

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.

State of Social Media 2024

Download the report

Digital 2024 Croatia 16 sur 128

français

Voici la retranscription textuelle de l'image :

****POUPULATION ESSENTIALS****

Digital 2024 Croatia

18 sur 128

français

JAN 2024 CROATIA

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.

TOTAL POPULATION

4.00 MILLION

YEAR-ON-YEAR CHANGE

-0.5%

-22 THOUSAND

URBANISATION

58.8%

CELLULAR MOBILE CONNECTIONS

5.31 MILLION

YEAR-ON-YEAR CHANGE

+2.1%

+111 THOUSAND

TOTAL VS. POPULATION

132.9%

INDIVIDUALS USING THE INTERNET

3.37 MILLION

YEAR-ON-YEAR CHANGE

-0.5%

-18 THOUSAND

TOTAL VS. POPULATION

84.4%

SOCIAL MEDIA USER IDENTITIES

2.79 MILLION

YEAR-ON-YEAR CHANGE

-5.1%

-150 THOUSAND

TOTAL VS. POPULATION

69.8%

SOURCES

UN; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROPEAN COMM. EUROSTAT; GWI; IAB; PLATFORM REGULATORS; OECD; MEDIA RESEARCH CENTERS; REPUTY; ANALYSIS; ADVISORY SOCIAL MEDIA USER IDENTITIES ARE SIGNIFIED INDIVIDUAL.

COMPARABILITY

SOURCE REVISIONS MEAN THAT FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS OTHER IMPORTANT NOTES GLOBAL DATASETS MAY USE DIFFERENT SOURCES COL'''

Digital 2024 Croatia 15 sur 128Voici la retranscription textuelle de l'image :

We are social
Think Forward
THE SOCIAL RECKONING

IN A NEW ERA OF SOCIAL, EVERY BRAND WILL BE JUDGED
Dive into We Are Social's latest trends report.

Attention layering

EVERYDAY FANDOM

Mischief Mode

The Offline Internet

Post Representation

Explore the trends:
ThinkForward.WeAreSocial.com

Digital 2024 Croatia
17 sur 128
françaisJAN 2024 POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS

****TOTAL POPULATION****
4.00 MILLION

****FEMALE POPULATION****
51.2%

****MALE POPULATION****
48.8%

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

-0.5%

-22 THOUSAND

****MEDIAN AGE OF THE POPULATION****

44.3

****URBAN POPULATION****

58.8%

****POPULATION DENSITY (PEOPLE PER KM²)****

71.5

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

99.5%

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

99.2%

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

99.7%

Sources: Kepios Analysis, United Nations, Local Government Authorities, World Bank, UNESCO, CIA World Factbook, Our World in Data, Ingeniumde, Knoema.

We Are Social & _Meltwater_

Page 19 of 128

Digital 2024 CroatiaVoici la retranscription textuelle de l'image :

****JAN 2024****

****POPULATION OVER TIME****

POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

	Population	Change
	----- ----- -----	
JAN 2014	4.30 M	-0.6%
JAN 2015	4.27 M	-0.8%
JAN 2016	4.24 M	-0.7%
JAN 2017	4.21 M	-0.8%
JAN 2018	4.18 M	-0.7%
JAN 2019	4.14 M	-0.7%

JAN 2020	4.11 M	-0.9%
JAN 2021	4.08 M	-0.9%
JAN 2022	4.04 M	-0.5%
JAN 2023	4.02 M	-0.5%
JAN 2024	4.00 M	

Sources: United Nations; Local Government Authorities; KEPIOS Analysis.

Note: Where letters are shown next to figures above bars, 'K' denotes thousands (e.g., '125.3K' = 125,300), 'M' denotes millions (e.g., '12.4M' = 12,400,000), and 'B' denotes billions (e.g., '12.3B' = 12,300,000,000). Where no letter is present, values are shown as-is. *Comparability*: Source changes and base revisions; figures may not correlate with values published in our previous reports.

(Croatian flag and the text "CROATIA" is shown on the right side.)

Logos for "We Are Social", "DataReportal", and "Meltwater" are present at the bottom of the image.

"Digital 2024 Croatia"

Page 20 sur 128

Various icons for navigational and display options are present at the bottom of the image.

Langue: françaisJAN 2024

FINANCIAL AND DEVELOPMENTAL INDICATORS

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

CROATIA flag

GROSS DOMESTIC PRODUCT (CURRENT U.S. DOLLARS)
\$80.19 BILLION

GROSS DOMESTIC PRODUCT (PPP, CURRENT INTERNATIONAL DOLLARS)
\$164.7 BILLION

GROSS DOMESTIC PRODUCT PER CAPITA (CURRENT U.S. DOLLARS)
\$20.9 THOUSAND

GROSS DOMESTIC PRODUCT PER CAPITA (PPP, CURRENT INTERNATIONAL DOLLARS)
\$42.9 THOUSAND

NET NATIONAL INCOME PER CAPITA (CURRENT U.S. DOLLARS)
\$14.6 THOUSAND

PERCENTAGE OF THE POPULATION EARNING LESS THAN \$3.65 (2017 PPP) PER
DAY
0.7%

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC DRINKING WATER
98.7%

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC SANITATION
96.2%

PERCENTAGE OF THE POPULATION WITH ACCESS TO ELECTRICITY
100%

PERCENTAGE OF THE POPULATION THAT OWNS A MOBILE PHONE (ANY TYPE)
97.7%

SOURCES: UN; WORLD BANK (MOST LATEST PUBLISHED DATA UP TO 2021)
DEFINITIONS: \$3.65 (2017 PPP) REFLECTS GLOBAL PURCHASING POWER
PARITY; BASED ON THE WORLD BANK'S 2017 EXCHANGE RATES BENCHMARK.
BASIC DRINKING WATER: PERCENTAGE OF THE TOTAL POPULATION USING
DRINKING WATER FROM AN IMPROVED SOURCE. PHONE OWNERSHIP: THE
MOST RECENT AVAILABLE FIGURES FOR INDIVIDUALS AGED 10 AND OLDER,
WHETHER OR NOT THEY OWN MORE THAN ONE MOBILE PHONE. FOR MOBILE
CONNECTIVITY TRENDS, AND COMPATIBILITY ISSUES, SEE EXPLANATIONS.
LATEST FIGURES REPRESENT THE SITUATION FOR THE YEAR AND MONTH OF
MAY, UNLESS SPECIFIED OTHERWISE; COMPARABILITY FIGURES AND LATEST
FIGURES MAY SLIGHTLY DIFFER DEPENDING ON THE TIME FRAME AND THE
SOURCE OF MATCH VALUES SHOWN ELSEWHERE IN THIS REPORT.

Digital 2024 Croatia™

22 sur 128

We are social logo™ Meltwater logo

françaisVoici la retranscription textuelle de l'image:

JAN 2024

Age Distribution of the Population

The Number of People in Each Age Group, and Associated Share of the Population

Age Group	Population	Percentage
0-4	173 K	4.3%
5-9	183 K	4.6%
10-14	200 K	5.0%
15-19	198 K	4.9%
20-24	205 K	5.1%
25-29	239 K	6.0%
30-34	239 K	6.0%
35-39	262 K	6.6%
40-44	281 K	7.0%
45-49	273 K	6.8%
50-54	279 K	6.9%
55-59	287 K	7.1%
60-64	280 K	7.0%
65-69	237 K	5.9%
70-74	164 K	4.1%
75-79	125 K	3.1%
80-84	76.6 K	1.9%
85-89	29.4 K	0.7%
90-94	5.90 K	0.1%
95-99	1.29 K	<0.1%
100+	520	<0.1%

Drapeau d'un pays avec la mention "CROATIA".

Sources: Extrapolation of data published by the United Nations and local government authorities. *Notes*: Figures shown below each bar represent the respective age group's share of the total population. Where letters BB are shown, Note IB refers to a given base.

Comparability: Source changes and base revisions. Figures may not compare with values published in the previous editions.

Digital 2024 Croatia

21 sur 128

Logos: `we are social`, `Meltwater`Voici la retranscription textuelle de l'image :

**JAN 2024

DEVICE OWNERSHIP**

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

****CROATIA**** (Drapeau de la Croatie)

****Any Kind of Mobile Phone****

98.8%

Year-on-Year Change [N/A]

****Smart Phone****

98.6%

Year-on-Year Change [N/A]

****Feature Phone****

6.9%

Year-on-Year Change [N/A]

****Laptop or Desktop Computer****

83.7%

Year-on-Year Change [N/A]

****Tablet Device****

39.1%

Year-on-Year Change [N/A]

****Games Console****

27.6%

Year-on-Year Change [N/A]

****Smart Watch or Smart Wristband****

44.1%

Year-on-Year Change [N/A]

****TV Streaming Device****

13.2%

Year-on-Year Change [N/A]

****Smart Home Device****

21.1%

Year-on-Year Change [N/A]

****Virtual Reality Device****

3.5%

Year-on-Year Change [N/A]

Source: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. (SEE THE GWI.COM) NOTE: PERCENTAGE CHANGES REPRESENT RELATIVE CHANGE (E.G. AN INCREASE OF 50% FROM A STARTING VALUE OF 10% WOULD BE 15%), NOT ABSOLUTE (E.G. 'PPT' VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE). COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

Logo de We Are Social
Logo de Meltwater

****Digital 2024 Croatia****
23 sur 128
Icônes de navigation et d'impression
Langue : Français

(Note: Les éléments graphiques et les icônes ont été décrits textuellement pour respecter la nature de la tâche de retranscription textuelle.)JAN 2024

MEDIA USE

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

USING THE INTERNET VIA A MOBILE PHONE

98.4%

YEAR-ON-YEAR CHANGE

[N/A]

USING THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET

96.5%

YEAR-ON-YEAR CHANGE

[N/A]

USING SOCIAL MEDIA

95.0%

YEAR-ON-YEAR CHANGE

[N/A]

WATCHING LINEAR AND BROADCAST TV

95.8%

YEAR-ON-YEAR CHANGE

[N/A]

WATCHING STREAMING AND ON-DEMAND TV

73.5%

YEAR-ON-YEAR CHANGE
[N/A]

READING ONLINE PRESS CONTENT
86.6%
YEAR-ON-YEAR CHANGE
[N/A]

READING PHYSICAL PRESS CONTENT
63.7%
YEAR-ON-YEAR CHANGE
[N/A]

LISTENING TO BROADCAST RADIO
88.4%
YEAR-ON-YEAR CHANGE
[N/A]

LISTENING TO MUSIC STREAMING SERVICES
49.0%
YEAR-ON-YEAR CHANGE
[N/A]

LISTENING TO PODCASTS
60.5%
YEAR-ON-YEAR CHANGE
[N/A]

SOURCE: GWI Q3 2023 figures represent the findings of a broader survey of Internet Users aged 16 to 64 (E.g. GWI.COM). NOTES: Percentage change values represent relative change in the number of respondents who report using each channel or device within the month prior to being surveyed. Because of this, values for 'Listening to Broadcast Radio' does not include respondents who primarily listen to radio in non-broadcast formats such as podcasts. Numbers shown reflect the broader sample of people say they spend consuming each media type, and may differ from similar data points shown elsewhere in the reports which represent absolute usage.

SOURCE: GWI

Digital 2024 Croatia

24 sur 128

L'image contient les éléments textuels suivants :

- Un globe bleu stylisé dans un cercle bleu.
- En dessous du cercle, le texte en majuscules et en orange : INTERNET
- En bas à gauche de l'image : Digital 2024 Croatia
- En bas au centre de l'image : 26 sur 128
- En bas à droite de l'image : Il y a des icônes représentant une loupe, une vignette carrée, une flèche de téléchargement, et trois points verticaux.
- En bas à droite, le texte : 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

[Flag of Croatia] CROATIA

TIME SPENT USING THE INTERNET

6H 46M

YEAR-ON-YEAR CHANGE

[N/A]

TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)

3H 16M

YEAR-ON-YEAR CHANGE

[N/A]

TIME SPENT USING SOCIAL MEDIA

2H 02M

YEAR-ON-YEAR CHANGE

[N/A]

TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)

1H 15M

YEAR-ON-YEAR CHANGE

[N/A]

TIME SPENT LISTENING TO MUSIC STREAMING SERVICES

0H 57M

YEAR-ON-YEAR CHANGE

[N/A]

TIME SPENT LISTENING TO BROADCAST RADIO

2H 01M

YEAR-ON-YEAR CHANGE

[N/A]

TIME SPENT LISTENING TO PODCASTS

0H 30M

YEAR-ON-YEAR CHANGE

[N/A]

TIME SPENT USING A GAMES CONSOLE
0H 36M
YEAR-ON-YEAR CHANGE
[N/A]

SOURCE: GWI Jan 2024 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/NOTES. NOTES: PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY. 'TELEVISION' INCLUDES BOTH LINEAR BROADCAST AND CABLE TELEVISION AS CONSUMED ON ENABLED TV SETS, BOTH LIVE AND ON-DEMAND SERVICES. 'PRESS' INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

Digital 2024 Croatia we
25 sur 128 are
social
[icon]
french
[icons]

[Meltwater logo]JAN 2024

INTERNET ADOPTION RATE OVER TIME (YOY)
NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE

JAN 2014: 70.0% (+1.7%)
JAN 2015: 71.7% (+3.3%)
JAN 2016: 73.5% (-6.6%)
JAN 2017: 68.7% (+10.0%)
JAN 2018: 75.6% (+6.0%)
JAN 2019: 80.1% (-0.5%)
JAN 2020: 79.7% (+2.9%)
JAN 2021: 82.0% (+1.1%)
JAN 2022: 82.9% (+1.7%)
JAN 2023: 84.4% (0%)
JAN 2024: 84.4%

Sources: KPDA Analysis; ITU; USALA; Intelligence; Eurostat; Google’s Advertising Resources; CNNIC; Kantar IMAU; Government Resources; United Nations.
Notes: Data is for reporting period as of January, except for data from the most recent period (2024) which represents comparably current figures.

