

Meltwater

Why do marketers use social listening?  
according to Meltwater's State of Social Media 2024

55%

To better understand my target audience

43%

To manage brand reputation

34%

To raise brand awareness

30%

To benchmark against competitors

29%

To gather and analyze consumer insights

23%

To identify and manage crises

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

Meltwater

State of Social Media 2024

Download the report

Digital 2024 The Russian Federation  
FEDERATION\*\*

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Overview of the adoption and use of connected devices and services

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

- **\*\*144.2 million\*\***

- Year-on-Year Change: **\*\* -0.3%\*\*** / **\*\* -500 thousand\*\***

- Urbanisation: **\*\*75.5%\*\***

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

- **\*\*219.8 million\*\***

- Year-on-Year Change: **\*\* -2.0%\*\*** / **\*\* -4.6 million\*\***

- Total vs. Population: **\*\*152.5%\*\***

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

- **\*\*130.4 million\*\***
- Year-on-Year Change: **\*\*0.3%\*\*** / **\*\*452 thousand\*\***
- Total vs. Population: **\*\*90.4%\*\***

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

- **\*\*106.0 million\*\***
- Year-on-Year Change: **\*\*0%\*\*** [UNCHANGED]
- Total vs. Population: **\*\*73.5%\*\***

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

UN; Government Authorities; GSMA Intelligence; ITU; Eurostat; CIA World Factbook; Local News Media; Statista; Internet World Stats; Ookla; Akamai; Netcraft; SimilarWeb; World Bank; Local Government Authorities; Social Media Platforms; GlobalWebIndex; We Are Social Analysis.

Produced by: We Are Social & Meltwater

\*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.\*Voici la transcription textuelle de l'image:

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**\*\*We are Social\*\***

**\*\*Think Forward\*\***

**\*\*THE SOCIAL RECKONING\*\***

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

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

**\*\*Attention layering\*\***

**\*\*EVERYDAY RANDOM\*\***

**\*\*Mischief Mode\*\***

**\*\*The Offline Internet\*\***

**\*\*Post Representation\*\***

Explore the trends: **\*\*ThinkForward.WeAreSocial.com\*\***

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**\*\*français\*\***

**\*\*QR Code\*\* JAN 2024**

## POPULATION ESSENTIALS DEMOGRAPHICS AND OTHER KEY INDICATORS

THE RUSSIAN FEDERATION (drapeau de la Russie)

TOTAL POPULATION  
144.2 MILLION

FEMALE POPULATION  
53.6%

MALE POPULATION  
46.4%

YEAR-ON-YEAR CHANGE IN TOTAL POPULATION  
-0.3%  
-500 THOUSAND

MEDIAN AGE OF THE POPULATION  
39.4

URBAN POPULATION  
75.5%

POPULATION DENSITY (PEOPLE PER KM<sup>2</sup>)  
8.8

OVERALL LITERACY (ADULTS AGED 15+)  
99.9%

FEMALE LITERACY (ADULTS AGED 15+)  
99.9%

MALE LITERACY (ADULTS AGED 15+)  
99.9%

SOURCES: KEPOS ANALYSIS. UNITED NATIONS. LOCAL GOVERNMENT AUTHORITIES. WORLD BANK. UNESCO. CIA WORLD FACTBOOK. OUR WORLD IN DATA. INDEMNDE. KNOMAD.

Logos: we are social, Meltwater six icônes

JAN 2024

POPULATION OVER TIME

POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

Image contains a bar chart showing the population of Russia over time:

- JAN 2014: 144 M (+0.2%)
- JAN 2015: 144 M (+0.3%)
- JAN 2016: 145 M (+0.3%)
- JAN 2017: 145 M (+0.2%)
- JAN 2018: 146 M (+0.10%)
- JAN 2019: 146 M (+0.03%)
- JAN 2020: 146 M (-0.2%)
- JAN 2021: 145 M (-0.5%)
- JAN 2022: 145 M (-0.03%)
- JAN 2023: 145 M (-0.3%)
- JAN 2024: 144 M (-0.3%)

In smaller text:

"SOURCES: UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; KEPOS ANALYSIS. NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, 'K' DENOTES THOUSANDS (E.G. '123K' = 123,000), 'M' DENOTES MILLIONS (E.G. '12.34 M' = 12,340,000), 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."

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At the bottom right, logos of "we are social" and "Meltwater".Jan 2024

AGE DISTRIBUTION OF THE POPULATION

The number of people in each age group, and associated share of the population

7.41 M<sup>TM</sup> 5.0%<sup>TM</sup> Age 0-4  
9.08 M' 6.3%<sup>TM</sup> Age 5-9  
8.99 M' 6.2%<sup>TM</sup> Age 10-14  
7.82 M' 5.4%<sup>TM</sup> Age 15-19  
7.24 M' 5.0%<sup>TM</sup> Age 20-24  
7.53 M' 5.2%<sup>TM</sup> Age 25-29

10.5 M' 7.3%<sup>TM</sup>Age 30-34  
 12.7 M' 8.8%<sup>TM</sup>Age 35-39  
 11.6 M' 8.0%<sup>TM</sup>Age 40-44  
 10.3 M' 7.2%<sup>TM</sup>Age 45-49  
 9.31 M' 6.3%<sup>TM</sup>Age 50-54  
 8.51 M' 5.9%<sup>TM</sup>Age 55-59  
 9.84 M' 6.8%<sup>TM</sup>Age 60-64  
 8.65 M' 6.0%<sup>TM</sup>Age 65-69  
 6.61 M' 4.6%<sup>TM</sup>Age 70-74  
 3.53 M' 2.4%<sup>TM</sup>Age 75-79  
 2.42 M' 1.7%<sup>TM</sup>Age 80-84  
 1.70 M' 1.2%<sup>TM</sup>Age 85-89  
 563 K' " ãBY" vR " Ó"@  
 159 K' " ã Y" vR "RÓ"•  
 149 K' "Ã ã Y" vR °

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 letters are shown next to values. B denotes billions (e.g. 1.2B = 1,200,000,000), M denotes millions (e.g. 1.2M = 1,200,000). And K denotes thousands (e.g. 1.2K = 1,200). Where no letter is present, values are shown as is. Comparability: source changes and base revisions. Figures may not compare with values published in older editions.

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

THE RUSSIAN FEDERATION (drapeau de la Russie)

GROSS DOMESTIC PRODUCT (CURRENT U.S. DOLLARS)  
 \$1.86 TRILLION

GROSS DOMESTIC PRODUCT (PPP, CURRENT INTERNATIONAL DOLLARS)  
 \$5.06 TRILLION

GROSS DOMESTIC PRODUCT PER CAPITA (CURRENT U.S. DOLLARS)  
 \$13.0 THOUSAND

GROSS DOMESTIC PRODUCT PER CAPITA (PPP, CURRENT INTERNATIONAL  
 DOLLARS)  
 \$35.3 THOUSAND

NET NATIONAL INCOME PER CAPITA (CURRENT U.S. DOLLARS)  
\$9,032

PERCENTAGE OF THE POPULATION EARNING LESS THAN \$3.65 (2017, PPP)  
PER DAY  
0.3%

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC DRINKING WATER  
97.1%

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC SANITATION  
89.4%

PERCENTAGE OF THE POPULATION WITH ACCESS TO ELECTRICITY  
100%

PERCENTAGE OF THE POPULATION THAT OWNS A MOBILE PHONE (ANY TYPE)  
99.4%

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 RATES

\* BASIC DRINKING WATER: PERCENTAGE OF THE POPULATION USING  
DRINKING WATER FROM AN IMPROVED SOURCE; FOR MORE DETAILED  
DEFINITIONS AND METHODOLOGIES, PLEASE REFER TO THE LATEST  
PUBLISHED WORLD BANK SOURCES AVAILABLE AT:

WORLD BANK LINK | IMF LINK | HOUSEHOLD COMPARISONS: FIGURES USE  
LATEST PUBLISHED VALUES | INTERNATIONAL COMPARISONS: FIGURES MAY  
NOT MATCH VALUES SHOWN ELSEWHERE IN THIS REPORT.

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We Are Social (logo)

Meltwater (logo)\*\*JAN 2024 DEVICE OWNERSHIP\*\*

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

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

- 98.3%

- Year-on-Year Change: +0.3% (+30 BPS)

\*\*SMART PHONE\*\*

- 96.9%
- Year-on-Year Change: +0.5% (+50 BPS)

**\*\*FEATURE PHONE\*\***

- 15.0%
- Year-on-Year Change: -18.0% (-330 BPS)

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

- 75.0%
- Year-on-Year Change: -3.8% (-300 BPS)

**\*\*TABLET DEVICE\*\***

- 25.5%
- Year-on-Year Change: -8.6% (-240 BPS)

**\*\*GAMES CONSOLE\*\***

- 10.4%
- Year-on-Year Change: -1.0% (-10 BPS)

**\*\*SMART WATCH OR SMART WRISTBAND\*\***

- 26.6%
- Year-on-Year Change: +4.7% (+120 BPS)

**\*\*TV STREAMING DEVICE\*\***

- 5.8%
- Year-on-Year Change: +9.4% (+50 BPS)

**\*\*SMART HOME DEVICE\*\***

- 10.8%
- Year-on-Year Change: +50.0% (+360 BPS)

**\*\*VIRTUAL REALITY DEVICE\*\***

- 1.4%
- Year-on-Year Change: +7.7% (+10 BPS)

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**\*\*SOURCE\*\***: GWI Jan 2023 (figures represent the findings of a broad survey of internet users aged 16 to 64; see GWI.COM)

**\*\*NOTE\*\***: Percentage change values represent relative change (i.e. an increase of 50% from a starting value of 200 would equal 300, not 400). 'BPS' values represent basis points, and indicate absolute change. **\*\*COMPARABILITY\*\***: Methodology changes. See notes on data.

