



# DIGITAL IN 2018 IN SOUTHERN AMERICA

ESSENTIAL INSIGHTS INTO INTERNET, SOCIAL MEDIA, MOBILE, AND ECOMMERCE USE ACROSS THE REGION



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**we  
are.  
social**



**Hootsuite™**

# COUNTRIES INCLUDED IN EACH AMERICAS REPORT



NORTHERN AMERICA	CENTRAL AMERICA	THE CARIBBEAN PART 1: WEST	THE CARIBBEAN PART 2: EAST	SOUTHERN AMERICA PART 1: NORTH	SOUTHERN AMERICA PART 2: SOUTH
BERMUDA	BELIZE	ARUBA	ANGUILLA	BRAZIL	ARGENTINA
CANADA	COSTA RICA	BAHAMAS	ANTIGUA & BARBUDA	COLOMBIA	BOLIVIA
GREENLAND	EL SALVADOR	BONAIRE, ST EUSTATIUS & SABA	BARBADOS	ECUADOR	CHILE
ST PIERRE & MIQUELON	GUATEMALA	CAYMAN ISLANDS	DOMINICA	FRENCH GUIANA	FALKLAND ISLANDS
UNITED STATES	HONDURAS	CUBA	GRENADA	GUYANA	PARAGUAY
	MEXICO	CURAÇAO	GAUDELOUPE	SURINAME	PERU
	NICARAGUA	DOMINICAN REPUBLIC	MARTINIQUE	VENEZUELA	URUGUAY
	PANAMA	HAITI	MONTSERRAT		
		JAMAICA	ST BARTHÉLEMY		
		PUERTO RICO	ST KITTS & NEVIS		
		TURKS & CAICOS ISLANDS	ST LUCIA		
		BRITISH VIRGIN ISLANDS	ST MARTIN		
		US VIRGIN ISLANDS	ST VINCENT & THE GRENADINES		
			ST MAARTEN		
			TRINIDAD & TOBAGO		

# CLICK THE COUNTRY NAMES BELOW TO ACCESS OUR IN-DEPTH COUNTRY REPORTS

GLOBAL YEARBOOK	BRUNEI	DOMINICAN REP.	GUYANA	LIBERIA	NEPAL	ST KITTS & NEVIS	TAJIKISTAN
AFGHANISTAN	BULGARIA	ECUADOR	HAITI	LIBYA	NETHERLANDS	ST LUCIA	TANZANIA
ALBANIA	BURKINA FASO	EGYPT	HONDURAS	LIECHTENSTEIN	NEW CALEDONIA	ST MARTIN	THAILAND
ALGERIA	BURUNDI	EL SALVADOR	HONG KONG	LITHUANIA	NEW ZEALAND	ST PIERRE & MIQUELON	TIMOR-LESTE
AMERICAN SAMOA	CABO VERDE	EQUATORIAL GUINEA	HUNGARY	LUXEMBOURG	NICARAGUA	ST VINCENT, GRENADINES	TOGO
ANDORRA	CAMBODIA	ERITREA	ICELAND	MACAU	NIGER	SAMOA	TOKELAU
ANGOLA	CAMEROON	ESTONIA	INDIA	TFYR MACEDONIA	NIGERIA	SAN MARINO	TONGA
ANGUILLA	CANADA	ETHIOPIA	INDONESIA	MADAGASCAR	NIUE	SÃO TOMÉ & PRÍNCIPE	TRINIDAD & TOBAGO
ANTIGUA & BARBUDA	CAYMAN IS.	FAROE IS.	IRAN	MALAWI	NORFOLK IS.	SAUDI ARABIA	TUNISIA
ARGENTINA	CENTRAL AFRICAN REP.	FALKLAND IS.	IRAQ	MALAYSIA	NORTHERN MARIANA IS.	SENEGAL	TURKEY
ARMENIA	CHAD	FIJI	IRELAND	MALDIVES	NORWAY	SERBIA	TURKMENISTAN
ARUBA	CHILE	FINLAND	ISLE OF MAN	MALI	OMAN	SEYCHELLES	TURKS & CAICOS IS.
AUSTRALIA	CHINA	FRANCE	ISRAEL	MALTA	PAKISTAN	SIERRA LEONE	TUVALU
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	ITALY	MARSHALL IS.	PALAU	SINGAPORE	UGANDA
AZERBAIJAN	COCOS IS.	FRENCH POLYNESIA	JAMAICA	MARTINIQUE	PALESTINE	ST MAARTEN	UKRAINE
BAHAMAS	COLOMBIA	GABON	JAPAN	MAURITANIA	PANAMA	SLOVAKIA	U.A.E.
BAHRAIN	COMOROS	GAMBIA	JERSEY	MAURITIUS	PAPUA NEW GUINEA	SLOVENIA	U.K.
BANGLADESH	CONGO, DEM. REP.	GEORGIA	JORDAN	MAYOTTE	PARAGUAY	SOLOMON IS.	U.S.A.
BARBADOS	CONGO, REP.	GERMANY	KAZAKHSTAN	MEXICO	PERU	SOMALIA	URUGUAY
BELARUS	COOK IS.	GHANA	KENYA	MICRONESIA	PHILIPPINES	SOUTH AFRICA	UZBEKISTAN
BELGIUM	COSTA RICA	GIBRALTAR	KIRIBATI	MOLDOVA	POLAND	SOUTH SUDAN	VANUATU
BELIZE	CÔTE D'IVOIRE	GREECE	KOREA, NORTH	MONACO	PORTUGAL	SPAIN	VENEZUELA
BENIN	CROATIA	GREENLAND	KOREA, SOUTH	MONGOLIA	PUERTO RICO	SRI LANKA	VIETNAM
BERMUDA	CUBA	GRENADE	KOSOVO	MONTENEGRO	QATAR	SUDAN	BRITISH VIRGIN IS.
BHUTAN	CURAÇAO	GUADELOUPE	KUWAIT	MONTSERRAT	RÉUNION	SURINAME	U.S. VIRGIN IS.
BOLIVIA	CYPRUS	GUAM	KYRGYZSTAN	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BONAIRE, ST EUSTATIUS, SABA	CZECH REP.	GUATEMALA	LAOS	MOZAMBIQUE	RUSSIA	SWEDEN	WESTERN SAHARA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LATVIA	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BOTSWANA	DJIBOUTI	GUINEA	LEBANON	NAMIBIA	ST BARTHÉLEMY	SYRIA	ZAMBIA
BRAZIL	DOMINICA	GUINEA-BISSAU	LESOTHO	NAURU	ST HELENA	TAIWAN	ZIMBABWE



# GLOBAL OVERVIEW

JAN  
2018

# DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL  
POPULATION



**7.593**  
BILLION

URBANISATION:  
**55%**

INTERNET  
USERS



**4.021**  
BILLION

PENETRATION:  
**53%**

ACTIVE SOCIAL  
MEDIA USERS



**3.196**  
BILLION

PENETRATION:  
**42%**

UNIQUE  
MOBILE USERS



**5.135**  
BILLION

PENETRATION:  
**68%**

ACTIVE MOBILE  
SOCIAL USERS



**2.958**  
BILLION

PENETRATION:  
**39%**

**SOURCES:** POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

JAN  
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# ANNUAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET  
USERS



+7%

SINCE JAN 2017

+248 MILLION

ACTIVE SOCIAL  
MEDIA USERS



+13%

SINCE JAN 2017

+362 MILLION

UNIQUE  
MOBILE USERS



+4%

SINCE JAN 2017

+218 MILLION

ACTIVE MOBILE  
SOCIAL USERS



+14%

SINCE JAN 2017

+360 MILLION

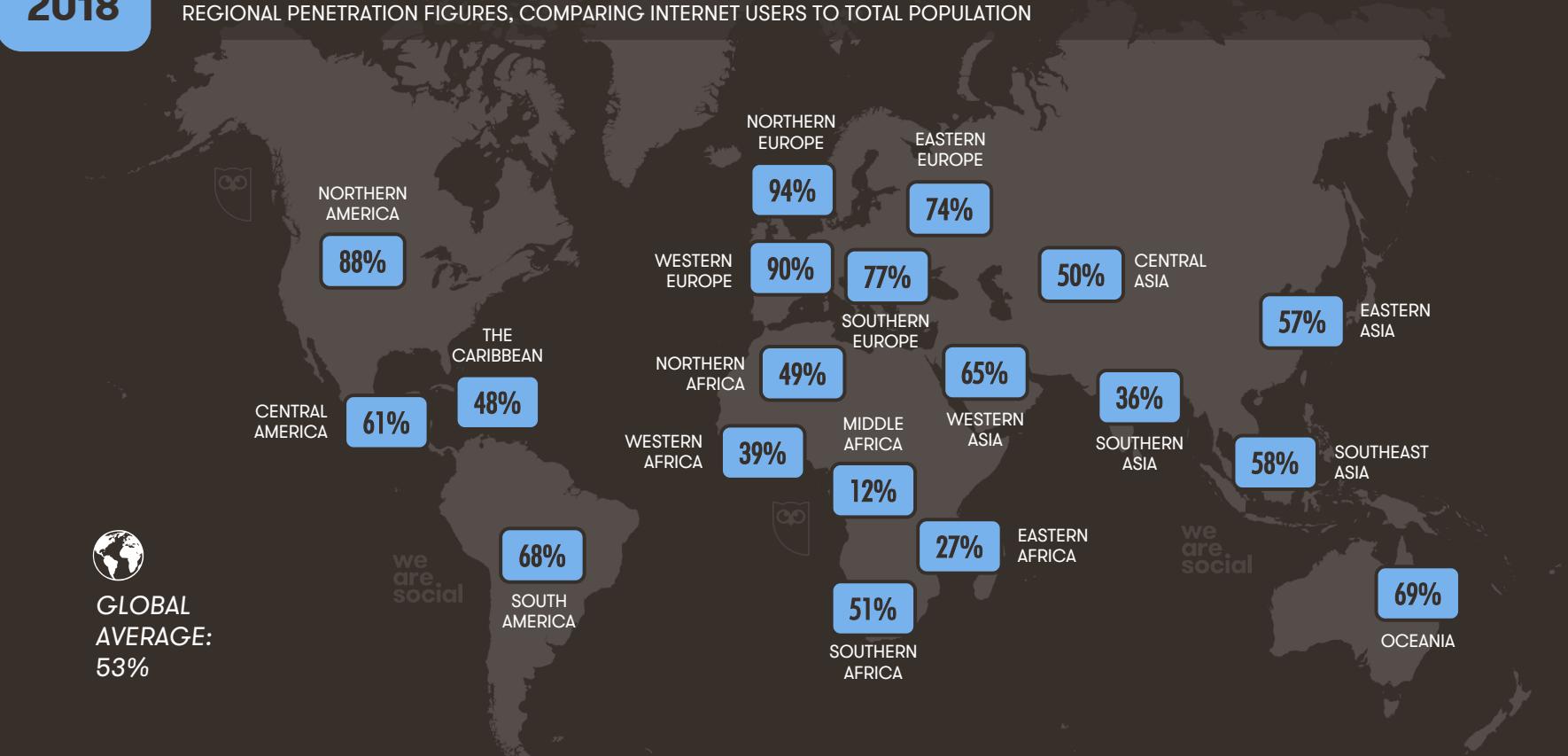


**SOURCES:** POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **GROWTH DATA:** WE ARE SOCIAL & HOOTSUITE'S DIGITAL IN 2017 REPORT.

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# INTERNET PENETRATION BY REGION

REGIONAL PENETRATION FIGURES, COMPARING INTERNET USERS TO TOTAL POPULATION

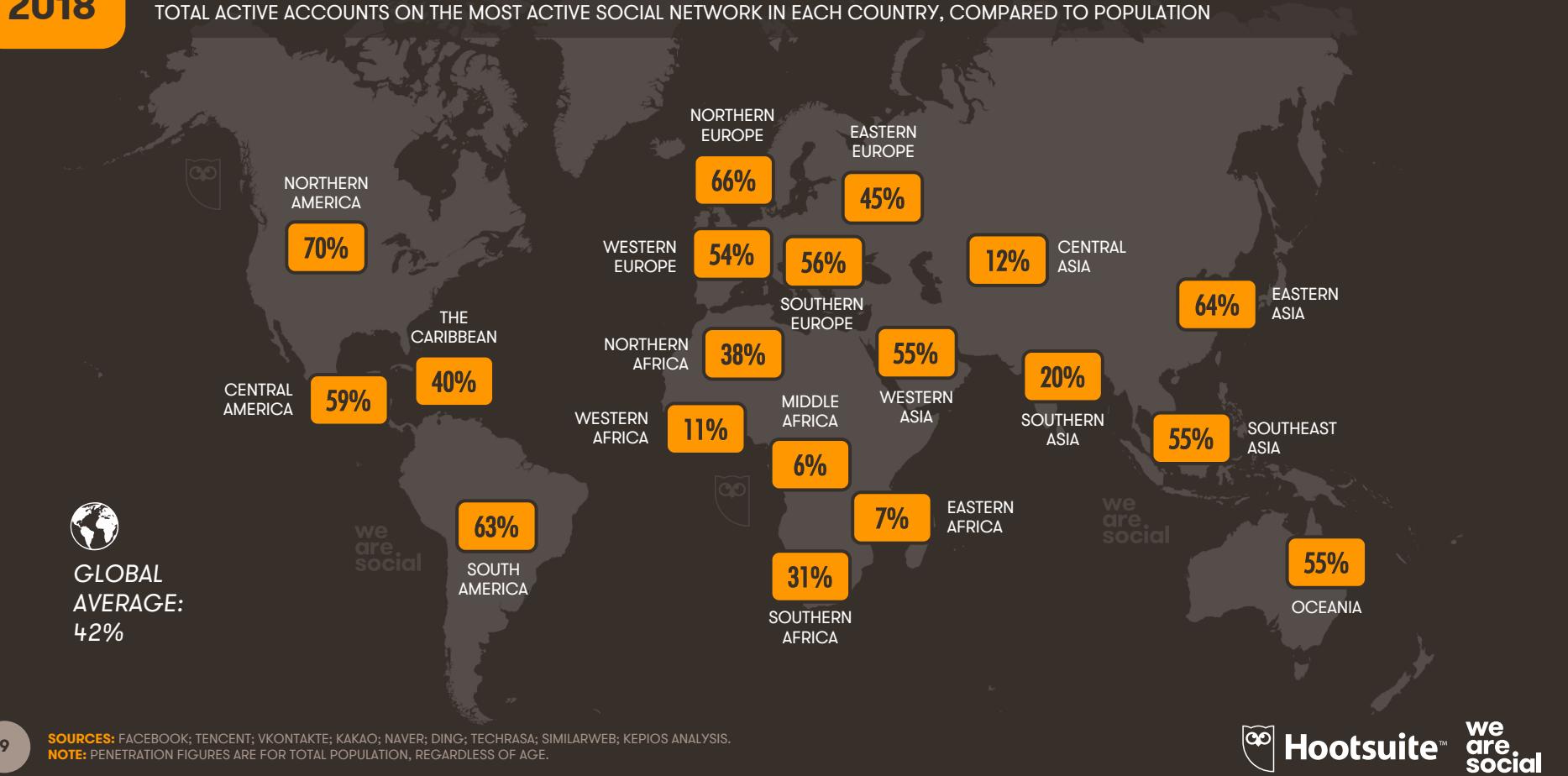


**SOURCES:** INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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# SOCIAL MEDIA PENETRATION BY REGION

