01	GOOGLE.COM	07M 42S	9.54	11	PHIMMOI.NET	04M 29S	4.91
02	YOUTUBE.COM	08M 47S	5.02	12	24H.COM.VN	09M 13S	6.31
03	FACEBOOK.COM	09M 43S	4.03	13	KENH14.VN	08M 00S	4.85
04	DKN.TV	04M 45S	2.37	14	LAODONG.VN	02M 04S	2.06
05	GOOGLE.COM.VN	06M 25S	8.89	15	SHOPEE.VN	09M 06S	5.55
06	THETHAO247.VN	08M 19S	3.91	16	WIKIPEDIA.ORG	04M 15S	3.15
07	ZING.VN	07M 51S	4.13	17	DANTRI.COM.VN	07M 24S	3.83
08	VEXPRESS.NET	10M 41S	5.12	18	TIKI.VN	06M 23S	5.64
09	TAIMIENPHI.VN	02M 16S	2.10	19	VOV.VN	01M 59S	1.90
10	VTB.VN	03M 17S	2.76	20	THESTARTMAGAZINE.COM	15M 23S	12.28

SOURCE: ALEXA (JANUARY 2019). **NOTES:** 'TIME / DAY' FIGURES REPRESENT ALEXA'S ESTIMATES OF THE AVERAGE DAILY AMOUNT OF TIME THAT VISITORS SPEND ON THE SITE FOR DAYS WHEN THEY VISIT THE SITE, MEASURED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

JAN
2019

TOP GOOGLE SEARCH QUERIES IN 2018

BASED ON SEARCHES THROUGHOUT 2018



#	SEARCH QUERY	INDEX	#	SEARCH QUERY	INDEX
01	PHIM	100	11	SO XO	24
02	XSMB	51	12	24H	23
03	FACEBOOK	41	13	NHAC	17
04	BAO	39	14	TIN TUC	14
05	BONG DA	34	15	GOOGLE DỊCH	14
06	XỔ SỐ	33	16	MINH NGOC	14
07	YOUTUBE	29	17	XS	13
08	XSMN	28	18	XỔ SỐ MIỀN BẮC	12
09	GOOGLE	28	19	SXMB	11
10	DỊCH	26	20	FACEBOOK DANG NHAP	11

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

JAN
2019

CONTENT STREAMING ACTIVITIES

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



WATCH VIDEOS
ONLINE



99%

STREAM TV CONTENT
VIA THE INTERNET



55%

PLAY GAMES STREAMED
LIVE VIA THE INTERNET



53%

WATCH LIVE STREAMS OF
OTHERS PLAYING GAMES



32%

WATCH E-SPORTS
TOURNAMENTS



29%

JAN
2019

USE OF INTERNET TECHNOLOGIES

PERCENTAGE OF INTERNET USERS THAT USE EACH TOOL OR SERVICE EACH MONTH



VOICE SEARCH OR
VOICE COMMANDS



41%

we
are
social

RIDE-HAILING
SERVICES



45%

global
web
index

AD-BLOCKING
TOOLS



38%

global
web
index

VIRTUAL PRIVATE
NETWORK (VPN)



30%



SOCIAL MEDIA USE

SOCIAL MEDIA OVERVIEW

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE SOCIAL MEDIA PLATFORMS



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



62.00
MILLION

ACTIVE SOCIAL MEDIA
USERS AS A PERCENTAGE
OF TOTAL POPULATION



64%

TOTAL NUMBER OF ACTIVE
SOCIAL USERS ACCESSING
VIA MOBILE DEVICES



58.00
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



60%

SOCIAL MEDIA BEHAVIOURS

HOW INTERNET USERS ENGAGE WITH SOCIAL MEDIA [SURVEY BASED]



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



100%

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



89%

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA



we
are.
social

2H 32M

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*



10.8

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES



45%

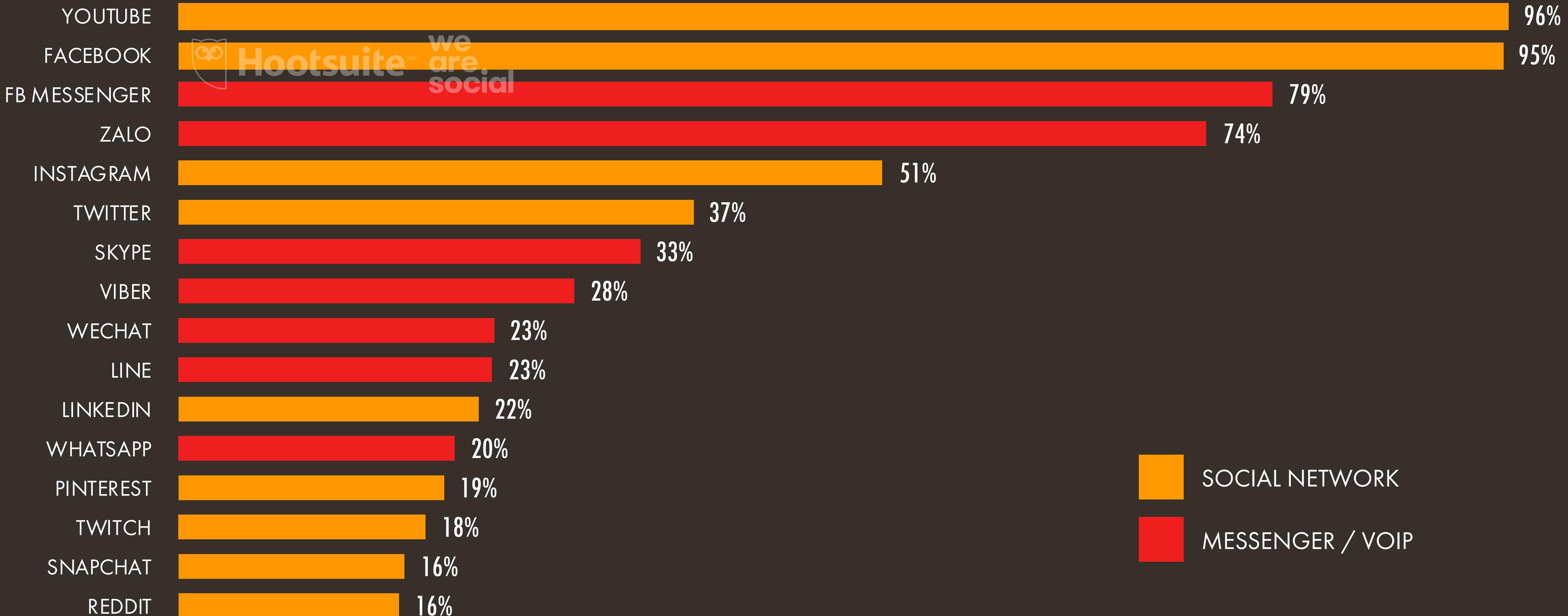
SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64. FIGURES FOR 'TIME SPENT' ARE DAILY AVERAGES, IN HOURS AND MINUTES. ***NOTE:** FIGURE FOR SOCIAL MEDIA ACCOUNTS MAY NOT INDICATE ACTIVE USE OF ALL ACCOUNTS EVERY MONTH.