**\*\*FLAG\*\***: THE RUSSIAN FEDERATION

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**\*\*BRAND ICONS\*\***: We Are Social, Meltwater

**\*\*PAGE BUTTONS\*\***: Home, Back, Forward, Grid, Language

**\*\*LANGUAGE\*\***: françaisJAN 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

### THE RUSSIAN FEDERATION

#### TIME SPENT USING THE INTERNET

8H 21M

YEAR-ON-YEAR CHANGE +4.8% (+23 MINS)

#### TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)

3H 08M

YEAR-ON-YEAR CHANGE +1.9% (+3 MINS)

#### TIME SPENT USING SOCIAL MEDIA

2H 21M

YEAR-ON-YEAR CHANGE +4.1% (+5 MINS)

#### TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)

0H 51M

YEAR-ON-YEAR CHANGE -4.0% (-2 MINS)

#### TIME SPENT LISTENING TO MUSIC STREAMING SERVICES

0H 52M

YEAR-ON-YEAR CHANGE -1.7% (<1 MIN)

#### TIME SPENT LISTENING TO BROADCAST RADIO

0H 43M

YEAR-ON-YEAR CHANGE -0.6% (-1 MIN)

#### TIME SPENT LISTENING TO PODCASTS

0H 25M

YEAR-ON-YEAR CHANGE +6.6% (+1 MIN)

#### TIME SPENT USING A GAMES CONSOLE

0H 33M

YEAR-ON-YEAR CHANGE +9.2% (+2 MINS)



SOURCE: GWI Q4 2023

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## # MEDIA USE

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

1. **\*\*USING THE INTERNET VIA A MOBILE PHONE\*\***

- 96.2%
- YEAR-ON-YEAR CHANGE
- +0.7% (+66 BPS)

2. **\*\*USING THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET\*\***

- 97.8%
- YEAR-ON-YEAR CHANGE
- -0.2% (-18 BPS)

3. **\*\*USING SOCIAL MEDIA\*\***

- 93.6%
- YEAR-ON-YEAR CHANGE
- -0.03% (-3 BPS)

4. **\*\*WATCHING LINEAR AND BROADCAST TV\*\***

- 79.7%
- YEAR-ON-YEAR CHANGE
- -3.1% (-254 BPS)

5. **\*\*WATCHING STREAMING AND ON-DEMAND TV\*\***

- 52.5%
- YEAR-ON-YEAR CHANGE
- -4.8% (-262 BPS)

6. **\*\*READING ONLINE PRESS CONTENT\*\***

- 61.8%
- YEAR-ON-YEAR CHANGE
- -6.3% (-413 BPS)

7. **\*\*READING PHYSICAL PRESS CONTENT\*\***

- 37.1%
- YEAR-ON-YEAR CHANGE
- -13.2% (-566 BPS)

8. **\*\*LISTENING TO BROADCAST RADIO\*\***

- 51.3%
- YEAR-ON-YEAR CHANGE

- -5.8% (-317 BPS)

9. **\*\*LISTENING TO MUSIC STREAMING SERVICES\*\***

- 39.1%
- YEAR-ON-YEAR CHANGE
- -3.1% (-125 BPS)

10. **\*\*LISTENING TO PODCASTS\*\***

- 36.9%
- YEAR-ON-YEAR CHANGE
- -4.0% (-154 BPS)

**\*\*SOURCE:\*\*** GWI Q4 2023 (FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64). **\*\*GWI.COM\*\***, NOTES: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE, NOT ABSOLUTE CHANGE, COMPARED WITH EQUIVALENT DATA REPORTED IN GWI'S JANUARY 2023 REPORT. FOR EXAMPLE, A VALUE OF -10% WOULD INDICATE AN ABSOLUTE CHANGE VALUE 10 PERCENT LOWER THAN THE FIGURE PUBLISHED IN THE JANUARY 2023 REPORT. A FIGURE OF +10% WOULD INDICATE A VALUE 10 PERCENT HIGHER THAN THE FIGURE PUBLISHED IN OUR JANUARY 2023 REPORT. YEAR-ON-YEAR CHANGES SUM THE TOTAL FOR 'WATCHING LINEAR AND BROADCAST TV' DOES NOT SPECIFY THE TIME PERIOD IN WHICH RESPONDENTS WATCHED TV. YEAR-ON-YEAR SUM IS AGGREGATE FOR ALL RESPONDENTS WHO REPORT EACH ACTIVITY, NOT THE TOTAL INTERNET USER POPULATION. DATA ONLY INCLUDES SURVEY RESPONDENTS AGED 16 TO 64 WHO SAY THEY SPENT CONSUMING EACH MEDIA TYPE, AND MAY DIFFER FROM RANKINGS OF FIGURES REPORTED ELSEWHERE IN THIS REPORT.

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OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

TOTAL NUMBER OF INTERNET USERS

130.4 MILLION

INTERNET USERS vs. TOTAL POPULATION

90.4%

YEAR-ON-YEAR CHANGE IN TOTAL INTERNET USERS

-0.3%

-452 THOUSAND

YEAR-ON-YEAR CHANGE IN INTERNET USERS vs. POPULATION

0%  
[UNCHANGED]

INDEXED INTERNET ADOPTION vs. GLOBAL AVERAGE  
136.7

PERCENTAGE OF INTERNET USERS ACCESSING VIA MOBILE PHONES  
95.1%

AVERAGE DAILY TIME SPENT USING THE INTERNET  
8H 21M

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT USING THE INTERNET  
+4.8%  
+23 MINS

SOURCES:  
KPEOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; CIA WORLD  
FACTBOOK; GWI; KANTAR & BMMA; LOCAL GOVERNMENT AUTHORITIES;  
UNITED NATIONS; TIME SPENT AND MOBILE SHARE DATA FROM GWI Q4 2023  
BASED ON BROAD SURVEY OF INTERNET USERS AGED 16 TO 64.

SEE GWI.COM/ADVISORY FIGURES FOR INTERNET USER GROWTH MAY UNDER-  
REPRESENT ACUTAL TRENDS. SEE NOTES ON DATA COMPARABILITY, SOURCE  
AND BASE CHANGES.

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Ø=ÜÎØ=Ý Ø=Ý Ø=ÜäØ=ÜâØ=Ý"Ø=ÜËJAN 2024  
INTERNET USER PERSPECTIVES  
INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

THE RUSSIAN FEDERATION

INTERNET USERS: ITU  
130.4 MILLION  
vs. POPULATION  
90.4%

INTERNET USERS: CIA WORLD FACTBOOK  
132.0 MILLION  
vs. POPULATION

91.5%

INTERNET USERS: INTERNETWORLDSTATS  
124.6 MILLION  
vs. POPULATION  
86.4%

SOURCES: AS STATED ABOVE EACH ICON. NOTE: WHEN SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. 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 USER VS. POPULATION. COMPARABILITY: POTENTIAL MISMATCHES IN INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT DATE FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT LISTED ON THIS SLIDE.

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DAILY TIME SPENT USING THE INTERNET  
AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY

THE RUSSIAN FEDERATION

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES  
8H 21M

TIME SPENT USING THE INTERNET ON MOBILE PHONES  
3H 56M

TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS  
4H 24M

MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME  
47.2%

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.

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INTERNET ADOPTION RATE OVER TIME (YOY)

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

The Russian Federation

70.5%

JAN 2014

-0.6%

70.1%

JAN 2015

+4.3%

73.1%

JAN 2016

+4.0%

76.0%

JAN 2017

+6.4%

80.9%

JAN 2018

+2.2%

82.6%

JAN 2019

+2.8%

85.0%

JAN 2020

+3.8%

88.2%

JAN 2021

+2.5%

90.4%  
JAN 2022  
0%

90.4%  
JAN 2023  
0%

90.4%  
JAN 2024  
0%

Sources: Kepios analysis, ITU, GSMA Intelligence, Eurostat, Google's Advertising Resources, GEMIC, Kantar IBRiM, Government Resources, United Nations | Notes: (a) data is not reported for a specific people, we use data from the most recent reported period); (b) data may be published on different date; due to this time lag, alongside internet adoption, the combination analysis includes internet users number but some figures could be more recent than others); (c) comparable figures show the relative changed in internet adoption - the same reference period as the figures stated or shown; (d) similar sources for data; all figures use the latest available data, but some sources might not fully published updated data, so figures should be considered approximate).

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we are social % MeltwaterBien sûr, voici la transcription textuelle de l'image :

