COUNTRIES INCLUDED IN THIS OVERVIEW

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

A SNAPSHOT OF THE WORLD’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
3.419 BILLION
URBANISATION: 54%

INTERNET USERS
2.307 BILLION
PENETRATION: 46%

ACTIVE SOCIAL MEDIA USERS
3.790 BILLION
PENETRATION: 31%

UNIQUE MOBILE USERS
1.968 BILLION
PENETRATION: 51%

ACTIVE MOBILE SOCIAL USERS
PENETRATION: 27%

FIGURE REPRESENTS TOTAL GLOBAL POPULATION, INCLUDING CHILDREN
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS
FIGURE REPRESENTS UNIQUE MOBILE PHONE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS


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

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS: +10% SINCE JAN 2015 (+332 MILLION)
GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS: +10% SINCE JAN 2015 (+219 MILLION)
GROWTH IN THE NUMBER OF UNIQUE MOBILE USERS: +4% SINCE JAN 2015 (+141 MILLION)
GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS: +17% SINCE JAN 2015 (+283 MILLION)

SHARE OF GLOBAL USERS

NORTH AMERICA
- Population: 5%
- Internet Users: 9%
- Active Social Media Accounts: 9%
- Mobile Connections: 5%

CENTRAL AMERICA
- Population: 3%
- Internet Users: 4%
- Active Social Media Accounts: 3%
- Mobile Connections: 3%

SOUTH AMERICA
- Population: 6%
- Internet Users: 9%
- Active Social Media Accounts: 10%
- Mobile Connections: 13%

WEST EUROPE
- Population: 6%
- Internet Users: 9%
- Active Social Media Accounts: 10%
- Mobile Connections: 7%

EAST EUROPE
- Population: 6%
- Internet Users: 8%
- Active Social Media Accounts: 8%
- Mobile Connections: 8%

CENTRAL ASIA
- Population: 1%
- Internet Users: <1%
- Active Social Media Accounts: 1%
- Mobile Connections: 1%

SOUTH ASIA
- Population: 24%
- Internet Users: 8%
- Active Social Media Accounts: 14%
- Mobile Connections: 18%

EAST ASIA
- Population: 22%
- Internet Users: 33%
- Active Social Media Accounts: <1%
- Mobile Connections: 22%

SOUTHEAST ASIA
- Population: 9%
- Internet Users: 10%
- Active Social Media Accounts: 8%
- Mobile Connections: 11%

AFRICA
- Population: 16%
- Internet Users: 6%
- Active Social Media Accounts: 10%
- Mobile Connections: 13%

OCEANIA
- Population: 1%
- Internet Users: 1%
- Active Social Media Accounts: 1%
- Mobile Connections: 1%

DIGITAL IN AFRICA
A SNAPSHOT OF THE REGION’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
ACTIVE INTERNET USERS
ACTIVE SOCIAL MEDIA USERS
MOBILE CONNECTIONS
ACTIVE MOBILE SOCIAL USERS

1,201 MILLION
349 MILLION
129 MILLION
986 MILLION
102 MILLION

URBANISATION: 41%
PENETRATION: 29%
PENETRATION: 11%
vs POPULATION: 82%
PENETRATION: 8%

FIGURE REPRESENTS TOTAL REGIONAL POPULATION, INCLUDING CHILDREN
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

ANNUAL GROWTH: AFRICA

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

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS
GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS
GROWTH IN THE NUMBER OF MOBILE CONNECTIONS
GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS

+14% SINCE JAN 2015
+25% SINCE JAN 2015
+9% SINCE JAN 2015
+20% SINCE JAN 2015
+47.2 MILLION
+25.3 MILLION
+84.4 MILLION
+17.1 MILLION
JAN 2016

DIGITAL IN THE AMERICAS
A SNAPSHOT OF THE REGION’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 997 MILLION
ACTIVE INTERNET USERS: 665 MILLION
ACTIVE SOCIAL MEDIA USERS: 511 MILLION
MOBILE CONNECTIONS: 1,072 MILLION
ACTIVE MOBILE SOCIAL USERS: 437 MILLION

URBANISATION: 81%
PENETRATION: 67%
PENETRATION: 51% vs POPULATION: 108%
PENETRATION: 44%

ANNUAL GROWTH: THE AMERICAS

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

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Growth Trend</th>
<th>Change Since Jan 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth in the number of active internet users</td>
<td>+6%</td>
<td>+38.9 million</td>
</tr>
<tr>
<td>Growth in the number of active social media users</td>
<td>+6%</td>
<td>+28.6 million</td>
</tr>
<tr>
<td>Growth in the number of mobile connections</td>
<td>+1%</td>
<td>+9.6 million</td>
</tr>
<tr>
<td>Growth in the number of active mobile social users</td>
<td>+9%</td>
<td>+37.5 million</td>
</tr>
</tbody>
</table>

## Digital in Asia-Pacific

### January 2016

**A Snapshot of the Region’s Key Digital Statistical Indicators**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Penetration</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>4,116 million</td>
<td>47%</td>
<td>Figure represents total regional population, including children.</td>
</tr>
<tr>
<td>Active Internet Users</td>
<td>1,662 million</td>
<td>40%</td>
<td>Figure includes access via fixed and mobile connections.</td>
</tr>
<tr>
<td>Active Social Media Users</td>
<td>1,211 million</td>
<td>29%</td>
<td>Figure based on active user accounts, not unique individuals.</td>
</tr>
<tr>
<td>Mobile Connections</td>
<td>3,860 million</td>
<td>26%</td>
<td>Figure represents mobile subscriptions, not unique users.</td>
</tr>
<tr>
<td>Active Mobile Social Users</td>
<td>1,066 million</td>
<td></td>
<td>Figure based on active user accounts, not unique individuals.</td>
</tr>
</tbody>
</table>

**Sources:**

---

**Notes:**
- Mobile subscriptions are not unique users.
- Social media users are not unique individuals.
- Population includes children.
GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS

+12%
SINCE JAN 2015
+199.0 MILLION

GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS

+14%
SINCE JAN 2015
+145.8 MILLION

GROWTH IN THE NUMBER OF MOBILE CONNECTIONS

+4%
SINCE JAN 2015
+155.6 MILLION

GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS

+21%
SINCE JAN 2015
+187.3 MILLION
JAN 2016

DIGITAL IN EUROPE
A SNAPSHOT OF THE REGION’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
ACTIVE INTERNET USERS
ACTIVE SOCIAL MEDIA USERS
MOBILE CONNECTIONS
ACTIVE MOBILE SOCIAL USERS

838 MILLION
616 MILLION
393 MILLION
1,102 MILLION
305 MILLION

URBANISATION: 73%
PENETRATION: 73%
PENETRATION: 47%
vs POPULATION: 132%
PENETRATION: 36%

FIGURE REPRESENTS TOTAL REGIONAL POPULATION, INCLUDING CHILDREN
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS


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ANNUAL GROWTH: EUROPE

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

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS
+4%
SINCE JAN 2015
+25.9 MILLION

GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS
+3%
SINCE JAN 2015
+11.2 MILLION

GROWTH IN THE NUMBER OF MOBILE CONNECTIONS
+1%
SINCE JAN 2015
+13.5 MILLION

GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS
+6%
SINCE JAN 2015
+18.2 MILLION

Sources: Population: UN, US Census Bureau; Internet: ITU, InternetWorldStats; CIA; national government ministries and industry associations; Social & Mobile Social: Facebook, Tencent, VKontakte, LiveInternet.ru, Nikkei, VentureBeat, Niki Aghaei; Mobile: GSMA Intelligence.
A snapshot of the region’s key digital statistical indicators:

- **Total Population**: 242 million
- **Active Internet Users**: 128 million
- **Active Social Media Users**: 63 million
- **Mobile Connections**: 298 million
- **Active Mobile Social Users**: 58 million

**Urbanisation**: 71%

**Penetration**: 53%

**Penetration**: 26%

**Penetration**: 24%

**Penetration** vs Population: 123%

**Sources**: Population: UN, US Census Bureau; Internet: ITU, InternetWorldStats, CIA, national government ministries and industry associations; Social & Mobile Social: Facebook, Tencent, VKontakte, LiveInternet.ru, Nikkei, VentureBeat, Niki Aghaei; Mobile: GSMA Intelligence.
GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS
+17%
SINCE JAN 2015
+21.4 MILLION

GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS
+13%
SINCE JAN 2015
+7.5 MILLION

GROWTH IN THE NUMBER OF MOBILE CONNECTIONS
+3%
SINCE JAN 2015
+8.9 MILLION

GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS
+66%
SINCE JAN 2015
+23.0 MILLION

**INTERNET USE**

**REGIONAL INTERNET PENETRATION FIGURES**

- **NORTH AMERICA**: 88%
- **CENTRAL AMERICA**: 44%
- **SOUTH AMERICA**: 60%
- **AFRICA**: 29%
- **MIDDLE EAST**: 53%
- **SOUTH ASIA**: 27%
- **EAST ASIA**: 54%
- **SOUTHEAST ASIA**: 41%
- **OCEANIA**: 68%
- **EAST EUROPE**: 64%
- **WEST EUROPE**: 83%
- **CENTRAL ASIA**: 40%

**GLOBAL AVERAGE**: 46%

Sources: ITU, InternetWorldStats, CIA, national government ministries and industry bodies; UN, US Census Bureau for population data.
INTERNET USE: REGIONAL OVERVIEW

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

<table>
<thead>
<tr>
<th>Region</th>
<th>Internet Users (in Millions)</th>
<th>Internet Penetration</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Asia</td>
<td>867</td>
<td>54%</td>
</tr>
<tr>
<td>South Asia</td>
<td>480</td>
<td>27%</td>
</tr>
<tr>
<td>Africa</td>
<td>349</td>
<td>29%</td>
</tr>
<tr>
<td>West Europe</td>
<td>345</td>
<td>83%</td>
</tr>
<tr>
<td>North America</td>
<td>315</td>
<td>88%</td>
</tr>
<tr>
<td>East Europe</td>
<td>271</td>
<td>64%</td>
</tr>
<tr>
<td>Southeast Asia</td>
<td>259</td>
<td>41%</td>
</tr>
<tr>
<td>South America</td>
<td>254</td>
<td>60%</td>
</tr>
<tr>
<td>Middle East</td>
<td>128</td>
<td>53%</td>
</tr>
<tr>
<td>Central America</td>
<td>96</td>
<td>44%</td>
</tr>
<tr>
<td>Oceania</td>
<td>27</td>
<td>68%</td>
</tr>
<tr>
<td>Central Asia</td>
<td>27</td>
<td>40%</td>
</tr>
</tbody>
</table>

Sources: ITU, InternetWorldStats, CIA, national government ministries and industry bodies; UN, US Census Bureau for population data.
INTERNET USE BY COUNTRY

NATIONAL INTERNET PENETRATION FIGURES

<table>
<thead>
<tr>
<th>Country</th>
<th>Internet Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>UAE</td>
<td>96%</td>
</tr>
<tr>
<td>UK</td>
<td>92%</td>
</tr>
<tr>
<td>CANADA</td>
<td>91%</td>
</tr>
<tr>
<td>JAPAN</td>
<td>91%</td>
</tr>
<tr>
<td>SOUTH KOREA</td>
<td>90%</td>
</tr>
<tr>
<td>GERMANY</td>
<td>89%</td>
</tr>
<tr>
<td>AUSTRALIA</td>
<td>88%</td>
</tr>
<tr>
<td>USA</td>
<td>87%</td>
</tr>
<tr>
<td>FRANCE</td>
<td>87%</td>
</tr>
<tr>
<td>SINGAPORE</td>
<td>86%</td>
</tr>
<tr>
<td>ARGENTINA</td>
<td>82%</td>
</tr>
<tr>
<td>HONG KONG</td>
<td>80%</td>
</tr>
<tr>
<td>SPAIN</td>
<td>79%</td>
</tr>
<tr>
<td>RUSSIA</td>
<td>79%</td>
</tr>
<tr>
<td>MALAYSIA</td>
<td>77%</td>
</tr>
<tr>
<td>POLAND</td>
<td>72%</td>
</tr>
<tr>
<td>SAUDI ARABIA</td>
<td>67%</td>
</tr>
<tr>
<td>ITALY</td>
<td>63%</td>
</tr>
<tr>
<td>TURKEY</td>
<td>58%</td>
</tr>
<tr>
<td>BRAZIL</td>
<td>58%</td>
</tr>
<tr>
<td>THAILAND</td>
<td>56%</td>
</tr>
<tr>
<td>NIGERIA</td>
<td>53%</td>
</tr>
<tr>
<td>EGYPT</td>
<td>52%</td>
</tr>
<tr>
<td>VIETNAM</td>
<td>50%</td>
</tr>
<tr>
<td>CHINA</td>
<td>49%</td>
</tr>
<tr>
<td>SOUTH AFRICA</td>
<td>49%</td>
</tr>
<tr>
<td>MEXICO</td>
<td>47%</td>
</tr>
<tr>
<td>PHILIPPINES</td>
<td>46%</td>
</tr>
<tr>
<td>GLOBAL AVERAGE</td>
<td>46%</td>
</tr>
<tr>
<td>INDONESIA</td>
<td>34%</td>
</tr>
<tr>
<td>INDIA</td>
<td>28%</td>
</tr>
</tbody>
</table>

Sources: ITU, InternetWorldStats, CIA, national government ministries and industry bodies; UN, US Census Bureau for population data.
## INTERNET RANKINGS

**Based on internet penetration in countries with national populations of 50,000 people or more**

### HIGHEST INTERNET PENETRATION

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

### LOWEST INTERNET PENETRATION

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

Sources: ITU, InternetWorldStats, CIA, national government ministries and industry bodies; UN, US Census Bureau for population data.
TIME SPENT ON THE INTERNET

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

<table>
<thead>
<tr>
<th>Country</th>
<th>Access through Laptop/Desktop</th>
<th>Access through Mobile Device</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>5.2</td>
<td>3.9</td>
</tr>
<tr>
<td>Philippines</td>
<td>5.2</td>
<td>3.2</td>
</tr>
<tr>
<td>South Africa</td>
<td>4.9</td>
<td>3.0</td>
</tr>
<tr>
<td>Thailand</td>
<td>4.7</td>
<td>3.5</td>
</tr>
<tr>
<td>Argentina</td>
<td>4.7</td>
<td>3.5</td>
</tr>
<tr>
<td>Indonesia</td>
<td>4.7</td>
<td>3.6</td>
</tr>
<tr>
<td>Russia</td>
<td>4.7</td>
<td>3.6</td>
</tr>
<tr>
<td>Vietnam</td>
<td>4.6</td>
<td>3.6</td>
</tr>
<tr>
<td>Malaysia</td>
<td>4.6</td>
<td>3.4</td>
</tr>
<tr>
<td>Mexico</td>
<td>4.6</td>
<td>3.4</td>
</tr>
<tr>
<td>UAE</td>
<td>4.6</td>
<td>3.4</td>
</tr>
<tr>
<td>Poland</td>
<td>4.4</td>
<td>3.1</td>
</tr>
<tr>
<td>India</td>
<td>4.3</td>
<td>3.1</td>
</tr>
<tr>
<td>US</td>
<td>4.2</td>
<td>3.1</td>
</tr>
<tr>
<td>Singapore</td>
<td>4.1</td>
<td>3.0</td>
</tr>
<tr>
<td>Turkey</td>
<td>4.1</td>
<td>3.0</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>3.9</td>
<td>3.0</td>
</tr>
<tr>
<td>Italy</td>
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<td>3.0</td>
</tr>
<tr>
<td>Canada</td>
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<td>3.0</td>
</tr>
<tr>
<td>UK</td>
<td>3.9</td>
<td>3.0</td>
</tr>
<tr>
<td>Spain</td>
<td>3.9</td>
<td>3.0</td>
</tr>
<tr>
<td>Australia</td>
<td>3.9</td>
<td>3.0</td>
</tr>
<tr>
<td>France</td>
<td>3.9</td>
<td>3.0</td>
</tr>
<tr>
<td>China</td>
<td>3.9</td>
<td>3.0</td>
</tr>
<tr>
<td>Germany</td>
<td>3.9</td>
<td>3.0</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>3.9</td>
<td>3.0</td>
</tr>
<tr>
<td>South Korea</td>
<td>3.9</td>
<td>3.0</td>
</tr>
<tr>
<td>Japan</td>
<td>3.9</td>
<td>3.0</td>
</tr>
</tbody>
</table>

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64.
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

56%
YEAR-ON-YEAR: -9%

SHARE OF WEB PAGE VIEWS: MOBILE PHONES

39%
YEAR-ON-YEAR: +21%

SHARE OF WEB PAGE VIEWS: TABLETS

5%
YEAR-ON-YEAR: -21%

SHARE OF WEB PAGE VIEWS: OTHER DEVICES

0.1%
YEAR-ON-YEAR: -10%

• Source: StatCounter, Q1 2016. Main figures show the share of total web page requests originating from each type of device.
MOBILE’S SHARE OF WEB TRAFFIC

PERCENTAGE OF TOTAL WEB PAGES SERVED TO MOBILE PHONES

Source: StatCounter, Q1 2016.
AVERAGE NET CONNECTION SPEEDS

AVERAGE INTERNET CONNECTION SPEEDS, IN MBPS (FIXED CONNECTIONS)

- South Korea: 20.5 Mbps
- Hong Kong: 15.8 Mbps
- Japan: 15.0 Mbps
- UK: 12.6 Mbps
- USA: 12.5 Mbps
- Singapore: 11.9 Mbps
- Canada: 11.5 Mbps
- Germany: 11.0 Mbps
- Poland: 10.6 Mbps
- Spain: 10.4 Mbps
- Russia: 10.2 Mbps
- France: 8.2 Mbps
- Thailand: 8.2 Mbps
- Australia: 7.8 Mbps
- Italy: 6.8 Mbps
- Turkey: 6.5 Mbps
- Mexico: 6.2 Mbps
- Global Average: 5.1 Mbps
- Argentina: 4.9 Mbps
- China: 4.2 Mbps
- South Africa: 3.7 Mbps
- Brazil: 3.6 Mbps
- Vietnam: 3.4 Mbps
- Saudi Arabia: 3.2 Mbps
- Indonesia: 3.0 Mbps
- Philippines: 2.8 Mbps
- India: 2.5 Mbps
- Nigeria: 2.5 Mbps
- Egypt: 1.7 Mbps

Source: Akamai’s State of the Internet report, Q3 2015.
ACTIVE E-COMMERCE SHOPPERS

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

- Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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
2.31B

ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION
31%

TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE
1.97B

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION
27%

Sources: Facebook; Tencent; VKontakte, LiveInternet.ru, Nikkei, VentureBeat, Niki Aghaei; UN, US Census Bureau for population data.
SOCIAL MEDIA USE
TOTAL ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION

GLOBAL AVERAGE: 31%

NORTH AMERICA: 59%
CENTRAL AMERICA: 40%
SOUTH AMERICA: 50%
WEST EUROPE: 48%
MIDDLE EAST: 26%
AFRICA: 11%
SOUTH ASIA: 11%
CENTRAL ASIA: 6%
EAST ASIA: 48%
EAST EUROPE: 45%
SOUTHEAST ASIA: 37%
OCEANIA: 45%

Sources: Facebook; Tencent; VKontakte, LiveInternet.ru, Nikkei, VentureBeat, Niki Aghaei; UN, US Census Bureau for population data.
### Social Media Regional Overview

**January 2016**

**Active Accounts on the Top Social Network in Each Country (in Millions) Compared to Population**

<table>
<thead>
<tr>
<th>Region</th>
<th>Active Social Media Users, in Millions</th>
<th>Active Social Media Users vs. Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Asia</td>
<td>234</td>
<td>48%</td>
</tr>
<tr>
<td>Southeast Asia</td>
<td>189</td>
<td>37%</td>
</tr>
<tr>
<td>North America</td>
<td>126</td>
<td>59%</td>
</tr>
<tr>
<td>South America</td>
<td>189</td>
<td>50%</td>
</tr>
<tr>
<td>West Europe</td>
<td>191</td>
<td>48%</td>
</tr>
<tr>
<td>East Europe</td>
<td>201</td>
<td>45%</td>
</tr>
<tr>
<td>South Asia</td>
<td>186</td>
<td>11%</td>
</tr>
<tr>
<td>Africa</td>
<td>129</td>
<td>11%</td>
</tr>
<tr>
<td>Central America</td>
<td>87</td>
<td>40%</td>
</tr>
<tr>
<td>Middle East</td>
<td>63</td>
<td>26%</td>
</tr>
<tr>
<td>Oceania</td>
<td>18</td>
<td>45%</td>
</tr>
<tr>
<td>Central Asia</td>
<td>4</td>
<td>6%</td>
</tr>
</tbody>
</table>

*Sources: Facebook; Tencent; VKontakte, LiveInternet.ru, Nikkei, VentureBeat, Niki Aghaei; UN, US Census Bureau for population data.*
SOCIAL MEDIA USE BY COUNTRY

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

SOUTH KOREA: 76%
UAE: 68%
HONG KONG: 66%
SINGAPORE: 64%
ARGENTINA: 62%
USA: 61%
MALAYSIA: 59%
UK: 59%
CANADA: 59%
AUSTRALIA: 56%
THAILAND: 56%
TURKEY: 52%
FRANCE: 50%
BRAZIL: 49%
RUSSIA: 48%
SPAIN: 47%
CHINA: 47%
PHILIPPINES: 47%
MEXICO: 47%
ITALY: 47%
JAPAN: 42%
VIETNAM: 37%
POLAND: 36%
GERMANY: 36%
SAUDI ARABIA: 35%
GLOBAL AVERAGE: 31%
INDONESIA: 30%
EGYPT: 30%
SOUTH AFRICA: 24%
INDIA: 10%
NIGERIA: 8%

Sources: Facebook; Tencent; VKontakte, LiveInternet.ru, Nikkei, VentureBeat, Niki Aghaei; UN, US Census Bureau for population data.
### Social Media Rankings Jan 2016

**Based on social media use in countries with national populations of 50,000 people or more**

#### Highest Social Media Penetration

<table>
<thead>
<tr>
<th>#</th>
<th>Country</th>
<th>%</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Taiwan</td>
<td>77%</td>
<td>18,000,000</td>
</tr>
<tr>
<td>02</td>
<td>South Korea</td>
<td>76%</td>
<td>38,400,000</td>
</tr>
<tr>
<td>03</td>
<td>Qatar</td>
<td>75%</td>
<td>1,700,000</td>
</tr>
<tr>
<td>04</td>
<td>Iceland</td>
<td>73%</td>
<td>240,000</td>
</tr>
<tr>
<td>05</td>
<td>UAE</td>
<td>68%</td>
<td>6,300,000</td>
</tr>
<tr>
<td>06</td>
<td>Aruba</td>
<td>68%</td>
<td>77,000</td>
</tr>
<tr>
<td>07</td>
<td>Faroe Islands</td>
<td>67%</td>
<td>34,000</td>
</tr>
<tr>
<td>08</td>
<td>Greenland</td>
<td>66%</td>
<td>37,000</td>
</tr>
<tr>
<td>09</td>
<td>Hong Kong</td>
<td>66%</td>
<td>4,800,000</td>
</tr>
<tr>
<td>10</td>
<td>Malta</td>
<td>64%</td>
<td>270,000</td>
</tr>
</tbody>
</table>