JAN
2019

MOST ACTIVE SOCIAL MEDIA PLATFORMS



PERCENTAGE OF INTERNET USERS WHO REPORT USING EACH PLATFORM [SURVEY BASED]



JAN
2019

SOCIAL MEDIA ADVERTISING AUDIENCES



A COMPARISON OF THE TOTAL ADDRESSABLE ADVERTISING AUDIENCE* OF SELECTED SOCIAL MEDIA PLATFORMS

TOTAL ADVERTISING
AUDIENCE ON FACEBOOK
(MONTHLY ACTIVE USERS)



61.00
MILLION

FEMALE
48%

MALE
52%

TOTAL ADVERTISING
AUDIENCE ON INSTAGRAM
(MONTHLY ACTIVE USERS)



6.20
MILLION

FEMALE
59%

MALE
41%

TOTAL ADVERTISING
AUDIENCE ON TWITTER
(MONTHLY ACTIVE USERS)



684.5
THOUSAND

FEMALE
33%

MALE
67%

TOTAL ADVERTISING
AUDIENCE ON SNAPCHAT
(MONTHLY ACTIVE USERS)



[N/A]

FEMALE
[N/A]

MALE
[N/A]

TOTAL ADVERTISING
AUDIENCE ON LINKEDIN
(REGISTERED MEMBERS)



2.60
MILLION

FEMALE
55%

MALE
45%

SOURCE: EACH PLATFORM'S SELF-SERVE ADVERTISING TOOLS (JANUARY 2019). ***NOTE:** FIGURES REPRESENT ADDRESSABLE ADVERTISING AUDIENCES ONLY, AND MAY NOT REFLECT TOTAL ACTIVE USERS OR MEMBER BASES. **ADVISORY:** FIGURES FOR LINKEDIN REPRESENT REGISTERED MEMBERS, SO ARE NOT DIRECTLY COMPARABLE TO FIGURES FOR OTHER PLATFORMS.

JAN
2019

SOCIAL MEDIA AUDIENCES: QUARTERLY GROWTH



THE QUARTERLY CHANGE IN THE TOTAL ADDRESSABLE ADVERTISING AUDIENCES* OF SELECTED SOCIAL MEDIA PLATFORMS

QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON FACEBOOK
(MONTHLY ACTIVE USERS)



we
are.
social

0%

QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON INSTAGRAM
(MONTHLY ACTIVE USERS)



we
are.
social

-1.6%

QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON TWITTER
(MONTHLY ACTIVE USERS)



we
are.
social

+1.0%

QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON SNAPCHAT
(MONTHLY ACTIVE USERS)



we
are.
social

[N/A]

QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON LINKEDIN
(REGISTERED MEMBERS)



