

Meltwater

Why do marketers use social listening?

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

- **55%** To better understand my target audience
- **43%** To manage brand reputation
- **34%** To raise brand awareness
- **29%** To gather and analyze consumer insights
- **30%** To benchmark against competitors
- **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 holding a coffee cup with various social media and analytics icons]

Download the report

[QR Code]

Digital 2024 Italy

16 sur 136

[Various icons including a magnifying glass, cloud, bell, share, and more]

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

POPULATION ESSENTIALS

En bas :

Digital 2024 Italy

18 sur 136

français Voici la retranscription textuelle de l'image fournie :

- Logo : "We are social"
- Texte : "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

- En bas à gauche : "Digital 2024 Italy"
- En bas au centre : "17 sur 136"
- Options en bas à droite : Mode d'affichage (grille), Favoris, Télécharger, Partager, Imprimer, et Paramètres de langue (français), texte QR code.

JAN 2024 ITALY
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
58.79 MILLION
YEAR-ON-YEAR CHANGE
-0.3%
-170 THOUSAND
URBANISATION
72.1%

CELLULAR MOBILE CONNECTIONS
81.55 MILLION
YEAR-ON-YEAR CHANGE
+1.2%
+1.0 MILLION
TOTAL vs. POPULATION

138.7%

INDIVIDUALS USING THE INTERNET

51.56 MILLION

YEAR-ON-YEAR CHANGE

-0.3%

-149 THOUSAND

TOTAL vs. POPULATION

87.7%

SOCIAL MEDIA USER IDENTITIES

42.80 MILLION

YEAR-ON-YEAR CHANGE

-2.5%

-1.1 MILLION

TOTAL vs. POPULATION

72.8%

SOURCES:

UN; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CIA
WORLD FACTBOOK; GLOBALWEBINDEX; PLATFORM REGULATORS; OECD; PEW
RESEARCH CENTER; APJC; ANALYSIS.

ADVISORY: SOCIAL MEDIA USER FIGURES MAY NOT REPRESENT UNIQUE
INDIVIDUALS. COMPARABILITY: SOURCE INFORMATION AND BASE REVISIONS:
FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. GLOBAL
DEMOGRAPHIC FIGURES ARE DIFFERENT FROM LOCALLY REPORTED
NUMBERS. DATA FIGURES MAY INCLUDE VARIATIONS, MULTI-YEAR AND PERIOD
ADJUSTMENTS. FIGURES AND ANALYSIS MAY NOT REPRESENT DECREASES IN
USER METRICS AND FIGURES. 'NOTHING WRITTEN HEREIN WILL PRODUCE
INACCURATE RESULTS.' SEE NOTES ON DATA.

Digital 2024 Italy

15 sur 136

françaisJAN 2024

POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS

Total Population

58.79 Million

Female Population

51.2%

Male Population
48.8%

Year-On-Year Change in Total Population
-0.3% / -170 Thousand

Median Age of the Population
47.9

Urban Population
72.1%

Population Density (People per km²)
198.6

Overall Literacy (Adults aged 15+)
99.4%

Female Literacy (Adults aged 15+)
99.2%

Male Literacy (Adults aged 15+)
99.5%

SOURCES: KEPOS Analysis, United Nations, Local Government Authorities, World Bank, UNESCO, CIA World Factbook, Our World in Data, IndexMundi, Knoema.
Digital 2024 Italy
19 sur 136

we are social / MeltwaterVoici la retranscription textuelle de l'image :

**** JAN 2024 ****

**** POPULATION OVER TIME ****

*** Population by year, with year-on-year change ***

- JAN 2014: 60.3 M (-0.08%)
- JAN 2015: 60.3 M (-0.2%)
- JAN 2016: 60.2 M (-0.2%)
- JAN 2017: 60.1 M (-0.2%)
- JAN 2018: 59.9 M (-0.2%)
- JAN 2019: 59.8 M (-0.3%)
- JAN 2020: 59.6 M (-0.5%)
- JAN 2021: 59.4 M (-0.4%)
- JAN 2022: 59.1 M (-0.3%)

- JAN 2023: 59.0 M (-0.3%)
- JAN 2024: 58.8 M

Sources: United Nations, local government authorities, Kepios analysis.

Note: Where letters are shown next to figures above bars: "K" denotes thousands (i.e. "123.4 K" = 123,400),

"M" denotes millions (e.g. "1.23 M" = 1,230,000), and "B" denotes billions (e.g. "1.23 B" = 1,230,000,000). Where no letter is present, values are shown as is.

Comparability: Source changes and base revisions. Figures may not correlate with values published in our previous reports.

20 sur 136

Digital 2024 Italy

We Are Social | MeltwaterVoici la retranscription textuelle de l'image :

**** JAN 2024 ****

**** AGE DISTRIBUTION OF THE POPULATION ****

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

**** AGE 0-4 **: 2.06 M (3.5%)**

**** AGE 5-9 **: 2.53 M (4.0%)**

**** AGE 10-14 **: 2.49 M (4.0%)**

**** AGE 15-19 **: 2.86 M (4.9%)**

**** AGE 20-24 **: 2.92 M (5.0%)**

**** AGE 25-29 **: 3.00 M (5.1%)**

**** AGE 30-34 **: 3.20 M (5.4%)**

**** AGE 35-39 **: 3.33 M (5.7%)**

**** AGE 40-44 **: 3.66 M (6.2%)**

**** AGE 45-49 **: 4.34 M (7.4%)**

**** AGE 50-54 **: 4.75 M (8.1%)**

**** AGE 55-59 **: 4.82 M (8.2%)**

**** AGE 60-64 **: 4.30 M (7.3%)**

AGE 65-69: 3.68 M (6.3%)

AGE 70-74: 3.28 M (5.6%)

AGE 75-79: 2.89 M (4.9%)

AGE 80-84: 2.24 M (3.8%)

AGE 85-89: 1.51 M (2.6%)

AGE 90-94: 695 K (1.2%)

AGE 95-99: 178 K (0.3%)

AGE 100: 22.5 K (0.1%)

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED BY THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. **NOTES**: PERCENTAGE VALUES BELOW EACH BAR REPRESENT THE RESPECTIVE AGE GROUP'S SHARE OF THE TOTAL POPULATION. WHERE RELEVANT, DATA IS SHOWN NET OF PERSONS AGED 18+. 'K' DENOTES THOUSANDS; 'M' DENOTES MILLIONS. EG. 128.7 "M" = 128,700,000. AGE DATA REFERS TO PEOPLE IN THE 0-17, 18-24, 25+, 65+, AND 18+ AGE GROUPS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY**: SOURCE CHANGES AND BASE REVISIONS. FIGURES MAY NOT COMPARE WITH VALUES USED IN PREVIOUS EDITIONS.

Digital 2024 Italy 21 sur 136

We are social **Meltwater**INTERNET

Digital 2024 Italy

26 sur 136``

JAN 2024

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

ITALY

GROSS DOMESTIC PRODUCT (CURRENT U.S. DOLLARS)

\$2.19 TRILLION

GROSS DOMESTIC PRODUCT (PPP, CURRENT INTERNATIONAL DOLLARS)

\$3.19 TRILLION

GROSS DOMESTIC PRODUCT PER CAPITA (CURRENT U.S. DOLLARS)

\$37.1 THOUSAND

GROSS DOMESTIC PRODUCT PER CAPITA (PPP, CURRENT INTERNATIONAL
DOLLARS)

\$54.3 THOUSAND

NET NATIONAL INCOME PER CAPITA (CURRENT U.S. DOLLARS)
\$29.7 THOUSAND

PERCENTAGE OF THE POPULATION EARNING LESS THAN \$3.65 (2017, PPP)
PER DAY
1.2%

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC DRINKING WATER
99.9%

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC SANITATION
99.9%

PERCENTAGE OF THE POPULATION WITH ACCESS TO ELECTRICITY
100%

PERCENTAGE OF THE POPULATION THAT OWNS A MOBILE PHONE (ANY TYPE)
98.3%

SOURCES: IMF, WORLD BANK (MOST LATEST PUBLISHED DATA UP TO 2023)
DEFINITIONS: \$3.65 (2017 PPP): REFLECTS LOCAL PURCHASING POWER
PARITY: BASED ON THE WORLD BANK'S 2021 EXCHANGE BENCHMARK; BASIC
DRINKING WATER: PERCENTAGE OF THE POPULATION UTILISING DRINKING
WATER FROM AN IMPROVED SOURCE; PHONE OWNERSHIP: THE MOST
RECENT NATIONAL SURVEYS CARRIED OUT BETWEEN 2016 & 2020;
ELECTRICITY: PERCENTAGE OF THE POPULATION WITH ACCESS TO
ELECTRICITY AS BEING THEIR MAIN SOURCE; COMPARABILITY: FIGURES USE
LATEST PUBLICLY AVAILABLE DATA: INDICATORS FROM THE SAME OR LATEST
DATE OF MATCH VALUES ARE SHOWN ELSEWHERE IN THIS REPORT.

