

JAN 2024

HONG KONG

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEANS THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.

TOTAL POPULATION

7.49 MILLION

YEAR-ON-YEAR CHANGE +0.08% +6,055

URBANISATION 100.0%

CELLULAR MOBILE CONNECTIONS

16.80 MILLION

YEAR-ON-YEAR CHANGE +2.2% +356 THOUSAND

TOTAL vs. POPULATION 224.2%

INDIVIDUALS USING THE INTERNET

7.17 MILLION

YEAR-ON-YEAR CHANGE +0.08% +5,789

TOTAL vs. POPULATION 95.6%

SOCIAL MEDIA USER IDENTITIES

6.46 MILLION

YEAR-ON-YEAR CHANGE -4.0% -270 THOUSAND

TOTAL vs. POPULATION 86.2%

SOURCES

[Various sources listed at the bottom of the image]

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Meltwater

Why do marketers use social listening?

according to Meltwater's State of Social Media 2024

- 55% To better understand my target audience
- 43% To manage brand reputation
- 34% To raise brand awareness
- 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.

Partenariat contenu

Meltwater

State of Social Media 2024

[Une femme tenant une tablette avec des graphiques derrière elle]

Download the report

[QR Code]

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[Menu de navigation avec des options incluant imprimer, partager, etc., et paramètres linguistiques avec "français" sélectionné]Voici la transcription textuelle de l'image :

We Are Social

Think Forward

THE SOCIAL RECKONING

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

Dive into We Are Social's latest trends report.

Attention layering

EVERYDAY FANDOM

Mischief Mode

The Offline Internet

Post Representation

Explore the trends:

ThinkForward.WeAreSocial.com

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français

JAN 2024

POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS

TOTAL POPULATION

7.49 MILLION

FEMALE POPULATION

54.0%

MALE POPULATION

46.0%

YEAR-ON-YEAR CHANGE IN TOTAL POPULATION

+0.08%

+6,055

MEDIAN AGE OF THE POPULATION

46.1

URBAN POPULATION

100.0%

POPULATION DENSITY (PEOPLE PER KM²)

6,819

OVERALL LITERACY (ADULTS AGED 15+)

93.5%

FEMALE LITERACY (ADULTS AGED 15+)

89.6%

MALE LITERACY (ADULTS AGED 15+)

96.9%

SOURCES: KEPOS ANALYSIS; UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; WORLD BANK; UNESCO; CIA WORLD FACTBOOK; OUR WORLD IN DATA; INDEMUINDIE; KINDEMA.

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POPULATION OVER TIME

POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

JAN 2014 - 7.33 M - +0.7%
JAN 2015 - 7.38 M - +0.6%
JAN 2016 - 7.42 M - +0.4%
JAN 2017 - 7.45 M - +0.3%
JAN 2018 - 7.47 M - +0.2%
JAN 2019 - 7.49 M - +0.2%
JAN 2020 - 7.50 M - -0.03%
JAN 2021 - 7.50 M - -0.1%
JAN 2022 - 7.49 M - -0.01%
JAN 2023 - 7.49 M - +0.08%
JAN 2024 - 7.49 M

SOURCES: UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; KEPOS ANALYSIS

NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS:

“K” DENOTES THOUSANDS (E.G. 123K = 123,000),

“M” DENOTES MILLIONS (E.G. 1.23M = 1,230,000),

AND “B” DENOTES BILLIONS (E.G. 1.23B = 1,230,000,000).

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

COMPARABILITY: SOURCE CHANGES AND BASE REVISIONS; FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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FINANCIAL AND DEVELOPMENTAL INDICATORS

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

HONG KONG

Gross Domestic Product (Current U.S. Dollars)

\$385.5 BILLION

Percentage of the Population Earning Less Than \$3.65 (2017 PPP) Per Day
[N/A]

Gross Domestic Product (PPP, Current International Dollars)
\$549.0 BILLION

Percentage of the Population with Access to Basic Drinking Water
100%

Gross Domestic Product Per Capita (Current U.S. Dollars)
\$51.2 THOUSAND

Percentage of the Population with Access to Basic Sanitation
96.5%

Gross Domestic Product Per Capita (PPP, Current International Dollars)
\$72.9 THOUSAND

Percentage of the Population with Access to Electricity
100%

Net National Income Per Capita (Current U.S. Dollars)
\$5,417

Percentage of the Population That Owns a Mobile Phone (Any Type)
95.7%

SOURCES: IMF; World Bank (most latest published data up to 2021).

Definitions: \$3.65 (2017 PPP): Reflects global purchasing power parity-based on the World Bank's 2017 exchange benchmark. Basic drinking water: Percentage of the total population using drinking water from an improved source. Basic sanitation: Percentage of the population using at least basic sanitation services. Access to electricity: Percentage of the total population with access to electricity. Mobile phone ownership: The total number of SIM cards in use vs. total population (excluding IoT).

Note: More information about definitions and the latest published values for each indicator, and how to find we are social and Meltwater results vs. World Bank results and more comparatives: Figures like those from the World Bank in this report may not match values shown elsewhere in this report.

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Sources:

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MeltwaterVoici la retranscription textuelle de l'image :

** JAN 2024 **

** AGE DISTRIBUTION OF THE POPULATION **

The number of people in each age group, and associated share of the population

- ** AGE 0-4: ** 243 K (3.2%)
- ** AGE 5-9: ** 332 K (4.4%)
- ** AGE 10-14: ** 306 K (4.1%)
- ** AGE 15-19: ** 276 K (3.7%)
- ** AGE 20-24: ** 298 K (4.0%)
- ** AGE 25-29: ** 420 K (5.6%)
- ** AGE 30-34: ** 495 K (6.6%)
- ** AGE 35-39: ** 532 K (7.4%)
- ** AGE 40-44: ** 591 K (7.9%)
- ** AGE 45-49: ** 559 K (7.5%)
- ** AGE 50-54: ** 571 K (7.6%)
- ** AGE 55-59: ** 582 K (7.8%)
- ** AGE 60-64: ** 631 K (8.4%)
- ** AGE 65-69: ** 540 K (7.2%)
- ** AGE 70-74: ** 412 K (5.5%)
- ** AGE 75-79: ** 275 K (3.7%)
- ** AGE 80-84: ** 168 K (2.2%)
- ** AGE 85-89: ** 135 K (1.8%)
- ** AGE 90-94: ** 75.6 K (1.0%)
- ** AGE 95-99: ** 26.2 K (0.3%)
- ** AGE 100+: ** 6.149 K (<0.1%)

SOURCES: Extrapolation of data published by the United Nations and local government authorities. *NOTES:* (Percentage values below each bar represent the respective age group's share of the total population.) Where present, age labels are shown next to figures (e.g., age 35 instead of 32). The denominator for age-specific indicators marked with an asterisk '*' excludes people aged below 15 (e.g., denominator of age dependency ratio is the total population aged 15+). Published sources: 12 May 12,000,000.

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Hong Kong flag icon on the top right.Voici la retranscription textuelle de l'image :

**** JAN 2024 DEVICE OWNERSHIP****

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

****Hong Kong****

- ****Any Kind of Mobile Phone****

96.0%

Year-on-year Change: -0.1% (-10 BPS)

- ****Smart Phone****

95.9%

Year-on-year Change: -0.2% (-20 BPS)

- ****Feature Phone****

5.3%

Year-on-year Change: +23.3% (+100 BPS)

- ****Laptop or Desktop Computer****

65.2%

Year-on-year Change: -0.9% (-60 BPS)

- ****Tablet Device****

50.3%

Year-on-year Change: +1.4% (+70 BPS)

- ****Games Console****

31.1%

Year-on-year Change: +9.1% (+260 BPS)

- ****Smart Watch or Smart Wristband****

41.3%

Year-on-year Change: +7.0% (+270 BPS)

- ****TV Streaming Device****

17.4%

Year-on-year Change: +3.0% (+50 BPS)

- ****Smart Home Device****

18.0%

Year-on-year Change: +9.8% (+160 BPS)

- **Virtual Reality Device**

5.4%

Year-on-year Change: -16.9% (-110 BPS)

Source: GWI Q4 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 50% from a starting value of 30% would equal 45%, not 80%). 'BPS' values represent basis points and indicate absolute change. Comparability: Methodology changes, see Notes on Data.

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Icônes au bas de l'image (de gauche à droite)

- Flèche gauche
- Maison
- Loupe
- Téléphone portable
- Cercle
- Flèche de partage
- Globe
- Drapeau

---JAN 2024

MEDIA USE

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

USING THE INTERNET VIA A MOBILE PHONE

99.1%

YEAR-ON-YEAR CHANGE

+0.9% (+85 BPS)

[Icon red with a mobile phone]

USING THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET

96.3%

YEAR-ON-YEAR CHANGE

+1.4% (+133 BPS)

[Icon orange with a laptop]

USING SOCIAL MEDIA

96.3%

YEAR-ON-YEAR CHANGE

+1.7% (+156 BPS)

[Icon green with chat symbol]

WATCHING LINEAR AND BROADCAST TV

91.5%

YEAR-ON-YEAR CHANGE

-2.3% (-217 BPS)

[Icon blue with a TV]

WATCHING STREAMING AND ON-DEMAND TV

77.3%

YEAR-ON-YEAR CHANGE

+4.9% (+359 BPS)

[Icon red with a TV with play icon]

READING ONLINE PRESS CONTENT

83.3%

YEAR-ON-YEAR CHANGE

+1.0% (+81 BPS)

[Icon green with a newspaper]

READING PHYSICAL PRESS CONTENT

68.6%

YEAR-ON-YEAR CHANGE

-0.2% (-11 BPS)

[Icon blue with a physical newspaper]

LISTENING TO BROADCAST RADIO

64.0%

YEAR-ON-YEAR CHANGE

+0.07% (+5 BPS)

[Icon red with a radio]

LISTENING TO MUSIC STREAMING SERVICES

68.2%

YEAR-ON-YEAR CHANGE

+6.8% (+436 BPS)

[Icon orange with musical note]

LISTENING TO PODCASTS

58.3%

YEAR-ON-YEAR CHANGE

+5.7% (+315 BPS)

[Icon green with a podcast symbol]

SOURCE: GWI Q4 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64 (SEE GWIL.COM). NOTES: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE. BPS VALUES INDICATE ABSOLUTE CHANGE. COMPARABILITY OF GWI'S INTERNET USERS DATA MAY BE AFFECTED BY CHANGES IN METHODOLOGY, BASES, OR CHANGES IN RESPONDENTS' PRONENESS TO OVER/UNDER-REPORTING. DIGITAL2024'S AGGREGATE "INTERNET USERS" VALUES REFLECT ACTIVE ONLINE BEHAVIOURS AND MAY DIFFER FROM ANNUALIZED INTERNET USERS STATISTICS PUBLISHED BY OTHER SOURCES.

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[We Are Social logo] [Meltwater logo]

JAN 2024

DAILY TIME SPENT WITH MEDIA

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

TIME SPENT USING THE INTERNET

6H 19M

YEAR-ON-YEAR CHANGE

-1.8% (-6 MINS)

TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)

2H 32M

YEAR-ON-YEAR CHANGE

-6.8% (-11 MINS)

TIME SPENT USING SOCIAL MEDIA

1H 51M

YEAR-ON-YEAR CHANGE

-1.2% (-1 MIN)

TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)

1H 33M

YEAR-ON-YEAR CHANGE

-11.7% (-12 MINS)

****TIME SPENT LISTENING TO MUSIC STREAMING SERVICES****

1H 09M

YEAR-ON-YEAR CHANGE

-6.8% (-5 MINS)

****TIME SPENT LISTENING TO BROADCAST RADIO****

0H 47M

YEAR-ON-YEAR CHANGE

+1.6% (+1 MIN)

****TIME SPENT LISTENING TO PODCASTS****

0H 42M

YEAR-ON-YEAR CHANGE

-8.3% (-3 MINS)

****TIME SPENT USING A GAMES CONSOLE****

0H 56M

YEAR-ON-YEAR CHANGE

-12.5% (-8 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 (VIEWED BOTH LIVE AND ON-DEMAND) SERVICES. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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français** Jan 2024**

****Overview of Internet Use****

Essential indicators of internet adoption and use

****Total Number of Internet Users****

- 7.17 million

****Internet Users vs. Total Population****

- 95.6%

****Year-on-Year Change in Total Internet Users****

- +0.08% (+5,789)

****Year-on-Year Change in Internet Users vs. Population****

- 0% [Unchanged]

****Indexed Internet Adoption vs. Global Average****

- 144.5

****Percentage of Internet Users Accessing via Mobile Phones****

- 93.9%

****Average Daily Time Spent Using the Internet****

- 6H 19M

****Year-on-Year Change in Daily Time Spent Using the Internet****

- -1.8% (-6 mins)

****Sources:****

- KIPOS Analysis, ITU, GSMA Intelligence, Eurostat, CIA World Factbook, GWI, Kantar & IABM, local government authorities, United Nations, time spent and mobile share: DataReportal calculations, GWI Q4 2023

- Based on a broad survey of internet users aged 16 to 64. See [GWI.COM/ADVISORY](https://www.gwi.com/advisory).

- Figures for internet user growth may under-represent actual trends. See notes on data comparability.

- SOURCE AND BASE CHANGES.

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****Logos at the bottom:****

- we are social

- MeltwaterVoici la retranscription textuelle de l'image :

****JAN 2024****

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

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

| JAN | No. of Individuals (in Millions) | YOY Change (%) |

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

| JAN 2014 | 5.85 M | +7.1% |

| JAN 2015 | 6.27 M | +3.6% |

| JAN 2016 | 6.49 M | +2.6% |

| JAN 2017 | 6.66 M | +1.5% |

| JAN 2018 | 6.76 M | +1.6% |

| JAN 2019 | 6.87 M | +0.9% |

| | | |
|----------|--------|--------|
| JAN 2020 | 6.93 M | +0.7% |
| JAN 2021 | 6.98 M | +2.6% |
| JAN 2022 | 7.16 M | -0.01% |
| JAN 2023 | 7.16 M | +0.08% |
| JAN 2024 | 7.17 M | |

****Sources:****

Kepios Analysis, ITU, GSMA Intelligence, Eurostat, Google's Advertising Resources, CIA World Factbook, Government Resources, United Nations.

