

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

29%

To gather and analyze consumer insights

30%

To benchmark against competitors

23%

To identify and manage a crises

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

Meltwater

State of Social Media 2024

Download the report

Digital 2024 Greece

16 sur 131

françaisVoici la retranscription textuelle de

l'image fournie :

****We are social****

****Think Forward****

****THE SOCIAL RECKONING****

****IN A NEW ERA OF SOCIAL, EVERY BRAND WILL BE JUDGED****

****Dive into We Are Social's latest trends report.****

****Attention layering****

****Everyday Fandom****

****Mischief Mode****

****The Offline Internet****

****Post Representation****

****Explore the trends:****

****ThinkForward.WeAreSocial.com****

****Digital 2024 Greece****

****17 sur 131****

****17****

****français****

(Code QR présent dans l'image)Voici la retranscription textuelle de l'image :

POPULATION ESSENTIALS

Digital 2024 Greece 18 sur 131 français

---JAN 2024

GREECE

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

10.32 MILLION

YEAR-ON-YEAR CHANGE

-0.4%

-38 THOUSAND

URBANISATION

80.8%

CELLULAR MOBILE CONNECTIONS

15.00 MILLION

YEAR-ON-YEAR CHANGE

+0.2%

+28 THOUSAND
TOTAL vs. POPULATION
145.3%

INDIVIDUALS USING THE INTERNET

8.90 MILLION
YEAR-ON-YEAR CHANGE
-0.4%
-33 THOUSAND
TOTAL vs. POPULATION
86.2%

SOCIAL MEDIA USER IDENTITIES

7.40 MILLION
YEAR-ON-YEAR CHANGE
-1.2%
-90 THOUSAND
TOTAL vs. POPULATION
71.7%

SOURCES: UN; GOVERNMENT AUTHORITIES; CENSUS INTELLIGENCE; ITU; EUROBAROMETER; GSMA INTELLIGENCE; ICANN; "PLATFORM PARTNERS"; CEDATA RESEARCH CENTER; METRICS ANALYSIS; ADVISORY; SOCIAL MEDIA USERS IDENTITIES REFER TO PEOPLE THAT ANY BE SPENDING; COMPARABILITY: SOURCE, INTERPRETATION METHODS; AGGREGATION OF MULTIPLE SOURCES; INTERNET TOTALS FOR THE AGE 16-64 GROUP BASED ON RELEVANT PARTNER DATA).

Digital 2024 Grece

15 sur 131JAN 2024
POPULATION ESSENTIALS
DEMOGRAPHICS AND OTHER KEY INDICATORS

GREECE

- TOTAL POPULATION:
10.32 MILLION

- FEMALE POPULATION:
51.2%

- MALE POPULATION:
48.8%

- YEAR-ON-YEAR CHANGE IN TOTAL POPULATION:

-0.4%

-38 THOUSAND

- MEDIAN AGE OF THE POPULATION:

45.6

- URBAN POPULATION:

80.8%

- POPULATION DENSITY (PEOPLE PER KM²):

78.9

- OVERALL LITERACY (ADULTS AGED 15+):

93.9%

- FEMALE LITERACY (ADULTS AGED 15+):

91.8%

- MALE LITERACY (ADULTS AGED 15+):

96.1%

Sources: KEPE'S ANALYSIS, UNITED NATIONS, LOCAL GOVERNMENT
AUTHORITIES, WORLD BANK, UNESCO, CIA WORLD FACTBOOK, OUR WORLD IN
DATA, INED/INSEE, KNOEMA

Digital 2024 Greece

19 sur 131

we are social Meltwater JAN 2024

FINANCIAL AND DEVELOPMENTAL INDICATORS

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

GREECE

Gross Domestic Product (Current U.S. Dollars)

\$242.4 Billion

Percentage of the population earning less than \$3.65 (2017 PPP) per day

1.6%

Gross Domestic Product (PPP, Current International Dollars)

\$417.0 Billion

Percentage of the Population with Access to Basic Drinking Water
100%

Gross Domestic Product Per Capita (Current U.S. Dollars)
\$23.2 Thousand

Percentage of the Population with Access to Basic Sanitation
99.0%

Gross Domestic Product Per Capita (PPP, Current International Dollars)
\$39.9 Thousand

Percentage of the Population with Access to Electricity
100%

Net National Income Per Capita
(Current U.S. Dollars)
\$17.3 Thousand

Percentage of the population that owns a mobile phone (any type)
97.1%

Sources: IMF, World Bank (most latest published data up to 2021) 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 that has an “improved source” of piped water, public collection site, or more than 20 liters of safe drinking water.

Improved sanitation: Percentage of the total population using “improved” sanitation facilities.

Electricity: Percentage of the total population with continuous access to electricity.

Comparability: Figures use the latest published values and draft values, where available, and may not match values as shown elsewhere in this report.

we are social Meltwater

Digital 2024 Greece

22 sur 131Voici la retranscription textuelle de l'image fournie :

Digital 2024 Greece
26 sur 131
français

[IMAGE D'UN GLOBE]
INTERNET

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

JAN 2024

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

****ANY KIND OF MOBILE PHONE****

97.4%
YEAR-ON-YEAR CHANGE
-0.6% (-60 BPS)

****SMART PHONE****

96.7%
YEAR-ON-YEAR CHANGE
-0.2% (-20 BPS)

****FEATURE PHONE****

9.4%
YEAR-ON-YEAR CHANGE
+16.0% (+130 BPS)

****LAPTOP OR DESKTOP COMPUTER****

73.3%
YEAR-ON-YEAR CHANGE
+0.7% (+50 BPS)

****TABLET DEVICE****

43.6%
YEAR-ON-YEAR CHANGE
-9.4% (-450 BPS)

****GAMES CONSOLE****

29.4%

YEAR-ON-YEAR CHANGE
+0.7% (+20 BPS)

****SMART WATCH OR SMART WRISTBAND****
34.0%
YEAR-ON-YEAR CHANGE
-2.6% (-90 BPS)

****TV STREAMING DEVICE****
8.7%
YEAR-ON-YEAR CHANGE
-15.5% (-160 BPS)

****SMART HOME DEVICE****
13.1%
YEAR-ON-YEAR CHANGE
+2.3% (+30 BPS)

****VIRTUAL REALITY DEVICE****
2.1%
YEAR-ON-YEAR CHANGE
-51.2% (-220 BPS)

****SOURCE:****

GW. GWI 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64 (SEE GWIL.COM). *NOTE:* PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 50% FROM A STARTING VALUE OF 10% WOULD GIVE 15%, NOT 60%). *BPS* VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. *SEE NOTES ON DATA.*

This is the textual transcription of the image presented.
JAN 2024: POPULATION OVER TIME
POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

Year	Population (M)	Year-on-Year Change (%)	
-----	-----	-----	
JAN 2014	10.9 M	-0.5%	
JAN 2015	10.8 M	-0.5%	
JAN 2016	10.8 M	-0.5%	
JAN 2017	10.7 M	-0.6%	
JAN 2018	10.7 M	-0.5%	
JAN 2019	10.6 M	-0.6%	
JAN 2020	10.5 M	-0.6%	

JAN 2021	10.5 M	-0.7%	
JAN 2022	10.4 M	-0.5%	
JAN 2023	10.4 M	-0.5%	
JAN 2024	10.3 M	-0.4%	

Sources: United Nations, Local Government Authorities, Kepios 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.

we are social | Meltwater

Page 20 sur 131 - Digital 2024 Greece
Bien sûr, voici la retranscription textuelle de l'image :

**** JAN 2024 ****

**** 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 ***

**** GREECE ****

Time spent using the internet:

**** 5H 48M ****

* Year-on-year change: -3.0% (-10 MINS) *

Time spent watching television (broadcast and streaming):

**** 3H 07M ****

* Year-on-year change: -2.5% (-4 MINS) *

Time spent using social media:

**** 1H 53M ****

* Year-on-year change: -2.2% (-2 MINS) *

Time spent reading press media (online and physical print):

**** 1H 59M ****

* Year-on-year change: +1.3% (+1 MIN) *

Time spent listening to music streaming services:

**** 1H 04M ****

Year-on-year change: -3.6% (-2 MINS)

Time spent listening to broadcast radio:

1H 22M

Year-on-year change: -9.9% (-9 MINS)

Time spent listening to podcasts:

0H 34M

Year-on-year change: -5.4% (-1 MIN)

Time spent using a games console:

0H 47M

Year-on-year change: -0.2% (<-1 MIN)

SOURCE: *GWI JAN 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, TELEVISION FIGURES INCLUDING BROADCAST AND CABLE TELEVISION COMBINED WITH VIDEO-ON-DEMAND SERVICES; PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA; BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.* **COMPARABILITY**: *METHODOLOGY CHANGES MEAN THAT YEAR-ON-YEAR COMPARISONS MIGHT NOT BE IDENTICAL OVER TIME.* (SEE NOTE ON DATA).

Digital 2024 Greece 25 sur 131 **We are social Meltwater**

---JAN 2024

OVERVIEW OF INTERNET USE ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

TOTAL NUMBER OF INTERNET USERS
8.90 MILLION

INTERNET USERS vs. TOTAL POPULATION
86.2%

YEAR-ON-YEAR CHANGE IN TOTAL INTERNET USERS
-0.4%
-33 THOUSAND

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

INDEXED INTERNET ADOPTION vs. GLOBAL AVERAGE
130.3

PERCENTAGE OF INTERNET USERS ACCESSING VIA MOBILE PHONES
94.0%

AVERAGE DAILY TIME SPENT USING THE INTERNET
5H 48M

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT USING THE INTERNET
-3.0%
-10 MINS

SOURCES:
KPISOS ANALYSIS, ITU, GSMA INTELLIGENCE, EUROSTAT, CIA WORLD
FACTBOOK, CINIC, KANTAR, IABMÉDIA, LOCAL GOVERNMENT AUTHORITIES,
UNITED NATIONS, TIME SPENT AND MOBILE SHARE DATA FROM GWI Q4 2023
BASE: GWI CORE, A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE
GWI.COM/ADVISORY.
FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL
TRENDS. SEE NOTES ON DATA COMPARABILITY, SOURCE, AND BASE CHANGES.

Page 27 of 131
Digital 2024 Greece
We are social
MeltwaterJan 2024

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

Age 0-4:
401K (3.9%)

Age 5-9:
442K (4.3%)

Age 10-14:
452K (4.5%)

Age 15-19:
550K (5.3%)

Age 20-24:
564K (5.3%)

Age 25-29:
541K (5.2%)

Age 30-34:
525K (5.1%)

Age 35-39:
592K (5.7%)

Age 40-44:
749K (7.3%)

Age 45-49:
776K (7.5%)

Age 50-54:
787K (7.6%)

Age 55-59:
757K (7.3%)

Age 60-64:
685K (6.6%)

Age 65-69:
640K (6.2%)

Age 70-74:
560K (5.4%)

Age 75-79:
429K (4.0%)

Age 80-84:
346K (3.4%)

Age 85-89:
242K (2.3%)

Age 90-94:
101K (1.0%)

Age 95-99:
23.9K (0.2%)

Age 100+:
2.702K (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. Where letter 'E' is shown next to figures, the value is an extrapolated figure (i.e., based on modeling). E.g.: 12M = 12,000,000. Age distribution figures relate to Jan. 1 2024, where no letter is present, values are shown as is. Comparability: Source changes and base revisions. Figures may not compare with values published in the previous editions.

Digital 2024 Greece
21 sur 131

we are social
MeltwaterJAN 2024

DAILY TIME SPENT USING THE INTERNET

Amount of time that internet users aged 16 to 64 spend using the internet each day

GREECE

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES
5H 48M

TIME SPENT USING THE INTERNET ON MOBILE PHONES
2H 54M

TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS
2H 55M

MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME
49.9%

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.

Digital 2024 Greece 31 sur 131
we are social
MeltwaterJAN 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

- JAN 2014: 64.5% (+5.2%)
- JAN 2015: 67.9% (+2.7%)
- JAN 2016: 69.8% (+1.0%)
- JAN 2017: 70.5% (+4.1%)
- JAN 2018: 73.4% (+4.2%)
- JAN 2019: 76.4% (+2.9%)
- JAN 2020: 78.6% (+0.6%)
- JAN 2021: 79.1% (+6.2%)
- JAN 2022: 84.0% (+2.6%)
- JAN 2023: 86.2% (0%)
- JAN 2024: 86.2% (0%)

****Sources:**** HFCS Analysis, ITU, USAI, Eurostat, Google's advertising resources, CNNIC, Kantan & IMIAR, government resources, United Nations.

****Notes:**** Data is that reported at a time of report update from the most recent reported period in each figure. Charts show relative changes in internet adoption. Where data was not available, we used linear models to estimate, figures for comparability since the starting date, figures for the latest available data. Best sources were used, but some sources might not reflect current status.