Digital 2024 Italy 22 sur 136

we are social
Meltwater

````JAN 2024``

\*\*DEVICE OWNERSHIP\*\*

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

1. \*\*ANY KIND OF MOBILE PHONE\*\*

- 98.3%

- YEAR-ON-YEAR CHANGE: +0.8% (+80 BPS)

2. **\*\*SMART PHONE\*\***
  - 98.3%
  - YEAR-ON-YEAR CHANGE: +0.8% (+80 BPS)
3. **\*\*FEATURE PHONE\*\***
  - 1.5%
  - YEAR-ON-YEAR CHANGE: -16.7% (-30 BPS)
4. **\*\*LAPTOP OR DESKTOP COMPUTER\*\***
  - 67.9%
  - YEAR-ON-YEAR CHANGE: +1.0% (+70 BPS)
5. **\*\*TABLET DEVICE\*\***
  - 50.3%
  - YEAR-ON-YEAR CHANGE: -1.8% (-90 BPS)
6. **\*\*GAMES CONSOLE\*\***
  - 35.7%
  - YEAR-ON-YEAR CHANGE: -0.6% (-20 BPS)
7. **\*\*SMART WATCH OR SMART WRISTBAND\*\***
  - 35.3%
  - YEAR-ON-YEAR CHANGE: +6.3% (+210 BPS)
8. **\*\*TV STREAMING DEVICE\*\***
  - 24.0%
  - YEAR-ON-YEAR CHANGE: +6.2% (+140 BPS)
9. **\*\*SMART HOME DEVICE\*\***
  - 23.8%
  - YEAR-ON-YEAR CHANGE: +16.1% (+330 BPS)
10. **\*\*VIRTUAL REALITY DEVICE\*\***
  - 3.7%
  - YEAR-ON-YEAR CHANGE: -17.8% (-80 BPS)

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

**\*\*NOTE\*\***: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E., AN INCREASE OF 50% FROM A STARTING VALUE OF 10% WOULD EQUATE TO 15%, NOT 60%). **\*\*BPS\*\*** VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE.

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

**\*\*Italy\*\***



\*\*We are social\*\* ©p Meltwater

\*\*Digital 2024 Italy\*\*

Page: \*\*23 sur 136\*\* JAN 2024

MEDIA USE

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

USING THE INTERNET VIA A MOBILE PHONE

98.8%

YEAR-ON-YEAR CHANGE

+0.4% (+38 BPS)

USING THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET

94.7%

YEAR-ON-YEAR CHANGE

-1.0% (-94 BPS)

USING SOCIAL MEDIA

94.3%

YEAR-ON-YEAR CHANGE

+0.5% (+49 BPS)

WATCHING LINEAR AND BROADCAST TV

95.5%

YEAR-ON-YEAR CHANGE

-0.2% (-16 BPS)

WATCHING STREAMING AND ON-DEMAND TV

73.1%

YEAR-ON-YEAR CHANGE

+0.2% (+16 BPS)

READING ONLINE PRESS CONTENT

71.5%

YEAR-ON-YEAR CHANGE

-2.9% (-211 BPS)

READING PHYSICAL PRESS CONTENT

70.5%

YEAR-ON-YEAR CHANGE

-1.1% (-80 BPS)

LISTENING TO BROADCAST RADIO

84.9%

YEAR-ON-YEAR CHANGE  
-0.9% (-75 BPS)

LISTENING TO MUSIC STREAMING SERVICES  
61.5%  
YEAR-ON-YEAR CHANGE  
+2.1% (+129 BPS)

LISTENING TO PODCASTS  
55.7%  
YEAR-ON-YEAR CHANGE  
+2.6% (+139 BPS)

SOURCE: GWI Q4 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. BPS = GWI/LOREM. NOTES: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE IN THE NUMBER OF USERS, COMPARED WITH OVERALL GROWTH OR DECLINE IN INTERNET USERS AGED 16 TO 64. WHERE PRESENT, ABSOLUTE CHANGE VALUES INDICATE CHANGE IN THE TOTAL BROADCAST RADIO DOESN'T LISTEN TO MUSIC STREAMING SERVICES OR PODCASTS, GIVEN THE AMBIGUITY OF SURVEY QUESTIONS. METHODOLOGY: FIGURES PRIOR TO 2022 SHARE AN AGGREGATE QUESTION ABOUT WATCHING VIDEO BROADCAST, SO IT MAY BETTER SEND CONSUMING EACH MEDIA TYPE, AND MAY DIFFER FROM PRIOR PUBLISHED REPORTS. SEE MORE DETAILS / GWI/METHODOLOGY/. UPDATES AT DIGITAL20224.COM

we are social  
Meltwater

Digital 2024 Italy 24 sur 136  
'ö 'ö Ø=Ý + Ø=Ý Ø=Ü÷ Ø=Ý"p Ø=ÜÎ &™p Ø=Üä Ø<ÝëØ<Ý÷ franc

Overview of Internet Use  
Essential Indicators of Internet Adoption and Use

[TOTAL NUMBER OF INTERNET USERS]  
51.56 MILLION

[INTERNET USERS vs. TOTAL POPULATION]  
87.7%

[YEAR-ON-YEAR CHANGE IN TOTAL INTERNET USERS]  
-0.3%  
-149 THOUSAND

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

0%  
[UNCHANGED]

[INDEXED INTERNET ADOPTION vs. GLOBAL AVERAGE]  
132.6

[PERCENTAGE OF INTERNET USERS ACCESSING VIA MOBILE PHONES]  
96.9%

[AVERAGE DAILY TIME SPENT USING THE INTERNET]  
5H 49M

[YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT USING THE INTERNET]  
-1.8%  
-6 MINS

Sources: Kepios Analysis, ITU, GSMA Intelligence, Eurostat data.worldbank, Facebook, On Device, Kantar, GWI, Local government authorities, UN, Time spent and mobile share data from GWI Q4 2023 data based on a broad survey of internet users aged 16 to 64. See GWI.COM for advisory figures. For internet user growth, see note on data comparability, source and base changes.

Page 27 of 136

Digital 2024 Italy -> We Are Social -> Meltwater\*\* 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\*\*
  - 5H 49M
  - Year-on-year change: -1.8% (-6 MINS)
- \*\*Time spent watching television (broadcast and streaming)\*\*
  - 3H 06M
  - Year-on-year change: -3.8% (-7 MINS)
- \*\*Time spent using social media\*\*
  - 1H 48M
  - Year-on-year change: +0.1% (+1 MIN)
- \*\*Time spent reading press media (online and physical print)\*\*
  - 1H 13M
  - Year-on-year change: -10.9% (-8 MINS)

- \*\*Time spent listening to music streaming services\*\*
  - 1H 07M
  - Year-on-year change: +1.9% (+1 MIN)
- \*\*Time spent listening to broadcast radio\*\*
  - 1H 07M
  - Year-on-year change: -4.2% (-2 MINS)
- \*\*Time spent listening to podcasts\*\*
  - 0H 31M
  - Year-on-year change: -4.3% (-1 MIN)
- \*\*Time spent using a games console\*\*
  - 0H 43M
  - Year-on-year change: -9.5% (-4 MINS)

Sources: GWI Jan 2024. Figures represent the findings of a broad survey of internet users aged 16 to 64. Note: People may consume different media concurrently. Television includes time for broadcast and cable television as well as viewing via video-on-demand services. Press includes both online and physical print media. Broadcast radio does not include internet radio. Comparability: Methodology changes. See notes on data.

- Digital 2024 Italy
- Page 25 of 136
- français
- we are social
- Meltwater JAN 2024

## INTERNET USER PERSPECTIVES

### INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

#### INTERNET USERS: ITU

Image: Globe icon in green.

50.00 MILLION

vs. POPULATION 85.1%

#### INTERNET USERS: CIA WORLD FACTBOOK

Image: Globe icon in blue.

44.25 MILLION

vs. POPULATION 75.3%

#### INTERNET USERS: INTERNETWORLDSTATS

Image: Globe icon in red.

54.80 MILLION

vs. POPULATION 93.2%

Sources: As stated above each icon. Notes: Where sources publish internet adoption as a percentage penetration, we compare the latest published adoption rates with the latest figures for population to reveal the associated number of users. Where sources publish absolute user numbers, we compare these absolute user figures with the latest figures for population to reveal the % of population. Comparability: Potential mismatches. Internet user figures quoted elsewhere in this report may be based on different sources, including sources not listed on this slide.

30

Digital 2024 Italy

30 sur 136

Image: Left and right arrows icons.

Image: icon to switch view

Image: Printer icon

Image: Download icon

Image: Share icon

Image: Language (French) icon

Image: Logo - We Are Social

Image: Logo - MeltwaterSure, here is the textual transcription of the image provided:

---

JAN 2024

DAILY TIME SPENT USING THE INTERNET

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

(Daily time spent using the internet across all devices graphic)

GW. 5H 49M

(Time spent using the internet on mobile phones graphic)

2H 57M

(Time spent using the internet on computers and tablets graphic)

KIPIOS. 2H 52M

(Mobile's share of total daily internet time graphic)

50.8%

(source)

31

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\*\*

\*\*INTERNET ADOPTION RATE OVER TIME (YOY)\*\*

\*Number of individuals using the internet as a percentage of total population, and year-on-year relative change\*

Year	Adoption Rate	Year-on-Year Change	
JAN 2014	63.9%		
JAN 2015	67.9%	+6.2%	
JAN 2016	71.0%	+4.6%	
JAN 2017	73.4%	+3.4%	
JAN 2018	76.5%	+4.3%	
JAN 2019	78.3%	+2.4%	
JAN 2020	80.8%	+3.2%	
JAN 2021	83.9%	+3.8%	
JAN 2022	86.1%	+2.6%	
JAN 2023	87.7%	+1.8%	
JAN 2024	87.7%	0%	

Sources: KPCA Analysis, ITU, USMA, International Eurostat, Google’s Advertising Resources, CNNIC, KANTAR, IAMAI, Government Resources, United Nations  
Notes: Data is not reported for all periods. We use data from the most recent reported period for intermediate figures. Some change in Internet Adoption Rate data is due to changes in population data from the United Nations.

- \*\*Comparability\*\*: Since it isn’t feasible to comprehensively cross-age all the latest available data, figures shown are not directly comparable.
- \*\*Sources for each year\*\*: Figures for earlier years may come from different sources than more recent data. Adoption is hence not comparable year-on-year.

---

\*\*Digital 2024 Italy\*\* - Page 29 out of 136  
\*we are social\*  
\*Meltwater\* JAN  
2024

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

FINDING INFORMATION 73.0%

KEEPING UP TO DATE WITH NEWS AND EVENTS	67.5%	
RESEARCHING HOW TO DO THINGS	62.8%	
FINDING NEW IDEAS OR INSPIRATION	59.7%	
RESEARCHING PLACES, VACATIONS AND TRAVEL	59.2%	
STAYING IN TOUCH WITH FRIENDS AND FAMILY	55.0%	
ACCESSING AND LISTENING TO MUSIC	52.0%	
WATCHING VIDEOS, TV SHOWS OR MOVIES	51.3%	
RESEARCHING PRODUCTS AND BRANDS	44.9%	
FILLING UP SPARE TIME AND GENERAL BROWSING	44.6%	
BUSINESS-RELATED RESEARCH	43.0%	
EDUCATION AND STUDY-RELATED PURPOSES	40.8%	
RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS	35.8%	
MANAGING FINANCES AND SAVINGS	33.5%	
SHARING YOUR OPINION	29.7%	

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

Footers:  
 Digital 2024 Italy 32 sur 136  
 © Datareportal GWI  
 We are social by MeltwaterJAN 2024 INTERNET CONNECTIONS SPEEDS  
 MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET  
 CONNECTIONS

[Icon: Mobile internet]

### MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

Download (MBPS)  
 46.03

Upload (MBPS)  
 9.85

Latency (MS)  
 34

-----

[Icon: Change year on year]

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

Download  
+17.3%

Upload  
+5.5%

Latency  
-2.9%

-----

[Icon: Fixed internet]

#### MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

Download (MBPS)  
71.40

Upload (MBPS)  
19.91

Latency (MS)  
12

-----

[Icon: Change year on year]

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

Download  
+18.5%

Upload  
+3.4%

Latency  
-7.7%

-----

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



[Logos: We are social | Meltwater]

[Italy flag]

Digital 2024 Italy

34 sur 136JAN 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

ITALY

MOBILE PHONE (ANY)

96.9%

YEAR-ON-YEAR CHANGE

+3.1% (+290 BPS)

GWl.

LAPTOP OR DESKTOP (ANY)

78.1%

YEAR-ON-YEAR CHANGE

+1.0% (+80 BPS)

GWl.

SMART PHONE

96.1%

YEAR-ON-YEAR CHANGE

+2.9% (+270 BPS)

GWl.

FEATURE PHONE

1.9%

YEAR-ON-YEAR CHANGE

+35.7% (+50 BPS)

KAYROS

TABLET DEVICE

41.7%

YEAR-ON-YEAR CHANGE

+1.2% (+50 BPS)

KAYROS

PERSONAL LAPTOP OR DESKTOP

69.5%

YEAR-ON-YEAR CHANGE

-3.2% (-230 BPS)

KAYROS

WORK LAPTOP OR DESKTOP

29.6%

YEAR-ON-YEAR CHANGE

+4.6% (+130 BPS)

GWl.

CONNECTED TELEVISION

41.0%

YEAR-ON-YEAR CHANGE

+5.4% (+210 BPS)

GWl.

SMART HOME DEVICE

24.9%

YEAR-ON-YEAR CHANGE

+22.1% (+450 BPS)

GWl.

GAMES CONSOLE

17.3%

YEAR-ON-YEAR CHANGE

+1.8% (+30 BPS)

GWl.

SOURCE: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM/INSIGHTS](https://www.gwi.com/insights) FOR MORE DETAILS. NOTE: "MOBILE PHONE (ANY)" INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR FEATURE PHONE; "LAPTOP OR DESKTOP (ANY)" INCLUDES USERS WHO ACCESS THE INTERNET VIA A COMPUTER (EITHER PROVIDED BY THEIR EMPLOYER, EDUCATION PROVIDER, OR OTHER ORGANIZATION, OR A PERSONAL DEVICE). PERCENTAGE CHANGE FIGURES

REFLECT RELATIVE CHANGE; "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE.  
WE ARE SOCIAL

COMPARABILITY METHODOLOGY CHANGES. SEE NOTES ON DATA.  
Meltwater

Digital 2024 Italy

33 sur 136Jan 2024

Mobile's Share of Web Traffic (YoY)

Percentage of total web pages served to web browsers running on mobile phones

- Dec 2013: 13.37%, +122%
- Dec 2014: 29.71%, -28.5%
- Dec 2015: 21.23%, +44.2%
- Dec 2016: 30.62%, +16.2%
- Dec 2017: 35.59%, +7.8%
- Dec 2018: 38.36%, +2.2%
- Dec 2019: 39.19%, +19.8%
- Dec 2020: 46.96%, +5.5%
- Dec 2021: 49.52%, +8.9%
- Dec 2022: 53.95%, -6.3%
- Dec 2023: 50.54%

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 changes (i.e., an increase of 20% from a starting value of 30% would equal 6%, not 10%).

We are social. Meltwater.

Digital 2024 Italy

36 sur 136

françaisJAN 2024

SHARE OF WEB TRAFFIC BY DEVICE

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

Mobile Phones:

50.54%

Year-on-year change

-6.3% (-341 BPS)

Laptop and Desktop Computers:

47.72%  
Year-on-year change  
+8.2% (+363 BPS)

Tablet Devices:  
1.71%  
Year-on-year change  
-10.9% (-21 BPS)

Other Devices:  
0.03%  
Year-on-year change  
-25.0% (-1 BP)

[Italy flag]

SOURCE: Statcounter. NOTES: Figures represent the number of web pages served to browsers running on each type of device compared with the total number of web pages served to browsers running on any device in December 2023. Percentage change figures represent the change in the percentage of total from a starting value of 50%. From a starting value of 50%, would equal 0.5%. "BPS" values represent basis points, and indicate the absolute change. Figures may not sum to 100 due to rounding.

