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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  
Mischief Mode  
The Offline Internet  
Post Representation

Explore the trends:  
[ThinkForward.WeAreSocial.com](https://ThinkForward.WeAreSocial.com)

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français

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(Note: Certains éléments tels que les motifs graphiques et les codes QR ne peuvent être retranscrits textuellement.)JAN 2024

## POPULATION ESSENTIALS DEMOGRAPHICS AND OTHER KEY INDICATORS

- TOTAL POPULATION: 10.24 MILLION
- FEMALE POPULATION: 52.8%
- MALE POPULATION: 47.2%
- YEAR-ON-YEAR CHANGE IN TOTAL POPULATION: -0.2% (-24 THOUSAND)
- MEDIAN AGE OF THE POPULATION: 46.0
- URBAN POPULATION: 68.1%
- POPULATION DENSITY (PEOPLE PER KM<sup>2</sup>): 111.3
- OVERALL LITERACY (ADULTS AGED 15+): 96.8%
- FEMALE LITERACY (ADULTS AGED 15+): 95.9%
- MALE LITERACY (ADULTS AGED 15+): 97.8%

Sources: KEPOS Analysis, United Nations, Local Government Authorities, World Bank,

UNESCO, CIA World Factbook, Our World In Data, IndexMundi, Knoema.

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\*\*Why do marketers use social listening?\*\*

according to Meltwater's \*State of Social Media 2024\*

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

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

\*\*Meltwater\*\*

\*\*State of Social Media 2024\*\*

Download the report

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\*\*JAN 2024 PORTUGAL\*\*

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.

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\*\*TOTAL POPULATION\*\*

10.24 MILLION

YEAR-ON-YEAR CHANGE

-0.2%

-24 THOUSAND

URBANISATION

68.1%

---

**\*\*CELLULAR MOBILE CONNECTIONS\*\***

14.26 MILLION

YEAR-ON-YEAR CHANGE

+3.1%

+423 THOUSAND

TOTAL VS. POPULATION

139.3%

---

**\*\*INDIVIDUALS USING THE INTERNET\*\***

8.84 MILLION

YEAR-ON-YEAR CHANGE

-0.2%

-21 THOUSAND

TOTAL VS. POPULATION

86.4%

---

**\*\*SOCIAL MEDIA USER IDENTITIES\*\***

7.43 MILLION

YEAR-ON-YEAR CHANGE

0%

[UNCHANGED]

TOTAL VS. POPULATION

72.6%

---

**\*\*SOURCES\*\*:**

UN; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROPEAN COMM; CIA WORLD FACTBOOK; OECD; DATAREPORTAL RESEARCH CENTER; VARIOUS ANALYSTS; ADVISORY; SOCIAL MEDIA USER ESTIMATES NOT EQUAL TO UNIQUE INDIVIDUALS.

**\*\*COMPARABILITY\*\*:** SOURCE REVISIONS MEAN BASE FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. FIGURES REPRESENT SIZEABLE DECREASES IN THE NUMBER OF INTERNET AND SOCIAL MEDIA USERS, AND SOME FIGURES SHOW NO GROWTH OR SLIGHT DECLINE. EACH BASED ON 2023 DATA.

**\*\*NOTES\*\***: MOST DATA NOT HOMOGENOUS WITH 2023 REPORT AND NOT REPRESENTATIVE OF DEFINED AREAS.

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

**\*\*POPULATION OVER TIME\*\***

Population by year, with year-on-year change

**\*\*JAN 2014: 10.4 M (-0.5%)\*\***

**\*\*JAN 2015: 10.4 M (-0.3%)\*\***

**\*\*JAN 2016: 10.3 M (-0.3%)\*\***

**\*\*JAN 2017: 10.3 M (-0.2%)\*\***

**\*\*JAN 2018: 10.3 M (-0.2%)\*\***

**\*\*JAN 2019: 10.3 M (+0.2%)\*\***

**\*\*JAN 2020: 10.3 M ("H0%)"\*\***

**\*\*JAN 2021: 10.3 M (-0.2%)\*\***

**\*\*JAN 2022: 10.3 M (-0.2%)\*\***

**\*\*JAN 2023: 10.3 M (-0.2%)\*\***

**\*\*JAN 2024: 10.2 M\*\***

Sources: United Nations; local government authorities; Eurostat analysis.

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

Logos: we are social, Meltwater

Drapeau et nom du pays: Portugal (drapeau portugais, en haut à droite)

**\*\* - Digital 2024 Portugal\*\***

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**\*\* - Langue: français\*\***

**\*\* - Dataprotal (logo)\*\*\*\* JAN 2024 AGE DISTRIBUTION OF THE POPULATION\*\***

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

Age Group	Number of People (K)	Population Share (%)
0-4	413 K	4.0%
5-9	437 K	4.3%
10-14	473 K	4.6%
15-19	518 K	5.1%
20-24	554 K	5.3%
25-29	555 K	5.4%
30-34	564 K	5.5%
35-39	592 K	5.8%
40-44	655 K	6.8%
45-49	800 K	7.8%
50-54	770 K	7.5%
55-59	736 K	7.2%
60-64	711 K	6.9%
65-69	642 K	6.3%
70-74	580 K	5.7%
75-79	480 K	4.7%
80-84	346 K	3.4%
85-89	234 K	2.3%
90-94	98.5 K	1.0%
95-99	22.3 K	0.2%
100+	2.12 K	0.1%

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 in 2024. Where net difference exceeds 0.1%, values are shown to nearest decimal place. Values may not add up to 100 percent due to rounding. Data categories are mutually exclusive.

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

PORTUGAL

ANY KIND OF MOBILE PHONE  
98.5%  
YEAR-ON-YEAR CHANGE

+0.3% (+30 BPS)

SMART PHONE

98.5%

YEAR-ON-YEAR CHANGE

+0.7% (+70 BPS)

FEATURE PHONE

4.8%

YEAR-ON-YEAR CHANGE

-29.4% (-200 BPS)

LAPTOP OR DESKTOP COMPUTER

81.3%

YEAR-ON-YEAR CHANGE

+2.4% (+190 BPS)

TABLET DEVICE

45.1%

YEAR-ON-YEAR CHANGE

-4.9% (-230 BPS)

GAMES CONSOLE

34.0%

YEAR-ON-YEAR CHANGE

-3.7% (-130 BPS)

SMART WATCH OR SMART WRISTBAND

38.1%

YEAR-ON-YEAR CHANGE

[UNCHANGED]

TV STREAMING DEVICE

25.5%

YEAR-ON-YEAR CHANGE

+12.3% (+280 BPS)

SMART HOME DEVICE

11.0%

YEAR-ON-YEAR CHANGE

+8.9% (+90 BPS)

VIRTUAL REALITY DEVICE

2.7%

YEAR-ON-YEAR CHANGE

-32.5% (-130 BPS)

SOURCE (GWI Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTE: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (E.G AN INCREASE OF 50% FROM A STARTING VALUE OF 50% WOULD BE 047%, NOT 100%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY DID CHANGE. SEE NOTES ON DATA.

Selected Icons: WE ARE SOCIAL Meltwater

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MEDIA USE

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

USING THE INTERNET VIA A MOBILE PHONE

99.0%

YEAR-ON-YEAR CHANGE

+0.7% (+69 BPS)

USING THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET

96.1%

YEAR-ON-YEAR CHANGE

-0.9% (-88 BPS)

USING SOCIAL MEDIA

96.8%

YEAR-ON-YEAR CHANGE

+0.2% (+19 BPS)

WATCHING LINEAR AND BROADCAST TV

95.6%

YEAR-ON-YEAR CHANGE

-0.2% (-21 BPS)

WATCHING STREAMING AND ON-DEMAND TV

67.0%

YEAR-ON-YEAR CHANGE

+1.4% (+91 BPS)

READING ONLINE PRESS CONTENT

54.9%

YEAR-ON-YEAR CHANGE

-1.3% (-72 BPS)

READING PHYSICAL PRESS CONTENT

66.3%  
YEAR-ON-YEAR CHANGE  
+2.1% (+140 BPS)

LISTENING TO BROADCAST RADIO  
85.5%  
YEAR-ON-YEAR CHANGE  
+2.9% (+241 BPS)

LISTENING TO MUSIC STREAMING SERVICES  
63.0%  
YEAR-ON-YEAR CHANGE  
+7.5% (+440 BPS)

LISTENING TO PODCASTS  
64.0%  
YEAR-ON-YEAR CHANGE  
+4.4% (+270 BPS)

SOURCE: GWI Jan 2024 figures represent the findings of a broad survey of internet users aged 16 to 64 (see GWI.COM), NOTES: Percentage change values represent relative change in each audience measure, compared with the whole group, not with last year's survey participants. Please ask about changes in methodology, Listening to broadcast radio does not include listening via online services, where not indicated, "media consumption" refers only to respondents' stated intent to use the media. These figures do not reflect the time they spend consuming each media type, and may differ from historical figures as a result. Interpret individual results as indicative.

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\*\*DAILY TIME SPENT WITH MEDIA\*\*

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

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\*\*TIME SPENT USING THE INTERNET\*\*  
\*\*7H 30M\*\*  
YEAR-ON-YEAR CHANGE  
-1.5% (-6 MINS)

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\*\*TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)\*\*  
\*\*2H 53M\*\*  
YEAR-ON-YEAR CHANGE



-6.8% (-12 MINS)

---

**\*\*TIME SPENT USING SOCIAL MEDIA\*\***

**\*\*2H 23M\*\***

YEAR-ON-YEAR CHANGE

-1.6% (-2 MINS)

---

**\*\*TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)\*\***

**\*\*1H 06M\*\***

YEAR-ON-YEAR CHANGE

-9.0% (-6 MINS)

---

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

**\*\*1H 17M\*\***

YEAR-ON-YEAR CHANGE

-2.3% (-1 MIN)

---

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

**\*\*1H 21M\*\***

YEAR-ON-YEAR CHANGE

-3.2% (-2 MINS)

---

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

**\*\*0H 42M\*\***

YEAR-ON-YEAR CHANGE

+3.0% (+1 MIN)

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

**\*\*0H 40M\*\***

YEAR-ON-YEAR CHANGE

-13.0% (-5 MINS)

---

**\*\*SOURCE\*\***: GWI Q4 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **\*\*NOTE\*\*** PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY, INCLUDING LISTENING TO BROADCAST AND CABLE TELEVISION CAN BE CONVERGENT, VIDEO ON DEMAND AND READING SERVICES INCLUDE BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. **\*\*COMPARABILITY\*\***: METHODOLOGY CHANGES SEE NOTES ON DATA.

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

**\*\*TOTAL NUMBER OF INTERNET USERS\*\***  
8.84 MILLION

**\*\*INTERNET USERS vs. TOTAL POPULATION\*\***  
86.4%

**\*\*YEAR-ON-YEAR CHANGE IN TOTAL INTERNET USERS\*\***  
-0.2%  
-21 THOUSAND

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

**\*\*INDEXED INTERNET ADOPTION vs. GLOBAL AVERAGE\*\***  
130.6

**\*\*PERCENTAGE OF INTERNET USERS ACCESSING VIA MOBILE PHONES\*\***  
97.3%

**\*\*AVERAGE DAILY TIME SPENT USING THE INTERNET\*\***  
7H 30M

**\*\*YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT USING THE INTERNET\*\***  
-1.5%

-6 MINS

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Sources: Kepios Analysis; ITU; GSMA Intelligence; Eurostat; CIA World Factbook; GfK; Kantar IBA; Local Government Authorities; United Nations; Time Spent and Mobile Share Data from GWI Q4 2023 Base: On a broad survey of internet users aged 16 to 64. See GWI.COM. Advisory: Figures for internet user growth may underrepresent actual trends. See NOTES ON DATA COMPARABILITY, SOURCE AND BASE CHANGES.

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\*\*JAN 2024\*\*

\*\*FINANCIAL AND DEVELOPMENTAL INDICATORS\*\*

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

\*\*Portugal\*\* (drapeau du Portugal)

- \*\*GROSS DOMESTIC PRODUCT (CURRENT U.S. DOLLARS)\*\*  
\$276.4 BILLION

- \*\*PERCENTAGE OF THE POPULATION EARNING LESS THAN \$3.65 (2017 PPP) PER DAY\*\*  
1.0%

- \*\*GROSS DOMESTIC PRODUCT (PPP, CURRENT INTERNATIONAL DOLLARS)\*\*  
\$465.1 BILLION

- \*\*PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC DRINKING WATER\*\*  
99.3%

- \*\*GROSS DOMESTIC PRODUCT PER CAPITA (CURRENT U.S. DOLLARS)\*\*  
\$26.9 THOUSAND

- \*\*PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC SANITATION\*\*  
99.7%

- \*\*GROSS DOMESTIC PRODUCT PER CAPITA (PPP, CURRENT INTERNATIONAL DOLLARS)\*\*  
\$45.2 THOUSAND

- \*\*PERCENTAGE OF THE POPULATION WITH ACCESS TO ELECTRICITY\*\*  
100%

- \*\*NET NATIONAL INCOME PER CAPITA (CURRENT U.S. DOLLARS)\*\*  
\$19.3 THOUSAND

- \*\*PERCENTAGE OF THE POPULATION THAT OWNS A MOBILE PHONE (ANY TYPE)\*\*  
92.8%

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\*\*SOURCES:\*\* WB, WORLD BANK (MOST LATEST PUBLISHED DATA UP TO 2023).  
\*\*DEFINITIONS:\*\* \$3.65 (2017 PPP) REFLECTS LOCAL PURCHASING POWER PARITY; BASED ON THE WORLD BANK'S 2017 EXCHANGE REFERENCE RATE.  
\*\*BASIC DRINKING WATER:\*\* PERCENTAGE OF THE TOTAL POPULATION USING AN IMPROVED SOURCE PROVED DURING THE INTERVIEWS FROM 2018 TO 2020; \*\*GUIDE ELEMENTS:\*\* THE MOBILE COMPATIBILITY INDEX IS THE MOST UPDATED NUMBER (INCLUDING ESTIMATED) FROM 2022. \*\*DISCLAIMER:\*\* THE FIGURES ARE ESTIMATED BASED ON THE WORLD BANK LATEST PUBLISHED FIGURES AS AVAILABLE AND MAY DIFFER FROM THE SAME VALUES SHOWN ELSEWHERE IN THIS REPORT.

