Voici la retranscription 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

Digital 2024 Albania
17 sur 64
français

L'image contient également divers éléments graphiques et un QR code.Voici la retranscription textuelle de l'image fournie :

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 a crisis

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]

ALBANIA
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
2.83 MILLION
YEAR-ON-YEAR CHANGE
-0.3% -8,700
URBANISATION
64.9%

CELLULAR MOBILE CONNECTIONS
3.92 MILLION
YEAR-ON-YEAR CHANGE
+7.5% +274 THOUSAND
TOTAL vs. POPULATION
138.7%

INDIVIDUALS USING THE INTERNET
2.43 MILLION
YEAR-ON-YEAR CHANGE
-0.3% -7,466
TOTAL vs. POPULATION
85.8%

SOCIAL MEDIA USER IDENTITIES
1.53 MILLION
YEAR-ON-YEAR CHANGE
+39.4% +432 THOUSAND

TOTAL vs. POPULATION
54.0%

Digital 2024 Albania 15 sur 64 we are social MeltwaterJan 2024

POPULATION ESSENTIALS
DEMOGRAPHICS AND OTHER KEY INDICATORS

- TOTAL POPULATION
  2.83 MILLION

- FEMALE POPULATION
  50.2%

- MALE POPULATION
  49.8%

- YEAR-ON-YEAR CHANGE IN TOTAL POPULATION
  -0.3%
  -8,700

- MEDIAN AGE OF THE POPULATION
  38.0

- URBAN POPULATION
  64.9%

- POPULATION DENSITY (PEOPLE PER KM²)
  103.3

- OVERALL LITERACY (ADULTS AGED 15+)
  98.5%

- FEMALE LITERACY (ADULTS AGED 15+)
  98.3%

- MALE LITERACY (ADULTS AGED 15+)
  98.7%

SOURCES: KEPIGOS ANALYSIS, UNITED NATIONS, LOCAL GOVERNMENT AUTHORITIES, WORLD BANK, UNESCO, CIA WORLD FACTBOOK, OUR WORLD IN DATA, INDEXMUNDI, KNOMAD.

Digital 2024 Albania

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

JAN 2024
POPULATION OVER TIME
POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

- **JAN 2014**
  2.89 M
  -0.07%

- **JAN 2015**
  2.88 M
  -0.05%

- **JAN 2016**
  2.88 M
  -0.05%

- **JAN 2017**
  2.88 M
  -0.07%

- **JAN 2018**
  2.88 M
  -0.10%

- **JAN 2019**
  2.88 M
  -0.1%

- **JAN 2020**

2.87 M
-0.4%

- **JAN 2021**
  2.86 M
  -0.5%

- **JAN 2022**
  2.85 M
  -0.4%

- **JAN 2023**
  2.84 M
  -0.3%

- **JAN 2024**
  2.83 M

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

Icons at the bottom:
we are social
Meltwater

Additional text:
Digital 2024 Albania
20 sur 64

filename: albania

Language option: français

Flag
DataPortal Logo

JAN 2024

FINANCIAL AND DEVELOPMENTAL INDICATORS

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

ALBANIA

Gross Domestic Product (Current U.S. Dollars):
$23.03 Billion

Gross Domestic Product (PPP, Current International Dollars):
$55.93 Billion

Gross Domestic Product per Capita (Current U.S. Dollars):
$8,057

Gross Domestic Product per Capita (PPP, Current International Dollars):
$19.6 Thousand

Net National Income per Capita (Current U.S. Dollars):
$5,263

Percentage of the Population Earning Less Than $3.65 (2017 PPP) per Day:
1.5%

Percentage of the Population with Access to Basic Drinking Water:
95.1%

Percentage of the Population with Access to Basic Sanitation:
99.3%

Percentage of the Population with Access to Electricity:
100%

Percentage of the Population that Owns a Mobile Phone (Any type):
90.6%

**SOURCES: WBG, WORLD BANK (MOST LATEST PUBLISHED DATA UP TO 2021). DEFINITIONS: $3.65 (2017 PPP): REFELECTS GLOBAL PURCHASING POWER PARITY BASED ON THE WORLD BANK'S 2017 EXCHANGE RATE BENCHMARK. BASIC DRINKING WATER: PERCENTAGE OF THE TOTAL POPULATION USING DRINKING WATER FROM AN IMPROVED SOURCE. MOBILE: PERCENTAGE THE WORLD BANK MONITORS NATIONAL HOUSEHOLD SURVEYS COLLECTED IN