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**JAN 2024**
**INTERNET USE OVER TIME (YOY)**
**NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR
CHANGE**
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|      | **JAN 2014** | **JAN 2015** | **JAN 2016** | **JAN 2017** | **JAN 2018** |
**JAN 2019** | **JAN 2020** | **JAN 2021** | **JAN 2022** | **JAN 2023** | **JAN
2024** |
|-----|-----|-----|-----|-----|-----|-----|
|-----|-----|-----|-----|
| **M** | **102 M** | **101 M** | **106 M** | **110 M** | **118 M** | **120
M** | **124 M** | **128 M** | **131 M** | **131 M** | **130 M** |
| **%** | **0.4%** | **4.6%** | **4.3%** | **6.6%** | **2.3%** |
**2.9%** | **3.6%** | **2.0%** | **0.03%** | **0.3%** |
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**SOURCES:**
KFGPS ANALYSIS; ITU; GSMA INTELLIGENCE; RUSSIAN GOVERNMENT
RESOURCES; CINNO; KANTAR IMAO; GOVERNMENT RESOURCES; UNITED
```

NATIONS. NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE, KEY DEFINITIONS CORRESPOND AS FOLLOWS: "I": "12" x 243,000, ex: 12 x (243,000,000) = 2.9 I = 2.9(243000000). Figures shown in this report are EQUIVALENT estimates, when a "+" (positive change) and "-" (negative change). All figures use the latest available data, but some sources do not publish regular updates. So figures for each period may represent an actual value. See NOTES ON DATA.

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MAIN REASONS FOR USING THE INTERNET

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

THE RUSSIAN FEDERATION

FINDING INFORMATION - 82.4%

KEEPING UP TO DATE WITH NEWS AND EVENTS - 65.6%

STAYING IN TOUCH WITH FRIENDS AND FAMILY - 64.6%

WATCHING VIDEOS, TV SHOWS OR MOVIES - 63.5%

RESEARCHING HOW TO DO THINGS - 51.9%

ACCESSING AND LISTENING TO MUSIC - 48.7%

MANAGING FINANCES AND SAVINGS - 43.9%

FINDING NEW IDEAS OR INSPIRATION - 43.5%

FILLING UP SPARE TIME AND GENERAL BROWSING - 40.6%

RESEARCHING PRODUCTS AND BRANDS - 40.1%

GAMING - 34.2%

RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS - 32.0%

EDUCATION AND STUDY-RELATED PURPOSES - 31.1%

RESEARCHING PLACES, VACATIONS AND TRAVEL - 29.0%

ORGANISING DAY-TO-DAY LIFE - 23.7%

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

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INTERNET CONNECTION SPEEDS

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

[The Russian Federation flag]

### MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

- Download (Mbps): 23.97
- Upload (Mbps): 8.32
- Latency (ms): 33

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

- Download: +10.3%
- Upload: +4.1%
- Latency: 0%

### MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

- Download (Mbps): 84.74
- Upload (Mbps): 90.40
- Latency (ms): 4

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

- Download: +12.8%
- Upload: +11.3%
- Latency: 0%

SOURCE: OOKLA. NOTE: Figures represent median download and upload speeds in megabits per second, and median connection latency in milliseconds in November 2023. TIP: A negative value for year-on-year change in latency represents an improvement because lower latency should result in faster content delivery.

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[Logos: we are social, Meltwater]\*\* 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)\*\*



- \*\*95.1%\*\*
- YEAR-ON-YEAR CHANGE
- \*\*+3.3% (+300 BPS)\*\*
  
- \*\*LAPTOP OR DESKTOP (ANY)\*\*
- \*\*77.1%\*\*
- YEAR-ON-YEAR CHANGE
- \*\*-3.5% (-280 BPS)\*\*
  
- \*\*SMART PHONE\*\*
- \*\*93.6%\*\*
- YEAR-ON-YEAR CHANGE
- \*\*+3.5% (+320 BPS)\*\*
  
- \*\*FEATURE PHONE\*\*
- \*\*3.9%\*\*
- YEAR-ON-YEAR CHANGE
- \*\*+30.0% (+90 BPS)\*\*
  
- \*\*TABLET DEVICE\*\*
- \*\*16.7%\*\*
- YEAR-ON-YEAR CHANGE
- \*\*-5.1% (-90 BPS)\*\*
  
- \*\*PERSONAL LAPTOP OR DESKTOP\*\*
- \*\*69.0%\*\*
- YEAR-ON-YEAR CHANGE
- \*\*-8.0% (-600 BPS)\*\*
  
- \*\*WORK LAPTOP OR DESKTOP\*\*
- \*\*24.4%\*\*
- YEAR-ON-YEAR CHANGE
- \*\*-1.2% (-30 BPS)\*\*
  
- \*\*CONNECTED TELEVISION\*\*
- \*\*24.0%\*\*
- YEAR-ON-YEAR CHANGE
- \*\*+3.9% (+90 BPS)\*\*
  
- \*\*SMART HOME DEVICE\*\*
- \*\*8.8%\*\*
- YEAR-ON-YEAR CHANGE
- \*\*+66.0% (+350 BPS)\*\*
  
- \*\*GAMES CONSOLE\*\*
- \*\*4.7%\*\*

- YEAR-ON-YEAR CHANGE

- \*\*+9.3% (+40 BPS)\*\*

\*\*SOURCE:\*\* GWI Q3 2023 (FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64; SEE GWI.COM). \*\*NOTES:\*\*  
'MOBILE PHONE (ANY)' INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR FEATURE PHONE. 'LAPTOP OR DESKTOP (ANY)' INCLUDES USERS WHO ACCESS VIA THEIR OWN, WORK OR OTHER LAPTOP OR DESKTOP COMPUTER. 'CONNECTED TV' INCLUDES ACCESS VIA ANY DEVICE THAT USES THE MAIN SCREEN IN THE HOUSEHOLD. PERCENTAGE CHANGE VALUES FIGURES REFLECT RELATIVE CHANGE; 'BPS' VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE. \*\*COMPARABILITY:\*\*  
METHODOLOGY CHANGES SEE NOTES ON DATA.

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

THE RUSSIAN FEDERATION

MOBILE PHONES

42.30%

YEAR-ON-YEAR CHANGE

+10.1% (+387 BPS)

LAPTOP AND DESKTOP COMPUTERS

56.53%

YEAR-ON-YEAR CHANGE

-6.3% (-379 BPS)

TABLET DEVICES

1.15%

YEAR-ON-YEAR CHANGE

-7.3% (-9 BPS)

OTHER DEVICES

0.01%

YEAR-ON-YEAR CHANGE

[MINIMAL]

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN LIE IN A NUMBER OF BPS FROM A STARTING VALUE OF 50%. FROM A STARTING VALUE OF 50%, AN INCREASE OF 100BPS WOULD EQUAL 60%. NOTE (1): 'BPS' VALUES REPRESENT BASIS POINTS. AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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

[Graph with bars representing different percentages]

- DEC 2013: 7.36% (+137%)
- DEC 2014: 17.47% (-29.8%)
- DEC 2015: 12.26% (+33.5%)
- DEC 2016: 16.37% (+28.9%)
- DEC 2017: 21.10% (-6.4%)
- DEC 2018: 19.76% (+18.1%)
- DEC 2019: 23.34% (+11.2%)
- DEC 2020: 25.95% (+39.4%)
- DEC 2021: 36.17% (+6.2%)
- DEC 2022: 38.43% (+10.1%)
- DEC 2023: 42.30%

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 200% FROM A STARTING VALUE OF 20% WOULD EQUAL 60%, NOT 220%).

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TOP TYPES OF WEBSITES VISITED AND APPS USED

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

THE RUSSIAN FEDERATION	
CHAT AND MESSAGING	93.1%
SOCIAL NETWORKS	89.2%
SEARCH ENGINES OR WEB PORTALS	71.1%
EMAIL	65.9%
WEATHER	63.1%
MUSIC	43.1%
NEWS	42.6%
SHOPPING, AUCTIONS, OR CLASSIFIEDS	34.0%
GAMES	29.9%
MAPS, PARKING, OR LOCATION-BASED SERVICES	28.3%
ENTERTAINMENT	23.4%
MOBILITY SERVICES (E.G. RIDE-HAILING, BIKE HIRE)	20.1%
BOOKS	18.7%
REVIEWS	13.7%
SPORTS	12.7%

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

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

THE RUSSIAN FEDERATION

- CHROME: 49.6%
- YANDEX BROWSER: 22.0%
- SAFARI: 11.5%
- OPERA: 7.4%
- EDGE: 4.5%

- FIREFOX: 3.4%
- SAMSUNG INTERNET: 1.0%
- OTHERS: 0.7%

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

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Icones de téléchargement, impression et partage de la page

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

YANDEX 69.8%  
GOOGLE 28.1%  
BING 1.4%  
YAHOO! 0.3%  
BAIDU 0.2%  
DUCKDUCKGO 0.1%  
AOL 0.01%  
OTHERS 0.1%

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

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

- Use a search engine (e.g., Google, Bing, DuckDuckGo) each month
- 71.1%

- Use voice assistants (e.g., Siri, Google Assistant) to find information each week  
- 12.2%
- Visit social networks to look for information about brands and products  
- 41.3%
- Use image search tools (e.g., Google Lens, Pinterest Lens) on mobile each month  
- 12.6%
- Scan a QR code on a mobile phone each month  
- 37.6%
- Use online tools to translate text into different languages each week  
- 23.1%

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

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WATCHING ONLINE VIDEO CONTENT

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

The Russian Federation

ANY KIND OF VIDEO

85.1%

YOY: -2.4% (-210 BPS)

MUSIC VIDEO

35.3%

YOY: +0.9% (+30 BPS)

COMEDY, MEME, OR VIRAL VIDEO

24.1%

YOY: -1.2% (-30 BPS)

VIDEO LIVESTREAM

8.6%

YOY: -18.1% (-190 BPS)

TUTORIAL OR HOW-TO VIDEO

23.1%  
YOY: -9.1% (-230 BPS)

EDUCATIONAL VIDEO  
17.0%  
YOY: -13.3% (-260 BPS)

PRODUCT REVIEW VIDEO  
19.8%  
YOY: +12.5% (+220 BPS)

SPORTS CLIP OR HIGHLIGHTS VIDEO  
4.7%  
YOY: -13.0% (-70 BPS)

INFLUENCER VIDEOS AND VLOGS  
10.4%  
YOY: -13.3% (-160 BPS)

GAMING VIDEO  
13.8%  
YOY: -6.1% (-90 BPS)

SOURCE: GWI Q4 2023 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 OF POP. FROM A STARTING VALUE OF 0 PCT. YOY WOULD EQUAL 0% "BPS" VALUE PRESENTS BASIS POINTS AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY, METHODOLOGY CHANGES. SEE NOTES ON DATA.

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

THE RUSSIAN FEDERATION

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

01	GOOGLE.COM	4.35 B	198 M	21 M 41	
S	3.3				
02	YANDEX.RU	2.31 B	173 M	14 M 36 S	
2.2					
03	YOUTUBE.COM	2.05 B	144 M	35 M 45	
S	5.4				
04	VK.COM	1.41 B	126 M	25 M 07 S	
4.3					
05	DZEN.RU	573 M	80.0 M	17 M 22 S	
2.6					
06	MAIL.RU	555 M	107 M	19 M 39 S	
2.4					
07	OZON.RU	359 M	72.9 M	15 M 32 S	
5.7					
08	WIKIPEDIA.ORG	339 M	71.7 M	12 M 16	
S	2.0				
09	ANIMEGO.ORG	300 M	26.4 M	11 M 45	
S	3.9				
10	PIKABU.RU	286 M	26.2 M	32 M 07 S	
3.3					
#   WEBSITE   TOTAL VISITS (MONTHLY AVG)   UNIQUE VISITORS (MONTHLY AVG)   AVERAGE TIME PER VISIT   AVERAGE PAGES PER VISIT --- ----- ----- ----- ----- ----- -----					
11	AVITO.RU	251 M	49.1 M	22 M 10 S	
4.5					
12	GISMETEO.RU	225 M	23.6 M	06 M 47	
S	2.4				
13	WILDBERRIES.RU	218 M	36.9 M	24 M 04	
S	3.5				
14	XVIDEOS.COM	208 M	28.8 M	13 M 21	
S	8.9				
15	YA.RU	192 M	32.3 M	14 M 30 S	
2.7					
16	FICBOOK.NET	171 M	46.5 M	43 M 29	
S	5.9				
17	T.ME	167 M	59.9 M	12 M 02 S	1.4
18	PORNHUB.COM	163 M	28.6 M	10 M 45	
S	3.5				
19	KINOPOISK.RU	155 M	46.9 M	14 M 03	
S	2.5				
20	JUT.SU	146 M	15.5 M	45 M 33 S	
3.6					

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 PEOPLE BUT MAY NOT REPRESENT INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES. SOME WEBSITES FOLLOWED ENDING IN ".NET" ARE INCLUDED. FIGURES BEING HIGHER THAN 8.6 BILLION ONLINE USERS GLOBALLY ALSO INCLUDE AUTOMATED WEB BROWSING BY CRAWLING APPS AND BROWSER BOTS. SEMRUSH'S DATA VOLUME MAY CONTAIN ABOUT CONTENT INFRAMES. MARKS OF OTHER SITES; READERS SHOULD AVOID VISITING UNKNOWN DOMAINS. COMPARABILITY: SOURCE METHODOLOGY CHANGES.

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TOP GOOGLE SEARCHES

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

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	Aô A4 AD	100
02	Bô AD Aα!	40
03	Aô B A\$ AD'A,,	26
04	A\$	23
05	A4 Ar	•
06	Bä"B4	19
07	A A,, "Aâ	•
08	AÔ A\$ B "A,	p
09	Aô B A\$ AB	@
10	Aô A4 AD At A\$"B	14

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	Aô Bt"A	
12	Aα B "A	
13	Aä Aä	11
14	AÄ A"	9
15	Aα#B ! AD A´ A A	€
16	B AT A AÔ	8
17	Aä AÔ Aα A !B A,, A,	p
18	A,, B +	7
19	A\$ A´ AT A,,!	7
20	A4 B #B B4 A,	`

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. NOTE: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PROVIDED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS". TO ENABLE READERS TO

IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS, GOOGLE DOES NOT, THEREFORE, CORRECT THESE ERRORS. THE 'INDEX vs. TOP QUERY' COLUMN SHOWS THE RELATIVE SEARCH VOLUME OF EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADDITIONALLY, GOOGLE TRENDS USES DYNAMIC SAMPLING, SO BOTH RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED FOR THIS SAME SEARCH QUERY AND TIME PERIOD.

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TOP WEBSITES: SIMILARWEB RANKING

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

## THE RUSSIAN FEDERATION

#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	AVERAGE	
TIME	AVERAGE				
	(MONTH AVG.)	(MONTH AVG.)	PER VISIT	PAGES	
		PER VISIT			
01	YANDEX.RU	3.02 B	1.06 M	9M 33S	9.4
02	GOOGLE.COM	1.81 B	72.0 M	8M 51S	6.6
03	YOUTUBE.COM	1.76 B	55.4 M	18M 59S	11.3
04	DZEN.RU	1.26 B	10.7 M	9M 04S	4.8
05	TURBOPAGES.ORG	1.09 B	321 M	11M 2S	3.5
06	VK.COM	1.02 B	44.7 M	13M 12S	16.0
07	MAIL.RU	983 M	70.3 M	7M 54S	6.1
08	OK.RU	423 M	23.3 M	11M 33S	12.5
09	YA.RU	394 M	30.1 M	4M 4S	3.6
10	AVITO.RU	350 M	32.0 M	11M 33S	11.0

#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	AVERAGE	
TIME	AVERAGE				
	(MONTH AVG.)	(MONTH AVG.)	PER VISIT	PAGES	
		PER VISIT			
11	OZON.RU	349 M	58.5 M	8M 12S	11.7
12	WILDBERRIES.RU	340 M	37.3 M	11M 30S	12.4
13	GISMETEO.RU	201 M	18.5 M	2M 49S	2.7
14	MARKETYANDEX.RU	177 M	32.2 M	5M 54S	9.1
15	WIKIPEDIA.ORG	155 M	25.5 M	4M 36S	3.5
16	KINOPOISK.RU	151 M	37.0 M	4M 0S	4.3
17	RBC.RU	146 M	20.4 M	4M 45S	3.4
18	PIK.ABU.RU	130 M	17.9 M	7M 31S	7.6
19	PINTEREST.COM	126 M	59.3 M	4M 39S	4.5

20	GOOGLE.RU	119 M	11.6 M	6M 48S	10.4
----	-----------	-------	--------	--------	------

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 the number of unique individuals as some people may use multiple devices or browsers. Values for "total visits" show monthly averages based on engagement data. All sites are rounded to the nearest integer for readability purposes. Average time per visit is shown in minutes and seconds. ADVISORY: Some sites featured in this ranking may contain adult content, viruses, malware or offensive content. Readers should avoid visiting unknown domains.

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```JAN 2024

ONLINE AUDIO

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

WATCH OR LISTEN TO ONLINE MUSIC VIDEOS

35.3%

YEAR-ON-YEAR CHANGE

+0.9% (+30 BPS)

LISTEN TO MUSIC STREAMING SERVICES

17.9%

YEAR-ON-YEAR CHANGE

-2.2% (-40 BPS)

LISTEN TO ONLINE RADIO SHOWS OR STATIONS

16.1%

YEAR-ON-YEAR CHANGE

-1.8% (-30 BPS)

LISTEN TO PODCASTS

10.0%

YEAR-ON-YEAR CHANGE

+12.4% (+110 BPS)

LISTEN TO AUDIO BOOKS

13.7%

YEAR-ON-YEAR CHANGE

-0.7% (-10 BPS)

SOURCE: GWI JAN 2024 (FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: YEAR-ON-YEAR CHANGE VALUES REPRESENT THE RELATIVE CHANGE IN A PERCENTAGE OF BPS FROM A STARTING VALUE OF 0%. N01/9238. \*BPS VALUES REPRESENT THE ABSOLUTE CHANGE IN BASIS POINTS. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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\*\* JAN 2024 \*\*

\*\*TV CONSUMPTION AND STREAMING\*\*

\*\*Exploring the TV viewing behaviours of internet users aged 16 to 64\*\*

\*\*THE RUSSIAN FEDERATION\*\*

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- \*\*PERCENTAGE OF INTERNET USERS WHO WATCH ANY KIND OF TV EACH MONTH\*\*

- Icon: Green TV
- 92.0%

---

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

- Icon: Orange TV with down arrow
- -3.7%
- -350 BPS

---

- \*\*DAILY TIME THAT INTERNET USERS SPEND WATCHING ANY KIND OF TV\*\*

- Icon: Red clock
- 3H 08M

---

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

- Icon: Blue clock with up arrow
- +1.9%
- +3 MINS

---

- \*\*INTERNET USERS WHO STREAM TV CONTENT VS. INTERNET USERS WHO WATCH ANY KIND OF TV\*\*

- Icon: Red TV with play button
- 82.7%

---

- \*\*DAILY TIME SPENT WATCHING TV CONTENT STREAMED OVER THE INTERNET\*\*

- Icon: Blue clock with play button
- 1H 02M

---

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

- Icon: Green TV with up arrow
- +7.6%
- +4 MINS

---

- \*\*TIME SPENT WATCHING STREAMING TV CONTENT AS A PERCENTAGE OF TOTAL TV TIME\*\*

- Icon: Orange scale
- 33.1%

---

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

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**\*\*Page navigation icons\*\*** (\_e.g., home, search, download, captions, settings, etc.\_)  
**\*\*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**

**\*\*ANY DEVICE\*\***

80.6%

YOY: +11.4% (+110 BPS)

**\*\*SMARTPHONE\*\***

56.1%

YOY: +6.5% (+340 BPS)

**\*\*LAPTOP OR DESKTOP\*\***

58.4%

YOY: -3.5% (-210 BPS)

**\*\*GAMES CONSOLE\*\***

12.4%

YOY: +27.8% (+270 BPS)

**\*\*TABLET\*\***

10.7%

YOY: +21.6% (+190 BPS)

**\*\*HAND-HELD GAMING DEVICE\*\***

3.0%

YOY: +25.0% (+60 BPS)

**\*\*MEDIA STREAMING DEVICE\*\***

1.7%

YOY: +30.8% (+40 BPS)

**\*\*VIRTUAL REALITY HEADSET\*\***

1.7%

YOY: +21.4% (+30 BPS)

\*Source: GWI Q4 2023. 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 100. “YoY%” values represent basis points, and indicate the absolute changes. Comparability: Methodology changes. See notes on data.\*

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## **SMART HOME MARKET OVERVIEW**

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

Number of Homes with Smart Home Devices

5.54 million

Year-on-Year Change +22.3% (+1.01 million)

Total Annual Value of the Smart Home Devices Market

\$1.78 billion

Year-on-Year Change +43.4% (+\$538 million)

Value of Smart Home Appliances Market

\$963.2 million

Year-on-Year Change +42.9% (+\$289 million)

Value of Smart Home Control & Connectivity Device Market

\$189.2 million

Year-on-Year Change +50.9% (+\$64 million)

Value of Smart Home Security Device Market

\$214.2 million

Year-on-Year Change +42.9% (+\$64 million)

Value of Smart Home Entertainment Device Market

\$174.7 million

Year-on-Year Change +38.4% (+\$49 million)

Value of Smart Home Comfort & Lighting Market

\$117.1 million

Year-on-Year Change +52.6% (+\$40 million)

Value of Smart Home Energy Management Market

\$119.8 million

Year-on-Year Change +36.9% (+\$32 million)

Source: Statista Digital Market Outlook, see [statista.com](https://www.statista.com)

Note: 'Smart Home Device' digitally connected and controlled home devices that can be remotely controlled, monitored, and accessed via the internet, smartphones, and tablets. The market connects services and products together to create a network that connects users to their homes.

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Icons' sources:  
Statista, Keytoe, Noun Project

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

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

10.4%  
YOY: +1.0% (+10 BPS)

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

14.8%  
YOY: +33.3% (+370 BPS)

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

2.7%  
YOY: -25.0% (-90 BPS)

Source: GWI (Q4 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See [gwi.com/notes](https://gwi.com/notes). Notes: "YOY" figures represent year-on-year change. Percentage change values in this report are calculated as the increase or decrease in percentage points. For example, an increase from 45% to 47% would be a +2pp increase, not +4%. "BPS" values represent basis points, and indicate the absolute change.

Comparability: Methodology changes. See notes on data.

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



## ONLINE DATA PRIVACY AND SECURITY

### THE RUSSIAN FEDERATION

- EXPRESS CONCERN ABOUT WHAT IS REAL VS. WHAT IS FAKE ON THE INTERNET  
[N/A]
- WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA  
25.5%
- DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME  
21.6%
- USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME OF THE TIME  
30.4%
- USE A VIRTUAL PRIVATE NETWORK (VPN) TO ACCESS THE INTERNET AT LEAST SOME OF THE TIME  
37.5%

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 18-65 | DIGITALNEWSREPORT.ORG | DATA FOR ALL OTHER DATA POINTS VIA GWI Q3 2023 | FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64 SEE GWI.COM

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AVERAGE ANNUAL REVENUE PER SMART HOME  
(AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS))  
THE RUSSIAN FEDERATION

\*\* Penetration of Smart Home Devices \*\*

9.2%

Year-on-Year Change: +21.3% (+162 BPS)

\*\* ARPU: Spend on All Smart Home Devices \*\*

\$321

Year-on-Year Change: +17.3% (+\$47.40)

\*\* ARPU: Smart Home Appliances \*\*

\$288

Year-on-Year Change: +9.9% (+\$25.90)

\*\* ARPU: Smart Home Control & Connectivity Devices \*\*

\$142

Year-on-Year Change: +17.2% (+\$20.80)

\*\* ARPU: Smart Home Security Devices \*\*

\$74.08

Year-on-Year Change: +9.2% (+\$6.23)

\*\* ARPU: Smart Home Entertainment Devices \*\*

\$124

Year-on-Year Change: +11.2% (+\$12.50)

\*\* ARPU: Smart Home Comfort & Lighting \*\*

\$38.64

Year-on-Year Change: +19.0% (+\$6.18)

\*\* ARPU: Smart Home Energy Management \*\*

\$51.66

Year-on-Year Change: +3.4% (+\$1.72)

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

NOTE: "SMART HOME" DEVICES INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED, VOICE ASSISTANTS AND CLOUD SERVICES THAT ENABLE THESE IOT CONNECTIONS. NUMBERS REFER TO CONNECTED IOT DEVICES AND SUBSERVICES LOCATED IN OR ATTACHED TO THE HOME AS A COMMUNITY, SUCH AS INTERNALLY USED FEATURES AND APPLIANCES. COMPARABILITY: BASE CHANGES IN STATISTA DIGITAL MARKET OUTLOOK SOURCES FOR 2023 AND 2024. NUMBERS DO NOT INCLUDE SMARTPHONE FUNCTIONS.

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Icons and logos: we are social, Meltwater, statista``

JAN 2024

MAIN REASONS FOR USING SOCIAL MEDIA

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

## THE RUSSIAN FEDERATION

KEEPING IN TOUCH WITH FRIENDS AND FAMILY - 55.6%  
FILLING SPARE TIME - 40.5%  
READING NEWS STORIES - 36.4%  
FINDING CONTENT (E.G., ARTICLES, VIDEOS) - 32.0%  
AVOIDING MISSING OUT ON THINGS (FOMO) - 27.1%  
FINDING PRODUCTS TO PURCHASE - 25.5%  
SEEING CONTENT FROM YOUR FAVOURITE BRANDS - 21.2%  
FINDING INSPIRATION FOR THINGS TO DO AND BUY - 16.5%  
FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS - 15.4%  
MAKING NEW CONTACTS - 12.5%  
SEEING WHAT'S BEING TALKED ABOUT - 12.2%  
SHARING AND DISCUSSING OPINIONS WITH OTHERS - 12.2%  
FOLLOWING CELEBRITIES OR INFLUENCERS - 11.9%  
WATCHING LIVE STREAMS - 11.3%  
WORK-RELATED NETWORKING OR RESEARCH - 9.8%

Source: GWI Q3 2021 figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Note: Figures represent the share of internet users aged 16 to 64 who report using at least one social media or messenger platform in the past month. Comparability, methodology changes: see Notes on Data.

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

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

**\*\*OVERVIEW OF SOCIAL MEDIA USE\*\***

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

---

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

Icon: Speech bubble with three dots

- **\*\*106.0 MILLION\*\***

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

---

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

Icon: Calendar with "90"

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

**\*\*SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+\*\***

---

