

Voici la retranscription textuelle de l'image:

Pourquoi les marketeurs utilisent l'écoute des réseaux sociaux ?
selon le rapport "State of Social Media 2024" de Meltwater

- 55% Mieux comprendre mon public cible
- 43% Gérer la réputation de la marque
- 34% Augmenter la notoriété de la marque
- 30% Se comparer aux concurrents
- 29% Collecter et analyser les insights consommateurs
- 23% Identifier et gérer les crises

Voir comment votre stratégie se compare aux réponses de plusieurs milliers de professionnels du marketing dans le rapport de Meltwater.

"State of Social Media 2024"

Téléchargez le rapport

Digital 2024 Iceland - 16 sur 65L'image affiche un cercle rouge avec trois silhouettes d'êtres humains blanches à l'intérieur, l'une plus grande que les deux autres. En dessous de ce cercle, il y a le texte "POPULATION ESSENTIALS" en lettres capitales jaunes.

Dans le coin inférieur gauche, il y a le texte "Digital 2024 Iceland". Un chiffre en bas de l'image indique "18 sur 65" et il y a plusieurs icônes en bas à droite pour rechercher, partager et effectuer d'autres actions, ainsi que la mention "français".JAN 2024 ICELAND

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
376.5 THOUSAND

YEAR-ON-YEAR CHANGE
+0.6%
+2,387

URBANISATION

94.1%

CELLULAR MOBILE CONNECTIONS

530.1 THOUSAND

YEAR-ON-YEAR CHANGE

+1.6%

+8,266

TOTAL vs. POPULATION

140.8%

INDIVIDUALS USING THE INTERNET

372.7 THOUSAND

YEAR-ON-YEAR CHANGE

+0.6%

+2,363

TOTAL vs. POPULATION

99.0%

SOCIAL MEDIA USER IDENTITIES

276.0 THOUSAND

YEAR-ON-YEAR CHANGE

-4.5%

-13 THOUSAND

TOTAL vs. POPULATION

73.3%

SOURCES: UN, GOVERNMENT AUTHORITIES, GSMA INTELLIGENCE, ITU, EUROSTAT, CIA, KANTAR I & EMR, PLATFORM REPORTS, OCED, META RESEARCH, GWI, PEW RESEARCH CENTER, REFINITIV, ANALYSIS, ADVISORY, SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARABILITY: SOURCE IMPORTANT, ON BASE WEBSITES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SOME VALUES MAY NOT REPRESENT UNIQUE INDIVIDUALS. NOTES: INTERNET PENETRATION AND SOCIAL MEDIA VS. POPULATION VALUES MAY BE OVER- OR UNDER-RECORDED. NUMBERS FOR OTHER THINGS MAY INCLUDE INACCURATE RESULTS. SEE NOTES AND DATA. we are social Meltwater

Digital 2024 Iceland 15 sur 65Voici la retranscription textuelle de l'image fournie :

We are social
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 fandom
Mischievous Mode
The Offline Internet
Post Representation

Explore the trends: [ThinkForward.WeAreSocial.com](https://thinkforward.wearesocial.com)

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français
JAN 2024 POPULATION ESSENTIALS
DEMOGRAPHICS AND OTHER KEY INDICATORS

- TOTAL POPULATION: 376.5 THOUSAND
- FEMALE POPULATION: 48.7%
- MALE POPULATION: 51.3%
- YEAR-ON-YEAR CHANGE IN TOTAL POPULATION: +0.6% (+2,387)
- MEDIAN AGE OF THE POPULATION: 36.6
- URBAN POPULATION: 94.1%
- POPULATION DENSITY (PEOPLE PER KM²): 3.8
- OVERALL LITERACY (ADULTS AGED 15+): 99.0%
- FEMALE LITERACY (ADULTS AGED 15+): 99.0%
- MALE LITERACY (ADULTS AGED 15+): 99.0%

SOURCES: KEPIOS ANALYSIS, UNITED NATIONS, LOCAL GOVERNMENT
AUTHORITIES, WORLD BANK, UNESCO, CIA WORLD FACTBOOK, OUR WORLD IN
DATA, INDEMNUNE, KNOMAD.

Iceland flag icon on the top-right corner.

At the bottom:
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MeltwaterDIGITAL 2024 ICELAND
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français

INTERNETJAN 2024

OVERVIEW OF INTERNET USE ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

Total Internet Users:
372.7 Thousand

Internet Users as a Percentage of Total Population:
99.0%

Year-on-Year Change in the Number of Internet Users:
+0.6%
+2,363

Mobile Internet Proxy*:
Share of Social Media Users Accessing via Mobile Devices:
97.4%

Iceland

SOURCES: KEPJOS ANALYSIS ITU, GSMA INTELLIGENCE, EUROSAT, CIA WORD FACTBOOK, LOCAL GOVERNMENT AUTHORITIES, COMPANY ADVERTISING RESOURCES, UNITED NATIONS. NOTE: IT STAND-ALONE FIGURES FOR MOBILE INTERNET USE WERE UNAVAILABLE AT THE TIME OF REPUBLICATION, BUT THE PERCENTAGE SHARE OF SOCIAL MEDIA USERS ACCESSING SOCIAL PLATFORMS VIA MOBILE DEVICES GIVES A GOOD ROUGH ORDER INDICATION VALUE FOR MOBILE INTERNET USE. ADVISORY: FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TENDS. SEE NOTES ON DATA, COMPARABILITY, SOURCE AND BASE CHANGES.

