

Voici la retranscription textuelle de l'image :

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Meltwater

Why do marketers use social listening?

according to Meltwater's State of Social Media 2024

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

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

Meltwater

State of Social Media 2024

Download the report

QR Code

Digital 2024 Luxembourg

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**\*\*Note\*\***: "Meltwater" est mentionné à plusieurs reprises, mais ses occurrences ne sont pas nécessaires dans la retranscription textuelle à chaque fois.

Digital 2024 Luxembourg

POPULATION ESSENTIALS

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françaisWe 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)

Digital 2024 Luxembourg  
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françaisJAN 2024

LUXEMBOURG  
OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES  
NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.

#### TOTAL POPULATION

658.3 THOUSAND  
YEAR-ON-YEAR CHANGE  
+1.1%  
+6,983

URBANISATION  
92.1%

#### CELLULAR MOBILE CONNECTIONS

886.1 THOUSAND  
YEAR-ON-YEAR CHANGE  
+1.6%  
+14 THOUSAND

TOTAL vs. POPULATION  
134.6%

#### INDIVIDUALS USING THE INTERNET

651.7 THOUSAND  
YEAR-ON-YEAR CHANGE  
+1.1%

+6,913

TOTAL vs. POPULATION  
99.0%

## SOCIAL MEDIA USER IDENTITIES

307.0 THOUSAND  
YEAR-ON-YEAR CHANGE  
+3.1%  
+9,250

TOTAL vs. POPULATION  
46.6%

SOURCES: UN: GOVERNMENT AUTHORITIES; GLOBAL INTELLIGENCE; ITU; EUROSTAT; CIA WORLD FACTBOOK; GSMA INTELLIGENCE; LOCAL PLATFORM RESOURCES; OPEN DATA RESEARCH CENTERS; PEW RESEARCH; ADVISORY SOCIAL MEDIA USER NUMBERS ARE NOT EQUAL TO INDIVIDUAL UNIQUE USERS. COMPARATIVE SOURCE INFORMATION ON BASE WEBSITES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. GLOBAL DEMANDS MAY BE DIFFERENT WITH VALUE FORMATION. SOME SOCIAL MEDIA INTERNET WEBSITES MAY INCREASE RESULTS AND VALUES MAY NOT REPRESENT EXACTLY THE LOCAL NUMBERS PRESCRIBED IN THE SOCIAL MEDIA FILE QUERY DATABASE. NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES AND DATA.

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## POPULATION ESSENTIALS

### DEMOGRAPHICS AND OTHER KEY INDICATORS

TOTAL POPULATION  
658.3 THOUSAND

FEMALE POPULATION  
49.7%

MALE POPULATION  
50.3%

YEAR-ON-YEAR CHANGE IN TOTAL POPULATION

+1.1% +6,983

MEDIAN AGE OF THE POPULATION  
39.4

URBAN POPULATION  
92.1%

POPULATION DENSITY (PEOPLE PER KM<sup>2</sup>)  
254.1

OVERALL LITERACY (ADULTS AGED 15+)  
100%

FEMALE LITERACY (ADULTS AGED 15+)  
100%

MALE LITERACY (ADULTS AGED 15+)  
100%

Sources: KEPOS Analysis, United Nations, Local Government Authorities, World Bank, UNESCO, CIA World Factbook, Our World in Data, INDEMNUNDE, KNOMAD.

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we are social

MeltwaterVoici la retranscription textuelle de l'image :

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

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

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

- **\*\* JAN 2014 \*\*** : 549 K (+2.4%)
- **\*\* JAN 2015 \*\*** : 563 K (+2.4%)
- **\*\* JAN 2016 \*\*** : 576 K (+2.4%)
- **\*\* JAN 2017 \*\*** : 591 K (+2.5%)
- **\*\* JAN 2018 \*\*** : 602 K (+1.9%)
- **\*\* JAN 2019 \*\*** : 614 K (+2.0%)
- **\*\* JAN 2020 \*\*** : 626 K (+2.0%)
- **\*\* JAN 2021 \*\*** : 635 K (+1.4%)
- **\*\* JAN 2022 \*\*** : 644 K (+1.4%)
- **\*\* JAN 2023 \*\*** : 651 K (+1.1%)

- \*\*JAN 2024\*\* : 658 K (+1.1%)

Sources : United Nations; Local Government Authorities; KEPLER 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., 12.3 B = 12,300,000,000). Where no letter is present, values are shown as is.

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

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Icons at the bottom:

- Vue par vignette (thumbnail view)
- Vue liste (list view)
- Agrandir (enlarge)
- Réduire (reduce)
- Plein écran (fullscreen)
- Télécharger (download)

\*\*français\*\*

\*\*Logos :\*\*

- we are social
- Meltwater

Drapeau : Luxembourg

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

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INTERNET

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JAN 2024

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

Luxembourg

33.8 K	34.5 K	34.6 K	37.6 K	45.5 K	52.3 K
51.8 K	50.5 K	47.6 K	46.7 K	46.4 K	39.9 K

31.7 K	24.8 K	18.7 K	13.2 K	8.5 K	4.1 K
1.06 K	0.27 K				
5.1%	5.2%	5.3%	5.7%	6.9%	8.0%
7.9%	7.7%	7.2%	7.1%	7.0%	6.1%
4.8%	3.8%	2.8%	2.0%	1.3%	
0.6%	0.2%	<0.1%			
AGE 0-4	AGE 5-9	AGE 10-14	AGE 15-19	AGE 20-24	AGE
25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54
AGE 55-59	AGE 60-64	AGE 65-69	AGE 70-74	AGE 75-79	AGE 80-84
AGE 85-89	AGE 90-94	AGE 95-99	AGE 100+		

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. WHERE LABELS ARE SHOWN NEXT TO PERSON-GRAPH BARS. "E" DENOTES ESTIMATES. E.G.: "12.3 ME" = 12.3 MILLION (ESTIMATE). AGE

DATA INCLUDES PEOPLE AGED 100 AND ABOVE. WHERE NO LABEL IS PRESENT, VALUES ARE SHOWN AS <1%". \*\*COMPARABILITY: SOURCE CHANGES AND BASE REVISIONS. FIGURES MAY NOT COMPARE WITH VALUES PUBLISHED FOR PREVIOUS YEARS.

we are social | Meltwater | DATAREPORTAL

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```JAN 2024

## OVERVIEW OF INTERNET USE

### ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

#### LUXEMBOURG

#### TOTAL INTERNET USERS

651.7 THOUSAND

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

99.0%

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

+1.1%

+6,913

#### MOBILE INTERNET PROXY: SHARE OF SOCIAL MEDIA USERS ACCESSING VIA MOBILE DEVICES

97.3%

SOURCES: KEPLOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSAT; CIA

WORLD FACTBOOK; LOCAL GOVERNMENT AUTHORITIES; COMPANY ADVERTISING RESOURCES; UNITED NATIONS. NOTE: ITU STAND-ALONE FIGURES FOR MOBILE INTERNET USE WERE UNAVAILABLE AT THE TIME OF RECORD PRODUCTION, BUT THE PERCENTAGE SHARE OF SOCIAL MEDIA USERS ACCESSING SOCIAL NETWORKS VIA MOBILE DEVICES OFFERS A REASONABLE PROXY. KEPLOS ANALYSIS INDICATORS FOR INTERNET USER GROWTH MAY UNDERREPRESENT ACTUAL TRENDS. SEE NOTES ON DATA COMPARABILITY. SOURCE AND BASE EXCHANGES.