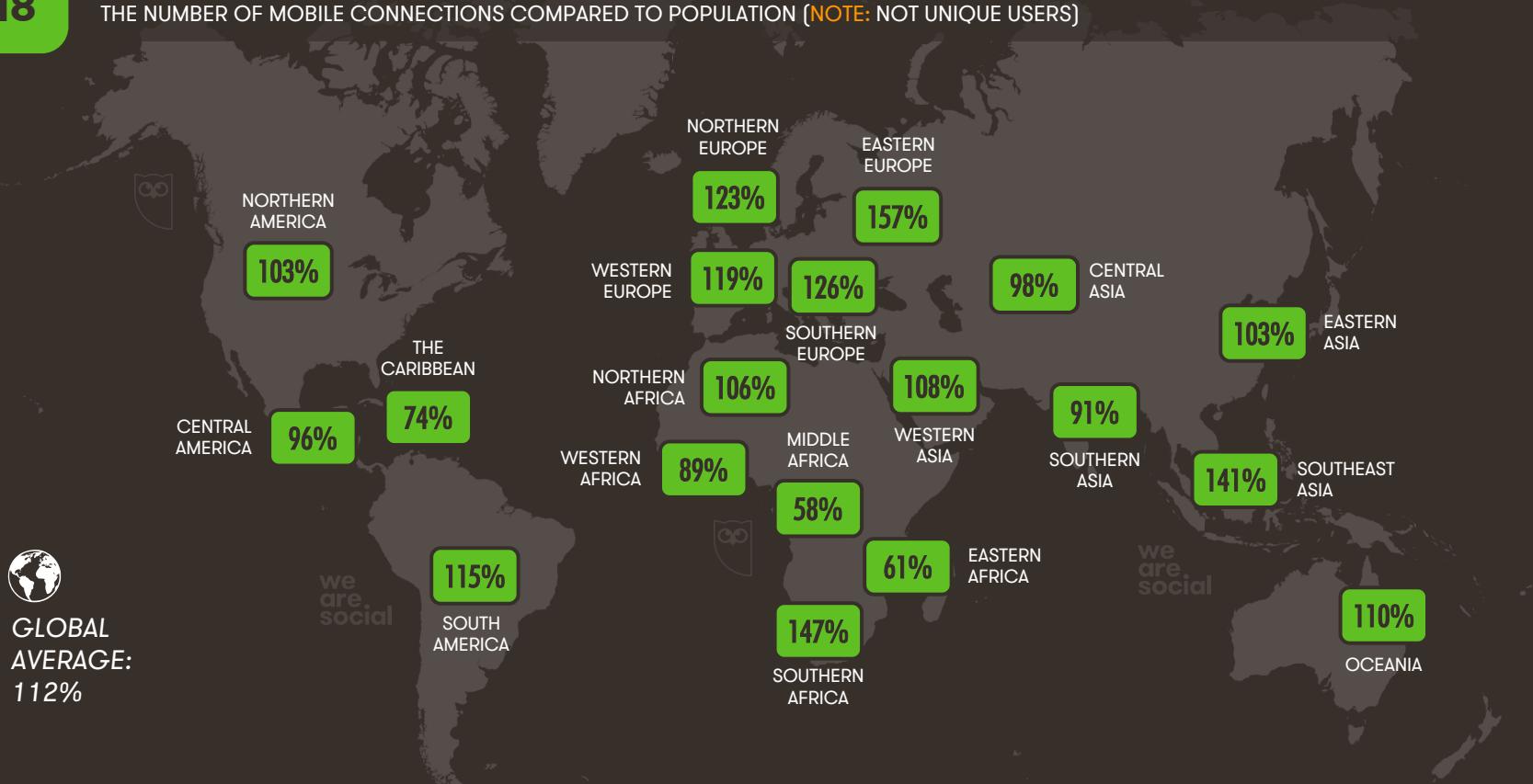
TOTAL ACTIVE ACCOUNTS ON THE MOST ACTIVE SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION



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# MOBILE CONNECTIVITY BY REGION

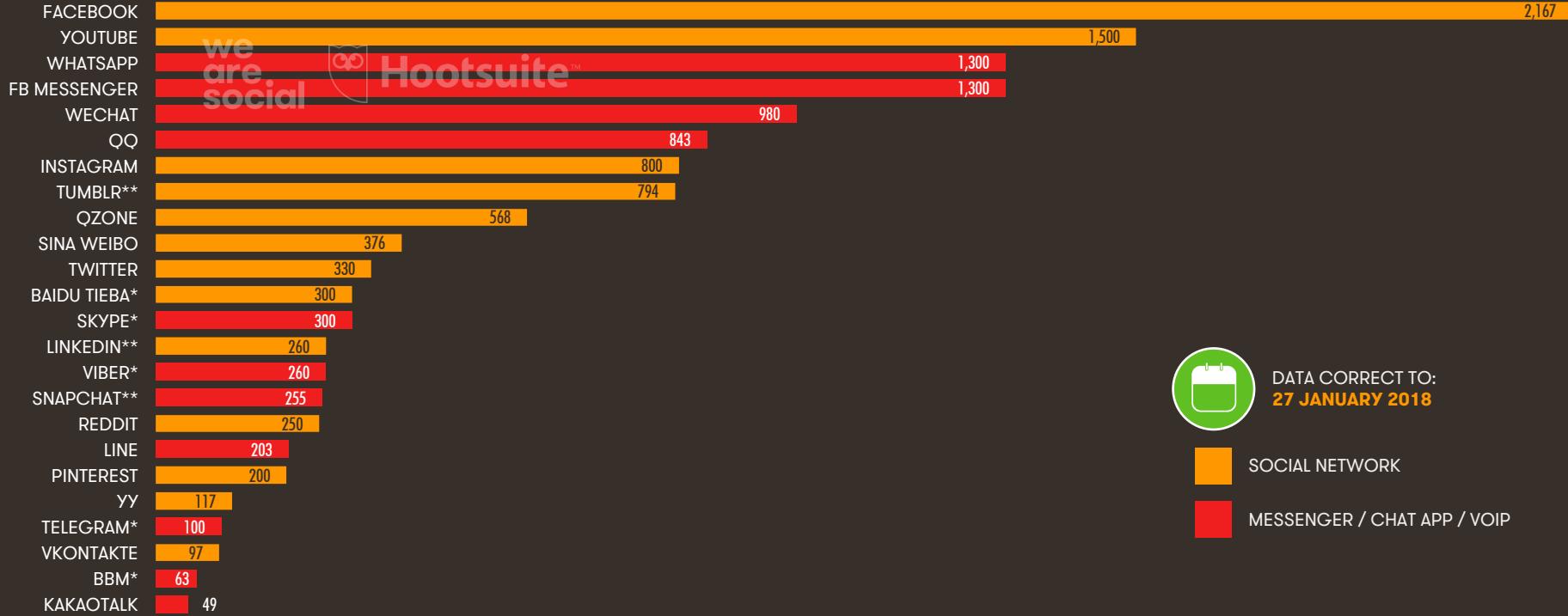
THE NUMBER OF MOBILE CONNECTIONS COMPARED TO POPULATION (NOTE: NOT UNIQUE USERS)



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# ACTIVE USERS OF KEY GLOBAL SOCIAL PLATFORMS

BASED ON THE MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS FOR EACH PLATFORM, IN MILLIONS



DATA CORRECT TO:  
**27 JANUARY 2018**



SOCIAL NETWORK

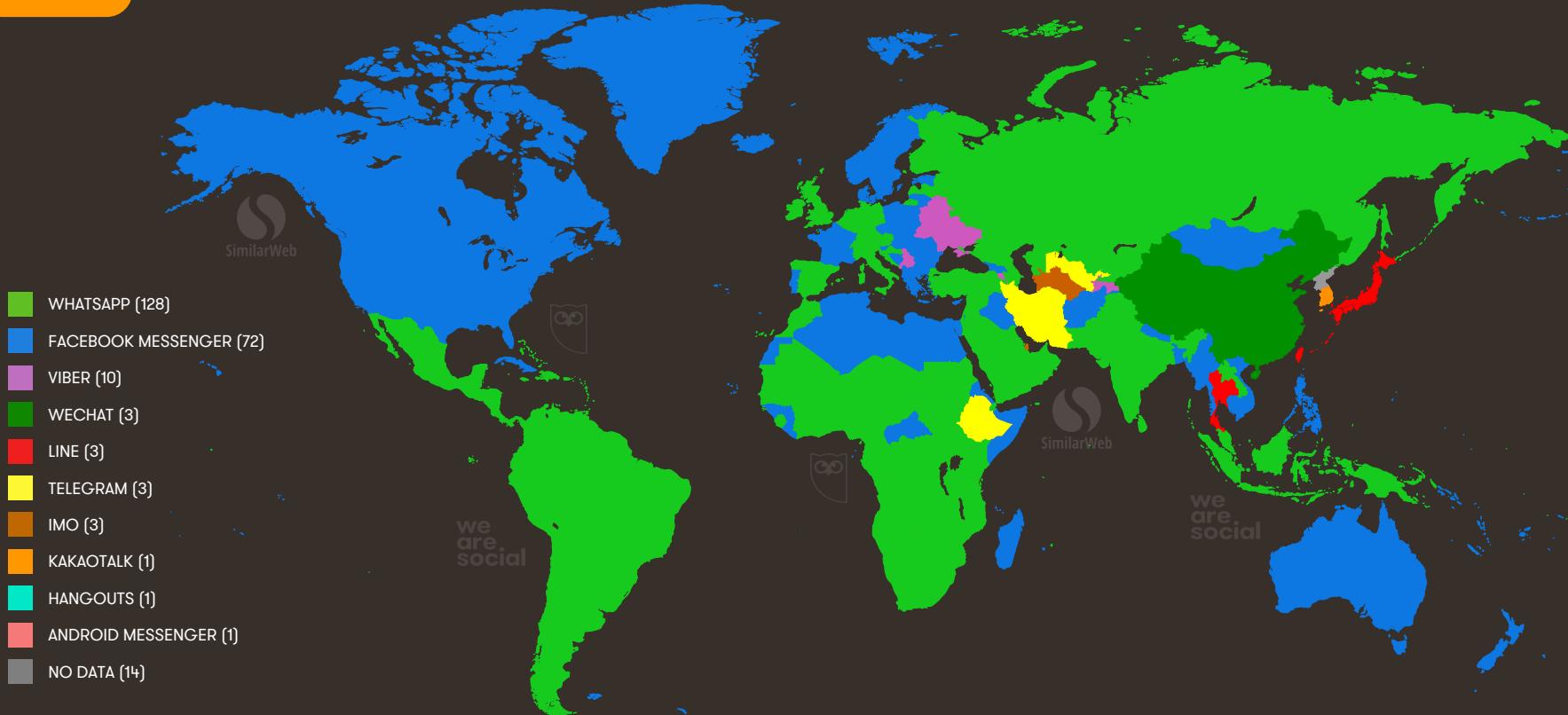


MESSENGER / CHAT APP / VOIP

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2018

# TOP MESSENGER APPS BY COUNTRY

BASED ON THE GOOGLE PLAY STORE RANK FOR EACH COUNTRY IN DECEMBER 2017



SOURCE: SIMILARWEB, JANUARY 2018, BASED ON THE GOOGLE PLAY APP STORE RANK FOR DECEMBER 2017. FIGURES IN PARENTHESES IN THE LEGEND REPRESENT THE NUMBER OF COUNTRIES / TERRITORIES IN WHICH EACH PLATFORM IS THE TOP-RANKED MESSENGER APP.

# WE ARE SOCIAL'S ANALYSIS: DIGITAL IN 2018

With more than 4 billion people using the internet for an average of 6 hours each per day, digital has become an essential part of everyday life for most of us. We're using that connectivity in almost every aspect of our lives, whether it's chatting with friends, playing games, researching products, tracking our health, or even finding love. As a result, brands need to evolve beyond today's siloed approach to digital, and build seamless digital integration into everything they do – just as our audiences already have. Here are some tips to help with that:



Start with what people really need and want, and not just what the technology can do



Focus on creating mutual value at every opportunity, instead of simply 'selling more stuff'



Make it easy for people to buy online as soon as they're ready, wherever they are



Harness digital tools to keep the conversation going, even after you make a successful sale

To learn more about what these Digital, Social and Mobile trends mean for your brand, [click here to download our Think Forward report](#).

# HOOTSUITE'S PERSPECTIVE: 2018 SOCIAL TRENDS



**The evolution of social ROI.** It's the end of the road for vanity metrics. Expect to see more organisations evolve their metrics as they look to quantify social's contribution to tangible business challenges such as lowering costs, increasing revenue, mitigating risk, and attracting talent.



**Mobile fuels the growth of social TV.** In 2018, social networks will encourage brands to become broadcasters as mobile video and social-TV content take the spotlight. We advise caution here as the metrics that bump the stock price of social networks—such as mobile video views—might not help your organisation achieve your own business outcomes.



**Trust declines, while peer influence rises.** From Trump's tumultuous triumph over traditional media to the fake news phenomenon, we saw a shift in media culture in 2017. It's clear we're moving away from trusting traditional institutions—and moving towards smaller spheres of influence where customer communities and engaged employees matter more than ever.



**Humans, meet AI.** The machines have risen. And marketers have discovered they can be delightfully useful. But while marketers rush ahead with chatbots and AI-generated content, it's still unclear whether customers will value these human-less engagements.



**The promise (and reality) of social data.** From tying together analytics systems to CRM integrations, marketers underestimated the complexity of social data initiatives. Organisations must recalculate the effort and resources needed to turn social data into a true—and unified—source of customer insights.

[\*\*Click here to download our 2018 Social Media Trends Toolkit\*\*](#) to align your strategy with the year's key social network and digital trends.