Digital 2024 Croatia

29 sur 128

Icons: A left arrow and a right arrow, magnifying glass, printer, folder, settings, and bookmark.

Language: Français

Logos: We Are Social and MeltwaterJAN 2024

OVERVIEW OF INTERNET USE ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

Croatia flag image with text CROATIA

TOTAL NUMBER OF INTERNET USERS
3.37 MILLION

INTERNET USERS vs. TOTAL POPULATION
84.4%

YEAR-ON-YEAR CHANGE IN TOTAL INTERNET USERS
-0.5% (-18 THOUSAND)

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

INDEXED INTERNET ADOPTION vs. GLOBAL AVERAGE
127.5

PERCENTAGE OF INTERNET USERS ACCESSING VIA MOBILE PHONES
97.3%

AVERAGE DAILY TIME SPENT USING THE INTERNET
6H 46M

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT USING THE INTERNET
[N/A]

Sources: KEPOS ANALYSIS, ITU, GSMA INTELLIGENCE, EUROSTAT, CIA WORLD FACTBOOK, GNIQ, KANTAR I&BA, LOCAL GOVERNMENT AUTHORITIES, UNITED NATIONS, TIME SPENT AND MOBILE SHARE DATA FROM GWI © 2023 RELY ON A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM/](https://www.gwi.com/) ADVISORY. FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA, COMPARABILITY, SOURCE AND BASE CHANGES.

we are social logo
Meltwater logo

Page indicator:
27 sur 128

Additional footer items:

Presentation mode button, two unidentified buttons, font size increase button, search button, language button (indicating French), download button, print button. Bien sûr !
Voici la retranscription textuelle de l'image :

JAN 2024

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

- **Daily time spent using the internet across all devices**: 6H 46M
- **Time spent using the internet on mobile phones**: 3H 17M
- **Time spent using the internet on computers and tablets**: 3H 30M
- **Mobile's share of total daily internet time**: 48.4%

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

Digital 2024 Croatia 31 sur 128

Logos : we are social, Meltwater

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

** JAN 2024 **

** INTERNET USE OVER TIME (YOY) **

Number of individuals using the internet, and year-on-year change

JAN	USERS (MILLIONS)	YOY CHANGE (PERCENTAGE)
-----	-----	-----
JAN 2014	3.01 M	+1.0%

JAN 2015	3.04 M	+2.6%
JAN 2016	3.12 M	-7.3%
JAN 2017	2.89 M	+9.2%
JAN 2018	3.16 M	+5.2%
JAN 2019	3.32 M	-1.3%
JAN 2020	3.28 M	+2.0%
JAN 2021	3.34 M	+0.2%
JAN 2022	3.35 M	+1.2%
JAN 2023	3.39 M	-0.5%
JAN 2024	3.37 M	

Sources:

Kepios Analysis, ITU, GSMA Intelligence, Eurostat, Google's advertising resources, CMO, Kantar I, IAMAI, government resources, United Nations. Note: Where letters are shown next to figures above, see 'Sources and Comparisons' for details. Figures represent all ages. Figures for 2012-2020 used data from Eurostat. Figures for 2012 and 2023-2024 use data from Eurostat and other national entities.

Note: Digital 2024 Croatia, Slide 28 of 128, Created by We Are Social and Meltwater.

*(Sources and additional details are provided in small text at the bottom of the image.)***JAN 2024**

****INTERNET USER PERSPECTIVES****

****INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES****

****Internet Users: ITU****

![Green Globe Icon]

3.28 MILLION

vs. Population 82.1%

****Internet Users: CIA World Factbook****

![Blue Globe Icon]

3.32 MILLION

vs. Population 83.1%

****Internet Users: InternetWorldStats****

![[Red Globe Icon]

3.79 MILLION

vs. Population 94.8%

- SOURCES: As stated above each icon.

- NOTE: Where sources publish internet adoption as a percentage (% penetration), we compare the latest published adoption rates with the latest figures for population to derive equivalent user numbers. Where sources publish absolute user numbers, we compare these absolute user figures with the latest figures for population to derive equivalent % penetration.

- COMPARABILITY: Potential mismatches. Internet user figures quoted elsewhere in this report originate from multiple sources. Including sources not featured on this slide.

****Digital 2024 Croatia****

Page 30 sur 128

Icons:

1. < (Left Arrow)
2. > (Right Arrow)
3. A Speaker Icon
4. KEP ò2 Æövò
5. Small Globe Icons

At the bottom right:

- ****we are social****

- ****Meltwater**** JAN 2024

MAIN REASONS FOR USING THE INTERNET

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

Croatia

1. FINDING INFORMATION 83.4%
2. KEEPING UP TO DATE WITH NEWS AND EVENTS 71.0%
3. STAYING IN TOUCH WITH FRIENDS AND FAMILY 64.2%
4. FINDING NEW IDEAS OR INSPIRATION 63.5%
5. RESEARCHING HOW TO DO THINGS 62.3%
6. WATCHING VIDEOS, TV SHOWS OR MOVIES 60.0%
7. RESEARCHING PLACES, VACATIONS AND TRAVEL 59.9%
8. FILLING UP SPARE TIME AND GENERAL BROWSING 59.4%
9. ACCESSING AND LISTENING TO MUSIC 56.7%
10. RESEARCHING PRODUCTS AND BRANDS 56.5%
11. BUSINESS-RELATED RESEARCH 49.2%
12. RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS 42.8%
13. EDUCATION AND STUDY-RELATED PURPOSES 35.8%
14. MANAGING FINANCES AND SAVINGS 30.5%
15. ORGANISING DAY-TO-DAY LIFE 27.3%

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

Digital 2024 Croatia 32 sur 128

30

FRANÇAISJan 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

Device	Percentage (%)	Year-on-Year Change
-----	-----	-----
Mobile Phone (Any)	97.3%	[N/A]
Laptop or Desktop (Any)	86.1%	[N/A]
Smartphone	96.4%	[N/A]
Feature Phone	6.3%	[N/A]
Tablet Device	29.7%	[N/A]
Personal Laptop or Desktop	75.6%	[N/A]
Work Laptop or Desktop	48.2%	[N/A]
Connected Television	42.8%	[N/A]
Smart Home Device	12.5%	[N/A]
Games Console	13.5%	[N/A]

Source: GWI Q4 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64. See more at [GWI.com](https://www.gwi.com). Notes: "Mobile Phone (Any)" includes users who access via a smartphone or a feature phone. "Laptop or Desktop (Any)" includes users who access via their own computer or a computer provided by their employer. Percentage change values reflect relative change; "[N/A]" values show the change in basis points and reflect absolute change. See notes on data for methodology changes.

33 Digital 2024 Croatia

Logos and Icons:

- We are social
- Meltwater
- Page navigation controls
- Language options (French)

Jan
2024

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

MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

Download (Mbps): 88.24

Upload (Mbps): 16.23

Latency (ms): 22

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

Download: +25.6%

Upload: +3.0%

Latency: 0%

MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

Download (Mbps): 62.16

Upload (Mbps): 26.24

Latency (ms): 9

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

Download: +33.7%

Upload: +35.4%

Latency: -10.0%

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.

Digital 2024 Croatia, 34 sur 128

World map icon mentioning: France

Company logos: We Are Social, Meltwater

Croatia flag** JAN 2024**

SHARE OF WEB TRAFFIC BY DEVICE

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

MOBILE PHONES

Icon of a mobile phone

45.55%

YEAR-ON-YEAR CHANGE

-11.5% (-592 BPS)

LAPTOP AND DESKTOP COMPUTERS

Icon of a laptop

53.05%

YEAR-ON-YEAR CHANGE

+12.9% (+606 BPS)

TABLET DEVICES

Icon of a tablet

1.31%

YEAR-ON-YEAR CHANGE

-12.1% (-18 BPS)

OTHER DEVICES

Icon of a game controller

0.09%

YEAR-ON-YEAR CHANGE

+80.0% (+4 BPS)

Flag of Croatia

CROATIA

****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 SIZE, IN A NUMBER OF PERCENTAGE POINTS, FROM A SIMILAR VALUE OF 50%. FROM A STARTING VALUE OF 50%, 1 PPT (NOT 1%, BPS* MEANS BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.*

Icons by KEPOS.

we are social

****Meltwater****

****Digital 2024 Croatia****

35 sur 128

****français**** JAN 2024

SHARE OF WEB TRAFFIC BY BROWSER

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

CROATIA

- CHROME: 68.4%
- FIREFOX: 11.9%
- SAFARI: 9.3%
- SAMSUNG INTERNET: 3.5%
- EDGE: 3.3%
- OPERA: 2.5%
- IE: 0.5%
- OTHERS: 0.6%

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.

Digital 2024 Croatia

38 sur 128JAN 2024

MOBILE'S SHARE OF WEB TRAFFIC (YOY)

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

CROATIA

DEC 2013: 7.54% (+139%)

DEC 2014: 18.02% (+23.6%)

DEC 2015: 22.28% (+48.7%)

DEC 2016: 33.14% (+22.3%)

DEC 2017: 40.53% (-3.0%)

DEC 2018: 39.30% (+34.7%)

DEC 2019: 52.92% (-4.5%)

DEC 2020: 50.52% (-1.7%)

DEC 2021: 49.68% (+3.6%)

DEC 2022: 51.47% (-11.5%)

DEC 2023: 45.55%

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB
PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES
COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB
BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE
WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E., AN INCREASE OF 20%
FROM A STARTING VALUE OF 30% WOULD EQUAL 36%, NOT 50%).

Digital 2024 Croatia

36 sur 128

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

JAN 2024

TOP TYPES OF WEBSITES VISITED AND APPS USED

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

BY DATAREPORTAL GWI

CROATIA

- CHAT AND MESSAGING: 98.3%

- SOCIAL NETWORKS: 95.6%

- SEARCH ENGINES OR WEB PORTALS: 94.0%

- EMAIL: 73.6%
- WEATHER: 66.1%
- MAPS, PARKING, OR LOCATION-BASED SERVICES: 65.4%
- SHOPPING, AUCTIONS, OR CLASSIFIEDS: 52.9%
- MUSIC: 50.8%
- ENTERTAINMENT: 44.6%
- NEWS: 41.0%
- BANKING, INVESTING, OR INSURANCE: 36.0%
- TRAVEL: 33.2%
- GAMES: 31.0%
- REVIEWS: 31.0%
- SPORTS: 28.5%

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

SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

WE ARE SOCIAL
by Meltwater

Digital 2024 Croatia: 37 sur 128

français

C'est une représentation des pourcentages des différents types de sites web visités et applications utilisées par les utilisateurs d'internet en Croatie âgés de 16 à 64 ans au cours du mois passé, pour janvier 2024.JAN 2024

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

GOOGLE 96.5%

2.7% BING

0.3% DUCKDUCKGO

0.2% YAHOO!

0.2% YANDEX

0.05% ECOSIA

0.04% BAIDU

0.06% OTHERS

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS 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%). Y-0-Y VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

Digital 2024 Croatia

41 sur 128

Meltwater

we are socialJAN 2024

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: 94.0%

(Icon: Magnifying glass)

- USE VOICE ASSISTANTS (E.G., SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK: 4.8%

(Icon: Microphone in a green circle)

- VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS: 44.7%

(Icon: Speech bubble in a red circle)

- USE IMAGE SEARCH TOOLS (E.G., GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH: 17.8%

(Icon: Image in a red circle)

- SCAN A QR CODE ON A MOBILE PHONE EACH MONTH: 47.5%

(Icon: QR code in an orange circle)

- USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK: 40.7%

(Icon: Language icon in a blue circle)

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

we are social Meltwater

Digital 2024 Croatia

43 sur 128## JAN 2024

TOP GOOGLE SEARCHES

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

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	INDEX	100
02	VRIJEME	87
03	DNEVNIK	64
04	ZAGREB	60
05	JUTARNJI	55
06	E DNEVNIK	52
07	SLOBODNA	50
08	24	49
09	SLOBODNA DALMACIJA	41
10	PREVODITELJ	40
11	GOOGLE	40
12	FACEBOOK	39
13	24 SATA	38
14	PROGNOZA	37
15	YOUTUBE	31
16	VIJESTI	26
17	JUTARNJI LIST	26
18	VREMENSKA PROGNOZA	24
19	NJUŠKALO	23
20	24SATA	22

SOURCE: GOOGLE TRENDS. BASED ON SEARCHES CONDUCTED BETWEEN 1 JANUARY 2023 AND 31 DECEMBER 2023.

