



DIGITAL 2019

INDIA

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

we
are
social



Hootsuite™

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DIGITAL 2019

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



**CLICK HERE TO READ OUR DIGITAL 2019
GLOBAL OVERVIEW REPORT, WITH MORE
THAN 200 PAGES OF ESSENTIAL CHARTS
AND INSIGHTS FROM AROUND THE WORLD**



DIGITAL 2019

GLOBAL DIGITAL YEARBOOK

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD



**CLICK HERE TO READ OUR DIGITAL 2019
GLOBAL DIGITAL YEARBOOK, WITH
ESSENTIAL HEADLINE DIGITAL DATA
FOR EVERY COUNTRY IN THE WORLD**

CLICK THE LINKS BELOW TO ACCESS OUR IN-DEPTH LOCAL REPORTS

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



GLOBAL OVERVIEW

JAN
2019

DIGITAL AROUND THE WORLD IN 2019

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

TOTAL
POPULATION



7.676
BILLION

URBANISATION:

56%

UNIQUE
MOBILE USERS



5.112
BILLION

PENETRATION:

67%

INTERNET
USERS



4.388
BILLION

PENETRATION:

57%

ACTIVE SOCIAL
MEDIA USERS



3.484
BILLION

PENETRATION:

45%

MOBILE SOCIAL
MEDIA USERS



3.256
BILLION

PENETRATION:

42%



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ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

TOTAL
POPULATION



+1.1%

JAN 2018 – JAN 2019

+84 MILLION

UNIQUE
MOBILE USERS



+2.0%

JAN 2018 – JAN 2019

+100 MILLION

INTERNET
USERS



+9.1%

JAN 2018 – JAN 2019

+367 MILLION

ACTIVE SOCIAL
MEDIA USERS



+9.0%

JAN 2018 – JAN 2019

+288 MILLION

MOBILE SOCIAL
MEDIA USERS



+10%

JAN 2018 – JAN 2019

+297 MILLION



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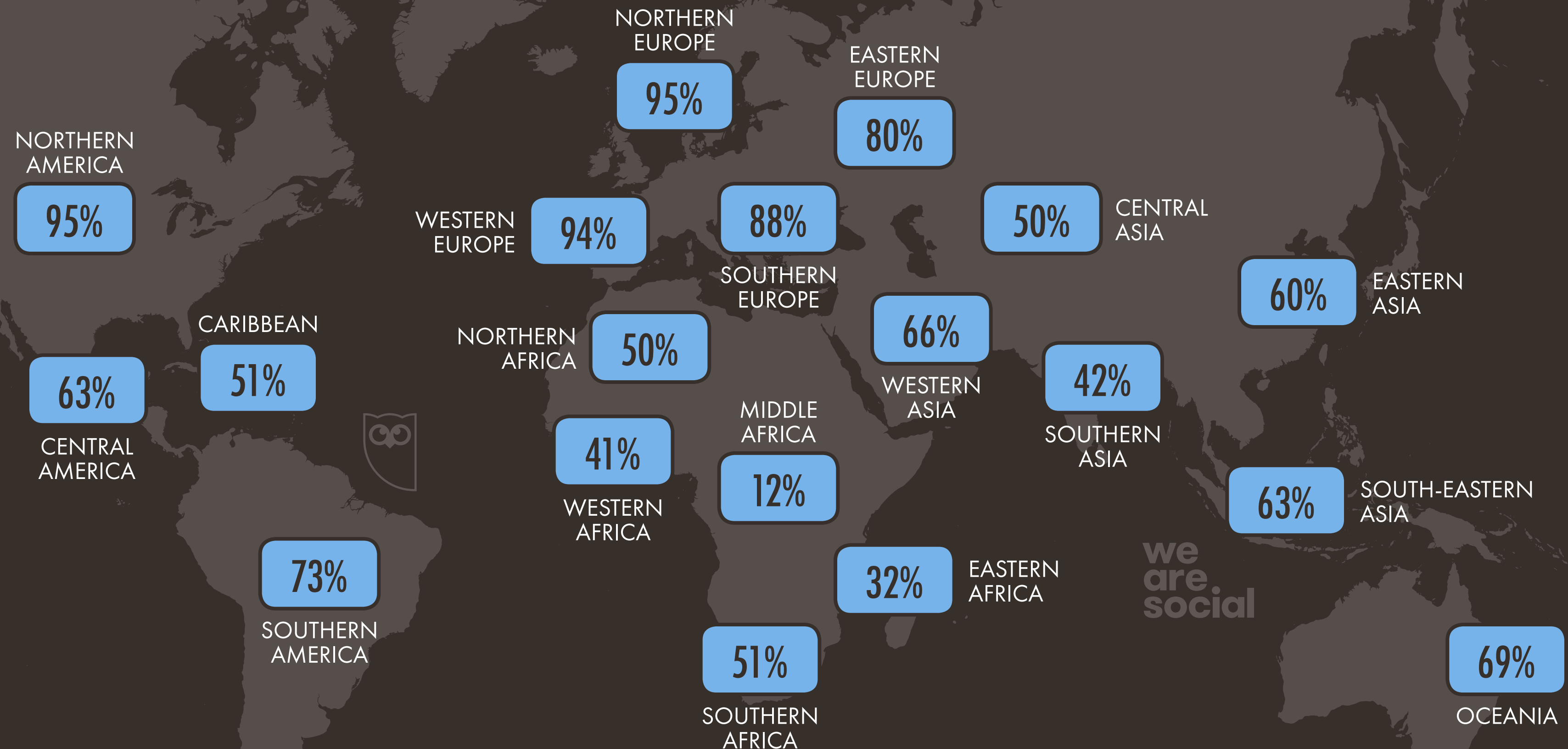
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INTERNET PENETRATION BY REGION