#### Lowest Social Media Penetration

<table>
<thead>
<tr>
<th>#</th>
<th>Country</th>
<th>%</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>205</td>
<td>Uzbekistan</td>
<td>1.5%</td>
<td>460,000</td>
</tr>
<tr>
<td>206</td>
<td>Chad</td>
<td>1.4%</td>
<td>200,000</td>
</tr>
<tr>
<td>207</td>
<td>Tajikistan</td>
<td>1.4%</td>
<td>120,000</td>
</tr>
<tr>
<td>208</td>
<td>Eritrea</td>
<td>1.3%</td>
<td>68,000</td>
</tr>
<tr>
<td>209</td>
<td>South Sudan</td>
<td>1.3%</td>
<td>160,000</td>
</tr>
<tr>
<td>210</td>
<td>Central African Rep.</td>
<td>1.3%</td>
<td>63,000</td>
</tr>
<tr>
<td>211</td>
<td>Niger</td>
<td>0.9%</td>
<td>190,000</td>
</tr>
<tr>
<td>212</td>
<td>Curaçao</td>
<td>0.6%</td>
<td>950</td>
</tr>
<tr>
<td>213</td>
<td>Turkmenistan</td>
<td>0.2%</td>
<td>12,000</td>
</tr>
<tr>
<td>214</td>
<td>North Korea</td>
<td>0.03%</td>
<td>6,800</td>
</tr>
</tbody>
</table>

---

*Sources: Facebook; Tencent; VKontakte, LiveInternet.ru, Nikkei, VentureBeat, Niki Aghaei; UN, US Census Bureau for population data.*
<table>
<thead>
<tr>
<th>Platform</th>
<th>MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS BY PLATFORM, IN MILLIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACEBOOK</td>
<td>1,590</td>
</tr>
<tr>
<td>WHATSAPP</td>
<td>900</td>
</tr>
<tr>
<td>QQ</td>
<td>860</td>
</tr>
<tr>
<td>FB MESSENGER</td>
<td>800</td>
</tr>
<tr>
<td>QZONE</td>
<td>653</td>
</tr>
<tr>
<td>WECHAT</td>
<td>650</td>
</tr>
<tr>
<td>TUMBLR</td>
<td>555</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td>400</td>
</tr>
<tr>
<td>TWITTER</td>
<td>320</td>
</tr>
<tr>
<td>SKYPE</td>
<td>300</td>
</tr>
<tr>
<td>Baidu Tieba</td>
<td>300</td>
</tr>
<tr>
<td>VIBER</td>
<td>249</td>
</tr>
<tr>
<td>SINA WEIBO</td>
<td>222</td>
</tr>
<tr>
<td>LINE</td>
<td>212</td>
</tr>
<tr>
<td>SNAPCHAT</td>
<td>200</td>
</tr>
<tr>
<td>YY</td>
<td>122</td>
</tr>
<tr>
<td>VKONTAKTE</td>
<td>100</td>
</tr>
<tr>
<td>PINTEREST</td>
<td>100</td>
</tr>
<tr>
<td>BBM</td>
<td>100</td>
</tr>
<tr>
<td>LINKEDIN</td>
<td>100</td>
</tr>
</tbody>
</table>

Sources: latest company statements as published in press releases and quarterly results, correct as at 28 January 2016.
JAN 2016

TIME SPENT ON SOCIAL MEDIA

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

PHILIPPINES: 3.7
BRAZIL: 3.3
MEXICO: 3.2
ARGENTINA: 3.2
UAE: 3.0
MALAYSIA: 3.0
SAUDI ARABIA: 2.9
THAILAND: 2.9
INDONESIA: 2.7
SOUTH AFRICA: 2.5
TURKEY: 2.3
VIETNAM: 2.3
INDIA: 2.0
ITALY: 1.9
RUSSIA: 1.7
USA: 1.6
SINGAPORE: 1.6
SPAIN: 1.5
HONG KONG: 1.5
UK: 1.4
CHINA: 1.3
CANADA: 1.3
POLAND: 1.2
FRANCE: 1.1
AUSTRALIA: 1.1
GERMANY: 1.1
SOUTH KOREA: 1.0
JAPAN: 0.3

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
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

ACTIVE ACCOUNTS ACCESSING VIA SMARTPHONES

ACTIVE ACCOUNTS ACCESSING VIA FEATURE PHONES

ACTIVE ACCOUNTS ACCESSING VIA TABLETS

748M

1,259M

38M

221M

PERCENTAGE OF TOTAL:

50%

83%

2%

15%

• Sources: extrapolation of Facebook data Q1 2016. Combined share exceeds 100% due to multi-device usage.
MOBILE SOCIAL USE

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

GLOBAL AVERAGE: 27%

NORTH AMERICA: 52%
CENTRAL AMERICA: 35%
SOUTH AMERICA: 42%
AFRICA: 8%
MIDDLE EAST: 24%
SOUTH ASIA: 9%
SOUTHEAST ASIA: 31%
EAST ASIA: 43%
OCEANIA: 41%
WEST EUROPE: 41%
EAST EUROPE: 32%
CENTRAL ASIA: 4%

Sources: Facebook; Tencent; VKontakte, LivInternet.ru, Nikkei, VentureBeat, Niki Aghaei; UN, US Census Bureau for population data.
MOBILE SOCIAL REGIONAL OVERVIEW

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

ACTIVE MOBILE SOCIAL USERS, IN MILLIONS

ACTIVE MOBILE SOCIAL USERS vs. TOTAL POPULATION

689

EAST ASIA
200
SOUTHEAST ASIA
186
NORTH AMERICA
175
SOUTH AMERICA
169
WEST EUROPE
158
SOUTH ASIA
136
EAST EUROPE
102
AFRICA
76
CENTRAL AMERICA
58
MIDDLE EAST
17
OCEANIA
3

43%
31%
52%
42%
41%
9%
32%
8%
35%
24%
41%
4%

Sources: Facebook; Tencent; VKontakte, LiveInternet.ru, Nikkei, VentureBeat, Niki Aghaei; UN, US Census Bureau for population data.
ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY ACCESSING VIA MOBILE, COMPARED TO POPULATION

MOBILE SOCIAL USE BY COUNTRY

SOUTH KOREA 76%
UAE 61%
HONG KONG 59%
SINGAPORE 58%
AUSTRALIA 58%
MALAYSIA 52%
USA 52%
UK 51%
THAILAND 50%
CANADA 49%
TURKEY 49%
BRAG 47%
ARGENTINA 47%
JAPAN 42%
CHINA 42%
SPAIN 41%
MEXICO 41%
PHILIPPINES 40%
ITALY 40%
FRANCE 40%
SAUDI ARABIA 39%
VIETNAM 31%
GERMANY 30%
RUSSIA 30%
GLOBAL AVERAGE 27%
## MOBILE SOCIAL RANKINGS

**JAN 2016**

Based on mobile social media use in countries with national populations of 50,000 people or more.

### HIGHEST MOBILE SOCIAL MEDIA PENETRATION

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

### LOWEST MOBILE SOCIAL MEDIA PENETRATION

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

- **Sources:** Facebook; Tencent; VKontakte, LiveInternet.ru, Nikkei, VentureBeat, Niki Aghaei; UN, US Census Bureau for population data.
GLOBAL MOBILE PHONE USAGE
MOBILE USERS vs. CONNECTIONS

**GSMA INTELLIGENCE DATA**

**UNIQUE MOBILE USERS WORLDWIDE**

3.8B

**MOBILE CONNECTIONS WORLDWIDE**

7.3B

**ERICSSON MOBILITY REPORT DATA**

**UNIQUE MOBILE USERS WORLDWIDE**

4.9B

**MOBILE CONNECTIONS WORLDWIDE**

7.4B

Sources: GSMA Intelligence, Q1 2016; Ericsson Mobility Report, Q3 2015.
UNIQUE MOBILE USERS BY COUNTRY

MOBILE USERS BY COUNTRY, COMPARED TO NATIONAL POPULATIONS

- Sources: extrapolated from eMarketer data; UN, US Census Bureau for population data.
MOBILE CONNECTIONS

Based on the number of cellular subscriptions / connections (not unique users)

<table>
<thead>
<tr>
<th>TOTAL NUMBER OF MOBILE SUBSCRIPTIONS</th>
<th>MOBILE SUBSCRIPTIONS AS A PERCENTAGE OF THE TOTAL POPULATION</th>
<th>PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAID</th>
<th>PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID</th>
<th>PERCENTAGE OF MOBILE CONNECTIONS THAT ARE BROADBAND (3G &amp; 4G)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.32B</td>
<td>99%</td>
<td>76%</td>
<td>24%</td>
<td>47%</td>
</tr>
</tbody>
</table>

*Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.*
MOBILE CONNECTIONS BY DEVICE

BASED ON THE TOTAL NUMBER OF SMARTPHONE CONNECTIONS AROUND THE WORLD

TOTAL GLOBAL CONNECTIONS (ALL DEVICES)

- 7.3B

CONNECTIONS ORIGINATING FROM SMARTPHONE DEVICES

- 3.4B

SMARTPHONE CONNECTIONS AS A PERCENTAGE OF TOTAL CONNECTIONS

- 46%

CONNECTIONS ORIGINATING FROM FEATURE-PHONE DEVICES

- 3.7B

FEATURE-PHONE CONNECTIONS AS A PERCENTAGE OF TOTAL CONNECTIONS

- 51%

Source: Ericsson Mobility Report, Q3 2015. Note: other devices such as tablets account for another 250 million connections (3.5% of total).
MOBILE CONNECTIONS

THE NUMBER OF MOBILE CONNECTIONS COMPARED TO POPULATION

GLOBAL AVERAGE: 99%

- NORTH AMERICA: 104%
- CENTRAL AMERICA: 88%
- SOUTH AMERICA: 121%
- NORTH AMERICA: 104%
- WEST EUROPE: 124%
- EAST EUROPE: 139%
- CENTRAL ASIA: 109%
- EAST ASIA: 99%
- SOUTH ASIA: 77%
- SOUTHEAST ASIA: 124%
- AFRICA: 82%
- MIDDLE EAST: 123%
- OCEANIA: 108%

Sources: GSMA Intelligence; UN, US Census Bureau for population data.
MOBILE REGIONAL OVERVIEW

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

- **EAST ASIA**: 1,599 (99%)
- **SOUTH ASIA**: 1,350 (77%)
- **AFRICA**: 986 (82%)
- **SOUTHEAST ASIA**: 792 (124%)
- **EAST EUROPE**: 587 (139%)
- **WEST EUROPE**: 515 (124%)
- **SOUTH AMERICA**: 508 (121%)
- **NORTH AMERICA**: 373 (104%)
- **MIDDLE EAST**: 298 (123%)
- **CENTRAL AMERICA**: 191 (88%)
- **CENTRAL ASIA**: 74 (109%)
- **OCEANIA**: 43 (108%)

Sources: GSMA Intelligence; UN, US Census Bureau for population data.
MOBILE CONNECTIONS BY COUNTRY

MOBILE CONNECTIONS BY COUNTRY, COMPARED TO NATIONAL POPULATIONS

- Sources: GSMA Intelligence; UN, US Census Bureau for population data.
## 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

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

### Lowest Ratio of Mobile Connections to Population

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

*Based on mobile connections in countries with national populations of 50,000 people or more.*

*Sources: GSMA Intelligence; UN, US Census Bureau for population data.*
PRE-PAY vs POST-PAY CONNECTIONS

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

JAN 2016

Source: GSMA Intelligence.
MOBILE’S SHARE OF WEB TRAFFIC

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

- 0.7% (2009)
- 2.9% (2010)
- 6.1% (2011)
- 10.9% (2012)
- 17.0% (2013)
- 28.9% (2014)
- 33.4% (2015)
- 38.6% (2016)

Source: StatCounter, Q1 2016.
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%

Source: StatCounter, Q1 2016.
GLOBAL MOBILE DATA GROWTH

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

AVERAGE MONTHLY MOBILE DATA PER SMARTPHONE CONNECTION: 1.4 GB

Source: Ericsson Mobility Report Q3 2015.
ACTIVE M-COMMERCE SHOPPERS

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

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
BROADBAND MOBILE CONNECTIONS
THE NUMBER OF BROADBAND MOBILE CONNECTIONS COMPARED TO POPULATION

GLOBAL AVERAGE: 46%

NORTH AMERICA
92%

CENTRAL AMERICA
37%

SOUTH AMERICA
73%

WEST EUROPE
92%

MIDDLE EAST
47%

SOUTH ASIA
11%

AFRICA
23%

SOUTHEAST ASIA
57%

EAST ASIA
66%

EAST EUROPE
58%

CENTRAL ASIA
25%

OCEANIA
88%

Sources: GSMA Intelligence; UN, US Census Bureau for population data.
MOBILE BROADBAND BY REGION

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

<table>
<thead>
<tr>
<th>Region</th>
<th>Mobile Connections, in Millions</th>
<th>Mobile Connections vs. Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>EAST ASIA</td>
<td>1,061</td>
<td>66%</td>
</tr>
<tr>
<td>WEST EUROPE</td>
<td>385</td>
<td>92%</td>
</tr>
<tr>
<td>SOUTHEAST ASIA</td>
<td>364</td>
<td>57%</td>
</tr>
<tr>
<td>NORTH AMERICA</td>
<td>329</td>
<td>92%</td>
</tr>
<tr>
<td>SOUTH AMERICA</td>
<td>306</td>
<td>73%</td>
</tr>
<tr>
<td>AFRICA</td>
<td>278</td>
<td>23%</td>
</tr>
<tr>
<td>EAST EUROPE</td>
<td>245</td>
<td>58%</td>
</tr>
<tr>
<td>SOUTH ASIA</td>
<td>198</td>
<td>11%</td>
</tr>
<tr>
<td>MIDDLE EAST</td>
<td>114</td>
<td>47%</td>
</tr>
<tr>
<td>CENTRAL AMERICA</td>
<td>81</td>
<td>37%</td>
</tr>
<tr>
<td>OCEANIA</td>
<td>35</td>
<td>88%</td>
</tr>
<tr>
<td>CENTRAL ASIA</td>
<td>17</td>
<td>25%</td>
</tr>
</tbody>
</table>

Sources: GSMA Intelligence; UN, US Census Bureau for population data.
MOBILE BROADBAND CONNECTIONS

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

Sources: GSMA Intelligence; UN, US Census Bureau for population data.
### 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

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

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

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

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

- Sources: GSMA Intelligence; UN, US Census Bureau for population data.
COUNTRY SNAPSHOTs
DIGITAL IN ARGENTINA

A snapshot of the country’s key digital statistical indicators

TOTAL POPULATION: 43.6 MILLION
ACTIVE INTERNET USERS: 34.8 MILLION
ACTIVE SOCIAL MEDIA USERS: 27.0 MILLION
MOBILE CONNECTIONS: 61.4 MILLION
ACTIVE MOBILE SOCIAL USERS: 21.0 MILLION

URBANISATION: 92%
PENETRATION: 80%
PENETRATION: 62%
vs POPULATION: 141%
PENETRATION: 48%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
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: -1% SINCE JAN 2015
GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS: +5% SINCE JAN 2015

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
DIGITAL DEVICE OWNERSHIP

Percentage of the adult population* that owns each kind of device

- Mobile Phone (all types): 86%
- Smart Phone: 51%
- Laptop or Desktop Computer: 50%
- Tablet Device: 7%
- TV Streaming Device: 2%
- Handheld Gaming Console: [N/A]
- E-Reader Device: [N/A]
- Wearable Tech Device: [N/A]

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. *Please see notes at the end of the report for definitions.
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: 4H 44M
- Average daily use of the Internet via a mobile phone: 3H 30M
- Average daily use of social media via any device: 3H 13M
- Average daily television viewing time: 2H 43M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
INTERNET USE

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

TOTAL NUMBER OF ACTIVE INTERNET USERS: 34.8M
INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 80%
TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS: 28.0M
MOBILE INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 64%

Sources: InternetWorldStats; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE

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

INTERNET USERS:
INTERNETWORLDSTATS DATA

INTERNET USERS:
ITU DATA

INTERNET USERS:
CIA DATA

34.79M

28.23M

25.70M

Sources: InternetWorldStats, ITU, CIA.
FREQUENCY OF INTERNET USE
HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

1. USE THE INTERNET EVERY DAY
   - 81%

2. USE THE INTERNET AT LEAST ONCE PER WEEK
   - 15%

3. USE THE INTERNET AT LEAST ONCE PER MONTH
   - 4%

4. USE THE INTERNET LESS THAN ONCE PER MONTH
   - <1%

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.
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

SHARE OF WEB PAGE VIEWS:
MOBILE PHONES

SHARE OF WEB PAGE VIEWS:
TABLETS

SHARE OF WEB PAGE VIEWS:
OTHER DEVICES

66%  YEAR-ON-YEAR: -12%

31%  YEAR-ON-YEAR: +41%

3%  YEAR-ON-YEAR: -12%

0.03%  YEAR-ON-YEAR: +50%

Source: StatCounter, Q1 2015.
### SOCIAL MEDIA USE

**JAN 2016**

Based on monthly active user numbers reported by the country’s most active platform.

<table>
<thead>
<tr>
<th>Measure</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of active social media users</td>
<td>27.0M</td>
</tr>
<tr>
<td>Active social users as a percentage of the total population</td>
<td>62%</td>
</tr>
<tr>
<td>Total number of social users accessing via mobile</td>
<td>21.0M</td>
</tr>
<tr>
<td>Active mobile social users as a percentage of the total population</td>
<td>48%</td>
</tr>
</tbody>
</table>

**Sources:** Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015; LiveInternet.ru Q1 2016.
## TOP ACTIVE SOCIAL PLATFORMS

Survey-based data: figures represent users' own claimed/reported activity

<table>
<thead>
<tr>
<th>Platform</th>
<th>Social Network</th>
<th>Messenger / Chat App / VoIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACEBOOK</td>
<td>42%</td>
<td></td>
</tr>
<tr>
<td>WHATSAPP</td>
<td></td>
<td>37%</td>
</tr>
<tr>
<td>FACEBOOK MESSENGER</td>
<td></td>
<td>29%</td>
</tr>
<tr>
<td>GOOGLE+</td>
<td></td>
<td>20%</td>
</tr>
<tr>
<td>TWITTER</td>
<td></td>
<td>18%</td>
</tr>
<tr>
<td>SKYPE</td>
<td></td>
<td>13%</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td></td>
<td>13%</td>
</tr>
<tr>
<td>TARINGA</td>
<td></td>
<td>11%</td>
</tr>
<tr>
<td>LINKEDIN</td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td>PINTEREST</td>
<td></td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
## Facebook User Profile

**Detail of Facebook users by age group and gender, in millions**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Total</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>13–19</td>
<td>2.4</td>
<td>4.6</td>
<td>4.7</td>
</tr>
<tr>
<td>20–29</td>
<td>2.2</td>
<td>4.6</td>
<td>4.7</td>
</tr>
<tr>
<td>30–39</td>
<td>2.9</td>
<td>3.2</td>
<td>3.2</td>
</tr>
<tr>
<td>40–49</td>
<td>1.6</td>
<td>2.0</td>
<td>2.0</td>
</tr>
<tr>
<td>50–59</td>
<td>0.9</td>
<td>1.2</td>
<td>1.2</td>
</tr>
<tr>
<td>60+</td>
<td>0.6</td>
<td>0.9</td>
<td>0.9</td>
</tr>
</tbody>
</table>

- **Total Users:** 27,000,000
- **Female:** 52%
- **Male:** 48%

### Notes:
- **Source:** We Are Social’s analysis of Facebook-reported data, Q1 2016.
- **Note:** Table values may not sum to 100% due to rounding in reported data.
**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%

*Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.*
Mobile Activities

Survey-based data: Figures represent users' own claimed/reported activity.

- Percentage of the population using mobile messengers: 55%
- Percentage of the population watching videos on mobile: 40%
- Percentage of the population playing games on mobile: 27%
- Percentage of the population using mobile banking: 25%
- Percentage of the population using mobile map services: 42%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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: 53%
- SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY IN THE PAST 30 DAYS: 71%
- VISITED AN ONLINE RETAIL STORE IN THE PAST 30 DAYS: 57%
- MADE AN ONLINE PURCHASE VIA A LAPTOP OR DESKTOP COMPUTER IN THE PAST 30 DAYS: 50%
- MADE AN ONLINE PURCHASE VIA A MOBILE DEVICE IN THE PAST 30 DAYS: 24%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
DIGITAL IN AUSTRALIA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
ACTIVE INTERNET USERS
ACTIVE SOCIAL MEDIA USERS
MOBILE CONNECTIONS
ACTIVE MOBILE SOCIAL USERS

24.1 MILLION
21.2 MILLION
14.0 MILLION
30.6 MILLION
13.0 MILLION

URBANISATION: 90%
PENETRATION: 88%
PENETRATION: 58%
vs POPULATION: 127%
PENETRATION: 54%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS: +2%
GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS: +3%
GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS: +2%
GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS: +8%

SINCE JAN 2015

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
DIGITAL DEVICE OWNERSHIP

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

- **MOBILE PHONE (ALL TYPES):** 91%
- **SMART PHONE:** 77%
- **LAPTOP OR DESKTOP COMPUTER:** 80%
- **TABLET DEVICE:** 41%
- **TV STREAMING DEVICE:** 20%
- **HANDHELD GAMING CONSOLE:** [N/A]
- **E-READER DEVICE:** 7%
- **WEARABLE TECH DEVICE:** 4%

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. *Please see notes at the end of the report for definitions.*
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

AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE

AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE

AVERAGE DAILY TELEVISION VIEWING TIME

3H 38M 1H 06M 1H 09M 2H 36M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
INTERNET USE

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

TOTAL NUMBER OF ACTIVE INTERNET USERS: 21.2M

INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 88%

TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS: 12.9M

MOBILE INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 54%

Sources: InternetWorldStats; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE
ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS

INTERNET USERS: INTERNETWORLDMAP DATA
INTERNET USERS: ITU DATA
INTERNET USERS: CIA DATA

21.18M
20.41M
20.20M

Sources: InternetWorldStats, ITU, CIA.
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%

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.*
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

SHARE OF WEB PAGE VIEWS: MOBILE PHONES

SHARE OF WEB PAGE VIEWS: TABLETS

SHARE OF WEB PAGE VIEWS: OTHER DEVICES

62% YEAR-ON-YEAR: +1%

27% YEAR-ON-YEAR: +1%

11% YEAR-ON-YEAR: -9%

0.1% YEAR-ON-YEAR: +25%

Source: StatCounter, Q1 2015.
## SOCIAL MEDIA USE

**JAN 2016**

Based on monthly active user numbers reported by the country’s most active platform.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of active social media users</td>
<td>14.0M</td>
<td>58%</td>
</tr>
<tr>
<td>Active social users as a percentage of the total population</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Active users accessing via mobile</td>
<td>13.0M</td>
<td>54%</td>
</tr>
</tbody>
</table>

**Sources:** Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015; LiveInternet.ru Q1 2016.
## TOP ACTIVE SOCIAL PLATFORMS

**JAN 2016**

Survey-based data: Figures represent users' own claimed / reported activity

### SOCIAL NETWORK

<table>
<thead>
<tr>
<th>Platform</th>
<th>Users (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACEBOOK</td>
<td>41%</td>
</tr>
<tr>
<td>SKYPE</td>
<td>13%</td>
</tr>
<tr>
<td>GOOGLE+</td>
<td>11%</td>
</tr>
<tr>
<td>LINKEDIN</td>
<td>11%</td>
</tr>
<tr>
<td>TWITTER</td>
<td>10%</td>
</tr>
<tr>
<td>WHATSAPP</td>
<td>10%</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td>10%</td>
</tr>
<tr>
<td>PINTEREST</td>
<td>9%</td>
</tr>
<tr>
<td>TUMBLR</td>
<td>6%</td>
</tr>
</tbody>
</table>

### MESSENGER / CHAT APP / VOIP

<table>
<thead>
<tr>
<th>Platform</th>
<th>Users (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACEBOOK MESSENGER</td>
<td>26%</td>
</tr>
</tbody>
</table>

**Source:** GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. **Note:** Data has been re-based to show national penetration.
### FACEBOOK USER PROFILE

**Detail of Facebook Users by Age Group and Gender, in Millions**

<table>
<thead>
<tr>
<th>Age</th>
<th>Total</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 - 19</td>
<td>12%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>20 - 29</td>
<td>29%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>30 - 39</td>
<td>22%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>40 - 49</td>
<td>16%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>50 - 59</td>
<td>12%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>60+</td>
<td>11%</td>
<td>6%</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Note:** Table values may not sum to 100% due to rounding in reported data.

