Meltwater

Why do marketers use social listening?
according to Meltwater's State of Social Media 2024

- **55%** To better understand my target audience
- **43%** To manage brand reputation
- **34%** To raise brand awareness
- **30%** To benchmark against competitors
- **29%** To gather and analyze consumer insights
- **23%** To identify and manage crises

See how your strategy compares to responses from several thousand marketing professionals in Meltwater's report.

State of Social Media 2024

Download the report

[QR Code]

Digital 2024 The United States of America

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Think Forward
THE SOCIAL RECKONING

IN A NEW ERA OF SOCIAL, EVERY BRAND WILL BE JUDGED
Dive into We Are Social's latest trends report.

Attention layering
EVERYDAY RANDOM
Mischief Mode
Post Representation
The Offline Internet

Explore the trends:
ThinkForward.WeAreSocial.com

Note: Ce texte se trouve dans une image associé au collectif "We Are Social".**JAN 2024 THE UNITED STATES OF AMERICA**
OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES
NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.

TOTAL POPULATION
340.9 MILLION
YEAR-ON-YEAR CHANGE
+0.5%
+1.8 MILLION
URBANISATION
83.4%

CELLULAR MOBILE CONNECTIONS
396.0 MILLION
YEAR-ON-YEAR CHANGE
+2.5%
+9.5 MILLION
TOTAL vs. POPULATION
116.2%

INDIVIDUALS USING THE INTERNET
331.1 MILLION
YEAR-ON-YEAR CHANGE
+0.5%
+1.8 MILLION
TOTAL vs. POPULATION
97.1%

SOCIAL MEDIA USER IDENTITIES
239.0 MILLION
YEAR-ON-YEAR CHANGE
-2.8%
-7.0 MILLION
TOTAL vs. POPULATION
70.1%

SOURCES: UN; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROPEAN UNION; KANTAR & IAMAI; PLATFORM REPORTED FIGURES; CIA; PEW RESEARCH CENTER; KEPHIS ANALYSIS. ADVISORY: SOCIAL MEDIA USER

NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISON METRICS BASED ON REVISED FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. GLOBAL DIGITAL OVERVIEW REPORTS CONFLICT THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES, BUT DO NOT CONFLICT WITH OTHER SOURCES UNLESS EXPLICITLY STATED. REVISIONS OF PUBLISHED SOURCES MAY HAVE OCCURRED SINCE THE PUBLICATION OF THIS REPORT. THE AUTHORS OF THE REPORT DISCLAIM ALL LIABILITY FOR ANY LOSS, DAMAGE OR INCONVENIENCE CAUSED AS A RESULT OF RELIANCE ON THIS INFORMATION. ALL FIGURES REPORTED IN PUBLISHED SOURCES HAVE BEEN CONVERTED TO THE LATEST DATA. FOR MORE DETAILS, SEE THE IMPORTANT NOTES.

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we are social | MeltwaterJAN 2024
POPULATION OVER TIME
POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

(Jan 2014) 321M +0.8%
(Jan 2015) 323M +0.8%
(Jan 2016) 326M +0.8%
(Jan 2017) 329M +0.8%
(Jan 2018) 331M +0.7%
(Jan 2019) 333M +0.6%
(Jan 2020) 335M +0.3%
(Jan 2021) 336M +0.3%
(Jan 2022) 337M +0.5%
(Jan 2023) 339M +0.5%
(Jan 2024) 341M

SOURCES: UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; KEPIOS ANALYSIS
NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G., "123 K" = 123,000), "M" DENOTES MILLIONS (E.G., "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G., "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. COMPARABILITY: SOURCE CHANGES AND BASE REVISIONS FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

Digital 2024 The United States of America we are social MeltwaterBien sûr, voici une retranscription textuelle de l'image :

**JAN 2024
POPULATION ESSENTIALS**
Demographics and other key indicators

THE UNITED STATES OF AMERICA

1. **TOTAL POPULATION**
   `![icon](link)`
   340.9 MILLION

2. **FEMALE POPULATION**
   `![icon](link)`
   50.5%

3. **MALE POPULATION**
   `![icon](link)`
   49.5%

4. **YEAR-ON-YEAR CHANGE IN TOTAL POPULATION**
   `![icon](link)`
   +0.5%
   +1.8 MILLION

5. **MEDIAN AGE OF THE POPULATION**
   `![icon](link)`
   38.2

6. **URBAN POPULATION**
   `![icon](link)`
   83.4%

7. **POPULATION DENSITY**
   (PEOPLE PER KM^2)
   `![icon](link)`
   37.3

8. **OVERALL LITERACY (ADULTS AGED 15+)**
   `![icon](link)`
   99.0%

9. **FEMALE LITERACY (ADULTS AGED 15+)**
   `![icon](link)`
   99.0%

10. **MALE LITERACY (ADULTS AGED 15+)**

`![icon](link)`
99.0%

Sources:
Kepios analysis. United Nations. Local Government Authorities. World Bank. UNESCO. CIA World Factbook. Our World in Data. INGEV/NMUNDE. KNOMAD.

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FINANCIAL AND DEVELOPMENTAL INDICATORS

WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO ESSENTIAL SERVICES, AND DEVICE OWNERSHIP

THE UNITED STATES OF AMERICA

GROSS DOMESTIC PRODUCT (CURRENT U.S. DOLLARS)
$26.95 TRILLION
PERCENTAGE OF THE POPULATION EARNING LESS THAN $3.65 (2017, PPP) PER DAY
0.5%

GROSS DOMESTIC PRODUCT (PPP, CURRENT INTERNATIONAL DOLLARS)
$26.95 TRILLION
PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC DRINKING WATER
100%

GROSS DOMESTIC PRODUCT PER CAPITA (CURRENT U.S. DOLLARS)
$80.4 THOUSAND
PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC SANITATION
99.6%

GROSS DOMESTIC PRODUCT PER CAPITA (PPP, CURRENT INTERNATIONAL DOLLARS)
$80.4 THOUSAND
PERCENTAGE OF THE POPULATION WITH ACCESS TO ELECTRICITY
100%

NET NATIONAL INCOME PER CAPITA (CURRENT U.S. DOLLARS)
$59.0 THOUSAND
PERCENTAGE OF THE POPULATION THAT OWNS A MOBILE PHONE (ANY TYPE)

97.2%

SOURCES: IMF. WORLD BANK (MOST LATEST PUBLISHED DATA UP TO 2021). DEFINITIONS: $3.65 (2017 PPP): REFLECTS 'GLOBAL PURCHASING POWER PARITY.' BASED ON THE WORLD BANK'S 2021 EXCHANGE RATE BENCHMARK. BASIC DRINKING WATER: PERCENTAGE OF THE TOTAL POPULATION THAT DRINKS WATER FROM AN IMPROVED SOURCE. FORCED COLLECTION THERE SPECIFIC HOUSE OR DISTRIBUTION POINTS. LATEST PUBLISHED DATA (2020). MORE INFORMATION ON THE SAME AGGREGATE VALUES ARE BASED IN OTHER METHODS COMPARABILITY: FIGURES USE LATEST PUBLISHED VALUE. *OTHER STATISTICS IN THIS REPORT MAY NOT MATCH VALUES SHOWN ELSEWHERE IN THIS REPORT.

Meltwater logo
we are social

Digital 2024 The United States of America

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AA [zoom icon] [search icon] [save icon] [share icon]

françaisVoici la transcription textuelle de l'image :

JAN 2024
AGE DISTRIBUTION OF THE POPULATION
THE NUMBER OF PEOPLE IN EACH AGE GROUP, AND ASSOCIATED SHARE OF THE POPULATION

Le graphique indique les tranches d'âges en millions (M) d'habitants pour le mois de janvier 2024 aux États-Unis.

- **AGE 0-4**: 18.7 M (5.5%)
- **AGE 5-9**: 20.1 M (5.9%)
- **AGE 10-14**: 20.1 M (5.9%)
- **AGE 15-19**: 22.4 M (6.6%)
- **AGE 20-24**: 22.5 M (6.6%)
- **AGE 25-29**: 23.9 M (7.0%)
- **AGE 30-34**: 23.3 M (6.7%)
- **AGE 35-39**: 22.3 M (6.3%)
- **AGE 40-44**: 20.5 M (6.0%)
- **AGE 45-49**: 20.6 M (6.2%)

- **AGE 50-54**: 21.1 M (6.1%)
- **AGE 55-59**: 20.9 M (6.3%)
- **AGE 60-64**: 21.4 M (5.7%)
- **AGE 65-69**: 19.5 M (4.6%)
- **AGE 70-74**: 15.6 M (3.4%)
- **AGE 75-79**: 11.6 M (2.1%)
- **AGE 80-84**: 7.9 M (1.2%)
- **AGE 85-89**: 4.2 M (0.6%)
- **AGE 90-94**: 2.0 M (0.2%)
- **AGE 95-99**: 551 K (0.1%)
- **AGE 100+**: 106 K (<0.1%)

Notes:
- Extrapolations of data published by the United Nations and local government authorities.
- Figures are rounded to the nearest thousand.
- E denotes numbers below 1% (e.g., 32K, 123K).
- Where no letter is present, values are shown as 0%.
- Source changes and base revisions. Figures may not compare with values published in other reports.

Sources & Partners:
- DataReportal
- We Are Social
- Meltwater

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Langue: français

JAN 2024

DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE

THE UNITED STATES OF AMERICA (flag)

- **ANY KIND OF MOBILE PHONE**
  - **97.8%**
  - **YEAR-ON-YEAR CHANGE**
  - **+1.1% (+110 BPS)**

- **SMART PHONE**
  - **97.6%**
  - **YEAR-ON-YEAR CHANGE**
  - **+1.2% (+120 BPS)**

- **FEATURE PHONE**
  - **3.8%**
  - **YEAR-ON-YEAR CHANGE**
  - **-2.6% (-10 BPS)**

- **LAPTOP OR DESKTOP COMPUTER**
  - **68.3%**
  - **YEAR-ON-YEAR CHANGE**
  - **+1.0% (+70 BPS)**

- **TABLET DEVICE**
  - **48.4%**
  - **YEAR-ON-YEAR CHANGE**
  - **+3.6% (+170 BPS)**

- **GAMES CONSOLE**
  - **41.2%**
  - **YEAR-ON-YEAR CHANGE**
  - **+5.9% (+230 BPS)**

- **SMART WATCH OR SMART WRISTBAND**
  - **37.2%**
  - **YEAR-ON-YEAR CHANGE**
  - **+12.4% (+410 BPS)**

- **TV STREAMING DEVICE**
  - **40.9%**
  - **YEAR-ON-YEAR CHANGE**
  - **+4.1% (+160 BPS)**

- **SMART HOME DEVICE**
  - **26.7%**
  - **YEAR-ON-YEAR CHANGE**
  - **+9.9% (+240 BPS)**

- **VIRTUAL REALITY DEVICE**
  - **9.2%**
  - **YEAR-ON-YEAR CHANGE**
  - **+10.8% (+90 BPS)**

SOURCE: GWI Q4 2021 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64 (SEE GWI.COM). **NOTE**: PERCENTAGE VALUES REPRESENT RELATIVE CHANGE (I.E AN INCREASE OF 100% FROM A STARTING VALUE OF 50% WOULD EQUAL 100%, NOT 150%). **BPS** VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY**: METHODOLOGY CHANGES. **SEE NOTES ON DATA**.

Digital 2024 The United States of America - **23 sur 136**

icônes (book, bars, globe, star, save, share)

langues - **français**### JAN 2024 OVERVIEW OF INTERNET USE
Essential indicators of internet adoption and use

- **Total Number of Internet Users**: 331.1 million
- **Internet Users vs. Total Population**: 97.1%
- **Year-on-Year Change in Total Internet Users**: +0.5% (+1.8 million)
- **Year-on-Year Change in Internet Users vs. Population**: 0% [Unchanged]

- **Indexed Internet Adoption vs. Global Average**: 146.8
- **Percentage of Internet Users Accessing via Mobile Phones**: 96.2%
- **Average Daily Time Spent Using the Internet**: 7h 03m
- **Year-on-Year Change in Daily Time Spent Using the Internet**: +1% (+4 mins)

Sources: KEPOS Analysis; ITU; GSMA Intelligence; Eurostat; CIA World Factbook; GWI; Kantar; & IMDA local government authorities; United Nations; Time spent and mobile share Data Reportal; GWI Q4 2023; App Annie; Comscore; LOC* Survey of Internet Users aged 16 to 64. See GWI, COM, ADVISORY. Figures for internet user growth may under-represent actual trends. See notes on data comparability, source, and base changes.

Digital 2024 The United States of America

Page 27 sur 136 JAN 2024 MEDIA USE
THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH MEDIA TYPE

USING THE INTERNET VIA A MOBILE PHONE
97.1%
YEAR-ON-YEAR CHANGE +1.1% (102 BPS)

USING THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET
92.6%

YEAR-ON-YEAR CHANGE -1.3% (-124 BPS)

USING SOCIAL MEDIA
92.3%
YEAR-ON-YEAR CHANGE +1.3% (118 BPS)

WATCHING LINEAR AND BROADCAST TV
91.9%
YEAR-ON-YEAR CHANGE -0.4% (-34 BPS)

WATCHING STREAMING AND ON-DEMAND TV
77.2%
YEAR-ON-YEAR CHANGE +0.9% (66 BPS)

READING ONLINE PRESS CONTENT
62.8%
YEAR-ON-YEAR CHANGE -3.2% (-205 BPS)

READING PHYSICAL PRESS CONTENT
57.5%
YEAR-ON-YEAR CHANGE -5.8% (-351 BPS)

LISTENING TO BROADCAST RADIO
79.7%
YEAR-ON-YEAR CHANGE -2.4% (-194 BPS)

LISTENING TO MUSIC STREAMING SERVICES
73.6%
YEAR-ON-YEAR CHANGE +3.8% (267 BPS)

LISTENING TO PODCASTS
65.2%
YEAR-ON-YEAR CHANGE +2.0% (130 BPS)

SOURCE: GWI Q4 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64 (SEE: GWI.COM). NOTES: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE IN THE NUMBER OF USERS, COMPARED WITH EQUIVALENT FIGURES FOR THE RELEVANT PERIOD A YEAR AGO. USERS' ANSWERS ABOUT CHANGES TO THE TIME THAT THEY SPEND WITH BROADCAST RADIO DOES NOT INCLUDE ONLINE SERVICES, SO FIGURES MAY NOT BE COMPARABLE WITH OTHER "TIME SPENT" DATA FROM THIS REPORT. BASED ON FRIDAY TO THURSDAY SURVEY; QUESTION: IN THE PAST WEEK, ON AN AVERAGE DAY, ROUGHLY HOW MANY HOURS DO YOU SPEND CONSUMING EACH TYPE OF MEDIA, AND ANY DIFFERENCES OR TRENDS OBSERVE ON PREDICTED SEASONALITY IN THESE RESULTS BY DEVICE.

