

****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.

****Meltwater****

State of Social Media 2024

Download the report

****Digital 2024 Monaco****

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(zoom icon) (slide icon) (download icon) (French flag)JAN 2024

MONACO

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

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

TOTAL POPULATION

36.2 THOUSAND

YEAR-ON-YEAR CHANGE

-0.4%

-159

URBANISATION

100.0%

(Icon of two people, "we are social")

CELLULAR MOBILE CONNECTIONS

46.0 THOUSAND

YEAR-ON-YEAR CHANGE

+15.5%

+6,166

TOTAL vs. POPULATION

127.0%
(Icon of a mobile, "Meltwater")

INDIVIDUALS USING THE INTERNET
35.6 THOUSAND
YEAR-ON-YEAR CHANGE
-0.4%
-156
TOTAL vs. POPULATION
98.4%
(Icon of a globe, "Meltwater")

SOCIAL MEDIA USER IDENTITIES
14.0 THOUSAND
YEAR-ON-YEAR CHANGE
+46.1%
+4,400
TOTAL vs. POPULATION
38.5%
(Icon of a speech bubble, "Meltwater")

SOURCES:

UN; GOVERNMENT AUTHORITIES; U.S. CENSUS BUREAU; CISCO; KNATRA;
EMARK; PLATFORM RESOURCE: GEOFACTIVE DATA RESEARCH CENTRE;
PEKINS; ANALYSIS; ADVISORY BOARD; MELDAT; DETRE; AND; KNT
HYDROSTUDY UID INDIVIDUAL.
COMPARATIVE SOURCE: RADARESINFO AND BASE RESOURCES. FIGURES ARE
NOT COMPARABLE WITH PREVIOUS REPORTS; GLOBAL BASESTATS ARE
SUBJECT TO REVISION AND OBSOLESCENCE. REPORT FIGURES ARE
GENERAL ESTIMATES BASED ON PRIMARY SOURCES AND ALSO ADAPT TO
HIGH RISK PROFILES. DECLINES IN INTERNET USERS MAY BE A SIGN OF
MARKET SATURATION.

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(Various icons at the bottom, including search, speaker, social media, language
options, etc.)

(Note: Flag of Monaco in upper right corner)### Jan 2024

Population Essentials

Demographics and Other Key Indicators

- **Total Population**: 36.2 thousand
! [Icon: Population]
- **Female Population**: 51.0%
! [Icon: Female Symbol]
- **Male Population**: 49.0%
! [Icon: Male Symbol]

- ****Year-on-Year Change in Total Population****: -0.4% (-159)
![[Icon: Downward Arrow]]
- ****Median Age of the Population****: 54.2
![[Icon: Median Age]]
- ****Urban Population****: 100.0%
![[Icon: Urban Population]]
- ****Population Density (People per km²)****: 24,313
![[Icon: Population Density]]
- ****Overall Literacy (Adults aged 15+)****: 99.0%
![[Icon: Literacy]]
- ****Female Literacy (Adults aged 15+)****: 99.0%
![[Icon: Female Literacy]]
- ****Male Literacy (Adults aged 15+)****: 99.0%
![[Icon: Male Literacy]]

![[Flag of Monaco]]

Sources: KEPIOS Analysis; United Nations; Local Government Authorities; World Bank; UNESCO; CIA World Factbook; Our World in Data; INDIEWUMDE; KNOMAD.

![[We are social logo]] ![[Meltwater logo]]

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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
Mischievous Mode
The Offline Internet
Post Representation

Explore the trends:
ThinkForward.WeAreSocial.com

PARTNER CONTENT

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---Voici 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 ****

