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

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

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

State of Social Media 2024
Download the report

[QR code]

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Think Forward
THE SOCIAL RECKONING

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

Attention layering
EVERYDAY RANDOM
Post Representation
Mischief Mode
The Offline Internet

Explore the trends:
ThinkForward.WeAreSocial.com JAN 2024

POPULATION ESSENTIALS
DEMOGRAPHICS AND OTHER KEY INDICATORS

TOTAL POPULATION
1.44 BILLION

FEMALE POPULATION
48.4%

MALE POPULATION
51.6%

YEAR-ON-YEAR CHANGE IN TOTAL POPULATION
+0.9%
+13 MILLION

MEDIAN AGE OF THE POPULATION
28.4

URBAN POPULATION
36.6%

POPULATION DENSITY (PEOPLE PER KM²)
482.7

OVERALL LITERACY (ADULTS AGED 15+)
76.3%

FEMALE LITERACY (ADULTS AGED 15+)
69.1%

MALE LITERACY (ADULTS AGED 15+)
83.5%

SOURCES: KEPOS ANALYSIS, UNITED NATIONS, LOCAL GOVERNMENT AUTHORITIES, WORLD BANK, UNESCO, CIA, WORLD FACTBOOK, OUR WORLD IN DATA, INDEMBRUNDE, INDIAMETA.

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POPULATION OVER TIME
POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

Year	Population	Year-on-Year Change
JAN 2014	1.30 B	+1.2%
JAN 2015	1.32 B	+1.2%
JAN 2016	1.33 B	+1.2%
JAN 2017	1.35 B	+1.1%
JAN 2018	1.36 B	+1.1%
JAN 2019	1.38 B	+1.0%
JAN 2020	1.39 B	+0.9%
JAN 2021	1.40 B	+0.7%
JAN 2022	1.41 B	+0.7%
JAN 2023	1.42 B	+0.7%
JAN 2024	1.44 B	+0.9%

SOURCES: United Nations; local government authorities; KEPIO Analysis. NOTE: Where letters are shown next to figures above bars, “K” denotes thousands (e.g., 123K = 123,000), “M” denotes millions (e.g., 1.2M = 1,200,000), and “B” denotes billions (e.g., 1.23B = 1,230,000,000). Where no letter is present, values are shown as-is. COMPARABILITY: Source changes and base revisions: Figures may not correlate to values published in our previous reports.

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Flag: India

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[Icons: desktop, download, share, print, search, settings, language - français]

---JAN 2024

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

INDIA

113 M - AGE 0-4 (7.9%)
118 M - AGE 5-9 (8.2%)

124 M - AGE 10-14 (8.6%)
126 M - AGE 15-19 (8.8%)
128 M - AGE 20-24 (8.9%)
123 M - AGE 25-29 (8.6%)
117 M - AGE 30-34 (8.1%)
109 M - AGE 35-39 (7.6%)
97.6 M - AGE 40-44 (6.8%)
85.7 M - AGE 45-49 (6.0%)
75.0 M - AGE 50-54 (5.2%)
63.7 M - AGE 55-59 (4.4%)
52.8 M - AGE 60-64 (3.7%)
41.6 M - AGE 65-69 (2.9%)
25.9 M - AGE 70-74 (1.8%)
16.8 M - AGE 75-79 (1.2%)
9.31 M - AGE 80-84 (0.6%)
4.29 M - AGE 85-89 (0.3%)
1.44 M - AGE 90-94 (0.1%)
392 K - AGE 95-99 (<0.1%)
455 K - AGE 100+ (<0.1%)

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED BY THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. NOTES: PERCENTAGE VALUES BELOW EACH BAR REPRESENT THE RESPECTIVE AGE GROUP'S SHARE OF THE TOTAL POPULATION. WHERE ESTIMATED AGE VALUES ARE SHOWN, 'M' DENOTES MILLION PEOPLE (E.G. "1.2M" = 1,200,000). AND 'K' DENOTES THOUSAND PEOPLE (E.G. EXACT VALUES ARE SHOWN AS IS. COMPARABILITY: SOURCE CHANGES AND BASE REVISIONS. FIGURES MAY NOT COMPARE WITH VALUES PUBLISHED IN PREVIOUS EDITIONS.

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INDIA

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
1.44 BILLION
YEAR-ON-YEAR CHANGE
+0.9% +13 MILLION
URBANISATION
36.6%

CELLULAR MOBILE CONNECTIONS
1.12 BILLION
YEAR-ON-YEAR CHANGE
+2.1% +23 MILLION
TOTAL vs. POPULATION
78.0%

INDIVIDUALS USING THE INTERNET
751.5 MILLION
YEAR-ON-YEAR CHANGE
+2.6% +19 MILLION
TOTAL vs. POPULATION
52.4%

SOCIAL MEDIA USER IDENTITIES
462.0 MILLION
YEAR-ON-YEAR CHANGE
[N/A] [BASE REVISIONS]
TOTAL vs. POPULATION
32.2%

SOURCES: UN; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CIA; NMHH; PLATFORM REGULATORS; OECD; DATAREPORTAL RESEARCH; GFK; IFRS; ANALYSIS; ADVISORY; SOCIAL MEDIA USER IDENTITES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARABILITY: SOURCE REVISIONS. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. GLOBAL REVISIONS MAY IMPACT OTHER DATA REPORTED IN DIGITAL 2024. NUMBERS ARE IN MILLIONS, A SIGNIFICANT SHIFT OR ERROR MAY OCCUR WHEN NUMBERS ARE CONVERTED FROM INDIVIDUAL COUNTRIES INTO GLOBAL FIGURES. DATA SOURCES AND REVISIONS INFLUENCE YEAR-TO-YEAR COMPARISON. DETAILED NOTES AVAILABLE IN THE REPORT. WE WILL UPDATE INACCURATE RESULTS. PLEASE SEE NOTES ON DATA.

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Cette retranscription conserve la mise en forme et les notes informatives présentes dans l'image originale.Voici la retranscription textuelle de l'image :

JAN 2024
FINANCIAL AND DEVELOPMENTAL INDICATORS
WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO ESSENTIAL SERVICES, AND DEVICE OWNERSHIP

INDE (image drapeau de l'Inde)

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1. **GROSS DOMESTIC PRODUCT (CURRENT U.S. DOLLARS)**
   - **$3.73 TRILLION**
   - **PERCENTAGE OF THE POPULATION EARNING LESS THAN $3.65 (2017 PPP) PER DAY**
     - **46.5%**

2. **GROSS DOMESTIC PRODUCT (PPP, CURRENT INTERNATIONAL DOLLARS)**
   - **$13.12 TRILLION**

3. **GROSS DOMESTIC PRODUCT PER CAPITA (CURRENT U.S. DOLLARS)**
   - **$2,612**

4. **GROSS DOMESTIC PRODUCT PER CAPITA (PPP, CURRENT INTERNATIONAL DOLLARS)**
   - **$9,183**

5. **NET NATIONAL INCOME PER CAPITA (CURRENT U.S. DOLLARS)**
   - **$1,916**

6. **PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC DRINKING WATER**
   - **93.3%**

7. **PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC SANITATION**
   - **78.4%**

8. **PERCENTAGE OF THE POPULATION WITH ACCESS TO ELECTRICITY**
   - **99.6%**

9. **PERCENTAGE OF THE POPULATION THAT OWNS A MOBILE PHONE (ANY TYPE)**
   - **65.6%**

Sources et définitions :

SOURCES : IUC ; WORLD BANK (MOST LATEST PUBLISHED DATA UP TO 2021). DEFINITIONS:
- **$3.80 (2017 PPP): REFLECTS GLOBAL PURCHASING POWER PARITY BASED ON THE WORLD BANK'S 2017 EXCHANGE RATE BENCHMARK.**
- **BASIC DRINKING WATER: PERCENTAGE OF THE TOTAL POPULATION USING DRINKING WATER FROM AN IMPROVED SOURCE.**
- **BASIC SANITATION: PERCENTAGE OF THE TOTAL POPULATION WHOSE SANITATION FACILITY IS IMPROVED.**
- **OTHER OBSERVATIONS: FIGURES FOR COMPARABLE MULTI-COUNTRY INDICATORS ARE THE MOST ACCURATE WHEN COMPARING WITHIN THE SAME REGION AND WORLD BANK INCOME GROUP.**

FIGURES USE THE LATEST FIGURES FROM THE INTERNATIONAL COMPARISON PROGRAM (ICP).

Des chiffres plus détaillés sur ce rapport

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JAN 2024

DAILY TIME SPENT WITH MEDIA
The average amount of time each day that internet users aged 16 to 64 spend with different kinds of media and devices

Time spent using the internet
6H 45M
Year-on-year change
+6.0% (+22 MINS)

Time spent watching television (Broadcast and streaming)
2H 54M
Year-on-year change
-16.1% (-33 MINS)

Time spent using social media
2H 26M
Year-on-year change
-14.0% (-23 MINS)

Time spent reading press media (Online and physical print)
1H 52M
Year-on-year change
-41.8% (-1H 20M)

Time spent listening to music streaming services
1H 36M
Year-on-year change
-32.7% (-46 MINS)

Time spent listening to broadcast radio
0H 41M
Year-on-year change
-23.2% (-12 MINS)

Time spent listening to podcasts
1H 01M
Year-on-year change
-35.3% (-33 MINS)

Time spent using a games console
1H 14M
Year-on-year change
-26.6% (-26 MINS)

Source: GWI Q4 2021 figures represent the findings of a broad survey of internet users aged 16 to 64.

Note: People may consume different media concurrently, television includes linear broadcast and cable television as well as streaming and video-on-demand services. Press includes both online and physical print media. Broadcast radio does not include internet radio. **Comparability:** Methodology changes in 2023; see notes on data.

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---JAN 2024
MEDIA USE
THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH MEDIA TYPE

[Icon of a mobile phone]
USING THE INTERNET VIA A MOBILE PHONE
98.6%
YEAR-ON-YEAR CHANGE -0.3% (-29 BPS)

[Icon of a laptop]
USING THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET
87.2%
YEAR-ON-YEAR CHANGE -6.0% (-559 BPS)

[Icon of social media]
USING SOCIAL MEDIA
94.2%
YEAR-ON-YEAR CHANGE -1.1% (-107 BPS)

[Icon of a TV]
WATCHING LINEAR AND BROADCAST TV
88.4%
YEAR-ON-YEAR CHANGE -4.0% (-371 BPS)

[Icon of streaming and on-demand TV]
WATCHING STREAMING AND ON-DEMAND TV
79.0%
YEAR-ON-YEAR CHANGE -7.7% (-655 BPS)

[Icon of online press content]
READING ONLINE PRESS CONTENT
59.6%
YEAR-ON-YEAR CHANGE -16.6% (-1,183 BPS)

[Icon of physical press content]
READING PHYSICAL PRESS CONTENT
61.0%
YEAR-ON-YEAR CHANGE -15.7% (-1,136 BPS)

[Icon of a radio]
LISTENING TO BROADCAST RADIO
56.0%
YEAR-ON-YEAR CHANGE -18.3% (-1,254 BPS)

[Icon of music streaming services]
LISTENING TO MUSIC STREAMING SERVICES
69.0%
YEAR-ON-YEAR CHANGE -10.5% (-813 BPS)

[Icon of a podcast]
LISTENING TO PODCASTS
64.7%
YEAR-ON-YEAR CHANGE -9.5% (-676 BPS)

SOURCE: GWI Jan 2023
Figures represent the findings of a broad survey of Internet users aged 16 to 64 (see GWI.COM). Notes: Percentage change values represent the relative change in the number of users. Comparability of usage figures for some types of media may be limited, due to significant methodological changes.
Base: 476 million internet users aged 16 to 64 in India. The total sample of internet users from India that has been included in this research: 101,918.
Listening to music streaming services includes paid, freemium, or free-tier audio streaming services. Watching streaming / on demand TV includes pay TV, free streaming, or on-demand TV viewing services that are accessed via mobile devices, desktop, laptop, tablets, etc., and may differ from official subscriber counts elsewhere in We Are Social's data.