[We are social logo] [Meltwater logo]

Digital 2024 Italy  
35 sur 136  
[Navigation icons]  
Français##### 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\*\*: 96.7%
2. \*\*SOCIAL NETWORKS\*\*: 94.6%
3. \*\*SHOPPING, AUCTIONS, OR CLASSIFIEDS\*\*: 90.4%
4. \*\*SEARCH ENGINES OR WEB PORTALS\*\*: 89.3%
5. \*\*EMAIL\*\*: 74.5%
6. \*\*MAPS, PARKING, OR LOCATION-BASED SERVICES\*\*: 66.4%
7. \*\*WEATHER\*\*: 62.8%
8. \*\*NEWS\*\*: 46.6%
9. \*\*MUSIC\*\*: 45.3%
10. \*\*TRAVEL\*\*: 37.1%
11. \*\*BANKING, INVESTING, OR INSURANCE\*\*: 33.0%
12. \*\*ENTERTAINMENT\*\*: 31.9%

13. **REVIEWS**: 29.8%
14. **SPORTS**: 28.6%
15. **COUPONS, DEALS, OR PRICE COMPARISONS**: 25.6%

---

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

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

---

37 / 136

Digital 2024 Italy - 37 sur 136

---

**LOGOS**: DATAREPORTAL, GWI, we are social, Meltwater

**LANGUAGE**: français

**FLAG**: ItalySure, here is the textual transcription of the image:

---

**JAN 2024 SHARE OF SEARCH ENGINE REFERRALS**

Percentage of total web traffic referred by search engines that originated from each search service

(Flag: Italy)

- **Google** - 95.0%
- **Bing** - 3.2%
- **Yahoo!** - 1.0%
- **DuckDuckGo** - 0.3%
- **Yandex** - 0.2%
- **Ecosia** - 0.2%
- **Baidu** - 0.04%
- **Others** - 0.07%

---

**Additional Notes**:

- **SOURCE**: GStatCounter

- **NOTE**: Figures represent the number of page view referrals originating from each

service as a percentage of total page view referrals originating from search engines in December 2023. Percentage change values represent relative year-on-year change, i.e., an increase of 20% from a starting value of 50% would equal 60%, not 70%. Y-o-Y values represent basis points and indicate the absolute change. Figures may not sum to 100% due to rounding.

**\*\*Footer:\*\***

- **\*\*Digital 2024 Italy 41 sur 136\*\***

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

Voici 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

- USE A SEARCH ENGINE (E.G. GOOGLE, BING, DUCKDUCKGO) EACH MONTH: 89.3%
- USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK: 22.8%
- VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS EACH MONTH: 32.9%
- USE IMAGE SEARCH TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH: 27.8%
- SCAN A QR CODE ON A MOBILE PHONE EACH MONTH: 47.9%
- USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK: 30.0%

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

we are social · Meltwater

Digital 2024 Italy 43 sur 136

---

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	UNIQUE VISITORS	AVERAGE TIME	
AVERAGE PAGES	(MONTHLY AVG.)	(MONTHLY AVG.)	PER VISIT	PER VISIT
01 GOOGLE.COM	3.36 B	1.57 M	21M 38S	3.3
02 YOUTUBE.COM	1.17 B	85.4 M	29M 29S	4.9
03 FACEBOOK.COM	397 M	64.8 M	22M 07S	2.5
04 PORNHUB.COM	268 M	33.3 M	09M 36S	7.0
05 WIKIPEDIA.ORG	266 M	44.9 M	11M 11S	2.6
06 AMAZON.IT	255 M	51.3 M	12M 31S	4.7
07 GOOGLE.IT	232 M	22.8 M	16M 37S	3.6
08 CORRIERE.IT	207 M	18.9 M	19M 48S	3.6
09 REPUBBLICA.IT	192 M	17.6 M	11M 10S	2.8
10 ANIMEUNITY.TO	188 M	12.3 M	19M 42S	2.3

# WEBSITE	TOTAL VISITS	UNIQUE VISITORS	AVERAGE TIME	
AVERAGE PAGES	(MONTHLY AVG.)	(MONTHLY AVG.)	PER VISIT	PER VISIT
11 GAZZETTA.IT	181 M	11.5 M	21M 15S	3.4
12 MANGAWORLD.BZ	155 M	8.32 M	27M 56S	5.4
13 ANSA.IT	151 M	14.5 M	12M 01S	2.4
14 INSTAGRAM.COM	136 M	34.0 M	18M 52S	2.0
15 ANIMESATURN.TV	133 M	9.66 M	04M 36S	4.0
16 ANIMEWORLD.SO	131 M	6.29 M	12M 12S	2.5
17 MEDIASET.IT	126 M	16.1 M	15M 26S	2.7
18 ILFATTOQUOTIDIANO.IT	99.6 M	10.7 M	15M 12S	2.3
19 3BMETEO.COM	91.2 M	10.3 M	15M 11S	4.0

20 BING.COM      88.7 M      15.3 M      14M 35S      3.3

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 IDENTITIES ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. FIGURES FOR WEBSITES ENDING IN ".IT" ARE INCLUSIVE OF BOTH THEIR ".IT" AND ".COM" DOMAINS. OUR ANALYSIS EXCLUDED ADULT WEBSITES; SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS. COMPARABILITY: SUBJECT TO METHODOLOGY CHANGES.

Digital 2024 Italy      40 sur 136      Ø=ÜÚØ=Ý Ø=ÜÊØ=ÜÈØ=ÜÅØ<ÝîØ<Ýù

français

Voici la transcription textuelle de l'image :

---

JAN 2024

TOP GOOGLE SEARCHES

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

ITALY

| # | SEARCH QUERY | INDEX vs. TOP QUERY |

|----|-----|-----|

| 01 | METEO | 100 |

| 02 | SERIE A | 32 |

| 03 | TRADUTTORE | 28 |

| 04 | GOOGLE | 26 |

| 05 | AMAZON | 24 |

| 06 | FACEBOOK | 22 |

| 07 | NAPOLI | 22 |

| 08 | ITALIA | 21 |

| 09 | DIRETTA | 20 |

| 10 | YOUTUBE | 20 |

| 11 | SEARCH QUERY | INDEX vs. TOP QUERY |

|----|-----|-----|

| 11 | NEWS | 16 |



12	LIBERO	16	
13	TRADUZIONE	14	
14	WHATSAPP	14	
15	REPUBBLICA	13	
16	INTER	13	
17	MILAN	11	
18	CORRIERE	11	
19	LIBERO MAIL	11	
20	LOTTO	11	

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 TRENDS TO REFLECT POTENTIAL CHANGES IN HOW PEOPLE BEHAVE/LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN REPRESENTS SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADVISORY: GOOGLE TRENDS USES RANDOM SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

WE ARE SOCIAL | Meltwater

---

Digital 2024 Italy 42 sur 136Voici la retranscription textuelle de l'image :

---

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

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

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

1. **\*\*CHROME\*\*** - 67.7%
2. **\*\*SAFARI\*\*** - 17.2%
3. **\*\*FIREFOX\*\*** - 5.5%
4. **\*\*EDGE\*\*** - 4.2%
5. **\*\*SAMSUNG INTERNET\*\*** - 3.1%
6. **\*\*OPERA\*\*** - 1.5%
7. **\*\*ANDROID\*\*** - 0.2%
8. **\*\*OTHERS\*\*** - 0.7%

---

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.

---

**\*\*Digital 2024 Italy\*\***

Page: 38 sur 136

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

---

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

---

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

**\*\*TV CONSUMPTION AND STREAMING\*\***

**\*Exploring the TV viewing behaviours of internet users aged 16 to 64\***

**\*\*Italy\*\***

1. **\*\*Percentage of Internet users who watch any kind of TV each month\*\***  
- 98.1%
2. **\*\*Year-on-year change in Internet users who watch any kind of TV\*\***  
- -0.4% (-40 BPS)
3. **\*\*Daily time that Internet users spend watching any kind of TV\*\***  
- 3H 06M
4. **\*\*Year-on-year change in daily TV viewing time (all forms of content delivery)\*\***  
- -3.8% (-7 mins)
5. **\*\*Internet users who stream TV content vs. Internet users who watch any kind of TV\*\***  
- 92.8%
6. **\*\*Daily time spent watching TV content streamed over the Internet\*\***  
- 1H 04M
7. **\*\*Year-on-year change in daily time spent watching streaming TV content\*\***  
- -1.8% (-1 min)

8. \*\*Time spent watching streaming TV content as a percentage of total TV time\*\*  
- 34.6%

**\*\*Sources:\*\***

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

**\*\*Logos:\*\***

- We Are Social
- Meltwater

**\*\*Page Info:\*\***

- Page 45 of 136
- Digital 2024 Italy

---

Voilà!JAN 2024

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

MOST STREAMED MOVIES ON DISNEY+

#	MOVIE NAME	INDEX
01	MOANA	100
02	ENCANTO	66
03	AVATAR: THE WAY OF WATER	57
04	FROZEN	50
05	ELEMENTAL	49
06	HOME ALONE	28
07	BLACK PANTHER: WAKANDA FOREVER	26
08	GUARDIANS OF THE GALAXY VOLUME 3	26
09	AVATAR	23
10	THE LITTLE MERMAID	22

MOST STREAMED TV SHOWS ON DISNEY+

#	TV SHOW NAME	INDEX
01	GREY'S ANATOMY	100
02	MODERN FAMILY	79
03	THE SIMPSONS	76
04	HOW I MET YOUR MOTHER	59
05	FAMILY GUY	48
06	CRIMINAL MINDS	23
07	THE WALKING DEAD	23

08 THE MANDALORIAN	17
09 LOKI	14
10 BLUEY	12

SOURCE FLIXPATROL. SEE FLIXPATROL.COM. NOTES: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUES COMBINE THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE. THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED ITEM IN EACH PLATFORM'S RANKING. Bien sûr, voici la retranscription textuelle de l'image :

---

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

**\*\*Italy\*\***

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

- 91.5%

- YOY: +0.4% (+40 BPS)

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

- 45.3%

- YOY: +0.4% (+20 BPS)

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

- 36.2%

- YOY: +3.7% (+130 BPS)

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

- 20.5%

- YOY: -6.8% (-150 BPS)

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

- 34.1%

- YOY: -8.3% (-310 BPS)

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

- 16.1%

- YOY: +0.6% (+10 BPS)

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

- 24.6%  
- YOY: +1.7% (+40 BPS)

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

- 17.2%  
- YOY: +2.4% (+40 BPS)

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

- 15.4%  
- YOY: -7.8% (-130 BPS)

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

- 12.4%  
- YOY: -6.8% (-90 BPS)

**\*\*Source:\*\*** GWI (Q3 2023) figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com for details. **\*\*Notes:\*\*** "YOY" figures represent year-on-year change. **\*\*Percentage change values\*\*** represent the change in the percentage of internet users of each kind of video, would equal 64.4% not, 70.3%. **\*\*BPS:\*\*** values represent basis points, and indicate the absolute changes. **\*\*Comparability:\*\*** Methodology changes: see notes on data.

---

**\*\*Digital 2024 Italy\*\***

**\*\*44 sur 136\*\***

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

**\*\*meltwater\*\***

JAN 2024

TOP WEBSITES: SIMILARWEB RANKING  
SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON  
WEBSITE TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023

ITALY

#	WEBSITE	TOTAL VISITS( MONTHLY AVE)	UNIQUE VISITORS
	(MONTHLY AVE)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	2.03 B	475 M
27S	9.1		10M
02	YOUTUBE.COM	528 M	273 M
00S	10.6		17M
03	FACEBOOK.COM	518 M	345 M
12S	7.1		8M
04	GOOGLE.IT	238 M	151 M
			8M

11S	13.2			
05 WIKIPEDIA.ORG		170.2 M	209 M	4M
00S	3.1			
06 AMAZON.IT		165 M	222 M	7M
07S	9.6			
07 INSTAGRAM.COM		147 M	231 M	7M
32S	10.4			
08 REPUBBLICA.IT		128 M	162 M	5M
50S	3.5			
09 DIRETTA.IT		117 M	5.48 M	14M
00S	14.0			
10 ANSA.IT		86.8 M	145 M	4M
11S	2.6			

#	WEBSITE		TOTAL VISITS (MONTHLY AVE)	UNIQUE VISITORS
			AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	MEDIASET.IT		85.8 M	157 M
52S		2.7		4M
12	CORRIERE.IT		85.1 M	156 M
15S		4.0		7M
13	PORNHUB.COM		83.7 M	89.9 M
25S		6.4		8M
14	WHATSAPP.COM		83.6 M	87.3 M
41S		1.6		7M
15	ILMETEO.IT		71.6 M	134 M
30S		3.3		4M
16	XNXX.COM		69.1 M	72.3 M
00S		10.9		10M
17	SKY.IT		64.1 M	184 M
39S		3.5		4M
18	FANPAGE.IT		60.8 M	188 M
35S		1.9		1M
19	LIBERO.IT		60.5 M	58.6 M
34S		7.0		11M
20	SUBITO.IT		60.3 M	85.6 M
02S		9.2		8M

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023. NOTES: VALUES IN THE 'UNIQUE VISITORS' COLUMN REPRESENT THE NUMBER OF DISTINCT INTERNET ACCESSING AT LEAST ONCE BUT NOT NECESSARILY REGULAR BASIS, SO FIGURES MAY BE MULTIPLE DUE TO BUSINESS/RESIDENCES. VALUES FOR 'TOTAL VISITS' AND 'UNIQUE VISITORS' COLUMNS HAVE BEEN ROUNDED. TIME SPENT AND PAGESVIEW VALUES HAVE BEEN ARITHMETICALLY CALCULATED TO NEAREST SEC./DECIMAL PLACE FROM TIME SPENT IN HH:MM:SS. ADVISORY: SOME SITES RANKED IN THIS RANKING MAY CONTAIN ADULT

CONTENT, IMAGES, MATERIALS OR OFFENSIVE CONTENT. READERS ADVISED ABOUT VISITING UNKNOWN DOMAINS.

© Meltwater#### MOST STREAMED CONTENT ON NETFLIX

\*\*JAN 2024\*\*

\*FluxPatrol's ranking of the most streamed content on Netflix for full year 2023\*

#### MOST STREAMED MOVIES ON NETFLIX

#	MOVIE NAME	INDEX
01	HEART OF STONE	100
02	REPTILE	95
03	PARADISE	90
04	GLASS ONION: A KNIVES OUT MYSTERY	89
05	LEAVE THE WORLD BEHIND	85
06	THE MOTHER	82
07	MURDER MYSTERY 2	80
08	LUTHER: THE FALLEN SUN	78
09	AKA	76
10	STILL TIME	74

#### MOST STREAMED TV SHOWS ON NETFLIX

#	TV SHOW NAME	INDEX
01	THE SEA BEYOND	100
02	THE LINCOLN LAWYER	50
03	THE ROOKIE	48
04	THE WITCHER	45
05	LUPIN	44
06	THE NIGHT AGENT	43
07	GINNY & GEORGIA	42
08	TERZI	41
09	ONE PIECE	39
10	WEDNESDAY	38

---

\*\*SOURCE\*\*:

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

Icons at the bottom: \*\*we are social\*\*, \*\*Meltwater\*\*, \*\*Search\*\*, \*\*Zoom In\*\*, \*\*Zoom Out\*\*, \*\*Print\*\*, \*\*Full Screen\*\*, \*\*PDF\*\*, \*\*French Language Selection\*\*

JAN  
2024

## ONLINE AUDIO

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

(Flag of Italy) ITALY

### 1. WATCH OR LISTEN TO ONLINE MUSIC VIDEOS

- 45.3%
- YEAR-ON-YEAR CHANGE: +0.4% (+20 BPS)

### 2. LISTEN TO MUSIC STREAMING SERVICES

- 43.9%
- YEAR-ON-YEAR CHANGE: +0.7% (+30 BPS)

### 3. LISTEN TO ONLINE RADIO SHOWS OR STATIONS

- 22.3%
- YEAR-ON-YEAR CHANGE: -0.4% (-10 BPS)

### 4. LISTEN TO PODCASTS

- 16.9%
- YEAR-ON-YEAR CHANGE: +14.2% (+210 BPS)

### 5. LISTEN TO AUDIO BOOKS

- 9.3%