**** MONACO ****

- **** AGE 0-4: **** 1,636 (4.5%)
- **** AGE 5-9: **** 1,673 (4.6%)
- **** AGE 10-14: **** 1,533 (4.2%)
- **** AGE 15-19: **** 1,437 (4.0%)
- **** AGE 20-24: **** 1,641 (4.6%)
- **** AGE 25-29: **** 1,672 (4.6%)
- **** AGE 30-34: **** 1,538 (4.3%)
- **** AGE 35-39: **** 1,603 (4.4%)
- **** AGE 40-44: **** 1,648 (4.5%)
- **** AGE 45-49: **** 1,685 (4.7%)
- **** AGE 50-54: **** 1,925 (5.3%)
- **** AGE 55-59: **** 2,472 (6.8%)
- **** AGE 60-64: **** 2,476 (7.6%)
- **** AGE 65-69: **** 2,653 (7.3%)
- **** AGE 70-74: **** 2,503 (6.9%)
- **** AGE 75-79: **** 2,263 (6.2%)
- **** AGE 80-84: **** 2,016 (5.5%)
- **** AGE 85-89: **** 1,653 (4.6%)
- **** AGE 90-94: **** 1,130 (3.1%)
- **** AGE 95-99: **** 608 (1.7%)
- **** AGE 100+: **** 322 (0.9%)

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Sources et notes diverses sont fournies en bas de l'image. Jan 2024

OVERVIEW OF INTERNET USE ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

TOTAL INTERNET USERS
35.6 THOUSAND

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION
98.4%

YEAR-ON-YEAR CHANGE IN THE NUMBER OF INTERNET USERS
-0.4%
-156

MOBILE INTERNET PROXY*: SHARE OF SOCIAL MEDIA USERS ACCESSING VIA
MOBILE DEVICES
97.3%

Sources: Kepios analysis, ITU, GSMA Intelligence, Eurostat, CIA World Factbook, local government authorities, company advertising resources, United Nations. Note: ITU stand-alone figures for 'mobile internet use' were unavailable at the time of production, but the percentage shown for social media users accessing social platforms via 'mobile devices' will give a meaningful benchmark for mobile internet use. *Advisory: figures for internet user growth may under-represent actual trends. See notes on data comparability, source and base changes.

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

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** JAN 2014 **

35.8 K

+1.9%

** JAN 2015 **

36.4 K

+1.7%

** JAN 2016 **

37.1 K

-0.02%

** JAN 2017 **

37.1 K
 -0.1%
 JAN 2018
 37.0 K
 +0.03%
 JAN 2019
 37.0 K
 -0.01%
 JAN 2020
 37.0 K
 -0.6%
 JAN 2021
 36.8 K
 -0.7%
 JAN 2022
 36.6 K
 -0.5%
 JAN 2023
 36.4 K
 -0.4%
 JAN 2024
 36.2 K

SOURCES: UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; KEPLOS ANALYSIS. NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (e.g. "123.4 K" = 123,400). "M" DENOTES MILLIONS (e.g. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (e.g. "12.34 B" = 12,340,000,000). 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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JAN 2024

INTERNET USE OVER TIME (YOY)

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

Date	Number of Internet Users (K)	YOY Change
-----	-----	-----

JAN 2014	33.1 K	+2.9%	
JAN 2015	34.0 K	+3.7%	
JAN 2016	35.3 K	+1.9%	
JAN 2017	36.0 K	-0.1%	
JAN 2018	35.9 K	-14.1%	
JAN 2019	30.9 K	+18.3%	
JAN 2020	36.5 K	-0.8%	
JAN 2021	36.2 K	-0.7%	
JAN 2022	36.0 K	-0.5%	
JAN 2023	35.8 K	-0.4%	
JAN 2024	35.6 K		

****Sources:**** Keipo Analysis, ITU, GSMA Intelligence, Eurostat, Google's Advertising Resources, Cininc Kantar & Imamic, Government Resources, United Nations. Note: Where letters are shown next to figures above, they denote estimates 1 '010TYP" as at: 12 Jan'22 years millennials e.g. 12 'jam' 1: 2,000,000]. the estimates subjects as [e.g. 'IN' as 12 Jan',2020,000.0]. Where noted left-figure above as' denotes is comparable TIME X or 'OTHER. Estimates as at : 12 Jan: 1,200,000' where updates. 2" indicates for each file format may UNDERTHESHINT actual use NOTES ON DATA. Also figures the latest available data. But some sources not publish regular updates.

