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Why do marketers use social listening?
according to Meltwater’s **State of Social Media 2024**

- **55%** To better understand my target audience
- **43%** To manage brand reputation
- **34%** To raise brand awareness
- **30%** To benchmark against competitors
- **29%** To gather and analyze consumer insights
- **23%** To identify and manage crises

See how your strategy compares to responses from several thousand marketing professionals in **Meltwater’s report**.

Meltwater

State of Social Media 2024

Download the report

(scan QR code)

Digital 2024 Singapore
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OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES
NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.

TOTAL POPULATION
6.03 MILLION
YEAR-ON-YEAR CHANGE +0.6% +38 THOUSAND
URBANISATION 100.0%

CELLULAR MOBILE CONNECTIONS
9.78 MILLION
YEAR-ON-YEAR CHANGE +4.9% +459 THOUSAND
TOTAL vs. POPULATION 162.2%

INDIVIDUALS USING THE INTERNET
5.79 MILLION
YEAR-ON-YEAR CHANGE +0.6% +37 THOUSAND
TOTAL vs. POPULATION 96.0%

SOCIAL MEDIA USER IDENTITIES
5.13 MILLION
YEAR-ON-YEAR CHANGE +1.0% +50 THOUSAND
TOTAL vs. POPULATION 85.0%

SOURCES: UN; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROPEAN COMMISSION; KANTAR & IAMAI; PLATFORM REPORTS; GCD, KEPER RESEARCH CENTRE: YREPORTS; APPANNIE; ADVISORY; SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS.
COMPARABILITY: SOURCE: INTERPRETATION DI BASE WEBSITEG. FIGURES ARE NOT COMPATIBLE WITH PREVIOUS REPORTS: GENERAL DISCREPANDES BETWEEN REPORTS OF THE SOURCES OF THE ADOPTION DATA. LOWER TAX FIGURES MAY SINGN GEOGRAPHIC AND/OR ANNUAL UPDATES; THIS MAY CAUSE INACCURATE RESULTS. SEE THE NOTES ON DATA

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POPULATION ESSENTIALS
DEMOGRAPHICS AND OTHER KEY INDICATORS

TOTAL POPULATION
6.03 MILLION

FEMALE POPULATION
47.8%

MALE POPULATION
52.2%

YEAR-ON-YEAR CHANGE IN TOTAL POPULATION
+0.6%
+38 THOUSAND

MEDIAN AGE OF THE POPULATION
43.1

URBAN POPULATION

100.0%

POPULATION DENSITY (PEOPLE PER KM²)
8,834

OVERALL LITERACY (ADULTS AGED 15+)
97.1%

FEMALE LITERACY (ADULTS AGED 15+)
95.8%

MALE LITERACY (ADULTS AGED 15+)
98.5%

(Sources listed at the bottom of the image in small print):
SOURCES: KEPIOS ANALYSIS; UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; WORLD BANK; UNESCO; CIA WORLD FACTBOOK; OUR WORLD IN DATA; INDEMANDINE; KINDENIA.

At the bottom:
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Logos:
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Flag: SingaporePARTNER CONTENT

FUTURE GAZING OUTLOOK FROM WE ARE SOCIAL'S INNOVATION ARM, _XYZ
EXPLORE _XYZ:
https://wearesocial.xyz/

CREATIVITY & TECHNOLOGY REWRITE MARKETING'S PLAYBOOK.

01
FROM BRANDS AS CUSTODIANS TO BRANDS AS CANVASSES
AI has flipped the power dynamic. Where consumers were once beholden to brands dictating what they consume, consumers can now inject their own tastes and preferences, and create the end-product they desire.

Take for example Benjamin Benichou envisaging innovative brand collaborations, TikTok users creating their own AI covers of songs, or the new wave of customised AI pets that have hit the internet.

As consumers grow accustomed to inputting personal preferences into branded content, it is likely that they will expect brands to offer hyper-personalised options & stories.

Brands will have to strike a balance between being a brand custodian and ceding control to enable consumers to create their own desired brand experiences and stories.

02

FROM BRAND NARRATIVES TO IMMERSIVE BRAND WORLDS

With Apple throwing down the gauntlet with their announcement of Vision Pro, we predict for a paradigm shift to occur, where we will collectively move from an interactive internet to an immersive internet.

Powered by spatial computing technology that spans AR, VR and MR, this immersive internet can offer brands a new way to elevate the stories they want to tell, and engage consumers on a more sensorial level.

This shift is a redefinition of engagement and customer experiences; whereby brands must now immerse consumers and encourage them to start creating worlds for them to live in.

03

FROM ASYNCHRONOUS CONTENT TO REAL-TIME CONVERSATION

Whilst brands have traditionally sought to communicate with audiences through content and responsive messaging, conversational AI is enabling brands to have real-time, interactive conversations with prospective consumers.

Take for example, Expedia which has created a ChatGPT plugin that allows Expedia members to converse with their chatbot and get recommendations on places to go, where to stay, and the best things to do and see. Beyond that, the AI also automatically saves hotels discussed in the conversation to a “trip” in the app, thereby shortening the time from research to purchase.

Beyond utilising AI within content production, AI has immense potential to redefine the ways that brands and consumers interact. Brands should start looking to invest in systems; interactive chat interfaces that act as always-on assistants that can provide a more seamless brand experience.

_XYZ

POPULATION OVER TIME

POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

5.53 M	JAN 2014	+1.6%
5.62 M	JAN 2015	+1.2%
5.68 M	JAN 2016	+1.0%
5.74 M	JAN 2017	+0.9%
5.79 M	JAN 2018	+0.9%
5.84 M	JAN 2019	+0.9%
5.89 M	JAN 2020	+0.6%
5.93 M	JAN 2021	+0.5%
5.96 M	JAN 2022	+0.7%
6.00 M	JAN 2023	+0.6%
6.03 M	JAN 2024	

SOURCES: United Nations, local government authorities, KEPIO's analysis. NOTE: Where letters are shown next to figures above bars, "K" denotes thousands (e.g., 123.4K = 123,400), "M" denotes millions (e.g., 1.2M = 1,200,000), and "B" denotes billions (e.g., 12.3B = 12,300,000,000). 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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AGE DISTRIBUTION OF THE POPULATION

