

### 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\*\***

[Image with a person and social media graphics, with a "Download the report" button and a QR code]

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**\*\*Digital 2024 Côte d'Ivoire\*\***

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Icons for **\*\*English\*\*** and **\*\*français\*\***. 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

Post Representation

Mischief Mode

## The Offline Internet

Explore the trends:

ThinkForward.WeAreSocial.comJAN 2024

CÔTE D'IVOIRE

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

29.24 MILLION

YEAR-ON-YEAR CHANGE

+2.5%

+725 THOUSAND

URBANISATION

53.4%

CELLULAR MOBILE CONNECTIONS

43.59 MILLION

YEAR-ON-YEAR CHANGE

+3.2%

+1.4 MILLION

TOTAL VS. POPULATION

149.1%

INDIVIDUALS USING THE INTERNET

11.23 MILLION

YEAR-ON-YEAR CHANGE

+2.5%

+278 THOUSAND

TOTAL VS. POPULATION 38.4%

SOCIAL MEDIA USER IDENTITIES

7.00 MILLION

YEAR-ON-YEAR CHANGE

+50.5%

+2.4 MILLION

TOTAL VS. POPULATION

23.9%

SOURCES: UN; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROPEAN COMMISSION; KANTAR & IMMAR; PLATFORM REGISTERS; DEDICATED RESEARCH; CENTER; RECRUIT ANALYSIS; ADVISORY; SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS

COMPARABILITY: SOURCE REVISIONS AND BASE REVISIONS; FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS; GLOBAL DEVICES AND CONNECTIONS MAY NOT REPRESENT A UNIQUE USER; SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS; ANNOTATION: GEOGRAPHIC CHARACTERISTICS; DIFFERENCES BETWEEN POPULATIONS AND USER BASE MEASUREMENTS WITHIN KEY MARKETS MAY LIMIT ACCURATE RESULTS. FOR MORE DETAILS, SEE NOTES ON DATA.

Digital 2024 Côte d'Ivoire

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

**\*\* POPULATION ESSENTIALS \*\***

**\*\* DEMOGRAPHICS AND OTHER KEY INDICATORS \*\***

**\*\* Bandeau droit : Côte D'Ivoire (Drapeau) \*\***

- **\*\* TOTAL POPULATION \*\***

- **\*\* 29.24 MILLION \*\***

- **\*\* FEMALE POPULATION \*\***

- **\*\* 49.6% \*\***

- **\*\* MALE POPULATION \*\***

- **\*\* 50.4% \*\***

- **\*\* YEAR-ON-YEAR CHANGE IN TOTAL POPULATION \*\***

- **\*\* +2.5% \*\***

- **\*\* +725 THOUSAND \*\***

- **\*\* MEDIAN AGE OF THE POPULATION \*\***

- **\*\* 18.0 \*\***

- **\*\* URBAN POPULATION \*\***

- **\*\* 53.4% \*\***

- **\*\* POPULATION DENSITY (PEOPLE PER KM<sup>2</sup>) \*\***

- **\*\* 91.9 \*\***

- **\*\* OVERALL LITERACY (ADULTS AGED 15+) \*\***

- **\*\* 89.9% \*\***

- **FEMALE LITERACY (ADULTS AGED 15+)**

- **86.7%**

- **MALE LITERACY (ADULTS AGED 15+)**

- **93.1%**

**SOURCES:** KEPOS ANALYSIS, UNITED NATIONS, LOCAL GOVERNMENT AUTHORITIES, WORLD BANK, UNESCO, CIA WORLD FACTBOOK, OUR WORLD IN DATA, INDEMNITUM, KNOEMA.

**Bas de page :** Digital 2024 Côte d'Ivoire | 19 sur 62 | we are social | Meltwater | Icônes de menu de navigation et de langue

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Ceci couvre les principaux points affichés dans l'image fourni.## JAN 2024

### POPULATION OVER TIME

**Population by year, with year-on-year change**

- **Jan 2014**: 22.7 M (+2.6%)

- **Jan 2015**: 23.3 M (+2.6%)

- **Jan 2016**: 23.9 M (+2.6%)

- **Jan 2017**: 24.5 M (+2.6%)

- **Jan 2018**: 25.2 M (+2.6%)

- **Jan 2019**: 25.8 M (+2.6%)

- **Jan 2020**: 26.5 M (+2.6%)

- **Jan 2021**: 27.1 M (+2.5%)

- **Jan 2022**: 27.8 M (+2.4%)

- **Jan 2023**: 28.5 M (+2.5%)

- **Jan 2024**: 29.2 M (+2.5%)

**Côte d'Ivoire**

**Sources**:

- United Nations, Local Government Authorities, Keplo 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., 12.3 M = 12,300,000), and 'B' denotes billions (e.g., 1.23 B = 1,230,000,000). Where no letter is present, values are shown as is.