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

Icon: Calendar with "365"

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

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

---

**\*\*AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA\*\***

Icon: Clock

- **\*\*2H 21M YOY: +5 MINS\*\***

---

**\*\*AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH\*\***

Icon: Squares with a plus sign

- **\*\*4.8\*\***

---

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

Icon: Female symbol

- **\*\*54.8%\*\***

---

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

Icon: Male symbol

- **\*\*45.2%\*\***

---

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

\*ICONS: ANALYSIS; COMPANY ADVERTISING RESOURCES; GWI (URL); RESEARCH CENTER; WE ARE SOCIAL (2023). NOTE: AVERAGE NUMBER OF PLATFORMS USED INCLUDES DATA FOR YOUTUBE.\*

**\*\*ADVISORY: SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COVERAGE INCLUDES DATA FOR PLATFORMS THAT FACILITATE SOCIAL ...**

"Excl." (EXCLUDING). SEE NOTES ON DATA.\*

\*Digital 2024 The Russian Federation\* – \*53 sur 118\*

Icons/Logos: **\*\*we are social\*\*** | **\*\*Meltwater\*\***

**\*\*53\*\***

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\*(Note: Some text is truncated due to the image cropping.)\*

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Does this help? Jan 2024

MOST USED SOCIAL MEDIA PLATFORMS  
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM  
EACH MONTH

(Flag of Russia)  
THE RUSSIAN FEDERATION

WHATSAPP: 74.5%  
TELEGRAM: 72.7%

VK: 71.1%  
TIKTOK: 41.9%  
ODNOKLASSNIKI: 40.0%  
VIBER: 30.1%  
INSTAGRAM: 22.7%  
PINTEREST: 14.0%  
SKYPE: 10.2%  
DISCORD: 7.9%

SOURCE: GWI (Q3 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM) NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING. CAUTION ADVISED WHEN COMPARING DATA (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 SURVEY RESPONSE). CHANGES TO SURVEY QUESTION MEANS THAT THESE FIGURES ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN IN SIMILAR CHARTS IN PREVIOUS REPORTS.

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(Various icons at the bottom: document, magnifying glass, LinkedIn, Facebook, Twitter, printer, PowerPoint)

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## 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

The Russian Federation

YOUTUBE: 38H 51M  
TIKTOK: 31H 47M  
TELEGRAM: 9H 22M  
INSTAGRAM: 9H 03M  
WHATSAPP: 8H 15M  
PINTEREST: 2H 23M  
FACEBOOK: 1H 54M  
X (TWITTER): 1H 35M

FACEBOOK MESSENGER: 1H 10M  
SNAPCHAT: 1H 04M  
LINKEDIN: 0H 13M  
LINE: 0H 12M

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

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## 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

### THE RUSSIAN FEDERATION

- TELEGRAM 27.5%
- VK 22.0%
- WHATSAPP 16.2%
- TIKTOK 8.8%
- ODNOKLASSNIKI 7.5%
- INSTAGRAM 4.3%
- VIBER 2.8%
- PINTEREST 2.1%
- DISCORD 0.9%
- SKYPE 0.3%

SOURCE: GWI (Q3 2023) SEE BELOW NOTES.

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 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 SEPARATELY AS 'DOUYIN', AS PER BYTADANCE'S SEPARATE REPORTING OF USER NUMBERS FOR EACH PLATFORM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

(Various icons: a downward-pointing arrow, an image icon, a double arrow icon, a bubble icon, a floppy disk icon, and a language setting icon labeled "français")

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## MONTHLY SOCIAL MEDIA APP SESSIONS

AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S ANDROID APP OPEN THE RESPECTIVE APP EACH MONTH

### THE RUSSIAN FEDERATION

|                    |       |
|--------------------|-------|
| WHATSAPP           | 465.7 |
| TELEGRAM           | 359.1 |
| YOUTUBE            | 290.0 |
| TIKTOK             | 288.7 |
| INSTAGRAM          | 137.7 |
| PINTEREST          | 63.3  |
| FACEBOOK MESSENGER | 45.6  |
| X (TWITTER)        | 36.2  |
| SNAPCHAT           | 27.0  |
| FACEBOOK           | 26.1  |
| LINKEDIN           | 10.4  |
| LINE               | 9.8   |

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.

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## SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

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



## THE RUSSIAN FEDERATION

- 55.5% Friends, family, or other people you know
- 26.1% Entertainment, memes, or parody accounts
- 25.2% Bands, singers, or other musicians
- 17.0% Actors, comedians, or other performers
- 16.9% Contacts relevant to your work
- 13.9% TV shows or channels
- 13.8% Companies and brands you purchase from
- 12.9% Companies relevant to your work
- 11.9% Restaurants, chefs, or food personalities
- 11.8% Companies and brands you're considering purchasing from
- 10.9% Beauty experts
- 10.7% Journalists or news companies
- 10.1% Magazines or publications you read
- 8.8% Travel writers and companies
- 8.3% Sports people and teams

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

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JAN 2024

WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBPAGES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)

[The Russian Federation Flag]

THE RUSSIAN FEDERATION

- PINTEREST: 29.2%
- YOUTUBE: 24.7%
- VKONTAKTE: 21.1%
- FACEBOOK: 14.9%
- TUMBLR: 3.2%
- X (TWITTER): 2.7%
- REDDIT: 2.1%
- OTHERS: 2.1%

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 ARISING FROM THE AVAILABLE SELECTION OF SOCIAL PLATFORMS IN DECEMBER 2023.

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**\*\* 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\*\***

**\*\*The Russian Federation\*\*** (drapeau russe)

**\*\*ANY KIND OF SOCIAL MEDIA PLATFORM\*\***

- 59.5%

- YOY: -3.3% (-200 BPS)

**\*\*SOCIAL NETWORKS\*\***

- 41.3%

- YOY: -1.7% (-70 BPS)

**\*\*QUESTION & ANSWER SITES (E.G. QUORA)\*\***

- 10.0%

- YOY: +1.0% (+10 BPS)

**\*\*MESSAGING AND LIVE CHAT SERVICES\*\***

- 3.3%

- YOY: -8.3% (-30 BPS)

**\*\*FORUMS AND MESSAGE BOARDS\*\***

- 11.1%
- YOY: -8.3% (-100 BPS)

**\*\*MICRO-BLOGS (E.G. X / TWITTER)\*\***

- 2.2%
- YOY: -26.7% (-80 BPS)

**\*\*VLOGS (BLOGS IN A VIDEO FORMAT)\*\***

- 7.2%
- YOY: -4.0% (-30 BPS)

**\*\*ONLINE PINBOARDS (E.G. PINTEREST)\*\***

- 4.7%
- YOY: -9.6% (-50 BPS)

**\*\*SOURCE\*\*:** GWI Q3 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM/NOTE](http://GWI.COM/NOTE). VALUES FOR "ANY KIND OF SOCIAL MEDIA PLATFORM" INCLUDE ALL FORMS 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 (TECHNOLOGY – SERVICES THAT AN INDIVIDUAL OR ORGANIZATION USES TO SHARE CONTENT), VLOGS (BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST). COMPARABILITY METHODOLOGY CHANGES SEE NOTES ON DATA.

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**\*\*We Are Social\*\*** (logo)

**\*\*Meltwater\*\*** (logo)

**\*\*59\*\*** JAN 2024

**FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS**

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

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DEC 2013: 8.84% (+599%)  
DEC 2014: 61.78% (-39.2%)  
DEC 2015: 37.58% (+2.6%)  
DEC 2016: 38.54% (-27.9%)  
DEC 2017: 27.77% (-20.2%)  
DEC 2018: 22.17% (-27.2%)  
DEC 2019: 16.15% (-8.5%)  
DEC 2020: 14.78% (+15.7%)  
DEC 2021: 17.10% (-34.0%)  
DEC 2022: 11.28% (+31.7%)  
DEC 2023: 14.86%

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 CLICKS ON LINKS PUBLISHED ON FACEBOOK AS A PERCENTAGE OF TOTAL IN-WEB PAGE TRAFFIC ARISING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS INITIALLY DEVELOPED FOR A SPECIFIC STUDY. PERCENTAGE VALUES REFLECT EACH YEAR'S RELATIVE YEAR-ON-YEAR CHANGE IN THE AVERAGE OF DEC. FROM A STARTING VALUE OF 50% WOULD BE (25%), NOT 50%. "2013" VALUES REPRESENT BASE POINTS, AND INDICATE THE ABSOLUTE CHANGE.

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TIKTOK: ADVERTISING AUDIENCE OVERVIEW

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

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

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TOTAL POTENTIAL REACH OF ADS ON TIKTOK  
58.59 MILLION

TIKTOK AD REACH vs. TOTAL POPULATION  
40.6%

TIKTOK AD REACH vs. TOTAL INTERNET USERS  
44.9%

QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH  
-0.9%  
-529 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH  
+6.8%  
+3.7 MILLION

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+  
51.3%

ADOPTION: FEMALE TIKTOK AD REACH AGED 18+ vs. FEMALE POPULATION  
AGED 18+  
47.5%

ADOPTION: MALE TIKTOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+  
56.0%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES:  
DOES NOT INCLUDE DOUYIN. REACH DATA ARE ONLY AVAILABLE FOR 'FEMALE'  
AND 'MALE' USERS AGED 18+. DATA ARE NOT AVAILABLE FOR 'ALL' GENDERS.  
VALUES BASED ON MIDPOINTS OF AUDIENCES RANGES PUBLISHED IN TIKTOK  
TOOLS. FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. FOR MORE  
DETAILED NOTES ON READING THIS DATA, SEE THIS REPORT'S GUIDE TO  
DIGITAL ADVERTISING AND SOCIAL MEDIA REACH DATA. FOR MORE  
INFORMATION, SEE IMPORTANT NOTES ON COMPARABILITY.

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3 icônes de lecture supplémentaires en bas à droiteJAN 2024

TOP YOUTUBE SEARCHES

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

THE RUSSIAN FEDERATION

# | SEARCH QUERY | INDEX

|    |                    |    |
|----|--------------------|----|
| 01 | A A A              | 17 |
| 02 | A B B              | 14 |
| 03 | A B A,             | 13 |
| 04 | B D A',A           | 11 |
| 05 | A B                | 10 |
| 06 | A A A A A          | 7  |
| 07 | A A A',B A         | 7  |
| 08 | A A A A A A A B\$, | 7  |
| 09 | B A B B            | 7  |
| 10 | B D A',A           | 7  |

# | SEARCH QUERY | INDEX

|    |                        |   |
|----|------------------------|---|
| 11 | A A A A',B A A         | 7 |
| 12 | A A A B                | 7 |
| 13 | A A A                  | 7 |
| 14 | A A A A B "A,          | 7 |
| 15 | A A B,, A, AT A A A D, | 7 |
| 16 | B A A A' "B A A A A    | 7 |
| 17 | A,, B +                | 7 |
| 18 | A A A A A A A A B"     | 7 |
| 19 | MUSIC                  | 5 |
| 20 | MINECRAFT              | 5 |

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 REPRODUCED "AS IS" TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ENTER WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX" COLUMN VALUES RELATE TO SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADVISORY: GOOGLE TRENDS USES DYNAMIC SAMPLING, SO DATA ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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\*\* JAN 2024 \*\*

\*\* SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW \*\*

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

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

---

\*\* Total Potential Reach of Ads on Snapchat \*\*

\* [Icon] \*

\*\* 7.74 Million \*\*

\*\* Snapchat Ad Reach vs. Total Population \*\*

\* [Icon] \*

\*\* 5.4% \*\*

\*\* Snapchat Ad Reach vs. Total Internet Users \*\*

\* [Icon] \*

\*\* 5.9% \*\*

\*\* Quarter-on-Quarter Change in Reported Snapchat Ad Reach \*\*

\* [Icon] \*

\*\* +2.6% \*\*

\*\* +195 Thousand \*\*

