



DIGITAL IN 2018 IN SOUTHERN AMERICA

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



Hootsuite™

**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 | GUADELOUPE | 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
2018

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

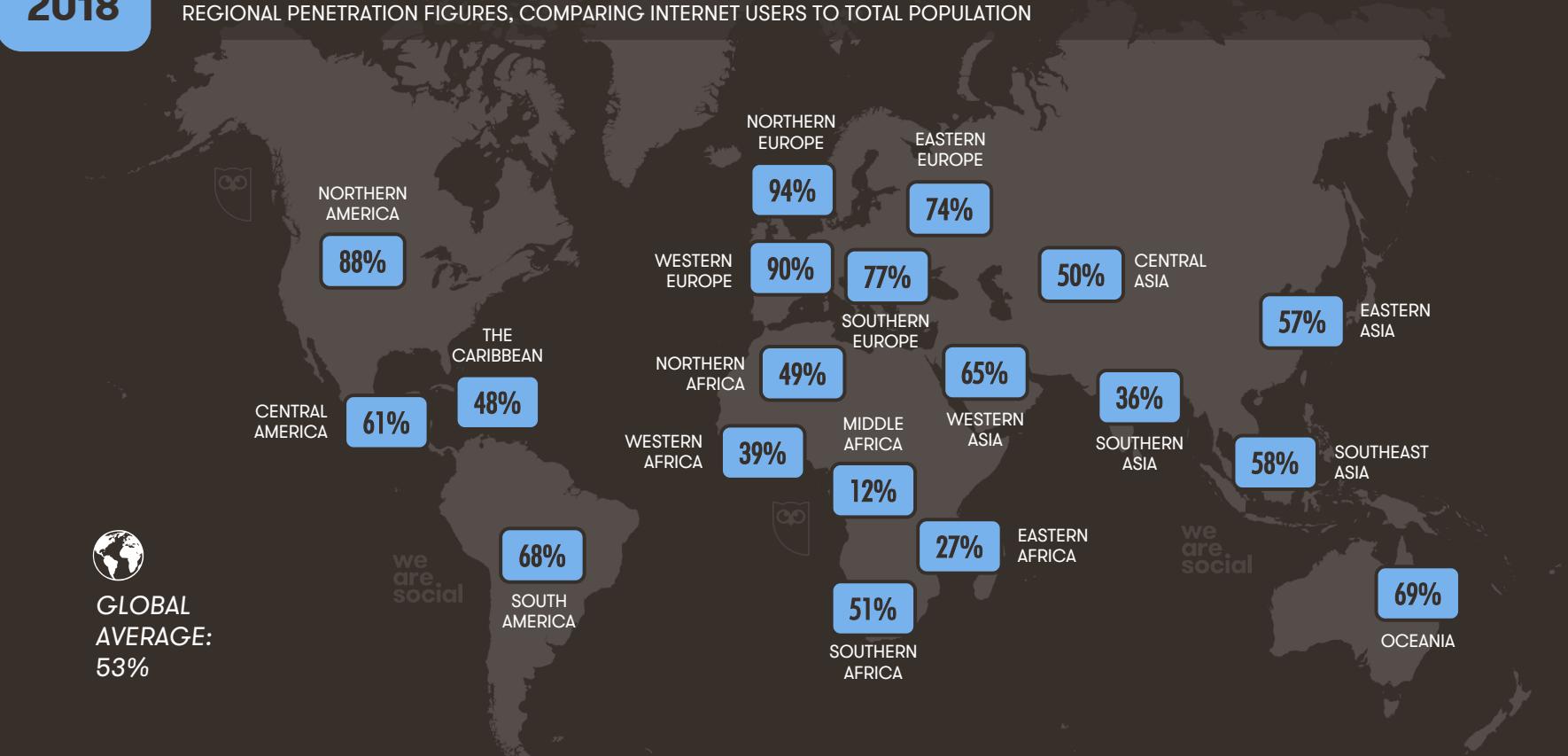
+360 MILLION



JAN
2018

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.