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we are social

MeltwaterVoici la retranscription textuelle de l'image :

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\*\*JAN 2024\*\*

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

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

\*\*LUXEMBOURG\*\*

1. \*\*GROSS DOMESTIC PRODUCT (CURRENT U.S. DOLLARS)\*\*

\*\*\$89.10 BILLION\*\*

2. \*\*GROSS DOMESTIC PRODUCT (PPP, CURRENT INTERNATIONAL DOLLARS)\*\*

\*\*\$94.15 BILLION\*\*

3. \*\*GROSS DOMESTIC PRODUCT PER CAPITA (CURRENT U.S. DOLLARS)\*\*

\*\*\$136 THOUSAND\*\*

4. \*\*GROSS DOMESTIC PRODUCT PER CAPITA (PPP, CURRENT INTERNATIONAL DOLLARS)\*\*

\*\*\$143 THOUSAND\*\*

5. \*\*NET NATIONAL INCOME PER CAPITA (CURRENT U.S. DOLLARS)\*\*

\*\*\$77.8 THOUSAND\*\*

6. \*\*PERCENTAGE OF THE POPULATION EARNING LESS THAN \$3.65 (2017 PPP) PER DAY\*\*

\*\*[N/A]\*\*

7. \*\*PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC DRINKING WATER\*\*

\*\*99.9%\*\*

8. \*\*PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC SANITATION\*\*

\*\*97.6%\*\*

9. \*\*PERCENTAGE OF THE POPULATION WITH ACCESS TO ELECTRICITY\*\*

\*\*100%\*\*

10. \*\*PERCENTAGE OF THE POPULATION THAT OWNS A MOBILE PHONE (ANY TYPE)\*\*

\*\*[N/A]\*\*

\*\*SOURCES:\*\* IMF, WORLD BANK (MOST LATEST PUBLISHED DATA UP TO 2021).

\*\*DEFINITIONS:\*\* \$3.65 (2017 PPP) REFLECTS GLOBAL PURCHASING POWER PARITY; BASED ON THE WORLD BANK'S 2017 EXCHANGE BENCHMARK. BASIC DRINKING WATER: PERCENTAGE OF THE TOTAL POPULATION USING AT LEAST BASIC DRINKING WATER AN IMPROVED SOURCE. FOR MORE DETAILED NOTES ON THE METHOD USED IN THIS REPORT, PLEASE VISIT: <https://datareportal.com/global-digital-overview-comparison-rules> \*Latest figures as at the time and date when this was compiled. National GDP figures may not match values as shown elsewhere in this report.

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\*icône de flèche gauche\*

\*\*we are social\*\*

\*\*Meltwater\*\*

\*icône de flèche droite\*

\*icône de loupe\*

\*icône de téléchargement\*

\*icône d'impression\*

\*icône d'exportation\*

\*icône de plein écran\*



**\*\*français\*\***

---\*\*JAN 2024

INTERNET USE OVER TIME (YOY)\*\*

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

- JAN 2014: 523K (+4.9%)
- JAN 2015: 549K (+3.0%)
- JAN 2016: 565K (+1.8%)
- JAN 2017: 576K (+1.5%)
- JAN 2018: 584K (+2.0%)
- JAN 2019: 596K (+3.5%)
- JAN 2020: 617K (+1.7%)
- JAN 2021: 627K (+1.0%)
- JAN 2022: 633K (+1.0%)
- JAN 2023: 645K (+1.8%)
- JAN 2024: 652K (+1.1%)

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

\*KEPIOS ANALYSIS: ITU, GSMA INTELLIGENCE, EUROSTAT, GOOGLE'S ADVERTISING RESOURCES, CINIC, KANTAR IMAI, GOVERNMENT RESOURCES, UNITED NATIONS. NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE, A YEAR-ON-YEAR CHANGE OF LESS THAN 1%, 1% = !” < 1.0 = μ. MAJ ET CHANGES IN FIGURES INCLUDE: DATA AVAILABLE AND ©, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDERREPRESENT ACTUAL USE. NOTES ON DATA\*

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

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**\*\*Digital 2024 Luxembourg\*\***

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

\*Number of individuals using the internet as a percentage of the total population, and year-on-year relative change.\*

**\*\*Luxembourg\*\* (flag)**

- \*\*JAN 2014\*\*: 95.2% (+2.4%)
- \*\*JAN 2015\*\*: 97.5% (+0.6%)
- \*\*JAN 2016\*\*: 98.1% (-0.7%)
- \*\*JAN 2017\*\*: 97.5% (-0.4%)

- \*\*JAN 2018\*\*: 97.1% (+0.06%)
- \*\*JAN 2019\*\*: 97.1% (+1.5%)
- \*\*JAN 2020\*\*: 98.5% (+0.3%)
- \*\*JAN 2021\*\*: 98.8% (-0.5%)
- \*\*JAN 2022\*\*: 98.4% (+0.7%)
- \*\*JAN 2023\*\*: 99.0% (0%)
- \*\*JAN 2024\*\*: 99.0%

**\*\*Sources\*\*:**

\*KPCA Analysis; ITU; USMA Intelligence; Eurostat; SG00GLE's Advertising Resources; CRTC; Kantor TNS; IAMAI; Government Resources; United Nations\*

**\*\*Notes\*\*:**

\*Data is for period from 1st of January of each year. Values are from the most recent reporting periods available. Figures show the relative change in internet adoption rate. Net data used in analysis. Comparability guidelines were maintained during the estimation process. Figures are estimates based on the latest available data. Figures reported are inferred based on a combination of timing, figures for other related sector variables, and other factors where actual adoption is unavailable. Trend stability is maintained during reporting.\*