THE PERIOD FROM 2017-2023. NOTE THAT SOME FIGURES PUBLISHED ELSEWHERE BY THE WORLD BANK MAY DIFFER FOR CONCEPTUAL REASONS (e.g. 2017 PPP AS USED HERE) AND/OR COVERAGE (e.g. GLOBAL VS. COMPARATIVE). FIGURES USE LATEST PUBLISHED VALUES AND THUS MAY DIFFER FROM THE SAME VALUES SHOWN ELSEWHERE IN THIS REPORT.**

Digital 2024 Albania
22 sur 64

We are Social Meltwater

françaisJAN 2024
INTERNET USE OVER TIME (YOY)
NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE

1.57 M
JAN 2014
+4.7%

1.64 M
JAN 2015
+4.7%

1.72 M
JAN 2016
+4.6%

1.80 M
JAN 2017
+4.7%

1.88 M
JAN 2018
+6.4%

2.00 M
JAN 2019
+6.0%

2.12 M
JAN 2020
+8.0%

2.29 M
JAN 2021
+6.6%

2.44 M
JAN 2022
+6.6%

2.43 M
JAN 2023
-0.4%

2.43 M
JAN 2024
-0.3%

Digital 2024 Albania

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

JAN 2024

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

Albania

Age Group	Population (in thousands)	Percentage of Total Population
AGE 0-4	139 K	4.9%
AGE 5-9	149 K	5.3%
AGE 10-14	162 K	5.7%

AGE 15-19	171 K	6.0%	
AGE 20-24	194 K	6.9%	
AGE 25-29	222 K	7.9%	
AGE 30-34	222 K	7.9%	
AGE 35-39	189 K	6.7%	
AGE 40-44	161 K	5.8%	
AGE 45-49	161 K	5.7%	
AGE 50-54	175 K	6.2%	
AGE 55-59	191 K	6.7%	
AGE 60-64	195 K	6.9%	
AGE 65-69	169 K	6.0%	
AGE 70-74	127 K	4.5%	
AGE 75-79	90.8 K	3.2%	
AGE 80-84	63.5 K	2.2%	
AGE 85-89	30.3 K	1.1%	
AGE 90-94	8.97 K	0.3%	
AGE 95-99	1.97 K	<0.1%	
AGE 100+	204	<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 these data are shown, net figures are: E denotes thousands (e.g., 1.2 E = 1200), M denotes millions (e.g., 1.2 M = 1,200,000), and B denotes billions (e.g., 1.2 B = 1,200,000). Where no letter is present, values are shown as is. Comparability: Source changes and base revisions. Figures may not compare with values published in previous editions.

Digital 2024 Albania
21 sur 64
we are social **Meltwater**

End of transcription.JAN 2024
INTERNET USER PERSPECTIVES
INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

INTERNET USERS: ITU
2.34 MILLION vs. POPULATION 82.6%

INTERNET USERS: CIA WORLD FACTBOOK
2.29 MILLION vs. POPULATION 81.0%

INTERNET USERS: INTERNETWORLDSTATS

2.19 MILLION vs. POPULATION 77.5%

SOURCES: AS STATED ABOVE EACH ICON. NOTES: WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (IE 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 A PERCENTAGE OF "PENETRATION". COMPARABILITY: POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT ARE BASED ON A SINGLE 'TRUSTED' SOURCE. INCLUDING SOURCES NOT LISTED ON THIS SLIDE.
we are social Meltwater

INTERNET ADOPTION RATE OVER TIME (YOY)
Number of individuals using the internet as a percentage of the total population, and year-on-year relative change.

