

Jan 2024

## IRELAND

### Overview of the adoption and use of connected devices and services

Note: Significant revisions to source data mean that figures shown here are not comparable with previous reports. See the important notes at the start of this report for details.

#### Total Population

5.07 million

#### Year-on-year change

+0.7%

+33 thousand

#### Urbanisation

64.6%

#### Cellular Mobile Connections

5.38 million

#### Year-on-year change

+2.2%

+117 thousand

#### Total vs. Population

106.0%

#### Individuals Using the Internet

5.02 million

#### Year-on-year change

+0.7%

+33 thousand

#### Total vs. Population

99.0%

Social Media User Identities

4.01 million

Year-on-year change

-0.2%

-10,000

Total vs. Population

79.0%

Sources:

UN; government authorities; GSMA Intelligence; ITU; Eurostat; CIA World Factbook; GEC; GWI; Akamai; Platform reports; OECD; RTP; Research Center; Media sources; We Are Social; Meltwater

Advisory:

Social media user identities may not represent unique individuals. Comparisons with base reports: figures are not comparable with previous notes. Global datasets include different definitions and underlying local data sources and proprietary frameworks. Figures also represent multiple sources of data from different sources and services. Only part of the platform uses active users and their interactions. You should not include inaccurate results. See notes on data.

We Are Social. Meltwater. Voici la retranscription textuelle de l'image donnée:

---

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

**\*\*Why do marketers use social listening?\*\***

**\*according to Meltwater's\* \*\*State of Social Media 2024\*\***

**\*\*55%\*\***

To better understand my target audience

**\*\*43%\*\***

To manage brand reputation

**\*\*30%\*\***

To benchmark against competitors

**\*\*34%\*\***

To raise brand awareness

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

[Image of a woman with various social media and graph icons]

[QR code]

Download the report

---

**\*\*Digital 2024 Ireland\*\***

16 sur 130

[Various icons: search, grid, share, etc.]

français**\*\*POPULATION ESSENTIALS\*\***

Digital 2024 Ireland 18 sur 130  
retranscription textuelle de l'image :

françaisBien sûr, voici la

---

We are social

Think Forward

THE SOCIAL RECKONING

IN A NEW ERA OF SOCIAL, EVERY BRAND WILL BE JUDGED

Dive into We Are Social's latest trends report.

Attention layering

EVERYDAY FANDOM

Mischief Mode

The Offline Internet

Post Representation

Explore the trends:

[ThinkForward.WeAreSocial.com](https://ThinkForward.WeAreSocial.com)

Digital 2024 Ireland

---

Note : L'image contient également un code QR et diverses illustrations graphiques.JAN 2024

POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS

- TOTAL POPULATION

5.07 MILLION

- FEMALE POPULATION

50.4%

- MALE POPULATION

49.6%

- YEAR-ON-YEAR CHANGE IN TOTAL POPULATION

+0.7%

+33 THOUSAND

- MEDIAN AGE OF THE POPULATION

38.5

- URBAN POPULATION

64.6%

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

74.2

- OVERALL LITERACY (ADULTS AGED 15+)

99.0%

- FEMALE LITERACY (ADULTS AGED 15+)  
99.0%

- MALE LITERACY (ADULTS AGED 15+)  
99.0%

## IRELAND

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

we are social  
Meltwater

**\*\*Note:\*\*** The numbers and percentages are accompanied by icons representing  
people, gender symbols, urban and population density, and books for literacy. JAN 2024

## POPULATION OVER TIME POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

### IRELAND

4.60M  
+0.8%  
JAN 2014

4.64M  
+1.0%  
JAN 2015

4.69M  
+1.1%  
JAN 2016

4.74M  
+1.3%  
JAN 2017

4.80M  
+1.4%  
JAN 2018

4.87M  
+1.2%  
JAN 2019

4.93M  
+0.9%  
JAN 2020

4.97M  
+0.8%  
JAN 2021

5.01M  
+0.8%  
JAN 2022

5.04M  
+0.7%  
JAN 2023

5.07M  
+0.7%  
JAN 2024

SOURCES: (UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; KEPIOS ANALYSIS). NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.2M" = 1,200,000), AND "B" DENOTES BILLIONS (E.G. "1.23B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. COMPARABILITY: SOURCE CHANGES AND BASE REVISIONS FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

we are social  
© Meltwater

Digital 2024 Ireland  
20 sur 130  
JAN 2024

## AGE DISTRIBUTION OF THE POPULATION

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

294 K  
317 K  
353 K  
324 K  
327 K

305 K  
300 K  
338 K  
397 K  
381 K  
346 K  
303 K  
275 K  
241 K  
200 K  
169 K  
98.7 K  
57.1 K  
22.0 K  
6 170  
1 026

5.8%  
6.2%  
6.9%  
6.7%  
6.4%  
6.0%  
5.9%  
6.7%  
7.9%  
7.5%  
6.8%  
6.0%  
5.4%  
4.7%  
3.9%  
3.3%  
1.9%  
1.1%  
0.4%  
0.1%  
<0.1%

AGE 0-4  
AGE 5-9  
AGE 10-14  
AGE 15-19  
AGE 20-24  
AGE 25-29  
AGE 30-34

AGE 35-39  
AGE 40-44  
AGE 45-49  
AGE 50-54  
AGE 55-59  
AGE 60-64  
AGE 65-69  
AGE 70-74  
AGE 75-79  
AGE 80-84  
AGE 85-89  
AGE 90-94  
AGE 95-99  
AGE 100+

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED BY THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. NOTES: PERCENTAGE VALUES BELOW EACH BAR REPRESENT THE RESPECTIVE AGE GROUP'S SHARE OF THE TOTAL POPULATION VALUES BELOW THE BARS ARE SHOWN NETT TO HIGHEST OR NEAREST . 12 K DENOTE INSIGNIFICANT VALUES : EX 128 = 128,000 ; 127 = 127,000 ; AND 126 = 126,000 . ANY FIGURES SHOWN IN RED INDICATE NEGATIVE GROWTH . WHERE NO LETTER IS PRESENT , VALUES ARE SHOWN AS IS . COMPARABILITY : SOURCE CHANGES AND BASE REVISIONS : FIGURES MAY NOT COMPARE WITH VALUES PUBLISHED IN OTHER REPORTS .

we are social  
MeltwaterJET  
JAN 2024

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

Ireland

Any Kind of Mobile Phone  
98.3%  
Year-on-Year Change  
+2.0% (+190 BPS)

Smart Phone  
98.0%  
Year-on-Year Change  
+2.0% (+190 BPS)

Feature Phone



3.6%  
Year-on-Year Change  
-18.2% (-80 BPS)

Laptop or Desktop Computer  
72.0%  
Year-on-Year Change  
+6.2% (+420 BPS)

Tablet Device  
45.6%  
Year-on-Year Change  
-5.2% (-250 BPS)

Games Console  
32.3%  
Year-on-Year Change  
+10.6% (+310 BPS)

Smart Watch or Smart Wristband  
44.3%  
Year-on-Year Change  
+10.5% (+420 BPS)

TV Streaming Device  
35.7%  
Year-on-Year Change  
+13.7% (+430 BPS)

Smart Home Device  
29.9%  
Year-on-Year Change  
+22.5% (+550 BPS)

Virtual Reality Device  
5.3%  
Year-on-Year Change  
-3.6% (-20 BPS)

Source: GWI Q4 2023: FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64; SEE GETGWI.COM. NOTE: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E., AN INCREASE OF 10% FROM A STARTING VALUE OF 50% WOULD BE SHOWN, BUT NOT 45%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES; SEE NOTES ON DATA.

23 sur 130 JAN 2024

**\*\*FINANCIAL AND DEVELOPMENTAL INDICATORS\*\***

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

**\*\*Gross Domestic Product (Current U.S. Dollars)\*\***  
\$589.6 BILLION

**\*\*Gross Domestic Product (PPP, Current International Dollars)\*\***  
\$722.9 BILLION

**\*\*Gross Domestic Product Per Capita (Current U.S. Dollars)\*\***  
\$112 THOUSAND

**\*\*Gross Domestic Product Per Capita (PPP, Current International Dollars)\*\***  
\$138 THOUSAND

**\*\*Net National Income Per Capita (Current U.S. Dollars)\*\***  
\$49.6 THOUSAND

**\*\*Percentage of the population earning less than \$3.65 (2017 PPP) per day\*\***  
0.2%

**\*\*Percentage of the population with access to basic drinking water\*\***  
96.0%

**\*\*Percentage of the population with access to basic sanitation\*\***  
89.3%

**\*\*Percentage of the population with access to electricity\*\***  
100%

**\*\*Percentage of the population that owns a mobile phone (any type)\*\***  
94.8%

**\*\*Sources:\*\*** WB, World Bank (most latest published data up to 2021).

**\*\*Definitions:\*\*** "\$" refers to USD; PPP: refers to "global purchasing power parity," based on the World Bank's 2017 exchange rate benchmark; Basic drinking water: percentage of the total population using improved water source provided collection time is not more than 30 minutes round trip; Basic sanitation: percentage of total population using improved sanitation facilities not shared with other households; Figures use latest

published data have been forecast based on the same year on year rate as official world bank data unless otherwise stated; Some comparative figures like a neighboring market in Digital Report/Field Guide changelog were for March / valid up to dates but maybe published on other dates.

22

Digital 2024 Ireland

22 sur 130

Voici la retranscription textuelle de l'image :

...

INTERNET

Digital 2024 Ireland

26 sur 130

...

L'image inclut également une icône représentant un globe stylisé en bleu. JAN 2024

DAILY TIME SPENT WITH MEDIA

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

- TIME SPENT USING THE INTERNET:

6H 13M

YEAR-ON-YEAR CHANGE +4.3% (+15 MINS)

- TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING):

3H 11M

YEAR-ON-YEAR CHANGE -5.1% (-10 MINS)

- TIME SPENT USING SOCIAL MEDIA:

1H 56M

YEAR-ON-YEAR CHANGE +0.1% (+<1 MIN)

- TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT):

1H 01M

YEAR-ON-YEAR CHANGE -29.6% (-25 MINS)

- TIME SPENT LISTENING TO MUSIC STREAMING SERVICES:

1H 21M

YEAR-ON-YEAR CHANGE -8.7% (-7 MINS)

- TIME SPENT LISTENING TO BROADCAST RADIO:

1H 05M

YEAR-ON-YEAR CHANGE -11.9% (-8 MINS)

- TIME SPENT LISTENING TO PODCASTS:  
0H 44M  
YEAR-ON-YEAR CHANGE -10.0% (-4 MINS)

- TIME SPENT USING A GAMES CONSOLE:  
0H 40M  
YEAR-ON-YEAR CHANGE -18.2% (-8 MINS)

(SOURCE: GWI Q4 2023) JAN 2024

## OVERVIEW OF INTERNET USE

### ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

TOTAL NUMBER OF INTERNET USERS  
5.02 MILLION

INTERNET USERS vs. TOTAL POPULATION  
99.0%

YEAR-ON-YEAR CHANGE IN TOTAL INTERNET USERS  
+0.7% (+33 THOUSAND)

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

INDEXED INTERNET ADOPTION vs. GLOBAL AVERAGE  
149.6

PERCENTAGE OF INTERNET USERS ACCESSING VIA MOBILE PHONES  
96.7%

AVERAGE DAILY TIME SPENT USING THE INTERNET  
6H 13M

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT USING THE INTERNET  
+4.3% (+15 MINS)

#### Sources:

Kepios analysis | ITU, GSMA Intelligence, Eurostat, CIA World Factbook, Ookla, Kantar & IABM, Local Government Authorities, United Nations. Time spent and mobile share data from GWI 2023 (2024 edition). Based on a broad survey of internet users aged 16 to 64. See [GWI.COM/ADVISORY](https://www.gwi.com/advisory). Figures for internet user growth may under represent actual trends. See notes on data comparability, source and base changes.

We are social | Meltwater\*\* JAN 2024\*\*

\*\*INTERNET USE OVER TIME (YOY)\*\*

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

\*\* January 2014:\*\* 3.84 M (+0.8%)

\*\* January 2015:\*\* 3.88 M (+1.0%)

\*\* January 2016:\*\* 3.92 M (+1.8%)

\*\* January 2017:\*\* 3.99 M (+4.7%)

\*\* January 2018:\*\* 4.18 M (+5.7%)

\*\* January 2019:\*\* 4.41 M (+2.6%)

\*\* January 2020:\*\* 4.53 M (+8.5%)

\*\* January 2021:\*\* 4.92 M (-2.7%)

\*\* January 2022:\*\* 4.79 M (+4.3%)

\*\* January 2023:\*\* 4.99 M (+0.7%)

\*\* January 2024:\*\* 5.02 M

\*\*Note:\*\*

Sources: KEPOS ANALYSIS, ETL (USMA Intelligence), EUROSTAT, GWI, GODES  
ADVERTISING RESOURCES, CYNIC, KANTAR, IABM, GOVERNMENT  
RESOURCES, UNITED NATIONS.

---

\*\*Digital 2024 Ireland\*\*

\_Page 28 sur 130\_

\_Partners:\_

- \_We are Social\_

- \_Meltwater\_JAN 2024

MEDIA USE

THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH  
MEDIA TYPE

1. USING THE INTERNET VIA A MOBILE PHONE

- 98.6%

- YEAR-ON-YEAR CHANGE +1.5% (+143 BPS)

2. USING THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET

- 91.0%

- YEAR-ON-YEAR CHANGE -1.1% (-102 BPS)

3. USING SOCIAL MEDIA

- 93.6%
- YEAR-ON-YEAR CHANGE +3.2% (+288 BPS)
- 4. WATCHING LINEAR AND BROADCAST TV
  - 91.3%
  - YEAR-ON-YEAR CHANGE -2.5% (-232 BPS)
- 5. WATCHING STREAMING AND ON-DEMAND TV
  - 73.0%
  - YEAR-ON-YEAR CHANGE -1.5% (-114 BPS)
- 6. READING ONLINE PRESS CONTENT
  - 64.4%
  - YEAR-ON-YEAR CHANGE -3.1% (-209 BPS)
- 7. READING PHYSICAL PRESS CONTENT
  - 57.0%
  - YEAR-ON-YEAR CHANGE -6.0% (-366 BPS)
- 8. LISTENING TO BROADCAST RADIO
  - 81.3%
  - YEAR-ON-YEAR CHANGE -3.7% (-309 BPS)
- 9. LISTENING TO MUSIC STREAMING SERVICES
  - 71.1%
  - YEAR-ON-YEAR CHANGE +6.6% (+442 BPS)
- 10. LISTENING TO PODCASTS
  - 66.8%
  - YEAR-ON-YEAR CHANGE +3.5% (+223 BPS)

## Ireland

Source: GWI (Q1 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64 (BPS: Basis points). Notes: Percentage change values represent relative change in the number of people who use each medium, not changes in the time spent using each medium. Time-spent data for broadcasting radio does not include time spent listening to online radio, and time spent watching TV does not include time spent watching online video platforms such as YouTube. Survey respondents may spend consuming media. Year-on-year change values represent comparison with equivalent results in the company's report from the previous year.