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---JAN 2024

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

[Graph showing the number of individuals using the internet from JAN 2014 to JAN 2024]

JAN 2014: 6.99 M (+3.6%)  
JAN 2015: 7.24 M (+2.1%)

JAN 2016: 7.39 M (+4.6%)  
 JAN 2017: 7.74 M (+0.3%)  
 JAN 2018: 7.76 M (+1.0%)  
 JAN 2019: 7.83 M (+4.5%)  
 JAN 2020: 8.18 M (+4.5%)  
 JAN 2021: 8.55 M (+2.3%)  
 JAN 2022: 8.75 M (+1.3%)  
 JAN 2023: 8.86 M (-0.2%)  
 JAN 2024: 8.84 M

[SOURCES: KPCB'S ANALYSTS, ITU, GSMA INTELLIGENCE, EUROSTAT, GOOGLE'S ADVERTISING RESOURCES, CINIC, KANTAR, IMAI, GOVERNMENT RESOURCES, UNITED NATIONS. NOTE: WHERE LETTER ARE SHOWN NEXT TO FIGURES ABOVE, USE THE FOLLOWING COMPARISONS BY 2021: a = 1, b = 2, c = 3, AVERAGE AND # = BUTTON STUDIES. n/c = NOT COMPARABLE TO PREVIOUS PERIOD.

]\*\*JAN 2024\*\*

\*\*INTERNET ADOPTION RATE OVER TIME (YOY)\*\*

NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE

\*\*Portugal\*\*

Year	Internet Adoption Rate	YOY Change	
-----	-----	-----	
JAN 2014	67.0%	+4.1%	
JAN 2015	69.8%	+2.4%	
JAN 2016	71.5%	+5.0%	
JAN 2017	75.0%	+0.5%	
JAN 2018	75.3%	+1.1%	
JAN 2019	76.2%	+4.3%	
JAN 2020	79.5%	+4.5%	
JAN 2021	83.0%	+2.5%	
JAN 2022	85.1%	+1.6%	
JAN 2023	86.4%	0%	
JAN 2024	86.4%	-	

\*\*Sources and Notes:\*\*

SOURCES: KPDC Analysis; ITU; USMA Intelligence; Eurostat; Google's Advertising Resources; CNNIC; Kantar IMAI; Government Resources; United Nations. Notes: Data is not reported for all countries. We use data from the most widely reported period prior to January 2023 where sources show the relative change in internet adoption rate. The data presented here is a percentage of the total population that uses the internet. Comparability: Sources state that sampling, data enumeration, fieldwork and reporting methodologies have been kept as similar as possible across all countries and for the

most recent data, but some sources do not publish detailed data. So figures for certain countries may not reflect actual adoption. See notes on data.

**\*\*Brand Logos:\*\***

- DataReportal
- we are social
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**\*\*Page Information:\*\***

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### Jan 2024

**#### MAIN REASONS FOR USING THE INTERNET**

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

1. Finding information - 82.3%
2. Keeping up to date with news and events - 69.9%
3. Researching how to do things - 69.8%
4. Staying in touch with friends and family - 67.7%
5. Researching places, vacations and travel - 65.7%
6. Finding new ideas or inspiration - 64.1%
7. Researching products and brands - 62.8%
8. Accessing and listening to music - 62.7%
9. Filling up spare time and general browsing - 51.9%
10. Watching videos, TV shows or movies - 51.7%
11. Researching health issues and healthcare products - 48.2%
12. Managing finances and savings - 43.2%
13. Education and study-related purposes - 41.2%
14. Gaming - 34.2%
15. Business-related research - 33.7%

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

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

**\*\*DAILY TIME SPENT USING THE INTERNET\*\***

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

---

**\*\*DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES\*\***

**\*\*7H 30M\*\***

**\*\*TIME SPENT USING THE INTERNET ON MOBILE PHONES\*\***

**\*\*3H 33M\*\***

**\*\*TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS\*\***

**\*\*3H 57M\*\***

**\*\*MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME\*\***

**\*\*47.4%\*\***

---

**\*\*Source:\*\*** GWI Q3 2021, FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM.

**\*\*COMPARABILITY:\*\*** METHODOLOGY CHANGES. SEE NOTES ON DATA.

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**\*\*JAN 2024 - SHARE OF WEB TRAFFIC BY DEVICE\*\***

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

---

**\*\*MOBILE PHONES\*\***

- 42.40%

- YEAR-ON-YEAR CHANGE: +6.0% (+239 BPS)

**\*\*LAPTOP AND DESKTOP COMPUTERS\*\***

- 56.16%

- YEAR-ON-YEAR CHANGE: -3.9% (-229 BPS)

**\*\*TABLET DEVICES\*\***

- 1.38%

- YEAR-ON-YEAR CHANGE: -8.0% (-12 BPS)

**\*\*OTHER DEVICES\*\***

- 0.06%

- YEAR-ON-YEAR CHANGE: +100% (+3 BPS)

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

### PORTUGAL

#### Median Speed of Mobile Internet Connections

-----  
Download (Mbps) 85.96  
Upload (Mbps) 14.53  
Latency (ms) 23

#### Year-on-Year Change in Median Speed of Mobile Internet Connections

-----  
Download +36.6%  
Upload +15.4%  
Latency -4.2%

#### Median Speed of Fixed Internet Connections

-----  
Download (Mbps) 154.39  
Upload (Mbps) 93.59  
Latency (ms) 7

#### Year-on-Year Change in Median Speed of Fixed Internet Connections

-----  
Download +29.6%  
Upload +11.9%  
Latency 0%

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

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

**\*\*Graph Data:\*\***

- **\*\*DEC 2013:\*\*** 3.35% (+270%)
- **\*\*DEC 2014:\*\*** 12.41% (-13.1%)
- **\*\*DEC 2015:\*\*** 10.78% (+14.7%)
- **\*\*DEC 2016:\*\*** 12.36% (+55.9%)
- **\*\*DEC 2017:\*\*** 19.27% (+21.1%)
- **\*\*DEC 2018:\*\*** 23.34% (+29.0%)
- **\*\*DEC 2019:\*\*** 30.12% (+16.8%)
- **\*\*DEC 2020:\*\*** 35.17% (-5.6%)
- **\*\*DEC 2021:\*\*** 33.21% (+20.5%)
- **\*\*DEC 2022:\*\*** 40.01% (+6.0%)
- **\*\*DEC 2023:\*\*** 42.40%

**\*\*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 270% from a starting value of 3% would equal 10%).

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**\*\*Logos:\*\***

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- MeltwaterJAN 2024

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

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

97.3%

YEAR-ON-YEAR CHANGE: +2.0% (+190 BPS)

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

84.5%

YEAR-ON-YEAR CHANGE: +2.8% (+230 BPS)

**\*\*SMART PHONE\*\***

95.8%  
YEAR-ON-YEAR CHANGE: +1.8% (+170 BPS)

**\*\*FEATURE PHONE\*\***  
3.0%  
YEAR-ON-YEAR CHANGE: -16.7% (-60 BPS)

**\*\*TABLET DEVICE\*\***  
35.6%  
YEAR-ON-YEAR CHANGE: -7.5% (-290 BPS)

**\*\*PERSONAL LAPTOP OR DESKTOP\*\***  
76.0%  
YEAR-ON-YEAR CHANGE: -0.8% (-60 BPS)

**\*\*WORK LAPTOP OR DESKTOP\*\***  
38.1%  
YEAR-ON-YEAR CHANGE: +7.9% (+280 BPS)

**\*\*CONNECTED TELEVISION\*\***  
34.8%  
YEAR-ON-YEAR CHANGE: +9.4% (+300 BPS)

**\*\*SMART HOME DEVICE\*\***  
7.6%  
YEAR-ON-YEAR CHANGE: +20.6% (+130 BPS)

**\*\*GAMES CONSOLE\*\***  
14.9%  
YEAR-ON-YEAR CHANGE: +2.8% (+40 BPS)

SOURCE: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64 (SEE GWI.COM). NOTES: "MOBILE PHONE (ANY)" INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR FEATURE PHONE. "LAPTOP OR DESKTOP (ANY)" INCLUDES USERS WHO ACCESS VIA EITHER A WORK COMPUTER, A PERSONAL COMPUTER, OR BOTH OF THESE OPTIONS. PERCENTAGE CHANGE VALUES REPRESENT THE RELATIVE CHANGE. "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES (SEE NOTES ON DATA).

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TOP TYPES OF WEBSITES VISITED AND APPS USED

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

[Graph Bars Representing Data]

- SOCIAL NETWORKS: 98.0%
- CHAT AND MESSAGING: 97.3%
- SEARCH ENGINES OR WEB PORTALS: 93.1%
- EMAIL: 78.5%
- MAPS, PARKING, OR LOCATION-BASED SERVICES: 75.9%
- SHOPPING, AUCTIONS, OR CLASSIFIEDS: 64.4%
- WEATHER: 58.0%
- MUSIC: 51.1%
- NEWS: 50.9%
- ENTERTAINMENT: 41.4%
- TRAVEL: 36.6%
- GAMES: 34.5%
- SPORTS: 31.4%
- MOBILITY SERVICES (E.G., RIDE-HAILING, BIKE HIRE): 25.9%
- HEALTH AND FITNESS: 24.3%

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SOURCE: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. COMPARABILITY. Methodology changes. See NOTES ON DATA.

We Are Social. Meltwater. Bien sûr ! Voici la retranscription textuelle de l'image :

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JAN 2024

## SHARE OF WEB TRAFFIC BY BROWSER

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

CHROME .....	67.1%
SAFARI .....	14.1%
EDGE .....	7.0%
OPERA .....	6.3%
FIREFOX .....	3.0%
SAMSUNG INTERNET .....	1.8%
IE .....	0.2%
OTHERS .....	0.7%

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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- Un drapeau du Portugal apparaît sur la droite, accompagné du texte "PORTUGAL".

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En bas à gauche :  
"Digital 2024 Portugal" - "38 sur 132"

---

En bas à droite :  
"We are social" et "Meltwater"

---

(Note: Les points représentent des espaces pour imiter les barres du graphique)\*\* JAN  
2024 INTERNET USER PERSPECTIVES\*\*  
(Multiple sources)

\*\*Internet Users: ITU\*\*  
(Icon: Green Globe)  
\*\*8.65 MILLION\*\*  
vs. Population  
\*\*84.5%\*\*

\*\*Internet Users: CIA WORLD FACTBOOK\*\*  
(Icon: Blue Globe)  
\*\*8.20 MILLION\*\*  
vs. Population  
\*\*80.1%\*\*

\*\*Internet Users: INTERNETWORLDSTATS\*\*  
(Icon: Red Globe)  
\*\*8.95 MILLION\*\*  
vs. Population  
\*\*87.4%\*\*

\*\*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 determine absolute user numbers. Where sources publish absolute user numbers, we compare these absolute user figures with the latest figures for population to derive values for population penetration.

**\*\*Comparability:\*\***

Potential mismatches. Internet user figures quoted elsewhere in this report are based on multiple sources, including sources not featured on this slide.

**\*\*Logo:\*\***

We are social, Meltwater

**\*\*Digital 2024 Portugal\*\***

Page 30 sur 132Voici la retranscription textuelle de l'image :

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

**\*\*SHARE OF SEARCH ENGINE REFERRALS\*\***

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

**\*\*PORTUGAL\*\***

**\*\*GOOGLE\*\* - 94.5%**

**\*\*BING\*\* - 4.3%**

**\*\*YAHOO!\*\* - 0.6%**

**\*\*DUCKDUCKGO\*\* - 0.3%**

**\*\*YANDEX\*\* - 0.1%**

**\*\*ECOSIA\*\* - 0.1%**

**\*\*BAIDU\*\* - 0.04%**

**\*\*OTHERS\*\* - 0.05%**

---

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

**\*\*DIGITAL 2024 PORTUGAL\*\***

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**\*\*logos\*\* : \*\*WE ARE SOCIAL\*\*, \*\*MELTWATER\*\***

**\*\*français\*\* 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 PORTUGAL | 100  
02 METEOROLOGIA | 63  
03 TEMPO | 62  
04 PORTO | 60  
05 TRADUTOR | 59  
06 GOOGLE | 49  
07 FACEBOOK | 33  
08 YOUTUBE | 29  
09 BENFICA | 25  
10 FINANÇAS | 23  
11 SEGURANÇA SOCIAL | 21  
12 SAPO | 20  
13 IPMA | 18  
14 HOTMAIL | 18  
15 BRAGA | 17  
16 OLX | 17  
17 GMAIL | 17  
18 TEMPO PARA AMANHÃ | 17  
19 SEGURANÇA SOCIAL DIRETA | 16  
20 ABOLA | 16

**SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01  
JANUARY 2023 AND 31 DECEMBER 2023**

**NOTES: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH**

QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS AND ARE SHOWN “AS IS” TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH QUERIES, BUT THE “INDEX vs. TOP QUERY” COLUMN SHOWS THE RELATIVE SEARCH VOLUME OF EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. ALTHOUGH GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RESULT ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, FOR BOTH THIS SAME SEARCH QUERY AND QUERY TIME PERIOD.