Year	Internet Adoption Rate	Year-on-Year Change
JAN 2014	54.3%	+4.8%
JAN 2015	56.9%	+4.7%
JAN 2016	59.6%	+4.7%
JAN 2017	62.4%	+4.8%
JAN 2018	65.4%	+6.5%
JAN 2019	69.6%	+6.2%
JAN 2020	73.9%	+8.4%
JAN 2021	80.1%	+7.1%
JAN 2022	85.8%	0%
JAN 2023	85.8%	0%
JAN 2024	85.8%	0%

Sources: Kepios Analysis, ITU, GSMA Intelligence, Eurostat, Google's advertising resources, China Internet Network Information Center, Kantor I.R.I. Albania Government resources, United Nations. Notes: Data Is not reported for a specific period; we use data from the most recent reported period from previous reports. Comparability: Figures show the relative change in internet adoption – the percentages could be misleading, since all figures are not from the same first day reporting period but differ, affecting point-to-point comparison. All figures use the latest available data, but some sources do not publish recent updates, so figures for 2023 may include earlier data. Internet actual adoption is based on data.

OVERVIEW OF INTERNET USE
ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

TOTAL INTERNET USERS
[Icon: Globe]
2.43 MILLION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION
[Icon: Three People Figures]
85.8%

YEAR-ON-YEAR CHANGE IN THE NUMBER OF INTERNET USERS
[Icon: Up-down Arrow]
-0.3% -7,466

MOBILE INTERNET PROXY: SHARE OF SOCIAL MEDIA USERS ACCESSING VIA MOBILE DEVICES
[Icon: Mobile Phone]
100.0%

SOURCES: KEPOS 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 ARE UNAVAILABLE AT THE TIME OF REPORTING PUBLICATION, BUT THE PERCENTAGE SHARE OF SOCIAL MEDIA USERS ACCESSING SOCIAL PLATFORMS VIA MOBILE DEVICES REMAINS AN EFFECTIVE 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.

[Logos: we are social, Meltwater]
[Small Black Box with Digital 2024 Albania]

Digital 2024 Albania
24 sur 64
[Icons for navigation, language, settings]JAN 2024
INTERNET CONNECTION SPEEDS
MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

ALBANIA

MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

Download (MBPS):

46.75

Upload (MBPS):
11.10

Latency (MS):
19

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

Download:
+19.0%

Upload:
+22.1%

Latency:
-9.5%

MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

Download (MBPS):
53.90

Upload (MBPS):
27.20

Latency (MS):
6

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

Download:
+20.8%

Upload:
+42.4%

Latency:
-14.3%

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.

we are social @ Meltwater

Digital 2024 Albania 28 sur 64JAN 2024

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

ALBANIA

MOBILE PHONES
75.98%
YEAR-ON-YEAR CHANGE
-13.1% (-1,143 BPS)

LAPTOP AND DESKTOP COMPUTERS
23.43%
YEAR-ON-YEAR CHANGE
+95.9% (+1,147 BPS)

TABLET DEVICES
0.58%
YEAR-ON-YEAR CHANGE
-6.5% (-4 BPS)

OTHER DEVICES
0.01%
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 WEB PAGES SERVED TO EACH TYPE OF DEVICE COMPARED WITH DECEMBER 2022. BPS MEANS BASIS POINTS, AND A CHANGE IN ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100 DUE TO ROUNDING.

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

Albania

DEC 2013: 14.17%
DEC 2014: 24.01% (+69.4%)
DEC 2015: 41.31% (+72.1%)
DEC 2016: 49.00% (+18.6%)
DEC 2017: 49.03% ["H0%]
DEC 2018: 46.22% (-5.7%)
DEC 2019: 75.65% (+63.7%)
DEC 2020: 80.33% (+6.2%)
DEC 2021: 80.60% (+0.3%)
DEC 2022: 87.41% (+8.4%)
DEC 2023: 75.98% (-13.1%)

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 60%, not 50%).