****Note:****

Where letters are shown next to figures above, the definitions corresponding to each are as follows:

a = 13+: 798M/33.6%, b = 18+: 1.28B/20.0%, c = 13-17: 270M/14.0%, d = Other source does not publish regular updates, so figures for recent periods may underrepresent actual use.

****Logos:****

- DataReportal
- We Are Social
- Meltwater

(situé sur un background bleu avec du texte en blanc)JAN 2024

INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

INTERNET USERS: ITU

7.17 MILLION

vs. POPULATION

95.6%

INTERNET USERS: CIA WORLD FACTBOOK

6.98 MILLION

vs. POPULATION

93.1%

INTERNET USERS: INTERNETWORLDSTATS

6.69 MILLION

vs. POPULATION

89.2%

Sources: As stated above each icon. Notes: Where sources publish internet adoption as a percentage (%) penetration, we compare the latest published adoption rates with the latest figures for population to provide equivalent user numbers. Where sources publish absolute user numbers, we compare these absolute user figures with the latest sources for population to derive equivalent user adoption percentages.

Comparables: Potential mismatches. Internet user figures quoted elsewhere in this report may not be aligned with data from multiple sources, including sources not listed on this slide.

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

79.9%
JAN 2014
+6.4%

84.9%
JAN 2015
+3.0%

87.5%
JAN 2016
+2.2%

89.4%
JAN 2017
+1.2%

90.5%
JAN 2018
+1.4%

91.7%
JAN 2019
+0.7%

92.4%
JAN 2020
+0.7%

93.1%
JAN 2021
+2.7%

95.6%
JAN 2022
0%

95.6%

JAN 2023

0%

95.6%

JAN 2024

0%

Sources:

[F] GMS Analysis; ITU; USMA; Intelligence; Eurostat; Google's Advertising Resources; CNNIC; Kantar I'MRB; Government Resources; United Nations. Notes: Data is not reported for 2016 and prior, we use data from the nearest reported region. For 2023, internet usage was surveyed by the Rawling's Market Analytic Guides and the Rawling's Internet Adoption, Internet Data, and [T]heories across Europe. WE ARE Social, International Banking Regulators, and GCP's Comparative Guides share the same data averages. All figures use the latest available data, but sources should not be fully relied upon.

[S]ome figures do not sum due to rounding. Figures represent actual adoption in select companies.

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DAILY TIME SPENT USING THE INTERNET

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

HONG KONG

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES

6H 19M

TIME SPENT USING THE INTERNET ON MOBILE PHONES

3H 17M

TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS

3H 03M

MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME

51.8%

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.

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JAN 2024

MAIN REASONS FOR USING THE INTERNET

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

1. FINDING INFORMATION - 61.4%
2. FILLING UP SPARE TIME AND GENERAL BROWSING - 56.4%
3. WATCHING VIDEOS, TV SHOWS OR MOVIES - 56.4%
4. STAYING IN TOUCH WITH FRIENDS AND FAMILY - 54.2%
5. KEEPING UP TO DATE WITH NEWS AND EVENTS - 51.3%
6. MANAGING FINANCES AND SAVINGS - 45.9%
7. RESEARCHING PLACES, VACATIONS AND TRAVEL - 45.9%
8. ACCESSING AND LISTENING TO MUSIC - 41.0%
9. RESEARCHING HOW TO DO THINGS - 37.2%
10. RESEARCHING PRODUCTS AND BRANDS - 36.3%
11. RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS - 34.1%
12. FINDING NEW IDEAS OR INSPIRATION - 32.9%
13. ORGANISING DAY-TO-DAY LIFE - 32.7%
14. GAMING - 30.0%
15. EDUCATION AND STUDY-RELATED PURPOSES - 29.0%

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.

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SHARE OF WEB TRAFFIC BY DEVICE

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

Hong Kong

Mobile Phones

48.17%

YEAR-ON-YEAR CHANGE

+18.2% (+742 BPS)

Laptop and Desktop Computers
45.29%
YEAR-ON-YEAR CHANGE
-14.1% (-745 BPS)

Tablet Devices
6.52%
YEAR-ON-YEAR CHANGE
+0.5% (+3 BPS)

Other Devices
0.02%
YEAR-ON-YEAR CHANGE
[MINIMAL]

Source: StatCounter. Notes: Figures represent the number of web pages served to browsers running on each type of device compared with the total number of web pages served to browsers running on any device in December 2023. Percentage change values represent the change in the number of pages from a starting value of 50%, from a starting value of 50%, would equal 67%, not 100%. "BPS" values represent basis points, and indicate the absolute change. Figures may not sum due to rounding.

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** JAN 2024 **

** DEVICES USED TO ACCESS THE INTERNET **

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

** HONG KONG **

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

****93.9%****

****YEAR-ON-YEAR CHANGE****

****+3.4% (+310 BPS)****

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

****73.3%****

****YEAR-ON-YEAR CHANGE****

****+1.0% (+70 BPS)****

****SMART PHONE****

****92.2%****

****YEAR-ON-YEAR CHANGE****

****+2.3% (+210 BPS)****

****FEATURE PHONE****

****6.9%****

****YEAR-ON-YEAR CHANGE****

****+56.8% (+250 BPS)****

****TABLET DEVICE****

****41.0%****

****YEAR-ON-YEAR CHANGE****

****+4.9% (+190 BPS)****

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

****63.9%****

****YEAR-ON-YEAR CHANGE****

**** -3.9% (-260 BPS)****

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

****42.5%****

****YEAR-ON-YEAR CHANGE****

****+0.5% (+20 BPS)****

****CONNECTED TELEVISION****

****31.6%****

****YEAR-ON-YEAR CHANGE****

**** -4.5% (-150 BPS)****

****SMART HOME DEVICE****

****14.2%****

****YEAR-ON-YEAR CHANGE****

****+24.6% (+280 BPS)****

****GAMES CONSOLE****

****17.6%****

****YEAR-ON-YEAR CHANGE****

**** -5.9% (-110 BPS)****

Source: GWI Q4 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Notes: 'Mobile Phone (Any)' includes users who access via a smartphone or a feature phone. 'Laptop or Desktop (Any)' includes users who access via either computer. 'Feature Phone' includes those who use an older mobile device that is not classified as a smartphone. 'Year-on-year change' figures show the percentage change versus the equivalent data point from the previous period. Percentage change values reflect relative change; BPS values show the change in basis points and reflect absolute change. Comparability: Methodology changes: see Notes on Data.

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---JAN 2024 INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

HONG KONG

MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

Download (Mbps): 62.41
Upload (Mbps): 12.91
Latency (ms): 17
- we are social (graphic)

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

Download (Mbps): +10.4%
Upload (Mbps): +3.7%
Latency (ms): -5.6%
- OOKLA (graphic)

MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

Download (Mbps): 259.02
Upload (Mbps): 185.41
Latency (ms): 4
- Meltwater (graphic)

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

Download (Mbps): +33.1%
Upload (Mbps): +34.8%
Latency: 0%

SOURCE: OOKLA. NOTE: FIGURES REPRESENT MEDIAN DOWNLOAD AND UPLOAD SPEEDS IN MEGABITS PER SECOND, AND MEDIAN CONNECTION LATENCY IN MILLISECONDS, IN NOVEMBER 2023. TIP: A NEGATIVE VALUE FOR YEAR-ON-YEAR CHANGE IN LATENCY REPRESENTS AN IMPROVEMENT,

BECAUSE LOWER LATENCY SHOULD RESULT IN FASTER CONTENT DELIVERY.

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**** JAN 2024 ****

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

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

- **** DEC 2013 ****: 17.86%
- **** DEC 2014 ****: 25.96% (+45.4%)
- **** DEC 2015 ****: 29.38% (+13.2%)
- **** DEC 2016 ****: 33.41% (+13.7%)
- **** DEC 2017 ****: 32.95% (-1.4%)
- **** DEC 2018 ****: 29.22% (-11.3%)
- **** DEC 2019 ****: 33.90% (+16.0%)
- **** DEC 2020 ****: 47.25% (+39.4%)
- **** DEC 2021 ****: 42.77% (-9.5%)
- **** DEC 2022 ****: 40.75% (-4.7%)
- **** DEC 2023 ****: 48.17% (+18.2%)

**** SOURCE ****: STATCOUNTER. **** NOTES ****: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 30% WOULD EQUAL 36%, NOT 50%).

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Voilà la retranscription textuelle de l'image. Voici la retranscription textuelle de l'image :

**** JAN 2024 ****

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

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

1. ****CHROME**** - 54.5%
2. ****SAFARI**** - 30.4%
3. SAMSUNG INTERNET - 6.3%
4. ****EDGE**** - 5.3%
5. ****FIREFOX**** - 1.5%
6. 360 SAFE BROWSER - 0.6%
7. OPERA - 0.5%
8. OTHERS - 0.9%

(38 sur 130)

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

****Digital 2024 Hong Kong****

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

****JAN 2024****

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

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

- ****Chat and Messaging****: 97.8%
- ****Social Networks****: 95.4%
- ****Search Engines or Web Portals****: 88.5%
- ****Shopping, Auctions, or Classifieds****: 69.2%
- ****Maps, Parking, or Location-Based Services****: 62.0%

- **Email**: 57.8%
- **Weather**: 51.9%
- **News**: 46.5%
- **Banking, Investing, or Insurance**: 44.0%
- **Music**: 39.2%
- **Entertainment**: 34.3%
- **Travel**: 34.1%
- **Games**: 32.3%
- **Food Takeaway and Delivery**: 31.6%
- **Mobility Services (e.g. Ride-Hailing, Bike Hire)**: 27.2%

****Digital 2024 Hong Kong****

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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****DataPortal** **GWI****

Langue : français

---JAN 2024

ACCESSING ONLINE INFORMATION

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

Use a search engine (e.g., Google, Bing, DuckDuckGo) each month:

- 88.5%

Use voice assistants (e.g., Siri, Google Assistant) to find information each week:

- 17.0%

Visit social networks to look for information about brands and products:

- 39.5%

Use image search tools (e.g., Google Lens, Pinterest Lens) on mobile each month:

- 22.3%

Scan a QR code on a mobile phone each month:

- 58.6%

Use online tools to translate text into different languages each week:

- 37.3%

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

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SHARE OF SEARCH ENGINE REFERRALS

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

GOOGLE: 90.8%

YAHOO!: 4.4%

BING: 2.9%

YANDEX: 0.8%

BAIDU: 0.7%

DUCKDUCKGO: 0.07%

ECOSIA: 0.06%

OTHERS: 0.2%

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

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TOP GOOGLE SEARCHES

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

| # | Search Query | Index vs. Top Query |
|----|------------------|---------------------|
| 01 | TMTMn/ | 100 |
| 02 | GOOGLE | 50 |
| 03 | TRANSLATE | 33 |
| 04 | YOUTUBE | 26 |
| 05 | WHATSAPP | 25 |
| 06 | Y)l# | 25 |
| 07 | GOOGLE TRANSLATE | 22 |
| 08 | YAHOO | 19 |
| 09 | YOU | 17 |
| 10 | WHATSAPP WEB | 15 |
| 11 | MAP | 14 |
| 12 | PRICE | 14 |
| 13 | IPHONE | 12 |
| 14 | WEATHER | 11 |
| 15 | APPLE | 11 |
| 16 | o³•€ | 10 |
| 17 | -û_q | 10 |
| 18 | FACEBOOK | 10 |
| 19 | NBA | 10 |
| 20 | Y)e‡Sđ | 9 |

Notes:

* Source: Google Trends. Based on searches conducted between 01 January 2023 and 31 December 2023.

* Any spelling errors or language inconsistencies in search queries are attributed to 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, but the "index" column compares relative search volumes for each query compared with the search volume of the top query (TMTMn/) shown in this list.

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

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

PERCENTAGE OF INTERNET USERS WHO WATCH ANY KIND OF TV EACH MONTH
- 98.4%

YEAR-ON-YEAR CHANGE IN INTERNET USERS WHO WATCH ANY KIND OF TV
- +0.4%
- +40 BPS

DAILY TIME THAT INTERNET USERS SPEND WATCHING ANY KIND OF TV
- 2H 32M

YEAR-ON-YEAR CHANGE IN DAILY TV VIEWING TIME (ALL FORMS OF CONTENT DELIVERY)
- -6.8%
- -11 MINS

INTERNET USERS WHO STREAM TV CONTENT VS. INTERNET USERS WHO WATCH ANY KIND OF TV
- 93.9%

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

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT WATCHING STREAMING TV CONTENT
- -9.8%
- -6 MINS

TIME SPENT WATCHING STREAMING TV CONTENT AS A PERCENTAGE OF TOTAL TV TIME
- 41.5%

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.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

HONG KONG

ANY KIND OF VIDEO

93.8%

YOY: +0.1% (+10 BPS)

MUSIC VIDEO

46.1%

YOY: +2.2% (+100 BPS)

COMEDY, MEME, OR VIRAL VIDEO

28.6%

YOY: -3.7% (-110 BPS)

VIDEO LIVESTREAM

29.3%

YOY: +9.7% (+260 BPS)

TUTORIAL OR HOW-TO VIDEO

21.8%

YOY: +3.3% (+70 BPS)

EDUCATIONAL VIDEO

13.7%

YOY: -2.8% (-40 BPS)

PRODUCT REVIEW VIDEO

23.0%

YOY: +4.5% (+100 BPS)

SPORTS CLIP OR HIGHLIGHTS VIDEO

24.7%

YOY: +14.9% (+320 BPS)

INFLUENCER VIDEOS AND VLOGS

24.8%

YOY: -2.0% (-50 BPS)

GAMING VIDEO

22.4%

YOY: +7.7% (+160 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM/FAQS](https://www.gwi.com/faqs). NOTES:

"YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN PERCENTAGE OF POP. FROM A STARTING VALUE OF 100% WOULD EQUAL 6%, NOT 6PT. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGES. * COMPARABILITY: METHODOLOGY CHANGES SEE NOTES ON DATA.