**\*\*Organizations\*\*:**

\*We Are Social; Meltwater\*

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

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- 26 sur 67\*\*INTERNET CONNECTION SPEEDS\*\*

\_Title:\_ MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

\_Date: January 2024\_

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

- \*\*Download (Mbps):\*\* 90.85
- \*\*Upload (Mbps):\*\* 11.73
- \*\*Latency (ms):\*\* 20

---

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

- \*\*Download:\*\* +18.4%
- \*\*Upload:\*\* -4.7%
- \*\*Latency:\*\* -9.1%

---

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

- \*\*Download (Mbps):\*\* 121.78
- \*\*Upload (Mbps):\*\* 87.51
- \*\*Latency (ms):\*\* 6

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

- \*\*Download:\*\* +29.0%
- \*\*Upload:\*\* +38.9%
- \*\*Latency:\*\* 0%

---

#### \*Notes:\*

- \*\*Source:\*\* Ookla
- \*\*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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#### \*\*Footer:\*\*

- \*\*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.
- \*\*Page:\*\* 28 sur 67
- \*\*Source:\*\* we are social & Meltwater
- \*\*Flag:\*\* Luxembourg

\*\*Digital 2024 Luxembourg\*\* JAN 2024

INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

LUXEMBOURG

INTERNET USERS:

ITU

654.0

THOUSAND

vs. POPULATION

99.3%

INTERNET USERS:

CIA WORLD FACTBOOK

633.6

THOUSAND

vs. POPULATION

96.3%

INTERNET USERS:

INTERNETWORLDSTATS

636.6

THOUSAND

vs. POPULATION

96.7%

SOURCES: AS STATED ABOVE EACH ICON. NOTES: WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE, WE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR " % OF POPULATION".

COMPARABILITY: POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THE REPORT USE DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT LISTED ON THIS SLIDE.

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\*\*SHARE OF WEB TRAFFIC BY DEVICE\*\*

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

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\*\*LUXEMBOURG\*\* \*(avec drapeau de Luxembourg)\*

**\*\*Mobile Phones:\*\***

- **\*\*59.44%\*\***
- **\*\*Year-On-Year Change: +11.8% (+625 BPS)\*\***

**\*\*Laptop and Desktop Computers:\*\***

- **\*\*38.31%\*\***
- **\*\*Year-On-Year Change: -14.1% (-629 BPS)\*\***

**\*\*Tablet Devices:\*\***

- **\*\*2.23%\*\***
- **\*\*Year-On-Year Change: +2.3% (+5 BPS)\*\***

**\*\*Other Devices:\*\***

- **\*\*0.02%\*\***
- **\*\*Year-On-Year Change: [MINIMAL]\*\***

---

**\*\*SOURCE:\*\*** Statcounter. Notes: Figures represent the number of web pages served to browsers running on each type of device compared with the total number of web pages served to browsers running on any device in December 2023. Percentage change values represent relative change (i.e., a percentage of 50% from a starting value of 50% would equal 0%, not 1%). "BPS" values represent basis points, and indicate the absolute change. Figures may not sum to 100 due to rounding.

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**\*\*[Logos de "We Are Social" et "Meltwater"]\*\***  
JAN 2024

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

CHROME 48.8%  
SAFARI 25.8%  
FIREFOX 7.6%  
EDGE 5.0%  
SAMSUNG INTERNET 3.9%  
OPERA 3.0%  
UC BROWSER 2.3%  
OTHERS 3.7%

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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LOGOS: WE ARE SOCIAL, Meltwater  
FLAGS: LUXEMBOURG

BOTTOM RIGHT ICONS: (file), (print), (download), (full screen), (languages). Bien sûr!  
Voici la retranscription textuelle de l'image :

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\*\*JAN 2024\*\*

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

Luxembourg (drapeau du Luxembourg)

\*\*Bar Chart:\*\*

- DEC 2013 - 9.78% (baseline)
- DEC 2014 - 32.29% (+230%)
- DEC 2015 - 20.33% (-37.0%)
- DEC 2016 - 26.62% (+30.9%)
- DEC 2017 - 30.73% (+15.4%)
- DEC 2018 - 35.96% (+17.0%)
- DEC 2019 - 42.57% (+18.4%)
- DEC 2020 - 42.76% (+0.4%)
- DEC 2021 - 47.87% (+12.0%)
- DEC 2022 - 53.19% (+11.1%)
- DEC 2023 - 59.44% (+11.8%)

\_Source: StatCounter. NOTES: Figures represent the number of web pages served to web browsers running on mobile phones compared with the total number of web pages served to web browsers running on any device. Percentage change values in the white circles represent relative change (i.e. an increase of 20% from a starting value of 30% would equal 60%, not 50%).\_

\_we are social\_ (logo) \_DATAREPORTAL\_ (logo) \_Meltwater\_ (logo)

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\_30 octobre 2023 anglaise français\_ (icônes de navigation)JAN 2024

## SHARE OF SEARCH ENGINE REFERRALS

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

1. GOOGLE: 91.6
2. BING: 3.0%
3. DUCKDUCKGO: 3.0%
4. YANDEX: 1.8%
5. YAHOO!: 0.3%
6. ECOSIA: 0.2%
7. BAIDU: 0.01%
8. OTHERS: 0.2%

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE WEB REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE WEB REFERRALS ORIGINATING FROM SEARCH ENGINES IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT YEAR-ON-YEAR CHANGE I.E., AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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## TOP GOOGLE SEARCHES

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

# SEARCH QUERY INDEX vs. TOP QUERY

|    |            |     |
|----|------------|-----|
| 01 | LUXEMBOURG | 100 |
| 02 | GOOGLE     | 19  |
| 03 | RESTAURANT | 13  |
| 04 | TRANSLATE  | 12  |
| 05 | AMAZON     | 10  |
| 06 | RTL        | 9   |
| 07 | TRADUCTION | 9   |
| 08 | YOUTUBE    | 9   |
| 09 | METEO      | 8   |
| 10 | WETTER     | 7   |

# SEARCH QUERY INDEX vs. TOP QUERY

|    |                  |   |
|----|------------------|---|
| 11 | FACEBOOK         | 6 |
| 12 | GOOGLE TRANSLATE | 6 |
| 13 | TRIER            | 6 |
| 14 | MAPS             | 5 |
| 15 | POST             | 5 |
| 16 | RTL LU           | 5 |
| 17 | TRADUTOR         | 4 |
| 18 | WEATHER          | 4 |
| 19 | LUXAIR           | 4 |
| 20 | IKEA             | 4 |