[We Are Social logo] [GWI logo] [Meltwater logo]**JAN 2024**
INTERNET USE OVER TIME (YOY)
NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE

JAN 2014
175 M
+11.7%

JAN 2015
196 M
+12.0%

JAN 2016
220 M
+47.3%

JAN 2017
324 M
+19.9%

JAN 2018
388 M
+19.7%

JAN 2019
464 M
+29.9%

JAN 2020
603 M
+7.7%

JAN 2021
650 M
+4.6%

JAN 2022
679 M
+7.9%

JAN 2023
733 M
+2.6%

JAN 2024
752 M

SOURCES: KFPGS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; GOOGLE'S ADVERTISING RESOURCES; CLINIC; KANTAR & IMRB; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTE**: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE, SEE THE 'NOTES ON COMPARABLE DATA' SLIDE IN THIS REPORT FOR CLARIFICATION. A B = 1M = 1,000,000. AND UP = BUTTON SYMBOLS INC. NOT A = 1,200,000,000.
NUMBERS ARE ON THE LEFT SIDE OF THE PAGE. A B 2023 14K. AND ALL FIGURES USE THE LATEST AVAILABLE DATA . BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES. SO FIGURES FOR EACH PERIOD MAY BE INHERENTLY INHERENT SEE NOTES ON DATA.

social

Meltwater**JAN 2024 DEVICE OWNERSHIP**

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

ANY KIND OF MOBILE PHONE
97.7%
YEAR-ON-YEAR CHANGE +2.0% (+190 BPS)

SMART PHONE
97.6%
YEAR-ON-YEAR CHANGE +2.0% (+190 BPS)

FEATURE PHONE
11.9%
YEAR-ON-YEAR CHANGE -7.0% (-90 BPS)

LAPTOP OR DESKTOP COMPUTER
45.3%
YEAR-ON-YEAR CHANGE -4.0% (-190 BPS)

TABLET DEVICE
18.0%
YEAR-ON-YEAR CHANGE -25.0% (-600 BPS)

GAMES CONSOLE
10.2%
YEAR-ON-YEAR CHANGE -15.7% (-190 BPS)

SMART WATCH OR SMART WRISTBAND
35.4%
YEAR-ON-YEAR CHANGE +0.9% (+30 BPS)

TV STREAMING DEVICE
16.0%
YEAR-ON-YEAR CHANGE -14.0% (-260 BPS)

SMART HOME DEVICE
13.5%
YEAR-ON-YEAR CHANGE -12.3% (-190 BPS)

VIRTUAL REALITY DEVICE
4.2%
YEAR-ON-YEAR CHANGE -40.8% (-290 BPS)

Source note:
GWI Q4 2023 FIGURES REPRENSENTTHE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64 (SEE GWI.COM). NOTE: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 10% FROM A STARTING VALUE OF 50% WOULD EQUA 5%, NOT 10%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES, SEE "NOTES ON DATA."

Icons:
-Zooming: Magnifying glass icons
-Favoriting or bookmarking: Ribbon icon
-Downloading: Download arrow icon
-Sharing: Share arrow icon
-Settings or options: Gear icon
-Language: Speech bubble icon with French flag

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

India flag

13.5%
+10.4%
JAN 2014

14.9%
+10.7%
JAN 2015

16.5%
+10.7%
JAN 2016

24.0%
+45.6%
JAN 2017

28.5%
+18.6%

JAN 2018

33.7%
+18.5%
JAN 2019

43.4%
+28.6%
JAN 2020

46.3%
+6.7%
JAN 2021

48.1%
+3.9%
JAN 2022

51.5%
+7.1%
JAN 2023

52.4%
+1.6%
JAN 2024

SOURCES: KPDS ANALYSIS, ITU, GSMA INTELLIGENCE, EUROSTAT, GOOGLE'S ADVERTISING RESOURCES, CHINA: KANTAR & IAMAI, GOVERNMENT RESOURCES, UNITED NATIONS NOTES: DATA IS HOT PUBLISHED FOR A SPECIFIC PERIOD, VALUE DATA FROM THE MOST RECENT PERIOD REPORT. FIGURES SHOW THE NUMBER OF CHANGES OF INTERNET ADOPTION IN THE DATA PERIOD. FOCAL RANGE FIGURES MAY DIFFER ACROSS SOURCES DUE TO INCONSISTENT USE OF INTERNET BY MIGRATION. COMPARABILITY: SOURCES AND TIME RANGES COMPARABLE TO HIGH-VARIABLE SOURCES, ALL FIGURES THE BEST AVAILABLE DATA, BUT SOME SOURCES ARE NOT FULLY COMPARABLE TO FIGURES, SO FIGURES FOR THE PERIODS MAY HAVE DIFFERENTLY. ALL FIGURES ARE LATEST AVAILABLE DATA, MAY MATCH THE DATA DIFFERENTLY; AS SUCH, INTERNET CAN AID ADOPTION IN SPECIFIC DATA.

Voici la retranscription textuelle de l'image :

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INTERNET USER PERSPECTIVES
INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

INTERNET USERS: ITU
690.3 MILLION
vs. POPULATION
48.1%

INTERNET USERS: CIA WORLD FACTBOOK
644.0 MILLION
vs. POPULATION
44.9%

INTERNET USERS: T.R.A.I.
895.8 MILLION
vs. POPULATION
62.4%

Sources: **AS STATED ABOVE EACH ICON**. **NOTES**: **WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), WE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR "% OF POPULATION". COMPARABLES**: **POTENTIAL MISMATCHES: INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT ARE DRAWN FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT LISTED ON THIS SLIDE.**

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---JAN 2024

OVERVIEW OF INTERNET USE
ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

TOTAL NUMBER OF INTERNET USERS
751.5 MILLION

INTERNET USERS vs. TOTAL POPULATION
52.4%

YEAR-ON-YEAR CHANGE IN TOTAL INTERNET USERS
+2.6%
+19 MILLION

YEAR-ON-YEAR CHANGE IN INTERNET USERS vs. POPULATION
+1.6%
+83 BPS

INDEXED INTERNET ADOPTION vs. GLOBAL AVERAGE
79.2

PERCENTAGE OF INTERNET USERS ACCESSING VIA MOBILE PHONES
96.6%

AVERAGE DAILY TIME SPENT USING THE INTERNET
6H 45M

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT USING THE INTERNET
+6.0%
+22 MINS

SOURCES: KUPOS ANALYSIS, ITU, GSMA INTELLIGENCE, EUROSTAT, CIA WORLD FACTBOOK, UNION, KANTAR & IMRB, LOCAL GOVERNMENT AUTHORITIES, UNITED NATIONS, TIME SPENT AND MOBILE SHARE DATA FROM COMSCORE, PUBLISHED IN GLOBAL DIGITAL REPORT, FIGURES FOR INTERNET USERS AGED 16 TO 64. SEE GWI.COM/ADVISORY. FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA COMPARABILITY, SOURCE AND BASE CHANGES.
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DAILY TIME SPENT USING THE INTERNET

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

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES
6H 45M

TIME SPENT USING THE INTERNET ON MOBILE PHONES
4H 03M

TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS
2H 42M

MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME
60.1%

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

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

1. FINDING INFORMATION - 58.3%
2. WATCHING VIDEOS, TV SHOWS OR MOVIES - 54.0%
3. STAYING IN TOUCH WITH FRIENDS AND FAMILY - 53.0%
4. FINDING NEW IDEAS OR INSPIRATION - 52.2%
5. EDUCATION AND STUDY-RELATED PURPOSES - 49.1%
6. RESEARCHING HOW TO DO THINGS - 47.4%
7. KEEPING UP TO DATE WITH NEWS AND EVENTS - 47.1%
8. RESEARCHING PRODUCTS AND BRANDS - 45.3%
9. ACCESSING AND LISTENING TO MUSIC - 43.1%
10. FILLING UP SPARE TIME AND GENERAL BROWSING - 35.0%
11. MEETING NEW PEOPLE AND MAKING NEW CONNECTIONS - 34.8%
12. RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS - 34.5%
13. BUSINESS-RELATED RESEARCH - 34.0%
14. RESEARCHING PLACES, VACATIONS AND TRAVEL - 33.7%
15. SHARING YOUR OPINION - 33.4%

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.

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:
78.62%
Year-on-year change: +2.8% (+212 BPS)

Laptop and Desktop Computers:
20.95%
Year-on-year change: -9.2% (-213 BPS)

Tablet Devices:
0.43%
Year-on-year change: +2.4% (+1 BP)

Other Devices:
0%
Year-on-year change: [Unchanged]

India

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 figures represent the relative change (i.e., in percentage of ppts. from a starting value of 50%, a relative change of 10%) "BPS" values represent basis points, and indicate the absolute change. Figures may not sum to 100% due to rounding.

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

MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

- **DOWNLOAD (MBPS):** 94.62
- **UPLOAD (MBPS):** 9.02
- **LATENCY (MS):** 28

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

- **DOWNLOAD:** +418%
- **UPLOAD:** +113%
- **LATENCY:** -17.6%

MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

- **DOWNLOAD (MBPS):** 58.62
- **UPLOAD (MBPS):** 50.42
- **LATENCY (MS):** 7

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

- **DOWNLOAD:** +19.4%
- **UPLOAD:** +4.1%
- **LATENCY:** 0%

SOURCE: OOKLA

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

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

- **DEC 2013**: 66.19% (+9.1%)
- **DEC 2014**: 72.22% (-8.7%)
- **DEC 2015**: 65.94% (+19.8%)
- **DEC 2016**: 79.00% (+0.8%)
- **DEC 2017**: 79.62% (-2.9%)
- **DEC 2018**: 77.31% (-3.9%)
- **DEC 2019**: 74.27% (+3.1%)

- **DEC 2020**: 76.57% (-3.7%)
- **DEC 2021**: 73.76% (+3.7%)
- **DEC 2022**: 76.50% (+2.8%)
- **DEC 2023**: 78.62%

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 OF A (YOY) FROM A STARTING VALUE OF (YOY) WOULD EQUAL (66.19%, NOT YOY).

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SHARE OF WEB TRAFFIC BY BROWSER

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

INDIA

CHROME
87.1%

OPERA
4.1%

SAFARI
2.5%

UC BROWSER
2.1%

FIREFOX
1.5%

EDGE
1.1%

SAMSUNG INTERNET
0.9%

OTHERS

0.7%

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

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Meltwater**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

INDIA
- **Social Networks**: 95.3%
- **Chat and Messaging**: 94.7%
- **Search Engines or Web Portals**: 85.0%
- **Shopping, Auctions, or Classifieds**: 77.0%
- **Maps, Parking, or Location-Based Services**: 60.5%
- **Email**: 54.0%
- **Music**: 52.9%
- **Entertainment**: 49.4%
- **Education**: 39.8%
- **News**: 39.3%
- **Mobility Services (e.g. Ride-Hailing, Bike Hire)**: 34.7%
- **Sports**: 34.5%
- **Weather**: 34.0%
- **Games**: 33.3%
- **Travel**: 28.6%

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

Digital 2024 India
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DEVICES USED TO ACCESS THE INTERNET

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

1. **MOBILE PHONE (ANY)**
   - **96.6%**
   - Year-on-year change: **+6.6% (+600 BPS)**

2. **LAPTOP OR DESKTOP (ANY)**
   - **50.5%**
   - Year-on-year change: **-12.3% (-710 BPS)**

3. **SMART PHONE**
   - **94.7%**
   - Year-on-year change: **+6.0% (+540 BPS)**

4. **FEATURE PHONE**
   - **4.7%**
   - Year-on-year change: **-43.4% (-360 BPS)**

5. **TABLET DEVICE**
   - **16.5%**
   - Year-on-year change: **-20.3% (-420 BPS)**

6. **PERSONAL LAPTOP OR DESKTOP**
   - **44.4%**
   - Year-on-year change: **-11.6% (-580 BPS)**

7. **WORK LAPTOP OR DESKTOP**
   - **22.8%**
   - Year-on-year change: **-19.1% (-540 BPS)**

8. **CONNECTED TELEVISION**
   - **28.2%**
   - Year-on-year change: **-11.0% (-350 BPS)**

9. **SMART HOME DEVICE**
   - **16.7%**
   - Year-on-year change: **-1.2% (-20 BPS)**

10. **GAMES CONSOLE**
    - **8.6%**
    - Year-on-year change: **-31.7% (-400 BPS)**

SOURCE: GWI Q3 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/FAQS FOR MORE DETAILS.

NOTES: MOBILE PHONE (ANY) INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR FEATURE PHONE; LAPTOP OR DESKTOP (ANY) INCLUDES

USERS WHO ACCESS VIA EITHER COMPUTER; GAMING CONSOLE INCLUDES USERS WHO ACCESS VIA EITHER COMPUTER; YEAR-ON-YEAR PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGES.

BPS: VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGES.

COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA

(India flag)

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

- GOOGLE: 98.2%
- BING: 1.1%
- YAHOO!: 0.4%
- DUCKDUCKGO: 0.2%
- BAIDU: 0.03%
- YANDEX: 0.02%
- ECOSIA: 0.01%
- OTHERS: 0.01%

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

JAN 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: 85.0%

- USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK: 25.7%
- VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS: 50.1%
- USE IMAGE SEARCH TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH: 33.6%
- SCAN A QR CODE ON A MOBILE PHONE EACH MONTH: 49.4%
- USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK: 30.8%

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.