\*\* Year-on-Year Change in Reported Snapchat Ad Reach \*\*

\* [Icon] \*

\*\* -0.8% \*\*

\*\* -65 Thousand \*\*

---

\*\* Share, Female Snapchat Ad Reach Aged 18+ vs. Overall Snapchat Ad Reach Aged 18+ \*\*

\* [Icon] \*

\*\* 81.2% \*\*

\*\* Share, Male Snapchat Ad Reach Aged 18+ vs. Overall Snapchat Ad Reach Aged 18+ \*\*

\* [Icon] \*

\*\* 15.5% \*\*

**\*\*Adoption, Overall Snapchat Ad Reach Aged 18+ vs. Overall Population Aged 18+\*\***

**\*[Icon]\***

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

**\*\*Adoption, Female Snapchat Ad Reach Aged 18+ vs. Female Population Aged 18+\*\***

**\*[Icon]\***

**\*\*7.7%\*\***

**\*\*Adoption, Male Snapchat Ad Reach Aged 18+ vs. Male Population Aged 18+\*\***

**\*[Icon]\***

**\*\*1.8%\*\***

---

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

Snap's advertising resources, Kepios analysis

**\*\*Notes:\*\*** Data are not available for all locations; values based on endpoints if available. Dark gray = gender data are not available for these endpoints; light gray = India. Audience values are those reported by Snap. For more detail, please see the 'Notes on data' section of this report, and read our detailed notes on data to understand why these numbers vary between countries and how those differences relate to overall population figures.

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Jan 2024

MOBILE CONNECTIVITY

USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)

219.8 MILLION

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION



152.5%

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

-2.0%

-4.6 MILLION

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

91.8%

Source: GSMA Intelligence Notes: Total cellular connections include devices other than mobile phones, but exclude cellular IoT connections. Figures may significantly exceed figures for population due to multiple connections and connected devices per person. Comparability: Each dataset represents its 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.

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#### 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)

990.6 THOUSAND

Kepios

#### X AD REACH VS. TOTAL POPULATION

0.7%

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#### X AD REACH VS. TOTAL INTERNET USERS

0.8%

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

-13.9%

-159 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH

+29.0%

+223 THOUSAND

SHARE: FEMALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+  
36.0%

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SHARE: MALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+  
64.0%

Meltwater

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

0.8%

Kepios

ADOPTION: FEMALE X AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+  
0.5%

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ADOPTION: MALE X AD REACH AGED 18+ VS. MALE POPULATION AGED 18+  
1.1%

Kepios

The Russian Federation flag

SOURCES: IT'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: VALUES  
USE MEDIANS OF PUBLISHED RANGES. GENDER DATA CAN ONLY AVAILABLE  
FOR 'FEMALE' AND 'MALE'. ADVISORY: SIGNIFICANT ANOMALIES IN SOURCE  
DATA LIKELY IMPACT THIS NUMBER. METRIC BASED ON ITU ADOPTION  
ESTIMATES AND MAY NOT REFLECT ACTUAL AUDIENCES. POPULATION AGED  
18+: UNITED NATIONS WORLD POPULATIONS PROSPECTS. DATA AS OF  
JANUARY 2024. NOTES ON METHODOLOGY AND DEFINITIONS AVAILABL AT  
(LINK).

COMPARABILITY NOTES: -13.9% (-159 THOUSAND) QUARTER-ON-QUARTER AND  
+29.0% (+223 THOUSAND) YEAR-ON-YEAR

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

234 M 231 M 229 M 227 M 224 M 222 M 221 M 221 M 220 M

Q4 2021 Q1 2022 Q2 2022 Q3 2022 Q4 2022 Q1 2023 Q2 2023 Q3 2023 Q4 2023

-1.2% -1.0% -0.8% -1.0% -0.4% -0.4% -0.3%

Source: GSMA Intelligence.

Note: Excludes cellular IoT connections. Where letters are shown next to figures above bars: “K” denotes thousands (e.g. “124.1K” = 124,000), “M” denotes millions (e.g. “1.23M” = 1,230,000), 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.

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## SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

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

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

70.99%

##### YEAR-ON-YEAR CHANGE

-2.2% (-156 BPS)

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

28.71%

##### YEAR-ON-YEAR CHANGE

+5.8% (+157 BPS)

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

0.25%

##### YEAR-ON-YEAR CHANGE

[MINIMAL]

##### 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  
0.05%  
YEAR-ON-YEAR CHANGE  
-16.7% (-1 BP)

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN DECEMBER 2023. FIGURES SHOW THE SHARE OF WEB PAGE REQUESTS ORIGINATING FROM EACH OPERATING SYSTEM DEFINED BY "BROWSERS" USING THE W3C'S DEFINITION. NUMBERS SHOWN IN INTERNATIONAL ENGLISH. "YEAR-ON-YEAR CHANGE" FIGURES REPRESENT THE ABSOLUTE CHANGE IN SHARE OVER THE PAST 12 MONTHS, NOT THE RELATIVE CHANGE. "BPS" VALUES REFER TO "BASIS POINTS", AND A 1 PERCENT CHANGE IS EQUIVALENT TO 100 BASIS POINTS E.G., A STARTING VALUE OF 50% WOULD REQUIRE A CHANGE OF 10 PERCENTAGE POINTS TO ACHIEVE A VALUE OF 60%, BUT THIS SAME CHANGE REPRESENTS AN ABSOLUTE CHANGE OF 1,000 BPS.

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\*\*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\*

\*\*TOTAL TIME SPENT USING SMARTPHONES EACH DAY\*\*

- \*\*4H 47M\*\*

\*\*SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS\*\*

- \*\*21.2%\*\*

\*\*SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS\*\*

- \*\*39.9%\*\*

\*\*SHARE OF SMARTPHONE TIME: UTILITY & PRODUCTIVITY\*\*

- \*\*13.0%\*\*

\*\*SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)\*\*

- \*\*19.5%\*\*

\*\*SHARE OF SMARTPHONE TIME: SHOPPING APPS\*\*

- \*\*2.0%\*\*

\*\*SHARE OF SMARTPHONE TIME: ALL OTHER APPS\*\*

- \*\*4.4%\*\*

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

- \*\*7.8%\*\*

---

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

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MOBILE APP MARKET OVERVIEW

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

[THE RUSSIAN FEDERATION FLAG]

TOTAL NUMBER OF MOBILE APP DOWNLOADS

5.62 BILLION

YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS  
+2.6%  
+143 MILLION

ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)  
\$340.8 MILLION

YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP  
PURCHASES  
-45.4%  
-\$283 MILLION

---

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

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[Icons for grid view, search, zoom, and languages]  
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APP RANKING: MONTHLY ACTIVE USERS  
MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS  
BETWEEN 01 JANUARY AND 31 DECEMBER 2023  
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| # MOBILE APP          | COMPANY  |
|-----------------------|----------|
| 01 WHATSAPP MESSENGER | META     |
| 02 YOUTUBE            | GOOGLE   |
| 03 TELEGRAM           | TELEGRAM |
| 04 CHROME BROWSER     | GOOGLE   |
| 05 GOOGLE             | GOOGLE   |
| 06 VK                 | VK       |

|                  |             |
|------------------|-------------|
| 07 TIKTOK        | BYTEDANCE   |
| 08 YANDEX SEARCH | YANDEX      |
| 09 WILDBERRIES   | WILDBERRIES |
| 10 OZON          | OZON        |

| # MOBILE GAME               | COMPANY         |
|-----------------------------|-----------------|
| 01 ROBLOX                   | ROBLOX          |
| 02 MINECRAFT POCKET EDITION | MICROSOFT       |
| 03 STANDOFF 2               | AXLEBOLT        |
| 04 GEOMETRY DASH            | ROBTOP          |
| 05 TOCA LIFE: WORLD         | SPIN MASTER     |
| 06 BRAWL STARS              | TENCENT         |
| 07 SUBWAY SURFERS           | TENCENT         |
| 08 PUBG MOBILE              | TENCENT         |
| 09 DURAK BY BS TECHNOLOGIES | RS TECHNOLOGIES |
| 10 MELON PLAYGROUND         | PAYGE           |

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

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

| # MOBILE APP              | COMPANY         |
|---------------------------|-----------------|
| 01 WILDBERRIES            | WILDBERRIES     |
| 02 TELEGRAM               | TELEGRAM        |
| 03 PLANET VPN             | FREE VPN PLANET |
| 04 TIKTOK                 | BYTEDANCE       |
| 05 VPN BY SITOULOMSON VPN | SITOULOMSON VPN |

|                             |                      |
|-----------------------------|----------------------|
| 06 YANDEX SEARCH            | YANDEX               |
| 07 OZONE                    | OZON                 |
| 08 Aô/B\$ B Bt A            | fR \$U@AIL GROUP     |
| 09 WHATSAPP MESSENGER       | META                 |
| 10 AVITO                    | KISMET CAPITAL GROUP |
| # MOBILE GAME               | COMPANY              |
| 01 ROBLOX                   | ROBLOX               |
| 02 GACHA LIFE 2             | LUNIME               |
| 03 ROYAL MATCH              | DREAM GAMES          |
| 04 SUBWAY SURFERS           | TENCENT              |
| 05 STANDOFF 2               | AXLEBOLT             |
| 06 GOING BALLS              | UNITY TECHNOLOGIES   |
| 07 PUBG MOBILE              | TENCENT              |
| 08 DURAK BY RS TECHNOLOGIES | RS TECHNOLOGIES      |
| 09 WORDS OF WONDERS         | FUGO                 |
| 10 MELON PLAYGROUND         | PAYGE                |

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.

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

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1. PURCHASED A PRODUCT OR SERVICE ONLINE: 48.7%
2. ORDERED GROCERIES VIA AN ONLINE STORE: 19.1%
3. BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE: 5.5%
4. USED AN ONLINE PRICE COMPARISON SERVICE: 10.6%
5. USED A BUY NOW, PAY LATER SERVICE: 0.9%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM.  
COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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

Account with a financial institution

88.7%  
Female: 89.3%  
Male: 88.0%

Credit card ownership

25.1%  
Female: 23.9%  
Male: 26.5%

Debit card ownership

65.3%  
Female: 61.4%  
Male: 69.9%

Mobile money account  
(e.g., M-Pesa, GCash)

32.9%  
Female: 31.8%  
Male: 34.3%

Made a digital payment (past year)

82.4%

Female: 82.5%

Male: 82.3%

Made a purchase using a mobile phone or the internet (past year)

46.1%

Female: 43.3%

Male: 49.4%

Used a mobile phone or the internet to send money (past year)

62.5%

Female: 61.1%

Male: 64.1%

Used a mobile phone or the internet to pay bills (past year)

58.6%

Female: 56.1%

Male: 61.4%

Source: World Bank. Notes: Some figures have not been updated in the past year, so may be less representative of current behaviors. Percentages are of adults aged 15 and above, not of total population. "Mobile money accounts" only refer to services that provide banking and/or money transfer functions via a phone number, such as M-Pesa, GCash, 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.

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APP RANKING: CONSUMER SPEND

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND

BETWEEN 01 JANUARY AND 31 DECEMBER 2023