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TOP WEBSITES: SEMRUSH RANKING

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

PORTUGAL

#	WEBSITE	TOTAL VISITS (MONTH AVG.)	UNIQUE VISITORS (MONTH AVG.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	589 M	26.0 M	20M	
13S	3.4				
02	YOUTUBE.COM	295 M	14.5 M	34M	
13S	5.5				
03	FACEBOOK.COM	75.0 M	9.97 M	23M	
19S	2.6				
04	SAPO.PT	60.5 M	6.05 M	20M	
16S	3.4				
05	ABOLA.PT	54.4 M	5.25 M	19M	
46S	4.5				
06	PORNHUB.COM	44.3 M	4.39 M	11M	
14S	7.7				
07	RECORD.PT	43.4 M	2.30 M	15M	
02S	3.4				
08	GOOGLE.PT	35.4 M	2.94 M	14M	
57S	3.6				
09	INSTAGRAM.COM	33.4 M	6.32 M	20M	
38S	2.3				
10	WIKIPEDIA.ORG	26.0 M	5.40 M	10M	
26S	2.5				
11	XVIDEOS.COM	22.6 M	3.07 M	11M	
55S	8.7				
12	CMJORNAL.PT	22.0 M	2.07 M	09M	
49S	2.6				

13 IPMA.PT	20.3 M	1.92 M	11M 14S
1.3			
14 TWITTER.COM	19.7 M	3.64 M	27M
46S 2.1			
15 IOL.PT	19.4 M	3.27 M	15M 48S
2.3			
16 REDDIT.COM	19.4 M	3.07 M	17M
12S 2.4			
17 OJOGO.PT	16.6 M	1.21 M	14M
39S 2.4			
18 LIVE.COM	16.4 M	2.15 M	07M
37S 3.3			
19 JN.PT	15.9 M	1.68 M	14M 00S
2.5			
20 WORTEN.PT	15.2 M	3.92 M	13M
14S 1.8			

SOURCE: SEMRUSH FIGURES REPRESENT TRAFFIC VALUES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT INTERNET ACCESSING USERS BUT MAY NOT REPRESENT INDIVIDUALS, AS SOME PEOPLE MAY HAVE MULTIPLE DEVICES OR MAY NOT ALLOW USERS' COUNTING. SOME WEBSITES FOLLOWED RANKING BY ADDING LOCAL LANGUAGES. FOLLOWERS BEING ADDITIONAL ARGUMENTS BUILDING-UP A BILLING SYSTEM. THE ADDRESS WHERE ADVISE SEMRUSH, COMPILATIONS, OTHER COMPANIES OF SEMRUSH RANKING IMAGES MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS. COMPARABILITY: SOURCE METHODOLOGY CHANGES.JAN 2024  
ACCESSING ONLINE INFORMATION  
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH KIND OF ONLINE ACTIVITY

1. USE A SEARCH ENGINE (E.G. GOOGLE, BING, DUCKDUCKGO) EACH MONTH  
- 93.1%

2. USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK  
- 11.8%

3. VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS  
- 48.5%

4. USE IMAGE SEARCH TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH



- 33.9%

5. SCAN A QR CODE ON A MOBILE PHONE EACH MONTH

- 48.0%

6. USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK

- 42.9%

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

COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA.

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**\*\*JAN 2024 - WATCHING ONLINE VIDEO CONTENT\*\***

**\*PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK\***

**\*\*ANY KIND OF VIDEO\*\***

94.1%

YOY: +2.3% (+210 BPS)

**\*\*MUSIC VIDEO\*\***

53.2%

YOY: +2.6% (+140 BPS)

**\*\*COMEDY, MEME, OR VIRAL VIDEO\*\***

44.1%

YOY: +17.0% (+640 BPS)

**\*\*VIDEO LIVESTREAM\*\***

19.4%

YOY: -8.1% (-170 BPS)

**\*\*TUTORIAL OR HOW-TO VIDEO\*\***

27.9%

YOY: -7.9% (-240 BPS)

**\*\*EDUCATIONAL VIDEO\*\***

20.5%

YOY: +6.2% (+120 BPS)

**\*\*PRODUCT REVIEW VIDEO\*\***

20.1%

YOY: +9.2% (+170 BPS)

**\*\*SPORTS CLIP OR HIGHLIGHTS VIDEO\*\***

19.9%

YOY: -1.0% (-20 BPS)

**\*\*INFLUENCER VIDEOS AND VLOGS\*\***

20.1%

YOY: [UNCHANGED]

**\*\*GAMING VIDEO\*\***

19.8%

YOY: -2.9% (-60 BPS)

---

Source: GWI Q4 2023. Figures represent findings of a broad survey of internet users aged 16 to 64. See GWI.com. Notes: "YOY" figures represent year-on-year change. Percentage change values can represent either increases or decreases of >0.0, from a starting value of 0.0. 90%-plus values represent base points, and > indicate the absolute change. Comparability: Methodology changes. See notes on data.

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Logos: we are social | Meltwater

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Langue: françaisJAN 2024

TV CONSUMPTION AND STREAMING

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

[Image of Portugal Flag] PORTUGAL

PERCENTAGE OF INTERNET USERS WHO WATCH ANY KIND OF TV EACH MONTH

[Icon of a TV]

99.4%

YEAR-ON-YEAR CHANGE IN INTERNET USERS WHO WATCH ANY KIND OF TV  
[Icon of a circle with an arrow]  
0% [UNCHANGED]

DAILY TIME THAT INTERNET USERS SPEND WATCHING ANY KIND OF TV  
[Icon of a clock]  
2H 53M

YEAR-ON-YEAR CHANGE IN DAILY TV VIEWING TIME (ALL FORMS OF CONTENT DELIVERY)  
[Icon of a clock with an arrow]  
-6.8% -12 MINS

INTERNET USERS WHO STREAM TV CONTENT vs. INTERNET USERS WHO WATCH ANY KIND OF TV  
[Icon of a TV]  
83.7%

DAILY TIME SPENT WATCHING TV CONTENT STREAMED OVER THE INTERNET  
[Icon of a clock]  
0H 57M

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT WATCHING STREAMING TV CONTENT  
[Icon of a clock with an arrow]  
-6.2% -3 MINS

TIME SPENT WATCHING STREAMING TV CONTENT AS A PERCENTAGE OF TOTAL TV TIME  
[Icon of a pie chart]  
32.7%

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

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[Icons of various applications and tools for presentation purposes]

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\*\* JAN 2024 \*\*

\*\* MOST STREAMED CONTENT ON DISNEY+ \*\*

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON DISNEY+ FOR

## FULL YEAR 2023

---

### \*\*MOST STREAMED MOVIES ON DISNEY+\*\*

#	MOVIE NAME	INDEX
01	ENCANTO	100
02	MOANA	73
03	AVATAR: THE WAY OF WATER	70
04	ELEMENTAL	67
05	BLACK PANTHER: WAKANDA FOREVER	38
06	GUARDIANS OF THE GALAXY VOLUME 3	34
07	AVATAR	34
08	THE LITTLE MERMAID	28
09	ANT-MAN AND THE WASP: QUANTUMANIA	24
10	HOME ALONE	23

---

### \*\*MOST STREAMED TV SHOWS ON DISNEY+\*\*

#	TV SHOW NAME	INDEX
01	GREY'S ANATOMY	100
02	THE SIMPSONS	91
03	MODERN FAMILY	69
04	BLUEY	69
05	HOW I MET YOUR MOTHER	44
06	FAMILY GUY	36
07	THE MANDALORIAN	23
08	CASTLE	18
09	FUTURAMA	17
10	AHSOKA	14

---

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.

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**\*\*Meltwater\*\***

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

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

**\*\*MOST STREAMED CONTENT ON HBO\*\***

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

---

**\*\*MOST STREAMED MOVIES ON HBO\*\***

#	MOVIE NAME	INDEX
01	KIMI	100
02	BLACK ADAM	88
03	ELVIS	86
04	DON'T WORRY DARLING	83
05	MAGIC MIKE'S LAST DANCE	74
06	FATHER OF THE BRIDE	64
07	THE LITTLE THINGS	57
08	SHAZAM! FURY OF THE GODS	51
09	EVIL DEAD RISE	44
10	THE FLASH	42

---

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

#	TV SHOW NAME	INDEX
01	THE LAST OF US	100
02	FROM	87
03	AND JUST LIKE THAT...	67
04	FRIENDS	43
05	HOUSE OF THE DRAGON	39
06	BILLIONS	39

07	THE IDOL	38
08	SUCCESSION	37
09	GOTHAM KNIGHTS	34
10	30 COINS	34

---

**\*\*SOURCE:\*\*** FLIXPATROL (SEE FLIXPATROL.COM)

---

**\*\*NOTES:\*\*** THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUES COMPARE THE RELATIVE "POINTS" VALUE FOR EACH TITLE IN THE FLIXPATROL "POINTS" VALUE OF THE 10th-RANKED ITEM IN EACH PLATFORM'S RANKING.

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**\*\*Digital 2024 Portugal\*\***

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

**\*\*MOST STREAMED CONTENT ON NETFLIX\*\***

FlixPatrol's ranking of the most streamed content on Netflix for full-year 2023

**\*\*MOST STREAMED MOVIES ON NETFLIX\*\***

#	MOVIE NAME	INDEX
----	-----	-----
01	LUTHER: THE FALLEN SUN	100
02	THE MOTHER	88
03	EXTRACTION 2	77
04	HUNGER	73
05	THE GRINCH	72
06	GLASS ONION: A KNIVES OUT MYSTERY	71
07	HEART OF STONE	70
08	YOU PEOPLE	65
09	PAW PATROL: THE MOVIE	64
10	YOUR PLACE OR MINE	62

**\*\*MOST STREAMED TV SHOWS ON NETFLIX\*\***

#	TV SHOW NAME	INDEX
----	-----	-----

01	RABO DE PEIXE	100
02	THE NIGHT AGENT	90
03	LUPIN	78
04	THE WITCHER	76
05	GINNY & GEORGIA	72
06	LA REINA DEL SUR	69
07	YOU	63
08	A PERFECT STORY	58
09	LIEBES KIND	57
10	THE CROWN	56

**\*\*SOURCE\*\***: FlixPatrol. See [flixpatrol.com](https://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 in the FlixPatrol "Points" value of the top-ranked item in each platform's rankings.

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

**\*\*MOST STREAMED CONTENT ON AMAZON PRIME\*\***

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

---

**\*\*MOST STREAMED MOVIES ON AMAZON PRIME VIDEO\*\***

#	MOVIE NAME	INDEX
---	-----	-----
01	CULPA MÍA	100
02	OPERATION FORTUNE: RUSE DE GUERRE	83
03	AFTER EVER HAPPY	51
04	F9	50
05	AFTER	36
06	GUY RITCHIE'S THE COVENANT	32
07	NOBODY	24
08	AFTER WE FELL	24
09	SAMARITAN	22
10	DIE HART THE MOVIE	21

---

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

#	TV SHOW NAME	INDEX
01	MORANGOS COM AÇÚCAR	100
02	TOM CLANCY'S JACK RYAN	96
03	THE SUMMER I TURNED PRETTY	94
04	THE LORD OF THE RINGS: THE RINGS OF POWER	85
05	REACHER	76
06	THE WHEEL OF TIME	57
07	POLIANA MOÇA	53
08	CITADEL	50
09	GEN V	48
10	CARNIVAL ROW	47

---

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

SOURCE: FLIXPATROL | SEE FLIXPATROL.COM

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we are social | Meltwater**\*\*JAN 2024 ONLINE AUDIO\*\***  
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

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

- Icon: Red circle with a play button and a musical note
- Percentage: 53.2%
- Year-on-Year Change: -2.6% (-140 BPS)

### 2. **\*\*LISTEN TO MUSIC STREAMING SERVICES\*\***

- Icon: Green circle with a play button and a musical note
- Percentage: 38.1%
- Year-on-Year Change: +11.4% (+390 BPS)

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



- Icon: Orange circle with a radio microphone
- Percentage: 25.8%
- Year-on-Year Change: +7.1% (+170 BPS)

#### 4. \*\*LISTEN TO PODCASTS\*\*

- Icon: Blue circle with podcast waves
- Percentage: 28.6%
- Year-on-Year Change: +18.7% (+450 BPS)

#### 5. \*\*LISTEN TO AUDIO BOOKS\*\*

- Icon: Red circle with an open book and a loudspeaker
- Percentage: 8.3%
- Year-on-Year Change: +1.2% (+10 BPS)

**\*\*SOURCE:\*\*** GWI Jan 2024 (FIGURES PRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: YEAR-ON-YEAR CHANGE VALUES REPRESENT THE RELATIVE CHANGE IN AUDIENCE OF BPS; +390 BPS WOULD EQUAL +0.4%, NOT +39%. **\*\*BPS\*\***: VALUES REPRESENT THE ABSOLUTE CHANGE IN BASIS POINTS. **\*\*COMPARABILITY:\*\*** METHODOLOGY CHANGES; SEE NOTES ON DATA.

