Richesse du contenu numérique - Pologne (Janvier 2024)

- **Population Totale :**
  - 40.57 millions
  - Variation annuelle : -2.2% (-903 mille)
  - Urbanisation : 60.3%

- **Connexions Mobiles :**
  - 53.06 millions
  - Variation annuelle : +0.4% (+224 mille)
  - Total vs. Population : 130.8%

- **Utilisateurs d'Internet :**
  - 35.75 millions
  - Variation annuelle : -2.2% (-796 mille)
  - Total vs. Population : 88.1%

- **Identités sur les Réseaux Sociaux :**
  - 27.90 millions
  - Variation annuelle : +1.5% (+400 mille)
  - Total vs. Population : 68.8%

Sources : ONU, autorités gouvernementales, GSMA Intelligence, ITU, Eurostat, GWI, Kepios, SIMAP, LinkedIn, Meltwater, plateformes sociales, recherches de données IDC. Remarque : Des divergences significatives dans les données sources indiquent que les chiffres illustrés ne sont pas comparables aux précédents rapports.

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"Ceci est le contenu du  document."JAN 2024

POPULATION ESSENTIALS
DEMOGRAPHICS AND OTHER KEY INDICATORS

TOTAL POPULATION
40.57
MILLION

FEMALE POPULATION
51.6%

MALE POPULATION
48.4%

YEAR-ON-YEAR CHANGE
IN TOTAL POPULATION
-2.2%
-903 THOUSAND

MEDIAN AGE OF
THE POPULATION
40.4

URBAN POPULATION
60.3%

POPULATION DENSITY
(PEOPLE PER KM²)
132.7

OVERALL LITERACY
(ADULTS AGED 15+)
99.8%

FEMALE LITERACY
(ADULTS AGED 15+)
99.8%

MALE LITERACY
(ADULTS AGED 15+)
99.8%

Sources:
```

Kepios Analysis, United Nations, Local Government Authorities, World Bank, UNESCO, CIA World Factbook, Our World in Data, Indiemunde, Knoema.

We Are Social, Meltwater

Poland



Population Over Time
Population by Year, with Year-on-Year Change

Jan 2014: 38.6M (-0.04%)
Jan 2015: 38.6M (-0.1%)
Jan 2016: 38.5M (0%)
Jan 2017: 38.5M ("H[0%])
Jan 2018: 38.5M (-0.06%)
Jan 2019: 38.5M (-0.08%)
Jan 2020: 38.5M (-0.3%)
Jan 2021: 38.4M (-0.4%)
Jan 2022: 38.2M (+8.5%)
Jan 2023: 41.5M (-2.2%)
Jan 2024: 40.6M

Sources: United Nations; Local Government Authorities; Kepios Analysis. Note: Where letters are shown next to figures above bars, 'K' denotes thousands (e.g., 12.3K = 12,3000), 'M' denotes millions (e.g., 1.2M = 1,200,000), and 'B' denotes billions (e.g., 123B = 123,000,000,000). 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.





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

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**JAN 2024**
**FINANCIAL AND DEVELOPMENTAL INDICATORS**
**WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO ESSENTIAL SERVICES, AND DEVICE OWNERSHIP**
POLAND

Gross Domestic Product (Current U.S. Dollars)
$842.2 Billion
Percentage of the population earning less than $3.65 (2017, PPP) per day
0.2%

Gross Domestic Product (PPP, Current International Dollars)
$1.71 Trillion
Percentage of the population with access to basic drinking water
90.4%

Gross Domestic Product per capita (Current U.S. Dollars)
$22.4 Thousand
Percentage of the population with access to basic sanitation
99.0%

Gross Domestic Product per capita (PPP, Current International Dollars)
$45.5 Thousand
Percentage of the population with access to electricity
100%

Net National Income per capita (Current U.S. Dollars)
$15.1 Thousand
Percentage of the population that owns a mobile phone (any type)
96.0%

Sources: IMF, World Bank (most latest published data in 2023). Definitions: $3.65 (2017 PPP): reflects local purchasing power parity; based on the World Bank's 2017 exchange reference rate. Basic drinking water: percentage of the total population that has access to safe, properly-managed, on-premises drinking water as an improved source. Proved coverage through home installations, standpipes, and rainwater harvesting. Basic sanitation: percentage of the total population with access to improved sanitation facilities provided for by a sewer network, septic tanks, and minimum standards for fecal sludge management. Comparability: figures use latest published values but sources and base years vary among indicators. Caution: indicators that may not match values as shown elsewhere in this report.

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Lien (URL), pictogramme de la langue.

----------------------------------------------------------------------Bien sûr! 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

| AGE | POPULATION | % SHARE |
|---|---|---|
| AGE 0-4 | 1.09 M | 4.9% |
| AGE 5-9 | 2.01 M | 5.0% |

| | | |
|---|---|---|
| AGE 10-14 | 2.06 M | 5.1% |
| AGE 15-19 | 2.15 M | 5.3% |
| AGE 20-24 | 2.28 M | 5.0% |
| AGE 25-29 | 2.59 M | 6.4% |
| AGE 30-34 | 2.94 M | 7.3% |
| AGE 35-39 | 3.26 M | 8.0% |
| AGE 40-44 | 3.34 M | 8.2% |
| AGE 45-49 | 3.06 M | 7.5% |
| AGE 50-54 | 2.54 M | 6.3% |
| AGE 55-59 | 2.26 M | 5.6% |
| AGE 60-64 | 2.41 M | 5.9% |
| AGE 65-69 | 2.57 M | 6.3% |
| AGE 70-74 | 2.13 M | 5.2% |
| AGE 75-79 | 1.34 M | 3.3% |
| AGE 80-84 | 806 K | 2.0% |
| AGE 85-89 | 536 K | 1.3% |
| AGE 90-94 | 232 K | 0.6% |
| AGE 95-99 | 145 K | 0.4% |
| AGE 100+ | 5.692 | <0.1% |

SOURCES: Extrapolation 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 letters AE are shown next to figures, values are shown approximately. Where X is present, values are specific. Where LS is present, values are less certain. Where NS is present, values are not specified.

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**DIGITAL 2024 POLAND**
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[Logos de "We Are Social" et "Meltwater"]
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**
- 98.1%
- Year-on-year change: +0.6% (+57 BPS)

**Using the internet via a laptop, desktop, or tablet**
- 95.3%
- Year-on-year change: -1.0% (-95 BPS)

**Using social media**
- 94.6%
- Year-on-year change: +0.3% (+24 BPS)

**Watching linear and broadcast TV**
- 89.3%
- Year-on-year change: -3.3% (-309 BPS)

**Watching streaming and on-demand TV**
- 69.1%
- Year-on-year change: -4.2% (-307 BPS)

**Reading online press content**
- 73.8%
- Year-on-year change: -6.1% (-482 BPS)

**Reading physical press content**
- 59.9%
- Year-on-year change: -7.2% (-465 BPS)

**Listening to broadcast radio**
- 83.2%
- Year-on-year change: -4.9% (-429 BPS)

**Listening to music streaming services**
- 57.2%
- Year-on-year change: -1.1% (-63 BPS)

**Listening to podcasts**
- 59.9%
- Year-on-year change: -3.6% (-221 BPS)

SOURCE: GWI Q3 2023 (figures represent the findings of a broad survey of internet users aged 16 to 64; see GWI.com). Notes: Percentage change values represent relative change in the audience reach versus comparable wave in the previous year, not absolute percentage point change. Value for 'listening to broadcast radio' does not include online radio listening. Sampling biases, survey mismatches, question changes, and other issues mean that absolute audience reach figures for any type of media in this report should not be directly compared with values published in the report for the previous year(s). Total time spent consuming linear, broadcast TV, and BVOD includes time spent consuming all forms of live broadcast television, including sport.

  JAN 2024 DEVICE OWNERSHIP
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE

POLAND

ANY KIND OF MOBILE PHONE
98.2%
YEAR-ON-YEAR CHANGE
+0.9% (+90 BPS)

SMART PHONE
97.9%
YEAR-ON-YEAR CHANGE
+0.9% (+90 BPS)

FEATURE PHONE
6.8%
YEAR-ON-YEAR CHANGE
-10.5% (-80 BPS)

LAPTOP OR DESKTOP COMPUTER
79.7%
YEAR-ON-YEAR CHANGE
-1.5% (-120 BPS)

TABLET DEVICE
38.4%
YEAR-ON-YEAR CHANGE
-6.6% (-270 BPS)

GAMES CONSOLE
38.4%
YEAR-ON-YEAR CHANGE
-2.0% (-80 BPS)

SMART WATCH OR SMART WRISTBAND
41.3%
YEAR-ON-YEAR CHANGE
-5.7% (-250 BPS)

TV STREAMING DEVICE
14.7%
YEAR-ON-YEAR CHANGE
-4.5% (-70 BPS)

SMART HOME DEVICE
12.8%
YEAR-ON-YEAR CHANGE

-3.0% (-40 BPS)

VIRTUAL REALITY DEVICE
4.0%
YEAR-ON-YEAR CHANGE
-2.4% (-10 BPS)

SOURCE: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64 (SEE GWILOCAL). NOTES: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (E.G. AN INCREASE OF 50% ON A STARTING VALUE OF 30% WOULD EQUAL 45%, NOT 80%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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**JAN 2024**

**INTERNET USE OVER TIME (YOY)**

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

(Pologne - drapeau polonais)

Bar chart:

1. **JAN 2014**
   26.7 M
   +1.0%

2. **JAN 2015**
   26.9 M
   +7.6%

3. **JAN 2016**

29.0 M
+3.6%

4. **JAN 2017**
   30.0 M
   +1.7%

5. **JAN 2018**
   30.5 M
   +3.5%

6. **JAN 2019**
   31.6 M
   +3.3%

7. **JAN 2020**
   32.6 M
   +2.2%

8. **JAN 2021**
   33.3 M
   +1.4%

9. **JAN 2022**
   33.8 M
   +8.1%

10. **JAN 2023**
    36.5 M
    -2.2%

11. **JAN 2024**
    35.8 M

Sources (sources en bas de l'image) :
- KEPIOS ANALYSIS
- ITU
- GSMA INTELLIGENCE
- EUROSTAT
- GWI
- GSQRS
- ADA
- ETC.

NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN A BOX [...].

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Je n'ai pas retranscrit l'intégralité de la note en bas de l'image, car elle contient des abréviations spécifiques et des mentions légales. Toutefois, les points principaux devraient être couverts ci-dessus.JAN 2024
INTERNET USER PERSPECTIVES
INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

POLAND

INTERNET USERS: ITU
35.28 MILLION
vs. POPULATION 86.9%

INTERNET USERS: CIA WORLD FACTBOOK
32.30 MILLION
vs. POPULATION 79.6%

INTERNET USERS: INTERNETWORLDSTATS
34.70 MILLION
vs. POPULATION 85.5%

SOURCES: AS STATED ABOVE EACH ICON
NOTES: WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE PENETRATION, WE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE PERCENTAGE PENETRATION
COMPARABILITY: POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT USE DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT LISTED ON THIS SLIDE.

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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

POLAND

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES
6H 17M

TIME SPENT USING THE INTERNET ON MOBILE PHONES
3H 05M

TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS
3H 11M

MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME
49.2%

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





INTERNET ADOPTION RATE OVER TIME (YOY)

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

Pologne

Bar Chart:

- JAN 2014: 69.1%, +1.1%
- JAN 2015: 69.8%, +7.7%
- JAN 2016: 75.2%, +3.6%
- JAN 2017: 77.9%, +1.7%
- JAN 2018: 79.3%, +3.5%
- JAN 2019: 82.1%, +3.4%
- JAN 2020: 84.8%, +2.4%
- JAN 2021: 86.9%, +1.8%
- JAN 2022: 88.4%, -0.4%
- JAN 2023: 88.1%, 0%
- JAN 2024: 88.1%, 0%

SOURCES: ITU; USA ANALYSES; FIC; USA REFERENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CINIC; KANTAR. VI IAM; GOVERNMENT RESOURCES; UNITED NATIONS.

NOTES: IF DATA IS NOT REPORTED FOR A SPECIFIC PERIOD, WE USE DATA FROM THE MOST RECENTLY REPORTED PERIOD FOR THE PREVIOUS YEAR TO IDENTIFY THE RELATIVE CHANGE IN INTERNET ADOPTION—The percentage values shown here may be affected by rounding. SOURCES FOR POPULATION DATA ARE IDENTICAL TO THOSE SHOWN IN THE COMPARATIVE SLIDE AND THE TABLES PAGE. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME FIGURES DO NOT FINISH AT DECEMBER 31, 2023. FIGURES FOR MOST COUNTRIES REPRESENT ACTUAL ADOPTION SINCE EARLY IN THE RELEVANT YEAR.

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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 - 71.4%
2. KEEPING UP TO DATE WITH NEWS AND EVENTS - 64.3%
3. RESEARCHING PRODUCTS AND BRANDS - 60.1%
4. STAYING IN TOUCH WITH FRIENDS AND FAMILY - 59.3%
5. FILLING UP SPARE TIME AND GENERAL BROWSING - 57.3%
6. FINDING NEW IDEAS OR INSPIRATION - 55.8%
7. RESEARCHING HOW TO DO THINGS - 52.2%
8. WATCHING VIDEOS, TV SHOWS OR MOVIES - 51.0%
9. ACCESSING AND LISTENING TO MUSIC - 48.9%
10. RESEARCHING PLACES, VACATIONS AND TRAVEL - 45.1%
11. MANAGING FINANCES AND SAVINGS - 41.6%
12. RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS - 41.0%
13. BUSINESS-RELATED RESEARCH - 40.2%
14. EDUCATION AND STUDY-RELATED PURPOSES - 37.6%
15. GAMING - 33.9%

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

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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 17M
YEAR-ON-YEAR CHANGE
-6.1% (-24 MINS)

TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)
3H 10M
YEAR-ON-YEAR CHANGE
-7.8% (-16 MINS)

TIME SPENT USING SOCIAL MEDIA
1H 54M
YEAR-ON-YEAR CHANGE
-6.3% (-7 MINS)

TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)
1H 10M
YEAR-ON-YEAR CHANGE
-17.6% (-14 MINS)

TIME SPENT LISTENING TO MUSIC STREAMING SERVICES
1H 19M
YEAR-ON-YEAR CHANGE
-7.3% (-6 MINS)

TIME SPENT LISTENING TO BROADCAST RADIO
1H 46M
YEAR-ON-YEAR CHANGE
-12.2% (-14 MINS)

TIME SPENT LISTENING TO PODCASTS
0H 42M
YEAR-ON-YEAR CHANGE
-4.8% (-2 MINS)

TIME SPENT USING A GAMES CONSOLE
0H 43M
YEAR-ON-YEAR CHANGE

-13.4% (-6 MINS)

SOURCE: GWI Q4 2023 (FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64, SEE GWI.COM). NOTE: PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY. TELEVISION FIGURES INCLUDE LINEAR (BROADCAST AND CABLE) TELEVISION, ON-DEMAND (STREAMING, VOD, AND ON-DEMAND BROADCAST) SERVICES. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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MeltwaterJAN 2024 INTERNET CONNECTION SPEEDS
MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

**MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS** (green icon)
- DOWNLOAD (MBPS): 42.12
- UPLOAD (MBPS): 9.78
- LATENCY (MS): 25

**YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS** (orange icon)
- DOWNLOAD: +2.9%
- UPLOAD: +7.1%
- LATENCY: -3.8%

**MEDIAN SPEED OF FIXED INTERNET CONNECTIONS** (red icon)
- DOWNLOAD (MBPS): 139.28
- UPLOAD (MBPS): 42.71
- LATENCY (MS): 9

**YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF FIXED INTERNET CONNECTIONS** (blue icon)
- DOWNLOAD: +44.8%
- UPLOAD: +21.2%
- LATENCY: 0%

Source: QOOKLA. 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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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

POLAND

1. Social Networks - 94.5%
2. Chat and Messaging - 92.8%
3. Search Engines or Web Portals - 89.2%
4. Email - 64.8%
5. Weather - 62.5%
6. Maps, Parking, or Location-Based Services - 58.9%
7. News - 56.7%
8. Shopping, Auctions, or Classifieds - 51.3%
9. Music - 47.2%
10. Entertainment - 38.1%
11. Banking, Investing, or Insurance - 37.9%
12. Games - 33.6%
13. Sports - 29.9%
14. Travel - 27.6%
15. Food Takeaway and Delivery - 25.6%

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

**POLAND**

- **MOBILE PHONE (ANY)**
  - 96.1%
  - YEAR-ON-YEAR CHANGE: +2.7% (+250 BPS)

- **LAPTOP OR DESKTOP (ANY)**
  - 84.3%
  - YEAR-ON-YEAR CHANGE: +0.4% (+30 BPS)

- **SMART PHONE**
  - 94.6%
  - YEAR-ON-YEAR CHANGE: +2.3% (+210 BPS)

- **FEATURE PHONE**
  - 4.0%
  - YEAR-ON-YEAR CHANGE: -32.2% (-190 BPS)

- **TABLET DEVICE**
  - 25.8%
  - YEAR-ON-YEAR CHANGE: -5.8% (-160 BPS)

- **PERSONAL LAPTOP OR DESKTOP**
  - 79.0%
  - YEAR-ON-YEAR CHANGE: -2.5% (-200 BPS)

- **WORK LAPTOP OR DESKTOP**
  - 19.0%
  - YEAR-ON-YEAR CHANGE: -16.7% (-380 BPS)

- **CONNECTED TELEVISION**
  - 42.0%
  - YEAR-ON-YEAR CHANGE: -7.1% (-320 BPS)

- **SMART HOME DEVICE**
  - 8.5%
  - YEAR-ON-YEAR CHANGE: +13.3% (+100 BPS)

- **GAMES CONSOLE**
  - 19.5%
  - YEAR-ON-YEAR CHANGE: -7.1% (-150 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 for details. **NOTES:** "Mobile Phone (Any)" includes users who access via a smartphone or feature phone. "Laptop or Desktop (Any)" includes users who access via either a personal 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.

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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

POLOGNE (drapeau polonais)

DEC 2013
10.60%
+321%

DEC 2014
44.59%
+13.6%

DEC 2015
50.65%
+11.8%

DEC 2016
56.64%
+4.1%

DEC 2017
58.96%
-6.0%

DEC 2018

55.44%
+1.9%

DEC 2019
56.50%
-7.0%

DEC 2020
52.57%
-4.2%

DEC 2021
50.35%
+24.6%

DEC 2022
62.72%
+11.6%

DEC 2023
69.97%

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL number OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (E.G. AN INCREASE OF 20% FROM A STARTING VALUE OF 30% WOULD EQUAL 60%, NOT 50%).

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

- CHROME: 74.3%
- OPERA: 8.4%
- SAFARI: 7.9%
- FIREFOX: 3.9%
- SAMSUNG INTERNET: 3.1%
- EDGE: 2.3%
- ANDROID: 0.04%

- OTHERS: 0.2%

Poland

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.

[we are social logo] [Meltwater logo]


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

MOBILE PHONES
69.97%
YEAR-ON-YEAR CHANGE
+11.6% (+725 BPS)

LAPTOP AND DESKTOP COMPUTERS
29.39%
YEAR-ON-YEAR CHANGE
-20.3% (-748 BPS)

TABLET DEVICES
0.62%
YEAR-ON-YEAR CHANGE
+55.0% (+22 BPS)

OTHER DEVICES
0.02%
YEAR-ON-YEAR CHANGE
+100% (+1 BPS)



SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2023. PERCENTAGE CHANGE FIGURES REPRESENT THE CHANGE IN EACH FIGURE IN RELATIVE TERMS VERSUS THE SAME MONTH OF THE PREVIOUS YEAR. BPS = BASIS POINTS, AND 1% INCREASE EQUALS 100 BASIS POINTS. ANY DIFFERENCE BETWEEN

THE SUM OF PERCENTAGE FIGURES AND 100% IS DUE TO ROUNDING.

we are social MeltwaterBien sûr ! Voici la retranscription textuelle de l'image:

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**JAN 2024**

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

---

**Google**
96.7%

**Bing**
2.2%

**DuckDuckGo**
0.4%

**Yahoo!**
0.3%

**Yandex**
0.2%

**Baidu**
0.03%

**Ecosia**
0.01%

**Others**
0.07%

---

**SOURCE:** Statcounter. **NOTE:** 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%). "BPS" values represent basis points and indicate the absolute change. Figures may not sum to 100% due to rounding.

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**Digital 2024 Poland**
41 sur 137

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

---Accéder à l'information en ligne

Pourcentage des utilisateurs d'Internet âgés de 16 à 64 ans qui s'engagent dans chaque type d'activité en ligne

Janvier 2024

1. Utiliser un moteur de recherche (par exemple, Google, Bing, DuckDuckGo) chaque mois
   89.2%

2. Utiliser des assistants vocaux (par exemple, Siri, Google Assistant) pour trouver des informations chaque semaine
   9.0%

3. Visiter les réseaux sociaux pour rechercher des informations sur les marques et les produits
   41.8%

4. Utiliser des outils de recherche d'images (par exemple, Google Lens, Pinterest Lens) sur mobile chaque mois
   19.6%

5. Scanner un code QR sur un téléphone mobile chaque mois
   28.6%

6. Utiliser des outils en ligne pour traduire des textes dans différentes langues chaque semaine
   43.3%

Source : GWI (Q3 2021)
Les chiffres représentent les résultats d'une large enquête auprès des utilisateurs d'Internet âgés de 16 à 64 ans. Voir GWI.COM.

Comparabilité : Changements méthodologiques

Logo : We Are Social x Meltwater

(En bas de l'écran)

françaisJan 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 | POGODA | 100 |
| 02 | WP | 40 |
| 03 | OLX | 34 |
| 04 | ONET | 31 |
| 05 | GOOGLE | 28 |
| 06 | LIBRUS | 27 |
| 07 | FACEBOOK | 27 |
| 08 | WARSZAWA | 23 |
| 09 | ALLEGRO | 22 |
| 10 | INTERIA | 22 |

| # | SEARCH QUERY | INDEX vs. TOP QUERY |
|---|---|---|
| 11 | YOUTUBE | 19 |
| 12 | TLUMACZ | 19 |
| 13 | POCZTA WP | 14 |
| 14 | TLUMACZ | 13 |
| 15 | SYNERGIA LIBRUS | 11 |
| 16 | YT | 11 |
| 17 | FB | 9 |
| 18 | PKP | 8 |
| 19 | ONET POCZTA | 8 |
| 20 | BIEDRONKA | 8 |

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023 NOTES: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS" TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE EMBARK IN THEIR DIGITAL ENVIRONMENTS. GOOGLE DOES NOTE, "RELATIVE SEARCH VOLUME INDEX, IN THE INDEX VS. TOP QUERY COLUMN MEANS THE SEARCH VOLUME INDEX OF 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, BOTH FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.JAN 2024

TV CONSUMPTION AND STREAMING
EXPLORING THE TV VIEWING BEHAVIOURS OF INTERNET USERS AGED 16 TO 64

PERCENTAGE OF INTERNET USERS WHO WATCH ANY KIND OF TV EACH MONTH
97.8%

YEAR-ON-YEAR CHANGE IN INTERNET USERS WHO WATCH ANY KIND OF TV
-0.8%
-80 BPS

DAILY TIME THAT INTERNET USERS SPEND WATCHING ANY KIND OF TV
3H 10M

YEAR-ON-YEAR CHANGE IN DAILY TV VIEWING TIME (ALL FORMS OF CONTENT DELIVERY)
-7.8%
-16 MINS

INTERNET USERS WHO STREAM TV CONTENT vs. INTERNET USERS WHO WATCH ANY KIND OF TV
91.1%

DAILY TIME SPENT WATCHING TV CONTENT STREAMED OVER THE INTERNET
1H 03M

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT WATCHING STREAMING TV CONTENT
-11.1%
-7 MINS

TIME SPENT WATCHING STREAMING TV CONTENT AS A PERCENTAGE OF TOTAL TV TIME
33.1%

POLAND

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.

TOP WEBSITES: SEMRUSH RANKING

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

| # | WEBSITE | TOTAL VISITS (MONTH AVG) | UNIQUE VISITORS (MONTH AVG) | AVG TIME PER VISIT | AVG PAGES PER VISIT |
|---|---|---|---|---|---|
| 01 | GOOGLE.COM | 2.91 B | 1.26 M | 22M 58S | 3.3 |
| 02 | YOUTUBE.COM | 1.87 B | 89.4 M | 35M 02S | 5.6 |
| 03 | FACEBOOK.COM | 490 M | 56.7 M | 25M 47S | 2.5 |
| 04 | JBZC.COM.PL | 338 M | 8.96 M | 20M 20S | 6.5 |
| 05 | WP.PL | 329 M | 26.0 M | 17M 22S | 3.1 |
| 06 | ONET.PL | 295 M | 26.5 M | 18M 24S | 2.2 |
| 07 | ALLEGRO.PL | 283 M | 43.7 M | 14M 00S | 5.2 |
| 08 | PORNHUB.COM | 261 M | 32.1 M | 10M 53S | 7.9 |
| 09 | INTERIA.PL | 214 M | 17.7 M | 18M 30S | 2.6 |
| 10 | GOOGLE.PL | 195 M | 19.8 M | 16M 15S | 3.8 |
| 11 | WIKIPEDIA.ORG | 181 M | 35.9 M | 10M 55S | 2.0 |
| 12 | KWEJK.PL | 174 M | 6.78 M | 15M 36S | 4.7 |
| 13 | WYKOP.PL | 153 M | 9.21 M | 25M 22S | 1.8 |
| 14 | DEMOTYWATORY.PL | 144 M | 6.01 M | 18M 40S | 6.1 |
| 15 | OLX.PL | 121 M | 24.0 M | 14M 23S | 2.7 |
| 16 | JOE.MONSTER.ORG | 116 M | 5.00 M | 19M 08S | 4.9 |
| 17 | INSTAGRAM.COM | 115 M | 26.5 M | 12M 22S | 2.0 |

18 O2.PL 110 M 12.0
M 12M 47S 1.6
19 TVN24.PL 107 M 7.40
M 11M 44S 2.5
20 GAZETA.PL 103 M 8.82
M 19M 52S 2.2

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINT INTERNET ACCESSING PEOPLE, BUT MAY NOT REPRESENT INDIVIDUAL HUMANS, AS SOME PEOPLE USE MULTIPLE DEVICES OR WEBSITES. FIGURES ROUNDING IN % ARE IN BILLIONS. FIGURES ROUNDING IN M ARE IN MILLIONS.
PLUGINS DESIGNED TO BLOCK INTERNET ADS AND IT BEING ENABLED WHILE USING SOME WEBSITES. AMBIGOUS WEBSITE NAMES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS.
COMPARABILITY: SOURCE METHODOLOGY CHANGES.


MeltwaterVoici la retranscription textuelle de l'image :

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**JAN 2024**
**WATCHING ONLINE VIDEO CONTENT**
PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET **EACH WEEK**

**Poland**

**Any kind of video**
89.2%
YOY: -1.1% (-100 BPS)

**Music video**
42.6%
YOY: -9.2% (-430 BPS)

**Comedy, meme, or viral video**
30.4%
YOY: -8.4% (-280 BPS)

**Video livestream**
23.1%

YOY: -10.8% (-280 BPS)

**Tutorial or how-to video**
21.5%
YOY: -13.7% (-450 BPS)

**Educational video**
18.4%
YOY: -2.6% (-50 BPS)

**Product review video**
15.9%
YOY: -9.7% (-170 BPS)

**Sports clip or highlights video**
18.0%
YOY: -11.3% (-230 BPS)

**Influencer videos and vlogs**
16.4%
YOY: -4.7% (-80 BPS)

**Gaming video**
17.7%
YOY: -12.8% (-260 BPS)

---

**SOURCE:** GWI (Q3 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64, SEE GWI.COM). **NOTES:** "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN PERCENTAGE POINTS FROM A STARTING VALUE OF 100.0P, SO A CHANGE OF -10% WOULD EQUATE TO A GWI, NOT YOY. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. **COMPARABILITY:** METHODOLOGY CHANGES SEE NOTES ON DATA.

**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 | AVATAR: THE WAY OF WATER | 100 |
| 02 | ELEMENTAL | 79 |
| 03 | MOANA | 66 |
| 04 | BLACK PANTHER: WAKANDA FOREVER | 50 |
| 05 | AVATAR | 48 |
| | GUARDIANS OF THE GALAXY VOLUME 3 | 48 |
| 07 | ENCANTO | 48 |
| 08 | TURNING RED | 35 |
| 09 | HOME ALONE | 34 |
| 10 | THE LITTLE MERMAID | 33 |

---

**MOST STREAMED TV SHOWS ON DISNEY+**

| # | TV SHOW NAME | INDEX |
|----|------------------------------------|-------|
| 01 | GREY'S ANATOMY | 100 |
| 02 | BLUEY | 83 |
| 03 | MODERN FAMILY | 64 |
| 04 | FAMILY GUY | 64 |
| 05 | DESPERATE HOUSEWIVES | 39 |
| 06 | THE MANDALORIAN | 28 |
| 07 | CRIMINAL MINDS | 25 |
| 08 | THE KARDASHIANS | 22 |
| 09 | AHSOKA | 16 |
| 10 | LOKI | 15 |

---

SOURCE: FLIXPATROL (SEE FLIXPATROL.COM)

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

---

**Digital 2024 Poland**

Available in English and French

**we are social**
**Meltwater**### Janvier 2024
## Contenu le plus regardé sur Netflix
Classement de FlixPatrol du contenu le plus regardé sur Netflix pour l'année complète 2023

---

### Films les plus regardés sur Netflix

| # | Nom du film | Index |
|---|---|---|
| 01 | PAW Patrol: Le Film | 100 |
| 02 | Girls from Dubai | 91 |
| 03 | Forgotten Love | 70 |
| 04 | Le Grinch | 65 |
| 05 | The Mother | 55 |
| 06 | Johnny | 48 |
| 07 | Leo | 45 |
| 08 | The In-Laws | 43 |
| 09 | Reptile | 42 |
| 10 | Paradise | 42 |

---

### Séries télévisées les plus regardées sur Netflix

| # | Nom de la série télévisée | Index |
|---|---|---|
| 01 | The Witcher | 100 |
| 02 | PAW Patrol | 99 |
| 03 | Wednesday | 93 |
| 04 | The Night Agent | 71 |
| 05 | Ginny & Georgia | 70 |
| 06 | Liebes Kind | 68 |
| 07 | Peril Falso | 61 |
| 08 | Terzi | 60 |
| 09 | Queen Charlotte: A Bridgerton Story | 52 |
| 10 | Beckham | 52 |

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### Notes
La même contenu peut être diffusé à des moments différents dans différents pays. Classements basés sur l'analyse de l'activité de visualisation de FlixPatrol pour l'année complète 2023. Les valeurs "Index" représentent la valeur pour chaque titre dans l'index FlixPatrol. La valeur en "points" des films/séries classés parmi les top 10 dans chaque classement FlixPatrol.

Source: flixpatrol.com

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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

WATCH OR LISTEN TO ONLINE MUSIC VIDEOS
42.6%
YEAR-ON-YEAR CHANGE -9.2% (-430 BPS)

LISTEN TO MUSIC STREAMING SERVICES
23.1%
YEAR-ON-YEAR CHANGE -3.3% (-80 BPS)

LISTEN TO ONLINE RADIO SHOWS OR STATIONS
24.1%
YEAR-ON-YEAR CHANGE -6.6% (-170 BPS)

LISTEN TO PODCASTS
23.0%
YEAR-ON-YEAR CHANGE -1.7% (-40 BPS)

LISTEN TO AUDIOBOOKS
12.4%
YEAR-ON-YEAR CHANGE -3.1% (-40 BPS)

