DIGITAL 2022

INDONESIA

THE ESSENTIAL GUIDE TO THE LATEST CONNECTED BEHAVIOURS

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IMPORTANT NOTES ON COMPARING DATA

The findings published in this report use the latest data available at the time of production. This may include revised figures for historical data points that were not available when we published previous reports in the Global Digital Reports series. From time to time, we may also change the data sources that we use to inform specific data points, and we may also change how we calculate certain values. Similarly, our data partners may change the ways in which they source, calculate, or report the data that they share with us. As a result, findings published in this report **may not correlate** with findings published in our previous reports, especially where such findings represent change over time (e.g. annual growth). Where we report figures for change over time, such figures will use the latest available data, so we recommend using the **values published in this report**, rather than trying to recalculate such values using data from previous reports. Wherever we're aware of the potential for historical mismatches, we've included a note on comparability in the footnotes of each relevant slide. Please read these advisories carefully to understand how data sources or calculations have changed since previous reports, and beware of making any comparisons with historical data. In addition to changes in data sources and calculations, please note that social media user numbers **may not** represent unique individuals. This is because some people may manage multiple social media accounts, and because some social media accounts may represent 'non-human' entities (e.g. businesses, animals, bands, etc.). As a result, the figures we publish for social media users may **exceed** the figures we publish for total population or for internet users. This may seem counter-intuitive, but such differences do not represent mistakes. For more information, please read our notes on data variance, mismatches, and curiosities: https://datareportal.com/notes-on-data.

GLOBAL HEADLINES

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GLOBAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES AT A WORLDWIDE LEVEL

TOTAL POPULATION	MOBILE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
7.91 BILLION	8.28 BILLION	4.95 BILLION	4.62 BILLION
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+1.0%	+2.9%	+4.0%	+10.1%
URBANISATION	TOTAL vs. POPULATION	TOTAL vs. POPULATION	TOTAL vs. POPULATION
57.0%	104.6%	62.5%	58.4%

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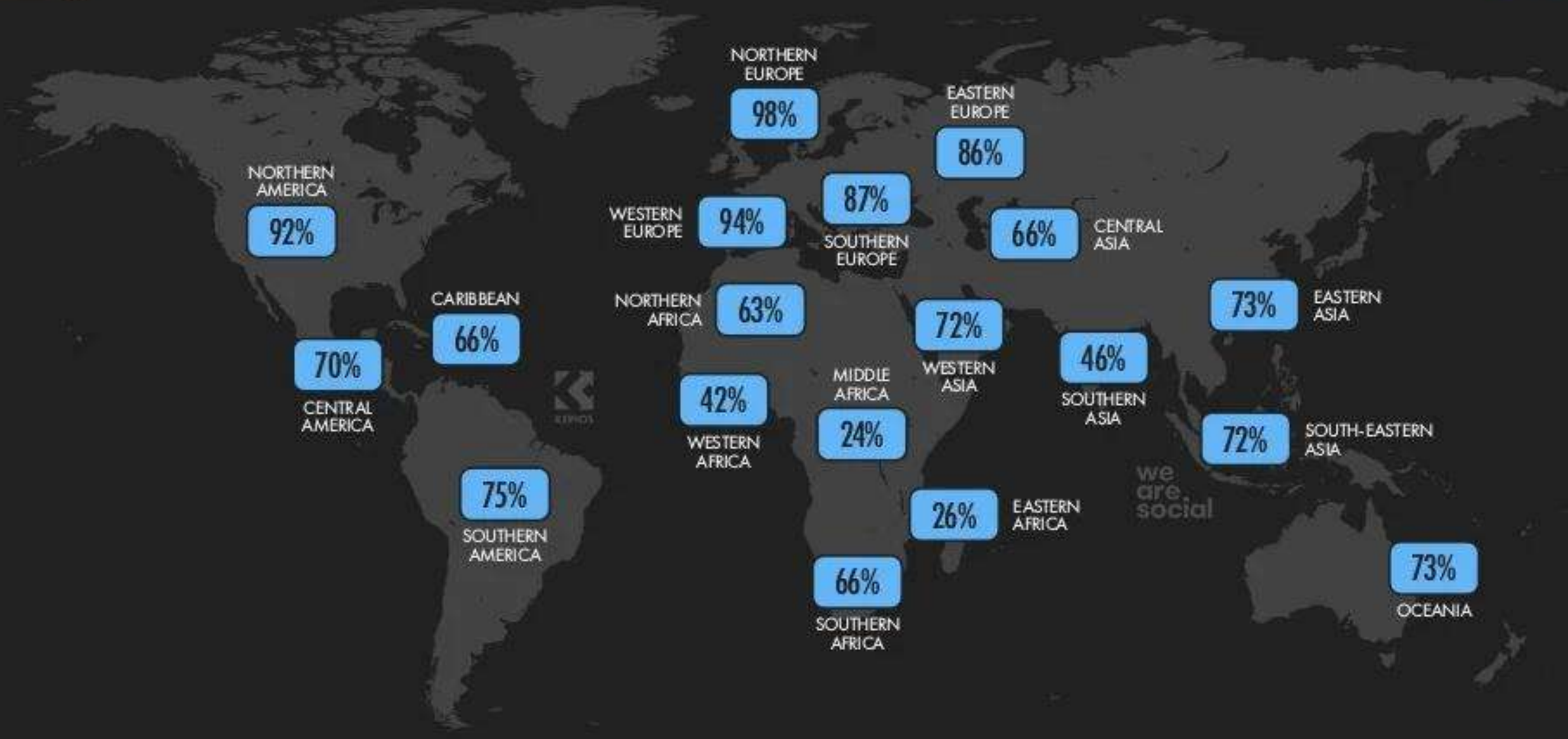
INTERNET ADOPTION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION



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SHARE OF GLOBAL INTERNET USERS

INTERNET USERS AS A PERCENTAGE OF TOTAL GLOBAL INTERNET USERS

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SOCIAL MEDIA USERS vs. TOTAL POPULATION

ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OCDH. ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.

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SHARE OF GLOBAL SOCIAL MEDIA USERS

ACTIVE SOCIAL MEDIA USERS IN EACH REGION AS A PERCENTAGE OF TOTAL GLOBAL ACTIVE SOCIAL MEDIA USERS

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OCDH. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.

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MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION

SOURCES: GSMA INTELLIGENCE, UNITED NATIONS. NOTE: FIGURES MAY EXCEED 100% BECAUSE SOME INDIVIDUALS MAY USE MORE THAN ONE CELLULAR CONNECTION. REGIONS BASED ON THE UNITED

EXPLORE OUR COMPLETE COLLECTION OF DIGITAL 2022 GLOBAL DATA

CLICK HERE TO READ OUR FLAGSHIP DIGITAL 2022 GLOBAL OVERVIEW REPORT, PACKED WITH ALL THE NUMBERS YOU NEED TO MAKE SENSE OF THE CURRENT STATE OF DIGITAL

CLICK HERE TO READ OUR DIGITAL 2022 LOCAL COUNTRY HEADLINES REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD

WE ARE SOCIAL

THINK FORWARD 2022

BRAVE NEW WORLDS

You've heard about the metaverse, right? Actually, 87% of social media users globally haven't. But does that even matter, when businesses from Facebook to Fortnite are vying to stake their claim in it? What about web3? Or blockchain? Do you know what an NFT is?

As we've renegotiated our relationship with digital in the wake of Covid-19, from the fringes of the internet, a wealth of new terms have become mainstays in the marketing press and mainstream media alike, rushing to alleviate the tensions of our new reality.

We're at a tipping point, and the gold rush is in full swing.

We're stepping into Brave New Worlds.

In the seventh issue of our annual report ***Think Forward***, we unpick the complex and ever-changing web of digital culture and behaviour, and explore the role brands can play in reflecting and shaping it.

The report was informed by ongoing intelligence from our global Cultural Insights team, and supported by a survey of 3,000 people aged 18+ who use social media daily from the US, UK, France, Italy, China and Australia.

THE TRENDS

1. IN-FEED SYLLABUSES
SOCIAL IS BEING REPURPOSED AS A SPACE FOR SELF-DIRECTED LEARNING

2. THE VIBE ECONOMY
THE CURATION OF MOODS AND FEELINGS HAS BECOME A COVETED CREATIVE SKILL

3. PRIME TIME PLATFORMS
SOCIAL HAS LEVELLED UP FROM ITS ROLE AS A SECOND SCREEN

4. SOCIAL CYNICISM
CREATORS ARE FIGHTING TO OVERCOME THE TROPES OF SOCIAL

5. NEW MATERIALISTS
PEOPLE ARE INVESTING IN DIGITAL CONTENT AND CREATIVITY

INDONESIA

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ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

INDON

TOTAL POPULATION	CELLULAR MOBILE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
277.7 MILLION	370.1 MILLION	204.7 MILLION	191.4 MILLION
URBANISATION 57.9%	vs. POPULATION 133.3%	vs. POPULATION 73.7%	vs. POPULATION 68.9%

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DIGITAL GROWTH

CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME

TOTAL POPULATION	CELLULAR MOBILE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
+1.0%	+3.6%	+1.0%	+12.6%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+2.8 MILLION	+13 MILLION	+2.1 MILLION	+21 MILLION

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND

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POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS

INDON

TOTAL POPULATION	FEMALE POPULATION	MALE POPULATION	YEAR-ON-YEAR CHANGE IN TOTAL POPULATION	MEDIAN AGE OF THE POPULATION
277.7 MILLION	**49.7%**	**50.3%**	**+1.0% +2.8 MILLION**	**30.3**

URBAN POPULATION	POPULATION DENSITY (PEOPLE PER KM²)	OVERALL LITERACY (ADULTS AGED 15+)	FEMALE LITERACY (ADULTS AGED 15+)	MALE LITERACY (ADULTS AGED 15+)
57.9%	**153.3**	**96.0%**	**94.6%**	**97.4%**

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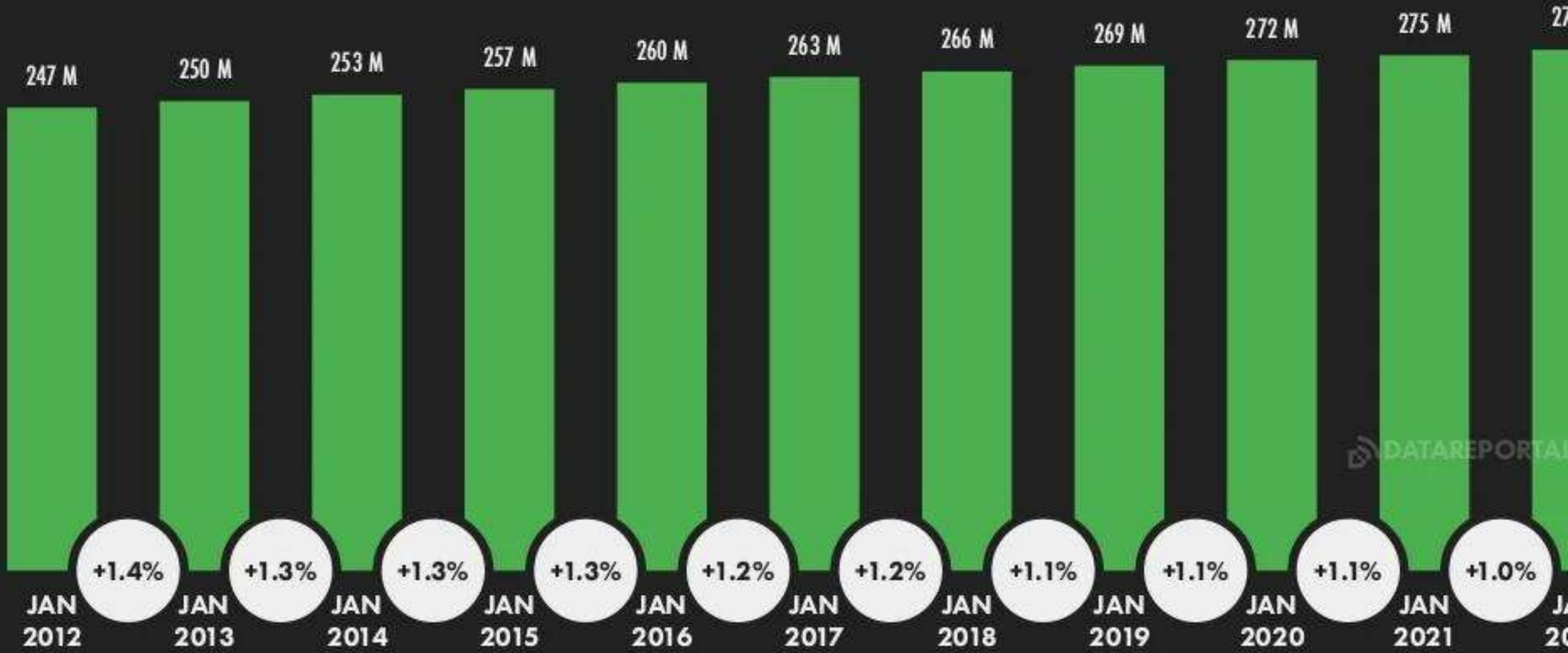
POPULATION OVER TIME