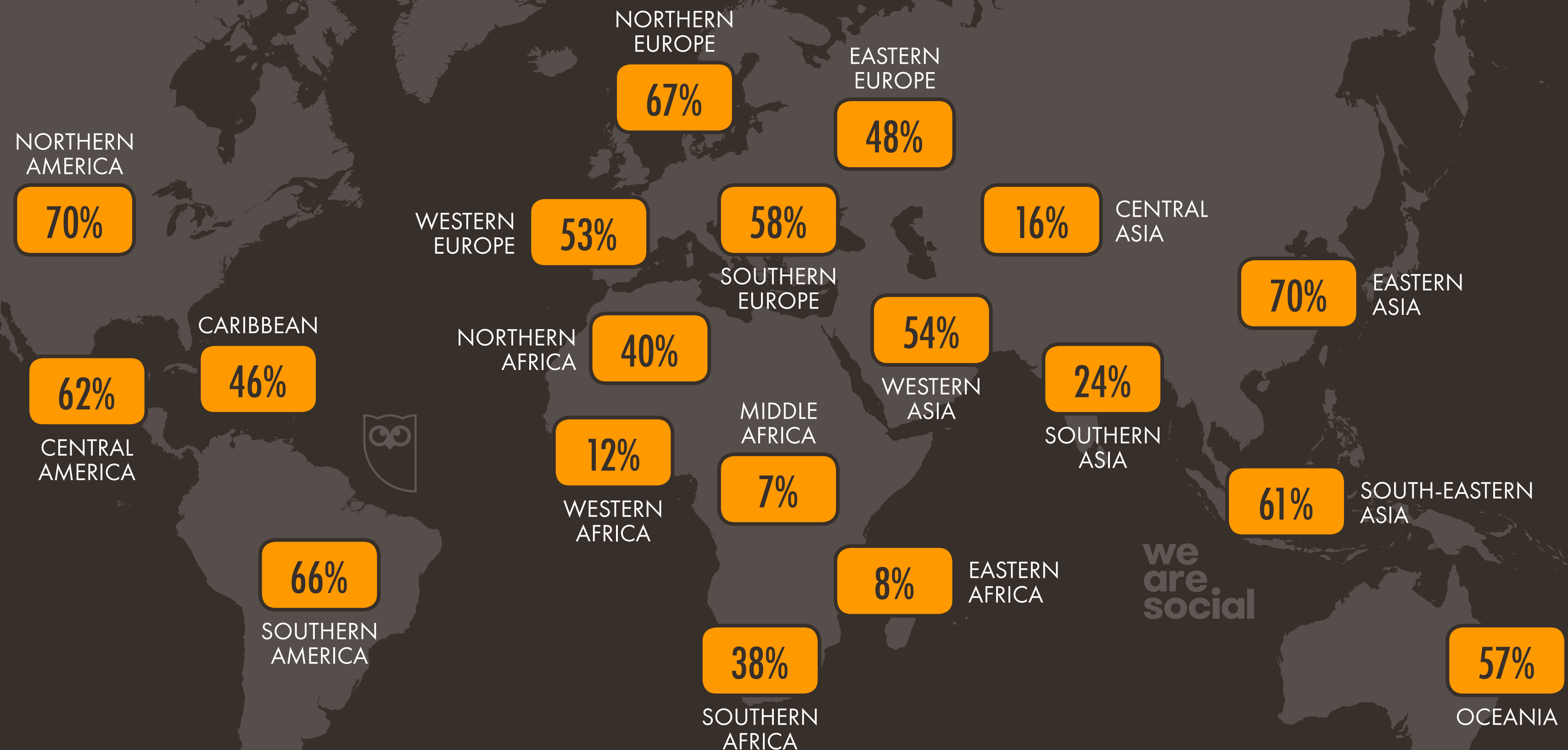
INTERNET USE BY REGION, COMPARING THE NUMBER OF INTERNET USERS TO TOTAL POPULATION (REGARDLESS OF AGE)



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SOCIAL MEDIA PENETRATION BY REGION

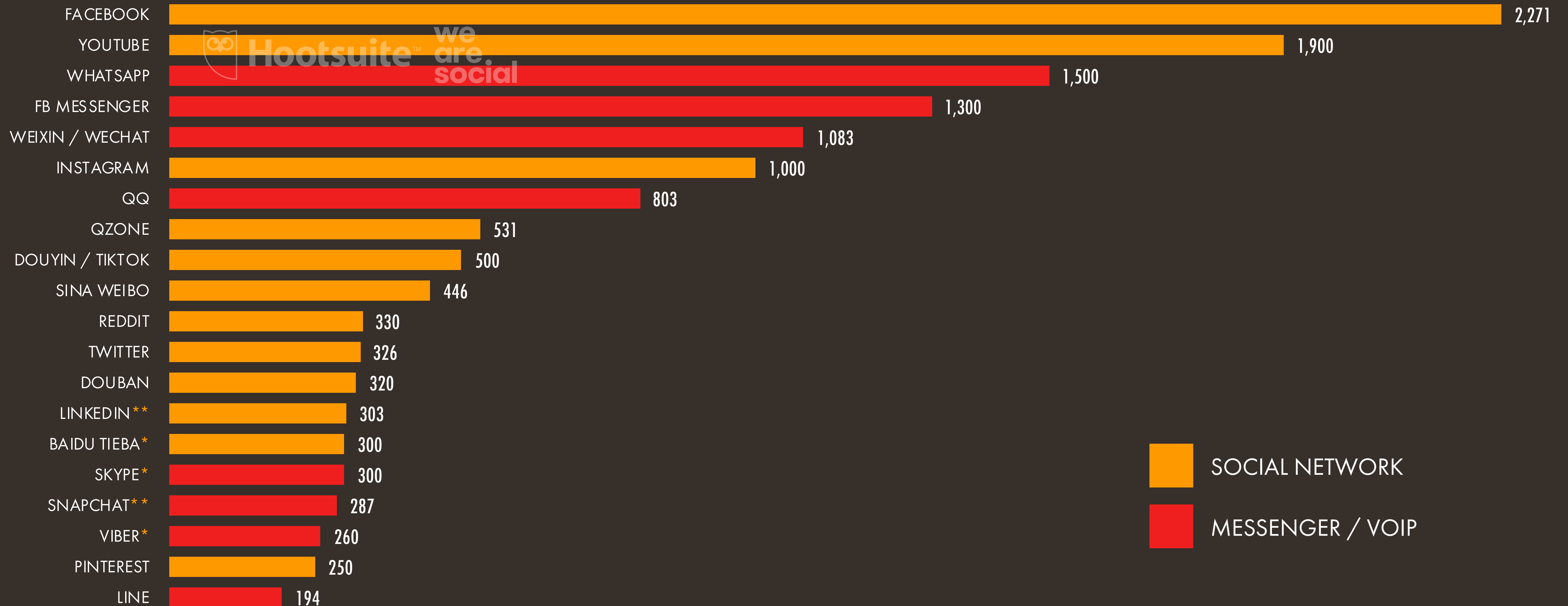
BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE PLATFORMS IN EACH COUNTRY / TERRITORY, COMPARED TO TOTAL POPULATION



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SOCIAL PLATFORMS: ACTIVE USER ACCOUNTS