we
are.
social

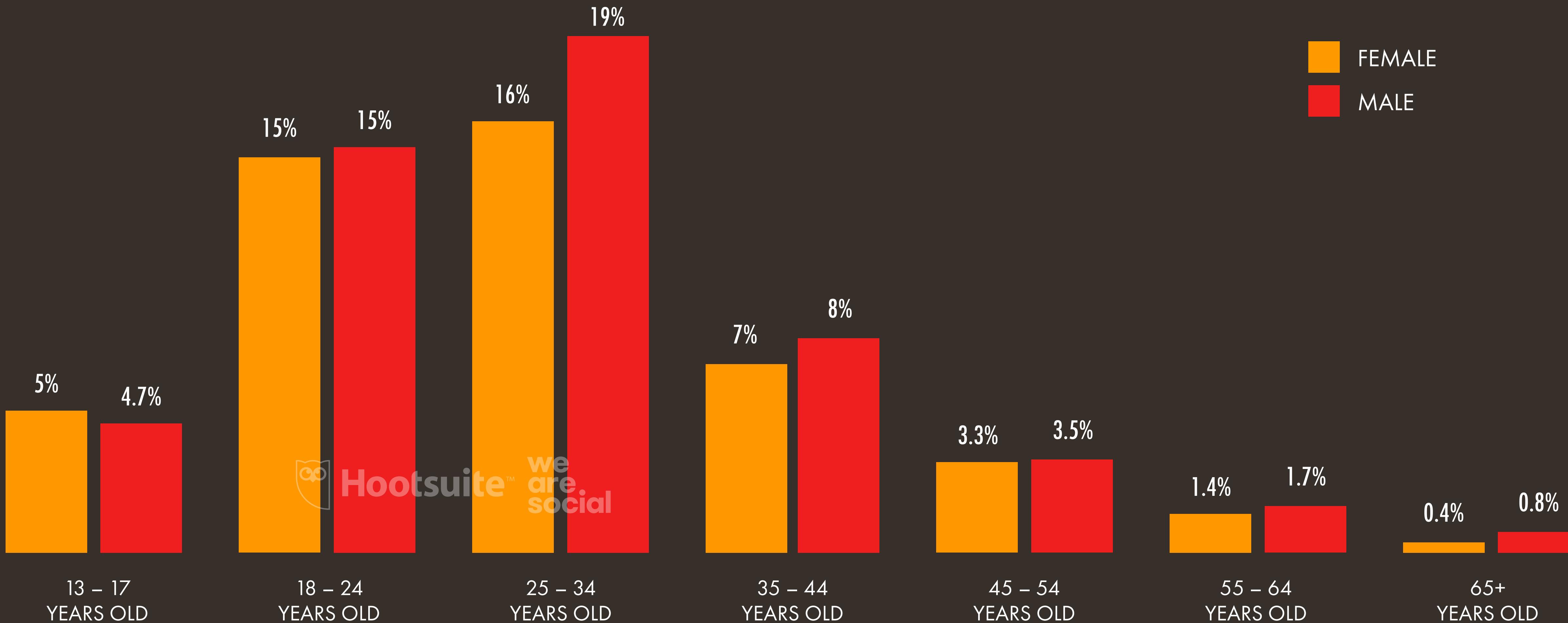
0%

JAN
2019

SOCIAL MEDIA AUDIENCE PROFILE



BASED ON THE COMBINED ADVERTISING AUDIENCES OF FACEBOOK, INSTAGRAM, AND FACEBOOK MESSENGER



FACEBOOK AUDIENCE OVERVIEW



BASED ON FACEBOOK'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

NUMBER OF PEOPLE THAT
FACEBOOK REPORTS
CAN BE REACHED WITH
ADVERTS ON FACEBOOK



61.00
MILLION

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON FACEBOOK



79%

QUARTER-ON-
QUARTER GROWTH
IN FACEBOOK
ADVERTISING REACH



0%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



48%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*



52%

SOURCE: FACEBOOK (JANUARY 2019); KEPPIOS ANALYSIS. ***NOTE:** FACEBOOK DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'.
ADVISORY: FIGURES REPORTED ON THIS CHART ARE BASED ON FACEBOOK'S ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT MATCH TOTAL MONTHLY ACTIVE USERS. AS A RESULT, FIGURES ON THIS CHART ARE NOT DIRECTLY COMPARABLE TO THE 'MONTHLY ACTIVE FACEBOOK USERS' FIGURE THAT WE REPORTED IN OUR DIGITAL 2018 REPORTS.

JAN
2019

FACEBOOK ACTIVITY FREQUENCY



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

NUMBER OF
FACEBOOK PAGES
LIKED (LIFETIME)



1

FEMALE

1

MALE

1

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



6

FEMALE

8

MALE

6

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



5

FEMALE

7

MALE

4

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



1

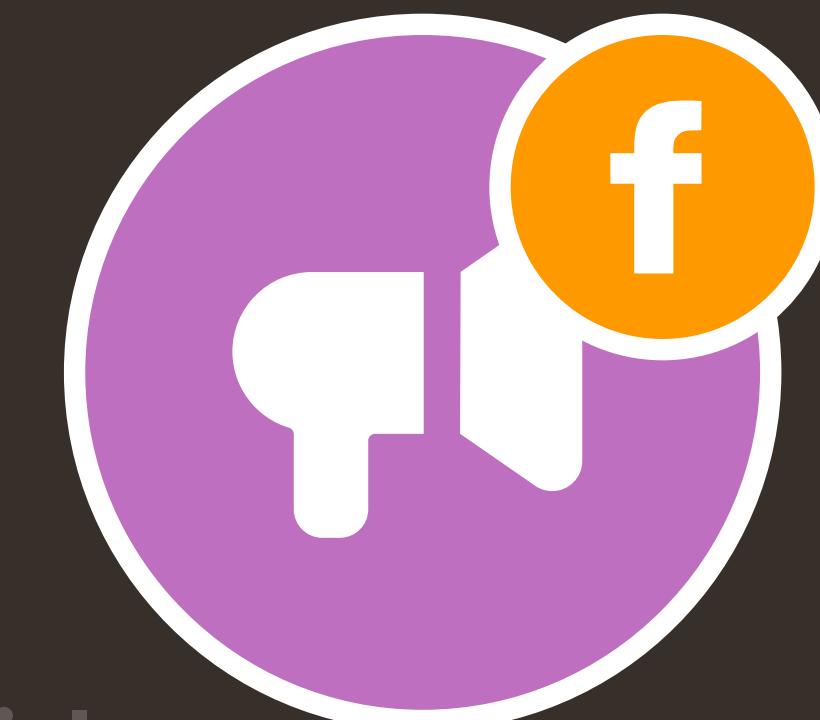
FEMALE

2

MALE

1

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



9

FEMALE

12

MALE

8

JAN
2019

FACEBOOK PAGE REACH BENCHMARKS



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

AVERAGE MONTHLY
CHANGE IN PAGE LIKES



+0.14%

AVERAGE POST REACH
vs. PAGE LIKES



8.6%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



7.6%

PERCENTAGE OF PAGES
USING PAID MEDIA



27%

AVERAGE PAID REACH
vs. TOTAL REACH



28%

SOURCE: LOCOWISE (JANUARY 2019). FIGURES REPRESENT AVERAGES FOR Q4 2018. **NOTE:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT PAGES. ON AVERAGE, PAGES WITH LARGER AUDIENCES (I.E. GREATER NUMBERS OF 'PAGE LIKES') WILL EXPERIENCE LOWER LEVELS OF ORGANIC REACH. **ADVISORY:** MANY LARGE BRAND PAGES WILL EXPERIENCE SIGNIFICANTLY LOWER LEVELS OF ORGANIC REACH AND ENGAGEMENT COMPARED TO THE AVERAGES QUOTED HERE.

JAN
2019

FACEBOOK ENGAGEMENT BENCHMARKS



THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. PAGE REACH

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS (ALL TYPES OF
POST, ALL TYPES OF PAGE*)



3.81%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS
(ALL TYPES OF PAGE*)



6.55%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS
(ALL TYPES OF PAGE*)



5.22%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS
(ALL TYPES OF PAGE*)



3.25%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS
(ALL TYPES OF PAGE*)



