

JAN 2024

POPULATION ESSENTIALS  
DEMOGRAPHICS AND OTHER KEY INDICATORS

TOTAL POPULATION  
47.50 MILLION

FEMALE POPULATION  
51.0%

MALE POPULATION  
49.0%

YEAR-ON-YEAR CHANGE IN TOTAL POPULATION  
-0.09% -43 THOUSAND

MEDIAN AGE OF THE POPULATION  
45.1

URBAN POPULATION  
81.7%

POPULATION DENSITY (PEOPLE PER KM<sup>2</sup>)  
94.5

OVERALL LITERACY (ADULTS AGED 15+)  
98.6%

FEMALE LITERACY (ADULTS AGED 15+)  
98.2%

MALE LITERACY (ADULTS AGED 15+)  
99.0%

SOURCES: KEP 2024, INE/ANÁLISIS, UNITED NATIONS, LOCAL GOVERNMENT  
AUTHORITIES, WORLD BANK, UNESCO, CIA WORLD FACTBOOK, OUR WORLD IN  
DATA, INEGI/NUME, INE/NIMA.

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2024\*\*

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

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

Age Group	Population	% Share	
-----	-----	-----	
AGE 0-4	1.79 M	3.8%	
AGE 5-9	2.12 M	4.5%	
AGE 10-14	2.41 M	5.1%	
AGE 15-19	2.65 M	5.4%	
AGE 20-24	2.47 M	5.2%	
AGE 25-29	2.68 M	5.7%	
AGE 30-34	2.91 M	6.1%	
AGE 35-39	3.50 M	7.4%	
AGE 40-44	4.00 M	8.4%	
AGE 45-49	3.81 M	8.0%	
AGE 50-54	3.60 M	7.6%	
AGE 55-59	3.21 M	6.8%	
AGE 60-64	2.72 M	5.7%	
AGE 65-69	2.28 M	4.8%	
AGE 70-74	1.98 M	4.2%	
AGE 75-79	1.37 M	2.9%	
AGE 80-84	957 K	2.0%	
AGE 85-89	506 K	1.1%	
AGE 90-94	133 K	0.3%	
AGE 95-99	16.9 K	<0.1%	
AGE 100+	-	<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 letter 'M' is present, values are shown net in present value basis. 'K' denotes thousand (i.e. 12k = 12,000), 'M' denotes million (e.g. 1.2M = 1,200,000). Age breakdowns in the chart are not necessarily identical to official brackets. Wherever official brackets are used, they have been reflected in the table below the chart.

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POPULATION OVER TIME

POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

JAN 2014 46.5 M -0.1%  
JAN 2015 46.4 M -0.01%  
JAN 2016 46.4 M +0.2%  
JAN 2017 46.5 M +0.3%  
JAN 2018 46.7 M +0.6%  
JAN 2019 46.9 M +0.8%  
JAN 2020 47.3 M +0.1%  
JAN 2021 47.4 M +0.4%  
JAN 2022 47.6 M -0.07%

JAN 2023 47.5 M -0.09%  
JAN 2024 47.5 M

SOURCES: UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; KEPIOS ANALYSIS, NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123K" = 123,000), "M" DENOTES MILLIONS (E.G. "1,2M" = 1,200,000), AND "B" DENOTES BILLIONS (E.G. "1.2B" = 1,200,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. COMPARABILITY: SOURCE CHANGES AND BASE REVISIONS: FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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

ANY KIND OF MOBILE PHONE  
97.8%  
YEAR-ON-YEAR CHANGE  
+0.3% (+30 BPS)

SMART PHONE  
97.6%  
YEAR-ON-YEAR CHANGE  
+0.2% (+20 BPS)

FEATURE PHONE  
5.9%  
YEAR-ON-YEAR CHANGE  
+3.5% (+20 BPS)

LAPTOP OR DESKTOP COMPUTER  
75.7%  
YEAR-ON-YEAR CHANGE  
+0.1% (+10 BPS)

TABLET DEVICE  
52.1%  
YEAR-ON-YEAR CHANGE  
-2.1% (-110 BPS)

GAMES CONSOLE  
42.3%  
YEAR-ON-YEAR CHANGE  
+1.2% (+50 BPS)

SMART WATCH OR SMART WRISTBAND

43.3%

YEAR-ON-YEAR CHANGE

+0.7% (+30 BPS)

TV STREAMING DEVICE

35.6%

YEAR-ON-YEAR CHANGE

+3.8% (+130 BPS)

SMART HOME DEVICE

23.5%

YEAR-ON-YEAR CHANGE

+9.3% (+200 BPS)

VIRTUAL REALITY DEVICE

5.1%

YEAR-ON-YEAR CHANGE

[UNCHANGED]

SOURCE: GWI Q3 2024. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWIL.COM. NOTE: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 10% FROM A STARTING VALUE OF 50% WOULD EQUATE TO 55%, NOT 60%). "BPS VALUES REPRESENT BASIS POINTS, AND DENOTE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY. CHANGES. SEE NOTES ON DATA. Digital 2024 Spain

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FINANCIAL AND DEVELOPMENTAL INDICATORS

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

SPAIN

(Image of Spain Flag)•

Gross Domestic Product (Current U.S. Dollars)

\$1.58 TRILLION

Gross Domestic Product (PPP, Current International Dollars)

\$2.41 TRILLION

Gross Domestic Product Per Capita (Current U.S. Dollars)  
\$33.1 THOUSAND

Gross Domestic Product Per Capita (PPP, Current International Dollars)  
\$50.5 THOUSAND

Net National Income Per Capita (Current U.S. Dollars)  
\$25.1 THOUSAND

Percentage of the Population Earning Less than \$3.65 (2017 PPP) per Day  
1.4%

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)  
93.4%

SOURCES: IMF, WORLD BANK (MOST LATEST PUBLISHED DATA UP TO 2021)  
DEFINITIONS: "\$3.65 (2017 PPP)" REFLECTS LOCAL PURCHASING POWER  
PARITY. BASED ON THE WORLD BANK'S 2017 EXCHANGE BENCHMARK. BASIC  
DRINKING WATER: PERCENTAGE OF THE TOTAL POPULATION USING AT LEAST  
BASIC DRINKING WATER AN IMPROVED SOURCE, PROVED COLLECTION TIME  
IS NOT MORE THAN 30 MINUTES FOR A LOS: ROUND TRIP. BASIC SANITATION:  
PERCENTAGE OF THE TOTAL POPULATIONS THAT HAVE ACCESS TO BASIC  
SANITATION FACILITIES. LATEST FIGURES HAVE BEEN USED IN THIS REPORT.

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Meltwater\*\* Jan 2024 - Media Use\*\*

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

\*\*Spain\*\*

- \*\*Using the internet via a mobile phone\*\*

- \*\*98.9%\*\*
- Year-on-year change: \*\*+0.6% (+55 BPS)\*\*
- \*\*Using the internet via a laptop, desktop, or tablet\*\*
  - \*\*94.5%\*\*
  - Year-on-year change: \*\*-0.9% (-89 BPS)\*\*
- \*\*Using social media\*\*
  - \*\*95.4%\*\*
  - Year-on-year change: \*\*+0.6% (+55 BPS)\*\*
- \*\*Watching linear and broadcast TV\*\*
  - \*\*94.4%\*\*
  - Year-on-year change: \*\*-0.3% (-26 BPS)\*\*
- \*\*Watching streaming and on-demand TV\*\*
  - \*\*78.0%\*\*
  - Year-on-year change: \*\*-1.5% (-118 BPS)\*\*
- \*\*Reading online press content\*\*
  - \*\*81.2%\*\*
  - Year-on-year change: \*\*-2.7% (-226 BPS)\*\*
- \*\*Reading physical press content\*\*
  - \*\*60.2%\*\*
  - Year-on-year change: \*\*-3.9% (-246 BPS)\*\*
- \*\*Listening to broadcast radio\*\*
  - \*\*77.6%\*\*
  - Year-on-year change: \*\*-2.9% (-228 BPS)\*\*
- \*\*Listening to music streaming services\*\*
  - \*\*64.7%\*\*
  - Year-on-year change: \*\*+2.1% (+135 BPS)\*\*
- \*\*Listening to podcasts\*\*
  - \*\*63.4%\*\*
  - Year-on-year change: \*\*+0.9% (+54 BPS)\*\*

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

Notes: Percentage change values represent relative change in the audience of each media. For example, +10% growth means an absolute change value would be: 20% to 22%, while relative change would be 20% to 40%. Comparative sequence aspects' metrics that have been adjusted are highlighted as results are diverse.

\*Prepared by:\*

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

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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 42M  
Year-on-Year Change  
-0.7% (-2 MINS)

**\*\*Time Spent Watching Television (Broadcast and Streaming)\*\***  
3H 11M  
Year-on-Year Change  
-5.9% (-11 MINS)

**\*\*Time Spent Using Social Media\*\***  
1H 54M  
Year-on-Year Change  
-0.9% (-1 MIN)

**\*\*Time Spent Reading Press Media (Online and Physical Print)\*\***  
1H 12M  
Year-on-Year Change  
-13.6% (-11 MINS)

**\*\*Time Spent Listening to Music Streaming Services\*\***  
1H 14M  
Year-on-Year Change  
-2.5% (-1 MIN)

**\*\*Time Spent Listening to Broadcast Radio\*\***  
0H 57M  
Year-on-Year Change  
-7.1% (-4 MINS)

**\*\*Time Spent Listening to Podcasts\*\***  
0H 40M  
Year-on-Year Change

+2.1% (+<1 MIN)

**\*\*Time Spent Using a Games Console\*\***

0H 49M

Year-on-Year Change

-5.8% (-3 MINS)

Source: GWI

GW I 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM.

NOTE: PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY, TELEVISION FIGURES INCLUDE BROADCAST AND CABLE TELEVISION, CONTENT VIEWED 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.

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[We Are Social logo]

[Meltwater logo]

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

**\*\*OVERVIEW OF INTERNET USE\*\***

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

**\*\*SPAIN\*\***

- **\*\*TOTAL NUMBER OF INTERNET USERS\*\***

45.58 MILLION

- **\*\*INTERNET USERS vs. TOTAL POPULATION\*\***

96.0%

- **\*\*YEAR-ON-YEAR CHANGE IN TOTAL INTERNET USERS\*\***

-0.09%

-41 THOUSAND



- \*\*YEAR-ON-YEAR CHANGE IN INTERNET USERS vs. POPULATION\*\*  
0%  
[UNCHANGED]
- \*\*INDEXED INTERNET ADOPTION vs. GLOBAL AVERAGE\*\*  
145.1
- \*\*PERCENTAGE OF INTERNET USERS ACCESSING VIA MOBILE PHONES\*\*  
96.1%
- \*\*AVERAGE DAILY TIME SPENT USING THE INTERNET\*\*  
5H 42M
- \*\*YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT USING THE INTERNET\*\*  
-0.7%  
-2 MINS

Sources: KEPOS Analysis, ITU, GSMA Intelligence, Eurostat, CIA World Factbook, CNNIC, KANTAR & IABM, local government authorities, United Nations, Time Spent and Mobile Share Data from GWI Q4 2023.

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FIN DE LA TRANSCRIPTION JAN 2024

INTERNET USE OVER TIME (YOY)

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

Échelle graphique de gauche à droite avec des années et des chiffres indiquant les millions d'utilisateurs :

JAN 2014

36.0 M  
+2.8 %

JAN 2015  
37.0 M  
+2.2 %

JAN 2016  
37.8 M  
+4.8 %

JAN 2017  
39.6 M  
+2.1 %

JAN 2018  
40.4 M  
+5.7 %

JAN 2019  
42.7 M  
+3.6 %

JAN 2020  
44.2 M  
+1.2 %

JAN 2021  
44.8 M  
+0.8 %

JAN 2022  
45.2 M  
+1.0 %

JAN 2023  
45.6 M  
-0.09 %

JAN 2024  
45.6 M

Sources :

Kepios Analysis Telsyte, GSMA Intelligence, Eurostat, Google's Advertising Resources, GWI, Civic Kantar, L'Année Gouvernement Resources, United Nations. Note : Where

letters are shown next to figures in source boxes, explanations in comparables (+ A = 12 mes éloquents MUâlinége + B = 12 ma / 2,000,000 And P = D'autres Sources. IE = 12 / 2,000,000

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## INTERNET USER PERSPECTIVES

### INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

[SPA FLAG] SPAIN

INTERNET USERS: ITU

44.88 MILLION

vs. POPULATION

94.5%

INTERNET USERS: CIA WORLD FACTBOOK

44.18 MILLION

vs. POPULATION

93.0%

INTERNET USERS: INTERNETWORLDSTATS

43.51 MILLION

vs. POPULATION

91.6%

SOURCES: AS STATED ABOVE EACH ICON. NOTE: WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), WE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR % POPULATION. COMPARABILITY: POTENTIAL MISMATCHES: INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT ARE BASED ON MULTIPLE SOURCES, INCLUDING SOURCES NOT LISTED ON THIS SLIDE.

