

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.

Meltwater

State of Social Media 2024

Download the report

Digital 2024 Czechia

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français

...

POPULATION ESSENTIALS

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...Voici la retranscription textuelle de l'image:

...

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 RANDOM  
Mischief Mode  
The Offline Internet  
Post Representation

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

En bas à gauche :  
...

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...

Il y a aussi un QR code en bas à droite. JAN 2024

CZECHIA

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  
10.50 MILLION

YEAR-ON-YEAR CHANGE  
+0.09% +9,656

URBANISATION  
74.7%

CELLULAR MOBILE CONNECTIONS  
14.62 MILLION

YEAR-ON-YEAR CHANGE  
+0.09% +13 THOUSAND

TOTAL VS. POPULATION  
139.2%

INDIVIDUALS USING THE INTERNET  
9.74 MILLION

YEAR-ON-YEAR CHANGE  
+0.09% +8,956

TOTAL VS. POPULATION  
92.8%

SOCIAL MEDIA USER IDENTITIES  
8.05 MILLION

YEAR-ON-YEAR CHANGE  
-0.2% -20 THOUSAND

TOTAL VS. POPULATION  
76.7%

SOURCES: UN; GOVERNMENT AUTHORITIES; GSR/4INTELLIGENCE;  
TELEGEOGRAPHY; GSMA INTELLIGENCE; LULLABEE; PLATFORM REGULATORS;  
CDECA MEDIA RESEARCH; CENTER; KEPIOS ANALYSIS. ADVISORY: SOCIAL  
MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS.  
COMPARABILITY: SOURCE; INTERPRETATION AND 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. USERS OF THIS DIGITAL 2023 REPORT HEREBY  
UNDERSTAND AND ACCEPT THAT WE, WE ARE SOCIAL AND MELTWATER, MAKE  
NO REPRESENTATION OR WARRANTY AS TO THE ACCURACY OR  
COMPLETENESS OF THE DATA DESCRIBED IN THIS REPORT.

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POPULATION ESSENTIALS  
DEMOGRAPHICS AND OTHER KEY INDICATORS

TOTAL POPULATION  
10.50 MILLION

FEMALE POPULATION  
50.7%

MALE POPULATION  
49.3%

YEAR-ON-YEAR CHANGE IN TOTAL POPULATION

+0.09%

+9,656

MEDIAN AGE OF THE POPULATION

43.3

URBAN POPULATION

74.7%

POPULATION DENSITY (PEOPLE PER KM<sup>2</sup>)

136.0

OVERALL LITERACY (ADULTS AGED 15+)

99.0%

FEMALE LITERACY (ADULTS AGED 15+)

99.0%

MALE LITERACY (ADULTS AGED 15+)

99.0%

SOURCES: KEPOS ANALYSIS, UNITED NATIONS, LOCAL GOVERNMENT  
AUTHORITIES, WORLD BANK, UNESCO, CIA WORLD FACTBOOK, OUR WORLD IN  
DATA, INDEMINDE, KINDERNA.

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\*\*POPULATION OVER TIME\*\*

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

\*\*CZECHIA\*\*

- \*\*JAN 2014\*\* : 10.5 M (+0.09%)
- \*\*JAN 2015\*\* : 10.5 M (+0.04%)
- \*\*JAN 2016\*\* : 10.5 M (+0.03%)
- \*\*JAN 2017\*\* : 10.5 M (+0.04%)
- \*\*JAN 2018\*\* : 10.5 M (+0.02%)
- \*\*JAN 2019\*\* : 10.5 M (+0.02%)
- \*\*JAN 2020\*\* : 10.5 M (-0.1%)
- \*\*JAN 2021\*\* : 10.5 M (-0.3%)
- \*\*JAN 2022\*\* : 10.5 M (-0.07%)
- \*\*JAN 2023\*\* : 10.5 M (+0.09%)

**\*\*SOURCES\*\***: UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; KEPIOS ANALYSIS.

**\*\*NOTE\*\***: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, 'K' DENOTES THOUSANDS (E.G., 123.4K = 123,400); 'M' DENOTES MILLIONS (E.G., 12.3M = 12,300,000), 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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**\*\*LANGUAGE\*\***: françaisJAN 2024

## DEVICE OWNERSHIP

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

Any Kind of Mobile Phone

98.5%

YEAR-ON-YEAR CHANGE

+0.7% (+70 BPS)

Smart Phone

96.6%

YEAR-ON-YEAR CHANGE

+0.9% (+90 BPS)

Feature Phone

12.8%

YEAR-ON-YEAR CHANGE

-14.7% (-220 BPS)

Laptop or Desktop Computer

82.9%

YEAR-ON-YEAR CHANGE

+2.0% (+160 BPS)

Tablet Device

32.6%

YEAR-ON-YEAR CHANGE

-11.9% (-440 BPS)

Games Console

21.1%

YEAR-ON-YEAR CHANGE

-3.2% (-70 BPS)

Smart Watch or Smart Wristband

45.3%

YEAR-ON-YEAR CHANGE

+9.4% (+390 BPS)

TV Streaming Device

6.5%

YEAR-ON-YEAR CHANGE

+1.6% (+10 BPS)

Smart Home Device

11.3%

YEAR-ON-YEAR CHANGE

+17.7% (+170 BPS)

Virtual Reality Device

3.0%

YEAR-ON-YEAR CHANGE

+20.0% (+50 BPS)

SOURCE: GWI Q4 2023. VALUES REPRESENT THE FINDINGS OF A GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWIDATA.COM/NOTES](https://www.gwidata.com/notes). PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 50% FROM A STARTING VALUE OF 50% WOULD EQUAL 50%, NOT 100%). BPS VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.  
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We Are SocialLe texte visible sur l'image est le suivant :

INTERNET

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

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JAN 2024

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

(Czech Republic flag)  
CZECHIA

1. Gross Domestic Product (Current U.S. Dollars)  
\$335.2 Billion  
Percent of the population earning less than \$3.65 (2017 PPP) per day  
[N/A]
2. Gross Domestic Product (PPP, Current International Dollars)  
\$539.3 Billion  
Percentage of the population with access to basic drinking water  
99.9%
3. Gross Domestic Product Per Capita (Current U.S. Dollars)  
\$30.5 Thousand  
Percentage of the population with access to basic sanitation  
99.1%
4. Gross Domestic Product Per Capita (PPP, Current International Dollars)  
\$49.0 Thousand  
Percentage of the population with access to electricity  
100%
5. Net National Income Per Capita (Current U.S. Dollars)  
\$19.8 Thousand  
Percentage of the population that owns a mobile phone (any type)  
98.5%

SOURCES: IMF, WORLD BANK (MOST LATEST PUBLISHED DATA UP TO 2023).

DEFINITIONS:

- \$3.65 (2017 PPP): REFLECTS LOCAL PURCHASING POWER PARITY BASED ON THE WORLD BANK'S 2017 EXCHANGE BENCHMARK.
- BASIC DRINKING WATER: PERCENTAGE OF THE TOTAL POPULATION USING DRINKING WATER FROM AN IMPROVED SOURCE.
- PHONE OWNERSHIP: THE MOST RECENT AVAILABLE SOURCE.
- A RECENT SURVEY DATA COLLECTION.
- THE SOURCES AND DATA PROTECTION METHODS USED FOR THIS ENQUIRY

HAVE BEEN SUBMITTED THE COMPARABILITY RULES FOR WORLD BANK AND IMF AND ARE COMPLIANT WITH THE RULES AND REGULATIONS OF DATA PROTECTION AND ENQUIRY COLLECTION HAS MET OR MATCH VALUES SHOWN ELSEWHERE IN THIS REPORT.

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---### 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

- \*\*96.7%\*\*

- Year-on-Year Change: +1.2% (+112 BPS)

#### Using the Internet via a Laptop, Desktop, or Tablet

- \*\*95.9%\*\*

- Year-on-Year Change: +1.6% (+148 BPS)

#### Using Social Media

- \*\*91.8%\*\*

- Year-on-Year Change: +0.3% (+26 BPS)

#### Watching Linear and Broadcast TV

- \*\*89.0%\*\*

- Year-on-Year Change: -2.4% (-222 BPS)

#### Watching Streaming and On-Demand TV

- \*\*67.4%\*\*

- Year-on-Year Change: +5.2% (+336 BPS)

#### Reading Online Press Content

- \*\*69.8%\*\*

- Year-on-Year Change: +1.6% (+112 BPS)

#### Reading Physical Press Content

- \*\*57.2%\*\*

- Year-on-Year Change: -3.3% (-196 BPS)



#### #### Listening to Broadcast Radio

- \*\*71.9%\*\*

- Year-on-Year Change: -1.9% (-143 BPS)

#### #### Listening to Music Streaming Services

- \*\*48.0%\*\*

- Year-on-Year Change: +12.0% (+516 BPS)

#### #### Listening to Podcasts

- \*\*59.5%\*\*

- Year-on-Year Change: +14.0% (+729 BPS)

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#### \*\*Source Information:\*\*

- \*\*Source:\*\* GWI Q3 2023

- \*\*Age Range:\*\* Internet users aged 16 to 64

- \*\*Notes:\*\*

- Each value represents the relative change in the audience or consumption compared to the previous period.

- BPS denotes Basis Points, a unit of measure for the change in rate or percentage, where 100 BPS equals a 1% change.

- Interpretation: A higher BPS indicates a greater positive change, and a lower BPS indicates a negative change.

#### \*\*Graph Information:\*\*

- France: "français"

- Page 24 of 135 in the Digital 2024 Czechia Report

#### \*\*Logos & Credits:\*\*

- \*\*GWI\*\*

- \*\*We Are Social\*\*

- \*\*Meltwater\*\*

- \*\*KANTAR\*\*

Voici la retranscription textuelle de l'image :

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\*\*JAN 2024\*\*

#### \*\*AGE DISTRIBUTION OF THE POPULATION\*\*

\*\*The number of people in each age group, and associated share of the population\*\*

\* [Image de drapeau] CZechia

**Age Group**	**Population (in thousands)**	**Percentage of Total Population**
AGE 0-4	526 K	5.0%
AGE 5-9	556 K	5.3%
AGE 10-14	545 K	5.3%
AGE 15-19	533 K	5.1%
AGE 20-24	500 K	4.8%
AGE 25-29	531 K	5.1%
AGE 30-34	668 K	6.4%
AGE 35-39	704 K	6.7%
AGE 40-44	769 K	7.3%
AGE 45-49	898 K	8.6%
AGE 50-54	760 K	7.2%
AGE 55-59	671 K	6.4%
AGE 60-64	601 K	5.7%
AGE 65-69	649 K	6.0%
AGE 70-74	600 K	5.7%
AGE 75-79	479 K	4.6%
AGE 80-84	278 K	2.6%
AGE 85-89	134 K	1.3%
AGE 90-94	52.4 K	0.5%
AGE 95-99	11.6 K	0.1%
AGE 100+	1.13 K	<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 labels are shown next to figures above bars, "K" denotes thousands (e.g. 12K = 12,000), "M" denotes millions (e.g. 1.2M = 1,200,000), and "B" denotes billions (e.g. 1.2B = 1,200,000,000). Where no label is present, values are shown as-is.\*

\*\*Comparability:\*\* Source changes and base revisions. Figures may not compare with values published in previous editions.

\* [Icônes] We are social et Meltwater

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Note: Les traductions et les valeurs ont été conservées telles quelles de l'image originale. 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

6H 14M

Year-on-Year Change

+0.2% (+1 MINS)

### Time Spent Watching Television (Broadcast and Streaming)

3H 09M

Year-on-Year Change

-0.8% (-1 MIN)

### Time Spent Using Social Media

1H 43M

Year-on-Year Change

-9.2% (-10 MINS)

### Time Spent Reading Press Media (Online and Physical Print)

1H 02M

Year-on-Year Change

-4.6% (-3 MINS)

### Time Spent Listening to Music Streaming Services

0H 53M

Year-on-Year Change

+9.3% (+4 MINS)

### Time Spent Listening to Broadcast Radio

1H 10M

Year-on-Year Change

-4.7% (-3 MINS)

### Time Spent Listening to Podcasts

0H 33M

Year-on-Year Change

+0.8% (1 MIN)

### Time Spent Using A Games Console

0H 25M

Year-on-Year Change

-8.9% (-2 MINS)

SOURCE: GWI Q4 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). NOTE: PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY. TELEVISION FIGURES

INCLUDE BROADCAST AND CABLE TELEVISION, AS WELL AS VIEWING VIA VIDEO ON DEMAND SERVICES. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.JAN 2024  
OVERVIEW OF INTERNET USE  
ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

[Czechia flag] CZECHIA

TOTAL NUMBER OF INTERNET USERS  
9.74 MILLION

INTERNET USERS vs. TOTAL POPULATION  
92.8%

YEAR-ON-YEAR CHANGE IN TOTAL INTERNET USERS  
+0.09% +8,956

YEAR-ON-YEAR CHANGE IN INTERNET USERS vs. POPULATION  
0% [UNCHANGED]

INDEXED INTERNET ADOPTION vs. GLOBAL AVERAGE  
140.2

PERCENTAGE OF INTERNET USERS ACCESSING VIA MOBILE PHONES  
93.6%

AVERAGE DAILY TIME SPENT USING THE INTERNET  
6H 14M

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT USING THE INTERNET  
+0.2% +1 MIN

Sources: KEPOS Analysis / ITU, GSMA Intelligence, Eurostat, CIA World Factbook, GNI, Kantar IBRIIS, Local Government Authorities, United Nations, Time Spent and Mobile Share Data from GWI Q4 2023 Base: GWI Online 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.

