



# DIGITAL 2019

## INDIA

ALL THE DATA AND TRENDS YOU NEED TO UNDERSTAND INTERNET,  
SOCIAL MEDIA, MOBILE, AND E-COMMERCE BEHAVIOURS IN 2019

we  
are  
social



Hootsuite™



# GLOBAL OVERVIEW

JAN  
2019

# DIGITAL AROUND THE WORLD IN 2019

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

TOTAL  
POPULATION



**7.676**  
**BILLION**

URBANISATION:

**56%**

UNIQUE  
MOBILE USERS



**5.112**  
**BILLION**

PENETRATION:

**67%**

INTERNET  
USERS



**4.388**  
**BILLION**

PENETRATION:

**57%**

ACTIVE SOCIAL  
MEDIA USERS



**3.484**  
**BILLION**

PENETRATION:

**45%**

MOBILE SOCIAL  
MEDIA USERS



**3.256**  
**BILLION**

PENETRATION:

**42%**



we  
are  
social



we  
are  
social



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# ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

TOTAL  
POPULATION



**+1.1%**

JAN 2018 – JAN 2019

**+84 MILLION**

UNIQUE  
MOBILE USERS



**+2.0%**

JAN 2018 – JAN 2019

**+100 MILLION**

INTERNET  
USERS



**+9.1%**

JAN 2018 – JAN 2019

**+367 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+9.0%**

JAN 2018 – JAN 2019

**+288 MILLION**

MOBILE SOCIAL  
MEDIA USERS



**+10%**

JAN 2018 – JAN 2019

**+297 MILLION**



we  
are  
social



we  
are  
social



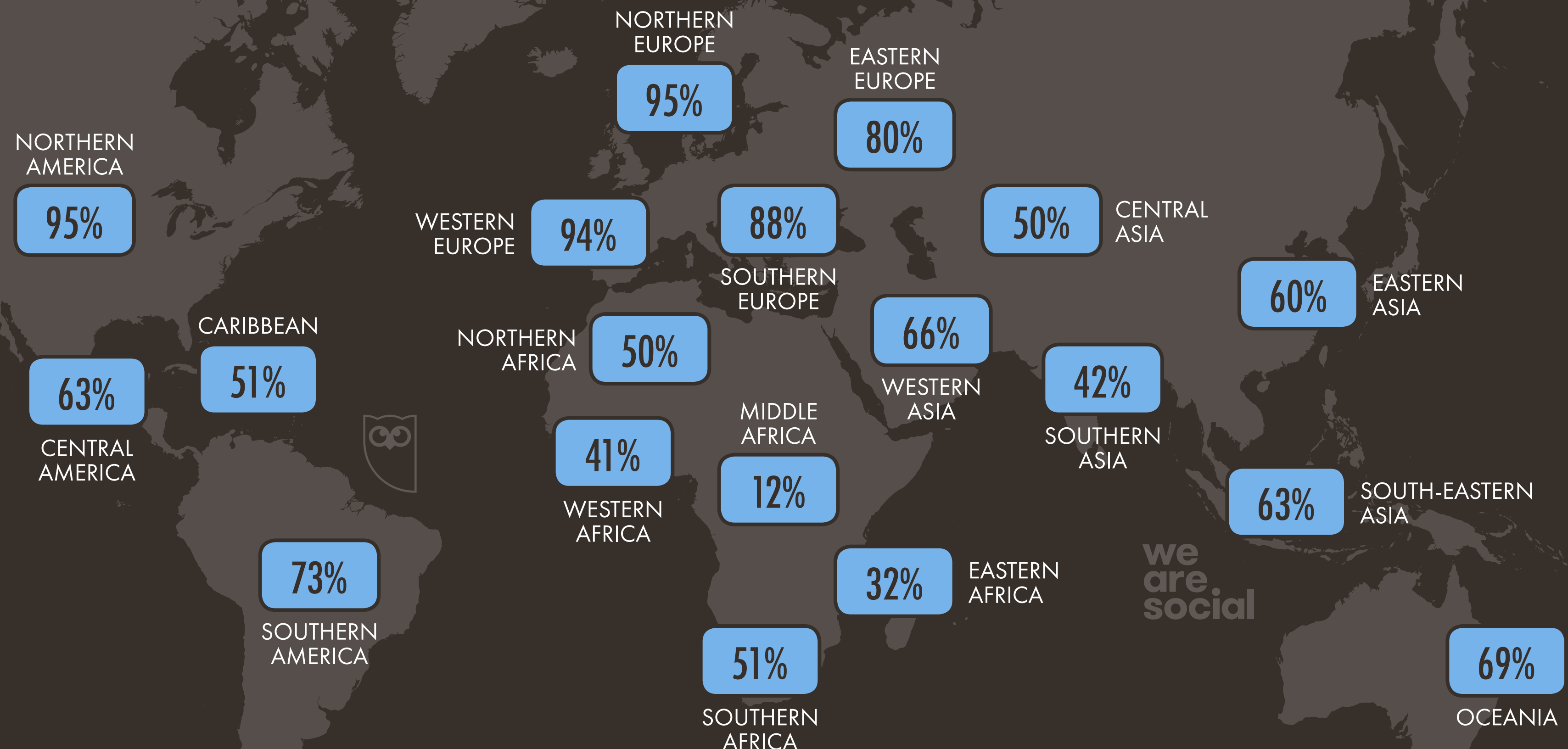
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# INTERNET PENETRATION BY REGION

INTERNET USE BY REGION, COMPARING THE NUMBER OF INTERNET USERS TO TOTAL POPULATION (REGARDLESS OF AGE)

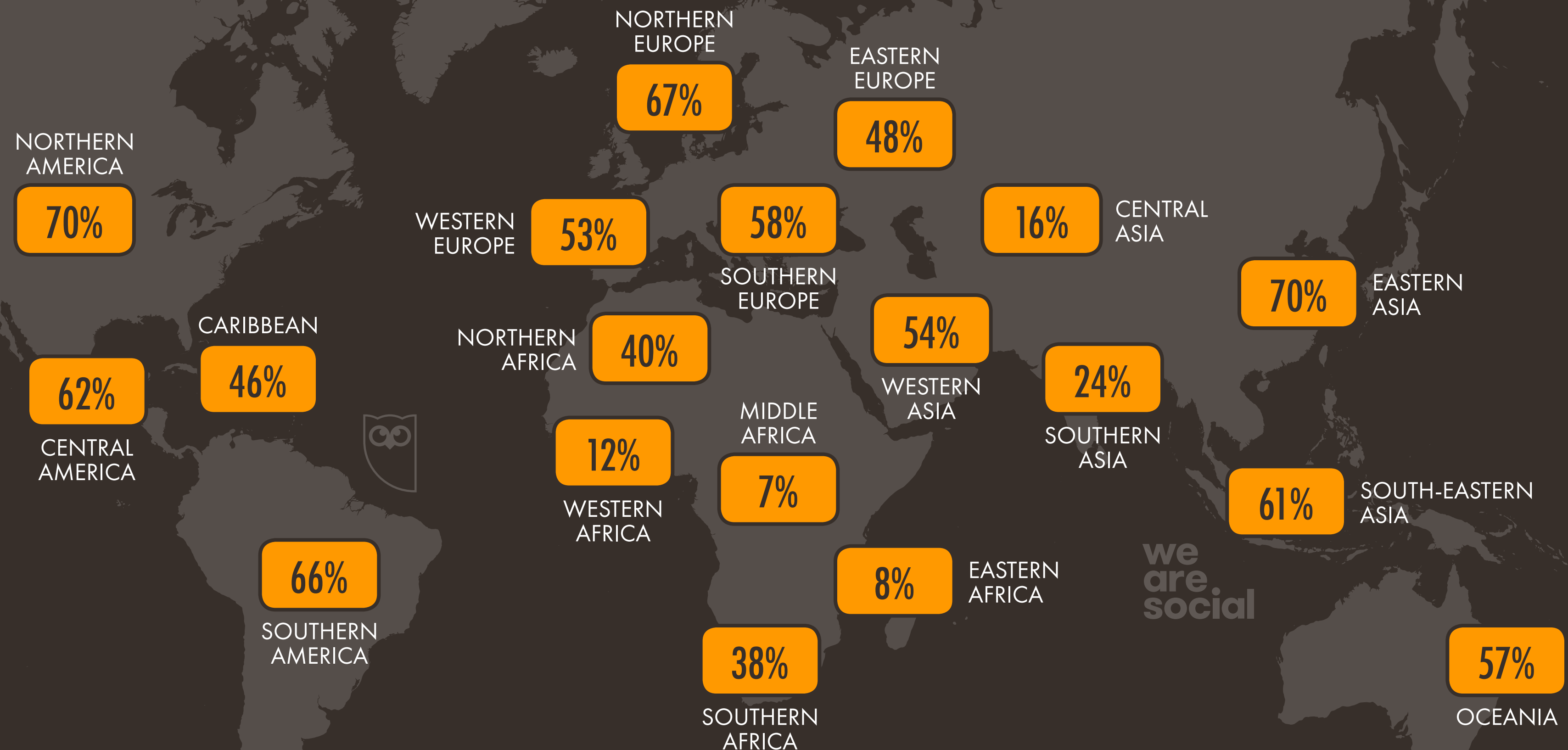




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# SOCIAL MEDIA PENETRATION BY REGION