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SOURCE: GWI.COM
NOTES: COMPARABILITY OF THESE FIGURES NOT MENTIONED

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JAN 2024

DAILY TIME SPENT WITH MEDIA

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

TIME SPENT USING THE INTERNET

7H 03M
YEAR-ON-YEAR CHANGE
+1.0% (+4 MINS)

TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)

4H 39M
YEAR-ON-YEAR CHANGE
-1.1% (-3 MINS)

TIME SPENT USING SOCIAL MEDIA

2H 18M
YEAR-ON-YEAR CHANGE
+1.0% (+1 MIN)

TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)

1H 19M
YEAR-ON-YEAR CHANGE
-27.3% (-29 MINS)

TIME SPENT LISTENING TO MUSIC STREAMING SERVICES

1H 58M
YEAR-ON-YEAR CHANGE
-1.1% (-1 MIN)

TIME SPENT LISTENING TO BROADCAST RADIO

1H 02M
YEAR-ON-YEAR CHANGE
-11.0% (-7 MINS)

TIME SPENT LISTENING TO PODCASTS

0H 54M
YEAR-ON-YEAR CHANGE
-12.7% (-7 MINS)

TIME SPENT USING A GAMES CONSOLE

1H 19M
YEAR-ON-YEAR CHANGE
-7.1% (-6 MINS)

SOURCE: GWI Q4 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **NOTE**: PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY. TELEVISION FIGURES INCLUDE BROADCAST AND CABLE TELEVISION, COMBINED WITH VIEWING VIA ON-DEMAND SERVICES; PRESS MEDIA INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA; BROADCAST RADIO DOES NOT INCLUDE

INTERNET RADIO. **COMPARABILITY**: METHODOLOGY CHANGES SEE NOTES ON DATA.

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INTERNET USE OVER TIME (YOY)
NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE

Bar graph data:
- JAN 2014: 234M
- JAN 2015: 241M (+3.0%)
- JAN 2016: 279M (+15.6%)
- JAN 2017: 287M (+2.9%)
- JAN 2018: 293M (+2.2%)
- JAN 2019: 298M (+1.7%)
- JAN 2020: 324M (+8.7%)
- JAN 2021: 326M (+0.5%)
- JAN 2022: 328M (+0.7%)
- JAN 2023: 329M (+0.5%)
- JAN 2024: 331M (+0.5%)

The United States of America

Sources:
- Who Analytics
- ITU
- GSMA Intelligence
- Eurostat
- Google’s Advertising Resources
- CINIC
- Kantan
- MDA
- Government Resources
- United Nations

Note:
Where letters are shown next to figures in some areas, see footnotes for comparison data.

Footnote Indicators:
- X: 12 – 15
- A: 3 – 11
- L: 12 – 80
- I: 2,000,000

- Q: 2,000,000

Data collected:
All figures are the latest available data, but some sources do not publish regular updates, so figures for recent periods may underrepresent actual use.

See notes on data.

Footer:
Digital 2024 The United States of America
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Icons:
- we are Social
- Meltwater

(Note: The flag of the United States of America is depicted in the top right corner.)
JAN 2024
INTERNET ADOPTION RATE OVER TIME (YOY)

Number of Individuals Using the Internet as a Percentage of Total Population, and Year-on-Year Relative Change

[Graph showing percentage of internet adoption over time]

JAN 2014 - 73.0% (+2.1%)
JAN 2015 - 74.6% (+14.7%)
JAN 2016 - 85.5% (+2.0%)
JAN 2017 - 87.3% (+1.4%)
JAN 2018 - 88.5% (+1.1%)
JAN 2019 - 89.4% (+8.0%)
JAN 2020 - 96.6% (+0.2%)
JAN 2021 - 96.8% (+0.4%)
JAN 2022 - 97.1% (+0%)
JAN 2023 - 97.1% (+0%)
JAN 2024 - 97.1%

[Image of the flag of the United States]

The United States of America

Sources: HFCS Analysis; ITU; USMA Intelligence; Eurostat; Google's Advertising Resources; CNNIC; Kantar; IABM; Government Resources; United Nations

Notes:
Data is not reported on a specific interval. We use data from the most recent reported

period. Reportest Comparative: Figures show year-on-year change in internet adoption — the data period used for each figure will be from the same month but different years. “n/a” indicates that data for internet adoption is available, but source does not publish growth data for the listed period. To ensure clarity and comparability, all figures use the latest available data. Insights: current internet adoption is based on DataReportal.

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INTERNET USER PERSPECTIVES
INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

THE UNITED STATES OF AMERICA

(Avec le drapeau des États-Unis)

INTERNET USERS:
ITU
331.1 MILLION
vs. POPULATION
97.1%

INTERNET USERS:
CIA WORLD FACTBOOK
312.8 MILLION
vs. POPULATION
91.8%

INTERNET USERS:
INTERNETWORLDSTATS
312.3 MILLION
vs. POPULATION
91.6%

SOURCES:
AS STATED ABOVE EACH ICON.

NOTES:
WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE PENETRATION, WE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR

POPULATION TO DERIVE VALUES FOR % OF POPULATION.

COMPARABILITY:
POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT MAY BE BASED ON DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT LISTED ON THIS SLIDE.

we are social (logo)
Meltwater (logo)JAN 2024

DAILY TIME SPENT USING THE INTERNET
AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY

THE UNITED STATES OF AMERICA

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES
7H 03M

TIME SPENT USING THE INTERNET ON MOBILE PHONES
3H 39M

TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS
3H 24M

MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME
51.8%

SOURCE: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM COMPARABILITY. METHODOLOGY CHANGES: SEE NOTES ON DATA.

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JAN 2024

MAIN REASONS FOR USING THE INTERNET
PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

THE UNITED STATES OF AMERICA

FINDING INFORMATION: 74.4%

RESEARCHING HOW TO DO THINGS: 68.4%
STAYING IN TOUCH WITH FRIENDS AND FAMILY: 64.6%
WATCHING VIDEOS, TV SHOWS OR MOVIES: 61.5%
RESEARCHING PRODUCTS AND BRANDS: 58.4%
KEEPING UP TO DATE WITH NEWS AND EVENTS: 56.9%
ACCESSING AND LISTENING TO MUSIC: 56.4%
FINDING NEW IDEAS OR INSPIRATION: 52.4%
FILLING UP SPARE TIME AND GENERAL BROWSING: 48.9%
RESEARCHING PLACES, VACATIONS AND TRAVEL: 46.1%
MANAGING FINANCES AND SAVINGS: 44.1%
RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS: 44.0%
EDUCATION AND STUDY-RELATED PURPOSES: 39.0%
GAMING: 34.7%
ORGANISING DAY-TO-DAY LIFE: 31.4%

SOURCE: GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA.

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DataPortal
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JAN 2024

SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE

THE UNITED STATES OF AMERICA (drapeau des États-Unis)

MOBILE PHONES
41.39%
YEAR-ON-YEAR CHANGE
-16.2% (-801 BPS)

LAPTOP AND DESKTOP COMPUTERS
55.99%
YEAR-ON-YEAR CHANGE
+17.4% (+831 BPS)

TABLET DEVICES
2.45%
YEAR-ON-YEAR CHANGE
-15.2% (-44 BPS)

OTHER DEVICES
0.16%
YEAR-ON-YEAR CHANGE
+433% (+13 BPS)

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN THE NUMBER OF BPS, FROM A STARTING VALUE OF 50%. FROM A STARTING VALUE OF 250%, WOULD EQUAL 6.67, NOT 17.01. "BPS" VALUES REPRESENT BASIS POINTS AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

---Jan 2024
DEVICES USED TO ACCESS THE INTERNET
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET

MOBILE PHONE (ANY)
96.2%
YEAR-ON-YEAR CHANGE
+6.1% (+550 BPS)

LAPTOP OR DESKTOP (ANY)
72.8%
YEAR-ON-YEAR CHANGE
-2.7% (-200 BPS)

SMART PHONE
94.6%
YEAR-ON-YEAR CHANGE

+5.6% (+500 BPS)

FEATURE PHONE
3.6%
YEAR-ON-YEAR CHANGE
-25.0% (-120 BPS)

TABLET DEVICE
41.7%
YEAR-ON-YEAR CHANGE
+5.6% (+220 BPS)

PERSONAL LAPTOP OR DESKTOP
65.3%
YEAR-ON-YEAR CHANGE
-4.5% (-310 BPS)

WORK LAPTOP OR DESKTOP
28.3%
YEAR-ON-YEAR CHANGE
-9.6% (-300 BPS)

CONNECTED TELEVISION
42.5%
YEAR-ON-YEAR CHANGE
+6.5% (+260 BPS)

SMART HOME DEVICE
30.6%
YEAR-ON-YEAR CHANGE
+16.8% (+440 BPS)

GAMES CONSOLE
27.7%
YEAR-ON-YEAR CHANGE
+6.5% (+170 BPS)

SOURCE: GWI Q3 2021 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64 (SEE GWI.COM) NOTES: "MOBILE PHONE (ANY)" INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR FEATURE PHONE. "LAPTOP OR DESKTOP (ANY)" INCLUDES USERS WHO ACCESS THE WEB VIA THEIR OWN COMPUTER AND A COMPUTER PROVIDED BY THEIR EMPLOYER. PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGE; "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE.
COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA

33 sur 136Sure, here is the textual transcription of the image:

JAN 2024

INTERNET CONNECTION SPEEDS
Median speeds and latency for mobile and fixed internet connections

Median Speed of Mobile Internet Connections
Download (Mbps): 106.28
Upload (Mbps): 9.50
Latency (ms): 30

Year-on-Year Change in Median Speed of Mobile Internet Connections
Download: +42.0%
Upload: +5.1%
Latency: -3.2%

Median Speed of Fixed Internet Connections
Download (Mbps): 219.71
Upload (Mbps): 24.33
Latency (ms): 13

Year-on-Year Change in Median Speed of Fixed Internet Connections
Download: +15.9%
Upload: +7.9%
Latency: -7.1%

Source: Ookla. Note: Figures represent median download and upload speeds in megabits per second, and median connection latency in milliseconds in November 2023. Tip: A negative value for year-on-year change in latency represents an improvement, because lower latency should result in faster content delivery.

Logos: We Are Social, Meltwater

Flag Image: The United States of America

Page Information: Digital 2024 The United States of America, 34 sur 136

Language Selection: français

*End of transcription*JAN 2024

MOBILE'S SHARE OF WEB TRAFFIC (YOY)
PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES

[Image showing a series of bar charts for each year from DEC 2013 to DEC 2023]

DEC 2013   19.14%

DEC 2014   25.24%   +31.9%

DEC 2015   27.04%   +7.1%

DEC 2016   36.92%   +36.5%

DEC 2017   40.72%   +10.3%

DEC 2018   40.48%   -0.6%

DEC 2019   53.94%   +33.3%

DEC 2020   47.41%   -12.1%

DEC 2021   48.75%   +2.8%

DEC 2022   49.40%   +1.3%

DEC 2023   41.39%   -16.2%

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (E.G., AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

[The image has the logo of WE ARE SOCIAL and Meltwater at the bottom right corner.]

[An image of the flag of the United States of America and the text "THE UNITED STATES OF AMERICA" on the top right corner.]JAN 2024

TOP TYPES OF WEBSITES VISITED AND APPS USED
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH

THE UNITED STATES OF AMERICA

SOCIAL NETWORKS - 94.9%
SEARCH ENGINES OR WEB PORTALS - 89.3%
CHAT AND MESSAGING - 86.8%
SHOPPING, AUCTIONS, OR CLASSIFIEDS - 85.2%
EMAIL - 70.9%
MAPS, PARKING, OR LOCATION-BASED SERVICES - 63.1%
WEATHER - 55.3%
MUSIC - 52.8%
ENTERTAINMENT - 40.3%
GAMES - 39.4%
BANKING, INVESTING, OR INSURANCE - 37.4%
NEWS - 36.9%
SPORTS - 26.4%
TRAVEL - 24.5%
MOBILITY SERVICES (E.G. RIDE-HAILING, BIKE HIRE) - 23.8%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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SHARE OF WEB TRAFFIC BY BROWSER
PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE

(CHROME, SAFARI, EDGE, FIREFOX, OPERA, SAMSUNG INTERNET, ANDROID, OTHERS bars and percentages visually listed)

49.7% CHROME
31.2% SAFARI
8.3% EDGE
4.8% FIREFOX
2.8% OPERA
1.6% SAMSUNG INTERNET
0.8% ANDROID
0.8% OTHERS

(Source: Statcounter. Notes: Figures represent the number of page views served to each browser as a percentage of total page views served to web browsers running on any kind of device in December 2023.)