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[Icons for slide navigation, language selection, We Are Social, Meltwater]JAN 2024  
INTERNET USE OVER TIME (YOY)

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

JAN 2014: 8.53 M (+1.9%)  
JAN 2015: 8.69 M (+1.0%)  
JAN 2016: 8.77 M (+2.5%)  
JAN 2017: 8.99 M (+2.2%)  
JAN 2018: 9.19 M (+0.4%)  
JAN 2019: 9.22 M (+1.7%)  
JAN 2020: 9.38 M (+0.9%)  
JAN 2021: 9.47 M (+1.6%)  
JAN 2022: 9.62 M (+1.2%)  
JAN 2023: 9.73 M (+0.09%)  
JAN 2024: 9.74 M

Icone drapeau: Czechia

Sources: Kepios Analysis, ITU, GSMA Intelligence, Eurostat, Google's Advertising Resources, UNIC, Kantar IMA, Government Resources, United Nations. Note: Where letters are shown next to figures above, see corresponding notes on the sources page.

a: 12 Jan = 12,000,000 and b: 17 Jan = 17,000,000 and c: 19 Jan = 19,000,000

Important Notes: See notes on source pages. All numbers are based on Kepio's analysis. All figures and forecasts in the GWI data notes are to match other tiers.

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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

### CZECHIA

JAN 2014 - 81.1% (+1.8%)  
JAN 2015 - 82.6% (+0.9%)  
JAN 2016 - 83.4% (+2.4%)  
JAN 2017 - 85.4% (+2.1%)  
JAN 2018 - 87.2% (+0.4%)  
JAN 2019 - 87.5% (+1.7%)  
JAN 2020 - 89.0% (+1.1%)  
JAN 2021 - 89.9% (+1.9%)

JAN 2022 - 91.6% (+1.2%)

JAN 2023 - 92.8% (0%)

JAN 2024 - 92.8%

Sources: HFCS Analysis, ITU, GSMA Intelligence, Eurostat, Google's Advertising Resources, CNNIC, Kantar & IAMA, Government Resources, United Nations. Notes: Data is for January of each year. WeAreSocial (no data from the most recent reported period, for most comparable sources show the name change in internet adoption, and percentage of population using the internet)

Comparative guide and the name change in internet adoption. All figures use the latest available data, but some sources do not publish data every year, so figures for some years may include estimates.

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#### \*\*DAILY TIME SPENT USING THE INTERNET\*\*

Amount of time that internet users aged 16 to 64 spend using the internet each day

- \*\*Daily time spent using the internet across all devices\*\*
  - 6H 14M
- \*\*Time spent using the internet on mobile phones\*\*
  - 2H 56M
- \*\*Time spent using the internet on computers and tablets\*\*
  - 3H 17M
- \*\*Mobile's share of total daily internet time\*\*
  - 47.1%

\*\*Source:\*\* GWI (Q3 2021). 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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INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

INTERNET USERS: ITU  
8.88 MILLION  
vs. POPULATION  
84.5%

INTERNET USERS: CIA WORLD FACTBOOK  
9.13 MILLION  
vs. POPULATION  
87.0%

INTERNET USERS: INTERNETWORLDSTATS  
9.32 MILLION  
vs. POPULATION  
88.8%

SOURCES: AS STATED ABOVE EACH ICON. NOTES: WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE REPRESENTATION, 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 AN ADOPTION RATE PERCENTAGE. COMPARABILITY: POTENTIAL MISMATCHES: INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT USE DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT FEATURED ON THIS SLIDE.

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## Main Reasons for Using the Internet

Primary reasons why internet users aged 16 to 64 use the internet

1. Finding Information - 78.9%
2. Finding New Ideas or Inspiration - 62.1%
3. Staying in Touch with Friends and Family - 60.9%
4. Researching How to Do Things - 57.6%
5. Keeping Up to Date with News and Events - 56.7%
6. Researching Places, Vacations and Travel - 51.4%
7. Accessing And Listening to Music - 49.6%
8. Watching Videos, TV Shows or Movies - 47.9%
9. Researching Products and Brands - 45.6%
10. Filling Up Spare Time and General Browsing - 45.3%
11. Managing Finances and Savings - 45.3%
12. Education and Study-Related Purposes - 42.6%

- 13. Researching Health Issues and Healthcare Products - 28.3%
- 14. Gaming - 25.6%
- 15. Meeting New People and Making New Connections - 20.4%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)

93.6%

#### YEAR-ON-YEAR CHANGE

+2.7% (+250 BPS)

#### LAPTOP OR DESKTOP (ANY)

86.5%

#### YEAR-ON-YEAR CHANGE

+1.9% (+160 BPS)

#### SMART PHONE

91.9%

#### YEAR-ON-YEAR CHANGE

+2.5% (+220 BPS)

#### FEATURE PHONE

3.3%

#### YEAR-ON-YEAR CHANGE

-29.8% (-140 BPS)

#### TABLET DEVICE

26.0%

#### YEAR-ON-YEAR CHANGE

-7.8% (-220 BPS)

#### PERSONAL LAPTOP OR DESKTOP

78.6%

#### YEAR-ON-YEAR CHANGE

-1.6% (-130 BPS)

#### WORK LAPTOP OR DESKTOP

38.2%

#### YEAR-ON-YEAR CHANGE

+9.8% (+340 BPS)

#### CONNECTED TELEVISION

39.2%



YEAR-ON-YEAR CHANGE  
-0.5% (-20 BPS)

SMART HOME DEVICE  
6.5%  
YEAR-ON-YEAR CHANGE  
+25.0% (+130 BPS)

GAMES CONSOLE  
10.7%  
YEAR-ON-YEAR CHANGE  
+0.9% (+10 BPS)

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SOURCE: GWI Q3 2023  
FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET  
USERS AGED 16 TO 64. SEE GWI.COM/FAQS. NOTES: 'MOBILE PHONE (ANY)'  
INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR FEATURE PHONE;  
'LAPTOP OR DESKTOP (ANY)' INCLUDES USERS WHO ACCESS VIA THEIR OWN  
COMPUTER AND 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.  
COMPARABILITY.

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finland  
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\*icone\* français

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

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\*\*JAN 2024\*\*  
\*\*INTERNET CONNECTION SPEEDS\*\*  
\*\*MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET  
CONNECTIONS\*\*

### ### MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

- \*\*Download (Mbps)\*\*: 61.91
- \*\*Upload (Mbps)\*\*: 17.64
- \*\*Latency (ms)\*\*: 22

### ### YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

- \*\*Download\*\*: +39.2%
- \*\*Upload\*\*: +19.6%
- \*\*Latency\*\*: -4.3%

### ### MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

- \*\*Download (Mbps)\*\*: 63.35
- \*\*Upload (Mbps)\*\*: 24.45
- \*\*Latency (ms)\*\*: 10

### ### YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

- \*\*Download\*\*: +19.9%
- \*\*Upload\*\*: +20.9%
- \*\*Latency\*\*: 0%

\*\*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.

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Drapeau de la République Tchèque

---JAN 2024

### SHARE OF WEB TRAFFIC BY DEVICE

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

[Image of a mobile phone]  
MOBILE PHONES

43.18%  
YEAR-ON-YEAR CHANGE  
+1.5% (+65 BPS)

[Image of a laptop]  
LAPTOP AND DESKTOP COMPUTERS

55.61%  
YEAR-ON-YEAR CHANGE  
-0.9% (-51 BPS)

[Image of a tablet]  
TABLET DEVICES

1.18%  
YEAR-ON-YEAR CHANGE  
-11.3% (-15 BPS)

[Image of a game controller]  
OTHER DEVICES

0.03%  
YEAR-ON-YEAR CHANGE  
[MINIMAL]

[Flag of Czechia]

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 FIGURES REPRESENT THE CHANGE IN LIEU IN A NUMBER OF PERCENTAGE OR BPS. FROM A STARTING VALUE OF 50%, WOULD EQUAL  $\pm 0.5\%$ , NOT  $\pm 1\%$ . BPS VALUES REPRESENT BASE POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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Digital 2024 Czechia  
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françaisJAN 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

1. CHAT AND MESSAGING - 94.3%
2. SOCIAL NETWORKS - 92.2%
3. SEARCH ENGINES OR WEB PORTALS - 86.4%
4. EMAIL - 78.8%
5. WEATHER - 66.4%
6. MAPS, PARKING, OR LOCATION-BASED SERVICES - 65.8%
7. NEWS - 57.8%
8. BANKING, INVESTING, OR INSURANCE - 45.9%
9. MUSIC - 40.5%
10. ENTERTAINMENT - 37.9%
11. REVIEWS - 32.3%
12. SHOPPING, AUCTIONS, OR CLASSIFIEDS - 32.2%
13. TRAVEL - 31.4%
14. GAMES - 30.1%
15. SPORTS - 22.5%

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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37 sur 135 Bien sûr, voici la retranscription textuelle de l'image :

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**\*\*JAN 2024\*\***

**\*\*SHARE OF WEB TRAFFIC BY BROWSER\*\***

PERCENTAGE OF **\*\*TOTAL WEB PAGES\*\*** SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE

1. **\*\*CHROME\*\*** - 56.7%
2. **\*\*SAFARI\*\*** - 15.3%
3. **\*\*FIREFOX\*\*** - 13.6%
4. **\*\*EDGE\*\*** - 7.1%
5. **\*\*OPERA\*\*** - 4.2%
6. **\*\*SAMSUNG INTERNET\*\*** - 2.1%
7. **\*\*IE\*\*** - 0.3%
8. **\*\*OTHERS\*\*** - 0.8%

---

**\*\*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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\*\*JAN 2024\*\*

\*\*MOBILE'S SHARE OF WEB TRAFFIC (YOY)\*\*

\*\*PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES\*\*

---

DEC 2013	4.65%	+65.4%
-----	-----	-----
DEC 2014	7.69%	+20.7%
DEC 2015	9.28%	+18.0%
DEC 2016	10.95%	+65.8%
DEC 2017	18.15%	+34.9%
DEC 2018	24.48%	+31.5%
DEC 2019	32.20%	+5.5%
DEC 2020	33.97%	+7.2%
DEC 2021	36.41%	+16.8%
DEC 2022	42.53%	+1.5%
DEC 2023	43.18%	

---

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 (i.e., an increase of 20% from a starting value of 30% would equal 6%, not 20%).

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\*\*we are social\*\*

**\*\*Meltwater\*\***

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**\*\*Czechia Flag Image with Label\*\***

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(Note: The section including "Digital 2024 Czechia, Page 36 sur 135, we are social, Meltwater" was translated to provide coherence in the text.)

JAN 2024

SHARE OF SEARCH ENGINE REFERRALS

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

Google: 84.0%

Seznam: 10.3%

Bing: 4.1%

Yandex: 0.5%

Yahoo!: 0.5%

DuckDuckGo: 0.4%

Ecosia: 0.04%

Others: 0.1%

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 (i.e., an increase of 20% from a starting value of 50% would equal 60%, not 70%). EPS\* values represent basis points, and indicate the absolute change. Figures may not sum to 100% due to rounding.