NOTES: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PROVIDED BY GOOGLE TRENDS AND ARE SHOWN AS IS TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH AN ABSOLUTE SEARCH VOLUME; THE "INDEX vs. TOP QUERY" COLUMN REPRESENTS SEARCH VOLUMES IN EACH CATEGORY NORMALISED AGAINST

THE SEARCH VOLUME OF THE TOP QUERY. ADDITIONALLY, GOOGLE TRENDS USES Dynamic SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, FOR BOTH THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

(we are social logo) (Meltwater logo)

Digital 2024 Croatia 42 sur 128

(pagination and additional icons for sections and language)JAN 2024

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

CROATIA

- ANY KIND OF VIDEO: 95.2%
- MUSIC VIDEO: 54.1%
- COMEDY, MEME, OR VIRAL VIDEO: 41.3%
- VIDEO LIVESTREAM: 23.6%
- TUTORIAL OR HOW-TO VIDEO: 37.9%
- EDUCATIONAL VIDEO: 20.5%
- PRODUCT REVIEW VIDEO: 28.3%
- SPORTS CLIP OR HIGHLIGHTS VIDEO: 19.9%
- INFLUENCER VIDEOS AND VLOGS: 15.5%
- GAMING VIDEO: 13.1%

SOURCE: GWI (JAN 2024). Figures represent the findings of a broad survey of internet users aged 16 to 64. See [GWI.COM/NOTES](https://www.gwi.com/notes). "YOY" figures represent year-on-year change. Percentage change values ($\emptyset = \dot{Y} : \emptyset = \dot{Y}$;) reflect the change in the relative share of people who watch each kind of video content via the internet each week, not the change in the absolute number of internet users watching each type of video content each week. For more details, see NOTES ON DATA.

Digital 2024 Croatia | 44 sur 128

Icons and Logos: We Are Social, MeltwaterVoici la retranscription textuelle de l'image fournie:

JAN 2024

TOP WEBSITES: SIMILARWEB RANKING

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

****CROATIA****

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

01	GOOGLE.COM	122 M	2.49 M	11M 04S	8.8
02	INDEX.HR	52.1 M	1.83 M	7M 27S	4.9
03	YOUTUBE.COM	44.0 M	1.63 M	21M 15S	12.3
04	JUTARNJI.HR	36.1 M	1.79 M	7M 11S	4.0
05	FACEBOOK.COM	32.1 M	1.49 M	11M 08S	9.5
06	VECERNJI.HR	26.1 M	2.02 M	3M 40S	3.1
07	24SATA.HR	24.2 M	1.50 M	6M 00S	3.3
08	SLOBODNADALMACIJA.HR	19.2 M	1.67 M	4M 28S	3.6
09	PORTAL.HR	18.2 M	1.69 M	4M 20S	3.7
10	NET.HR	17.0 M	1.41 M	4M 14S	4.5
11	DNEVNIK.HR	16.8 M	1.61 M	3M 17S	4.3
12	GOOGLE.HR	10.8 M	547K	8M 56S	11.1
13	NUSKALO.HR	10.1 M	1.15 M	8M 50S	10.3
14	INSTAGRAM.COM	8.91 M	1.12 M	7M 08S	8.9
15	DNEVNO.HR	8.14 M	963K	3M 47S	2.9
16	WIKIPEDIA.ORG	7.56 M	1.09 M	4M 29S	3.4
17	SKOLE.HR	6.44 M	446K	5M 49S	8.6
18	NOVILIST.HR	5.80 M	972K	2M 26S	2.6
19	TWITTER.COM	5.62 M	407K	7M 44S	8.9
20	PORNHUB.COM	5.48 M	614K	8M 17S	7.9

****SOURCE:****

SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN
DECEMBER 2022 AND NOVEMBER 2023. NOTES: VALUES IN THE "UNIQUE
VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT INTERNET USERS
ACCESSING EACH SITE, BUT MAY NOT REPRESENT AN INDIVIDUAL UNIQUE, AS
SOME PEOPLE MAY USE MULTIPLE DEVICES OR INTERNET USERS MAYBE
SHARED BETWEEN NUMBERS AND VISITS / UNIQUE VISITORS COUNT IF THE
TIME WINDOW BETWEEN THEM IS MORE THAN 30 MINUTES. VALUES FOR
"AVERAGE TIME PER VISIT" ARE MEASURED IN MINUTES AND SECONDS.
*ADVISORY: SOME SITES FEATURED IN THIS RANKING MAY CONTAIN ADULT
CONTENT, VIDEO GAMES, MALWARE, OR OFFENSIVE CONTENT. READERS
SHOULD AVOID VISITING UNKNOWN DOMAINS.*

****Digital 2024 Croatia****

39 sur 128

****we are social****

****Meltwater****

---JAN 2024

TV CONSUMPTION AND STREAMING

EXPLORING THE VIEWING BEHAVIOURS OF INTERNET USERS AGED 16 TO 64

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

97.0%

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

-3.0%

-300 BPS

DAILY TIME THAT INTERNET USERS SPEND WATCHING ANY KIND OF TV

3H 16M

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

[N/A]

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

88.6%

DAILY TIME SPENT WATCHING TV CONTENT STREAMED OVER THE INTERNET

1H 07M

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

[N/A]

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

34.3%

Small Text at Bottom:

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

we are social
Meltwater

45

Digital 2024 Croatia 45 sur 128

Icons Representing Navigation and Interaction Options### Jan 2024

TOP WEBSITES: SEMRUSH RANKING

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

#	WEBSITE	TOTAL VISITS (MONTHLY AVG)	UNIQUE VISITORS (MONTHLY AVG)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	283 M	14.5 M	22M	
06S	3.1				
02	YOUTUBE.COM	171 M	9.15 M	32M	
04S	5.7				
03	INDEX.HR	114 M	4.97 M	16M	
27S	3.8				
04	JUTARNJI.HR	54.9 M	3.72 M	14M	
09S	3.0				
05	FACEBOOK.COM	42.2 M	6.68 M	21M	
09S	3.2				
06	24SATA.HR	36.8 M	3.00 M	22M	
34S	1.6				
07	SLOBODNADALMACIJA.HR	23.5 M	2.37 M		
14M 09S	3.2				
08	NJUSKALO.HR	23.0 M	3.30 M	15M	
29S	8.4				
09	VECERNJI.HR	22.8 M	2.52 M	11M	
57S	2.9				
10	PORNHUB.COM	20.6 M	2.69 M	10M	
47S	7.9				
11	DNEVNIK.HR	18.1 M	2.77 M	11M	
07S	2.6				
12	TPORTAL.HR	16.1 M	2.13 M	15M	
20S	2.5				
13	WIKIPEDIA.ORG	14.6 M	3.50 M	09M	
31S	1.9				
14	NET.HR	14.0 M	2.15 M	12M	
44S	2.2				
15	GOOGLE.HR	11.8 M	1.09 M	18M	

34S	3.5				
16	INSTAGRAM.COM		11.7 M	3.39 M	16M
23S	1.8				
17	FORUM.HR		10.7 M	1.29 M	22M
01S	7.4				
18	TWITTER.COM		10.0 M	2.22 M	14M
50S	1.7				
19	METEO.HR		9.32 M	978 K	18M
22S	2.1				
20	XVIDEOS.COM		9.29 M	1.58 M	11M
59S	7.9				

Source

SEMRUSH figures represent traffic values between 01 September 2023 and 30 November 2023. ****Note:**** Values in the "Unique Visitors" column represent the number of distinct internet access clients, but may not represent individual human users.

SEMRUSH estimates audience figures using an API: the numbers it produces are constantly being refined. SEMRUSH audience figures may include Internet activity and traffic sources that are not suitable to advertising audiences, including automated or false activity caused by "click fraud," "bot nets," or other forms of non-human traffic.

Some websites may contain adult content. Figures do not include data from websites targeted in Mainichi Shimbun Index Rank Survey or Japanese Firestone Index Survey data. ****Comparability:**** Source methodology changes. Jan 2024

MOST STREAMED CONTENT ON AMAZON PRIME

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

Ø<ÝíØ<Ý÷ Croatia

MOST STREAMED MOVIES ON AMAZON PRIME VIDEO

MOVIE NAME INDEX

01. CULPA MÍA 100
02. THE TOMORROW WAR 85
03. SAMARITAN 80
04. DIE HART THE MOVIE 51
05. GUY RITCHIE'S THE COVENANT 51
06. AIR 50
07. THE HOBBIT: AN UNEXPECTED JOURNEY 42
08. THE GENTLEMEN 38
09. THE HOBBIT: THE BATTLE OF THE FIVE ARMIES 34
10. RED, WHITE & ROYAL BLUE 33

MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO

TV SHOW NAME INDEX

01. THE LORD OF THE RINGS: THE RINGS OF POWER 100
02. REACHER 66

03. THE BOYS 63
04. STAR TREK: PICARD 57
05. THE SUMMER I TURNED PRETTY 46
06. THE WHEEL OF TIME 45
07. TOM CLANCY'S JACK RYAN 45
08. GEN V 32
09. CLARKSON'S FARM 28
10. THE GRAND TOUR 21

SOURCE FLIXPATROL SEE FLIXPATROL.COM NOTES THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. 'INDEX' VALUES COMMUTE THE FLIXPATROL 'POINTS' VALUE FOR EACH TITLE IN THE FLIXPATROL 'POINTS' VALUE OF THE TOP-RANKED ITEM IN EACH PLATFORM'S RANKING.

DIGITAL 2024 Croatia 48 sur 128

we are social.

Meltwater** JAN 2024**

MOST STREAMED CONTENT ON NETFLIX

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

MOST STREAMED MOVIES ON NETFLIX

#	MOVIE NAME	INDEX
01	THE GRINCH	100
02	THE CROODS: A NEW AGE	47
03	LUTHER: THE FALLEN SUN	46
04	THE DIARY OF PAULINA P.	45
05	MURDER MYSTERY 2	44
06	F9	40
07	THE MOTHER	39
08	REPTILE	36
09	GLASS ONION: A KNIVES OUT MYSTERY	35
10	EXTRACTION 2	34

MOST STREAMED TV SHOWS ON NETFLIX

#	TV SHOW NAME	INDEX
01	THE NIGHT AGENT	100
02	THE WITCHER	98
03	LOVE IS BLIND	97
04	GINNY & GEORGIA	94

05	THE LINCOLN LAWYER	83
06	WEDNESDAY	82
07	BECKHAM	82
08	YOU	77
09	THE CROWN	72
10	LIEBES KIND	67

Source: FLIXPATROL SEE FlixPatrol.com. Notes: The same content may have different titles in different countries. Rankings based on FlixPatrol's analysis of viewing activity for full-year 2023. "Index" values combine the FlixPatrol "points" value for each title in the Flixpatrol "Points" value of the top-ranked title in each platform's ranking.

Digital 2024 Croatia

Page 46 sur 128

We are social

Meltwater

** JAN 2024 **

** MOST STREAMED CONTENT ON DISNEY+ **

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

** MOST STREAMED MOVIES ON DISNEY+ **

#	MOVIE NAME	INDEX
---	-----	---
01	ELEMENTAL	100
02	HOME ALONE	58
03	BLACK PANTHER: WAKANDA FOREVER	46
04	AVATAR: THE WAY OF WATER	43
05	HOME ALONE 2: LOST IN NEW YORK	40
06	GUARDIANS OF THE GALAXY VOLUME 3	32
07	THE LITTLE MERMAID	31
08	A HAUNTING IN VENICE	30
09	ANT-MAN AND THE WASP: QUANTUMANIA	28
10	STRANGE WORLD	25

** MOST STREAMED TV SHOWS ON DISNEY+ **

#	TV SHOW NAME	INDEX
---	-----	---
01	BLUEY	100
02	THE SIMPSONS	96
03	MODERN FAMILY	88
04	GREY'S ANATOMY	84
05	FAMILY GUY	69

06	MICKEY MOUSE CLUBHOUSE	42
07	HOW I MET YOUR MOTHER	34
08	MALCOLM IN THE MIDDLE	27
09	THE MANDALORIAN	19
10	CRIMINAL MINDS	12

Source: FLIXPATROL See FLIXPATROL.COM

Notes: The same content may have different titles in different countries. Rankings based on FlixPatrol's analysis of viewing activity for full-year 2023. "Index" values combine the item/film/TV points' value of the top-ranked item in each platform's ranking.