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 VOLUMES, BUT THE INDEX “TOP QUERY” COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME FOR THE TOP QUERY. AS NOTED BY GOOGLE TRENDS, LESS DYNAMIC SAMPLING, SUDDEN ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERY AND QUER TIME PERIOD.JAN 2024

MOST STREAMED CONTENT ON NETFLIX

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON NETFLIX FOR FULL-YEAR 2023  
(LUXEMBOURG FLAG)

MOST STREAMED MOVIES ON NETFLIX

| #  | MOVIE NAME                        | INDEX |
|----|-----------------------------------|-------|
| 01 | LUTHER: THE FALLEN SUN            | 100   |
| 02 | GLASS ONION: A KNIVES OUT MYSTERY | 89    |
| 03 | THE GRINCH                        | 84    |
| 04 | EXTRACTION 2                      | 81    |
| 05 | HEART OF STONE                    | 76    |
| 06 | THE MOTHER                        | 74    |
| 07 | MURDER MYSTERY 2                  | 73    |
| 08 | AKA                               | 67    |
| 09 | YOUR PLACE OR MINE                | 67    |
| 10 | REPTILE                           | 66    |

MOST STREAMED TV SHOWS ON NETFLIX

| #  | TV SHOW NAME    | INDEX |
|----|-----------------|-------|
| 01 | THE ROOKIE      | 100   |
| 02 | THE NIGHT AGENT | 96    |



|    |                    |    |
|----|--------------------|----|
| 03 | GINNY & GEORGIA    | 91 |
| 04 | LUPIN              | 83 |
| 05 | THE WITCHER        | 79 |
| 06 | THE LINCOLN LAWYER | 78 |
| 07 | LOVE IS BLIND      | 77 |
| 08 | LIEBES KIND        | 74 |
| 09 | YOU                | 72 |
| 10 | THE CROWN          | 71 |

SOURCE: FLIXPATROL.COM NOTES: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUE IS CONTINUE THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE (I.E., FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED ITEM IN EACH PLATFORM'S RANKING.

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français  
(We Are Social logo) (Meltwater logo)

(left arrow icon) (magnifying glass icon) (home icon) (download icon)  
(printer icon)L'image présente les éléments textuels suivants :

1. "SOCIAL MEDIA" (au centre de l'image en lettres majuscules orange)
2. "Digital 2024 Luxembourg" (en bas à gauche de l'image en texte blanc)
3. "37 sur 67" (en bas au centre de l'image en texte blanc)
4. "français" (en bas à droite de l'image en texte gris foncé)

Il y a également une icône centrale représentant deux bulles de dialogue blanches sur un fond orange.\*\*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 | 60    |
| 03 | SHOTGUN WEDDING                   | 55    |
| 04 | DIE HART THE MOVIE                | 50    |

|    |                                          |    |
|----|------------------------------------------|----|
| 05 | HARRY POTTER AND THE PHILOSOPHER'S STONE | 46 |
| 06 | GUY RITCHIE'S THE COVENANT               | 46 |
| 07 | NO TIME TO DIE                           | 41 |
| 08 | HARRY POTTER AND THE CHAMBER OF SECRETS  | 35 |
| 09 | CREED II                                 | 29 |
| 10 | AIR                                      | 29 |

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

| #  | TV SHOW NAME                  | INDEX |
|----|-------------------------------|-------|
| 01 | TOM CLANCY'S JACK RYAN        | 100   |
| 02 | REACHER                       | 97    |
| 03 | THE SUMMER I TURNED PRETTY    | 83    |
| 04 | GEN V                         | 53    |
| 05 | CITADEL                       | 52    |
| 06 | STAR TREK: PICARD             | 51    |
| 07 | THE WHEEL OF TIME             | 48    |
| 08 | THE MARVELOUS MRS. MAISEL     | 43    |
| 09 | CARNIVAL ROW                  | 42    |
| 10 | LOL: LAST ONE LAUGHING MEXICO | 41    |

## **\*\*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 10-ranked title in each platform's ranking.

**\*\*Source\*\***: FlixPatrol.com

**\*\*Digital 2024 Luxembourg\*\*** - **\*\*36 sur 67\*\***``

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 | ELEMENTAL                      | 100   |
| 02 | AVATAR: THE WAY OF WATER       | 89    |
| 03 | MOANA                          | 87    |
| 04 | FROZEN                         | 75    |
| 05 | ENCANTO                        | 70    |
| 06 | BLACK PANTHER: WAKANDA FOREVER | 52    |

|    |                                  |    |  |
|----|----------------------------------|----|--|
| 07 | AVATAR                           | 51 |  |
| 08 | THE LITTLE MERMAID               | 50 |  |
| 09 | GUARDIANS OF THE GALAXY VOLUME 3 | 43 |  |
| 10 | HOME ALONE                       | 39 |  |

#### MOST STREAMED TV SHOWS ON DISNEY+

| #  | TV SHOW NAME          | INDEX |  |
|----|-----------------------|-------|--|
| 01 | GREY'S ANATOMY        | 100   |  |
| 02 | THE SIMPSONS          | 83    |  |
| 03 | MODERN FAMILY         | 67    |  |
| 04 | DESPERATE HOUSEWIVES  | 61    |  |
| 05 | CRIMINAL MINDS        | 54    |  |
| 06 | FAMILY GUY            | 36    |  |
| 07 | HOW I MET YOUR MOTHER | 31    |  |
| 08 | THE KARDASHIANS       | 20    |  |
| 09 | THE MANDALORIAN       | 17    |  |
| 10 | AHSOKA                | 13    |  |

SOURCE [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 into the flixpatrol "points" value of the top-ranked title in each platform's ranking.

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 ``Jan 2024

Web Traffic Referrals From Social Media  
 (Flag of Luxembourg)  
 Luxembourg

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

1. Facebook: 66.2%
2. Pinterest: 11.4%
3. Instagram: 10.6%
4. X (Twitter): 8.4%
5. YouTube: 1.2%
6. Reddit: 1.0%
7. LinkedIn: 0.6%
8. Others: 0.6%

Source: StatCounter. Notes: Share does not include traffic from Messenger platforms. Data are only available for a selection of platforms and percentages reflect share of available platforms only. Figures represent the share of web traffic arriving on third-

party websites via clicks or taps on links published on each platform as a percentage of total web traffic arriving from the available selection of social platforms in December 2023.