**Comparability**: Source changes and base revisions, figures may not correlate with values published in our previous reports.

**Logos**:

- We Are Social

- Meltwater

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FINANCIAL AND DEVELOPMENTAL INDICATORS  
WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO  
ESSENTIAL SERVICES, AND DEVICE OWNERSHIP  
Côte d'Ivoire

GROSS DOMESTIC PRODUCT (CURRENT U.S. DOLLARS)  
\$79.43 BILLION

PERCENTAGE OF THE POPULATION EARNING LESS THAN \$3.65 (2017 PPP) PER  
DAY  
39.7%

GROSS DOMESTIC PRODUCT (PPP, CURRENT INTERNATIONAL DOLLARS)  
\$202.6 BILLION

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC DRINKING WATER  
72.9%

GROSS DOMESTIC PRODUCT PER CAPITA (CURRENT U.S. DOLLARS)  
\$2,728

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC SANITATION  
37.0%

GROSS DOMESTIC PRODUCT PER CAPITA (PPP, CURRENT INTERNATIONAL  
DOLLARS)  
\$6,960

PERCENTAGE OF THE POPULATION WITH ACCESS TO ELECTRICITY  
71.1%

NET NATIONAL INCOME PER CAPITA (CURRENT U.S. DOLLARS)  
\$2,334

PERCENTAGE OF THE POPULATION THAT OWNS A MOBILE PHONE (ANY TYPE)  
82.8%

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 Exchange Rate. Basic Drinking Water: Percentage Of  
The Population With Drinking Water An Improved Source. For More, Click Here. Mobile

Ownership: Includes Comparable Figures For Both Basic Mobile Phone Users And Smartphone Users From Third Party Providers For All Markets Where Data On Mobile Values Is Shown Elsewhere In This Report.

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## OVERVIEW OF INTERNET USE

### ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

#### TOTAL INTERNET USERS

11.23 MILLION

#### INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION

38.4%

#### YEAR-ON-YEAR CHANGE IN THE NUMBER OF INTERNET USERS

+2.5% +278 THOUSAND

#### MOBILE INTERNET PROXY\*:

#### SHARE OF SOCIAL MEDIA USERS ACCESSING VIA MOBILE DEVICES

98.7%

Sources: Kepios analysis ITU, GSMA Intelligence, Eurostat, CIA World Factbook, local government authorities, company advertising resources, United Nations.

Note: ITU standard, age insights for mobile internet use were unavailable at the time of reproduction, but the percentage share of social media users accessing social platforms via mobile devices will provide a likely representation. Kepios analysis shows that figures for internet user growth may under-represent actual trends. See notes on data comparability. Sources and base agencies.

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#### INTERNET USE OVER TIME (YOY)

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

DATA FOR: Côte d'Ivoire

Bar chart data:

- JAN 2014: 2.27 M (Million) (+71.4%)
- JAN 2015: 3.89 M (+153%)
- JAN 2016: 9.85 M (+9.2%)
- JAN 2017: 10.8 M (-12.1%)
- JAN 2018: 9.45 M (-0.9%)

- JAN 2019: 9.37 M (+1.8%)
- JAN 2020: 9.54 M (+10.3%)
- JAN 2021: 10.5 M (+1.6%)
- JAN 2022: 10.7 M (+2.5%)
- JAN 2023: 11.0 M (+2.5%)
- JAN 2024: 11.2 M

Sources:

KFPO's ANALYSIS, ITU, GSMA INTELLIGENCE, EUROSTAT, GOOGLE'S ADVERTISING RESOURCES, CINIC, KANTAR, IAMAI, GOVERNMENT RESOURCES, UNITED NATIONS.