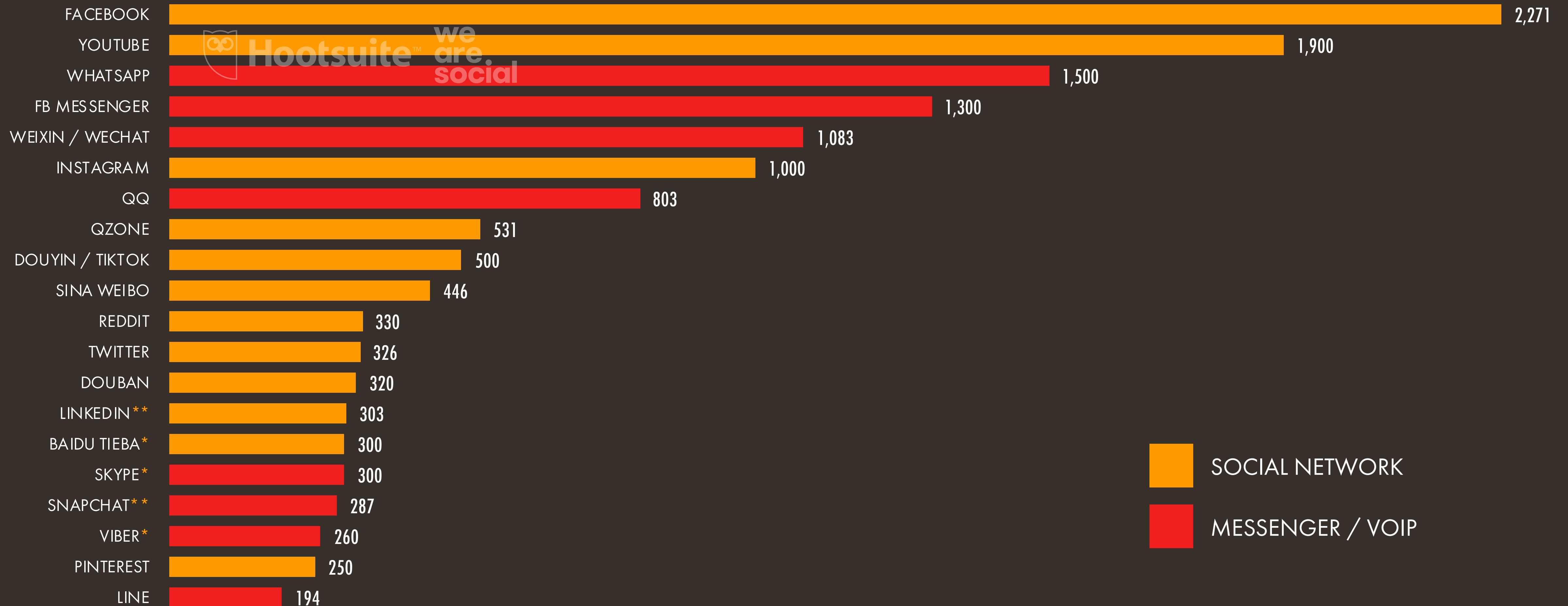
BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE PLATFORMS IN EACH COUNTRY / TERRITORY, COMPARED TO TOTAL POPULATION



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# SOCIAL PLATFORMS: ACTIVE USER ACCOUNTS

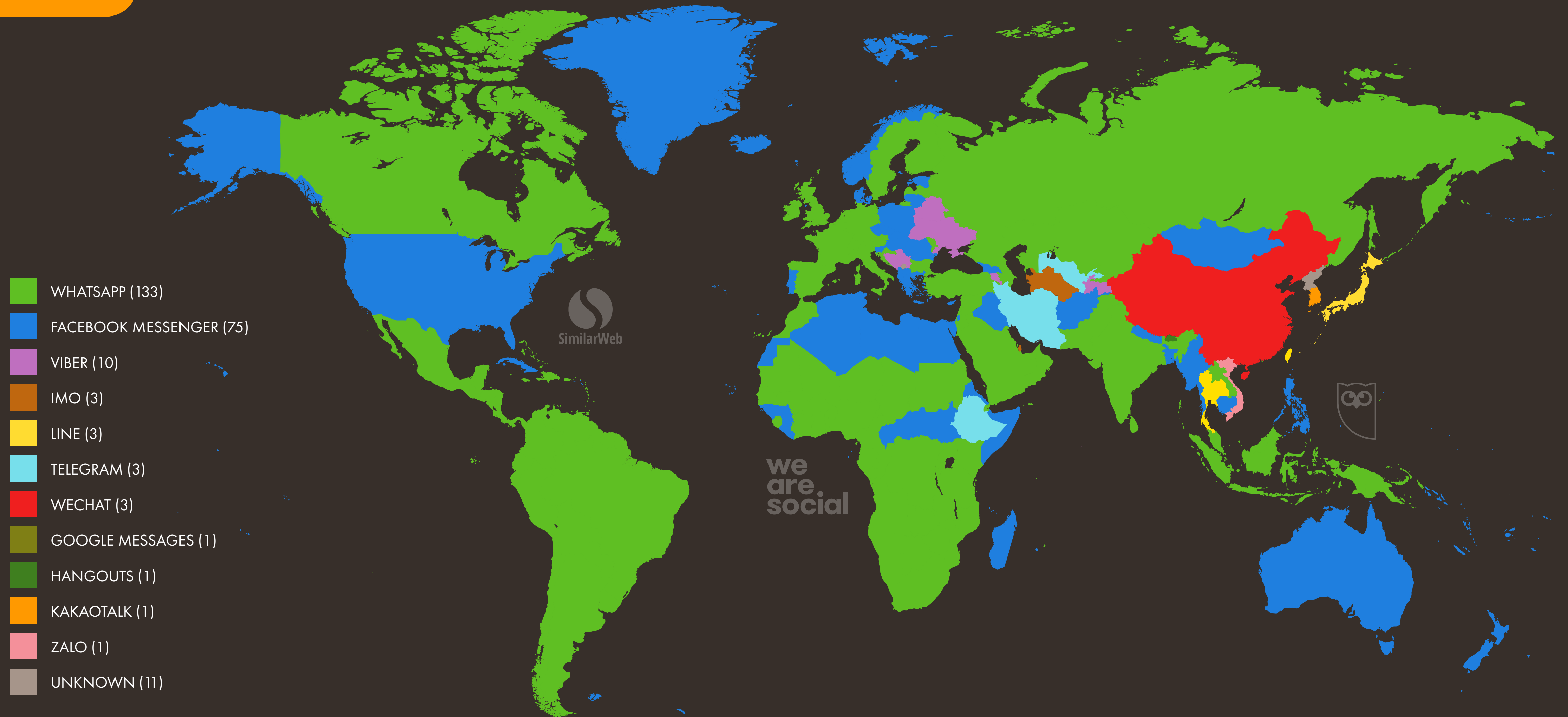
BASED ON MONTHLY ACTIVE USERS, USER ACCOUNTS, OR UNIQUE VISITORS TO EACH PLATFORM, IN MILLIONS



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# TOP SOCIAL MESSENGERS AROUND THE WORLD

THE MOST POPULAR MESSENGER APP BY COUNTRY / TERRITORY IN DECEMBER 2018

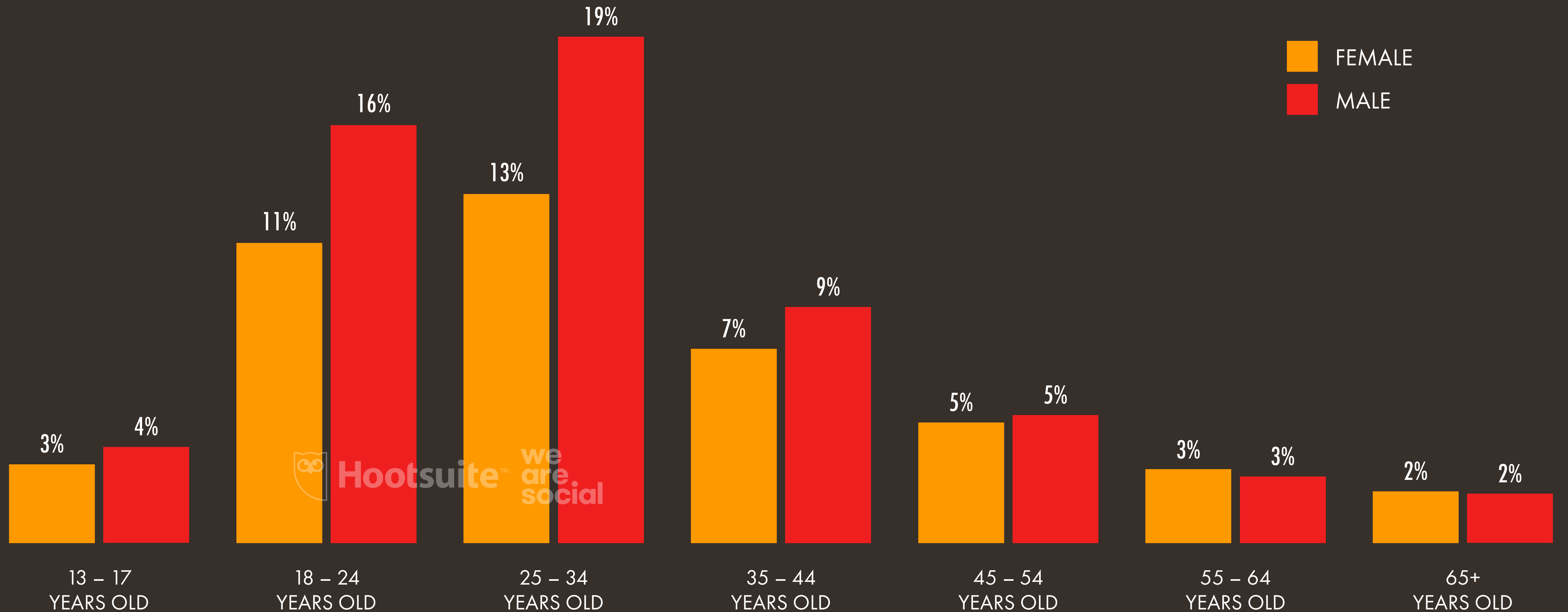




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# SOCIAL MEDIA AUDIENCE PROFILE

