



DIGITAL IN 2016

WE ARE SOCIAL'S COMPENDIUM OF GLOBAL DIGITAL,
SOCIAL, AND MOBILE DATA, TRENDS, AND STATISTICS

SIMON KEMP • WE ARE SOCIAL

**we
are.
social**

COUNTRIES INCLUDED IN THIS OVERVIEW



- | | | | | | |
|----|-----------|----|-----------------|----|----------------------|
| 1 | ARGENTINA | 11 | INDONESIA | 21 | SINGAPORE |
| 2 | AUSTRALIA | 12 | ITALY | 22 | SOUTH AFRICA |
| 3 | BRAZIL | 13 | JAPAN | 23 | SOUTH KOREA |
| 4 | CANADA | 14 | MALAYSIA | 24 | SPAIN |
| 5 | CHINA | 15 | MEXICO | 25 | THAILAND |
| 6 | EGYPT | 16 | NIGERIA | 26 | TURKEY |
| 7 | FRANCE | 17 | THE PHILIPPINES | 27 | UNITED ARAB EMIRATES |
| 8 | GERMANY | 18 | POLAND | 28 | UNITED KINGDOM |
| 9 | HONG KONG | 19 | RUSSIA | 29 | UNITED STATES |
| 10 | INDIA | 20 | SAUDI ARABIA | 30 | VIETNAM |

WELCOME

Welcome to We Are Social's **DIGITAL IN 2016** report, collating all the key data, statistics and trends you need to understand the state of digital, social and mobile media around the world today. We've received numerous requests for data on additional countries over the past few years, so we've split this year's report into three distinct parts:

DIGITAL IN 2016

- This report, which contains regional and global overviews, together with in-depth profiles of 30 of the world's top economies. **Click here** to access our previous reports.

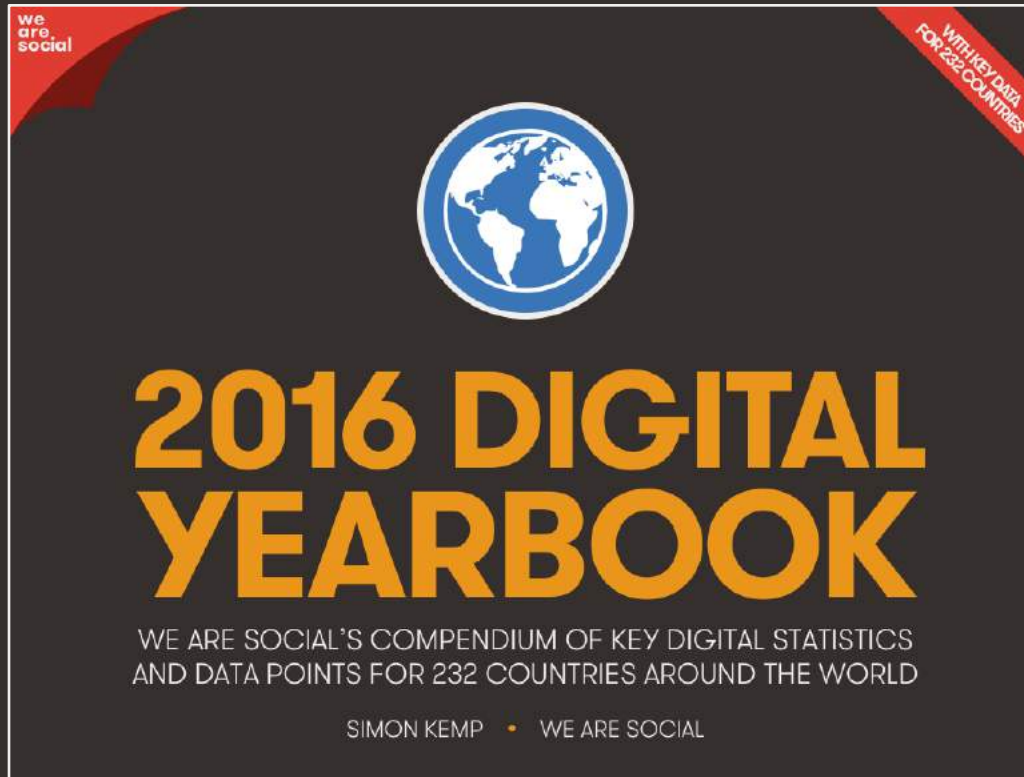
2016 DIGITAL YEARBOOK

- A separate report, which contains high-level profiles of 232 countries around the world. Read and download We Are Social's 2016 Digital Yearbook by **clicking here**.

EXECUTIVE SUMMARY

- Our analysis of this year's key data and trends, together with our forecasts for the coming twelve months. Read We Are Social's Executive Summary by **clicking here**.

If you have any questions about what these trends might mean for your organisation, or if you'd like to know how We Are Social can help you make sense of them, visit us at **wearesocial.com**, **click here** to email us, or contact us on Twitter: **@wearesocialsg**.



CLICK HERE TO ACCESS WE ARE SOCIAL'S 2016 DIGITAL YEARBOOK, WHICH CONTAINS HIGH-LEVEL DATA SNAPSHOTS FOR 232 COUNTRIES WORLDWIDE



GLOBAL & REGIONAL OVERVIEWS

**JAN
2016**

GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

**7.395
BILLION**

URBANISATION: 54%

FIGURE REPRESENTS TOTAL GLOBAL POPULATION, INCLUDING CHILDREN

INTERNET
USERS



we
are
social

**3.419
BILLION**

PENETRATION: 46%

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

**2.307
BILLION**

PENETRATION: 31%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

UNIQUE
MOBILE USERS



we
are
social

**3.790
BILLION**

PENETRATION: 51%

FIGURE REPRESENTS UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

**1.968
BILLION**

PENETRATION: 27%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

YEAR-ON-YEAR GROWTH TRENDS FOR KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+10%

SINCE JAN 2015

+332 MILLION

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+10%

SINCE JAN 2015

+219 MILLION

GROWTH IN THE
NUMBER OF UNIQUE
MOBILE USERS



we
are
social

+4%

SINCE JAN 2015

+141 MILLION

GROWTH IN THE
NUMBER OF ACTIVE
MOBILE SOCIAL USERS



we
are
social

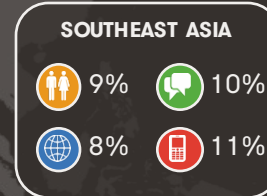
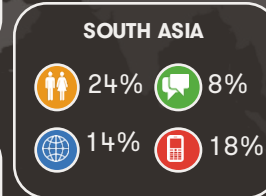
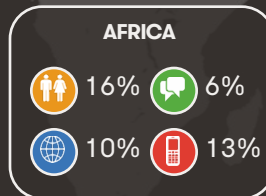
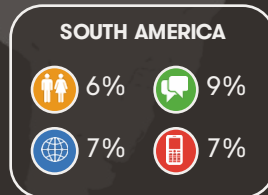
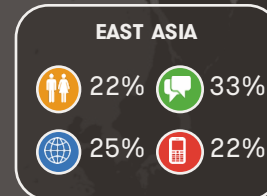
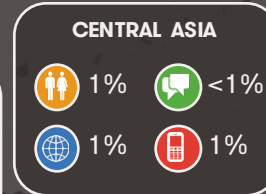
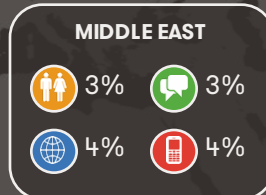
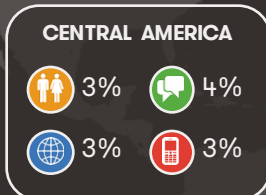
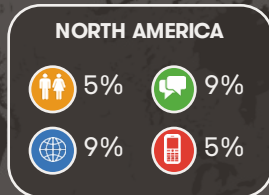
+17%




SINCE JAN 2015

+283 MILLION

JAN
2016

SHARE OF GLOBAL USERS



-  POPULATION
-  INTERNET USERS
-  ACTIVE SOCIAL MEDIA ACCOUNTS
-  MOBILE CONNECTIONS

we
are
social

we
are
social

**JAN
2016**

DIGITAL IN AFRICA

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



we
are
social

**1,201
MILLION**

URBANISATION: 41%

FIGURE REPRESENTS TOTAL REGIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**349
MILLION**

PENETRATION: 29%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

**129
MILLION**

PENETRATION: 11%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

**986
MILLION**

vs POPULATION: 82%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

**102
MILLION**

PENETRATION: 8%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

**JAN
2016**

ANNUAL GROWTH: AFRICA

YEAR-ON-YEAR GROWTH TRENDS FOR THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+14%

SINCE JAN 2015

+47.2 MILLION

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+25%

SINCE JAN 2015

+25.3 MILLION

GROWTH IN THE
NUMBER OF MOBILE
CONNECTIONS



we
are
social

+9%

SINCE JAN 2015

+84.4 MILLION

GROWTH IN THE
NUMBER OF ACTIVE
MOBILE SOCIAL USERS



we
are
social

+20%

SINCE JAN 2015

+17.1 MILLION

**JAN
2016**

DIGITAL IN THE AMERICAS

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



we
are
social

**997
MILLION**

URBANISATION: 81%

FIGURE REPRESENTS TOTAL REGIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**665
MILLION**

PENETRATION: 67%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

**511
MILLION**

PENETRATION: 51%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

**1,072
MILLION**

vs POPULATION: 108%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

**437
MILLION**

PENETRATION: 44%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

**JAN
2016**

ANNUAL GROWTH: THE AMERICAS

YEAR-ON-YEAR GROWTH TRENDS FOR THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+6%

SINCE JAN 2015

+38.9 MILLION

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+6%

SINCE JAN 2015

+28.6 MILLION

GROWTH IN THE
NUMBER OF MOBILE
CONNECTIONS



we
are
social

+1%

SINCE JAN 2015

+9.6 MILLION

GROWTH IN THE
NUMBER OF ACTIVE
MOBILE SOCIAL USERS



we
are
social

+9%

SINCE JAN 2015

+37.5 MILLION

**JAN
2016**

DIGITAL IN ASIA-PACIFIC

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



we
are
social

**4,116
MILLION**

URBANISATION: 47%

FIGURE REPRESENTS TOTAL REGIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**1,662
MILLION**

PENETRATION: 40%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

**1,211
MILLION**

PENETRATION: 29%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

**3,860
MILLION**

vs POPULATION: 94%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

**1,066
MILLION**

PENETRATION: 26%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

**JAN
2016**

ANNUAL GROWTH: ASIA-PACIFIC

YEAR-ON-YEAR GROWTH TRENDS FOR THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+12%

SINCE JAN 2015

+199.0 MILLION

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+14%

SINCE JAN 2015

+145.8 MILLION

GROWTH IN THE
NUMBER OF MOBILE
CONNECTIONS



we
are
social

+4%

SINCE JAN 2015

+155.6 MILLION

GROWTH IN THE
NUMBER OF ACTIVE
MOBILE SOCIAL USERS



we
are
social

+21%

SINCE JAN 2015

+187.3 MILLION

**JAN
2016**

DIGITAL IN EUROPE

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



we
are
social

**838
MILLION**

URBANISATION: 73%

FIGURE REPRESENTS TOTAL REGIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**616
MILLION**

PENETRATION: 73%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

**393
MILLION**

PENETRATION: 47%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

**1,102
MILLION**

vs POPULATION: 132%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

**305
MILLION**

PENETRATION: 36%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

**JAN
2016**

ANNUAL GROWTH: EUROPE

YEAR-ON-YEAR GROWTH TRENDS FOR THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+4%

SINCE JAN 2015

+25.9 MILLION

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+3%

SINCE JAN 2015

+11.2 MILLION

GROWTH IN THE
NUMBER OF MOBILE
CONNECTIONS



we
are
social

+1%

SINCE JAN 2015

+13.5 MILLION

GROWTH IN THE
NUMBER OF ACTIVE
MOBILE SOCIAL USERS



we
are
social

+6%

SINCE JAN 2015

+18.2 MILLION

JAN
2016

DIGITAL IN THE MIDDLE EAST

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



we
are
social

242
MILLION

URBANISATION: 71%

FIGURE REPRESENTS TOTAL REGIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

128
MILLION

PENETRATION: 53%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

63
MILLION

PENETRATION: 26%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

298
MILLION

vs POPULATION: 123%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

58
MILLION

PENETRATION: 24%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

**JAN
2016**

ANNUAL GROWTH: THE MIDDLE EAST

YEAR-ON-YEAR GROWTH TRENDS FOR THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+17%

SINCE JAN 2015

+21.4 MILLION

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+13%

SINCE JAN 2015

+7.5 MILLION

GROWTH IN THE
NUMBER OF MOBILE
CONNECTIONS



we
are
social

+3%

SINCE JAN 2015

+8.9 MILLION

GROWTH IN THE
NUMBER OF ACTIVE
MOBILE SOCIAL USERS



we
are
social

+66%

SINCE JAN 2015

+23.0 MILLION

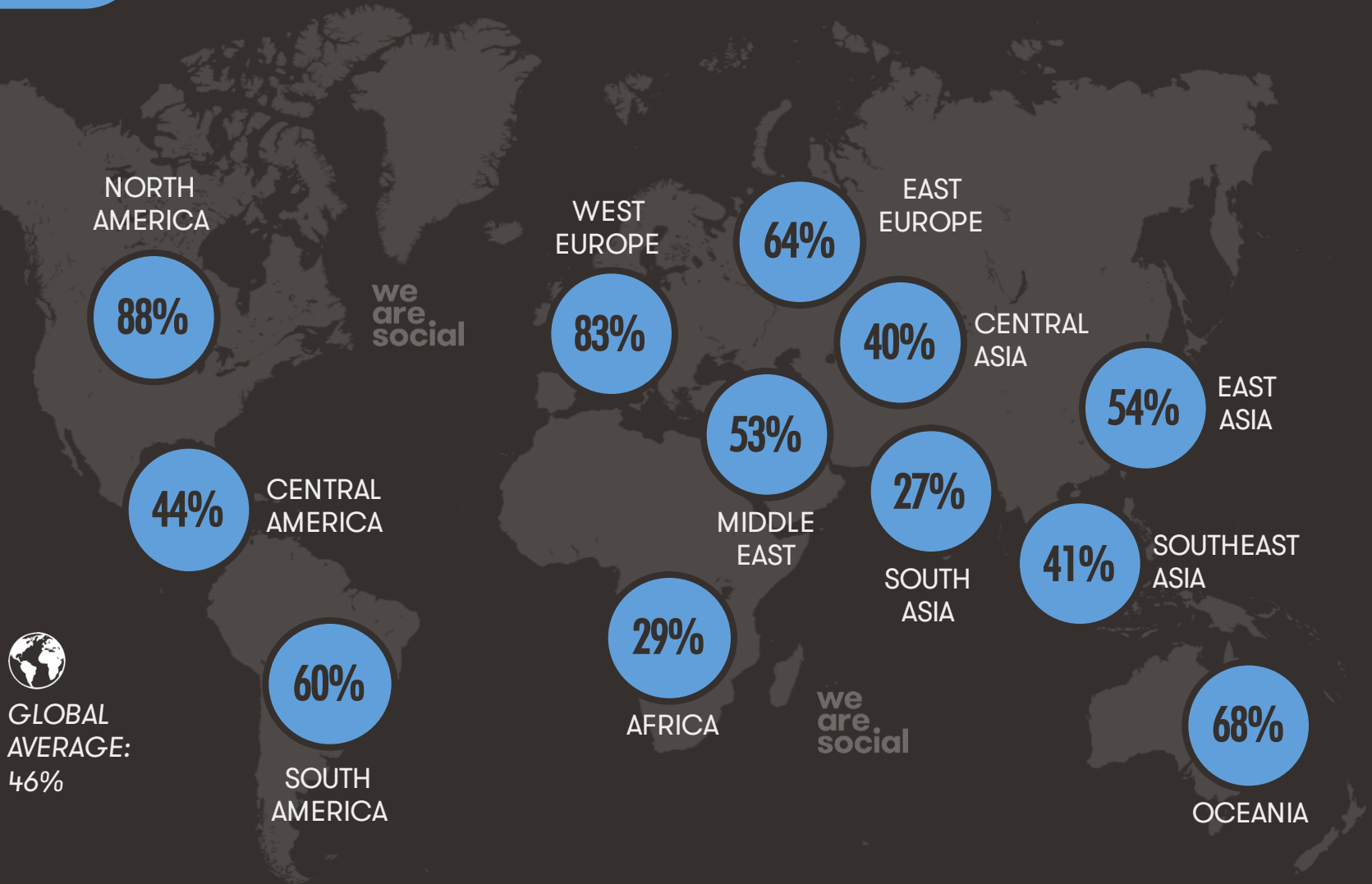


GLOBAL INTERNET USAGE

**JAN
2016**

INTERNET USE

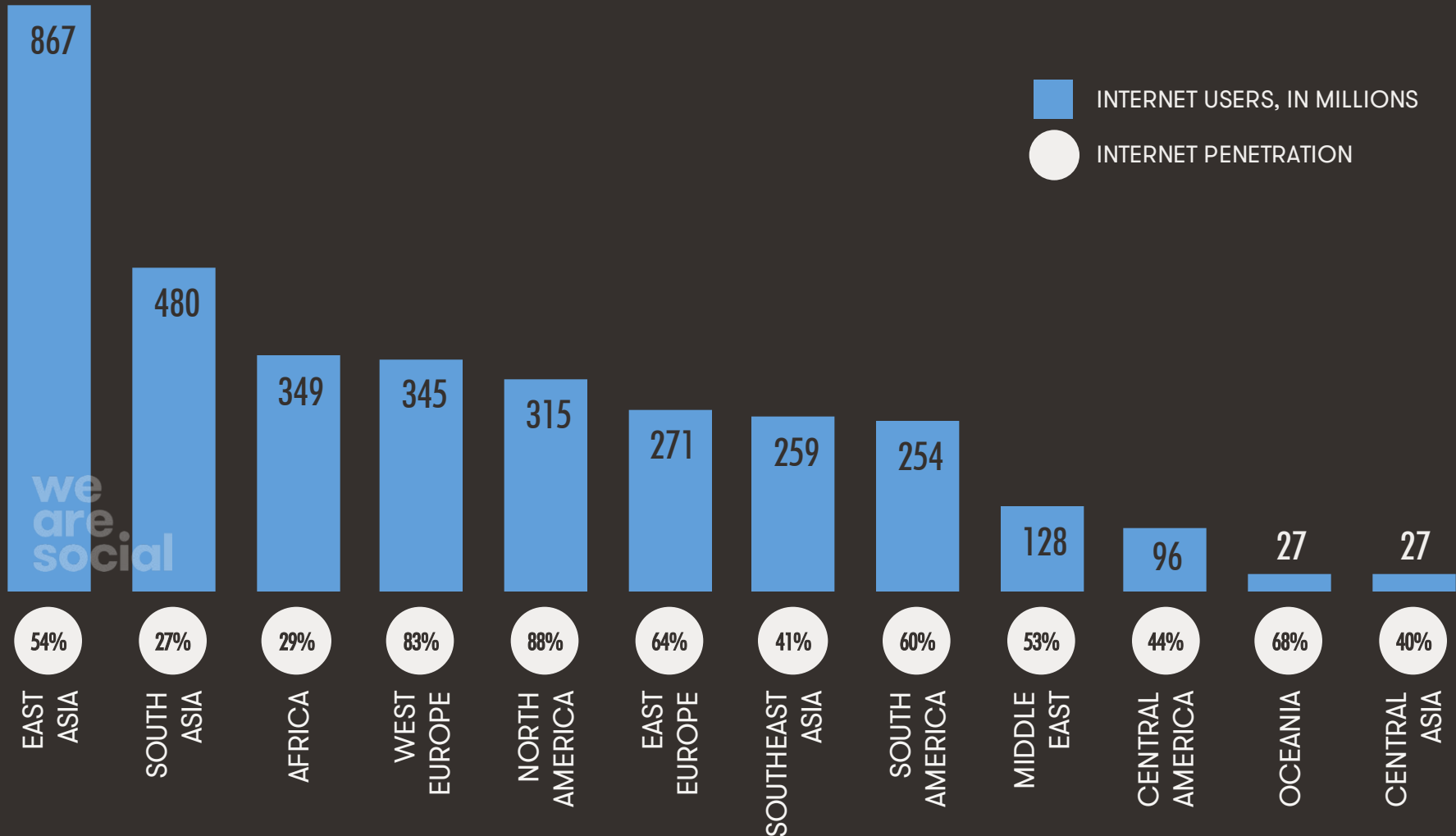
REGIONAL INTERNET PENETRATION FIGURES



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2016

INTERNET USE: REGIONAL OVERVIEW

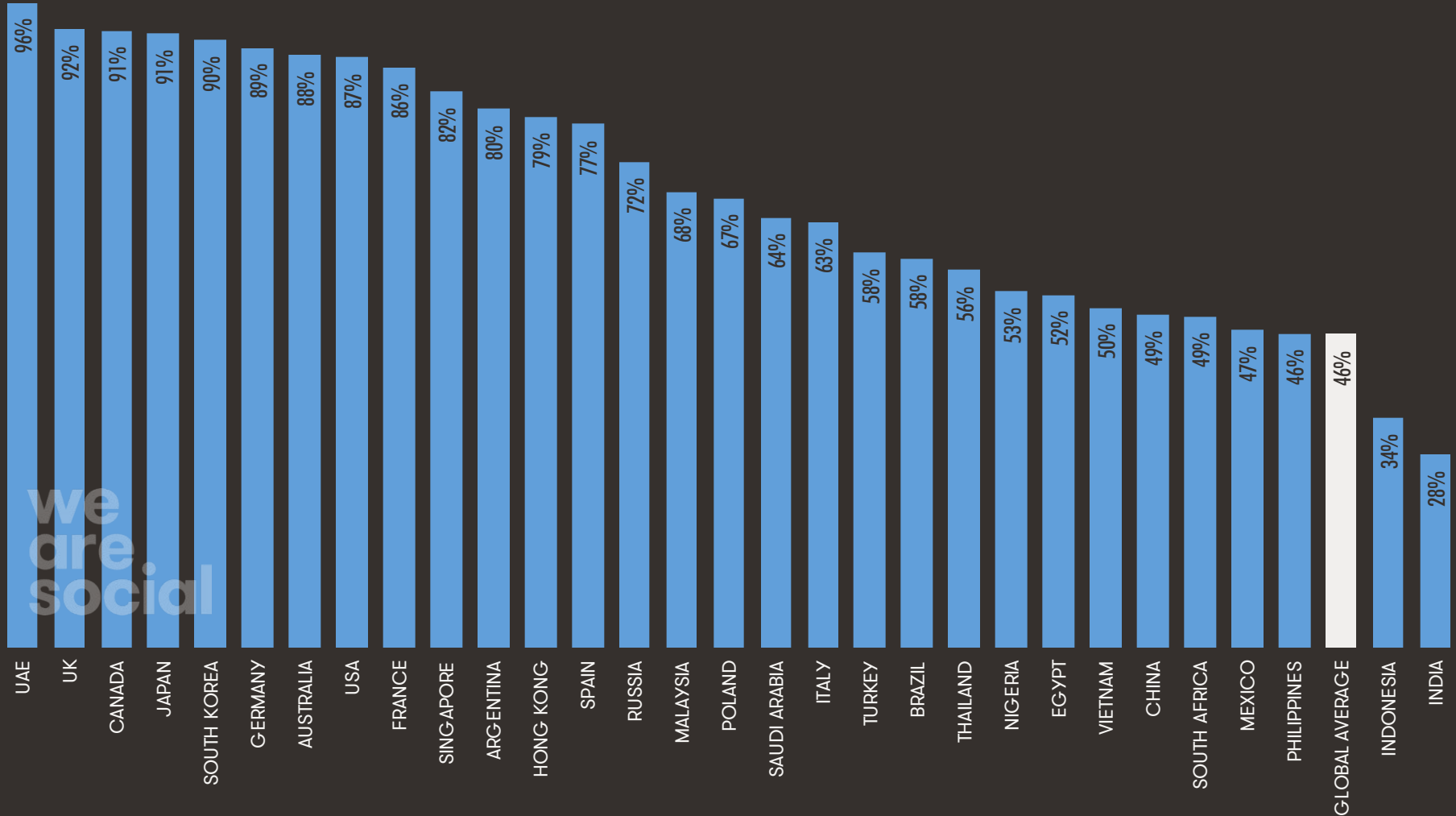
INTERNET USERS (IN MILLIONS), AND INTERNET PENETRATION, BY REGION



JAN
2016

INTERNET USE BY COUNTRY

NATIONAL INTERNET PENETRATION FIGURES



JAN
2016

INTERNET RANKINGS

BASED ON INTERNET PENETRATION IN COUNTRIES WITH NATIONAL POPULATIONS OF 50,000 PEOPLE OR MORE

HIGHEST INTERNET PENETRATION

#	COUNTRY	%	USERS
01	ICELAND	98%	324,518
02	BERMUDA	97%	68,280
03	NORWAY	96%	5,047,528
04	DENMARK	96%	5,452,151
05	ANDORRA	96%	82,148
06	UAE	96%	8,807,226
07	NETHERLANDS	95%	16,143,879
08	LUXEMBOURG	95%	541,206
09	FAROE ISLANDS	95%	47,762
10	SWEDEN	94%	9,216,226

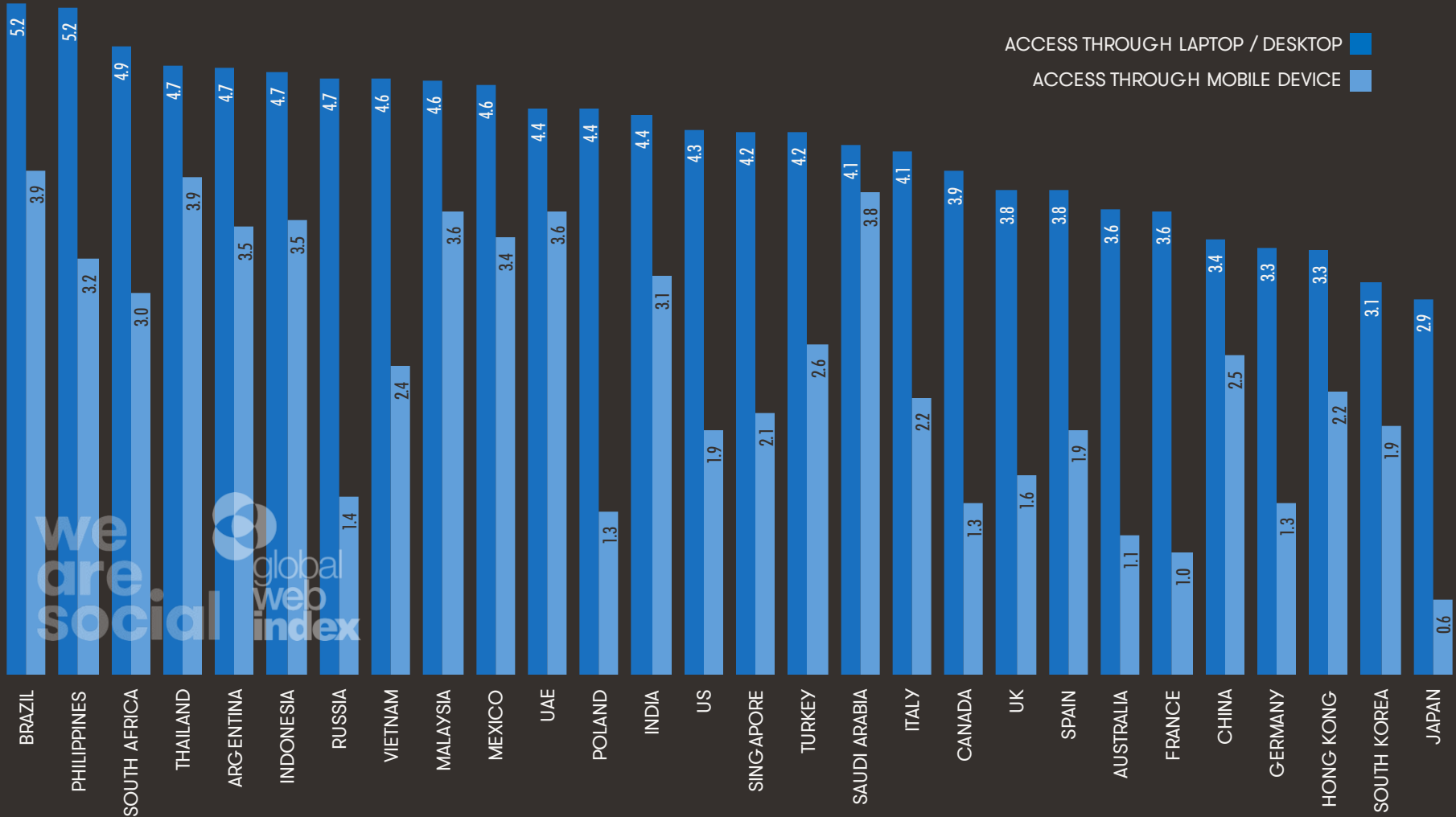
LOWEST INTERNET PENETRATION

#	COUNTRY	%	USERS
214	NORTH KOREA	0.03%	7,200
213	NIGER	2.0%	395,990
212	CHAD	2.5%	356,678
211	CONGO (DEM. REP.)	3.0%	2,381,254
210	ETHIOPIA	3.7%	3,700,000
209	GUINEA-BISSAU	3.8%	70,000
208	SIERRA LEONE	4.0%	260,000
207	CENTRAL AFRICAN REP.	4.4%	217,279
206	SOMALIA	4.6%	500,000
205	BURUNDI	4.6%	526,372

JAN
2016

TIME SPENT ON THE INTERNET

AVERAGE NUMBER OF HOURS SPENT USING THE INTERNET PER DAY, SPLIT BY PC USE AND MOBILE PHONE USE



we are social
global web index

**JAN
2016**

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED

SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

56%

YEAR-ON-YEAR:
-9%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

39%

YEAR-ON-YEAR:
+21%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

5%

YEAR-ON-YEAR:
-21%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



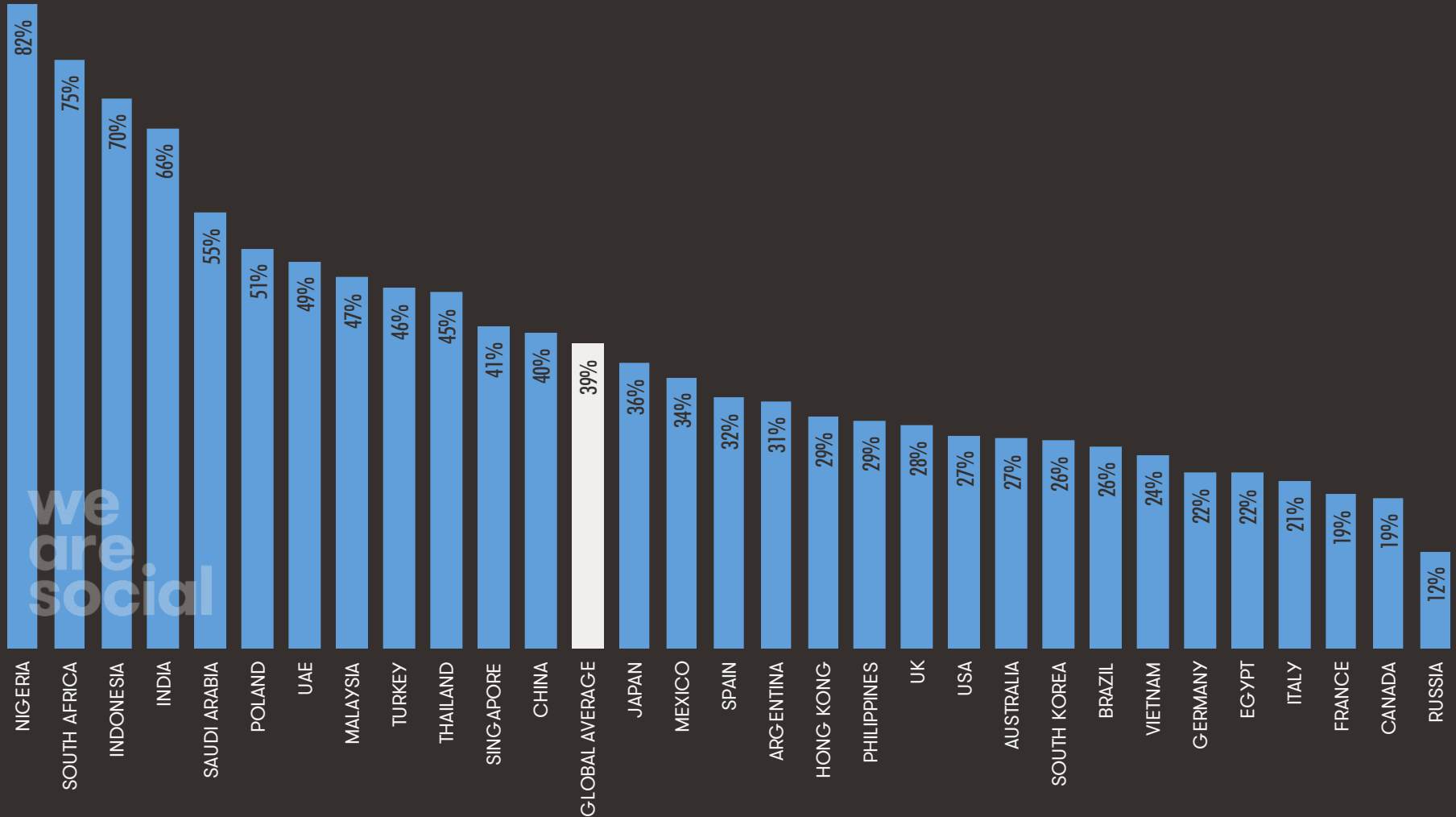
0.1%

YEAR-ON-YEAR:
-10%

JAN
2016

MOBILE'S SHARE OF WEB TRAFFIC

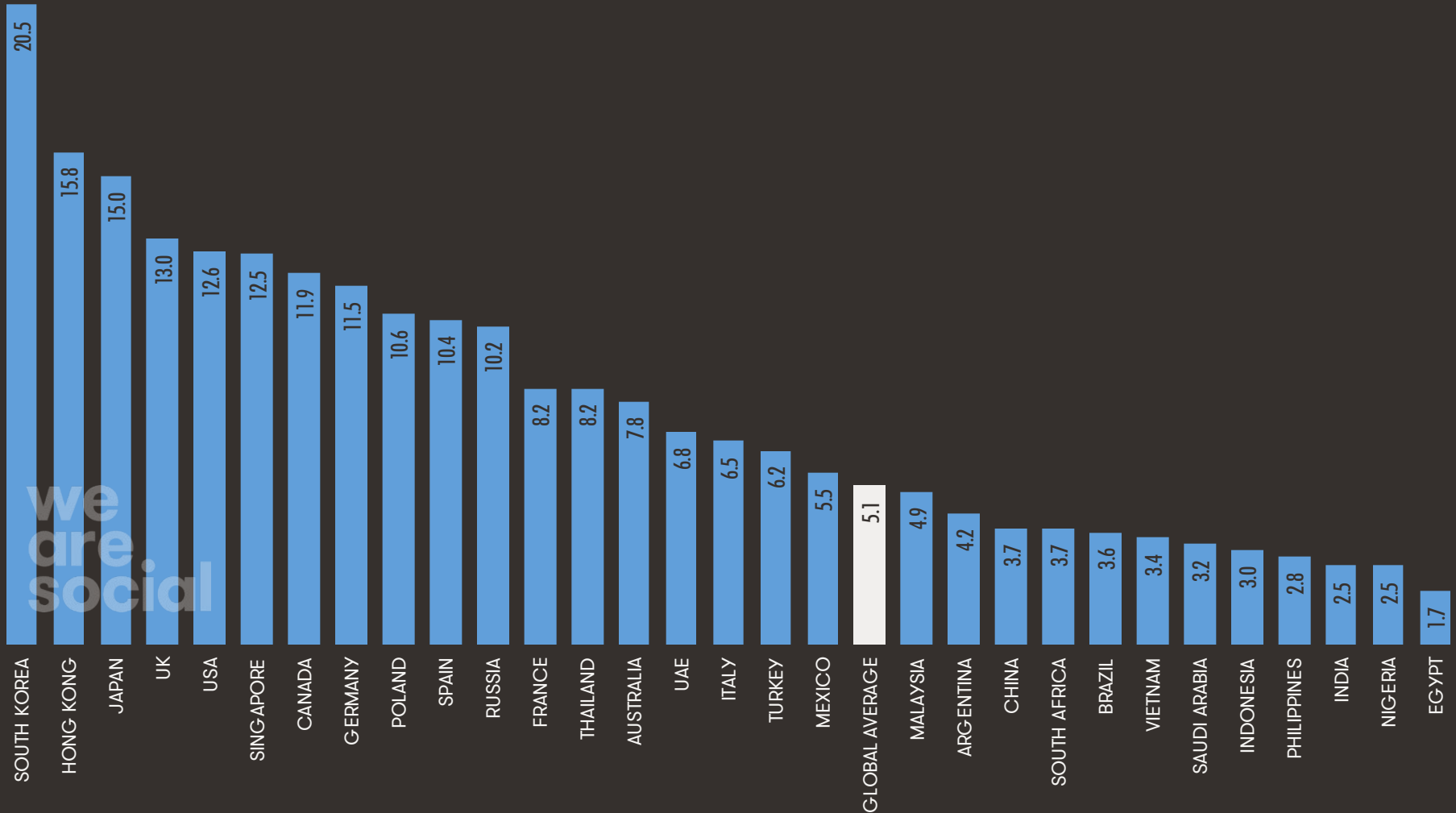
PERCENTAGE OF TOTAL WEB PAGES SERVED TO MOBILE PHONES



JAN
2016

AVERAGE NET CONNECTION SPEEDS

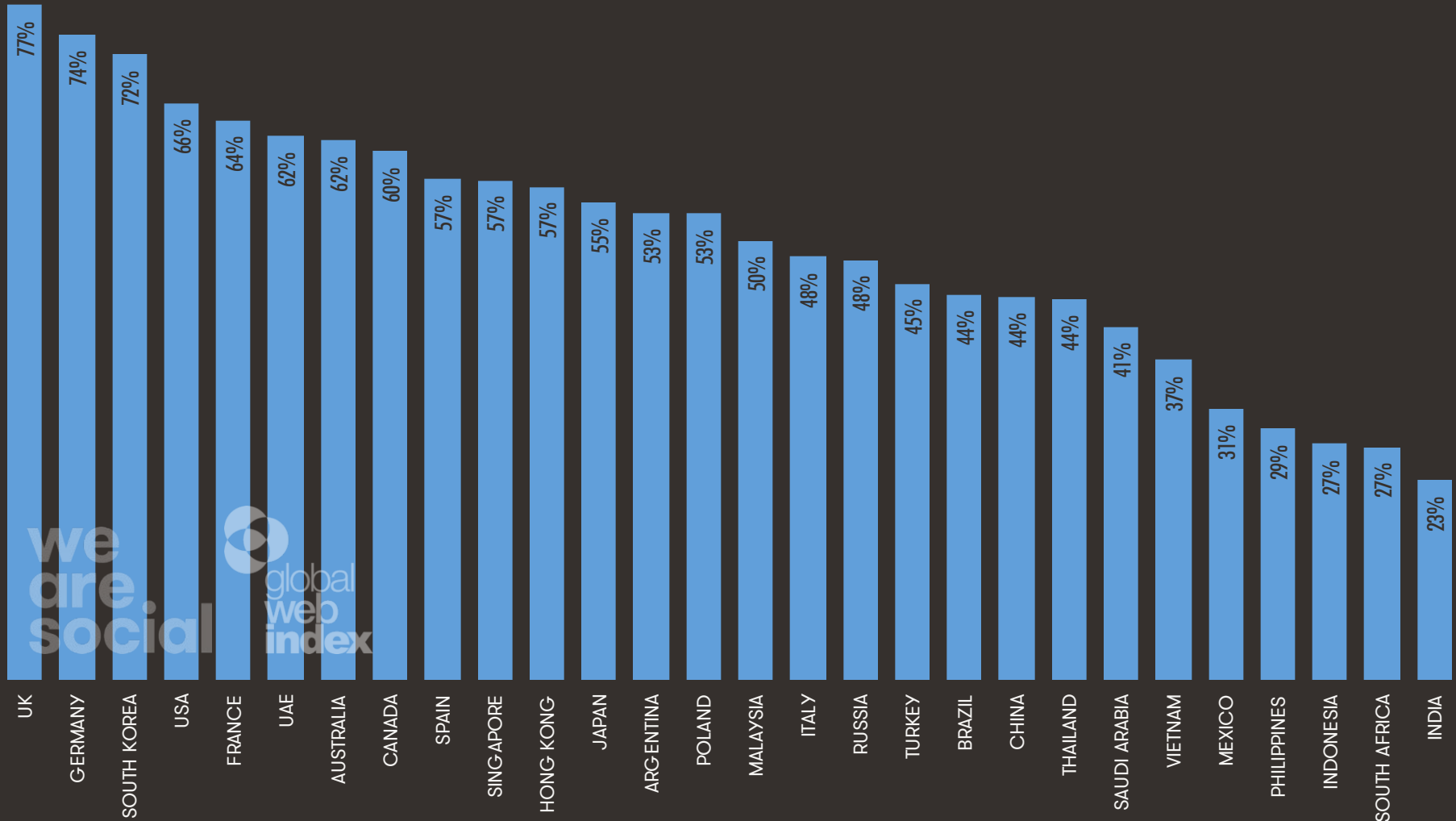
AVERAGE INTERNET CONNECTION SPEEDS, IN MBPS (FIXED CONNECTIONS)



JAN
2016

ACTIVE E-COMMERCE SHOPPERS

PERCENTAGE OF THE NATIONAL POPULATION WHO BOUGHT SOMETHING ONLINE IN THE PAST MONTH [SURVEY-BASED]





GLOBAL SOCIAL MEDIA USAGE

**JAN
2016**

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USER NUMBERS REPORTED BY EACH COUNTRY'S MOST ACTIVE PLATFORM

TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.31B

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

31%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

1.97B

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



27%

JAN
2016

SOCIAL MEDIA USE

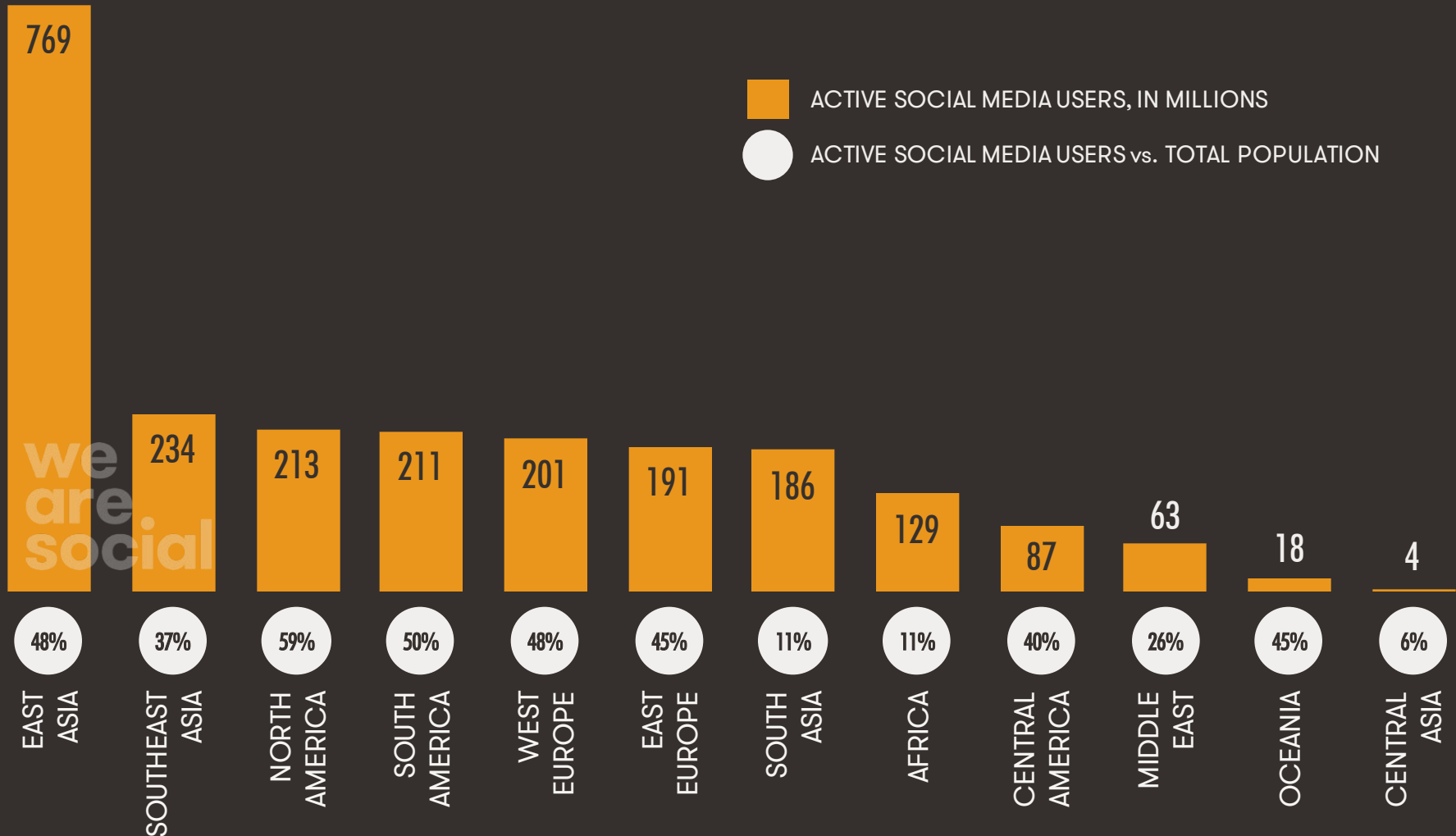
TOTAL ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION



JAN
2016

SOCIAL MEDIA REGIONAL OVERVIEW

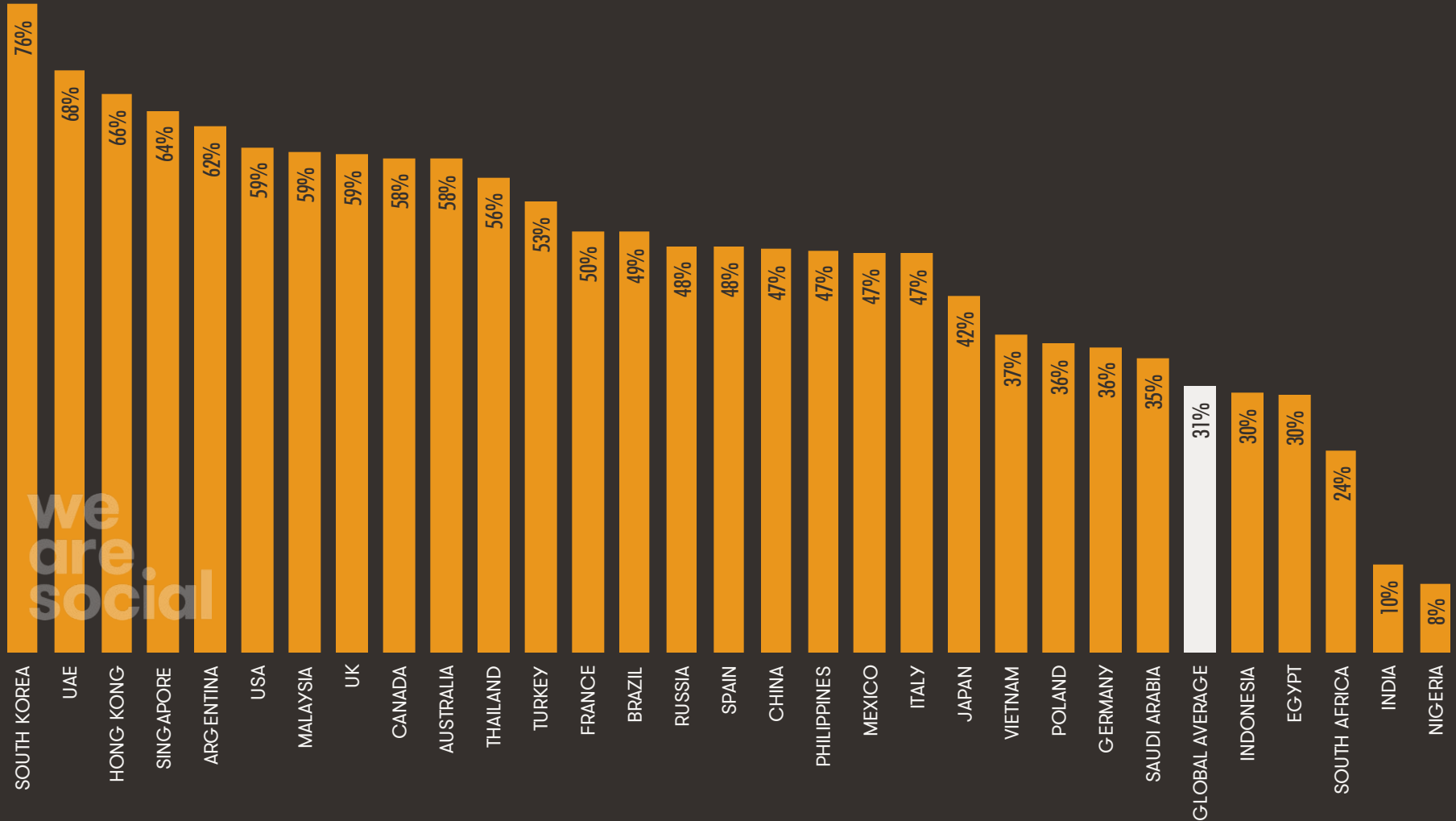
ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY (IN MILLIONS) COMPARED TO POPULATION



JAN
2016

SOCIAL MEDIA USE BY COUNTRY

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



JAN
2016

SOCIAL MEDIA RANKINGS

BASED ON SOCIAL MEDIA USE IN COUNTRIES WITH NATIONAL POPULATIONS OF 50,000 PEOPLE OR MORE

HIGHEST SOCIAL MEDIA PENETRATION

#	COUNTRY	%	USERS
01	TAIWAN	77%	18,000,000
02	SOUTH KOREA	76%	38,400,000
03	QATAR	75%	1,700,000
04	ICELAND	73%	240,000
05	UAE	68%	6,300,000
06	ARUBA	68%	77,000
07	FAROE ISLANDS	67%	34,000
08	GREENLAND	66%	37,000
09	HONG KONG	66%	4,800,000
10	MALTA	64%	270,000