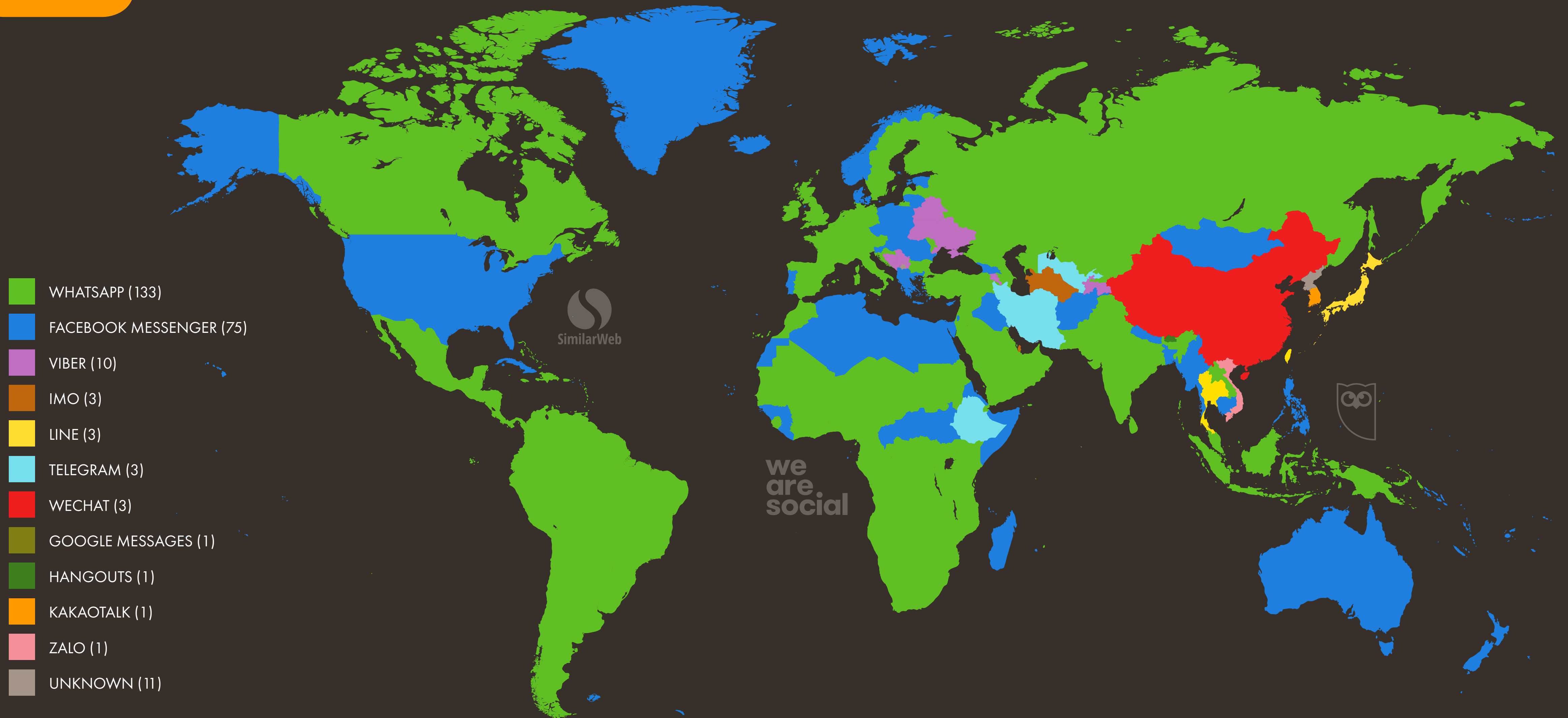
BASED ON MONTHLY ACTIVE USERS, USER ACCOUNTS, OR UNIQUE VISITORS TO EACH PLATFORM, IN MILLIONS



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TOP SOCIAL MESSENGERS AROUND THE WORLD

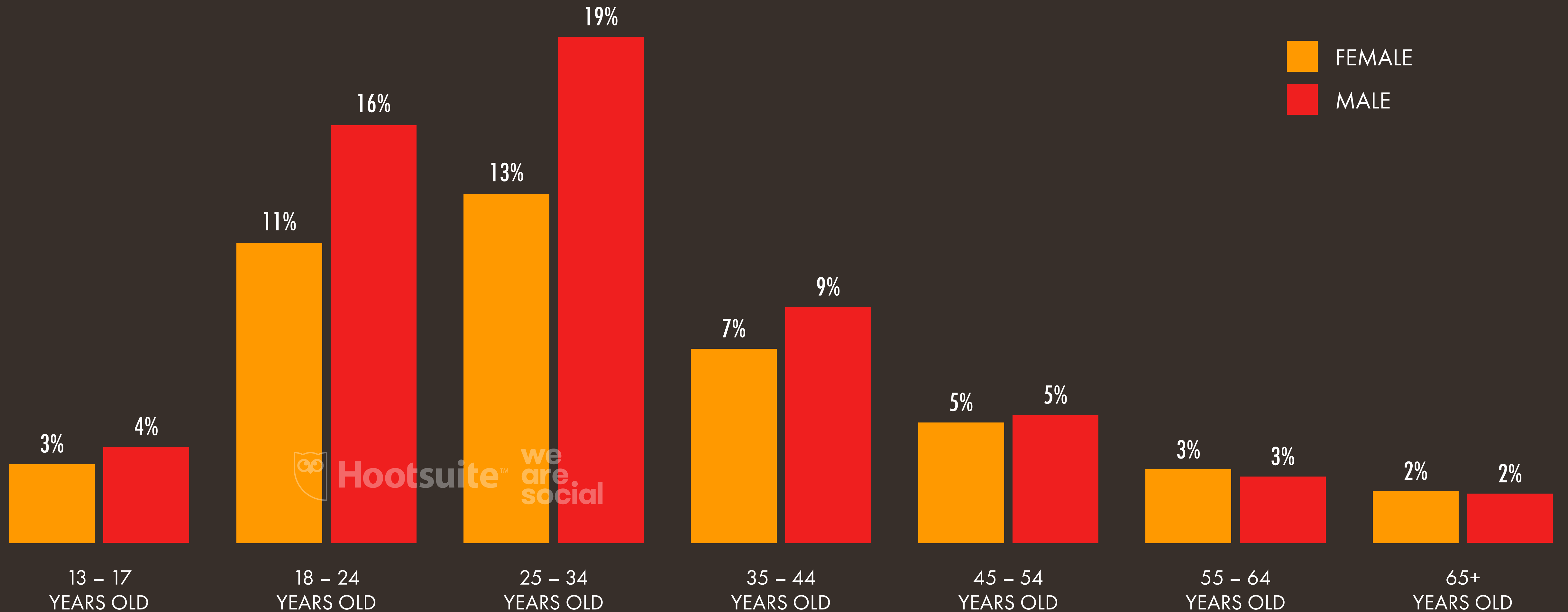
THE MOST POPULAR MESSENGER APP BY COUNTRY / TERRITORY IN DECEMBER 2018



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SOCIAL MEDIA AUDIENCE PROFILE

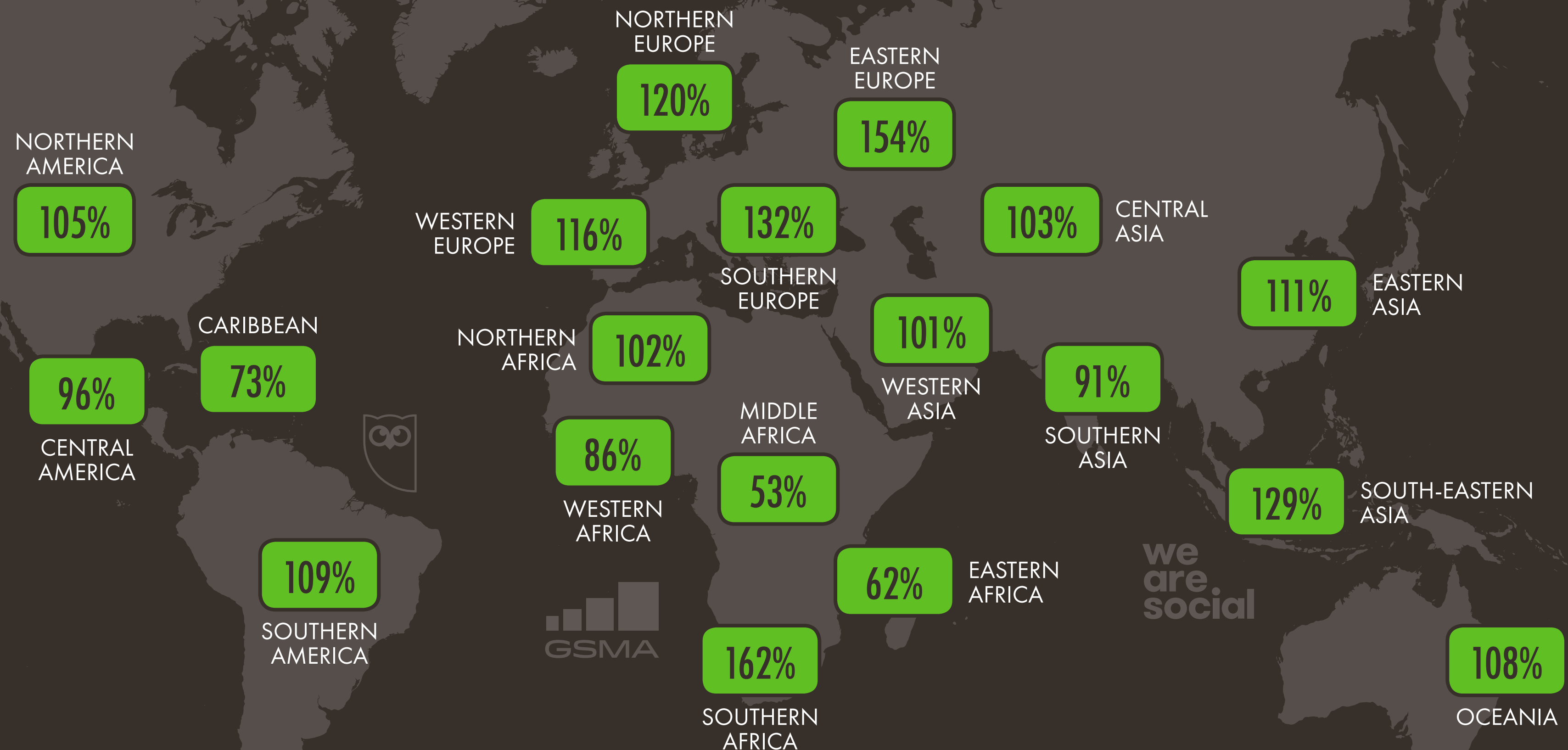
BASED ON THE COMBINED ADVERTISING AUDIENCES OF FACEBOOK, INSTAGRAM, AND FACEBOOK MESSENGER