SOURCE: GWI Jan 2024. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: YEAR-ON-YEAR CHANGE VALUES REPRESENT THE RELATIVE CHANGE IN A METRIC’S VALUE FROM A STARTING VALUE OF 100. WOULD EQUAL 108 - NOT 100. *BPS VALUES REPRESENT THE ABSOLUTE CHANGE IN BASIS POINTS. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

Poland flag.
We are social logo.

Meltwater logo.

Digital 2024 Poland 50 sur 137Bien sûr! Voici la retranscription textuelle de l'image fournie:

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**JAN 2024**

**MOST STREAMED CONTENT ON AMAZON PRIME**

*FlixPatrol’s ranking of the most streamed content on Amazon Prime Video for full-year 2023.*

---

### MOST STREAMED MOVIES ON AMAZON PRIME VIDEO

| # | MOVIE NAME | INDEX |
|---|---|---|
| 01 | EVERYTHING EVERYWHERE ALL AT ONCE | 100 |
| 02 | WRATH OF MAN | 88 |
| 03 | JOHN WICK: CHAPTER 4 | 83 |
| 04 | CULPA MÍA | 75 |
| 05 | F9 | 68 |
| 06 | THE SINS | 65 |
| 07 | HITMAN’S WIFE’S BODYGUARD | 55 |
| 08 | GDZIE DIABE ä”R Ôñ{E, TAM BABY PO ¤ÄR Â SB À | |
| 09 | OPERATION FORTUNE: RUSE DE GUERRE | 52 |
| 10 | LEWANDOWSKI NIEZNANY | 50 |

---

### 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 | 90 |
| 03 | TOM CLANCY’S JACK RYAN | 73 |
| 04 | REACHER | 68 |
| 05 | CLARKSON’S FARM | 50 |
| 06 | THE WHEEL OF TIME | 47 |
| 07 | GEN V | 47 |
| 08 | THE SUMMER I TURNED PRETTY | 47 |
| 09 | CARNIVAL ROW | 46 |
| 10 | LOL: LAST ONE LAUGHING MEXICO | 42 |

---

**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 denote the FlixPatrol "points" value of the top-ranked item in each platform's ranking.

[We are social logo] [Meltwater logo]

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*Page Marker: 48 Digital 2024 Poland 48 sur 137*Bien sûr, voici la retranscription textuelle de l'image :

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**JAN 2024**

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

**ANY DEVICE**
**82.5%**
*YOY: +2.0% (+160 BPS)*

**SMARTPHONE**
**55.2%**
*YOY: -8.3% (-500 BPS)*

**LAPTOP OR DESKTOP**
**38.1%**
*YOY: -20.5% (-980 BPS)*

**GAMES CONSOLE**
**34.3%**
*YOY: +0.9% (+30 BPS)*

**TABLET**
**16.9%**
*YOY: +17.4% (+250 BPS)*

**HAND-HELD GAMING DEVICE**
**8.3%**
*YOY: +12.2% (+90 BPS)*

**MEDIA STREAMING DEVICE**
**5.6%**
*YOY: +19.1% (+90 BPS)*

**VIRTUAL REALITY HEADSET**
**4.4%**
*YOY: -26.7% (-160 BPS)*

*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). *Notes:* "YOY" figures represent year-on-year change. Percentage change values represent the change in the percentage of people who play video games from a starting value of 10% would equal a gain of one "BPS". "BPS" values represent basis points, and indicate the absolute change. *Comparability:* Methodology changes. See [NOTES ON DATA](https://www.wearesocial.com).

*Digital 2024 Poland*



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*(Logos de We Are Social et Meltwater)*

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*(Drapeau de la Pologne sur la droite de l'image)*JAN 2024

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

NUMBER OF HOMES WITH SMART HOME DEVICES
1.62 MILLION
YEAR-ON-YEAR CHANGE
+19.1% (+260 THOUSAND)

TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET
$449.9 MILLION
YEAR-ON-YEAR CHANGE
+31.6% (+$108 MILLION)

VALUE OF SMART HOME APPLIANCES MARKET
$204.3 MILLION
YEAR-ON-YEAR CHANGE
+30.5% (+$48 MILLION)

VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET
$60.77 MILLION
YEAR-ON-YEAR CHANGE
+40.5% (+$18 MILLION)

VALUE OF SMART HOME SECURITY DEVICE MARKET
$42.61 MILLION
YEAR-ON-YEAR CHANGE
+31.6% (+$10 MILLION)

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET
$64.47 MILLION
YEAR-ON-YEAR CHANGE
+27.0% (+$14 MILLION)

VALUE OF SMART HOME COMFORT & LIGHTING MARKET
$40.73 MILLION
YEAR-ON-YEAR CHANGE
+39.8% (+$12 MILLION)

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET
$37.08 MILLION
YEAR-ON-YEAR CHANGE
+25.0% (+$7.4 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, SHARED, AND INTERCONNECTED (AND INCLUDE CONNECTED APPLIANCES, ENERGY MANAGEMENT DEVICES, AND ENTERTAINMENT DEVICES.) THIS DATA IS BASED ON REVENUES AND DATA CONSUMPTION. FIGURES, ESTIMATES AND CALCULATIONS ARE BASED ON THE MOST RECENT STATISTICS AND ANNUAL UPDATES. THE SIMILAR CATEGORIZATIONS APPLY TO EACH COUNTRY, THOUGH SUBMARKETS AND CATEGORIES ARE DEVELOPED IN CONSULTATION WITH RELEVANT REGULATORY AUTHORITIES. FIXED EXCHANGE RATES FOR 2023 & 2024; VALUES BASED ON CURRENT MULTIPLIER REVENUES FOR 2023 IN MAJOR CURRENCIES. ALL VALUES COMPARABILITY BEST ESTIMATES.

POLOGNE
Logos de We Are Social et Meltwater

Langue: français
JAN 2024

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

POLAND

1. EXPRESS CONCERN ABOUT WHAT IS REAL VS. WHAT IS FAKE ON THE INTERNET
   40.4%

2. WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA
   41.8%

3. DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME
   35.6%

4. USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME OF THE TIME
   34.8%

5. USE A VIRTUAL PRIVATE NETWORK (VPN) TO ACCESS THE INTERNET AT LEAST SOME OF THE TIME
   21.5%

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 18-64: DIGITALNEWSREPORT.ORG. DATA FOR ALL OTHER DATA POINTS VIA GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64: SEE GWI.COM.

we are social Meltwater

JAN 2024

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

Penetration of Smart Home Devices
11.8%

Year-On-Year Change
+19.2% (+190 BPS)

ARPU: Spend on All Smart Home Devices
$277
Year-On-Year Change
+10.5% ($26.30)

ARPU: Smart Home Appliances
$269
Year-On-Year Change
-4.4% (-$12.40)

ARPU: Smart Home Control & Connectivity Devices
$187
Year-On-Year Change
+9.3% (+$16.00)

ARPU: Smart Home Security Devices
$54.77
Year-On-Year Change
-0.04% (-$0.02)

ARPU: Smart Home Entertainment Devices
$69.81
Year-On-Year Change
-0.6% (-$0.41)

ARPU: Smart Home Comfort & Lighting
$47.21
Year-On-Year Change
+4.2% ($1.89)

ARPU: Smart Home Energy Management
$48.80
Year-On-Year Change
-10.5% (-$5.70)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK, SEE STATISTA.COM. NOTES: "SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED, MONITORED, AUTOMATED AND DELIVER SERVICES THAT ENABLE HOME AUTOMATION. NUMBERS THAT CONNECT SERIES ARE ADJUSTED TO REMOVE DOUBLE COUNTING AND TO REACH OTHER CONSUMER ELECTRONICS. SOME ASP AND OPEX SAMPLES WITH LIFECYCLE USING INSTALLED BASE. SALES INCLUDES TAXES & TRANSACTIONAL SAVINGS FOR EACH CUSTOMERS COUNTED SPEND

PER SMART HOME FOR 24 HOURS. NUMBERS IN SAMPLE DETERMINE WITH ENGINEERING ESTIMATES. SKU BASED ON ANALYSIS. COMPARABILITY BASE CHANGE SHOWS REAL-TIME.
DIGITAL 2024 POLAND
53 sur 137
Source: Statista, We Are Social, Meltwater**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 | DON'T WORRY DARLING | 100 |
| 02 | ELVIS | 98 |
| 03 | THE BATMAN | 72 |
| 04 | MAGIC MIKE'S LAST DANCE | 70 |
| 05 | BLACK ADAM | 70 |
| 06 | FATHER OF THE BRIDE | 57 |
| 07 | KIMI | 54 |
| 08 | SHAZAM! FURY OF THE GODS | 41 |
| 09 | DUNE | 40 |
| 10 | KING RICHARD | 36 |

---

**MOST STREAMED TV SHOWS ON HBO**

| # | TV SHOW NAME | INDEX |
|---|---|---|
| 01 | THE LAST OF US | 100 |
| 02 | FROM | 81 |
| 03 | AND JUST LIKE THAT... | 62 |
| 04 | FRIENDS | 45 |
| 05 | HOUSE OF THE DRAGON | 43 |
| 06 | SUCCESSION | 37 |
| 07 | THE GILDED AGE | 36 |
| 08 | 30 COINS | 35 |
| 09 | BILLIONS | 35 |
| 10 | THE BIG BANG THEORY | 34 |

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_SOURCE: FLIXPATROL. SEE FLIXPATROL.COM. NOTES: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED

ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUES COMPARE THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING._

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_Poland_

_We Are Social | Meltwater_

_Digital 2024 Poland_



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_français_

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JAN 2024

TOP WEBSITES: SIMILARWEB RANKING
Similarweb's ranking of the most visited websites, based on website traffic between December 2022 and November 2023
Poland

| # WEBSITE | TOTAL VISITS (MONTHLY AVG.) | UNIQUE VISITORS (MONTHLY AVG.) | AVERAGE TIME PER VISIT | AVERAGE PAGES PER VISIT |
|---|---|---|---|---|
| 01 GOOGLE.COM | 1.40 B | 24.5 M | 12M 18S | 9.8 |
| 02 YOUTUBE.COM | 691 M | 17.7 M | 22M 38S | 12.8 |
| 03 FACEBOOK.COM | 499 M | 16.9 M | 12M 22S | 8.8 |

| | | | | | |
|---|---|---|---|---|---|
| 04 | WPL | 258 M | 12.6 M | 7M 41S | 7.0 |
| 05 | ONET.PL | 228 M | 12.2 M | 6M 55S | 4.8 |
| 06 | ALLEGRO.PL | 205 M | 18.4 M | 10M 03S | 10.7 |
| 07 | INTERIA.PL | 193 M | 13.1 M | 6M 22S | 5.0 |
| 08 | GOOGLE.PL | 155 M | 8.99 M | 8M 52S | 15.8 |
| 09 | OLX.PL | 92.3 M | 9.30 M | 10M 00S | 10.2 |
| 10 | WIKIPEDIA.ORG | 92.3 M | 12.4 M | 4M 29S | 3.5 |

| # | WEBSITE | TOTAL VISITS (MONTHLY AVG.) | UNIQUE VISITORS (MONTHLY AVG.) | AVERAGE TIME PER VISIT | AVERAGE PAGES PER VISIT |
|---|---|---|---|---|---|
| 11 | INSTAGRAM.COM | 89.2 M | 8.55 M | 8M 36S | 13.4 |
| 12 | O2.PL | 85.9 M | 7.30 M | 5M 11S | 4.3 |
| 13 | TWITTER.COM | 74.0 M | 9.02 M | 11M 25S | 9.3 |
| 14 | LIBRUS.PL | 61.5 M | 2.38 M | 4M 33S | 9.2 |
| 15 | MONEY.PL | 56.1 M | 8.29 M | 2M 02S | 1.8 |
| 16 | PUDELEK.PL | 55.0 M | 4.88 M | 3M 36S | 3.2 |
| 17 | TVN24.PL | 53.0 M | 6.31 M | 4M 13S | 2.8 |
| 18 | GAZETA.PL | 52.0 M | 5.62 M | 5M 44S | 3.0 |
| 19 | CENEO.PL | 48.6 M | 11.9 M | 4M 03S | 3.3 |
| 20 | MEDIAEXPERT.PL | 46.7 M | 12.8 M | 4M 28S | 3.9 |

Source: SimilarWeb. Ranking and values based on traffic between December 2022 and November 2023. Notes: Values in the "Unique Visitors" column represent the number of distinct Internet-accessing devices, but not necessarily individual humans. As one device can have multiple users or one person can use multiple devices or browsers, values for "Total Visits" and "Unique Visitors" represent approximate metrics. More info

regarding the measurement of digital audiences can be found Privacy 229647132.
"Total Visits" and "Average Time Per Visit" are shown in minutes and seconds. "Average Pages Per Visit" are based on pages loaded during the visit (on-site interactions). Some numbers in this chart have been rounded off.

Advisory: Some sites featured in this ranking may contain adult content. Figures relating to Wikipedia are based on all Wikimedia Foundation Projects, except unknown domains.

[Logos: We Are Social, Meltwater]

Digital 2024 Poland

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[Icons: previous, next, open book, magnifying glass, translate, cloud download, French language]Bien sûr, voici la retranscription textuelle de l'image :

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**JAN 2024**
**USE OF ONLINE FINANCIAL SERVICES**
Percentage of internet users aged 16 to 64 who own or use each kind of digital financial service

**Use a banking, investment, or insurance website or mobile app each month**
(Green icon with banking symbols)
**37.9%**
YOY: -4.3% (-170 BPS)

**Use a mobile payment service (e.g., Apple Pay, Samsung Pay) each month**
(Blue icon with mobile phone and payment symbols)
**23.4%**
YOY: -2.1% (-50 BPS)

**Own any form of cryptocurrency (e.g., Bitcoin, Ether)**
(Red icon with Bitcoin symbol)
**9.6%**
YOY: -13.5% (-150 BPS)

(Source: GWI Q3 2023) Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Notes: "YOY" figures represent year-on-year change. Percentage change values represent the change in percentages or points from a starting value of 100; would equal 40% not 40%. "BPS" values represent basis points, and indicate the absolute change.

Comparability: Methodology changes (see notes on data)

Logo of GWI, we are social, and Meltwater on bottom right corner

(Digital 2024 Poland, 54 sur 137, icons for table of contents, search, and language selection)

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This is the complete textual transcription of the provided image.JAN 2024

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

18 - 24 YEARS OLD
- FEMALE: 13.7%
- MALE: 10.9%

25 - 34 YEARS OLD
- FEMALE: 13.3%
- MALE: 12.1%

35 - 44 YEARS OLD
- FEMALE: 12.1%
- MALE: 9.9%

45 - 54 YEARS OLD
- FEMALE: 8.2%
- MALE: 6.3%

55 - 64 YEARS OLD
- FEMALE: 4.5%
- MALE: 2.9%

65+ YEARS OLD
- FEMALE: 3.8%
- MALE: 2.5%

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 REVISIONS CHANGES. VALUES ARE NOT COMPARABLE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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: 86.9%
Facebook Messenger: 80.1%
Instagram: 62.7%
WhatsApp: 55.2%
TikTok: 49.6%
X (Twitter): 30.0%
Pinterest: 26.0%
Snapchat: 23.3%
Skype: 16.7%
Discord: 16.1%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Note: YouTube is not offered as an answer option for this question in GWI's survey. Comparability: A version of this chart that appeared in our previous reports was based on a previous question in GWI's survey that included YouTube as an answer option. While figures are still representative of internet users aged 16 to 64, this report now includes YouTube as an answer option. While other changes to the question's wording may mean that the values and rank orders shown in this chart are not directly comparable with those shown in a similar chart in previous reports.



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