Digital 2024 Croatia 47 sur 128Jan 2024

ONLINE AUDIO:

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

1. WATCH OR LISTEN TO ONLINE MUSIC VIDEOS

- 54.1%

- YEAR-ON-YEAR CHANGE: [N/A]

2. LISTEN TO MUSIC STREAMING SERVICES

- 26.6%

- YEAR-ON-YEAR CHANGE: [N/A]

3. LISTEN TO ONLINE RADIO SHOWS OR STATIONS

- 22.2%

- YEAR-ON-YEAR CHANGE: [N/A]

4. LISTEN TO PODCASTS

- 16.9%

- YEAR-ON-YEAR CHANGE: [N/A]

5. LISTEN TO AUDIO BOOKS

- 5.6%

- YEAR-ON-YEAR CHANGE: [N/A]

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; E.G. "AN INCREASE OF 20% FROM A STARTING VALUE OF 30% WOULD EQUAL 6", NOT 20%. *BPS VALUES REPRESENT THE ABSOLUTE CHANGE IN BASIS POINTS. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

Digital 2024 Croatia 50 sur 128

we are social | MeltwaterJAN 2024

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

(Croatia flag) CROATIA

ANY DEVICE: 86.2%

SMARTPHONE: 71.5% (GWI)

LAPTOP OR DESKTOP: 51.6%

GAMES CONSOLE: 24.6%

TABLET: 17.2%

HAND-HELD GAMING DEVICE: 3.4%

MEDIA STREAMING DEVICE: 2.2% (GWI) (KANTAR)

VIRTUAL REALITY HEADSET: 2.5%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See [gwi.com](https://www.gwi.com). Notes: “YoY” figures represent year-on-year change. Percentage change values represent relative change in percentage of 2023 from a starting value of 100, would equal 0%. Not “pp” values represent base points and indicate the absolute change. Comparability: methodology changes see notes on data.

Digital 2024 Croatia
51 sur 128

we are social x MeltwaterJAN 2024 MOST STREAMED CONTENT ON HBO FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON HBO FOR FULL YEAR 2023

MOST STREAMED MOVIES ON HBO

#	MOVIE NAME	INDEX
01	ELVIS	100
02	DON'T WORRY DARLING	94
03	THE BATMAN	75
04	BLACK ADAM	75

05	MAGIC MIKE'S LAST DANCE	74
06	KIMI	66
07	DUNE	54
08	KING RICHARD	45
09	FATHER OF THE BRIDE	40
10	SHAZAM! FURY OF THE GODS	40

MOST STREAMED TV SHOWS ON HBO

#	TV SHOW NAME	INDEX
01	THE LAST OF US	100
02	FROM	82
03	AND JUST LIKE THAT...	63
04	FRIENDS	42
05	HOUSE OF THE DRAGON	40
06	SUCCESSION	37
07	THE GILDED AGE	36
08	30 COINS	36
09	BILLIONS	36
10	THE IDOL	34

Source: FlixPatrol. See flixpatrol.com. Notes: The same content may have different titles in different countries. Rankings based on FlixPatrol's analysis of viewing activity for full year 2023. "Index" values convey the FlixPatrol "points" value for each title in the FlixPatrol "points" value of the top-ranked title in each FlixPatrol ranking.

Digital 2024 Croatia

49 sur 128L'image contient le texte suivant :

"Social Media"

En bas de l'image :

"Digital 2024 Croatia"

"56 sur 128"

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

JAN 2024

USE OF ONLINE FINANCIAL SERVICES

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

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

36.0%

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

****18.8%****

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

****10.5%****

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.Com data.

Notes: "YoY" figures represent year-on-year change. Percentage change values in parentheses denote the percentage change in the measure or metric from a starting value of 100. YoY values represent basis points, and indicate the absolute change.

Comparability: Methodology changes. See notes on data.

****Digital 2024 Croatia****

Page 54 sur 128

****we are social****

****Meltwater****

****Langue**:** françaisJAN 2024

AVERAGE ANNUAL REVENUE PER SMART HOME

Average annual spend on smart home devices per smart home (U.S. dollars)

PENETRATION OF SMART HOME DEVICES

10.8%

Year-on-year change

+23.2% (+204 BPS)

ARPU: SPEND ON ALL SMART HOME DEVICES

\$270

Year-on-year change
-2.0% (-\$5.40)

ARPU: SMART HOME APPLIANCES

\$204

Year-on-year change
-3.6% (-\$7.70)

ARPU: SMART HOME CONTROL & CONNECTIVITY DEVICES

\$56.75

Year-on-year change
-4.8% (-\$2.84)

ARPU: SMART HOME SECURITY DEVICES

\$132

Year-on-year change
-0.8% (-\$1.10)

ARPU: SMART HOME ENTERTAINMENT DEVICES

\$64.43

Year-on-year change
-5.0% (-\$3.42)

ARPU: SMART HOME COMFORT & LIGHTING

\$48.58

Year-on-year change
+7.0% (+\$3.18)

ARPU: SMART HOME ENERGY MANAGEMENT

\$26.99

Year-on-year change
-5.6% (-\$1.59)

SOURCE: Statista Digital Market Outlook. See Statista.com.

NOTES: "Smart Home Devices" include digitally connected and controlled home devices that can be remotely controlled, monitored, and accessed, and deliver services that enable home automation. Numbers in this chart represent access to remote-controlled devices and are meant to reflect the average revenue per smart home (ARPU). Penetration figures shown here represent usage penetration rates. Market sizes and ARPU figures are calculated based on the comparison of both smart home devices and solutions from individual subcategories using equivalent users for 2022 as totals. BPS is defined as "basis points". (1 BPS = 0.01 %). Additional information: see satus and social. not comparison. last changes in the forecast has to be expected

Logo: statista
Logo: we are social
Logo: Meltwater

Digital 2024 Croatia
53 sur 128

Icons for penetration of smart home devices, ARPU: spend on all smart home devices,
ARPU: smart home appliances, ARPU: smart home control & connectivity devices,
ARPU: smart home security devices, ARPU: smart home entertainment devices,
ARPU: smart home comfort & lighting, and ARPU: smart home energy management.

Flag: Croatia### JAN 2024
SMART HOME MARKET OVERVIEW
VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS)

Croatia

NUMBER OF HOMES WITH SMART HOME DEVICES

- **171.7 THOUSAND**
- YEAR-ON-YEAR CHANGE
- **+24.5% (+34 THOUSAND)**

TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET

- **\$46.38 MILLION**
- YEAR-ON-YEAR CHANGE
- **+22.1% (+\$8.4 MILLION)**

VALUE OF SMART HOME APPLIANCES MARKET

- **\$16.00 MILLION**
- YEAR-ON-YEAR CHANGE
- **+21.9% (+\$2.9 MILLION)**

VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET

- **\$8.67 MILLION**
- YEAR-ON-YEAR CHANGE
- **+18.6% (+\$1.4 MILLION)**

VALUE OF SMART HOME SECURITY DEVICE MARKET

- **\$8.56 MILLION**
- YEAR-ON-YEAR CHANGE
 - **+22.8% (+\$1.6 MILLION)**

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET

- **\$6.47 MILLION**
- YEAR-ON-YEAR CHANGE
 - **+18.1% (+\$990 THOUSAND)**

VALUE OF SMART HOME COMFORT & LIGHTING MARKET

- **\$4.49 MILLION**
- YEAR-ON-YEAR CHANGE
 - **+34.8% (+\$1.2 MILLION)**

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET

- **\$2.19 MILLION**
- YEAR-ON-YEAR CHANGE
 - **+23.0% (+\$410 THOUSAND)**

SOURCE: STATISTA DIGITAL MARKET OUTLOOK; SEE STATISTA.COM. NOTE: "SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED, SEE USED DATA ON STATISTA.COM; INCLUDES ESTIMATED VALUES FOR 2023, YEAR-ON-YEAR CHANGE INDICATES GROWTH IN 2023; NUMBERS IN MAPS INDICATE STATISTICAL RANGES PER REGION OR EACH COUNTRY; GLOBAL STATISTICS INCLUDE DEVICES IN EACH REGION WHERE HOME AUTOMATION DEVICES ARE RELATED TO OVERALL APPROVAL RATING OF PRODUCT, THEIR EFFICIENCY AND THEIR CONTRIBUTION TO EACH MARKET.

52 sur 128

Digital 2024 Croatia

We are social Meltwater** JAN 2024**

ONLINE PRIVACY AND SECURITY

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

- ****EXPRESS CONCERN ABOUT WHAT IS REAL VS. WHAT IS FAKE ON THE INTERNET****

![[icon]]
53.3%

- ****WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA****

![[icon]]
38.2%

- ****DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME****

![[icon]]
47.7%

- ****USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME OF THE TIME****

![[icon]]
37.2%

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

![[icon]]
15.4%

****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. [BIT.LY/REUTERSNEWSREPORT2023](https://bit.ly/reutersnewsreport2023). 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](https://www.gwi.com).

****Digital 2024 Croatia 55 sur 128****

![[Icons: Previous slide, Thumbnails, Outline, Zoom in, Zoom out, Full screen]]

****français****

![[Icons: We are social logo, Meltwater logo]]JAN 2024

DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE

SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH
ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER
CROATIA

18 - 24 YEARS OLD

FEMALE: 11.6%

MALE: 8.8%

25 - 34 YEARS OLD

FEMALE: 13.0%

MALE: 13.7%

35 - 44 YEARS OLD

FEMALE: 10.4%

MALE: 10.0%

45 - 54 YEARS OLD

FEMALE: 8.1%

MALE: 7.3%

55 - 64 YEARS OLD

FEMALE: 5.4%

MALE: 4.6%

65+ YEARS OLD

FEMALE: 3.7%

MALE: 3.2%

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

58 sur 128

Digital 2024 Croatia
français

we are social MeltwaterJAN 2024

MAIN REASONS FOR USING SOCIAL MEDIA

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

[CROATIA FLAG ICON] CROATIA

FILLING SPARE TIME	59.1%
KEEPING IN TOUCH WITH FRIENDS AND FAMILY	56.8%
FINDING CONTENT (E.G. ARTICLES, VIDEOS)	37.5%
FINDING INSPIRATION FOR THINGS TO DO AND BUY	37.4%
READING NEWS STORIES	35.6%
FINDING PRODUCTS TO PURCHASE	33.2%
SEEING WHAT'S BEING TALKED ABOUT	28.4%
SEEING CONTENT FROM YOUR FAVOURITE	

BRANDS	24.2%
FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS	20.6%
MAKING NEW CONTACTS	19.9%
WORK-RELATED NETWORKING OR RESEARCH	18.4%
WATCHING OR FOLLOWING SPORTS	17.8%
SHARING AND DISCUSSING OPINIONS WITH OTHERS	17.4%
POSTING ABOUT YOUR LIFE	16.2%
WATCHING LIVE STREAMS	15.6%

SOURCE: GWI Q3 2023 FIGURES REPRESENT THE FINDINGS OF A GLOBAL 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.
[WE ARE SOCIAL LOGO] [MELTWATER LOGO]

59 Digital 2024 Croatia 59 sur 128 [various icons] Jan 2024
OVERVIEW OF SOCIAL MEDIA USE
HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE [NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS]

Croatia (flag)

NUMBER OF SOCIAL MEDIA USER IDENTITIES
2.79 MILLION

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

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES
-5.1% -150 THOUSAND

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA
2H 02M

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH
6.7

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION
69.8%

SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+
74.7%

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET
82.7%

FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER
IDENTITIES
50.0%

MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER
IDENTITIES
50.0%

SOURCES:

KFORS ANALYSIS; COMPANY ADVERTISING RESOURCES; GWI; DATAREPORTAL;
CNECT; OMDIA; UN; GWI Q4 2023. NOTES: AVERAGE NUMBER OF PLATFORMS
INCLUDES DATA FOR YOUTUBE. ADVISORY: SOCIAL MEDIA USER IDENTITIES
MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH
POPULATION AND INTERNET USER FIGURES MAY BE DUPLICATED AND MAY
NOT INDICATE ACTUAL SOCIAL MEDIA USER NUMBERS. SEE NOTES ON DATA.

57

we are social / Meltwater Digital 2024 Croatia

57 sur 128 Bien sûr, voici la retranscription textuelle de l'image :

JAN 2024

FAVOURITE SOCIAL MEDIA PLATFORMS

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

1. **WHATSAPP** - 26.6%
2. **FACEBOOK** - 22.3%
3. **INSTAGRAM** - 17.7%
4. **VIBER** - 9.9%
5. **TIKTOK** - 7.2%
6. **FACEBOOK MESSENGER** - 3.4%
7. **PINTEREST** - 2.2%

8. **TELEGRAM** - 1.1%
9. **REDDIT** - 1.0%
10. **X (TWITTER)** - 1.0%

****SOURCE:**** GWI (Q3 2023) SEE GWI.COM NOTES: DATA INCLUDES INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM MULTIPLE OPTIONS 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 DO NOT PUBLISH TIKTOK IN CHINA, SEPARATELY AS 'DOUYIN', AS PER BYTEDANCE'S COMPARABLE REPORTING OF USER NUMBERS FOR EACH PLATFORM. COMPARABILITY, METHODOLOGY CHANGES. SEE NOTES ON DATA.