(Flag of the United States)
THE UNITED STATES OF AMERICA

(we are social and Meltwater logos)# WEBSITE | TOTAL VISITS (MONTHLY AVG.) | UNIQUE VISITORS (MONTHLY AVG.) | AVERAGE TIME PER VISIT | AVERAGE PAGES PER VISIT

01. GOOGLE.COM | 18.78 B | 3.13 M | 12M 24S | 9.5

02. YOUTUBE.COM | 6.41 B | 2.18 M | 19M 19S | 11.4

03. FACEBOOK.COM | 3.17 B | 1.72 M | 10M 10S | 8.7

04. AMAZON.COM | 1.93 B | 1.89 M | 7M 43S | 10.3

05. YAHOO.COM | 1.85 B | 1.26 M | 9M 54S | 5.8

06. TWITTER.COM | 1.27 B | 1.28 M | 10M 49S | 10.1

07. INSTAGRAM.COM | 1.09 B | 1.65 M | 6M 49S | 10.1

08. WIKIPEDIA.ORG | 1.03 B | 1.33 M | 4M 11S | 3.4

09. REDDIT.COM | 801 M | 75.5 M | 9M 20S | 8.3

10. DISCORD.COM | 664 M | 275 M | 2M 45S | 6.3

11. PORNHUB.COM | 659 M | 70.8 M | 9M 00S | 8.0

12. XVIDEOS.COM | 624 M | 64.8 M | 11M 48S | 8.1

13. OFFICE.COM | 554 M | 31.2 M | 9M 40S | 8.3

14. EBAY.COM | 550 M | 85.0 M | 7M 34S | 7.2

15. XNXX.COM | 543 M | 54.5 M | 14M 37S | 10.6

16. XAM.COM | 536 M | 11.9 M | 4M 47S | 4.8

17. LINKEDIN.COM | 500 M | 66.8 M | 4M 25S | 8.1

18. NYTIMES.COM | 449 M | 70.2 M | 3M 54S | 2.4

19. CNN.COM | 437 M | 65.3 M | 3M 34S | 2.6

20. MICROSOFTONLINE.COM | 436 M | 49.2 M | 2M 06S | 2.6

Source: SIMILARWEB, ranking and values based on traffic between December 2022 and November 2023. JAN 2024
TOP GOOGLE SEARCHES
QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	YOU	100
02	WEATHER	58
03	GOOGLE	52
04	AMAZON	37
05	YOUTUBE	35
06	NEWS	31
07	FACEBOOK	27
08	REDDIT	19
09	WALMART	19
10	NFL	17
11	TRANSLATE	16
12	PEOPLE	16
13	CALCULATOR	14
14	APPLE	14
15	NBA	14
16	WORDLE	13
17	YAHOO	12
18	GMAIL	12
19	INSTAGRAM	10
20	FLIGHTS	9

SOURCE: GOOGLE TRENDS. BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. NOTES: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PROVIDED BY GOOGLE TRENDS, AND ARE SHOWN “AS IS” TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLICLY ATTRIBUTE SEARCH QUERIES WITH THE INDEX "0". "INDEX VS. TOP QUERY" COLUMN SHOWS THE SEARCH QUERIES IN EACH DISPLAY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADDITIONALLY, GOOGLE TRENDS USES RANDOM SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

ACCESSING ONLINE INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH KIND OF ONLINE ACTIVITY

USE A SEARCH ENGINE (E.G. GOOGLE, BING, DUCKDUCKGO) EACH MONTH
89.3%

USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK
25.5%

VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS
36.6%

USE IMAGE SEARCH TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH
23.0%

SCAN A QR CODE ON A MOBILE PHONE EACH MONTH
36.5%

USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK
19.4%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

SHARE OF SEARCH ENGINE REFERRALS

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE

GOOGLE
87.6%

BING
7.7%

2.4% YAHOO!

1.8% DUCKDUCKGO

0.2% YANDEX

0.1% BAIDU

0.08% AOL

0.1% OTHERS

SOURCE: GSKAINDIX. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E., AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUATE 60%, NOT 70%). FIGURES MAY NOT SUM TO 10 DUE TO ROUNDING.

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TOP WEBSITES: SEMRUSH RANKING
SEMRUSH’S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023

THE UNITED STATES OF AMERICA

#	WEBSITE	TOTAL VISITS (MONTHLY AVG)	UNIQUE VISITORS (MONTHLY AVG)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	35.0 B	1.60 B	23M 1.85S	3.7
02	YOUTUBE.COM	21.1 B	1.04 B	39M 47S	6.2
03	REDDIT.COM	4.09 B	534 M	19M 1.65S	2.9
04	FACEBOOK.COM	3.66 B	554 M	24M 0.7S	2.5
05	AMAZON.COM	3.40 B	593 M	13M 48S	5.7
06	PORNHUB.COM	3.11 B	408 M	11M 0.9S	7.4
07	YAHOO.COM	2.27 B	257 M	24M 0.6S	3.2
08	DUCKDUCKGO.COM	2.25 B	115 M	22M 0.7S	2.4

09 | WIKIPEDIA.ORG | 2.22 B | 408 M | 11M 55S | 2.1
10 | TWITTER.COM | 1.92 B | 380 M | 20M 14.5S | 1.9

11 | XVIDEOS.COM | 1.83 B | 286 M | 12M 45S | 7.7
12 | INSTAGRAM.COM | 1.48 B | 379 M | 16M 52S | 2.0
13 | BING.COM | 1.34 B | 212 M | 14M 2.3S | 3.7
14 | FANDOM.COM | 1.23 B | 226 M | 13M 28S | 3.3
15 | WEATHER.COM | 1.17 B | 260 M | 07M 38S | 1.7
16 | CNN.COM | 939 M | 107 M | 15M 24S | 2.2
17 | ESPN.COM | 788 M | 84.3 M | 24M 19S | 3.0
18 | TIKTOK.COM | 765 M | 259 M | 10M 19S | 1.9
19 | XNXX.COM | 734 M | 156 M | 11M 0.9S | 7.3
20 | FOXNEWS.COM | 716 M | 50.6 M | 16M 49S | 3.5

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: VALUES IN THE “UNIQUE VISITORS” COLUMN REPRESENT THE NUMBER OF DISTINCT INTERNET ACCESSING ENTITIES, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. FIGURES ROUNDED TO NEAREST INTEGER. VALUES IN “B” ARE BILLIONS; FIGURES ENDING IN “M” ARE MILLIONS. FIGURES DENOTE TRAFFIC TO TOP-LEVEL DOMAIN AND MAY NOT INCLUDE TRAFFIC TO SUB-DOMAINS. SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT; READERS SHOULD AVOID VISITING UNKNOW DOMAINS. COMPARABILITY: SOURCE METHODOLOGY CHANGES.

TV CONSUMPTION AND STREAMING
Exploring the TV viewing behaviours of internet users aged 16 to 64

The United States of America

Percentage of internet users who watch any kind of TV each month:
98.4%

Year-on-year change in internet users who watch any kind of TV:
-0.5%
-50bps

Daily time that internet users spend watching any kind of TV:
4h 39m

Year-on-year change in daily TV viewing time (all forms of content delivery):

-1.1%
-3 mins

Internet users who stream TV content vs. internet users who watch any kind of TV:
95.8%

Daily time spent watching TV content streamed over the internet:
1h 49m

Year-on-year change in daily time spent watching streaming TV content:
-4.4%
-4 mins

Time spent watching streaming TV content as a percentage of total TV time:
39.2%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Comparability: Methodology changes: See Notes on Data.

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Langue: françaisVoici la retranscription textuelle de l'image fournie :

JAN 2024

WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK

- **ANY KIND OF VIDEO**
  89.9%
  YOY: +1.6% (+140 BPS)

- **MUSIC VIDEO**
  45.3%
  YOY: +6.3% (+270 BPS)

- **COMEDY, MEME, OR VIRAL VIDEO**
  41.8%

YOY: +10.0% (+380 BPS)

- **VIDEO LIVESTREAM**
  24.3%
  YOY: [UNCHANGED]

- **TUTORIAL OR HOW-TO VIDEO**
  33.0%
  YOY: +2.1% (+70 BPS)

- **EDUCATIONAL VIDEO**
  23.0%
  YOY: +5.5% (+120 BPS)

- **PRODUCT REVIEW VIDEO**
  20.6%
  YOY: -0.5% (-10 BPS)

- **SPORTS CLIP OR HIGHLIGHTS VIDEO**
  22.9%
  YOY: +9.6% (+200 BPS)

- **INFLUENCER VIDEOS AND VLOGS**
  17.5%
  YOY: +1.2% (+20 BPS)

- **GAMING VIDEO**
  24.1%
  YOY: +2.1% (+50 BPS)

SOURCE: GWI Q4 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/NOTICE FOR NOTES. “YOY” FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN ENPERCENTAGE OF A POINT FROM A STARTING VALUE OF 0%, OR WOULD EQUAL 6% YOY, NOT 6% POINTS YOY. “BPS” VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY, METHODOLOGY CHANGES ETC. SEE NOTES ON DATA.

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MOST STREAMED CONTENT ON NETFLIX

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON NETFLIX FOR FULL-YEAR 2023

MOST STREAMED MOVIES ON NETFLIX

#	MOVIE NAME	INDEX
01	MINIONS: THE RISE OF GRU	100
02	THE BOSS BABY	98
03	SING 2	87
04	GLASS ONION: A KNIVES OUT MYSTERY	67
05	THE SUPER MARIO BROS. MOVIE	65
06	TROLLS	65
07	LEO	60
08	MINIONS	59
09	YOU PEOPLE	55
10	DESPICABLE ME 2	55

MOST STREAMED TV SHOWS ON NETFLIX

#	TV SHOW NAME	INDEX
01	LOVE IS BLIND	100
02	SUITS	86
03	NEW AMSTERDAM	74
04	THE NIGHT AGENT	72
05	GINNY & GEORGIA	71
06	YOU	61
07	THE LINCOLN LAWYER	60
08	MURDAUGH MURDERS: A SOUTHERN SCANDAL	56
09	WEDNESDAY	53
10	THE WITCHER	52

SOURCE: FLIXPATROL.COM. NOTES: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUES CONVERT THE RELATIVE "POINTS" VALUE FOR EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKINGS.

Nous Sommes Sociaux

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MOST STREAMED CONTENT ON DISNEY+

FlixPatrol's ranking of the most streamed content on Disney+ for full-year 2023

MOST STREAMED MOVIES ON DISNEY+

#	MOVIE NAME	INDEX
01	MOANA	100
02	ENCANTO	85
03	TOY STORY	53
04	FROZEN	45
05	CARS	39
06	ELEMENTAL	32
07	ZOOTOPIA	29
08	TURNING RED	24
09	FROZEN II	20
10	HOME ALONE	16

MOST STREAMED TV SHOWS ON DISNEY+

#	TV SHOW NAME	INDEX
01	BLUEY	100
02	THE SIMPSONS	83
03	MICKEY MOUSE CLUBHOUSE	74
04	MARVEL’S SPIDEY AND HIS AMAZING FRIENDS	52
05	JESSIE	31
06	THE MANDALORIAN	29
07	STAR WARS: THE BAD BATCH	20
08	PUPPY DOG PALS	17
09	LOKI	16
10	AHSOKA	15

SOURCE: FlixPatrol. See FlixPatrol.com
NOTES: The same content may have different titles in different countries. Rankings based on FlixPatrol's analysis of viewing activity for full-year 2023. "Index" values compare the FlixPatrol "points" value for each title to the FlixPatrol "points" value of the top-ranked title in each platform’s ranking.

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MOST STREAMED CONTENT ON HBO

FiLMPATROL'S RANKING OF THE MOST STREAMED CONTENT ON HBO FOR FULL-YEAR 2023

MOST STREAMED MOVIES ON HBO

#	MOVIE NAME	INDEX
01	HARRY POTTER AND THE PHILOSOPHER'S STONE	100
02	THE MEG	76
03	ELF	64
04	CORALINE	60
05	THE FLASH	56
06	AVATAR: THE WAY OF WATER	52
07	SHAZAM! FURY OF THE GODS	52
08	MEG 2: THE TRENCH	49
09	HARRY POTTER AND THE CHAMBER OF SECRETS	48
10	BLUE BEETLE	47

MOST STREAMED TV SHOWS ON HBO

#	TV SHOW NAME	INDEX
01	SOUTH PARK	100
02	THE BIG BANG THEORY	84
03	FRIENDS	70
04	LAST WEEK TONIGHT WITH JOHN OLIVER	67
05	SUCCESSION	60
06	YOUNG SHELDON	49
07	THE LAST OF US	47
08	GAME OF THRONES	45
09	REAL TIME WITH BILL MAHER	44
10	THE GILDED AGE	44

SOURCE: FILMPATROL SEE FILMPATROL.COM. NOTES: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FILMPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUES COMPARE THE FILMPATROL "POINTS" VALUE FOR EACH TITLE

TO THE FILMPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

Digital 2024 The United States of America
49 sur 136**JAN 2024 MOST STREAMED CONTENT ON AMAZON PRIME**

FlixPatrol's ranking of the most streamed content on Amazon Prime Video for full-year 2023
The United States of America

Most Streamed Movies on Amazon Prime Video

#	Movie Name	Index
01	Jurassic World Dominion	100
02	Top Gun: Maverick	88
03	Culpa Mía	35
04	Air	35
05	Guy Ritchie's The Covenant	32
06	Violent Night	27
07	Ticket to Paradise	26
08	The Burial	25
09	Shotgun Wedding	24
10	Knock at the Cabin	22

Most Streamed TV Shows on Amazon Prime Video

#	TV Show Name	Index
01	Tom Clancy's Jack Ryan	100
02	Reacher	76
03	The Summer I Turned Pretty	75
04	The Wheel of Time	46
05	The Marvelous Mrs. Maisel	45
06	Gen V	45
07	The Chosen	36
08	Daisy Jones & The Six	35
09	Citadel	32
10	Invincible	32

Source: FlixPatrol.com
Notes: The same content may have different titles in different countries. Rankings based on FlixPatrol's analysis of viewing activity for full-year 2023. "Index" values combine the platforms' "points" value for each title into the FlixPatrol "points" value of

the top-ranked item in each platform's ranking.