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2024

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  
86.4%

USE VOICE ASSISTANTS (E.G., SIRI, GOOGLE ASSISTANT) TO FIND  
INFORMATION EACH WEEK  
6.2%

VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND  
PRODUCTS  
38.3%

USE IMAGE SEARCH TOOLS (E.G., GOOGLE LENS, PINTEREST LENS) ON  
MOBILE EACH MONTH  
21.9%

SCAN A QR CODE ON A MOBILE PHONE EACH MONTH  
42.3%

USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH  
WEEK  
39.3%

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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CZECHIA  
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 SEZNAM	100
02 PO Ě <Ů	C0
03 SE	30
04 GOOGLE	24
05 P „T´Ě @A Ě	#0
06 YOUTUBE	20
07 IDOS	18
08 FACEBOOK	17
09 POCASI	15
10 PREKLADAC	15

# SEARCH QUERY	INDEX vs. TOP QUERY
11 EMAIL	10
12 RESTAURANCE	10
13 IDNES	9
14 PROGRAM TV	9
15 LIDL	8
16 CENTRUM	8
17 BAZOS	7
18 MAPY	6
19 SEZNAM NAJDU TAM	6
20 PO Ā <Ö -ÖE\$	P

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 REPORTING. CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS, GOOGLE DOESN'T PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS THE SEARCH VOLUME FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. ALTHOUGH GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, BOTH FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

Digital 2024 Czechia we are social MeltwaterJAN 2024 TV  
CONSUMPTION AND STREAMING  
EXPLORING THE TV VIEWING BEHAVIOURS OF INTERNET USERS AGED 16 TO 64

[Image Elements]

- Percentage of Internet users who watch any kind of TV each month
  - Icon: Green TV
  - Text: 96.7%
- Year-on-year change in Internet users who watch any kind of TV
  - Icon: Orange upward arrow
  - Text: +1.6% +150 BPS
- Daily time that Internet users spend watching any kind of TV
  - Icon: Red clock
  - Text: 3H 09M
- Year-on-year change in daily TV viewing time (all forms of content delivery)
  - Icon: Blue downward arrow



- Text: -0.8% -1 MIN

5. Internet users who stream TV content vs. Internet users who watch any kind of TV

- Icon: Red streaming symbol

- Text: 87.8%

6. Daily time spent watching TV content streamed over the Internet

- Icon: Blue clock

- Text: 1H 02M

7. Year-on-year change in daily time spent watching streaming TV content

- Icon: Green upward arrow

- Text: +4.8% +2 MINS

8. Time spent watching streaming TV content as a percentage of total TV time

- Icon: Orange scales

- Text: 32.6%

[Bottom Section]

- 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

- Logos: we are social, Meltwater

- Digital 2024 Czechia

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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

# WEBSITE •@OTAL VISITS (MONTH AVG)•Tä• UE VISITORS (MONTH AVG)" VERAGE TIME PER VISIT" VERAGE PAGES PER VISIT

01	GOOGLE.COM'	f#2 Ò	3,ã Ò	# Ò
39S	3.2			
02	YOUTUBE.COM'	c# Ò	#rãB Ò	3DÒ
42S	5.8			
03	SEZNAM.CZ'	#"B Ò	Bã, Ò	#\$Ò
43S	2.0			
04	IDNES.CZ'	C2 Ò	ã2 Ò	tÒ
39S	2.5			
05	FACEBOOK.COM'	3, Ò	Rã' Ò	#TÒ
34S	4.6			
06	NOVINKY.CZ'	# Ò	ã Ò	TÒ
37S	1.6			
07	1GR.CZ'	s ã' Ò	"ã"R Ò	Ò
46S	1.3			
08	SEZNAMZPRAVY.CZ'	c'ãb Ò	rãSR Ò	DÒ

12S	1.4			
09 PORNHUB.COM'		c ãr Ò	rãcr Ò	DÒ
0S	11.8			
10 WIKIPEDIA.ORG'		S ãb Ò	ãB Ò	Ò
04S	1.8			
# WEBSITE'		TOTAL VISITS (MONTH AVG)•Tä•	UE VISITORS (MONH	
AVG)" VERAGE TIME PER VISIT"		VERAGE PAGES PER VISIT		
11 HEUREKA.CZ'		C ã Ò	'ã3 Ò	„Ò
16S	2.5			
12 SUPER.CZ'		3bãb Ò	BãSB Ò	„Ò
48S	1.8			
13 CSFD.CZ'		3bã Ò	rã3B Ò	"Ò
20S	4.1			
14 GOOGLE.CZ'		32ãR Ò	2ãcR Ò	dÒ
15S	3.6			
15 AKTUALNE.CZ'		3 ãb Ò	Bã3R Ò	Ò
45S	2.0			
16 BAZOS.CZ'		#'ã' Ò	Rã# Ò	4Ò
44S	8.6			
17 XVIDEOS.COM'		#'ãb Ò	Bã3r Ò	\$Ò
58S	2.5			
18 INSTAGRAM.COM'		#,ã Ò	bãfB Ò	#\$Ò
28S	2.2			
19 KUKAJ.IO'		#rã, Ò	"ãS" Ò	# Ò
30S	2.8			
20 ALZA.CZ'		#rã" Ò	rãfR Ò	Ò
08S	4.2			

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 PEOPLE BUT MAY NOT REPRESENT INDIVIDUALS, AS SOME PEOPLE MAY HAVE MULTIPLE DEVICES OR WEB-BROWSING APPLICATIONS. SOME WEBSITES FEATURING EXPLICIT CONTENT AND/OR ADULT THEMES ARE INCLUDED. FIGURES EXCLUDE SPIDERING BOTS, INTERNET PROTOCOL TV STREAMNG, AND DOWNLOAD TRAFFIC, AMONG OTHERS. HOWEVER, SOME SITES MAY CONTAIN ABOUT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS. COMPARABILITY: SOURCE: METHODOLOGY CHANGES

Digital 2024 Czechia™39 sur 135#### Jan 2024  
# Most Streamed Content on Netflix

\*\*FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON NETFLIX

FOR FULL-YEAR 2023\*\*

#### Most Streamed Movies on Netflix

1. \*\*Paw Patrol: The Movie\*\* - 100
2. \*\*The Grinch\*\* - 98
3. \*\*Za Vším Hledej Ženu\*\* - 49
4. \*\*Ostrov\*\* - 48
5. \*\*Medieval\*\* - 41
6. \*\*Váno ÖîÖ Yíb ¶,çç Ò 3€
7. \*\*Glass Onion: A Knives Out Mystery\*\* - 38
8. \*\*The Gentlemen's Club\*\* - 37
9. \*\*Leo\*\* - 34
10. \*\*Extraction 2\*\* - 34

#### Most Streamed TV Shows on Netflix

1. \*\*Wednesday\*\* - 100
2. \*\*The Witcher\*\* - 42
3. \*\*Love is Blind\*\* - 38
4. \*\*The Night Agent\*\* - 35
5. \*\*Ginny & Georgia\*\* - 31
6. \*\*Beckham\*\* - 28
7. \*\*Liebes Kind\*\* - 28
8. \*\*The Crown\*\* - 27
9. \*\*You\*\* - 24
10. \*\*Queen Charlotte: A Bridgerton Story\*\* - 23

#### Source:

\*FLIXPATROL, see [flixpatrol.com](https://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 the year-end number 1 to the FlixPatrol "points" value of the top-ranked title in each platform's ranking.

\*\*Digital 2024 Czechia\*\*

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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  
84.2%  
YOY: -1.6% (-140 BPS)

MUSIC VIDEO  
38.5%  
YOY: +4.9% (+180 BPS)

COMEDY, MEME, OR VIRAL VIDEO  
24.1%  
YOY: +5.2% (+120 BPS)

VIDEO LIVESTREAM  
12.8%  
YOY: [UNCHANGED]

TUTORIAL OR HOW-TO VIDEO  
15.1%  
YOY: +24.8% (+300 BPS)

EDUCATIONAL VIDEO  
20.2%  
YOY: +22.4% (+370 BPS)

PRODUCT REVIEW VIDEO  
17.5%  
YOY: +3.6% (+60 BPS)

SPORTS CLIP OR HIGHLIGHTS VIDEO  
11.3%  
YOY: -8.1% (-100 BPS)

INFLUENCER VIDEOS AND VLOGS  
9.0%  
YOY: -7.2% (-70 BPS)

GAMING VIDEO  
12.4%  
YOY: +5.1% (+60 BPS)

SOURCE: GWI JAN 2024 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 CHANGE; THE CHANGE IN PERCENTAGE POINTS (BPS) FROM A STARTING VALUE OF 00% WOULD EQUAL 00%, NOT

100%. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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43 sur 135\*\*JAN 2024 / MOST STREAMED CONTENT ON AMAZON PRIME\*\*

\*FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON AMAZON PRIME VIDEO FOR FULL-YEAR 2023\*

\*CZechia\*

\*\*MOST STREAMED MOVIES ON AMAZON PRIME VIDEO\*\*

#	MOVIE NAME	INDEX
:- :----- :---:		
01	THE TOMORROW WAR	100
02	THE LORD OF THE RINGS: THE FELLOWSHIP OF THE RING	96
03	CULPA MÍA	80
04	SAMARITAN	63
05	THE LORD OF THE RINGS: THE TWO TOWERS	44
06	GUY RITCHIE'S THE COVENANT	41
07	THE HOBBIT: AN UNEXPECTED JOURNEY	39
08	RED, WHITE & ROYAL BLUE	34
09	THE LORD OF THE RINGS: THE RETURN OF THE KING	30
10	TOM CLANCY'S WITHOUT REMORSE	29

\*\*MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO\*\*

#	TV SHOW NAME	INDEX
:- :----- :---:		
01	THE LORD OF THE RINGS: THE RINGS OF POWER	100
02	THE BOYS	76
03	REACHER	51
04	CARNIVAL ROW	43
05	CLARKSON'S FARM	41
06	TOM CLANCY'S JACK RYAN	40
07	THE WHEEL OF TIME	36
08	THE SUMMER I TURNED PRETTY	35
09	STAR TREK: PICARD	30
10	GEN V	30

\*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 RELATIVE "POINTS" VALUE FOR EACH TITLE TO THE "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.\*\*\*JAN 2024 - MOST STREAMED CONTENT ON HBO\*\*

\*\*FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON HBO FOR FULL YEAR 2023\*\*

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\*\*Most Streamed Movies on HBO\*\*

#	Movie Name	Index
01	ELVIS	100
02	DON'T WORRY DARLING	96
03	BLACK ADAM	79
04	THE BATMAN	76
05	MAGIC MIKE'S LAST DANCE	75
06	KIMI	61
07	FATHER OF THE BRIDE	52
08	DUNE	52
09	KING RICHARD	44
10	SHAZAM! FURY OF THE GODS	40

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\*\*Most Streamed TV Shows on HBO\*\*

#	TV Show Name	Index
01	THE LAST OF US	100
02	FROM	82
03	AND JUST LIKE THAT...	63
04	FRIENDS	43
05	HOUSE OF THE DRAGON	39
06	SUCCESSION	37
07	THE GILDED AGE	36
08	30 COINS	36
09	BILLIONS	36
10	THE IDOL	34

---

\*\*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 FULLYEAR 2023.

"INDEX" VALUES COMBINE THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE IN THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED ITEM IN EACH PLATFORM'S RANKING.

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**\*\*Digital 2024 Czechia\*\*** (48 sur 135)

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**\*\*LOGOS:\*\*** We are social, Meltwater

**\*\*JAN 2024\*\***

**\*\*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	Zootopia	76
03	Cars	71
04	Frozen	54
05	Encanto	50
06	Avatar: The Way of Water	41
07	Elemental	38
08	Guardians of the Galaxy Volume 3	23
09	Black Panther: Wakanda Forever	18
10	Avatar	18

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

#	TV SHOW NAME	INDEX
01	The Simpsons	100
02	How I Met Your Mother	83
03	Grey's Anatomy	73
04	Family Guy	56
05	Modern Family	50
06	M*A*S*H	42
07	The Mandalorian	22
08	Mickey Mouse Clubhouse	19
09	Loki	15
10	Ahsoka	13

**\*\*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 FlixPatrol "points" value for each title into the FlixPatrol "points" value of the top-ranked in each platform's ranking.

[We Are Social logo] [Meltwater logo]

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**\*\*Digital 2024 Czechia\*\***

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**\*\*DEVICES USED TO PLAY VIDEO GAMES\*\***

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

**\*\*CZECHIA\*\***

1. **\*\*ANY DEVICE\*\***

- 78.8%

- YOY: +3.8% (+290 BPS)

2. **\*\*SMARTPHONE\*\***

- 63.8%

- YOY: +9.2% (+540 BPS)

3. **\*\*LAPTOP OR DESKTOP\*\***

- 46.7%

- YOY: +15.6% (+630 BPS)

4. **\*\*GAMES CONSOLE\*\***

- 16.6%

- YOY: -4.0% (-70 BPS)

5. **\*\*TABLET\*\***

- 10.7%

- YOY: -11.6% (-140 BPS)

6. **\*\*HAND-HELD GAMING DEVICE\*\***

- 3.5%

- YOY: +16.7% (+50 BPS)

7. **\*\*MEDIA STREAMING DEVICE\*\***

- 1.6%

- YOY: -52.9% (-180 BPS)



8. **\*\*VIRTUAL REALITY HEADSET\*\***

- 2.1%

- YOY: -34.4% (-110 BPS)

**\*\*SOURCE:\*\*** GWI, JAN 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 (E.G. AN INCREASE OF 30% FROM A STARTING VALUE OF 10% WOULD EQUAL 13%, NOT 40%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE.

**\*\*COMPARABILITY:\*\*** METHODOLOGY CHANGES.; SEE NOTES ON DATA.

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**\*\*français\*\***Voici la retranscription textuelle de l'image :

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SOCIAL MEDIA

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Digital 2024 Czechia

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françaisJan 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

12.5%

Year-on-Year Change +23.4% (+238 BPS)

ARPU: Spend on All Smart Home Devices

\$269

Year-on-Year Change +3.7% (+\$9.60)

ARPU: Smart Home Appliances

\$305

Year-on-Year Change +4.2% (+\$12.30)

ARPU: Smart Home Control & Connectivity Devices

\$324

Year-on-Year Change +9.4% (+\$27.80)

ARPU: Smart Home Security Devices

\$100

Year-on-Year Change +3.2% (+\$3.07)

ARPU: Smart Home Entertainment Devices

\$91.20

Year-on-Year Change +3.0% (+\$2.69)

ARPU: Smart Home Comfort & Lighting

\$85.55

Year-on-Year Change +7.7% (+\$6.15)

ARPU: Smart Home Energy Management

\$84.78

Year-on-Year Change -3.3% (-\$2.85)

Source: Statista Digital Market Outlook; See Statista.com

Notes: "Smart Home Devices" include digitally connected and controlled home devices that can be remotely controlled, serviced, automated and deliver services that enable home automation. Numbers that connect these ideas are assigned to remote controlling and so reach one another, household consumers and general consumers, which increases their penetration in the market. Revenue figures are annual spend per smart home for 2024.

