



# DIGITAL 2020

## GLOBAL DIGITAL OVERVIEW

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

we  
are  
social



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are  
social**



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# DIGITAL IN 2020: NEW DECADE, NEW MILESTONES

As we start a new decade, it's increasingly clear that digital, mobile, and social media have become an indispensable part of everyday life for people all over the world.

This latest edition in our ongoing series of **Global Digital Reports** reveals that more than **4.5 billion** people across the globe now use the internet, while social media users have passed the **3.8 billion** mark.

Nearly **60 percent** of the world's population is already online, and the latest trends suggest that **more than half** of the world's total population will use social media by the middle of this year.

Some important challenges remain, however, and there's still work to do to ensure that everyone around the world has **fair and equal access** to life-changing digital connectivity.

In particular, roughly **40 percent** of the world's population remains 'unconnected' to the internet, with the latest data indicating that women are more likely to be 'unconnected' compared to men.

The gender gap is particularly apparent in Southern Asia, where men are **three times** more likely to use social media compared to women, providing a meaningful reference for the gender gap in the region's broader internet use.

However, almost **300 million** people came online for the first time over the past 12 months, with the majority of those new users living in developing economies.

The internet is also playing an ever more important role in our lives. With the world's internet users spending an average of **6 hours and 43 minutes** online each day, the typical user now spends more than 40 percent of their waking life

using the internet, and humanity will spend a combined total of **1.25 billion years** using the internet during 2020.

Mobile devices will account for **more than half** of all the time we spend online this year, but most internet users still use a combination of mobiles and computers to access the internet.

When it comes to mobile activities, apps now account for more than **90 percent** of our total time spent. The data also reveal that we're using apps in an increasingly varied range of everyday activities, but social media still accounts for half of all the time we spend using mobile devices.

On average, the world's internet users spend **2 hours and 24 minutes** using social media across all devices each day, accounting for more than one-third of our total internet time.

We've added a variety of new data points to this year's reports compared to **previous editions**, including a closer look at some of the world's most popular social media platforms, and the growth of important categories like **Smart Home, Ride Hailing**, and **Digital Advertising**.

However, the report you're reading now is just a collection of the global headlines; if you'd like to dig deeper into the data on a **country-by-country** basis, the links on the next two slides should help you find what you need.

But with that, let's get stuck into the numbers. Here's to another year of impressive digital milestones!

SIMON KEMP  
CEO, KEPIOS  
REPORT AUTHOR





# DIGITAL 2020

## GLOBAL DIGITAL YEARBOOK

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD

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[CLICK HERE](#) TO READ OUR DIGITAL 2020 GLOBAL DIGITAL YEARBOOK,  
WITH ESSENTIAL HEADLINE DATA FOR **EVERY COUNTRY IN THE WORLD**



# CLICK THE LINKS BELOW TO ACCESS OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

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



## IMPORTANT NOTES ON CHANGES TO DATA

Changes to data sources, underlying data, and reporting methodologies mean that various figures in this report **will not be comparable** to similar figures that we published in previous Global Digital Reports. Wherever such changes affect data in this report, we have included a **◆ COMPARABILITY ADVISORY** in the footnotes of each relevant slide. These changes relate to either (1) a source change, where we have substantially changed the data sources that we use to inform data points; or (2) a base change, where either we or our data providers have made material changes to the ways in which we and / or they collect and / or report underlying data. Wherever such changes occur, we have also endeavoured to re-base the historical data we use for annual or quarterly growth figures, but where we have been unable to re-base historical data, we have included an advisory in the footnotes of each relevant slide. Please see the complete list of data sources at the end of this report for further details.



# 2020 GLOBAL HEADLINES

JAN  
2020

# DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL  
POPULATION



**7.75**  
BILLION

URBANISATION:

**55%**

UNIQUE MOBILE  
PHONE USERS



**5.19**  
BILLION

PENETRATION:

**67%**

INTERNET  
USERS



**4.54**  
BILLION

PENETRATION:

**59%**

ACTIVE SOCIAL  
MEDIA USERS



**3.80**  
BILLION

PENETRATION:

**49%**



we  
are  
social





JAN  
2020

# GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL  
POPULATION



we  
are  
social

**+1.1%**

JAN 2020 vs. JAN 2019

**+82 MILLION**

UNIQUE MOBILE  
PHONE USERS



**+2.4%**

JAN 2020 vs. JAN 2019

**+124 MILLION**

INTERNET  
USERS



**+7.0%**

JAN 2020 vs. JAN 2019

**+298 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+9.2%**

JAN 2020 vs. JAN 2019

**+321 MILLION**

# WE ARE SOCIAL'S PERSPECTIVE: DIGITAL IN 2020

## SHIFTS IMPACTING THE ROLE OF DIGITAL IN OUR LIVES



### SOCIAL SELF-CARE

In the wake of increased mental health awareness, people are taking a more measured approach to their digital consumption. They don't want to be cut off from the internet. They just want a better relationship with it – it's why Instagram removed public likes.

**In 2020, brands will support consumers in creating and enforcing healthier digital habits**



### REALITY ANXIETY

Misinformation has reached new heights. Rising cynicism around the role of digital in political communications, accompanied by deepfakes being used by meme admins, artists and extremists to feed misinformation, is leaving people feeling disassociated from truth and clarity.

**In 2020, brands will be rewarded for championing transparency in the name of the greater social good**



### REGULATED SPACES

Historically, the internet has been exempt from the rules and restrictions of the physical world. But this culture of lawlessness has led to all kinds of negative IRL implications. As a result, platforms and authorities are creating new rules and laws to help mitigate some of the damage.

**In 2020, brands will need to adapt to a new range of rules and restraints in digital spaces**

# HOOTSUITE'S PERSPECTIVE: DIGITAL IN 2020

From the arrival of 5G to the loud demands of voice, it's easy to get lost in the ever-shifting landscape of digital. To build a strong, customer-centered strategy for 2020 and beyond, keep your focus on these universal customer needs that won't change: confidence, connection, and convenience.



## BUILDING CONFIDENCE

53% of all global consumers see employees as the most credible source for learning about companies, making genuine internal voices a critical force for building external trust. Businesses must embrace the inextricable link between employees and customer experience, building strong internal cultures and activating employees as beacons of customer trust.



## PROVIDING CONNECTION

The data is clear: customers want less corporate content and more meaningful connections on social. While the rise of private channels is undeniable, public channels also remain key for brand discovery. Brands must learn to find a balance, reaching new customers with emotional content on public feeds while building deeper relationships in private channels.



## ENABLING CONVENIENCE

Social media continues to compress the customer journey from days to just hours—even minutes. To deliver the seamless interactions customers expect, you must deepen your understanding of their needs and habits. Unify customer information and measurement across all digital channels to better identify where you can make the journey faster and easier.

[Click here](#) for more Hootsuite insights into the Future of Customer Engagement.



# 2020 REGIONAL OVERVIEWS

JAN  
2020

# OVERVIEW: DIGITAL IN AFRICA IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL  
POPULATION



**1.32**  
BILLION

URBANISATION:

**43%**

MOBILE PHONE  
CONNECTIONS



**1.08**  
BILLION

vs. POPULATION:

**81%**

INTERNET  
USERS



**453.2**  
MILLION

PENETRATION:

**34%**

ACTIVE SOCIAL  
MEDIA USERS



**217.5**  
MILLION

PENETRATION:

**16%**



we  
are  
social





JAN  
2020

# ANNUAL CHANGE IN DIGITAL USE IN AFRICA

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL  
POPULATION



we  
are  
social

**+2.5%**

JAN 2020 vs. JAN 2019

**+32 MILLION**

MOBILE PHONE  
CONNECTIONS



**+5.6%**

JAN 2020 vs. JAN 2019

**+57 MILLION**

INTERNET  
USERS



**+10%**

JAN 2020 vs. JAN 2019

**+42 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+12%**

JAN 2020 vs. APR 2019\*

**+23 MILLION**

JAN  
2020

# OVERVIEW: DIGITAL IN THE AMERICAS IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL  
POPULATION



**1.02**  
BILLION

URBANISATION:

**81%**

MOBILE PHONE  
CONNECTIONS



**1.05**  
BILLION

vs. POPULATION:

**103%**

INTERNET  
USERS



**776.1**  
MILLION

PENETRATION:

**76%**

ACTIVE SOCIAL  
MEDIA USERS



**678.5**  
MILLION

PENETRATION:

**67%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APIII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ♦ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



JAN  
2020

# ANNUAL CHANGE IN DIGITAL USE IN THE AMERICAS

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL  
POPULATION



we  
are  
social

**+0.8%**

JAN 2020 vs. JAN 2019

**+8 MILLION**

MOBILE PHONE  
CONNECTIONS



**+0.7%**

JAN 2020 vs. JAN 2019

**+7 MILLION**

INTERNET  
USERS



**+2.3%**

JAN 2020 vs. JAN 2019

**+18 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+6.0%**

JAN 2020 vs. APR 2019\*

**+38 MILLION**

JAN  
2020

# OVERVIEW: DIGITAL IN ASIA-PACIFIC IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL  
POPULATION



**4.30**  
BILLION

URBANISATION:

**48%**

MOBILE PHONE  
CONNECTIONS



**4.43**  
BILLION

vs. POPULATION:

**103%**

INTERNET  
USERS



**2.42**  
BILLION

PENETRATION:

**56%**

ACTIVE SOCIAL  
MEDIA USERS



**2.14**  
BILLION

PENETRATION:

**50%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ♦ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



JAN  
2020

# ANNUAL CHANGE IN DIGITAL USE IN ASIA-PACIFIC

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL  
POPULATION



we  
are  
social

**+0.8%**

JAN 2020 vs. JAN 2019

**+35 MILLION**

MOBILE PHONE  
CONNECTIONS



**+3.5%**

JAN 2020 vs. JAN 2019

**+151 MILLION**

INTERNET  
USERS



**+9.2%**

JAN 2020 vs. JAN 2019

**+204 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+9.8%**

JAN 2020 vs. APR 2019\*

**+190 MILLION**



JAN  
2020

# OVERVIEW: DIGITAL IN EUROPE IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL  
POPULATION



**849.5**  
MILLION

URBANISATION:

**74%**

MOBILE PHONE  
CONNECTIONS



**1.09**  
BILLION

vs. POPULATION:

**128%**

INTERNET  
USERS



**711.3**  
MILLION

PENETRATION:

**84%**

ACTIVE SOCIAL  
MEDIA USERS



**470.5**  
MILLION

PENETRATION:

**55%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APIII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ♦ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



JAN  
2020

# ANNUAL CHANGE IN DIGITAL USE IN EUROPE

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL  
POPULATION



we  
are  
social

**+0.2%**

JAN 2020 vs. JAN 2019

**+2 MILLION**

MOBILE PHONE  
CONNECTIONS



**-0.5%**

JAN 2020 vs. JAN 2019

**-5 MILLION**

INTERNET  
USERS



**+1.6%**

JAN 2020 vs. JAN 2019

**+11 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+4.4%**

JAN 2020 vs. APR 2019\*

**+20 MILLION**

JAN  
2020

# OVERVIEW: DIGITAL IN THE MIDDLE EAST IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL  
POPULATION



**258.8**  
MILLION

URBANISATION:

**73%**

MOBILE PHONE  
CONNECTIONS



**306.1**  
MILLION

vs. POPULATION:

**118%**

INTERNET  
USERS



**182.1**  
MILLION

PENETRATION:

**70%**

ACTIVE SOCIAL  
MEDIA USERS



**125.4**  
MILLION

PENETRATION:

**48%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APIII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ♦ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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2020

# ANNUAL CHANGE IN DIGITAL USE IN THE MIDDLE EAST

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL  
POPULATION



we  
are  
social

**+1.7%**

JAN 2020 vs. JAN 2019

**+4 MILLION**

MOBILE PHONE  
CONNECTIONS



**+1.8%**

JAN 2020 vs. JAN 2019

**+5 MILLION**

INTERNET  
USERS



**+14%**

JAN 2020 vs. JAN 2019

**+23 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+14%**

JAN 2020 vs. APR 2019\*

**+16 MILLION**



# GLOBAL POPULATION OVERVIEW



JAN  
2020

# OVERVIEW: GLOBAL POPULATION & ECONOMY

ESSENTIAL DEMOGRAPHIC INDICATORS

TOTAL  
POPULATION



**7.75**  
BILLION

we  
are  
social

FEMALE  
POPULATION



**49.6%**



MALE  
POPULATION



**50.4%**



ANNUAL CHANGE  
IN TOTAL POPULATION



**+1.1%**



MEDIAN  
AGE



**30.9**

URBAN  
POPULATION



**55.3%**



POPULATION DENSITY  
(PEOPLE PER KM<sup>2</sup>)



**59.9**



OVERALL LITERACY  
(ADULTS AGED 15+)



**86.3%**



FEMALE LITERACY  
(ADULTS AGED 15+)



**82.8%**

we  
are  
social

MALE LITERACY  
(ADULTS AGED 15+)



**89.8%**

JAN  
2020

# POPULATION BY REGION

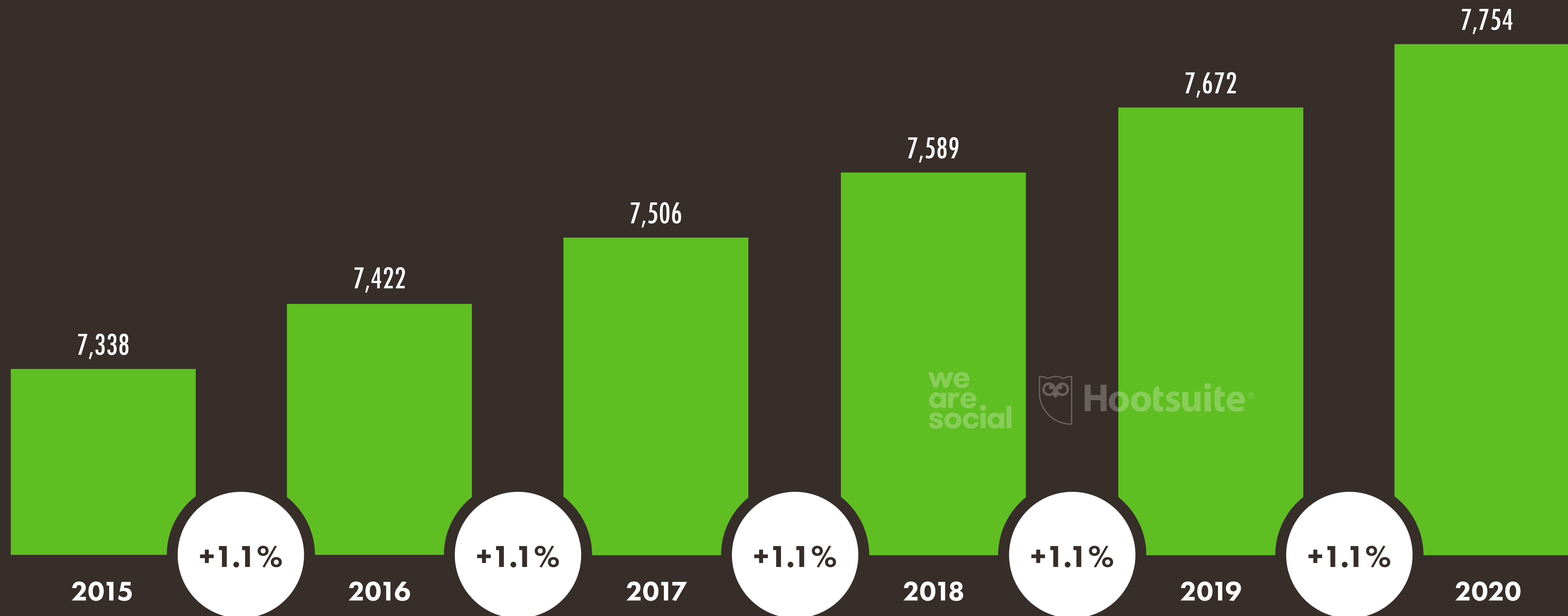
THE TOTAL NUMBER OF PEOPLE LIVING IN EACH REGION (IN MILLIONS)



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# GLOBAL POPULATION GROWTH OVER TIME

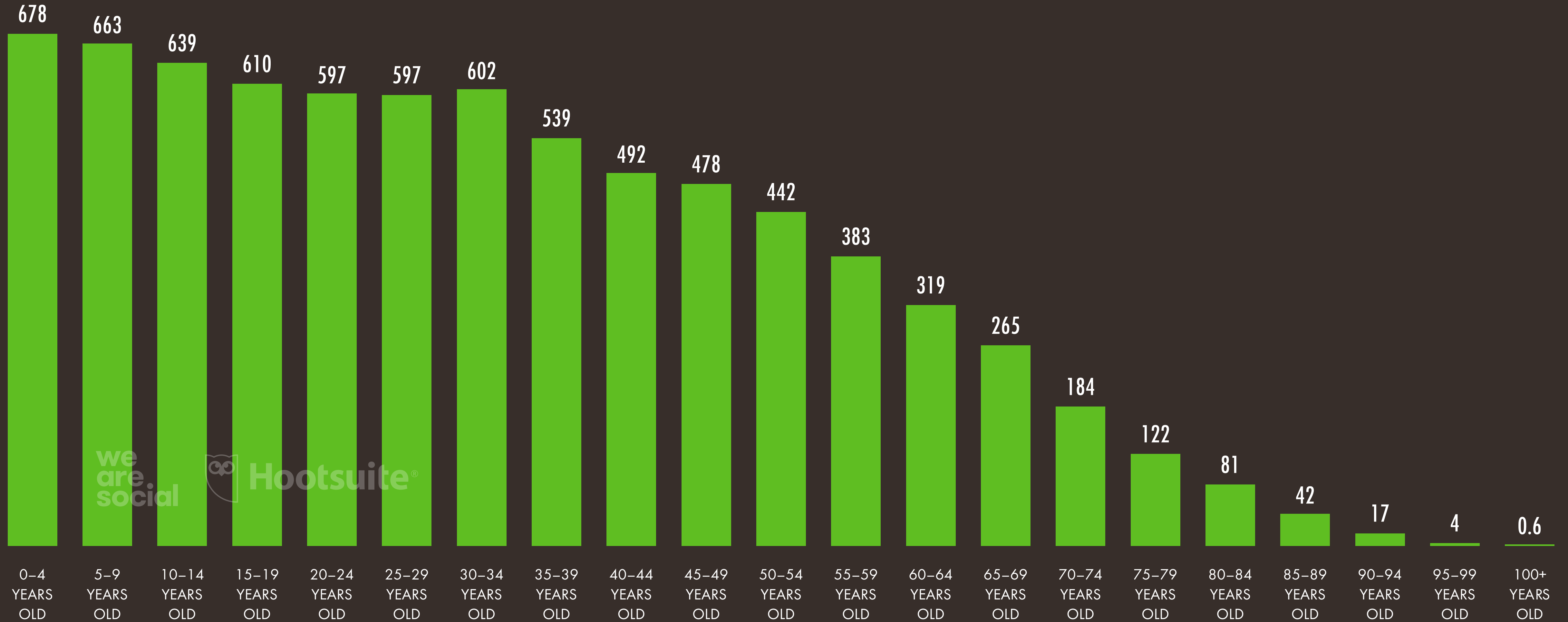
GLOBAL POPULATION BY YEAR (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE



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# DISTRIBUTION OF GLOBAL POPULATION BY AGE

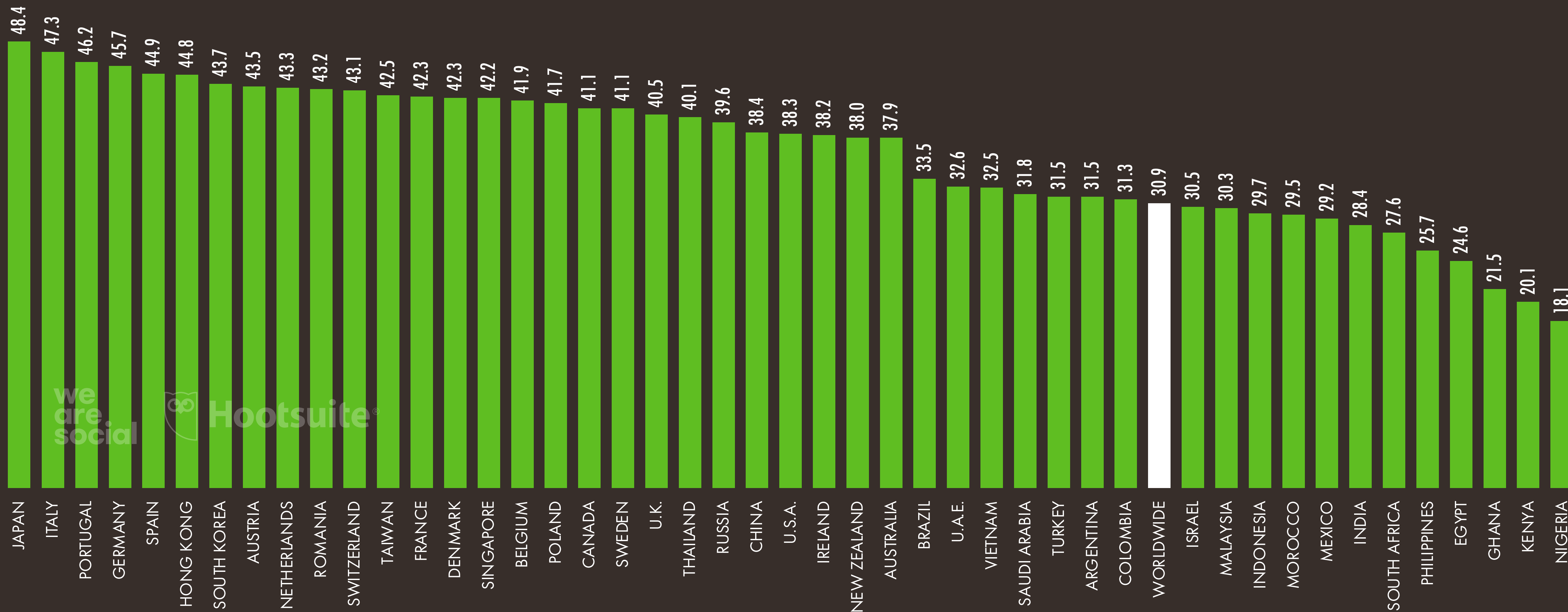
THE WORLD'S TOTAL POPULATION BROKEN DOWN BY FIVE-YEAR AGE GROUPS (IN MILLIONS OF PEOPLE PER AGE GROUP)



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2020

# MEDIAN AGE BY COUNTRY

THE AGE AT WHICH THERE ARE AN EQUAL NUMBER OF PEOPLE ABOVE AND BELOW THAT AGE IN THE NATIONAL POPULATION

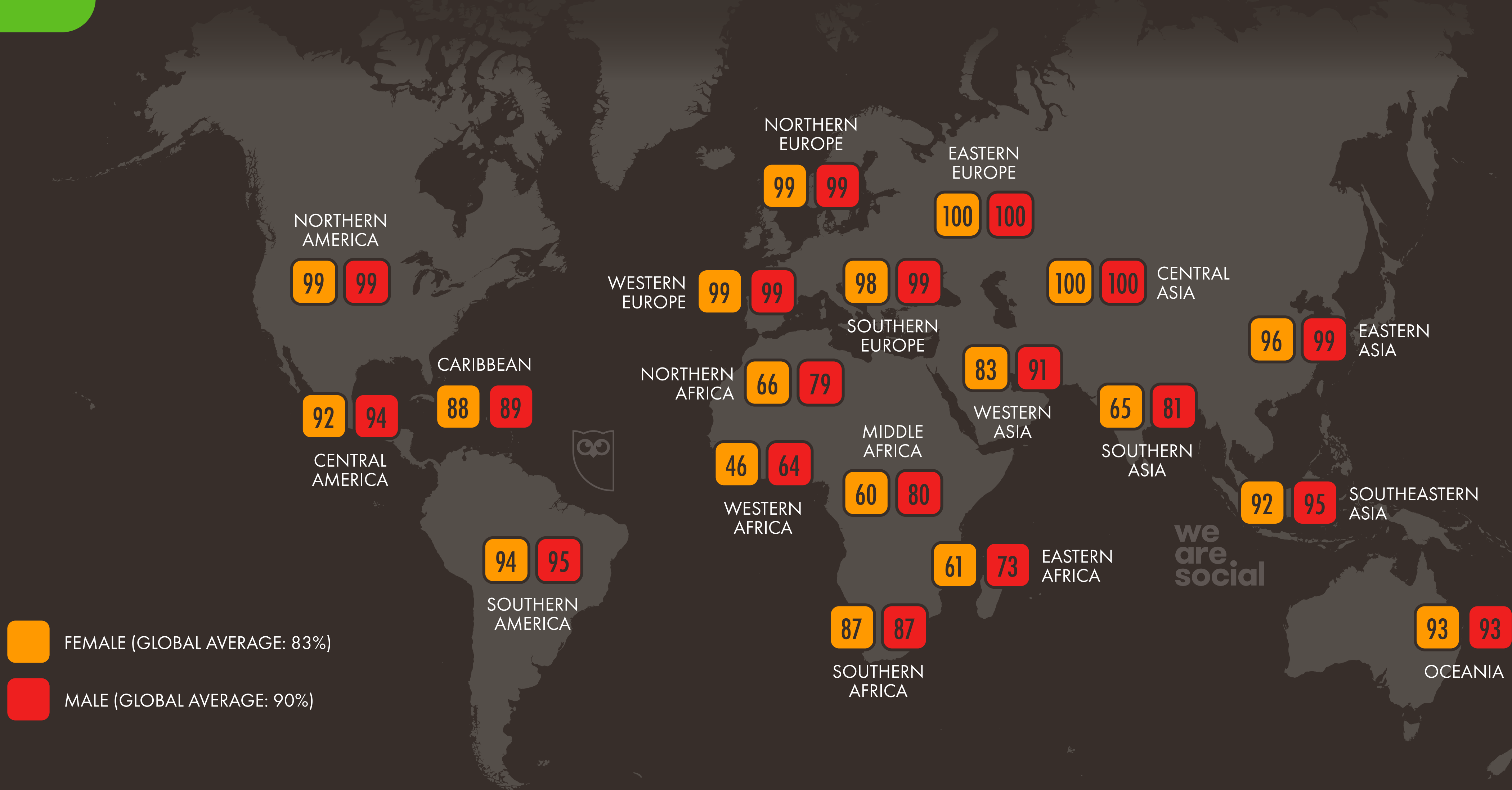




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# LITERACY RATES BY GENDER AND REGION

PERCENTAGE OF EACH REGION'S POPULATION AGED 15+ WHO CAN READ AND WRITE, DETAILED BY GENDER

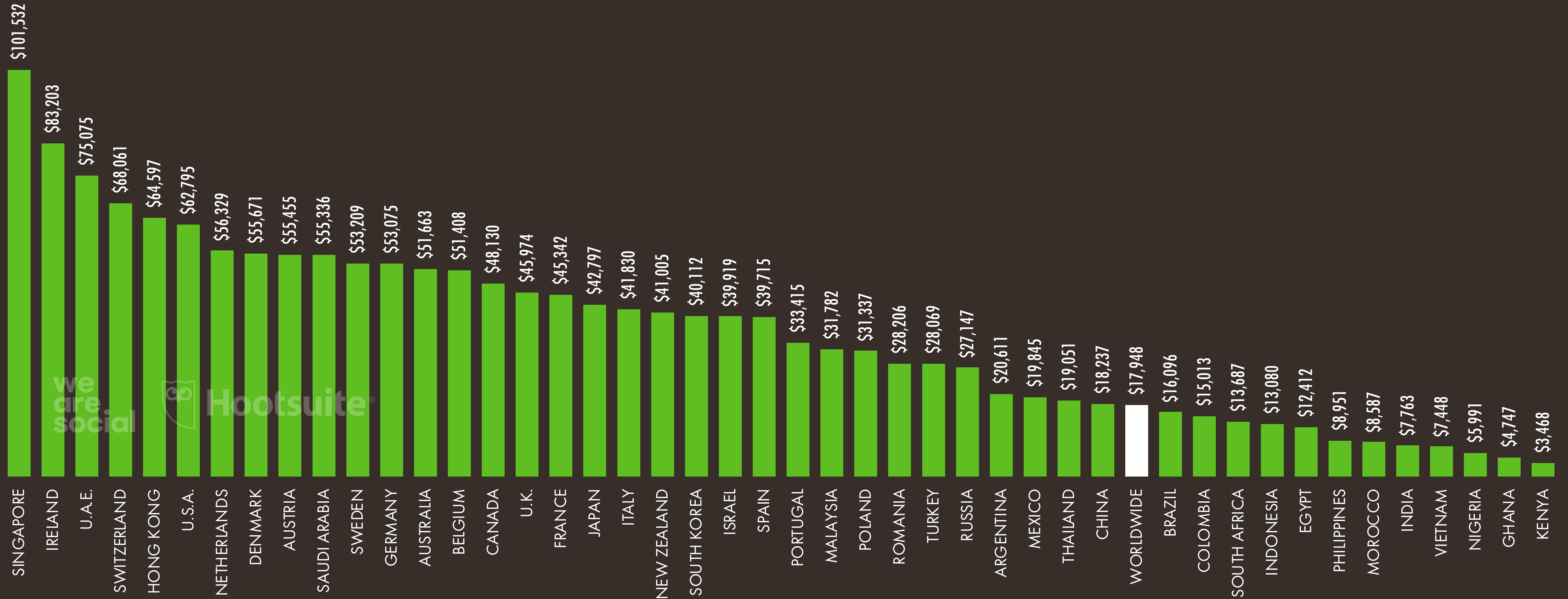


**SOURCE:** BASED ON DATA FROM UNESCO; UNICEF; THE WORLD BANK; THE CIA WORLD FACTBOOK; INDEXMUNDI; PEW RESEARCH CENTRE; PHRASEBASE; ETHNOLOGUE.  
**NOTE:** REGIONS AS DEFINED BY THE UNITED NATIONS GEOScheme.

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2020

# GDP PER CAPITA (PPP, INTERNATIONAL DOLLARS)

GDP PER CAPITA, REPORTED ON A PURCHASING POWER PARITY (PPP) BASIS IN CURRENT INTERNATIONAL DOLLARS\*



JAN  
2020

# DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT **INTERNET USERS AGED 16 TO 64\*** SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

USING THE  
INTERNET



we  
are  
social

6H 43M

USING  
SOCIAL MEDIA



global  
web  
index

2H 24M

WATCHING  
TELEVISION\*



owl

3H 18M

LISTENING TO MUSIC  
STREAMING SERVICES



global  
web  
index

1H 26M

USING A  
GAMES CONSOLE



1H 10M



**THE INTERNET IN 2020**

JAN  
2020

# OVERVIEW OF GLOBAL INTERNET USE

A SNAPSHOT OF INTERNET USE AROUND THE WORLD

TOTAL NUMBER  
OF GLOBAL  
INTERNET USERS



we  
are  
social

**4.54**  
**BILLION**

INTERNET USERS AS A  
PERCENTAGE OF TOTAL  
GLOBAL POPULATION



**59%**

ANNUAL GROWTH  
IN THE NUMBER OF  
GLOBAL INTERNET USERS



**+7.0%**  
**+298 MILLION**

AVERAGE AMOUNT OF TIME PER  
DAY SPENT USING THE INTERNET  
BY EACH INTERNET USER



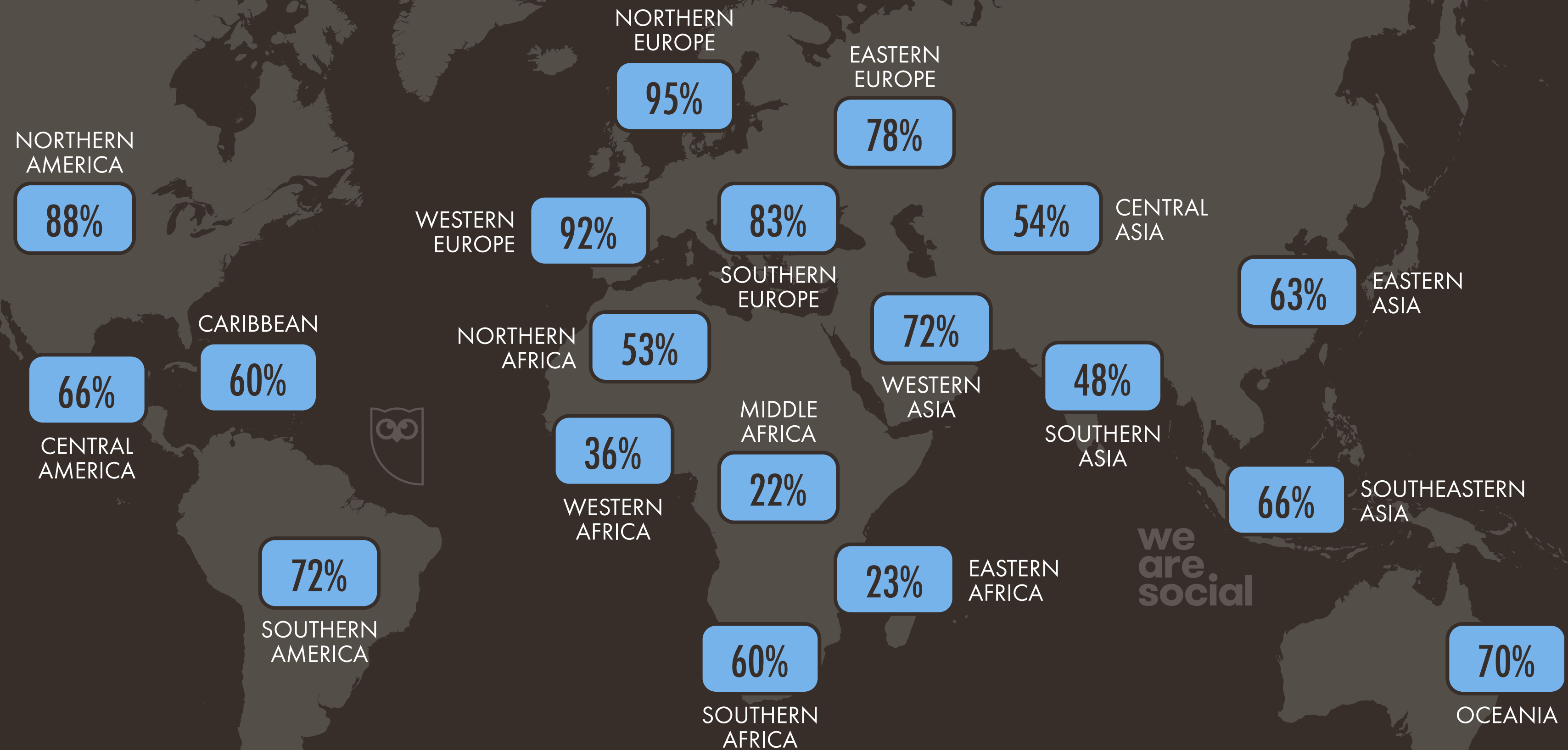
**6H 43M**



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2020

# INTERNET PENETRATION BY REGION

NUMBER OF INTERNET USERS IN EACH REGION COMPARED TO **TOTAL POPULATION\***

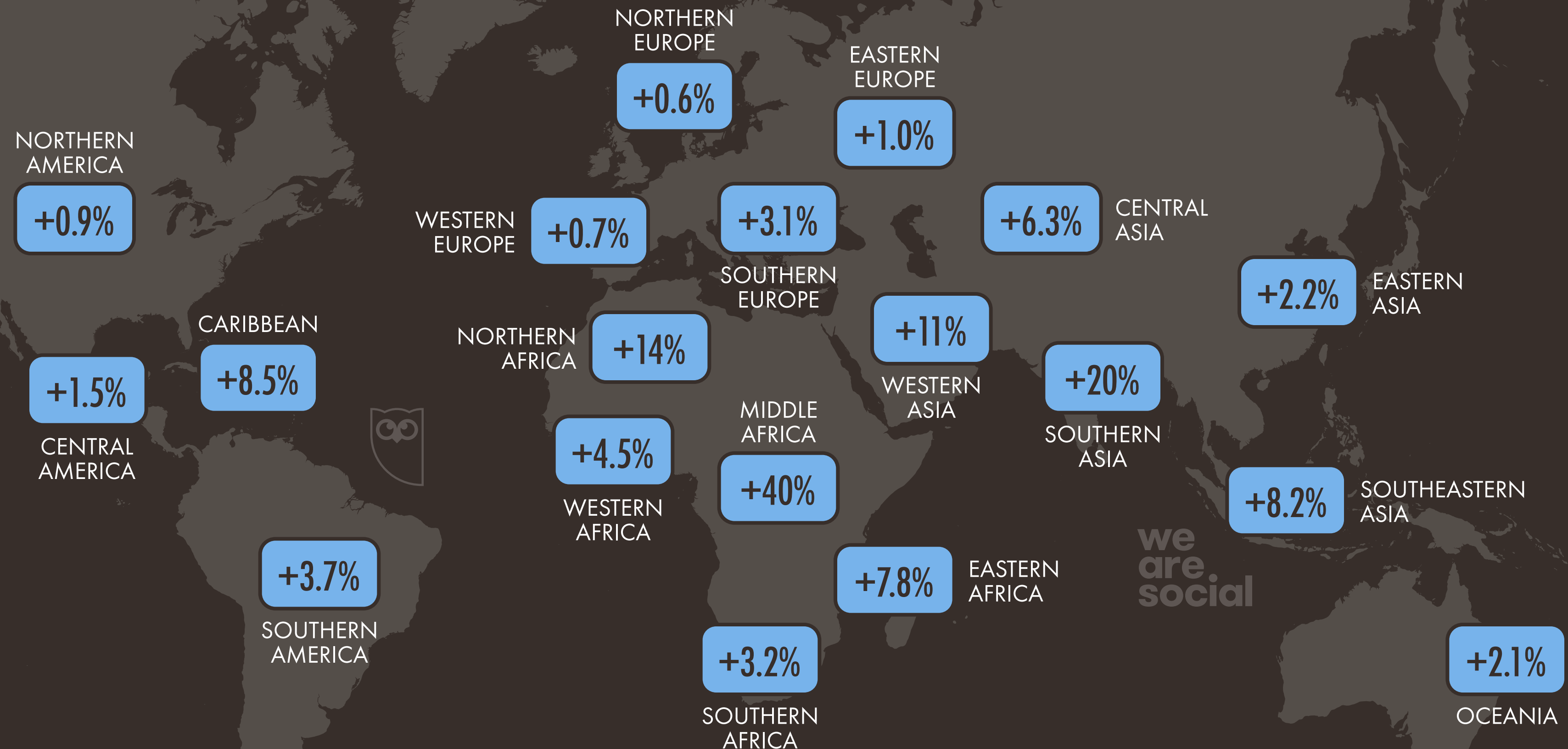


**SOURCES:** ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII; UNITED NATIONS. **\*NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOScheme.  
♦ **COMPARABILITY ADVISORY:** IMPORTANT SOURCE CHANGES. FIGURES ARE NOT DIRECTLY COMPARABLE TO PREVIOUS REPORTS.

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# GROWTH IN INTERNET USER NUMBERS BY REGION

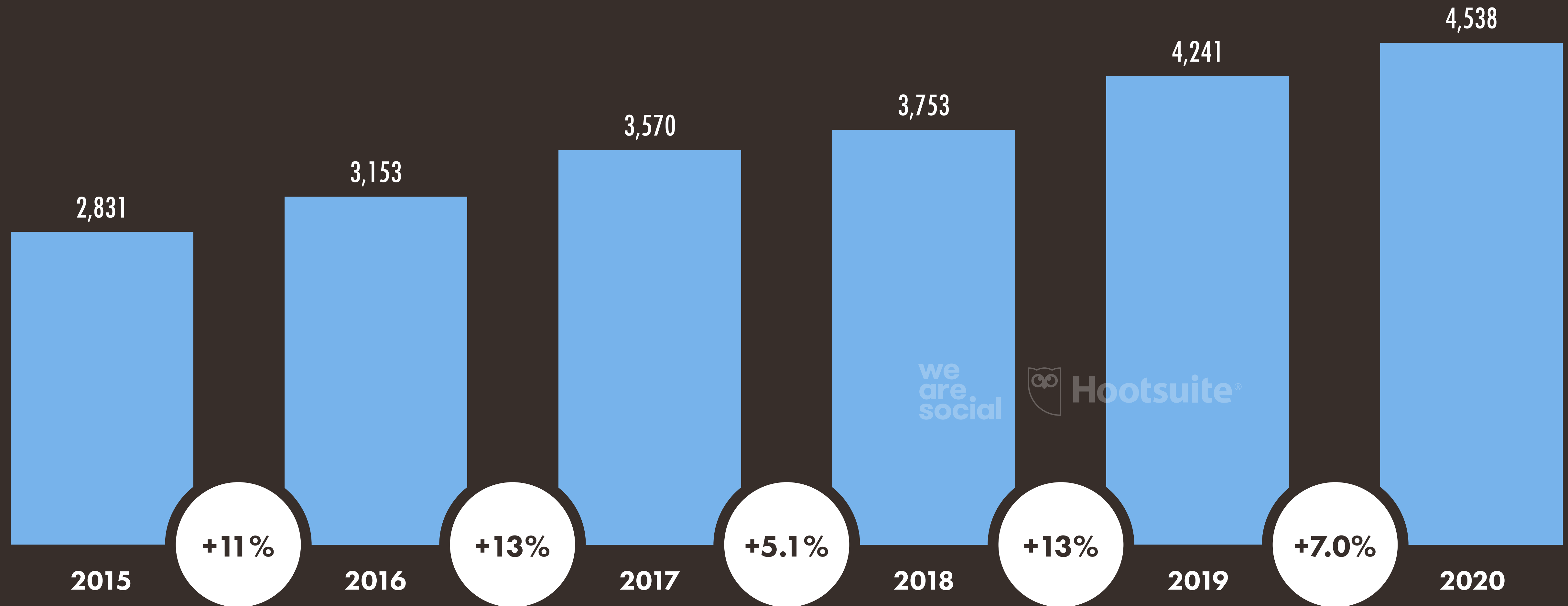
YEAR-ON-YEAR PERCENTAGE CHANGE IN THE NUMBER OF PEOPLE USING THE INTERNET



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# INTERNET USER NUMBERS OVER TIME

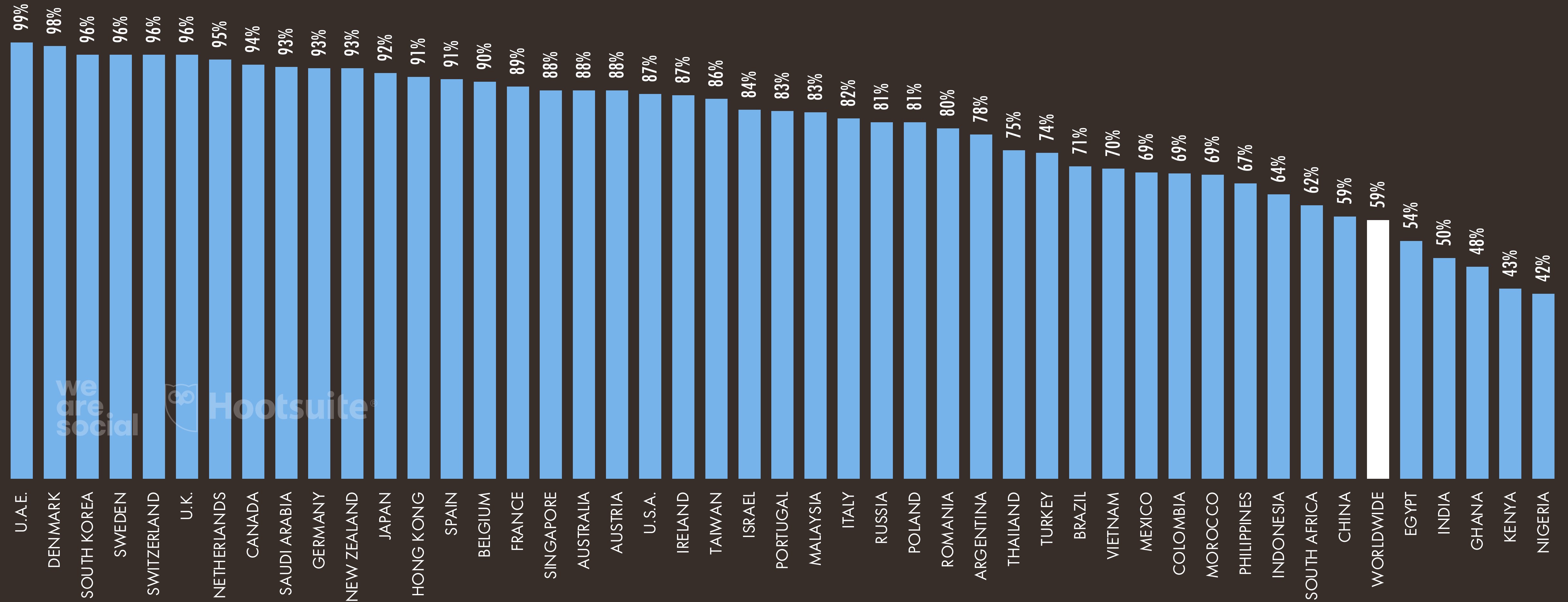
NUMBER OF GLOBAL INTERNET USERS BY YEAR (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE



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# INTERNET PENETRATION IN 2020

PERCENTAGE OF THE **TOTAL POPULATION** (REGARDLESS OF AGE) THAT USES THE INTERNET



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# INTERNET PENETRATION RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE HIGHEST AND LOWEST LEVELS OF INTERNET PENETRATION

## HIGHEST LEVELS OF INTERNET PENETRATION

#	HIGHEST PENETRATION	%	Nº OF USERS
01=	ICELAND	99%*	336,742
01=	KUWAIT	99%*	4,196,432
01=	QATAR	99%*	2,828,000
01=	U.A.E.	99%*	9,732,158
05	BAHRAIN	99%	1,648,721
06	BERMUDA	98%	61,374
07=	DENMARK	98%	5,666,399
07=	NORWAY	98%	5,292,049
09	ARUBA	97%	103,523
10	LUXEMBOURG	97%	602,848

## LOWEST LEVELS OF INTERNET PENETRATION

#	LOWEST PENETRATION	%	Nº OF USERS
212	NORTH KOREA*	0.0%	[N/A]
211	SOUTH SUDAN	8.0%	887,722
210	ERITREA	8.3%	293,343
209	BURUNDI	9.9%	1,154,568
208	SOMALIA	10%	1,625,924
207	NIGER	12%	2,781,266
206	PAPUA NEW GUINEA	12%	1,099,945
205	LIBERIA	12%	624,610
204	GUINEA-BISSAU	13%	250,000
203	CENTRAL AFRICAN REP.	14%	655,466



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# INTERNET GROWTH RANKINGS: RELATIVE CHANGE

COUNTRIES AND TERRITORIES\* WITH THE HIGHEST YEAR-ON-YEAR **PERCENTAGE** CHANGE IN THE NUMBER OF INTERNET USERS

#	HIGHEST RELATIVE GROWTH	▲%	▲ USERS
01	REP. OF THE CONGO	+126%	+854,775
02	DEM. REP. OF THE CONGO	+122%	+8,988,740
03	SAMOA	+86%	+60,000
04	IRAQ	+55%	+10,637,541
05	KIRIBATI	+39%	+12,000
06	GUINEA-BISSAU	+26%	+52,169
07	INDIA	+23%	+127,610,000
08	EGYPT	+22%	+9,803,630
09	BURUNDI	+21%	+201,540
10	CENTRAL AFRICAN REP.	+20%	+107,289

#	HIGHEST RELATIVE GROWTH	▲%	▲ USERS
11	OMAN	+18%	+726,818
12	PAKISTAN	+17%	+11,251,089
13	INDONESIA	+17%	+25,365,368
14	KENYA	+16%	+3,162,574
15	ZAMBIA	+16%	+594,828
16	SAUDI ARABIA	+15%	+4,321,382
17	CAMBODIA	+15%	+1,300,000
18	TAJIKISTAN	+15%	+311,281
19	HAITI	+13%	+433,982
20	LIBYA	+13%	+600,000



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# INTERNET GROWTH RANKINGS: ABSOLUTE CHANGE

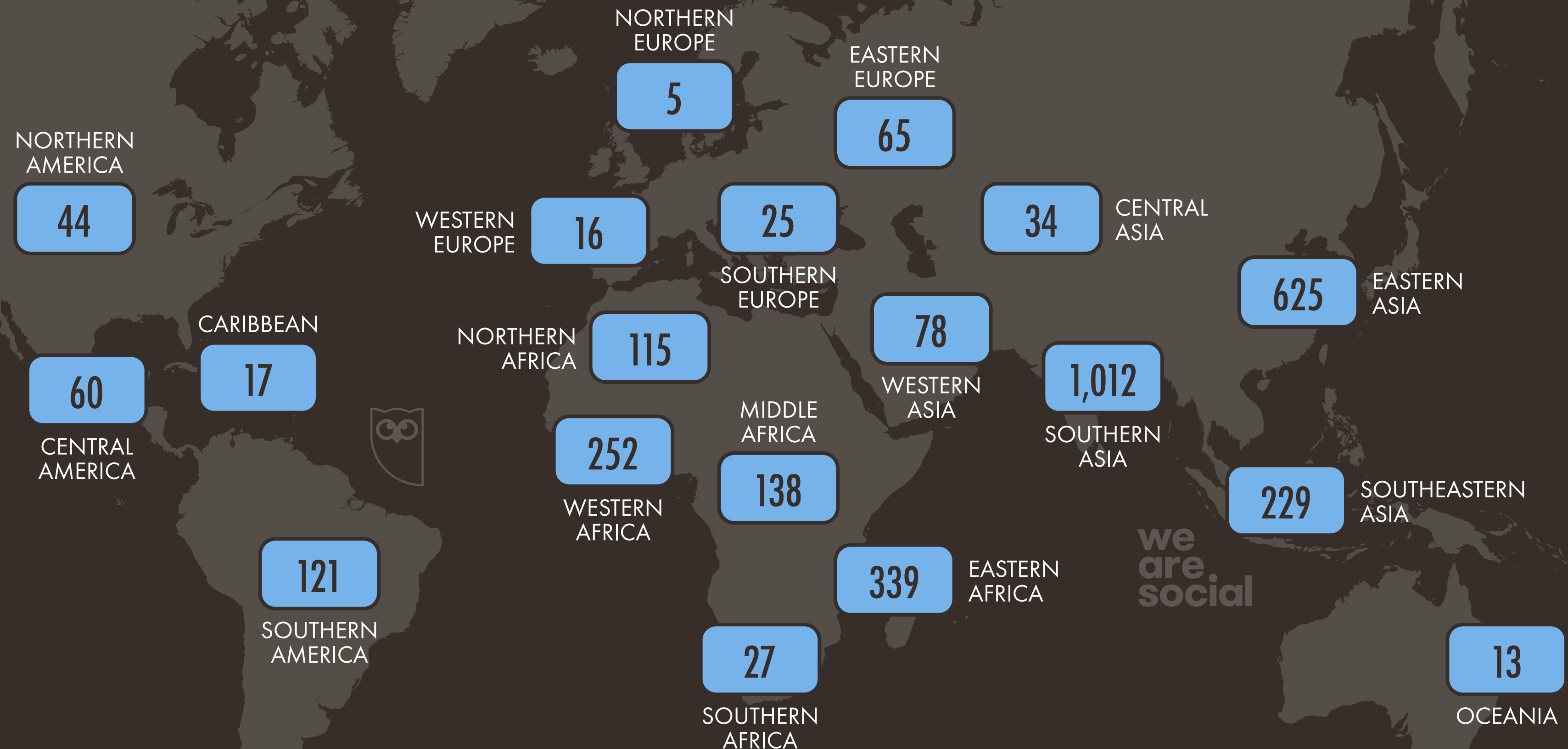
COUNTRIES AND TERRITORIES\* WITH THE LARGEST YEAR-ON-YEAR CHANGE IN THE ABSOLUTE NUMBER OF INTERNET USERS