JAN
2018

SOCIAL MEDIA PENETRATION BY REGION

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

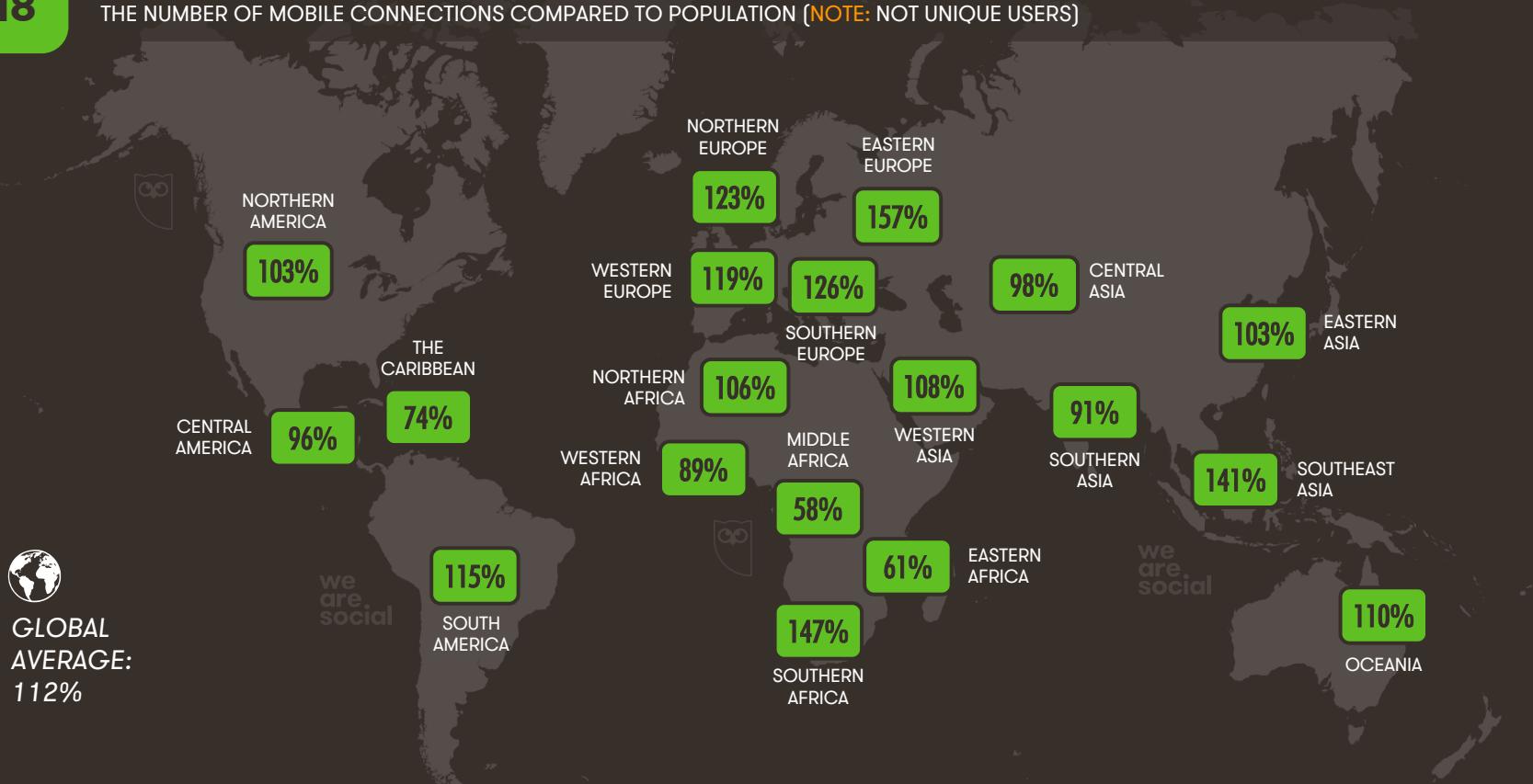


SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.
NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