Comparability: Big changes to definitions and data coverage.

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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

Czechia Flag

CZECHIA

WATCH OR LISTEN TO ONLINE MUSIC VIDEOS

GW.

38.5%

YEAR-ON-YEAR CHANGE

+4.9% (+180 BPS)

LISTEN TO MUSIC STREAMING SERVICES

GW.

21.6%  
YEAR-ON-YEAR CHANGE  
[UNCHANGED]

LISTEN TO ONLINE RADIO SHOWS OR STATIONS  
GWI.  
16.7%  
YEAR-ON-YEAR CHANGE  
-10.7% (-200 BPS)

LISTEN TO PODCASTS  
KANTAR  
24.5%  
YEAR-ON-YEAR CHANGE  
+17.2% (+360 BPS)

LISTEN TO AUDIO BOOKS  
GWI.  
10.2%  
YEAR-ON-YEAR CHANGE  
+21.4% (+180 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 (E.G., AN INCREASE OF 20% FROM A STARTING VALUE OF 200 WOULD EQUAL 40). N=109923. \*BPS: VALUES REPRESENT THE ABSOLUTE CHANGE IN BASIS POINTS. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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...

JAN 2024

ONLINE PRIVACY AND SECURITY

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

[CZECHIA FLAG] CZECHIA

1. EXPRESS CONCERN ABOUT WHAT IS REAL VS. WHAT IS FAKE ON THE  
INTERNET  
49.7%

2. WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA  
32.2%

3. DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME  
42.6%

4. USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST  
SOME OF THE TIME  
28.0%

5. USE A VIRTUAL PRIVATE NETWORK (VPN) TO ACCESS THE INTERNET AT  
LEAST SOME OF THE TIME  
23.2%

SOURCES:

DATA FOR "CONCERNS ABOUT WHAT IS REAL VS. 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+. SEE DIGITALNEWSREPORT.ORG. DATA FOR ALL OTHER DATA POINTS VIA  
GWI JAN 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 logo] [Meltwater logo]

[Navigation icons for document control]

JAN 2024

SMART HOME MARKET OVERVIEW

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

NUMBER OF HOMES WITH SMART HOME DEVICES

593.9 THOUSAND

YEAR-ON-YEAR CHANGE

+24.2% (+116 THOUSAND)

TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET

\$159.9 MILLION

YEAR-ON-YEAR CHANGE

+28.8% (+\$36 MILLION)

VALUE OF SMART HOME APPLIANCES MARKET

\$67.32 MILLION

YEAR-ON-YEAR CHANGE  
+27.0% (+\$14 MILLION)

VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET  
\$30.37 MILLION  
YEAR-ON-YEAR CHANGE  
+39.8% (+\$8.6 MILLION)

VALUE OF SMART HOME SECURITY DEVICE MARKET  
\$15.23 MILLION  
YEAR-ON-YEAR CHANGE  
+25.8% (+\$3.1 MILLION)

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET  
\$16.45 MILLION  
YEAR-ON-YEAR CHANGE  
+22.7% (+\$3.0 MILLION)

VALUE OF SMART HOME COMFORT & LIGHTING MARKET  
\$15.65 MILLION  
YEAR-ON-YEAR CHANGE  
+34.8% (+\$4.0 MILLION)

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET  
\$14.89 MILLION  
YEAR-ON-YEAR CHANGE  
+21.6% (+\$2.6 MILLION)

SOURCE: STATISTA, DIGITAL MARKET OUTLOOK, SEE STATISTA.COM. NOTES: SMART HOME DEVICES INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED, SCHEDULED, AND/OR MONITORED INCLUDING ENTERTAINMENT DEVICES. NUMBERS ARE BASED ON ROBUST ESTIMATES AND MODELING, TO BE INTERPRETED WITH CAUTION.

SOURCE: STATISTA – 2023; ALL FIGURES IN U.S DOLLARS UNLESS EXPLICITLY STATED OTHERWISE; FINANCIAL FIGURES ARE ESTIMATES. MULTI-PERSON HOUSEHOLDS ARE COUNTED AS ONE UNIT. VALUES AND PENETRATION RATIOS REFER TO INHABITED HOUSEHOLDS. FIGURES REPRESENT USERS AGED 18+; 3 OUT OF 4 SHARE OF HOUSEHOLDS; 3 OUT OF 4 TO 2 STATISTAS MARKET OUTGO PERIOD DECEMBER 3 OUT OF 4 - 2023 INCLUDES 4 TIME NON-DIGITAL 4 INSTITUTIONAL AGREEMENTS USERS; INTERNATIONAL CREATORS BY 2022 TO HOMES. IMPLICATIONS NOT INCLUDED. WEIGHTS 30 OUT OF 4 TO COUNTER-BALANCE AND PAST OFFERS TEMPORAL REBATES FOR MULTI-COMPARABILITY, BASE CATEGORY INC. – CONFIRMATIONS BY MORNING SOURCEMENTS OUTLOOK.

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

[Flag of Czechia] Czechia

USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP  
EACH MONTH  
45.9%  
YOY: -0.9% (-40 BPS)

USE A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) EACH  
MONTH  
25.0%  
YOY: -6.7% (-180 BPS)

OWN ANY FORM OF CRYPTOCURRENCY (E.G. BITCOIN, ETHER)  
12.6%  
YOY: +8.6% (+100 BPS)

Source: GWI (Q4 2021 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 OR APS FROM A STARTING VALUE OF 0% WOULD EQUAL 0 PTS,  
NOT "BPS" VALUES REPRESENT BASIS POINTS AND  
INDICATE THE ABSOLUTE CHANGES. COMPARABILITY: METHODOLOGY  
CHANGES. SEE NOTES ON DATA.

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françaisBien sûr, voici la retranscription textuelle des informations présentes dans  
l'image :

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**\*\* JAN 2024 \*\***

**\*\*OVERVIEW OF SOCIAL MEDIA USE\*\***

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

[CZECHIA FLAG]

**\*\*CZECHIA\*\***

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**\*\*NUMBER OF SOCIAL MEDIA USER IDENTITIES\*\***

- **\*\*8.05 MILLION\*\***

- SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION

- **\*\*76.7%\*\***

---

**\*\*QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES\*\***

- **\*\*0% [UNCHANGED]\*\***

- SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+

- **\*\*83.9%\*\***

---

**\*\*YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES\*\***

- **\*\* -0.2% [-20 THOUSAND]\*\***

- SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET

- **\*\*82.7%\*\***

---

**\*\*AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA\*\***

- **\*\*1H 43M YOY: -10 MINS\*\***

---

**\*\*AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH\*\***

- **\*\*5.5\*\***

---

**\*\*FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES\*\***

- **\*\*49.9%\*\***

---

**\*\*MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES\*\***

- **\*\*50.1%\*\***

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Sources: KEPIO'S ANALYSIS; COMPANY ADVERTISING RESOURCES; GWI; PEW RESEARCH CENTER; OMDIA; LOCAL GOVERNMENT BODIES; U.N.; IMF; CIA WORLD FACTBOOK; 'DIGITAL 2024'

Notes: AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT INDIVIDUAL USERS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY DISTORT REALITIES DUE TO DUPLICATE IDENTITIES.

Social Media User Identities: the aggregate number of reported active individual user identities for each platform. Due to multiple account registrations by some individuals, 'USER IDENTITIES' may exceed population figures.

Comparable: use of consistent methodological approaches across data sets. Reporting periods and definitions may vary between census counts and resident populations.

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Sources: We are social & MeltwaterJAN  
2024

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

[Chart showing percentage distribution]

18 - 24 YEARS OLD  
FEMALE: 12.5%  
MALE: 9.7%

25 - 34 YEARS OLD



FEMALE: 12.0%

MALE: 11.9%

35 - 44 YEARS OLD

FEMALE: 10.7%

MALE: 9.8%

45 - 54 YEARS OLD

FEMALE: 9.6%

MALE: 7.8%

55 - 64 YEARS OLD

FEMALE: 5.0%

MALE: 3.8%

65+ YEARS OLD

FEMALE: 4.0%

MALE: 3.0%

[Philippines Flag Icon]

CZECHIA

SOURCES: KEPLOS 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 13, 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 WEBS ARE NOT COMPARABLE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

[LOGOS: DATAREPORTAL, WE ARE SOCIAL, Meltwater]

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[Navigation Icons]

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## 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 FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING

FACEBOOK - 82.2%

FACEBOOK MESSENGER - 73.8%  
WHATSAPP - 73.2%  
INSTAGRAM - 56.4%  
PINTEREST - 27.5%  
TIKTOK - 25.9%  
X (TWITTER) - 24.1%  
LINKEDIN - 16.8%  
IMESSAGE - 14.6%  
SKYPE - 13.7%

SOURCE: GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. GWI.COM/QU. NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY; COMPARABILITY: AVERAGES OF THE LATEST DATA FEATURED IN OUR PREVIOUS REPORTS WERE BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. SOME OF THE DIFFERENCES BETWEEN INTERNET USERS' USAGE OF EACH PLATFORM IN THIS AND PREVIOUS REPORTS MAY BE ATTRIBUTABLE TO THIS CHANGE TO THE QUESTION'S WORDING, AND MAY MEAN THAT THE VALUES AND/OR RANK ORDERS SHOWN ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN IN SIMILAR CHARTS IN PREVIOUS REPORTS.

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Affichage plein écran  
Table des matières  
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## 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

[CZECHIA FLAG] CZECHIA

FACEBOOK  
30.1%

WHATSAPP

19.7%

INSTAGRAM

15.7%

FACEBOOK MESSENGER

13.0%

TIKTOK

5.5%

PINTEREST

2.6%

2.5% (TWITTER)

1.5% TELEGRAM

1.0% VIBER

0.9% DISCORD

SOURCE: GWI (Q1 2023) SEE GWI.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 MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER TO THIS QUESTION IN GWI'S SURVEY. WE EXCLUDED GWI'S VALUES FOR TIKTOK IN CHINA AS THEY ARE "DOUTFUL", AS PER GWI'S BEST PRACTICE FOR COMPARABLE REPORTING ON USER NUMBERS FOR EACH PLATFORM, COMPARABILITY METHODOLOGY CHANGES. SEE NOTES ON DATA.

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Note: OCR transcription retains original formatting and structure for clarity. 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\*\*

\*\*Instagram\*\*: 460.0

\*\*Tiktok\*\*: 373.2

\*\*Facebook Messenger\*\*: 311.4

\*\*WhatsApp\*\*: 294.1

**\*\*Snapchat\*\***: 248.8  
**\*\*Facebook\*\***: 246.0  
**\*\*YouTube\*\***: 147.4  
**\*\*Telegram\*\***: 125.1  
**\*\*X (Twitter)\*\***: 102.4  
**\*\*LINE\*\***: 89.6  
**\*\*Pinterest\*\***: 44.8  
**\*\*LinkedIn\*\***: 16.6

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**\*\*Data Source\*\***: Data AI

**\*\*Notes\*\***: "Active users" denotes 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.

**\*\*Logos and Brands\*\***: We Are Social, MeltwaterJAN 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

Czechia

TIKTOK: 33h 24m  
YOUTUBE: 19h 58m  
INSTAGRAM: 15h 31m  
FACEBOOK: 13h 01m  
FACEBOOK MESSENGER: 5h 05m  
WHATSAPP: 5h 02m  
SNAPCHAT: 4h 01m  
X (TWITTER): 3h 32m  
TELEGRAM: 2h 56m  
PINTEREST: 1h 55m  
LINE: 1h 26m  
LINKEDIN: 0h 20m

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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\*\*MAIN REASONS FOR USING SOCIAL MEDIA\*\*