Source: We Are Social’s analysis of Facebook-reported data, Q1 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)

19.1M

MOBILE PENETRATION (UNIQUE USERS vs. POPULATION)

79%

NUMBER OF MOBILE CONNECTIONS (SUBSCRIPTIONS)

30.6M

MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION

127%

AVERAGE NUMBER OF CONNECTIONS PER UNIQUE MOBILE USER

1.60

Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
MOBILE CONNECTIONS

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

TOTAL NUMBER OF MOBILE SUBSCRIPTIONS

30.6M

MOBILE SUBSCRIPTIONS AS A PERCENTAGE OF THE TOTAL POPULATION

127%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAID

33%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID

67%

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

94%

• Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.
MOBILE ACTIVITIES

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

- Percentage of the population using mobile messengers: 34%
- Percentage of the population watching videos on mobile: 25%
- Percentage of the population playing games on mobile: 20%
- Percentage of the population using mobile banking: 32%
- Percentage of the population using mobile map services: 34%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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: 62%
- SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY IN THE PAST 30 DAYS: 70%
- VISITED AN ONLINE RETAIL STORE IN THE PAST 30 DAYS: 51%
- MADE AN ONLINE PURCHASE VIA A LAPTOP OR DESKTOP COMPUTER IN THE PAST 30 DAYS: 57%
- MADE AN ONLINE PURCHASE VIA A MOBILE DEVICE IN THE PAST 30 DAYS: 19%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
Digital in Brazil

A snapshot of the country’s key digital statistical indicators

**TOTAL POPULATION**
- 208.7 million
- Urbanisation: 86%
- Figure represents total national population, including children

**ACTIVE INTERNET USERS**
- 120.2 million
- Penetration: 58%
- Figure includes access via fixed and mobile connections

**ACTIVE SOCIAL MEDIA USERS**
- 103.0 million
- Penetration: 49%
- Figure based on active user accounts, not unique individuals

**MOBILE CONNECTIONS**
- 267.1 million
- vs Population: 128%
- Figure represents mobile subscriptions, not unique users

**ACTIVE MOBILE SOCIAL USERS**
- 88.0 million
- Penetration: 42%
- Figure based on active user accounts, not unique individuals

Sources: UN, US Census Bureau; ITU, Facebook, GSMA Intelligence.
ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS: +13% SINCE JAN 2015
GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS: +7% SINCE JAN 2015
GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS: -2% SINCE JAN 2015
GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS: +13% SINCE JAN 2015

Sources: UN, US Census Bureau; ITU, Facebook, GSMA Intelligence.
DIGITAL DEVICE OWNERSHIP

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

MOBILE PHONE (ALL TYPES) 91%
SMART PHONE 53%
LAPTOP OR DESKTOP COMPUTER 36%
TABLET DEVICE 13%

TV STREAMING DEVICE 6%
HANDHELD GAMING CONSOLE [N/A]
E-READER DEVICE [N/A]
WEARABLE TECH DEVICE 1%

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. *Please see notes at the end of the report for definitions.
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

AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE

AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE

AVERAGE DAILY TELEVISION VIEWING TIME

5H 14M

3H 56M

3H 18M

2H 42M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
INTERNET USE

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

TOTAL NUMBER OF ACTIVE INTERNET USERS
INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION
TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS
MOBILE INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION

120.2M
58%
93.2M
45%

Sources: ITU; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE

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

INTERNET USERS: INTERNETWORLDSTATS DATA
117.7M

INTERNET USERS: ITU DATA
120.2M

INTERNET USERS: CIA DATA
108.2M

Sources: InternetWorldStats, ITU, CIA.
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%

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.
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%

Source: StatCounter, Q1 2015.
SOCIAL MEDIA USE

JAN 2016

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS
103.0M

ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION
49%

TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE
88.0M

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION
42%

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
### TOP ACTIVE SOCIAL PLATFORMS

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

<table>
<thead>
<tr>
<th>Platform</th>
<th>Social Network</th>
<th>Messenger / Chat App / VOIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>31%</td>
<td>29%</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>29%</td>
<td>24%</td>
</tr>
<tr>
<td>Facebook Messenger</td>
<td>24%</td>
<td>17%</td>
</tr>
<tr>
<td>Google+</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>Instagram</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Skype</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>Twitter</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>8%</td>
<td></td>
</tr>
</tbody>
</table>

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**Source:** GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. **Note:** Data has been re-based to show national penetration.
FACEBOOK USER PROFILE

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

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>103,000,000</td>
<td>54%</td>
<td>46%</td>
</tr>
<tr>
<td>13 – 19</td>
<td>18%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>20 – 29</td>
<td>36%</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>30 – 39</td>
<td>23%</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>40 – 49</td>
<td>13%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>50 – 59</td>
<td>7%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>60+</td>
<td>4%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: We Are Social’s analysis of Facebook-reported data, Q1 2016. Note: table values may not sum to 100% due to rounding in reported data.
## JAN 2016

### MOBILE USERS & CONNECTIONS

Comparing the number of unique mobile users to the number of mobile connections

<table>
<thead>
<tr>
<th>NUMBER OF UNIQUE MOBILE USERS (ANY TYPE OF HANDSET)</th>
<th>MOBILE PENETRATION (UNIQUE USERS vs. POPULATION)</th>
<th>NUMBER OF MOBILE CONNECTIONS (SUBSCRIPTIONS)</th>
<th>MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION</th>
<th>AVERAGE NUMBER OF CONNECTIONS PER UNIQUE MOBILE USER</th>
</tr>
</thead>
<tbody>
<tr>
<td>134.2M</td>
<td>64%</td>
<td>267.1M</td>
<td>128%</td>
<td>1.99</td>
</tr>
</tbody>
</table>

Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
MOBILE CONNECTIONS

JAN 2016

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%

Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.
MOBILE ACTIVITIES
SURVEY-BASED DATA: FIGURES REPRESENT USERS’ OWN CLAIMED / REPORTED ACTIVITY

PERCENTAGE OF THE POPULATION USING MOBILE MESSENGERS: 43%
PERCENTAGE OF THE POPULATION WATCHING VIDEOS ON MOBILE: 35%
PERCENTAGE OF THE POPULATION PLAYING GAMES ON MOBILE: 21%
PERCENTAGE OF THE POPULATION USING MOBILE BANKING: 28%
PERCENTAGE OF THE POPULATION USING MOBILE MAP SERVICES: 33%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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: 44%
- Searched online for a product or service to buy in the past 30 days: 52%
- Visited an online retail store in the past 30 days: 46%
- Made an online purchase via a laptop or desktop computer in the past 30 days: 41%
- Made an online purchase via a mobile device in the past 30 days: 21%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
CANADA
DIGITAL IN CANADA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
ACTIVE INTERNET USERS
ACTIVE SOCIAL MEDIA USERS
MOBILE CONNECTIONS
ACTIVE MOBILE SOCIAL USERS

36.11 MILLION
33.00 MILLION
21.00 MILLION
30.48 MILLION
17.00 MILLION

URBANISATION: 82%
PENETRATION: 91%
PENETRATION: 58%
vs POPULATION: 84%
PENETRATION: 47%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS: +2%
SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS: +5%
SINCE JAN 2015

GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS: +4%
SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS: +5%
SINCE JAN 2015

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
DIGITAL DEVICE OWNERSHIP

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

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Percentage of Adult Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>MOBILE PHONE (ALL TYPES)</td>
<td>76%</td>
</tr>
<tr>
<td>SMART PHONE</td>
<td>57%</td>
</tr>
<tr>
<td>LAPTOP OR DESKTOP COMPUTER</td>
<td>75%</td>
</tr>
<tr>
<td>TABLET DEVICE</td>
<td>33%</td>
</tr>
<tr>
<td>TV STREAMING DEVICE</td>
<td>[N/A]</td>
</tr>
<tr>
<td>HANDHELD GAMING CONSOLE</td>
<td>12%</td>
</tr>
<tr>
<td>E-READER DEVICE</td>
<td>16%</td>
</tr>
<tr>
<td>WEARABLE TECH DEVICE</td>
<td>[N/A]</td>
</tr>
</tbody>
</table>

* Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. *Please see notes at the end of the report for definitions.

@wearesocialsg • 113
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:** 3H 55M
- **Average Daily Use of the Internet via a Mobile Phone:** 1H 20M
- **Average Daily Use of Social Media via Any Device:** 1H 26M
- **Average Daily Television Viewing Time:** 2H 27M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
INTERNET USE

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

TOTAL NUMBER OF ACTIVE INTERNET USERS: 33.0M
INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 91%
TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS: 19.6M
MOBILE INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 54%

Sources: InternetWorldStats; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE
ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS

INTERNET USERS: INTERNETWORLDSTATS DATA
33.00M

INTERNET USERS: ITU DATA
31.46M

INTERNET USERS: CIA DATA
32.40M

Sources: InternetWorldStats, ITU, CIA.
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%

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.
JAN 2016

SHARE OF WEB TRAFFIC

Based on each device’s share of the total web pages served to web browsers

- **Laptops & Desktops**: 70%
  - Year-on-year: +6%

- **Mobile Phones**: 19%
  - Year-on-year: -9%

- **Tablets**: 10%
  - Year-on-year: -18%

- **Other Devices**: 0.19%
  - Year-on-year: -10%

Source: StatCounter, Q1 2015.
SOCIAL MEDIA USE

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS: 21.0M
ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 58%
TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE: 17.0M
ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 47%

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
<table>
<thead>
<tr>
<th>Social Platform</th>
<th>Survey Based</th>
<th>Messenger/Chat App/VOIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td>Facebook Messenger</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Google+</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>LinkedIn</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Skype</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Pinterest</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>WhatsApp</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Snapchat</td>
<td>10%</td>
<td></td>
</tr>
</tbody>
</table>

**Source:** GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. **Note:** Data has been re-based to show national penetration.
### FACEBOOK USER PROFILE

**Detail of Facebook Users by Age Group and Gender, in Millions**

<table>
<thead>
<tr>
<th>Age</th>
<th>Total</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>21,000,000</strong></td>
<td><strong>54%</strong></td>
<td><strong>46%</strong></td>
</tr>
<tr>
<td>13 – 19</td>
<td><strong>8%</strong></td>
<td><strong>4%</strong></td>
<td><strong>4%</strong></td>
</tr>
<tr>
<td>20 – 29</td>
<td><strong>27%</strong></td>
<td><strong>13%</strong></td>
<td><strong>14%</strong></td>
</tr>
<tr>
<td>30 – 39</td>
<td><strong>20%</strong></td>
<td><strong>10%</strong></td>
<td><strong>10%</strong></td>
</tr>
<tr>
<td>40 – 49</td>
<td><strong>16%</strong></td>
<td><strong>9%</strong></td>
<td><strong>7%</strong></td>
</tr>
<tr>
<td>50 – 59</td>
<td><strong>13%</strong></td>
<td><strong>8%</strong></td>
<td><strong>5%</strong></td>
</tr>
<tr>
<td>60+</td>
<td><strong>12%</strong></td>
<td><strong>7%</strong></td>
<td><strong>5%</strong></td>
</tr>
</tbody>
</table>

Source: We Are Social’s analysis of Facebook-reported data, Q1 2016. Note: table values may not sum to 100% due to rounding in reported data.
MOBILE USERS & CONNECTIONS

Comparing the number of unique mobile users to the number of mobile connections

<table>
<thead>
<tr>
<th>Category</th>
<th>Number or Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of unique mobile users (any type of handset)</td>
<td>29.4M</td>
</tr>
<tr>
<td>Mobile penetration (unique users vs. population)</td>
<td>81%</td>
</tr>
<tr>
<td>Number of mobile connections (subscriptions)</td>
<td>30.5M</td>
</tr>
<tr>
<td>Mobile connections as a percentage of total population</td>
<td>84%</td>
</tr>
<tr>
<td>Average number of connections per unique mobile user</td>
<td>1.04</td>
</tr>
</tbody>
</table>

Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
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)

30.5M

84%

16%

84%

90%

Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.
MOBILE ACTIVITIES

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

- Percentage of the population using mobile messengers: 37%
- Percentage of the population watching videos on mobile: 29%
- Percentage of the population playing games on mobile: 24%
- Percentage of the population using mobile banking: 30%
- Percentage of the population using mobile map services: 34%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16–64. Note: Data has been re-based to show national penetration.
E-COMMERCE BY DEVICE

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchased a product or service online in the past 30 days</td>
<td>60%</td>
</tr>
<tr>
<td>Searched online for a product or service to buy in the past 30 days</td>
<td>73%</td>
</tr>
<tr>
<td>Visited an online retail store in the past 30 days</td>
<td>64%</td>
</tr>
<tr>
<td>Made an online purchase via a laptop or desktop computer in the past 30 days</td>
<td>57%</td>
</tr>
<tr>
<td>Made an online purchase via a mobile device in the past 30 days</td>
<td>17%</td>
</tr>
</tbody>
</table>

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
DIGITAL IN CHINA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
URBANISATION: 57%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE INTERNET USERS
PENETRATION: 49%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL MEDIA USERS
PENETRATION: 47%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE CONNECTIONS

ACTIVE MOBILE SOCIAL USERS
PENETRATION: 42%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

1,379 MILLION
680 MILLION
653 MILLION
1,314 MILLION
577 MILLION

vs POPULATION: 95%

Sources: UN, US Census Bureau; ITU, Tencent, GSMA Intelligence.
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

Sources: UN, US Census Bureau; ITU, Tencent, GSMA Intelligence.
**DIGITAL DEVICE OWNERSHIP**

Percentage of the **adult population** that owns each kind of device.

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Percentage of the Adult Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Phone (All Types)</td>
<td>99%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>74%</td>
</tr>
<tr>
<td>Laptop or Desktop Computer</td>
<td>65%</td>
</tr>
<tr>
<td>Tablet Device</td>
<td>16%</td>
</tr>
<tr>
<td>TV Streaming Device</td>
<td>2%</td>
</tr>
<tr>
<td>Handheld Gaming Console</td>
<td>[N/A]</td>
</tr>
<tr>
<td>E-Reader Device</td>
<td>[N/A]</td>
</tr>
<tr>
<td>Wearable Tech Device</td>
<td>[N/A]</td>
</tr>
</tbody>
</table>

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Please see notes at the end of the report for definitions.*

@wearesocialsg • 129
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
AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE
AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE
AVERAGE DAILY TELEVISION VIEWING TIME

3H 24M 2H 30M 1H 27M 1H 14M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
INTERNET USE

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

TOTAL NUMBER OF ACTIVE INTERNET USERS

INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION

TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS

MOBILE INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION

680M

49%

599M

43%

Sources: ITU; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE

INTERNET USERS: INTERNETWORLDSTATS DATA
674.0M

INTERNET USERS: ITU DATA
679.9M

INTERNET USERS: CIA DATA
626.6M

INTERNET USERS: CNNIC DATA
668.0M

Sources: InternetWorldStats, ITU, CIA, CNNIC.
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%

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.
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

SHARE OF WEB PAGE VIEWS:
MOBILE PHONES

SHARE OF WEB PAGE VIEWS:
TABLETS

SHARE OF WEB PAGE VIEWS:
OTHER DEVICES

YEAR-ON-YEAR:
-25%
+89%
+20%
-

Source: StatCounter, Q1 2015.
### SOCIAL MEDIA USE

Based on monthly active user numbers reported by the country’s most active platform.

<table>
<thead>
<tr>
<th></th>
<th>Total Number of Active Social Media Users</th>
<th>Active Social Users as a Percentage of the Total Population</th>
<th>Total Number of Social Users Accessing via Mobile</th>
<th>Active Mobile Social Users as a Percentage of the Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>653M</td>
<td>47%</td>
<td>577M</td>
<td>42%</td>
</tr>
</tbody>
</table>

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
### Top Active Social Platforms

<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WeChat</td>
<td>24%</td>
</tr>
<tr>
<td>QZone</td>
<td>21%</td>
</tr>
<tr>
<td>Sina Weibo</td>
<td>16%</td>
</tr>
<tr>
<td>Baidu Tieba</td>
<td>14%</td>
</tr>
<tr>
<td>Tencent Weibo</td>
<td>12%</td>
</tr>
<tr>
<td>Renren</td>
<td>6%</td>
</tr>
<tr>
<td>Facebook</td>
<td>5%</td>
</tr>
<tr>
<td>Kaixin001</td>
<td>5%</td>
</tr>
<tr>
<td>Facebook Messenger</td>
<td>4%</td>
</tr>
<tr>
<td>51.com</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Source:** GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. **Note:** Data has been re-based to show national penetration.
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):** 1,066M
- **Mobile Penetration (Unique Users vs. Population):** 77%
- **Number of Mobile Connections (Subscriptions):** 1,314M
- **Mobile Connections as a Percentage of Total Population:** 95%
- **Average Number of Connections per Unique Mobile User:** 1.23

Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
### Mobile Connections

**Based on the number of cellular subscriptions/connections (not unique users)**

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of mobile subscriptions</td>
<td>1,314M</td>
</tr>
<tr>
<td>Mobile subscriptions as a percentage of the total population</td>
<td>95%</td>
</tr>
<tr>
<td>Percentage of mobile connections that are pre-paid</td>
<td>78%</td>
</tr>
<tr>
<td>Percentage of mobile connections that are post-paid</td>
<td>22%</td>
</tr>
<tr>
<td>Percentage of mobile connections that are broadband (3G &amp; 4G)</td>
<td>60%</td>
</tr>
</tbody>
</table>

*Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.*
MOBILE ACTIVITIES

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

PERCENTAGE OF THE POPULATION USING MOBILE MESSENGERS

39%

PERCENTAGE OF THE POPULATION WATCHING VIDEOS ON MOBILE

31%

PERCENTAGE OF THE POPULATION PLAYING GAMES ON MOBILE

29%

PERCENTAGE OF THE POPULATION USING MOBILE BANKING

30%

PERCENTAGE OF THE POPULATION USING MOBILE MAP SERVICES

29%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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: 44%
- SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY IN THE PAST 30 DAYS: 42%
- VISITED AN ONLINE RETAIL STORE IN THE PAST 30 DAYS: 43%
- MADE AN ONLINE PURCHASE VIA A LAPTOP OR DESKTOP COMPUTER IN THE PAST 30 DAYS: 41%
- MADE AN ONLINE PURCHASE VIA A MOBILE DEVICE IN THE PAST 30 DAYS: 34%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
EGYPT
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

**TOTAL POPULATION**
92.45 MILLION
**URBANISATION:** 43%
*Figure represents total national population, including children*

**ACTIVE INTERNET USERS**
48.30 MILLION
**PENETRATION:** 52%
*Figure includes access via fixed and mobile connections*

**ACTIVE SOCIAL MEDIA USERS**
28.00 MILLION
**PENETRATION:** 30%
*Figure based on active user accounts, not unique individuals*

**MOBILE CONNECTIONS**
94.00 MILLION
**PENETRATION:** vs population: 102%
*Figure represents mobile subscriptions, not unique users*

**ACTIVE MOBILE SOCIAL USERS**
23.00 MILLION
**PENETRATION:** 25%
*Figure based on active user accounts, not unique individuals*

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
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
+27%
SINCE JAN 2015

GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS
-1%
SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS
+39%
SINCE JAN 2015

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
INTERNET USERS: PERSPECTIVE

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

INTERNET USERS:
INTERNETWORLDSTATS DATA

INTERNET USERS:
ITU DATA

INTERNET USERS:
CIA DATA

Sources: InternetWorldStats, ITU, CIA.

48.30M

29.31M

42.00M
SHARE OF WEB TRAFFIC

JAN 2016

SHARE OF WEB PAGE VIEWS: LAPTOPS & DESKTOPS

SHARE OF WEB PAGE VIEWS: MOBILE PHONES

SHARE OF WEB PAGE VIEWS: TABLETS

SHARE OF WEB PAGE VIEWS: OTHER DEVICES

75%
YEAR-ON-YEAR: -0.3%

22%
YEAR-ON-YEAR: +0.5%

3%
YEAR-ON-YEAR: 3%

- 
YEAR-ON-YEAR: -

Source: StatCounter, Q1 2015.
SOCIAL MEDIA USE

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS: 28.0M
ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 30%
TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE: 23.0M
ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 25%

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
## Facebook User Profile

**Detail of Facebook users by age group and gender, in millions**

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>28,000,000</td>
<td>35%</td>
<td>65%</td>
</tr>
<tr>
<td>13 – 19</td>
<td>28%</td>
<td>11%</td>
<td>17%</td>
</tr>
<tr>
<td>20 – 29</td>
<td>41%</td>
<td>15%</td>
<td>26%</td>
</tr>
<tr>
<td>30 – 39</td>
<td>20%</td>
<td>6%</td>
<td>14%</td>
</tr>
<tr>
<td>40 – 49</td>
<td>7%</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>50 – 59</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>60+</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: We Are Social’s analysis of Facebook-reported data, Q1 2016. Note: table values may not sum to 100% due to rounding in reported data.
**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):** 62.7M
- **Mobile penetration (unique users vs. population):** 68%
- **Number of mobile connections (subscriptions):** 94.0M
- **Mobile connections as a percentage of total population:** 102%
- **Average number of connections per unique mobile user:** 1.50

Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
MOBILE CONNECTIONS

Based on the number of cellular subscriptions / connections (not unique users)

- **Total number of mobile subscriptions**: 94.0M
- **Mobile subscriptions as a percentage of the total population**: 102%
- **Percentage of mobile connections that are pre-paid**: 89%
- **Percentage of mobile connections that are post-paid**: 11%
- **Percentage of mobile connections that are broadband (3G & 4G)**: 42%

*Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.*
FRANCE
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 64.53 MILLION
ACTIVE INTERNET USERS: 55.43 MILLION
ACTIVE SOCIAL MEDIA USERS: 32.00 MILLION
MOBILE CONNECTIONS: 64.67 MILLION
ACTIVE MOBILE SOCIAL USERS: 25.00 MILLION

URBANISATION: 80%
PENETRATION: 86%
PENETRATION: 50%
vs POPULATION: 100%
PENETRATION: 39%

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS: +2%
GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS: +7%
GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS: +0.4%
GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS: +4%

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
### DIGITAL DEVICE OWNERSHIP

Percentage of the adult population* that owns each kind of device.