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**Non** **Jan 2024**
**MAIN REASONS FOR USING SOCIAL MEDIA**
**PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS**

1. Keeping in touch with friends and family - **53.3%**
2. Reading news stories - **52.9%**
3. Filling spare time - **49.0%**
4. Finding content (e.g., articles, videos) - **32.0%**
5. Finding inspiration for things to do and buy - **29.6%**
6. Finding products to purchase - **28.8%**
7. Seeing content from your favourite brands - **26.5%**
8. Making new contacts - **22.9%**
9. Finding like-minded communities and interest groups - **22.3%**
10. Watching live streams - **20.0%**
11. Watching or following sports - **19.9%**
12. Sharing and discussing opinions with others - **19.8%**
13. Seeing what's being talked about - **16.5%**
14. Following celebrities or influencers - **15.9%**
15. Posting about your life - **13.8%**

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

**Digital 2024 Poland** - **59 sur 137**
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---JAN 2024

TIME SPENT USING SOCIAL MEDIA APPS
AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023

TIKTOK
36H 21M

YOUTUBE
28H 01M

FACEBOOK
10H 44M

LINE
7H 52M

INSTAGRAM
7H 45M

FACEBOOK MESSENGER
7H 19M

TELEGRAM
4H 59M

SNAPCHAT
4H 20M

WHATSAPP
4H 03M

X (TWITTER)
2H 57M

PINTEREST
2H 18M

LINKEDIN
0H 23M

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.

we are social
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Digital 2024 Poland
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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

1. FACEBOOK: 32.1%
2. INSTAGRAM: 14.3%
3. FACEBOOK MESSENGER: 13.9%
4. TIKTOK: 11.8%
5. WHATSAPP: 7.2%
6. X (TWITTER): 3.6%
7. PINTEREST: 2.9%
8. DISCORD: 1.8%
9. TELEGRAM: 1.4%
10. SNAPCHAT: 1.0%

SOURCE: GWI (Q1 2023) SEE GWIDATA.COM. NOTES: ONLY INCLUDES INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM MULTIPLE OPTIONS THAT APPEAR 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 EXCLUDE GWI'S SURVEY DATA FOR TIKTOK IN CHINA STARTING Q3 2023, AS GWI'S RESPONDENTS COMPLETE REPORTING OF USERS NUMBERS FOR EACH PLATFORM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

POLAND

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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]

**POLAND**

**NUMBER OF SOCIAL MEDIA USER IDENTITIES**
- 27.90 MILLION
- SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION: 68.8%

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

**YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES**
- +1.5% [+400 THOUSAND]

**AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA**
- 1H 54M YOY: -7 MINS

**AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH**
- 5.9

**SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+**
- 74.7%

**SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET**
- 78.0%

**FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES**
- 50.4%

**MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES**
- 49.6%

**SOURCES**:
- KEPIOS ANALYSIS
- COMPANY ADVERTISING RESOURCES
- CIA: THE WORLD FACTBOOK
- CENSOR POLAND
- GEMIUS
- GSMA INTELLIGENCE
- GWI (Q3 2023)

NOTE: AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE.

**ADVISORIES**:
- SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS.
- COMPARISONS WITH POPULATION AND INTERNET USER NUMBERS MAY BE IMPACTED BY DIFFERENCES IN INTERNET USER TRACKING AND REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS.

**COMPARABILITY**: SOURCING AND METHODOLOGY CHANGES: SEE NOTES ON DATA.



---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

Poland

- Line: 484.3
- Facebook Messenger: 459.9
- TikTok: 402.2
- Instagram: 241.8
- Facebook: 236.6
- WhatsApp: 231.5

- Snapchat: 227.1
- Telegram: 219.4
- YouTube: 213.5
- X (Twitter): 80.5
- Pinterest: 57.2
- LinkedIn: 22.5

Source: Data AI Intelligence. See Data AI. Notes: "Active users" denote users who open the respective platform's app on an Android phone at least once in a given calendar month. Figures represent the average number of times that active users of the respective platform's Android app opened that app each month between 01 July and 30 September 2023. we are social © Meltwater



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

Poland

Any Kind of Social Media Platform
41.8%
YOY: +4.5% (+180 BPS)

Social Networks
65.6%
YOY: -2.5% (-170 BPS)

Question & Answer Sites (E.g. Quora)
18.2%
YOY: -12.1% (-250 BPS)

Messaging and Live Chat Services
8.9%
YOY: -10.1% (-100 BPS)

Forums and Message Boards
14.9%
YOY: -13.4% (-230 BPS)

Micro-Blogs (E.g. X / Twitter)
6.8%
YOY: -20.0% (-170 BPS)

Vlogs (Blogs in a Video Format)
8.7%
YOY: -25.6% (-300 BPS)

Online Pinboards (E.g. Pinterest)
7.9%
YOY: -19.4% (-190 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/photo/image/video/audio format, e.g. an individual who has no channel), vlogs (i.e. blogs recorded in a video format), and online pinboards (e.g. Pinterest).





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)

- FACEBOOK: 93.0%
- INSTAGRAM: 2.3%
- PINTEREST: 1.8%
- X (TWITTER): 1.2%
- YOUTUBE: 1.1%
- REDDIT: 0.3%
- TUMBLR: 0.2%
- OTHERS: 0.1%

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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français**JAN 2024**
**FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS**
*WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)*

*Image of a bar graph with the title "Facebook's Share of Social Media Referrals" for January 2024, representing data for Poland.*

**Values and Percentages for Each Year:**

DEC 2013
- **61.63%** (+35.2%)

DEC 2014
- **83.34%** (-4.3%)

DEC 2015
- **79.79%** (-9.5%)

DEC 2016
- **72.23%** (-23.5%)

DEC 2017
- **55.27%** (-4.0%)

DEC 2018
- **53.08%** (+44.6%)

DEC 2019
- **76.78%** (-1.7%)

DEC 2020
- **75.51%** (-3.4%)

DEC 2021
- **72.94%** (+24.5%)

DEC 2022
- **90.81%** (+2.4%)

DEC 2023
- **92.98%**

*Source: STATCOUNTER* *NOTES: Data are only available for a selection of platforms, and percentages reflect Facebook's share of available platforms only. Figures represent the share of web traffic among the reported channels that was referred to on platforms published on Facebook as a percentage of total web traffic arising from these available, not including other potential digital properties. Percentages values for Dec 2013 are shown but changes include year-on-year values, not indicating absolute changes.*

**Bottom Labels:**

- **Digital 2024 Poland**
- **67 sur 137**
- *(Graphical user interface with page navigation icons and language selection showing "français.")*

**Logos:**
- We Are Social
- MeltwaterJAN 2024

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

1. FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW - 50.6%
2. ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS - 32.6%
3. BANDS, SINGERS, OR OTHER MUSICIANS - 30.4%
4. SPORTS PEOPLE AND TEAMS - 27.2%
5. COMPANIES AND BRANDS YOU PURCHASE FROM - 25.8%
6. INFLUENCERS OR OTHER EXPERTS - 23.8%
7. ACTORS, COMEDIANS, OR OTHER PERFORMERS - 23.6%
8. TV SHOWS OR CHANNELS - 23.3%
9. EVENTS YOU'RE ATTENDING - 22.9%
10. COMPANIES AND BRANDS YOU'RE CONSIDERING PURCHASING FROM - 21.9%
11. RESTAURANTS, CHEFS, OR FOOD PERSONALITIES - 18.9%
12. BEAUTY EXPERTS - 18.6%
13. CONTACTS RELEVANT TO YOUR WORK - 16.6%
14. JOURNALISTS OR NEWS COMPANIES - 15.2%
15. MAGAZINES OR PUBLICATIONS YOU READ - 15.2%

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

Logos: "we are social" et "Meltwater"JAN 2024

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

(POLAND FLAG) POLAND

Average Facebook Page Post Engagements vs. Page Fans: All Post Types
Icon: Pencil writing on a paper.
0.07%

Average Facebook Page Post Engagements vs. Page Fans: Photo Posts
Icon: Photo image.
0.14%

Average Facebook Page Post Engagements vs. Page Fans: Video Posts
Icon: Play button on a screen.
0.04%

Average Facebook Page Post Engagements vs. Page Fans: Link Posts
Icon: Two interlinked chains.
0.03%

Average Facebook Page Post Engagements vs. Page Fans: Status Posts
Icon: Text message bubble with an "A" in it.
0.23%

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

(We Are Social and Meltwater logos)



(Icon bar for navigation, zooming, downloading, printing, sharing, page count and language selection)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

POLAND

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK
17.10 MILLION

FACEBOOK AD REACH vs. TOTAL POPULATION
42.1%

FACEBOOK AD REACH vs. TOTAL INTERNET USERS
47.8%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH
-9.8%
-1.9 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH
-4.2%
-750 THOUSAND

SHARE: FEMALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH
53.2%

SHARE: MALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH
46.8%

ADOPTION: OVERALL FACEBOOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
51.5%

ADOPTION: FEMALE FACEBOOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
52.8%

ADOPTION: MALE FACEBOOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
50.7%

SOURCES: META ADVERTISING RESOURCES, KEPIOS ANALYSIS. NOTES: BASED ON UPDATES OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR 'FEMALE' AND 'MALE'; SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL. ADVISORY: IDENTIFIABLE DISCREPANCIES IN AUDIENCES, OR MATCHES OF INTERNET AND SOCIAL MEDIA USER BASES WITH DEMOGRAPHIC PARAMETERS, MAY BE RESULT OF FALSE

DECLARATIONS BY USERS, INCLUSION OF BUSINESS ACCOUNTS, DIFFERENCES IN ADVERTISING AUDIENCE BASES AND REPORTED DATA, AND CHANGES IN REPORTED POPULATIONS. COMPARABILITY:
202301 WE ARE SOCIAL NOTES ON DATA


FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER
FACEBOOK PAGE POST ENGAGEMENTS, AS REPORTED BY SOCIALINSIDER

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: OVERALL AVERAGE
ENGAGEMENTS vs. PAGE FOLLOWERS
0.18%
ENGAGEMENTS vs. POST REACH
9.68%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH FEWER THAN 10,000 FANS
ENGAGEMENTS vs. PAGE FOLLOWERS
0.47%
ENGAGEMENTS vs. POST REACH
7.55%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH 10,000 TO 100,000 FANS
ENGAGEMENTS vs. PAGE FOLLOWERS
0.23%
ENGAGEMENTS vs. POST REACH
9.10%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH MORE THAN 100,000 FANS
ENGAGEMENTS vs. PAGE FOLLOWERS
0.11%
ENGAGEMENTS vs. POST REACH
10.49%

SOURCE: SOCIALINSIDER, FIGURES REPRESENT AVERAGE FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES FOR ‘ENGAGEMENTS’ = PAGE FOLLOWERS' COMPARE THE COMBINED NUMBER OF REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. FIGURES FOR ‘ENGAGEMENTS’ = 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 AUDIENCES, IN VARIOUS COUNTRIES AROUND THE WORLD.
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**JAN 2024**

## 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**
Ø=Ý4 0.14%

**FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: PHOTO POSTS**
Ø=ßà 0.29%

**FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: VIDEO POSTS**
Ø=ßâ 0.23%

**FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: ALBUM POSTS**
Ø=Ý5 0.21%

**FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: STATUS POSTS**
Ø=ßâ 0.26%

**FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: LINK POSTS**
Ø=Ý4 0.10%

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AUDIENCE: POLAND

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**Source:** Socialinsider. Figures represent averages for the period between 01 September and 30 November 2023.
**Note:** Figures compare the combined number of post reactions, comments, and shares with the total number of page followers. Figures are averages based on a wide

variety of different NGO's page, with different audience sizes.

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*français*
*Logos*: We Are Social, MeltwaterRetranscription textuelle de l'image :

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JAN 2024

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
  [Icône de bobine]
  17.05%

- FACEBOOK POST ENGAGEMENTS vs. POST REACH: PHOTO POSTS
  [Icône de photo]
  8.70%

- FACEBOOK POST ENGAGEMENTS vs. POST REACH: VIDEO POSTS
  [Icône de vidéo]
  6.27%

- FACEBOOK POST ENGAGEMENTS vs. POST REACH: ALBUM POSTS
  [Icône d'album]
  8.90%

- FACEBOOK POST ENGAGEMENTS vs. POST REACH: STATUS POSTS
  [Icône de statut]
  21.66%

- FACEBOOK POST ENGAGEMENTS vs. POST REACH: LINK POSTS
  [Icône de lien]
  10.65%

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 POST WAS ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES.

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Logos en bas : We Are Social, MeltwaterJAN 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.

Total potential reach of ads on YouTube
27.90 million

YouTube ad reach vs. total population
68.8%

YouTube ad reach vs. total internet users
78.0%

Quarter-on-quarter change in reported YouTube ad reach
0% [unchanged]

Year-on-year change in reported YouTube ad reach
+1.5% [+400 thousand]

Share: female YouTube ad reach aged 18+ vs. overall YouTube ad reach aged 18+
50.4%

Share: male YouTube ad reach aged 18+ vs. overall YouTube ad reach aged 18+