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MOBILE CONNECTIVITY BY REGION

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





INDIA

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INDIA

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



TOTAL
POPULATION



1.361
BILLION

URBANISATION:

34%

MOBILE
SUBSCRIPTIONS



1.190
BILLION

vs. POPULATION:

87%

INTERNET
USERS



560.0
MILLION

PENETRATION:

41%

ACTIVE SOCIAL
MEDIA USERS



310.0
MILLION

PENETRATION:

23%

MOBILE SOCIAL
MEDIA USERS



290.0
MILLION

PENETRATION:

21%



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ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



TOTAL
POPULATION



+1.1%

JAN 2018 – JAN 2019

+15 MILLION

MOBILE
SUBSCRIPTIONS



+2.8%

JAN 2018 – JAN 2019

+32 MILLION

INTERNET
USERS



+21%

JAN 2018 – JAN 2019

+98 MILLION

ACTIVE SOCIAL
MEDIA USERS



+24%

JAN 2018 – JAN 2019

+60 MILLION

MOBILE SOCIAL
MEDIA USERS



+26%

JAN 2018 – JAN 2019

+60 MILLION



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OVERVIEW: POPULATION & ECONOMY

ESSENTIAL DEMOGRAPHIC AND ECONOMIC INDICATORS



TOTAL
POPULATION



1.361
BILLION

FEMALE
POPULATION



48.2%

MALE
POPULATION



51.8%

ANNUAL CHANGE
IN POPULATION SIZE



+1.1%

MEDIAN
AGE



28.2

URBAN
POPULATION



34%

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



\$7,056

OVERALL LITERACY
(ADULTS AGED 15+)



69%

FEMALE LITERACY
(ADULTS AGED 15+)



59%

MALE LITERACY
(ADULTS AGED 15+)



79%

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DEVICE USAGE

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



MOBILE PHONE
(ANY TYPE)



88%

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SMART
PHONE



40%



LAPTOP OR DESKTOP
COMPUTER



15%

we
are
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TABLET
DEVICE



5%

TELEVISION
(ANY KIND)



79%



DEVICE FOR STREAMING
INTERNET CONTENT TO TV



4%

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E-READER
DEVICE



2%



WEARABLE
TECH DEVICE



4%

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TIME SPENT WITH MEDIA

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



AVERAGE DAILY TIME
SPENT USING THE
INTERNET VIA ANY DEVICE



we
are
social

7H 47M

AVERAGE DAILY TIME
SPENT USING SOCIAL
MEDIA VIA ANY DEVICE



global
web
index

2H 32M

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



owl

2H 51M

AVERAGE DAILY TIME
SPENT LISTENING TO
STREAMING MUSIC



1H 29M



INTERNET USE

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INTERNET USE: DEVICE PERSPECTIVE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

560.0
MILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



global
web
index

41%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

515.2
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE
OF TOTAL POPULATION



38%

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INTERNET USERS: DIFFERENT PERSPECTIVES

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



INTERNET
WORLD STATS



462.1
MILLION

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



402.3
MILLION

WORLD
BANK



402.3
MILLION

CIA WORLD
FACTBOOK



374.3
MILLION

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FREQUENCY OF INTERNET USE

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



EVERY
DAY



61%

AT LEAST ONCE
PER WEEK



26%

AT LEAST ONCE
PER MONTH



11%

LESS THAN ONCE
PER MONTH



2%

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INTERNET CONNECTION SPEEDS

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



AVERAGE SPEED OF
MOBILE INTERNET
CONNECTIONS



10.06
MBPS

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



+10%

AVERAGE SPEED OF
FIXED INTERNET
CONNECTIONS



26.71
MBPS

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



+36%

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SIMILARWEB'S TOP WEBSITES

RANKING OF WEBSITES BY AVERAGE MONTHLY TRAFFIC



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

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ALEXA'S TOP WEBSITES

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



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

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

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TOP GOOGLE SEARCH QUERIES IN 2018

BASED ON SEARCHES THROUGHOUT 2018



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

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

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CONTENT STREAMING ACTIVITIES

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



WATCH VIDEOS
ONLINE



97%

STREAM TV CONTENT
VIA THE INTERNET



62%

PLAY GAMES STREAMED
LIVE VIA THE INTERNET



31%

WATCH LIVE STREAMS OF
OTHERS PLAYING GAMES



30%

WATCH E-SPORTS
TOURNAMENTS



19%

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USE OF INTERNET TECHNOLOGIES

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



VOICE SEARCH OR
VOICE COMMANDS



we
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51%

RIDE-HAILING
SERVICES



global
web
index

47%

AD-BLOCKING
TOOLS



53%

VIRTUAL PRIVATE
NETWORK (VPN)



41%



SOCIAL MEDIA USE

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SOCIAL MEDIA OVERVIEW

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



310.0
MILLION

ACTIVE SOCIAL MEDIA
USERS AS A PERCENTAGE
OF TOTAL POPULATION



23%

TOTAL NUMBER OF ACTIVE
SOCIAL USERS ACCESSING
VIA MOBILE DEVICES



290.0
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



21%

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SOCIAL MEDIA BEHAVIOURS

HOW INTERNET USERS ENGAGE WITH SOCIAL MEDIA [SURVEY BASED]