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

SINGAPORE

226 K
3.7%
AGE 0-4

246 K
4.1%
AGE 5-9

292 K
3.8%
AGE 10-14
```

321 K
4.2%
AGE 15-19

444 K
5.3%
AGE 20-24

541 K
7.4%
AGE 25-29

458 K
7.5%
AGE 30-34

475 K
7.6%
AGE 35-39

487 K
7.9%
AGE 40-44

489 K
8.1%
AGE 45-49

475 K
7.9%
AGE 50-54

477 K
7.9%
AGE 55-59

419 K
6.9%
AGE 60-64

293 K
4.9%
AGE 65-69

139 K
2.3%

AGE 70-74

75.3 K
1.2%
AGE 75-79

48.7 K
0.8%
AGE 80-84

20.4 K
0.3%
AGE 85-89

16.1 K
0.1%
AGE 90-94

937
<0.1%
AGE 95-99

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

Singapore

1. **Gross Domestic Product (Current U.S. Dollars)**
   - **$497.3 BILLION**
   - *Percentage of the population earning less than $3.65 (2017, PPP) per day*: [N/A]

2. **Gross Domestic Product (PPP, Current International Dollars)**
   - **$753.3 BILLION**
   - *Percentage of the population with access to basic drinking water*: **100%**

3. **Gross Domestic Product Per Capita (Current U.S. Dollars)**
   - **$87.9 THOUSAND**
   - *Percentage of the population with access to basic sanitation*: **100%**

4. **Gross Domestic Product Per Capita (PPP, Current International Dollars)**
   - **$133 THOUSAND**
   - *Percentage of the population with access to electricity*: **100%**

5. **Net National Income Per Capita (Current U.S. Dollars)**
   - **$50.7 THOUSAND**
   - *Percentage of the population that owns a mobile phone (any type)*: **96.8%**

SOURCES: IMF, WORLD BANK (MOST LATEST PUBLISHED DATA UP TO 2023)
DEFINITIONS: $3.65 (2017 PPP) REFLECTS LOCAL PURCHASING POWER PARITY BASED ON THE WORLD BANK'S 2017 EXCHANGE CRITERIA. *BASIC DRINKING WATER*: PERCENTAGE OF THE TOTAL POPULATION USING DRINKING WATER FROM AN IMPROVED SOURCE. *IMF DATA*: PROVIDED COURTESY THIS DATASET. *WB2* INDICATES OTHER CONTRIBUTED RESEARCHERS FROM THE WORLD BANK. WHERE INDICATED, REGIONAL AND NATIONAL VALUES ARE SUBJECT TO CHANGE, NOTE: FIGURES AND LATEST PUBLISHED DATA DISPLAYED ACROSS THIS PLATFORM MAY VARY.
COMPARABILITY: FIGURES USE A LATEST FIXED SCALE. REFER TO SOURCE NOTES. NOTE: ADDITIONAL DEFINITIONS AND/OR MATCH VARIABLES ARE SHOWN ELSEWHERE IN THIS REPORT.

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Options for navigating the document: digital viewer icons (home, bookmark, print, download, etc)
document language options indicated (French)**JAN 2024 MEDIA USE**

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

USING THE INTERNET VIA A MOBILE PHONE
- 98.6%
- YEAR-ON-YEAR CHANGE +0.8% (+81 BPS)

USING THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET
- 95.4%
- YEAR-ON-YEAR CHANGE -0.5% (-52 BPS)

USING SOCIAL MEDIA
- 93.1%

- YEAR-ON-YEAR CHANGE +0.04% (+4 BPS)

WATCHING LINEAR AND BROADCAST TV
- 83.9%
- YEAR-ON-YEAR CHANGE -0.1% (-12 BPS)

WATCHING STREAMING AND ON-DEMAND TV
- 70.4%
- YEAR-ON-YEAR CHANGE +5.8% (+389 BPS)

READING ONLINE PRESS CONTENT
- 73.4%
- YEAR-ON-YEAR CHANGE -3.3% (-253 BPS)

READING PHYSICAL PRESS CONTENT
- 61.2%
- YEAR-ON-YEAR CHANGE -0.006% (-0.4 BPS)

LISTENING TO BROADCAST RADIO
- 69.7%
- YEAR-ON-YEAR CHANGE -2.0% (-142 BPS)

LISTENING TO MUSIC STREAMING SERVICES
- 63.7%
- YEAR-ON-YEAR CHANGE +8.0% (+470 BPS)

LISTENING TO PODCASTS
- 54.1%
- YEAR-ON-YEAR CHANGE +5.3% (+275 BPS)

NOTES:
Percentages change values represent relative change in the number of people aged 16 to 64 who report using each medium, not the absolute change. Values for broadcast radio does not include time spent listening to radio via the internet and may differ from industry figures that focus solely on in-person METRICS.

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

DAILY TIME SPENT WITH MEDIA

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

Time Spent Using The Internet
6H 49M
Year-On-Year Change
-2.2% (-9 MINS)

Time Spent Watching Television (Broadcast and Streaming)
2H 40M
Year-On-Year Change
-3.0% (-4 MINS)

Time Spent Using Social Media
2H 14M
Year-On-Year Change
+0.1% (<+1 MIN)

Time Spent Reading Press Media (Online and Physical Print)
1H 57M
Year-On-Year Change
-5.4% (-6 MINS)

Time Spent Listening to Music Streaming Services
1H 33M
Year-On-Year Change
+0.6% (<+1 MIN)

Time Spent Listening to Broadcast Radio
1H 03M
Year-On-Year Change
-3.8% (-2 MINS)

Time Spent Listening to Podcasts
0H 49M
Year-On-Year Change
-2.9% (-1 MIN)

Time Spent Using A Games Console
1H 02M
Year-On-Year Change
+20.9% (+10 MINS)

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

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

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françaisJAN 2024
OVERVIEW OF INTERNET USE
ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

SINGAPORE

TOTAL NUMBER OF INTERNET USERS
5.79 MILLION

INTERNET USERS vs. TOTAL POPULATION
96.0%

YEAR-ON-YEAR CHANGE IN TOTAL INTERNET USERS
+0.6%
+37 THOUSAND

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

INDEXED INTERNET ADOPTION vs. GLOBAL AVERAGE
145.0

PERCENTAGE OF INTERNET USERS ACCESSING VIA MOBILE PHONES
92.7%

AVERAGE DAILY TIME SPENT USING THE INTERNET
6H 49M

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT USING THE INTERNET
-2.2%
-9 MINS

SOURCES: KEPROS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; CIA

WORLD FACTBOOK; GWI; KANTAR; IBRAH; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS; TIME SPENT AND MOBILE SHARE DATA FROM GWI Q3 2023 BASED ON A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. ADVISORY: FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA COMPARABILITY, SOURCE AND BASE CHANGES.

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

[Singapore flag] SINGAPORE

ANY KIND OF MOBILE PHONE
95.1%
YEAR-ON-YEAR CHANGE
+0.7% ("H70 BPS)

SMART PHONE
95.1%
YEAR-ON-YEAR CHANGE
+0.7% ("H70 BPS)

FEATURE PHONE
4.2%
YEAR-ON-YEAR CHANGE
+23.5% ("H80 BPS)

LAPTOP OR DESKTOP COMPUTER
66.5%
YEAR-ON-YEAR CHANGE
-4.5% ("H310 BPS)

TABLET DEVICE
39.5%
YEAR-ON-YEAR CHANGE
-6.4% ("H270 BPS)

GAMES CONSOLE
18.8%

YEAR-ON-YEAR CHANGE
+2.7% ("H50 BPS)

SMART WATCH OR SMART WRISTBAND
35.8%
YEAR-ON-YEAR CHANGE
+4.1% ("H140 BPS)

TV STREAMING DEVICE
13.5%
YEAR-ON-YEAR CHANGE
+0.7% ("H10 BPS)

SMART HOME DEVICE
14.3%
YEAR-ON-YEAR CHANGE
+14.4% ("H180 BPS)

VIRTUAL REALITY DEVICE
4.1%
YEAR-ON-YEAR CHANGE
-12.8% ("H60 BPS)

SOURCE: GWI Q3 2021 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64 (SEE GWI.COM). NOTE: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 10% FROM A STARTING VALUE OF 50% WOULD EQUAL 55%, NOT 60%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

[Meltwater logo]
[We Are Social logo]JAN 2024

INTERNET USE OVER TIME (YOY)
NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE

JAN 2014
4.54 M
+3.0%

JAN 2015
4.67 M
+2.8%

JAN 2016
4.80 M
+1.0%

JAN 2017
4.85 M
+5.3%

JAN 2018
5.10 M
+1.8%

JAN 2019
5.19 M
+4.4%

JAN 2020
5.42 M
+5.9%

JAN 2021
5.74 M
-0.5%

JAN 2022
5.71 M
+0.7%

JAN 2023
5.75 M
+0.6%

JAN 2024
5.79 MJAN 2024

INTERNET ADOPTION RATE OVER TIME (YOY)
NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE

82.1%
JAN 2014
+1.3%

83.2%
JAN 2015
+1.5%

84.5%
JAN 2016
0%

84.5%
JAN 2017
+4.4%

88.2%
JAN 2018
+0.9%

88.9%
JAN 2019
+3.4%

92.0%
JAN 2020
+5.3%

96.9%
JAN 2021
-1.0%

96.0%
JAN 2022
0%

96.0%
JAN 2023
0%

96.0%
JAN 2024
0%

Sources: Kepios analysis (US), USMA, ITU, online ad resources, government

resources, United Nations. Notes: percentage not provided for . Internet specified as per data extraction date. All figures. However, digital data fluctuate .
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JAN 2024

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

SINGAPORE

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES
6H 49M

TIME SPENT USING THE INTERNET ON MOBILE PHONES
3H 26M

TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS
3H 23M

MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME
50.4%

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

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---JAN 2024
INTERNET USER PERSPECTIVES
INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

[Flag of Singapore] SINGAPORE

INTERNET USERS: ITU
5.79 MILLION
vs. POPULATION 96.0%

INTERNET USERS: CIA WORLD FACTBOOK
5.37 MILLION
vs. POPULATION 89.0%

INTERNET USERS: INTERNETWORLDSTATS
5.45 MILLION
vs. POPULATION 90.3%

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

[Icons: Back arrow, grid view, magnifying glass, document, download, flag, Meltwater logo, We Are Social logo]JAN 2024

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

- FINDING INFORMATION: 62.7%
- KEEPING UP TO DATE WITH NEWS AND EVENTS: 54.5%
- RESEARCHING HOW TO DO THINGS: 54.3%
- STAYING IN TOUCH WITH FRIENDS AND FAMILY: 50.4%
- WATCHING VIDEOS, TV SHOWS OR MOVIES: 49.9%
- RESEARCHING PRODUCTS AND BRANDS: 48.0%
- FILLING UP SPARE TIME AND GENERAL BROWSING: 44.8%
- RESEARCHING PLACES, VACATIONS AND TRAVEL: 43.6%
- FINDING NEW IDEAS OR INSPIRATION: 42.2%
- ACCESSING AND LISTENING TO MUSIC: 42.0%
- MANAGING FINANCES AND SAVINGS: 41.6%
- RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS: 37.2%
- EDUCATION AND STUDY-RELATED PURPOSES: 32.8%

- ORGANISING DAY-TO-DAY LIFE: 28.3%
- BUSINESS-RELATED RESEARCH: 26.1%

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.

DEVICES USED TO ACCESS THE INTERNET

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

Mobile Phone (Any)
92.7%
Year-on-Year Change: +3.6% (+320 BPS)

Laptop or Desktop (Any)
74.4%
Year-on-Year Change: -6.4% (-510 BPS)

Smart Phone
89.0%
Year-on-Year Change: +0.3% (+30 BPS)

Feature Phone
4.8%
Year-on-Year Change: +71.4% (+200 BPS)

Tablet Device
32.7%
Year-on-Year Change: [UNCHANGED]

Personal Laptop or Desktop
60.4%
Year-on-Year Change: -11.8% (-810 BPS)

Work Laptop or Desktop
40.1%
Year-on-Year Change: +2.3% (+90 BPS)

Connected Television
25.7%

Year-on-Year Change: -7.6% (-210 BPS)

Smart Home Device
13.8%
Year-on-Year Change: +17.9% (+210 BPS)

Games Console
9.6%
Year-on-Year Change: +4.3% (+40 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 either a personal computer provided by their employer. Percentage change values reflect relative changes; "BPS" values show the change in basis points, and reflect absolute changes.
Comparability: Methodology changes. See NOTES ON DATA.

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JAN 2024

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

Median Speed of Mobile Internet Connections
- Download (Mbps): 95.18
- Upload (Mbps): 17.67
- Latency (ms): 17

Year-on-Year Change in Median Speed of Mobile Internet Connections
- Download: +31.9%
- Upload: +17.0%
- Latency: 0%

Median Speed of Fixed Internet Connections
- Download (Mbps): 263.51
- Upload (Mbps): 217.42
- Latency (ms): 4

Year-on-Year Change in Median Speed of Fixed Internet Connections
- Download: +20.3%
- Upload: +18.6%
- 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.

Flags/Symbols:
1. Drapeau du Singapour (en haut à droite)

---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
59.28%
YEAR-ON-YEAR CHANGE
-23.9% (-1,858 BPS)

LAPTOP AND DESKTOP COMPUTERS
37.94%
YEAR-ON-YEAR CHANGE
+87.6% (+1,772 BPS)

TABLET DEVICES
2.77%
YEAR-ON-YEAR CHANGE