Note:

WHERE FIGURES HAVE BEEN UPDATED TO FIT USERS' ACCOUNTS AS OF THE TIME OF THE STUDY, AND FOR COMPARISONS AS OF THE YEAR MENTIONED.

NOTE:

NOT ALL SOURCES PUBLISH REGULAR UPDATES, SO FIGURES FOR EACH PERIOD VARY AS PER AVAILABLE DATA. Bien sûr, voici la retranscription textuelle de l'image:

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

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

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

Data for Côte d'Ivoire:

- AGE 0-4:
  - 4.36M (14.9%)
- AGE 5-9:
  - 3.96M (13.6%)
- AGE 10-14:
  - 3.65M (12.5%)
- AGE 15-19:
  - 3.26M (11.2%)
- AGE 20-24:
  - 2.84M (9.7%)
- AGE 25-29:
  - 2.33M (8.0%)
- AGE 30-34:
  - 1.93M (6.7%)
- AGE 35-39:
  - 1.58M (5.4%)
- AGE 40-44:

- 1.46M (5.0%)
- AGE 45-49:
  - 1.20M (4.1%)
- AGE 50-54:
  - 893K (3.1%)
- AGE 55-59:
  - 639K (2.2%)
- AGE 60-64:
  - 434K (1.5%)
- AGE 65-69:
  - 301K (1.0%)
- AGE 70-74:
  - 195K (0.7%)
- AGE 75-79:
  - 113K (0.4%)
- AGE 80-84:
  - 60.8K (0.2%)
- AGE 85-89:
  - 26.1K (0.1%)
- AGE 90-94:
  - 7.88K (<0.1%)
- AGE 95-99:
  - 1.50K (<0.1%)
- AGE 100+:
  - 166 (<0.1%)

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**\*\*Sources:\*\*** Extrapolations of data published by the United Nations and local government authorities. **\*\*Notes:\*\*** Percentage values below each bar represent the respective age group's share of the total population. When letters B.T.S. are shown, net indices are shown; net is comparable B.T.S.: Base E-12 = 12,000,000; Net weighted millions E-12 = 8 M=Y 12,000,000; Age figures to add beyond millions of millions Y=75K when letters B.T.S. are shown as comparability; source changes and base revisions. Figures may not compare to values published in previous reports.

**\*\*Sources:\*\*** we are social, Meltwater

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Note: Les valeurs "M" et "K" indiquent "Millions" et "Milliers" respectivement. JAN 2024  
 INTERNET USER PERSPECTIVES  
 INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES



(infobulle de la Côte d'Ivoire, drapeau inclus)

INTERNET USERS: ITU

11.23 MILLION

vs. POPULATION

38.4%

INTERNET USERS: CIA WORLD FACTBOOK

12.15 MILLION

vs. POPULATION

41.6%

INTERNET USERS: INTERNETWORLDSTATS

12.25 MILLION

vs. POPULATION

41.9%

Sources: As stated above each icon; 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 reveal absolute user numbers. Where sources publish absolute user numbers, we compare these absolute user figures with the latest figures for population to reveal values for penetration. Comparability: Potential mismatches. Internet user figures quoted elsewhere in this report may not align with these figures due to updates from multiple sources.

(petits logos) we are social, Meltwater

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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

(JAN 2014)

10.0%

+67.0%

(JAN 2015)

16.7%

+147%

(JAN 2016)

41.2%

+6.4%

(JAN 2017)

43.8%

-14.4%

(JAN 2018)

37.5%

-3.3%

(JAN 2019)

36.3%

-0.8%

(JAN 2020)

36.0%

+7.6%

(JAN 2021)

38.8%

-0.9%

(JAN 2022)

38.4%

0%

(JAN 2023)

38.4%

0%

(JAN 2024)

38.4%

0%

Côte d'Ivoire flag

SOURCES: KPGs analysis; ITU; GSMA Intelligence; Eurostat; Google's advertising resources; CNNIC; Kantat IMAI; government resources; United Nations. NOTES: Data is not reported for all regions. We use data from the most recent reported period where recent data is not available. Figures show the year-in-year change. Where new data it is published. We will adjust historical figures to reflect it's reported. Hootsuite; Fista comparability: figures and the rate frame changes in internet adoption. The data reports total number of people (of all ages) using the internet each year. All figures use the latest available data, but some sources might be published subsequently, so figures for recent years might change. INTERNET ACTUAL ADOPTION & USE NOTES ON DATA.