JAN 2024 - TOP GOOGLE SEARCHES
QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	SATTA	100
02	CRICBUZZ	92
03	VIDEOS	87
04	WEATHER	85
05	INSTAGRAM	78
06	IPL	76
07	WHATSAPP	67
08	SATTA KING	63
09	CRICKET	60
10	WEB WHATSAPP	49
11	GOOGLE	48
12	SEXY	47
13	YOUTUBE	46
14	MATKA	44
15	TRANSLATE	43
16	SARKARI RESULT	36
17	IBOMMA	34
18	LIVE SCORE	34
19	WORLD CUP	31
20	’éL“‰.	30

Source: Google Trends. Based on searches conducted between 01 January 2023 and 31 December 2023. **Notes:** Any spelling errors or language inconsistencies in search queries are as published by Google Trends and are shown "as is" to enable readers to identify potential changes in how people use language in digital environments. Google does not publish a full list of search queries. "The Index vs. Top Query" column values represent the search volume of each query compared with the search volume of the top query. **Advisory:** Google Trends uses dynamic sampling, so rank order and index values may vary depending on when the tool is accessed, for both the same search query and query time period.

Source: We Are Social & Meltwater.**JAN 2024 - TOP WEBSITES: SEMRUSH RANKING**
SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023
INDIA

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	1.46 B	1.36 B	8M 45S	3.1
02	YOUTUBE.COM	968 B	779 M	32M 44S	7.2
03	FACEBOOK.COM	1.46 B	386 M	14M 55S	2.2
04	INSTAGRAM.COM	783 M	235 M	10M 38S	2.0
05	AMAZON.IN	727 M	216 M	12M 47S	4.0
06	XVIDEOS.COM	569 M	113 M	9M 30S	6.7
07	XHAMSTER.COM	538 M	157 M	10M 00S	3.4
08	XHAMSTER40.DESI	531 M	90.6 M	11M 21S	6.6
09	CRICBUZZ.COM	501 M	54.0 M	19M 04S	4.2
10	WHATSAPP.COM	485 M	183 M	15M 07S	1.5
11	PORNHUB.COM	477 M	105 M	07M 35S	5.7
12	BING.COM	436 M	103 M	08M 52S	4.5
13	FLIPKART.COM	381 M	121 M	14M 18S	2.3
14	WIKIPEDIA.ORG	375 M	119 M	08M	

55S | 2.0 |
| 15 | TWITTER.COM | 374 M | 113 M | 04M
23S | 2.3 |
| 16 | TERABOXAPP.COM | 371 M | 66.7 M | 19M
51S | 5.4 |
| 17 | XHAMSTER41.DESI | 353 M | 73.2 M | 11M
36S | 4.5 |
| 18 | XHAMSTER.DESI | 353 M | 101 M | 11M
59S | 4.5 |
| 19 | XNXX.COM | 332 M | 72.3 M | 10M
00S | 6.3 |
| 20 | QUORA.COM | 308 M | 105 M | 15M
40S | 2.3 |

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 INDIVIDUALS ACCESSING EACH SITE, BUT MAY NOT REPRESENT INDIVIDUALS IN A 'SENSE OF REAL HUMANS'. SOME WEBSITES INCLUDED IN THIS RANKING MAY CONTAIN ADULT CONTENT, CRIME, VIOLENCE, IMAGES OF OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING SUCH UNKNOWN DOMAINS. COMPARABILITY: SOURCE METHODOLOGY CHANGES.

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

INDIA

PERCENTAGE OF INTERNET USERS WHO WATCH ANY KIND OF TV EACH MONTH
98.1%

YEAR-ON-YEAR CHANGE IN INTERNET USERS WHO WATCH ANY KIND OF TV
-1.0%
-100 BPS

DAILY TIME THAT INTERNET USERS SPEND WATCHING ANY KIND OF TV

2H 54M

YEAR-ON-YEAR CHANGE IN DAILY TV VIEWING TIME (ALL FORMS OF CONTENT DELIVERY)
-16.1%
-33 MINS

INTERNET USERS WHO STREAM TV CONTENT VS. INTERNET USERS WHO WATCH ANY KIND OF TV
97.9%

DAILY TIME SPENT WATCHING TV CONTENT STREAMED OVER THE INTERNET
1H 28M

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT WATCHING STREAMING TV CONTENT
-26.2%
-31 MINS

TIME SPENT WATCHING STREAMING TV CONTENT AS A PERCENTAGE OF TOTAL TV TIME
50.4%

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.

français

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MeltwaterJAN 2024

WATCHING ONLINE VIDEO CONTENT

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

INDIA

(Icon representing various kinds of video)
GWI.
92.7%

YOY: -3.4% (-330 BPS)

(Icon representing music video)
K REPOSTS.
61.3%
YOY: +5.5% (+320 BPS)

(Icon representing comedy, meme, or viral video)
GWI.
46.9%
YOY: +3.3% (+150 BPS)

(Icon representing video livestream)
D.
28.1%
YOY: -13.3% (-430 BPS)

(Icon representing tutorial or how-to video)
GWI.
26.2%
YOY: -8.4% (-240 BPS)

(Icon representing educational video)
K REPOSTS.
40.2%
YOY: -2.0% (-80 BPS)

(Icon representing product review video)
GWI.
30.2%
YOY: -7.9% (-260 BPS)

(Icon representing sports clip or highlights video)
D.
32.0%
YOY: -7.8% (-270 BPS)

(Icon representing influencer videos and vlogs)
GWI.
31.9%
YOY: +4.2% (+130 BPS)

(Icon representing gaming video)
GWI.
28.2%
YOY: -12.4% (-400 BPS)

SOURCE GWI Jan 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64.
SEE GWI.COM/FAQS. NOTES: “YOY” FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN PERCENTAGE OF 16-64 FROM A STARTING VALUE OF 0%. FOR EXAMPLE, A YOY OF 10% WOULD EQUAL 0.1% NOT 10%. “BPS” VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE.

COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

français**JAN 2024 - CONTENU LE PLUS REGARDÉ SUR NETFLIX**

Classement de FlixPatrol des contenus les plus regardés sur Netflix pour l'année complète 2023

FILMS LES PLUS REGARDÉS SUR NETFLIX

#	NOM DU FILM	INDEX
01	TJ JHOOTHI MAIN MAKKAAR	100
02	VAATHI	100
03	JAWAN	93
04	THUNIVU	89
05	MISSION MAJNU	89
06	CHOR NIKAL KE BHAGA	78
07	LUST STORIES 2	77
08	DASARA	75
09	SHEHZADA	74
10	OMG 2	71

SÉRIES TV LES PLUS REGARDÉES SUR NETFLIX

#	NOM DE LA SÉRIE	INDEX
01	WEDNESDAY	100

02	RANA NAIDU	52
03	TRUE BEAUTY	45
04	KAALA PAANI	44
05	THE NIGHT AGENT	38
06	GUNS & GULAABS	38
07	ONE PIECE	36
08	JUJUTSU KAISEN	36
09	THE RAILWAY MEN	36
10	KHACKEE: THE BIHAR CHAPTER	35

SOURCE: flixpatrol.com | **NOTE:** Le même contenu peut avoir des horaires de diffusion différents dans différents pays. Les classements sont basés sur l'analyse de FlixPatrol de l'activité de visionnage pour l'année complète 2023. Les valeurs de l'index représentent la valeur des "points" pour chaque titre. La valeur en points des titres les mieux classés est fixée par FlixPatrol.Bien sûr, voici la retranscription textuelle de l'image :

JAN 2024
TOP WEBSITES: SIMILARWEB RANKING
SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023

 # | WEBSITE | TOTAL VISITS (MONTHLY AVG) | UNIQUE VISITORS (MONTHLY AVG) | AVERAGE TIME PER VISIT | AVERAGE PAGES PER VISIT
01. GOOGLE.COM | 5.72 B | 320 M | 9m 12s | 7.5
02. YOUTUBE.COM | 2.04 B | 201 M | 17m 38s | 10.5
03. FACEBOOK.COM | 1.04 B | 108 M | 6m 41s | 6.0
04. INSTAGRAM.COM | 733 M | 113 M | 9m 52s | 12.1
05. AJATJK.IN | 622 M | 144 M | 4m 05s | 4.1
06. SAMSUNG.COM | 556 M | 88.1 M | 2m 38s | 1.9
07. CRICBUZZ.COM | 385 M | 32.1 M | 8m 18s | 4.7
08. WHATSAPP.COM | 349 M | 64.9 M | 1m 50s | 1.6
09. XHAMSTER.COM | 331 M | 108 M | 4m 35s | 2.2
10. TWITTER.COM | 302 M | 72.0 M | 7m 36s | 7.6

 # | WEBSITE | TOTAL VISITS (MONTHLY AVG) | UNIQUE VISITORS (MONTHLY AVG) | AVERAGE TIME PER VISIT | AVERAGE PAGES PER VISIT
11. AMAZON.IN | 294 M | 89.7 M | 5m 28s | 7.6
12. XHAMSTER.DESI | 273 M | 84.8 M | 4m 57s | 2.2
13. SSOYOUTUBE.COM | 252 M | 75.8 M | 2m 07s | 2.3
14. WIKIPEDIA.ORG | 205 M | 57.7 M | 3m 07s | 2.5
15. QUORA.COM | 197 M | 45.1 M | 4m 33s | 2.9
16. GOOGLE.CO.IN | 192 M | 18.5 M | 6m 25s | 7.7
17. FLIPKART.COM | 183 M | 62.5 M | 23m 26s | 6.0
18. TIMESOFINDIA.COM | 166 M | 54.4 M | 4m 30s | 2.1
19. LINKEDIN.COM | 159 M | 21.6 M | 8m 40s | 8.3

20. INDIAIMES.COM | 138 M | 44.4 M | 3m 04s | 2.6

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 VISITORS INDIRECTLY ACCESSING EACH SITE, BUT MAY NOT REPRESENT AN INDIVIDUAL. FIGURES ARE FOR PERIOD "ALL PLATFORMS AND INCLUDE DESKTOP AND MOBILE BROWSER-BASED INTERNET CONNECTIONS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" REPRESENT WORLDWIDE ENGAGEMENT, UNLESS SPECIFIED OTHERWISE. WE'RE SOCIAL NOW ROUNDED DATA POINTS TO CREATE VISIBLY EQUAL ROW HEIGHTS. APTLY, VALUES MAY BE EXPRESSED IN MILLISECONDS OR SECONDS.

ADVISORY: SOME TISTS RELATED IN THIS RANKING MAY CONTAIN ADULT CONTENT, NUDITY, IMAGES, MATERIALS, OR OFFENSE CONTENT. READERS SHOULD AVOID VISITING UNKNON DOMAINS.

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[Logos de We Are Social et Meltwater]

(Note: certains caractères originaux ont été remplacés pour rendre le contenu cohérent, tel que "UNKNON" qui devrait probablement être "UNKNOWN.")Jan 2024
DEVICES USED TO PLAY VIDEO GAMES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE

INDIA

1. Any Device
   - 91.7%
   - YOY: -0.2% (-20 BPS)

2. Smartphone
   - 77.9%
   - YOY: -2.7% (-220 BPS)

3. Laptop or Desktop
   - 38.4%
   - YOY: -15.6% (-710 BPS)

4. Games Console
   - 20.7%
   - YOY: -18.8% (-480 BPS)

5. Tablet
   - 15.5%
   - YOY: -19.3% (-370 BPS)

6. Hand-Held Gaming Device
   - 9.6%
   - YOY: -36.8% (-560 BPS)

7. Media Streaming Device
   - 13.7%
   - YOY: -25.9% (-480 BPS)

8. Virtual Reality Headset
   - 8.6%
   - YOY: -44.9% (-700 BPS)

Source: GWI (Q4 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM).

Notes:
- "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE
- The percentage change values represent the change in the percentage of people who play games on each device. A value of 0.0 would equal 0%. "YOY" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE.
- See notes on data.
- COMPARABILITY, METHODOLOGY CHANGES: SEE NOTES ON DATA

Digital 2024 India

we are social
Meltwater### Jan 2024
Online Audio
Percentage of internet users aged 16 to 64 who consume each kind of audio content via the internet each week

India

1. Watch or Listen to Online Music Videos
- 61.3%
- Year-on-year change: +5.5% (+320 BPS)

2. Listen to Music Streaming Services
- 41.8%
- Year-on-year change: -2.6% (-110 BPS)

3. Listen to Online Radio Shows or Stations
- 14.7%
- Year-on-year change: -33.5% (-740 BPS)

4. Listen to Podcasts
- 23.4%
- Year-on-year change: -2.9% (-70 BPS)

5. Listen to Audiobooks
- 20.0%
- Year-on-year change: -18.0% (-440 BPS)

Source: GWI Jan 2024 (figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Notes: Year-on-year change values represent the relative change at an increase of 0.1% from a starting value of 50% would equal 0.2%. BPS values represent the absolute change in basis points. Comparability: methodology changes. See notes on data.)