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Phone (All Types)</td>
<td>91%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>62%</td>
</tr>
<tr>
<td>Laptop or Desktop Computer</td>
<td>74%</td>
</tr>
<tr>
<td>Tablet</td>
<td>32%</td>
</tr>
<tr>
<td>TV Streaming Device</td>
<td>11%</td>
</tr>
<tr>
<td>Handheld Gaming Console</td>
<td>[N/A]</td>
</tr>
<tr>
<td>E-Reader Device</td>
<td>3%</td>
</tr>
<tr>
<td>Wearable Tech Device</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. *Please see notes at the end of the report for definitions.
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

AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE

AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE

AVERAGE DAILY TELEVISION VIEWING TIME

3H 37M 0H 58M 1H 16M 2H 49M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
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%

Sources: InternetWorldStats; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE

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

INTERNET USERS:
INTERNETWORLDSTATS DATA

INTERNET USERS:
ITU DATA

INTERNET USERS:
CIA DATA

55.43M
54.05M
56.80M

Sources: InternetWorldStats, ITU, CIA.
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%

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.
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%

Source: StatCounter, Q1 2015.
TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS: 32.0M
ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 50%
TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE: 25.0M
ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 39%

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
<table>
<thead>
<tr>
<th>Social Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>43%</td>
</tr>
<tr>
<td>Facebook Messenger</td>
<td>22%</td>
</tr>
<tr>
<td>Google+</td>
<td>11%</td>
</tr>
<tr>
<td>Twitter</td>
<td>11%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>9%</td>
</tr>
<tr>
<td>Skype</td>
<td>8%</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>7%</td>
</tr>
<tr>
<td>Instagram</td>
<td>7%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>6%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
FACEBOOK USER PROFILE

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

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 – 19</td>
<td>2.3</td>
<td>4.5</td>
<td>4.8</td>
</tr>
<tr>
<td>20 – 29</td>
<td>2.2</td>
<td>3.4</td>
<td>3.3</td>
</tr>
<tr>
<td>30 – 39</td>
<td>1.7</td>
<td>2.5</td>
<td>2.3</td>
</tr>
<tr>
<td>40 – 49</td>
<td>1.5</td>
<td>1.4</td>
<td>1.2</td>
</tr>
<tr>
<td>50 – 59</td>
<td>1.0</td>
<td>1.7</td>
<td>1.4</td>
</tr>
<tr>
<td>60+</td>
<td>0.8</td>
<td>1.5</td>
<td>1.2</td>
</tr>
</tbody>
</table>

Source: We Are Social’s analysis of Facebook-reported data, Q1 2016. Note: table values may not sum to 100% due to rounding in reported data.
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)
- 50.2M

MOBILE PENETRATION (UNIQUE USERS vs. POPULATION)
- 78%

NUMBER OF MOBILE CONNECTIONS (SUBSCRIPTIONS)
- 64.7M

MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION
- 100%

AVERAGE NUMBER OF CONNECTIONS PER UNIQUE MOBILE USER
- 1.29

Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
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%

Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.
MOBILE ACTIVITIES

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

PERCENTAGE OF THE POPULATION USING MOBILE MESSENGERS: 30%
PERCENTAGE OF THE POPULATION WATCHING VIDEOS ON MOBILE: 23%
PERCENTAGE OF THE POPULATION PLAYING GAMES ON MOBILE: 19%
PERCENTAGE OF THE POPULATION USING MOBILE BANKING: 23%
PERCENTAGE OF THE POPULATION USING MOBILE MAP SERVICES: 26%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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: 64%
- Searched online for a product or service to buy in the past 30 days: 69%
- Visited an online retail store in the past 30 days: 65%
- Made an online purchase via a laptop or desktop computer in the past 30 days: 61%
- Made an online purchase via a mobile device in the past 30 days: 16%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

**TOTAL POPULATION**

- **80.69 MILLION**
- URBANISATION: 76%
- FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

**ACTIVE INTERNET USERS**

- **71.73 MILLION**
- PENETRATION: 89%
- FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

**ACTIVE SOCIAL MEDIA USERS**

- **29.00 MILLION**
- PENETRATION: 36%
- FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

**MOBILE CONNECTIONS**

- **107.59 MILLION**
- vs POPULATION: 133%
- FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

**ACTIVE MOBILE SOCIAL USERS**

- **24.00 MILLION**
- PENETRATION: 30%
- FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

---

- Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS
+2%
SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS
+4%
SINCE JAN 2015

GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS
-1%
SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS
0%
SINCE JAN 2015

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
### Digital Device Ownership

**Percentage of the Adult Population* That Owns Each Kind of Device**

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Ownership Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Phone (All Types)</td>
<td>91%</td>
</tr>
<tr>
<td>Smart Phone</td>
<td>65%</td>
</tr>
<tr>
<td>Laptop or Desktop Computer</td>
<td>77%</td>
</tr>
<tr>
<td>Tablet Device</td>
<td>30%</td>
</tr>
<tr>
<td>TV Streaming Device</td>
<td>12%</td>
</tr>
<tr>
<td>Handheld Gaming Console</td>
<td>[N/A]</td>
</tr>
<tr>
<td>E-Reader Device</td>
<td>9%</td>
</tr>
<tr>
<td>Wearable Tech Device</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. *Please see notes at the end of the report for definitions.
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
AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE
AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE
AVERAGE DAILY TELEVISION VIEWING TIME

3H 20M  1H 21M  1H 09M  2H 33M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
INTERNET USE

Based on reported active internet user data, and user-claimed mobile internet use

<table>
<thead>
<tr>
<th>Total Number of Active Internet Users</th>
<th>Internet Users as a Percentage of the Total Population</th>
<th>Total Number of Active Mobile Internet Users</th>
<th>Mobile Internet Users as a Percentage of the Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>71.7M</td>
<td>89%</td>
<td>44.3M</td>
<td>55%</td>
</tr>
</tbody>
</table>

Sources: InternetWorldStats; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE

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

INTERNET USERS: INTERNETWORLDSTATS DATA
71.73M

INTERNET USERS: ITU DATA
69.54M

INTERNET USERS: CIA DATA
70.30M

Sources: InternetWorldStats, ITU, CIA.
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**
  - 19%

- **USE THE INTERNET AT LEAST ONCE PER MONTH**
  - 3%

- **USE THE INTERNET LESS THAN ONCE PER MONTH**
  - 1%

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.*
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
- Year-on-year: 71% (+0.04%)

SHARE OF WEB PAGE VIEWS: Mobile Phones
- Year-on-year: 22% (+2%)

SHARE OF WEB PAGE VIEWS: Tablets
- Year-on-year: 6% (-6%)

SHARE OF WEB PAGE VIEWS: Other Devices
- Year-on-year: 0.32% (+10%)

Source: StatCounter, Q1 2015.
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

ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

• Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
TOP ACTIVE SOCIAL PLATFORMS

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

<table>
<thead>
<tr>
<th>Platform</th>
<th>Social Network</th>
<th>Messenger / Chat App / VoIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>WhatsApp</td>
<td></td>
<td>39%</td>
</tr>
<tr>
<td>Facebook</td>
<td></td>
<td>38%</td>
</tr>
<tr>
<td>Facebook Messenger</td>
<td></td>
<td>20%</td>
</tr>
<tr>
<td>Skype</td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td>Google+</td>
<td></td>
<td>9%</td>
</tr>
<tr>
<td>Instagram</td>
<td></td>
<td>7%</td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td>7%</td>
</tr>
<tr>
<td>Pinterest</td>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>Snapchat</td>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td></td>
<td>3%</td>
</tr>
</tbody>
</table>

*Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.*
**FACEBOOK USER PROFILE**

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

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>29,000,000</td>
<td>48%</td>
<td>52%</td>
</tr>
<tr>
<td>13 – 19</td>
<td>13%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>20 – 29</td>
<td>32%</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>30 – 39</td>
<td>22%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>40 – 49</td>
<td>16%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>50 – 59</td>
<td>10%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>60+</td>
<td>6%</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: We Are Social’s analysis of Facebook-reported data, Q1 2016. Note: table values may not sum to 100% due to rounding in reported data.
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

66.3M  82%  107.6M  133%  1.62

Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
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%

Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.
MOBILE ACTIVITIES

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

- Percentage of the population using mobile messengers: 39%
- Percentage of the population watching videos on mobile: 24%
- Percentage of the population playing games on mobile: 20%
- Percentage of the population using mobile banking: 20%
- Percentage of the population using mobile map services: 34%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
**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:** 74%
- **Searched online for a product or service to buy in the past 30 days:** 76%
- **Visited an online retail store in the past 30 days:** 76%
- **Made an online purchase via a laptop or desktop computer in the past 30 days:** 72%
- **Made an online purchase via a mobile device in the past 30 days:** 20%

*Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.*
HONG KONG
DIgital in Hong Kong

A snapshot of the country’s key digital statistical indicators

**TOTAL POPULATION**: 7.32 million
**ACTIVE INTERNET USERS**: 5.75 million
**ACTIVE SOCIAL MEDIA USERS**: 4.80 million
**MOBILE CONNECTIONS**: 13.00 million
**ACTIVE MOBILE SOCIAL USERS**: 4.30 million

**Urbanisation**: 100%
**Penetration**: 79%
**Penetration**: 66%
**Penetration**: 59%

**Sources**: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.

Figure represents total national population, including children.
Figure includes access via fixed and mobile connections.
Figure based on active user accounts, not unique individuals.
Figure represents mobile subscriptions, not unique users.
Figure based on active user accounts, not unique individuals.
ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS
+0.5% SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS
+4% SINCE JAN 2015

GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS
+3% SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS
+2% SINCE JAN 2015

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
DIGITAL DEVICE OWNERSHIP

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

MOBILE PHONE (ALL TYPES) 96%
SMART PHONE 79%
LAPTOP OR DESKTOP COMPUTER 58%
TABLET DEVICE 37%
TV STREAMING DEVICE 15%
HANDHELD GAMING CONSOLE [N/A]
E-READER DEVICE 1%
WEARABLE TECH DEVICE 4%

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. *Please see notes at the end of the report for definitions.
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:
3H 19M

AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE:
2H 13M

AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE:
1H 30M

AVERAGE DAILY TELEVISION VIEWING TIME:
1H 37M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
INTERNET USE

Based on reported active internet user data, and user-claimed mobile internet use.

<table>
<thead>
<tr>
<th></th>
<th>Total Number of Active Internet Users</th>
<th>Internet Users as a Percentage of the Total Population</th>
<th>Total Number of Active Mobile Internet Users</th>
<th>Mobile Internet Users as a Percentage of the Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5.75M</td>
<td>79%</td>
<td>4.65M</td>
<td>64%</td>
</tr>
</tbody>
</table>

Sources: InternetWorldStats; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE

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

INTERNET USERS: INTERNETWORLDSTATS DATA

INTERNET USERS: ITU DATA

INTERNET USERS: CIA DATA

5.751M

5.456M

5.600M

Sources: InternetWorldStats, ITU, CIA.
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%

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.
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

SHARE OF WEB PAGE VIEWS: MOBILE PHONES

SHARE OF WEB PAGE VIEWS: TABLETS

SHARE OF WEB PAGE VIEWS: OTHER DEVICES

65%
YEAR-ON-YEAR: -3%

29%
YEAR-ON-YEAR: +13%

5%
YEAR-ON-YEAR: -18%

- YEAR-ON-YEAR: -

Source: StatCounter, Q1 2015.
JAN 2016

TOP ACTIVE SOCIAL PLATFORMS

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

FACEBOOK: 50%
WHATSAPP: 47%
FACEBOOK MESSENGER: 30%
WECHAT: 24%
INSTAGRAM: 17%
LINE: 17%
GOOGLE+: 15%
SKYPE: 10%
SINA WEIBO: 9%
LINKEDIN: 8%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
FACEBOOK USER PROFILE

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

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>4,800,000</td>
<td>54%</td>
<td>46%</td>
</tr>
<tr>
<td>13 – 19</td>
<td>10%</td>
<td>5%</td>
<td>46%</td>
</tr>
<tr>
<td>20 – 29</td>
<td>31%</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>30 – 39</td>
<td>26%</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>40 – 49</td>
<td>14%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>50 – 59</td>
<td>9%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>60+</td>
<td>7%</td>
<td>4%</td>
<td>3%</td>
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Source: We Are Social’s analysis of Facebook-reported data, Q1 2016. Note: table values may not sum to 100% due to rounding in reported data.
MOBILE USERS & CONNECTIONS

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

<table>
<thead>
<tr>
<th>NUMBER OF UNIQUE MOBILE USERS (ANY TYPE OF HANDSET)</th>
<th>MOBILE PENETRATION (UNIQUE USERS vs. POPULATION)</th>
<th>NUMBER OF MOBILE CONNECTIONS (SUBSCRIPTIONS)</th>
<th>MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION</th>
<th>AVERAGE NUMBER OF CONNECTIONS PER UNIQUE MOBILE USER</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.0M</td>
<td>82%</td>
<td>13.0M</td>
<td>178%</td>
<td>2.17</td>
</tr>
</tbody>
</table>

Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
MOBILE CONNECTIONS

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

- **Total number of mobile subscriptions**: 13.0M
- **Mobile subscriptions as a percentage of the total population**: 178%
- **Percentage of mobile connections that are pre-paid**: 44%
- **Percentage of mobile connections that are post-paid**: 56%
- **Percentage of mobile connections that are broadband (3G & 4G)**: 72%

*Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.*
MOBILE ACTIVITIES

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

PERCENTAGE OF THE POPULATION USING MOBILE MESSENGERS
58%

PERCENTAGE OF THE POPULATION WATCHING VIDEOS ON MOBILE
43%

PERCENTAGE OF THE POPULATION PLAYING GAMES ON MOBILE
40%

PERCENTAGE OF THE POPULATION USING MOBILE BANKING
37%

PERCENTAGE OF THE POPULATION USING MOBILE MAP SERVICES
51%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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: 57%
- SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY IN THE PAST 30 DAYS: 65%
- VISITED AN ONLINE RETAIL STORE IN THE PAST 30 DAYS: 39%
- MADE AN ONLINE PURCHASE VIA A LAPTOP OR DESKTOP COMPUTER IN THE PAST 30 DAYS: 51%
- MADE AN ONLINE PURCHASE VIA A MOBILE DEVICE IN THE PAST 30 DAYS: 33%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
INDIA
A snapshot of the country’s key digital statistical indicators.

- **Total Population**: 1,319 million
- **Active Internet Users**: 375 million
- **Active Social Media Users**: 136 million
- **Mobile Connections**: 1,012 million
- **Active Mobile Social Users**: 116 million

Urbanisation: 33%
Penetration: 28%
Penetration: 10%
vs Population: 77%
Penetration: 9%

Figure represents total national population, including children.
Figure includes access via fixed and mobile connections.
Figure based on active user accounts, not unique individuals.
Figure represents mobile subscriptions, not unique users.
Figure based on active user accounts, not unique individuals.

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS
+19%
SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS
+15%
SINCE JAN 2015

GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS
+8%
SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS
+16%
SINCE JAN 2015

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
DIGITAL DEVICE OWNERSHIP

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

- **MOBILE PHONE (ALL TYPES)**: 84%
- **SMART PHONE**: 33%
- **LAPTOP OR DESKTOP COMPUTER**: 16%
- **TABLET DEVICE**: 5%
- **TV STREAMING DEVICE**: 3%
- **HANDHELD GAMING CONSOLE**: [N/A]
- **E-READER DEVICE**: 1%
- **WEARABLE TECH DEVICE**: 3%

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. *Please see notes at the end of the report for definitions.
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:
4H 22M

AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE:
3H 07M

AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE:
2H 17M

AVERAGE DAILY TELEVISION VIEWING TIME:
1H 52M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
INTERNET USE

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

TOTAL NUMBER OF ACTIVE INTERNET USERS

INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION

TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS

MOBILE INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION

375M

28%

303M

23%

Sources: InternetWorldStats; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE

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

INTERNET USERS: INTERNETWORLDSTATS DATA
375.0M

INTERNET USERS: ITU DATA
237.4M

INTERNET USERS: CIA DATA
237.3M

INTERNET USERS: TRAI DATA
319.4M

Sources: InternetWorldStats, ITU, CIA, Telecoms Regulatory Authority of India.
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%

- Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.
SHARE OF WEB TRAFFIC

JAN 2016

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: -

Source: StatCounter, Q1 2015.
SOCIAL MEDIA USE

JAN 2016

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

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS
136M

ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION
10%

TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE
116M

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION
9%

• Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
TOP ACTIVE SOCIAL PLATFORMS

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

- **FACEBOOK**: 13%
- **WHATSAPP**: 12%
- **FACEBOOK MESSENGER**: 11%
- **GOOGLE+**: 10%
- **SKYPE**: 10%
- **TWITTER**: 8%
- **HIKE MESSENGER**: 8%
- **LINKEDIN**: 7%
- **INSTAGRAM**: 7%
- **WECHAT**: 6%

**Source:** GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. **Note:** Data has been re-based to show national penetration.
FACEBOOK USER PROFILE

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

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>136,000,000</td>
<td>24%</td>
<td>76%</td>
</tr>
<tr>
<td>13 – 19</td>
<td>25%</td>
<td>6%</td>
<td>19%</td>
</tr>
<tr>
<td>20 – 29</td>
<td>51%</td>
<td>13%</td>
<td>38%</td>
</tr>
<tr>
<td>30 – 39</td>
<td>16%</td>
<td>3%</td>
<td>13%</td>
</tr>
<tr>
<td>40 – 49</td>
<td>5%</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>50 – 59</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>60+</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: We Are Social’s analysis of Facebook-reported data, Q1 2016. Note: table values may not sum to 100% due to rounding in reported data.
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): 691M
- MOBILE PENETRATION (UNIQUE USERS vs. POPULATION): 52%
- NUMBER OF MOBILE CONNECTIONS (SUBSCRIPTIONS): 1,012M
- MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION: 77%
- AVERAGE NUMBER OF CONNECTIONS PER UNIQUE MOBILE USER: 1.46

Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
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)

1,012M  77%  95%  5%  14%

Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.
MOBILE ACTIVITIES

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

- Percentage of the population using mobile messengers: 21%
- Percentage of the population watching videos on mobile: 17%
- Percentage of the population playing games on mobile: 13%
- Percentage of the population using mobile banking: 15%
- Percentage of the population using mobile map services: 17%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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: 23%
- Searched online for a product or service to buy in the past 30 days: 24%
- Visited an online retail store in the past 30 days: 23%
- Made an online purchase via a laptop or desktop computer in the past 30 days: 20%
- Made an online purchase via a mobile device in the past 30 days: 17%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
INDONESIA
JAN 2016

DIGITAL IN INDONESIA

A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION

ACTIVE INTERNET USERS

ACTIVE SOCIAL MEDIA USERS

MOBILE CONNECTIONS

ACTIVE MOBILE SOCIAL USERS

259.1 MILLION

88.1 MILLION

79.0 MILLION

326.3 MILLION

66.0 MILLION

URBANISATION: 55%

PENETRATION: 34%

PENETRATION: 30%

vs POPULATION: 126%

PENETRATION: 25%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; APJII, Facebook, GSMA Intelligence.
ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS
+15%
SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS
+10%
SINCE JAN 2015

GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS
+2%
SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS
+6%
SINCE JAN 2015

Sources: UN, US Census Bureau; APJII, Facebook, GSMA Intelligence.
JAN 2016

DIGITAL DEVICE OWNERSHIP

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

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Phone (All Types)</td>
<td>85%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>43%</td>
</tr>
<tr>
<td>Laptop or Desktop Computer</td>
<td>15%</td>
</tr>
<tr>
<td>Tablet</td>
<td>4%</td>
</tr>
<tr>
<td>TV Streaming Device</td>
<td>1%</td>
</tr>
<tr>
<td>Handheld Gaming Console</td>
<td>[N/A]</td>
</tr>
<tr>
<td>E-Reader Device</td>
<td>1%</td>
</tr>
<tr>
<td>Wearable Tech Device</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. *Please see notes at the end of the report for definitions.
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

AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE

AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE

AVERAGE DAILY TELEVISION VIEWING TIME

4H 42M  3H 33M  2H 51M  2H 22M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
INTERNET USE
BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE

TOTAL NUMBER OF ACTIVE INTERNET USERS: 88.1M
INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 34%
TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS: 64.1M
MOBILE INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 25%

Sources: APJII; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE

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

INTERNET USERS:
INTERNETWORLDSTATS DATA
78.00M

INTERNET USERS:
ITU DATA
44.41M

INTERNET USERS:
CIA DATA
42.40M

INTERNET DATA:
APJII
88.10M

Sources: InternetWorldStats, ITU, CIA, Asosiasi Penyelenggara Jasa Internet Indonesia.
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%

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.*
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
SHARE OF WEB PAGE VIEWS: MOBILE PHONES
SHARE OF WEB PAGE VIEWS: TABLETS
SHARE OF WEB PAGE VIEWS: OTHER DEVICES

- YEAR-ON-YEAR: 28% (-41%)
- YEAR-ON-YEAR: 70% (+41%)
- YEAR-ON-YEAR: 3% (-37%)
- YEAR-ON-YEAR: -

Source: StatCounter, Q1 2015.
SOCIAL MEDIA USE

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

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS: 79.0M
ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 30%
TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE: 66.0M
ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 25%

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
### TOP ACTIVE SOCIAL PLATFORMS

**JAN 2016**

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

<table>
<thead>
<tr>
<th>Platform</th>
<th>Social Network</th>
<th>Messenger / Chat App / VoIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBM</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>FACEBOOK</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>WHATSAPP</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>FACEBOOK MESSENGER</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>GOOGLE+</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>LINE</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>TWITTER</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>WECHAT</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>PINTEREST</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

- **Source:** GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. **Note:** Data has been re-based to show national penetration.
FACEBOOK USER PROFILE

Detal of Facebook users by age group and gender, in millions

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 - 19</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>20 - 29</td>
<td>27%</td>
<td>18%</td>
<td>27%</td>
</tr>
<tr>
<td>30 - 39</td>
<td>9%</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>40 - 49</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>50 - 59</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>60+</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Note: Table values may not sum to 100% due to rounding in reported data.

Source: We Are Social's analysis of Facebook-reported data, Q1 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):** 162.3M
- **Mobile penetration (unique users vs. population):** 63%
- **Number of mobile connections (subscriptions):** 326.3M
- **Mobile connections as a percentage of total population:** 126%
- **Average number of connections per unique mobile user:** 2.01

Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
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%

Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.
MOBILE ACTIVITIES

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

- Percentage of the population using mobile messengers: 27%
- Percentage of the population watching videos on mobile: 22%
- Percentage of the population playing games on mobile: 19%
- Percentage of the population using mobile banking: 20%
- Percentage of the population using mobile map services: 22%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchased a product or service online in the past 30 days</td>
<td>27%</td>
</tr>
<tr>
<td>Searched online for a product or service to buy in the past 30 days</td>
<td>31%</td>
</tr>
<tr>
<td>Visited an online retail store in the past 30 days</td>
<td>26%</td>
</tr>
<tr>
<td>Made an online purchase via a laptop or desktop computer in the past 30 days</td>
<td>24%</td>
</tr>
<tr>
<td>Made an online purchase via a mobile device in the past 30 days</td>
<td>20%</td>
</tr>
</tbody>
</table>

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 59.80 MILLION
ACTIVE INTERNET USERS: 37.67 MILLION
ACTIVE SOCIAL MEDIA USERS: 28.00 MILLION
MOBILE CONNECTIONS: 80.29 MILLION
ACTIVE MOBILE SOCIAL USERS: 24.00 MILLION

URBANISATION: 69%
PENETRATION: 63%
PENETRATION: 47%
vs POPULATION: 134%
PENETRATION: 40%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
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 0%
SINCE JAN 2015

GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS -2%
SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS +9%
SINCE JAN 2015

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
DIscussion

The chart illustrates the digital device ownership among the adult population in Italy as of January 2016. The devices are categorized into different types: mobile phones, smartphones, laptop or desktop computers, tablets, TV streaming devices, handheld gaming consoles, e-readers, and wearable tech devices.

- **Mobile Phone (All Types)**: 95%
- **Smartphone**: 62%
- **Laptop or Desktop Computer**: 65%
- **Tablet Device**: 21%
- **TV Streaming Device**: 6%
- **Handheld Gaming Console**: [N/A]
- **E-Reader Device**: 3%
- **Wearable Tech Device**: 1%

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. *Please see notes at the end of the report for definitions.
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
AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE
AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE
AVERAGE DAILY TELEVISION VIEWING TIME

4H 05M 2H 10M 1H 57M 2H 25M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
INTERNET USE

JAN 2016

Based on reported active internet user data, and user-claimed mobile internet use.