LOWEST SOCIAL MEDIA PENETRATION

#	COUNTRY	%	USERS
214	NORTH KOREA	0.03%	6,800
213	TURKMENISTAN	0.2%	12,000
212	CURAÇAO	0.6%	950
211	NIGER	0.9%	190,000
210	CENTRAL AFRICAN REP.	1.3%	63,000
209	SOUTH SUDAN	1.3%	160,000
208	ERITREA	1.3%	68,000
207	TAJIKISTAN	1.4%	120,000
206	CHAD	1.4%	200,000
205	UZBEKISTAN	1.5%	460,000

we
are
social

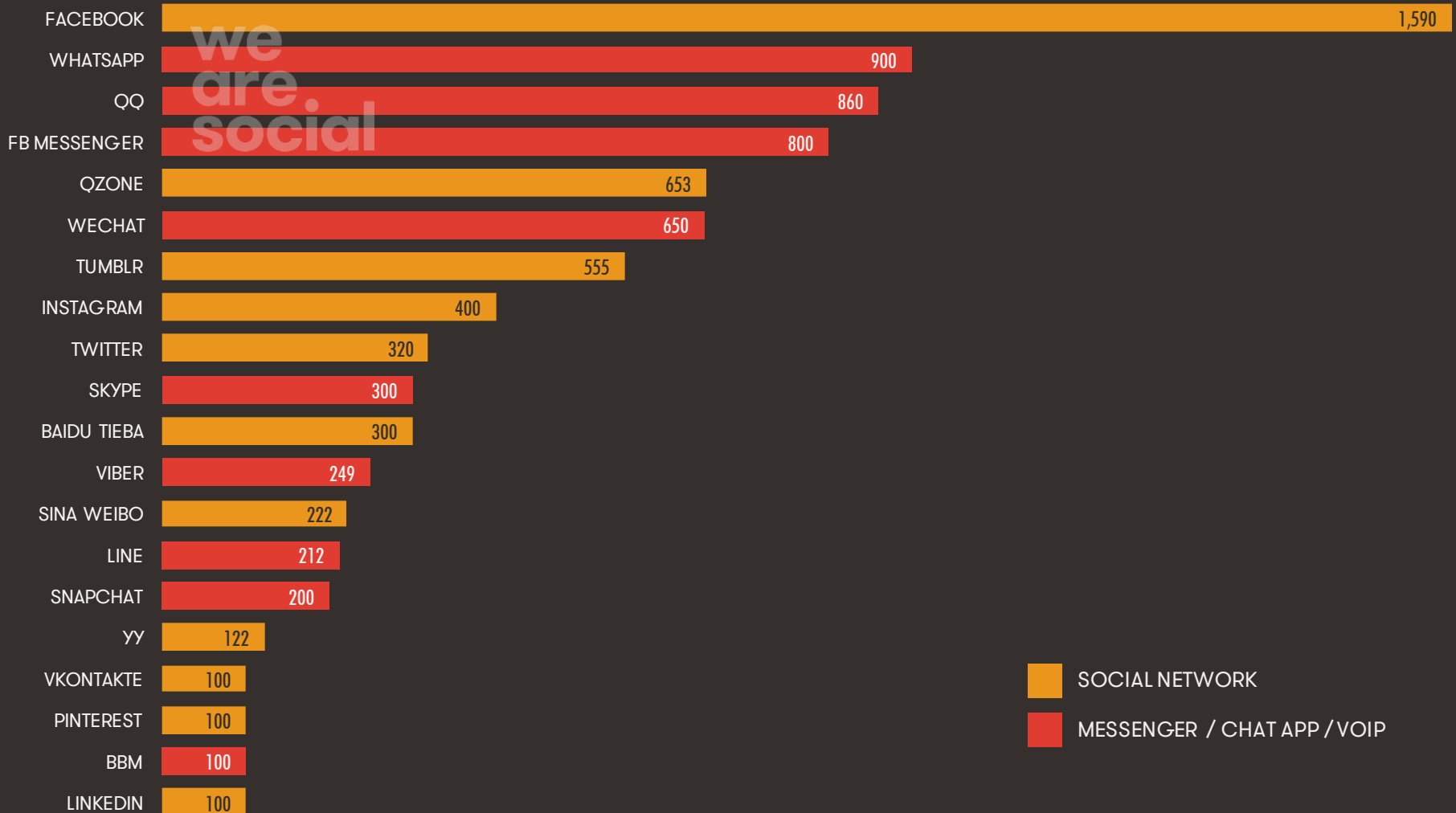
we
are
social

JAN
2016

ACTIVE USERS BY SOCIAL PLATFORM

MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS BY PLATFORM, IN MILLIONS

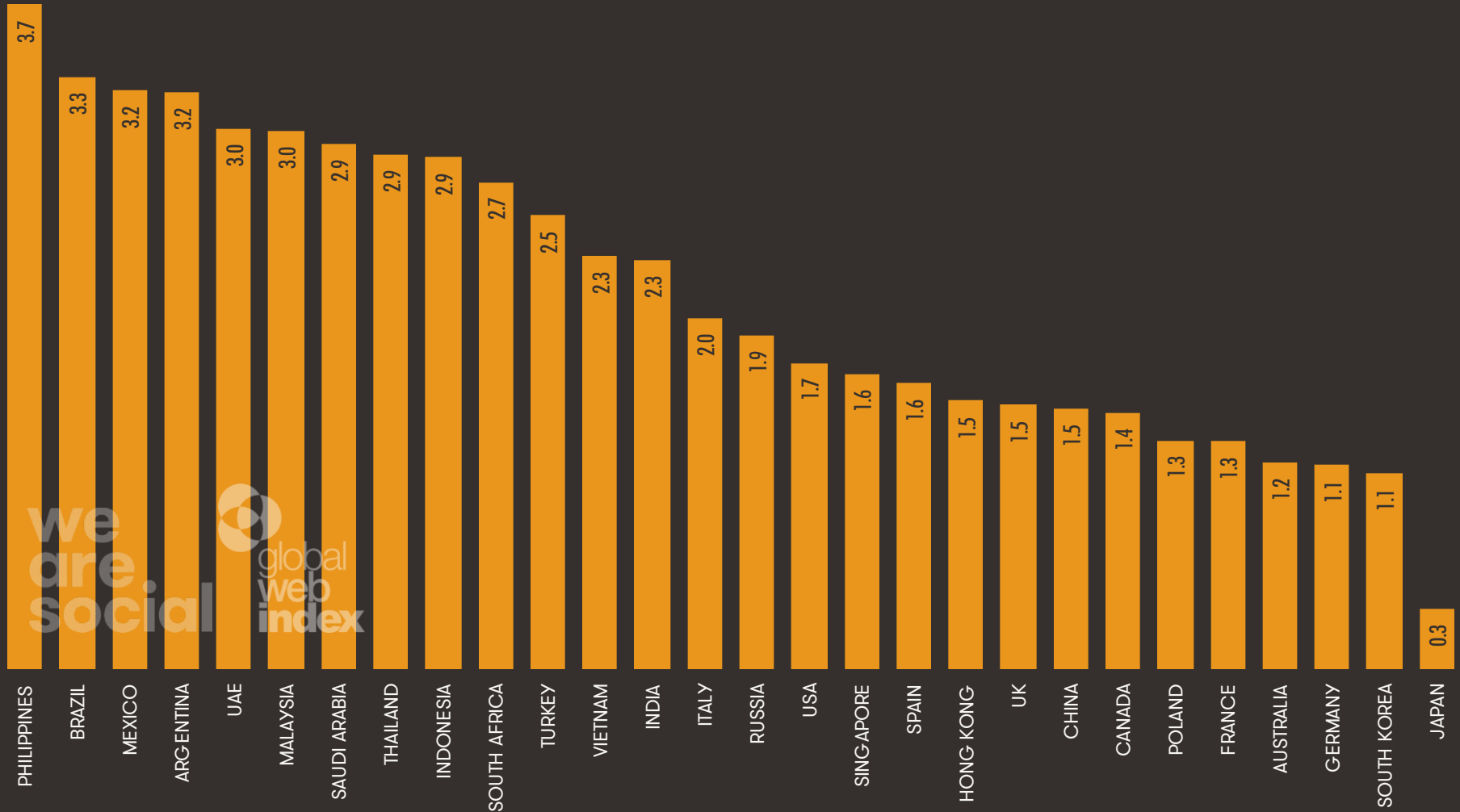
UPDATED



JAN
2016

TIME SPENT ON SOCIAL MEDIA

AVERAGE NUMBER OF HOURS THAT SOCIAL MEDIA USERS SPEND USING SOCIAL MEDIA EACH DAY



**JAN
2016**

FACEBOOK USE BY DEVICE

BASED ON THE GLOBAL NUMBER OF ACTIVE USER ACCOUNTS ACCESSING FACEBOOK VIA EACH DEVICE, IN MILLIONS

ACTIVE ACCOUNTS
ACCESSING VIA DESKTOP
OR LAPTOP COMPUTERS



748M

PERCENTAGE OF TOTAL:
50%

ACTIVE ACCOUNTS
ACCESSING VIA
SMARTPHONES



1,259M

PERCENTAGE OF TOTAL:
83%

ACTIVE ACCOUNTS
ACCESSING VIA
FEATURE PHONES



38M

PERCENTAGE OF TOTAL:
2%

ACTIVE ACCOUNTS
ACCESSING VIA
TABLETS



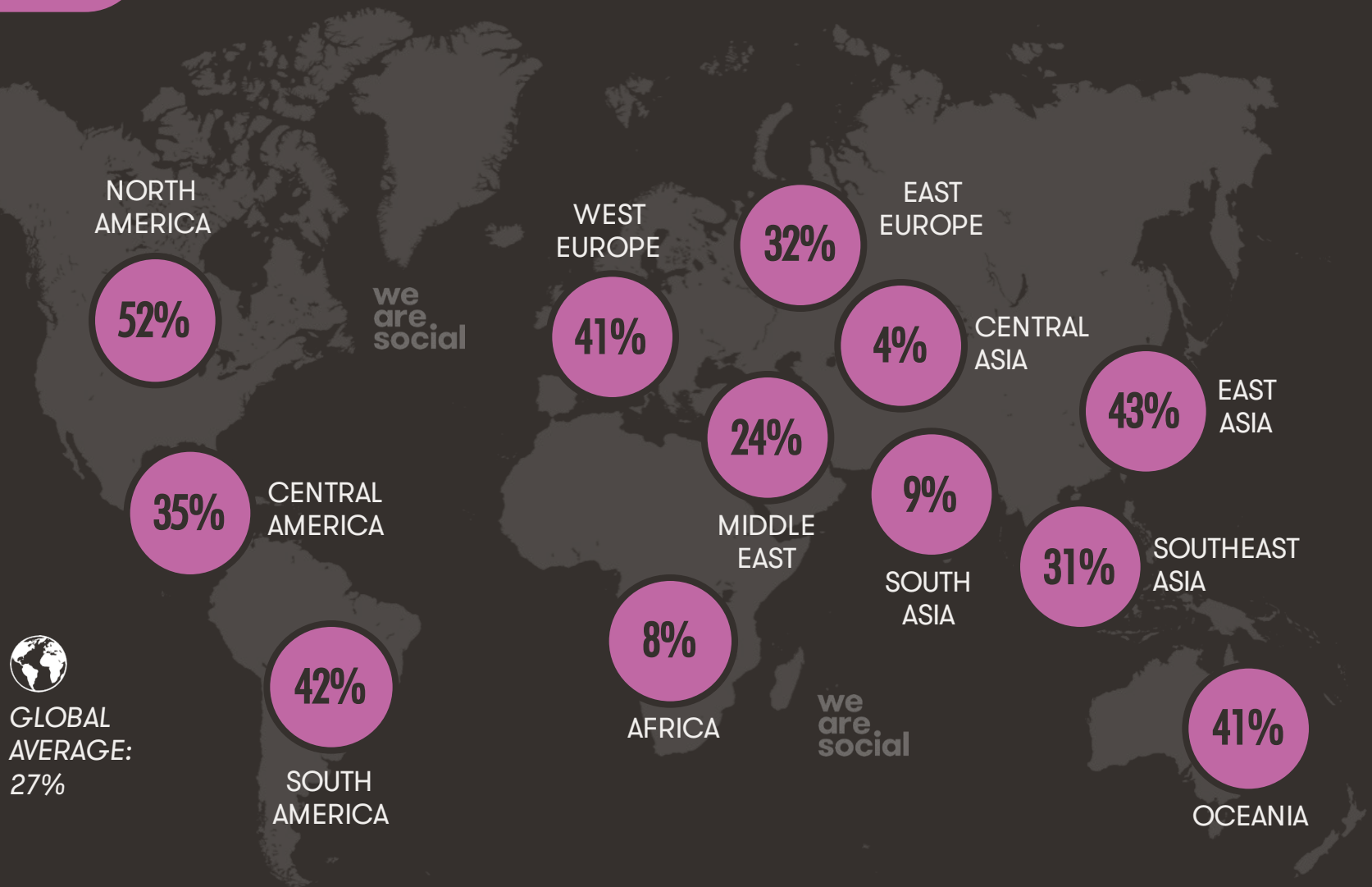
221M

PERCENTAGE OF TOTAL:
15%

JAN
2016

MOBILE SOCIAL USE

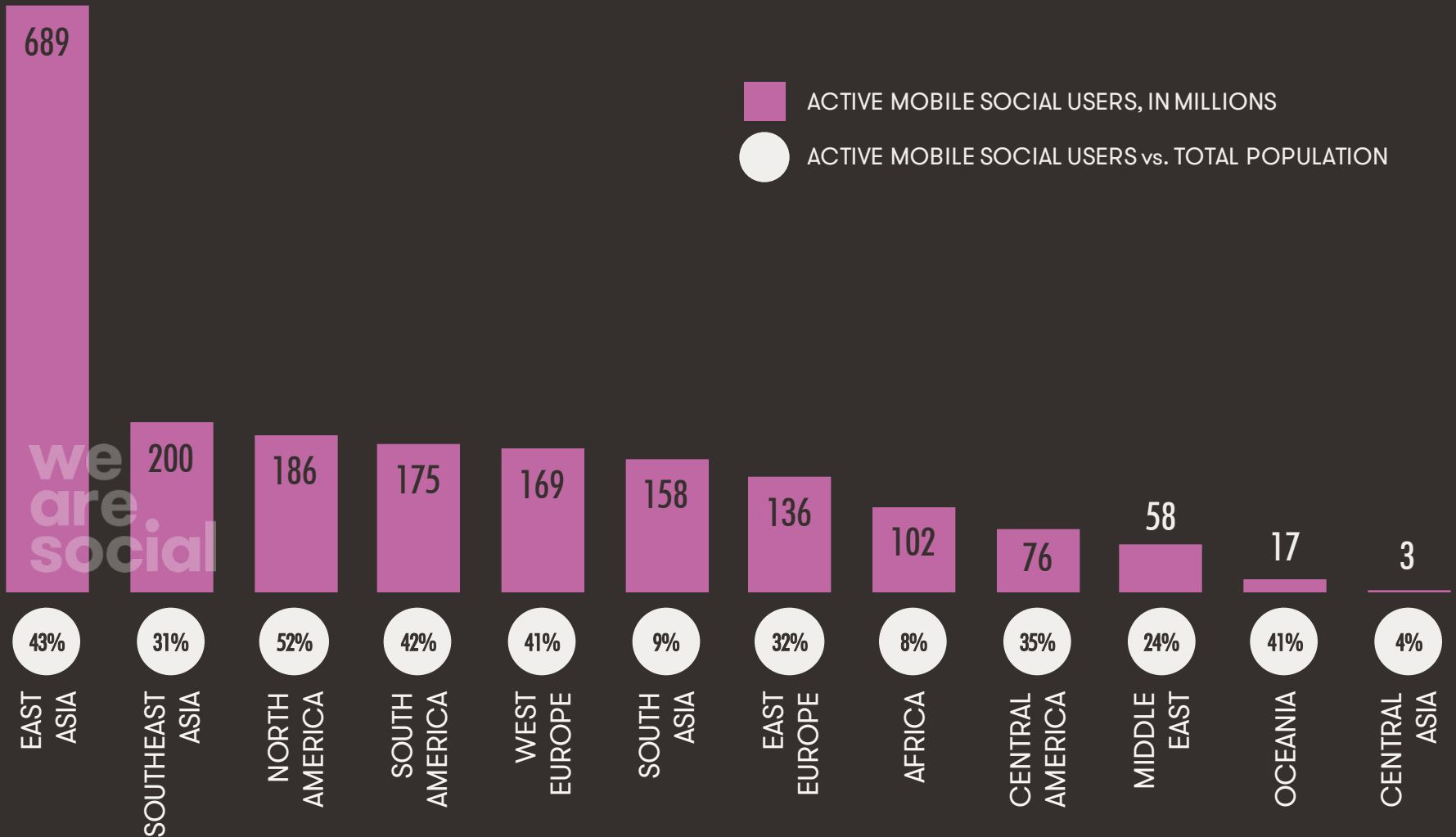
ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY ACCESSING VIA MOBILE, COMPARED TO POPULATION



JAN
2016

MOBILE SOCIAL REGIONAL OVERVIEW

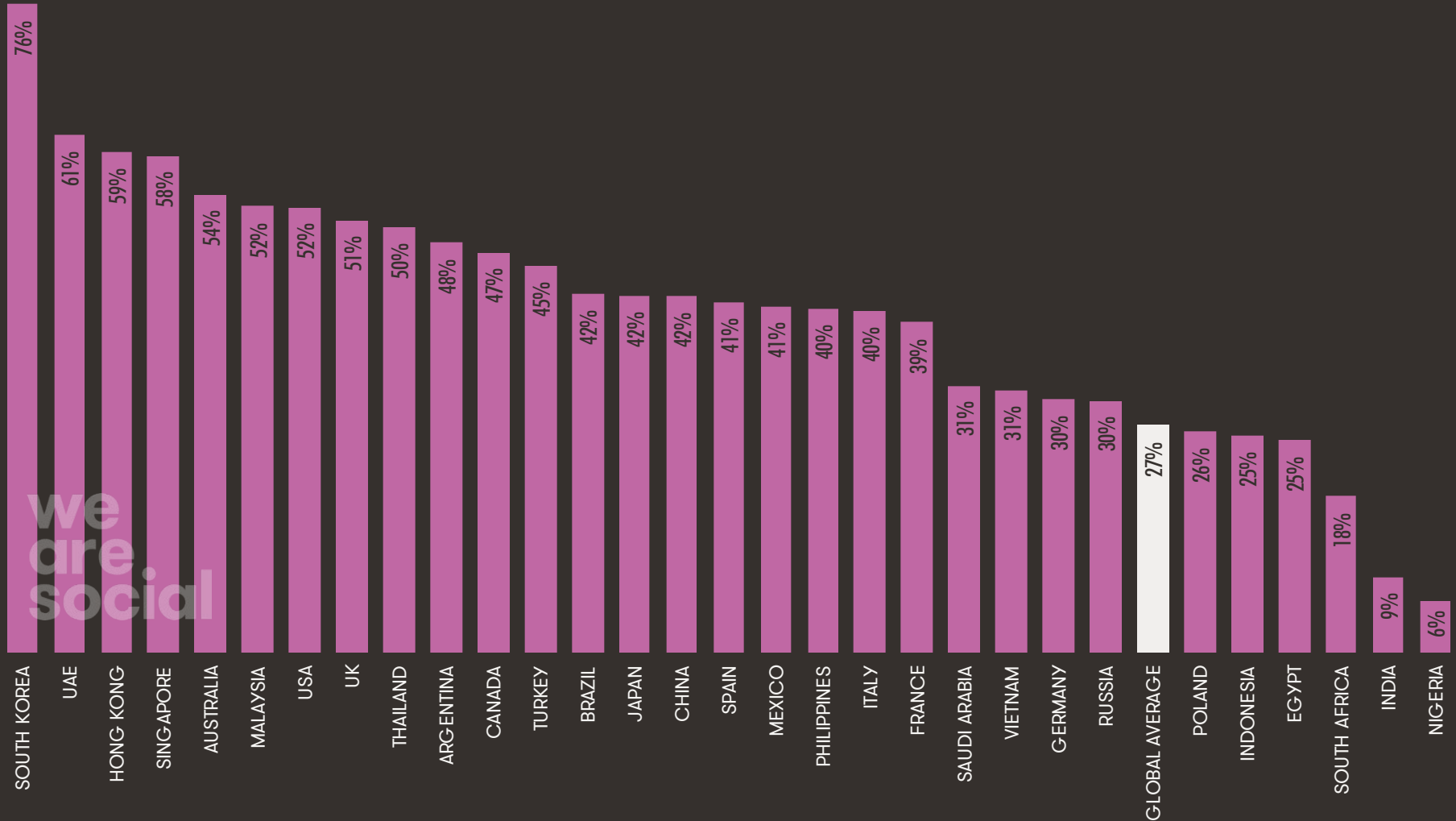
MOBILE-ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY (IN MILLIONS) COMPARED TO POPULATION



JAN
2016

MOBILE SOCIAL USE BY COUNTRY

ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY ACCESSING VIA MOBILE, COMPARED TO POPULATION



**JAN
2016**

MOBILE SOCIAL RANKINGS

BASED ON MOBILE SOCIAL MEDIA USE IN COUNTRIES WITH NATIONAL POPULATIONS OF 50,000 PEOPLE OR MORE

HIGHEST MOBILE SOCIAL MEDIA PENETRATION

#	COUNTRY	%	USERS
01	SOUTH KOREA	76%	38,400,000
02	QATAR	66%	1,500,000
03	TAIWAN	64%	15,000,000
04	ARUBA	62%	70,000
05	UAE	61%	5,600,000
06	ICELAND	60%	200,000
07	HONG KONG	59%	4,300,000
08	GREENLAND	59%	33,000
09	BRUNEI	59%	250,000
10	SINGAPORE	58%	3,300,000

LOWEST MOBILE SOCIAL MEDIA PENETRATION

#	COUNTRY	%	USERS
214	NORTH KOREA	0.02%	4,000
213	TURKMENISTAN	0.2%	8,600
212	ERITREA	0.7%	38,000
211	NIGER	0.8%	160,000
210	CENTRAL AFRICAN REP.	0.8%	42,000
209	TAJIKISTAN	0.9%	74,400
208	SOUTH SUDAN	1.0%	130,000
207	UZBEKISTAN	1.2%	350,000
206	CHAD	1.2%	170,000
205	CONGO (DEM. REP.)	2.0%	1,600,000



GLOBAL MOBILE PHONE USAGE

**JAN
2016**

MOBILE USERS vs. CONNECTIONS

GSMA INTELLIGENCE DATA

UNIQUE
MOBILE USERS
WORLDWIDE



3.8B

MOBILE
CONNECTIONS
WORLDWIDE



7.3B

we
are
social

ERICSSON MOBILITY REPORT DATA

UNIQUE
MOBILE USERS
WORLDWIDE



4.9B

we
are
social

MOBILE
CONNECTIONS
WORLDWIDE



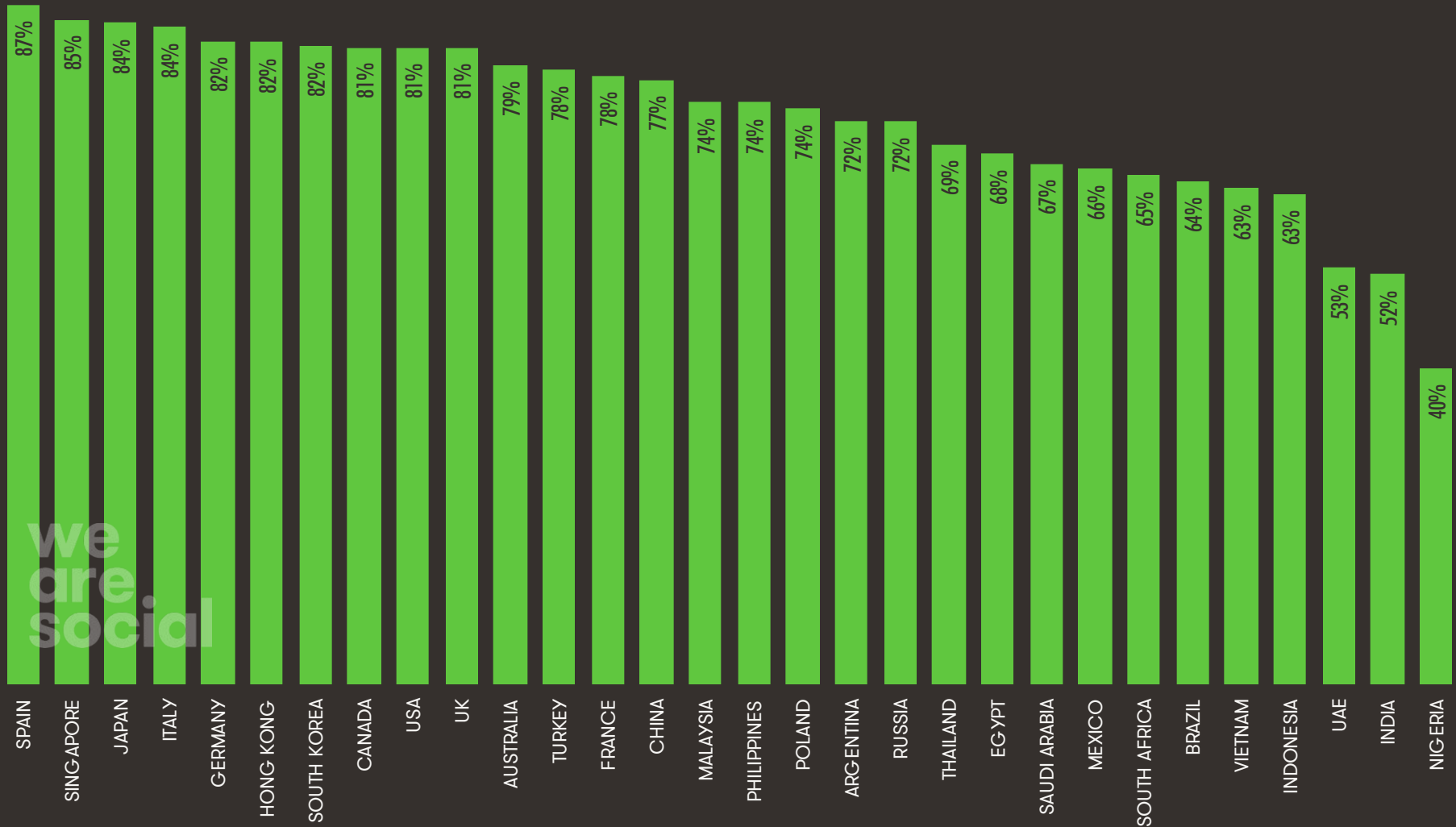
7.4B

we
are
social

JAN
2016

UNIQUE MOBILE USERS BY COUNTRY

MOBILE USERS BY COUNTRY, COMPARED TO NATIONAL POPULATIONS



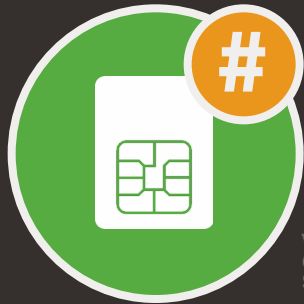
we
are
social

JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



7.32B

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



99%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



76%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



24%

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



47%

JAN
2016

MOBILE CONNECTIONS BY DEVICE

BASED ON THE TOTAL NUMBER OF SMARTPHONE CONNECTIONS AROUND THE WORLD

TOTAL GLOBAL
CONNECTIONS
(ALL DEVICES)



we
are.
social

7.3B

CONNECTIONS
ORIGINATING FROM
SMARTPHONE
DEVICES



we
are.
social

3.4B

SMARTPHONE
CONNECTIONS AS
A PERCENTAGE OF
TOTAL CONNECTIONS



we
are.
social

46%

CONNECTIONS
ORIGINATING FROM
FEATURE-PHONE
DEVICES



we
are.
social

3.7B

FEATURE-PHONE
CONNECTIONS AS
A PERCENTAGE OF
TOTAL CONNECTIONS



51%

JAN
2016

MOBILE CONNECTIONS

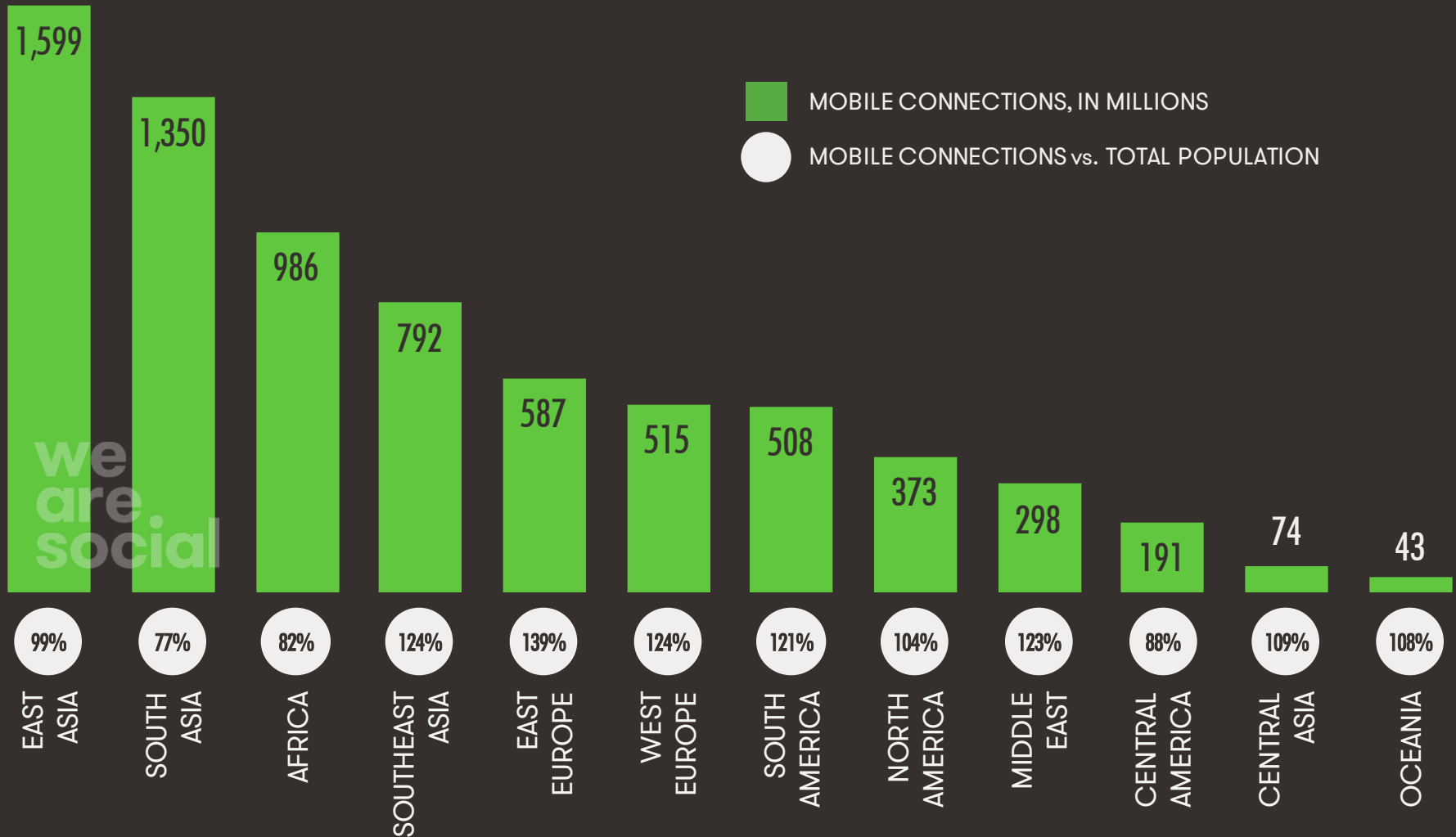
THE NUMBER OF MOBILE CONNECTIONS COMPARED TO POPULATION



JAN
2016

MOBILE REGIONAL OVERVIEW

MOBILE CONNECTIONS (IN MILLIONS), AND MOBILE CONNECTIONS AS A PERCENTAGE OF POPULATION, BY REGION

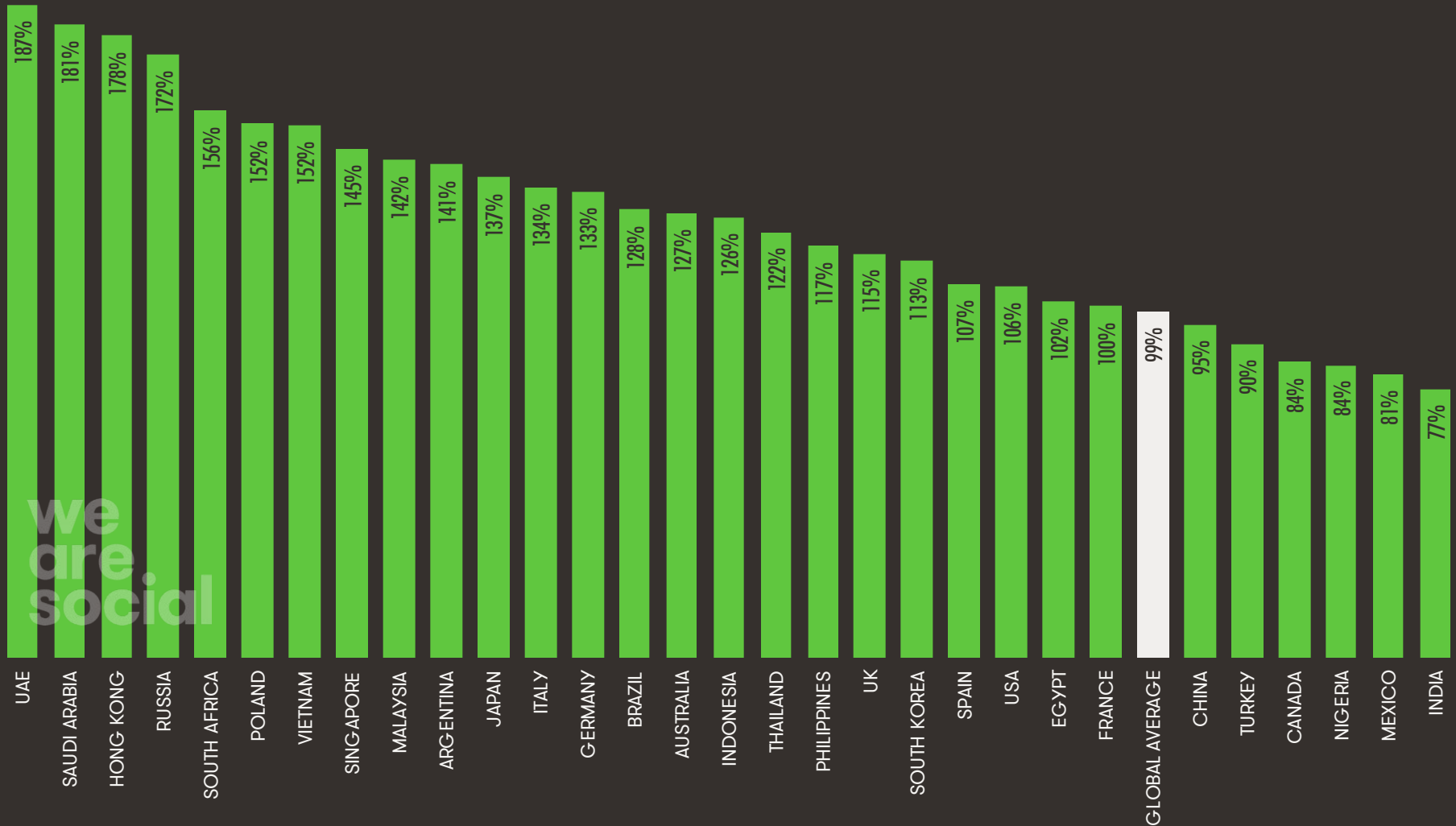


MOBILE CONNECTIONS, IN MILLIONS
MOBILE CONNECTIONS vs. TOTAL POPULATION

JAN
2016

MOBILE CONNECTIONS BY COUNTRY

MOBILE CONNECTIONS BY COUNTRY, COMPARED TO NATIONAL POPULATIONS



**JAN
2016**

MOBILE CONNECTION RANKINGS

BASED ON MOBILE CONNECTIONS IN COUNTRIES WITH NATIONAL POPULATIONS OF 50,000 PEOPLE OR MORE

HIGHEST RATIO OF MOBILE CONNECTIONS TO POPULATION

#	COUNTRY	%	TOTAL
01	MACAU	313%	1,851,238
02	QATAR	209%	4,731,736
03	MALDIVES	198%	724,742
04	KUWAIT	192%	7,586,502
05	ANTIGUA & BARBUDA	189%	176,991
06	FINLAND	188%	10,379,579
07	BAHRAIN	188%	2,609,524
08	UAE	187%	17,192,339
09	USA	182%	193,732
10	SAINT KITTS & NEVIS	181%	101,229

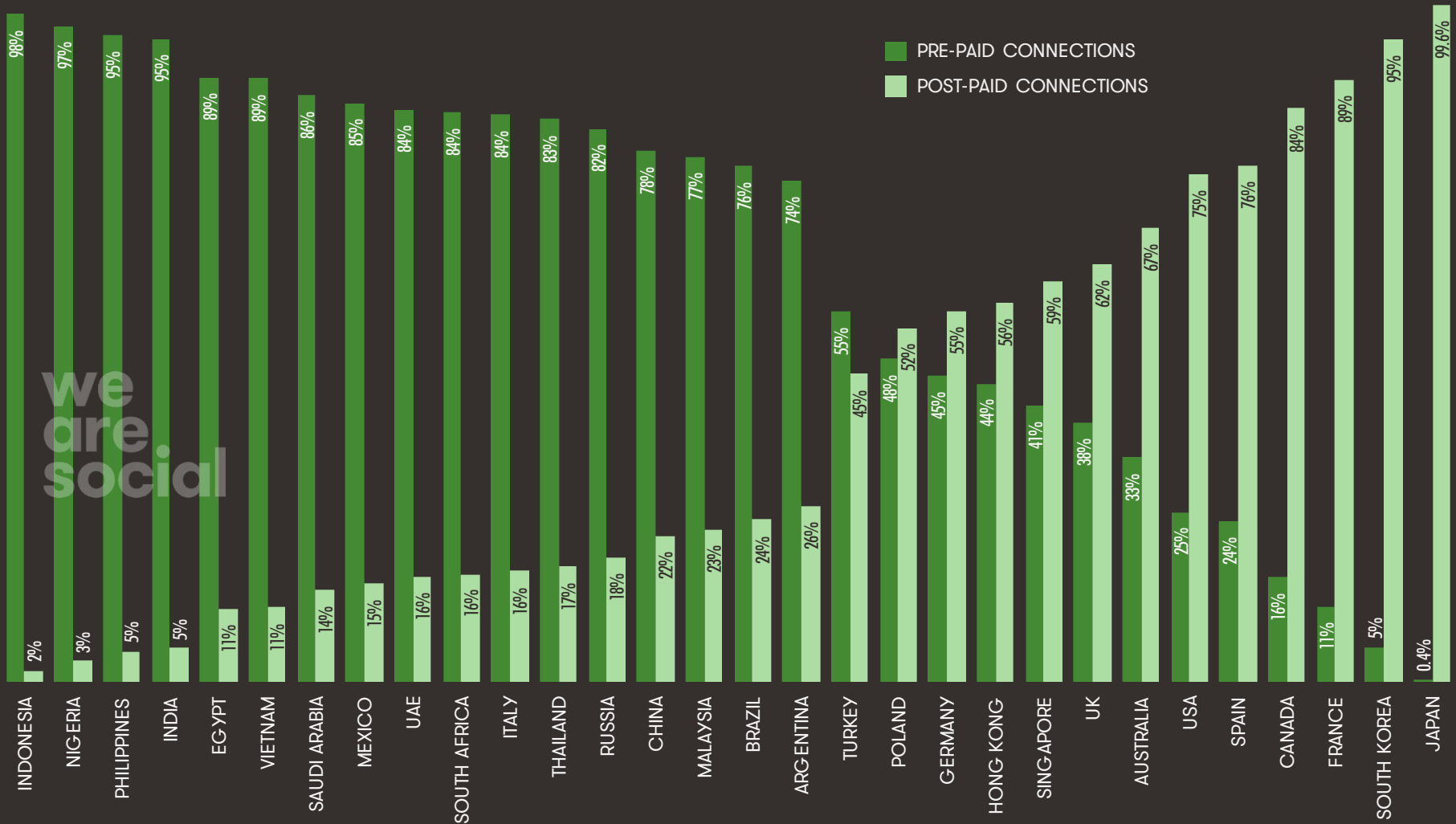
LOWEST RATIO OF MOBILE CONNECTIONS TO POPULATION

#	COUNTRY	%	TOTAL
214	MICRONESIA	4%	18,516
213	ERITREA	9%	499,769
212	NORTH KOREA	13%	3,310,941
211	KIRIBATI	20%	22,718
210	MADAGASCAR	31%	7,685,207
209	CUBA	33%	3,715,294
208	SOUTH SUDAN	33%	4,141,365
207	NIGER	35%	7,117,396
206	MALAWI	38%	6,558,496
205	CENTRAL AFRICAN REP.	38%	1,859,541

JAN
2016

PRE-PAY vs POST-PAY CONNECTIONS

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PAID IN ADVANCE vs. PAID AT THE END OF A CONTRACTUAL PERIOD

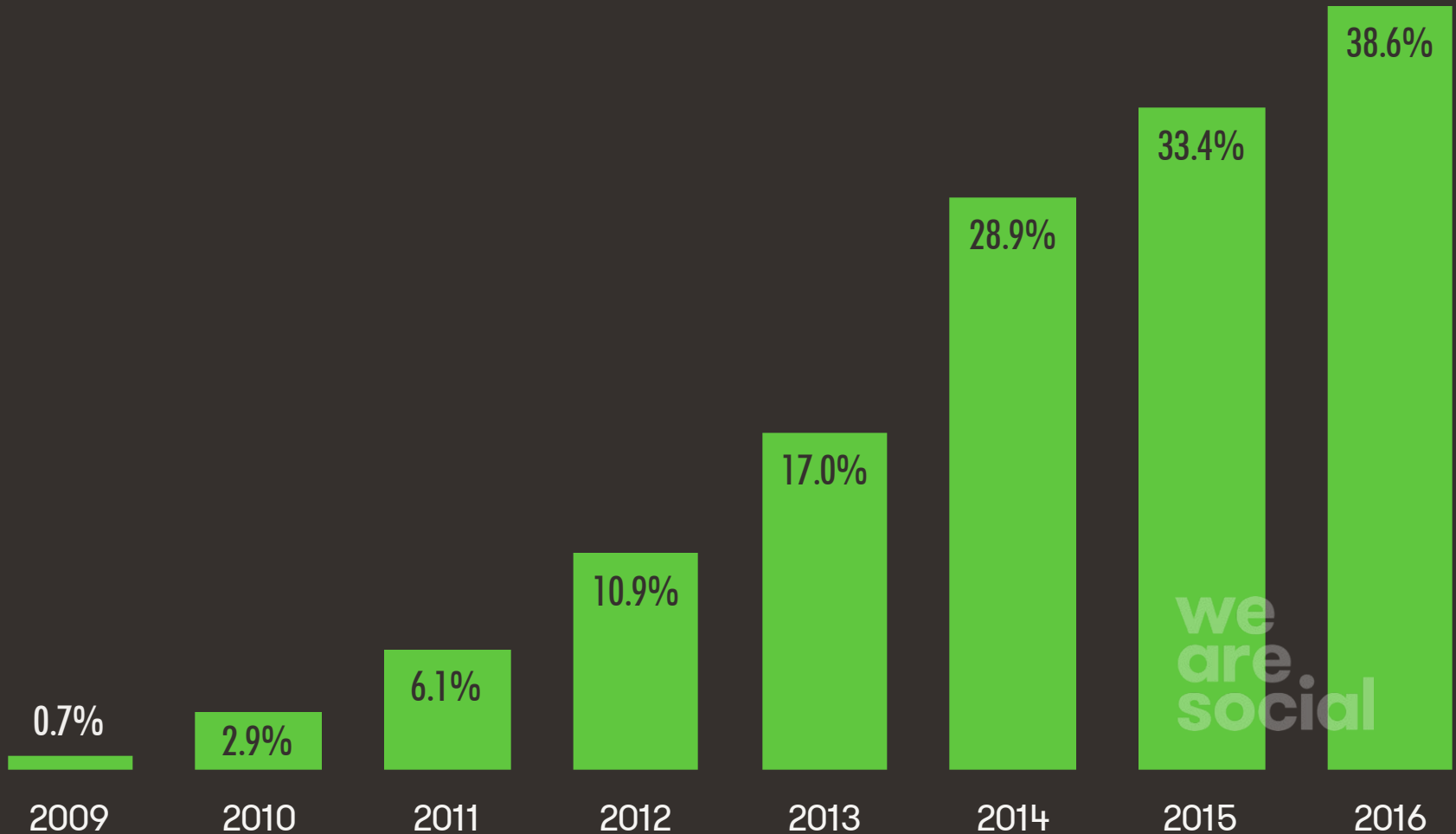


we
are
social

**JAN
2016**

MOBILE'S SHARE OF WEB TRAFFIC

PERCENTAGE OF ALL GLOBAL WEB PAGES SERVED TO MOBILE PHONES IN JANUARY OF EACH YEAR



we
are
social

JAN
2016

PLATFORMS' SHARE OF MOBILE WEB

BASED ON EACH PLATFORM'S SHARE OF TOTAL GLOBAL MOBILE WEB PAGE REQUESTS

PERCENTAGE OF GLOBAL
MOBILE WEB PAGE REQUESTS
ORIGINATING FROM
APPLE IOS DEVICES



19%

PERCENTAGE OF GLOBAL
MOBILE WEB PAGE REQUESTS
ORIGINATING FROM
ANDROID WEBKIT DEVICES



66%

PERCENTAGE OF GLOBAL
MOBILE WEB PAGE REQUESTS
ORIGINATING FROM OTHER
MOBILE OPERATING SYSTEMS



15%

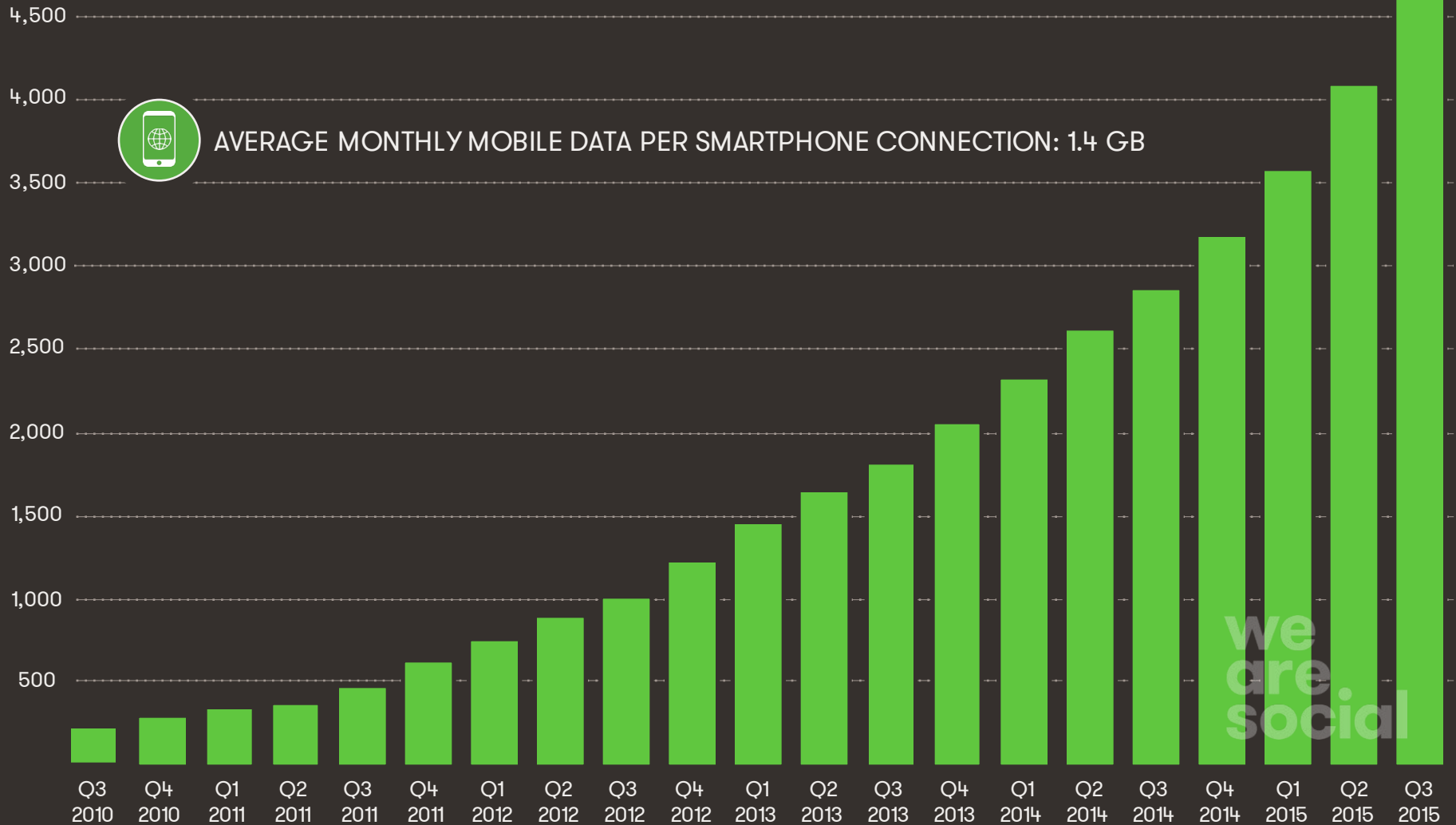
we
are
social

we
are
social

JAN
2016

GLOBAL MOBILE DATA GROWTH

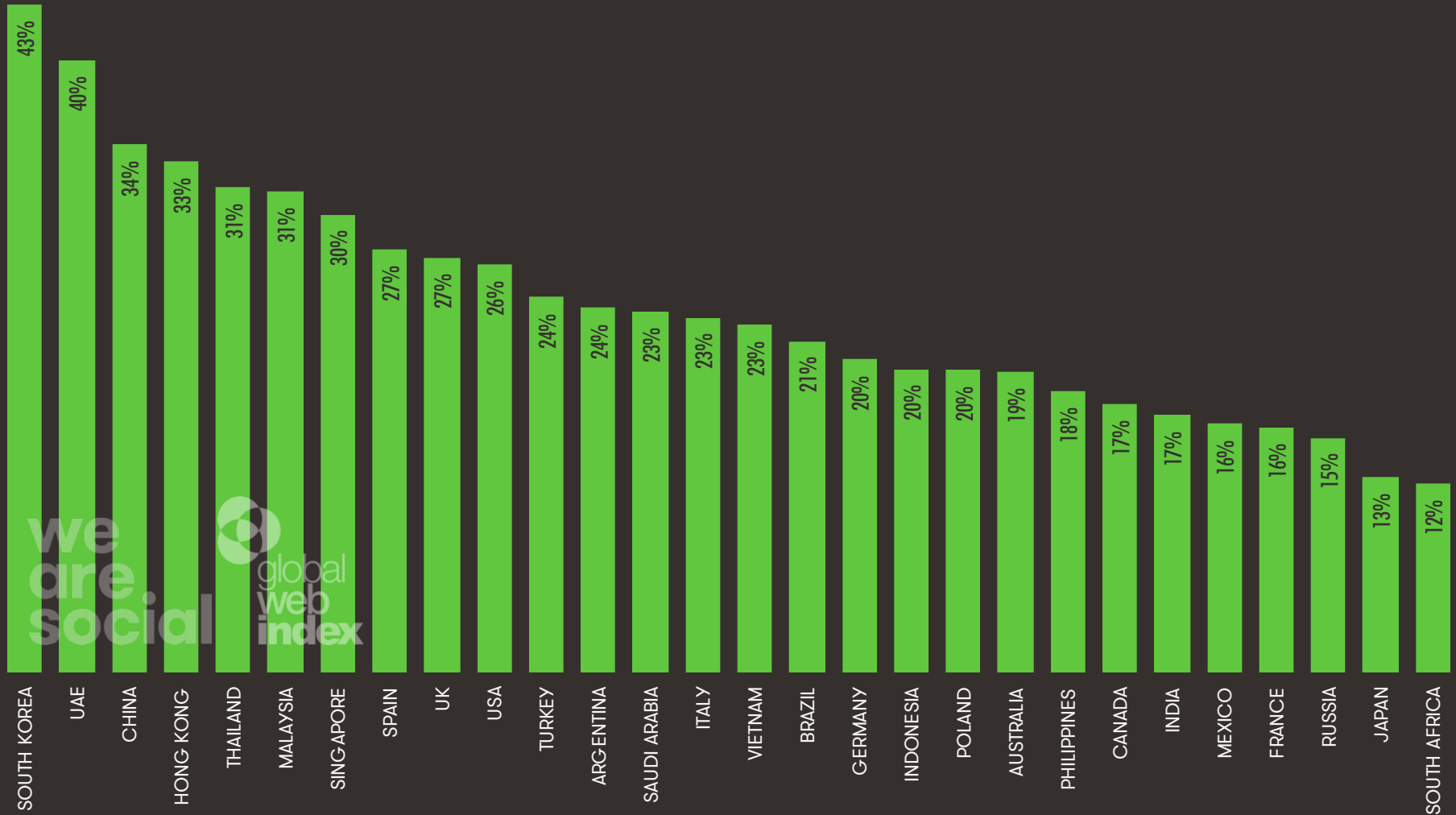
TOTAL MONTHLY GLOBAL MOBILE DATA TRAFFIC (UPLOAD & DOWNLOAD), IN PETABYTES (MILLIONS OF GIGABYTES)