Digital 2024 Ireland (24 sur 130)  
we are social  
MeltwaterJAN 2024

## INTERNET USER PERSPECTIVES

### INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

[Illustration of three globes representing internet users from different sources]

#### INTERNET USERS: ITU

4.85 MILLION

vs. POPULATION 95.6%

#### INTERNET USERS: CIA WORLD FACTBOOK

4.75 MILLION

vs. POPULATION 93.6%

#### INTERNET USERS: INTERNETWORLDSTATS

4.63 MILLION

vs. POPULATION 91.2%

[SOURCES: as stated above each icon. NOTE: Where sources publish internet adoption as a percentage (i.e. penetration), we compare the latest published adoption rates with the latest figures for population to reveal absolute user numbers. Where sources publish absolute user numbers, we compare these absolute user figures with the latest figures for population to reveal value of % population. Comparability: Potential mismatches. Internet user figures quoted elsewhere in this report may differ as different sources publish using different methods.]

[IRELAND FLAG] Ireland

[Kepios logo][We Are Social logo][Meltwater logo]

Digital 2024 Ireland

30 sur 130

[Fleche gauche, fleche droite, icones de maison, livre, traduction et impression]JAN 2024

#### INTERNET ADOPTION RATE OVER TIME (YOY)

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

Ireland

JAN 2014

83.5%

+0.00%

JAN 2015

83.5%

+0.01%

JAN 2016

83.5%

+0.7%

JAN 2017

84.1%

+3.4%

JAN 2018

87.0%

+4.3%

JAN 2019

90.7%

+1.4%

JAN 2020

92.0%

+7.6%

JAN 2021

99.0%

-3.4%

JAN 2022

95.6%

+3.6%

JAN 2023

99.0%

0%

JAN 2024

99.0%

0%

Sources:

HFSO; ANALYSIS; ITU; USUA INTELLIGENCE; EUROSTAT; GOOGLE'S  
ADVERTISING RESOURCES; CENC; KANTAR; IAMAI; GOVERNMENT  
RESOURCES; UNITED NATIONS. NOTES: DATA IS MOST REPORTED AS A  
PERCENTAGE OF THE TOTAL POPULATION.

Methodology: Data reported is at a certain point in time each year. Figures also show



the relative change in internet adoption. Some figures may not add up due to rounding.

Comparability: Due to the variety of sources and data sets, figures may differ across years and reports. However, the latest available data should be considered the most accurate.

Digital 2024 Ireland

We Are Social  
Meltwater

Page 29 of 130 JAN 2024

DAILY TIME SPENT USING THE INTERNET

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

[Graphical illustration of a clock] 6H 13M

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES

[Graphical illustration of a mobile phone] 3H 15M

TIME SPENT USING THE INTERNET ON MOBILE PHONES

[Graphical illustration of a computer and tablet] 2H 58M

TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS

[Graphical illustration of a scale] 52.2%

MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.  
we are social x Meltwater

[Flag of Ireland]

Digital 2024 Ireland 31 sur 130 (31 of 130) JAN 2024

MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

1. Finding Information - 77.4%
2. Researching How To Do Things - 66.8%
3. Staying In Touch With Friends and Family - 66.5%
4. Keeping Up To Date With News and Events - 63.7%
5. Watching Videos, TV Shows or Movies - 57.3%
6. Researching Places, Vacations and Travel - 57.2%

7. Researching Products and Brands - 56.7%
8. Accessing and Listening to Music - 54.9%
9. Filling Up Spare Time and General Browsing - 54.0%
10. Finding New Ideas or Inspiration - 51.1%
11. Education and Study-related Purposes - 43.0%
12. Managing Finances and Savings - 42.2%
13. Researching Health Issues and Healthcare Products - 41.6%
14. Organising Day-to-Day Life - 27.9%
15. Business-related Research - 24.6%

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

SEE [GWI.COM](https://www.gwi.com)

COMPARABILITY: METHODOLOGY CHANGES, SEE NOTES ON DATA

Digital 2024 Ireland

32 sur 130JAN 2024

INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

Median Speed of Mobile Internet Connections

Download (Mbps): 33.09

Upload (Mbps): 7.95

Latency (ms): 23

Year-On-Year Change in Median Speed of Mobile Internet Connections

Download: +33.2%

Upload: +1.0%

Latency: -8.0%

Median Speed of Fixed Internet Connections

Download (Mbps): 102.55

Upload (Mbps): 36.82

Latency (ms): 9

Year-On-Year Change in Median Speed of Fixed Internet Connections

Download: +31.7%

Upload: +38.7%

Latency: -10.0%

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

we are social

Meltwater

Digital 2024 Ireland 34 sur 130 françaisVoici la retranscription textuelle de l'image :

---

JAN 2024

SHARE OF WEB TRAFFIC BY DEVICE

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

(Flag of Ireland)

MOBILE PHONES

61.90%

YEAR-ON-YEAR CHANGE

-2.7% (-169 BPS)

LAPTOP AND DESKTOP COMPUTERS

35.38%

YEAR-ON-YEAR CHANGE

+6.4% (+213 BPS)

TABLET DEVICES

2.62%

YEAR-ON-YEAR CHANGE

-15.2% (-47 BPS)

OTHER DEVICES

0.10%

YEAR-ON-YEAR CHANGE

+42.9% (+3 BPS)

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT THE YEAR-ON-YEAR CHANGE I.E. IN PERCENTAGE OF PPS. FROM A STARTING VALUE OF 50% WOULD EQUAL 67%, NOT 117%. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

Digital 2024 Ireland

Icones :

- Flèche gauche

- Flèche droite
- Numéro 35 sur 130

- Pictogrammes représentant divers services numériques : analyse des données, partage de fichier, téléchargement de fichier, réseaux sociaux

- Langues : français

Logo We Are Social  
Logo Meltwater

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

---

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

**\*\* DEVICES USED TO ACCESS THE INTERNET \*\***

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF  
DEVICE TO ACCESS THE INTERNET

**\*\* MOBILE PHONE (ANY) \*\***

96.7%

YEAR-ON-YEAR CHANGE: +5.3% (+490 BPS)

**\*\* LAPTOP OR DESKTOP (ANY) \*\***

74.6%

YEAR-ON-YEAR CHANGE: +1.4% (+100 BPS)

**\*\* SMART PHONE \*\***

95.5%

YEAR-ON-YEAR CHANGE: +5.4% (+490 BPS)

**\*\* FEATURE PHONE \*\***

2.2%

YEAR-ON-YEAR CHANGE: -33.3% (-110 BPS)

**\*\* TABLET DEVICE \*\***

41.3%

YEAR-ON-YEAR CHANGE: +10.7% (+400 BPS)

**\*\* PERSONAL LAPTOP OR DESKTOP \*\***

63.7%

YEAR-ON-YEAR CHANGE: -2.2% (-140 BPS)

**\*\* WORK LAPTOP OR DESKTOP \*\***

34.2%

YEAR-ON-YEAR CHANGE: +3.0% (+100 BPS)

**\*\*CONNECTED TELEVISION\*\***

42.3%

YEAR-ON-YEAR CHANGE: +3.2% (+130 BPS)

**\*\*SMART HOME DEVICE\*\***

34.3%

YEAR-ON-YEAR CHANGE: +38.9% (+960 BPS)

**\*\*GAMES CONSOLE\*\***

21.2%

YEAR-ON-YEAR CHANGE: +14.6% (+270 BPS)

\_SOURCES:\_ GWI Q4 2023

\_FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64 (SEE GWI.COM)\_

\_NOTES:\_ "MOBILE PHONE (ANY)" INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR FEATURE PHONE.

"LAPTOP OR DESKTOP (ANY)" INCLUDES USERS WHO ACCESS VIA EITHER A COMPANY-ISSUED OR PERSONAL COMPUTER.

"WORK" BY THE INTERNET. PERCENTAGE CHANGE VALUES ARE RELATIVE CHANGES. "BPS" VALUES SHOW THE CHANGES IN BASIS POINTS.

\_RELATED ABSOLUTE METRICS:\_ GWI.

33 sur 130

Digital 2024 Ireland

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

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

---

Note: Les icônes et autres éléments graphiques ne peuvent pas être retranscrits textuellement ici. Voici la retranscription textuelle de l'image :

---

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

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

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

**\*\*IRELAND\*\***

DEC 2013: 17.50% (+72.3%)

DEC 2014: 30.15% (+11.9%)

DEC 2015: 33.73% (+4.5%)  
DEC 2016: 35.26% (+36.7%)  
DEC 2017: 48.21% (-2.7%)  
DEC 2018: 46.89% (+21.1%)  
DEC 2019: 56.78% (-1.9%)  
DEC 2020: 55.70% (+6.6%)  
DEC 2021: 59.35% (+7.1%)  
DEC 2022: 63.59% (-2.7%)  
DEC 2023: 61.90%

\*\*SOURCE: STATCOUNTER.\*\*

\*\*NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 10% WOULD EQUAL 12%, NOT 30%).\*\*

\*\*we are social\*\*

\*\*Meltwater\*\*

---

Page 36 sur 130 de "Digital 2024 Ireland".\*\* JAN 2024\*\*

\*\*TOP TYPES OF WEBSITES VISITED AND APPS USED\*\*

\*\*PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH\*\*

1. Chat and Messaging: 95.9%
2. Social Networks: 95.7%
3. Search Engines or Web Portals: 91.7%
4. Email: 77.3%
5. Shopping, Auctions, or Classifieds: 75.5%
6. Maps, Parking, or Location-based Services: 73.7%
7. Weather: 60.5%
8. News: 47.3%
9. Music: 45.6%
10. Entertainment: 44.7%
11. Banking, Investing, or Insurance: 42.9%
12. Travel: 37.6%
13. Food Takeaway and Delivery: 35.9%
14. Tickets and Events: 31.9%
15. Sports: 31.4%

\*\*Source: GWI Q3 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes, see notes on data.\*\* JAN 2024

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

### IRELAND

CHROME - 57.2%  
SAFARI - 31.1%  
SAMSUNG INTERNET - 4.0%  
EDGE - 3.7%  
FIREFOX - 1.8%  
OPERA - 1.1%  
ANDROID - 0.6%  
OTHERS - 0.4%

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.

38 Digital 2024 Ireland - 38 sur 130

we are social | Meltwater JAN 2024

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

\*\*Google\*\*: 95.6%  
\*\*Bing\*\*: 2.8%  
\*\*Yahoo!\*\*: 0.7%  
\*\*DuckDuckGo\*\*: 0.5%  
\*\*Ecosia\*\*: 0.2%  
\*\*Yandex\*\*: 0.1%  
\*\*Baidu\*\*: 0.02%  
\*\*Others\*\*: 0.05%

### IRELAND

Source: Statcounter

Notes: Figures represent the number of page view referrals originating from each service as a percentage of total page view referrals originating from search engines in

December 2023. Percentage change values represent relative year-on-year change, i.e., an increase of 20% from a starting value of 50% would equal 60%, not 70%. BPS values represent basis points and indicate the absolute change. Figures may not sum to 100% due to rounding.

Digital 2024 Ireland

41 sur 130

JAN 2024

TOP GOOGLE SEARCHES

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

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	WEATHER	100
02	NEWS	96
03	RIP	68
04	GOOGLE	53
05	RTE	52
06	FACEBOOK	43
07	YOUTUBE	37
08	RIP.IE	32
09	RTE NEWS	29
10	TRANSLATE	27
11	BBC	26
12	WORDLE	24
13	DUNNES	24
14	AMAZON	24
15	TWITTER	23
16	PREMIER LEAGUE	21
17	LIVERPOOL	17
18	DONE DEAL	16
19	INDEPENDENT	16
20	DAILY MAIL	16

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



Digital 2024 Ireland

42 sur 130

&

we are social Meltwater

42 43

+

françaisVoici la retranscription textuelle de l'image :

---

JAN 2024

ACCESSING ONLINE INFORMATION

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

1. Use a search engine (e.g., Google, Bing, DuckDuckGo) EACH MONTH  
- 91.7%
2. Use voice assistants (e.g., Siri, Google Assistant) to find information EACH WEEK  
- 19.3%
3. Visit social networks to look for information about brands and products  
- 35.3%
4. Use image search tools (e.g., Google Lens, Pinterest Lens) on mobile EACH MONTH  
- 20.2%
5. Scan a QR code on a mobile phone EACH MONTH  
- 38.6%
6. Use online tools to translate text into different languages EACH WEEK  
- 29.6%

---

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.

---

Digital 2024 Ireland

43 sur 130

---

Logos "We Are Social" et "Meltwater" en bas à droite. Drapeau de l'Irlande en haut à  
droite.

Jan 2024

**\*\*MOST STREAMED CONTENT ON NETFLIX\*\***

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

**\*\*MOST STREAMED MOVIES ON NETFLIX\*\***

#	MOVIE NAME	INDEX
---	-----	----
01	THE GRINCH	100
02	SING	46
03	HARRY POTTER AND THE PHILOSOPHER'S STONE	45
04	HARRY POTTER AND THE CHAMBER OF SECRETS	41
05	THE DEEPEST BREATH	38
06	NOBODY	35
07	LUTHER: THE FALLEN SUN	34
08	REPTILE	33
09	LEAVE THE WORLD BEHIND	32
10	HOME	32

#### \*\*MOST STREAMED TV SHOWS ON NETFLIX\*\*

#	TV SHOW NAME	INDEX
---	-----	----
01	THE NIGHT AGENT	100
02	LOVE IS BLIND	95
03	THE LINCOLN LAWYER	90
04	GINNY & GEORGIA	85
05	BECKHAM	78
06	THE CROWN	76
07	SELLING SUNSET	74
08	YOU	71
09	QUEEN CHARLOTTE: A BRIDGERTON STORY	62
10	MURDAUGH MURDERS: A SOUTHERN SCANDAL	59

**\*\*Source:\*\*** flixpatrol.com. **\*\*Notes:\*\*** The same content may have different titles in different countries. Rankings based on FlixPatrol's analysis of viewing activity for full-year 2023. "Index" values combine the FlixPatrol "points" value for each title into the FlixPatrol "points" value of the 10th-ranked item in each platform's ranking.