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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 | EXTRACTION 2 | 62 |
| 03 | MARRY MY DEAD BODY | 61 |
| 04 | HUNGER | 58 |
| 05 | KILL BOKSOON | 54 |
| 06 | HEART OF STONE | 54 |
| 07 | LOST IN THE STARS | 52 |
| 08 | UNLOCKED | 51 |
| 09 | THE MOTHER | 48 |
| 10 | HAND ROLLED CIGARETTE | 46 |

MOST STREAMED TV SHOWS ON NETFLIX

| # | TV SHOW NAME | INDEX |
|----|-------------------------|-------|
| 01 | THE GLORY | 100 |
| 02 | JUJUTSU KAISEN | 80 |
| 03 | KING THE LAND | 54 |
| 04 | SPY X FAMILY | 52 |
| 05 | CRASH COURSE IN ROMANCE | 48 |
| 06 | DOCOTOR CHA | 41 |

| | | |
|----|---------------------|----|
| 07 | PHYSICAL: 100 | 38 |
| 08 | SINGLE'S INFERNO | 37 |
| 09 | THE GOOD BAD MOTHER | 36 |
| 10 | MR. QUEEN | 35 |

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 THE FULL-YEAR. "POINTS" VALUE OF THE TOP-RANKED ITEM IN EACH PLATFORM'S RANKING.

[LOGOS: WE ARE SOCIAL, Meltwater]

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JAN 2024

MOST STREAMED CONTENT ON AMAZON PRIME

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

MOST STREAMED MOVIES ON AMAZON PRIME VIDEO

| # | MOVIE NAME | INDEX |
|----|--------------------------------|-------|
| 01 | NO TIME TO DIE | 100 |
| 02 | DRISHYAM 2 | 48 |
| 03 | RED, WHITE & ROYAL BLUE | 42 |
| 04 | CULPA MÍA | 42 |
| 05 | ROCKY AUR RANI KII PREM KAHANI | 41 |
| 06 | WRATH OF MAN | 36 |
| 07 | VARISU | 35 |
| 08 | SHIN KAMEN RIDER | 33 |
| 09 | HART BEAT | 32 |
| 10 | DIE HART THE MOVIE | 29 |

MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO

| # | TV SHOW NAME | INDEX |
|----|------------------------------|-------|
| 01 | TOM CLANCY'S JACK RYAN | 100 |
| 02 | THE BOYS | 84 |
| 03 | GEN V | 63 |
| 04 | THE SUMMER I TURNED PRETTY | 54 |
| 05 | CITADEL | 52 |
| 06 | JINNY'S KITCHEN | 51 |
| 07 | THE KILLING VOTE | 47 |
| 08 | FARZI | 46 |
| 09 | CLARKSON'S FARM | 45 |
| 10 | TALE OF THE NINE TAILED 1938 | 43 |

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

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...

JAN 2024 - MOST STREAMED CONTENT ON DISNEY+

Flexpatrol's ranking of the most streamed content on Disney+ for full-year 2023 (Hong Kong).

Most Streamed Movies on Disney+

| # | Movie Name | Index |
|----|-----------------------------------|-------|
| 01 | Elemental | 100 |
| 02 | Mama's Affair | 70 |
| 03 | Where The Wind Blows | 69 |
| 04 | Black Panther: Wakanda Forever | 68 |
| 05 | Ruyi's Royal Love in the Palace | 66 |
| 06 | Detective vs. Sleuths | 62 |
| 07 | Avatar: The Way of Water | 61 |
| 08 | The Sparring Partner | 61 |
| 09 | Ant-Man and The Wasp: Quantumania | 53 |
| 10 | Avengers: Endgame | 50 |

Most Streamed TV Shows on Disney+

| # | TV Show Name | Index |
|----|----------------------|-------|
| 01 | Modern Family | 100 |
| 02 | Moving | 44 |
| 03 | Dr. Romantic | 40 |
| 04 | Grey's Anatomy | 34 |
| 05 | Revenant | 28 |
| 06 | The Mandalorian | 26 |
| 07 | Loki | 25 |
| 08 | The First Responders | 24 |
| 09 | 36900 | 23 |
| 10 | Someday or One Day | 22 |

Source

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 platforms' "Points" values for each title. The platform "Points" value of the top-ranked title in each platform's ranking.

Digital 2024 Hong Kong - 47 sur 130** JAN 2024**

ONLINE AUDIO

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

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

- **46.1%**

- **YEAR-ON-YEAR CHANGE**

- *+2.2% (+100 BPS)*

2. **LISTEN TO MUSIC STREAMING SERVICES**

- **40.7%**

- **YEAR-ON-YEAR CHANGE**

- *+13.1% (+470 BPS)*

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

- **27.8%**

- **YEAR-ON-YEAR CHANGE**

- *+0.7% (+20 BPS)*

4. **LISTEN TO PODCASTS**

- **15.5%**

- **YEAR-ON-YEAR CHANGE**

- *+2.6% (+40 BPS)*

5. **LISTEN TO AUDIO BOOKS**

- **13.0%**
- **YEAR-ON-YEAR CHANGE**
- *-12.2% (-180 BPS)*

SOURCE

*GWI Jan 2024 (FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: YEAR-ON-YEAR CHANGE VALUES REPRESENT THE RELATIVE CHANGE IN A PERCENTAGE OF 2%, FROM A STARTING VALUE OF 20%, WOULD EQUAL 0.4%, NOT 1%. **BPS** VALUES REPRESENT THE ABSOLUTE CHANGE IN BASIS POINTS. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA)*

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50 sur 130### JAN 2024 - TOP WEBSITES: SIMILARWEB RANKING

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

Websites and Their Statistics

Left Column

1. **GOOGLE.COM**

- **Total Visits (Monthly Avg)**: 344 M
- **Unique Visitors (Monthly Avg)**: 7.75 M
- **Average time per visit**: 9 M 42 S
- **Average pages per visit**: 9.7

2. **YOUTUBE.COM**

- **Total Visits (Monthly Avg)**: 149 M
- **Unique Visitors (Monthly Avg)**: 5.79 M
- **Average time per visit**: 17 M 56 S
- **Average pages per visit**: 12.6

3. **FACEBOOK.COM**

- **Total Visits (Monthly Avg)**: 62.9 M
- **Unique Visitors (Monthly Avg)**: 3.67 M
- **Average time per visit**: 7 M 22 S
- **Average pages per visit**: 5.9

4. ****YAHOO.COM****
 - ****Total Visits (Monthly Avg)****: 37.2 M
 - ****Unique Visitors (Monthly Avg)****: 2.93 M
 - ****Average time per visit****: 6 M 02 S
 - ****Average pages per visit****: 4.6
5. ****GOOGLE.COM.HK****
 - ****Total Visits (Monthly Avg)****: 32.6 M
 - ****Unique Visitors (Monthly Avg)****: 2.28 M
 - ****Average time per visit****: 8 M 45 S
 - ****Average pages per visit****: 11.1
6. ****WIKIPEDIA.ORG****
 - ****Total Visits (Monthly Avg)****: 31.1 M
 - ****Unique Visitors (Monthly Avg)****: 4.00 M
 - ****Average time per visit****: 3 M 52 S
 - ****Average pages per visit****: 3.6
7. ****BAIDU.COM****
 - ****Total Visits (Monthly Avg)****: 25.1 M
 - ****Unique Visitors (Monthly Avg)****: 2.58 M
 - ****Average time per visit****: 7 M 45 S
 - ****Average pages per visit****: 6.7
8. ****HK01.COM****
 - ****Total Visits (Monthly Avg)****: 23.9 M
 - ****Unique Visitors (Monthly Avg)****: 3.05 M
 - ****Average time per visit****: 3 M 19 S
 - ****Average pages per visit****: 4.0
9. ****INSTAGRAM.COM****
 - ****Total Visits (Monthly Avg)****: 23.5 M
 - ****Unique Visitors (Monthly Avg)****: 2.65 M
 - ****Average time per visit****: 8 M 18 S
 - ****Average pages per visit****: 15.9
10. ****LIHKG.COM****
 - ****Total Visits (Monthly Avg)****: 21.3 M
 - ****Unique Visitors (Monthly Avg)****: 1.16 M
 - ****Average time per visit****: 1 M 27 S
 - ****Average pages per visit****: 11.9

Right Column

11. ****BILIBILI.COM****
 - ****Total Visits (Monthly Avg)****: 21.1 M

- **Unique Visitors (Monthly Avg)**: 1.38 M
- **Average time per visit**: 18 M 26 S
- **Average pages per visit**: 12.5

12. **HKIC.COM**

- **Total Visits (Monthly Avg)**: 18.5 M
- **Unique Visitors (Monthly Avg)**: 1.33 M
- **Average time per visit**: 7 M 50 S
- **Average pages per visit**: 10.1

13. **TWITTER.COM**

- **Total Visits (Monthly Avg)**: 17.6 M
- **Unique Visitors (Monthly Avg)**: 2.16 M
- **Average time per visit**: 8 M 48 S
- **Average pages per visit**: 9.9

14. **WHATSAPP.COM**

- **Total Visits (Monthly Avg)**: 15.8 M
- **Unique Visitors (Monthly Avg)**: 1.40 M
- **Average time per visit**: 46 S
- **Average pages per visit**: 1.5

15. **QQ.COM**

- **Total Visits (Monthly Avg)**: 14.7 M
- **Unique Visitors (Monthly Avg)**: 1.7 M
- **Average time per visit**: 3 M 43 S
- **Average pages per visit**: 2.6

16. **ON.CC**

- **Total Visits (Monthly Avg)**: 13.8 M
- **Unique Visitors (Monthly Avg)**: 2.00 M
- **Average time per visit**: 6 M 03 S
- **Average pages per visit**: 4.4

17. **ZHIHU.COM**

- **Total Visits (Monthly Avg)**: 12.3 M
- **Unique Visitors (Monthly Avg)**: 1.51 M
- **Average time per visit**: 5 M 54 S
- **Average pages per visit**: 3.3

18. **NEWS.YAHOO.COM**

- **Total Visits (Monthly Avg)**: 10.2 M
- **Unique Visitors (Monthly Avg)**: 1.38 M
- **Average time per visit**: 2 M 43 S
- **Average pages per visit**: 2.1

19. **XVIDEOS.COM**

- **Total Visits (Monthly Avg)**: 9.57 M
- **Unique Visitors (Monthly Avg)**: 1.13 M
- **Average time per visit**: 14 M 38 S
- **Average pages per visit**: 20.4

20. **THEDAILINE.COM**

- **Total Visits (Monthly Avg)**: 9.36 M
- **Unique Visitors (Monthly Avg)**: 1.84 M
- **Average time per visit**: 2 M 48 S
- **Average pages per visit**: 3.4

Source

SIMILARWEB, RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023. VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT INTERNET ACCESSING DEVICES, BUT MAY NOT REPRESENT INDIVIDUALS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" ARE GIVEN IN MILLIONS. AVERAGE TIME PER VISIT AND AVERAGE PAGES PER VISIT ARE GENERAL ESTIMATES BASED ON AVAILABLE DATA. ALL TIME MEASURES ARE GIVEN IN MINUTES AND SECONDS.

Advisory

SOME SITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS.

Footer Section

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- **Document/Page Number**: 39 sur 130
- **Language**: français

Logos

- **We Are Social**
- **Meltwater**** JAN 2024**

MOST STREAMED CONTENT ON HBO

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

MOST STREAMED MOVIES ON HBO

| # | MOVIE NAME | INDEX |
|----|--|-------|
| 01 | TOP GUN: MAVERICK | 100 |
| 02 | HARRY POTTER AND THE PHILOSOPHER'S STONE | 97 |

| | | |
|----|---|----|
| 03 | JURASSIC WORLD DOMINION | 76 |
| 04 | BLACK ADAM | 76 |
| 05 | EVERYTHING EVERYWHERE ALL AT ONCE | 68 |
| 06 | MEG 2: THE TRENCH | 56 |
| 07 | THE FLASH | 51 |
| 08 | HARRY POTTER AND THE CHAMBER OF SECRETS | 39 |
| 09 | SHAZAM! FURY OF THE GODS | 36 |
| 10 | MEMORY | 36 |

****MOST STREAMED TV SHOWS ON HBO****

| # | TV SHOW NAME | INDEX |
|----|-----------------------|-------|
| 01 | THE LAST OF US | 100 |
| 02 | GAME OF THRONES | 91 |
| 03 | HOUSE OF THE DRAGON | 80 |
| 04 | SUCCESSION | 73 |
| 05 | RICK AND MORTY | 64 |
| 06 | AND JUST LIKE THAT... | 43 |
| 07 | THE IDOL | 36 |
| 08 | THE WHITE LOTUS | 34 |
| 09 | SEX AND THE CITY | 27 |
| 10 | GOTHAM KNIGHTS | 19 |

****SOURCE****: FLIXPATROL.COM. ****NOTES****: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUES CONVERT THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE TO 100; THE FLIXPATROL "POINTS" VALUE OF THE 10TH-RANKED TITLE IS THEN EXPRESSED IN EACH PLATFORM'S RANKING.

****Digital 2024 Hong Kong**** | ****49 sur 130****Voici la retranscription textuelle de l'image :

****JAN 2024****

****DEVICES USED TO PLAY VIDEO GAMES****

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

****ANY DEVICE****

88.6%

YOY: +6.6% (+550 BPS)

****SMARTPHONE****

67.2%

YOY: +3.4% (+220 BPS)

****LAPTOP OR DESKTOP****

30.9%

YOY: -7.2% (-240 BPS)

****GAMES CONSOLE****

36.9%

YOY: +18.3% (+570 BPS)

****TABLET****

29.1%

YOY: +42.6% (+870 BPS)

****HAND-HELD GAMING DEVICE****

19.4%

YOY: +24.4% (+380 BPS)

****MEDIA STREAMING DEVICE****

12.9%

YOY: +57.3% (+470 BPS)

****VIRTUAL REALITY HEADSET****

7.2%

YOY: -2.7% (-20 BPS)

****SOURCE:**** GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: * YOY FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN PERCENTAGE POINTS FROM A STARTING VALUE OF 100%. WE WOULD EQUAL OUT. N/A: NOT AVAIL. BPS VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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(Hong Kong flag)JAN 2024 SMART HOME MARKET OVERVIEW
(VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS))

NUMBER OF HOMES WITH SMART HOME DEVICES

286.8 THOUSAND

YEAR-ON-YEAR CHANGE

+15.8% (+39 THOUSAND)

TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET

\$162.2 MILLION

YEAR-ON-YEAR CHANGE

+11.6% (+\$17 MILLION)

VALUE OF SMART HOME APPLIANCES MARKET

\$40.91 MILLION

YEAR-ON-YEAR CHANGE

+13.5% (+\$4.9 MILLION)

VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET

\$54.42 MILLION

YEAR-ON-YEAR CHANGE

+10.5% (+\$5.2 MILLION)

VALUE OF SMART HOME SECURITY DEVICE MARKET

\$23.14 MILLION

YEAR-ON-YEAR CHANGE

+12.9% (+\$2.7 MILLION)

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET

\$21.79 MILLION

YEAR-ON-YEAR CHANGE

+6.4% (+\$1.3 MILLION)

VALUE OF SMART HOME COMFORT & LIGHTING MARKET

\$14.10 MILLION

YEAR-ON-YEAR CHANGE

+16.9% (+\$2.0 MILLION)

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET

\$7.87 MILLION

YEAR-ON-YEAR CHANGE

+11.6% (+\$820 THOUSAND)

SOURCE STATISTA DIGITAL MARKET OUTLOOK, SEE STATISTA.COM. NOTES:

"SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED, REGULATED, MONITORED, AND LINKED. CHANGES IN THE PRESENTATION OF THE CONSOLE AND THE DRIVERS LEAD THE DEVICES AND SYSTEMS TO BE MORE EFFICIENT.