**\*\***(Bottom text: Digital 2024 Portugal)**\*\***

**\*\***Icons at the bottom:**\*\***

- Left arrow (previous)
- We are social
- Meltwater
- Right arrow (next)

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**\*\***Language buttons:**\*\***

- FrançaisJAN 2024

DEVICES USED TO PLAY VIDEO GAMES

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

ANY DEVICE

85.9%

YOY: +1.4% (+120 BPS)

SMARTPHONE

69.8%

YOY: +7.2% (+470 BPS)

LAPTOP OR DESKTOP  
47.5%  
YOY: +14.7% (+610 BPS)

GAMES CONSOLE  
33.8%  
YOY: +2.4% (+80 BPS)

TABLET  
21.4%  
YOY: +10.3% (+200 BPS)

HAND-HELD GAMING DEVICE  
9.2%  
YOY: +2.2% (+20 BPS)

MEDIA STREAMING DEVICE  
3.6%  
YOY: +12.5% (+40 BPS)

VIRTUAL REALITY HEADSET  
2.2%  
YOY: -43.6% (-170 BPS)

SOURCE: GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTE: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE, E.G. AN INCREASE OF 20% FROM A STARTING VALUE OF 10% WOULD EQUAL 0.1P. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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

PORTUGAL

EXPRESS CONCERN ABOUT WHAT IS REAL VS. WHAT IS FAKE ON THE  
INTERNET  
71.4%

WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA  
53.0%

DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME  
46.7%

USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME  
OF THE TIME  
36.0%

USE A VIRTUAL PRIVATE NETWORK (VPN) TO ACCESS THE INTERNET AT LEAST  
SOME OF THE TIME  
24.7%

SOURCES: DATA FOR "CONCERNS ABOUT WHAT IS REAL V. WHAT IS FAKE ON  
THE INTERNET" VIA REUTERS INSTITUTE 2023 DIGITAL NEWS REPORT.  
FIGURES REPRESENT THE FINDINGS OF A STUDY OF ONLINE NEWS  
CONSUMERS AGED 18+. SEE: DIGITALNEWSREPORT.ORG. DATA FOR ALL  
OTHER DATA POINTS VIA GWI Q4 2023. FIGURES REPRESENT THE FINDINGS  
OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE: GWI.COM.

we are social

Digital 2024 Portugal

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MeltwaterVoici la retranscription textuelle de l'image :

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\*\* JAN 2024 \*\*

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

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

---

\*\* PENETRATION OF SMART HOME DEVICES \*\*

\*\* 11.6% \*\*

YEAR-ON-YEAR CHANGE \*\* +24.1% (+225 BPS) \*\*

---

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

**\*\*\$409\*\***

**YEAR-ON-YEAR CHANGE \*\*+3.9% (+\$15.40)\*\***

---

**\*\*ARPU: SMART HOME APPLIANCES\*\***

**\*\*\$425\*\***

**YEAR-ON-YEAR CHANGE \*\*-1.5% (-\$6.50)\*\***

---

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

**\*\*\$290\*\***

**YEAR-ON-YEAR CHANGE \*\*+4.2% (+\$11.60)\*\***

---

**\*\*ARPU: SMART HOME SECURITY DEVICES\*\***

**\*\*\$109\*\***

**YEAR-ON-YEAR CHANGE \*\*-0.5% (-\$0.60)\*\***

---

**\*\*ARPU: SMART HOME ENTERTAINMENT DEVICES\*\***

**\*\*\$89.64\*\***

**YEAR-ON-YEAR CHANGE \*\*-4.6% (-\$4.36)\*\***

---

**\*\*ARPU: SMART HOME COMFORT & LIGHTING\*\***

**\*\*\$54.43\*\***

**YEAR-ON-YEAR CHANGE \*\*+3.3% (+\$1.74)\*\***

---

**\*\*ARPU: SMART HOME ENERGY MANAGEMENT\*\***

**\*\*\$75.45\*\***

**YEAR-ON-YEAR CHANGE \*\*-7.2% (-\$5.84)\*\***

---

**\*\*SOURCE:\*\* STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES:  
"SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED**

HOME DEVICES THAT CAN BE REMOTELY CONTROLLED, SERVICED, AUTOMATED, OR DELIVER SERVICES THAT ENABLE HOME AUTOMATION. NUMBERS REFER TO CONNECTED ENTITIES AND ASSUME TO BE CONNECTED ON A SINGLE HOME BASIS. SMART DEVICES INCLUDE HOMES AND DEVICES THAT PROVIDE SERVICES THAT ENABLE HOME AUTOMATION, BUT DO NOT INCLUDE TRADITIONAL HOME APPLIANCES/NON-SMART DEVICES. AVERAGE ANNUAL SPEND PER SMART HOME FOR 2024 IN U.S. DOLLARS. APPLICABLE EXCHANGE RATES APPLIED. YEAR-ON-YEAR COMPARABILITY: BASE CHANGES IN SPEND IN DOLLARS.

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**\*\*We Are Social\*\* \*\*Meltwater\*\*\*\* JAN 2024\*\***

**\*\*USE OF ONLINE FINANCIAL SERVICES\*\***

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

---

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

**\*21.9%\***

**\*\*YOY: +1.9% (+40 BPS)\*\***

---

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

**\*23.9%\***

**\*\*YOY: +7.2% (+160 BPS)\*\***

---

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

**\*13.5%\***

**\*\*YOY: -22.9% (-400 BPS)\*\***



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**\*\*SOURCE:\*\*** GWI Q3 2021 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM/CERTAIN-NOTES](https://www.gwi.com/certain-notes).  
**\*YOY FIGURES REPRESENT YEAR-ON-YEAR CHANGE PERCENTAGE CHANGE VALUES FOR COMPARATIVE LENGTH OF HIGHER BASE PERCENTAGE OF YEARS WOULD SHOW VALUES FOR BPS REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY, METHODOLOGY CHANGES (E.G., NOTES ON DATA).**

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**\*\*Portugal\*\*** 


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**\*\*we are social\*\***  **\*\*Meltwater\*\*** 

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**\*\*Digital 2024 Portugal\*\***

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**\*français\***  **JAN 2024**

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

**# | WEBSITE | TOTAL VISITS (MONTH AVG) | UNIQUE VISITORS (MONTH AVG) | AVERAGE TIME PER VISIT | AVERAGE PAGES PER VISIT**

-----					
01	GOOGLE.COM	372 M	8.11 M	11M	
54S	9.6				
02	YOUTUBE.COM	167 M	5.09 M	20M	
33S	11.6				
03	FACEBOOK.COM	84.5 M	4.23 M	10M	
22S	10.2				
04	SAPO.PT	37.5 M	3.52 M	11M 42S	
6.8					
05	INSTAGRAM.COM	34.1 M	3.27 M	10M	
25S	15.6				

06	GOOGLE.PT	32.2 M	2.07 M	7M	
35S	12.8				
07	RECORD.PT	24.6 M	1.83 M	5M 36S	
3.7					
08	TWITTER.COM	20.9 M	1.94 M	12M	
49S	11.3				
09	LOL.PT	19.5 M	3.56 M	3M 17S	
2.8					
10	LIVE.COM	18.5 M	1.55 M	8M 09S	
8.5					
11	ABOLA.PT	15.8 M	944K	7M 28S	
4.5					
12	WHATSAPP.COM	15.5 M	1.42 M	7M	
41S	1.7				
13	WIKIPEDIA.ORG	15.4 M	2.72 M	3M	
45S	2.9				
14	CMJORNAL.PT	15.2 M	2.98 M	4M	
06S	2.7				
15	XVIDEOS.COM	13.0 M	1.50 M	12M	
29S	10.2				
16	OLX.PT	12.9 M	2.03 M	7M 55S	
8.9					
17	IMAP.PT	12.8 M	1.28 M	1M 31S	
2.2					
18	EXPRESSO.PT	12.3 M	2.57 M	1M	
54S	2.0				
19	PUBLICO.PT	12.3 M	2.36 M	4M 30S	
3.8					
20	JN.PT	12.1 M	2.35 M	3M 29S	
3.0					

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023. NOTES: VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT INTERNET USERS ACCESSING EACH SITE, BUT MAY NOT REPRESENT INDIVIDUAL USERS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" COLUMNS ARE AVERAGE MONTHLY FIGURES. VALUES FOR "AVERAGE TIME PER VISIT" AND "AVERAGE PAGES PER VISIT" WERE DERIVED FROM THE AVERAGE TIME SPENT PER SESSION, BY ALL USERS ON EACH SITE THROUGHOUT THE TIME PERIOD BLOCK. AVERAGE TIME SPENT IS MEASURED IN HOURS, MINUTES, AND SECONDS. ADVISORY: SOME SITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. MUSLIMS, WOMEN, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS. JAN 2024

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

## PORTUGAL

### 1. NUMBER OF HOMES WITH SMART HOME DEVICES

490.0 THOUSAND  
YEAR-ON-YEAR CHANGE  
+25.1% (+98 THOUSAND)

### 2. TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET

\$200.6 MILLION  
YEAR-ON-YEAR CHANGE  
+30.1% (+\$46 MILLION)

### 3. VALUE OF SMART HOME APPLIANCES MARKET

\$94.53 MILLION  
YEAR-ON-YEAR CHANGE  
+28.4% (+\$21 MILLION)

### 4. VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET

\$32.61 MILLION  
YEAR-ON-YEAR CHANGE  
+38.8% (+\$9.1 MILLION)

### 5. VALUE OF SMART HOME SECURITY DEVICE MARKET

\$22.86 MILLION  
YEAR-ON-YEAR CHANGE  
+29.5% (+\$5.2 MILLION)

### 6. VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET

\$22.88 MILLION  
YEAR-ON-YEAR CHANGE  
+24.8% (+\$4.6 MILLION)

### 7. VALUE OF SMART HOME COMFORT & LIGHTING MARKET

\$13.65 MILLION  
YEAR-ON-YEAR CHANGE  
+36.5% (+\$3.7 MILLION)

### 8. VALUE OF SMART HOME ENERGY MANAGEMENT MARKET

\$14.01 MILLION  
YEAR-ON-YEAR CHANGE  
+26.2% (+\$2.9 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK SEE: STATISTA.COM. NOTE:  
"SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED  
HOME DEVICES THAT CAN BE REMOTELY CONTROLLED, SCHEDULED, AND/OR



MONITORED (E.G., DEVICES THAT ENABLE HOME AUTOMATION, LIGHTING, HEATING, COOKING, NUMBER OF HOMES INDICATES THE ABSOLUTE NUMBER OF HOMES THAT HAVE CONNECTED. ONLY UNCLEVER ACTIVATED AND STICKY SMART COOKING NUMBERS ARE INCLUDED. NUMBER IS BASED ON CONNECTED STATUS AND IS THEREFORE OVERESTIMATED TO SOME EXTENT. NUMBERS MAY NOT ADD UP DUE TO ROUNDING DIFFERENCES. BASED ON ANNUAL VARIABLE EXCHANGE RATES OF THE EURO - 2023: USD/EUR = 1.10. + YEAR-ON-YEAR CHANGE REFERS TO THE RELATIVE CHANGE BETWEEN 2023 AND 2024\*. ALL NUMBERS AND FIGURES ARE BASED ON THE MOST RECENT INFORMATION AS OF JANUARY 2024. data for 2023 have been revised for comparability. BEST CONSIDERATION.

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Icons: Grid, Page indicators, Info, Favorites, Fullscreen, Zoom in, Zoom out, Print, Share, Engage, Translate, Download. 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

7.43 Million

Quarter-on-Quarter Change in Social Media User Identities

0% [Unchanged]

Year-on-Year Change in Social Media User Identities

0% [Unchanged]

Average Daily Time Spent Using Social Media

2h 23m YOY: - 2 mins

Average Number of Social Platforms Used Each Month

6.7

Social Media User Identities vs. Total Population

72.6%

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

77.1%

Social Media User Identities vs. Individuals Using the Internet

84.0%

Female Social Media User Identities vs. Total Social Media User Identities  
50.8%

Male Social Media User Identities vs. Total Social Media User Identities  
49.2%

Sources: Kepios Analysis, Company Advertising Resources, Global Web Index, Local Research Center, DGI, UN. GWI (Q2 2023) Note: Average number of platforms include data for Youtube.

Advisory: Social Media User Identities may not represent unique individuals. Comparisons with population and internet users have been weighted by the internet users aged 13+; social media users vs. other comparisons with reporting periods and differences between census counts and resident populations. Comparability Source and Methodology changes. See Notes on Data.

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**\*\*MAIN REASONS FOR USING SOCIAL MEDIA\*\***

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

1. Keeping in touch with friends and family - 63.0%
2. Filling spare time - 54.7%
3. Reading news stories - 49.9%
4. Finding inspiration for things to do and buy - 37.4%
5. Finding content (e.g., articles, videos) - 36.8%
6. Seeing what's being talked about - 30.0%
7. Finding products to purchase - 28.4%
8. Seeing content from your favorite brands - 27.8%
9. Making new contacts - 27.1%
10. Watching or following sports - 23.8%
11. Sharing and discussing opinions with others - 23.7%
12. Finding like-minded communities and interest groups - 22.0%
13. Posting about your life - 21.9%
14. Following celebrities or influencers - 21.0%
15. Watching live streams - 16.5%

Source: GWI Jan 2023 figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Note: Figures represent the share of internet users aged 16 to 64 who report using at least one social media or messenger platform in the past month.

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DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE  
SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH  
ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER

### PORTUGAL

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- Female (18–24 years old): 10.5%
- Male (18–24 years old): 8.1%
- Female (25–34 years old): 11.5%
- Male (25–34 years old): 11.7%
- Female (35–44 years old): 9.8%
- Male (35–44 years old): 9.0%
- Female (45–54 years old): 9.6%
- Male (45–54 years old): 8.1%
- Female (55–64 years old): 6.7%
- Male (55–64 years old): 5.2%
- Female (65+ years old): 5.4%
- Male (65+ years old): 4.4%

-----

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

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Icons and logos:  
We Are Social  
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## FAVOURITE SOCIAL MEDIA PLATFORMS

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

Instagram: 33.1%

WhatsApp: 24.3%

Facebook: 18.8%

TikTok: 7.6%

Facebook Messenger: 3.1%

X (Twitter): 2.7%

Pinterest: 2.4%

Telegram: 1.6%

Reddit: 1.3%

LinkedIn: 1.0%

SOURCE: GWI (Q1 2023) SEE GWI.COM NOTES: DATA INCLUDES INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM MULTIPLE OPTIONS THAT APPEAR ON THIS CHART, OR ANSWERS MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. WE EXCLUDE GWI'S VALUES FOR TIKTOK IN CHINA STRAIGHT AS 'DOUYIN', AS IT'S AUDIENCE IS SEPARATE. SEE BITDANCE'S SEPARATE REPORTING OF USER NUMBERS FOR EACH PLATFORM: COMPARABILITY METHODOLOGY CHANGES. SEE NOTES ON DATA.