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icône page
loupe texte
partage icon
imprimer icon

icône enregistrementL'image montre un graphique représentant la population de l'Islande de janvier 2014 à janvier 2024, ainsi que les variations annuelles. Voici la retranscription textuelle complète :

****JAN 2024****

****POPULATION OVER TIME****

****POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE****

- JAN 2014 : 326K (+1.0%)
- JAN 2015 : 329K (+1.0%)
- JAN 2016 : 333K (+1.7%)
- JAN 2017 : 339K (+3.0%)
- JAN 2018 : 349K (+2.4%)
- JAN 2019 : 357K (+2.0%)
- JAN 2020 : 364K (+2.0%)
- JAN 2021 : 369K (+1.3%)
- JAN 2022 : 372K (+0.7%)
- JAN 2023 : 374K (+0.7%)
- JAN 2024 : 377K (+0.6%)

Sources: United Nations; local government authorities; Kepios analysis. Note: Where letters are shown next to figures above bars, 'K' denotes thousand (e.g. '123K' = 123,000), 'M' denotes millions (e.g. '1.23M' = 1,230,000), and 'B' denotes billions (e.g. '1.23B' = 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.

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flag of Iceland

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JAN 2024

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

GROSS DOMESTIC PRODUCT (CURRENT U.S. DOLLARS)
\$30.57 BILLION

GROSS DOMESTIC PRODUCT (PPP, CURRENT INTERNATIONAL DOLLARS)
\$27.08 BILLION

GROSS DOMESTIC PRODUCT PER CAPITA (CURRENT U.S. DOLLARS)
\$78.8 THOUSAND

GROSS DOMESTIC PRODUCT PER CAPITA (PPP, CURRENT INTERNATIONAL DOLLARS)
\$69.8 THOUSAND

NET NATIONAL INCOME PER CAPITA (CURRENT U.S. DOLLARS)
\$54.2 THOUSAND

PERCENTAGE OF THE POPULATION EARNING LESS THAN \$3.65 (2017 PPP) PER DAY
[N/A]

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC DRINKING WATER
100%

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC SANITATION
98.8%

PERCENTAGE OF THE POPULATION WITH ACCESS TO ELECTRICITY
100%

PERCENTAGE OF THE POPULATION THAT OWNS A MOBILE PHONE (ANY TYPE)
99.9%

ICELAND

SOURCES: IMF, WORLD BANK (MOST LATEST PUBLISHED DATA UP TO 2021)
DEFINITIONS: \$3.65 (2017 PPP) REFLECTS LOCAL PURCHASING POWER PARITY
BASED ON THE WORLD BANK'S 2017 EXCHANGE RATE. BASIC DRINKING
WATER: PERCENTAGE OF THE TOTAL POPULATION USING AN IMPROVED
SOURCE. BASED ON HOUSEHOLD SURVEYS AND OTHER NATIONAL SOURCES.
LATEST PUBLISHED DATA:
2022

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Langue: français

Partenaire: Meltwater

``JAN 2024

AGE DISTRIBUTION OF THE POPULATION

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

| AGE GROUP | POPULATION | PERCENTAGE |

-----	-----	-----	
AGE 0-4	22.7K	6.0%	
AGE 5-9	21.7K	5.8%	
AGE 10-14	24.0K	6.4%	
AGE 15-19	23.4K	6.2%	
AGE 20-24	23.2K	6.2%	
AGE 25-29	27.7K	7.3%	
AGE 30-34	31.0K	8.2%	
AGE 35-39	26.9K	7.1%	
AGE 40-44	26.2K	6.9%	
AGE 45-49	22.6K	6.3%	
AGE 50-54	23.6K	6.6%	
AGE 55-59	22.0K	6.0%	
AGE 60-64	21.3K	5.8%	
AGE 65-69	19.2K	5.1%	
AGE 70-74	15.5K	4.1%	
AGE 75-79	11.7K	3.1%	
AGE 80-84	7.1K	1.9%	
AGE 85-89	4.066K	1.1%	
AGE 90-94	2.012K	0.5%	
AGE 95-99	506	0.1%	
AGE 100+	53	<0.1%	

SOURCES: Extrapolations of data published by the United Nations and local government authorities.

NOTES: Percentage values below each bar represent the respective age group's share of the total population. Where lettered bars are shown next to respective age bars: 'E' denotes estimable, '>' 2% change, 'N' denotes negligible (e.g., +128, -128, +/-12,000,000) and "<" denotes negligible change. Where no letter is present, values are shown as is.