<table>
<thead>
<tr>
<th>Total Number of Active Internet Users</th>
<th>Total Number of Active Mobile Internet Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>37.7M</td>
<td>28.5M</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Internet Users as a Percentage of the Total Population</th>
<th>Mobile Internet Users as a Percentage of the Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>63%</td>
<td>48%</td>
</tr>
</tbody>
</table>

Sources: InternetWorldStats; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE
ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS

INTERNET USERS: INTERNETWORLDSTATS DATA
37.67M

INTERNET USERS: ITU DATA
37.05M

INTERNET USERS: CIA DATA
37.00M

Sources: InternetWorldStats, ITU, CIA.
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%

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.
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%

Source: StatCounter, Q1 2015.
SOCIAL MEDIA USE

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

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS: 28.0M
ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 47%
TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE: 24.0M
ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 40%

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>33%</td>
<td>Social Network</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>30%</td>
<td>Messenger / Chat App / VOIP</td>
</tr>
<tr>
<td>Facebook Messenger</td>
<td>23%</td>
<td>Messenger / Chat App / VOIP</td>
</tr>
<tr>
<td>Google+</td>
<td>14%</td>
<td>Social Network</td>
</tr>
<tr>
<td>Twitter</td>
<td>12%</td>
<td>Social Network</td>
</tr>
<tr>
<td>Instagram</td>
<td>12%</td>
<td>Social Network</td>
</tr>
<tr>
<td>Skype</td>
<td>12%</td>
<td>Messenger / Chat App / VOIP</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>9%</td>
<td>Social Network</td>
</tr>
<tr>
<td>Pinterest</td>
<td>6%</td>
<td>Social Network</td>
</tr>
<tr>
<td>Viber</td>
<td>6%</td>
<td>Messenger / Chat App / VOIP</td>
</tr>
</tbody>
</table>

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
FACEBOOK USER PROFILE
DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 – 19</td>
<td>10%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>20 – 29</td>
<td>26%</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>30 – 39</td>
<td>23%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>40 – 49</td>
<td>21%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>50 – 59</td>
<td>13%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>60+</td>
<td>8%</td>
<td>3%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Note: table values may not sum to 100% due to rounding in reported data.

Source: We Are Social's analysis of Facebook-reported data, Q1 2016.
### Mobile Users & Connections

Comparing the number of unique mobile users to the number of mobile connections.

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Unique Mobile Users (Any Type of Handset)</td>
<td>50.2M</td>
</tr>
<tr>
<td>Mobile Penetration (Unique Users vs. Population)</td>
<td>84%</td>
</tr>
<tr>
<td>Number of Mobile Connections (Subscriptions)</td>
<td>80.3M</td>
</tr>
<tr>
<td>Mobile Connections as a Percentage of Total Population</td>
<td>134%</td>
</tr>
<tr>
<td>Average Number of Connections Per Unique Mobile User</td>
<td>1.60</td>
</tr>
</tbody>
</table>

- **Sources:** Extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
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)

80.3M
134%
84%
16%
75%

Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.
MOBILE ACTIVITIES

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

43%
30%
24%
21%
34%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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

56%

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

53%

VISITED AN ONLINE RETAIL STORE IN THE PAST 30 DAYS

48%

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

44%

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

23%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
JAPAN
DIGITAL IN JAPAN

A snapshot of the country’s key digital statistical indicators.

TOTAL POPULATION
126.4 MILLION
URBANISATION: 94%

ACTIVE INTERNET USERS
115.0 MILLION
PENETRATION: 91%

ACTIVE SOCIAL MEDIA USERS
53.0 MILLION
PENETRATION: 42%

MOBILE CONNECTIONS
173.3 MILLION
vs POPULATION: 137%

ACTIVE MOBILE SOCIAL USERS
53.0 MILLION
PENETRATION: 42%

Figure represents total national population, including children.
Figure includes access via fixed and mobile connections.
Figure based on active user accounts, not unique individuals.
Figure represents mobile subscriptions, not unique users.
Figure based on active user accounts, not unique individuals.

Sources: UN, US Census Bureau; InternetWorldStats, LINE (as cited by Nikkei Corporation), GSMA Intelligence.
ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS: +1% SINCE JAN 2015
GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS: [N/A]* SINCE JAN 2015
GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS: +9% SINCE JAN 2015
GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS: [N/A]* SINCE JAN 2015

*Sources: UN, US Census Bureau; InternetWorldStats, GSMA Intelligence. *Social media figures reported in 2015 were for Facebook, not LINE.
DIGITAL DEVICE OWNERSHIP

Percentage of the adult population* that owns each kind of device

- Mobile Phone (All Types): 88%
- Smartphone: 54%
- Laptop or Desktop Computer: 89%
- Tablet Device: 18%
- TV Streaming Device: 10%
- Handheld Gaming Console: [N/A]
- E-Reader Device: 4%
- Wearable Tech Device: 4%

*Please see notes at the end of the report for definitions.
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

2H 56M

AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE

0H 35M

AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE

0H 21M

AVERAGE DAILY TELEVISION VIEWING TIME

2H 10M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
INTERNET USE

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

<table>
<thead>
<tr>
<th>TOTAL NUMBER OF ACTIVE INTERNET USERS</th>
<th>INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION</th>
<th>TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS</th>
<th>MOBILE INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>115.0M</td>
<td>91%</td>
<td>44.3M</td>
<td>35%</td>
</tr>
</tbody>
</table>

Sources: InternetWorldStats; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE
ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS

INTERNET USERS:
INTERNETWORLDSTATS DATA
114.96M

INTERNET USERS:
ITU DATA
114.54M

INTERNET USERS:
CIA DATA
109.30M

Sources: InternetWorldStats, ITU, CIA.
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%

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.*
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

- Year-on-year: 60% -10%

SHARE OF WEB PAGE VIEWS: Mobile Phones

- Year-on-year: 36% +26%

SHARE OF WEB PAGE VIEWS: Tablets

- Year-on-year: 4% -12%

SHARE OF WEB PAGE VIEWS: Other Devices

- Year-on-year: 0.1% -58%

Source: StatCounter, Q1 2015.
SOCIAL MEDIA USE

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

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS

ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

53.0M

42%

53.0M

42%

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
TOP ACTIVE SOCIAL PLATFORMS
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

- LINE: 25%
- FACEBOOK: 17%
- TWITTER: 15%
- MIXI: 5%
- FACEBOOK MESSENGER: 3%
- AMEBLO: 3%
- INSTAGRAM: 2%
- GOOGLE+: 2%
- MOBAGE: 2%
- GREE: 1%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
### FACEBOOK USER PROFILE

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

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 – 19</td>
<td>6%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>20 – 29</td>
<td>33%</td>
<td>18%</td>
<td>15%</td>
</tr>
<tr>
<td>30 – 39</td>
<td>28%</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>40 – 49</td>
<td>20%</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>50 – 59</td>
<td>9%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>60+</td>
<td>4%</td>
<td>1%</td>
<td>3%</td>
</tr>
</tbody>
</table>

*Source: We Are Social’s analysis of Facebook-reported data, Q1 2016. Note: table values may not sum to 100% due to rounding in reported data.*
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)**
  - 106.8M

- **MOBILE PENETRATION (UNIQUE USERS vs. POPULATION)**
  - 84%

- **NUMBER OF MOBILE CONNECTIONS (SUBSCRIPTIONS)**
  - 173.3M

- **MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION**
  - 137%

- **AVERAGE NUMBER OF CONNECTIONS PER UNIQUE MOBILE USER**
  - 1.62

*Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.*
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%

Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.
MOBILE ACTIVITIES

Survey-based data: Figures represent users’ own claimed / reported activity

- Percentage of the population using mobile messenger: 25%
- Percentage of the population watching videos on mobile: 9%
- Percentage of the population playing games on mobile: 13%
- Percentage of the population using mobile banking: 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.

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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: 55%
- Searched online for a product or service to buy in the past 30 days: 65%
- Visited an online retail store in the past 30 days: 65%
- Made an online purchase via a laptop or desktop computer in the past 30 days: 54%
- Made an online purchase via a mobile device in the past 30 days: 13%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
MALAYSIA
JAN 2016

DIGITAL IN MALAYSIA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
ACTIVE INTERNET USERS
ACTIVE SOCIAL MEDIA USERS
MOBILE CONNECTIONS
ACTIVE MOBILE SOCIAL USERS

30.54 MILLION
20.62 MILLION
18.00 MILLION
43.43 MILLION
16.00 MILLION

URBANISATION: 75%
PENETRATION: 68%
PENETRATION: 59% vs POPULATION: 142%
PENETRATION: 52%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; ITU, Facebook, GSMA Intelligence.
ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS
+1%
SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS
+7%
SINCE JAN 2015

GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS
+4%
SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS
+7%
SINCE JAN 2015

Sources: UN, US Census Bureau; ITU, Facebook, GSMA Intelligence.
JAN 2016

DIGITAL DEVICE OWNERSHIP

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

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>MOBILE PHONE (ALL TYPES)</td>
<td>96%</td>
</tr>
<tr>
<td>SMART PHONE</td>
<td>71%</td>
</tr>
<tr>
<td>LAPTOP OR DESKTOP COMPUTER</td>
<td>35%</td>
</tr>
<tr>
<td>TABLET DEVICE</td>
<td>14%</td>
</tr>
<tr>
<td>TV STREAMING DEVICE</td>
<td>4%</td>
</tr>
<tr>
<td>HANDHELD GAMING CONSOLE</td>
<td>[N/A]</td>
</tr>
<tr>
<td>E-READER DEVICE</td>
<td>[N/A]</td>
</tr>
<tr>
<td>WEARABLE TECH DEVICE</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. *Please see notes at the end of the report for definitions.
AVERAGE DAILY USE OF THE INTERNET VIA A PC OR TABLET
4H 38M

AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE
3H 37M

AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE
3H 00M

AVERAGE DAILY TELEVISION VIEWING TIME
2H 09M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
INTERNET USE

TOTAL NUMBER OF ACTIVE INTERNET USERS: 20.6M

INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 68%

TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS: 18.0M

MOBILE INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 59%

Sources: ITU; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE

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

INTERNET USERS: INTERNETWORLDSTATS DATA
20.60M

INTERNET USERS: ITU DATA
20.62M

INTERNET USERS: CIA DATA
12.10M

Sources: InternetWorldStats, ITU, CIA.
FREQUENCY OF INTERNET USE
HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use the internet</td>
<td>77%</td>
</tr>
<tr>
<td>every day</td>
<td></td>
</tr>
<tr>
<td>Use the internet</td>
<td>17%</td>
</tr>
<tr>
<td>at least once a week</td>
<td></td>
</tr>
<tr>
<td>Use the internet</td>
<td>5%</td>
</tr>
<tr>
<td>at least once a month</td>
<td></td>
</tr>
<tr>
<td>Use the internet</td>
<td>1%</td>
</tr>
<tr>
<td>less than once a month</td>
<td></td>
</tr>
</tbody>
</table>

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.
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: -

Source: StatCounter, Q1 2015.
SOCIAL MEDIA USE

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

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS

ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

18.0M

59%

16.0M

52%

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
TOP ACTIVE SOCIAL PLATFORMS

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

FACEBOOK 41%
WHATSAPP 39%
FACEBOOK MESSENGER 33%
GOOGLE+ 23%
WECHAT 23%
INSTAGRAM 22%
LINE 17%
TWITTER 16%
SKYPE 13%
LINKEDIN 11%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
## FACEBOOK USER PROFILE

**Detail of Facebook users by age group and gender, in millions**

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL AGE</th>
<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 – 19</td>
<td>16%</td>
<td>7%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>20 – 29</td>
<td>41%</td>
<td>18%</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>30 – 39</td>
<td>24%</td>
<td>11%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>40 – 49</td>
<td>11%</td>
<td>5%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>50 – 59</td>
<td>5%</td>
<td>3%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>60+</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

*Source: We Are Social’s analysis of Facebook-reported data, Q1 2016. Note: table values may not sum to 100% due to rounding in reported data.*
**Mobile Users & Connections**

Comparing the number of unique mobile users to the number of mobile connections.

<table>
<thead>
<tr>
<th>Category</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of unique mobile users (any type of handset)</td>
<td>22.7M</td>
</tr>
<tr>
<td>Mobile penetration (unique users vs. population)</td>
<td>74%</td>
</tr>
<tr>
<td>Number of mobile connections (subscriptions)</td>
<td>43.4M</td>
</tr>
<tr>
<td>Mobile connections as a percentage of total population</td>
<td>142%</td>
</tr>
<tr>
<td>Average number of connections per unique mobile user</td>
<td>1.91</td>
</tr>
</tbody>
</table>

*Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.*
MOBILE CONNECTIONS

JAN 2016

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%**

*Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.*
MOBILE ACTIVITIES

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

PERCENTAGE OF THE POPULATION USING MOBILE MESSENGERS: 56%
PERCENTAGE OF THE POPULATION WATCHING VIDEOS ON MOBILE: 43%
PERCENTAGE OF THE POPULATION PLAYING GAMES ON MOBILE: 34%
PERCENTAGE OF THE POPULATION USING MOBILE BANKING: 37%
PERCENTAGE OF THE POPULATION USING MOBILE MAP SERVICES: 47%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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:** 50%
- **Searched online for a product or service to buy in the past 30 days:** 59%
- **Visited an online retail store in the past 30 days:** 45%
- **Made an online purchase via a laptop or desktop computer in the past 30 days:** 44%
- **Made an online purchase via a mobile device in the past 30 days:** 31%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
MEXICO
DIGITAL IN MEXICO
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 127.8 MILLION
ACTIVE INTERNET USERS: 60.0 MILLION
ACTIVE SOCIAL MEDIA USERS: 60.0 MILLION
MOBILE CONNECTIONS: 103.5 MILLION
ACTIVE MOBILE SOCIAL USERS: 52.0 MILLION

URBANISATION: 80%
PENETRATION: 47%
PENETRATION: 47%
vs POPULATION: 81%
PENETRATION: 41%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS: +2% SINCE JAN 2015
GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS: +7% SINCE JAN 2015
GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS: +0.05% SINCE JAN 2015
GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS: +8% SINCE JAN 2015

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
DIGITAL DEVICE OWNERSHIP

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

MOBILE PHONE (ALL TYPES) 82%
SMART PHONE 55%
LAPTOP OR DESKTOP COMPUTER 44%
TABLET DEVICE 20%

TV STREAMING DEVICE 12%
HANDHELD GAMING CONSOLE [N/A]
E-READER DEVICE 1%
WEARABLE TECH DEVICE 3%

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. *Please see notes at the end of the report for definitions.
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
4H 36M

AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE
3H 25M

AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE
3H 14M

AVERAGE DAILY TELEVISION VIEWING TIME
2H 12M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
### INTERNET USE

**Based on reported active internet user data, and user-claimed mobile internet use.**

<table>
<thead>
<tr>
<th>Category</th>
<th>Total Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of active internet users</td>
<td>60.0M</td>
<td></td>
</tr>
<tr>
<td>Internet users as a percentage of the total population</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td>Total number of active mobile internet users</td>
<td>49.9M</td>
<td></td>
</tr>
<tr>
<td>Mobile internet users as a percentage of the total population</td>
<td>39%</td>
<td></td>
</tr>
</tbody>
</table>

- **Sources:** InternetWorldStats; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE

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

INTERNET USERS: INTERNETWORLDSTATS DATA

INTERNET USERS: ITU DATA

INTERNET USERS: CIA DATA

60.00M

56.74M

49.50M

Sources: InternetWorldStats, ITU, CIA.
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%

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.
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%

Source: StatCounter, Q1 2015.
TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS

ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

60.0M

47%

52.0M

41%

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
# Top Active Social Platforms

**Survey-based data: figures represent users’ own claimed/reported activity.**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Social Network</th>
<th>Messenger/Chat App/VOIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>25%</td>
<td>21%</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>Facebook Messenger</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Google+</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Skype</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Pinterest</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>LinkedIn</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Tumblr</td>
<td>9%</td>
<td></td>
</tr>
</tbody>
</table>

**Source:** GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. **Note:** Data has been re-based to show national penetration.
FACEBOOK USER PROFILE

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

<table>
<thead>
<tr>
<th>AGE GROUP</th>
<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 – 19 YEARS OLD</td>
<td>6.8</td>
<td>6.2</td>
<td>0.6</td>
</tr>
<tr>
<td>20 – 29 YEARS OLD</td>
<td>12.0</td>
<td>12.0</td>
<td>0.0</td>
</tr>
<tr>
<td>30 – 39 YEARS OLD</td>
<td>6.3</td>
<td>6.2</td>
<td>0.1</td>
</tr>
<tr>
<td>40 – 49 YEARS OLD</td>
<td>3.5</td>
<td>3.2</td>
<td>0.3</td>
</tr>
<tr>
<td>50 – 59 YEARS OLD</td>
<td>1.5</td>
<td>1.3</td>
<td>0.2</td>
</tr>
<tr>
<td>60+ YEARS OLD</td>
<td>0.8</td>
<td>0.8</td>
<td>0.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>60,000,000</td>
<td>50%</td>
<td>50%</td>
</tr>
</tbody>
</table>

AGE DISTRIBUTION:
- 13 – 19: 22% FEMALE, 10% MALE
- 20 – 29: 40% FEMALE, 20% MALE
- 30 – 39: 21% FEMALE, 10% MALE
- 40 – 49: 11% FEMALE, 5% MALE
- 50 – 59: 5% FEMALE, 2% MALE
- 60+: 3% FEMALE, 1% MALE

Note: Table values may not sum to 100% due to rounding in reported data.

Source: We Are Social’s analysis of Facebook-reported data, Q1 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)**: 84.2M
- **MOBILE PENETRATION (UNIQUE USERS vs. POPULATION)**: 66%
- **NUMBER OF MOBILE CONNECTIONS (SUBSCRIPTIONS)**: 103.5M
- **MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION**: 81%
- **AVERAGE NUMBER OF CONNECTIONS PER UNIQUE MOBILE USER**: 1.23

Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
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)

103.5M

81%

85%

15%

53%

Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.
MOBILE ACTIVITIES
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

- Percentage of the population using mobile messengers: 34%
- Percentage of the population watching videos on mobile: 28%
- Percentage of the population playing games on mobile: 20%
- Percentage of the population using mobile banking: 18%
- Percentage of the population using mobile map services: 27%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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: 31%
- SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY IN THE PAST 30 DAYS: 40%
- VISITED AN ONLINE RETAIL STORE IN THE PAST 30 DAYS: 34%
- MADE AN ONLINE PURCHASE VIA A LAPTOP OR DESKTOP COMPUTER IN THE PAST 30 DAYS: 28%
- MADE AN ONLINE PURCHASE VIA A MOBILE DEVICE IN THE PAST 30 DAYS: 16%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
NIGERIA
DIGITAL IN NIGERIA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
ACTIVE INTERNET USERS
ACTIVE SOCIAL MEDIA USERS
MOBILE CONNECTIONS
ACTIVE MOBILE SOCIAL USERS

184.6 MILLION
97.2 MILLION
15.0 MILLION
154.3 MILLION
11.0 MILLION

URBANISATION: 49%
PENETRATION: 53%
PENETRATION: 8%
vs POPULATION: 84%
PENETRATION: 6%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

· Sources: UN, US Census Bureau; Nigerian Communications Commission, Facebook, GSMA Intelligence.
ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS

GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS

GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS

GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS

+12% SINCE JAN 2015

+10% SINCE JAN 2015

+11% SINCE JAN 2015

-11% SINCE JAN 2015

Sources: UN, US Census Bureau; Nigerian Communications Commission, Facebook, GSMA Intelligence.
**Digital Device Ownership**

Percentage of the adult population* that owns each kind of device:

- **Mobile Phone (All Types):** 93%
- **Smart Phone:** 51%
- **Laptop or Desktop Computer:** 13%
- **Tablet Device:** [N/A]
- **TV Streaming Device:** [N/A]
- **Handheld Gaming Console:** [N/A]
- **E-Reader Device:** [N/A]
- **Wearable Tech Device:** [N/A]

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. *Please see notes at the end of the report for definitions.*
INTERNET USERS: PERSPECTIVE

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

INTERNET USERS: INTERNETWORLDSTATS DATA
92.70M

INTERNET USERS: ITU DATA
78.79M

INTERNET USERS: CIA DATA
66.60M

INTERNET USERS: NCC DATA
97.21M

Sources: InternetWorldStats, ITU, CIA, Nigerian Communications Commission.
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%

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.
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: -

Source: StatCounter, Q1 2015.
SOCIAL MEDIA USE

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

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS
15.0M

ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION
8%

TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE
11.0M

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION
6%

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
FACEBOOK USER PROFILE

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

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>15,000,000</td>
<td>34%</td>
<td>66%</td>
</tr>
<tr>
<td>13 – 19</td>
<td>15%</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>20 – 29</td>
<td>46%</td>
<td>16%</td>
<td>30%</td>
</tr>
<tr>
<td>30 – 39</td>
<td>20%</td>
<td>6%</td>
<td>14%</td>
</tr>
<tr>
<td>40 – 49</td>
<td>7%</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>50 – 59</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>60+</td>
<td>7%</td>
<td>3%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: We Are Social’s analysis of Facebook-reported data, Q1 2016. Note: table values may not sum to 100% due to rounding in reported data.
**MOBILE USERS & CONNECTIONS**

Comparing the number of unique mobile users to the number of mobile connections

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of unique mobile users (any type of handset)</td>
<td>74.7M</td>
</tr>
<tr>
<td>Mobile penetration (unique users vs. population)</td>
<td>40%</td>
</tr>
<tr>
<td>Number of mobile connections (subscriptions)</td>
<td>154.3M</td>
</tr>
<tr>
<td>Mobile connections as a percentage of total population</td>
<td>84%</td>
</tr>
<tr>
<td>Average number of connections per unique mobile user</td>
<td>2.07</td>
</tr>
</tbody>
</table>

**Sources:** extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
MOBILE CONNECTIONS

Based on the number of cellular subscriptions / connections (not unique users)

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of mobile subscriptions</td>
<td>154.3M</td>
</tr>
<tr>
<td>Mobile subscriptions as a percentage of the total population</td>
<td>84%</td>
</tr>
<tr>
<td>Percentage of mobile connections that are pre-paid</td>
<td>97%</td>
</tr>
<tr>
<td>Percentage of mobile connections that are post-paid</td>
<td>3%</td>
</tr>
<tr>
<td>Percentage of mobile connections that are broadband (3G &amp; 4G)</td>
<td>24%</td>
</tr>
</tbody>
</table>

Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.
THE PHILIPPINES
A snapshot of the country’s key digital statistical indicators

**Total Population**: 101.47 million

**Active Internet Users**: 47.13 million

**Active Social Media Users**: 48.00 million

**Mobile Connections**: 119.21 million

**Active Mobile Social Users**: 41.00 million

Urbanisation: 44%

Penetration: 46%

Penetration: 47%

Penetration: 40%

Population vs Population: 117%

**Sources**: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS
+7% SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS
+20% SINCE JAN 2015

GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS
+4% SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS
+28% SINCE JAN 2015

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
DIGITAL DEVICE OWNERSHIP

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

**MOBILE PHONE (ALL TYPES)**
87%

**SMART PHONE**
55%

**LAPTOP OR DESKTOP COMPUTER**
43%

**TABLET DEVICE**
24%

**TV STREAMING DEVICE**
8%

**HANDHELD GAMING CONSOLE**
[N/A]

**E-READER DEVICE**
5%

**WEARABLE TECH DEVICE**
5%

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. *Please see notes at the end of the report for definitions.
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

AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE

AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE

AVERAGE DAILY TELEVISION VIEWING TIME

5H 12M
3H 14M
3H 42M
2H 33M

Source: GlobalWebIndex, Q4 2016. Based on a survey of internet users aged 16-64. Averages also factor non-users.
<table>
<thead>
<tr>
<th></th>
<th>Internet Use</th>
<th>Mobile Internet Use</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Number of Active</strong></td>
<td><strong>47.1M</strong></td>
<td><strong>35.7M</strong></td>
</tr>
<tr>
<td><strong>Internet Users as a</strong></td>
<td><strong>46%</strong></td>
<td><strong>35%</strong></td>
</tr>
<tr>
<td><strong>Percentage of the Total</strong></td>
<td><strong>Population</strong></td>
<td><strong>Population</strong></td>
</tr>
</tbody>
</table>

Sources: InternetWorldStats; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE

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

INTERNET USERS:
INTERNETWORLDSTATS DATA
47.13M

INTERNET USERS:
ITU DATA
40.28M

INTERNET USERS:
CIA DATA
39.20M

INTERNET USERS:
FACEBOOK USERS*
48.00M

Sources: InternetWorldStats, ITU, CIA, Facebook. * Where Facebook users exceed internet users, Facebook users may be a more reliable proxy.
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%

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.*
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

SHARE OF WEB PAGE VIEWS: MOBILE PHONES

SHARE OF WEB PAGE VIEWS: TABLETS

SHARE OF WEB PAGE VIEWS: OTHER DEVICES

64% YEAR-ON-YEAR: -12%

29% YEAR-ON-YEAR: +53%

7% YEAR-ON-YEAR: -16%

0.01% YEAR-ON-YEAR: 0%

Source: StatCounter, Q1 2015.
SociaL Media USe

Based on monthly active user numbers reported by the country’s most active platform

- Total number of active social media users: 48.0M
- Active social users as a percentage of the total population: 47%
- Total number of social users accessing via mobile: 41.0M
- Active mobile social users as a percentage of the total population: 40%

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
JAN 2016

TOP ACTIVE SOCIAL PLATFORMS

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

FACEBOOK 26%
FACEBOOK MESSENGER 23%
GOOGLE+ 17%
SKYPE 16%
VIBER 14%
TWITTER 13%
INSTAGRAM 12%
LINKEDIN 11%
PINTEREST 9%
WECHAT 9%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
FACEBOOK USER PROFILE

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

<table>
<thead>
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<td>41%</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>30 – 39</td>
<td>19%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>40 – 49</td>
<td>8%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>50 – 59</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>60+</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: We Are Social’s analysis of Facebook-reported data, Q1 2016. Note: table values may not sum to 100% due to rounding in reported data.
MOBILE USERS & CONNECTIONS

JAN 2016

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

- NUMBER OF UNIQUE MOBILE USERS (ANY TYPE OF HANDSET): 75.4M
- MOBILE PENETRATION (UNIQUE USERS vs. POPULATION): 74%
- NUMBER OF MOBILE CONNECTIONS (SUBSCRIPTIONS): 119.2M
- MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION: 117%
- AVERAGE NUMBER OF CONNECTIONS PER UNIQUE MOBILE USER: 1.58

Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
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%

*Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.*
## MOBILE ACTIVITIES

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of the population using mobile messengers</td>
<td>33%</td>
</tr>
<tr>
<td>Percentage of the population watching videos on mobile</td>
<td>26%</td>
</tr>
<tr>
<td>Percentage of the population playing games on mobile</td>
<td>23%</td>
</tr>
<tr>
<td>Percentage of the population using mobile banking</td>
<td>21%</td>
</tr>
<tr>
<td>Percentage of the population using mobile map services</td>
<td>25%</td>
</tr>
</tbody>
</table>

Survey-based data: Figures represent users’ own claimed / reported activity.