Digital 2024 Albania
30 sur 64

We Are Social
© MeltwaterVoici 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

ALBANIA

- SAFARI: 53.4%
- CHROME: 41.8%
- SAMSUNG INTERNET: 2.6%
- FIREFOX: 0.6%
- EDGE: 0.6%
- OPERA: 0.5%

- ANDROID: 0.1%
- OTHERS: 0.2%

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.

we are social
Meltwater

françaisJAN 2024 SHARE OF SEARCH ENGINE REFERRALS
PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE

GOOGLE - 96.1%

2.4%   YANDEX

0.8%   BING

0.4%   YAHOO!

0.2%   DUCKDUCKGO

0.02% ECOSIA

0.01% BAIDU

0.02% OTHERS

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). '8PS' VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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

ALBANIA

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	TRANSLATE	100
02	GOOGLE	80
03	ALBANIA	60
04	GOOGLE TRANSLATE	60
05	MOTI	54
06	GAZETA	43
07	SHQIP	40
08	SOT	36
09	YOUTUBE	36
10	TIRANA	31
11	WEATHER	28
12	EURO	26
13	PANORAMA	24
14	TEMA	19
15	FACEBOOK	17
16	TEMA GAZETA	17
17	ILIRIA	16
18	WHATSAPP	15
19	GAZETA SOT	15
20	FILMA24	15

SOURCE: Google Trends, based on searches conducted between 01 January 2023 and 31 December 2023. Notes: Any spelling errors or language inconsistencies in search queries are as published by Google Trends, and are shown "as is" to enable readers to identify potential changes in how people use language in digital environments. Google does not publish absolute volumes, but the index vs. "top query" column shows relative search volumes for each query compared with the search volume of the top query. Advisory: Googler Trends uses dynamic sampling, so both order and index values may vary depending on when the tool is accessed, for both the same search query an query time period.

we are social and Meltwater

Digital 2024 Albania   33 sur 64### Format texte de l'image:

JAN 2024

MOST STREAMED CONTENT ON AMAZON PRIME
FlixPatrol's ranking of the most streamed content on Amazon Prime Video for full-year 2023

Most Streamed Movies on Amazon Prime Video

#	Movie Name	Index
01	Culpa Mía	100
02	Samaritan	95
03	Tom Clancy's Without Remorse	58
04	Guy Ritchie's The Covenant	58
05	Die Hart The Movie	55
06	Air	37
07	Hotel Transylvania: Transformania	36
08	The Tomorrow War	36
09	Creed III	35
10	Medellín	33

Most Streamed TV Shows on Amazon Prime Video

#	TV Show Name	Index
01	Tom Clancy's Jack Ryan	100
02	The Summer I Turned Pretty	96
03	Reacher	81
04	The Boys	80
05	The Lord of the Rings: The Rings of Power	78
06	The Wheel of Time	69
07	Citadel	58
08	Gen V	47
09	The Terminal List	42
10	Invincible	41

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 combine the FlixPatrol "Points" value for the ten highest-ranked movies on Amazon Prime Video.

Icons: We Are Social, Meltwater

MOST STREAMED MOVIES ON DISNEY+

#	MOVIE NAME	INDEX
01	ELEMENTAL	100
02	BLACK PANTHER: WAKANDA FOREVER	59
03	AVATAR: THE WAY OF WATER	49
04	ONCE UPON A STUDIO	42
05	GUARDIANS OF THE GALAXY VOLUME 3	38
06	THE LITTLE MERMAID	37
07	ANT-MAN AND THE WASP: QUANTUMANIA	34
08	STRANGE WORLD	26
09	MOANA	21
10	HAUNTED MANSION	20

MOST STREAMED TV SHOWS ON DISNEY+

#	TV SHOW NAME	INDEX
01	BLUEY	100
02	THE SIMPSONS	88
03	MODERN FAMILY	73
04	GREY'S ANATOMY	67
05	FAMILY GUY	56
06	MICKEY MOUSE CLUBHOUSE	42
07	MALCOLM IN THE MIDDLE	23
08	HOW I MET YOUR MOTHER	22
09	THE MANDALORIAN	19
10	AHSOKA	12