#	LARGEST ABSOLUTE GROWTH	▲ USERS	▲ %	#	LARGEST ABSOLUTE GROWTH	▲ USERS	▲ %
01	INDIA	+127,610,000	+23%	11	IRAN	+5,676,469	+11%
02	CHINA	+25,490,000	+3.1%	12	SAUDI ARABIA	+4,321,382	+15%
03	INDONESIA	+25,365,368	+17%	13	KENYA	+3,162,574	+16%
04	PAKISTAN	+11,251,089	+17%	14	MOROCCO	+2,927,836	+13%
05	IRAQ	+10,637,541	+55%	15	TURKEY	+2,718,086	+4.6%
06	EGYPT	+9,803,630	+22%	16	ALGERIA	+2,372,381	+12%
07	DEM. REP. OF THE CONGO	+8,988,740	+122%	17	NIGERIA	+2,155,629	+2.6%
08	BRAZIL	+8,516,438	+6.0%	18	SPAIN	+2,013,677	+5.0%
09	VIETNAM	+6,169,040	+10%	19	U.S.A.	+1,816,314	+0.6%
10	BANGLADESH	+5,765,248	+9.5%	20	UKRAINE	+1,476,697	+5.7%

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# THE 'NEXT BILLION': UNCONNECTED AUDIENCES

THE NUMBER OF PEOPLE (IN MILLIONS) IN EACH REGION WHO ARE **NOT** CONNECTED TO THE INTERNET



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# THE 'NEXT BILLION': UNCONNECTED AUDIENCES

COUNTRIES AND TERRITORIES\* WITH THE GREATEST NUMBER AND HIGHEST PERCENTAGE OF PEOPLE NOT CONNECTED TO THE INTERNET

## GREATEST NUMBER OF PEOPLE NOT CONNECTED TO THE INTERNET

#	COUNTRY / TERRITORY	UNCONNECTED	% POP.
01	INDIA	685,591,071	50%
02	CHINA	582,063,733	41%
03	PAKISTAN	142,347,735	65%
04	NIGERIA	118,059,925	58%
05	BANGLADESH	97,427,352	59%
06	INDONESIA	96,709,226	36%
07	ETHIOPIA	92,385,728	81%
08	DEM. REP. OF THE CONGO	71,823,319	81%
09	BRAZIL	61,423,295	29%
10	EGYPT	46,626,170	46%

## HIGHEST SHARE OF POPULATION NOT CONNECTED TO THE INTERNET

#	COUNTRY / TERRITORY	% POP.	UNCONNECTED
01	NORTH KOREA	100%*	25,722,103
02	SOUTH SUDAN	92%	10,240,199
03	ERITREA	92%	3,228,429
04	BURUNDI	90%	10,556,111
05	SOMALIA	90%	14,042,139
06	NIGER	88%	20,977,412
07	PAPUA NEW GUINEA	88%	7,761,628
08	LIBERIA	88%	4,372,916
09	GUINEA-BISSAU	87%	1,694,458
10	CENTRAL AFRICAN REP.	86%	4,132,006



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**SOURCES:** ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII; UNITED NATIONS; KEPIOS ANALYSIS. **\*NOTES:** THE INTERNET REMAINS BLOCKED FOR EVERYDAY CITIZENS IN NORTH KOREA. RANKING ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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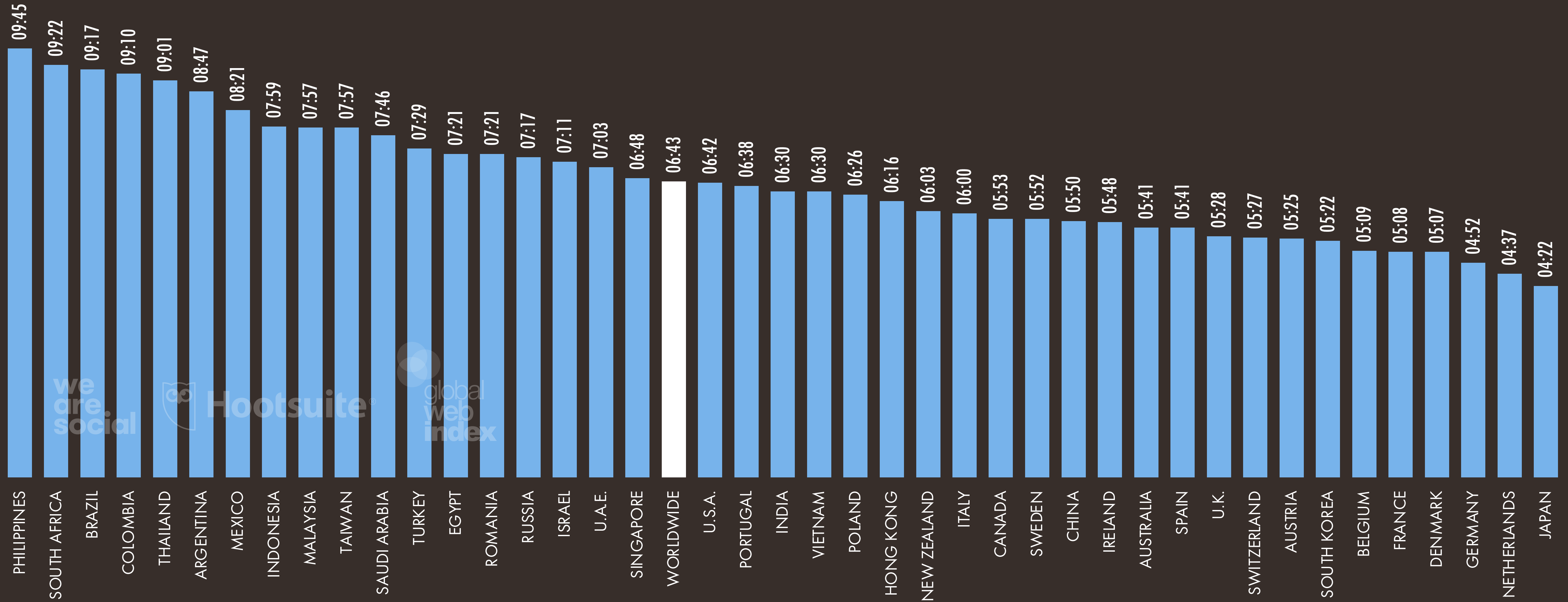
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# TIME PER DAY SPENT USING THE INTERNET

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT **INTERNET USERS AGED 16 TO 64** SPEND USING THE INTERNET EACH DAY ON ANY DEVICE

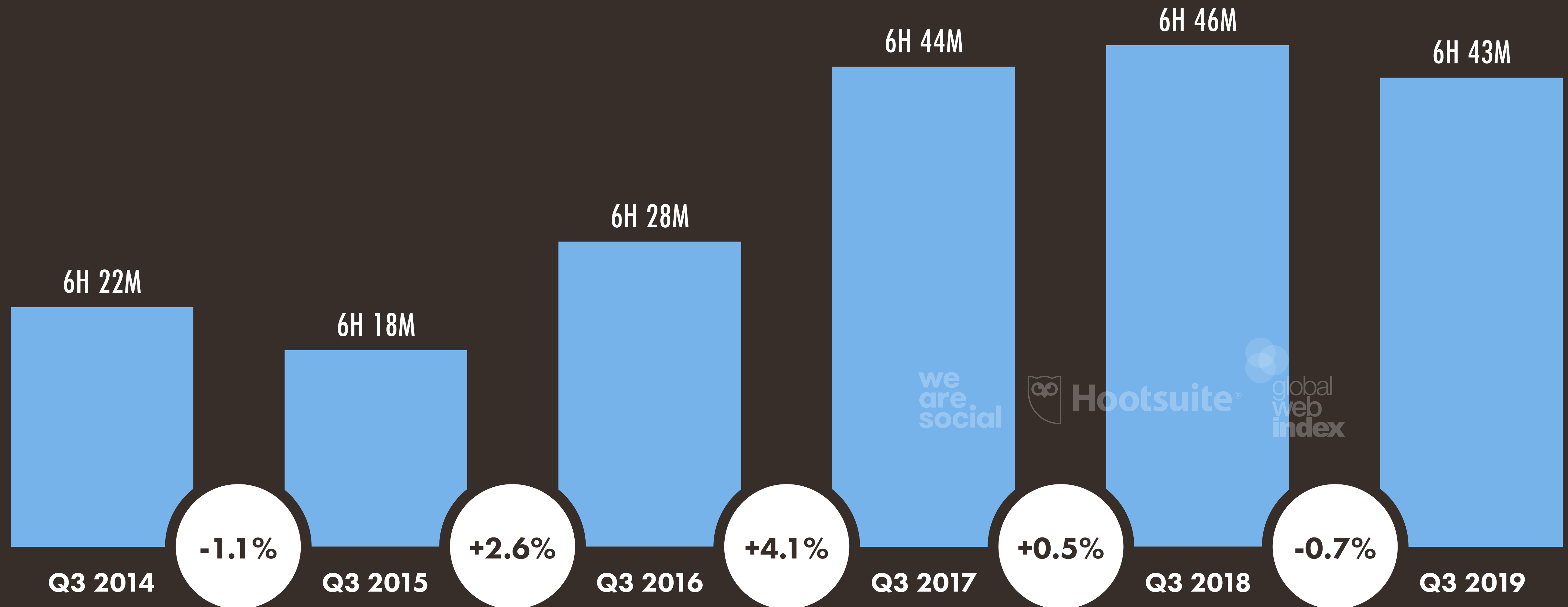




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# EVOLUTION OF DAILY TIME SPENT USING THE INTERNET

EVOLUTION IN THE AVERAGE AMOUNT OF TIME PER DAY THAT **INTERNET USERS AGED 16 TO 64** SPEND USING THE INTERNET VIA ANY DEVICE



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# MOBILE INTERNET USE

INTERNET USERS WHO ACCESS THE INTERNET VIA MOBILE PHONES

TOTAL NUMBER  
OF MOBILE  
INTERNET USERS



4.18  
BILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
TOTAL INTERNET USERS



92%

SHARE OF ALL INTERNET  
USERS ACCESSING  
VIA A SMARTPHONE\*



91%

SHARE OF ALL INTERNET  
USERS ACCESSING  
VIA A FEATURE PHONE\*



3.3%

AVERAGE DAILY TIME SPENT  
USING THE INTERNET  
ON MOBILE DEVICES



3H 22M



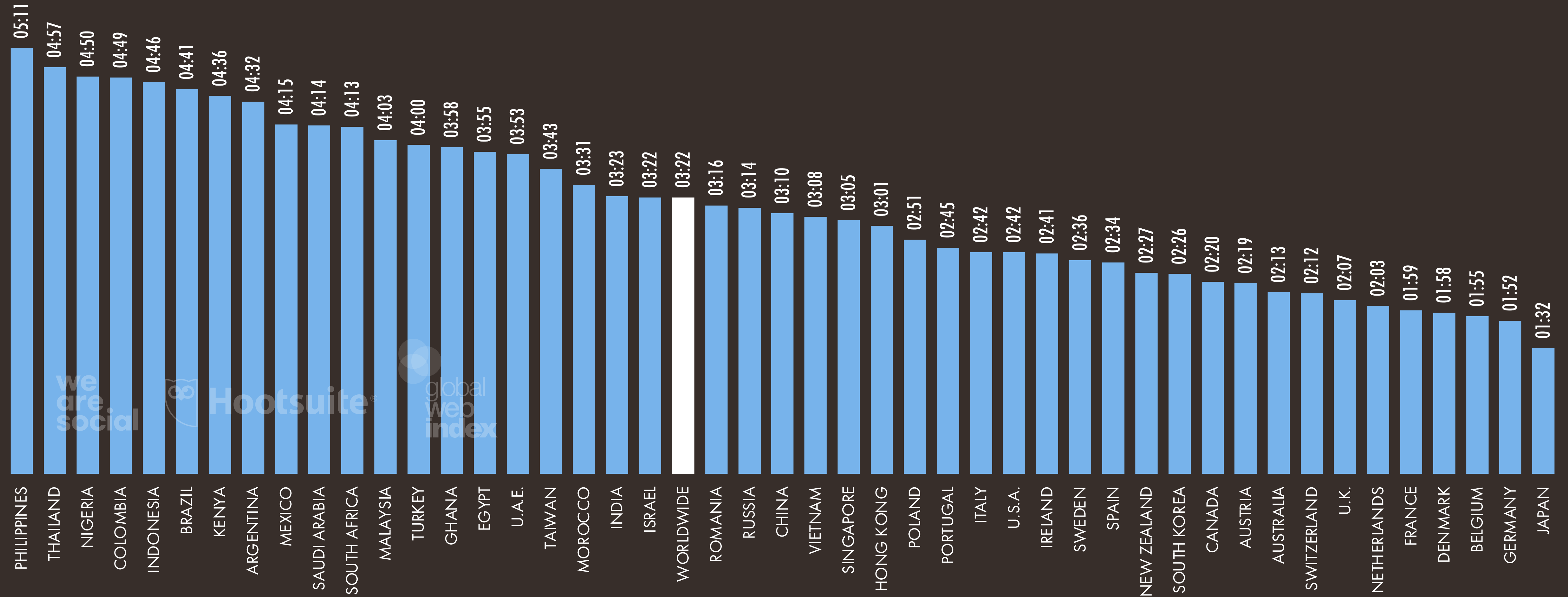
**SOURCES:** ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII (ALL LATEST AVAILABLE DATA IN JANUARY 2020). TIME AND SHARE DATA VIA GLOBALWEBINDEX (Q3 2019) \***NOTE:** FIGURES FOR SHARE BY MOBILE DEVICE TYPE REPRESENT EACH DEVICE'S SHARE OF TOTAL INTERNET USERS, NOT JUST SHARE OF MOBILE INTERNET USERS. ♦ **COMPARABILITY ADVISORY:** SOURCE CHANGES.



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# DAILY TIME SPENT USING MOBILE INTERNET

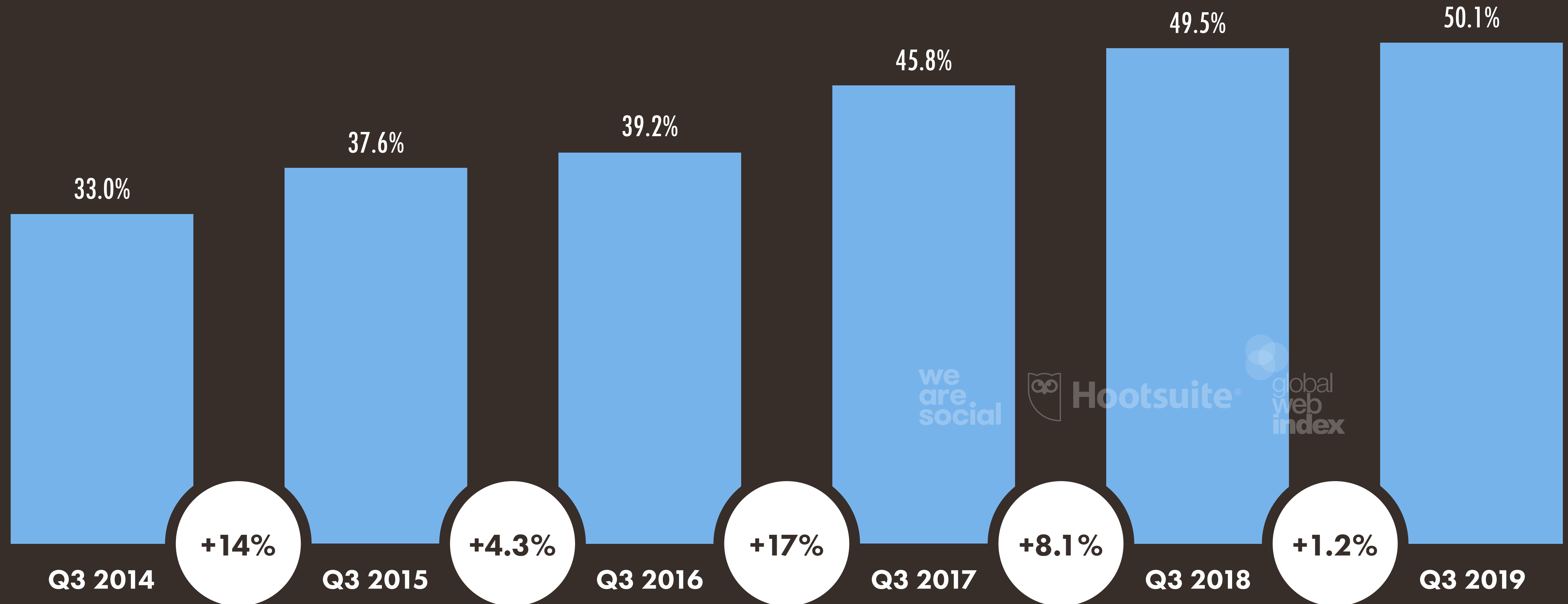
AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET VIA MOBILE PHONES



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# MOBILE'S SHARE OF TOTAL INTERNET TIME

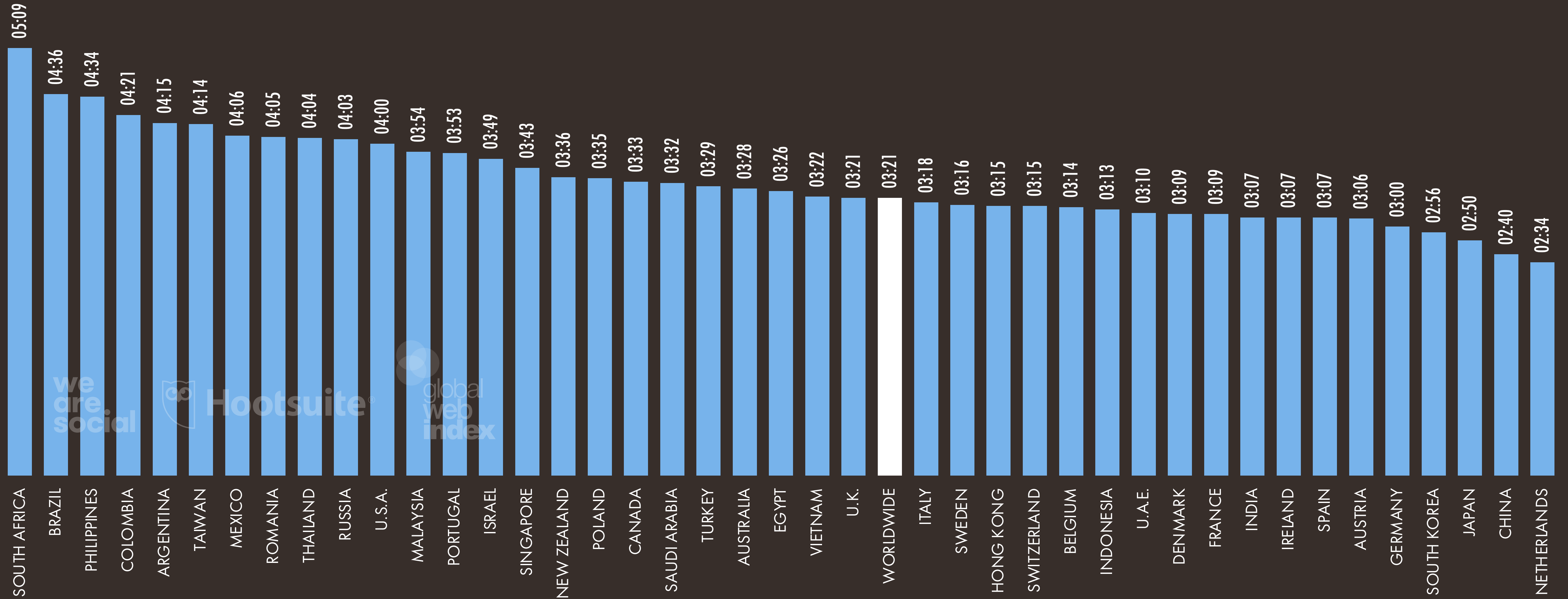
DAILY TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET VIA MOBILE DEVICES AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME



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# DAILY TIME SPENT USING THE INTERNET ON COMPUTERS

AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET VIA LAPTOPS, DESKTOPS, OR TABLETS





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# INTERNET CONNECTION SPEEDS: OVERVIEW

AVERAGE **DOWNLOAD** SPEEDS FOR MOBILE AND FIXED INTERNET CONNECTIONS, WITH YEAR-ON-YEAR COMPARISONS

AVERAGE SPEED OF  
MOBILE INTERNET  
CONNECTIONS



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**32.01**  
MBPS

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



KEPIOS

**+28%**

AVERAGE SPEED OF  
FIXED INTERNET  
CONNECTIONS



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**73.58**

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

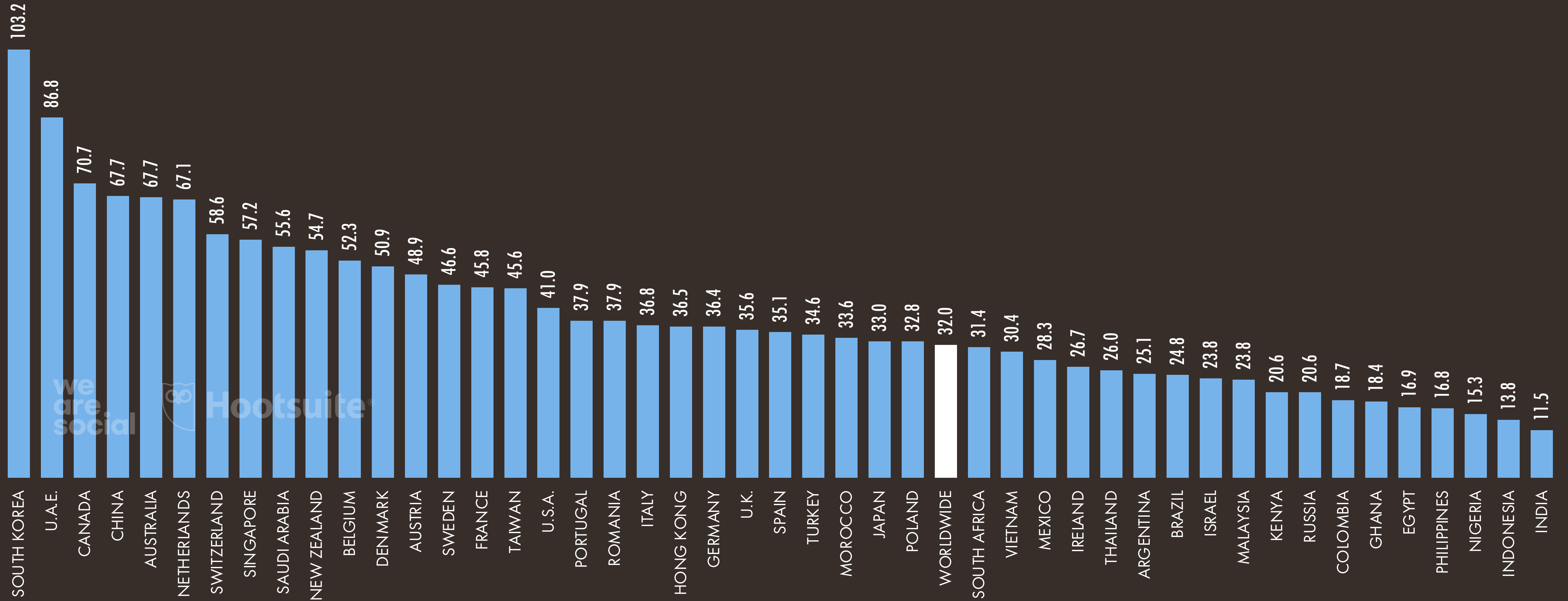


**+35%**

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# AVERAGE MOBILE INTERNET CONNECTION SPEEDS

THE AVERAGE **DOWNLOAD** SPEED OF **MOBILE** INTERNET CONNECTIONS, IN MBPS



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# MOBILE INTERNET CONNECTION SPEED RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE FASTEST AND SLOWEST MOBILE INTERNET CONNECTION SPEEDS

## FASTEST MOBILE INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
01	SOUTH KOREA	103.18	+102%
02	U.A.E.	86.77	+81%
03	QATAR	79.21	+33%
04	CANADA	70.74	+12%
05	CHINA	67.71	+131%
06	AUSTRALIA	67.66	+20%
07	NETHERLANDS	67.08	+22%
08	NORWAY	66.91	+1.6%
09	BULGARIA	63.98	[N/A]
10	CROATIA	61.54	+41%

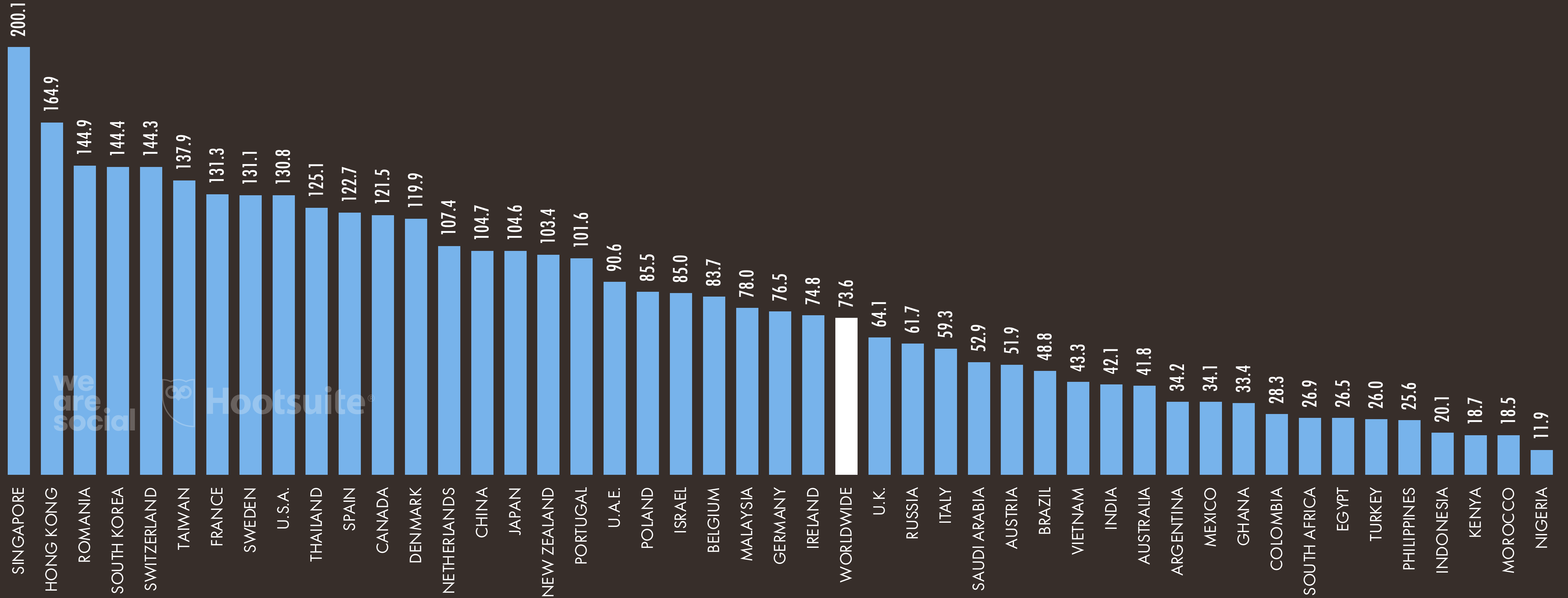
## SLOWEST MOBILE INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
140	PALESTINE	6.17	-8.9%
139	AFGHANISTAN	6.82	+21%
138	ALGERIA	7.88	+35%
137	VENEZUELA	8.35	+26%
136	SUDAN	8.60	-19%
135	RWANDA	9.07	[N/A]
134	UZBEKISTAN	9.51	-4.6%
133	IRAQ	9.81	+51%
132	TAJIKISTAN	10.30	+101%
131	EL SALVADOR	10.32	+14%

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# AVERAGE FIXED INTERNET CONNECTION SPEEDS

THE AVERAGE **DOWNLOAD** SPEED OF **FIXED** INTERNET CONNECTIONS, IN MBPS



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# FIXED INTERNET CONNECTION SPEED RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE FASTEST AND SLOWEST **FIXED** INTERNET CONNECTION SPEEDS

## FASTEST FIXED INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
01	SINGAPORE	200.12	+4.8%
02	HONG KONG	164.88	+2.2%
03	ROMANIA	144.92	+16%
04	SOUTH KOREA	144.41	+21%
05	SWITZERLAND	144.31	+39%
06	TAIWAN	137.90	+113%
07	FRANCE	131.25	+34%
08	SWEDEN	131.13	+23%
09	U.S.A.	130.79	+19%
10	HUNGARY	128.07	+18%

## SLOWEST FIXED INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
174	TURKMENISTAN	1.71	[N/A]
173	VANUATU	3.25	[N/A]
172	VENEZUELA	3.42	-7.3%
171	ALGERIA	3.92	+4.5%
170	YEMEN	4.39	[N/A]
169	MAURITANIA	4.91	[N/A]
168	CUBA	5.37	[N/A]
167	DEM. REP. OF THE CONGO	6.25	[N/A]
166	SUDAN	6.81	[N/A]
165	AFGHANISTAN	6.92	[N/A]



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# SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL **WEB PAGES** SERVED TO **WEB BROWSERS** IN DECEMBER 2019

MOBILE  
PHONES



**53.3%**

DEC 2019 vs. DEC 2018:

**+8.6%**

LAPTOPS &  
DESKTOPS



**44.0%**

DEC 2019 vs. DEC 2018:

**-6.8%**

TABLET  
COMPUTERS



**2.7%**

DEC 2019 vs. DEC 2018:

**-27%**

OTHER  
DEVICES



**0.07%**

DEC 2019 vs. DEC 2018:

**-30%**



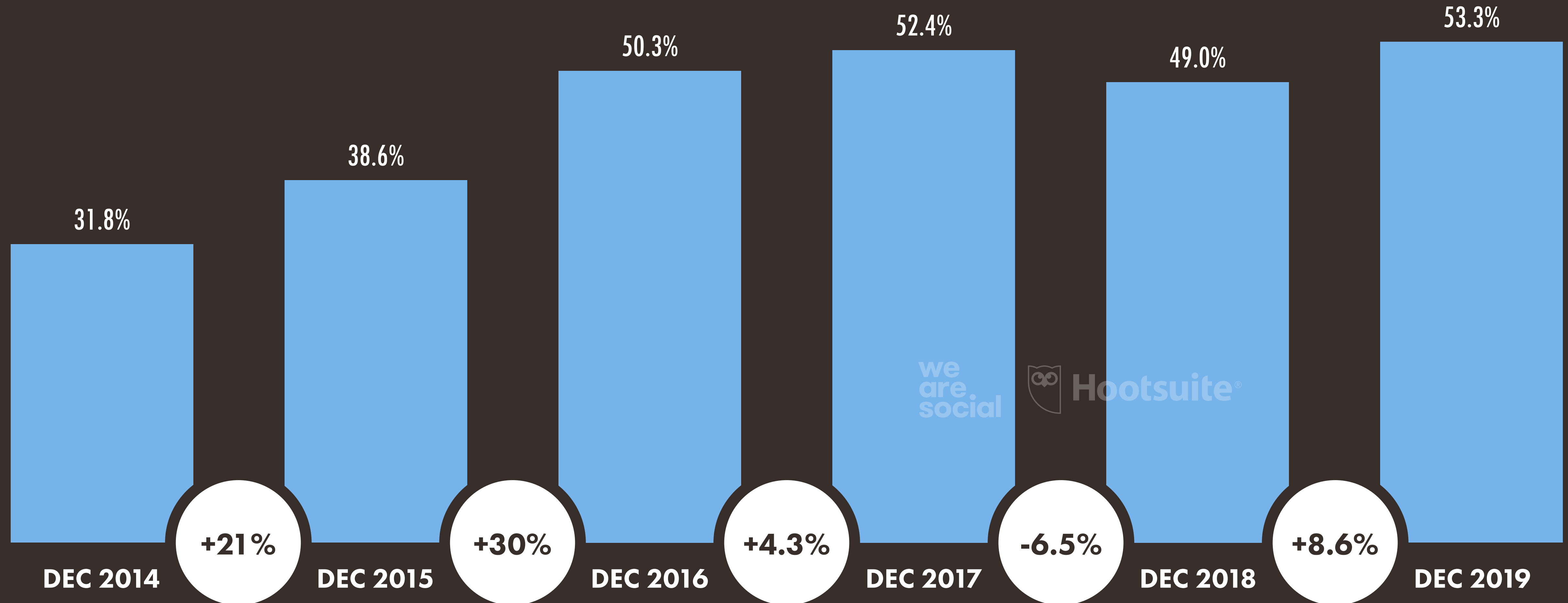
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# EVOLUTION OF MOBILE'S SHARE OF WEB TRAFFIC

MOBILE'S SHARE OF TOTAL WEB TRAFFIC SERVED TO WEB BROWSERS OVER TIME, WITH YEAR-ON-YEAR CHANGE



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# SHARE OF GLOBAL WEB TRAFFIC BY BROWSER

BASED ON WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2019

CHROME



63.6%

+2.2% Y-O-Y

SAFARI



17.7%

+20% Y-O-Y

FIREFOX



4.4%

-11% Y-O-Y

SAMSUNG INTERNET



3.5%

+18% Y-O-Y

UC BROWSER



2.9%

-32% Y-O-Y

OPERA



2.3%

-27% Y-O-Y

INTERNET EXPLORER



1.6%

-38% Y-O-Y

OTHER BROWSERS



4.1%

+28% Y-O-Y

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# WORLD'S MOST VISITED WEBSITES (SIMILARWEB)

RANKING OF THE WORLD'S MOST VISITED WEBSITES ACCORDING TO **SIMILARWEB**, BASED ON TOTAL GLOBAL WEBSITE TRAFFIC

#	WEBSITE	TIME / VISIT	PAGES / VISIT
01	GOOGLE.COM	10M 20S	8.12
02	YOUTUBE.COM	23M 00S	9.69
03	FACEBOOK.COM	11M 26S	10.70
04	BAIDU.COM	7M 51S	8.10
05	WIKIPEDIA.ORG	3M 48S	2.96
06	TWITTER.COM	10M 22S	10.84
07	INSTAGRAM.COM	6M 35S	11.44
08	YAHOO.COM	7M 27S	6.70
09	XVIDEOS.COM	12M 27S	9.25
10	YANDEX.RU	10M 51S	9.00

#	WEBSITE	TIME / VISIT	PAGES / VISIT
11	PORNHUB.COM	9M 26S	7.53
12	AMAZON.COM	7M 34S	10.10
13	XNXX.COM	15M 42S	11.58
14	NETFLIX.COM	9M 41S	4.24
15	LIVE.COM	7M 33S	8.28
16	YAHOO.CO.JP	9M 40S	6.89
17	NAVER.COM	17M 09S	11.65
18	VK.COM	17M 54S	23.20
19	GOOGLE.COM.BR	6M 56S	7.76
20	WHATSAPP.COM	2M 42S	1.79

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# WORLD'S MOST VISITED WEBSITES (ALEXA)

RANKING OF THE WORLD'S MOST VISITED WEBSITES ACCORDING TO **ALEXA\***, BASED ON TOTAL GLOBAL WEBSITE TRAFFIC

#	WEBSITE	TIME / DAY	PAGES / DAY	#	WEBSITE	TIME / DAY	PAGES / DAY
01	GOOGLE.COM	12M 09S	14.64	11	JD.COM	3M 40S	4.53
02	YOUTUBE.COM	11M 44S	6.70	12	YAHOO.COM	4M 34S	4.40
03	TMALL.COM	6M 56S	2.91	13	AMAZON.COM	9M 41S	9.01
04	FACEBOOK.COM	17M 48S	7.84	14	WIKIPEDIA.ORG	3M 55S	2.96
05	BAIDU.COM	7M 05S	4.54	15	WEIBO.COM	3M 09S	3.75
06	QQ.COM	3M 49S	4.00	16	SINA.COM.CN	2M 58S	3.51
07	SOHU.COM	3M 46S	4.56	17	PAGES.TMALL.COM	1M 16S	1.48
08	TAOBAO.COM	4M 48S	3.55	18	REDDIT.COM	7M 51S	5.60
09	LOGIN.TMALL.COM	5M 11S	1.00	19	LIVE.COM	4M 53S	4.97
10	360.CN	3M 20S	3.95	20	NETFLIX.COM	3M 15S	2.66

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# MOST COMMON LANGUAGES FOR WEB CONTENT

BASED ON THE LANGUAGES USED ON THE WORLD'S TOP 10 MILLION WEBSITES\*

#	LANGUAGE	% WEBSITES	SHARE OF POP.	#	LANGUAGE	% WEBSITES	SHARE OF POP.
01	ENGLISH	56.8%	4.9%	11	CHINESE	1.4%	16.5%
02	RUSSIAN	7.6%	2.0%	12	POLISH	1.3%	0.5%
03	SPANISH	4.6%	6.2%	13	VIETNAMESE	1.0%	1.0%
04	GERMAN	4.1%	1.0%	14	DUTCH	0.9%	0.3%
05	FRENCH	3.3%	1.0%	15	ARABIC	0.8%	3.6%
06	JAPANESE	2.9%	1.7%	16	KOREAN	0.8%	1.0%
07	PORTUGUESE	2.5%	2.9%	17	CZECH	0.7%	0.1%
08	PERSIAN	2.4%	0.7%	18	GREEK	0.7%	0.2%
09	TURKISH	2.2%	1.0%	19	INDONESIAN	0.5%	0.6%
10	ITALIAN	1.5%	0.8%	20	HUNGARIAN	0.4%	0.2%



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# GOOGLE SEARCH: TOP WORLDWIDE QUERIES IN 2019

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO GOOGLE SEARCH THROUGHOUT 2019

#	SEARCH QUERY	INDEX	▲ Y-O-Y	#	SEARCH QUERY	INDEX	▲ Y-O-Y
01	FACEBOOK	100	-19.8%	11	MP3	25	-21.5%
02	GOOGLE	94	-0.4%	12	HOTMAIL	20	-10.9%
03	YOUTUBE	87	-12.3%	13	MAIL*	20	-4.4%
04	YOU	60	[UNCHANGED]	14	YAHOO	17	-2.2%
05	WEATHER	50	11.5%	15	SAMSUNG*	17	2.2%
06	NEWS	44	[UNCHANGED]	16	METEO	16	13.1%
07	AMAZON	33	11.6%	17	WHATSAPP	16	25.7%
08	TRANSLATE	29	19.0%	18	TRADUCTOR*	15	16.1%
09	INSTAGRAM	27	16.2%	19	TWITTER*	15	16.7%
10	GMAIL	25	-2.6%	20	MAPS*	15	-0.7%

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# ONLINE CONTENT ACTIVITIES

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

WATCH  
ONLINE VIDEOS



global  
web  
index

90%

WATCH  
VLOGS



51%

LISTEN TO MUSIC  
STREAMING SERVICES



global  
web  
index

70%

LISTEN TO ONLINE  
RADIO STATIONS



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47%

LISTEN TO  
PODCASTS

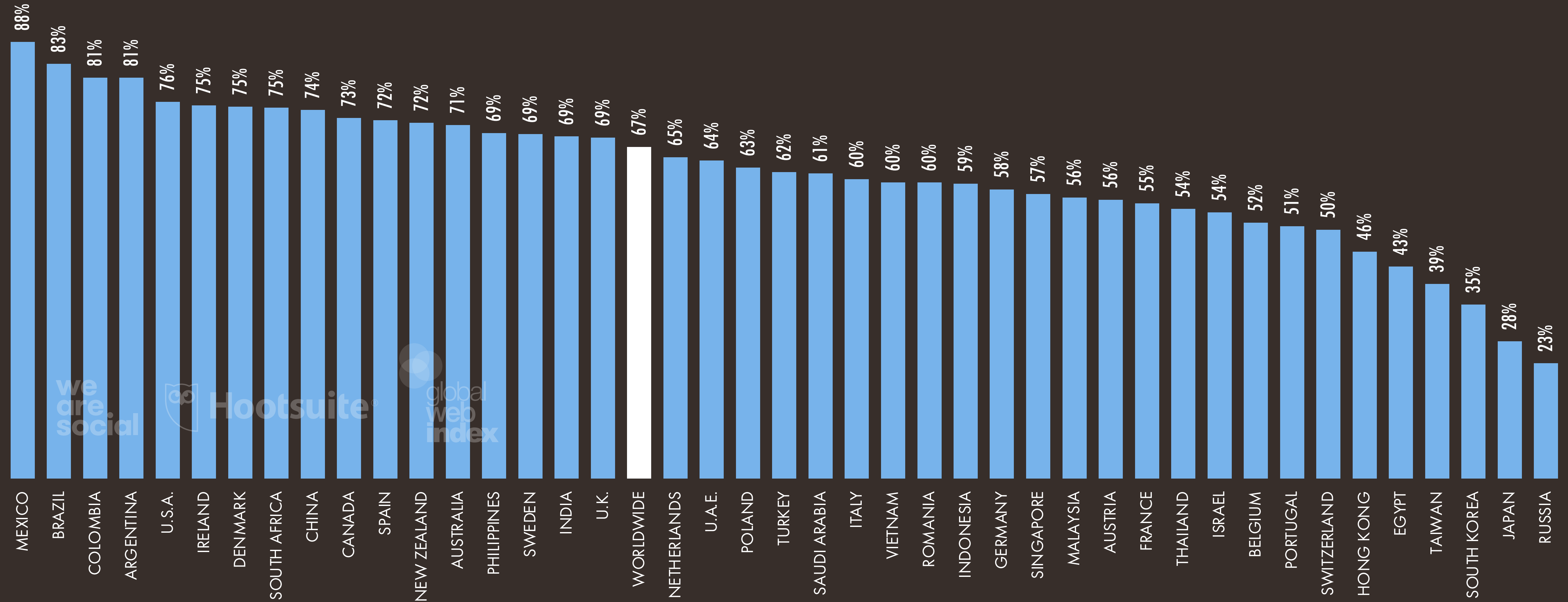


41%

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# STREAMING TV CONTENT VIA THE INTERNET

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO WATCH TV CONTENT VIA A STREAMING SUBSCRIPTION SERVICE (E.G. NETFLIX) EACH MONTH



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# PLAYING GAMES: DEVICE PERSPECTIVE

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

ANY  
DEVICE



81%

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SMART  
PHONE



69%

global  
web  
index

PC (LAPTOP  
OR DESKTOP)



41%

owl

GAMES  
CONSOLE



25%

global  
web  
index

TABLET  
COMPUTER



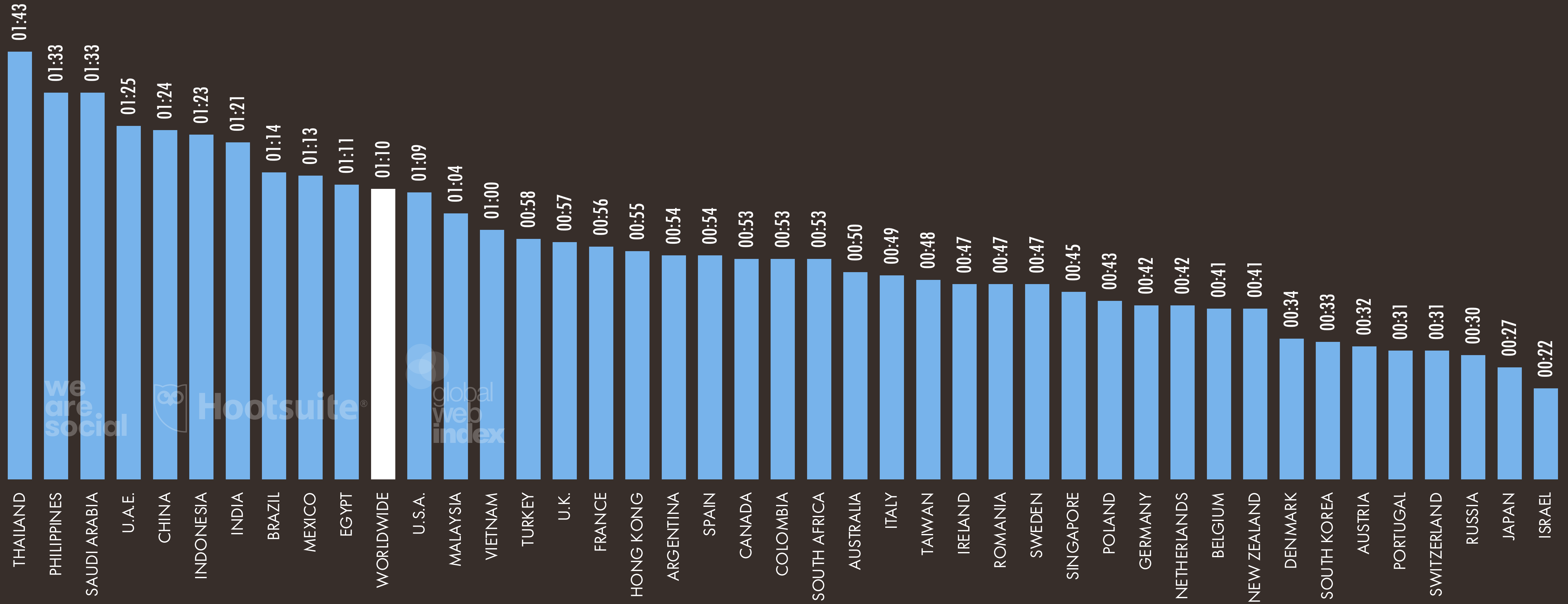
21%



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2020

# DAILY TIME SPENT USING GAMES CONSOLES

AVERAGE AMOUNT OF TIME EACH DAY THAT **INTERNET USERS AGED 16 TO 64** SPEND USING GAMES CONSOLES

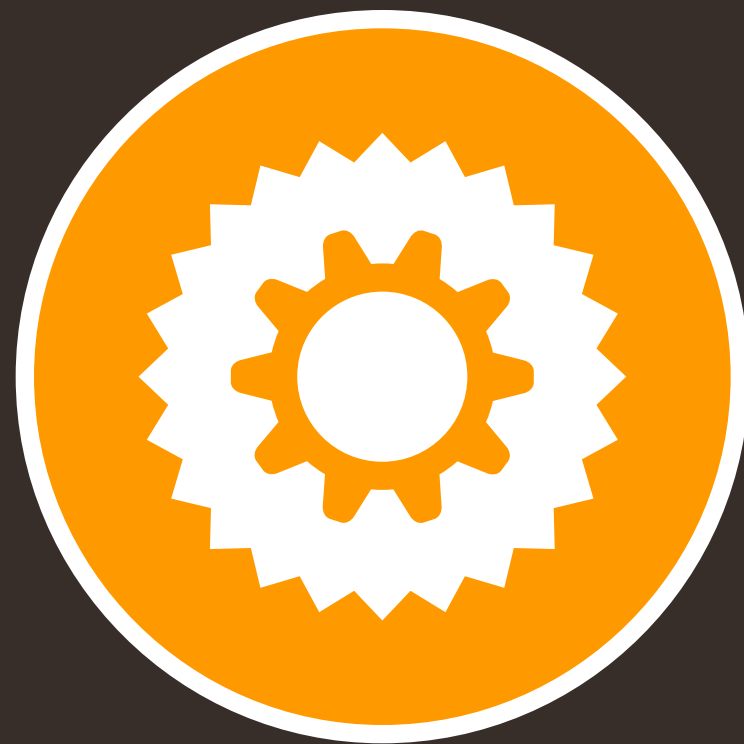


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2020

# GAMING-RELATED ACTIVITIES

PERCENTAGE OF ALL INTERNET USERS AGED 16 TO 64 WHO PARTICIPATED IN EACH GAMING-RELATED ACTIVITY IN THE PAST MONTH

PURCHASED A  
GAME ADD-ON  
OR PAID FOR DLC\*



7.6%

PLAYED A GAME ON  
A CLOUD GAMING OR  
STREAMING PLATFORM



9.9%

SHARED IMAGES  
OR VIDEOS OF  
OWN GAMEPLAY



12%

WATCHED A LIVE STREAM  
OF OTHER PEOPLE  
PLAYING GAMES



20%

WATCHED  
AN ESPORTS  
TOURNAMENT

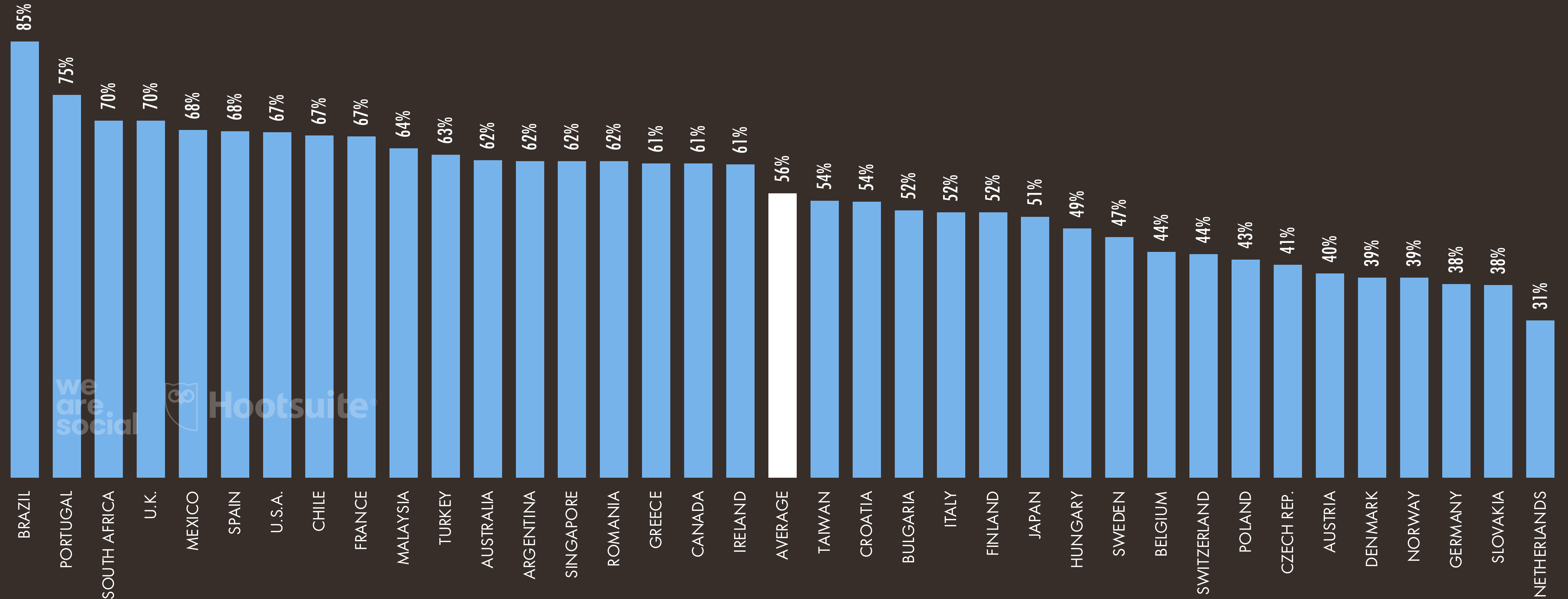


14%

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# CONCERNS ABOUT MISINFORMATION AND 'FAKE NEWS'