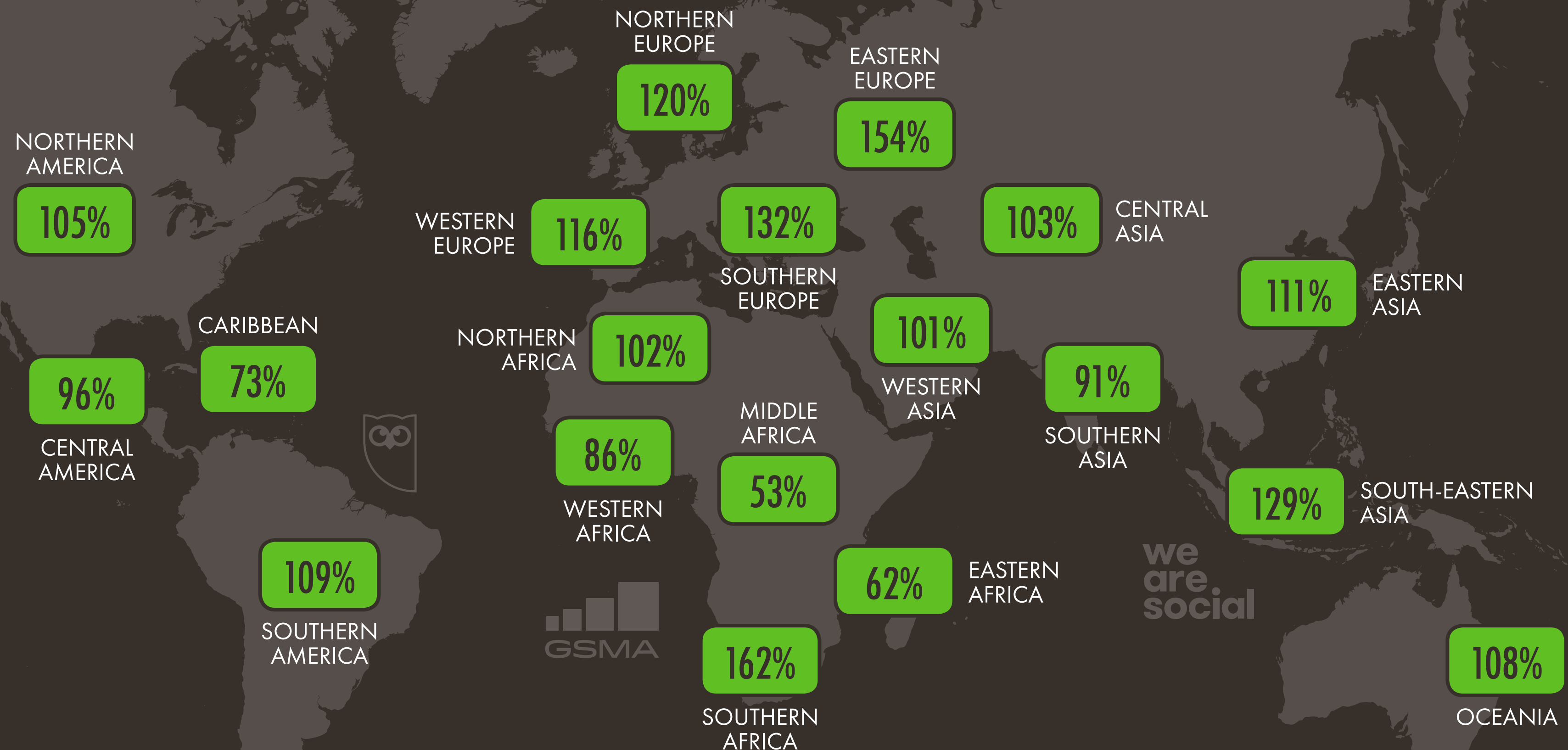
BASED ON THE COMBINED ADVERTISING AUDIENCES OF FACEBOOK, INSTAGRAM, AND FACEBOOK MESSENGER



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# MOBILE CONNECTIVITY BY REGION

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





INDIA

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# INDIA

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



TOTAL  
POPULATION



**1.361**  
**BILLION**

URBANISATION:

**34%**

MOBILE  
SUBSCRIPTIONS



**1.190**  
**BILLION**

vs. POPULATION:

**87%**

INTERNET  
USERS



**560.0**  
**MILLION**

PENETRATION:

**41%**

ACTIVE SOCIAL  
MEDIA USERS



**310.0**  
**MILLION**

PENETRATION:

**23%**

MOBILE SOCIAL  
MEDIA USERS



**290.0**  
**MILLION**

PENETRATION:

**21%**



we  
are  
social



we  
are  
social



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# ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



TOTAL  
POPULATION



**+1.1%**

JAN 2018 – JAN 2019

**+15 MILLION**

MOBILE  
SUBSCRIPTIONS



**+2.8%**

JAN 2018 – JAN 2019

**+32 MILLION**

INTERNET  
USERS



**+21%**

JAN 2018 – JAN 2019

**+98 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+24%**

JAN 2018 – JAN 2019

**+60 MILLION**

MOBILE SOCIAL  
MEDIA USERS



**+26%**

JAN 2018 – JAN 2019

**+60 MILLION**



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are  
social



we  
are  
social



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# OVERVIEW: POPULATION & ECONOMY

ESSENTIAL DEMOGRAPHIC AND ECONOMIC INDICATORS



TOTAL  
POPULATION



**1.361**  
BILLION

FEMALE  
POPULATION



**48.2%**

MALE  
POPULATION



**51.8%**

ANNUAL CHANGE  
IN POPULATION SIZE



**+1.1%**

MEDIAN  
AGE



**28.2**

URBAN  
POPULATION



**34%**

GDP PER CAPITA (PPP)  
(CURRENT INTERNATIONAL \$)\*



**\$7,056**

OVERALL LITERACY  
(ADULTS AGED 15+)



**69%**

FEMALE LITERACY  
(ADULTS AGED 15+)



**59%**

MALE LITERACY  
(ADULTS AGED 15+)



**79%**

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# DEVICE USAGE

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



MOBILE PHONE  
(ANY TYPE)



88%

we  
are  
social

SMART  
PHONE



40%



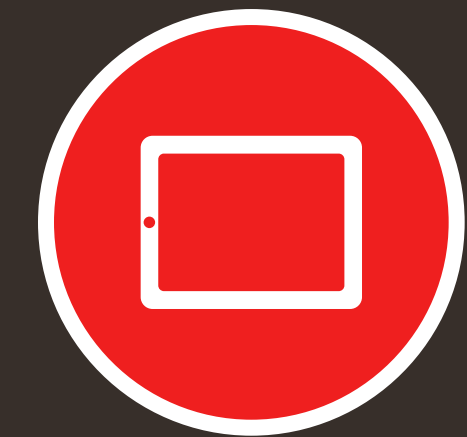
LAPTOP OR DESKTOP  
COMPUTER



15%

we  
are  
social

TABLET  
DEVICE



5%

TELEVISION  
(ANY KIND)



79%



DEVICE FOR STREAMING  
INTERNET CONTENT TO TV



4%

we  
are  
social

E-READER  
DEVICE



2%



WEARABLE  
TECH DEVICE



4%

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# TIME SPENT WITH MEDIA

AVERAGE DAILY TIME SPENT CONSUMING AND INTERACTING WITH MEDIA [SURVEY BASED]



AVERAGE DAILY TIME  
SPENT USING THE  
INTERNET VIA ANY DEVICE



we  
are.  
social

7H 47M

AVERAGE DAILY TIME  
SPENT USING SOCIAL  
MEDIA VIA ANY DEVICE



global  
web  
index

2H 32M

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



2H 51M

AVERAGE DAILY TIME  
SPENT LISTENING TO  
STREAMING MUSIC



1H 29M



# INTERNET USE

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# INTERNET USE: DEVICE PERSPECTIVE

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



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



we  
are  
social

**560.0**  
MILLION

INTERNET USERS AS  
A PERCENTAGE OF  
TOTAL POPULATION



global  
web  
index

**41%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



we  
are  
social

**515.2**  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE  
OF TOTAL POPULATION



**38%**



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# INTERNET USERS: DIFFERENT PERSPECTIVES

DIFFERENT PERSPECTIVES ON THE NUMBER OF INTERNET USERS, FROM SOME OF THE WORLD'S MOST COMPREHENSIVE STUDIES



INTERNET  
WORLD STATS



**462.1**  
MILLION

ITU (INTERNATIONAL  
TELECOMMUNICATION UNION)



**402.3**  
MILLION

WORLD  
BANK



**402.3**  
MILLION

CIA WORLD  
FACTBOOK



**374.3**  
MILLION

we  
are  
social



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# FREQUENCY OF INTERNET USE

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



EVERY  
DAY



61%

AT LEAST ONCE  
PER WEEK



26%

AT LEAST ONCE  
PER MONTH



11%

LESS THAN ONCE  
PER MONTH



2%

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are.  
social



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# INTERNET CONNECTION SPEEDS

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



AVERAGE SPEED OF  
MOBILE INTERNET  
CONNECTIONS



**10.06**  
MBPS

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



**+10%**

AVERAGE SPEED OF  
FIXED INTERNET  
CONNECTIONS



**26.71**  
MBPS

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



**+36%**

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# SIMILARWEB'S TOP WEBSITES

RANKING OF WEBSITES BY AVERAGE MONTHLY TRAFFIC



#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	SEARCH	2,955,000,000	08M 09S	8.0
02	GOOGLE.CO.IN	SEARCH	2,370,500,000	07M 14S	5.8
03	YOUTUBE.COM	TV & VIDEO	1,354,100,000	16M 56S	8.2
04	FACEBOOK.COM	SOCIAL	1,352,200,000	08M 58S	10.2
05	XNXX.COM	ADULT	458,800,000	12M 59S	9.2
06	AMAZON.IN	SHOPPING	421,900,000	05M 15S	7.4
07	XVIDEOS.COM	ADULT	310,200,000	11M 28S	8.4
08	WIKIPEDIA.ORG	REFERENCE	292,900,000	03M 14S	2.4
09	FLIPKART.COM	SHOPPING	252,900,000	05M 12S	6.7
10	AMPPROJECT.ORG	SOFTWARE	225,100,000	03M 05S	3.4

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# ALEXA'S TOP WEBSITES

RANKING OF WEBSITES BY THE NUMBER OF VISITORS AND TOTAL PAGE VIEWS



#	WEBSITE	TIME / DAY	PAGES / VISIT
01	GOOGLE.COM	07M 42S	9.54
02	YOUTUBE.COM	08M 47S	5.02
03	GOOGLE.CO.IN	06M 43S	8.51
04	PORN555.COM	00M 51S	1.57
05	FACEBOOK.COM	09M 43S	4.03
06	AMAZON.IN	09M 37S	8.33
07	YAHOO.COM	04M 01S	3.60
08	ONLINESBI.COM	06M 16S	7.64
09	WIKIPEDIA.ORG	04M 15S	3.15
10	FLIPKART.COM	06M 54S	4.24