JAN
2018

MOBILE CONNECTIVITY BY REGION

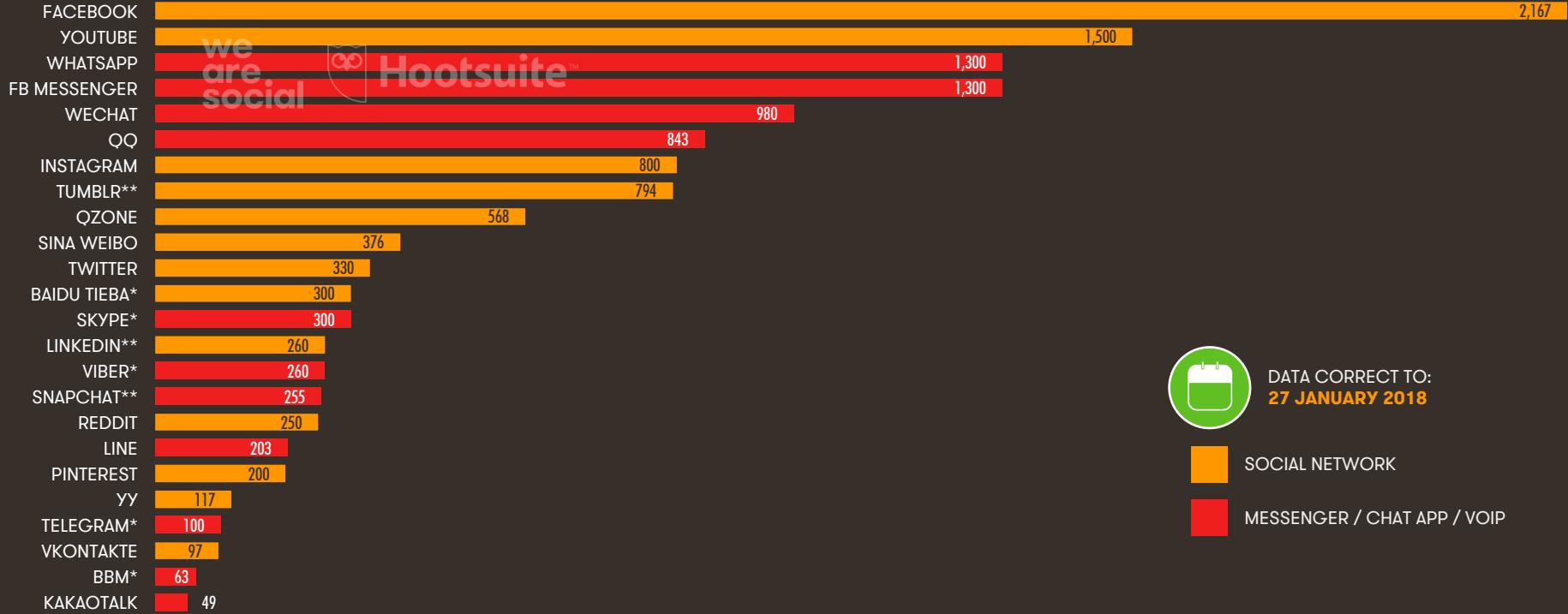
THE NUMBER OF MOBILE CONNECTIONS COMPARED TO POPULATION (NOTE: NOT UNIQUE USERS)