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| #  | MOBILE APP              | COMPANY      |
|----|-------------------------|--------------|
| 01 | VK                      | VK           |
| 02 | TELEGRAM                | TELEGRAM     |
| 03 | LITRES: READ AND LISTEN | LITRES       |
| 04 | FACEAPP                 | FACEAPP      |
| 05 | TINDER                  | MATCH GROUP  |
| 06 | VK MUSIC                | VK           |
| 07 | YOUTUBE                 | GOOGLE       |
| 08 | PURE                    | ONLINE       |
| 09 | CLASSIFIEDS             |              |
| 09 | VPN MASTER              | LEMON CLOVEE |
| 10 | PTE. LIMITED            |              |
| 10 | MAMBA DATING            | MAMBA DATING |

| #  | MOBILE GAME             | COMPANY     |
|----|-------------------------|-------------|
| 01 | ROYAL MATCH             | DREAM GAMES |
| 02 | PUBG MOBILE             | TENCENT     |
| 03 | ROBLOX                  | ROBLOX      |
| 04 | GARDENSCAPES BY PLAYRIX | PLAYRIX     |
| 05 | TANKS BLITZ             | LESTA GAMES |
| 06 | HOMESCAPES              | PLAYRIX     |
| 07 | GENSHIN IMPACT          | MIHOYO      |
| 08 | HERO WARS               | GDEV INC.   |
| 09 | STANDOFF 2              | AXLEBOLT    |

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.

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#### \*\*ONLINE PURCHASE DRIVERS\*\*

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

1. FREE DELIVERY - 60.0%
2. CUSTOMER REVIEWS - 42.3%
3. EASY RETURNS POLICY - 37.5%
4. COUPONS AND DISCOUNTS - 37.3%
5. SIMPLE ONLINE CHECKOUT - 35.1%
6. LOYALTY POINTS - 32.9%
7. NEXT-DAY DELIVERY - 30.3%
8. CASH ON DELIVERY - 16.0%
9. INTEREST-FREE PAYMENTS - 14.3%
10. SOCIAL LIKES & COMMENTS - 11.1%
11. ECO-FRIENDLY CREDENTIALS - 7.5%
12. GUEST CHECKOUT - 7.3%
13. SOCIAL BUY BUTTONS - 4.0%
14. EXCLUSIVE CONTENT OR SERVICES - 3.7%
15. CLICK AND COLLECT - 2.1%

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

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Ecommerce: Consumer Goods Categories

Estimated annual spend in each consumer goods ecommerce category (B2C only, U.S.

Dollars, full-year 2023)

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(Right side, flag of The Russian Federation)

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Electronics:

\$9.61 Billion

Year-on-year change +50.4% (+\$3.2 Billion)

Fashion:

\$8.11 Billion

Year-on-year change +6.7% (+\$3.3 Billion)

Food:

\$2.44 Billion

Year-on-year change +32.6% (+\$600 Million)

Beverages:

\$340.0 Million

Year-on-year change +41.7% (+\$100 Million)

DIY & Hardware:

\$1.57 Billion

Year-on-year change +24.6% (+\$310 Million)

Furniture:

\$2.92 Billion

Year-on-year change +92.6% (+\$1.1 Billion)

Physical Media:

\$890.0 Million

Year-on-year change +25.4% (+\$180 Million)

Beauty & Personal Care:

\$2.47 Billion

Year-on-year change +45.3% (+\$770 Million)

Tobacco Products:

[N/A] (Year-on-year change [N/A])

Toys & Hobby:

\$580.0 Million

Year-on-year change +38.1% (+\$160 Million)

Household Essentials:

\$330.0 Million

Year-on-year change +57.1% (+\$120 Million)

Over-the-counter Pharmaceuticals:

\$780.0 Million

Year-on-year change +34.5% (+\$200 Million)

Luxury Goods:

\$230.0 Million

Year-on-year change +43.8% (+\$70 Million)

Eyewear:

\$160.0 Million

Year-on-year change +33.3% (+\$40 Million)

---

Source: Statista ecommerce market, see [statista.com](https://www.statista.com). Notes: Figures represent estimates of full-year revenues in U.S. Dollars, and comparisons with the previous calendar year. The "Physical Media" category does not include digital downloads or streaming. Comparability: Significant revisions and major category definition changes mean figures are not comparable with previous reports.

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Icons for social networks: wearesocial, statista, glean, Meltwater

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Icons: Zoom, Previous, Next, Full screen, Translate, Download, Print, Settings, Help,  
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ONLINE RIDE-HAILING OVERVIEW

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

NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES

![[Image of a car]

39.28 MILLION

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

![[Image of an arrow going up]

+3.1% +1.2 MILLION

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

![[Image of a dollar symbol]]

\$5.01 BILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE ONLINE RIDE-HAILING BOOKINGS

![[Image of a clockwise arrow]]

+5.3% +\$250 MILLION

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

![[Image of a person]]

\$128

Source: Statista Mobility Market Outlook. See [statista.com](https://www.statista.com). Note: in this context, "ride-hailing" encompasses on-demand transportation facilitated via mobile apps and online platforms, which include the booking of services in private vehicles (e.g., Uber, Grab) and traditional taxi services. Only includes bookings that are made via online services. Figures represent estimates for full-year 2023. Values are in U.S. dollars. Comparability: Base and category definition changes. Figures are not comparable with previous reports.

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Icons for home, search, magnifying glass, book, download, print, share, and language selection - français.

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ONLINE TRAVEL AND TOURISM

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

FLIGHTS

\$9.55 BILLION

YEAR-ON-YEAR CHANGE

+39.8% (+\$2.7 BILLION)

TRAINS

\$1.81 BILLION

YEAR-ON-YEAR CHANGE

+38.5% (+\$504 MILLION)

CAR RENTALS

\$544.1 MILLION

YEAR-ON-YEAR CHANGE  
+51.2% (+\$184 MILLION)

LONG-DISTANCE BUSES  
\$382.5 MILLION  
YEAR-ON-YEAR CHANGE  
+40.1% (+\$109 MILLION)

HOTELS  
\$4.18 BILLION  
YEAR-ON-YEAR CHANGE  
+24.4% (+\$821 MILLION)

PACKAGE HOLIDAYS  
\$4.34 BILLION  
YEAR-ON-YEAR CHANGE  
+39.6% (+\$1.2 BILLION)

VACATION RENTALS  
\$1.49 BILLION  
YEAR-ON-YEAR CHANGE  
+26.8% (+315 MILLION)

CRUISES  
\$9.30 MILLION  
YEAR-ON-YEAR CHANGE  
+65.3% (+\$3.7 MILLION)

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SOURCE: STATISTA DIGITAL MARKET OUTLOOK, STATISTA MOBILITY MARKET OUTLOOK, SEE STATISTA.COM. NOTE: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND CORRESPONDING YEAR-ON-YEAR CHANGE VS THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT, NON-COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, INDIVIDUAL OR C2C MARKET SERVICES. COMPARABILITY: BASE AND CATEGORY COMPOSITION CHANGES; FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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



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| #  | SEARCH QUERY    | INDEX vs. TOP QUERY |
|----|-----------------|---------------------|
| 01 | A,\$Aä          | 100                 |
| 02 | A4 Az           | 3                   |
| 03 | B AÄ!B4 A:      | 3                   |
| 04 | Aô A4 AD        | 30                  |
| 05 | B\$ A´ BD AÚ    | #•                  |
| 06 | SAMSUNG         | 28                  |
| 07 | Aô B A\$ AD'A,, | 28                  |
| 08 | XIAOMI          | 24                  |
| 09 | Bt B +          | 24                  |
| 10 | Bô AD Aα!       | 24                  |

| #  | SEARCH QUERY   | INDEX vs. TOP QUERY |
|----|----------------|---------------------|
| 11 | NIKE           | 22                  |
| 12 | Aα Aä!B A\$ AŠ | #                   |
| 13 | AÔ B4(AÔ Aα    | 21                  |
| 14 | A´ A4          | 21                  |
| 15 | A A,, "Aê      | #                   |
| 16 | I3 A BD AÚ     | #                   |
| 17 | Aä Aä          | 21                  |
| 18 | A BD AÒ        | •                   |
| 19 | A BD AÒ J      | •                   |
| 20 | Aô AJ          | •                   |

SOURCE: GOOGLE TRENDS BASED ON SHOPPING SEARCHES CONDUCTED ON GOOGLE SEARCH BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. NOTES: ANY LANGUAGE ANOMALIES OR SPELLING ERRORS IN QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS" TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN THEIR SEARCH ACTIVITIES. GOOGLE DOESN'T PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE INDEX (TOP = 100) COLUMN SHOWS RELATIVE SEARCH ACTIVITY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADVISORY: GOOGLE TRENDS USES UNLINKED SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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## **\*\*DIGITAL HEALTH TREATMENT & CARE OVERVIEW\*\***

Headlines for the adoption and use of digitally enabled healthcare treatments and care

---

Number of People Using Digital Health Treatment & Care

**\*\*44.03 MILLION\*\***

---

Year-on-Year Change in Users of Digital Treatment & Care

**\*\*+22.5%\*\***

**\*\*+8.1 MILLION\*\***

---

Total Annual Value of the Digital Treatment & Care Market (USD, 2023)

**\*\*\$1.52 BILLION\*\***

---

Year-on-Year Change in Market Value: Digital Treatment & Care Market

**\*\*+22.6%\*\***

**\*\*+280 MILLION\*\***

---

Average Annual Value Per User: Digital Treatment & Care (USD, 2023)

**\*\*\$34.50\*\***

---

**\*\*SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: INCLUDES DIGITAL TOOLS THAT ARE USED TO DIAGNOSE, TREAT, AND MANAGE MEDICAL CONDITIONS, INCLUDING BIOMETRIC SENSORS AND DIGITAL CARE MANAGEMENT. DOES NOT INCLUDE SMARTPHONES, SMART WATCHES, OR SMARTWEAR. 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 RELATIVE. 'BYS' VALUES SHOW ABSOLUTE CHANGE\*\***

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[Icons representing "We Are Social" and "Meltwater"]

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## ONLINE DOCTOR CONSULTATIONS OVERVIEW HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES

NUMBER OF PEOPLE USING ONLINE DOCTOR CONSULTATION SERVICES  
1.37 MILLION

YEAR-ON-YEAR CHANGE IN USERS OF ONLINE DOCTOR CONSULTATION  
SERVICES  
+23.4%  
+260 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE DOCTOR CONSULTATIONS (USD, 2023)  
\$200.0 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE, ONLINE DOCTOR CONSULTATIONS  
+25.0%  
+\$40 MILLION

AVERAGE ANNUAL VALUE PER USER, ONLINE DOCTOR CONSULTATIONS (USD,  
2023)  
\$146

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

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## DIGITAL FITNESS & WELL-BEING OVERVIEW

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

[The Russian Federation flag]

Number of people using digital fitness & well-being devices and services  
22.06 million

Year-on-year change in the number of digital fitness & well-being users  
+19.1%  
+3.5 million

Total annual value of the digital fitness & well-being market (USD, 2023)  
\$920.0 million

Year-on-year change in market value, digital fitness & well-being market  
+29.6%  
+\$210 million

Average annual value per user, digital fitness & well-being (USD, 2023)  
\$41.71