+44.3% (+85 BPS)

OTHER DEVICES
0%
YEAR-ON-YEAR CHANGE
[UNCHANGED]

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 share (i.e. in percentage of 100). For example, an increase of 3 percentage points from a starting value of 50% would equal 6%. In this example, "BPS" values represent basis points, and indicate the absolute change. Figures may not sum to 100% due to rounding.

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PART DU TRAFIC WEB SUR MOBILE (EN GLISSEMENT ANNUEL)
POURCENTAGE DU TOTAL DES PAGES WEB SERVIES AUX NAVIGATEURS WEB SUR LES TÉLÉPHONES MOBILES

(Singapour)

Décembre 2013 : 24.71% (+40.6%)
Décembre 2014 : 34.73% (+17.4%)
Décembre 2015 : 40.79% (+8.7%)
Décembre 2016 : 44.33% (+75.3%)
Décembre 2017 : 77.70% (-42.1%)
Décembre 2018 : 45.02% (+26.2%)
Décembre 2019 : 56.80% (+2.4%)
Décembre 2020 : 58.19% (+17.6%)
Décembre 2021 : 68.42% (+13.8%)
Décembre 2022 : 77.86% (-23.9%)
Décembre 2023 : 59.28%

Source : Statcounter. Notes : Les chiffres représentent le nombre de pages web servies aux navigateurs tournant sur les téléphones mobiles par rapport au nombre total de pages web servies aux navigateurs sur n'importe quel appareil. Les valeurs de variation en pourcentage dans les cercles blancs représentent les variations en pourcentage par rapport à l'année précédente.

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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

(FLAG: SINGAPORE)

SINGAPORE

1. CHAT AND MESSAGING - 97.5%
2. SOCIAL NETWORKS - 95.8%
3. SEARCH ENGINES OR WEB PORTALS - 85.0%
4. SHOPPING, AUCTIONS, OR CLASSIFIEDS - 78.6%

5. MAPS, PARKING, OR LOCATION-BASED SERVICES - 57.0%
6. EMAIL - 56.6%
7. BANKING, INVESTING, OR INSURANCE - 34.2%
8. MUSIC - 34.2%
9. NEWS - 33.0%
10. ENTERTAINMENT - 31.0%
11. WEATHER - 27.3%
12. TRAVEL - 26.7%
13. MOBILITY SERVICES (E.G. RIDE-HAILING, BIKE HIRE) - 24.6%
14. GAMES - 24.1%
15. FOOD TAKEAWAY AND DELIVERY - 20.8%

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

Digital 2024 Singapore - 37 sur 131 (numbers and icons for page navigation at the bottom)

we are social MeltwaterJAN 2024

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

SINGAPORE (with flag of Singapore)

53.6%	CHROME
20.7%	SAFARI
10.4%	ANDROID
4.3%	SAMSUNG INTERNET
3.5%	FIREFOX
3.3%	EDGE
1.6%	OPERA
2.7%	OTHERS

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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Digital 2024 Singapore
38 sur 131Sure, voici la retranscription textuelle de l'image :

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JAN 2024

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

SINGAPORE

GOOGLE 93.2%
3.9% BING
1.6% YAHOO!
0.5% BAIDU
0.4% DUCKDUCKGO
0.3% YANDEX
0.05% ECOSIA
0.1% 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%).
Y-ON-Y (YEAR-ON-YEAR) % VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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Digital 2024 Singapore

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(Note: Les informations de la source et des notes sont inclues pour une transcription complète)Voici la retranscription textuelle de l'image:

JAN 2024 - TOP GOOGLE SEARCHES
QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 and 31 DECEMBER 2023
(Singapore Flag)

- SEARCH QUERY - INDEX vs. TOP QUERY
01 - GOOGLE - 100
02 - WEATHER - 77
03 - TRANSLATE - 54
04 - YOUTUBE - 47
05 - WHATSAPP - 47
06 - MAP - 40
07 - NEWS - 36
08 - 4D - 32
09 - WHATSAPP WEB - 30
10 - GOOGLE TRANSLATE - 29

- SEARCH QUERY - INDEX vs. TOP QUERY
11 - DBS - 29
12 - UOB - 23
13 - APPLE - 21
14 - TOTO - 21
15 - OCBC - 20
16 - HDB - 20
17 - FACEBOOK - 19
18 - CALCULATOR - 19
19 - GMAIL - 18
20 - INSTAGRAM - 18

SOURCE: Google Trends, based on searches conducted between 01 January 2023 and 31 December 2023
NOTES: Any spelling errors or language inconsistencies in search queries are as published by Google Trends, and are shown "as is" to enable readers to identify potential changes in how people use language in digital environments. Google does not publish absolute search volumes. The "Index vs. Top Query" column denotes the search volumes for each query compared with the search volume of the top query.

ADVISORY: Google Trends uses dynamic sampling, so ranks, order, and index values may vary depending on when the tool is accessed, both for the same search query and query time period.

Icônes:
- Flèche pour aller vers la page précédente
- Symboles pour le son sur TRANSLATE et APPLE
- Flèche pour aller vers la page suivante
- Icônes pour la table des matières, la loupe, la recherche audio, le mode plein écran, les préférences de langue et "français"JAN 2024

TOP WEBSITES: SIMILARWEB RANKING

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

#	WEBSITE	TOTAL VISITS (MONTH AVG)	UNIQUE VISITORS (MONTH AVG)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	377 M	6.70 M	10M 45S	9.0
02	YOUTUBE.COM	140 M	5.31 M	18M 02S	11.1
03	FACEBOOK.COM	64.0 M	3.92 M	7M 47S	7.0
04	INSTAGRAM.COM	21.4 M	2.91 M	7M 21S	12.6
05	TWITTER.COM	19.0 M	2.74 M	9M 35S	9.4
06	YAHOO.COM	17.9 M	2.26 M	6M 00S	4.4
07	WIKIPEDIA.ORG	17.6 M	2.84 M	3M 40S	3.0
08	REDDIT.COM	17.0 M	1.55 M	7M 20S	5.5
09	WHATSAPP.COM	16.0 M	1.48 M	8M 49S	1.6
10	CHANNELNEWSASIA.COM	15.4 M	2.04 M	3M 13S	2.6

#	WEBSITE	TOTAL VISITS (MONTH AVG)	UNIQUE VISITORS (MONTH AVG)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	XHAMSTER.COM	15.2 M	3.27 M	2M 49S	2.3
12	STRIPCHAT.COM	14.7 M	4.19 M	3M 09S	4.5
13	STRAITSTIMES.COM	12.5 M	1.83 M	2M 36S	2.3
14	SHOPEE.SG	12.5 M	2.18 M	5M 56S	6.5
15	LINKEDIN.COM	11.7 M	1.27 M	7M 13S	8.6
16	NETFLIX.COM	10.6 M	835K	6M	

02S 4.4
17 GOOGLE.COM.SG 10.4 M 1.14 M 6M
42S 4.2
18 SPANKBANG.COM 9.18 M 1.46 M 11M
29S 11.2
19 OPENAI.COM 8.80 M 873K 6M
31S 4.9
20 OFFICE.COM 8.61 M 637K 8M
12S 7.4

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023. NOTES: VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT INTERNET ACCESSING REAL PEOPLE NOT REMOTELY-CONTROLLED INDIVIDUALS. SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" REPRESENT MONTHLY AVERAGE FIGURES. "AVERAGE TIME PER VISIT" IS THE AVERAGE TIME SPENT BY USERS ON THE WEBSITE PER VISIT. THE AVERAGE VALUE FOR EACH INDIVIDUAL VISIT IS REPRESENTED IN MINUTES AND SECONDS. ADVISORY: SOME SITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS.

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
SINGAPORE

ANY KIND OF VIDEO
91.3%
YOY: +1.8% (+160 BPS)

MUSIC VIDEO
39.1%
YOY: -5.1% (-210 BPS)

COMEDY, MEME, OR VIRAL VIDEO
27.7%
YOY: -3.8% (-110 BPS)

VIDEO LIVESTREAM

19.5%
YOY: -8.0% (-170 BPS)

TUTORIAL OR HOW-TO VIDEO
24.6%
YOY: -9.6% (-260 BPS)

EDUCATIONAL VIDEO
18.9%
YOY: -6.9% (-140 BPS)

PRODUCT REVIEW VIDEO
20.6%
YOY: -4.2% (-90 BPS)

SPORTS CLIP OR HIGHLIGHTS VIDEO
20.3%
YOY: +3.0% (+60 BPS)

INFLUENCER VIDEOS AND VLOGS
18.3%
YOY: +2.8% (+50 BPS)

GAMING VIDEO
16.9%
YOY: -2.3% (-40 BPS)

Source: GWI, Jan 2024. (FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64.)
YOY: YEAR-ON-YEAR CHANGE (PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE IN PERCENTAGE OF POP. FROM A STARTING VALUE OF 100. BPS VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE.)
Comparability: METHODOLOGY CHANGES: SEE NOTES ON DATA.

MeltwaterJAN 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
    - 85.0%
    - Icon of a globe inside a search icon

- USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK
    - 12.6%
    - Icon of a microphone inside a circle

- VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS
    - 33.3%
    - Icon of a conversation bubble with a shopping cart inside

- USE IMAGE SEARCH TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH
    - 18.6%
    - Icon of a camera inside a red circle

- SCAN A QR CODE ON A MOBILE PHONE EACH MONTH
    - 48.5%
    - Icon of a QR code inside a yellow circle

- USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK
    - 29.2%
    - Icon of language symbol inside a blue circle

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

françaisBien sûr, voici une retranscription textuelle de l'image fournie :

JAN 2024
TV CONSUMPTION AND STREAMING
Exploring the TV viewing behaviours of internet users aged 16 to 64

Singapore

Pourcentage d'utilisateurs d'Internet qui regardent n'importe quel type de TV chaque mois
96.9%

Changement annuel du pourcentage d'utilisateurs d'Internet qui regardent n'importe quel type de TV
-0.3% (-30 BPS)

Le temps quotidien que les utilisateurs d'Internet passent à regarder n'importe quel type de TV
2H 40M

Changement annuel du temps quotidien passé à regarder la TV (tous types de contenus)
-3.0% (-4 MINS)

Utilisateurs d'Internet qui regardent du contenu TV en streaming / utilisateurs d'Internet qui regardent n'importe quel type de TV
94.1%

Temps quotidien passé à regarder du contenu TV en streaming sur Internet
1H 21M

Changement annuel du temps quotidien passé à regarder du contenu TV en streaming
+2.9% (+2 MINS)

Temps passé à regarder du contenu TV en streaming en pourcentage du temps total de visionnage de TV
50.5%

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

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---### JAN 2024

MOST STREAMED CONTENT ON DISNEY+

FliXpatrol's ranking of the most streamed content on Disney+ for full year 2023

Most Streamed Movies on Disney+

#	Movie Name	Index
01	Elemental	100
02	Black Panther: Wakanda Forever	92
03	Avengers: Endgame	71
04	Avatar: The Way of Water	70
05	Ant-Man and the Wasp: Quantumania	50
06	Guardians of the Galaxy Volume 3	47
07	Spider-Man: Into the Spider-Verse	47
08	Avatar	46
09	The Little Mermaid	39
10	A Haunting in Venice	35

Most Streamed TV Shows on Disney+

#	TV Show Name	Index
01	Grey's Anatomy	100
02	Criminal Minds	77
03	369090	48
04	How I Met Your Mother	47
05	Family Guy	42
06	Moving	29
07	Dr. Romantic	25
08	The Mandalorian	22
09	Loki	21
10	The First Responders	21

Source: FLIXPATROL | See FLIXPATROL.COM

Notes: The same content may have different titles in different countries. Rankings based on FLIXPATROL's analysis of viewing activity for full year 2023. "Index" values combine the "FLIXPOINTS" points value of the top-ranked title to the FLIXPOINTS points value of the 10th-ranked title in each platform's ranking.

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	HART BEAT	100
02	VARISU	84
03	PATHAAN	72
04	JAILER	62
05	CULPA MÍA	60
06	WRATH OF MAN	43
07	GEYLANG	42
08	ROCKY AUR RANI KII PREM KAHAANI	40
09	PATHU THALA	39
10	DRISHYAM 2	39

MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO

#	TV SHOW NAME	INDEX
01	TOM CLANCY'S JACK RYAN	100
02	THE KILLING VOTE	99
03	JINNY'S KITCHEN	80
04	ISLAND	74
05	THE SUMMER I TURNED PRETTY	68
06	TALE OF THE NINE TAILED 1938	60
07	REACHER	50
08	BORAI DEBORAH	49
09	OUR BLOOMING YOUTH	49
10	THE WHEEL OF TIME	48

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

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français### JAN 2024
MOST STREAMED CONTENT ON NETFLIX

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

MOST STREAMED MOVIES ON NETFLIX

#	MOVIE NAME	INDEX
01	F9	100
02	THE MOTHER	76
03	HUNGER	70
04	HEART OF STONE	64
05	LEO	59