TOTAL POPULATION AND YEAR-ON-YEAR CHANGE



SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; LOCAL GOVERNMENT AUTHORITIES; KEPIOS ANALYSIS. NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS

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POPULATION BY AGE

SHARE OF THE TOTAL POPULATION BY AGE GROUP

INDON

TOTAL POPULATION	POPULATION AGED 0-4	POPULATION AGED 5-12	POPULATION AGED 13-17	POPULATION AGED 18-24
	0-4	5-12	13-17	18-24
277.7 MILLION	8.3%	13.9%	8.2%	11.6%

POPULATION AGED 25-34	POPULATION AGED 35-44	POPULATION AGED 45-54	POPULATION AGED 55-64	POPULATION AGED 65+
25-34	35-44	45-54	55-64	65+
14.9%	14.7%	12.7%	9.0%	6.8%

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DEVICE OWNERSHIP

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

INDON

ANY KIND OF MOBILE PHONE	SMART PHONE	FEATURE PHONE	LAPTOP OR DESKTOP COMPUTER	TABLET DEVICE
96.1%	**96.0%**	**13.2%**	**68.7%**	**18.0%**
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-2.2% (-220 BPS)	-2.2% (-220 BPS)	-17.5% (-280 BPS)	-8.0% (-600 BPS)	-2.7% (-50 BPS)

GAMES CONSOLE	SMART WATCH OR SMART WRISTBAND	TV STREAMING DEVICE	SMART HOME DEVICE	VIRTUAL REALITY DEVICE
15.1%	**17.3%**	**7.5%**	**8.0%**	**5.5%**
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-6.8% (-110 BPS)	+30.1% (+400 BPS)	+25.0% (+150 BPS)	+40.4% (+230 BPS)	+31.0% (+130 BPS)

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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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	TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)	TIME SPENT USING SOCIAL MEDIA	TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)
8H 36M	2H 50M	3H 17M	1H 47M
YEAR-ON-YEAR CHANGE -3.0% (-16 MINS)	YEAR-ON-YEAR CHANGE -0.6% (-1 MIN)	YEAR-ON-YEAR CHANGE +1.5% (+3 MINS)	YEAR-ON-YEAR CHANGE +9.2% (+9 MINS)

TIME SPENT LISTENING TO MUSIC STREAMING SERVICES	TIME SPENT LISTENING TO BROADCAST RADIO	TIME SPENT LISTENING TO PODCASTS	TIME SPENT USING A GAMES CONSOLE
1H 40M	0H 37M	0H 55M	1H 19M
YEAR-ON-YEAR CHANGE +11.1% (+10 MINS)	YEAR-ON-YEAR CHANGE +12.1% (+4 MINS)	YEAR-ON-YEAR CHANGE +25.0% (+11 MINS)	YEAR-ON-YEAR CHANGE +3.9% (+3 MINS)

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTES: CONSUMPTION OF DIFFERENT MEDIA

INTERNET

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OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

TOTAL INTERNET USERS	INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION	YEAR-ON-YEAR CHANGE IN THE NUMBER OF INTERNET USERS	AVERAGE DAILY TIME SPENT USING THE INTERNET BY EACH INTERNET USER	PERCENTAGE OF USER ACCESSING THE INTERN VIA MOBILE PHONES
204.7 MILLION	73.7%	+1.0% +2.1 MILLION	8H 36M -3.0% (-16 MINS)	94.1%

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA

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INTERNET USERS OVER TIME

NUMBER OF INTERNET USERS AND YEAR-ON-YEAR CHANGE

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES. NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES

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INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

INDON

INTERNET USERS: ITU	INTERNET USERS: CIA WORLD FACTBOOK	INTERNET USERS: INTERNETWORLDSTATS
149.2 MILLION	149.2 MILLION	212.4 MILLION
vs. POPULATION 53.7%	vs. POPULATION 53.7%	vs. POPULATION 76.5%

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 IN EACH

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INTERNET ACCESS IN PERSPECTIVE

ACCESS TO THE INTERNET IN THE CONTEXT OF ACCESS TO OTHER LIFE ESSENTIALS, AS A PERCENTAGE OF TOTAL POPULATION

INDON

USES THE INTERNET	HAS ACCESS TO ELECTRICITY	HAS ACCESS TO BASIC DRINKING WATER	HAS ACCESS TO BASIC SANITATION	EARNS LESS THAN USD $3.20 PER DAY
73.7%	98.9%	92.4%	86.5%	19.9%

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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

INDON

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES	TIME SPENT USING THE INTERNET ON MOBILE PHONES	TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS	MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME
8H 36M	4H 56M	3H 41M	57.2%

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MAIN REASONS FOR USING THE INTERNET

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

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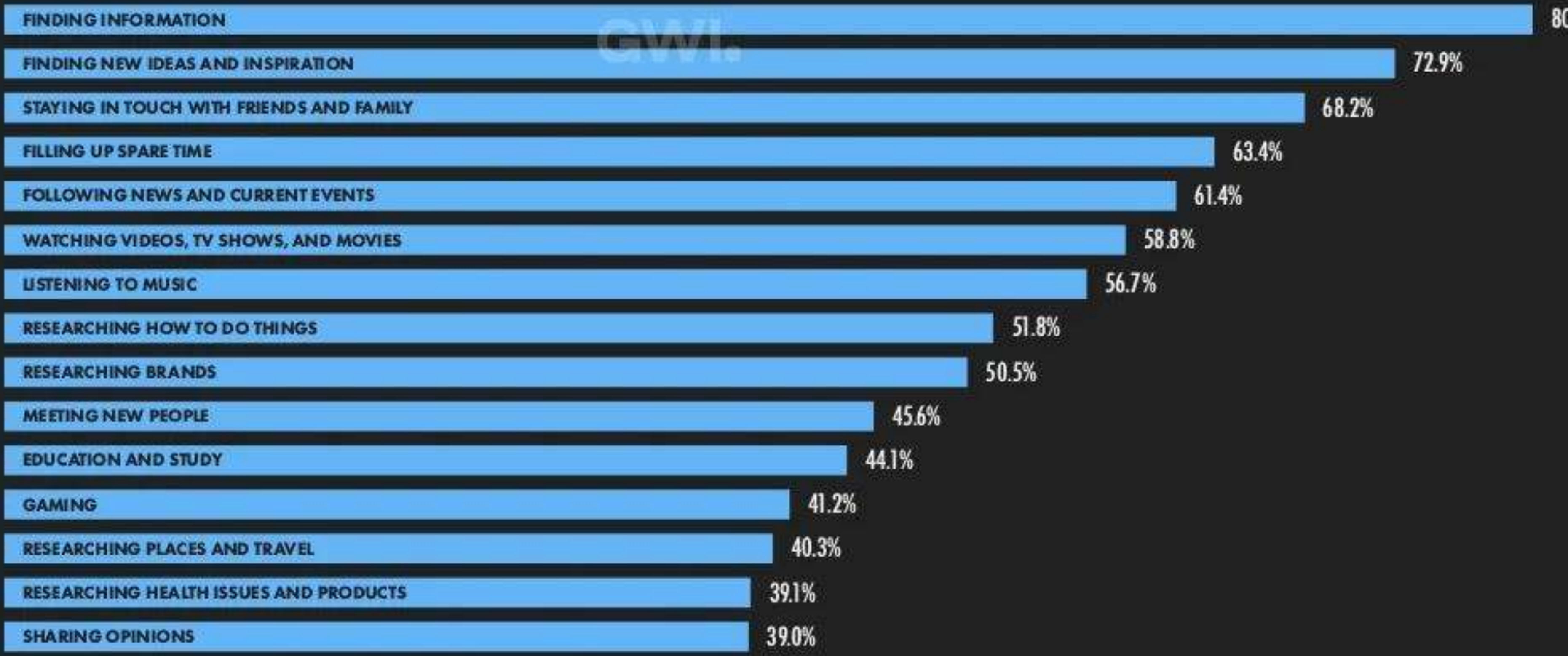

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DEVICES USED TO ACCESS THE INTERNET

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

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DEVICE	SHARE	YEAR-ON-YEAR CHANGE
MOBILE PHONE (ANY)	94.1%	-2.4% (-230 BPS)
LAPTOP OR DESKTOP (ANY)	71.3%	-3.3% (-240 BPS)
SMART PHONE	93.3%	-2.8% (-270 BPS)
FEATURE PHONE	3.8%	+52.0% (+130 BPS)
TABLET DEVICE	14.2%	-7.8% (-120 BPS)
PERSONAL LAPTOP OR DESKTOP	66.2%	-3.5% (-240 BPS)
WORK LAPTOP OR DESKTOP	20.3%	-11.4% (-260 BPS)
CONNECTED TELEVISION	19.9%	+27.6% (+430 BPS)
SMART HOME DEVICE	5.9%	[NEW DATA POINT]
GAMES CONSOLE	6.3%	+10.5% (+60 BPS)

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTES: "MOBILE PHONE (ANY)" INCLUDES

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INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND) OF MOBILE AND FIXED INTERNET CONNECTIONS

MEDIAN DOWNLOAD SPEED OF CELLULAR MOBILE INTERNET CONNECTIONS	YEAR-ON-YEAR CHANGE IN MEDIAN CELLULAR MOBILE INTERNET CONNECTION SPEED	MEDIAN DOWNLOAD SPEED OF FIXED INTERNET CONNECTIONS	YEAR-ON-YEAR CHANGE IN MEDIAN FIXED INTERNET CONNECTION SPEED
15.82 MBPS	+27.4% +3.40 MBPS	20.13 MBPS	+25.1% +4.04 MBPS

SOURCE: OOKLA. NOTE: FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS IN MEGABITS PER SECOND (MBPS) IN NOVEMBER 2021. COMPARABILITY: THE VALUES FOR INTERNET CONNECTION SPEEDS THAT

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SHARE OF WEB TRAFFIC BY DEVICE

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

INDON

MOBILE PHONES	LAPTOP AND DESKTOP COMPUTERS	TABLET DEVICES	OTHER DEVICES
62.76%	36.90%	0.35%	0%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+10.8% (+611 BPS)	-13.8% (-592 BPS)	-34.0% (-18 BPS)	[UNCHANGED]

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

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SHARE OF WEB TRAFFIC BY BROWSER

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

INDON

BROWSER	SHARE	YEAR-ON-YEAR CHANGE
CHROME	81.99%	+5.5% (+425 BPS)
SAFARI	6.09%	-16.5% (-120 BPS)
MICROSOFT EDGE	2.20%	+74.6% (+94 BPS)
FIREFOX	3.87%	-26.7% (-141 BPS)
SAMSUNG INTERNET	1.99%	-32.3% (-95 BPS)
OPERA	2.07%	-11.5% (-27 BPS)
UC BROWSER	1.26%	-42.2% (-92 BPS)
OTHER	0.53%	-45.4% (-44 BPS)

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

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MOST-VISITED WEBSITES: SEMRUSH RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SEMRUSH, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC IN NOVEMBER 2021

INDON

#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	583M	52.6M	23M 41S	6.06
02	YOUTUBE.COM	241M	37.6M	11M 52S	4.85
03	DETIK.COM	119M	21.1M	16M 37S	3.87
04	FACEBOOK.COM	103M	17.4M	20M 35S	6.74
05	TRIBUNNEWS.COM	102M	21.9M	10M 49S	2.87
06	KOMPAS.COM	91.6M	21.6M	22M 26S	2.65
07	BLOGSPOT.COM	83.9M	25.0M	10M 41S	2.20
08	WIKIPEDIA.ORG	72.0M	20.9M	10M 10S	2.12
09	GOOGLE.CO.ID	50.3M	13.7M	16M 40S	6.59
10	BRAINLY.CO.ID	46.6M	12.5M	12M 23S	2.79

#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISI
11	SHOPEE.CO.ID	46.1M	15.4M	23M 09S	4.98
12	TOKOPEDIA.COM	42.0M	14.0M	18M 28S	3.77
13	ZOOM.US	41.6M	13.3M	13M 51S	2.67
14	INSTAGRAM.COM	38.2M	10.3M	18M 09S	6.35
15	KLIKBCA.COM	32.9M	3.98M	11M 07S	8.74
16	BIT.LY	31.8M	11.4M	10M 09S	1.39
17	TWITTER.COM	31.2M	7.55M	19M 37S	8.43
18	YAHOO.COM	30.6M	8.17M	17M 47S	3.66
19	LIPUTAN6.COM	30.2M	15.2M	5M 21S	2.01
20	SUARA.COM	30.0M	12.2M	6M 14S	1.60