JAN
2018

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

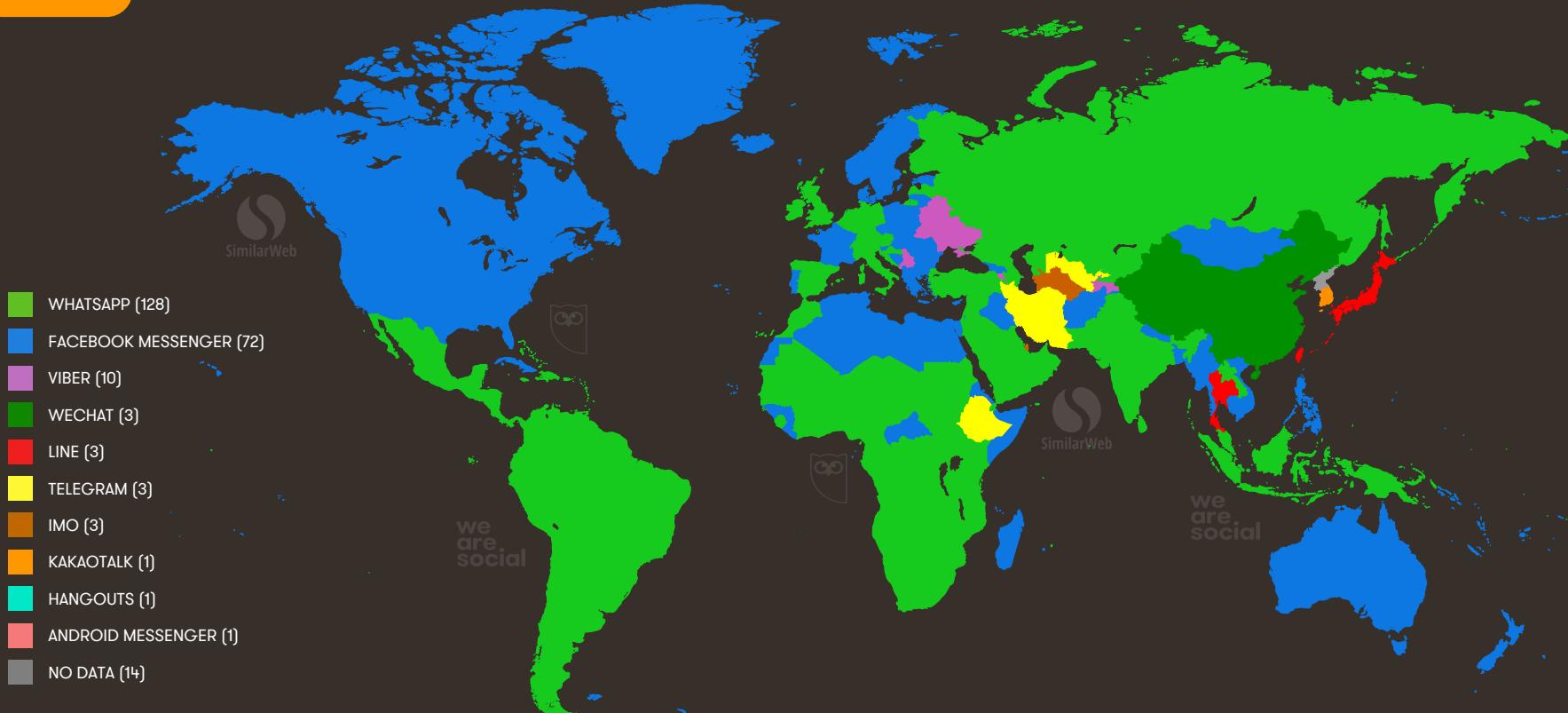


MESSENGER / CHAT APP / VOIP

JAN
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).

JAN
2018

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



50.9%

MALE POPULATION



we
are.
social

49.1%

ANNUAL CHANGE IN POPULATION SIZE



+0.8%

MEDIAN AGE



32.4

YEARS OLD

POPULATION LIVING IN URBAN AREAS



GDP PER CAPITA



we
are.
social

LITERACY (TOTAL)



FEMALE LITERACY



we
are.
social

MALE LITERACY



86%

\$15,153

93%

93%

92%

JAN
2018

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%

JAN
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%

SOURCES: OOKLA SPEEDTEST, NOVEMBER 2017; GOOGLE CONSUMER BAROMETER, JANUARY 2018. GOOGLE'S FIGURES BASED ON RESPONSES TO A SURVEY.
NOTES: DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS. DEVICE USAGE PERCENTAGES MAY NOT SUM TO 100% DUE TO "DON'T KNOW" OR INCOMPLETE ANSWERS.