We Are Social
Meltwater

****Digital 2024 Greece****

29 sur 131 JAN 2024

INTERNET USE OVER TIME (YOY)

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

[Graph displaying the number of individuals using the Internet by year from January 2014 to January 2024]

JAN 2014: 7.03M (+4.7%)
JAN 2015: 7.36M (+2.1%)
JAN 2016: 7.52M (+0.5%)
JAN 2017: 7.56M (+3.5%)
JAN 2018: 7.82M (+3.6%)
JAN 2019: 8.10M (+2.3%)
JAN 2020: 8.29M (+0.03%)
JAN 2021: 8.29M (+5.5%)
JAN 2022: 8.75M (+2.1%)
JAN 2023: 8.93M (-0.4%)
JAN 2024: 8.90M

SOURCES: KEPOS ANALYSIS; EL STAT; FINLAB, EUROSAT; GO OGLE'S ADVERTIS

ING RESOURCES; CINIC; KANTAR; IMAI; GOVERNMENT RESOURCES; UNITED NATIONS. NOTE: WHERE THESE ARE SHOWN NEXT TO FIGURES IN MILLIONS; BASED ON STATISTICAL COMPARISONS FIGURES RELATE TO ENTIRE POPULATION.

we are social
Meltwater

Digital 2024 Greece 28 sur 131JAN 2024

MEDIA USE

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

USING THE INTERNET VIA A MOBILE PHONE

97.8%

YEAR-ON-YEAR CHANGE

-0.2% (-20 BPS)

USING THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET

96.3%

YEAR-ON-YEAR CHANGE

+0.3% (+26 BPS)

USING SOCIAL MEDIA

93.3%

YEAR-ON-YEAR CHANGE

-1.1% (-103 BPS)

WATCHING LINEAR AND BROADCAST TV

92.2%

YEAR-ON-YEAR CHANGE

-1.6% (-152 BPS)

WATCHING STREAMING AND ON-DEMAND TV

74.1%

YEAR-ON-YEAR CHANGE

-0.4% (-29 BPS)

READING ONLINE PRESS CONTENT

95.1%

YEAR-ON-YEAR CHANGE

+0.2% (+23 BPS)

READING PHYSICAL PRESS CONTENT

70.1%

YEAR-ON-YEAR CHANGE

-2.3% (-167 BPS)

****LISTENING TO BROADCAST RADIO****

86.6%

YEAR-ON-YEAR CHANGE

-0.2% (-13 BPS)

****LISTENING TO MUSIC STREAMING SERVICES****

53.0%

YEAR-ON-YEAR CHANGE

-0.7% (-38 BPS)

****LISTENING TO PODCASTS****

56.4%

YEAR-ON-YEAR CHANGE

+4.2% (+226 BPS)

SOURCE: GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64 (SEE GWILY.COM). NOTES: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE IN THE AUDIENCE OF EACH FORMAT, COMPARED WITH THE AUDIENCE IN Q3 2022, WHEREAS ABSOLUTE CHANGE VALUES REFLECT THE NET CHANGE IN THE AUDIENCE FOR EACH FORMAT OVER THE PERIOD IN QUESTION. DUE TO POSSIBLE SAMPLING VARIABILITY OF THE SURVEY DATA, AUDIENCES REPORTING A POSITIVE PERCENTAGE CHANGE BUT A NEGATIVE ABSOLUTE CHANGE VALUE OR VICE VERSA MAY REFLECT USERS SPENDING LESS TIME CONSUMING EACH MEDIA TYPE, AND/OR BETTER FILTERING AND IDENTIFICATION OF USERS'S ACTIVITIES COMPARED WITH PREVIOUS SURVEYS.

Digital 2024 Greece

24 sur 131

françaisJAN 2024 INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

(symbol of flag of GRECE) GREECE

INTERNET USERS: ITU

(symbol of globe)

8.59 MILLION

vs. POPULATION

83.2%

INTERNET USERS:

CIA WORLD FACTBOOK

(symbol of globe)

7.80 MILLION
vs. POPULATION
75.6%

INTERNET USERS: INTERNETWORLDSTATS
(symbol of globe)

8.12 MILLION
vs. POPULATION
78.6%

(30) SOURCES: AS STATED ABOVE EACH ICON. NOTE: WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE OF PENETRATION, WE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE VALUE FOR PENETRATION. COMPARABILITY: POTENTIAL MISMATCHES: INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT ARE BASED ON MULTIPLE SOURCES, INCLUDING SOURCES NOT LISTED ON THIS SLIDE.

(social media symbol)
(social media symbol)
(social media symbol)

we are social
(logo) Meltwater

Digital 2024 Greece

30 sur 131EN TÊTE :

JAN MAIN REASONS FOR USING THE INTERNET
2024 PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

TABEAU (BARRES HORIZONTALES BLEUES, DE LONGUEUR VARIÉE SELON LE POURCENTAGE) :

1. FINDING INFORMATION ----- 81.0%
2. FILLING UP SPARE TIME AND GENERAL BROWSING 66.4%
3. KEEPING UP TO DATE WITH NEWS AND EVENTS 64.6%
4. RESEARCHING HOW TO DO THINGS ----- 62.5%
5. STAYING IN TOUCH WITH FRIENDS AND FAMILY ---- 60.1%
6. WATCHING VIDEOS, TV SHOWS OR MOVIES ----- 59.8%
7. FINDING NEW IDEAS OR INSPIRATION ----- 57.3%
8. RESEARCHING PLACES, VACATIONS AND TRAVEL - 56.2%

- 9. ACCESSING AND LISTENING TO MUSIC ----- 55.2%
- 10. RESEARCHING PRODUCTS AND BRANDS ----- 52.1%
- 11. EDUCATION AND STUDY-RELATED PURPOSES -- 44.4%
- 12. RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS 42.0%
- 13. GAMING ----- 37.3%
- 14. ORGANISING DAY-TO-DAY LIFE ----- 29.9%
- 15. BUSINESS-RELATED RESEARCH ----- 26.7%

PIED DE PAGE :

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.

32 Digital 2024 Greece 32 sur 131
JAN 2024

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

MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

Download (MBPS): 69.12

Upload (MBPS): 12.87

Latency (MS): 22

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

Download: +12.6%

Upload: -3.8%

Latency: -4.3%

MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

Download (MBPS): 48.66

Upload (MBPS): 9.12

Latency (MS): 12

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

Download: +13.7%

Upload: +31.0%

Latency: -7.7%

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.

DIGITAL 2024 GREECE 34 sur 131Voici la retranscription textuelle de l'image fournie:

JAN 2024

****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

GREECE

****Chat and Messaging****: 97.7%

****Social Networks****: 96.6%

****Search Engines or Web Portals****: 93.2%

****Maps, Parking, or Location-Based Services****: 63.4%

****Email****: 60.1%

****Weather****: 58.4%

****News****: 52.8%

****Food Takeaway and Delivery****: 48.0%

****Music****: 47.9%

****Entertainment****: 43.4%

****Shopping, Auctions, or Classifieds****: 37.2%

****Travel****: 35.2%

****Games****: 33.3%

****Coupons, Deals, or Price Comparisons****: 28.7%

****Sports****: 27.3%

****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.

****Digital 2024 Greece**** - Page 37 of 131

Icons at the bottom:

- We Are Social
- 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

BROWSER	PERCENTAGE
CHROME	81.7%
SAFARI	5.8%
FIREFOX	4.7%
OPERA	2.6%
SAMSUNG INTERNET	2.5%
EDGE	1.7%
ANDROID	0.6%
OTHERS	0.5%

- ****SOURCE****: STATCOUNTER

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

- ****Digital 2024 Greece**** (Page 38 sur 131)

Visual elements included logos for "we are social" and "Meltwater".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

65.33%

YEAR-ON-YEAR CHANGE
+65.9% (+2,595 BPS)

Laptop and Desktop Computers
31.84%
YEAR-ON-YEAR CHANGE
-45.3% (-2,639 BPS)

Tablet Devices
2.82%
YEAR-ON-YEAR CHANGE
+19.5% (+46 BPS)

Other Devices
0.01%
YEAR-ON-YEAR CHANGE
-75.0% (-3 BPS)

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE (I.E. IN PERCENTAGE OF POINTS) FROM A STARTING VALUE OF 50%. FOR A STARTING VALUE OF 10%, "50%" WOULD EQUAL 5 PTS, NOT 0.1 BTS. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

Digital 2024 Greece	35 sur 131
we are social	Meltwater** JAN 2024**

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

Percentage of total web traffic referred by search engines that originated from each search service

- ****GOOGLE****: 98.9%
- ****BING****: 0.8%
- ****YAHOO!****: 0.2%
- ****DUCKDUCKGO****: 0.05%
- ****YANDEX****: 0.04%
- ****BAIDU****: 0.01%
- ****ECOSIA****: 0.01%
- ****OTHERS****: 0.02%

****SOURCE: Statcounter****

****NOTES:**** Figures represent the number of page view referrals originating from each

service as a percentage of total page view referrals originating from search engines in December 2023. Percentage change values represent relative year-on-year change (i.e., an increase of 20% from a starting value of 50% would equal 60%, not 70%). Values represent basis points, and indicate the absolute change. Figures may not sum to 100% due to rounding.

Digital 2024 Greece, 41 sur 131

Icons representing social media sharing, downloading, and languages options are at the bottom. Logo of "We Are Social" and "Meltwater" on the right lower corner. Bien sûr, voici la retranscription textuelle de l'image:

****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 9£'9"i9ó£	100
02 9£'9"i9ó£	78
03 GOOGLE	64
04 9Ã•:C':c;9 £9r	c
05 YOUTUBE	54
06 FACEBOOK	50
07 TRANSLATE	49
08 NEWSIT	36
09 9f•9Ã'	32
10 CAR	28

# SEARCH QUERY	INDEX vs. TOP QUERY
11 9S™9C—:3•9"£	28
12 SKROUTZ	27
13 : j:“α9ò ~9Sœ9	#`
14 METEO	25
15 9 •9¢	#P
16 METEO	25
17 YAHOO	24
18 SPORT24	23
19 PROTOTHEMA	23
20 GOOGLE TRANSLATE	21

****SOURCE:**** GOOGLE TRENDS. BASED ON SEARCHES CONDUCTED BETWEEN

01 JANUARY 2023 AND 31 DECEMBER 2023.

****NOTES:**** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PROVIDED BY GOOGLE TRENDS AND ARE SHOWN "AS IS" TO ENABLE TRENDS TO REFLECT POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH A LIST OF SEARCH QUERIES, BUT THE INDEX VS. TOP QUERY COLUMN SHOWS RELATIVE SEARCH VOLUME FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE QUERY IN #1 POSITION. ADVISORY: GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MANY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, BOTH FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

Digital 2024 Greece

42 sur 131

we are social

MeltwaterJAN 2024

ACCESSING ONLINE INFORMATION

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

[Icon of a search engine] USE A SEARCH ENGINE (E.G. GOOGLE, BING, DUCKDUCKGO) EACH MONTH - 93.2%

[Icon of a voice assistant] USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK - 6.8%

[Icon of social networks] VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS - 41.9%

[Icon of image search tools] USE IMAGE SEARCH TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH - 28.4%

[Icon of a QR code] SCAN A QR CODE ON A MOBILE PHONE EACH MONTH - 39.1%

[Icon of online translation tools] USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK - 37.5%

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.

Digital 2024 Greece

43 sur 131

we are social / Meltwater**JAN 2024**

****TOP WEBSITES: SEMRUSH RANKING****

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

****GREECE****

#	WEBSITE	TOTAL VISITS (MONTH AVG)	UNIQUE VISITORS (MONTH AVG)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	695 M	36.4 M	2.9	20M
02	YOUTUBE.COM	524 M	24.0 M	5.4	32M
03	FACEBOOK.COM	114 M	14.8 M	2.6	24M
04	PORNHUB.COM	71.1 M	6.79 M	7.8	11M
05	SKROUTZ.GR	68.4 M	11 M	4.0	11M
06	PROTOTHEMA.GR	63.8 M	4.07 M	2.6	14M
07	SDNA.GR	43.6 M	2.04 M	2.9	15M 13S
08	SPORT24.GR	43.3 M	2.64 M	2.5	15M
09	GOOGLE.GR	41.8 M	4.16 M	3.0	14M
10	GAZZETTA.GR	41.1 M	2.96 M	3.2	16M
11	PRONEWS.GR	34.7 M	1.35 M	2.6	12M
12	UBERSEARCH	32.8 M	6.44 M	1.3	13M
13	NEWSIT.GR	32.6 M	2.25 M	2.6	15M 43S
14	WIKIPEDIA.ORG	29.8 M	6.61 M	1.9	10M
15	INSTAGRAM.COM	28.7 M	6.77 M	2.0	20M
16	SPORT-FM.GR	27.8 M	1.62 M	3.3	17M
17	XVIDEOS.COM	27.2 M	3.59 M		13M

37S	8.1				
18	TWITTER.COM	26.8 M	4.64 M	13M	
51S	1.6				
19	METEO.GR	25.7 M	3.20 M	11M 26S	
2.4					
20	XNXX.COM	23.4 M	3.22 M	12M 08S	
8.1					

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. THEY MAY NOT REPRESENT INDIVIDUALS AS SOME PEOPLE MAY USE MULTIPLE DEVICES. VALUES FOUND IN THE AVERAGE VISITS AND AVERAGE USERS BOUND IN THE DOMAINS BELONG THE IDENTIFIABLE SITES. FIGURES SHOWN ARE GLOBAL COMBINED APP AND WEB TRAFFIC SOURCES* - SOME WEBSITES FEATURING IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, HACKING, OR PIRTING CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS. COMPARABILITY: SOURCE METHODOLOGY CHANGES.