- YEAR-ON-YEAR CHANGE: -1.1% (-10 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 an incidence of 20.7% in a starting value of 50% would equal 0.8%. NBSP values represent the absolute change in basis points.

COMPARABILITY: Methodology changes. See Notes on Data.

49 sur 136



we are social  
MeltwaterJan 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	CULPA MÍA	100
02	F9	51
03	JOHN WICK: CHAPTER 4	50
04	BEAUTIFUL DISASTER	49
05	SHOTGUN WEDDING	42
06	VICINI DI CASA	41
07	IL GRANDE GIORNO	40
08	MEMORY	39
09	LAMBORGHINI: THE MAN BEHIND THE LEGEND	37
10	BULLET TRAIN	35

#### MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO

#	TV SHOW NAME	INDEX
01	THE SUMMER I TURNED PRETTY	100
02	LOL: LAST ONE LAUGHING ITALY	98
03	TOM CLANCY'S JACK RYAN	92
04	THE FERRAGNEZ	79
05	GEN V	66
06	THE WHEEL OF TIME	66
07	CARNIVAL ROW	61
08	DRAGON BALL Z	57
09	CITADEL	55
10	THE MARVELOUS MRS. MAISEL	54

SOURCE:  
FLIXPATROL.COM

NOTES:  
THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES.  
RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR  
FULL-YEAR 2023. "INDEX" VALUES CONVERT THE FLIXPATROL "POINTS" VALUE

OF THE TOP-RANKED ITEM IN EACH PLATFORM'S RANKING.

48

Digital 2024 Italy

48 sur 136

françaisVoici la retranscription textuelle de l'image :

---

SOCIAL MEDIA

Digital 2024 Italy

55 sur 136

français

---

Note : L'image montre également une icône de deux bulles de dialogue imbriquées à l'intérieur d'un cercle orange.Jan 2024

#### SMART HOME MARKET OVERVIEW

Value of the market for smart home devices (U.S. Dollars)

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

- 3.93 MILLION

- Year-on-year change: +19.5% (+640 THOUSAND)

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

- \$1.19 BILLION

- Year-on-year change: +24.4% (+\$234 MILLION)

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

- \$469.7 MILLION

- Year-on-year change: +24.1% (+\$91 MILLION)

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

- \$236.6 MILLION

- Year-on-year change: +28.8% (+\$53 MILLION)

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

- \$144.5 MILLION

- Year-on-year change: +24.8% (+\$29 MILLION)

6. **\*\*VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET\*\***

- \$104.7 MILLION

- Year-on-year change: +12.7% (+\$12 MILLION)

7. \*\*VALUE OF SMART HOME COMFORT & LIGHTING MARKET\*\*

- \$139.7 MILLION
- Year-on-year change: +30.3% (+\$33 MILLION)

8. \*\*VALUE OF SMART HOME ENERGY MANAGEMENT MARKET\*\*

- \$97.20 MILLION
- Year-on-year change: +21.2% (+\$17 MILLION)

\*Source: Statista Digital Market Outlook. See Statista.com.\*

\*Note: Smart Home devices include digitally connected and controlled home devices that can be remotely controlled, monitored, and accessed, and includes entertainment, home security, comfort & lighting, home appliances, and energy management.\*

\*Combined Smart Home devices and services revenues with primary functions, multiple direct benefits usage and further functions related specifically to each additional segment. Revenues include end-user spending and average annual exchange rate US\$ figures converted from non-US\$ currencies using exchange rates from that year.\*

\*As smart home equipment and services from other segments are included, this may lead to differences in the calculation of filtered revenues for previous years. As additional devices and consumers were included, this limits comparability best carefully considered.\*

\*Digital 2024 Italy\*

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

## ONLINE PRIVACY AND SECURITY

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

Ø<ÝîØ<Ýù ITALY

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

\[]

53.1%

#### WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA

\[]

34.0%

#### DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME

\[]

53.7%

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

\[]  
27.9%

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

\[]  
19.6%

---

#### SOURCES:

DATA FOR "CONCERNS ABOUT WHAT IS REAL VS. WHAT IS FAKE ON THE  
INTERNET" VIA REUTERS INSTITUTE 2023 DIGITAL NEWS REPORT. FIGURES  
REPRESENT THE FINDINGS OF A STUDY OF ONLINE NEWS CONSUMERS AGED  
18-65. DIGITALNEWSREPORT.ORG. DATA FOR ALL OTHER DATA POINTS VIA GWI  
Q1 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF  
INTERNET USERS AGED 16 TO 64. SEE: GWI.COM.

---

#### Digital 2024 Italy

##### 54 sur 136

##### Français

##### we are social X MeltwaterJAN 2024

USE OF ONLINE FINANCIAL SERVICES

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

ITALY

USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP  
EACH MONTH

33.0%

YOY: +5.4% (+170 BPS)

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

18.8%

YOY: +13.9% (+230 BPS)

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

5.7%

YOY: -16.2% (-110 BPS)

SOURCE: GWI Q4 2021 FIGURES REPRESENT THE FINDINGS OF A BROAD  
SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/QUERIES. NOTES:

"YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE PERCENTAGE CHANGE  
VALUES REPRESENT THE CHANGE IN PERCENTAGE OF PEOPLE FROM A  
STARTING VALUE OF 0% WOULD BE A 0% VALUE WOULD BE A 0%. "BPS"  
VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE.  
COMPARABILITY: METHODOLOGY CHANGES 53. NOTES ON DATA

53 of 136

Digital 2024 Italy

we are social

MeltwaterVoici la retranscription textuelle de l'image fournie :

---

\*\*JAN 2024\*\*

\*\*AVERAGE ANNUAL REVENUE PER SMART HOME\*\*

\*\*AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME  
(U.S. DOLLARS)\*\*

\*\*ITALY\*\*

---

\*\*PENETRATION OF SMART HOME DEVICES\*\*

14.8%

YEAR-ON-YEAR CHANGE

+18.9% (+235 BPS)

\*\*ARPU: SPEND ON ALL SMART HOME DEVICES\*\*

\$304

YEAR-ON-YEAR CHANGE

+4.3% (+\$12.50)

\*\*ARPU: SMART HOME APPLIANCES\*\*

\$334

YEAR-ON-YEAR CHANGE

+1.4% (+\$4.60)

\*\*ARPU: SMART HOME CONTROL & CONNECTIVITY DEVICES\*\*

\$142

YEAR-ON-YEAR CHANGE

+1.9% (+\$2.60)

\*\*ARPU: SMART HOME SECURITY DEVICES\*\*

\$90.55

YEAR-ON-YEAR CHANGE

+2.0% (+\$1.80)

**\*\*ARPU: SMART HOME ENTERTAINMENT DEVICES\*\***

\$108

YEAR-ON-YEAR CHANGE

-5.0% (-\$5.70)

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

\$84.68

YEAR-ON-YEAR CHANGE

+6.3% (+\$5.02)

**\*\*ARPU: SMART HOME ENERGY MANAGEMENT\*\***

\$66.85

YEAR-ON-YEAR CHANGE

-4.3% (-\$3.02)

---

**\*\*SOURCE:** Statista Digital Market Outlook. See Statista.com. Note: "Smart home devices" include digitally connected and controlled home devices that can be remotely controlled, scheduled, automated, and deliver services that enable home automation. Numbers that don't connect series are assumed to be mentioned in millions and so to reach other numbers. Generic listings could include items separate from their listed values.\*\*

**\*\*MARKET INSIGHTS:** Data highlights are focused on regional digital trends. Revenue breakdowns are adjusted for revenue overlaps and split into individual categories. Totals may be slightly off due to rounding. Currency will show in USD.\*\*

**\*\*COMPARABILITY:** Base changes in statistics affect data comparability.\*\*

We are social  
Meltwater

---

**\*\*Digital 2024 Italy\*\***

**\*\*52 sur 136\*\***

---

**\*\*français\*\***

**\*\*[Icônes de navigation de document]\*\* JAN 2024**

OVERVIEW OF SOCIAL MEDIA USE

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

## ITALY

NUMBER OF SOCIAL MEDIA USER IDENTITIES:  
42.80 MILLION

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

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES:  
-2.5%  
-1.1 MILLION

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA:  
1H 48M YOY: + <1 MIN

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH:  
5.9

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION:  
72.8%

SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+:  
77.6%

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET:  
83.0%

FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES:  
50.0%

MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES:  
50.0%

### SOURCES:

[Icons]: Analysis: Company Advertising Resources; CPA, Research Centre; CyODA; Univ. GSM (OCT 2023). NOTE: AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE.

ADVISORY: SOCIAL MEDIA USER IDENTITIES WE REPORT REFLECT BRAND-LEVEL ACCOUNTS, SO INDIVIDUALS MAY HAVE MULTIPLE ACCOUNTS.

HEADLINES USE A BROADER 'ENTITY' CATEGORY THAN SOCIAL MEDIA ACCOUNTS, BASED ON UNDERLYING REPORTING PERIODS AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS.

COMPARABILITY: SOURCE AND METHODOLOGY CHANGES VS. NOTES ON DATA.

Digital 2024 Italy

56 sur 136

\*\*JAN 2024\*\*

**\*\*PROFIL DÉMOGRAPHIQUE DE L'AUDIENCE PUBLICITAIRE DE META\*\***  
**PART DES POSSIBILITÉS DE DIFFUSION PUBLICITAIRE COMBINÉES ET**  
**DÉDUPLIQUÉES SUR FACEBOOK, INSTAGRAM ET MESSENGER, PAR ÂGE ET**  
**SEXE**

\*Image de drapeau italien à droite avec le texte "ITALY".\*

- **\*\*18 - 24 ANS\*\***

- FEMMES : 10.0%

- HOMMES : 8.5%

- **\*\*25 - 34 ANS\*\***

- FEMMES : 10.3%

- HOMMES : 10.8%

- **\*\*35 - 44 ANS\*\***

- FEMMES : 9.0%

- HOMMES : 8.5%

- **\*\*45 - 54 ANS\*\***

- FEMMES : 9.7%

- HOMMES : 8.8%

- **\*\*55 - 64 ANS\*\***

- FEMMES : 7.3%

- HOMMES : 6.7%

- **\*\*65+ ANS\*\***

- FEMMES : 5.1%

- HOMMES : 5.3%

**\*\*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. Values are not comparable with values published in our previous reports.\*\***

![We Are Social and Meltwater logo]



**\*\*Digital 2024 Italy\*\***

**\*\*57 sur 136\*\* JAN 2024**

## FAVOURITE SOCIAL MEDIA PLATFORMS

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

WHATSAPP™40.7%

INSTAGRAM™23.5%

FACEBOOK™13.9%

TIKTOK™“bã,P

TELEGRAM™4.6%

X (TWITTER)™2.1%

PINTEREST™1.8%

LINKEDIN™1.2%

FACEBOOK MESSENGER“ ã’P

DISCORD™0.4%

Source: GWI Q3 2023. See GWI.com notes: Data includes internet users aged 16 to 64 who have used at least one social media platform in the past month. Survey respondents could choose from other options not shown on this chart, so values might not total to 100%. YouTube is not available as an answer in this question in GWI's survey. We deduct GWI's values for TikTok in China separately as Douyin. As per Bytedance's separate reporting of user numbers for each platform. Comparability methodology changes. See notes on data.

Digital 2024 Italy

Page 60 out of 136

GWI

We are social

MeltwaterJAN 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

ITALY (with Italian flag)

- 1. WHATSAPP: 90.3%
- 2. FACEBOOK: 77.5%
- 3. INSTAGRAM: 75.3%
- 4. FACEBOOK MESSENGER: 50.2%
- 5. TELEGRAM: 47.7%
- 6. TIKTOK: 40.8%
- 7. PINTEREST: 28.0%
- 8. LINKEDIN: 26.8%
- 9. X (TWITTER): 25.3%
- 10. SKYPE: 14.9%

Source: GWI Q3 2023 (FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI’S SURVEY. COMPARABILITY: A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI’S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. CHANGES TO THE QUESTION’S WORDING MEAN THAT THE VALUES AND RANK ORDER SHOWN IN THIS CHART ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN IN SIMILAR CHARTS IN PREVIOUS REPORTS.)

Digital 2024 Italy

59 sur 136

Language options: anglais / français

Meltwater logo and we are social logo at the bottom right corner.JAN 2024

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

TIKTOK	32H 12M
YOUTUBE	18H 15M
FACEBOOK	16H 37M

INSTAGRAM	15H 13M
WHATSAPP	13H 54M
LINE	3H 07M
TELEGRAM	3H 03M
2H 12M	X (TWITTER)
1H 47M	FACEBOOK MESSENGER
1H 33M	PINTEREST
1H 33M	SNAPCHAT
0H 30M	LINKEDIN

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.

Digital 2024 Italy

we are social  
Meltwater

61

61 sur 136JAN 2024

MAIN REASONS FOR USING SOCIAL MEDIA

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

READING NEWS STORIES 47.5%  
 FILLING SPARE TIME 47.4%  
 KEEPING IN TOUCH WITH FRIENDS AND FAMILY 44.8%  
 FINDING INSPIRATION FOR THINGS TO DO AND BUY 31.3%  
 FINDING CONTENT (E.G., ARTICLES, VIDEOS) 30.4%  
 FINDING PRODUCTS TO PURCHASE 22.9%  
 SEEING WHAT'S BEING TALKED ABOUT 20.1%  
 FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS 19.2%  
 POSTING ABOUT YOUR LIFE 18.8%  
 FOLLOWING CELEBRITIES OR INFLUENCERS 17.7%  
 AVOIDING MISSING OUT ON THINGS (FOMO) 17.3%  
 SHARING AND DISCUSSING OPINIONS WITH OTHERS 17.2%  
 WATCHING LIVE STREAMS 16.7%  
 SEEING CONTENT FROM YOUR FAVOURITE BRANDS 16.6%  
 WATCHING OR FOLLOWING SPORTS 15.4%

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.

Digital 2024 Italy

58 sur 136

GWI "# we are social" # Meltwater 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

- WHATSAPP - 884.0
- INSTAGRAM - 395.8
- TIKTOK - 324.8
- FACEBOOK - 284.2
- YOUTUBE - 160.3
- TELEGRAM - 137.6
- LINE - 121.6
- FACEBOOK MESSENGER - 99.3
- X (TWITTER) - 72.6
- SNAPCHAT - 61.7
- PINTEREST - 44.2
- LINKEDIN - 28.8

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.

Digital 2024 Italy (62 sur 136)  
We Are Social / Meltwater````  
SOCIAL MEDIA PLATFORMS  
Digital 2024 Italy  
67 sur 136  
français  
````