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*[féfl*JAN 2024

DEVICES USED TO PLAY VIDEO GAMES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE
THE UNITED STATES OF AMERICA

ANY DEVICE
85.0%
YOY: +2.5% (+210 BPS)

SMARTPHONE
69.9%
YOY: +10.8% (+680 BPS)

LAPTOP OR DESKTOP
38.4%
YOY: +2.4% (+90 BPS)

GAMES CONSOLE
42.0%
YOY: +5.0% (+200 BPS)

TABLET
26.5%
YOY: +11.8% (+280 BPS)

HAND-HELD GAMING DEVICE
16.0%
YOY: +11.1% (+160 BPS)

MEDIA STREAMING DEVICE

11.7%
YOY: +36.0% (+310 BPS)

VIRTUAL REALITY HEADSET
9.1%
YOY: -7.1% (-70 BPS)

SOURCE: GWI Q4 2023 [FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64, SEE GWI.COM/QUOTES. NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN RELEVANCE (E.G. AN INCREASE OF 20% FROM A STARTING VALUE OF 10% WOULD EQUAL OUT AT 30%, NOT 12%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGES. COMPARABILITY, METHODOLOGY CHANGES, SEE NOTES ON DATA.

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JAN 2024
ONLINE AUDIO
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

1. WATCH OR LISTEN TO ONLINE MUSIC VIDEOS
   - 45.3%
   - YEAR-ON-YEAR CHANGE: +6.3% (+270 BPS)

2. LISTEN TO MUSIC STREAMING SERVICES
   - 50.0%
   - YEAR-ON-YEAR CHANGE: +8.0% (+370 BPS)

3. LISTEN TO ONLINE RADIO SHOWS OR STATIONS
   - 16.8%
   - YEAR-ON-YEAR CHANGE: -5.6% (-100 BPS)

4. LISTEN TO PODCASTS
   - 28.9%
   - YEAR-ON-YEAR CHANGE: +12.5% (+320 BPS)

5. LISTEN TO AUDIO BOOKS

- 11.2%
- YEAR-ON-YEAR CHANGE: -4.3% (-50 BPS)

SOURCE: GWI Q4 2023 (FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM). NOTES: YEAR-ON-YEAR CHANGE VALUES REPRESENT THE RELATIVE CHANGE IN A PERCENTAGE OF BPS FROM A STARTING VALUE OF 100. WOULD EQUAL 0.01%. N-17,981. *BPS VALUES REPRESENT THE ABSOLUTE CHANGE IN BASIS POINTS. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

Flag: The United States of America

---JAN 2024
USE OF ONLINE FINANCIAL SERVICES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN OR USE EACH KIND OF DIGITAL FINANCIAL SERVICE

USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP EACH MONTH
(icon) GWI.
37.4%
YOY: +4.5% (+160 BPS)

USE A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH
(icon) GWI.
31.3%
YOY: +15.9% (+430 BPS)

OWN ANY FORM OF CRYPTOCURRENCY (E.G. BITCOIN, ETHER)
(icon)
12.8%
YOY: -7.2% (-100 BPS)

Flag of the United States
THE UNITED STATES OF AMERICA

SOURCE: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD

SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGES IN PERCENTAGES. FOR EXAMPLE, A CHANGE FROM 50% TO 75% WOULD EQUATE TO +50%, NOT +25 PTS. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE.

COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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JAN 2024
AVERAGE ANNUAL REVENUE PER SMART HOME
AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS)

- **PENETRATION OF SMART HOME DEVICES**
  - 47.9%
  - YEAR-ON-YEAR CHANGE: +9.4% (+410 BPS)

- **ARPU: SPEND ON ALL SMART HOME DEVICES**
  - $547
  - YEAR-ON-YEAR CHANGE: +1.9% (+$10.40)

- **ARPU: SMART HOME APPLIANCES**
  - $577
  - YEAR-ON-YEAR CHANGE: -7.0% (-$43.30)

- **ARPU: SMART HOME CONTROL & CONNECTIVITY DEVICES**
  - $190
  - YEAR-ON-YEAR CHANGE: -4.2% (-$8.40)

- **ARPU: SMART HOME SECURITY DEVICES**
  - $186
  - YEAR-ON-YEAR CHANGE: -6.4% (-$12.80)

- **ARPU: SMART HOME ENTERTAINMENT DEVICES**
  - $164
  - YEAR-ON-YEAR CHANGE: -8.5% (-$15.20)

- **ARPU: SMART HOME COMFORT & LIGHTING**

  - $125
  - YEAR-ON-YEAR CHANGE: -7.4% (-$10.00)

- **ARPU: SMART HOME ENERGY MANAGEMENT**
  - $98.24
  - YEAR-ON-YEAR CHANGE: -6.2% (-$6.46)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: "SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED. SERVICES, SOFTWARE AND CLOUD SERVICES THAT ENABLE THESE DEVICES TO FUNCTION ARE ATTACHED TO CONNECTED FUNCTIONS AND DO NOT EACH GENERATE SEPARATE REVENUE. AUTOMOTIVE & MOBILITY SERVICES THAT ENABLE CAR CONNECTIVITY ARE NOT INCLUDED. NUMBERS IN BPS INDICATE PER SMART HOME SPEND IN MORE THAN 50 MARKET SEGMENTS. THE COMPARED PERIOD IS JAN 2024 VS. JAN 2023. INCLUDES DATA FOR THE UNITED STATES ONLY.

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Langue : Français```plain text
JAN 2024

SMART HOME MARKET OVERVIEW
VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS)

[United States Flag, Text: THE UNITED STATES OF AMERICA]

Number of Homes with Smart Home Devices
63.43 MILLION
Year-on-Year Change
+10.2% (+5.9 MILLION)

Total Annual Value of the Smart Home Devices Market
$34.67 BILLION
Year-on-Year Change
+12.3% (+$3.8 BILLION)

Value of Smart Home Appliances Market
$9.95 BILLION
Year-on-Year Change
+13.1% (+$1.2 BILLION)

Value of Smart Home Control & Connectivity Device Market
$9.12 BILLION
Year-on-Year Change
+14.1% (+$1.1 BILLION)

Value of Smart Home Security Device Market
$6.12 BILLION
Year-on-Year Change
+12.7% (+$690 MILLION)

Value of Smart Home Entertainment Device Market
$3.48 BILLION
Year-on-Year Change
+4.2% (+$140 MILLION)

Value of Smart Home Comfort & Lighting Market
$3.35 BILLION
Year-on-Year Change
+11.7% (+$350 MILLION)

Value of Smart Home Energy Management Market
$2.64 BILLION
Year-on-Year Change
+14.8% (+$340 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: "SMART HOME DEVICE" INDICATE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED. DEVICES, SYSTEMS, AND SERVICES INCLUDED IN THESE FIGURES INCLUDE: CONNECTED WHITE GOODS, HOME ENTERTAINMENT DEVICES, COMFORT AND LIGHTING, CONTROL AND CONNECTIVITY, SECURITY SYSTEMS, SMART APPLIANCES AND UHD TV SETS AND ENTERTAINMENT. MARKET NUMBERS ARE BASED ON END-USER SPENDING. FIGURES MAY NOT ADD TO TOTAL DUE TO ROUNDING. COMPARED TO LAST YEAR, SOME REVENUE FIGURES HAVE BEEN ADJUSTED TO IMPROVE METHODOLOGICAL CONSISTENCY AND KEEP THEM INLINE WITH OUR FORECAST PROCESS AND THE LATEST REVISION OF REVENUES FOR 2023 IS INCLUDED; THIS MAY LEAD TO DEVIATIONS FROM PREVIOUS FIGURES. VALUES CURRENT AS OF JANUARY 2024. TO BETTER ACCESS THE DEVELOPMENT OF INDIVIDUAL MARKETS IN COMPARABILITY, BEST-ESTIMATES AND ADJUSTMENTS TO THE TREND HAS BEEN IMPLEMENTED.

[Icons: Share, Print, Download, Email, Search, Full Screen, Exit Full Screen]
```**JAN 2024**
**OVERVIEW OF SOCIAL MEDIA USE**
HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

*The United States of America*

**NUMBER OF SOCIAL MEDIA USER IDENTITIES**
239.0 MILLION

**QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES**
0% [UNCHANGED]

**YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES**
-2.8% -7.0 MILLION

**AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA**
2H 18M YOY: +1 MIN

**AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS USED EACH MONTH**
6.7

**SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION**
70.1%

**SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+**
77.4%

**SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET**
72.2%

**FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES**
51.2%

**MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES**
48.8%

*SOURCES*:
*EPIC'S ANALYSIS; COMPANY ADVERTISING RESOURCES; GAIA, PEW
```

RESEARCH CENTER; GWI; UN; U.S. CENSUS BUREAU 2023; NOTE: AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE.
ADVISORY: SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COVERAGE LIMITATIONS MAY IMPACT FIGURES ABOVE. ORGANIC SOURCES AND EXTERNAL REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. COMPARABILITY: SOURCE AND METHODOLOGY CHANGES. MORE DETAILS IN NOTES ON DATA.*

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FRANÇAISJAN 2024

DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE
SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER

THE UNITED STATES OF AMERICA

18-24 YEARS OLD
FEMALE: 10.5%
MALE: 8.8%

25-34 YEARS OLD
FEMALE: 12.4%
MALE: 11.9%

35-44 YEARS OLD
FEMALE: 9.7%
MALE: 9.2%

45-54 YEARS OLD
FEMALE: 7.6%
MALE: 6.5%

55-64 YEARS OLD
FEMALE: 6.5%
MALE: 5.0%

65+ YEARS OLD
FEMALE: 7.4%
MALE: 4.5%

Sources: Kepios analysis. Meta's advertising resources.
Note: Meta only permits people aged 13 and above to use its platforms, so while there may be users below the age of 18, they do not feature in the available data. Meta's advertising resources only publish gender data for "female" and "male". Comparability: Important base data revisions and source reporting changes mean data may not be comparable with values published in our previous reports.

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MAIN REASONS FOR USING SOCIAL MEDIA
PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

THE UNITED STATES OF AMERICA

KEEPING IN TOUCH WITH FRIENDS AND FAMILY
58.8%

FILLING SPARE TIME
40.9%

FINDING CONTENT (E.G. ARTICLES, VIDEOS)
31.9%

SEEING WHAT'S BEING TALKED ABOUT
28.2%

READING NEWS STORIES
27.7%

FINDING INSPIRATION FOR THINGS TO DO AND BUY
27.0%

POSTING ABOUT YOUR LIFE
24.8%

FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS
21.9%

WATCHING LIVE STREAMS
20.3%

SEEING CONTENT FROM YOUR FAVOURITE BRANDS
19.7%

SHARING AND DISCUSSING OPINIONS WITH OTHERS
19.7%

WATCHING OR FOLLOWING SPORTS
19.5%

FINDING PRODUCTS TO PURCHASE
19.2%

AVOIDING MISSING OUT ON THINGS (FOMO)
18.7%

FOLLOWING CELEBRITIES OR INFLUENCERS
16.7%

SOURCE: GWI Q4 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTE: FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING AT LEAST ONE SOCIAL MEDIA OR MESSENGER PLATFORM IN THE PAST MONTH. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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59 Digital 2024 The United States of America 59 sur 136### Jan 2024
Most Used Social Media Platforms

Percentage of Internet users aged 16 to 64 who use each platform each month

(Note: YouTube is not offered as an answer option in GWI's survey, so it will not appear in this ranking)

1. **Facebook**: 75.3%
2. **Instagram**: 63.9%
3. **Facebook Messenger**: 61.3%
4. **TikTok**: 50.2%
5. **iMessage**: 44.7%
6. **X (Twitter)**: 41.0%
7. **Pinterest**: 38.2%
8. **Snapchat**: 37.6%
9. **LinkedIn**: 31.4%
10. **Reddit**: 31.2%

Source:
GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM/ABOUT.

Note: YouTube is not offered as an answer option for this question in GWI’s survey. Comparability: A version of this chart that appeared in our previous reports was based on a previous question in GWI’s survey that included YouTube as an answer option. Consequently, current figures and values presented in charts that include YouTube as an answer option are based on responses to the question’s wording, which means the values and rank orders shown are not directly comparable with those shown in similar charts in previous reports.

FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

The United States of America (Flag)

- Facebook: 25.0%
- Instagram: 16.3%
- TikTok: 14.8%
- iMessage: 6.4%
- Facebook Messenger: 4.9%
- X (Twitter): 4.8%
- Pinterest: 4.0%
- WhatsApp: 3.7%
- Reddit: 3.5%
- Snapchat: 3.4%

SOURCE: GWI (Q3 2023) SEE GWIDATA.COM NOTES: ONLY INCLUDES INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MIGHT NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER TO THIS QUESTION IN GWI'S SURVEY. WE EXCLUDE GWS's VALUES FOR TIKTOK IN CHINA SEPARATELY AS "DOUYIN". AS SELF-REPORTED COMPARABILITY.

METHODOLOGY CHANGES. SEE NOTES ON DATA.

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ONLINE PRIVACY AND SECURITY

PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY

THE UNITED STATES OF AMERICA

1. **EXPRESS CONCERN ABOUT WHAT IS REAL vs. WHAT IS FAKE ON THE INTERNET**
   - 63.6%

2. **WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA**
   - 41.2%

3. **DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME**
   - 43.1%

4. **USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME OF THE TIME**
   - 31.8%

5. **USE A VIRTUAL PRIVATE NETWORK (VPN) TO ACCESS THE INTERNET AT LEAST SOME OF THE TIME**
   - 25.7%

SOURCES: DATA FOR "CONCERNS ABOUT WHAT IS REAL V. WHAT IS FAKE ON THE INTERNET" VIA REUTERS INSTITUTE 2023 DIGITAL NEWS REPORT. FIGURES REPRESENT THE FINDINGS OF A STUDY OF ONLINE NEWS CONSUMERS AGED 18+ BY DIGITALNEWSREPORT.ORG. DATA FOR ALL OTHER DATA POINTS VIA GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM

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we are social | **Meltwater**JAN 2024 TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023
[United States of America flag]
THE UNITED STATES OF AMERICA

TikTok	45H 37M
YouTube	26H 20M
Facebook	17H 19M
Instagram	11H 18M
Snapchat	8H 51M
Whatsapp	4H 18M
Facebook Messenger	4H 05M
X (Twitter)	3H 22M
LINE	3H 21M
Telegram	3H 03M
Pinterest	1H 53M
LinkedIn	0H 55M

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI

NOTE: FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES BETWEEN 01 JULY AND 30 SEPTEMBER 2023.