2.71%

JAN
2019

INSTAGRAM AUDIENCE OVERVIEW



BASED ON INSTAGRAM'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

NUMBER OF PEOPLE THAT
INSTAGRAM REPORTS
CAN BE REACHED WITH
ADVERTS ON INSTAGRAM



6.20
MILLION

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON INSTAGRAM



8.0%

QUARTER-ON-
QUARTER GROWTH
IN INSTAGRAM
ADVERTISING REACH



-1.6%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



59%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*



41%

JAN
2019

TWITTER AUDIENCE OVERVIEW



BASED ON TWITTER'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

NUMBER OF PEOPLE THAT
TWITTER REPORTS
CAN BE REACHED WITH
ADVERTS ON TWITTER



684.5
THOUSAND

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON TWITTER



0.9%

QUARTER-ON-
QUARTER GROWTH
IN TWITTER
ADVERTISING REACH



+1.0%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS FEMALE*



33%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS MALE*



67%

JAN
2019

LINKEDIN AUDIENCE OVERVIEW



BASED ON LINKEDIN'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

NUMBER OF PEOPLE THAT
LINKEDIN REPORTS
CAN BE REACHED WITH
ADVERTS ON LINKEDIN



2.60
MILLION

PERCENTAGE OF ADULTS
AGED 18+ THAT CAN
BE REACHED WITH
ADVERTS ON LINKEDIN



3.7%

QUARTER-ON-
QUARTER GROWTH
IN LINKEDIN
ADVERTISING REACH



0%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS FEMALE*



55%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS MALE*



45%

JAN
2019

TOP YOUTUBE SEARCH QUERIES IN 2018



BASED ON SEARCHES ON THE YOUTUBE PLATFORM THROUGHOUT 2018

#	SEARCH QUERY	INDEX	#	SEARCH QUERY	INDEX
01	PHIM	100	11	BOLERO	9
02	KARAOKE	66	12	SIÊU NHÂN	9
03	NHAC	61	13	GẠO NẾP GẠO TẺ	8
04	REMIX	38	14	GAO NEP GAO TE	8
05	HAI	24	15	THIEU NHI	8
06	MA	19	16	NHAC TRE	8
07	PHIM HAY	11	17	DU DU DU DU	7
08	DORAEMON	11	18	HOẠT HÌNH	7
09	HÀI	11	19	BTS	7
10	BÚP BÊ	9	20	DOREMON	7

SOURCE: GOOGLE TRENDS (ACCESSED JANUARY 2019); KEPIOS ANALYSIS. NOTES: GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE 'INDEX' COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY).



MOBILE USE

JAN
2019

MOBILE CONNECTIONS BY TYPE



BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)

TOTAL NUMBER
OF MOBILE
CONNECTIONS



143.3
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



we
are.
social

GSMA

148%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



GSMA

12%

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



45%

JAN
2019

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



OVERALL COUNTRY
INDEX SCORE



63.03

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



49.15

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AFFORDABILITY OF
DEVICES & SERVICES



72.11

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

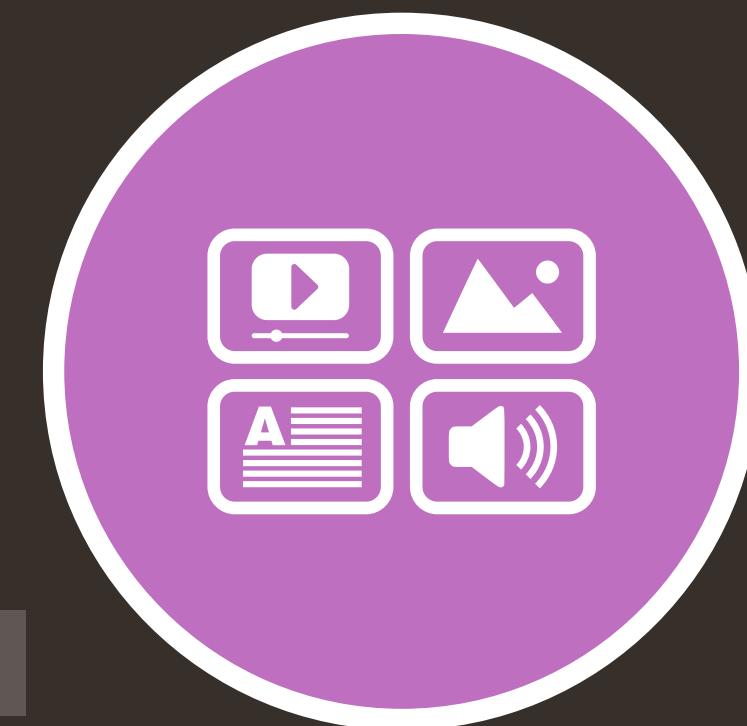
CONSUMER
READINESS



74.10

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



60.11

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

JAN
2019

MOBILE ACTIVITIES

PERCENTAGE OF INTERNET USERS PERFORMING EACH ACTIVITY ON A MOBILE PHONE EACH MONTH [SURVEY BASED]

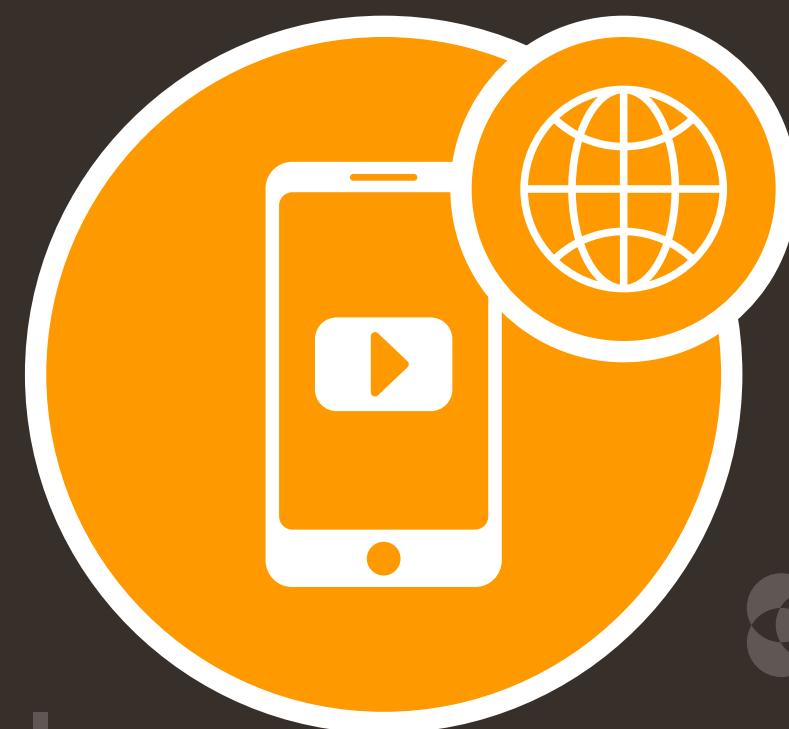


PERCENTAGE OF
INTERNET USERS USING
MOBILE MESSENGERS



91%

PERCENTAGE OF
INTERNET USERS WATCHING
VIDEOS ON MOBILE



95%

PERCENTAGE OF
INTERNET USERS PLAYING
GAMES ON MOBILE



84%

PERCENTAGE OF
INTERNET USERS USING
MOBILE BANKING



50%

PERCENTAGE OF
INTERNET USERS USING
MOBILE MAP SERVICES



80%

MOBILE APPS: INSTALLS vs. USAGE



A CLOSER LOOK AT THE NUMBER OF APPS DOWNLOADED AND INSTALLED, COMPARED TO THE NUMBER OF APPS USED

NUMBER OF MOBILE
APPS DOWNLOADED
DURING FULL YEAR 2018



2.739
BILLION

TOTAL CONSUMER
SPENDING ON MOBILE APPS
DURING 2018 (U.S. DOLLARS)