#	WEBSITE	TIME / DAY	PAGES / VISIT
11	INDIATIMES.COM	04M 48S	2.67
12	BLOGSPOT.COM	03M 07S	2.43
13	LINKEDIN.COM	06M 12S	4.52
14	HOTSTAR.COM	05M 26S	4.07
15	WHATSAPP.COM	02M 30S	1.27
16	SARKARIRESULT.COM	03M 49S	3.25
17	IRCTC.CO.IN	07M 15S	2.93
18	TWITTER.COM	06M 23S	3.21
19	QUORA.COM	02M 49S	1.79
20	STACKOVERFLOW.COM	05M 23S	3.53



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# TOP GOOGLE SEARCH QUERIES IN 2018

BASED ON SEARCHES THROUGHOUT 2018



#	SEARCH QUERY	INDEX
01	VIDEO	100
02	DOWNLOAD	63
03	SONG	60
04	INDIA	36
05	YOUTUBE	30
06	SEXY	26
07	SONGS	23
08	वीडियो	21
09	WEATHER	21
10	SATTA	19

#	SEARCH QUERY	INDEX
11	FACEBOOK	18
12	FB	16
13	CRICBUZZ	15
14	GOOGLE	15
15	DJ	14
16	NEWS	14
17	BHOJPURI	12
18	BF	11
19	MATKA	11
20	YOU	9

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# CONTENT STREAMING ACTIVITIES

PERCENTAGE OF INTERNET USERS WHO STREAM EACH KIND OF CONTENT EACH MONTH [SURVEY BASED]



WATCH VIDEOS  
ONLINE



97%

STREAM TV CONTENT  
VIA THE INTERNET



62%

PLAY GAMES STREAMED  
LIVE VIA THE INTERNET



31%

WATCH LIVE STREAMS OF  
OTHERS PLAYING GAMES



30%

WATCH E-SPORTS  
TOURNAMENTS



19%

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# USE OF INTERNET TECHNOLOGIES

PERCENTAGE OF INTERNET USERS THAT USE EACH TOOL OR SERVICE EACH MONTH



VOICE SEARCH OR  
VOICE COMMANDS



we  
are.  
social

51%

RIDE-HAILING  
SERVICES



global  
web  
index

47%

AD-BLOCKING  
TOOLS



53%

VIRTUAL PRIVATE  
NETWORK (VPN)



41%



# SOCIAL MEDIA USE

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# SOCIAL MEDIA OVERVIEW

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE SOCIAL MEDIA PLATFORMS



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**310.0**  
MILLION

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**23%**

TOTAL NUMBER OF ACTIVE  
SOCIAL USERS ACCESSING  
VIA MOBILE DEVICES



**290.0**  
MILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**21%**

we  
are  
social





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# SOCIAL MEDIA BEHAVIOURS

HOW INTERNET USERS ENGAGE WITH SOCIAL MEDIA [SURVEY BASED]



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



100%



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



86%



AVERAGE AMOUNT  
OF TIME PER DAY SPENT  
USING SOCIAL MEDIA



2H 32M



AVERAGE NUMBER OF  
SOCIAL MEDIA ACCOUNTS  
PER INTERNET USER\*



12.0



PERCENTAGE OF INTERNET  
USERS WHO USE SOCIAL  
MEDIA FOR WORK PURPOSES

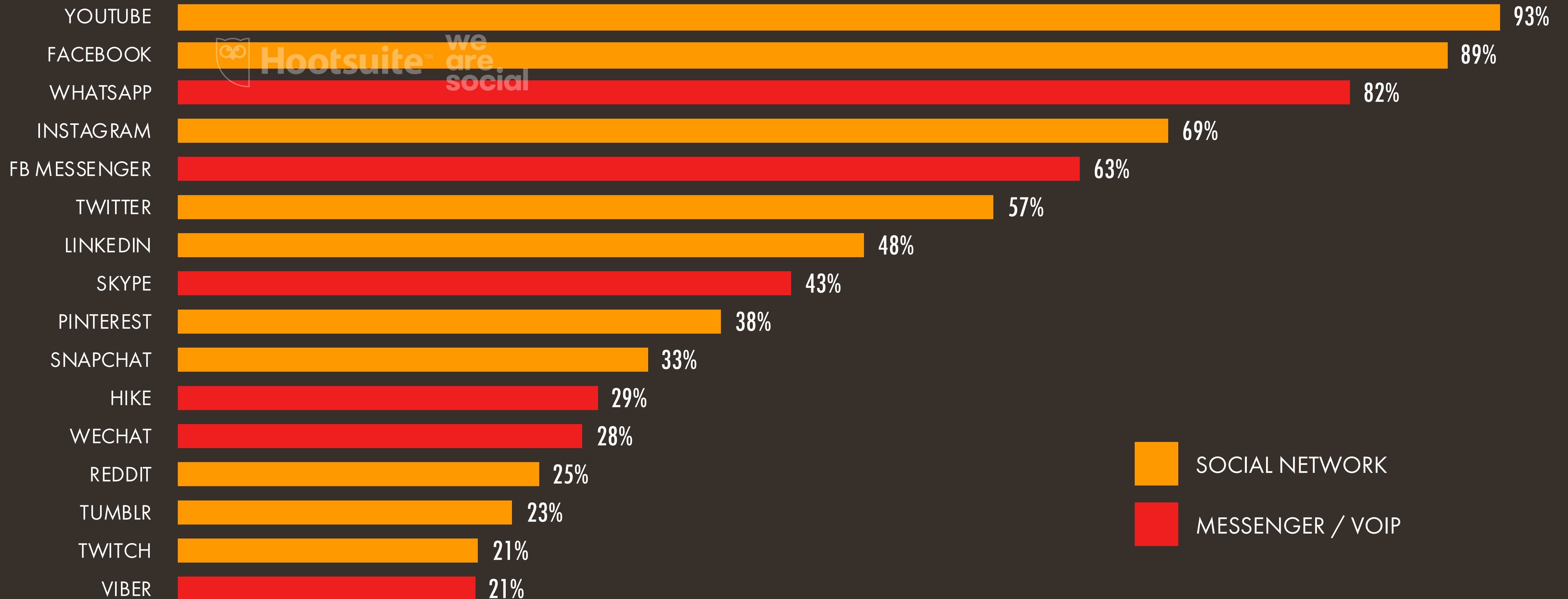


32%

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# MOST ACTIVE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS WHO REPORT USING EACH PLATFORM [SURVEY BASED]



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# SOCIAL MEDIA ADVERTISING AUDIENCES

A COMPARISON OF THE TOTAL ADDRESSABLE ADVERTISING AUDIENCE\* OF SELECTED SOCIAL MEDIA PLATFORMS



TOTAL ADVERTISING  
AUDIENCE ON FACEBOOK  
(MONTHLY ACTIVE USERS)



300.0  
MILLION

FEMALE  
22%  
MALE  
78%

TOTAL ADVERTISING  
AUDIENCE ON INSTAGRAM  
(MONTHLY ACTIVE USERS)



75.00  
MILLION

FEMALE  
27%  
MALE  
73%

TOTAL ADVERTISING  
AUDIENCE ON TWITTER  
(MONTHLY ACTIVE USERS)



7.65  
MILLION

FEMALE  
16%  
MALE  
84%

TOTAL ADVERTISING  
AUDIENCE ON SNAPCHAT  
(MONTHLY ACTIVE USERS)



11.15  
MILLION

FEMALE  
49%  
MALE  
48%

TOTAL ADVERTISING  
AUDIENCE ON LINKEDIN  
(REGISTERED MEMBERS)



54.00  
MILLION

FEMALE  
29%  
MALE  
71%

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# SOCIAL MEDIA AUDIENCES: QUARTERLY GROWTH

THE QUARTERLY CHANGE IN THE TOTAL ADDRESSABLE ADVERTISING AUDIENCES\* OF SELECTED SOCIAL MEDIA PLATFORMS



QUARTERLY CHANGE IN  
THE TOTAL ADVERTISING  
AUDIENCE ON FACEBOOK  
(MONTHLY ACTIVE USERS)



we  
are  
social

+3.4%

QUARTERLY CHANGE IN  
THE TOTAL ADVERTISING  
AUDIENCE ON INSTAGRAM  
(MONTHLY ACTIVE USERS)



+5.6%

QUARTERLY CHANGE IN  
THE TOTAL ADVERTISING  
AUDIENCE ON TWITTER  
(MONTHLY ACTIVE USERS)



we  
are  
social

-2.2%

QUARTERLY CHANGE IN  
THE TOTAL ADVERTISING  
AUDIENCE ON SNAPCHAT  
(MONTHLY ACTIVE USERS)



+1.8%

QUARTERLY CHANGE IN  
THE TOTAL ADVERTISING  
AUDIENCE ON LINKEDIN  
(REGISTERED MEMBERS)