les logos suivants des réseaux sociaux sont présents :

1. Instagram
 2. Facebook
 3. Twitter
 4. Snapchat
 5. LinkedIn
 6. YouTube
 7. WhatsApp
 8. Pinterest
 9. Messenger
 10. TikTok
- Bien sûr, voici la retranscription textuelle de l'image :

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
[Italy flag]

- **Friends, Family, or Other People You Know:** 51.4%
- **Bands, Singers, or Other Musicians:** 34.4%
- **Actors, Comedians, or Other Performers:** 31.9%
- **Restaurants, Chefs, or Food Personalities:** 27.1%
- **Entertainment, Memes, or Parody Accounts:** 25.9%
- **TV Shows or Channels:** 25.2%
- **Companies and Brands You Purchase From:** 23.2%
- **Influencers or Other Experts:** 22.7%
- **Sports People and Teams:** 21.9%
- **Companies and Brands You're Considering Purchasing From:** 20.1%
- **Journalists or News Companies:** 18.0%
- **Contacts Relevant to Your Work:** 17.2%
- **Travel Writers and Companies:** 15.9%
- **Beauty Experts:** 15.8%
- **Events You're Attending:** 15.7%

Source: GWI (Q3 2023). Figures Represent the Findings of a Broad Survey of Internet Users Aged 16 to 64. See GWI.COM. Comparability: Methodology Changes. See Notes on Data.

we are social
Meltwater

Digital 2024 Italy
64 sur 136**JAN 2024**
USE OF SOCIAL MEDIA FOR BRAND RESEARCH

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

- **ANY KIND OF SOCIAL MEDIA PLATFORM**
 - 58.0%
 - YOY: -1.2% (-70 BPS)

- ****SOCIAL NETWORKS****
 - 32.9%
 - YOY: +1.9% (+60 BPS)
- ****QUESTION & ANSWER SITES (E.G. QUORA)****
 - 15.7%
 - YOY: -8.2% (-140 BPS)
- ****MESSAGING AND LIVE CHAT SERVICES****
 - 7.2%
 - YOY: [UNCHANGED]
- ****FORUMS AND MESSAGE BOARDS****
 - 11.5%
 - YOY: -4.2% (-50 BPS)
- ****MICRO-BLOGS (E.G. X/TWITTER)****
 - 4.7%
 - YOY: [UNCHANGED]
- ****VLOGS (BLOGS IN A VIDEO FORMAT)****
 - 5.5%
 - YOY: -3.5% (-20 BPS)
- ****ONLINE PINBOARDS (E.G. PINTEREST)****
 - 4.4%
 - YOY: -4.3% (-20 BPS)

****Source:**** GWI Q3 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/NOTES 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 (E.G. FB MESSENGER, WHATSAPP, TELEGRAM, WECHAT, QQ, ETC.), MICRO-BLOGS (INCLUDING TWITTER, TUMBLR, AND PLURK), BLOGS (INCLUDING INDIVIDUAL VLOGS BUT NOT VIDEO SITES IN GENERAL; VLOGS INCLUDE BLOGS RECORDED IN A VIDEO-FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST).

COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

****63 sur 136****

****Digital 2024 Italy****

Translation: Digital 2024 Italy

****we are social****

Translation: we are social

****Meltwater****

Translation: Meltwater 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)
26.10 MILLION

(Facebook Ad Reach vs. Total Population)
44.4%

(Facebook Ad Reach vs. Total Internet Users)
50.6%

(Quarter-on-Quarter Change in Reported Facebook Ad Reach)
-12.3%
-3.7 MILLION

(Year-on-Year Change in Reported Facebook Ad Reach)
-6.6%
-1.9 MILLION

(Share: Female Facebook Ad Reach vs. Overall Facebook Ad Reach)
49.7%

(Share: Male Facebook Ad Reach vs. Overall Facebook Ad Reach)
50.3%

(Adoption: Overall Facebook Ad Reach Aged 18+ vs. Overall Population Aged 18+)
52.2%

(Adoption: Female Facebook Ad Reach Aged 18+ vs. Female Population Aged 18+)
50.0%

(Adoption: Male Facebook Ad Reach Aged 18+ vs. Male Population Aged 18+)
54.0%

Sources: META ADVERTISING RESOURCES, KEPOS ANALYSIS. Notes: Based on urban and (reportedly) gender data; data only available for "female" and "male". Source data for reach by gender refers only to Facebook's "female" and "male" reported genders, other genders are not included in the numbers reported here. Reach data may not represent unique users, Facebook data to the population at large; therefore, base numbers and reaching audiences should be considered as reference values. Facebook data varies significantly by reporting apparatus and should be used at your own risk.

Digital 2024 Italy 68 sur 136Bien sûr, voici une retranscription textuelle de l'image :

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

Ø<ÝîØ<Ýù ITALY

| Date | % of Referrals | Change | |
|-------------------|----------------|--------|--|
| ----- ----- ----- | | | |
| DEC 2013 | 76.47% | +23.6% | |
| DEC 2014 | 94.48% | -8.9% | |
| DEC 2015 | 86.10% | -4.2% | |
| DEC 2016 | 82.47% | -14.3% | |
| DEC 2017 | 70.71% | +0.8% | |
| DEC 2018 | 71.25% | -10.6% | |
| DEC 2019 | 63.71% | +22.4% | |
| DEC 2020 | 78.01% | -3.6% | |
| DEC 2021 | 75.20% | -5.8% | |
| DEC 2022 | 70.87% | +8.7% | |
| DEC 2023 | 77.03% | | |

Source: STATCOUNTER NOTES: DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA LINKS TO OR SHARES PUBLISHED ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB PAGE TRAFFIC ARRIVING FROM THE AVAILABLE, NOT SELECTION OF SOCIAL MEDIA PLATFORMS IN ITALY. 'CHANGE' VALUES SHOW THE RELATIVE YEAR-ON-YEAR CHANGE IN PERCENTAGE (E.G. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%), NOT THE ABSOLUTE VALUES. 2023

VALUES REPRESENT BASES POINTS, AND INDICATE THE ABSOLUTE CHANGE.

we are social
© Meltwater

Digital 2024 Italy 66 sur 136

66 - Next Icon - Français

Cette transcription reste fidèle à l'image fournie, en incluant les données et informations contextuelles. Bien sûr, voici la retranscription textuelle de l'image :

JAN 2024

FACEBOOK ENGAGEMENT RATES: LOCOWISE

Facebook page post engagements as a percentage of total page fans, as reported by Locowise

Italy

Average Facebook page post engagements vs. page fans: All post types
Ø=ÜÄ 0.13%

Average Facebook page post engagements vs. page fans: Photo posts
Ø=Ý¼p 0.09%

Average Facebook page post engagements vs. page fans: Video posts
Ø=Üù 0.06%

Average Facebook page post engagements vs. page fans: Link posts
Ø=Ý 0.17%

Average Facebook page post engagements vs. page fans: Status posts
Ø=ÜÝ 0.41%

SOURCE: Locowise. Figures represent averages for the period between 1 September and 30 November 2023. **NOTES:** Percentages compare the combined total of reactions, comments, and shares with the total number of page fans. Figures are averages based on a wide variety of different kinds of pages, with different audience sizes, in various countries around the world.

Icons:

Ø=ÜAp (view icon), Ø=ÜÄ (all post types icon), Ø=Ý¼p (photo posts icon), Ø=Üù (video posts icon), icon), Ø=ÜÝ (status posts icon), Ø<ÝîØ<Ýù (Italy flag)

Logos:

wearesocial, Meltwater

Texte du bas: 69 sur 136JAN 2024

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

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

IT

(Flag of Italy)

ITALY

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: REELS POSTS

(Icon of a video camera)

0.16%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: PHOTO POSTS

(Icon of a photo)

0.26%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: VIDEO POSTS

(Icon of a play button within a green circle)

0.16%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: ALBUM POSTS

(Icon of a photo album)

0.23%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: STATUS POSTS

(Icon of a notepad with "AX" on it)

0.16%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: LINK POSTS

(Icon of a link chain)

0.07%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD

BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT INDIVIDUAL PAGES, WITH DIFFERENT AUDIENCE SIZES.

(Logo of "we are social")
(Logo of "Meltwater")

Digital 2024 Italy

71 sur 136

françaisJAN 2024

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

FACEBOOK POST ENGAGEMENTS vs. POST REACH: REELS POSTS
13.87%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: PHOTO POSTS
7.20%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: VIDEO POSTS
5.16%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: ALBUM POSTS
7.72%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: STATUS POSTS
13.39%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: LINK POSTS
8.71%

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

Digital 2024 Italy

32 sur 136

français**JAN 2024**

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

Facebook page post engagements, as reported by Socialinsider [Logo (Italy Flag)]

****Average Facebook Page Post Engagement Rate: Overall Average****

[Icon (Facebook logo with a paper plane)]

- Engagements vs. Page Followers: ****0.15%****
- Engagements vs. Post Reach: ****8.08%****

****Average Facebook Page Post Engagement Rate: Pages with Fewer Than 10,000 Fans****

[Icon (Single person)]

- Engagements vs. Page Followers: ****0.35%****
- Engagements vs. Post Reach: ****5.49%****

****Average Facebook Page Post Engagement Rate: Pages with 10,000 to 100,000 Fans****

[Icon (Three people with an orange background)]

- Engagements vs. Page Followers: ****0.22%****
- Engagements vs. Post Reach: ****7.26%****

****Average Facebook Page Post Engagement Rate: Pages with More Than 100,000 Fans****

[Icon (Four people with a red background)]

- Engagements vs. Page Followers: ****0.08%****
- Engagements vs. Post Reach: ****8.95%****

****Source:**** Socialinsider, figures represent averages for the period between 1 September and 30 November 2023. Notes: Figures for “engagements” per “page followers” compare the combined number of reactions, comments, and shares with the total number of page followers. Figures for “engagements” to “post reach” compare the combined number of reactions, comments, and shares with the number of users to which relevant posts were actually served. Figures are averages based on a wide variety of different kinds of pages, with different follower bases, in various countries around the world.