JAN
2016

ACTIVE M-COMMERCE SHOPPERS

PERCENTAGE OF THE POPULATION WHO BOUGHT SOMETHING ONLINE VIA A PHONE IN THE PAST MONTH [SURVEY-BASED]



we
are
social
global
web
index

JAN
2016

BROADBAND MOBILE CONNECTIONS

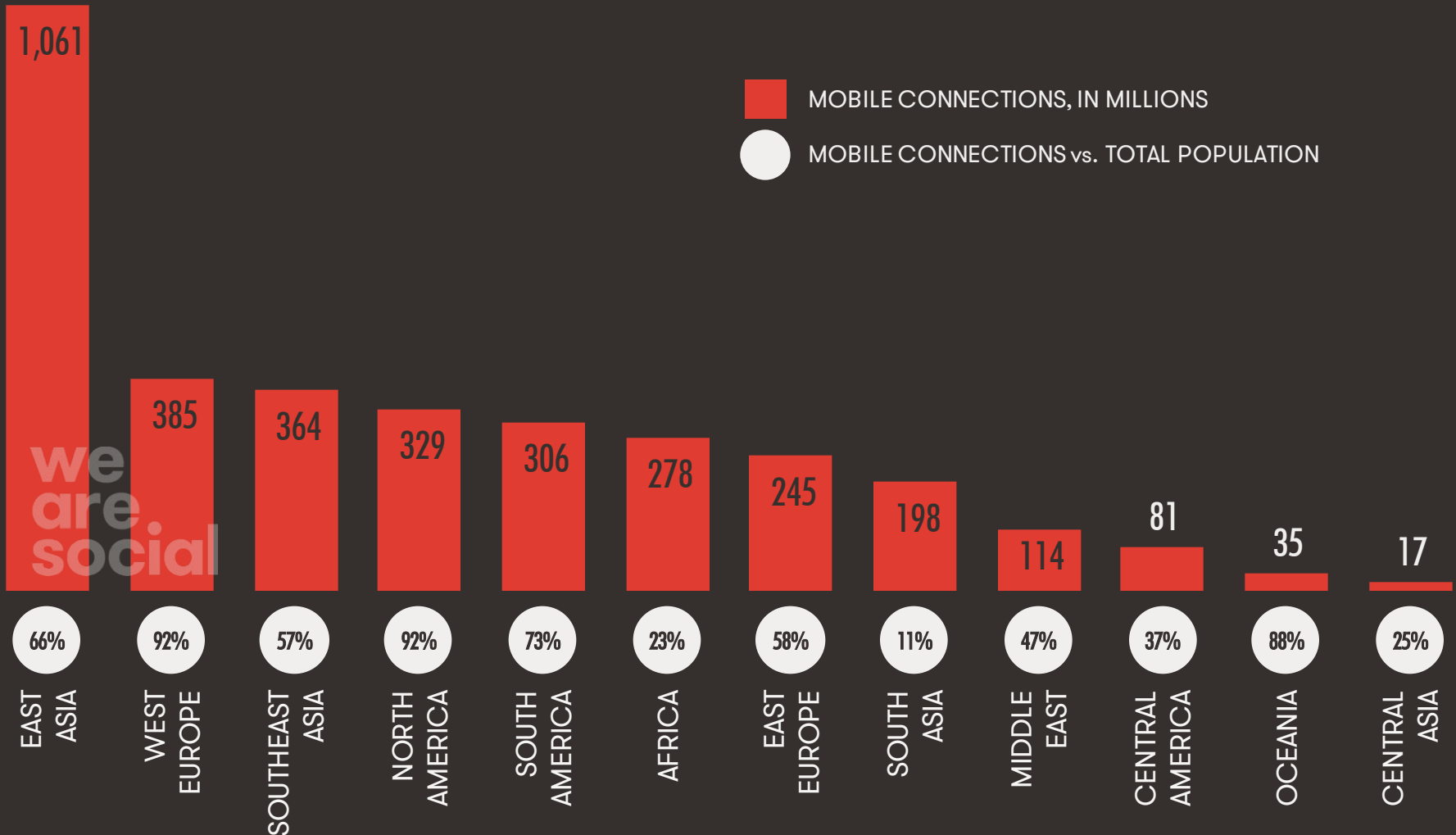
THE NUMBER OF BROADBAND MOBILE CONNECTIONS COMPARED TO POPULATION



JAN
2016

MOBILE BROADBAND BY REGION

MOBILE BROADBAND CONNECTIONS (IN MILLIONS), AND AS A PERCENTAGE OF POPULATION, BY REGION

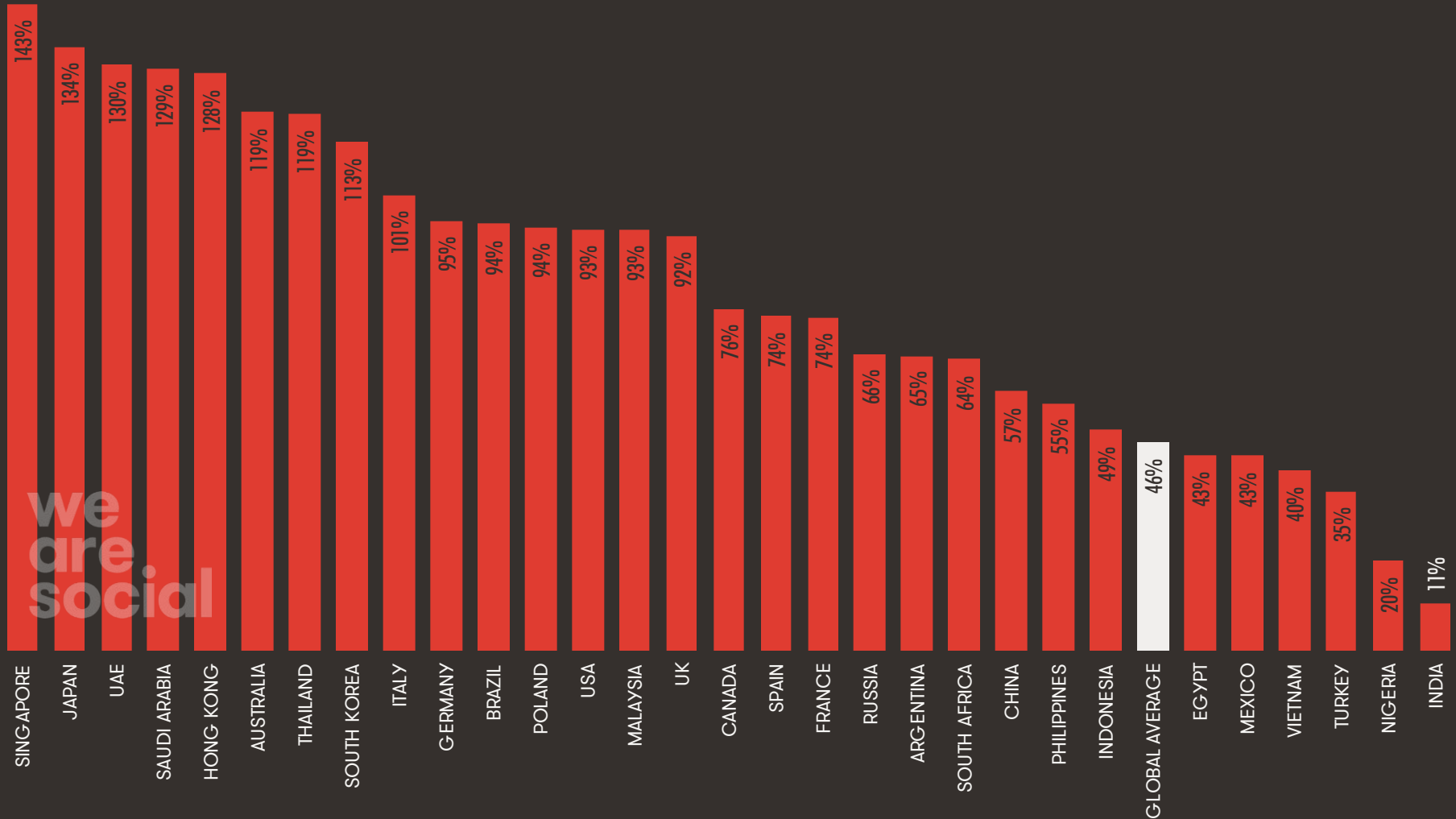


MOBILE CONNECTIONS, IN MILLIONS
MOBILE CONNECTIONS vs. TOTAL POPULATION

JAN
2016

MOBILE BROADBAND CONNECTIONS

ACTIVE 3G & 4G MOBILE CONNECTIONS, COMPARED TO THE TOTAL POPULATION



**JAN
2016**

MOBILE BROADBAND RANKINGS

BASED ON MOBILE BROADBAND CONNECTIONS IN COUNTRIES WITH NATIONAL POPULATIONS OF 50,000 PEOPLE OR MORE

HIGHEST RATIO OF 3G & 4G MOBILE CONNECTIONS TO POPULATION

#	COUNTRY	%	TOTAL
01	MACAU	308%	1,823,284
02	KUWAIT	156%	6,167,826
03	QATAR	146%	3,308,903
04	FINLAND	146%	8,041,060
05	SINGAPORE	143%	8,094,257
06	SWEDEN	138%	13,551,222
07	DENMARK	134%	7,622,808
08	JAPAN	134%	169,132,489
09	AUSTRIA	133%	11,371,331
10	UAE	130%	11,957,272

LOWEST RATIO OF 3G & 4G MOBILE CONNECTIONS TO POPULATION

#	COUNTRY	%	TOTAL
214	CENTRAL AFRICAN REP.	1%	31,798
213	GUINEA-BISSAU	1%	16,540
212	NIGER	1%	180,070
211	TONGA	1%	1,033
210	CHAD	2%	237,064
209	KIRIBATI	2%	1,886
208	SOMALIA	2%	184,464
207	BURUNDI	2%	203,701
206	TIMOR-LESTE	2%	28,684
205	GABON	4%	71,419



COUNTRY SNAPSHOTS



ARGENTINA

**JAN
2016**

DIGITAL IN ARGENTINA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

**43.6
MILLION**

URBANISATION: 92%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**34.8
MILLION**

PENETRATION: 80%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

**27.0
MILLION**

PENETRATION: 62%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

**61.4
MILLION**

vs POPULATION: 141%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

**21.0
MILLION**

PENETRATION: 48%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+8%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+4%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

-1%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+5%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

86%

SMART
PHONE



Google

51%

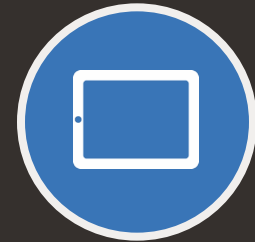
LAPTOP OR
DESKTOP COMPUTER



we
are
social

50%

TABLET
DEVICE



7%

TV STREAMING
DEVICE



Google

2%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

[N/A]

WEARABLE
TECH DEVICE



[N/A]

**JAN
2016**

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

4H 44M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

3H 30M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

3H 13M

AVERAGE DAILY
TELEVISION
VIEWING TIME



2H 43M

JAN
2016

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

34.8M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

80%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



global
web
index

28.0M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



64%

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

34.79M

INTERNET USERS:
ITU DATA



we
are
social

28.23M

INTERNET USERS:
CIA DATA



25.70M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



81%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



15%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



4%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



<1%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



66%

YEAR-ON-YEAR:
-12%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



31%

YEAR-ON-YEAR:
+41%

SHARE OF WEB
PAGE VIEWS:
TABLETS



3%

YEAR-ON-YEAR:
-12%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.03%

YEAR-ON-YEAR:
+50%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

27.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

62%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

21.0M

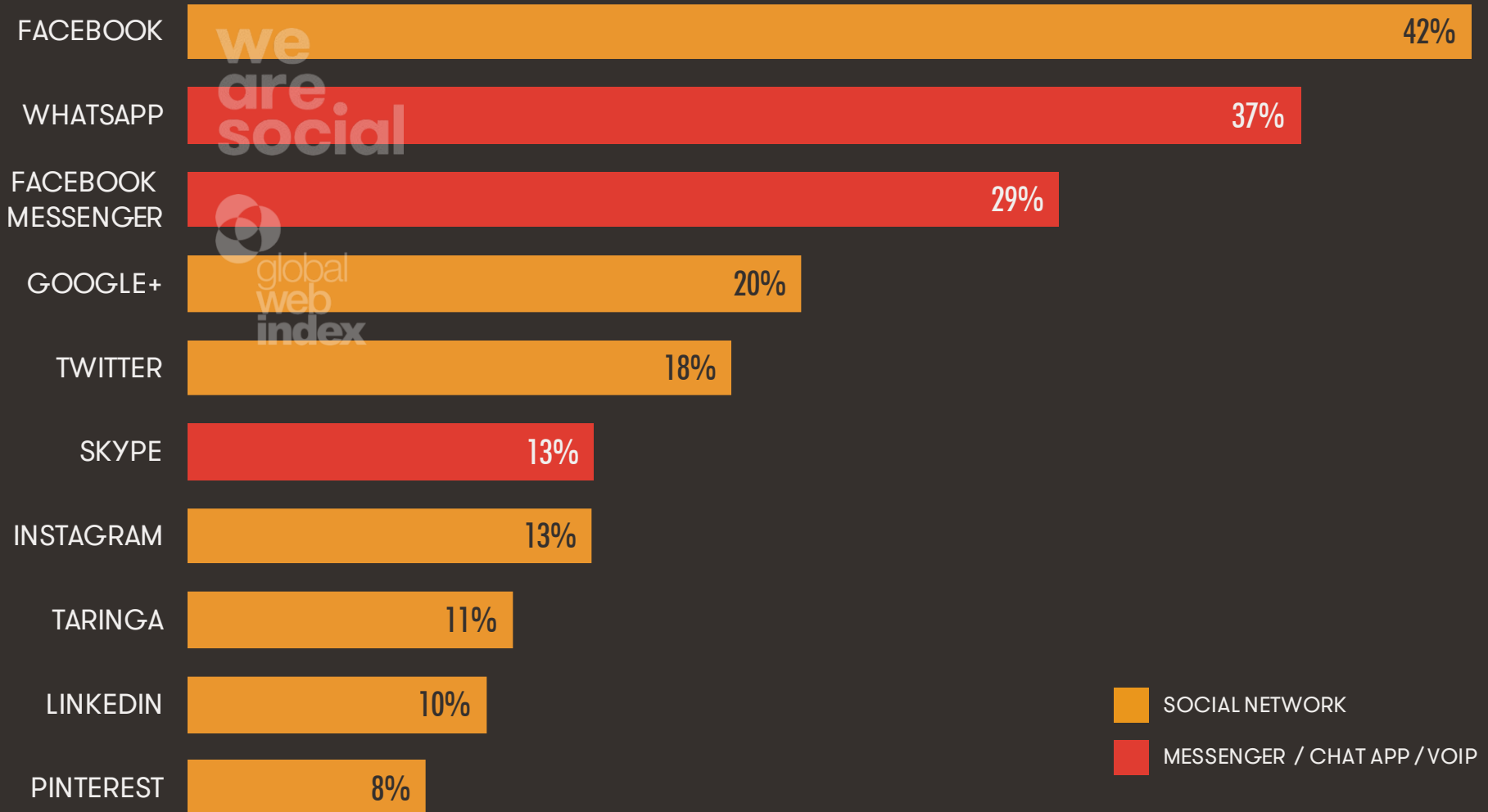
ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

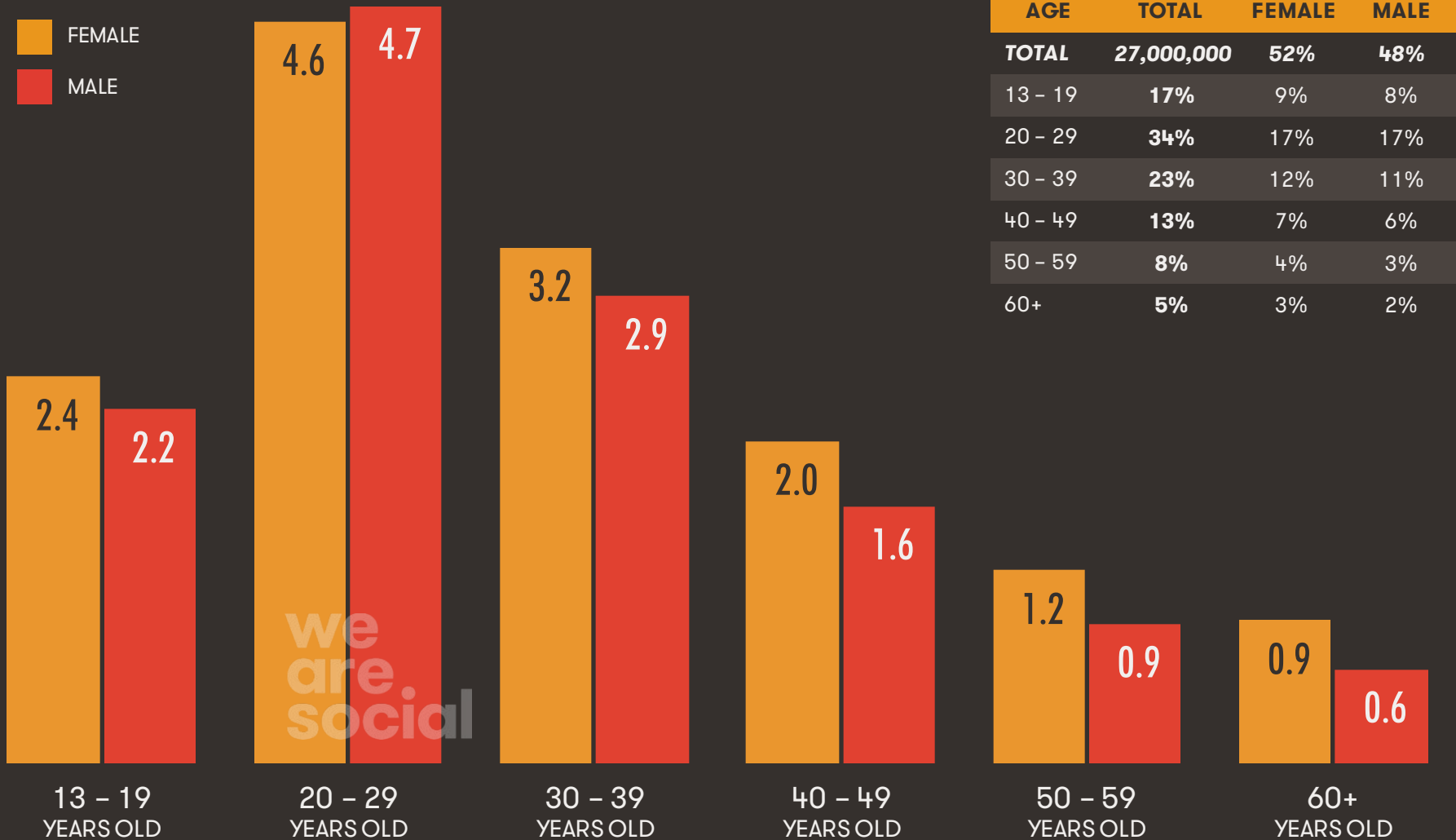
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & CONNECTIONS

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

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



31.4M

72%

61.4M

141%

1.96

JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



61.4M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



141%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



74%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



26%

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



46%

we
are
social

GSMA

we
are
social

GSMA

JAN
2016

MOBILE ACTIVITIES



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

PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

55%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

40%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

27%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

25%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



42%

JAN
2016

E-COMMERCE BY DEVICE



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

PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



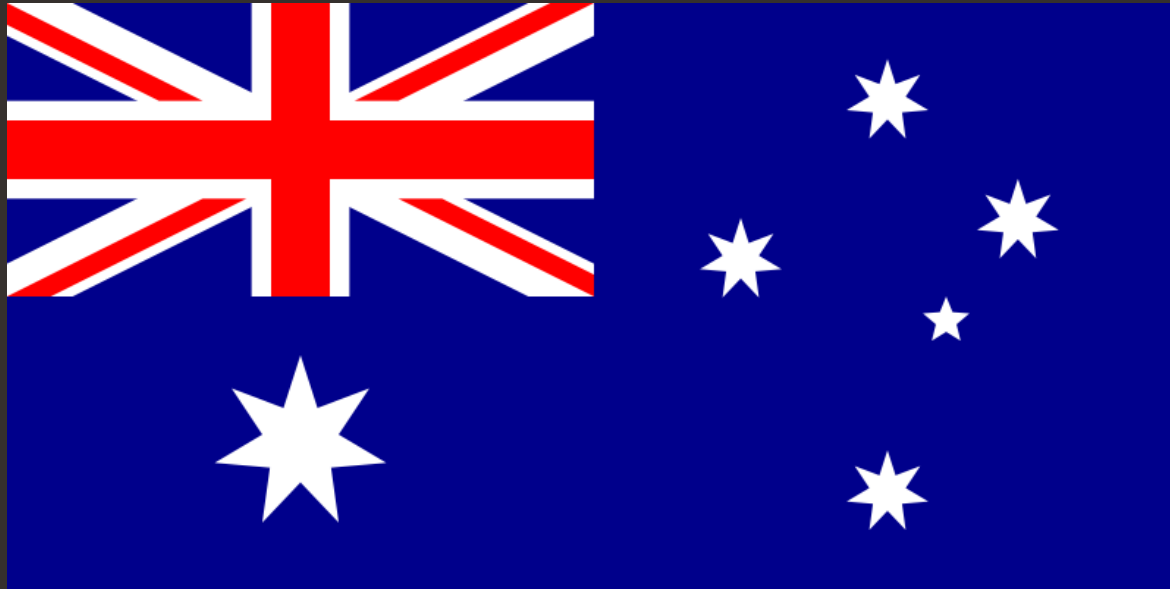
53%

71%

57%

50%

24%



AUSTRALIA

JAN
2016

DIGITAL IN AUSTRALIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

24.1
MILLION

URBANISATION: 90%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

21.2
MILLION

PENETRATION: 88%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

14.0
MILLION

PENETRATION: 58%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

30.6
MILLION

vs POPULATION: 127%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

13.0
MILLION

PENETRATION: 54%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+2%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+3%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+2%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+8%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

91%

SMART
PHONE



Google

77%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

80%

TABLET
DEVICE



41%

TV STREAMING
DEVICE



Google

20%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

7%

WEARABLE
TECH DEVICE



4%

**JAN
2016**

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

3H 38M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

1H 06M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

1H 09M

AVERAGE DAILY
TELEVISION
VIEWING TIME



2H 36M

**JAN
2016**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

21.2M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

88%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



global
web
index

12.9M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



54%

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

21.18M

INTERNET USERS:
ITU DATA



we
are
social

20.41M

INTERNET USERS:
CIA DATA



20.20M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



87%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



11%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



2%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



<1%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

62%

YEAR-ON-YEAR:
+1%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



Stat
Counter

27%

YEAR-ON-YEAR:
+1%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

11%

YEAR-ON-YEAR:
-9%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.1%

YEAR-ON-YEAR:
+25%

**JAN
2016**

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

14.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

58%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

13.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



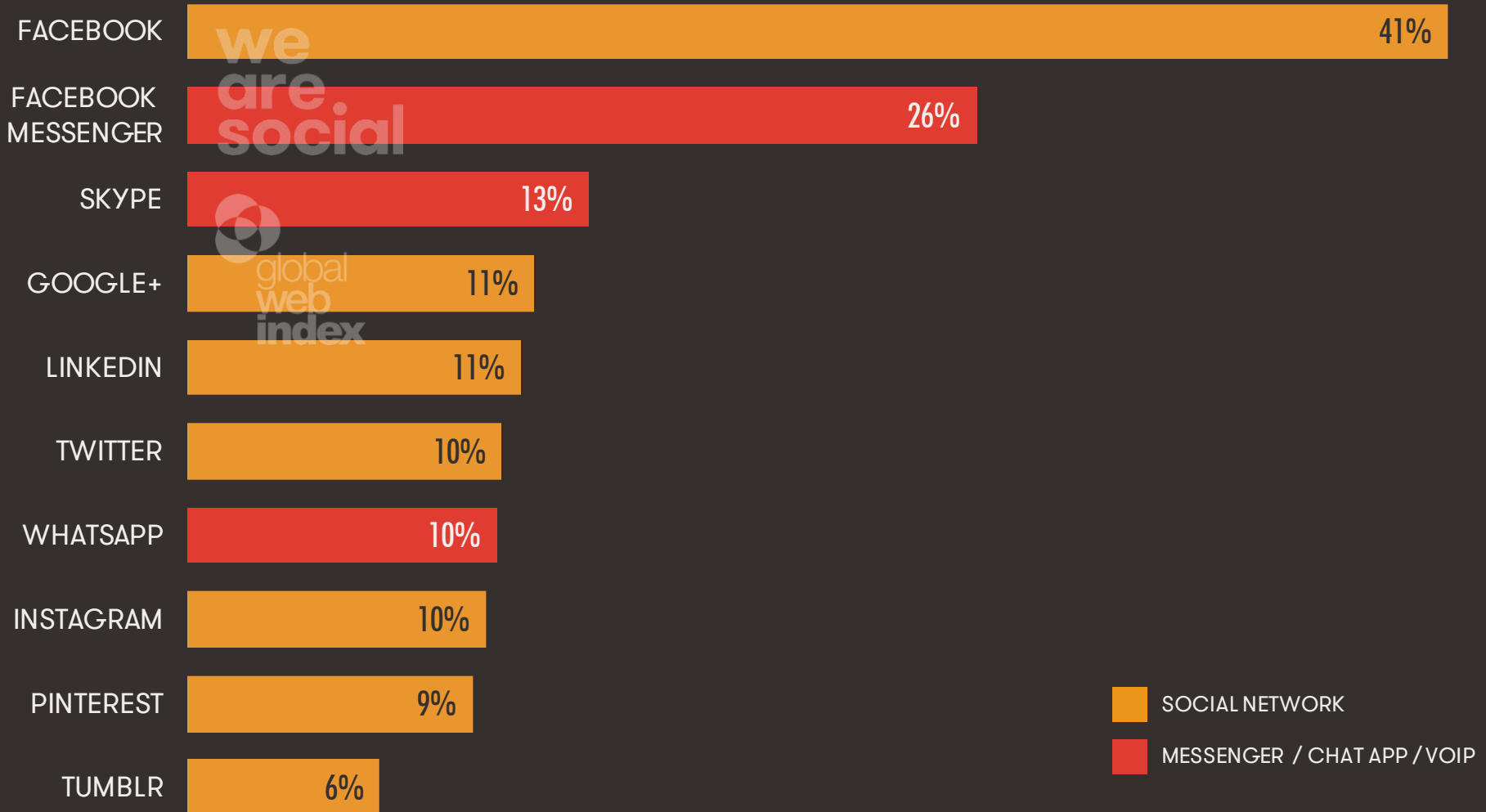
we
are
social

54%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

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



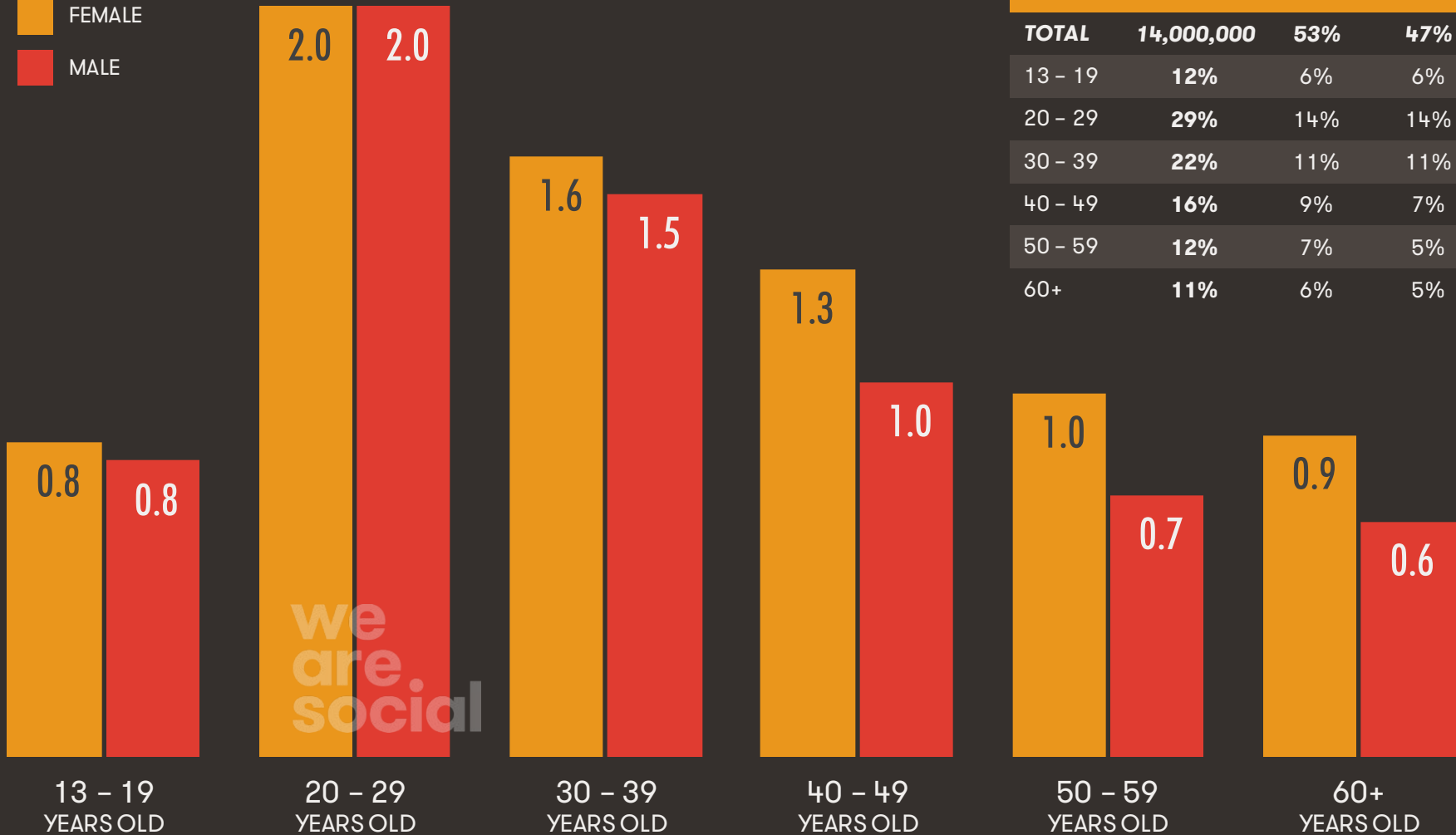
JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



■ FEMALE
■ MALE



JAN
2016

MOBILE USERS & CONNECTIONS



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

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



19.1M

79%

30.6M

127%

1.60

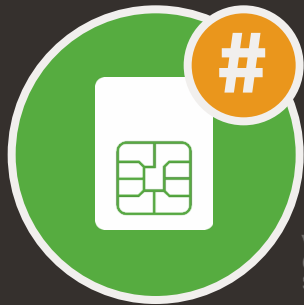
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are
social

30.6M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social
GSMA

127%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are
social

33%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are
social
GSMA

67%

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



94%

JAN
2016

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

34%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

25%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

20%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

32%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



34%

JAN
2016

E-COMMERCE BY DEVICE



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

PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



we
are
social



global
web
index



we
are
social



global
web
index



62%

70%

51%

57%

19%



BRAZIL

JAN
2016

DIGITAL IN BRAZIL

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

208.7
MILLION

URBANISATION: 86%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

120.2
MILLION

PENETRATION: 58%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

103.0
MILLION

PENETRATION: 49%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

267.1
MILLION

vs POPULATION: 128%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

88.0
MILLION

PENETRATION: 42%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+13%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+7%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

-2%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+13%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

91%

SMART
PHONE



Google

53%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

36%

TABLET
DEVICE



13%

TV STREAMING
DEVICE



Google

6%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

[N/A]

WEARABLE
TECH DEVICE



1%

**JAN
2016**

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

5H 14M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

3H 56M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

3H 18M

AVERAGE DAILY
TELEVISION
VIEWING TIME



2H 42M

**JAN
2016**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

120.2M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

58%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



global
web
index

93.2M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



45%

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

117.7M

INTERNET USERS:
ITU DATA



we
are
social

120.2M

INTERNET USERS:
CIA DATA



JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



78%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



14%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



6%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



2%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



72%

YEAR-ON-YEAR:
+1%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



26%

YEAR-ON-YEAR:
+3%

SHARE OF WEB
PAGE VIEWS:
TABLETS



2%

YEAR-ON-YEAR:
-35%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.05%

YEAR-ON-YEAR:
+25%

**JAN
2016**

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

103.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

49%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

88.0M

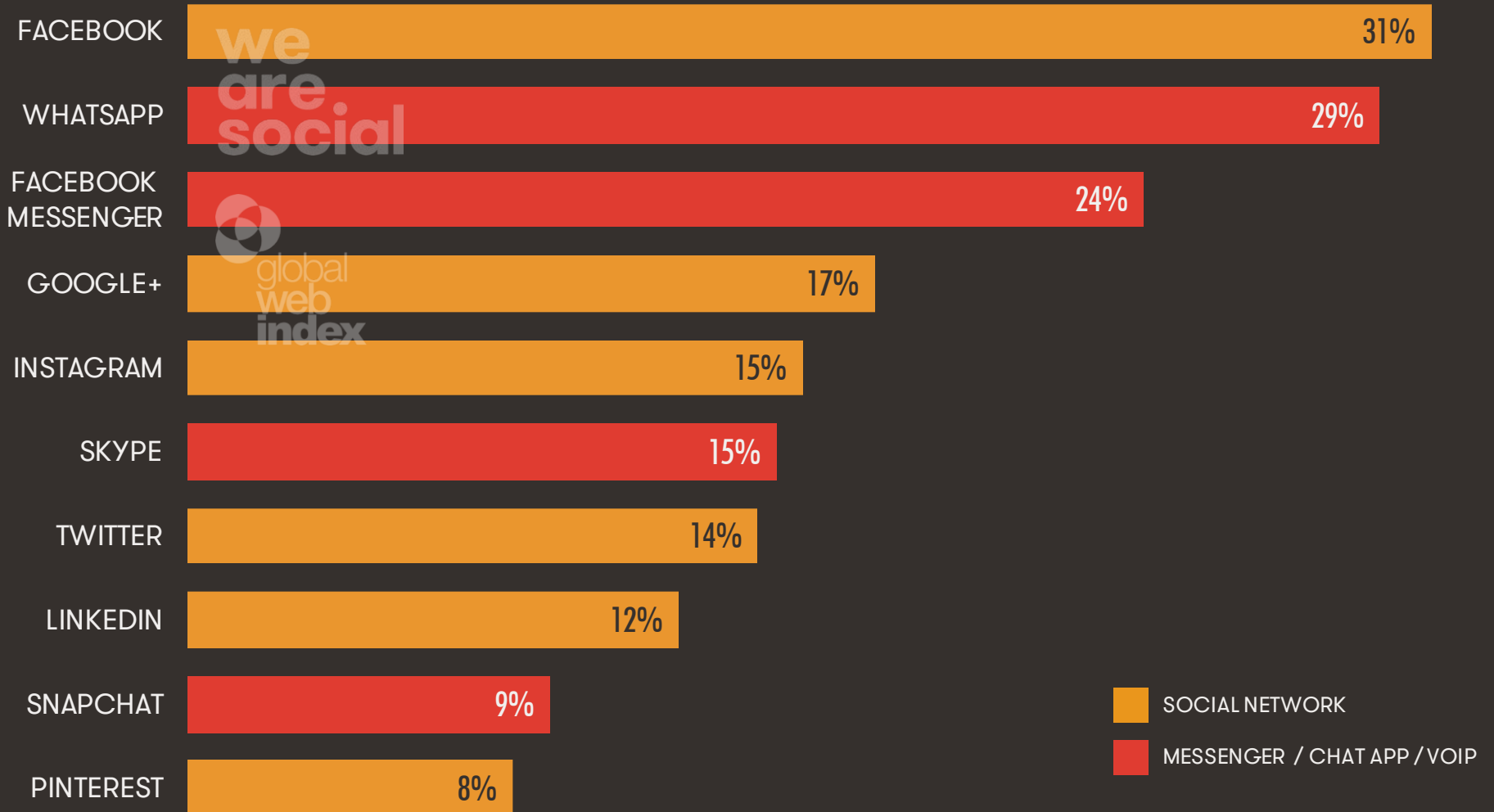
ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

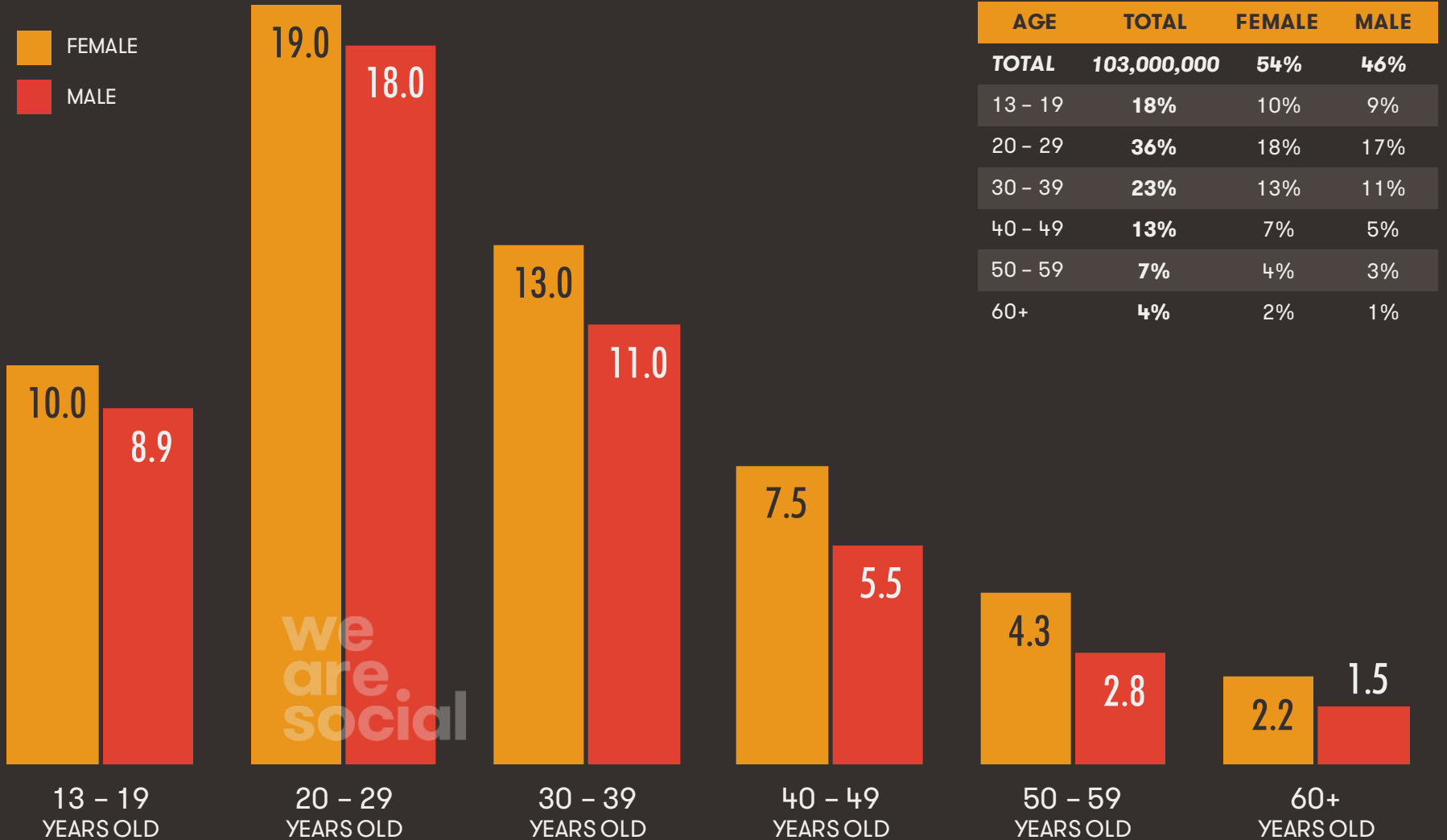
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & CONNECTIONS



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

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



134.2M

64%

267.1M

128%

1.99

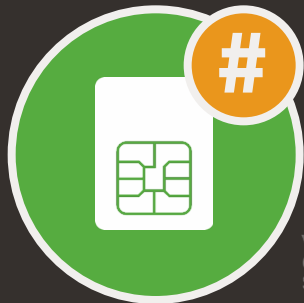
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



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



267.1M

128%

76%

24%

74%

we
are
social

GSMA

we
are
social

GSMA

JAN
2016

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

43%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

35%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

21%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

28%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



33%

JAN
2016

E-COMMERCE BY DEVICE



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

PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



44%

52%

46%

41%

21%



CANADA

**JAN
2016**

DIGITAL IN CANADA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

**36.11
MILLION**

URBANISATION: 82%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**33.00
MILLION**

PENETRATION: 91%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

**21.00
MILLION**

PENETRATION: 58%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

**30.48
MILLION**

vs POPULATION: 84%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

**17.00
MILLION**

PENETRATION: 47%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+2%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+5%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+4%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+5%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

76%

SMART
PHONE



Google

57%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

75%

TABLET
DEVICE



33%

TV STREAMING
DEVICE



Google

[N/A]

HANDHELD
GAMING CONSOLE



we
are
social

12%

E-READER
DEVICE



Google

16%

WEARABLE
TECH DEVICE



[N/A]

**JAN
2016**

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

3H 55M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

1H 20M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

1H 26M

AVERAGE DAILY
TELEVISION
VIEWING TIME



2H 27M

**JAN
2016**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

33.0M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

91%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



global
web
index

19.6M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



54%

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

33.00M

INTERNET USERS:
ITU DATA



we
are
social

31.46M

INTERNET USERS:
CIA DATA



32.40M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



89%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



9%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



2%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



<1%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



70%

YEAR-ON-YEAR:
+6%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



19%

YEAR-ON-YEAR:
-9%

SHARE OF WEB
PAGE VIEWS:
TABLETS



10%

YEAR-ON-YEAR:
-18%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.19%

YEAR-ON-YEAR:
-10%

**JAN
2016**

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

21.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

58%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

17.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



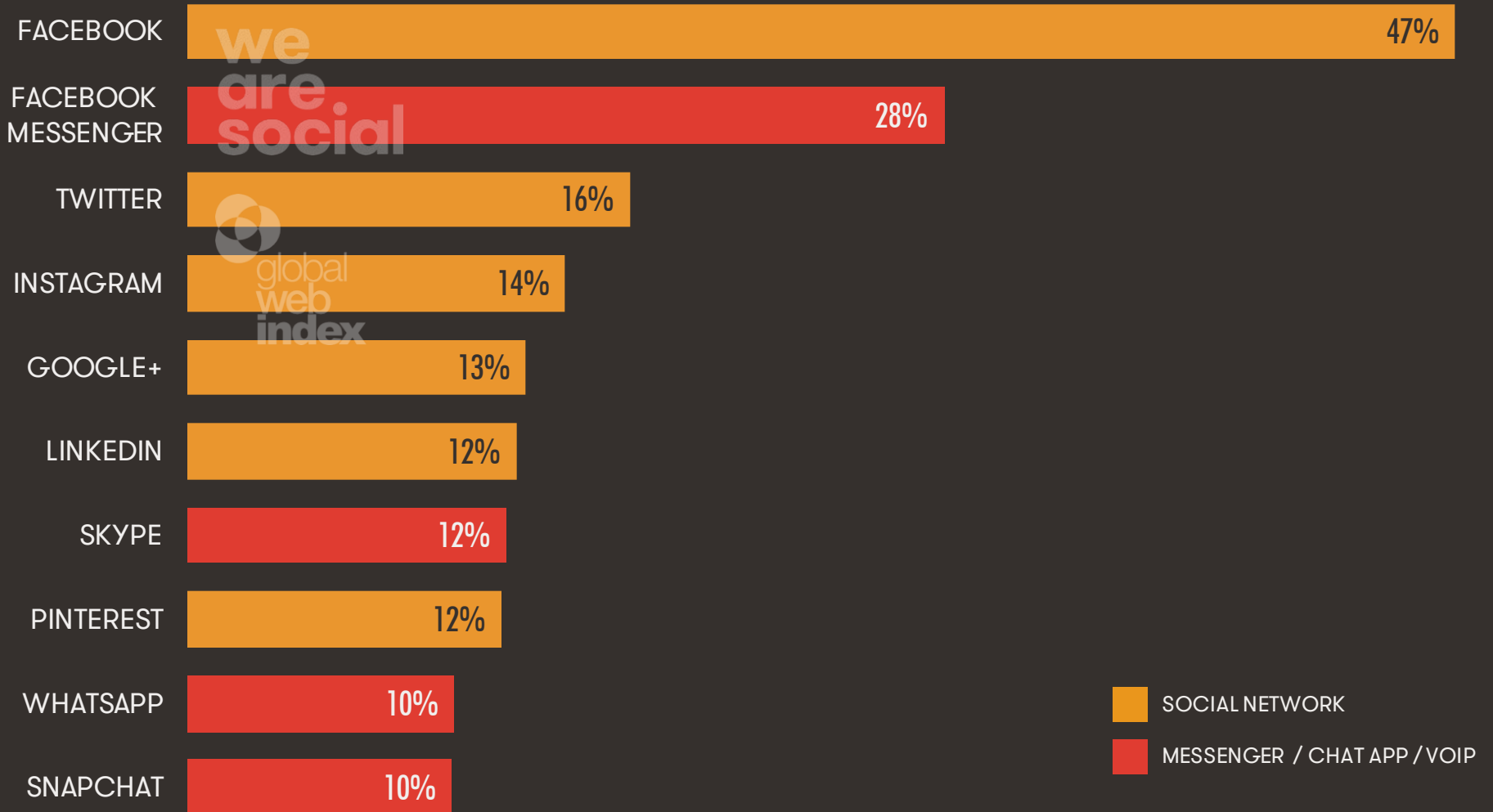
47%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS



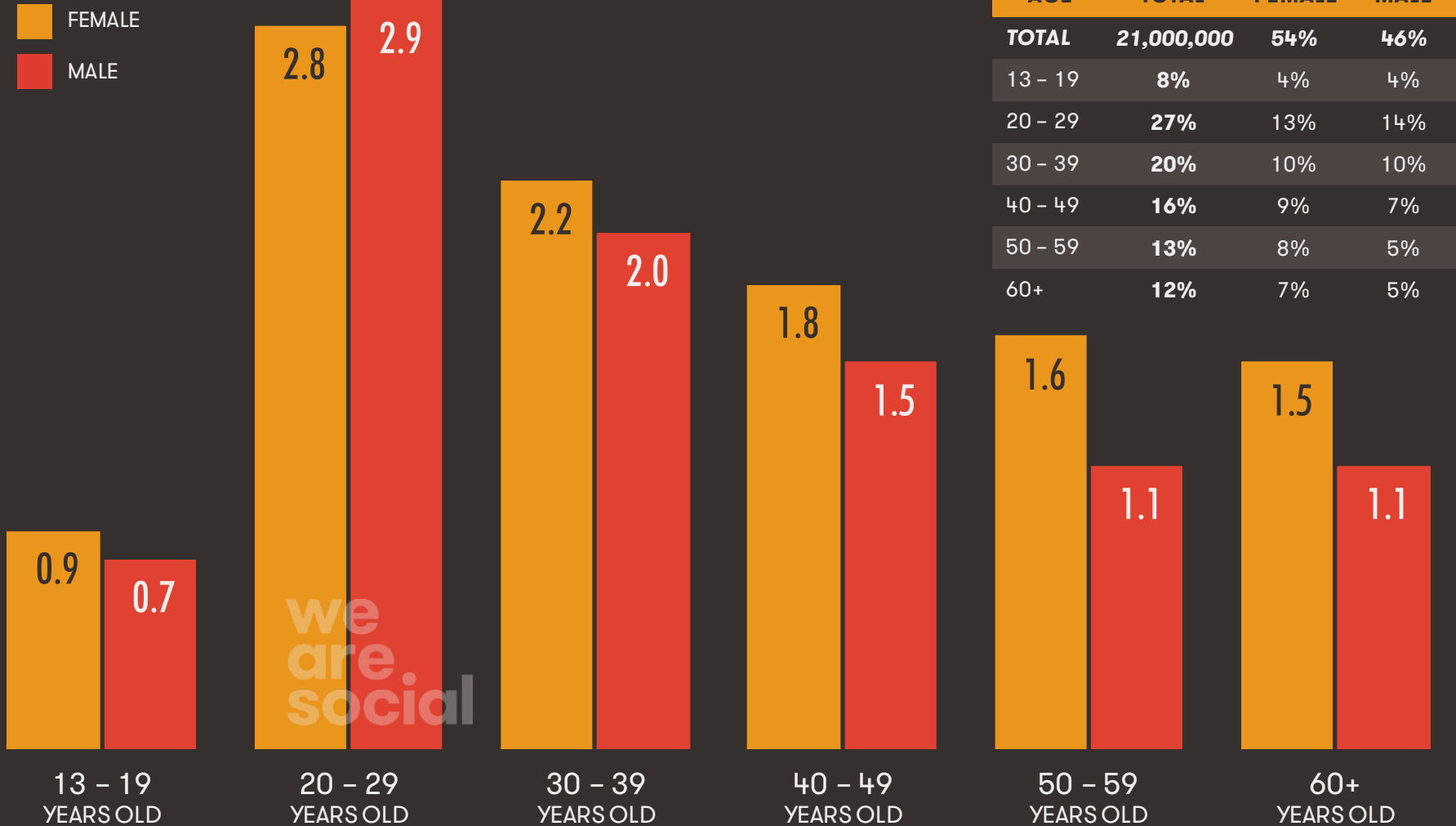
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & CONNECTIONS



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

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



29.4M

81%

30.5M

84%

1.04

JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



30.5M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



84%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



16%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



84%

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



90%

we
are
social

GSMA

we
are
social

GSMA

JAN
2016

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

37%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

29%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

24%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

30%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



34%

JAN
2016

E-COMMERCE BY DEVICE

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



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



we
are
social



global
web
index



we
are
social



global
web
index



60%

73%

64%

57%

17%



CHINA

JAN
2016

DIGITAL IN CHINA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

1,379
MILLION

URBANISATION: 57%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

680
MILLION

PENETRATION: 49%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

653
MILLION

PENETRATION: 47%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

1,314
MILLION

vs POPULATION: 95%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

577
MILLION

PENETRATION: 42%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



+8%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



+4%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



+2%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+14%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

99%

SMART
PHONE



Google

74%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

65%

TABLET
DEVICE



16%

TV STREAMING
DEVICE



Google

2%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

[N/A]

WEARABLE
TECH DEVICE



[N/A]