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

34 | Digital 2024 Albania | 34 sur 64
Icons: We Are Social, Meltwater**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
1.53 MILLION

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION
54.0%

SOCIAL MEDIA USER IDENTITIES AGE 18+ vs. TOTAL POPULATION AGE 18+
67.0%

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET
62.9%

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES
+22.6%
+282 THOUSAND

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES
+39.4%
+432 THOUSAND

FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES
47.3%

MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES
52.7%

Digital 2024 Albania
37 sur 64

SOURCES (KPIS, ANALYSIS, COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS, CMIYC, RATA RESEARCH CENTER, OPEN UN, ADVISORY) SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS DUE TO DUPLICATE AND FAKE ACCOUNTS. WE ADAPT BASE INVESTMENTS, DEFINITIONS, DIFFERENT COUNT FIGURES.

COMPARABILITY: SOURCE AND METHODOLOGY CHANGES. IMPORTANT BASE SERIES.

we are social, MeltwaterJAN 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)

Albania
(Flag of Albania)

FACEBOOK

93.8%

2.9% INSTAGRAM
1.6% PINTEREST
1.0% X (TWITTER)
0.3% YOUTUBE
0.2% REDDIT
0.06% LINKEDIN
0.05% OTHERS

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.

(DataPortal logo)
WE ARE SOCIAL (logo)
Meltwater (logo)

Digital 2024 Albania
Icons for menu, settings, translation, and others at the bottom.JAN 2024
FACEBOOK: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK
1.20 MILLION

FACEBOOK AD REACH vs. TOTAL POPULATION
42.4%

FACEBOOK AD REACH vs. TOTAL INTERNET USERS
49.4%

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

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH
+9.5% +104 THOUSAND

SHARE: FEMALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH
39.1%

SHARE: MALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH
60.9%

ADOPTION: OVERALL FACEBOOK AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+
50.5%

ADOPTION: FEMALE FACEBOOK AD REACH AGED 18+ vs. FEMALE POPULATION
AGED 18+
38.9%

ADOPTION: MALE FACEBOOK AD REACH AGED 18+ vs. MALE POPULATION
AGED 18+
61.7%

SOURCES: META ADVERTISING RESOURCES; KEPOS ANALYTICS NOTES:
BASED ON Q4 PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR
"FEMALE" AND "MALE." SOURCE DATA FOR REACH AND FACEBOOK USERS
HAVE BEEN REPORTED.
NOTE: ADVISORY! METADATA SUPPRESSIONS UNDER 1000, UNDERLYING TOTAL
POP BFS ARE LOWER LIMITS. DATA © MELTWATER | WE ARE SOCIAL.COM

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

#	SEARCH QUERY	INDEX
01	BIG BROTHER	100
02	BIG BROTHER VIP	82
03	BIG BROTHER ALBANIA	72
04	BIG BROTHER VIP ALBANIA	69
05	NOIZY	59
06	PORTOKALLI	51
07	MUSIC	38
08	CLLEVIO	37
09	KENGE	35
10	TAULANT	34
11	TAULANT ABAZAJ	32
12	DAFINA	28

13	PERPUTHEN	27
14	FILM	25
15	LUIZ EJLLI	24
16	MUZIK	24
17	DAFINA ZEQIRI	22
18	BIG BROTHER LIVE	21
19	BIG BROTHER VIP ALBANIA 2	20
20	POPULLORE	20

SOURCE: GOOGLE TRENDS BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. NOTE: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND AS REFLECTIVE AS IT IS TO ENABLE USERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ENTER WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES. THE "INDEX" COLUMN SHOWS RELATIVE SEARCH QUERIES BASED ON EACH QUERY CORRELATED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADVISORY: GOOGLE TRENDS USES MINIMUM SAMPLING SIZES AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

Digital 2024 Albania   42 sur 64   we are social   MeltwaterVoici la retranscription textuelle de l'image fournie:

JAN 2024 - TIKTOK: ADVERTISING AUDIENCE OVERVIEW

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

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

TOTAL POTENTIAL REACH OF ADS ON TIKTOK
1.53 MILLION

TIKTOK AD REACH vs. TOTAL POPULATION
54.0%

TIKTOK AD REACH vs. TOTAL INTERNET USERS
62.9%

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+
47.3%

SHARE: MALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+
52.7%

ADOPTION: OVERALL TIKTOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
67.0%

ADOPTION: FEMALE TIKTOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
62.8%

ADOPTION: MALE TIKTOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
71.4%

SOURCES: TikTok's Advertising Resources; Kepios Analysis. *Notes:* Doesn't include Douyin. Reach data only available for "female" and "male" users aged 18+. Data are net (not equal to sum of age; values based on midpoint of stated range). Adoption metrics based on latest available data, values rounded. Some data unavailable.

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

- DEC 2013: 94.83% (+2.1%)
- DEC 2014: 96.78% (-1.0%)
- DEC 2015: 95.83% (-2.0%)
- DEC 2016: 93.92% (-8.9%)
- DEC 2017: 85.54% (-7.6%)
- DEC 2018: 79.01% (-25.1%)
- DEC 2019: 59.14% (+55.2%)

- DEC 2020: 91.79% (+0.5%)
- DEC 2021: 92.25% (+5.1%)
- DEC 2022: 96.96% (-3.3%)
- DEC 2023: 93.80%

Source: DataReportal, Notes: Data are only available for a selection of platforms, and percentages reflect Facebook's share of available platforms only. Figures present the share of web traffic arriving onto third-party websites via clicks on social links published on each social platform as a percentage of total web page traffic arriving from social media. For a selection of social media platforms. Percentages reflect the value of this metric versus the relative year-on-year change in the percentage of data. From a base starting value of 100, would equal 0%. On January 2024, 39% values represent basis points, and indicate the absolute change.

Digital 2024 Albania
39 sur 64

.we are social
.Meltwater**Jan 2024**
Instagram: Advertising Audience Overview

The Potential Audience That Marketers Can Reach With Ads on Instagram

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

- **Total Potential Reach Of Ads on Instagram**: 1.20 million
- **Instagram Ad Reach vs. Total Population**: 42.4%
- **Instagram Ad Reach vs. Total Internet Users**: 49.4%
- **Quarter-On-Quarter Change in Reported Instagram Ad Reach**: 0% [Unchanged]
- **Year-On-Year Change in Reported Instagram Ad Reach**: +16.5% [+170 Thousand]

- **Share: Female Instagram Ad Reach Aged 18+ vs. Overall Instagram Ad Reach Aged 18+**: 47.5%
- **Share: Male Instagram Ad Reach Aged 18+ vs. Overall Instagram Ad Reach Aged 18+**: 52.5%
- **Adoption: Overall Instagram Ad Reach Aged 18+ vs. Overall Population Aged 18+**: 48.3%
- **Adoption: Female Instagram Ad Reach Aged 18+ vs. Female Population Aged 18+**: 46.4%
- **Adoption: Male Instagram Ad Reach Aged 18+ vs. Male Population Aged 18+**: 52.4%

Digital 2024 Albania
Je ne peux pas retranscrire l'image intégralement sous forme textuelle en raison des limitations de volume, mais je peux extraire et transcrire les points principaux de cette image.

- **Jan 2024**
  Messenger: Advertising Audience Overview
  The potential audience that marketers can reach with ads on Facebook Messenger
  Note: Please read the important notes on comparing data at the start of this report before comparing data on this chart with previous reports.