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:

-1%

32%

YEAR-ON-YEAR CHANGE:

+4%

MOBILE
PHONES



TABLET
DEVICES



OTHER
DEVICES



Hootsuite

**we
are
social**

1%

YEAR-ON-YEAR CHANGE:

-28%

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
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.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

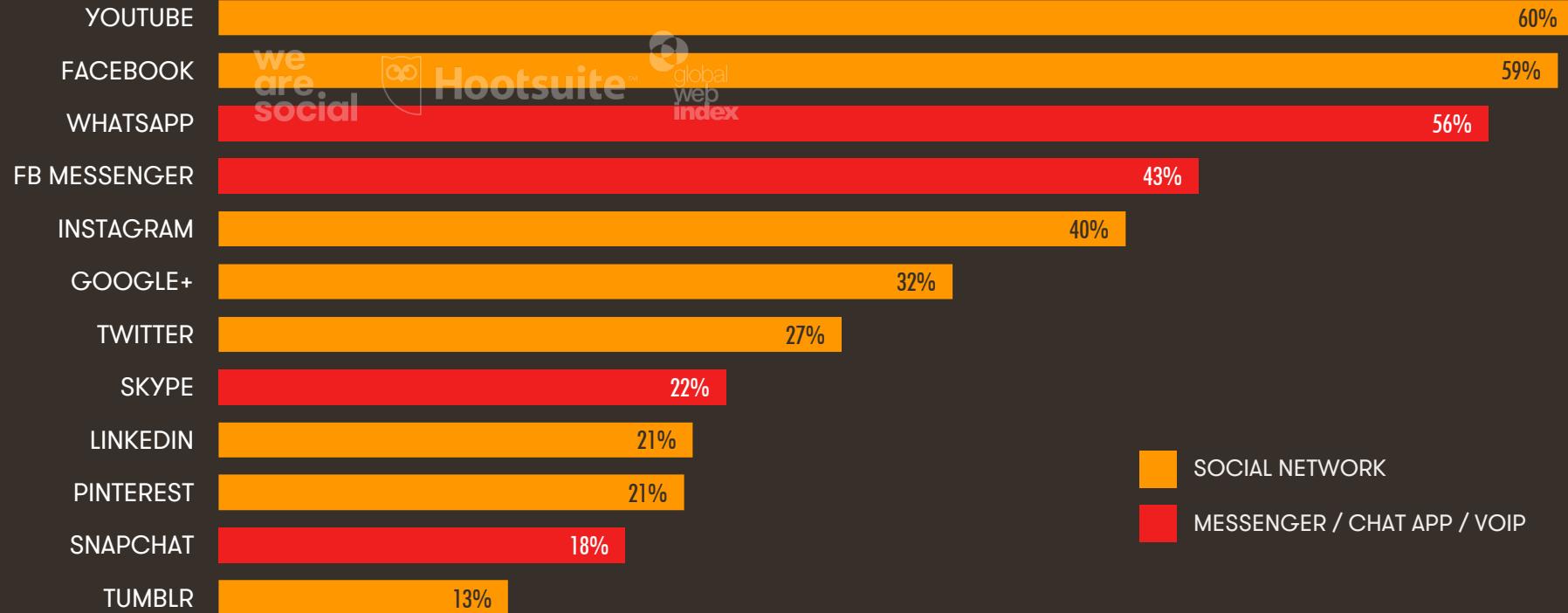


57%

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



GSMA

113%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



GSMA

70%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



GSMA

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%

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%

statista

we
are.
social

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.