MARKET DEMAND CONTINUES TO GROW, DRIVEN BY THE CONNECTIVITY AND INTEROPERABILITY WITH OTHER DEVICES AND SYSTEMS.

TO CONTINUE:

READING DEVICE AND CONNECTIVITY MARKET (2): CONSOLES AND DRIVERS HAVE BEEN REGULARLY UPDATED TO MAINTAIN THE HIGHEST LEVEL OF COMPARABILITY. BTC

HOME SOCIALLY CONNECTED 2023 VOLUME 2024

@Tablets: MAIN DEMAND.

DIGITIZED DEVICES: HIGH PERFORMANCE AI.

2023 INNOVATION: 2.5%.

2023 NO 1 DRIVERS: VR/AR EXPANSION.

@DEVICE PURCHASED 24% INNOVATIVE. SYSTEMS/AI: COMBINED DATA.

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

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

Green Circle with Bank Icon

44.0%

YOY: +4.8% (+200 BPS)

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

Blue Circle with Mobile Payment Icon

44.2%

YOY: +15.1% (+580 BPS)

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

Red Circle with Bitcoin Icon

10.7%

YOY: -18.9% (-250 BPS)

SOURCE: GWI (Q3 2021).

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 PERCENTAGE OF POP. FROM A STARTING VALUE OF 100, WHERE E.G. 10% OF POP. WOULD EQUAL 10%, NOT 10PP.

"BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE.

COMPARABILITY: METHODOLOGY CHANGES, SEE NOTES ON DATA.

Logos: We are social - Meltwater

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Icons: PowerPoint, Download, Notes, Print, Bookmark, Accessibility, Settings

Langue: françaisVoici la retranscription textuelle de l'image :

****JAN 2024****

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

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

- ****PENETRATION OF SMART HOME DEVICES****

- 10.0%

- YEAR-ON-YEAR CHANGE: +14.4% (126 BPS)

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

- \$566

- YEAR-ON-YEAR CHANGE: -3.6% (-\$21.30)

- ****ARPU: SMART HOME APPLIANCES****

- \$267

- YEAR-ON-YEAR CHANGE: -3.1% (-\$8.60)

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

- \$200

- YEAR-ON-YEAR CHANGE: -4.6% (-\$9.70)

- **ARPU: SMART HOME SECURITY DEVICES**
 - \$181
 - YEAR-ON-YEAR CHANGE: -2.9% (-\$5.40)
- **ARPU: SMART HOME ENTERTAINMENT DEVICES**
 - \$104
 - YEAR-ON-YEAR CHANGE: -7.1% (-\$8.00)
- **ARPU: SMART HOME COMFORT & LIGHTING**
 - \$61.94
 - YEAR-ON-YEAR CHANGE: +0.4% (+\$0.26)
- **ARPU: SMART HOME ENERGY MANAGEMENT**
 - \$39.56
 - YEAR-ON-YEAR CHANGE: -7.6% (-\$3.26)

SOURCE statista, digital market outlook. SEE STATISTA.COM. *NOTES* "SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED, MONITORED, AUTOMATED AND DELIVER SERVICES THAT ENHANCE THE HOME. IoT CONNECTIONS INCLUDE IN-HOME CONNECTIONS SERVICED EITHER BY A FIXED LINE OR WI-FI CONNECTION OR BY DIRECT CONNECTION. "REVENUE" REFERS TO SPENDS RELATED TO THE INSTALLATION, DEVICE PRODUCTION, AND SERVICES. NUMBERS RATES, THAT IS, CONNECTIONS RATES ARE CALCULATED TO REMOVE DOUBLE COUNTING SO AS TO REACH ONE EACH. *COMPARABILITY* BPS CHANGES BASED ON YEAR-ON-YEAR CHANGE.

Bottom section:

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Icons/Images:

- Statista (indicated next to related statistics)
- We are social
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TOP WEBSITES: SEMRUSH RANKING

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

Column Headers:

1. #
2. WEBSITE
3. TOTAL VISITS (MONTHLY AVG.)

4. UNIQUE VISITORS (MONTHLY AVG.)
5. AVERAGE TIME PER VISIT
6. AVERAGE PAGES PER VISIT

Left Column:

1. ****GOOGLE.COM****
 - TOTAL VISITS (MONTHLY AVG.): 497 M
 - UNIQUE VISITORS (MONTHLY AVG.): 13.8 M
 - AVERAGE TIME PER VISIT: 21 M 58 S
 - AVERAGE PAGES PER VISIT: 3.8
2. ****YOUTUBE.COM****
 - TOTAL VISITS (MONTHLY AVG.): 414 M
 - UNIQUE VISITORS (MONTHLY AVG.): 13.6 M
 - AVERAGE TIME PER VISIT: 35 M 26 S
 - AVERAGE PAGES PER VISIT: 4.8
3. ****FACEBOOK.COM****
 - TOTAL VISITS (MONTHLY AVG.): 63.9 M
 - UNIQUE VISITORS (MONTHLY AVG.): 8.31 M
 - AVERAGE TIME PER VISIT: 24 M 13 S
 - AVERAGE PAGES PER VISIT: 2.5
4. ****MISSAV.COM****
 - TOTAL VISITS (MONTHLY AVG.): 57.7 M
 - UNIQUE VISITORS (MONTHLY AVG.): 1.84 M
 - AVERAGE TIME PER VISIT: 1 H 44 M 45 S
 - AVERAGE PAGES PER VISIT: 13.7
5. ****PORNHUB.COM****
 - TOTAL VISITS (MONTHLY AVG.): 40.0 M
 - UNIQUE VISITORS (MONTHLY AVG.): 2.06 M
 - AVERAGE TIME PER VISIT: 14 M 30 S
 - AVERAGE PAGES PER VISIT: 7.7
6. ****LIHKG.COM****
 - TOTAL VISITS (MONTHLY AVG.): 38.5 M
 - UNIQUE VISITORS (MONTHLY AVG.): 2.50 M
 - AVERAGE TIME PER VISIT: 25 M 29 S
 - AVERAGE PAGES PER VISIT: 1.9
7. ****WIKIPEDIA.ORG****
 - TOTAL VISITS (MONTHLY AVG.): 34.6 M
 - UNIQUE VISITORS (MONTHLY AVG.): 5.51 M
 - AVERAGE TIME PER VISIT: 8 M 07 S
 - AVERAGE PAGES PER VISIT: 2.0

8. **DISCUSS.COM.HK**

- TOTAL VISITS (MONTHLY AVG.): 31.0 M
- UNIQUE VISITORS (MONTHLY AVG.): 1.40 M
- AVERAGE TIME PER VISIT: 23 M 50 S
- AVERAGE PAGES PER VISIT: 8.8

9. **YAHOO.COM**

- TOTAL VISITS (MONTHLY AVG.): 29.8 M
- UNIQUE VISITORS (MONTHLY AVG.): 4.68 M
- AVERAGE TIME PER VISIT: 14 M 00 S
- AVERAGE PAGES PER VISIT: 2.8

10. **JABLE.TV**

- TOTAL VISITS (MONTHLY AVG.): 27.0 M
- UNIQUE VISITORS (MONTHLY AVG.): 1.03 M
- AVERAGE TIME PER VISIT: 10 M 54 S
- AVERAGE PAGES PER VISIT: 9.4

Right Column:

11. **INSTAGRAM.COM**

- TOTAL VISITS (MONTHLY AVG.): 24.5 M
- UNIQUE VISITORS (MONTHLY AVG.): 4.54 M
- AVERAGE TIME PER VISIT: 18 M 05 S
- AVERAGE PAGES PER VISIT: 2.1

12. **GOOGLE.COM.HK**

- TOTAL VISITS (MONTHLY AVG.): 24.4 M
- UNIQUE VISITORS (MONTHLY AVG.): 2.98 M
- AVERAGE TIME PER VISIT: 18 M 49 S
- AVERAGE PAGES PER VISIT: 3.4

13. **HK01.COM**

- TOTAL VISITS (MONTHLY AVG.): 22.3 M
- UNIQUE VISITORS (MONTHLY AVG.): 3.96 M
- AVERAGE TIME PER VISIT: 17 M 18 S
- AVERAGE PAGES PER VISIT: 1.5

14. **XVIDEOS.COM**

- TOTAL VISITS (MONTHLY AVG.): 22.1 M
- UNIQUE VISITORS (MONTHLY AVG.): 1.35 M
- AVERAGE TIME PER VISIT: 10 M 54 S
- AVERAGE PAGES PER VISIT: 8.0

15. **UU.KANSHU.COM**

- TOTAL VISITS (MONTHLY AVG.): 19.6 M

- UNIQUE VISITORS (MONTHLY AVG.): 224 K
- AVERAGE TIME PER VISIT: 59 M 01 S
- AVERAGE PAGES PER VISIT: 9.5

16. ****TWITTER.COM****

- TOTAL VISITS (MONTHLY AVG.): 19.4 M
- UNIQUE VISITORS (MONTHLY AVG.): 2.57 M
- AVERAGE TIME PER VISIT: 15 M 28 S
- AVERAGE PAGES PER VISIT: 1.8

17. ****BAIDU.COM****

- TOTAL VISITS (MONTHLY AVG.): 18.1 M
- UNIQUE VISITORS (MONTHLY AVG.): 3.55 M
- AVERAGE TIME PER VISIT: 12 M 44 S
- AVERAGE PAGES PER VISIT: 3.7

18. ****WHATSAPP.COM****

- TOTAL VISITS (MONTHLY AVG.): 17.6 M
- UNIQUE VISITORS (MONTHLY AVG.): 3.69 M
- AVERAGE TIME PER VISIT: 17 M 27 S
- AVERAGE PAGES PER VISIT: 1.4

19. ****GAMER.COM.TW****

- TOTAL VISITS (MONTHLY AVG.): 15.6 M
- UNIQUE VISITORS (MONTHLY AVG.): 1.89 M
- AVERAGE TIME PER VISIT: 11 M 44 S
- AVERAGE PAGES PER VISIT: 3.7

20. ****TAOBAO.COM****

- TOTAL VISITS (MONTHLY AVG.): 15.6 M
- UNIQUE VISITORS (MONTHLY AVG.): 2.67 M
- AVERAGE TIME PER VISIT: 15 M 28 S
- AVERAGE PAGES PER VISIT: 5.0

Source:

SEMRush figures represent traffic values between 01 September and 30 November 2023. Note: Values in the "unique visitors" column represent the number of distinct Internet accessing people, but may not represent unique individuals, as some people use multiple devices. Additionally, some websites (including gambling, adult, etc.) are behind logins, geo-blocking, or mobile apps NOT included in these numbers. In SEMRush some keywords are "hidden" when avg. monthly searches are less than identifiable thresholds. Values in the "average time per visit" and "average pages per visit" columns for some websites featured in this ranking may contain adult content, viruses, malware, or offensive content.

Readers should avoid visiting unknown domains.

Comparability: Subject to methodology changes.

- **Digital 2024 Hong Kong**
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- **We Are Social**
- **Meltwater**

Footer text:

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SOURCE: SEMRUSH FIGURES REPRESENT TRAFFIC VALUES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT INTERNET ACCESSING PEOPLE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES. Additionally: SOME WEBSITES (including GAMBLING & ADULT SITES) ARE BEHIND LOGINS, GEO-BLOCKING, OR MOBILE APPS NOT INCLUDED IN THESE NUMBERS. IN SEMRUSH: SOME KEYWORDS ARE 'HIDDEN' WHEN AVG. MONTHLY SEARCHES ARE LESS THAN IDENTIFIABLE THRESHOLDS. VALUES IN THE "AVERAGE TIME PER VISIT" / "AVERAGE PAGES PER VISIT" COLUMNS FOR SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS. COMPARABILITY: SUBJECT TO METHODOLOGY CHANGES.

``**JAN 2024

OVERVIEW OF SOCIAL MEDIA USE**

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

NUMBER OF SOCIAL MEDIA USER IDENTITIES

- 6.46 MILLION

Social Media User Identities vs. Total Population

86.2%

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES

- 90

0% [UNCHANGED]

89.1%

Social Media User Identities Aged 18+ vs. Population Aged 18+

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES

365

- *-4.0% -270 Thousand*

Social Media User Identities vs. Individuals Using the Internet

90.1%

****AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA****

- 1H 51M

YOY: -1 MIN

****54.7%****

Female Social Media User Identities vs. Total Social Media User Identities

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

- 6.6

****45.3%****

Male Social Media User Identities vs. Total Social Media User Identities

Sources: Kepios Analysis, Company Advertising Resources, Online Data, Research Center, Cisco. LinkedIn (2017-2023). Notes: Average number of platforms includes data for YouTube. Advisory: Social Media User Identities may not represent unique individuals. Comparability notes on using the internet. Other Notes: National statistics, called, internet usage and sales figures, focus on social growth rates and reporting periods, and differences between census counts and resident populations. Comparability: Source and methodology change. See notes on data.

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****Icons and Sources.****

- Icons representing social media usage statistics.

- "We Are Social" and "Meltwater" logos.