**\*\*Ireland\*\*** (flag icon)

46 sur 130

**\*\*Digital 2024 Ireland\*\***

**\*\*français\*\*** JAN 2024

MOST STREAMED CONTENT ON DISNEY+  
FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON DISNEY+ FOR  
FULL YEAR 2023

MOST STREAMED MOVIES ON DISNEY+

# | MOVIE NAME | INDEX

- 1 | MOANA | 100
- 2 | ENCANTO | 43
- 3 | FROZEN | 29
- 4 | ELEMENTAL | 24
- 5 | HOME ALONE | 19
- 6 | AVATAR: THE WAY OF WATER | 17
- 7 | GUARDIANS OF THE GALAXY VOLUME 3 | 14
- 8 | BLACK PANTHER: WAKANDA FOREVER | 12
- 9 | HOME ALONE 2: LOST IN NEW YORK | 12
- 10 | ANT-MAN AND THE WASP: QUANTUMANIA | 11

#### MOST STREAMED TV SHOWS ON DISNEY+

# | TV SHOW NAME | INDEX

- 1 | GREY'S ANATOMY | 100
- 2 | MODERN FAMILY | 81
- 3 | FAMILY GUY | 74
- 4 | THE SIMPSONS | 69
- 5 | BLUEY | 53
- 6 | CRIMINAL MINDS | 35
- 7 | THE KARDASHIANS | 27
- 8 | THE MANDALORIAN | 17
- 9 | THE WALKING DEAD | 15
- 10 | AHSOKA | 12

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

Digital 2024 Ireland

47 sur 130

we are social

Meltwater\*\* JAN 2024\*\*

\*\*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 (MONTHLY AVG.)	UNIQUE VISITORS (MONTHLY AVG.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
----	-----	-----	-----	-----	-----

-					
3.4	01	GOOGLE.COM	478 M	28.0 M	21M 43S
5.8	02	YOUTUBE.COM	386 M	16.7 M	36M 29S
7.4	03	PORNHUB.COM	51.9 M	7.13 M	10M 25S
2.3	04	FACEBOOK.COM	44.3 M	8.29 M	21M 40S
1.6	05	AIB.IE	32.8 M	3.55 M	15M 45S
1.4	06	REDDIT.COM	29.4 M	5.86 M	18M 55S
1.8	07	TWITTER.COM	28.0 M	5.96 M	19M 07S
1.9	08	WIKIPEDIA.ORG	25.7 M	5.44 M	10M 17S
7.8	09	XVIDEOS.COM	22.0 M	4.52 M	11M 42S
1.8	10	INSTAGRAM.COM	20.3 M	5.61 M	17M 29S
5.7	11	AMAZON.CO.UK	17.7 M	4.27 M	13M 53S
2.2	12	RTE.IE	17.0 M	2.91 M	10M 08S
2.9	13	BBC.COM	16.7 M	1.69 M	12M 45S
2.3	14	DUCKDUCKGO.COM	16.7 M	1.54 M	11M 28S
1.7	15	TIKTOK.COM	16.4 M	2.13 M	8M 43S
2.8	16	INDEPENDENT.IE	13.8 M	2.35 M	10M 14S
8.2	17	XHAMSTER.COM	11.6 M	2.63 M	4M 33S
7.5	18	XNXX.COM	10.6 M	2.70 M	12M 33S
6.7	19	ANIWAVE.TO	10.6 M	640 K	11M 58S
2.6	20	THEGUARDIAN.COM	9.97 M	1.29 M	12M 14S

**\*\*Source:\*\*** SEMRUSH figures represent traffic values between 01 September and 30 November 2023. **\*\*Note:\*\*** Values in the "unique visitors" column represent the number of distinct internet accessing users, but may not represent unique individuals, as some people use multiple devices or browsers. Figures rounded to nearest hundred

thousand; time in H:MM:SS: pages; average pages per visit = visits / pages impression; some websites above may contain adult content, gambling, virus, malware, or offensive content. Readers should avoid visiting unknown domains. \*\*Comparability:\*\* subject to methodology changes. \*\*Source Methodology Changes.\*\* `40 sur 130`.

`Digital 2024 Ireland`

`we are social` `Meltwater` 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	The Celtic Cartel	100
02	Everything Everywhere All At Once	60
03	Guy Ritchie's The Covenant	55
04	Culpa Mía	51
05	Kandahar	50
06	Dune	43
07	Air	42
08	Mindcage	42
09	Operation Fortune: Ruse de Guerre	42
10	John Wick: Chapter 4	39

MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO

#	TV SHOW NAME	INDEX
01	Clarkson's Farm	100
02	Reacher	65
03	The Summer I Turned Pretty	61
04	Tom Clancy's Jack Ryan	58
05	Gen V	33
06	Daisy Jones & The Six	32
07	Citadel	30
08	Star Trek: Picard	29
09	The Wheel of Time	28
10	The Boys	27

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

- WE ARE SOCIAL, Meltwater

Digital 2024 Ireland

48 sur 130

[Icons indicating print, zoom, search, and share options]

[Language options: français]\*\* JAN 2024\*\*

\*\*WATCHING ONLINE VIDEO CONTENT\*\*

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

---

### \*\*ANY KIND OF VIDEO\*\*

\*\*90.9%\*\*

YOY: +0.4% (+40 BPS)

---

### \*\*MUSIC VIDEO\*\*

\*\*40.3%\*\*

YOY: [UNCHANGED]

---

### \*\*COMEDY, MEME, OR VIRAL VIDEO\*\*

\*\*44.3%\*\*

YOY: +24.1% (+860 BPS)

---

### \*\*VIDEO LIVESTREAM\*\*

\*\*17.1%\*\*

YOY: -0.6% (-10 BPS)

---

### \*\*TUTORIAL OR HOW-TO VIDEO\*\*

\*\*35.1%\*\*

YOY: +4.8% (+160 BPS)

---

### \*\*EDUCATIONAL VIDEO\*\*

\*\*22.0%\*\*

YOY: -1.8% (-40 BPS)

---

### \*\*PRODUCT REVIEW VIDEO\*\*

\*\*20.4%\*\*

YOY: +5.2% (+100 BPS)

---

### \*\*SPORTS CLIP OR HIGHLIGHTS VIDEO\*\*

\*\*23.4%\*\*

YOY: +13.6% (+280 BPS)

---

### \*\*INFLUENCER VIDEOS AND VLOGS\*\*

\*\*18.3%\*\*

YOY: -7.1% (-140 BPS)

---

### \*\*GAMING VIDEO\*\*

\*\*16.0%\*\*

YOY: +6.7% (+100 BPS)

---

\*\*SOURCE: GWI (Q4 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM/QUICK](https://www.gwi.com/quick). NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN PERCENTAGE TERMS. FOR EXAMPLE, AN INCREASE OF 20% FROM A STARTING VALUE OF 10.0% WOULD EQUAL 12.0%, NOT 30.0%. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.\*\*

\*\*Digital 2024 Ireland\*\*

44 sur 130

\*\*we are social\*\*

\*\*Meltwater\*\*

JAN 2024

TV CONSUMPTION AND STREAMING

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

IRELAND

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

99.1%

YEAR-ON-YEAR CHANGE IN INTERNET USERS WHO WATCH ANY KIND OF TV  
-0.3%  
-30 BPS

DAILY TIME THAT INTERNET USERS SPEND WATCHING ANY KIND OF TV  
3H 11M

YEAR-ON-YEAR CHANGE IN DAILY TV VIEWING TIME (ALL FORMS OF CONTENT  
DELIVERY)  
-5.1%  
-10 MINS

INTERNET USERS WHO STREAM TV CONTENT VS. INTERNET USERS WHO  
WATCH ANY KIND OF TV  
95.9%

DAILY TIME SPENT WATCHING TV CONTENT STREAMED OVER THE INTERNET  
1H 10M

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT WATCHING STREAMING TV  
CONTENT  
-6.7%  
-5 MINS

TIME SPENT WATCHING STREAMING TV CONTENT AS A PERCENTAGE OF  
TOTAL TV TIME  
36.9%

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

45

we are social @ Meltwater

Digital 2024 Ireland

45 sur 130JAN 2024

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

IRELAND

ANY DEVICE



77.1%  
YOY: +6.9% (+500 BPS)

SMARTPHONE  
GWI  
55.5%  
YOY: +8.8% (+450 BPS)

LAPTOP OR DESKTOP  
26.8%  
YOY: +13.1% (+310 BPS)

GAMES CONSOLE  
29.2%  
YOY: -5.8% (-180 BPS)

TABLET  
22.5%  
YOY: +49.0% (+740 BPS)

HAND-HELD GAMING DEVICE  
9.9%  
YOY: +37.5% (+270 BPS)

MEDIA STREAMING DEVICE  
GWI  
8.4%  
YOY: +52.7% (+290 BPS)

VIRTUAL REALITY HEADSET  
6.6%  
YOY: [UNCHANGED]

SOURCE: GWI JAN 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE PERCENTAGE CHANGE VALUES COMPARABLE; THE CHANGE IN PERCENTAGE POINTS FROM A STARTING VALUE OF 20% FROM A STARTING VALUE OF 20% WOULD EQUAL 40% IN "YOY" TERMS. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY. METHODOLOGY CHANGES. SEE NOTES ON DATA.

we are social

Meltwater

françaisVoici la retranscription textuelle de l'image :

\*\* JAN 2024 \*\*

\*\* TOP WEBSITES: SIMILARWEB RANKING \*\*

\_ Similarweb's ranking of the most visited websites, based on website traffic between December 2022 and November 2023 \_

Ireland

### Tableau de gauche:

1. \*\*WEBSITE\*\*: GOOGLE.COM
  - \*\*TOTAL VISITS (MONTHLY AVG.)\*\*: 273 M
  - \*\*UNIQUE VISITORS (MONTHLY AVG.)\*\*: 4.73 M
  - \*\*AVERAGE TIME PER VISIT\*\*: 11M 41S
  - \*\*AVERAGE PAGES PER VISIT\*\*: 9.3
2. \*\*WEBSITE\*\*: YOUTUBE.COM
  - \*\*TOTAL VISITS (MONTHLY AVG.)\*\*: 89.5 M
  - \*\*UNIQUE VISITORS (MONTHLY AVG.)\*\*: 3.21 M
  - \*\*AVERAGE TIME PER VISIT\*\*: 19M 15S
  - \*\*AVERAGE PAGES PER VISIT\*\*: 12.5
3. \*\*WEBSITE\*\*: FACEBOOK.COM
  - \*\*TOTAL VISITS (MONTHLY AVG.)\*\*: 46.6 M
  - \*\*UNIQUE VISITORS (MONTHLY AVG.)\*\*: 2.76 M
  - \*\*AVERAGE TIME PER VISIT\*\*: 8M 39S
  - \*\*AVERAGE PAGES PER VISIT\*\*: 7.3
4. \*\*WEBSITE\*\*: TWITTER.COM
  - \*\*TOTAL VISITS (MONTHLY AVG.)\*\*: 25.9 M
  - \*\*UNIQUE VISITORS (MONTHLY AVG.)\*\*: 2.98 M
  - \*\*AVERAGE TIME PER VISIT\*\*: 10M 32S
  - \*\*AVERAGE PAGES PER VISIT\*\*: 9.2
5. \*\*WEBSITE\*\*: STRIPCHAT.COM
  - \*\*TOTAL VISITS (MONTHLY AVG.)\*\*: 24.2 M
  - \*\*UNIQUE VISITORS (MONTHLY AVG.)\*\*: 5.74 M
  - \*\*AVERAGE TIME PER VISIT\*\*: 4M 55S
  - \*\*AVERAGE PAGES PER VISIT\*\*: 2.0
6. \*\*WEBSITE\*\*: GOOGLE.IE

- \*\*TOTAL VISITS (MONTHLY AVG.)\*\*: 22.2 M
- \*\*UNIQUE VISITORS (MONTHLY AVG.)\*\*: 1.35 M
- \*\*AVERAGE TIME PER VISIT\*\*: 7M 42S
- \*\*AVERAGE PAGES PER VISIT\*\*: 8.7

7. \*\*WEBSITE\*\*: INDEPENDENT.IE

- \*\*TOTAL VISITS (MONTHLY AVG.)\*\*: 21.6 M
- \*\*UNIQUE VISITORS (MONTHLY AVG.)\*\*: 2.14 M
- \*\*AVERAGE TIME PER VISIT\*\*: 4M 29S
- \*\*AVERAGE PAGES PER VISIT\*\*: 3.2

8. \*\*WEBSITE\*\*: WIKIPEDIA.ORG

- \*\*TOTAL VISITS (MONTHLY AVG.)\*\*: 19.3 M
- \*\*UNIQUE VISITORS (MONTHLY AVG.)\*\*: 2.60 M
- \*\*AVERAGE TIME PER VISIT\*\*: 4M 26S
- \*\*AVERAGE PAGES PER VISIT\*\*: 3.6

9. \*\*WEBSITE\*\*: REDDIT.COM

- \*\*TOTAL VISITS (MONTHLY AVG.)\*\*: 18.5 M
- \*\*UNIQUE VISITORS (MONTHLY AVG.)\*\*: 1.34 M
- \*\*AVERAGE TIME PER VISIT\*\*: 10M 25S
- \*\*AVERAGE PAGES PER VISIT\*\*: 7.2

10. \*\*WEBSITE\*\*: RTE.IE

- \*\*TOTAL VISITS (MONTHLY AVG.)\*\*: 17.7 M
- \*\*UNIQUE VISITORS (MONTHLY AVG.)\*\*: 1.93 M
- \*\*AVERAGE TIME PER VISIT\*\*: 3M 03S
- \*\*AVERAGE PAGES PER VISIT\*\*: 2.7

### Tableau de droite:

11. \*\*WEBSITE\*\*: INSTAGRAM.COM

- \*\*TOTAL VISITS (MONTHLY AVG.)\*\*: 15.2 M
- \*\*UNIQUE VISITORS (MONTHLY AVG.)\*\*: 2.30 M
- \*\*AVERAGE TIME PER VISIT\*\*: 6M 34S
- \*\*AVERAGE PAGES PER VISIT\*\*: 8.9

12. \*\*WEBSITE\*\*: PORNHUB.COM

- \*\*TOTAL VISITS (MONTHLY AVG.)\*\*: 13.3 M
- \*\*UNIQUE VISITORS (MONTHLY AVG.)\*\*: 1.64 M
- \*\*AVERAGE TIME PER VISIT\*\*: 9M 22S
- \*\*AVERAGE PAGES PER VISIT\*\*: 8.7

13. \*\*WEBSITE\*\*: IRISHTIMES.COM

- \*\*TOTAL VISITS (MONTHLY AVG.)\*\*: 12.0 M
- \*\*UNIQUE VISITORS (MONTHLY AVG.)\*\*: 1.66 M
- \*\*AVERAGE TIME PER VISIT\*\*: 3M 10S