COMPARABILITY: Source changes and base revisions; figures may not compare with values published in earlier years.

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INTERNET USE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE

321K

+1.0%

JAN 2014

324K

+1.0%

JAN 2015

327K

+1.8%

JAN 2016

333K

+3.6%

JAN 2017

345K

+2.4%

JAN 2018

354K

+2.0%

JAN 2019

361K

+1.3%

JAN 2020

365K

+0.7%

JAN 2021

368K

+0.7%

JAN 2022

370K

+0.7%

JAN 2023

373K

+0.6%

JAN 2024

Sources include: Kepler Analysis, ITU, GSMA Intelligence, Eurostat, Google's advertising resources, CNNIC, Kantar, IAMAI, Government resources, United Nations. More details are available at slides 12-14, 22-29, 30, 31, 34, and 45-49.

Note: All figures use the latest available data, but some sources do not publish regular updates, so figures for each period may represent different survey dates.

Sources and methodology may differ across countries.

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INTERNET ADOPTION RATE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE

JAN 2014	98.4%	0%
JAN 2015	98.4%	0%
JAN 2016	98.4%	0%
JAN 2017	98.4%	+0.02%
JAN 2018	99.0%	+0.6%
JAN 2019	99.0%	0%
JAN 2020	99.0%	0%
JAN 2021	99.0%	0%
JAN 2022	99.0%	0%
JAN 2023	99.0%	0%
JAN 2024	99.0%	0%

SOURCES:

[Various sources listed, including IFS, GSMA Intelligence, Eurostat, etc.]

NOTES:

[Clarifications about data and its sources.]

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INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

INTERNET USERS: ITU

Icon

376.0 THOUSAND

vs. POPULATION

99.9%

INTERNET USERS: CIA WORLD FACTBOOK

Icon
370.0 THOUSAND
vs. POPULATION
98.3%

****INTERNET USERS: INTERNETWORLDSTATS****

Icon
343.4 THOUSAND
vs. POPULATION
91.2%

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 INTERNET USER % OF POPULATION. ***Comparability:*** POTENTIAL MISMATCHES; INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT LEAD DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT LISTED ON THIS SLIDE.

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français****JAN 2024****

****SHARE OF WEB TRAFFIC BY DEVICE****

Percentage of total web pages served to web browsers running on each kind of device

****ICELAND****

****MOBILE PHONES****

46.07%
Year-on-year change
+4.0% (+177 BPS)

****LAPTOP AND DESKTOP COMPUTERS****

52.00%
Year-on-year change
-3.0% (-161 BPS)

****TABLET DEVICES****
1.92%
Year-on-year change
-6.8% (-14 BPS)

****OTHER DEVICES****
0.01%
Year-on-year change
-66.7% (-2 BPS)

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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 share (i.e. in percentage points) from a starting value of 50%. From a starting value of 50%, an increase of +100% would equal 100%, not 150%. "BPS" values represent basis points, and indicate the absolute change. Figures may not sum to 100% due to rounding.

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

DEC 2013	4.74%	+187%
DEC 2014	13.61%	+16.6%
DEC 2015	15.87%	+43.5%
DEC 2016	22.78%	+24.0%
DEC 2017	28.24%	+0.7%
DEC 2018	28.43%	+30.5%
DEC 2019	37.11%	-5.1%
DEC 2020	35.20%	+10.8%
DEC 2021	39.00%	+13.6%
DEC 2022	44.30%	+4.0%
DEC 2023	46.07%	

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 of YoY from a starting value of 20% would equal 60%, not 20%.

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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: 52.6%
SAFARI: 29.8%
EDGE: 5.7%
FIREFOX: 4.2%
SAMSUNG INTERNET: 3.7%
OPERA: 2.9%
ANDROID: 0.1%
OTHERS: 1.0%

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.

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ICELAND FLAG

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

ISLANDE

GOOGLE
93.7

4.0% BING

1.2% DUCKDUCKGO

0.5% YAHOO!

0.4% YANDEX

0.1% ECOSIA

0.04% SEZNAM

0.1% OTHERS

SOURCE: STATCOUNTER. 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 (IE. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). BP'S VALUE REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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SOCIAL MEDIA

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---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	ICELAND	100
02	GOOGLE	72
03	TRANSLATE	68
04	REYKJAVIK	55

05	MBL	42	
06	VISIR	36	
07	GOOGLE TRANSLATE	35	
08	WEATHER	24	
09	YOUTUBE	24	
10	FACEBOOK	23	
11	AKUREYRI	22	
12	ISLAND	20	
13	RUV	19	
14	DV	14	
15	LANSBANKINN	14	
16	PLAY	14	
17	MBLLS	14	
18	VEDUR	13	
19	MAPS	12	
20	IKEA	10	

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 PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN 'AS IS' TO ENABLE READERS TO IDENTIFY REGIONAL CHANGES IN HOW PEOPLE DESCRIBE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT (RE)ASSIGN SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH INDEXES IN EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADVISORIES: GOOGLE TRENDS USES DYNAMIC 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.