Voici la retranscription textuelle de l'image :

JAN 2024

ONLINE PRIVACY AND SECURITY

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

****HONG KONG****

- ****EXPRESS CONCERN ABOUT WHAT IS REAL VS. WHAT IS FAKE ON THE INTERNET****
 - 45.1%
- ****WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA****
 - 34.0%
- ****DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME****
 - 39.0%
- ****USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME OF THE TIME****
 - 35.3%
- ****USE A VIRTUAL PRIVATE NETWORK (VPN) TO ACCESS THE INTERNET AT LEAST SOME OF THE TIME****
 - 28.2%

****SOURCES:****

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

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Logos at the bottom:

- We are social
- Meltwater**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****

****Hong Kong****

- ****18 - 24 YEARS OLD****
 - ****FEMALE****: 10.1%
 - ****MALE****: 5.7%
- ****25 - 34 YEARS OLD****

- ****FEMALE****: 18.3%
- ****MALE****: 11.8%

- ****35 - 44 YEARS OLD****
 - ****FEMALE****: 14.7%
 - ****MALE****: 10.0%

- ****45 - 54 YEARS OLD****
 - ****FEMALE****: 7.4%
 - ****MALE****: 6.2%

- ****55 - 64 YEARS OLD****
 - ****FEMALE****: 4.2%
 - ****MALE****: 4.1%

- ****65+ YEARS OLD****
 - ****FEMALE****: 4.0%
 - ****MALE****: 3.5%

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****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 REVISIONS MEAN THAT RESULTS ARE NOT COMPARABLE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.**Jan 2024**

Main Reasons for Using Social Media

Primary reasons why social media users aged 16 to 64 use social media platforms

1. Filling Spare Time - 45.8%
2. Keeping in Touch with Friends and Family - 45.0%
3. Reading News Stories - 32.4%
4. Seeing What's Being Talked About - 31.4%
5. Finding Content (e.g. Articles, Videos) - 26.2%
6. Seeing Content From Your Favourite Brands - 26.1%
7. Finding Products to Purchase - 25.5%
8. Finding Inspiration for Things to do and Buy - 23.9%
9. Following Celebrities or Influencers - 20.9%
10. Watching Live Streams - 19.2%
11. Posting About Your Life - 19.1%
12. Sharing and Discussing Opinions with Others - 18.6%
13. Avoiding Missing Out on Things (FOMO) - 16.7%
14. Watching or Following Sports - 15.8%

15. Finding Like-minded Communities and Interest Groups - 15.6%

Source: GWI Jan 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 filling at least one social media or messenger platform in the past month.

Comparability methodology changes. See notes on data.

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Logos: We are Social, MeltwaterVoici la retranscription textuelle de l'image :

**** JAN 2024 ****

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

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

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

**** Hong Kong ****

1. **** WHATSAPP ****: 77.6%
2. **** FACEBOOK ****: 76.9%
3. **** INSTAGRAM ****: 62.9%
4. **** WECHAT ****: 54.8%
5. **** FACEBOOK MESSENGER ****: 46.0%
6. **** TIKTOK ****: 30.3%
7. **** X (TWITTER) ****: 29.7%
8. **** LINE ****: 26.1%
9. **** TELEGRAM ****: 26.1%
10. **** SIGNAL ****: 26.0%

**** SOURCE ****: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. GWI.COM/NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. COMPARABILITY: ANALYSIS OF THE DATA THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY METHODOLOGY DOES NOT INCLUDE YOUTUBE AS AN ANSWER OPTION, WHICH COULD CONTRIBUTE TO NOTABLE CHANGES TO THE QUESTION'S

RESULTS. SARANTS MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN IN SIMILAR CHARTS IN PREVIOUS REPORTS.

****Digital 2024 Hong Kong****

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Represented by:

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

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

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

WhastApp : 30.8%
Instagram: 15.8%
Facebook: 15.7%
WeChat: 8.8%
TikTok: 8.3%
Signal: 2.7%
Telegram: 2.2%
LINE: 1.9%
X (Twitter) : 1.7%
Facebook Messenger: 1.4%

SOURCE: GWI (q1 2023) See GWI.COM NOTES: QWVI 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 report GWI's values for TikTok in China separately, as TikTok's absence from corporate reporting of user numbers for each platform. COMPARABILITY: Methodology changes. See NOTES ON DATA.
Digital 2024 Hong Kong

we are social logo Meltwater logoJAN 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

- YOUTUBE: 23H 55M
- FACEBOOK: 16H 49M
- INSTAGRAM: 11H 57M
- WHATSAPP: 11H 16M
- TIKTOK: 9H 46M
- LINE: 2H 57M
- FACEBOOK MESSENGER: 2H 16M
- X (TWITTER): 2H 02M
- TELEGRAM: 1H 59M
- SNAPCHAT: 1H 57M
- PINTEREST: 1H 16M
- LINKEDIN: 0H 42M

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

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

HONG KONG

WHATSAPP: 758.9
INSTAGRAM: 282.5
FACEBOOK: 237.4
YOUTUBE: 188.1
TELEGRAM: 119.8

LINE: 109.6
TIKTOK: 86.3
SNAPCHAT: 83.4
FACEBOOK MESSENGER: 78.4
X (TWITTER): 65.0
PINTEREST: 36.2
LINKEDIN: 33.3

Source: DATA.AI INTELLIGENCE. SEE DATA.AI.

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

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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

1. Any kind of social media platform
69.7%
YOY: -3.5% (-250 BPS)

2. Social networks
39.5%
YOY: -0.3% (-10 BPS)

3. Question & Answer Sites (e.g. Quora)
10.7%
YOY: -12.3% (-150 BPS)

4. Messaging and live chat services
13.2%
YOY: +8.2% (+100 BPS)

5. Forums and message boards
21.8%
YOY: -3.5% (-80 BPS)

6. Micro-blogs (e.g. Twitter)
11.5%
YOY: +10.6% (+110 BPS)

7. Vlogs (blogs in a video format)

9.5%

YOY: +20.3% (+160 BPS)

8. Online pinboards (e.g. Pinterest)

6.7%

YOY: -8.2% (-60 BPS)

SOURCE: GWI JAN 2024 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM NOTE: VALUES FOR 'ANY KIND OF SOCIAL MEDIA PLATFORM' INCLUDE ALL INTERNET USERS, QUESTION AND ANSWER SITES (eg. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (EG. TWITTER), BLOGS (IN TEXT FORMAT, NOT INCLUDING INDIVIDUAL VLOGS IN THE SAME), VLOGS (ie. VIDEOS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (e.g. PINTEREST). COMPARABILITY METHODOLOGY CHANGES SEE NOTES ON DATA.

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We are social - Meltwater#### WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA (JAN 2024)

Share of web traffic arriving on third-party websites via clicks or taps on links published in social media platforms (any device).

Hong Kong

1. **Facebook:** 35.5%
2. **X (Twitter):** 22.1%
3. **YouTube:** 20.1%
4. **Pinterest:** 12.1%
5. **Instagram:** 7.8%
6. **Reddit:** 1.1%
7. **LinkedIn:** 0.9%
8. **Others:** 0.4%

Source: Statcounter.

Notes: Share does not include traffic from messenger platforms. Data are only available for a selection of platforms and percentages reflect share of available platforms only. Figures represent the share of web traffic arriving on third-party websites via clicks or taps on links published on each platform as a percentage of total web traffic arriving from the available selection of social platforms in December 2023.

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****we are social****

****Meltwater****

****Languages:****

- [Icon for Français]JAN 2024

SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

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

HONG KONG

1. FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW: 42.3%
2. BANDS, SINGERS, OR OTHER MUSICIANS: 26.1%
3. TV SHOWS OR CHANNELS: 26.1%
4. ACTORS, COMEDIANS, OR OTHER PERFORMERS: 24.7%
5. INFLUENCERS OR OTHER EXPERTS: 23.6%
6. RESTAURANTS, CHEFS, OR FOOD PERSONALITIES: 23.1%
7. COMPANIES AND BRANDS YOU PURCHASE FROM: 22.1%
8. COMPANIES AND BRANDS YOU'RE CONSIDERING PURCHASING FROM: 19.5%
9. JOURNALISTS OR NEWS COMPANIES: 17.8%
10. TRAVEL WRITERS AND COMPANIES: 17.3%
11. MAGAZINES OR PUBLICATIONS YOU READ: 16.7%
12. COMPANIES RELEVANT TO YOUR WORK: 16.5%
13. ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS: 16.5%
14. CONTACTS RELEVANT TO YOUR WORK: 16.4%
15. SPORTS PEOPLE AND TEAMS: 15.2%

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

Digital 2024 Hong Kong

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****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)****

****Hong Kong****

- ****DEC 2013:**** 70.13%

- ****+24.4%****

- ****DEC 2014:**** 87.25%

- **+3.2%**
- **DEC 2015:** 90.00%
 - **+2.8%**
- **DEC 2016:** 92.49%
 - **-13.9%**
- **DEC 2017:** 79.66%
 - **-20.8%**
- **DEC 2018:** 63.06%
 - **-16.4%**
- **DEC 2019:** 52.73%
 - **-2.0%**
- **DEC 2020:** 51.66%
 - **+12.5%**
- **DEC 2021:** 58.12%
 - **-24.4%**
- **DEC 2022:** 43.91%
 - **-19.2%**
- **DEC 2023:** 35.50%

SOURCE: STATCOUNTER. NOTES: DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC REFERRED BY FACEBOOK (I.E. "MICROSOFT ENCE") FOR A DEFINED LIST OF SOCIAL MEDIA PLATFORMS (SEE LIST IN SLIDE NOTES). PLEASE NOTE THAT MOBILE DATA ARE NOT...

Source: **Digital 2024 Hong Kong**

Page: **67 sur 130**

Icons:

- **67**
- **Back arrow**
- **Forward arrow**
- **Printer**
- **Magnifying glass**
- **Share**
- **Bookmark**

Languages:

- **français**

Logos:

- **We Are Social**
- **Meltwater** 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
0.05%

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

Average Facebook Page Post Engagements vs. Page Fans: Video Posts
0.03%

Average Facebook Page Post Engagements vs. Page Fans: Link Posts
0.03%

Average Facebook Page Post Engagements vs. Page Fans: Status Posts
0.02%

Source: Locowise figures represent averages for the period between 01 September and 30 November 2023. Notes: Percentages compare the combined total of reactions, comments, and shares with the total number of page fans. Figures are averages based on a wide variety of different kinds of pages, with different audience sizes, in various countries around the world.

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We Are Social

MeltwaterJAN 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.

HONG KONG

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK
4.50 MILLION

FACEBOOK AD REACH vs. TOTAL POPULATION
60.0%

FACEBOOK AD REACH vs. TOTAL INTERNET USERS
62.8%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH

+1.1% +50 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH
+7.1% +300 THOUSAND

SHARE: FEMALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH
55.2%

SHARE: MALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH
44.8%

ADOPTION: OVERALL FACEBOOK AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+
69.8%

ADOPTION: FEMALE FACEBOOK AD REACH AGED 18+ vs. FEMALE POPULATION
AGED 18+
67.7%

ADOPTION: MALE FACEBOOK AD REACH AGED 18+ vs. MALE POPULATION
AGED 18+
67.2%

SOURCES: META ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: BASED
ON COMPANY'S PUBLISHED FIGURES. GENDER DATA ONLY AVAILABLE FOR
"FEMALE" AND "MALE". SOURCE DATA FOR REACH FIGURES IN META'S TOOLS
REPRESENT TOTAL ADDRESSABLE AUDIENCE ACCOUNTS, AND MAY NOT
REPRESENT UNIQUE INDIVIDUALS. "OVERALL" FIGURES FOR AD REACH MAY
NOT CORRESPOND WITH CHANGES FOR FEMALE AND/OR MALE USERS.
REFER TO OUR DETAILED NOTES ON THE RELEVANT SLIDES IN THE FIGURE
DATA. ALL GROWTH FIGURES REPRESENT CHANGES IN ADDRESSABLE
AUDIENCE ACCOUNTS, AND CHANGES IN REPORTED AUDIENCE DATA, AND
CHANGES IN REPORTED POPULATIONS. COMPARABILITY.

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françaisD'accord, voici la retranscription textuelle de l'image :

**** JAN 2024 ****

**** TOP YOUTUBE SEARCHES ****

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

**** HONG KONG ****

| # | SEARCH QUERY | INDEX |
|----|--------------|-------|
| 01 | TMTMn/ | 100 |
| 02 | MUSIC | 72 |
| 03 | -û_q | 53 |
| 04 | ROBLOX | 43 |
| 05 | ASMR | 33 |
| 06 | HONG KONG | 31 |
| 07 | YÜoä | 31 |
| 08 | e°€^ | 29 |
| 09 | YOUTUBE | 27 |
| 10 | iJ™¬ | 24 |
| 11 | Y UfAY" | 24 |
| 12 | MINECRAFT | 24 |
| 13 | a Vp[¶ | 23 |
| 14 | BLACKPINK | 22 |
| 15 | MIRROR | 22 |
| 16 | MC | 22 |
| 17 |]ôXë | 21 |
| 18 | NEWS | 21 |
| 19 | mñW3 | 19 |
| 20 | —2,âQC | 19 |

****SOURCE****: GOOGLE TRENDS BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. ****NOTE****: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE REFLECTED BY GOOGLE TRENDS, AND ARE REPRODUCED "AS IS." THE DATABASE IS USED TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE INTERACT WITH THE LEADING DIGITAL SERVICES. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES; RATHER, THE SEARCH QUERIES IN THIS DATABASE ARE SCORED BASED ON THEIR RELATIVE SEARCH VOLUME ON THE DAY QUERIED. ****ADVISORY****: GOOGLE TRENDS USES MULTIPLE SAMPLING TOOLS, AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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français

wearesocial.com

Meltwater

Note: All text is maintained as it appears in the image, including non-standard characters and formatting inconsistencies. **JAN 2024**

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

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

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM

3.70 MILLION

INSTAGRAM AD REACH VS. TOTAL POPULATION

49.4%

INSTAGRAM AD REACH VS. TOTAL INTERNET USERS

51.6%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH

0% [UNCHANGED]

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH

+12.1% +400 THOUSAND

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

60.0%

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

40.0%

****ADOPTION: OVERALL INSTAGRAM AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+****
55.9%

****ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+****
59.3%

****ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ VS. MALE POPULATION AGED 18+****
48.2%

SOURCES:

META ADVERTISING RESOURCES; KEPOS ANALYSIS. NOTES: BASED ON Q3 2023 POPULATION DATA PUBLISHED IN JANUARY 2024. AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE." SOURCE DATA FOR REACH BY GENDER ONLY ALLOW FOR RESPONSES TOTALING 100%. HISTORICAL DATA REVISIONS BY INTERNET AND SOCIAL MEDIA PLATFORMS WILL IMPACT COMPARABILITY. FOR ORIGINAL SOURCE DETAILS, POPULATION ADVISORY, HISTORICAL DATA REVISIONS, AND DATA CHANGES IN REPORTED PLATFORMS, PLEASE REFER TO FULL DIGITAL 2024 REPORT AVAILABLE AT [DATAREPORTAL.COM](https://datareportal.com).