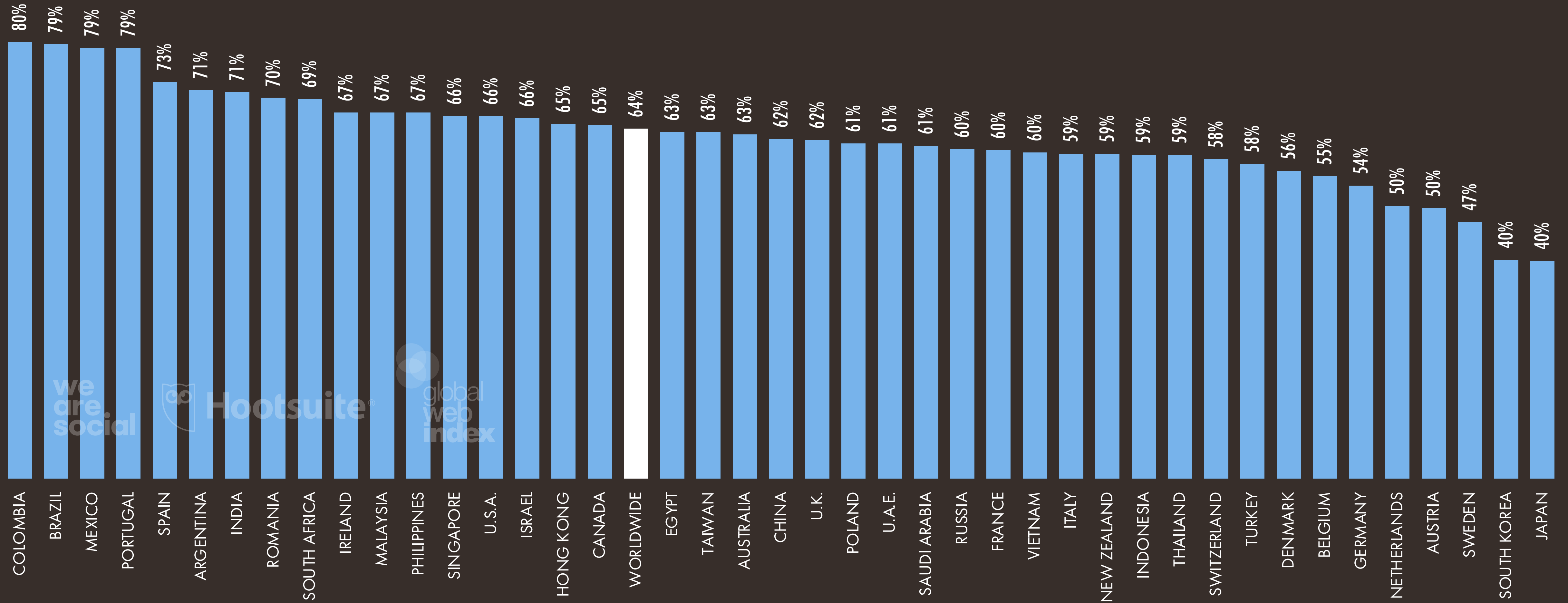
PERCENTAGE OF ADULTS AGED 18+ WHO SAY THEY'RE CONCERNED ABOUT WHAT IS REAL AND FAKE ON THE INTERNET



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2020

# CONCERNS ABOUT MISUSE OF PERSONAL DATA

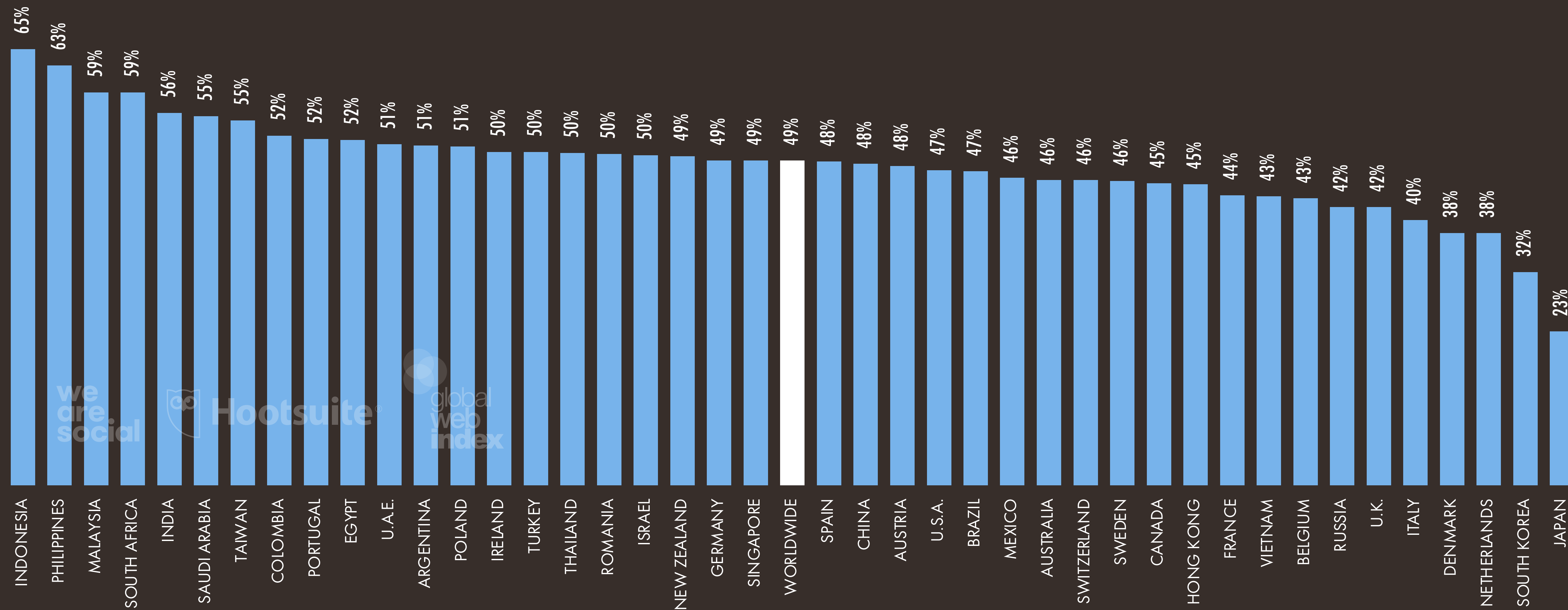
PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO SAY THEY'RE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA



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2020

# USE OF AD BLOCKERS

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO USE TOOLS TO BLOCK ONLINE ADVERTISING EACH MONTH

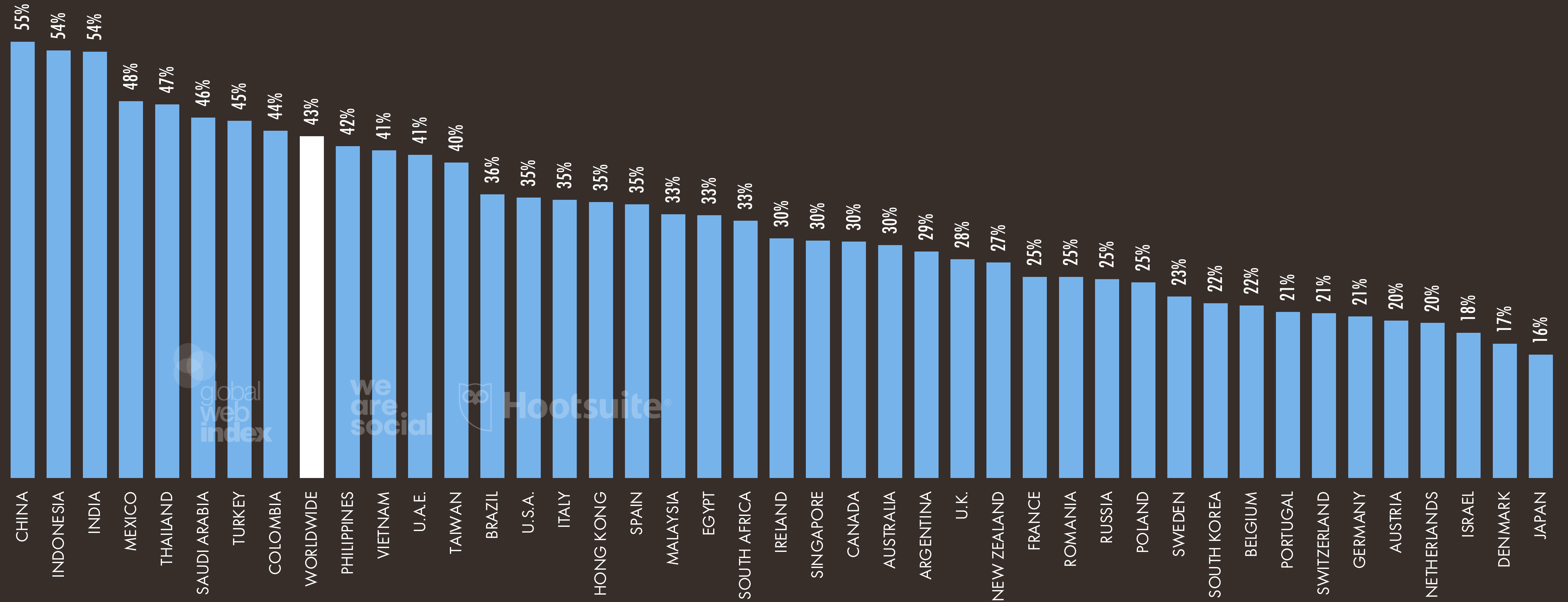




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2020

# USE OF VOICE SEARCH AND VOICE COMMANDS

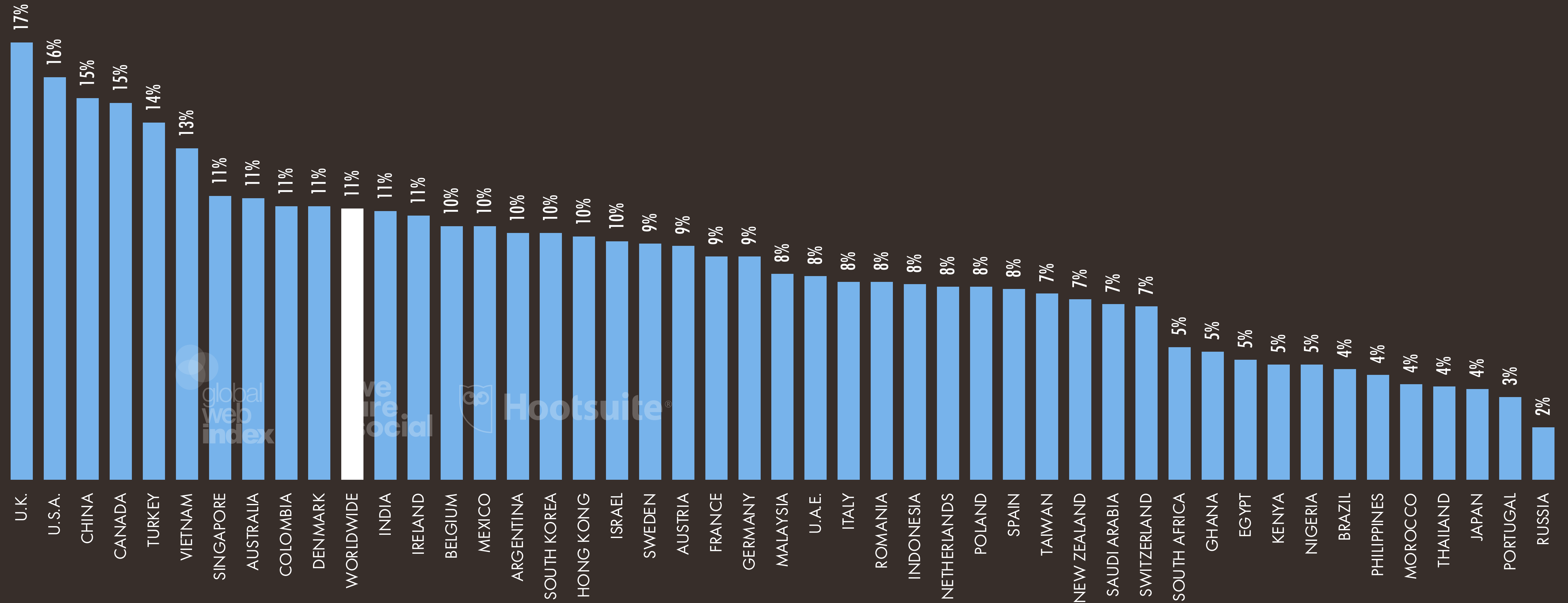
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE VOICE INTERFACES EACH MONTH (ANY DEVICE)



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# SMART HOME DEVICE OWNERSHIP

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO SAY THAT THEY OWN SOME FORM OF SMART HOME DEVICE\*



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# OVERVIEW OF THE SMART HOME DEVICE MARKET

VALUE OF THE GLOBAL MARKET FOR SMART HOME DEVICES, WITH VALUE BY DEVICE SUB-CATEGORY (IN U.S. DOLLARS)

NUMBER OF HOMES WITH  
SMART HOME DEVICES



**134.1**  
MILLION



TOTAL ANNUAL VALUE OF  
SMART HOME DEVICES MARKET



**\$73.72**  
BILLION

statista

VALUE OF SMART HOME CONTROL  
& CONNECTIVITY DEVICE MARKET\*



**\$17.16**  
BILLION



VALUE OF SMART HOME  
APPLIANCES MARKET



**\$16.97**  
BILLION

VALUE OF SMART HOME  
SECURITY DEVICE MARKET



**\$15.93**  
BILLION

statista

VALUE OF SMART HOME  
ENTERTAINMENT DEVICE MARKET



**\$10.47**  
BILLION

we  
are  
social

VALUE OF SMART HOME  
COMFORT & LIGHTING MARKET



**\$7.34**  
BILLION

KEPIOS

VALUE OF SMART HOME  
ENERGY MANAGEMENT MARKET



**\$5.84**  
BILLION

**SOURCE:** STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSED JANUARY 2020). FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2019, IN U.S. DOLLARS. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. **\*NOTES:** THE "CONTROL AND CONNECTIVITY" SEGMENT INCLUDES HUBS AND INTERFACES FOR "INTELLIGENT HOME NETWORKS" (E.G. SMART SPEAKERS, CENTRAL CONTROL UNITS, SMART PLUGS, ETC.).

we  
are  
social



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# AVERAGE ANNUAL REVENUE PER SMART HOME

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

PENETRATION OF  
SMART HOME DEVICES\*



7.2%



ARPU\*: COMBINED SPEND ON  
ALL SMART HOME DEVICES



\$550

statista

ARPU\*: SMART HOME CONTROL  
& CONNECTIVITY DEVICES



\$137



ARPU\*: SMART  
HOME APPLIANCES



\$286

ARPU\*: SMART HOME  
SECURITY DEVICES



\$238

statista

ARPU\*: SMART HOME  
ENTERTAINMENT DEVICES



\$112

we  
are  
social

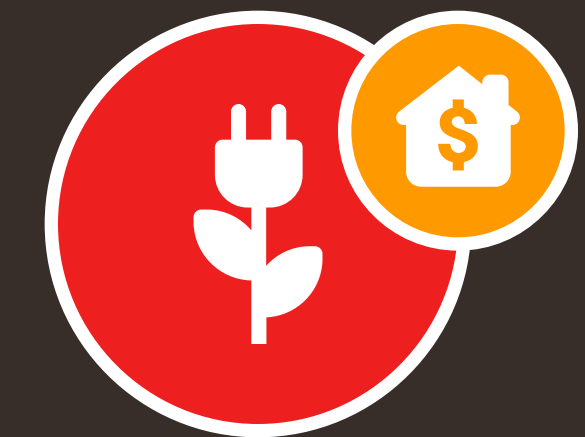
ARPU\*: SMART HOME  
COMFORT & LIGHTING



\$81

KEPIOS

ARPU\*: SMART HOME  
ENERGY MANAGEMENT



\$85

**SOURCE:** STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSED JANUARY 2020). FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUE FOR 2019, IN U.S. DOLLARS. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. **\*NOTES:** IN THIS CONTEXT, "PENETRATION" REFERS TO THE NUMBER OF HOMES WITH SMART HOME DEVICES, AND "ARPU" REFERS TO AVERAGE REVENUE PER HOME WITH A SMART DEVICE.



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# SMART HOME MARKET: ANNUAL VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE SIZE AND VALUE OF THE SMART HOME MARKET, WITH DETAIL BY SUB-CATEGORY

ANNUAL CHANGE IN  
SMART HOME PENETRATION\*



+33%



Y-O-Y VALUE CHANGE: OVERALL  
SMART HOME DEVICES MARKET



+28%

statista

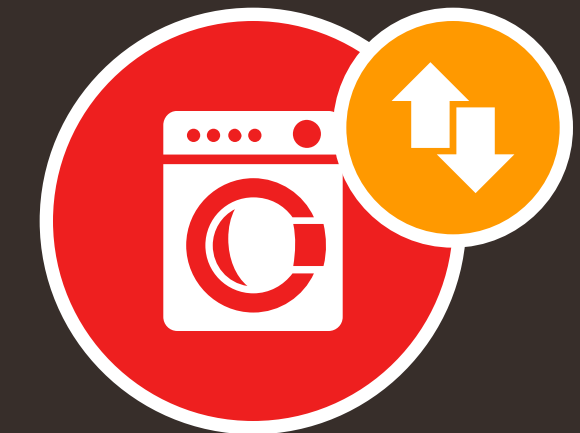
Y-O-Y VALUE CHANGE: SMART HOME  
CONTROL & CONNECTIVITY MARKET



+31%



Y-O-Y VALUE CHANGE: SMART  
HOME APPLIANCES MARKET



+32%

Y-O-Y VALUE CHANGE: SMART  
HOME SECURITY DEVICE MARKET



+26%

statista

Y-O-Y VALUE CHANGE: SMART HOME  
ENTERTAINMENT DEVICE MARKET



+21%

we  
are  
social

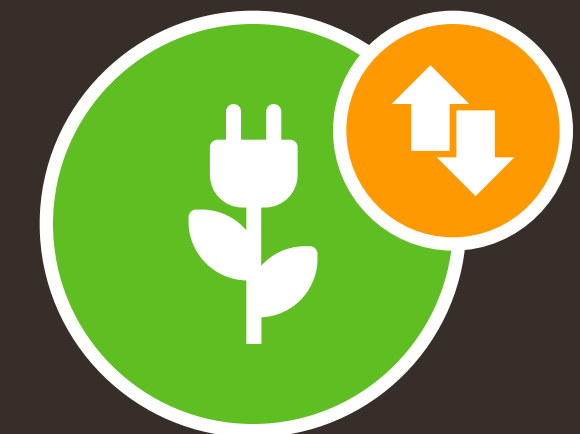
Y-O-Y VALUE CHANGE: SMART HOME  
COMFORT & LIGHTING MARKET



+29%

KEPIOS

Y-O-Y VALUE CHANGE: SMART HOME  
ENERGY MANAGEMENT MARKET



+29%

**SOURCE:** STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSED JANUARY 2020). GROWTH FIGURES REPRESENT THE YEAR-ON-YEAR CHANGE IN ESTIMATES OF FULL-YEAR REVENUE FOR 2019 COMPARED TO 2018. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. **\*NOTES:** "PENETRATION" REFERS TO THE NUMBER OF HOMES WITH SMART HOME DEVICES. "Y-O-Y VALUE CHANGE" FIGURES REFER TO THE YEAR-ON-YEAR CHANGE IN REVENUE.

we  
are  
social

Hootsuite®



# HOOTSUITE'S PERSPECTIVE: BEST-IN-CLASS EXAMPLES



## BUILDING CONFIDENCE

**Spectrum Health**: To encourage advocacy among its 31,000 employees, Spectrum Health created a structure within its social strategy that gave employees trusted content they felt empowered to share. By building out digital skill sets internally, Spectrum employees have become confident advocates, providing a better customer experience in the health care sector. [Watch here](#).



## PROVIDING CONNECTION

**Sodexo**: Amid privacy concerns and the rise of private messaging channels, Sodexo uses the power of 1:1 connection and peer-to-peer trust on social media to create meaningful relationships with students on campus. [Watch here](#).



## ENABLING CONVENIENCE

**Adobe**: Experiences matter more than products for today's consumers. To meet these high expectations and provide a unified customer experience, Adobe builds a 360-degree view of the customer through social data and insights across the entire company. [Watch here](#).

[Click here](#) for more Hootsuite insights into the Future of Customer Engagement.

# WE ARE SOCIAL'S PERSPECTIVE: INTERNET IN 2020

## SHIFTS IMPACTING OUR ONLINE BEHAVIOUR



### CULTURAL CROSSFIT

People have often been forced to engage with cultural interests in isolation, but that doesn't reflect the way they consume. Tastes are flexible and multifaceted. And driven by openness to collaboration among brands and platforms, cultural convergence is more far reaching than ever.

**In 2020, brands will look to reflect people's relationship with culture in flexible and adaptive ways**



### VIRTUAL SELVES

Avatars were once exclusive to gamer communities. But digital versions of ourselves are now commonplace internet-wide. Whether the iOS Memoji Keyboard, Facebook Horizon, Instagram's AR filters, Fortnite or VR chat, people will increasingly be creating and customising avatars across platforms.

**In 2020, brands will engage with people's digital avatars in more meaningful ways**



### OVERT PRIVACY

People want control over their digital footprints, looking to hide from brands, platforms, and even their outer circles, by moving into more intimate social spaces. With tools like Instagram 'Close Friends' and Facebook Groups gaining traction, the public feed feels less important than ever.

**In 2020, brands will participate in more intimate conversations with their core customers**



**SOCIAL MEDIA IN 2020**

JAN  
2020

# SOCIAL MEDIA USE AROUND THE WORLD

BASED ON THE NUMBER OF MONTHLY ACTIVE USERS OF TOP SOCIAL MEDIA PLATFORMS IN EACH COUNTRY OR TERRITORY

TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

3.80  
BILLION

SOCIAL MEDIA  
PENETRATION (USERS  
vs. TOTAL POPULATION\*)



we  
are  
social

49%

ANNUAL GROWTH IN  
THE TOTAL NUMBER OF  
SOCIAL MEDIA USERS



KEPIOS

+9.2%

TOTAL NUMBER OF SOCIAL  
MEDIA USERS ACCESSING  
VIA MOBILE PHONES



global  
web  
index

3.75  
BILLION

PERCENTAGE OF TOTAL  
SOCIAL MEDIA USERS  
ACCESSING VIA MOBILE

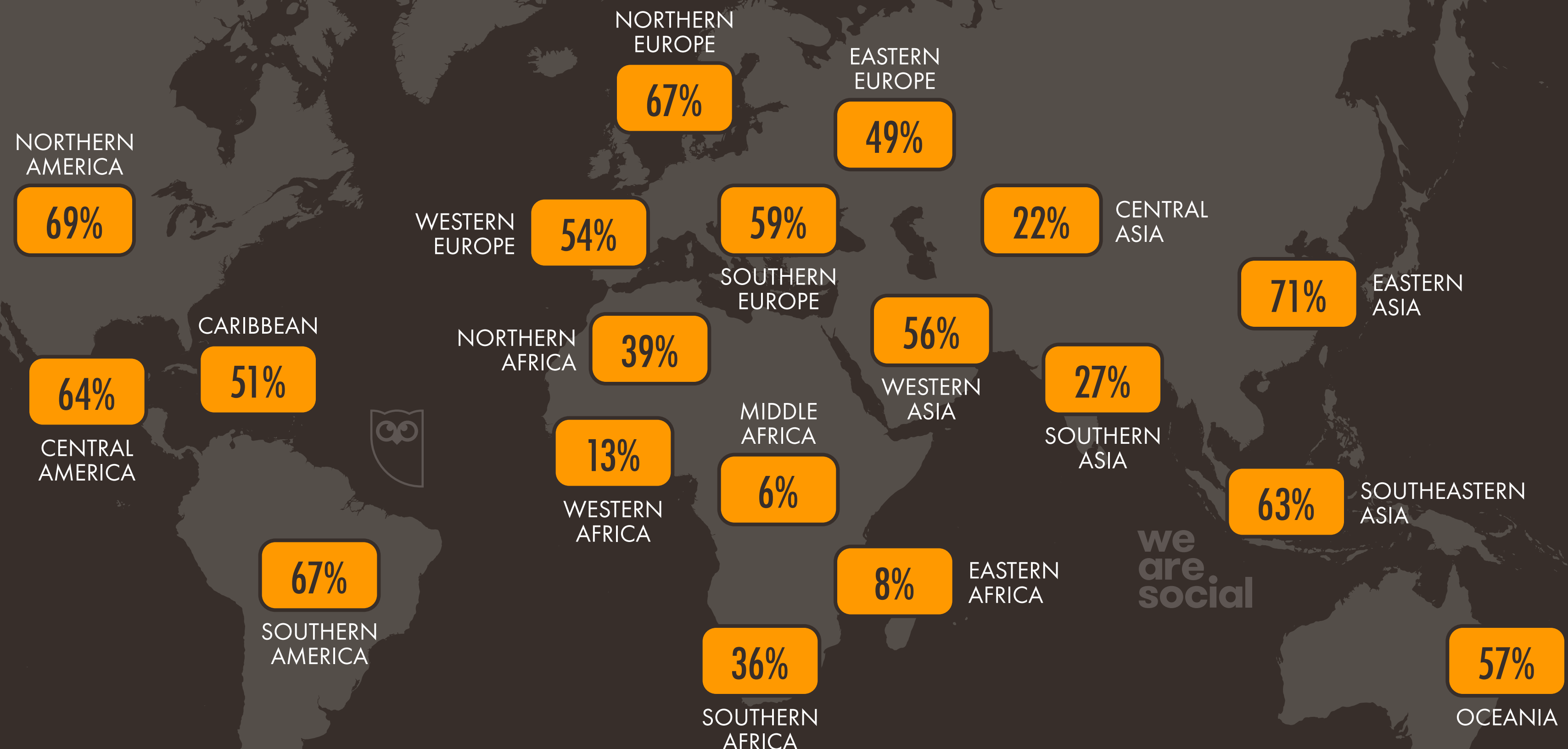


99%

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2020

# SOCIAL MEDIA USE vs. TOTAL POPULATION BY REGION

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS IN EACH REGION COMPARED TO **TOTAL POPULATION**, REGARDLESS OF AGE



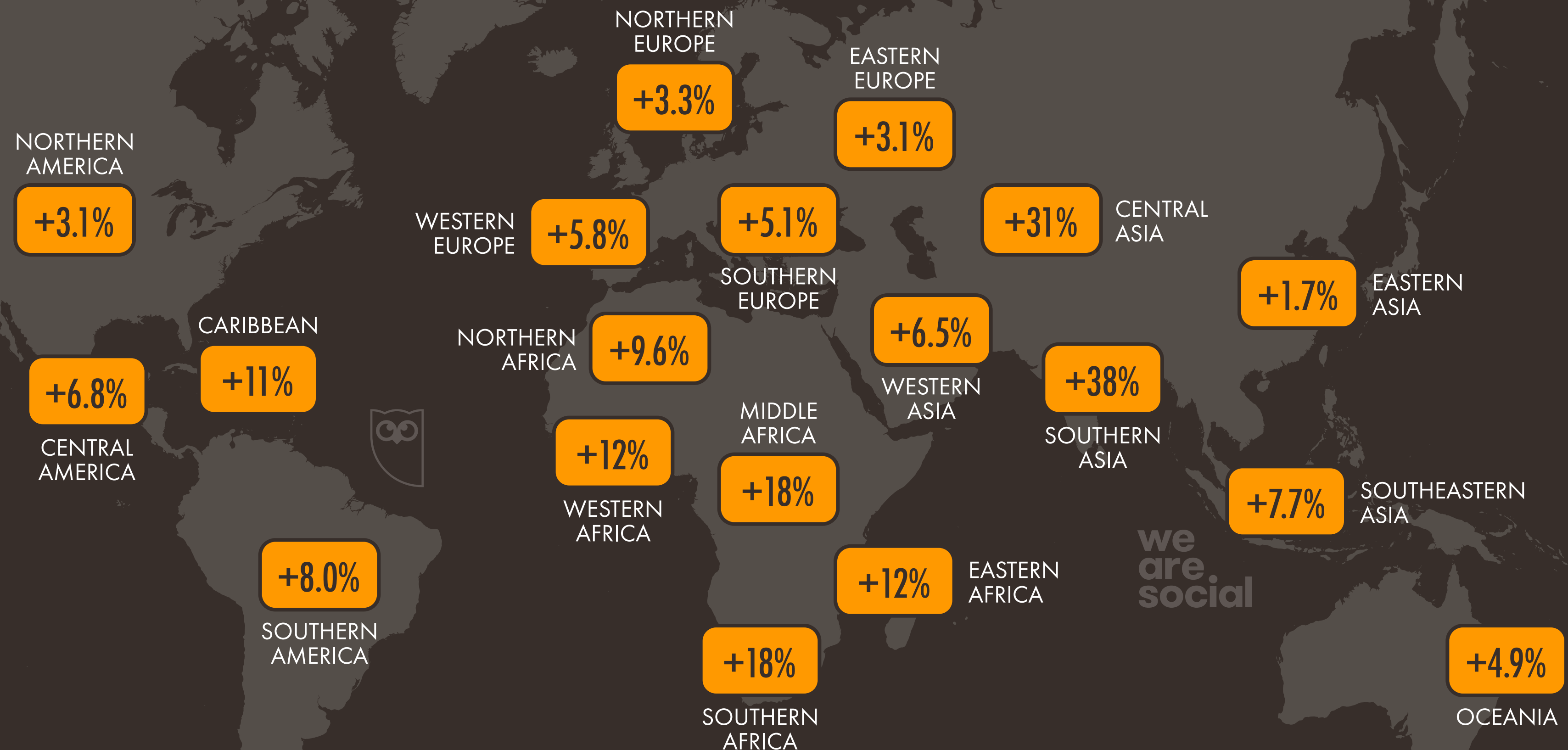
**SOURCES:** KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020). **\*NOTES:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOScheme.  
♦ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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2020

# GROWTH IN SOCIAL MEDIA USER NUMBERS BY REGION

CHANGE IN THE TOTAL NUMBER OF PEOPLE USING SOCIAL MEDIA BETWEEN APRIL 2019 AND JANUARY 2020\*

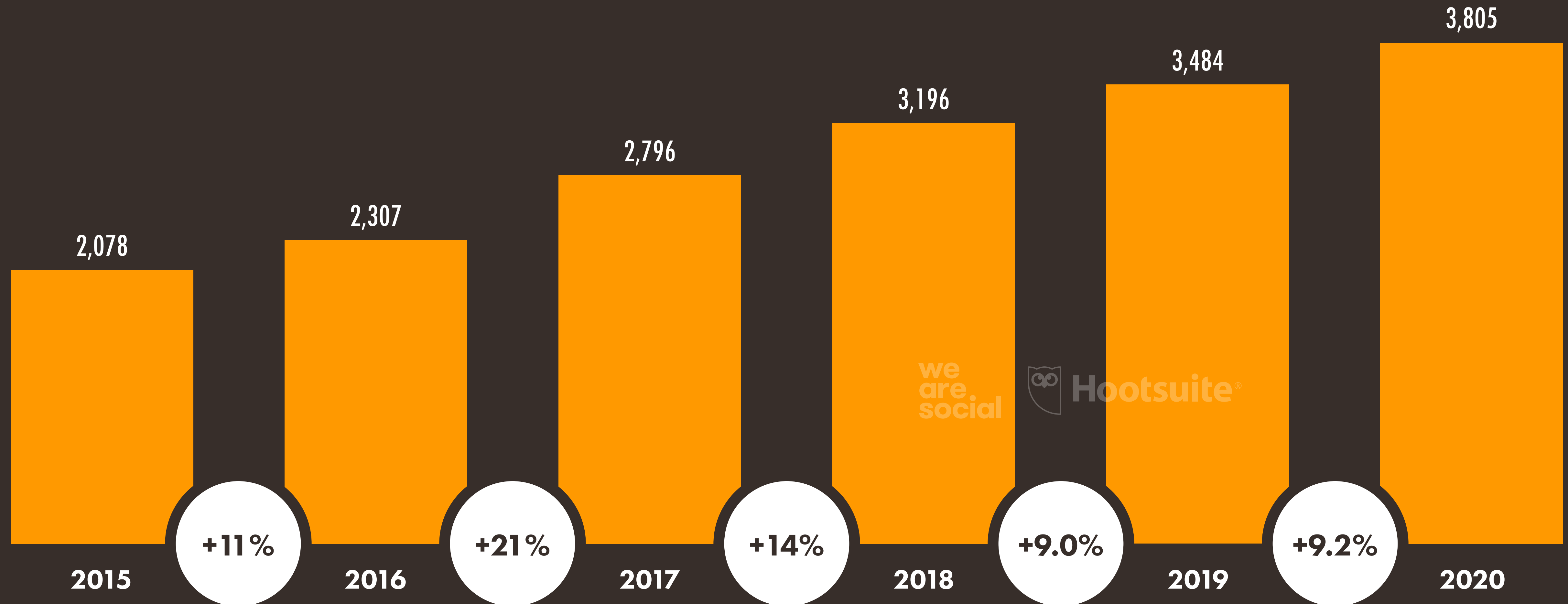


**SOURCES:** KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020). **NOTES:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOScheme. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. **\*NOTE:** WE HAVE BEEN UNABLE TO RE-BASE HISTORICAL USER NUMBERS FROM BEFORE APRIL 2019.

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# SOCIAL MEDIA USER NUMBERS OVER TIME

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS BY YEAR, WITH YEAR-ON-YEAR CHANGE



we  
are  
social



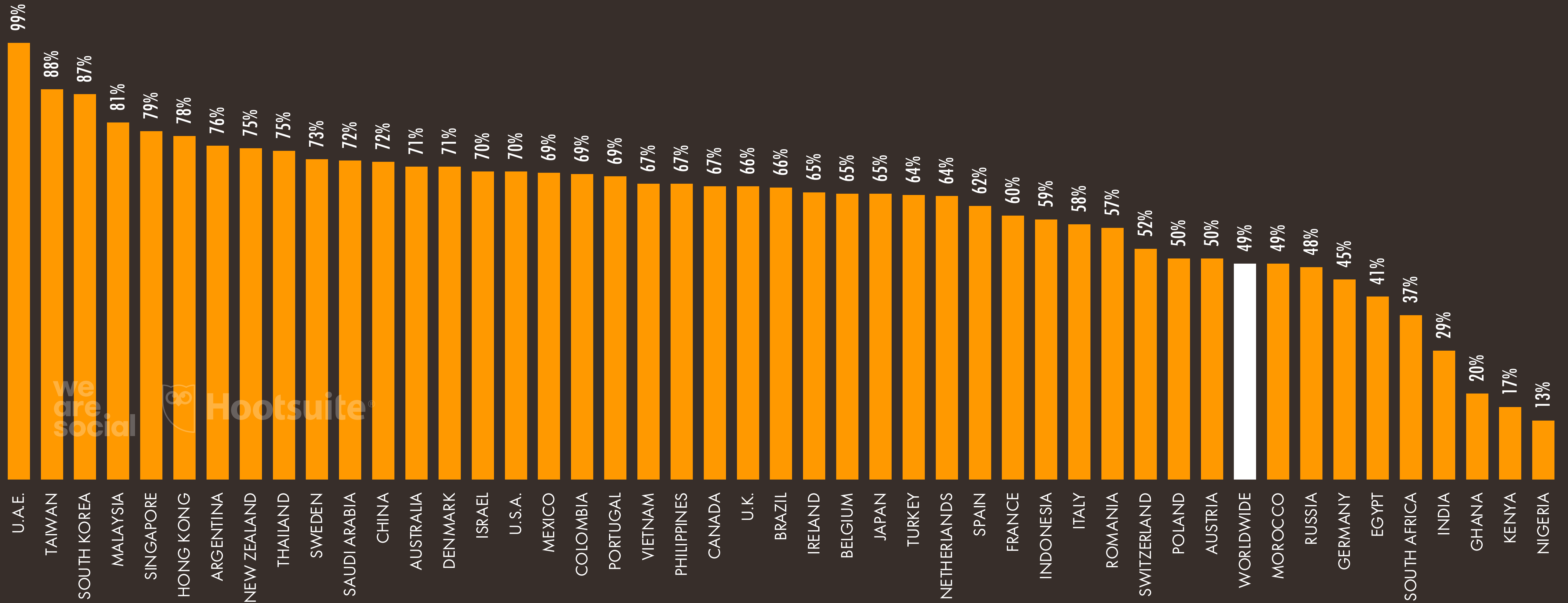
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# SOCIAL MEDIA PENETRATION

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS COMPARED TO **TOTAL POPULATION**, REGARDLESS OF AGE



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# SOCIAL MEDIA PENETRATION RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE HIGHEST AND LOWEST LEVELS OF OVERALL SOCIAL MEDIA USE (REGARDLESS OF AGE)

## HIGHEST LEVELS OF SOCIAL MEDIA PENETRATION

#	HIGHEST PENETRATION	%	Nº OF USERS
01=	KUWAIT	99%	4,200,000*
01=	QATAR	99%	2,830,000*
01=	U.A.E.	99%	9,730,000*
04	BRUNEI	94%	410,000
05	MALTA	91%	400,000
06	ARUBA	90%	96,000
07	CAYMAN IS.	89%	58,000
08	TAIWAN	88%	21,000,000
09	SOUTH KOREA	87%	44,731,000
10	BAHRAIN	84%	1,400,000

## LOWEST LEVELS OF SOCIAL MEDIA PENETRATION

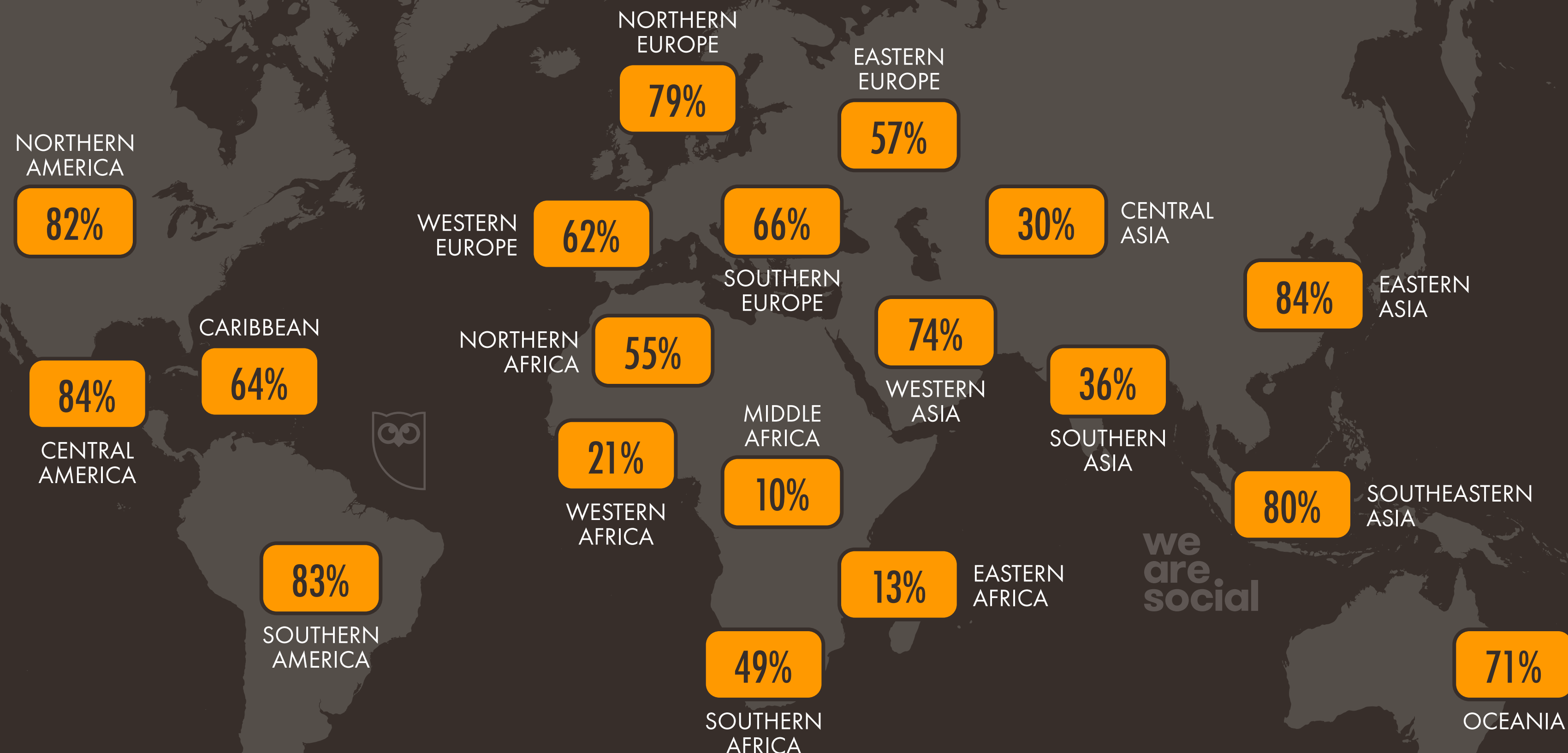
#	LOWEST PENETRATION	%	Nº OF USERS
213	NORTH KOREA	0.0%	[N/A]
212	ERITREA	0.6%	22,000
211	SUDAN	0.7%	300,000
210	TURKMENISTAN	1.2%	72,000
209	CHAD	2.0%	330,000
208	NIGER	2.1%	490,000
207	CENTRAL AFRICAN REP.	2.5%	120,000
206	SOUTH SUDAN	2.5%	280,000
205	MALAWI	2.7%	510,000
204	DEM. REP. OF THE CONGO	3.5%	3,100,000



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2020

# SOCIAL MEDIA USE BY ELIGIBLE AUDIENCES

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS IN EACH REGION COMPARED TO **POPULATION AGED 13+**



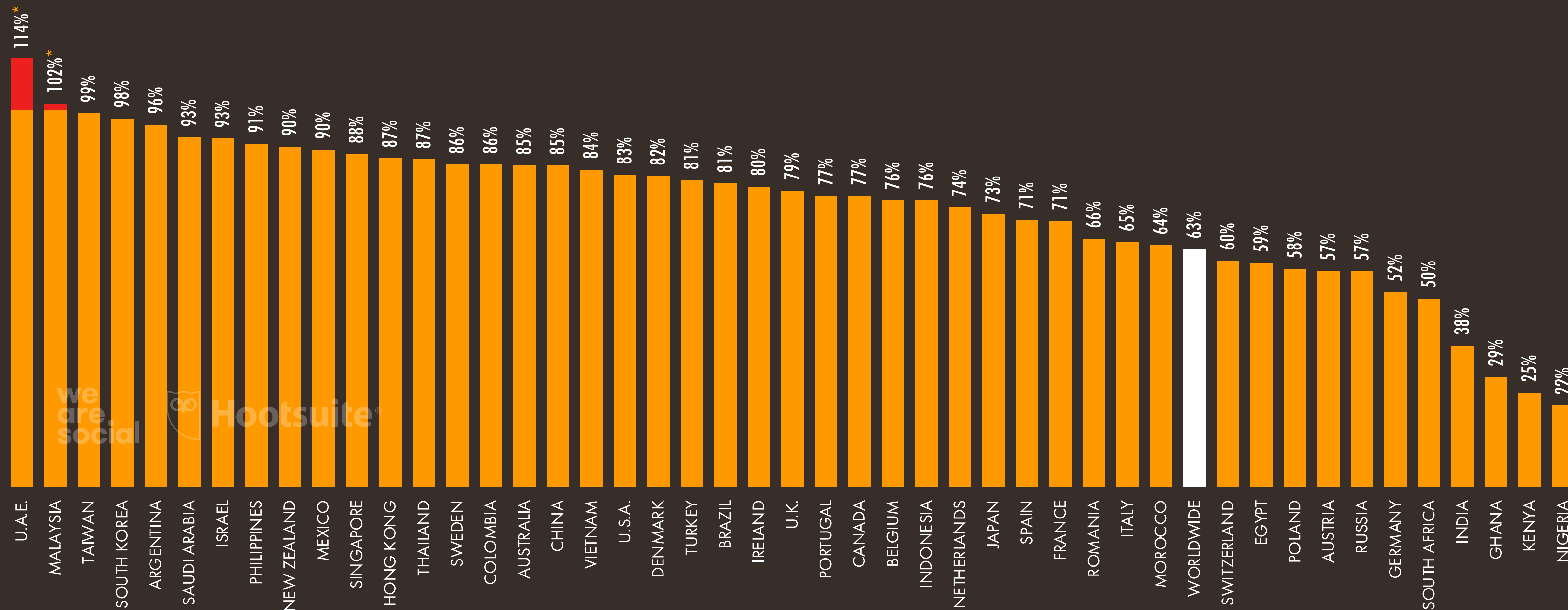
**SOURCES:** SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAR (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU. **\*NOTES:** FIGURES COMPARE THE TOTAL NUMBER OF SOCIAL MEDIA USERS TO POPULATIONS AGED 13 AND ABOVE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOScheme. **◆ COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# SOCIAL MEDIA USE BY ELIGIBLE AUDIENCES

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS COMPARED TO POPULATION AGED 13+



**SOURCES:** SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU. **\*ADVISORY:** TECHNICALLY, IT IS NOT POSSIBLE FOR THESE PERCENTAGES TO EXCEED 100%, BUT WE HAVE OPTED TO REPORT PLATFORMS' PUBLISHED DATA AS-IS TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS. **◆ COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# RANKING OF SOCIAL MEDIA USE BY ELIGIBLE AUDIENCES

COUNTRIES AND TERRITORIES\* WITH THE HIGHEST AND LOWEST LEVELS OF SOCIAL MEDIA USE AMONGST POPULATIONS AGED 13+

## HIGHEST RATES OF SOCIAL MEDIA USE vs. POPULATIONS AGED 13+

#	HIGHEST ELIGIBLE USE RATE	% 13+	TOTAL USERS
01	KUWAIT	122%*	4,200,000
02	BRUNEI	117%*	410,000
03	U.A.E.	114%*	9,730,000
04	QATAR	113%*	2,830,000
05	ARUBA	106%*	96,000
06	GUAM	105%*	140,000
07	MALTA	104%*	400,000
08	MALAYSIA	102%*	26,000,000
09	BAHRAIN	100%	1,400,000
10	TAIWAN	99%	21,000,000

## LOWEST RATES OF SOCIAL MEDIA USE vs. POPULATIONS AGED 13+

#	LOWEST ELIGIBLE USE RATE	% 13+	TOTAL USERS
213	NORTH KOREA	0.0%	[N/A]
212	ERITREA	1.0%	22,000
211	SUDAN	1.1%	300,000
210	TURKMENISTAN	1.7%	72,000
209	CHAD	3.5%	330,000
208	NIGER	3.7%	490,000
207	SOUTH SUDAN	4.0%	280,000
206	CENTRAL AFRICAN REP.	4.1%	120,000
205	MALAWI	4.4%	510,000
204	DEM. REP. OF CONGO	6.0%	3,100,000

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# SOCIAL MEDIA GROWTH RANKINGS: RELATIVE CHANGE

COUNTRIES AND TERRITORIES\* WITH THE HIGHEST PERCENTAGE CHANGE IN SOCIAL MEDIA USERS (JAN 2020 vs. APR 2019\*)

#	HIGHEST RELATIVE GROWTH	▲%	▲ USERS	#	HIGHEST RELATIVE GROWTH	▲%	▲ USERS
01	CHAD	+252%	+240,000	11	KYRGYZSTAN	+33%	+620,000
02	GUINEA-BISSAU	+89%	+120,000	12	KIRIBATI	+31%	+10,000
03	TURKMENISTAN	+68%	+29,000	13	EQUATORIAL GUINEA	+31%	+24,000
04	FED. STATES OF MICRONESIA	+58%	+13,000	14	LESOTHO	+29%	+97,000
05	TAJIKISTAN	+49%	+220,000	15	DEM. REP. OF THE CONGO	+28%	+680,000
06	INDIA	+48%	+130,000,000	16	UGANDA	+27%	+530,000
07	UZBEKISTAN	+44%	+970,000	17	KAZAKHSTAN	+26%	+1,900,000
08	IRAN	+39%	+9,400,000	18	SOUTH SUDAN	+26%	+57,000
09	BURKINA FASO	+35%	+410,000	19	COMOROS	+23%	+32,000
10	MALAWI	+34%	+130,000	20	BURUNDI	+22%	+96,000

**SOURCES:** KEPIOS ANALYSIS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020).

**\*NOTES:** FACEBOOK REVISED THEIR REPORTING METHODOLOGY IN MARCH 2019, AND WE HAVE BEEN UNABLE TO REBASE HISTORICAL DATA FROM BEFORE APRIL 2019. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **◆ COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

JAN  
2020

# SOCIAL MEDIA GROWTH RANKINGS: ABSOLUTE CHANGE

COUNTRIES AND TERRITORIES\* WITH THE LARGEST CHANGE IN THE ABSOLUTE NUMBER OF SOCIAL MEDIA USERS (JAN 2020 vs. APR 2019\*)

#	LARGEST ABSOLUTE GROWTH	▲ USERS	▲ %
01	INDIA	+130,000,000	+48%
02	CHINA	+15,000,000	+1.5%
03	INDONESIA	+12,000,000	+8.1%
04	BRAZIL	+11,000,000	+8.2%
05	IRAN	+9,400,000	+39%
06	U.S.A.	+6,900,000	+3.1%
07	PHILIPPINES	+5,800,000	+8.6%
08	VIETNAM	+5,700,000	+9.6%
09	MEXICO	+5,300,000	+6.3%
10	SOUTH AFRICA	+3,500,000	+19%

#	LARGEST ABSOLUTE GROWTH	▲ USERS	▲ %
11	NIGERIA	+3,400,000	+14%
12	COLOMBIA	+3,400,000	+11%
13	JAPAN	+3,000,000	+3.8%
14	BANGLADESH	+3,000,000	+9.1%
15	EGYPT	+2,900,000	+7.3%
16	ALGERIA	+2,400,000	+12%
17	PAKISTAN	+2,400,000	+7.0%
18	THAILAND	+2,300,000	+4.7%
19	GERMANY	+2,300,000	+6.5%
20	ARGENTINA	+2,200,000	+6.9%

we  
are  
social





JAN  
2020

# SHARE OF SOCIAL MEDIA USERS BY GENDER

FEMALE AND MALE SOCIAL MEDIA USERS AS A **PERCENTAGE** OF TOTAL FEMALE AND MALE SOCIAL MEDIA USERS\*, BY REGION



**SOURCES:** SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; KEPIOS ANALYSIS (ALL LATEST DATA AVAILABLE IN JANUARY 2020). DATA FOR CHINA BASED ON SHARE OF TOTAL INTERNET USERS. **\*NOTE:** MANY SOCIAL MEDIA PLATFORMS DO NOT REPORT USER DATA FOR GENDERS OTHER THAN 'FEMALE' OR 'MALE', SO PERCENTAGES ON THIS CHART ARE ONLY REFLECTIVE OF THOSE GENDERS' RESPECTIVE SHARE OF THE COMBINED TOTAL OF FEMALE AND MALE USERS. REGIONS AS DEFINED BY THE UNITED NATIONS GEOScheme.