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## MOST USED SOCIAL MEDIA PLATFORMS

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

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

WHATSAPP: 90.3%  
INSTAGRAM: 85.2%  
FACEBOOK: 82.8%  
FACEBOOK MESSENGER: 71.0%  
TIKTOK: 46.1%  
PINTEREST: 40.4%  
LINKEDIN: 38.6%  
TELEGRAM: 33.2%  
X (TWITTER): 32.7%  
IMESSAGE: 19.8%

SOURCE: GWI (Q3 2023)

FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. COMPARABILITY: A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORT WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. CHANGES TO THE SURVEY QUESTION MEAN THAT THE VALUES AND RANK ORDER SHOWN ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN IN A SIMILAR CHART IN PREVIOUS REPORTS.

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(Flag of Portugal)  
PORTUGALJAN 2024

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

1. WHATSAPP: 576.2
2. INSTAGRAM: 448.6
3. TIKTOK: 365.9
4. FACEBOOK: 264.6
5. FACEBOOK MESSENGER: 194.8
6. YOUTUBE: 182.9
7. LINE: 133.0
8. TELEGRAM: 119.0
9. X (TWITTER): 86.3

- 10. SNAPCHAT: 73.6
- 11. PINTEREST: 46.3
- 12. LINKEDIN: 25.6

Source: DATA.AI INTELLIGENCE. SEE DATA.AI. Notes: "ACTIVE USERS" DENOTE USERS WHO OPEN THE RESPECTIVE PLATFORM'S APP ON AN ANDROID PHONE AT LEAST ONCE IN A GIVEN CALENDAR MONTH. FIGURES REPRESENT THE AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF THE RESPECTIVE PLATFORM'S ANDROID APP OPENED THAT APP EACH MONTH BETWEEN 1 JULY AND 30 SEPTEMBER 2023.

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français

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

## PORTUGAL

ANY KIND OF SOCIAL MEDIA PLATFORM  
68.2%  
YOY: +1.3% (+90 BPS)

SOCIAL NETWORKS  
48.5%  
YOY: +3.0% (+140 BPS)

QUESTION & ANSWER SITES (E.G. QUORA)  
14.6%  
YOY: -2.0% (-30 BPS)

MESSAGING AND LIVE CHAT SERVICES  
6.3%  
YOY: -4.5% (-30 BPS)

FORUMS AND MESSAGE BOARDS  
8.9%  
YOY: -20.5% (-230 BPS)

MICRO-BLOGS (E.G. X / TWITTER)  
4.6%  
YOY: -17.9% (-100 BPS)

VLOGS (BLOGS IN A VIDEO FORMAT)

7.0%

YOY: -17.6% (-150 BPS)

ONLINE PINBOARDS (E.G. PINTEREST)

8.2%

YOY: -10.9% (-100 BPS)

SOURCE: GWI Q2 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/NOTE. VALUES FOR "ANY KIND OF SOCIAL MEDIA PLATFORM" INCLUDE AT LEAST ONE OF: SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. TWITTER), BLOGS (INCI. V.CINICAL FORTS) (G.INIT. . INIT. ONLINE PINBOARDS (E.G. PINTEREST). YOY VALUES REPRESENT THE ANNUAL VARIATION OF INTERNET USERS UNDER THIS PARTICULAR CRITERIA. NOTE: BPS = BASIS POINTS 1% = 100 BPS. COMPARABILITY METHODOLOGY CHANGES SEE NOTES ON DATA.

GWI Logo We Are Social Logo Meltwater Logo

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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)

68.5% FACEBOOK

16.4% INSTAGRAM

5.4% PINTEREST

4.5% YOUTUBE

3.7% X (TWITTER)

0.7% REDDIT

0.5% TUMBLR

0.3% OTHERS

---

(Description continues with source and additional notes explaining data collection and

representation details)

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 TO 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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Logos of data providers and report creators:  
we are social  
MeltwaterJan 2024

## TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023

### PORTUGAL

TIKTOK 36H 38M  
YOUTUBE 25H 39M  
INSTAGRAM 17H 19M  
FACEBOOK 14H 59M  
WHATSAPP 10H 31M  
FACEBOOK MESSENGER 3H 36M  
LINE 3H 22M  
X (TWITTER) 3H 03M  
TELEGRAM 2H 32M  
SNAPCHAT 1H 52M  
PINTEREST 1H 51M  
LINKEDIN 0H 31M

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

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**\*\*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)

**\*\*Portugal\*\*** (Flag of Portugal)

**\*\*Graph Content:\*\***

- **\*\*DEC 2013:\*\*** 80.15% (+15.6%)
- **\*\*DEC 2014:\*\*** 92.65% (-6.6%)
- **\*\*DEC 2015:\*\*** 86.58% (-2.8%)
- **\*\*DEC 2016:\*\*** 84.16% (-13.4%)
- **\*\*DEC 2017:\*\*** 72.89% (+9.2%)
- **\*\*DEC 2018:\*\*** 79.63% (-16.1%)
- **\*\*DEC 2019:\*\*** 66.81% (+13.9%)
- **\*\*DEC 2020:\*\*** 76.11% (-5.9%)
- **\*\*DEC 2021:\*\*** 71.61% (+1.0%)
- **\*\*DEC 2022:\*\*** 72.30% (-5.3%)
- **\*\*DEC 2023:\*\*** 68.50%

**\*\*Source Note:\*\***

Data are only available for a selection of platforms, and percentages reflect Facebook's share of available platforms only. Figures represent the share of total web traffic among the identified channels that was generated via social referrals based on data tracked at the date of publication. Where the same source provided historical data for a number of years, values in the share columns represent the historical data, while the year-on-year change is based on the absolute change in value from the previous year.

**\*\*Logos and Credits:\*\***

- DataReportal (Data source)
- We Are Social (Provider)
- Meltwater (Provider)

**\*\*Page Information:\*\***

- **\*\*Digital 2024 Portugal\*\***
- Page **\*\*67\*\*** of **\*\*132\*\***
- Icons indicating grid view, print, download, share options, and a search bar
- Language option: FrenchJAN 2024

FACEBOOK ENGAGEMENT RATES: LOCOWISE

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE  
FANS, AS REPORTED BY LOCOWISE

Portugal (image of a flag)

- AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: ALL POST TYPES  
0.15%

- AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: PHOTO POSTS  
0.18%

- AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: VIDEO POSTS  
0.10%

- AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: LINK POSTS  
0.06%

- AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: STATUS POSTS  
0.009%

SOURCE: LOCOWISE FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 1 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: PERCENTAGES COMPARE THE COMBINED TOTAL OF REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FANS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGES, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD.

we are social logo      Meltwater logo

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(70 sur 132 (70 on 132)))

Bien sûr ! Voici la retranscription textuelle de l'image :

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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\*\***

**\*\*5.95 MILLION\*\***

![Facebook logo]

**\*\*FACEBOOK AD REACH VS. TOTAL POPULATION\*\***

**\*\*58.1%\*\***

![We are social logo]

**\*\*FACEBOOK AD REACH VS. TOTAL INTERNET USERS\*\***

**\*\*67.3%\*\***

![Meltwater logo]

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

**\*\* -7.8% \*\***

**\* -500 THOUSAND \***

![90 days icon]

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

**\*\* +0.8% \*\***

**\* +50 THOUSAND \***

![365 days icon]

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

**\*\*51.7%\*\***

![Female icon]

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

**\*\*48.3%\*\***

![Male icon]

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

**\*\*69.1%\*\***

![Group of people icon]

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

**\*\*66.2%\*\***

![Female icon We are Social logo]

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

**\*\*71.3%\*\***

![Male 18+ icon]

---

**\*\*SOURCES:\*\***

Meta advertising resources, Kepios analysis.

**\*\*NOTES:\*\***

Based on data updated or published in January. Gender data only available for "female" and "male". Source data for reach by gender what was used to build total advertised reach figure. Accurate number of active registered and active user accounts depends on scaling, weighting, normalisation, comparability and other adjustments in line with best practice.

**\*\*ADVISORY:\*\***

Median number of active accounts exceeds the number of internet users for certain countries and regions. Applies to duplicate accounts. Data for certain countries and areas can include registered users of non-active accounts, discrepancies between census data, and changes in resident populations.

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\*Digital 2024 Portugal\*

![[we are social logo]] ![[Meltwater logo]]

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JAN 2024

**SOCIAL MEDIA ACCOUNT TYPES FOLLOWED**

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

- FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW: 66.2%
- BANDS, SINGERS, OR OTHER MUSICIANS: 40.5%
- ACTORS, COMEDIANS, OR OTHER PERFORMERS: 38.7%
- ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS: 35.0%
- RESTAURANTS, CHEFS, OR FOOD PERSONALITIES: 32.6%
- INFLUENCERS OR OTHER EXPERTS: 30.8%
- COMPANIES AND BRANDS YOU PURCHASE FROM: 29.2%
- SPORTS PEOPLE AND TEAMS: 27.7%
- TV SHOWS OR CHANNELS: 27.1%
- COMPANIES AND BRANDS YOU'RE CONSIDERING PURCHASING FROM: 25.2%
- CONTACTS RELEVANT TO YOUR WORK: 25.1%
- COMPANIES RELEVANT TO YOUR WORK: 23.9%
- EVENTS YOU'RE ATTENDING: 22.2%
- JOURNALISTS OR NEWS COMPANIES: 21.9%
- MAGAZINES OR PUBLICATIONS YOU READ: 20.5%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD

SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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Logos on the bottom right: We Are Social, MeltwaterJAN 2024

TOP YOUTUBE SEARCHES

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

PORTUGAL

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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 PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN “AS IS” TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE EXPRESS WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE ‘TOPIC’ VALUES RELATE THE SEARCH VOLUME FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY.

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français\*\* JAN 2024\*\*

## # TIKTOK: ADVERTISING AUDIENCE OVERVIEW

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

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

---

#### ### Metrics:

- \*\*Total Potential Reach of Ads on TikTok:\*\* 3.67 million
- \*\*TikTok Ad Reach vs. Total Population:\*\* 35.8%
- \*\*TikTok Ad Reach vs. Total Internet Users:\*\* 41.5%
- \*\*Quarter-on-Quarter Change in Reported TikTok Ad Reach:\*\* +18.1% / +563 thousand
- \*\*Year-on-Year Change in Reported TikTok Ad Reach:\*\* +13.3% / +432 thousand

---

#### ### Segmentation:

- \*\*Share: Female TikTok Ad Reach Aged 18+ vs. Overall TikTok Ad Reach Aged 18+:\*\* 52.4%
- \*\*Share: Male TikTok Ad Reach Aged 18+ vs. Overall TikTok Ad Reach Aged 18+:\*\* 47.6%
- \*\*Adoption: Overall TikTok Ad Reach Aged 18+ vs. Overall Population Aged 18+:\*\* 42.6%
- \*\*Adoption: Female TikTok Ad Reach Aged 18+ vs. Female Population Aged 18+:\*\* 41.7%
- \*\*Adoption: Male TikTok Ad Reach Aged 18+ vs. Male Population Aged 18+:\*\* 43.7%

---

\*\*Sources:\*\* TIKTOK, ADVERTISING RESOURCES; KEPIOS ANALYSIS.

#### \*NOTES:\*

- \*\*Data does not include China.\*\*
- \*\*Reach data are only available for "Female" and "Male" users aged 18+.
- \*\*Data are not available for all locations.
- \*\*Values based on midpoints of ranges provided by the applicable social media advertising resources.
- \*\*Audience figures may not represent unique individuals.
- \*\*Ad reach figures based on TikTok's potential advertising reach figures, and not comparable with active user counts published in our digital reports.

- \*\*For more detail, see note at start of this report.\*\*

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Produced by: \*\*We Are Social\*\* and \*\*Meltwater\*\*

Language: \*\*français\*\*

\*\*Slide navigation options:\*\*

- Slide overview (grid icon)
- Zoom in/out
- Slide thumbnails
- Fullscreen

JAN 2024

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON  
INSTAGRAM

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

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM:  
5.80 MILLION

INSTAGRAM AD REACH VS. TOTAL POPULATION:  
56.7%

INSTAGRAM AD REACH VS. TOTAL INTERNET USERS:  
65.6%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH:  
-3.3% -200 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH:  
+9.4% +500 THOUSAND

SHARE FEMALE INSTAGRAM AD REACH AGED 18+ VS. OVERALL INSTAGRAM AD  
REACH AGED 18+:  
55.8%

SHARE MALE INSTAGRAM AD REACH AGED 18+ VS. OVERALL INSTAGRAM AD  
REACH AGED 18+:  
44.2%

ADOPTION: OVERALL INSTAGRAM AD REACH AGED 18+ VS. OVERALL  
POPULATION AGED 18+:  
67.4%

ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ VS. FEMALE  
POPULATION AGED 18+:  
68.4%

ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ VS. MALE POPULATION  
AGED 18+:  
62.5%

SOURCES: META ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: BASED  
ON UPDATES OF PUBLISHED BASES. GENDER DATA ONLY AVAILABLE FOR  
"FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM  
TO REPORTED TOTAL DUE TO UNKNOWN MALE & FEMALE ACCOUNTS. MEN  
MAY USE SERVICES, BUT BASE USES WOMEN POPULATION FIGURES FOR  
COMPARABILITY.