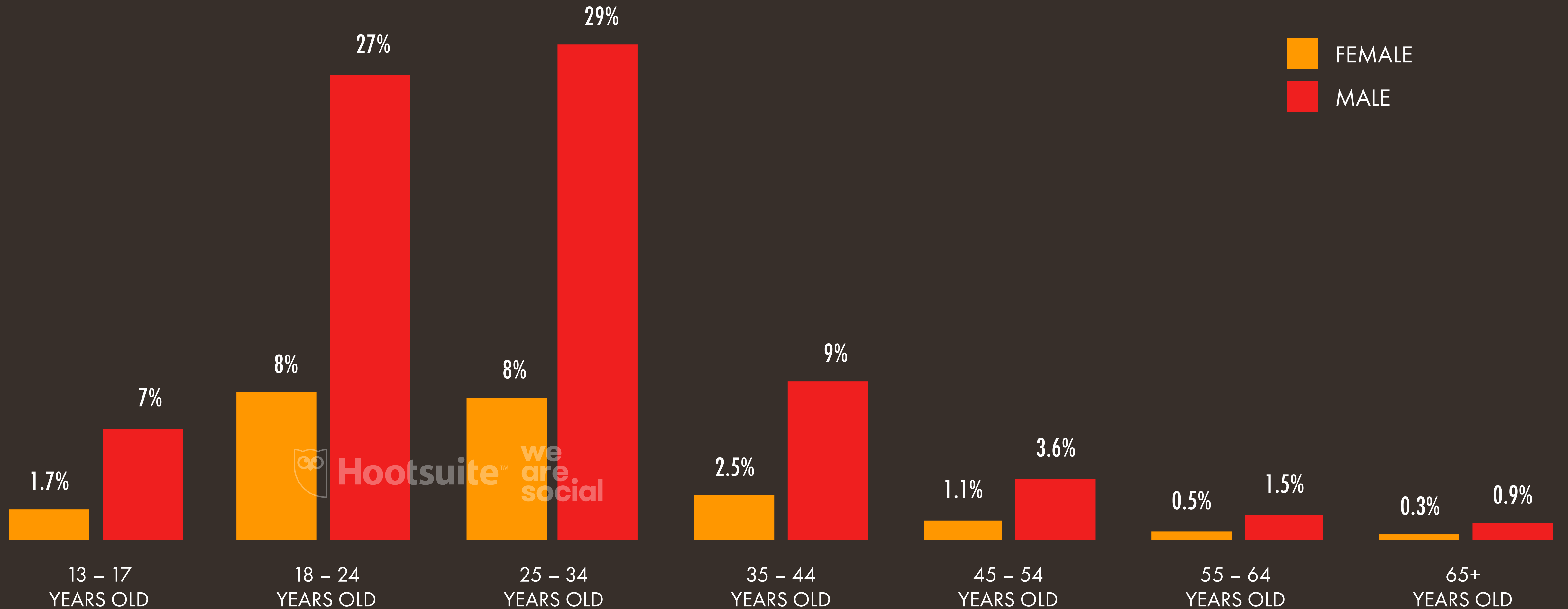


+3.8%

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# SOCIAL MEDIA AUDIENCE PROFILE

BASED ON THE COMBINED ADVERTISING AUDIENCES OF FACEBOOK, INSTAGRAM, AND FACEBOOK MESSENGER





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# FACEBOOK AUDIENCE OVERVIEW

BASED ON FACEBOOK'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



we  
are  
social

300.0  
MILLION

PERCENTAGE OF ADULTS  
AGED 13+ THAT CAN  
BE REACHED WITH  
ADVERTS ON FACEBOOK



29%

QUARTER-ON-  
QUARTER GROWTH  
IN FACEBOOK  
ADVERTISING REACH



we  
are  
social

+3.4%

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



22%

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



78%

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# FACEBOOK ACTIVITY FREQUENCY

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



NUMBER OF  
FACEBOOK PAGES  
LIKED (LIFETIME)



1

FEMALE

1

MALE

1

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



10

FEMALE

9

MALE

10

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



3

FEMALE

2

MALE

2

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



1

FEMALE

1

MALE

1

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



5

FEMALE

4

MALE

5



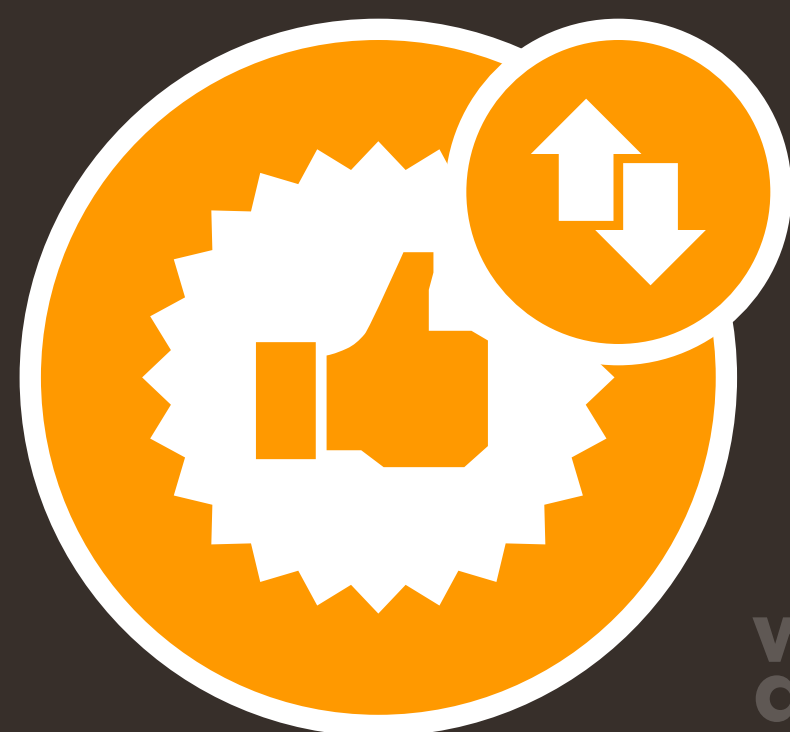
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# FACEBOOK PAGE REACH BENCHMARKS

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



AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



we  
are  
social

+0.14%

AVERAGE POST REACH  
vs. PAGE LIKES



locowise

8.8%

AVERAGE ORGANIC  
REACH vs. PAGE LIKES



locowise

7.1%

PERCENTAGE OF PAGES  
USING PAID MEDIA



locowise

27%

AVERAGE PAID REACH  
vs. TOTAL REACH



28%

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2019

# FACEBOOK ENGAGEMENT BENCHMARKS

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



AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS (ALL TYPES OF  
POST, ALL TYPES OF PAGE\*)



3.96%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS  
(ALL TYPES OF PAGE\*)



6.11%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE PHOTO POSTS  
(ALL TYPES OF PAGE\*)



5.78%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS  
(ALL TYPES OF PAGE\*)



4.02%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS  
(ALL TYPES OF PAGE\*)



2.71%

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# INSTAGRAM AUDIENCE OVERVIEW

BASED ON INSTAGRAM'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



we  
are  
social

75.00  
MILLION

PERCENTAGE OF ADULTS  
AGED 13+ THAT CAN  
BE REACHED WITH  
ADVERTS ON INSTAGRAM



we  
are  
social

7.2%

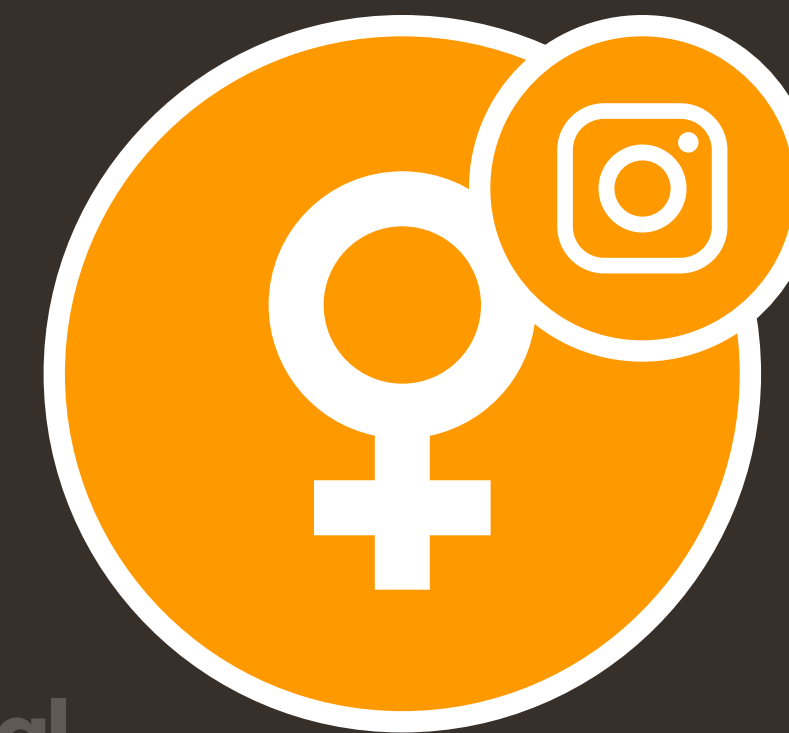
QUARTER-ON-  
QUARTER GROWTH  
IN INSTAGRAM  
ADVERTISING REACH



we  
are  
social

+5.6%

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



we  
are  
social

27%

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



we  
are  
social

73%



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2019

# TWITTER AUDIENCE OVERVIEW

BASED ON TWITTER'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



we  
are  
social

7.65  
MILLION

PERCENTAGE OF ADULTS  
AGED 13+ THAT CAN  
BE REACHED WITH  
ADVERTS ON TWITTER



0.7%

QUARTER-ON-  
QUARTER GROWTH  
IN TWITTER  
ADVERTISING REACH



we  
are  
social

-2.2%

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



16%

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



84%

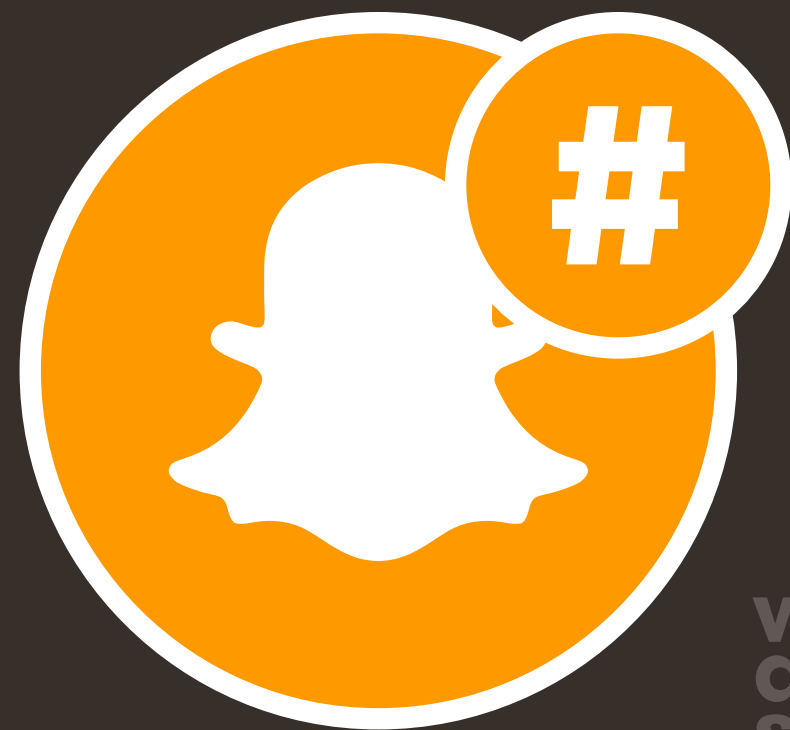
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# SNAPCHAT AUDIENCE OVERVIEW