Digital 2024 Greece
40 sur 131

We Are Social | Meltwater | françaisVoici la retranscription textuelle de l'image :

JAN 2024
TV CONSUMPTION AND STREAMING
EXPLORING THE TV VIEWING BEHAVIOURS OF INTERNET USERS AGED 16 TO 64

GREECE

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

- **99.5%**

YEAR-ON-YEAR CHANGE IN INTERNET USERS WHO WATCH ANY KIND OF TV

- **+0.3%**

- **+30 BPS**

DAILY TIME THAT INTERNET USERS SPEND WATCHING ANY KIND OF TV

- **3H 07M**

YEAR-ON-YEAR CHANGE IN DAILY TV VIEWING TIME (ALL FORMS OF CONTENT DELIVERY)

- **-2.5%**

- **4 MINS**

INTERNET USERS WHO STREAM TV CONTENT vs. INTERNET USERS WHO WATCH ANY KIND OF TV

- **97.2%**

DAILY TIME SPENT WATCHING TV CONTENT STREAMED OVER THE INTERNET

- **1H 08M**

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT WATCHING STREAMING TV CONTENT

- **1.2%**

- **1 MIN**

TIME SPENT WATCHING STREAMING TV CONTENT AS A PERCENTAGE OF TOTAL TV TIME

- **36.3%**

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

45 sur 131

Digital 2024 Greece 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	390 M	7.78 M	10M 53S	8.5
02	YOUTUBE.COM	137 M	4.74 M	20M 21S	
12.3					
03	FACEBOOK.COM	119 M	4.72 M	12M 14S	
8.9					
04	PROTOTHEMA.GR	39.2 M	3.36 M	6M 43S	
3.6					
05	SKROUTZ.GR	35.1 M	4.02 M	8M 40S	9.5
06	GOOGLE.GR	33.4 M	1.83 M	8M 38S	10.6
07	INSTAGRAM.COM	29.1 M	3.48 M	9M 54S	
11.8					
08	IEFIMERIDA.GR	28.0 M	3.13 M	4M 10S	3.1

09	NEWSBOMB.GR	22.9 M	3.32 M	3M 27S	2.9
10	SPORT24.GR	20.7 M	1.15 M	7M 28S	4.0

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

11	GAZZETTA.GR	19.6 M	1.65 M	7M 42S	4.1
12	WIKIPEDIA.ORG	19.5 M	3.11 M	4M 03S	3.1
13	IN.GR	19.4 M	3.06 M	4M 55S	3.6
14	SDNA.GR	19.1 M	1.47 M	7M 46S	3.8
15	YAHOO.COM	18.5 M	880K	9M 01S	6.1
16	TIKTOK.COM	18.1 M	5.67 M	3M 01S	5.4
17	STOIXIMAN.GR	17.1 M	1.93 M	13M 53S	5.8
18	KATHIMERINI.GR	16.0 M	2.87 M	2M 24S	2.9
19	TWITTER.COM	14.7 M	1.74 M	10M 13S	4.0
20	GSIS.GR	14.4 M	2.42 M	6M 48S	5.3

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 ACCESSING DEVICES, BUT MAY NOT REPRESENT INDIVIDUALS. SOME SITES MAY APPEAR IN MULTIPLE CATEGORIES OR REGIONS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" REPRESENT ESTIMATED VALUES. THE "AVERAGE TIME PER VISIT" VALUE IS CALCULATED FROM THE "TOTAL VISITS" AND "TOTAL TIME ON SITE", THIS VALUE MAY DIFFER FROM THAT PUBLISHED BY SIMILARWEB. SIMILARWEB DOES NOT INCLUDE DATA FOR WEBSITES OR PROPERTIES FOR UNDER 18S. TIMESTAMPS ARE SHOWN IN MINUTES AND SECONDS.

ADVISORY: SOME SITES RATED IN THIS RANKING MAY CONTAIN ADULT CONTENT, MALWARE, MALICIOUS CONTENT, MISINFORMATION OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS.

Digital 2024 Greece we are social
39 sur 131 MeltwaterJAN 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

GREECE

ANY KIND OF VIDEO: 92.9%
YOY: -2.6% (-250 BPS)

MUSIC VIDEO: 52.8%

YOY: -7.7% (-440 BPS)

COMEDY, MEME, OR VIRAL VIDEO: 35.4%

YOY: -2.2% (-80 BPS)

VIDEO LIVESTREAM: 23.7%

YOY: -2.9% (-70 BPS)

TUTORIAL OR HOW-TO VIDEO: 20.4%

YOY: -8.9% (-200 BPS)

EDUCATIONAL VIDEO: 27.9%

YOY: -0.7% (-20 BPS)

PRODUCT REVIEW VIDEO: 21.0%

YOY: -2.8% (-60 BPS)

SPORTS CLIP OR HIGHLIGHTS VIDEO: 24.3%

YOY: -3.6% (-90 BPS)

INFLUENCER VIDEOS AND VLOGS: 10.1%

YOY: -12.9% (-150 BPS)

GAMING VIDEO: 18.1%

YOY: -7.7% (-150 BPS)

SOURCE: GWI (JAN 2024)

FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM/QUOTED](https://www.gwi.com/quoted). NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENTABLE THE CHANGE IN THE NUMBER OF PEOPLE DOING EACH ACTIVITY, ENQUIVALENT TO HOW MUCH AN ONLINE AUDIENCE HAS GROWN OR SHRUNK. e.g. ADDING 1,000 NEW USERS TO A STARTING VALUE OF 10K WOULD REPORT +10%. NOT -750%. "BPS" VALUES REPRESENT BASIS POINTS. AND INDICATE THE ABSOLUTE CHANGE.

COMPARABILITY: METHODOLOGY CHANGES
SEE: NOTES ON DATA

we are social
Meltwater

Digital 2024 Greece
44 sur 131Jan
2024

ONLINE AUDIO

Percentage of internet users aged 16 to 64 who consume each kind of audio content via the internet each week

Greece

Watch or listen to online music videos
52.8%
Year-on-year change
-7.7% (-440 BPS)

Listen to music streaming services
30.4%
Year-on-year change
+7.8% (+220 BPS)

Listen to online radio shows or stations
33.0%
Year-on-year change
-4.9% (-170 BPS)

Listen to podcasts
18.1%
Year-on-year change
+15.3% (+240 BPS)

Listen to audio books
9.2%
Year-on-year change
-3.2% (-30 BPS)

Source: GWI Jan 2024 (Figures represent the findings of a broad survey of internet users aged 16 to 64. See [GWI.com](https://www.gwi.com))

Notes: Year-on-year change values represent the relative change in a percentage of the population. For more detailed notes on the methodology used, please see the Notes on Data slide at the end of this presentation.

Comparability: Methodology changes. See Notes on Data.

Digital 2024 Greece

49 sur 131Voici la retranscription textuelle de l'image :

JAN 2024

MOBILE'S SHARE OF WEB TRAFFIC (YOY)

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

GREECE

Date	Percentage	Change
DEC 2013	5.36%	
DEC 2014	10.64%	+98.5%
DEC 2015	13.64%	+28.2%
DEC 2016	19.85%	+45.5%
DEC 2017	24.78%	+24.8%
DEC 2018	26.76%	+8.0%
DEC 2019	33.62%	+25.6%
DEC 2020	41.25%	+22.7%
DEC 2021	40.36%	-2.2%
DEC 2022	39.38%	-2.4%
DEC 2023	65.33%	+65.9%

SOURCE: Statcounter. **NOTES:** Figures represent the number of web pages served to web browsers running on mobile phones compared with the total number of web pages served to web browsers running on any device. Percentage change values in the white circles represent relative change (e.g., an increase of 20% from a starting value of 50% would equal 60%, not 70%).

wearesocial x Meltwater

Digital 2024 Greece

36 sur 131

Cet extrait présente les statistiques de la part du trafic web provenant de mobiles en Grèce, mesurée annuellement de décembre 2013 à décembre 2023.JAN 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)

94.0%

YEAR-ON-YEAR CHANGE

[UNCHANGED]

GWl.

LAPTOP OR DESKTOP (ANY)

77.0%

YEAR-ON-YEAR CHANGE

+0.5% [+40 BPS]

GWl.

SMART PHONE

91.7%

YEAR-ON-YEAR CHANGE

-0.2% [-20 BPS]

GWl.

FEATURE PHONE

4.1%

YEAR-ON-YEAR CHANGE

-19.6% [-100 BPS]

KETROS.

TABLET DEVICE

37.2%

YEAR-ON-YEAR CHANGE

-11.6% [-490 BPS]

GWl.

PERSONAL LAPTOP OR DESKTOP

70.1%

YEAR-ON-YEAR CHANGE

-2.0% [-140 BPS]

KETROS.

WORK LAPTOP OR DESKTOP

21.9%

YEAR-ON-YEAR CHANGE
-27.2% [-820 BPS]

GWI.

CONNECTED TELEVISION
37.9%
YEAR-ON-YEAR CHANGE
-1.0% [-40 BPS]

GWI.

SMART HOME DEVICE
6.3%
YEAR-ON-YEAR CHANGE
-8.7% [-60 BPS]

GWI.

GAMES CONSOLE
12.6%
YEAR-ON-YEAR CHANGE
+4.1% [+50 BPS]

SOURCE: GWI. 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 COMPUTER. "CONNECTED TELEVISION" INCLUDES ALL FORMS OF INTERNET TV. "VS. 2023" FIGURES REFLECT RELATIVE CHANGE; "(PPS)" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

we are social | wolters kluwer | DIGITAL 2024 GREECE
33 sur 131

anglais-français** 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	MOANA	100

02	ENCANTO	48
03	ELEMENTAL	36
04	AVATAR: THE WAY OF WATER	32
05	HOME ALONE	27
06	BLACK PANTHER: WAKANDA FOREVER	22
07	FROZEN	20
08	GUARDIANS OF THE GALAXY VOLUME 3	19
09	THE LITTLE MERMAID	19
10	AVATAR	18

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

#	TV SHOW NAME	INDEX
01	GREY'S ANATOMY	100
02	MODERN FAMILY	88
03	FAMILY GUY	74
04	BLUEY	66
05	HOW I MET YOUR MOTHER	65
06	CRIMINAL MINDS	45
07	THE MANDALORIAN	21
08	ONLY MURDERS IN THE BUILDING	19
09	THE SIMPSONS	19
10	THE KARDASHIANS	13

****SOURCE**:** FLIXPATROL.COM.

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

****Digital 2024 Greece****

****47 sur 131****

Icons at the bottom: a chart, a magnifying glass, speech bubbles, a chart with bars, a book, two overlapping rectangles, and a flag with the French word "français". Another block of small icons at the bottom right: a folder, a printer, a floppy disk, a document, a printer, and a cloud.

****we are social****

****Meltwater**** JAN 2024

SMART HOME MARKET OVERVIEW

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

NUMBER OF HOMES WITH SMART HOME DEVICES:

461.7 THOUSAND

YEAR-ON-YEAR CHANGE

+19.9% (+77 THOUSAND)

TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET:

\$142.8 MILLION

YEAR-ON-YEAR CHANGE

+30.5% (+\$33 MILLION)

VALUE OF SMART HOME APPLIANCES MARKET:

\$76.44 MILLION

YEAR-ON-YEAR CHANGE

+28.7% (+\$17 MILLION)

VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET:

\$18.86 MILLION

YEAR-ON-YEAR CHANGE

+37.3% (+\$5.1 MILLION)

VALUE OF SMART HOME SECURITY DEVICE MARKET:

\$18.06 MILLION

YEAR-ON-YEAR CHANGE

+31.3% (+\$4.3 MILLION)

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET:

\$12.53 MILLION

YEAR-ON-YEAR CHANGE

+25.0% (+\$2.5 MILLION)

VALUE OF SMART HOME COMFORT & LIGHTING MARKET:

\$11.76 MILLION

YEAR-ON-YEAR CHANGE

+40.0% (+\$3.4 MILLION)

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET:

\$5.10 MILLION

YEAR-ON-YEAR CHANGE

+25.6% (+\$1.0 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK; SEE [STATISTA.COM].