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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	PAW PATROL: THE MOVIE	100
02	THE GRINCH	43
03	GLASS ONION: A KNIVES OUT MYSTERY	22
04	THE BOSS BABY	22
05	MURDER MYSTERY 2	20

06	THE MOTHER	20
07	LUTHER: THE FALLEN SUN	20
08	SONIC THE HEDGEHOG 2	19
09	REPTILE	18
10	THE CROODS: A NEW AGE	18

MOST STREAMED TV SHOWS ON NETFLIX

#	TV Show Name	Index
01	LOVE IS BLIND	100
02	THE NIGHT AGENT	82
03	YOUNG SHELDON	81
04	GINNY & GEORGIA	70
05	THE WITCHER	65
06	BECKHAM	63
07	THE LINCOLN LAWYER	63
08	YOU	59
09	THE CROWN	56
10	QUEEN CHARLOTTE: A BRIDGERTON STORY	52

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 combine the FlixPatrol "points" value for each title in the FlixPatrol "points" value of the top-ranked title in each platform's ranking. JAN 2024

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

Number of social media user identities: 276.0 thousand

Social media user identities vs. total population: 73.3%

Social media user identities age 18+ vs. total population age 18+: 83.8%

Social media user identities vs. individuals using the internet: 74.0%

Quarter-on-quarter change in social media user identities: 0% [unchanged]

Year-on-year change in social media user identities: -4.5% [-13 thousand]

Female social media user identities vs. total social media user identities: 50.5%

Male social media user identities vs. total social media user identities: 49.5%

Sources: (mentions several sources and a disclaimer about representativeness, comparability, and important details on the data)

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Most Streamed Content on Amazon Prime

FlixPatrol's Ranking of the Most Streamed Content on Amazon Prime Video for Full-Year 2023

Most Streamed Movies on Amazon Prime Video

| Movie Name | Index

--- | --- | ---

- 01 | The Lord of the Rings: The Fellowship of the Ring | 100
- 02 | The Lord of the Rings: The Two Towers | 60
- 03 | The Hobbit: An Unexpected Journey | 49
- 04 | The Lord of the Rings: The Return of the King | 43
- 05 | Culpa Mía | 41
- 06 | Guy Ritchie's The Covenant | 39
- 07 | Die Hart The Movie | 29
- 08 | Air | 25
- 09 | Red, White & Royal Blue | 25
- 10 | Skyfall | 24

Most Streamed TV Shows on Amazon Prime Video

| TV Show Name | Index

--- | --- | ---

- 01 | Reacher | 100
- 02 | Tom Clancy's Jack Ryan | 70
- 03 | Clarkson's Farm | 65
- 04 | The Boys | 63
- 05 | The Lord of the Rings: The Rings of Power | 53
- 06 | The Summer I Turned Pretty | 49
- 07 | Gen V | 38
- 08 | The Wheel of Time | 38
- 09 | The Grand Tour | 36
- 10 | Invincible | 30

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 compare the featuring "points" value for each title to the FlixPatrol "points" value of the top-ranked title in each platform's ranking.

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JAN 2024

MOST STREAMED CONTENT ON DISNEY+

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

Iceland

****MOST STREAMED MOVIES ON DISNEY+****

#	MOVIE NAME	INDEX
01	Frozen	100
02	Moana	99
03	Avatar: The Way of Water	97
04	Elemental	90
05	Home Alone	54
06	Guardians of the Galaxy Volume 3	53
07	Black Panther: Wakanda Forever	48
08	Avatar	44
09	The Little Mermaid	40
10	Home Alone 2: Lost in New York	39

****MOST STREAMED TV SHOWS ON DISNEY+****

#	TV SHOW NAME	INDEX
01	Grey's Anatomy	100
02	Modern Family	90
03	Family Guy	76
04	How I Met Your Mother	51
05	The Simpsons	48
06	Criminal Minds	41
07	The Kardashians	32
08	Bluey	25
09	The Mandalorian	19
10	Desperate Housewives	16

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 combine the Flixpatrol "points" value for each title into the Flixpatrol "points" value of the top-ranked title in each platform's ranking.

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)

ICELAND

FACEBOOK: 66.5

PINTEREST: 12.3%

INSTAGRAM: 8.5%

X (TWITTER): 8.4%

REDDIT: 1.9%

YOUTUBE: 1.5%

TUMBLR: 0.6%

OTHERS: 0.4%

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.

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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.