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[ICONS: PEN, CLOUD, MAGNIFYING GLASS, DOWNLOAD, SHARE] [LANGUAGE: FRANÇAIS]

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DAILY TIME SPENT USING THE INTERNET

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

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES

5H 42M

TIME SPENT USING THE INTERNET ON MOBILE PHONES

2H 53M

TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS

2H 49M

MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME

50.6%

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

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

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

\*\*Spain\*\*

- \*\*JAN 2014\*\*: 77.3% (+3.0%)
- \*\*JAN 2015\*\*: 79.6% (+2.2%)
- \*\*JAN 2016\*\*: 81.4% (+4.6%)
- \*\*JAN 2017\*\*: 85.1% (+1.8%)
- \*\*JAN 2018\*\*: 86.6% (+5.1%)
- \*\*JAN 2019\*\*: 91.0% (+2.7%)
- \*\*JAN 2020\*\*: 93.5% (+1.1%)
- \*\*JAN 2021\*\*: 94.5% (+0.4%)

- \*\*JAN 2022\*\*: 94.9% (+1.1%)
- \*\*JAN 2023\*\*: 96.0% (0%)
- \*\*JAN 2024\*\*: 96.0% (0%)

**Sources**: IFOP, ANALYSIS, ITU, USAI, TELEFONICA, EUROSTAT, GOOGLE'S ADVERTISING RESOURCES, CMMIC, KANTAR, IAMAI, GOVERNMENT RESOURCES, UNITED NATIONS **Notes**: DATA IS REPORTED AS IS PER SOURCE, WE USE DATA FROM THE MOST RECENT REPORTING PERIOD FOR INTERNET PENETRATION FIGURES SHOW THE RELATIVE CHANGE IN INTERNET ADOPTION - THE DATA FOR FINAL FIGURES PUBLISHED HAVE BEEN COMPILED USING A STANDARD SAMPLE SIZE WITH ALL HOUSEHOLD SITUATIONAL CALCULATIONS.

**Comparison**: FIGURES ARE OVER TIME AND ESTIMATIONS BUT SOURCES SHOULD BE NOT PUBLISH SEPARATELY. The FIGURES FOR OTHER COUNTRIES ARE IDENTICAL AS OF NATION DATA.

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MAIN REASONS FOR USING THE INTERNET

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

SPAIN

1. FINDING INFORMATION - 71.9%
2. RESEARCHING HOW TO DO THINGS - 61.5%
3. KEEPING UP TO DATE WITH NEWS AND EVENTS - 61.0%
4. RESEARCHING PLACES, VACATIONS AND TRAVEL - 58.7%
5. STAYING IN TOUCH WITH FRIENDS AND FAMILY - 57.3%
6. ACCESSING AND LISTENING TO MUSIC - 54.3%
7. WATCHING VIDEOS, TV SHOWS OR MOVIES - 52.3%
8. RESEARCHING PRODUCTS AND BRANDS - 51.2%
9. FINDING NEW IDEAS OR INSPIRATION - 50.7%
10. FILLING UP SPARE TIME AND GENERAL BROWSING - 41.3%
11. EDUCATION AND STUDY-RELATED PURPOSES - 36.0%

- 12. MANAGING FINANCES AND SAVINGS - 35.1%
- 13. RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS - 30.8%
- 14. GAMING - 30.5%
- 15. ORGANISING DAY-TO-DAY LIFE - 21.9%

SOURCE: GWI (Q3 2023) Figures represent the findings of a broad survey of internet users aged 16 to 64.

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Comparability: Methodology changes. See Notes on Data.  
GWI.com

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

[Spain flag] SPAIN

MOBILE PHONE (ANY)  
96.1%  
YEAR-ON-YEAR CHANGE +3.7% (+340 BPS)

LAPTOP OR DESKTOP (ANY)  
77.1%  
YEAR-ON-YEAR CHANGE -1.3% (-100 BPS)

SMART PHONE  
94.1%  
YEAR-ON-YEAR CHANGE +3.7% (+340 BPS)

FEATURE PHONE  
3.5%  
YEAR-ON-YEAR CHANGE -18.6% (-80 BPS)

TABLET DEVICE  
40.1%  
YEAR-ON-YEAR CHANGE -0.5% (-20 BPS)

PERSONAL LAPTOP OR DESKTOP  
68.1%  
YEAR-ON-YEAR CHANGE -4.1% (-290 BPS)

#### WORK LAPTOP OR DESKTOP

28.9%

YEAR-ON-YEAR CHANGE +1.0% (+30 BPS)

#### CONNECTED TELEVISION

37.2%

YEAR-ON-YEAR CHANGE -2.6% (-100 BPS)

#### SMART HOME DEVICE

23.4%

YEAR-ON-YEAR CHANGE +8.8% (+190 BPS)

#### GAMES CONSOLE

16.7%

YEAR-ON-YEAR CHANGE +1.2% (+20 BPS)

SOURCE: GWI Q3 2023

NOTES: Mobile phone (any) includes users who access via a smartphone or feature phone. Laptop or desktop (any) includes users who access via their own, work computer, or communal computer, provided by their employer. Percentage change values shown reflect relative change; BPS values show the change in basis points and reflect absolute change. COMPARABILITY: Methodology has changed since previous year(s); see notes on data.

[SOME ICONS AND LOGOS]

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#### INTERNET CONNECTION SPEEDS

#### MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

##### Median Speed of Mobile Internet Connections

DOWNLOAD (MBPS) 41.54

UPLOAD (MBPS) 10.31

LATENCY (MS) 34

##### Year-on-Year Change in Median Speed of Mobile Internet Connections

DOWNLOAD +15.2%

UPLOAD +4.1%

LATENCY 0%

##### Median Speed of Fixed Internet Connections

DOWNLOAD (MBPS) 201.08  
UPLOAD (MBPS) 150.36  
LATENCY (MS) 12

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

DOWNLOAD +20.5%  
UPLOAD +40.2%  
LATENCY 0%

SOURCE: OOKLA. NOTE: Figures represent median download and upload speeds in megabits per second, and median connection latency in milliseconds in November 2023. TIP: A negative value for year-on-year change in latency represents an improvement because lower latency should result in faster content delivery.  
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(à gauche des cercles)  
we are social  
(à droite des cercles)  
ookla  
(à droite de l'icone rouge fixe)  
Meltwater  
...

Les éléments sont disposés sous forme de graphiques circulaires indiquant les vitesses et changements des connexions mobiles et fixes, ainsi que les latences associées.JAN 2024

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

Mobile Phones  
64.84%  
YEAR-ON-YEAR CHANGE  
+11.8% (+684 BPS)

Laptop and Desktop Computers  
33.32%  
YEAR-ON-YEAR CHANGE  
-15.2% (-597 BPS)

Tablet Devices  
1.81%  
YEAR-ON-YEAR CHANGE



-31.7% (-84 BPS)

Other Devices

0.03%

YEAR-ON-YEAR CHANGE

-50.0% (-3 BPS)

Spain (Flag of Spain)

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE, COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN THE PERCENTAGE OF TOTAL FROM A STARTING VALUE OF 50%. FROM A STARTING VALUE OF 50%, +100% WOULD EQUAL 60%, NOT 100%. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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

Chrome: 72.7%

Safari: 15.8%

Edge: 3.3%

Samsung Internet: 3.2%

Firefox: 2.7%

Opera: 2.0%

Android: 0.2%

Others: 0.3%

[Spain flag] SPAIN

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN DECEMBER 2023.

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## Part du trafic web mobile (sur un an)

## Pourcentage des PAGES WEB TOTALES servies aux navigateurs web fonctionnant sur téléphones mobiles

- \*\*Déc 2013\*\* : 13.98% (+141%)
- \*\*Déc 2014\*\* : 33.67% (-5.4%)
- \*\*Déc 2015\*\* : 31.84% (+30.4%)
- \*\*Déc 2016\*\* : 41.51% (+9.7%)
- \*\*Déc 2017\*\* : 45.55% (-11.4%)
- \*\*Déc 2018\*\* : 40.34% (+22.2%)
- \*\*Déc 2019\*\* : 49.30% (+3.1%)
- \*\*Déc 2020\*\* : 50.83% (+1.2%)
- \*\*Déc 2021\*\* : 51.43% (+12.8%)
- \*\*Déc 2022\*\* : 58.00% (+11.8%)
- \*\*Déc 2023\*\* : 64.84%

### Source

- \*\*Note\*\* : Les chiffres représentent le nombre de pages web servies aux navigateurs fonctionnant sur téléphones mobiles comparé au nombre total de pages web servies à des navigateurs fonctionnant sur tout type d'appareil. Les valeurs de changement en pourcentage (présentées dans les cercles blancs) se réfèrent au changement relatif en pourcentage par rapport à une valeur de départ de 30% (ex: une augmentation de 20% par rapport à 30% donnerait 36%, pas 50%)

### Organisations

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

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

\*\*SPAIN (drapeau espagnol)\*\*

1. \*\*CHAT AND MESSAGING\*\* - 96.5%
2. \*\*SOCIAL NETWORKS\*\* - 95.0%
3. \*\*SEARCH ENGINES OR WEB PORTALS\*\* - 89.9%
4. \*\*SHOPPING, AUCTIONS, OR CLASSIFIEDS\*\* - 83.4%

5. \*\*EMAIL\*\* - 71.4%
6. \*\*MAPS, PARKING, OR LOCATION-BASED SERVICES\*\* - 66.2%
7. \*\*WEATHER\*\* - 56.0%
8. \*\*MUSIC\*\* - 49.0%
9. \*\*NEWS\*\* - 45.2%
10. \*\*ENTERTAINMENT\*\* - 41.3%
11. \*\*TRAVEL\*\* - 35.2%
12. \*\*BANKING, INVESTING, OR INSURANCE\*\* - 33.5%
13. \*\*GAMES\*\* - 33.1%
14. \*\*SPORTS\*\* - 28.9%
15. \*\*FOOD TAKEAWAY AND DELIVERY\*\* - 27.3%

---

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

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\*\*Digital 2024 Spain\*\* JAN 2024

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

[Spain flag] SPAIN

GOOGLE 96.1%

2.6% BING

0.8% YAHOO!

0.2% DUCKDUCKGO

0.1% ECOSIA

0.07% YANDEX

0.03% BAIDU

0.03% OTHERS

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF  
PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A

PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). DIFF. VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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Digital 2024 Spain 41 sur 137 français\*\*JAN 2024\*\*

\*\*TOP GOOGLE SEARCHES\*\*

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

# | SEARCH QUERY | INDEX vs. TOP QUERY

--- | --- | ---

- 01 | TIEMPO | 100
- 02 | EL TIEMPO | 40
- 03 | TRADUCTOR | 39
- 04 | BARCELONA | 30
- 05 | EL TIEMPO EN | 27
- 06 | GOOGLE | 27
- 07 | MARCA | 26
- 08 | AS | 22
- 09 | YOUTUBE | 22
- 10 | AMAZON | 20
- 11 | FACEBOOK | 16
- 12 | SANTANDER | 14
- 13 | WHATSAPP | 13
- 14 | INSTAGRAM | 11
- 15 | EL MUNDO | 11
- 16 | REAL MADRID | 11
- 17 | HOTMAIL | 11
- 18 | GMAIL | 10
- 19 | TIEMPO MAÑANA | 10
- 20 | SPORT | 10

Source: GOOGLE TRENDS. BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. NOTES: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS" TO ENABLE TRENDS TO REFLECT POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES. THE "INDEX vs. TOP QUERY" COLUMN SHOWS THE SEARCH QUERIES' RELATIVE SEARCH VOLUMES IN EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADVISORY: GOOGLE TRENDS USES DYNAMIC

SAMPLING, SO DATA IN ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

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Logos: we are social, Meltwater#### 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\*\*  
- 89.9%
- \*\*Use voice assistants (e.g., Siri, Google Assistant) to find information EACH WEEK\*\*  
- 22.1%
- \*\*Visit social networks to look for information about brands and products\*\*  
- 42.6%
- \*\*Use image search tools (e.g., Google Lens, Pinterest Lens) on mobile EACH MONTH\*\*  
- 26.5%
- \*\*Scan a QR code on a mobile phone EACH MONTH\*\*  
- 46.0%
- \*\*Use online tools to translate text into different languages EACH WEEK\*\*  
- 44.7%

##### 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 om Market meltwater

Digital 2024 Spain  
43 sur 137\*\*JAN 2024 - TOP WEBSITES: SIMILARWEB RANKING\*\*

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

\_\_Spain\_\_

#	WEBSITE	TOTAL VISITS (MONTHLY AVG)	UNIQUE VISITORS (MONTHLY AVG)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
---	-----	-----	-----	-----	-----

-----							
01		GOOGLE.COM	1.80 B	338.0 M	10M		
54S		8.6					
02		YOUTUBE.COM	590 M	23.7 M	18M		
21S		10.6					
03		FACEBOOK.COM	274 M	22.5 M	7M		
27S		6.7					
04		TWITTER.COM	205 M	25.8 M	10M		
01S		8.1					
05		MARCA.COM	192 M	14.9 M	6M		
48S		4.0					
06		GOOGLE.ES	182 M	11.6 M	7M 52S		
12.6							
07		INSTAGRAM.COM	148 M	24.7 M	7M		
35S		9.7					
08		ELMUNDO.ES	124 M	16.8 M	4M		
19S		3.2					
09		AMAZON.ES	118 M	16.9 M	8M 28S		
8.7							
10		AS.COM	99.2 M	10.3 M	6M 33S		
2.8							
11		WIKIPEDIA.ORG	94.9 M	15.0 M	3M		
30S		2.6					
12		WHATSAPP.COM	81.9 M	6.90 M	7M		
40S		1.7					
13		LIVE.COM	74.6 M	5.59 M	8M 04S		
8.9							
14		XVIDEOS.COM	72.4 M	7.54 M	11M		
55S		9.4					
15		PORNHUB.COM	72.2 M	9.57 M	7M		
54S		8.1					
16		ELPPAIS.COM	68.9 M	10.2 M	5M 42S		
2.5							
17		MUNDODEPORTIVO.COM	68.4 M	11.4 M	4M		
14S		3.4					
18		20MINUTOS.ES	66.7 M	14.6 M	3M		
46S		2.6					
19		ABC.ES	66.4 M	12.7 M	4M 03S		
2.5							
20		ELESANONI.COM	64.8 M	15.2 M	2M		
21S		2.3					

Jan 2024

## TV CONSUMPTION AND STREAMING

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

- Percentage of Internet users who watch any kind of TV each month  
98.6%

- Year-on-year change in internet users who watch any kind of TV  
-0.2%  
-20 BPS
- Daily time that internet users spend watching any kind of TV  
3H 11M
- Year-on-year change in daily TV viewing time (all forms of content delivery)  
-5.9%  
-11 MIN
- Internet users who stream TV content vs internet users who watch any kind of TV  
94.1%
- Daily time spent watching TV content streamed over the internet  
1H 16M
- Year-on-year change in daily time spent watching streaming TV content  
-5.7%  
-4 MINS
- Time spent watching streaming TV content as a percentage of total TV time  
39.8%

Source: GWI Q3 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64. See [gwi.com](https://www.gwi.com). Comparability: Methodology changes: see Notes on Data.