**CLICK HERE TO READ ‘DIGITAL IN 2018’,  
OUR MAIN GLOBAL OVERVIEW REPORT**



# DIGITAL IN 2018

ESSENTIAL INSIGHTS INTO INTERNET, SOCIAL MEDIA, MOBILE, AND ECOMMERCE USE AROUND THE WORLD





# IN-DEPTH COUNTRY PROFILES



# BRAZIL

# DIGITAL IN BRAZIL

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL POPULATION



**210.1**  
MILLION

URBANISATION:

**86%**

INTERNET USERS



**139.1**  
MILLION

PENETRATION:

**66%**

ACTIVE SOCIAL MEDIA USERS



**130.0**  
MILLION

PENETRATION:

**62%**

UNIQUE MOBILE USERS



**143.0**  
MILLION

PENETRATION:

**68%**

ACTIVE MOBILE SOCIAL USERS



**120.0**  
MILLION

PENETRATION:

**57%**

**SOURCES:** POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

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# ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET  
USERS



**0%**

SINCE JAN 2017

**(UNCHANGED)**

ACTIVE SOCIAL  
MEDIA USERS



**+7%**

SINCE JAN 2017

**+8 MILLION**

UNIQUE  
MOBILE USERS



**[N/A]**

SINCE JAN 2017

**[N/A]**

ACTIVE MOBILE  
SOCIAL USERS



**+9%**

SINCE JAN 2017

**+10 MILLION**

we  
are.  
social

JAN  
2018

# POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL POPULATION



we  
are.  
social

**210.1**  
MILLION

FEMALE POPULATION



we  
are.  
social

**50.9%**

MALE POPULATION



we  
are.  
social

**49.1%**

ANNUAL CHANGE IN POPULATION SIZE



we  
are.  
social

**+0.8%**

MEDIAN AGE



**32.4**

YEARS OLD

POPULATION LIVING IN URBAN AREAS



we  
are.  
social

**86%**

GDP PER CAPITA



we  
are.  
social

**\$15,153**

LITERACY (TOTAL)



we  
are.  
social

**93%**

FEMALE LITERACY



we  
are.  
social

**93%**

MALE LITERACY



we  
are.  
social

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we  
are.  
social

# DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION\* THAT CURRENTLY USES EACH KIND OF DEVICE [SURVEY-BASED]



MOBILE PHONE  
(ANY TYPE)



**89%**

**we  
are.  
social**

SMART  
PHONE



**67%**

LAPTOP OR  
DESKTOP COMPUTER



**38%**

TABLET  
COMPUTER



**15%**

TELEVISION  
(ANY KIND)



**95%**

DEVICE FOR STREAMING  
INTERNET CONTENT TO TV



**7%**

E-READER  
DEVICE



**2%**

WEARABLE  
TECH DEVICE



**2%**

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2018

# TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



AVERAGE DAILY TIME  
SPENT USING THE  
INTERNET VIA ANY DEVICE



AVERAGE DAILY TIME  
SPENT USING SOCIAL  
MEDIA VIA ANY DEVICE



AVERAGE DAILY TV VIEWING TIME  
(BROADCAST, STREAMING  
AND VIDEO ON DEMAND)



AVERAGE DAILY TIME  
SPENT LISTENING TO  
STREAMING MUSIC



we  
are.  
social

global  
web  
index

9H 14M

3H 39M

3H 41M

1H 19M

# ATTITUDES TOWARDS DIGITAL

HOW INTERNET USERS\* PERCEIVE THE ROLE OF TECHNOLOGY, AND THEIR PERSPECTIVE ON PRIVACY ISSUES



BELIEVE THAT NEW  
TECHNOLOGIES OFFER MORE  
OPPORTUNITIES THAN RISKS



58%

PREFER TO COMPLETE  
TASKS DIGITALLY  
WHENEVER POSSIBLE



62%

BELIEVE DATA PRIVACY  
AND PROTECTION ARE  
VERY IMPORTANT



we  
are  
social

84%

DELETE COOKIES FROM  
INTERNET BROWSER  
TO PROTECT PRIVACY



51%

USE AN AD-BLOCKING  
TOOL TO STOP ADVERTS  
BEING DISPLAYED



40%

**SOURCES:** GOOGLE CONSUMER BAROMETER, JANUARY 2018; GLOBALWEBINDEX, Q2 & Q3, 2017. **NOTES:** GOOGLE FIGURES BASED ON A SURVEY OF ADULT INTERNET USERS. SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON METHODOLOGY AND AUDIENCE DEFINITIONS. GLOBALWEBINDEX FIGURES BASED ON A SURVEY OF INTERNET USERS AGED 16-64. \***NOTE:** THESE FIGURES ONLY REPRESENT THE ATTITUDES AND ACTIVITIES OF INTERNET USERS.

# INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**139.1**  
MILLION

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**66%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



**129.1**  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**61%**

**SOURCES:** INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; GLOBALWEBINDEX, Q2 & Q3 2017. **NOTES:** GLOBALWEBINDEX DATA IS BASED ON A SURVEY OF INTERNET USERS AGED 16-64, BUT DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION, REGARDLESS OF AGE. PENETRATION FIGURES BASED ON POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU.

# INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET  
WORLD STATS



ITU (INTERNATIONAL  
TELECOMMUNICATION UNION)



INTERNET  
LIVE STATS



CIA WORLD  
FACTBOOK



**139.1**  
MILLION

**125.4**  
MILLION

**139.1**  
MILLION

**125.4**  
MILLION



# FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)



EVERY  
DAY



85%

AT LEAST ONCE  
PER WEEK



9%

AT LEAST ONCE  
PER MONTH



5%

LESS THAN ONCE  
PER MONTH



1%

we  
are.  
social

Google



# INTERNET CONNECTIONS: SPEED & DEVICES

AVERAGE INTERNET CONNECTION SPEEDS, AND THE DEVICE THAT PEOPLE USE MOST OFTEN TO ACCESS THE INTERNET



AVERAGE INTERNET  
SPEED VIA FIXED  
CONNECTIONS



**17.86**  
MBPS

AVERAGE INTERNET  
SPEED VIA MOBILE  
CONNECTIONS



**16.37**  
MBPS

ACCESS THE INTERNET  
MOST OFTEN VIA A  
COMPUTER OR TABLET



we  
are  
social

**7%**

ACCESS EQUIALLY VIA  
A SMARTPHONE AND  
COMPUTER OR TABLET



Google

**22%**

ACCESS THE INTERNET  
MOST OFTEN VIA A  
SMARTPHONE



**60%**

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# SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &  
DESKTOPS



**67%**

YEAR-ON-YEAR CHANGE:

**-1%**

**32%**

YEAR-ON-YEAR CHANGE:

**+4%**

MOBILE  
PHONES



TABLET  
DEVICES



**we  
are.  
social**

**1%**

YEAR-ON-YEAR CHANGE:

**-28%**

OTHER  
DEVICES



**0.15%**

YEAR-ON-YEAR CHANGE:

**+67%**

JAN  
2018

# SIMILARWEB'S RANKING OF TOP WEBSITES

RANKINGS BASED ON AVERAGE MONTHLY TRAFFIC TO EACH WEBSITE IN Q4 2017



#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM.BR	SEARCH	4,864,700,000	8M 59S	7.2
02	FACEBOOK.COM	SOCIAL	2,039,300,000	13M 55S	11.8
03	YOUTUBE.COM	TV & VIDEO	1,562,600,000	20M 33S	9.6
04	GOOGLE.COM	SEARCH	1,517,100,000	6M 23S	7.0
05	GLOBO.COM	NEWS & MEDIA	755,600,000	8M 42S	3.9
06	UOL.COM.BR	NEWS & MEDIA	568,600,000	9M 10S	5.3
07	GOOGLEWEBLIGHT.COM	SEARCH	519,600,000	4M 56S	3.1
08	XVIDEOS.COM	ADULT	460,300,000	12M 44S	10.1
09	MERCADOLIVRE.COM.BR	SHOPPING	427,000,000	7M 37S	9.0
10	LIVE.COM	EMAIL	366,400,000	7M 58S	9.9

29

**SOURCE:** SIMILARWEB, JANUARY 2018, BASED ON AVERAGE MONTHLY DATA FOR Q4 2017. **NOTES:** MONTHLY TRAFFIC REPRESENTS TOTAL VISITS TO EACH SITE, NOT UNIQUE VISITORS. DATA FOR SOME COUNTRIES REPRESENTS DESKTOP TRAFFIC, WHILST OTHERS REPRESENTS TRAFFIC FROM BOTH DESKTOP AND MOBILE DEVICES. **ADVISORY:** SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

JAN  
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# ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES
01	GOOGLE.COM.BR	7M 31S	10.23	11	BLASTINGNEWS.COM	3M 04S	1.72
02	YOUTUBE.COM	8M 18S	4.79	12	INSTAGRAM.COM	5M 23S	3.34
03	GOOGLE.COM	7M 32S	8.56	13	BLOGSPOT.COM.BR	3M 07S	2.30
04	FACEBOOK.COM	10M 21S	4.00	14	NETFLIX.COM	2M 04S	1.79
05	MERCADOLIVRE.COM.BR	10M 46S	9.53	15	WIKIPEDIA.ORG	4M 16S	3.31
06	GLOBO.COM	9M 03S	3.63	16	WHATSAPP.COM	3M 50S	1.23
07	LIVE.COM	4M 03S	3.41	17	XVIDEOS.COM	14M 04S	10.15
08	UOL.COM.BR	8M 14S	3.28	18	OLX.COM.BR	13M 51S	12.40
09	ONOTICIOSO.COM	2M 46S	1.43	19	TWITTER.COM	6M 21S	3.21
10	YAHOO.COM	4M 02S	3.61	20	MSN.COM	3M 51S	2.53

SOURCE: ALEXA, JANUARY 2018. NOTES: 'TIME' REPRESENTS TIME SPENT ON SITE PER DAY. 'PAGES' REPRESENTS NUMBER OF PAGE VIEWS PER DAY. ALEXA USES A COMBINATION OF AVERAGE DAILY VISITORS AND PAGE VIEWS OVER A ONE-MONTH PERIOD TO CALCULATE ITS RANKING. RANKINGS ON THIS SLIDE ARE BASED ON THE MONTH TO 16 JANUARY 2018. ADVISORY: SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

# WEEKLY ONLINE ACTIVITIES BY DEVICE

PERCENTAGE OF THE TOTAL POPULATION\* ENGAGING IN EACH ACTIVITY AT LEAST ONCE PER WEEK [SURVEY-BASED]



USE A SEARCH ENGINE



we  
are  
social

VISIT A SOCIAL NETWORK



Google

PLAY GAMES



WATCH VIDEOS



Google

LOOK FOR PRODUCT INFORMATION



SMARTPHONE:  
**38%**

COMPUTER:  
**21%**

SMARTPHONE:  
**46%**

COMPUTER:  
**20%**

SMARTPHONE:  
**10%**

COMPUTER:  
**4%**

SMARTPHONE:  
**40%**

COMPUTER:  
**19%**

SMARTPHONE:  
**17%**

COMPUTER:  
**8%**

SOURCE: GOOGLE CONSUMER BAROMETER, JANUARY 2018. FIGURES BASED ON RESPONSES TO A SURVEY. \*NOTES: DATA BASED ON SURVEY RESPONSES FROM ADULT INTERNET USERS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS. DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION, REGARDLESS OF AGE.

JAN  
2018

# TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX	#	QUERY	INDEX
01	FACEBOOK	100	11	PREVISÃO DO TEMPO	15
02	YOUTUBE	40	12	WHATSAPP	14
03	GOOGLE	38	13	VIVO	14
04	FACEBOOK ENTRAR	27	14	GMAIL	14
05	HOTMAIL	26	15	UOL	14
06	GLOBO	25	16	MERCADO LIVRE	14
07	TRADUTOR	23	17	CAIXA	13
08	OLX	16	18	JOGOS	12
09	FRASES	15	19	FACE	11
10	VIDEOS	15	20	CLIMA	10

# FREQUENCY OF WATCHING ONLINE VIDEO

HOW OFTEN INTERNET USERS WATCH ONLINE VIDEOS (ANY DEVICE)



WATCH ONLINE  
VIDEOS EVERY DAY



62%

WATCH ONLINE  
VIDEOS EVERY WEEK



15%

WATCH ONLINE  
VIDEOS EVERY MONTH



6%

WATCH ONLINE VIDEOS  
LESS THAN ONCE A MONTH



2%

NEVER WATCH  
ONLINE VIDEOS



15%

we  
are,  
social

Google



Google

# HOW INTERNET USERS WATCH TELEVISION

COMPARISON OF THE METHODS AND DEVICES USED FOR ACCESSING AND DISPLAYING 'TELEVISION' CONTENT



REGULAR  
TELEVISION  
ON A TV SET



we  
are,  
social

93%

RECORDED  
CONTENT  
ON A TV SET



Google

8%

CATCH-UP /  
ON-DEMAND  
SERVICE ON TV SET



GOOG

15%

ONLINE CONTENT  
STREAMED ON  
A TV SET



Google

17%

ONLINE CONTENT  
STREAMED ON  
ANOTHER DEVICE



18%

# SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**130.0**  
MILLION

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**62%**

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



**120.0**  
MILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION

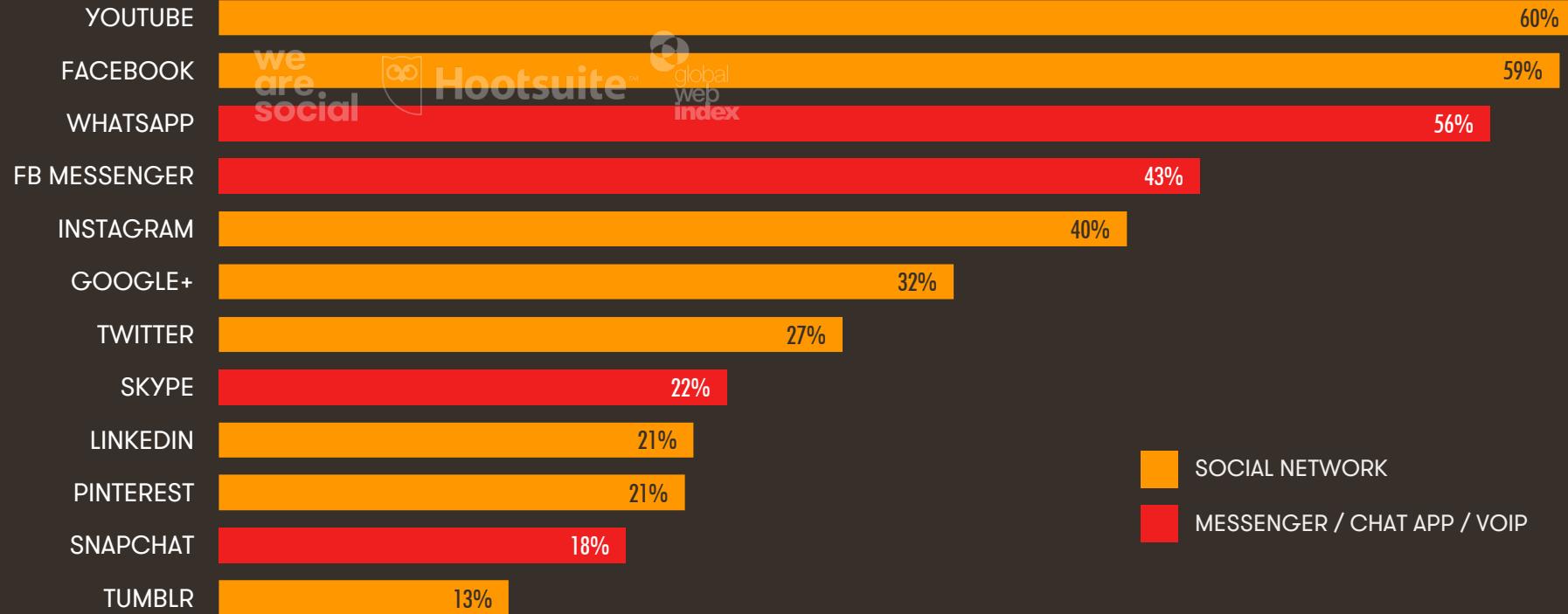


**57%**

JAN  
2018

# MOST ACTIVE SOCIAL MEDIA PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



**SOURCE:** GLOBALWEBINDEX, Q2 & Q3 2017. BASED ON A SURVEY OF INTERNET USERS AGED 16-64. **NOTES:** DATA FOR PLATFORMS WITH AN ASTERISK (\*) IS COLLECTED IN A DIFFERENT PART OF THE SURVEY TO OTHER PLATFORM DATA. ALL DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION, REGARDLESS OF AGE. **ADVISORY:** FIGURES ARE BASED ON RESPONSES TO A SURVEY, AND MAY NOT CORRELATE TO SOCIAL MEDIA PENETRATION FIGURES SHOWN ELSEWHERE IN THIS REPORT; FOR FULL DETAILS, SEE THE NOTES AT THE END OF THIS REPORT.

# FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF  
MONTHLY ACTIVE  
FACEBOOK USERS



**130.0**  
**MILLION**

ANNUAL CHANGE IN  
FACEBOOK USERS  
vs. JANUARY 2017



**+7%**

PERCENTAGE OF  
FACEBOOK USERS  
ACCESSING VIA MOBILE



**92%**

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS FEMALE



**54%**

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS MALE



**46%**

JAN  
2018

# PROFILE OF FACEBOOK USERS

A BREAKDOWN OF THE COUNTRY'S FACEBOOK'S USERS BY AGE AND GENDER, IN MILLIONS



SOURCE: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018. NOTES: THE 'TOTAL' COLUMN OF THE INSET TABLE SHOWS ORIGINAL VALUES, WHILE GRAPH VALUES HAVE BEEN DIVIDED BY ONE MILLION. TABLE PERCENTAGES REPRESENT THE RESPECTIVE GENDER AND AGE GROUP'S SHARE OF TOTAL NATIONAL FACEBOOK USERS. TABLE VALUES MAY NOT SUM EXACTLY DUE TO ROUNDING IN THE SOURCE DATA.