06	EXTRACTION 2	58
07	GLASS ONION: A KNIVES OUT MYSTERY	56
08	WE HAVE A GHOST	56
09	JAWAN	55
10	AH GIRLS GO ARMY	54

MOST STREAMED TV SHOWS ON NETFLIX

#	TV SHOW NAME	INDEX
01	THE GLORY	100
02	KING THE LAND	80
03	CRASH COURSE IN ROMANCE	69
04	STRONG GIRL NAM-SOON	63
05	DOCTOR CHA	61
06	JUJUTSU KAISEN	57
07	PHYSICAL: 100	50
08	SINGLE’S INFERNO	50
09	MR. QUEEN	50
10	THE GOOD BAD MOTHER	49

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

`![we are social](https://www.userlogos.org/files/logos-wide/sociallog/puzzle.png)`
`![Meltwater](https://i1.imgut.com/f/meltwater.png)`

ONLINE AUDIO

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

(Singapore flag) SINGAPORE

WATCH OR LISTEN TO ONLINE MUSIC VIDEOS
39.1%
YEAR-ON-YEAR CHANGE
-5.1% (-210 BPS)

LISTEN TO MUSIC STREAMING SERVICES
34.3%
YEAR-ON-YEAR CHANGE
-1.7% (-60 BPS)

LISTEN TO ONLINE RADIO SHOWS OR STATIONS
19.8%
YEAR-ON-YEAR CHANGE
-2.0% (-40 BPS)

LISTEN TO PODCASTS
15.4%
YEAR-ON-YEAR CHANGE
-6.1% (-100 BPS)

LISTEN TO AUDIO BOOKS
12.0%
YEAR-ON-YEAR CHANGE
+4.3% (+50 BPS)

SOURCE: GWI (Q3 2023). FIGURES PRESENT 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 INTEGER OF (2%). FOR THIS PURPOSE, A STARTING VALUE OF 50% WOULD EQUAL 100. (BPS) VALUES REPRESENT THE ABSOLUTE CHANGE IN BASIS POINTS. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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

SINGAPORE

Any Device
84.0%
YOY: +2.8% (+230 BPS)

Smartphone
72.5%
YOY: +7.2% (+490 BPS)

Laptop or Desktop
37.1%
YOY: +13.5% (+440 BPS)

Games Console
20.4%
YOY: +1.5% (+30 BPS)

Tablet
19.4%
YOY: +24.4% (+380 BPS)

Hand-Held Gaming Device
12.4%
YOY: +20.4% (+210 BPS)

Media Streaming Device
5.3%
YOY: +20.5% (+90 BPS)

Virtual Reality Headset
3.9%
YOY: -9.3% (-40 BPS)

SOURCE: GWI Q4 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/QUOTES. NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT THE RELATIVE CHANGE IN PERCENTAGE POINTS FROM A STARTING VALUE OF ZERO, BUT WOULD BE EQUAL ON A "HOT, NOT" BASIS. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. SEE NOTES ON DATA.

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MOST STREAMED CONTENT ON HBO
FLIXPATOR'S RANKING OF THE MOST STREAMED CONTENT ON HBO FOR FULL-YEAR 2023

MOST STREAMED MOVIES ON HBO:

#	MOVIE NAME	INDEX
01	TOP GUN: MAVERICK	100
02	HARRY POTTER AND THE PHILOSOPHER'S STONE	93
03	BLACK ADAM	72
04	JURASSIC WORLD DOMINION	64
05	EVERYTHING EVERYWHERE ALL AT ONCE	58
06	MEG 2: THE TRENCH	55
07	THE FLASH	49
08	HARRY POTTER AND THE CHAMBER OF SECRETS	42
09	SHAZAM! FURY OF THE GODS	35
10	DUNGEONS & DRAGONS: HONOR AMONG THIEVES	33

MOST STREAMED TV SHOWS ON HBO:

#	TV SHOW NAME	INDEX
01	THE LAST OF US	100
02	GAME OF THRONES	88
03	HOUSE OF THE DRAGON	80
04	SUCCESSION	75
05	RICK AND MORTY	65
06	AND JUST LIKE THAT...	44
07	THE IDOL	36
08	THE WHITE LOTUS	36
09	SEX AND THE CITY	27
10	GOTHAM KNIGHTS	22

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

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

SINGAPORE

NUMBER OF HOMES WITH SMART HOME DEVICES
588.2 THOUSAND
YEAR-ON-YEAR CHANGE
+21.9% (+106 THOUSAND)

TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET
$227.1 MILLION
YEAR-ON-YEAR CHANGE
+15.7% (+$31 MILLION)

VALUE OF SMART HOME APPLIANCES MARKET
$96.72 MILLION
YEAR-ON-YEAR CHANGE
+15.2% (+$13 MILLION)

VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET
$54.02 MILLION
YEAR-ON-YEAR CHANGE
+20.2% (+$9.1 MILLION)

VALUE OF SMART HOME SECURITY DEVICE MARKET
$29.22 MILLION
YEAR-ON-YEAR CHANGE
+15.4% (+$3.9 MILLION)

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET
$20.75 MILLION
YEAR-ON-YEAR CHANGE
+8.8% (+$1.7 MILLION)

VALUE OF SMART HOME COMFORT & LIGHTING MARKET
$17.19 MILLION
YEAR-ON-YEAR CHANGE
+14.5% (+$2.2 MILLION)

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET
$9.16 MILLION
YEAR-ON-YEAR CHANGE

+16.8% (+$1.3 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK, SEE STATISTA.COM
NOTES: "SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY
CONNECTED, MONITORED, CONTROLLED AND ENABLED VIA THE INTERNET FROM HOME OR OUTSIDE. NUMBERS HAVE BEEN PROJECTED USING SINGAPORE'S HOUSEHOLD WEBS AS BENCHMARK. ALL VALUES REFER TO EACH
CALENDAR YEAR. USAGE AND HOUSEHOLD PENETRATION RATES REFER TO THE ACTIVE USAGE OF SMART HOME DEVICES. ALL VALUES SHOWN ARE IN US DOLLARS. TO CONVERT TO LOCAL CURRENCY, USING THE EXCHANGE RATE FOR END OF DECEMBER 2022 IN STATISTA GLOBAL OUTLOOK. FINLANTED VALUES FOR 2022 HAVE BEEN CONVERTED INTO US DOLLARS USING AS FIXED EXCHANGE RATE VALUES. EARLIER VALUES HAVE BEEN CONVERTED USING THE EXCHANGE RATE VALUES AT THAT POINT IN TIME. DATA STATUS: AS OF JANUARY 2023. TO ENSURE COMPARABILITY, BEST EFFORTS WERE MADE TO KEEP PROJECTIONS TIME AND BASELINE-CONSISTENT.

AVERAGE ANNUAL REVENUE PER SMART HOME

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

PENETRATION OF SMART HOME DEVICES
39.9%
YEAR-ON-YEAR CHANGE
+19.3% (+646 BPS)

ARPU: SPEND ON ALL SMART HOME DEVICES
$386
YEAR-ON-YEAR CHANGE
-5.1% (-$20.70)

ARPU: SMART HOME APPLIANCES
$335
YEAR-ON-YEAR CHANGE
-14.5% (-$56.70)

ARPU: SMART HOME CONTROL & CONNECTIVITY DEVICES
$184

YEAR-ON-YEAR CHANGE
-12.4% (-$26.10)

ARPU: SMART HOME SECURITY DEVICES
$101
YEAR-ON-YEAR CHANGE
-14.3% (-$16.90)

ARPU: SMART HOME ENTERTAINMENT DEVICES
$78.04
YEAR-ON-YEAR CHANGE
-16.6% (-$15.53)

ARPU: SMART HOME COMFORT & LIGHTING
$58.45
YEAR-ON-YEAR CHANGE
-14.3% (-$9.75)

ARPU: SMART HOME ENERGY MANAGEMENT
$38.99
YEAR-ON-YEAR CHANGE
-16.7% (-$7.84)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: SMART HOME DEVICES INCLUDE DIGITALY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED, SENSORS, AUTOMATION AND CLOUD SERVICES. PENETRATION RATE REFERS TO THE SHARE OF HOUSEHOLDS THAT CONNECT THESE DEVICES AND APPLICATIONS TO REMOTE CONTROL AND TO EACH OTHER. AVERAGE REVENUE PER UNIT (ARPU) DESCRIBES THE AVERAGE ANNUAL REVENUE PER SMART HOME THAT CONNECTS THESE DEVICES AND APPLICATIONS. YEAR-ON-YEAR CHANGE REFERS TO SPEND PER SMART HOME. THE VALUES REPRESENT AVERAGES ACROSS DIFFERENT SEGMENTS WITH WEIGHTED RATES BASED ON SMART HOMES AS A REEULT OF ECONOMIC INDICATORS IN EACH COUNTRY AND THE EVOLUTION OF REVENUE PER SMART HOME. COMPARABILITY: BAS CHANGES IN METHODOLOGY AND REPORTING PERIOD.

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

USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP EACH MONTH
(Green circle with a white illustration of a bank)
34.2%
YOY: -10.7% (-410 BPS)

USE A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH
(Blue circle with a white illustration of a mobile payment)
34.9%
YOY: +8.7% (+280 BPS)

OWN ANY FORM OF CRYPTOCURRENCY (E.G. BITCOIN, ETHER)
(Red circle with a white illustration of a Bitcoin symbol)
13.6%
YOY: -11.1% (-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 CHANGE IN PERCENTAGES OF POP. FROM A STARTING VALUE OF 100, WOULD EQUAL 64%, NOT 19%. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGES. COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA.

Online Privacy and Security

Perspectives and activities of online adults relating to their online data privacy and security

[Singapore Flag]
Singapore

Express concern about what is real vs. what is fake on the internet
65.2%

Worry about how companies might use their online data
35.9%

Decline cookies on websites at least some of the time
40.4%

Use a tool to block advertisements on the internet at least some of the time
33.4%

Use a virtual private network (VPN) to access the internet at least some of the time
28.6%

Sources: Data for “Concerns about what is real vs. what is fake on the internet” via Reuters Institute 2023 digital news report. Figures represent the findings of a study of online news consumers aged 18-65; bit.ly/digitalnewsreportfig. Data for all other data points: GWI Q3 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64; see GWI.com.

We are social
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Digital 2024 Singapore

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OVERVIEW OF SOCIAL MEDIA USE
Headlines for social media adoption and use [Note: User identities may not represent unique individuals]

SINGAPORE
[Flag of Singapore]

NUMBER OF SOCIAL MEDIA USER IDENTITIES
5.13 MILLION

Quarter-on-quarter change in social media user identities
0%
[UNCHANGED]

Year-on-year change in social media user identities
+1.0%
+50 THOUSAND

Average daily time spent using social media
2H 14M
YOY: +<1 MIN

Average number of social platforms used each month

6.9

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION
85.0%

SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+
87.0%

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET
88.6%

FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES
47.2%

MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES
52.8%

Sources: Kepios analysis, company advertising resources, online data research center, Ookla, IMF, GWI Q4 2023. Note: Average number of platforms includes data for YouTube. Advisory: Social media user identities may not represent unique individuals; comments on data provided here should be compared to source accordingly.

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

SINGAPORE

1. WHATSAPP - 74.7%
2. FACEBOOK - 72.7%
3. INSTAGRAM - 60.3%
4. TIKTOK - 52.5%
5. TELEGRAM - 47.8%
6. FACEBOOK MESSENGER - 40.6%
7. LINKEDIN - 36.3%
8. X (TWITTER) - 30.8%
9. WECHAT - 28.2%
10. IMESSAGE - 21.6%

Source: GWI Q3 2023. Figures represent the findings of a broader survey of internet users aged 16 to 64. (© GWI) GWI.COM
Note: YouTube is not offered as an answer option for this question in GWI's survey.
Comparability: As a result of a historic change that was made in our previous reports (based on a previous question in GWI's survey that included YouTube as a standard answer option), this year's reported figures include the impact of this different question wording. While GWI's change to the question's wording may mean that the values and rank order shown are not directly comparable with those shown in earlier reports, the latest figures do represent a new industry benchmark.

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

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

[SINGAPORE FLAG]
SINGAPORE

- KEEPING IN TOUCH WITH FRIENDS AND FAMILY - 43.4%
- FILLING SPARE TIME - 35.5%
- READING NEWS STORIES - 32.6%
- SEEING WHAT'S BEING TALKED ABOUT - 28.2%
- FINDING CONTENT (E.G. ARTICLES, VIDEOS) - 26.4%
- FINDING INSPIRATION FOR THINGS TO DO AND BUY - 24.0%
- WATCHING LIVE STREAMS - 21.9%
- SEEING CONTENT FROM YOUR FAVOURITE BRANDS - 21.1%
- AVOIDING MISSING OUT ON THINGS (FOMO) - 18.8%
- FINDING PRODUCTS TO PURCHASE - 17.8%
- POSTING ABOUT YOUR LIFE - 17.5%
- WORK-RELATED NETWORKING OR RESEARCH - 17.0%
- FOLLOWING CELEBRITIES OR INFLUENCERS - 16.7%
- WATCHING OR FOLLOWING SPORTS - 16.5%
- FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS - 15.7%

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

COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA [we are social LOGO][Meltwater LOGO]

Ceci conclut la retranscription textuelle de l'image fournie.Voici la retranscription textuelle de l'image :