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We Are Social Meltwater Bien sûr, voici la retranscription textuelle de l'image :

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\*\*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

\*SPAIN\*

# | WEBSITE | TOTAL VISITS (MONTHLY AVG.) | UNIQUE VISITORS (MONTHLY AVG.) | AVERAGE TIME PER VISIT | AVERAGE PAGES PER VISIT

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

01 | GOOGLE.COM | 3.80 B | 186 M | 21 M 1 35 S | 3.2

02		YOUTUBE.COM		2.22 B		115 M		32 M	1	6 S		5.4
03		MARCA.COM		628 M		30.5 M		15 M	1	5 S		2.9
04		AS.COM		407 M		23.5 M		14 M	3	1 S		3.1
05		PORNHUB.COM		283 M		34.8 M		10 M	0	3 S		7.2
06		ELMUNDO.ES		269 M		27.3 M		11 M	1	8 S		2.1
07		FACEBOOK.COM		260 M		56.3 M		18 M	0	5 S		2.4
08		GOOGLE.ES		245 M		23.2 M		16 M	3	7 S		4.0
09		AMAZON.ES		236 M		52.4 M		11 M	0	4 S		8.3
10		ANIMEFLV.NET		228 M		15.0 M		32 M	0	6 S		3.6

# | WEBSITE | TOTAL VISITS (MONTHLY AVG.) | UNIQUE VISITORS (MONTHLY AVG.) | AVERAGE TIME PER VISIT | AVERAGE PAGES PER VISIT

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

11		TWITTER.COM		219 M		39.6 M		19 M	5	7 S		1.9
12		WIKIPEDIA.ORG		202 M		45.3 M		10 M	4	6 S		1.8
13		XVIDEOS.COM		183 M		27.2 M		12 M	5	4 S		8.4
14		INSTAGRAM.COM		178 M		44.0 M		17 M	3	8 S		2.0
15		ELPARIS.COM		166 M		26.7 M		16 M	4	1 S		2.1
16		SPORT.ES		165 M		12.9 M		10 M	2	2 S		2.8
17		20MINUTOS.ES		151 M		18.5 M		13 M	2	2 S		2.8
18		MUNDODEPORTIVO.COM		147 M		15.8 M		11 M	0	4 S		2.6
19		ELESAPANOL.COM		120 M		18.5 M		11 M	0	3 S		2.2
20		ABC.ES		115 M		16.5 M		13 M	0	7 S		1.9

---

**\*\*SOURCE.\*\***

SEMRUSH FIGURES REPRESENT TRAFFIC VALUES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT INTERNET ACCESSORS EACH RIGHT, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS. SOME FIGURES MAY INCLUDE 'AD VIEWS'. SOME WEBSITES INCLUDED IN THIS RANKINGS MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS. COMPARABILITY: SOURCE METHODOLOGY CHANGES.

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\*Digital 2024 Spain\*

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\*français\*

---JAN 2024

WATCHING ONLINE VIDEO CONTENT



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

Ø<ÝêØ<Ýø SPAIN

- ANY KIND OF VIDEO

92.9%

YOY: -0.2% (-20 BPS)

- MUSIC VIDEO

48.6%

YOY: -3.8% (-190 BPS)

- COMEDY, MEME, OR VIRAL VIDEO

36.4%

YOY: +4.3% (+150 BPS)

- VIDEO LIVESTREAM

22.6%

YOY: -3.8% (-90 BPS)

- TUTORIAL OR HOW-TO VIDEO

29.8%

YOY: -11.8% (-400 BPS)

- EDUCATIONAL VIDEO

20.7%

YOY: -1.4% (-30 BPS)

- PRODUCT REVIEW VIDEO

25.7%

YOY: -4.1% (-110 BPS)

- SPORTS CLIP OR HIGHLIGHTS VIDEO

20.4%

YOY: -4.7% (-100 BPS)

- INFLUENCER VIDEOS AND VLOGS

21.6%

YOY: -5.3% (-120 BPS)

- GAMING VIDEO

18.0%

YOY: -7.7% (-150 BPS)

SOURCE: GWI (Q4 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD

SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/ORIGINS. NOTES:  
"YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE PERCENTAGE CHANGE  
VALUES REPRESENT THE CHANGE IN PERCENTAGE OF INTERNET USERS  
FROM A STARTING VALUE OF 0%. WOULD EQUAL 6%. NOT 10%. "BPS" VALUES  
REPRESENT BASIS POINTS. AND INDICATE THE ABSOLUTE CHANGE.  
COMPARABILITY. METHODOLOGY CHANGES. SEE NOTES ON DATA.

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

EUROPE Spain (flag)

MOST STREAMED MOVIES ON NETFLIX

#	MOVIE NAME	INDEX
01	LUTHER: THE FALLEN SUN	100
02	PARADISE	98
03	ROSA PERAL'S TAPES	98
04	EXTRACTION 2	93
05	HEART OF STONE	87
06	GLASS ONION: A KNIVES OUT MYSTERY	86
07	AKA	86
08	LEAVE THE WORLD BEHIND	86
09	THE MOTHER	84
10	FAST & FURIOUS PRESENTS: HOBBS & SHAW	81

MOST STREAMED TV SHOWS ON NETFLIX

#	TV SHOW NAME	INDEX
01	THE HUNT	100
02	LA REINA DEL SUR	96
03	ALPHA MALES	75
04	EL PRINCIPE	75
05	A PERFECT STORY	70
06	CRISTO Y REY	68
07	THE WITCHER	67
08	BURNING BODY	65
09	THE NIGHT AGENT	62
10	LUPIN	58

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 CONVERT THE FLIXPATROL POINTS' VALUE FOR EACH TITLE TO  
 THE FLIXPATROL POINTS' VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING

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\*\*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	ENCANTO	100
02	MOANA	72
03	AVATAR: THE WAY OF WATER	70
04	ELEMENTAL	68
05	BLACK PANTHER: WAKANDA FOREVER	37
06	AVATAR	35
07	GUARDIANS OF THE GALAXY VOLUME 3	34
08	THE LITTLE MERMAID	28
09	HOME ALONE	23
10	ANT-MAN AND THE WASP: QUANTUMANIA	23

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

#	TV SHOW NAME	INDEX
01	GREY'S ANATOMY	100
02	THE SIMPSONS	91
03	MODERN FAMILY	69
04	BLUEY	68
05	HOW I MET YOUR MOTHER	42
06	FAMILY GUY	35
07	THE MANDALORIAN	23

08   FUTURAMA	17
09   CASTLE	16
10   AHSOKA	14

**\*\*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 CONVERT THE RELATIVE "POINTS" VALUE FOR EACH TITLE INTO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED ITEM IN EACH PLATFORM'S RANKING.

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Digital 2024 SpainBien sûr, voici la retranscription textuelle de l'image :

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

**\*\*MOST STREAMED CONTENT ON AMAZON PRIME\*\***

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

---

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

#	MOVIE NAME	INDEX
01	CULPA MÍA	100
02	TOP GUN: MAVERICK	65
03	THE KIDS ARE ALRIGHT: DESTINATION ASTURIAS	49
04	F9	48
05	OPERATION FORTUNE: RUSE DE GUERRE	35
06	JOHN WICK: CHAPTER 4	33
07	SHOTGUN WEDDING	31
08	SMILE	30
09	DE PERDIDOS A RÍO	30
10	GUY RITCHIE'S THE COVENANT	28

---

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

#	TV SHOW NAME	INDEX
01		

01	LA QUE SE AVECINA	100
02	EL PUEBLO	34
03	TOM CLANCY'S JACK RYAN	28
04	THE SUMMER I TURNED PRETTY	27
05	THE WHEEL OF TIME	22
06	GEN V	21
07	AÍDA	19
08	CITADEL	18
09	CARNIVAL ROW	18
10	MEMENTO MORI	16

---

**\*\*SOURCE:\*\*** FLIXPATROL. SEE FLIXPATROL.COM. **\*\*NOTE:\*\*** 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 CONFIRM THE RANKING, "POINTS" VALUE FOR EACH TITLE IN THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

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---\*\*Jan 2024\*\*

**\*\*Most Streamed Content on HBO\*\***

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

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

#	Movie Name	Index
----	-----	-----
01	Elvis	100
02	Don't Worry Darling	94
03	The Batman	79
04	Magic Mike's Last Dance	75
05	Black Adam	69
06	Kimi	66
07	Father of the Bride	61
08	Dune	53
09	Shazam! Fury of the Gods	43
10	King Richard	42

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

#	TV Show Name	Index
----	-----	-----
01	The Last of Us	100

02	From	94
03	And Just Like That...	67
04	Friends	43
05	House of the Dragon	41
06	The Idol	39
07	Gotham Knights	39
08	Succession	38
09	30 Coins	34
10	The Gilded Age	34

**\*\*Source:\*\*** FlixPatrol. See [FlixPatrol.com](https://FlixPatrol.com). **\*\*Notes:\*\*** The same content may have different titles in different countries. Rankings based on FlixPatrol's analysis of viewing activity for full year 2023. Index values combine the FlixPatrol points value for each title in the FlixPatrol points value of the top-ranked title in each platform's ranking.

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Icons:

- Scroll
- Search
- Translation
- Information
- Print
- Download
- Share to Social Media
- Language options

JAN 2024

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

[Flag of Spain] SPAIN

Any Device

84.5%

YOY: +5.9% (+470 BPS)

Smartphone

57.3%

YOY: -0.3% (-20 BPS)

Laptop or Desktop

28.4%

YOY: -13.7% (-450 BPS)

Games Console  
40.2%  
YOY: +8.4% (+310 BPS)

Tablet  
24.2%  
YOY: +9.0% (+200 BPS)

Hand-Held Gaming Device  
22.1%  
YOY: +12.8% (+250 BPS)

Media Streaming Device  
8.8%  
YOY: +35.4% (+230 BPS)

Virtual Reality Headset  
4.2%  
YOY: -22.2% (-120 BPS)

SOURCE: GWI Jan 2024 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENTATIVE CHANGE IN PERCENTAGE POINTS FROM A STARTING VALUE OF 0 PCT WOULD EQUAL OUT , NOT "PCT." "BPS" VALUES REPRESENT BASS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES SEE NOTES ON DATA

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Digital 2024 Spain  
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[Icons for previous slide, contents, search, zoom out, zoom in, home, play, print, language: French]\*\* JAN 2024 ONLINE AUDIO\*\*  
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

---

\*\*WATCH OR LISTEN TO ONLINE MUSIC VIDEOS\*\*

48.6%  
YEAR-ON-YEAR CHANGE  
-3.8% (-190 BPS)

---

**\*\*LISTEN TO MUSIC STREAMING SERVICES\*\***

40.7%  
YEAR-ON-YEAR CHANGE  
+3.0% (+120 BPS)

---

**\*\*LISTEN TO ONLINE RADIO SHOWS OR STATIONS\*\***

23.3%  
YEAR-ON-YEAR CHANGE  
-4.5% (-110 BPS)

---

**\*\*LISTEN TO PODCASTS\*\***

27.9%  
YEAR-ON-YEAR CHANGE  
+11.2% (+280 BPS)

---

**\*\*LISTEN TO AUDIO BOOKS\*\***

12.4%  
YEAR-ON-YEAR CHANGE  
[UNCHANGED]

---

SOURCE: GWI Q4 2023 (FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: YEAR-ON-YEAR CHANGE VALUES REPRESENT THE RELATIVE CHANGE IN AN INDEX SCORE OF 200; IF THE STARTING VALUE OF 200 WOULD EQUAL 400; NOT 100%. \*BPS: VALUES REPRESENT THE ABSOLUTE CHANGE IN BASIS POINTS. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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DIGITAL 2024 SPAIN

Images:



- Spain flag with "SPAIN" text
- Bar chart icons representing different types of online audio content

"we are social" and "Meltwater" logos

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USE OF ONLINE FINANCIAL SERVICES

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

[Spain flag] SPAIN

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

[Green Icon]

33.5%

YOY: -0.3% (-10 BPS)

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

[Blue Icon]

23.3%

YOY: +6.9% (+150 BPS)

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

[Red Icon]

8.2%

YOY: -17.2% (-170 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGES IN PERCENTAGE POINTS, FROM A STARTING VALUE OF 100. VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGES. COMPARABILITY: METHODOLOGY CHANGES, SEE NOTES ON DATA.