TOPLINE ADOPTION METRIC ADVISORY: REPORTED INSTAGRAM AD REACH  
NUMBERS, ON AVERAGE, EQUIVALENT TO 65.6% OF TOTAL ACTIVE USER BASE.  
USERS CAN SIGN UP FOR MULTIPLE ACCOUNTS, DUPLICATION OF USERS  
ACROSS MULTIPLE ACCOUNTS, DISCREPANCY/INACCURACIES IN  
ADDRESSABLE AD AUDIENCE ESTIMATES, AND CHANGES IN REPORTED  
POPULATIONS. COMPARABILITY.

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JAN 2024

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON  
LINKEDIN

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

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN  
4.90 MILLION

LINKEDIN AD REACH vs. TOTAL POPULATION



47.9%

LINKEDIN AD REACH vs. TOTAL INTERNET USERS

55.4%

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH

+4.3%

+200 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH

+14.0%

+600 THOUSAND

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

47.8%

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

52.2%

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

56.9%

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

47.8%

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

60.0%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; REGIONAL ANALYSIS.

NOTES: VALUES RELATE TO REGISTERED 'MEMBERS', SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ONLY AVAILABLE FOR USERS IN SPECIFIC AGE BRACKETS. NUMBERS MAY NOT ADD UP TO 100% DUE TO ROUNDING. AD REACH VALUES REPORTED HERE MAY DIFFER FROM CERTAIN AD PLANNING TOOLS. ADVISORY: MIS-ESTIMATED AND MIS-REPORTED 'ACTIVE' USER BASES WILL SKEW ANY COMPARISON AND TREND ANALYSIS.

Icons in the document:

- LinkedIn logo (near the "4.90 MILLION")
- Two figures (male and female) with percentages next to them
- Globe symbol with percentages

- Calendar icon with "90" on it
- Calendar icon with "365" on it
- Circular graphics with male and female icons showing share percentages
- Group of three male and female figures
- Male and female icons separately showing adoption rates

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---Jan 2024

## MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON  
FACEBOOK MESSENGER

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

TOTAL POTENTIAL REACH OF ADS ON MESSENGER

4.75 MILLION

MESSENGER AD REACH VS. TOTAL POPULATION

46.4%

MESSENGER AD REACH VS. TOTAL INTERNET USERS

53.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH

-5.9% (-300 THOUSAND)

YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH

+3.3% (+150 THOUSAND)

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

53.2%

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

46.8%

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

55.2%

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

54.3%

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

55.0%

SOURCES: META ADVERTISING RESOURCES; KEPOS ANALYSIS; NOTES: BASED ON ANALYSIS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE"; SOURCE DATA FOR "FEMALE" AND "MALE"; POPULATION AND INTERNET USER BASES FROM UNITED NATIONS AND ITU; INTERNET PENETRATION (JAN 2024): 86.4%

ADOPTION METRICS COMPARE MESSENGER AD AUDIENCE VS COMPARABLE BASE POPULATIONS (EG: ADREACH VS ALL PEOPLE AGED 18+). FOR REASONS WHY, & FOR MORE DETAILED INFO ON SOURCES & IMPORTANT NOTES ON COMPARABILITY, SEE: [bit.ly/DA2024\\_Notes](https://bit.ly/DA2024_Notes)

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YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

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

#### TOTAL POTENTIAL REACH OF ADS ON YOUTUBE

- YouTube logo: 7.43 MILLION

#### YOUTUBE AD REACH vs. TOTAL POPULATION

- We Are Social logo: 72.6%

#### YOUTUBE AD REACH vs. TOTAL INTERNET USERS

- Meltwater logo: 84.0%

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

- Sun icon with number 90: 0% [UNCHANGED]

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

- Calendar icon with number 365: 0% [UNCHANGED]

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

- Female icon in blue circle: 50.8%

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

- Male icon in orange circle: 49.2%

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

- Group of people icon in red circle: 77.1%

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

- Female icon in green circle: 73.1%

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

- Male icon in blue circle: 81.8%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON AVAILABLE DATA ONLY. AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". VALUES REPRESENT THE SPECIFIED DEMOGRAPHIC GROUP'S SHARE OF YOUTUBE ADVERTISING AUDIENCES, NOT THE TOTAL USERS OF THE PLATFORM.

Language Selection: Français (French)

Company Logos: We Are Social, MeltwaterJAN 2024  
PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST

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 PINTEREST  
2.52 MILLION

PINTEREST AD REACH vs. TOTAL POPULATION  
24.6%

QUARTER-ON-QUARTER CHANGE IN REPORTED PINTEREST AD REACH  
+9.1%  
+210 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED PINTEREST AD REACH  
+22.1%  
+455 THOUSAND

PINTEREST AD REACH vs. TOTAL INTERNET USERS  
28.4%

PINTEREST AD REACH vs. POPULATION AGED 13+  
27.6%

FEMALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH  
69.5%

MALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH  
24.5%

SOURCES: PINTEREST ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: DATA ARE NET AVAILABLE ADULT AUDIENCES; VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY; GENDER DATA ARE ALSO MIDPOINTS OF VALUES FOR FEMALE AND MALE; WE HAVE NOT INCLUDED DATA FOR USERS OF 'OTHER' GENDERS, BUT PINTEREST REPORTS THAT THESE USERS REPRESENT AROUND 5 PERCENT OF ACTIVE USERS BASE. AD REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR EQUALS. DIGITAL 2024 LOCAL COUNTRY HEADLINE NUMBERS ARE BASED ON NATIONAL

ADDRESSABLE AUDIENCES, USING A MID-YEAR POPULATION ESTIMATE FROM THE UNITED NATIONS, EVEN WHEN MEDIA COMPANY AUDIENCES FIGURES CLEARLY INDICATE THAT SIGNIFICANT NUMBERS OF USERS ARE LOCATED OUTSIDE OF THE PRIME TARGET COUNTRY. INTERNET USERS FIGURE MAY INCLUDE ACTIVE USERS, GENERAL ACCOUNT USERS, REGISTERED USERS, OR ACTIVE USER ACCOUNTS, DEPENDING ON AVAILABLE DATA; REPORTED NUMBER OF INTERNET USERS MAY EXCEED WHOLE POPULATION. THESE DATA REPORTED ARE LIMITED TO ASPECTS OF USERS THAT ARE NECESSARY FOR ADVERTISING DECISION MAKING. UNLESS OTHERWISE STATED, GENDER AND AGE DISTRIBUTIONS BASED ON REACH ESTIMATES OF DIGITAL USERS. SOURCES INCLUDE COMPANY EARNINGS ANNOUNCEMENTS AND INVESTORS DISCLOSURES, GOVERNMENTAL ORGANIZATIONS, UN RESEARCH, BANKING, AND PIE SEARCH ESTIMATES, AS WELL AS WORLD HEALTH, EDUCATION AND POPULATION DATA. COMPARABILITY DATA WARNING: VALUES FOR EACH COUNTRY IN THIS REPORT HAVE BEEN DERIVED FROM DIFFERENT SOURCES AT DIFFERENT POINTS IN TIME TO THE BEST ABILITY WHERE POSSIBLE. PLEASE NOTE LIMITATIONS ON SOME SOURCED LEADS.

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JAN 2024

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

\*\*NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)\*\*  
14.26 MILLION

\*\*NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION\*\*  
139.3%

\*\*YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS\*\*  
+3.1%  
+423 THOUSAND

\*\*SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G)\*\*  
97.3%

---

SOURCE: GSMA INTELLIGENCE NOTES: TOTAL CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. FIGURES MAY SIGNIFICANTLY EXCEED FIGURES FOR POPULATION DUE TO MULTIPLE CONNECTIONS AND CONNECTED DEVICES PER PERSON. COMPARABILITY: EACH GRAPHIC USES WIDGING FOR THE SAME PERIOD AS 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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\*This information is presented with logos and icons from GSMA, We Are Social, and Meltwater, and includes the flag of Portugal.\*

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Langue : français### Transcription textuelle de l'image

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\*\*JAN 2024\*\*

\*\*CELLULAR MOBILE CONNECTIONS OVER TIME\*\*

\*\*NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME\*\*

(Drapeau du Portugal)

\*\*PORTUGAL\*\*

Graphique à barres verticales avec des valeurs pour chaque trimestre :

- Q4 2021: 13.5 M (+0.03%)
- Q1 2022: 13.5 M (+1.3%)
- Q2 2022: 13.7 M (+1.2%)
- Q3 2022: 13.8 M (+0.005%)
- Q4 2022: 13.8 M (-0.04%)
- Q1 2023: 13.8 M (+1.2%)
- Q2 2023: 14.0 M (+1.8%)
- Q3 2023: 14.2 M (+0.08%)
- Q4 2023: 14.3 M

Sources:

**\*\*SOURCE:\*\*** GSMA INTELLIGENCE **\*\*NOTE:\*\*** EXCLUDES CELLULAR IOT CONNECTIONS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THUSANDS (E.g.: "12.3K" = 12,300), "M" DENOTES MILLIONS (E.g.: "12.3M" = 12,300.000), AND "B" DENOTE BILLIONS (E.g.: "12.3B" = 12,300.000.000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS **\*\*COMAPRABILITY\*\*** BASE CHANGES: SEE NOTES ON DATA.

Logo en bas à droite de "we are social" et "Meltwater"

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**\*\*Digital 2024 Portugal\*\***

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Icônes pour la navigation :

- Page précédente
- Page suivante
- Loupe
- Partage
- Paramètres
- Langue: françaisJAN 2024

## SHARE OF MOBILE TIME BY APP CATEGORY

Time spent using apps in each app category as a percentage of total time spent using Android phones overall

[Flag of Portugal]

TOTAL TIME SPENT USING SMARTPHONES EACH DAY  
3H 35M

SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS  
30.1%

SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS  
34.5%

SHARE OF SMARTPHONE TIME: UTILITY & PRODUCTIVITY  
13.7%

SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)  
15.0%

SHARE OF SMARTPHONE TIME: SHOPPING APPS



0.9%

SHARE OF SMARTPHONE TIME: ALL OTHER APPS

5.7%

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

5.9%

SOURCE: DATA AI INTELLIGENCE. SEE DATA AI NOTES. FIGURES REPRESENT SHARE OF TIME SPENT USING ANDROID PHONES BETWEEN 1 JANUARY AND 31 DECEMBER 2023. CATEGORY DEFINITIONS REPRESENT DATA AI US CLASSIFICATIONS AND MAY NOT MATCH INDIVIDUAL APP STORE DEFINITIONS. \*WEB BROWSERS AND SEARCH ENGINES IS A SUBCATEGORY OF THE 'UTILITY & PRODUCTIVITY' PRIMARY IS CLASSIFICATION. COMPARABILITY: SIGNIFICANT CHANGES IN THE DEFINITIONS USED FOR EACH APP CATEGORY. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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[Icons: We Are Social, Meltwater]

[Indicators: français, screenshot, sharing, download]JAN 2024

SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

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

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT

1.04 MILLION

SNAPCHAT AD REACH vs. TOTAL POPULATION

10.1%

SNAPCHAT AD REACH vs. TOTAL INTERNET USERS

11.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH

-25.4%

-353 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH

-5.9%

-65 THOUSAND

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

REACH AGED 18+  
58.9%

SHARE: MALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD  
REACH AGED 18+  
40.1%

ADOPTION: OVERALL SNAPCHAT AD REACH AGED 18+ vs. OVERALL  
POPULATION AGED 18+  
10.6%

ADOPTION: FEMALE SNAPCHAT AD REACH AGED 18+ vs. FEMALE POPULATION  
AGED 18+  
11.7%

ADOPTION: MALE SNAPCHAT AD REACH AGED 18+ vs. MALE POPULATION AGED  
18+  
9.1%

SOURCES: \*SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTE: DATA  
ARE NOT AVAILABLE FOR ALL COUNTRIES; VALUES BASED ON INSIGHTS IF  
AVAILABLE DATA ONLY.

GENDER DATA ARE ESTIMATED USING TOTAL REACH RATES, AND OFFICIAL  
MALE AND FEMALE POPULATION DATA.

AVISO: ANTES DE COMPARAR ESTES DADOS COM OS RELATÓRIOS  
ANTERIORES, LEIA AS ANOTAÇÕES IMPORTANTES SOBRE  
A COMPARABILIDADE DOS DADOS NO INICIO DO RELATÓRIO.

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français

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

[Image of mobile phone]  
TOTAL NUMBER OF MOBILE APP DOWNLOADS

349.1 MILLION

[Image of upward and downward arrows]

YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS

+3.6%

+12 MILLION

[Image of dollar sign]

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

\$207.7 MILLION

[Image of circular arrow with dollar signs]

YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES

+16.4%

+\$29 MILLION

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

[Logos: we are social, Meltwater]

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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

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES

68.94%

YEAR-ON-YEAR CHANGE

-0.1% (-7 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES

30.62%

YEAR-ON-YEAR CHANGE

+0.5% (+15 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES

0.37%

## YEAR-ON-YEAR CHANGE

-19.6% (-9 BPS)

## SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES

0%

## YEAR-ON-YEAR CHANGE

[UNCHANGED]

## SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES

0.07%

## YEAR-ON-YEAR CHANGE

+16.7% (+1 BP)

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 change is calculated as a difference ppts. Samsung represents a subset of Android i.e. Bold area means not remaining data are Android.