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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**: 29%
- **Searched online for a product or service to buy in the past 30 days**: 39%
- **Visited an online retail store in the past 30 days**: 31%
- **Made an online purchase via a laptop or desktop computer in the past 30 days**: 24%
- **Made an online purchase via a mobile device in the past 30 days**: 18%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
POLAND
A snapshot of the country’s key digital statistical indicators.

**Total Population**
- 38.60 Million

**Active Internet Users**
- 25.71 Million

**Active Social Media Users**
- 14.00 Million

**Mobile Connections**
- 58.84 Million

**Active Mobile Social Users**
- 10.00 Million

Urbanisation: 61%

Penetration: 67%

Penetration: 36%

VS Population: 152%

Penetration: 26%

---

Sources: UN, US Census Bureau; ITU, Facebook, GSMA Intelligence.
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

Sources: UN, US Census Bureau; ITU, Facebook, GSMA Intelligence.
JAN 2016

DIGITAL DEVICE OWNERSHIP

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

- MOBILE PHONE (ALL TYPES): 94%
- SMART PHONE: 59%
- LAPTOP OR DESKTOP COMPUTER: 77%
- TABLET DEVICE: 24%
- TV STREAMING DEVICE: 13%
- HANDHELD GAMING CONSOLE: [N/A]
- E-READER DEVICE: 2%
- WEARABLE TECH DEVICE: 1%

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. *Please see notes at the end of the report for definitions.

wearesocial • @wearesocialsg  • 324
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: 4H 25M
AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE: 1H 17M
AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE: 1H 17M
AVERAGE DAILY TELEVISION VIEWING TIME: 2H 28M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
INTERNET USE

Based on reported active internet user data, and user-claimed mobile internet use.

<table>
<thead>
<tr>
<th>TOTAL NUMBER OF ACTIVE INTERNET USERS</th>
<th>INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION</th>
<th>TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS</th>
<th>MOBILE INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>25.7M</td>
<td>67%</td>
<td>17.6M</td>
<td>46%</td>
</tr>
</tbody>
</table>

Sources: ITU; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE

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

INTERNET USERS: INTERNETWORLDSTATS DATA
25.67M

INTERNET USERS: ITU DATA
25.71M

INTERNET USERS: CIA DATA
25.90M

Sources: InternetWorldStats, ITU, CIA.
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%

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.
SHARE OF WEB TRAFFIC

Based on each device's share of the total web pages served to web browsers.

- **LAPTOPS & DESKTOPS:** 48%
  - Year-on-Year: -10%

- **MOBILE PHONES:** 51%
  - Year-on-Year: +14%

- **TABLETS:** 2%
  - Year-on-Year: -31%

- **OTHER DEVICES:** 0.02%
  - Year-on-Year: -33%

Source: StatCounter, Q1 2015.
SOCIAL MEDIA USE

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS: 14.0M
ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 36%
TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE: 10.0M
ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 26%

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
## TOP ACTIVE SOCIAL PLATFORMS

**Survey-based data: figures represent users' own claimed / reported activity**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Social Network</th>
<th>Messenger / Chat App / VoIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>Facebook Messenger</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Google+</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Skype</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>WhatsApp</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>NK.PL</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>LinkedIn</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>GADU-GADU</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>

- **Source:** GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. **Note:** Data has been re-based to show national penetration.
FACEBOOK USER PROFILE

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

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>14,000,000</td>
<td>52%</td>
<td>48%</td>
</tr>
<tr>
<td>13 – 19</td>
<td>22%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>20 – 29</td>
<td>34%</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>30 – 39</td>
<td>24%</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>40 – 49</td>
<td>10%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>50 – 59</td>
<td>5%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>60+</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: We Are Social’s analysis of Facebook-reported data, Q1 2016. Note: table values may not sum to 100% due to rounding in reported data.
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

28.4M
74%
58.8M
152%
2.07
MOBILE CONNECTIONS

Based on the number of cellular subscriptions / connections (not unique users)

- **Total number of mobile subscriptions**: 58.8M
- **Mobile subscriptions as a percentage of the total population**: 152%
- **Percentage of mobile connections that are pre-paid**: 48%
- **Percentage of mobile connections that are post-paid**: 52%
- **Percentage of mobile connections that are broadband (3G & 4G)**: 62%

Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.
MOBILE ACTIVITIES

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

- Percentage of the population using mobile messengers: 25%
- Percentage of the population watching videos on mobile: 19%
- Percentage of the population playing games on mobile: 17%
- Percentage of the population using mobile banking: 28%
- Percentage of the population using mobile map services: 27%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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%  59%  43%  51%  20%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
RUSSIA
JAN 2016

DIGITAL IN RUSSIA

A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION

ACTIVE INTERNET USERS

ACTIVE SOCIAL MEDIA USERS

MOBILE CONNECTIONS

ACTIVE MOBILE SOCIAL USERS

143.4 MILLION

103.1 MILLION

68.5 MILLION

247.2 MILLION

42.5 MILLION

URBANISATION: 74%

PENETRATION: 72%

PENETRATION: 48%

vs POPULATION: 172%

PENETRATION: 30%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats, VKontakte, LiveInternet.ru, GSMA Intelligence.
ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS: +4%
GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS: +2%
GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS: +4%
GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS: +11%

SINCE JAN 2015

Sources: UN, US Census Bureau; InternetWorldStats, VKontakte, LiveInternet.ru, GSMA Intelligence.
DIGITAL DEVICE OWNERSHIP

Percentage of the adult population* that owns each kind of device

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Phone (All Types)</td>
<td>95%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>61%</td>
</tr>
<tr>
<td>Tablet or Desktop Computer</td>
<td>80%</td>
</tr>
<tr>
<td>Tablet Device</td>
<td>33%</td>
</tr>
<tr>
<td>TV Streaming Device</td>
<td>9%</td>
</tr>
<tr>
<td>Handheld Gaming Console</td>
<td>[N/A]</td>
</tr>
<tr>
<td>E-Reader Device</td>
<td>11%</td>
</tr>
<tr>
<td>Wearable Tech Device</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. *Please see notes at the end of the report for definitions.

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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: 4H 40M
- AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE: 1H 23M
- AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE: 1H 52M
- AVERAGE DAILY TELEVISION VIEWING TIME: 2H 16M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
INTERNET USE

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

TOTAL NUMBER OF ACTIVE INTERNET USERS

INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION

TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS

MOBILE INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION

103.1M

72%

57.0M

40%

Sources: InternetWorldStats; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE

Estimates of the total number of internet users from different data providers:

INTERNET USERS: INTERNETWORLDSTATS DATA
103.15M

INTERNET USERS: ITU DATA
101.16M

INTERNET USERS: CIA DATA
84.40M

Sources: InternetWorldStats, ITU, CIA.
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%

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.*
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
SHARE OF WEB PAGE VIEWS: MOBILE PHONES
SHARE OF WEB PAGE VIEWS: TABLETS
SHARE OF WEB PAGE VIEWS: OTHER DEVICES

83%
YEAR-ON-YEAR: +11%

12%
YEAR-ON-YEAR: -30%

5%
YEAR-ON-YEAR: -38%

0.01%
YEAR-ON-YEAR: 0%

Source: StatCounter, Q1 2015.
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: 68.5M
ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 48%
TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE: 42.5M
ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 30%

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
TOP ACTIVE SOCIAL PLATFORMS

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

<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>VK</td>
<td>39%</td>
</tr>
<tr>
<td>ODNOKLASSNIKI</td>
<td>32%</td>
</tr>
<tr>
<td>FACEBOOK</td>
<td>24%</td>
</tr>
<tr>
<td>SKYPE</td>
<td>19%</td>
</tr>
<tr>
<td>GOOGLE+</td>
<td>17%</td>
</tr>
<tr>
<td>VIBER</td>
<td>15%</td>
</tr>
<tr>
<td>WHATSAPP</td>
<td>15%</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td>12%</td>
</tr>
<tr>
<td>TWITTER</td>
<td>11%</td>
</tr>
<tr>
<td>FACEBOOK MESSENGER</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
FACEBOOK USER PROFILE
DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 – 19</td>
<td>10%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>20 – 29</td>
<td>33%</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>30 – 39</td>
<td>31%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>40 – 49</td>
<td>15%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>50 – 59</td>
<td>8%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>60+</td>
<td>5%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Total: 10,000,000
Female: 52%
Male: 48%

Source: We Are Social’s analysis of Facebook-reported data, Q1 2016. Note: Table values may not sum to 100% due to rounding in reported data.
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

103.2M
72%
247.2M
172%
2.40

Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
### MOBILE CONNECTIONS

**January 2016**

Based on the number of cellular subscriptions/connections (not unique users)

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of mobile subscriptions</td>
<td>247.2M</td>
</tr>
<tr>
<td>Mobile subscriptions as a percentage of the total population</td>
<td>172%</td>
</tr>
<tr>
<td>Percentage of mobile connections that are pre-paid</td>
<td>82%</td>
</tr>
<tr>
<td>Percentage of mobile connections that are post-paid</td>
<td>18%</td>
</tr>
<tr>
<td>Percentage of mobile connections that are broadband (3G &amp; 4G)</td>
<td>38%</td>
</tr>
</tbody>
</table>

*Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.*
MOBILE ACTIVITIES
SURVEY-BASED DATA: FIGURES REPRESENT USERS’ OWN CLAIMED / REPORTED ACTIVITY

- Percentage of the population using mobile messengers: 31%
- Percentage of the population watching videos on mobile: 19%
- Percentage of the population playing games on mobile: 17%
- Percentage of the population using mobile banking: 15%
- Percentage of the population using mobile map services: 27%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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**: 48%
- **Searched online for a product or service to buy in the past 30 days**: 64%
- **Visited an online retail store in the past 30 days**: 47%
- **Made an online purchase via a laptop or desktop computer in the past 30 days**: 45%
- **Made an online purchase via a mobile device in the past 30 days**: 15%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been rebased to show national penetration.
DIGITAL IN SAUDI ARABIA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 31.85 MILLION
ACTIVE INTERNET USERS: 20.29 MILLION
ACTIVE SOCIAL MEDIA USERS: 11.00 MILLION
MOBILE CONNECTIONS: 57.58 MILLION
ACTIVE MOBILE SOCIAL USERS: 10.00 MILLION

URBANISATION: 83%
PENETRATION: 64%
PENETRATION: 35%
vs POPULATION: 181%
PENETRATION: 31%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; ITU, Facebook, GSMA Intelligence.
ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS: +5% SINCE JAN 2015
GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS: +20% SINCE JAN 2015
GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS: +9% SINCE JAN 2015
GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS: +25% SINCE JAN 2015

Sources: UN, US Census Bureau; ITU, Facebook, GSMA Intelligence.
DIGITAL DEVICE OWNERSHIP

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

- MOBILE PHONE (ALL TYPES): 91%
- SMART PHONE: 86%
- LAPTOP OR DESKTOP COMPUTER: 54%
- TABLET DEVICE: 21%
- TV STREAMING DEVICE: 7%
- HANDHELD GAMING CONSOLE: [N/A]
- E-READER DEVICE: 2%
- WEARABLE TECH DEVICE: 5%

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. *Please see notes at the end of the report for definitions.
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
AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE
AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE
AVERAGE DAILY TELEVISION VIEWING TIME

4H 08M 3H 46M 2H 56M 1H 55M

• Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
## JAN 2016

### INTERNET USE

Based on reported active internet user data, and user-claimed mobile internet use

<table>
<thead>
<tr>
<th>TOTAL NUMBER OF ACTIVE INTERNET USERS</th>
<th>INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION</th>
<th>TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS</th>
<th>MOBILE INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>20.3M</td>
<td>64%</td>
<td>15.5M</td>
<td>49%</td>
</tr>
</tbody>
</table>

*Sources: ITU; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.*
INTERNET USERS: PERSPECTIVE
ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS

INTERNET USERS: INTERNETWORLDSTATS DATA
18.30M

INTERNET USERS: ITU DATA
20.29M

INTERNET USERS: CIA DATA
16.20M

Sources: InternetWorldStats, ITU, CIA.
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**: 10%
- **Use the Internet at Least Once Per Month**: 3%
- **Use the Internet Less Than Once Per Month**: 1%

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.
SHARE OF WEB TRAFFIC

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%

Source: StatCounter, Q1 2015.
SOCIAL MEDIA USE
BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY’S MOST ACTIVE PLATFORM

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS: 11.0M
ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 35%
TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE: 10.0M
ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 31%

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
## Top Active Social Platforms

**JAN 2016**

**Source:** GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. **Note:** Data has been re-based to show national penetration.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Social Network</th>
<th>Messenger / Chat App / VoIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>WhatsApp</td>
<td></td>
<td>27%</td>
</tr>
<tr>
<td>Facebook</td>
<td></td>
<td>25%</td>
</tr>
<tr>
<td>Facebook Messenger</td>
<td></td>
<td>20%</td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td>20%</td>
</tr>
<tr>
<td>Instagram</td>
<td></td>
<td>17%</td>
</tr>
<tr>
<td>Google+</td>
<td></td>
<td>15%</td>
</tr>
<tr>
<td>Skype</td>
<td></td>
<td>14%</td>
</tr>
<tr>
<td>Snapchat</td>
<td></td>
<td>13%</td>
</tr>
<tr>
<td>Line</td>
<td></td>
<td>12%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td></td>
<td>11%</td>
</tr>
</tbody>
</table>
FACEBOOK USER PROFILE

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

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 – 19 YEARS OLD</td>
<td>0.4</td>
<td>11%</td>
<td>89%</td>
</tr>
<tr>
<td>20 – 29 YEARS OLD</td>
<td>1.1</td>
<td>10%</td>
<td>90%</td>
</tr>
<tr>
<td>30 – 39 YEARS OLD</td>
<td>1.0</td>
<td>9%</td>
<td>91%</td>
</tr>
<tr>
<td>40 – 49 YEARS OLD</td>
<td>0.6</td>
<td>8%</td>
<td>92%</td>
</tr>
<tr>
<td>50 – 59 YEARS OLD</td>
<td>0.2</td>
<td>6%</td>
<td>94%</td>
</tr>
<tr>
<td>60+ YEARS OLD</td>
<td>0.0</td>
<td>0%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: We Are Social’s analysis of Facebook-reported data, Q1 2016. Note: table values may not sum to 100% due to rounding in reported data.
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)
21.2M

MOBILE PENETRATION (UNIQUE USERS vs. POPULATION)
67%

NUMBER OF MOBILE CONNECTIONS (SUBSCRIPTIONS)
57.6M

MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION
181%

AVERAGE NUMBER OF CONNECTIONS PER UNIQUE MOBILE USER
2.72

Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
MOBILE CONNECTIONS

Based on the number of cellular subscriptions / connections (not unique users)

- **Total number of mobile subscriptions**: 57.6M
- **Mobile subscriptions as a percentage of the total population**: 181%
- **Percentage of mobile connections that are pre-paid**: 86%
- **Percentage of mobile connections that are post-paid**: 14%
- **Percentage of mobile connections that are broadband (3G & 4G)**: 71%

*Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.*
MOBILE ACTIVITIES

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

PERCENTAGE OF THE POPULATION USING MOBILE MESSENGERS: 38%

PERCENTAGE OF THE POPULATION WATCHING VIDEOS ON MOBILE: 34%

PERCENTAGE OF THE POPULATION PLAYING GAMES ON MOBILE: 28%

PERCENTAGE OF THE POPULATION USING MOBILE BANKING: 26%

PERCENTAGE OF THE POPULATION USING MOBILE MAP SERVICES: 34%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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: 41%
- Searched online for a product or service to buy in the past 30 days: 52%
- Visited an online retail store in the past 30 days: 42%
- Made an online purchase via a laptop or desktop computer in the past 30 days: 36%
- Made an online purchase via a mobile device in the past 30 days: 23%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
SINGAPORE
A snapshot of the country’s key digital statistical indicators

**TOTAL POPULATION**
5.65 MILLION

**ACTIVE INTERNET USERS**
4.65 MILLION

**ACTIVE SOCIAL MEDIA USERS**
3.60 MILLION

**MOBILE CONNECTIONS**
8.22 MILLION

**ACTIVE MOBILE SOCIAL USERS**
3.30 MILLION

**URBANISATION:** 100%

**PENETRATION:** 82%

**PENETRATION:** 64%

**vs POPULATION:** 145%

**PENETRATION:** 58%

Figure represents total national population, including children.

Figure includes access via fixed and mobile connections.

Figure based on active user accounts, not unique individuals.

Figure represents mobile subscriptions, not unique users.

Figure based on active user accounts, not unique individuals.

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS: +1% SINCE JAN 2015
GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS: 0% SINCE JAN 2015
GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS: +2% SINCE JAN 2015
GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS: +3% SINCE JAN 2015

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
DIGITAL DEVICE OWNERSHIP

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

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Phone (All Types)</td>
<td>96%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>88%</td>
</tr>
<tr>
<td>Laptop or Desktop Computer</td>
<td>71%</td>
</tr>
<tr>
<td>Tablet Device</td>
<td>42%</td>
</tr>
<tr>
<td>TV Streaming Device</td>
<td>12%</td>
</tr>
<tr>
<td>Handheld Gaming Console</td>
<td>[N/A]</td>
</tr>
<tr>
<td>E-reader Device</td>
<td>2%</td>
</tr>
<tr>
<td>Wearable Tech Device</td>
<td>4%</td>
</tr>
</tbody>
</table>

* Please see notes at the end of the report for definitions.

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire.
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

AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE

AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE

AVERAGE DAILY TELEVISION VIEWING TIME

4H 14M  2H 03M  1H 39M  1H 38M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
INTERNET USE

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

TOTAL NUMBER
OF ACTIVE
INTERNET USERS

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION

4.65M
82%
3.70M
66%

Sources: InternetWorldStats; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE
ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS

INTERNET USERS: INTERNETWORLDSTATS DATA
INTERNET USERS: ITU DATA
INTERNET USERS: CIA DATA

4.653M
4.633M
4.500M

Sources: InternetWorldStats, ITU, CIA.
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%

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.
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
SHARE OF WEB PAGE VIEWS: MOBILE PHONES
SHARE OF WEB PAGE VIEWS: TABLETS
SHARE OF WEB PAGE VIEWS: OTHER DEVICES

YEAR-ON-YEAR:
-7%  +17%  -23%  +100%

Source: StatCounter, Q1 2015.
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: 3.60M
- ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 64%
- TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE: 3.30M
- ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 58%

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
## TOP ACTIVE SOCIAL PLATFORMS

**JAN 2016**

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

<table>
<thead>
<tr>
<th>Platform</th>
<th>Social Network</th>
<th>Messenger / Chat App / VoIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHATSAPP</td>
<td></td>
<td>46%</td>
</tr>
<tr>
<td>FACEBOOK</td>
<td></td>
<td>43%</td>
</tr>
<tr>
<td>FACEBOOK MESSENGER</td>
<td></td>
<td>26%</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td></td>
<td>18%</td>
</tr>
<tr>
<td>GOOGLE+</td>
<td></td>
<td>14%</td>
</tr>
<tr>
<td>LINE</td>
<td></td>
<td>14%</td>
</tr>
<tr>
<td>LINKEDIN</td>
<td></td>
<td>14%</td>
</tr>
<tr>
<td>SKYPE</td>
<td></td>
<td>13%</td>
</tr>
<tr>
<td>TWITTER</td>
<td></td>
<td>13%</td>
</tr>
<tr>
<td>WECHAT</td>
<td></td>
<td>12%</td>
</tr>
</tbody>
</table>

*Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.*
FACEBOOK USER PROFILE
DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS

<table>
<thead>
<tr>
<th>AGE GROUP</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 – 19</td>
<td>8%</td>
</tr>
<tr>
<td>20 – 29</td>
<td>34%</td>
</tr>
<tr>
<td>30 – 39</td>
<td>28%</td>
</tr>
<tr>
<td>40 – 49</td>
<td>16%</td>
</tr>
<tr>
<td>50 – 59</td>
<td>9%</td>
</tr>
<tr>
<td>60+</td>
<td>5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,600,000</td>
<td>47%</td>
<td>53%</td>
</tr>
</tbody>
</table>

Note: table values may not sum to 100% due to rounding in reported data.

Source: We Are Social’s analysis of Facebook-reported data, Q1 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): 4.80M
- MOBILE PENETRATION (UNIQUE USERS vs. POPULATION): 85%
- NUMBER OF MOBILE CONNECTIONS (SUBSCRIPTIONS): 8.22M
- MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION: 145%
- AVERAGE NUMBER OF CONNECTIONS PER UNIQUE MOBILE USER: 1.71

Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
### Mobile Connections

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of mobile subscriptions</td>
<td>8.22M</td>
</tr>
<tr>
<td>Mobile subscriptions as a percentage of the total population</td>
<td>145%</td>
</tr>
<tr>
<td>Percentage of mobile connections that are pre-paid</td>
<td>41%</td>
</tr>
<tr>
<td>Percentage of mobile connections that are post-paid</td>
<td>59%</td>
</tr>
<tr>
<td>Percentage of mobile connections that are broadband (3G &amp; 4G)</td>
<td>98%</td>
</tr>
</tbody>
</table>

**Sources:** GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.
MOBILE ACTIVITIES

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

- Percentage of the population using mobile messengers: 58%
- Percentage of the population watching videos on mobile: 42%
- Percentage of the population playing games on mobile: 33%
- Percentage of the population using mobile banking: 38%
- Percentage of the population using mobile map services: 48%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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: 57%
- Searched online for a product or service to buy in the past 30 days: 67%
- Visited an online retail store in the past 30 days: 52%
- Made an online purchase via a laptop or desktop computer in the past 30 days: 50%
- Made an online purchase via a mobile device in the past 30 days: 30%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
SOUTH AFRICA
JAN 2016

DIGITAL IN SOUTH AFRICA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
ACTIVE INTERNET USERS
ACTIVE SOCIAL MEDIA USERS
MOBILE CONNECTIONS
ACTIVE MOBILE SOCIAL USERS

54.73 MILLION
26.84 MILLION
13.00 MILLION
85.53 MILLION
10.00 MILLION

URBANISATION: 65%
PENETRATION: 49%
PENETRATION: 24%
vs POPULATION: 156%
PENETRATION: 18%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS: +5% SINCE JAN 2015
GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS: +10% SINCE JAN 2015
GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS: +8% SINCE JAN 2015
GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS: -6% SINCE JAN 2015

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
Percentage of the adult population* that owns each kind of device:

- **Mobile Phone (all types)**: 92%
- **Smart Phone**: 60%
- **Laptop or Desktop Computer**: 18%
- **Tablet Device**: 7%
- **TV Streaming Device**: 3%
- **Handheld Gaming Console**: [N/A]
- **E-Reader Device**: 1%
- **Wearable Tech Device**: 1%

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Please see notes at the end of the report for definitions.