49.6%

Adoption: overall YouTube ad reach aged 18+ vs. overall population aged 18+
74.7%

Adoption: female YouTube ad reach aged 18+ vs. female population aged 18+
72.1%

Adoption: male YouTube ad reach aged 18+ vs. male population aged 18+
77.5%

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 and above. Values represent each

individual company's unique users; figures may not be additive. Adoption values represent the number of unique individuals reached via ads on each platform, relative to the total eligible population.
Comparability:
74


françaisJan 2024
Top YouTube Searches
Queries With The Greatest Volume Of YouTube Search Activity Between 01 January 2023 and 31 December 2023

1. POISENKI - 100
2. PIOSENKA - 75
3. GENZIE - 59
4. MINECRAFT - 56
5. MUSIC - 54
6. MUZYKA - 41
7. BAJKI - 38
8. POLSKA - 35
9. WOJAN - 32
10. EKIPA - 28

11. ASMR - 27
12. SANAH - 25
13. PSI PATROL - 23
14. FORTNITE - 23
15. PALION - 23
16. WERSOW - 23
17. FRIZ - 21
18. SOLO - 19
19. DISCO POLO - 18
20. KARAOKE - 18

Source: Google Trends based on searches conducted on YouTube between 01 January 2023 and 31 December 2023. Note: Any spelling errors or language inconsistencies in search queries are as reported in Google Trends, and are retained as-is to enable readers to identify potential changes in how people enter written language in digital environments. "Index" does not represent absolute search volume; the "Index" value represents a search query's relative search volume compared with the search volume of the top query. Advisory: Google Trends uses sample data, so rank order and index values may vary depending on when the tool is accessed, even for the same time period.

[We Are Social and Meltwater logos]JAN 2024
INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER
AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

[POLOGNE]

AVARAGE INSTAGRAM POST ENGAGEMENT RATE: OVERALL AVARAGE FOR BUSINESS ACCOUNTS
[Icon of Instagram]
ENGAGEMENTS vs. FOLLOWERS 1.13%
ENGAGEMENTS vs. POST REACH 5.62%

AVARAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH FEWER THAN 10,000 FOLLOWERS
[Icon of person]
ENGAGEMENTS vs. FOLLOWERS 1.31%
ENGAGEMENTS vs. POST REACH 5.40%

AVARAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH 10,000 TO 100,000 FOLLOWERS
[Icon of three people]
ENGAGEMENTS vs. FOLLOWERS 1.07%
ENGAGEMENTS vs. POST REACH 5.81%

AVARAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH MORE THAN 100,000 FOLLOWERS
[Icon of group of people]
ENGAGEMENTS vs. FOLLOWERS 1.02%
ENGAGEMENTS vs. POST REACH 5.41%

SOURCE: SOCIALINSIDER FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN SEPTEMBER AND 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 BUSINESS ACCOUNT LIKES AND COMMENTS WITH THE NUMBER OF PEOPLE THAT HAVE SEEN A GIVEN POST. REPORTS ARE BASED ON THE "MEAN" VALUE FOR EACH ELEMENT, AND THE RESULTS EXCLUDE OUTLIERS. EACH ACCOUNT WITH DIFFERENT LEVELS OF FOLLOWERS AND ESTABLISHED IN VARIOUS COUNTRIES AROUND THE WORLD.

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
11 MILLION

INSTAGRAM AD REACH vs. TOTAL POPULATION
27.1%

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS
30.8%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH
-3.1%
-350 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH
+5.8%
+600 THOUSAND

INSTAGRAM USER ADOPTION
(ADOPTION: OVERALL INSTAGRAM AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+)
33.1%

ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
37.2%

ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
27.4%

SHARE: FEMALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+
59.7%

SHARE: MALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+
40.3%

SOURCES: META ADVERTISING RESOURCES; KEPOS ANALYSIS. NOTES: BASED ON DATA PUBLISHED IN AD RESOURCES; GENDER DATA ONLY AVAILABLE FOR “FEMALE” AND “MALE” SOURCE DATA FOR REACH FIGURES REPORTS UNIQUE USERS AGED 18 AND ABOVE. NOTE: AD REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE ACTIVE USER BASES OR ENGAGED AUDIENCE METRICS PUBLISHED BY OTHER SERVICES. AD AUDIENCES INCLUDE INSTAGRAM ACCOUNTS, GROUPS, PAGES, AND EVENTS. AD CHANGES IN REPORTED POPULATIONS.

comPARABILITY



we are social x MeltwaterJAN 2024
INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER
AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

POLAND

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: ALL POST TYPES
Engagements vs. Followers: 1.13%
Engagements vs. Post Reach: 5.62%

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: IMAGE POSTS
Engagements vs. Followers: 1.17%
Engagements vs. Post Reach: 6.08%

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: REELS POSTS
Engagements vs. Followers: 1.11%
Engagements vs. Post Reach: 5.00%

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: CAROUSEL POSTS
Engagements vs. Followers: 1.10%
Engagements vs. Post Reach: 5.40%

SOURCE: SOCIALINSIDER FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN SEPTEMBER AND NOVEMBER 2023. NOTES: FIGURES FOR "ENGAGEMENTS VS. FOLLOWERS" COMPARE THE COMBINED NUMBER OF REACTIONS AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. FIGURES FOR "ENGAGEMENTS VS. POST REACH" COMPARE THE

COMBINED NUMBER OF BUSINESS ACCOUNT LIKES AND COMMENTS WITH ESTIMATED POST REACH DATA, WHERE SUCH DATA IS AVAILABLE AND ACCURATELY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF INSTAGRAM BUSINESS ACCOUNT, WITH DIFFERENT AUDIENCE SIZES, IN MANY DIFFERENT LOCATIONS AROUND THE WORLD.



SOCIALINSIDER
powered by Meltwater
We are social  Jan 2024

LinkedIn: Advertising Audience Overview

The potential audience that marketers can reach with ads on LinkedIn.

Notes: 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:
6.70 million

LinkedIn ad reach vs. total population:
16.5%

LinkedIn ad reach vs. total internet users:
18.7%

Quarter-on-quarter change in reported LinkedIn ad reach:
+6.3% (+400 thousand)

Year-on-year change in reported LinkedIn ad reach:
+21.8% (+1.2 million)

Share: Female LinkedIn ad reach aged 18+ vs. overall LinkedIn ad reach aged 18+:
49.1%

Share: Male LinkedIn ad reach aged 18+ vs. overall LinkedIn ad reach aged 18+:
50.9%

Adoption: Overall LinkedIn ad reach aged 18+ vs. overall population aged 18+:
20.2%

Adoption: Female LinkedIn ad reach aged 18+ vs. female population aged 18+:
16.2%

Adoption: Male LinkedIn ad reach aged 18+ vs. male population aged 18+:
18.3%

Sources: LinkedIn advertising resources; legacy analysis.

Notes: Values reflect total registered “members” so are not comparable with other platforms in this report. Gender data isn’t available for these platforms, so values reflect overall adoption rates. Values converted into active user base where necessary. Population data from the United Nations and local national statistics. Figures presented are for users aged 18+ only and may not represent unique accounts, different approaches to reporting active users and changes in reporting periods. Comparability disclaimer.



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
11.52 Million

TikTok Ad Reach vs. Total Population
28.4%

TikTok Ad Reach vs. Total Internet Users
32.2%

Quarter-on-Quarter Change in Reported TikTok Ad Reach
+23.2%
+2.2 Million

Year-on-Year Change in Reported TikTok Ad Reach
+13.6%
+1.4 Million

Share: Female TikTok Ad Reach Aged 18+ vs. Overall TikTok Ad Reach Aged 18+
50.4%

Share: Male TikTok Ad Reach Aged 18+ vs. Overall TikTok Ad Reach Aged 18+
49.6%

Adoption: Overall TikTok Ad Reach Aged 18+ vs. Overall Population Aged 18+
34.7%

Adoption: Female TikTok Ad Reach Aged 18+ vs. Female Population Aged 18+
33.5%

Adoption: Male TikTok Ad Reach Aged 18+ vs. Male Population Aged 18+
36.0%

Sources: TikTok’s advertising resources; Kepios analysis. Notes: Does not include Douyin. Reach data are only available for "female" and "male" users aged 18+. Data are not yet available for all options. Values based on midpoint of ranges reported in TikTok's self-service advertising tools. Data may not reflect eligible audiences. Year-on-Year and Quarter-on-Quarter values show changes in absolute reach ad values.

79 Digital 2024 Poland

79 sur 137

en français

SOURCE: COMPARIBAT.COMBien sûr, voici la retranscription textuelle de l'image:

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**JAN 2024**

**MESSENGER: ADVERTISING AUDIENCE OVERVIEW**

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

**POLAND**

- **TOTAL POTENTIAL REACH OF ADS ON MESSENGER**
  ![icon] 15.30 MILLION

- **MESSENGER AD REACH VS. TOTAL POPULATION**
  ![icon] 37.7%

- **MESSENGER AD REACH VS. TOTAL INTERNET USERS**
  ![icon] 42.8%

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

![icon] -10.3%
-1.8 MILLION

- **YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH**
![icon] -3.2%
-500 THOUSAND

- **SHARE: FEMALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER AD REACH AGED 18+**
![icon] 54.4%

- **SHARE: MALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER AD REACH AGED 18+**
![icon] 45.6%

- **ADOPTION: OVERALL MESSENGER AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+**
![icon] 45.9%

- **ADOPTION: FEMALE MESSENGER AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+**
![icon] 47.9%

- **ADOPTION: MALE MESSENGER AD REACH AGED 18+ VS. MALE POPULATION AGED 18+**
![icon] 43.8%

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**SOURCES:** META ADVERTISING RESOURCES; KEPOS ANALYSIS. NOTES: BASED ON “DE- DUPLICATED” AUDIENCES REACHED ON PUBLISHER PLATFORMS. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE"; SOURCE DATA FOR EACH CATEGORY THEREFORE DOES NOT INCLUDE PEOPLE WHO DO NOT IDENTIFY AS ONE OF THESE TWO GENDERS. NOTES: PENETRATION FIGURES FOR INTERNET USERS MAY EXCEED 100% OF TOTAL POPULATIONS OR POPULATION SUB- GROUPS IN THE COUNTRIES WHERE CONNECTIONS FROM FOREIGN VISITORS REPRESENT A SIGNIFICANT PROPORTION OF TOTAL USAGE. ADVERTISING REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. VISITORS., ADS DELIVERED ON MESSENGER BUT REPORTED USING META'S "MESSENGER" LABEL MIGHT ALSO APPEAR IN THE REPORTED REACH FIGURES FOR METAS’ OTHER PORTFOLIO PROPERTIES. THESE FIGURES ARE BASED ON THE POTENTIAL REACH OF ADS SHOWN ON MESSENGER (SOURCE: METAS' AD PLANNING TOOLS) NOT THE MONTHLY ACTIVE USERS OF MESSENGER'S APP OR PLATFORM. THIS DATA PRIMARILY REPRESENTS USERS AGED 18 AND ABOVE. VISITORS. BASED ON A COMBINATION OF GOOGLE-BASED ESTIMATES,

SURVEYS, NATIONAL STATISTICAL OFFICES, TELECOMMUNICATIONS REGULATORS, INTERNATIONAL ORGANISATIONS, MEDIA SOURCES, TRADE, AND REGULATORY BODIES, *AND KEPIOS ANALYSIS*. COMPARABILITY ALERT: PRIMARY SOURCES CURRENTLY UNDER REVIEW.

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**we are social**
![icon] **Meltwater**

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**JAN 2024**
**PINTEREST: ADVERTISING AUDIENCE OVERVIEW**
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST
_NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS._

**POLAND**

**Total potential reach of ads on Pinterest**
6.10 MILLION

**Pinterest ad reach vs. total population**
15.0%

**Quarter-on-quarter change in reported Pinterest ad reach**
-2.6% (-165 THOUSAND)

**Year-on-year change in reported Pinterest ad reach**
+12.5% (+675 THOUSAND)

**Pinterest ad reach vs. total internet users**
17.0%

**Pinterest ad reach vs. population aged 13+**
17.2%

**Female Pinterest ad reach vs. total Pinterest ad reach**

72.4%

**Male Pinterest ad reach vs. total Pinterest ad reach**
22.3%

_SOURCES:_ PINTEREST’S ADVERTISING RESOURCES; KEPROS ANALYSIS.
_NOTES:_ DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. GENDER DATA ARE ALSO BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. VALUES FOR "FEMALE" AND "MALE" MAY NOT SUM TO 100%.
_ADVISORIES:_ REACH VALUES MAY REPRESENT UNIQUE INDIVIDUALS OR UNIQUE BROWSERS; SEE SOURCE NOTES FOR DETAILS. ACTIVE USER BASES IN INDIVIDUAL LOCATIONS MAY NOT REPRESENT EQUAL REACH ACROSS ALL OF PINTEREST'S AD PLACEMENTS. VALUES REFLECT AUDIENCE REACH OF PINTEREST’S ADVERTISING RESOURCES; REPORTED USER BASES MAY NOT PROVIDE COMPARABLE BASE FIGURES. VALUES FOR EACH PLACEMENT AND EACH GENDER MAY BE BASED ON DIFFERENT SOURCE DATA.
_RELIABILITY:_ KEPROS CLASSIFIES REPORTED AD REACH DATA AS RANGE B. NOTES ON DATA.



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

POLAND

NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)
53.06 MILLION

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION
130.8%

YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS
+0.4% +224 THOUSAND

SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G)
96.3%

SOURCE: GSMA INTELLIGENCE NOTES: TOTAL CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. FIGURES MAY SIGNIFICANTLY EXCEED FIGURES FOR POPULATION DUE TO MULTIPLE CONNECTIONS AND CONNECTED DEVICES PER PERSON.

COMPARABILITY: EACH GRAPHS MARKINGS FOR THIS GRAPHS PUBLISHED IN SOME OF OUR PREVIOUS REPORTS FEATURED CELLULAR CONNECTION FIGURES THAT INCLUDED CELLULAR IOT CONNECTIONS. FIGURES SHOWN HERE DO NOT INCLUDE CELLULAR IOT CONNECTIONS.





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

[Poland Flag]

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT
5.61 MILLION

SNAPCHAT AD REACH VS. TOTAL POPULATION