NOTES: "SMART HOME DEVICES" INCLUDE [DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED, MONITORED, AND ACCESSED BY USERS. EXCLUDES ENTERTAINMENT

DEVICES (E.G., SMART TVS). NUMBERS AND CALCULATIONS ARE BASED ON CONVERGENCE ESTIMATIONS IN REGARDS TO DEVICE OPERATING SYSTEM SUPPORT. ESTIMATES INCLUDE SINGLE INSTANCE PURCHASES WITH READING/CONNECTING SMART HOME DEVICES AND HOME DEPOT DEVICE TYPES.

ADDITIONAL DATA SOURCES INCLUDE: FEDERAL STATISTICAL OFFICES, INTERNATIONAL ANALYSIS, STATISTA'S OWN PROBABILITY MODELS. VALUE REFLECTS GROSS REVENUES FOR 2023 IN \$USD MILLIONS. FOR DETAILS, SEE THE BOTTOM OF THE DIGITAL MARKET OUTLOOK PAGE FOR ADDITIONAL DATA SOURCES AND NOTES ON COMPARABILITY. BEST ESTIMATIONS ARE CROSSED WITH THE SAME TIME FRAME UPDATE AS OTHER DEVICES IN THIS [CATEGORY].

Digital 2024 Greece
51 sur 131

Sources: we are social, Meltwater
``JAN 2024

DEVICES USED TO PLAY VIDEO GAMES

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

GREECE

Any Device
87.4%
YOY: +1.3% (+110 BPS)

Smartphone
GWI
59.3%
YOY: -12.5% (-850 BPS)

Laptop or Desktop
38.1%
YOY: -16.3% (-740 BPS)

Games Console
GWI.
30.5%
YOY: +2.3% (+70 BPS)

Tablet
24.0%
YOY: -5.9% (-150 BPS)

Hand-Held Gaming Device
8.5%
YOY: +25.0% (+170 BPS)

Media Streaming Device
GWI.
5.7%
YOY: +54.1% (+200 BPS)

Virtual Reality Headset
5.3%
YOY: -23.2% (-160 BPS)

Source: GWI (Q3 2021 FIGURES REPRESENT THE 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 REPRESENT THE CHANGE IN PERCENTAGE POINTS FROM A STARTING VALUE OF ZERO. WOULD EQUAL 0% INCREMENT, NOT 0PP. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY, METHODOLOGY CHANGES. SEE: NOTES ON DATA.

we are social. Meltwater.

Digital 2024 Greece

50 sur 131
flèche gauche flèche droite maison chaîne loupe flèche vers le bas cadenas langue
françaiseSocial Media

Digital 2024 Greece
55 sur 131
françaisJan 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	THE LORD OF THE RINGS: THE FELLOWSHIP OF THE RING	100
02	THE LORD OF THE RINGS: THE TWO TOWERS	85
03	THE LORD OF THE RINGS: THE RETURN OF THE KING	72
04	CULPA MÍA	54
05	SAMARITAN	42

06	THE HOBBIT: AN UNEXPECTED JOURNEY		39
07	THE TOMORROW WAR	25	
08	THE HOBBIT: THE BATTLE OF THE FIVE ARMIES		24
09	THE HOBBIT: THE DESOLATION OF SMAUG		19
10	DIE HART THE MOVIE	16	

MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO

#	TV SHOW NAME	INDEX
01	THE LORD OF THE RINGS: THE RINGS OF POWER	100
02	TOM CLANCY'S JACK RYAN	62
03	REACHER	56
04	THE BOYS	52
05	THE WHEEL OF TIME	47
06	THE SUMMER I TURNED PRETTY	37
07	CARNIVAL ROW	31
08	GEN V	30
09	CITADEL	26
10	GOOD OMENS	23

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

we are social Meltwater GREECEJAN 2024

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

GREECE

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

23.4%
YOY: -6.4% (-160 BPS)

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

22.1%
YOY: +8.9% (+180 BPS)

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

8.3%

YOY: -19.4% (-200 BPS)

SOURCE: GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM/QUOTE BANK](https://www.gwi.com/quotebank). NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGES IN PERCENTAGES OR PARTS THEREOF; STANDING VALUE OF 50% WOULD EQUAL 64%; NOT 50%. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

DIGITAL 2024 GREECE 53 sur 131

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

** 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	THE GRINCH	100
02	F9	69
03	PAW PATROL: THE MOVIE	69
04	LUTHER: THE FALLEN SUN	66
05	JOHN WICK: CHAPTER 3 – PARABELLUM	59
06	REPTILE	58
07	HUNGER	55
08	GLASS ONION: A KNIVES OUT MYSTERY	55
09	HEART OF STONE	54
10	THE PALE BLUE EYE	51

Most Streamed TV SHOWS on Netflix

#	TV SHOW NAME	INDEX
01	MAESTRO IN BLUE	100
02	THE NIGHT AGENT	96
03	THE WITCHER	93

04	GINNY & GEORGIA	82
05	TERZI	77
06	ONE PIECE	74
07	THE LINCOLN LAWYER	70
08	THE CROWN	70
09	YOU	69
10	LUPIN	67

****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.

****Digital 2024 Greece****
****46 sur 131****
****Ø<ÝìØ<Ý÷****
****français****

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

Jan 2024
ONLINE PRIVACY AND SECURITY
PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR
ONLINE DATA PRIVACY AND SECURITY

<Greece Flag> GREECE

EXPRESS CONCERN ABOUT WHAT IS REAL vs. WHAT IS FAKE ON THE INTERNET
Icon: A head with a question mark
58.9%

WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA
Icon: A lock
45.3%

DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME
Icon: A crossed circle
58.6%

USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME
OF THE TIME
Icon: A shield with a check

37.0%

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

Icon: A hat and glasses

19.0%

Digital 2024 Greece

Sources:

54

Sources: DATA FOR "CONCERNS ABOUT WHAT IS REAL Vs. 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 DATA NEWSREPORT.ORG. DATA FOR ALL OTHER DATA POINTS VIA GWI Jan 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM.

Icons / logos:

- Hootsuite

- we are social

- MeltwaterJAN 2024

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

1. FACEBOOK 83.2%
2. VIBER 82.5%
3. FACEBOOK MESSENGER 79.0%
4. INSTAGRAM 75.6%
5. TIKTOK 52.7%
6. PINTEREST 37.2%
7. X (TWITTER) 33.1%
8. WHATSAPP 30.4%
9. LINKEDIN 22.3%
10. SKYPE 20.1%

SOURCE: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/QUOTATIONS. 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 REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS A GROUNDED

QUESTION. FIGURES SHOWN IN THIS NEW VERSION ARE DERIVED FROM THE LATEST ANSWERS TO AN UPDATED VERSION OF THE QUESTION WHICH DOES NOT INCLUDE YOUTUBE AS AN ANSWER OPTION. WHILE CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN IN SIMILAR CHARTS IN PREVIOUS REPORTS.

we are social
datareportal GWI
Meltwater

Digital 2024 GreeceTMTMTM59 sur 131Voici la retranscription textuelle de l'image :

JAN 2024

MAIN REASONS FOR USING SOCIAL MEDIA PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

Pourcentage des utilisateurs pour chaque raison :

1. KEEPING IN TOUCH WITH FRIENDS AND FAMILY : 62.2%
2. FILLING SPARE TIME : 59.1%
3. READING NEWS STORIES : 54.6%
4. FINDING INSPIRATION FOR THINGS TO DO AND BUY : 37.3%
5. FINDING CONTENT (E.G., ARTICLES, VIDEOS) : 36.0%
6. FINDING PRODUCTS TO PURCHASE : 34.0%
7. SEEING WHAT'S BEING TALKED ABOUT : 30.4%
8. SHARING AND DISCUSSING OPINIONS WITH OTHERS : 24.9%
9. FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS : 24.3%
10. SUPPORTING OR CONNECTING WITH GOOD CAUSES : 23.6%
11. WATCHING LIVE STREAMS : 23.3%
12. WATCHING OR FOLLOWING SPORTS : 22.2%
13. SEEING CONTENT FROM YOUR FAVOURITE BRANDS : 22.1%
14. AVOIDING MISSING OUT ON THINGS (FOMO) : 21.8%
15. WORK-RELATED NETWORKING OR RESEARCH : 20.4%

Source : GWI Jan 2023

Note : Les chiffres représentent la proportion d'utilisateurs d'Internet âgés de 16 à 64 ans qui utilisent les réseaux sociaux ou les applications de messagerie au cours du dernier mois.

Digital 2024 Greece
58 sur 131
58

© we are social
Meltwater

(Note : Image de drapeau de la Grèce présente à droite avec la mention "GREECE")

---JAN 2024

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

(GREECE FLAG IMAGE) GREECE

18 - 24 YEARS OLD

- FEMALE: 9.7%
- MALE: 8.3%

25 - 34 YEARS OLD

- FEMALE: 11.0%
- MALE: 11.7%

35 - 44 YEARS OLD

- FEMALE: 10.6%
- MALE: 10.3%

45 - 54 YEARS OLD

- FEMALE: 9.4%
- MALE: 9.3%

55 - 64 YEARS OLD

- FEMALE: 6.2%
- MALE: 5.7%

65+ YEARS OLD

- FEMALE: 3.9%
- MALE: 3.9%

SOURCES: KEPOS 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. VALUES ARE NOT COMPARABLE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

(Note: Bottom Left Corner)
Digital 2024 Greece 57 sur 131

(Three logos at the bottom right)
we are social, DATAREPORTAL, MeltwaterJAN 2024
AVERAGE ANNUAL REVENUE PER SMART HOME
(AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME IN U.S. DOLLARS)

[Image of the Greek flag]

GREECE

PENETRATION OF SMART HOME DEVICES

11.2%

YEAR-ON-YEAR CHANGE

+19.9% (186 BPS)

ARPU: SPEND ON ALL SMART HOME DEVICES

\$309

YEAR-ON-YEAR CHANGE

+8.9% (\$25.20)

ARPU: SMART HOME APPLIANCES

\$425

YEAR-ON-YEAR CHANGE

+2.7% (\$11.30)

ARPU: SMART HOME CONTROL & CONNECTIVITY DEVICES

\$248

YEAR-ON-YEAR CHANGE

+10.0% (\$22.60)

ARPU: SMART HOME SECURITY DEVICES

\$94.08

YEAR-ON-YEAR CHANGE

+4.8% (\$4.27)

ARPU: SMART HOME ENTERTAINMENT DEVICES

\$68.78

YEAR-ON-YEAR CHANGE

+3.0% (\$2.03)

ARPU: SMART HOME COMFORT & LIGHTING

\$60.31

YEAR-ON-YEAR CHANGE

+12.1% (\$6.53)

ARPU: SMART HOME ENERGY MANAGEMENT

\$28.53

YEAR-ON-YEAR CHANGE

-2.3% (-\$0.66)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK

NOTES: "SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN REMOTELY CONTROLLED, NETWORKED, AUTOMATED AND/OR SERVICED THROUGH THE INTERNET. PENETRATION NUMBERS RELATE TO CONNECTED HOUSEHOLDS AND ARE ADJUSTED TO REMOVE DOUBLE COUNTING, I.E., A SINGLE HOUSEHOLD THAT USES TWO DIFFERENT SMART HOME PRODUCT CATEGORIES STILL COUNTS AS ONE HOUSEHOLD. ARPU = AVERAGE REVENUE PER USER (SPEND PER SMART HOME). FOR 2022 MOU IS CALCULATED BY DIVIDING ANNUAL REVENUES WITH ESTIMATED SMART HOMES (IN MILLIONS). FURTHER INFORMATION: [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets)

COMPARABILITY: BASE CHANGES IN THE USED DATA.

[Logos of Statista, We Are Social, and Meltwater]

Digital 2024 Greece 52 sur 131Voici la retranscription textuelle de l'image :

JAN 2024

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

GREECE

Instagram: 24.6%

Facebook: 22.1%

Viber: 14.2%

****TikTok****: 12.3%
****Facebook Messenger****: 10.2%
****Pinterest****: 2.6%
****X (Twitter)****: 2.6%
****WhatsApp****: 2.1%
****Discord****: 1.2%
****LinkedIn****: 0.9%

****SOURCE****: GWI (Jan 2023) See GWI.com

****NOTES****: Only 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 other options that are not shown on this chart, so values may not sum to 100%. YouTube is not available as an answer to this question in GWI's survey. We report GWI's values for TikTok in China separate as "Douyin". As of this edition, worldwide reporting on user numbers for each platform. Comparability methodology changes. See notes on data.