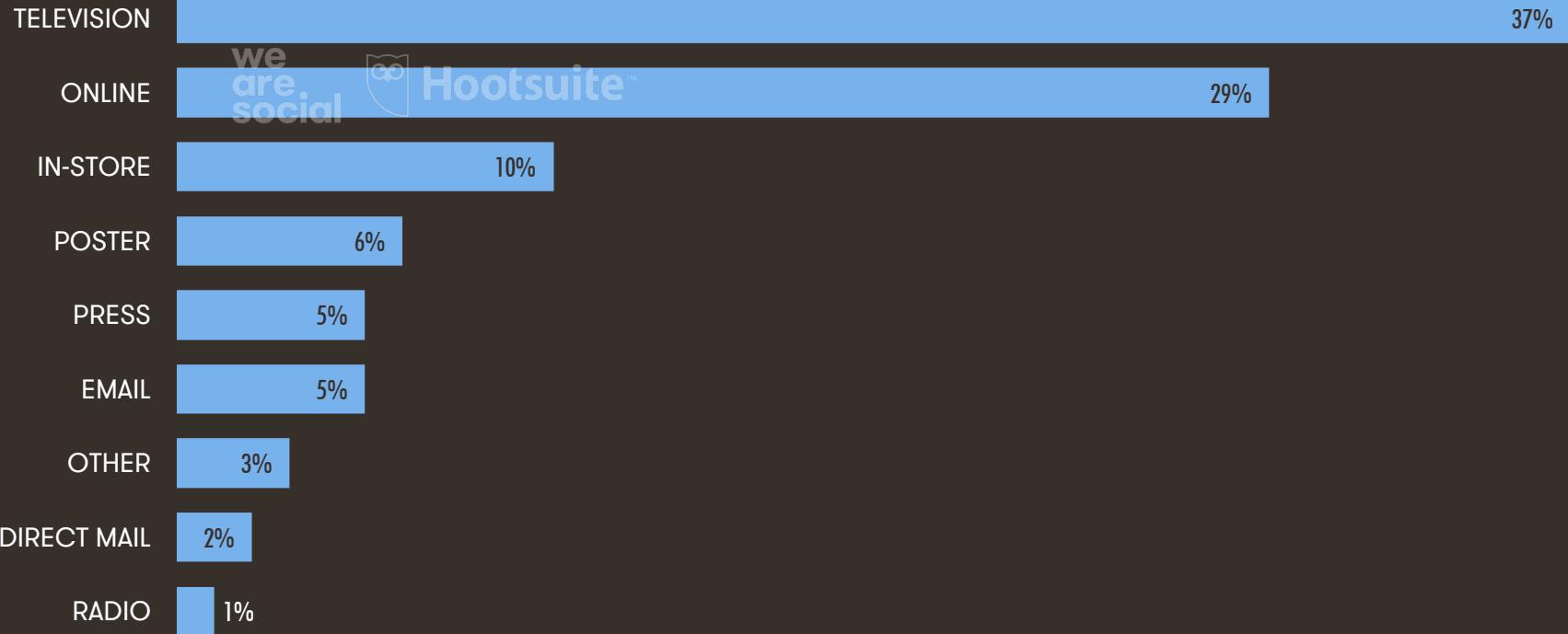


Hootsuite™

we
are.
social

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%

LAPTOP OR
DESKTOP COMPUTER



57%

TABLET
COMPUTER



20%

Google

TELEVISION
(ANY KIND)



97%

DEVICE FOR STREAMING
INTERNET CONTENT TO TV



10%

E-READER
DEVICE



1%



WEARABLE
TECH DEVICE



4%

**we
are.
social**

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



Hootsuite

**we
are
social**

SOURCES: STATCOUNTER, JANUARY 2018, AND STATCOUNTER, JANUARY 2017.