****70****

****Digital 2024 Italy**** ****70 sur 136**** [Icons (magnifying glass, list, zoom, print, download, share, language)]

****We Are Social**** [Logo]

****Meltwater**** [Logo] JAN 2024

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

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

PREVIOUS REPORTS

ITALY FLAG

- TOTAL POTENTIAL REACH OF ADS ON YOUTUBE: 42.80 MILLION
- YOUTUBE AD REACH VS. TOTAL POPULATION: 72.8%
- YOUTUBE AD REACH VS. TOTAL INTERNET USERS: 83.0%
- QUARTER-ON-QUARTER CHANGE IN REPORTED YOUTUBE AD REACH: 0% [UNCHANGED]
- YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH: -2.5% -1.1 MILLION

SHARE: FEMALE YOUTUBE AD REACH AGED 18+ VS. OVERALL YOUTUBE AD REACH AGED 18+: 50.0%

SHARE: MALE YOUTUBE AD REACH AGED 18+ VS. OVERALL YOUTUBE AD REACH AGED 18+: 50.0%

ADOPTION: OVERALL YOUTUBE AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+: 77.6%

ADOPTION: FEMALE YOUTUBE AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+: 75.2%

ADOPTION: MALE YOUTUBE AD REACH AGED 18+ VS. MALE POPULATION AGED 18+: 80.3%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; GWI; APP ANNIE'S NOTES: DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON AVAILABLE DATA ONLY; AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18 AND ABOVE; SOURCES: WE ARE SOCIAL, MELTWATER

Digital 2024 Italy 73 sur 136 11 10 T 12 B 13 écran 14 livre 15 graphique txt français we are social MeltwaterDigital 2024 Italy

79 sur 136

françaisBien sûr.

JAN 2024

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

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

****TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM****

- ****27.00 MILLION****

****INSTAGRAM AD REACH vs. TOTAL POPULATION****

- ****45.9%****

****INSTAGRAM AD REACH vs. TOTAL INTERNET USERS****

- ****52.4%****

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

- **** -6.6%** (-1.9 MILLION)**

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

- **** +3.1%** (+800 THOUSAND)**

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

- ****52.9%****

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

- ****47.1%****

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

- ****54.0%****

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

- ****54.4%****

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

- ****51.7%****

****Sources:****

Meta Advertising Resources, Kepios Analysis. *Notes: Based on Kepios analysis of the published ranges. Gender data only available for 'Female' and 'Male.' Source data for reach by gender only sums to published total. Advisory: Reported audience numbers do

not represent unique individuals, and may not match equivalent figures published elsewhere due to differences in definitions, methodologies, and reporting periods.*

****Comparability:****

We Are Social and Meltwater logos.

****Digital 2024 Italy, 75 sur 136 , français. **JAN 2024**

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

ITALY

AVERAGE INSTAGRAM POST ENGAGEMENT RATE: OVERALL AVERAGE FOR
BUSINESS ACCOUNTS

[Instagram logo]

ENGAGEMENTS vs. FOLLOWERS
0.98%

ENGAGEMENTS vs. POST REACH
7.03%

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

[icon of person]

ENGAGEMENTS vs. FOLLOWERS
0.85%

ENGAGEMENTS vs. POST REACH
5.88%

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

[icon of three people]

ENGAGEMENTS vs. FOLLOWERS
1.09%

ENGAGEMENTS vs. POST REACH
6.28%

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

[icon of group of people]

ENGAGEMENTS vs. FOLLOWERS
0.98%

ENGAGEMENTS vs. POST REACH
8.33%

SOURCE: SOCIALINSIDER FIGURES REPRESENT AVERAGES FOR THE PERIOD
BETWEEN SEPTEMBER AND NOVEMBER 2023. NOTES: FIGURES FOR
"ENGAGEMENTS vs. FOLLOWERS" COMPARE THE COMBINED NUMBER OF
POST LIKES OR COMMENTS WITH THE RELATIVE NUMBER OF ACCOUNT
FOLLOWERS. FIGURES FOR "ENGAGEMENTS vs. POST REACH" COMPARE THE
COMBINED NUMBER OF POST LIKES OR COMMENTS WITH THE NUMBER OF
USERS WHO HAVE SEEN THE POST ('REACH'). ALL INCIDENTAL STATISTICAL OR
GRAPHICAL ERRORS ARE REGRETTABLY SERVED. FIGURES ARE AVERAGES
BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF INSTAGRAM BUSINESS
ACCOUNTS, WITH DIFFERENT AUDIENCE SIZES, IN DIFFERENT PARTS OF THE
WORLD.

Meltwater

Digital 2024 Italy 76 sur 136

[Arrow icon]

[Language options: English, Français]JAN 2024

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

[ITALY Flag]
ITALY

Average Instagram Engagement Rate for Business Accounts: ALL POST TYPES

[Instagram icon]

ENGAGEMENTS vs. FOLLOWERS
0.98%

ENGAGEMENTS vs. POST REACH
7.03%

Average Instagram Engagement Rate for Business Accounts: IMAGE POSTS
[Image icon]
ENGAGEMENTS vs. FOLLOWERS
0.83%
ENGAGEMENTS vs. POST REACH
7.35%

Average Instagram Engagement Rate for Business Accounts: REELS POSTS
[Reels icon]
ENGAGEMENTS vs. FOLLOWERS
1.20%
ENGAGEMENTS vs. POST REACH
6.58%

Average Instagram Engagement Rate for Business Accounts: CAROUSEL POSTS
[Carousel icon]
ENGAGEMENTS vs. FOLLOWERS
1.13%
ENGAGEMENTS vs. POST REACH
6.83%

SOURCE: SOCIALINSIDER FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 1 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES FOR "ENGAGEMENTS vs. FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST-LIKES OR COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. FIGURES FOR "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF BUSINESS POST-LIKES OR COMMENTS WITH THE TOTAL NUMBER OF USERS REACHED BY THOSE POSTS. ALL VALUES HAVE BEEN VOLUME-WEIGHTED FOR EACH RELATED ACCOUNT. WHERE RELEVANT, FIGURES FOR MULTI-IMAGE POSTS (CAROUSEL POSTS) REPRESENT AN AVERAGE VALUE FOR ALL SLIDES WITHIN EACH POST SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF INSTAGRAM BUSINESS ACCOUNTS, WITH DIFFERENT AUDIENCE SIZES, SHARE CONTENT TYPES OPERATING IN THE WORLD.

[Icons at the bottom: list, magnifying glass, download, share symbol, translate, settings]JAN 2024

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

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

TOTAL POTENTIAL REACH OF ADS ON TIKTOK
20.92 MILLION

TIKTOK AD REACH vs. TOTAL POPULATION
35.6%

TIKTOK AD REACH vs. TOTAL INTERNET USERS
40.6%

QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH
+16.1% +2.9 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH
+22.0% +3.8 MILLION

SHARE: FEMALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH
AGED 18+
51.6%

SHARE: MALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH
AGED 18+
48.4%

ADOPTION: OVERALL TIKTOK AD REACH AGED 18+ vs. OVERALL POPULATION
AGED 18+
41.9%

ADOPTION: FEMALE TIKTOK AD REACH AGED 18+ vs. FEMALE POPULATION
AGED 18+
41.8%

ADOPTION: MALE TIKTOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
41.9%

Sources: TikTok's advertising resources; Kepios analysis. Notes: Does not include Douyin. Reach data are only available for "female" and "male" users aged 18+. Data are not comparable to previous values based on midpoint ages between end points at age bands. Adjustments to audience figures may impact trends in reported reach values. Audience figures for social media users are based on addressable ad audiences, not total users. For more detailed notes, please see the reporting methodology section in our comprehensive Digital Report.

Digital 2024 Italy
78 sur 136

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

****JAN 2024****

****TOP YOUTUBE SEARCHES****

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

****# SEARCH QUERY INDEX****

****01 CANZONI 100****

****02 MUSICA 55****

****03 MUSIC 40****

****04 ASMR 37****

****05 ME CONTRO TE 36****

****06 MINECRAFT 33****

****07 NAPOLI 33****

****08 LYON 32****

****09 KARAOKE 32****

****10 GEOLIER 29****

****# SEARCH QUERY INDEX****

****11 MILAN 28****

****12 INTER 28****

****13 TIKTOK 26****

****14 FORTNITE 25****

****15 ROBLOX 21****

****16 SANREMO 2023 19****

****17 MENGONI 18****

****18 LAZZA 16****

****19 ULTIMO 16****

****20 SHAKIRA 16****

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

****ITALY****

****Digital 2024 Italy****

****74 sur 136****

****we are social****

****Meltwater****

L'image contient les éléments suivants :

1. Une icône représentant un téléphone mobile stylisé en blanc sur un cercle vert.
2. Texte en dessous de l'icône : "MOBILE" en lettres majuscules orange.
3. Un diaporama avec des flèches de navigation à gauche et à droite.
4. Une barre de titre en bas indiquant : "Digital 2024 Italy".
5. Une indication de page : "84 sur 136".
6. Icônes de navigation/enregistrement, y compris une icône de loupe, une icône de partage, une icône d'impression et une icône de marquage.
7. La langue de l'interface sélectionnée : "français".JAN 2024

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

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

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN
20.00 MILLION

LINKEDIN AD REACH vs. TOTAL POPULATION
34.0%

LINKEDIN AD REACH vs. TOTAL INTERNET USERS
38.8%

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH
+5.3%
(+1.0 MILLION)

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH
+17.6%
(+3.0 MILLION)

SHARE: FEMALE LINKEDIN AD REACH AGED 18+ vs. OVERALL LINKEDIN AD REACH AGED 18+
48.9%

SHARE: MALE LINKEDIN AD REACH AGED 18+ vs. OVERALL LINKEDIN AD REACH AGED 18+
51.1%

ADOPTION: OVERALL LINKEDIN AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
40.0%

ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
34.9%

ADOPTION: MALE LINKEDIN AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
38.9%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; GLOBAL ANALYSIS. NOTES: VALUES REFER TO "TOTAL REGISTERED "MEMBERS", SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA IS OFFER ONLY WHERE DETAILED IN THE PLATFORM'S ADVERTISING TOOLS. INTERNET USERS: INTERNETWORLDSTATS. ONLINE AUDIENCE DATA: VARIOUS SOURCES: CPIA MEDIA; GWI. BASE: JANUARY 2024. GENDER RATIO NOT COMPARABLE AGAIN WITH THE PAST. 18+: ADVISORY MIGHT VARY BY AGE. THIS DATA IS JUST AN EXAMPLE. COMPARABILITY IS A UNSUSPEND FROM OTHERS.

we are social | Meltwater

Digital 2024 Italy
80 sur 136
françaisJAN 2024

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

[Flag of Italy]
ITALY

NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)
81.55 MILLION

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION
138.7%

YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS
+1.2%
+1.0 MILLION

SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G)
94.7%

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: BASE CHANGES, REVISIONS TO HISTORIC DATA 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.

[Logos of GSMA, We Are Social, Meltwater]Voici la retranscription textuelle de l'image :

JAN 2024

PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST

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

(Total Potential Reach)

TOTAL POTENTIAL REACH OF ADS ON PINTEREST
10.01 MILLION

(Pinterest Ad Reach vs. Total Population)

PINTEREST AD REACH vs. TOTAL POPULATION
17.0%

(Quarter-on-Quarter Change)

QUARTER-ON-QUARTER CHANGE IN REPORTED PINTEREST AD REACH
+9.2% +845 THOUSAND

(Year-on-Year Change)

YEAR-ON-YEAR CHANGE IN REPORTED PINTEREST AD REACH
+24.0% +1.9 MILLION

(Pinterest Ad Reach vs. Total Internet Users)

PINTEREST AD REACH vs. TOTAL INTERNET USERS

19.4%

(Pinterest Ad Reach vs. Population Aged 13+)
PINTEREST AD REACH vs. POPULATION AGED 13+
19.0%

(Female Pinterest Ad Reach)
FEMALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH
70.6%

(Male Pinterest Ad Reach)
MALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH
23.7%

83 sur 136
Digital 2024 Italy

Sources: Pinterest Advertising Resources; Kepios Analysis. Notes: ...
we are social Meltwater

Note: La transcription exacte des notes en bas de l'image pourrait être difficile à lire sur l'image partagée. Veuillez vous référer à l'image originale pour les notes précises et détaillées. JAN 2024

SHARE OF MOBILE TIME BY APP CATEGORY
TIME SPENT USING APPS IN EACH APP CATEGORY AS A PERCENTAGE OF
TOTAL TIME SPENT USING ANDROID PHONES OVERALL

Total time spent using smartphones each day
3H 46M

Share of smartphone time: Social media apps
36.4%

Share of smartphone time: Entertainment apps
29.2%

Share of smartphone time: Utility & productivity
16.4%

Share of smartphone time: Mobile games (all genres)
11.8%

Share of smartphone time: Shopping apps
1.2%

Share of smartphone time: All other apps
4.9%

Share of smartphone time: Web browsers & search engines*
7.7%

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

We Are Social Meltwater

Digital 2024 Italy
2024

88 sur 136JAN

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)

6.50 MILLION

X AD REACH VS. TOTAL POPULATION

11.1%

X AD REACH VS. TOTAL INTERNET USERS

12.6%

QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH

-19.7%
-1.6 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH

+19.3%
+1.1 MILLION

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

35.6%

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

64.4%

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

11.3%

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

7.7%

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

15.1%

Digital 2024 Italy
82 sur 136

SOURCES: ITS ADVERTISING RESOURCES; KEPOS ANALYSES NOTES: VALUES ARE IMPRESSIONS OF PUBLISHED FIGURES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE." ADVISORY: SIGNIFICANT VARIATIONS IN SOURCES DATA BETWEEN MALES AND FEMALES MAY INDICATE THAT NON-BINARIES ARE COUNTED AS 'MALE' IN THE RELEVANT SUPPORT DATA. FOR

MORE DETAILED INFORMATION ON THE IMPORTANT ISSUES IN COMPARING AND ANALYSING DIGITAL AUDIENCES, SEE THE "NOTES" SLIDES. THE SOURCES, KEYWORDS, AND OTHER NOTES ARE USED FOR CONTEXTUAL INTELLIGENCE AND INTERESTS TARGETING - NOT FOR AUDIENCE DEFINING PARAMETERS.