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JAN 2024

MONTHLY SOCIAL MEDIA APP SESSIONS
AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S ANDROID APP OPEN THE RESPECTIVE APP EACH MONTH

SNAPCHAT: 385.7

TIKTOK: 279.6

YOUTUBE: 246.4

WHATSAPP: 242.4

FACEBOOK: 229.8

INSTAGRAM: 208.1

LINE: 165.2

FACEBOOK MESSENGER: 143.2

TELEGRAM: 112.7

X (TWITTER): 98.6

PINTEREST: 40.3

LINKEDIN: 35.0

SOURCE:
DATA AI INTELLIGENCE, SEE DATA AI. NOTES "ACTIVE USERS" DENOTE USERS WHO OPEN THE RESPECTIVE PLATFORM'S APP ON AN ANDROID PHONE AT LEAST ONCE IN A GIVEN CALENDAR MONTH. FIGURES REPRESENT THE AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF THE RESPECTIVE PLATFORM'S ANDROID APP OPENED THAT APP EACH MONTH BETWEEN 01 JULY AND 30 SEPTEMBER 2023.

JAN 2024 SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA

- Friends, family, or other people you know: 59.3%
- Actors, comedians, or other performers: 32.8%
- Entertainment, memes, or parody accounts: 32.1%
- Bands, singers, or other musicians: 31.5%
- TV shows or channels: 29.8%
- Restaurants, chefs, or food personalities: 28.6%
- Sports people and teams: 25.6%
- Companies and brands you purchase from: 24.5%
- Influencers or other experts: 24.1%
- Companies and brands you're considering purchasing from: 18.7%
- Gaming experts or gaming studios: 17.4%
- Events you're attending: 17.3%
- Fitness experts or organisations: 16.7%
- Wildlife organisations or animals: 15.7%
- Beauty experts: 15.6%

SOURCE: GWI (Q3 2023).
Figures represent the findings of a broad survey of internet users aged 16 to 64.
See GWI.COM.
Comparability: Methodology changes.
See Notes on Data.

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\#Dataportal We Are Social Meltwater## JAN 2024
USE OF SOCIAL MEDIA FOR BRAND RESEARCH
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

Any Kind of Social Media Platform
- **62.2%**
- YOY: -0.3% (-20 BPS)

Social Networks
- **36.6%**
- YOY: +7.3% (+250 BPS)

Question & Answer Sites (e.g., Quora)
- **19.1%**
- YOY: -0.5% (-10 BPS)

Messaging and Live Chat Services
- **9.6%**
- YOY: -6.8% (-70 BPS)

Forums and Message Boards
- **13.1%**
- YOY: -4.4% (-60 BPS)

Micro-Blogs (e.g., X/Twitter)
- **6.8%**
- YOY: -6.8% (-50 BPS)

Vlogs (Blogs in a Video Format)
- **7.7%**
- YOY: -8.3% (-70 BPS)

Online Pinboards (e.g., Pinterest)
- **9.7%**
- YOY: -5.8% (-60 BPS)

SOURCE:
- GWI Q4 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM NOTE. VALUES FOR "ANY KIND OF SOCIAL MEDIA PLATFORM" INCLUDE AT LEAST ONE OF SOCIAL NETWORKS, MESSAGING AND LIVE CHAT SERVICES, FORUMS AND MESSAGE BOARDS, MICRO-BLOGS (E.G., TWITTER).

Additional Information:
- We Are Social x Meltwater
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- Comparability: SEE NOTES ON DATAJan 2024

WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA
SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)

THE UNITED STATES OF AMERICA

Facebook: 47.7%
Pinterest: 25.5%
X (Twitter): 11.6%
Instagram: 10.4%
YouTube: 2.1%
Reddit: 1.5%
LinkedIn: 0.9%
Others: 0.3%

Source: Statcounter. Notes: Share does not include traffic from messenger platforms. Data are only available for a selection of platforms, and percentages reflect share of available platforms only. Figures represent the share of web traffic arriving on third-party websites via clicks or taps on links published on each platform as a percentage of total web traffic arriving from the available selection of social platforms in December 2023.

FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)

The United States of America
49.76% DEC 2013
+35.5%
67.44% DEC 2014
+2.3%
69.01% DEC 2015
-5.4%
65.26% DEC 2016
+16.2%
75.82% DEC 2017
-31.4%
51.98% DEC 2018
-2.5%
50.67% DEC 2019
+12.0%
56.73% DEC 2020
+24.4%
70.56% DEC 2021
-29.2%
49.93% DEC 2022
-4.4%
47.74% DEC 2023

SOURCE: TRACKALYTICS NOTES: DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS ON LINKS PUBLISHED ON FACEBOOK AS A PERCENTAGE OF TOTAL INCOMING WEB TRAFFIC ARRIVALS FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS. PERCENTAGE CHANGES INDICATE RELATIVE YEAR-ON-YEAR CHANGE IN EACH DECADE (E.G., AN INCREASE OF 50%, FROM A STARTING VALUE OF 50%, WOULD EQUAL 100%, AND ADRIAN CROA = 50%).

Values represent 67
Digital 2024 The United States of America
image of a phone with Facebook notification, image of adjustable wrench

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FACEBOOK ENGAGEMENT RATES: LOCOWISE
FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FANS, AS REPORTED BY LOCOWISE

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: ALL POST TYPES

0.16%

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: PHOTO POSTS
0.27%

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: VIDEO POSTS
0.75%

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: LINK POSTS
0.01%

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: STATUS POSTS
0.06%

SOURCE: LOCOWISE FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 1 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: PERCENTAGES COMPARE THE COMBINED TOTAL OF REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FANS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGES, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD.

FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED STATES OF AMERICA

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK
190.9 MILLION

FACEBOOK AD REACH VS. TOTAL POPULATION
56.0%

FACEBOOK AD REACH VS. TOTAL INTERNET USERS
57.6%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH
+1.2%
+2.3 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH
+9.1%
+16 MILLION

SHARE: FEMALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH
53.7%

SHARE: MALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH
46.3%

ADOPTION: OVERALL FACEBOOK AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
71.3%

ADOPTION: FEMALE FACEBOOK AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
74.6%

ADOPTION: MALE FACEBOOK AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
66.8%

SOURCES: META ADVERTISING RESOURCES; KEPLOS ANALYSIS. NOTES: BASED ON DIGITAL ADVERTISING AUDIENCE DATA FOR PUBLISHED REGIONS. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MIGHT NOT SUM TO PUBLISHED TOTALS. ADVISORY: HISTORICAL REPORTED AUDIENCES MIGHT CHANGE OVER TIME, SO VALUES COMPARING WITH HISTORICAL DATA MAY BE IMPACTED BY THESE REVISIONS. VALUES MAY INCLUDE SIGNIFICANT NUMBERS OF DUPLICATE ACCOUNTS, OR OTHER FACTORS, AND CHANGES IN REPORTED AUDIENCES MAY NOT CORRELATE WITH NEW USER ADOPTION. AGE DEFINITIONS VARY.

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER
FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FOLLOWERS, AS REPORTED BY SOCIALINSIDER

FACEBOOK POST ENGAGEMENTS

vs. PAGE FOLLOWERS: REELS POSTS
0.29%

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: PHOTO POSTS
0.24%

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: VIDEO POSTS
0.26%

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: ALBUM POSTS
0.26%

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: STATUS POSTS
0.18%

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: LINK POSTS
0.10%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: FIGURES COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGES, WITH DIFFERENT AUDIENCE SIZES.

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER
FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF POST REACH, AS REPORTED BY SOCIALINSIDER

[Icon: Reels] FACEBOOK POST ENGAGEMENTS vs. POST REACH: REELS POSTS
14.29%

[Icon: Photo] FACEBOOK POST ENGAGEMENTS vs. POST REACH: PHOTO POSTS
6.58%

[Icon: Video] FACEBOOK POST ENGAGEMENTS vs. POST REACH: VIDEO POSTS
4.93%

[Icon: Album] FACEBOOK POST ENGAGEMENTS vs. POST REACH: ALBUM POSTS
8.24%

[Icon: Link] FACEBOOK POST ENGAGEMENTS vs. POST REACH: LINK POSTS
7.69%

[Icon: Status] FACEBOOK POST ENGAGEMENTS vs. POST REACH: STATUS POSTS
15.68%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: FIGURES COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES.

[Icons: Zoom, Back/Next, Print, Save, Translate, Language Selection, etc. at the bottom of the image]JAN 2024

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS, AS REPORTED BY SOCIALINSIDER

(United States Flag)
THE UNITED STATES OF AMERICA

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: OVERALL AVERAGE

(Icon: Facebook 'Like' symbol in blue circle)
ENGAGEMENTS vs. PAGE FOLLOWERS:
0.19%
ENGAGEMENTS vs. POST REACH:
7.45%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH FEWER THAN 10,000 FANS

(Icon: Simplified person silhouette in green circle)
ENGAGEMENTS vs. PAGE FOLLOWERS:
0.39%
ENGAGEMENTS vs. POST REACH:
6.10%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH 10,000 TO 100,000 FANS

(Icon: Three silhouettes of people in orange circle)
ENGAGEMENTS vs. PAGE FOLLOWERS:
0.23%
ENGAGEMENTS vs. POST REACH:
7.08%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH MORE THAN 100,000 FANS

(Icon: Multiple silhouettes of people in red circle)
ENGAGEMENTS vs. PAGE FOLLOWERS:
0.12%
ENGAGEMENTS vs. POST REACH:
7.99%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN SEPTEMBER AND NOVEMBER 2023. NOTES: FIGURES FOR “ENGAGEMENTS vs. PAGE FOLLOWERS” COMPARE THE COMBINED NUMBER OF REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. FIGURES FOR “ENGAGEMENTS vs. POST REACH” COMPARE THE COMBINED NUMBER OF REACTIONS, COMMENTS, AND SHARES WITH THE NUMBER OF USERS TO WHOM PAGE POSTS WERE ACTUALLY SHOWN. FIGURES ARE AVERAGED BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD.

WE ARE SOCIAL (logo)
Meltwater (logo)

TOP YOUTUBE SEARCHES
QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

THE UNITED STATES OF AMERICA

#	SEARCH QUERY	INDEX
01	THE	100
02	HOW TO	42

03	YOU	33
04	SONG	30
05	MUSIC	20
06	SONGS	20
07	BABY	14
08	GAME	11
09	VIDEO	10
10	REACTION	10

#	SEARCH QUERY	INDEX
11	ASMR	9
12	KIDS	8
13	ROBLOX	7
14	MOVIES	7
15	MINECRAFT	7
16	TIKTOK	7
17	NEWS	6
18	FUNNY	6
19	FORTNITE	6
20	NBA	5

75

SOURCE: GOOGLE TRENDS BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. NOTE: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS REPORTED BY GOOGLE TRENDS, AND ARE SHOWN AS-IS TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ENTER WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES FOR THE "TOP" YOUTUBE SEARCHES; VOLUMES HERE ARE RELATIVE TO EACH OTHER. EACH SEARCH QUERY IS INDEXED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADVISORY: GOOGLE TRENDS USES DYNAMIC SAMPLING, SO TABLE ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

Bien sûr! Voici la retranscription textuelle de l'image:

JAN 2024
YOUTUBE: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

TOTAL POTENTIAL REACH OF ADS ON YOUTUBE
(Logo YouTube)
239.0 MILLION

YOUTUBE AD REACH vs. TOTAL POPULATION
(Infographie)
70.1%

YOUTUBE AD REACH vs. TOTAL INTERNET USERS
(Monde)
72.2%

QUARTER-ON-QUARTER CHANGE IN REPORTED YOUTUBE AD REACH
(90 jours)
0% [UNCHANGED]

YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH
(365 jours)
-2.8%
-7.0 MILLION

SHARE: FEMALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+
(Élément de pictogramme féminin)
51.2%

SHARE: MALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+
(Élément de pictogramme masculin)
48.8%

ADOPTION: OVERALL YOUTUBE AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
(Icône représentants)
77.4%

ADOPTION: FEMALE YOUTUBE AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
(Femmes symbol)
77.7%

ADOPTION: MALE YOUTUBE AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
(Lettre "M" masculine)
77.0%

SOURCES
GOOGLE'S ADVERTISING RESOURCES; GOOGLE AUGUST 2023.

NOTES: DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON AVAILABLE DATA ONLY. AGE AND GENDER DATA ARE ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' USERS AGED 18+. ADVERTISING AUDIENCE FIGURES REPRESENT UNIQUE INDIVIDUALS, NOT ACCOUNTS OR DEVICES. VALUES MAY VARY VS. PREVIOUS REPORTS DUE TO AUDIENCE BASE REVISIONS, REVISED ESTIMATES, AND CHANGES IN REPORTING METHODOLOGIES.