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## WE ARE SOCIAL

MeltwaterJAN 2024

## APP RANKING: MONTHLY ACTIVE USERS

### MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS BETWEEN 01 JANUARY AND 31 DECEMBER 2023

#	MOBILE APP	COMPANY
1	WHATSAPP MESSENGER	META
2	YOUTUBE	GOOGLE
3	GOOGLE	GOOGLE
4	CHROME BROWSER	GOOGLE
5	GMAIL	GOOGLE
6	GOOGLE MAPS	GOOGLE
7	FACEBOOK	META
8	INSTAGRAM	META
9	FACEBOOK MESSENGER	META
10	SAMSUNG TOUCHWIZ HOME	SAMSUNG GROUP

#	MOBILE GAME	COMPANY
1	ROBLOX	ROBLOX
2	SUBWAY SURFERS	TENCENT
3	STUMBLE GUYS	SCOPELY

4	FREE FIRE		SEA
5	EA SPORTS FC™ MOBILE	24 SOCCER	ELECTRONIC ARTS
6	BRAWL STARS		TENCENT
7	CLASH ROYALE		TENCENT
8	POKÉMON GO		NIANTIC
9	AMONG US!		INNERSLOTH
10	TOCA LIFE: WORLD		SPIN MASTER

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

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JAN 2024

APP RANKING: CONSUMER SPEND

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

PORTUGAL

#	MOBILE APP	COMPANY
01	DISNEY+	DISNEY
02	GOOGLE ONE	GOOGLE
03	TIKTOK	BYTEDANCE
04	TINDER	MATCH GROUP
05	MAX: STREAM HBO, TV, & MOVIES	WARNER BROS. DISCOVERY
06	YOUTUBE	GOOGLE
07	LINKEDIN	MICROSOFT
08	BUMBLE APP	BUMBLE
09	GLOBO PLAY	GRUPO GLOBO
10	NETFLIX	NETFLIX

#	MOBILE GAME	COMPANY
01	COIN MASTER	MOON ACTIVE
02	ROBLOX	ROBLOX
03	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
04	MONOPOLY GO! FAMILY BOARD GAME	SCOPELY

05 | GARDENSCAPES BY PLAYRIX | PLAYRIX  
06 | FREE FIRE | SEA  
07 | ROYAL MATCH | DREAM GAMES  
08 | EMPIRES & PUZZLES | TAKE TWO INTERACTIVE  
09 | LORDS MOBILE | IGG  
10 | CALL OF DUTY: MOBILE | ACTIVISION BLIZZARD

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

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Bien sûr. Voici la retranscription textuelle de l'image:

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**\*\* 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) \*\***

2.01 MILLION

---

**\*\* X AD REACH VS TOTAL POPULATION \*\***

19.6%

---

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

22.7%

---

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

-24.3%

-645 THOUSAND

---

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

+5.5%

+105 THOUSAND

---

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

40.0%

---

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

60.0%

---

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

22.5%

---

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

16.7%

---

29.2%

...

[illegible]

français

...

Image of the flag of Portugal

\*\*\*

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF  
DOWNLOADS BETWEEN 01 JANUARY AND 31 DECEMBER 2023  
(company logo) PORTUGAL

## META



#	MOBILE GAME	COMPANY
01	MONOPOLY GO: FAMILY BOARD GAME	SCOPELY
02	BLOCK BLAST ADVENTURE MASTER	HUNGRY STUDIO
03	ROBLOX	ROBLOX
04	HAY DAY	TENCENT
05	STUMBLE GUYS	SCOPELY
06	MY PERFECT HOTEL	SAYGAMES
07	SUBWAY SURFERS	TENCENT
08	ROYAL MATCH	DREAM GAMES
09	TRIPLE TILE	TRIPLE DOT
10	EA SPORTS FC™ MOBILE 24 SOCCER	ELECTRONIC ARTS

87 (page number)

SOURCE: DATAAI INTELLIGENCE. SEE DATA AI. NOTES: RANKING IS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023.  
(company logos) we are social - Meltwater

Digital 2024 Portugal 87 sur 132JAN 2024  
WEEKLY ONLINE SHOPPING ACTIVITIES  
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN  
SELECTED ECOMMERCE ACTIVITIES EACH WEEK

(Portugal flag) PORTUGAL

[Icons and Percentages]

- PURCHASED A PRODUCT OR SERVICE ONLINE: 49.4%
- ORDERED GROCERIES VIA AN ONLINE STORE: 12.7%
- BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE: 11.3%
- USED AN ONLINE PRICE COMPARISON SERVICE: 31.8%
- USED A BUY NOW, PAY LATER SERVICE: 4.6%

(Source details at the bottom)

SOURCE: GWI Qo3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

(Visual Branding)

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## ONLINE PURCHASE DRIVERS

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

- FREE DELIVERY: 71.7%
- COUPONS AND DISCOUNTS: 50.3%
- NEXT-DAY DELIVERY: 36.2%
- EASY RETURNS POLICY: 36.0%
- LOYALTY POINTS: 34.7%
- SIMPLE ONLINE CHECKOUT: 34.5%
- CUSTOMER REVIEWS: 25.9%
- CLICK AND COLLECT: 22.3%
- GUEST CHECKOUT: 21.2%
- SOCIAL LIKES & COMMENTS: 19.1%
- INTEREST-FREE PAYMENTS: 13.4%
- ECO-FRIENDLY CREDENTIALS: 11.1%
- EXCLUSIVE CONTENT OR SERVICES: 8.0%
- SOCIAL BUY BUTTONS: 6.9%

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

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### \*\*JAN 2024 - FINANCIAL INCLUSION FACTORS\*\*

\*PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE\*

#### \*\*Account with a Financial Institution\*\*

- 92.7%
- Female: 90.2%
- Male: 95.4%

#### \*\*Credit Card Ownership\*\*

- 38.5%
- Female: 28.4%
- Male: 49.7%

#### \*\*Debit Card Ownership\*\*

- 85.5%
- Female: 80.8%
- Male: 90.7%

**\*\*Mobile Money Account (e.g., MPESA, GCASH)\*\***

- [N/A]
- Female: [N/A]
- Male: [N/A]

**\*\*Made a Digital Payment (Past Year)\*\***

- 87.5%
- Female: 83.1%
- Male: 92.4%

**\*\*Made a Purchase Using a Mobile Phone or the Internet (Past Year)\*\***

- 41.1%
- Female: 33.0%
- Male: 49.9%

**\*\*Used a Mobile Phone or the Internet to Send Money (Past Year)\*\***

- 33.4%
- Female: 25.8%
- Male: 41.8%

**\*\*Used a Mobile Phone or the Internet to Pay Bills (Past Year)\*\***

- 45.4%
- Female: 35.5%
- Male: 56.4%

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 where storing funds in an electronic wallet linked directly to a phone number, such as MPESA, GCASH, and Tigo Pesa. Figures for "Mobile Money Accounts" do not include people who use "traditional" mobile payment services such as Apple Pay, Google Pay, or similar services.

(Marques: We are social, Meltwater)

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**\*\*Digital 2024 Portugal\*\***

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Que puis-je faire d'autre pour vous? JAN 2024

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

POL

ELECTRONICS  
\$1.29 BILLION  
YEAR-ON-YEAR CHANGE +15.2% (\$170 MILLION)

FASHION  
\$1.53 BILLION  
YEAR-ON-YEAR CHANGE -21.4% (\$270 MILLION)

FOOD  
\$180.0 MILLION  
YEAR-ON-YEAR CHANGE [UNCHANGED]

BEVERAGES  
\$70.00 MILLION  
YEAR-ON-YEAR CHANGE [UNCHANGED]

DIY & HARDWARE  
\$280.0 MILLION  
YEAR-ON-YEAR CHANGE -3.4% (\$10 MILLION)

FURNITURE  
\$410.0 MILLION  
YEAR-ON-YEAR CHANGE +17.1% (\$60 MILLION)

PHYSICAL MEDIA  
\$230.0 MILLION  
YEAR-ON-YEAR CHANGE 4.2% (\$10 MILLION)

BEAUTY & PERSONAL CARE  
\$330.0 MILLION  
YEAR-ON-YEAR CHANGE +10.0% (\$30 MILLION)

TOBACCO PRODUCTS  
\$20.00 MILLION  
YEAR-ON-YEAR CHANGE -33.3% (\$10 MILLION)

TOYS & HOBBY  
\$150.0 MILLION  
YEAR-ON-YEAR CHANGE +7.1% (\$10 MILLION)

HOUSEHOLD ESSENTIALS  
\$60.00 MILLION  
YEAR-ON-YEAR CHANGE +20.0% (\$10 MILLION)

OVER-THE-COUNTER PHARMACEUTICALS  
\$90.00 MILLION  
YEAR-ON-YEAR CHANGE [UNCHANGED]

LUXURY GOODS  
\$130.0 MILLION  
YEAR-ON-YEAR CHANGE +18.2% (\$20 MILLION)

EYE-WEAR  
\$70.00 MILLION  
YEAR-ON-YEAR CHANGE [UNCHANGED]

SOURCE: STATISTA ECOMMERCE MARKET SITE; STATISTA.COM. NOTES:  
FIGURES REPRESENT ESTIMATES FOR FULL-YEAR REVENUES IN 2023 (IN U.S.  
DOLLARS) AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR. THE  
NAMED CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING.  
COMPARABILITY: SIGNIFICANT RATE REVISIONS AND MAJOR CATEGORY  
DEFINITION CHANGES.  
MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS.

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françaisJan 2024

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

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO  
DIGITAL AND MOBILE WALLETS  
34.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DEBIT  
AND CREDIT CARDS  
25.7%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK  
TRANSFERS  
25.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO CASH-  
ON-DELIVERY  
6.6%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO  
OTHER PAYMENT METHODS  
8.8%

SOURCE: IPPRO NOTE: FIGURES REPRESENT SHARE OF THE TOTAL NUMBER  
OF B2C ECOMMERCE TRANSACTIONS IN 2022.  
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TOP GOOGLE SHOPPING SEARCHES  
SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH  
ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023  
PORTUGAL

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	NIKE	100
02	IPHONE	61
03	WORTEN	60
04	ADIDAS	54
05	CONTINENTE	47
06	SAPATILHAS	46
07	SAMSUNG	45
08	IKEA	40
09	LEROY	38
10	AMAZON	36

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	LEROY MERLIN	33
12	TENIS	31
13	XIAOMI	31
14	JORDAN	31

15	PERFUME	30
16	OLX	27
17	LEGO	25
18	ZARA	24
19	DECATHLON	24
20	FNAC	23

SOURCE: GOOGLE TRENDS BASED ON SHOPPING SEARCHES CONDUCTED ON GOOGLE SEARCH BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. NOTES: ANY LANGUAGE ANOMALIES OR SPELLING ERRORS IN QUERIES ARE PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN “AS IS” FOR LEGIBLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN THEIR SEARCH ACTIVITIES. GOOGLE DOESN'T RELEASE ABSOLUTE SEARCH VOLUMES, BUT THE “INDEX” IS THE QUERY VOLUME’S RELATIVE SEARCH VOLUME FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADVISORY: GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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

Portugal

NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES  
2.03 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE  
USERS  
+2.5%  
+50 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2023)  
\$105.3 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE RIDE-HAILING BOOKINGS  
+13.1%  
+\$12 MILLION

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

\$51.79

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

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97 sur 132 JAN 2024 DIGITAL HEALTH TREATMENT & CARE OVERVIEW  
HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED  
HEALTHCARE TREATMENTS AND CARE

NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE  
2.99 MILLION

YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE  
+5.7%  
+160 THOUSAND

TOTAL ANNUAL VALUE OF THE DIGITAL TREATMENT & CARE MARKET (USD,  
2023)  
\$165.5 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL TREATMENT & CARE  
MARKET  
+4.3%  
+\$6.8 MILLION

AVERAGE ANNUAL VALUE PER USER: DIGITAL TREATMENT & CARE (USD, 2023)  
\$55.45

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM NOTES INCLUDES DIGITAL TOOLS THAT ARE USED TO DIAGNOSE, TREAT AND MANAGE MEDICAL CONDITIONS, INCLUDING BIOMETRIC SENSORS AND DIGITAL CARE MANAGEMENT. DOES NOT INCLUDE SMART WELLNESS. FIGURES REPRESENT ESTIMATES FOR FULL YEAR 2023 AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE YEAR-ON-YEAR FIGURES. VALUES SHOW ABSOLUTE CHANGE.



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

Flights  
\$1.25 BILLION  
YEAR-ON-YEAR CHANGE +31.1% (+\$297 MILLION)

Trains  
\$66.50 MILLION  
YEAR-ON-YEAR CHANGE +43.4% (+\$20 MILLION)

Car Rentals  
\$131.6 MILLION  
YEAR-ON-YEAR CHANGE +18.3% (+\$20 MILLION)

Long-Distance Buses  
\$35.04 MILLION  
YEAR-ON-YEAR CHANGE +37.6% (+\$9.6 MILLION)

Hotels  
\$807.6 MILLION  
YEAR-ON-YEAR CHANGE +15.4% (+\$108 MILLION)

Package Holidays  
\$497.4 MILLION  
YEAR-ON-YEAR CHANGE +27.7% (+\$108 MILLION)

Vacation Rentals  
\$220.3 MILLION  
YEAR-ON-YEAR CHANGE +15.1% (+\$29 MILLION)

Cruises  
\$12.22 MILLION  
YEAR-ON-YEAR CHANGE +43.4% (+\$3.7 MILLION)

SOURCE: STATISTA, DIGITAL MARKET OUTLOOK; STATISTA MOBILITY MARKET  
OUTLOOK; SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES OF  
FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH  
THE EQUIVALENT VALUES FOR THE PRECEDING CALENDAR YEAR. VALUES DO  
NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT, NON-  
COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, INDIVIDUAL OR

CHARITABLE SERVICES. COMPARABILITY: BE AWARE THAT CATEGORY DEFINITIONS AND METHODOLOGY CHANGES FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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ONLINE DOCTOR CONSULTATIONS OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES

NUMBER OF PEOPLE USING ONLINE DOCTOR CONSULTATION SERVICES:  
240.0 THOUSAND

YEAR-ON-YEAR CHANGE IN USERS OF ONLINE DOCTOR CONSULTATION SERVICES:  
+4.3% +10 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE DOCTOR CONSULTATIONS (USD, 2023):  
\$62.73 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE ONLINE DOCTOR CONSULTATIONS:  
+13.0% +\$7.2 MILLION

AVERAGE ANNUAL VALUE PER USER: ONLINE DOCTOR CONSULTATIONS (USD, 2023):  
\$258

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

NOTES: INCLUDES TELEMEDICINE AND OTHER DIGITAL TOOLS THAT ENABLE PATIENTS TO CONSULT WITH DOCTORS REMOTELY. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE. "000" VALUES SHOW ABSOLUTE CHANGE.