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are  
social



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2020

# SOCIAL MEDIA GENDER COMPARISON RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE GREATEST SHARE OF SOCIAL MEDIA USERS BY GENDER\*

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT **FEMALE** SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	BELARUS	58%	1,900,000
02	UKRAINE	57%	11,000,000
03	U.S. VIRGIN IS.	56%	14,000
04	VENEZUELA	56%	6,700,000
05	KAZAKHSTAN	56%	5,300,000
06	FED. STATES OF MICRONESIA	56%	20,000
07	MOLDOVA	55%	770,000
08	HONG KONG	55%	3,100,000
09	LATVIA	55%	570,000
10	CURAÇAO	55%	68,000

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT **MALE** SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	YEMEN	85%	2,200,000
02	AFGHANISTAN	84%	3,000,000
03	CHAD	82%	270,000
04	NIGER	81%	400,000
05	PAKISTAN	79%	29,000,000
06	TAJIKISTAN	79%	520,000
07	SOUTH SUDAN	78%	220,000
08	INDIA	76%	305,000,000
09=	MALI	74%	1,200,000
09=	QATAR	74%	2,200,000

JAN  
2020

# SOCIAL MEDIA BEHAVIOURS

PERSPECTIVES ON HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA

VISITED OR USED A SOCIAL  
NETWORK OR MESSAGING  
SERVICE IN THE PAST MONTH



97%

ACTIVELY ENGAGED WITH  
OR CONTRIBUTED TO SOCIAL  
MEDIA IN THE PAST MONTH



87%

AVERAGE AMOUNT  
OF TIME PER DAY SPENT  
USING SOCIAL MEDIA



2H 24M

AVERAGE NUMBER OF  
SOCIAL MEDIA ACCOUNTS  
PER INTERNET USER\*



8.6

PERCENTAGE OF INTERNET  
USERS WHO USE SOCIAL  
MEDIA FOR WORK PURPOSES

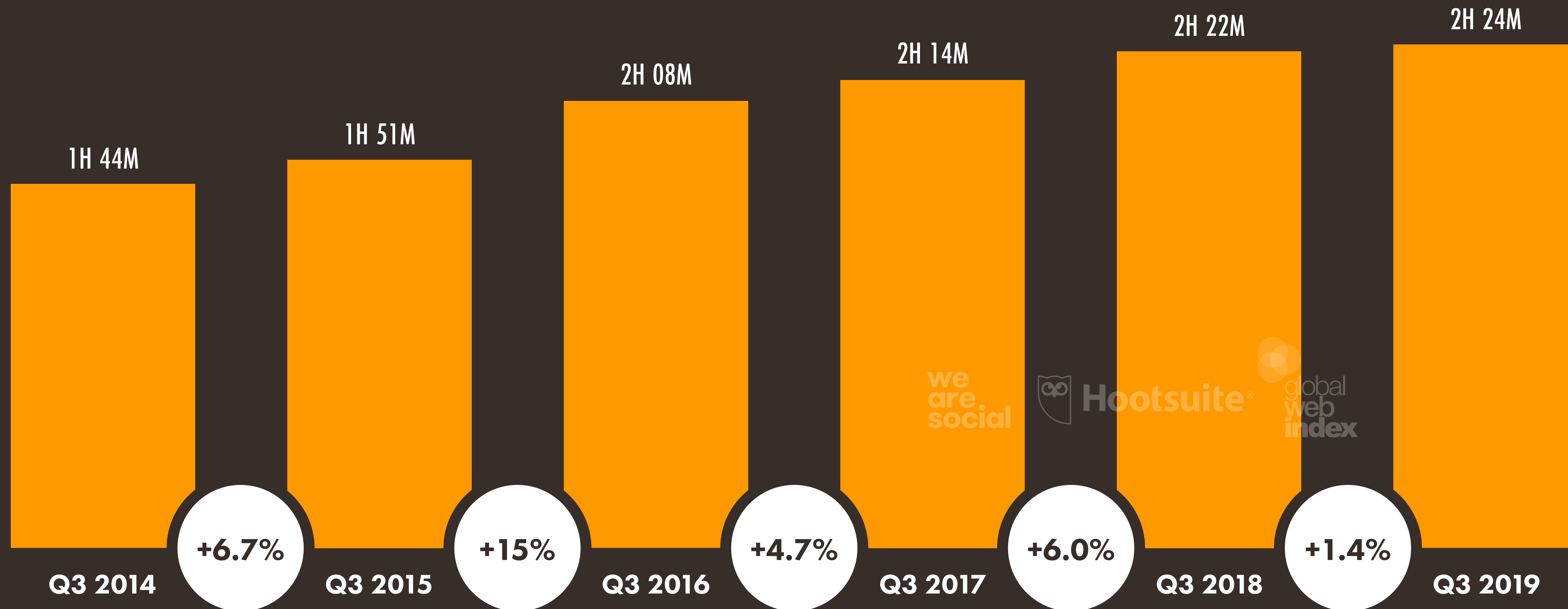


43%

JAN  
2020

# EVOLUTION IN THE DAILY TIME SPENT ON SOCIAL MEDIA

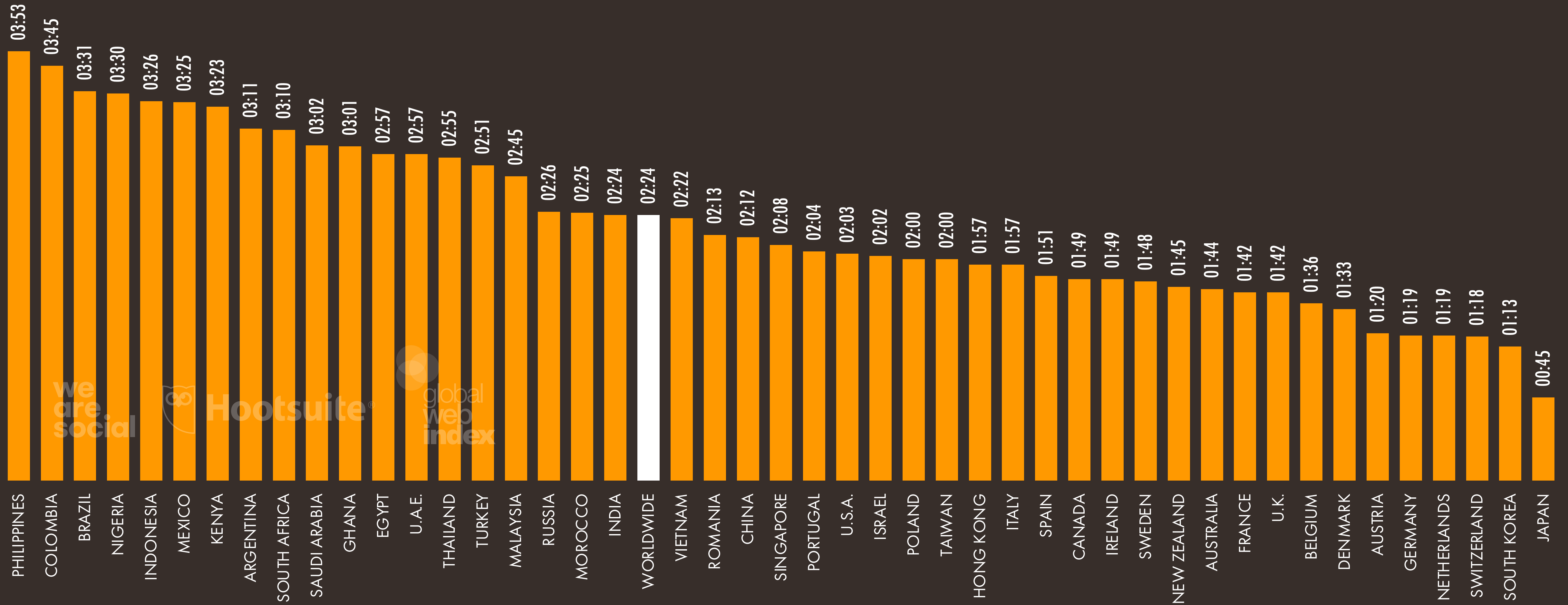
EVOLUTION IN THE AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA VIA ANY DEVICE



JAN  
2020

# DAILY TIME SPENT USING SOCIAL MEDIA

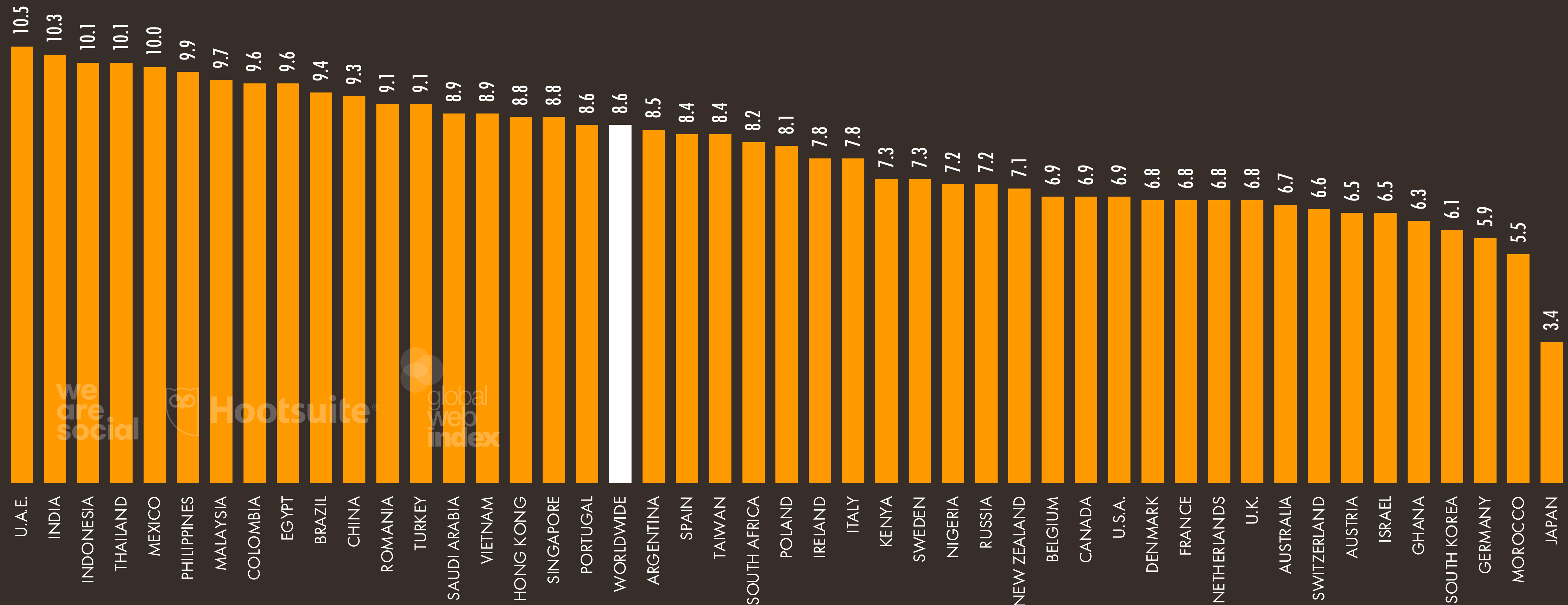
AVERAGE DAILY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA ON ANY DEVICE



JAN  
2020

# AVERAGE NUMBER OF SOCIAL ACCOUNTS PER PERSON

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS ON WHICH **INTERNET USERS AGED 16 TO 64** HAVE ACCOUNTS (NOT NECESSARILY ACTIVE USERS\*)



**SOURCE:** GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://globalwebindex.com) FOR MORE DETAILS.

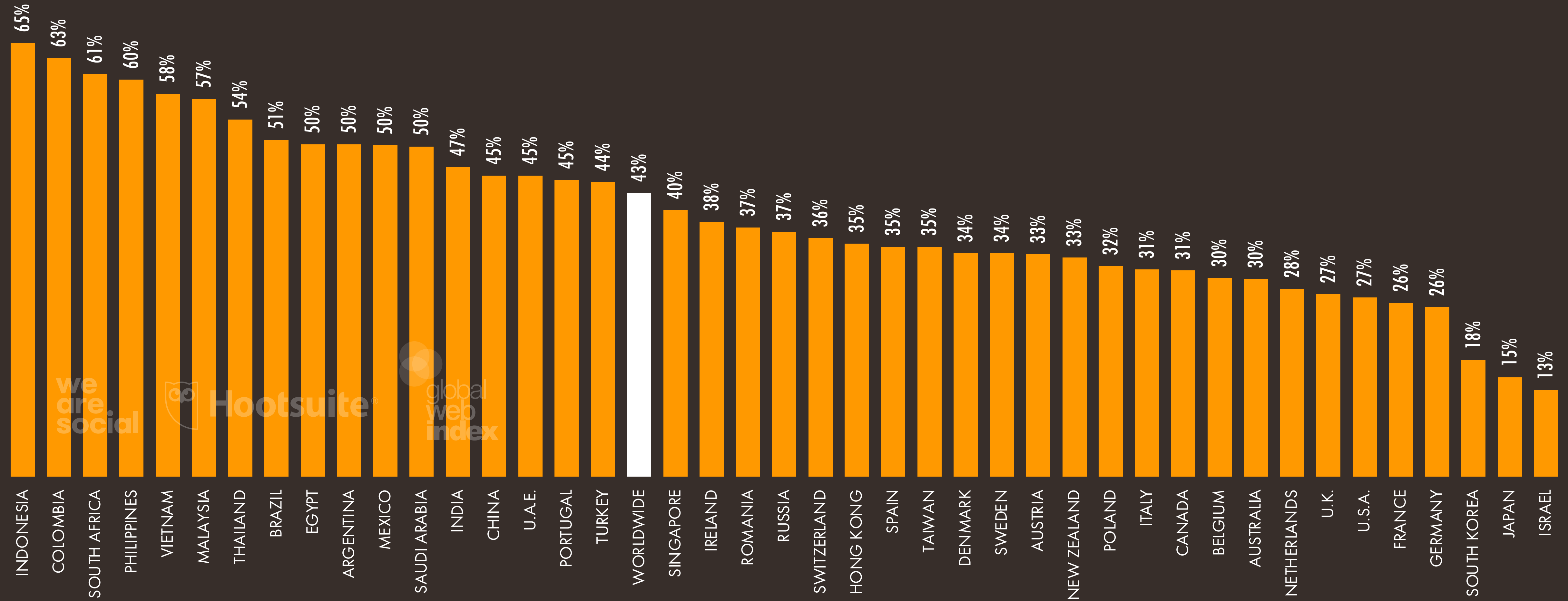
**\*NOTE:** FIGURES REPRESENT THE AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS ON WHICH SURVEY RESPONDENTS REPORT HAVING AN ACCOUNT, AND DO NOT NECESSARILY INDICATE ACTIVE USE ACROSS ALL ACCOUNTS OR PLATFORMS.



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# INDIVIDUAL USE OF SOCIAL MEDIA FOR WORK

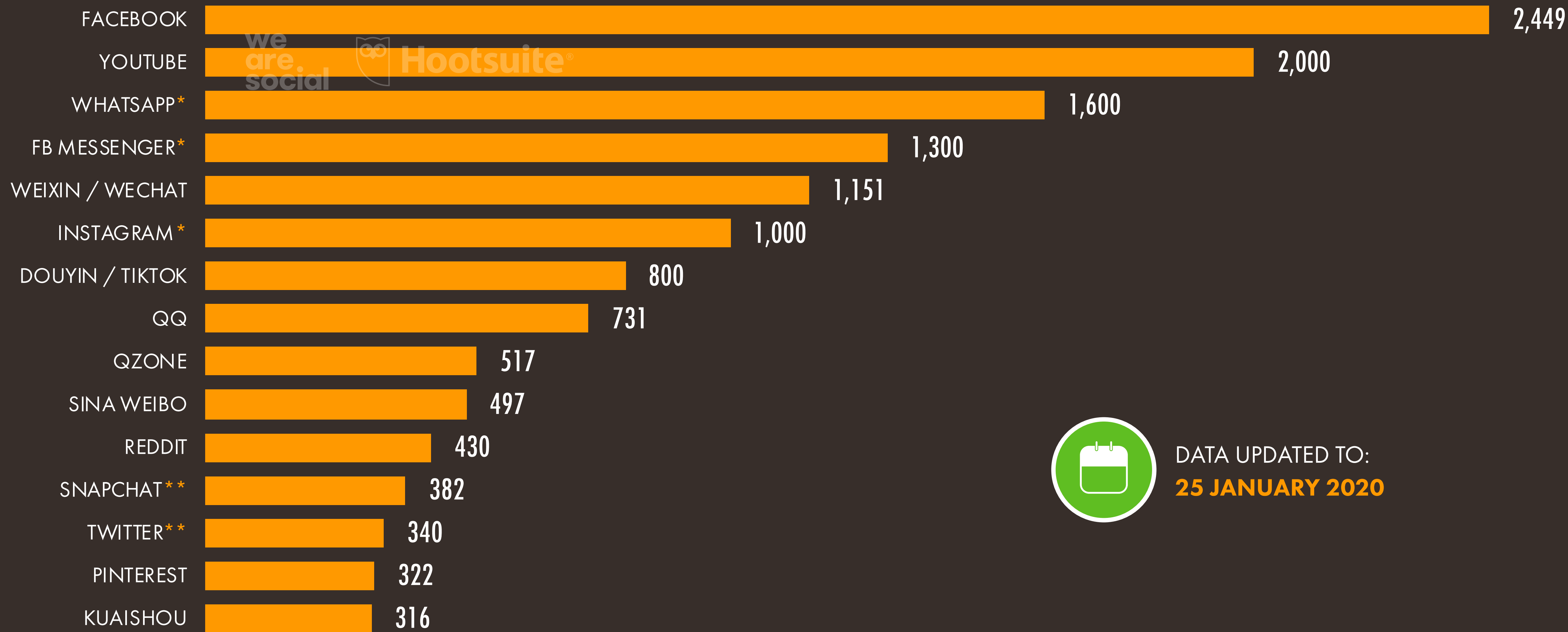
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE SOCIAL MEDIA FOR WORK PURPOSES



JAN  
2020

# THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, ADVERTISING AUDIENCES, OR UNIQUE MONTHLY VISITORS (IN MILLIONS)

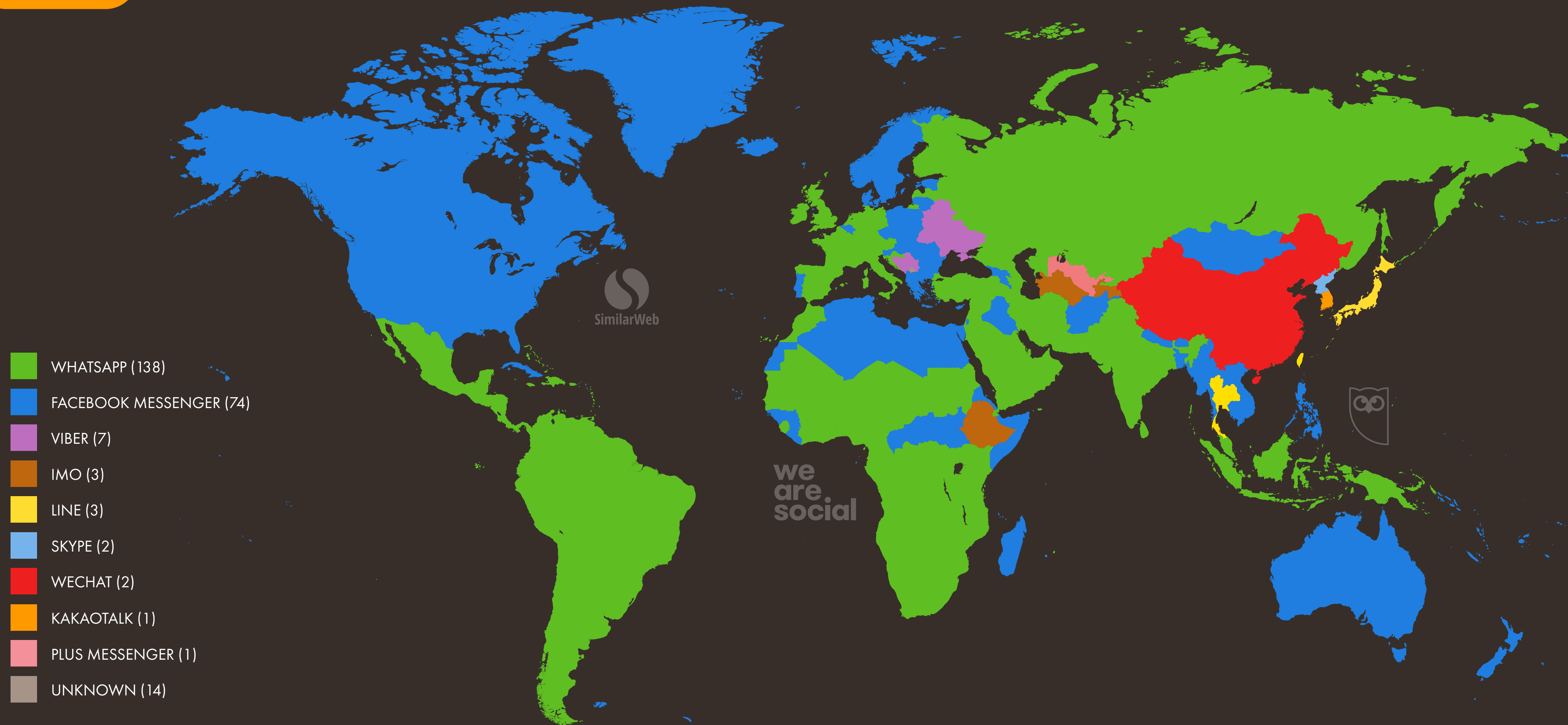


DATA UPDATED TO:  
**25 JANUARY 2020**

JAN  
2020

# TOP MESSENGER APPS AROUND THE WORLD

THE MOST ACTIVE MESSENGER APP\* IN EACH COUNTRY OR TERRITORY IN DECEMBER 2019



**SOURCE:** SIMILARWEB (JANUARY 2020). **\*NOTES:** RANKINGS ARE BASED ON MESSENGER APPS WITH THE HIGHEST NUMBER OF AVERAGE DAILY ANDROID APP USERS IN EACH RESPECTIVE COUNTRY OR TERRITORY DURING DECEMBER 2019. FIGURES IN PARENTHESES IN THE LEGEND DENOTE THE NUMBER OF COUNTRIES OR TERRITORIES IN WHICH EACH APP IS THE TOP-RANKED MESSENGER. FIGURE FOR FACEBOOK MESSENGER INCLUDES MESSENGER LITE.

# WE ARE SOCIAL'S PERSPECTIVE: SOCIAL IN 2020

## SHIFTS IN HOW PEOPLE BEHAVE AND INTERACT ON SOCIAL



### BAD INFLUENCE

Being a creator has lost its lo-fi sheen; many lifestyle influencers lead unrelatable lives, while celebrity 'creators' like Will Smith are blowing up on platforms like YouTube and TikTok. As a result, there's a growing backlash against influencer culture and the metrics that drive it.

**In 2020, brands will look beyond likes, followers and reach to generate genuine engagement**



### ADDED VALUE

The internet has long been a wild west where intellectual property is barely there. But in a maturing digital frontier, creators have grown dedicated audiences who not only see value in their content, but recognise their style anywhere. As a result, communities are rallying to protect creators.

**In 2020, brands will take greater steps to ensure they're being respectful of digital communities**



### RUNNING COMMENTARY

Audiences are increasingly willing to invest time and attention in content and narratives they deem to have a higher value. This isn't about a shift back to traditional media. It's about longer, more complex content designed to be consumed in-platform and on smaller screens.

**In 2020, brands will tell more complex stories across multiple touchpoints on social**



# HOOTSUITE'S PERSPECTIVE: SOCIAL MEDIA TRENDS



## BRANDS BALANCE PUBLIC AND PRIVATE ENGAGEMENT

Though the rise of private messaging is important, public social media feeds remain a critical space for brand discovery and customer acquisition. The key is creating a seamless experience across both worlds while balancing automation and human connection.



## EMPLOYERS TAKE CENTER STAGE IN A DIVIDED WORLD

Employees expect their organizations to lead the way in making the world a better place. Progressive organizations are amplifying their company purpose with employee advocacy on social media, putting to work the inextricable link between employee and customer experience.



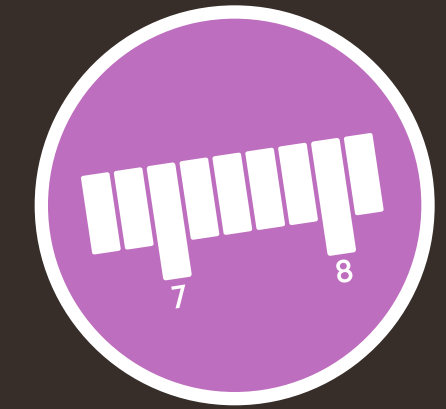
## TIKTOK SHAKES UP THE STATUS QUO

Only time will tell if the TikTok hype will last, but its popularity tells us a lot about the future of social content. Marketers should use these insights to adapt their strategies on established networks for the next generation on social.



## SOCIAL MARKETING AND PERFORMANCE MARKETING COLLIDE

Social marketers are facing increasing pressure to expand the scope of their work. Leading teams are building out holistic skill sets that can drive both short-term conversions and long-term strategies to build brand equity and differentiation.



## THE SOCIAL PROOF GAP CLOSSES

ROI and measurement continue to be a challenge, but our analysis found that high-performing organizations follow three key best practices: uniting social data with other data for a holistic view, omnichannel integration, and using established attribution models from other channels.

[Click here](#) to read our full Social Media Trends 2020 report.



# HOOTSUITE'S PERSPECTIVE: BEST-IN-CLASS EXAMPLES

Leading hedge fund Citadel used public social feeds to raise awareness about [the Data Open](#), a tournament aimed at recruiting bright young minds. On private channels, they helped students connect with each other and get career advice. They also built a Messenger chatbot that challenged students to solve complex math problems—those who could beat the bot got their resumes sent to the front of the line for consideration.



## JOB APPLICATIONS

74% increase in entry-level applications



## ADVERTISING PERFORMANCE

200% higher click-through rate compared to previous advertising efforts around the tournament



## SOCIAL MEDIA ENGAGEMENT

Over 5,500 new conversations generated via the chatbot

[Click here](#) to find more examples in our full Social Media Trends 2020 report.



**FACEBOOK**

JAN  
2020

# FACEBOOK AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK

NUMBER OF PEOPLE THAT  
FACEBOOK REPORTS  
CAN BE REACHED WITH  
ADVERTS ON FACEBOOK



we  
are  
social

1.95  
BILLION

SHARE OF POPULATION  
AGED 13+ THAT MARKETERS  
CAN REACH WITH  
ADVERTS ON FACEBOOK



32%

QUARTER-ON-  
QUARTER CHANGE  
IN FACEBOOK'S  
ADVERTISING REACH



+1.0%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT FACEBOOK  
REPORTS IS FEMALE\*



44%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT FACEBOOK  
REPORTS IS MALE\*



56%



**JAN  
2020**

# FACEBOOK REACH RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE GREATEST POTENTIAL FACEBOOK ADVERTISING REACH

#	COUNTRY	REACH	▲ QOQ	▲ QOQ
01	INDIA	260,000,000	-3.7%	-10,000,000
02	U.S.A.	180,000,000	0%	[UNCHANGED]
03	INDONESIA	130,000,000	+8.3%	+10,000,000
04	BRAZIL	120,000,000	0%	[UNCHANGED]
05	MEXICO	84,000,000	+2.4%	+2,000,000
06	PHILIPPINES	70,000,000	+2.9%	+2,000,000
07	VIETNAM	61,000,000	+1.7%	+1,000,000
08	THAILAND	47,000,000	0%	[UNCHANGED]
09	EGYPT	38,000,000	+2.7%	+1,000,000
10=	TURKEY	37,000,000	0%	[UNCHANGED]
10=	U.K.	37,000,000	0%	[UNCHANGED]
12	BANGLADESH	34,000,000	+6.3%	+2,000,000

#	COUNTRY	REACH	▲ QOQ	▲ QOQ
13	PAKISTAN	33,000,000	+3.1%	+1,000,000
14	COLOMBIA	32,000,000	0%	[UNCHANGED]
15	FRANCE	31,000,000	0%	[UNCHANGED]
16=	ARGENTINA	29,000,000	0%	[UNCHANGED]
16=	ITALY	29,000,000	0%	[UNCHANGED]
18	GERMANY	28,000,000	0%	[UNCHANGED]
19	NIGERIA	24,000,000	+4.3%	+1,000,000
20=	MALAYSIA	22,000,000	0%	[UNCHANGED]
20=	PERU	22,000,000	0%	[UNCHANGED]
22=	CANADA	21,000,000	0%	[UNCHANGED]
22=	MYANMAR	21,000,000	+5.0%	[UNCHANGED]
22=	SPAIN	21,000,000	-4.5%	[UNCHANGED]

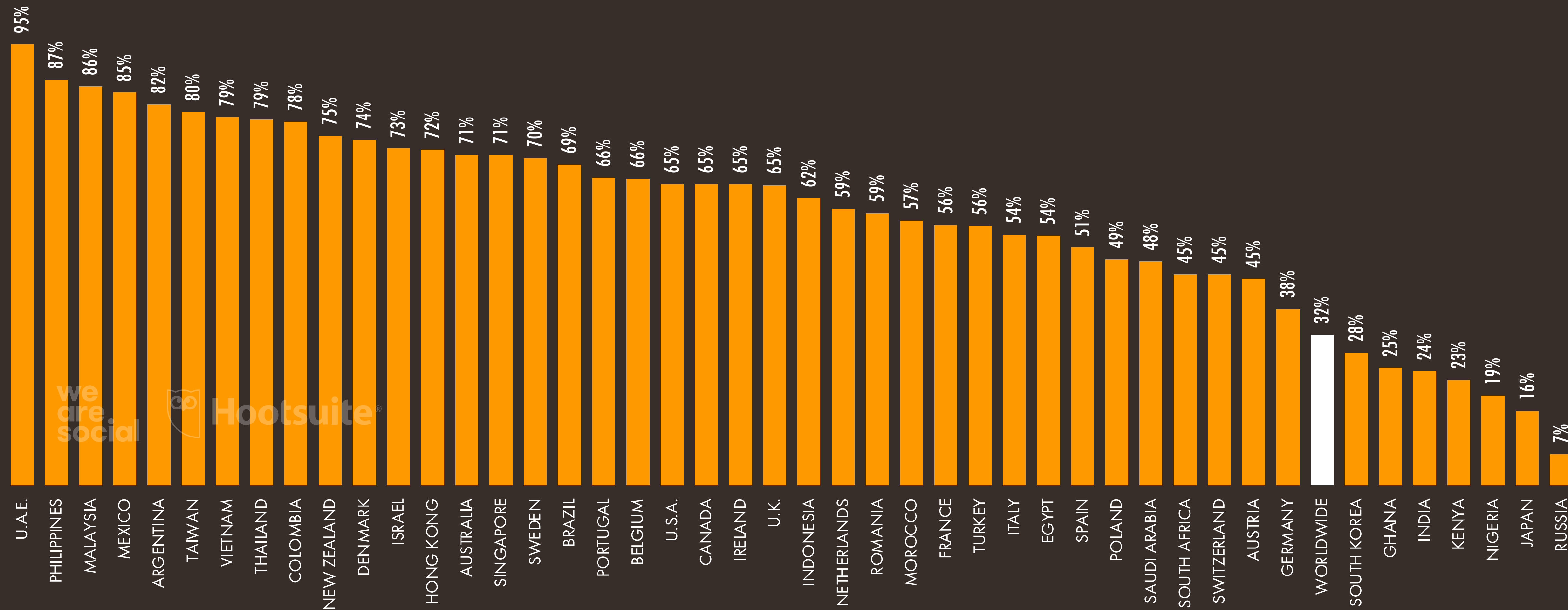
we  
are  
social



JAN  
2020

# ELIGIBLE AUDIENCE REACH RATE: FACEBOOK

TOTAL POTENTIAL FACEBOOK ADVERTISING REACH COMPARED TO POPULATION AGED 13+





JAN  
2020

# FACEBOOK ELIGIBLE AUDIENCE REACH RATE RANKING

COUNTRIES AND TERRITORIES\* WITH THE HIGHEST LEVELS OF POTENTIAL FACEBOOK ADVERTISING REACH COMPARED TO POPULATION AGED 13+

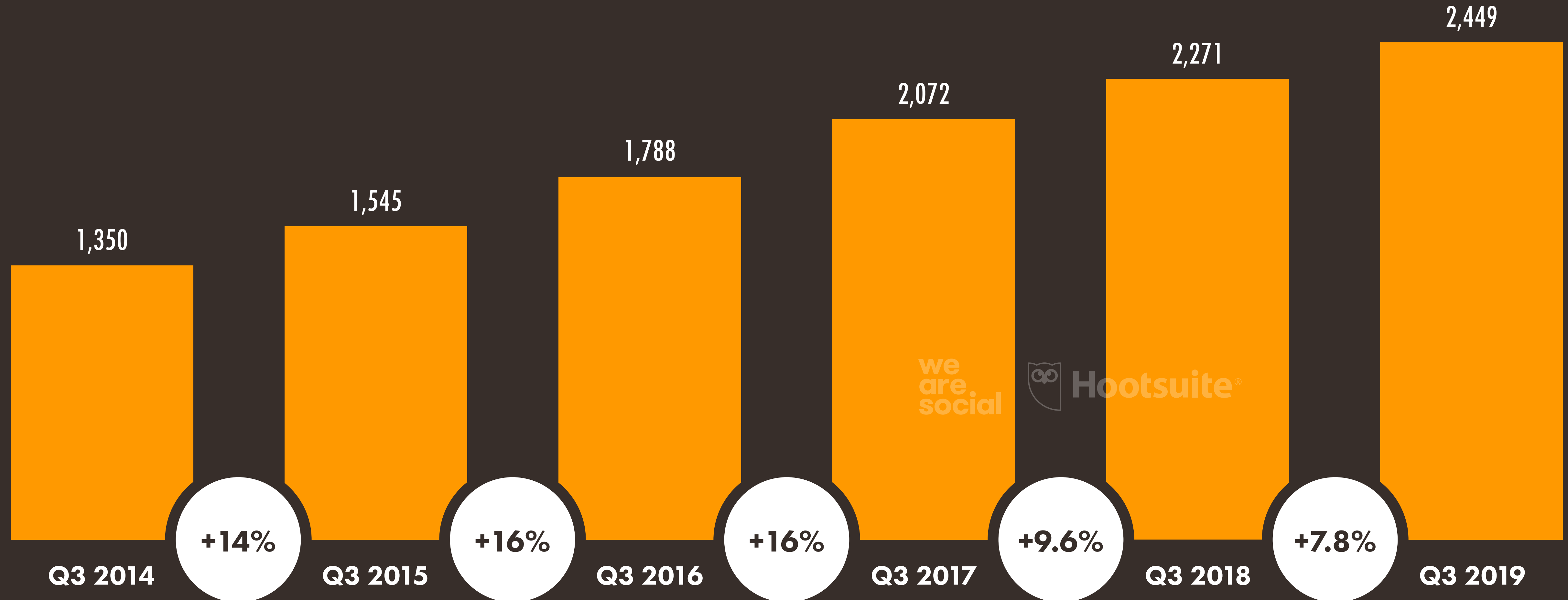
#	COUNTRY	% 13+	REACH	▲ QOQ
01	ARUBA	96%	87,000	+1.2%
02	QATAR	96%	2,400,000	0%
03	U.A.E.	95%	8,100,000	+5.2%
04	MALTA	93%	360,000	0%
05	LIBYA	93%	4,800,000	+4.3%
06	SAMOA	91%	120,000	0%
07	TONGA	90%	66,000	+1.5%
08	ECUADOR	90%	12,000,000	+9.1%
09	MONGOLIA	90%	2,100,000	+5.0%
10	BRUNEI	89%	310,000	0%

#	COUNTRY	% 13+	REACH	▲ QOQ
11	ICELAND	88%	250,000	-3.8%
12	PHILIPPINES	87%	70,000,000	+2.9%
13	MALAYSIA	86%	22,000,000	0%
14	PERU	86%	22,000,000	0%
15	MEXICO	85%	84,000,000	+2.4%
16	CYPRUS	84%	870,000	+2.4%
17	SEYCHELLES	84%	65,000	0%
18	BOLIVIA	83%	7,100,000	+2.9%
19	GUAM	83%	110,000	0%
20	ARGENTINA	82%	29,000,000	0%

JAN  
2020

# FACEBOOK'S MONTHLY ACTIVE USERS OVER TIME

THE LATEST REPORTED NUMBER OF MONTHLY ACTIVE FACEBOOK USERS AT THE START OF EACH YEAR, WITH ASSOCIATED YEAR-ON-YEAR CHANGE



JAN  
2020

# FACEBOOK AUDIENCE: LARGEST INCREASES

COUNTRIES AND TERRITORIES\* WITH THE GREATEST QUARTER-ON-QUARTER INCREASES IN POTENTIAL FACEBOOK ADVERTISING REACH

## COUNTRIES AND TERRITORIES WITH THE GREATEST **ABSOLUTE** INCREASES

#	ABSOLUTE INCREASE	▲ USERS	▲ %
01	INDONESIA	+10,000,000	+8.3%
02=	BANGLADESH	+2,000,000	+6.3%
02=	MEXICO	+2,000,000	+2.4%
02=	PHILIPPINES	+2,000,000	+2.9%
02=	SOUTH AFRICA	+2,000,000	+11%
06=	ECUADOR	+1,000,000	+9.1%
06=	EGYPT	+1,000,000	+2.7%
06=	MYANMAR	+1,000,000	+5.0%
06=	NIGERIA	+1,000,000	+4.3%
06=	PAKISTAN	+1,000,000	+3.1%
06=	SAUDI ARABIA	+1,000,000	+8.3%
06=	VIETNAM	+1,000,000	+1.7%

## COUNTRIES AND TERRITORIES WITH THE GREATEST **RELATIVE** INCREASES

#	RELATIVE INCREASE	▲ %	▲ USERS
01	GUINEA-BISSAU	+71%	+100,000
02	CHAD	+19%	+50,000
03	UZBEKISTAN	+17%	+160,000
04	ETHIOPIA	+15%	+800,000
05=	BURKINA FASO	+14%	+200,000
05=	TAJIKISTAN	+14%	+30,000
07=	ESWATINI	+14%	+30,000
07=	RWANDA	+14%	+60,000
09	SOUTH SUDAN	+13%	+30,000
10	SOUTH AFRICA	+11%	+2,000,000

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2020

# FACEBOOK AUDIENCE: LARGEST DECREASES

COUNTRIES AND TERRITORIES\* WITH THE GREATEST QUARTER-ON-QUARTER DECREASES IN POTENTIAL FACEBOOK ADVERTISING REACH

## COUNTRIES AND TERRITORIES WITH THE GREATEST **ABSOLUTE** DECREASES

#	ABSOLUTE DECREASE	▲ USERS	▲ %
01	INDIA	-10,000,000	-3.7%
02=	SPAIN	-1,000,000	-4.5%
02=	SOUTH KOREA	-1,000,000	-7.1%
03	TIMOR-LESTE	-110,000	-22%
04=	SINGAPORE	-100,000	-2.6%
04=	SENEGAL	-100,000	-3.2%
04=	NORWAY	-100,000	-2.9%
04=	JORDAN	-100,000	-2.0%
04=	HONG KONG	-100,000	-2.0%
04=	GREECE	-100,000	-1.9%
04=	CROATIA	-100,000	-5.6%
04=	ALBANIA	-100,000	-8.3%

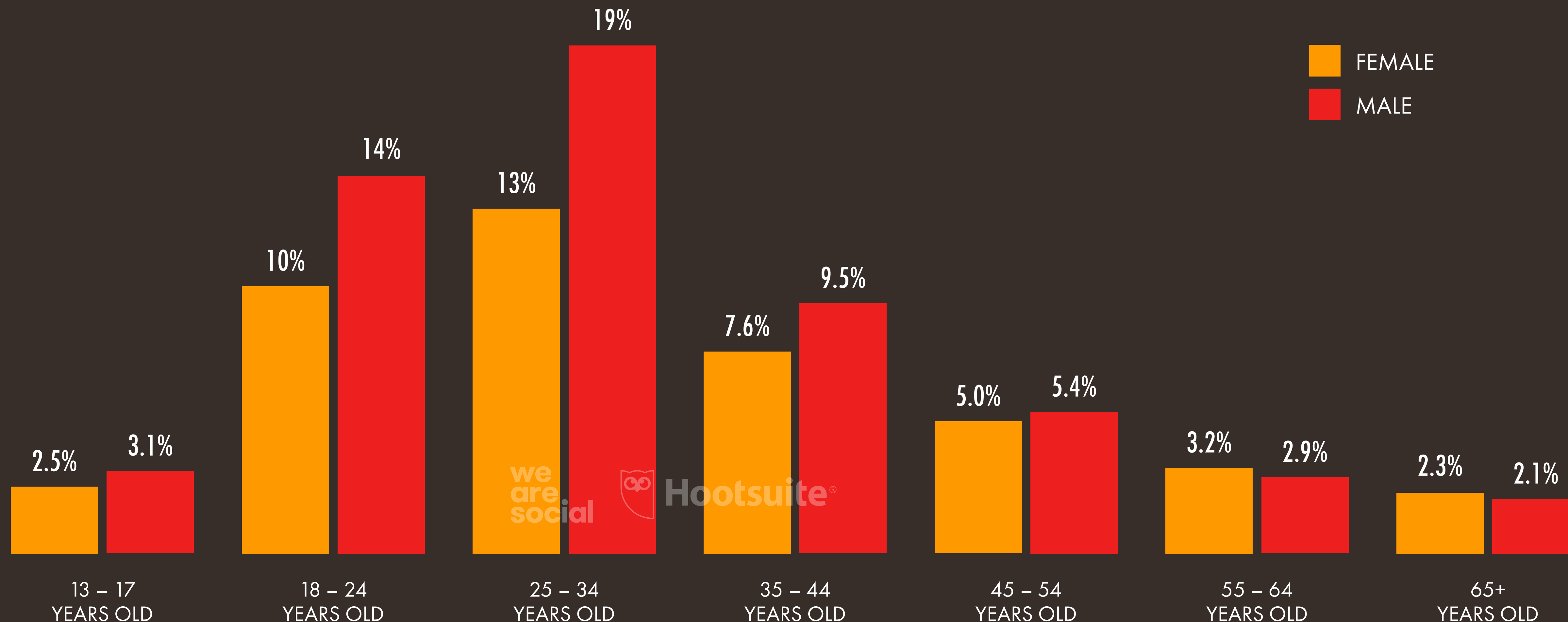
## COUNTRIES AND TERRITORIES WITH THE GREATEST **RELATIVE** DECREASES

#	RELATIVE DECREASE	▲ %	▲ USERS
01	TIMOR-LESTE	-22%	-110,000
02	ERITREA	-9.1%	-2,000
03	ALBANIA	-8.3%	-100,000
04	SOUTH KOREA	-7.1%	-1,000,000
05	ZIMBABWE	-6.5%	-60,000
06	CROATIA	-5.6%	-100,000
07	SPAIN	-4.5%	-1,000,000
08	BENIN	-4.2%	-40,000
09	U.S. VIRGIN IS.	-4.2%	-1,000
10	ICELAND	-3.8%	-10,000

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2020

# PROFILE OF FACEBOOK'S ADVERTISING AUDIENCE

SHARE OF FACEBOOK'S GLOBAL ADVERTISING AUDIENCE\* BY AGE GROUP AND GENDER\*





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2020

# FACEBOOK'S ADVERTISING AUDIENCE

POTENTIAL REACH OF ADVERTISING ON FACEBOOK BY AGE GROUP AND BY GENDER\*

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13–17	109,000,000	48,700,000	2.5%	60,300,000	3.1%
18–24	474,800,000	196,300,000	10%	278,500,000	14%
25–34	627,000,000	253,400,000	13%	373,600,000	19%
35–44	332,500,000	148,200,000	7.6%	184,300,000	9.5%
45–54	201,500,000	97,200,000	5.0%	104,400,000	5.4%
55–64	119,000,000	63,000,000	3.2%	56,000,000	2.9%
65+	85,100,000	45,100,000	2.3%	40,100,000	2.1%
TOTAL	1,949,000,000	851,900,000	43.7%	1,097,100,000	56.3%



we  
are  
social



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2020

# FACEBOOK GENDER COMPARISON RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE GREATEST SHARE OF FACEBOOK AUDIENCE BY GENDER\*

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT FEMALE SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	BELARUS	61%	410,000
02	UKRAINE	60%	8,100,000
03	MOLDOVA	57%	620,000
04	LATVIA	57%	490,000
05	U.S. VIRGIN IS.	57%	13,000
06	CURAÇAO	56%	63,000
07	FED. STATES OF MICRONESIA	56%	19,000
08=	AMERICAN SAMOA	56%	15,000
08=	VENEZUELA	56%	6,000,000
10	ESTONIA	55%	360,000

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT MALE SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	YEMEN	87%	1,900,000
02	AFGHANISTAN	85%	2,900,000
03	NIGER	82%	340,000
04	CHAD	82%	250,000
05	PAKISTAN	81%	27,000,000
06	OMAN	78%	1,200,000
07	SAUDI ARABIA	78%	9,700,000
08	SOUTH SUDAN	77%	210,000
09	INDIA	77%	200,000,000
10	QATAR	76%	1,800,000

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# FACEBOOK USERS BY LANGUAGE

THE NUMBER OF PEOPLE IN FACEBOOK'S ADVERTISING AUDIENCE WHO SPEAK EACH LANGUAGE, WITH RESPECTIVE SHARE OF TOTAL AUDIENCE

#	LANGUAGE	USERS	SHARE
01	ENGLISH	1,100,000,000	56.4%
02	SPANISH	350,000,000	18.0%
03	HINDI	180,000,000	9.2%
04	ARABIC	170,000,000	8.7%
05	INDONESIAN	170,000,000	8.7%
06	PORTUGUESE	160,000,000	8.2%
07	FRENCH	120,000,000	6.2%
08	RUSSIAN	96,000,000	4.9%
09	VIETNAMESE	70,000,000	3.6%
10	FILIPINO	67,000,000	3.4%

#	LANGUAGE	USERS	SHARE
11	BENGALI	62,000,000	3.2%
12	TURKISH	57,000,000	2.9%
13	THAI	54,000,000	2.8%
14	GERMAN	44,000,000	2.3%
15	JAPANESE	44,000,000	2.3%
16	ITALIAN	38,000,000	1.9%
17	CHINESE	36,000,000	1.8%
18	URDU	36,000,000	1.8%
19	JAVANESE	36,000,000	1.8%
20	KOREAN	22,000,000	1.1%

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2020

# FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM

PERCENTAGE OF FACEBOOK  
USERS ACCESSING VIA ANY  
KIND OF MOBILE PHONE



98%



PERCENTAGE OF FACEBOOK  
USERS WHO ONLY ACCESS VIA A  
LAPTOP OR DESKTOP COMPUTER



1.9%



PERCENTAGE OF FACEBOOK  
USERS WHO ACCESS VIA BOTH  
PHONES AND COMPUTERS



19%



PERCENTAGE OF FACEBOOK  
USERS WHO ONLY ACCESS  
VIA A MOBILE PHONE



79%

JAN  
2020

# SHARE OF FACEBOOK ACCESS BY MOBILE OS

PERCENTAGE OF FACEBOOK'S MOBILE AUDIENCE BY MOBILE OPERATING SYSTEM

PERCENTAGE OF MOBILE  
FACEBOOK USERS ACCESSING  
VIA APPS ON ANDROID DEVICES



80.8%

PERCENTAGE OF MOBILE  
FACEBOOK USERS ACCESSING  
VIA APPS ON IOS DEVICES



14.2%

PERCENTAGE OF MOBILE FACEBOOK  
USERS ACCESSING VIA OTHER OPERATING  
SYSTEMS OR MOBILE WEB BROWSERS\*



5.0%

we  
are  
social





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2020

# FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A 'TYPICAL' USER\* PERFORMS EACH ACTIVITY ON FACEBOOK

NUMBER OF  
FACEBOOK PAGES  
LIKED (LIFETIME)



KEPIOS

1

FEMALE: MALE:

1

1

POSTS LIKED IN  
THE PAST 30 DAYS  
(ALL POST TYPES)



KEPIOS

13

FEMALE: MALE:

15

12

COMMENTS MADE IN  
THE PAST 30 DAYS  
(ALL POST TYPES)



we  
are  
social

5

FEMALE: MALE:

7

4

FACEBOOK POSTS  
SHARED IN THE PAST 30  
DAYS (ALL POST TYPES)



we  
are  
social

1

FEMALE: MALE:

2

1

FACEBOOK ADVERTS  
CLICKED IN THE PAST 30  
DAYS (ANY CLICK TYPE)



12

FEMALE: MALE:

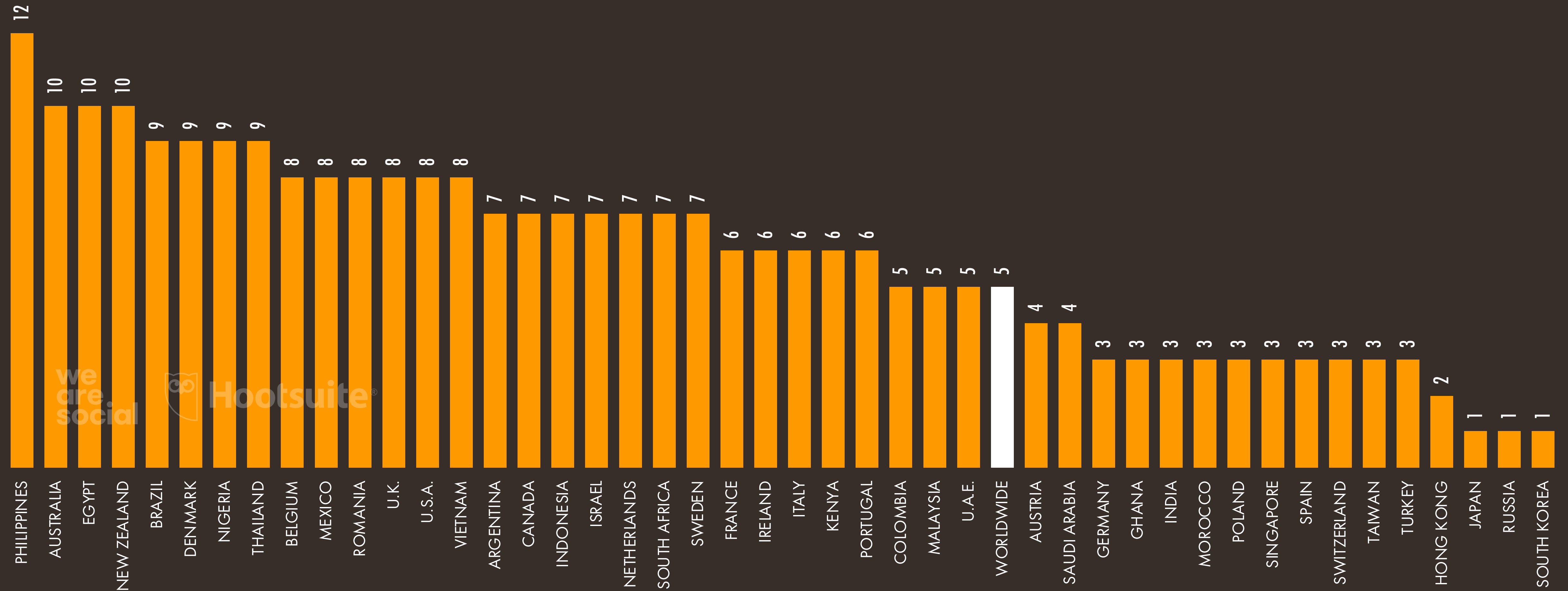
14

10

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2020

# MEDIAN MONTHLY FACEBOOK COMMENTS PER USER

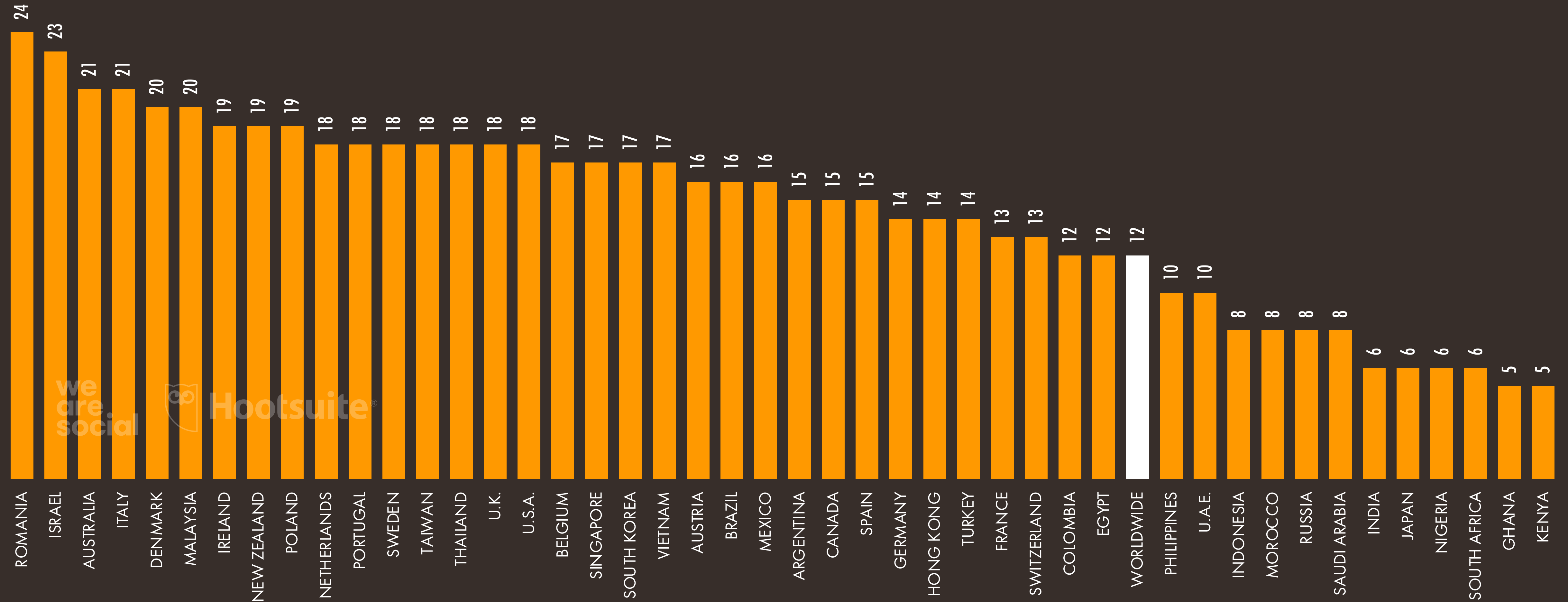
THE NUMBER OF TIMES EACH MONTH THAT THE 'TYPICAL' FACEBOOK USER\* COMMENTS ON FACEBOOK POSTS