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES FOR NOVEMBER 2021. NOTE: "UNIQUE VISITORS" REPRESENTS THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT

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TOP WEBSITE TRAFFIC DETAIL (SEMRUSH)

SHARE OF WEBSITE TRAFFIC BY DEVICE, AND SHARE OF WEBSITE TRAFFIC REFERRED BY A SELECTION OF SOCIAL MEDIA PLATFORMS IN NOVEMBER 2021

INDON

#	WEBSITE	SHARE OF TRAFFIC FROM MOBILES	SHARE OF TRAFFIC FROM COMPUTERS	TRAFFIC FROM FACEBOOK REFERRALS	TRAFFIC FROM YOUTUBE REFERRALS	TRAFFIC FROM INSTAGRAM REFERRALS	TRAFFIC FROM TWITTER REFERRALS	TRAFFIC FROM LINKEDIN REFERRALS	TRAFFIC FROM PINTEREST REFERRALS	TRAFFIC FROM REDDIT REFERRALS	TRAFFIC FROM VK REFERRAL
01	GOOGLE.COM	52.1%	47.9%	0.87%	0.83%	0.30%	0.32%	0.04%	0.02%	0.06%	<0.01%
02	YOUTUBE.COM	14.9%	85.1%	0.43%	0.10%	0.08%	0.15%	<0.01%	<0.01%	0.02%	<0.01%
03	DETIK.COM	81.0%	19.0%	0.31%	0.01%	0.04%	0.80%	<0.01%	<0.01%	<0.01%	–
04	FACEBOOK.COM	86.3%	13.7%	<0.01%	0.06%	0.12%	0.04%	<0.01%	<0.01%	<0.01%	<0.01%
05	TRIBUNNEWS.COM	90.9%	9.1%	0.16%	0.07%	0.03%	0.18%	<0.01%	<0.01%	<0.01%	–
06	KOMPAS.COM	78.2%	21.8%	0.16%	0.02%	0.02%	0.51%	<0.01%	<0.01%	<0.01%	<0.01%
07	BLOGSPOT.COM	70.3%	29.7%	0.19%	0.08%	0.02%	0.15%	<0.01%	<0.01%	<0.01%	–
08	WIKIPEDIA.ORG	61.0%	39.0%	0.02%	0.01%	<0.01%	<0.01%	<0.01%	<0.01%	<0.01%	–
09	GOOGLE.CO.ID	38.9%	61.2%	0.03%	0.02%	<0.01%	<0.01%	<0.01%	<0.01%	<0.01%	–
10	BRAINLY.CO.ID	41.7%	58.3%	<0.01%	<0.01%	<0.01%	<0.01%	–	<0.01%	<0.01%	–

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES FOR NOVEMBER 2021. **NOTE:** TRAFFIC FROM SOCIAL MEDIA REFERRALS REPRESENT THE SHARE OF TOTAL WEBSITE VISITS THAT ORIGINATED FROM A

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MOST-VISITED WEBSITES: SIMILARWEB RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SIMILARWEB, BASED ON ANNUAL WEBSITE TRAFFIC FOR FULL-YEAR 2021

INDON

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	24.4B	72.8%	27.2%	9M 59S	8.61
02	YOUTUBE.COM	9.51B	44.5%	55.5%	22M 05S	11.15
03	FACEBOOK.COM	6.33B	86.1%	13.9%	8M 29S	7.97
04	INSTAGRAM.COM	2.39B	75.5%	24.5%	7M 59S	12.11
05	BRAINLY.CO.ID	2.36B	94.2%	5.8%	9M 09S	6.64
06	KOMPAS.COM	2.36B	92.3%	7.7%	5M 24S	2.44
07	WHATSAPP.COM	2.15B	27.7%	72.3%	2M 52S	1.59
08	TRIBUNNEWS.COM	2.06B	96.5%	3.5%	5M 29S	3.20
09	DETIK.COM	2.00B	90.2%	9.8%	5M 29S	2.83
10	TWITTER.COM	1.95B	75.1%	24.9%	11M 59S	14.80
11	TOKOPEDIA.COM	1.65B	62.4%	37.6%	6M 29S	6.50
12	GRID.ID	1.46B	98.1%	1.9%	2M 57S	3.21
13	SHOPEE.CO.ID	1.44B	71.7%	28.3%	6M 43S	7.12
14	WIKIPEDIA.ORG	1.03B	77.3%	22.7%	3M 37S	2.57
15	HOTSTAR.COM	1.00B	95.2%	4.8%	6M 40S	6.01
16	XNXX.COM	934M	98.9%	1.1%	6M 33S	13.33
17	ZOOM.US	869M	66.7%	33.3%	3M 31S	2.77
18	SUARA.COM	794M	95.3%	4.7%	1M 39S	1.66
19	JPNN.COM	763M	99.4%	0.6%	0M 23S	2.38
20	BONGACAMS.COM	706M	99.9%	0.1%	0M 08S	2.44

SOURCE: SIMILARWEB. FIGURES REPRESENT TRAFFIC VALUES BETWEEN JANUARY AND DECEMBER 2021. ADVISORY: SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE

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MOST-VISITED WEBSITES: ALEXA RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO ALEXA INTERNET, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC

INDON

#	WEBSITE	TIME PER DAY	PAGES PER DAY
01	GOOGLE.COM	17M 26S	18.49
02	YOUTUBE.COM	19M 22S	10.53
03	OKEZONE.COM	04M 00S	4.06
04	PIKIRAN-RAKYAT.COM	04M 04S	2.24
05	TRIBUNNEWS.COM	03M 31S	1.94
06	KOMPAS.COM	03M 23S	1.84
07	DETIK.COM	06M 31S	4.21
08	SINDONEWS.COM	03M 41S	2.53
09	LIPUTAN6.COM	04M 39S	2.33
10	GRID.ID	04M 04S	1.97

#	WEBSITE	TIME PER DAY	PAGES PER DAY
11	KUMPARAN.COM	03M 29S	3.94
12	SUARA.COM	03M 34S	2.17
13	TOKOPEDIA.COM	12M 25S	7.84
14	SHOPEE.CO.ID	13M 05S	7.65
15	MERDEKA.COM	03M 01S	1.69
16	GOOGLE.CO.ID	05M 20S	5.16
17	RCTIPLUS.COM	03M 37S	2.66
18	IDNTIMES.COM	06M 29S	6.68
19	JAWAPOS.COM	08M 39S	3.18
20	YAHOO.COM	05M 16S	4.88

SOURCE: ALEXA INTERNET, USING FIGURES PUBLISHED IN DECEMBER 2021. NOTES: ALEXA INTERNET IS THE NAME OF AMAZON'S INSIGHTS ARM, AND DATA SHOWN HERE ARE NOT RESTRICTED TO ACTIVITIES

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SEARCH ENGINE MARKET SHARE

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

INDON

GOOGLE	BING	BAIDU	YAHOO!
97.43%	0.79%	0%	0.94%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-0.9% (-91 BPS)	+43.6% (+24 BPS)	-100% (-1 BP)	+30.6% (+22 BPS)

YANDEX	DUCKDUCKGO	ECOSIA	OTHER
0.57%	0.25%	0.01%	0.010%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+171% (+36 BPS)	+56.3% (+9 BPS)	[UNCHANGED]	[FROM 0%] (+1 BP)

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

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TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021

INDON

#	SEARCH QUERY	INDEX
01	TRANSLATE	100
02	GOOGLE	57
03	HK	52
04	GOOGLE TRANSLATE	31
05	YOUTUBE	30
06	YANDEX	27
07	WA	21
08	TIKTOK DOWNLOAD	20
09	MP3	18
10	FB	17

#	SEARCH QUERY	INDEX
11	FACEBOOK	17
12	BAHASA INGGRIS	15
13	DOWNLOAD VIDEO TIKTOK	14
14	INGGRIS INDONESIA	13
15	WHATSAPP	12
16	FF	12
17	TWITTER	11
18	CUACA	11
19	TRANSLATE INGGRIS	11
20	WA WEB	10

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES

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ACCESSING ONLINE INFORMATION

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

INDON

USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK	VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS	USE IMAGE RECOGNITION TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH	USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK
13.7%	61.1%	41.1%	49.7%

GWI. KEPIOS

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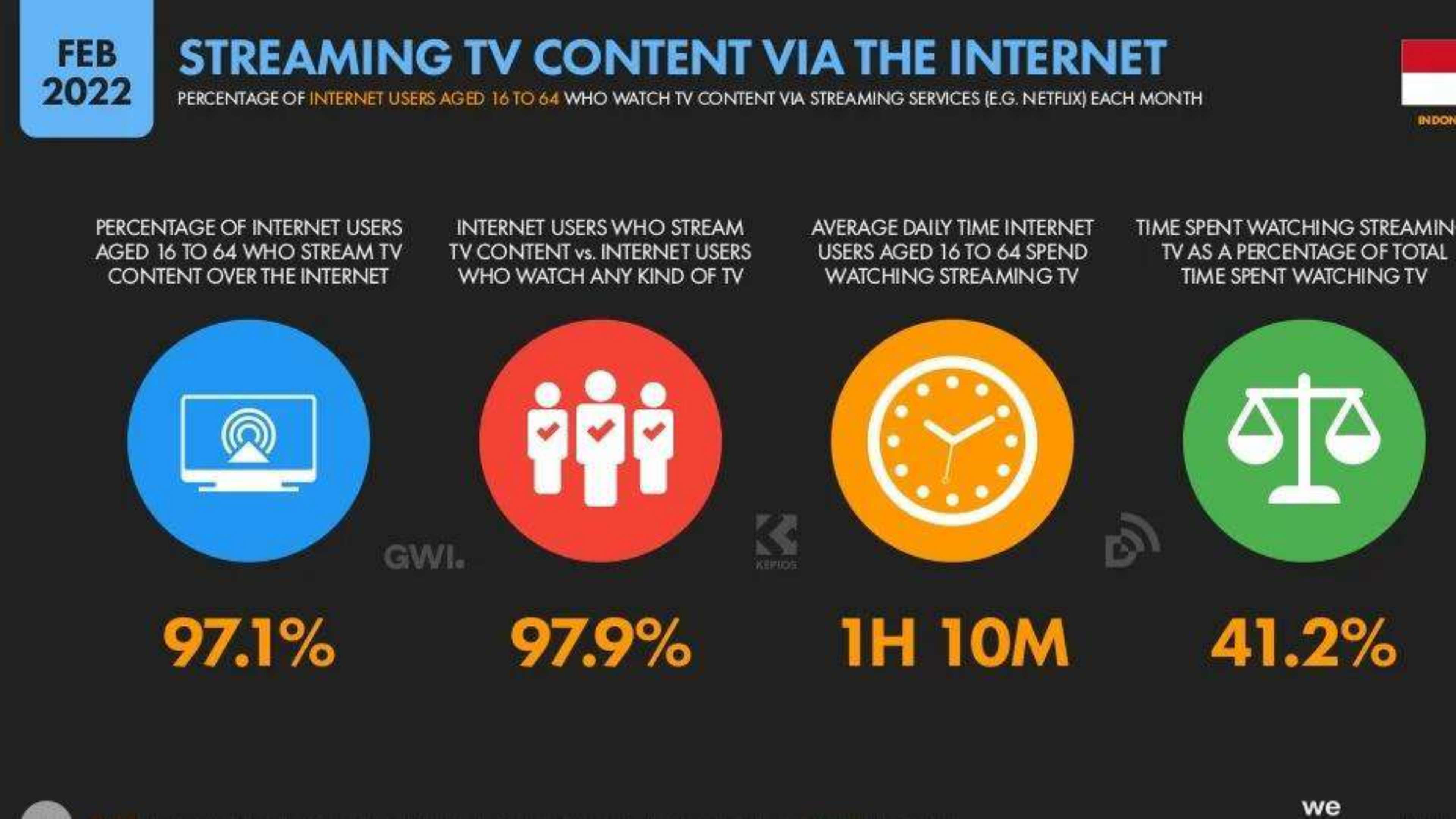
WATCHING ONLINE VIDEO CONTENT

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

ANY KIND OF VIDEO	MUSIC VIDEO	COMEDY, MEME, OR VIRAL VIDEO	TUTORIAL OR HOW-TO VIDEO	VIDEO LIVESTREAM
96.9%	64.4%	50.6%	46.5%	37.8%