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

\_CZECHIA\_

1. \*\*KEEPING IN TOUCH WITH FRIENDS AND FAMILY\*\* - 56.5%
2. \*\*READING NEWS STORIES\*\* - 48.7%
3. \*\*FILLING SPARE TIME\*\* - 43.6%
4. \*\*FINDING INSPIRATION FOR THINGS TO DO AND BUY\*\* - 33.8%
5. \*\*FINDING CONTENT (E.G., ARTICLES, VIDEOS)\*\* - 29.4%
6. \*\*FINDING PRODUCTS TO PURCHASE\*\* - 26.1%
7. \*\*SHARING AND DISCUSSING OPINIONS WITH OTHERS\*\* - 19.6%
8. \*\*FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS\*\* - 19.1%
9. \*\*SEEING WHAT'S BEING TALKED ABOUT\*\* - 18.8%
10. \*\*MAKING NEW CONTACTS\*\* - 15.2%
11. \*\*WATCHING OR FOLLOWING SPORTS\*\* - 13.6%
12. \*\*WATCHING LIVE STREAMS\*\* - 12.3%
13. \*\*POSTING ABOUT YOUR LIFE\*\* - 12.2%
14. \*\*FOLLOWING CELEBRITIES OR INFLUENCERS\*\* - 12.1%
15. \*\*SEEING CONTENT FROM YOUR FAVOURITE BRANDS\*\* - 12.0%

\_SOURCE:\_ GWI Jan 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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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  
57.7%  
BANDS, SINGERS, OR OTHER MUSICIANS  
31.4%  
EVENTS YOU'RE ATTENDING

20.8%  
ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS  
26.2%  
ACTORS, COMEDIANS, OR OTHER PERFORMERS  
23.8%  
COMPANIES AND BRANDS YOU PURCHASE FROM  
21.1%  
TV SHOWS OR CHANNELS  
20.5%  
RESTAURANTS, CHEFS, OR FOOD PERSONALITIES  
20.0%  
SPORTS PEOPLE AND TEAMS  
19.0%  
CONTACTS RELEVANT TO YOUR WORK  
18.7%  
COMPANIES AND BRANDS YOU'RE CONSIDERING PURCHASING FROM  
18.3%  
COMPANIES RELEVANT TO YOUR WORK  
17.8%  
INFLUENCERS OR OTHER EXPERTS  
14.3%  
FITNESS EXPERTS OR ORGANISATIONS  
12.6%  
MAGAZINES OR PUBLICATIONS YOU READ  
12.0%

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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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)

[CZECHIA FLAG] CZECHIA

FACEBOOK: 68.7%  
PINTEREST: 12.1%  
INSTAGRAM: 9.8%  
X (TWITTER): 4.6%  
YOUTUBE: 2.7%  
REDDIT: 1.1%  
TUMBLR: 0.6%  
OTHERS: 0.5%

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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**\*\*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\*\***

1. **\*\*ANY KIND OF SOCIAL MEDIA PLATFORM\*\***

- 55.1%
- YOY: -3.5% (-200 BPS)

2. **\*\*SOCIAL NETWORKS\*\***

- 38.3%
- YOY: -0.8% (-30 BPS)

3. **\*\*QUESTION & ANSWER SITES (E.G. QUORA)\*\***

- 14.1%
- YOY: -6.0% (-90 BPS)

4. **\*\*MESSAGING AND LIVE CHAT SERVICES\*\***

- 4.6%
- YOY: +15.0% (+60 BPS)

5. **\*\*FORUMS AND MESSAGE BOARDS\*\***

- 9.5%
- YOY: +13.1% (+110 BPS)

6. **\*\*MICRO-BLOGS (E.G. X / TWITTER)\*\***

- 3.7%

- YOY: -15.9% (-70 BPS)

7. **\*\*VLOGS (BLOGS IN A VIDEO FORMAT)\*\***

- 4.6%

- YOY: -11.5% (-60 BPS)

8. **\*\*ONLINE PINBOARDS (E.G. PINTEREST)\*\***

- 6.9%

- YOY: -9.2% (-70 BPS)

**\*\*SOURCE:\*\*** GWI Q3 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, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. TWITTER) , BLOGS (IN TEXT FORMAT), VLOGS (I.E. VIDEO BLOGS WHERE AN INDIVIDUAL WILL APPEAR ON THEIR OWN CHANNEL), AND ONLINE PINBOARDS (E.G. PINTEREST). COMPARABILITY METHODOLOGY CHANGES. SEE NOTES ON DATA.

**\*\*Czec\*\*** (Flag Image)

**\*\*Digital 2024 Czechia\*\*** (We are social, Meltwater)Jan 2024 FACEBOOK  
ENGAGEMENT RATES: SOCIALINSIDER

Facebook page post engagements, as reported by Socialinsider

Average Facebook Page Post Engagement Rate: Overall Average  
Engagements vs. Page Followers

0.52%

Engagements vs. Post Reach

8.42%

Average Facebook Page Post Engagement Rate: Pages with fewer than 10,000 Fans  
Engagements vs. Page Followers

0.85%

Engagements vs. Post Reach

7.29%

Average Facebook Page Post Engagement Rate: Pages with 10,000 to 100,000 Fans  
Engagements vs. Page Followers

0.45%

Engagements vs. Post Reach

8.42%



Average Facebook Page Post Engagement Rate: Pages with more than 100,000 Fans  
Engagements vs. Page Followers

0.24%

Engagements vs. Post Reach

10.14%

SOURCE: Socialinsider. Figures represent averages for the period between 1 September 2020 and 30 November 2020. 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 relevant posts were actually served. Figures are averaged based on a wide variety of different kinds of page with different audience sizes, in various countries around the world.

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FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

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

FACEBOOK POST ENGAGEMENTS vs. POST REACH: REELS POSTS

15.27%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: PHOTO POSTS

8.08%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: VIDEO POSTS

6.13%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: ALBUM POSTS

8.76%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: STATUS POSTS

12.35%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: LINK POSTS

8.95%

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 WEIGHED BASED ON A WIDE VARIETY OF

DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SCALES.

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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)

[Graph indicating values for each year from Dec 2013 to Dec 2023]

DEC 2013: 74.31%  
+16.2%  
DEC 2014: 86.35%  
-9.0%  
DEC 2015: 78.59%  
-23.4%  
DEC 2016: 60.18%  
-7.8%  
DEC 2017: 55.48%  
+5.1%  
DEC 2018: 58.33%  
-21.6%  
DEC 2019: 45.73%  
-3.9%  
DEC 2020: 43.95%  
+29.8%  
DEC 2021: 57.06%  
+1.6%  
DEC 2022: 57.97%  
+18.5%  
DEC 2023: 68.67%

Flag: CZechia

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 NET TOTAL AVERAGE MONTHLY REFERRALS VIA WEB BROWSERS VIA LINKS ON WEB PAGES SHARED ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB PAGE TRAFFIC. WHERE NO VALUE IS PUBLISHED, NO DATA ARE AVAILABLE FOR THE SELECTION OF SOCIAL MEDIA PLATFORMS. VALUES SHOW RELATIVE YEAR-ON-YEAR CHANGE IN TOTAL AVERAGE MONTHLY REFERRALS VIA WEB BROWSERS VIA LINKS ON WEB PAGES SHARED ON FACEBOOK AS A

PERCENTAGE OF TOTAL AVAILABLE PLATFORMS REFERRAL TRAFFIC FROM A STATING VALUE OF 50% WOULD EQUAL 0%). \*\* Other platforms included may have been disposed of or renamed giv situation atypique ou n'existé pas de prolonger sur une périoderie de 10 ans \*\*

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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 (icône)  
0.30%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: PHOTO POSTS (icône)  
0.50%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: VIDEO POSTS (icône)  
0.95%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: ALBUM POSTS (icône)  
0.70%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: STATUS POSTS (icône)  
0.40%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: LINK POSTS (icône)  
0.30%

Source: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 1 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 PAGE, WITH DIFFERENT AUDIENCE SIZES.

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français

icônes en bas: navigation à gauche, navigation à droite, quatre carrés, loupe, trois barres, appareil photo, bulle de dialogue, palette de peinture, francais

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JAN 2024

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

Drapeau de la République tchèque (CZECHIA)

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK  
4.70 MILLION

FACEBOOK AD REACH VS. TOTAL POPULATION  
44.8%

FACEBOOK AD REACH VS. TOTAL INTERNET USERS  
48.3%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH  
-9.6% -500 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH  
-2.1% -100 THOUSAND

SHARE: FEMALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH  
52.6%

SHARE: MALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH  
47.4%

ADOPTION: OVERALL FACEBOOK AD REACH AGED 18+ VS. OVERALL  
POPULATION AGED 18+  
55.2%

ADOPTION: FEMALE FACEBOOK AD REACH AGED 18+ VS. FEMALE POPULATION  
AGED 18+  
57.5%

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

AGED 18+  
54.1%

ICÔNES DES SOURCES : MÉTA, KEPIOS, WE ARE SOCIAL, MELTWATER

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Sources et notes détaillées en bas de l'image. Jan 2024

YouTube: Advertising Audience Overview

The potential audience that marketers can reach with ads on YouTube  
Note: Please read the important notes on comparing data at the start of this report  
before comparing data on this chart with previous reports

[Czechia flag]  
Czechia

Total Potential Reach Of Ads On YouTube  
[YouTube icon] 8.05 MILLION

YouTube Ad Reach vs. Total Population  
[Icon of two people] 76.7%

YouTube Ad Reach vs. Total Internet Users  
[Globe icon] 82.7%

Quarter-On-Quarter Change In Reported YouTube Ad Reach  
[Icon of calendar with "90" on it] 0% [unchanged]

Year-On-Year Change In Reported YouTube Ad Reach  
[Icon of calendar with "365" on it] -0.2% -20 thousand

Share: Female YouTube Ad Reach Aged 18+ vs. Overall YouTube Ad Reach Aged 18+  
[Female icon] 49.9%

Share: Male YouTube Ad Reach Aged 18+ vs. Overall YouTube Ad Reach Aged 18+  
[Male icon] 50.1%

Adoption: Overall YouTube Ad Reach Aged 18+ vs. Overall Population Aged 18+  
[Three person icon] 83.9%

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

[Female "i" icon] 81.9%

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

[Male "i" icon] 86.0%

Sources: Google's advertising resources; KEPIOS analysis. Notes: Data 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+; ad reach data based on figures for potential ad reach; adoption rate values based on number of YouTube ad reach users aged 18+ divided by equivalent population aged 18+; adoption rate values for internet users based on data from Google, Apple, Facebook and other providers; viewership data figures not the same as active user data; reported reach data only; possible overlaps between user bases; changes in reporting methodology, revisions to historic data, and changes in reported definitions may mean that current values are not comparable to previously published figures. Definitions, original source details, geographic definitions, population base data, and changes in reporting periods can be found in our complete report; see link on contents page.

[We Are Social logo]

[Meltwater logo]

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[Icons: search, slide settings, overview grid, zoom, page view]

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

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**\*\* JAN 2024 \*\***

**\*\* INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER \*\***

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

**\*\* Average Instagram Engagement Rate for Business Accounts: ALL POST TYPES \*\***

![[Instagram Icon]

**\*\* ENGAGEMENTS vs. FOLLOWERS \*\***

2.03%

**\*\* ENGAGEMENTS vs. POST REACH \*\***

7.40%

---

**\*\*Average Instagram Engagement Rate for Business Accounts: IMAGE POSTS\*\***

![[Image Icon]]

**\*\*ENGAGEMENTS vs. FOLLOWERS\*\***

1.97%

**\*\*ENGAGEMENTS vs. POST REACH\*\***

7.80%

---

**\*\*Average Instagram Engagement Rate for Business Accounts: REELS POSTS\*\***

![[Reels Icon]]

**\*\*ENGAGEMENTS vs. FOLLOWERS\*\***

1.90%

**\*\*ENGAGEMENTS vs. POST REACH\*\***

6.78%

---

**\*\*Average Instagram Engagement Rate for Business Accounts: CAROUSEL POSTS\*\***

![[Carousel Icon]]

**\*\*ENGAGEMENTS vs. FOLLOWERS\*\***

2.30%

**\*\*ENGAGEMENTS vs. POST REACH\*\***

7.33%

---

Source: Socialinsider, figures represent averages for the period between 1st September

and 30 November 2023. Notes: Figures for "Engagements vs. Followers" compare the combined number of post likes and comments with the total number of account followers. Figures for "Engagements vs. Post Reach" compare the combined number of post likes and comments with the total reach of account posts. Reach refers to the total number of unique users reached. Figures are averages based on a wide variety of different kinds of Instagram business accounts from all over the world.