JAN 2024 | DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE

Share of combined, deduplicated potential advertising reach across Facebook, Instagram, and Messenger, by age and gender

Singapore

Age Group	Female	Male
18 - 24 Years Old	9.0%	7.1%
25 - 34 Years Old	15.8%	15.9%
35 - 44 Years Old	11.9%	11.3%
45 - 54 Years Old	7.0%	6.7%
55 - 64 Years Old	4.4%	4.1%
65+ Years Old	3.4%	3.4%

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

Logo: We Are Social
Logo: Meltwater

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Digital 2024 SingaporeJAN 2024
TIME SPENT USING SOCIAL MEDIA APPS
AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023

TIKTOK: 33H 23M
YOUTUBE: 27H 39M
FACEBOOK: 16H 07M
WHATSAPP: 16H 03M
INSTAGRAM: 10H 26M
TELEGRAM: 4H 44M
X (TWITTER): 3H 14M
FACEBOOK MESSENGER: 2H 46M
LINE: 2H 13M
PINTEREST: 1H 29M
SNAPCHAT: 1H 08M
LINKEDIN: 0H 47M

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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Digital 2024 Singapore

Source: Data Intelligence. See Data.ai. Note: Figures represent average number of hours spent per user, per month using each platform’s mobile app on Android phones between 01 July and 30 September 2023. We are social. Meltwater.### JAN 2024 | FAVOURITE SOCIAL MEDIA PLATFORMS

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

Singapore

1. **WHATSAPP** – 27.2%
2. **FACEBOOK** – 16.7%
3. **TIKTOK** – 14.2%
4. **INSTAGRAM** – 13.1%
5. **TELEGRAM** – 5.2%
6. **WECHAT** – 2.2%
7. **X (TWITTER)** – 2.2%
8. **REDDIT** – 2.1%
9. **FACEBOOK MESSENGER** – 1.9%
10. **LINKEDIN** – 1.5%

SOURCE: GWI (Q4 2023). *NOTES:* ONLY INCLUDES INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS (NOT SHOWN ON THIS CHART), SO VALUES MIGHT NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER TO THIS QUESTION IN

GWI'S SURVEY. WE EXCLUDE GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS "DOUTYIN", AS IT'S EVIDENCE'S COMPARABLE REPORTING OF USER NUMBERS FOR EACH PLATFORM. *COMPARABILITY:* METHODOLOGY CHANGES. SEE NOTES ON DATA.

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

SINGAPORE

WHATSAPP - 977.8
TIKTOK - 380.2
INSTAGRAM - 340.0
TELEGRAM - 336.8
FACEBOOK - 252.9
YOUTUBE - 212.0
LINE - 158.9
FACEBOOK MESSENGER - 132.6
X (TWITTER) - 114.9
SNAPCHAT - 71.7
PINTEREST - 47.5
LINKEDIN - 46.7

SOURCE: DATA AI INTELLIGENCE. SEE DATA.AI. NOTES: "ACTIVE USERS" DENOTE USERS WHO OPEN THE RESPECTIVE PLATFORM'S APP ON AN ANDROID PHONE AT LEAST ONCE IN A GIVEN CALENDAR MONTH. FIGURES REPRESENT THE AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF THE RESPECTIVE PLATFORM'S ANDROID APP OPENED THAT APP EACH MONTH BETWEEN 01 JULY AND 30 SEPTEMBER 2023.

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)

SINGAPORE

FACEBOOK 48.0%
X (TWITTER) 15.1%
YOUTUBE 11.4%
INSTAGRAM 10.7%
PINTEREST 9.9%
REDDIT 2.5%
LINKEDIN 1.6%
OTHERS 0.8%

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.

JAN 2024
USE OF SOCIAL MEDIA FOR BRAND RESEARCH
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

ANY KIND OF SOCIAL MEDIA PLATFORM
64.9%
YOY: +3.5% (+220 BPS)

SOCIAL NETWORKS
33.3%
YOY: -2.6% (-90 BPS)

QUESTION & ANSWER SITES (E.G. QUORA)
15.6%
YOY: -6.0% (-100 BPS)

MESSAGING AND LIVE CHAT SERVICES
11.4%
YOY: -0.9% (-10 BPS)

FORUMS AND MESSAGE BOARDS
14.5%
YOY: -2.0% (-30 BPS)

MICRO-BLOGS (E.G. X / TWITTER)
7.5%
YOY: -2.6% (-20 BPS)

VLOGS (BLOGS IN A VIDEO FORMAT)
8.4%
YOY: -3.4% (-30 BPS)

ONLINE PINBOARDS (E.G. PINTEREST)
6.3%
YOY: [UNCHANGED]

SOURCE: GW1.1 JAN 2024 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GW.COM. NOTE: VALUES FOR "ANY KIND OF SOCIAL MEDIA PLATFORM" INCLUDE AT LEAST ONE OF: SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES (E.G. MICRO-BLOGS (E.G. X / TWITTER), BLOGS (TECHNOLOGY, BUSINESS ETC), VLOGS (BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST). COMPARABILITY METHODOLOGY CHANGES: SEE NOTES ON DATA.

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Meltwater™

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

JAN 2024

FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

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

68.40%

DEC 2013 +21.7%

83.23%

DEC 2014 +11.2%
92.55%

DEC 2015 -6.4%
86.61%

DEC 2016 -7.3%
80.29%

DEC 2017 -25.4%
59.87%

DEC 2018 +16.2%
69.58%

DEC 2019 -21.8%
54.38%

DEC 2020 +31.7%
71.61%

DEC 2021 -31.2%
49.30%

DEC 2022 -2.6%
48.00%

DEC 2023

Source: **DataReportal**
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 referred to third-party websites via links to social platforms. We base these quotas on Facebook as a percentage of total web traffic driving from social media, not Facebook's share of social media referrals. Therefore, an increase of one percentage point (pp) represents a relative year-on-year change in the share of site totals compared to actual web traffic from Facebook. For a starting value of 50%, of which 5 pp would equal 60%, not 55%.
Sources: various industry sources. Values represent share of site totals for web referrals from Facebook.

Additional information available on request.

françaisJAN 2024

SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

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

- FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW: 43.5%
- RESTAURANTS, CHEFS, OR FOOD PERSONALITIES: 23.3%
- ACTORS, COMEDIANS, OR OTHER PERFORMERS: 21.5%
- INFLUENCERS OR OTHER EXPERTS: 20.3%
- TV SHOWS OR CHANNELS: 20.3%
- ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS: 18.7%
- BANDS, SINGERS, OR OTHER MUSICIANS: 18.0%
- COMPANIES AND BRANDS YOU PURCHASE FROM: 17.8%
- COMPANIES AND BRANDS YOU’RE CONSIDERING PURCHASING FROM: 16.6%
- SPORTS PEOPLE AND TEAMS: 15.1%
- CONTACTS RELEVANT TO YOUR WORK: 14.4%
- COMPANIES RELEVANT TO YOUR WORK: 13.1%
- TRAVEL WRITERS AND COMPANIES: 12.8%
- WILDLIFE ORGANISATIONS OR ANIMALS: 12.2%
- FITNESS EXPERTS OR ORGANISATIONS: 12.1%

[Flag of Singapore]

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

JAN 2024
FACEBOOK ENGAGEMENT RATES: LOCOWISE
Facebook page post engagements as a percentage of total page fans, as reported by LOCOWISE

Average Facebook page post engagements vs. page fans: all post types

0.03%

Average Facebook page post engagements vs. page fans: photo posts

0.06%

Average Facebook page post engagements vs. page fans: video posts

0.03%

Average Facebook page post engagements vs. page fans: link posts

0.003%

Average Facebook page post engagements vs. page fans: status posts

0.01%

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 averaged based on a wide variety of different kinds of page, with different audience sizes, in various countries around the world.

[Icons of each type of post, and a flag of Singapore]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

SINGAPORE

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK
3.70 MILLION

FACEBOOK AD REACH VS. TOTAL POPULATION
61.3%

FACEBOOK AD REACH VS. TOTAL INTERNET USERS
63.9%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH
+2.8% +100 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH
+12.1% +400 THOUSAND

SHARE: FEMALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH
47.9%

SHARE: MALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH
52.1%

ADOPTION: OVERALL FACEBOOK AD REACH (AGED 18+) VS. OVERALL POPULATION (AGED 18+)
71.4%

ADOPTION: FEMALE FACEBOOK AD REACH (AGED 18+) VS. FEMALE POPULATION (AGED 18+)
68.9%

ADOPTION: MALE FACEBOOK AD REACH (AGED 18+) VS. MALE POPULATION (AGED 18+)
68.2%

SOURCES: META ADVERTISING RESOURCES; KEPIOS ANALYSIS WE ARE SOCIAL
NOTES: BASED ON MIDPOINTS OF PUBLISHED RANGES; GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE"; SOURCE DATA FOR REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS; ROUNDED FIGURES MAY NOT ADD UP TO 100%. INTERNET USER NUMBERS COMPARED WITH ITU DATA; SOCIAL MEDIA USERS COMPARED WITH PLATFORM'S ADVERTISING AUDIENCES; ADDRESSABLE AD AUDIENCE NUMBERS COMPARED WITH RELEVANT ELIGIBLE AUDIENCES. FOR MORE DETAILED DEFINITIONS OF BASES, NOTES ON COMPARABILITY, AND SOURCES. PLEASE REFER TO THE FULL REPORT.
ADVISORY: REPORTED AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE

INDIVIDUALS OR MATCH THE IDENTIFIABLE TAKES OF A BUSINESSABLE IGROUP (Fractive Kapses only, and changes in resident populations).

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we are social
©Meltwater### Top YouTube Searches (Jan 2024)

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

Left Column:
1. **Search Query:** SONG
   Index: 100

2. **Search Query:** HOW
   Index: 79

3. **Search Query:** SONGS
   Index: 53

4. **Search Query:** SINGAPORE
   Index: 37

5. **Search Query:** MUSIC
   Index: 27

6. **Search Query:** KARAOKE
   Index: 20

7. **Search Query:** NEWS
   Index: 13

8. **Search Query:** ROBLOX
   Index: 13

9. **Search Query:** TAMIL MOVIE
   Index: 13

10. **Search Query:** TAMIL SONGS
    Index: 12

Right Column:
11. **Search Query:** ASMR
    Index: 12

12. **Search Query:** TIKTOK
    Index: 11

13. **Search Query:** DJ
    Index: 11

14. **Search Query:** FOOTBALL
    Index: 10

15. **Search Query:** MINECRAFT
    Index: 9

16. **Search Query:** TAMIL FULL MOVIE
    Index: 8

17. **Search Query:** ANIME
    Index: 8

18. **Search Query:** WORKOUT
    Index: 7

19. **Search Query:** CAT
    Index: 7

20. **Search Query:** COMEDY
    Index: 7

Source: Google Trends, based on searches conducted on YouTube between 01 January 2023 and 31 December 2023.
Note: May include spelling errors or language inconsistencies.
Advisory: Google Trends uses dynamic sampling, and index values may vary depending on when the tool is accessed, even for the same time period.

Footer: Digital 2024 Singapore
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Languages: français

Logos: We Are Social, MeltwaterBien sûr, voici la retranscription textuelle de l'image fournie:

JAN 2024

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

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

TOTAL POTENTIAL REACH OF ADS ON YOUTUBE

Icone de YouTube

5.13 MILLION

YOUTUBE AD REACH vs. TOTAL POPULATION

Icone de personnages

85.0%

YOUTUBE AD REACH vs. TOTAL INTERNET USERS

Icone d'un globe terrestre

88.6%

QUARTER-ON-QUARTER CHANGE IN REPORTED YOUTUBE AD REACH

Icone d'un calendrier avec "90"

0% [UNCHANGED]

YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH

Icone d'un calendrier avec "365"

+1.0%

+50 THOUSAND

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

Icone d'une femme

47.2%

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

Icone d'un homme

52.8%

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

Icone de trois personnes (2 adultes, 1 enfant)

87.0%

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

Icone d'une femme et d'un enfant

86.3%

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

Icone d'un homme et d'un enfant

87.7%