Comparability

ALL PERCENTAGES CALCULATED BASED ON TOTAL ACTIVE USERS REGARDLESS OF AGE. NUMERATORS ADJUSTED FOR: BRANDS, OTHER NON-INDIVIDUAL ACCOUNTS, DOUBLE ACCOUNTS, AND CHANGES IN REPORTED POPULATIONS.

Presented by: WE ARE SOCIAL / Meltwater

Digital 2024 Hong Kong

73 sur 130JAN 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****
- 6.46 MILLION

****YOUTUBE AD REACH VS. TOTAL POPULATION****
- 86.2%

****YOUTUBE AD REACH VS. TOTAL INTERNET USERS****

- 90.1%

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

- 0% [UNCHANGED]

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

- -4.0% (-270 THOUSAND)

****SHARE, FEMALE YOUTUBE AD REACH AGED 18+ VS. OVERALL YOUTUBE AD REACH AGED 18+****

- 54.7%

****SHARE, MALE YOUTUBE AD REACH AGED 18+ VS. OVERALL YOUTUBE AD REACH AGED 18+****

- 45.3%

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

- 89.1%

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

- 88.6%

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

- 89.6%

SOURCES: Google's advertising resources; Kepios analysis. *Notes: Data are not available for all locations. Values based on available data only. Age and gender data are only available for YouTube users aged 18 and above. Values represent both Google-served and YouTube-served advertising. Values represent relevant audience totals, irrespective of the devices used to access YouTube and YouTube ads. Values represent advertising reach, not total platform users, and find comparing reported reach figures over time. Changes in definitions, changes in reporting methods, revisions to historical data, and changes in reporting methods may affect comparability.*

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LOGOS: We Are Social, MeltwaterJAN 2024

MESSANGER: 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

[Icon: speech bubble] TOTAL POTENTIAL REACH OF ADS ON MESSENGER
1.95 MILLION

[Icon: two people] MESSENGER AD REACH VS. TOTAL POPULATION
26.0%

[Icon: globe] MESSENGER AD REACH VS. TOTAL INTERNET USERS
27.2%

[Icon: calendar with "90"] QUARTER-ON-QUARTER CHANGE IN REPORTED
MESSENGER AD REACH
-4.9%
-100 THOUSAND

[Icon: calendar with "365"] YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER
AD REACH
-4.9%
-100 THOUSAND

[Icon: female symbol] SHARE: FEMALE MESSENGER AD REACH AGED 18+ VS.
OVERALL MESSENGER AD REACH AGED 18+
59.7%

[Icon: male symbol] SHARE: MALE MESSENGER AD REACH AGED 18+ VS.
OVERALL MESSENGER AD REACH AGED 18+
40.3%

[Icon: two people] ADOPTION: OVERALL MESSENGER AD REACH AGED 18+ VS.
OVERALL POPULATION AGED 18+
30.3%

[Icon: female symbol] ADOPTION: FEMALE MESSENGER AD REACH AGED 18+ VS.
FEMALE POPULATION AGED 18+
31.0%

[Icon: male symbol] ADOPTION: MALE MESSENGER AD REACH AGED 18+ VS.
MALE POPULATION AGED 18+
25.6%

SOURCES: META ADVERTISING RESOURCES; KEPOS ANALYSIS.
NOTES: BASED ON COMPANY DATA ONLY AVAILABLE FOR "FEMALE" AND
"MALE" SOURCE DATA FOR EACH INDICATOR.
NOT EQUAL TO FULL POPULATION.

NOTES: ADVERTISER PLATFORMS INCLUDE AUDIENCES OLDER THAN 13 YEARS OLD SHOWING DEMOGRAPHICS SHOWING AN AUDIENCE ELIGIBILITY OF 13+.

CHART ROUNDED TO ONE DECIMAL PLACE.

GENDER AND AGE DATA ARE USED INTERCHANGEABLY.

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Mobile Connectivity

Use of mobile phones and devices that connect to cellular networks

(Hong Kong flag)

Number of cellular mobile connections (excluding IoT):

16.80 million

Number of cellular mobile connections compared with total population:

224.2%

Year-on-year change in the number of cellular mobile connections:

+2.2%

+356 thousand

Share of cellular mobile connections that are broadband (3G, 4G, 5G):

99.9%

Source: GSMA Intelligence

Notes: Total cellular connections include devices other than mobile phones, but exclude cellular IoT connections. Figures may significantly exceed figures for population due to multiple connections and connected devices per person. Comparability: Each region's weighting is consistent with that 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.

(Small icons of GSMA, We Are Social, Meltwater)

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(Small icons indicating navigation and language options)### JAN 2024

X: ADVERTISING AUDIENCE OVERVIEW

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

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

TOTAL POTENTIAL REACH OF ADS ON X (TWITTER)
- 7.29 MILLION

X AD REACH % TOTAL POPULATION
- 97.3%

X AD REACH % TOTAL INTERNET USERS
- 101.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH
- +37.5%
- +2.0 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH
- +73.5%
- +3.1 MILLION

SHARE: FEMALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+
- 34.4%

SHARE: MALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+
- 65.6%

ADOPTION: OVERALL X AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
- 81.1%

ADOPTION: FEMALE X AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
- 50.6%

ADOPTION: MALE X AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
- 118.3%

Sources: ITU; ADVERTISING RESOURCES; KEPIOS ANALYSIS.

Notes: VALUES USE MEDIANS OF PUBLISHED RANGES. GENDER DATA ARE

ONLY AVAILABLE FOR 'FEMALE' AND 'MALE'

****Advisory:**** SIGNIFICANT AMOUNTS OF DOUBLE COUNTING MAY OCCUR.
REPORTED TOTAL VALUES MAY NOT REFLECT UNIQUE POPULATIONS
AD NUMBERS SHOWN INCLUDES AD FORMATS SUCH AS PROMOTED TWEETS

****Comparisons:**** CARE IS NEEDED WHEN COMPARING VALUES AGAINST
'INDIVIDUAL SOCIAL MEDIA USERS' NUMBERS IN EARLIER REPORTS, AND IN
DEFINING AUDIENCES FOR CAMPAIGNS.

****Published:**** JANUARY 2024.

****we are social****

****Meltwater****

****Digital 2024 Hong Kong****

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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.

[Image with text of total potential reach of ads on Snapchat, 307.5 thousand]

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT
307.5 THOUSAND

[Icon of a person with text, 4.1%]
SNAPCHAT AD REACH vs. TOTAL POPULATION
4.1%

[Icon of a globe with text, 4.3%]
SNAPCHAT AD REACH vs. TOTAL INTERNET USERS
4.3%

[Icon of a sticky note with text, -47.4%]
QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH
-47.4%
-278 THOUSAND

[Icon of a sticky note with the number 365, -16.3%]
YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH
-16.3%
-60 THOUSAND

[Icon of person with text and graph illustration, 53.1%]

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

53.1%

[Icon of person with text and graph illustration, 44.7%]

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

44.7%

[Icons of people with text, 3.8%]

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

3.8%

[Icons of people with text, 3.7%]

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

3.7%

[Icons of people with text, 3.8%]

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

3.8%

Hong Kong

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SOURCES: SNAP ADVERTISING RESOURCES; KEPOS ANALYSIS

NOTES: DATA AREN'T AVAILABLE FOR ALL LOCATIONS, VALUES BASED ON INDICATORS IF AVAILABLE. DATA ONLY. GENDER DATA ARE ONS VALUES FOR "MEN" & "WOMEN" BUT GENDER VALUES NOT SUM TO 100%. FOR DETAILED NOTES ON POPULATION NUMBERS, INTERNET AUDIENCES, OR INDIVIDUAL ITEMS IN THIS REPORT, PLEASE REFER TO THE COMPLETE 'ESSENTIAL PAGES' IN THE FULL REPORT. ALL AGED 18+ FACEBOOK IS UPLOADED IN JAN. ZIP ESTIMATES OF MAJOR SNAP AT START OF EACH 'DIGITAL' NEWSPAPERS. FACEBOOK IS ENVISOR NUMBER TO POPULATION. VALUES FOR THE BEGINNINGS WHICH HAS IMPORTANT AUDIENCES, DIFFERENT IS RESEARCH DURING NOTES, IN PAGES OF INDICATORS.

COMPARABILITY: IN ALL INDICATORS PERSON IN SNAPSHOT UNDUPLICATION

SOURCEDATIONITIES DATA. END.

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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

HONG KONG

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN
3.20 MILLION

LINKEDIN AD REACH VS. TOTAL POPULATION
42.7%

LINKEDIN AD REACH VS. TOTAL INTERNET USERS
44.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH
+3.2%
+100 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH
+14.3%
+400 THOUSAND

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

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

ADOPTION: OVERALL LINKEDIN AD REACH AGED 18+ VS. OVERALL
POPULATION AGED 18+
49.7%

ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ VS. FEMALE POPULATION
AGED 18+
33.9%

ADOPTION: MALE LINKEDIN AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
41.4%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES, GSMA INTELLIGENCE
NOTES: VALUES RELATE TO REGISTERED "MEMBERS" AGED 18+ STATP FROM GOOGLE. NOTES ON COMPARABILITY AND OTHER FACTORS IN THIS REPORT. GENDER DATA MAY NOT ADD UP TO 100% DUE TO ROUNDING AND OTHER FACTORS. GENDER SPLIT MAY NOT ADD UP TO 100% DUE TO GENDER REPORTING ISSUES AND OTHER FACTORS. REPORTED VALUES MAY DIFFER FROM POTENTIAL AUDIENCES ON ADVERTISING PLATFORMS. NOTE: ADVISORY: MUST MEET MINIMUM AGE TO CREATE ACCOUNTS, DIFFERENT PLATFORM TERMS. BASED ON RANDOM SAMPLINGS.
AD SOURCES: CONTRIBUTED BY: GSMA INTELLIGENCE, WE ARE SOCIAL, MELTWATER

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Connexions Mobile Cellulaires au Fil du Temps
Nombre de connexions mobiles cellulaires au fil du temps

- **Q4 2021**: 15.8 M
- **Q1 2022**: 15.9 M (+1.0%)
- **Q2 2022**: 16.1 M (+1.1%)
- **Q3 2022**: 16.3 M (+1.1%)
- **Q4 2022**: 16.4 M (+1.0%)
- **Q1 2023**: 16.5 M (+0.3%)
- **Q2 2023**: 16.5 M (+0.0%)
- **Q3 2023**: 16.7 M (+0.7%)
- **Q4 2023**: 16.8 M (+0.9%)

Sources et Notes

- **Source**: GSMA Intelligence
- **Note**: Exclut les connexions cellulaires IoT. Si des lettres sont affichées à côté des chiffres au-dessus des barres : "K" signifie milliers (ex : 123K = 123 000), "M" signifie millions (ex : 123M = 123 000 000). Lorsque les lettres sont absentes, les valeurs sont affichées telles quelles. Comparabilité ajustée pour les changements de base. Voir les notes de données pour plus de détails.

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Crédit Infographie

- **Organisation**: We Are Social, Meltwater

- **Drapeau**: Hong Kong 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

HONG KONG

TOTAL NUMBER OF MOBILE APP DOWNLOADS
309.8 MILLION

YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS
+10.4%
+29 MILLION

ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)
\$1.26 BILLION

YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES
-2.0%
-\$25 MILLION

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

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SHARE OF MOBILE TIME BY APP CATEGORY

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

TOTAL TIME SPENT USING SMARTPHONES EACH DAY
3H 38M

SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS
36.5%

****SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS****

24.9%

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

13.5%

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

14.6%

****SHARE OF SMARTPHONE TIME: SHOPPING APPS****

2.8%

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

7.6%

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

5.9%

SOURCE: DATAREPORTAL, SEE DATA.AI NOTES: FIGURES REPRESENT SHARE OF TIME SPENT USING ANDROID PHONES BETWEEN 1 JANUARY AND 31 DECEMBER 2023. CATEGORY DEFINITIONS REPRESENT DATA.AI'S CATEGORISATIONS 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.

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partners logos (data.ai, GWI, Google Trends, Meltwater, Kantar, Similarweb)

report logos (we are social, Meltwater)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

HONG KONG

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES

46.23%

YEAR-ON-YEAR CHANGE

-10.7% (-553 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES

50.00%

YEAR-ON-YEAR CHANGE
+13.6% (+597 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES
3.71%
YEAR-ON-YEAR CHANGE
-10.6% (-44 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
[UNCHANGED]

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN DECEMBER 2023. FIGURES SHOWN AS “BPS” REFER TO BASIS POINTS. THE BASIS POINT (OR BPS) IS A UNIT OF MEASURE EQUAL TO ONE HUNDREDTH OF ONE PERCENTAGE POINT (0.01%). E.G.: A 10 PERCENTAGE POINT INCREASE WOULD BE EQUIVALENT TO A 1,000 BASIS POINT INCREASE; AND A 5 PERCENTAGE POINT DECREASE WOULD BE EQUIVALENT TO A 500 BASIS POINT DECREASE. A STARTING VALUE OF 50% WOULD EQUAL 5,000 BPS. VALUES REPRESENTED AS BPS FIGURES ARE INTENDED TO HELP EASE THE ACCURATE COMPARISON OF RELATIVE CHANGES IN DATA OVER TIME.