JAN  
2018

# AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



AVERAGE POST REACH  
vs. PAGE LIKES



AVERAGE ORGANIC  
REACH vs. PAGE LIKES



PERCENTAGE OF PAGES  
USING PAID MEDIA



AVERAGE PAID REACH  
vs. TOTAL REACH



JAN  
2018

# AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS (ALL TYPES)



we  
are.  
social

**5.12%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS



locowise

**6.83%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE PHOTO POSTS



locowise

**5.84%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS



locowise

**6.46%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS



**5.18%**

JAN  
2018

# INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF  
MONTHLY ACTIVE  
INSTAGRAM USERS



**57.00**  
MILLION

ACTIVE INSTAGRAM  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**27%**

FEMALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



**59%**

MALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



**41%**

# MOBILE USERS vs. MOBILE CONNECTIONS

COMPARING THE NUMBER OF UNIQUE MOBILE USERS TO THE NUMBER OF MOBILE CONNECTIONS



NUMBER OF UNIQUE  
MOBILE USERS (ANY  
TYPE OF HANDSET)



**143.0**  
**MILLION**

MOBILE PENETRATION  
(UNIQUE USERS vs.  
TOTAL POPULATION)



**68%**

TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



**237.7**  
**MILLION**

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**113%**

AVERAGE NUMBER OF  
CONNECTIONS PER  
UNIQUE MOBILE USER



**1.66**

SOURCES: UNIQUE MOBILE USERS: GSMA INTELLIGENCE, JANUARY 2018; GOOGLE CONSUMER BAROMETER, JANUARY 2018;  
MOBILE CONNECTIONS: GSMA INTELLIGENCE, Q4 2017. NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

JAN  
2018

# MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



**237.7**  
MILLION

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**113%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



**70%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



**30%**

PERCENTAGE OF MOBILE  
CONNECTIONS THAT ARE  
BROADBAND (3G & 4G)



**83%**

# MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF THE COUNTRY'S KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



OVERALL COUNTRY  
INDEX SCORE



**62.75**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

MOBILE NETWORK  
INFRASTRUCTURE



**55.75**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AFFORDABILITY OF  
DEVICES & SERVICES



**47.40**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

CONSUMER  
READINESS



**76.22**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT  
CONTENT & SERVICES



**76.96**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

# MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION USING  
MOBILE MESSENGERS



59%

PERCENTAGE OF THE  
POPULATION WATCHING  
VIDEOS ON MOBILE



57%

PERCENTAGE OF THE  
POPULATION PLAYING  
GAMES ON MOBILE



43%

PERCENTAGE  
OF THE POPULATION  
USING MOBILE BANKING



35%

PERCENTAGE OF THE  
POPULATION USING  
MOBILE MAP SERVICES



48%

global  
web  
index

we  
are.  
social

global  
web  
index

JAN  
2018

# SMARTPHONE LIFE MANAGEMENT ACTIVITIES



PERCENTAGE OF THE TOTAL POPULATION USING A SMARTPHONE TO PERFORM EACH TASK [SURVEY-BASED]

USE THE ALARM  
CLOCK FUNCTION



43%

MANAGE DIARY  
OR APPOINTMENTS



23%

CHECK THE  
WEATHER



17%

TRACK HEALTH, DIET,  
OR ACTIVITY LEVELS



5%

TAKE PHOTOS  
OR VIDEOS



42%

CHECK  
THE NEWS



17%

READ E-BOOKS  
OR E-MAGAZINES



9%

MANAGE LISTS  
(E.G. SHOPPING, TASKS)



11%

SOURCE: GOOGLE CONSUMER BAROMETER, JANUARY 2018. FIGURES BASED ON RESPONSES TO A SURVEY. \*NOTES: DATA BASED ON SURVEY RESPONSES FROM ADULT INTERNET USERS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS. DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION, REGARDLESS OF AGE.

JAN  
2018

# TOP APP RANKINGS

RANKINGS OF TOP MOBILE APPS BY MONTHLY ACTIVE USERS AND BY NUMBER OF DOWNLOADS



## RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	DEVELOPER / COMPANY
01	WHATSAPP MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	INSTAGRAM	FACEBOOK
05	UBER	UBER TECHNOLOGIES
06	WAZE	GOOGLE
07	NETFLIX	NETFLIX
08	SPOTIFY	SPOTIFY
09	BANCO DO BRASIL	BANCO DO BRASIL
10	MERCADOLIBRE	MERCADOLIBRE

## RANKING OF MOBILE APPS BY NUMBER OF DOWNLOADS

#	APP NAME	DEVELOPER / COMPANY
01	WHATSAPP MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	INSTAGRAM	FACEBOOK
05	UBER	UBER TECHNOLOGIES
06	PALCO MP3	STUDIO SOL
07	NETFLIX	NETFLIX
08	SNAPCHAT	SNAP
09	OLX BRASIL	NASPERS
10	ANTIVIRUS BOOSTER & CLEANER	GRUPO XANGO

SOURCE: APP ANNIE, JANUARY 2018, BASED ON DATA IN THE APP ANNIE 2017 RETROSPECTIVE REPORT. FOR MORE DETAILS, VISIT [HTTPS://WWW.APPANNIE.COM/](https://www.appannie.com/)

NOTES: RANKINGS ARE BASED ON COMBINED DATA FOR BOTH THE APPLE iOS APP STORE AND THE GOOGLE PLAY APP STORE. MONTHLY ACTIVE USER RANKINGS ARE BASED ON MONTHLY AVERAGES FOR FULL-YEAR 2017. NOTE: RANKINGS EXCLUDE PRE-INSTALLED APPS, SUCH AS YOUTUBE ON ANDROID DEVICES, AND SAFARI ON APPLE DEVICES.

# FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



HAS A BANK  
ACCOUNT



**68%**

**we  
are.  
social**

HAS A  
CREDIT CARD



**32%**

MAKES AND / OR RECEIVES  
MOBILE PAYMENTS VIA GSMA



**0.9%**

**we  
are.  
social**

MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



**9%**

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



**26%**



PERCENTAGE OF MEN  
WITH A CREDIT CARD



**38%**

PERCENTAGE OF WOMEN  
MAKING INTERNET PAYMENTS



**8%**



PERCENTAGE OF MEN  
MAKING INTERNET PAYMENTS



**9%**

# E-COMMERCE ACTIVITIES IN PAST 30 DAYS

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



SEARCHED ONLINE  
FOR A PRODUCT  
OR SERVICE TO BUY



58%

VISITED  
AN ONLINE  
RETAIL STORE



61%

PURCHASED A  
PRODUCT OR  
SERVICE ONLINE



45%

MADE AN ONLINE  
PURCHASE VIA A LAPTOP  
OR DESKTOP COMPUTER



27%

MADE AN ONLINE  
PURCHASE VIA A  
MOBILE DEVICE



27%

JAN  
2018

# E-COMMERCE SPEND BY CATEGORY

TOTAL ANNUAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES, IN UNITED STATES DOLLARS



FASHION  
& BEAUTY



\$6.361  
BILLION

ELECTRONICS &  
PHYSICAL MEDIA



\$5.165  
BILLION

FOOD &  
PERSONAL CARE



\$1.532  
BILLION

FURNITURE &  
APPLIANCES



\$2.415  
BILLION

TOYS, DIY  
& HOBBIES



\$3.209  
BILLION

TRAVEL (INCLUDING  
ACCOMMODATION)



\$4.918  
BILLION

DIGITAL  
MUSIC



\$0.160  
BILLION

VIDEO  
GAMES



\$0.468  
BILLION

SOURCES: STATISTA DIGITAL MARKET OUTLOOK, E-COMMERCE INDUSTRY, E-TRAVEL INDUSTRY, AND DIGITAL MEDIA INDUSTRY, ALL ACCESSED JANUARY 2018.  
NOTE: FIGURES ARE BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND IN 2017, AND DO NOT INCLUDE B2B SPEND.

# E-COMMERCE GROWTH BY CATEGORY

ANNUAL CHANGE IN THE TOTAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES, IN UNITED STATES DOLLARS



FASHION  
& BEAUTY



+13%

ELECTRONICS &  
PHYSICAL MEDIA



+12%

FOOD &  
PERSONAL CARE



+16%

FURNITURE &  
APPLIANCES



+13%

TOYS, DIY  
& Hobbies



+12%

TRAVEL (INCLUDING  
ACCOMMODATION)



+20%

DIGITAL  
MUSIC



+14%

VIDEO  
GAMES



+12%

we  
are.  
social

statista



# E-COMMERCE DETAIL: CONSUMER GOODS

AN OVERVIEW OF THE E-COMMERCE MARKET FOR CONSUMER GOODS, WITH VALUES IN UNITED STATES DOLLARS



TOTAL NUMBER OF PEOPLE  
PURCHASING CONSUMER  
GOODS VIA E-COMMERCE



**66.39**  
MILLION

YEAR-ON-YEAR CHANGE:

+10%

PENETRATION OF CONSUMER  
GOODS E-COMMERCE  
(TOTAL POPULATION)



**32%**

statista

VALUE OF THE CONSUMER  
GOODS E-COMMERCE MARKET  
(TOTAL ANNUAL SALES REVENUE)



**\$18.68**  
BILLION

YEAR-ON-YEAR CHANGE:

+13%

AVERAGE ANNUAL REVENUE  
PER USER OF CONSUMER  
GOODS E-COMMERCE (ARPU)



**\$281**

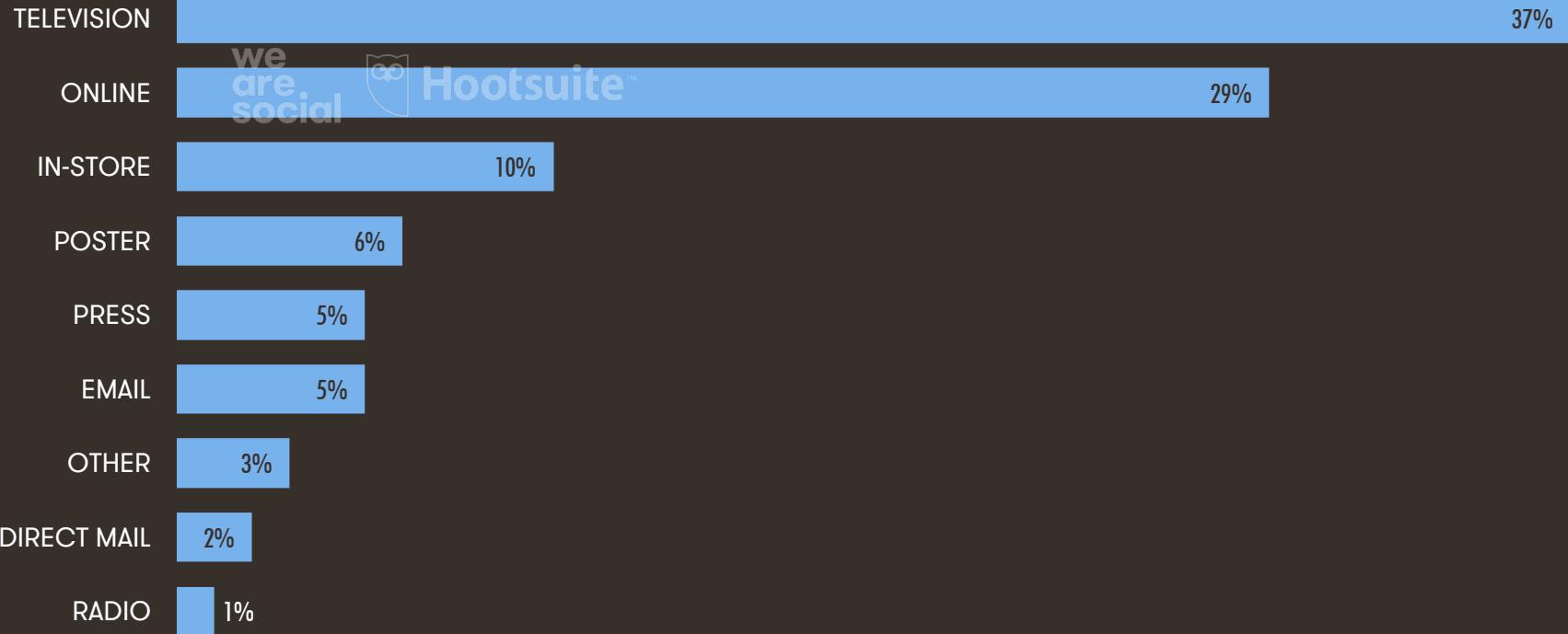
YEAR-ON-YEAR CHANGE:

+3%

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK, E-COMMERCE INDUSTRY, ACCESSED JANUARY 2018. **NOTES:** FIGURES REPRESENT SALES OF PHYSICAL GOODS VIA DIGITAL CHANNELS ON ANY DEVICE TO PRIVATE END USERS, AND DO NOT INCLUDE DIGITAL MEDIA, DIGITAL SERVICES SUCH AS TRAVEL OR SOFTWARE, B2B PRODUCTS AND SERVICES, RESALE OF USED GOODS, OR SALES BETWEEN PRIVATE PERSONS (P2P COMMERCE). PENETRATION FIGURE REPRESENTS PERCENTAGE OF TOTAL POPULATION, REGARDLESS OF AGE.

# ADVERTISING MEDIA: FIRST AWARENESS

THE CHANNEL THAT FIRST INTRODUCED INTERNET USERS\* TO A PRODUCT OR SERVICE THAT THEY SUBSEQUENTLY PURCHASED



**SOURCE:** GOOGLE CONSUMER BAROMETER, JANUARY 2018. FIGURES BASED ON RESPONSES TO A SURVEY. **\*NOTE:** DATA REPRESENTS ADULT INTERNET USERS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS. FIGURES MAY NOT TOTAL TO 100% DUE TO ROUNDING.



# COLOMBIA

# DIGITAL IN COLOMBIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL POPULATION



**49.27**  
MILLION

URBANISATION:

**77%**

INTERNET USERS



**31.00**  
MILLION

PENETRATION:

**63%**

ACTIVE SOCIAL MEDIA USERS



**31.00**  
MILLION

PENETRATION:

**63%**

UNIQUE MOBILE USERS



**34.86**  
MILLION

PENETRATION:

**71%**

ACTIVE MOBILE SOCIAL USERS



**29.00**  
MILLION

PENETRATION:

**59%**

**SOURCES:** POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

JAN  
2018

# ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET  
USERS



+9%

SINCE JAN 2017

+3 MILLION

ACTIVE SOCIAL  
MEDIA USERS



+11%

SINCE JAN 2017

+3 MILLION

UNIQUE  
MOBILE USERS



[N/A]

SINCE JAN 2017

[N/A]

ACTIVE MOBILE  
SOCIAL USERS



+16%

SINCE JAN 2017

+4 MILLION

**SOURCES:** POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. GROWTH DATA: WE ARE SOCIAL & HOOTSUITE'S DIGITAL IN 2017 REPORT.

# POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL POPULATION



FEMALE POPULATION



MALE POPULATION



ANNUAL CHANGE IN POPULATION SIZE



MEDIAN AGE

**49.27 MILLION****50.8%****49.2%****+0.8%****30.4 YEARS OLD**

POPULATION LIVING IN URBAN AREAS



GDP PER CAPITA



LITERACY (TOTAL)



FEMALE LITERACY



MALE LITERACY

**77%****\$14,181****95%****95%****95%**

JAN  
2018

# DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION\* THAT CURRENTLY USES EACH KIND OF DEVICE [SURVEY-BASED]



MOBILE PHONE  
(ANY TYPE)



95%

we  
are.  
social

SMART  
PHONE



75%

Google

LAPTOP OR  
DESKTOP COMPUTER



57%

TABLET  
COMPUTER



20%

TELEVISION  
(ANY KIND)



97%

DEVICE FOR STREAMING  
INTERNET CONTENT TO TV



10%



E-READER  
DEVICE



1%

WEARABLE  
TECH DEVICE



4%

# INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**31.00**  
MILLION

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**63%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



**29.00**  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**59%**

# INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET  
WORLD STATS



**28.53**  
MILLION

ITU (INTERNATIONAL  
TELECOMMUNICATION UNION)



we  
are.  
social

**28.64**  
MILLION

INTERNET  
LIVE STATS



**27.66**  
MILLION

CIA WORLD  
FACTBOOK



we  
are.  
social

**28.62**  
MILLION

# FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)



EVERY  
DAY



88%

AT LEAST ONCE  
PER WEEK



7%

AT LEAST ONCE  
PER MONTH



3%

LESS THAN ONCE  
PER MONTH



1%

we  
are.  
social

Google



# INTERNET CONNECTIONS: SPEED & DEVICES

AVERAGE INTERNET CONNECTION SPEEDS, AND THE DEVICE THAT PEOPLE USE MOST OFTEN TO ACCESS THE INTERNET



AVERAGE INTERNET  
SPEED VIA FIXED  
CONNECTIONS



**10.83**  
MBPS

AVERAGE INTERNET  
SPEED VIA MOBILE  
CONNECTIONS



**15.41**  
MBPS

ACCESS THE INTERNET  
MOST OFTEN VIA A  
COMPUTER OR TABLET



we  
are  
social

**10%**

ACCESS EQUIALLY VIA  
A SMARTPHONE AND  
COMPUTER OR TABLET



Google

**29%**

ACCESS THE INTERNET  
MOST OFTEN VIA A  
SMARTPHONE



**53%**

JAN  
2018

# SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &  
DESKTOPS



**67%**

YEAR-ON-YEAR CHANGE:

**+11%**

MOBILE  
PHONES



**31%**

YEAR-ON-YEAR CHANGE:

**-17%**

TABLET  
DEVICES



**2%**

YEAR-ON-YEAR CHANGE:

**-28%**

OTHER  
DEVICES



**0.16%**

YEAR-ON-YEAR CHANGE:

**+167%**

JAN  
2018

# SIMILARWEB'S RANKING OF TOP WEBSITES

RANKINGS BASED ON AVERAGE MONTHLY TRAFFIC TO EACH WEBSITE IN Q4 2017



#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM.CO	SEARCH	252,400,000	12M 41S	8.5
02	YOUTUBE.COM	TV & VIDEO	203,600,000	41M 09S	15.9
03	GOOGLE.COM	SEARCH	161,400,000	13M 57S	15.2
04	FACEBOOK.COM	SOCIAL	148,500,000	20M 43S	19.5
05	LIVE.COM	EMAIL	55,900,000	10M 25S	10.3
06	WHATSAPP.COM	SOCIAL	32,200,000	3M 04S	2.0
07	WIKIPEDIA.ORG	REFERENCE	24,200,000	5M 33S	3.0
08	YAHOO.COM	NEWS & MEDIA	22,900,000	6M 59S	5.9
09	MSN.COM	NEWS & MEDIA	17,700,000	9M 01S	6.7
10	TWITTER.COM	SOCIAL	16,800,000	12M 06S	7.7

**SOURCE:** SIMILARWEB, JANUARY 2018, BASED ON AVERAGE MONTHLY DATA FOR Q4 2017. **NOTES:** MONTHLY TRAFFIC REPRESENTS TOTAL VISITS TO EACH SITE, NOT UNIQUE VISITORS. DATA FOR SOME COUNTRIES REPRESENTS DESKTOP TRAFFIC, WHILST OTHERS REPRESENTS TRAFFIC FROM BOTH DESKTOP AND MOBILE DEVICES. **ADVISORY:** SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

JAN  
2018

# ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES	
01	GOOGLE.COM.CO	7M 16S	9.07	11	WIKIPEDIA.ORG	4M 16S	3.31	
02	YOUTUBE.COM	8M 18S	4.79	12	MILEROTICOS.COM	11M 52S	13.40	
03	GOOGLE.COM	7M 32S	8.56	13	FRIV.COM	3M 06S	1.21	
04	FACEBOOK.COM	10M 21S	4.00	14	MSN.COM	3M 51S	2.53	
05	LIVE.COM	4M 03S	3.41	15	CANALRCN.COM	2M 45S	2.36	
06	THESTARTMAGAZINE.COM	7M 29S	3.20	16	ONLINEVIDEOCONVERTER.COM	6M 49S	2.27	
07	MERCADOLIBRE.COM.CO	8M 36S	7.67	17	WHATSAPP.COM	we are social	3M 50S	1.23
08	YAHOO.COM	4M 02S	3.61	18	NETFLIX.COM	2M 04S	1.79	
09	MINUTO30.COM	9M 21S	3.87	19	TRANSACCIONESBANCOLOMBIA.COM	6M 23S	10.80	
10	INSTAGRAM.COM	5M 23S	3.34	20	ELTIEMPO.COM	4M 07S	2.15	

SOURCE: ALEXA, JANUARY 2018. NOTES: 'TIME' REPRESENTS TIME SPENT ON SITE PER DAY. 'PAGES' REPRESENTS NUMBER OF PAGE VIEWS PER DAY. ALEXA USES A COMBINATION OF AVERAGE DAILY VISITORS AND PAGE VIEWS OVER A ONE-MONTH PERIOD TO CALCULATE ITS RANKING. RANKINGS ON THIS SLIDE ARE BASED ON THE MONTH TO 16 JANUARY 2018. ADVISORY: SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

# WEEKLY ONLINE ACTIVITIES BY DEVICE

PERCENTAGE OF THE TOTAL POPULATION\* ENGAGING IN EACH ACTIVITY AT LEAST ONCE PER WEEK [SURVEY-BASED]



USE A SEARCH ENGINE



we  
are  
social

VISIT A SOCIAL NETWORK



Google

PLAY GAMES



WATCH VIDEOS



Google

LOOK FOR PRODUCT INFORMATION



SMARTPHONE:  
**41%**

COMPUTER:  
**28%**

SMARTPHONE:  
**48%**

COMPUTER:  
**30%**

SMARTPHONE:  
**13%**

COMPUTER:  
**7%**

SMARTPHONE:  
**43%**

COMPUTER:  
**27%**

SMARTPHONE:  
**9%**

COMPUTER:  
**6%**

SOURCE: GOOGLE CONSUMER BAROMETER, JANUARY 2018. FIGURES BASED ON RESPONSES TO A SURVEY. \*NOTES: DATA BASED ON SURVEY RESPONSES FROM ADULT INTERNET USERS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS. DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION, REGARDLESS OF AGE.

JAN  
2018

# TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX	#	QUERY	INDEX
01	FACEBOOK	100	11	CONVERTIDOR	15
02	YOUTUBE	64	12	TIEMPO	14
03	HOTMAIL	52	13	FРИV	14
04	TRADUCTOR	42	14	WHATSAPP	14
05	GOOGLE	33	15	BANCOLOMBIA	13
06	GMAIL	29	16	MUSICA	13
07	INICIAR SESION	27	17	MP3	12
08	IMAGENES	24	18	FACEBOOK INICIAR SESION	11
09	VIDEOS	24	19	OLX	10
10	JUEGOS	23	20	HOTMAIL INICIAR SESION	9

# FREQUENCY OF WATCHING ONLINE VIDEO

HOW OFTEN INTERNET USERS WATCH ONLINE VIDEOS (ANY DEVICE)



WATCH ONLINE  
VIDEOS EVERY DAY



64%

WATCH ONLINE  
VIDEOS EVERY WEEK



19%

WATCH ONLINE  
VIDEOS EVERY MONTH



7%

WATCH ONLINE VIDEOS  
LESS THAN ONCE A MONTH



2%

NEVER WATCH  
ONLINE VIDEOS



9%

# HOW INTERNET USERS WATCH TELEVISION

COMPARISON OF THE METHODS AND DEVICES USED FOR ACCESSING AND DISPLAYING 'TELEVISION' CONTENT



REGULAR  
TELEVISION  
ON A TV SET



RECORDED  
CONTENT  
ON A TV SET



CATCH-UP /  
ON-DEMAND  
SERVICE ON TV SET



ONLINE CONTENT  
STREAMED ON  
A TV SET



ONLINE CONTENT  
STREAMED ON  
ANOTHER DEVICE



95%

21%

22%

26%

24%

we  
are,  
social

Google



Google

# SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**31.00**  
MILLION

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**63%**

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



**29.00**  
MILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**59%**

# FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF  
MONTHLY ACTIVE  
FACEBOOK USERS



**31.00**  
MILLION

ANNUAL CHANGE IN  
FACEBOOK USERS  
vs. JANUARY 2017



**+11%**

PERCENTAGE OF  
FACEBOOK USERS  
ACCESSING VIA MOBILE



**94%**

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS FEMALE



**52%**

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS MALE

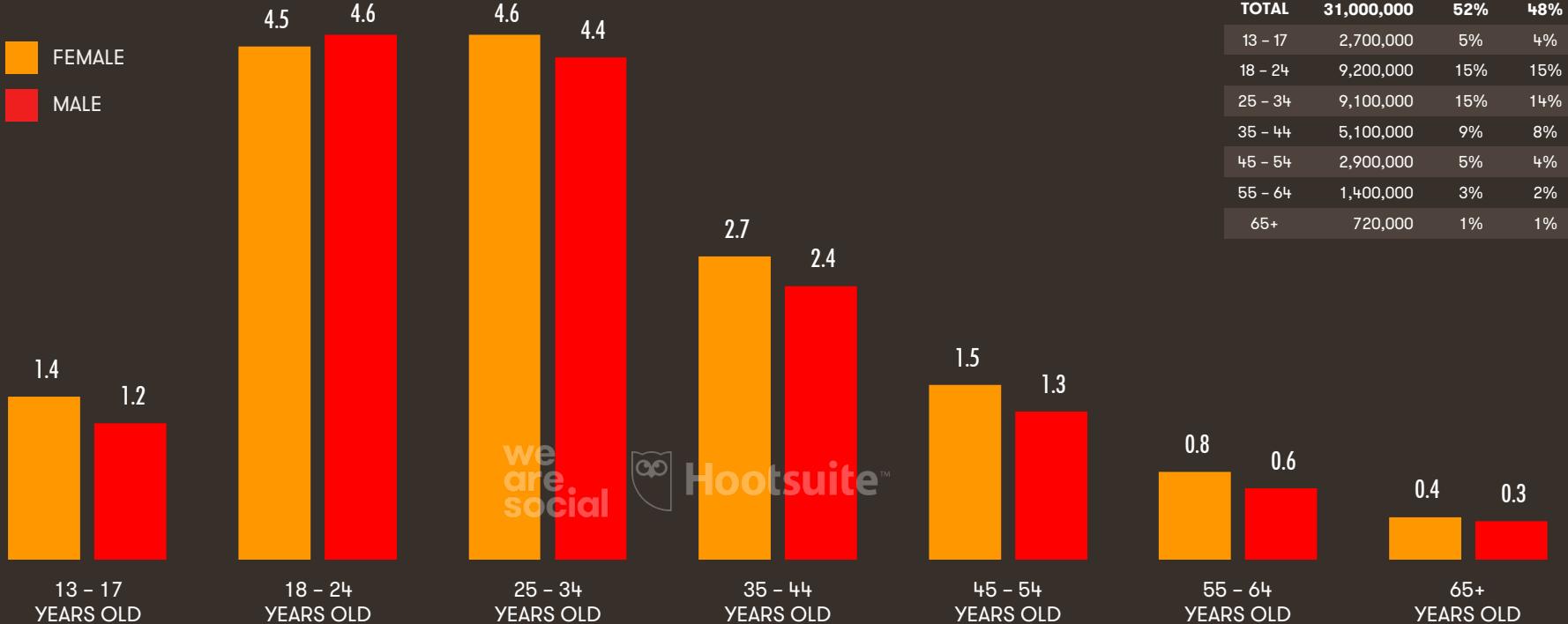


**48%**

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# PROFILE OF FACEBOOK USERS

A BREAKDOWN OF THE COUNTRY'S FACEBOOK'S USERS BY AGE AND GENDER, IN MILLIONS



72  
SOURCE: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018. NOTES: THE 'TOTAL' COLUMN OF THE INSET TABLE SHOWS ORIGINAL VALUES, WHILE GRAPH VALUES HAVE BEEN DIVIDED BY ONE MILLION. TABLE PERCENTAGES REPRESENT THE RESPECTIVE GENDER AND AGE GROUP'S SHARE OF TOTAL NATIONAL FACEBOOK USERS. TABLE VALUES MAY NOT SUM EXACTLY DUE TO ROUNDING IN THE SOURCE DATA.

Hootsuite™

# AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



+0.74%

AVERAGE POST REACH  
vs. PAGE LIKES



12.7%

AVERAGE ORGANIC  
REACH vs. PAGE LIKES



16.1%

PERCENTAGE OF PAGES  
USING PAID MEDIA



31.4%

AVERAGE PAID REACH  
vs. TOTAL REACH



38.9%

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2018

# AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS (ALL TYPES)



we  
are.  
social

**3.76%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS



locowise

**4.79%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE PHOTO POSTS



locowise

**4.60%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS



locowise

**3.41%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS



**6.10%**

# INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF  
MONTHLY ACTIVE  
INSTAGRAM USERS



**10.00**  
MILLION

ACTIVE INSTAGRAM  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**20%**

FEMALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



**56%**

MALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



**44%**

# MOBILE USERS vs. MOBILE CONNECTIONS

COMPARING THE NUMBER OF UNIQUE MOBILE USERS TO THE NUMBER OF MOBILE CONNECTIONS



NUMBER OF UNIQUE  
MOBILE USERS (ANY  
TYPE OF HANDSET)



**34.86**  
MILLION

MOBILE PENETRATION  
(UNIQUE USERS vs.  
TOTAL POPULATION)



**71%**

TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



**54.29**  
MILLION

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**110%**

AVERAGE NUMBER OF  
CONNECTIONS PER  
UNIQUE MOBILE USER



**1.56**

SOURCES: UNIQUE MOBILE USERS: GSMA INTELLIGENCE, JANUARY 2018; GOOGLE CONSUMER BAROMETER, JANUARY 2018;  
MOBILE CONNECTIONS: GSMA INTELLIGENCE, Q4 2017. NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

JAN  
2018

# MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



**54.29**  
MILLION

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**110%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



**77%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



**23%**

PERCENTAGE OF MOBILE  
CONNECTIONS THAT ARE  
BROADBAND (3G & 4G)



**58%**

# MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF THE COUNTRY'S KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



OVERALL COUNTRY  
INDEX SCORE



**62.99**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

MOBILE NETWORK  
INFRASTRUCTURE



**50.16**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AFFORDABILITY OF  
DEVICES & SERVICES



**55.35**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

CONSUMER  
READINESS



**74.17**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT  
CONTENT & SERVICES



**76.43**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

# FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



HAS A BANK ACCOUNT



**39%**

**we  
are.  
social**

HAS A CREDIT CARD



**14%**

MAKES AND / OR RECEIVES MOBILE PAYMENTS VIA GSMA



**2%**

**we  
are.  
social**

MAKES ONLINE PURCHASES AND / OR PAYS BILLS ONLINE



**6%**

PERCENTAGE OF WOMEN WITH A CREDIT CARD



**11%**



PERCENTAGE OF MEN WITH A CREDIT CARD



**17%**



PERCENTAGE OF WOMEN MAKING INTERNET PAYMENTS



**5%**



PERCENTAGE OF MEN MAKING INTERNET PAYMENTS



**8%**



**Hootsuite™**

**we  
are.  
social**



# ECUADOR

# DIGITAL IN ECUADOR

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL POPULATION



**16.74**  
MILLION

URBANISATION:

**64%**

INTERNET USERS



**13.47**  
MILLION

PENETRATION:

**80%**

ACTIVE SOCIAL MEDIA USERS



**11.00**  
MILLION

PENETRATION:

**66%**

MOBILE CONNECTIONS



**15.23**  
MILLION

vs. POPULATION:

**91%**

ACTIVE MOBILE SOCIAL USERS



**10.00**  
MILLION

PENETRATION:

**60%**

**SOURCES:** POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

JAN  
2018

# ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET  
USERS



**0%**

SINCE JAN 2017

**(UNCHANGED)**

ACTIVE SOCIAL  
MEDIA USERS

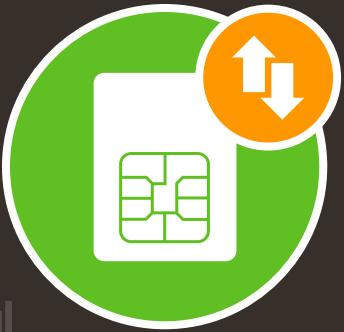


**+10%**

SINCE JAN 2017

**+1 MILLION**

MOBILE  
CONNECTIONS



**+6%**

SINCE JAN 2017

**+862 THOUSAND**

ACTIVE MOBILE  
SOCIAL USERS



**+10%**

SINCE JAN 2017

**+900 THOUSAND**

we  
are.  
social

**SOURCES:** POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **GROWTH DATA:** WE ARE SOCIAL & HOOTSUITE'S DIGITAL IN 2017 REPORT.

# POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL POPULATION



FEMALE POPULATION



MALE POPULATION



ANNUAL CHANGE IN POPULATION SIZE



MEDIAN AGE

**16.74**  
MILLION**50.0%****50.0%****+1.4%****28.1**  
YEARS OLD

POPULATION LIVING IN URBAN AREAS



GDP PER CAPITA



LITERACY (TOTAL)



FEMALE LITERACY



MALE LITERACY

**64%****\$11,264****95%****94%****95%**

# INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**13.47**  
MILLION

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**80%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



**12.25**  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**73%**

# INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET  
WORLD STATS



**13.47**  
MILLION

ITU (INTERNATIONAL  
TELECOMMUNICATION UNION)



we  
are.  
social

**9.05**  
MILLION

INTERNET  
LIVE STATS



we  
are.  
social

**7.06**  
MILLION

CIA WORLD  
FACTBOOK



**9.06**  
MILLION

# SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &  
DESKTOPS



**71%**

YEAR-ON-YEAR CHANGE:

**+3%**

MOBILE  
PHONES



**27%**

YEAR-ON-YEAR CHANGE:

**-5%**

TABLET  
DEVICES



**2%**

YEAR-ON-YEAR CHANGE:

**-22%**

OTHER  
DEVICES



**0.17%**

YEAR-ON-YEAR CHANGE:

**+113%**

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2018

# ALEXA'S RANKING OF TOP WEBSITES

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#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES
01	GOOGLE.COM.EC	7M 39S	9.09	11	THESTARTMAGAZINE.COM	7M 29S	3.20
02	YOUTUBE.COM	8M 18S	4.79	12	MSN.COM	3M 51S	2.53
03	GOOGLE.COM	7M 32S	8.56	13	BLOGSPOT.COM	2M 38S	2.12
04	FACEBOOK.COM	10M 21S	4.00	14	ELNOTICIERO.COM.EC	2M 56S	1.50
05	ELCOMERCIO.COM	5M 05S	1.94	15	INSTAGRAM.COM	5M 23S	3.34
06	LIVE.COM	4M 03S	3.41	16	GOOGLE.ES	6M 14S	10.82
07	TELEAMAZONAS.COM	5M 21S	2.19	17	BLES.COM	2M 53S	1.42
08	YAHOO.COM	4M 02S	3.61	18	MERCADOLIBRE.COM.EC	7M 44S	6.24
09	ECUAVISA.COM	2M 52S	1.66	19	XVIDEOS.COM	14M 04S	10.15
10	WIKIPEDIA.ORG	4M 16S	3.31	20	IESS.GOB.EC	8M 12S	5.44

SOURCE: ALEXA, JANUARY 2018. NOTES: 'TIME' REPRESENTS TIME SPENT ON SITE PER DAY. 'PAGES' REPRESENTS NUMBER OF PAGE VIEWS PER DAY. ALEXA USES A COMBINATION OF AVERAGE DAILY VISITORS AND PAGE VIEWS OVER A ONE-MONTH PERIOD TO CALCULATE ITS RANKING. RANKINGS ON THIS SLIDE ARE BASED ON THE MONTH TO 16 JANUARY 2018. ADVISORY: SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

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2018

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RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



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01	FACEBOOK	100	11	MUSICA	14
02	ECUADOR	58	12	INICIAR SESION FACEBOOK	14
03	YOUTUBE	44	13	GMAIL	12
04	TRADUCTOR	30	14	PICHINCHA	12
05	HOTMAIL	28	15	IESS	11
06	GOOGLE	25	16	FRIV	11
07	INICIAR SESION	21	17	OLX	10
08	VIDEOS	19	18	MP3	10
09	IMAGENES	18	19	BANCO PICHINCHA	9
10	JUEGOS	16	20	CONVERTIDOR	9

# SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**11.00**  
MILLION

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**66%**

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



**10.00**  
MILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**60%**

# FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF  
MONTHLY ACTIVE  
FACEBOOK USERS



**11.00**  
MILLION

ANNUAL CHANGE IN  
FACEBOOK USERS  
vs. JANUARY 2017



**+10%**

PERCENTAGE OF  
FACEBOOK USERS  
ACCESSING VIA MOBILE



**91%**

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS FEMALE



**48%**

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS MALE



**52%**

# AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



+0.05%

AVERAGE POST REACH  
vs. PAGE LIKES



6.2%

AVERAGE ORGANIC  
REACH vs. PAGE LIKES



4.4%

PERCENTAGE OF PAGES  
USING PAID MEDIA



58.3%

AVERAGE PAID REACH  
vs. TOTAL REACH



21.1%

# AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE POSTS (ALL TYPES)



**3.13%**

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE VIDEO POSTS



**2.78%**

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE PHOTO POSTS



**4.33%**

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE LINK POSTS



**3.49%**

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE STATUS POSTS



**1.95%**

**SOURCE:** LOCOWISE, JANUARY 2018. DATA REPRESENTS AVERAGE FIGURES FOR FULL-YEAR 2017. **NOTE:** ENGAGEMENT RATES COMPARE THE NUMBER OF PEOPLE WHO INTERACTED WITH A POST TO THE TOTAL NUMBER OF UNIQUE USERS TO WHOM THAT POST WAS SERVED, REGARDLESS OF WHETHER THOSE USERS WERE FANS OF THE PAGE AT THAT TIME.

# INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF  
MONTHLY ACTIVE  
INSTAGRAM USERS



**3.40**  
MILLION

ACTIVE INSTAGRAM  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**20%**

FEMALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



**54%**

MALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



**46%**

# MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



**15.23**  
MILLION

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



GSMA

**91%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



GSMA

**71%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



GSMA

**29%**

PERCENTAGE OF MOBILE  
CONNECTIONS THAT ARE  
BROADBAND (3G & 4G)



**63%**

# MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF THE COUNTRY'S KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



OVERALL COUNTRY  
INDEX SCORE



**61.22**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

MOBILE NETWORK  
INFRASTRUCTURE



**52.81**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AFFORDABILITY OF  
DEVICES & SERVICES



**51.17**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

CONSUMER  
READINESS



**71.86**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT  
CONTENT & SERVICES



**72.37**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

# FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



HAS A BANK ACCOUNT



46%

**we  
are.  
social**

HAS A CREDIT CARD



6%

MAKES AND / OR RECEIVES MOBILE PAYMENTS VIA GSMA



[N/A]

MAKES ONLINE PURCHASES AND / OR PAYS BILLS ONLINE



2%

**we  
are.  
social**

PERCENTAGE OF WOMEN WITH A CREDIT CARD



4%



PERCENTAGE OF MEN WITH A CREDIT CARD



7%



PERCENTAGE OF WOMEN MAKING INTERNET PAYMENTS



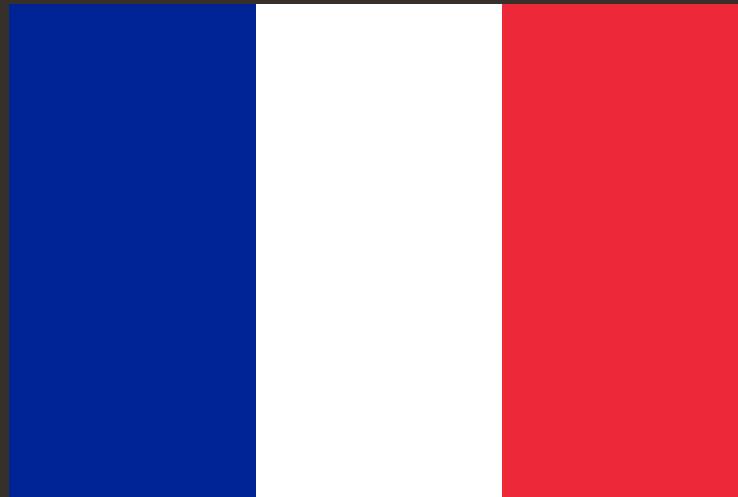
2%



PERCENTAGE OF MEN MAKING INTERNET PAYMENTS



2%



# FRENCH GUIANA

JAN  
2018

# DIGITAL IN FRENCH GUIANA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

FRENCH  
GUIANA



TOTAL  
POPULATION



**286.2**  
THOUSAND

URBANISATION:

**85%**

INTERNET  
USERS



**120.0**  
THOUSAND

PENETRATION:

**42%**

ACTIVE SOCIAL  
MEDIA USERS



**120.0**  
THOUSAND

PENETRATION:

**42%**

MOBILE  
CONNECTIONS



**373.2**  
THOUSAND

vs. POPULATION:

**130%**

ACTIVE MOBILE  
SOCIAL USERS



**110.0**  
THOUSAND

PENETRATION:

**38%**

**SOURCES:** POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

JAN  
2018

# ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

FRENCH  
GUIANA



INTERNET  
USERS



+9%

SINCE JAN 2017

+10 THOUSAND

ACTIVE SOCIAL  
MEDIA USERS



+9%

SINCE JAN 2017

+10 THOUSAND

MOBILE  
CONNECTIONS



+3%

SINCE JAN 2017

+10 THOUSAND

ACTIVE MOBILE  
SOCIAL USERS



+10%

SINCE JAN 2017

+10 THOUSAND

we  
are.  
social

JAN  
2018

# POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS

FRENCH  
GUIANA



TOTAL  
POPULATION



we  
are.  
social

**286.2**  
THOUSAND

FEMALE  
POPULATION



we  
are.  
social

**50.0%**

MALE  
POPULATION



we  
are.  
social

**50.0%**

ANNUAL CHANGE IN  
POPULATION SIZE



we  
are.  
social

**+2.5%**

MEDIAN  
AGE



**[N/A]**

POPULATION LIVING  
IN URBAN AREAS



we  
are.  
social

**85%**

GDP PER  
CAPITA



we  
are.  
social

**[N/A]**

LITERACY  
(TOTAL)



we  
are.  
social

**83%**

FEMALE  
LITERACY



we  
are.  
social

**82%**

MALE  
LITERACY



we  
are.  
social

**84%**

# INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**120.0**  
THOUSAND

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**42%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



**110.0**  
THOUSAND

MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**38%**

JAN  
2018

FRENCH  
GUIANA



# SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS

LAPTOPS &  
DESKTOPS



**53%**

YEAR-ON-YEAR CHANGE:

**-19%**

**41%**

YEAR-ON-YEAR CHANGE:

**+48%**

TABLET  
DEVICES



**6%**

YEAR-ON-YEAR CHANGE:

**-12%**

OTHER  
DEVICES



**0.22%**

YEAR-ON-YEAR CHANGE:

**+10%**

JAN  
2018

FRENCH  
GUIANA

# ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES
01	YOUTUBE.COM	8M 18S	4.79	11	AC-GUYANE.FR	5M 42S	3.80
02	GOOGLE.FR	6M 34S	11.10	12	GOOGLE.GP	5M 36S	8.30
03	GOOGLE.COM	7M 32S	8.56	13	ALIEXPRESS.COM	14M 15S	11.29
04	FACEBOOK.COM	10M 21S	4.00	14	INSTAGRAM.COM	5M 23S	3.34
05	LIVE.COM	4M 03S	3.41	15	PORNHUB.COM	8M 29S	3.19
06	LABANQUEPOSTALE.FR	4M 46S	7.16	16	MSN.COM	3M 51S	2.53
07	YAHOO.COM	4M 02S	3.61	17	VOIRFILMS.WS	5M 53S	6.41
08	ORANGE.FR	8M 50S	6.46	18	AMAZON.FR	7M 02S	8.09
09	LEBONCOIN.FR	15M 10S	12.00	19	FRANCEGUYANE.FR	4M 46S	4.70
10	WIKIPEDIA.ORG	4M 16S	3.31	20	BONGACAMS.COM	4M 22S	2.03

SOURCE: ALEXA, JANUARY 2018. NOTES: 'TIME' REPRESENTS TIME SPENT ON SITE PER DAY. 'PAGES' REPRESENTS NUMBER OF PAGE VIEWS PER DAY. ALEXA USES A COMBINATION OF AVERAGE DAILY VISITORS AND PAGE VIEWS OVER A ONE-MONTH PERIOD TO CALCULATE ITS RANKING. RANKINGS ON THIS SLIDE ARE BASED ON THE MONTH TO 16 JANUARY 2018. ADVISORY: SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

JAN  
2018

FRENCH  
GUIANA

# TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX	#	QUERY	INDEX
01	GUYANE	100	11	GMAIL	12
02	FACEBOOK	48	12	ORANGE	12
03	YOUTUBE	42	13	GOOGLE TRADUCTION	11
04	GOOGLE	27	14	LE BON COIN	11
05	TRADUCTION	23	15	TELECHARGER	10
06	STREAMING	21	16	JEUX	9
07	BANQUE POSTALE	18	17	CAF	9
08	LA BANQUE POSTALE	15	18	HOTMAIL	9
09	BON COIN	13	19	NEW YORK LOTTERY	9
10	LOTTERY	13	20	FRANCE GUYANE	8

104

SOURCE: GOOGLE TRENDS, JANUARY 2018. NOTES: GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE 'INDEX' COLUMN SHOWS RELATIVE VOLUME FOR EACH QUERY COMPARED TO THE SEARCH VOLUME FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY).