- \*\*AVERAGE PAGES PER VISIT\*\*: 2.7
14. \*\*WEBSITE\*\*: AMAZON.CO.UK
    - \*\*TOTAL VISITS (MONTHLY AVG.)\*\*: 10.8 M
    - \*\*UNIQUE VISITORS (MONTHLY AVG.)\*\*: 1.94 M
    - \*\*AVERAGE TIME PER VISIT\*\*: 7M 08S
    - \*\*AVERAGE PAGES PER VISIT\*\*: 8.8
  15. \*\*WEBSITE\*\*: BBC.COM
    - \*\*TOTAL VISITS (MONTHLY AVG.)\*\*: 10.6 M
    - \*\*UNIQUE VISITORS (MONTHLY AVG.)\*\*: 1.37 M
    - \*\*AVERAGE TIME PER VISIT\*\*: 10M 54S
    - \*\*AVERAGE PAGES PER VISIT\*\*: 2.7
  16. \*\*WEBSITE\*\*: LINKEDIN.COM
    - \*\*TOTAL VISITS (MONTHLY AVG.)\*\*: 10.4 M
    - \*\*UNIQUE VISITORS (MONTHLY AVG.)\*\*: 1.06 M
    - \*\*AVERAGE TIME PER VISIT\*\*: 10M 05S
    - \*\*AVERAGE PAGES PER VISIT\*\*: 9.8
  17. \*\*WEBSITE\*\*: DAILYMAIL.CO.UK
    - \*\*TOTAL VISITS (MONTHLY AVG.)\*\*: 10.1 M
    - \*\*UNIQUE VISITORS (MONTHLY AVG.)\*\*: 1.34 M
    - \*\*AVERAGE TIME PER VISIT\*\*: 4M 33S
    - \*\*AVERAGE PAGES PER VISIT\*\*: 2.7
  18. \*\*WEBSITE\*\*: THESUN.IE
    - \*\*TOTAL VISITS (MONTHLY AVG.)\*\*: 9.73 M
    - \*\*UNIQUE VISITORS (MONTHLY AVG.)\*\*: 1.65 M
    - \*\*AVERAGE TIME PER VISIT\*\*: 2M 27S
    - \*\*AVERAGE PAGES PER VISIT\*\*: 2.1
  19. \*\*WEBSITE\*\*: AIB.IE
    - \*\*TOTAL VISITS (MONTHLY AVG.)\*\*: 9.18 M
    - \*\*UNIQUE VISITORS (MONTHLY AVG.)\*\*: 903 K
    - \*\*AVERAGE TIME PER VISIT\*\*: 16M 50S
    - \*\*AVERAGE PAGES PER VISIT\*\*: 5.6
  20. \*\*WEBSITE\*\*: XVIDEOS.COM
    - \*\*TOTAL VISITS (MONTHLY AVG.)\*\*: 9.09 M
    - \*\*UNIQUE VISITORS (MONTHLY AVG.)\*\*: 1.15 M
    - \*\*AVERAGE TIME PER VISIT\*\*: 11M 38S
    - \*\*AVERAGE PAGES PER VISIT\*\*: 10.0

\*\*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 devices accessing each site, but may not represent an individual person as some people use multiple devices or browsers. Values for 'total visits' and numbers for 'unique visitors' represent monthly reported averages rounded to the nearest 100,000. 'Average time per visit' is in minutes and seconds. **\*\*Advisory\*\***: Some sites featured in this ranking may contain adult content. Figures marked with an asterisk(\*) denote known adult domains.

**\*\*Digital 2024 Ireland\*\***

\_Page 39 sur 130\_

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

\_\*\*français\*\*\_SOCIAL MEDIA

Digital 2024 Ireland

55 sur 130

françaisJAN 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

40.3%

YEAR-ON-YEAR CHANGE

[UNCHANGED]

LISTEN TO MUSIC STREAMING SERVICES

44.3%

YEAR-ON-YEAR CHANGE

+10.5% (+420 BPS)

LISTEN TO ONLINE RADIO SHOWS OR STATIONS

24.6%

YEAR-ON-YEAR CHANGE

+7.0% (+160 BPS)

LISTEN TO PODCASTS

31.8%

YEAR-ON-YEAR CHANGE

+14.4% (+400 BPS)

LISTEN TO AUDIO BOOKS

11.4%

YEAR-ON-YEAR CHANGE

-12.3% (-160 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 PERCENTAGE OF BPS FROM A STARTING VALUE OF 0%. NOT YOU %. \*BPS VALUES REPRESENT THE ABSOLUTE CHANGE IN BASIS POINTS. COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA.

\*\*Logos for "we are social" and "Meltwater"\*\*\* JAN 2024  
AVERAGE ANNUAL REVENUE PER SMART HOME  
AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS)

[Flag of Ireland]

#### PENETRATION OF SMART HOME DEVICES

14.9%

YEAR-ON-YEAR CHANGE

+23.2% (281 BPS)

#### ARPU: SPEND ON ALL SMART HOME DEVICES

\$377

YEAR-ON-YEAR CHANGE

-0.5% (-\$1.80)

#### ARPU: SMART HOME APPLIANCES

\$1,136

YEAR-ON-YEAR CHANGE

+7.2% (+\$76.00)

#### ARPU: SMART HOME CONTROL & CONNECTIVITY DEVICES

\$132

YEAR-ON-YEAR CHANGE

+4.9% (+\$6.10)

#### ARPU: SMART HOME SECURITY DEVICES

\$176

YEAR-ON-YEAR CHANGE

+6.2% (+\$10.30)

#### ARPU: SMART HOME ENTERTAINMENT DEVICES

\$139

YEAR-ON-YEAR CHANGE

-4.6% (-\$6.70)

#### ARPU: SMART HOME COMFORT & LIGHTING

\$117

YEAR-ON-YEAR CHANGE  
+9.7% (+\$10.40)

ARPU: SMART HOME ENERGY MANAGEMENT  
\$113  
YEAR-ON-YEAR CHANGE  
-5.4% (-\$6.50)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK, SEE STATISTA.COM. NOTES:  
"SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED  
HOME DEVICES THAT CAN BE REMOTELY CONTROLLED, SERVICED,  
AUTOMATED AND DELIVER SERVICES TAILORED TO THE PERPETRATOR.  
NUMBERS RELATE TO CONNECTED HOMES THAT HAVE INTERNET  
CONNECTION AND TO EACH OTHER - EXCLUDING HOMES THAT ONLY USE  
LOCAL CONNECTION. 'ARPU' REFERS TO AVERAGE REVENUE PER USER.  
VALUES BASED ON AN AVERAGE US\$ EXCHANGE RATE.  
NOTE THAT MULTIPLE ACTIONS AS OFFERS OR RESTRICTIONS AND  
REGULATIONS MIGHT HAVE A SIGNIFICANT IMPACT ON THE MARKET.

COMPARABILITY: BASE CHANGES TO THE DEFINITIONS OF SMART HOME USE  
CASES IN 2022 INDICATE RETROSPECIVELY.

SOURCE: STATISTA DIGITAL MARKET OUTLOOK

Digital 2024 Ireland

52 sur 130  
À

[Logos of We Are Social and Meltwater]\*\* 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 Circle with banking icon

\*\*42.9%\*\*

\*\*YOY: +4.1% (+170 BPS)\*\*

\*\*USE A MOBILE PAYMENT SERVICE (E.G., APPLE PAY, SAMSUNG PAY) EACH  
MONTH\*\*

Blue Circle with mobile payment icon

\*\*40.7%\*\*

\*\*YOY: +31.3% (+970 BPS)\*\*

\*\*OWN ANY FORM OF CRYPTOCURRENCY (E.G., BITCOIN, ETHER)\*\*

Red Circle with cryptocurrency icon

\*\*7.0%\*\*

\*\*YOY: -41.7% (-500 BPS)\*\*

Source: GWI Q4 2021 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM/QUOTES](http://GWI.COM/QUOTES). NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN PERCENTAGE SHARE POINTS, FROM A STARTING VALUE OF 100, WOULD BE EQUAL TO 100%, NOT 1%. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES (2). NOTES ON DATA.

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

\*\*Digital 2024 Ireland\*\*

Page 53 of 130

\*\*français\*\*\*\* JAN 2024\*\*

\*\*SMART HOME MARKET OVERVIEW\*\*

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

\*\*NUMBER OF HOMES WITH SMART HOME DEVICES\*\*

\*292.7 THOUSAND\*

YEAR-ON-YEAR CHANGE

\*+24.7% (+58 THOUSAND)\*

\*\*TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET\*\*

\*\$110.4 MILLION\*

YEAR-ON-YEAR CHANGE

\*+24.1% (+\$21 MILLION)\*

\*\*VALUE OF SMART HOME APPLIANCES MARKET\*\*

\*\$51.06 MILLION\*

YEAR-ON-YEAR CHANGE

\*+25.2% (+\$10 MILLION)\*

\*\*VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET\*\*

\*\$15.61 MILLION\*

YEAR-ON-YEAR CHANGE

\*+28.5% (+\$3.5 MILLION)\*

\*\*VALUE OF SMART HOME SECURITY DEVICE MARKET\*\*



\*\$12.86 MILLION\*  
YEAR-ON-YEAR CHANGE  
\*+25.5% (+\$2.6 MILLION)\*

\*\*VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET\*\*  
\*\$10.88 MILLION\*  
YEAR-ON-YEAR CHANGE  
\*+12.3% (+\$1.2 MILLION)\*

\*\*VALUE OF SMART HOME COMFORT & LIGHTING MARKET\*\*  
\*\$9.57 MILLION\*  
YEAR-ON-YEAR CHANGE  
\*+31.8% (+\$2.3 MILLION)\*

\*\*VALUE OF SMART HOME ENERGY MANAGEMENT MARKET\*\*  
\*\$10.45 MILLION\*  
YEAR-ON-YEAR CHANGE  
\*+18.3% (+\$1.6 MILLION)\*

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES:  
"SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND  
CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED, SHOW  
STATUS, AND/OR SEND DATA USING THE INTERNET AND CONTROL NETWORKS.  
THESE INCLUDE ALL SMART HOME SEGMENTS SUCH AS APPLIANCES, TV  
SETS AND GAME CONSOLES, DOOR LOCKS AND ALARMS, CONNECTED  
DEVICES AND LIGHT BULBS. ESTIMATES INCLUDE HOUSEHOLD PENETRATION  
AND VALUE ADJUSTED TO ACCOUNT FOR THE ENTIRE SALES PRICE  
INCLUDING VAT AND OTHER TAXES AS A SHARE OF TOTAL HOUSEHOLD  
PENETRATION. ENTIRE MARKET VALUE BASED ON AVERAGE REVENUES FOR  
2023 AND 2024 BASED ON INDUSTRY ESTIMATES. FIGURES REPRESENT  
COMMUNITIES UNDER 25. MILLION HOUSEHOLDS. SELL-THROUGH RATES  
REVENUE FOR 2023 AND 2024 IN USD. NO ACTUALLY AVAILABLE DATA AT THIS  
TIME COMPARABILITY: BEST ESTIMATES.

©MELTWATER

WE ARE SOCIALJAN 2024

ONLINE PRIVACY AND SECURITY

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

[Icon depicting a person with a question mark]

EXPRESS CONCERN ABOUT WHAT IS REAL VS. WHAT IS FAKE ON THE  
INTERNET  
64.3%

[Icon depicting a padlock]

WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA

39.9%

[Icon depicting a crossed-out cookie]

DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME

49.0%

[Icon depicting a shield]

USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME OF THE TIME

27.8%

[Icon depicting a hat and glasses]

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

25.4%

Sources:

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

[Icons of companies]

We Are Social and Meltwater

Digital 2024 Ireland

54 sur 130 JAN 2024

PROFIL DÉMOGRAPHIQUE DES UTILISATEURS DES PUBLICITÉS META  
PART DE LA PORTÉE PUBLICITAIRE POTENTIELLE COMBINÉE ET DÉDUPLIQUÉE  
SUR FACEBOOK, INSTAGRAM ET MESSENGER, PAR ÂGE ET SEXE

[Graphique représentant différentes tranches d'âge et pourcentages pour les femmes  
et les hommes en Irlande]

18-24 ANS

FEMME : 11.5%

HOMME : 9.1%

25-34 ANS

FEMME : 12.6%

HOMME : 11.7%

35-44 ANS

FEMME : 12.1%

HOMME : 9.6%

45-54 ANS

FEMME : 9.2%

HOMME : 7.3%

55-64 ANS

FEMME : 5.7%

HOMME : 3.9%

65+ ANS

FEMME : 4.2%

HOMME : 3.0%

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

IRLANDE

Digital 2024 Ireland

57 / 130

Nous sommes sociaux

MeltwaterVoici la retranscription textuelle de l'image :

---

JAN 2024

MAIN REASONS FOR USING SOCIAL MEDIA

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

Keeping in touch with friends and family - 57.2%

Filling spare time - 45.1%

Reading news stories - 35.3%

Seeing what's being talked about - 30.6%

Finding content (e.g., articles, videos) - 30.3%

Finding inspiration for things to do and buy - 29.6%

Watching or following sports - 21.9%

Finding products to purchase - 21.9%

Avoiding missing out on things (FOMO) - 20.8%

Seeing content from your favourite brands - 20.5%

Finding like-minded communities and interest groups - 18.9%  
Watching live streams - 18.4%  
Following celebrities or influencers - 17.4%  
Posting about your life - 17.0%  
Sharing and discussing opinions with others - 15.9%

SOURCE: GWI Q3 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.

58 sur 130

we are social  
Meltwater

---

(Essayez de maintenir l'ordre et la mise en page autant que possible.)### Janvier 2024

## Vue d'ensemble de l'utilisation des réseaux sociaux

\*\*Titres pour l'adoption et l'utilisation des médias sociaux (Note: Les identités des utilisateurs peuvent ne pas représenter des individus uniques)\*\*

---

### Nombre d'identités d'utilisateurs de médias sociaux

\*\*4.01 million\*\*

\*\*79.0%\*\* de la population totale

### Variation trimestrielle des identités d'utilisateurs de médias sociaux

\*\*0% (inchangé)\*\*

### Variation annuelle des identités d'utilisateurs de médias sociaux

\*\* -0.2%\*\* (-10,000)

### Temps moyen quotidien passé sur les réseaux sociaux

\*\*1h 56m\*\*

YOY: <1 min

### Nombre moyen de plateformes sociales utilisées chaque mois

**\*\*6.8\*\***

### Identités des utilisateurs de médias sociaux vs. Population âgée de 18+ ans

**\*\*89.5%\*\***

### Identités des utilisateurs de médias sociaux vs. Individus utilisant Internet

**\*\*79.8%\*\***

### Identités des femmes sur les réseaux sociaux vs. Total des identités des utilisateurs de médias sociaux

**\*\*50.7%\*\***

### Identités masculines sur les réseaux sociaux vs. Total des identités des utilisateurs de médias sociaux

**\*\*49.3%\*\***

---

#### Sources:

- \* Kepios Analysis
- \* Company Advertising Resources
- \* CIA World Factbook
- \* United Nations
- \* Eurostat
- \* GWI (Q4 2023)
- \* Note: Le nombre moyen de plateformes inclut les données YouTube
- \* Les identités d'utilisateurs de médias sociaux peuvent ne pas signaler des individus uniques
- \* Commentaires sur les populations et tirs de numérisation
- \* Données et différences entre les résultats du recensement de la population et les proportions
- \* Source de la moyenne et de la méthodologie : <https://datareportal.com/notes-on-data>

---

\*Pagination :\* 56 sur 130

\*Digital 2024 Ireland\*

\*SÑ^ eö•ô: 2024-01\*Bien sûr, voici la retranscription textuelle de l'image:

---

JAN 2024

MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM  
EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS  
QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING

1. WHATSAPP - 87.8%
2. FACEBOOK - 77.1%
3. INSTAGRAM - 70.0%
4. FACEBOOK MESSENGER - 62.1%
5. TIKTOK - 47.2%
6. X (TWITTER) - 45.9%
7. LINKEDIN - 38.9%
8. SNAPCHAT - 37.8%
9. IMESSAGE - 32.6%
10. PINTEREST - 32.3%

Source: GWI Q3 2023. Figures represent the finding of a broad survey of internet users aged 16 to 64. See GWI.COM. Note YouTube is not offered as answer option for this question in GWI's survey. Comparability: Analysis of this chart in this report is based on a previous question in GWI survey that included YouTube as a possible response before further analysis of the latest data available from GWI. Change(s) to this question's wording may mean that the values and rank orders shown above are not directly comparable with those shown in similar charts in previous reports.