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

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### \*\*MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS\*\*

- \*\*Download (Mbps):\*\* 24.81
- \*\*Upload (Mbps):\*\* 12.97
- \*\*Latency (ms):\*\* 23

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### \*\*YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS\*\*

- \*\*Download:\*\* +35.9%
- \*\*Upload:\*\* +53.9%
- \*\*Latency:\*\* -11.5%

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### \*\*MEDIAN SPEED OF FIXED INTERNET CONNECTIONS\*\*

- \*\*Download (Mbps):\*\* 58.86
- \*\*Upload (Mbps):\*\* 25.21
- \*\*Latency (ms):\*\* 5

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### \*\*YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF FIXED INTERNET CONNECTIONS\*\*

- \*\*Download:\*\* +51.2%
- \*\*Upload:\*\* +120%
- \*\*Latency:\*\* -16.7%

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

### MOBILE PHONES

79.99%

YEAR-ON-YEAR CHANGE

+9.6% (+700 BPS)

### LAPTOP AND DESKTOP COMPUTERS

19.23%

YEAR-ON-YEAR CHANGE

-25.8% (-667 BPS)

### TABLET DEVICES

0.76%

YEAR-ON-YEAR CHANGE

-30.3% (-33 BPS)

### OTHER DEVICES

0.02%

YEAR-ON-YEAR CHANGE

+100% (+1 BP)

Côte d'Ivoire

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 EACH PERCENTAGE OF FIGURES FROM A STARTING VALUE OF 50%. FROM A STARTING VALUE OF 50%, THIS WOULD EQUAL 67%, NOT 67%. "BPS" VALUES REPRESENT BASIS POINTS AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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SHARE OF WEB TRAFFIC BY BROWSER

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

Côte d'Ivoire

CHROME: 73.4%

SAFARI: 20.1%

EDGE: 2.1%

OPERA: 1.4%

SAMSUNG INTERNET: 1.3%

FIREFOX: 1.2%

ANDROID: 0.1%

OTHERS: 0.4%

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

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

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

**\*\*Côte d'Ivoire\*\***

Date	Percentage	Change	
-----	-----	-----	
DEC 2013	53.99%	-31.7%	
DEC 2014	36.89%	+53.3%	
DEC 2015	56.56%	+25.0%	
DEC 2016	70.68%	-14.7%	
DEC 2017	60.28%	-13.0%	
DEC 2018	52.46%	-4.6%	
DEC 2019	50.07%	+30.4%	
DEC 2020	65.27%	-0.4%	
DEC 2021	65.01%	+12.3%	

DEC 2022	72.99%	+9.6%	
DEC 2023	79.99%		

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%).

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\*\*Source companies:\*\* we are social, MeltwaterJan 2024

SHARE OF SEARCH ENGINE REFERRALS

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

[Data shown in percentages with accompanying bar chart:]

- GOOGLE: 97.5 %
- BING: 2.2 %
- YAHOO!: 0.2 %
- YANDEX: 0.04 %
- DUCKDUCKGO: 0.03 %
- ECOSIA: 0.03 %
- BAIDU: 0.01 %
- OTHERS: 0.06 %

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%). BBPS VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

[Located at the bottom of the image:]

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[Company Logos:]

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[Flag indicating Côte d'Ivoire]### JAN 2024

## TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY

BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	LES	100
02	COMMENT	51
03	TRADUCTION	47
04	ABIDJAN	41
05	GOOGLE	37
06	YOUTUBE	24
07	LOTO	20
08	BETCLIC	20
09	MÉTÉO	20
10	GOOGLE TRADUCTION	17

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	WHATSAPP	15
12	FACEBOOK	15
13	BETMOMO	13
14	JUMIA	11
15	TRADUCTION FRANÇAIS ANGLAIS	11
16	TUBIDY	11
17	BETCLIC CI	11
18	REAL	10
19	1XBET	10
20	FLASHRESULTAT	10

Côte d'Ivoire

### 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 PROVIDED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS" TO ENABLE SEARCH TRENDS' CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOESN'T PUBLISH SEARCH VOLUMES; THE INDEX VS. TOP QUERY COLUMN SHOWS RELATIVE SEARCH VOLUMES (E.G., A QUERY WITH 50 INDEX HAS HALF THE SEARCH VOLUME OF THE TOP QUERY.)