JAN  
2018

# SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY

FRENCH  
GUIANA



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**120.0**  
THOUSAND

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**42%**

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



**110.0**  
THOUSAND

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**38%**

# FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS

TOTAL NUMBER OF  
MONTHLY ACTIVE  
FACEBOOK USERS



**120.0**  
THOUSAND

ANNUAL CHANGE IN  
FACEBOOK USERS  
vs. JANUARY 2017



**+9%**

PERCENTAGE OF  
FACEBOOK USERS  
ACCESSING VIA MOBILE



**92%**

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS FEMALE



**50%**

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS MALE



**50%**



# AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA

AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



+0.05%

AVERAGE POST REACH  
vs. PAGE LIKES



7.4%

AVERAGE ORGANIC  
REACH vs. PAGE LIKES



13.0%

PERCENTAGE OF PAGES  
USING PAID MEDIA



18.6%

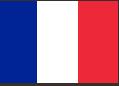
AVERAGE PAID REACH  
vs. TOTAL REACH



20.3%

JAN  
2018

FRENCH  
GUIANA



# AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS (ALL TYPES)



we  
are.  
social

**9.22%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS



locowise

**9.27%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE PHOTO POSTS



locowise

**8.27%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS



locowise

**6.27%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS



**2.11%**

JAN  
2018

# INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER

FRENCH  
GUIANA



TOTAL NUMBER OF  
MONTHLY ACTIVE  
INSTAGRAM USERS



**49.00**  
THOUSAND

ACTIVE INSTAGRAM  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**17%**

FEMALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



**52%**

MALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



**48%**

we  
are.  
social



we  
are.  
social



# MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)

TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



**373.2**  
THOUSAND

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**130%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



**51%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



**49%**

PERCENTAGE OF MOBILE  
CONNECTIONS THAT ARE  
BROADBAND (3G & 4G)



**68%**



# GUYANA

JAN  
2018

# DIGITAL IN GUYANA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**780.0**  
THOUSAND

URBANISATION:

**29%**

INTERNET  
USERS



**390.0**  
THOUSAND

PENETRATION:

**50%**

ACTIVE SOCIAL  
MEDIA USERS



**390.0**  
THOUSAND

PENETRATION:

**50%**

MOBILE  
CONNECTIONS



**616.9**  
THOUSAND

vs. POPULATION:

**79%**

ACTIVE MOBILE  
SOCIAL USERS



**360.0**  
THOUSAND

PENETRATION:

**46%**

**SOURCES:** POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

JAN  
2018

# ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET  
USERS



+15%

SINCE JAN 2017

+50 THOUSAND

ACTIVE SOCIAL  
MEDIA USERS

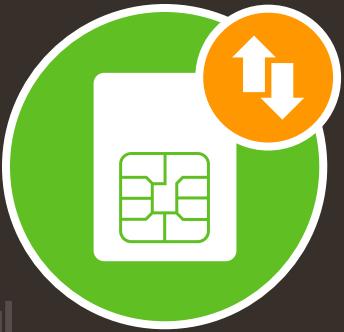


+15%

SINCE JAN 2017

+50 THOUSAND

MOBILE  
CONNECTIONS



we  
are.  
social

-11%

SINCE JAN 2017

-79 THOUSAND

ACTIVE MOBILE  
SOCIAL USERS



+20%

SINCE JAN 2017

+60 THOUSAND

**SOURCES:** POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **GROWTH DATA:** WE ARE SOCIAL & HOOTSUITE'S DIGITAL IN 2017 REPORT.

JAN  
2018

# POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL POPULATION



**780.0**  
THOUSAND

FEMALE POPULATION



**49.5%**

MALE POPULATION



**50.5%**

ANNUAL CHANGE IN POPULATION SIZE



**+0.6%**

MEDIAN AGE



**26.7**  
YEARS OLD

POPULATION LIVING IN URBAN AREAS



**29%**

GDP PER CAPITA



**\$7,852**

LITERACY (TOTAL)



**89%**

FEMALE LITERACY



**90%**

MALE LITERACY



**87%**

# INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



# INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET  
WORLD STATS



**305.0**  
THOUSAND

ITU (INTERNATIONAL  
TELECOMMUNICATION UNION)



we  
are.  
social

**278.2**  
THOUSAND

INTERNET  
LIVE STATS



we  
are.  
social

**305.0**  
THOUSAND

CIA WORLD  
FACTBOOK



**278.5**  
THOUSAND

JAN  
2018

# SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &  
DESKTOPS



41%

YEAR-ON-YEAR CHANGE:

-16%

52%

YEAR-ON-YEAR CHANGE:

+15%

7%

YEAR-ON-YEAR CHANGE:

+21%

0.14%

YEAR-ON-YEAR CHANGE:

+40%

MOBILE  
PHONES



TABLET  
DEVICES



OTHER  
DEVICES



JAN  
2018

# ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES
01	GOOGLE.GY	8M 54S	8.75	11	BONGACAMS.COM	4M 22S	2.03
02	YOUTUBE.COM	8M 18S	4.79	12	INSTAGRAM.COM	5M 23S	3.34
03	GOOGLE.COM	7M 32S	8.56	13	REDDIT.COM	15M 46S	10.05
04	YAHOO.COM	4M 02S	3.61	14	EBAY.COM	9M 41S	7.22
05	FACEBOOK.COM	10M 21S	4.00	15	XVIDEOS.COM	14M 04S	10.15
06	AMAZON.COM	8M 29S	8.62	16	EXDYNNSRV.COM	0M 44S	1.34
07	WIKIPEDIA.ORG	4M 16S	3.31	17	PROVIDR.COM	3M 40S	3.26
08	DELOTON.COM	1M 02S	1.52	18	PORNHUB.COM	8M 29S	3.19
09	NETFLIX.COM	2M 04S	1.79	19	LIVE.COM	4M 03S	3.41
10	0123MOVIES.COM	3M 35S	5.08	20	POPADS.NET	0M 46S	1.89

SOURCE: ALEXA, JANUARY 2018. NOTES: 'TIME' REPRESENTS TIME SPENT ON SITE PER DAY. 'PAGES' REPRESENTS NUMBER OF PAGE VIEWS PER DAY. ALEXA USES A COMBINATION OF AVERAGE DAILY VISITORS AND PAGE VIEWS OVER A ONE-MONTH PERIOD TO CALCULATE ITS RANKING. RANKINGS ON THIS SLIDE ARE BASED ON THE MONTH TO 16 JANUARY 2018. ADVISORY: SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

JAN  
2018

# TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX	#	QUERY	INDEX
01	GUYANA	100	11	LOVE	16
02	FACEBOOK	76	12	JUICE MP3	14
03	YOUTUBE	43	13	AMAZON	13
04	FACEBOOK LOGIN	35	14	MUSIC	11
05	MP3	29	15	YAHOO	11
06	NEWS	27	16	GAMES	10
07	YOU	27	17	KAIETEUR NEWS	9
08	QUOTES	21	18	CRICKET	9
09	GOOGLE	19	19	123MOVIES	9
10	MOVIES	18	20	GUYANA NEWS	8

# SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**390.0**  
THOUSAND

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**50%**

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



**360.0**  
THOUSAND

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**46%**

# FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF  
MONTHLY ACTIVE  
FACEBOOK USERS



**390.0**  
THOUSAND

ANNUAL CHANGE IN  
FACEBOOK USERS  
vs. JANUARY 2017



**+15%**

PERCENTAGE OF  
FACEBOOK USERS  
ACCESSING VIA MOBILE



**92%**

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS FEMALE



**54%**

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS MALE



**46%**

JAN  
2018

# AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



+0.05%

AVERAGE POST REACH  
vs. PAGE LIKES



12.3%

AVERAGE ORGANIC  
REACH vs. PAGE LIKES



10.4%

PERCENTAGE OF PAGES  
USING PAID MEDIA



20.3%

AVERAGE PAID REACH  
vs. TOTAL REACH



28.2%

JAN  
2018

# AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS (ALL TYPES)



we  
are.  
social

**3.98%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS



locowise

**6.02%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE PHOTO POSTS



locowise

**3.75%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS



locowise

**4.49%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS



**4.24%**

JAN  
2018

# INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF  
MONTHLY ACTIVE  
INSTAGRAM USERS



**100.0**  
THOUSAND

ACTIVE INSTAGRAM  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**13%**

FEMALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



**55%**

MALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



**45%**

JAN  
2018

# MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



**616.9**  
THOUSAND

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



GSMA

**79%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



GSMA

**95%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



GSMA

**5%**

PERCENTAGE OF MOBILE  
CONNECTIONS THAT ARE  
BROADBAND (3G & 4G)



**6%**



# SURINAME

JAN  
2018

# DIGITAL IN SURINAME

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**565.9**  
THOUSAND

URBANISATION:

**66%**

INTERNET  
USERS



**340.0**  
THOUSAND

PENETRATION:

**60%**

ACTIVE SOCIAL  
MEDIA USERS



**340.0**  
THOUSAND

PENETRATION:

**60%**

MOBILE  
CONNECTIONS



**987.5**  
THOUSAND

vs. POPULATION:

**175%**

ACTIVE MOBILE  
SOCIAL USERS



**310.0**  
THOUSAND

PENETRATION:

**55%**

**SOURCES:** POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

JAN  
2018

# ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET  
USERS



+10%

SINCE JAN 2017

+30 THOUSAND

ACTIVE SOCIAL  
MEDIA USERS



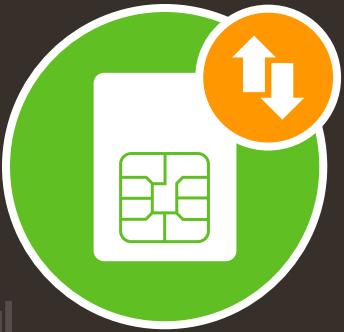
we  
are.  
social

+10%

SINCE JAN 2017

+30 THOUSAND

MOBILE  
CONNECTIONS



+2%

SINCE JAN 2017

+15 THOUSAND

ACTIVE MOBILE  
SOCIAL USERS



+11%

SINCE JAN 2017

+30 THOUSAND

**SOURCES:** POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. GROWTH DATA: WE ARE SOCIAL & HOOTSUITE'S DIGITAL IN 2017 REPORT.

JAN  
2018

# POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL POPULATION



**565.9**  
THOUSAND

FEMALE POPULATION



**49.8%**

MALE POPULATION



**50.2%**

ANNUAL CHANGE IN POPULATION SIZE



**+0.9%**

MEDIAN AGE



**30.2**  
YEARS OLD

POPULATION LIVING IN URBAN AREAS



**66%**

GDP PER CAPITA



**\$14,996**

LITERACY (TOTAL)



**96%**

FEMALE LITERACY



**95%**

MALE LITERACY



**96%**

# INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**340.0**  
THOUSAND

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**60%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



**310.0**  
THOUSAND

MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**55%**

# INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET  
WORLD STATS



**260.0**  
THOUSAND

ITU (INTERNATIONAL  
TELECOMMUNICATION UNION)



we  
are.  
social

**256.9**  
THOUSAND

INTERNET  
LIVE STATS



we  
are.  
social

**231.4**  
THOUSAND

CIA WORLD  
FACTBOOK



**256.9**  
THOUSAND

JAN  
2018

# SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &  
DESKTOPS



45%

YEAR-ON-YEAR CHANGE:

-11%

51%

YEAR-ON-YEAR CHANGE:

+15%

TABLET  
DEVICES



5%

YEAR-ON-YEAR CHANGE:

-15%

OTHER  
DEVICES



0.10%

YEAR-ON-YEAR CHANGE:

-17%

JAN  
2018

# ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES	
01	GOOGLE.SR	6M 02S	6.86	11	INSTAGRAM.COM	5M 23S	3.34	
02	YOUTUBE.COM	8M 18S	4.79	12	BONGACAMS.COM	4M 22S	2.03	
03	GOOGLE.COM	7M 32S	8.56	13	EGTMGS.COM	7M 07S	3.74	
04	AMAZON.COM	8M 29S	8.62	14	EBAY.COM	9M 41S	7.22	
05	STARNIEUWS.COM	5M 20S	3.45	15	DELOTON.COM	1M 02S	1.52	
06	FACEBOOK.COM	10M 21S	4.00	16	SURIBET.SR	4M 00S	2.20	
07	LIVE.COM	4M 03S	3.41	17	PASHAGLOBAL.COM	we are social	4M 45S	1.80
08	YAHOO.COM	4M 02S	3.61	18	PORNHUB.COM	8M 29S	3.19	
09	DWTIONLINE.COM	5M 52S	3.50	19	MMOFRAMES.COM	0M 58S	1.66	
10	WIKIPEDIA.ORG	4M 16S	3.31	20	XVIDEOS.COM	14M 04S	10.15	

**SOURCE:** ALEXA, JANUARY 2018. **NOTES:** 'TIME' REPRESENTS TIME SPENT ON SITE PER DAY. 'PAGES' REPRESENTS NUMBER OF PAGE VIEWS PER DAY. ALEXA USES A COMBINATION OF AVERAGE DAILY VISITORS AND PAGE VIEWS OVER A ONE-MONTH PERIOD TO CALCULATE ITS RANKING. RANKINGS ON THIS SLIDE ARE BASED ON THE MONTH TO 16 JANUARY 2018. **ADVISORY:** SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

JAN  
2018

# TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX	#	QUERY	INDEX	
01	STAR NIEUWS	100	11	LOGIN FACEBOOK	16	
02	SURINAME	99	12	GOOGLE TRANSLATE	13	
03	FACEBOOK	we are social	89	13	STAR NIEUWS VANDAAG	12
04	YOUTUBE	54	14	GAMES	12	
05	SURIBET	48	15	QUOTES	12	
06	GOOGLE	37	16	BARCELONA	11	
07	TRANSLATE	27	17	AMAZON	11	
08	MP3	19	18	PASHA GLOBAL	10	
09	SKINFIRI	19	19	HOTMAIL	10	
10	YOU	18	20	WARE TIJD	10	

# SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**340.0**  
THOUSAND

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**60%**

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



**310.0**  
THOUSAND

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**55%**

# FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF  
MONTHLY ACTIVE  
FACEBOOK USERS



**340.0**  
THOUSAND

ANNUAL CHANGE IN  
FACEBOOK USERS  
vs. JANUARY 2017



**+10%**

PERCENTAGE OF  
FACEBOOK USERS  
ACCESSING VIA MOBILE



**91%**

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS FEMALE



**50%**

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS MALE



**50%**

# AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



AVERAGE POST REACH  
vs. PAGE LIKES



AVERAGE ORGANIC  
REACH vs. PAGE LIKES



PERCENTAGE OF PAGES  
USING PAID MEDIA



AVERAGE PAID REACH  
vs. TOTAL REACH



**+0.03%**

**17.9%**

**1.6%**

**9.1%**

**12.3%**

JAN  
2018

# AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS (ALL TYPES)



**1.25%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS



**2.89%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE PHOTO POSTS



**1.27%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS



**1.12%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS



**1.03%**

JAN  
2018

# INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF  
MONTHLY ACTIVE  
INSTAGRAM USERS



**110.0**  
THOUSAND

ACTIVE INSTAGRAM  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**19%**

FEMALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



**50%**

MALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



**50%**

# MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



**987.5**  
THOUSAND

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**175%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



**79%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



**21%**

PERCENTAGE OF MOBILE  
CONNECTIONS THAT ARE  
BROADBAND (3G & 4G)



**72%**



# VENEZUELA

JAN  
2018

# DIGITAL IN VENEZUELA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**32.18**  
MILLION

URBANISATION:

**89%**

INTERNET  
USERS



**19.31**  
MILLION

PENETRATION:

**60%**

ACTIVE SOCIAL  
MEDIA USERS



**14.00**  
MILLION

PENETRATION:

**44%**

MOBILE  
CONNECTIONS



**30.74**  
MILLION

vs. POPULATION:

**96%**

ACTIVE MOBILE  
SOCIAL USERS



**10.00**  
MILLION

PENETRATION:

**31%**

**SOURCES:** POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

JAN  
2018

# ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET  
USERS



**-1.6%**

SINCE JAN 2017

**-319 THOUSAND**

ACTIVE SOCIAL  
MEDIA USERS



**0%**

SINCE JAN 2017

**(UNCHANGED)**

MOBILE  
CONNECTIONS



**-2%**

SINCE JAN 2017

**-554 THOUSAND**

ACTIVE MOBILE  
SOCIAL USERS



**-9.1%**

SINCE JAN 2017

**-1 MILLION**

we  
are.  
social

JAN  
2018

# POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL POPULATION



**32.18**  
MILLION

FEMALE POPULATION



**50.2%**

MALE POPULATION



**49.8%**

ANNUAL CHANGE IN POPULATION SIZE



**+1.3%**

MEDIAN AGE



**28.7**  
YEARS OLD

POPULATION LIVING IN URBAN AREAS



**89%**

GDP PER CAPITA



**\$13,761**

LITERACY (TOTAL)