(Autres éléments graphiques et logos We Are Social et Meltwater)

Cette image présente une vue d'ensemble de l'audience publicitaire de YouTube aux États-Unis pour janvier 2024, en détaillant la portée totale potentielle, les comparaisons globales et les répartitions par genre et adoption.JAN 2024

INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER
AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

THE UNITED STATES OF AMERICA

[Instagram Logo]
AVERAGE INSTAGRAM POST ENGAGEMENT RATE: OVERALL AVERAGE FOR BUSINESS ACCOUNTS
ENGAGEMENTS vs. FOLLOWERS 0.89%
ENGAGEMENTS vs. POST REACH 5.13%

[socialinsider Logo]
AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH FEWER THAN 10,000 FOLLOWERS
ENGAGEMENTS vs. FOLLOWERS 1.04%
ENGAGEMENTS vs. POST REACH 4.73%

[klear Logo]
AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH 10,000 TO 100,000 FOLLOWERS

ENGAGEMENTS vs. FOLLOWERS 0.85%
ENGAGEMENTS vs. POST REACH 5.01%

AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH MORE THAN 100,000 FOLLOWERS
ENGAGEMENTS vs. FOLLOWERS 0.88%
ENGAGEMENTS vs. POST REACH 5.43%

SOURCE: SOCIALINSIDER FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES FOR 'ENGAGEMENTS vs. FOLLOWERS' COMPARE THE COMBINED NUMBER OF POST LIKES OR COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. FIGURES FOR 'ENGAGEMENTS vs. POST REACH' COMPARE THE COMBINED NUMBER OF POST LIKES OR COMMENTS WITH THE NUMBER OF PEOPLE REACHED BY THE ACCOUNT'S POSTS. DATA VISUALIZATIONS: ANDREA SQUEO, RAMONA ASLAN, JORDI ORIOL, RAMIRO SORDO. ALL RIGHTS RESERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF INSTAGRAM BUSINESS ACCOUNTS, WITH DIFFERENT LEVELS OF ACTIVITY, FROM MANY DIFFERENT LOCATIONS AROUND THE WORLD.

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INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM:
169.7 MILLION

INSTAGRAM AD REACH vs. TOTAL POPULATION:
49.8%

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS:
51.2%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH:
+7.1% (+11 MILLION)

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH:
+18.3% (+26 MILLION)

SHARE: FEMALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+:
55.5%

SHARE: MALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+:
44.5%

ADOPTION: OVERALL INSTAGRAM AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+:
60.5%

ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+:
65.0%

ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ vs. MALE POPULATION AGED 18+:
54.1%

The United States of America

*SOURCES: META ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: BASED ON COMPANY'S PUBLISHED FIGURES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE." SOURCE DATA FOR REACH AGED 18+ DENOMINATED IN 1000s. FIGURES FOR SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. AD REACH FIGURES CORRECTED FOR ADVERTISING AUDIENCE AGED BELOW 18 USING THE DIFFERENT SOURCE'S ESTIMATES FOR POPULATION AGED 13+. DATA ADVISORY: METRICS FOR AD REACH INDICATE AUDIENCES THAT CAN BE REACHED VIA ADVERTISING ON EACH PLATFORM, WHICH MAY NOT CORRESPOND TO BASE NUMBERS OF MONTHLY ACTIVE USERS. METRICS RELATE TO ADVERTISING AUDIENCE AT START OF CALENDAR YEAR. AD REACH ESTIMATES NOT AVAILABLE FOR

FEMALE AND MALE ACCOUNTS, GENDERS OUTSIDE 'FEMALE' AND 'MALE' CATEGORIES, DATES, AND CHANGES IN RESIDENT POPULATIONS.*

LinkedIn: Advertising Audience Overview
The potential audience that marketers can reach with ads on LinkedIn.

Note: Please read the important notes concerning data at the start of this report before comparing data on this chart with previous reports.

[Flag of the United States]

The United States of America

Total Potential Reach of Ads on LinkedIn
220.0 Million

LinkedIn Ad Reach vs. Total Population
64.5%

LinkedIn Ad Reach vs. Total Internet Users
66.4%

Quarter-on-Quarter Change in Reported LinkedIn Ad Reach
0% (Unchanged)

Year-on-Year Change in Reported LinkedIn Ad Reach
+10.0% +20 Million

Share: Female LinkedIn Ad Reach Aged 18+ vs. Overall LinkedIn Ad Reach Aged 18+
50.0%

Share: Male LinkedIn Ad Reach Aged 18+ vs. Overall LinkedIn Ad Reach Aged 18+
50.0%

Adoption: Overall LinkedIn Ad Reach Aged 18+ vs. Overall Population Aged 18+
82.2%

Adoption: Female LinkedIn Ad Reach Aged 18+ vs. Female Population Aged 18+

73.3%

Adoption: Male LinkedIn Ad Reach Aged 18+ vs. Male Population Aged 18+
76.2%

Sources: LinkedIn’s advertising resources; Kepios analysis. Notes: Values reflect total registered members, so are not comparable with other platforms in this report. Gender data may not equal 100% due to rounding. Advisor Insight: LinkedIn's unique nature among major active user platforms makes direct comparisons inappropriate.

INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER
AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

THE UNITED STATES OF AMERICA

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: ALL POST TYPES
[Icon illustrating all post types with the Instagram logo]
ENGAGEMENTS vs. FOLLOWERS
0.89%

ENGAGEMENTS vs. POST REACH
5.13%

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: IMAGE POSTS
[Icon illustrating image posts]
ENGAGEMENTS vs. FOLLOWERS
0.69%

ENGAGEMENTS vs. POST REACH
5.39%

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: REELS POSTS
[Icon illustrating video posts]
ENGAGEMENTS vs. FOLLOWERS
1.08%

ENGAGEMENTS vs. POST REACH

4.92%

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: CAROUSEL POSTS
[Icon illustrating carousel posts]

ENGAGEMENTS vs. FOLLOWERS
1.06%

ENGAGEMENTS vs. POST REACH
4.89%

Source: SOCIALINSIDER FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 1 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES FOR "ENGAGEMENTS vs. FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST LIKES OR COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. FIGURES FOR "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF POST LIKES OR COMMENTS WITH THE ESTIMATED NUMBER OF PEOPLE WHO SAW THAT POST. SOCIALINSIDER ALL RIGHTS RESERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF INSTAGRAM BUSINESS ACCOUNTS, WITH DIFFERENT AUDIENCES, THAT ARE ACTIVE IN VARIOUS LOCATIONS AROUND THE WORLD.

français

[Various icons and logos including one for socialinsider, Meltwater, and We Are Social]**Jan 2024**
Pinterest: Advertising Audience Overview
The potential audience that marketers can reach with ads on Pinterest
Note: Please read the important notes on comparing data at the start of this report before comparing data on this chart with previous reports

Total potential reach of ads on Pinterest
89.05 million

Pinterest ad reach vs. total population
26.1%

Quarter-on-quarter change in reported Pinterest ad reach
-9.6%
-9.5 million

Year-on-year change in reported Pinterest ad reach

+5.3%
+4.5 million

Pinterest ad reach vs. total internet users
26.9%

Pinterest ad reach vs. population aged 13+
30.7%

Female Pinterest ad reach vs. total Pinterest ad reach
71.5%

Male Pinterest ad reach vs. total Pinterest ad reach
18.2%

Sources: Pinterest Advertising Resources; Kepios analysis. **Notes:** Data are not available for all locations. Values based on endpoints of available data only. Gender data are also available for "unspecified" and "no value" for female and male. May not sum to 100%. **Advisory:** Reach may not represent unique individuals; users with multiple active user bases in reporting may be duplicated in reach figures. **Notes on comparability:** Age-related figures for digital platforms are based on each company's reporting methodology, phrasing, and changes in user terms. **Comparability:** Age metrics. Values for reach of female and male users only. **Notes on data:** Data are listed at the bottom of the table.

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SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

[USA Flag] THE UNITED STATES OF AMERICA

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT
106.2 MILLION

SNAPCHAT AD REACH vs. TOTAL POPULATION
31.2%

SNAPCHAT AD REACH vs. TOTAL INTERNET USERS
32.1%

QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH
-2.0%
-2.2 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH
-1.0%
-1.1 MILLION

SHARE: FEMALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+
54.8%

SHARE: MALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+
44.8%

ADOPTION: OVERALL SNAPCHAT AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
33.8%

ADOPTION: FEMALE SNAPCHAT AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
36.3%

ADOPTION: MALE SNAPCHAT AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
30.9%

SOURCES
* SNAP'S ADVERTISING RESOURCES; KEPOS ANALYSIS
NOTES:
DATA WERE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON INDICATORS OF AVAILABLE DATA ONLY.
GENDER DATA ARE FULLY AVAILABLE FOR "FEMALE" AND "MALE" BUT GRIND ARE LESS FULLY EACH IN VALUE.
ADOPTION FIGURES BASED ON TOTAL POPULATION AGED.

TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED STATES OF AMERICA

TOTAL POTENTIAL REACH OF ADS ON TIKTOK
148.0 MILLION

TIKTOK AD REACH vs. TOTAL POPULATION
43.4%

TIKTOK AD REACH vs. TOTAL INTERNET USERS
44.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH
+3.2%
+4.6 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH
+30.7%
+35 MILLION

SHARE: FEMALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+
54.4%

SHARE: MALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+
45.6%

ADOPTION: OVERALL TIKTOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
55.3%

ADOPTION: FEMALE TIKTOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
59.1%

ADOPTION: MALE TIKTOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
51.4%

SOURCES: TIKTOK'S ADVERTISING RESOURCES, KEPOS ANALYSIS

NOTES: DOES NOT INCLUDE DUPLICATION REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR

ALL GENDERS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA SOURCES. POPULATION DATA ARE BASED ON THE UNITED NATIONS DATA AND SHOW MID-YEAR VALUES. REPORTED REACH DATA ARE UPDATED OVER TIME, WHICH MAY MEAN THAT SOME VALUES IN THIS REPORT WILL NOT MATCH THE VALUES IN PREVIOUS REPORTS.

RESOURCES: KEPOS, COMPARAWEB, SIMILARWEB, APPTOPIA, DATAREPORTAL, GOVERNMENT BODIES, WEBSITES, AND MORE

we are social Meltwater Digital 2024 The United States of America 79 sur 136Voici la retranscription textuelle de l'image fournie :

JAN 2024

X: ADVERTISING AUDIENCE OVERVIEW

The potential audience that marketers can reach with ads on X (Twitter)

Note: Please read the important notes on comparing data at the start of this report before comparing data on this chart with previous reports.

Total Potential Reach of Ads on X (Twitter)
X
105.4 Million

X Ad Reach vs. Total Population
30.9%

X Ad Reach vs. Total Internet Users
31.8%

Quarter-on-Quarter Change in Reported X Ad Reach
-2.9%
-3.1 Million

Year-on-Year Change in Reported X Ad Reach
+10.5%
+10 Million

Share: Female X Ad Reach Aged 18+ vs. Overall X Ad Reach Aged 18+
36.9%

Share: Male X Ad Reach Aged 18+ vs. Overall X Ad Reach Aged 18+
63.1%

Adoption: Overall X Ad Reach Aged 18+ vs. Overall Population Aged 18+
36.5%

Adoption: Female X Ad Reach Aged 18+ vs. Female Population Aged 18+
26.4%

Adoption: Male X Ad Reach Aged 18+ vs. Male Population Aged 18+
46.9%

Sources: ITU; Advertising Resources; Kepios Analysis. **Notes:** Values are midpoints of published ranges. Gender data are only available for 'female' and 'male.' *Advisory:* Significant anomalies in X audience reach insights were observed in mid-2022 and September 2023, which is likely to have impacted reported reach numbers and internet users figures. Much of the increase outlined in the 'Year-on-Year' figures on this page below is attributable to those anomalies. Audience numbers reported in this report may differ from those published by X. Definitions, calculations, and more context can be found in the notes at the start of this report and in the glossary.

Digital 2024 The United States of America

MOBILE CONNECTIVITY
USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

THE UNITED STATES OF AMERICA

NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)
396.0 MILLION

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION
116.2%

YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS
+2.5%
+9.5 MILLION

SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G)

99.9%

SOURCE: GSMA INTELLIGENCE NOTES: TOTAL CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. FIGURES MAY SIGNIFICANTLY EXCEED FIGURES FOR POPULATION DUE TO MULTIPLE CONNECTIONS AND CONNECTED DEVICES PER PERSON. COMPARABILITY: EACH YEAR'S NUMBERS REPRESENT THE LATEST PUBLISHED IN SOME OF OUR PREVIOUS REPORTS FEATURE CELULLAR CONNECTION FIGURES THAT INCLUDED CELLULAR IOT CONNECTIONS. FIGURES SHOWN HERE DO NOT INCLUDE CELLULAR IOT CONNECTIONS.

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françaisJAN 2024
CELLULAR MOBILE CONNECTIONS OVER TIME
NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME

[Image of the United States flag]
THE UNITED STATES OF AMERICA

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370 M
Q4 2021
+0.02%

370 M
Q1 2022
+2.6%

380 M
Q2 2022
+0.9%

383 M
Q3 2022
+0.8%

387 M
Q4 2022

+0.6%

389 M
Q1 2023
+0.6%

391 M
Q2 2023
+0.6%

394 M
Q3 2023
+0.6%

396 M
Q4 2023

SOURCE: GSMA INTELLIGENCE
NOTE: EXCLUDES CELLULAR IOT CONNECTIONS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (e.g., "124.1 K" = 124,000), "M" DENOTES MILLIONS (e.g., "1.24 M" = 1,240,000), AND "B" DENOTES BILLIONS (e.g., "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. COMPARABILITY: BASE CHANGES. SEE NOTES ON DATA.

GRAPHIC:
we are social
MeltwaterJAN 2024
SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS
PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2023

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES
38.21%
YEAR-ON-YEAR CHANGE
-12.7% (-554 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES
61.30%
YEAR-ON-YEAR CHANGE
+9.8% (+545 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES
0.29%
YEAR-ON-YEAR CHANGE

-6.5% (-2 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES
0.01%
YEAR-ON-YEAR CHANGE
[MINIMAL]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
0.19%
YEAR-ON-YEAR CHANGE
+138% (+11 BPS)

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS BETWEEN DECEMBER 2023. FIGURES SHOWN HERE REFLECT THE PERCENTAGE OF THE GLOBAL MOBILE OPERATING SYSTEM BASE REPORTED BY STATCOUNTER. INDEX VALUES STARTING AT 80 FOR THE YEAR-END MEAN +0.0%. YEAR-END MEANS IN PERCENTAGES REPRESENT THE DISTRIBUTION OF MOBILE WEB TRAFFIC OVER THE COURSE OF THE YEAR. A STARTING VALUE OF 50% WOULD EQUATE THE TOTAL YEAR-END MEAN.