****Digital 2024 Croatia****
****Page 61 of 128****

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

Il y a également un drapeau de la Croatie dans le coin supérieur droit, indiquant que ces données concernent la Croatie.JAN 2024

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

1. TIKTOK
34H 51M
2. YOUTUBE
23H 04M
3. FACEBOOK
14H 38M
4. INSTAGRAM
11H 07M

5. SNAPCHAT
9H 59M
6. WHATSAPP
8H 03M
7. LINE
7H 02M
8. FACEBOOK MESSENGER
2H 26M
9. X (TWITTER)
2H 21M
10. PINTEREST
2H 10M
11. TELEGRAM
1H 11M
12. LINKEDIN
0H 28M

62 sur 128

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.

Digital 2024 Croatia

we are social Meltwater JAN 2024

MOST USED SOCIAL MEDIA PLATFORMS

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

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

Facebook - 85.8%
WhatsApp - 85.2%
Facebook Messenger - 74.2%
Instagram - 71.3%
Viber - 70.2%

TikTok - 40.5%
Pinterest - 31.4%
LinkedIn - 25.8%
X (Twitter) - 23.5%
Telegram - 17.1%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM/QUIB](https://www.gwi.com/quib). NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. COMPARABILITY: VERSIONS OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WERE BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION; GWI'S CURRENT SURVEY INVITES ANSWERS BASED ON A LIST THAT DOES NOT INCLUDE YOUTUBE AS AN ANSWER OPTION. WHILE DIRECT COMPARISONS TO THE FINDINGS SHOWN IN THOSE EARLIER CHARTS ARE STILL VALID AND USEFUL, CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN IN SIMILAR CHARTS IN PREVIOUS REPORTS.

Digital 2024 Croatia – 60 sur 128 – français

we are social – MeltwaterJAN 2024

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

CROATIA

1. LINE: 670.4
2. WHATSAPP: 557.5
3. SNAPCHAT: 489.2
4. TIKTOK: 387.6
5. INSTAGRAM: 358.3
6. FACEBOOK: 284.7
7. YOUTUBE: 174.0
8. FACEBOOK MESSENGER: 156.0
9. TELEGRAM: 108.4
10. X (TWITTER): 101.2
11. PINTEREST: 57.2
12. LINKEDIN: 35.0

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI NOTES. "ACTIVE USERS" DENOTE USERS WHO OPEN THE RESPECTIVE PLATFORM'S APP ON AN ANDROID PHONE AT LEAST ONCE IN A GIVEN CALENDAR MONTH. FIGURES REPRESENT THE AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF THE

RESPECTIVE PLATFORM'S ANDROID APP OPENED THAT APP EACH MONTH BETWEEN 01 JULY AND 30 SEPTEMBER 2023.

Digital 2024 Croatia

63 sur 128

we are social
MeltwaterJAN 2024

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

[CROATIA FLAG] CROATIA

Facebook 74.0%
Instagram 8.3%
Pinterest 7.6%
5.5% X (Twitter)
YouTube 2.6%
Reddit 1.1%
Tumblr 0.6%
Others 0.4%

Digital 2024 Croatia

Source: Statcounter. Notes: Share does not include traffic from messenger platforms. Data are only available for a selection of platforms, and percentages reflect share of available platforms only. Figures represent the share of web traffic arriving on third-party websites via clicks or taps on links published on each platform as a percentage of total web traffic arriving from the available selection of social platforms in December 2023.

we are social
Meltwater

66 sur 128Voici la retranscription textuelle de l'image fournie :

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

- ANY KIND OF SOCIAL MEDIA PLATFORM: 69.2%
- SOCIAL NETWORKS: 44.7%
- QUESTION & ANSWER SITES (E.G. QUORA): 21.1%
- MESSAGING AND LIVE CHAT SERVICES: 6.7%
- FORUMS AND MESSAGE BOARDS: 20.9%
- MICRO-BLOGS (E.G. X / TWITTER): 3.2%
- VLOGS (BLOGS IN A VIDEO FORMAT): 6.0%
- ONLINE PINBOARDS (E.G. PINTEREST): 4.8%

****SOURCE:**** GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. ****NOTE:**** VALUES FOR "ANY KIND OF SOCIAL MEDIA PLATFORM" INCLUDE ALL RESPONDENTS USING SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. TWITTER), BLOGS (TEXT-FOCUSED / WEBSITES), VLOGS (BLOGS IN AN INDIVIDUAL VIDEO OR VIDEO CHANNEL), AND ONLINE PINBOARDS (E.G. PINTEREST). ****COVERAGE:**** INTERNET USERS AGED 16 TO 64. ****METHODOLOGY NOTE:**** SEE NOTES ON DATA.

****Digital 2024 Croatia****
****64 sur 128****
****we are social****
****Meltwater**SOCIAL MEDIA PLATFORMS**

Digital 2024 Croatia

68 sur 128

français

Les icônes illustrées sont liées aux plates-formes suivantes: Instagram, Facebook, Twitter, Snapchat, LinkedIn, YouTube, Messenger, Pinterest, et TikTok.JAN 2024

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

FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW: ****56.4%****
 BANDS, SINGERS, OR OTHER MUSICIANS: ****31.8%****
 ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS: ****31.7%****
 COMPANIES AND BRANDS YOU PURCHASE FROM: ****30.2%****
 RESTAURANTS, CHEFS, OR FOOD PERSONALITIES: ****29.0%****

TV SHOWS OR CHANNELS: **26.2%**
COMPANIES AND BRANDS YOU'RE CONSIDERING PURCHASING FROM:
25.0%
ACTORS, COMEDIANS, OR OTHER PERFORMERS: **24.1%**
SPORTS PEOPLE AND TEAMS: **23.4%**
MAGAZINES OR PUBLICATIONS YOU READ: **20.7%**
EVENTS YOU'RE ATTENDING: **19.9%**
INFLUENCERS OR OTHER EXPERTS: **19.1%**
TRAVEL WRITERS AND COMPANIES: **18.8%**
FITNESS EXPERTS OR ORGANISATIONS: **18.2%**
CONTACTS RELEVANT TO YOUR WORK: **15.8%**

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

WE ARE SOCIAL Meltwater

Digital 2024 Croatia 65 sur 128JAN 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)

Flag: CROATIA

1. DEC 2013 - 77.92% (+16.2%)
2. DEC 2014 - 90.58% (-7.2%)
3. DEC 2015 - 84.07% (+4.6%)
4. DEC 2016 - 87.93% (-28.0%)
5. DEC 2017 - 63.30% (+10.6%)
6. DEC 2018 - 70.02% (-2.4%)
7. DEC 2019 - 68.37% (+11.6%)
8. DEC 2020 - 76.27% (+19.6%)
9. DEC 2021 - 91.22% (-33.4%)
10. DEC 2022 - 60.71% (+21.9%)
11. DEC 2023 - 74.02%

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, based on the percentage change in values for 5,000 of its properties. Based on changes in the percentage of total web traffic. A single month would be given less weight.
We Are Social, Meltwater.

Digital 2024 Croatia
67 sur 128Jan 2024

Facebook: Advertising Audience Overview

The potential audience that marketers can reach with ads on Facebook

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

Croatia (flag icon)

Total Potential Reach of Ads on Facebook

1.70 million

Facebook Ad Reach vs. Total Population

42.5%

Facebook Ad Reach vs. Total Internet Users

50.4%

Quarter-on-Quarter Change in Reported Facebook Ad Reach

-10.5%

-200 thousand

Year-on-Year Change in Reported Facebook Ad Reach

-2.9%

-50 thousand

Share: Female Facebook Ad Reach vs. Overall Facebook Ad Reach

49.1%

Share: Male Facebook Ad Reach vs. Overall Facebook Ad Reach

50.9%

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

51.2%

Adoption: Female Facebook Ad Reach Aged 18+ vs. Female Population Aged 18+

47.5%

Adoption: Male Facebook Ad Reach Aged 18+ vs. Male Population Aged 18+

53.0%

Sources: Meta advertising resources, Kepios analysis. Notes: Based on data from Meta's published audience. Gender data only available for "female" and "male"; source data for reach by gender won't sum to published total. Advisory: Identified annual updates and amendments to audience reach data may impact the comparability of 2022 and 2023 data.

69 sur 128

Icons and logos for We Are Social, Meltwater, and Kepios.JAN 2024

TIKTOK: ADVERTISING AUDIENCE OVERVIEW

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

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

TOTAL POTENTIAL REACH OF ADS ON TIKTOK:
1.05 MILLION

TIKTOK AD REACH VS. TOTAL POPULATION:
26.4%

TIKTOK AD REACH VS. TOTAL INTERNET USERS:
31.3%

QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH:
[N/A]

YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH:
[N/A]

SHARE: FEMALE TIKTOK AD REACH AGED 18+ VS. OVERALL TIKTOK AD REACH AGED 18+:
49.3%

SHARE: MALE TIKTOK AD REACH AGED 18+ VS. OVERALL TIKTOK AD REACH AGED 18+:
50.7%

ADOPTION: OVERALL TIKTOK AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+:
31.7%

ADOPTION: FEMALE TIKTOK AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+:
30.2%

ADOPTION: MALE TIKTOK AD REACH AGED 18+ VS. MALE POPULATION AGED 18+:
33.4%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPÍOS ANALYSIS.

NOTES: DOES NOT INCLUDE DUPLICATES; REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR "FEMALE" REACH OR ADOPTION; VALUES BASED ON MIDPOINTS ARE SHOWN AS AN AVERAGE IF SOURCES REPORT MINIMUM AND MAXIMUM ESTIMATES, PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT; PLEASE READ THE IMPORTANT NOTES ON CHANGES IN RESEARCH METHODOLOGIES; COMPARABILITY OF BASES MAY BE LIMITED.

we are social
Meltwater

Digital 2024 Croatia

73 sur 128**JAN 2024 - TOP YOUTUBE SEARCHES**

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

Croatia

#	SEARCH QUERY	INDEX
01	ZADRUGA	100
02	ZADRUGA 6	38
03	ZADRUGA UZIVO	32
04	PIESME	29
05	MUSIC	28
06	PIESMA	17
07	SONGS	16
08	MINECRAFT	12
09	FILIP I ZAGA	11
10	HAJDUK	11
11	ZADRUGA 7	11
12	ZADRUGA 6 UZIVO	11
13	ASMR	10
14	DEX ROCK	10
15	BAKA PRASE	10
16	TIKTOK	9
17	FORTNITE	9
18	ELITA	9
19	ROBLOX	9
20	TOP	8

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 listed by Google Trends, and are shown "as-is" to enable sections to identify potential changes in how content entered within language in Digital.

Furthermore, Google does not publish absolute search volumes but the "index" column shows relative search volumes for each query combined with the search volume of the top query.

Advisory: Google Trends uses dynamic sampling, so data and index values may vary depending on when the tool is accessed, even for the same time period. ****MOBILE****

Digital 2024 Croatia

78 sur 128 ****JAN 2024****

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

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

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

****Total Potential Reach of Ads on Messenger****

1.30 Million

****Messenger Ad Reach vs. Total Population****

32.5%

****Messenger Ad Reach vs. Total Internet Users****

38.6%

****Quarter-on-Quarter Change in Reported Messenger Ad Reach****

-10.3%, -150 Thousand

****Year-on-Year Change in Reported Messenger Ad Reach****

0% [Unchanged]

****Share: Female Messenger Ad Reach Aged 18% vs. Overall Messenger Ad Reach Aged 18+****

51.0%

****Share: Male Messenger Ad Reach Aged 18% vs. Overall Messenger Ad Reach Aged 18+****

49.0%

****Adoption: Overall Messenger Ad Reach Aged 18+ vs. Overall Population Aged 18+****

39.1%

****Adoption: Female Messenger Ad Reach Aged 18+ vs. Female Population Aged 18+****

38.7%

****Adoption: Male Messenger Ad Reach Aged 18+ vs. Male Population Aged 18+****

40.0%

****SOURCES:** META ADVERTISING RESOURCES, KEPOS ANALYSIS. NOTES:**
Based on deployment of published audiences. Gender data only available for "female" and "male"; source data for people whose self-identified gender is non-binary or undisclosed was not available. NOTES: Number shown includes users aged 18 and above only; significant age restrictions may apply in some countries. *These figures may not represent unique individuals or match the active user base published by each platform. Figures are based on each platform's potential advertising reach and may not correlate with the monthly active users reported elsewhere in this report.