13.8%

SNAPCHAT AD REACH VS. TOTAL INTERNET USERS
15.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH
-2.2%
-125 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH
+0.2%
+10 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+
44.1%

ADOPTION: OVERALL SNAPCHAT AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
14.4%

ADOPTION: FEMALE SNAPCHAT AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
15.2%

ADOPTION: MALE SNAPCHAT AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
13.3%

SOURCES: SNAP* ADVERTISING RESOURCES; KEPIOS ANALYSIS NOTES: DATA ARE NOT AVAILABLE FOR ALL COUNTRIES. VALUES BASED ON INDICATORS IF AVAILABLE DATA ONLY. GENDER DATA ARE VALUES FOR "FEMALE" AND "MALE" AUDIENCES SIMILAR REFERS TO TOTAL AUDIENCE. *AD REACH ESTIMATES MAY BE BASED ON PARTIAL USAGE OR INTERNET AUDIENCES. UNDERSTANDING EACH PLATFORM'S ADVERTISING RESOURCES AND USES. VALUES FOR "TIME" AND YEAR BEGIN (START OF GOLD) BUT VALUES OF SPECS MAY DIFFER. VALUES TOOLS: ADVISORY SEEING IN NATIONAL AUDIENCES OR MINOR INTERMEDIATE REACH; ESTIMATES AND VALUES USE OF PAST AND UNDERSTANDING TOOLS. ONCE REFER VALUE. IMPORTANT: OFFERING CORE METRICS AND ESTIMATES; PLATFORM PROVIDERS POLICY VALUE, DIFFERENT RESEARCH DATES, AND RELIABLE DATA FOUNDATION. INTERESTS AND COMPARABILITY IN TERMS OF REACH IN REGIONS. SEE NOTES ON DATA.




[Icons representing various metrics are displayed across the middle of the image]

[Social media and internet icons are associated with specific statistical values]JAN 2024

X: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER)

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

POLAND

TOTAL POTENTIAL REACH OF ADS ON X (TWITTER)
5.81 MILLION

X AD REACH VS. TOTAL POPULATION
14.3%

X AD REACH VS. TOTAL INTERNET USERS
16.3%

QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH
+2.9%
+163 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH
+45.3%
+1.8 MILLION

SHARE: FEMALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+
40.0%

SHARE: MALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+
60.0%

ADOPTION: OVERALL X AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
15.0%

ADOPTION: FEMALE X AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
11.5%

ADOPTION: MALE X AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
18.8%

SOURCES:
IT'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES:
VALUES USE MIDPOINTS OF PUBLISHED RANGES.
GENDER DATA ARE ONLY AVAILABLE FOR “FEMALE” AND “MALE”.
ADVISORY: SIGNIFICANT ANOMALIES IN SEX OUTSIDE BINARIES MEAN WE ARE UNABLE TO PUBLISH
DATA FOR ‘OTHER SEXES’ AT PRESENT.

REMAINDER REPRESENTS INTERNET POPULATION AGED 18 AND ABOVE.

METHODOLOGIES TO DEFINE AUDIENCES AND BASELINE POPULATION MAY VARY ACROSS SOCIAL PLATFORMS, AND IN SOME INSTANCES MAY NOT ALIGN WITH NATIONAL CENSUS DATA.

SOURCE: IT‘S ADVERTISING RESOURCES COMPANY.
DATA AND VALUES REPRESENTED IN THIS REPORT ARE BASED ON A VARIETY OF PUBLISHED SOURCES OF INFORMATION.
FOR MORE DETAILED INFORMATION ON THE SOURCES OF DATA IN THIS REPORT, PLEASE REFER TO THE DETAILED NOTES
ON METHODOLOGY.
NOTES ON COMPARABILITY: VALUES MAY DIFFER FROM PREVIOUSLY PUBLISHED DATA.
ALL CHANGES VS PREVIOUS VALUES ARE CALCULATED BASED ON REVISED DATA



we are social
MeltwaterJAN 2024
CELLULAR MOBILE CONNECTIONS OVER TIME
NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME

[Left arrow icon]

50.6 M
Q4 2021
+2.1%

51.7 M
Q1 2022
+1.9%

52.7 M
Q2 2022
+0.6%

52.9 M
Q3 2022
-0.2%

52.8 M
Q4 2022
-0.2%

52.8 M
Q1 2023
-0.06%

52.7 M
Q2 2023
+0.4%

52.9 M
Q3 2023
+0.2%

53.1 M
Q4 2023

[Right arrow icon]

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

Flag of Poland

POLAND

GSMA INTELLIGENCE LOGO
DATAREPORTAL LOGO
WE ARE SOCIAL LOGO
MELTWATER LOGO

**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

**POLAND**

**TOTAL NUMBER OF MOBILE APP DOWNLOADS**
[Icon: Phone with star]
1.02 BILLION

**YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS**
[Icon: Arrows up and down]
+0.5%
+5 MILLION

**ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)**
[Icon: Dollar sign]
$664.9 MILLION

**YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES**
[Icon: Recycle arrows with dollar signs]
+34.7%
+$171 MILLION

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI NOTE: FIGURES REPRESENT 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.

[Logos: we are social, Meltwater]

Digital 2024 Poland 90 sur 137
Voici la retranscription textuelle de l'image :

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**JAN 2024**

**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**

3H 48M

**SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS**

22.2%

**SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS**

38.0%

**SHARE OF SMARTPHONE TIME: UTILITY & PRODUCTIVITY**

16.6%

**SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)**

15.5%

**SHARE OF SMARTPHONE TIME: SHOPPING APPS**

1.9%

**SHARE OF SMARTPHONE TIME: ALL OTHER APPS**

5.8%

**SHARE OF SMARTPHONE TIME: WEB BROWSERS & SEARCH ENGINES**

9.5%

---

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI NOTES: FIGURES REPRESENT SHARE OF TIME SPENT USING ANDROID PHONES BETWEEN 01 JANUARY AND 31 DECEMBER 2023. CATEGORY DEFINITIONS REPRESENT DATA.AI'S CLASSIFICATIONS AND MAY NOT MATCH INDIVIDUAL APP STORE DEFINITIONS. "WEB BROWSERS AND SEARCH ENGINES" IS A SUBCATEGORY OF THE "UTILITY & PRODUCTIVITY" PRIMARY IA CLASSIFICATION. COMPARABILITY: SIGNIFICANT CHANGES IN THE DEFINITIONS USED FOR EACH APP CATEGORY. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.



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Logos présents :
- we are social
- Meltwater

Drapeau :
- Pologne (Pologne est écrit à côté du drapeau)

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C'est tout pour la transcription.Voici la retranscription textuelle de l'image :

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**JAN 2024**

**APP RANKING: CONSUMER SPEND**

Ranking of mobile apps and mobile games by total consumer spend between 01 January and 31 December 2023

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# MOBILE APP | COMPANY
1. TikTok | ByteDance
2. Google One | Google
3. Disney+ | Disney
4. Tinder | Match Group
5. YouTube | Google
6. Max: Stream HBO, TV, & Movies | Warner Bros. Discovery
7. Duolingo: Learn Languages | Duolingo
8. Badoo | Bumble
9. Storytel | Storytel
10. FaceApp | FaceApp

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# MOBILE GAME | COMPANY
1. Coin Master | Moon Active
2. Roblox | Roblox
3. Empires & Puzzles | Take Two Interactive
4. Match Masters | Candivore
5. Gardenscapes by Playrix | Playrix
6. Stumble Guys | Scopely
7. Brawl Stars | Tencent
8. Candy Crush Saga | Activision Blizzard

9. Whiteout Survival | Zhejiang Century Huatong Group
10. Slots Casino Games by Huuuge | Huuuge Games

---

**Source: Data.ai Intelligence. See Data.ai notes. Rankings based on combined consumer activity across the Google Play Store and Apple iOS App Store between 01 January and 31 December 2023. Consumer spend only includes spend on apps and in-app purchases via app stores, and does not include revenues from eCommerce or mobile advertising.**

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**Digital 2024 Poland**

**Page 93 sur 137**

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*JAN 2024*

**APP RANKING: DOWNLOADS**

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

**# MOBILE APP | COMPANY**

01. TEMU | PDD HOLDINGS

02. WHATSAPP MESSENGER | META

03. SHEIN | SHEIN

04. TIKTOK | BYTEDANCE

05. VINTED | VINTED

06. CDA.PL | CWMEDIA

07. ´ ´ Â 5d2 4 •@AL PARTNERS

08. BIEDRONKA | BIEDRONKA

09. CAPCUT | BYTEDANCE

10. MOBYWATEL | MINISTERSTWO CYFRYZACJI

**# MOBILE GAME | COMPANY**

01. WORDS OF WONDERS | FUGO

02. ROBLOX | ROBLOX

03. BLOCK BLAST ADVENTURE MASTER | HUNGRY STUDIO

04. STUMBLE GUYS | SCOPELY

05. MY PERFECT HOTEL | SAYGAMES

06. ROYAL MATCH | DREAM GAMES

07. BRAWL STARS | TENCENT

08. BRAIN TEST: TRICKY PUZZLES | UNICO STUDIO

09. MONOPOLY GO! FAMILY BOARD GAME | SCOPELY

10. SUBWAY SURFERS | TENCENT

---

**Note:**

SOURCE: DATA.IA | INTELLIGENCE. SEE DATA.IA.

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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**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**
1. YOUTUBE GOOGLE
2. GOOGLE GOOGLE
3. CHROME BROWSER GOOGLE
4. GOOGLE MAPS GOOGLE
5. FACEBOOK META
6. FACEBOOK MESSENGER META
7. GMAIL GOOGLE
8. WHATSAPP MESSENGER META
9. GOOGLE MESSENGER GOOGLE
10. ALLEGRO ALLEGRO

**# MOBILE GAME** **COMPANY**
1. ROBLOX ROBLOX
2. BRAWL STARS TENCENT
3. STUMBLE GUYS SCOPELY
4. SUBWAY SURFERS TENCENT
5. TOCA LIFE: WORLD SPIN MASTER
6. COIN MASTER MOON ACTIVE
7. POKÉMON GO NIANTIC
8. AMONG US! INNERSLOTH
9. WORDS OF WONDERS FUGO
10. EA SPORTS FC™ MOBILE 24 SOCCER ELECTRONIC ARTS

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

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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

[POLAND FLAG] POLAND

---

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES

86.98%

YEAR-ON-YEAR CHANGE
-0.4% (-33 BPS)

---

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES

12.93%

YEAR-ON-YEAR CHANGE
+3.2% (+40 BPS)

---

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES

0.06%

YEAR-ON-YEAR CHANGE
-33.3% (-3 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

0.03%

YEAR-ON-YEAR CHANGE
-57.1% (-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 MOBILE BROWSERS IN DECEMBER 2023. FIGURES CHANGE OVER TIME, SO DIRECT COMPARISONS WITH HISTORICAL DATA MAY BE MISLEADING. YEAR-ON-YEAR % VALUE REPRESENTS THE CHANGE IN A FIGURE COMPARED WITH THE CORRESPONDING MONTH OF THE PREVIOUS YEAR. YEAR-ON-YEAR 9B VALUE REPRESENTS THE DIFFERENCE BETWEEN THE CURRENT % SHARE VALUE, AND THE VALUE RECORDED FOR THE SAME MONTH IN THE PREVIOUS YEAR, EXPRESSED IN PERCENTAGE POINTS. 1 BASIS POINT [BPS] = 0.01% YOY CHANGE VALUES SHOWN IN THIS SLIDE HAVE BEEN ROUNDED TO 1 DECIMAL POINT; BASIS POINT VALUES SHOWN IN THE 9B 4ôÅTÔâ „ VE BEEN ROUNDED TO THE NEAREST WHOLE NUMBER TO LIMIT ON-SCREEN CLUTTER, ALL 0% VALUES ARE SHOWN AS 0 BUT THESE VALUES MAY NOT BE EQUAL TO 0.0% DUE TO ROUNDING.

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Meltwater [LOGO]

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WEEKLY ONLINE SHOPPING ACTIVITIES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK

Purchased a product or service online

58.0%

Ordered groceries via an online store
15.9%

Bought a second-hand item via an online store
18.4%

Used an online price comparison service
39.4%

Used a buy now, pay later service
16.6%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA.
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**JAN 2024**

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

1. ACCOUNT WITH A FINANCIAL INSTITUTION
   - **95.7%**
     - FEMALE: 95.7%
     - MALE: 95.8%

2. CREDIT CARD OWNERSHIP
   - **24.4%**
     - FEMALE: 20.3%
     - MALE: 28.9%

3. DEBIT CARD OWNERSHIP
   - **83.9%**
     - FEMALE: 82.1%
     - MALE: 85.9%

4. MOBILE MONEY ACCOUNT (E.G., M-PESA, G-CASH)
   - **[N/A]**
     - FEMALE: [N/A]

- MALE: [N/A]

5. MADE A DIGITAL PAYMENT (PAST YEAR)
  - **91.4%**
    - FEMALE: 90.8%
    - MALE: 92.0%

6. MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)
  - **67.8%**
    - FEMALE: 63.3%
    - MALE: 72.7%

7. USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)
  - **47.9%**
    - FEMALE: 42.0%
    - MALE: 54.2%

8. USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)
  - **70.4%**
    - FEMALE: 67.3%
    - MALE: 73.8%

---

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. INGO TOTAL POPULATION. ‘MOBILE MONEY ACCOUNTS’ ONLY REFER TO SERVICES THAT PROVIDE AN INDEPENDENT WALLET/ACCOUNT DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GLOM AND O2O. FIGURES FOR ‘MOBILE MONEY ACCOUNTS’ DO NOT INCLUDE ‘MOBILE BANK ACCOUNTS’ OR ‘MOBILE PAYMENT SERVICES’ SUCH AS APPLE PAY, GOOGLE PAY OR SAMSUNG PAY.

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ONLINE PURCHASE DRIVERS

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

POLAND

1. FREE DELIVERY — 58.7%
2. COUPONS AND DISCOUNTS — 47.9%
3. SIMPLE ONLINE CHECKOUT — 46.3%
4. NEXT-DAY DELIVERY — 41.7%
5. CUSTOMER REVIEWS — 41.0%
6. LOYALTY POINTS — 36.4%
7. EASY RETURNS POLICY — 30.8%
8. CASH ON DELIVERY — 18.6%
9. GUEST CHECKOUT — 17.9%
10. SOCIAL LIKES & COMMENTS — 16.8%
11. CLICK AND COLLECT — 15.7%
12. INTEREST-FREE PAYMENTS — 13.3%
13. ECO-FRIENDLY CREDENTIALS — 13.0%
14. EXCLUSIVE CONTENT OR SERVICES — 5.9%
15. SOCIAL BUY BUTTONS — 5.8%

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



Transcription textuelle de l'image :

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JAN 2024

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

[Icone d'un portefeuille digital et mobile]
SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DIGITAL AND MOBILE WALLETS
15.0%

[Icone d'une carte de débit ou crédit]
SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DEBIT AND CREDIT CARDS
15.0%

[Icone de transfert bancaire]
SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK TRANSFERS
```