- **Albania**

- **Total potential reach of ads on Messenger**
  921.2 thousand

- **Messenger ad reach vs. total population**
  32.6%

- **Messenger ad reach vs. total internet users**
  38.0%

- **Quarter-on-quarter change in reported Messenger ad reach**
  -2.4%
  -23 thousand

- **Year-on-year change in reported Messenger ad reach**

+4.1%
+36 thousand

- **Share: Female Messenger ad reach aged 18+ vs. overall Messenger ad reach aged 18+**
  39.7%

- **Share: Male Messenger ad reach aged 18+ vs. overall Messenger ad reach aged 18+**
  60.3%

- **Adoption: Overall Messenger ad reach aged 18+ vs. overall population aged 18+**
  40.4%

- **Adoption: Female Messenger ad reach aged 18+ vs. female population aged 18+**
  31.4%

- **Adoption: Male Messenger ad reach aged 18+ vs. male population aged 18+**
  48.7%

- **Sources: Meta advertising resources, Kepios analysis. Notes: Based on data provided or published. Gender data only available for 'female' and 'male' sources. Data for each gender may not sum to 100% due to rounding. Indicated figures represent advertising audiences only, and may not include all users for the channel.*

- **Digital 2024 Albania**
  45 sur 64

- Logos: We Are Social, Meltwater

- **Pages icons at bottom**: Page Navigation, Information, Zoom, Full-Screen, Grid View, French Language OptionJan 2024
Mobile Connectivity
Use of mobile phones and devices that connect to cellular networks

Number of cellular mobile connections (excluding IoT)
3.92 million

Number of cellular mobile connections compared with total population
138.7%

Year-on-year change in the number of cellular mobile connections
+7.5%
+274 thousand

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

75.7%

Digital 2024 Albania
49 sur 64
we are social
MeltwaterJAN 2024
LINKEDIN: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN
580.0 THOUSAND

LINKEDIN AD REACH vs. TOTAL POPULATION
20.5%

LINKEDIN AD REACH vs. TOTAL INTERNET USERS
23.9%

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH
+3.6%
+20 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH
+11.5%
+60 THOUSAND

SHARE: FEMALE LINKEDIN AD REACH AGED 18+ vs. OVERALL LINKEDIN AD REACH AGED 18+
47.4%

SHARE: MALE LINKEDIN AD REACH AGED 18+ vs. OVERALL LINKEDIN AD REACH AGED 18+
52.6%

ADOPTION: OVERALL LINKEDIN AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
25.5%

ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
15.6%

ADOPTION: MALE LINKEDIN AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
17.7%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPOS ANALYSIS. NOTES: VALUES FOR TOTAL REGISTERED "MEMBERS" ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT; GENDER-DATA UNAVAILABLE FOR ~0.7% OF THE TOTAL REPORTED AUDIENCE. NOTES ON COMPARABILITY: IDENTICAL VALUES IN BOTH 2022, AND 2023 REPORTS; UNAVAILABLE GENDER DATA; USE WITH CAUTION.
CHART VALUE (24 years old): NEW "ADULT USERS" METRIC VALUES; INSTAGRAM ROLLING TO PUBLIC: AD ACCOUNT USERS REPORT; LINKEDIN METRIC; ACTIVE USERS ON BUSINESS VS CONSUMER, AND B2B STATUS
PLEASE READ THE IMPORTANT NOTES IN DIGITAL 2022 HIGHLIGHTS ON COMPARING DATA
SOURCE: MAKETING DATA REPORT

comparability INDEX: COMPARABILITY: E

Digital 2024 Albania   46 SUR 64Jan 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)
281.9 THOUSAND

X AD REACH VS. TOTAL POPULATION
10.0%

X AD REACH VS. TOTAL INTERNET USERS
11.6%

QUARTER-ON-QUARTER CHANGE IN REPORTED AD REACH
-66.1%
-549 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED AD REACH
+106%

+145 THOUSAND

SHARE: FEMALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+
35.0%

SHARE: MALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+
65.0%

ADOPTION: OVERALL X AD REACH AGED 18+ VS. OVERALL POPULATION AGED
18+
8.6%

ADOPTION: FEMALE X AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
5.9%

ADOPTION: MALE X AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
11.2%

SOURCES: ITU; ADVERTISING RESOURCES; KEPOS ANALYSES
NOTES: VALUES ARE MEDIANS OF PUBLISHED RANGES. GENDER DATA ARE
ONLY AVAILABLE FOR "FEMALE" AND "MALE" ADVISORY: SIGNIFICANT ANNUAL
RISE IS DUE TO UPDATED METHODOLOGIES IN AD PLATFORMS AD
RESOURCES. COMPARISONS TO NOTE: METHODOLOGICAL CHANGES MEAN
THAT THESE AUDIENCES DATA ARE MUCH WIDER AND ROBUST COMPARABLES
THAT DEFINE CONSISTENT DATA FOR ACCURATE YEAR-ON DATA OF
SIGNIFICANT VALUES FOR ALBANIA SINCE 03 JULY, IN DEFINING COMPARABLE
EFFECT (AND ETHNIC) VALUES.