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we are social © Meltwater

Icon labels from left to right: PDF download, Search, Fullscreen, Slideshow, Back, Forward, Share, Translate: françaisSOCIAL MEDIA PLATFORMS

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françaisJAN 2024

Facebook's Share of Social Media Referrals  
Web traffic referred by Facebook as a percentage of web traffic referred by social media platforms (any device)

Luxembourg

|          |        |        |
|----------|--------|--------|
| DEC 2013 | 77.60% | +17.8% |
| DEC 2014 | 91.41% | -10.7% |
| DEC 2015 | 81.59% | -5.3%  |
| DEC 2016 | 77.27% | -25.2% |
| DEC 2017 | 57.82% | +19.9% |
| DEC 2018 | 69.31% | -17.1% |
| DEC 2019 | 57.45% | +14.3% |
| DEC 2020 | 65.64% | +3.3%  |
| DEC 2021 | 67.80% | -0.3%  |
| DEC 2022 | 67.61% | -2.1%  |
| DEC 2023 | 66.18% |        |

Source: STATCOUNTER Notes: Data are only available for a selection of platforms, and percentages reflect Facebook's share of available platforms. Only figures represent the share of web traffic arriving on third-party websites via links users have clicked on that appear in a feed or on a timeline on these platforms. Figures may not be representative of the broader selection of social media platforms. Percentage change values on bars indicate the relative year-on-year change in the percentage of total web traffic arriving from social media platforms. For example, an equivalent Y-O-Y change value of +33% would equal 100% in the starting value of 50%.

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français

we are social logo

Meltwater logoJAN 2024

## OVERVIEW OF SOCIAL MEDIA USE

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

### LUXEMBOURG

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

- 307.0 THOUSAND

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

- 46.6%

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

- 57.4%

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

- 47.1%

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

- -7.1%

- -24 THOUSAND

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

- +3.1%

- +9,250

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

- 53.3%

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

- 46.7%

### SOURCES:

KIPIOS ANALYSIS: COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CINTE; KANTA RESEARCH; CENTER; OECD; I.N.; ADVISORY.

SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS' COMPARABILITY. DUE TO PLATFORM AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. COMPARABILITY: SOURCE AND METHODOLOGY CHANGES. MORE IMPORTANT SEE NOTES ON DATA.

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Icones des sources:

- Facebook
- Instagram
- WhatsApp
- Tiktok
- SnapChat
- LinkedInJAN 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  
307.0 THOUSAND

FACEBOOK AD REACH VS. TOTAL POPULATION  
46.6%

FACEBOOK AD REACH VS. TOTAL INTERNET USERS  
47.1%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH  
-7.1%  
-24 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH  
+3.1%  
+9,250

SHARE: FEMALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH  
49.5%

SHARE: MALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH  
50.5%

ADOPTION: OVERALL FACEBOOK AD REACH AGED 18+ VS. OVERALL  
POPULATION AGED 18+  
57.4%

ADOPTION: FEMALE FACEBOOK AD REACH AGED 18+ VS. FEMALE POPULATION  
AGED 18+  
56.4%

ADOPTION: MALE FACEBOOK AD REACH AGED 18+ VS. MALE POPULATION  
AGED 18+  
57.2%

SOURCES: META ADVERTISING RESOURCES; KEPOS ANALYSIS. NOTES: BASED  
ON COMPANY PUBLISHED FIGURES, GENDER DATA ONLY AVAILABLE FOR  
'FEMALE' AND 'MALE'. SOURCE DATA FOR REACH ESTIMATES MAY NOT  
REPRESENT UNIQUE INDIVIDUALS. VALUES FOR ANNUALIZED CHANGE  
INDICATORS REPRESENT THE ABSOLUTE DIFFERENCE BETWEEN VALUES  
PUBLISHED IN THE STATISTICS: OVERALL OFFICIAL FACEBOOK MONTHLY  
ACTIVE USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS; VALUES FOR  
ANNUALIZED CHANGE INDICATORS REPRESENT THE ABSOLUTE DIFFERENCE  
BETWEEN VALUES PUBLISHED IN THE PLATFORM'S OWN SELF-SERVICE  
TOOLS, ACTIVE ACCOUNTS, AND CHANGES IN REPORTED AD REACH;  
POPULATION DATA DOES NOT INCLUDE USERS UNDER THE AGE OF 18.  
COMPARABILITY ISSUES WITH IGKP REPORTS.

Digital 2024 Luxembourg  
Top YouTube Searches

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

Luxembourg

| #  | Search Query | Index |
|----|--------------|-------|
| 01 | MUSIC        | 100   |
| 02 | FILM         | 59    |
| 03 | FORTNITE     | 49    |
| 04 | LYRICS       | 41    |
| 05 | ROBLOX       | 40    |
| 06 | ASMR         | 34    |

|    |                 |    |
|----|-----------------|----|
| 07 | TIKTOK          | 29 |
| 08 | MINECRAFT       | 26 |
| 09 | MUSICA          | 25 |
| 10 | ZADRUGA         | 24 |
| 11 | NEWS            | 24 |
| 12 | MUSIQUE         | 22 |
| 13 | MUSIK           | 15 |
| 14 | KARAOKE         | 15 |
| 15 | TEST            | 14 |
| 16 | AIRDROP         | 13 |
| 17 | UKRAINE         | 11 |
| 18 | HOGWARTS LEGACY | 10 |
| 19 | DIANA           | 10 |
| 20 | FOOTBALL        | 9  |

Source: Google Trends based on searches conducted on YouTube between 01 January 2023 and 31 December 2023. Note: Any spelling errors or language inconsistencies in search queries are as reported by Google Trends, and are shown "as is" in the table. Reasons to deflect potential changes in how people enter written language in digital environments. Google does not publish absolute search volumes, but the "Index" column values reflect the search volumes for each query compared with the search volume of the top query.

Advisory: Google Trends uses multiple samples, so data order and index values may vary depending on when the tool is accessed, even for the same time period.

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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.

LUXEMBOURG

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM  
274.0 THOUSAND

INSTAGRAM AD REACH vs. TOTAL POPULATION  
41.6%

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS



42.0%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH

-7.4%

-22 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH

+13.5%

+33 THOUSAND

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

53.3%

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

46.7%

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

51.2%

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

53.8%

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

46.9%

SOURCES: META ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: BASED ON DUPLICATED REACH NUMBERS; GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE"; SOURCE DATA FOR REACH AGED 13+ IN THE PLATFORM'S SELF-SERVICE ADVERTISING TOOLS PUBLISHED IN JANUARY 2022, MARCH 2022, JUNE 2022, AND SEPTEMBER 2022. BASED ON INTERNET USERS AGED 16-64. DIGITAL 2024: LUXEMBOURG.