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

JAN 2024 - MOST STREAMED CONTENT ON AMAZON PRIME

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

MOST STREAMED MOVIES ON AMAZON PRIME VIDEO:

#	MOVIE NAME	INDEX
01	PATHAAN	100
02	JAILER	97
03	VARISU	85
04	ROCKY AUR RANI KII PREM KAHAANI	71
05	DRISHYAM 2	64
06	CULPA MÍA	54
07	RAM SETU	53
08	ASPIRANTS	52
09	BHAGAVANTHI KESARI	48
10	SATYAPREM KI KATHA	46

MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO:

| # | TV SHOW NAME | INDEX |

01	FARZI	100
02	MIRZAPUR	52
03	PANCHAYAT	51
04	THE FAMILY MAN	49
05	DAHAAD	42
06	YOUNG SHELDON	34
07	HAPPY FAMILY, CONDITIONS APPLY	32
08	TOM CLANCY'S JACK RYAN	31
09	CITADEL	27
10	MADE IN HEAVEN	24

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.

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

Number of Homes with Smart Home Devices
- 29.49 Million
- Year-on-Year Change: +22.4% (+5.4 Million)

Total Annual Value of the Smart Home Devices Market
- $5.64 Billion
- Year-on-Year Change: +17.0% (+$820 Million)

Value of Smart Home Appliances Market
- $2.68 Billion
- Year-on-Year Change: +16.5% (+$380 Million)

Value of Smart Home Control & Connectivity Device Market
- $980.0 Million
- Year-on-Year Change: +21.0% (+$170 Million)

Value of Smart Home Security Device Market
- $880.0 Million
- Year-on-Year Change: +17.3% (+$130 Million)

Value of Smart Home Entertainment Device Market
- $580.0 Million
- Year-on-Year Change: +11.5% (+$60 Million)

Value of Smart Home Comfort & Lighting Market
- $300.0 Million
- Year-on-Year Change: +15.4% (+$40 Million)

Value of Smart Home Energy Management Market
- $210.0 Million
- Year-on-Year Change: +10.5% (+$20 Million)

Source: Statista Digital Market Outlook. See statista.com
Notes: "Smart Home Devices" includes digitally connected and controlled home devices that can be remotely controlled, monitored, and accessed. Devices include all electronic appliances that can log on to the internet and actively communicate with other devices via the internet. Figures shown are based on end-user revenues.

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
23.9%
YOY: -10.5% (-280 BPS)

Use a mobile payment service (e.g. Apple Pay, Samsung Pay) each month
29.2%
YOY: -11.0% (-360 BPS)

Own any form of cryptocurrency (e.g. Bitcoin, Ether)
13.3%
YOY: -20.8% (-350 BPS)

SOURCE: GWI (Q3 2021 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM). NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE PERCENTAGE CHANGE VALUES SOMETIMES SIMPLIFIED. "CHANGE IN PERCENTAGE OF PTS. OR FROM A STARTING VALUE OF 0.01% WOULD EQUAL 0.01%, NOT 0.01%). "BPS" VALUES

REPRESENT BASIS POINTS. AND INDICATE THE ABSOLUTE CHANGE.
COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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

INDIA

Express concern about what is real vs. what is fake on the internet
----
52.7%

Worry about how companies might use their online data

34.3%

Decline cookies on websites at least some of the time

39.9%

Use a tool to block advertisements on the internet at least some of the time
----
30.0%

Use a virtual private network (VPN) to access the internet at least some of the time
----
31.5%

SOURCES: DATA FOR "CONCERNS ABOUT WHAT IS REAL VS. WHAT IS FAKE ON THE INTERNET" VIA REUTERS INSTITUTE 2023 DIGITAL NEWS REPORT. FIGURES REPRESENT THE FINDINGS OF A STUDY OF ONLINE NEWS CONSUMERS AGED 18-50. BIT.LY/REUTERSWSRPORTEORG. DATA FOR ALL OTHER DATA POINTS VIA GWI JAN 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64 SEE: GWI.COM

Meltwater

AVERAGE ANNUAL REVENUE PER SMART HOME
(AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS))
INDIA

PENETRATION OF SMART HOME DEVICES
9.0%
YEAR-ON-YEAR CHANGE
+19.4% (+146 BPS)

ARPU: SPEND ON ALL SMART HOME DEVICES
$191
YEAR-ON-YEAR CHANGE
-4.4% (-$8.70)

ARPU: SMART HOME APPLIANCES
$224
YEAR-ON-YEAR CHANGE
-7.4% (-$17.80)

ARPU: SMART HOME CONTROL & CONNECTIVITY DEVICES
$75.78
YEAR-ON-YEAR CHANGE
-2.0% (-$1.56)

ARPU: SMART HOME SECURITY DEVICES
$69.83
YEAR-ON-YEAR CHANGE
-7.6% (-$5.71)

ARPU: SMART HOME ENTERTAINMENT DEVICES
$56.34
YEAR-ON-YEAR CHANGE
-6.7% (-$4.06)

ARPU: SMART HOME COMFORT & LIGHTING
$24.89
YEAR-ON-YEAR CHANGE
+2.3% (+$0.57)

ARPU: SMART HOME ENERGY MANAGEMENT
$19.98

YEAR-ON-YEAR CHANGE
-5.8% (-$1.24)

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 DELIVER SERVICES THAT ENHANCE THE PERFORMANCE, CONVENIENCE, SECURITY, COMFORT, ENTERTAINMENT, AND ENERGY MANAGEMENT OF THE Smart HOME. DEVICES SUCH AS SMARTPHONES AND CLOUD SERVERS THAT ENABLETHESE FUNCTIONS ARE ALSO INCLUDED. NUMBERS REFLECT THE CONNECTED USAGE AMONG CONSUMERS. ARPU = AVERAGE REVENUE PER UNIT BASED ON SEGMENT SMART HOME. PENETRATION BASED ON SHARE OF HOMES WITH SMART HOME DEVICES. FIGURES BASED ONLY ON CONSUMER SEGMENT. RETAIL PRICES, INCL. VAT.

SMART HOME TECHNOLOGY INCLUDES: VOICE-CONTROLLED APPLIANCES, SMART LIGHTS, SMART THERMOSTATS, AND MORE.

FOR 2023 AND 2024, INFLATION AND ECONOMICS WILL INFLUENCE THE MARKET

BASE NOTE: COMPARABILITY ISSUES: CHANGES IN THE SAMPLE OR MODEL STRUCTURE CAN INFLUENCE COMPARABILITY; BASE CHANGES CAN HAVE A SIGNIFICANT IMPACT ON GROWTH RATES.

WE ARE SOCIAL / MELTWATERJAN 2024
OVERVIEW OF SOCIAL MEDIA USE
HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)
INDIA

NUMBER OF SOCIAL MEDIA USER IDENTITIES
462.0 MILLION

SOCIAL MEDIA USER IDENTITIES VS. TOTAL POPULATION
32.2%

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES

[N/A] [BASE REVISIONS]

SOCIAL MEDIA USER IDENTITIES AGED 18+ VS. POPULATION AGED 18+
38.1%

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES
[N/A] [BASE REVISIONS]

SOCIAL MEDIA USER IDENTITIES VS. INDIVIDUALS USING THE INTERNET
61.5%

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA
2H 26M YOY: -23 MINUTES

FEMALE SOCIAL MEDIA USER IDENTITIES VS. TOTAL SOCIAL MEDIA USER IDENTITIES
31.4%

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH
7.7

MALE SOCIAL MEDIA USER IDENTITIES VS. TOTAL SOCIAL MEDIA USER IDENTITIES
68.6%

SOURCES: (KPC&.KANTAR'S COMPANY ADVERTISING RECORDS; GLOBAL WEB INDEX; RESEARCH CENTER, CJ, INC; GLOBAL WM; GLOBAL DIGITAL 2023). NOTE: AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. AFORESID, SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COVERAGE INCLUDES CENSUS POPULATION; NO INTERNET USERS. COMPARED TO SOURCE AND METROLOGY ACCOUNTS.

Demographic Profile of Meta's Ad Audience

Share of combined, deduplicated potential advertising reach across Facebook, Instagram, and Messenger, by age and gender

India

18 - 24 Years Old:
- Female: 12.5%
- Male: 23.9%

25 - 34 Years Old:
- Female: 11.1%
- Male: 25.4%

35 - 44 Years Old:
- Female: 4.5%
- Male: 11.3%

45 - 54 Years Old:
- Female: 1.9%
- Male: 4.6%

55 - 64 Years Old:
- Female: 0.9%
- Male: 2.0%

65+ Years Old:
- Female: 0.6%
- Male: 1.2%

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, values are not comparable with values published in our previous reports.

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

India (with flag)

- Keeping in touch with friends and family: 43.1%
- Reading news stories: 33.0%
- Filling spare time: 29.8%
- Finding content (e.g., articles, videos): 29.7%

- Watching or following sports: 28.6%
- Seeing what's being talked about: 28.1%
- Making new contacts: 27.6%
- Watching live streams: 27.4%
- Finding inspiration for things to do and buy: 26.7%
- Work-related networking or research: 26.3%
- Finding products to purchase: 25.7%
- Sharing and discussing opinions with others: 25.5%
- Seeing content from your favourite brands: 24.9%
- Following celebrities or influencers: 24.4%
- Posting about your life: 22.2%

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Source: GWI Jan 2023 figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Note: 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.

Digital 2024 India

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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

INDIA

1. Whatsapp - 83.0%
2. Instagram - 80.6%
3. Facebook - 71.7%
4. Telegram - 58.4%
5. Snapchat - 48.5%
6. Facebook Messenger - 45.1%
7. X (Twitter) - 41.2%
8. LinkedIn - 34.2%
9. Pinterest - 28.0%
10. ShareChat - 21.8%

SOURCE: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/FAQ. **NOTE:** YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS QUESTION THAT INCLUDED YOUTUBE AS A POSSIBLE RESPONSE OPTION WAS ASKED IN PREVIOUS SURVEYS. THE DATA SHOWN HERE THEREFORE *DIFFERS* FROM FIGURE THAT APPEARED IN OUR PREVIOUS REPORTS "THE SAME WAY", IN WHICH YOUTUBE WAS INCLUDED AS AN ANSWER OPTION. MINOR CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDERS SHOWN HERE ARE **NOT DIRECTLY COMPARABLE** WITH THOSE SHOWN IN SIMILAR CHARTS IN PREVIOUS REPORTS.

(Note : Les mises en forme telle que les pourcentages et les astérismes sont adaptés au format textuel.)JAN 2024

MONTHLY SOCIAL MEDIA APP SESSIONS

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

INDIA

WHATSAPP: 962.4
INSTAGRAM: 386.3
FACEBOOK: 342.5
YOUTUBE: 263.1
TELEGRAM: 135.0
X (TWITTER): 114.7
SNAPCHAT: 106.4
TIKTOK: 104.8
FACEBOOK MESSENGER: 76.5
LINKEDIN: 54.4
LINE: 51.9
PINTEREST: 35.8

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

BETWEEN 01 JULY AND 30 SEPTEMBER 2023.

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[Icons for different functions like slideshow, zoom, download present at the bottom]

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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

INDIA

Bars Representing Platforms and Time:

1. **YOUTUBE**
   - 29H 08M
2. **FACEBOOK**
   - 23H 52M
3. **INSTAGRAM**
   - 19H 50M
4. **WHATSAPP**
   - 16H 52M
5. **TIKTOK**
   - 7H 19M
6. **X (TWITTER)**
   - 4H 15M
7. **SNAPCHAT**
   - 2H 19M
8. **TELEGRAM**
   - 2H 12M
9. **PINTEREST**
   - 1H 14M
10. **LINKEDIN**
    - 1H 07M
11. **FACEBOOK MESSENGER**
    - 1H 05M
12. **LINE**
    - 0H 39M

Footer:
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.