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



100%



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



86%



AVERAGE AMOUNT
OF TIME PER DAY SPENT
USING SOCIAL MEDIA



2H 32M



AVERAGE NUMBER OF
SOCIAL MEDIA ACCOUNTS
PER INTERNET USER*



12.0



PERCENTAGE OF INTERNET
USERS WHO USE SOCIAL
MEDIA FOR WORK PURPOSES

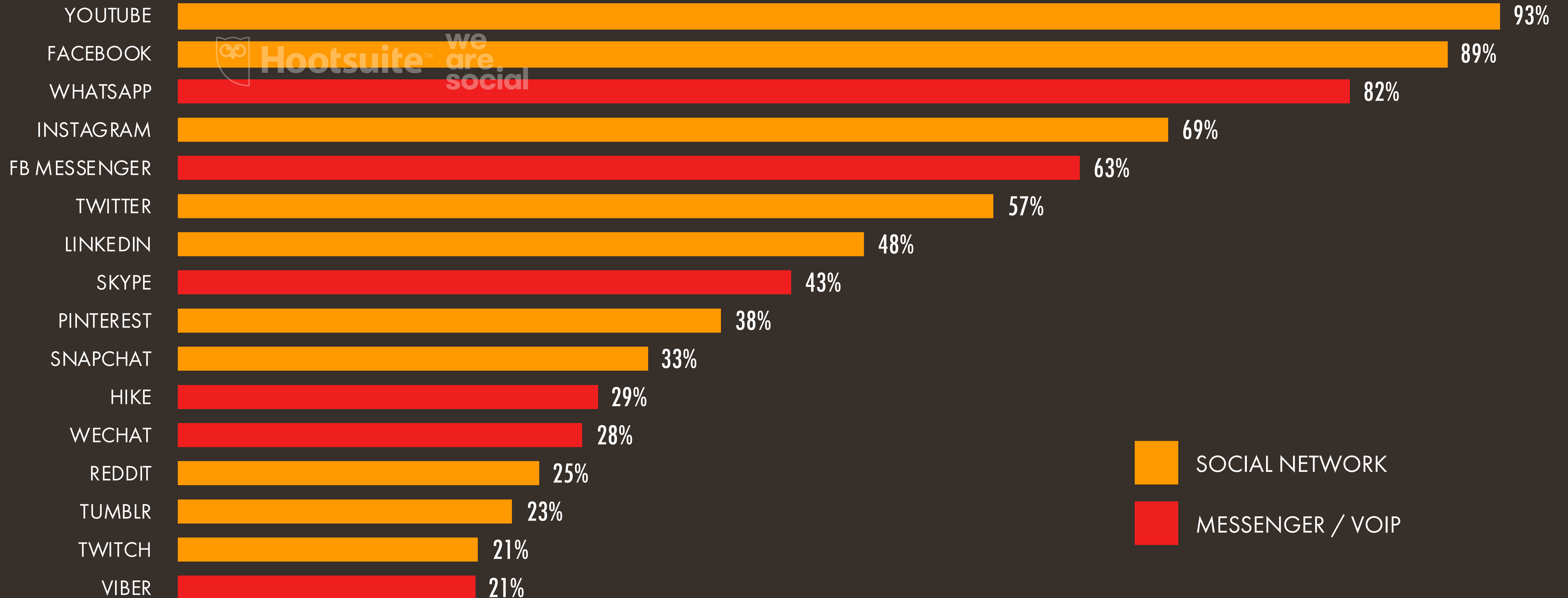


32%

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MOST ACTIVE SOCIAL MEDIA PLATFORMS

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



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SOCIAL MEDIA ADVERTISING AUDIENCES

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



TOTAL ADVERTISING
AUDIENCE ON FACEBOOK
(MONTHLY ACTIVE USERS)



300.0
MILLION

FEMALE
22%
MALE
78%

TOTAL ADVERTISING
AUDIENCE ON INSTAGRAM
(MONTHLY ACTIVE USERS)



75.00
MILLION

FEMALE
27%
MALE
73%

TOTAL ADVERTISING
AUDIENCE ON TWITTER
(MONTHLY ACTIVE USERS)



7.65
MILLION

FEMALE
16%
MALE
84%

TOTAL ADVERTISING
AUDIENCE ON SNAPCHAT
(MONTHLY ACTIVE USERS)



11.15
MILLION

FEMALE
49%
MALE
48%

TOTAL ADVERTISING
AUDIENCE ON LINKEDIN
(REGISTERED MEMBERS)



54.00
MILLION

FEMALE
29%
MALE
71%

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SOCIAL MEDIA AUDIENCES: QUARTERLY GROWTH

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



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



we
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social

+3.4%

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



+5.6%

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



we
are
social

-2.2%

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



+1.8%

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

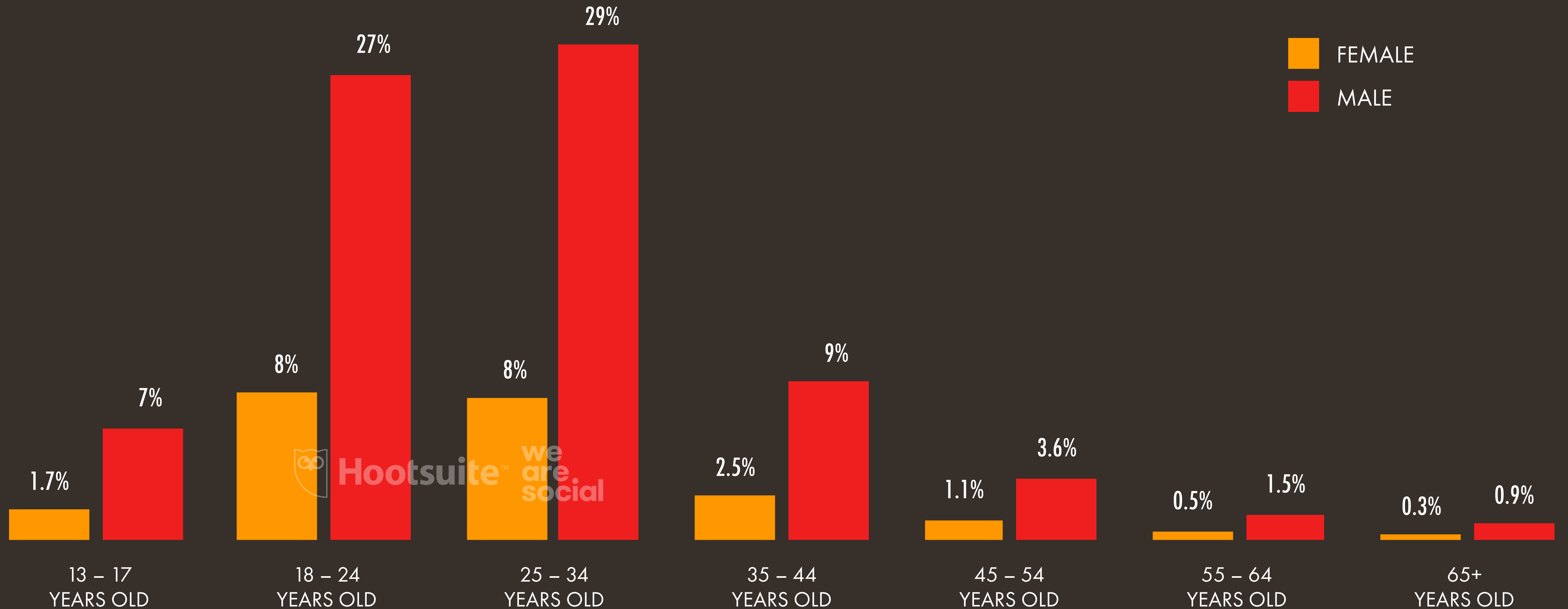


+3.8%

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SOCIAL MEDIA AUDIENCE PROFILE

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



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FACEBOOK AUDIENCE OVERVIEW

BASED ON FACEBOOK'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



300.0
MILLION

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



29%

QUARTER-ON-
QUARTER GROWTH
IN FACEBOOK
ADVERTISING REACH



+3.4%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



22%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*



78%

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SOURCE: FACEBOOK (JANUARY 2019); KEPIOS ANALYSIS. ***NOTE:** FACEBOOK DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'.
ADVISORY: FIGURES REPORTED ON THIS CHART ARE BASED ON FACEBOOK'S ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT MATCH TOTAL MONTHLY ACTIVE USERS. AS A RESULT, FIGURES ON THIS CHART ARE NOT DIRECTLY COMPARABLE TO THE 'MONTHLY ACTIVE FACEBOOK USERS' FIGURE THAT WE REPORTED IN OUR DIGITAL 2018 REPORTS.