ADVISORY:

GOOGLE TRENDS USES RANDOM SAMPLING, SO SEARCH ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED. FOR THIS SAME SEARCH QUERY AND OUTPUT ITEM PERIOD.

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**\*\*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	OPERATION FORTUNE: RUSE DE GUERRE	100
02	TOM CLANCY'S WITHOUT REMORSE	90
03	CULPA MÍA	45
04	JOHN WICK: CHAPTER 4	45
05	GUY RITCHIE'S THE COVENANT	40
06	THE PRIME MINISTER	33
07	THE EQUALIZER	32
08	SAMARITAN	31
09	COMING 2 AMERICA	31
10	MINDCAGE	27

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

#	TV SHOW NAME	INDEX
01	REACHER	100
02	THE TERMINAL LIST	86
03	TOM CLANCY'S JACK RYAN	83
04	THE LORD OF THE RINGS: THE RINGS OF POWER	70
05	CITADEL	65
06	THE WHEEL OF TIME	58
07	THE SUMMER I TURNED PRETTY	35
08	RICHES	26
09	GEN V	25
10	THE CONTINENTAL: FROM THE WORLD OF JOHN WICK	24

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

\*\*Côte d'Ivoire\*\*

\*\*wearesocial.com\*\*

\*\*Meltwater\*\*

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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)

Côte d'Ivoire

- \*\*Facebook:\*\* 78.9%
- \*\*X (Twitter):\*\* 16.7%
- \*\*Pinterest:\*\* 2.1%
- \*\*Instagram:\*\* 1.1%
- \*\*YouTube:\*\* 1.0%
- \*\*Tumblr:\*\* 0.1%
- \*\*LinkedIn:\*\* 0.06%
- \*\*Others:\*\* 0.04%

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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Langue: français

icônes: Afficher premier L, QR code, Fichier PDF, Imprimante, Diapositive précédente, Diapositive suivante

avec les logos: We Are Social et Meltwater

---JAN

2024

## OVERVIEW OF SOCIAL MEDIA USE

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

Côte d'Ivoire

NUMBER OF SOCIAL MEDIA USER IDENTITIES:

- 7.00 MILLION

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION:

- 23.9%

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

- 45.5%

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET:

- 62.3%

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

- 1.4%

-100 THOUSAND

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

+50.5%

+2.4 MILLION

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

- 37.4%

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

- 62.6%

SOURCES (KFPOS ANALYSIS, COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS, CIRCLE, META RESEARCH CENTER, OPEN LINK ADVISORY)

SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS, COMPARISONS WITH POPULATION AND INTERNET USERS BASED ON ONLINE CONNECTIVITY RATES, FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS

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WE ARE SOCIAL

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**\*\*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)

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**\*\*[Drapeau de la Côte d'Ivoire] Côte d'Ivoire\*\***

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- **\*\*DEC 2013\*\***

- **\*\*92.34%\*\***

- **+7.5%**

- **\*\*DEC 2014\*\***

- **\*\*99.25%\*\***

- **-1.3%**

- **\*\*DEC 2015\*\***

- **\*\*97.92%\*\***

- **-2.1%**

- **\*\*DEC 2016\*\***

- **\*\*95.84%\*\***

- **-5.5%**

- **\*\*DEC 2017\*\***

- **\*\*90.58%\*\***

- **-1.5%**

- **\*\*DEC 2018\*\***

- **\*\*89.21%\*\***

- **-15.7%**

- \*\*DEC 2019\*\*
  - \*\*75.18%\*\*
  - +17.6%
- \*\*DEC 2020\*\*
  - \*\*88.42%\*\*
  - +5.4%
- \*\*DEC 2021\*\*
  - \*\*93.22%\*\*
  - -4.0%
- \*\*DEC 2022\*\*
  - \*\*89.47%\*\*
  - -11.8%
- \*\*DEC 2023\*\*
  - \*\*78.94%\*\*

---

**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, AND DO NOT REPRESENT THE VOLUMES OF VISITS OR USERS. PERCENTAGES RELY ON THE CURRENCY AT EACH REFERENCE DATE OF TOTAL WEB PAGE TRAFFIC ARISING FROM THE WEB AVAILABLE, NOT A SELECTION OF SOCIAL MEDIA PLATFORM ACTIVITY THUS PERCENTAGES HAVE BEEN SUBJECT TO AN ESTIMATED RELATIVE YEAR-ON-YEAR CHANGE IF THE INCREASE OR DROP FROM A STARTING VALUE OF 50% WOULD BE 100%. AS OF JAN 2023, THE VALUES REPRESENT BASED POINTS, AND INDICATE THE ABSOLUTE CHANGE.