CROATIA

Digital 2024 Croatia, 74 sur 128

Icons represent data sources: [Meta Advertising Resources], [Kepios Analysis], [Melwater]

(We Are Social, Melwater logos) JAN 2024

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

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

[Flag of Croatia]
CROATIA

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN
930.0 THOUSAND

LINKEDIN AD REACH vs. TOTAL POPULATION
23.3%

LINKEDIN AD REACH vs. TOTAL INTERNET USERS
27.6%

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH
+4.5%
+40 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH
+13.4%
+110 THOUSAND

SHARE: FEMALE LINKEDIN AD REACH AGED 18+ vs. OVERALL LINKEDIN AD REACH AGED 18+
49.3%

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

50.7%

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

28.0%

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

20.9%

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

23.1%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: VALUES RELATE TO REGISTERED 'MEMBERS' SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT; GENDER DATA UNAVAILABLE FOR ~797,000 'MEMBERS'. ADVISORY: MAY VARY SIGNIFICANTLY, AND AFFECTIVELY, DUE TO INCREASE IN ACTIVE USERS; BASES: JAN 2024: 3.88 MILLION 'MEMBERS'; COMPARATIBILITY: AD REACH JANUARY 2024 = NET MO; DEC CONSEQUENCES OVERALL; MAY EXIST VARIATIONS IN EIN DEFINITIONS, AND CHANGES IN REPORTED PLATFORMS, TECHNOLOGIES, AND/OR SYSTEMS.

Digital 2024 Croatia 75 sur 128 français

[Icons for download and social media sharing] Jan 2024

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

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM
1.40 MILLION

INSTAGRAM AD REACH vs. TOTAL POPULATION
35.0%

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS
41.5%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH
-3.4% -50 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH
+3.7% +50 THOUSAND

SHARE: FEMALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+
55.6%

SHARE: MALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+
44.4%

ADOPTION: OVERALL INSTAGRAM AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
42.2%

ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
43.6%

ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
37.5%

Sources: Meta Advertising Resources, Kepios Analysis. Notes: Based on Instagram's published audience figures. Gender data only available for "Female" and "Male" - source data for reach by "gender" may sum to less than total due to rounding and reporting limitations. Audience data are typically reported in Headline Locations, but this chart uses population data based on the 'total accessible location'. Advisory: Reported figures may not represent unique individuals. Instagram's self-service advertising tools do not yet report potential reach figures for all of the platform's ad formats. Figures represent aggregated data for all ad formats that Instagram's tools currently report. Base dates for quarters vary by country; refer to on-screen date annotations for details. Internet user numbers published by various sources and may not represent unique individuals. Notes: Internet user numbers include users of any kind of internet connection via any device. Figures for annual change may differ from absolute differences due to rounding. Totals for YoY figures may not equal 100% due to rounding. Consider supporting further research by sharing your own KPIs, data, and changes in resident populations. Comparability: Generally comparable with previous periods, but may be subject to differences in definitions and reporting. *Households in this chart represent statistical units, not actual housing data. Defined via primary residence (e.g., Census or government register-based) unless otherwise mentioned.

CROATIA

we are social Meltwater

Digital 2024 Croatia 72 sur 128 JAN 2024

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

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

[CROATIA FLAG] CROATIA

TOTAL POTENTIAL REACH OF ADS ON YOUTUBE
- 2.79 MILLION

YOUTUBE AD REACH VS. TOTAL POPULATION
69.8%

YOUTUBE AD REACH VS. TOTAL INTERNET USERS
82.7%

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

YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH
- -5.1%
- -150 THOUSAND

SHARE: FEMALE YOUTUBE AD REACH AGED 18+ VS. OVERALL YOUTUBE AD REACH AGED 18+
- 50.0%

SHARE: MALE YOUTUBE AD REACH AGED 18+ VS. OVERALL YOUTUBE AD REACH AGED 18+
- 50.0%

ADOPTION: OVERALL YOUTUBE AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
- 74.7%

ADOPTION: FEMALE YOUTUBE AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
- 72.1%

ADOPTION: MALE YOUTUBE AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
- 77.4%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES:

DATA ARE NOT AVAILABLE FOR ALL COUNTRIES. VALUES BASED ON AVAILABLE DATA ONLY. AGE AND GENDER DATA ARE ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' USERS AGED 18+ ADOPTION VALUES CALCULATED USING APPROPRIATE DEMOGRAPHIC DATA FROM UNITED NATIONS, EUROSTAT, WORLD BANK, AND U.S. CENSUS BUREAU. FOR MORE DETAILED DEFINITIONS, IMPORTANT NOTES, AND DISCLAIMERS, PLEASE REFER TO THE ESSENTIAL NOTES SECTION AT THE START OF THIS REPORT. FIGURE FOR TOTAL POTENTIAL REACH OF ADS SHOWN HERE INCLUDES ESTIMATES FOR YOUTUBE'S 'RESERVED' AD BUYING METHODS, YOUTUBE MASTHEADS, AND YOUTUBE SELECT, BUT THESE METHODS MAY NOT BE AVAILABLE IN ALL MARKETS. PUBLISHED ADS REACH FIGURES MAY BE BASED ON ONLY PART OF YOUTUBE'S TOTAL ADVERTISING REACH. VALUES ARE BASED ON THE REACH DELIVERED VIA YOUTUBE'S 'PUBLIC' SELF-SERVICE AD TOOLS ONLY, AND DO NOT INCLUDE YOUTUBE ADS SERVED VIA GOOGLE ADS OR DISPLAY & VIDEO 360. NOT ALL YOUTUBE USERS CAN BE REACHED WITH ADVERTISING DUE TO LEGAL, PRIVACY, OR COMMERCIAL RESTRICTIONS. VALUES REPORTED HERE MAY DIFFER FROM ACTUAL REACH BECAUSE OF ACCOUNT SET-UP AND REGISTRATION PROCESSES, HUMAN ERROR, FRAUD, CLONING, AND OTHER FACTORS. VALUES SHOWN HERE MAY NOT REPRESENT UNIQUE INDIVIDUALS. ASSESSED USING A COMBINATION OF VARIOUS FIRST-PARTY, SECOND-PARTY, AND THIRD-PARTY DATA SOURCES. VALUES REPRESENT DATA COLLECTED DURING OR AROUND JULY 2023.

Digital 2024 Croatia ^{TMTMTM} We Are Social^{TMTM} ÖVÇGpater
70 sur 128 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

(Croatia flag) CROATIA

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT
- 615.0 THOUSAND

SNAPCHAT AD REACH vs. TOTAL POPULATION
- 15.4%

SNAPCHAT AD REACH vs. TOTAL INTERNET USERS
- 18.2%

QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH
- 47.1% (-548 THOUSAND)

YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH
+ 5.1% (+30 THOUSAND)

SHARE: FEMALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+
- 52.2%

SHARE: MALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+
- 47.1%

ADOPTION: OVERALL SNAPCHAT AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
- 13.5%

ADOPTION: FEMALE SNAPCHAT AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
- 13.6%

ADOPTION: MALE SNAPCHAT AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
- 13.2%

Sources: SNAP'S ADVERTISING RESOURCES; KEPOS ANALYSIS | NOTES: DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON DEMOGRAPHICS IF AVAILABLE; DATA ONLY; GENDER DATA ARE ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' BUT OUR ANALYSIS ALSO INCLUDES 'NULL' VALUES TO ENSURE TOTALS MATCH OVERALL REPORTED AUDIENCES; OR MINOR YEAR-TO-YEAR CHANGES FROM HISTORIC.

Digital 2024 Croatia - 76 sur 128

76

icons for report, print, download, share
français

We Are Social | Meltwater### X: Advertising Audience Overview

Jan 2024

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)
648.7 Thousand

X Ad Reach vs. Total Population
16.2%

X Ad Reach vs. Total Internet Users
19.2%

Quarter-on-Quarter Change in Reported X Ad Reach
-38.2% (-401 Thousand)

Year-on-Year Change in Reported X Ad Reach
+118% (+351 Thousand)

Share: Female X Ad Reach Aged 18+ vs. Overall X Ad Reach Aged 18+
59.1%

Share: Male X Ad Reach Aged 18+ vs. Overall X Ad Reach Aged 18+
40.9%

Adoption: Overall X Ad Reach Aged 18+ vs. Overall Population Aged 18+
19.1%

Adoption: Female X Ad Reach Aged 18+ vs. Female Population Aged 18+
21.8%

Adoption: Male X Ad Reach Aged 18+ vs. Male Population Aged 18+
16.2%

Additional Information

- **Sources**: ITU; ADVERTISING RESOURCES; KEPOS ANALYSIS
- **Notes**: Values are midpoints or published ranges. Gender data are only available for "female" and "male". Advisory: Significant marketing is required to build. Internet users aged 13 and above. Internet user number based on our estimate. 1n the January data library.
- **Comparability**: Comparisons and varying influences in digital marketing environments.

Digital 2024 Croatia
Page 77 of 128
français** JAN 2024**

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

NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)
(Icon: Mobile phone with signal)
5.31 MILLION

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION
(Icon: Three people)
132.9%

YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS
(Icon: Arrows in a circular motion)
+2.1%
+111 THOUSAND

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

(Icon: Cellular tower)

****95.1%****

****SOURCE:**** GSMA INTELLIGENCE ****NOTES:**** TOTAL CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. FIGURES MAY SIGNIFICANTLY EXCEED FIGURES FOR POPULATION DUE TO MULTIPLE CONNECTIONS AND CONNECTED DEVICES PER PERSON. ****COMPARABILITY:**** EACH YEAR'S NUMBERS USED IN THIS 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.

Flag of Croatia

****CROATIA****

****Digital 2024 Croatia - 79 sur 128****

****we are social****

****Meltwater**** JAN 2024

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

[Flag of Croatia] CROATIA

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES

79.01%

YEAR-ON-YEAR CHANGE

-3.6% (-294 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES

20.04%

YEAR-ON-YEAR CHANGE

+14.4% (+253 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES

0.89%
YEAR-ON-YEAR CHANGE
+74.5% (+38 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES
0%
YEAR-ON-YEAR CHANGE
[UNCHANGED]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
0.06%
YEAR-ON-YEAR CHANGE
+100% (+3 BPS)

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES IN DECEMBER 2023. FIGURES SHOWN HERE ARE BASED ON THE RELATIVE CHANGE IN EACH OPERATING SYSTEM'S SHARE OF WEB TRAFFIC THAT WAS RECORDED BY STATCOUNTER BETWEEN DEC 2022 AND DEC 2023. VALUES IN BRACKETS REPRESENT THE NET CHANGE IN EACH OPERATING SYSTEM'S SHARE OF TOTAL WEB PAGES SERVED TO MOBILE PHONES DURING THE PERIOD. ONE BASIS POINT (BPS) IS EQUAL TO 1/100 OF A PERCENTAGE POINT. VALUES MAY NOT SUM TO 100% DUE TO ROUNDING.

81
Digital 2024 Croatia
81 sur 128
[Icons: arrows, printer, link, download, magnifying glass, Google Translate, star, etc.]
français

[Logos: We Are Social, Hootsuite, Meltwater]Voici la retranscription textuelle de l'image
fournie :

JAN 2024

SHARE OF MOBILE TIME BY APP CATEGORY
TIME SPENT USING APPS IN EACH APP CATEGORY AS A PERCENTAGE OF
TOTAL TIME SPENT USING ANDROID PHONES OVERALL

TOTAL TIME SPENT USING SMARTPHONES EACH DAY
3H 16M

SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS
29.7%

SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS
32.6%

SHARE OF SMARTPHONE TIME: UTILITY & PRODUCTIVITY
20.6%

SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)
11.3%

SHARE OF SMARTPHONE TIME: SHOPPING APPS
1.0%

SHARE OF SMARTPHONE TIME: ALL OTHER APPS
4.8%

SHARE OF SMARTPHONE TIME: WEB BROWSERS & SEARCH ENGINES
11.5%

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI NOTES. FIGURES REPRESENT SHARE OF TIME SPENT USING ANDROID PHONES BETWEEN 01 JANUARY AND 31 DECEMBER 2023. CATEGORY DEFINITIONS REPRESENT DATA.AI'S USE CASE MODEL 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.

Ø<ÝíØ<Ý÷ CROATIA

we are social
Meltwater

82

Digital 2024 Croatia

82 sur 128

Remarques:

- L'image fournit des statistiques d'utilisation des smartphones en Croatie pour le mois de janvier 2024.

JAN 2024

MOBILE APP MARKET OVERVIEW

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

Total Number of Mobile App Downloads

125.4 MILLION

Year-on-Year Change in the Total Number of Mobile App Downloads

+11.1%

+13 MILLION

Annual Consumer Spend on Mobile Apps and In-App Purchases (USD)

\$100.0 MILLION

Year-on-Year Change in Consumer Spend on Mobile Apps and In-App Purchases

+30.5%

+\$23 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 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 TRANSACTIONS OR MOBILE ADVERTISING. CONSUMER SPEND FIGURES ARE IN U.S. DOLLARS.