**JAN
2016**

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

3H 24M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

2H 30M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

1H 27M

AVERAGE DAILY
TELEVISION
VIEWING TIME



1H 14M

**JAN
2016**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



680M

we
are
social

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



49%

we
are
social

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



599M

global
web
index

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



43%

JAN
2016

INTERNET USERS: PERSPECTIVE



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

INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

674.0M

INTERNET USERS:
ITU DATA



we
are
social

679.9M

INTERNET USERS:
CIA DATA



we
are
social

626.6M

INTERNET USERS:
CNNIC DATA



668.0M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



84%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



12%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



2%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



2%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



57%

YEAR-ON-YEAR:
-25%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



40%

YEAR-ON-YEAR:
+89%

SHARE OF WEB
PAGE VIEWS:
TABLETS



3%

YEAR-ON-YEAR:
+20%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



-

YEAR-ON-YEAR:
-

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

653M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

47%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

577M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



we
are
social

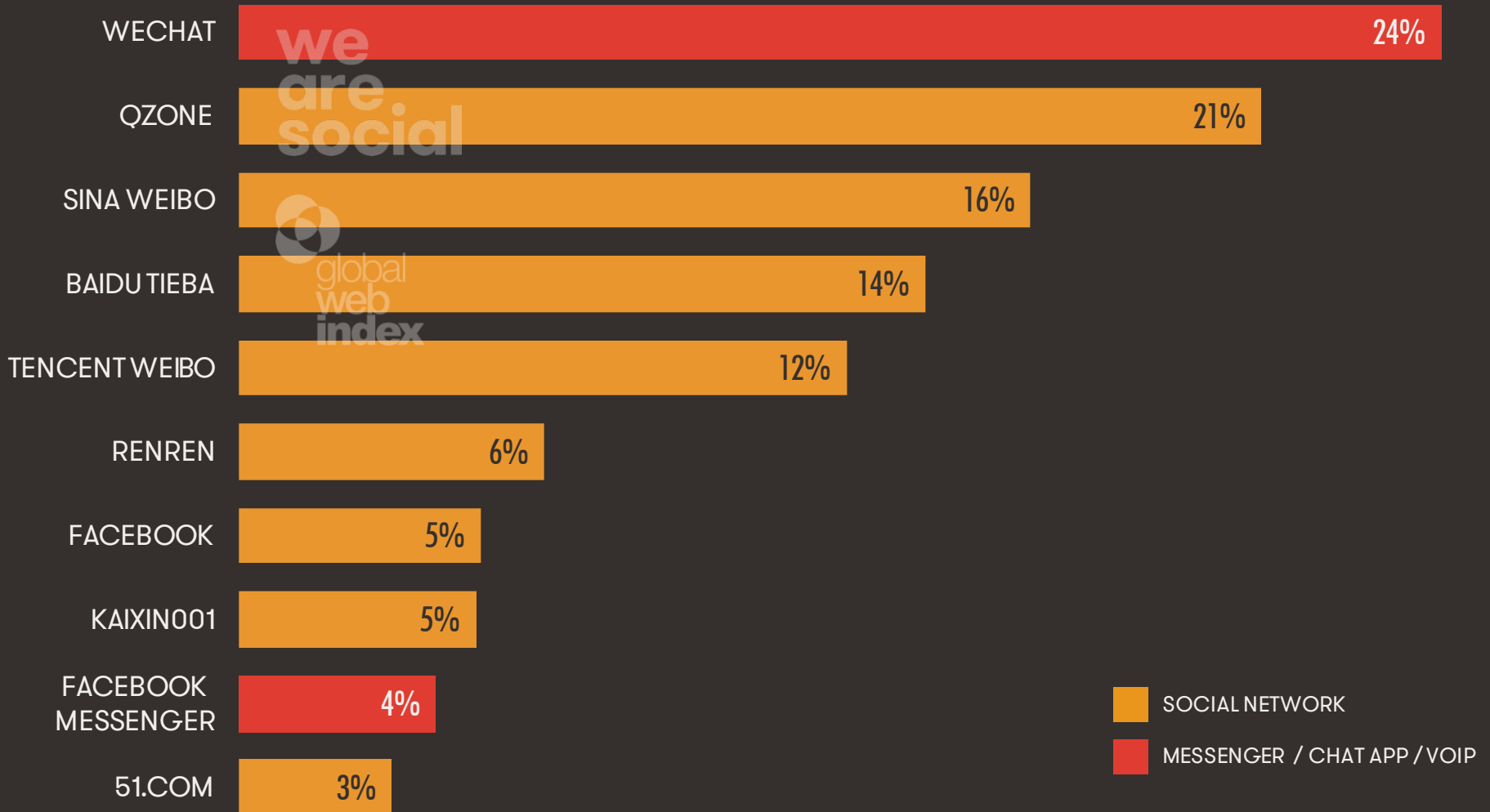
42%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS



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



JAN
2016

MOBILE USERS & CONNECTIONS



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

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

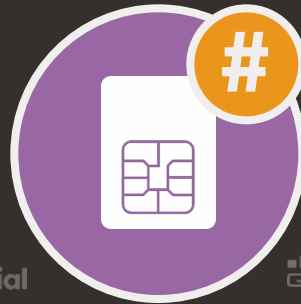
AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are
social



we
are
social



GSM
A



we
are
social



1,066M

77%

1,314M

95%

1.23

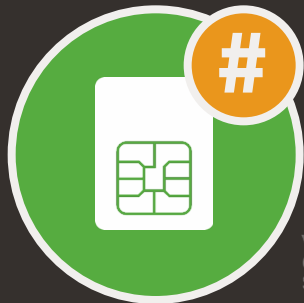
JAN
2016

MOBILE CONNECTIONS



BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



1,314M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



95%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



78%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



22%

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



60%

we
are
social

GSMA

we
are
social

GSMA

JAN
2016

MOBILE ACTIVITIES



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

PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

39%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

31%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

29%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

30%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



29%

JAN
2016

E-COMMERCE BY DEVICE



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

PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



44%

42%

43%

41%

34%



EGYPT

**JAN
2016**

DIGITAL IN EGYPT

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

**92.45
MILLION**

URBANISATION: 43%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**48.30
MILLION**

PENETRATION: 52%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

**28.00
MILLION**

PENETRATION: 30%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

**94.00
MILLION**

vs POPULATION: 102%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

**23.00
MILLION**

PENETRATION: 25%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+8%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+27%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

-1%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+39%

SINCE JAN 2015

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

48.30M

INTERNET USERS:
ITU DATA



we
are
social

29.31M

INTERNET USERS:
CIA DATA



42.00M

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



75%

YEAR-ON-YEAR:
-0.3%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



22%

YEAR-ON-YEAR:
+0.5%

SHARE OF WEB
PAGE VIEWS:
TABLETS



3%

YEAR-ON-YEAR:
3%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



-

YEAR-ON-YEAR:
-

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

28.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

30%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

23.0M

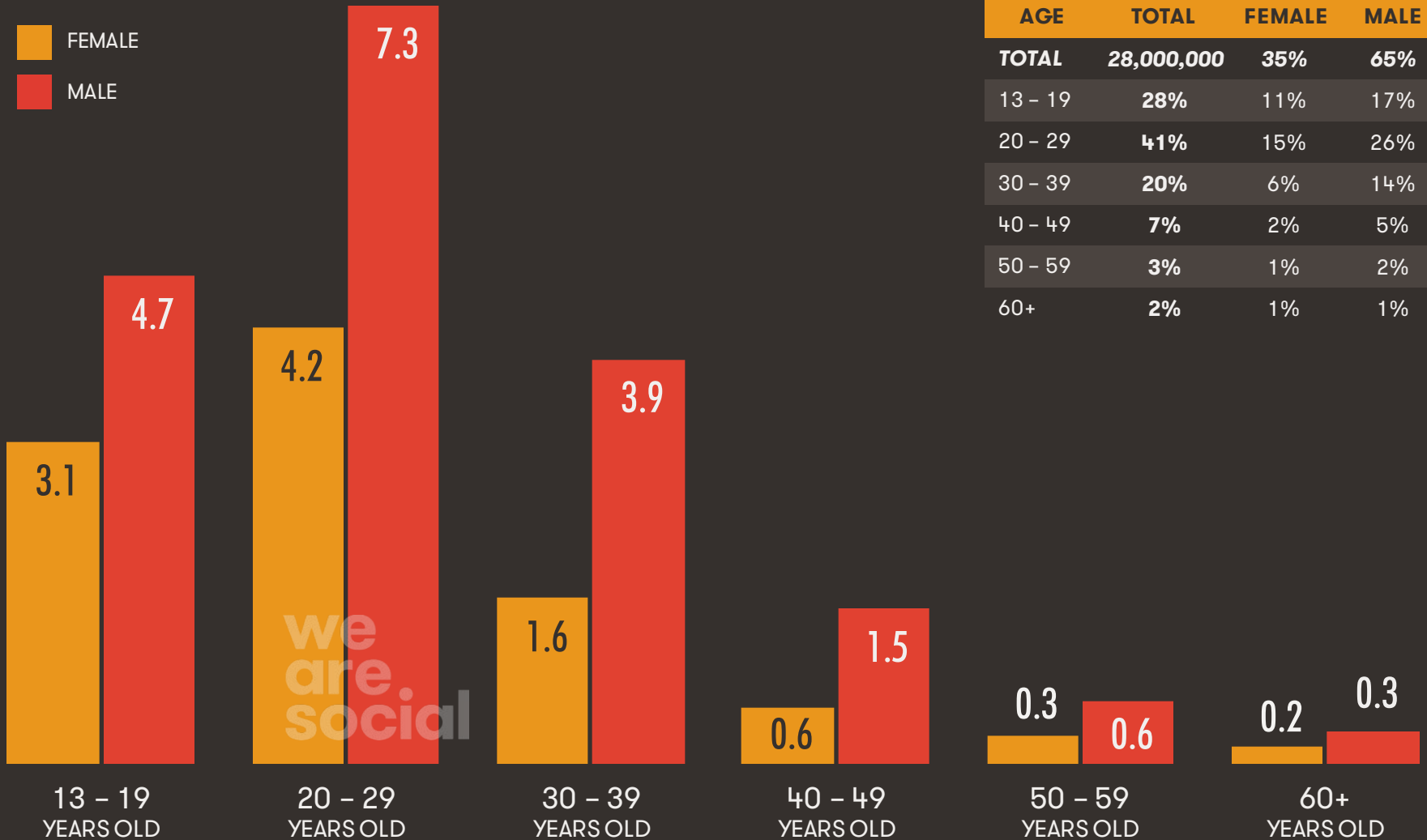
ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



AGE	TOTAL	FEMALE	MALE
TOTAL	28,000,000	35%	65%
13 - 19	28%	11%	17%
20 - 29	41%	15%	26%
30 - 39	20%	6%	14%
40 - 49	7%	2%	5%
50 - 59	3%	1%	2%
60+	2%	1%	1%

JAN
2016

MOBILE USERS & CONNECTIONS

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



NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



62.7M

68%

94.0M

102%

1.50

JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



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



94.0M

102%

89%

11%

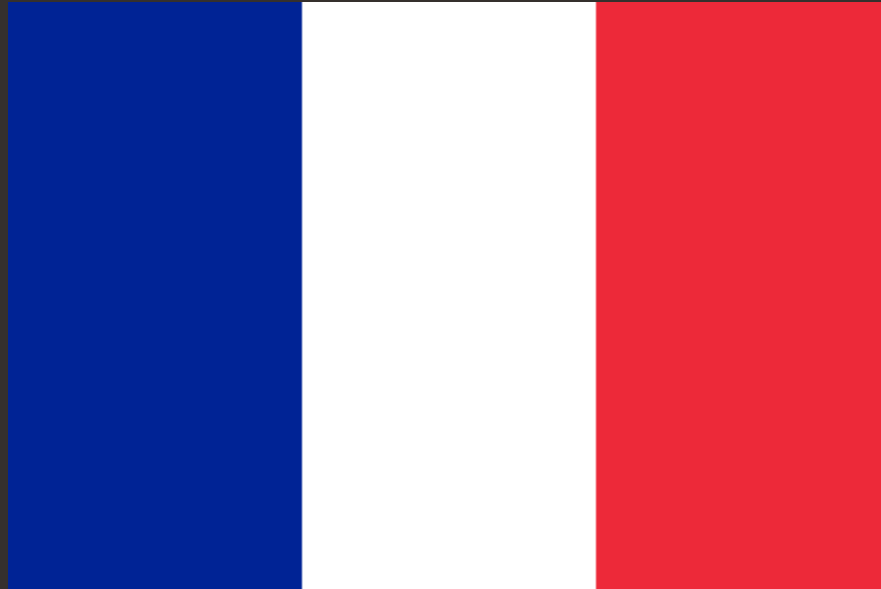
42%

we
are
social

GSMA

we
are
social

GSMA



FRANCE

**JAN
2016**

DIGITAL IN FRANCE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

**64.53
MILLION**

URBANISATION: 80%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**55.43
MILLION**

PENETRATION: 86%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

**32.00
MILLION**

PENETRATION: 50%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

**64.67
MILLION**

vs POPULATION: 100%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

**25.00
MILLION**

PENETRATION: 39%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+2%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+7%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+0.4%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+4%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

91%

SMART
PHONE



Google

62%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

74%

TABLET
DEVICE



32%

TV STREAMING
DEVICE



Google

11%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

3%

WEARABLE
TECH DEVICE



1%

**JAN
2016**

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

3H 37M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

0H 58M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

1H 16M

AVERAGE DAILY
TELEVISION
VIEWING TIME



2H 49M

**JAN
2016**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



55.4M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



86%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



31.6M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



49%

we
are
social

we
are
social

global
web
index

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

55.43M

INTERNET USERS:
ITU DATA



we
are
social

54.05M

INTERNET USERS:
CIA DATA



56.80M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



82%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



13%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



5%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



<1%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



73%

YEAR-ON-YEAR:
+6%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



19%

YEAR-ON-YEAR:
-14%

SHARE OF WEB
PAGE VIEWS:
TABLETS



7%

YEAR-ON-YEAR:
-11%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.27%

YEAR-ON-YEAR:
+42%

**JAN
2016**

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

32.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

50%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

25.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



we
are
social

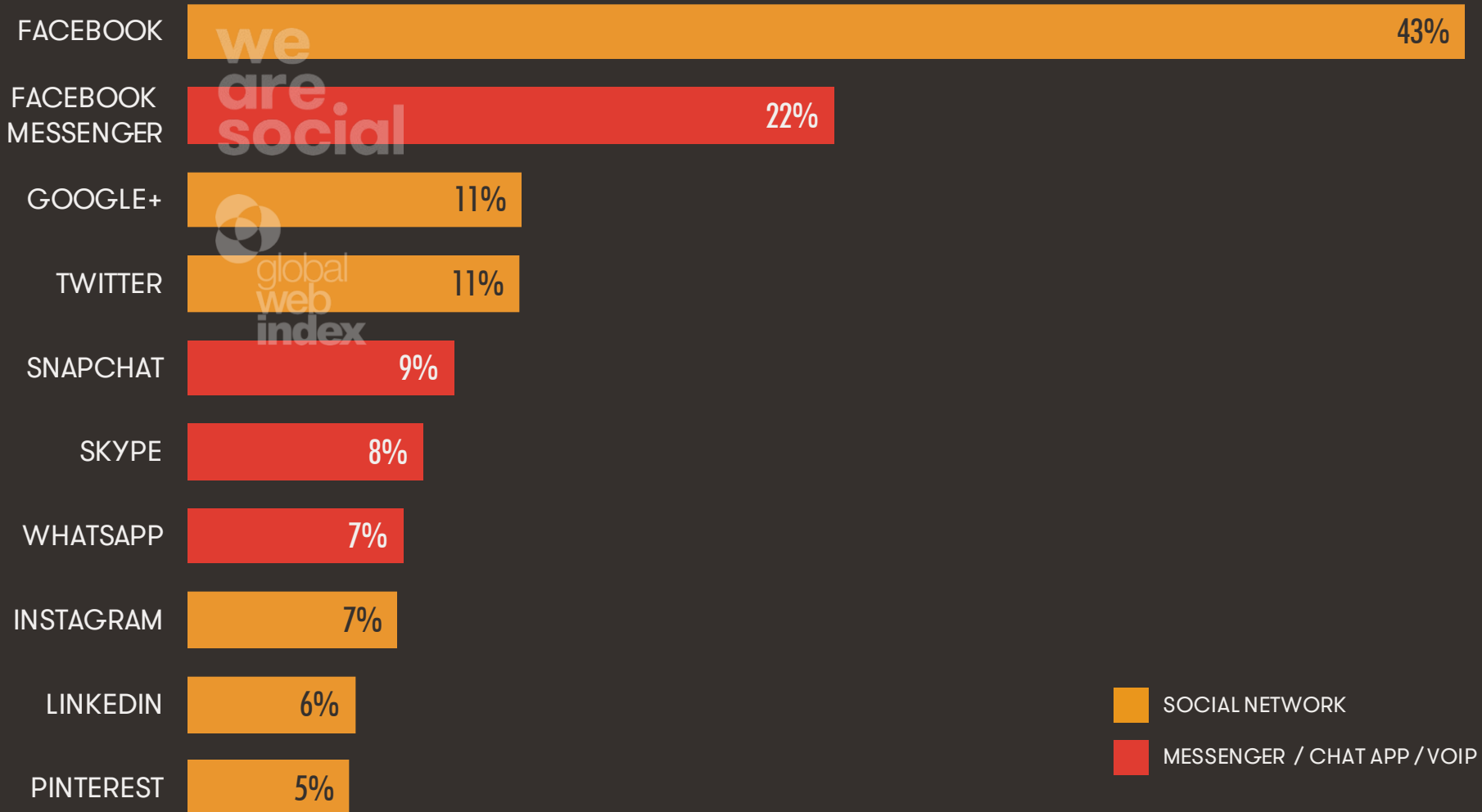
39%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS



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



JAN
2016

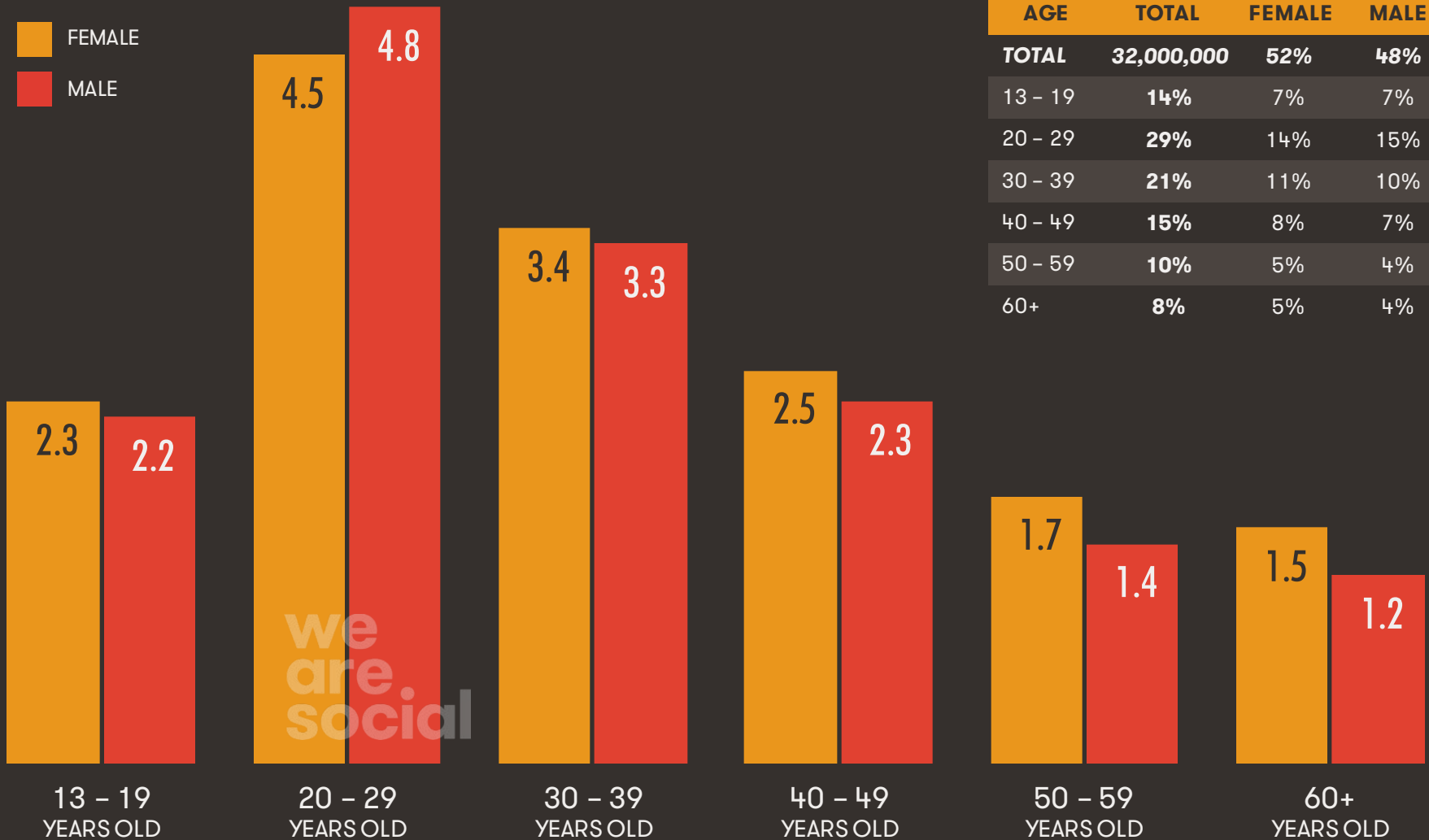
FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



FEMALE

MALE



JAN
2016

MOBILE USERS & CONNECTIONS



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

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



50.2M

78%

64.7M

100%

1.29

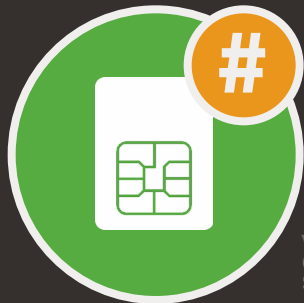
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



64.7M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



100%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



11%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



89%

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



74%

we
are
social

GSMA

we
are
social

GSMA

JAN
2016

MOBILE ACTIVITIES



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

PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

30%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

23%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

19%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

23%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



26%

JAN
2016

E-COMMERCE BY DEVICE



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

PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



we
are
social



global
web
index



we
are
social



global
web
index



64%

69%

65%

61%

16%



GERMANY

JAN
2016

DIGITAL IN GERMANY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

80.69
MILLION

URBANISATION: 76%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

71.73
MILLION

PENETRATION: 89%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

29.00
MILLION

PENETRATION: 36%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

107.59
MILLION

vs POPULATION: 133%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

24.00
MILLION

PENETRATION: 30%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+2%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+4%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

-1%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



0%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

91%

SMART
PHONE



Google

65%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

77%

TABLET
DEVICE



30%

TV STREAMING
DEVICE



Google

12%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

9%

WEARABLE
TECH DEVICE



2%

JAN
2016

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

3H 20M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

1H 21M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

1H 09M

AVERAGE DAILY
TELEVISION
VIEWING TIME



2H 33M

**JAN
2016**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

71.7M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

89%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



global
web
index

44.3M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



55%

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

71.73M

INTERNET USERS:
ITU DATA



we
are
social

69.54M

INTERNET USERS:
CIA DATA



70.30M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



we
are
social

77%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



Google

19%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



we
are
social

3%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



1%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



71%

YEAR-ON-YEAR:
+0.04%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



22%

YEAR-ON-YEAR:
+2%

SHARE OF WEB
PAGE VIEWS:
TABLETS



6%

YEAR-ON-YEAR:
-6%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.32%

YEAR-ON-YEAR:
+10%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

29.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

36%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

24.0M

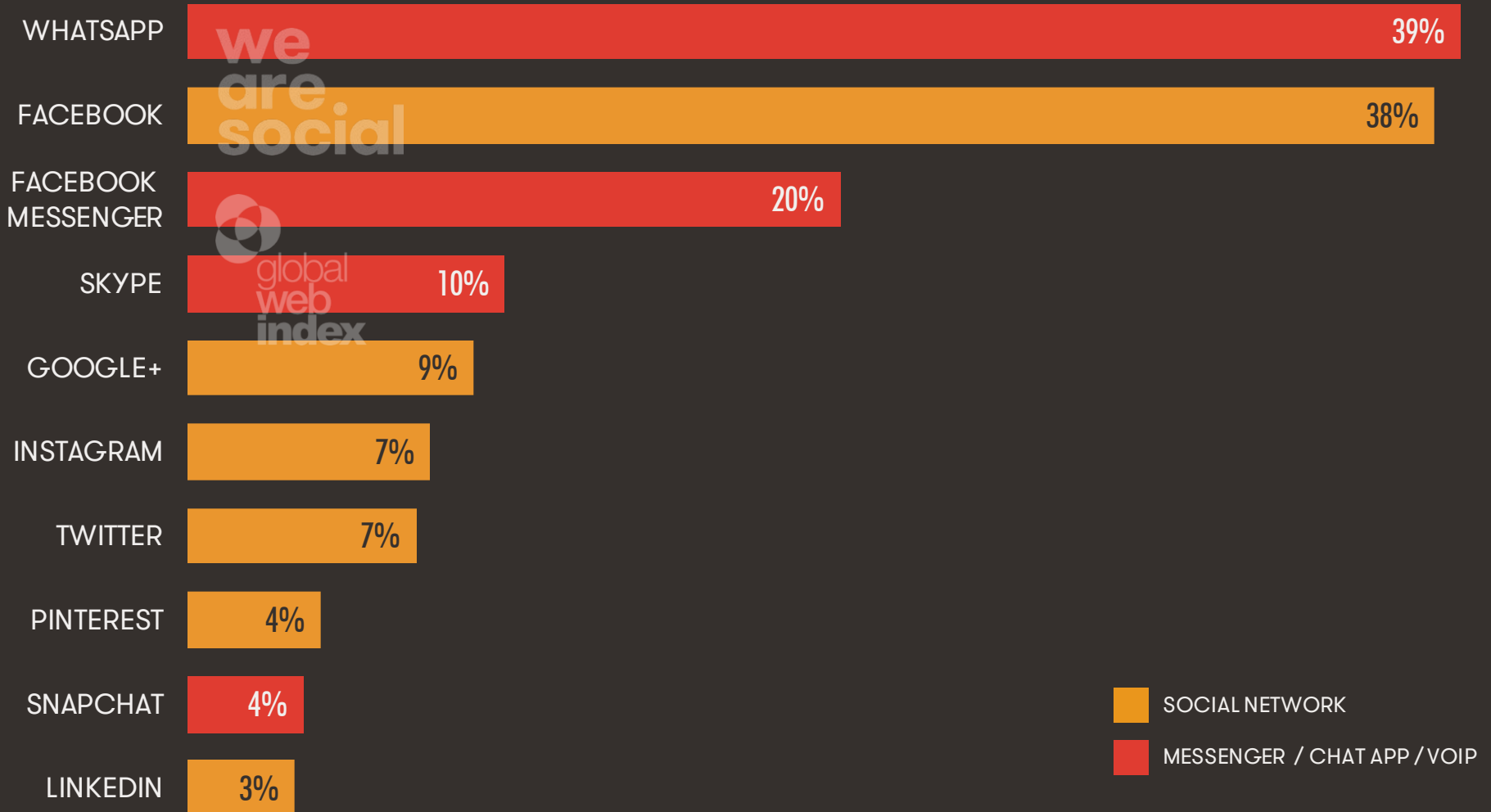
ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2016

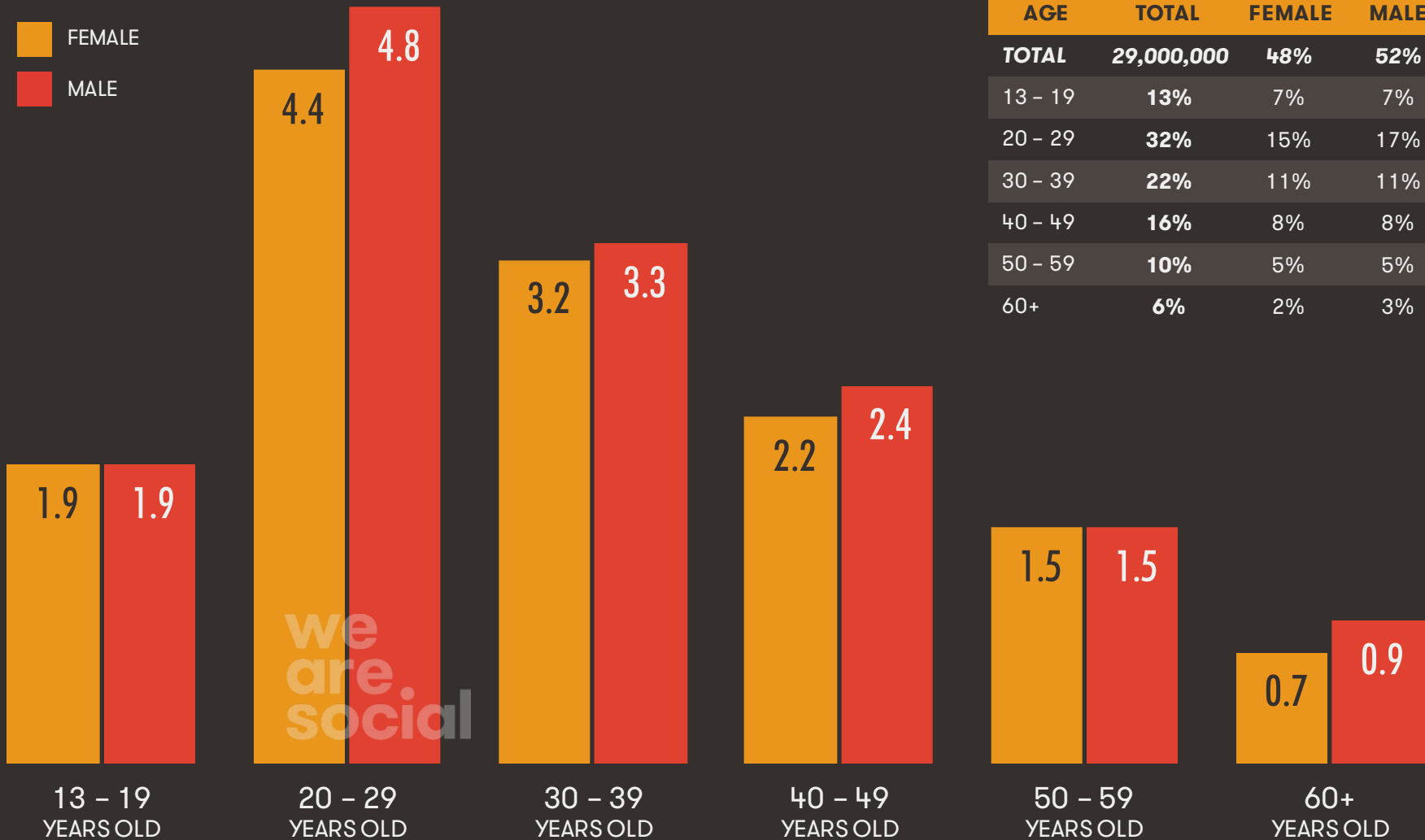
FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



FEMALE

MALE



AGE	TOTAL	FEMALE	MALE
TOTAL	29,000,000	48%	52%
13 - 19	13%	7%	7%
20 - 29	32%	15%	17%
30 - 39	22%	11%	11%
40 - 49	16%	8%	8%
50 - 59	10%	5%	5%
60+	6%	2%	3%

JAN
2016

MOBILE USERS & CONNECTIONS

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



NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



66.3M

82%

107.6M

133%

1.62

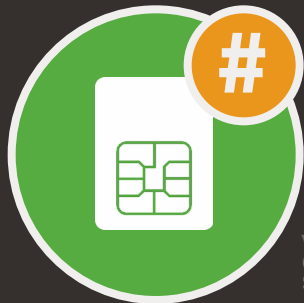
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



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



107.6M

133%

45%

55%

71%

we
are
social

GSMA

we
are
social

GSMA

JAN
2016

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

39%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

24%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

20%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

20%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



34%

JAN
2016

E-COMMERCE BY DEVICE

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



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



we
are
social

74%

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



global
web
index

76%

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



we
are
social

76%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



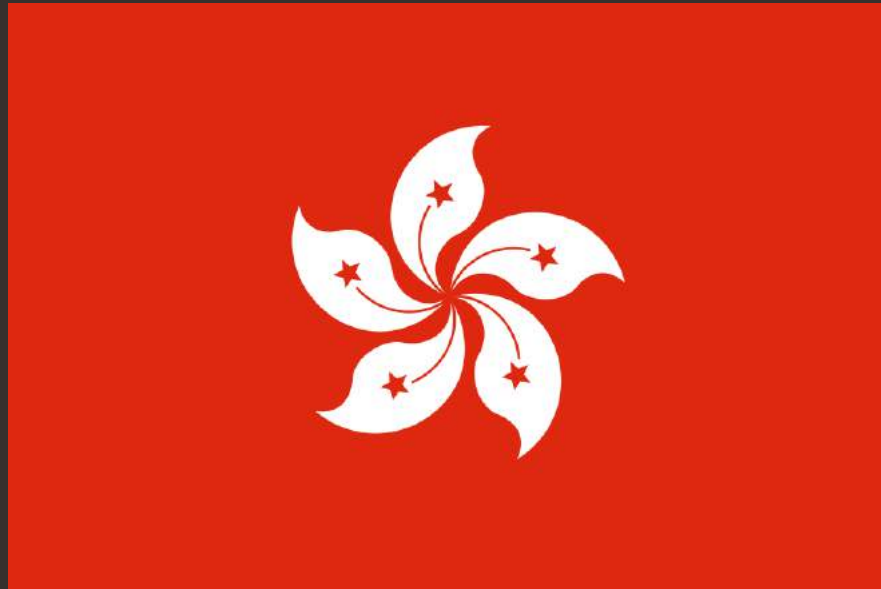
global
web
index

72%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



20%



HONG KONG

JAN
2016

DIGITAL IN HONG KONG

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

7.32
MILLION

URBANISATION: 100%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

5.75
MILLION

PENETRATION: 79%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

4.80
MILLION

PENETRATION: 66%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

13.00
MILLION

vs POPULATION: 178%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

4.30
MILLION

PENETRATION: 59%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+0.5%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+4%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+3%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+2%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

96%

SMART
PHONE



Google

79%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

58%

TABLET
DEVICE



37%

TV STREAMING
DEVICE



Google

15%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

1%

WEARABLE
TECH DEVICE



4%

JAN
2016

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

3H 19M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

2H 13M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

1H 30M

AVERAGE DAILY
TELEVISION
VIEWING TIME



1H 37M

JAN
2016

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

5.75M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

79%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



global
web
index

4.65M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



64%

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

5.751M

INTERNET USERS:
ITU DATA



we
are
social

5.456M

INTERNET USERS:
CIA DATA



5.600M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



94%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



5%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



1%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



<1%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



65%

YEAR-ON-YEAR:
-3%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



29%

YEAR-ON-YEAR:
+13%

SHARE OF WEB
PAGE VIEWS:
TABLETS



5%

YEAR-ON-YEAR:
-18%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



-

YEAR-ON-YEAR:
-

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

4.80M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

66%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

4.30M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



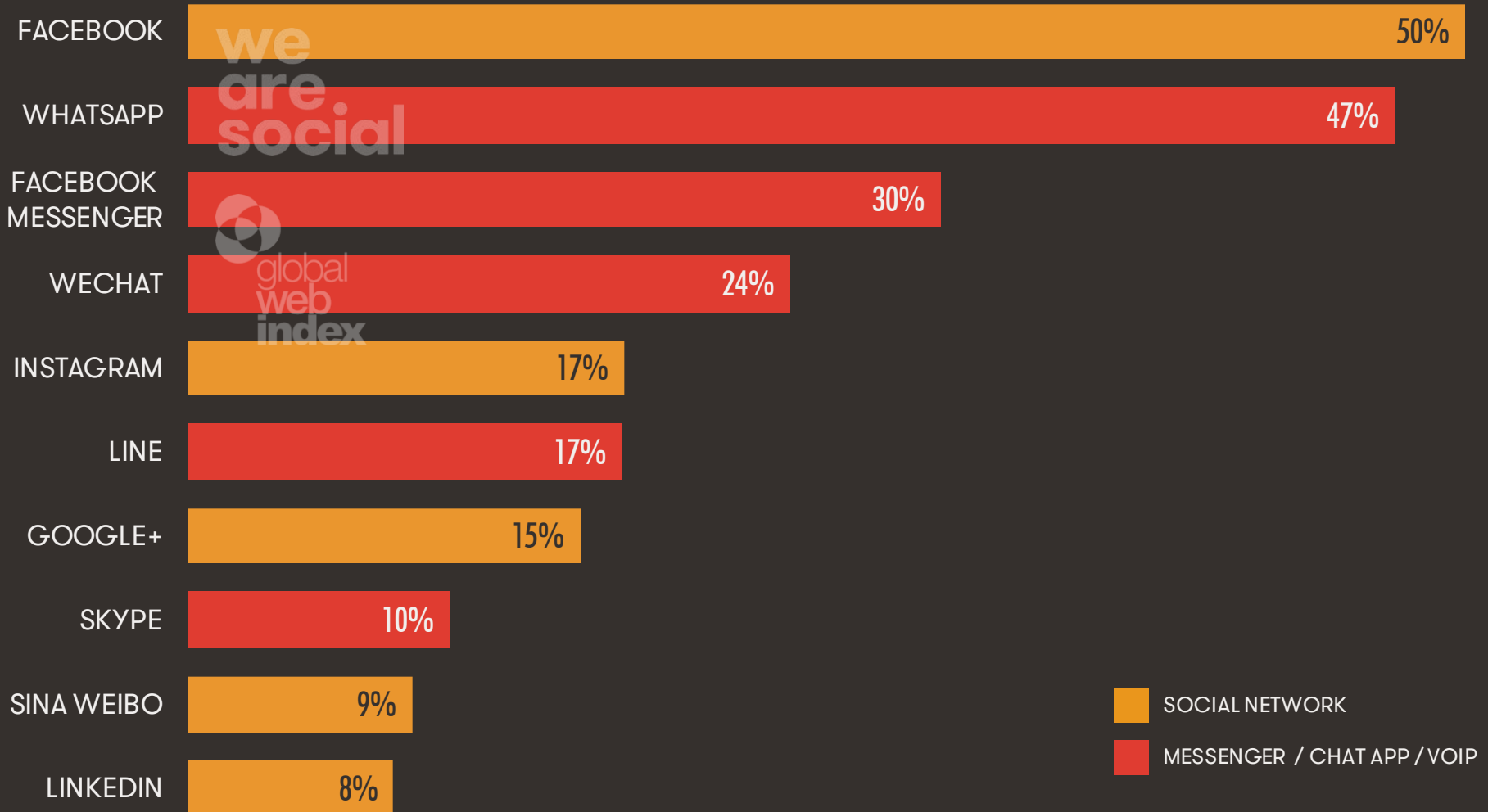
we
are
social

59%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

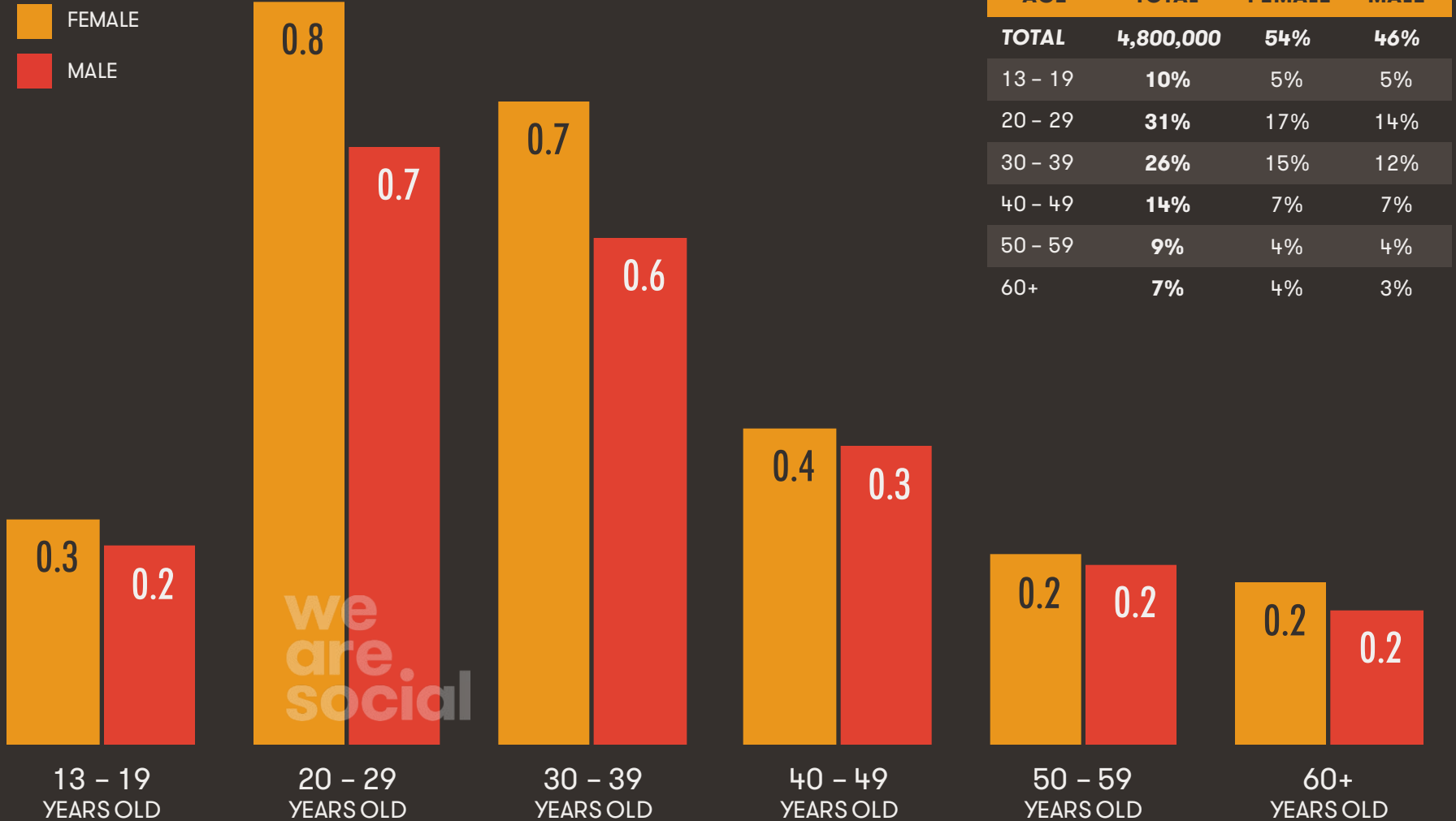
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & CONNECTIONS

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



NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



6.0M

82%

13.0M

178%

2.17

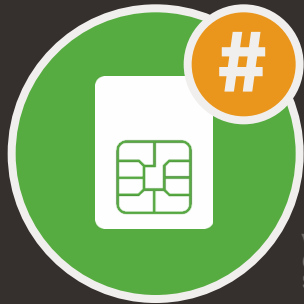
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



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



13.0M

178%

44%

56%

72%

we
are
social

GSMA

we
are
social

GSMA

JAN
2016

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

58%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

43%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

40%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

37%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



51%

JAN
2016

E-COMMERCE BY DEVICE



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

PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



we
are
social



global
web
index



we
are
social



global
web
index



57%

65%

39%

51%

33%



INDIA

**JAN
2016**

DIGITAL IN INDIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



**1,319
MILLION**

URBANISATION: 33%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



**375
MILLION**

PENETRATION: 28%

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



**136
MILLION**

PENETRATION: 10%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



**1,012
MILLION**

vs POPULATION: 77%

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



**116
MILLION**

PENETRATION: 9%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

we
are
social

we
are
social

we
are
social

we
are
social

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+19%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+15%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+8%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+16%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

84%

SMART
PHONE



Google

33%

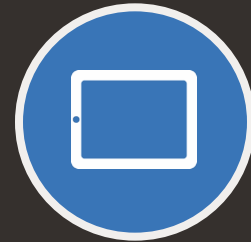
LAPTOP OR
DESKTOP COMPUTER



we
are
social

16%

TABLET
DEVICE



5%

TV STREAMING
DEVICE



Google

3%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

1%

WEARABLE
TECH DEVICE



3%

JAN
2016

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

4H 22M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

3H 07M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

2H 17M

AVERAGE DAILY
TELEVISION
VIEWING TIME



1H 52M

**JAN
2016**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

375M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

28%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



global
web
index

303M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



23%

JAN
2016

INTERNET USERS: PERSPECTIVE



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

INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

375.0M

INTERNET USERS:
ITU DATA



we
are
social

237.4M

INTERNET USERS:
CIA DATA



we
are
social

237.3M

INTERNET USERS:
TRAI DATA



319.4M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



48%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



30%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



16%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



6%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



33%

YEAR-ON-YEAR:
+25%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



66%

YEAR-ON-YEAR:
-9%

SHARE OF WEB
PAGE VIEWS:
TABLETS



1%

YEAR-ON-YEAR:
-21%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



-

YEAR-ON-YEAR:
-

JAN
2016

SOCIAL MEDIA USE



BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM

TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

136M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

10%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

116M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



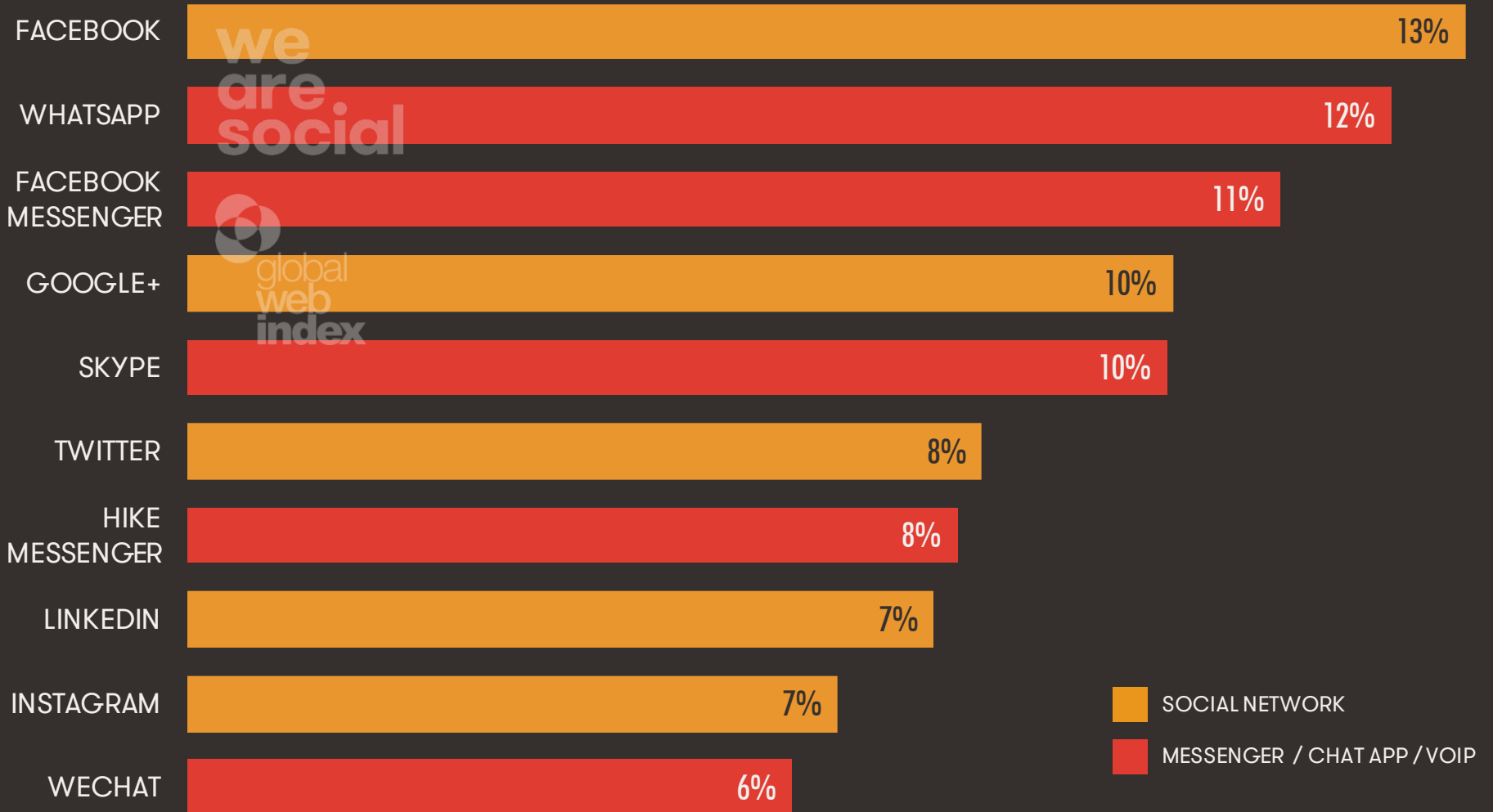
we
are
social

9%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

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

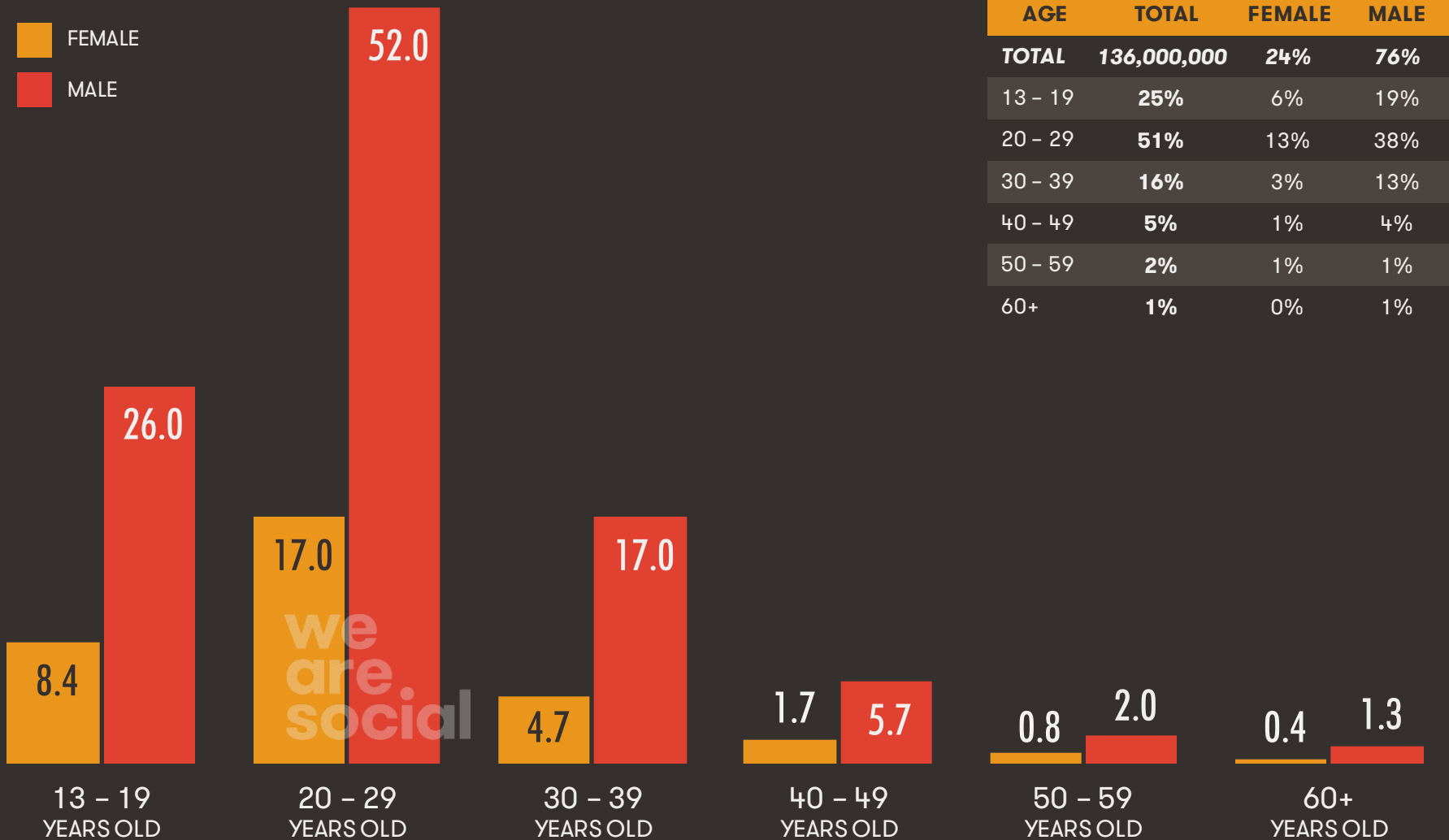


JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & CONNECTIONS



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

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



691M

52%

1,012M

77%

1.46

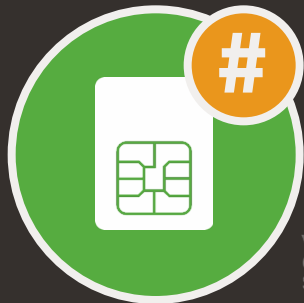
JAN
2016

MOBILE CONNECTIONS



BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



1,012M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



77%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



95%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



5%

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



14%

we
are
social

GSMA

we
are
social

GSMA

JAN
2016

MOBILE ACTIVITIES



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

PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

21%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

17%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

13%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

15%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



17%

JAN
2016

E-COMMERCE BY DEVICE



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

PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



we
are
social



global
web
index



we
are
social



global
web
index



23%

24%

23%

20%

17%



INDONESIA

JAN
2016

DIGITAL IN INDONESIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



259.1
MILLION

URBANISATION: 55%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



88.1
MILLION

PENETRATION: 34%

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



79.0
MILLION

PENETRATION: 30%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



326.3
MILLION

vs POPULATION: 126%

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



66.0
MILLION

PENETRATION: 25%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

we
are
social

we
are
social

we
are
social

we
are
social

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+15%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+10%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+2%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+6%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