67.0%

[Icone de paiement à la livraison]
SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO CASH-ON-DELIVERY
2.0%

[Icone d'autres méthodes de paiement]
SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO OTHER PAYMENT METHODS
1.0%

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

[Logo We Are Social] [Logo Meltwater]

99

Digital 2024 Poland  99 sur 137  [Icônes divers contenus]
français
```## 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

**Left Column:**
1. ALLEGRO - 100
2. BUTY - 79
3. NIKE - 78
4. LEGO - 57
5. IPHONE - 43
6. BLUZA - 36
7. ADIDAS - 33
8. SAMSUNG - 32
9. SUKIENKA - 32
10. OLX - 32

**Right Column:**
11. JORDAN - 30
12. SPODNIE - 29
13. PLECAK - 20
14. MEDIA EXPERT - 19
15. BUTY NIKE - 18
16. IKEA - 16
```

17. NIKE AIR - 16
18. CASTORAMA - 15
19. SUKIENKI - 14
20. TELEFON - 14

### Source:

Google Trends, based on shopping searches conducted on Google Search between 01 January 2023 and 31 December 2023.

**Notes:**
Any language anomalies or spelling errors in queries are as published in Google Trends and are shown as-is to help readers to identify potential changes in how people use language in their search activities. Index figure doesn't represent absolute search volumes, but the index of top queries shows relative search volumes 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.