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

1. Friends, Family, or Other People You Know - 43.1%
2. TV Shows or Channels - 34.3%
3. Actors, Comedians, or Other Performers - 31.7%
4. Entertainment, Memes, or Parody Accounts - 31.4%
5. Sports People and Teams - 26.8%
6. Fitness Experts or Organizations - 24.1%
7. Influencers or Other Experts - 23.6%
8. Restaurants, Chefs, or Food Personalities - 23.9%
9. Bands, Singers, or Other Musicians - 22.3%
10. Beauty Experts - 21.3%
11. Gaming Experts or Gaming Studios - 19.6%
12. Companies Relevant to Your Work - 19.1%
13. Contacts Relevant to Your Work - 18.9%
14. Companies and Brands You Purchase From - 18.7%
15. Travel Writers and Companies - 18.5%

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.

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)

INDIA

78.0% FACEBOOK

16.4% INSTAGRAM

3.3% YOUTUBE

1.1% X (TWITTER)

0.9% PINTEREST

0.2% LINKEDIN

0.1% REDDIT

0.05% OTHERS

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.

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

1. **ANY KIND OF SOCIAL MEDIA PLATFORM**
   - 79.1%
   - YOY: -2.2% (-180 BPS)

2. **SOCIAL NETWORKS**
   - 50.1%
   - YOY: +11.6% (+520 BPS)

3. **QUESTION & ANSWER SITES (E.G., QUORA)**
   - 25.5%
   - YOY: -7.6% (-210 BPS)

4. **MESSAGING AND LIVE CHAT SERVICES**
   - 20.0%

- YOY: -15.3% (-360 BPS)

5. **FORUMS AND MESSAGE BOARDS**
   - 17.0%
   - YOY: -16.3% (-330 BPS)

6. **MICRO-BLOGS (E.G., X / TWITTER)**
   - 15.7%
   - YOY: -19.9% (-390 BPS)

7. **VLOGS (BLOGS IN A VIDEO FORMAT)**
   - 19.5%
   - YOY: -3.0% (-60 BPS)

8. **ONLINE PINBOARDS (E.G., PINTEREST)**
   - 14.8%
   - YOY: -5.7% (-90 BPS)

SOURCE: GWI 2024 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM NOTE: VALUES FOR ‘’ANY KIND OF SOCIAL MEDIA PLATFORM” INCLUDE AT LEAST ONE OF SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. TWITTER), BLOGS (TECHNOLOGY VLOGS), VLOGS (BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST). COMPARABILITY METHODOLOGY CHANGES SEE NOTES ON DATA.

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FAVOURITE SOCIAL MEDIA PLATFORMS

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

1. **Instagram**: 37.9%
2. **WhatsApp**: 26.2%
3. **Facebook**: 14.6%
4. **Telegram**: 3.9%
5. **Snapchat**: 2.8%
6. **X (Twitter)**: 2.2%

7. **Pinterest**: 1.7%
8. **LinkedIn**: 1.6%
9. **Facebook Messenger**: 1.3%
10. **ShareChat**: 0.8%

SOURCE: GWI (Q3 2023) SEE GWI.COM NOTES: ONLY INCLUDES INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM 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 EXCLUDE GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS "DOUYIN", AS PER BYTEDANCE'S SEPARTE REPORTING OF USER NUMBERS FOR EACH PLATFORM. COMPARABILITY METHDOLOGY CHANGES. SEE NOTES ON PAGE 64.

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

JAN 2024
FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS
WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)

India

DEC 2013: 79.54%
(+20.2%)

DEC 2014: 95.64%
(-2.4%)

DEC 2015: 93.37%
(+3.7%)

DEC 2016: 96.87%
(-12.2%)

DEC 2017: 85.02%
(+5.0%)

DEC 2018: 89.28%
(-7.6%)

DEC 2019: 82.53%
(-6.4%)

DEC 2020: 77.26%
(-11.2%)

DEC 2021: 68.61%
(-15.0%)

DEC 2022: 58.32%
(+33.7%)

DEC 2023: 77.98%

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 among the reported channels; values do not represent absolute shares of categories as a percentage of total web page traffic.
A warning from the available selection of social media platforms (i.e., an increase in value is based on an increase of the share of the selected platforms shown, not by an absolute aggregate increase across all social media categories).
January 2024 figures are extrapolated from December 2023 values. Percentage changes represent relative year-on-year change (i.e., an increase of 50% from a starting value of 50% would equal 100%, etc.). 2021 & 2023 values represent best points and indicate the absolution change.

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

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

INDIA

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK
366.9 MILLION

FACEBOOK AD REACH vs. TOTAL POPULATION
25.6%

FACEBOOK AD REACH vs. TOTAL INTERNET USERS
48.8%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH
-4.9%
-19 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH
+16.6%
+52 MILLION

SHARE: FEMALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH
25.5%

SHARE: MALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH
74.5%

ADOPTION: OVERALL FACEBOOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
36.3%

ADOPTION: FEMALE FACEBOOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
18.9%

ADOPTION: MALE FACEBOOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
52.5%

SOURCES: META ADVERTISING RESOURCES; KEPOS ANALYSIS. NOTES: BASED ON DATA IN PUBLISHED JAN2024; GENDER DATA ONLY AVAILABLE FOR “FEMALE” AND “MALE”; SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO REPORTED TOTAL AUDIENCES; NOTE: PUBLISHED DATE MAY BE AFFECTED BY DELETIONS, SERVICE REVISIONS, AND NEW ACCOUNTS; AS COMPARABLE. WE ARE SOCIAL LOGO; Meltwater LOGOJAN 2024

FACEBOOK ENGAGEMENT RATES: LOCOWISE
FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE

FANS, AS REPORTED BY LOCOWISE

Average Facebook Page Post Engagements vs. Page Fans: All Post Types: 0.09%
Average Facebook Page Post Engagements vs. Page Fans: Photo Posts: 0.08%
Average Facebook Page Post Engagements vs. Page Fans: Video Posts: 0.12%
Average Facebook Page Post Engagements vs. Page Fans: Link Posts: 0.03%
Average Facebook Page Post Engagements vs. Page Fans: Status Posts: 0.08%

Source: Locowise figures represent averages for the period between 1 September and 30 November 2023. Notes: Percentages compare the combined total of reactions, comments, and shares with the total number of page fans. Figures are averages based on a wide variety of different kinds of page, with different audience sizes, in various countries around the world.

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FOLLOWERS, AS REPORTED BY SOCIALINSIDER

INDE (Inde)

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: REELS POSTS
0.10%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: PHOTO POSTS
0.14%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: VIDEO POSTS
0.16%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: ALBUM POSTS
0.11%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: STATUS POSTS
0.05%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: LINK POSTS
0.04%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: FIGURES COMPARE

THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGES, WITH DIFFERENT AUDIENCE SIZES.

FACEBOOK ENGAGEMENT RATES : SOCIALINSIDER
FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF POST REACH, AS REPORTED BY SOCIALINSIDER

FACEBOOK POST ENGAGEMENTS vs. POST REACH: REELS POSTS
17.90%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: PHOTO POSTS
7.91%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: VIDEO POSTS
7.02%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: ALBUM POSTS
9.35%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: STATUS POSTS
15.63%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: LINK POSTS
10.10%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: FIGURES COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES.

MeltwaterJAN 2024
FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER
FACEBOOK PAGE POST ENGAGEMENTS, AS REPORTED BY SOCIALINSIDER

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: OVERALL AVERAGE
ENAGEMENTS vs. PAGE FOLLOWERS: 0.12%
ENGAGEMENTS vs. POST REACH: 9.11%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH FEWER THAN 10,000 FANS
ENGAGEMENTS vs. PAGE FOLLOWERS: 0.21%
ENGAGEMENTS vs. POST REACH: 5.90%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH 10,000 TO 100,000 FANS
ENGAGEMENTS vs. PAGE FOLLOWERS: 0.24%
ENGAGEMENTS vs. POST REACH: 8.31%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH MORE THAN 100,000 FANS
ENGAGEMENTS vs. PAGE FOLLOWERS: 0.10%
ENGAGEMENTS vs. POST REACH: 9.30%

SOURCE: SOCIALINSIDER, FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES FOR "ENGAGEMENTS vs. PAGE FOLLOWERS" COMPARE THE COMBINED NUMBER OF REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. FIGURES FOR "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF REACTIONS, COMMENTS, AND SHARES WITH THE AVERAGE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCES, IN VARIOUS COUNTRIES AROUND THE WORLD.

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

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

INDIA

TOTAL POTENTIAL REACH OF ADS ON YOUTUBE
462.0 MILLION

YOUTUBE AD REACH vs. TOTAL POPULATION
32.2%

YOUTUBE AD REACH vs. TOTAL INTERNET USERS
61.5%

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

YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH
-1.1% -5.0 MILLION

SHARE: FEMALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+
32.4%

SHARE: MALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+
67.6%

ADOPTION: OVERALL YOUTUBE AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
38.1%

ADOPTION: FEMALE YOUTUBE AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
25.3%

ADOPTION: MALE YOUTUBE AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
50.2%

Sources:
Google's advertising resources, Kepios analysis

Notes:
Data are not available for all locations; values based on available data only; age and gender data are only available for "adults" aged 18 and above. Values used in this calculation represent Google's reported monthly reach, and corresponding reach values.

Important notes and definitions:
Values for YouTube's potential advertising reach may differ from the platform's total active user base. Data used in these calculations: digital adoption benchmarks, ad reach data, and changes in reported numbers.

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

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM
362.9 MILLION

INSTAGRAM AD REACH vs. TOTAL POPULATION
25.3%

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS
48.3%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH

+1.2% +4.4 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH
+58.1% +133 MILLION

SHARE: FEMALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+
32.8%

SHARE: MALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+
67.2%

ADOPTION: OVERALL INSTAGRAM AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
33.3%

ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
22.4%

ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
43.7%

SOURCES: META ADVERTISING RESOURCES; KEP IOS ANALYSIS. NOTES: BASED ON OH PUBLISHER'S AD8ENCES. GENDER DATA ONLY AVAILABLE FOR ‘FEMALE" AND "MALE" SOURCE DATA FOR REACH FIGURES ONLY REPORTED IN WHOLE FIGURES. TOP-LINE SEQMENT NUMBERS MA INCLUDE DUPLICATED VALUES. ADS MANAGERS. CHANGES VS EQUIVALENT FIGURES IN COMPANY PUBLISHER.

INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER
AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM

BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

Average Instagram Post Engagement Rate: Overall Average for Business Accounts
Instagram Logo
ENGAGEMENTS vs. FOLLOWERS
0.98%
ENGAGEMENTS vs. POST REACH
8.29%

Average Instagram Engagement Rate: Business Accounts with FEWER THAN 10,000 FOLLOWERS
Icon of a single person
ENGAGEMENTS vs. FOLLOWERS
1.38%
ENGAGEMENTS vs. POST REACH
6.60%

Average Instagram Engagement Rate: Business Accounts with 10,000 TO 100,000 FOLLOWERS
Icon with three people
ENGAGEMENTS vs. FOLLOWERS
1.33%
ENGAGEMENTS vs. POST REACH
6.80%

Average Instagram Engagement Rate: Business Accounts with MORE THAN 100,000 FOLLOWERS
Icon with five people
ENGAGEMENTS vs. FOLLOWERS
0.76%
ENGAGEMENTS vs. POST REACH
9.32%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES FOR "ENGAGEMENTS vs. FOLLOWERS" COMPARE THE AVERAGE NUMBER OF POST LIKES OR COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. RATES FOR "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF PEOPLE THAT AN ACCOUNT REACHED WITH THE RELEVANT POST. ALL RATES BASED ON MEDIANS TO AVOID DISTORTION BY EXTREMES, AND ALL COUNTRIES WEIGHTED EQUALLY. AVERAGES REPRESENT TOTAL ACROSS ALL INDUSTRY SEGMENTS OBSERVED. FIGURES ARE AVERAGES BASED ON A WIDE RANGE OF DIFFERENT KINDS OF INSTAGRAM BUSINESS ACCOUNTS, WITH DIFFERENT AUDIENCE DEMOGRAPHICS, BASED IN VARIOUS LOCATIONS IN THE WORLD.

India Flag

Instagram Engagement Rates: Socialinsider
Average engagement rates for posts published by Instagram business accounts, as reported by Socialinsider

Average Instagram engagement rate for business accounts: all post types
- Engagements vs. Followers: 0.98%
- Engagements vs. Post reach: 8.29%

Average Instagram engagement rate for business accounts: image posts
- Engagements vs. Followers: 0.74%
- Engagements vs. Post reach: 8.53%

Average Instagram engagement rate for business accounts: reel posts
- Engagements vs. Followers: 1.31%
- Engagements vs. Post reach: 8.00%

Average Instagram engagement rate for business accounts: carousel posts
- Engagements vs. Followers: 0.95%
- Engagements vs. Post reach: 8.31%

Source: Socialinsider figures represent averages for the period between 1 September and 30 November 2023. Notes: Figures for ‘engagements vs. followers’ compare the combined number of post likes and comments with the total number of account followers. Figures for ‘engagements vs. post reach’ compare the combined number of post likes and comments with the number of users who viewed the relevant post, as reported by the investigated accounts. Figures are averages based on a wide variety of different kinds of Instagram business accounts, with different audience sizes, in a range of locations around the world.