JAN  
2020

# MEDIAN MONTHLY FACEBOOK ADVERT CLICKS PER USER

THE NUMBER OF TIMES EACH MONTH THAT THE 'TYPICAL' FACEBOOK USER\* CLICKS OR TAPS ON AN ADVERT ON FACEBOOK (ANY AD FORMAT)



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2020

# FACEBOOK PAGE REACH BENCHMARKS

AVERAGE\* MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS, AND THE CONTRIBUTION OF PAID MEDIA

AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



0.12%

Q-O-Q CHANGE:

-4.0%

-1 BPS

locowise

AVERAGE POST REACH  
vs. PAGE LIKES



7.01%

Q-O-Q CHANGE:

-1.4%

-10 BPS

we  
are  
social

AVERAGE ORGANIC  
REACH vs. PAGE LIKES



5.17%

Q-O-Q CHANGE:

-3.1%

-16 BPS

locowise

PERCENTAGE OF PAGES  
USING PAID MEDIA



26.7%

Q-O-Q CHANGE:

+0.1%

+3 BPS

owl

AVERAGE PAID REACH  
vs. TOTAL REACH



28.1%

Q-O-Q CHANGE:

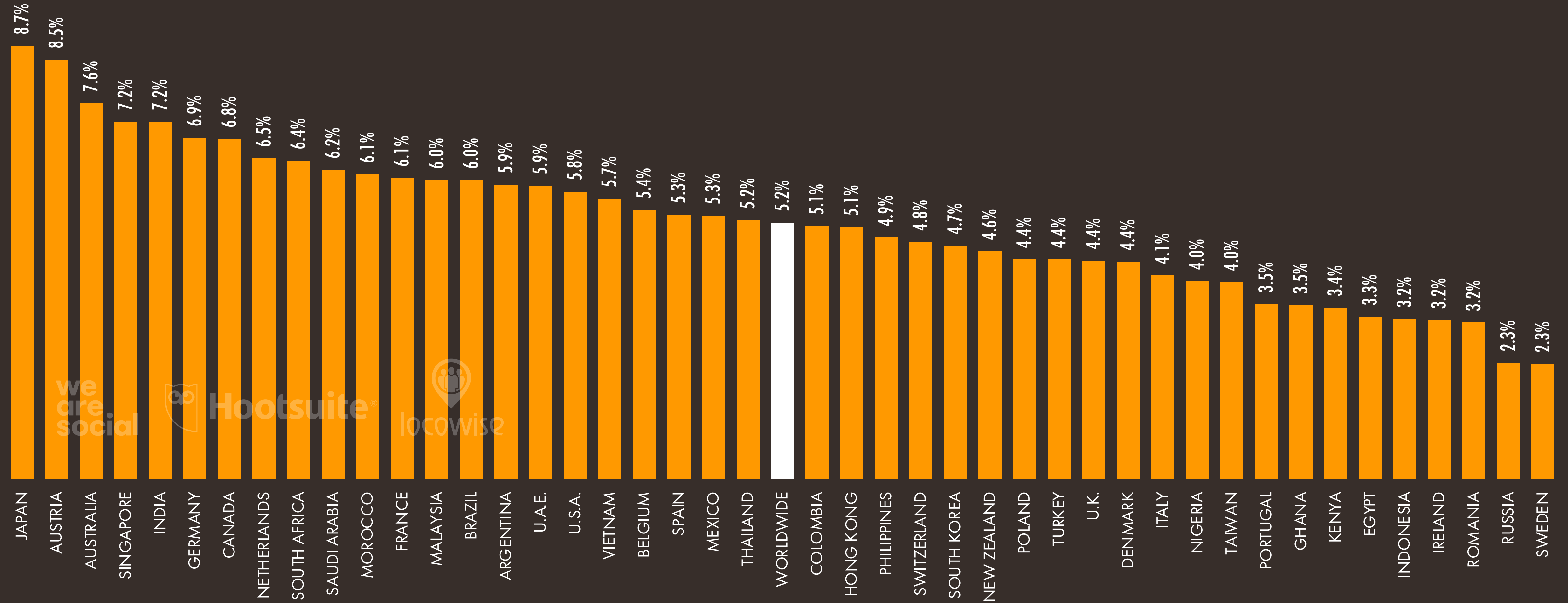
+0.4%

+11 BPS

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2020

# FACEBOOK PAGES: ORGANIC REACH BENCHMARKS

AVERAGE ORGANIC REACH\* OF FACEBOOK PAGE POSTS COMPARED TO THE NUMBER OF PAGE LIKES AT THE TIME OF POST PUBLICATION





JAN  
2020

# FACEBOOK ENGAGEMENT BENCHMARKS

AVERAGE\* NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE POST COMPARED TO POST REACH

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS OF ANY KIND



**3.39%**

Q-O-Q CHANGE:

**-0.9%**

**-3 BPS**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS



**6.09%**

Q-O-Q CHANGE:

**+0.8%**

**+5 BPS**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE IMAGE POSTS



**4.42%**

Q-O-Q CHANGE:

**+1.5%**

**+7 BPS**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS



**2.72%**

Q-O-Q CHANGE:

**-2.3%**

**-6 BPS**

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS



**1.44%**

Q-O-Q CHANGE:

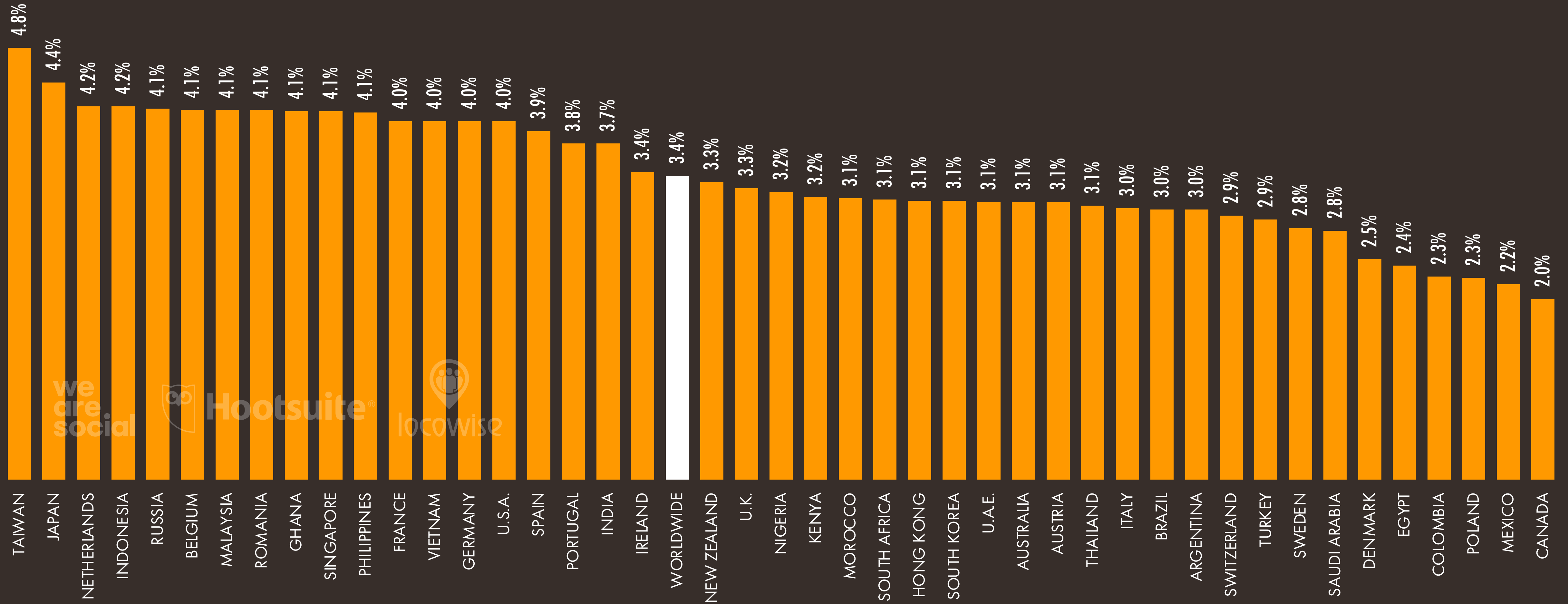
**-13.5%**

**-23 BPS**

JAN  
2020

# FACEBOOK PAGES: AVERAGE ENGAGEMENT RATES

AVERAGE NUMBER\* OF CLICKS, TAPS, LIKES, COMMENTS, AND SHARES ON FACEBOOK PAGE POSTS COMPARED TO POST REACH



JAN  
2020

# COMPARING FACEBOOK PERFORMANCE BY PAGE SIZE

COMPARING THE ORGANIC REACH AND OVERALL ENGAGEMENT RATES OF PAGES WITH FEWER THAN 10,000 FANS, AND MORE THAN 100,000 FANS

## PAGES WITH FEWER THAN 10,000 'FANS'

AVERAGE ORGANIC PAGE  
POST REACH vs. PAGE LIKES\*



we  
are  
social

4.62%

AVERAGE ENGAGEMENT RATE  
FOR FACEBOOK PAGE POSTS\*



locowise

8.21%

## PAGES WITH MORE THAN 100,000 'FANS'

AVERAGE ORGANIC PAGE  
POST REACH vs. PAGE LIKES\*



we  
are  
social

2.34%

AVERAGE ENGAGEMENT RATE  
FOR FACEBOOK PAGE POSTS\*



2.19%

JAN  
2020

# TOP FACEBOOK PAGES

FACEBOOK PAGES WITH THE GREATEST NUMBER OF PAGE LIKES IN JANUARY 2020

#	FACEBOOK PAGE	PAGE LIKES	FOLLOWERS
01	FACEBOOK	214,710,000	214,720,000
02	SAMSUNG	160,180,000	160,180,000
03	CRISTIANO RONALDO	122,200,000	123,210,000
04	REAL MADRID FC	110,820,000	108,950,000
05	COCA-COLA	107,370,000	107,370,000
06	FC BARCELONA	103,170,000	101,150,000
07	SHAKIRA	100,100,000	97,380,000
08	TASTY	97,650,000	100,870,000
09	VIN DIESEL	96,880,000	94,440,000
10	CGTN	91,720,000	91,580,000

#	FACEBOOK PAGE	PAGE LIKES	FOLLOWERS
11	LEO MESSI	90,160,000	91,460,000
12	EMINEM	86,600,000	82,850,000
13	CHINA DAILY	84,640,000	84,940,000
14	MR. BEAN	84,460,000	89,720,000
15	YOUTUBE	84,130,000	88,790,000
16	MCDONALD'S	79,830,000	79,830,000
17	RIHANNA	79,030,000	74,580,000
18	WILL SMITH	77,000,000	79,060,000
19	JUSTIN BIEBER	76,450,000	75,630,000
20	MANCHESTER UNITED	73,240,000	71,900,000



**INSTAGRAM**



JAN  
2020

# INSTAGRAM AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM

NUMBER OF PEOPLE THAT  
INSTAGRAM REPORTS  
CAN BE REACHED WITH  
ADVERTS ON INSTAGRAM



928.5  
MILLION

SHARE OF POPULATION  
AGED 13+ THAT MARKETERS  
CAN REACH WITH  
ADVERTS ON INSTAGRAM



15%

QUARTER-ON-  
QUARTER CHANGE  
IN INSTAGRAM'S  
ADVERTISING REACH



+5.7%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT INSTAGRAM  
REPORTS IS FEMALE\*



50.9%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT INSTAGRAM  
REPORTS IS MALE\*



49.1%

JAN  
2020

# INSTAGRAM REACH RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE GREATEST POTENTIAL INSTAGRAM ADVERTISING REACH

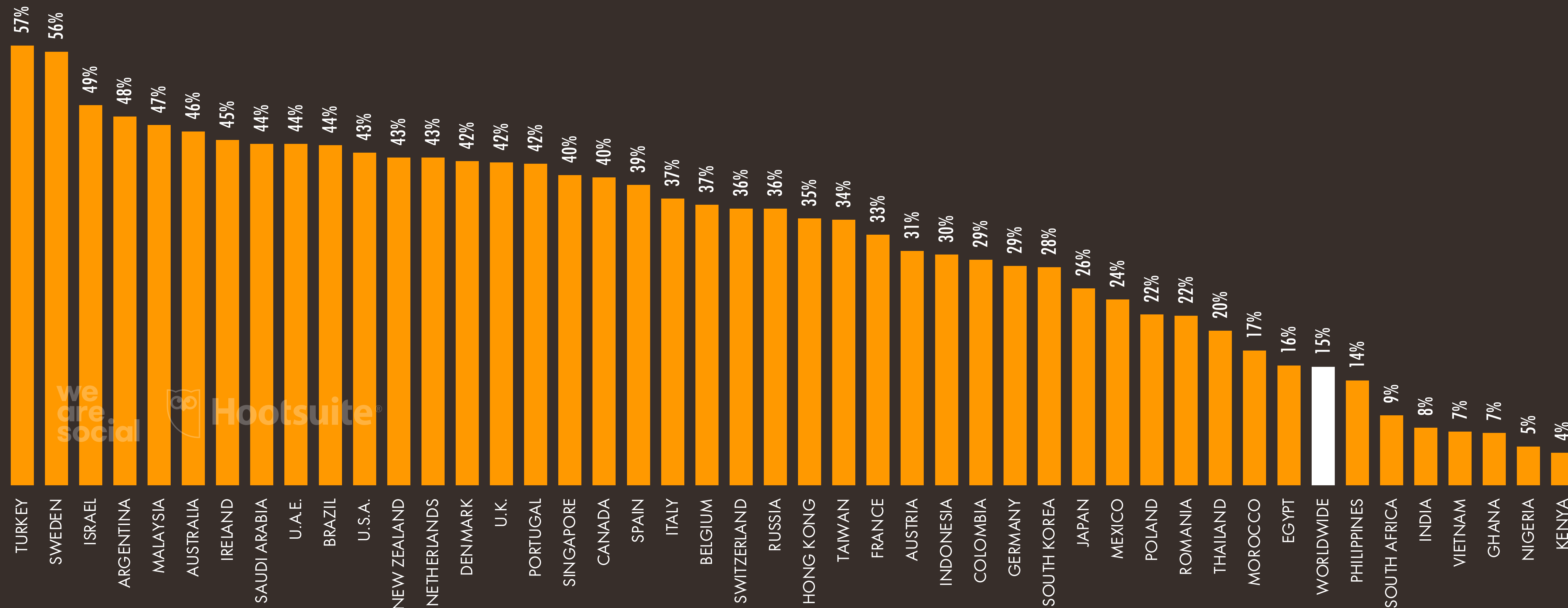
#	COUNTRY / TERRITORY	REACH	▲ QOQ	▲ QOQ
01	U.S.A.	120,000,000	+3.4%	+4,000,000
02	INDIA	80,000,000	+9.6%	+7,000,000
03	BRAZIL	77,000,000	+6.9%	+5,000,000
04	INDONESIA	63,000,000	+5.0%	+3,000,000
05	RUSSIA	44,000,000	+4.8%	+2,000,000
06	TURKEY	38,000,000	+2.7%	+1,000,000
07	JAPAN	29,000,000	+7.4%	+2,000,000
08=	MEXICO	24,000,000	+9.1%	+2,000,000
08=	U.K.	24,000,000	+4.8%	+2,000,000
10	GERMANY	21,000,000	+5.5%	+1,100,000

#	COUNTRY / TERRITORY	REACH	▲ QOQ	▲ QOQ
11	ITALY	20,000,000	+2.6%	+500,000
12	FRANCE	18,000,000	+6.5%	+1,100,000
13	ARGENTINA	17,000,000	+4.3%	+700,000
14	SPAIN	16,000,000	+2.6%	+400,000
15=	CANADA	13,000,000	+4.8%	+600,000
15=	SOUTH KOREA	13,000,000	+8.3%	+600,000
17=	COLOMBIA	12,000,000	+6.2%	+700,000
17=	MALAYSIA	12,000,000	+9.1%	+700,000
17=	SAUDI ARABIA	12,000,000	0%	+700,000
17=	THAILAND	12,000,000	+2.6%	+700,000

JAN  
2020

# ELIGIBLE AUDIENCE REACH RATE: INSTAGRAM

TOTAL POTENTIAL INSTAGRAM ADVERTISING REACH COMPARED TO POPULATION AGED 13+



JAN  
2020

# INSTAGRAM ELIGIBLE AUDIENCE REACH RATE RANKING

COUNTRIES AND TERRITORIES\* WITH THE HIGHEST LEVELS OF POTENTIAL INSTAGRAM ADVERTISING REACH COMPARED TO POPULATION AGED 13+

#	COUNTRY	% 13+	REACH	▲ QOQ
01	ICELAND	60%	170,000	+4.9%
02	KAZAKHSTAN	60%	8,300,000	+6.4%
03	BRUNEI	60%	210,000	+2.4%
04	CYPRUS	57%	590,000	+11%
05	TURKEY	57%	38,000,000	+2.7%
06	SWEDEN	56%	4,800,000	+2.1%
07	KUWAIT	55%	1,900,000	+6.1%
08	GUAM	53%	71,000	+6.0%
09	CHILE	52%	8,200,000	+6.5%
10	BAHRAIN	51%	720,000	+4.3%

#	COUNTRY	% 13+	REACH	▲ QOQ
11	ARUBA	51%	46,000	+7.0%
12	NORWAY	50%	2,300,000	+2.7%
13	ISRAEL	49%	3,200,000	+3.2%
14	MONTENEGRO	49%	260,000	0%
15	URUGUAY	49%	1,400,000	+6.9%
16	PANAMA	49%	1,600,000	+3.9%
17	ARGENTINA	48%	17,000,000	+4.3%
18	CAYMAN IS.	47%	31,000	+6.9%
19	MALAYSIA	47%	12,000,000	+9.1%
20	AUSTRALIA	46%	9,700,000	+4.3%

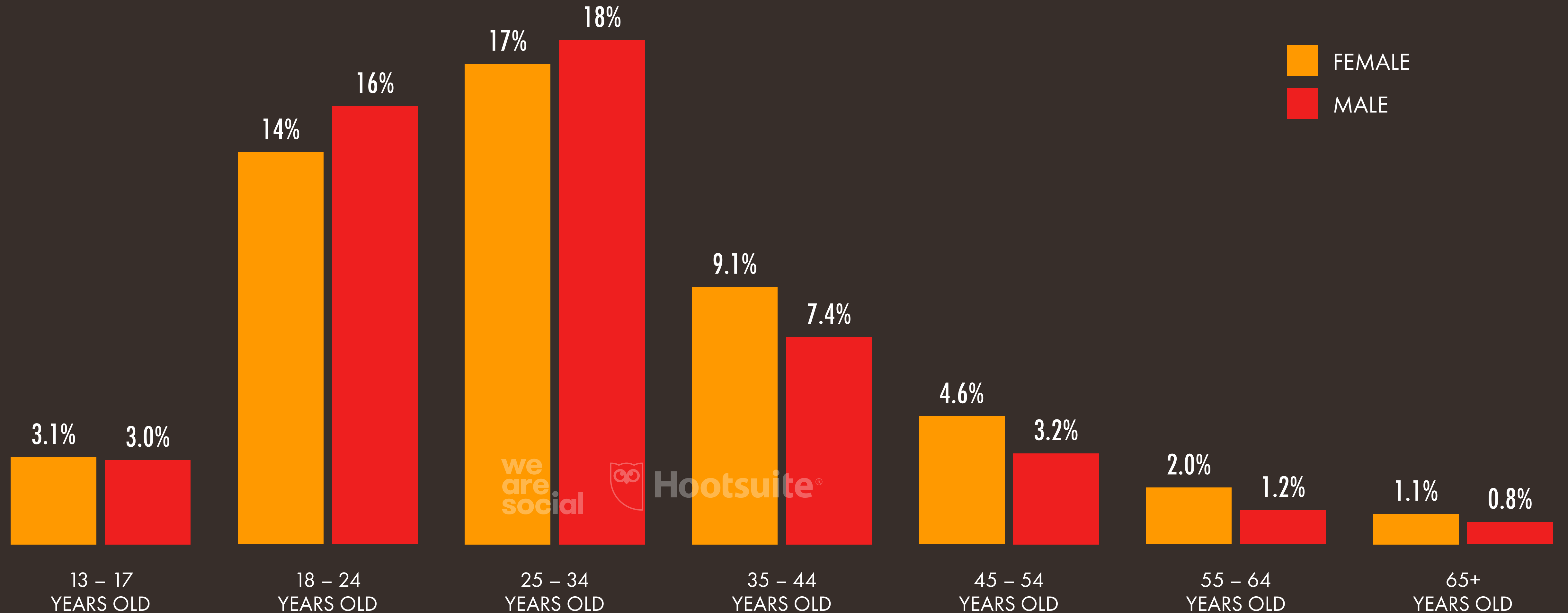
we  
are  
social



JAN  
2020

# PROFILE OF INSTAGRAM'S ADVERTISING AUDIENCE

SHARE OF INSTAGRAM'S GLOBAL ADVERTISING AUDIENCE\* BY AGE GROUP AND GENDER





JAN  
2020

# INSTAGRAM'S ADVERTISING AUDIENCE

POTENTIAL REACH OF ADVERTISING ON INSTAGRAM BY AGE GROUP AND BY GENDER\*

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13–17	56,600,000	28,900,000	3.1%	27,700,000	3.0%
18–24	274,000,000	129,500,000	14%	144,500,000	16%
25–34	325,200,000	158,600,000	17%	166,600,000	18%
35–44	153,100,000	84,800,000	9.1%	68,300,000	7.4%
45–54	72,200,000	42,300,000	4.6%	29,900,000	3.2%
55–64	30,000,000	18,900,000	2.0%	11,100,000	1.2%
65+	17,500,000	10,000,000	1.1%	7,400,000	0.8%
TOTAL	928,500,000	472,900,000	50.9%	455,600,000	49.1%



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are  
social



JAN  
2020

# INSTAGRAM GENDER COMPARISON RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE GREATEST SHARE OF INSTAGRAM AUDIENCE BY GENDER\*

## COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT FEMALE SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	LAOS	64%	130,000
02	PHILIPPINES	64%	6,700,000
03	THAILAND	64%	7,700,000
04	FED. STATES OF MICRONESIA	62%	2,300
05	MONGOLIA	62%	260,000
06=	TONGA	62%	3,900
06=	BELARUS	62%	1,600,000
08	VIETNAM	61%	3,300,000
09	AMERICAN SAMOA	61%	3,100
10	UKRAINE	60%	6,800,000

## COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT MALE SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	AFGHANISTAN	81%	370,000
02	TAJIKISTAN	80%	390,000
03	CHAD	76%	20,000
04	SOUTH SUDAN	76%	15,000
05	BURKINA FASO	74%	69,000
06	CENTRAL AFRICAN REP.	74%	6,000
07	UZBEKISTAN	73%	1,700,000
08=	INDIA	73%	58,000,000
08=	YEMEN	73%	290,000
10	NIGER	72%	50,000

JAN  
2020

# INSTAGRAM ENGAGEMENT BENCHMARKS

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS

AVERAGE  
ENGAGEMENT RATE  
FOR ALL POST TYPES



1.49%

AVERAGE  
ENGAGEMENT RATE  
FOR VIDEO POSTS



1.87%

AVERAGE  
ENGAGEMENT RATE  
FOR PHOTO POSTS



1.11%

AVERAGE COMMENTS-  
TO- FOLLOWERS RATIO  
FOR VIDEO POSTS



0.06%

AVERAGE COMMENTS-  
TO- FOLLOWERS RATIO  
FOR PHOTO POSTS



0.08%

JAN  
2020

# INSTAGRAM BUSINESS ACCOUNT BENCHMARKS

AVERAGE ACCOUNT GROWTH AND PUBLISHING FREQUENCY BENCHMARKS FOR **INSTAGRAM BUSINESS ACCOUNTS**

AVERAGE MONTHLY  
GROWTH IN  
ACCOUNT FOLLOWERS



locowise

**+2.5%**

AVERAGE NUMBER  
OF MAIN FEED  
POSTS PER DAY



we  
are  
social

**1.7**

PHOTO POSTS AS A  
PERCENTAGE OF  
ALL MAIN FEED POSTS



locowise

**79%**

VIDEO POSTS AS A  
PERCENTAGE OF  
ALL MAIN FEED POSTS



we  
are  
social

**21%**

AVERAGE NUMBER OF  
INSTAGRAM STORIES POSTS  
PUBLISHED EACH MONTH



**13.1**



JAN  
2020

# TOP INSTAGRAM ACCOUNTS

INSTAGRAM ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS IN JANUARY 2020

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	INSTAGRAM	@INSTAGRAM	325,850,000
02	CRISTIANO RONALDO	@CRISTIANO	196,476,000
03	ARIANA GRANDE	@ARIANAGRANDE	170,790,000
04	DWAYNE JOHNSON	@THEROCK	167,329,000
05	SELENA GOMEZ	@SELENAGOMEZ	165,012,000
06	KYLIE JENNER	@KYLIEJENNER	156,579,000
07	KIM KARDASHIAN	@KIMKARDASHIAN	156,188,000
08	LIONEL MESSI	@LEOMESSI	140,268,000
09	BEYONCÉ	@BEYONCE	137,471,000
10	NEYMAR	@NEYMARJR	131,094,000

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
11	NATIONAL GEOGRAPHIC	@NATGEO	129,228,000
12	TAYLOR SWIFT	@TAYLORSWIFT	125,127,000
13	JUSTIN BIEBER	@JUSTINBIEBER	124,384,000
14	KENDALL JENNER	@KENDALLJENNER	120,927,000
15	NICKI MINAJ	@NICKIMINAJ	109,469,000
16	JENNIFER LOPEZ	@JLO	108,730,000
17	KHLOÉ KARDASHIAN	@KHLOEKARDASHIAN	102,858,000
18	MILEY CYRUS	@MILEYCYRUS	102,711,000
19	NIKE	@NIKE	98,146,000
20	KATY PERRY	@KATYPERRY	88,325,000



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are  
social





JAN  
2020

# MOST-USED HASHTAGS ON INSTAGRAM

HASHTAGS THAT HAVE BEEN USED ON THE GREATEST NUMBER OF INSTAGRAM POSTS (ALL-TIME)

#	HASHTAG	Nº OF POSTS	#	HASHTAG	Nº OF POSTS	#	HASHTAG	Nº OF POSTS
01	#LOVE	1,731,400,000	11	#TBT	513,900,000	21	#INSTAGRAM	419,100,000
02	#INSTAGOOD	1,076,000,000	12	#PHOTOGRAPHY	513,200,000	22	#ME	410,400,000
03	#FASHION	760,000,000	13	#FOLLOWME	508,900,000	23	#SELFIE	410,300,000
04	#PHOTOOFTHE DAY	745,300,000	14	#LIKE4LIKE	507,600,000	24	#FRIENDS	386,500,000
05	#BEAUTIFUL	629,200,000	15	#NATURE	481,500,000	25	#GIRL	378,800,000
06	#ART	583,900,000	16	#TRAVEL	466,000,000	26	#FUN	374,000,000
07	#HAPPY	556,800,000	17	#SUMMER	445,000,000	27	#FITNESS	372,700,000
08	#CUTE	542,800,000	18	#REPOST	443,000,000	28	#FOOD	368,700,000
09	#PICOFTHE DAY	540,200,000	19	#STYLE	441,900,000	29	#INSTALIKE	355,600,000
10	#FOLLOW	524,600,000	20	#INSTADAILY	420,400,000	30	#BEAUTY	355,400,000



**LINKEDIN**

JAN  
2020

# LINKEDIN AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN

NUMBER OF PEOPLE THAT  
LINKEDIN REPORTS  
CAN BE REACHED WITH  
ADVERTS ON LINKEDIN\*



663.3  
MILLION

SHARE OF POPULATION  
AGED 18+ THAT MARKETERS  
CAN REACH WITH  
ADVERTS ON LINKEDIN



12%

QUARTER-ON-  
QUARTER CHANGE  
IN LINKEDIN'S  
ADVERTISING REACH



+1.6%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT LINKEDIN  
REPORTS IS FEMALE\*



43%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT LINKEDIN  
REPORTS IS MALE\*



57%

**JAN  
2020**

# LINKEDIN REACH RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE GREATEST POTENTIAL LINKEDIN ADVERTISING REACH

#	COUNTRY	REACH	▲ QOQ	▲ QOQ
01	U.S.A.	160,000,000	0%	[UNCHANGED]
02	INDIA	62,000,000	+1.6%	+1,000,000
03	CHINA	50,000,000	0%	[UNCHANGED]
04	BRAZIL	39,000,000	0%	[UNCHANGED]
05	U.K.	28,000,000	0%	[UNCHANGED]
06	FRANCE	19,000,000	0%	[UNCHANGED]
07	CANADA	17,000,000	+6.3%	+1,000,000
08	INDONESIA	15,000,000	+7.1%	+1,000,000
09	ITALY	14,000,000	+7.7%	+1,000,000
10=	MEXICO	13,000,000	0%	[UNCHANGED]

#	COUNTRY	REACH	▲ QOQ	▲ QOQ
10=	SPAIN	13,000,000	+8.3%	[UNCHANGED]
12	AUSTRALIA	11,000,000	0%	[UNCHANGED]
13	GERMANY	10,000,000	+3.1%	+300,000
14	NETHERLANDS	8,500,000	+1.2%	+100,000
15	TURKEY	8,400,000	+1.2%	+100,000
16	PHILIPPINES	8,300,000	+3.8%	+300,000
17=	ARGENTINA	7,800,000	+5.4%	+400,000
17=	COLOMBIA	7,800,000	+1.3%	+400,000
19	SOUTH AFRICA	7,600,000	+2.7%	+200,000
20	RUSSIA	6,500,000	-5.8%	-400,000

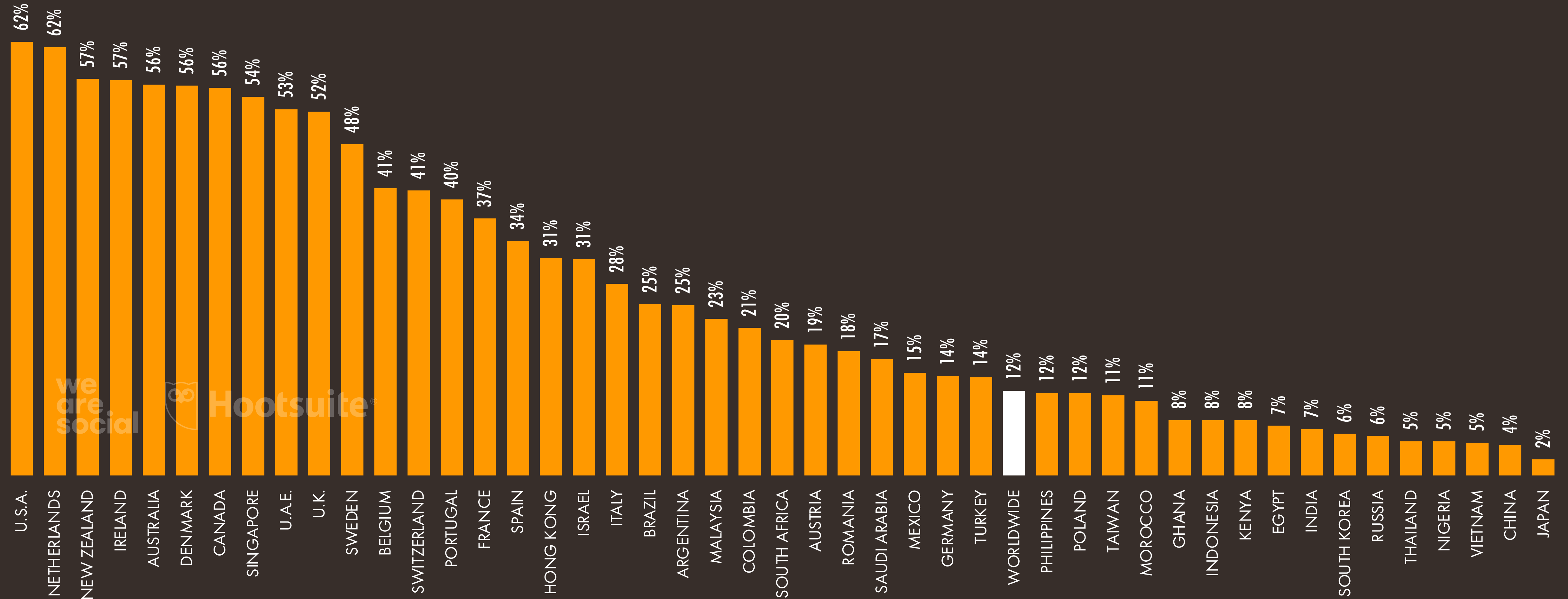


we  
are  
social

JAN  
2020

# ELIGIBLE AUDIENCE REACH RATE: LINKEDIN

TOTAL POTENTIAL LINKEDIN ADVERTISING REACH COMPARED TO POPULATION AGED 18+





JAN  
2020

# LINKEDIN ELIGIBLE AUDIENCE REACH RATE RANKING

COUNTRIES AND TERRITORIES\* WITH THE HIGHEST LEVELS OF POTENTIAL LINKEDIN ADVERTISING REACH COMPARED TO POPULATION AGED 18+

#	COUNTRY	% 18+	REACH	▲ QOQ
01	ICELAND	88%	230,000	0%
02	U.S. VIRGIN IS.	69%	55,000	+1.9%
03	AMERICAN SAMOA	65%	36,000	+2.9%
04	ANDORRA	63%	49,000	+6.5%
05	U.S.A.	62%	160,000,000	0%
06	NETHERLANDS	62%	8,500,000	+1.2%
07	CAYMAN IS.	61%	40,000	0%
08	ARUBA	60%	50,000	+2.0%
09	NEW ZEALAND	57%	2,100,000	0%
10	IRELAND	57%	2,100,000	0%

#	COUNTRY	% 18+	REACH	▲ QOQ
11	AUSTRALIA	56%	11,000,000	0%
12	DENMARK	56%	2,600,000	0%
13	CANADA	56%	17,000,000	+6.3%
14	MALTA	55%	200,000	0%
15	SINGAPORE	54%	2,700,000	+3.8%
16	CURAÇAO	54%	69,000	[N/A]
17	GUAM	53%	63,000	+1.6%
18	U.A.E.	53%	4,300,000	-2.3%
19	U.K.	52%	28,000,000	0%
20	LUXEMBOURG	52%	260,000	0%

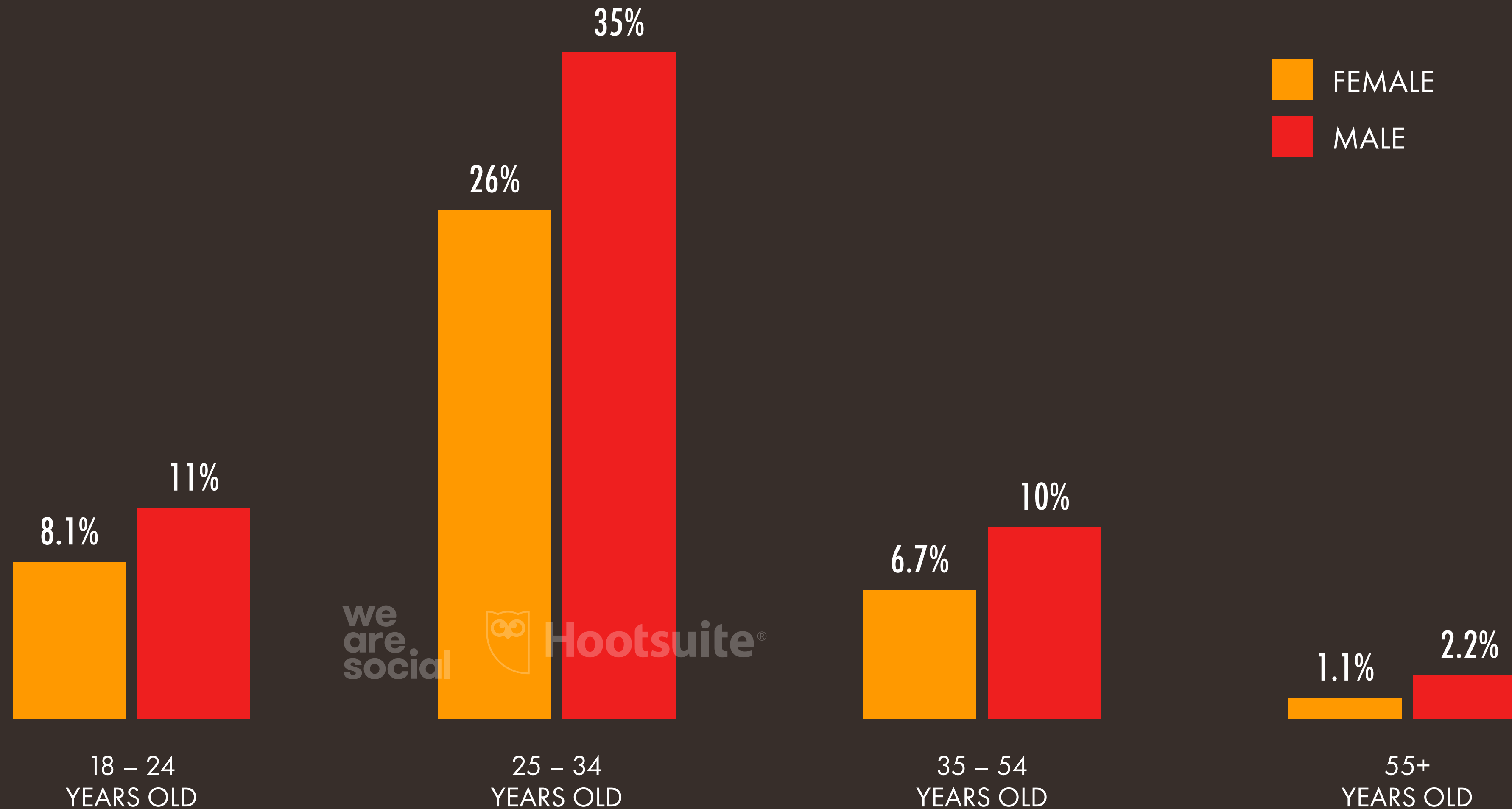
we  
are  
social



JAN  
2020

# PROFILE OF LINKEDIN'S ADVERTISING AUDIENCE

SHARE OF LINKEDIN'S GLOBAL ADVERTISING AUDIENCE\* BY AGE GROUP AND GENDER\*





**SNAPCHAT**

JAN  
2020

# SNAPCHAT AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON SNAPCHAT

NUMBER OF PEOPLE THAT  
SNAPCHAT REPORTS  
CAN BE REACHED WITH  
ADVERTS ON SNAPCHAT



381.5  
MILLION

SHARE OF POPULATION  
AGED 13+ THAT MARKETERS  
CAN REACH WITH  
ADVERTS ON SNAPCHAT



6.3%

QUARTER-ON-  
QUARTER CHANGE  
IN SNAPCHAT'S  
ADVERTISING REACH



+5.9%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT SNAPCHAT  
REPORTS IS FEMALE\*



61%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT SNAPCHAT  
REPORTS IS MALE\*



38%

JAN  
2020

# SNAPCHAT REACH RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE GREATEST POTENTIAL SNAPCHAT ADVERTISING REACH

#	COUNTRY / TERRITORY	REACH	▲ QOQ	▲ QOQ
01	U.S.A.	101,250,000	+3.8%	+3,700,000
02	INDIA	22,950,000	+22%	+4,150,000
03	FRANCE	21,250,000	+4.2%	+850,000
04	U.K.	18,700,000	+4.8%	+850,000
05	SAUDI ARABIA	16,100,000	+2.9%	+450,000
06	MEXICO	14,800,000	+15%	+1,950,000
07	BRAZIL	13,950,000	+3.3%	+450,000
08	GERMANY	12,150,000	+8.0%	+900,000
09	CANADA	8,150,000	+1.9%	+150,000
10	RUSSIA	7,750,000	+5.4%	+400,000

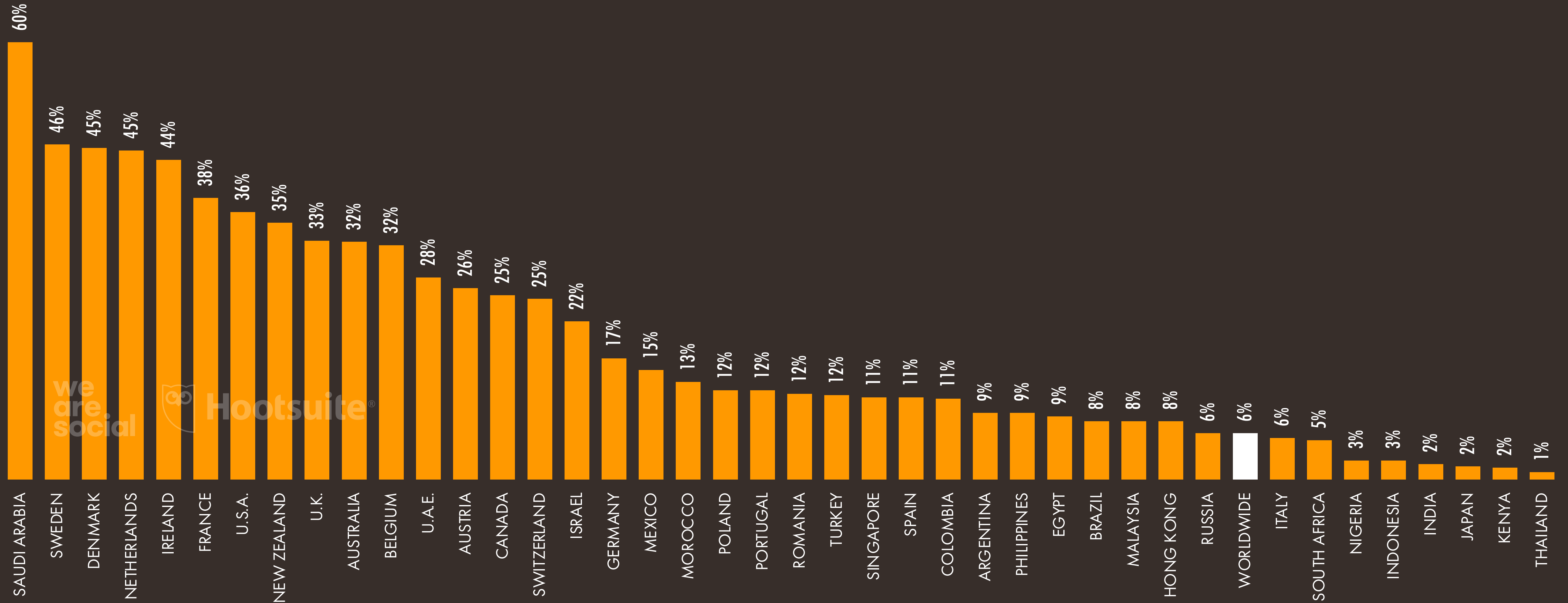
#	COUNTRY / TERRITORY	REACH	▲ QOQ	▲ QOQ
11	TURKEY	7,700,000	+3.4%	+250,000
12	PHILIPPINES	7,350,000	+12%	+800,000
13	AUSTRALIA	6,850,000	+3.8%	+250,000
14	NETHERLANDS	6,650,000	+8.1%	+500,000
15	IRAQ	6,550,000	+4.8%	+300,000
16	EGYPT	6,100,000	+17%	+900,000
17	INDONESIA	5,400,000	-14%	-900,000
18	SPAIN	4,600,000	-8.0%	-400,000
19	COLOMBIA	4,500,000	+15%	+600,000
20	PAKISTAN	4,400,000	+22%	+800,000



JAN  
2020

# ELIGIBLE AUDIENCE REACH RATE: SNAPCHAT

TOTAL POTENTIAL SNAPCHAT ADVERTISING REACH COMPARED TO POPULATION AGED 13+



JAN  
2020

# SNAPCHAT ELIGIBLE AUDIENCE REACH RATE RANKING

COUNTRIES AND TERRITORIES\* WITH THE HIGHEST LEVELS OF POTENTIAL SNAPCHAT ADVERTISING REACH COMPARED TO POPULATION AGED 13+

#	COUNTRY / TERRITORY	% 13+	REACH	▲ QOQ
01	LUXEMBOURG	74%	397,500	+13%
02	NORWAY	64%	2,950,000	+3.5%
03	BAHRAIN	63%	885,000	+11%
04	SAUDI ARABIA	60%	16,100,000	+2.9%
05	URUGUAY	54%	1,550,000	+35%
06	KUWAIT	54%	1,850,000	+5.7%
07	SWEDEN	46%	3,900,000	+2.6%
08	DENMARK	45%	2,250,000	0%
09	NETHERLANDS	45%	6,650,000	+8.1%
10	IRELAND	44%	1,750,000	0%

#	COUNTRY / TERRITORY	% 13+	REACH	▲ QOQ
11	FRANCE	38%	21,250,000	+4.2%
12	U.S.A.	36%	101,250,000	+3.8%
13	NEW ZEALAND	35%	1,400,000	+12%
14	U.K.	33%	18,700,000	+4.8%
15	AUSTRALIA	32%	6,850,000	+3.8%
16	BELGIUM	32%	3,150,000	+6.8%
17	PUERTO RICO	32%	795,000	+13%
18	JORDAN	30%	2,150,000	0%
19	OMAN	29%	1,150,000	+4.5%
20	PALESTINE	28%	915,000	+7.0%

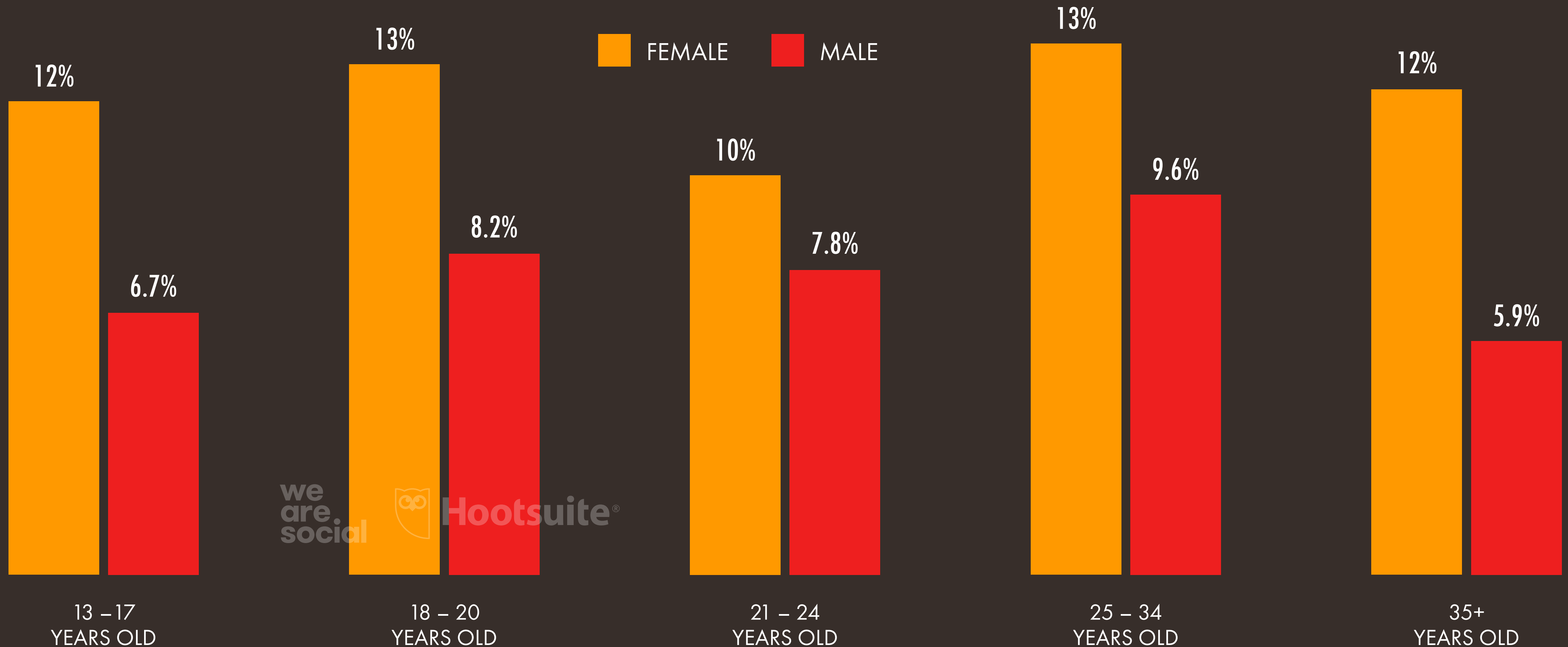
we  
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social



JAN  
2020

# PROFILE OF SNAPCHAT'S ADVERTISING AUDIENCE

SHARE OF SNAPCHAT'S GLOBAL ADVERTISING AUDIENCE\* BY AGE GROUP AND GENDER\*



JAN  
2020

# SNAPCHAT'S ADVERTISING AUDIENCE

POTENTIAL REACH OF ADVERTISING ON SNAPCHAT BY AGE GROUP AND BY GENDER\*

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13–17	71,200,000	45,800,000	12%	25,400,000	6.7%
18–20	80,700,000	49,500,000	13%	31,200,000	8.2%
21–24	68,200,000	38,600,000	10%	29,600,000	7.8%
25–34	88,200,000	51,400,000	13%	36,800,000	9.6%
35+	69,800,000	47,100,000	12%	22,700,000	5.9%
TOTAL	381,500,000	232,400,000	61%	145,700,000	38%

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**SOURCE:** EXTRAPOLATIONS OF DATA FROM SNAPCHAT'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES. **\*NOTE:** SNAPCHAT'S TOOLS DO NOT PUBLISH DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE', BUT FIGURES FOR TOTAL AUDIENCE ARE HIGHER THAN THE SUM OF MALE AND FEMALE AUDIENCES, SO SHARE FIGURES MAY NOT SUM TO 100%. **\*ADVISORY:** DATA ON THIS CHART REPRESENT SNAPCHAT'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO TOTAL ACTIVE USERS.