Icons/Image:

- Left: Twitter icon with '6.50 MILLION' underneath
- Second from left: Person icons with '11.1%' underneath
- Center: Globe icon with '12.6%' underneath
- Second from right: Calendar with '90' and '-19.7% -1.6 MILLION' underneath
- Right: Calendar with '365' and '+19.3% +1.1 MILLION' underneath
- Bottom row, left to right: Magnifying glass icon, female symbol and '35.6%' underneath, Magnifying glass icon, male symbol and '64.4%' underneath, Person icons and '11.3%' underneath, Female icon and '7.7%' underneath, Male icon and '15.1%' underneath

WE ARE SOCIAL | MeltwaterVoici la retranscription textuelle de l'image :

****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

Ø<ÝiØ<Ýù Italy

****SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES****
68.07%
YEAR-ON-YEAR CHANGE -1.1% (-76 BPS)

****SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES****
31.50%
YEAR-ON-YEAR CHANGE +2.6% (+79 BPS)

****SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES****
0.38%
YEAR-ON-YEAR CHANGE -9.5% (-4 BPS)

****SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES****
0%
YEAR-ON-YEAR CHANGE [UNCHANGED]

****SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES****
0.05%
YEAR-ON-YEAR CHANGE +25.0% (+1 BP)

****SOURCE:**** Statcounter. **NOTES:** Figures represent the number of web pages served to browsers on mobile phones running each operating system compared with the total number of web pages served to mobile browsers in December 2023. Figures change as web content detected on these running an operating system provided by Samsung (e.g., Bada, Tizen, and others). Valid percentage increases above 25% have been rounded to the nearest integer figure. Absolute change values to within 10 basis points of zero value. All values to 2 decimal places except percentages above 25%. Values for changes below 1%, but above -1%, will be shown to two decimal points.

****we are social****

****Meltwater****

87 sur 136

Digital 2024 ItalyJAN 2024

MOBILE APP MARKET OVERVIEW
HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN 01 JANUARY AND 31 DECEMBER 2023

[Italy flag] ITALY

TOTAL NUMBER OF MOBILE APP DOWNLOADS

1.58 BILLION

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

-3.4%

-55 MILLION

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

\$1.23 BILLION

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

+13.2%
+\$143 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 E-COMMERCE TRANSACTIONS OR MOBILE ADVERTISING. CONSUMER SPEND FIGURES ARE IN U.S. DOLLARS.

[We are social logo] [Meltwater logo]

Digital 2024 Italy 89 sur 136 français

[Icons: arrow, zoom, print, download, share, forward]JAN 2024

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

| # | MOBILE APP | COMPANY |
|----|--------------------|---------|
| 01 | WHATSAPP MESSENGER | META |
| 02 | YOUTUBE | GOOGLE |
| 03 | GOOGLE MAPS | GOOGLE |
| 04 | FACEBOOK | META |
| 05 | GOOGLE | GOOGLE |
| 06 | CHROME BROWSER | GOOGLE |
| 07 | GMAIL | GOOGLE |
| 08 | INSTAGRAM | META |
| 09 | FACEBOOK MESSENGER | META |
| 10 | AMAZON | AMAZON |

| # | MOBILE GAME | COMPANY |
|----|--------------------------------|---------------------|
| 01 | ROBLOX | ROBLOX |
| 02 | STUMBLE GUYS | SCOPELY |
| 03 | BRAWL STARS | TENCENT |
| 04 | CANDY CRUSH SAGA | ACTIVISION BLIZZARD |
| 05 | MONOPOLY GO: FAMILY BOARD GAME | SCOPELY |
| 06 | CLASH ROYALE | TENCENT |
| 07 | ROYAL MATCH | DREAM GAMES |
| 08 | EA SPORTS FC™ MOBILE 24 SOCCER | ELECTRONIC ARTS |
| 09 | SUBWAY SURFERS | TENCENT |
| 10 | COIN MASTER | MOON ACTIVE |

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 Italy

90 sur 136 we are social

MeltwaterSure! Voici une retranscription

textuelle de l'image :

JAN 2024

CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME

Ø<ÝîØ<Ýù ITALY

- Q4 2021: 79.5 M
- Q1 2022: 79.6 M (+0.2%)
- Q2 2022: 79.9 M (+0.4%)
- Q3 2022: 80.5 M (+0.7%)
- Q4 2022: 80.5 M (+0.07%)
- Q1 2023: 80.7 M (+0.2%)
- Q2 2023: 81.1 M (+0.5%)
- Q3 2023: 81.1 M (+0.07%)
- Q4 2023: 81.5 M (+0.5%)

SOURCE: GSMA Intelligence

NOTE: EXCLUDES CELLULAR IOT CONNECTIONS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS:

- "K" DENOTES THOUSANDS. EG: "123.1K" = 123,100

- "M" DENOTES MILLIONS. EG: "12.34M" = 12,340,000

- "B" DENOTES BILLIONS. EG: "1.23B" = 1,230,000,000

WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS.

COMPARABILITY: BASE CHANGES. SEE NOTES ON DATA.

we are social

DATA REPORTAL

Meltwater

Digital 2024 Italy 86 sur 136Voici la retranscription textuelle de l'image :

ECOMMERCE

Digital 2024 Italy 93 sur 136

...

L'image montre une icône d'un chariot de course blanc sur un cercle bleu au-dessus du mot "ECOMMERCE" en lettres majuscules orange.

JAN 2024
APP RANKING: DOWNLOADS

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

MOBILE APP COMPANY

- 01 TEMU PDD HOLDINGS
- 02 SHEIN SHEIN
- 03 TIKTOK BYTEDANCE
- 04 CAPCUT BYTEDANCE
- 05 VINTED VINTED
- 06 WHATSAPP MESSENGER META
- 07 TELEGRAM TELEGRAM
- 08 RAI.TV RAI NET
- 09 INSTAGRAM META
- 10 POSTEID POSTE ITALIANE

MOBILE GAME COMPANY

- 01 MONOPOLY GO: FAMILY BOARD GAME SCOPELY
- 02 ROYAL MATCH DREAM GAMES
- 03 BLOCK BLAST ADVENTURE MASTER HUNGRY STUDIO
- 04 ROBLOX ROBLOX
- 05 MY PERFECT HOTEL SAYGAMES
- 06 STUMBLE GUYS SCOPELY
- 07 TRIPLE TILE TRIPLEDOT
- 08 SUBWAY SURFERS TENCENT
- 09 GARDENSAPES BY PLAYRIX PLAYRIX
- 10 EA SPORTS FC™ MOBILE 24 SOCCER ELECTRONIC ARTS

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTES: RANKINGS BASED ON
CONSUMER DOWNLOAD ACTIVITY ACROSS THE GOOGLE PLAY STORE AND
APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023.

we are social | Meltwater

91

Digital 2024 Italy

91 sur 136 Sure, 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

ITALY

| # | MOBILE APP | COMPANY |
|----|-----------------|----------------|
| 01 | DAZN | DAZN GROUP |
| 02 | GOOGLE ONE | GOOGLE |
| 03 | DISNEY+ | DISNEY |
| 04 | TIKTOK | BYTEDANCE |
| 05 | TINDER | MATCH GROUP |
| 06 | EVENING COURIER | RCS MEDIAGROUP |
| 07 | LINKEDIN | MICROSOFT |
| 08 | YOUTUBE | GOOGLE |
| 09 | BADOO | BUMBLE |
| 10 | NETFLIX | NETFLIX |

| # | MOBILE GAME | COMPANY |
|----|--------------------------------|----------------------|
| 01 | COIN MASTER | MOON ACTIVE |
| 02 | CANDY CRUSH SAGA | ACTIVISION BLIZZARD |
| 03 | ROYAL MATCH | DREAM GAMES |
| 04 | GARDENSCAPES | PLAYRIX |
| 05 | MONOPOLY GO: FAMILY BOARD GAME | SCOPELY |
| 06 | ROBLOX | ROBLOX |
| 07 | HOMESCAPES | PLAYRIX |
| 08 | EMPIRES & PUZZLES | TAKE TWO INTERACTIVE |
| 09 | FISHDOM | PLAYRIX |
| 10 | CLASH OF CLANS | 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. CONSUMER SPEND ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING.

Digital 2024 Italy
92 sur 136

LOGOS: WE ARE SOCIAL, data.ai, MeltwaterJAN 2024

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

1. FREE DELIVERY - 61.7%
2. COUPONS AND DISCOUNTS - 49.2%
3. SIMPLE ONLINE CHECKOUT - 40.9%
4. CUSTOMER REVIEWS - 37.6%

5. EASY RETURNS POLICY - 34.8%
6. NEXT-DAY DELIVERY - 33.9%
7. LOYALTY POINTS - 32.2%
8. GUEST CHECKOUT - 19.2%
9. ECO-FRIENDLY CREDENTIALS - 15.9%
10. SOCIAL LIKES & COMMENTS - 13.5%
11. INTEREST-FREE PAYMENTS - 13.3%
12. CLICK AND COLLECT - 9.7%
13. EXCLUSIVE CONTENT OR SERVICES - 5.6%
14. SOCIAL BUY BUTTONS - 5.1%

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 Italy

96 sur 136

we are social

MeltwaterJAN 2024

FINANCIAL INCLUSION FACTORS

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

[Flag of Italy]

Account with a Financial Institution:

- Total: 97.3%
- Female: 97.1%
- Male: 97.5%

Credit Card Ownership:

- Total: 57.9%
- Female: 59.7%
- Male: 56.2%

Debit Card Ownership:

- Total: 82.3%
- Female: 80.8%
- Male: 83.7%

Mobile Money Account (e.g., Mpesa, Gcash):

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

Made a Digital Payment (Past Year):

- Total: 93.0%

- Female: 91.2%
- Male: 94.7%

Made a Purchase Using a Mobile Phone or the Internet (Past Year):

- Total: 55.8%
- Female: 55.7%
- Male: 56.0%

Used a Mobile Phone or the Internet to Send Money (Past Year):

- Total: 25.6%
- Female: 21.3%
- Male: 29.6%

Used a Mobile Phone or the Internet to Pay Bills (Past Year):

- Total: 32.9%
- Female: 32.8%
- Male: 32.9%

SOURCE: WORLD BANK NOTES: SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIORS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. "MOBILE MONEY" ACCOUNTS ONLY REFER TO SERVICES THAT REQUIRE NO INTERMEDIARY WALLET AND BELONG TO A MOBILE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR "MOBILE MONEY" ACCOUNTS DO NOT INCLUDE "MOBILE WALLETS" WHICH REQUIRE INTERNET PAYMENT SERVICES SUCH AS ALIPAY OR GOOGLE PAY OR SIMILAR.