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! [Digital 2024 Czechia]

---JAN 2024

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

AVERAGE INSTAGRAM POST ENGAGEMENT RATE: OVERALL  
AVERAGE FOR BUSINESS ACCOUNTS

- ENGAGEMENTS vs. FOLLOWERS: 2.03%
- ENGAGEMENTS vs. POST REACH: 7.40%

AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH  
FEWER THAN 10,000 FOLLOWERS

- ENGAGEMENTS vs. FOLLOWERS: 2.17%
- ENGAGEMENTS vs. POST REACH: 6.92%

AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH 10,000  
TO 100,000 FOLLOWERS

- ENGAGEMENTS vs. FOLLOWERS: 1.95%
- ENGAGEMENTS vs. POST REACH: 7.92%

AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH MORE  
THAN 100,000 FOLLOWERS

- ENGAGEMENTS vs. FOLLOWERS: 1.77%
- ENGAGEMENTS vs. POST REACH: 6.55%

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  
LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS;  
FIGURES FOR "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED  
NUMBER OF LIKES AND COMMENTS WITH THE REACH OF THE POST IN



QUESTION. VALUES FOR EACH VERTICAL HAVE BEEN CALCULATED BASED ON A SAMPLE OF MORE THAN 200,000 INSTAGRAM BUSINESS ACCOUNTS COMBINED. REACH AS A PERCENTAGE OF INSTAGRAM FOLLOWERS APPEARS TO VARY SIGNIFICANTLY BETWEEN INDIVIDUAL COUNTRIES, SO GLOBAL AVERAGES MAY DIFFER FROM THOSE ABOVE, EVEN WHEN VERTICAL FINDINGS HOLD TRUE. NOTES: ALL PERCENTAGES ARE CALCULATED AS MEDIANS RATHER THAN AVERAGES TO AVOID SKEW FROM OUTLIERS. INSTAGRAM ENGAGEMENT RATES REFLECT THE PERCENTAGE OF ACCOUNT FOLLOWERS WHO LIKED OR COMMENTED ON POSTS. ACCOUNTS THAT ONLY POSTED ONE PHOTO DURING THE PERIOD HAD THEIR RESULTS REMOVED FROM THE STUDY. THERE IS NO BENCHMARK FOR ENGAGEMENT WITH INSTAGRAM REELS AT THIS TIME.

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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

3.60 MILLION

INSTAGRAM AD REACH vs. TOTAL POPULATION

34.3%

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS

37.0%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH

-5.3%

-200 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH

+7.5%

+250 THOUSAND

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

56.3%

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

43.7%

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

42.3%

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

46.0%

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

37.3%

SOURCES: META: ADVERTISING RESOURCES, KEPOS ANALYSIS, NOTES.  
BASED ON OFFICIALLY PUBLISHED FIGURES. GENDER DATA ONLY AVAILABLE  
FOR 'FEMALE' AND 'MALE.' SOURCE DATA FOR REACH BY GENDER INCLUDES  
USERS AGED 13 AND ABOVE. FIGURES MAY NOT REPRESENT UNIQUE  
INDIVIDUALS, AND MAY NOT MATCH THE POPULATION TOTALS ELSEWHERE IN  
THIS REPORT. POPULATION: UNITED NATIONS. ESSENTIAL NOTICE:  
ADVERTISING REACH FIGURES SUPPLIED BY META ARE BASED ON TOTAL  
NUMBER OF ACCOUNTS, COMPARED WITH COMPARABLE DATA FROM USER  
AND OTHER SOURCE IS BASED ON USERS. OTHER REASONS FOR  
DIFFERENCES MAY INCLUDE INDIVIDUALS WITH MULTIPLE ACCOUNTS AND  
CHANGES IN REPORTED POPULATIONS. COMPARABILITY.

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JAN 2024

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

Czechia (drapeau de la République tchèque)

#	SEARCH QUERY	INDEX
01	CZ	100
02	SONG	77
03	FILM	44
04	MUSIC	39

05	FILMY	36
06	PISNICKY	31
07	MINECRAFT	26
08	SONGS	21
09	FILMY CZ DABING	21
10	ROBLOX	20

#	SEARCH QUERY	INDEX
11	TARY	19
12	ASMR	18
13	POHÁDKY	17
14	SHOPAHOLICADEL	16
15	FIZI	15
16	FORTNITE	14
17	POHADKY	13
18	TIKTOK	13
19	BING	13
20	PISNICKY	12

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 PUBLISHED BY GOOGLE TRENDS, AND ARE REPRODUCED AS-IS TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE EXPRESSED WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX" VALUES IN THE SEARCH QUERIES TABLE ABOVE REPRESENT COMPARISONS WITH THE SEARCH VOLUME OF THE TOP QUERY. ADVISORY: GOOGLE TRENDS USES ANONYMIZED 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 -----

français

We are social logo

Meltwater logo\*\* Jan 2024\*\*

## # Messenger: Advertising Audience Overview

\_The potential audience that marketers can reach with ads on Facebook Messenger\_

### **\*\*TOTAL POTENTIAL REACH OF ADS ON MESSENGER\*\***

- Icon: Messaging bubble with three dots
- 4.10 MILLION

### **\*\*MESSENGER AD REACH VS. TOTAL POPULATION\*\***

- Icon: Human figures
- 39.0%

### **\*\*MESSENGER AD REACH VS. TOTAL INTERNET USERS\*\***

- Icon: Globe
- 42.1%

### **\*\*QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH\*\***

- Icon: Downward arrow in a circle
- -7.9%
- -350 THOUSAND

### **\*\*YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH\*\***

- Icon: Circular arrow with a 365-day calendar
- 0%
- [UNCHANGED]

### **\*\*SHARE: FEMALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER AD REACH AGED 18+\*\***

- Icon: Female figure
- 53.7%

### **\*\*SHARE: MALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER AD REACH AGED 18+\*\***

- Icon: Male figure
- 46.3%

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

- Icon: Three human figures
- 47.6%

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

- Icon: Female figure
- 50.6%

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

- Icon: Male figure
- 45.7%

\_Sources\_: META'S ADVERTISING RESOURCES, KEPIOS ANALYSIS

\_Notes\_: Based on ad platforms' published ranges. Gender data only available for "Female" and "Male." Source data for each gender was not published on the platform. Adoption of reach uses UN World Population Prospects, 2022 Revision, populations aged 18+.

Internet user numbers based on ITU, Internet World Stats, GSMA Intelligence, OpenSignal, and Ericsson. Social media user numbers based on active reporting by platforms and Kepios analysis.

Comparability: We Are Social, Meltwater

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Bottom-left corner:

- Page: 78
- Total pages: 135

Bottom row icons (left to right):

- Printer Icon
- Zoom-out Icon
- Left Arrow Icon
- Search Icon
- Language- French (français)
- Meltwater and We Are Social logos on bottom-right

## **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  
2.14 million

Pinterest ad reach vs. total population  
20.3%

Quarter-on-quarter change in reported Pinterest ad reach  
+8.1% +160 thousand

Year-on-year change in reported Pinterest ad reach

+29.7% +489 thousand

Pinterest ad reach vs. total internet users  
21.9%

Pinterest ad reach vs. population aged 13+  
23.5%

Female Pinterest ad reach vs. total Pinterest ad reach  
73.6%

Male Pinterest ad reach vs. total Pinterest ad reach  
21.5%

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', so values for 'male' and 'female' may not sum to 100%. Advisor: Reach numbers represent unique individuals, but reported ad reach may differ from active user base; see notes on comparability. All values are estimates. No changes versus prior reporting; includes ad accounts, defined research dates, and changes in research methodologies and definitions. Values for Czechia are extrapolated in some cases. Notes on data: dob

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Texte de l'image :

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français

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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

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN  
2.40 MILLION

LINKEDIN AD REACH vs. TOTAL POPULATION  
22.9%

LINKEDIN AD REACH vs. TOTAL INTERNET USERS  
24.6%

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH  
+4.3%  
+100 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH  
+9.1%  
+200 THOUSAND

SHARE: FEMALE LINKEDIN AD REACH AGED 18+ vs. OVERALL LINKEDIN AD  
REACH AGED 18+  
46.9%

SHARE: MALE LINKEDIN AD REACH AGED 18+ vs. OVERALL LINKEDIN AD REACH  
AGED 18+  
53.1%

ADOPTION: OVERALL LINKEDIN AD REACH AGED 18+ vs. OVERALL POPULATION  
AGED 18+  
28.2%

ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ vs. FEMALE POPULATION  
AGED 18+  
19.3%

ADOPTION: MALE LINKEDIN AD REACH AGED 18+ vs. MALE POPULATION AGED  
18+  
22.8%  
CZECHIA

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; GESAH ANALYSIS. NOTES:  
VALUES REFER TO EACH REGISTERED "MEMBER" SO ARE NOT COMPARABLE  
WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA REPRESENTS  
ACTIVE USERS. KEY DATA: ADVERTISER TOOLS; VALUES REFER TO % OF TOTAL  
REACH, SO EVEN IF 100% IS REACHED, MORE USERS MAY BE ACTIVE. BASED  
ON CONSUMER AND DEVICE RESEARCH.

## COMPARABILITY:

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**\*\* JAN 2024 \*\***

### **\*\* MOBILE CONNECTIVITY \*\***

**\* USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS \***

![[Flag of Czechia]](image)

**\*\* NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT) \*\***

![[Icon: mobile phone]](image)

**\*\* 14.62 MILLION \*\***

**\*\* NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION \*\***

![[Icon: three people]](image)

**\*\* 139.2% \*\***

**\*\* YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS \*\***

![[Icon: arrows up and down]](image)

**\*\* +0.09% \*\***

**\*\* +13 THOUSAND \*\***

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

![[Icon: antenna tower]](image)

**\*\* 98.6% \*\***

---

**\*\* 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: SEE CHANGES, VERSIONS OF THIS CHART PUBLISHED IN SOME OF OUR PREVIOUS REPORTS FEATURE CELLULAR CONNECTION FIGURES THAT INCLUDED CELLULAR IOT CONNECTIONS. FIGURES SHOWN HERE DO NOT INCLUDE CELLULAR IOT CONNECTIONS.



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**\*\*we are social\*\***  
**\*\*Meltwater\*\***

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**\*\*Langue:\*\* français**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  
2.09 MILLION

TIKTOK AD REACH vs. TOTAL POPULATION  
19.9%

TIKTOK AD REACH vs. TOTAL INTERNET USERS  
21.4%

QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH  
+23.4% +397 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH  
+7.0% +138 THOUSAND

SHARE: FEMALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+  
51.5%

SHARE: MALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+  
48.5%

ADOPTION: OVERALL TIKTOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+  
24.5%

ADOPTION: FEMALE TIKTOK AD REACH AGED 18+ vs. FEMALE POPULATION  
AGED 18+  
24.7%

ADOPTION: MALE TIKTOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+  
24.3%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS 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'. ADOPTION  
RELATIVE POPULATION AND INTER-REACH INDICATOR. CHANGE VALUES  
REPRESENT NOMINAL (NOT ABSOLUTE) CHANGES IN REPORTED REACH.  
TOTAL POPULATION REACH VALUES REACH BASED ON KEPIOS ANALYSIS OF  
INTERNET USER AND POPULATION DATA FROM A VARIETY OF SOURCES. FOR  
MORE DETAILED NOTES, AND EXPLANATIONS OF IMPORTANT THINGS TO NOTE  
WHEN INTERPRETING THESE FIGURES, SEE THE INTRODUCTION TO THIS  
REPORT AND READ THE IMPORTANT NOTES ON COMPARABILITY. © 2024 WE  
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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

[Czech Flag] CZECHIA

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES  
65.83%  
YEAR-ON-YEAR CHANGE  
-8.4% (-600 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES  
33.62%  
YEAR-ON-YEAR CHANGE  
+22.4% (+616 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES  
0.35%  
YEAR-ON-YEAR CHANGE  
-36.4% (-20 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES

0%

YEAR-ON-YEAR CHANGE

[UNCHANGED]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES

0.20%

YEAR-ON-YEAR CHANGE

+25.0% (+4 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 ALL MOBILE BROWSERS IN DECEMBER 2023. FIGURES CHANGE MAY BE SUBJECT TO REVISION. MOBILE OPERATING SYSTEMS PROVIDED BY SAMSUNG ARE BIG, BADA & TIZEN.

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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.

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT

1.24 MILLION

SNAPCHAT AD REACH VS. TOTAL POPULATION

11.8%

SNAPCHAT AD REACH VS. TOTAL INTERNET USERS

12.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH

-5.7%

-75 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH

-1.0%

-13 THOUSAND

SHARE: FEMALE SNAPCHAT AD REACH AGED 18+ VS. OVERALL SNAPCHAT AD REACH AGED 18+  
55.2%

SHARE: MALE SNAPCHAT AD REACH AGED 18+ VS. OVERALL SNAPCHAT AD REACH AGED 18+  
43.7%

ADOPTION: OVERALL SNAPCHAT AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+  
11.0%

ADOPTION: FEMALE SNAPCHAT AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+  
11.9%

ADOPTION: MALE SNAPCHAT AD REACH AGED 18+ VS. MALE POPULATION AGED 18+  
9.9%

CZECHIA

80 SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIS ANALYSIS. NOTES: DATA ARE NOT AVAILABLE FOR ALL OCCASIONS; VALUES BASED ON INTERNET USERS AND POPULATION AGED 18+ ONLY; GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE", BUT PEOPLE WHO USE SNAPCHAT MAY SELF-IDENTIFY AS DIFFERENT GENDERS (INCLUDING NO GENDER), AND / OR USE SNAPCHAT IRRESPECTIVE OF THEIR GENDER IDENTITY; MORE DETAILS IN THE APPENDIX. NOTE: FIGURES MAY NOT EQUAL THE TOTAL DUE TO ROUNDING. NOTE: VALUES FOR "POTENTIAL REACH" ARE ESTIMATES BASED ON SNAPCHAT'S ADDRESSABLE AUDIENCE DATA, WHICH SNAPCHAT REPORTS CAN VARY, EVEN OVER SHORT PERIODS OF TIME. NOTE: EACH REACH VALUE REPRESENTS A DISTINCT AUDIENCE; VALUES FOR EACH INDIVIDUAL PLATFORM AND TOTAL AUDIENCES ARE NOT COMPARABLE. NOTES AND DATA SOURCES FOR ALL CHARTS IN THIS REPORT AVAILABLE IN THE APPENDIX.