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APP RANKING: MONTHLY ACTIVE USERS
Mobile Apps and Games Ranked By Average Monthly Active Users BETWEEN 01 JANUARY AND 31 DECEMBER 2023
HONG KONG

| # | MOBILE APP | COMPANY |
|----|--------------------|---------|
| 01 | WHATSAPP MESSENGER | META |
| 02 | YOUTUBE | GOOGLE |
| 03 | FACEBOOK | META |

| | | | |
|----|----------------|--|---------|
| 04 | WECHAT | | TENCENT |
| 05 | GOOGLE MAPS | | GOOGLE |
| 06 | GOOGLE | | GOOGLE |
| 07 | CHROME BROWSER | | GOOGLE |
| 08 | GMAIL | | GOOGLE |
| 09 | INSTAGRAM | | META |
| 10 | APP 1933 | | KMB |

| | | | |
|----|---------------------------|--|----------------------|
| # | MOBILE GAME | | COMPANY |
| 01 | REAL RACING 3 | | ELECTRONIC ARTS |
| 02 | ROBLOX | | ROBLOX |
| 03 | CANDY CRUSH SAGA | | ACTIVISION BLIZZARD |
| 04 | POKÉMON GO | | NIANTIC |
| 05 | PLAY A HAPPY GAME | | BOYAA |
| 06 | PUBG MOBILE | | TENCENT |
| 07 | ARENA OF VALOR | | SEA |
| 08 | EGGY PARTY | | NETEASE |
| 09 | GENSHIN IMPACT | | MIHOYO |
| 10 | MONSTER TRAINER: IDLE RPG | | SOULGAME INFORMATION |

SOURCE: Data.ai Intelligence. See Data.ai. NOTES: Rankings based on combined monthly active users across iPhones and Android phones between 01 January and 31 December 2023.

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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 | RED - SHOP THE WORLD | XINGIN |
| 02 | ALIPAY HK | ANT FINANCIAL SERVICES |
| GROUP | | |
| 03 | KEETA - MEITUAN'S FOOD DELIVERY | MEITUAN DIANPING |
| 04 | TIKTOK | BYTEDANCE |
| 05 | OCTOPUS | OCTOPUS |
| CARDS | | |
| 06 | TELEGRAM | TELEGRAM |
| 07 | TRIP.COM | CTRIP |
| 08 | POE | QUORA |
| 09 | WHATSAPP MESSENGER | META |
| 10 | MONEYBACK | CK HUTCHISON HOLDINGS |

| | MOBILE GAME | COMPANY |
|----|--------------------------------|---------------|
| 01 | ROBLOX | ROBLOX |
| 02 | BLOCK BLAST ADVENTURE MASTER | HUNGRY STUDIO |
| 03 | EGGY PARTY | NETEASE |
| 04 | MONOPOLY GO: FAMILY BOARD GAME | SCOPELY |
| 05 | SUBWAY SURFERS | TENCENT |
| 06 | — tymñzz | DOKI STUDIO |
| 07 | PUBG MOBILE | TENCENT |
| 08 | ASHES OF THE KINGDOM | SIALIA GAMES |
| 09 | AMONG HEROES: FANTASY SAMKOK | DOKI STUDIO |
| 10 | MONSTER HUNTER NOW | NIANTIC |

SOURCE: DATA.AI INTELLIGENCE. SEE DATA AI. NOTE: RANKINGS
 BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY
 STORE AND APPLE iOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER
 2023.``
 JAN 2024

APP RANKING: CONSUMER SPEND

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

| # | MOBILE APP | COMPANY |
|----|-------------------------------|---------------|
| 01 | YOUTUBE | GOOGLE |
| 02 | DISNEY+ | DISNEY |
| 03 | GOOGLE ONE | GOOGLE |
| 04 | WEPLAY | WEJOY |
| 05 | YOUTUBE MUSIC | GOOGLE |
| 06 | ONPHONE - SECOND PHONE NUMBER | ANYDAY APPS |
| 07 | JOOX MUSIC | TENCENT |
| 08 | DINGTON | DINGTON |
| 09 | LINKEDIN | MICROSOFT |
| 10 | FUTUBULL | SHENZHEN FUTU |

| # | MOBILE GAME | COMPANY |
|----|-----------------------------|-----------------------------|
| 01 | THREE KINGDOMS TACTICS | ALIBABA GROUP |
| 02 | GENSHIN IMPACT | MIHOYO |
| 03 | HONKAI: STAR RAIL | MIHOYO |
| 04 | THREE KINGDOMS FANTASY LAND | ALIBABA GROUP |
| 05 | RAGNAROK ORIGIN | GUNGHO ONLINE ENTERTAINMENT |
| 06 | COIN MASTER | MOON ACTIVE |
| 07 | ARENA OF VALOR | SEA |
| 08 | CANDY CRUSH SAGA | ACTIVISION BLIZZARD |
| 09 | MONSTER HUNTER NOW | NIANTIC |
| 10 | ROBLOX | ROBLOX |

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

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

[Hong Kong flag]

PURCHASED A PRODUCT OR SERVICE ONLINE
51.8%

ORDERED GROCERIES VIA AN ONLINE STORE
21.1%

BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE
13.6%

USED AN ONLINE PRICE COMPARISON SERVICE
32.9%

USED A BUY NOW, PAY LATER SERVICE
9.2%

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

[Icons of We Are Social and Meltwater]

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[Icons for different functionalities]JAN 2024

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

EACH PRODUCT OR SERVICE

ACCOUNT WITH A FINANCIAL INSTITUTION

97.8%

FEMALE 98.2% | MALE 97.3%

CREDIT CARD OWNERSHIP

71.6%

FEMALE 73.2% | MALE 69.8%

DEBIT CARD OWNERSHIP

88.1%

FEMALE 87.4% | MALE 88.9%

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

[N/A]

FEMALE [N/A] | MALE [N/A]

MADE A DIGITAL PAYMENT (PAST YEAR)

86.5%

FEMALE 86.7% | MALE 86.3%

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

60.9%

FEMALE 62.4% | MALE 59.0%

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

60.8%

FEMALE 61.7% | MALE 59.6%

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

64.4%

FEMALE 64.6% | MALE 64.2%

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 PROVIDE AN INTEROPERABLE WALLET LINKED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, AND TONGA. FIGURES FOR "MOBILE MONEY ACCOUNTS" DO NOT INCLUDE OTHER MOBILE PAYMENT SERVICES SUCH AS ALIPAY, GOOGLE PAY, OR SAMSUNG PAY.

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

- FREE DELIVERY: 57.8%
- COUPONS AND DISCOUNTS: 46.6%
- SIMPLE ONLINE CHECKOUT: 30.1%
- CUSTOMER REVIEWS: 28.4%
- EASY RETURNS POLICY: 25.6%
- LOYALTY POINTS: 24.7%
- CLICK AND COLLECT: 24.0%
- CASH ON DELIVERY: 23.8%
- NEXT-DAY DELIVERY: 22.6%
- SOCIAL LIKES & COMMENTS: 16.9%
- GUEST CHECKOUT: 13.5%
- INTEREST-FREE PAYMENTS: 12.4%
- ECO-FRIENDLY CREDENTIALS: 12.1%
- EXCLUSIVE CONTENT OR SERVICES: 8.6%
- SOCIAL BUY BUTTONS: 7.6%

(Source: GWI Q3 2023)

Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Comparability: Methodology changes. See notes on data. Jan 2024

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
31.0%

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

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK
TRANSFERS

15.0%

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

3.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO OTHER PAYMENT METHODS

7.0%

SOURCE: PPRO

NOTE: Figures represent share of the total number of B2C ecommerce transactions in 2022.

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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 | IPHONE | 89

03 | CHANEL | 64

04 | DIOR | 57

05 | IKEA | 57

06 | SAMSUNG | 56

07 | LV | 54

08 | ADIDAS | 49

09 | APPLE | 46

10 | HERMES | 45

11 | BACKPACK | 43

12 | GUCCI | 41

13 | NEW BALANCE | 37

14 | SWITCH | 32

15 | CELINE | 31

16 | \ |s (Xiaomi) | 28

17 | TOTE BAG | 27

18 | AMAZON | 26

19 | HKTV MALL | 23

20 | LOEWE | 23

****SOURCE****: Google trends based on shopping searches conducted on Google Search between 01 January 2023 and 31 December 2023.

****NOTES****: Any language nuances 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. This report doesn't adjust or re-attribute search volumes, but the "Index" or "Top Query" shows relative search volumes of each query compared with the search volume of the top query.

****ADVISORY****: Google trends uses dynamic sampling, so rank order and index values may vary depending on when the tool is accessed, even for the same time period.

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****ECOMMERCE: CONSUMER GOODS CATEGORIES****

****Hong Kong****

(Estimated Annual Spend in Each Consumer Goods Ecommerce Category (B2C Only, U.S. Dollars, Full-Year 2023))

****ELECTRONICS****

\$2.17 Billion\

Year-on-Year Change: +1.4% (\$30 Million)

****FASHION****

\$9.24 Billion\

Year-on-Year Change: +14.8% (\$1.19 Billion)

****FOOD****

\$1.85 Billion\

Year-on-Year Change: +1.3% (\$20 Million)

****BEVERAGES****

\$480.0 Million\

Year-on-Year Change: -11.3% (\$60 Million)

****DIY & HARDWARE****

\$690.0 Million\

Year-on-Year Change: +6.2% (\$40 Million)

****FURNITURE****

\$1.42 Billion\

Year-on-Year Change: +13.6% (\$170 Million)

****PHYSICAL MEDIA****

\$340.0 Million\
Year-on-Year Change: [UNCHANGED]

****BEAUTY & PERSONAL CARE****
\$490.0 Million\
Year-on-Year Change: +8.9% (\$40 Million)

****TOBACCO PRODUCTS****
\$70.0 Million\
Year-on-Year Change: +16.7% (\$10 Million)

****TOYS & HOBBY****
\$240.0 Million\
Year-on-Year Change: +9.1% (\$20 Million)

****HOUSEHOLD ESSENTIALS****
\$90.0 Million\
Year-on-Year Change: +28.6% (\$20 Million)

****OVER-THE-COUNTER PHARMACEUTICALS****
\$70.0 Million\
Year-on-Year Change: +16.7% (\$10 Million)

****LUXURY GOODS****
\$1.10 Billion\
Year-on-Year Change: +12.2% (\$120 Million)

****EYEWEAR****
\$80.0 Million\
Year-on-Year Change: +14.3% (\$10 Million)

****Source:**** Statista ECommerce Market, See [statista.com](https://www.statista.com)\
****Notes:**** Figures represent estimates of full-year eCommerce spend in U.S. Dollars and comparisons with the previous calendar year. These eCommerce categories do not include digital downloads or streaming. Comparability: Significant restatements and major category definition changes. Figures are not comparable with previous reports.

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[Icons and logos of contributing organizations: Statista, We Are Social, Meltwater]##
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ONLINE RIDE-HAILING OVERVIEW

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

NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES

2.64 MILLION

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

+1.9%

+50 THOUSAND

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

\$335.8 MILLION

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

+5.3%

+\$17 MILLION

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

\$127

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 PERSON-DRIVEN VEHICLES (E.G. MINI CABS, CABS) AND TRADITIONAL TAXI SERVICES, ONLY INCLUDE BOOKINGS THAT ARE MADE VIA ONLINE SERVICES. FIGURES REPRESENT ESTIMATES FOR FULL YEAR 2023. VALUES ARE IN USD\$. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES; FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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ONLINE TRAVEL AND TOURISM

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

HONG KONG

- FLIGHTS:

\$1.49 BILLION

YEAR-ON-YEAR CHANGE: +126% (+\$829 MILLION)

- TRAINS:

\$182.1 MILLION

YEAR-ON-YEAR CHANGE: +26.9% (+\$39 MILLION)

- CAR RENTALS:

\$255.9 MILLION

YEAR-ON-YEAR CHANGE: +30.8% (+\$60 MILLION)

- LONG-DISTANCE BUSES:

\$44.05 MILLION

YEAR-ON-YEAR CHANGE: +30.6% (+\$10 MILLION)

- HOTELS:

\$1.06 BILLION

YEAR-ON-YEAR CHANGE: +37.5% (+\$289 MILLION)

- PACKAGE HOLIDAYS:

\$1.21 BILLION

YEAR-ON-YEAR CHANGE: +48.3% (+\$394 MILLION)

- VACATION RENTALS:

\$661.9 MILLION

YEAR-ON-YEAR CHANGE: +80.0% (+\$294 MILLION)

- CRUISES:

\$65.33 MILLION

YEAR-ON-YEAR CHANGE: +64.5% (+\$26 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 CONVERT VALUES FOR THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORTATION, NON-COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, RID-HAILING, OR CHAUFFEUR SERVICES. COMPARABLE TIME AND CATEGORY DEFINITIONS INDICATE REVENUE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS ESTIMATES.

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JAN 2024
DIGITAL HEALTH TREATMENT & CARE OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED
HEALTHCARE TREATMENTS AND CARE

NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE
3.00 MILLION

YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE
+5.6%
+160 THOUSAND

TOTAL ANNUAL VALUE OF THE DIGITAL TREATMENT & CARE MARKET (USD,
2023)
\$77.37 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL TREATMENT & CARE
MARKET
+6.2%
+4.5 MILLION

AVERAGE ANNUAL VALUE PER USER: DIGITAL TREATMENT & CARE (USD, 2023)
\$25.81

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. DOESN'T INCLUDE SMARTPHONES, SMART
WATCHES, OR SMART WEARABLES. 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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ONLINE DOCTOR CONSULTATIONS OVERVIEW HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES

Number of people using online doctor consultation services:
290.0 thousand

Year-on-year change in users of online doctor consultation services:
+7.4% (+20 thousand)

Total annual value of online doctor consultations (USD, 2023):
\$50.60 million

Year-on-year change in market value, online doctor consultations:
+11.6% (+\$5.3 million)

Average annual value per user, online doctor consultations (USD, 2023):
\$177

Notes:

- Includes telemedicine and other digital tools that enable patients to consult with doctors remotely.
- Figures represent estimates for full-year 2023, and comparisons to equivalent values for the previous calendar year.
- Financial values are in US dollars. Percentage change values are relative. '000' values show absolute change.

Source:

- Statista Digital Market Outlook, see [statista.com](https://www.statista.com).