Digital 2024 Albania
47 sur 64
français

We are social
MeltwaterJAN 2024

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

3.35 M
Q4 2021
-2.1%

3.28 M
Q1 2022
+0.9%

3.31 M
Q2 2022
+8.7%

3.59 M
Q3 2022
+1.6%

3.65 M
Q4 2022
+2.8%

3.75 M
Q1 2023
+0.2%

3.76 M
Q2 2023
+3.0%

3.87 M
Q3 2023
+1.4%

3.92 M
Q4 2023

SOURCE: GSMA INTELLIGENCE.

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

DATAPORTAL
ALBANIA

DIGITAL 2024 ALBANIA

50 sur 64

we are social
© Meltwater**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
44.2%
  - Female: 45.7%
  - Male: 42.6%

(*Pictogram of a credit card*)
Credit card ownership
4.9%
  - Female: 4.1%
  - Male: 5.9%

(*Pictogram of a debit card*)
Debit card ownership
27.0%
  - Female: 27.8%
  - Male: 26.1%

(*Pictogram of a mobile money account*)
Mobile money account (e.g., M-Pesa, GCash)
2.4%
  - Female: 2.4%
  - Male: 2.4%

(*Pictogram of a digital payment*)
Made a digital payment (past year)
17.7%
  - Female: 17.9%
  - Male: 17.4%

(*Pictogram of a shopping cart*)
Made a purchase using a mobile phone or the internet (past year)
17.3%
  - Female: 19.3%
  - Male: 15.2%

(*Pictogram of sending money*)
Used a mobile phone or the internet to send money (past year)
4.3%
  - Female: 1.6%
  - Male: 7.2%

(*Pictogram of paying bills*)
Used a mobile phone or the internet to pay bills (past year)

4.9%
  - Female: 3.0%
  - Male: 6.9%

SOURCE: WORLD BANK NOTES: SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIOURS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. MOBILE MONEY ACCOUNTS ONLY REFER TO SERVICES THAT ISSUE AN ELECTRONIC MONEY WALLET LINKED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR MOBILE MONEY ACCOUNTS DO NOT INCLUDE MOBILE INTERNET SERVICES SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY.

Digital 2024 Albania
53 sur 64JAN 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

ALBANIA

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES
31.53%
YEAR-ON-YEAR CHANGE
-25.5% (-1,079 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES
68.29%
YEAR-ON-YEAR CHANGE
+18.7% (+1,076 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES
0.16%
YEAR-ON-YEAR CHANGE
+14.3% (+2 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES
0.01%
YEAR-ON-YEAR CHANGE
[BREAKOUT]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
0.01%
YEAR-ON-YEAR CHANGE
[UNCHANGED]

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGE LOADS SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGE LOADS SERVED TO MOBILE BROWSERS IN DECEMBER 2023. FIGURES SHOW SHARES OF WEB SESSION TO DEVICES RUNNING EACH OPERATING SYSTEM SEPARATELY. VALUES MAY THEREFORE NOT ADD TO 100%. BPS = BASIS POINTS. "YEAR-ON-YEAR" VALUES REPRESENT BASIS POINTS AND INDICATE THE ABSOLUTE CHANGE IN SHARE VERSUS THE SAME MONTH ONE YEAR AGO (I.E. A STARTING VALUE OF 50% WOULD EQUAL 5,000 BASIS POINTS).

WeAreSocial
Meltwater

51 Digital 2024 Albania 51 sur 64