Total Potential Reach of Ads on Facebook

- 246.1 thousand

Facebook Ad Reach vs. Total Population

- 65.3%

Facebook Ad Reach vs. Total Internet Users

- 66.0%

Quarter-on-Quarter Change in Reported Facebook Ad Reach

- -5.1%
- -13 thousand

Year-on-Year Change in Reported Facebook Ad Reach

- +0.8%
- +1,850

Share: Female Facebook Ad Reach vs. Overall Facebook Ad Reach

- 50.7%

Share: Male Facebook Ad Reach vs. Overall Facebook Ad Reach

- 49.3%

Adoption: Overall Facebook Ad Reach Aged 18+ vs. Overall Population Aged 18+

- 83.8%

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

- 86.2%

Adoption: Male Facebook Ad Reach Aged 18+ vs. Male Population Aged 18+

- 80.1%

SOURCES: Meta advertising resources, Kepios analysis. Notes: Based on platform's own published sources; gender data only available for 'female' and 'male'; source data for reach by gender may not sum to published total. Advisory: significant revisions to historic data mean that current values and YoY changes in this chart are not comparable to figures in previous reports.

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françaisJAN 2024

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)

ICELAND

- DEC 2013: 75.59% (+13.1%)
- DEC 2014: 85.48% (+1.7%)
- DEC 2015: 86.94% (+1.2%)
- DEC 2016: 88.01%
- DEC 2017: 75.99% (-13.7%)

- DEC 2018: 78.19% (+2.9%)
- DEC 2019: 71.76% (-8.2%)
- DEC 2020: 67.95% (-5.3%)
- DEC 2021: 86.57% (+27.4%)
- DEC 2022: 77.86% (-10.1%)
- DEC 2023: 66.45% (-14.7%)

Source: STATCOUNTER. 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, among the reported channels, that was referred via Facebook. Changes are calculated based on Facebook's percentage share of total web traffic referred via social media platforms. Abiding from the availability and selection of social media platforms, the percentage values for 2013 onwards are relative year-on-year changes percentage basis from 1%.

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we are social

Meltwater### JAN 2024 : TOP YOUTUBE SEARCHES

Queries with the greatest volume of YouTube search activity between 01 January 2023 and 31 December 2023

#	Search Query	Index
01	THE	100
02	SONG	32
03	LIVE	28
04	MUSIC	24
05	TRAILER	16
06	SONGS	16
07	ICELAND	16
08	MOVIE	15
09	ASMR	12
10	MINECRAFT	12

#	Search Query	Index
11	EUROVISION	11
12	ROBLOX	10
13	FORTNITE	9
14	FUNNY	8
15	KARAOKE	7
16	KIDS	7
17	NEWS	7
18	TIKTOK	6
19	EUROVISION 2023	6

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 based on Google Trends, and are shown "as is" to enable readers to identify potential changes in how people entered written language in digital environments. Google does not provide absolute search volumes. The "Index" column measures the search volume of each query relative to the search volume of the top query.

Advisory: Google Trends uses sampling, so data, order and index values may vary depending on when the tool is accessed, even for the same time period.

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Icons: <Grid View> <Magnify> <Rotate> <Download> <Home> <Language: Français>

****We Are Social**** | ****Meltwater****JAN 2024****

****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

****TOTAL POTENTIAL REACH OF ADS ON TIKTOK****

142.0 THOUSAND

****TIKTOK AD REACH VS. TOTAL POPULATION****

37.7%

****TIKTOK AD REACH VS. TOTAL INTERNET USERS****

38.1%

****QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH****

[N/A]

****YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH****

[N/A]

****SHARE, FEMALE TIKTOK AD REACH AGED 18+ VS. OVERALL TIKTOK AD REACH AGED 18+****
52.8%

****SHARE, MALE TIKTOK AD REACH AGED 18+ VS. OVERALL TIKTOK AD REACH AGED 18+****
47.2%

****ADOPTION, OVERALL TIKTOK AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+****
48.3%

****ADOPTION, FEMALE TIKTOK AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+****
52.3%

****ADOPTION, MALE TIKTOK AD REACH AGED 18+ VS. MALE POPULATION AGED 18+****
44.6%

****SOURCES:**** TIKTOK'S ADVERTISING RESOURCES; KEPOS ANALYSIS. ***NOTES:** DOES NOT INCLUDES DUPLIC VALUES DUE TO OVERLAP OF AUDIENCES.
****ICELAND****

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****we are social** **Meltwater** JAN 2024**

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

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

(ICELAND FLAG ICON)

TOTAL POTENTIAL REACH OF ADS ON YOUTUBE
276.0 THOUSAND

YOUTUBE AD REACH vs. TOTAL POPULATION
73.3%

(MALE/FEMALE ICONS)

YOUTUBE AD REACH vs. TOTAL INTERNET USERS
74.0%

(GLOBE ICON)

QUARTER-ON-QUARTER CHANGE IN REPORTED YOUTUBE AD REACH
0% [UNCHANGED]

(YELLOW ICON OF CALENDAR WITH "90")

YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH
-4.5% -13 THOUSAND

(RED ICON OF CALENDAR WITH "365")

SHARE: FEMALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD
REACH AGED 18+
49.8%

(FEMALE ICON)

SHARE: MALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD
REACH AGED 18+
50.2%

(MALE ICON)

ADOPTION: OVERALL YOUTUBE AD REACH AGED 18+ vs. OVERALL POPULATION
AGED 18+
82.1%

(ICON OF FOUR PEOPLE)