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

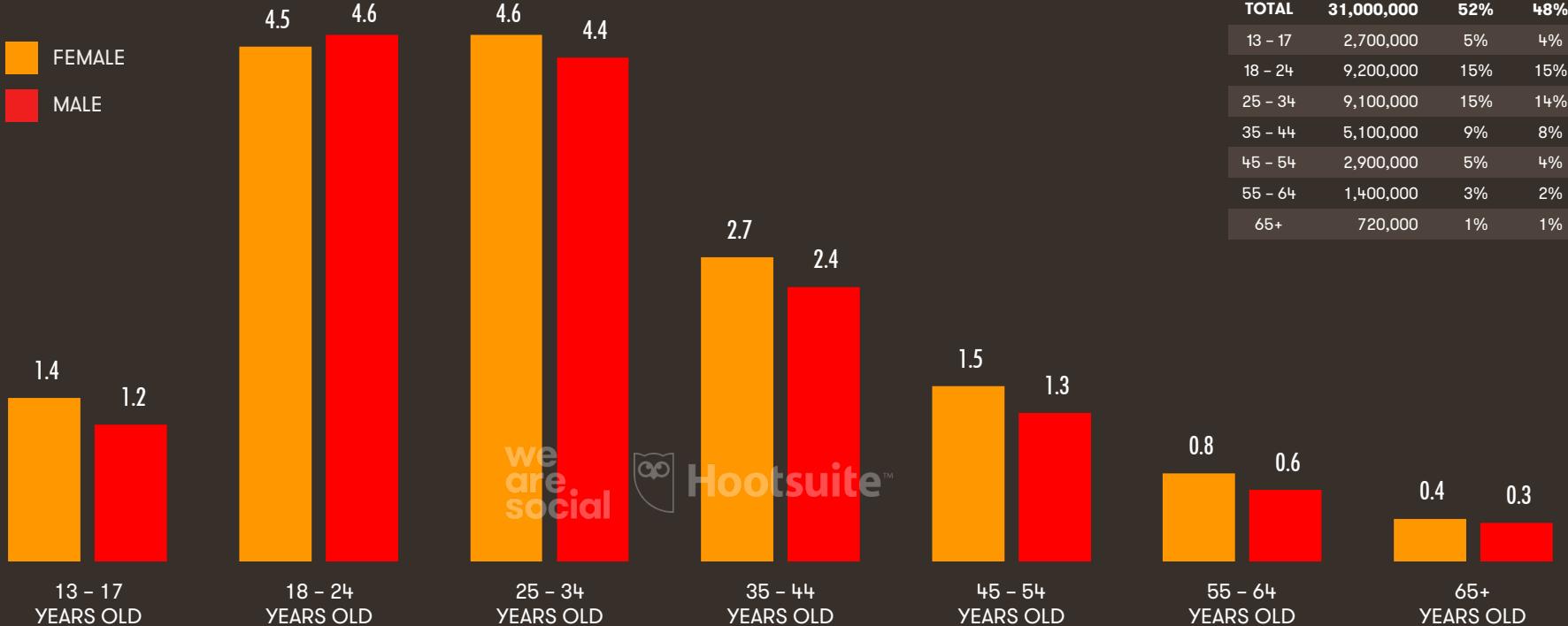


48%

JAN
2018

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%

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

3.76%

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%

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



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

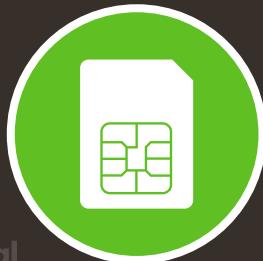


11.00
MILLION

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

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%

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.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.

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 | 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%

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

3.13%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



locowise

2.78%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS



locowise

4.33%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



locowise

3.49%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



1.95%

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



91%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



71%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



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



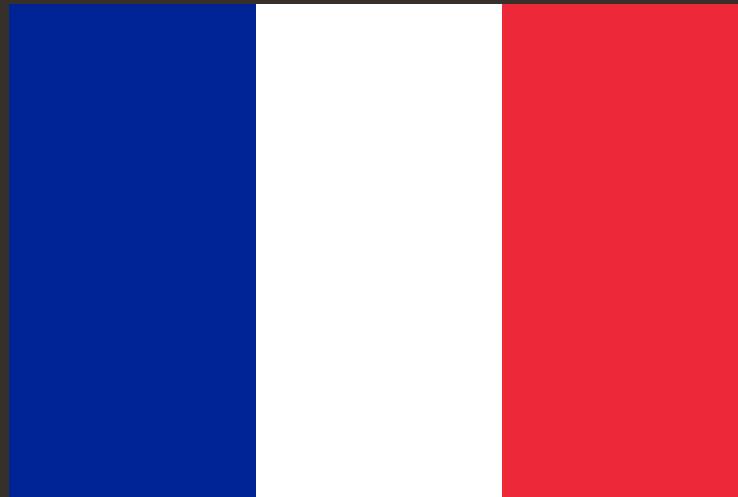
2%



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



we
are.
social

+9%

SINCE JAN 2017

+10 THOUSAND

MOBILE
CONNECTIONS



+3%

SINCE JAN 2017

+10 THOUSAND

ACTIVE MOBILE
SOCIAL USERS



we
are.
social

+10%

SINCE JAN 2017

+10 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

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



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

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



FEMALE POPULATION



MALE POPULATION



ANNUAL CHANGE IN POPULATION SIZE



MEDIAN AGE



780.0
THOUSAND

49.5%

50.5%

+0.6%

26.7
YEARS OLD

POPULATION LIVING IN URBAN AREAS



GDP PER CAPITA



LITERACY (TOTAL)