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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

7.00 MILLION

FACEBOOK AD REACH VS. TOTAL POPULATION

23.9%

FACEBOOK AD REACH VS. TOTAL INTERNET USERS

62.3%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH

-1.4%

-100 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH

+50.5%

+2.4 MILLION

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

37.4%

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

62.6%

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

45.5%

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

34.5%

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

56.4%

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 INFORMATION WAS NO LONGER PUBLISHED TO FOURTEEN DECEMBER 2023, SO THIS FIGURE MAY INCLUDE SIGNIFICANT NUMBERS OF 'UNFINDABLE' OR 'UNREPRESENTED' PROFILES. 'AD REACH' IS THE UNIQUE NUMBER OF USERS THAT FACEBOOK REPORTS CAN BE REACHED WITH ADS ON ITS PLATFORM AS DETERMINED BY LOCATION, AGE, GENDER, AND INTERESTS. THIS FIGURE MAY NOT REPRESENT UNIQUE INDIVIDUAL PEOPLE. NEGOTIATIONS INCLUDING 'REACH' MAY ALSO COUNT MULTIPLE ACCOUNTS, BIMASSIVE ACCOUNTS, OR CHANGES IN REGISTERED POPULATIONS. COMPARABILITY.

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françaisVoici la retranscription de l'image de manière textuelle :

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\*\*JAN 2024\*\*

\*\*TOP YOUTUBE SEARCHES\*\*

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

Côte d'Ivoire

#	SEARCH QUERY	INDEX
01	FILM	100
02	MUSIC	33
03	DIDI B	25
04	FALLY	22
05	FILM COMPLET EN FRANÇAIS	19
06	DADJU	19
07	NINHO	17
08	TEST	17
09	MUSIQUE	16
10	FALLY IPUPA	16
11	VDA	15
12	MILANO	14
13	CHANSON	14
14	ROSELINE LAYO	14
15	XXL	12
16	KS BLOOM	11
17	ZOUGLOU	11
18	TIAKOLA	10
19	TIKTOK	9

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 PUSHED BY GOOGLE TRENDS, AND AS RECEIVED. AS IT IS TO BE READERS NOTES TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE EXPRESS WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH SEARCH ABSOLUTE SEARCH VOLUMES. THE "TOP" QUERIES RELATE TO SEARCH QUERIES FOR EACH COUNTRY COMBINED WITH THE SEARCH VOLUME OF THE QUERY. ADVISORY: GOOGLE TRENDS USES MULTIPLE SAMPLING, SO DATA ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED. EVEN FOR THE SAME TIME PERIOD.

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JAN 2024  
INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW  
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON  
INSTAGRAM

CÔTE D'IVOIRE

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM  
1.10 MILLION

INSTAGRAM AD REACH vs. TOTAL POPULATION  
3.8%

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS  
9.8%

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

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH  
+55.2% (+391 THOUSAND)

SHARE FEMALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD  
REACH AGED 18+  
38.3%

SHARE MALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+  
61.7%

ADOPTION OVERALL INSTAGRAM AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+  
7.2%

ADOPTION FEMALE INSTAGRAM AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+  
5.4%

ADOPTION MALE INSTAGRAM AD REACH AGED 18+ vs. MALE POPULATION AGED 18+  
8.5%

---

NOTES: BASED ON DATA FROM META AND KEPIOS ANALYSIS; NOTES BASED ON INTERNET USER REPORTS AND CENSUS DATA

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français\*\* JAN 2024\*\*

\*\*MESSENGER: ADVERTISING AUDIENCE OVERVIEW\*\*

\_THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER\_

\*\*TOTAL POTENTIAL REACH OF ADS ON MESSENGER\*\*  
- 2.15 MILLION

\*\*MESSENGER AD REACH vs. TOTAL POPULATION\*\*  
- 7.4%

\*\*MESSENGER AD REACH vs. TOTAL INTERNET USERS\*\*  
- 19.1%

\*\*QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH\*\*  
- -4.4%  
- -100 THOUSAND