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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
AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE
AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE
AVERAGE DAILY TELEVISION VIEWING TIME

4H 54M  2H 59M  2H 43M  2H 21M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
INTERNET USE

Based on reported active internet user data, and user-claimed mobile internet use.

<table>
<thead>
<tr>
<th>TOTAL NUMBER OF ACTIVE INTERNET USERS</th>
<th>INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION</th>
<th>TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS</th>
<th>MOBILE INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>26.8M</td>
<td>49%</td>
<td>23.1M</td>
<td>42%</td>
</tr>
</tbody>
</table>

Sources: InternetWorldStats; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE

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

INTERNET USERS: INTERNETWORLDSTATS DATA

INTERNET USERS: ITU DATA

INTERNET USERS: CIA DATA

26.84M

26.82M

24.80M

Sources: InternetWorldStats, ITU, CIA.
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%

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.
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%

Source: StatCounter, Q1 2015.
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**: 13.0M
- **Active social users as a percentage of the total population**: 24%
- **Total number of social users accessing via mobile**: 10.0M
- **Active mobile social users as a percentage of the total population**: 18%

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.

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TOP ACTIVE SOCIAL PLATFORMS

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

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<td></td>
<td>33%</td>
</tr>
<tr>
<td>FACEBOOK</td>
<td></td>
<td>30%</td>
</tr>
<tr>
<td>FACEBOOK MESSENGER</td>
<td></td>
<td>20%</td>
</tr>
<tr>
<td>GOOGLE+</td>
<td></td>
<td>15%</td>
</tr>
<tr>
<td>LINKEDIN</td>
<td></td>
<td>13%</td>
</tr>
<tr>
<td>TWITTER</td>
<td></td>
<td>12%</td>
</tr>
<tr>
<td>PINTEREST</td>
<td></td>
<td>11%</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td>BBM</td>
<td></td>
<td>9%</td>
</tr>
<tr>
<td>SKYPE</td>
<td></td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
FACEBOOK USER PROFILE

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

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<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 – 19</td>
<td>17%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>20 – 29</td>
<td>41%</td>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td>30 – 39</td>
<td>21%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>40 – 49</td>
<td>9%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>50 – 59</td>
<td>5%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>60+</td>
<td>7%</td>
<td>4%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Note: table values may not sum to 100% due to rounding in reported data.

Source: We Are Social’s analysis of Facebook-reported data, Q1 2016.

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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):** 35.6M
- **Mobile penetration (unique users vs. population):** 65%
- **Number of mobile connections (subscriptions):** 85.5M
- **Mobile connections as a percentage of total population:** 156%
- **Average number of connections per unique mobile user:** 2.40

Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
MOBILE CONNECTIONS

Based on the number of cellular subscriptions / connections (not unique users)

- **Total number of mobile subscriptions**: 85.5M
- **Mobile subscriptions as a percentage of the total population**: 156%
- **Percentage of mobile connections that are pre-paid**: 84%
- **Percentage of mobile connections that are post-paid**: 16%
- **Percentage of mobile connections that are broadband (3G & 4G)**: 41%

Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.
MOBILE ACTIVITIES

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

- Percentage of the population using mobile messengers: 38%
- Percentage of the population watching videos on mobile: 28%
- Percentage of the population playing games on mobile: 16%
- Percentage of the population using mobile banking: 26%
- Percentage of the population using mobile map services: 29%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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: 27%
- Searched online for a product or service to buy in the past 30 days: 43%
- Visited an online retail store in the past 30 days: 33%
- Made an online purchase via a laptop or desktop computer in the past 30 days: 23%
- Made an online purchase via a mobile device in the past 30 days: 12%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
SOUTH KOREA
A Snapshot of the Country's Key Digital Statistical Indicators

**Digital in South Korea**

- **Total Population:** 50.40 Million
- **Active Internet Users:** 45.31 Million
- **Active Social Media Users:** 38.40 Million
- **Mobile Connections:** 57.08 Million
- **Active Mobile Social Users:** 38.40 Million

**Urbanisation:** 83%

**Penetration:** 90%

**Penetration:** 76%

**Penetration:** 76%

**Penetration:** vs Population: 113%

**Sources:** UN, US Census Bureau, InternetWorldStats, Kakao, GSMA Intelligence.
ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS: 0%
SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS: [N/A]*
SINCE JAN 2015

GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS: +3%
SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS: [N/A]*
SINCE JAN 2015

*Social media figures reported in 2015 were for Facebook, not Kakaotalk.

Sources: UN, US Census Bureau; InternetWorldStats, GSMA Intelligence.
DIGITAL DEVICE OWNERSHIP

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

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Phone (all types)</td>
<td>98%</td>
</tr>
<tr>
<td>Smart Phone</td>
<td>83%</td>
</tr>
<tr>
<td>Laptop or Desktop Computer</td>
<td>68%</td>
</tr>
<tr>
<td>Tablet Device</td>
<td>15%</td>
</tr>
<tr>
<td>TV Streaming Device</td>
<td>5%</td>
</tr>
<tr>
<td>Handheld Gaming Console</td>
<td>[N/A]</td>
</tr>
<tr>
<td>E-reader Device</td>
<td>1%</td>
</tr>
<tr>
<td>Wearable Tech Device</td>
<td>2%</td>
</tr>
</tbody>
</table>

* Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. *Please see notes at the end of the report for definitions.
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

AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE

AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE

AVERAGE DAILY TELEVISION VIEWING TIME

3H 04M 1H 56M 1H 06M 2H 04M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
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%

Sources: InternetWorldStats; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE

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

INTERNET USERS: INTERNETWORLDSTATS DATA

INTERNET USERS: ITU DATA

INTERNET USERS: CIA DATA

45.31M

42.50M

44.90M

Sources: InternetWorldStats, ITU, CIA.
FREQUENCY OF INTERNET USE

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

USE THE INTERNET EVERY DAY

USE THE INTERNET AT LEAST ONCE PER WEEK

USE THE INTERNET AT LEAST ONCE PER MONTH

USE THE INTERNET LESS THAN ONCE PER MONTH

97%
3%
<1%
<1%

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.
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%
- **Mobile Phones:** 26%
  - Year-on-Year: -12%
- **Tablets:** 1%
  - Year-on-Year: -42%
- **Other Devices:** -
  - Year-on-Year: -

Source: StatCounter, Q1 2015.
SOCIAL MEDIA USE

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS: 38.4M
ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 76%
TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE: 38.4M
ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION: 76%

- Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
## TOP ACTIVE SOCIAL PLATFORMS

Survey-based data: figures represent users' own claimed/reported activity.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Social Network</th>
<th>Messenger / Chat App / VoIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>KAKAOTALK</td>
<td>41%</td>
<td></td>
</tr>
<tr>
<td>FACEBOOK</td>
<td></td>
<td>27%</td>
</tr>
<tr>
<td>KAKAOSTORY</td>
<td></td>
<td>17%</td>
</tr>
<tr>
<td>FACEBOOK MESSENGER</td>
<td></td>
<td>12%</td>
</tr>
<tr>
<td>TWITTER</td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td>LINE</td>
<td></td>
<td>7%</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td></td>
<td>7%</td>
</tr>
<tr>
<td>GOOGLE+</td>
<td></td>
<td>6%</td>
</tr>
<tr>
<td>TWITCH</td>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>TUMBLR</td>
<td></td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
FACEBOOK USER PROFILE

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

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 – 19</td>
<td>23%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>20 – 29</td>
<td>40%</td>
<td>18%</td>
<td>22%</td>
</tr>
<tr>
<td>30 – 39</td>
<td>19%</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td>40 – 49</td>
<td>11%</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>50 – 59</td>
<td>5%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>60+</td>
<td>2%</td>
<td>0%</td>
<td>1%</td>
</tr>
</tbody>
</table>

We Are Social’s analysis of Facebook-reported data, Q1 2016. Note: table values may not sum to 100% due to rounding in reported data.
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

- 41.1M
- 82%
- 57.1M
- 113%
- 1.39

Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
MOBILE CONNECTIONS

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

TOTAL NUMBER OF MOBILE SUBSCRIPTIONS: 57.1M
MOBILE SUBSCRIPTIONS AS A PERCENTAGE OF THE TOTAL POPULATION: 113%
PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAID: 5%
PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID: 95%
PERCENTAGE OF MOBILE CONNECTIONS THAT ARE BROADBAND (3G & 4G): 99%

Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.
MOBILE ACTIVITIES

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

PERCENTAGE OF THE POPULATION USING MOBILE MESSENGERS: 47%
PERCENTAGE OF THE POPULATION WATCHING VIDEOS ON MOBILE: 51
PERCENTAGE OF THE POPULATION PLAYING GAMES ON MOBILE: 45%
PERCENTAGE OF THE POPULATION USING MOBILE BANKING: 43%
PERCENTAGE OF THE POPULATION USING MOBILE MAP SERVICES: 53%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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: 72%
- SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY IN THE PAST 30 DAYS: 78%
- VISITED AN ONLINE RETAIL STORE IN THE PAST 30 DAYS: 46%
- MADE AN ONLINE PURCHASE VIA A LAPTOP OR DESKTOP COMPUTER IN THE PAST 30 DAYS: 68%
- MADE AN ONLINE PURCHASE VIA A MOBILE DEVICE IN THE PAST 30 DAYS: 43%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
DIGITAL IN SPAIN
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
ACTIVE INTERNET USERS
ACTIVE SOCIAL MEDIA USERS
MOBILE CONNECTIONS
ACTIVE MOBILE SOCIAL USERS

46.09 MILLION
35.71 MILLION
22.00 MILLION
49.16 MILLION
19.00 MILLION

URBANISATION: 80%
PENETRATION: 77%
PENETRATION: 48%
vs POPULATION: 107%
PENETRATION: 41%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
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: 0%
SINCE JAN 2015

GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS: -1%
SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS: +7%
SINCE JAN 2015

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
DIGITAL DEVICE OWNERSHIP
PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE

MOBILE PHONE (ALL TYPES)  96%
SMART PHONE  80%
LAPTOP OR DESKTOP COMPUTER  73%
TABLET DEVICE  38%

TV STREAMING DEVICE  16%
HANDHELD GAMING CONSOLE [N/A]
E-READER DEVICE  12%
WEARABLE TECH DEVICE  2%

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. *Please see notes at the end of the report for definitions.
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

AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE

AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE

AVERAGE DAILY TELEVISION VIEWING TIME

3H 47M  1H 55M  1H 36M  2H 25M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
INTERNET USE

Based on reported active internet user data, and user-claimed mobile internet use.

<table>
<thead>
<tr>
<th>Total Number of Active Internet Users</th>
<th>Internet Users as a Percentage of the Total Population</th>
<th>Total Number of Active Mobile Internet Users</th>
<th>Mobile Internet Users as a Percentage of the Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>35.7M</td>
<td>77%</td>
<td>29.9M</td>
<td>65%</td>
</tr>
</tbody>
</table>

Sources: InternetWorldStats; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE

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

INTERNET USERS: INTERNETWORLDSTATS DATA
35.71M

INTERNET USERS: ITU DATA
35.12M

INTERNET USERS: CIA DATA
35.50M

Sources: InternetWorldStats, ITU, CIA.
### FREQUENCY OF INTERNET USE

**How often internet users access the internet for personal reasons (any device)**

<table>
<thead>
<tr>
<th>Frequency of Internet Use</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use the internet every day</td>
<td>86%</td>
</tr>
<tr>
<td>Use the internet at least once per week</td>
<td>11%</td>
</tr>
<tr>
<td>Use the internet at least once per month</td>
<td>2%</td>
</tr>
<tr>
<td>Use the internet less than once per month</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.*
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

- **Year-on-Year:** 62%
  - **Year-on-Year Change:** +4%

SHARE OF WEB PAGE VIEWS: Mobile Phones

- **Year-on-Year:** 32%
  - **Year-on-Year Change:** -6%

SHARE OF WEB PAGE VIEWS: Tablets

- **Year-on-Year:** 7%
  - **Year-on-Year Change:** -3%

SHARE OF WEB PAGE VIEWS: Other Devices

- **Year-on-Year:** 0.07%
  - **Year-on-Year Change:** 0%

Source: StatCounter, Q1 2015.
TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS

ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

22.0M

48%

19.0M

41%

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
<table>
<thead>
<tr>
<th>Social Platform</th>
<th>User Claimed/Reported Activity (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WhatsApp</td>
<td>45%</td>
</tr>
<tr>
<td>Facebook</td>
<td>44%</td>
</tr>
<tr>
<td>Facebook Messenger</td>
<td>24%</td>
</tr>
<tr>
<td>Twitter</td>
<td>24%</td>
</tr>
<tr>
<td>Google+</td>
<td>21%</td>
</tr>
<tr>
<td>Instagram</td>
<td>15%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>14%</td>
</tr>
<tr>
<td>Skype</td>
<td>13%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>9%</td>
</tr>
<tr>
<td>Line</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
### FACEBOOK USER PROFILE

**Detail of Facebook Users by Age Group and Gender, in Millions**

<table>
<thead>
<tr>
<th>Age</th>
<th>Total</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>22,000,000</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>13 – 19</td>
<td></td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>20 – 29</td>
<td></td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>30 – 39</td>
<td></td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>40 – 49</td>
<td></td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>50 – 59</td>
<td></td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>60+</td>
<td></td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

- Source: We Are Social’s analysis of Facebook-reported data, Q1 2016.
- Note: Table values may not sum to 100% due to rounding in reported data.
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):** 40.0M
- **Mobile Penetration (Unique Users vs. Population):** 87%
- **Number of Mobile Connections (Subscriptions):** 49.2M
- **Mobile Connections as a Percentage of Total Population:** 107%
- **Average Number of Connections per Unique Mobile User:** 1.23

Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
MOBILE CONNECTIONS

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

- TOTAL NUMBER OF MOBILE SUBSCRIPTIONS: 49.2M
- MOBILE SUBSCRIPTIONS AS A PERCENTAGE OF THE TOTAL POPULATION: 107%
- PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAID: 24%
- PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID: 76%
- PERCENTAGE OF MOBILE CONNECTIONS THAT ARE BROADBAND (3G & 4G): 69%

Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.
MOBILE ACTIVITIES

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

PERCENTAGE OF THE POPULATION USING MOBILE MESSENGERS

51%

PERCENTAGE OF THE POPULATION WATCHING VIDEOS ON MOBILE

38%

PERCENTAGE OF THE POPULATION PLAYING GAMES ON MOBILE

25%

PERCENTAGE OF THE POPULATION USING MOBILE BANKING

33%

PERCENTAGE OF THE POPULATION USING MOBILE MAP SERVICES

39%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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: 57%
- SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY IN THE PAST 30 DAYS: 66%
- VISITED AN ONLINE RETAIL STORE IN THE PAST 30 DAYS: 61%
- MADE AN ONLINE PURCHASE VIA A LAPTOP OR DESKTOP COMPUTER IN THE PAST 30 DAYS: 52%
- MADE AN ONLINE PURCHASE VIA A MOBILE DEVICE IN THE PAST 30 DAYS: 27%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
THAILAND
DIGITAL IN THAILAND
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
ACTIVE INTERNET USERS
ACTIVE SOCIAL MEDIA USERS
MOBILE CONNECTIONS
ACTIVE MOBILE SOCIAL USERS

68.05 MILLION
38.00 MILLION
38.00 MILLION
82.78 MILLION
34.00 MILLION

URBANISATION: 52%
PENETRATION: 56%
PENETRATION: 56%
vs POPULATION: 122%
PENETRATION: 50%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS
+21%
SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS
+19%
SINCE JAN 2015

GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS
-15%
SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS
+21%
SINCE JAN 2015

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
DIGITAL DEVICE OWNERSHIP

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

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Phone (All Types)</td>
<td>96%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>64%</td>
</tr>
<tr>
<td>Laptop or Desktop Computer</td>
<td>27%</td>
</tr>
<tr>
<td>Tablet Device</td>
<td>11%</td>
</tr>
<tr>
<td>TV Streaming Device</td>
<td>2%</td>
</tr>
<tr>
<td>Handheld Gaming Console</td>
<td>[N/A]</td>
</tr>
<tr>
<td>E-Reader Device</td>
<td>1%</td>
</tr>
<tr>
<td>Wearable Tech Device</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. *Please see notes at the end of the report for definitions.
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

AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE

AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE

AVERAGE DAILY TELEVISION VIEWING TIME

4H 45M

3H 53M

2H 52M

2H 27M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
INTERNET USE

Based on reported active internet user data, and user-claimed mobile internet use.

<table>
<thead>
<tr>
<th>Total Number of Active Internet Users</th>
<th>Internet Users as a Percentage of the Total Population</th>
<th>Total Number of Active Mobile Internet Users</th>
<th>Mobile Internet Users as a Percentage of the Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>38.0M</td>
<td>56%</td>
<td>30.6M</td>
<td>45%</td>
</tr>
</tbody>
</table>

Sources: InternetWorldStats; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE
ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS

INTERNET USERS: INTERNETWORLDSTATS DATA
38.00M

INTERNET USERS: ITU DATA
23.74M

INTERNET USERS: CIA DATA
19.50M

Sources: InternetWorldStats, ITU, CIA.
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%

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.
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
- Year-on-Year: 50% -14%

SHARE OF WEB PAGE VIEWS: Mobile Phones
- Year-on-Year: 45% +30%

SHARE OF WEB PAGE VIEWS: Tablets
- Year-on-Year: 5% -29%

SHARE OF WEB PAGE VIEWS: Other Devices
- Year-on-Year: -

Source: StatCounter, Q1 2015.
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

ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

38.0M

56%

34.0M

50%

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
### TOP ACTIVE SOCIAL PLATFORMS

**Jan 2016**

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

<table>
<thead>
<tr>
<th>Platform</th>
<th>Social Network</th>
<th>Messenger / Chat App / VOIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>32%</td>
<td></td>
</tr>
<tr>
<td>Line</td>
<td>29%</td>
<td></td>
</tr>
<tr>
<td>Facebook Messenger</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>Google+</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Pinterest</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>WhatsApp</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Skype</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>LinkedIn</td>
<td>10%</td>
<td></td>
</tr>
</tbody>
</table>

- **Source:** GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. **Note:** Data has been re-based to show national penetration.
### Facebook User Profile

#### JAN 2016

**Detail of Facebook users by age group and gender, in millions**

<table>
<thead>
<tr>
<th>Age</th>
<th>Total</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>38,000,000</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>13-19</td>
<td>23%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>20-29</td>
<td>37%</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>30-39</td>
<td>22%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>40-49</td>
<td>10%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>50-59</td>
<td>5%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>60+</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: We Are Social’s analysis of Facebook-reported data, Q1 2016. Note: table values may not sum to 100% due to rounding in reported data.
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)
47.0M

MOBILE PENETRATION (UNIQUE USERS vs. POPULATION)
69%

NUMBER OF MOBILE CONNECTIONS (SUBSCRIPTIONS)
82.8M

MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION
122%

AVERAGE NUMBER OF CONNECTIONS PER UNIQUE MOBILE USER
1.76

Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
MOBILE CONNECTIONS

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

TOTAL NUMBER OF MOBILE SUBSCRIPTIONS
122%

MOBILE SUBSCRIPTIONS AS A PERCENTAGE OF THE TOTAL POPULATION
83%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAID
17%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID
98%

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

SOURCES:
GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.
MOBILE ACTIVITIES

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

PERCENTAGE OF THE POPULATION USING MOBILE MESSENGERS: 40%

PERCENTAGE OF THE POPULATION WATCHING VIDEOS ON MOBILE: 33%

PERCENTAGE OF THE POPULATION PLAYING GAMES ON MOBILE: 33%

PERCENTAGE OF THE POPULATION USING MOBILE BANKING: 30%

PERCENTAGE OF THE POPULATION USING MOBILE MAP SERVICES: 32%

• Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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: 44%
- SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY IN THE PAST 30 DAYS: 48%
- VISITED AN ONLINE RETAIL STORE IN THE PAST 30 DAYS: 40%
- MADE AN ONLINE PURCHASE VIA A LAPTOP OR DESKTOP COMPUTER IN THE PAST 30 DAYS: 39%
- MADE AN ONLINE PURCHASE VIA A MOBILE DEVICE IN THE PAST 30 DAYS: 31%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
TURKEY
DIGITAL IN TURKEY
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
ACTIVE INTERNET USERS
ACTIVE SOCIAL MEDIA USERS
MOBILE CONNECTIONS
ACTIVE MOBILE SOCIAL USERS

79.14 MILLION
46.28 MILLION
42.00 MILLION
71.03 MILLION
36.00 MILLION

URBANISATION: 74%
PENETRATION: 58%
PENETRATION: 53% vs POPULATION: 90%
PENETRATION: 45%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS: +10% SINCE JAN 2015
GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS: +5% SINCE JAN 2015
GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS: +2% SINCE JAN 2015
GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS: +13% SINCE JAN 2015

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
DIGITAL DEVICE OWNERSHIP

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

- MOBILE PHONE (ALL TYPES): 86%
- SMART PHONE: 56%
- LAPTOP OR DESKTOP COMPUTER: 48%
- TABLET DEVICE: 11%
- TV STREAMING DEVICE: 4%
- HANDHELD GAMING CONSOLE: [N/A]
- E-READER DEVICE: 1%
- WEARABLE TECH DEVICE: 5%

* Please see notes at the end of the report for definitions.