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****INTERNET USER PERSPECTIVES****

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

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****INTERNET USERS: ITU****

- 35.6 THOUSAND

- vs. POPULATION 98.4%

****INTERNET USERS: CIA WORLD FACTBOOK****

- 31.8 THOUSAND

- vs. POPULATION 87.9%

****INTERNET USERS: INTERNETWORLDSTATS****

- 38.5 THOUSAND

- vs. POPULATION 106.3%

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

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

****JAN 2024****

Graph Data:

- JAN 2014: 92.4% (+1.0%)
- JAN 2015: 93.4% (+1.0%)
- JAN 2016: 95.2% (+2.0%)
- JAN 2017: 97.1% (+1.9%)
- JAN 2018: 97.1% (0%)
- JAN 2019: 83.3% (-14.1%)
- JAN 2020: 98.6% (+18.3%)
- JAN 2021: 98.4% (-0.2%)
- JAN 2022: 98.4% (0%)
- JAN 2023: 98.4% (0%)
- JAN 2024: 98.4% (0%)

****Sources:****

FICRA; ANALYSIS; ITU; UISA; TELEGEOGRAPHY; EUROSTAT; GSCI; ADVERTISING RESOURCES; CINIC; KANTAR & IMAM; GOVERNMENT RESOURCES; UNITED NATIONS

****Notes:****

*DATA IS NOT AVAILABLE FOR ALL GEOGRAPHIES. WHERE DATA FROM THE MOST RECENT REPORTING PERIOD IS NOT AVAILABLE, FIGURES SHOW THE RELATIVE CHANGE IN INTERNET ADOPTION. WHERE DATA FOR PREVIOUS PERIODS IS ALSO UNAVAILABLE, FIGURES SHOW THE TOTAL REPORTED

INTERNET ADOPTION RATE FOR THE MOST RECENT PERIOD. SOURCES AND FIGURES ARE ONLY COMPARABLE WHERE INCLUDES THE SAME TYPES OF DATA, BUT SOME SOURCES DO NOT PUBLISH EQUIVALENT DATA POINTS. SO FIGURES FOR SOME GEOGRAPHIES MAY DIFFER FROM PREVIOUS YEARS' ACTUAL ADOPTION RATES IN THESE DATA SETS.*

Logos/Brands.

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Cultural Note:

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INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

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MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

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DOWNLOAD (MBPS)

[N/A]

UPLOAD (MBPS)

[N/A]

LATENCY (MS)

[N/A]

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

we are social

DOWNLOAD

[N/A]

UPLOAD

[N/A]

LATENCY

[N/A]

MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

OOKLA

DOWNLOAD (MBPS)

247.37

UPLOAD (MBPS)
172.17

LATENCY (MS)
3

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

Meltwater
DOWNLOAD
+36.5%

UPLOAD
+41.2%

LATENCY
-40.0%

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

Chrome: 46.4%
Safari: 28.0%
Opera: 10.3%
Firefox: 4.8%
Edge: 3.9%
IE: 2.2%
Android: 1.5%
Others: 2.9%

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.

MOBILE'S SHARE OF WEB TRAFFIC (YOY)
PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING
ON MOBILE PHONES

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DEC 2013

6.30%

DEC 2014

17.64%

+180%

DEC 2015

12.96%

-26.5%

DEC 2016

14.69%

+13.3%

DEC 2017

19.64%

+33.7%

DEC 2018

20.13%

+2.5%

DEC 2019

20.21%

+0.4%

DEC 2020

26.97%

+33.4%

DEC 2021

29.71%

+10.2%

DEC 2022
34.90%
+17.5%

DEC 2023
34.60%
-0.9%

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 (E.G. AN INCREASE OF 20% FROM A STARTING VALUE OF 30% WOULD EQUAL 6PPT., NOT 20%).

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Partager du trafic web par appareil (SHARE OF WEB TRAFFIC BY DEVICE)

Pourcentage de TOTAL WEB PAGES servies aux navigateurs web fonctionnant sur chaque type d'appareil (PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE)

Mobile Phones
34.60%
Year-on-year change
-0.9% (-30 BPS)

Laptop and Desktop Computers
63.11%
Year-on-year change
+0.9% (+57 BPS)

Tablet Devices
2.28%
Year-on-year change
-10.9% (-28 BPS)

Other devices
0.01%
Year-on-year change
[Breakout]

Source: Statcounter. Notes: Figures represent the number of web pages served to browsers running on each type of device compared with the total number of web pages served to browsers running on any device in December 2023. Percentage change figures represent the change in the percentage of total from a starting value of 50%. From a starting value of 50%, would equal 66%. Not 10.9%. BPS values represents basis points, and indicate the absolute change. Figures may not sum to 100% due to rounding.