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[Logos]

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ONLINE PRIVACY AND SECURITY

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

EXPRESS CONCERN ABOUT WHAT IS REAL VS. WHAT IS FAKE ON THE  
INTERNET  
64.4%

WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA  
52.3%

DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME  
48.1%

USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME  
OF THE TIME  
33.6%

USE A VIRTUAL PRIVATE NETWORK (VPN) TO ACCESS THE INTERNET AT LEAST  
SOME OF THE TIME  
20.1%

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

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

PENETRATION OF SMART HOME DEVICES  
14.5%  
YEAR-ON-YEAR CHANGE  
+15.3% (192 BPS)

ARPU: SPEND ON ALL SMART HOME DEVICES  
\$280  
YEAR-ON-YEAR CHANGE  
+6.0% (\$15.80)

ARPU: SMART HOME APPLIANCES

\$333

YEAR-ON-YEAR CHANGE

+1.1% (\$3.60)

ARPU: SMART HOME CONTROL & CONNECTIVITY DEVICES

\$128

YEAR-ON-YEAR CHANGE

+3.7% (\$4.50)

ARPU: SMART HOME SECURITY DEVICES

\$86.63

YEAR-ON-YEAR CHANGE

+3.5% (\$2.93)

ARPU: SMART HOME ENTERTAINMENT DEVICES

\$102

YEAR-ON-YEAR CHANGE

-2.9% (-\$3.00)

ARPU: SMART HOME COMFORT & LIGHTING

\$71.48

YEAR-ON-YEAR CHANGE

+8.3% (\$5.47)

ARPU: SMART HOME ENERGY MANAGEMENT

\$72.06

YEAR-ON-YEAR CHANGE

-0.7% (-\$0.50)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK, SEE STATISTA.COM. NOTES: "SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED, SERVICED, AUTOMATED, AND DELIVER SERVICES THAT ENABLE HOME AUTOMATION. NUMBERS THAT DON'T CONNECT SERIES AND ARE ADJUSTED TO REMOVE OUTLIERS AND TO REACH OPTIMUM COMPARISON. WE SOCIALIST ORALIO NUMBERS REPRESENT THE AVERAGE SPEND OF EACH SMART HOME DIGITAL HOUSEHOLD. ALL FIGURES AND DATA POINTS SHOWN RELATE TO AVERAGE ANNUAL SPEND PER SMART HOME DIGITAL HOUSEHOLD BASE. FOR FURTHER INFORMATION WHEN EVALUATING NUMBERS REPONS E TO STATISTA.COM M FOR MORE DETAILS.

© COPYRIGHT 2023. SOURCES: STATISTA

COMPARABILITY: BPS CHANGES TO THE SMART HOME HOUSEHOLD PENETRATION.

WE are social

Meltwater

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français

Bien sûr! Voici la retranscription textuelle de l'image fournie :

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**\*\* JAN 2024 SMART HOME MARKET OVERVIEW \*\***

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

- **\*\*NUMBER OF HOMES WITH SMART HOME DEVICES\*\***
  - **\*\*2.82 MILLION\*\***
  - YEAR-ON-YEAR CHANGE
  - **\*\*+16.5% (+400 THOUSAND)\*\***
  - [Icône maison connectée]
- **\*\*TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET\*\***
  - **\*\*\$791.3 MILLION\*\***
  - YEAR-ON-YEAR CHANGE
  - **\*\*+23.5% (+\$151 MILLION)\*\***
  - [Icône signe dollar]
- **\*\*VALUE OF SMART HOME APPLIANCES MARKET\*\***
  - **\*\*\$332.4 MILLION\*\***
  - YEAR-ON-YEAR CHANGE
  - **\*\*+23.5% (+\$63 MILLION)\*\***
  - [Icône électroménager connecté]
- **\*\*VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET\*\***
  - **\*\*\$142.3 MILLION\*\***
  - YEAR-ON-YEAR CHANGE
  - **\*\*+27.9% (+\$31 MILLION)\*\***
  - [Icône contrôle et connectivité]
- **\*\*VALUE OF SMART HOME SECURITY DEVICE MARKET\*\***
  - **\*\*\$89.86 MILLION\*\***
  - YEAR-ON-YEAR CHANGE
  - **\*\*+24.0% (+\$17 MILLION)\*\***
  - [Icône sécurité]
- **\*\*VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET\*\***
  - **\*\*\$74.59 MILLION\*\***
  - YEAR-ON-YEAR CHANGE

- \*\*+12.9% (+\$8.5 MILLION)\*\*
- [Icône divertissement]
- \*\*VALUE OF SMART HOME COMFORT & LIGHTING MARKET\*\*
- \*\*\$71.91 MILLION\*\*
- YEAR-ON-YEAR CHANGE
- \*\*+29.5% (+\$16 MILLION)\*\*
- [Icône confort et éclairage]
- \*\*VALUE OF SMART HOME ENERGY MANAGEMENT MARKET\*\*
- \*\*\$80.19 MILLION\*\*
- YEAR-ON-YEAR CHANGE
- \*\*+21.6% (+\$14 MILLION)\*\*
- [Icône gestion de l'énergie]

**\*\*SOURCE\*\***: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: 'SMART HOME DEVICES' INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED. SEGMENT VALUES ARE CALCULATED IN NOMINAL TERMS. GROWTH NUMBERS ARE BASED ON CONSTANT VALUES. THAT IS, FORECASTS ARE BASED ON CONSTANT PRINCIPAL VALUES AND REFER TO EACH CONSUMER GROUP. SMART HOME DEVICES ALSO INCLUDE SERVICES THAT INTELLIGENTLY NETWORK HOME APPLIANCES AND ELEMENTS, AND INCLUDE CONTROLS AND CUSTOMIZATION. ESTIMATES ARE VALID AS OF JAN 2023 AND MAY BE REVISED BASED ON NEW DATA. FORECASTS REFLECT ANTICIPATED MARKET CHANGES AND ECONOMIC CONDITIONS. GROWTH NUMBERS BASED ON CONSTANT PRINCIPAL VALUES. ESTIMATES MAY REVISE BASED ON NEW DATA AND SURVEYS, SO COMPARABILITY IS ENSURED.

[Logos: WE ARE SOCIAL, Meltwater, Statista]

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[Logos de navigation]

---\*\* Jan 2024\*\*

## **\*\*OVERVIEW OF SOCIAL MEDIA USE IN SPAIN\*\***

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

1. **\*\*NUMBER OF SOCIAL MEDIA USER IDENTITIES\*\***
  - 39.70 million
2. **\*\*QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES\*\***
  - 0% [Unchanged]

3. **\*\*YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES\*\***  
- -2.5% [-1.0 million]
4. **\*\*AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA\*\***  
- 1 hour 54 minutes [YOY: -1 min]
5. **\*\*AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH\*\***  
- 6.2
6. **\*\*SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION\*\***  
- 83.6%
7. **\*\*SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+\*\***  
- 89.1%
8. **\*\*SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET\*\***  
- 87.1%
9. **\*\*FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES\*\***  
- 51.0%
10. **\*\*MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES\*\***  
- 49.0%

**\*\*SOURCES\*\*:**

KPONOS, COMPANY ADVERTISING RESOURCES, ONLINE RESEARCH CENTRE, CDDRI, UWIN, GWI Q4 2023. NOTE: AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. ADVISORY: SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARATIVE INDICATORS MAY DIFFER FROM PREVIOUS RELEASES DUE TO CHANGES IN SOURCES, TOOLS, AND REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. COMPARABILITY: SOURCE AND METHODOLOGY DIFFERENCES APPLY.  
SEE NOTES ON DATA

**\*\*AUTHOR DETAILS\*\*:**

"We are social" and "Meltwater"

**\*\*Digital 2024 Spain\*\***

## DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE

SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH  
ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER

### SPAIN

#### 18 - 24 YEARS OLD

- FEMALE: 10.5%

- MALE: 9.0%

#### 25 - 34 YEARS OLD

- FEMALE: 11.3%

- MALE: 10.8%

#### 35 - 44 YEARS OLD

- FEMALE: 10.5%

- MALE: 9.2%

#### 45 - 54 YEARS OLD

- FEMALE: 10.3%

- MALE: 8.4%

#### 55 - 64 YEARS OLD

- FEMALE: 6.8%

- MALE: 5.2%

#### 65+ YEARS OLD

- FEMALE: 4.7%

- MALE: 3.5%

SOURCES: KEPLOS ANALYSIS META'S ADVERTISING RESOURCES. NOTE META ONLY PERMITS PEOPLE AGED 13 AND ABOVE TO USE ITS PLATFORMS, SO WHILE THERE MAY BE USERS BELOW THE AGE OF 13, THEY DO NOT FEATURE IN THE AVAILABLE DATA. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". COMPARABILITY IMPORTANT BASE DATA REVISIONS AND SOURCE REPORTING CHANGES. VALUES ARE NOT COMPARABLE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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WE

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MAIN REASONS FOR USING SOCIAL MEDIA

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

1. KEEPING IN TOUCH WITH FRIENDS AND FAMILY - 50.4%

2. FILLING SPARE TIME - 46.9%
3. READING NEWS STORIES - 43.2%
4. FINDING CONTENT (E.G., ARTICLES, VIDEOS) - 33.2%
5. FINDING INSPIRATION FOR THINGS TO DO AND BUY - 30.7%
6. SEEING WHAT'S BEING TALKED ABOUT - 28.1%
7. FINDING PRODUCTS TO PURCHASE - 22.7%
8. FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS - 22.0%
9. SEEING CONTENT FROM YOUR FAVORITE BRANDS - 21.2%
10. WATCHING OR FOLLOWING SPORTS - 19.4%
11. FOLLOWING CELEBRITIES OR INFLUENCERS - 18.4%
12. SHARING AND DISCUSSING OPINIONS WITH OTHERS - 16.7%
13. POSTING ABOUT YOUR LIFE - 16.4%
14. MAKING NEW CONTACTS - 15.6%
15. WATCHING LIVE STREAMS - 15.1%

SOURCE: GWI JAN 2023 FIGURES REPRESENT THE FINDINGS OF A GLOBAL 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.

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**\*\*MOST USED SOCIAL MEDIA PLATFORMS\*\***

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

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

1. WHATSAPP: 91.0%
2. INSTAGRAM: 76.9%
3. FACEBOOK: 69.7%
4. TIKTOK: 51.2%
5. X (TWITTER): 45.4%
6. TELEGRAM: 43.9%
7. FACEBOOK MESSENGER: 36.7%
8. PINTEREST: 31.5%
9. LINKEDIN: 31.1%
10. SKYPE: 15.2%

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: Analysis of the data in this report was based on a previous question in GWI's survey that included YouTube as an answer option. This means that the values and rank orders shown here are not directly comparable with those shown in a similar chart in previous reports.

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Logos: We are social, Meltwater

Flag: SpainJAN 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

SPAIN (flag)

TIKTOK - 33H 05M

YOUTUBE - 17H 10M

INSTAGRAM - 15H 11M

WHATSAPP - 13H 49M

FACEBOOK - 12H 15M

X (TWITTER) - 3H 49M

TELEGRAM - 2H 05M

LINE - 1H 36M

PINTEREST - 1H 36M

FACEBOOK MESSENGER - 1H 21M

SNAPCHAT - 1H 10M

LINKEDIN - 0H 35M

SOURCE: DATA.AI INTELLIGENCE, SEE DATA.AI. NOTE: FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES BETWEEN 01 JULY AND 30 SEPTEMBER 2023.

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\*PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM\*

---

1. **WHATSAPP**: 39.1%
2. **INSTAGRAM**: 24.3%
3. **TIKTOK**: 9.6%
4. **FACEBOOK**: 9.5%
5. **X (TWITTER)**: 5.5%
6. **TELEGRAM**: 2.9%
7. **PINTEREST**: 1.8%
8. **LINKEDIN**: 1.1%
9. **DISCORD**: 0.7%
10. **FACEBOOK MESSENGER**: 0.6%

---

**Source**: GWI Q4 2023. See GWI.COM NOTES.

**Notes**: Only includes internet users aged 16 to 64 who have used at least one social media platform in the past month. Survey respondents could choose from the options that appear on this chart, so values may not sum to 100%. YouTube is not available as an answer to this question in GWS's survey. We report GWI's values for TikTok in China separately as "Douyin". As per ByteDance's corporate reporting of user numbers for each platform. Comparability: Methodology Changes. See NOTES ON DATA.JAN 2024

#### MONTHLY SOCIAL MEDIA APP SESSIONS AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S ANDROID APP OPEN THE RESPECTIVE APP EACH MONTH

##### SPAIN

WHATSAPP: 883.9  
INSTAGRAM: 417.0  
TIKTOK: 329.0  
FACEBOOK: 179.3  
YOUTUBE: 150.1  
LINE: 121.4  
X (TWITTER): 115.1  
TELEGRAM: 96.2  
FACEBOOK MESSENGER: 72.2  
SNAPCHAT: 48.9  
PINTEREST: 43.6  
LINKEDIN: 30.5

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTE: "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.