Digital 2024 Croatia

83 sur 128

icônes WE ARE SOCIAL, MeltwaterVoici la retranscription textuelle de l'image :

JAN 2024

APP RANKING: MONTHLY ACTIVE USERS

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

#	MOBILE APP	COMPANY
01	YOUTUBE	GOOGLE
02	WHATSAPP MESSENGER	META
03	GOOGLE	GOOGLE
04	CHROME BROWSER	GOOGLE
05	GOOGLE MAPS	GOOGLE

06	EMAIL	GOOGLE
07	VIBER	RAKUTEN
08	FACEBOOK	META
09	SAMSUNG TOUCHWIZ HOME	SAMSUNG GROUP
10	SAMSUNG GALLERY	SAMSUNG GROUP

#	MOBILE GAME	COMPANY
01	ROBLOX	ROBLOX
02	BRAWL STARS	TENCENT
03	STUMBLE GUYS	SCOPELY
04	CLASH ROYALE	TENCENT
05	WORDS OF WONDERS	FUGO
06	EA SPORTS FC™ MOBILE 24 SOCCER	ELECTRONIC ARTS
07	SUBWAY SURFERS	TENCENT
08	CHESS.COM	CHESS.COM
09	AMONG US!	INNER SLOTH
10	GEOMETRY DASH	ROBTOP

Source: Data/Ai Intelligence. See Data Ai Notes: Rankings based on combined monthly active users across iPhones and Android phones between 01 January and 31 December 2023.

Digital 2024 Croatia 84 sur 128

we are social MeltwaterLe contenu de l'image en texte est le suivant :

[Image d'un chariot d'achat blanc sur fond bleu]

"ECOMMERCE"

En bas à gauche :
"Digital 2024 Croatia"

En bas à droite :
"87 sur 128"

En bas à droite, en dessous du texte :

Des icônes :

- Flèche de navigation vers la gauche
- Outil de recherche
- Outil de partage
- Outil de présentation

Langue de l'interface :

"français" JAN 2024

APP RANKING: DOWNLOADS

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

MOBILE APP

- 01 WHATSAPP MESSENGER - META
- 02 TIKTOK - BYTEDANCE
- 03 MEIN DM DEUTSCHLAND - DM DROGERIE MARKT
- 04 CAPCUT - BYTEDANCE
- 05 TEMU - PDD HOLDINGS
- 06 ABOUT YOU - ONLINE SHOP - OTTO GROUP
- 07 ZALANDO - ZALANDO
- 08 INSTAGRAM - META
- 09 FACEBOOK - META
- 10 SPOTIFY - SPOTIFY

MOBILE GAME

- 01 BLOCK BLAST ADVENTURE MASTER - HUNGRY STUDIO
- 02 WORDS OF WONDERS - FUGO
- 03 ROBLOX - ROBLOX
- 04 STUMBLE GUYS - SCOPELY
- 05 MONOPOLY GO! FAMILY BOARD GAME - SCOPELY
- 06 SUBWAY SURFERS - TENCENT
- 07 EA SPORTS FC™ MOBILE 24 SOCCER - ELECTRONIC ARTS
- 08 BURGER PLEASE - SUPERCENT
- 09 CHESS.COM - CHESS.COM
- 10 ROYAL MATCH - DREAM GAMES

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.

Digital 2024 Croatia

85 sur 128

we are social

MeltwaterVoici la retranscription textuelle de l'image :

JAN 2024

APP RANKING: CONSUMER SPEND

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

CROATIA

# MOBILE APP	COMPANY
01 TIKTOK	BYTEDANCE
02 GOOGLE ONE	GOOGLE
03 TINDER	MATCH GROUP
04 DISNEY+	DISNEY
05 MAX: STREAM HBO, TV, & MOVIES	WARNER BROS. DISCOVERY
06 Badoo	BUMBLE
07 FACEAPP	FACEAPP
08 YOUTUBE	GOOGLE
09 DEEZER	DEEZER
10 DUOLINGO: LEARN LANGUAGES	DUOLINGO

# MOBILE GAME	COMPANY
01 COIN MASTER	MOON ACTIVE
02 MATCH MASTERS	CANDIVOIRE
03 ROBLOX	ROBLOX
04 CANDY CRUSH SAGA	ACTIVISION BLIZZARD
05 PUBG MOBILE	TENCENT
06 GARDENSCAPES BY PLAYRIX	PLAYRIX
07 FISHDOM	PLAYRIX
08 HOMESCAPES	PLAYRIX
09 EA SPORTS FC™ MOBILE 24 SOCCER	ELECTRONIC ARTS
10 TOP ELEVEN	TAKE TWO INTERACTIVE

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

Digital 2024 Croatia

86 sur 128

we are social MeltwaterSur l'image, on peut voir un graphique intitulé "CELLULAR MOBILE CONNECTIONS OVER TIME" (Connexions mobiles cellulaires au fil du temps) pour le mois de janvier 2024, en Croatie. Voici les données retranscrites :

Période	Nombre de connexions	Variation	
-----	-----	-----	
Q4 2021	5.12 M	-0.3%	
Q1 2022	5.11 M	+2.1%	
Q2 2022	5.22 M	+2.9%	
Q3 2022	5.37 M	-3.1%	
Q4 2022	5.20 M	-1.0%	
Q1 2023	5.15 M	+2.3%	
Q2 2023	5.27 M	+3.5%	
Q3 2023	5.45 M	-2.6%	
Q4 2023	5.31 M		

Source: GSMA Intelligence

Note : Exclut les connexions cellulaires IoT. Lorsque des lettres sont présentes à côté des chiffres au-dessus des barres : " K " signifie milliers ; " M " signifie millions ; " B " signifie milliards (par exemple " 12.3 K " = 12,300 et " 1.23 M " = 1,230,000). Lorsque l'unité est absente, les valeurs sont indiquées telles quelles. Comparabilité : Les bases ont changé ; voir les notes sur les données.Bien sûr! Voici la retranscription textuelle de l'image:

** JAN 2024 **

WEEKLY ONLINE SHOPPING ACTIVITIES

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

1. ****PURCHASED A PRODUCT OR SERVICE ONLINE****

- Symbole: Caddie de supermarché
- Pourcentage: ****49.2%****

2. ****ORDERED GROCERIES VIA AN ONLINE STORE****

- Symbole: Poire
- Pourcentage: ****10.6%****

3. ****BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE****

- Symbole: Flèche circulaire
- Pourcentage: ****8.3%****

4. ****USED AN ONLINE PRICE COMPARISON SERVICE****

- Symbole: Sac avec symbole dollar
- Pourcentage: ****23.2%****

5. ****USED A BUY NOW, PAY LATER SERVICE****

- Symbole: Calendrier avec symbole dollar
- Pourcentage: ****2.3%****

Pays: Croatie (drapeau croate)

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.

89 sur 128

Digital 2024 Croatia

GWI *We Are Social* *Meltwater*

N'hésitez pas si vous avez besoin d'autre chose!JAN 2024

ONLINE PURCHASE DRIVERS

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

- Free Delivery: 72.6%
- Coupons and Discounts: 57.8%
- Loyalty Points: 56.6%
- Easy Returns Policy: 37.4%

- Next-Day Delivery: 35.8%
- Cash on Delivery: 35.3%
- Simple Online Checkout: 34.3%
- Customer Reviews: 33.3%
- Click and Collect: 26.6%
- Guest Checkout: 23.2%
- Interest-Free Payments: 12.9%
- Social Likes & Comments: 11.3%
- Eco-Friendly Credentials: 9.0%
- Exclusive Content or Services: 5.2%
- Social Buy Buttons: 4.4%

Source: GWI Q3 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM for comparability. Methodology changes: see notes on data.

Digital 2024 Croatia' " 7W" #%% français' We are social MeltwaterJAN 2024

****FINANCIAL INCLUSION FACTORS****

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

****ACCOUNT WITH A FINANCIAL INSTITUTION****

91.8%

- Female: 90.0%
- Male: 93.9%

****CREDIT CARD OWNERSHIP****

35.8%

- Female: 31.4%
- Male: 40.7%

****DEBIT CARD OWNERSHIP****

67.5%

- Female: 67.7%
- Male: 67.4%

****MOBILE MONEY ACCOUNT (e.g., MPESA, GCASH)****

[N/A]

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

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

75.0%

- Female: 71.6%
- Male: 78.8%

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

44.0%

- Female: 39.8%

- Male: 48.7%

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

26.8%

- Female: 25.0%

- Male: 29.0%

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

43.0%

- Female: 40.0%

- Male: 46.4%

(Source: World Bank. Notes: Some figures have not been updated in the past year, so may be less representative of current behaviours. Percentages are of adults aged 15 and above.)

(Note: total population. Mobile money accounts only refer to services that provide a mobile wallet, independent of wilderness, device unlimited.)

Croatia

****Digital 2024 Croatia****

88 sur 128

Icons:

- Bank building for financial institution account
- Credit card for credit card ownership
- Debit card for debit card ownership
- Mobile phone for digital payment, purchases, sending money, and paying bills

We Are Social

MeltwaterJAN 2024

ONLINE TRAVEL AND TOURISM

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

CROATIA

FLIGHTS

\$268.5 MILLION

YEAR-ON-YEAR CHANGE +34.6% (+\$69 MILLION)

TRAINS

\$11.26 MILLION
YEAR-ON-YEAR CHANGE +35.5% (+\$3.0 MILLION)

CAR RENTALS
\$25.55 MILLION
YEAR-ON-YEAR CHANGE +18.1% (+\$3.9 MILLION)

LONG-DISTANCE BUSES
\$15.99 MILLION
YEAR-ON-YEAR CHANGE +37.7% (+\$4.4 MILLION)

HOTELS
\$346.3 MILLION
YEAR-ON-YEAR CHANGE +15.1% (+\$45 MILLION)

PACKAGE HOLIDAYS
\$202.3 MILLION
YEAR-ON-YEAR CHANGE +28.2% (+\$45 MILLION)

VACATION RENTALS
\$43.11 MILLION
YEAR-ON-YEAR CHANGE +17.8% (+\$6.5 MILLION)

CRUISES
\$920 THOUSAND
YEAR-ON-YEAR CHANGE +41.9% (+\$272 THOUSAND)

SOURCE:
STATISTA DIGITAL MARKET OUTLOOK; STATISTA MOBILITY MARKET OUTLOOK;
SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR
REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH CURRENT
VALUES SINCE THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE
REVENUES ASSOCIATED WITH PUBLIC TRANSPORT; NON-COMMERCIAL
FLIGHTS; FERRIES; TAXIS; RIDE-SHARING; INDIVIDUAL & CORPORATE
SERVICES. COMPARABILITY: BASE AND CATEGORY DEFINITIONS UNDERWENT
METHOD CHANGES; FIGURES ARE NOT COMPARABLE WITH PREVIOUS
ESTIMATES.

we are social
Meltwater

Digital 2024 Croatia
92 sur 128
folder
language
share

search

circle detail

drop detail

translate

chatBien sûr ! Voici une retranscription textuelle de l'image :

****JAN 2024****

****ECOMMERCE: CONSUMER GOODS CATEGORIES****

Estimated annual spend in each consumer goods ecommerce category (B2C only, U.S. dollars, full-year 2023)

****Croatia****

(Flag image of Croatia)

****ELECTRONICS****

****\$384.2 MILLION****

YEAR-ON-YEAR CHANGE

+14.5% (\$49 MILLION)

****FASHION****

****\$280.1 MILLION****

YEAR-ON-YEAR CHANGE

+15.0% (\$37 MILLION)

****FOOD****

****\$93.12 MILLION****

YEAR-ON-YEAR CHANGE

+17.2% (\$15.6 MILLION)

****BEVERAGES****

****\$41.91 MILLION****

YEAR-ON-YEAR CHANGE

+3.8% (\$1.5 MILLION)

****DIY & HARDWARE****

****\$50.90 MILLION****

YEAR-ON-YEAR CHANGE

+3.1% (\$1.7 MILLION)

****FURNITURE****

****\$101.7 MILLION****

YEAR-ON-YEAR CHANGE

+21.9% (\$18 MILLION)

****PHYSICAL MEDIA****

****\$22.06 MILLION****
YEAR-ON-YEAR CHANGE
-4.4% (\$1.0 MILLION)

****BEAUTY & PERSONAL CARE****
****\$74.48 MILLION****
YEAR-ON-YEAR CHANGE
+12.2% (\$8.1 MILLION)

****TOBACCO PRODUCTS****
****\$18.54 MILLION****
YEAR-ON-YEAR CHANGE
-1.0% (\$180 THOUSAND)

****TOYS & HOBBY****
****\$69.79 MILLION****
YEAR-ON-YEAR CHANGE
+14.4% (\$9.2 MILLION)

****HOUSEHOLD ESSENTIALS****
****\$18.50 MILLION****
YEAR-ON-YEAR CHANGE
+40.7% (\$5.4 MILLION)

****OVER-THE-COUNTER PHARMACEUTICALS****
****\$25.79 MILLION****
YEAR-ON-YEAR CHANGE
+13.4% (\$3.0 MILLION)

****LUXURY GOODS****
****\$42.11 MILLION****
YEAR-ON-YEAR CHANGE
+13.2% (\$4.9 MILLION)

****EYE-WEAR****
****\$25.40 MILLION****
YEAR-ON-YEAR CHANGE
+11.1% (\$280 THOUSAND)

****SOURCE****
Statista Ecommerce Market Data, [statista.com](https://www.statista.com)

****NOTES****

Figures represent estimates of full-year B2C revenues in U.S. dollars, and comparisons with the previous calendar year.
These eCommerce categories do not include digital downloads or streaming.