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



- +43.3%  
- +650 THOUSAND

\*\*SHARE: FEMALE MESSENGER AD REACH AGED 18+ vs. OVERALL  
MESSENGER AD REACH AGED 18+\*\*  
- 38.2%

\*\*SHARE: MALE MESSENGER AD REACH AGED 18+ vs. OVERALL MESSENGER  
AD REACH AGED 18+\*\*  
- 61.8%

\*\*ADOPTION: OVERALL MESSENGER AD REACH (AGED 18+) vs. OVERALL  
POPULATION (AGED 18+)\*\*  
- 13.8%

\*\*ADOPTION: FEMALE MESSENGER AD REACH (AGED 18+) vs. FEMALE  
POPULATION (AGED 18+)\*\*  
- 10.7%

\*\*ADOPTION: MALE MESSENGER AD REACH (AGED 18+) vs. MALE POPULATION  
(AGED 18+)\*\*  
- 16.8%

Sources: Meta's advertising resources, Kepios analysis. Notes: Based on ad options at the time of publication. Gender data only available for "female" and "male". Source data for "total population" is based on UN data. Please note that the base population used to calculate these figures may not align with the eligible advertising audience.

Coverage: January 2024 and earlier data from relevant data sources.

Graphic footnotes: Meltwater logo, We Are Social logo, Digital 2024 - Côte d'Ivoire.

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Translation available: French - Français.### JAN 2024

## LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

#### THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON  
LINKEDIN

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

#### Total Potential Reach of Ads on LinkedIn  
\*\*1.30 Million\*\*

#### LinkedIn Ad Reach vs. Total Population  
\*\*4.4%\*\*

#### #### LinkedIn Ad Reach vs. Total Internet Users

**\*\*11.6%\*\***

#### #### Quarter-on-Quarter Change in Reported LinkedIn Ad Reach

**\*\*0% [UNCHANGED]\*\***

#### #### Year-on-Year Change in Reported LinkedIn Ad Reach

**\*\*+18.2%\*\* (+200 Thousand)**

#### ### Share:

##### #### Female LinkedIn Ad Reach Aged 18+ vs. Overall LinkedIn Ad Reach Aged 18+

**\*\*37.9%\*\***

##### #### Male LinkedIn Ad Reach Aged 18+ vs. Overall LinkedIn Ad Reach Aged 18+

**\*\*62.1%\*\***

#### #### Adoption:

##### #### Overall LinkedIn Ad Reach Aged 18+ vs. Overall Population Aged 18+

**\*\*8.5%\*\***

##### #### Female LinkedIn Ad Reach Aged 18+ vs. Female Population Aged 18+

**\*\*5.2%\*\***

##### #### Male LinkedIn Ad Reach Aged 18+ vs. Male Population Aged 18+

**\*\*8.3%\*\***

---

#### ### Sources:

LinkedIn's advertising resources; Ericsson analysis.

#### ### Notes:

Values reflect Total Registered Members so are not comparable with other platforms in this report. Gender data may not sum to 100 due to rounding. Ad resources reflect active unique users.

#### ### Comparability:

Adoption values represent platform reach as a % of the eligible audience.

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#### ### Digital 2024 Côte d'Ivoire

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\_Language: français\_

\_Logos: We Are Social, Meltwater\_

\_Flags: Côte d'Ivoire\_JAN 2024

## MOBILE CONNECTIVITY

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

#### NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)

43.59 MILLION

#### NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION

149.1%

#### YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS

+3.2%

+1.4 MILLION

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

86.8%

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 YEAR'S ANALYSIS INCLUDES REVISIONS TO HISTORICAL FIGURES 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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(Contains symbols and icons related to mobile connectivity and data, as well as the flag of Côte d'Ivoire)JAN 2024

## CELLULAR MOBILE CONNECTIONS OVER TIME

### NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME

[Diagram showing cellular mobile connections growth for each quarter]

40.6 M Q4 2021 [+2.0%]  
41.4 M Q1 2022 [-2.4%]  
40.4 M Q2 2022 [+2.6%]  
41.4 M Q3 2022 [+2.0%]  
42.2 M Q4 2022 [-0.02%]  
42.2 M Q1 2023 [-0.1%]  
42.2 M Q2 2023 [+1.7%]  
42.9 M Q3 2023 [+1.7%]  
43.6 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. "123.1K" = 123,000); "M" DENOTES MILLIONS (E.G. "12.3M" = 12,300,000), 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.