**95%**

FEMALE LITERACY



**96%**

MALE LITERACY



**95%**

# INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**19.31**  
MILLION

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**60%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



**13.79**  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**43%**

# INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET  
WORLD STATS



**19.16**  
MILLION

ITU (INTERNATIONAL  
TELECOMMUNICATION UNION)



we  
are.  
social

**19.31**  
MILLION

INTERNET  
LIVE STATS



we  
are.  
social

**18.25**  
MILLION

CIA WORLD  
FACTBOOK



**19.31**  
MILLION

JAN  
2018

# SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &  
DESKTOPS



**70%**

YEAR-ON-YEAR CHANGE:

**-4%**

**25%**

YEAR-ON-YEAR CHANGE:

**+13%**

MOBILE  
PHONES



TABLET  
DEVICES



**we  
are.  
social**

**4%**

YEAR-ON-YEAR CHANGE:

**-5%**

OTHER  
DEVICES



**0.05%**

YEAR-ON-YEAR CHANGE:

**+25%**

JAN  
2018

# SIMILARWEB'S RANKING OF TOP WEBSITES

RANKINGS BASED ON AVERAGE MONTHLY TRAFFIC TO EACH WEBSITE IN Q4 2017



#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.CO.VE	SEARCH	178,000,000	12M 33S	6.5
02	YOUTUBE.COM	TV & VIDEO	124,900,000	39M 00S	14.2
03	FACEBOOK.COM	SOCIAL	97,100,000	24M 55S	15.5
04	GOOGLE.COM	SEARCH	73,500,000	12M 13S	12.8
05	BANVENEZ.COM	FINANCE	33,500,000	10M 36S	19.2
06	BANCODEVENEZUELA.COM	FINANCE	32,600,000	4M 04S	1.7
07	BANESCONLINE.COM	FINANCE	29,100,000	10M 56S	16.7
08	MERCADOLIBRE.COM.VE	SHOPPING	26,500,000	14M 13S	12.8
09	LIVE.COM	EMAIL	24,100,000	11M 50S	11.0
10	TWITTER.COM	SOCIAL	23,900,000	12M 19S	6.4

**SOURCE:** SIMILARWEB, JANUARY 2018, BASED ON AVERAGE MONTHLY DATA FOR Q4 2017. **NOTES:** MONTHLY TRAFFIC REPRESENTS TOTAL VISITS TO EACH SITE, NOT UNIQUE VISITORS. DATA FOR SOME COUNTRIES REPRESENTS DESKTOP TRAFFIC, WHILST OTHERS REPRESENTS TRAFFIC FROM BOTH DESKTOP AND MOBILE DEVICES. **ADVISORY:** SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

JAN  
2018

# ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES	
01	GOOGLE.CO.VE	8M 34S	8.76	11	PROVINET.NET	7M 18S	4.67	
02	YOUTUBE.COM	8M 18S	4.79	12	EL-NACIONAL.COM	5M 57S	2.06	
03	GOOGLE.COM	7M 32S	8.56	13	LIVE.COM	4M 03S	3.41	
04	BANVENEZ.COM	13M 07S	10.10	14	PROVINCIAL.COM	3M 15S	2.47	
05	FACEBOOK.COM	10M 21S	4.00	15	BICENTENARIOBU.COM	11M 29S	2.94	
06	MERCADOLIBRE.COM.VE	14M 45S	11.26	16	MERCANTILBANCO.COM	8M 45S	4.15	
07	BANCODEVENEZUELA.COM	1M 27S	1.36	17	INSTAGRAM.COM	we are social	5M 23S	3.34
08	BANESCONLINE.COM	12M 59S	6.35	18	YAHOO.COM	4M 02S	3.61	
09	PATRIA.ORG.VE	20M 29S	9.47	19	BANESCO.COM	1M 31S	1.40	
10	LAPATILLA.COM	14M 27S	3.13	20	BLOGSPOT.COM	2M 38S	2.12	

SOURCE: ALEXA, JANUARY 2018. NOTES: 'TIME' REPRESENTS TIME SPENT ON SITE PER DAY. 'PAGES' REPRESENTS NUMBER OF PAGE VIEWS PER DAY. ALEXA USES A COMBINATION OF AVERAGE DAILY VISITORS AND PAGE VIEWS OVER A ONE-MONTH PERIOD TO CALCULATE ITS RANKING. RANKINGS ON THIS SLIDE ARE BASED ON THE MONTH TO 16 JANUARY 2018. ADVISORY: SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

JAN  
2018

# TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX	#	QUERY	INDEX
01	FACEBOOK	100	11	MERCANTIL	18
02	VENEZUELA	74	12	BANCO PROVINCIAL	17
03	BANCO VENEZUELA	42	13	BICENTENARIO	16
04	YOUTUBE	41	14	GOOGLE	16
05	BANCO DE VENEZUELA	39	15	GMAIL	15
06	PROVINCIAL	29	16	JUEGOS	15
07	BANESCO	27	17	FACEBOOK INICIAR SESION	14
08	INICIAR SESION	20	18	BOD	14
09	HOTMAIL	19	19	VIDEOS	13
10	LOTTO ACTIVO	18	20	MLB	12

# SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**14.00**  
MILLION

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**44%**

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



**10.00**  
MILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**31%**

# FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF  
MONTHLY ACTIVE  
FACEBOOK USERS



**14.00**  
MILLION

ANNUAL CHANGE IN  
FACEBOOK USERS  
vs. JANUARY 2017



**0%**

PERCENTAGE OF  
FACEBOOK USERS  
ACCESSING VIA MOBILE



**71%**

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS FEMALE



**55%**

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS MALE



**45%**

# AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



**+0.11%**

AVERAGE POST REACH  
vs. PAGE LIKES



**13.9%**

AVERAGE ORGANIC  
REACH vs. PAGE LIKES



**27.3%**

PERCENTAGE OF PAGES  
USING PAID MEDIA



**8.8%**

AVERAGE PAID REACH  
vs. TOTAL REACH



**24.2%**

JAN  
2018

# AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS (ALL TYPES)



we  
are.  
social

**3.33%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS



locowise

**4.28%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE PHOTO POSTS



locowise

**1.52%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS



locowise

**6.44%**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS



**7.16%**

JAN  
2018

# INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF  
MONTHLY ACTIVE  
INSTAGRAM USERS



**4.70**  
MILLION

ACTIVE INSTAGRAM  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**15%**

FEMALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



**60%**

MALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



**40%**

# MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



**30.74**  
MILLION

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**96%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



**87%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



**13%**

PERCENTAGE OF MOBILE  
CONNECTIONS THAT ARE  
BROADBAND (3G & 4G)



**56%**

# MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF THE COUNTRY'S KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



OVERALL COUNTRY  
INDEX SCORE



**62.79**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

MOBILE NETWORK  
INFRASTRUCTURE



**51.39**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AFFORDABILITY OF  
DEVICES & SERVICES



**58.76**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

CONSUMER  
READINESS



**76.20**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT  
CONTENT & SERVICES



**67.57**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

# FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



HAS A BANK ACCOUNT



**57%**

**we  
are.  
social**

HAS A CREDIT CARD



**21%**

MAKES AND / OR RECEIVES MOBILE PAYMENTS VIA GSMA



**3%**

**we  
are.  
social**

MAKES ONLINE PURCHASES AND / OR PAYS BILLS ONLINE



**10%**

PERCENTAGE OF WOMEN WITH A CREDIT CARD



**19%**



PERCENTAGE OF MEN WITH A CREDIT CARD



**24%**

**we  
are.  
social**

PERCENTAGE OF WOMEN MAKING INTERNET PAYMENTS



**8%**



PERCENTAGE OF MEN MAKING INTERNET PAYMENTS



**12%**



## MORE INFORMATION

**CLICK THE LINKS BELOW TO READ AND DOWNLOAD THE FULL SET OF  
2018 GLOBAL DIGITAL REPORTS, AND ACCESS ADDITIONAL INSIGHTS  
AND RESOURCES FROM BOTH HOOTSUITE AND WE ARE SOCIAL:**



**[CLICK HERE TO ACCESS  
WE ARE SOCIAL'S RESOURCES](#)**



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Statista is one of the world's largest online statistics databases. Its **Digital Market Outlook** products provide forecasts, detailed market insights, and key indicators on 8 digital verticals including e-commerce, digital media, advertising, and smart home with 33 segments across more than 50 regions and countries.



78% OF GLOBAL  
INTERNET POPULATION



50 DIGITAL  
ECONOMIES



90% OF WORLDWIDE  
ECONOMIC POWER



MORE THAN 30,000  
INTERACTIVE STATISTICS

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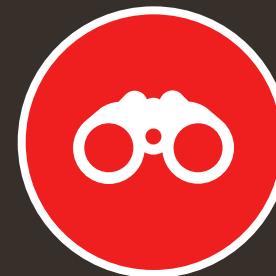
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WEB  
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APP  
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GLOBAL  
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GRANULAR  
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App Annie delivers the most trusted app market data for businesses to succeed in the global app economy. Over 1 million registered members rely on App Annie to better understand the app market, and how to improve user acquisition strategies (paid and ASO), retention, product development to further grow their businesses, and leverage the opportunities around them.



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## SPECIAL THANKS

We'd also like to offer our thanks to the following data providers for publishing much of the remaining data included in this year's reports:



GOOGLE



STATCOUNTER



OOKLA



ALEXA



ERICSSON

Lastly, a big thank you to the **The Noun Project**, who supply and inspire the icons we use in these reports.

# DATA SOURCES USED IN THIS REPORT & NOTES ON METHODOLOGIES

**POPULATION DATA:** United Nations World Population Prospects, 2017 Revision; US Census Bureau (accessed January 2018); United Nations World Urbanization Prospects, 2014 Revision. Literacy rates from UNESCO (accessed January 2018). GDP data from World Bank (accessed January 2018). Median age data from US Census Bureau (accessed January 2018).

**DIGITAL DEVICE OWNERSHIP DATA:** Google Consumer Barometer (accessed January 2018)\*\*.

**DIGITAL ATTITUDES DATA:** GlobalWebIndex (Q2 & Q3 2017)\*; Google Consumer Barometer (accessed January 2018)\*\*.

**INTERNET USER DATA:** InternetWorldStats (accessed January 2018); ITU, *Individuals Using the Internet, 2016*; Eurostat online database, *Individuals – internet use* (accessed January 2018); CIA World Factbook (accessed January 2018); Northwestern University in Qatar, *Media use in the Middle East, 2017* (accessed January 2018); national government and regulatory body websites; government officials cited in reputable media. Mobile internet use data from GlobalWebIndex (Q2 & Q3 2017)\* and extrapolation of data from Facebook (January 2018). Time spent, and mobile internet usage and penetration data extrapolated from GlobalWebIndex (Q2 & Q3 2017)\*. Share of web traffic data from StatCounter (January 2018). Frequency of internet use data from Google Consumer Barometer (accessed January 2018)\*\*. Internet connection speed data from Ookla's Speed

Test (December 2017). Website rankings from SimilarWeb (Q4 2017) and Alexa (December 2017). Google search query rankings from Google Trends (data for 12 months to January 2018). Frequency of use and TV viewing habits from Google Consumer Barometer (accessed January 2018)\*\*.

**SOCIAL MEDIA AND MOBILE SOCIAL MEDIA DATA:** Latest reported monthly active user numbers from Facebook, Tencent, VKontakte, LINE, Kakao, Google, Sina, Twitter, Skype, Yahoo!, Viber, Baidu, and Snap, as quoted directly in company documents, or as reported by reputable media (all latest data available at time of publishing in January 2018). Time spent on social media from GlobalWebIndex (Q2 & Q3 2017)\*. Facebook and Instagram age and gender figures extrapolated from Facebook data (January 2018). Facebook reach and engagement data from Locowise; data represents monthly averages for full-year 2017.

**MOBILE PHONE USERS, MOBILE CONNECTIONS, AND MOBILE BROADBAND DATA:** Latest reported global and national data from GSMA Intelligence (Q4 2017); extrapolated global data from GSMA Intelligence (January 2018); Ericsson Mobility Report (November 2017). Usage data extrapolated from GlobalWebIndex (Q2 & Q3 2017)\*; Google Consumer Barometer (accessed January 2018)\*\*. GSMA Intelligence Mobile Connectivity Index (accessed January 2018): <http://www.mobileconnectivityindex.com/> Smartphone Life Management Activity data from Google Consumer Barometer (accessed January

2018). Mobile app rankings and app usage insights taken from App Annie's 2017 Retrospective and Why You Mobile Strategy Needs Apps reports – for more details, visit <http://bit.ly/AppAnnie2017>.

**E-COMMERCE DATA:** Statista Digital Market Outlook, e-Commerce, e-Travel, and digital media industry reports (accessed January 2018). For more info, visit <http://www.statista.com>. GlobalWebIndex (Q2 & Q3 2017)\*; Google Consumer Barometer (accessed January 2018)\*\*.

**FINANCIAL INCLUSION DATA:** World Bank Global Financial Inclusion (accessed January 2018).

**NOTES:** Some ‘annual growth’ figures are calculated using the data reported in Hootsuite and We Are Social’s Digital in 2017 report: <http://bit.ly/GD2017GO>.

\*GlobalWebIndex manages a panel of more than 18 million connected consumers, collecting data every quarter across 40 countries around the world, and representing 90% of the global internet population. Visit <http://www.globalwebindex.net> for more details.

\*\*Google's Consumer Barometer polls a nationally representative total population (online & offline) aged 16+ in each country surveyed except in Argentina, Brazil, China, India, Japan, South Korea, Malaysia, Mexico, Philippines, Vietnam, and the USA, where the sample base is aged 18+. For more details, visit <http://www.consumerbarometer.com/>.

# NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

This report uses data from a wide variety of sources, including market research agencies, internet and social media companies, governments and public bodies, news media, journalists, and our own internal analysis.

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

Furthermore, due to differing data collection and preparation methodologies used by these organisations, as well as the different sample periods during which the data were collected, there may be significant differences in the reported metrics for similar data points throughout this report.

In particular, data collected via surveys often vary from one report to another, even if those data have been collected by the same

organisation using the same methodology and approach in each wave.

Similarly, reports of internet user numbers vary considerably between different sources, due to the complex nature of collecting this data. In part, this is because there are fewer commercial imperatives for governments and regulators to collect and publish regular internet user data compared to, for example, the regular user number updates published by social media companies, who depend on such data to sell their products and services.

However, the latest user numbers published by these companies can be a useful proxy for the number of internet users in countries where no other reliable data are available, because all active social media users must have an active internet connection in order to access social media.

Because of this, on occasion, we've used the latest monthly active user data from social media companies to inform our internet user numbers, especially in less-developed economies, where 'official' internet user

numbers are published less frequently. As a result, there are a number of countries in this report where the number of social media users equals the number of internet users.

It's unlikely that 100 percent of internet users in any given country will use the same social media platform though, so in cases where internet and social media user numbers are the same, it's likely that the actual number of internet users will be higher than the number we've reported.

Lastly, in some instances in this year's report, metrics may have decreased year-on-year due to corrections in the source data, actual declines in user numbers, and changes in the primary data source we've used in our reporting due to reasons such as increased reliability, or the non-availability of updated numbers from previous providers.

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 reports, please email our reports team: [info@kepios.com](mailto:info@kepios.com)

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