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

****JAN 2024 - SHARE OF SEARCH ENGINE REFERRALS****

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

****GOOGLE****

85.8

****BING****

8.4%

****YAHOO!****

2.9%

****BAIDU****

1.2%

****DUCKDUCKGO****

0.9%

****YANDEX****

0.4%

****ECOSIA****

0.2%

****OTHERS****

0.2%

****SOURCE: GDSOURCE. **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%). 'BDP1' VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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LANGUAGE ICONS FOR: magnifying_glass, yourself, link, car, and share.

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****JAN 2024****

****OVERVIEW OF SOCIAL MEDIA USE****

Headlines for social media adoption and use (Note: user identities may not represent unique individuals)

****MONACO****

****NUMBER OF SOCIAL MEDIA USER IDENTITIES****

14.0 Thousand

****SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION****

38.5%

****SOCIAL MEDIA USER IDENTITIES AGE 18+ vs. TOTAL POPULATION AGE 18+****

45.7%

****SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET****

39.2%

****QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES****

-4.1%

-600

****YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES****

+46.1%

+4,400

****FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES****

56.6%

****MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES****

43.4%

Sources: (List of source names and notes).

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Je n'ai pas inclus la liste des sources en bas de l'image, car elle est longue et mentionne diverses entités telles que GFAN, Meltwater et autres. Si vous avez besoin de ces informations également, n'hésitez pas à me le faire savoir !JAN 2024
WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

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

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- FACEBOOK: 35.7%
- X (TWITTER): 25.5%
- INSTAGRAM: 15.5%
- PINTEREST: 11.5%
- YOUTUBE: 9.3%
- LINKEDIN: 1.5%
- REDDIT: 0.7%
- OTHERS: 0.3%

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 PRESENT 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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Logo: we are social, MeltwaterJAN 2024

FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

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

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67.77% - DEC 2013 +30.8%
88.66% - DEC 2014 -16.9%
73.68% - DEC 2015 -9.5%
66.66% - DEC 2016 -27.5%
48.32% - DEC 2017 -11.4%
42.83% - DEC 2018 +9.9%
47.07% - DEC 2019 +15.7%
54.44% - DEC 2020 -5.0%
51.74% - DEC 2021 -30.3%
36.05% - DEC 2022 -0.9%
35.72% - DEC 2023

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 BEING DRIVEN TO THIRD-PARTY WEBSITES VIA LINKS POSTED ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB TRAFFIC BEING DRIVEN FROM SOCIAL MEDIA. FOR MORE DETAILS, SEE SPECIAL REPORT IN OUR DIGITAL 2023 GLOBAL OVERVIEW REPORT. VALUES INDICATE RELATIVE YEAR ON YEAR CHANGE IN EACH DEGREE OF 2024 FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, AND NOT TO BE INTERPRETED OFF A BASE OF 100%.

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TIKTOK: ADVERTISING AUDIENCE OVERVIEW

The potential audience aged 18+ that marketers can reach with ads on TikTok

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

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- TOTAL POTENTIAL REACH OF ADS ON TIKTOK
274.0 THOUSAND
- TIKTOK AD REACH vs. TOTAL POPULATION
756.5%
- TIKTOK AD REACH vs. TOTAL INTERNET USERS
769.0%
- QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH
[N/A]
- YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH
[N/A]
- SHARE: FEMALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+
45.2%
- SHARE: MALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+
54.8%
- ADOPTION: OVERALL TIKTOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
897.7%
- ADOPTION: FEMALE TIKTOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
791.3%
- ADOPTION: MALE TIKTOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
1,013.4%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPOS ANALYSIS. NOTES: DOES NOT INCLUDE COUNTRY. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL GENDERS. VALUES BASED ON MIDPOINTS OF REPORTED RANGES. THESE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS AND MAY NOT CORRESPOND TO FIGURES REPORTED IN OTHER SOURCES.