BASED ON SNAPCHAT'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



we  
are  
social

11.15  
MILLION

PERCENTAGE OF ADULTS  
AGED 13+ THAT CAN  
BE REACHED WITH  
ADVERTS ON SNAPCHAT



1.1%

QUARTER-ON-  
QUARTER GROWTH  
IN SNAPCHAT  
ADVERTISING REACH



we  
are  
social

+1.8%

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



49%

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



48%

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# LINKEDIN AUDIENCE OVERVIEW

BASED ON LINKEDIN'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



we  
are  
social

54.00  
MILLION

PERCENTAGE OF ADULTS  
AGED 18+ THAT CAN  
BE REACHED WITH  
ADVERTS ON LINKEDIN



5.9%

QUARTER-ON-  
QUARTER GROWTH  
IN LINKEDIN  
ADVERTISING REACH



we  
are  
social

+3.8%

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



29%

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



71%

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# TOP YOUTUBE SEARCH QUERIES IN 2018

BASED ON SEARCHES ON THE YOUTUBE PLATFORM THROUGHOUT 2018



#	SEARCH QUERY	INDEX
01	SONG	100
02	MOVIE	92
03	SONGS	59
04	VIDEO	44
05	MOVIES	24
06	HINDI MOVIE	20
07	DJ	15
08	NEW SONG	14
09	COMEDY	12
10	STATUS	11

#	SEARCH QUERY	INDEX
11	NEWS	9
12	HINDI MOVIES	8
13	CARTOON	8
14	SONGS 2018	7
15	SEXY	7
16	HINDI SONG	7
17	DJ SONG	7
18	NEW SONGS	7
19	HINDI SONGS	6
20	PUNJABI SONG	6



# MOBILE USE



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# MOBILE CONNECTIONS BY TYPE

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



TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



1.190  
BILLION

we  
are  
social

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



87%

GSMA

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



92%

GSMA

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



8%

GSMA

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



54%

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# MOBILE CONNECTIVITY INDEX

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



OVERALL COUNTRY  
INDEX SCORE



53.67

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

MOBILE NETWORK  
INFRASTRUCTURE



41.14

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

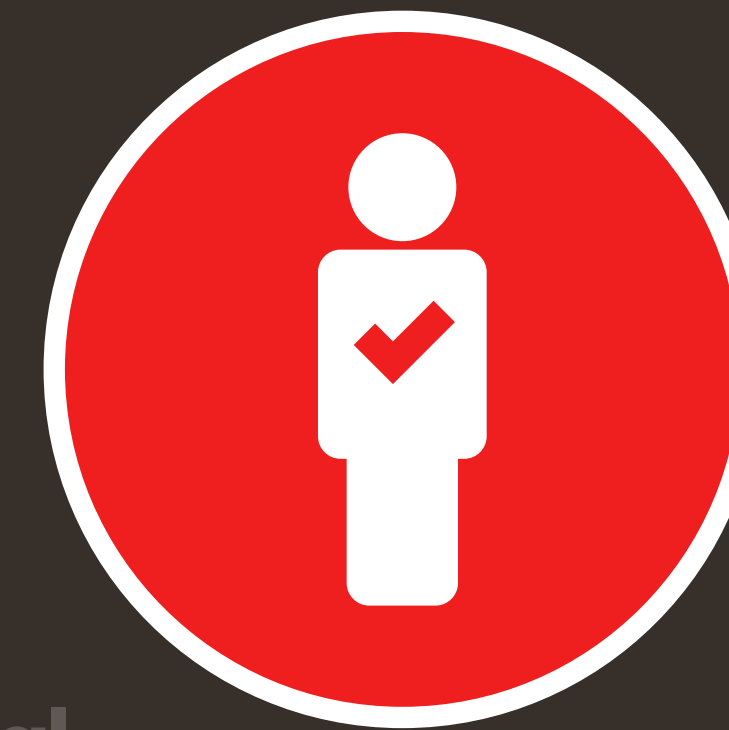
AFFORDABILITY OF  
DEVICES & SERVICES



77.27

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

CONSUMER  
READINESS



50.34

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT  
CONTENT & SERVICES



51.84

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100



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# MOBILE ACTIVITIES

PERCENTAGE OF INTERNET USERS PERFORMING EACH ACTIVITY ON A MOBILE PHONE EACH MONTH [SURVEY BASED]



PERCENTAGE OF  
INTERNET USERS USING  
MOBILE MESSENGERS



we  
are  
social

89%

PERCENTAGE OF  
INTERNET USERS WATCHING  
VIDEOS ON MOBILE



global  
web  
index

91%

PERCENTAGE OF  
INTERNET USERS PLAYING  
GAMES ON MOBILE



owl

75%

PERCENTAGE OF  
INTERNET USERS USING  
MOBILE BANKING



global  
web  
index

57%

PERCENTAGE OF  
INTERNET USERS USING  
MOBILE MAP SERVICES



82%

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# MOBILE APPS: INSTALLS vs. USAGE

A CLOSER LOOK AT THE NUMBER OF APPS DOWNLOADED AND INSTALLED, COMPARED TO THE NUMBER OF APPS USED



NUMBER OF MOBILE  
APPS DOWNLOADED  
DURING FULL YEAR 2018



we  
are  
social

17.16  
BILLION

TOTAL CONSUMER  
SPENDING ON MOBILE APPS  
DURING 2018 (U.S. DOLLARS)



App Annie

\$282.2  
MILLION

AVERAGE NUMBER  
OF APPS INSTALLED PER  
SMARTPHONE DEVICE



69

AVERAGE NUMBER OF  
MOBILE APPS USED PER  
MONTH PER SMARTPHONE



36

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# MOBILE APP RANKINGS: ACTIVE USERS

RANKINGS OF TOP MOBILE APPS AND GAMES BY AVERAGE MONTHLY ACTIVE USERS THROUGHOUT 2018



## RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	DEVELOPER
01	WHATSAPP MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	SHAREIT	SHAREIT
04	FACEBOOK MESSENGER	FACEBOOK
05	TRUECALLER	TRUECALLER
06	MX PLAYER	J2 INTERACTIVE
07	UC BROWSER	ALIBABA GROUP
08	INSTAGRAM	FACEBOOK
09	AMAZON	AMAZON
10	PAYTM	ONE97

## RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	APP NAME	DEVELOPER
01	LUDO KING	GAMETION
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	PUBG MOBILE	TENCENT
04	CLASH OF CLANS	SUPERCELL
05	DOODLE ARMY 2 : MINI MILITIA	MINICLIP
06	SUBWAY SURFERS	KILOO
07	8 BALL POOL	MINICLIP
08	TEMPLE RUN 2	IMANGI
09	WORLD CRICKET CHAMPIONSHIP 2	NEXTWAVE MULTIMEDIA
10	CLASH ROYALE	SUPERCELL



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# MOBILE APP RANKINGS: DOWNLOADS

RANKINGS OF TOP MOBILE APPS AND GAMES BY THE NUMBER OF DOWNLOADS IN 2018



## RANKING OF MOBILE APPS BY DOWNLOADS

#	APP NAME	DEVELOPER
01	FACEBOOK	FACEBOOK
02	FACEBOOK MESSENGER	FACEBOOK
03	UC BROWSER	ALIBABA GROUP
04	WHATSAPP MESSENGER	FACEBOOK
05	SHAREIT	SHAREIT
06	TIK TOK	TOUTIAO
07	VIGO VIDEO	TOUTIAO
08	HOTSTAR	21 ST CENTURY FOX
09	TRUECALLER	TRUECALLER
10	MX PLAYER	J2 INTERACTIVE

## RANKING OF MOBILE GAMES BY DOWNLOADS

#	APP NAME	DEVELOPER
01	LUDO KING	GAMETION
02	SUBWAY SURFERS	KILOO
03	TEMPLE RUN 2	IMANGI
04	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
05	TEMPLE RUN	IMANGI
06	DR. DRIVING	SUD
07	HILL CLIMB RACING	FINGERSOFT
08	PUBG MOBILE	TENCENT
09	MY TALKING TOM	OUTFIT7
10	BUBBLE SHOOTER BY ILYON	ILYON DYNAMICS



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# MOBILE APP RANKINGS: REVENUE

RANKINGS OF TOP MOBILE APPS AND GAMES BY TOTAL REVENUE GENERATED IN 2018



## RANKING OF MOBILE APPS BY REVENUE

#	APP NAME	DEVELOPER
01	NETFLIX	NETFLIX
02	TINDER	INTERACTIVECORP (IAC)
03	GOOGLE DRIVE	GOOGLE
04	HOTSTAR	21ST CENTURY FOX
05	SING! BY SMULE	SMULE
06	BIGO LIVE	BIGO
07	LIVU	RILEY CILLIAN
08	UDEMY	UDEMY
09	LINKEDIN	MICROSOFT
10	STARMAKER KARAOKE	STARMAKER

## RANKING OF MOBILE GAMES BY REVENUE

#	APP NAME	DEVELOPER
01	TEEN PATTI	OCTRO
02	COIN MASTER	MOON ACTIVE
03	8 BALL POOL	MINICLIP
04	TEEN PATTI GOLD	MOONFROG
05	PUBG MOBILE	TENCENT
06	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
07	CLASH OF CLANS	SUPERCCELL
08	ULTIMATE TEEN PATTI	PLAY GAMES24X7
09	LORDS MOBILE	IGG
10	ZYNGA POKER	ZYNGA