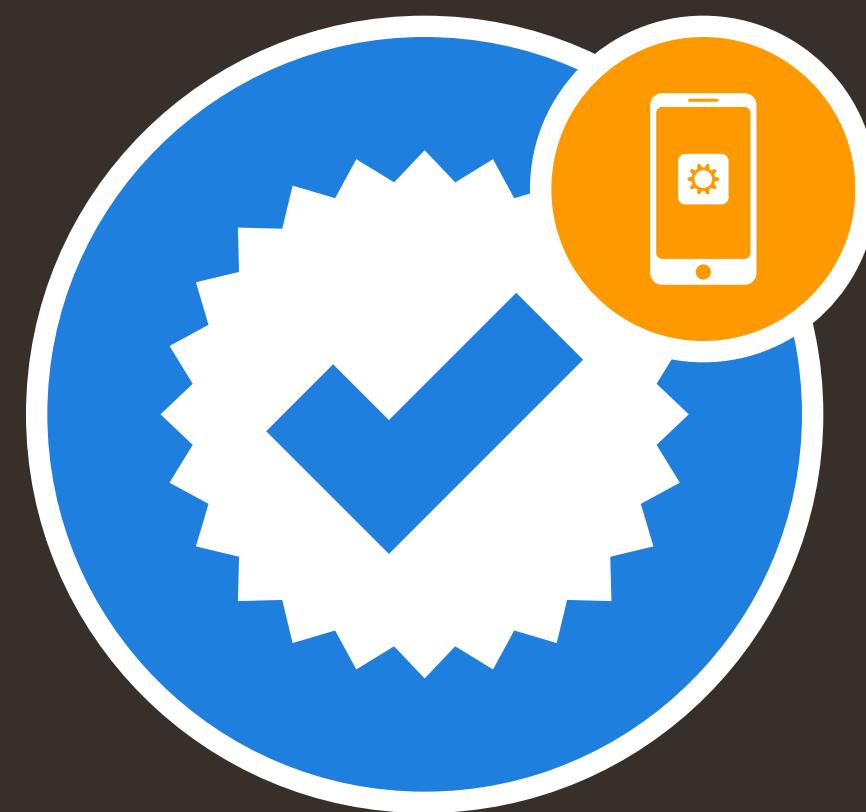
\$161.6
MILLION

AVERAGE NUMBER
OF APPS INSTALLED PER
SMARTPHONE DEVICE



[N/A]

AVERAGE NUMBER OF
MOBILE APPS USED PER
MONTH PER SMARTPHONE



[N/A]

JAN
2019

MOBILE APP RANKINGS: ACTIVE USERS



RANKINGS OF TOP MOBILE APPS AND GAMES BY AVERAGE MONTHLY ACTIVE USERS THROUGHOUT 2018

RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	DEVELOPER
01	FACEBOOK	FACEBOOK
02	FACEBOOK MESSENGER	FACEBOOK
03	ZALO	VNG
04	ZING MP3	VNG
05	VIBER	RAKUTEN
06	GRAB	GRAB
07	INSTAGRAM	FACEBOOK
08	NHACCUATUI	NCT
09	ABPHOTO	ACER
10	SKYPE	MICROSOFT

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	APP NAME	DEVELOPER
01	ARENA OF VALOR	SEA
02	FREE FIRE	SEA
03	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
04	MY TALKING TOM	OUTFIT7
05	CLASH OF CLANS	SUPERCELL
06	DREAM LEAGUE SOCCER 2016	FIRST TOUCH
07	PUBG MOBILE	TENCENT
08	MINECRAFT POCKET EDITION	MICROSOFT
09	ZOMBIE TSUNAMI	MOBIGAME
10	TIEN LEN ZINGPLAY GAME BAI ONLINE	VNG

SOURCE: APP ANNIE (JANUARY 2019). BASED ON COMBINED DATA FOR ANDROID AND IPHONE DEVICES.
NOTE: DOES NOT INCLUDE DATA FOR DOWNLOADS FROM THIRD-PARTY ANDROID STORES.

JAN
2019

MOBILE APP RANKINGS: DOWNLOADS



RANKINGS OF TOP MOBILE APPS AND GAMES BY THE NUMBER OF DOWNLOADS IN 2018

RANKING OF MOBILE APPS BY DOWNLOADS

#	APP NAME	DEVELOPER
01	FACEBOOK MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	TIKTOK	TOUTIAO
04	ZALO	VNG
05	ZING MP3	VNG
06	SHOPEE	SEA
07	B612	NAVER
08	LAZADA	ALIBABA GROUP
09	WIFI MASTER KEY	LINKSURE
10	KWAI(快手)	ONESMILE

RANKING OF MOBILE GAMES BY DOWNLOADS

#	APP NAME	DEVELOPER
01	ARENA OF VALOR	SEA
02	FREE FIRE	SEA
03	HELIX JUMP	VOODOO
04	MY TALKING TOM	OUTFIT7
05	PUBG MOBILE	TENCENT
06	SUBWAY SURFERS	KILOO
07	RULES OF SURVIVAL	NETEASE
08	ZOMBIE TSUNAMI	MOBIGAME
09	TEMPLE RUN 2	IMANGI
10	TALKING TOM GOLD RUN	OUTFIT7

SOURCE: APP ANNIE (JANUARY 2019). BASED ON COMBINED DATA FOR THE GOOGLE PLAY AND APPLE iOS APP STORES.
NOTE: DOES NOT INCLUDE DATA FOR DOWNLOADS FROM THIRD-PARTY ANDROID STORES.

JAN
2019

MOBILE APP RANKINGS: REVENUE



RANKINGS OF TOP MOBILE APPS AND GAMES BY TOTAL REVENUE GENERATED IN 2018

RANKING OF MOBILE APPS BY REVENUE

#	APP NAME	DEVELOPER
01	BIGO LIVE	BIGO
02	GOOGLE DRIVE	GOOGLE
03	TINDER	INTERACTIVECORP (IAC)
04	ZING MP3	VNG
05	VIVAVIDEO	QUVIDEO
06	KARAOKE NOW	XAFUN
07	BRIGHT - ENGLISH FOR BEGINNERS	LANGUAGE APPS
08	NETFLIX	NETFLIX
09	VSCO	VISUAL SUPPLY
10	FINDNOW	RATECH

RANKING OF MOBILE GAMES BY REVENUE

#	APP NAME	DEVELOPER
01	LORDS MOBILE	IGG
02	ARENA OF VALOR	SEA
03	THE EPOCH OF ETERNITY	37GAMES
04	RISE OF THE KINGS	ONEMT
05	ICÁ - BAN CA ONLINE	VNG
06	MY COUNTRY	JEDI GAMES
07	IDLE HEROES	DH GAMES
08	CASTLE CLASH	IGG
09	ONMYOJI	NETEASE
10	FREE FIRE	SEA

SOURCE: APP ANNIE (JANUARY 2019). BASED ON COMBINED DATA FOR THE GOOGLE PLAY AND APPLE iOS APP STORES.
NOTE: DOES NOT INCLUDE DATA FOR DOWNLOADS FROM THIRD-PARTY ANDROID STORES.