ADOPTION: FEMALE YOUTUBE AD REACH AGED 18+ vs. FEMALE POPULATION
AGED 18+
83.7%

(FEMALE ICON WITH TWO PEOPLE)

ADOPTION: MALE YOUTUBE AD REACH AGED 18+ vs. MALE POPULATION AGED
18+
80.5%

(MALE ICON WITH TWO PEOPLE)

SOURCES: GOOGLE'S ADVERTISING RESOURCES; GWI; GSMA INTELLIGENCE.
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 AND ABOVE. AD REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, NO COMPARABILITY WITH PREVIOUS REPORTS; SEE IMPORTANT NOTES. VALUES ARE AVERAGED ACROSS LOCATIONS WHERE REACH DATA ARE AVAILABLE. ADS MANAGER DATA IS BASED ON TOTAL REACH, PLATFORM SELECTIONS EXCLUDED.

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(WE ARE SOCIAL AND MELTWATER LOGOS) JAN 2024

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

203.1 THOUSAND

Kepios

INSTAGRAM AD REACH vs. TOTAL POPULATION

53.9%

we are social

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS

54.5%

Meltwater

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH

-6.6%

-14 THOUSAND

Kepios

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH

+2.0%

+4,000

Kepios

SHARE FEMALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+

55.6%

Kepios

SHARE MALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+

44.4%

Kepios

ADOPTION OVERALL INSTAGRAM AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+

69.1%

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ADOPTION FEMALE INSTAGRAM AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+

77.5%

we are social

ADOPTION MALE INSTAGRAM AD REACH AGED 18+ vs. MALE POPULATION AGED 18+

59.0%

Kepios

SOURCES: META ADVERTISING RESOURCES; KEPOS ANALYSIS. NOTE: BASED ON DIGITAL USERS AGED 18+ ONLY; AD REACH IS REACHABLE VIA MARKETING OR ADVERTISING AUDIENCE. GENDER DATA ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' SOURCE DATA FOR REACH AGED 18+ DERIVED BY META USERS. ANY ESTIMATES FOR META AUDIENCES MAKE ACCOUNTS DUPLICATES AND EXCLUDES USERS BEING USED. SHARE CALCULATED USING INTERNET POPULATION FIGURES. NOTE: FIGURES MAY DIFFER FROM INDIVIDUAL POPULATION. ALL VALUES ARE GLOBAL AVERAGE FIGURES, AND MAY CHANGE OVER TIME.

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© 2023 we are social & Meltwater L'image montre une icône de téléphone mobile en blanc sur un cercle vert avec le mot "MOBILE" en dessous, écrit en orange. En bas de l'image, il y a du texte qui dit "Digital 2024 Iceland" et une indication de page "49 sur 65". JAN 2024

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

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 MESSENGER

225.5 THOUSAND

MESSENGER AD REACH VS. TOTAL POPULATION

59.9%

MESSENGER AD REACH VS. TOTAL INTERNET USERS

60.5%

QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH

-5.8% -14 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH

+1.1% +2,400

SHARE, FEMALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER AD REACH AGED 18+

51.3%

SHARE, MALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER AD REACH AGED 18+

48.7%

ADOPTION: OVERALL MESSENGER AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+

76.8%

ADOPTION: FEMALE MESSENGER AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+

79.3%

ADOPTION: MALE MESSENGER AD REACH AGED 18+ VS. MALE POPULATION AGED 18+

71.9%

Sources: META ADVERTISING RESOURCES; KEPOS ANALYSIS. Notes: Based on a combination of reported data, published mappings, and Kepios analysis. Gender data only available for "female" and "male"; source data for people of gender wider than "female" and "male" not available. *Note: Adoption metric based on population data published by the United Nations, Internet user numbers published by ITU, social media company figures, and Kepios analysis. +

In general with this kind of published data there may be variations in coverage between different company reports. For further details see notes on comparability in "Data Overview": wearesocial.com/digital-2024. Note: Quarterly change analysis based on the previous report's figures for the same regions; because availability of reported figures is not always consistent, quarterly changes are not always based on 90 day periods.

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

PREVIOUS REPORTS reklame

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MOBILE CONNECTIVITY

USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

Number of Cellular Mobile Connections (excluding IoT)

530.1 THOUSAND

Number of Cellular Mobile Connections Compared with Total Population

140.8%

Year-on-Year Change in the Number of Cellular Mobile Connections

+1.6%

+8,266

Share of Cellular Mobile Connections That Are Broadband (3G, 4G, 5G)

93.3%

[Flag of Iceland with text:]

ICELAND

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 category's wording of this chart published in some of our previous reports featured cellular connection figures that included cellular IoT connections. Figures shown here do not include cellular IoT connections.