Côte d'Ivoire [Flag]  
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[Logos: We Are Social, Meltwater, Datareportal]\*\* 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)\*\***

- **\*\*221.6 Thousand\*\***

**\*\*X AD REACH vs TOTAL POPULATION\*\***

- **\*\*0.8%\*\***

**\*\*X AD REACH vs TOTAL INTERNET USERS\*\***

- **\*\*2.0%\*\*** (represented with a globe symbol)

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

- **\*\*36.5% (-127 Thousand)\*\*** (represented with a calendar depicting 90 days)

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

- **-9.5% (-23 Thousand)** (represented with a calendar depicting 365 days)

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

- **19.8%** (illustrated with a female symbol)

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

- **80.2%** (illustrated with a male symbol)

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

- **1.4%** (represented with a group of people symbol)

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

- **0.6%** (illustrated with a female symbol)

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

- **2.2%** (illustrated with a male symbol)

**Sources:**

- ITU, ADVERTISING RESEARCH, KEPIOS ANALYSIS.

**Notes:**

- Values are medians of published ranges. Gender data are only available for "female" and "male" (advisory: significant awareness is required to identify non-binary and other gender identities in the context of mainstream internet users). Values may not sum to 100% due to rounding. Adoption values represent the share of the stated audience group that can be reached with ads on X (Twitter) in January 2024, regardless of whether these users actually use X (Twitter). Figures represent the number of unique users shown and an ad on X (Twitter) in any location in the past 30 days. For detailed definitions, important notes, and country-specific information, please refer to the full report.

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**Languages:**

- anglais: `en`, français: `fr`

**LOGOS:**

- WeAreSocial

- MeltWaterJAN 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

Côte d'Ivoire

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES  
71.37%

YEAR-ON-YEAR CHANGE  
-3.5% (-262 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE iOS DEVICES  
28.11%

YEAR-ON-YEAR CHANGE  
+13.1% (+326 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES  
0.06%

YEAR-ON-YEAR CHANGE  
-45.5% (-5 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES  
0.02%

YEAR-ON-YEAR CHANGE  
-60.0% (-3 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES  
0.44%

YEAR-ON-YEAR CHANGE  
-56.0% (-56 BPS)

SOURCE: Statcounter. NOTES: Figures represent the number of web pages served to browsers on mobile phones running each operating system (OS) compared with the total number of web pages served to mobile browsers in December 2023. Figures change as web servers detect the OS in use from the request sent by the web browser. Devices running versions of Android prior to 'Lollipop' (5.0) are excluded from Android figures here, and figures for these older versions are instead included in figures for 'Other OS'. BPS = Basis Points (one basis point = 0.01%). Figures for iOS traffic showed a strong value of 4+ weeks would equal.

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

#### ACCOUNT WITH A FINANCIAL INSTITUTION

20.6%

FEMALE	MALE
13.8%	27.3%

#### CREDIT CARD OWNERSHIP

2.3%

FEMALE	MALE
1.0%	3.7%

#### DEBIT CARD OWNERSHIP

7.9%

FEMALE	MALE
5.3%	10.5%

#### MOBILE MONEY ACCOUNT (E.G. MPESA, GCA\$H)

40.4%

FEMALE	MALE
29.8%	50.9%

#### MADE A DIGITAL PAYMENT (PAST YEAR)

45.9%

FEMALE	MALE
33.4%	58.4%

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

6.0%

FEMALE	MALE
4.2%	7.8%

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

25.7%

FEMALE	MALE
16.1%	35.4%

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

19.1%

FEMALE	MALE
10.6%	27.5%

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 a registered account, and may be more representative of behaviours in urban areas. Figures do not include over-the-counter transactions that don't require the

sender or recipient to have a registered account with a mobile money provider. Figures are exclusive of digital wallet services likely operated by a non-financial entity, such as MTN, Orange, Alipay, Google Pay, or Samsung Pay.

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