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SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

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

FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW: 60.0%

BANDS, SINGERS, OR OTHER MUSICIANS: 34.2%

ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS: 30.1%

ACTORS, COMEDIANS, OR OTHER PERFORMERS: 29.9%

RESTAURANTS, CHEFS, OR FOOD PERSONALITIES: 26.8%

INFLUENCERS OR OTHER EXPERTS: 26.5%

COMPANIES AND BRANDS YOU PURCHASE FROM: 23.3%

SPORTS PEOPLE AND TEAMS: 21.3%

CONTACTS RELEVANT TO YOUR WORK: 20.9%

TV SHOWS OR CHANNELS: 20.2%

COMPANIES AND BRANDS YOU'RE CONSIDERING PURCHASING FROM: 19.1%

JOURNALISTS OR NEWS COMPANIES: 18.2%

MAGAZINES OR PUBLICATIONS YOU READ: 17.9%

BEAUTY EXPERTS: 17.2%

COMPANIES RELEVANT TO YOUR WORK: 16.6%

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

We Are Social Logo Meltwater Logo

Digital 2024 Spain

65 sur 137Bien sûr, voici la transcription textuelle de l'image :

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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

\*\*\*

SPAIN

\*\*\*

ANY KIND OF SOCIAL MEDIA PLATFORM

64.5%

YOY: -1.7% (-110 BPS)

\*\*\*

SOCIAL NETWORKS

42.6%

YOY: +4.2% (+170 BPS)

\*\*\*

QUESTION & ANSWER SITES (E.G. QUORA)

15.5%

YOY: -7.7% (-130 BPS)

\*\*\*

MESSAGING AND LIVE CHAT SERVICES

7.6%

YOY: -17.4% (-160 BPS)

\*\*\*

FORUMS AND MESSAGE BOARDS

11.0%

YOY: -14.1% (-180 BPS)

\*\*\*

MICRO-BLOGS (E.G. X / TWITTER)

6.6%

YOY: -13.2% (-100 BPS)

\*\*\*

VLOGS (BLOGS IN A VIDEO FORMAT)

7.1%

YOY: -11.3% (-90 BPS)

\*\*\*

ONLINE PINBOARDS (E.G. PINTEREST)

5.1%

YOY: -8.9% (-50 BPS)

---

SOURCE: GWI Jan 2024 figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. NOTE: Values for "Any kind of social media platform" include each of Social Networks, Question and Answer Sites (e.g., Quora), Forums and Message Boards, Messaging and Live Chat Services (e.g., WhatsApp), Micro-Blogs (e.g., Twitter), Blogs (e.g., Tistory), Vlogs (i.e., Blogs recorded in a video

format), and Online Pinboards (e.g., Pinterest).  
Comparability: Methodology changes see notes on data.

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\*\*\*

(Group logos)

We are social logo  
Meltwater logo

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(This concludes the transcription text of the image provided)

**\*\* JAN 2024 WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA \*\***

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

**\*\* SPAIN \*\***

- **\*\* FACEBOOK \*\***: 85.9%
- **\*\* INSTAGRAM \*\***: 7.4%
- **\*\* X (TWITTER) \*\***: 3.3%
- **\*\* PINTEREST \*\***: 2.1%
- **\*\* YOUTUBE \*\***: 0.8%
- **\*\* TUMBLR \*\***: 0.2%
- **\*\* REDDIT \*\***: 0.2%
- **\*\* OTHERS \*\***: 0.1%

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

**\*\* NOTES: \*\*** SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH PLATFORM AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL PLATFORMS IN DECEMBER 2023.

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**\*\* français \*\*** JAN 2024

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

[ESPAGNE]

[Bar chart data]

DEC 2013: 83.63% (+11.4%)  
DEC 2014: 93.17% (-0.4%)  
DEC 2015: 92.81% (+3.3%)  
DEC 2016: 95.84% (-17.5%)  
DEC 2017: 79.04% (-12.2%)  
DEC 2018: 69.43% (+21.3%)  
DEC 2019: 84.22% (-6.7%)  
DEC 2020: 78.60% (+16.9%)  
DEC 2021: 91.92% (-0.5%)  
DEC 2022: 91.49% (-6.1%)  
DEC 2023: 85.93%

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 ARISING FROM HIPER-ENLACES THAT USERS ON SOCIAL PLATFORMS RELIED ON TO ACCESS AN EXTERNAL DESTINATION. IF NO VALUE FOR A SPECIFIC YEAR IS SHOWN, NO DATA WAS AVAILABLE FOR THAT SELECTION OF SOCIAL MEDIA PLATFORMS IN THAT YEAR. YEAR-ON-YEAR VALUES DENOTE RELATIVE YEAR-ON-YEAR CHANGE IN EACH BASE OF DAY; FOR EXAMPLE, A VALUE OF +50% WOULD EQUAL 50%.

SOURCE: DATAREPORTAL, WE ARE SOCIAL, MELTWATER

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Language: françaisJAN 2024

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

[Spain flag on the right side with text "SPAIN"]

1. Average Facebook Page Post Engagements vs. Page Fans: All Post Types  
Icon: Facebook post icon  
Engagement rate: 0.03%
2. Average Facebook Page Post Engagements vs. Page Fans: Photo Posts  
Icon: Photo icon  
Engagement rate: 0.04%

### 3. Average Facebook Page Post Engagements vs. Page Fans: Video Posts

Icon: Video icon

Engagement rate: 0.04%

### 4. Average Facebook Page Post Engagements vs. Page Fans: Link Posts

Icon: Link icon

Engagement rate: 0.02%

### 5. Average Facebook Page Post Engagements vs. Page Fans: Status Posts

Icon: Status post icon

Engagement rate: 0.06%

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

Logos:

- We Are Social

- Meltwater

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Icons: navigation (left arrow, right arrow), zoom, full screen, download, print, language option (French) 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

(Icon: Facebook) 19.05 Million

Facebook Ad Reach vs. Total Population

(Icon: People) 40.1%

Facebook Ad Reach vs. Total Internet Users

(Icon: Globe) 41.8%

Quarter-on-Quarter Change in Reported Facebook Ad Reach

(Icon: Calendar with 90 days) -11.2% -2.4 Million

Year-on-Year Change in Reported Facebook Ad Reach

(Icon: Calendar with 365 days) -1.6% -300 Thousand

Share: Female Facebook Ad Reach vs. Overall Facebook Ad Reach  
(Icon: Female symbol) 53.7%

Share: Male Facebook Ad Reach vs. Overall Facebook Ad Reach  
(Icon: Male symbol) 46.3%

Adoption: Overall Facebook Ad Reach Aged 18+ vs. Overall Population Aged 18+  
(Icon: People) 48.1%

Adoption: Female Facebook Ad Reach Aged 18+ vs. Female Population Aged 18+  
(Icon: Female symbol) 49.8%

Adoption: Male Facebook Ad Reach Aged 18+ vs. Male Population Aged 18+  
(Icon: Male symbol) 45.5%

Sources: Meta Advertising Resources; Kepios Analysis.  
Notes: Based on analysis of published rankings. Gender data only available for "female" and "male." Source data for reach by gender is spring to summer 2022. There may be gender disparities in user reporting. Adoption numbers may not sum to 100% due to rounding. Figures may not represent unique individuals. Reach data indicate a basis of self-service tools, which may include duplicate accounts, businesses and lookalike audiences, and indicate registered accounts, logging-in users, publishing dates, and changes in registered populations. Comparability: We Are Social

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(Icon: House) (Icon: Magnifying glass) (Icon: Comment bubble) (Icon: Phone) (Icon: Pie chart) (Icon: Information circle) (Icon: Gear) (Icon: Play button)

Sources: We Are Social, MeltwaterJAN 2024

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

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

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: REELS POSTS  
0.12%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: PHOTO POSTS  
0.19%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: VIDEO POSTS  
0.19%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: ALBUM POSTS



0.35%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: STATUS POSTS  
0.11%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: LINK POSTS  
0.04%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: FIGURES COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES.

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

Average Facebook Page Post Engagement Rate: Overall Average  
[Blue circle with icon]  
Engagements vs. Page Followers 0.13%  
Engagements vs. Post Reach 7.39%

Average Facebook Page Post Engagement Rate: Pages with Fewer than 10,000 Fans  
[Green circle with icon]  
Engagements vs. Page Followers 0.43%  
Engagements vs. Post Reach 4.90%

Average Facebook Page Post Engagement Rate: Pages with 10,000 to 100,000 Fans  
[Orange circle with icon]  
Engagements vs. Page Followers 0.15%  
Engagements vs. Post Reach 6.06%

Average Facebook Page Post Engagement Rate: Pages with More than 100,000 Fans  
[Red circle with icon]  
Engagements vs. Page Followers 0.06%  
Engagements vs. Post Reach 8.83%

SOURCE: SOCIALINSIDER, FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN SEPTEMBER AND NOVEMBER 2023

NOTES: FIGURES FOR "ENGAGEMENTS vs. PAGE FOLLOWERS" COMPARE THE COMBINED NUMBER OF REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. FIGURES FOR "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF REACTIONS, COMMENTS, AND SHARES WITH THE NUMBER OF USERS TO WHOM PAGE POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCES, IN VARIOUS COUNTRIES AROUND THE WORLD.

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FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

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

[Icon: Green play button]

FACEBOOK POST ENGAGEMENTS vs. POST REACH: REELS POSTS  
14.14%

[Icon: Blue photo]

FACEBOOK POST ENGAGEMENTS vs. POST REACH: PHOTO POSTS  
6.38%

[Icon: Orange video camera]

FACEBOOK POST ENGAGEMENTS vs. POST REACH: VIDEO POSTS  
4.78%

[Icon: Yellow photo album]

FACEBOOK POST ENGAGEMENTS vs. POST REACH: ALBUM POSTS  
7.41%

[Icon: Red text message]

FACEBOOK POST ENGAGEMENTS vs. POST REACH: STATUS POSTS  
14.36%

[Icon: Green link]

FACEBOOK POST ENGAGEMENTS vs. POST REACH: LINK POSTS  
8.10%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 1ST SEPTEMBER AND 30TH 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 SHOWN. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF POSTS, WITH DIFFERENT AUDIENCE SIZES.

[Logo: We Are Social]  
Meltwater

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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

Spain

Total potential reach of ads on YouTube  
39.70 million

YouTube ad reach vs. total population  
83.6%

YouTube ad reach vs. total internet users  
87.1%

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

Year-on-year change in reported YouTube ad reach  
-2.5%  
-1.0 million

Sources: Google's advertising resources, Kepios analysis

Notes: Data are not available for all locations; values based on available location data.

Age and gender data are only available for "female" and "male" users aged 18+.

Adoption values represent YouTube ad reach as a percentage of the eligible audience.