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# SNAPCHAT GENDER COMPARISON RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE GREATEST SHARE OF SNAPCHAT AUDIENCE BY GENDER\*

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT FEMALE SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	INDONESIA	88%	4,746,600
02	KAZAKHSTAN	86%	1,756,850
03	RUSSIA	85%	6,548,750
04	PHILIPPINES	79%	5,799,150
05	SOUTH AFRICA	78%	1,842,400
06	CHILE	78%	1,204,350
07	PERU	77%	1,338,750
08	COLOMBIA	76%	3,420,000
09	URUGUAY	75%	1,165,600
10	BRAZIL	75%	10,462,500

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT MALE SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	BAHRAIN	52%	458,430
02	INDIA	49%	11,153,700
03	SAUDI ARABIA	49%	7,808,500
04	SLOVENIA	48%	175,298
05	NORWAY	47%	1,386,500
06	QATAR	47%	273,780
07	FINLAND	46%	510,400
08	IRELAND	46%	810,250
09	BELGIUM	46%	1,445,850
10	KUWAIT	46%	847,300





**TWITTER**

JAN  
2020

# TWITTER AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER

NUMBER OF PEOPLE THAT  
TWITTER REPORTS  
CAN BE REACHED WITH  
ADVERTS ON TWITTER



KEPIOS

339.6  
MILLION

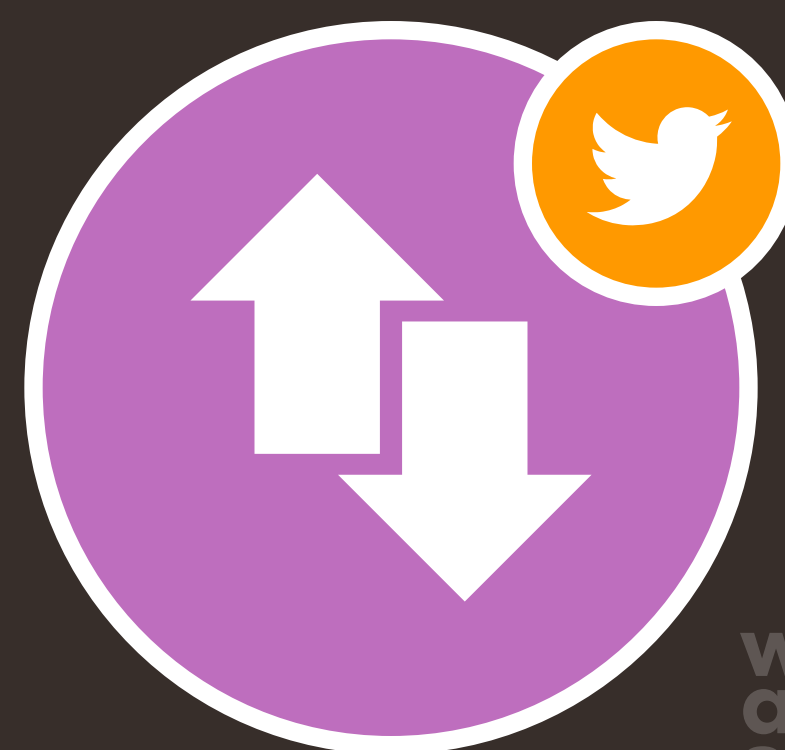
SHARE OF POPULATION  
AGED 13+ THAT MARKETERS  
CAN REACH WITH  
ADVERTS ON TWITTER



we are social

5.6%

QUARTER-ON-  
QUARTER CHANGE  
IN TWITTER'S  
ADVERTISING REACH



we are social

-3.1%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT TWITTER  
REPORTS IS FEMALE\*



we are social

38%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT TWITTER  
REPORTS IS MALE\*



we are social

62%

JAN  
2020

# TWITTER REACH RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE GREATEST POTENTIAL TWITTER ADVERTISING REACH

#	COUNTRY / TERRITORY	REACH	▲ QOQ	#	COUNTRY / TERRITORY	REACH	▲ QOQ
01	U.S.A.	59,350,000	+0.6%	11	SPAIN	7,500,000	-4.6%
02	JAPAN	45,750,000	-2.7%	12	FRANCE	7,445,000	+2.7%
03	U.K.	16,700,000	+0.7%	13	CANADA	6,880,000	0%
04	SAUDI ARABIA	14,350,000	-2.6%	14	PHILIPPINES	6,625,000	-5.1%
05	BRAZIL	12,150,000	+0.4%	15	THAILAND	6,545,000	-3.2%
06	TURKEY	11,800,000	-3.2%	16	AUSTRALIA	6,230,000	-3.3%
07	INDIA	11,450,000	-4.9%	17	SOUTH KOREA	5,700,000	+0.9%
08	INDONESIA	10,645,000	-0.2%	18	GERMANY	5,245,000	+4.4%
09	RUSSIA	9,460,000	-42%	19	ARGENTINA	4,955,000	-4.4%
10	MEXICO	9,450,000	+1.1%	20	MALAYSIA	3,855,000	+1.4%

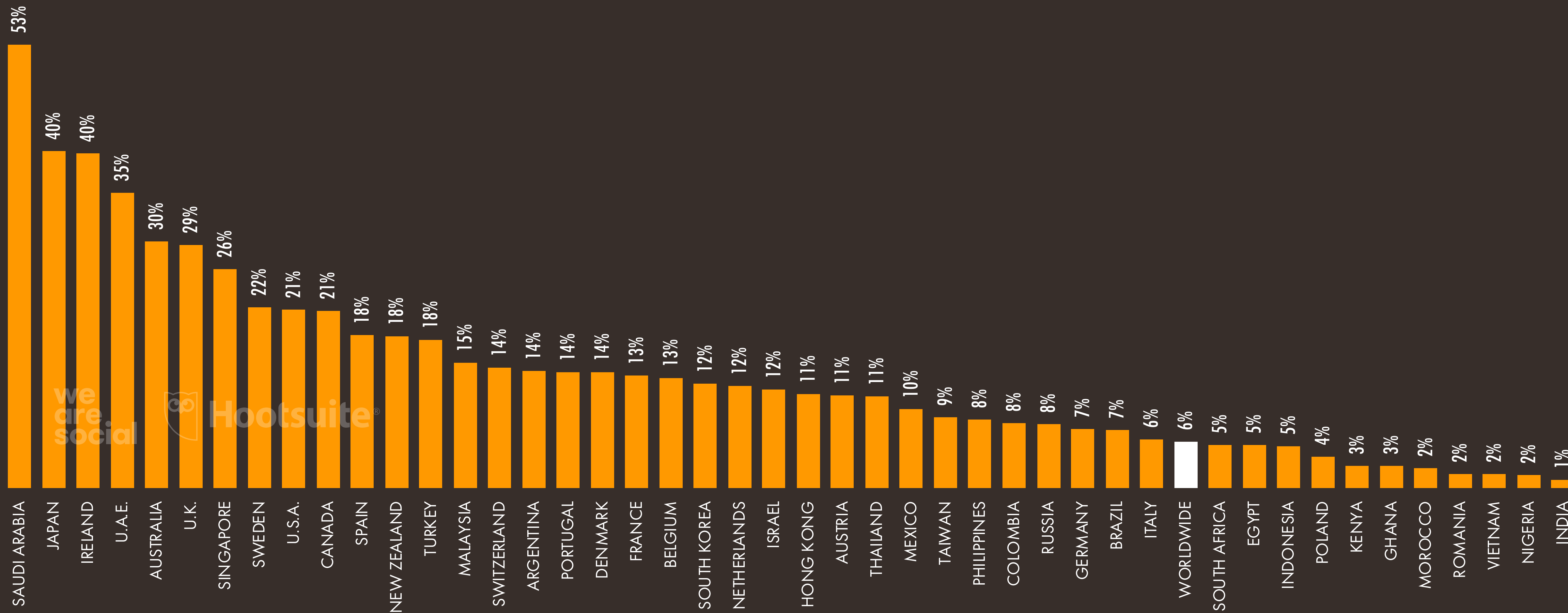


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# ELIGIBLE AUDIENCE REACH RATE: TWITTER

TOTAL POTENTIAL TWITTER ADVERTISING REACH COMPARED TO POPULATION AGED 13+



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# TWITTER ELIGIBLE AUDIENCE REACH RATE RANKING

COUNTRIES AND TERRITORIES\* WITH THE HIGHEST LEVELS OF POTENTIAL TWITTER ADVERTISING REACH COMPARED TO POPULATION AGED 13+

#	COUNTRY	% 13+	REACH	▲ QOQ
01	KUWAIT	61%	2,105,000	-0.7%
02	ANDORRA	61%	47,200	+82%
03	BAHRAIN	58%	817,000	-2.3%
04	SAUDI ARABIA	53%	14,350,000	-2.6%
05	CAYMAN IS.	49%	32,000	+18%
06	ARUBA	49%	44,000	+22%
07	ISLE OF MAN	46%	39,200	+3.5%
08	BERMUDA	46%	28,400	+47%
09	JAPAN	40%	45,750,000	-2.7%
10	IRELAND	40%	1,610,000	+2.8%

#	COUNTRY	% 13+	REACH	▲ QOQ
11	QATAR	39%	974,500	-2.4%
12	PUERTO RICO	37%	926,000	+40%
13	ICELAND	36%	101,700	+5.3%
14	U.A.E.	35%	3,030,000	-0.5%
15	BRUNEI	34%	117,500	+0.5%
16	OMAN	33%	1,330,000	+1.8%
17	BAHAMAS	32%	101,900	+57%
18	NORTHERN MARIANAS	31%	17,600	+36%
19	AUSTRALIA	30%	6,230,000	-3.3%
20	U.K.	29%	16,700,000	+0.7%

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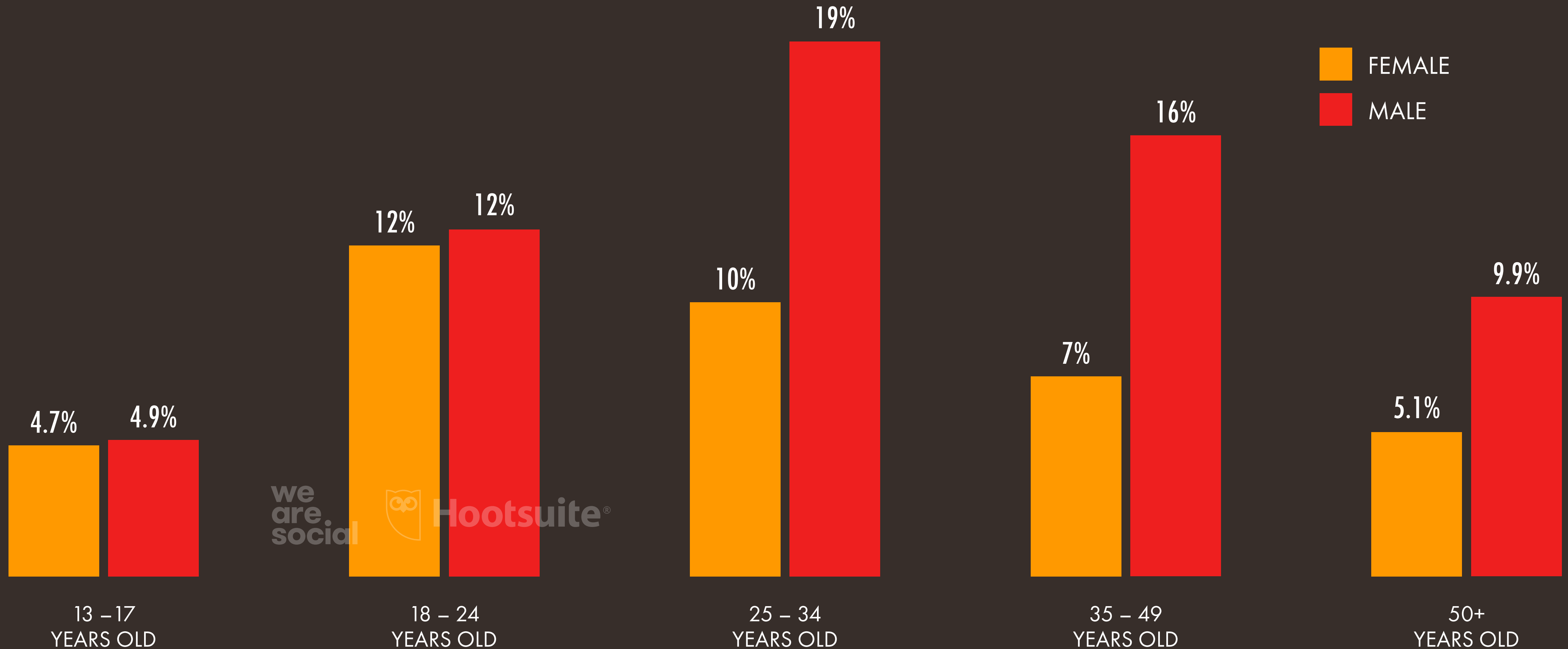




JAN  
2020

# PROFILE OF TWITTER'S ADVERTISING AUDIENCE

SHARE OF TWITTER'S GLOBAL ADVERTISING AUDIENCE\* BY AGE GROUP AND GENDER\*



JAN  
2020

# TWITTER GENDER COMPARISON RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE GREATEST SHARE OF TWITTER AUDIENCE BY GENDER\*

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT **FEMALE** SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	PHILIPPINES	86%	935,000
02	THAILAND	78%	1,430,000
03	INDONESIA	68%	3,390,000
04	MALAYSIA	67%	1,235,000
05	LAOS	64%	61,600
06	BRUNEI	60%	48,400
07	ST. KITTS & NEVIS	58%	5,600
08	CAMBODIA	53%	126,500
09	ARGENTINA	51%	2,400,000
10	BELIZE	51%	14,800

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT **MALE** SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	GUINEA	87%	32,400
02	DEM. REP. OF THE CONGO	86%	86,800
03	INDIA	85%	9,655,000
04=	GAMBIA	83%	14,000
04=	SOLOMON IS.	83%	2,000
06	NIGER	83%	15,600
07	BURUNDI	83%	13,200
08	NEW CALEDONIA	82%	11,200
09	BURKINA FASO	82%	24,000
10	RWANDA	81%	62,400

JAN  
2020

# TWITTER ACCOUNTS WITH THE MOST FOLLOWERS

TWITTER ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS IN JANUARY 2020

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	BARACK OBAMA	@BARACKOBAMA	111,470,000
02	KATY PERRY	@KATYPERRY	108,307,000
03	JUSTIN BIEBER	@JUSTINBIEBER	107,671,000
04	RIHANNA	@RIHANNA	95,188,000
05	TAYLOR SWIFT	@TAYLORSWIFT13	85,558,000
06	CRISTIANO RONALDO	@CRISTIANO	81,889,000
07	LADY GAGA	@LADYGAGA	80,635,000
08	ELLEN DEGENERES	@THEELLENSHOW	79,229,000
09	YOUTUBE	@YOUTUBE	72,170,000
10	DONALD TRUMP	@REALDONALDTRUMP	69,234,000

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
11	ARIANA GRANDE	@ARIANAGRANDE	68,749,000
12	JUSTIN TIMBERLAKE	@JTIMBERLAKE	65,011,000
13	KIM KARDASHIAN	@KIMKARDASHIAN	62,850,000
14	SELENA GOMEZ	@SELENAGOMEZ	59,328,000
15	TWITTER	@TWITTER	56,938,000
16	CNN BREAKING NEWS	@CNNBRK	56,368,000
17	BRITNEY SPEARS	@BRITNEYSPEARS	56,224,000
18	NARENDRA MODI	@NARENDRAMODI	52,381,000
19	SHAKIRA	@SHAKIRA	51,708,000
20	JIMMY FALLON	@JIMMYFALLON	51,569,000

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# MOST-USED EMOJI ON TWITTER

EMOJI THAT HAVE BEEN USED THE GREATEST NUMBER OF TIMES ON TWITTER (ALL TIME)

#	EMOJI	TIMES USED	#	EMOJI	TIMES USED	#	EMOJI	TIMES USED	#	EMOJI	TIMES USED
01	😂	2,671,000,000	11	😞	428,000,000	21	👁	245,000,000	31	😬	198,000,000
02	❤️	1,289,000,000	12	😊	389,000,000	22	😌	238,000,000	32	🙌	193,000,000
03	♻️	966,000,000	13	😓	382,000,000	23	😓	237,000,000	33	🔥	191,000,000
04	😍	964,000,000	14	😄	365,000,000	24	💔	236,000,000	34	💖	187,000,000
05	😭	817,000,000	15	👌	359,000,000	25	😎	232,000,000	35	💯	182,000,000
06	❤️	743,000,000	16	😊	336,000,000	26	👈	229,000,000	36	🙄	181,000,000
07	😊	632,000,000	17	😊	309,000,000	27	🎵	217,000,000	37	👉	168,000,000
08	😏	500,000,000	18	👍	273,000,000	28	💙	216,000,000	38	😁	165,000,000
09	💕	493,000,000	19	😄	258,000,000	29	💜	212,000,000	39	😴	163,000,000
10	😘	475,000,000	20	🙏	246,000,000	30	✨	199,000,000	40	😐	163,000,000



**PINTEREST**



JAN  
2020

# PINTEREST AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON PINTEREST

NUMBER OF PEOPLE THAT  
PINTEREST REPORTS  
CAN BE REACHED WITH  
ADVERTS ON PINTEREST



169.0  
MILLION

SHARE OF POPULATION  
AGED 13+ THAT MARKETERS  
CAN REACH WITH  
ADVERTS ON PINTEREST



2.8%

QUARTER-ON-  
QUARTER CHANGE  
IN PINTEREST'S  
ADVERTISING REACH



+12%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT PINTEREST  
REPORTS IS FEMALE\*



72%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT PINTEREST  
REPORTS IS MALE\*



20%

we  
are  
social



**SOURCE:** EXTRAPOLATIONS OF DATA FROM PINTEREST'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES. **\*NOTE:** PINTEREST PUBLISHES DATA FOR USERS OF 'UNSPECIFIED' GENDER, IN ADDITION TO 'MALE' AND 'FEMALE', SO FIGURES FOR MALE AND FEMALE SHOWN ON THIS CHART WILL NOT SUM TO 100%. **ADVISORY:** DATA SHOWN ON THIS CHART REPRESENT PINTEREST'S ADVERTISING AUDIENCE ONLY, AND MAY NOT BE REFLECTIVE OF PINTEREST'S TOTAL MONTHLY ACTIVE USER BASE.



JAN  
2020

# PINTEREST REACH RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE GREATEST POTENTIAL PINTEREST ADVERTISING REACH (AVAILABLE COUNTRIES ONLY)

#	COUNTRY / TERRITORY	REACH	▲ QOQ	▲ QOQ
01	U.S.A.	79,430,000	+2.7%	+2,110,000
02	GERMANY	12,501,000	+12%	+1,293,000
03	FRANCE	10,760,500	+1.7%	+176,000
04	U.K.	10,655,000	+2.8%	+287,000
05	CANADA	8,251,000	+4.0%	+316,500
06	SPAIN	6,825,500	+18%	+1,022,500
07	ITALY	5,527,500	+6.4%	+330,500
08	AUSTRALIA	4,602,000	-8.3%	-415,000
09	NETHERLANDS	4,080,000	+3.2%	+126,000
10	POLAND	3,747,000	+548%	+3,168,500

#	COUNTRY / TERRITORY	REACH	▲ QOQ	▲ QOQ
11	BELGIUM	2,900,500	+83%	+1,317,000
12	PORTUGAL	1,994,500	+40%	+565,500
13	SWEDEN	1,915,000	+41%	+557,500
14	GREECE	1,884,500	+430%	+1,529,000
15	ROMANIA	1,854,500	+473%	+1,531,000
16	HUNGARY	1,620,000	+468%	+1,335,000
17	SWITZERLAND	1,399,500	+6.9%	+90,000
18	CZECH REP.	1,354,500	+419%	+1,093,500
19	AUSTRIA	1,309,500	-0.04%	-500
20	DENMARK	1,189,000	+40%	+339,500

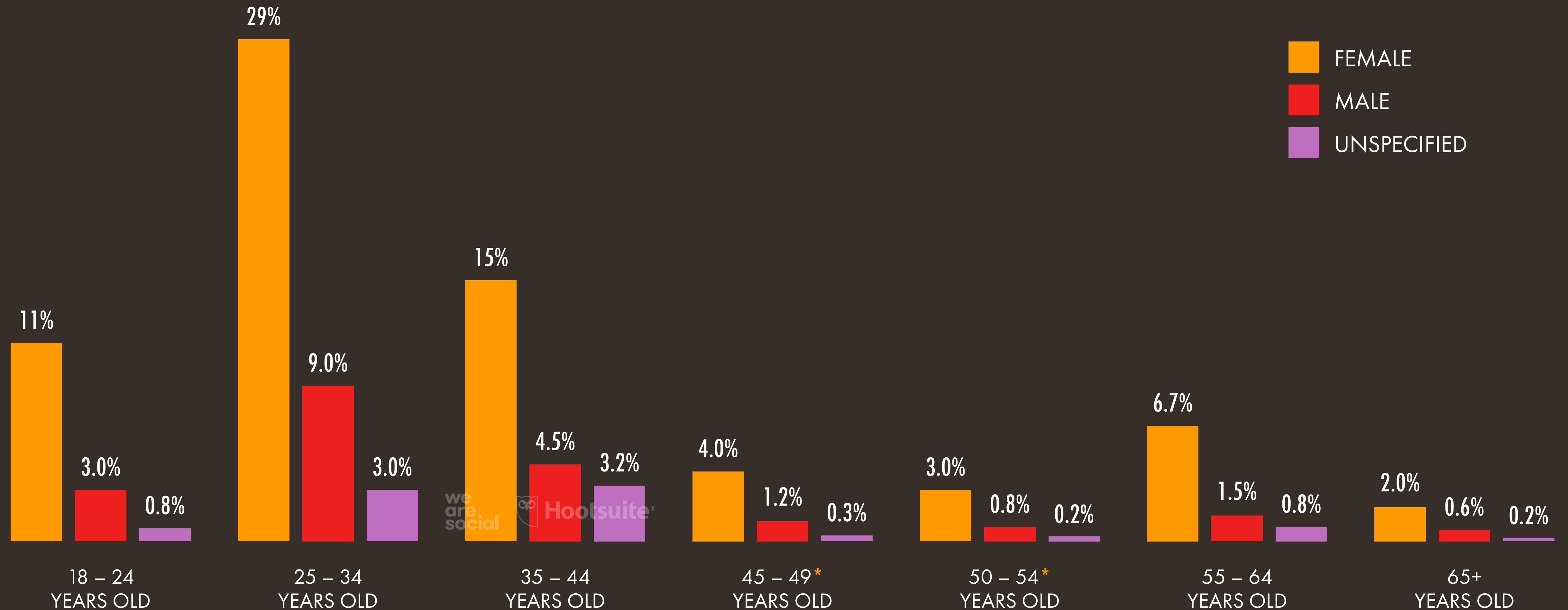
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# PROFILE OF PINTEREST'S ADVERTISING AUDIENCE

SHARE OF PINTEREST'S GLOBAL ADVERTISING AUDIENCE\* BY AGE GROUP AND GENDER\*



JAN  
2020

# PINTEREST'S ADVERTISING AUDIENCE

POTENTIAL REACH OF ADVERTISING ON PINTEREST BY AGE GROUP AND BY GENDER\*

AGE	TOTAL	FEMALE	FEMALE %	MALE	MALE %	UNSPECIFIED	UNSPEC. %
18 - 24	24,300,000	19,280,000	11%	5,020,000	3.0%	1,270,000	0.8%
25 - 34	64,040,000	48,880,000	29%	15,160,000	9.0%	4,990,000	3.0%
35 - 44	32,950,000	25,410,000	15%	7,540,000	4.5%	5,370,000	3.2%
45 - 49*	8,740,000	6,730,000	4.0%	2,010,000	1.2%	550,000	0.3%
50 - 54*	6,420,000	5,000,000	3.0%	1,420,000	0.8%	410,000	0.2%
55 - 64	13,810,000	11,250,000	6.7%	2,560,000	1.5%	1,350,000	0.8%
65+	4,450,000	3,400,000	2.0%	1,050,000	0.6%	310,000	0.2%
TOTAL	168,950,500	119,950,000	71%	34,760,000	21%	14,250,000	8%

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**SOURCE:** EXTRAPOLATIONS OF DATA FROM PINTEREST'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES. **\*NOTES:** AGE GROUPS AND GENDER DEFINITIONS AS PER PINTEREST'S TOOLS. DATA BASED ON THE SELECTION OF COUNTRIES AVAILABLE IN PINTEREST'S SELF-SERVICE TOOLS. **\*ADVISORY:** DATA ON THIS CHART REPRESENT PINTEREST'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO RESPECTIVE SHARES OF TOTAL ACTIVE USERS.



**YOUTUBE**



JAN  
2020

# YOUTUBE OVERVIEW

ESSENTIAL HEADLINES FOR YOUTUBE USE AROUND THE WORLD

NUMBER OF LOGGED-IN  
USERS OF YOUTUBE  
EACH MONTH



2

BILLION

SHARE OF POPULATION  
AGED 13+ THAT LOGS IN  
TO YOUTUBE EACH MONTH



33%

TOTAL NUMBER OF  
HOURS WATCHED ON  
YOUTUBE EACH DAY



1

BILLION

FEMALE USERS AS A  
PERCENTAGE OF TOTAL  
MALE AND FEMALE USERS\*



45%

MALE USERS AS A  
PERCENTAGE OF TOTAL  
MALE AND FEMALE USERS\*



55%

JAN  
2020

# TOP YOUTUBE SEARCH QUERIES

USERS' TOP SEARCH QUERIES ON YOUTUBE THROUGHOUT 2019

#	SEARCH QUERY	INDEX
01	SONG	100
02	LA LA LA	65
03	SONGS	49
04	VIDEO	38
05	DJ	21
06	BABY	19
07	MUSIC	18
08	KARAOKE	15
09	MUSICA	13
10	NEW SONG	12

#	SEARCH QUERY	INDEX
11	FORTNITE	11
12	MINECRAFT	11
13	TIK TOK	9
14	STORY	9
15	BTS	8
16	ASMR	8
17	CARTOON	8
18	CARTOON CARTOON	8
19	PUBG	8
20	เพลง	8



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**SOURCE:** GOOGLE TRENDS (ACCESSED JANUARY 2020). RANKINGS AND INDICES ARE BASED ON SEARCHES ENTERED INTO YOUTUBE'S SEARCH BAR THROUGHOUT 2019. **NOTES:** "เพลง" IS THE THAI WORD FOR "MUSIC". GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY).



JAN  
2020

# MOST-VIEWED YOUTUBE VIDEOS OF ALL TIME

BASED ON THE TOTAL NUMBER OF ALL-TIME GLOBAL VIEWS UP TO JANUARY 2020

#	VIDEO		VIDEO VIEWS	LIKES	DISLIKES
01	LUIS FONSI FEAT. DADDY YANKEE – DESPACITO		6,590,000,000	36,040,000	4,340,000
02	ED SHEERAN – SHAPE OF YOU		4,550,000,000	21,760,000	1,190,000
03	WHIZ KHALIFA FEAT. CHARLIE PUTH – SEE YOU AGAIN		4,350,000,000	26,460,000	830,000
04	PINKFONG! KIDS SONGS & STORIES – BABY SHARK DANCE		4,290,000,000	13,220,000	5,220,000
05	GET MOVIES – MASHA AND THE BEAR (EPISODE 17): RECIPE FOR DISASTER		4,210,000,000	6,740,000	3,690,000
06	MARK RONSON FEAT. BRUNO MARS – UPTOWN FUNK		3,750,000,000	13,760,000	850,000
07	PSY – GANGNAM STYLE		3,480,000,000	16,970,000	2,300,000
08	JUSTIN BIEBER – SORRY (PURPOSE: THE MOVEMENT)		3,230,000,000	12,370,000	1,540,000
09	MAROON 5 – SUGAR		3,100,000,000	11,070,000	490,000
10	KATY PERRY – ROAR		2,980,000,000	10,520,000	840,000

JAN  
2020

# TOP YOUTUBE ACCOUNTS

YOUTUBE ACCOUNTS WITH THE GREATEST NUMBER OF SUBSCRIBERS IN JANUARY 2020

#	ACCOUNT NAME	SUBSCRIBERS	TOTAL VIEWS
01	T-SERIES	123,000,000	94,461,200,000
02	PEWDIEPIE	102,000,000	24,438,100,000
03	COCOMELON	69,300,000	47,535,900,000
04	5-MINUTE CRAFTS	63,300,000	16,855,700,000
05	SET INDIA	62,400,000	45,979,700,000
06	CANAL KONDZILLA	54,500,000	27,866,300,000
07	WWE	52,900,000	38,368,400,000
08	ZEE MUSIC COMPANY	48,500,000	22,700,800,000
09	DUDE PERFECT	48,200,000	9,638,400,000
10	JUSTIN BIEBER	48,100,000	20,065,500,000

#	ACCOUNT NAME	SUBSCRIBERS	TOTAL VIEWS
11	LIKE NASTYA VLOG	43,900,000	22,678,800,000
12	ED SHEERAN	43,200,000	19,317,900,000
13	🌸 KIDS DIANA SHOW	42,600,000	17,013,800,000
14	BADABUN	42,000,000	15,243,300,000
15	MARSHMELLO	42,000,000	8,084,500,000
16	EMINEMMUSIC	40,200,000	15,350,400,000
17	HOLASOYGERMAN.	40,200,000	4,137,200,000
18	ZEE TV	39,600,000	37,633,900,000
19	ARIANA GRANDE	39,300,000	14,706,700,000
20	WHINDERSSONNUNES	38,000,000	3,208,300,000



**OTHER SOCIAL PLATFORMS**



JAN  
2020

# WECHAT OVERVIEW

ESSENTIAL HEADLINES FOR WECHAT USE AROUND THE WORLD

NUMBER OF WORLDWIDE  
MONTHLY ACTIVE USERS  
OF WECHAT AND WEIXIN\*



we  
are  
social

1.15  
BILLION

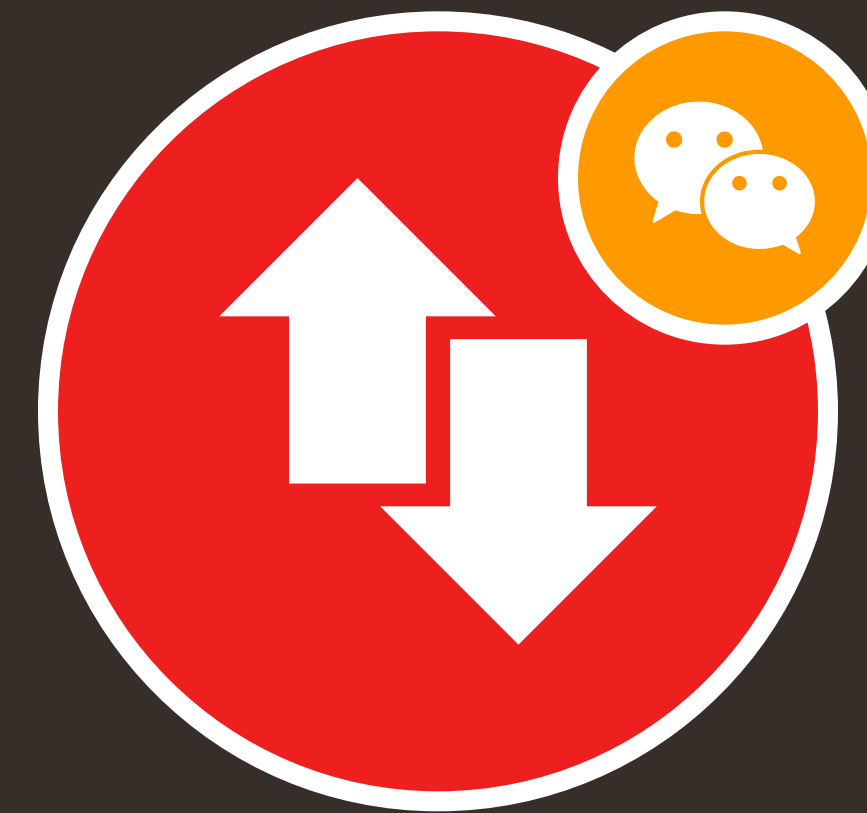
SHARE OF POPULATION  
AGED 13+ THAT USES WECHAT  
OR WEIXIN EACH MONTH



KEPIOS

19%

QUARTER-ON-QUARTER  
INCREASE IN MONTHLY ACTIVE  
USERS OF WECHAT AND WEIXIN



owl

+1.6%

YEAR-ON-YEAR  
INCREASE IN MONTHLY ACTIVE  
USERS OF WECHAT AND WEIXIN



+6.3%

JAN  
2020

# QQ OVERVIEW

ESSENTIAL HEADLINES FOR QQ USE AROUND THE WORLD

NUMBER OF  
WORLDWIDE MONTHLY  
ACTIVE QQ USERS



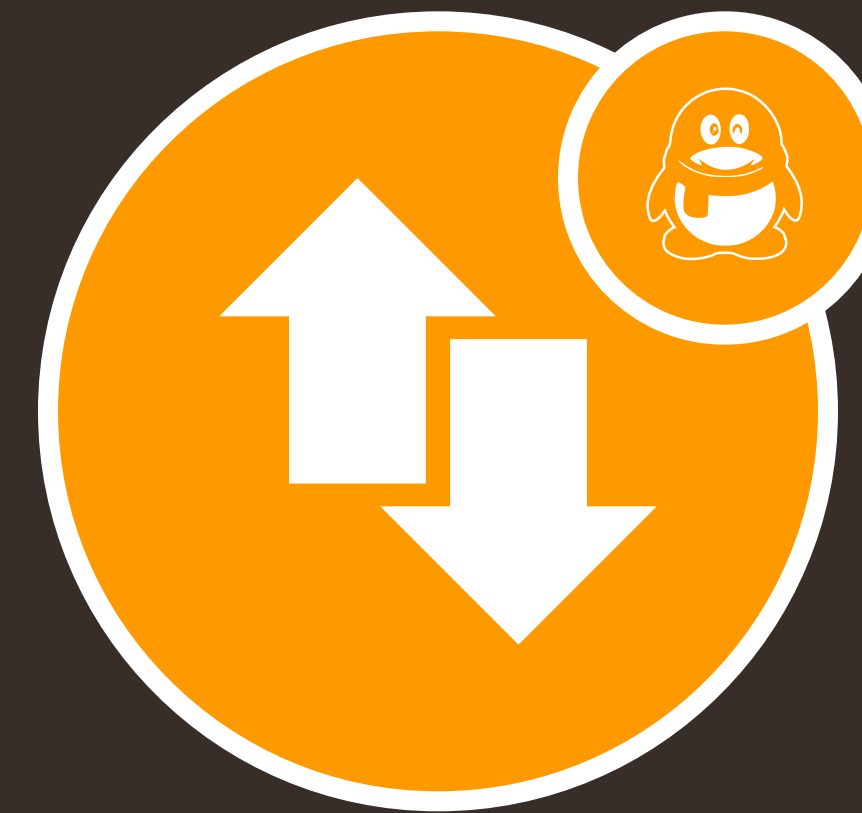
731.0  
MILLION

SHARE OF POPULATION  
AGED 13+ THAT USES  
QQ EACH MONTH



12%

YEAR-ON-YEAR INCREASE  
IN THE NUMBER OF  
MONTHLY ACTIVE QQ USERS



-8.9%

PERCENTAGE OF ACTIVE  
QQ USERS WHO ACCESS  
VIA SMARTPHONES



89%

JAN  
2020

# QZONE OVERVIEW

ESSENTIAL HEADLINES FOR QZONE USE AROUND THE WORLD

NUMBER OF WORLDWIDE  
MONTHLY ACTIVE  
QZONE USERS\*



517.0  
MILLION

SHARE OF POPULATION  
AGED 13+ THAT USES  
QZONE EACH MONTH\*



8.6%

QUARTER-ON-QUARTER  
INCREASE IN THE NUMBER OF  
MONTHLY ACTIVE QZONE USERS\*



-6.6%

YEAR-ON-YEAR INCREASE IN  
THE NUMBER OF MONTHLY  
ACTIVE QZONE USERS\*



-2.7%

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2020

# SINA WEIBO OVERVIEW

ESSENTIAL HEADLINES FOR SINA WEIBO USE AROUND THE WORLD

NUMBER OF WORLDWIDE  
MONTHLY ACTIVE  
SINA WEIBO USERS



497  
MILLION



SHARE OF POPULATION  
AGED 14+ THAT USES SINA  
WEIBO EACH MONTH\*



8.4%

we  
are  
social

YEAR-ON-YEAR INCREASE  
IN THE NUMBER OF MONTHLY  
ACTIVE SINA WEIBO USERS



+11%



PERCENTAGE OF ACTIVE  
SINA WEIBO USERS WHO  
ACCESS VIA MOBILE DEVICES



94%



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2020

# REDDIT OVERVIEW

ESSENTIAL HEADLINES FOR REDDIT USE AROUND THE WORLD

NUMBER OF  
WORLDWIDE MONTHLY  
ACTIVE REDDIT USERS



we  
are  
social

430  
MILLION

SHARE OF POPULATION  
AGED 13+ THAT USES  
REDDIT EACH MONTH



7.1%

YEAR-ON-YEAR  
INCREASE IN MONTHLY  
ACTIVE REDDIT USERS



+30%

NUMBER OF NEW  
POSTS PUBLISHED TO  
REDDIT DURING 2019\*



199  
MILLION

ANNUAL INCREASE IN THE  
NUMBER OF COMMENTS  
POSTED TO REDDIT\*



+37%





**MOBILE IN 2020**

JAN  
2020

# MOBILE USERS vs. MOBILE CONNECTIONS

A COMPARISON OF UNIQUE MOBILE USERS TO MOBILE CONNECTIONS

NUMBER OF UNIQUE  
MOBILE USERS (ANY  
TYPE OF HANDSET)



we  
are  
social

5.19  
BILLION

UNIQUE MOBILE  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



GSMA

67%

NUMBER OF MOBILE  
CONNECTIONS  
(EXCLUDING IOT)



GSMA

7.95  
BILLION

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



GSMA

103%

AVERAGE NUMBER OF  
CONNECTIONS PER  
UNIQUE MOBILE USER



1.53

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2020

# PERSPECTIVES: MOBILE USERS vs. CONNECTIONS

COMPARING THE NUMBER OF UNIQUE INDIVIDUALS USING MOBILE PHONES TO THE NUMBER OF MOBILE CONNECTIONS

## GSMA INTELLIGENCE DATA

TOTAL NUMBER  
OF MOBILE USERS  
(UNIQUE INDIVIDUALS)



we  
are  
social

5.19  
BILLION

TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



KEPIOS

7.95  
BILLION

## ERICSSON MOBILITY REPORT DATA

TOTAL NUMBER  
OF MOBILE USERS  
(UNIQUE INDIVIDUALS)



we  
are  
social

5.91  
BILLION

TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



8.04  
BILLION

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2020

# SHARE OF GLOBAL MOBILE CONNECTIONS BY DEVICE

PERCENTAGE OF GLOBAL MOBILE CONNECTIONS\* ASSOCIATED WITH EACH TYPE OF MOBILE DEVICE

SHARE OF CONNECTIONS  
ASSOCIATED WITH  
SMARTPHONES



73.0%

SHARE OF CONNECTIONS  
ASSOCIATED WITH  
FEATURE PHONES



23.5%

SHARE OF CONNECTIONS  
ASSOCIATED WITH ROUTERS,  
TABLETS, AND MOBILE PCS



3.6%

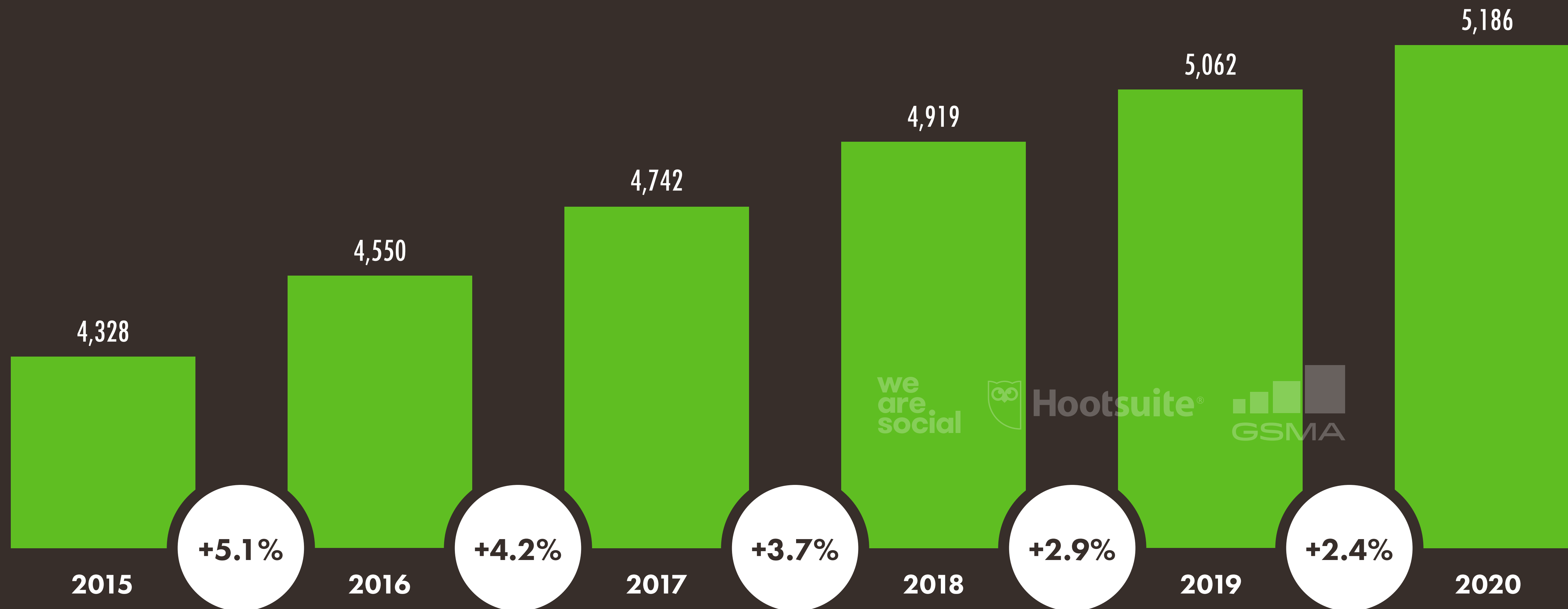
we  
are  
social



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2020

# UNIQUE MOBILE USERS OVER TIME

NUMBER OF UNIQUE MOBILE SUBSCRIBERS\* (IN MILLIONS) AT THE START OF EACH YEAR, WITH RESPECTIVE YEAR-ON-YEAR CHANGE

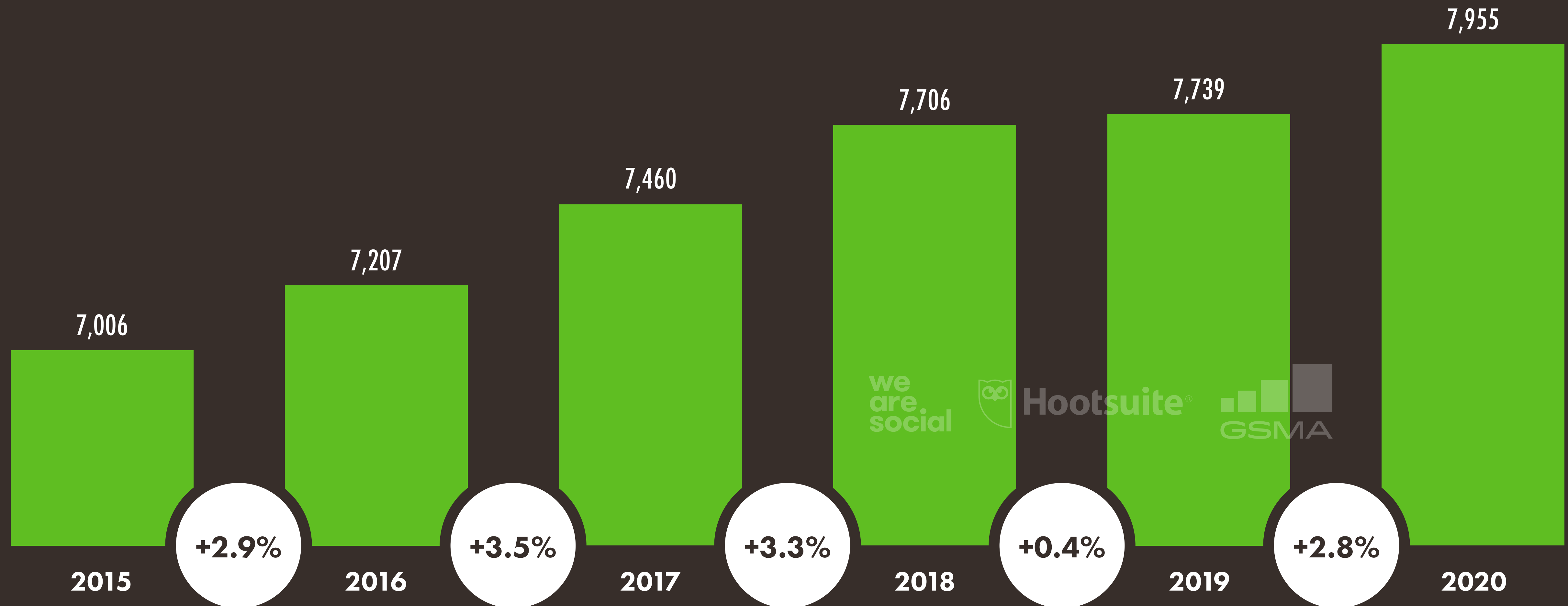




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2020

# TOTAL MOBILE CONNECTIONS OVER TIME

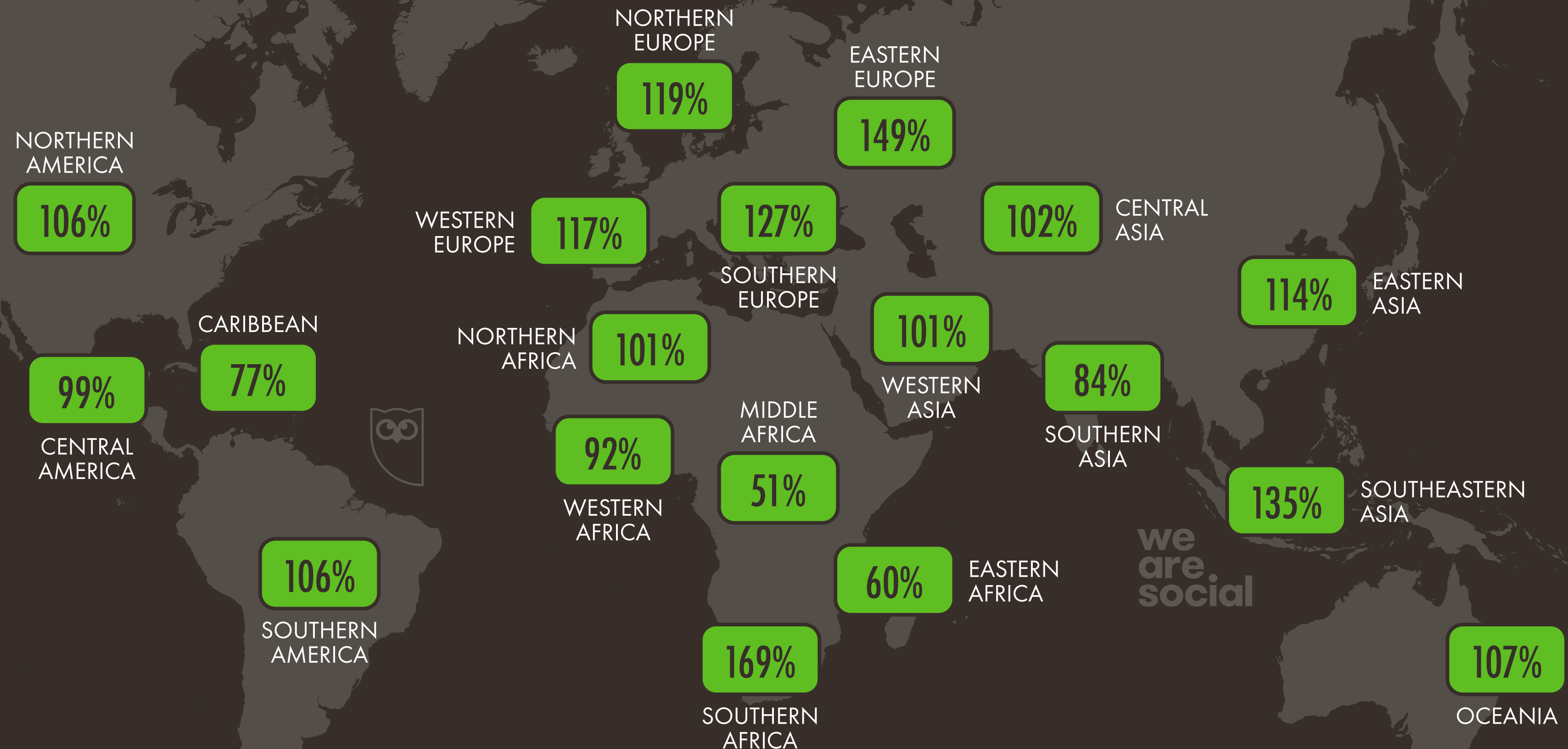
NUMBER OF MOBILE CONNECTIONS\* (IN MILLIONS) AT THE START OF EACH YEAR, WITH RESPECTIVE YEAR-ON-YEAR CHANGE



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2020

# MOBILE CONNECTIVITY BY REGION

NUMBER OF MOBILE CONNECTIONS\* IN EACH REGION COMPARED TO TOTAL POPULATION (REGARDLESS OF AGE)

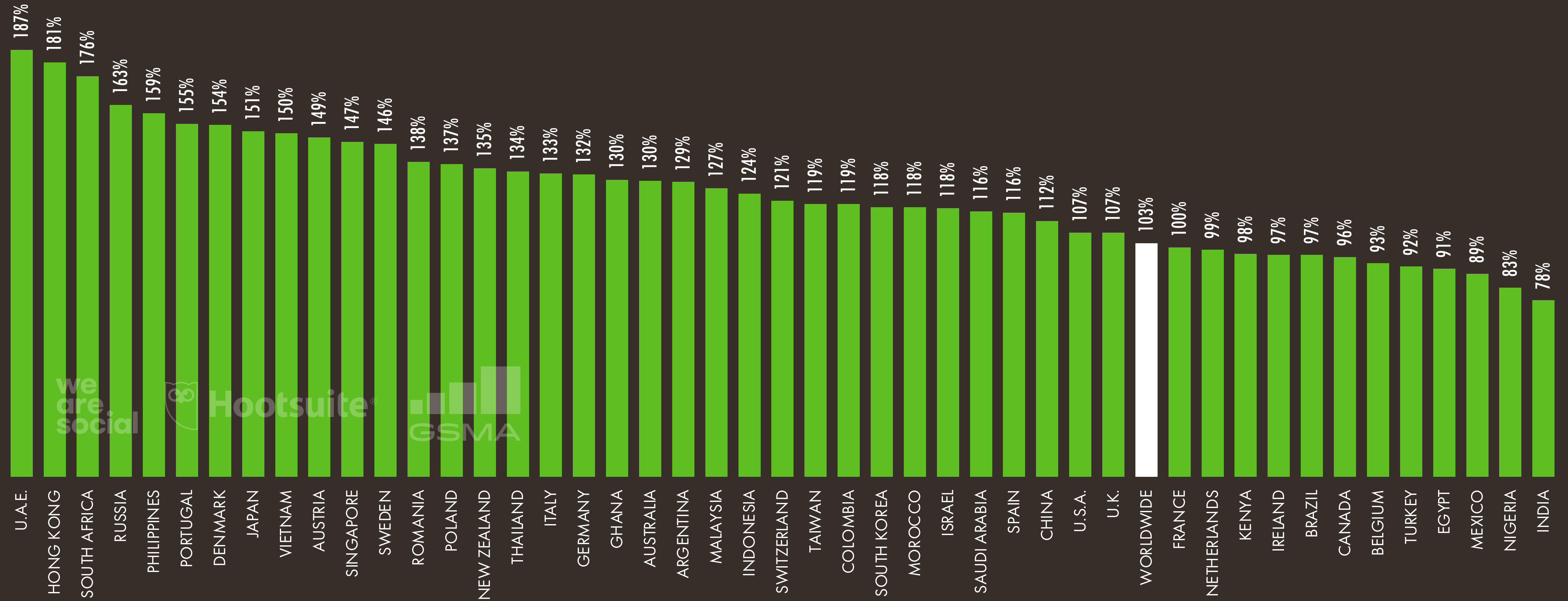


**SOURCE:** GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019). **\*NOTES:** CONNECTION FIGURES DO NOT INCLUDE IOT CELLULAR CONNECTIONS. PERCENTAGES MAY EXCEED 100% DUE TO INDIVIDUAL USE OF MULTIPLE CONNECTIONS. REGIONS AS DEFINED BY THE UNITED NATIONS GEOScheme. **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

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2020

# MOBILE CONNECTIONS vs. TOTAL POPULATION

MOBILE CONNECTIONS\* BY COUNTRY OR TERRITORY, COMPARED TO TOTAL POPULATION (REGARDLESS OF AGE)