We Are Social | Meltwater

Digital 2024 Ireland 59 sur 130

---

Je parlais de la version des plateformes de médias sociaux les plus utilisées selon la population irlandaise. Voici la retranscription textuelle de l'image :

---

JAN 2024

FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT

1. WHATSAPP - 27.2%
2. INSTAGRAM - 20.2%
3. FACEBOOK - 14.7%
4. TIKTOK - 12.1%
5. SNAPCHAT - 6.0%
6. X (TWITTER) - 5.4%
7. FACEBOOK MESSENGER - 3.2%
8. REDDIT - 2.1%
9. LINKEDIN - 1.7%
10. PINTEREST - 1.7%

Digital 2024 Ireland

\*\*\*

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

- TIKTOK: 27H 00M
- YOUTUBE: 21H 09M
- FACEBOOK: 13H 37M
- WHATSAPP: 11H 43M
- INSTAGRAM: 11H 06M
- SNAPCHAT: 8H 43M
- X (TWITTER): 6H 53M
- FACEBOOK MESSENGER: 2H 41M
- TELEGRAM: 2H 18M
- PINTEREST: 1H 01M
- LINKEDIN: 0H 43M

- LINE: 0H 15M

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.

[In the bottom of the page]  
Digital 2024 Ireland  
61 sur 130

Icons for different functionalities such as search, navigation, language, etc.  
"We Are Social" and "Meltwater" logos  
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

## IRELAND

1. WHATSAPP: 702.3
2. SNAPCHAT: 428.4
3. INSTAGRAM: 291.7
4. TIKTOK: 280.8
5. FACEBOOK: 277.0
6. X (TWITTER): 224.2
7. YOUTUBE: 179.3
8. TELEGRAM: 172.4
9. FACEBOOK MESSENGER: 161.2
10. LINKEDIN: 29.7
11. PINTEREST: 25.2
12. LINE: 13.6

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

Digital 2024 Ireland  
62 sur 130  
français  
SOCIAL MEDIA PLATFORMS



Digital 2024 Ireland 67 sur 130 français

[The image contains logos of various social media platforms inside an orange circle, such as Instagram, Facebook, Twitter, Snapchat, LinkedIn, YouTube, WhatsApp, Pinterest, and TikTok.]JAN 2024

## WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

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

### IRELAND

FACEBOOK 84.2%

6.4% X (TWITTER)

5.4% INSTAGRAM

1.9% PINTEREST

1.1% YOUTUBE

0.7% REDDIT

0.3% LINKEDIN

0.1% OTHERS

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.

Digital 2024 Ireland

65 sur 130

66 (circular icon)

we are social, MeltwaterJAN 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)

IRELAND

59.30% +40.0%  
DEC 2013 DEC 2014

83.00% +8.3%  
DEC 2014 DEC 2015

89.86% -6.1%  
DEC 2015 DEC 2016

84.42% +8.4%  
DEC 2016 DEC 2017

91.52% +4.8%  
DEC 2017 DEC 2018

95.93% -6.8%  
DEC 2018 DEC 2019

89.42% -0.8%  
DEC 2019 DEC 2020

88.74% +4.7%  
DEC 2020 DEC 2021

92.92% -2.7%  
DEC 2021 DEC 2022

90.39% -6.9%  
DEC 2022 DEC 2023

84.17%

SOURCE: TRAFFICONEER. 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 TOTAL WEB TRAFFIC, AROUND 10 PERCENT CHANGE VALUES IN SOCIAL PLATFORMS INCLUDED CAN CHANGE AS THESE ARE TRADING. AVERAGING THE TOTAL WEB SHARE PERCENTAGE OF SOCIAL MEDIA FROM THE DECEMBER OF THE BASE YEAR TO THE DECEMBER OF THE FINAL YEAR. WEB TRAFFIC AROUND SOCIAL MEDIA PLATFORMS INCLUDING WEBSITES AND MAJOR SEARCH ENGINE PLATFORMS REPRESENT RELATIVE YEAR-ON-YEAR

CHANGE IN PERCENTAGE OF DIFF.BASIS -10 FROM A STARTING VALUE OF 50%  
WOULD DECLINE -5%, NOT 10%. 'FB%' VALUES REPRESENT BASIS POINTS,  
AND INDICATE THE ABSOLUTE CHANGE.

we are social Meltwater

Digital 2024 Ireland

66 sur 130Jan 2024

USE OF SOCIAL MEDIA FOR BRAND RESEARCH  
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL  
MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

## IRELAND

ANY KIND OF SOCIAL MEDIA PLATFORM  
59.9%  
YOY: -4.5% (-280 BPS)

SOCIAL NETWORKS  
35.3%  
YOY: +5.1% (+170 BPS)

QUESTION & ANSWER SITES (E.G., QUORA)  
17.4%  
YOY: -1.7% (-30 BPS)

MESSAGING AND LIVE CHAT SERVICES  
8.6%  
YOY: -14.9% (-150 BPS)

FORUMS AND MESSAGE BOARDS  
15.9%  
YOY: +11.2% (+160 BPS)

MICRO-BLOGS (E.G., X / TWITTER)  
5.7%  
YOY: -1.7% (-10 BPS)

VLOGS (BLOGS IN A VIDEO FORMAT)  
8.3%  
YOY: +15.3% (+110 BPS)

ONLINE PINBOARDS (E.G., PINTEREST)  
8.7%  
YOY: +6.1% (+50 BPS)

SOURCE: GWI Q4 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/NOTES

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 EITHER TEXT OR VIDEO FORMAT, SUCH AS A V-BLOG), AND ONLINE PINBOARDS (E.G. PINTEREST). SUMMATION OF CATEGORIES MAY BE GREATER THAN 100% DUE TO OVERLAP.

COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

Digital 2024 Ireland  
63 sur 130

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

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

- **\*\*FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW\*\***: 60.4%
- **\*\*BANDS, SINGERS, OR OTHER MUSICIANS\*\***: 36.3%
- **\*\*ACTORS, COMEDIANS, OR OTHER PERFORMERS\*\***: 35.0%
- **\*\*ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS\*\***: 33.5%
- **\*\*RESTAURANTS, CHEFS, OR FOOD PERSONALITIES\*\***: 32.9%
- **\*\*TV SHOWS OR CHANNELS\*\***: 31.9%
- **\*\*SPORTS PEOPLE AND TEAMS\*\***: 30.3%
- **\*\*INFLUENCERS OR OTHER EXPERTS\*\***: 27.3%
- **\*\*COMPANIES AND BRANDS YOU PURCHASE FROM\*\***: 26.8%
- **\*\*COMPANIES AND BRANDS YOU'RE CONSIDERING PURCHASING FROM\*\***: 23.9%
- **\*\*FITNESS EXPERTS OR ORGANISATIONS\*\***: 21.7%
- **\*\*EVENTS YOU'RE ATTENDING\*\***: 21.2%
- **\*\*JOURNALISTS OR NEWS COMPANIES\*\***: 20.5%
- **\*\*BEAUTY EXPERTS\*\***: 19.9%
- **\*\*TRAVEL WRITERS AND COMPANIES\*\***: 18.8%

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.

Digital 2024 Ireland  
64 sur 130  
We Are Social  
MeltwaterJAN 2024

## FACEBOOK ENGAGEMENT RATES: LOCOWISE

Facebook Page Post Engagements as a percentage of total Page Fans, as reported by Locowise

Ireland

Average Facebook Page Post Engagements vs. Page Fans: All Post Types  
0.15%

Average Facebook Page Post Engagements vs. Page Fans: Photo Posts  
0.16%

Average Facebook Page Post Engagements vs. Page Fans: Video Posts  
0.09%

Average Facebook Page Post Engagements vs. Page Fans: Link Posts  
0.17%

Average Facebook Page Post Engagements vs. Page Fans: Status Posts  
0.05%

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  
Meltwater

Digital 2024 Ireland  
69 sur 130Voici la retranscription textuelle de l'image :

---

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

Total Potential Reach of Ads on Facebook  
2.40 Million

Facebook Ad Reach vs. Total Population  
47.3%

Facebook Ad Reach vs. Total Internet Users  
47.8%

Quarter-on-Quarter Change in Reported Facebook Ad Reach  
-11.1%  
-300 Thousand

Year-on-Year Change in Reported Facebook Ad Reach  
-4.0%  
-100 Thousand

Share: Female Facebook Ad Reach vs. Overall Facebook Ad Reach  
54.2%

Share: Male Facebook Ad Reach vs. Overall Facebook Ad Reach  
45.8%

Adoption: Overall Facebook Ad Reach (aged 18+) vs. Overall Population (aged 18+)  
61.5%

Adoption: Female Facebook Ad Reach (aged 18+) vs. Female Population (aged 18+)  
65.5%

Adoption: Male Facebook Ad Reach (aged 18+) vs. Male Population (aged 18+)  
57.5%

[SOURCES: META ADVERTISING RESOURCES, KEPOS ANALYSIS. NOTES: BASED ON COMPANY AND OTHER PUBLISHED SOURCES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH OR REPORTED UNAUDITED BY THIRD PARTIES. TOTAL POPULATION REFERS PEOPLE TO ANY AGE. INTERNET USER NUMBERS REFER TO B2C USERS. VALUES SHOWN REPRESENT ACTIVE USERS, INCLUDING TEMPORARILY-INACTIVE USERS WHO HAVE THE ABILITY TO RESTORE ACTIVITY, ADVERTISING ELIGIBLE ACCOUNTS, POST-MIGRATION AND ERASE ACCOUNTS, CLOSED ACCOUNTS, AND CHANGES IN PRESENT POPULATIONS COMPARABILITY-INFO ON THAN THAT BELONG TO FACEBOOK, INC, EXCEPT TIKTOK WHICH INCLUDES THIRD PARTY DATA]

[Logos: we are social, Meltwater]

[Flag: Ireland]

---

Note: some specific graphical elements such as logos and certain stylistic elements (like color codes or specific icons) are described in brackets for clarity. \*\* JAN 2024 \*\*

**\*\*YOUTUBE: ADVERTISING AUDIENCE OVERVIEW\*\***

**\*THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE\***

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

**\*\*IRELAND\*\***

- **\*\*TOTAL POTENTIAL REACH OF ADS ON YOUTUBE\*\***

- 4.01 MILLION

- **\*\*YOUTUBE AD REACH vs. TOTAL POPULATION\*\***

- 79.0%

- **\*\*YOUTUBE AD REACH vs. TOTAL INTERNET USERS\*\***

- 79.8%

- **\*\*QUARTER-ON-QUARTER CHANGE IN REPORTED YOUTUBE AD REACH\*\***

- 0% [UNCHANGED]

- **\*\*YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH\*\***

- -0.2%

- -10,000

- **\*\*SHARE: FEMALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+\*\***

- 50.7%

- **\*\*SHARE: MALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+\*\***

- 49.3%

- **\*\*ADOPTION: OVERALL YOUTUBE AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+\*\***

- 89.5%

- **\*\*ADOPTION: FEMALE YOUTUBE AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+\*\***

- 89.1%

- \*\*ADOPTION: MALE YOUTUBE AD REACH AGED 18+ vs. MALE POPULATION AGED 18+\*\*

- 89.8%

**\*\*SOURCES\*\*:** GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS.  
NOTES: DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON AVAILABLE DATA ONLY. AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "USERS AGED 18+," SO VALUES FOR "ALL USERS" MAY DIFFER. \*AVERAGE REVENUE PER USER (ARPU) VALUES ARE ALLOCATED ON THIS \*BASIS\*. VALUES CONVERTED INTO US DOLLARS USING AVERAGE ANNUAL EXCHANGE RATES. FIGURES REPRESENT GROSS REVENUES, BEFORE ANY RELEVANT DEDUCTIONS. NO DATA AVAILABLE FOR "ADULT" ARPU.  
**\*COMPARABILITY\*:** CHANGES IN OUR SOURCES' METHODOLOGIES, REVISED BASE DATES, AND CHANGES IN REPORTING CONVENTIONS,

\*Digital 2024 Ireland - 70 sur 130\*

\*we are social - Meltwater\*

\*français\* JAN 2024

TOP YOUTUBE SEARCHES

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

IRELAND

# | SEARCH QUERY | INDEX

--- | --- | ---

01 | THE | 100

02 | SONG | 34

03 | SONGS | 23

04 | MUSIC | 18

05 | BABY | 11

06 | TRAILER | 11

07 | IRELAND | 9

08 | NEWS | 8

09 | ASMR | 8

10 | MINECRAFT | 7

11 | FORTNITE | 6

12 | ROBLOX | 6

13 | FUNNY | 6

14 | MOVIES | 5

15 | TIKTOK | 5

16 | PEPPA PIG | 5



17 | FOOTBALL | 5  
18 | COCOMELON | 4  
19 | KARAOKE | 4  
20 | SIDEMEN | 4

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 REFLECTED IN GOOGLE TRENDS, AND ARE REPRODUCED "AS IS" TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ENTER WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES. THE "INDEX" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY, COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADVISORY: GOOGLE TRENDS USES ANONYMOUS SAMPLING, SO DATA ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED. EVEN FOR THE SAME TIME PERIOD.