Sources: Google's advertising resources; Kepios analysis. Notes: Data are not available for all countries. Values based on available data only. Age and gender data are only available for "adults aged 18 and above". Values based on YouTube users aged 18+ only. Audience figures represent monthly active users. Values represent Kepios analysis of Google's advertising resources and of underlying third-party survey data published by Google. Various updates to advertising audience reach data mean that figures on this slide are not comparable with figures published in previous reports.

Icones en bas de la page:

Bouton précédent - Retour à la page précédente - Rechercher - Signet - Petit écran (miniature) - Lien ou bouton "play" - Q&R - Téléchargement

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Langue: français

Logo de We Are Social - Logo de Meltwater

Digital 2024 Singapore

Le drapeau de Singapour en haut à droite avec "SINGAPORE"

JAN 2024 MESSENGER: ADVERTISING AUDIENCE OVERVIEW

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

Total Potential Reach of Ads on Messenger
1.95 MILLION

Messenger Ad Reach vs. Total Population

32.3%

Messenger Ad Reach vs. Total Internet Users
33.7%

Quarter-on-Quarter Change in Reported Messenger Ad Reach
-4.9% -100 THOUSAND

Year-on-Year Change in Reported Messenger Ad Reach
0% [UNCHANGED]

Share
- Female Messenger Ad Reach aged 18+ vs. Overall Messenger Ad Reach aged 18+:
  49.9%

- Male Messenger Ad Reach aged 18+ vs. Overall Messenger Ad Reach aged 18+:
  50.1%

Adoption
- Overall Messenger Ad Reach aged 18+ vs. Overall Population aged 18+:
  37.6%

- Female Messenger Ad Reach aged 18+ vs. Female Population aged 18+:
  38.2%

- Male Messenger Ad Reach aged 18+ vs. Male Population aged 18+:
  34.8%

Sources
Meta's Advertising Resources.
KEPIOS Analysis: Notes based on analysis of published ranges. Gender data only available for "female" and "male". Source data for each gender may not sum to published totals.

Advisor Warning: Audience reach numbers may be unreliable in smaller markets. Numbers represent reach of advertisements, not total number of users.

Higher reach may low than user numbers due to factors including availability of central accounts.

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Icons and Logos
Icons of various demographics, data sources, and analysis tools.

Logos:
- We Are Social
- MeltwaterJAN 2024

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

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

SINGAPORE

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM
3.15 MILLION

INSTAGRAM AD REACH vs. TOTAL POPULATION
52.2%

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS
54.4%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH
0% [UNCHANGED]

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH
+16.7% +450 THOUSAND

SHARE: FEMALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+
55.0%

SHARE: MALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+
45.0%

ADOPTION: OVERALL INSTAGRAM AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
58.9%

ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
66.8%

ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
49.8%

SOURCES: META ADVERTISING RESOURCES, KEPIOS ANALYSIS. NOTES: BASED ON USERS AGED 18+; PUBLISHED RANGES; GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE"; SOURCE DATA FOR REACH FIGURES MAY NOT SUM TO PUBLISHED TOTAL DUE TO ROUNDING; SIGNIFICANT IMPACTS FROM UNDER-REPRESENTATION OF MARKETING ACTIVITIES, SOME DATA VALUES EXPERIENCING TEMPORARY VARIABILITY. FOR RELEVANT NOTES, SEE REPORT PAGES REFERENCED ABOVE. ********ADVISORY: REELADVERTISING.POTENTIAL AUDIENCE FIGURES ON "META" SOCIAL MEDIA PLATFORMS REPRESENTS THE AGGREGATE NUMBER OF UNIQUE ACCOUNTS, ACCOUNTS, AND CHANGES IN REGISTERED POPULATION.

français**JAN 2024**
TIKTOK: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

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

Total potential reach of ads on TikTok
3.38 Million

TikTok ad reach vs. Total population
56.0%

TikTok ad reach vs. Total internet users
58.3%

Quarter-on-quarter change in reported TikTok ad reach
+3.7% (+122 thousand)

Year-on-year change in reported TikTok ad reach
+41.4% (+989 thousand)

Share: Female TikTok ad reach aged 18+ vs. overall TikTok ad reach aged 18+
49.3%

Share: Male TikTok ad reach aged 18+ vs. overall TikTok ad reach aged 18+
50.7%

Adoption: Overall TikTok ad reach aged 18+ vs. overall population aged 18+
65.2%

Adoption: Female TikTok ad reach aged 18+ vs. female population aged 18+
67.4%

Adoption: Male TikTok ad reach aged 18+ vs. male population aged 18+
63.1%

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 all countries
- Values based on midpoints of ranges published in TikTok’s tools
- Numbers may not align with other datasets’ values

Report by:
- we are social
- Meltwater

Digital 2024 Singapore

_This content is also available in French_JAN 2024

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN
4.20 MILLION
LinkedIn Icon

LINKEDIN AD REACH VS. TOTAL POPULATION
69.6%
People Icon

LINKEDIN AD REACH VS. TOTAL INTERNET USERS
72.5%
Globe Icon

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH
+5.0% +200 THOUSAND
90 Icon

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH
+13.5% +500 THOUSAND
365 Icon

SHARE OF FEMALE LINKEDIN AD REACH AGED 18+ VS. OVERALL LINKEDIN AD REACH AGED 18+
46.9%
Female Icon

SHARE OF MALE LINKEDIN AD REACH AGED 18+ VS. OVERALL LINKEDIN AD REACH AGED 18+
53.1%
Male Icon

ADOPTION: OVERALL LINKEDIN AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
81.0%
Male and Female Icon

ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
60.8%
Female Icon

ADOPTION: MALE LINKEDIN AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
62.7%
Male Icon

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; ESRI; ARCGIS
NOTES: VALUES REPORTED HERE REPRESENT "MEMBERS" SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' AD AUDIENCES; UNKNOWN GENDER AUDIENCES ARE INCLUDED IN 'ALL' AUDIENCE BASE VALUES. ‘%’ FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. SEE THE ADOPTION RATE STATISTICAL INDICATORS.
COMPARABILITY: AGE

françaisVoici la retranscription du texte de l'image :

JAN 2024
MOBILE CONNECTIVITY
USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)
9.78 MILLION

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION
162.2%

YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS
+4.9% +459 THOUSAND

SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G)
99.3%

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

Sources : We Are Social, Meltwater

---JAN 2024
SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

[Singapore flag]

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT
1.16 MILLION

SNAPCHAT AD REACH vs. TOTAL POPULATION
19.3%

SNAPCHAT AD REACH vs. TOTAL INTERNET USERS
20.1%

QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH
0% [UNCHANGED]

YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH
-19.8% -288 THOUSAND

SHARE: FEMALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+
48.4%

SHARE: MALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+
47.8%

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

POPULATION AGED 18+
18.2%

ADOPTION: FEMALE SNAPCHAT AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
18.4%

ADOPTION: MALE SNAPCHAT AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
16.6%

SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: DATA AREN'T AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON LATEST REPORTS AVAILABLE CLOSE JANUARY 2024. GENDER DATA ARE ONLY AVAILABLE FOR FEMALE AND MALE USERS; NO DATA ARE AVAILABLE FOR USERS OF OTHER GENDERS. FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. MORE DETAILED NOTES, BREAKDOWNS, AND SOURCES, AVAILABLE ON THE FOLLOWING SLIDES. INTERNET USERS: KAUPIOS ESTIMATES BASED ON ITU, GWI, WORLD BANK, UN POPULATION DIVISION, AND OTHER SOURCES. POPULATION DATA: UNITED NATIONS AND U.S. CENSUS BUREAU.
* REPORTED IN SNAPCHAT'S TOOLS
** DIFFERENT METHODOLOGIES AND BASE DATES MEANS THIS DATA ISN'T COMPARABLE WITH FIGURES PUBLISHED IN OUR PREVIOUS REPORTS. READ MORE HERE.

Source for the page: WE ARE SOCIAL X Meltwater

Images:
- Icons of a person, group of people, world globe, calendar, and gender symbols.
- Logos of various analytics and social media monitoring companies such as KEPHOS, Meltwater, and We are Social.
- Image of the Singaporean flag.

Other text on the slide:
françaisJAN 2024
CELLULAR MOBILE CONNECTIONS OVER TIME
NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME

SINGAPORE

Q4 2021: 8.75 M
Q1 2022: 8.86 M (+1.3%)
Q2 2022: 8.98 M (+1.4%)
Q3 2022: 9.22 M (+2.7%)

Q4 2022: 9.33 M (+1.1%)
Q1 2023: 9.44 M (+1.2%)
Q2 2023: 9.57 M (+1.4%)
Q3 2023: 9.67 M (+1.0%)
Q4 2023: 9.78 M (+1.2%)

SOURCE: GSMA INTELLIGENCE

NOTE: EXCLUDES CELLULAR IOT CONNECTIONS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS: "K" DENOTES THOUSANDS (E.G. "123.1 K" = 123,100), "M" DENOTES MILLIONS (E.G. "12.34 M" = 12,340,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. COMPARABILITY: BASE CHANGES. SEE NOTES ON DATA.

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): 5.88 MILLION
- X AD REACH vs. TOTAL POPULATION: 97.5%
- X AD REACH vs. TOTAL INTERNET USERS: 101.6%
- QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH: +6.0% (+331 THOUSAND)
- YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH: +6.0% (+331 THOUSAND)

- SHARE: FEMALE X AD REACH AGED 18+ % OVERALL X AD REACH AGED 18+: 28.7%
- SHARE: MALE X AD REACH AGED 18+ % OVERALL X AD REACH AGED 18+: 71.3%
- ADOPTION: OVERALL X AD REACH AGED 18+ % OVERALL POPULATION AGED 18+: 109.5%
- ADOPTION: FEMALE X AD REACH AGED 18+ % FEMALE POPULATION AGED 18+: 65.5%
- ADOPTION: MALE X AD REACH AGED 18+ % MALE POPULATION AGED 18+: 149.4%

SOURCES: X’S ADVERTISING RESOURCES; KEPOS ANALYSIS. NOTES: VALUES ARE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR “FEMALE” AND “MALE”. ADVISORY: SIGNIFICANT ANOMALIES VS LOCAL DEMOGRAPHIC INSIGHTS MAY INDICATE ISSUES OR ANOMALIES IN THE SOURCE DATA. KEPOS ANALYSIS; WE ARE SOCIAL; MELTWATER.

DIGITAL 2024 SINGAPORE

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

JAN 2024
SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS
PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2023

SINGAPORE

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES
62.86%
YEAR-ON-YEAR CHANGE
-20.7% (-1,636 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES
35.69%
YEAR-ON-YEAR CHANGE
+76.9% (+1,551 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES
1.39%
YEAR-ON-YEAR CHANGE
+136% (+80 BPS)

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

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
0.06%
YEAR-ON-YEAR CHANGE
+500% (+5 BPS)

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN DECEMBER 2023. FIGURES REFLECT SHARE OF WEB TRAFFIC ORIGINATING FROM DEVICES RUNNING AN OPERATING SYSTEM DEVELOPED BY SAMSUNG (E.G., BADA AND TIZEN), AND KAI OS. "WEB PAGES" REFERS TO "PAGE VIEWS" AND "BROWSERS" REFERS TO "USER AGENTS" IDENTIFIED IN WEB SERVER LOG FILES. BASE YEAR: 2014. A STARTING VALUE OF 50% WOULD EQUAL...