CAUTION ADVISED! IDENTIFICATION OF INDIVIDUAL SOCIAL MEDIA USERS, DUPLICATION ARISING FROM MULTI-PLATFORM USE, MULTIPLE ACCOUNTS, OMISSIONS, INACCURACIES, AND CHANGES IN REPORTED POPULATIONS.

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## TIKTOK: ADVERTISING AUDIENCE OVERVIEW

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

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

LUXEMBOURG

TOTAL POTENTIAL REACH OF ADS ON TIKTOK

213.0 THOUSAND

TIKTOK AD REACH VS. TOTAL POPULATION

32.4%

TIKTOK AD REACH VS. TOTAL INTERNET USERS

32.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH

[N/A]

YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH

[N/A]

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

49.4%

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

50.6%

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

39.8%

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

AGED 18+

39.4%

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

40.1%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPOS ANALYSIS.  
NOTES: DOES NOT INCLUDE DUPLICATION. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS WHERE VALUES ARE REPORTED AS RANGES. REPORTED FIGURES MAY NOT RELATE TO UNIQUE INDIVIDUALS. AUDIENCE VALUES FOR SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. FOR MORE DETAILED INFORMATION, SEE THE NOTES SECTION OF THIS REPORT. FOR DETAILED SOURCE INFORMATION, SEE THE FULL TERMS AND CONDITIONS PUBLISHED AT [DATAREPORTAL.COM](https://datareportal.com) / [COMPAREDBULL.COM](https://comparedbull.com)

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Digital 2024 Luxembourg  
AUDIENCE OVERVIEW

45 sur 67JAN 2024 LINKEDIN: ADVERTISING

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  
380.0 THOUSAND

LINKEDIN AD REACH VS. TOTAL POPULATION  
57.7%

LINKEDIN AD REACH VS. TOTAL INTERNET USERS  
58.3%

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH  
+2.7% +10 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH  
+8.6% +30 THOUSAND

SHARE: FEMALE LINKEDIN AD REACH AGED 18+ VS. OVERALL LINKEDIN AD  
REACH AGED 18+  
42.4%

SHARE: MALE LINKEDIN AD REACH AGED 18+ VS. OVERALL LINKEDIN AD  
REACH AGED 18+  
57.6%

ADOPTION: OVERALL LINKEDIN AD REACH AGED 18+ VS. OVERALL  
POPULATION AGED 18+  
71.1%

ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ VS. FEMALE POPULATION  
AGED 18+  
52.5%

ADOPTION: MALE LINKEDIN AD REACH AGED 18+ VS. MALE POPULATION AGED  
18+  
70.9%

47

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; GFSN ANALYSIS. NOTES:  
VALUES REFER TO TOTAL REGISTERED "MEMBERS" SO ARE NOT COMPARABLE  
WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA REFERS TO USERS  
AGED 18+. VALUES REPRESENT ACTIVE USERS. INTERNET USER NUMBERS  
DUE TO BE PUBLISHED IN DECEMBER. BASIS: WHOLE POPULATION.  
COMPARABILITY: AGE 18+ / ONLINE AUDIENCE.

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# MESSENGER: ADVERTISING AUDIENCE OVERVIEW

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

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

---

\*\*First Row:\*\*

1. **\*\*TOTAL POTENTIAL REACH OF ADS ON MESSENGER\*\***
  - 251.0 THOUSAND
  - Icon: Blue circle with a white messenger logo.
2. **\*\*MESSENGER AD REACH VS. TOTAL POPULATION\*\***
  - 38.1%
  - Icon: Green circle with three white human figures.
  - Citation: WE ARE SOCIAL
3. **\*\*MESSENGER AD REACH VS. TOTAL INTERNET USERS\*\***
  - 38.5%
  - Icon: Orange circle with a white globe.
  - Citation: Meltewater
4. **\*\*QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH\*\***
  - -7.4% (-20 THOUSAND)
  - Icon: Red circle with a white number '90'.
5. **\*\*YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH\*\***
  - -0.8% (-2,050)
  - Icon: Blue circle with a white number '365'.

---

**\*\*Second Row.\*\***

1. **\*\*SHARE: FEMALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER AD REACH AGED 18+\*\***
  - 50.7%
  - Icon: Yellow circle with a white female figure.
2. **\*\*SHARE: MALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER AD REACH AGED 18+\*\***
  - 49.3%
  - Icon: Red circle with a white male figure.
3. **\*\*ADOPTION: OVERALL MESSENGER AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+\*\***
  - 47.2%
  - Icon: Blue circle with four white human figures.
  - Citation: Meltewater
4. **\*\*ADOPTION: FEMALE MESSENGER AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+\*\***
  - 47.8%

- Icon: Green circle with a white female figure.
- Citation: WE ARE SOCIAL

#### 5. \*\*ADOPTION: MALE MESSENGER AD REACH AGED 18+ VS. MALE POPULATION AGED 18+\*\*

- 46.3%
- Icon: Orange circle with a white male figure.

---

#### \*\*Sources:\*\*

- META ADVERTISING RESOURCES
- KEPIOS ANALYSIS
- NOTE: BASED ON DATA PUBLISHED RANGE: GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE" (SOURCE DATA FOR PEOPLE IDENTIFYING AS "OTHER" UNAVAILABLE).

#### \*\*ADVISORIES:\*\*

IN ORDER TO PUBLISH THIS INFORMATION ON OTHER PLATFORMS OR MATERIALS:

- QUADRANT TWO (2), NOTES COMPARING DATA FROM MULTIPLE SOURCES.
- NATIONAL CENSUS DATA MAY NOT BE SERVED IN TOTAL POPULATION (18+) FIGURES.
- INTERNET USERS ARE CALCULATED BASED ON PEOPLE WITH HIGHER PROBABILITY OF AVAILABILITY OF INTERNET.
- CAUTION ADVISED IN INTERPRETING TARGET FIGURES: SUBJECT TO CHANGE.