# E-COMMERCE USE

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# FINANCIAL INCLUSION FACTORS

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



HAS AN ACCOUNT WITH  
A FINANCIAL INSTITUTION



80%

we  
are  
social

HAS A  
CREDIT CARD



3.0%



HAS A MOBILE  
MONEY ACCOUNT



2.0%

we  
are  
social

MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



4.3%

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



2.3%



PERCENTAGE OF MEN  
WITH A CREDIT CARD



3.7%

we  
are  
social

PERCENTAGE OF WOMEN  
MAKING ONLINE TRANSACTIONS



3.0%



PERCENTAGE OF MEN  
MAKING ONLINE TRANSACTIONS



5.5%

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# E-COMMERCE ACTIVITIES

PERCENTAGE OF INTERNET USERS WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH [SURVEY BASED]



SEARCHED ONLINE  
FOR A PRODUCT  
OR SERVICE TO BUY



we  
are  
social

86%

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



global  
web  
index

97%

PURCHASED A  
PRODUCT OR SERVICE  
ONLINE (ANY DEVICE)



global  
web  
index

74%

MADE AN ONLINE  
PURCHASE VIA A LAPTOP  
OR DESKTOP COMPUTER



global  
web  
index

40%

MADE AN ONLINE  
PURCHASE VIA A  
MOBILE DEVICE



60%

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# E-COMMERCE SPEND BY CATEGORY

THE TOTAL ANNUAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES, IN U.S. DOLLARS



FASHION  
& BEAUTY



**\$7.864**  
BILLION

we  
are  
social

ELECTRONICS &  
PHYSICAL MEDIA



**\$5.964**  
BILLION

statista

FOOD &  
PERSONAL CARE



**\$1.514**  
BILLION



FURNITURE &  
APPLIANCES



**\$2.578**  
BILLION

TOYS, DIY  
& HOBBIES



**\$4.218**  
BILLION

statista

TRAVEL (INCLUDING  
ACCOMMODATION)



**\$16.36**  
BILLION



DIGITAL  
MUSIC



**\$231.0**  
MILLION

we  
are  
social

VIDEO  
GAMES



**\$1.113**  
BILLION

JAN  
2019

# E-COMMERCE GROWTH BY CATEGORY

ANNUAL CHANGE IN THE TOTAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES



FASHION  
& BEAUTY



+27%

we  
are  
social

ELECTRONICS &  
PHYSICAL MEDIA



+21%

statista

FOOD &  
PERSONAL CARE



+26%



FURNITURE &  
APPLIANCES



+18%

TOYS, DIY  
& HOBBIES



+20%

statista

TRAVEL (INCLUDING  
ACCOMMODATION)



+17%



DIGITAL  
MUSIC



+3.5%

we  
are  
social

VIDEO  
GAMES



+23%



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# E-COMMERCE DETAIL: CONSUMER GOODS

OVERVIEW OF THE E-COMMERCE MARKET FOR CONSUMER GOODS, WITH VALUES IN U.S. DOLLARS



TOTAL NUMBER OF PEOPLE  
PURCHASING CONSUMER  
GOODS VIA E-COMMERCE



360.1  
MILLION

YEAR-ON-YEAR CHANGE

+11%

PENETRATION OF CONSUMER  
GOODS E-COMMERCE  
(TOTAL POPULATION)



26%

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



\$22.14  
BILLION

YEAR-ON-YEAR CHANGE

+23%

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



\$61

YEAR-ON-YEAR CHANGE

+10%



statista

we  
are  
social



Hootsuite™

we  
are  
social

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# E-COMMERCE SPEND IN CONTEXT

COMPARING E-COMMERCE SPEND TO POINT-OF-SALE (P.O.S.) SPEND, WITH E-WALLET DETAIL



E-COMMERCE SPEND PER  
CAPITA\* IN U.S. DOLLARS



\$27

POINT-OF-SALE SPEND PER  
CAPITA IN U.S. DOLLARS



\$659

E-COMMERCE SPEND AS  
A SHARE OF RETAIL SPEND\*



3.9%

E-WALLETS' SHARE OF  
E-COMMERCE SPEND



26%

E-WALLETS' SHARE OF  
POINT-OF-SALE SPEND



6.0%



we  
are  
social



we  
are  
social

JAN  
2019

# TOP GOOGLE SHOPPING QUERIES

BASED ON SEARCHES THROUGHOUT 2018



#	SEARCH QUERY	INDEX
01	FLIPKART	100
02	SHOES	89
03	AMAZON	78
04	SEXY	70
05	ONLINE SHOPPING	41
06	MOBILE	35
07	WATCHES	28
08	WATCH	28
09	JACKET	26
10	CELL PHONES	25

#	SEARCH QUERY	INDEX
11	सेक्सी	23
12	BF	21
13	WEATHER	19
14	GAME	18
15	GOOGLE	16
16	NIKE	16
17	MYNTRA	16
18	WHATSAPP	16
19	SHOES FOR MEN	14
20	HOME DECOR	14