Logos:

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Bottom right corner icons:

- Full-screen mode
- Translate
- Download
- Share
- Pitch functions

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DIGITAL CONTENT PURCHASES

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

1. MOVIE OR TV STREAMING SERVICE - 24.7%
2. MUSIC STREAMING SERVICE - 21.4%
3. MUSIC DOWNLOAD - 19.7%
4. MOBILE GAME - 16.1%
5. MOBILE APP - 15.6%
6. NEWS SERVICE - 10.8%
7. IN-APP PURCHASES - 10.2%
8. E-BOOK - 10.1%
9. PREMIUM WEB SERVICE - 9.7%
10. STUDY PROGRAMS AND LEARNING MATERIALS - 8.4%
11. SOFTWARE PACKAGE - 7.7%
12. ONLINE MAGAZINE SUBSCRIPTION - 7.3%
13. DIGITAL GIFTS - 6.1%
14. DATING SERVICE - 4.6%

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

- 1.84 Million
- (Icon: Smartwatch)

****Year-on-Year Change in the Number of Digital Fitness & Well-Being Users****

- +7.6%
- +130 Thousand
- (Icon: Up arrow)

****Total Annual Value of the Digital Fitness & Well-Being Market (USD, 2023)****

- \$118.9 Million
- (Icon: Dollar sign)

****Year-on-Year Change in Market Value: Digital Fitness & Well-Being Market****

- +5.6%

- +\$6.3 Million

(Icon: Circular arrows)

****Average Annual Value Per User: Digital Fitness & Well-Being (USD, 2023)****

- \$64.71

(Icon: Person with dollar sign)

Sources: Statista Digital Market Outlook, see estatista.com. Notes include smartwatches, fitness/ activity tracking wristwear, smart scales, fitness apps that track measurements, nutrition, or B. P. Glucose counting, and meditation and mindfulness apps. Does not include smart clothing, smart suits, smart eyewear, health-tracking apps, or hearables. Figures refer to the consumer market; businesses and health insurance spending are excluded from figures. Averages and comparisons to equivalent values for the previous year use constant exchange rates, values shown in US dollars. Figures will show actual change.

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DIGITAL MEDIA SPEND

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

HONG KONG

TOTAL

\$701.0 MILLION

YEAR-ON-YEAR CHANGE

+9.8% (+\$63 MILLION)

VIDEO GAMES

\$218.2 MILLION

YEAR-ON-YEAR CHANGE

+9.3% (+\$19 MILLION)

VIDEO-ON-DEMAND

\$261.2 MILLION

YEAR-ON-YEAR CHANGE

+10.9% (+\$26 MILLION)

EPUBLISHING

\$79.50 MILLION

YEAR-ON-YEAR CHANGE

+4.7% (+\$3.5 MILLION)

DIGITAL MUSIC
\$142.1 MILLION
YEAR-ON-YEAR CHANGE
+11.5% (+\$15 MILLION)

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

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JAN 2024

SOURCES OF BRAND DISCOVERY

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

1. Search engines: 35.3%
2. Word-of-mouth: 30.6%
3. TV ads: 27.7%
4. Social media ads: 26.5%
5. Brand websites: 25.1%
6. Product comparison websites: 23.3%
7. Retail websites: 23.2%
8. Ads on websites: 22.5%
9. Consumer review sites: 21.1%
10. TV shows and films: 20.7%
11. Ads in mobile apps: 19.3%
12. Social media comments: 19.2%
13. Ads on public transport: 18.8%
14. Product samples or trials: 18.0%
15. Celebrity endorsements: 17.3%

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

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

HONG KONG

RESEARCH BRANDS ONLINE BEFORE MAKING A PURCHASE
50.2%
YOY: +3.7% (+180 BPS)

VISITED A BRAND'S WEBSITE IN THE PAST 30 DAYS
41.5%
YOY: +2.5% (+100 BPS)

CLICKED OR TAPPED ON A BANNER AD ON A WEBSITE IN THE PAST 30 DAYS
10.9%
YOY: -2.7% (-30 BPS)

CLICKED OR TAPPED ON A SPONSORED SOCIAL MEDIA POST IN THE PAST 30
DAYS
14.2%
YOY: -1.4% (-20 BPS)

DOWNLOADED OR USED A BRANDED MOBILE APP IN THE PAST 30 DAYS
19.1%
YOY: +8.5% (+150 BPS)

SOURCE: GWI Q3 2021 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

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Digital 2024 Hong Kong Bien sûr, voici la transcription textuelle de l'image :

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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

HONG KONG

1. SEARCH ENGINES - 46.7%
2. SOCIAL NETWORKS - 39.5%
3. PRICE COMPARISON SITES - 34.0%
4. PRODUCT & BRAND WEBSITES - 32.3%
5. CONSUMER REVIEWS - 32.2%
6. DISCOUNT VOUCHER SITES - 26.9%
7. FORUMS & MESSAGE BOARDS - 21.8%
8. BRAND & PRODUCT BLOGS - 20.8%
9. MOBILE APPS - 20.4%
10. SPECIALIST REVIEW SITES - 15.3%
11. MESSENGER SERVICES - 13.2%
12. VIDEO SITES - 11.9%
13. MICRO-BLOGS - 11.5%
14. Q&A SITES - 10.7%
15. ONLINE PINBOARDS - 6.7%

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

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PARTNERS: WE ARE SOCIAL, Meltwater

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

[Image of a speaker icon]

TOTAL AD SPEND
(INCLUDING ONLINE AND OFFLINE CHANNELS)
\$3.17 BILLION

[Image of an upwards arrow icon]
YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)
+5.7%
+\$172 MILLION

[Image of a globe icon]
DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)
\$2.12 BILLION

[Image of two arrows in a cycle]
YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND
+9.0%
+\$175 MILLION

[Image of a cogwheel icon]
DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND
67.0%

SOURCE: Statista Market Outlooks. See [statista.com](https://www.statista.com). Notes: Figures represent estimates for full-year 2023, and comparisons with equivalent values for the previous calendar year. Financial values in US dollars reflecting exchange rates where applicable for November 2023. The starting value of 100 used to equal 100%. Due to rounding, market shares and activating figures (the definition of some business values) might not total 100%. Activating domestic values. This chart requires a broader variety of channels.

Statista
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PROGRAMMATIC ADVERTISING OVERVIEW

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

HONG KONG

ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (USD)
\$1.26 BILLION

YEAR-ON-YEAR CHANGE IN PROGRAMMATIC ADVERTISING SPEND (USD)
+9.0%
+104 MILLION

PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
59.5%

YEAR-ON-YEAR CHANGE IN PROGRAMMATIC'S SHARE OF TOTAL DIGITAL
ADVERTISING SPEND
+0.02%
+1.0 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 FIGURES MAY
BE SUBJECT TO ROUNDING. GROWTH FIGURES REPRESENT INCREASE FROM
THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE BASED ON THE
EXCHANGE RATE PREVAILING ON THE 1ST DAY OF OCTOBER 2023. BPS
REPRESENT BASIS POINTS AND INDICATE ABSOLUTE CHANGE.
COMPARABILITY: BASE CHANGES FIGURES ARE NOT COMPARABLE WITH
PREVIOUS RESULTS.

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

HONG KONG

ANNUAL SPEND ON ONLINE SEARCH ADVERTISING (USD)
\$598.0 MILLION

YEAR-ON-YEAR CHANGE IN ONLINE SEARCH ADVERTISING SPEND
+8.7%
+48 MILLION

ONLINE SEARCH'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
28.1%

YEAR-ON-YEAR CHANGE IN ONLINE SEARCH'S SHARE OF TOTAL DIGITAL
ADVERTISING SPEND
-0.3%
-8 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK, SEE STATISTA.COM.
NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND
COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR
YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGES
WERE CALCULATED USING CONSTANT EXCHANGE RATES, COMPARING 2023
WITH 2024. ONE BASIS POINT (BPS) REPRESENTS ONE HUNDREDTH OF ONE
PERCENT. "INTERNET USERS" ARE DEFINED AS PEOPLE AGED 16 TO 64 WHO
REPORT USING THE INTERNET "AT LEAST ONCE A MONTH". FIGURES FOR
DIGITAL ADVERTISING SPEND REFLECT THE AMOUNTS SPENT BY
ADVERTISERS, AND PROFIT/COST/STOCK DATA IS EXCLUDED UNLESS
OTHERWISE STATED. "INTERNET USERS" ARE DEFINED AS PEOPLE AGED 16
TO 64 WHO REPORT USING THE INTERNET "AT LEAST ONCE A MONTH."
PUBLISHED JANUARY 2024.

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JAN 2024
DIGITAL ADVERTISING SPEND
ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL-
YEAR 2023)

Hong Kong

TOTAL ANNUAL SPEND ON DIGITAL ADS (ALL TYPES)
\$2.12 BILLION
Y-O-Y CHANGE IN SPEND
+9.0% (+\$175 MILLION)

ANNUAL SPEND ON ONLINE SEARCH ADS
\$598.0 MILLION
Y-O-Y CHANGE IN SPEND
+8.7% (+\$48 MILLION)

ANNUAL SPEND ON DIGITAL VIDEO ADS
\$308.1 MILLION
Y-O-Y CHANGE IN SPEND
+8.6% (+\$24 MILLION)

ANNUAL SPEND ON DIGITAL BANNER ADS
\$509.4 MILLION
Y-O-Y CHANGE IN SPEND
+7.9% (+\$37 MILLION)

ANNUAL SPEND ON ONLINE INFLUENCER ACTIVITIES
\$84.40 MILLION
Y-O-Y CHANGE IN SPEND
+15.9% (+\$12 MILLION)

ANNUAL SPEND ON ONLINE CLASSIFIEDS
\$112.6 MILLION
Y-O-Y CHANGE IN SPEND
+4.0% (+\$4.3 MILLION)

ANNUAL SPEND ON DIGITAL AUDIO ADS
\$14.56 MILLION
Y-O-Y CHANGE IN SPEND
+9.8% (+\$1.3 MILLION)

SHARE OF TOTAL DIGITAL AD SPEND: MOBILE DEVICES*
51.2%
Y-O-Y CHANGE IN SPEND
+2.5% (+124 BPS)

SHARE OF TOTAL DIGITAL AD SPEND: SOCIAL MEDIA
23.4%
Y-O-Y CHANGE IN SPEND
+0.3% (+7 BPS)

SHARE OF TOTAL DIGITAL AD SPEND: PROGRAMMATIC

59.5%

Y-O-Y CHANGE IN SPEND

+0.02% (+1.0 BPS)

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

NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT FIGURES FOR THE FULL-YEAR IN THE PREVIOUS YEAR. *MOBILE DEVICE FIGURE INCLUDES SPEND ON ALL 'INTERNET-CONNECTED DEVICES' (E.G. DESKTOP/LAPTOPS) COMPATIBLE WITH A SUBSET OF 'MOBILE' FORMATS (E.G. BANNER ADS IN DESKTOP BROWSERS). 'ADVERTISING' FIGURES REPRESENT SPEND BY ADVERTISERS AND MAY THEREFORE NOT CORRELATE WITH ABSOLUTE CONSUMER SPEND 'BY FORMAT'. FULL METHODOLOGY AVAILABLE ON STATISTA.COM. DATA SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK, MELTWATER DIGITAL 2024, WE ARE SOCIAL. FOR ADDITIONAL INFORMATION, PLEASE SEE STATISTA'S ONLINE DATABASE AND ONLINE COMPARABILITY INDEX.

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SOCIAL MEDIA ADVERTISING OVERVIEW

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

(Icon: Dollar sign in green circle)

ANNUAL SPEND ON SOCIAL MEDIA ADVERTISING (USD)

\$496.4 MILLION

(Icon: Arrows in a circle in red circle)

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA ADVERTISING SPEND

+9.3%

+ \$42 MILLION

(Icon: Speech bubbles in orange circle)

SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND

23.4%

(Icon: Up and down arrows in blue circle)

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

+0.3%

+7 BPS

Source: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM. Notes: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL

VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGES AND SHARE FIGURES ARE BASED ON VALUES AT CONSTANT EXCHANGE RATES. A STATISTICAL VALUE OF '100' WOULD EQUAL 0.01%. 'BPS' VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE CHANGES FIGURES ARE NOT COMPARABLE WITH PREVIOUS RESULTS.

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.Logo: We Are Social .Logo: Meltwater

.Icon: Forward arrow in white circle

.Icon: Video camera in white circle

.Icon: Line graph in white circle

.Icon: Document in white circle

.Icon: Megaphone in white circle

.Icon: Feedback in white circle

.Icon: French language toggle

.Flag and text: Hong KongJAN 2024

INFLUENCER ADVERTISING OVERVIEW

SPEND ON INFLUENCER ADVERTISING ACTIVITIES (IN U.S. DOLLARS) AND THEIR SHARE OF THE DIGITAL ADVERTISING MARKET

ANNUAL SPEND ON INFLUENCER ADVERTISING (USD)

\$84.40 MILLION

YEAR-ON-YEAR CHANGE IN INFLUENCER ADVERTISING SPEND

+15.9%

+\$12 MILLION

INFLUENCER ADVERTISING'S SHARE OF TOTAL DIGITAL AD SPEND

4.0%

YEAR-ON-YEAR CHANGE IN INFLUENCER ADVERTISING'S SHARE OF TOTAL DIGITAL AD SPEND

+6.3%

+24 BPS

Sources: 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. Figures represent the monetary value paid directly to influencers or their agents, and do not include the value of product giveaways, contra services, or other 'in-kind' support. Figures represent gross values, and do not include invoiced discounts, agency rebates, or other forms of client payment reduction. "BPS" values indicate the change in share, and indicate absolute change.

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Icône de QR Code

Icône de la langue

françaisAttitudes: Ads and Ad Tracking

How Internet users aged 16 to 64 feel about ads, and the steps they take to avoid advertising and ad tracking (Jan 2024).

Feel represented in the advertising that they see or hear.

10.2%

Year-on-year change: -11.3% (-130 BPS)

Use an ad blocker for at least some online activities

35.3%

Year-on-year change: +3.8% (+130 BPS)

Decline cookies at least some of the time

39.0%

Year-on-year change: +3.2% (+120 BPS)

Use a virtual private network (VPN) for at least some online activities

28.2%

Year-on-year change: +8.0% (+210 BPS)

Source: GWI Q4 2023. Figures present the findings of a broad survey of Internet users aged 16 to 64. See GWI.com. Notes: percentage change values represent relative change (e.g.: an increase of 20% from an starting value of 50% would equal 60%, not 70%). "BPS" values represent basis points, and indicate the absolute change.

Comparability: methodology changes. See notes on data.

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