Comparability: Significant rate revisions and major category definition changes.

Logo "we are social"

Logo "statista"

Logo "Meltwater"

****Digital 2024 Croatia****

91 sur 128

****français** JAN 2024**

ONLINE RIDE-HAILING OVERVIEW

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

NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES

790.0 THOUSAND

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

+1.3%

+10 THOUSAND

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

\$23.54 MILLION

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

+11.6%

+\$2.4 MILLION

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

\$29.71

SOURCE: STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM. NOTES: IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS. VALUES INCLUDE THE BOOKINGS OF PASSENGER VEHICLES (I.E., EMV, CARS) 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.

Flag: CROATIA

Francais

Icons:

1. Car icon next to "NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES"
2. Arrow icon next to "YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE USERS"
3. Dollar icon next to "TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2023)"
4. Circling arrows icon next to "YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE RIDE-HAILING BOOKINGS"
5. Person with dollar sign icon next to "AVERAGE ANNUAL VALUE PER USER: ONLINE RIDE-HAILING BOOKINGS (USD, 2023)"

Logos:

1. Statista
2. We Are Social
3. MeltwaterJAN 2024

DIGITAL HEALTH TREATMENT & CARE OVERVIEW HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND CARE

Number of people using digital health treatment & care
1.02 million

Year-on-year change in users of digital treatment & care
+1.3%
+13 thousand

Total annual value of the digital treatment & care market (USD, 2023)
\$83.73 million

Year-on-year change in market value: digital treatment & care market
+18.8%
+\$13 million

Average annual value per user: digital treatment & care (USD, 2023)
\$81.77DIGITAL MARKETING

Digital 2024 Croatia 99 sur 128D'accord! Voici la retranscription textuelle de l'image :

**** JAN 2024 ****

**** SOURCES OF BRAND DISCOVERY ****

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

- **** SEARCH ENGINES ****: 41.1%
- **** WORD-OF-MOUTH ****: 38.3%
- **** PRODUCT BROCHURES ****: 32.0%
- **** BRAND WEBSITES ****: 31.1%
- **** TV ADS ****: 29.4%
- **** SOCIAL MEDIA ADS ****: 25.0%
- **** SOCIAL MEDIA COMMENTS ****: 24.7%
- **** CONSUMER REVIEW SITES ****: 23.9%
- **** ADS ON WEBSITES ****: 21.8%
- **** IN-STORE PROMOS ****: 21.3%
- **** PRODUCT COMPARISON WEBSITES ****: 20.8%
- **** PRODUCT SAMPLES OR TRIALS ****: 18.0%
- **** BILLBOARDS & POSTERS ****: 16.2%
- **** EMAILS OR PHYSICAL MAIL ****: 16.1%
- **** PRINT PRESS ADS ****: 15.5%

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

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

Logo: **** we are social ****: Logo: **** Meltwater ****

Digital 2024 Croatia

100 sur 128 JAN 2024

ADVERTISING SPEND: TOTAL vs. DIGITAL

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

TOTAL AD SPEND (INCLUDING ONLINE AND OFFLINE CHANNELS)

\$376.0 MILLION

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

+6.8% +\$24 MILLION

DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)

\$252.7 MILLION

YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND
+9.7% +\$22 MILLION

DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND
67.2%

SOURCE: STATISTA MARKET OUTLOOKS. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FIGURES REPRESENT THE MARKET VALUE AS REPORTED BY ADVERTISERS (E.G. THE AMOUNT OF MONEY THAT ADVERTISERS SPEND ON ACTIVATING A CLIENT). VALUES FOR EACH MARKET INCLUDE AD SPENDING ON ACTIVE MARKETPLACE SALES ONLY. DISCREPANCIES BETWEEN VALUES ARE BASED ON 'NATIVE' DATA ORIGIN. FOR MORE DETAIL SEE STATISTA.COM. N.B. THIS CHART INCLUDES A BROADER VARIETY OF FORMATS AND ACTIVITIES THAN THE DEFINITION OF 'SOCIAL MEDIA ADVERTISING' CON FIRMS IN THIS REPORT. SOCIAL NETWORKING AD SPENDING MARKET SEGMENT EXCLUDES MASS DISTRIBUTION. AD SPENDING INCLUDES FORMATS AND PLATFORMS AIMED AT ENGAGING USERS. IT DOES NOT CONSOLIDATE NON-LINK ADVERTISEMENTS. PARTNER LOGICIELS: WE ARE SOCIAL & Meltwater

PAGE 103
Digital 2024 Croatia
103 sur 128

INDICATEURS:

- graphique : total ad spend
- graphique : year-on-year change in total ad spend
- graphique : digital ad spend
- graphique : year-on-year change in digital ad spend
- graphique : digital ad spend as a percentage of total ad spend

JAN 2024
ENGAGEMENT WITH DIGITAL MARKETING

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

[Flag of Croatia] CROATIA

- RESEARCH BRANDS ONLINE BEFORE MAKING A PURCHASE
65.4%
GWI.
[Icon: Magnifying glass]

- VISITED A BRAND'S WEBSITE IN THE PAST 30 DAYS

63.8%

[Icon: Globe]

- CLICKED OR TAPPED ON A BANNER AD ON A WEBSITE IN THE PAST 30 DAYS

16.9%

[Icon: Click hand]

- CLICKED OR TAPPED ON A SPONSORED SOCIAL MEDIA POST IN THE PAST 30 DAYS

20.1%

[Icon: Click hand with social media]

- DOWNLOADED OR USED A BRANDED MOBILE APP IN THE PAST 30 DAYS

9.8%

GWI.

[Icon: Mobile phone]

Sources:

- GWI Q4 2021. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/QUOTES.

- NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN ENGAGEMENT OF A PARTICULAR ACTIVITY AMONG INTERNET USERS AGED 16 TO 64.

- Comparability: METHODOLOGY CHANGES. SEE NOTES ON DATA.

DIGITAL 2024 Croatia

Page 101 of 128

Icons: [Arrow left] [Home] [Book] [Magnifier] [Settings] [Phone]

Language: français.

We Are Social © Meltwater JAN 2024

MAIN CHANNELS FOR ONLINE BRAND RESEARCH

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

(Croatia flag) CROATIA

1. **SEARCH ENGINES** - 61.7%
2. **CONSUMER REVIEWS** - 46.8%
3. **SOCIAL NETWORKS** - 44.7%
4. **PRODUCT & BRAND WEBSITES** - 38.6%
5. **PRICE COMPARISON SITES** - 28.5%
6. **MOBILE APPS** - 23.8%
7. **Q&A SITES** - 21.1%

8. **FORUMS & MESSAGE BOARDS** - 20.9%
9. **SPECIALIST REVIEW SITES** - 15.8%
10. **DISCOUNT VOUCHER SITES** - 13.0%
11. **BRAND & PRODUCT BLOGS** - 12.7%
12. **VIDEO SITES** - 12.4%
13. **MESSENGER SERVICES** - 6.7%
14. **ONLINE PINBOARDS** - 4.8%
15. **MICRO-BLOGS** - 3.2%

****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.

102

Digital 2024 Croatia

102 sur 128

(We Are Social logo) (Meltwater logo)JAN 2024

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

[Image of dollar sign inside a blue circle]

ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (USD)
\$186.2 MILLION

[Image of arrow inside an orange circle]

YEAR-ON-YEAR CHANGE IN PROGRAMMATIC ADVERTISING SPEND (USD)
+10.2%
+\$17 MILLION

[Image of gear inside a red circle]

PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
73.7%

[Image of arrows inside a green circle]

YEAR-ON-YEAR CHANGE IN PROGRAMMATIC'S SHARE OF TOTAL DIGITAL
ADVERTISING SPEND
+0.4%
+33 BPS

[Flag of Croatia and text "CROATIA"]

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK, SEE STATISTA.COM.
NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND
COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR
YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE
VALUES ARE BASED ON THE ANNUAL GROWTH RATE (CAGR). VALUES
REPRESENT SPENDS AND INDICATE ABSOLUTE CHANGE. COMPARABILITY:
BASE CHANGES FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we are social Meltwater

Digital 2024 Croatia 105 sur 128 françaisJan 2024

Search Advertising Overview

Spend on online search advertising (in U.S. dollars) and its share of the digital
advertising market.

Annual spend on online search advertising (USD)

\$76.70 million

Year-on-year change in online search advertising spend

+10.3%

+\$7.1 million

Online search's share of total digital advertising spend

30.3%

Year-on-year change in online search's share of total digital advertising spend

+0.5%

+15 BPS

Sources: Statista Advertising & Media Outlook; see Statista.com. Notes: Figures
represent estimates for full-year 2024, and comparisons with equivalent values for the
previous calendar year. Financial values are in U.S. dollars. Percentage change values
are based on the expenditure in the previous year, e.g., from a starting value of \$69.6
million, growth of 10.3% would equal 76.70. "BPS" values represent basis points, and
indicate absolute change. Comparability: base changes in values are not comparable
with previous reports.

Page 106 sur 128

Digital 2024 Croatia

Statista, Meltwater, We are socialVoici la retranscription textuelle de l'image :

FIND THOUSANDS OF REPORTS EXPLORING DIGITAL TRENDS IN EVERY

COUNTRY IN THE WORLD IN OUR FREE ONLINE LIBRARY:
DATAREPORTAL.COM/LIBRARY

Digital 2024 Croatia

111 sur 128

français

---DIGITAL ADVERTISING SPEND

JAN 2024

ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL
YEAR 2023)

Total Annual Spend on Digital Ads (All Types)

\$252.7 MILLION

Y-O-Y CHANGE IN SPEND

+9.7% (+\$22 MILLION)

Annual Spend on Online Search Ads

\$76.70 MILLION

Y-O-Y CHANGE IN SPEND

+10.3% (+\$7.1 MILLION)

Annual Spend on Digital Video Ads

\$40.83 MILLION

Y-O-Y CHANGE IN SPEND

+8.5% (+\$3.2 MILLION)

Annual Spend on Digital Banner Ads

\$93.36 MILLION

Y-O-Y CHANGE IN SPEND

+9.3% (+\$7.9 MILLION)

Annual Spend on Online Influencer Activities

\$16.30 MILLION

Y-O-Y CHANGE IN SPEND

+16.4% (+\$2.3 MILLION)

Annual Spend on Online Classifieds

\$15.02 MILLION

Y-O-Y CHANGE IN SPEND

+5.0% (+\$720 THOUSAND)

Annual Spend on Digital Audio Ads

\$1.19 MILLION

Y-O-Y CHANGE IN SPEND

+12.3% (+\$130 THOUSAND)

Share of Total Digital Ad Spend: Mobile Devices

57.3%

Y-O-Y CHANGE IN SPEND

+2.0% (+110 BPS)

Share of Total Digital Ad Spend: Social Media

34.2%

Y-O-Y CHANGE IN SPEND

+0.4% (+15 BPS)

Share of Total Digital Ad Spend: Programmatic

73.7%

Y-O-Y CHANGE IN SPEND

+0.4% (+33 BPS)

Sources: Statista Advertising & Media Outlook; see [statista.com](https://www.statista.com). Notes: Figures refer to the total spend in 2023 in U.S. dollars, and comparisons with equivalent figures for the previous calendar year. "Programmatic" spend includes all digital advertising that is transacted via automated means. "BPS" stands for basis points. For further details on category definitions, please visit [statista.com/outlook](https://www.statista.com/outlook); MELTWATER makes no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, or availability with respect to MELTWATER information and related graphics contained herein for any purpose. Any reliance you place on such information is therefore strictly at your own risk.

STATISTA

Sources: STATISTA

104

Digital 2024 Croatia

104 sur 128

We Are Social

KARGO

français

Meltwater°Meltwater

Break through

the noise with Meltwater

Our data-rich suite of solutions uses cutting-edge technology to take you from analysis to insights with a click. Consolidate your tech stack, streamline your workflows, and make more informed business decisions. We'll show you how.

Get a Demo

Media Intelligence

Monitor digital and traditional media content across the world

Media Relations

Build strong relationships with the best media contacts for your brand

Social Listening & Analytics

Analyze what the world is saying about your brand, your industry, and your competitors.

Social Media Management

Take control of your social media presence.

Consumer Intelligence

Understand what drives your customers.

Influencer Marketing

Streamline and measure your influencer marketing management.

Sales Intelligence

Evolve your sales process with data.

Data & API Integration

Create an enterprise-wide analytics platform tailored to your business.

Digital 2024 Croatia

114 sur 128

français