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FACEBOOK ACTIVITY FREQUENCY

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



NUMBER OF
FACEBOOK PAGES
LIKED (LIFETIME)



1

FEMALE

1

MALE

1

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



10

FEMALE

9

MALE

10

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



3

FEMALE

2

MALE

2

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



1

FEMALE

1

MALE

1

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



5

FEMALE

4

MALE

5

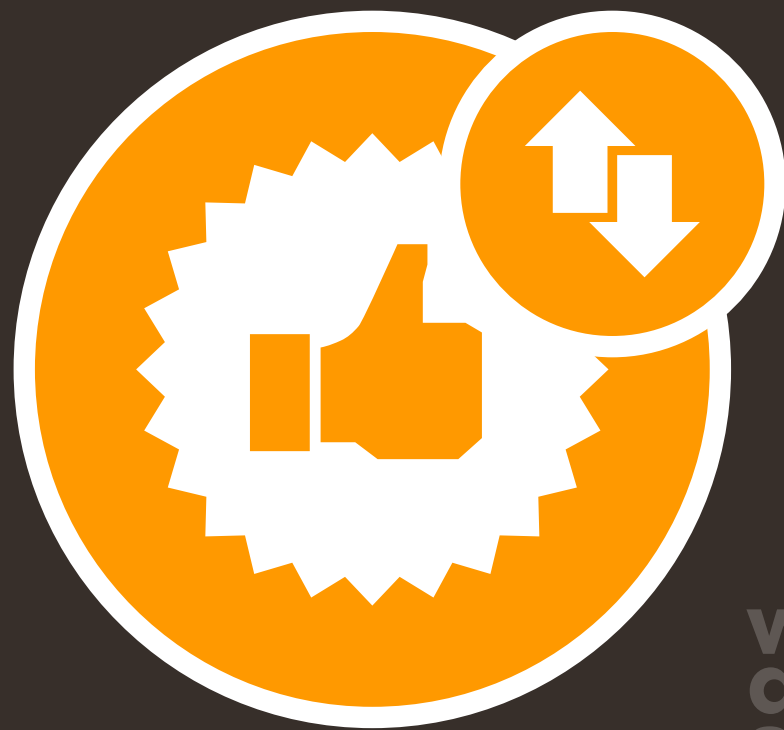
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FACEBOOK PAGE REACH BENCHMARKS

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



AVERAGE MONTHLY
CHANGE IN PAGE LIKES



we
are
social

+0.14%

AVERAGE POST REACH
vs. PAGE LIKES



locowise

8.8%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



locowise

7.1%

PERCENTAGE OF PAGES
USING PAID MEDIA



locowise

27%

AVERAGE PAID REACH
vs. TOTAL REACH



28%

JAN
2019

FACEBOOK ENGAGEMENT BENCHMARKS

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



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



3.96%

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



6.11%

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



5.78%

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



4.02%

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



2.71%

JAN
2019

INSTAGRAM AUDIENCE OVERVIEW

BASED ON INSTAGRAM'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



we
are
social

75.00
MILLION

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



we
are
social

7.2%

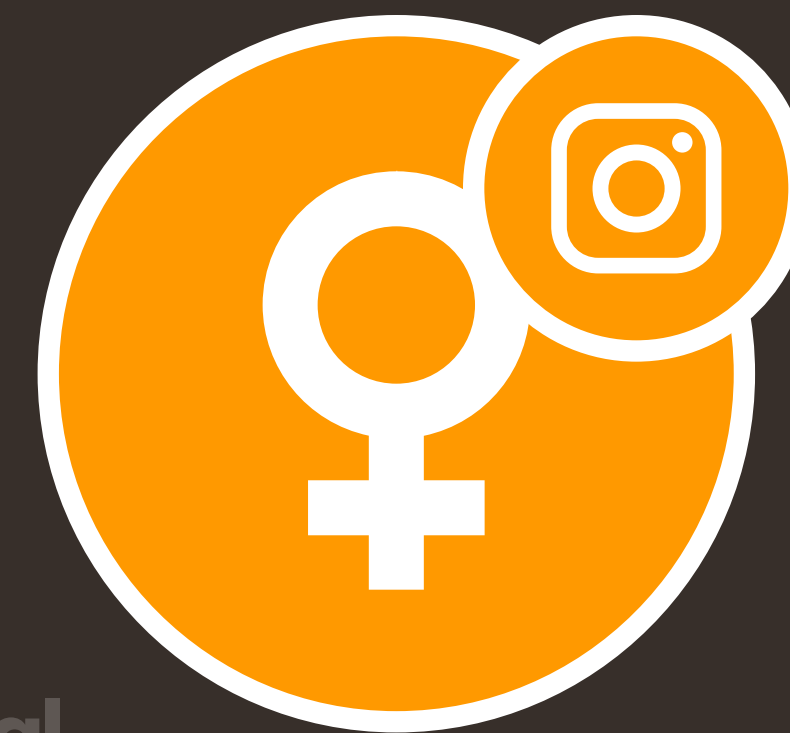
QUARTER-ON-
QUARTER GROWTH
IN INSTAGRAM
ADVERTISING REACH