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2020

# MOBILE CONNECTIVITY RANKINGS

NUMBER OF MOBILE CONNECTIONS\* COMPARED TO TOTAL POPULATION (REGARDLESS OF AGE)

## HIGHEST LEVELS OF MOBILE CONNECTIVITY

#	HIGHEST CONNECTIVITY	%	CONNECTIONS
01	MACAU	295%	1,901,733
02	U.S. VIRGIN IS.	198%	207,104
03	ANTIGUA & BARBUDA	195%	190,058
04	MONTENEGRO	191%	1,197,600
05	U.A.E.	187%	18,382,033
06	HONG KONG	181%	13,548,698
07	FINLAND	179%	9,911,448
08	COSTA RICA	178%	9,048,028
09	SEYCHELLES	176%	172,878
10	SOUTH AFRICA	176%	103,484,614

## LOWEST LEVELS OF MOBILE CONNECTIVITY

#	LOWEST CONNECTIVITY	%	CONNECTIONS
212	MARSHALL IS.	11%	6,655
211	NORTH KOREA	18%	4,522,381
210	SOUTH SUDAN	20%	2,199,885
209	ERITREA	20%	710,981
208	FED. STATES OF MICRONESIA	22%	24,780
207	PAPUA NEW GUINEA	32%	2,869,869
206	MADAGASCAR	33%	9,118,957
205	CHAD	37%	5,937,520
204	DEM. REP. OF THE CONGO	40%	35,129,427
203	ETHIOPIA	41%	46,745,015

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2020

# CONNECTIVITY GROWTH RANKING: RELATIVE CHANGE

COUNTRIES AND TERRITORIES\* WITH THE HIGHEST YEAR-ON-YEAR PERCENTAGE CHANGE IN MOBILE CONNECTIVITY

## GREATEST PERCENTAGE CHANGE IN MOBILE CONNECTIVITY

#	COUNTRY / TERRITORY	▲%	▲ CONNECTIONS
01	LIBERIA	+32%	+995,144
02	PHILIPPINES	+28%	+38,365,709
03	CUBA	+26%	+1,199,358
04	CAMEROON	+19%	+3,729,196
05	ETHIOPIA	+18%	+7,205,015
06	MYANMAR	+18%	+10,169,609
07	MALI	+17%	+3,185,930
08	SOUTH SUDAN	+16%	+310,885
09	MALAWI	+12%	+942,398
10	NIGER	+12%	+1,204,075

## GREATEST PERCENTAGE CHANGE IN MOBILE CONNECTIVITY (CONTINUED)

#	COUNTRY / TERRITORY	▲%	▲ CONNECTIONS
11	CENTRAL AFRICAN REP.	+11%	+226,083
12	CHAD	+10%	+557,425
13	BURUNDI	+9.9%	+623,277
14	KIRIBATI	+9.6%	+5,362
15	GUINEA	+9.5%	+1,144,667
16	MADAGASCAR	+9.4%	+782,831
17	MAYOTTE	+9.0%	+26,074
18	KENYA	+8.7%	+4,180,366
19	SOMALIA	+8.7%	+604,212
20	GABON	+8.7%	+261,016



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2020

# CONNECTIVITY GROWTH RANKING: ABSOLUTE CHANGE

COUNTRIES AND TERRITORIES\* WITH THE LARGEST YEAR-ON-YEAR CHANGE IN THE ABSOLUTE NUMBER OF MOBILE CONNECTIONS

## GREATEST ABSOLUTE CHANGE IN MOBILE CONNECTIVITY

#	COUNTRY / TERRITORY	▲ CONNECTIONS	▲ %
01	CHINA	+66,815,202	+4.3%
02	PHILIPPINES	+38,365,709	+28%
03	INDONESIA	+14,762,173	+4.6%
04	NIGERIA	+12,062,396	+7.7%
05	MYANMAR	+10,169,609	+18%
06	PAKISTAN	+9,622,898	+6.2%
07	ETHIOPIA	+7,205,015	+18%
08	BANGLADESH	+6,992,473	+4.5%
09	U.S.A.	+6,345,550	+1.8%
10	JAPAN	+6,056,462	+3.3%

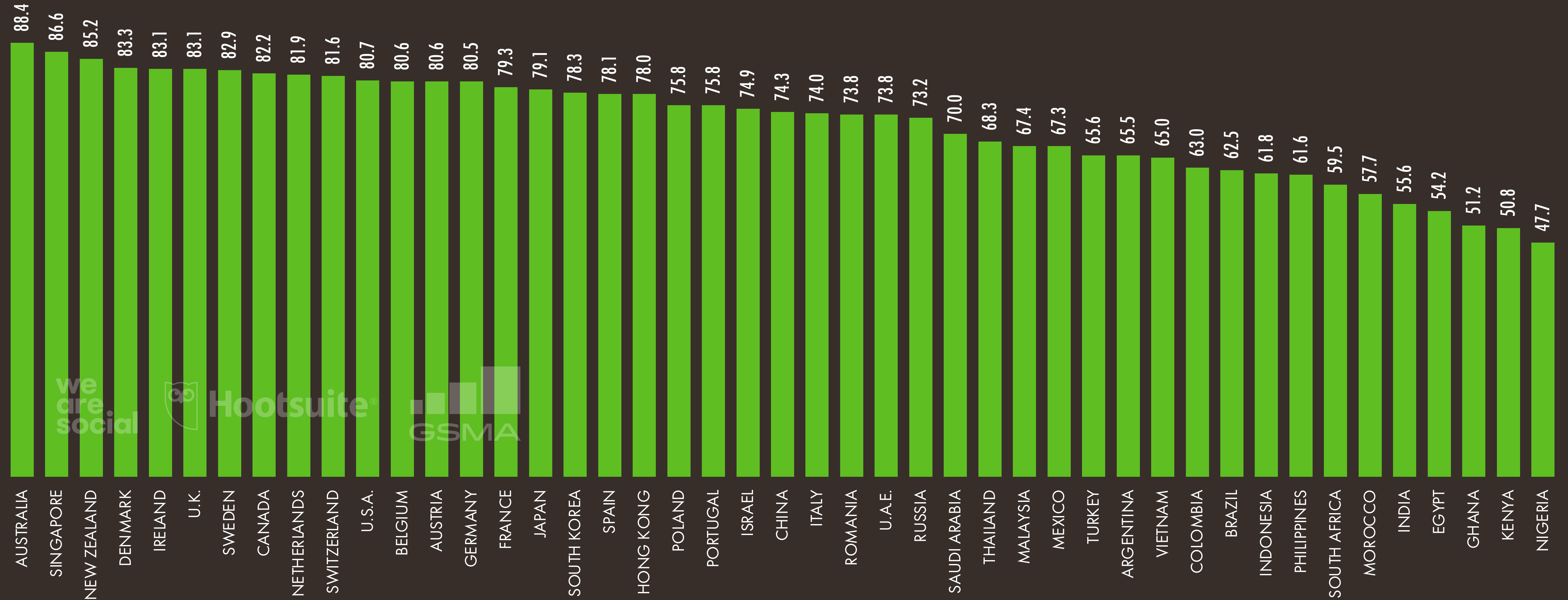
## GREATEST ABSOLUTE CHANGE IN MOBILE CONNECTIVITY (CONTINUED)

#	COUNTRY / TERRITORY	▲ CONNECTIONS	▲ %
11	KENYA	+4,180,366	+8.7%
12	CAMEROON	+3,729,196	+19%
13	MALI	+3,185,930	+17%
14	SOUTH AFRICA	+3,082,701	+3.1%
15	NEPAL	+3,016,466	+7.6%
16	IRAN	+2,994,040	+2.4%
17	VIETNAM	+2,724,108	+1.9%
18	TURKEY	+2,551,158	+3.4%
19	SUDAN	+2,267,502	+7.4%
20	SRI LANKA	+2,206,420	+7.5%

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# GSMA INTELLIGENCE'S MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF MOBILE CONNECTIVITY DRIVERS AND ENABLERS BY COUNTRY OR TERRITORY



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2020

# MOBILE CONNECTIONS BY TYPE

OVERVIEW OF MOBILE CONNECTIONS WITH SHARE BY PAYMENT TYPE AND CONNECTION BANDWIDTH

NUMBER OF MOBILE  
CONNECTIONS  
(EXCLUDING IOT)



GSMA

7.95  
BILLION

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



GSMA

103%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



GSMA

73%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



we  
are  
social

27%

PERCENTAGE OF MOBILE  
CONNECTIONS THAT ARE  
BROADBAND (3G – 5G)

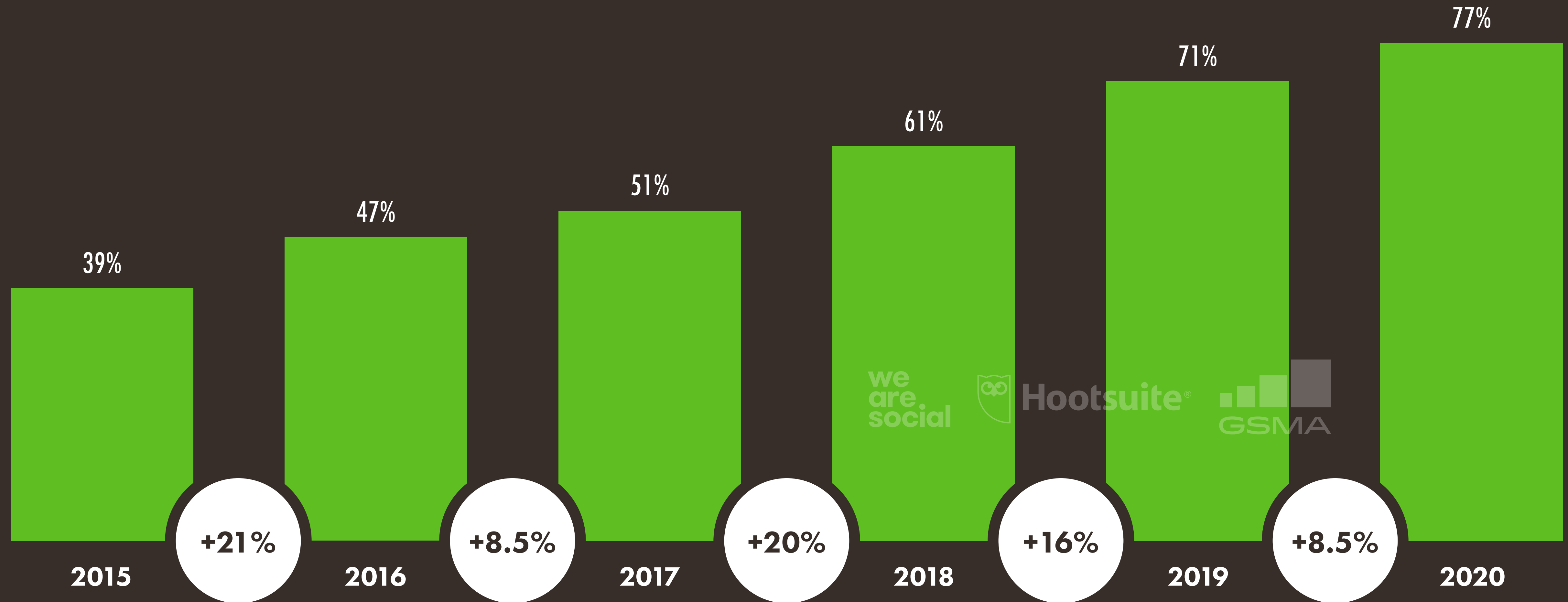


77%

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# MOBILE BROADBAND CONNECTIVITY OVER TIME

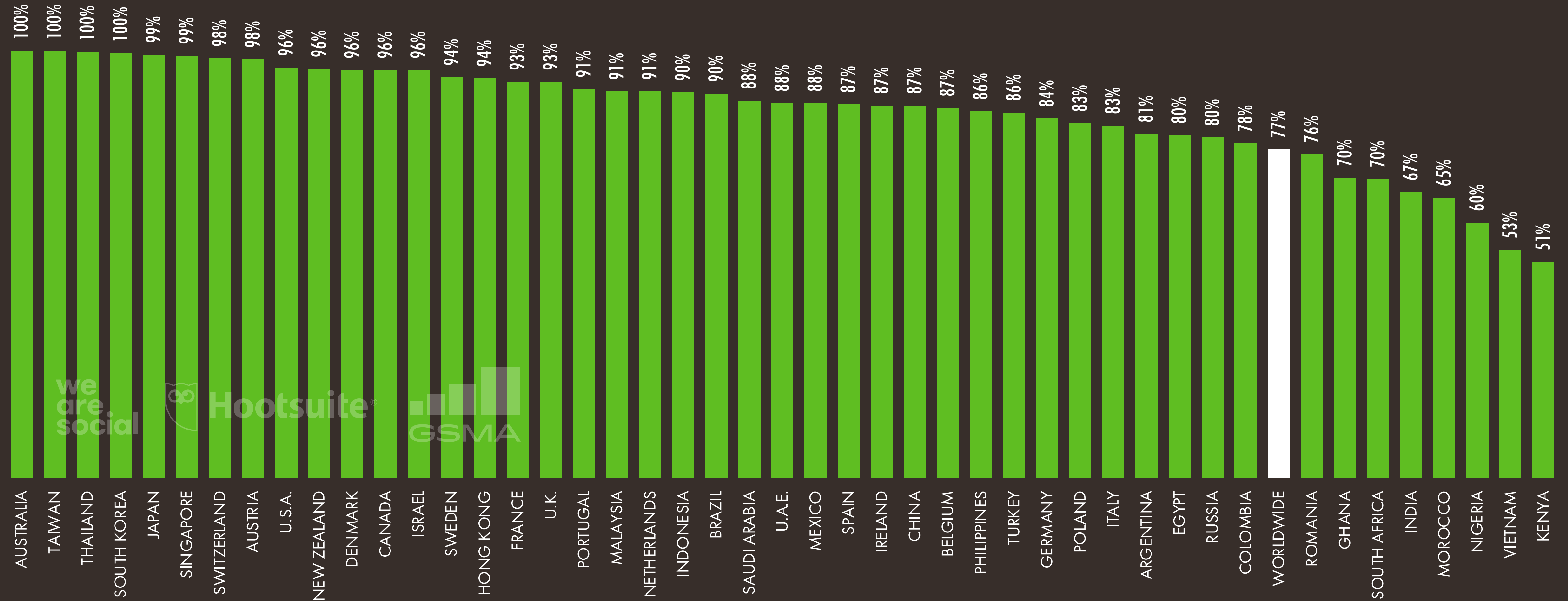
3G, 4G, AND 5G CONNECTIONS AS A SHARE OF TOTAL MOBILE CONNECTIONS AT THE START OF EACH YEAR, WITH YEAR-ON-YEAR RELATIVE CHANGE



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# BROADBAND CONNECTIONS vs. TOTAL CONNECTIONS

3G, 4G, AND 5G MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL MOBILE CONNECTIONS\*





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2020

# MOBILE BROADBAND: CONNECTION SHARE RANKING

COUNTRIES AND TERRITORIES\* WITH THE HIGHEST AND LOWEST SHARES OF MOBILE BROADBAND CONNECTIONS vs. **TOTAL MOBILE CONNECTIONS\***

## HIGHEST RATES OF BROADBAND SHARE vs. ALL CONNECTIONS

#	COUNTRY / TERRITORY	SHARE	CONNECTIONS
01=	AUSTRALIA	100%	32,894,754
01=	NORTH KOREA	100%	4,522,381
01=	MACAU	100%	1,901,733
01=	TAIWAN	100%	28,428,492
05	THAILAND	100%	93,198,452
06	SOUTH KOREA	100%	60,359,753
07	JAPAN	99%	189,902,405
08	SINGAPORE	99%	8,470,602
09	SWITZERLAND	98%	10,276,958
10	AUSTRIA	98%	13,101,211

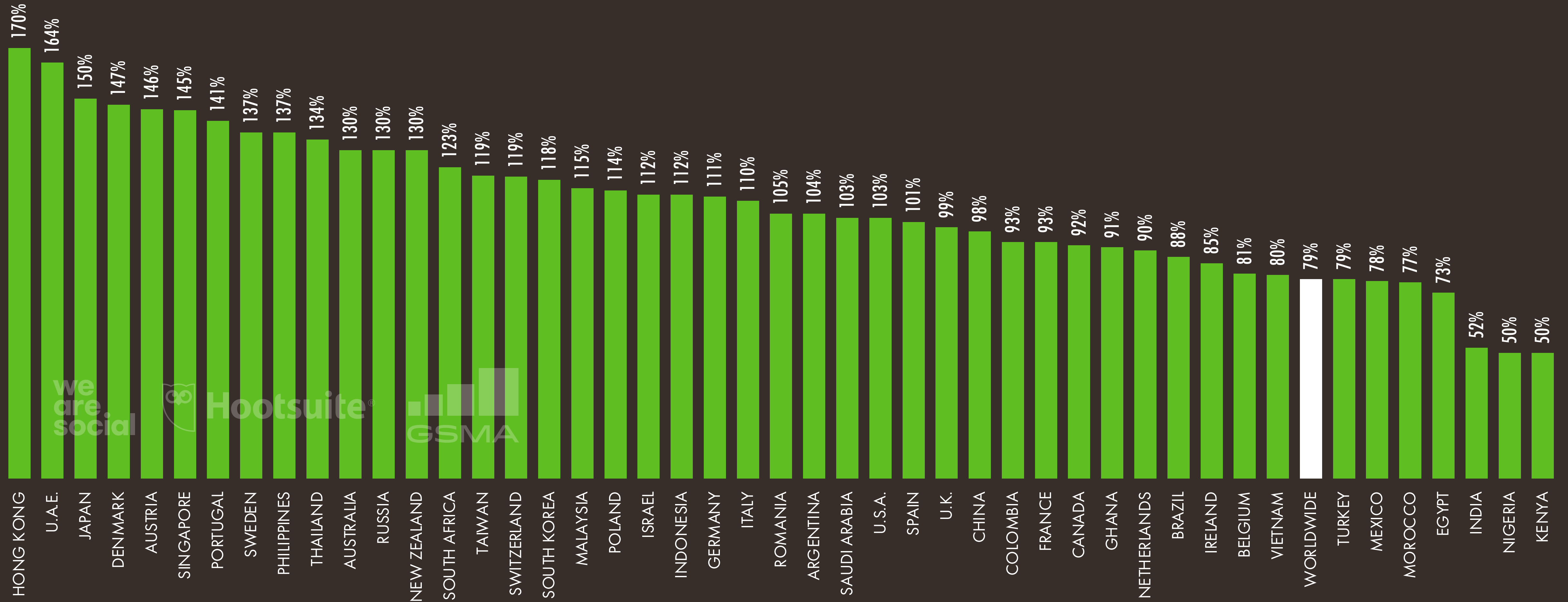
## LOWEST RATES OF BROADBAND SHARE vs. ALL CONNECTIONS

#	COUNTRY / TERRITORY	SHARE	CONNECTIONS
211	COMOROS	4.9%	22,022
210	EQUATORIAL GUINEA	6.8%	49,520
209	MARSHALL IS.	7.2%	480
208	CUBA	12%	677,066
207	GREENLAND	12%	7,062
206	PALESTINE	15%	628,011
205	YEMEN	17%	3,059,647
204	GRENADA	21%	26,964
203	FED. STATES OF MICRONESIA	23%	5,606
202	NIGER	24%	2,702,266

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2020

# BROADBAND CONNECTIONS vs. POPULATION

3G, 4G, AND 5G MOBILE CONNECTIONS\* AS A PERCENTAGE OF TOTAL POPULATION (REGARDLESS OF AGE)



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2020

# MOBILE BROADBAND CONNECTIVITY RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE HIGHEST AND LOWEST RATES OF MOBILE BROADBAND CONNECTIVITY vs. **TOTAL POPULATION**

## HIGHEST RATES OF BROADBAND CONNECTIVITY vs. POPULATION

#	COUNTRY / TERRITORY	% POP.	CONNECTIONS
01	MACAU	295%	1,901,733
02	HONG KONG	170%	12,700,075
03	FINLAND	168%	9,281,084
04	KUWAIT	166%	7,050,777
05	U.A.E.	164%	16,148,853
06	JAPAN	150%	189,902,405
07	DENMARK	147%	8,521,111
08	AUSTRIA	146%	13,101,211
09	SINGAPORE	145%	8,470,602
10	PORTUGAL	141%	14,419,497

## LOWEST RATES OF BROADBAND CONNECTIVITY vs. POPULATION

#	COUNTRY / TERRITORY	% POP.	CONNECTIONS
211	MARSHALL IS.	0.8%	480
210	COMOROS	2.6%	22,022
209	EQUATORIAL GUINEA	3.6%	49,520
208	FED. STATES OF MICRONESIA	4.9%	5,606
207	CUBA	6.0%	677,066
206	SOUTH SUDAN	8.5%	945,790
205	CHAD	9.4%	1,516,100
204	YEMEN	10%	3,059,647
203	NIGER	11%	2,702,266
202	CENTRAL AFRICAN REP.	12%	593,548

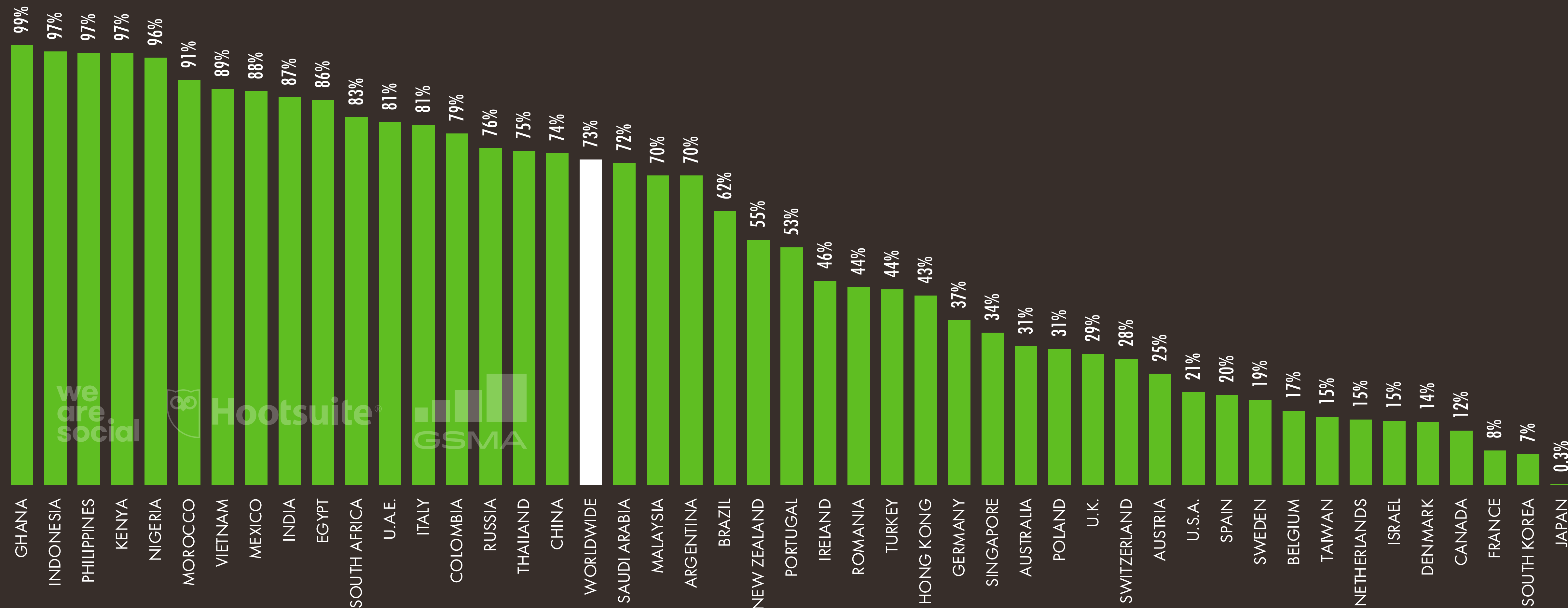
we  
are  
social



JAN  
2020

# PRE-PAID CONNECTIONS vs. ALL CONNECTIONS

MOBILE CONNECTIONS THAT ARE PAID IN ADVANCE ("PAY-AS-YOU-GO") AS A PERCENTAGE OF TOTAL MOBILE CONNECTIONS\*





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2020

# MOBILE CONNECTIONS: PRE-PAID vs. POST-PAID

COUNTRIES AND TERRITORIES\* WITH THE HIGHEST RATES OF MOBILE CONNECTION PRE-PAYMENT AND POST-PAYMENT

## HIGHEST RATES OF PRE-PAID MOBILE CONNECTIONS

#	COUNTRY / TERRITORY	%	CONNECTIONS
01=	DJIBOUTI	100%	413,750
01=	NORTH KOREA	100%	4,522,381
01=	MARSHALL IS.	100%	6,655
01=	FED. STATES OF MICRONESIA	100%	24,780
05	CHAD	100%	5,931,689
06	BURKINA FASO	100%	19,931,972
07	GUINEA	99%	13,101,834
08	CÔTE D'IVOIRE	99%	33,939,987
09	BURUNDI	99%	6,900,564
10	GUINEA-BISSAU	99%	1,521,249

## HIGHEST RATES OF POST-PAID MOBILE CONNECTIONS

#	COUNTRY / TERRITORY	%	CONNECTIONS
01	JAPAN	100%	191,166,713
02	SOUTH KOREA	93%	56,324,981
03	FINLAND	92%	9,145,305
04	FRANCE	92%	60,409,023
05	JERSEY	88%	102,511
06	CANADA	88%	31,744,424
07	DENMARK	86%	7,637,794
08	ISRAEL	85%	8,630,790
09	BULGARIA	85%	8,082,764
10	NETHERLANDS	85%	14,489,292



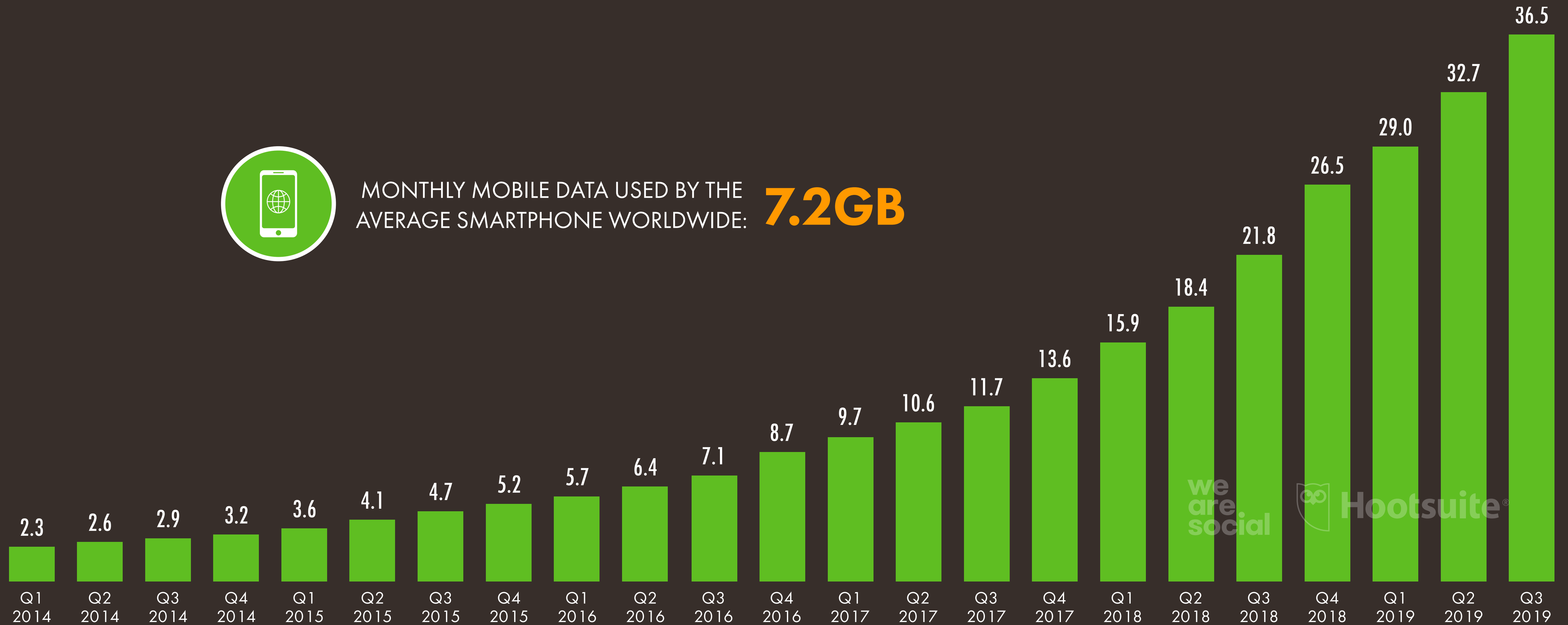
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# EVOLUTION OF GLOBAL MOBILE DATA CONSUMPTION

MONTHLY AVERAGE GLOBAL MOBILE DATA TRAFFIC (UPLOAD & DOWNLOAD), IN EXABYTES (BILLIONS OF GIGABYTES)



MONTHLY MOBILE DATA USED BY THE  
AVERAGE SMARTPHONE WORLDWIDE: **7.2GB**



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# MONTHLY MOBILE DATA USE PER SMARTPHONE

AVERAGE MONTHLY MOBILE DATA TRAFFIC PER SMARTPHONE CONNECTION, BY REGION

NORTH  
AMERICA



7.8

GIGABYTES

WESTERN, CENTRAL  
& EASTERN EUROPE



5.9

GIGABYTES

ASIA-  
PACIFIC



we  
are  
social

7.3

GIGABYTES

LATIN  
AMERICA



3.6

GIGABYTES

MIDDLE EAST  
& AFRICA



3.2

GIGABYTES

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2020

# MOBILE TIME BY ACTIVITY

TOTAL TIME THAT MOBILE USERS SPEND USING MOBILE DEVICES EACH DAY, WITH COMPARISON OF TIME SPENT USING APPS AND WEB BROWSERS

AVERAGE TIME  
SPENT USING MOBILE  
DEVICES EACH DAY



3H 40M



YEAR-ON-YEAR INCREASE  
IN DAILY TIME SPENT  
USING MOBILE DEVICES



+10%



PERCENTAGE OF MOBILE  
TIME SPENT USING  
MOBILE APPLICATIONS\*



91%



PERCENTAGE OF MOBILE  
TIME SPENT USING  
A WEB BROWSER\*



9%

JAN  
2020

# USE OF MOBILE APPS BY CATEGORY

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO REPORT USING EACH TYPE OF MOBILE APP EACH MONTH

CHAT APPS  
(MESSENGERS)



89%

global  
web  
index

SOCIAL  
NETWORKING APPS



89%

we  
are  
social

ENTERTAINMENT  
OR VIDEO APPS



65%

global  
web  
index

GAMES  
(ANY TYPE)



47%

KEPIOS

SHOPPING  
APPS



66%

MUSIC  
APPS



52%



MAP  
APPS



65%

global  
web  
index

BANKING  
APPS



35%



DATING  
APPS



11%

global  
web  
index

HEALTH AND  
FITNESS APPS



26%

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2020

# SHARE OF TIME SPENT IN MOBILE APPS BY CATEGORY

AVERAGE TIME SPENT USING MOBILE DEVICES EACH DAY WORLDWIDE, WITH SHARE OF TIME SPENT IN TOP MOBILE APP CATEGORIES

AVERAGE TIME  
SPENT USING MOBILE  
DEVICES EACH DAY



3H 40M

SHARE OF MOBILE TIME  
SPENT IN SOCIAL &  
COMMUNICATIONS APPS



50%

SHARE OF MOBILE TIME  
SPENT IN VIDEO &  
ENTERTAINMENT APPS



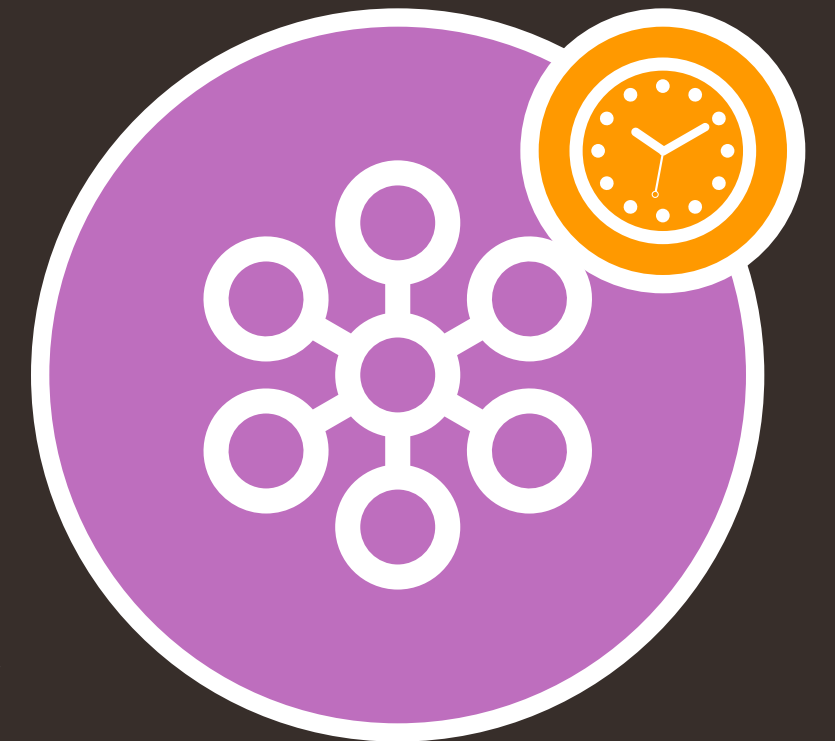
21%

SHARE OF MOBILE TIME  
SPENT PLAYING GAMES  
(ANY GAME KIND)



9%

SHARE OF MOBILE TIME  
SPENT USING OTHER  
KINDS OF APPS



19%



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2020

# SHARE OF GLOBAL MOBILE DATA BY CATEGORY

SHARE OF TOTAL GLOBAL MOBILE DATA VOLUME BY CATEGORY OF APPLICATION

CURRENT GLOBAL MONTHLY  
MOBILE DATA VOLUME\*



we  
are  
social

36.5

BILLION GIGABYTES

SHARE OF MOBILE DATA:  
VIDEO APPS



KEPIOS

63.4%

SHARE OF MOBILE DATA:  
SOCIAL NETWORKING



we  
are  
social

10.4%

SHARE OF MOBILE DATA:  
SOFTWARE UPDATES



4.2%

SHARE OF MOBILE DATA:  
WEB BROWSING



we  
are  
social

3.9%

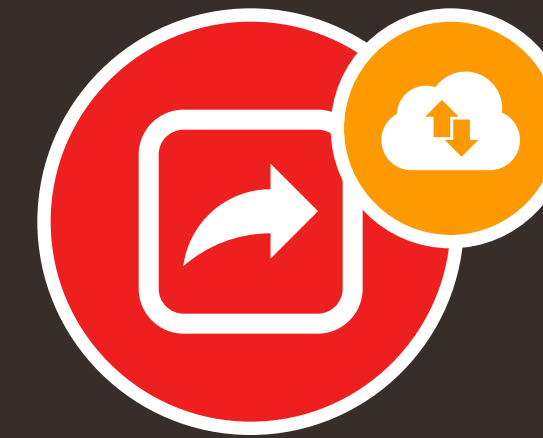
SHARE OF MOBILE DATA:  
AUDIO APPS



we  
are  
social

1.8%

SHARE OF MOBILE DATA:  
FILE SHARING



we  
are  
social

1.0%

SHARE OF MOBILE DATA:  
OTHER KINDS OF APP



15.3%

JAN  
2020

# MOBILE APPS: GLOBAL TRENDS

GLOBAL APP DOWNLOADS, AND THE VALUE OF THE GLOBAL MOBILE APP MARKET IN U.S. DOLLARS, INCLUDING ANNUAL TRENDS

WORLDWIDE NUMBER OF  
MOBILE APP DOWNLOADS  
IN 2019 (ALL PLATFORMS)



**204**  
BILLION

ANNUAL GROWTH IN  
THE NUMBER OF MOBILE  
APP DOWNLOADS



**+6%**

TOTAL VALUE OF GLOBAL  
CONSUMER SPEND ON  
MOBILE APPS IN 2019



**\$120**  
BILLION

ANNUAL GROWTH IN THE  
VALUE OF CONSUMER  
SPEND ON MOBILE APPS



**+20%**

AVERAGE CONSUMER  
SPEND ON APPS PER  
SMARTPHONE\* IN 2019



**\$21.62**

JAN  
2020

# MOBILE APPS: GLOBAL CATEGORY RANKINGS

RANKINGS OF MOBILE APP CATEGORIES BY TOTAL GLOBAL DOWNLOADS AND ANNUAL GLOBAL CONSUMER SPEND

## GOOGLE PLAY: 2019 DOWNLOADS

#	APP CATEGORY
01	GAMES
02	TOOLS
03	ENTERTAINMENT
04	COMMUNICATION
05	SOCIAL
06	PHOTOGRAPHY
07	VIDEO PLAYERS & EDITORS
08	MUSIC & AUDIO
09	SHOPPING
10	FINANCE

## GOOGLE PLAY: 2019 SPEND

#	APP CATEGORY
01	GAMES
02	SOCIAL
03	ENTERTAINMENT
04	LIFESTYLE
05	PRODUCTIVITY
06	MUSIC & AUDIO
07	COMMUNICATION
08	ANDROID WEAR
09	HEALTH & FITNESS
10	DATING

## IOS: 2019 DOWNLOADS

#	APP CATEGORY
01	GAMES
02	PHOTO AND VIDEO
03	ENTERTAINMENT
04	UTILITIES
05	SHOPPING
06	SOCIAL NETWORKING
07	FINANCE
08	LIFESTYLE
09	PRODUCTIVITY
10	EDUCATION

## IOS: 2019 SPEND


#	APP CATEGORY
01	GAMES
02	ENTERTAINMENT
03	SOCIAL NETWORKING
04	PHOTO AND VIDEO
05	MUSIC
06	LIFESTYLE
07	HEALTH AND FITNESS
08	BOOKS
09	EDUCATION
10	PRODUCTIVITY

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# GLOBAL MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY AVERAGE **MONTHLY ACTIVE USERS** THROUGHOUT 2019

## RANKING OF MOBILE **APPS** BY **MONTHLY ACTIVE USERS**

#	APP NAME	APP DEVELOPER
01	WHATSAPP MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	WECHAT 	TENCENT
05	INSTAGRAM	FACEBOOK
06	TIKTOK	BYTEDANCE
07	ALIPAY	ANT FINANCIAL SERVICES GRP.
08	QQ	TENCENT
09	TAOBAO	ALIBABA GROUP
10	BAIDU	BAIDU

## RANKING OF MOBILE **GAMES** BY **MONTHLY ACTIVE USERS**

#	GAME NAME	GAME DEVELOPER
01	PUBG MOBILE	TENCENT
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	HONOUR OF KINGS	TENCENT
04	ANIPOP	HAPPY ELEMENTS
05	GAME FOR PEACE	TENCENT
06	CLASH OF CLANS 	SUPERCELL
07	POKÉMON GO	NIANTIC
08	SUBWAY SURFERS	KILOO
09	CLASH ROYALE	SUPERCELL
10	FREE FIRE	SEA

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# GLOBAL MOBILE APP RANKINGS: DOWNLOADS

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY **TOTAL NUMBER OF DOWNLOADS** IN 2019

## RANKING OF MOBILE **APPS** BY **TOTAL NUMBER OF DOWNLOADS**

#	APP NAME	APP DEVELOPER
01	FACEBOOK MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	WHATSAPP MESSENGER	FACEBOOK
04	TIKTOK	BYTEDANCE
05	INSTAGRAM	FACEBOOK
06	SHAREIT	SHAREIT
07	LIKEE	YY INC
08	SNAPCHAT	SNAP
09	NETFLIX	NETFLIX
10	SPOTIFY	SPOTIFY

## RANKING OF MOBILE **GAMES** BY **TOTAL NUMBER OF DOWNLOADS**

#	GAME NAME	GAME DEVELOPER
01	FREE FIRE	SEA
02	PUBG MOBILE	TENCENT
03	SUBWAY SURFERS	KILOO
04	COLOR BUMP 3D	GOOD JOB GAMES
05	FUN RACE 3D	GOOD JOB GAMES
06	MY TALKING TOM 2	OUTFIT7
07	RUN RACE 3D	GOOD JOB GAMES
08	HOMESCAPES	PLAYRIX
09	CALL OF DUTY: MOBILE	ACTIVISION BLIZZARD
10	STACK BALL	AZUR INTERACTIVE GAMES



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# GLOBAL MOBILE APP RANKINGS: CONSUMER SPEND

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY CONSUMER SPEND IN 2019

## RANKING OF MOBILE APPS BY CONSUMER SPEND

#	APP NAME	APP DEVELOPER
01	TINDER	INTERACTIVECORP (IAC)
02	NETFLIX	NETFLIX
03	TENCENT VIDEO	TENCENT
04	IQIYI	BAIDU
05	YOUTUBE	GOOGLE
06	PANDORA MUSIC	SIRIUS XM RADIO
07	LINE	LINE
08	LINE MANGA	LINE
09	YOUKU	ALIBABA GROUP
10	GOOGLE ONE	GOOGLE

## RANKING OF MOBILE GAMES BY CONSUMER SPEND

#	GAME NAME	GAME DEVELOPER
01	FATE / GRAND ORDER	SONY
02	HONOUR OF KINGS	TENCENT
03	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
04	MONSTER STRIKE	MIXI
05	POKÉMON GO	NIANTIC
06	LINEAGE M	NCSoft
07	FANTASY WESTWARD JOURNEY	NETEASE
08	CLASH OF CLANS	SUPERCELL
09	PUBG MOBILE	TENCENT
10	DRAGON BALL Z DOKKAN BATTLE	BANDAI NAMCO

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# SHARE OF WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF **WEB PAGE REQUESTS** ORIGINATING FROM MOBILE HANDSETS RUNNING DIFFERENT MOBILE OPERATING SYSTEMS

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
ANDROID DEVICES



we  
are  
social

74%

DEC 2019 vs. DEC 2018:

-1.4%

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
APPLE IOS DEVICES



KEPIOS

25%

DEC 2019 vs. DEC 2018:

+13%

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
KAI OS DEVICES



owl

0.4%

DEC 2019 vs. DEC 2018:

-69%

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
SAMSUNG OS DEVICES\*



lightbulb

0.2%

DEC 2019 vs. DEC 2018:

-38%

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
OTHER OS DEVICES



0.6%

DEC 2019 vs. DEC 2018:

-62%

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# MOBILE ACTIONS

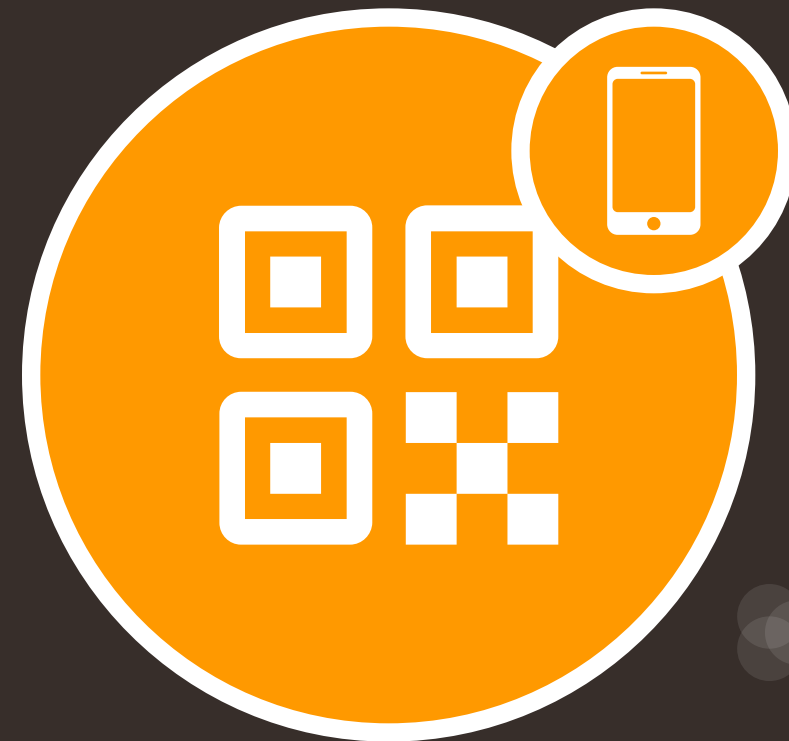
PERCENT OF INTERNET USERS AGED 16 TO 64 WHO PERFORM EACH ACTION USING THEIR MOBILE PHONE EACH MONTH

WATCH CONTENT  
ON A TV BY CASTING IT  
FROM A MOBILE PHONE\*



29%

USE OR  
SCAN  
QR CODES



38%

USE AN  
IMAGE SEARCH  
TOOL OR SERVICE



38%

USE A MOBILE  
PHONE AS A TICKET  
OR BOARDING PASS



23%

TRANSFER MONEY  
TO FRIENDS  
OR FAMILY



46%

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# CONNECTED DEVICES AND THE 'INTERNET OF THINGS'

THE TOTAL NUMBER OF CONNECTED DEVICES AROUND THE WORLD BY TYPE, AND EACH TYPE'S SHARE OF TOTAL CONNECTED DEVICES

FIXED  
PHONES



1.36  
BILLION

SHARE OF TOTAL:

6%

MOBILE PHONES  
(ANY TYPE)



7.94  
BILLION

SHARE OF TOTAL:

34%

PCS, LAPTOPS  
AND TABLETS



1.57  
BILLION

SHARE OF TOTAL:

7%

SHORT-RANGE  
IOT DEVICES\*



10.94  
BILLION

SHARE OF TOTAL:

46%

WIDE-AREA  
IOT DEVICES\*



1.88  
BILLION

SHARE OF TOTAL:

8%

we  
are  
social

KEPIOS

**SOURCE:** ERICSSON MOBILE VISUALIZER (ACCESSED JANUARY 2020). **\*NOTE:** TYPICAL SHORT-RANGE IOT DEVICES HAVE A RANGE OF UP TO 100 METRES, AND ARE POWERED BY TECHNOLOGIES SUCH AS WIFI AND BLUETOOTH. WIDE-AREA IOT DEVICES USE TECHNOLOGIES SUCH AS CELLULAR CONNECTIVITY TO OFFER MUCH WIDER RANGES.  
**ADVISORY:** ERICSSON AND GSMA INTELLIGENCE REPORT DIFFERENT FIGURES FOR THE NUMBER OF CELLULAR CONNECTIONS, SO DATA PUBLISHED BY EACH COMPANY MAY NOT CORRELATE.



# WE ARE SOCIAL'S PERSPECTIVE: APPS & MOBILE IN 2020

## SHIFTS IN HOW WE'RE USING OUR PHONES



### 5G FUTURES

5G has been on the cards for years, with [China already an early adopter for this technology](#). But with global rollout in stead, and hardware launching to accommodate, this new connectivity will open countless doors in terms of how people will use their smartphones.

**In 2020, brands will be expected to unlock the value of 5G in the everyday**



### HARDWARE FATIGUE

Smartphone sales have been stagnating for a while, with homogeneous hardware being held accountable. Against this backdrop, manufacturers are diversifying their offering, evolving away from that single pane of glass, towards more complex devices, and there will be implications for user behaviour.

**In 2020, brands will be forced to adapt their mobile offerings to a new range of formats and behaviours**



### MOBILE PASSPORTS

Mobile has long been considered the future of a more seamless world. But as mobile security improves, verification no longer needs paper trails. As a result, our devices are becoming all-in-one passports to more seamless physical experiences, whether paying bills via WeChat or storing cinema tickets in your mobile wallet.