****Digital 2024 Greece****
60 sur 131

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

---JAN 2024
OVERVIEW OF SOCIAL MEDIA USE
HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES
MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GREECE

NUMBER OF SOCIAL MEDIA USER IDENTITIES
7.40 MILLION

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES
0% [UNCHANGED]

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES
-1.2% -90 THOUSAND

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA

1H 53M YOY: -2 MINS

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH
6.6

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION
71.7%

SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+
76.6%

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET
83.1%

FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES
49.5%

MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES
50.5%

SOURCES:

- ICPOS, ANALYSIS, COMPANY ADVERTISING RESOURCES, DEAL RESEARCH CENTER, CDCR, DMW, GWI Q4 2023. NOTE: AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE.
- ADVISORY: SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS USING POPULATION AND INTERNET USERS. COMPARABILITY: SOURCING AND METHODOLOGY CAN VARY OVER TIME.

56 sur 131

Digital 2024 Greece Jan 2024

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

1. Any kind of social media platform
- 67.4% (YOY: -8.2% (-600 BPS))
2. Social networks
- 41.9% (YOY: -8.7% (-400 BPS))
3. Question & answer sites (e.g. Quora)
- 15.5% (YOY: -7.7% (-130 BPS))

4. Messaging and live chat services
- 7.1% (YOY: -22.0% (-200 BPS))
5. Forums and message boards
- 15.0% (YOY: +8.7% (+120 BPS))
6. Micro-blogs (e.g. X / Twitter)
- 6.6% (YOY: +3.1% (+20 BPS))
7. Vlogs (Blogs in a video format)
- 7.7% (YOY: -1.3% (-10 BPS))
8. Online pinboards (e.g. Pinterest)
- 11.9% (YOY: -7.0% (-90 BPS))

Source: GWI Q3 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 (e.g. Tumblr), vlogs (i.e. blogs recorded in a video format), and online pinboards (e.g. Pinterest). Comparability: Methodology changes. See notes on data.

Digital 2024 Greece
63 sur 131

We Are Social

Meltwater Bien sûr, voici la retranscription textuelle de l'image:

****JAN 2024****

****WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA****

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

(Greece)

****FACEBOOK****

- 88.3%

****INSTAGRAM****

- 4.4%

****PINTEREST****

- 3.9%

****X (TWITTER)****

- 1.7%

****YOUTUBE****

- 1.1%

****REDDIT****

- 0.2%

****TUMBLR****

- 0.1%

****OTHERS****

- 0.2%

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.

****Digital 2024 Greece****

65 sur 131

****we are social****

****Meltwater** JAN 2024**

FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

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

[Image Description: Graph showing the percentage of web traffic referred by Facebook over the years from December 2013 to December 2023 in Greece.]

- DEC 2013: 86.59% (+7.0%)
- DEC 2014: 92.66% (-1.5%)
- DEC 2015: 91.25% (-1.4%)
- DEC 2016: 89.99% (-5.0%)
- DEC 2017: 85.48% (+2.4%)
- DEC 2018: 87.51% (+2.0%)
- DEC 2019: 89.30% (-7.6%)
- DEC 2020: 82.52% (+14.3%)
- DEC 2021: 94.32% (-14.7%)
- DEC 2022: 80.41% (+9.8%)
- DEC 2023: 88.27%

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 to on social platforms, referred on an aggregate of both mobile and desktop devices. Individual shares of mobile and social traffic unavailable, net changes in Facebook's share reflect changes in the performance of other platforms in addition to changes in Facebook's performance.

[Icons and logos at the bottom of the image]

- we are social

- Meltwater

Digital 2024 Greece

66 sur 131 JAN 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

TIKTOK

26H 26M

YOUTUBE

18H 11M

FACEBOOK

15H 42M

INSTAGRAM

14H 45M

X (TWITTER)

6H 22M

SNAPCHAT

4H 51M

WHATSAPP

4H 43M

FACEBOOK MESSENGER

4H 40M

TELEGRAM

2H 21M

LINE
1H 33M

PINTEREST
1H 29M

LINKEDIN
0H 35M

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.

DATAREPORTAL

we are social
Meltwater

Digital 2024 Greece 61 sur 131

françaisJAN 2024

SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

Percentage of social media users aged 16 to 64 who follow each type of account on social media

1. Friends, family, or other people you know - 63.2%
2. Bands, singers, or other musicians - 34.9%
3. Entertainment, memes, or parody accounts - 31.5%
4. Contacts relevant to your work - 30.0%
5. Actors, comedians, or other performers - 29.7%
6. Sports people and teams - 28.0%
7. Restaurants, chefs, or food personalities - 27.4%
8. Companies and brands you purchase from - 27.1%
9. Companies relevant to your work - 24.6%
10. TV shows or channels - 23.2%
11. Companies and brands you're considering purchasing from - 22.4%
12. Influencers or other experts - 22.2%
13. Journalists or news companies - 22.0%
14. Magazines or publications you read - 19.7%
15. Beauty experts - 19.6%

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.

We Are Social

MeltwaterJAN 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
5.00 MILLION

FACEBOOK AD REACH vs. TOTAL POPULATION
48.4%

FACEBOOK AD REACH vs. TOTAL INTERNET USERS
56.2%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH
-8.3%
-450 THOUSAND

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

SHARE: FEMALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH
48.0%

SHARE: MALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH
52.0%

ADOPTION: OVERALL FACEBOOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
58.1%

ADOPTION: FEMALE FACEBOOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
54.0%

ADOPTION: MALE FACEBOOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
62.5%

SOURCES: META ADVERTISING RESOURCES; KEPKA; HELSTAT; NOTE: BASED

ON DIGITAL 2024 PUBLISHED RANGES; GENDER DATA ONLY AVAILABLE FOR “FEMALE” AND “MALE”; SOURCE DATA FOR REACH BY GENDER WAS NOT PUBLISHED FOR THE TOTAL ADVISORY IDENTIFIABLE UNIQUE INDIVIDUALS; DATA-AVAILABLE USERS; BASED ON SOURCES: COMPARABILITY; DIGITAL TRANSFORMATION; ACCURACY; SAME; DIGITAL 2024, RPDR; NIELSEN, META, WE ARE SOCIAL

- we are social
- Meltwater

Digital 2024 Greece
68 sur 131

françaisJAN 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
4.25 MILLION

Instagram Ad Reach vs. Total Population
41.2%
We Are Social

Instagram Ad Reach vs. Total Internet Users
47.7%
Meltwater

Quarter-On-Quarter Change in Reported Instagram Ad Reach
-4.5% -200 THOUSAND
Meltwater

Year-On-Year Change in Reported Instagram Ad Reach
+4.9% +200 THOUSAND

Share: Female Instagram Ad Reach Aged 18+ vs. Overall Instagram Ad Reach Aged 18+
54.1%

Share: Male Instagram Ad Reach Aged 18+ vs. Overall Instagram Ad Reach Aged 18+
45.9%

Adoption: Overall Instagram Ad Reach Aged 18+ vs. Overall Population Aged 18+

49.4%
Meltwater

Adoption: Female Instagram Ad Reach Aged 18+ vs. Female Population Aged 18+
51.7%
We Are Social

Adoption: Male Instagram Ad Reach Aged 18+ vs. Male Population Aged 18+
46.9%

Sources: Meta's Advertising Resources, Kepios Analysis. Notes: Based on the platform's reported range. Gender data only available for "Female" and "Male." Source data for reach figures may not include all of Facebook's various placement options. Metrics may not align with the platform's own addressable audience figures. See notes section for additional information on data coverage and comparability.

Digital 2024 Greece
72 sur 131
français

We Are Social Meltwater
SOCIAL MEDIA PLATFORMS

Digital 2024 Greece - 67 sur 131 - français

[Les icônes de médias sociaux sont Instagram, Facebook, Twitter, Snapchat, LinkedIn, YouTube, Messenger, Pinterest, WhatsApp, et TikTok, disposées dans un cercle orange.]JAN 2024

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

GREECE

TOTAL POTENTIAL REACH OF ADS ON YOUTUBE
7.40 MILLION

YOUTUBE AD REACH vs. TOTAL POPULATION
71.7%

YOUTUBE AD REACH vs. TOTAL INTERNET USERS
83.1%

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

YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH
-1.2% -90 THOUSAND

SHARE: FEMALE YOUTUBE AD REACH AGED 18% vs. OVERALL YOUTUBE AD
REACH AGED 18+
49.5%

SHARE: MALE YOUTUBE AD REACH AGED 18% vs. OVERALL YOUTUBE AD
REACH AGED 18+
50.5%

ADOPTION: OVERALL YOUTUBE AD REACH AGED 18% vs. OVERALL
POPULATION AGED 18+
76.6%

ADOPTION: FEMALE YOUTUBE AD REACH AGED 18% vs. FEMALE POPULATION
AGED 18+
73.3%

ADOPTION: MALE YOUTUBE AD REACH AGED 18% vs. MALE POPULATION AGED
18+
80.1%

Digital 2024 Greece
70 sur 131

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 "users aged 18+"; we therefore report only the share of YuoTube's ad audience aged 18+. Audience reach figures may not represent unique individuals; ad reach numbers may not match the values reported by other sources. varlous issues relating to definitions and reporting (e.g. age thresholds, active usage) may affect audience data; read the complete report for more details. Comparison figures represent the change in YuoTube audience reach data, not changes in registered users. Comparability Warning: Data are not available for all locations, and age and gender data are only available for "users aged 18+"; we therefore report only the share of YuoTube's ad audience aged 18+. Users aged 13 to 17 may make up a signifcation share of YuoTube's advertising audience in some locations.

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

#	SEARCH QUERY	INDEX
01	:3ÿ:ç £9ó¥	100
02	MUSIC	98
03	:Cÿ :3ÿ:ç £9ó¥	87
04	:C;9 "9ó¥9C™9	Â s`
05	SURVIVOR	59
06	SONGS	56
07	9S¥:C¥:s™:3œ9S•9ó™ 9Ã'9c™	36
08	ASMR	35
09	LIGHT	32
10	AEK	32
11	:C;9 "9ó¥9C™9	Â 3
12	MY STYLE ROCKS	32
13	9ó›:Sœ:™9 š9ó£	30
14	MINECRAFT	30
15	GL SHOW	29
16	FORTNITE	28
17	: '9óš	28
18	TIKTOK	26
19	: '9""9"š9	Â #@
20	: ÿ9³¥9£':Cÿ9"š9""	22

SOURCE: GOOGLE TRENDS BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023.

NOTE: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE RETAINED AS-IS TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ENTER WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS.

ADVISORY: GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX" VALUES MENTIONED HERE HAVE BEEN CAREFULLY CONVERTED WITH THE SEARCH VOLUME OF THE TOP QUERY.

ADVISORY: GOOGLE TRENDS USES MULTIPLE SAMPLING, SO DATA AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

GREECE

we are social @Meltwater

Digital 2024 Greece
71 sur 131JAN 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

GREECE

TOTAL POTENTIAL REACH OF ADS ON TIKTOK:
3.84 MILLION

TIKTOK AD REACH vs. TOTAL POPULATION:
37.2%

TIKTOK AD REACH vs. TOTAL INTERNET USERS:
43.1%

QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH:
+14.1% +474 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH:
+27.5% +829 THOUSAND

SHARE: FEMALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+:
50.7%

SHARE: MALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+:
49.3%

ADOPTION: OVERALL TIKTOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+:
44.6%

ADOPTION: FEMALE TIKTOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+:
43.8%

ADOPTION: MALE TIKTOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+:
45.5%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: DOES NOT INCLUDE DUPLICATION. REACH DATA ARE ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL

GENDERS. VALUES BASED ON MIDPOINTS OF ADVERTISED RANGES.
INTERNET USER BASE FROM ITU; SOCIAL MEDIA REACH BASED ON ACTIVE
USERS VALUES FROM KEPISO ANALYSIS. DATA MAY BEAR ARTEFACTS FROM
INFLATION AND ADOPTION IN SYSTEMS REMOVED BY COMPANIES FROM
ACCOUNTS REGULARLY AND ALSO CHANGES IN REPORTING AND
CONFIGURATION COMPARABILITY.

we are social Meltwater

Digital 2024 Greece
73 sur 131

73

françaisJAN 2024

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

(Icon: Facebook Page)

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: ALL POST
TYPES
0.20%

(Icon: Photo Posts)

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: PHOTO
POSTS
0.30%

(Icon: Video Posts)

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: VIDEO POSTS
0.04%

(Icon: Link Posts)

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: LINK POSTS
0.19%

(Icon: Status Posts)

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: STATUS
POSTS
0.28%

(Source section)

69

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.