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire.
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: 4H 14M
AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE: 2H 35M
AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE: 2H 32M
AVERAGE DAILY TELEVISION VIEWING TIME: 2H 18M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
INTERNET USE

Based on reported active internet user data, and user-claimed mobile internet use

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of active internet users</td>
<td>46.3M</td>
<td>58%</td>
</tr>
<tr>
<td>Internet users as a percentage of the total population</td>
<td>58%</td>
<td></td>
</tr>
<tr>
<td>Total number of active mobile internet users</td>
<td>40.5M</td>
<td>51%</td>
</tr>
<tr>
<td>Mobile internet users as a percentage of the total population</td>
<td>51%</td>
<td></td>
</tr>
</tbody>
</table>

Sources: InternetWorldStats; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE
ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS

INTERNET USERS:
INTERNETWORLDSTATS DATA

INTERNET USERS:
ITU DATA

INTERNET USERS:
CIA DATA

46.28M

40.40M

36.60M

Sources: InternetWorldStats, ITU, CIA.
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%

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.
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%

Source: StatCounter, Q1 2015.
SOCIAL MEDIA USE

JAN 2016

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS

ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

42.0M
53%
36.0M
45%

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
TOP ACTIVE SOCIAL PLATFORMS

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

- **FACEBOOK**: 32%
- **WHATSAPP**: 24%
- **FACEBOOK MESSENGER**: 20%
- **TWITTER**: 17%
- **INSTAGRAM**: 16%
- **GOOGLE+**: 15%
- **SKYPE**: 13%
- **LINKEDIN**: 9%
- **VIBER**: 8%
- **VINE**: 7%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>42,000,000</td>
<td>37%</td>
<td>63%</td>
</tr>
<tr>
<td>13 – 19</td>
<td>19%</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>20 – 29</td>
<td>36%</td>
<td>14%</td>
<td>23%</td>
</tr>
<tr>
<td>30 – 39</td>
<td>23%</td>
<td>8%</td>
<td>15%</td>
</tr>
<tr>
<td>40 – 49</td>
<td>12%</td>
<td>4%</td>
<td>8%</td>
</tr>
<tr>
<td>50 – 59</td>
<td>5%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>60+</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: We Are Social’s analysis of Facebook-reported data, Q1 2016. Note: table values may not sum to 100% due to rounding in reported data.
MOBILE USERS & CONNECTIONS

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

<table>
<thead>
<tr>
<th>NUMBER OF UNIQUE MOBILE USERS (ANY TYPE OF HANDSET)</th>
<th>MOBILE PENETRATION (UNIQUE USERS vs. POPULATION)</th>
<th>NUMBER OF MOBILE CONNECTIONS (subscriptions)</th>
<th>MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION</th>
<th>AVERAGE NUMBER OF CONNECTIONS PER UNIQUE MOBILE USER</th>
</tr>
</thead>
<tbody>
<tr>
<td>62.1M</td>
<td>78%</td>
<td>71.0M</td>
<td>90%</td>
<td>1.14</td>
</tr>
</tbody>
</table>

Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
MOBILE CONNECTIONS
BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER OF MOBILE SUBSCRIPTIONS
71.0M

MOBILE SUBSCRIPTIONS AS A PERCENTAGE OF THE TOTAL POPULATION
90%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAYED
55%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAYED
45%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE BROADBAND (3G & 4G)
39%

Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.
MOBILE ACTIVITIES

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

- Percentage of the population using mobile messengers: 43%
- Percentage of the population watching videos on mobile: 36%
- Percentage of the population playing games on mobile: 28%
- Percentage of the population using mobile banking: 35%
- Percentage of the population using mobile map services: 37%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
Purchased a product or service online in the past 30 days: 45%

Searched online for a product or service to buy in the past 30 days: 54%

Visited an online retail store in the past 30 days: 40%

Made an online purchase via a laptop or desktop computer in the past 30 days: 42%

Made an online purchase via a mobile device in the past 30 days: 24%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
UNITED ARAB EMIRATES
DIGITAL IN THE UAE
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 9.21 MILLION
ACTIVE INTERNET USERS: 8.81 MILLION
ACTIVE SOCIAL MEDIA USERS: 6.30 MILLION
MOBILE CONNECTIONS: 17.19 MILLION
ACTIVE MOBILE SOCIAL USERS: 5.60 MILLION

URBANISATION: 86%
PENETRATION: 96%
PENETRATION: 68% vs POPULATION: 187%
PENETRATION: 61%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS
+3%
SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS
+17%
SINCE JAN 2015

GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS
+5%
SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS
+22%
SINCE JAN 2015

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
DIGITAL DEVICE OWNERSHIP

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

- MOBILE PHONE (ALL TYPES): 99%
- SMART PHONE: 91%
- LAPTOP OR DESKTOP COMPUTER: 78%
- TABLET DEVICE: 33%
- TV STREAMING DEVICE: 12%
- HANDHELD GAMING CONSOLE: [N/A]
- E-READER DEVICE: 2%
- WEARABLE TECH DEVICE: 8%

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Please see notes at the end of the report for definitions.
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
4H 25M

AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE
3H 37M

AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE
3H 01M

AVERAGE DAILY TELEVISION VIEWING TIME
1H 42M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
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%

Sources: InternetWorldStats; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE
ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS

INTERNET USERS: INTERNETWORLDSTATS DATA
8.807M

INTERNET USERS: ITU DATA
8.328M

INTERNET USERS: CIA DATA
5.200M

Sources: InternetWorldStats, ITU, CIA.
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%

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.
SHARE OF WEB TRAFFIC

SHARE OF WEB PAGE VIEWS: LAPTOPS & DESKTOPS

SHARE OF WEB PAGE VIEWS: MOBILE PHONES

SHARE OF WEB PAGE VIEWS: TABLETS

SHARE OF WEB PAGE VIEWS: OTHER DEVICES

47%  YEAR-ON-YEAR: +1%

49%  YEAR-ON-YEAR: +2%

4%   YEAR-ON-YEAR: -23%

0.06% YEAR-ON-YEAR: +100%

Source: StatCounter, Q1 2015.
<table>
<thead>
<tr>
<th>Total Number of Active Social Media Users</th>
<th>Total Number of Social Users Accessing Via Mobile</th>
<th>Total Number of Active Social Users As A Percentage of The Total Population</th>
<th>Active Mobile Social Users As A Percentage of The Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.30M</td>
<td>5.60M</td>
<td>68%</td>
<td>61%</td>
</tr>
</tbody>
</table>

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
### JAN 2016

**TOP ACTIVE SOCIAL PLATFORMS**

Survey-based data: figures represent users' own claimed/reported activity

<table>
<thead>
<tr>
<th>Platform</th>
<th>Social Network</th>
<th>Messenger / Chat App / VoIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHATSAPP</td>
<td></td>
<td>47%</td>
</tr>
<tr>
<td>FACEBOOK</td>
<td></td>
<td>46%</td>
</tr>
<tr>
<td>SKYPE</td>
<td></td>
<td>46%</td>
</tr>
<tr>
<td>FACEBOOK MESSENGER</td>
<td></td>
<td>42%</td>
</tr>
<tr>
<td>TWITTER</td>
<td></td>
<td>29%</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td></td>
<td>27%</td>
</tr>
<tr>
<td>LINKEDIN</td>
<td></td>
<td>27%</td>
</tr>
<tr>
<td>GOOGLE+</td>
<td></td>
<td>27%</td>
</tr>
<tr>
<td>VIBER</td>
<td></td>
<td>20%</td>
</tr>
<tr>
<td>SNAPCHAT</td>
<td></td>
<td>19%</td>
</tr>
</tbody>
</table>

**Source:** GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. **Note:** Data has been re-based to show national penetration.
FACEBOOK USER PROFILE

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

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>6,300,000</td>
<td>26%</td>
<td>74%</td>
</tr>
<tr>
<td>13 – 19</td>
<td>7%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>20 – 29</td>
<td>40%</td>
<td>10%</td>
<td>30%</td>
</tr>
<tr>
<td>30 – 39</td>
<td>34%</td>
<td>9%</td>
<td>25%</td>
</tr>
<tr>
<td>40 – 49</td>
<td>12%</td>
<td>3%</td>
<td>9%</td>
</tr>
<tr>
<td>50 – 59</td>
<td>3%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>60+</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: We Are Social’s analysis of Facebook-reported data, Q1 2016. Note: table values may not sum to 100% due to rounding in reported data.
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

4.90M

53%

17.19M

187%

3.51

Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
MOBILE CONNECTIONS

JAN 2016

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%

Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.
MOBILE ACTIVITIES

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

- Percentage of the population using mobile messengers: 71%
- Percentage of the population watching videos on mobile: 62%
- Percentage of the population playing games on mobile: 41%
- Percentage of the population using mobile banking: 47%
- Percentage of the population using mobile map services: 60%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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: 62%
- SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY IN THE PAST 30 DAYS: 80%
- VISITED AN ONLINE RETAIL STORE IN THE PAST 30 DAYS: 65%
- MADE AN ONLINE PURCHASE VIA A LAPTOP OR DESKTOP COMPUTER IN THE PAST 30 DAYS: 53%
- MADE AN ONLINE PURCHASE VIA A MOBILE DEVICE IN THE PAST 30 DAYS: 40%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
UNITED KINGDOM
### Digital in the UK

**January 2016**

**A Snapshot of the Country’s Key Digital Statistical Indicators**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Figure</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>64.91M</td>
<td>Million, including children</td>
</tr>
<tr>
<td>Active Internet Users</td>
<td>59.47M</td>
<td>Million, includes access via fixed and mobile connections</td>
</tr>
<tr>
<td>Active Social Media Users</td>
<td>38.00M</td>
<td>Million, based on active user accounts, not unique individuals</td>
</tr>
<tr>
<td>Mobile Connections</td>
<td>74.92M</td>
<td>Million, represents mobile subscriptions, not unique users</td>
</tr>
<tr>
<td>Active Mobile Social Users</td>
<td>33.00M</td>
<td>Million, based on active user accounts, not unique individuals</td>
</tr>
</tbody>
</table>

**Urbanisation:** 83%

**Penetration:** 92%

**Penetration:** 59%

**Penetration:** 51%

**Penetration vs Population:** 115%

---

*Sources: UN, US Census Bureau; ITU, Facebook, GSMA Intelligence.*
ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS: +2%
SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS: 0%
SINCE JAN 2015

GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS: -0.2%
SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS: +3%
SINCE JAN 2015

Sources: UN, US Census Bureau; ITU, Facebook, GSMA Intelligence.
DIGITAL DEVICE OWNERSHIP

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

- MOBILE PHONE (ALL TYPES): 92%
- SMART PHONE: 71%
- LAPTOP OR DESKTOP COMPUTER: 75%
- TABLET DEVICE: 51%
- TV STREAMING DEVICE: 21%
- HANDHELD GAMING CONSOLE: [N/A]
- E-READER DEVICE: 13%
- WEARABLE TECH DEVICE: 4%

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Please see notes at the end of the report for definitions.
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

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE

AVERAGE DAILY
TELEVISION
VIEWING TIME

3H 47M 1H 33M 1H 29M 2H 46M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
## Internet Use

Based on reported active internet user data, and user-claimed mobile internet use.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of active internet users</td>
<td>59.5M</td>
</tr>
<tr>
<td>Internet users as a percentage of the total population</td>
<td>92%</td>
</tr>
<tr>
<td>Total number of active mobile internet users</td>
<td>40.3M</td>
</tr>
<tr>
<td>Mobile internet users as a percentage of the total population</td>
<td>62%</td>
</tr>
</tbody>
</table>

*Sources: ITU; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.*
INTERNET USERS: PERSPECTIVE

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

INTERNET USERS:
INTERNETWORLDSTATS DATA

INTERNET USERS:
ITU DATA

INTERNET USERS:
CIA DATA

59.33M

59.47M

57.30M

Sources: InternetWorldStats, ITU, CIA.
FREQUENCY OF INTERNET USE

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

USE THE INTERNET EVERY DAY

USE THE INTERNET AT LEAST ONCE PER WEEK

USE THE INTERNET AT LEAST ONCE PER MONTH

USE THE INTERNET LESS THAN ONCE PER MONTH

85% 11% 3% 1%

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.
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
SHARE OF WEB PAGE VIEWS: Mobile Phones
SHARE OF WEB PAGE VIEWS: Tablets
SHARE OF WEB PAGE VIEWS: Other Devices

YEAR-ON-YEAR:
59% +8%
28% -7%
12% -16%
0.4% +33%

Source: StatCounter, Q1 2015.
SOCIAL MEDIA USE

JAN 2016

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

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS

ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

38.0M
59%
33.0M
51%

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
**TOP ACTIVE SOCIAL PLATFORMS**

Survey-based data: figures represent users’ own claimed / reported activity

<table>
<thead>
<tr>
<th>Platform</th>
<th>Social Network Percentage</th>
<th>Messenger / Chat App / VoIP Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td>Facebook Messenger</td>
<td></td>
<td>32%</td>
</tr>
<tr>
<td>WhatsApp</td>
<td></td>
<td>24%</td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td>20%</td>
</tr>
<tr>
<td>Instagram</td>
<td></td>
<td>14%</td>
</tr>
<tr>
<td>Skype</td>
<td></td>
<td>13%</td>
</tr>
<tr>
<td>Snapchat</td>
<td></td>
<td>12%</td>
</tr>
<tr>
<td>Google+</td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td>Pinterest</td>
<td></td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
### FACEBOOK USER PROFIE

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

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 – 19</td>
<td>5.3</td>
<td>2.1</td>
<td>1.9</td>
</tr>
<tr>
<td>20 – 29</td>
<td>5.4</td>
<td>4.1</td>
<td>1.3</td>
</tr>
<tr>
<td>30 – 39</td>
<td>4.1</td>
<td>4.0</td>
<td>0.1</td>
</tr>
<tr>
<td>40 – 49</td>
<td>3.4</td>
<td>3.0</td>
<td>0.4</td>
</tr>
<tr>
<td>50 – 59</td>
<td>2.5</td>
<td>2.0</td>
<td>0.5</td>
</tr>
<tr>
<td>60+</td>
<td>2.1</td>
<td>1.7</td>
<td>0.4</td>
</tr>
</tbody>
</table>

**TOTAL**

- **38,000,000**
- **51% Female**
- **49% Male**

**Note:** Table values may not sum to 100% due to rounding in reported data.

Source: We Are Social’s analysis of Facebook-reported data, Q1 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)

52.8M

MOBILE PENETRATION (UNIQUE USERS vs. POPULATION)

81%

NUMBER OF MOBILE CONNECTIONS (SUBSCRIPTIONS)

74.9M

MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION

115%

AVERAGE NUMBER OF CONNECTIONS PER UNIQUE MOBILE USER

1.42

Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
MOBILE CONNECTIONS
BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

- **TOTAL NUMBER OF MOBILE SUBSCRIPTIONS**: 74.9M
- **MOBILE SUBSCRIPTIONS AS A PERCENTAGE OF THE TOTAL POPULATION**: 115%
- **PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAID**: 38%
- **PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID**: 62%
- **PERCENTAGE OF MOBILE CONNECTIONS THAT ARE BROADBAND (3G & 4G)**: 80%

Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.
MOBILE ACTIVITIES
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

- Percentage of the population using mobile messengers: 43%
- Percentage of the population watching videos on mobile: 31%
- Percentage of the population playing games on mobile: 24%
- Percentage of the population using mobile banking: 32%
- Percentage of the population using mobile map services: 37%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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: 77%
- Searched online for a product or service to buy in the past 30 days: 79%
- Visited an online retail store in the past 30 days: 79%
- Made an online purchase via a laptop or desktop computer in the past 30 days: 73%
- Made an online purchase via a mobile device in the past 30 days: 27%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
UNITED STATES OF AMERICA
DIGITAL IN THE USA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
ACTIVE INTERNET USERS
ACTIVE SOCIAL MEDIA USERS
MOBILE CONNECTIONS
ACTIVE MOBILE SOCIAL USERS

322.9 MILLION
282.1 MILLION
192.0 MILLION
342.4 MILLION
169.0 MILLION

URBANISATION: 82%
PENETRATION: 87%
PENETRATION: 59%
vs POPULATION: 106%
PENETRATION: 52%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; ITU, Facebook, GSMA Intelligence.
ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS
+4% SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS
+3% SINCE JAN 2015

GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS
+4% SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS
+6% SINCE JAN 2015

Sources: UN, US Census Bureau; ITU, Facebook, GSMA Intelligence.
DIGITAL DEVICE OWNERSHIP

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

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Phone (all types)</td>
<td>85%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>57%</td>
</tr>
<tr>
<td>Laptop or desktop computer</td>
<td>72%</td>
</tr>
<tr>
<td>Tablet device</td>
<td>35%</td>
</tr>
<tr>
<td>TV streaming device</td>
<td>[N/A]</td>
</tr>
<tr>
<td>Handheld gaming console</td>
<td>10%</td>
</tr>
<tr>
<td>E-reader device</td>
<td>12%</td>
</tr>
<tr>
<td>Wearable tech device</td>
<td>[N/A]</td>
</tr>
</tbody>
</table>

*Please see notes at the end of the report for definitions.

Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire.
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
4H 15M

AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE
1H 55M

AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE
1H 43M

AVERAGE DAILY TELEVISION VIEWING TIME
3H 18M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
INTERNET USE
BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE

TOTAL NUMBER OF ACTIVE INTERNET USERS
282.1M

INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION
87%

TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS
178.0M

MOBILE INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION
55%

Sources: ITU; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE
ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS

INTERNET USERS: INTERNETWORLDSTATS DATA
INTERNET USERS: ITU DATA
INTERNET USERS: CIA DATA

280.7M
282.1M
276.6M

Sources: InternetWorldStats, ITU, CIA.
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%

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.*
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%

Source: StatCounter, Q1 2015.
TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS

192M

ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

59%

TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE

169M

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

52%

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
### Top Active Social Platforms - JAN 2016

**Survey-based data: figures represent users' own claimed / reported activity**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Social Network</th>
<th>Messenger / Chat App / VoIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>41%</td>
<td></td>
</tr>
<tr>
<td>Facebook Messenger</td>
<td></td>
<td>26%</td>
</tr>
<tr>
<td>Twitter</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Pinterest</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Google+</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>LinkedIn</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Snapchat</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Skype</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Tumblr</td>
<td>8%</td>
<td></td>
</tr>
</tbody>
</table>

**Source:** GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. **Note:** Data has been re-based to show national penetration.
JAN 2016

FACEBOOK USER PROFILE

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

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 – 19</td>
<td>8%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>20 – 29</td>
<td>28%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>30 – 39</td>
<td>21%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>40 – 49</td>
<td>16%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>50 – 59</td>
<td>13%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>60+</td>
<td>13%</td>
<td>8%</td>
<td>5%</td>
</tr>
</tbody>
</table>

*Source: We Are Social’s analysis of Facebook-reported data, Q1 2016. Note: table values may not sum to 100% due to rounding in reported data.*
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): 263M
- Mobile penetration (unique users vs. population): 81%
- Number of mobile connections (subscriptions): 342M
- Mobile connections as a percentage of total population: 106%
- Average number of connections per unique mobile user: 1.30

Sources: extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
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%

Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.
MOBILE ACTIVITIES

Survey-based data: figures represent users' own claimed / reported activity

- Percentage of the population using mobile messengers: 34%
- Percentage of the population watching videos on mobile: 31%
- Percentage of the population playing games on mobile: 28%
- Percentage of the population using mobile banking: 31%
- Percentage of the population using mobile map services: 38%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
E-COMMERCE BY DEVICE

Purchased a product or service online in the past 30 days: 66%
Searched online for a product or service to buy in the past 30 days: 71%
Visited an online retail store in the past 30 days: 69%
Made an online purchase via a laptop or desktop computer in the past 30 days: 60%
Made an online purchase via a mobile device in the past 30 days: 26%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
DIGITAL IN VIETNAM
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
ACTIVE INTERNET USERS
ACTIVE SOCIAL MEDIA USERS
MOBILE CONNECTIONS
ACTIVE MOBILE SOCIAL USERS

93.95 MILLION
47.30 MILLION
35.00 MILLION
142.99 MILLION
29.00 MILLION

URBANISATION: 34%
PENETRATION: 50%
PENETRATION: 37%
vs POPULATION: 152%
PENETRATION: 31%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
JAN 2016

ANNUAL GROWTH
GROWTH TRENDS FOR THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS
+10%
SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS
+25%
SINCE JAN 2015

GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS
+5%
SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS
+21%
SINCE JAN 2015

Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.
DIGITAL DEVICE OWNERSHIP
PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE

MOBILE PHONE (ALL TYPES) 93%
SMART PHONE 55%
LAPTOP OR DESKTOP COMPUTER 46%
TABLET DEVICE 12%

TV STREAMING DEVICE 2%
HANDHELD GAMING CONSOLE [N/A]
E-READER DEVICE [N/A]
WEARABLE TECH DEVICE [N/A]

* Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. *Please see notes at the end of the report for definitions.
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

AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE

AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE

AVERAGE DAILY TELEVISION VIEWING TIME

4H 39M 2H 25M 2H 18M 1H 31M

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Averages also factor non-users.
## Internet Use

**INTERNET USE**

Based on reported active internet user data, and user-claimed mobile internet use.

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of active internet users</td>
<td>47.3M</td>
<td></td>
</tr>
<tr>
<td>Internet users as a percentage of the total population</td>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>Total number of active mobile internet users</td>
<td>39.7M</td>
<td></td>
</tr>
<tr>
<td>Mobile internet users as a percentage of the total population</td>
<td>42%</td>
<td></td>
</tr>
</tbody>
</table>

**Sources:** InternetWorldStats; mobile internet data based on GlobalWebIndex Q4 2015 survey; data has been rebased to show national penetration.
INTERNET USERS: PERSPECTIVE
ESTIMATES OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS

INTERNET USERS: INTERNETWORLDSTATS DATA
INTERNET USERS: ITU DATA
INTERNET USERS: CIA DATA

47.30M  45.39M  40.10M

Sources: InternetWorldStats, ITU, CIA.
### FREQUENCY OF INTERNET USE

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

<table>
<thead>
<tr>
<th>Frequency of Use</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use the internet every day</td>
<td>78%</td>
</tr>
<tr>
<td>Use the internet at least once per week</td>
<td>18%</td>
</tr>
<tr>
<td>Use the internet at least once per month</td>
<td>3%</td>
</tr>
<tr>
<td>Use the internet less than once per month</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Source: Google Consumer Barometer 2015. Figures based on responses to a questionnaire. Totals may exceed 100% due to rounding.*
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: -

Source: StatCounter, Q1 2015.
SOCIAL MEDIA USE

JAN 2016

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

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS

ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

35.0M
37%
29.0M
31%

Sources: Facebook Q1 2016; Tencent Q3 2015; VKontakte Q3 2015, LiveInternet.ru Q1 2016.
TOP ACTIVE SOCIAL PLATFORMS

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

<table>
<thead>
<tr>
<th>Platform</th>
<th>Social Network</th>
<th>Messenger / Chat App / VOIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>29%</td>
<td>25%</td>
</tr>
<tr>
<td>Zalo</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Facebook Messenger</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Google+</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Skype</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Viber</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Line</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Twitter</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Instagram</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
FACEBOOK USER PROFILE

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

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>35,000,000</td>
<td>46%</td>
<td>54%</td>
</tr>
<tr>
<td>13 – 19</td>
<td>30%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>20 – 29</td>
<td>45%</td>
<td>21%</td>
<td>25%</td>
</tr>
<tr>
<td>30 – 39</td>
<td>17%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>40 – 49</td>
<td>5%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>50 – 59</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>60+</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Note: table values may not sum to 100% due to rounding in reported data.

Source: We Are Social’s analysis of Facebook-reported data, Q1 2016.

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### Mobile Users & Connections

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Figures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of unique mobile users (any type of handset)</td>
<td>59.5M</td>
</tr>
<tr>
<td>Mobile penetration (unique users vs. population)</td>
<td>63%</td>
</tr>
<tr>
<td>Number of mobile subscriptions</td>
<td>143.0M</td>
</tr>
<tr>
<td>Mobile connections as a percentage of total population</td>
<td>152%</td>
</tr>
<tr>
<td>Average number of connections per unique mobile user</td>
<td>2.40</td>
</tr>
</tbody>
</table>

- **Sources:** Extrapolated from eMarketer data; GSMA Intelligence, Q4 2015. UN, US Census Bureau for population data.
MOBILE CONNECTIONS

JAN 2016

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)

143.0M  152%  89%  11%  26%

Sources: GSMA Intelligence, Q4 2015; UN, US Census Bureau for population data.
MOBILE ACTIVITIES

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

PERCENTAGE OF THE POPULATION USING MOBILE MESSENGERS: 34%
PERCENTAGE OF THE POPULATION WATCHING VIDEOS ON MOBILE: 29%
PERCENTAGE OF THE POPULATION PLAYING GAMES ON MOBILE: 23%
PERCENTAGE OF THE POPULATION USING MOBILE BANKING: 19%
PERCENTAGE OF THE POPULATION USING MOBILE MAP SERVICES: 28%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
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: 37%
- Searched online for a product or service to buy in the past 30 days: 45%
- Visited an online retail store in the past 30 days: 33%
- Made an online purchase via a laptop or desktop computer in the past 30 days: 32%
- Made an online purchase via a mobile device in the past 30 days: 23%

Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
CLICK HERE TO ACCESS WE ARE SOCIAL’S 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/](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


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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