we
are
social

+5.6%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



we
are
social

27%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*



we
are
social

73%

JAN
2019

TWITTER AUDIENCE OVERVIEW

BASED ON TWITTER'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



we
are
social

7.65
MILLION

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



0.7%

QUARTER-ON-
QUARTER GROWTH
IN TWITTER
ADVERTISING REACH



we
are
social

-2.2%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS FEMALE*



16%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS MALE*



84%

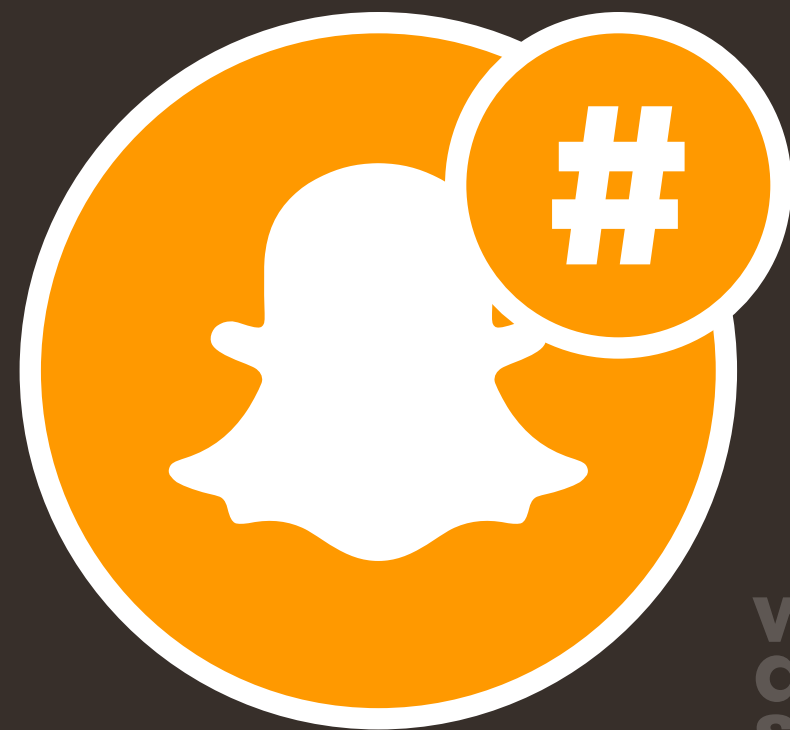
JAN
2019

SNAPCHAT AUDIENCE OVERVIEW

BASED ON SNAPCHAT'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



we
are
social

11.15
MILLION

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



1.1%

QUARTER-ON-
QUARTER GROWTH
IN SNAPCHAT
ADVERTISING REACH



we
are
social

+1.8%

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS FEMALE*



49%

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS MALE*



48%

JAN
2019

LINKEDIN AUDIENCE OVERVIEW

BASED ON LINKEDIN'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



we
are
social

54.00
MILLION

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



5.9%

QUARTER-ON-
QUARTER GROWTH
IN LINKEDIN
ADVERTISING REACH



we
are
social

+3.8%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS FEMALE*



29%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS MALE*



71%

JAN
2019

TOP YOUTUBE SEARCH QUERIES IN 2018

BASED ON SEARCHES ON THE YOUTUBE PLATFORM THROUGHOUT 2018



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

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



MOBILE USE

JAN
2019

MOBILE CONNECTIONS BY TYPE

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



TOTAL NUMBER
OF MOBILE
CONNECTIONS



1.190
BILLION

we
are
social

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



87%

GSMA

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



92%

GSMA

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



8%

GSMA

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



54%

JAN
2019

MOBILE CONNECTIVITY INDEX

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



OVERALL COUNTRY
INDEX SCORE



53.67

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



41.14

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

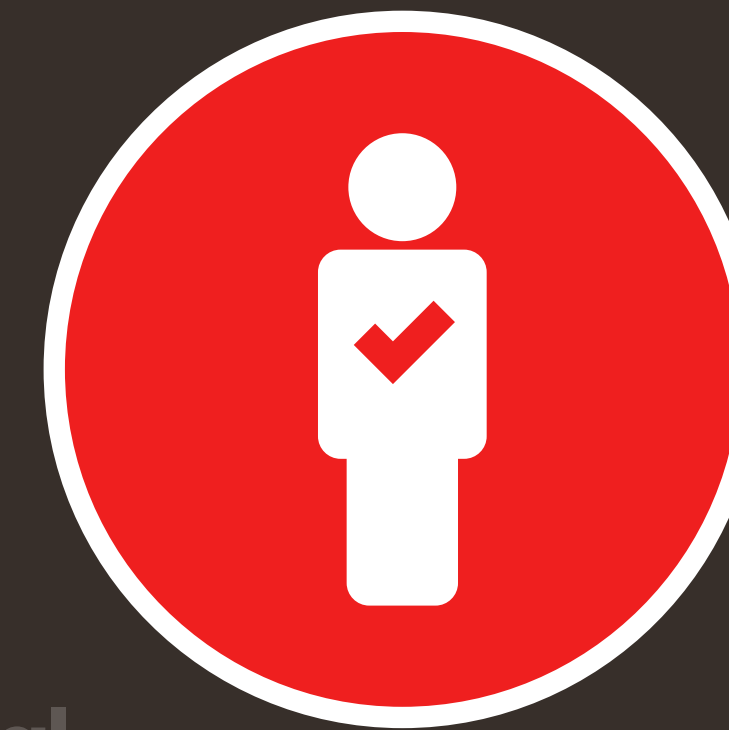
AFFORDABILITY OF
DEVICES & SERVICES



77.27

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



50.34

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



51.84

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100



JAN
2019

MOBILE ACTIVITIES

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



PERCENTAGE OF
INTERNET USERS USING
MOBILE MESSENGERS



we
are
social

89%

PERCENTAGE OF
INTERNET USERS WATCHING
VIDEOS ON MOBILE



global
web
index

91%

PERCENTAGE OF
INTERNET USERS PLAYING
GAMES ON MOBILE



owl

75%

PERCENTAGE OF
INTERNET USERS USING
MOBILE BANKING



global
web
index

57%

PERCENTAGE OF
INTERNET USERS USING
MOBILE MAP SERVICES



82%

JAN
2019

MOBILE APPS: INSTALLS vs. USAGE

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



NUMBER OF MOBILE
APPS DOWNLOADED
DURING FULL YEAR 2018



we
are
social

17.16
BILLION

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



App Annie

\$282.2
MILLION

AVERAGE NUMBER
OF APPS INSTALLED PER
SMARTPHONE DEVICE



69

AVERAGE NUMBER OF
MOBILE APPS USED PER
MONTH PER SMARTPHONE



36

JAN
2019

MOBILE APP RANKINGS: ACTIVE USERS

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



RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

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

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

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

JAN
2019

MOBILE APP RANKINGS: DOWNLOADS

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



RANKING OF MOBILE APPS BY DOWNLOADS

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

RANKING OF MOBILE GAMES BY DOWNLOADS

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

JAN
2019

MOBILE APP RANKINGS: REVENUE

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



RANKING OF MOBILE APPS BY REVENUE

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

RANKING OF MOBILE GAMES BY REVENUE

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



E-COMMERCE USE

JAN
2019

FINANCIAL INCLUSION FACTORS

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



HAS AN ACCOUNT WITH
A FINANCIAL INSTITUTION



80%

we
are
social

HAS A
CREDIT CARD



3.0%



HAS A MOBILE
MONEY ACCOUNT



2.0%

we
are
social

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



4.3%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



2.3%



PERCENTAGE OF MEN
WITH A CREDIT CARD



3.7%

we
are
social

PERCENTAGE OF WOMEN
MAKING ONLINE TRANSACTIONS



3.0%



PERCENTAGE OF MEN
MAKING ONLINE TRANSACTIONS



5.5%

JAN
2019

E-COMMERCE ACTIVITIES

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



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY



we
are
social

86%

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



global
web
index

97%

PURCHASED A
PRODUCT OR SERVICE
ONLINE (ANY DEVICE)



global
web
index

74%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



global
web
index

40%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



60%

JAN
2019

E-COMMERCE SPEND BY CATEGORY

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



FASHION
& BEAUTY



\$7.864
BILLION

we
are
social

ELECTRONICS &
PHYSICAL MEDIA



\$5.964
BILLION

statista

FOOD &
PERSONAL CARE



\$1.514
BILLION



FURNITURE &
APPLIANCES



\$2.578
BILLION

TOYS, DIY
& HOBBIES



\$4.218
BILLION

statista

TRAVEL (INCLUDING
ACCOMMODATION)