[Icons for Digital 2024, We Are Social, and Meltwater]

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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

[MONACO FLAG]

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TOTAL POTENTIAL REACH OF ADS ON LINKEDIN

51.0

THOUSAND

LINKEDIN AD REACH VS. TOTAL POPULATION

140.8%

LINKEDIN AD REACH VS. TOTAL INTERNET USERS

143.1%

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH

+2.0%

+1,000

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH

+6.3%

+3,000

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

43.2%

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

56.8%

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

167.1%

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

121.2%

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

168.3%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES. EXPLANATORY NOTES: VALUES RELATE TO REGISTERED "MEMBERS" SO ARE NOT COMPARABLE WITH OTHER PLATFORMS THAT REPORT GENDER DATA ON ACTIVE USERS. VALUES IN QOQ AND YOY CHANGE DISPLAY NET ADDITIONS. NOTE: ADVISOR MUST EXCLUDE BOTH THE ACTIVE USER BASE OF EACH PLATFORM. NOTE: VALUES SO COMPATIBLE. ON COMPARABILITY: AGE INTERFACE USERS. Q4 1,441 VALUES CAREFULLY COMPARABILITY DATA.

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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_

****Total Potential Reach of Ads on Snapchat****

43.5 THOUSAND

****Snapchat Ad Reach vs. Total Population****

120.1%

****Snapchat Ad Reach vs. Total Internet Users****

122.1%

****Quarter-on-Quarter Change in Reported Snapchat Ad Reach****

-45.3%

-36 THOUSAND

****Year-on-Year Change in Reported Snapchat Ad Reach****

+7.4%

+3,000

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

18+**

47.7%

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

18+**

52.3%

****Adoption: Overall Snapchat Ad Reach Aged 18+ vs. Overall Population Aged 18+****
131.9%

****Adoption: Female Snapchat Ad Reach Aged 18+ vs. Female Population Aged 18+****
122.6%

****Adoption: Male Snapchat Ad Reach Aged 18+ vs. Male Population Aged 18+****
141.7%

****Sources****: Snap's advertising resources; KEPIOS analysis

****Notes****: Data are updated every half-year unless otherwise indicated. Values based on midpoint of available data only. Gender data are best estimates based on available 'impressions' data. Data for Monaco may be affected by rounding errors, discrepancies between sources, and other limitations.

****Important****: Please read notes on the following page to find out how values are calculated + important advisory meant for marketers and analysts who plan to use these figures for decision-making + comparisons with previous data should consider the impact of changes in advertising reach calculation methodology.
We Are Social and Meltwater - providing digital insights for a connected world, empowering research leaders and marketers.

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****Language****: Français
Mobile Connectivity
Use of mobile phones and devices that connect to cellular networks

Jan 2024

Number of cellular mobile connections (excluding IoT)
46.0 Thousand

Number of cellular mobile connections compared with total population
127.0%

Year-on-year change in the number of cellular mobile connections
+15.5% (+6,166)

Share of cellular mobile connections that are broadband (3G, 4G, 5G)
99.4%

Source: GSMA Intelligence Notes: Total cellular connections include devices other than mobile phones, but exclude cellular IoT connections. Figures may significantly exceed figures for population due to multiple connections and connected devices per person. Comparability: Base changes: Versions of this chart published in some of our previous reports featured cellular connection figures that included cellular IoT connections. Figures shown here do not include cellular IoT connections.

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

MONACO

TOTAL POTENTIAL REACH OF ADS ON MESSENGER
5,900

MESSENGER AD REACH VS. TOTAL POPULATION
16.3%

MESSENGER AD REACH VS. TOTAL INTERNET USERS
16.6%

QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH
-6.3%
-400

YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH
+8.3%
+450

SHARE: FEMALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER
AD REACH AGED 18+
55.9%

SHARE: MALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER
AD REACH AGED 18+
44.1%