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**\*\*JAN 2024 - DIGITAL FITNESS & WELL-BEING OVERVIEW\*\***

**\*HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES\***

**\*PORTUGAL\*** (drapeau portugais)

**\*\*NUMBER OF PEOPLE USING DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES\*\***

- icône montre connectée
- **\*\*3.53 MILLION\*\***

**\*\*YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING USERS\*\***

- icône flèche ascendante
- **\*\*+12.8%\*\***
- **\*\*+400 THOUSAND\*\***

**\*\*TOTAL ANNUAL VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET (USD, 2023)\*\***

- icône dollar
- **\*\*\$209.9 MILLION\*\***

**\*\*YEAR-ON-YEAR CHANGE IN MARKET VALUE, DIGITAL FITNESS & WELL-BEING MARKET\*\***

- icône flèches circulaires
- **\*\*+14.3%\*\***
- **\*\*+\$26 MILLION\*\***

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

- icône silhouette avec dollar
- **\*\*\$59.52\*\***

**\*SOURCE:\*** STATISTA DIGITAL MARKET OUTLOOK, SEE [STATISTA.COM](http://statista.com/)

**\*NOTES:\*** INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRISTWEAR, SMART SCALES, FITNESS APPS, THAT TRACK PARAMETERS INCLUDING FITNESS (E.G. GOOGLE CALENDAR), NUTRITION (E.G. MYFITNESSPAL), AND RELAXATION APPS (E.G. THOSE THAT INCORPORATE SMART CLOTHES, SMART SUITES, SMART BEDROOM, HEALTH TRACKING APPS, MEDITATION APPS, ETC.), REMOTE COACHING, ONLINE LIFESTYLE AND WELLNESS DIAGNOSTICS. EXCLUDES DIGITAL PRODUCTS (E.G. SMART SLEEP TRACKERS, ACCORDING TO EQUIPMENT, VALUES FOR THE FORECAST

PERIOD, FINANCIAL VALUES ARE IN US DOLLAR. PERCENTAGES WILL SHOW ABSOLUTE CHANGE.\*

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- icônes en bas : flèche gauche, loupe, flèche droite, écran partagé, zoom avant, téléchargement, impression, partage

- \*français\*

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Fin de la transcription.JAN 2024

## DIGITAL CONTENT PURCHASES

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

1. MOVIE OR TV STREAMING SERVICE - 28.7%
2. MUSIC STREAMING SERVICE - 15.9%
3. MOBILE APP - 8.5%
4. MOBILE GAME - 6.9%
5. MUSIC DOWNLOAD - 5.8%
6. PREMIUM WEB SERVICE - 5.2%
7. E-BOOK - 4.5%
8. NEWS SERVICE - 4.1%
9. STUDY PROGRAMS AND LEARNING MATERIALS - 4.1%
10. SOFTWARE PACKAGE - 4.0%
11. IN-APP PURCHASES - 3.9%
12. ONLINE MAGAZINE SUBSCRIPTION - 2.6%
13. DIGITAL GIFTS - 1.8%
14. DATING SERVICE - 1.7%

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

COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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DIGITAL MEDIA SPEND

FULL-YEAR 2023 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS

(IN U.S. DOLLARS)

- TOTAL  
\$495.7 MILLION  
YEAR-ON-YEAR CHANGE  
+15.8% (+\$68 MILLION)
- VIDEO GAMES  
\$225.2 MILLION  
YEAR-ON-YEAR CHANGE  
+20.4% (+\$38 MILLION)
- VIDEO-ON-DEMAND  
\$109.8 MILLION  
YEAR-ON-YEAR CHANGE  
+17.4% (+\$16 MILLION)
- EPUBHISHING  
\$99.35 MILLION  
YEAR-ON-YEAR CHANGE  
+7.6% (+\$7.0 MILLION)
- DIGITAL MUSIC  
\$61.29 MILLION  
YEAR-ON-YEAR CHANGE  
+11.2% (+\$6.2 MILLION)

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

PORTUGAL

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MAIN CHANNELS FOR ONLINE BRAND RESEARCH

## PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS

1. SEARCH ENGINES: 64.2%
2. SOCIAL NETWORKS: 48.5%
3. PRICE COMPARISON SITES: 35.2%
4. CONSUMER REVIEWS: 30.6%
5. PRODUCT & BRAND WEBSITES: 27.4%
6. MOBILE APPS: 21.0%
7. DISCOUNT VOUCHER SITES: 17.7%
8. SPECIALIST REVIEW SITES: 17.2%
9. BRAND & PRODUCT BLOGS: 14.9%
10. Q&A SITES: 14.6%
11. VIDEO SITES: 10.4%
12. FORUMS & MESSAGE BOARDS: 8.9%
13. ONLINE PINBOARDS: 8.2%
14. MESSENGER SERVICES: 6.3%
15. MICRO-BLOGS: 4.6%

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

COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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### ENGAGEMENT WITH DIGITAL MARKETING

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

##### PORTUGAL

Research brands online before making a purchase

64.4% YOY: +6.4% (+390 BPS)

Visited a brand's website in the past 30 days

56.0% YOY: +1.4% (+80 BPS)

Clicked or tapped on a banner ad on a website in the past 30 days

12.0% YOY: -4.0% (-50 BPS)

Clicked or tapped on a sponsored social media post in the past 30 days

15.4% YOY: +2.7% (+40 BPS)

Downloaded or used a branded mobile app in the past 30 days

21.8% YOY: -2.2% (-50 BPS)

SOURCE: GWI Jan 2021

Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com for details.

NOTES: "YOY" figures represent year-on-year change

Percentage change values compare the engagement of 2024 from a starting value of 100, where a starting value of 100 would equal 0% change.

"BPS" values represent basis points, and indicate the absolute change.

COMPARABILITY: Methodology changes see Notes on Data.

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ADVERTISING SPEND: TOTAL vs. DIGITAL

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

TOTAL AD SPEND (INCLUDING ONLINE AND OFFLINE CHANNELS)

\$1.74 BILLION

YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)

+5.9% +\$96 MILLION

DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)

\$963.7 MILLION

YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND

+9.6% +\$85 MILLION

DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND

55.5%

SOURCE: STATISTA MARKET OUTLOOKS. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FIGURES REFER TO THE TOTAL SPENDING ON PAID PROMOTIONAL MESSAGES TARGETED AT MASS OR NICHE AUDIENCES. UNLESS OTHERWISE STATED, VALUES REPRESENT SPEND IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE REPRESENTED IN NOMINAL TERMS. ADVERTISING SPEND ON ITEMS THAT ATTRACTING VALUE OF \$0 WERE EXCLUDED. CHARTS IN THIS DOCUMENT ARE PROVIDED FOR INFORMATION PURPOSES ONLY. NEITHER THE PUBLISHER NOR THE AUTHOR WILL BE LIABLE FOR ANY DECISION MADE OR ACTION TAKEN IN RELIANCE ON THE INFORMATION IN THEM, NOR FOR ANY

CONSEQUENTIAL DAMAGES. NOTES TO THIS CHART INCLUDE A BROADER VARIETY OF TERMS AND ACTIVITIES THAN THE DEFINITION OF DIGITAL ADVERTISING PRODUCTS WITHIN THIS REPORT.

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we are social Meltwater### JAN 2024: DIGITAL ADVERTISING SPEND

\*\*Annual Spend on Digital Advertising by Format (U.S. Dollars, Full-Year 2023)\*\*

#### Total Annual Spend on Digital Ads (All Types)

- \*\*\$963.7 Million\*\*

- Y-O-Y Change in Spend: +9.6% (+\$85 Million)

#### Annual Spend on Online Search Ads

- \*\*\$431.7 Million\*\*

- Y-O-Y Change in Spend: +9.4% (+\$37 Million)

#### Annual Spend on Digital Video Ads

- \*\*\$121.4 Million\*\*

- Y-O-Y Change in Spend: +8.5% (+\$9.5 Million)

#### Annual Spend on Digital Banner Ads

- \*\*\$265.3 Million\*\*

- Y-O-Y Change in Spend: +9.2% (+\$22 Million)

#### Annual Spend on Online Influencer Activities

- \*\*\$42.67 Million\*\*

- Y-O-Y Change in Spend: +14.2% (+\$5.3 Million)

#### Annual Spend on Online Classifieds

- \*\*\$24.16 Million\*\*

- Y-O-Y Change in Spend: +1.5% (+\$350 Thousand)

#### Annual Spend on Digital Audio Ads

- \*\*\$16.17 Million\*\*

- Y-O-Y Change in Spend: +12.9% (+\$1.9 Million)

#### Share of Total Digital Ad Spend: Mobile Devices\*

- \*\*42.8%\*\*

- Y-O-Y Change in Spend: +2.6% (110 BPS)

#### Share of Total Digital Ad Spend: Social Media

- \*\*30.0%\*\*

- Y-O-Y Change in Spend: -3.5% (109 BPS)

#### Share of Total Digital Ad Spend: Programmatic

- \*\*86.6%\*\*



- Y-O-Y Change in Spend: -0.5% (43 BPS)

**\*\*Source: Statista Advertising & Media Outlook - see [statista.com](https://www.statista.com)\*\***

**\*\*Notes: Figures Represent Estimates for Total Spend in 2023 in U.S. Dollars and Comparisons with Equivalent Rates for the Previous Calendar Year. "Total \*Advertising Market" Numbers May Not Be Comparable With Absolute Figures Reported in Earlier Reports Due to Revision to "Ad \*Market" Definitions to Retain Consistency with a Subset of Statistical Outputs Generated in Statista's Global Consumer Survey - see [statista.com](https://www.statista.com)\*\***

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Ícônes (imprimante, téléchargement, recherche, commentaires, etc.)

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## SOURCES OF BRAND DISCOVERY

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

1. SEARCH ENGINES - 39.6%
2. WORD-OF-MOUTH - 35.6%
3. TV ADS - 35.0%
4. SOCIAL MEDIA ADS - 34.0%
5. IN-STORE PROMOS - 25.6%
6. ADS ON WEBSITES - 23.9%
7. TV SHOWS AND FILMS - 23.2%
8. SOCIAL MEDIA COMMENTS - 22.2%
9. PRODUCT COMPARISON WEBSITES - 19.6%
10. ADS IN MOBILE APPS - 19.5%
11. RADIO ADS - 19.2%
12. RETAIL WEBSITES - 19.1%
13. BRAND WEBSITES - 18.0%
14. BILLBOARDS & POSTERS - 17.9%
15. PRODUCT SAMPLES OR TRIALS - 17.0%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BRAND SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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Portugal flag and iconJAN 2024

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

Annual spend on social media advertising (USD)  
\$288.9 MILLION

Year-on-year change in social media advertising spend  
+5.8% +\$16 MILLION

Social media's share of total digital advertising spend  
30.0%

Year-on-year change in social media's share of total digital advertising spend  
-3.5% -108 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM.  
NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND  
COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR  
YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS; FOREIGN CURRENCY VALUES  
ARE BASED IN THE AVERAGE EXCHANGE RATES FOR EACH YEAR. FOR  
REFERENCE, A STATISTICAL VALUE OF 30% WOULD EQUAL 607, NOT 791, 195%.  
VALUES REPRESENT BEST ESTIMATES, AND INDICATE ASSURED CHANGE.  
COMPARABILITY: BASE CHANGE FIGURES ARE NOT COMPARABLE WITH  
PREVIOUS PERIODS.

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

**\*\* PROGRAMMATIC ADVERTISING OVERVIEW \*\***

**\* Spend on programmatic advertising and its share of the digital advertising market \***

**\*\* PORTUGAL \*\***

**\*\* ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (USD) \*\***

**![[Icon: Dollar Sign]**

**\*\* \$834.2 MILLION \*\***

**\*\* YEAR-ON-YEAR CHANGE IN PROGRAMMATIC ADVERTISING SPEND (USD) \*\***

**![[Icon: Arrows in a circle]**

**\*\*+9.1%\*\***

**\*\*+\$70 MILLION\*\***

**\*\*PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND\*\***

![[Icon: Gear]

**\*\*86.6%\*\***

**\*\*YEAR-ON-YEAR CHANGE IN PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND\*\***

![[Icon: Up and down arrows]

**\*\* -0.5% \*\***

**\*\* -43 BPS \*\***

\*[Source: Statista Advertising & Media Outlook. See Statista.com. Notes: Figures represent estimates for full-year 2024, and comparisons with equivalent values for the previous calendar year. Financial values are given in U.S. Dollars. Percentage change values are relative. In an increase of 100%, from a starting value of 50%, would equal 100, not 150. "EY Market Value" represents banks' positions, and indicate absolute change. Comparability: Base changes figures are not comparable with previous reports.]\*

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\*[Digital 2024 Portugal]\*

\*Logos: We Are Social, Meltwater\*

\*Options: Arrows, Magnifying Glass, French Button\*

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(Note: The actual programmatic advertising icons and logos are described textually)