Source: Statista Digital Market Outlook, see [estatista.com](https://estatista.com). Notes include smartwatches, fitness and activity tracking wristwear, smart scales, fitness apps that track measurements, nutrition apps (e.g. calorie counting), and meditation and mindfulness apps; does not include smart clothing, smart shoes, smart eyewear, health tracking apps, heart rate monitoring apps, glucose concentration tracking apps, hydration tracking apps, blood pressure monitoring apps, smart toilets, or diabetes management apps; year-on-year comparisons to population values for the previous year; financial values are in U.S. dollars. Percent changes will show absolute changes.

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DIGITAL CONTENT PURCHASES

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

## THE RUSSIAN FEDERATION

Music streaming service: 10.6%  
Movie or TV streaming service: 5.0%  
Mobile app: 4.9%  
Mobile game: 4.6%  
E-book: 3.9%  
In-app purchases: 3.4%  
Music download: 3.3%  
Study programs and learning materials: 2.9%  
Dating service: 1.8%  
Digital gifts: 1.4%  
Premium web service: 1.4%  
News service: 1.3%  
Software package: 1.3%  
Online magazine subscription: 1.1%

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

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## SOURCES OF BRAND DISCOVERY

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

- TV ADS: 35.5%
- SEARCH ENGINES: 34.5%
- WORD-OF-MOUTH: 30.4%
- SOCIAL MEDIA ADS: 24.7%
- CONSUMER REVIEW SITES: 19.2%
- RETAIL WEBSITES: 17.0%
- ADS IN MOBILE APPS: 16.5%
- BILLBOARDS & POSTERS: 16.0%
- SOCIAL MEDIA COMMENTS: 14.2%
- TV SHOWS AND FILMS: 14.2%

- ADS ON WEBSITES: 12.9%
- EMAILS OR PHYSICAL MAIL: 12.3%
- IN-STORE PROMOS: 11.2%
- EXPERT BLOGGERS: 11.0%
- ADS ON PUBLIC TRANSPORT: 10.9%

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

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

#### THE RUSSIAN FEDERATION

TOTAL  
 \$3.97 BILLION  
 YEAR-ON-YEAR CHANGE  
 +30.2% (+\$920 MILLION)

VIDEO GAMES  
 \$2.12 BILLION  
 YEAR-ON-YEAR CHANGE  
 +26.9% (+\$450 MILLION)

VIDEO-ON-DEMAND  
 \$1.34 BILLION  
 YEAR-ON-YEAR CHANGE  
 +41.1% (+\$390 MILLION)

EPUBLISHING  
 \$320.0 MILLION  
 YEAR-ON-YEAR CHANGE  
 +14.3% (+\$40 MILLION)

DIGITAL MUSIC  
 \$190.0 MILLION  
 YEAR-ON-YEAR CHANGE  
 +18.8% (+\$30 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 PRECEDING CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND

SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. COMPARABILITY: SIZE AND CATEGORY DEFINITION CHANGES: FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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ENGAGEMENT WITH DIGITAL MARKETING

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

Research brands online before making a purchase:

52.3%

YOY: -4.2% (-230 BPS)

Visited a brand's website in the past 30 days:

30.3%

YOY: -5.0% (-160 BPS)

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

5.9%

YOY: -11.9% (-80 BPS)

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

5.3%

YOY: +3.9% (+20 BPS)

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

6.2%

YOY: -6.1% (-40 BPS)

SOURCE: GWI (Q1 2023). 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 THE NUMBER OF PEOPLE WHO ENGAGE IN AN ACTIVITY, COMPARED WITH THE EQUIVALENT PERIOD IN THE PREVIOUS YEAR. FOR EXAMPLE A YOY MEASUREMENT OF 5 PERCENT FOR AN ACTIVITY THAT 10 PERCENT OF PEOPLE WOULD EQUAL 0.5% INCREASE, NOT 5%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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Main Channels for Online Brand Research

Percentage of Internet Users aged 16 to 64 who use each channel as a primary source of information when researching brands

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- Search Engines: 58.7%
- Consumer Reviews: 48.5%
- Social Networks: 41.3%
- Mobile Apps: 23.4%
- Price Comparison Sites: 22.2%
- Product & Brand Websites: 21.0%
- Specialist Review Sites: 18.0%
- Forums & Message Boards: 11.1%
- Q&A Sites: 10.0%
- Brand & Product Blogs: 9.2%
- Online Pinboards: 4.7%
- Discount Voucher Sites: 4.3%
- Video Sites: 4.3%
- Messenger Services: 3.3%
- Micro-blogs: 2.2%

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.

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

\*\*THE RUSSIAN FEDERATION\*\*

1. \*\*TOTAL AD SPEND (INCLUDING ONLINE AND OFFLINE CHANNELS)\*\*
  - \$8.97 BILLION
2. \*\*YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)\*\*
  - +20.6%
  - +\$1.5 BILLION
3. \*\*DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)\*\*
  - \$5.65 BILLION



4. \*\*YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND\*\*

- +21.9%
- +\$1.0 BILLION

5. \*\*DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND\*\*

- 63.0%

Source: Statista Market Outlooks. See Statista.com. Notes: Figures represent estimates for full-year 2023, and comparisons within equivalent values for the previous calendar year. Based on spending in U.S. Dollars. Percentage change values were also available in advertising for 2021 from a starting value of \$7.0 Billion. Caution: not comparable! Base year non-graduated in the conduct of Statista.com, company methodologies. Advertiser Data provided by clients to further evaluate is not considered in this chart unless a broader variety of countries and activist brands are listed June 2023 alongside advertising channels.

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PROGRAMMATIC ADVERTISING OVERVIEW

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

ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (USD)

\$4.71 BILLION

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

+21.5%

+\$834 MILLION

PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND

83.2%

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

-0.3%

-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 VALUES FOR THE RESPECTIVE PREVIOUS PERIOD. E.G. A YEAR-ON-YEAR INCREASE OF 100% FROM A STARTING VALUE OF 50% WOULD EQUAL 100%, NOT 150%. BPS VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE CHANGES FIGURES ARE NOT COMPARABLE WITH PREVIOUS PERIODS.

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SEARCH ADVERTISING OVERVIEW

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

THE RUSSIAN FEDERATION

ANNUAL SPEND ON ONLINE SEARCH ADVERTISING (USD)

\$2.68 BILLION

YEAR-ON-YEAR CHANGE IN ONLINE SEARCH ADVERTISING SPEND

+20.2%

+\$450 MILLION

ONLINE SEARCH'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND

47.4%

YEAR-ON-YEAR CHANGE IN ONLINE SEARCH'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND

-1.4%

-67 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 CHANGES WERE CALCULATED IN THE UNITS SPECIFIED. FOR EXAMPLE, A STARTING VALUE OF 40% WITH A CHANGE OF 50 BPS WOULD EQUAL 40.5%, NOT 71%. 'BPS' VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY. BASE CHANGES FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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

**\*\* DIGITAL ADVERTISING SPEND \*\***

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

**\*\* Total Annual Spend on Digital Ads (All Types) \*\***

\$5.65 billion

Y-o-Y Change in Spend: +21.9% (+\$1.0 billion)

**\*\* Annual Spend on Online Search Ads \*\***

\$2.68 billion

Y-o-Y Change in Spend: +20.2% (+\$450 million)

**\*\* Annual Spend on Digital Video Ads \*\***

\$999.2 million

Y-o-Y Change in Spend: +22.4% (+\$183 million)

**\*\* Annual Spend on Digital Banner Ads \*\***

\$990.0 million

Y-o-Y Change in Spend: +22.2% (+\$180 million)

**\*\* Annual Spend on Online Influencer Activities \*\***

\$170.0 million

Y-o-Y Change in Spend: +30.8% (+\$40 million)

**\*\* Annual Spend on Online Classifieds \*\***

\$300.0 million

Y-o-Y Change in Spend: +15.4% (+\$40 million)

**\*\* Annual Spend on Digital Audio Ads \*\***

\$93.17 million

Y-o-Y Change in Spend: +25.4% (+\$19 million)

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

42.7%

Y-o-Y Change in Spend: +3.3% (138 BPS)

**\*\* Share of Total Digital Ad Spend: Social Media \*\***

22.8%

Y-o-Y Change in Spend: -2.1% (-48 BPS)

**\*\* Share of Total Digital Ad Spend: Programmatic \*\***

83.2%

Y-o-Y Change in Spend: -0.3% (-24 BPS)

\*SOURCE\*: Statista Advertising & Media Outlook, see Statista.com

\*NOTES\*: Figures represent estimates for full-year spend in 2023 in U.S. dollars, and comparisons with equivalent spending in 2022. Percent is point increases shown. Earliest shows percentage shares. \*Content represents aggregate net spend on formats across the years. Tech, COVID-19 and business factors have impacted year-over-year changes.

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Logos: Statista, Meltwater, Kantar, We Are Social

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Ajoutez les symboles correspondants et les images de drapeaux si nécessaire.JAN 2024

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

THE RUSSIAN FEDERATION

ANNUAL SPEND ON SOCIAL MEDIA ADVERTISING (USD)  
\$1.29 BILLION

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA ADVERTISING SPEND  
+19.4%  
+\$210 MILLION

SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND  
22.8%

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL  
ADVERTISING SPEND  
-2.0%  
-47 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 ABSOLUTE YEAR-ON-YEAR STEAMING VALUE OF 30%. WOULD EQUAL 60%, NOT 79%. 197% VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE CHANGES: FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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INFLUENCER ADVERTISING OVERVIEW  
SPEND ON INFLUENCER ADVERTISING ACTIVITIES (IN U.S. DOLLARS) AND  
THEIR SHARE OF THE DIGITAL ADVERTISING MARKET

THE RUSSIAN FEDERATION

ANNUAL SPEND ON INFLUENCER ADVERTISING (USD)  
\$170.0 MILLION

YEAR-ON-YEAR CHANGE IN INFLUENCER ADVERTISING SPEND  
+30.8%  
+\$40 MILLION

INFLUENCER ADVERTISING'S SHARE OF TOTAL DIGITAL AD SPEND  
3.0%

YEAR-ON-YEAR CHANGE IN INFLUENCER ADVERTISING'S SHARE OF TOTAL  
DIGITAL AD SPEND  
+7.3%  
+20 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. FIGURES REPRESENT THE  
MONETARY VALUE PAID DIRECTLY TO INFLUENCERS OR THEIR AGENTS, AND

DO NOT INCLUDE THE VALUE OF PRODUCT DONATIONS, TRAVEL EXPENSES, OR OTHER COSTS RELATED TO INFLUENCER ACTIVITIES. FIGURES PRESENTED IN DOLLAR VALUES ASSUME AN AVERAGE EXCHANGE RATE OF USD 0.0172:RUB 1 FOR THE FULL YEAR 2023. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: SOME OF THIS YEAR'S FIGURES ARE NOT COMPARABLE WITH PREVIOUS RECORDS.

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ATTITUDES: ADS AND AD TRACKING

HOW INTERNET USERS AGED 16 TO 64 FEEL ABOUT ADS, AND THE STEPS THEY TAKE TO AVOID ADVERTISING AND AD TRACKING

Feel represented in the advertising that they see or hear  
4.1%

Year-on-year change: -16.3% (-80 BPS)

Use an ad blocker for at least some online activities  
30.4%

Year-on-year change: -10.9% (-370 BPS)

Decline cookies at least some of the time  
21.6%

Year-on-year change: -4.4% (-100 BPS)

Use a Virtual Private Network (VPN) for at least some online activities  
37.5%

Year-on-year change: +7.1% (+250 BPS)

SOURCE: GWI Q4 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (e.g. A CHANGE OF 20% FROM A STARTING VALUE OF 60% WOULD EQUATE TO A FIGURE OF 72%). "\*" VALUES PRESENT BASEPOINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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