Hootsuite and We Are Social's ongoing series of annual "Digital Global Overview" reports include extensive regional data. See notes on indicators, relevant dates, and changes in reporting methodology. Comparability 74

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Share: Female YouTube ad reach aged 18+ vs. overall YouTube ad reach aged 18+  
51.0%

Share: Male YouTube ad reach aged 18+ vs. overall YouTube ad reach aged 18+

49.0%

Adoption: Overall YouTube ad reach aged 18+ vs. overall population aged 18+  
89.1%

Adoption: Female YouTube ad reach aged 18+ vs. female population aged 18+  
88.2%

Adoption: Male YouTube ad reach aged 18+ vs. male population aged 18+  
90.0%

Digital 2024 Spain, français### JAN 2024 - TOP YOUTUBE SEARCHES

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

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\*\*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 publish aggregated search volumes,

thus the "index" values relate to search volumes for each query compared to 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. PILOTTESTX.\*

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

**##### INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW**

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

**\*\*Total Potential Reach of Ads on Instagram\*\***

- 23.95 MILLION

**\*\*Instagram Ad Reach vs. Total Population\*\***

- 50.4%

**\*\*Instagram Ad Reach vs. Total Internet Users\*\***

- 52.5%

**\*\*Quarter-on-Quarter Change in Reported Instagram Ad Reach\*\***

- -4.0%

- - 1.0 MILLION

**\*\*Year-on-Year Change in Reported Instagram Ad Reach\*\***

- +9.4%

- +2.1 MILLION

**\*\*Share: Female Instagram Ad Reach Aged 18+ vs. Overall Instagram Ad Reach Aged 18+\*\***

- 55.3%

**\*\*Share: Male Instagram Ad Reach Aged 18+ vs. Overall Instagram Ad Reach Aged 18+\*\***

- 44.7%

**\*\*Adoption: Overall Instagram Ad Reach Aged 18+ vs. Overall Population Aged 18+\*\***

- 60.4%

**\*\*Adoption: Female Instagram Ad Reach Aged 18+ vs. Female Population Aged 18+\*\***

- 64.5%

**\*\*Adoption: Male Instagram Ad Reach Aged 18+ vs. Male Population Aged 18+\*\***

- 55.4%

\_Data Source: Meta's advertising resources, Kepios analysis. Notes: Based on analysis of the platform's self-service tools. Gender data only available for "female" and "male"; source data for reach by gender shown sums to less than total reported reach. Internet users and population data from the United Nations and the International Telecommunication Union.\_

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\_Français version\_

\_We Are Social, Meltwater\_JAN 2024

## INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER

Average engagement rates for posts published by Instagram business accounts, as reported by SOCIALINSIDER

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SPAIN

[Spain flag]

[Instagram icon]

Average Instagram Post Engagement Rate: Overall Average for Business Accounts  
Engagements vs. Followers

1.10%

Engagements vs. Post Reach

7.02%

---

[socialinsider icon]

Average Instagram Engagement Rate: Business Accounts with Fewer than 10,000  
Followers

Engagements vs. Followers

1.46%

Engagements vs. Post Reach

5.60%

---

[exclamation mark icon]

Average Instagram Engagement Rate: Business Accounts with 10,000 to 100,000  
Followers

Engagements vs. Followers

0.91%

Engagements vs. Post Reach

6.16%

---

[group icon]

Average Instagram Engagement Rate: Business Accounts with More than 100,000 Followers  
Engagements vs. Followers  
0.98%  
Engagements vs. Post Reach  
8.51%

---

SOURCE: SOCIALINSIDER FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN SEPTEMBER AND NOVEMBER 2023. NOTES: FIGURES FOR 'ENGAGEMENTS vs. FOLLOWERS' COMPARE THE COMBINED NUMBER OF LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. FIGURES FOR 'ENGAGEMENTS vs. POST REACH' COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENT WITH POST REACH (I.E. UNIQUE USERS WHO HAVE SEEN THE POST). EXCEPT WHERE OTHERWISE STATED, ONLY BUSINESS ACCOUNTS ARE INCLUDED IN THE STUDY, BASED ON A REPRESENTATIVE MIX (IN TERMS OF FOLLOWER NUMBERS) ACROSS KEY REGIONS GLOBALLY. WHERE CALCULATED, AVERAGES ARE WEIGHTED TO ACCOUNT FOR DIFFERING NUMBERS OF INSTAGRAM BUSINESS ACCOUNTS WITH DIFFERENT AUDIENCE SIZES ACROSS THE WORLD.

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[icons: We are Social, Meltwater]JAN 2024

## TIKTOK: ADVERTISING AUDIENCE OVERVIEW

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

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

TOTAL POTENTIAL REACH OF ADS ON TIKTOK  
16.74 MILLION

TIKTOK AD REACH vs. TOTAL POPULATION  
35.2%

TIKTOK AD REACH vs. TOTAL INTERNET USERS

36.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH

+13.6%

+2.0 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH

+0.7%

+112 THOUSAND

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

51.3%

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

48.7%

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

42.2%

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

42.1%

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

42.4%

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 available for audiences of other ages and genders. Values based on the midpoint of TikTok's reported ranges for each metric. TikTok data indicate monthly active users. Interpretation and presentation of data based on Kepios analysis. TikTok's tools report that ads can reach 32.0% of the local internet user base aged 18+ (September 2022). This may indicate that older data could include users below the age of 18, while more recent data could reflect TikTok's revised audience figures following implementation of its advertising integrity policies in mid-2022.

Sources: Kepios analysis, GWI.

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We are social



## MeltwaterJAN 2024 MESSENGER: ADVERTISING AUDIENCE OVERVIEW

### THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER

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

TOTAL POTENTIAL REACH OF ADS ON MESSENGER  
8.70 MILLION

MESSENGER AD REACH VS. TOTAL POPULATION  
18.3%

MESSENGER AD REACH VS. TOTAL INTERNET USERS  
19.1%

QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH  
-8.9% -850 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH  
-3.9% -350 THOUSAND

SHARE FEMALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER AD REACH AGED 18+  
54.9%

SHARE MALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER AD REACH AGED 18+  
45.1%

ADOPTION: OVERALL MESSENGER AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+  
22.2%

ADOPTION: FEMALE MESSENGER AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+  
23.5%

ADOPTION: MALE MESSENGER AD REACH AGED 18+ VS. MALE POPULATION AGED 18+  
20.5%

SOURCES:

META ADVERTISING RESOURCES; KEPIOS ANALYSIS; NOTES BASED ON ANALYSIS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE"; SOURCE DATA FOR PEOPLE OF "OTHER" GENDERS WAS NOT PUBLISHED. ADOPTION VALUES INDICATE MESSENGER USERS AGED 18+ AS A PERCENT OF THE RELEVANT TOTAL ANNUAL POPULATION. FOR MORE: READ IMPORTANT NOTES REGARDING DATA, INCLUSION CRITERIA, REGIONAL VARIATIONS, COUNTS & OBSERVATIONS, GENDER SPLITS, REPRESENTATIVE AUDIENCES COMPARABILITY & MORE.

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

[Spain flag] SPAIN

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: ALL  
POST TYPES

Icon: Instagram logo

Engagements vs. Followers  
1.10%

Engagements vs. Post Reach  
7.02%

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: IMAGE  
POSTS

Icon: Image

Engagements vs. Followers  
0.95%

Engagements vs. Post Reach  
7.41%

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: REELS  
POSTS

Icon: Reels

Engagements vs. Followers

1.37%

Engagements vs. Post Reach  
6.85%

## AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: CAROUSEL POSTS

Icon: Carousel

Engagements vs. Followers  
1.03%

Engagements vs. Post Reach  
6.61%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 1 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES FOR "ENGAGEMENTS VS. FOLLOWERS" COMPARE THE COMBINED NUMBER OF LIKES OR COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. FIGURES FOR "ENGAGEMENTS VS. POST REACH" COMPARE THE COMBINED NUMBER OF LIKES OR COMMENTS WITH THE REACH OF THE POST, AS MEASURED IN THE RELEVANT PLATFORM APIs. WEIGHTING ASSUMPTION: 100% REACH. COUNTRIES AND REGIONS ARE SHOWN BASED ON THE LOCATION OF THE AUDIENCE SEEKED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF INSTAGRAM BUSINESS ACCOUNTS WITH DIFFERENT LEVELS OF FOLLOWERS IN THE WORLD.

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[Icons: magnifying glass, chart, lock, landscape, cog wheel, French flag]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.)

## SPAIN

[Icon: LinkedIn]  
Total Potential Reach of Ads on LinkedIn  
19.00 million

[Icon: Population]  
LinkedIn Ad Reach vs. Total Population

40.0%

[Icon: Internet Users]  
LinkedIn Ad Reach vs. Total Internet Users  
41.7%

[Icon: 90]  
Quarter-on-Quarter Change in Reported LinkedIn Ad Reach  
+5.6%  
+1.0 million

[Icon: 365]  
Year-on-Year Change in Reported LinkedIn Ad Reach  
+11.8%  
+2.0 million

[Icon: Female]  
Share: Female LinkedIn Ad Reach Aged 18+ vs. Overall LinkedIn Ad Reach Aged 18+  
47.4%

[Icon: Male]  
Share: Male LinkedIn Ad Reach Aged 18+ vs. Overall LinkedIn Ad Reach Aged 18+  
52.6%

[Icon: Adoption]  
Adoption: Overall LinkedIn Ad Reach (Aged 18+) vs. Overall Population (Aged 18+)  
47.9%

[Icon: Adoption: Female]  
Adoption: Female LinkedIn Ad Reach (Aged 18+) vs. Female Population (Aged 18+)  
40.7%

[Icon: Adoption: Male]  
Adoption: Male LinkedIn Ad Reach (Aged 18+) vs. Male Population (Aged 18+)  
47.8%

Sources: LinkedIn's advertising resources; employer analysis.

Notes: Values reflect total registered "members," so are not comparable with other platforms in this report. Gender data not available for reach. Age and gender share data likely reflects advertiser targeting options rather than the values shown in platform; this approach makes direct comparison also questionable.

Influencer data: Adviser might influence unique profiles on marketing techniques. Value based on recent data. Comparability issue continues with algorithms and techniques while comparing account specifics and changes in resident population.

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[Icons: We are social and Meltwater]\*\* 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 of Ads on Pinterest:

- 9.31 Million

Pinterest Ad Reach vs. Total Population:

- 19.6%

Quarter-on-Quarter Change in Reported Pinterest Ad Reach:

- +13.5%

- +1.1 Million

Year-on-Year Change in Reported Pinterest Ad Reach:

- +32.7%

- +2.3 Million

Pinterest Ad Reach vs. Total Internet Users:

- 20.4%

Pinterest Ad Reach vs. Population Aged 13+:

- 22.1%

Female Pinterest Ad Reach vs. Total Pinterest Ad Reach:

- 69.3%

Male Pinterest Ad Reach vs. Total Pinterest Ad Reach:

- 23.5%

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

Pinterest advertising resources; kepios analysis.

## **\*\*Notes:\*\***

Data might not equal because of rounding. Values based on midpoint of available data only. Gender data are also available for users aged 18+

## **\*\*Advisory:\*\***

Reach figures are based on Pinterest's potential audience viewing or interacting with social profiles, ads, or other Pinterest content. Replicated various research elements for accuracy.

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

- We Are Social

- MeltwaterJAN 2024

SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

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

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT

3.78 MILLION

SNAPCHAT AD REACH vs. TOTAL POPULATION

7.9%

SNAPCHAT AD REACH vs. TOTAL INTERNET USERS

8.3%

QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH

-28.9%

-1.5 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH

-3.2%

-125 THOUSAND

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

63.8%

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

34.5%

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

8.5%

ADOPTION: FEMALE SNAPCHAT AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+  
10.5%

ADOPTION: MALE SNAPCHAT AD REACH AGED 18+ vs. MALE POPULATION AGED 18+  
6.1%

SOURCES: SNAP\* ADVERTISING RESOURCES; KEPIC ANALYSIS  
NOTES: DATA MAY BE UNAVAILABLE FOR ALL LOCATIONS; VALUES BASED ON INDIVIDUALS OF AVAILABLE DATA ONLY; GENDER DATA ARE NOT AVAILABLE FOR 'THIRD GENDER;' VALUES FOR 'TOTAL POPULATION' AND 'TOTAL INTERNET USERS' INCLUDE ALL AGED 13 AND ABOVE; PENETRATION FIGURES BASED ON THE LATEST REPORTED BASE POPULATIONS AND VALUES FOR ELIGIBILITY AND ADOPTION ARE LIKELY TO BE LOWER THAN ACTUAL RATES. COMPARABILITY: READ MORE HERE.

To convert reach data into local audiences, see [here](#)

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

NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)  
[Icon of phone]  
60.44 MILLION

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION  
[Icon of people]  
127.2%

YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS  
[Icon of arrow]  
+3.2%  
+1.9 MILLION

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

[Icon of radio tower]  
96.9%

[Flag of Spain]  
SPAIN

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, VERSIONS OF THIS CHART PUBLISHED IN SOME OF OUR PREVIOUS REPORTS FEATURED CELLULAR CONNECTION FIGURES THAT INCLUDED CELLULAR IOT CONNECTIONS. FIGURES SHOWN HERE DO NOT INCLUDE CELLULAR IOT CONNECTIONS.

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

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

**\*\*X: ADVERTISING AUDIENCE OVERVIEW\*\***

**\*THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER)\***

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

---

**\*\*TOTAL POTENTIAL REACH OF ADS ON X (TWITTER)\*\***  
11.78 MILLION

**\*\*X AD REACH vs. TOTAL POPULATION\*\***  
24.8%

**\*\*X AD REACH vs. TOTAL INTERNET USERS\*\***  
25.8%



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

-8.4%

-1.1 MILLION

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

+8.5%

+926 THOUSAND

---

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

38.3%

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

61.7%

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

27.3%

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

20.2%

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

34.8%

---

**\*\*SOURCES:\*\***

KYP'S ADVERTISING RESOURCES; KYP'S ANALYTICS;

**\*\*NOTES:\*\***

\*VALUES REPRESENT USERS OF PUBLISHED AGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE".

\*ADVISORY: SIGNIFICANT ANNOUNCEMENTS ABOUT THESE PLATFORMS CAN HAVE AN IMPACT ON AUDIENCE REACH DATA. THE NUMBERS SHOWN ABOVE MAY NOT HAVE FACTORED IN THE IMPACT OF RECENT CHANGES OR ANNOUNCEMENTS. AUDIENCE FIGURES FOR THESE PLATFORMS CAN ALSO VARY NOTICEABLY BETWEEN AD FORMATS OR METHODOLOGIES.