ADOPTION: OVERALL MESSENGER AD REACH AGED 18+ VS. OVERALL
POPULATION AGED 18+
19.3%

ADOPTION: FEMALE MESSENGER AD REACH AGED 18+ VS. FEMALE
POPULATION AGED 18+
21.1%

ADOPTION: MALE MESSENGER AD REACH AGED 18+ VS. MALE POPULATION
AGED 18+
17.5%

SOURCES: META ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: BASED
ON COMPANY'S SELF-SERVICE ADVERTISING TOOLS. AUDIENCES IN EACH
COUNTRY MAY NOT TOTAL 100% DUE TO ROUNDING. INFORMATION ON
GENDER AND AGE IS LIMITED TO A PERCENTAGE OF TOTAL AUDIENCE BASE.
GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE" AUDIENCES ONLY.
A SHARE SOURCE DATA FOR "AGE 13+" IS NO LONGER AVAILABLE IN
REPORTING FOR MOST PUBLICATIONS. IN CASE OF DOUBT, BASED ON
POPULATION AGED 18+. GENDER MAY NOT TOTAL 100% DUE TO ROUNDING.
FIGURES REPRESENTED MAY SOMETIMES BE GREATER THAN 100% OF THE
REPORTED INTERNET USER BASE AND/OR BASE POPULATION DUE TO
DUPLICATED ACCOUNTS OR USERS MAY USE MULTIPLE AVAILABLE
DEVICES.UNAVAILABILITY MAY CAUSE VARIATIONS. NOT ALL USERS
REPORTED IN AUDIENCE DATA ARE ACTIVE USERS. PENETRATION = 100% + TO
A PERCENTAGE BASE.

ADVISORY! METHODOLOGY CHANGES MADE IN VARIOUS PLATFORMS AND
SERVICES MAY CAUSE VARIATIONS. VISIT THE NOTES SECTION PUBLISHED ON
OUR DIGITAL REPORT AND RESOURCES SECTION FOR MORE INFORMATION
OR CONTACT FOR MORE DETAILS.

LIMITATIONS: COMPARABILITY ISSUES MAY ARISE DUE TO VARYING
REPORTING DATES FOR AUDIENCE DATA SNAPSHOTS.

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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 IN THIS CHART WITH
PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON X (TWITTER)

17.1 THOUSAND

X AD REACH VS B\$ B\$ L POPULATION
47.3%

X AD REACH VS TOTAL INTERNET USERS
48.1%

QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH
-32.1% (-8,115)

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH
+7.8% (+1,235)

SHARE: FEMALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+
26.8%

SHARE: MALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+
73.2%

ADOPTION: OVERALL X AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
55.6%

ADOPTION: FEMALE X AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
29.0%

ADOPTION: MALE X AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
83.6%

SOURCES: ITU'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: VALUES ARE COMPILED BY WE ARE SOCIAL BASED ON DATA CUES AND EXTRAPOLATIONS FROM PUBLISHED SOURCES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" ADVISORY: SIGNIFICANT VARIATIONS IN THE AVAILABILITY, COVERAGE, AND CONDITION OF SX DATA CAN LIMIT THE COMPARABILITY OF SX DATA OVER TIME, AS WELL AS LIMIT THE COMPARABILITY OF SX DATA ACROSS DIFFERENT MARKETING ENTITIES.

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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

Monaco Flag Image

Total Potential Reach of Ads on Instagram
14.0 Thousand

Instagram Ad Reach vs. Total Population
38.5%

Instagram Ad Reach vs. Total Internet Users
39.2%

Quarter-on-Quarter Change in Reported Instagram Ad Reach
-4.1% (-600)

Year-on-Year Change in Reported Instagram Ad Reach
+46.1% (+4,400)

Share: Female Instagram Ad Reach (Aged 18+) vs. Overall Instagram Ad Reach (Aged 18+)
56.6%

Share: Male Instagram Ad Reach (Aged 18+) vs. Overall Instagram Ad Reach (Aged 18+)
43.4%

Adoption: Overall Instagram Ad Reach (Aged 18+) vs. Overall Population (Aged 18+)
45.7%

Adoption: Female Instagram Ad Reach (Aged 18+) vs. Female Population (Aged 18+)
49.1%

Adoption: Male Instagram Ad Reach (Aged 18+) vs. Male Population (Aged 18+)
39.7%

Sources: Meta Advertising Resources, Kepios Analysis. Notes: Based on data published in ranges. Gender data only available for "Female" and "Male". Source data for reach by gender within 13-17 years old grouped total audience for Instagram unique audience numbers. More details here: datareportal.com (password required). Important note: Read important notes on comparing data at the start of this report before comparing data on this chart. Notes on gender data: Values based on self-reported data from analytics providers, ad platforms, social media profiles, survey respondents, active user data from ad manager accounts, demographics and ad platforms, and changes in resident populations.