**In 2020, brands will use mobile interfaces to unlock experiences in the physical world**





**ECOMMERCE IN 2020**

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# FINANCIAL INCLUSION FACTORS

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

HAS AN ACCOUNT WITH  
A FINANCIAL INSTITUTION



67.1%



HAS A  
CREDIT CARD



18.4%



HAS A MOBILE  
MONEY ACCOUNT



4.4%



MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



29.0%

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



17.0%



PERCENTAGE OF MEN  
WITH A CREDIT CARD



19.9%



PERCENTAGE OF WOMEN  
MAKING ONLINE TRANSACTIONS



27.7%



PERCENTAGE OF MEN  
MAKING ONLINE TRANSACTIONS



30.3%

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# ECOMMERCE ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH

SEARCHED ONLINE FOR  
A PRODUCT OR SERVICE  
TO BUY (ANY DEVICE)



global  
web  
index

80%

VISITED AN ONLINE  
RETAIL STORE ON THE  
WEB (ANY DEVICE)



90%

PURCHASED A  
PRODUCT ONLINE  
(ANY DEVICE)



global  
web  
index

74%

MADE AN ONLINE  
PURCHASE VIA A LAPTOP  
OR DESKTOP COMPUTER



we  
are  
social

36%

MADE AN ONLINE  
PURCHASE VIA A  
MOBILE DEVICE

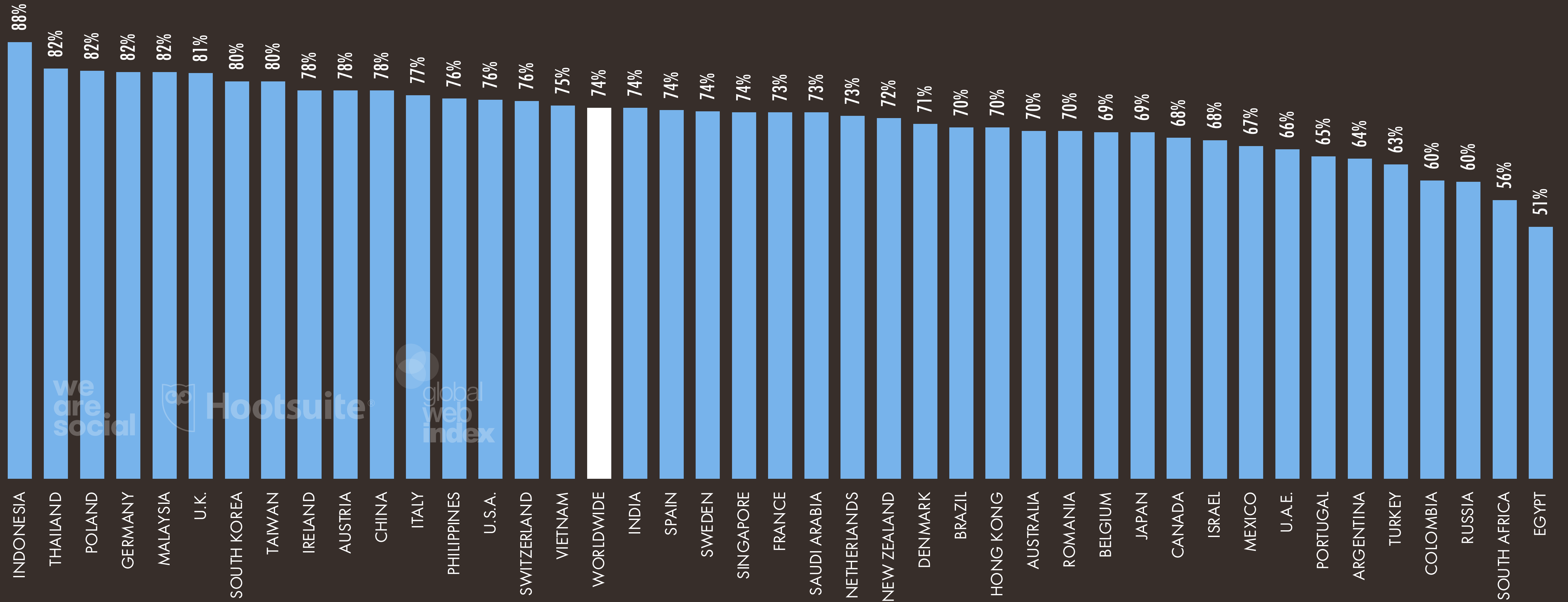


52%

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# ECOMMERCE ADOPTION

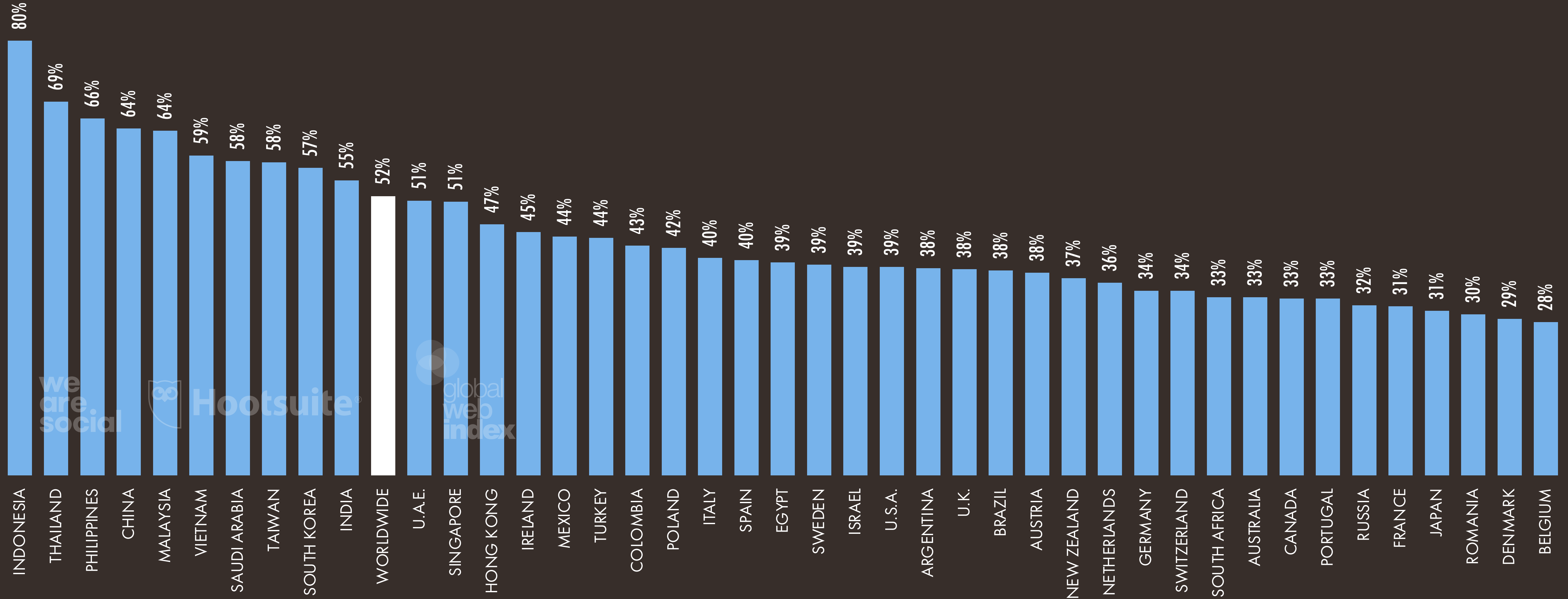
PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO SAY THEY BOUGHT SOMETHING ONLINE VIA ANY DEVICE IN THE PAST MONTH



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# MOBILE ECOMMERCE ADOPTION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY BOUGHT SOMETHING ONLINE VIA A MOBILE DEVICE IN THE PAST MONTH





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# GLOBAL ECOMMERCE SPEND BY CATEGORY

THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES AROUND THE WORLD IN 2019, IN U.S. DOLLARS

FASHION  
& BEAUTY



**\$620.1**  
BILLION

statista

ELECTRONICS &  
PHYSICAL MEDIA



**\$456.9**  
BILLION



FOOD &  
PERSONAL CARE



**\$168.8**  
BILLION

we  
are  
social

FURNITURE &  
APPLIANCES



**\$316.7**  
BILLION

TOYS, DIY  
& HOBBIES



**\$383.2**  
BILLION



TRAVEL (INCLUDING  
ACCOMMODATION)\*



**\$1.19**  
TRILLION

we  
are  
social

DIGITAL  
MUSIC



**\$13.59**  
BILLION

statista

VIDEO  
GAMES



**\$83.15**  
BILLION

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# GLOBAL ECOMMERCE GROWTH BY CATEGORY

YEAR-ON-YEAR GROWTH IN THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES AROUND THE WORLD IN 2019, IN U.S. DOLLARS

FASHION  
& BEAUTY



+18%

statista

ELECTRONICS &  
PHYSICAL MEDIA



+18%



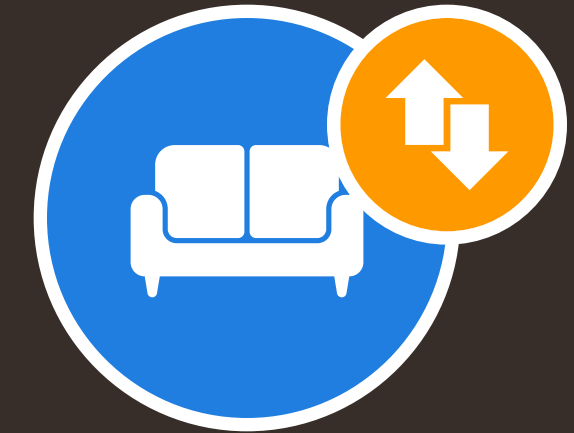
FOOD &  
PERSONAL CARE



+13%

we  
are  
social

FURNITURE &  
APPLIANCES



+19%

TOYS, DIY  
& HOBBIES



+16%



TRAVEL (INCLUDING  
ACCOMMODATION)



+7.9%

we  
are  
social

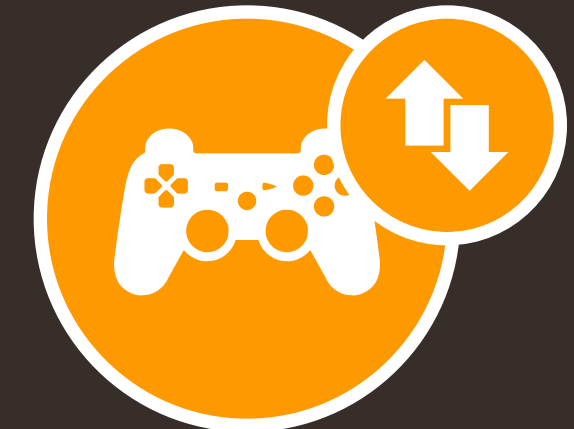
DIGITAL  
MUSIC



+4.8%

statista

VIDEO  
GAMES

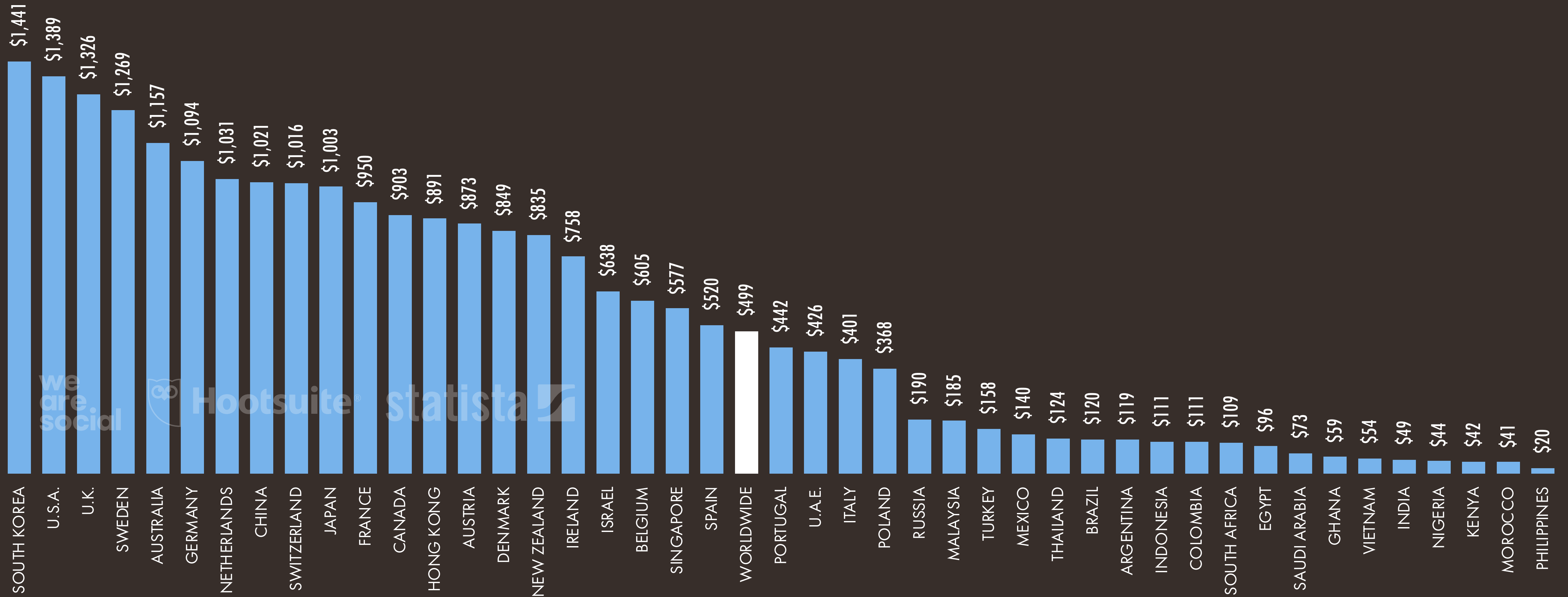


+4.9%

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# ECOMMERCE ARPU: CONSUMER GOODS PURCHASES

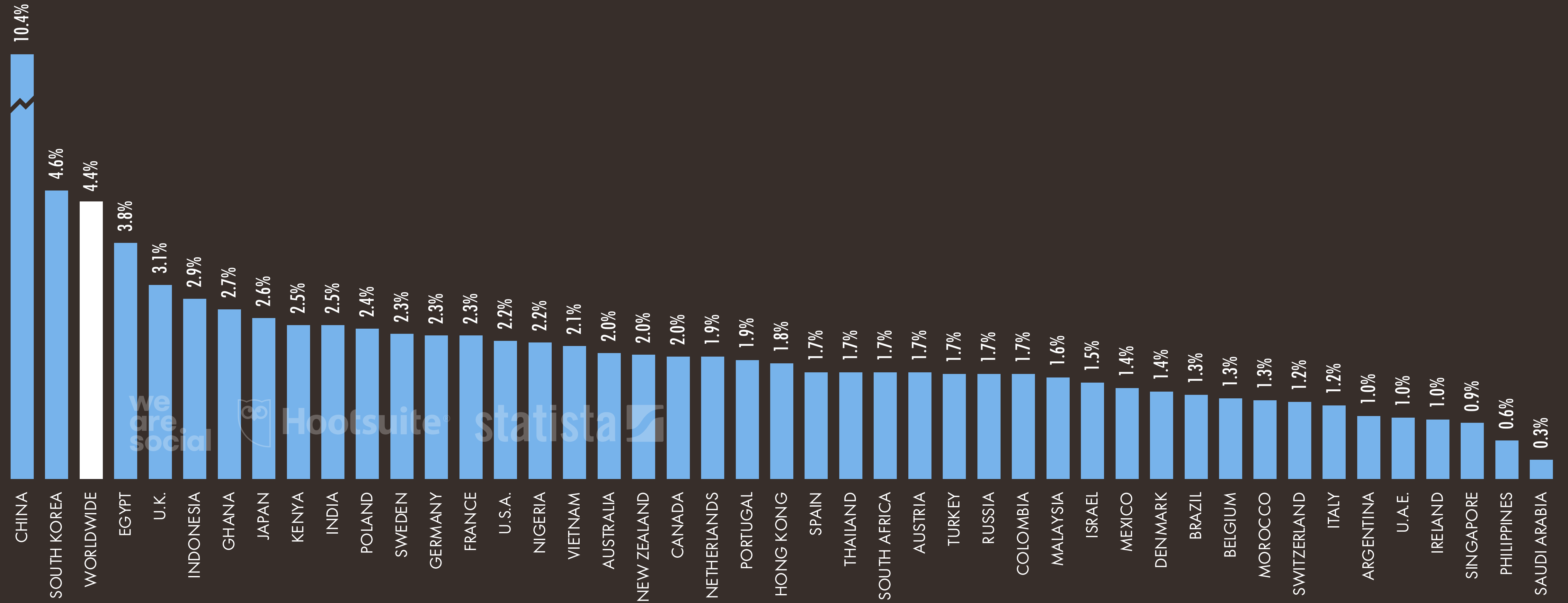
AVERAGE AMOUNT SPENT ON ONLINE PURCHASES OF **CONSUMER GOODS**\* BY EACH ECOMMERCE USER IN 2019, IN U.S. DOLLARS



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# CONSUMER ECOMMERCE ARPU vs. GDP PER CAPITA

AVERAGE AMOUNT SPENT ON ONLINE PURCHASES OF **CONSUMER GOODS**\* BY EACH ECOMMERCE USER IN 2019 vs. GDP PER CAPITA



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# TOP GOOGLE SHOPPING QUERIES

TOP GLOBAL GOOGLE SHOPPING SEARCH QUERIES THROUGHOUT 2019

#	SEARCH QUERY	INDEX
01	NIKE	100
02	AMAZON	94
03	IPHONE	75
04	SAMSUNG	73
05	SHOES	68
06	WALMART	52
07	ADIDAS	51
08	TV	44
09	EBAY	37
10	PS4	27

#	SEARCH QUERY	INDEX
11	APPLE	25
12	AIR MAX	21
13	XIAOMI	20
14	HUAWEI	19
15	IKEA	19
16	MERCADO LIVRE	19
17	GUCCI	18
18	VANS	17
19	LAPTOP	16
20	GOOGLE	16



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# GLOBAL ECOMMERCE VALUE: ALTERNATIVE PERSPECTIVE

PERSPECTIVES ON THE OVERALL SIZE AND GROWTH OF THE GLOBAL ECOMMERCE MARKET (IN U.S. DOLLARS)

TOTAL VALUE OF THE  
GLOBAL CONSUMER (B2C)  
ECOMMERCE MARKET



we  
are  
social

**\$3.43**  
TRILLION

ANNUAL GROWTH IN THE  
VALUE OF GLOBAL B2C  
ECOMMERCE SPEND



**+18%**

ECOMMERCE SPEND AS  
A PERCENTAGE OF TOTAL  
GLOBAL RETAIL SPEND



**16%**

WORLDWIDE AVERAGE  
ANNUAL ONLINE SPEND  
PER B2C CONSUMER



**\$2,594**

MOBILE'S SHARE OF  
GLOBAL B2C ECOMMERCE  
TRANSACTION VALUE

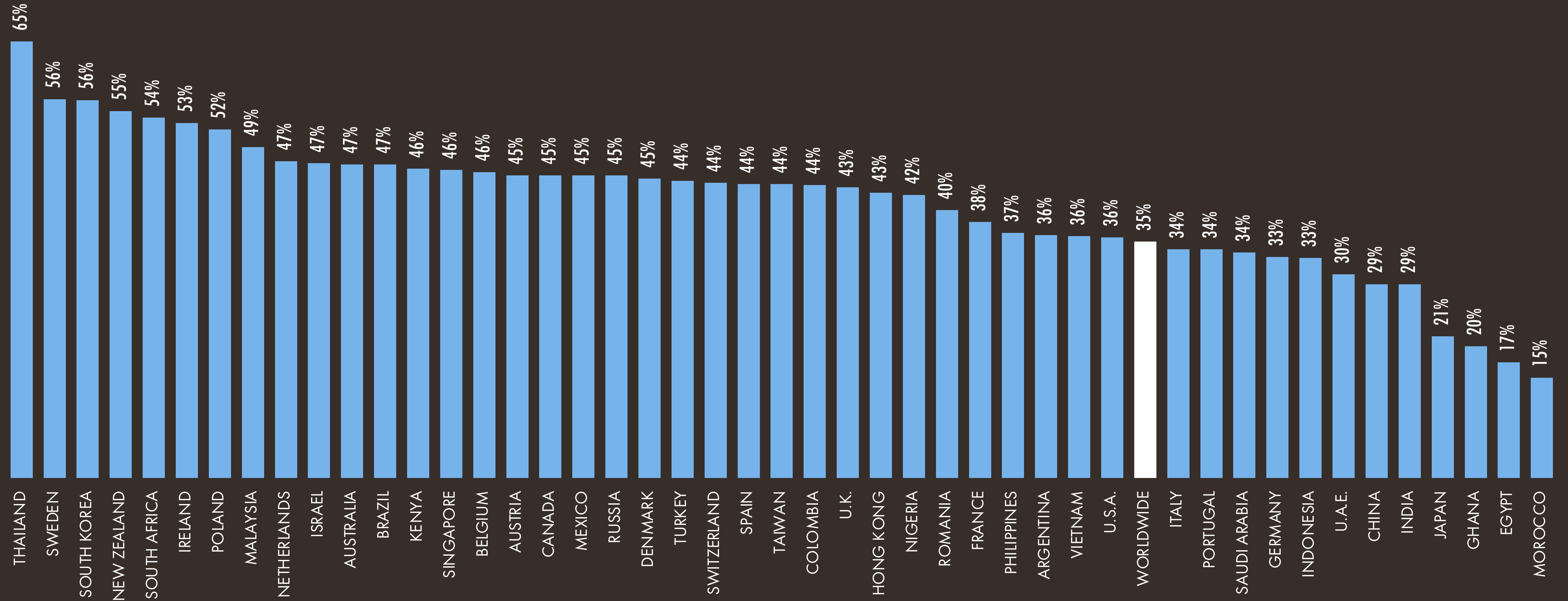


**50%**

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# USE OF BANKING AND FINANCIAL SERVICES APPS

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO SAY THEY USE MOBILE BANKING OR FINANCIAL SERVICES APPS EACH MONTH



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# DIGITAL PAYMENTS OVERVIEW

SIZE AND GROWTH OF THE DIGITAL PAYMENTS MARKET (IN U.S. DOLLARS)

NUMBER OF PEOPLE  
MAKING DIGITALLY ENABLED  
PAYMENT TRANSACTIONS\*



we  
are  
social

3.76  
BILLION

TOTAL ANNUAL VALUE  
OF DIGITALLY ENABLED  
CONSUMER PAYMENTS



statista

\$4.14  
TRILLION

ANNUAL CHANGE IN THE  
VALUE OF DIGITALLY ENABLED  
CONSUMER PAYMENTS



+15%

AVERAGE TOTAL ANNUAL VALUE OF  
DIGITAL PAYMENT TRANSACTIONS  
PER DIGITAL PAYMENTS USER

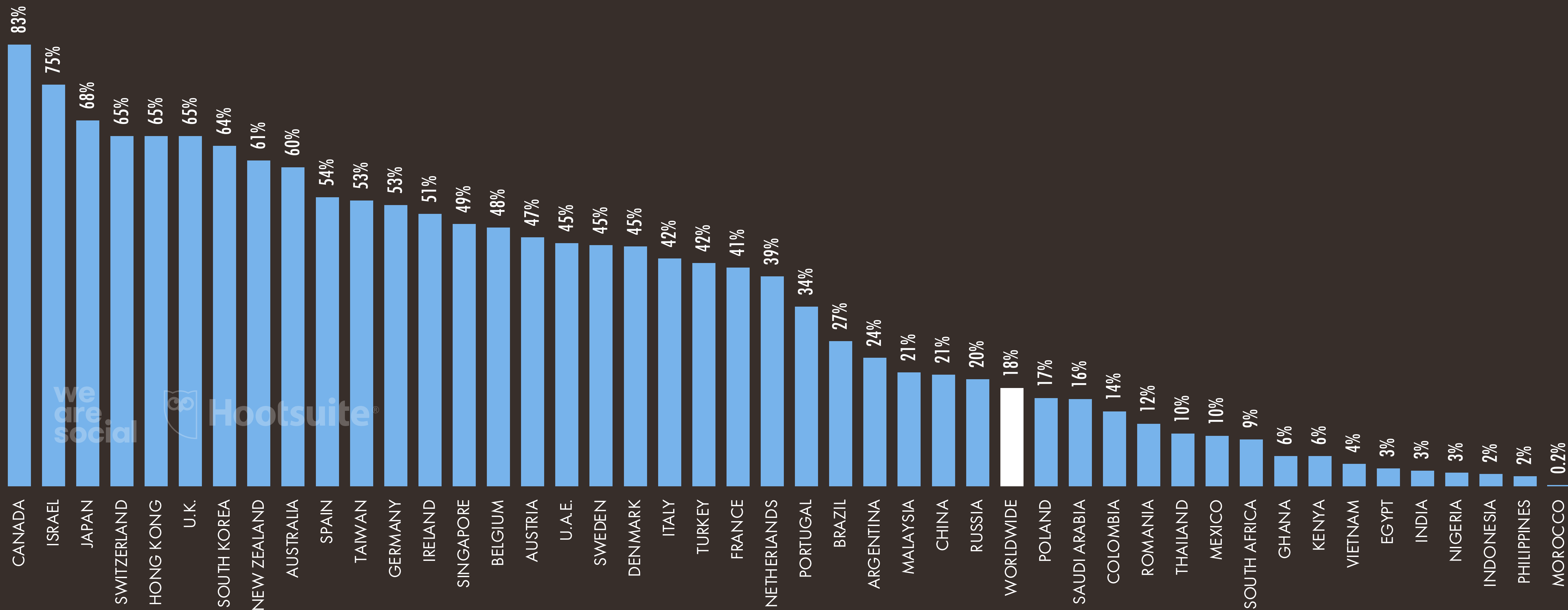


\$1,102

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# CREDIT CARD PENETRATION

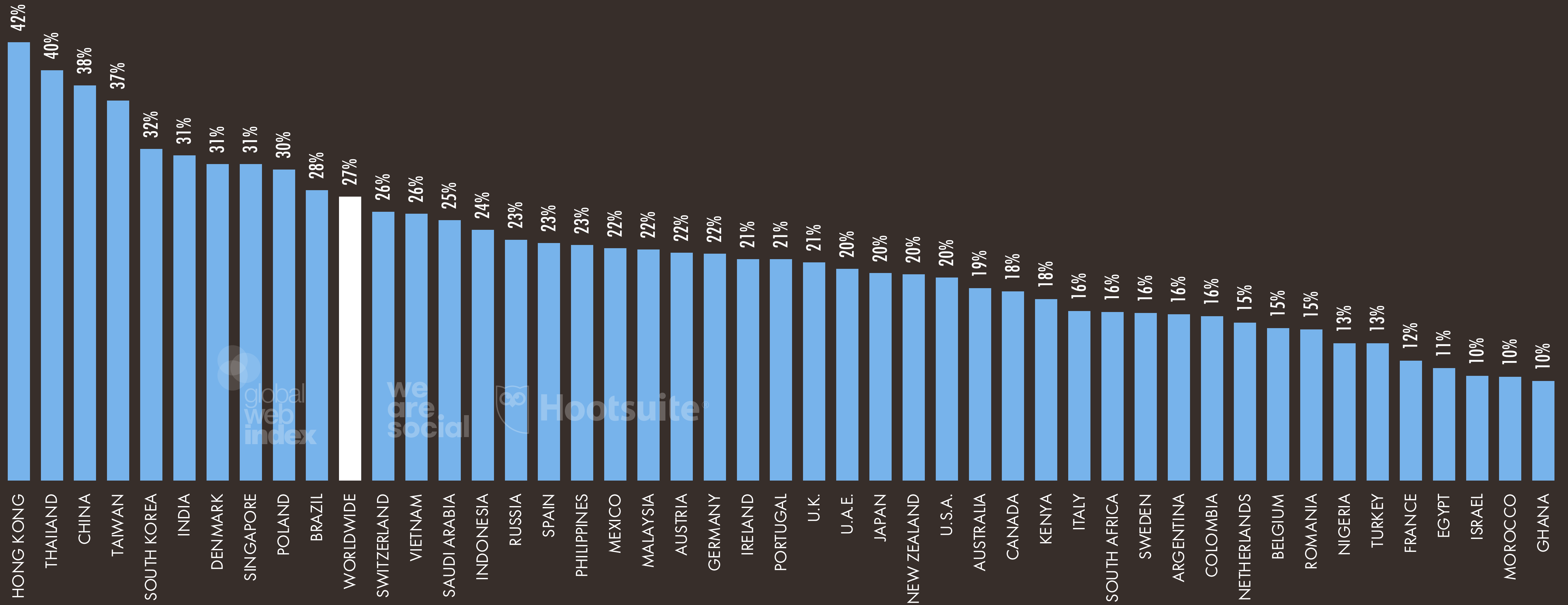
PERCENTAGE OF ADULTS AGED 15+ THAT POSSESS A CREDIT CARD



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# USE OF MOBILE PAYMENT SERVICES

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO REPORT USING MOBILE PAYMENT SERVICES (E.G. APPLE PAY OR SAMSUNG PAY) EACH MONTH

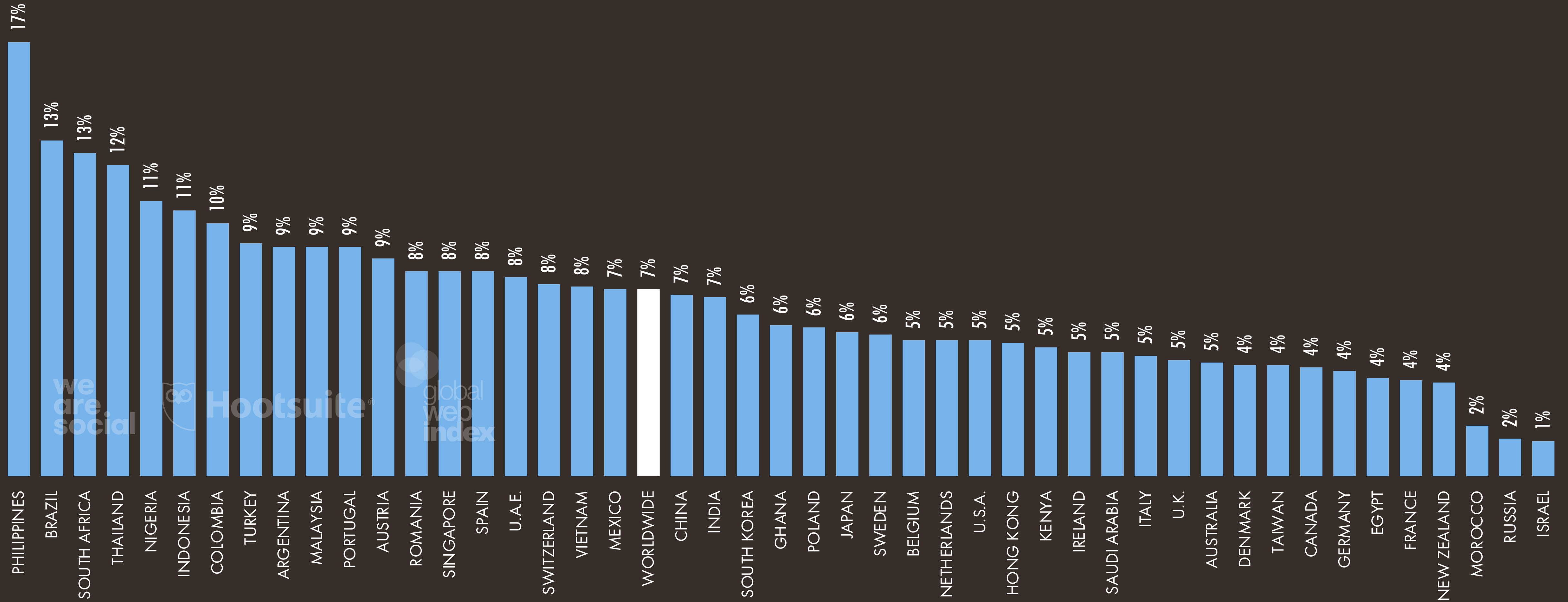




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# OWNERSHIP OF CRYPTOCURRENCY

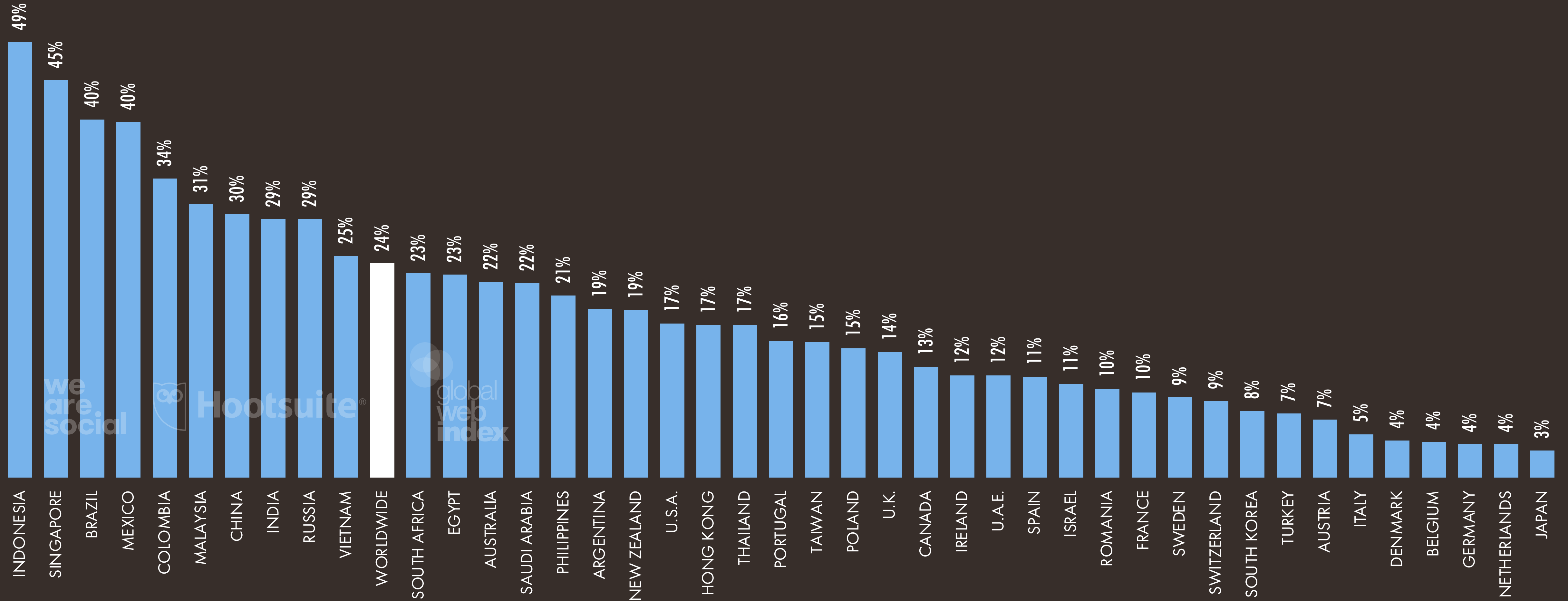
PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO REPORT OWNING ANY FORM OF CRYPTOCURRENCY



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# USE OF RIDE-HAILING APPS

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO USE RIDE-HAILING APPS EACH MONTH



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# RIDE-HAILING MARKET OVERVIEW

SIZE AND GROWTH OF THE RIDE-HAILING MARKET (IN U.S. DOLLARS)

NUMBER OF PEOPLE  
USING DIGITALLY ENABLED  
RIDE-HAILING SERVICES\*



996.7  
MILLION

TOTAL VALUE OF THE  
DIGITALLY ENABLED  
RIDE-HAILING MARKET



\$183.7  
BILLION

ANNUAL GROWTH IN THE TOTAL  
VALUE OF THE DIGITALLY ENABLED  
RIDE-HAILING MARKET



+20%

ANNUAL REVENUE PER  
USER OF DIGITALLY ENABLED  
RIDE-HAILING SERVICES

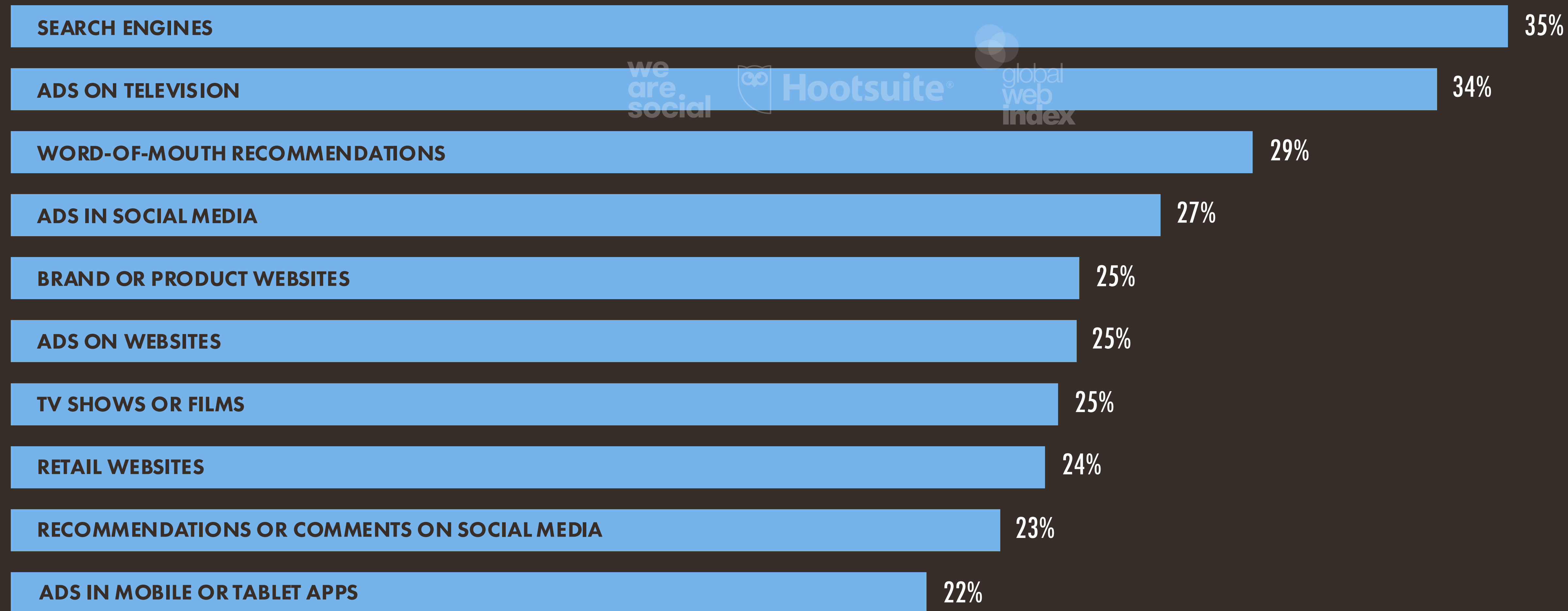


\$184

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# SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO SAY THEY DISCOVER NEW BRANDS AND PRODUCTS THROUGH EACH MEDIUM OR ACTIVITY



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# VALUE OF THE DIGITAL ADVERTISING MARKET

TOTAL SPEND (IN U.S. DOLLARS) ON DIGITAL ADVERTISING IN 2019, WITH DETAIL OF SPEND IN INDIVIDUAL DIGITAL ADVERTISING SUB-CATEGORIES

TOTAL DIGITAL AD  
SPEND IN 2019



**\$334.0**  
BILLION

we  
are  
social

SPEND ON DIGITAL  
SEARCH ADS IN 2019



**\$127.9**  
BILLION

statista

SPEND ON SOCIAL  
MEDIA ADS IN 2019



**\$89.91**  
BILLION

SPEND ON DIGITAL  
BANNER ADS IN 2019



**\$59.76**  
BILLION

statista

SPEND ON DIGITAL  
VIDEO ADS IN 2019



**\$35.24**  
BILLION



SPEND ON DIGITAL  
CLASSIFIED ADS IN 2019



**\$21.23**  
BILLION



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# DIGITAL ADVERTISING MARKET: VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE VALUE OF THE DIGITAL ADVERTISING MARKET BETWEEN 2018 AND 2019, INCLUDING SUB-CATEGORY CHANGES

YEAR-ON-YEAR CHANGE  
IN TOTAL DIGITAL AD SPEND



+12%

we  
are  
social

YEAR-ON-YEAR CHANGE IN  
DIGITAL SEARCH AD SPEND



+11%

statista

YEAR-ON-YEAR CHANGE IN  
SOCIAL MEDIA AD SPEND



+18%

YEAR-ON-YEAR CHANGE IN  
DIGITAL BANNER AD SPEND



+7.0%

statista

YEAR-ON-YEAR CHANGE IN  
DIGITAL VIDEO AD SPEND



+9.4%



YEAR-ON-YEAR CHANGE IN  
DIGITAL CLASSIFIED AD SPEND



+3.8%

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# DIGITAL AD SPEND: ALTERNATIVE PERSPECTIVE

WHERE ADVERTISERS SPENT THEIR DIGITAL ADVERTISING BUDGETS IN 2019 (IN U.S. DOLLARS)

TOTAL GLOBAL  
DIGITAL AD SPEND



**\$333.3**

**BILLION**

SHARE OF TOTAL  
GLOBAL AD SPEND:\*

**50.1%**

TOTAL GLOBAL AD  
SPEND ON GOOGLE



**\$103.7**

**BILLION**

SHARE OF TOTAL  
DIGITAL AD SPEND:

**31.1%**

TOTAL GLOBAL AD  
SPEND ON FACEBOOK



**\$67.4**

**BILLION**

SHARE OF TOTAL  
DIGITAL AD SPEND:

**20.2%**

TOTAL GLOBAL AD  
SPEND ON ALIBABA



**\$29.2**

**BILLION**

SHARE OF TOTAL  
DIGITAL AD SPEND:

**8.8%**

TOTAL GLOBAL AD  
SPEND ON AMAZON



**\$14.0**

**BILLION**

SHARE OF TOTAL  
DIGITAL AD SPEND:

**4.2%**

# WE ARE SOCIAL'S PERSPECTIVE: SOCIAL COMMERCE IN 2020

## SHIFTS IN HOW WE SHOP AND SPEND ON SOCIAL



### HUMAN COMMERCE

Gen Z are expecting more intimate communication with the brands and people they shop with on social. With reselling or 'flea market' platforms like Depop and Poshmark increasingly influential, habits and preferences learnt on these platforms are spilling onto traditional social selling tools.

**In 2020, brands will behave more like people to sell on social**



### AR SHOPPERS

AR is being experimented with as a tool to help people experience products in the digital space. Whether immersing them in a truly brand-led experience – as LEGO did with its [AR Snapchat store](#) – or using the tech to try on clothes or make-up, this tech has evolved from glitchy and experimental, to an effective tool for experiencing brands and products in the digital space.

**In 2020, AR will be used to help people experience products and brands in the digital space**



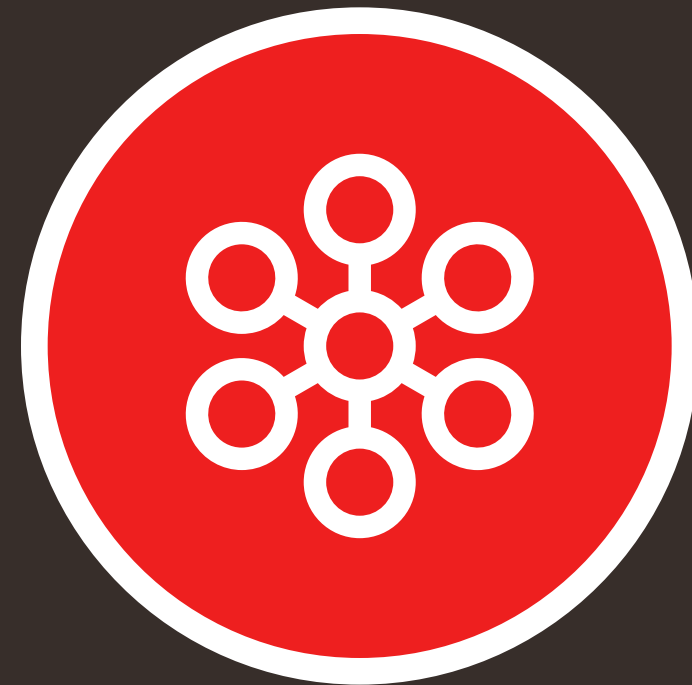
### SHOPPABLE CONTENT

Shoppable content is ubiquitous, regardless of platform. And people are happy to engage with it – provided it's doing more than a hard sell. Whether an in-feed game, telling a background story, or offering an education, people want shoppable posts and ads on social to make their in-feed experiences tangibly better.

**In 2020, ads and shoppable posts will add functionality and value to people's feeds**

# HOOTSUITE'S PERSPECTIVE: ECOMMERCE IN 2020

From Instagram Checkout to Facebook Pay, social media is rapidly evolving into a full-blown ecommerce machine. But social commerce efforts still need to be rooted in the fundamentals of smart social media strategy.



## **BREAK DOWN CAMPAIGN SILOS FOR CROSS-CHANNEL RESULTS**

According to [Forrester](#), social ads drive customers towards the purchase funnel more effectively than other digital ads.

While many organizations occasionally boost organic social posts, few run fully integrated social ad campaigns. Instead of ad-hoc post promotion, integrate your social ad strategy with campaigns across other channels such as email, search, and paid media to drive sales.



## **MAKE SMARTER DECISIONS WITH MULTI-TOUCH ATTRIBUTION**

Social commerce features create a wealth of measurable insights around the conversion side of the social customer journey, making it easier to demonstrate clear ROI. But sales made directly on social platforms should still be measured alongside other marketing touchpoints within a cross-channel attribution model. Use these insights to clarify the full picture of your customers' journey, refine your strategy, and optimize tactics across all channels.



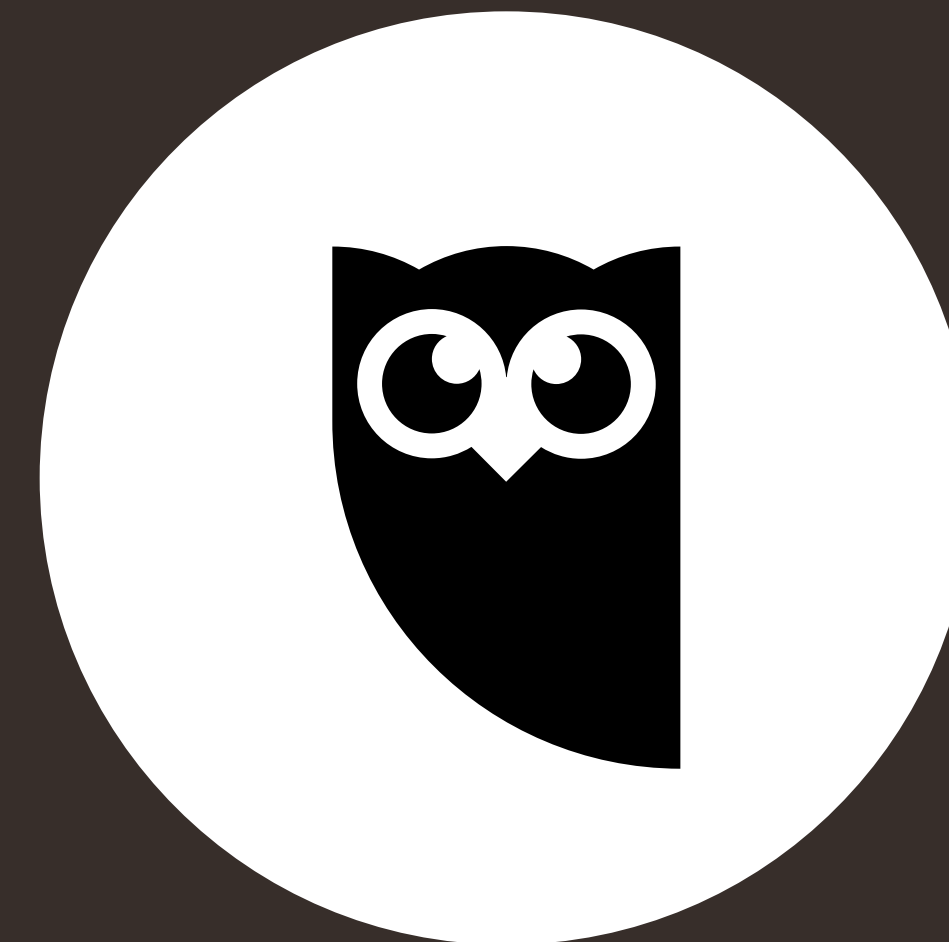
**MORE INFORMATION**



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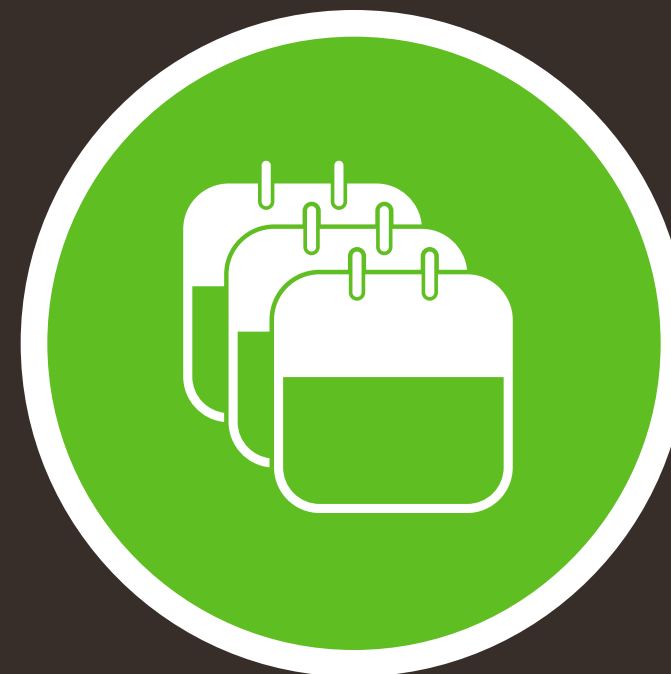
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The logo for GSMA Intelligence, featuring the text "GSMA" in a small red font above the word "Intelligence" in a larger black font, all contained within a white circular background.

**GSMA Intelligence** is the unit within the GSMA that houses the organisation's extensive database of mobile operator statistics, forecasts, and industry reports. GSMA Intelligence's data covers every operator group, network and MVNO in every country – from Afghanistan to Zimbabwe. Updated daily, it is the most accurate and complete set of industry metrics available, comprising tens of millions of individual data points.

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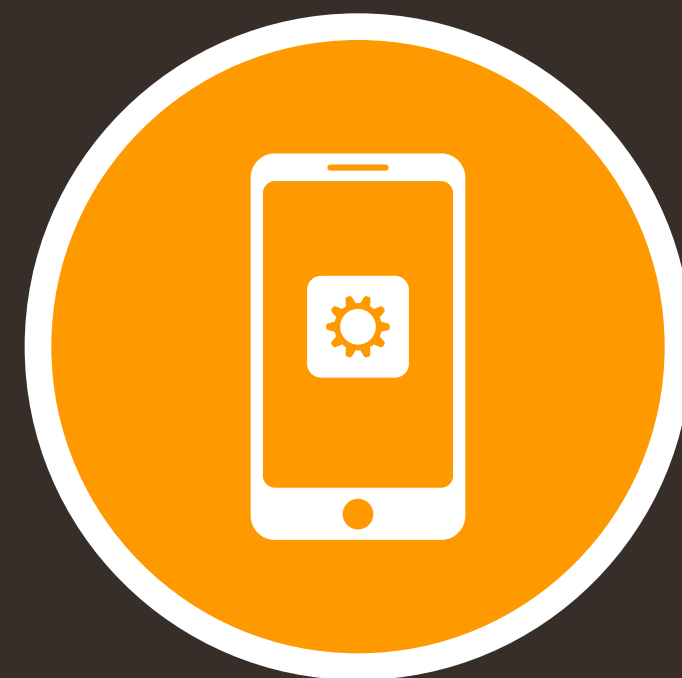
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# DATA SOURCES

**POPULATION & DEMOGRAPHICS:** United Nations World Population Prospects, 2019 Revision; US Census Bureau (accessed January 2020); United Nations World Urbanization Prospects, 2018 Revision; local government bodies (latest data available in January 2020). **Literacy rates:** UNESCO Institute for Statistics; UNICEF Data; World Bank DataBank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook; Phrasebase (all accessed January 2020). **GDP and financial inclusions data:** World Bank DataBank; IMF Data; CIA World Factbook (all accessed January 2020). **Device ownership and time spent by media:** GlobalWebIndex (Q3 2019).\*

**INTERNET USERS:** ITU Statistics; Eurostat Data Explorer; GlobalWebIndex; Facebook's self-serve advertising tools; local government authorities and telecom regulatory bodies; APJII (all accessed January 2020). **Mobile internet share** based on data from GlobalWebIndex (Q3 2019)\*, and extrapolations of data reported in Facebook's self-serve advertising tools. **Internet connection speed** data from Ookla Speedtest (values for December 2019). **Time spent on the internet** from GlobalWebIndex (Q3 2019).\* **World's top websites** from SimilarWeb (December 2019) and Alexa (monthly average based on 3-month period to mid-January 2020). **Web language** insights

via W3Techs (January 2020). **Google search** insights from Google Trends (data for full year 2019). Data on use of **data misuse fears**, **voice search**, and **ad blockers** from GlobalWebIndex (Q3 2019).\* Data on concerns about '**fake news**' from Reuters Institute Digital News Report (2019 edition). **Content streaming** insights from GlobalWebIndex (Q3 2019).\* **Smart Home** insights from Statista Digital Market Outlook\* (accessed January 2020); GlobalWebIndex (Q3 2019).

## **SOCIAL MEDIA USERS & ADVERTISING**

**AUDIENCES:** Social media platforms' self-service advertising tools (including extrapolations); company earnings announcements; press releases and promotional materials; remarks by senior platform executives at public events; statements on company websites; reports in reputable media (all latest data available in January 2020). **TikTok** data from a company sales presentation published by AdAge (October 2019). **YouTube** insights via YouTube press website (accessed January 2020). **Top messenger platforms** from SimilarWeb (January 2020, based on data for December 2019). **Time spent** on social media from GlobalWebIndex (Q3 2019)\*. **Facebook and Instagram reach and engagement** data from Locowise (January 2020, based on averages for Q4 2019).

**MOBILE USERS & CONNECTIONS:** GSMA Intelligence (January 2020); Ericsson Mobility Report (November 2019); Ericsson Mobility Calculator and Visualizer tools (accessed January 2020). **Mobile Apps:** App Annie (January 2020); SimilarWeb (January 2020). **Mobile actions:** GlobalWebIndex (Q3 2019).

**ECOMMERCE USERS & SPEND:** Statista Digital Market Outlook\* (accessed January 2020); GlobalWebIndex (Q3 2019)\*; PPRO Payments & Ecommerce reports (2019 and 2020 editions). **Brand discovery channels:** GlobalWebIndex (Q3 2019). **Ride-Hailing** insights from Statista Digital Market Outlook\* (accessed January 2020); GlobalWebIndex (Q3 2019). **Digital advertising market:** Statista Digital Market Outlook\* (accessed January 2020); eMarketer (February 2019).

\*For more details of GlobalWebIndex's methodology, visit <https://www.globalwebindex.com>.

\*For more details of Statista's Market Outlook, visit <https://www.statista.com/outlook/digital-markets>.



# 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 treatment methodologies used by these organisations, and the different sample periods during which 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 were collected by the same organisation using the same approach in each wave.

Similarly, reports of internet user numbers vary considerably between different sources. In part, this is because there are fewer commercial imperatives for governments and regulators to collect and publish regular internet user data. However, the user numbers published by social media platforms 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. These data are also more likely to be updated on a regular basis, as social media companies relies on this data to help sell their advertising products and services.

As a result, on occasion, we've used the latest addressable advertising audience data from social media platforms' self-service advertising tools to inform our internet user numbers, especially in less-developed economies, where 'official' internet user numbers are published less frequently. Consequently, there are a number of instances in this report where the reported number of social media users equals the reported number of internet users.

It's unlikely that one hundred 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, we've changed the source for a number of our data points in this year's reports, and a number of metrics that we reported in last year's Global Digital reports have also been revised by the original data provider since publication. As a result, some figures in this year's reports may appear to have changed in unexpected ways. Wherever we're aware of these changes, we've included details in the footnotes of each relevant chart, but please use caution when comparing data from different reports in case the original base has changed.

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: [reports@kepios.com](mailto:reports@kepios.com).

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