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### 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

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#### TOTAL POTENTIAL REACH OF ADS ON X (TWITTER)

\*\*1.90 MILLION\*\*

#### X AD REACH VS. TOTAL POPULATION

\*\*18.1%\*\*

#### X AD REACH VS. TOTAL INTERNET USERS

\*\*19.5%\*\*

#### QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH

\*\*+8.3% (+146 THOUSAND)\*\*

#### YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH

\*\*+35.4% (+496 THOUSAND)\*\*

---

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

\*\*31.1%\*\*

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

\*\*68.9%\*\*

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

\*\*14.5%\*\*

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

\*\*8.8%\*\*

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

\*\*20.5%\*\*

---

\*Sources: ITU; ADVERTISING RESOURCES; KEPIOS ANALYSIS NOTES: VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENE DATA CAN ONLY AVAILABLE FOR "FEMALE" AND "MALE" ADVISORY: SIGNIFICANT ANOMALIES IN SOURCE DATA, ESPECIALLY FOR ONLINE SHOPPERS AND GAME TIME DATA. NOTE:

ANYTIME USE NUMBERS INCLUDING FOR SPECIFICATION, USAGE IN ROLLING PERIODS, UNREGULAR PER INTERPRETIVE COMPARABLES Sometimes defining principles applicable to symbol use and MIDPOINTS IF DATA IS CONSIDERED, AVAILABLE TO ADJUST USAGE IS SHARED.

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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

[N/A]

SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS  
27.6%

SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS  
30.7%

SHARE OF SMARTPHONE TIME: UTILITY & PRODUCTIVITY  
21.4%

SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)  
13.7%

SHARE OF SMARTPHONE TIME: SHOPPING APPS  
1.0%

SHARE OF SMARTPHONE TIME: ALL OTHER APPS  
5.5%

SHARE OF SMARTPHONE TIME: WEB BROWSERS & SEARCH ENGINES\*  
12.3%

SOURCE: DATAAI. INTELLIGENCE. SEE DATA AI. NOTES: FIGURES REPRESENT SHARE OF TIME SPENT USING ANDROID PHONES BETWEEN 1 JANUARY AND 31 DECEMBER 2023. CATEGORY DEFINITIONS REPRESENT DATAAI. USAGE CATEGORY SPLITS MAY NOT MATCH INDIVIDUAL APP USE DEFINITIONS. \* WEB BROWSERS AND SEARCH ENGINES IS A SUBCATEGORY OF THE "UTILITY &

PRODUCTIVITY” PRIMARY IS CLASSIFICATION. COMPARABILITY: SIGNIFICANT CHANGES IN THE DEFINITIONS USED FOR EACH APP CATEGORY. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

WEARESOCAIL DIGITAL 2024

Czechia

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français

Data

Meltwater

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

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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

(CZECHIA FLAG) CZECHIA

1. TOTAL NUMBER OF MOBILE APP DOWNLOADS:  
301.5 MILLION

2. YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP  
DOWNLOADS:  
+9.9% (+27 MILLION)

3. ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES  
(USD):  
\$285.9 MILLION

4. YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-  
APP PURCHASES:  
+28.2% (+\$63 MILLION)

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI NOTES. FIGURES PRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2023. 'CONSUMER SPEND' ONLY INCLUDES SPEND

ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE TRANSACTIONS OR MOBILE ADVERTISING. CONSUMER SPEND FIGURES ARE IN U.S. DOLLARS.

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icône de flèche vers la gauche, icône de deux cartes, icône de loupe, icône de partage, icône d'imprimante, icône de drapeau, icône de loupe avec plus (+).

français.

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This transcription captures all the textual elements and symbols detailed in the provided image. Jan 2024

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

Czechia (flag)

Q4 2021: 14.9M  
Q1 2022: 15.1M (+0.9%)  
Q2 2022: 14.5M (-3.7%)  
Q3 2022: 14.6M (+1.0%)  
Q4 2022: 14.6M (-0.2%)  
Q1 2023: 14.6M (0.0%)  
Q2 2023: 14.6M (-0.06%)  
Q3 2023: 14.6M (+0.4%)  
Q4 2023: 14.6M (+0.008%)

Source: GSMA Intelligence

Note: Excludes cellular IoT connections. Where letters are shown next to figures above bars: "K" denotes thousands (e.g., "123.1K" = 123,100), "M" denotes millions (e.g., "12.4M" = 12,400,000), and "B" denotes billions (e.g., "1.23B" = 1,230,000,000). Where no letters are present, values are shown as is. Comparability: Base changes, see notes on data.

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**\*\* JAN 2024 \*\***

**\*\* APP RANKING: MONTHLY ACTIVE USERS \*\***

**MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS  
BETWEEN 01 JANUARY AND 31 DECEMBER 2023**

---

**\*\* # MOBILE APP \*\* | \*\* COMPANY \*\***

01. YOUTUBE | GOOGLE
02. WHATSAPP MESSENGER | META
03. GOOGLE | GOOGLE
04. CHROME BROWSER | GOOGLE
05. FACEBOOK | META
06. GOOGLE MAPS | GOOGLE
07. FACEBOOK MESSENGER | META
08. GMAIL | GOOGLE
09. GOOGLE MESSENGER | GOOGLE
10. INSTAGRAM | META

---

**\*\* # MOBILE GAME \*\* | \*\* COMPANY \*\***

01. ROBLOX | ROBLOX
02. BRAWL STARS | TENCENT
03. GEOMETRY DASH | ROBTOP
04. POKEMON GO | Niantic
05. SUBWAY SURFERS | TENCENT
06. WORDS OF WONDERS | FUGO
07. MINECRAFT POCKET EDITION | MICROSOFT
08. CLASH ROYALE | TENCENT
09. 2 3 4 PLAYER MINI GAMES | BETTER WORLD GAMES
10. CHESS.COM | CHESS.COM

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**\*\* SOURCE: \*\* DATA.AI INTELLIGENCE, SEE DATA.XL \*\* NOTES: \*\* RANKINGS  
BASED ON COMBINED MONTHLY ACTIVE USERS ACROSS IPHONES AND  
ANDROID PHONES BETWEEN 01 JANUARY AND 31 DECEMBER 2023.**

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**J'espère que cela vous aide ! 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: 63.5%
- EASY RETURNS POLICY: 46.8%
- COUPONS AND DISCOUNTS: 46.7%
- CUSTOMER REVIEWS: 39.6%
- LOYALTY POINTS: 38.4%
- SIMPLE ONLINE CHECKOUT: 34.4%
- NEXT-DAY DELIVERY: 31.9%
- GUEST CHECKOUT: 21.2%
- ECO-FRIENDLY CREDENTIALS: 11.8%
- INTEREST-FREE PAYMENTS: 7.6%
- SOCIAL LIKES & COMMENTS: 7.4%
- EXCLUSIVE CONTENT OR SERVICES: 6.0%
- SOCIAL BUY BUTTONS: 5.1%
- CLICK AND COLLECT: 3.9%

Source: GWI Q3 2023. Figures represent the findings of a broad survey of Internet users aged 16 to 64. See GWI. Methodology changes: see notes on data. Digital 2024 Czechia. We Are Social. Meltwater.\*\*JAN 2024\*\*

# APP RANKING: DOWNLOADS

\*\*RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN 01 JANUARY AND 31 DECEMBER 2023\*\*

\*\*CZECHIA\*\*

## \*\*Mobile App\*\*

#	MOBILE APP	COMPANY
01	SHEIN	SHEIN
02	ZÁSILKOVNA	ZÁSILKOVNA S.R.O
03	WHATSAPP MESSENGER	META
04	M äç Ä\$U T	ALBERT ÄU4¼ \$U T\$Ä”” Ä
05	CLUBCARD TESCO CZECHIA	TESCO
06	MEIN DM DEUTSCHLAND	DM DROGERIE MARKT
07	TEMU	PDD HOLDINGS
08	TIKTOK	BYTEDANCE
09	DUOLINGO: LEARN LANGUAGES	DUOLINGO
10	LIDL PLUS	SCHWARZ GRUPPE

## \*\*Mobile Game\*\*

#	MOBILE GAME	COMPANY
01	ROBLOX	ROBLOX
02	BLOCK BLAST ADVENTURE MASTER	HUNGRY STUDIO
03	WORDS OF WONDERS	FUGO
04	ROYAL MATCH	DREAM GAMES
05	SUBWAY SURFERS	TENCENT
06	MY PERFECT HOTEL	SAYGAMES
07	BRAIN TEST: TRICKY PUZZLES	UNICO STUDIO
08	FISHDOM	PLAYRIX
09	2 3 4 PLAYER MINI GAMES	BETTER WORLD GAMES
10	RACE MASTER	SAYGAMES

**\*\*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.

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**\*français\***

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APP RANKING: CONSUMER SPEND  
RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND  
BETWEEN 01 JANUARY AND 31 DECEMBER 2023

[TABLE ON THE LEFT]

#	MOBILE APP	COMPANY
01	GOOGLE ONE	GOOGLE
02	TIKTOK	BYTEDANCE
03	DISNEY+	DISNEY
04	YOUTUBE	GOOGLE
05	TINDER	MATCH GROUP
06	DUOLINGO: LEARN LANGUAGES	DUOLINGO
07	BADOO	BUMBLE
08	MAX: STREAM HBO, TV, & MOVIES	WARNER BROS. DISCOVERY
09	FITIFY: FULL BODY WORKOUT	FITIFY
10	CALORIE-COUNTER BY DINE4FIT	DINE4FIT, A.S.

[TABLE ON THE RIGHT]

#	MOBILE GAME	COMPANY
01	ROBLOX	ROBLOX
02	GARDENSCAPES BY PLAYRIX	PLAYRIX
03	COIN MASTER	MOON ACTIVE
04	RALLYACES POKER	ATRIX
05	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
06	ROYAL MATCH	DREAM GAMES
07	HOMESCAPES	PLAYRIX
08	FISHDOM	PLAYRIX
09	SHAKES AND FIDGET	STILLFRONT
10	POKÉMON GO	NIANTIC

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTE: RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE 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.

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[Dual logos at the bottom right]

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**\*\*JAN 2024 - WEEKLY ONLINE SHOPPING ACTIVITIES\*\***

**\*\*PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK\*\***

1. **\*\*Purchased a product or service online\*\*** - 56.7%  
(Icône de panier d'achat)
2. **\*\*Ordered groceries via an online store\*\*** - 17.8%  
(Icône de poire)
3. **\*\*Bought a second-hand item via an online store\*\*** - 9.2%  
(Icône de flèches circulaires)
4. **\*\*Used an online price comparison service\*\*** - 38.5%  
(Icône de dollar autour de deux flèches)
5. **\*\*Used a buy now, pay later service\*\*** - 3.0%  
(Icône de calendrier avec signe dollar)

Drapeau du pays : (drapeau de la République tchèque)

\_SOURCES:\_

- GWI Q3 2021. Figures represent the findings of a broad survey of internet users aged 16 to 64. See [gwi.com/comparability](https://www.gwi.com/comparability).
- Methodology changes: see notes on data.

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\_Français - Meltwater - We are Social\_ \*\*ECOMMERCE\*\*

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françaisJAN 2024

ONLINE RIDE-HAILING OVERVIEW

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

NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES

1.73 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE  
USERS

+2.4%

+40 THOUSAND

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

\$130.7 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE RIDE-HAILING BOOKINGS

+18.0%

+\$20 MILLION

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

\$75.67

SOURCE: STATISTA MOBILITY MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). NOTE: IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE. "BOOKINGS" VALUES INCLUDE THE BOOKING OF SERVICES IN PRIVATE-HIRE VEHICLES (E.G. UBER, GRAB) AND TRADITIONAL TAXI SERVICES, ONLY IF BOOKINGS THAT ARE MADE VIA ONLINE SERVICES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023. VALUES ARE IN U.S. DOLLARS. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES: FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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100 sur 135\*\*JAN 2024 FINANCIAL INCLUSION FACTORS\*\*

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

- \*\*ACCOUNT WITH A FINANCIAL INSTITUTION\*\*

- 94.9%
- Female: 93.4%
- Male: 96.5%

- \*\*CREDIT CARD OWNERSHIP\*\*

- 29.9%
- Female: 28.1%
- Male: 31.7%

- \*\*DEBIT CARD OWNERSHIP\*\*

- 89.1%
- Female: 87.1%
- Male: 91.0%

- \*\*MOBILE MONEY ACCOUNT (E.G., MPESA, GCASH)\*\*

- [N/A]
- Female: [N/A]
- Male: [N/A]

- \*\*MADE A DIGITAL PAYMENT (PAST YEAR)\*\*

- 93.1%
- Female: 91.8%
- Male: 94.5%

- \*\*MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)\*\*

- 74.7%
- Female: 70.4%
- Male: 79.1%

- \*\*USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)\*\*

- 55.0%
- Female: 51.8%
- Male: 58.2%

- \*\*USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)\*\*

- 70.5%
- Female: 68.2%
- Male: 72.9%

- **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 OF TOTAL POPULATION. "MOBILE MONEY ACCOUNTS" ONLY REFERS TO SERVICES THAT OFFER MOBILE MONEY VIA INDEPENDENT WALLET SERVICES TIED TO A PHONE NUMBER, SUCH AS MPESA, GCASH, OR ALIPAY'S TYPE-S SERVICES, AND DOES NOT INCLUDE PAYMENT SERVICES SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY.