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

1. DIGITAL 2024 Luxembourg
2. Page 46 of 67
3. Various symbols for accessibility options and social media or content sharing.
4. Language: "français"
5. Flags: Luxembourg

#### \*\*Citation Partners:\*\*

- WE ARE SOCIAL
- Meltewater

"MOBILE"

En bas de l'image:

"Digital 2024 Luxembourg"

"51 sur 67"

"français" 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  
465.0 THOUSAND

SNAPCHAT AD REACH VS. TOTAL POPULATION  
70.6%

SNAPCHAT AD REACH VS. TOTAL INTERNET USERS  
71.4%

QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH  
-11.4%  
-60 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH  
+8.8%  
+38 THOUSAND

SHARE: FEMALE SNAPCHAT AD REACH AGED 18+ VS. OVERALL SNAPCHAT AD  
REACH AGED 18+  
49.2%

SHARE: MALE SNAPCHAT AD REACH AGED 18+ VS. OVERALL SNAPCHAT AD  
REACH AGED 18+  
49.3%

ADOPTION: OVERALL SNAPCHAT AD REACH AGED 18+ VS. OVERALL  
POPULATION AGED 18+  
77.9%

ADOPTION: FEMALE SNAPCHAT AD REACH AGED 18+ VS. FEMALE POPULATION  
AGED 18+  
76.9%

ADOPTION: MALE SNAPCHAT AD REACH AGED 18+ VS. MALE POPULATION  
AGED 18+  
76.6%

SOURCES: SNAP'S ADVERTISING RESOURCES; KEPOS ANALYSIS.

NOTES: DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. GENDER DATA ARE FOR VALUES FOR 'FEMALE' AND 'MALE' BUT NOTE: NO VALUES SUM TO 100%.

AVOID VISIT INTERNETU. ADDITIONAL INTERNET AUCTIONS, OR WHEN THE INTERNET STARTED VALUES. EXAMPLE 'VIDEO GAMES' REQUIRES A WEBSITE TO BE CREATED TO 100%. OLIVER, THE PHONE, AND THE PHONE FOR 'WATCH INTERNET TO COMPLETE WHAT THE SNAPS IN APRIL 2022 WILL BE USED AS CONNECTIONS IN COMPARABILITY.

Digital 2024 Luxembourg<sup>TM</sup>page 48 of 67  
Icons and Images: WE ARE SOCIAL, MELTWATER

LANGUAGES: English, françaisJan 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):  
438.4 THOUSAND

X AD REACH VS. TOTAL POPULATION:  
66.6%

X AD REACH VS. TOTAL INTERNET USERS:  
67.3%

QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH:  
-41.3%  
-308 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH:  
+1.8%  
+7,614

SHARE: FEMALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+:  
24.1%

SHARE: MALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+:  
75.9%



ADOPTION: OVERALL X AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+:  
79.3%

ADOPTION: FEMALE X AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+:  
38.2%

ADOPTION: MALE X AD REACH AGED 18+ VS. MALE POPULATION AGED 18+:  
120.0%

SOURCES: IT'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: VALUES USE MIDPOINTS OF PUBLISHED RANGES; GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" ADVISORY: SIGNIFICANT ANOMALIES VS. OUTER SOURCES MAY INDICATE ISSUES IN UNDERLYING ASSESSMENTS AND / or THE TIMING OF DIFFERENT REPORTING SOURCES; VARIATIONS IN POPULATION AND INTERNET USER FIGURES MAY INDICATE REVISIONS TO HISTORIC DATA.

ADVISORY: SOURCE BASE DATA MAY NOT ALIGN WITH OTHER PUBLISHED FIGURES DUE TO DIFFERENT SOURCES AND BASE DEFINITIONS.

NOTE: PUBLISHED VALUES FOR TOTAL ADDRESSABLE AUDIENCES MAY NOT CORRESPOND WITH LATEST TOTAL AVAILABLE ACCOUNT FIGURES; ACCORDING TO X MOST RECENT FIGURES, USER ACCOUNTS INCLUDED IN THIS REACH METRIC MAY REDUCE DUE TO NEW AGE AND ACTIVITY VERIFICATION EFFORTS.

COMPARABLE DATA: HISTORICALLY COMPARABLE DATA NOT AVAILABLE FOR THESE PLATFORMS' ADVERTISING AUDIENCES BEFORE 2021; RATES METRICS INCLUDES OFFICIAL USERS AGED 13+ AS BASE.

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Langues:

- anglais
- français

JAN 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.

## LUXEMBOURG

TOTAL POTENTIAL REACH OF ADS ON PINTEREST  
215.0 THOUSAND

PINTEREST AD REACH vs. TOTAL POPULATION  
32.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED PINTEREST AD REACH  
+26.5% +45 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED PINTEREST AD REACH  
+31.5% +52 THOUSAND

PINTEREST AD REACH vs. TOTAL INTERNET USERS  
33.0%

PINTEREST AD REACH vs. POPULATION AGED 13+  
37.8%

FEMALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH  
63.5%

MALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH  
30.1%

SOURCES: PINTEREST ADVERTISING RESOURCES; KEPLOS ANALYSIS. NOTES: DATA ARE NET NAMED AD REACH (USERS EXPOSED TO PINTEREST ADS AT LEAST ONCE IN ANY 30-DAY PERIOD). VALUES ARE BASED ON INPUTS OF AVAILABLE DATA ONLY. GENDER DATA ARE ALSO AVAILABLE FOR UNSPECIFIED % OF TOTAL REACH. ACTIVE USER BASE IS ESTIMATED TO UNDER INTENTION USERS. VALUES FOR "FEMALE" AND "MALE" MAY NOT ADD TO 100%. ADVISORY: REACH MAY INCL. REPRESENTATION UNDER USERS, MAKING THIS REPORT FINDINGS ACTIVE USER BANDS WITH PINTEREST.

CAUTION ADVISED WHEN COMPARING DATA OVER TIME. MELTWATER MAY BE BASED ON NAMED ACCOUNTS. DIFFERENT RESEARCH DEFS AND CHANGES IN USER DEF. IMPACTING VALUES. VALUES FOR TOTAL REACH MAY NOT ADD TO 100%. WE ARE SOCIAL

NOTE: DATA EN DISPOSAL USERS.

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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)

886.1 Thousand

Number of cellular mobile connections compared with total population

134.6%

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

+1.6% (+14 thousand)

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

97.7%

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

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In the top right corner, there is a flag of Luxembourg with the word "LUXEMBOURG" written underneath it. At the bottom, there is the text "We Are Social" and "Meltwater" with icons of a globe, magnifying glass, and sharing options. The page number "52 sur 67" is indicated near the bottom left.