94 sur 136 [Page Indicator]

[Icons for controls: first page, previous page, next page, last page, view all pages, search, languages (French selected)]

Digital 2024 Italy

Powered by: We Are Social, MeltwaterJAN 2024 PAYMENT METHODS USED FOR ECOMMERCE

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

ITALY FLAG

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

35.0%

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

31.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK TRANSFERS

13.0%

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

4.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO OTHER PAYMENT METHODS

17.0%

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

Digital 2024 Italy

98 sur 136

we are social METWATER** JAN 2024**

ECOMMERCE: CONSUMER GOODS CATEGORIES

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

Ø<ÝîØ<Ýù ITALY Ø<ÝîØ<Ýù

ELECTRONICS

\$10.71 BILLION

YEAR-ON-YEAR CHANGE

+11.4% (\$1.1 BILLION)

FASHION

\$15.02 BILLION

YEAR-ON-YEAR CHANGE

+25.7% (\$3.1 BILLION)

FOOD

\$2.92 BILLION

YEAR-ON-YEAR CHANGE

-0.7% (\$20 MILLION)

BEVERAGES

\$1.01 BILLION

YEAR-ON-YEAR CHANGE

+1.0% (\$10 MILLION)

****DIY & HARDWARE****
****\$1.04 BILLION****
YEAR-ON-YEAR CHANGE
-5.3% (\$60 MILLION)

****FURNITURE****
****\$2.56 BILLION****
YEAR-ON-YEAR CHANGE
+18.0% (\$390 MILLION)

****PHYSICAL MEDIA****
****\$1.64 BILLION****
YEAR-ON-YEAR CHANGE
-2.4% (\$40 MILLION)

****BEAUTY & PERSONAL CARE****
****\$2.23 BILLION****
YEAR-ON-YEAR CHANGE
+5.7% (\$120 MILLION)

****TOBACCO PRODUCTS****
****\$360.0 MILLION****
YEAR-ON-YEAR CHANGE
-5.3% (-\$20 MILLION)

****TOYS & HOBBY****
****\$810.0 MILLION****
YEAR-ON-YEAR CHANGE
+8.0% (\$60 MILLION)

****HOUSEHOLD ESSENTIALS****
****\$570.0 MILLION****
YEAR-ON-YEAR CHANGE
+16.3% (\$80 MILLION)

****OVER-THE-COUNTER PHARMACEUTICALS****
****\$880.0 MILLION****
YEAR-ON-YEAR CHANGE
+8.6% (\$70 MILLION)

****LUXURY GOODS****
****\$1.19 BILLION****
YEAR-ON-YEAR CHANGE
+21.4% (\$210 MILLION)

****EYEWEAR****

****\$360.0 MILLION****

YEAR-ON-YEAR CHANGE

+2.9% (\$10 MILLION)

***SOURCE*: STATISTA ECOMMERCE MARKET SIZE; STATISTA.COM.**

***NOTES*: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES EXPRESSED IN U.S. DOLLARS, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR. THE "PHYSICAL MEDIA" CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. COMPARABILITY: SIGNIFICANT RATE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES: FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.**

Digital 2024 Italy* *WE ARE SOCIAL* *MELTWATER

97 sur 136JAN 2024

TOP GOOGLE SHOPPING SEARCHES

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

SEARCH QUERY INDEX vs. TOP QUERY

| | |
|------------------|-----|
| 01 AMAZON | 100 |
| 02 SCARPE | 77 |
| 03 NIKE | 58 |
| 04 JORDAN | 37 |
| 05 IPHONE | 37 |
| 06 SAMSUNG | 27 |
| 07 ADIDAS | 23 |
| 08 IKEA | 23 |
| 09 LEGO | 16 |
| 10 SCARPE UOMO | 14 |
| 11 EBAY | 13 |
| 12 JORDAN 4 | 12 |
| 13 GUCCI | 12 |
| 14 IPHONE 14 | 11 |
| 15 PS5 | 11 |
| 16 DECATHLON | 10 |
| 17 APPLE | 10 |
| 18 NIKE AIR | 9 |
| 19 SHEIN | 9 |
| 20 LOUIS VUITTON | 9 |

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 ATTRIBUTED BY GOOGLE TRENDS AND ARE SHOWN "AS IS" TO ENABLE READERS TO IDENTIFY POTENTIAL TRENDS IN HOW PEOPLE USE LANGUAGE IN THEIR SEARCH ACTIVITIES. "GOOGLE" DOESN'T PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX VS. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY, COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADVISORY: GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

WE ARE SOCIAL
Meltwater

Digital 2024 Italy
99 sur 136

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

Flights
\$6.80 BILLION
YEAR-ON-YEAR CHANGE
+29.4% (+\$1.5 BILLION)

Trains
\$909.8 MILLION
YEAR-ON-YEAR CHANGE
+45.5% (+\$284 MILLION)

Car Rentals
\$551.7 MILLION
YEAR-ON-YEAR CHANGE
+10.4% (+\$52 MILLION)

Long-Distance Buses
\$260.4 MILLION
YEAR-ON-YEAR CHANGE
+41.0% (+\$76 MILLION)

Hotels
\$6.80 BILLION
YEAR-ON-YEAR CHANGE
+13.3% (+\$797 MILLION)

Package Holidays
\$4.23 BILLION
YEAR-ON-YEAR CHANGE
+24.6% (+\$833 MILLION)

Vacation Rentals
\$2.60 BILLION
YEAR-ON-YEAR CHANGE
+12.7% (+\$292 MILLION)

Cruises
\$146.4 MILLION
YEAR-ON-YEAR CHANGE
+42.7% (+\$44 MILLION)

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

© Meltwater
we are social

Digital 2024 Italy
100 sur 136
(sorted into categories)
(Different icons for each category) JAN 2024
ONLINE RIDE-HAILING OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES

Number of people using online ride-hailing services
5.55 million

Year-on-year change in the number of online ride-hailing service users
+3.0% +160 thousand

Total annual value of online ride-hailing bookings (USD, 2023)
\$294.4 million

Year-on-year change in market value: online ride-hailing bookings
+10.7% +\$28 million

Average annual value per user: online ride-hailing bookings (USD, 2023)
\$53.04

SOURCE: STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM. NOTE: IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS. VALUES INCLUDE THE BOOKINGS OF PRIVATE-HIRE VEHICLES (E.G., UBER, GRAB) AND TRADITIONAL TAXI SERVICES, ONLY INCLUDE 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.

101 sur 136

Digital 2024 Italy

101 sur 136

français

L'indicateur de PDF

La loupe

Le lien

Le téléchargement

Partager

La barre de recherche

© Statista

ITALY

we are social MeltwaterJAN 2024

DIGITAL HEALTH TREATMENT & CARE OVERVIEW

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

ITALY

NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE

19.47 MILLION

YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE

+7.0% +1.3 MILLION

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

\$1.41 BILLION

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

+10.2% +\$130 MILLION

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

\$72.14

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 SMARTPHONES, SMARTWATCHES, SMART HOME APPLIANCES, PRESCRIPTION PHARMACEUTICALS, PHYSICAL EXAMS OR HEALTHCARE EQUIPMENT. VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN US DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE. '\$' VALUES SHOW ABSOLUTE CHANGE.

102

Digital 2024 Italy

102 sur 136

we are social MeltwaterJAN 2024

ONLINE DOCTOR CONSULTATIONS OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES

ITALY

NUMBER OF PEOPLE USING ONLINE DOCTOR CONSULTATION SERVICES

2.32 MILLION

YEAR-ON-YEAR CHANGE IN USERS OF ONLINE DOCTOR CONSULTATION SERVICES

+6.4%

+140 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE DOCTOR CONSULTATIONS (USD, 2023) \$530.0 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE DOCTOR CONSULTATIONS

+8.2%

+\$40 MILLION

AVERAGE ANNUAL VALUE PER USER: ONLINE DOCTOR CONSULTATIONS (USD, 2023) \$230

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

DIGITAL 2024 Italy

103 sur 136

© statista

© Meltwater

© we are social

françaisJAN 2024

DIGITAL CONTENT PURCHASES

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

ITALY

Movie or TV streaming service 40.3%

Music streaming service 17.3%

Mobile app 9.0%

E-book 8.5%

Mobile game 8.4%
Music download 5.9%
In-app purchases 5.2%
Premium web service 4.6%
Online magazine subscription 4.5%
News service 4.3%
Software package 4.3%
Study programs and learning materials 4.3%
Digital gifts 3.2%
Dating service 2.3%

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 Italy
105 sur 136

DIGITAL MARKETING

Texte bas de page:

Digital 2024 Italy 107 sur 136 français JAN 2024

DIGITAL FITNESS & WELL-BEING OVERVIEW

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

[Flag icon] ITALY

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

YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING USERS:
+8.9%
+1.3 MILLION

TOTAL ANNUAL VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET (USD, 2023):
\$1.18 BILLION

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

+9.3%
+100 MILLION

AVERAGE ANNUAL VALUE PER USER: DIGITAL FITNESS & WELL-BEING (USD, 2023):
\$74.54

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM

NOTES INCLUDE SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRISTWEAR, SMART SCALES, FITNESS APPS THAT TRACK PARAMETERS, RUNNING APPS I.E. GOOGLE CALENDAR, MEDITATION AND WELLNESS APPS DOES NOT INCLUDE SMART CLOTHING, SMART SUITES, SMART EYEWEAR, HEALTH-TRACKING APPS, MEDICAL FUNCTIONALITIES, E-COMMERCE CONNECTING SMARTWATCHES AND FITNESS APPS OPERATED BY HOSPITALS. WHERE APPLICABLE VALUES FOR THE PREVIOUS YEAR HAVE BEEN CONVERTED USING CONSTANT USD EXCHANGE RATES. AFOREMENTIONED DATA ARE COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS YEAR, FINANCIAL VALUES IN MILLIONS OF USD, DOLLARS. PERCENTAGE VALUES SHOW ABSOLUTE CHANGE.

[Multiple logos including We Are Social, Meltwater, Statista]

Digital 2024 Italy

104 sur 136 JAN 2024

DIGITAL MEDIA SPEND

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

(Total Spending Icon)

\$5.42 BILLION

YEAR-ON-YEAR CHANGE +18.3% (+\$840 MILLION)

(Video Games Icon)

\$2.16 BILLION

YEAR-ON-YEAR CHANGE +18.7% (+\$340 MILLION)

(Video-on-Demand Icon)

\$2.08 BILLION

YEAR-ON-YEAR CHANGE +24.6% (+\$410 MILLION)

(ePublishing Icon)

\$830.0 MILLION

YEAR-ON-YEAR CHANGE +7.8% (+\$60 MILLION)

(Digital Music Icon)
\$350.0 MILLION
YEAR-ON-YEAR CHANGE +9.4% (+\$30 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 DOWNLOADS AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. COMPARABILITY: SIZE AND CATEGORY DEFINITION CHANGES: FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

Italy

we are social
Meltwater

106 Digital 2024 Italy
106 sur 136Jan 2024

SOURCES OF BRAND DISCOVERY

Percentage of Internet Users Aged 16 to 64 Who Discover New Brands, Products, and Services via Each Channel or Medium

1. Search Engines - 40.8%
2. TV Ads - 36.6%
3. Word-of-Mouth - 30.7%
4. Retail Websites - 28.7%
5. Social Media Ads - 25.1%
6. Product Comparison Websites - 24.8%
7. Brand Websites - 23.8%
8. Product Samples or Trials - 23.3%
9. Consumer Review Sites - 22.2%
10. Ads on Websites - 20.9%
11. In-Store Promos - 19.9%
12. TV Shows and Films - 16.8%
13. Emails or Physical Mail - 16.4%
14. Product Brochures - 14.7%
15. Radio Ads - 14.3%

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 Italy

108 sur 136 Bien sûr, voici 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 **

Research brands online before making a purchase

** 56.1% **

YOY: -0.4% (-20 BPS)

Visited a brand's website in the past 30 days

** 55.8% **

YOY: +2.4% (+130 BPS)

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

** 11.5% **

YOY: -2.5% (-30 BPS)

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

** 14.1% **

YOY: +6.8% (+90 BPS)

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

** 14.1% **

YOY: +16.5% (+200 BPS)

Source: GWI Q3 2021 figures represent the findings of a broad survey of internet users aged 16 to 64. See gwi.com for more.

NOTES: "YOY" figures represent year-on-year change. Percentage change values are representative of the change in percentage of 50%. For example, an increase of 20% from a starting value of 50% would equal a 60%, not 70%. "BPS" values represent basis points, and indicate the absolute changes.

COMPARABILITY: Methodology changes. See notes on data.

Digital 2024 Italy | *109 sur 136* | *français*

Logos: **We are social**, **Meltwater**

Image avec drapeau de l'Italie.

Ceci est l'intégralité du texte affiché dans l'image. **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****

Italy

- Search Engines: 59.1%
- Consumer Reviews: 36.0%
- Social Networks: 32.9%
- Price Comparison Sites: 32.8%
- Product & Brand Websites: 29.2%
- Specialist Review Sites: 20.9%
- Discount Voucher Sites: 19.8%
- Q&A Sites: 15.7%
- Video Sites: 13.1%
- Forums & Message Boards: 11.5%
- Brand & Product Blogs: 10.7%
- Mobile Apps: 9.6%
- Messenger Services: 7.2%
- Micro-Blogs: 4.7%
- Online Pinboards: 4.4%

****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.

We Are Social & _Meltwater_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)

\$11.17 BILLION

YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)

+5.7% +600 MILLION

DIGITAL AD SPEND
(INCLUDING SEARCH AND SOCIAL MEDIA)
\$6.25 BILLION

YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND
+9.6% +549 MILLION

DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND
56.0%

SOURCE: STATISTA MARKET OUTLOOKS; SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE ROUNDED. ADVISORIES: EXCHANGE RATE OF 1% WOULD EQUAL 1%. NOV. 2023 _ COMPARABLE BASE unchanged across reporting period. FIGURES MAY DIFFER FROM THOSE REPORTED ELSEWHERE DUE TO: A) ADJUSTMENTS; B) THE MULTI-USER NATURE OF THIS CHART INCLUDES A BROADER VARIETY OF CHANNELS AND ACTIVITIES THAN THE DEFINITION INCLUDES FOR A SINGLE USER. MED Values may not include all existing users.

we are social Meltwater

Digitale 2024 Italy
111 sur 136