E-COMMERCE USE

JAN
2019

FINANCIAL INCLUSION FACTORS

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



HAS AN ACCOUNT WITH
A FINANCIAL INSTITUTION



31%

**we
are
social**

HAS A
CREDIT CARD



4.1%

HAS A MOBILE
MONEY ACCOUNT



3.5%

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



21%

**we
are
social**

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



3.7%

**we
are
social**

PERCENTAGE OF MEN
WITH A CREDIT CARD



4.6%

PERCENTAGE OF WOMEN
MAKING ONLINE TRANSACTIONS



21%

PERCENTAGE OF MEN
MAKING ONLINE TRANSACTIONS



20%

**we
are
social**

JAN
2019

E-COMMERCE ACTIVITIES

PERCENTAGE OF INTERNET USERS WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH [SURVEY BASED]



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY



we
are.
social

87%

VISITED AN ONLINE
RETAIL STORE ON THE
WEB (ANY DEVICE)



global
web
index

87%

PURCHASED A
PRODUCT OR SERVICE
ONLINE (ANY DEVICE)



global
web
index

77%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



global
web
index

38%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



Hootsuite™
we
are.
social

JAN
2019

E-COMMERCE SPEND BY CATEGORY



THE TOTAL ANNUAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES, IN U.S. DOLLARS

FASHION
& BEAUTY



\$558.0
MILLION

TOYS, DIY
& HOBBIES



\$354.0
MILLION

ELECTRONICS &
PHYSICAL MEDIA



\$610.0
MILLION

TRAVEL (INCLUDING
ACCOMMODATION)



\$3.491
BILLION

FOOD &
PERSONAL CARE



\$348.0
MILLION

DIGITAL
MUSIC



\$21.00
MILLION

FURNITURE &
APPLIANCES



\$399.0
MILLION

VIDEO
GAMES



\$75.00
MILLION

JAN
2019

E-COMMERCE GROWTH BY CATEGORY



ANNUAL CHANGE IN THE TOTAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES

FASHION
& BEAUTY



+25%

we
are
social

ELECTRONICS &
PHYSICAL MEDIA



+27%

statista

FOOD &
PERSONAL CARE



+38%



FURNITURE &
APPLIANCES



+29%

TOYS, DIY
& HOBBIES



+33%

statista

TRAVEL (INCLUDING
ACCOMMODATION)



+16%



DIGITAL
MUSIC



+7.6%

we
are
social

VIDEO
GAMES



+23%

JAN
2019

E-COMMERCE DETAIL: CONSUMER GOODS



OVERVIEW OF THE E-COMMERCE MARKET FOR CONSUMER GOODS, WITH VALUES IN U.S. DOLLARS

TOTAL NUMBER OF PEOPLE PURCHASING CONSUMER GOODS VIA E-COMMERCE



49.80
MILLION

YEAR-ON-YEAR CHANGE

+2.7%

PENETRATION OF CONSUMER GOODS E-COMMERCE (TOTAL POPULATION)



51 %

VALUE OF THE CONSUMER GOODS E-COMMERCE MARKET (TOTAL ANNUAL SALES REVENUE)



\$2.269
BILLION

YEAR-ON-YEAR CHANGE

+29%

AVERAGE ANNUAL REVENUE PER USER OF CONSUMER GOODS E-COMMERCE (ARPU)