*Digital 2024 Poland*

**Page Number:** 100 sur 137
**Language Options:** English (en) | French (fr)

**Logos:**
- We Are Social
- Meltwater

**Flag:** PolandVoici la retranscription textuelle de l'image :

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**JAN 2024**
**ONLINE RIDE-HAILING OVERVIEW**
HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES

**NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES**
8.75 MILLION

**YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE USERS**
+3.2% +270 THOUSAND

**TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2023)**
$199.0 MILLION

**YEAR-ON-YEAR CHANGE IN MARKET VALUE ONLINE RIDE-HAILING BOOKINGS**
+3.6% +$7.0 MILLION

**AVERAGE ANNUAL VALUE PER USER: ONLINE RIDE-HAILING BOOKINGS (USD, 2023)**
$22.75

---

source: STATIS MOBILITY MARKET OUTLOOK - SEE STATISTA.COM.

notes: IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS, VALUES INCLUDE THE BOOKING OF RIDES IN PRIVATE VEHICLES (E.G., UBER, GRAB) AND TRADITIONAL TAXI SERVICES. ONLY INCLUDES 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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Note: Les descriptions d'icônes et les noms de marque qui apparaissent dans l'image ne sont pas inclus dans le texte ci-dessus pour des raisons de clarté.Jan 2024
Digital Health Treatment & Care Overview
Headlines for the adoption and use of digitally enabled healthcare treatments and care

Poland

Number of People Using Digital Health Treatment & Care
12.21 million

Year-On-Year Change in Users of Digital Treatment & Care
+7.9% +890 thousand

Total Annual Value of the Digital Treatment & Care Market (USD, 2023)
$613.9 million

Year-On-Year Change in Market Value: Digital Treatment & Care Market
+10.8% +$60 million

Average Annual Value per User: Digital Treatment & Care (USD, 2023)
$50.30

Sources: Statista Digital Market Outlook. See statista.com. Notes: Includes digital tools that are used to diagnose, treat, and manage medical conditions, including biometric sensors and digital care management. Does not include smartwatches, smart home tools, or smart eyewear. Figures represent estimates for full-year 2023 and comparisons to equivalent values for the previous calendar year. Financial values are in US Dollars. Percentage change values are year-on-year. 'By%' values show absolute change.

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**JAN 2024**
**ECOMMERCE: CONSUMER GOODS CATEGORIES**
ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2023)

---

**ELECTRONICS**
Icône Appareil photo

$3.98 BILLION
YEAR-ON-YEAR CHANGE +2.3% (+$90 MILLION)

---

**FASHION**
Icône Robe

$3.37 BILLION
YEAR-ON-YEAR CHANGE +3.4% (+$110 MILLION)

---

**FOOD**

Icône Pomme

$230.0 MILLION
YEAR-ON-YEAR CHANGE +4.2% (+$10 MILLION)

---

**BEVERAGES**
Icône Boisson

$70.00 MILLION
YEAR-ON-YEAR CHANGE [UNCHANGED]

---

**DIY & HARDWARE**
Icône Outils

$570.0 MILLION
YEAR-ON-YEAR CHANGE -6.6% (-$40 MILLION)

---

**FURNITURE**
Icône Fauteuil

$1.13 BILLION
YEAR-ON-YEAR CHANGE +6.6% (+$70 MILLION)

---

**PHYSICAL MEDIA**
Icône Disque vinyle

$280.0 MILLION
YEAR-ON-YEAR CHANGE -6.7% (-$20 MILLION)

---

**BEAUTY & PERSONAL CARE**
Icône Feuille

$1.05 BILLION
YEAR-ON-YEAR CHANGE +1.0% (+$10 MILLION)

---

**TOBACCO PRODUCTS**
Icône Cigarette

$50.0 MILLION
YEAR-ON-YEAR CHANGE -16.7% (-$10 MILLION)

---

**TOYS & HOBBY**
Icône Puzzle

$350.0 MILLION
YEAR-ON-YEAR CHANGE +2.9% (+$10 MILLION)

---

**HOUSEHOLD ESSENTIALS**
Icône Chiffon et Produit Ménager

$220.0 MILLION
YEAR-ON-YEAR CHANGE +15.8% (+$30 MILLION)

---

**OVER-THE-COUNTER PHARMACEUTICALS**
Icône Croix Médicale

$630.0 MILLION
YEAR-ON-YEAR CHANGE +8.6% (+$50 MILLION)

---

**LUXURY GOODS**
Icône Sac

$240.0 MILLION
YEAR-ON-YEAR CHANGE [UNCHANGED]

---

**EYEWEAR**
Icône Lunettes

$160.0 MILLION
YEAR-ON-YEAR CHANGE -5.9% (-$10 MILLION)

---

Source: Statista ECOMMERCE MARKET, SEE STATISTA.COM
NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR. THESE CATEGORIES DO NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. COMPARABILITY: SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. SOME FIGURES ARE NOT COMPARABLE WITH PREVIOUS RELEASES.

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Logos : statista, we are social, MeltwaterJAN 2024

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

POLAND

Flights
$2.64 BILLION
YEAR-ON-YEAR CHANGE
+30.1% (+$610 MILLION)

Trains
$218.4 MILLION
YEAR-ON-YEAR CHANGE
+32.4% (+$53 MILLION)

Car Rentals
$216.4 MILLION
YEAR-ON-YEAR CHANGE
+6.4% (+$13 MILLION)

Long-Distance Buses
$256.3 MILLION
YEAR-ON-YEAR CHANGE
+31.8% (+$62 MILLION)

Hotels
$1.65 BILLION
YEAR-ON-YEAR CHANGE
+14.7% (+$211 MILLION)

Package Holidays
$4.25 BILLION
YEAR-ON-YEAR CHANGE
+30.8% (+$1.0 BILLION)

Vacation Rentals
$422.0 MILLION
YEAR-ON-YEAR CHANGE
+18.6% (+$66 MILLION)

Cruises
$4.06 MILLION
YEAR-ON-YEAR CHANGE
+44.1% (+$1.2 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK; STATISTA MOBILITY MARKET OUTLOOK; SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PRECEDING CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT, NON-COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, HITCH-HIKING, OR CARNATURE SERVICES. COMPARABILITY: B2B AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.


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

Number of People Using Online Doctor Consultation Services
530.0 THOUSAND

Year-on-Year Change in Users of Online Doctor Consultation Services
+12.8% +60 THOUSAND

Total Annual Value of Online Doctor Consultations (USD, 2023)
$107.8 MILLION

Year-on-Year Change in Market Value Online Doctor Consultations
+15.5% +$14 MILLION

Average Annual Value per User, Online Doctor Consultations (USD, 2023)
$205

Source: Statista Digital Market Outlook. See statista.com. Notes: Includes telemedicine and other digital tools that enable patients to consult with doctors remotely. Figures represent estimates for Full-Year 2023, and comparisons to equivalent values for the previous calendar year. Financial values are in US dollars. Percentage change values are relative. “000” values show absolute change.


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

POLAND

NUMBER OF PEOPLE USING DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES
Statista
6.58
MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING USERS
Melwater
+13.8%
+800 THOUSAND

TOTAL ANNUAL VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET (USD, 2023)
Statista
$517.0
MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL FITNESS & WELL-BEING MARKET
We Are Social
+17.2%
+$76 MILLION

AVERAGE ANNUAL VALUE PER USER: DIGITAL FITNESS & WELL-BEING (USD, 2023)
We Are Social
$78.63

SOURCE: (Statista Digital Market Outlook), SEE (Statista.com). NOTES: INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRISTWEAR, SMART SCALES, FITNESS APPS THAT TRACK PARAMETERS, NUTRITION APPS (E.G. CALORIE COUNTING), AND MEDITATION AND MINDFULNESS APPS. DOES NOT INCLUDE SMART CLOTHING, SMART SUITES, SMART EYEWEAR, HEALTH-TRACKING APPS, FITNESS EQUIPMENT OR SERVICES, OR OCCUPATIONAL CONSUMER HEALTHCARE DEVICES. EACH YEAR'S MARKET VALUES ARE BASED ON CURRENT EXCHANGE RATES. ACCORDING TO EQUIPMENT VALUES FOR THE REFERENCE YEAR. FINANCIAL VALUES IN U.S. DOLLARS. PERCENTAGES ARE YEAR-ON-YEAR CHANGE.



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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: 29.7%
2. MUSIC STREAMING SERVICE: 20.8%
3. MOBILE APP: 11.7%
4. MUSIC DOWNLOAD: 11.3%
5. E-BOOK: 9.6%
6. IN-APP PURCHASES: 8.6%
7. MOBILE GAME: 8.6%
8. NEWS SERVICE: 7.2%
9. STUDY PROGRAMS AND LEARNING MATERIALS: 6.5%
10. PREMIUM WEB SERVICE: 5.2%
11. SOFTWARE PACKAGE: 4.8%
12. DATING SERVICE: 4.8%
13. DIGITAL GIFTS: 4.2%
14. ONLINE MAGAZINE SUBSCRIPTION: 3.7%

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.
Icons: we are social, Meltwater.Jan 2024

Digital Media Spend
Full-year 2023 spend on digital media subscriptions and downloads (in U.S. dollars)

Total:

$2.07 billion
Year-on-year change: +17.6% (+$310 million)

Video Games:
$700.0 million
Year-on-year change: +16.7% (+$100 million)

Video-on-Demand:
$1.06 billion
Year-on-year change: +21.8% (+$190 million)

Epublishing:
$200.0 million
Year-on-year change: +11.1% (+$20 million)

Digital Music:
$110.0 million
Year-on-year change: +10.0% (+$10 million)

Statista Digital Market Outlook

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 whole of 2022. Totals include spend on digital media subscriptions and one-time purchases of digital content for the categories shown. Note: Physical media or user-generated content are not included. Comparability: Size and category definition changes, figures are not comparable with previous reports.



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

[Bar chart with the following data]
- SEARCH ENGINES: 40.5%
- PRODUCT COMPARISON WEBSITES: 35.8%
- WORD-OF-MOUTH: 32.8%
- CONSUMER REVIEW SITES: 32.2%
- BRAND WEBSITES: 30.7%
- PRODUCT SAMPLES OR TRIALS: 25.3%
- IN-STORE PROMOS: 20.4%
- TV ADS: 19.8%
- PERSONALISED PURCHASE RECOMMENDATIONS ON WEBSITES: 19.6%

- SOCIAL MEDIA COMMENTS: 17.5%
- ADS ON WEBSITES: 16.7%
- SOCIAL MEDIA ADS: 16.6%
- TV SHOWS AND FILMS: 14.7%
- PRODUCT BROCHURES: 13.4%
- ONLINE PRESS ARTICLES: 12.7%

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.



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

POLAND

Research Brands Online Before Making a Purchase
GWI.

53.0%
YOY: -2.9% (-160 BPS)

Visited a Brand’s Website in the Past 30 Days
GWI.

55.5%
YOY: +2.6% (+140 BPS)

Clicked or Tapped on a Banner Ad on a Website in the Past 30 Days
GWI.

12.3%
YOY: +2.5% (+30 BPS)

Clicked or Tapped on a Sponsored Social Media Post in the Past 30 Days
GWI.

10.7%
YOY: -10.1% (-120 BPS)

Downloaded or Used a Branded Mobile App in the Past 30 Days
GWI.

17.1%
YOY: -3.4% (-60 BPS)JAN 2024

MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS

1. SEARCH ENGINES: 58.8%
2. CONSUMER REVIEWS: 48.9%
3. PRICE COMPARISON SITES: 45.1%
4. SOCIAL NETWORKS: 41.8%
5. PRODUCT & BRAND WEBSITES: 30.6%
6. MOBILE APPS: 23.7%
7. SPECIALIST REVIEW SITES: 19.9%
8. Q&A SITES: 18.2%
9. DISCOUNT VOUCHER SITES: 15.9%
10. FORUMS & MESSAGE BOARDS: 14.9%
11. BRAND & PRODUCT BLOGS: 14.0%
12. VIDEO SITES: 9.6%
13. MESSENGER SERVICES: 8.9%
14. ONLINE PINBOARDS: 7.9%
15. MICRO-BLOGS: 6.8%

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



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)
$3.70 BILLION

YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)
+4.9%
+$172 MILLION

DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)

$2.15 BILLION

YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND
+8.5%
+$169 MILLION

DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND
58.0%

SOURCE: STATISTA MARKET OUTLOOKS: SEE STATISTA.COM.
NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR.
FINANCIAL VALUES IN U.S. DOLLARS; PERCENTAGE CHANGES VALUES ARE ABSOLUTE.
ADVISOR NOTE: A 0% CHANGE TO AN EXISTING VALUE OF $1BN WOULD EQUAL 0BN; NOT 1BN.
COMPARABILITY: BASE CURRENCIES AND INFLATION CAN AFFECT THIS YEAR-ON-YEAR COMPARISON.
METHODOLOGY: FOR MORE INFORMATION 0N THE DATA IN THIS CHART (INCLUDING A BROADER VARIETY OF METRICS AND CONTEXTS THAT GIVE THIS DEFINITION DEEPER INSIGHTS) SEE THIS REPORT.

DATA

Poland

statista

we are social

Meltwater