\*KEY INSIGHT:\*\* WHEN COMPARING AUDIENCE DATA FOR THESE PLATFORMS, IT'S IMPORTANT TO COMPARE LIKE-FOR-LIKE VALUES. TWITTER ALSO OFFERS TOOLS THAT USERS CAN USE ANONYMOUSLY, AND FIGURING COMPARABLE AUDIENCE NUMBERS MAY REMAIN CHALLENGING.\*

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[LOGOS: WE ARE SOCIAL, Meltwater]

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[Spain Flag]

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Voici la retranscription textuelle de l'image :

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

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

\*Nombre de connexions cellulaires mobiles au fil du temps\*

Période		Nombre de connexions (M)		Variation (%)	
-----		-----		-----	
Q4 2021	57.4 M		+0.4%		
Q1 2022	57.6 M		+0.3%		
Q2 2022	57.8 M		+1.0%		
Q3 2022	58.3 M		+0.4%		
Q4 2022	58.6 M		+0.2%		
Q1 2023	58.7 M		+0.9%		
Q2 2023	59.2 M		+1.5%		
Q3 2023	60.1 M		+0.6%		
Q4 2023	60.4 M				

\*Drapeau de l'Espagne\* SPAIN

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Source: GSMA Intelligence

Note : Exclut les connexions IoT cellulaires. Lorsque les lettres apparaissent à côté des chiffres au-dessus des barres : "K" indique des milliers (ex : "12.4K" = 12,400), "M" indique des millions (ex : "1.23M" = 1,230,000), et "B" indique des milliards (ex : "1.23B" = 1,230,000,000). Lorsque ni lettres ni chiffres ne sont montrés, les valeurs sont telles quelles. Comparabilité : La base change. Voir notes sur les données.

> Logos "We Are Social" et "Meltwater"

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Boutons et options de navigation : retour, page précédente, zoom, etc.

Langue : français\*\* 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

SPAIN

1. SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES

- \*\*78.15%\*\*
- YEAR-ON-YEAR CHANGE
- \*\*+1.2% (+89 BPS)\*\*

2. SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE iOS DEVICES

- \*\*21.54%\*\*
- YEAR-ON-YEAR CHANGE
- \*\*-3.3% (-73 BPS)\*\*

3. SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES

- \*\*0.28%\*\*
- YEAR-ON-YEAR CHANGE
- \*\*-36.4% (-16 BPS)\*\*

4. SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES

- \*\*0%\*\*
- YEAR-ON-YEAR CHANGE
- \*\*[UNCHANGED]\*\*

5. SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES

- \*\*0.03%\*\*
- YEAR-ON-YEAR CHANGE
- \*\*[UNCHANGED]\*\*

---

**\*\*SOURCE:\*\*** [STATCOUNTER]. **\*\*NOTES:\*\*** FIGURES REPRESENT THE NUMBER

OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN DECEMBER 2023. FIGURES CHANGE OVER TIME DUE TO CONTINUOUS UPDATES IN STATCOUNTER'S DATA.

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\*Digital 2024 Spain\*Voici la transcription textuelle de l'image donnée :

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**\*\*JAN 2024 - SHARE OF MOBILE TIME BY APP CATEGORY\*\***

\*Time spent using apps in each app category as a percentage of total time spent using Android phones overall\*

**\*\*TOTAL TIME SPENT USING SMARTPHONES EACH DAY\*\***  
3H 39M

**\*\*SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS\*\***  
33.0%

**\*\*SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS\*\***  
32.6%

**\*\*SHARE OF SMARTPHONE TIME: UTILITY & PRODUCTIVITY\*\***  
15.9%

**\*\*SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)\*\***  
11.5%

**\*\*SHARE OF SMARTPHONE TIME: SHOPPING APPS\*\***  
1.8%

**\*\*SHARE OF SMARTPHONE TIME: ALL OTHER APPS\*\***  
5.2%

**\*\*SHARE OF SMARTPHONE TIME: WEB BROWSERS & SEARCH ENGINES\*\***  
8.4%

---

**\*\*SOURCE:\*\***

\*Data.ai intelligence. See Data.ai notes. Figures represent share of time spent using Android phones between 1 January and 31 December 2023. Category definitions

represent Data.ai's 1Q 23 (December 2022) mapping. Data note: Web browsers and search engines is a subcategory of the "Utility & Productivity" primary classification.\*

\*COMPARABILITY:\*

\*Significant changes in the definitions used for each app category. Figures are not comparable with previous reports.\*

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\*\*Digital 2024 Spain\*\*

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(Le drapeau espagnol est affiché en haut avec la mention "SPAIN") JAN 2024  
MOBILE APP MARKET OVERVIEW  
HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN 01 JANUARY AND 31 DECEMBER 2023

TOTAL NUMBER OF MOBILE APP DOWNLOADS  
1.40 BILLION

YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS  
+0.3% +4 MILLION

ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)  
\$912.7 MILLION

YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES  
+13.2% +\$106 MILLION

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI NOTES: FIGURES PRESENT COMBINED CONSUMING 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 IN APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE TRANSACTIONS OR MOBILE ADVERTISING. CONSUMER SPEND FIGURES ARE IN U.S. DOLLARS.

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français

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	GOOGLE
04	GOOGLE MAPS	GOOGLE
05	CHROME BROWSER	GOOGLE
06	GMAIL	GOOGLE
07	FACEBOOK	META
08	INSTAGRAM	META
09	GOOGLE PHOTOS	GOOGLE
10	TIKTOK	BYTEDANCE

#	MOBILE GAME	COMPANY
01	STUMBLE GUYS	SCOPELY
02	ROBLOX	ROBLOX
03	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
04	CLASH ROYALE	TENCENT
05	BRAWL STARS	TENCENT
06	EA SPORTS FC™ MOBILE 24 SOCCER	ELECTRONIC ARTS
07	COIN MASTER	MOON ACTIVE
08	PARCHISI STAR	GAMEBERRY
09	POKÉMON GO	NIANTIC
10	ROYAL MATCH	DREAM GAMES

Source: Data AI Intelligence. See Data AI. Notes: Rankings based on combined monthly active users across iPhone and Android phones between 01 January and 31 December 2023.

Digital 2024 Spain (flag of Spain)  
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MeltwaterVoici la retranscription textuelle de l'image :

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JAN 2024  
APP RANKING: CONSUMER SPEND

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

#	MOBILE APP	COMPANY
01	GOOGLE ONE	GOOGLE
02	DISNEY+	DISNEY
03	TIKTOK	BYTEDANCE
04	DAZN	DAZN GROUP
05	TINDER	MATCH GROUP
06	MAX: STREAM HBO, TV, & MOVIES	WARNER BROS. DISCOVERY
07	ATRESPLAYER	ATRESMEDIA
08	NETFLIX	NETFLIX
09	DUOLINGO: LEARN LANGUAGES	DUOLINGO
10	BUMBLE APP	BUMBLE

  

#	MOBILE GAME	COMPANY
01	COIN MASTER	MOON ACTIVE
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	ROBLOX	ROBLOX
04	GARDENSAPES BY PLAYRIX	PLAYRIX
05	HOMESCAPES	PLAYRIX
06	ROYAL MATCH	DREAM GAMES
07	CLASH OF CLANS	TENCENT
08	STUMBLE GUYS	SCOPELY
09	MONOPOLY GO: FAMILY BOARD GAME	SCOPELY
10	BRAWL STARS	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.

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(Note: Quelques éléments visuels et graphiques tels que les logos, les couleurs, ainsi que la mise en forme ne peuvent pas être représentés en texte.)JAN 2024

WEEKLY ONLINE SHOPPING ACTIVITIES

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

1. PURCHASED A PRODUCT OR SERVICE ONLINE  
- 52.9%
2. ORDERED GROCERIES VIA AN ONLINE STORE  
- 17.8%
3. BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE  
- 15.2%
4. USED AN ONLINE PRICE COMPARISON SERVICE  
- 22.3%
5. USED A BUY NOW, PAY LATER SERVICE  
- 7.1%

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.

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français

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

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

**\*\* APP RANKING: DOWNLOADS \*\***

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

<b>**#**</b>	<b>**MOBILE APP**</b>	<b>**COMPANY**</b>	
01	TEMU	PDD HOLDINGS	
02	SHEIN	SHEIN	
03	TIKTOK	BYTEDANCE	
04	MIRAVIA. APP DE COMPRAS	ALIBABA GROUP	
05	CI@ve PIN	AGENCIA TRIBUTARIA	
06	CAPCUT	BYTEDANCE	
07	WHATSAPP MESSENGER	META	



08	TELEGRAM	TELEGRAM	
09	INSTAGRAM	META	
10	WALLAPOP	WALLAPOP	

**#**	**MOBILE GAME**		**COMPANY**	
-----	-----		-----	
01	STUMBLE GUYS		SCOPELY	
02	ROBLOX		ROBLOX	
03	MONOPOLY GO: FAMILY BOARD GAME		SCOPELY	
04	BLOCK BLAST ADVENTURE MASTER		HUNGRY STUDIO	
05	ROYAL MATCH		DREAM GAMES	
06	MY PERFECT HOTEL		SAYGAMES	
07	EA SPORTS FC™ MOBILE 24 SOCCER		ELECTRONIC ARTS	
08	WORDS OF WONDERS		FUGO	
09	PARCHISI STAR		GAMMEBERRY	
10	SUBWAY SURFERS		TENCENT	

---

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

**\*\*Digital 2024 Spain\*\***

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

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Cela comprend l'intégralité du contenu textuel de l'image.Bien sûr! Voici la retranscription textuelle de l'image:

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

**\*\*FINANCIAL INCLUSION FACTORS\*\***

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

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

- 98.3%
- Female: 97.5%
- Male: 99.1%

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

- 56.6%
- Female: 54.9%
- Male: 58.3%

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

- 83.3%
- Female: 78.7%
- Male: 87.9%

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

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

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

- 97.2%
- Female: 95.8%
- Male: 98.5%

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

- 57.8%
- Female: 55.4%
- Male: 60.2%

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

- 53.4%
- Female: 54.2%
- Male: 52.6%

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

- 48.1%
- Female: 48.3%
- Male: 47.9%

---

\_Source: World Bank. Notes: Some figures have not been updated in the past year, so may be less representative of current behaviours. Percentages are of adults aged 15 and above. Non-total population 'Mobile money accounts' refers to services that enable storing value in an electronic wallet linked directly to a mobile phone number, such as

M-Pesa, GCash, and Ovo in this case. Figures for 'Mobile money accounts' do not include other 'mobile' payment services such as Apple Pay, Google Pay, or Samsung Pay.\_

\_We Are Social\_ logos

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Total pages: 95 sur 137

Langue: Français

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Drapeau: SpainJAN 2024

ONLINE PURCHASE DRIVERS

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

Spain

FREE DELIVERY

66.1%

NEXT-DAY DELIVERY

52.7%

COUPONS AND DISCOUNTS

50.2%

EASY RETURNS POLICY

43.1%

SIMPLE ONLINE CHECKOUT

40.1%

LOYALTY POINTS

39.2%

CUSTOMER REVIEWS

34.4%

ECO-FRIENDLY CREDENTIALS

18.6%

CLICK AND COLLECT

18.4%

SOCIAL LIKES & COMMENTS

16.7%

INTEREST-FREE PAYMENTS

15.1%

EXCLUSIVE CONTENT OR SERVICES

7.5%

GUEST CHECKOUT

6.2%  
SOCIAL BUY BUTTONS  
5.7%

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.

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françaisJAN 2024

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

TMTM

[Icon] SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO  
DIGITAL AND MOBILE WALLET  
31.0%

[Icon] SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO  
DEBIT AND CREDIT CARDS  
44.0%

[Icon] SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO  
BANK TRANSFERS  
18.0%

[Icon] SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO  
CASH-ON-DELIVERY  
3.0%

[Icon] SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO  
OTHER PAYMENT METHODS  
4.0%

SOURCE: IPRO

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

[Flag of Spain] SPAIN

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We are social Logo Meltwater LogoJAN 2024

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

FLAGS:

Box to the right has a Spanish flag.