\$46

YEAR-ON-YEAR CHANGE

+26%

statista

we
are.
social

E-COMMERCE SPEND IN CONTEXT

COMPARING E-COMMERCE SPEND TO POINT-OF-SALE (P.O.S.) SPEND, WITH E-WALLET DETAIL



E-COMMERCE SPEND PER
CAPITA* IN U.S. DOLLARS



\$65

POINT-OF-SALE SPEND PER
CAPITA IN U.S. DOLLARS



\$1,391

E-COMMERCE SPEND AS
A SHARE OF RETAIL SPEND*



4.5%

E-WALLETS' SHARE OF
E-COMMERCE SPEND



17%

E-WALLETS' SHARE OF
POINT-OF-SALE SPEND



2.0%

CONNECTED MONEY

UNDERSTANDING INTERNET USERS' ONLINE FINANCIAL ACTIVITIES

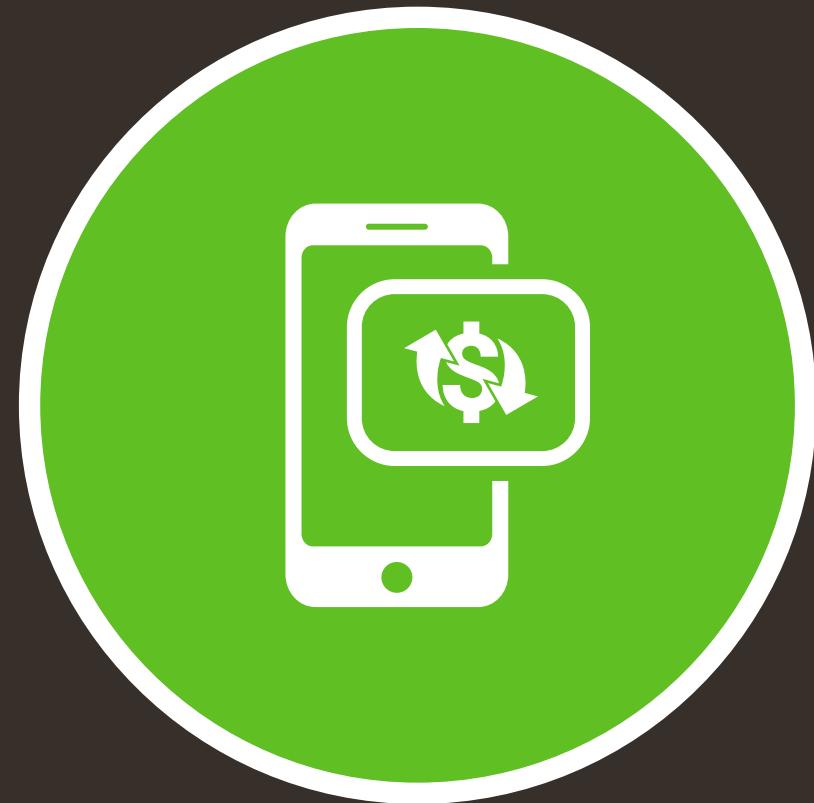


USE MOBILE
BANKING



50%

MAKE MOBILE
PAYMENTS



39%

PURCHASE ITEMS ONLINE
USING A MOBILE PHONE



62%

OWN SOME FORM
OF CRYPTOCURRENCY



9.3%



MORE INFORMATION

**CLICK THE LOGOS BELOW TO READ AND DOWNLOAD
THE FULL COLLECTION OF DIGITAL 2019 REPORTS,
AND ACCESS ADDITIONAL CONTENT, INSIGHTS AND
RESOURCES FROM HOOTSUITE AND WE ARE SOCIAL:**



HOOTSUITE



WE ARE SOCIAL

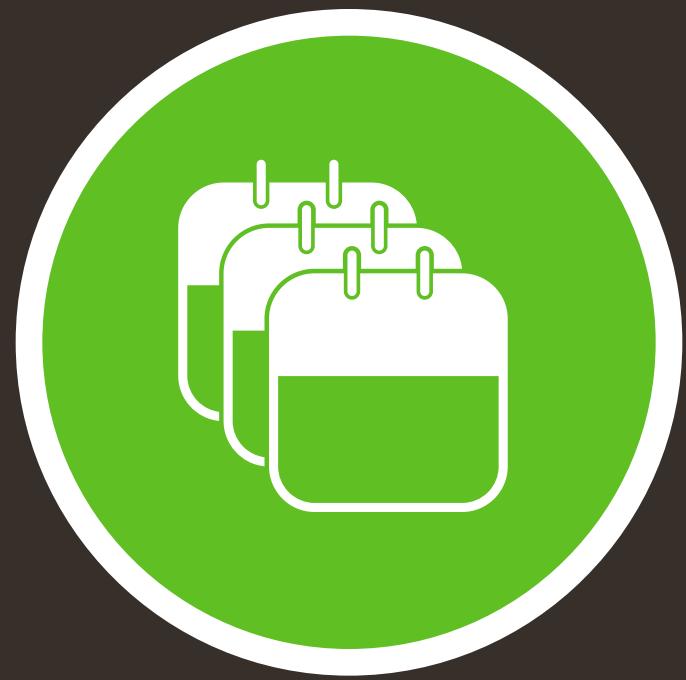


SPECIAL THANKS: GLOBALWEBINDEX

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



**90% GLOBAL
COVERAGE**



**ONGOING DATA COLLECTION
ACROSS 45 MARKETS**



**CROSS-DEVICE
COVERAGE**

Learn more at <http://www.globalwebindex.com>

SPECIAL THANKS: GSMA INTELLIGENCE



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

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

Learn more about GSMA Intelligence at <http://www.gsmaintelligence.com>

SPECIAL THANKS: STATISTA



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



**82% OF THE GLOBAL
INTERNET POPULATION**



**150 COUNTRIES
AND REGIONS**



**92% OF WORLDWIDE
ECONOMIC POWER**



**MORE THAN 30,000
INTERACTIVE STATISTICS**

Learn more about Statista at <http://www.statista.com>

SPECIAL THANKS: LOCOWISE



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



**CUSTOM REPORT
BUILDER WITH
OVER 300 METRICS**



**CAMPAIN
ANALYSIS, TRACKING
AND REPORTING**



**INSIGHTS FROM ALL
YOUR NETWORKS
IN ONE PLACE**



**PREDICTIVE
METRICS TO DRIVE
FUTURE STRATEGY**

Learn more about Locowise at <http://locowise.com>

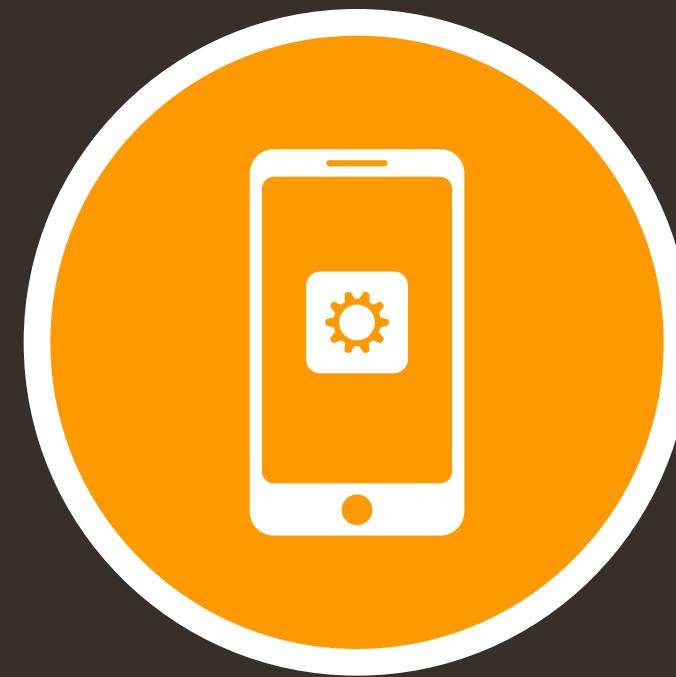
SPECIAL THANKS: SIMILARWEB



SimilarWeb is the pioneer of market intelligence and the standard for understanding the digital world. SimilarWeb provides granular insights about any website or app across all industries in every region.



WEB
INTELLIGENCE



APP
INTELLIGENCE



GLOBAL
COVERAGE



GRANULAR
ANALYSIS

Learn more about SimilarWeb at <http://www.similarweb.com>

SPECIAL THANKS: APP ANNIE

App Annie

App Annie is the industry's most trusted mobile data and analytics platform. The company created the mobile app data market and has been fueling world-class, mobile-first businesses since 2010. App Annie's mission is to power B2C companies' mobile transformation and enable clients to deliver winning consumer experiences. More than 1,000 enterprise clients and 1 million registered users across the globe and spanning all industries rely on App Annie as the gold standard to revolutionize their mobile business. The company is headquartered in San Francisco with offices in 13 countries.