Greece (Greek flag icon)

Digital 2024 Greece

69 sur 131

(We Are Social logo) we are social (Meltwater logo) Meltwater

(Icons: Navigation, search, print, download, content) 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

(Flag of Greece)
GREECE

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT
1.01 MILLION

SNAPCHAT AD REACH VS. TOTAL POPULATION
9.7%

SNAPCHAT AD REACH VS. TOTAL INTERNET USERS
11.3%

QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH
-50.2% -1.0 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH
+9.8% +90 THOUSAND

SHARE: FEMALE SNAPCHAT AD REACH AGED 18+ VS. OVERALL SNAPCHAT AD REACH AGED 18+
57.7%

SHARE: MALE SNAPCHAT AD REACH AGED 18+ VS. OVERALL SNAPCHAT AD REACH AGED 18+
40.7%

ADOPTION: OVERALL SNAPCHAT AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
8.7%

ADOPTION: FEMALE SNAPCHAT AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
9.7%

ADOPTION: MALE SNAPCHAT AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
7.3%

SOURCES: SNAP ADVERTISING RESOURCES; KEPOS ANALYSIS; NOTES: DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON INDIVIDUALS IF AVAILABLE; DATA ONLY; GENDER DATA ARE ESTIMATES; VALUES FOR FEMALE AND MALE AUDIENCE ARE NOT SUM TO 100% MALE AUDIENCE SHARES TO NON-BINARY PEOPLE; AD REACH DATA MAY NOT REFLECT UNIQUE USERS; THE NUMBER PROFILES; VALUE USED IN CPP CALCULATIONS MAY DIFFER FROM THE VALUE PUBLISHED ABOVE; REGIONAL VALUES MAY NOT SUM TO AN AGGREGATED GLOBAL TOTAL, ALWAYS CHECK INDIVIDUAL SOURCES. (COPYRIGHT: KEPIOS) FOR MORE DETAILED INFO ON METHODOLOGY AND DEFINITIONS, PLEASE REFER TO OUR DETAILED NOTES.

Digital 2024 Greece

76 sur 131

76

...

français

76%

WE ARE SOCIAL
Kepios
Meltwater

D,,8...
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)

GREECE

TOTAL POTENTIAL REACH OF ADS ON MESSENGER
4.45 MILLION

MESSENGER AD REACH vs. TOTAL POPULATION
43.1%

MESSENGER AD REACH vs. TOTAL INTERNET USERS
50.0%

QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH
-7.3%
-350 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH
+2.3%
+100 THOUSAND

SHARE: FEMALE MESSENGER AD REACH AGED 18+ vs. OVERALL MESSENGER
AD REACH AGED 18+
50.0%

SHARE: MALE MESSENGER AD REACH AGED 18+ vs. OVERALL MESSENGER AD
REACH AGED 18+
50.0%

ADOPTION: OVERALL MESSENGER AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+
51.1%

ADOPTION: FEMALE MESSENGER AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+
49.5%

ADOPTION: MALE MESSENGER AD REACH AGED 18+ vs. MALE POPULATION
AGED 18+
52.9%

SOURCES: META ADVERTISING RESOURCES, KEPKA, ELSTAT, NOTES: BASED ON DEMOGRAPHICS OF PUBLICLY PUBLISHED REPORTS. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR EACH PUBLISHED METRIC MAY NOT BE PUBLICLY AUDITABLE. ADVISORY: INTERNET AND SOCIAL MEDIA PLATFORMS PUBLISHING AD AUDIENCE DATA MAY IDENTIFY AS UNIQUE INDIVIDUALS FROM A TOTAL POPULATION AND IDENTIFIED AS MINOR UNTIL THEY REACH A DEFINED AGE AND ADVERTISING CAPABILITIES ON VARIOUS PLATFORMS. AD PLATFORMS' PUBLISHED OR PUBLISHING AD OPTIONS AVAILABLE MAY CARRY PROBLEMS OR RESTRICTIONS. RELATIVE POPULATIONS REFERRED IN EACH AREA MAY CARRY PROVISIONS OR RESTRICTIONS THAT MAY IMPEDE ADDITIONAL USERS OF THE PLATFORM.

COMPARABILITY: H3

Digital 2024 Greece 74 sur 131 français

We Are Social Meltwater JAN 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

GREECE

1. INSTAGRAM - 502.8
2. FACEBOOK - 295.2
3. TIKTOK - 292.6
4. FACEBOOK MESSENGER - 291.1
5. WHATSAPP - 222.4
6. X (TWITTER) - 192.0
7. SNAPCHAT - 185.4
8. YOUTUBE - 143.9
9. TELEGRAM - 124.6
10. LINE - 40.0
11. PINTEREST - 37.4
12. LINKEDIN - 35.5

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 01 JULY AND 30 SEPTEMBER 2023.

Digital 2024 Greece 62 sur 131

Icons at the bottom:

- We are social
- MeltwaterL'image contient les éléments suivants :

1. Un fond de couleur noire.
2. Au centre de l'image, un cercle vert avec une icône de téléphone mobile blanche à l'intérieur.
3. Sous le cercle vert, le mot "MOBILE" est écrit en lettres majuscules de couleur orange.
4. En bas à gauche de l'image, il est écrit "Digital 2024 Greece".
5. En bas au centre, il est indiqué "79 sur 131".
6. En bas à droite, il y a des icônes pour différentes actions (zoom, partage, etc.) ainsi que le mot "français".

Il y a également des flèches blanches sur les côtés gauche et droit de l'image, suggérant la possibilité de naviguer entre différentes diapositives. Bien sûr. Voici la retranscription textuelle de l'image:

**** JAN 2024 ****

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

NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME

**** Greece ****

Q4 2021 | 14.6 M | +0.7%

Q1 2022 | 14.7 M | +1.4%

Q2 2022 | 14.9 M | -0.09%

Q3 2022 | 14.9 M | +0.3%

Q4 2022 | 15.0 M | -0.1%

Q1 2023 | 14.9 M | +0.2%

Q2 2023 | 15.0 M | +0.03%

Q3 2023 | 15.0 M | +0.07%

Q4 2023 | 15.0 M

Source: GSMA Intelligence

Note: Excludes cellular IoT connections. Where letters are shown next to figures above bars: "K" denotes thousands (e.g. "123.1K = 123,000), "M" denotes millions (e.g. "12.34M = 12,340,000), and "B" denotes billions (e.g. "1.23B = 1,230,000,000). Where no letter is present, values are shown as is. Comparability: Base changes. See notes on data.

Digital 2024 Greece

81 sur 131

We Are Social

Meltwater

---Bien sûr, voici la retranscription textuelle de l'image :

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

GREECE

TOTAL POTENTIAL REACH OF ADS ON PINTEREST

Icon: Pinterest logo

2.03 MILLION

PINTEREST AD REACH vs. TOTAL POPULATION

Icon: Group of people

19.6%

QUARTER-ON-QUARTER CHANGE IN REPORTED PINTEREST AD REACH

Icon: Calendar with "90"

0% [UNCHANGED]

YEAR-ON-YEAR CHANGE IN REPORTED PINTEREST AD REACH

Icon: Calendar with "365"

+10.4%

****+190 THOUSAND****

****PINTEREST AD REACH vs. TOTAL INTERNET USERS****

Icon: Globe

****22.8%****

****PINTEREST AD REACH vs. POPULATION AGED 13+****

Icon: Group of people with a "13+" label

****22.1%****

****FEMALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH****

Icon: Female symbol

****71.8%****

****MALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH****

Icon: Male symbol

****22.3%****

****SOURCES:**** PINTEREST ADVERTISING RESOURCES; KEPIOS ANALYSIS.
NOTES: DATA AREN'T AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON
ENDPOINTS OF AVAILABLE DATA ONLY. GENDER DATA ARE ALSO AVAILABLE
FOR 'UNSPECIFIED' SO VALUES FOR 'FEMALE' AND 'MALE' MAY NOT SUM TO
100%. AD REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND
MAY NOT MATCH ACTIVE USER BASE FIGURES REPORTED ELSEWHERE.
DIGITAL 2024 REPORTS ARE BASED ON AD AUDIENCES, NOT USERS.
AUDIENCE GROWTH FIGURES BASED ON AUDIENCE DATA PUBLISHED IN
RESPECTIVE DASHBOARDS, AND MAY INCLUDE SPROUT SOCIAL DATA.
*NCREATES AND REACH CALCULATION BASED PUBLISHED, DIFFERENT
RESEARCH SETTINGS, AND CHANGES IN MEASUREMENT METHODOLOGIES.

****Digital 2024 Greece****

****78 sur 131****

Icons for navigation and download options

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

---JAN 2024

MOBILE APP MARKET OVERVIEW

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

(Greece flag) GREECE

TOTAL NUMBER OF MOBILE APP DOWNLOADS
259.4 MILLION

YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS
-2.5%
-7 MILLION

ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)
\$208.6 MILLION

YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES
+30.3%
+\$49 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 REVENUE FROM ECOMMERCE TRANSACTIONS OR MOBILE ADVERTISING. CONSUMER SPEND FIGURES ARE IN U.S. DOLLARS.

we are social _Meltwater_

Digital 2024 Greece 84 sur 131 françaisJAN 2024

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

Number of cellular mobile connections (excluding IoT)
15.00 million

Number of cellular mobile connections compared with total population
145.3%

Year-on-year change in the number of cellular mobile connections
+0.2% (+28 thousand)

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

97.5%

(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 version uses the chart published in some of our previous reports, featured cellular connection figures that included cellular IoT connections. Figures shown here do not include cellular IoT connections.)

(80)

Digital 2024 Greece 80 sur 131

Additional text and logos:

A Greek flag with text "GREECE" next to it.

Logos - GSMA, we are social, Meltwater.

Language selection: english, français

CQI, zoom options, print, and download icons.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

GREECE

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN
2.40 MILLION

LINKEDIN AD REACH vs. TOTAL POPULATION
23.3%

LINKEDIN AD REACH vs. TOTAL INTERNET USERS
27.0%

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH
+4.3%
+100 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH
+14.3%
+300 THOUSAND

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

REACH AGED 18+
45.5%

SHARE: MALE LINKEDIN AD REACH AGED 18+ vs. OVERALL LINKEDIN AD REACH AGED 18+
54.5%

ADOPTION: OVERALL LINKEDIN AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
27.9%

ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
17.1%

ADOPTION: MALE LINKEDIN AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
21.9%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; GLOBAL ADVERTISERS.
NOTES: VALUES REFER TO REGISTERED "MEMBERS" SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA IS ONLY AVAILABLE FOR USERS AGED 18+.

ADVISORY: MOST METRICS THAT WE INCLUDE IN THIS REPORT RELY ON ACTIVE USERS, BUT AD VALUES COMMONLY REFLECT FYG. WE TURN TO OTHER AD PLATFORMS THAT RELY ON AUDIENCE TARGETING DATA, AS WELL AS GOVERNMENTS AND INTEREST GROUPS for more details on comparing data, read more on differences in data accounts, different base values & comparability in this data section.

we are social
Meltwater

Digital 2024 Greece

75 sur 131

Ø=Ý Ø=ÜÑØ<ßžp

françaisVoici la transcription textuelle de l'image :

![[cône d'un caddie blanc sur fond bleu]

ECOMMERCE

En bas de l'image :

- **Digital 2024 Greece**
- **88 sur 131**

Il y a également des icônes de navigation, de recherche, de partage, etc. **Jan 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 | YouTube | Google
- 2 | Viber | Rakuten
- 3 | Chrome Browser | Google
- 4 | Google | Google
- 5 | Google Maps | Google
- 6 | Facebook | Meta
- 7 | Gmail | Google
- 8 | Facebook Messenger | Meta
- 9 | Instagram | Meta
- 10 | Google Messenger | Google

Mobile Game | Company

--- | ---

- 1 | Roblox | Roblox
- 2 | Stumble Guys | Scopely
- 3 | Words Of Wonders | Fugo
- 4 | Subway Surfers | Tencent
- 5 | Brawl Stars | Tencent
- 6 | Chess.com | Chess.com
- 7 | Clash of Clans | Tencent
- 8 | EA Sports FC™ Mobile 24 Soccer | Electronic Arts
- 9 | Clash Royale | Tencent
- 10 | Candy Crush Saga | Activision Blizzard

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.

Digital 2024 Greece

Page 85 out of 131

JAN 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

GREECE

TOTAL TIME SPENT USING SMARTPHONES EACH DAY

\[Icones du smartphones \]

3H 32M

SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS

\[Icône de médias sociaux \]

33.7%

SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS

\[Icône de divertissement \]

26.9%

SHARE OF SMARTPHONE TIME: UTILITY & PRODUCTIVITY

\[Icône de productivité \]

22.5%

SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)

\[Icône de jeu mobile \]

10.9%

SHARE OF SMARTPHONE TIME: SHOPPING APPS

\[Icône de shopping \]

0.9%

SHARE OF SMARTPHONE TIME: ALL OTHER APPS

\[Icône de toutes autres applications \]

5.0%

SHARE OF SMARTPHONE TIME: WEB BROWSERS & SEARCH ENGINES*

\[Icône de navigateur web \]

12.0%

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 ALIASES COHERENT DATA. NUMBERS MAY NOT MATCH INDIVIDUAL APP TIME EXPENDITURE. * "WEB BROWSERS AND SEARCH ENGINES" IS A SUBCATEGORY OF THE "UTILITY & PRODUCTIVITY" PRIMARY CLASSIFICATION. COMPARABILITY: SIGNIFICANT CHANGES IN THE DEFINITIONS USED FOR EACH APP CATEGORY. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we are social

Meltwater

Digital 2024 Greece
83 sur 131JAN 2024

WEEKLY ONLINE SHOPPING ACTIVITIES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN
SELECTED ECOMMERCE ACTIVITIES EACH WEEK

Purchased a product or service online
59.2%

Ordered groceries via an online store
32.9%

Bought a second-hand item via an online store
6.4%

Used an online price comparison service
32.6%

Used a buy now, pay later service
3.9%

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.