85%

SMART
PHONE



Google

43%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

15%

TABLET
DEVICE



4%

TV STREAMING
DEVICE



Google

1%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

1%

WEARABLE
TECH DEVICE



1%

JAN
2016

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

4H 42M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

3H 33M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

2H 51M

AVERAGE DAILY
TELEVISION
VIEWING TIME



2H 22M

**JAN
2016**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



88.1 M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



34%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



64.1 M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



25%

we
are
social

we
are
social

global
web
index

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

78.00M

INTERNET USERS:
ITU DATA



we
are
social

44.41M

INTERNET USERS:
CIA DATA



we
are
social

42.40M

INTERNET DATA:
APJII



88.10M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



48%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



35%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



12%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



5%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



28%

YEAR-ON-YEAR:

-41%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



70%

YEAR-ON-YEAR:

+41%

SHARE OF WEB
PAGE VIEWS:
TABLETS



3%

YEAR-ON-YEAR:

-37%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



-

YEAR-ON-YEAR:

-

**JAN
2016**

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

79.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

30%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

66.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



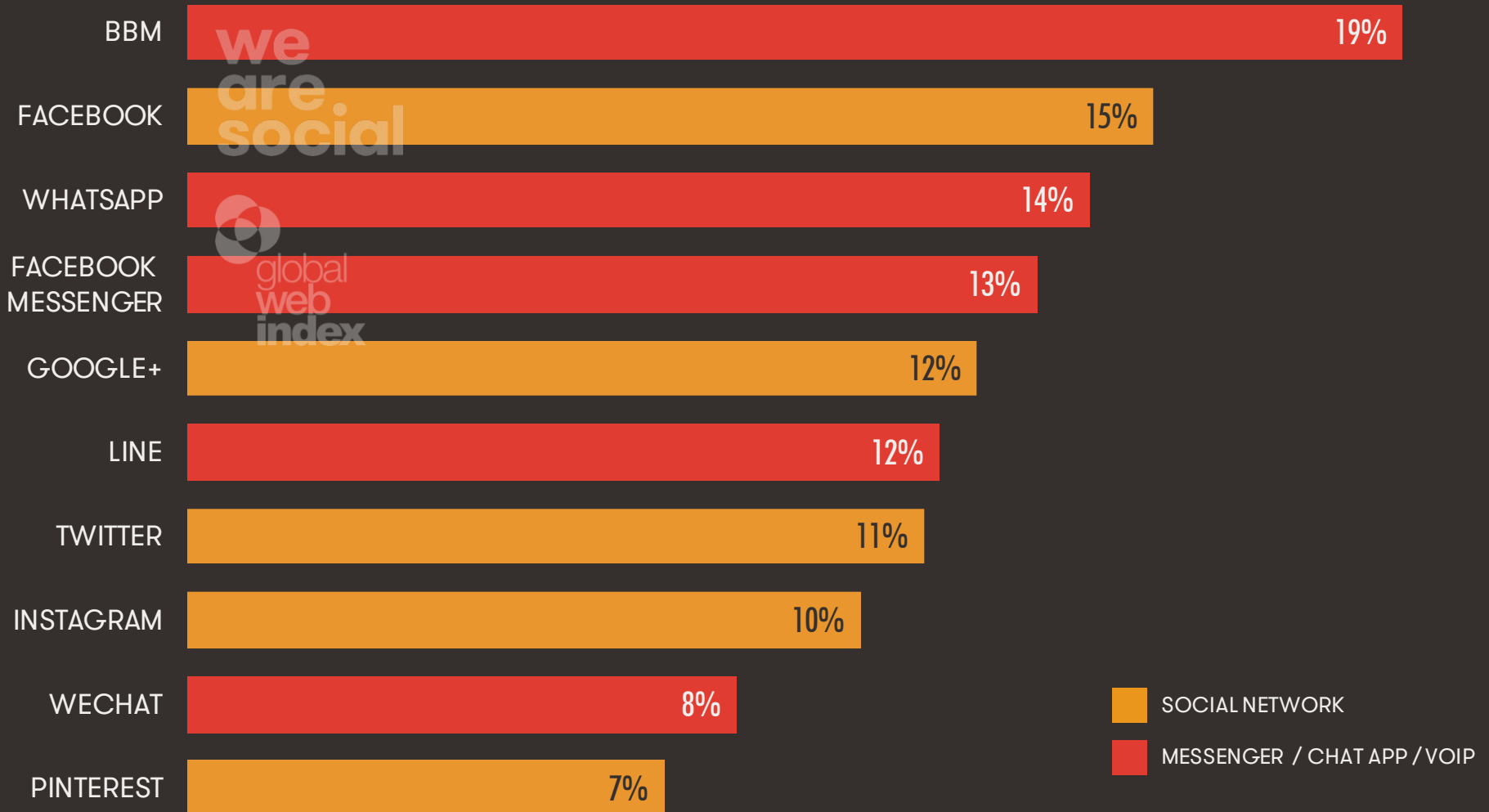
we
are
social

25%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

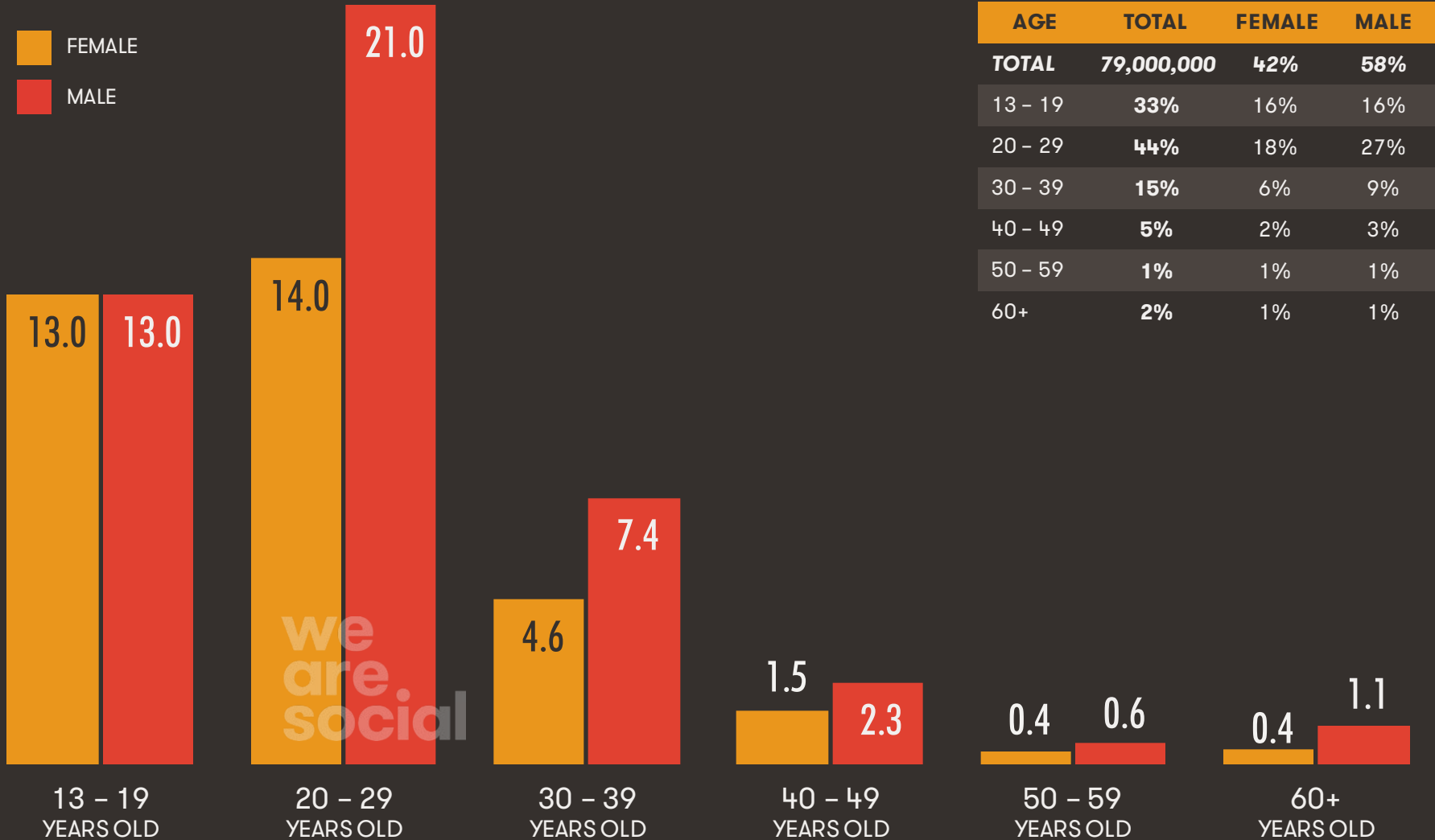
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & CONNECTIONS

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



NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)



we
are.
social

162.3M

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)



we
are.
social

63%

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)



GSM
A

326.3M

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



we
are.
social

126%

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



2.01

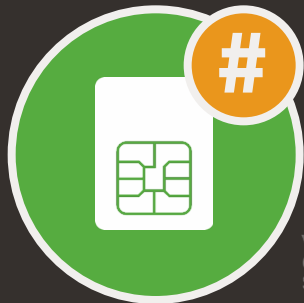
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



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



326.3M

126%

98%

2%

39%

we
are
social

GSMA

we
are
social

GSMA

JAN
2016

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

27%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

22%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

19%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

20%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



22%

JAN
2016

E-COMMERCE BY DEVICE

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



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



we
are
social

27%

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



global
web
index

31%

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



we
are
social

26%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



global
web
index

24%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



20%



ITALY

JAN
2016

DIGITAL IN ITALY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



59.80
MILLION

URBANISATION: 69%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



37.67
MILLION

PENETRATION: 63%

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



28.00
MILLION

PENETRATION: 47%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



80.29
MILLION

vs POPULATION: 134%

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



24.00
MILLION

PENETRATION: 40%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

we
are
social

we
are
social

we
are
social

we
are
social

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+6%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

0%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

-2%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+9%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

95%

SMART
PHONE



Google

62%

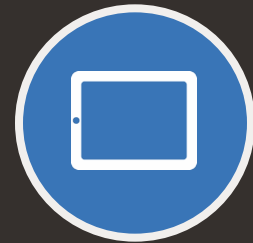
LAPTOP OR
DESKTOP COMPUTER



we
are
social

65%

TABLET
DEVICE



21%

TV STREAMING
DEVICE



Google

6%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

3%

WEARABLE
TECH DEVICE



1%

**JAN
2016**

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

4H 05M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

2H 10M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

1H 57M

AVERAGE DAILY
TELEVISION
VIEWING TIME



2H 25M

JAN
2016

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

37.7M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

63%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



global
web
index

28.5M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



48%

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

37.67M

INTERNET USERS:
ITU DATA



we
are
social

37.05M

INTERNET USERS:
CIA DATA



37.00M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



79%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



15%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



5%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



1%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



73%

YEAR-ON-YEAR:
+18%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



21%

YEAR-ON-YEAR:
-29%

SHARE OF WEB
PAGE VIEWS:
TABLETS



6%

YEAR-ON-YEAR:
-33%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.17%

YEAR-ON-YEAR:
0%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

28.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

47%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

24.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



we
are
social

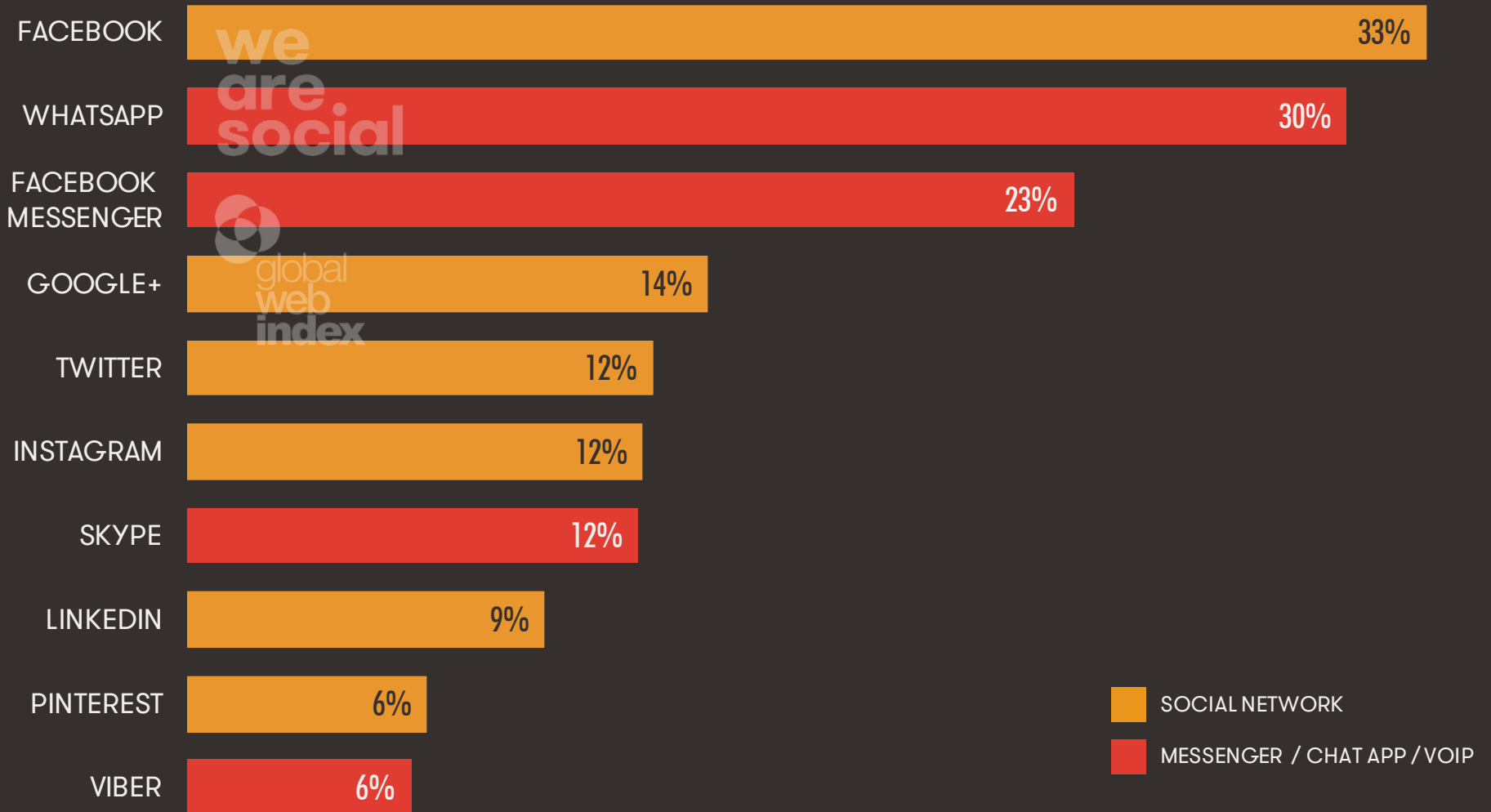
40%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS



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

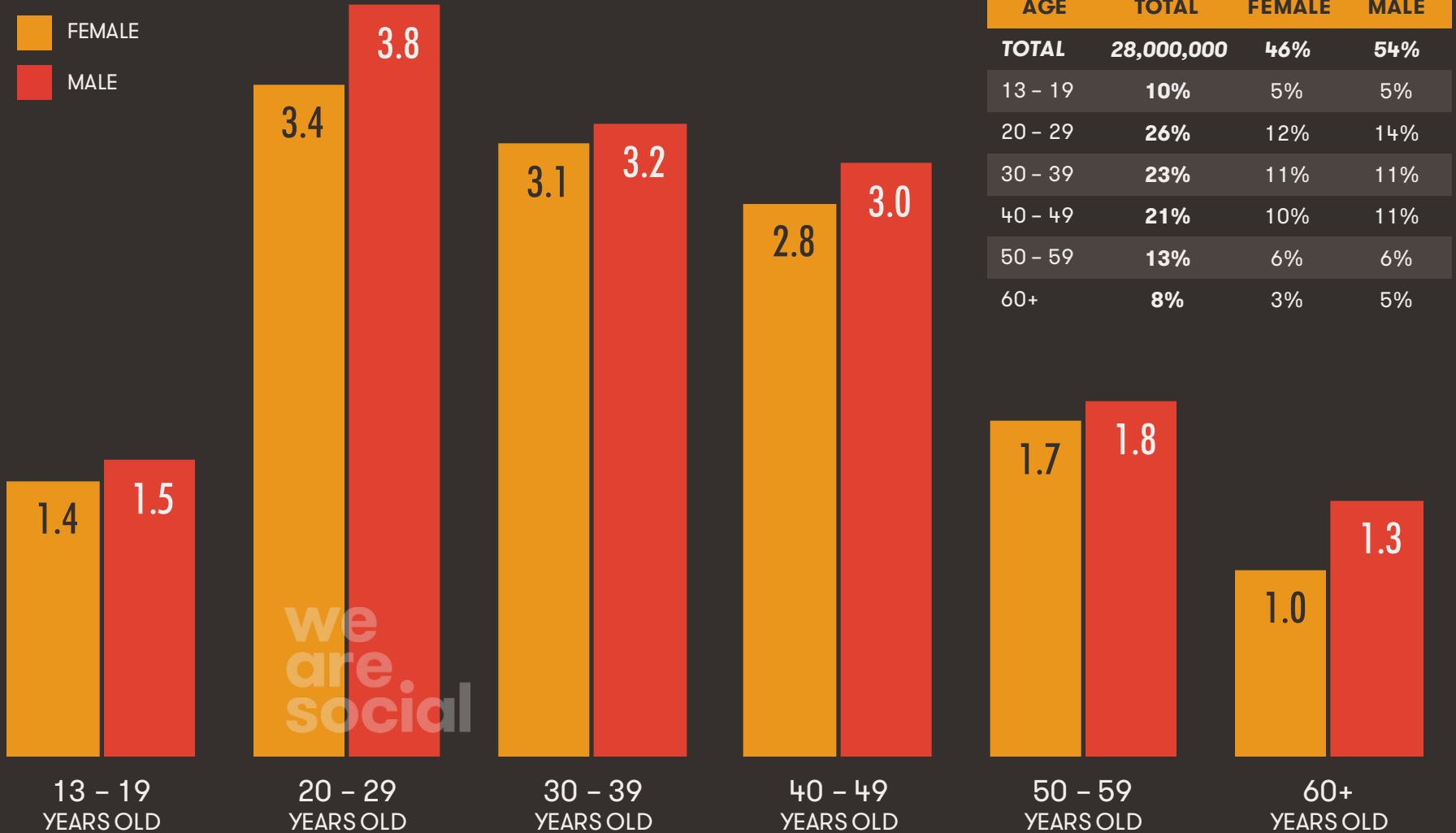


JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & CONNECTIONS



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

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



50.2M

84%

80.3M

134%

1.60

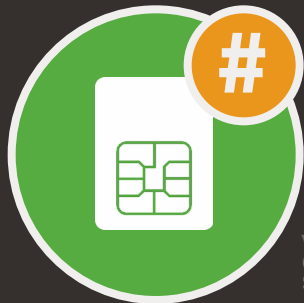
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are
social

80.3M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social
GSMA

134%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are
social

84%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are
social
GSMA

16%

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



75%

JAN
2016

MOBILE ACTIVITIES



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

PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

43%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

30%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

24%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

21%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



34%

JAN
2016

E-COMMERCE BY DEVICE



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

PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



we
are
social



global
web
index



we
are
social



global
web
index



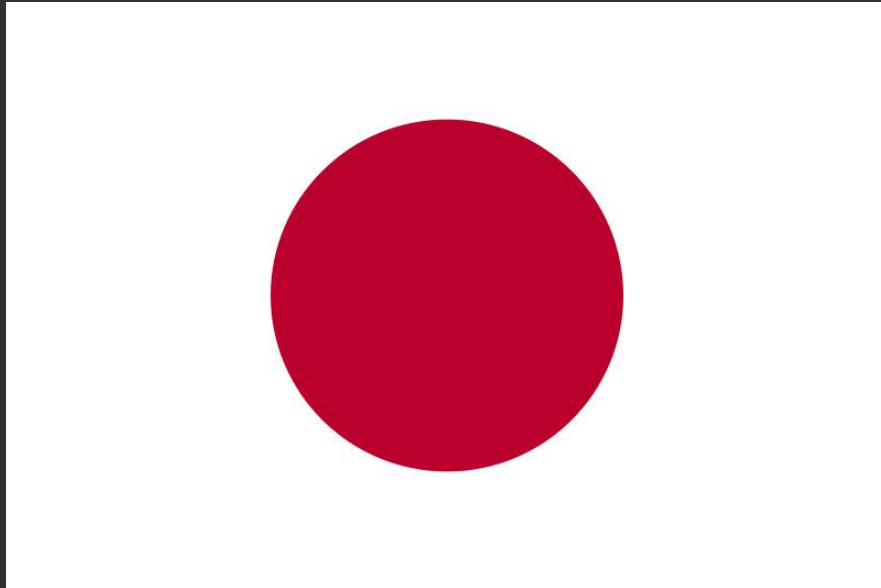
48%

56%

53%

44%

23%



JAPAN

**JAN
2016**

DIGITAL IN JAPAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

**126.4
MILLION**

URBANISATION: 94%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**115.0
MILLION**

PENETRATION: 91%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

**53.0
MILLION**

PENETRATION: 42%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

**173.3
MILLION**

vs POPULATION: 137%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

**53.0
MILLION**

PENETRATION: 42%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+1%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

[N/A]*

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+9%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



[N/A]*

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

88%

SMART
PHONE



Google

54%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

89%

TABLET
DEVICE



18%

TV STREAMING
DEVICE



Google

10%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

4%

WEARABLE
TECH DEVICE



4%

**JAN
2016**

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

2H 56M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

0H 35M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

0H 21M

AVERAGE DAILY
TELEVISION
VIEWING TIME



2H 10M

JAN
2016

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

115.0M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

91%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



global
web
index

44.3M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



35%

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

114.96M

INTERNET USERS:
ITU DATA



we
are
social

114.54M

INTERNET USERS:
CIA DATA



109.30M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



95%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



3%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



1%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



1%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



60%

YEAR-ON-YEAR:

-10%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



36%

YEAR-ON-YEAR:

+26%

SHARE OF WEB
PAGE VIEWS:
TABLETS



4%

YEAR-ON-YEAR:

-12%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.1%

YEAR-ON-YEAR:

-58%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

53.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

42%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

53.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



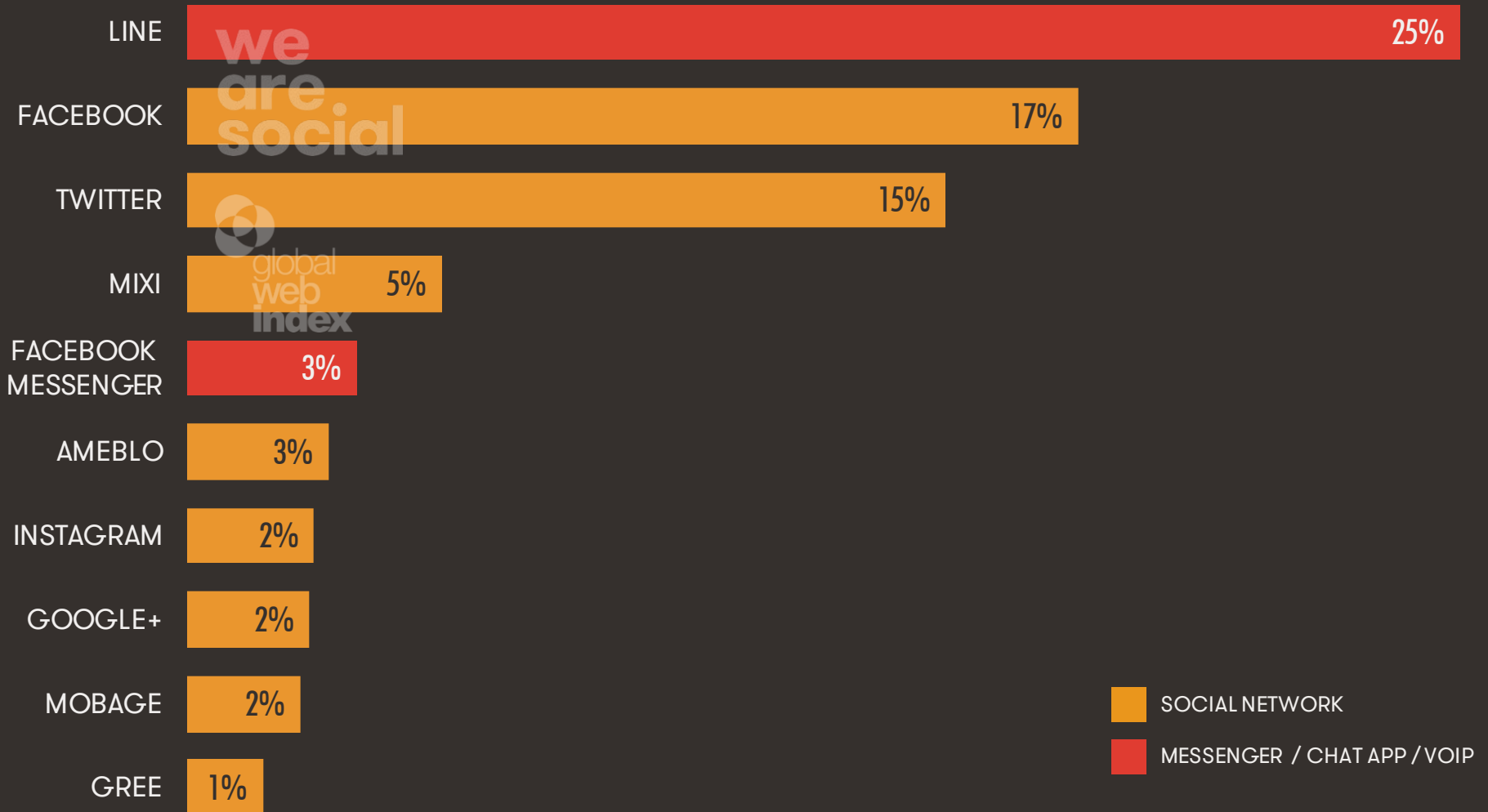
we
are
social

42%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

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



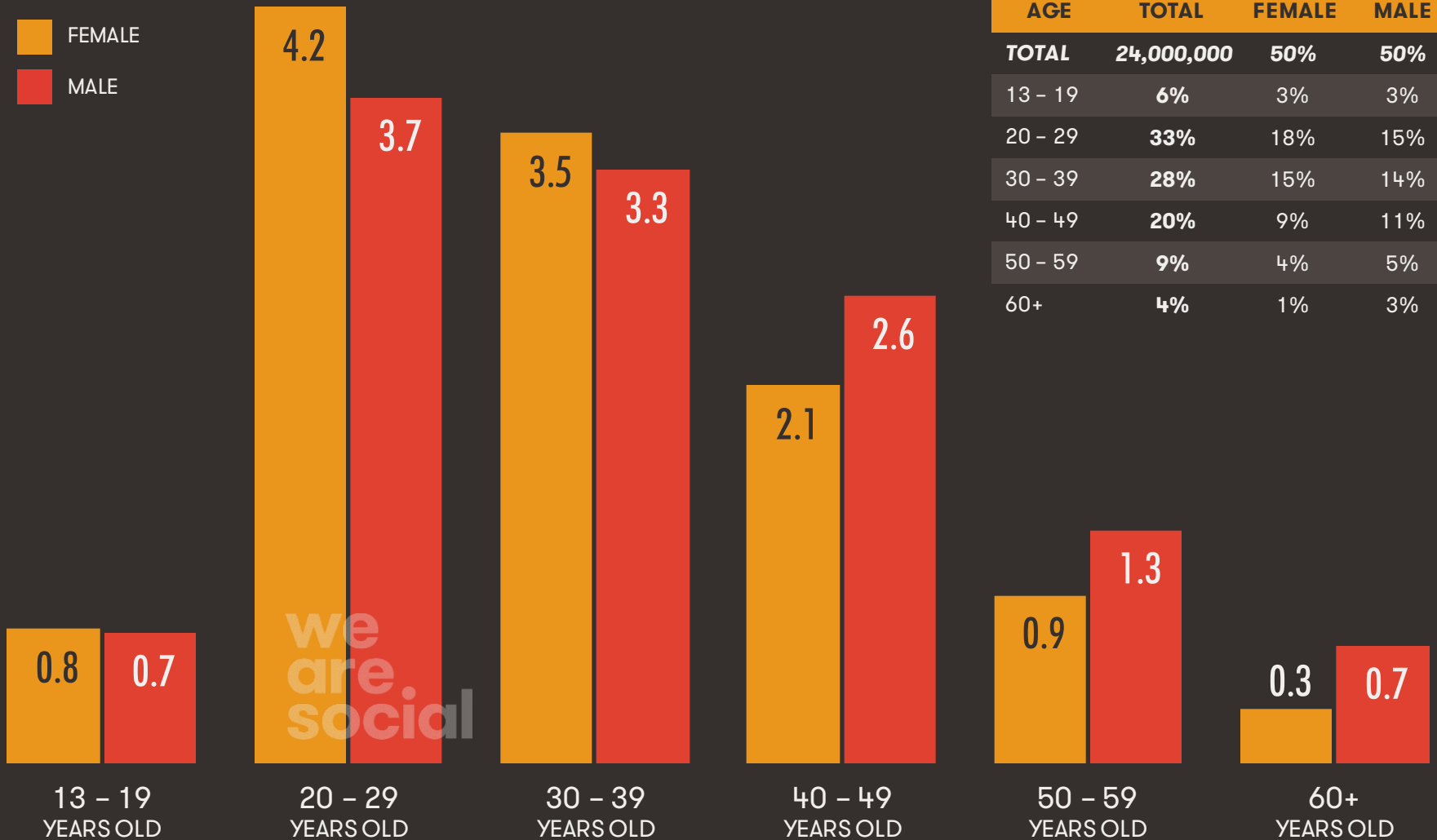
JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



FEMALE
MALE



JAN
2016

MOBILE USERS & CONNECTIONS

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



NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



106.8M

84%

173.3M

137%

1.62

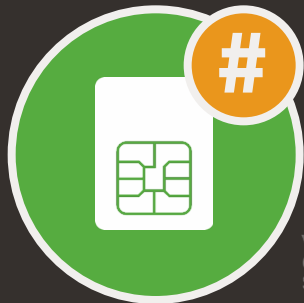
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



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



173.3M

137%

0.4%

99.6%

98%

we
are
social

GSMA

we
are
social

GSMA

JAN
2016

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

25%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

9%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

13%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

10%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



18%

NOTE: THIS FIGURE IS BASED ON
RESPONDENTS WHO REPORTED
USING LINE IN THE PAST 30 DAYS

JAN
2016

E-COMMERCE BY DEVICE

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



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



we
are
social

55%

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



global
web
index

65%

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



we
are
social

65%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



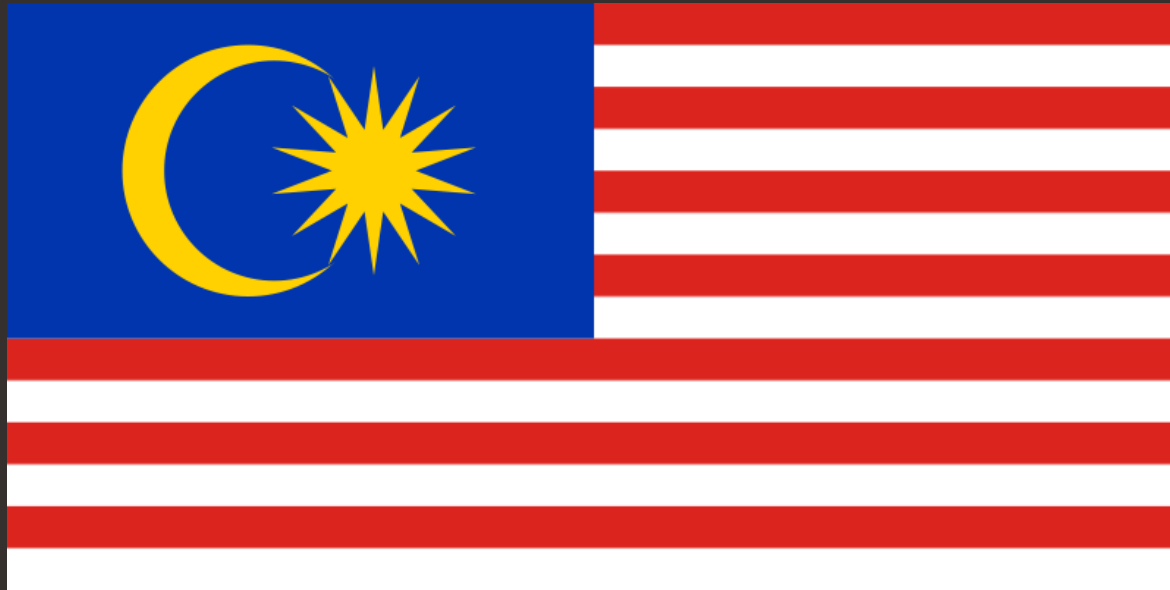
global
web
index

54%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



13%



MALAYSIA

**JAN
2016**

DIGITAL IN MALAYSIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

**30.54
MILLION**

URBANISATION: 75%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**20.62
MILLION**

PENETRATION: 68%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

**18.00
MILLION**

PENETRATION: 59%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

**43.43
MILLION**

vs POPULATION: 142%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

**16.00
MILLION**

PENETRATION: 52%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+1%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+7%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+4%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+7%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

96%

SMART
PHONE



Google

71%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

35%

TABLET
DEVICE



14%

TV STREAMING
DEVICE



Google

4%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

[N/A]

WEARABLE
TECH DEVICE



1%

**JAN
2016**

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

4H 38M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

3H 37M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

3H 00M

AVERAGE DAILY
TELEVISION
VIEWING TIME



2H 09M

**JAN
2016**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

20.6M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

68%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



global
web
index

18.0M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



59%

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

20.60M

INTERNET USERS:
ITU DATA



we
are
social

20.62M

INTERNET USERS:
CIA DATA



12.10M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



77%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



17%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



5%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



1%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



48%

YEAR-ON-YEAR:

-19%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



47%

YEAR-ON-YEAR:

+40%

SHARE OF WEB
PAGE VIEWS:
TABLETS



5%

YEAR-ON-YEAR:

-29%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



-

YEAR-ON-YEAR:

-

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

18.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

59%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

16.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



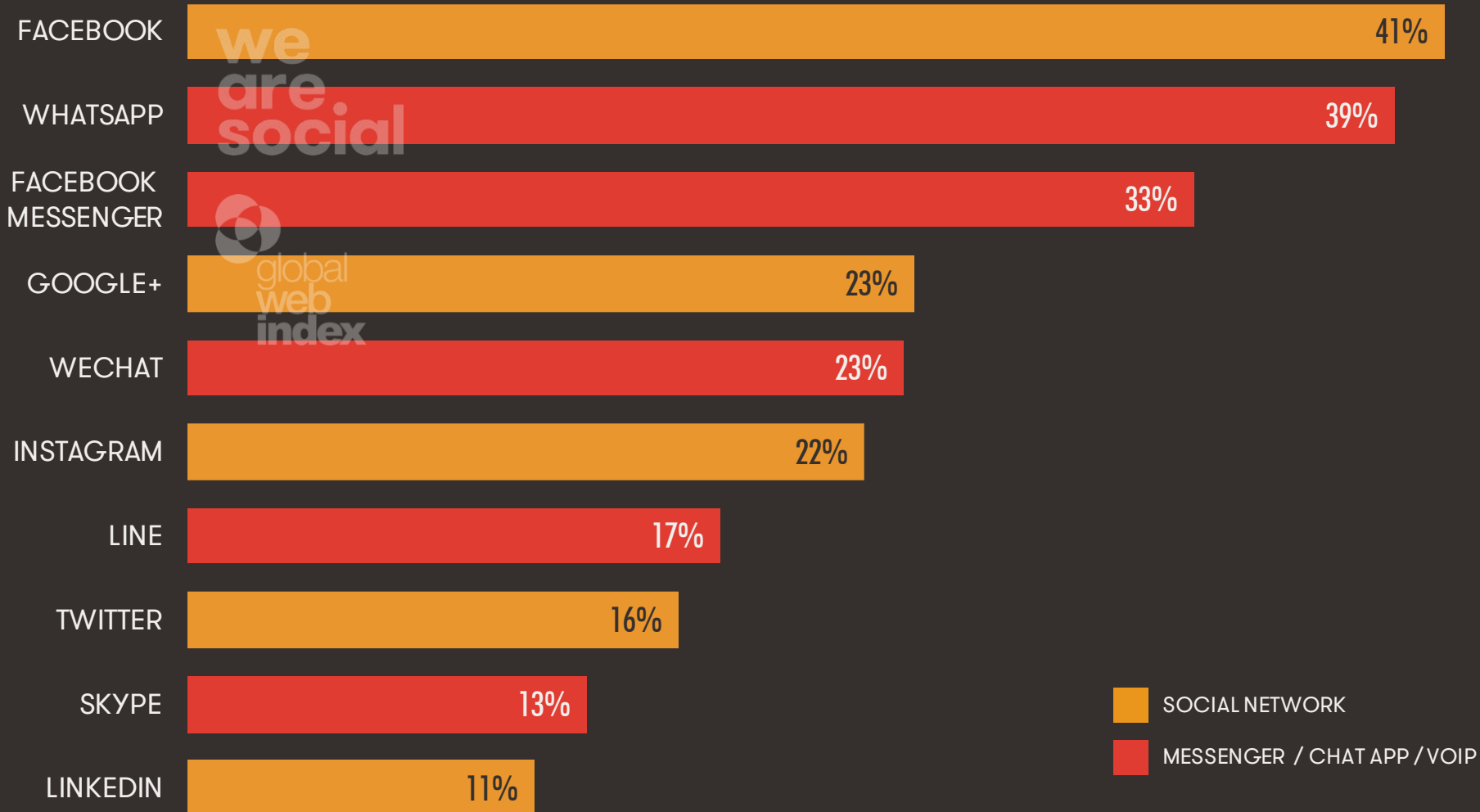
we
are
social

52%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

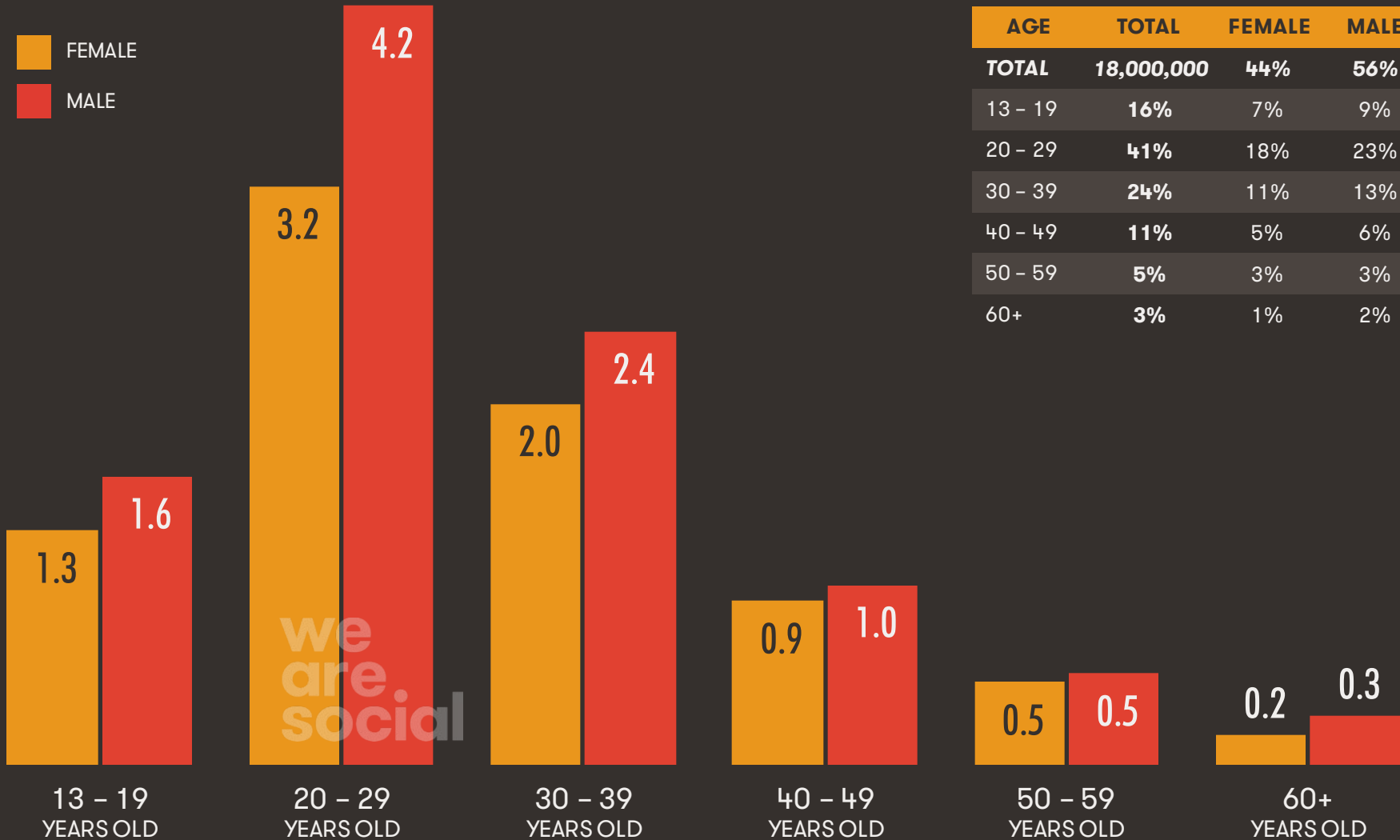
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & CONNECTIONS



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

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



22.7M

74%

43.4M

142%

1.91

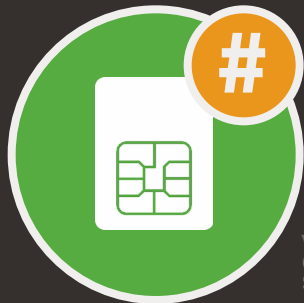
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



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



43.4M

142%

77%

23%

66%

we
are
social

GSMA

we
are
social

GSMA

JAN
2016

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

56%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

43%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

34%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

37%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



47%

JAN
2016

E-COMMERCE BY DEVICE

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



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



we
are
social

50%

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



global
web
index

59%

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



we
are
social

45%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



global
web
index

44%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



31%



MEXICO

**JAN
2016**

DIGITAL IN MEXICO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

**127.8
MILLION**

URBANISATION: 80%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**60.0
MILLION**

PENETRATION: 47%

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

**60.0
MILLION**

PENETRATION: 47%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

**103.5
MILLION**

vs POPULATION: 81%

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

**52.0
MILLION**

PENETRATION: 41%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+2%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+7%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+0.05%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+8%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

82%

SMART
PHONE



Google

55%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

44%

TABLET
DEVICE



20%

TV STREAMING
DEVICE



Google

12%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

1%

WEARABLE
TECH DEVICE



3%

JAN
2016

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

4H 36M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

3H 25M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

3H 14M

AVERAGE DAILY
TELEVISION
VIEWING TIME



2H 12M

JAN
2016

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

60.0M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

47%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



global
web
index

49.9M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



39%

**JAN
2016**

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

60.00M

INTERNET USERS:
ITU DATA



we
are
social

56.74M

INTERNET USERS:
CIA DATA



49.50M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



61%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



24%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



13%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



3%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



60%

YEAR-ON-YEAR:
-1%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



34%

YEAR-ON-YEAR:
+9%

SHARE OF WEB
PAGE VIEWS:
TABLETS



5%

YEAR-ON-YEAR:
-28%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.09%

YEAR-ON-YEAR:
-25%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

60.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

47%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

52.0M

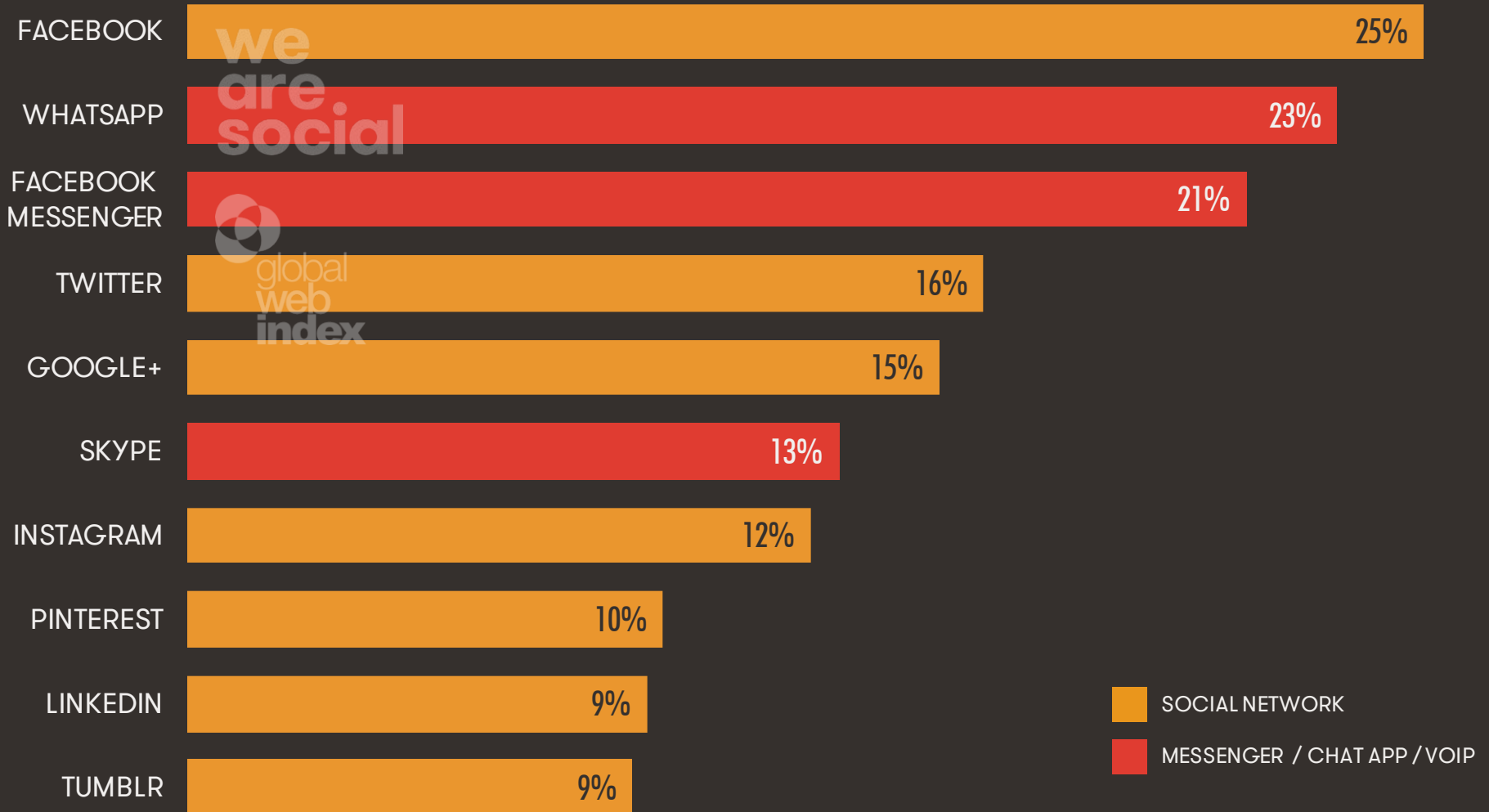
ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

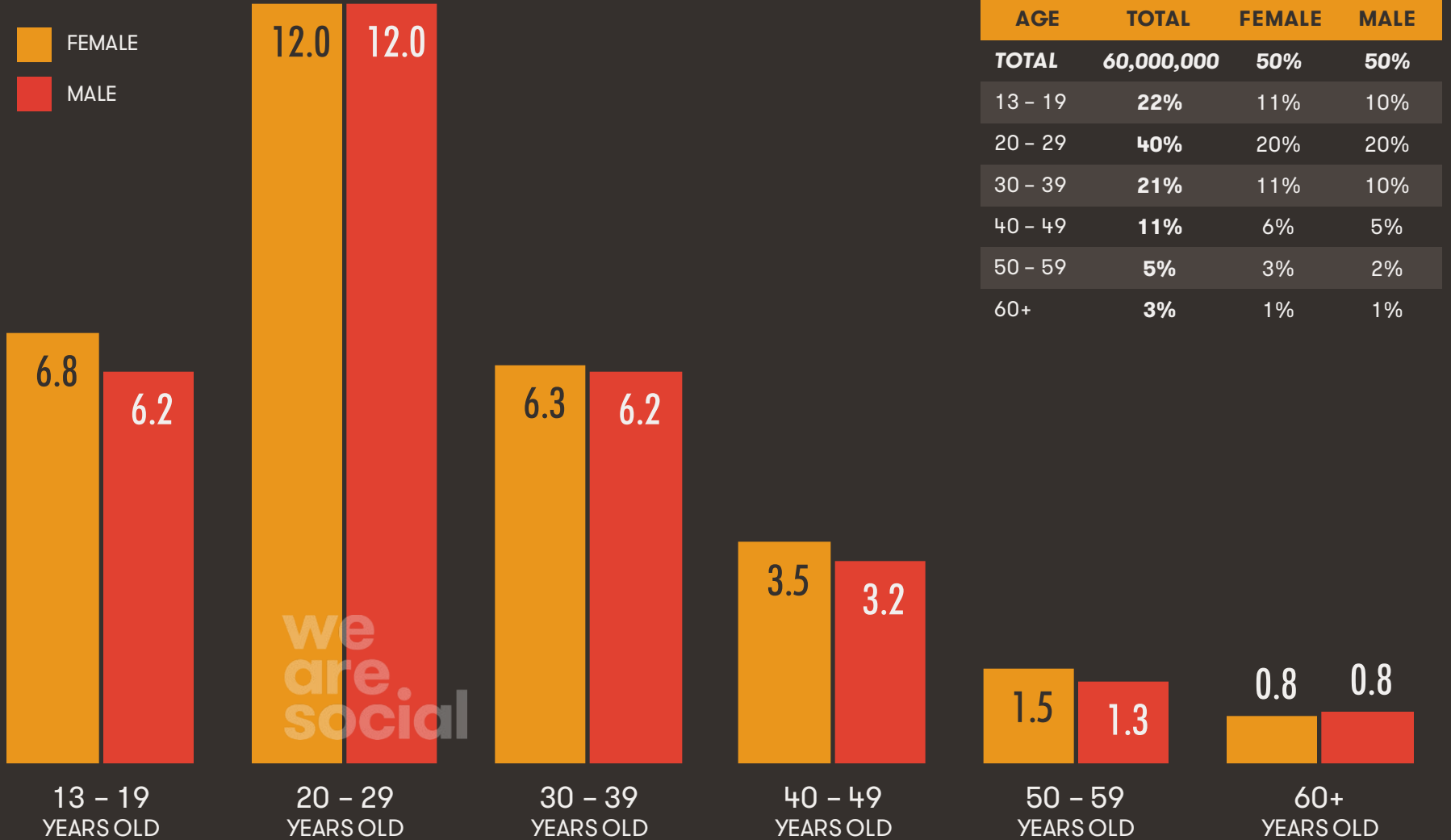
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & CONNECTIONS