EDUCATIONAL VIDEO	PRODUCT REVIEW VIDEO	SPORTS CLIP OR HIGHLIGHTS VIDEO	GAMING VIDEO	INFLUENCER VIDEOS AND VLOGS
39.6%	37.4%	25.7%	29.9%	33.4%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STREAMING TV CONTENT VIA THE INTERNET
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH TV CONTENT VIA STREAMING SERVICES (E.G. NETFLIX) EACH MONTH
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO STREAM TV CONTENT OVER THE INTERNET
97.1%
INTERNET USERS WHO STREAM TV CONTENT vs. INTERNET USERS WHO WATCH ANY KIND OF TV
97.9%
AVERAGE DAILY TIME INTERNET USERS AGED 16 TO 64 SPEND WATCHING STREAMING TV
1H 10M
TIME SPENT WATCHING STREAMIN
TV AS A PERCENTAGE OF TOTAL TIME SPENT WATCHING TV
41.2%
GWI.
KEPIOS
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LISTENING TO ONLINE AUDIO CONTENT

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

LISTEN TO MUSIC STREAMING SERVICES	LISTEN TO ONLINE RADIO SHOWS OR STATIONS	LISTEN TO PODCASTS	LISTEN TO AUDIO BOOKS
47.5%	14.6%	35.6%	11.2%

DEVICES USED TO PLAY VIDEO GAMES

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

ANY DEVICE	SMARTPHONE	LAPTOP OR DESKTOP	GAMES CONSOLE
94.5%	88.8%	48.5%	21.1%

TABLET	HAND-HELD GAMING DEVICE	MEDIA STREAMING DEVICE	VIRTUAL REALITY HEADSET
10.4%	9.7%	4.0%	6.5%

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SMART HOME MARKET OVERVIEW

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

INDON

NUMBER OF HOMES WITH SMART HOME DEVICES	TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET	VALUE OF SMART HOME APPLIANCES MARKET	VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET
7.28 MILLION	$305.1 MILLION	$151.3 MILLION	$36.46 MILLION
YEAR-ON-YEAR CHANGE +14.7% (+933 THOUSAND)	YEAR-ON-YEAR CHANGE +51.0% (+$103 MILLION)	YEAR-ON-YEAR CHANGE +49.9% (+$50 MILLION)	YEAR-ON-YEAR CHANGE +61.9% (+$14 MILLION)

VALUE OF SMART HOME SECURITY DEVICE MARKET	VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET	VALUE OF SMART HOME COMFORT & LIGHTING MARKET	VALUE OF SMART HOME ENERGY MANAGEMENT MARKET
$47.02 MILLION	$37.79 MILLION	$15.16 MILLION	$17.30 MILLION
YEAR-ON-YEAR CHANGE +52.3% (+$16 MILLION)	YEAR-ON-YEAR CHANGE +42.5% (+$11 MILLION)	YEAR-ON-YEAR CHANGE +53.5% (+$5.3 MILLION)	YEAR-ON-YEAR CHANGE +52.7% (+$6.0 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** "SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE

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AVERAGE ANNUAL REVENUE PER SMART HOME

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

INDON

PENETRATION OF SMART HOME DEVICES

10.1%

YEAR-ON-YEAR CHANGE
+12.9% (+113 BPS)

ARPU: SPEND ON ALL SMART HOME DEVICES

$41.89

YEAR-ON-YEAR CHANGE
+31.6% (+$10.06)

ARPU: SMART HOME APPLIANCES

$70.76

YEAR-ON-YEAR CHANGE
+10.9% (+$6.96)

ARPU: SMART HOME CONTROL & CONNECTIVITY DEVICES

$13.44

YEAR-ON-YEAR CHANGE
+16.6% (+$1.91)

ARPU: SMART HOME SECURITY DEVICES

$13.37

YEAR-ON-YEAR CHANGE
+12.9% (+$1.53)

ARPU: SMART HOME ENTERTAINMENT DEVICES

$9.32

YEAR-ON-YEAR CHANGE
+9.1% (+$0.77)

ARPU: SMART HOME COMFORT & LIGHTING

$4.63

YEAR-ON-YEAR CHANGE
+12.9% (+$0.53)

ARPU: SMART HOME ENERGY MANAGEMENT

$8.58

YEAR-ON-YEAR CHANGE
+9.6% (+$0.75)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** "SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE

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USE OF ONLINE FINANCIAL SERVICES

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

INDON

USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP EACH MONTH	USE A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH	OWN ANY FORM OF CRYPTOCURRENCY (E.G. BITCOIN, ETHER)
28.8%	21.6%	16.4%

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ONLINE PRIVACY AND SECURITY

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

INDON

EXPRESS CONCERN ABOUT WHAT IS REAL vs. WHAT IS FAKE ON THE INTERNET	WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA	DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME	USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME OF THE TIME	USE A VIRTUAL PRIVATE NETWORK (VPN) TO ACCESS THE INTERNET AT LEAST SOME OF THE TIM
60.3%	36.4%	36.3%	41.7%	40.8%

SOURCES: DATA FOR "CONCERNS ABOUT WHAT IS REAL vs WHAT IS FAKE ON THE INTERNET" VIA REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM'S "DIGITAL NEWS REPORT 2021". FIGURES REPRESENT THE

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SOCIAL MEDIA

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OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

INDON

NUMBER OF SOCIAL MEDIA USERS	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USERS	AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA	YEAR-ON-YEAR CHANGE IN TIME SPENT USING SOCIAL MEDIA	AVERAGE NUMBER OF SOC PLATFORMS USED EACH MO
191.4 MILLION	+12.6% +21 MILLION	3H 17M	+1.5% +3 MINS	8.5

SOCIAL MEDIA USERS vs. TOTAL POPULATION	SOCIAL MEDIA USERS vs. POPULATION AGE 13+	SOCIAL MEDIA USERS vs. TOTAL INTERNET USERS	FEMALE SOCIAL MEDIA USERS vs. TOTAL SOCIAL MEDIA USERS	MALE SOCIAL MEDIA USEI vs. TOTAL SOCIAL MEDIA US
68.9%	88.5%	93.5%	46.5%	53.5%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OCDH; U.N.; U.S. CENSUS BUREAU. DATA FOR TIME SPENT AND AVERAGE NUMBER OF

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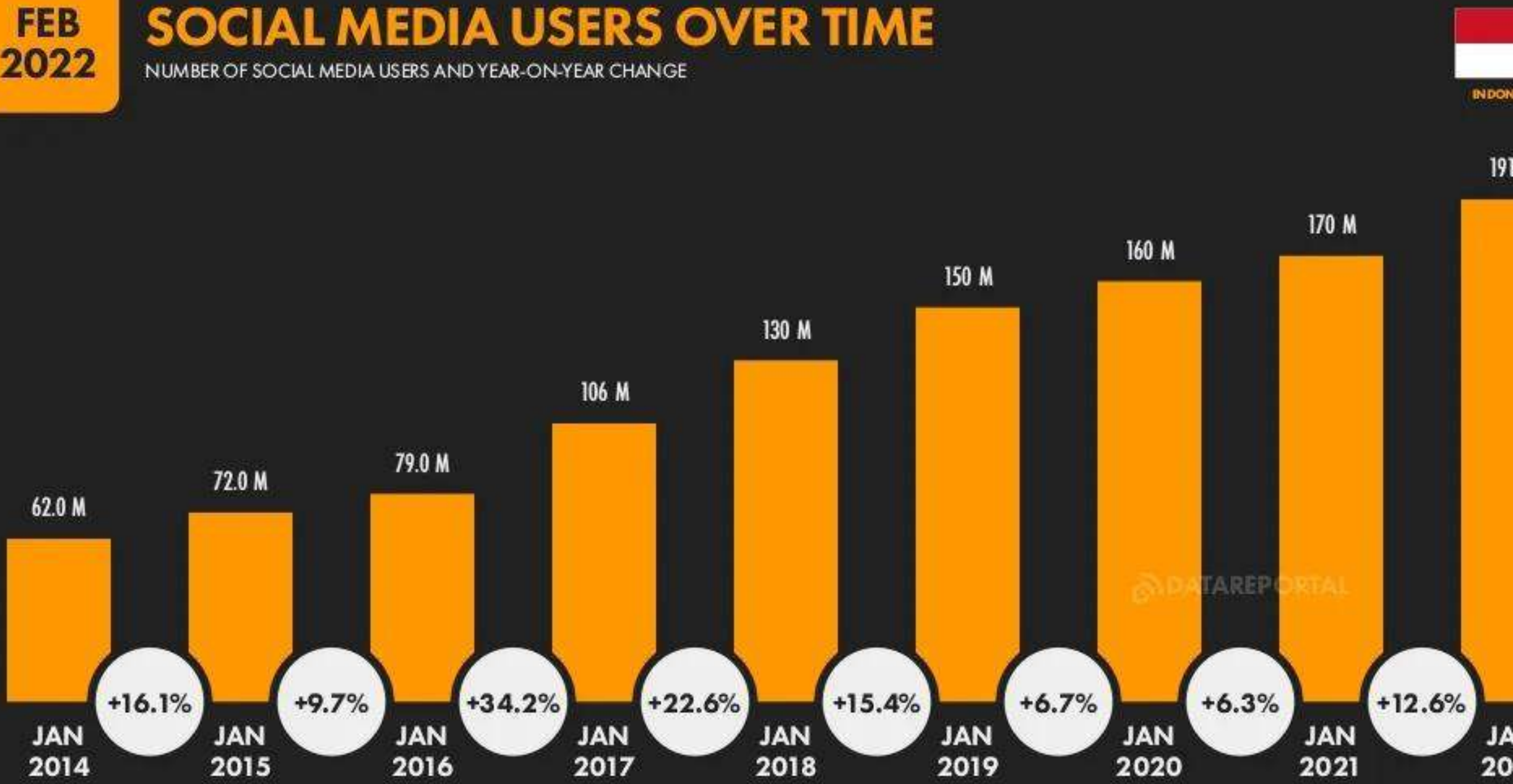
SOCIAL MEDIA USERS OVER TIME

NUMBER OF SOCIAL MEDIA USERS AND YEAR-ON-YEAR CHANGE



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND EARNINGS ANNOUNCEMENTS. NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G.

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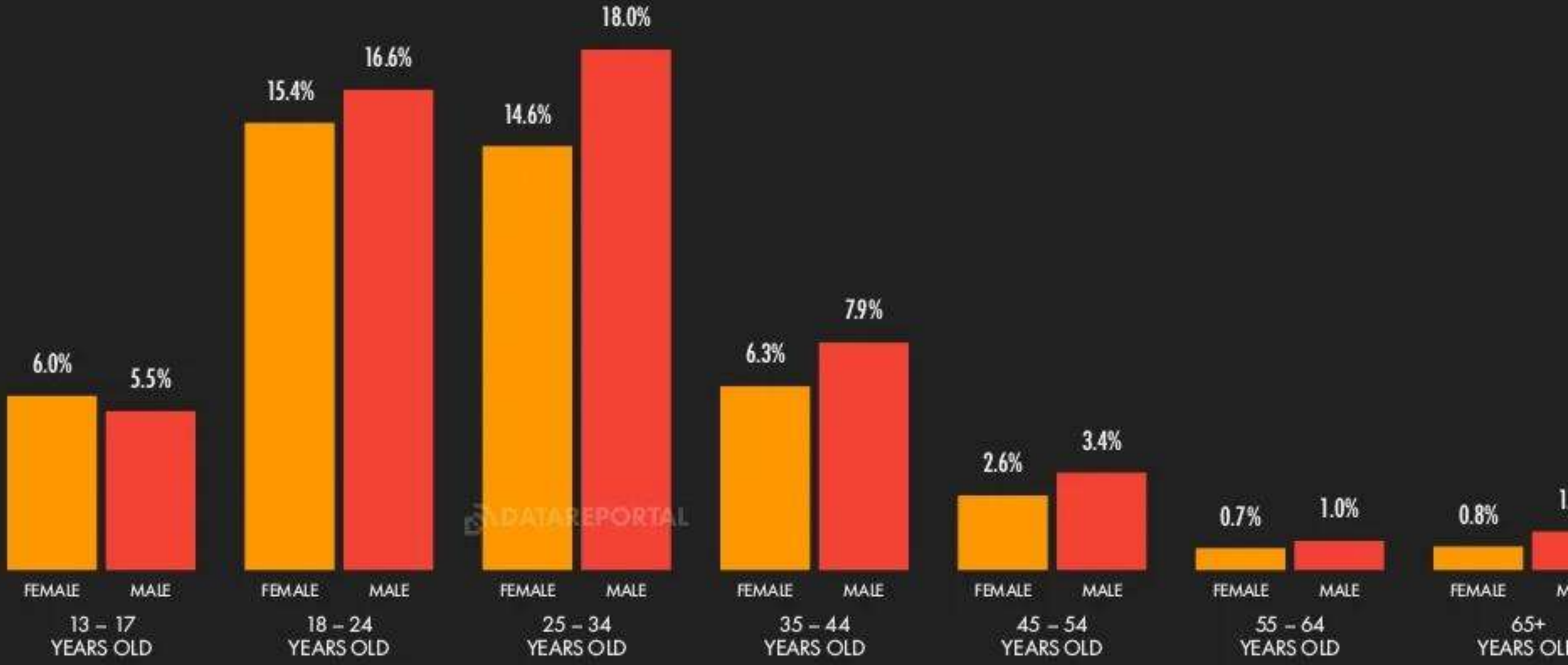
DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE

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



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

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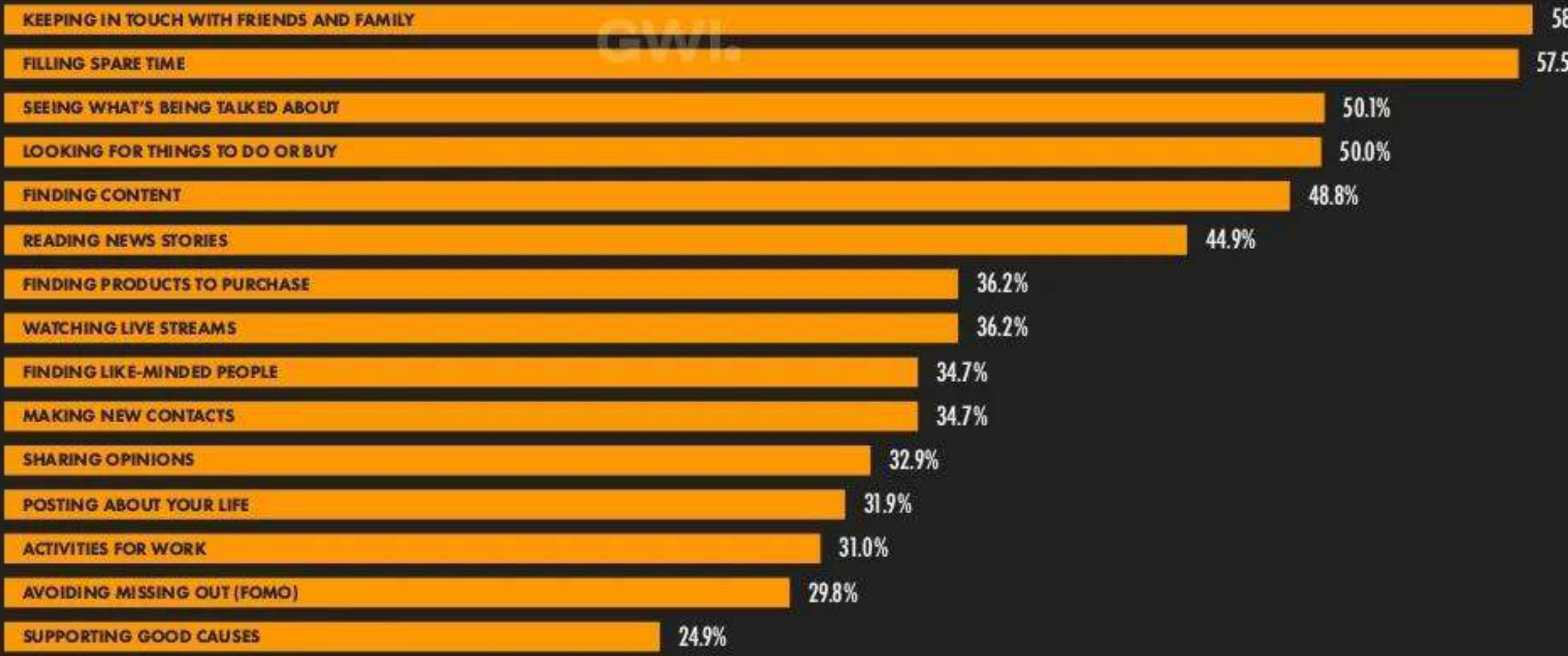
MAIN REASONS FOR USING SOCIAL MEDIA

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

INDON



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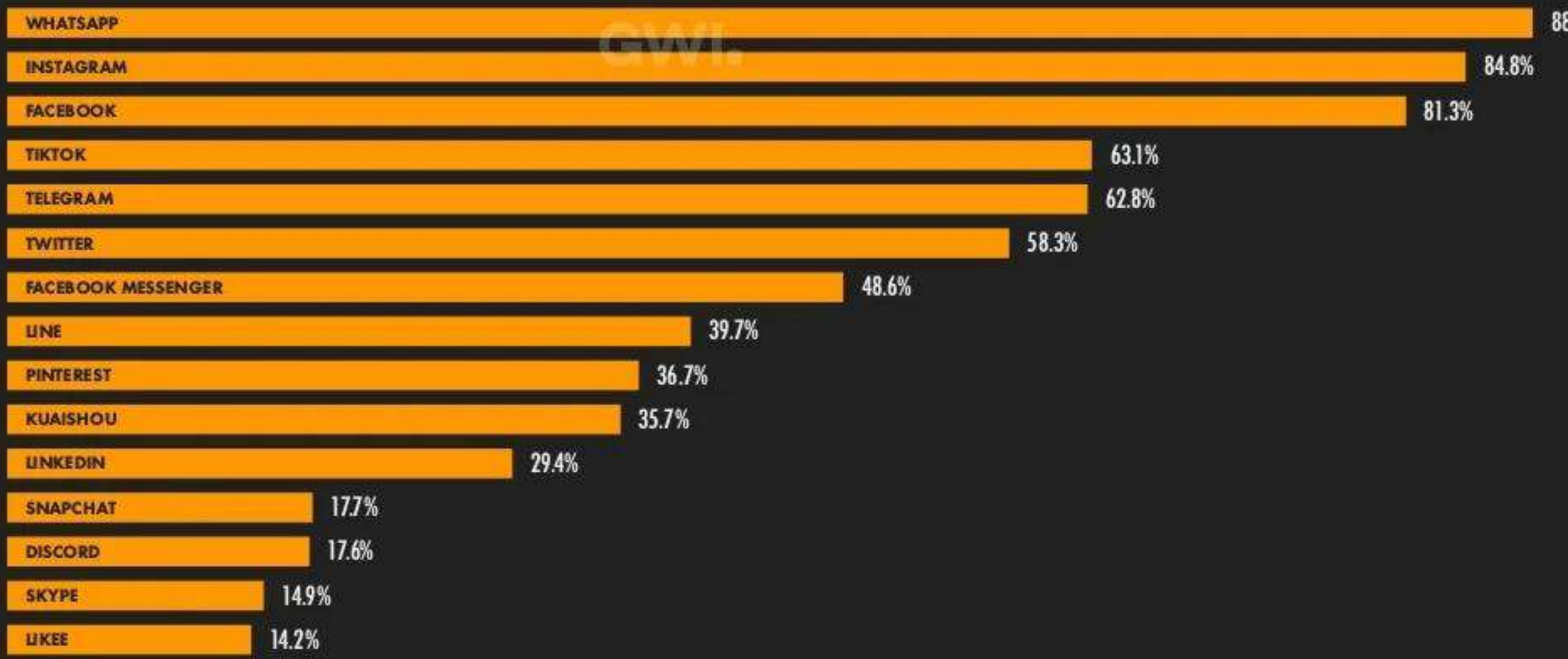
MOST-USED SOCIAL MEDIA PLATFORMS

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



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTE: YOUTUBE IS NOT OFFERED AS AN

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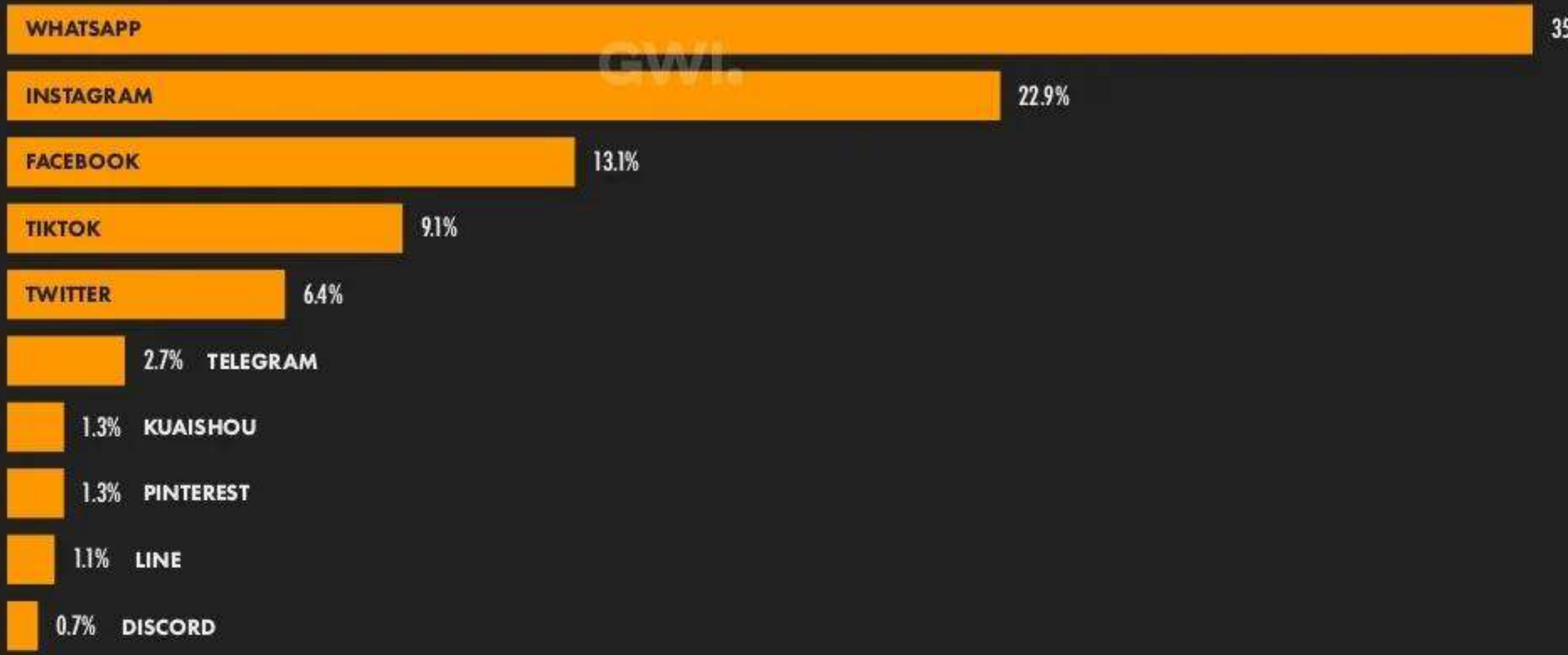
FAVOURITE SOCIAL MEDIA PLATFORMS

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



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TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT USERS SPEND USING EACH PLATFORM'S ANDROID APP

WHATSAPP	YOUTUBE	FACEBOOK	INSTAGRAM	TIKTOK
31.4 HOURS / MONTH	26.4 HOURS / MONTH	15.2 HOURS / MONTH	16.0 HOURS / MONTH	23.1 HOURS / MONTH
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+2%	+2%	-11%	-6%	+67%

we

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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

INDON

ANY KIND OF SOCIAL MEDIA PLATFORM	SOCIAL NETWORKS	QUESTION & ANSWER SITES (E.G. QUORA)	FORUMS AND MESSAGE BOARDS
82.7%	61.1%	22.3%	11.4%

MESSAGING AND LIVE CHAT SERVICES	MICRO-BLOGS (E.G. TWITTER)	VLOGS (BLOGS IN A VIDEO FORMAT)	ONLINE PINBOARDS (E.G. PINTEREST)
13.8%	13.2%	21.2%	8.8%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTE: VALUES FOR "ANY KIND OF SOCIAL