Logo: We Are Social

Logo: Meltwater

Digital 2024 Greece
90 sur 131**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)
- 1.26 million

X AD Reach vs. Total Population
- 12.2%

X AD Reach vs. Total Internet Users
- 14.2%

****Quarter-On-Quarter Change In Reported X AD Reach****

- 43.9% (-988 thousand)

****Year-On-Year Change In Reported X AD Reach****

- 34.5% (+324 thousand)

****Share: Female X AD Reach Aged 18+ vs. Overall X AD Reach Aged 18+****

- 32.3%

****Share: Male X AD Reach Aged 18+ vs. Overall X AD Reach Aged 18+****

- 67.7%

****Adoption: Overall X AD Reach Aged 18+ vs. Overall Population Aged 18+****

- 11.5%

****Adoption: Female X AD Reach Aged 18+ vs. Female Population Aged 18+****

- 7.2%

****Adoption: Male X AD Reach Aged 18+ vs. Male Population Aged 18+****

- 16.2%

Sources: ITU; Advertising resources; Kepios analysis. Notes: Values use midpoints of published ranges, except data are only available for “female” and “male.”

Advisory: Significant variances in the source base audience may limit comparability.

Note: Where possible, published social media audience figures represent reachable ad audiences, not total active users. Monthly active user figures should be considered directionally indicative. Figures include significant assumptions and may require some speculation, particularly for areas where limited and/or no reliable data is available, therefore they are provided for analytical purposes only and no representation is made regarding accuracy or completeness.

Comparability: Data are not comparable with previous reports, or other geographical locations, unless explicitly stated.

****Digital 2024 Greece****

(Page 77 of 131)JAN 2024

APP RANKING: CONSUMER SPEND

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

GREECE

MOBILE APP

COMPANY

01 TIKTOK

BYTEDANCE

02	GOOGLE ONE	GOOGLE
03	DISNEY+	DISNEY
04	TINDER	MATCH GROUP
05	YOUTUBE	GOOGLE
06	LINKEDIN	MICROSOFT
07	FACEAPP	FACEAPP
08	NETFLIX	NETFLIX
09	BADOO	BUMBLE
10	BUMBLE APP	BUMBLE

#	MOBILE GAME	COMPANY
01	COIN MASTER	MOON ACTIVE
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	ROBLOX	ROBLOX
04	GARDENSAPES BY PLAYRIX	PLAYRIX
05	PUBG MOBILE	TENCENT
06	ROYAL MATCH	DREAM GAMES
07	HOMESCAPES	PLAYRIX
08	MATCH MASTERS	CANDIVOFE (Typographical error; should be "CANDIVOREE")
09	STUMBLE GUYS	SCOPELY
10	TOP ELEVEN	TAKE TWO INTERACTIVE

Source: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTES: RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS 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.

Digital 2024 Greece wearesocial.com Meltwater
87 sur 131JAN 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

GREECE

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES
- 90.81%
- YEAR-ON-YEAR CHANGE: +11.7% (+948 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES
- 8.78%
- YEAR-ON-YEAR CHANGE: -50.2% (-886 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES

- 0.32%

- YEAR-ON-YEAR CHANGE: -60.5% (-49 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

- 0.09%

- YEAR-ON-YEAR CHANGE: -59.1% (-13 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 AS WEB PAGES SENT TO DEVICES RUNNING AN OPERATING SYSTEM DEVELOPED BY SAMSUNG (e.g., BADA) ARE INCLUDED IN THE 'SAMSUNG OS' VALUE, WHILE WEB PAGES SENT TO AN APPLE DEVICE RUNNING A DIFFERENT OPERATING SYSTEM ARE MOVED TO 'OTHER'. IF A DATA VALUE IS LESS THAN 0.1%, VALUES ARE ROUNDED DOWN TO THE NEAREST WHOLE PERCENTAGE NUMBER. AND IF THE ABSOLUTE CHANGE IS LESS THAN +/-0.1* THE AVERAGE VALUE OF 50% WOULD EQUAL 50 BPS.

WE ARE SOCIAL

Meltwater

Digital 2024 Greece

82 sur 131

Ø=ÜÄ Ø=Ý Ø=Ý Ø<ÝëØ<Ý÷JAN 2024

APP RANKING: DOWNLOADS

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN 01 JANUARY AND 31 DECEMBER 2023

MOBILE APP

1. TikTok - ByteDance
2. SHEIN - SHEIN
3. Temu - PDD Holdings
4. Winbank App - Piraeus Bank
5. Viber - Rakuten
6. CapCut - ByteDance
7. Instagram - Meta
8. WhatsApp Messenger - Meta
9. e-food.gr - efood
10. Google Maps - Google

MOBILE GAME

1. Block Blast Adventure Master - Hungry Studio
2. Stumble Guys - Scopely
3. Words of Wonders - Fugo
4. Coin Master - Moon Active
5. Roblox - Roblox
6. My Perfect Hotel - SayGames
7. Subway Surfers - Tencent
8. Royal Match - Dream Games
9. Monopoly GO: Family Board Game - Scopely
10. EA Sports FC™ Mobile 24 Soccer - Electronic Arts

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTES: RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023.

(Flag of Greece)

Digital 2024 Greece

Page 86 sur 131

(We Are Social and Meltwater logos)JAN 2024

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

[Image of flag] GREECE

ELECTRONICS
\$760.6 MILLION
YEAR-ON-YEAR CHANGE
+18.2% (\$117 MILLION)

FASHION
\$1.06 BILLION
YEAR-ON-YEAR CHANGE
+17.7% (\$160 MILLION)

FOOD
\$129.8 MILLION
YEAR-ON-YEAR CHANGE
+0.4% (\$500 THOUSAND)

BEVERAGES

\$41.79 MILLION
YEAR-ON-YEAR CHANGE
+3.2% (\$1.3 MILLION)

DIY & HARDWARE
\$165.2 MILLION
YEAR-ON-YEAR CHANGE
-2.7% (-\$4.4 MILLION)

FURNITURE
\$222.1 MILLION
YEAR-ON-YEAR CHANGE
+15.3% (\$29 MILLION)

PHYSICAL MEDIA
\$69.42 MILLION
YEAR-ON-YEAR CHANGE
+10.1% (\$90 THOUSAND)

BEAUTY & PERSONAL CARE
\$265.8 MILLION
YEAR-ON-YEAR CHANGE
+0.2% (\$400 THOUSAND)

TOBACCO PRODUCTS
\$27.21 MILLION
YEAR-ON-YEAR CHANGE
-3.1% (-\$880 THOUSAND)

TOYS & HOBBY
\$89.08 MILLION
YEAR-ON-YEAR CHANGE
+7.6% (\$6.3 MILLION)

HOUSEHOLD ESSENTIALS
\$84.35 MILLION
YEAR-ON-YEAR CHANGE
+12.5% (\$9.4 MILLION)

OVER-THE-COUNTER PHARMACEUTICALS
\$139.8 MILLION
YEAR-ON-YEAR CHANGE
+3.0% (\$4.1 MILLION)

LUXURY GOODS
\$86.51 MILLION

YEAR-ON-YEAR CHANGE
+18.5% (\$14 MILLION)

EYEWEAR
\$27.01 MILLION
YEAR-ON-YEAR CHANGE
+37.5% (\$960 THOUSAND)

Source: Statista Ecommerce Market Site, statista.com. Notes: Figures represent estimates of full-year revenues based on 2023 U.S. dollars, and comparisons with the previous calendar year. These estimates and comparisons only include digital downloads or streaming. Comparability: Significant revisions and major category definition changes.

We Are Social Logo, Meltwater Logo

Digital 2024 Greece

92 sur 131 Bien sûr, voici la retranscription textuelle de l'image fournie :

JAN 2024

TOP GOOGLE SHOPPING SEARCHES

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

| SEARCH QUERY | INDEX vs. TOP QUERY |

---|-----|-----|

01	NIKE	100	
02	IPHONE	45	
03	SKROUTZ	34	
04	JORDAN	32	
05	SAMSUNG	28	
06	ADIDAS	28	
07	: " : Sα:3™9	Â #,	À
08	NIKE AIR	25	
09	AIR FORCE	18	
10	JUMBO	18	

| SEARCH QUERY | INDEX vs. TOP QUERY |

---|-----|-----|

11	SNEAKERS	15	
12	:t" OMI	15	
13	PUBLIC	15	

14	AIR MAX	15	
15	LEGO	14	
16	GUESS	14	
17	SHEIN	12	
18	PS4	12	
19	:cŸ: •9Ã':C'	11	
20	IPHONE 11	11	

SOURCE: GOOGLE TRENDS-BASED ON SHOPPING SEARCHES CONDUCTED ON GOOGLE SEARCH BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. NOTES: ANY LANGUAGE VARIATIONS OR SPELLING ERRORS IN QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS. AND ARE SHOWN 'AS IS' OUR COLUMN SEEKS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ARE LANGUAGE + IN THEIR SEARCH ACTIVITIES. GOOGLE DOESN'T PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE INDEX SCORE PROVIDES AN INDICATION OF EACH QUERY COMBINED WITH THE SEARCH VOLUME OF THE RELATIVE 10 QUERY. ADVISORY: GOOGLE TREND'S USE DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN IF THE SAME TIME PERIOD.

Digital 2024 Greece

94 sur 131

JAN 2024

****ONLINE RIDE-HAILING OVERVIEW****

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

1. ****NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES****

- ****1.90 MILLION****

(Icon: Car)

2. ****YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE USERS****

- ****+2.2%****

- ****+40 THOUSAND****

(Icon: Upward Arrow)

3. ****TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2023)****

- ****\$105.3 MILLION****

(Icon: Dollar Sign)

4. ****YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE RIDE-HAILING BOOKINGS****

- ****+12.3%****

- ****+\$12 MILLION****

(Icon: Circular Arrows)

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

- ****\$55.32****

(Icon: Person with Dollar Sign)

- ****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 bookings of personal driver services (i.e., Uber, Grab) and traditional taxi services, only includes bookings that were 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.

- Flag of Greece (on the top right corner)

- Organizations: We Are Social, Meltwater

- ****Digital 2024 Greece****

- ****Slide 96 sur 131****

- Icons: Home, Print, Magnifying glass, Share, Pane, Download, Language selection (français)Voici la retranscription textuelle de l'image:

****JAN 2024****

****DIGITAL HEALTH TREATMENT & CARE OVERVIEW****

****HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND CARE****

(Icon showing a cross with a heart)

****NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE****
2.69 MILLION

(Icon showing an arrow pointing up)

****YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE****

+5.5%

+140 THOUSAND

(Icon showing a dollar symbol)

****TOTAL ANNUAL VALUE OF THE DIGITAL TREATMENT & CARE MARKET (USD, 2023)****

\$233.8 MILLION

(Icon showing a dollar symbol with an arrow circling it)

****YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL TREATMENT & CARE MARKET****

+5.0%

+ \$11 MILLION

(Icon showing a person holding a dollar symbol)

****AVERAGE ANNUAL VALUE PER USER: DIGITAL TREATMENT & CARE (USD, 2023)****

\$86.92

(Source and notes information in small font at the bottom of the image):

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 THERAPEUTICS. DOES NOT INCLUDE SMARTPHONE ONLINE SOFTWARE. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN US DOLLARS. PERCENTAGE CHANGE VALUES ARE YEAR-ON-YEAR (USAGE GROWTH FIGURES SHOW THE ABSOLUTE CHANGE).
Digital 2024 Greece

(pg 97 from 131)

français

we are social MELTWATER

This is the complete text contained in the image.DIGITAL MARKETING

Digital 2024 Greece 102 sur 131JAN 2024

PAYMENT METHODS USED FOR ECOMMERCE

PERCENTAGE OF ALL B2C ECOMMERCE TRANSACTIONS IN 2022 COMPLETED

USING EACH TYPE OF PAYMENT METHOD

GREECE

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

15.4%

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

56.6%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK
TRANSFERS

12.6%

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

9.4%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO
OTHER PAYMENT METHODS

6.1%

Source: PPRO. Note: Figures represent share of the total number of B2C ecommerce
transactions in 2022.