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&™p Ø=Ý Ø=Ý"p Ø=Üä Ø=ÜË françaisJan 2024

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

The potential audience that marketers can reach with ads on LinkedIn

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

ICELAND

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN
- 270.0 THOUSAND

LINKEDIN AD REACH VS. TOTAL POPULATION
- 71.7%

LINKEDIN AD REACH VS. TOTAL INTERNET USERS
- 72.4%

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH
- 0% [UNCHANGED]

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH
- +3.8% (+10 THOUSAND)

SHARE: FEMALE LINKEDIN AD REACH AGED 18+ VS. OVERALL LINKEDIN AD REACH AGED 18+
- 39.5%

SHARE: MALE LINKEDIN AD REACH AGED 18+ VS. OVERALL LINKEDIN AD REACH AGED 18+
- 60.5%

ADOPTION: OVERALL LINKEDIN AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
- 91.9%

ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
- 43.3%

ADOPTION: MALE LINKEDIN AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
- 63.2%

Sources: LinkedIn's Advertising Resources; Ericsson; analysis.

Note: Values reflect total registered "Members" so are not comparable with other platforms in this report. Gender data may not equal 100% due to user choices in social

networks. Figures may also not represent unique individuals. These are living audience figures.

Advisor: Matt Navarra, Consultant: D&A. injisps@keplartop.com

Comparability: See our notes on comparing advertising vs. other platform data.

Note: Figures represent users aged 18+ only.

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47 sur 65 Sure, voici la retranscription textuelle de l'image :

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Jan 2024

CELLULAR MOBILE CONNECTIONS OVER TIME NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME

497 K
Q4 2021

+1.2%
503 K
Q1 2022

+1.4%
510 K
Q2 2022

+1.1%
515 K
Q3 2022

+1.2%
522 K
Q4 2022

+0.5%
525 K
Q1 2023

+0.4%
527 K

Q2 2023

+0.3%

529 K

Q3 2023

+0.3%

530 K

Q4 2023

[Flag of Iceland]

ICELAND

SOURCE: GSMA INTELLIGENCE, NOTE: EXCLUDES CELLULAR IOT CONNECTIONS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS: "K" DENOTES THOUSANDS (EG. "1.2 K" = 1,200), "M" DENOTES MILLIONS (EG. "1.2 M" = 1,200,000), AND "B" DENOTES BILLIONS (EG. "1.2 B" = 1,200,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. *COMPARABILITY BASE CHANGES, SEE NOTES ON DATA.

[Logos of We Are Social and Meltwater]

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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

ICELAND

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 IN DECEMBER 2023. FIGURES CHANGE IN WEB TRAFFIC ORIGINATING FROM DEVICES RUNNING AN OPERATING SYSTEM PROVIDED BY SAMSUNG (E.G. BADA AND TIZEN) AND KAIOS. BPS: VALUES REPRESENT BASIS POINTS AND EACH FIGURE REPRESENTS A YEAR-ON-YEAR CHANGE IN BPS, WITH 100 BPS BEING EQUAL TO 1 PERCENTAGE POINT. VALUES ARE ROUNDED AND THE SPECIFIC CHANGE DESCRIPTION MAY NOT ALWAYS BE EXACT, DUE TO ROUNDING.

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SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES

43.38%

YEAR-ON-YEAR CHANGE

-8.4% (-397 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES

56.19%

YEAR-ON-YEAR CHANGE

+8.1% (+421 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES

0.39%

YEAR-ON-YEAR CHANGE

-9.3% (-4 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES

0%

YEAR-ON-YEAR CHANGE

-100% (-5 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES

0.04%

YEAR-ON-YEAR CHANGE

-78.9% (-15 BPS)### Retranscription de l'Image:

****Icône:****

- Un cercle rouge avec un livre ouvert blanc à l'intérieur.

****Texte:****

- "MORE INFORMATION"

****Informations supplémentaires:****

- En bas à gauche : "Digital 2024 Iceland"
- En bas au centre : "55 sur 65"
- En bas à droite : Une icône de loupe pour le zoom, une icône de téléchargement, et une icône pour les options supplémentaires.
- En bas à l'extrême droite : "français"

---** 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)

127.6

THOUSAND

*SOURCE: KEPIOS *

X AD REACH VS TOTAL POPULATION

33.9%

SOURCE: We are social

X AD REACH VS TOTAL INTERNET USERS

34.2%

SOURCE: Meltwater

QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH

** -20.1% **

-32 THOUSAND

SOURCE: Meltwater

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH

** +3.4% **

+4,209

SOURCE: Meltwater

SHARE: FEMALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+

34.1%

SOURCE: MELTWATER

SHARE: MALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+

65.9%

SOURCE: KEPIOS

**ADOPTION: OVERALL X AD REACH AGED 18+ VS. OVERALL POPULATION

AGED 18+**

42.1%

SOURCE: MELTWATER

ADOPTION: FEMALE X AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+

29.3%

SOURCE: We are social

ADOPTION: MALE X AD REACH AGED 18+ VS. MALE POPULATION AGED 18+

54.1%

SOURCE: KEPIOS

SOURCES: ITU; ADVERTISING RESOURCES; KEPIOS ANALYSIS NOTES: VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". ADVISORY: SIGNIFICANT ANOMALIES VS. SOUTH EAST DATA: POSSIBLE ISSUES WITH AUDIENCES OR A COUNTING METHOD HERE, AND THERE MAY BE ISSUES WITH COMPARING FIGURES WITH PUBLISHED FIGURES IN THE PREVIOUS QUATER FOR THIS CHANNEL. MAY PUBLISH EARLY HISTORICAL FIGURES ARE NOT BE COMPARABLE FULL TRANSPARENCY: ADDRESSED SUCH ANOMALIES IN THIS THE SUMMARY OF THE DATA DEFINING ADVISORY IN UNPUBLISHED REPORT INCLUDES TRENDS DISCLAIMERS DATA.