SHARE OF MOBILE TIME BY APP CATEGORY

Time spent using apps in each app category as a percentage of total time spent using Android phones overall

Total Time Spent Using Smartphones Each Day
- 4H 19M

Share of Smartphone Time: Social Media Apps
- 22.6%

Share of Smartphone Time: Entertainment Apps
- 38.8%

Share of Smartphone Time: Utility & Productivity
- 13.9%

Share of Smartphone Time: Mobile Games (All Genres)
- 15.0%

Share of Smartphone Time: Shopping Apps
- 1.5%

Share of Smartphone Time: All Other Apps
- 8.3%

Share of Smartphone Time: Web Browsers & Search Engines
- 5.8%

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTES: FIGURES REPRESENT SHARE OF TIME SPENT USING ANDROID PHONES BETWEEN 1 JANUARY AND 31 DECEMBER 2023. CATEGORY DEFINITIONS REPRESENT DATA.AI'S CATEGORY DEFINITIONS & MAY NOT MATCH INDIVIDUAL APP STORE DEFINITIONS. *WEB BROWSERS AND SEARCH ENGINES* IS A SUBCATEGORY OF THE *UTILITY & PRODUCTIVITY* PRIMARY IAS CLASSIFICATION. **COMPARABILITY** SIGNIFICANT CHANGES IN THE DEFINITIONS USED FOR EACH APP CATEGORY. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

Icons representing entities: data.ai, Meltwater, We are social, Kantar, GWI, Similarweb, Localights**JAN 2024**
MOBILE APP MARKET OVERVIEW
HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN 01 JANUARY AND 31 DECEMBER 2023

THE UNITED STATES OF AMERICA

1. **TOTAL NUMBER OF MOBILE APP DOWNLOADS**
   - Icon: A smartphone with a star
   - **12.58 BILLION**

2. **YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS**
   - Icon: Arrow pointing up and down
   - **+2.8%**
   - **+340 MILLION**

3. **ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)**
   - Icon: A dollar sign
   - **$44.90 BILLION**

4. **YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES**
- Icon: Arrows forming a circle around a dollar sign
- **+6.4%**
- **+$2.7 BILLION**

Sources:
SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI NOTES.

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Digital 2024 The United States of America
Dentsu, **we are social**, **Meltwater**JAN 2024

APP RANKING: MONTHLY ACTIVE USERS
MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS BETWEEN 01 JANUARY AND 31 DECEMBER 2023
THE UNITED STATES OF AMERICA

#	MOBILE APP	COMPANY
01	YouTube	Google
02	Facebook	Meta
03	Google	Google
04	Gmail	Google
05	Google Maps	Google
06	Chrome Browser	Google
07	Facebook Messenger	Meta
08	TikTok	ByteDance
09	Amazon	Amazon
10	Instagram	Meta

#	MOBILE GAME	COMPANY
01	Roblox	Roblox
02	Gacha Life 2	Lunime
03	Subway Surfers	Tencent
04	Pokemon Go	Niantic
05	Candy Crush Saga	Activision Blizzard
06	Monopoly Go: Family Board Game	Scopely
07	Minecraft Pocket Edition	Microsoft
08	Geometry Dash	RobTop
09	Call of Duty: Mobile	Activision Blizzard
10	Gacha Club	Lunime

Source: DATA.AI INTELLIGENCE. SEE DATA.AI NOTES. Rankings based on combined monthly active users across iPhones and Android phones between 01 January and 31 December 2023.

APP RANKING: DOWNLOADS
Ranking of mobile apps and mobile games by total number of downloads between 01 January and 31 December 2023

Mobile App
#	Mobile App	Company
01	TEMU	PDD Holdings
02	TikTok	ByteDance
03	CapCut	ByteDance
04	Max: Stream HBO, TV & Movies	Warner Bros. Discovery
05	Threads	Meta
06	SHEIN	SHEIN
07	WhatsApp Messenger	Meta
08	Instagram	Meta
09	Facebook	Meta
10	Cash App	Block Inc

Mobile Game
#	Mobile Game	Company
01	Monopoly GO: Family Board Game	Scopely
02	Gacha Life 2	Lunime
03	Roblox	Roblox
04	Royal Match	Dream Games
05	Honkai: Star Rail	MiHoYo
06	Subway Surfers	Tencent
07	Block Blast Adventure Master	Hungry Studio
08	Magic Tiles 3	Amanotes
09	Mighty Doom	Microsoft
10	Street Fighter: Duel	Tencent

Source: Data.ai Intelligence. See Data.ai.

Notes: Rankings based on combined consumer activity across the Google Play Store and Apple iOS App Store between 01 January and 31 December 2023.

WEEKLY ONLINE SHOPPING ACTIVITIES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN

SELECTED ECOMMERCE ACTIVITIES EACH WEEK

PURCHASED A PRODUCT OR SERVICE ONLINE
58.9%

ORDERED GROCERIES VIA AN ONLINE STORE
26.1%

BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE
11.1%

USED AN ONLINE PRICE COMPARISON SERVICE
16.0%

USED A BUY NOW, PAY LATER SERVICE
8.9%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.
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JAN 2024
APP RANKING: CONSUMER SPEND
Ranking of mobile apps and mobile games by total consumer spend between 01 January and 31 December 2023.
The United States of America

#	MOBILE APP	COMPANY
01	TIKTOK	BYTEDANCE
02	YOUTUBE	GOOGLE
03	MAX: STREAM HBO, TV, & MOVIES	WARNER BROS. DISCOVERY
04	TINDER	MATCH GROUP
05	DISNEY+	DISNEY
06	PANDORA	LIBERTY MEDIA
07	BUMBLE APP	BUMBLE
08	PEACOCK TV	COMCAST
09	GOOGLE ONE	GOOGLE
10	HULU	DISNEY

#	MOBILE GAME	COMPANY
01	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
02	ROYAL MATCH	DREAM GAMES
03	ROBLOX	ROBLOX
04	MONOPOLY GO: FAMILY BOARD GAME	SCOPELY
05	COIN MASTER	MOON ACTIVE

06	POKÉMON GO	NIANTIC
07	GARDENSCAPES BY PLAYRIX	PLAYRIX
08	JACKPOT PARTY CASINO	SCI PLAY
09	TOWNSHIP	PLAYRIX
10	EVONY	TOP GAMES

Source: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTES: RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023. CONSUMER SPEND ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING.

FINANCIAL INCLUSION FACTORS
PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE

--- Account with a financial institution ---
Female: 96.8%
Male: 93.1%
Total: 95.0%

--- Credit card ownership ---
Female: 67.8%
Male: 65.6%
Total: 66.7%

--- Debit card ownership ---
Female: 86.5%
Male: 79.1%
Total: 82.8%

--- Mobile money account (e.g. M-Pesa, GCASH) ---
Female: [N/A]
Male: [N/A]
Total: [N/A]

--- Made a digital payment (past year) ---
Female: 93.8%
Male: 88.8%
Total: 91.3%

--- Made a purchase using a mobile phone or the internet (past year) ---
Female: 77.7%
Male: 71.8%
Total: 74.7%

--- Used a mobile phone or the internet to send money (past year) ---
Female: 47.6%
Male: 44.1%
Total: 45.8%

--- Used a mobile phone or the internet to pay bills (past year) ---
Female: 66.0%
Male: 65.5%
Total: 65.8%

Source: World Bank. Notes: Some figures have not been updated in the past year, so may be less representative of current behaviors. Percentages are of adults aged 15 and above, not of total population. "Mobile money accounts" only refer to services that were born in and are intended to operate independently of a phone number, such as M-Pesa, GCash, and other TNS data. Figures for "mobile money accounts" do not include people who use "dependent" mobile payment services such as Apple Pas, Google Pas, or Samsung Pay.

Bien sûr, voici la retranscription textuelle de l'image :

JAN 2024

ONLINE PURCHASE DRIVERS
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE

- FREE DELIVERY: 63.3%
- COUPONS AND DISCOUNTS: 49.5%
- NEXT-DAY DELIVERY: 41.5%
- EASY RETURNS POLICY: 41.4%
- LOYALTY POINTS: 40.2%
- SIMPLE ONLINE CHECKOUT: 36.4%
- CUSTOMER REVIEWS: 34.5%
- GUEST CHECKOUT: 24.1%
- ECO-FRIENDLY CREDENTIALS: 16.1%

- SOCIAL LIKES & COMMENTS: 16.1%
- INTEREST-FREE PAYMENTS: 15.8%
- CLICK AND COLLECT: 9.3%
- EXCLUSIVE CONTENT OR SERVICES: 8.5%
- SOCIAL BUY BUTTONS: 7.4%

The United States of America

Source: GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.
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Note: Le texte et la mise en forme sont basés sur l'image fournie. Fiabilité des résultats obtenus à vérifier sur GWI.COM.Bien sûr, voici la transcription textuelle de l'image :

JAN 2024

PAYMENT METHODS USED FOR ECOMMERCE

PERCENTAGE OF ALL B2C ECOMMERCE TRANSACTIONS IN 2022 COMPLETED USING EACH TYPE OF PAYMENT METHOD

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DIGITAL AND MOBILE WALLETS
32.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DEBIT AND CREDIT CARDS
50.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK TRANSFERS
9.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO CASH-ON-DELIVERY
1.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO OTHER PAYMENT METHODS
8.0%

THE UNITED STATES OF AMERICA

Source : IPRO. *Note*: FIGURES REPRESENT SHARE OF THE TOTAL NUMBER OF B2C ECOMMERCE TRANSACTIONS IN 2022.

Logos : we are social, Meltwater

Digital 2024 The United States of America, 98 sur 136; français

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JAN 2024
ONLINE TRAVEL AND TOURISM
ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2023)

THE UNITED STATES OF AMERICA

FLIGHTS
$118.6 BILLION
YEAR-ON-YEAR CHANGE
+12.2% ($13 BILLION)

TRAINS
$3.56 BILLION
YEAR-ON-YEAR CHANGE
+18.8% ($563 MILLION)

CAR RENTALS
$23.96 BILLION
YEAR-ON-YEAR CHANGE
+14.7% ($3.1 BILLION)

LONG-DISTANCE BUSES

$814.6 MILLION
YEAR-ON-YEAR CHANGE
+29.7% ($187 MILLION)

HOTELS
$79.38 BILLION
YEAR-ON-YEAR CHANGE
+7.7% ($5.7 BILLION)

PACKAGE HOLIDAYS
$20.35 BILLION
YEAR-ON-YEAR CHANGE
+14.3% ($2.5 BILLION)

VACATION RENTALS
$15.17 BILLION
YEAR-ON-YEAR CHANGE
+5.6% ($801 MILLION)

CRUISES
$2.48 BILLION
YEAR-ON-YEAR CHANGE
+36.0% ($657 MILLION)

SOURCE: STATISTA, DIGITAL MARKET OUTLOOK; STATISTA, MOBILITY MARKET OUTLOOK. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT, NON-COMMERCIAL FLIGHTS, FERRIES, TOLLS, RIDE-SHARING, BIKE-HIRING, OR SIMILARUTER SERVICES. COMPARABILTY: BASIC AND CATEGORY-DEFINING CHANGES: FIGURES ARE NOT COMPARABLE WITH PREVIOUS ESTIMATES.

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ONLINE RIDE-HAILING OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES

THE UNITED STATES OF AMERICA

NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES

88.00 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE USERS
+2.3%
+1.9 MILLION

TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2023)
$47.95 BILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE RIDE-HAILING BOOKINGS
+6.1%
+$2.8 BILLION

AVERAGE ANNUAL VALUE PER USER: ONLINE RIDE-HAILING BOOKINGS (USD, 2023)
$540

SOURCE: STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM. NOTES: IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS. VALUES INCLUDE THE BOOKING OF PRIVATE HIRE VEHICLES (E.G., MINI CABS) AND TRADITIONAL TAXI SERVICES; ONLY INCLUDES BOOKINGS THAT ARE MADE VIA ONLINE SERVICES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023; VALUES ARE IN USDOLLARS. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES; FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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Voici la retranscription textuelle de l'image:

JAN 2024 ECOMMERCE: CONSUMER GOODS CATEGORIES

Estimated annual spend in each consumer goods ecommerce category (B2C only, U.S. Dollars, Full-Year 2023)

THE UNITED STATES OF AMERICA

- **ELECTRONICS**
  - $113.1 BILLION
  - Year-on-year change: -0.3% (-$300 MILLION)

- **FASHION**
  - $143.9 BILLION
  - Year-on-year change: +3.5% (+$7.3 BILLION)

- **FOOD**
  - $88.01 BILLION
  - Year-on-year change: +15.1% (+$30 BILLION)

- **BEVERAGES**
  - $90.31 BILLION
  - Year-on-year change: +29.8% (+$521 BILLION)

- **DIY & HARDWARE**
  - $99.63 BILLION
  - Year-on-year change: +16.3% (+$14 BILLION)

- **FURNITURE**
  - $67.17 BILLION
  - Year-on-year change: +10.1% (+$660 MILLION)

- **PHYSICAL MEDIA**
  - $36.49 BILLION
  - Year-on-year change: +9.6% (+$3.2 BILLION)

- **BEAUTY & PERSONAL CARE**
  - $25.58 BILLION
  - Year-on-year change: +17.2% (+$5.8 BILLION)

- **TOBACCO PRODUCTS**
  - $5.71 BILLION
  - Year-on-year change: +4.5% (+$1.8 BILLION)

- **TOYS & HOBBY**
  - $18.66 BILLION
  - Year-on-year change: +19.8% (+$3.1 BILLION)

- **HOUSEHOLD ESSENTIALS**
  - $5.43 BILLION
  - Year-on-year change: +38.5% (+$1.5 BILLION)

- **OVER-THE-COUNTER PHARMACEUTICALS**
  - $12.51 BILLION
  - Year-on-year change: +22.9% (+$2.3 BILLION)

- **LUXURY GOODS**

  - $12.72 BILLION
  - Year-on-year change: +12.7% (+$1.4 BILLION)

- **EYEWEAR**
  - $8.01 BILLION
  - Year-on-year change: +13.9% (+$980 MILLION)

___
Source: Statista ECOMMERCE MARKET, SEE STATISTA.COM NOTES: Figures represent estimates for full-year 2023 in U.S. Dollars, and comparisons with the previous calendar year. The PHYSICAL MEDIA CATEGORY does not include DIGITAL DOWNLOADS OR STREAMING. COMPARABILITY: Significant figures revisions and MAJOR CATEGORY DEFINITION CHANGES. Figures are NOT COMPARABLE with previous reports.