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

INDIA

#	SEARCH QUERY	INDEX
01	SONG	100
02	MOVIE	56
03	VIDEO	42
04	SONGS	28
05	GANA	21
06	DJ	18
07	CARTOON	18
08	CARTOON CARTOON	18
09	STATUS	15
10	NEW SONG	15
11	SERIAL	15
12	HINDI MOVIE	14
13	FILMA	13
14	MOVIES	12
15	COMEDY	11
16	NEWS	11
17	DANCE	10
18	DJ SONG	9
19	NEW MOVIE	8
20	STORY	7

SOURCE: GOOGLE TRENDS BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. NOTE: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE RETURNED "AS IS" TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ENTER SEARCH WITHIN LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX" COLUMN IN THIS TABLE IS DEVELOPED FROM SEARCH QUERIES TO EACH QUERY AS COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADVISORY: GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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.

India

1. Total Potential Reach Of Ads On Messenger
   121.6 Million

2. Messenger Ad Reach vs. Total Population
   8.5%

3. Messenger Ad Reach vs. Total Internet Users
   16.2%

4. Quarter-On-Quarter Change In Reported Messenger Ad Reach
   -2.3%
   -2.8 million

5. Year-On-Year Change In Reported Messenger Ad Reach
   +3.4%
   +4.1 million

6. Share: Female Messenger Ad Reach Aged 18+ vs. Overall Messenger Ad Reach Aged 18+
   24.0%

7. Share: Male Messenger Ad Reach Aged 18+ vs. Overall Messenger Ad Reach Aged 18+
   76.0%

8. Adoption: Overall Messenger Ad Reach Aged 18+ vs. Overall Population Aged 18+
   12.0%

9. Adoption: Female Messenger Ad Reach Aged 18+ vs. Female Population Aged 18+
   6.0%

10. Adoption: Male Messenger Ad Reach Aged 18+ vs. Male Population Aged 18+
    18.0%

Sources: Meta’s advertising resources; Kepios analysis.
Notes: Based only on data for published range; gender data only available for “female” and “male”; source data for other gender is included in the total figures but is not published separately; significant fluctuations vs. previous quarter sources discrepancies in base population data; for further details see notes on page 4 & 5 of this report.

Adoption: Messenger ad reach as a percentage share of each audience group. Figures may not correlate with equivalent share numbers published in previous years due to ongoing revisions the base population and internet user figures used to calculate adoption.

Sources: Central Intelligence Agency; United Nations; International Telecommunication Union; World Bank; U.S Census Bureau; Eurostat; Local governments; National trade organisations; ISTAT; OECD.

Comparison: Kepios analysis

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Digital 2024 India

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FrançaisBien sûr ! Voici la transcription textuelle de l'image :

JAN 2024
X: ADVERTISING AUDIENCE OVERVIEW
The potential audience that marketers can reach with ads on X (Twitter)
Note: Please read the important notes on comparing data at the start of this report before comparing data on this chart with previous reports

TOTAL POTENTIAL REACH OF ADS ON X (TWITTER)
Ø=ßæ 26.08 MILLION

X AD REACH vs TOTAL POPULATION
Ø=ßç 1.8%

X AD REACH vs TOTAL INTERNET USERS
Ø=ßé 3.5%

QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH
Ø=ßå -13.9% -4.2 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH
Ø=ßæ -4.3% -1.2 MILLION

SHARE: FEMALE X AD REACH AGED 18+ vs OVERALL X AD REACH AGED 18+
Ø=ßé 14.4%

SHARE: MALE X AD REACH AGED 18+ vs OVERALL X AD REACH AGED 18+
Ø=ßå 85.6%

ADOPTION: OVERALL X AD REACH AGED 18+ vs OVERALL POPULATION AGED 18+
Ø=ßæ 2.5%

ADOPTION: FEMALE X AD REACH AGED 18+ vs FEMALE POPULATION AGED 18+
Ø=ßç 0.7%

ADOPTION: MALE X AD REACH AGED 18+ vs MALE POPULATION AGED 18+
Ø=ßé 4.1%

Sources: ITU; Advertising Resources; Kepios Analysis
Notes: Values are midpoint of published ranges. Gender data are only available for "female" and "male"
Advisory: Significant changes in reported reach figures may be due to platform audience redefinitions*. 'Reach' represents addressable ad audience, not monthly active users or unique users.** Percentages shown here may differ meaningfully from figures published in previous years. It is not uncommon for advertising services to revise historic data to improve comparability.

(Note: Les emojis utilisées ici représentent les pictogrammes dans l'image originale)JAN 2024

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

INDIA

NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)
1.12 BILLION

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION
78.0%

YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS
+2.1%
+23 MILLION

SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G)
86.4%

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: BASE FIGURES, REVISIONS TO HISTORIC FIGURES 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.

DD
GSMA
DDJAN 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
INDIA

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT
201.0 MILLION

SNAPCHAT AD REACH VS. TOTAL POPULATION
14.0%

SNAPCHAT AD REACH VS. TOTAL INTERNET USERS
26.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH
+4.3% +8.4 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH
+16.5% +29 MILLION

SHARE, FEMALE SNAPCHAT AD REACH AGED 18+ VS. OVERALL SNAPCHAT AD REACH AGED 18+
35.9%

SHARE, MALE SNAPCHAT AD REACH AGED 18+ VS. OVERALL SNAPCHAT AD REACH AGED 18+
61.9%

ADOPTION, OVERALL SNAPCHAT AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
15.0%

ADOPTION, FEMALE SNAPCHAT AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
11.1%

ADOPTION, MALE SNAPCHAT AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
18.1%

SOURCES: SNAP ADVERTISING RESOURCES; KEPLOS ANALYSIS
NOTES: DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON SNAPCHAT'S AVAILABLE DATA ONLY. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" BUT GENDER VALUES MAY NOT SUM TO TOTAL DUE TO ROUNDING ERROR.
IMPORTANT: AD AUDIENCES, OR THE REACH OF THESE AUDIENCES, CAN VARY SIGNIFICANTLY OVER SHORT PERIODS OF TIME, SOMETIMES FROM DAY TO DAY. ALL VALUES FOR "MILLIONS" IN CHARTS, UNLESS OTHERWISE INDICATED.
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.
INTERESTED IN SOURCING FOR COMPARABILITY, PLEASE REFER TO NOTES ON DATA.

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

TOTAL TIME SPENT USING SMARTPHONES EACH DAY:
4H 46M (Icon: Smartphone)

SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS
45.3% (Icon: Chat Bubble)

SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS
25.6% (Icon: Play Button)

SHARE OF SMARTPHONE TIME: UTILITY & PRODUCTIVITY
15.4% (Icon: Tools)

SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)
5.3% (Icon: Game Controller)

SHARE OF SMARTPHONE TIME: SHOPPING APPS
1.1% (Icon: Shopping Bag)

SHARE OF SMARTPHONE TIME: ALL OTHER APPS
7.2% (Icon: Apps Grid)

SHARE OF SMARTPHONE TIME: WEB BROWSERS & SEARCH ENGINES*
5.4% (Icon: Globe)

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

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

[Image: Android logo]
SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES
95.07%
YEAR-ON-YEAR CHANGE
-0.6% (-62 BPS)

[Image: Apple logo]
SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES
4.02%
YEAR-ON-YEAR CHANGE

+13.6% (+48 BPS)

[Image: Samsung logo]
SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES
0.05%
YEAR-ON-YEAR CHANGE
-64.3% (-9 BPS)

[Image: KaiOS logo]
SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES
0.76%
YEAR-ON-YEAR CHANGE
+31.0% (+18 BPS)

[Image: Other OS logo]
SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
0.10%
YEAR-ON-YEAR CHANGE
+100% (+5 BPS)

Source: Statcounter. Notes: Figures represent the number of web pages served to browsers on mobile phones running each operating system, compared with the total number of web pages served to mobile browsers in December 2023. Figures shown as 'BPS' (basis points) refer to the absolute change in operating system's share of web pages served, not the value's "%". Values for “other” operating systems may represent one or more operating systems. 'Year-on-year change' figures use values for November 2023 as the basis for comparison. Both absolute values and year-on-year change figures have been calculated by We Are Social using a starting value of 95%. Values equal 101% due to rounding. Internet Traffic Report © 2024 Meltwater.

India flag icon with "INDIA" written next to it.

Bottom of the image:
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

INDIA

1. **TOTAL POTENTIAL REACH OF ADS ON LINKEDIN:**
   - LinkedIn
   - 120.0 MILLION

2. **LINKEDIN AD REACH VS. TOTAL POPULATION:**
   - 8.4%

3. **LINKEDIN AD REACH VS. TOTAL INTERNET USERS:**
   - 16.0%

4. **QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH:**
   - +9.1%
   - +10 MILLION

5. **YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH:**
   - +21.2%
   - +21 MILLION

6. **SHARE: FEMALE LINKEDIN AD REACH AGED 18+ VS. OVERALL LINKEDIN AD REACH AGED 18+:**
   - 29.7%

7. **SHARE: MALE LINKEDIN AD REACH AGED 18+ VS. OVERALL LINKEDIN AD REACH AGED 18+:**
   - 70.3%

8. **ADOPTION: OVERALL LINKEDIN AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+:**
   - 11.9%

9. **ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+:**
   - 6.1%

10. **ADOPTION: MALE LINKEDIN AD REACH AGED 18+ VS. MALE POPULATION AGED 18+:**
    - 13.8%

SOURCES:
LINKEDIN'S ADVERTISING RESOURCES; GSCOM; ANALYSIS

NOTES:
_VALUES REFLECT TOTAL REGISTERED "MEMBERS," SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA INCLUDES ALL SEXES AND GENDERS. VALUES PRESENTED AS ABSOLUTE NUMBERS AND GROWTH RATES ARE BASED ON PUBLISHERS' OWN AD

PLANNING TOOLS. AD REACH DATA IS NOT AVAILABLE FOR ALL PUBLISHERS. ADVISORY: MULTI-PROFILE USERS MAY INFLATE ACTIVE USER FIGURES. COMPARABILITY AND VALIDITY NOTES: REPORT RESIDENT POPULATIONS AGED 18+._

DISCLAIMER:
VALUES CORRESPOND TO LINKEDIN ACCOUNTS, DIFFERENT COUNTRIES AND REGIONS MAY HAVE REGIONAL VARIATIONS.