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Digital 2024 Singapore **82 sur 131** **français**

---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
4H 31M

Share of smartphone time: Social Media Apps
29.5%

Share of smartphone time: Entertainment Apps
33.2%

Share of smartphone time: Utility & Productivity
15.8%

Share of smartphone time: Mobile Games (All genres)
11.9%

Share of smartphone time: Shopping Apps
2.6%

Share of smartphone time: All other Apps
7.1%

Share of smartphone time: Web Browsers & Search Engines*
6.2%

Source: Data.ai intelligence, See Data.ai Notes: Figures represent share of time spent using Android phones between 01 January and 31 December 2023. Category definitions represent Data.ai’s at 13 September 2023 and may not match individual App Store definitions. * Web Browsers and Search Engines is a subcategory of the "Utility & Productivity" primary classification. Comparability: Significant changes in the definitions used for each App category. Figures are not comparable with previous reports.
We Are Social Meltwater

Digital 2024 Singapore
83 sur 131### APP RANKING: DOWNLOADS

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

| MOBILE APP | COMPANY
01 | TikTok | ByteDance
02 | Telegram | Telegram
03 | CapCut | ByteDance
04 | Facebook | Meta
05 | Instagram | Meta
06 | Threads | Meta
07 | WhatsApp Messenger | Meta
08 | Shopee | SEA
09 | ChatGPT | OpenAI
10 | Yuu SG | Minden Holdings

| MOBILE GAME | COMPANY
01 | Monopoly Go: Family Board Game | Scopely
02 | Honkai: Star Rail | MiHoYo
03 | Free Fire | SEA
04 | PUBG Mobile | Tencent
05 | EA Sports FC™ Mobile 24 Soccer | Electronic Arts
06 | Block Blast Adventure Master | Hungry Studio
07 | Roblox | Roblox
08 | Mobile Legends: Bang Bang | ByteDance
09 | Royal Match | Dream Games
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.

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JAN 2024

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

SINGAPORE

TOTAL NUMBER OF MOBILE APP DOWNLOADS
278.1 MILLION

YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS
+4.3%
+12 MILLION

ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)
$598.9 MILLION

YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES
+9.1%
+$50 MILLION

SOURCE: Data.ai intelligence. See Data.ai.
NOTES: Figures present combined consumer activity across the Google Play Store, Apple iOS App Store, and third-party Android app stores between January and December 2023. "Consumer spend" only includes spend on apps and in-app purchases via app stores, and does not include revenues from eCommerce transactions or mobile advertising. Consumer spend figures are in U.S. dollars.

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	FACEBOOK	META
04	CHROME BROWSER	GOOGLE
05	GOOGLE	GOOGLE
06	GOOGLE MAPS	GOOGLE
07	TIKTOK	BYTEDANCE
08	GMAIL	GOOGLE
09	TELEGRAM	TELEGRAM
10	SINGPASS	GOVERNMENT TECHNOLOGY AGENCY

#	MOBILE GAME	COMPANY
01	ROBLOX	ROBLOX
02	MOBILE LEGENDS: BANG BANG	BYTEDANCE
03	CALL OF DUTY: MOBILE	ACTIVISION BLIZZARD
04	POKÉMON GO	NIANTIC
05	EA SPORTS FC™ MOBILE 24 SOCCER	ELECTRONIC ARTS
06	MONOPOLY GO: FAMILY BOARD GAME	SCOPELY
07	SUBWAY SURFERS	TENCENT
08	CHESS.COM	CHESS.COM
09	GENSHIN IMPACT	MIHOYO
10	CANDY CRUSH SAGA	ACTIVISION BLIZZARD

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

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

SINGAPORE
(THE FLAG OF SINGAPORE IS DISPLAYED)

1. ACCOUNT WITH A FINANCIAL INSTITUTION
   - 97.2%
   - FEMALE: 96.9%
   - MALE: 97.5%

2. CREDIT CARD OWNERSHIP

- 41.7%
- FEMALE: 39.1%
- MALE: 44.5%

3. DEBIT CARD OWNERSHIP
   - 93.5%
   - FEMALE: 92.8%
   - MALE: 94.2%

4. MOBILE MONEY ACCOUNT (E.G. MPESA, GCASH)
   - 30.6%
   - FEMALE: 27.1%
   - MALE: 34.4%

5. MADE A DIGITAL PAYMENT (PAST YEAR)
   - 91.0%
   - FEMALE: 88.0%
   - MALE: 94.3%

6. MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)
   - 58.4%
   - FEMALE: 55.2%
   - MALE: 61.8%

7. USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)
   - 54.0%
   - FEMALE: 51.0%
   - MALE: 57.1%

8. USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)
   - 58.1%
   - FEMALE: 54.3%
   - MALE: 62.2%

SOURCE: WORLD BANK NOTES (SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIOURS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. MOBILE MONEY ACCOUNTS ONLY REFER TO SERVICES THAT PEOPLE OPENED IN REGIONS WHERE MOBILE INTERNET IS A COMMON THING. SUCH AS MPESA, GCASH, AND OTHERS. FIGURES FOR MOBILE MONEY ACCOUNTS DO NOT INCLUDE MOBILE PAYMENT SERVICES SUCH AS ALIPAY, WECHAT, GOOGLE PAY, OR SAMSUNG PAY).

LOGOS: We Are Social, MeltwaterJAN 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
   - Icon: Shopping cart
   - Percentage: 58.8%
   - Source: GWI

2. ORDERED GROCERIES VIA AN ONLINE STORE
   - Icon: Pear
   - Percentage: 27.0%
   - Source: GWI

3. BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE
   - Icon: Recycle symbol
   - Percentage: 11.6%
   - Source: KARTOS

4. USED AN ONLINE PRICE COMPARISON SERVICE
   - Icon: Price comparison symbol
   - Percentage: 21.2%
   - Source: GWI

5. USED A BUY NOW, PAY LATER SERVICE
   - Icon: Calendar with dollar sign
   - Percentage: 11.3%
   - Source: GWI

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.

Country flag: Singapore (located in the upper right corner)
Singapore

Logos:
- We Are Social
- Meltwater

Page details:
- Digital 2024 Singapore
- Page 90 out of 131
- Language: françaisVoici la retranscription textuelle de l'image fournie :

JAN 2024
APP RANKING: CONSUMER SPEND
RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN 01 JANUARY AND 31 DECEMBER 2023

(SINGAPORE FLAG ICON)
SINGAPORE

#	MOBILE APP	COMPANY
01	TIKTOK	BYTEDANCE
02	YOUTUBE	GOOGLE
03	DISNEY+	DISNEY
04	GOOGLE ONE	GOOGLE
05	CAROUSELL	NASPERS
06	LINKEDIN	MICROSOFT
07	BUMBLE APP	BUMBLE
08	BIGO LIVE	JOYY INC.
09	NETFLIX	NETFLIX
10	AMAZON	AMAZON

#	MOBILE GAME	COMPANY
01	MOBILE LEGENDS: BANG BANG	BYTEDANCE
02	MONOPOLY GO: FAMILY BOARD GAME	SCOPELY
03	ROBLOX	ROBLOX
04	HONKAI: STAR RAIL	MIHOYO
05	LINEAGE W	NCSOFT
06	GENSHIN IMPACT	MIHOYO
07	RAGNAROK ORIGIN	GUNGHO ONLINE ENTERTAINMENT
08	MAPLE STORY R	RASTAR
09	COIN MASTER	MOON ACTIVE
10	MAPLESTORY M	NEXON

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI NOTES: RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023. “CONSUMER SPEND” ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING.

(we are social logo) (Meltwater logo)

français

Voilà la retranscription textuelle de l'image selon votre demande.JAN 2024

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

SINGAPORE

ELECTRONICS
$1.41 BILLION
YEAR-ON-YEAR CHANGE
+5.4% ($73 MILLION)

FASHION
$990.9 MILLION
YEAR-ON-YEAR CHANGE
+15.5% ($133 MILLION)

FOOD
$510.2 MILLION
YEAR-ON-YEAR CHANGE
+14.1% ($63 MILLION)

BEVERAGES
$372.0 MILLION
YEAR-ON-YEAR CHANGE
+12.7% ($42 MILLION)

DIY & HARDWARE
$61.24 MILLION
YEAR-ON-YEAR CHANGE
-8.0% ($490 THOUSAND)

FURNITURE
$315.6 MILLION
YEAR-ON-YEAR CHANGE
+12.6% ($35 MILLION)

PHYSICAL MEDIA
$151.6 MILLION
YEAR-ON-YEAR CHANGE
+0.1% ($100 THOUSAND)

BEAUTY & PERSONAL CARE
$263.8 MILLION
YEAR-ON-YEAR CHANGE
+7.1% ($18 MILLION)

TOBACCO PRODUCTS
$840 THOUSAND
YEAR-ON-YEAR CHANGE
[UNCHANGED]

TOYS & HOBBY
$212.1 MILLION
YEAR-ON-YEAR CHANGE
+4.7% ($9.6 MILLION)

HOUSEHOLD ESSENTIALS
$68.31 MILLION
YEAR-ON-YEAR CHANGE
+17.3% ($10 MILLION)

OVER-THE-COUNTER PHARMACEUTICALS
$65.63 MILLION
YEAR-ON-YEAR CHANGE
+16.1% ($9.1 MILLION)

LUXURY GOODS
$472.3 MILLION
YEAR-ON-YEAR CHANGE
+3.6% ($16 MILLION)

EYE-WEAR
$65.90 MILLION
YEAR-ON-YEAR CHANGE
+3.3% ($2.1 MILLION)

SOURCE STATISTA ECOMMERCE MARKET. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES SPENT IN USD, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR. THE "PHYSICAL MEDIA" CATEGORY INCLUDES SPENDING ON PHYSICAL MEDIA ONLY, EXCLUDING DOWNLOADS OR STREAMING. COMPARABILITY: SIGNIFICANT

REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES MEAN THAT FIGURES ARE NOT COMPARABLE WITH PREVIOUS EDITIONS.

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

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

32.0%

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

53.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK TRANSFERS

9.0%

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

1.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO OTHER PAYMENT METHODS

5.0%

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

ONLINE PURCHASE DRIVERS
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR

WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE

SINGAPORE

FREE DELIVERY
51.1%

COUPONS AND DISCOUNTS
40.1%

LOYALTY POINTS
36.8%

EASY RETURNS POLICY
30.8%

CUSTOMER REVIEWS
30.4%

SIMPLE ONLINE CHECKOUT
29.9%

NEXT-DAY DELIVERY
29.6%

CLICK AND COLLECT
19.1%

SOCIAL LIKES & COMMENTS
15.5%

CASH ON DELIVERY
15.4%

ECO-FRIENDLY CREDENTIALS
14.3%

INTEREST-FREE PAYMENTS
11.5%

GUEST CHECKOUT
9.1%

EXCLUSIVE CONTENT OR SERVICES
6.2%

SOCIAL BUY BUTTONS
6.0%

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

we are social
Meltwater

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

NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES
2.48 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE USERS
+2.5%
+60 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2023)
$870.0 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE ONLINE RIDE-HAILING BOOKINGS
+16.0%
+$120 MILLION

AVERAGE ANNUAL VALUE PER USER: ONLINE RIDE-HAILING BOOKINGS (USD, 2023)
$352

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

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

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	NIKE	100
02	SAMSUNG	100
03	SHOPEE	85
04	IKEA	65
05	LEGO	63
06	ADIDAS	60
07	APPLE	60
08	AMAZON	56
09	CHANEL	50
10	DIOR	45

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	ROLEX	42
12	LAZADA	40
13	GOOGLE	35
14	GUCCI	33
15	COACH	31
16	IPAD	28
17	NEW BALANCE	26
18	DECATHLON	24
19	IPHONE 14	23
20	CAROUSELL	20

SOURCE: GOOGLE TRENDS, BASED ON SHOPPING SEARCHES CONDUCTED ON GOOGLE SEARCH BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. NOTES: ANY LANGUAGE ANOMALIES OR SPELLING ERRORS IN QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS" TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN THEIR SEARCH ACTIVITIES. INDEX DOESN'T REFLECT ABSOLUTE SEARCH VOLUMES, BUT THE INDEX FOR "TOP QUERY" 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.

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

JAN 2024
ONLINE DOCTOR CONSULTATIONS OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES

(Singapore Flag)
SINGAPORE

1. NUMBER OF PEOPLE USING ONLINE DOCTOR CONSULTATION SERVICES
   - 220.0 THOUSAND

2. YEAR-ON-YEAR CHANGE IN USERS OF ONLINE DOCTOR CONSULTATION SERVICES
   - +4.8%
   - +10 THOUSAND

3. TOTAL ANNUAL VALUE OF ONLINE DOCTOR CONSULTATIONS (USD, 2023)
   - $140.6 MILLION

4. YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE DOCTOR CONSULTATIONS
   - +16.6%
   - +$20 MILLION

5. AVERAGE ANNUAL VALUE PER USER: ONLINE DOCTOR CONSULTATIONS (USD, 2023)
   - $634

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

Logos:
- Statista
- Meltwater