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

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



84.2M

66%

103.5M

81%

1.23

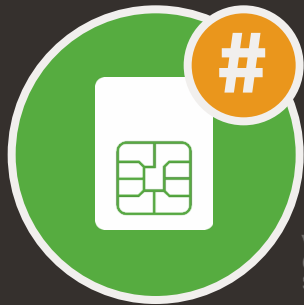
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



103.5M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



81%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



85%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



15%

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



53%

JAN
2016

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

34%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

28%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

20%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

18%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



27%

JAN
2016

E-COMMERCE BY DEVICE

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



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



we
are
social

31%

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



global
web
index

40%

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



we
are
social

34%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



global
web
index

28%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



16%



NIGERIA

JAN
2016

DIGITAL IN NIGERIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



184.6
MILLION

URBANISATION: 49%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



97.2
MILLION

PENETRATION: 53%

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



15.0
MILLION

PENETRATION: 8%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



154.3
MILLION

vs POPULATION: 84%

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



11.0
MILLION

PENETRATION: 6%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

we
are
social

we
are
social

we
are
social

we
are
social

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+12%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+10%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+11%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



-11%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

93%

SMART
PHONE



Google

51%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

13%

TABLET
DEVICE



[N/A]

TV STREAMING
DEVICE



Google

[N/A]

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

[N/A]

WEARABLE
TECH DEVICE



[N/A]

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

92.70M

INTERNET USERS:
ITU DATA



we
are
social

78.79M

INTERNET USERS:
CIA DATA



we
are
social

66.60M

INTERNET USERS:
NCC DATA



97.21M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



67%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



25%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



5%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



3%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



15%

YEAR-ON-YEAR:
-28%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



82%

YEAR-ON-YEAR:
+10%

SHARE OF WEB
PAGE VIEWS:
TABLETS



3%

YEAR-ON-YEAR:
-27%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



-

YEAR-ON-YEAR:
-

**JAN
2016**

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

15.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

8%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

11.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



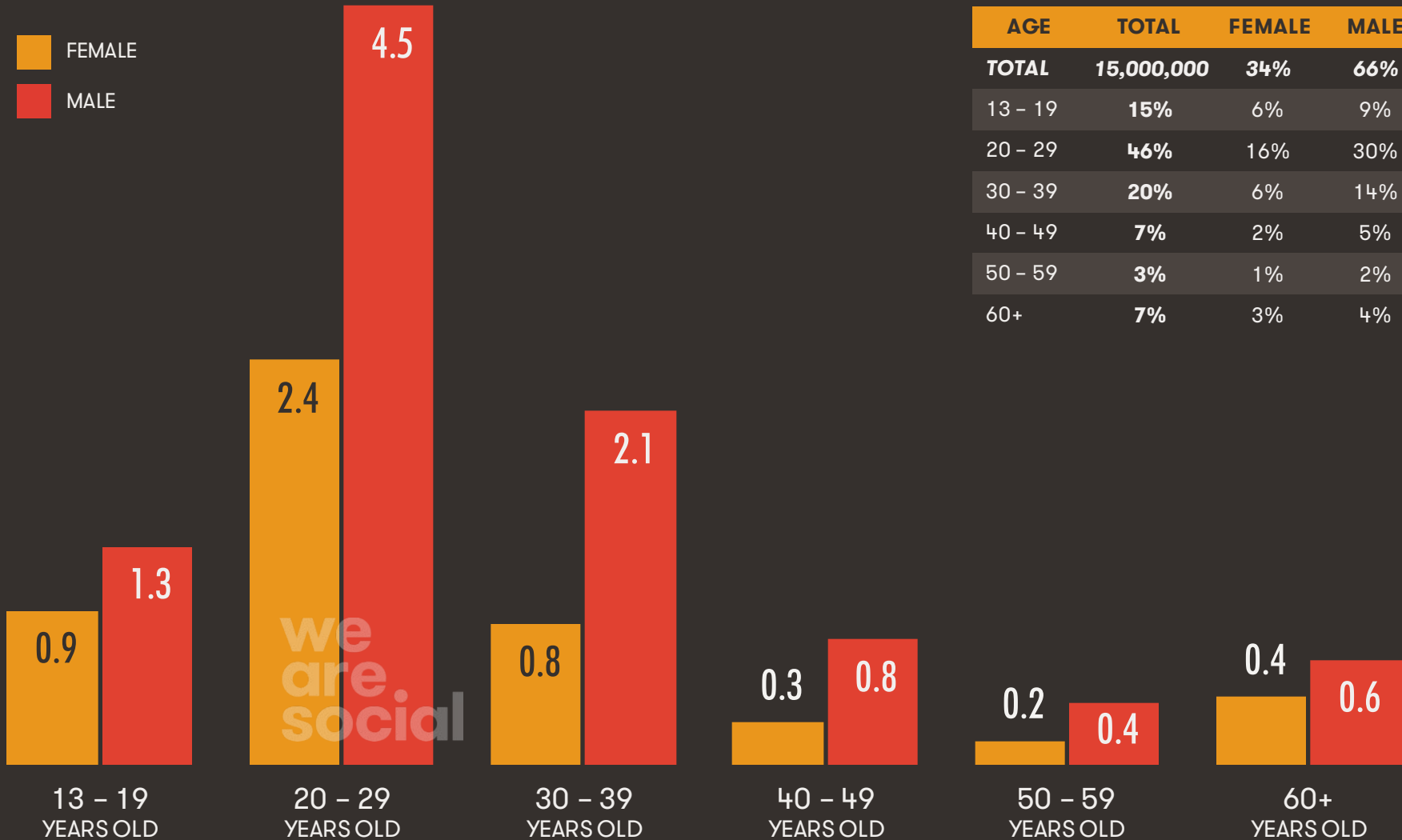
we
are
social

6%

JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



AGE	TOTAL	FEMALE	MALE
TOTAL	15,000,000	34%	66%
13 - 19	15%	6%	9%
20 - 29	46%	16%	30%
30 - 39	20%	6%	14%
40 - 49	7%	2%	5%
50 - 59	3%	1%	2%
60+	7%	3%	4%

JAN
2016

MOBILE USERS & CONNECTIONS



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

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

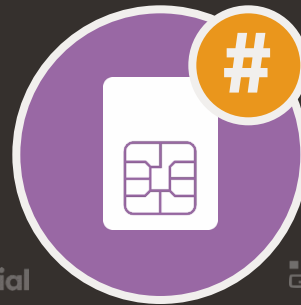
AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



74.7M

40%

154.3M

84%

2.07

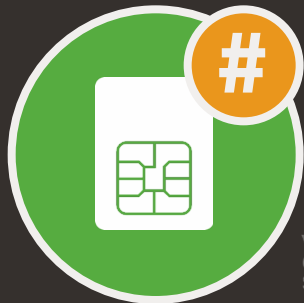
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



154.3M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



84%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



97%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



3%

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



24%



THE PHILIPPINES

JAN
2016

DIGITAL IN THE PHILIPPINES

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

101.47
MILLION

URBANISATION: 44%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

47.13
MILLION

PENETRATION: 46%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

48.00
MILLION

PENETRATION: 47%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

119.21
MILLION

vs POPULATION: 117%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

41.00
MILLION

PENETRATION: 40%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+7%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+20%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+4%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+28%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

87%

SMART
PHONE



Google

55%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

43%

TABLET
DEVICE



24%

TV STREAMING
DEVICE



Google

8%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

5%

WEARABLE
TECH DEVICE



5%

**JAN
2016**

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

5H 12M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

3H 14M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

3H 42M

AVERAGE DAILY
TELEVISION
VIEWING TIME



2H 33M

**JAN
2016**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



47.1M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



46%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



35.7M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



35%

we
are
social

we
are
social

global
web
index

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

47.13M

INTERNET USERS:
ITU DATA



we
are
social

40.28M

INTERNET USERS:
CIA DATA



we
are
social

39.20M

INTERNET USERS:
FACEBOOK USERS*



48.00M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



46%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



30%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



16%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



8%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



64%

YEAR-ON-YEAR:
-12%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



29%

YEAR-ON-YEAR:
+53%

SHARE OF WEB
PAGE VIEWS:
TABLETS



7%

YEAR-ON-YEAR:
-16%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.01%

YEAR-ON-YEAR:
0%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

48.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

47%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

41.0M

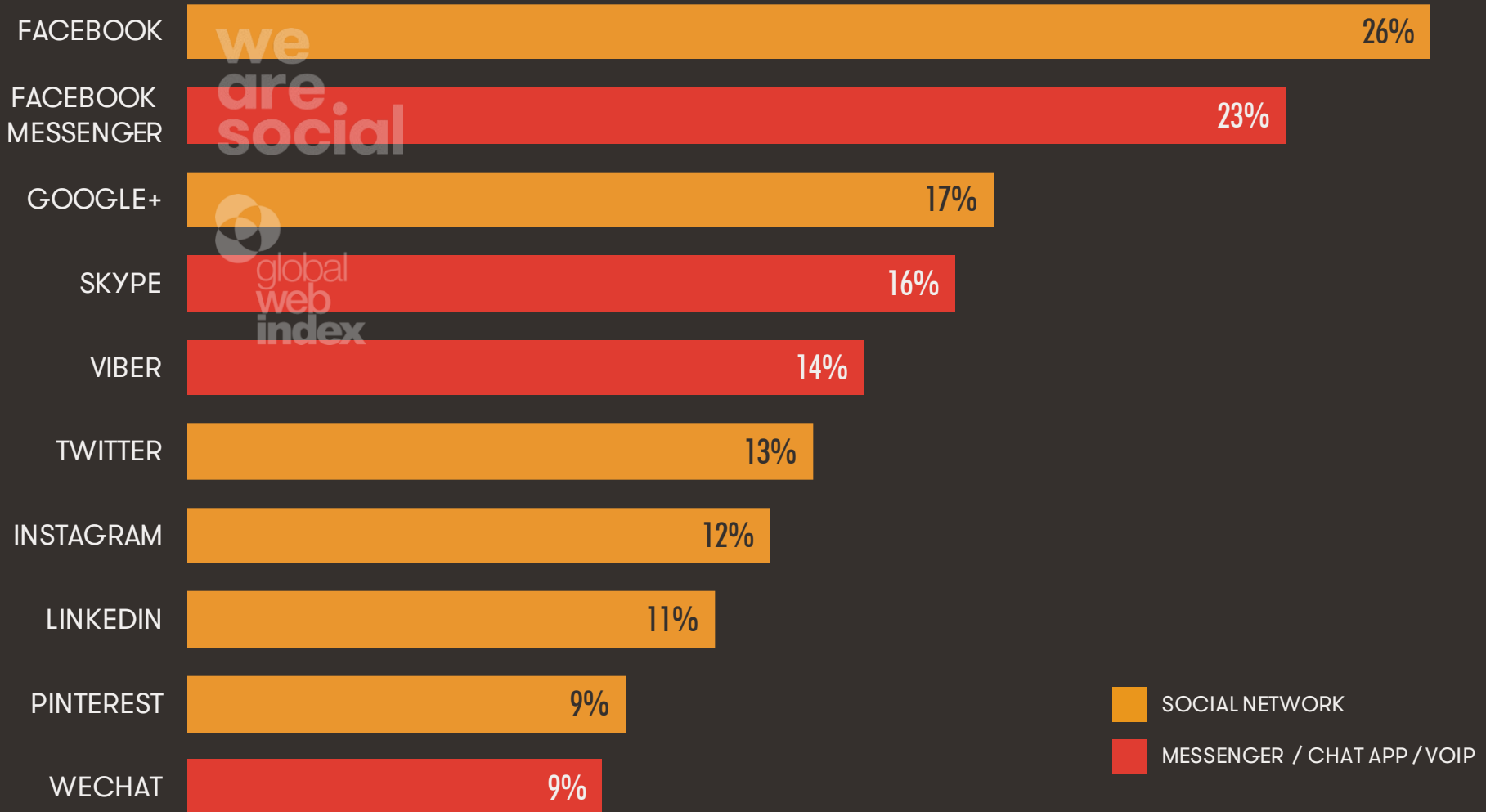
ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

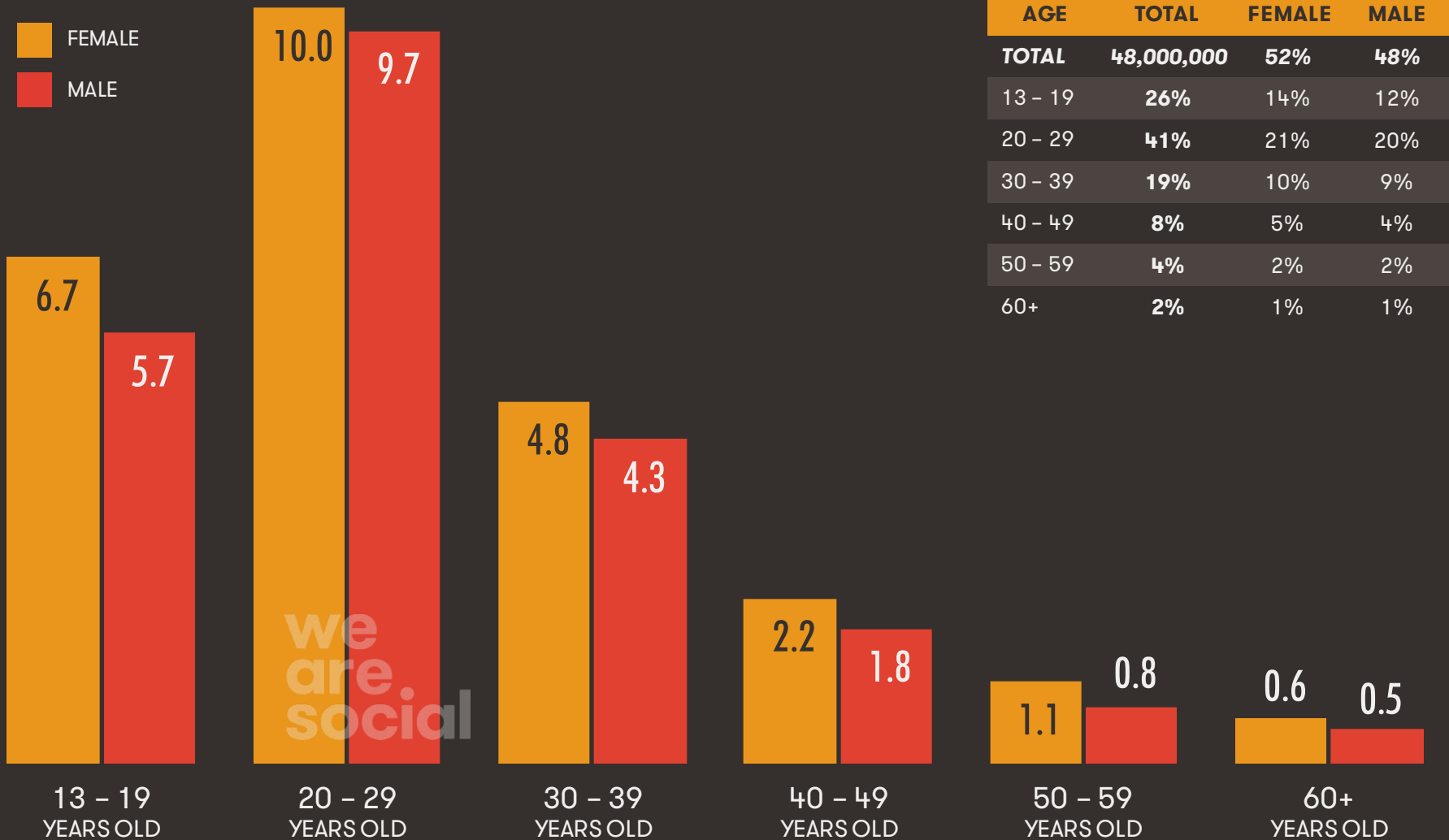
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & CONNECTIONS



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

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



75.4M

74%

119.2M

117%

1.58

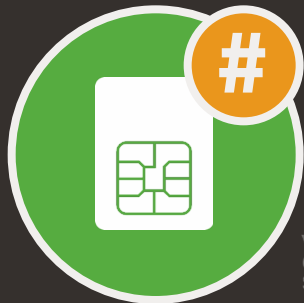
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



119.2M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



117%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



95%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



5%

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



47%

JAN
2016

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

33%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

26%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

23%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

21%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



25%

JAN
2016

E-COMMERCE BY DEVICE

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



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



we
are
social

29%

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



global
web
index

39%

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



we
are
social

31%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



global
web
index

24%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



18%



POLAND

**JAN
2016**

DIGITAL IN POLAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



**38.60
MILLION**

URBANISATION: 61%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



**25.71
MILLION**

PENETRATION: 67%

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



**14.00
MILLION**

PENETRATION: 36%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



**58.84
MILLION**

vs POPULATION: 152%

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



**10.00
MILLION**

PENETRATION: 26%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

we
are
social

we
are
social

we
are
social

we
are
social

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



+6%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



+8%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



+3%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+9%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

94%

SMART
PHONE



Google

59%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

77%

TABLET
DEVICE



24%

TV STREAMING
DEVICE



Google

13%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

2%

WEARABLE
TECH DEVICE



1%

**JAN
2016**

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

4H 25M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

1H 17M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

1H 17M

AVERAGE DAILY
TELEVISION
VIEWING TIME



2H 28M

JAN
2016

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

25.7M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

67%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



global
web
index

17.6M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



46%

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

25.67M

INTERNET USERS:
ITU DATA



we
are
social

25.71M

INTERNET USERS:
CIA DATA



25.90M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



74%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



20%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



5%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



1%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



48%

YEAR-ON-YEAR:
-10%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



51%

YEAR-ON-YEAR:
+14%

SHARE OF WEB
PAGE VIEWS:
TABLETS



2%

YEAR-ON-YEAR:
-31%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.02%

YEAR-ON-YEAR:
-33%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

14.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

36%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

10.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



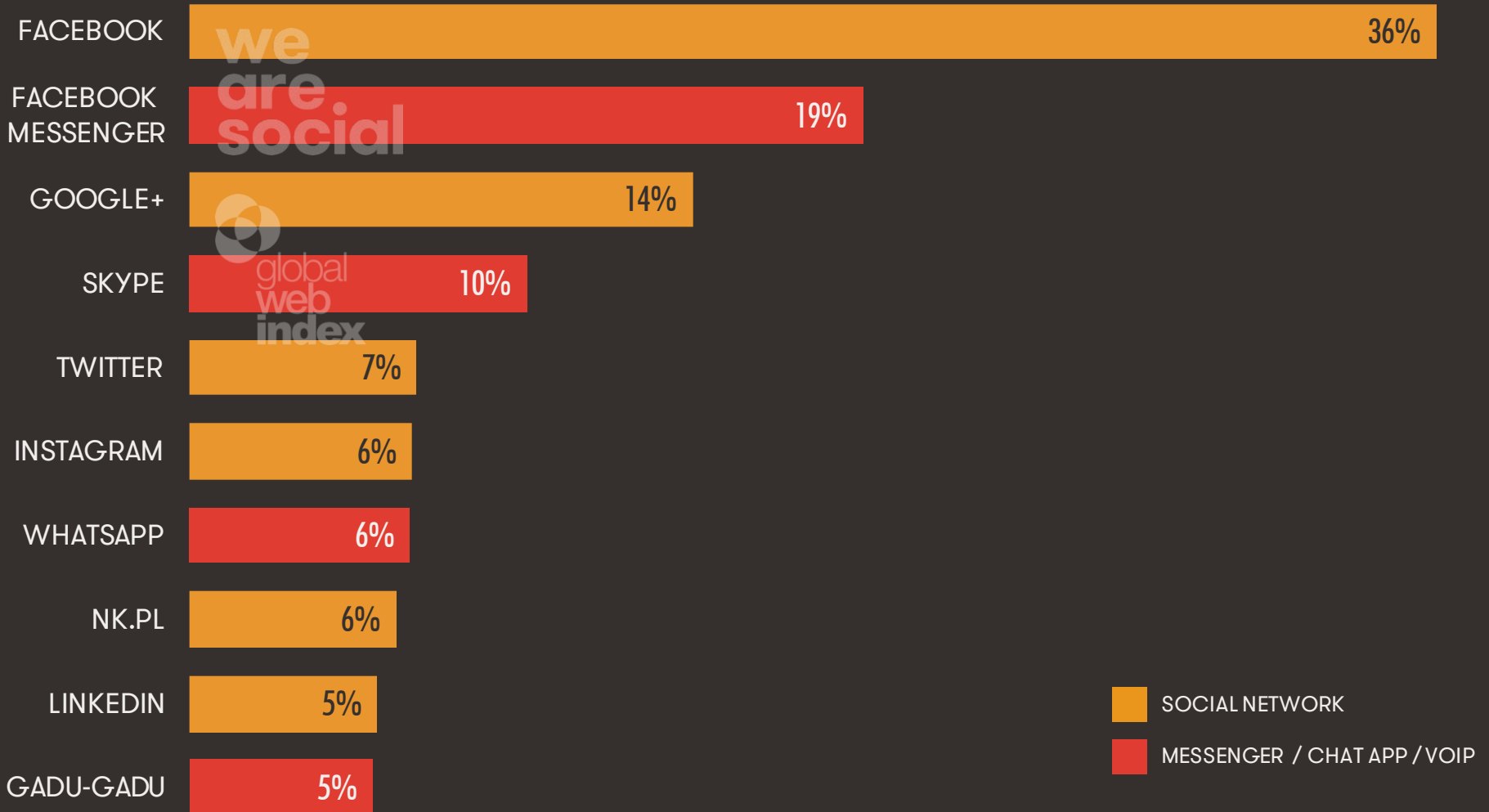
we
are
social

26%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

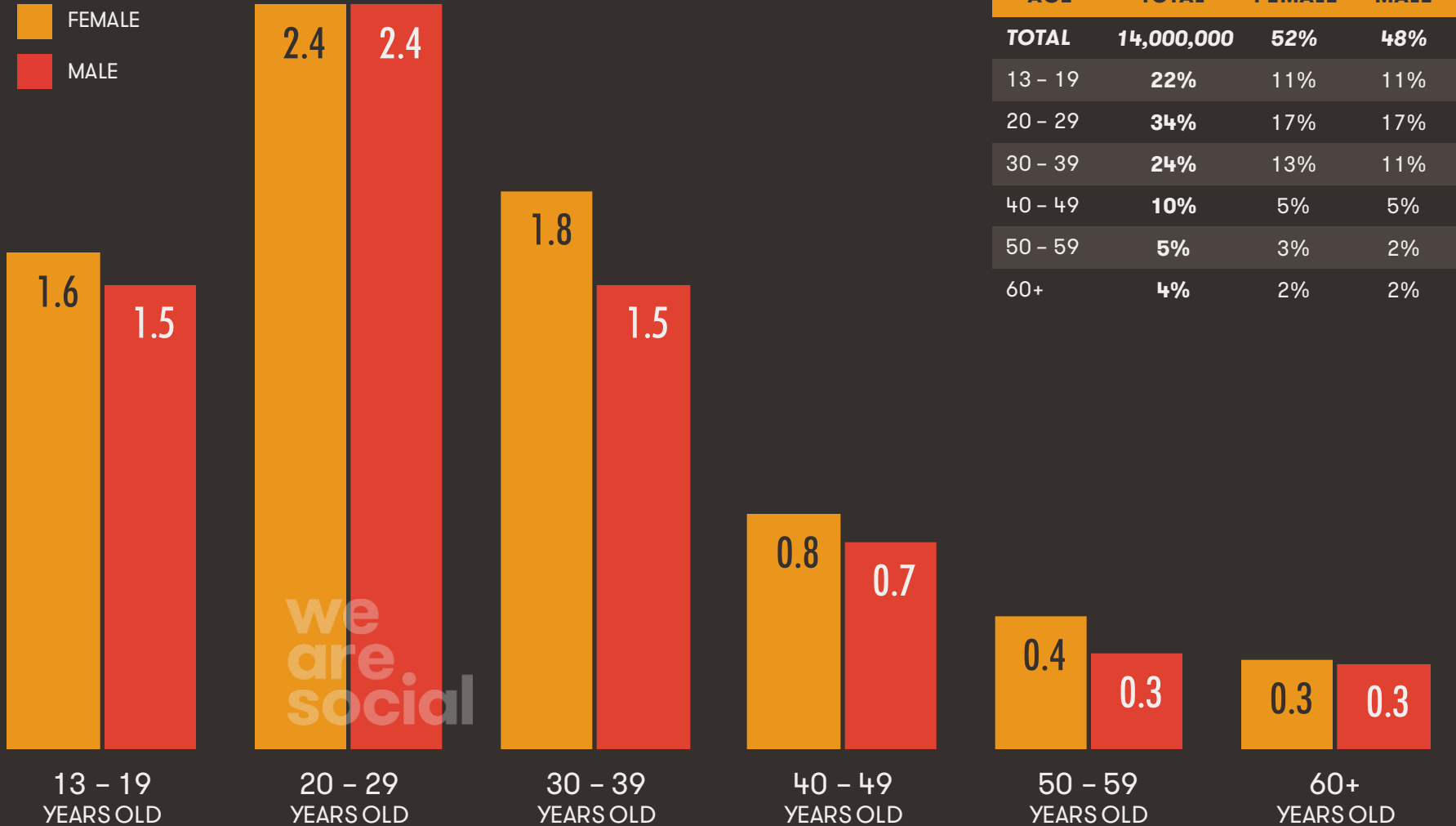
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & CONNECTIONS

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



NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



28.4M

74%

58.8M

152%

2.07

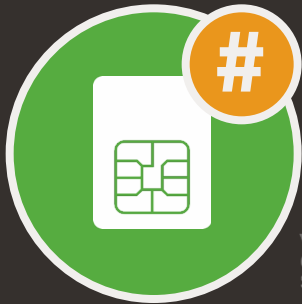
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



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



58.8M

152%

48%

52%

62%

we
are
social

GSMA

we
are
social

GSMA

JAN
2016

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

25%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

19%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

17%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

28%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



27%

JAN
2016

E-COMMERCE BY DEVICE

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



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



we
are
social

53%

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



global
web
index

59%

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



we
are
social

43%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



global
web
index

51%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



20%



RUSSIA

JAN
2016

DIGITAL IN RUSSIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

143.4
MILLION

URBANISATION: 74%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

103.1
MILLION

PENETRATION: 72%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

68.5
MILLION

PENETRATION: 48%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

247.2
MILLION

vs POPULATION: 172%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

42.5
MILLION

PENETRATION: 30%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+4%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+2%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+4%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+11%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

95%

SMART
PHONE



Google

61%

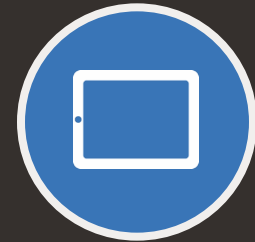
LAPTOP OR
DESKTOP COMPUTER



we
are
social

80%

TABLET
DEVICE



33%

TV STREAMING
DEVICE



Google

9%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

11%

WEARABLE
TECH DEVICE



2%

**JAN
2016**

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

4H 40M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

1H 23M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

1H 52M

AVERAGE DAILY
TELEVISION
VIEWING TIME



2H 16M

JAN
2016

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

103.1M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

72%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



global
web
index

57.0M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



40%

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

103.15M

INTERNET USERS:
ITU DATA



we
are
social

101.16M

INTERNET USERS:
CIA DATA



84.40M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



81%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



15%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



4%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



<1%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



83%

YEAR-ON-YEAR:
+11%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



12%

YEAR-ON-YEAR:
-30%

SHARE OF WEB
PAGE VIEWS:
TABLETS



5%

YEAR-ON-YEAR:
-38%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.01%

YEAR-ON-YEAR:
0%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

68.5M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

48%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

42.5M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



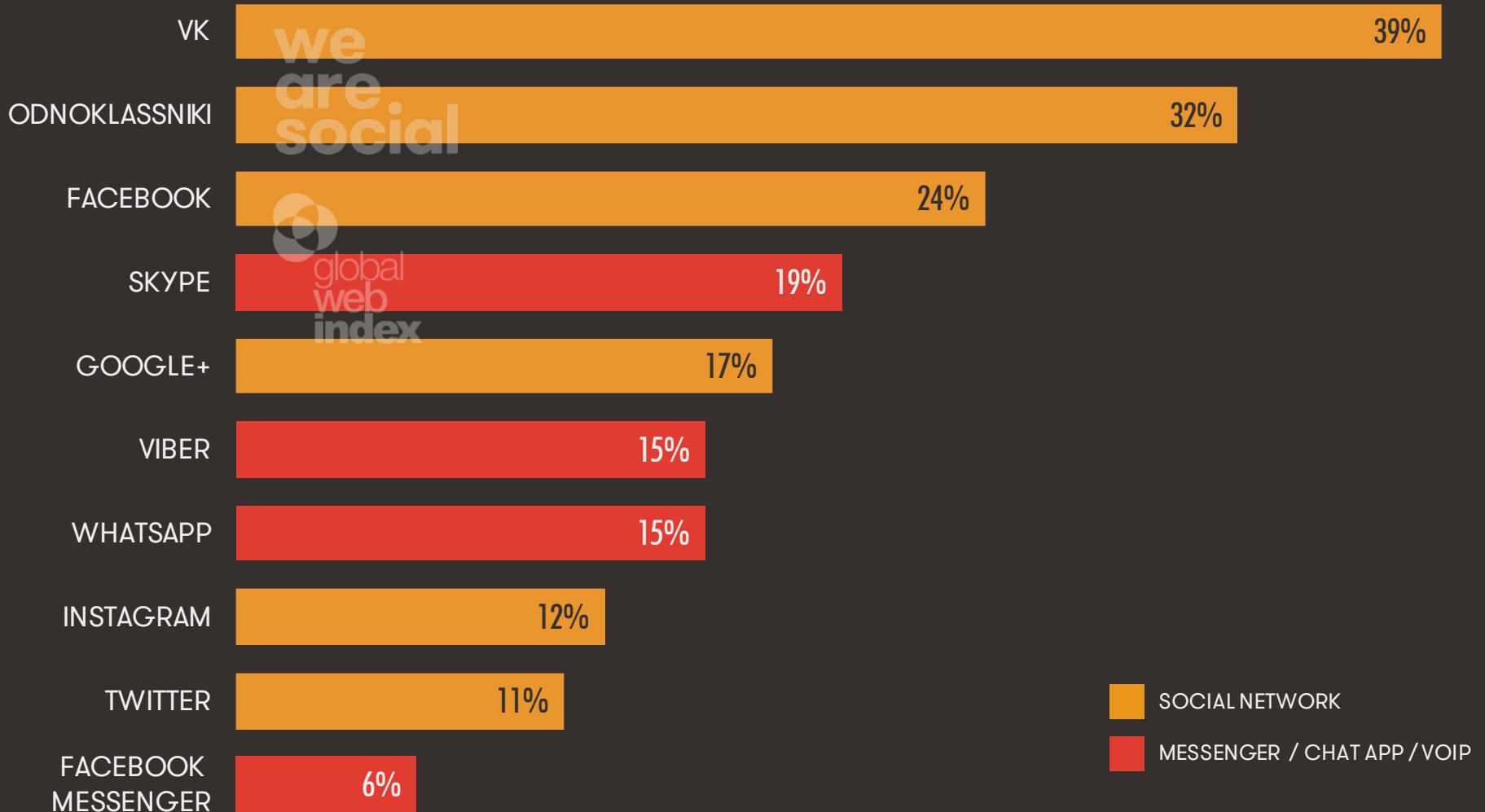
we
are
social

30%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

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



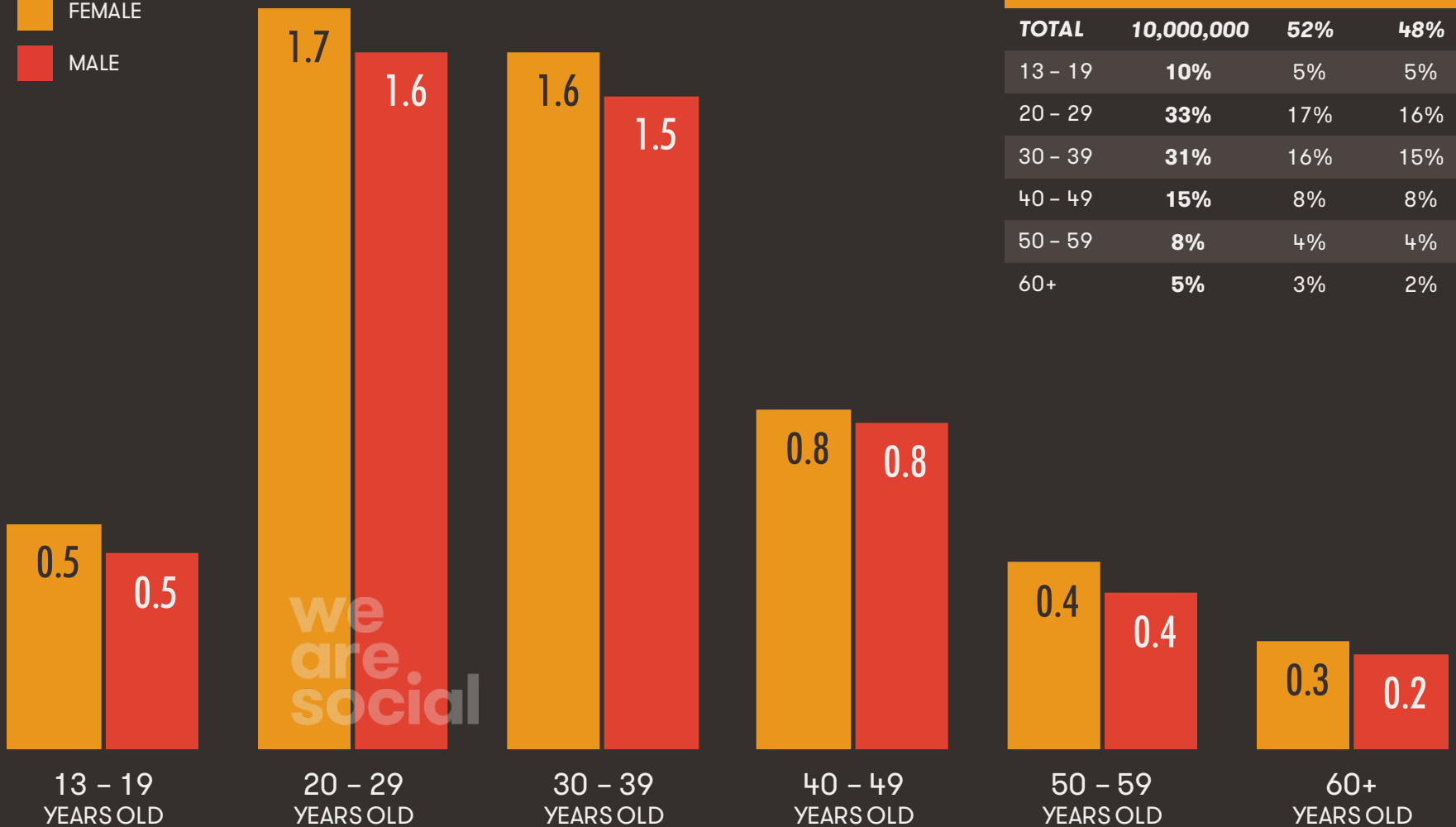
JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



FEMALE
MALE



JAN
2016

MOBILE USERS & CONNECTIONS

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



NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



103.2M

72%

247.2M

172%

2.40

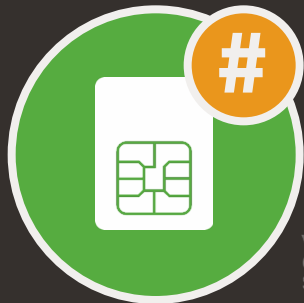
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



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



247.2M

172%

82%

18%

38%

we
are
social

GSMA

we
are
social

GSMA

JAN
2016

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

31%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

19%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

17%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

15%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



27%

JAN
2016

E-COMMERCE BY DEVICE

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



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



we
are
social



global
web
index



we
are
social



global
web
index



48%

64%

47%

45%

15%



SAUDI ARABIA

**JAN
2016**

DIGITAL IN SAUDI ARABIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

السعودية

TOTAL
POPULATION



we
are
social

**31.85
MILLION**

URBANISATION: 83%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**20.29
MILLION**

PENETRATION: 64%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

**11.00
MILLION**

PENETRATION: 35%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

**57.58
MILLION**

vs POPULATION: 181%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

**10.00
MILLION**

PENETRATION: 31%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+5%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+20%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+9%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+25%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

91%

SMART
PHONE



Google

86%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

54%

TABLET
DEVICE



21%

TV STREAMING
DEVICE



Google

7%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

2%

WEARABLE
TECH DEVICE



5%

**JAN
2016**

TIME SPENT WITH MEDIA

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

معلومات

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

4H 08M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

3H 46M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

2H 56M

AVERAGE DAILY
TELEVISION
VIEWING TIME



1H 55M

**JAN
2016**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

20.3M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

64%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



global
web
index

15.5M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



49%

JAN
2016

INTERNET USERS: PERSPECTIVE

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

معلومات

INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

18.30M

INTERNET USERS:
ITU DATA



we
are
social

20.29M

INTERNET USERS:
CIA DATA



16.20M

JAN
2016

FREQUENCY OF INTERNET USE

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

معلومات

USE THE
INTERNET
EVERY DAY



86%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



10%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



3%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



1%

JAN
2016

SHARE OF WEB TRAFFIC

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

STATCOUNTER

SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



39%

YEAR-ON-YEAR:
-17%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



55%

YEAR-ON-YEAR:
+19%

SHARE OF WEB
PAGE VIEWS:
TABLETS



5%

YEAR-ON-YEAR:
-13%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.14%

YEAR-ON-YEAR:
+133%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM

البيان

TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

11.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

35%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

10.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



we
are
social

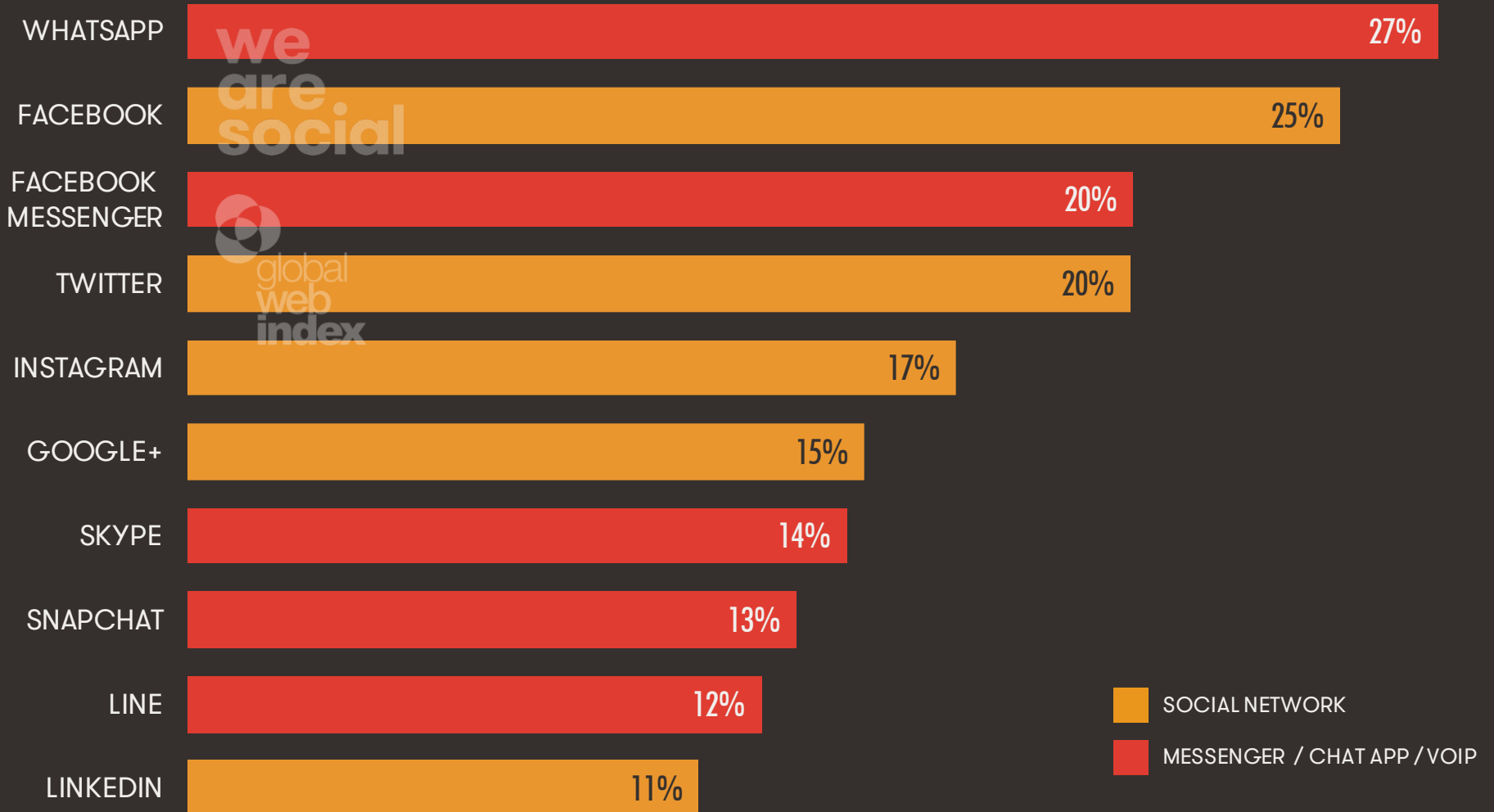
31%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

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

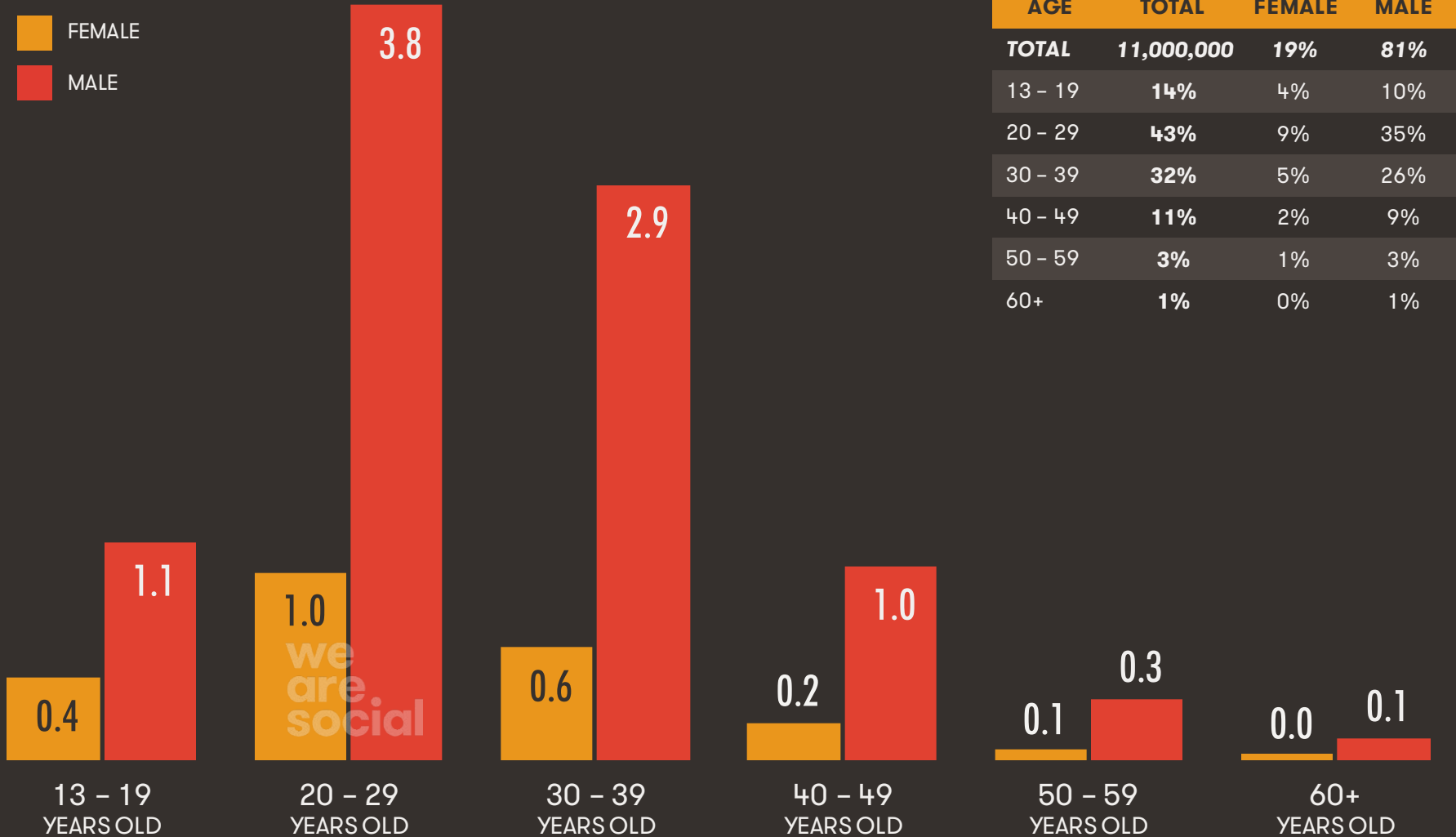
مؤشرات
العالمية



JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & CONNECTIONS

البيان

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

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



21.2M

67%

57.6M

181%

2.72

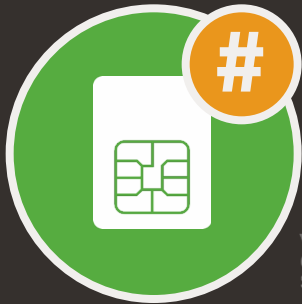
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

البيان

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are
social

57.6M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



GSMA

181%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are
social

86%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



GSMA

14%

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



71%

JAN
2016

MOBILE ACTIVITIES

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

البيان

PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

38%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

34%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

28%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

26%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



34%

JAN
2016

E-COMMERCE BY DEVICE

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

معلومات

PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



we
are
social

41%

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



global
web
index

52%

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



we
are
social

42%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



global
web
index

36%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



23%



SINGAPORE

JAN
2016

DIGITAL IN SINGAPORE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

5.65
MILLION

URBANISATION: 100%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

4.65
MILLION

PENETRATION: 82%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.60
MILLION

PENETRATION: 64%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

8.22
MILLION

vs POPULATION: 145%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

3.30
MILLION

PENETRATION: 58%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+1%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

0%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+2%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+3%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