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

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## ECOMMERCE

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Note : L'image contient également une icône de chariot de courses dans un cercle bleu. Bien sûr, voici la retranscription textuelle de l'image :

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\*\*JAN 2024\*\*

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

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

(LUXEMBOURG Flag)

| Period            | Connections | Change |
|-------------------|-------------|--------|
| ----- ----- ----- |             |        |
| Q4 2021           | 857 K       | -0.04% |
| Q1 2022           | 856 K       | -0.1%  |
| Q2 2022           | 863 K       | +0.7%  |
| Q3 2022           | 869 K       | +0.7%  |
| Q4 2022           | 872 K       | +0.4%  |
| Q1 2023           | 873 K       | +0.1%  |
| Q2 2023           | 881 K       | +0.9%  |
| Q3 2023           | 886 K       | +0.6%  |
| Q4 2023           | 886 K       | -0.02% |

\*Source: GSMA Intelligence. Note: Excludes cellular IoT connections. Where letters are shown next to figures above bars, 'K' denotes thousands (e.g. '125.3 K' = 125,300), 'M' denotes millions (e.g. '12.4 M' = 12,400,000), and 'B' denotes billions (e.g. '1.23 B' = 1,230,000,000). Where no letter is present, values are shown as is. Comparability: base changes. See notes on data.\*

\*We are social\* logo

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Fin de la retranscription.JAN 2024

SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE  
HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2023

## LUXEMBOURG

### SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES

66.03%

#### YEAR-ON-YEAR CHANGE

+29.0% (+1,484 BPS)

### SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE iOS DEVICES

33.34%

#### YEAR-ON-YEAR CHANGE

-30.7% (-1,476 BPS)

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

0.39%

#### YEAR-ON-YEAR CHANGE

-40.9% (-27 BPS)

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

0.01%

#### YEAR-ON-YEAR CHANGE

[BREAKOUT]

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

0.23%

#### YEAR-ON-YEAR CHANGE

+360% (+18 BPS)

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN DECEMBER 2023. FIGURES CHANGE OVER TIME BECAUSE THE PROPORTION OF MOBILE DEVICES RUNNING AN OPERATING SYSTEM IS ALWAYS BEING UPDATED. BPS - BASIS POINTS. ONE BASIS POINT REPRESENTS 0.01%, AND FIGURES SHOWN INDICATE THE ABSOLUTE CHANGE IN BASIS POINTS BETWEEN DECEMBER 2022 AND DECEMBER 2023.

FOR EXAMPLE, AN ANNUAL CHANGE OF +100 BPS WOULD INDICATE A CHANGE OF +1%, AND A STARTING VALUE OF 50% WOULD GAIN 1 PERCENTAGE POINT TO 51%.

SOURCES: STATCOUNTER

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Digital 2024 Luxembourg 58 sur 67 français\*\*JAN 2024 FINANCIAL INCLUSION FACTORS\*\*

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

1. \*\*Account with a Financial Institution\*\*

- Female: 98.2%
- Male: 99.4%
- Total: 98.8%

2. \*\*Credit Card Ownership\*\*

- Female: 68.2%
- Male: 71.3%
- Total: 69.8%

3. \*\*Debit Card Ownership\*\*

- Female: 88.4%
- Male: 90.7%
- Total: 89.5%

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

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

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

- Female: 96.3%
- Male: 97.4%
- Total: 96.8%

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

- Female: 47.6%
- Male: 54.6%
- Total: 51.1%

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

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

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

- Female: 62.4%
- Male: 66.8%
- Total: 64.6%

Source: World Bank. Notes: Some figures have not been updated in the past year, so may be less representative of current behaviors. Percentages are of adults aged 15 and above, not of the total population. 'Mobile money accounts' only refer to services that are used in remote non-bank settings linked directly to a phone number, such as MPESA, GCash, and Tigo Pesa. Figures for 'mobile money accounts' do not include people who use 'digital or 'internet' mobile payment services such as Apple Pay, Google Pay, or Samsung Pay.

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Shaping the connected future  
Turning data into intelligence

GSMA Intelligence is the definitive source of mobile industry insights, forecasts, and research, used around the world. Our insights cover every mobile operator, network, and MVNO in every country worldwide.

What do we do?

- Comprehensive Data Platform
- Insightful Research
- Expert Analysis
- Bespoke Consulting
- Event Support
- Spectrum Navigator Platform

What topics do we cover?

Our research modules include the following:

- Mobile Operators & Networks
- IoT & Enterprise
- Digital Consumer
- Fixed, TV & Convergence
- Spectrum

From automation and gaming, to sustainability, private wireless, and regional trends, our team have expertise in all parts of the wider mobile ecosystem.

Who do we work with?

Actively working with the 1,100+ GSMA members, serving the wider mobile ecosystem:

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50 million individual datapoints covering everything from operational to economic metrics

Forecasted up to 2030

allowing you to identify, understand and enhance your business strategies

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**\*\*NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES\*\***

Note: This page is a summary of our comprehensive notes on data variance, potential mismatches, and curiosities, which you can read in full at [<https://datareportal.com/notes-on-data>](<https://datareportal.com/notes-on-data>).

This report features data from a wide variety of different sources, including market research agencies, internet and social media companies, governments, public bodies, news media, and private individuals, as well as extrapolations and analysis of that data.

Whenever possible, we've prioritised data sources that provide broader geographical coverage, in order to minimise potential variations between data points, and to offer more reliable comparison across countries. However, where we believe that standalone metrics provide a more reliable reference, we use such standalone numbers to ensure more accurate reporting.

Please note that some data points may only be available for a limited selection of countries, so we may not be able to report the same data in all reports.

From time to time, we may also change the source(s) that we use to inform specific data points. As a result, some figures may appear to change in unexpected ways from one report to another. Wherever we're aware of these changes, we include details in the footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to research samples, base data, research methodologies, and approaches to reporting may mean that values are not comparable.

Furthermore, due to the differing data collection and treatment methodologies, and the different periods during which data have been collected, there may be significant differences in the reported metrics for similar data points throughout this report. For example, data from surveys often varies over time, even if that data has been collected by the same organisation using the same approach in each wave of their research.

In particular, reports of internet user numbers vary considerably between different sources and over time. In part, this is because there are significant challenges associated with collecting, analysing, and publishing internet user data on a regular basis, not least because research into public internet use necessitates the use of face-to-face surveys in offline populations, and faces challenges such as the age range of the survey population, or the balance between urban and rural respondents, may play an important role in delivering meaningful findings. Note that COVID-19 has limited internet user research.

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we no longer include this data in our internet user figures. This is because the user numbers reported by social media platforms are typically based on active user accounts, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

As a result, the figures we report for social media users may exceed internet user numbers. However, while this may seem counter-intuitive or surprising, such instances do not represent errors in the data or in our reporting. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple social media accounts, or 'non-human' social media accounts.

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: [reports@kepios.com](mailto:reports@kepios.com).

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