Digital 2024 Ireland | 71 sur 130

we are social | MeltwaterJAN 2024

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

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

IRELAND

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM  
2.40 MILLION

INSTAGRAM AD REACH VS. TOTAL POPULATION  
47.3%

INSTAGRAM AD REACH VS. TOTAL INTERNET USERS  
47.8%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH  
-5.9%  
-150 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH  
4.3%  
100 THOUSAND

SHARE FEMALE INSTAGRAM AD REACH AGED 18+ VS. OVERALL INSTAGRAM AD REACH AGED 18+  
58.2%

SHARE MALE INSTAGRAM AD REACH AGED 18+ VS. OVERALL IRISH AD REACH AGED 18+  
41.8%

ADOPTION: OVERALL INSTAGRAM AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+  
61.5%

ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+  
70.5%

ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ VS. MALE POPULATION AGED 18+  
52.4%

SOURCES: META ADVERTISING RESOURCES; KEPOS ANALYSIS. NOTES: BASED ON DUPLICATED REACH. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE." SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO TOTAL DUE TO ROUNDING. INSTAGRAM USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. ACTIVE USERS VS. AD ENGAGEMENTS. POPULATION DATA FROM UNITED NATIONS AND LOCAL SOURCES. RELIANCE ON A SINGLE SOURCE. ADVISORY: INSTAGRAM SYSTEM UPDATES MAY IMPACT REACH ACCOUNTS, DEMOGRAPHICS AND PLATFORM AUDIENCES. COMPARABILITY: REACH FIGURES INCLUDES ACTIVE ACCOUNTS.

we are social  
Meltwater

72  
Digital 2024 Ireland  
72 sur 130

françaisJAN 2024 LINKEDIN: ADVERTISING AUDIENCE OVERVIEW  
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

Total potential reach of ads on LinkedIn:  
LinkedIn icon 3.00 million

LinkedIn ad reach vs. total population:

Icon with people silhouettes 59.1%

LinkedIn ad reach vs. total internet users:  
Globe icon 59.7%

Quarter-on-quarter change in reported LinkedIn ad reach:  
Icon with 90 in a square +3.4% +100 thousand

Year-on-year change in reported LinkedIn ad reach:  
Icon with 365 in a square +11.1% +300 thousand

Share: female LinkedIn ad reach aged 18+ vs. overall LinkedIn ad reach aged 18+:  
Female icon 46.4%

Share: male LinkedIn ad reach aged 18+ vs. overall LinkedIn ad reach aged 18+:  
Male icon 53.6%

Adoption: overall LinkedIn ad reach (aged 18+ vs. overall population aged 18+):  
People icon 76.9%

Adoption: female LinkedIn ad reach aged 18+ vs. female population aged 18+:  
Female icon 65.5%

Adoption: male LinkedIn ad reach aged 18+ vs. male population aged 18+:  
Male icon 78.3%

Sources: LinkedIn's advertising resources; Ericsson analysis. Notes: Values reflect total registered 'members' so are not comparable with other platforms in this report. Gender data only available for ad reach aged 18+. Values may not represent unique individuals. Key population data: United Nations; ITU; US Census Bureau. Comparability and understanding more about this data.

Footer:

Button icon Nous comprenons les données. We Are Social Meltwater Digital 2024  
Ireland Page icon 75 sur 130 Language icon FrançaisJAN 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.

IRELAND

- TOTAL POTENTIAL REACH OF ADS ON MESSENGER:  
1.75 MILLION

- MESSENGER AD REACH VS. TOTAL POPULATION:  
34.5%
- MESSENGER AD REACH VS. TOTAL INTERNET USERS:  
34.8%
- QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH:  
-10.3% (-200 THOUSAND)
- YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH:  
-5.4% (-100 THOUSAND)
- SHARE: FEMALE MESSENGER AD REACH AGED 18+ VS. OVERALL  
MESSENGER AD REACH AGED 18+:  
56.3%
- SHARE: MALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER  
AD REACH AGED 18+:  
43.7%
- ADOPTION: OVERALL MESSENGER AD REACH AGED 18+ VS. OVERALL  
POPULATION AGED 18+:  
44.9%
- ADOPTION: FEMALE MESSENGER AD REACH AGED 18+ VS. FEMALE  
POPULATION AGED 18+:  
50.3%
- ADOPTION: MALE MESSENGER AD REACH AGED 18+ VS. MALE POPULATION  
AGED 18+:  
40.5%

SOURCES: META ADVERTISING RESOURCES; KEPOS ANALYSIS. NOTES: BASED ON ANALYSIS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE"; SOURCE DATA FOR EACH RANGE OF GENDERS UNNAMED. REFER TO NOTES ON COMPARABILITY AT THE END OF THIS REPORT FOR IMPORTANT NOTES ON THE RANGE OF SOCIAL MEDIA AD AUDIENCE FIGURES THAT CAN BE USED FOR TOTAL. ADVISORY: THIRD-PARTY DATA SOURCES MAY EXPERIENCE PERMISSIONS RESTRICTIONS LIMITING DATA AVAILABILITY OR CENTRAL ALSO. YEARLY COMPARATIVE DATA INCLUDES BUFFER MONTH ADJUSTMENT.

Digital 2024 Ireland

we are social and Meltwater JAN 2024

## SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

The Potential Audience That Marketers Can Reach with Ads on Snapchat

Ireland

1. Total Potential Reach of Ads on Snapchat:
  - 2.04 Million
2. Snapchat Ad Reach vs. Total Population:
  - 40.2%
3. Snapchat Ad Reach vs. Total Internet Users:
  - 40.6%
4. Quarter-on-Quarter Change in Reported Snapchat Ad Reach:
  - -4.7% (-100 Thousand)
5. Year-on-Year Change in Reported Snapchat Ad Reach:
  - -0.5% (-10 Thousand)
6. Share: Female Snapchat Ad Reach Aged 18+ vs. Overall Snapchat Ad Reach Aged 18+:
  - 51.9%
7. Share: Male Snapchat Ad Reach Aged 18+ vs. Overall Snapchat Ad Reach Aged 18+:
  - 47.5%
8. Adoption: Overall Snapchat Ad Reach Aged 18+ vs. Overall Population Aged 18+:
  - 45.2%
9. Adoption: Female Snapchat Ad Reach Aged 18+ vs. Female Population Aged 18+:
  - 46.1%
10. Adoption: Male Snapchat Ad Reach Aged 18+ vs. Male Population Aged 18+:
  - 43.8%

Sources: KEPOS, advertising resources, reports, analyses

Notes: Data are not available for all countries.

Values based on reports of available data only.

Gender data are best estimates based on other evidence where not directly measured.

Values for "Female" and "Male" refer to individuals who self-identify as female or male.

Provision of gender data should not be interpreted as an endorsement of binary gender norms.

Denotes MIL1024210591 MELT1731809936.  
Further information is included in the FULL report.

Digital 2024 Ireland

76 sur 130  
76 of 130  
Report Pages

We Are Social  
MeltwaterJAN 2024

## TIKTOK: ADVERTISING AUDIENCE OVERVIEW

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

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

[IRELAND FLAG]

TOTAL POTENTIAL REACH OF ADS ON TIKTOK  
2.37 MILLION

TIKTOK AD REACH vs. TOTAL POPULATION  
46.6%

TIKTOK AD REACH vs. TOTAL INTERNET USERS  
47.1%

QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH  
+20.8%  
+407 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH  
+11.2%  
+239 THOUSAND

SHARE: FEMALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+  
53.0%

SHARE: MALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+  
47.0%

ADOPTION: OVERALL TIKTOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+  
60.6%

ADOPTION: FEMALE TIKTOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+  
63.1%

ADOPTION: MALE TIKTOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+  
58.1%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIO ANALYSIS. NOTES: DOES NOT INCLUDE DUPLICATION. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL COUNTRIES. VALUES BASED ON MINORITY ESTIMATES OF ELIGIBLE AUDIENCES. PENETRATION FIGURES BASED ON THE LATEST AVAILABLE DATA. REACH VALUES RESOURCES: KEPIO, INSIDER INTELLIGENCE. ADOPTION: POPULATION DS; Oii MELTWATER MAJESTIC CLUB BASED ON LATEST AVAILABLE COUNTRY- OR COMPANY-SPECIFIC INTERNET AND SOCIO-DEMOGRAPHIC DATA. INTERNET PENETRATION VALUES BASED ON DATA FROM THE UNITED NATIONS, THE WORLD BANK, EUROSTAT, LOCAL GOVERNMENT BODIES, AND OTHER REPUTABLE SOURCES. COMPARATIVE FIGURES PRESENTED IN THIS REPORT MAY SOMETIMES MISALIGN WITH INDIVIDUAL COUNTRY VALUES BECAUSE OF DIFFERENCES IN RESOURCES CALCULATION

we are social  
Meltwater

Digital 2024 Ireland

73 sur 130

[icons for scrolling pages, downloading, etc.]

françaisJAN 2024

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

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

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

X AD REACH VS. TOTAL POPULATION  
35.5%

X AD REACH VS. TOTAL INTERNET USERS  
35.9%

QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH  
+0.1% +2,273

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH  
+6.0% +102 THOUSAND

SHARE FEMALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+  
36.6%

SHARE MALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+  
63.4%

ADOPTION: OVERALL X AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+  
44.4%

ADOPTION: FEMALE X AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+  
31.8%

ADOPTION: MALE X AD REACH AGED 18+ VS. MALE POPULATION AGED 18+  
57.3%

Flag of Ireland

SOURCES: ITU; ADVERTISING RESOURCES; KEPOS ANALYSIS. NOTES: VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" DIVISIONS. SIGNIFICANT ARROW SYMBOLS INDICATE QUARTER-ON-QUARTER CHANGES EXCEEDING +/- 4%. NOTE THAT VALUES PUBLISHED IN THESE RESOURCES FREQUENTLY CHANGE; FUTURE REPORTS MAY AMEND HISTORICAL DATA TO REFLECT CHANGES AND REVISIONS. PERCENTAGES MAY NOT SUM TO 100% DUE TO ROUNDING. INTERNET USERS AND POPULATION DATA ARE FOR JULY 2023. METHODOLOGIES USED BY ADVERTISING PLATFORMS MAY MEAN THAT



REACH FIGURES DO NOT REPRESENT UNIQUE INDIVIDUALS. EXCLUDES INSTAGRAM USERS UNLESS INDICATED ELSEWHERE. READ IMPORTANT NOTES ON COMPARABILITY AT THE START OF THIS REPORT.

Digital 2024 Ireland

77 sur 130

Meltwater  
we are

socialL'image contient un cercle vert avec une icône blanche représentant un téléphone mobile au centre. En dessous du cercle, il y a le mot "MOBILE" écrit en lettres majuscules de couleur orange.

En bas à gauche, il est écrit "Digital 2024 Ireland". En bas à droite, il y a le texte "79 sur 130". À droite du chiffre 79, il y a plusieurs icônes représentant des options d'affichage de document. Le mot "français" est inscrit en bas à droite.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

### IRELAND FLAG

Total Potential Reach of Ads on Pinterest: 1.03 Million

Pinterest Ad Reach vs. Total Population: 20.2%

Quarter-on-Quarter Change in Reported Pinterest Ad Reach: +11.4% (+105 Thousand)

Year-on-Year Change in Reported Pinterest Ad Reach: +58.9% (+380 Thousand)

Pinterest Ad Reach vs. Total Internet Users: 20.4%

Pinterest Ad Reach vs. Population Aged 13+: 24.1%

Female Pinterest Ad Reach vs. Total Pinterest Ad Reach: 71.8%

Male Pinterest Ad Reach vs. Total Pinterest Ad Reach: 21.3%

Sources: Pinterest's Advertising resources, Kepios analysis. Notes: Data are net of available ad blockages. Values based on in-depths of available data only. Gender data are also available for users aged 13+ years old. Values for Female and Male may not sum to 100%. Advisory: Reach metric numbers can represent unique individuals or unique user accounts. Given variations in reporting and differences in Social media platforms, comparability issues from metrics. Values for click-through rates and

engagement more actionable metrics.

Digital 2024 Ireland  
78 sur 130

Icons:

- Total potential reach of ads on Pinterest: Pinterest logo
- Pinterest ad reach vs. total population: Group of people icon
- Quarter-on-quarter change in Pinterest ad reach: Calendar with "90" days icon
- Year-on-year change in Pinterest ad reach: Calendar with "365" days icon
- Pinterest ad reach vs. total Internet users: Internet globe icon
- Pinterest ad reach vs. population aged 13+: People icon with "+13"
- Female Pinterest ad reach vs. total Pinterest ad reach: Female symbol
- Male Pinterest ad reach vs. total Pinterest ad reach: Male symbol

we are social logo | Meltwater logo\*\* JAN 2024 - MOBILE CONNECTIVITY\*\*

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

**\*\*Ireland\*\***

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

**\*\*NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION\*\***  
106.0%

**\*\*YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS\*\***  
+2.2%  
+117 THOUSAND

**\*\*SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G)\*\***  
97.0%

**\*\*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: BECAUSE CHANGES WERE MADE TO CHART PUBLISHED IN SOME OF OUR PREVIOUS REPORTS FEATURED CELLULAR CONNECTION FIGURES THAT INCLUDED CELLULAR IOT CONNECTIONS; FIGURES SHOWN HERE DO NOT INCLUDE CELLULAR IOT CONNECTIONS.

**\*\*80\*\***

**\*\*Digital 2024 Ireland\*\***

**\*\*80 sur 130\*\***

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

**\*\*Meltwater\*\***Voici la retranscription textuelle de l'image fournie:

---

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

**\*\*CELLULAR MOBILE CONNECTIONS OVER TIME\*\***

**\*\*NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME\*\***

**\*\*IRELAND\*\***

1. Q4 2021

- 5.02 M

- +0.6%

2. Q1 2022

- 5.05 M

3. Q2 2022

- 5.13 M

- +1.5%

4. Q3 2022

- 5.22 M

- +1.7%

5. Q4 2022

- 5.26 M

- +0.9%

6. Q1 2023

- 5.29 M

- +0.5%

7. Q2 2023

- 5.31 M

- +0.4%

8. Q3 2023

- 5.35 M
- +0.8%

#### 9. Q4 2023

- 5.38 M
- +0.5%

**\*\*Source:\*\*** GSMA Intelligence

**\*\*Note:\*\*** Excludes cellular IoT connections. "K" denotes thousands (e.g., "124.1 k" = 124,000). "M" denotes millions (e.g., "1.23 M" = 1,230,000). Where no letter is shown, values are shown as is. Comparability: base changes. See notes on data.

**\*\*Digital 2024 Ireland\*\***

**\*\*81 sur 130\*\***

\_We Are Social\_

\_Meltwater\_

---

Note: La retranscription conserve les données et le format tels qu'affichés dans l'image. **\*\*Share of Mobile Time by App Category - January 2024\*\***

**\*\*Ireland\*\***

**\*\*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 33M

**\*\*Share of Smartphone Time: Social Media Apps:\*\***

30.3%

**\*\*Share of Smartphone Time: Entertainment Apps:\*\***

32.2%

**\*\*Share of Smartphone Time: Utility & Productivity:\*\***

22.3%

**\*\*Share of Smartphone Time: Mobile Games (All Genres):\*\***

8.2%

**\*\*Share of Smartphone Time: Shopping Apps:\*\***

1.1%

**\*\*Share of Smartphone Time: All Other Apps:\*\***  
5.9%

**\*\*Share of Smartphone Time: Web Browsers & Search Engines:\*\***  
9.6%

**\*\*Source:\*\***

Data.ai, Data.ai intelligence. See Data.ai Notes: Figures represent share of time spent using Android phones between 1 January and 31 December 2023. Category definitions represent Data.ai's classifications, and may not match individual app store definitions. Web Browsers and Search Engines is a subcategory of the Utility & Productivity primary classification. Comparability: Significant changes in the definitions used for each app category. Figures are not comparable with previous reports.