96%

SMART
PHONE



Google

88%

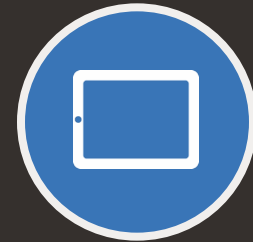
LAPTOP OR
DESKTOP COMPUTER



we
are
social

71%

TABLET
DEVICE



42%

TV STREAMING
DEVICE



Google

12%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

2%

WEARABLE
TECH DEVICE



4%

JAN
2016

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

4H 14M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

2H 03M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

1H 39M

AVERAGE DAILY
TELEVISION
VIEWING TIME



1H 38M

JAN
2016

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



4.65M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



82%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



3.70M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



66%

we
are
social

we
are
social

global
web
index

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

4.653M

INTERNET USERS:
ITU DATA



we
are
social

4.633M

INTERNET USERS:
CIA DATA



4.500M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



84%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



11%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



4%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



1%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



52%

YEAR-ON-YEAR:
-7%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



41%

YEAR-ON-YEAR:
+17%

SHARE OF WEB
PAGE VIEWS:
TABLETS



7%

YEAR-ON-YEAR:
-23%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.02%

YEAR-ON-YEAR:
+100%

**JAN
2016**

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



**we
are
social**

3.60M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



**we
are
social**

64%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



**we
are
social**

3.30M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



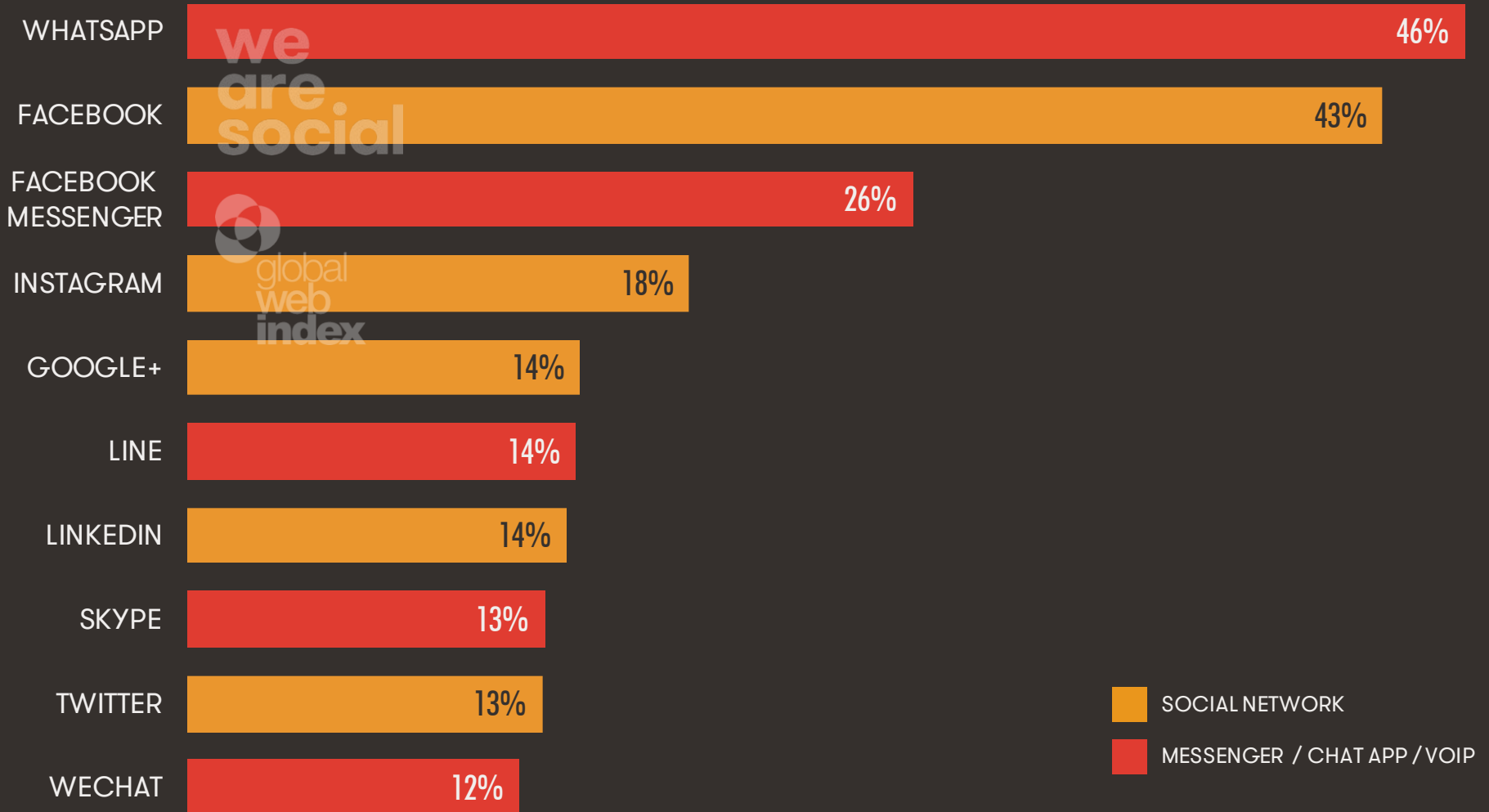
**we
are
social**

58%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

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



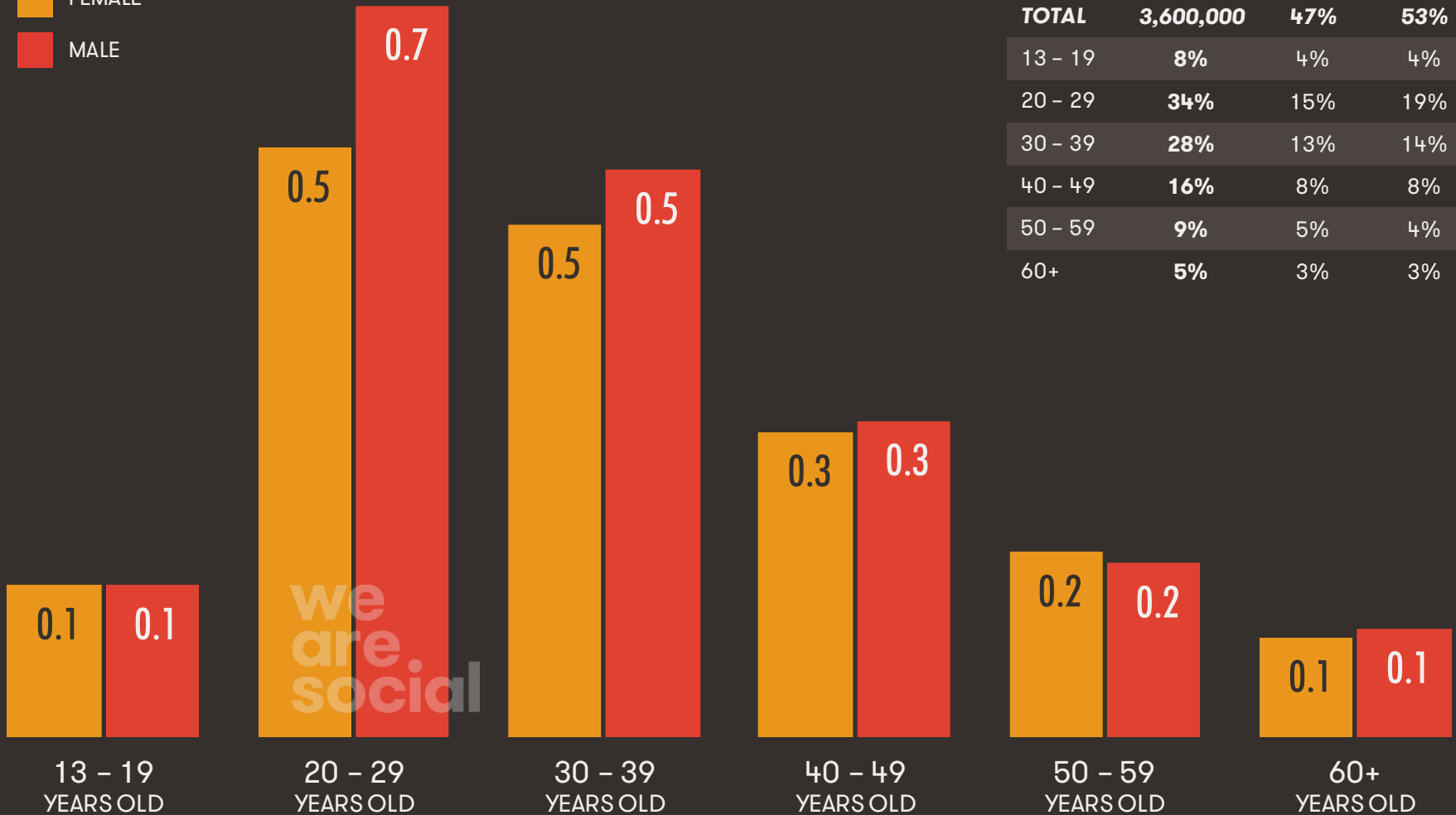
JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



FEMALE
MALE



AGE	TOTAL	FEMALE	MALE
TOTAL	3,600,000	47%	53%
13 - 19	8%	4%	4%
20 - 29	34%	15%	19%
30 - 39	28%	13%	14%
40 - 49	16%	8%	8%
50 - 59	9%	5%	4%
60+	5%	3%	3%

JAN
2016

MOBILE USERS & CONNECTIONS



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

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



4.80M

85%

8.22M

145%

1.71

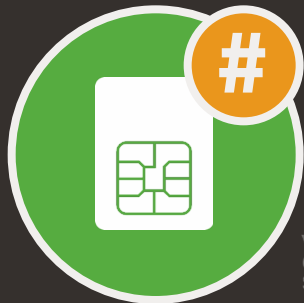
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are
social

8.22M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



GSMA

145%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are
social

41%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



GSMA

59%

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



98%

JAN
2016

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

58%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

42%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

33%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

38%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



48%

JAN
2016

E-COMMERCE BY DEVICE

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



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



we
are
social

57%

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



global
web
index

67%

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



we
are
social

52%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



global
web
index

50%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



30%



SOUTH AFRICA

JAN
2016

DIGITAL IN SOUTH AFRICA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

54.73
MILLION

URBANISATION: 65%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

26.84
MILLION

PENETRATION: 49%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

13.00
MILLION

PENETRATION: 24%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

85.53
MILLION

vs POPULATION: 156%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

10.00
MILLION

PENETRATION: 18%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

**JAN
2016**

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+5%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+10%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+8%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



-6%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

92%

SMART
PHONE



Google

60%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

18%

TABLET
DEVICE



7%

TV STREAMING
DEVICE



Google

3%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

1%

WEARABLE
TECH DEVICE



1%

**JAN
2016**

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

4H 54M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

2H 59M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

2H 43M

AVERAGE DAILY
TELEVISION
VIEWING TIME



2H 21M

JAN
2016

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



26.8M

we
are
social

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



49%

we
are
social

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



23.1M

global
web
index

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



42%

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

26.84M

INTERNET USERS:
ITU DATA



we
are
social

26.82M

INTERNET USERS:
CIA DATA



24.80M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



59%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



26%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



12%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



3%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



21%

YEAR-ON-YEAR:
-38%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



75%

YEAR-ON-YEAR:
+23%

SHARE OF WEB
PAGE VIEWS:
TABLETS



5%

YEAR-ON-YEAR:
-22%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.02%

YEAR-ON-YEAR:
-60%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

13.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

24%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

10.0M

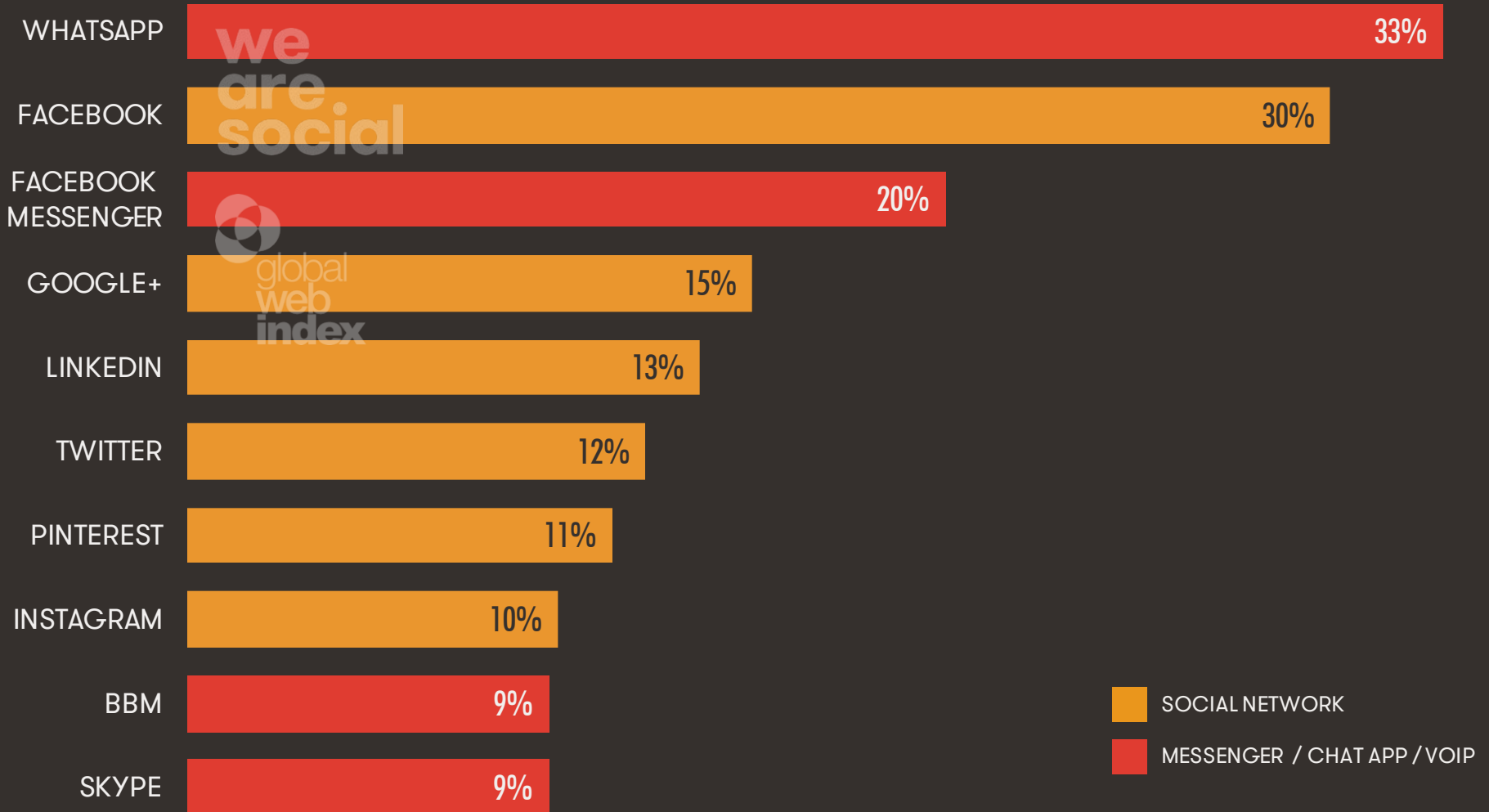
ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

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



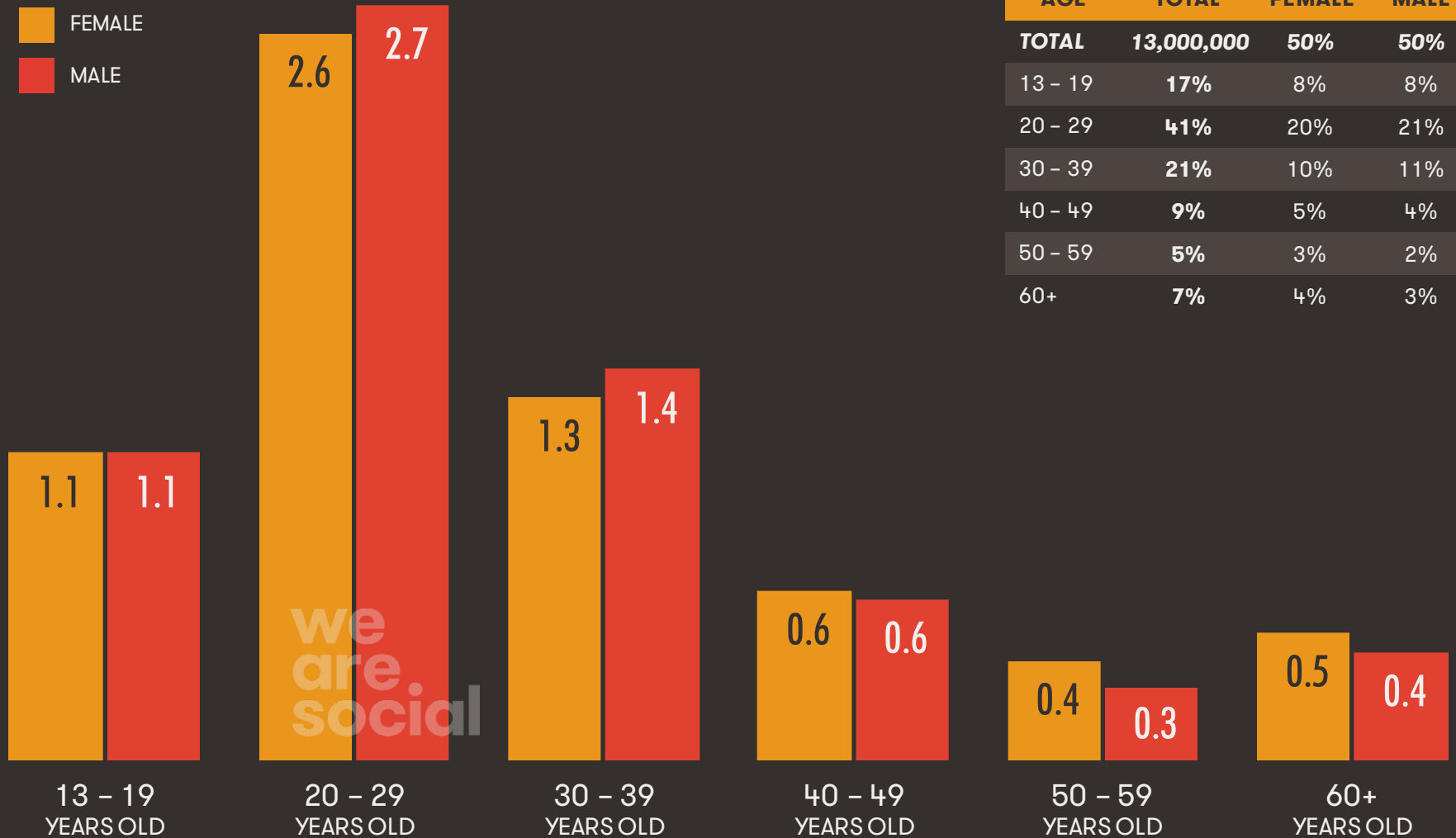
JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



FEMALE
MALE



JAN
2016

MOBILE USERS & CONNECTIONS



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

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



35.6M

65%

85.5M

156%

2.40

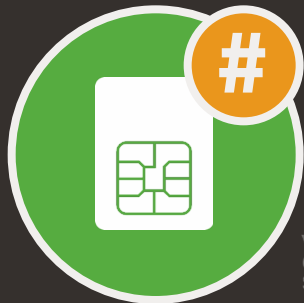
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



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



85.5M

156%

84%

16%

41%

we
are
social

GSMA

we
are
social

GSMA

JAN
2016

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

38%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

28%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

16%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

26%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



29%

JAN
2016

E-COMMERCE BY DEVICE



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

PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



we
are
social



global
web
index



we
are
social



global
web
index



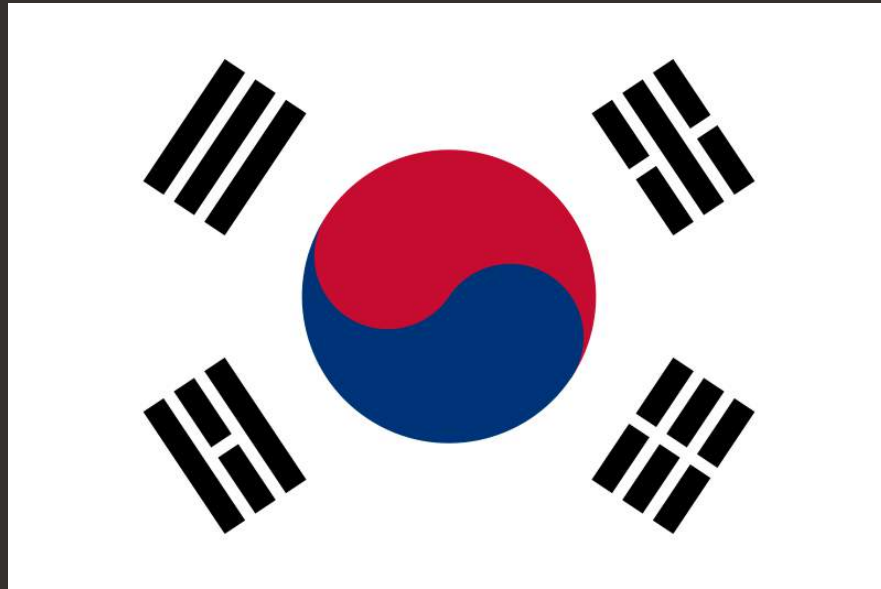
27%

43%

33%

23%

12%



SOUTH KOREA

JAN
2016

DIGITAL IN SOUTH KOREA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

50.40
MILLION

URBANISATION: 83%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

45.31
MILLION

PENETRATION: 90%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

38.40
MILLION

PENETRATION: 76%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

57.08
MILLION

vs POPULATION: 113%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

38.40
MILLION

PENETRATION: 76%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

0%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

[N/A]*

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+3%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



we
are
social

[N/A]*

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

98%

SMART
PHONE



Google

83%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

68%

TABLET
DEVICE



15%

TV STREAMING
DEVICE



Google

5%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

1%

WEARABLE
TECH DEVICE



2%

JAN
2016

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

3H 04M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

1H 56M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

1H 06M

AVERAGE DAILY
TELEVISION
VIEWING TIME



2H 04M

**JAN
2016**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



45.3M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



90%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



35.3M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



70%

we
are
social

we
are
social

global
web
index

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

45.31M

INTERNET USERS:
ITU DATA



we
are
social

42.50M

INTERNET USERS:
CIA DATA



44.90M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



we
are
social

97%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



Google

3%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



we
are
social

<1%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



<1%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



73%

YEAR-ON-YEAR:
+6%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



26%

YEAR-ON-YEAR:
-12%

SHARE OF WEB
PAGE VIEWS:
TABLETS



1%

YEAR-ON-YEAR:
-42%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



-

YEAR-ON-YEAR:
-

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

38.4M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

76%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

38.4M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION

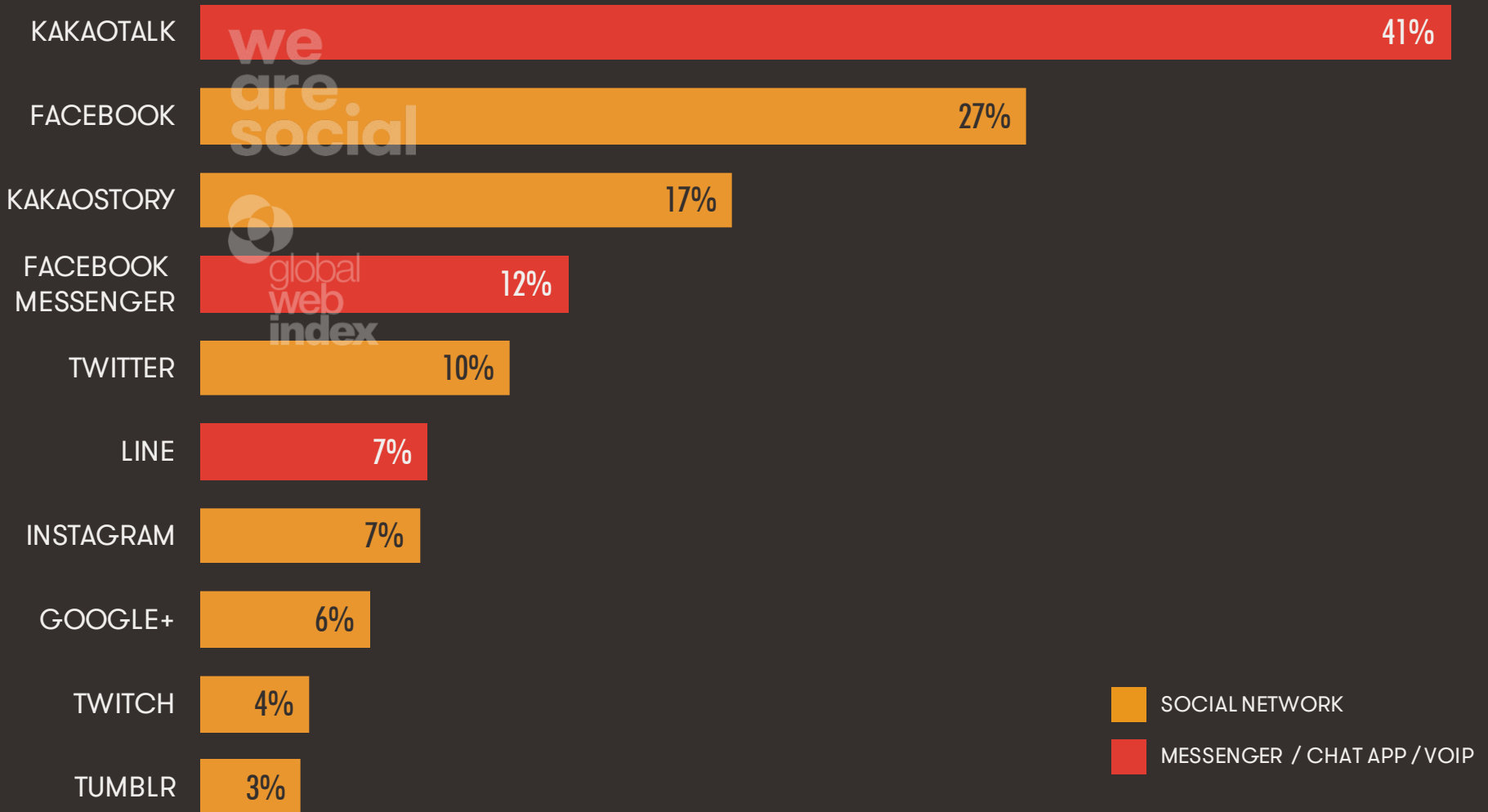


76%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

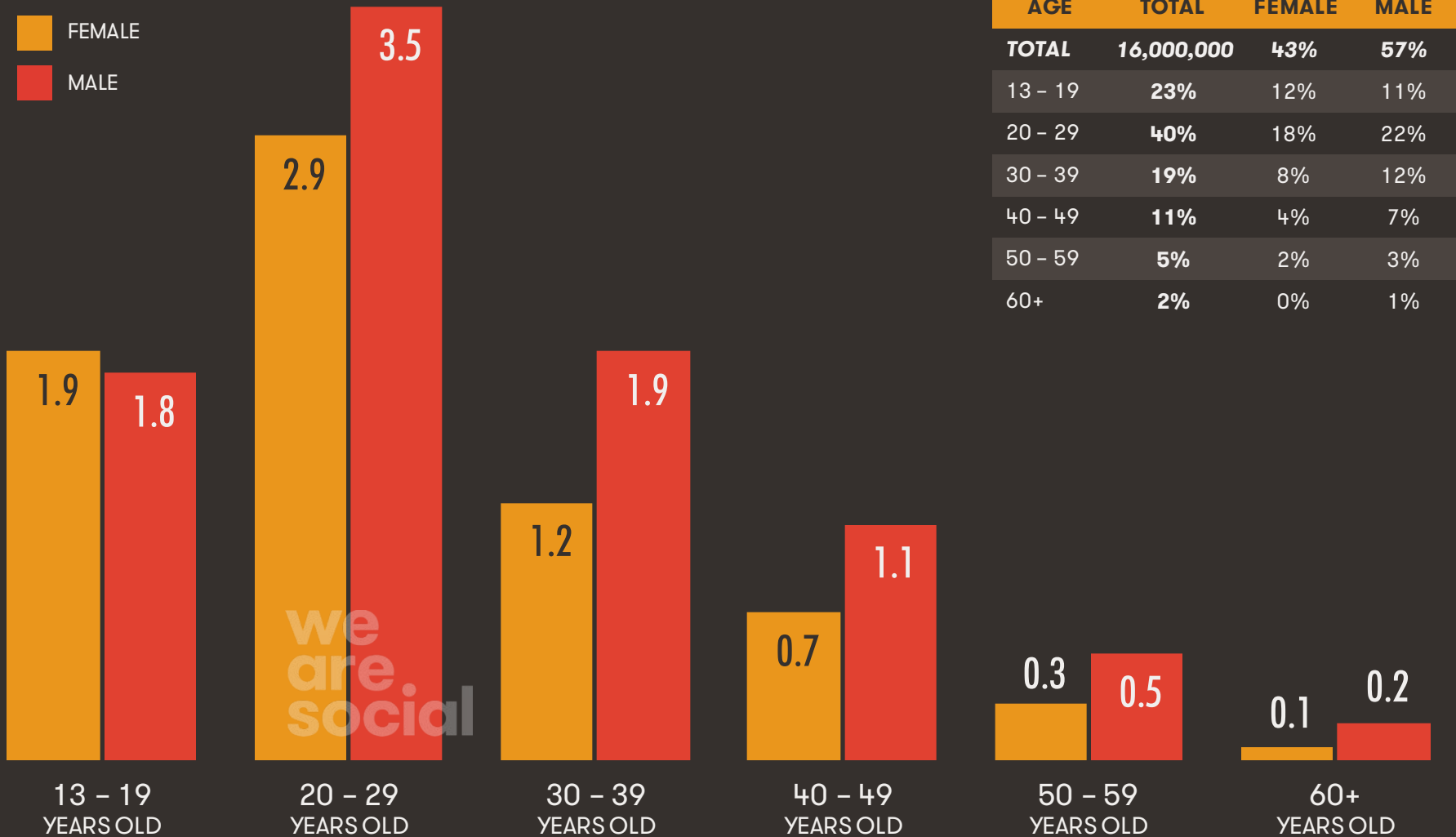
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & CONNECTIONS

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



NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



41.1M

82%

57.1M

113%

1.39

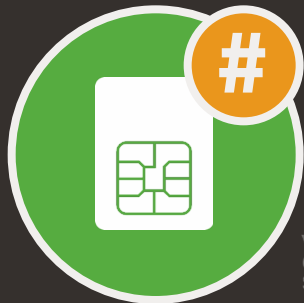
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



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



57.1M

113%

5%

95%

99%

we
are
social

GSMA

we
are
social

GSMA

JAN
2016

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

47%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

51

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

45%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

43%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



53%

JAN
2016

E-COMMERCE BY DEVICE

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



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



we
are
social

72%

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



global
web
index

78%

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



we
are
social

46%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



global
web
index

68%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



43%



SPAIN

JAN
2016

DIGITAL IN SPAIN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

46.09
MILLION

URBANISATION: 80%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

35.71
MILLION

PENETRATION: 77%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

22.00
MILLION

PENETRATION: 48%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

49.16
MILLION

vs POPULATION: 107%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

19.00
MILLION

PENETRATION: 41%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+6%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

0%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

-1%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+7%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

96%

SMART
PHONE



Google

80%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

73%

TABLET
DEVICE



38%

TV STREAMING
DEVICE



Google

16%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

12%

WEARABLE
TECH DEVICE



2%

**JAN
2016**

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

3H 47M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

1H 55M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

1H 36M

AVERAGE DAILY
TELEVISION
VIEWING TIME



2H 25M

JAN
2016

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

35.7M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

77%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



global
web
index

29.9M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



65%

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

35.71M

INTERNET USERS:
ITU DATA



we
are
social

35.12M

INTERNET USERS:
CIA DATA



35.50M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



86%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



11%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



2%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



<1%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



62%

YEAR-ON-YEAR:
+4%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



32%

YEAR-ON-YEAR:
-6%

SHARE OF WEB
PAGE VIEWS:
TABLETS



7%

YEAR-ON-YEAR:
-3%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.07%

YEAR-ON-YEAR:
0%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

22.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

48%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

19.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION

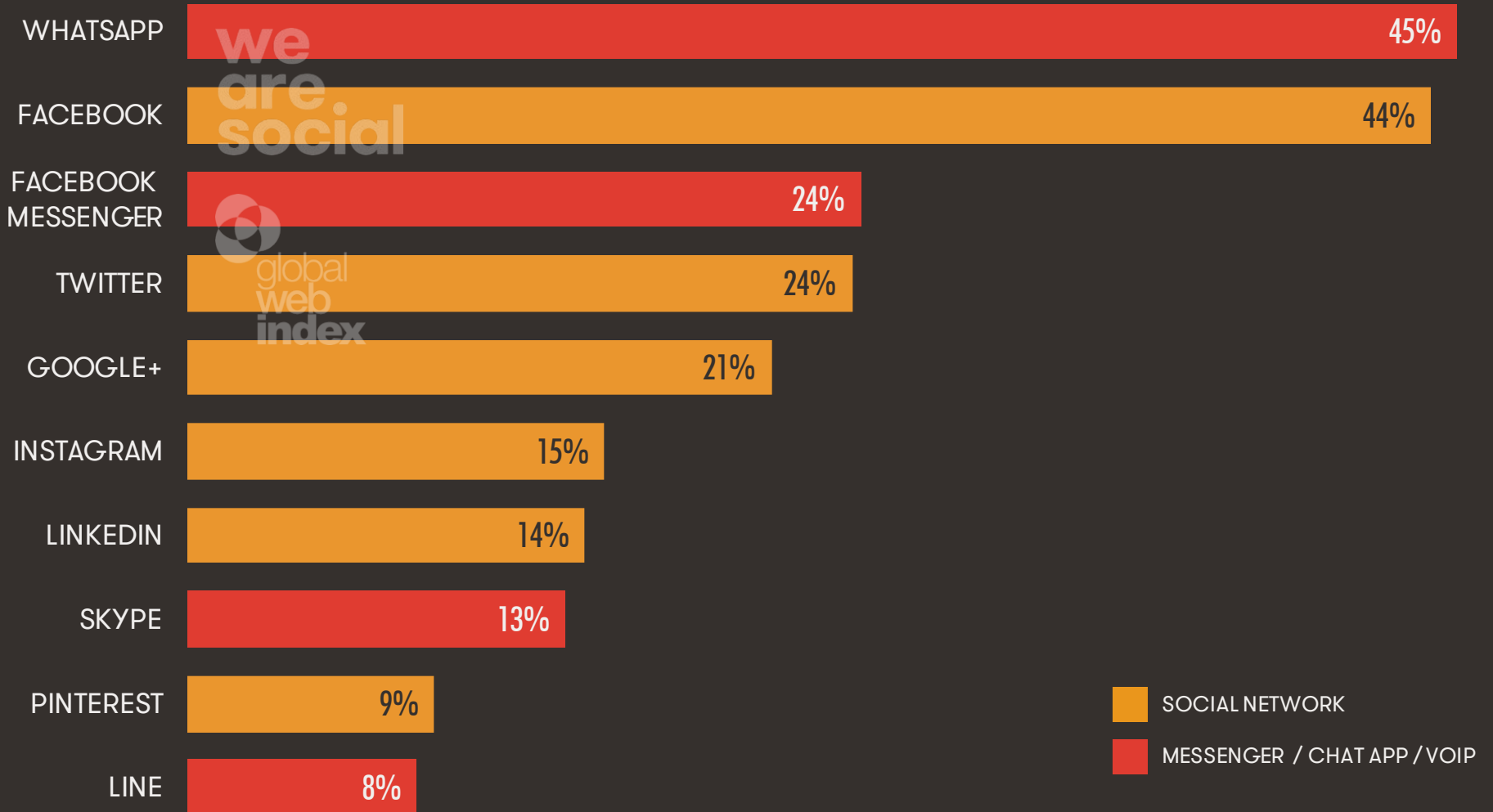


JAN
2016

TOP ACTIVE SOCIAL PLATFORMS



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



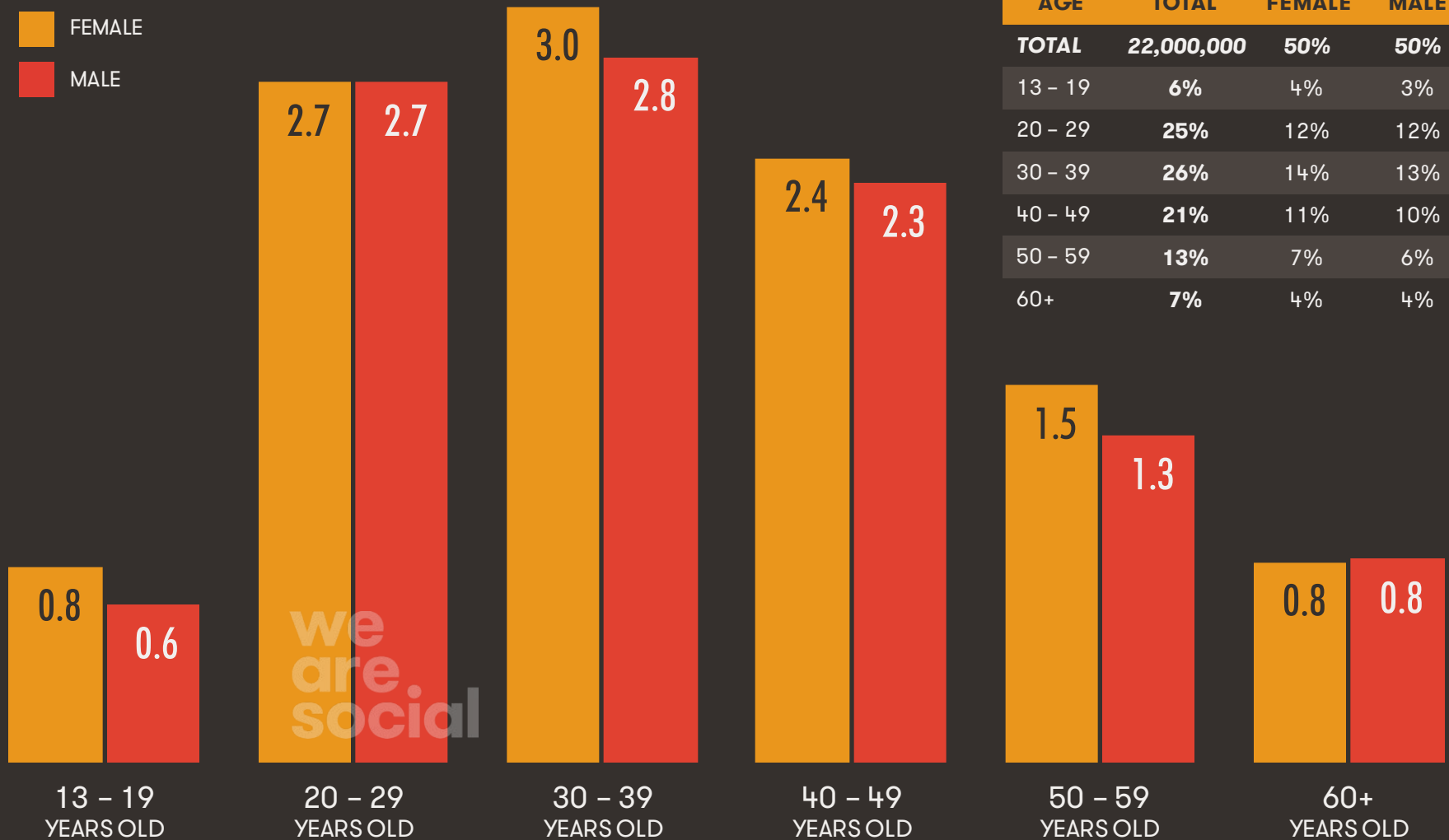
JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



FEMALE
MALE



JAN
2016

MOBILE USERS & CONNECTIONS



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

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



40.0M

87%

49.2M

107%

1.23

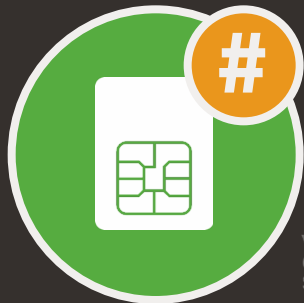
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



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



49.2M

107%

24%

76%

69%

we
are
social

GSMA

we
are
social

GSMA

JAN
2016

MOBILE ACTIVITIES



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

PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

51%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

38%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

25%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

33%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



39%

JAN
2016

E-COMMERCE BY DEVICE



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

PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



we
are
social



global
web
index



we
are
social



global
web
index



57%

66%

61%

52%

27%



THAILAND

JAN
2016

DIGITAL IN THAILAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



68.05
MILLION

URBANISATION: 52%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



38.00
MILLION

PENETRATION: 56%

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



38.00
MILLION

PENETRATION: 56%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



82.78
MILLION

vs POPULATION: 122%

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



34.00
MILLION

PENETRATION: 50%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

we
are
social

we
are
social

we
are
social

we
are
social

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+21%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+19%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

-15%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+21%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

96%

SMART
PHONE



Google

64%

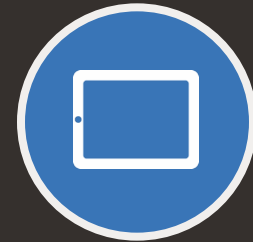
LAPTOP OR
DESKTOP COMPUTER



we
are
social

27%

TABLET
DEVICE



11%

TV STREAMING
DEVICE



Google

2%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

1%

WEARABLE
TECH DEVICE



1%

**JAN
2016**

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

4H 45M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

3H 53M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

2H 52M

AVERAGE DAILY
TELEVISION
VIEWING TIME



2H 27M

JAN
2016

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



38.0M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



56%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



30.6M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



45%

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

38.00M

INTERNET USERS:
ITU DATA



we
are
social

23.74M

INTERNET USERS:
CIA DATA



19.50M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



86%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



11%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



3%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



1%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



50%

YEAR-ON-YEAR:

-14%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



45%

YEAR-ON-YEAR:

+30%

SHARE OF WEB
PAGE VIEWS:
TABLETS



5%

YEAR-ON-YEAR:

-29%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



-

YEAR-ON-YEAR:

-

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

38.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

56%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

34.0M

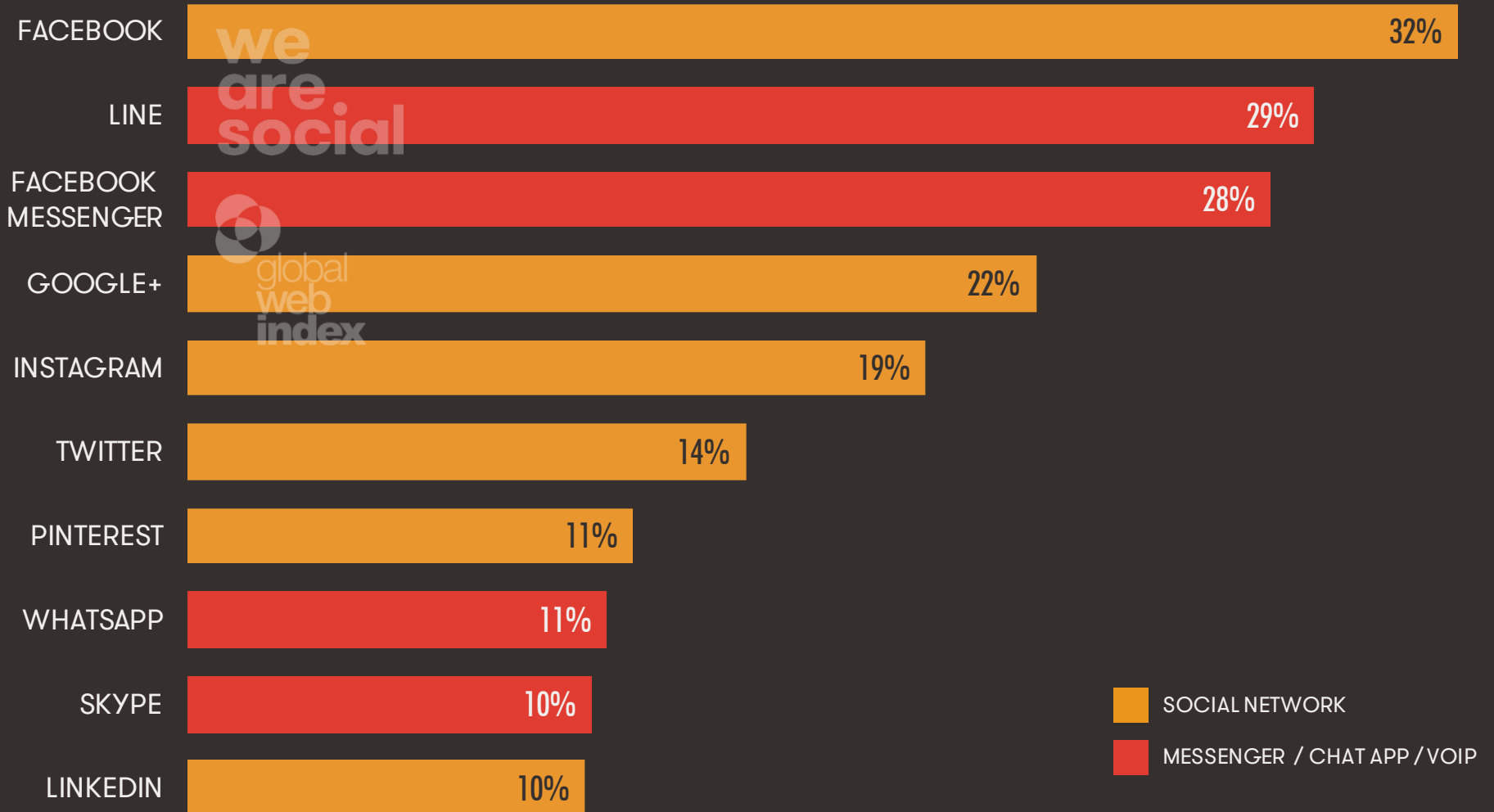
ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

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

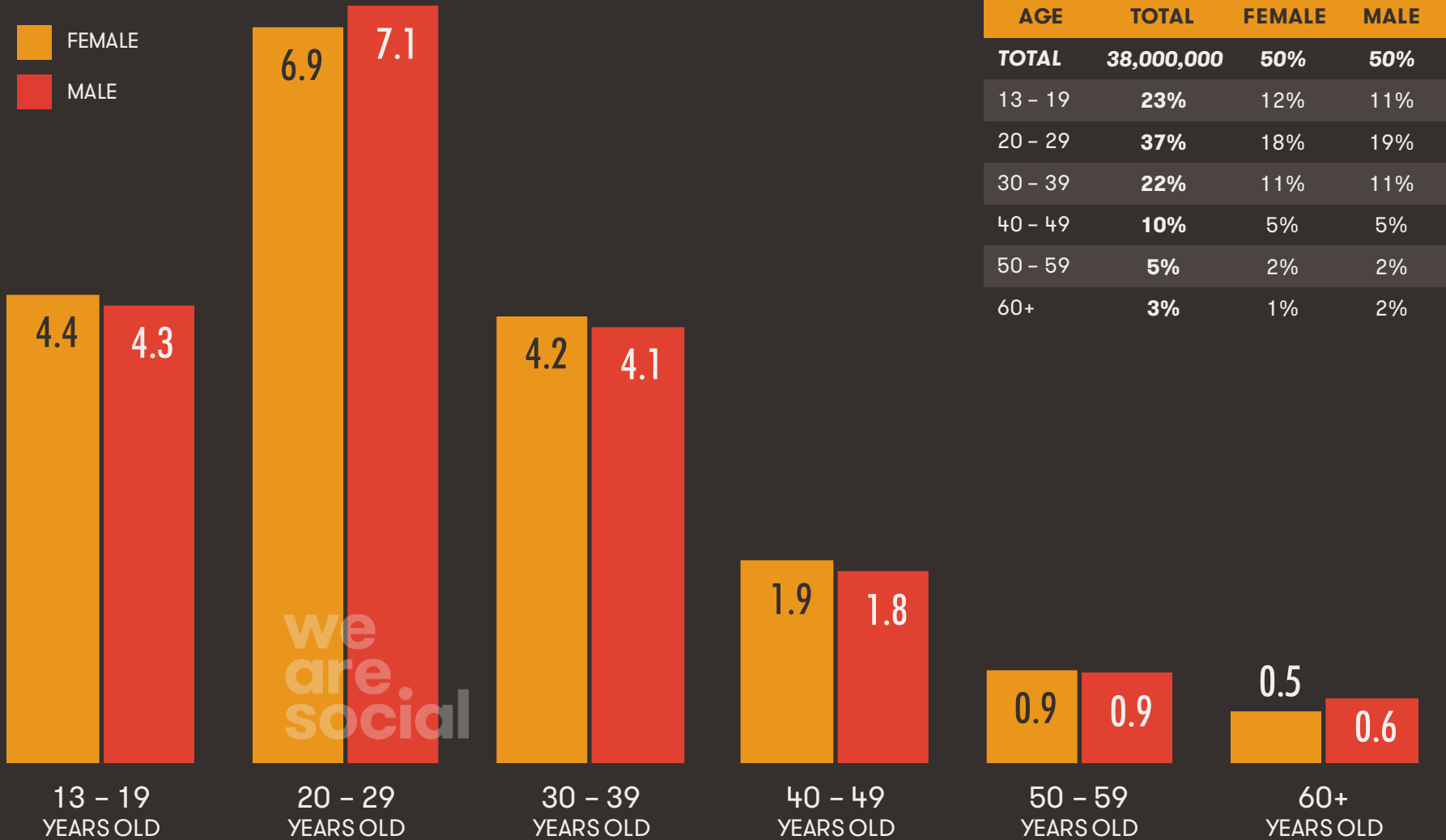


JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & CONNECTIONS



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

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



47.0M

69%

82.8M

122%

1.76

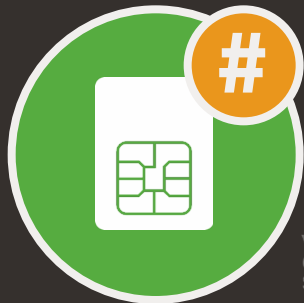
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are
social

82.8M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social
GSMA

122%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are
social

83%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are
social
GSMA

17%

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



98%

JAN
2016

MOBILE ACTIVITIES



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

PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

40%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

33%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

33%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

30%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



32%

JAN
2016

E-COMMERCE BY DEVICE



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

PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



we
are
social



global
web
index



we
are
social



global
web
index



44%

48%

40%

39%

31%



TURKEY

JAN
2016

DIGITAL IN TURKEY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



79.14
MILLION

URBANISATION: 74%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



46.28
MILLION

PENETRATION: 58%

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



42.00
MILLION

PENETRATION: 53%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



71.03
MILLION

vs POPULATION: 90%

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



36.00
MILLION

PENETRATION: 45%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

we
are
social

we
are
social

we
are
social

we
are
social

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+10%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+5%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+2%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+13%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

86%

SMART
PHONE



Google

56%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

48%

TABLET
DEVICE



11%

TV STREAMING
DEVICE



Google

4%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

1%

WEARABLE
TECH DEVICE



5%

JAN
2016

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

4H 14M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

2H 35M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

2H 32M

AVERAGE DAILY
TELEVISION
VIEWING TIME



2H 18M

JAN
2016

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

46.3M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

58%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



global
web
index

40.5M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



51%

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

46.28M

INTERNET USERS:
ITU DATA



we
are
social

40.40M

INTERNET USERS:
CIA DATA



36.60M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



77%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



16%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



4%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



3%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



51%

YEAR-ON-YEAR:
-25%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



46%

YEAR-ON-YEAR:
+55%

SHARE OF WEB
PAGE VIEWS:
TABLETS



4%

YEAR-ON-YEAR:
+9%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.03%

YEAR-ON-YEAR:
+200%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

42.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

53%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

36.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



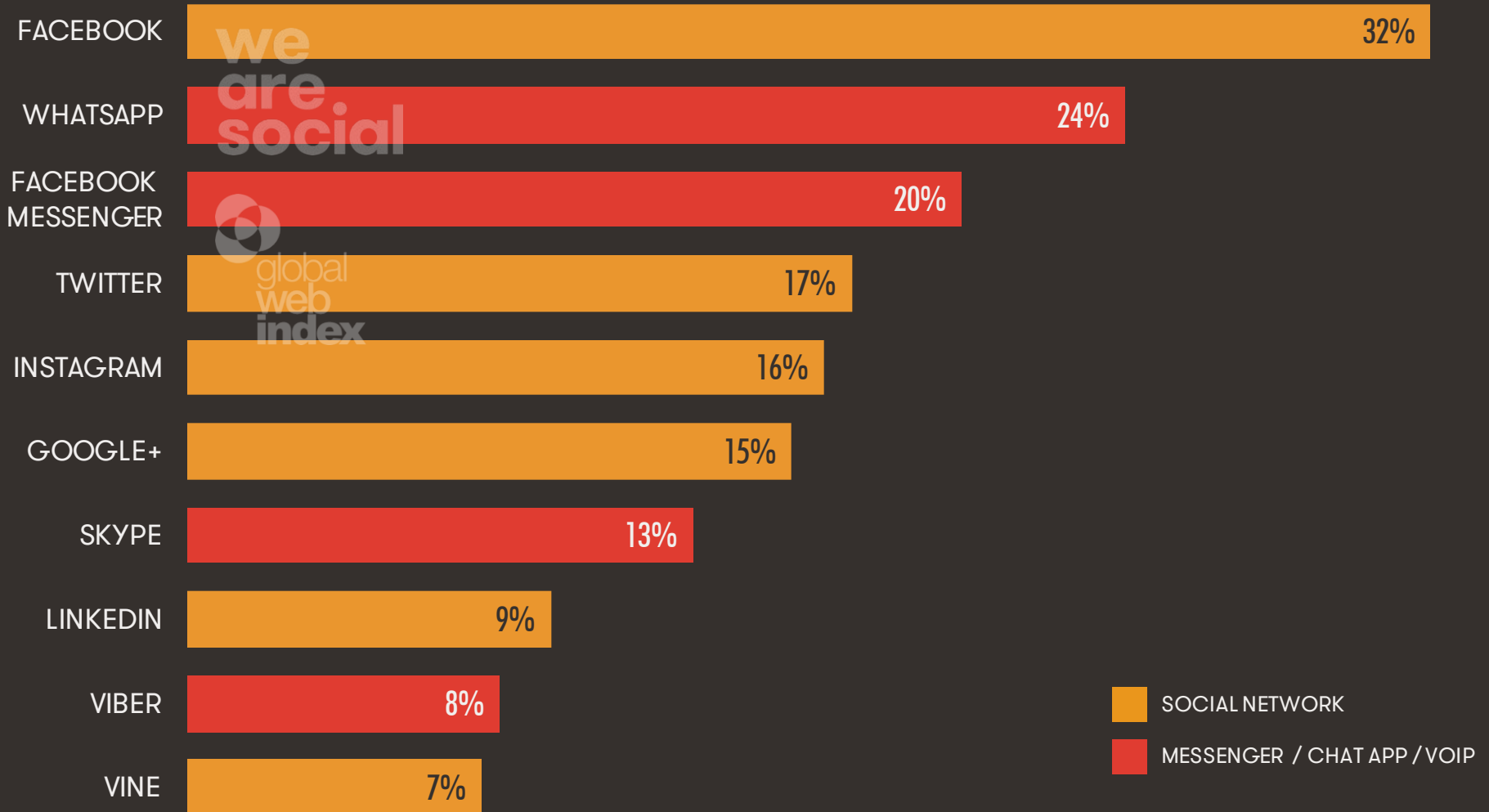
we
are
social

45%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

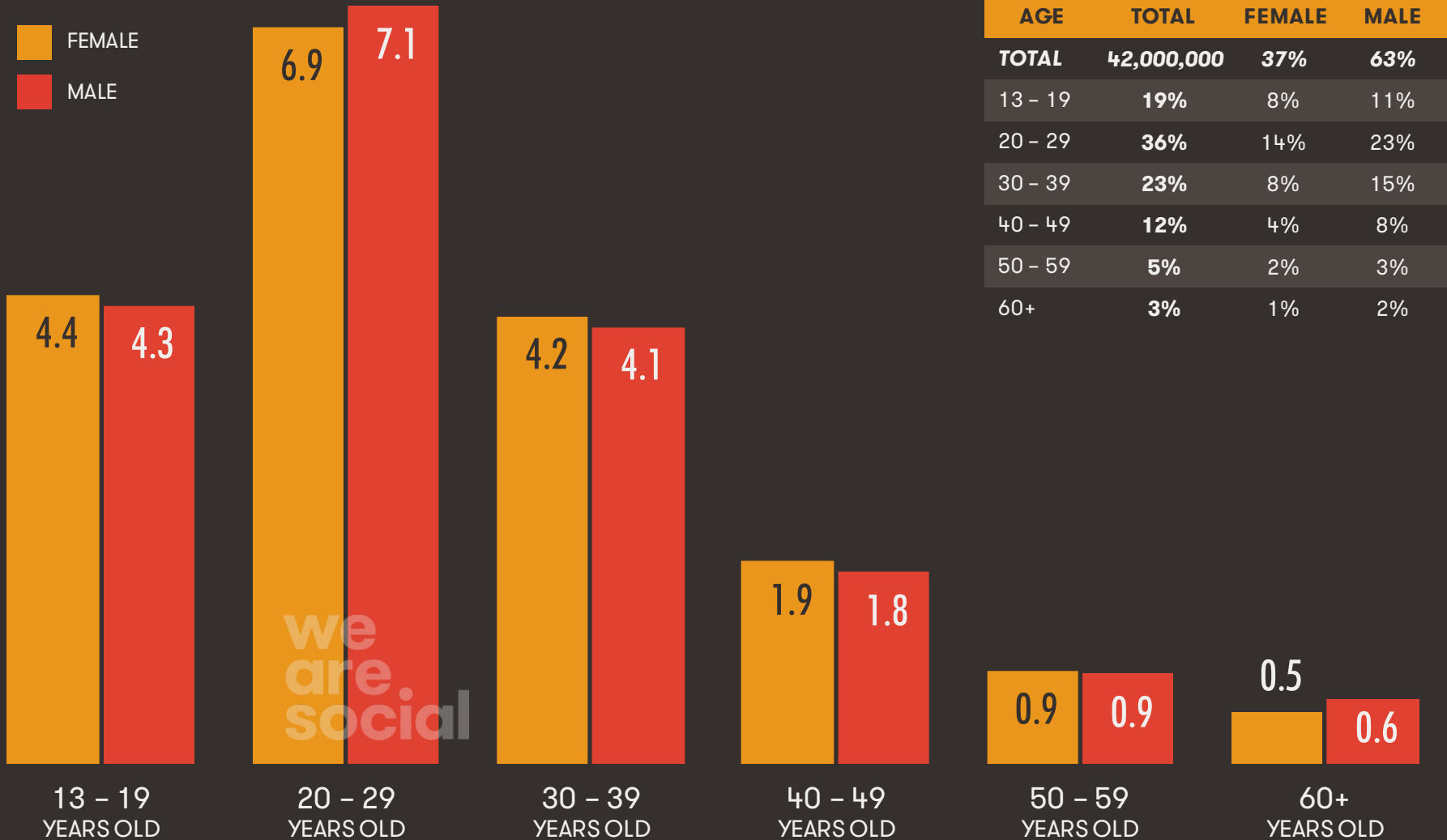
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & CONNECTIONS