\$16.36
BILLION



DIGITAL
MUSIC



\$231.0
MILLION

we
are
social

VIDEO
GAMES



\$1.113
BILLION

JAN
2019

E-COMMERCE GROWTH BY CATEGORY

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



FASHION
& BEAUTY



+27%

we
are
social

ELECTRONICS &
PHYSICAL MEDIA



+21%

statista

FOOD &
PERSONAL CARE



+26%



FURNITURE &
APPLIANCES



+18%

TOYS, DIY
& HOBBIES



+20%

statista

TRAVEL (INCLUDING
ACCOMMODATION)



+17%



DIGITAL
MUSIC



+3.5%

we
are
social

VIDEO
GAMES



+23%

JAN
2019

E-COMMERCE DETAIL: CONSUMER GOODS

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



TOTAL NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS VIA E-COMMERCE



360.1
MILLION

YEAR-ON-YEAR CHANGE

+11%

PENETRATION OF CONSUMER
GOODS E-COMMERCE
(TOTAL POPULATION)



26%

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



\$22.14
BILLION

YEAR-ON-YEAR CHANGE

+23%

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



\$61

YEAR-ON-YEAR CHANGE

+10%



statista

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are
social



Hootsuite™

we
are
social

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2019

E-COMMERCE SPEND IN CONTEXT

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



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



\$27

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



\$659

E-COMMERCE SPEND AS
A SHARE OF RETAIL SPEND*



3.9%

E-WALLETS' SHARE OF
E-COMMERCE SPEND



26%

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



6.0%



we
are
social



we
are
social

JAN
2019

TOP GOOGLE SHOPPING QUERIES

BASED ON SEARCHES THROUGHOUT 2018



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

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

JAN
2019

CONNECTED MONEY

UNDERSTANDING INTERNET USERS' ONLINE FINANCIAL ACTIVITIES

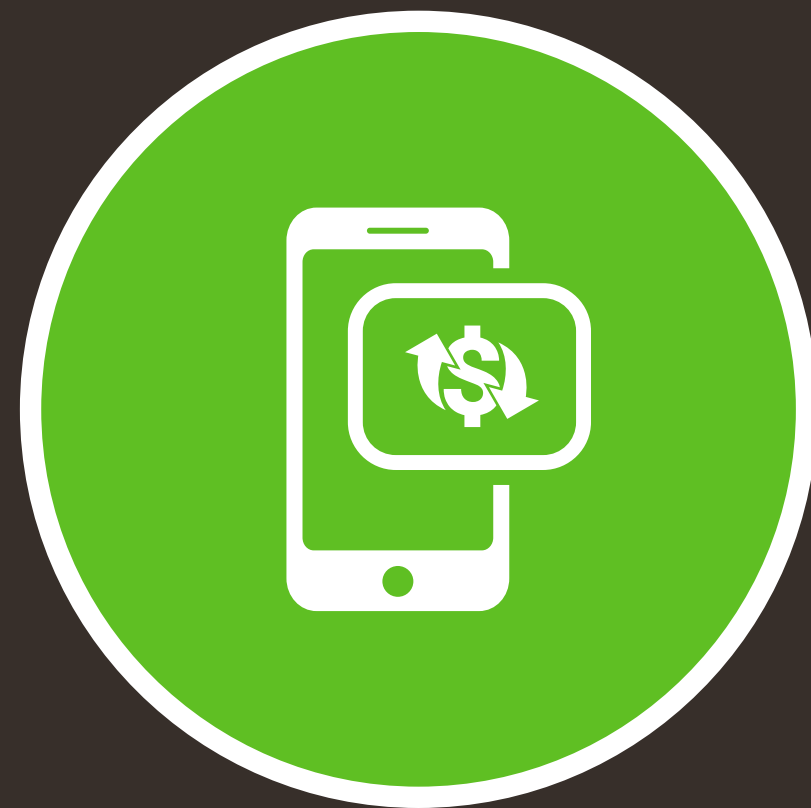


USE MOBILE
BANKING



57%

MAKE MOBILE
PAYMENTS



47%

PURCHASE ITEMS ONLINE
USING A MOBILE PHONE



60%

OWN SOME FORM
OF CRYPTOCURRENCY



6.5%

we
are
social





MORE INFORMATION

CLICK THE LOGOS BELOW TO READ AND DOWNLOAD
THE FULL COLLECTION OF DIGITAL 2019 REPORTS,
AND ACCESS ADDITIONAL CONTENT, INSIGHTS AND
RESOURCES FROM HOOTSUITE AND WE ARE SOCIAL:



HOOTSUITE



WE ARE SOCIAL

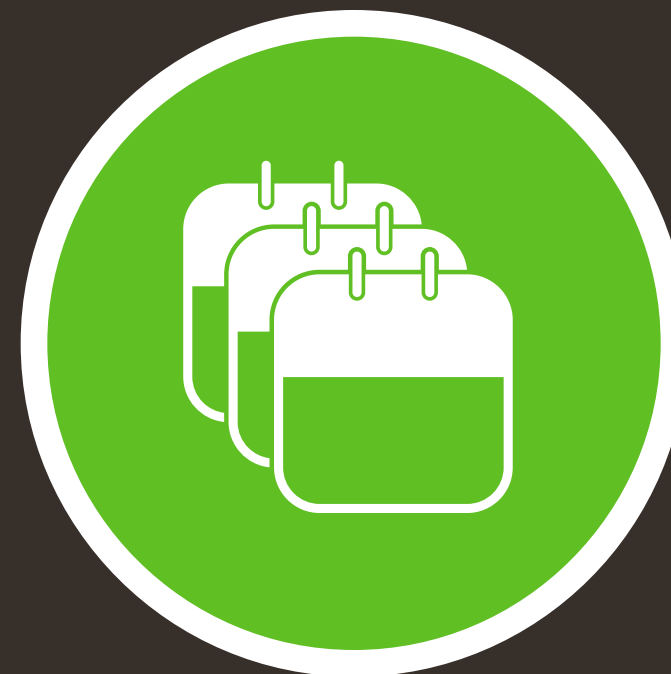
SPECIAL THANKS: GLOBALWEBINDEX



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



**90% GLOBAL
COVERAGE**



**ONGOING DATA COLLECTION
ACROSS 45 MARKETS**



**CROSS-DEVICE
COVERAGE**

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

SPECIAL THANKS: GSMA INTELLIGENCE

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

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

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

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

SPECIAL THANKS: STATISTA

statista 

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



**82% OF THE GLOBAL
INTERNET POPULATION**



**150 COUNTRIES
AND REGIONS**



**92% OF WORLDWIDE
ECONOMIC POWER**



**MORE THAN 30,000
INTERACTIVE STATISTICS**

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

SPECIAL THANKS: LOCOWISE



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



**CUSTOM REPORT
BUILDER WITH
OVER 300 METRICS**



**CAMPAIGN
ANALYSIS, TRACKING
AND REPORTING**



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



**PREDICTIVE
METRICS TO DRIVE
FUTURE STRATEGY**

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

SPECIAL THANKS: SIMILARWEB



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



**WEB
INTELLIGENCE**



**APP
INTELLIGENCE**



**GLOBAL
COVERAGE**



**GRANULAR
ANALYSIS**

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

SPECIAL THANKS: APP ANNIE

App Annie

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



**1 MILLION
REGISTERED USERS**



**BEST-IN-CLASS
DATA**



**COVERAGE ACROSS
150 COUNTRIES**



**UNPARALLELED
SERVICE & SUPPORT**

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

NOTES ON DATA SOURCES

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

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

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

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

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

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

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

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

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

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

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

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

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

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

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

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

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

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

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

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

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

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

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