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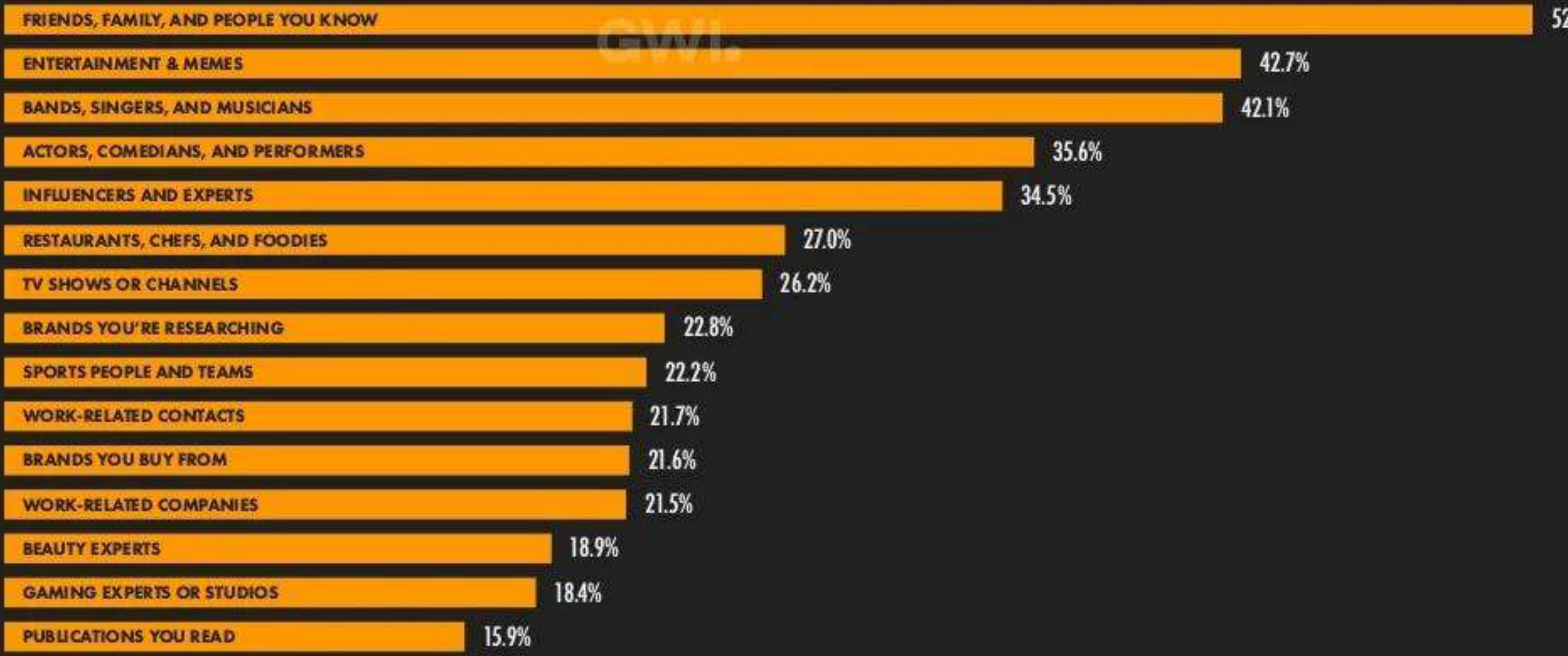
TYPES OF SOCIAL MEDIA ACCOUNTS FOLLOWED

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



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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)

INDON

PLATFORM	SHARE	YEAR-ON-YEAR CHANGE
FACEBOOK	72.49%	+55.0% (+2,571 BPS)
TWITTER	2.80%	-40.9% (-194 BPS)
PINTEREST	1.59%	-74.9% (-474 BPS)
INSTAGRAM	3.33%	-45.3% (-276 BPS)
YOUTUBE	19.49%	-45.4% (-1,623 BPS)
REDDIT	0.10%	+66.7% (+4 BPS)
TUMBLR	0.06%	-45.5% (-5 BPS)
LINKEDIN	0.06%	+50.0% (+2 BPS)
VKONTAKTE	0.07%	-41.7% (-5 BPS)
OTHER	0.01%	[UNCHANGED]

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

SOCIAL MEDIA PLATFORMS

CHANGES IN META'S DATA REPORTING

In Q4 2021, Meta made some important changes to how its self-service tools report the potential advertising reach of its platforms, including a move to publishing audience figures as a range instead of as an absolute number. Our analysis suggests that Meta also revised its base data, resulting in some important corrections to published audience figures for Facebook and Messenger. As a result, we are currently unable to provide any figures for changes over time in these platforms' audiences, and we advise readers **not to compare** the advertising audience figures for Facebook and Messenger contained within this report with figures published for those platforms in previous reports. For more information, please read our complete notes on data variance, potential mismatches, and curiosities: https://datareportal.com/notes-on-data.

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FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

INDON

POTENTIAL AUDIENCE THAT META REPORTS CAN BE REACHED WITH ADS ON FACEBOOK	FACEBOOK'S POTENTIAL ADVERTISING REACH AS A PERCENTAGE OF TOTAL POPULATION	FACEBOOK'S POTENTIAL ADVERTISING REACH AS A PERCENTAGE OF POPULATION AGED 13+	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE
129.9 MILLION	46.8%	60.0%	44.0%	56.0%

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DEVICES USED TO ACCESS FACEBOOK

PERCENTAGE OF FACEBOOK'S ADVERTISING AUDIENCE THAT USES EACH DEVICE TO ACCESS THE PLATFORM, EITHER VIA AN APP OR A WEB BROWSER

INDON

USE ANY KIND OF MOBILE PHONE	ONLY USE LAPTOP OR DESKTOP COMPUTER	USE BOTH COMPUTERS AND MOBILE PHONES	ONLY USE MOBILE PHONES (ANY TYPE)
99.3%	0.7%	6.6%	92.6%

FEB 2022

FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A "TYPICAL" USER AGED 18+ PERFORMS EACH ACTIVITY ON FACEBOOK

INDON

	FACEBOOK PAGES "LIKED" (LIFETIME)	POSTS "LIKED" IN THE PREVIOUS 30 DAYS	COMMENTS MADE IN THE PREVIOUS 30 DAYS	POSTS SHARED IN THE PREVIOUS 30 DAYS	ADS CLICKED OR TAPPE IN THE PREVIOUS 30 DA
	1	8	4	1	7
FEMALE	1	9	4	1	8
MALE	1	8	4	1	7

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FACEBOOK POST ENGAGEMENT BENCHMARKS

FACEBOOK PAGE POST ENGAGEMENTS (REACTIONS, COMMENTS, AND SHARES) AS A PERCENTAGE OF TOTAL PAGE FANS

INDON

AVERAGE FACEBOOK POST ENGAGEMENTS vs. PAGE FANS: ALL POST TYPES	AVERAGE FACEBOOK POST ENGAGEMENTS vs. PAGE FANS: PHOTO POSTS	AVERAGE FACEBOOK POST ENGAGEMENTS vs. PAGE FANS: VIDEO POSTS	AVERAGE FACEBOOK POST ENGAGEMENTS vs. PAGE FANS: LINK POSTS	AVERAGE FACEBOOK POST ENGAGEMENTS vs. PAGE FANS: STATUS POSTS
0.04%	0.14%	0.03%	0.02%	0.06%

FEB 2022

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

INDON

POTENTIAL REACH OF ADS ON YOUTUBE	YOUTUBE AD REACH vs. TOTAL POPULATION	YOUTUBE AD REACH vs. TOTAL INTERNET USERS	YEAR-ON-YEAR CHANGE IN YOUTUBE AD REACH
139.0 MILLION	50.0%	67.9%	+29.9% +32 MILLION

YOUTUBE'S ADVERTISING REACH: USERS AGED 18+	YOUTUBE'S AD REACH AGE 18+ vs. TOTAL POPULATION AGE 18+	FEMALE YOUTUBE AD REACH AGE 18+ vs. TOTAL YOUTUBE AD REACH AGE 18+	MALE YOUTUBE AD REACH AGE 18+ vs. TOTAL YOUTUBE AD REACH AGE 18+
106.5 MILLION	55.0%	46.9%	53.1%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL

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TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021

INDON

#	SEARCH QUERY	INDEX
01	LAGU	100
02	DJ	56
03	FILM	33
04	KARAOKE	23
05	TIKTOK	22
06	UPIN IPIN	12
07	TIK TOK	12
08	SHOLAWAT	11
09	LUCU	10
10	FILM INDONESIA	10

#	SEARCH QUERY	INDEX
11	FF	9
12	DJ TIKTOK	8
13	BTS	7
14	DJ TERBARU 2021	7
15	LAGU ANAK ANAK	7
16	LAGU DJ	7
17	MOBIL	6
18	ADELLA	6
19	MIAWAUG	6
20	DORAEMON	6

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021. NOTE: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES

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INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

INDON

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM	INSTAGRAM AD REACH vs. TOTAL POPULATION	QUARTER-ON-QUARTER CHANGE IN INSTAGRAM AD REACH	YEAR-ON-YEAR CHANGE IN INSTAGRAM AD REACH
99.15 MILLION	35.7%	+5.3% +5.0 MILLION	+16.6% +14 MILLION

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS	INSTAGRAM AD REACH vs. POPULATION AGED 13+	FEMALE INSTAGRAM AD REACH vs. TOTAL INSTAGRAM AD REACH	MALE INSTAGRAM AD REACH vs. TOTAL INSTAGRAM AD REACH
48.4%	45.8%	52.3%	47.7%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL

FEB 2022

TIKTOK: ADVERTISING AUDIENCE OVERVIEW

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

INDON

POTENTIAL REACH OF ADS ON TIKTOK (AGE 18+ ONLY)

92.07 MILLION

TIKTOK AD REACH AGE 18+ vs. TOTAL POPULATION

33.1%

QUARTER-ON-QUARTER CHANGE IN TIKTOK AD REACH

90

+5.2%

+4.6 MILLION

YEAR-ON-YEAR CHANGE IN TIKTOK AD REACH

365

[N/A]

[NEW DATA POINT]

TIKTOK AD REACH AGE 18+ vs. TOTAL INTERNET USERS

45.0%

TIKTOK AD REACH AGE 18+ vs. POPULATION AGE 18+

47.6%

FEMALE TIKTOK AD REACH vs. TOTAL TIKTOK AD REACH

66.0%

MALE TIKTOK AD REACH vs. TOTAL TIKTOK AD REACH

34.0%

SOURCES: BYTEDANCE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. ADVISORY: AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE

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MESSENGER: ADVERTISING AUDIENCE OVERVIEW

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

INDON

POTENTIAL AUDIENCE THAT META REPORTS CAN BE REACHED WITH ADS ON MESSENGER	MESSENGER'S POTENTIAL ADVERTISING REACH AS A PERCENTAGE OF TOTAL POPULATION	MESSENGER'S POTENTIAL ADVERTISING REACH AS A PERCENTAGE OF POPULATION AGED 13+	PERCENTAGE OF ITS AD AUDIENCE THAT MESSENGER REPORTS IS FEMALE	PERCENTAGE OF ITS AD AUDIENCE THAT MESSENGER REPORTS IS MALE
28.40 MILLION	10.2%	13.1%	45.0%	55.0%

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LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN

20.00 MILLION

LINKEDIN AD REACH vs. TOTAL POPULATION

7.2%

QUARTER-ON-QUARTER CHANGE IN LINKEDIN AD REACH

+5.3%
+1.0 MILLION

YEAR-ON-YEAR CHANGE IN LINKEDIN AD REACH

+17.6%
+3.0 MILLION

LINKEDIN AD REACH vs. TOTAL INTERNET USERS

9.8%

LINKEDIN AD REACH vs. POPULATION AGED 18+

10.3%

FEMALE LINKEDIN AD REACH vs. TOTAL LINKEDIN AD REACH

44.6%

MALE LINKEDIN AD REACH vs. TOTAL LINKEDIN AD REACH

55.4%

SOURCES: MICROSOFT'S LINKEDIN ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES

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SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

INDON

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT	SNAPCHAT AD REACH vs. TOTAL POPULATION	QUARTER-ON-QUARTER CHANGE IN SNAPCHAT AD REACH	YEAR-ON-YEAR CHANGE IN SNAPCHAT AD REACH
3.30 MILLION	1.2%	+3.1% +100 THOUSAND	-54.5% -4.0 MILLION

SNAPCHAT AD REACH vs. TOTAL INTERNET USERS	SNAPCHAT AD REACH vs. POPULATION AGED 13+	FEMALE SNAPCHAT AD REACH vs. TOTAL SNAPCHAT AD REACH	MALE SNAPCHAT AD REACH vs. TOTAL SNAPCHAT AD REACH
1.6%	1.5%	77.6%	19.7%

SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL

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TWITTER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON TWITTER

POTENTIAL AUDIENCE THAT TWITTER REPORTS CAN BE REACHED WITH ADS ON TWITTER	TWITTER'S POTENTIAL ADVERTISING REACH AS A PERCENTAGE OF TOTAL POPULATION	TWITTER'S POTENTIAL ADVERTISING REACH AS A PERCENTAGE OF POPULATION AGED 13+	TWITTER'S POTENTIAL ADVERTISING REACH AS A PERCENTAGE OF TOTAL INTERNET USERS	QUARTER-ON-QUARTER CHANGE IN TWITTER'S POTENTIAL ADVERTISING REACH
18.45 MILLION	6.6%	8.5%	9.0%	+5.1%

MOBILE

FEB 2022

MOBILE CONNECTIVITY

USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

INDON

NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)	NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION	YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS	SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G)
370.1 MILLION	**133.3%**	**+3.6%** **+13 MILLION**	**96.7%**

SOURCE: GSMA INTELLIGENCE. NOTES: TOTAL CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. FIGURES MAY SIGNIFICANTLY EXCEED

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CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF CELLULAR MOBILE CONNECTIONS AND YEAR-ON-YEAR CHANGE

SOURCE: GSMA INTELLIGENCE. NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000).

SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

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

INDON

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES	SHARE OF MOBILE WE TRAFFIC ORIGINATIN FROM OTHER OS DEVIC
90.78%	9.09%	0.07%	0%	0.06%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANG
-0.3% (-25 BPS)	+4.4% (+38 BPS)	[UNCHANGED]	[UNCHANGED]	-68.4% (-13 BP

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MOBILE APP MARKET OVERVIEW

HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN JANUARY AND DECEMBER 2021

INDON

AVERAGE TIME THAT EACH USER SPENDS USING A SMARTPHONE EACH DAY	TOTAL NUMBER OF MOBILE APP DOWNLOADS	YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS	ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)	YEAR-ON-YEAR CHANG IN CONSUMER SPEND (APPS AND IN-APP PURCHA
5H 25M	7.31 BILLION	+16%	$532.0 MILLION	+12%

SOURCES: APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS. NOTES: FIGURES REPRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE,

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APP ANNIE APP RANKING: ACTIVE USERS

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY AVERAGE NUMBER OF MONTHLY ACTIVE BETWEEN JANUARY AND DECEMBER 2021

INDON

#	MOBILE APP	COMPANY
01	WHATSAPP	META
02	FACEBOOK	META
03	INSTAGRAM	META
04	SHOPEE	SEA
05	TELEGRAM	TELEGRAM
06	TOKOPEDIA	GOTO GROUP
07	TIKTOK	BYTEDANCE
08	GOJEK	GOTO GROUP
09	FACEBOOK MESSENGER	META
10	MYTELKOMSEL	TELKOM INDONESIA

#	MOBILE GAME	COMPANY
01	MOBILE LEGENDS: BANG BANG	BYTEDANCE
02	PUBG MOBILE	TENCENT
03	FREE FIRE	SEA
04	HIGGS DOMINO ISLAND	BOKE
05	WORMSZONE.IO	AZUR INTERACTIVE GAMES
06	MINECRAFT POCKET EDITION	MICROSOFT
07	ROBLOX	ROBLOX
08	CLASH OF CLANS	SUPERCELL
09	SAKURA SCHOOL SIMULATOR	GARUSOFT DEVELOPMENT
10	CANDY CRUSH SAGA	ACTIVISION BLIZZARD

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APP ANNIE APP RANKING: DOWNLOADS

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN JANUARY AND DECEMBER 2021

INDON

#	MOBILE APP	COMPANY
01	TIKTOK	BYTEDANCE
02	CAPCUT	BYTEDANCE
03	SNACK VIDEO	ONESMILE
04	FACEBOOK	META
05	INSTAGRAM	META
06	DANA	ESPAY DEBIT INDONESIA KOE
07	SHOPEE	SEA
08	WHATSAPP	META
09	PEDULILINDUNGI	MINISTRY OF HEALTH REPUBLIC OF INDONESIA
10	TELEGRAM	TELEGRAM

#	MOBILE GAME	COMPANY
01	HIGGS DOMINO ISLAND	BOKE
02	MOBILE LEGENDS: BANG BANG	BYTEDANCE
03	FREE FIRE	SEA
04	WORMSZONE.IO	AZUR INTERACTIVE GAMES
05	SAKURA SCHOOL SIMULATOR	GARUSOFT DEVELOPMENT
06	ISLAND KING - COIN ADVENTURE	APPLOVIN
07	STICKMAN PARTY	PLAYMAX GAME STUDIO
08	LUDO KING	GAMETION
09	POU	ZAKEH
10	PK XD	NASPERS

SOURCE: APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS. NOTES: RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE

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APP ANNIE APP RANKING: CONSUMER SPEND

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN JANUARY AND DECEMBER 2021

INDON

#	MOBILE APP	COMPANY
01	TIKTOK	BYTEDANCE
02	TENCENT VIDEO	TENCENT
03	LINE WEBTOON	NAVER
04	GOOGLE ONE	GOOGLE
05	VIU	PCCW
06	GOODNOVEL	GOODNOVEL
07	INNOVEL	DREAME
08	GETCONTACT	GETVERIFY
09	BIGO LIVE	JOYY INC.
10	WESING	TENCENT

#	MOBILE GAME	COMPANY
01	FREE FIRE	SEA
02	MOBILE LEGENDS: BANG BANG	BYTEDANCE
03	HIGGS DOMINO ISLAND	BOKE
04	GENSHIN IMPACT	MIHOYO
05	STATE OF SURVIVAL	FUNPLUS
06	RISE OF KINGDOMS	LILITH
07	ROBLOX	ROBLOX
08	PUBG MOBILE	TENCENT
09	CLASH OF CLANS	SUPERCELL
10	RAGNAROK X: NEXT GENERATION	BYTEDANCE

ECOMMERCE

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FINANCIAL INCLUSION FACTORS

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

INDON

	TOTAL	FEMALE	MALE
ACCOUNT WITH A FINANCIAL INSTITUTION	48.4%	51.1%	45.5%
CREDIT CARD OWNERSHIP	2.4%	1.9%	3.1%
DEBIT CARD OWNERSHIP	30.8%	32.4%	29.1%
MOBILE MONEY ACCOUNT (E.G. MPESA, GCASH)	3.1%	2.7%	3.5%
MADE OR RECEIVED DIGITAL PAYMENTS IN THE PAST YEAR	34.6%	35.5%	33.7%
MADE A PURCHASE ON THE INTERNET IN THE PAST YEAR	9.9%	11.2%	8.5%
USED ONLINE BANKING IN THE PAST YEAR	7.7%	8.3%	7.1%
USED THE INTERNET TO PAY BILLS IN THE PAST YEAR	4.2%	5.7%	2.7%

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.

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WEEKLY ONLINE SHOPPING ACTIVITIES

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

INDON

PURCHASED A PRODUCT OR SERVICE ONLINE	ORDERED GROCERIES VIA AN ONLINE STORE	BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE	USED AN ONLINE PRICE COMPARISON SERVICE	USED A BUY NOW, PAY LATER SERVICE
60.6%	36.0%	13.0%	18.3%	43.3%

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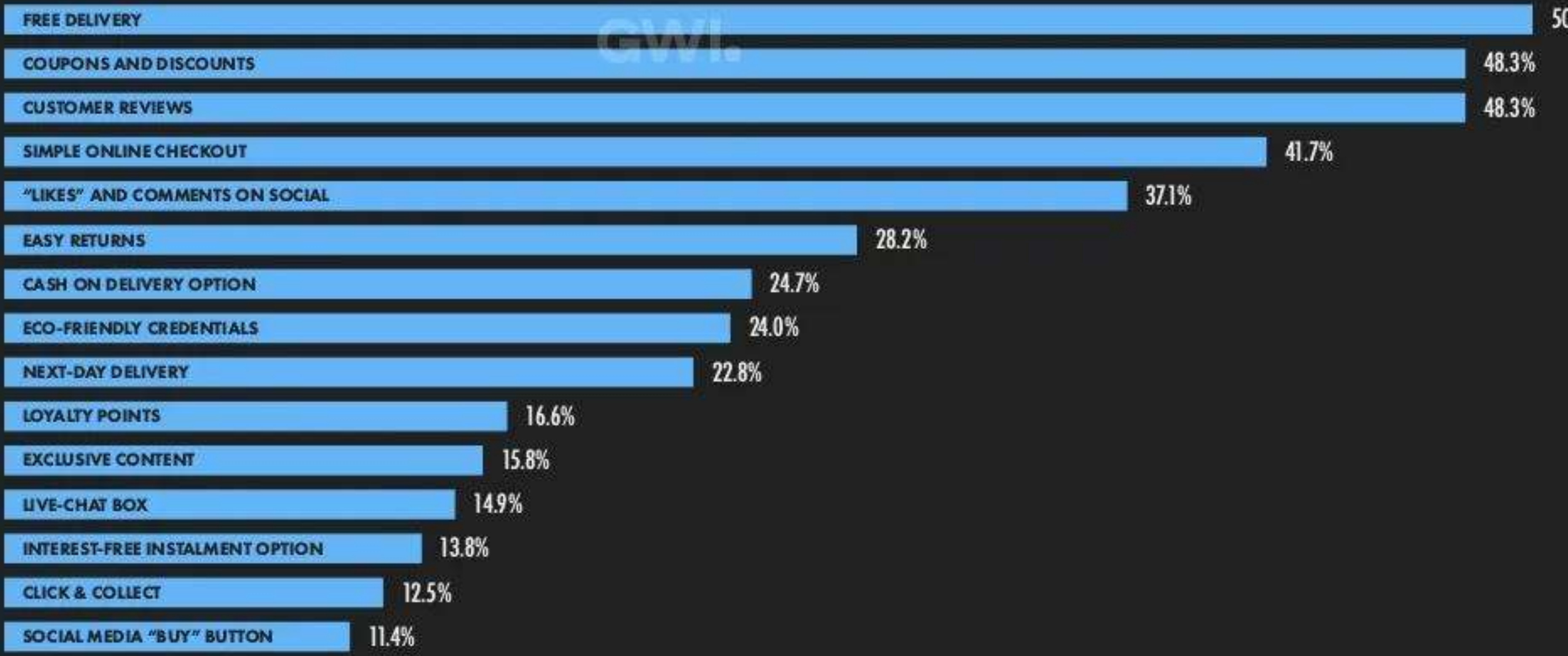
ONLINE PURCHASE DRIVERS

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



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OVERVIEW OF CONSUMER GOODS ECOMMERCE

HEADLINES FOR THE ADOPTION AND USE OF CONSUMER GOODS ECOMMERCE (B2C ONLY)

INDON

NUMBER OF PEOPLE PURCHASING CONSUMER GOODS VIA THE INTERNET	TOTAL ANNUAL SPEND ON ONLINE CONSUMER GOODS PURCHASES (USD)	AVERAGE ANNUAL REVENUE PER CONSUMER GOODS ECOMMERCE USER (USD)	SHARE OF CONSUMER GOODS ECOMMERCE SPEND ATTRIBUTABLE TO PURCHASES MADE VIA MOBILE PHONE
158.6 MILLION	**$53.81 BILLION**	**$339**	**63.8%**
YEAR-ON-YEAR CHANGE **+14.9% (+21 MILLION)**	YEAR-ON-YEAR CHANGE **+59.4% (+$20 BILLION)**	YEAR-ON-YEAR CHANGE **+38.7% (+$94.68)**	YEAR-ON-YEAR CHANGE **+2.5% (+158 BPS)**

statista statista

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER

FEB 2022

ECOMMERCE: CONSUMER GOODS CATEGORIES

ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (U.S. DOLLARS, B2C ONLY)

INDON

ELECTRONICS	FASHION	FURNITURE	TOYS, HOBBY, DIY
$14.44 BILLION	**$8.98 BILLION**	**$9.28 BILLION**	**$7.45 BILLION**
YEAR-ON-YEAR CHANGE **+56.9% (+$5.2 BILLION)**	YEAR-ON-YEAR CHANGE **+58.1% (+$3.3 BILLION)**	YEAR-ON-YEAR CHANGE **+52.2% (+$3.2 BILLION)**	YEAR-ON-YEAR CHANGE **+68.7% (+$3.0 BILLION)**

PERSONAL & HOUSEHOLD CARE	FOOD	BEVERAGES	PHYSICAL MEDIA
$6.21 BILLION	**$4.63 BILLION**	**$959.1 MILLION**	**$1.87 BILLION**
YEAR-ON-YEAR CHANGE **+49.2% (+$2.0 BILLION)**	YEAR-ON-YEAR CHANGE **+118% (+$2.5 BILLION)**	YEAR-ON-YEAR CHANGE **+76.1% (+$414 MILLION)**	YEAR-ON-YEAR CHANGE **+21.3% (+$328 MILLION)**

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2021 IN U.S. DOLLARS, AND COMPARISONS WITH

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TOP GOOGLE SHOPPING QUERIES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SHOPPING SEARCH ACTIVITY BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021

INDON

#	SEARCH QUERY	INDEX
01	HP	100
02	SAMSUNG	86
03	OPPO	63
04	IPHONE	55
05	SHOPEE	39
06	VIVO	37
07	LAPTOP	34
08	REALME	33
09	TRANSLATE	19
10	HP OPPO	18

#	SEARCH QUERY	INDEX
11	HP SAMSUNG	16
12	LAZADA	12
13	HP VIVO	10
14	REDMI 9	10
15	IPHONE 11	8
16	IPHONE 12	8
17	NMAX	8
18	REDMI NOTE 9	8
19	REDMI 8	7
20	IPHONE XR	7

SOURCE: GOOGLE TRENDS, BASED ON GOOGLE SHOPPING SEARCHES CONDUCTED BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES

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ONLINE TRAVEL AND TOURISM

ANNUAL SPEND ON ONLINE TRAVEL AND TOURISM SERVICES (U.S. DOLLARS)

INDON

FLIGHTS	CAR RENTALS	TRAINS	LONG-DISTANCE BUSES
$1.58 BILLION	$170.8 MILLION	$46.76 MILLION	$46.22 MILLION
YEAR-ON-YEAR CHANGE -8.5% (-$148 MILLION)	YEAR-ON-YEAR CHANGE +8.5% (+$13 MILLION)	YEAR-ON-YEAR CHANGE +32% (+$11 MILLION)	YEAR-ON-YEAR CHANGE +24% (+$9.1 MILLION)

HOTELS	PACKAGE HOLIDAYS	VACATION RENTALS	CRUISES
$1.46 BILLION	$634.1 MILLION	$113.3 MILLION	$620 THOUSAND
YEAR-ON-YEAR CHANGE +51% (+$492 MILLION)	YEAR-ON-YEAR CHANGE +56% (+$229 MILLION)	YEAR-ON-YEAR CHANGE +18% (+$17 MILLION)	YEAR-ON-YEAR CHANGE +168% (+$389 THOUSAND)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK; STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2021 IN

FEB 2022

DIGITAL MEDIA SPEND

ANNUAL SPEND ON DIGITAL MEDIA DOWNLOADS AND SUBSCRIPTIONS

TOTAL	VIDEO GAMES	VIDEO-ON-DEMAND	EPUBLISHING	DIGITAL MUSIC
$2.65 BILLION	$1.83 BILLION	$387.6 MILLION	$212.3 MILLION	$221.0 MILLION
YEAR-ON-YEAR CHANGE +19.9% (+$440 MILLION)	YEAR-ON-YEAR CHANGE +18.5% (+$286 MILLION)	YEAR-ON-YEAR CHANGE +29.1% (+$87 MILLION)	YEAR-ON-YEAR CHANGE +16.0% (+$29 MILLION)	YEAR-ON-YEAR CHANGE +20.6% (+$38 MILLIO

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2021 IN U.S. DOLLARS, AND COMPARISONS WITH

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ONLINE FOOD DELIVERY OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE FOOD DELIVERY SERVICES

INDON

NUMBER OF PEOPLE ORDERING FOOD DELIVERY VIA ONLINE PLATFORMS	YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE FOOD DELIVERY USERS	TOTAL ANNUAL VALUE OF ONLINE FOOD DELIVERY ORDERS (USD)	YEAR-ON-YEAR CHANGE IN THE VALUE OF ONLINE FOOD DELIVERY ORDERS	AVERAGE ANNUAL VALU OF ONLINE FOOD DELIV ORDERS PER USER (USD
17.77 MILLION	+68.1% +7.2 MILLION	$803.1 MILLION	+70.1% +$331 MILLION	$45.21 YOY: +1.2%

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE

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OVERVIEW OF CONSUMER DIGITAL PAYMENTS

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED PAYMENT SERVICES BY END CONSUMERS

INDON

NUMBER OF PEOPLE MAKING DIGITAL PAYMENTS	YEAR-ON-YEAR CHANGE IN THE NUMBER OF PEOPLE MAKING DIGITAL PAYMENTS	TOTAL ANNUAL VALUE OF DIGITAL PAYMENT TRANSACTIONS (USD)	YEAR-ON-YEAR CHANGE IN THE VALUE OF DIGITAL PAYMENT TRANSACTIONS	AVERAGE ANNUAL VALU OF DIGITAL PAYMENTS PER USER (USD)
158.7 MILLION	**+14.9%** +21 MILLION	**$54.49** BILLION	**+33.8%** +$14 BILLION	**$343** YOY: +16%

statista

statista

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. NOTES: "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C

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DIGITAL MARKETING

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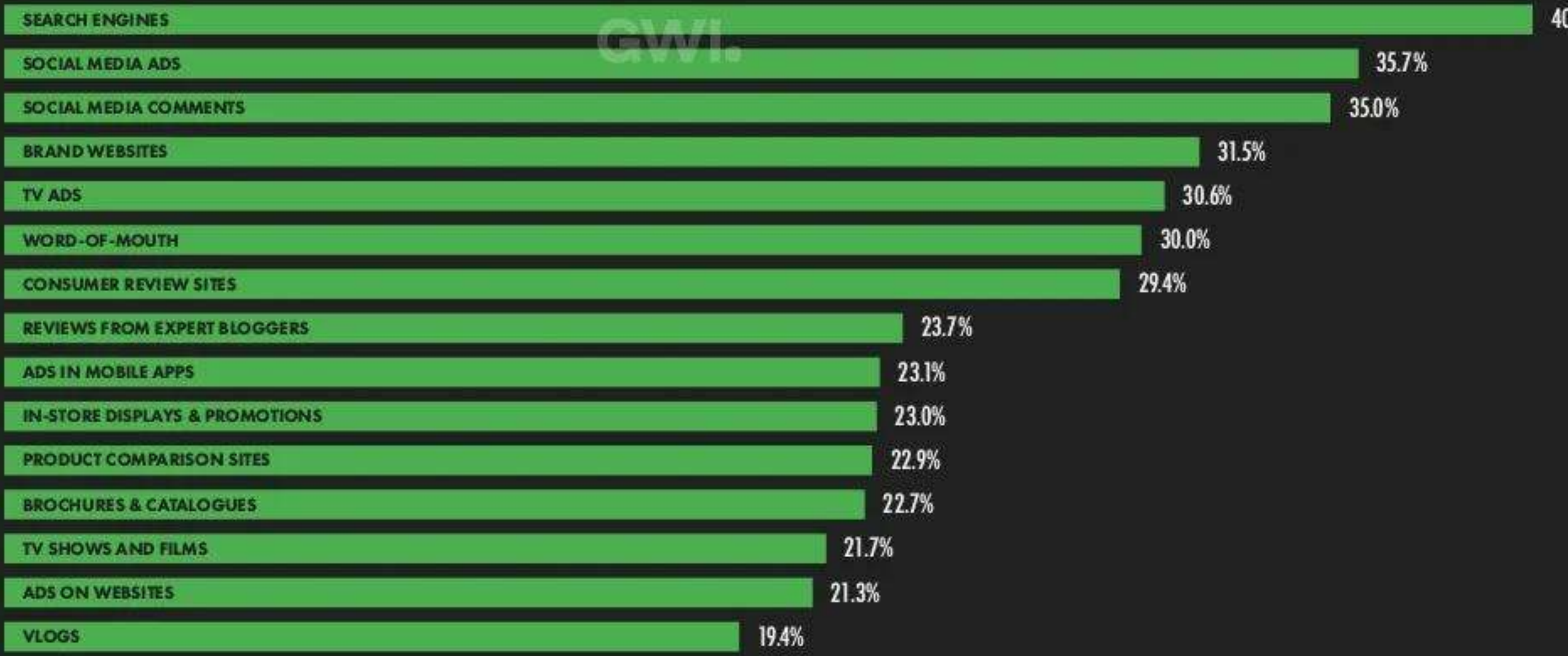
SOURCES OF BRAND DISCOVERY

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



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ENGAGEMENT WITH DIGITAL MARKETING

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

INDON

RESEARCH BRANDS ONLINE BEFORE MAKING A PURCHASE	VISITED A BRAND'S WEBSITE IN THE PAST 30 DAYS	CLICKED OR TAPPED ON A BANNER AD ON A WEBSITE IN THE PAST 30 DAYS	CLICKED OR TAPPED ON A SPONSORED SOCIAL MEDIA POST IN THE PAST 30 DAYS	DOWNLOADED OR USED A BRANDED MOB APP IN THE PAST 30 DAY
67.5%	47.1%	16.2%	21.5%	20.0%

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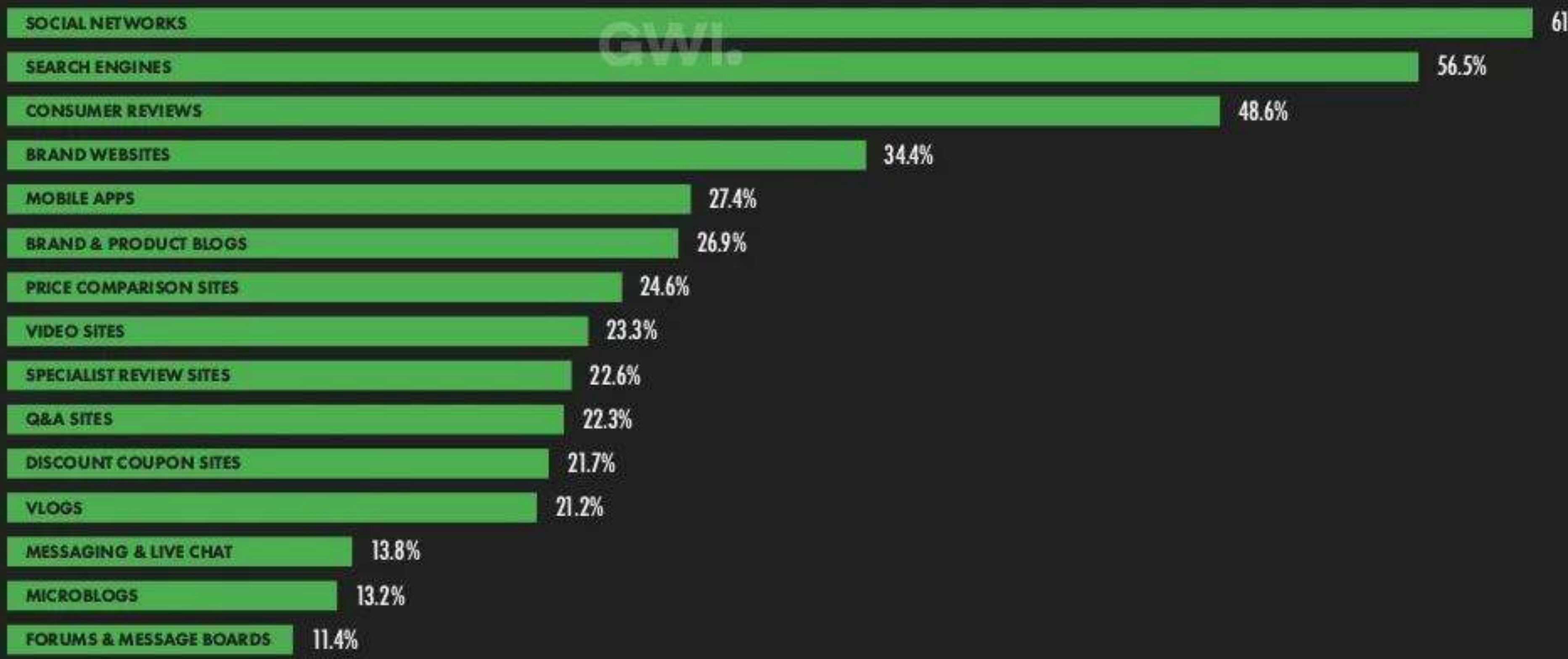
MAIN CHANNELS FOR ONLINE BRAND RESEARCH

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

INDON



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VALUE OF THE DIGITAL ADVERTISING MARKET

ANNUAL SPEND ON DIGITAL ADVERTISING, WITH DETAIL BY ADVERTISING FORMAT (U.S. DOLLARS)

INDON

TOTAL	SEARCH ADS	BANNER ADS	VIDEO ADS	CLASSIFIEDS
$2.12 BILLION	**$678.8 MILLION**	**$977.5 MILLION**	**$484.9 MILLION**	**$44.83 MILLION**
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+26.3% (+$443 MILLION)	**+32.5% (+$167 MILLION)**	**+19.7% (+$161 MILLION)**	**+25.8% (+$99 MILLION)**	**+12.4% (+$4.9 MILLIO**

statista statista

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2021 IN U.S. DOLLARS, AND COMPARISONS WITH

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SOCIAL MEDIA ADVERTISING OVERVIEW

SOCIAL MEDIA'S SHARE OF THE DIGITAL ADVERTISING MARKET

INDON

SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	ANNUAL SPEND ON SOCIAL MEDIA ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA ADVERTISING SPEND
42.3%	-2.2%	$899.4	+23.6%
	-95 BPS	MILLION	+$171 MILLION

statista

KEPIOS

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PROGRAMMATIC ADVERTISING OVERVIEW

SHARE OF DIGITAL ADVERTISING FULFILLED VIA PROGRAMMATIC TECHNOLOGIES

INDON

PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	YEAR-ON-YEAR CHANGE IN PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN PROGRAMMATIC ADVERTISING SPEND (USD)
79.7%	**+1.3%** +103 BPS	**$1.69** BILLION	**+28.0%** +$370 MILLION

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR

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NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

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

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

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

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

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

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

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

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

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

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

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