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

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



62.1M

78%

71.0M

90%

1.14

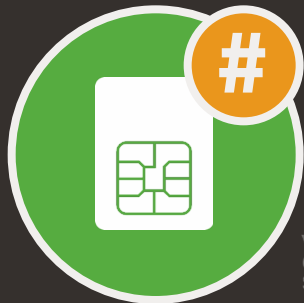
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



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



71.0M

90%

55%

45%

39%

we
are
social

GSMA

we
are
social

GSMA

JAN
2016

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

43%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

36%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

28%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

35%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



37%

JAN
2016

E-COMMERCE BY DEVICE



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

PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



we
are
social



global
web
index



we
are
social



global
web
index



45%

54%

40%

42%

24%



UNITED ARAB EMIRATES

**JAN
2016**

DIGITAL IN THE UAE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

**9.21
MILLION**

URBANISATION: 86%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**8.81
MILLION**

PENETRATION: 96%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

**6.30
MILLION**

PENETRATION: 68%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

**17.19
MILLION**

vs POPULATION: 187%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

**5.60
MILLION**

PENETRATION: 61%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+3%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+17%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+5%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+22%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

99%

SMART
PHONE



Google

91%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

78%

TABLET
DEVICE



33%

TV STREAMING
DEVICE



Google

12%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

2%

WEARABLE
TECH DEVICE



8%

**JAN
2016**

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

4H 25M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

3H 37M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

3H 01M

AVERAGE DAILY
TELEVISION
VIEWING TIME



1H 42M

JAN
2016

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



8.81M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



96%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



7.40M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



80%

we
are
social

we
are
social

global
web
index

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

8.807M

INTERNET USERS:
ITU DATA



we
are
social

8.328M

INTERNET USERS:
CIA DATA



5.200M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



89%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



7%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



2%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



2%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

47%

YEAR-ON-YEAR:
+1%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



Stat
Counter

49%

YEAR-ON-YEAR:
+2%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

4%

YEAR-ON-YEAR:
-23%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.06%

YEAR-ON-YEAR:
+100%

**JAN
2016**

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

6.30M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

68%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

5.60M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



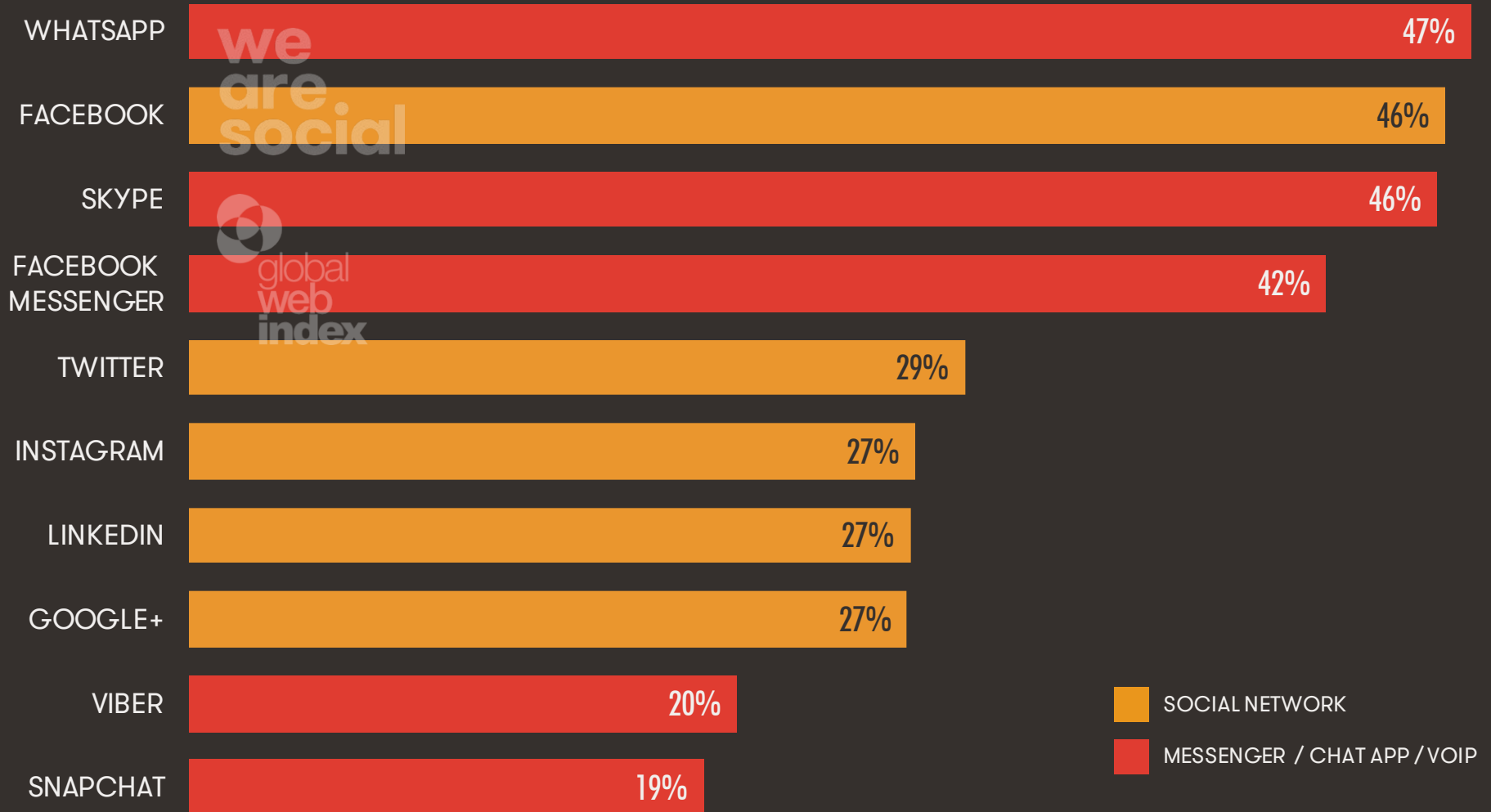
we
are
social

61%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

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



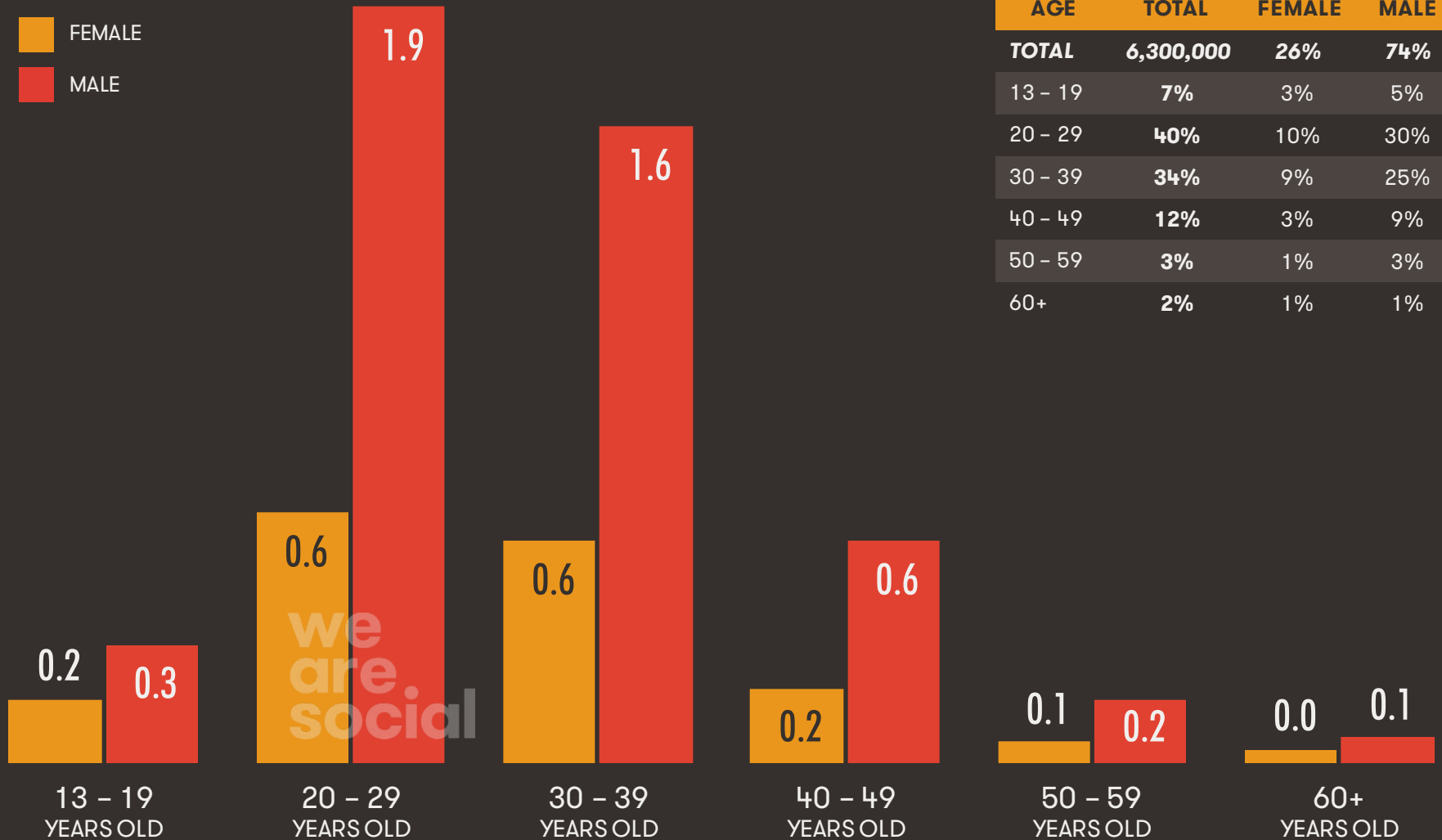
JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



FEMALE
MALE



AGE	TOTAL	FEMALE	MALE
TOTAL	6,300,000	26%	74%
13 - 19	7%	3%	5%
20 - 29	40%	10%	30%
30 - 39	34%	9%	25%
40 - 49	12%	3%	9%
50 - 59	3%	1%	3%
60+	2%	1%	1%

JAN
2016

MOBILE USERS & CONNECTIONS



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

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



4.90M

53%

17.19M

187%

3.51

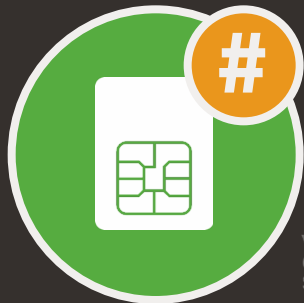
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



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



17.19M

187%

84%

16%

70%

we
are
social

GSMA

we
are
social

GSMA

JAN
2016

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

71%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

62%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

41%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

47%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



60%

JAN
2016

E-COMMERCE BY DEVICE

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



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



we
are
social

62%

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



global
web
index

80%

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



we
are
social

65%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



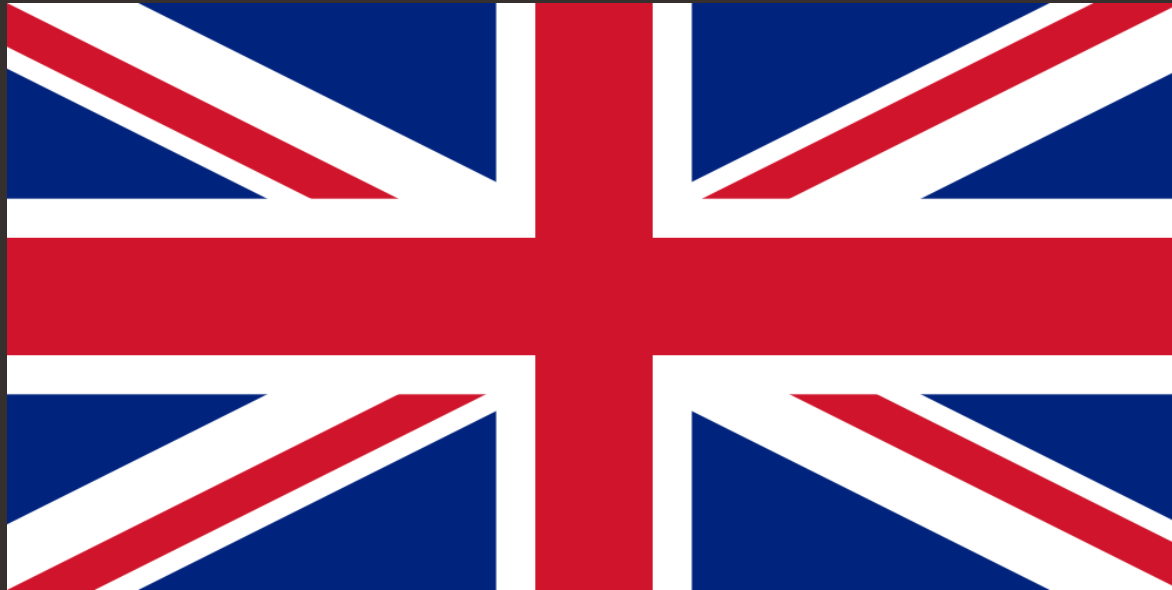
global
web
index

53%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



40%



UNITED KINGDOM

JAN
2016

DIGITAL IN THE UK

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

64.91
MILLION

URBANISATION: 83%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

59.47
MILLION

PENETRATION: 92%

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

38.00
MILLION

PENETRATION: 59%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

74.92
MILLION

vs POPULATION: 115%

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

33.00
MILLION

PENETRATION: 51%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+2%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

0%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

-0.2%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+3%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

92%

SMART
PHONE



Google

71%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

75%

TABLET
DEVICE



51%

TV STREAMING
DEVICE



Google

21%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

13%

WEARABLE
TECH DEVICE



4%

**JAN
2016**

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

3H 47M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

1H 33M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

1H 29M

AVERAGE DAILY
TELEVISION
VIEWING TIME



2H 46M

JAN
2016

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

59.5M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

92%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



global
web
index

40.3M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



62%

**JAN
2016**

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

59.33M

INTERNET USERS:
ITU DATA



we
are
social

59.47M

INTERNET USERS:
CIA DATA



57.30M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



we
are
social

85%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



Google

11%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



we
are
social

3%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



1%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



59%

YEAR-ON-YEAR:
+8%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



28%

YEAR-ON-YEAR:
-7%

SHARE OF WEB
PAGE VIEWS:
TABLETS



12%

YEAR-ON-YEAR:
-16%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.4%

YEAR-ON-YEAR:
+33%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

38.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

59%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

33.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



we
are
social

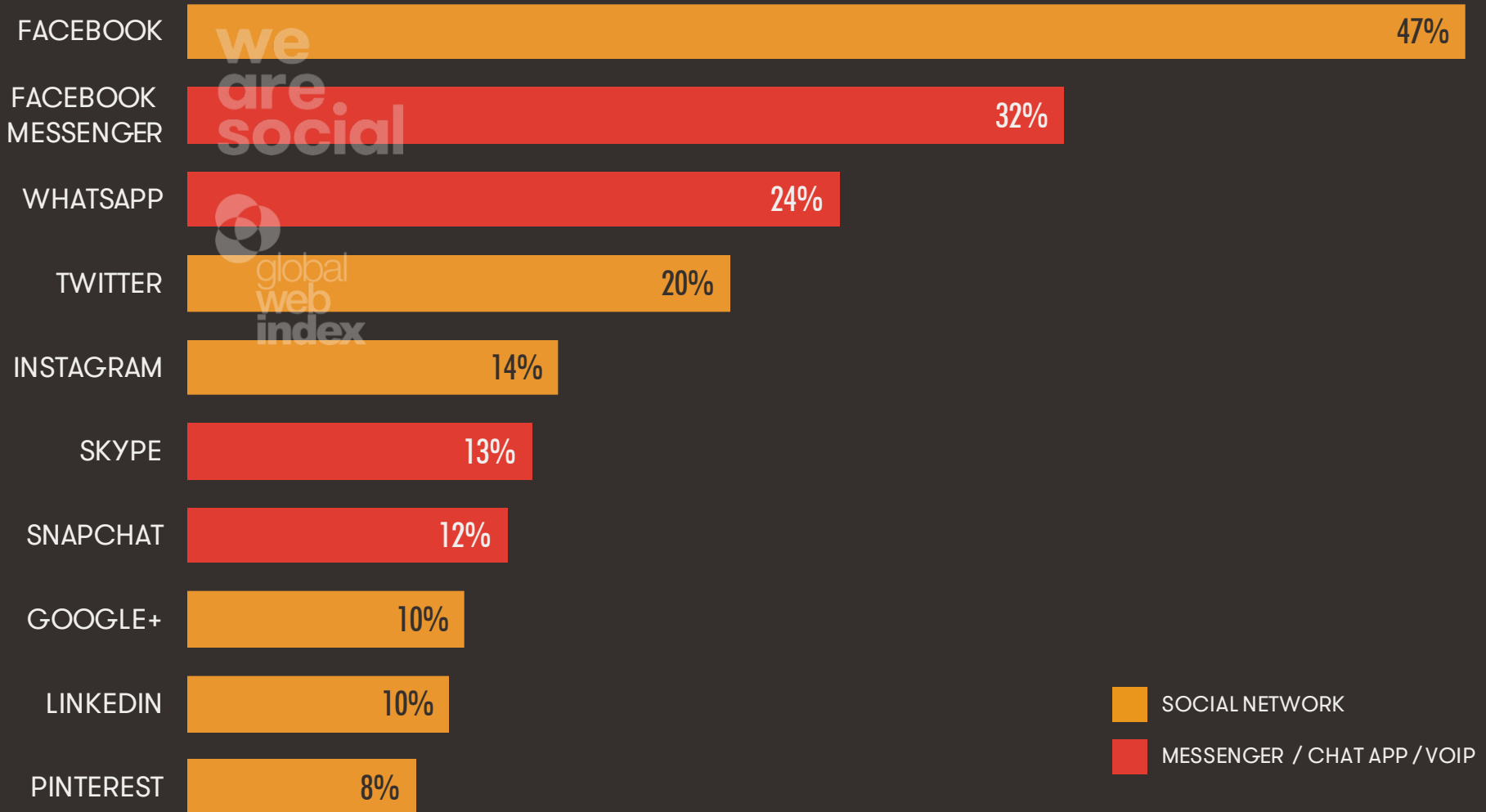
51%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS



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



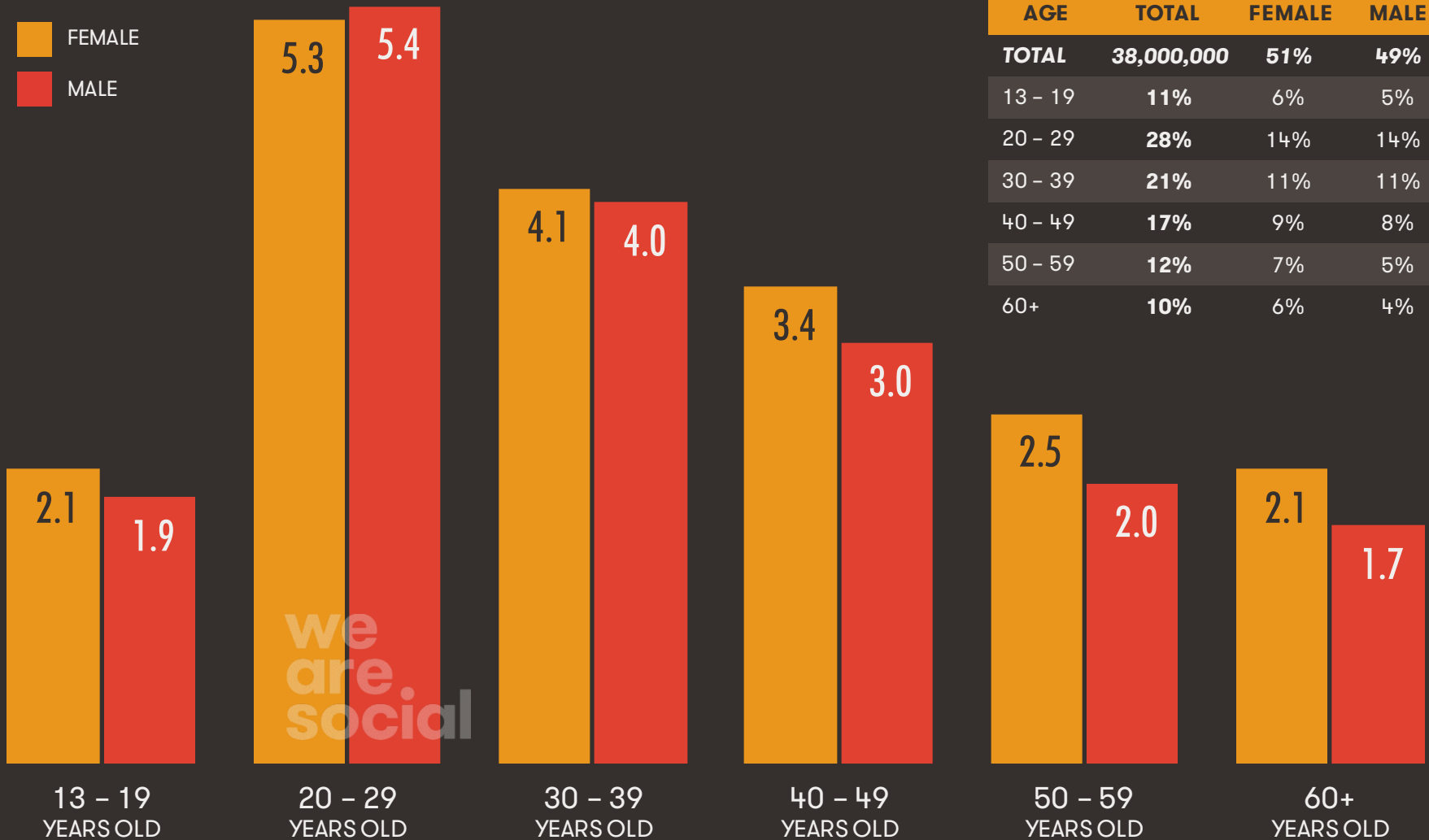
JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



FEMALE
MALE



AGE	TOTAL	FEMALE	MALE
TOTAL	38,000,000	51%	49%
13 - 19	11%	6%	5%
20 - 29	28%	14%	14%
30 - 39	21%	11%	11%
40 - 49	17%	9%	8%
50 - 59	12%	7%	5%
60+	10%	6%	4%

JAN
2016

MOBILE USERS & CONNECTIONS



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

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



52.8M

81%

74.9M

115%

1.42

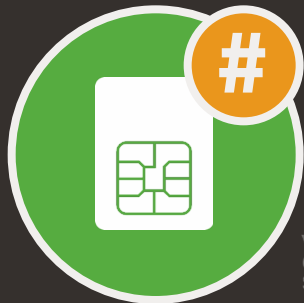
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are
social

74.9M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



GSMA

115%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are
social

38%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



GSMA

62%

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



80%

JAN
2016

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

43%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

31%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

24%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

32%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



37%

JAN
2016

E-COMMERCE BY DEVICE

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



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



we
are
social

77%

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



global
web
index

79%

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



we
are
social

79%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



global
web
index

73%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



27%



UNITED STATES OF AMERICA

**JAN
2016**

DIGITAL IN THE USA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

**322.9
MILLION**

URBANISATION: 82%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**282.1
MILLION**

PENETRATION: 87%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

**192.0
MILLION**

PENETRATION: 59%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

**342.4
MILLION**

vs POPULATION: 106%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

**169.0
MILLION**

PENETRATION: 52%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+4%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+3%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+4%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+6%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP



PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE

MOBILE PHONE
(ALL TYPES)



we
are
social

85%

SMART
PHONE



Google

57%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

72%

TABLET
DEVICE



35%

TV STREAMING
DEVICE



Google

[N/A]

HANDHELD
GAMING CONSOLE



we
are
social

10%

E-READER
DEVICE



Google

12%

WEARABLE
TECH DEVICE



[N/A]

**JAN
2016**

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

4H 15M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

1H 55M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

1H 43M

AVERAGE DAILY
TELEVISION
VIEWING TIME



3H 18M

JAN
2016

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

282.1M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

87%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



global
web
index

178.0M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



55%

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

280.7M

INTERNET USERS:
ITU DATA



we
are
social

282.1M

INTERNET USERS:
CIA DATA



276.6M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



79%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



14%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



6%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



1%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



65%

YEAR-ON-YEAR:
-2%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



27%

YEAR-ON-YEAR:
+7%

SHARE OF WEB
PAGE VIEWS:
TABLETS



8%

YEAR-ON-YEAR:
-4%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.18%

YEAR-ON-YEAR:
-5%

JAN
2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

192M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

59%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

169M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



we
are
social

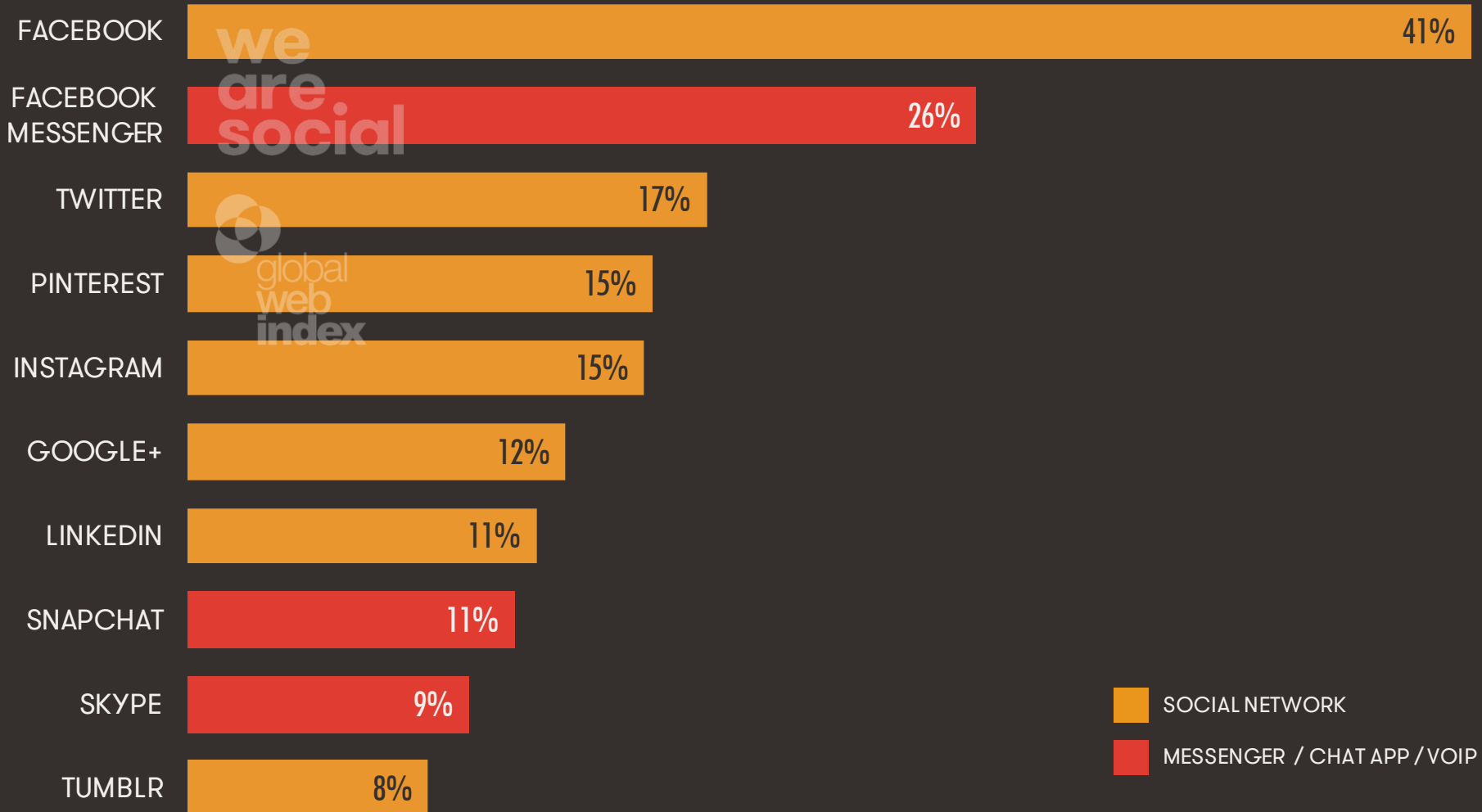
52%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS



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

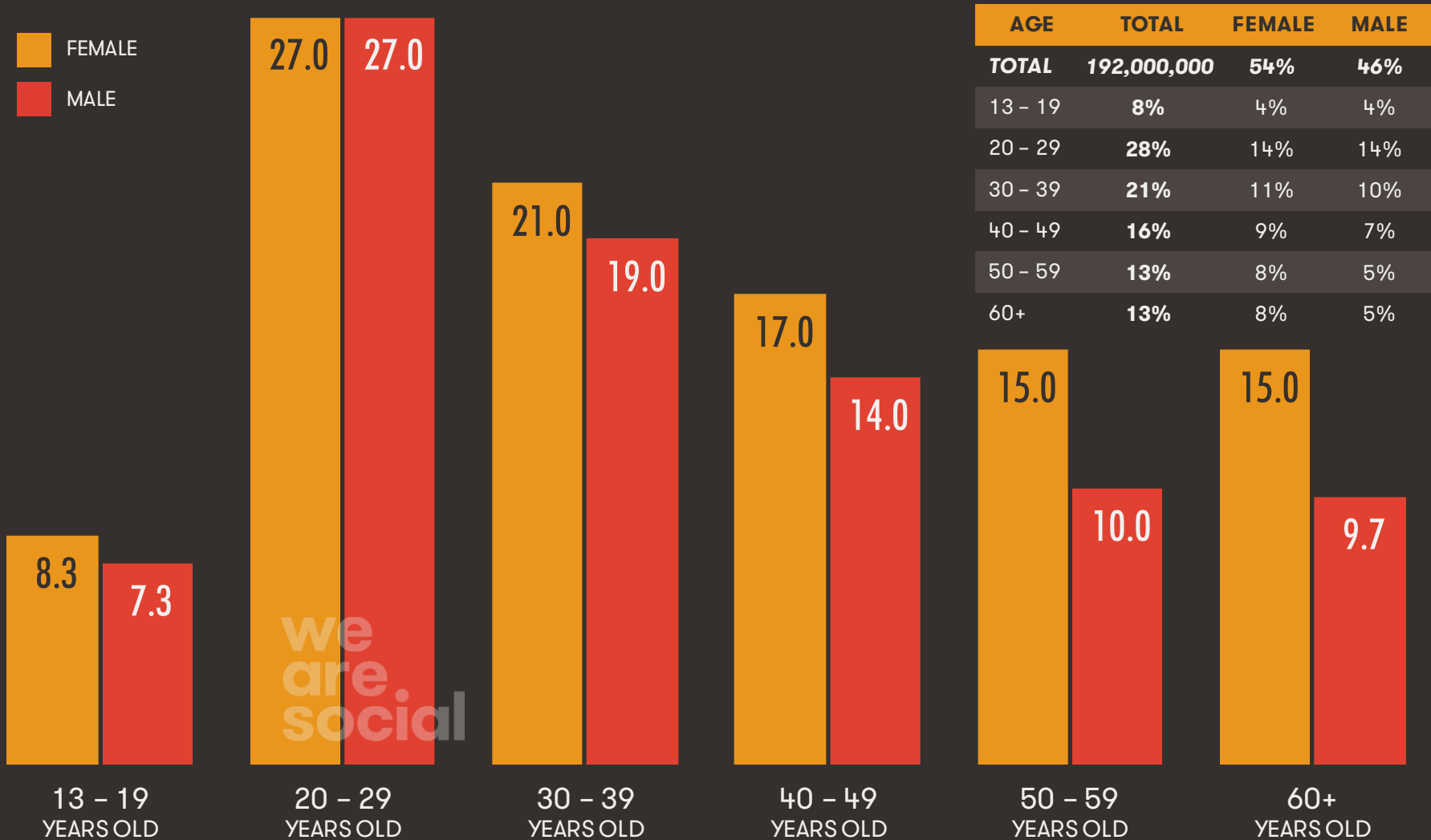


JAN
2016

FACEBOOK USER PROFILE



DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & CONNECTIONS



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

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



263M

81%

342M

106%

1.30

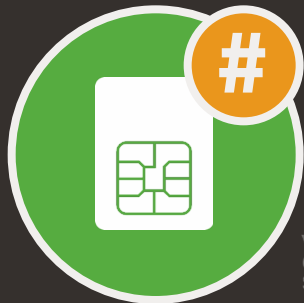
JAN
2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



342M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



106%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



25%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



75%

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



88%

we
are
social

GSMA

we
are
social

GSMA

JAN
2016

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

34%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

31%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

28%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

31%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



38%

JAN
2016

E-COMMERCE BY DEVICE



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

PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



we
are
social



global
web
index



we
are
social



global
web
index



66%

71%

69%

60%

26%



VIETNAM

JAN
2016

DIGITAL IN VIETNAM

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



93.95
MILLION

URBANISATION: 34%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



47.30
MILLION

PENETRATION: 50%

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



35.00
MILLION

PENETRATION: 37%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



142.99
MILLION

vs POPULATION: 152%

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



29.00
MILLION

PENETRATION: 31%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

we
are
social

we
are
social

we
are
social

we
are
social

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+10%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+25%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+5%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



+21%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

93%

SMART
PHONE



Google

55%

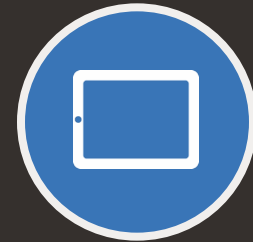
LAPTOP OR
DESKTOP COMPUTER



we
are
social

46%

TABLET
DEVICE



12%

TV STREAMING
DEVICE



Google

2%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

[N/A]

WEARABLE
TECH DEVICE



[N/A]

**JAN
2016**

TIME SPENT WITH MEDIA

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



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we
are
social

4H 39M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



global
web
index

2H 25M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we
are
social

2H 18M

AVERAGE DAILY
TELEVISION
VIEWING TIME



1H 31M

JAN
2016

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

47.3M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

50%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



global
web
index

39.7M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



42%

JAN
2016

INTERNET USERS: PERSPECTIVE

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



INTERNET USERS:
INTERNETWORLDSTATS DATA



we
are
social

47.30M

INTERNET USERS:
ITU DATA



we
are
social

45.39M

INTERNET USERS:
CIA DATA



40.10M

JAN
2016

FREQUENCY OF INTERNET USE

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



USE THE
INTERNET
EVERY DAY



78%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



18%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



3%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



1%

JAN
2016

SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



71%

YEAR-ON-YEAR:

-9%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



24%

YEAR-ON-YEAR:

+40%

SHARE OF WEB
PAGE VIEWS:
TABLETS



4%

YEAR-ON-YEAR:

+4%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



-

YEAR-ON-YEAR:

-

**JAN
2016**

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

35.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

37%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

29.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



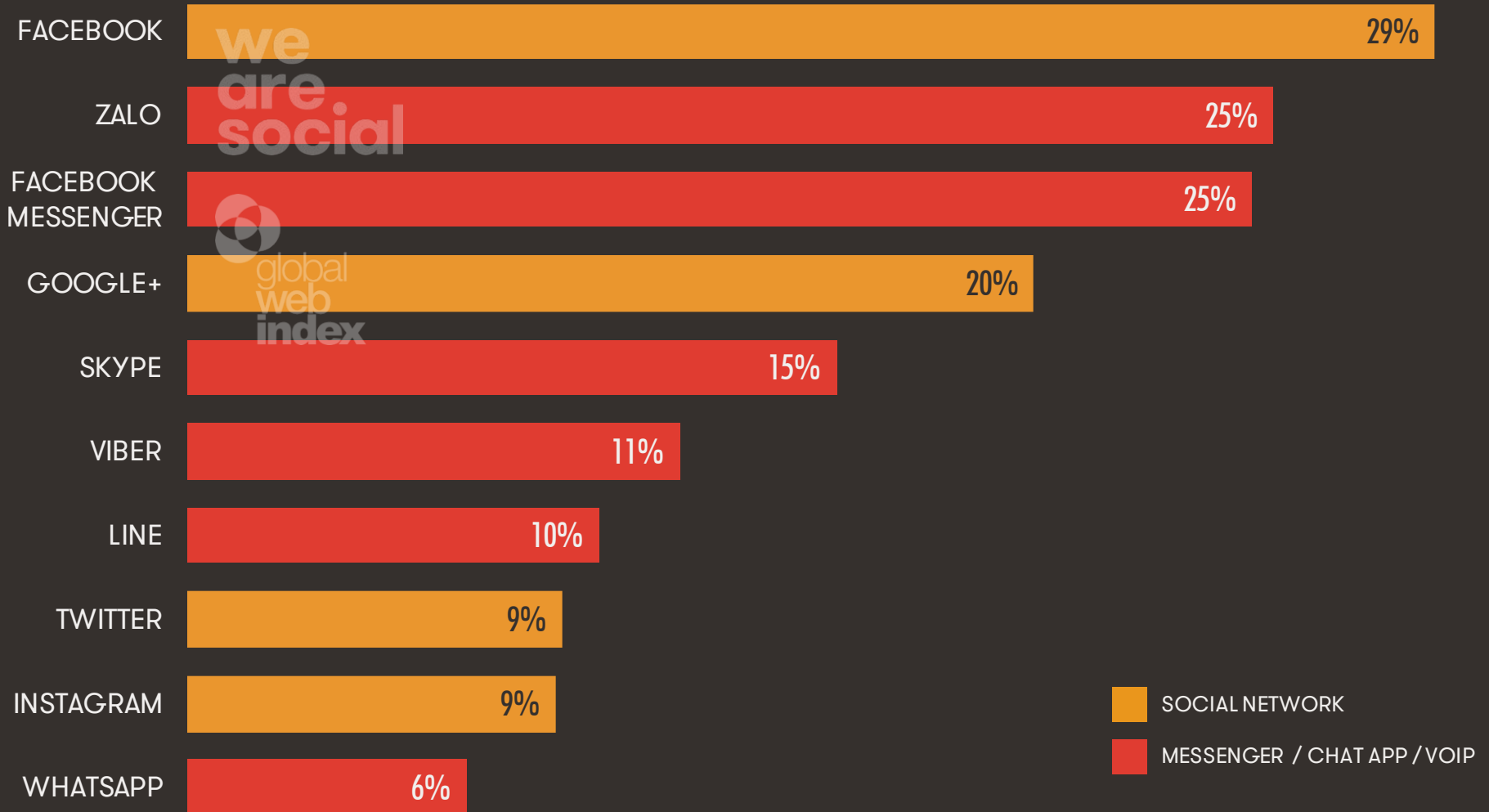
we
are
social

31%

JAN
2016

TOP ACTIVE SOCIAL PLATFORMS

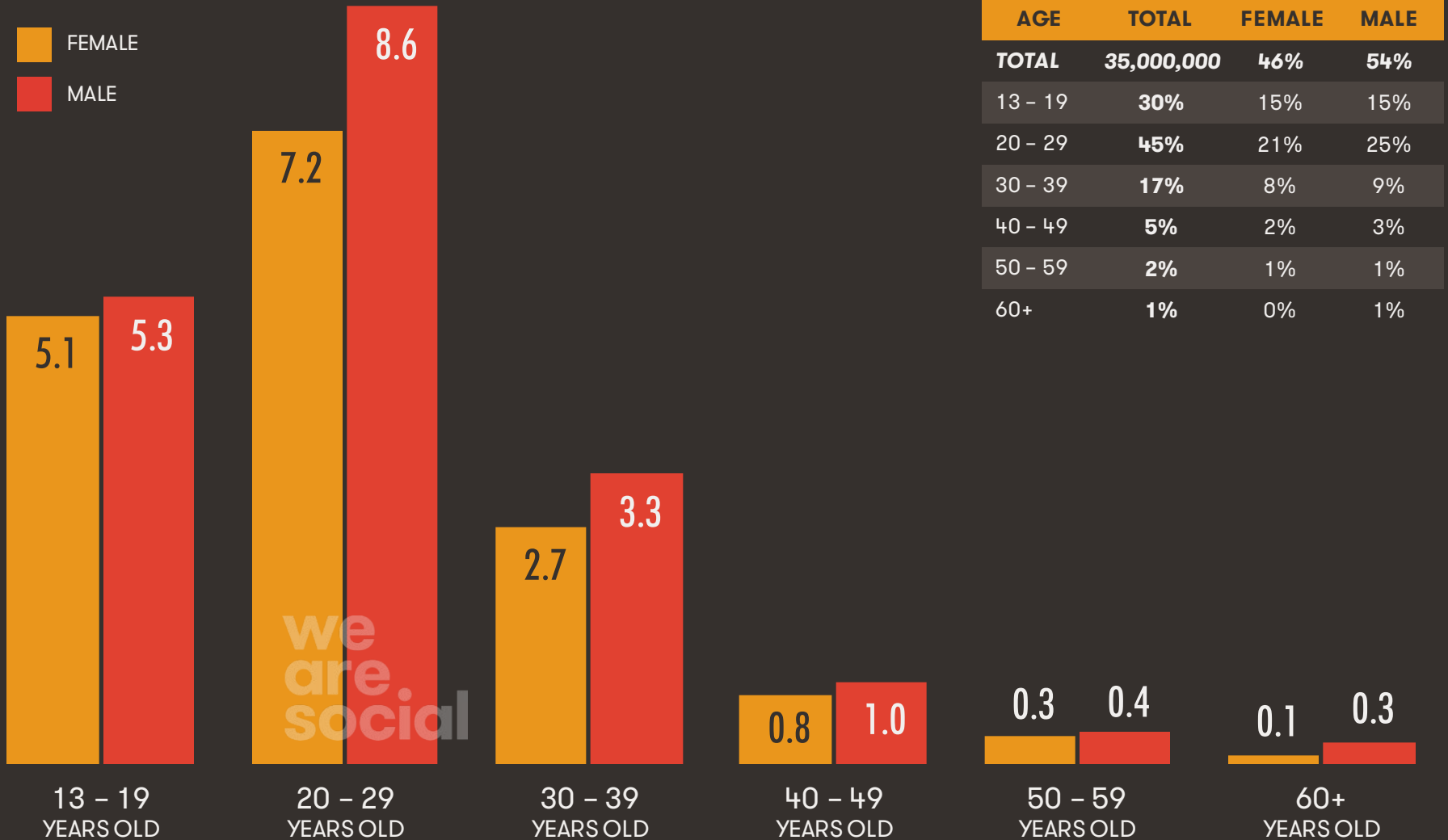
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



JAN
2016

FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



JAN
2016

MOBILE USERS & CONNECTIONS



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

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



we
are.
social



we
are.
social



GSM
A



we
are.
social



59.5M

63%

143.0M

152%

2.40

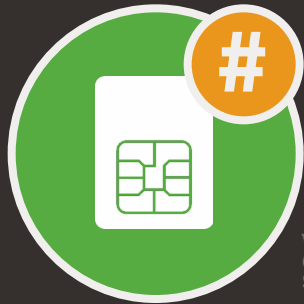
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2016

MOBILE CONNECTIONS

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are
social

143.0M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social
GSMA

152%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are
social

89%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are
social
GSMA

11%

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



26%

JAN
2016

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

34%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

29%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

23%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

19%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



28%

JAN
2016

E-COMMERCE BY DEVICE



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

PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



we
are.
social



global
web
index



we
are
social



global
web
index



37%

45%

33%

32%

23%

**we
are.
social**

**CLICK HERE TO READ OUR DETAILED ANALYSIS
OF ALL THESE NUMBERS: [BIT.LY/DSM2016ES](https://bit.ly/dsm2016es)**



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OTHER FREE REPORTS & HOW-TO GUIDES**

SPECIAL THANKS

We'd like to offer our thanks to **GlobalWebIndex** for providing their valuable data and support in the development of this report. **GlobalWebIndex** is the world's largest market research study on the digital consumer, spanning 37 countries, 4,500 data points, and conducting fieldwork 4 times a year:



90% GLOBAL
COVERAGE



37 MARKETS & 200,000
INTERVIEWS PER YEAR



QUARTERLY DATA
COLLECTION



TOTAL DEVICE
COVERAGE

Find out more: <http://www.globalwebindex.net/>



SPECIAL THANKS

We'd also like to offer our thanks to **GSMA Intelligence** for providing their valuable data for this report. 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.

Leading operators, vendors, regulators, financial institutions and third-party industry players rely on GSMA Intelligence to support strategic decision-making and long-term investment planning. The data is used as an industry reference point and is frequently cited by the media and by the industry itself. GSMA Intelligence's team of analysts and experts produce regular thought-leading research reports across a range of industry topics.

Learn more about GSMA Intelligence at <http://www.gsmaintelligence.com>

SPECIAL THANKS

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



GOOGLE CONSUMER
BAROMETER



STAT
COUNTER



AKAMAI
TECHNOLOGIES



ERICSSON
MOBILITY

Lastly, we'd like to say a big thank you to the TheNounProject.com, who provided much of the inspiration for the icons used in this report.

DATA SOURCES USED IN THIS REPORT

POPULATION DATA: United Nations World Population Prospects, 2015 Revision; US Census Bureau (2016 data); United Nations World Urbanization Prospects, 2014 Revision.

INTERNET USER DATA: InternetWorldStats (November 2015 Update); ITU *Individuals Using the Internet*, 2015; CIA World Factbook, January 2015; The Prospect Group; The China Internet Network Information Center; The Telecom Regulatory Authority of India; Asosiasi Penyelenggara Jasa Internet Indonesia; Nigerian Communications Commission; Akamai's *State of the Internet* report (Q3 2015). Time spent, and mobile internet usage and penetration data extrapolated from GlobalWebIndex, Q4 2015. Share of web traffic data from StatCounter, January 2016. Frequency of internet use data from Google Consumer Barometer 2014-2015**.

SOCIAL MEDIA AND MOBILE SOCIAL MEDIA DATA: Latest reported monthly active user data from Facebook, Tencent, VKontakte, LINE, Kakao, Google, Sina, Twitter, Skype, Yahoo!, Viber, Baidu, and Snapchat as at January 2016. Social media usage data and time spent on social media extrapolated from GlobalWebIndex, Q4 2015. Facebook age and gender data extrapolated from Facebook-reported data, January 2016. Thanks to Niki Aghaei for her assistance with collecting and understanding social media user data for Iran.

MOBILE PHONE USERS, CONNECTIONS AND MOBILE BROADBAND DATA: Latest reported national data from GSMA Intelligence (Q4 2015); extrapolated data from eMarketer; extrapolated global data from GSMA Intelligence (Jan 2016); Ericsson Mobility Report (Nov 2015); usage data extrapolated from GlobalWebIndex Q4 2015; Akamai's *State of the Internet* report (Q3 2015); Google Consumer Barometer 2014-2015**.

ECOMMERCE DATA: GlobalWebIndex Q4 2015; Google Consumer Barometer 2014-2015**.

DIGITAL DEVICE OWNERSHIP DATA: Google Consumer Barometer 2014-2015**.

NOTES: 'Annual growth' figures are calculated using the data we reported in We Are Social's *Digital, Social & Mobile in 2015* report. * GlobalWebIndex surveys more than 700,000 internet users aged 16 to 64 ever quarter across 34 countries around the world, representing 90% of the global internet population. ** Google's Consumer Barometer polls a nationally representative total population (online & offline) aged 16+ in each country surveyed except in Argentina, Brazil, China, India, South Korea, Malaysia, Mexico, Philippines, Vietnam, US where the sample base is aged 18+, and Japan, where the sample base is aged 20+. For more details, see consumerbarometer.com.

IMPORTANT NOTES

We Are Social publishes its compendium of digital, social, and mobile media statistics on an annual basis, but on occasion we may need to alter or update the information and data contained therein. To ensure you have the most up-to-date version of this report, please visit <http://bit.ly/DSM2016DI>.

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