WE ARE SOCIAL

Meltwater

Digital 2024 Greece 93 sur 131JAN 2024

ONLINE DOCTOR CONSULTATIONS OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION
SERVICES

[Icon: Stethoscope]

NUMBER OF PEOPLE USING ONLINE DOCTOR CONSULTATION SERVICES

190.0 THOUSAND

[Icon: Up and down arrows]

YEAR-ON-YEAR CHANGE IN USERS OF ONLINE DOCTOR CONSULTATION
SERVICES

+11.8%

+20 THOUSAND

[Icon: Dollar sign]

TOTAL ANNUAL VALUE OF ONLINE DOCTOR CONSULTATIONS (USD, 2023)
\$41.07 MILLION

[Icon: Dollar sign with arrows circular]

YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE DOCTOR CONSULTATIONS
+15.6%
+\$5.5 MILLION

[Icon: Person with dollar sign]

AVERAGE ANNUAL VALUE PER USER: ONLINE DOCTOR CONSULTATIONS (USD, 2023)
\$216

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 JANUARY 2024 AND COMPARISONS TO EQUIVALENT VALUES FOR THE
PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS.
PERCENTAGE CHANGE VALUES ARE RELATIVE.

Digital 2024 Greece
de l'image fournie :

98 sur 131

françaisVoici la retranscription textuelle

**** 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 ****

- **** Total: **** 94.9%
- Female: 93.4%
- Male: 96.3%

**** Credit Card Ownership ****

- **** Total: **** 23.2%
- Female: 19.6%
- Male: 26.7%

**** Debit Card Ownership ****

- **** Total: **** 83.0%
- Female: 79.7%
- Male: 86.3%

****Mobile Money Account (E.G., M-PESA, G-CASH)****

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

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

- ****Total:**** 88.1%
- Female: 85.7%
- Male: 90.6%

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

- ****Total:**** 61.3%
- Female: 55.9%
- Male: 66.6%

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

- ****Total:**** 40.6%
- Female: 35.9%
- Male: 45.3%

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

- ****Total:**** 63.4%
- Female: 56.7%
- Male: 70.0%

****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. N/A = no data available. Mobile money accounts only refer to services that require using an independent wallet service directly via a mobile number, such as M-PESA, G-CASH, and Tigo Pesa. Figures for mobile money accounts do not include people who use 'over-the-top' mobile payment services such as Apple Pay, Google Pay, or Samsung Pay.

****Digital 2024 Greece****

****89 sur 131**** JAN 2024

DIGITAL FITNESS & WELL-BEING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING

DEVICES AND SERVICES

[Flag of Greece]
GREECE

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

[icon of a smartwatch]
3.36 MILLION

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

[icon with an arrow pointing upward]
+26.3%
+700 THOUSAND

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

[icon of a dollar sign]
\$140.8 MILLION

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

[icon with recycling arrows]
+29.3%
+\$32 MILLION

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

[icon of a person with a dollar sign]
\$41.97

SOURCE: STATISTA DIGITAL MARKET OUTLOOK, SEE STATISTA.COM

NOTES: INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WEAR, SMART SCALES, FITNESS APPS THAT TRACK PARAMETERS, NUTRITION APPS (E.G. CALORIE COUNTING), AND MEDITATION AND MINDFULNESS APPS. DOES NOT INCLUDE SMART CLOTHING, SMART SUITS, SMART JEWELRY, HEALTH TRACKING APPS (E.G. REMINDERS FOR MEDICINE), OR DEVICES FOR MEASURING CONNECTED HEALTH PARAMETERS WITH THE HELP OF A THIRD PARTY (E.G. DOCTORS). YEAR-ON-YEAR CHANGE REFERS TO A COMPARISON TO EQUIVALENT VALUES FOR THE PREVIOUS YEAR. FINANCIAL VALUES IN MILLIONS OF USD. DOLLAR FIGURES FIXED RATE WILL SHOW ABSOLUTE CHANGE.

[Logos of Statista, Meltwater, We Are Social]

Digital 2024 Greece

99 sur 131Jan 2024

ONLINE TRAVEL AND TOURISM

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

Greece

Flights

\$1.15 BILLION

YEAR-ON-YEAR CHANGE

+34.5% (+\$294 MILLION)

Trains

\$22.52 MILLION

YEAR-ON-YEAR CHANGE

+43.5% (+\$6.8 MILLION)

Car Rentals

\$127.5 MILLION

YEAR-ON-YEAR CHANGE

+18.1% (+\$20 MILLION)

Long-Distance Buses

\$36.19 MILLION

YEAR-ON-YEAR CHANGE

+39.6% (+\$10 MILLION)

Hotels

\$937.3 MILLION

YEAR-ON-YEAR CHANGE

+15.8% (+\$128 MILLION)

Package Holidays

\$612.3 MILLION

YEAR-ON-YEAR CHANGE

+31.6% (+\$147 MILLION)

Vacation Rentals

\$192.0 MILLION

YEAR-ON-YEAR CHANGE

+15.0% (+\$25 MILLION)

Cruises

\$2.59 MILLION
YEAR-ON-YEAR CHANGE
+38.6% (+\$720 THOUSAND)

Source: Statista Digital Market Outlook, Statista Mobility Market Outlook, see [statista.com](https://www.statista.com). Notes: Figures represent estimates of full-year revenues for 2023 in U.S. dollars, and comparisons with equivalent values for the previous calendar year. Values do not include revenues associated with public transport, non-commercial flights, ferries, taxis, ride-sharing, ride-hailing and travel services. Comparability: Base and category definitions changes; figures are not comparable with previous reports.

Digital 2024 Greece 95 sur 131

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

JAN 2024

DIGITAL MEDIA SPEND
FULL-YEAR 2023 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS
(IN U.S. DOLLARS)

Flag of Greece

TOTAL
\$573.9 MILLION
YEAR-ON-YEAR CHANGE
+15.4% (+\$76 MILLION)

VIDEO GAMES
\$234.9 MILLION
YEAR-ON-YEAR CHANGE
+18.8% (+\$37 MILLION)

VIDEO-ON-DEMAND
\$171.3 MILLION
YEAR-ON-YEAR CHANGE
+16.4% (+\$24 MILLION)

EPUBLISHING
\$95.93 MILLION
YEAR-ON-YEAR CHANGE
+10.5% (+\$9.1 MILLION)

DIGITAL MUSIC

\$71.82 MILLION
YEAR-ON-YEAR CHANGE
+9.1% (+\$6.0 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 (UGC). DUE TO
DIFFERENCES IN SOURCE AND CATEGORY DEFINITION CHANCES FIGURES
ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

101 sur 131

Digital 2024 Greece

we are social
Meltwater

---JAN 2024

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 - 44.2%
2. TV ADS - 38.1%
3. WORD-OF-MOUTH - 34.8%
4. SOCIAL MEDIA ADS - 31.9%
5. ADS ON WEBSITES - 30.6%
6. PRODUCT BROCHURES - 28.1%
7. ADS IN MOBILE APPS - 26.7%
8. PRODUCT COMPARISON WEBSITES - 25.6%
9. BRAND WEBSITES - 24.5%
10. PRODUCT SAMPLES OR TRIALS - 21.8%
11. CONSUMER REVIEW SITES - 20.8%
12. EMAILS OR PHYSICAL MAIL - 20.2%
13. TV SHOWS AND FILMS - 20.0%
14. ONLINE VIDEO PRE-ROLL ADS - 17.4%
15. SOCIAL MEDIA COMMENTS - 17.2%

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.

Digital 2024 Greece - 103 sur 131

we are social - Meltwater JAN 2024

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	61.0%
Coupons and Discounts	47.2%
Customer Reviews	41.3%
Simple Online Checkout	40.7%
Easy Returns Policy	39.0%
Cash on Delivery	35.1%
Loyalty Points	32.2%
Guest Checkout	24.3%
Next-Day Delivery	23.7%
Interest-Free Payments	20.4%
Eco-Friendly Credentials	14.0%
Social Likes & Comments	13.8%
Click and Collect	10.7%
Social Buy Buttons	7.5%
Exclusive Content or Services	5.5%

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.

Digital 2024 Greece 91 sur 131 JAN 2024

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

GREECE

63.6%	SEARCH ENGINES
44.6%	CONSUMER REVIEWS
41.9%	SOCIAL NETWORKS
38.5%	PRICE COMPARISON SITES
25.0%	PRODUCT & BRAND WEBSITES
18.0%	BRAND & PRODUCT BLOGS
17.4%	DISCOUNT VOUCHER SITES
16.6%	VIDEO SITES
15.5%	Q&A SITES
15.0%	FORUMS & MESSAGE BOARDS

14.0% SPECIALIST REVIEW SITES
13.1% MOBILE APPS
11.9% ONLINE PINBOARDS
7.1% MESSENGER SERVICES
6.6% MICRO-BLOGS

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.

105

WE ARE SOCIAL
MELTWATER

Digital 2024 Greece

105 sur 131

françaisJAN 2024
SEARCH ADVERTISING OVERVIEW
SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE
OF THE DIGITAL ADVERTISING MARKET

Annual Spend on Online Search Advertising (USD)
\$251.9 MILLION

Year-on-Year Change in Online Search Advertising Spend
+7.4%
+\$17 MILLION

Online Search's Share of Total Digital Advertising Spend
30.1%

Year on-Year Change in Online Search's Share of Total Digital Advertising Spend
-0.8%
-24 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. Percentage change values are based on the preceding 12 months. If a starting value of 100% would equal 60%, not 70%, 35%. Values represent basis points and indicate absolute change. Comparability: Base changes figures are not comparable with previous reports.

109

Digital 2024 Greece
109 sur 131

we are social | Meltwater Bien sûr, voici la retranscription textuelle de l'image :

****JAN 2024****

****PROGRAMMATIC ADVERTISING OVERVIEW****

SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

****GREECE****

****Annual Spend on Programmatic Advertising (USD)****
\$651.9 MILLION

****Year-on-Year Change in Programmatic Advertising Spend (USD)****
+7.5%
+46 MILLION

****Programmatic's Share of Total Digital Advertising Spend****
77.9%

****Year-on-Year Change in Programmatic's Share of Total Digital Advertising Spend****
-0.7%
-54 BPS

Source : Statista Advertising & Media Outlook. See Statista.com. Notes : Figures represents estimates for full year 2024, and comparisons with equivalent values for the previous calendar year. Financial values are in U.S. dollars. Percentage change values are either in an increase of 10% from a starting value of 50% would equal 55%, not 1PP. *BPS* values represents basis points, and indicate absolute change. Comparability : Base changes figures are not comparable with previous reports.

Digital 2024 Greece

108 sur 131

Meltwater we are social### JAN 2024

****ADVERTISING SPEND: TOTAL vs. DIGITAL****

Total ad spend across all channels, with detail for digital ad spend (U.S. dollars, full-year 2023).

GENERAL INFORMATION (COUNTRY: GREECE)

- **Total Ad Spend (Including Online and Offline Channels)**:
\$1.69 BILLION
- **Year-On-Year Change in Total Ad Spend (All Channels)**:
+4.5%
+\$72 MILLION
- **Digital Ad Spend (Including Search and Social Media)**:
\$836.6 MILLION
- **Year-On-Year Change in Digital Ad Spend**:
+8.3%
+\$64 MILLION
- **Digital Ad Spend as a Percentage of Total Ad Spend**:
49.6%

SOURCE

Statista Market Outlooks: See Statista.com. Figures represent estimates for full-year 2023, and comparisons with equivalent values for the previous calendar year. Financial values in U.S. dollars; percentage change values are year-on-year. Advertising spend figures represent the addition of all advertising revenue from attaining value of USD. Notes: Not comparable base currencies and nominal exchange rates. Advertising spend includes advertising activities via both online and offline channels, according to the definition used in the Statista advertising market outlooks. This chart includes a broader variety of channels and activities than the definition used in the Statista digital advertising market outlooks.

FOOTER

- Digital 2024 Greece
- 106 sur 131
- Icons: Home, Share, Search, Download, View Page in FrenchL'image contient les éléments textuels suivants :
- "MORE INFORMATION" (en jaune).
- "Digital 2024 Greece" (en blanc, en bas à gauche).
- "113 sur 131" (en blanc, au centre en bas).
- "français" (en blanc, en bas à droite).JAN 2024

SOCIAL MEDIA ADVERTISING OVERVIEW

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

GREECE

ANNUAL SPEND ON SOCIAL MEDIA ADVERTISING (USD)
\$310.5 MILLION

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA ADVERTISING SPEND
+5.8%
+17 MILLION

SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
37.1%

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
-2.3%
-86 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. Percentage change values are based on an increase of 86BPS from a starting value of 39.4% would equal 40.2%, not 79%. "BPS" values represent basis points, and indicate absolute change. Comparability. Base changes figures are not comparable with previous reports.

Digital 2024 Greece

110 sur 131

We are social
Kepios
Meltwater