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# CONNECTED MONEY

UNDERSTANDING INTERNET USERS' ONLINE FINANCIAL ACTIVITIES

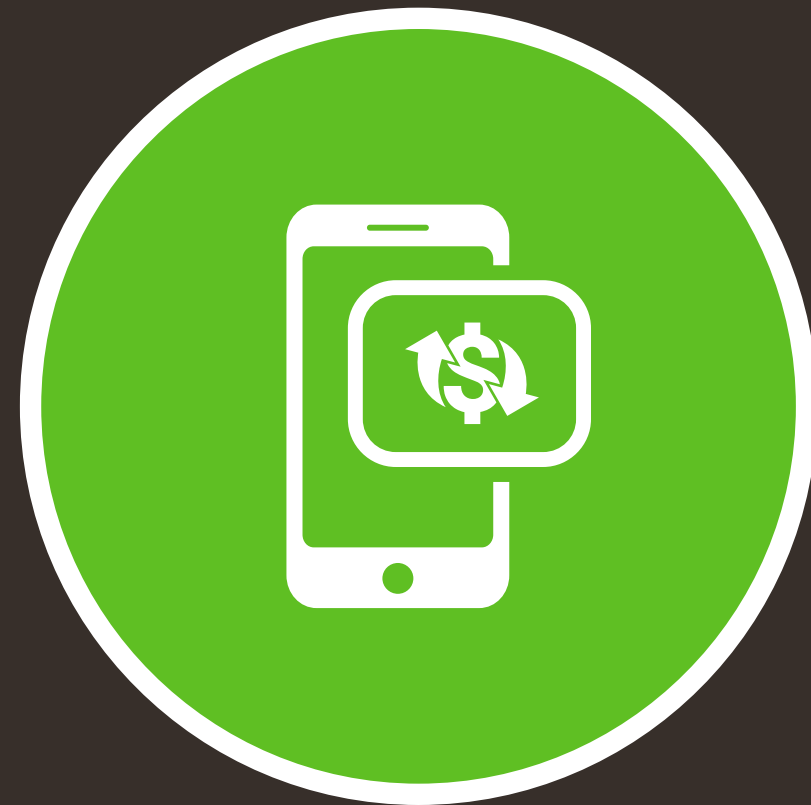


USE MOBILE  
BANKING



57%

MAKE MOBILE  
PAYMENTS



47%

PURCHASE ITEMS ONLINE  
USING A MOBILE PHONE



60%

OWN SOME FORM  
OF CRYPTOCURRENCY



6.5%

we  
are  
social

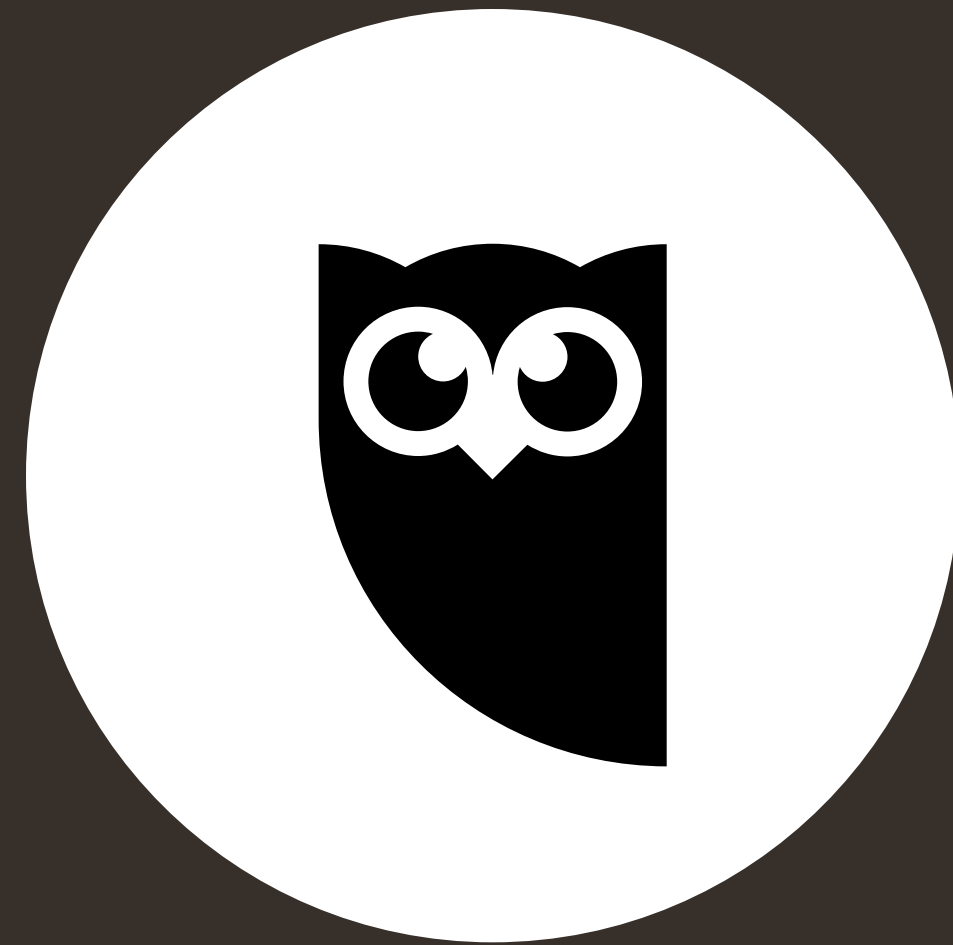




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**HOOTSUITE**



**WE ARE SOCIAL**

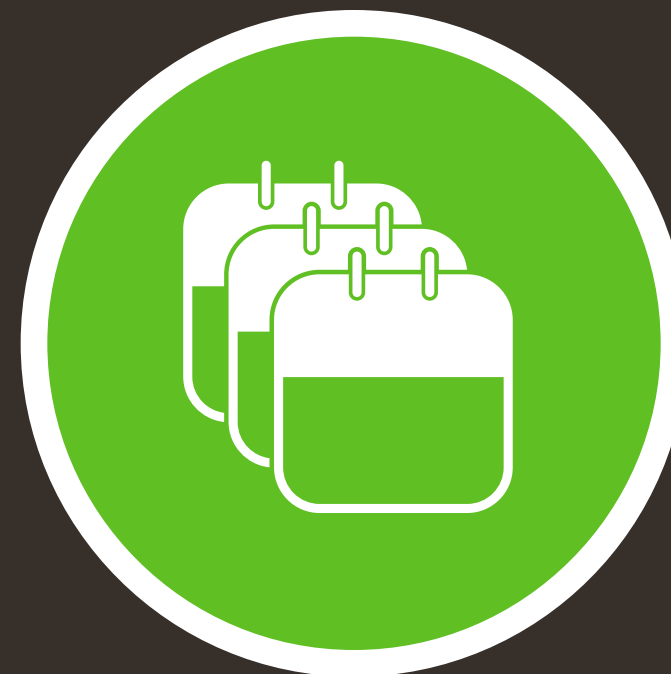
# SPECIAL THANKS: GLOBALWEBINDEX



GlobalWebIndex is the leading provider of audience profiling data to agencies, publishers, and brands worldwide.



**90% GLOBAL  
COVERAGE**



**ONGOING DATA COLLECTION  
ACROSS 45 MARKETS**



**CROSS-DEVICE  
COVERAGE**

Learn more at <http://www.globalwebindex.com>

# SPECIAL THANKS: GSMA INTELLIGENCE

The logo for GSMA Intelligence, featuring the text "GSMA" in red and "Intelligence" in black, both in a sans-serif font, enclosed within a white circle.

**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.gsmainelligence.com>

# SPECIAL THANKS: STATISTA

statista 

**Statista** is one of the world's largest online statistics databases. Its Digital Market Outlook products provide forecasts, detailed market insights, and key indicators on over 90 digital markets within verticals including e-commerce, digital media, smart home, and e-health for over 150 countries and regions.



**82% OF THE GLOBAL  
INTERNET POPULATION**



**150 COUNTRIES  
AND REGIONS**



**92% OF WORLDWIDE  
ECONOMIC POWER**



**MORE THAN 30,000  
INTERACTIVE STATISTICS**

Learn more about Statista at <http://www.statista.com>

# SPECIAL THANKS: LOCOWISE



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



**CUSTOM REPORT  
BUILDER WITH  
OVER 300 METRICS**



**CAMPAIGN  
ANALYSIS, TRACKING  
AND REPORTING**



**INSIGHTS FROM ALL  
YOUR NETWORKS  
IN ONE PLACE**



**PREDICTIVE  
METRICS TO DRIVE  
FUTURE STRATEGY**

Learn more about Locowise at <http://locowise.com>

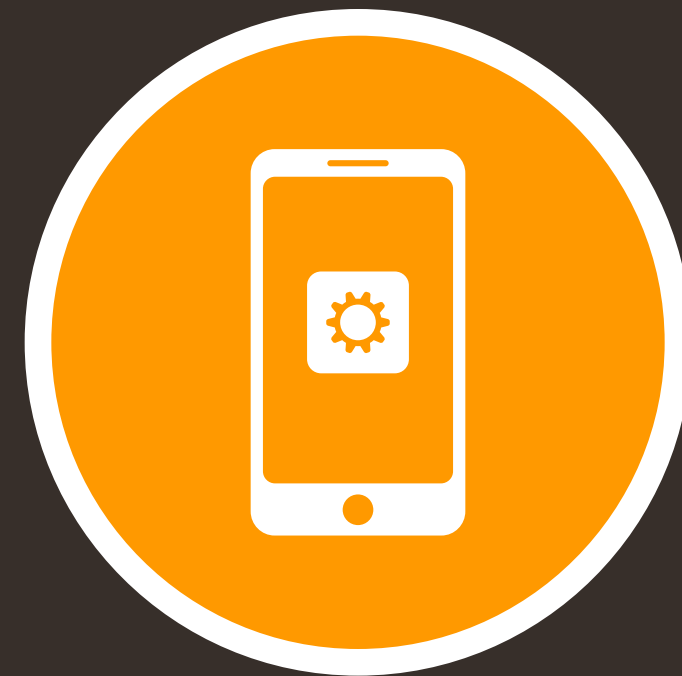
# SPECIAL THANKS: SIMILARWEB



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



**WEB  
INTELLIGENCE**



**APP  
INTELLIGENCE**



**GLOBAL  
COVERAGE**



**GRANULAR  
ANALYSIS**

Learn more about SimilarWeb at <http://www.similarweb.com>



# SPECIAL THANKS: APP ANNIE

*App Annie*

App Annie is the industry's most trusted mobile data and analytics platform. The company created the mobile app data market and has been fueling world-class, mobile-first businesses since 2010. App Annie's mission is to power B2C companies' mobile transformation and enable clients to deliver winning consumer experiences. More than 1,000 enterprise clients and 1 million registered users across the globe and spanning all industries rely on App Annie as the gold standard to revolutionize their mobile business. The company is headquartered in San Francisco with offices in 13 countries.



**1 MILLION  
REGISTERED USERS**



**BEST-IN-CLASS  
DATA**



**COVERAGE ACROSS  
150 COUNTRIES**



**UNPARALLELED  
SERVICE & SUPPORT**

Learn more about App Annie at <http://www.appannie.com>

# NOTES ON DATA SOURCES

**POPULATION & DEMOGRAPHICS:** United Nations World Population Prospects, 2017 Revision; US Census Bureau (accessed January 2019); United Nations World Urbanization Prospects, 2018 Revision.

**LITERACY RATES:** UNESCO Institute for Statistics; UNICEF Data; World Bank DataBank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook; Phrasebase (all accessed January 2019).

**GDP & FINANCIAL INCLUSION DATA:** World Bank DataBank; IMF Data; CIA World Factbook (all accessed January 2019).

**DEVICE USAGE:** Google Consumer Barometer (accessed January 2018). Note that data has not been updated in the past 12 months.

**INTERNET USERS:** InternetWorldStats; ITU Statistics; World Bank DataBank; CIA World Factbook; Eurostat Data Explorer; Facebook's self-serve advertising tools; Tchrasa; MidEastMedia.org; local government authorities and telecom regulatory bodies; reports in reputable media (all accessed January 2019). **Mobile Internet share** based on data from GlobalWebIndex (Q2 & Q3 2018)\*, and extrapolations of data

reported in Facebook's self-serve advertising tools. **Internet connection speed** data from Ookla Speedtest (December 2018). **Time spent** on the internet from GlobalWebIndex (Q2 & Q3 2018)\*. **World's top websites** from SimilarWeb (December 2018) and Alexa (30 days to 16 January 2019). **Google search** insights from Google Trends (data for full year 2018). Data on use of **voice search** and **ad blockers** from GlobalWebIndex (Q2 & Q3 2018)\*. **Privacy concern** insights from Statista Global Consumer Survey 2018. **Content streaming** insights from GlobalWebIndex (Q2 & Q3 2018)\*. **Internet use frequency** data from Google Consumer Barometer (accessed January 2018).

**SOCIAL MEDIA USERS:** Company earnings announcements; press releases; remarks by senior platform executives at public events; statements on company websites; reports in reputable media. **Top messenger platforms** from SimilarWeb (December 2018).

**SOCIAL MEDIA ADVERTISING AUDIENCES:** data extracted from each platform's self-serve advertising tools (January 2019 and October 2018). Many data points involve further extrapolations of this data.

**SOCIAL MEDIA BEHAVIOURS:** **Time spent** on social media from GlobalWebIndex (Q2 & Q3 2018)\*. **Facebook reach and engagement** data from Locowise (Q4 2018).

**MOBILE USERS & CONNECTIONS:** GSMA Intelligence (January 2019); Ericsson Mobility Report (November 2018); Ericsson Mobility Calculator and Visualizer tools (accessed January 2019);

**MOBILE APPS:** App Annie (January 2019); SimilarWeb (January 2019).

**E-COMMERCE USERS & SPEND:** Statista Digital Market Outlook (e-Commerce, e-Travel, and digital media industry reports) (accessed January 2019). GlobalWebIndex (Q2 & Q3 2018)\*; Worldpay Global Payments Report (November 2018).

**\*METHODOLOGY NOTE:** GlobalWebIndex conducts a quarterly survey of a panel of 22 million internet users across 45 countries around the world, representing 90% of the world's total internet users. For full details of the company's methodology, please visit <http://www.globalwebindex.com/>



# NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

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

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

Furthermore, due to differing data collection and treatment methodologies used by these organisations, and the different sample periods during which data were collected, there may be significant differences in the reported metrics for similar data points throughout this report. In particular, data collected via surveys often vary from one report to another, even if those data were collected by the same organisation using the same approach in each wave.

Similarly, reports of internet user numbers vary considerably between different sources. In part, this is because there are fewer commercial imperatives for governments and regulators to collect and publish regular internet user data. However, the user numbers published by social media platforms can be a useful proxy for the number of internet users in countries where no other reliable data are available, because all active social media users must have an active internet connection in order to access social media. These data are also more likely to be updated on a regular basis, as social media companies rely on this data to help sell their advertising products and services.

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

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

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

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

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**SIMON KEMP**



**@ESKIMON**



**REPORTS@KEPIOS.COM**



**DATAREPORTAL.COM**