- **Digital 2024 Czechia**

- **Page**: 93 sur 135

- **Logo**: We Are Social

- **Logo**: Meltwater

- **Flag**:

- Country: Czechia JAN 2024

TOP GOOGLE SHOPPING SEARCHES

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

# | SEARCH QUERY | INDEX vs. TOP QUERY

01	NIKE	100
02	BOTY	76
03	IPHONE	59
04	LEGO	50
05	JORDAN	46
06	SAMSUNG	34
07	BAZAR	31
08	ADIDAS	26
09	HODINKY	24
10	BATOH	22
11	KOLO	22
12	ALZA	22
13	LIDL	20
14	JORDAN 1	19
15	APPLE	19
16	XIAOMI	19
17	PS4	18
18	POSTEL	17
19	BOTY NIKE	16
20	TENISKY	16

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 BY 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 FOR EACH QUERY SHOWS RELATIVE SEARCH VOLUME VALUES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY.

ADVISORY: GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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ECOMMERCE: CONSUMER GOODS CATEGORIES  
ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE  
CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2023)

CZECHIA

- ELECTRONICS  
\$1.79 BILLION  
YEAR-ON-YEAR CHANGE +5.3% (+\$90 MILLION)
- FASHION  
\$1.84 BILLION  
YEAR-ON-YEAR CHANGE -12.9% (-\$210 MILLION)
- FOOD  
\$710.0 MILLION  
YEAR-ON-YEAR CHANGE -1.4% (-\$10 MILLION)
- BEVERAGES  
\$320.0 MILLION  
YEAR-ON-YEAR CHANGE [UNCHANGED]
- DIY & HARDWARE  
\$390.0 MILLION  
YEAR-ON-YEAR CHANGE -7.1% (-\$30 MILLION)
- FURNITURE  
\$470.0 MILLION



YEAR-ON-YEAR CHANGE +17.5% (+\$70 MILLION)

- PHYSICAL MEDIA

\$220.0 MILLION

YEAR-ON-YEAR CHANGE -8.3% (-\$20 MILLION)

- BEAUTY & PERSONAL CARE

\$320.0 MILLION

YEAR-ON-YEAR CHANGE +3.2% (+\$10 MILLION)

- TOBACCO PRODUCTS

\$130.0 MILLION

YEAR-ON-YEAR CHANGE -7.1% (-\$10 MILLION)

- TOYS & HOBBY

\$150.0 MILLION

YEAR-ON-YEAR CHANGE [UNCHANGED]

- HOUSEHOLD ESSENTIALS

\$100.0 MILLION

YEAR-ON-YEAR CHANGE +11.1% (+\$10 MILLION)

- OVER-THE-COUNTER PHARMACEUTICALS

\$210.0 MILLION

YEAR-ON-YEAR CHANGE [UNCHANGED]

- LUXURY GOODS

\$140.0 MILLION

YEAR-ON-YEAR CHANGE +16.7% (+\$20 MILLION)

- EYEWEAR

\$190.0 MILLION

YEAR-ON-YEAR CHANGE [UNCHANGED]

SOURCE: STATISTA ECOMMERCE MARKET. SEE STATISTA.COM. NOTES:  
FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES EXPRESSED IN  
U.S. DOLLARS, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR.  
THE PHYSICAL MEDIA CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS  
OR STREAMING. COMPARABILITY: SIGNIFICANT DATA REVISIONS AND MAJOR  
CATEGORY DEFINITION CHANGES.  
FIGURES ARE NOT COMPARABLE WITH PREVIOUS EDITIONS.

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

NUMBER OF PEOPLE USING ONLINE DOCTOR CONSULTATION SERVICES:  
230.0 THOUSAND

YEAR-ON-YEAR CHANGE IN USERS OF ONLINE DOCTOR CONSULTATION SERVICES:  
+9.5% +20 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE DOCTOR CONSULTATIONS (USD, 2023):  
\$30.68 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE, ONLINE DOCTOR CONSULTATIONS:  
+18.6% +\$4.8 MILLION

AVERAGE ANNUAL VALUE PER USER, ONLINE DOCTOR CONSULTATIONS (USD, 2023):  
\$134

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 JANUARY 2024, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE. "000" VALUES SHOW ABSOLUTE CHANGE.

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Brands: statista, Meltwater, we are socialJAN 2024  
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

2.09 MILLION

YEAR-ON-YEAR CHANGE  
IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING USERS

+10.0%  
+190 THOUSAND

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

\$182.0 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL FITNESS & WELL-BEING  
MARKET

+13.8%  
+22 MILLION

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

\$87.17

103

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES:  
INCLUDES WEARABLES, FITNESS AND ACTIVITY TRACKING WRISTWEAR,  
SMART SCALES, FITNESS APPS THAT TRACK PARAMETERS. FUNCTIONALITIES  
(E.G. GLUCOSE COUNTING, ANIMATION) AND NUTRITION AND WELLNESS APPS  
DO NOT INCLUDE SMART CLOTHING, SMART SUITS, SMART WEAR, HEALTH  
RANKING APPS,

INCLUDES FUNCTIONALITIES E.G. CHRONIC DISEASE MONITORING, SLEEP  
MONITORING, STRESS TRACKING, WEARABLE APPS, AND COMPARISONS TO  
POPULATION BASED AVERAGES. VALUES FOR THE RETROSPECTIVE  
FINANCIAL VALUES ARE IN USD. DOLLARS, PERCENTAGE CHANGE VALUES  
SHOW ABSOLUTE CHANGE.

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Meltwater

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Où Ø<ÝèØ<Ýÿ

françaisJAN 2024

DIGITAL MEDIA SPEND

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

[Flag of Czechia]  
CZECHIA

TOTAL

\$608.7 MILLION

YEAR-ON-YEAR CHANGE

+15.2% (+\$80 MILLION)

VIDEO GAMES

\$310.5 MILLION

YEAR-ON-YEAR CHANGE

+17.2% (+\$46 MILLION)

VIDEO-ON-DEMAND

\$146.2 MILLION

YEAR-ON-YEAR CHANGE

+17.1% (+\$21 MILLION)

EPUBLISHING

\$101.1 MILLION

YEAR-ON-YEAR CHANGE

+9.6% (+\$8.8 MILLION)

DIGITAL MUSIC

\$50.79 MILLION

YEAR-ON-YEAR CHANGE

+9.4% (+\$4.4 MILLION)

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: SIZE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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[Icons and logos for different tools and options, including settings, zoom, download, and language (français)]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  
21.8%

Share of B2C ecommerce transaction volume attributable to debit and credit cards

24.9%

Share of B2C ecommerce transaction volume attributable to bank transfers  
32.7%

Share of B2C ecommerce transaction volume attributable to cash-on-delivery  
15.4%

Share of B2C ecommerce transaction volume attributable to other payment methods  
5.3%

SOURCE: PPPO NOTE: FIGURES REPRESENT SHARE OF THE TOTAL NUMBER  
OF B2C ECOMMERCE TRANSACTIONS IN 2022.

Digital 2024 Czechia, 97 sur 135  
We Are Social MeltwaterJan 2024  
DIGITAL CONTENT PURCHASES  
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE  
OF DIGITAL CONTENT EACH MONTH

1. Movie or TV streaming service: 21.6%
2. Music streaming service: 16.4%
3. Mobile app: 10.9%
4. Mobile game: 6.6%
5. Music download: 5.7%
6. E-book: 5.6%
7. In-app purchases: 5.3%
8. Premium web service: 4.5%
9. Study programs and learning materials: 4.0%
10. Software package: 3.4%
11. Dating service: 3.1%
12. Online magazine subscription: 3.1%
13. News service: 2.2%
14. Digital gifts: 2.0%

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.

we are social / MeltwaterL'image présente le contenu suivant sous forme textuelle:

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DIGITAL MARKETING

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En bas à gauche de l'image, on peut lire:

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Digital 2024 Czechia

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Le mot "français" est visible en bas à droite. Voici la retranscription textuelle de l'image :

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**\*\*JAN 2024\*\***

**\*\*SOURCES OF BRAND DISCOVERY\*\***

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

1. SEARCH ENGINES - 46.0%
2. TV ADS - 33.2%
3. WORD-OF-MOUTH - 32.1%
4. PRODUCT COMPARISON WEBSITES - 28.8%
5. BRAND WEBSITES - 26.6%
6. SOCIAL MEDIA ADS - 24.3%
7. EMAILS OR PHYSICAL MAIL - 23.9%
8. ADS ON WEBSITES - 21.7%
9. IN-STORE PROMOS - 21.3%
10. TV SHOWS AND FILMS - 21.0%
11. SOCIAL MEDIA COMMENTS - 20.3%
12. CONSUMER REVIEW SITES - 16.4%
13. RADIO ADS - 15.9%
14. BILLBOARDS & POSTERS - 14.1%
15. PRINT PRESS ADS - 13.5%

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\*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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## ENGAGEMENT WITH DIGITAL MARKETING

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

(CZECHIA flag image)

### 1. RESEARCH BRANDS ONLINE BEFORE MAKING A PURCHASE

52.5%

YOY: -1.7% (-90 BPS)

### 2. VISITED A BRAND'S WEBSITE IN THE PAST 30 DAYS

58.4%

YOY: -3.3% (-200 BPS)

### 3. CLICKED OR TAPPED ON A BANNER AD ON A WEBSITE IN THE PAST 30 DAYS

11.4%

YOY: [UNCHANGED]

### 4. CLICKED OR TAPPED ON A SPONSORED SOCIAL MEDIA POST IN THE PAST 30 DAYS

10.5%

YOY: +15.4% (+140 BPS)

### 5. DOWNLOADED OR USED A BRANDED MOBILE APP IN THE PAST 30 DAYS

11.4%

YOY: -4.2% (-50 BPS)

(SOURCE: GWI Q3 2021, figures represent the findings of a broad survey of Internet users aged 16 to 64. SEE [GWI.COM/GET-CHARTS](https://www.gwi.com/get-charts). NOTES: YOY figures represent year-on-year change - percentage change values compare the change in the percentage of 2024 from a starting value of 100. BPS values represent basis points, and indicate the absolute change. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA. Additional logos: WE ARE SOCIAL, Meltwater) JAN 2024

## ONLINE TRAVEL AND TOURISM

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

Image: Czechia flag

CZECHIA

## FLIGHTS

\$1.12 BILLION

YEAR-ON-YEAR CHANGE

+42.3% (+\$334 MILLION)

#### TRAINS

\$302.8 MILLION

YEAR-ON-YEAR CHANGE

+49.2% (+\$100 MILLION)

#### CAR RENTALS

\$62.73 MILLION

YEAR-ON-YEAR CHANGE

+27.1% (+\$13 MILLION)

#### LONG-DISTANCE BUSES

\$76.11 MILLION

YEAR-ON-YEAR CHANGE

+47.2% (+\$24 MILLION)

#### HOTELS

\$804.9 MILLION

YEAR-ON-YEAR CHANGE

+16.2% (+\$112 MILLION)

#### PACKAGE HOLIDAYS

\$1.21 BILLION

YEAR-ON-YEAR CHANGE

+31.4% (+\$288 MILLION)

#### VACATION RENTALS

\$245.0 MILLION

YEAR-ON-YEAR CHANGE

+17.4% (+\$36 MILLION)

#### CRUISES

\$1.95 MILLION

YEAR-ON-YEAR CHANGE

+45.5% (+\$610 THOUSAND)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK; STATISTA MOBILITY MARKET OUTLOOK; [ILLEGIBLE] ISTATISTA.COM. NOTE: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN [REST ILLEGIBLE] JAN 2024  
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): \$2.74 billion

Year-On-Year Change in Total Ad Spend (all channels): +5.4% (+\$140 million)

Digital Ad Spend (including search and social media): \$1.56 billion



Year-On-Year Change in Digital Ad Spend: +8.8% (+\$126 million)  
Digital Ad Spend as a percentage of Total Ad Spend: 56.8%

Source: Statista Market Outlooks; see [statista.com](https://www.statista.com). Notes: Figures represent estimates for full-year 2023

and comparisons with equivalent values for the previous calendar year, expressed in nominal U.S. dollars.

Percentage change values were also based on nominal figures.

Note: Not comparable if base amounts are in different currencies without conversion.

Source: statista

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