**1 MILLION
REGISTERED USERS**



**BEST-IN-CLASS
DATA**



**COVERAGE ACROSS
150 COUNTRIES**



**UNPARALLELED
SERVICE & SUPPORT**

Learn more about App Annie at <http://www.appannie.com>

NOTES ON DATA SOURCES

POPULATION & DEMOGRAPHICS: United Nations World Population Prospects, 2017 Revision; US Census Bureau (accessed January 2019); United Nations World Urbanization Prospects, 2018 Revision.

LITERACY RATES: UNESCO Institute for Statistics; UNICEF Data; World Bank DataBank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook; Phrasebase (all accessed January 2019).

GDP & FINANCIAL INCLUSION DATA: World Bank DataBank; IMF Data; CIA World Factbook (all accessed January 2019).

DEVICE USAGE: Google Consumer Barometer (accessed January 2018). Note that data has not been updated in the past 12 months.

INTERNET USERS: InternetWorldStats; ITU Statistics; World Bank DataBank; CIA World Factbook; Eurostat Data Explorer; Facebook's self-serve advertising tools; Techrasa; MidEastMedia.org; local government authorities and telecom regulatory bodies; reports in reputable media (all accessed January 2019). **Mobile Internet share** based on data from GlobalWebIndex (Q2 & Q3 2018)*, and extrapolations of data

reported in Facebook's self-serve advertising tools. **Internet connection speed** data from Ookla Speedtest (December 2018). **Time spent** on the internet from GlobalWebIndex (Q2 & Q3 2018)*. **World's top websites** from SimilarWeb (December 2018) and Alexa (30 days to 16 January 2019). **Google search** insights from Google Trends (data for full year 2018). Data on use of **voice search** and **ad blockers** from GlobalWebIndex (Q2 & Q3 2018)*. **Privacy concern** insights from Statista Global Consumer Survey 2018. **Content streaming** insights from GlobalWebIndex (Q2 & Q3 2018)*. **Internet use frequency** data from Google Consumer Barometer (accessed January 2018).

SOCIAL MEDIA USERS: Company earnings announcements; press releases; remarks by senior platform executives at public events; statements on company websites; reports in reputable media. **Top messenger platforms** from SimilarWeb (December 2018).

SOCIAL MEDIA ADVERTISING AUDIENCES: data extracted from each platform's self-serve advertising tools (January 2019 and October 2018). Many data points involve further extrapolations of this data.

SOCIAL MEDIA BEHAVIOURS: Time spent on social media from GlobalWebIndex (Q2 & Q3 2018)*. **Facebook reach and engagement** data from Locowise (Q4 2018).

MOBILE USERS & CONNECTIONS: GSMA Intelligence (January 2019); Ericsson Mobility Report (November 2018); Ericsson Mobility Calculator and Visualizer tools (accessed January 2019);

MOBILE APPS: App Annie (January 2019); SimilarWeb (January 2019).

E-COMMERCE USERS & SPEND: Statista Digital Market Outlook (e-Commerce, e-Travel, and digital media industry reports) (accessed January 2019). GlobalWebIndex (Q2 & Q3 2018)*; Worldpay Global Payments Report (November 2018).

***METHODOLOGY NOTE:** GlobalWebIndex conducts a quarterly survey of a panel of 22 million internet users across 45 countries around the world, representing 90% of the world's total internet users. For full details of the company's methodology, please visit <http://www.globalwebindex.com/>

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

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

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

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

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

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

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

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

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

DISCLAIMER AND IMPORTANT NOTES

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

While Kepios, We Are Social, and Hootsuite strive to ensure that all data and charts contained in this report are, as at the time of publishing, accurate and up-to-date, neither Kepios, nor We Are Social, nor Hootsuite shall be responsible for any errors or omissions contained in this report, or for the results obtained from its use.

All information contained in this report is provided "as is", with no guarantee whatsoever of its accuracy, completeness, correctness or non-infringement of third-party rights and without warranty of any kind, express or implied, including without limitation, warranties of merchantability or fitness for any particular purpose.

This report contains data, tables, figures, maps, flags, analyses and technical notes that relate to various geographical territories around the world, however reference to these territories and any associated elements (including names and flags) does not imply the expression of any opinion whatsoever on the part of Kepios, We Are Social, Hootsuite, or any of the featured brands, nor any of those organisations' partners, affiliates, employees or agents, concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. This report is provided with the understanding that it does not constitute professional advice or services of any kind and should therefore not be substituted for independent investigations, thought or judgment.

Accordingly, neither Kepios, nor We Are Social, nor Hootsuite, nor any of the brands or organisations featured or cited herein, nor any of their partners, affiliates, group companies, employees or agents shall, to the fullest extent permitted by law, be liable to you or

anyone else for any direct, indirect, punitive, incidental, special, consequential, exemplary or similar loss or damage, or loss or damage of any kind, suffered by you or anyone else as a result of any use, action or decision taken by you or anyone else in any way connected to this report or the information contained herein, or the result(s) thereof, even if advised of the possibility of such loss or damage.

This report may contain references to third parties, however this report does not endorse any such third parties or their products or services, nor is this report sponsored, endorsed or associated with such third parties.

Except for those portions of this report relating to the perspectives of Hootsuite or We Are Social, this report and any opinions contained herein have been prepared by Kepios, and have not been specifically approved or disapproved by Hootsuite. This report is subject to change without notice. To ensure that you have the most up-to-date version of this report, please visit our reports website at <https://datareportal.com>.

**CLICK HERE TO ACCESS OUR COMPLETE COLLECTION OF
FREE REPORTS: THOUSANDS OF CHARTS PACKED WITH
DATA AND TRENDS TO HELP YOU UNDERSTAND DIGITAL
BEHAVIOURS IN EVERY COUNTRY ACROSS THE WORLD**



HTTPS://DATAREPORTAL.COM

ALL THE NUMBERS YOU NEED

we are. social

We are a socially-led creative agency.

We are a global team of more than 750 people with a common purpose: to connect people and brands in meaningful ways.

We believe in people before platforms and the power of social insight to drive business value. We call this social thinking.

We already work with many of the world's top brands, including adidas, Netflix, Samsung, Lavazza, and Google.

If you'd like to work with us, visit <https://wearesocial.com>



Hootsuite™

Hootsuite is the leader in social media management.

With our expertise, best-in-breed partnerships, and scale,
we'll help your organization succeed with social.

Explore how our solution can help: <https://hootsuite.com>



SIMON KEMP



@ESKIMON



REPORTS@KEPIOS.COM



DATAREPORTAL.COM