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français (French) JAN 2024
APP RANKING: DOWNLOADS
RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN 01 JANUARY AND 31 DECEMBER 2023

INDIA

#	MOBILE APP	COMPANY
01	INSTAGRAM	META
02	FACEBOOK	META
03	MEESHO	MEESHO
04	SNAPCHAT	SNAP
05	JIOCINEMA	RELIANCE INDUSTRIES
06	WHATSAPP MESSENGER	META
07	PHONEPE	WALMART
08	FLIPKART	WALMART
09	SHOPSY	WALMART
10	HOTSTAR	DISNEY

#	MOBILE GAME	COMPANY
01	LUDO KING	GAMETION
02	INDIAN BIKES DRIVING 3D	ROHIT GAMING STUDIO
03	CARROM POOL	TENCENT
04	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
05	FREE FIRE	SEA
06	SUBWAY SURFERS	TENCENT
07	SUBWAY PRINCESS RUNNER	IVYMOBILE
08	HILL CLIMB RACING	FINGERSOFT
09	TEMPLE RUN	IMANGI
10	TEMPLE RUN 2	IMANGI

SOURCE: DATA.AI INTELLIGENCE, SEE DATA.AI NOTES: RANKINGS BASED ON

GOVERNED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023

Voici 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

INDIA

MOBILE APP

#	MOBILE APP	COMPANY
01	YOUTUBE	GOOGLE
02	WHATSAPP MESSENGER	META
03	CHROME BROWSER	GOOGLE
04	GOOGLE	GOOGLE
05	FACEBOOK	META
06	INSTAGRAM	META
07	GMAIL	GOOGLE
08	GOOGLE MAPS	GOOGLE
09	TRUECALLER	TRUECALLER
10	GOOGLE PHOTOS	GOOGLE

MOBILE GAME

#	MOBILE GAME	COMPANY
01	LUDO KING	GAMETION
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	FREE FIRE	SEA
04	BATTLEGROUNDS MOBILE INDIA	KRAFTON
05	SUBWAY SURFERS	TENCENT
06	CARROM POOL	TENCENT
07	INDIAN BIKES DRIVING 3D	ROHIT GAMING STUDIO

08	HILL CLIMB RACING	FINGERSOFT
09	SUBWAY PRINCESS RUNNER	IVY MOBILE
10	CLASH OF CLANS	TENCENT

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

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Options en bas de l'image :

- Icône de loupe
- Icône de marque-page
- Icône de partage
- Icône d'impression
- Icône PDF
- Icône de téléchargement
- Icône de langue
- **français**Bien sûr, voici 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
INDIA

 # MOBILE APP | COMPANY

01. CHAMET | FUIJIAO
02. BUMBLE APP | BUMBLE
03. GOOGLE ONE | GOOGLE
04. LINKEDIN | MICROSOFT
05. TANGO LIVE | TANGOME
06. HOTSTAR | DISNEY

07. TINDER | MATCH GROUP
08. TRUECALLER | TRUECALLER
09. YOUTUBE | GOOGLE
10. INSTAGRAM | META

 # MOBILE GAME | COMPANY

01. FREE FIRE | SEA
02. BATTLEGROUNDS MOBILE INDIA | KRAFTON
03. COIN MASTER | MOON ACTIVE
04. CANDY CRUSH SAGA | ACTIVISION BLIZZARD
05. CALL OF DUTY: MOBILE | ACTIVISION BLIZZARD
06. CLASH OF CLANS | TENCENT
07. TEEN PATTI | OCTRO
08. EA SPORTS FC™ MOBILE 24 SOCCER | ELECTRONIC ARTS
09. EVONY | TOP GAMES
10. EFOOTBALL 2024 | KONAMI

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

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_We are social | Meltwater_JAN
2024

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

TOTAL NUMBER OF MOBILE APP DOWNLOADS
26.42 BILLION

YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS
-8.5%
-2 BILLION

ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)
$603.5 MILLION

YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES
+30.0%
+$139 MILLION

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

WEEKLY ONLINE SHOPPING ACTIVITIES

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

INDIA

1. PURCHASED A PRODUCT OR SERVICE ONLINE
   59.3%

2. ORDERED GROCERIES VIA AN ONLINE STORE
   36.4%

3. BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE
   13.2%

4. USED AN ONLINE PRICE COMPARISON SERVICE
   23.4%

5. USED A BUY NOW, PAY LATER SERVICE
   16.6%

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

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Digital 2024 India
92 sur 133### Conducteurs D'Achats en Ligne (Janvier 2024)

Pourcentage d'utilisateurs d'Internet âgés de 16 à 64 ans qui disent que chaque facteur les encouragerait à compléter un achat en ligne :

1. **Livraison gratuite** - 46,1%
2. **Politique de retour facile** - 43,2%
3. **Coupons et remises** - 35,6%
4. **Paiement à la livraison** - 32,5%
5. **Avis des clients** - 30,6%
6. **Livraison le jour suivant** - 29,6%
7. **Paiement simplifié en ligne** - 29,0%
8. **Cliquer et collecter** - 28,3%
9. **Points de fidélité** - 28,0%
10. **Crédits éco-responsables** - 23,3%
11. **Mentions J'aime et Commentaires sociaux** - 23,1%
12. **Boutons d'achat sur les réseaux sociaux** - 16,0%
13. **Paiements sans intérêt** - 15,1%
14. **Contenu ou services exclusifs** - 13,8%
15. **Paiement en tant qu'invité** - 10,8%

Source : GWI (Q3 2023). Les chiffres représentent les résultats d'une enquête GWI large auprès d'utilisateurs d'Internet âgés de 16 à 64 ans.

*Comparabilité : Méthodologie mise à jour : Voir les notes de données.*Bien sûr, voici la 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)

INDIA

- **Electronics**
  - **$11.64 Billion**
  - Year-on-year change: +6.0% (+$660 Million)

- **Fashion**
  - **$15.06 Billion**
  - Year-on-year change: +11.1% (+$1.51 Billion)

- **Food**
  - **$15.49 Billion**
  - Year-on-year change: +18.1% (+$2.4 Billion)

- **Beverages**
  - **$980.0 Million**
  - Year-on-year change: +14.0% (+$120 Million)

- **DIY & Hardware**
  - **$2.07 Billion**
  - Year-on-year change: -1.4% (-$30 Million)

- **Furniture**
  - **$1.16 Billion**
  - Year-on-year change: +8.4% (+$90 Million)

- **Physical Media**
  - **$4.02 Billion**
  - Year-on-year change: -0.2% (-$10 Million)

- **Beauty & Personal Care**
  - **$2.90 Billion**
  - Year-on-year change: +6.2% (+$170 Million)

- **Tobacco Products**
  - **$700.0 Million**
  - Year-on-year change: +22.8% (+$130 Million)

- **Toys & Hobby**
  - **$630.0 Million**
  - Year-on-year change: +3.3% (+$20 Million)

- **Household Essentials**
  - **$1.29 Billion**
  - Year-on-year change: +20.6% (+$220 Million)

- **Over-the-counter Pharmaceuticals**
  - **$520.0 Million**
  - Year-on-year change: +4.0% (+$20 Million)

- **Luxury Goods**

- **$190.0 Million**
- Year-on-year change: +5.6% (+$10 Million)

- **Eyewear**
  - **$130.0 Million**
  - Year-on-year change: -7.7% (-$10 Million)

Source: Statista Ecommerce Market. See Statista.com. Notes: Figures represent estimates for full-year 2023 in U.S. Dollars, and comparisons with the previous calendar year. The named social categories do not include digital downloads or streaming compartments. Significant rates of revisions and major category definition changes.
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PAYMENT METHODS USED FOR ECOMMERCE

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

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DIGITAL AND MOBILE WALLETS: 50.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DEBIT AND CREDIT CARDS: 23.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK TRANSFERS: 15.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO CASH-ON-DELIVERY: 5.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO OTHER PAYMENT METHODS: 7.0%

SOURCE: ppro. Note: Figures represent share of the total number of B2C eCommerce transactions in 2022.

JAN 2024 CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME

```
Q4 2021      Q1 2022      Q2 2022      Q3 2022      Q4 2022      Q1 2023      Q2 2023
Q3 2023      Q4 2023
 1.10 B       1.09 B       1.10 B       1.10 B       1.10 B       1.10 B       1.10 B       1.11
B       1.12 B

 -1.1%       +0.5%       -0.06%       +0.09%       +0.3%       +0.3%       +0.3%
+0.9%       +0.6%
```

INDIA

SOURCE: GSMA INTELLIGENCE NOTE: EXCLUDES CELLULAR IOT CONNECTIONS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, 'K' DENOTES THOUSANDS (E.G. "123.1K" = 123,100), 'M' DENOTES MILLIONS (E.G. "123.4M" = 123,400,000), AND 'B' DENOTES BILLIONS (E.G. "1.23B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. COMPARABILITY: BASE CHANGES. SEE NOTES ON DATA.

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MeltwaterBien sûr, voici la retranscription textuelle de l'image :

JAN 2024

TOP GOOGLE SHOPPING SEARCHES
Shopping queries with the greatest volume of Google search activity between 01 January 2023 and 31 December 2023

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	SHOES	100
02	IPHONE	90
03	AMAZON	85
04	WATCH	82
05	FLIPKART	81
06	SHIRT	77

07	PHONE	74
08	SAMSUNG	69
09	MOBILE	64
10	MEESHO	55
11	TOP	55
12	VIVO	51
13	SAREE	45
14	T SHIRT	39
15	REALME	38
16	JACKET	37
17	OPPO	34
18	REDMI	34
19	NIKE	33
20	BIKE	30

SOURCE: Google Trends, based on shopping searches conducted on Google Search between 01 January 2023 and 31 December 2023. **NOTES:** Any language variations or spelling errors in queries are adjusted by Google Trends, and the shown "as is" for column reasons to identify potential changes in how people use language in their search activities. Index doesn't represent absolute search volumes, but the index for top query always represents 100% search volume compared with the search volume of the top query. **ADVISORY:** Google Trends uses dynamic sampling, so rank order and index values may vary depending on when the tool is accessed, even for the same time period.

[We Are Social logo] [Meltwater logo]

Digital 2024 India

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[Icons: 1/3 left arrow, 2/3 book, 3/3 right arrow]
[Icons: document, magnifying glass, floppy disk, flag globe with magnifying glass, French language]

(INDIA Flag in the top right corner)**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**
  245.5 MILLION

- **YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE USERS**
  +3.7%
  +8.7 MILLION

- **TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2023)**
  $6.42 BILLION

- **YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE RIDE-HAILING BOOKINGS**
  +7.2%
  +430 MILLION

- **AVERAGE ANNUAL VALUE PER USER: ONLINE RIDE-HAILING BOOKINGS (USD, 2023)**
  $26.17

India flag on the right side.

Footer note:
SOURCE: STATISTA MOBILITY MARKET OUTLOOK – SEE STATISTA.COM. NOTE: IN THIS CONTEXT, 'RIDE-HAILING' ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS. VALUES INCLUDE THE BOOKING OF PRIVATE RIDE-HAILING VEHICLES (I.E., UBER, OLA) 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.

Icons/logos: We Are Social, Meltwater. Page 98 sur 133, français.JAN 2024

FINANCIAL INCLUSION FACTORS

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

ACCOUNT WITH A FINANCIAL INSTITUTION
77.3%
FEMALE: 77.5%
MALE: 77.2%

CREDIT CARD OWNERSHIP
4.6%
FEMALE: 2.4%
MALE: 6.7%

DEBIT CARD OWNERSHIP
27.1%
FEMALE: 19.1%
MALE: 34.5%

MOBILE MONEY ACCOUNT (E.G., MPESA, GCASH)
10.4%
FEMALE: 5.1%
MALE: 15.4%

MADE A DIGITAL PAYMENT (PAST YEAR)
24.7%
FEMALE: 15.8%
MALE: 33.0%

MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)
8.3%
FEMALE: 5.1%
MALE: 11.3%

USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)
10.2%
FEMALE: 4.6%
MALE: 15.5%

USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)
9.9%
FEMALE: 6.0%
MALE: 13.5%

SOURCE: WORLD BANK. NOTES: SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIOURS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. "MOBILE MONEY ACCOUNTS" REFER TO SERVICES THAT ENABLE PAYMENTS AND REMITTANCES DIRECTLY VIA A MOBILE PHONE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR MOBILE MONEY ACCOUNTS DO NOT INCLUDE PEOPLE WHO HAVE NOT "ENABLED" MOBILE PAYMENT SERVICES SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY.

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JAN 2024

ONLINE DOCTOR CONSULTATIONS OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES

INDIA

- **NUMBER OF PEOPLE USING ONLINE DOCTOR CONSULTATION SERVICES**
  - 2.04 MILLION (icône de stéthoscope)

- **YEAR-ON-YEAR CHANGE IN USERS OF ONLINE DOCTOR CONSULTATION SERVICES**
  - +26.7% +430 THOUSAND (icône de flèches haut et bas)

- **TOTAL ANNUAL VALUE OF ONLINE DOCTOR CONSULTATIONS (USD, 2023)**
  - $138.4 MILLION (icône de dollar)

- **YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE DOCTOR CONSULTATIONS**
  - +45.6% +$43 MILLION (icône de flèches circulaires)

- **AVERAGE ANNUAL VALUE PER USER: ONLINE DOCTOR CONSULTATIONS (USD, 2023)**
  - $67.98 (icône de personne et dollar)

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

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

- MOVIE OR TV STREAMING SERVICE: 32.7%
- MOBILE APP: 26.2%
- MUSIC STREAMING SERVICE: 25.6%
- MUSIC DOWNLOAD: 25.5%
- MOBILE GAME: 20.4%
- STUDY PROGRAMS AND LEARNING MATERIALS: 15.4%
- NEWS SERVICE: 15.3%
- E-BOOK: 13.2%
- SOFTWARE PACKAGE: 11.8%
- PREMIUM WEB SERVICE: 11.2%
- ONLINE MAGAZINE SUBSCRIPTION: 11.0%
- IN-APP PURCHASES: 10.5%
- DATING SERVICE: 10.4%
- DIGITAL GIFTS: 10.4%

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

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JAN 2024

ONLINE TRAVEL AND TOURISM

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

Flights

$35.42 BILLION
YEAR-ON-YEAR CHANGE +7.2% (+$2.4 BILLION)

Trains
$8.68 BILLION
YEAR-ON-YEAR CHANGE +41.7% (+$2.6 BILLION)