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Digital 2024 The United States of America

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Language options: français

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Sources credits include: Statista, We Are Social, Meltwater

Fin de la transcription.JAN 2024

DIGITAL HEALTH TREATMENT & CARE OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND CARE

NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE
179.2 MILLION

YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE
+16.5%
+25 MILLION

TOTAL ANNUAL VALUE OF THE DIGITAL TREATMENT & CARE MARKET (USD, 2023)
$20.41 BILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL TREATMENT & CARE MARKET

+24.1%
+$4.0 BILLION

AVERAGE ANNUAL VALUE PER USER: DIGITAL TREATMENT & CARE (USD, 2023)
$114

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: INCLUDES DIGITAL TOOLS THAT ARE USED TO DIAGNOSE, TREAT, AND MANAGE MEDICAL CONDITIONS, INCLUDING BIOMETRIC SENSORS AND DIGITAL CARE MANAGEMENT. DOES NOT INCLUDE SMARTPHONE APPS, SMART SPEAKERS, OR SMARTWEAR. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE YEAR-ON-YEAR (YOY); 'VALUE' SHOWS ABSOLUTE CHANGE.

Digital 2024 The United States of America

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français

102 (on bottom corner of the left side panel)

we are social

Meltwater (Logo on right corner)JAN 2024

TOP GOOGLE SHOPPING SEARCHES
SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

Left Column:

#
1. SEARCH QUERY: AMAZON
   INDEX vs. TOP QUERY: 100

2. SEARCH QUERY: WALMART
   INDEX vs. TOP QUERY: 74

3. SEARCH QUERY: NIKE
   INDEX vs. TOP QUERY: 69

4. SEARCH QUERY: IPHONE
   INDEX vs. TOP QUERY: 37

5. SEARCH QUERY: EBAY
   INDEX vs. TOP QUERY: 29

6. SEARCH QUERY: TARGET
   INDEX vs. TOP QUERY: 28

7. SEARCH QUERY: LEGO
   INDEX vs. TOP QUERY: 26

8. SEARCH QUERY: APPLE
   INDEX vs. TOP QUERY: 25

9. SEARCH QUERY: HOME DEPOT
   INDEX vs. TOP QUERY: 24

10. SEARCH QUERY: XBOX
    INDEX vs. TOP QUERY: 19

Right Column:

#
11. SEARCH QUERY: ADIDAS
    INDEX vs. TOP QUERY: 18

12. SEARCH QUERY: COSTCO
    INDEX vs. TOP QUERY: 16

13. SEARCH QUERY: LOWES
    INDEX vs. TOP QUERY: 16

14. SEARCH QUERY: PS5
    INDEX vs. TOP QUERY: 14

15. SEARCH QUERY: LAPTOP
    INDEX vs. TOP QUERY: 14

16. SEARCH QUERY: NIKE SHOES
    INDEX vs. TOP QUERY: 14

17. SEARCH QUERY: NEW BALANCE
    INDEX vs. TOP QUERY: 13

18. SEARCH QUERY: GUCCI
    INDEX vs. TOP QUERY: 11

19. SEARCH QUERY: JORDAN 1
    INDEX vs. TOP QUERY: 11

20. SEARCH QUERY: NINTENDO SWITCH
    INDEX vs. TOP QUERY: 11

Source: Google Trends based on shopping searches conducted on Google Search between 01 January 2023 and 31 December 2023. Notes: Any language anomalies or spelling errors in queries are as published in Google Trends, and are shown 'as is' to enable readers to identify potential changes in how people use language in their search activities. Google doesn't publish absolute search volumes, but the "index vs. top query" shows relative search volumes for each query compared with the search volume of the top query. Advisory: Google Trends uses multiple sampling, so rank order and index values may vary depending on when the tool is accessed, even for the same time period.

ONLINE DOCTOR CONSULTATIONS OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES

[Flag of the United States]
THE UNITED STATES OF AMERICA

NUMBER OF PEOPLE USING ONLINE DOCTOR CONSULTATION SERVICES
8.99 MILLION

YEAR-ON-YEAR CHANGE IN USERS OF ONLINE DOCTOR CONSULTATION SERVICES
+4.4%
+380 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE DOCTOR CONSULTATIONS (USD, 2023)
$4.77 BILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE DOCTOR CONSULTATIONS
+8.4%
+$370 MILLION

AVERAGE ANNUAL VALUE PER USER: ONLINE DOCTOR CONSULTATIONS (USD, 2023)

$530

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: INCLUDES TELEMEDICINE AND OTHER DIGITAL TOOLS THAT ENABLE PATIENTS TO CONSULT WITH DOCTORS REMOTELY. FIGURES REPRESENT ESTIMATES FOR FULL YEAR 2023, AND COMPARISONS TO FULL FINAL VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE. ‘000s’ VALUES SHOW ABSOLUTE CHANGE.

STATISTA
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DIGITAL FITNESS & WELL-BEING OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES

NUMBER OF PEOPLE USING DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES
144.7 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING USERS
+6.7%
+9.1 MILLION

TOTAL ANNUAL VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET (USD, 2023)
$19.27 BILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE, DIGITAL FITNESS & WELL-BEING MARKET
+9.5%
+$1.7 BILLION

AVERAGE ANNUAL VALUE PER USER, DIGITAL FITNESS & WELL-BEING (USD, 2023)
$133

SOURCE: STATISTA DIGITAL MARKET OUTLOOK, SEE STATISTA.COM NOTES INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRISTWEAR, SMART SCALES, FITNESS APPS THAT TRACK PARAMETERS, FUNCTIONING AS

E.G. CALORIE COUNTERS, AND MEDITATION AND MINDFULNESS APPS DOES NOT INCLUDE SMART CLOTHING, SMART SHOES, SMART EYEWEAR, HEALTH TRACKING APPS, MEDICAL APPS, HEALTH INSURANCE OR OTHER NON-CONNECTED WEARABLE AND MINTED. MINIMUM 25% OF THE TOTAL MARKET VALUE IS BASED ON ECOMMERCE SALES, INCLUS EVERYWHERE ON THE PLANET RESPONDE TIME PRIOR TO PUBLICATION. VALUES FOR THE FORECAST YEAR ARE FINANCIAL VALUES IN MILLIONS OF THE US DOLLARS INDICATED.

DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH

THE UNITED STATES OF AMERICA

MOVIE OR TV STREAMING SERVICE: 45.6%
MUSIC STREAMING SERVICE: 34.8%
MOBILE APP: 14.2%
MOBILE GAME: 13.5%
IN-APP PURCHASES: 13.0%
MUSIC DOWNLOAD: 11.8%
PREMIUM WEB SERVICE: 8.7%
E-BOOK: 7.9%
SOFTWARE PACKAGE: 6.7%
STUDY PROGRAMS AND LEARNING MATERIALS: 5.6%
NEWS SERVICE: 5.3%
DIGITAL GIFTS: 4.3%
ONLINE MAGAZINE SUBSCRIPTION: 4.3%
DATING SERVICE: 3.9%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

DIGITAL MEDIA SPEND
FULL-YEAR 2023 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS (IN U.S. DOLLARS)

TOTAL:

$174.7 BILLION
YEAR-ON-YEAR CHANGE +14.3% (+$22 BILLION)

VIDEO GAMES:
$68.27 BILLION
YEAR-ON-YEAR CHANGE +13.0% (+$7.9 BILLION)

VIDEO-ON-DEMAND:
$69.54 BILLION
YEAR-ON-YEAR CHANGE +20.1% (+$12 BILLION)

EPUBLISHING:
$21.22 BILLION
YEAR-ON-YEAR CHANGE +2.7% (+$560 MILLION)

DIGITAL MUSIC:
$15.69 BILLION
YEAR-ON-YEAR CHANGE +13.3% (+$1.8 BILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. INCLUDES CONTENT DOWNLOADING AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. COMPARABILITY ISSUE AND CATEGORY DEFINITION CHANGES: FIGURES ARE NOT COMPARABLE WITH PREVIOUS ESTIMATES.

- GRAPHIC ELEMENTS -
Statista, We Are Social, Meltwater

SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM

WORD-OF-MOUTH: 35.9%
TV ADS: 35.5%
SEARCH ENGINES: 34.4%
RETAIL WEBSITES: 33.5%
SOCIAL MEDIA ADS: 31.7%
IN-STORE PROMOS: 27.7%
ADS ON WEBSITES: 25.4%

BRAND WEBSITES: 24.1%
TV SHOWS AND FILMS: 22.6%
ADS IN MOBILE APPS: 20.5%
SOCIAL MEDIA COMMENTS: 19.2%
ONLINE VIDEO PRE-ROLL ADS: 17.3%
CONSUMER REVIEW SITES: 17.1%
EMAILS OR PHYSICAL MAIL: 16.0%
ADS IN VIDEO GAMES (INC. MOBILE GAMES): 14.9%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Comparability: Methodology changes. See notes on data.

Digital 2024 The United States of America

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MAIN CHANNELS FOR ONLINE BRAND RESEARCH
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS

- SEARCH ENGINES: 59.0%
- CONSUMER REVIEWS: 41.3%
- PRODUCT & BRAND WEBSITES: 36.8%
- SOCIAL NETWORKS: 36.6%
- MOBILE APPS: 22.7%
- PRICE COMPARISON SITES: 21.9%
- Q&A SITES: 19.1%
- VIDEO SITES: 15.7%
- DISCOUNT VOUCHER SITES: 14.8%
- SPECIALIST REVIEW SITES: 14.2%
- FORUMS & MESSAGE BOARDS: 13.1%
- BRAND & PRODUCT BLOGS: 11.6%
- ONLINE PINBOARDS: 9.7%
- MESSENGER SERVICES: 9.6%
- MICRO-BLOGS: 6.8%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparison: Methodology changes. See NOTES ON DATA.
Digital 2024 The United States of America
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Logos:
- We Are Social
- Meltwater
- DatareportalJAN 2024

ENGAGEMENT WITH DIGITAL MARKETING
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY ENGAGE IN EACH KIND OF ONLINE ACTIVITY

RESEARCH BRANDS ONLINE BEFORE MAKING A PURCHASE
Icon: Magnifying glass inside green circle
53.6%
YOY: +2.5% (+130 BPS)

VISITED A BRAND'S WEBSITE IN THE PAST 30 DAYS
Icon: Globe in yellow circle
59.6%
YOY: +3.1% (+180 BPS)

CLICKED OR TAPPED ON A BANNER AD ON A WEBSITE IN THE PAST 30 DAYS
Icon: Hand clicking a red button in red circle
13.1%
YOY: -4.4% (-60 BPS)

CLICKED OR TAPPED ON A SPONSORED SOCIAL MEDIA POST IN THE PAST 30 DAYS
Icon: Hand clicking on a blue social media post
13.7%
YOY: -0.7% (-10 BPS)

DOWNLOADED OR USED A BRANDED MOBILE APP IN THE PAST 30 DAYS
Icon: Smartphone with download symbol in green circle
17.8%
YOY: +4.7% (+80 BPS)

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Notes: "YOY" figures represent year-on-year change. Percentage change values represent a relative change in the number of respondents who engage in each kind of online activity. For example, a starting value of 20% that grows to 30% would equal a 50% net "YOY". "BPS" values represent basis points, and indicate the absolute change. Comparability: Methodology changes see notes on data. We Are Social logo. Meltwater logo.

ADVERTISING SPEND: TOTAL vs. DIGITAL

Total ad spend across all channels, with detail for digital ad spend (U.S. dollars, full-year 2023)

Total ad spend (including online and offline channels)

$394.5 billion

Year-on-year change in total ad spend (all channels)
+7.2% (+$26 billion)

Digital ad spend (including search and social media)
$284.1 billion

Year-on-year change in digital ad spend
+11.1% (+$28 billion)

Digital ad spend as a percentage of total ad spend
72.0%

SOURCE: Statista Market Outlooks; SEE STATISTA.COM. NOTES: Figures represent estimates for full-year 2023 and comparisons with equivalent values for the previous calendar year. Primary values are in U.S. Dollars. Percentage change values are relative. An exchange rate of 1.0 US$ to 1.0 US$ has been used for conversions.

DISCLAIMER: This chart uses a broader variety of channels and activities than other sources, and corresponding values might not be directly comparable.

Digital 2024 The United States of America

Logos at the bottom right: we are social | MeltwaterJAN 2024
PROGRAMMATIC ADVERTISING OVERVIEW
SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET
(THE UNITED STATES OF AMERICA - IMAGE OF THE FLAG)

Annual Spend on Programmatic Advertising (USD):
$232.8 Billion

Year-on-Year Change in Programmatic Advertising Spend (USD):
+11.3%
+ $24 Billion

Programmatic’s Share of Total Digital Advertising Spend:
81.9%

Year-on-Year Change in Programmatic’s Share of Total Digital Advertising Spend:
+0.2%
+19 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK, SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PRESENTED CHANGE VALUES ARE INCREASED OR (DEP) MEANS STARTING VALUE OF 50%. VALUE EQUAL DELTA 0.05, NOT 0.01). *BPS VALUE REPRESENTS BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE CHANGES FIGURES ARE NOT COMPARABLE WITH THE PREVIOUS REPORTS.

Sources and logos:
we are social
Meltwater