FEMALE LITERACY



MALE LITERACY



29%

\$7,852

89%

90%

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



79%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



95%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



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

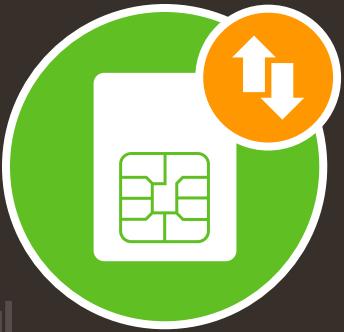


+10%

SINCE JAN 2017

+30 THOUSAND

MOBILE
CONNECTIONS



+2%

SINCE JAN 2017

+15 THOUSAND

ACTIVE MOBILE
SOCIAL USERS



+11%

SINCE JAN 2017

+30 THOUSAND

we
are.
social

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



+0.03%

AVERAGE POST REACH
vs. PAGE LIKES



17.9%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



1.6%

PERCENTAGE OF PAGES
USING PAID MEDIA



9.1%

AVERAGE PAID REACH
vs. TOTAL REACH



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)



we
are.
social

1.25%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



locowise

2.89%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS



locowise

1.27%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



locowise

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%

JAN
2018

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



FEMALE POPULATION



MALE POPULATION



ANNUAL CHANGE IN POPULATION SIZE



MEDIAN AGE



32.18
MILLION

50.2%

49.8%

+1.3%

28.7
YEARS OLD

POPULATION LIVING
IN URBAN AREAS



GDP PER CAPITA



LITERACY
(TOTAL)



FEMALE
LITERACY



MALE
LITERACY



89%

\$13,761

95%

96%

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



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:**



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COVERAGE



QUARTERLY DATA COLLECTION
ACROSS 42 MARKETS



CROSS-DEVICE
COVERAGE

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SPECIAL THANKS: STATISTA



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

Learn more about Statista's Digital Market Outlook at <http://www.statista.com/>

SPECIAL THANKS: LOCOWISE



Locowise is a social media performance measurement platform that helps agencies to manage clients, produce and prove value, and win new business.



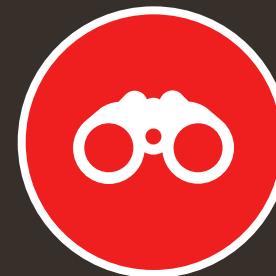
CUSTOM REPORT
BUILDER WITH OVER
300 METRICS



CAMPAIGN
ANALYSIS, TRACKING
AND REPORTING



INSIGHTS FROM ALL
YOUR NETWORKS
IN ONE PLACE



PREDICTIVE
METRICS TO DRIVE
FUTURE STRATEGY

Find out more: <https://locowise.com/>

SPECIAL THANKS: SIMILARWEB



SimilarWeb is the pioneer of market intelligence and the standard for understanding the digital world. SimilarWeb provides granular insights about any website or app across all industries in every region.



WEB
INTELLIGENCE



APP
INTELLIGENCE



GLOBAL
COVERAGE



GRANULAR
ANALYSIS

Find out more: <http://similarweb.com/>

SPECIAL THANKS: APPANNIE



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.



1 MILLION
REGISTERED USERS



BEST-IN-CLASS
DATA



COVERAGE ACROSS
150 COUNTRIES



UNPARALLELED
SERVICE & SUPPORT

Find out more: <http://www.appannie.com/>



SPECIAL THANKS: KLEAR

Klear is a big data search engine for influencers. Klear is trusted by the world's leading brands and agencies to help build, scale, and measure influencer programs.



GLOBAL COVERAGE,
DOWN TO CITY LEVEL



500 MILLION
PROFILES



60,000 INFLUENCE
CATEGORIES



FULL INFLUENCER
CAMPAIGN SOLUTION

Find out more: <http://klear.com/>

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

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