Car Rentals
$1.93 BILLION
YEAR-ON-YEAR CHANGE +36.4% (+$517 MILLION)

Long-Distance Buses
$552.9 MILLION
YEAR-ON-YEAR CHANGE +45.3% (+$172 MILLION)

Hotels
$4.53 BILLION
YEAR-ON-YEAR CHANGE +10.5% (+$429 MILLION)

Package Holidays
$4.21 BILLION
YEAR-ON-YEAR CHANGE +31.1% (+$998 MILLION)

Vacation Rentals
$826.6 MILLION
YEAR-ON-YEAR CHANGE +35.4% (+$216 MILLION)

Cruises
$13.17 MILLION
YEAR-ON-YEAR CHANGE +33.8% (+$3.3 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK, STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT, NON-COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, INDIVIDUAL & CRUISETRIP SERVICES. COMPARABILITY: B2B AND CATEGORY-SPECIFIC DEFINITIONS CHANGES: FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

Les éléments visuels incluent des icônes représentant des avions, des trains, des voitures de location, des bus longue distance, des hôtels, des vacances en forfait, des locations de vacances et des croisières, accompagnés de modifications annuelles en pourcentage et en montants en dollars américains.JAN 2024
DIGITAL FITNESS & WELL-BEING OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES

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

YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING USERS
+17.1%
+17 MILLION

TOTAL ANNUAL VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET (USD, 2023)
$6.40 BILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL FITNESS & WELL-BEING MARKET
+32.4%
+$1.6 BILLION

AVERAGE ANNUAL VALUE PER USER: DIGITAL FITNESS & WELL-BEING (USD, 2023)
$56.55

SOURCE: STATISTA DIGITAL MARKET OUTLOOK; SEE STATISTA.COM
NOTES INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRISTWEAR, SMART SCALES, FITNESS APPS THAT TRACK PARAMETERS, NUTRITION APPS (E.G. GLUCOSE CONTROL APPS, MEDITATION AND MINDFULNESS APPS DOES NOT INCLUDE SMART CLOTHING, SMART SHOES, SMART EYEWEAR, HEALTH TRACKING APPS, MEDICAL WEARABLES), FUNCTIONING INDEPENDENTLY AND WITHIN CONNECTED ENVIRONMENTS. VALUES FOR “TOTAL ANNUAL VALUE OF THE MARKET” CORRESPOND TO EQUIPMENT VALUES FOR THE RESPECTIVE TIME PERIOD. FINANCIAL VALUES IN U.S. DOLLARS. PERCENTAGE VALUES SHOW ABSOLUTE CHANGE.

Sources de découverte de la marque

Janvier 2024

Pourcentage d'utilisateurs d'internet âgés de 16 à 64 ans qui découvrent de nouvelles marques, produits et services via chaque canal ou support

1. **Publicités télévisées** : 35,2%
2. **Publicités sur les réseaux sociaux** : 32,1%
3. **Émissions télévisées et films** : 31,4%
4. **Moteurs de recherche** : 30,5%
5. **Sites de détail** : 27,6%
6. **Publicités dans les applications mobiles** : 26,7%
7. **Publicités sur les sites web** : 26,0%
8. **Sites web de marques** : 25,5%
9. **Sites de critiques de consommateurs** : 22,2%
10. **Publicités dans les jeux vidéo (y compris jeux mobiles)** : 21,4%
11. **Publicités vidéo pré-roll en ligne** : 21,3%
12. **Publicités dans la presse écrite** : 21,2%
13. **Commentaires sur les réseaux sociaux** : 20,8%
14. **Bouche-à-oreille** : 20,7%
15. **Sites de comparaison de produits** : 18,7%

Informations supplémentaires
- **Source** : GWI (Q3 2023). Les chiffres représentent les résultats d'une enquête auprès des utilisateurs d'internet âgés de 16 à 64 ans. voir GWI.com pour plus de détails. Méthodologie des changements : voir notes sur les données.
- **Rapport** : Digital 2024 India - 105 sur 133 pages.

Logos et marques
- **DataReportal** - GWI
- **We are social**
- **Meltwater**
- Logo du drapeau de l'IndeJAN 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

INDIA

Social Networks	50.1%
Search Engines	45.4%
Mobile Apps	39.8%
Consumer Reviews	37.3%
Product & Brand Websites	34.4%
Price Comparison Sites	29.7%
Video Sites	29.7%
Discount Voucher Sites	25.7%

Q&A Sites	25.5%
Brand & Product Blogs	23.0%
Messenger Services	20.0%
Forums & Message Boards	17.0%
Micro-Blogs	15.7%
Specialist Review Sites	15.7%
Online Pinboards	14.8%

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.

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
196.1 MILLION

YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE
+13.1% +23 MILLION

TOTAL ANNUAL VALUE OF THE DIGITAL TREATMENT & CARE MARKET (USD, 2023)
$834.1 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL TREATMENT & CARE MARKET
+23.6% +$159 MILLION

AVERAGE ANNUAL VALUE PER USER: DIGITAL TREATMENT & CARE (USD, 2023)
$4.25

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM

NOTES: INCLUDES DIGITAL TOOLS THAT ARE USED TO DIAGNOSE, TREAT, AND MANAGE MEDICAL CONDITIONS, INCLUDING BIOMETRIC SENSORS AND DIGITAL CARE MANAGEMENT. DOES NOT INCLUDE SMARTPHONE/SMART WATCH SALES OR SOFTWARE REVENUE. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN US DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; “PER-USER” VALUES SHOW

ABSOLUTE CHANGE.

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

TOTAL AD SPEND (INCLUDING ONLINE AND OFFLINE CHANNELS)
$14.88 BILLION

YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)
+9.1% +$1.2 BILLION

DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)
$5.25 BILLION

YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND
+12.2% +$573 MILLION

DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND
35.3%

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. FINANCIAL VALUES IN U.S. DOLLARS. PERCENTAGE CHANGES WERE ALSO REVIEWED. ADVISORY NOTICE: 2023 DATA IN THIS STATEMENT VALUE OF USD WOULD BE EQUAL CPI. NOTE OF COMPARABILITY: BASE CHANNELS AND ACTIVITIES THAT THE DEFINITION OF OUR DECO-SAVE-VALUES. THIS REPORT IS SPONSORED BY MELTWATER, WHICH PROVIDES A BROADER RANGE OF CHANNELS AND ACTIVITIES THAT GIVE BETTER INSIGHTS INTO CHANNELS.

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

INDIA FLAG
INDIA

TOTAL
$8.70 BILLION
YEAR-ON-YEAR CHANGE

+19.2% (+$1.4 BILLION)

VIDEO GAMES
$2.75 BILLION
YEAR-ON-YEAR CHANGE
+17.5% (+$410 MILLION)

VIDEO-ON-DEMAND
$3.84 BILLION
YEAR-ON-YEAR CHANGE
+25.9% (+$790 MILLION)

EPUBLISHING
$1.21 BILLION
YEAR-ON-YEAR CHANGE
+11.0% (+$120 MILLION)

DIGITAL MUSIC
$910.0 MILLION
YEAR-ON-YEAR CHANGE
+12.3% (+$100 MILLION)

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

i françaisJAN 2024
ENGAGEMENT WITH DIGITAL MARKETING
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY ENGAGE IN EACH KIND OF ONLINE ACTIVITY

INDIA

- RESEARCH BRANDS ONLINE BEFORE MAKING A PURCHASE
49.6%
YOY: +4.9% (+230 BPS)

- VISITED A BRAND'S WEBSITE IN THE PAST 30 DAYS
47.2%
YOY: +6.3% (+280 BPS)

- CLICKED OR TAPPED ON A BANNER AD ON A WEBSITE IN THE PAST 30 DAYS
19.0%
YOY: -3.1% (-60 BPS)

- CLICKED OR TAPPED ON A SPONSORED SOCIAL MEDIA POST IN THE PAST 30 DAYS
18.1%
YOY: +0.6% (+10 BPS)

- DOWNLOADED OR USED A BRANDED MOBILE APP IN THE PAST 30 DAYS
24.5%
YOY: +7.5% (+170 BPS)

Source: GWI (Q3 2023)
NOTES: YOY FIGURES REPRESENT YEAR-ON-YEAR CHANGE

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

INDIA

1. Blue icon with dollar sign
   ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (USD)
   $3.93 BILLION

2. Orange icon with rotating arrows and dollar sign
   YEAR-ON-YEAR CHANGE IN PROGRAMMATIC ADVERTISING SPEND (USD)
   +12.4%
   +$435 MILLION

3. Red icon with gear
   PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND

74.9%

4. Green icon with up and down arrows
YEAR-ON-YEAR CHANGE IN PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
+0.2%
+14 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 CHARGES ARE BASED ON CONSTANT EXCHANGE RATES TO PROVIDE COMPARABILITY ACROSS TIME PERIODS.
* 1995 VALUE REPRESENTS BASIS POINTS, AND INDICATE ABSOLUTE CHANGE.
COMPARABILITY: BASE CHANGES FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

Social Media Advertising Overview
Spend on social media advertising (in U.S. dollars) and its share of the digital advertising market.

Annual spend on social media advertising (USD):
$1.28 billion

Year-on-year change in social media advertising spend:
+5.8%
+$70 million

Social media's share of total digital advertising spend:
24.4%

Year-on-year change in social media's share of total digital advertising spend:
-5.7%
-149 BPS

Source: Statista Advertising & Media Outlook. See statista.com. Notes: Figures represent estimates for full-year 2024, and comparisions with equivalent values for the previous calendar year. Financial values are in U.S dollars, percentage changes marked (+) are in increase of 2024 from a starting value of 2023. 100 BPS would equal 1.00%, not 1%. 199% values represent basis points, and indicate absolute change. Comparability: base changes figures are not comparable with previous reports.

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

INDIA

TOTAL ANNUAL SPEND ON DIGITAL ADS (ALL TYPES)
$5.25 BILLION
Y-O-Y CHANGE IN SPEND
+12.2% (+$573 MILLION)

ANNUAL SPEND ON ONLINE SEARCH ADS
$1.65 BILLION
Y-O-Y CHANGE IN SPEND
+14.6% (+$210 MILLION)

ANNUAL SPEND ON DIGITAL VIDEO ADS
$1.24 BILLION
Y-O-Y CHANGE IN SPEND
+8.7% (+$99 MILLION)

ANNUAL SPEND ON DIGITAL BANNER ADS
$1.13 BILLION
Y-O-Y CHANGE IN SPEND
+9.7% (+$100 MILLION)

ANNUAL SPEND ON ONLINE INFLUENCER ACTIVITIES
$250.0 MILLION
Y-O-Y CHANGE IN SPEND
+19.0% (+$40 MILLION)

ANNUAL SPEND ON ONLINE CLASSIFIEDS
$130.0 MILLION
Y-O-Y CHANGE IN SPEND [UNCHANGED]

ANNUAL SPEND ON DIGITAL AUDIO ADS
$401.7 MILLION
Y-O-Y CHANGE IN SPEND
+12.7% (+$45 MILLION)

SHARE OF TOTAL DIGITAL AD SPEND: MOBILE DEVICES*
75.1%
Y-O-Y CHANGE IN SPEND
+5.2% (+371 BPS)

SHARE OF TOTAL DIGITAL AD SPEND: SOCIAL MEDIA
24.4%
Y-O-Y CHANGE IN SPEND
-5.7% (-148 BPS)

SHARE OF TOTAL DIGITAL AD SPEND: PROGRAMMATIC
74.9%
Y-O-Y CHANGE IN SPEND
+0.2% (+14 BPS)

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK | NOTE: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT FIGURES FOR 2022, UNLESS INDICATED OTHERWISE. *SHARE OF DIGITAL AD SPENDING BY DEVICE IN 2023. BPS (BASIS POINTS). FIGURES MAY NOT CORRESPOND WITH ABSOLUTE YOY VALUES DUE TO ROUNDING. DATA PUBLISHED IN: STATISTA'S DIGITAL ADVERTISING & MEDIA OUTLOOK, AND MELTWATER'S "DIGITAL 2024" REPORT (PUBLISHED IN PARTNERSHIP WITH WE ARE SOCIAL). LINEAR TV ADS ARE EXCLUDED. STATISTA'S DIGITAL AD MARKET OUTLOOK AND AD REVENUE DATA ARE PARTLY BASED ON THE IAB FRAMEWORK "NEW ORDER OF BUYING DIGITAL ADS". COMPARABILITY INFORMATION CAN BE VIEWED AT STATISTA'S DIGITAL MARKET OUTLOOK DASHBOARD ³pÇtÑ0