Comparability:
We Are Social (logo) Meldwave (logo)

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CELLULAR MOBILE CONNECTIONS OVER TIME
NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME

Q4 2021: 39.5 K (+0.2%)
Q1 2022: 39.6 K (+0.2%)
Q2 2022: 39.7 K (+0.2%)
Q3 2022: 39.8 K (+0.2%)
Q4 2022: 39.8 K (+0.2%)
Q1 2023: 41.1 K (+3.2%)
Q2 2023: 42.9 K (+4.4%)
Q3 2023: 44.7 K (+4.2%)
Q4 2023: 46.0 K (+2.9%)

SOURCE: GSMA INTELLIGENCE. NOTE: EXCLUDES CELLULAR IOT CONNECTIONS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (e.g. 128.1K = 128,000), "M" DENOTES MILLIONS (e.g. 12.4M = 12,400,000), AND "B" DENOTES BILLIONS (e.g. 1.23B = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. COMPARABILITY: BASE CHANGES. SEE NOTES ON DATA.

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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
MONACO

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES
43.15%
YEAR-ON-YEAR CHANGE
+63.8% (+1,681 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES
54.88%
YEAR-ON-YEAR CHANGE
-25.4% (-1,871 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES
0.13%
YEAR-ON-YEAR CHANGE
+333% (+10 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES
0.16%
YEAR-ON-YEAR CHANGE
[BREAKOUT]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
1.68%
YEAR-ON-YEAR CHANGE
+4,100% (+164 BPS)

SOURCE: STATCOUNTER NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN DECEMBER 2023. FIGURES SHOW CHANGE IN WEB PAGES SENT TO DEVICES RUNNING EACH OPERATING SYSTEM BETWEEN DEC 2022 AND DEC 2023. VALUES RELATE TO 'WEB PAGES' AS DEFINED BY STATCOUNTER, AND INCLUDE BOTH MOBILE WEB BROWSER PAGES AND AMP PAGES, BUT DO NOT INCLUDE IN-APP BROWSER TRAFFIC. VALUES ARE BASED ON THE AGGREGATE OF ALL WEB PAGES SERVED TO DEVICES RUNNING 'OTHER' OPERATING SYSTEMS, AND A STARTING VALUE OF 0.04% WOULD EQUAL 4,067%.

STATS: STATCOUNTER
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FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

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

MONACO

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK:
9,700

FACEBOOK AD REACH VS. TOTAL POPULATION:
26.8%

FACEBOOK AD REACH VS. TOTAL INTERNET USERS:

27.2%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH:

+1.6%

+150

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH:

+26.0%

+2,000

SHARE: FEMALE FACEBOOK AD REACH VS OVERALL FACEBOOK AD REACH:

53.2%

SHARE: MALE FACEBOOK AD REACH VS OVERALL FACEBOOK AD REACH:

46.8%

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

31.8%

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

31.9%

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

29.6%

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 BY GENDER MAY NOT
SUM TO PUBLISHED TOTALS; ADVISORY: HISTORIC REACH FIGURES ARE
SUBJECT TO REVISION; AUDIENCE FIGURES FOR SOCIAL MEDIA ARE
RESPECTIVE CHANNEL'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE; AD
REACH DATA ARE ESTIMATES ONLY, BASED ON ACTIVE USERS

COMPARABILITY: MANY SOCIAL MEDIA PLATFORMS PUBLISH AUDIENCE REACH
FIGURES FOR BROADCAST MONTHLY ACTIVE USERS, SOME BASED ON USERS
EXPOSED TO ADS, AND CHANGES IN REPORTED TOTALS MAY BE IMPACTED BY
USERS USING MULTIPLE DEVICES, MULTIPLE ACCOUNTS, DISCRETIONARY
FACTORS INCOMPATIBLE WITH PUBLIC CENSUS DATA, AND CHANGES IN
RELEVANT POPULATIONS.

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