**\*\*Digital 2024 Ireland\*\*** - Slide 83 of 130

Logos and icons present:

1. We Are Social  
2. Meltwater### APP RANKING : MONTHLY ACTIVE USERS  
#### MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE  
USERS BETWEEN 01 JANUARY AND 31 DECEMBER 2023

#### JAN 2024  
#### IRELAND

#### MOBILE APP

1. **\*\*WhatsApp Messenger\*\*** - Meta
2. **\*\*YouTube\*\*** - Google
3. **\*\*Google Maps\*\*** - Google
4. **\*\*Google\*\*** - Google
5. **\*\*Gmail\*\*** - Google
6. **\*\*Chrome Browser\*\*** - Google
7. **\*\*Facebook\*\*** - Meta
8. **\*\*Instagram\*\*** - Meta
9. **\*\*Spotify\*\*** - Spotify
10. **\*\*Revolut\*\*** - Revolut

#### MOBILE GAME

1. **\*\*Roblox\*\*** - Roblox
2. **\*\*Subway Surfers\*\*** - Tencent
3. **\*\*Grand Theft Auto: iFruit\*\*** - Take Two Interactive
4. **\*\*Clash of Clans\*\*** - Tencent
5. **\*\*Chess.com\*\*** - Chess.com
6. **\*\*Among Us!\*\*** - Innersloth
7. **\*\*Pokémon GO\*\*** - Niantic
8. **\*\*8 Ball Pool\*\*** - Tencent

9. \*\*Clash Royale\*\* - Tencent
10. \*\*Toca Life World\*\* - Spin Master

---

##### 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.

##### Digital 2024 Ireland | 85 sur 130 | we are social & Meltwater  
Bien sûr, voici une retranscription textuelle de l'image :

---

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

[Image of Ireland Flag]

IRELAND

### TOTAL NUMBER OF MOBILE APP DOWNLOADS

[Icon of a smartphone with a download symbol]

167.8  
MILLION

### YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS

[Icon of arrows pointing up and down]

+7.1%  
+11 MILLION

### ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)

[Icon of a dollar sign]

\$276.2  
MILLION

## YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES

[Icon of currency exchange symbol]

+24.2%

+\$54 MILLION

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI NOTES: FIGURES PRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2023. CONSUMER SPEND ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE TRANSACTIONS OR MOBILE ADVERTISING. CONSUMER SPEND FIGURES ARE IN U.S. DOLLARS.

[Logos of "we are social" and "Meltwater"]

Digital 2024 Ireland 84 sur 130

français

---Voici la retranscription textuelle de l'image fournie :

---

Digital 2024 Ireland

88 sur 130

[Flèche gauche] [Flèche droite]

Ecommerce

[Icône d'un chariot blanc sur un fond bleu]

---

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

---

JAN 2024

APP RANKING: CONSUMER SPEND  
RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND

BETWEEN 01 JANUARY AND 31 DECEMBER 2023

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

01 DISNEY+ | DISNEY  
02 YOUTUBE | GOOGLE  
03 TINDER | MATCH GROUP  
04 TIKTOK | BYTEDANCE  
05 BUMBLE APP | BUMBLE  
06 AUDIBLE | AMAZON  
07 DUOLINGO: LEARN LANGUAGES | DUOLINGO  
08 LINKEDIN | MICROSOFT  
09 MYFITNESSPAL | FRANCISCO PARTNERS  
10 GOOGLE ONE | GOOGLE

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

01 CANDY CRUSH SAGA | ACTIVISION BLIZZARD  
02 ROBLOX | ROBLOX  
03 COIN MASTER | MOON ACTIVE  
04 ROYAL MATCH | DREAM GAMES  
05 GARDENSCAPES BY PLAYRIX | PLAYRIX  
06 HOMESCAPES | PLAYRIX  
07 MONOPOLY GO: FAMILY BOARD GAME | SCOPELY  
08 CLASH OF CLANS | TENCENT  
09 FISHDOM | PLAYRIX  
10 POKÉMON GO | NIANTIC

---

87 Digital 2024 Ireland 87 sur 130 français.

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.

---

we are social | Meltwater Bien sûr, voici la transcription textuelle de l'image :

---

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

**\*\*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\***

**\*\*55.2%\*\***

**\*Ordered groceries via an online store\***

**\*\*15.6%\*\***

**\*Bought a second-hand item via an online store\***

**\*\*11.7%\*\***

**\*Used an online price comparison service\***

**\*\*22.4%\*\***

**\*Used a buy now, pay later service\***

**\*\*5.7%\*\***

**\*Source: GWI Q3 2021. Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes. See NOTES ON DATA.\***

**\*Ireland\* (flag)**

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

**\*Digital 2024 Ireland\***

**\*90 sur 130\***

**\*français\* Bien sûr! Voici la retranscription textuelle :**

**---**

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

**\*\*SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS\*\***

**\*\*PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE  
HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2023\*\***

**\*\*IRELAND\*\***

**\*\*SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES\*\***

**![Android logo]**

**\*\*51.30%\*\***

**Year-on-Year Change**

**\*\* -2.3% (-119 BPS)\*\***

**\*\*SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES\*\***

![Apple logo]

**\*\*48.34%\*\***

Year-on-Year Change

**\*\*+2.8% (+130 BPS)\*\***

**\*\*SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES\*\***

![Samsung logo]

**\*\*0.31%\*\***

Year-on-Year Change

**\*\* -20.5% (-8 BPS)\*\***

**\*\*SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES\*\***

![Kai logo]

**\*\*0%\*\***

Year-on-Year Change

**\*\* -100% (-1 BPS)\*\***

**\*\*SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES\*\***

![Other OS logo]

**\*\*0.05%\*\***

Year-on-Year Change

**\*\* -28.6% (-2 BPS)\*\***

---

**\*\*Source\*\***: Statcounter. Notes: Figures represent the number of web pages served to browsers on mobile phones running each operating system divided by the total number of web pages served to mobile browsers in December 2023. Figures change as users shift to devices running different operating systems, averaged across all mobile operating systems. BPS = Basis points. Values expressed in basis points express absolute changes. For example, an increase from 0% to 100% would equal +10,000 BPS. A starting value of 50% would equal +5,000 BPS.

---

**\*\*Digital 2024 Ireland\*\***

82 sur 130

---

**\*\*We are social\*\*** | ![Meltwater logo] Meltwater

---

Voici la retranscription textuelle de l'image :

-----

Jan 2024

## APP RANKING: DOWNLOADS

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

Ireland (drapeau irlandais)

-----

#	MOBILE APP	COMPANY
01	Tesco Ireland - Home Shopping	Tesco
02	Revolut	Revolut
03	Temu	PDD Holdings
04	TikTok	ByteDance
05	Shein	Shein
06	CapCut	ByteDance
07	WhatsApp Messenger	Meta
08	TFI Live	National Transport Authority
09	Ryanair	Ryanair
10	Ticketmaster IE	Ticketmaster

-----

#	MOBILE GAME	COMPANY
01	Roblox	Roblox
02	Monopoly GO: Family Board Game	Scopely
03	Block Blast Adventure Master	Hungry Studio
04	Royal Match	Dream Games
05	Subway Surfers	Tencent
06	Chess.com	Chess.com
07	Magic Tiles 3	Amanotes
08	My Perfect Hotel	Saygames
09	Wordscapes	Applovin
10	8 Ball Pool	Tencent

-----

SOURCE: Data.ai Intelligence, see Data.AI Notes: Rankings based on combined consumer activity across the Google Play Store and Apple iOS App Store between 01 January and 31 December 2023.

---

Digital 2024 Ireland (en bas de la page avec le logo de "we are social" et "Meltwater")

---

Jan 2024

### Ecommerce: Consumer Goods Categories

Estimated annual spend in each consumer goods ecommerce category (B2C only, U.S. dollars, full-year 2023)

#### Electronics

\$850.0 million

Year-on-year change +3.7% (+\$30 million)

#### Fashion

\$1.57 billion

Year-on-year change +13.8% (+\$190 million)

#### Food

\$460.0 million

Year-on-year change +15.0% (+\$60 million)

#### Beverages

\$400.0 million

Year-on-year change +2.6% (+\$10 million)

#### DIY & Hardware

\$160.0 million

Year-on-year change -5.9% (-\$10 million)

#### Furniture

\$410.0 million

Year-on-year change +13.9% (+\$50 million)

#### Physical Media

\$140.0 million

Year-on-year change -6.7% (-\$10 million)

#### Beauty & Personal Care

\$240.0 million  
Year-on-year change +9.1% (+\$20 million)

Tobacco Products  
\$130.0 million  
Year-on-year change +8.3% (+\$10 million)

Toys & Hobby  
\$150.0 million  
Year-on-year change [UNCHANGED]

Household Essentials  
\$40.0 million  
Year-on-year change +33.3% (+\$10 million)

Over-the-Counter Pharmaceuticals  
\$60.0 million  
Year-on-year change [UNCHANGED]

Luxury Goods  
\$140.0 million  
Year-on-year change +16.7% (+\$20 million)

Eye-wear  
\$120.0 million  
Year-on-year change [UNCHANGED]

Source: Statista Ecommerce Market site.statista.com

Notes: Figures represent estimates of full-year revenues in U.S. dollars and comparisons with the previous calendar year. The physical media category does not include digital downloads or streaming. Comparability: Significant base revisions and major category definition changes. Figures are not comparable with previous reports.

Digital 2024 Ireland

92 sur 130

92 / 130

françaisJAN 2024

## ONLINE RIDE-HAILING OVERVIEW

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

#### NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES

1.38 MILLION

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

+2.2%  
+30 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2023)  
\$326.0 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE RIDE-HAILING BOOKINGS  
+11.1%  
+\$33 MILLION

AVERAGE ANNUAL VALUE PER USER: ONLINE RIDE-HAILING BOOKINGS (USD, 2023)  
\$236

SOURCE: STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM. NOTES: IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS. VALUES INCLUDE THE BOOKING OF LICENSED PRIVATE-HIRE VEHICLES (E.G., MINICABS) 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.

we are social  
Meltwater

Digital 2024 Ireland  
95 sur 130

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

---

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

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

**\*\* Flights \*\***  
\$1.12 BILLION  
YEAR-ON-YEAR CHANGE  
+31.9% (+\$271 MILLION)

**\*\* Trains \*\***  
\$48.21 MILLION  
YEAR-ON-YEAR CHANGE

+54.1% (+\$17 MILLION)

**\*\*Car Rentals\*\***

\$100.4 MILLION

YEAR-ON-YEAR CHANGE

+15.3% (+\$13 MILLION)

**\*\*Long-Distance Buses\*\***

\$63.61 MILLION

YEAR-ON-YEAR CHANGE

+45.3% (+\$20 MILLION)

**\*\*Hotels\*\***

\$1.10 BILLION

YEAR-ON-YEAR CHANGE

+15.8% (+\$151 MILLION)

**\*\*Package Holidays\*\***

\$532.4 MILLION

YEAR-ON-YEAR CHANGE

+23.4% (+\$101 MILLION)

**\*\*Vacation Rentals\*\***

\$237.5 MILLION

YEAR-ON-YEAR CHANGE

+13.4% (+\$28 MILLION)

**\*\*Cruises\*\***

\$10.72 MILLION

YEAR-ON-YEAR CHANGE

+36.3% (+\$2.9 MILLION)

**\*\*Source:\*\***

STATISTA, DIGITAL MARKET OUTLOOK, STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORTATION, NON-COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, INDIVIDUAL OR CHARTER SERVICES. COMPARABILITY: BASE AND CATEGORY DEFINITIONS CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

94 sur 130

[Various icons indicating interactivity and navigation]

**\*\*français\*\***

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

**\*\*We are social\*\***

---

**\*\*Ireland Flag and "IRELAND" title\*\*** on the right side.

---

**\*\*Statista\*\*** logo seen multiple times near respective data visualizations.

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

---

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

**\*\*ONLINE PURCHASE DRIVERS\*\***

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

- **\*\*FREE DELIVERY\*\***: 71.1%
- **\*\*COUPONS AND DISCOUNTS\*\***: 48.7%
- **\*\*EASY RETURNS POLICY\*\***: 47.3%
- **\*\*SIMPLE ONLINE CHECKOUT\*\***: 39.1%
- **\*\*CUSTOMER REVIEWS\*\***: 36.7%
- **\*\*LOYALTY POINTS\*\***: 32.9%
- **\*\*NEXT-DAY DELIVERY\*\***: 31.4%
- **\*\*GUEST CHECKOUT\*\***: 28.8%
- **\*\*ECO-FRIENDLY CREDENTIALS\*\***: 17.9%
- **\*\*CLICK AND COLLECT\*\***: 17.0%
- **\*\*SOCIAL LIKES & COMMENTS\*\***: 14.2%
- **\*\*INTEREST-FREE PAYMENTS\*\***: 13.8%
- **\*\*EXCLUSIVE CONTENT OR SERVICES\*\***: 8.0%
- **\*\*SOCIAL BUY BUTTONS\*\***: 6.3%

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



on data.\*

\*\*Digital 2024 Ireland\*\*

\*91 sur 130\*

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

---

\*\*Note\*\*: Emblème du drapeau de l'Irlande affiché.JAN 2024

TOP GOOGLE SHOPPING SEARCHES

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

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	NIKE	100
02	BOOTS	87
03	AMAZON	80
04	DUNNES	38
05	LEGO	36
06	BED	35
07	SMYTHS	30
08	DUNNES STORES	25
09	SHEIN	24
10	PS5	23
11	IKEA	23
12	LAPTOP	21
13	PRIME	21
14	NEXT	17
15	NEW BALANCE	17
16	CURRYS	16
17	ASOS	16
18	GOOGLE	15
19	EBAY	15
20	SPORTS DIRECT	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 ENABLE  
READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE  
IN THEIR SEARCH ACTIVITIES.

GOOGLE DOESN'T PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE INDEX  
"TOP QUERY" SHOWS RELATIVE SEARCH VOLUME 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 Ireland

93 sur 130

we are social  
l'image :

MeltwaterVoici la retranscription textuelle de

---

JAN 2024

ONLINE DOCTOR CONSULTATIONS OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES

IRELAND

1. NUMBER OF PEOPLE USING ONLINE DOCTOR CONSULTATION SERVICES  
110.0 THOUSAND

2. YEAR-ON-YEAR CHANGE IN USERS OF ONLINE DOCTOR CONSULTATION SERVICES  
0% [UNCHANGED]

3. TOTAL ANNUAL VALUE OF ONLINE DOCTOR CONSULTATIONS (USD, 2023)  
\$24.49 MILLION

4. YEAR-ON-YEAR CHANGE IN MARKET VALUE, ONLINE DOCTOR CONSULTATIONS  
+5.9% +\$1.4 MILLION

5. AVERAGE ANNUAL VALUE PER USER, ONLINE DOCTOR CONSULTATIONS (USD, 2023)  
\$224

Source: Statista Digital Market Outlook, see [statista.com](https://www.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 U.S. dollars. Percentage change values are relative; "\$M" values show absolute change.