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SOURCE: KEPIOS

LANGUAGE: français

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En bas de l'image :

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FINANCIAL INCLUSION FACTORS

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

ISLANDE

- ****ACCOUNT WITH A FINANCIAL INSTITUTION****
 - Female: 100.0%
 - Male: 100.0%
- ****CREDIT CARD OWNERSHIP****
 - Female: 75.9%
 - Male: 72.1%
 - Total: 74.0%
- ****DEBIT CARD OWNERSHIP****
 - Female: 94.1%
 - Male: 94.2%
 - Total: 94.1%
- ****MOBILE MONEY ACCOUNT (E.G., M-PESA, G-CASH)****
 - Female: [N/A]
 - Male: [N/A]
 - Total: [N/A]
- ****MADE A DIGITAL PAYMENT (PAST YEAR)****
 - Female: 100.0%
 - Male: 99.6%
 - Total: 99.8%
- ****MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)****
 - Female: 72.8%
 - Male: 71.4%
 - Total: 72.1%
- ****USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)****
 - Female: 69.7%
 - Male: 71.1%
 - Total: 70.4%
- ****USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)****
 - Female: 80.6%
 - Male: 81.2%
 - Total: 80.9%

SOURCE: WORLD BANK NOTES

SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIOURS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE.

NOT FOR TOTAL POPULATION. MOBILE MONEY ACCOUNTS ONLY REFER TO SERVICES THAT REQUIRE FUNDING AN INDEPENDENT WALLET RATHER THAN A PHONE NUMBER, SUCH AS M-PESA, G-CASH, AND TIGO PESA. FIGURES FOR MOBILE MONEY ACCOUNTS DO NOT INCLUDE PEOPLE WHO USE "OVER THE COUNTER" MOBILE PAYMENT SERVICES SUCH AS PAYTM, WECHAT-PAY, OR SAMSUNG PAY.

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Icones des reseaux sociaux et de langue (en bas de page):

- Twitter
- RSS
- Email
- Imprimer
- Commentaire
- Paramètres
- Anglais
- Français

Voici la retranscription textuelle de l'image fournie:

> ! Meltwater

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Take control of your social media presence

****Consumer Intelligence****

Understand what drives your customers

****Influencer Marketing****

Streamline and measure your influencer marketing management

****Sales Intelligence****

Evolve your sales process with data

****Data & API Integration****

Create an enterprise-wide analytics platform tailored to your business

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Note: La description des icônes est incluse avec leur nom respectif dans la liste.``
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**WE ARE A GLOBAL SOCIALLY-LED CREATIVE AGENCY, WITH UNRIVALED
SOCIAL MEDIA EXPERTISE**

With over 1,300 people in 19 offices around the world, we deliver a global perspective to our clients in a time when social media is shaping culture.

We make ideas worth talking about. We understand social behaviours within online communities, cultures and subcultures, spanning the social and gaming landscape.

We work with the world's biggest brands, including Adidas, Samsung, Netflix and Google, to reach the right people in a strategic, relevant and effective way.

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- Government Departments
- Financial Corporations
- Cybersecurity Firms
- OEMs and Manufacturers
- Technology Companies
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LinkedIn (icône) SIMON KEMP

X (icône) @ESKIMON

Email (icône) REPORTS@KEPIOS.COM

Globe (icône) DATAREPORTAL.COM

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This report features data from a wide variety of different sources, including market research agencies, internet and social media companies, governments, public bodies, news media, and private individuals, as well as extrapolations and analysis of that data.

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In particular, reports of internet user numbers vary considerably between different sources and over time. In part, this is because there are significant challenges associated with collecting, analysing, and publishing internet user data on a regular basis, not least because research into private internet use necessitates the use of face-to-face user surveys. Other research methods may also adopt different approaches to sampling the population for research into internet use, and variations in areas such as the age range of the survey population, or the balance between urban and rural respondents, may play an important role in generating different findings. Note that COVID-19 has limited internet user research.

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we no

longer include this data in our internet user figures. This is because the user numbers reported by social media platforms are typically based on active user accounts, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

As a result, the figures we report for social media users may exceed internet user numbers. However, while this may seem counter-intuitive or surprising, such instances do not represent errors in the data or in our reporting. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple social media accounts, or 'non-human' social media accounts.

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