Below:

SPAIN

ELECTRONICS

\$7.64 BILLION

YEAR-ON-YEAR CHANGE -11.9% (-\$810 MILLION)

FASHION

\$6.56 BILLION

YEAR-ON-YEAR CHANGE +18.6% (+\$1.03 BILLION)

FOOD

\$3.63 BILLION

YEAR-ON-YEAR CHANGE +25.2% (+730 MILLION)

BEVERAGES

\$2.11 BILLION

YEAR-ON-YEAR CHANGE +42.4% (+\$630 MILLION)

DIY & HARDWARE

\$910.0 MILLION

YEAR-ON-YEAR CHANGE -1.1% (-\$10 MILLION)

FURNITURE

\$2.13 BILLION

YEAR-ON-YEAR CHANGE +23.1% (+\$400 MILLION)

PHYSICAL MEDIA

\$1.77 BILLION

YEAR-ON-YEAR CHANGE -40.6% (-\$1.10 BILLION)

BEAUTY & PERSONAL CARE

\$2.10 BILLION

YEAR-ON-YEAR CHANGE +2.9% (+\$60 MILLION)

TOBACCO PRODUCTS

[N/A]

YEAR-ON-YEAR CHANGE [N/A]

TOYS & HOBBY  
\$680.0 MILLION  
YEAR-ON-YEAR CHANGE +6.3% (+\$40 MILLION)

HOUSEHOLD ESSENTIALS  
\$440.0 MILLION  
YEAR-ON-YEAR CHANGE +15.8% (+\$60 MILLION)

OVER-THE-COUNTER PHARMACEUTICALS  
\$420.0 MILLION  
YEAR-ON-YEAR CHANGE +15.3% (+\$50 MILLION)

LUXURY GOODS  
\$850.0 MILLION  
YEAR-ON-YEAR CHANGE +18.1% (+\$130 MILLION)

EYEWEAR  
\$260.0 MILLION  
YEAR-ON-YEAR CHANGE +40.6% (+\$110 MILLION)

Source Notes:

SOURCE: statista ECOMMERCE MARKET, SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUE FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR. THE "PHYSICAL MEDIA" CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. COMPARABILITY: SIGNIFICANT DATA REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

Digital 2024 Spain  
(bottom left) Page number 98 out of 137 pages

Icons used are from: we are social, statista. Below is the company name Meltwater in association with we are social.JAN 2024

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

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	AMAZON	100
02	NIKE	96
03	IPHONE	52
04	ADIDAS	50
05	SAMSUNG	37
06	MERCADONA	33

07	JORDAN	33
08	CARREFOUR	32
09	CORTE INGLES	31
10	IKEA	29
#	SEARCH QUERY	INDEX vs. TOP QUERY
11	LEROY MERLIN	29
12	XIAOMI	27
13	SUDAADERA	26
14	ZARA	23
15	DECATHLON	22
16	EL CORTE INGLES	19
17	SHEIN	18
18	LEGO	18
19	MARCA	17
20	ZAPATILLAS HOMBRE	16

SOURCE: Google trends based on shopping searches conducted on Google search between 01 January 2023 and 31 December 2023. Note: Any language nuances or spelling errors in queries are as published in Google Trends, and are shown 'as is' to enable readers to identify potential changes in how people use language in their search activities. Google doesn't publish absolute search volumes, but the "index 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 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

11.47 MILLION

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

+3.9%

+430 THOUSAND

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

\$760.0 MILLION

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

+13.4%

+\$90 MILLION

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

\$66.14\*\* JAN 2024\*\*

\*\*DIGITAL HEALTH TREATMENT & CARE OVERVIEW\*\*

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

\*\*NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE\*\*

\*\*16.72 MILLION\*\*

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

\*\*+7.6% +1.2 MILLION\*\*

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

\*\*\$670.0 MILLION\*\*

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

\*\*+19.6% +\$110 MILLION\*\*

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

\*\*\$40.26\*\*

\*\*SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM NOTES INCLUDES DIGITAL TOOLS THAT ARE USED TO DIAGNOSE, TREAT, AND MANAGE MEDICAL CONDITIONS, INCLUDING BIOMETRIC SENSORS AND DIGITAL CARE MANAGEMENT. DOES NOT INCLUDE SMARTPHONE, SMART VOICES, OR SMART WEAR. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023 AND COMPARISONS TO ESTIMATES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN US DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; “+/- “VALUES SHOW ABSOLUTE CHANGE.

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JAN 2024

ONLINE TRAVEL AND TOURISM

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

SPAIN



(Flag of Spain)

FLIGHTS

\$9.31 BILLION

YEAR-ON-YEAR CHANGE

+33.6% (+\$2.3 BILLION)

TRAINS

\$613.1 MILLION

YEAR-ON-YEAR CHANGE

+31.1% (+\$145 MILLION)

CAR RENTALS

\$860.3 MILLION

YEAR-ON-YEAR CHANGE

+11.7% (+\$90 MILLION)

LONG-DISTANCE BUSES

\$281.5 MILLION

YEAR-ON-YEAR CHANGE

+43.7% (+\$86 MILLION)

HOTELS

\$6.68 BILLION

YEAR-ON-YEAR CHANGE

+17.6% (+\$1,000 MILLION)

PACKAGE HOLIDAYS

\$10.48 BILLION

YEAR-ON-YEAR CHANGE

+28.3% (+\$2.3 BILLION)

VACATION RENTALS

\$2.56 BILLION

YEAR-ON-YEAR CHANGE

+14.9% (+\$333 MILLION)

CRUISES

\$121.9 MILLION

YEAR-ON-YEAR CHANGE

+42.2% (+\$36 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 COMPARISON WITH EQUIVALENT VALUES FROM THE PREVIOUS CALENDAR YEAR. VALUES DO NOT

INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT/NON-COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, HELICOPTER & CHARTER SERVICES. COMPARABILITY: B2B AND CATEGORY DEFINITION CHANGES: FIGURES ARE NOT COMPARABLE WITH PREVIOUS ESTIMATES.

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We are social

Meltwater

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(fr) français

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

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\*\*JAN 2024\*\*

**\*\*ONLINE DOCTOR CONSULTATIONS OVERVIEW\*\***

HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES

- NUMBER OF PEOPLE USING ONLINE DOCTOR CONSULTATION SERVICES  
- 1.34 MILLION

- YEAR-ON-YEAR CHANGE IN USERS OF ONLINE DOCTOR CONSULTATION SERVICES  
- +3.9%  
- +50 THOUSAND

- TOTAL ANNUAL VALUE OF ONLINE DOCTOR CONSULTATIONS (USD, 2023)  
- \$290.0 MILLION

- YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE DOCTOR CONSULTATIONS  
- +7.4%  
- +\$20 MILLION

- AVERAGE ANNUAL VALUE PER USER: ONLINE DOCTOR CONSULTATIONS (USD, 2023)  
- \$220

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. Absolute values shown.

**\*\*Digital 2024 Spain\*\* | \*\*104 sur 137\*\***

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Notes additionnelles :

- Le drapeau espagnol est affiché en haut à droite avec l'étiquette "SPAIN".
- Les sources incluent Statista, Meltwater, et We Are Social. Bien sûr. Voici la retranscription textuelle de l'image:

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

**\*\*DIGITAL FITNESS & WELL-BEING OVERVIEW\*\***

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

**\*\*Number of people using digital fitness & well-being devices and services\*\***

**! [Watch Icon]**

**\*\*13.28 MILLION\*\***

**\*\*Year-on-year change in the number of digital fitness & well-being users\*\***

**! [Arrow Icon]**

**\*\*+9.1%\*\***

**\*\*+1.1 MILLION\*\***

**\*\*Total annual value of the digital fitness & well-being market (USD, 2023)\*\***

**! [Dollar Icon]**

**\*\*\$1.11 BILLION\*\***

**\*\*Year-on-year change in market value: digital fitness & well-being market\*\***

**! [Exchange Icon]**

**\*\*+11.0%\*\***

**\*\*+\$110 MILLION\*\***

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

**! [User Icon]**

**\*\*\$83.82\*\***

Source: Statista Digital Market Outlook. See [statista.com](https://www.statista.com). Notes: Includes smartwatches, fitness and activity tracking wristwear, smart scales, fitness apps, apps that track measurements, nutrition apps (e.g. calorie counting), and meditation and mindfulness apps. Does not include smart clothing, smart water bottles, smart eyewear, health tracking apps, fitness apps that do not empower users by connecting with other hardware, or AR & VR devices and apps designed to improve fitness & well-being. Year-on-year comparison to population values for the respective years, financial values in US dollars. Regional data varies slightly. Figures subject to regular update and change.

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**\*\*Digital 2024 Spain\*\***

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DIGITAL MEDIA SPEND

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

TOTAL

\$4.41 BILLION

YEAR-ON-YEAR CHANGE

+18.2% (+\$680 MILLION)

VIDEO GAMES

\$1.43 BILLION

YEAR-ON-YEAR CHANGE

+18.2% (+\$220 MILLION)

VIDEO-ON-DEMAND

\$1.74 BILLION

YEAR-ON-YEAR CHANGE

+27.0% (+\$370 MILLION)

EPUBLISHING

\$790.0 MILLION

YEAR-ON-YEAR CHANGE

+5.3% (+\$40 MILLION)

DIGITAL MUSIC

\$450.0 MILLION

YEAR-ON-YEAR CHANGE

+9.8% (+\$40 MILLION)

Source: Statista Digital Market Outlook. See [statista.com](https://www.statista.com). Notes: Figures represent estimates for full-year spend in 2023 in US dollars, and comparisons with equivalent values for the previous calendar year. Video content downloads also refer to streaming

services and online purchases; does not include physical media or user-generated content. Comparability: Media category definition changes. Figures not comparable with previous reports.

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Digital 2024 Spain

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françaisJan 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. Word-of-mouth: 34.6%
2. Search engines: 34.4%
3. TV ads: 29.5%
4. Brand websites: 28.7%
5. Retail websites: 28.3%
6. Social media ads: 25.9%
7. Product brochures: 24.5%
8. Ads on websites: 21.0%
9. Social media comments: 19.8%
10. In-store promos: 18.9%
11. Consumer review sites: 18.6%
12. TV shows and films: 18.6%
13. Product comparison websites: 18.2%
14. Product samples or trials: 15.7%
15. Ads in mobile apps: 14.5%

Source: GWI (Q3 2023). Figures represent the findings of a brand survey of internet users aged 16 to 64. See GWI.com. Comparability: Methodology changes. See notes on data. We Are Social. Meltwater.

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**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\*\***

56.3%

YOY: -3.4% (-200 BPS)

#### **\*\*VISITED A BRAND'S WEBSITE IN THE PAST 30 DAYS\*\***

61.9%  
YOY: +3.2% (+190 BPS)

**\*\*CLICKED OR TAPPED ON A BANNER AD ON A WEBSITE IN THE PAST 30 DAYS\*\***

12.6%  
YOY: -1.6% (-20 BPS)

**\*\*CLICKED OR TAPPED ON A SPONSORED SOCIAL MEDIA POST IN THE PAST 30 DAYS\*\***

13.0%  
YOY: -0.8% (-10 BPS)

**\*\*DOWNLOADED OR USED A BRANDED MOBILE APP IN THE PAST 30 DAYS\*\***

16.8%  
YOY: -1.8% (-30 BPS)

**\*SOURCE\***

GWQI Q4 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. \*NOTES\* YOY FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (E.G. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD BE EQUAL TO 60%, NOT 70%). BPS VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. \*COMPARABILITY\* METHODOLOGY CHANGES SEE.

NOTES ON DATA

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**\*\*Meltwater\*\* Janvier 2024**

## ACHATS DE CONTENUS NUMÉRIQUES

Pourcentage d'utilisateurs d'internet âgés de 16 à 64 ans qui paient pour chaque type de contenu numérique chaque mois:

1. Service de streaming de films ou de séries TV : 42.6%
2. Service de streaming musical : 21.1%
3. Application mobile : 10.2%
4. Jeu mobile : 8.4%
5. Livre électronique : 8.0%
6. Achats intégrés dans les applications : 7.8%
7. Téléchargement de musique : 7.1%

8. Service web premium : 6.2%
9. Programmes d'étude et matériels d'apprentissage : 5.6%
10. Pack de logiciels : 5.1%
11. Service d'actualité : 4.7%
12. Service de rencontres : 3.4%
13. Abonnement à un magazine en ligne : 3.3%
14. Cadeaux numériques : 3.2%

Sources : GWI (Q3 2023). Les chiffres représentent les résultats d'un large sondage des utilisateurs d'internet âgés de 16 à 64 ans. Voir [gwi.com](http://gwi.com).

Comparabilité : Changements de méthodologie. Voir notes sur les données.

Logo en bas à droite :

- we are social
- Meltwater

(Fanion de l'Espagne à droite indiquant que les données sont pour l'Espagne).JAN 2024

#### MAIN CHANNELS FOR ONLINE BRAND RESEARCH PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS

1. SEARCH ENGINES - 54.4%
2. SOCIAL NETWORKS - 42.6%
3. CONSUMER REVIEWS - 37.9%
4. PRODUCT & BRAND WEBSITES - 37.1%
5. PRICE COMPARISON SITES - 25.0%
6. DISCOUNT VOUCHER SITES - 20.9%
7. SPECIALIST REVIEW SITES - 19.9%
8. MOBILE APPS - 17.8%
9. Q&A SITES - 15.5%
10. VIDEO SITES - 15.4%
11. BRAND & PRODUCT BLOGS - 13.7%
12. FORUMS & MESSAGE BOARDS - 11.0%
13. MESSENGER SERVICES - 7.6%
14. MICRO-BLOGS - 6.6%
15. ONLINE PINBOARDS - 5.1%

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

ADVERTISING SPEND: TOTAL vs. DIGITAL  
TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD  
SPEND (U.S. DOLLARS, FULL-YEAR 2023)

ESPAGNE  
SPAIN

IMAGE 1: TOTAL AD SPEND (INCLUDING ONLINE AND OFFLINE CHANNELS)  
\$10.07 BILLION

IMAGE 2: YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)  
+6.2%  
+\$590 MILLION

IMAGE 3: DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)  
\$5.46 BILLION

IMAGE 4: YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND  
+9.7%  
+\$484 MILLION

IMAGE 5: DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND  
54.3%

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 BASED ON  
NOTE: DUE TO ROUNDING, THE DIGITAL SECTION OF THIS CHART (UNITS  
REPRESENT VALUES IN U.S. SHOW VALUES MAY NOT add up to 100%  
COMPARABILITY BASE FINANCIAL VALUES USING THE EXCHANGE R AT THE  
ALERT: AN INDEPENDENT DIGITAL SPENDING. SOURCES ACTIVITY: THIS THE  
DEFINITION OFFICE. RELEVANT VALUES MAY OMR VALUE MAY NOT DOUBLE  
CASE.

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