Digital 2024 Ireland

97 sur 130

---

(fin de la retranscription)JAN 2024

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

Number of people using digital fitness & well-being devices and services:  
3.21 million

Year-on-year change in the number of digital fitness & well-being users:  
+12.6% +360 thousand

Total annual value of the digital fitness & well-being market (USD, 2023):  
\$203.8 million

Year-on-year change in market value: digital fitness & well-being market:  
+42.9% +\$61 million

Average annual value per user: digital fitness & well-being (USD, 2023):  
\$63.43

Source: (statista.com) Notes included: 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 shoes, smart water & health tracking apps, health-focused gaming, voice-controlled virtual assistants, medical devices/apps, or various consumer and industrial IoT accessories. Conversion to equipment values for the reference year made using average financial values in U.S. dollars. Totals show absolute change.

Digital 2024 Ireland. Digital 2024: Ireland

We Are Social - MeltwaterJAN 2024

## DIGITAL HEALTH TREATMENT & CARE OVERVIEW

### HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND CARE

#### IRELAND

- NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE
- YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE
- TOTAL ANNUAL VALUE OF THE DIGITAL TREATMENT & CARE MARKET (USD, 2023)

- YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL TREATMENT & CARE MARKET
- AVERAGE ANNUAL VALUE PER USER: DIGITAL TREATMENT & CARE (USD, 2023)

1.42 MILLION  
 +16.4%  
 +200 THOUSAND  
 \$101.5 MILLION  
 +16.0%  
 +\$14 MILLION  
 \$71.23

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

Digital 2024 Ireland

96 sur 130

- 96
- •
- • •
- françaisDIGITAL MARKETING

Digital 2024 Ireland | 101 sur 130 | français\*\*JAN 2024\*\*

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

\*\*TOTAL\*\*  
 \$779.9 MILLION  
 YEAR-ON-YEAR CHANGE  
 +15.4% (+\$104 MILLION)

\*\*VIDEO GAMES\*\*  
 \$275.4 MILLION  
 YEAR-ON-YEAR CHANGE  
 +18.2% (+\$43 MILLION)

**\*\*VIDEO-ON-DEMAND\*\***

\$252.3 MILLION

YEAR-ON-YEAR CHANGE

+22.2% (+\$46 MILLION)

**\*\*EPUBLISHING\*\***

\$145.2 MILLION

YEAR-ON-YEAR CHANGE

+6.5% (+\$8.9 MILLION)

**\*\*DIGITAL MUSIC\*\***

\$106.9 MILLION

YEAR-ON-YEAR CHANGE

+6.7% (+\$6.7 MILLION)

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

[Statista and other icons]

Digital 2024 Ireland

100 sur 130 franc2v —0

[Other icons]

we are social | MeltwaterJAN 2024

**FINANCIAL INCLUSION FACTORS**

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

Ireland

**1. ACCOUNT WITH A FINANCIAL INSTITUTION**

- Overall: 99.7%

- Female: 99.5%

- Male: 99.8%

**2. CREDIT CARD OWNERSHIP**

- Overall: 55.0%

- Female: 58.9%
- Male: 50.9%

### 3. DEBIT CARD OWNERSHIP

- Overall: 93.5%
- Female: 93.9%
- Male: 93.1%

### 4. MOBILE MONEY ACCOUNT (e.g., M-PESA, GCash)

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

### 5. MADE A DIGITAL PAYMENT (PAST YEAR)

- Overall: 98.0%
- Female: 98.4%
- Male: 97.7%

### 6. MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)

- Overall: 71.6%
- Female: 73.9%
- Male: 69.3%

### 7. USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)

- Overall: 50.4%
- Female: 52.0%
- Male: 48.8%

### 8. USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)

- Overall: 62.6%
- Female: 64.3%
- Male: 60.9%

SOURCE: WORLD BANK NOTES: SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIOURS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. 'MOBILE MONEY ACCOUNTS' ONLY REFER TO SERVICES THAT PROVIDE AN INDEPENDENT WALLET (FDASKJDSLKF) TO A MOBILE PHONE NUMBER, SUCH AS M-PESA, GCash, AND ETING EPA. FIGURES FOR 'MOBILE MONEY ACCOUNTS' DO NOT INCLUDE PEOPLE WHO USE 'MOBILE PAYMENT SERVICES' SUCH AS APP EPAY, GOOGLE PAY OR SAMSUNG PAY.

We are social ©p Meltwater

Digital 2024 Ireland

89 sur 130Voici la retranscription textuelle de l'image:

...

JAN 2024

ENGAGEMENT WITH DIGITAL MARKETING

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

IRELAND

Research brands online before making a purchase

58.7%

YOY: +8.3% (+450 BPS)

Visited a brand's website in the past 30 days

68.4%

YOY: +9.4% (+590 BPS)

Clicked or tapped on a banner ad on a website in the past 30 days

11.9%

YOY: +4.4% (+50 BPS)

Clicked or tapped on a sponsored social media post in the past 30 days

15.6%

YOY: +2.0% (+30 BPS)

Downloaded or used a branded mobile app in the past 30 days

17.6%

YOY: +4.8% (+80 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM/NOTES](https://www.gwi.com/notes). \*YOY FIGURES REPRESENT YEAR-ON-YEAR CHANGE PERCEPTION. CHANGE VALUES REPRESENT THE CHANGE IN ENGAGEMENT, SO A YOY% FROM A STARTING VALUE OF ZERO WOULD EQUAL 0%, NOT "N/A". \*BPS VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGES. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

we are social

Meltwater

Digital 2024 Ireland

103 sur 130

...

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

### IRELAND

- SEARCH ENGINES: 60.0%
- CONSUMER REVIEWS: 45.3%
- SOCIAL NETWORKS: 35.3%
- PRODUCT & BRAND WEBSITES: 32.7%
- PRICE COMPARISON SITES: 29.9%
- MOBILE APPS: 20.8%
- SPECIALIST REVIEW SITES: 19.5%
- Q&A SITES: 17.4%
- DISCOUNT VOUCHER SITES: 17.0%
- FORUMS & MESSAGE BOARDS: 15.9%
- VIDEO SITES: 12.3%
- BRAND & PRODUCT BLOGS: 10.0%
- ONLINE PINBOARDS: 8.7%
- MESSENGER SERVICES: 6.8%
- MICRO-BLOGS: 5.7%

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

By Datareportal

We are social

Meltwater

Digital 2024 Ireland 104 sur 130 Bien sûr, voici la retranscription textuelle de l'image :

---

\*\* JAN 2024 \*\*

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

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

- WORD-OF-MOUTH: 39.0%
- SEARCH ENGINES: 37.8%
- TV ADS: 35.1%
- SOCIAL MEDIA ADS: 31.8%
- IN-STORE PROMOS: 28.1%



- RETAIL WEBSITES: 27.8%
- ADS ON WEBSITES: 24.3%
- BRAND WEBSITES: 23.2%
- SOCIAL MEDIA COMMENTS: 20.0%
- TV SHOWS AND FILMS: 19.5%
- RADIO ADS: 19.2%
- ADS IN MOBILE APPS: 18.3%
- CONSUMER REVIEW SITES: 18.2%
- EMAILS OR PHYSICAL MAIL: 17.0%
- ONLINE VIDEO PRE-ROLL ADS: 15.2%

**\*\*SOURCE:\*\*** GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A B2B SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

we are social    Meltwater

---

**\*\*Digital 2024 Ireland\*\***  
**\*\*102 sur 130\*\***

---

Pour toute question supplémentaire, n'hésitez pas ! **\*\*JAN 2024\*\***

**\*\*ADVERTISING SPEND: TOTAL vs. DIGITAL\*\***

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

**\*\*Total Ad Spend (Including Online and Offline Channels)\*\***  
 - **\*\*\$1.86 billion\*\***

**\*\*Year-on-Year Change in Total Ad Spend (All Channels)\*\***  
 - **\*\*+5.0% (+\$88 million)\*\***

**\*\*Digital Ad Spend (Including Search and Social Media)\*\***  
 - **\*\*\$1.23 billion\*\***

**\*\*Year-on-Year Change in Digital Ad Spend\*\***  
 - **\*\*+8.9% (+\$100 million)\*\***

**\*\*Digital Ad Spend as a Percentage of Total Ad Spend\*\***  
 - **\*\*65.8%\*\***

Source: Statista Market Outlooks, See details.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 calculated from non-rounded figures. Note: non-comparability (e.g. through M&A or change in reporting) may limit comparability year-on-year.

105

**\*\*Digital 2024 Ireland\*\***

Icons and details:

- Megaphone icon for Total Ad Spend.
- Upward arrow icon for Year-on-Year Change in Total Ad Spend.
- Globe icon for Digital Ad Spend.
- Currency exchange icon for Year-on-Year Change in Digital Ad Spend.
- Gear icon for Digital Ad Spend as a Percentage of Total Ad Spend.

**\*\*We Are Social & Meltwater\*\* JAN 2024**

**DIGITAL CONTENT PURCHASES**

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

1. MOVIE OR TV STREAMING SERVICE: 44.9%
2. MUSIC STREAMING SERVICE: 36.6%
3. MOBILE APP: 11.2%
4. PREMIUM WEB SERVICE: 8.6%
5. E-BOOK: 8.2%
6. IN-APP PURCHASES: 8.2%
7. MUSIC DOWNLOAD: 8.2%
8. MOBILE GAME: 6.7%
9. STUDY PROGRAMS AND LEARNING MATERIALS: 6.7%
10. SOFTWARE PACKAGE: 5.1%
11. NEWS SERVICE: 4.7%
12. DATING SERVICE: 3.8%
13. ONLINE MAGAZINE SUBSCRIPTION: 3.7%
14. DIGITAL GIFTS: 3.3%

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

we are social Meltwater

Digital 2024 Ireland 99 sur 130Jan 2024

Programmactic Advertising Overview

Spend on programmactic advertising and its share of the digital advertising market

## Ireland

Annual spend on programmatic advertising (USD)  
\$948.2 million

Year-on-year change in programmatic advertising spend (USD)  
+9.8%  
+\$85 million

Programmatic's share of total digital advertising spend  
77.4%

Year-on-year change in programmatic's share of total digital advertising spend  
+0.9%  
+68 BPS

Source: Statista Advertising & Media Outlook. See [statista.com](https://www.statista.com). Notes: Figures represent estimates for full-year 2024 and comparisons with equivalent values for the previous calendar year. Financial values are given in U.S. dollars. Percentage change values are based on the absolute difference in value, from a starting value of 100.

"BPS" means "basic points" and indicates absolute percentage point change.

Comparability: Base changes figures are not comparable with previous reports.

We Are Social | Meltwater

Digital 2024 Ireland

107 sur 130

FrançaisJAN 2024

SOCIAL MEDIA ADVERTISING OVERVIEW

SPEND ON SOCIAL MEDIA ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

## IRELAND

ANNUAL SPEND ON SOCIAL MEDIA ADVERTISING (USD)  
\$377.8 MILLION

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA ADVERTISING SPEND  
+10.6%  
+\$36 MILLION

SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND  
30.8%

## YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND

+1.6%

+47 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK, SEE STATISTA.COM.

NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGES ARE BASED ON THE PREVIOUS YEAR'S FIGURES, AND REPRESENT THE RELATIVE DIFFERENCE. 1 BASIS POINT (BPS) IS EQUIVALENT TO 0.01%. FOR EXAMPLE, A STARTING VALUE OF 30%. WOULD EQUAL 60 BPS, NOT 30%. 1995 VALUES REPRESENT BEST ESTIMATES, AND INDICATE ABSOLUTE CHANGE.

\*COMPARABILITY: BASE CHANGES FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

Digital 2024 Ireland

we are social Meltwater

Page 109 sur 130JAN 2024

## SEARCH ADVERTISING OVERVIEW

SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

Annual Spend on Online Search Advertising (USD)

\$393.0 MILLION

Year-On-Year Change In Online Search Advertising Spend

+9.6%

+34 MILLION

Online Search's Share of Total Digital Advertising Spend

32.1%

Year-On-Year Change in Online Search's Share of Total Digital Advertising Spend

+0.6%

+20 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM.

NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND

COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. FOREIGN EXCHANGE RATES ARE BASED ON THE AVERAGES OF 2023. WHERE A SAMPLE VALUE OF 50% WOULD EQUAL 40%, NOT 39%, 'BPS' VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE CHANGES FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

Digital 2024 Ireland  
108 sur 130

we are social  
Meltwater

françaisL'image contient le texte suivant :

...

MORE INFORMATION

...

En bas de l'image :  
...

Digital 2024 Ireland  
112 sur 130  
français  
...

En haut de l'image, il y a une icône représentant un livre ouvert. **\*\*JAN 2024\*\***  
**\*\*INFLUENCER ADVERTISING OVERVIEW\*\***  
SPEND ON INFLUENCER ADVERTISING ACTIVITIES (IN U.S. DOLLARS) AND  
THEIR SHARE OF THE DIGITAL ADVERTISING MARKET

**\*\*Ireland\*\***

1. **\*\*ANNUAL SPEND ON INFLUENCER ADVERTISING (USD)\*\***

**\*\*\$66.74 MILLION\*\***

2. **\*\*YEAR-ON-YEAR CHANGE IN INFLUENCER ADVERTISING SPEND\*\***

**\*\*+14.4%\*\***

**\*\*+8.4 MILLION\*\***

3. **\*\*INFLUENCER ADVERTISING'S SHARE OF TOTAL DIGITAL AD SPEND\*\***

**\*\*5.4%\*\***

4. **\*\*YEAR-ON-YEAR CHANGE IN INFLUENCER ADVERTISING'S SHARE OF TOTAL DIGITAL AD SPEND\*\***

**\*\*+5.1%\*\***

**\*\*+26 BPS\*\***

\_Source:\_ STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM  
NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FIGURE VALUES ARE IN U.S. DOLLARS. FIGURES REPRESENT THE MONETARY VALUE PAID DIRECTLY TO INFLUENCERS OR THEIR AGENTS, AND DO NOT INCLUDE THE VALUE OF PRODUCT GIVEAWAYS, BARTER TRANSACTIONS, OR TRADE DISCOUNTS.  
DATA FOR "INFLUENCER ADVERTISING" INCLUDES SPENDING ON ADS INFLUENCERS CREATE OR PUBLISH. WOULD INCLUDE 60%. "BPS" MEANS 'BASIS POINTS', AND EACH BASIS POINT IS EQUAL TO ONE-HUNDREDTH OF A PERCENT. "COMPARABILITY" INDICATES WHETHER FIGURES ARE NOT COMPARABLE WITH PREVIOUS FIGURES.

\_110/130\_

\_\*\*Sources:\*\*\_ Statista, Meltwater, We Are Social

Digital 2024 Ireland

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

---

FIND THOUSANDS OF REPORTS EXPLORING DIGITAL TRENDS IN EVERY COUNTRY IN THE WORLD IN OUR FREE ONLINE LIBRARY:

[DATAREPORTAL.COM/LIBRARY](https://datareportal.com/library)

---

En bas de l'image :

Digital 2024 Ireland

113 sur 130