- We Are Social

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

JAN 2024

DIGITAL CONTENT PURCHASES
Percentage of internet users aged 16 to 64 who pay for each type of digital content each month

Singapore

1. Movie or TV streaming service - 27.8%
2. Music streaming service - 19.2%
3. Music download - 13.3%
4. Mobile app - 13.1%
5. Mobile game - 12.4%
6. In-app purchases - 9.5%
7. Software package - 8.8%
8. E-book - 8.1%
9. News service - 7.9%
10. Premium web service - 7.8%
11. Study programs and learning materials - 7.4%
12. Digital gifts - 5.9%
13. Online magazine subscription - 5.9%
14. Dating service - 5.3%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: methodology changes, see notes on data. We Are Social. Meltwater.

Digital 2024 Singapore
100 sur 131

Notez que cela représente les résultats d'une enquête sur les utilisateurs d'internet de Singapour âgés de 16 à 64 ans et leur propension à payer pour divers types de contenu numérique chaque mois.JAN 2024

DIGITAL MEDIA SPEND

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

TOTAL
$1.08 BILLION
YEAR-ON-YEAR CHANGE
+9.1% (+$90 MILLION)

VIDEO GAMES
$288.4 MILLION
YEAR-ON-YEAR CHANGE
+14.3% (+$36 MILLION)

VIDEO-ON-DEMAND
$193.9 MILLION
YEAR-ON-YEAR CHANGE
+16.6% (+$28 MILLION)

EPUBLISHING
$507.4 MILLION
YEAR-ON-YEAR CHANGE
+3.1% (+$15 MILLION)

DIGITAL MUSIC
$89.10 MILLION
YEAR-ON-YEAR CHANGE
+14.1% (+$11 MILLION)

SINGAPORE FLAG ICON

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

we are social ICON
Meltwater ICON

Small icons at the bottom for document navigation and settings (search, zoom in, zoom out, back to full screen, language options).Bien sûr, voici la transcription textuelle de l'image :

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JAN 2024

DIGITAL HEALTH TREATMENT & CARE OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND CARE

(Singapore flag)
SINGAPORE

NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE
3.18 MILLION

YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE
+12.4% +350 THOUSAND

TOTAL ANNUAL VALUE OF THE DIGITAL TREATMENT & CARE MARKET (USD, 2023)
$263.6 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL TREATMENT & CARE MARKET
+73.9% +$112 MILLION

AVERAGE ANNUAL VALUE PER USER: DIGITAL TREATMENT & CARE (USD, 2023)
$82.94

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/ONLINE SMART TOOLS OR SMARTWEAR. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN US DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; “$” VALUES SHOW ABSOLUTE CHANGE.
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français

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Les éléments graphiques sont représentés par des icônes et des flèches pour indiquer les changements et les valeurs, mais ces éléments ne peuvent pas être fidèlement décrits textuellement.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
1.92 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING USERS
+9.7% +170 THOUSAND

TOTAL ANNUAL VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET (USD, 2023)
$183.4 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE, DIGITAL FITNESS & WELL-BEING MARKET
+10.3% +$17 MILLION

AVERAGE ANNUAL VALUE PER USER, DIGITAL FITNESS & WELL-BEING (USD, 2023)
$95.44

SOURCE: Statista Digital Market Outlook, see statista.com
NOTES: Includes smartwatches, fitness and activity tracking wristwear, smart scales, fitness apps that track parameters (running apps, e.g., Google Guathrigh and Runtastic) and meditation apps and does not include smart clothing, smart shoes, smart eyewear, health tracking apps, augmented and virtual reality fitness gaming or connected fitness equipment (e.g., smart bike trainers)... VALUE REPRESENTS RETAIL VALUE TO CONSUMERS. AVERAGE ANNUAL VALUE PER USER INCLUDES ONLY PAYING USERS. YEAR-ON-YEAR (Y-O-Y) CHANGES CALCULATED IN LOCAL CURRENCY TERMS; ALL OTHER VALUES FOR THE PERIOD REPRESENTED ARE FINANCIAL VALUES IN U.S. DOLLARS. RECTANGLES WITH ROUNDED CORNERS.
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français

we are social™ MeltwaterJAN 2024

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

SINGAPORE FLAG

Research brands online before making a purchase
- 49.3%
- YOY: -8.4% (-450 BPS)

Visited a brand's website in the past 30 days
- 46.1%
- YOY: -5.1% (-250 BPS)

Clicked or tapped on a banner ad on a website in the past 30 days
- 9.8%
- YOY: -14.0% (-160 BPS)

Clicked or tapped on a sponsored social media post in the past 30 days
- 11.9%
- YOY: [UNCHANGED]

Downloaded or used a branded mobile app in the past 30 days
- 13.2%
- YOY: +16.8% (+190 BPS)

SOURCE: GWI Q3 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64.
SEE GWI.COM/NOTES.
NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE (REFERENCE CHANGE VALUES IN COMPARATIVE PERCENTAGE OR POINTS.PERSISTING VALUE OF 100% RECEIVES 0. ALL VALUES ARE REFLECTIVE TO SURVEY SAMPLE.
COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

Logos: GWI, KEPOS, WE ARE SOCIAL, MeltwaterJan 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

Singapore:
- Search Engines: 50.2%
- Product & Brand Websites: 34.7%
- Consumer Reviews: 33.9%
- Social Networks: 33.3%
- Price Comparison Sites: 27.6%
- Discount Voucher Sites: 22.6%
- Mobile Apps: 21.0%
- Q&A Sites: 15.6%
- Brand & Product Blogs: 14.6%
- Forums & Message Boards: 14.5%
- Video Sites: 14.5%
- Specialist Review Sites: 13.2%
- Messenger Services: 11.4%
- Micro-Blogs: 7.5%
- Online Pinboards: 6.3%

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

we are social / MeltwaterJAN 2024

ADVERTISING SPEND: TOTAL vs. DIGITAL

Total ad spend across all channels, with detail for digital ad spend (U.S. Dollars, Full-Year 2023)

Total ad spend (including online and offline channels)
$2.91 billion

Year-on-year change in total ad spend (all channels)
+5.4% (+$148 million)

Digital ad spend (including search and social media)

$1.74 billion

Year-on-year change in digital ad spend
+10.5% (+$166 million)

Digital ad spend as a percentage of total ad spend
59.7%

Source: Statista Market Outlooks

Notes: Figures represent estimates for full-year 2023, and comparisons with equivalent values for the previous calendar year. Manoeuvring in billions of dollars, percentage changes are calculated from an underlying value of USD (US Dollars). 2021 NOT COMPARABLE: Base year for underlying figures is 2021, and year-on-year comparisons use 2021 figures, rather than 2020. The underlying figures used in this chart include a broader variety of channels and activities than the definition of "all channels" used within this report.

Digital 2024 Singapore, 106 sur 131, français

Logos: We Are Social, MeltwaterJAN 2024 (in green box)

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

[Singapore flag]
SINGAPORE

Annual Spend on online search advertising (USD)

[Dollar symbol]
$603.1 MILLION

Year-on-year change in online search advertising spend

[Dollar exchange symbol]
+13.3%
+ $71 MILLION

Online search's share of total digital advertising spend

[Magnifying glass symbol]
34.7%

Year-on-year change in online search's share of total digital advertising spend

[Arrow up & down symbol]
+2.5%
+85 BPS (Basis Points)

[Footer]
SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK; SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS; PERCENTAGE CHANGES SHOWN ARE INCREASES OR DECREASES COMPARED TO THE PREVIOUS YEAR. FOR EXAMPLE, A ESTIMATED VALUE OF 50%, 2024 WOULD EQUAL 60%, NOT 77%: 15% VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE CHANGES FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

PROGRAMMATIC ADVERTISING OVERVIEW

SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

[Image of flag] SINGAPORE

ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (USD)
$1.22 BILLION

YEAR-ON-YEAR CHANGE IN PROGRAMMATIC ADVERTISING SPEND (USD)
+12.0% +$131 MILLION

PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
70.1%

YEAR-ON-YEAR CHANGE IN PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
+1.4% +95 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. FOREIGN CURRENCY VALUES

ARE ESTIMATES BASED ON EXCHANGE RATES AS OF 01 MAY 2024. INDIVIDUAL FIGURES MAY NOT ADD UP TO TOTAL VALUES REPRESENTED IN CHARTS, AND INDICATE ACURATE ROUNDED ESTIMATES. COMPARABILITY: BASE CHANGES FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we are social [Logo]
[Logo] Meltwater

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

FLIGHTS
$1.27 BILLION
YEAR-ON-YEAR CHANGE
+230% (+$885 MILLION)

TRAINS
$63.50 MILLION
YEAR-ON-YEAR CHANGE
+26.8% (+$13 MILLION)

CAR RENTALS
$159.7 MILLION
YEAR-ON-YEAR CHANGE
+31.4% (+$38 MILLION)

LONG-DISTANCE BUSES
$44.83 MILLION
YEAR-ON-YEAR CHANGE
+30.5% (+$10 MILLION)

HOTELS
$924.4 MILLION
YEAR-ON-YEAR CHANGE
+22.1% (+$168 MILLION)

PACKAGE HOLIDAYS
$1.23 BILLION
YEAR-ON-YEAR CHANGE
+22.7% (+$227 MILLION)

VACATION RENTALS

$305.4 MILLION
YEAR-ON-YEAR CHANGE
+31.2% (+$73 MILLION)

CRUISES
$25.67 MILLION
YEAR-ON-YEAR CHANGE
+24.5% (+$5.1 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK; STATISTA MOBILITY MARKET OUTLOOK; SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT, NON-COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, BIKE-HIRE, OR CARSHARING SERVICES. COMPARABILITY: B2B [AND CATEGORY-SPECIFIC] REVENUE ESTIMATES ARE NOT COMPARABLE WITH PREVIOUS ESTIMATES.

SOURCES OF BRAND DISCOVERY
Percentage of Internet Users aged 16 to 64 who discover new brands, products, and services via each channel or medium
Singapore

1. Search Engines - 30.4%
2. Word-of-Mouth - 28.3%
3. Social Media Ads - 25.1%
4. Retail Websites - 24.7%
5. In-Store Promos - 24.0%
6. Brand Websites - 22.3%
7. TV Ads - 20.5%
8. Ads on Websites - 19.9%
9. Consumer Review Sites - 18.1%
10. Social Media Comments - 18.0%
11. Ads on Public Transport - 17.5%
12. Ads in Mobile Apps - 16.0%
13. Emails or Physical Mail - 15.2%
14. TV Shows and Films - 15.1%
15. Product Brochures - 14.9%

Source: GWI (Q3 2021). Figures represent the findings of a broad survey of Internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes. See Notes on Data.

Right bottom corner: Digital 2024 Singapore - 103 sur 131

Bottom logos: we are social | MeltwaterJAN 2024

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

(SINGAPORE FLAG)
SINGAPORE

Annual spend on social media advertising (USD)
$426.5 million

Year-on-year change in social media advertising spend
+11.8% +$45 million

Social media's share of total digital advertising spend
24.5%

Year-on-year change in social media's share of total digital advertising spend
+1.2% +28 BPS

Source: Statista Advertising & Media Outlook. See Statista.com. Notes: Figures represent estimates for full-year 2024, and comparisons with equivalent values for the previous calendar year. Financial values are in U.S. Dollars. Percentage change values are based on a starting value of 100%; for example, a starting value of 35% would equal 65%, not 75%. "BPS" values represent basis points and indicate absolute percentage point change. Comparability: Base changes figures are not comparable with previous reports.