



# DIGITAL 2019

## Q3 GLOBAL DIGITAL STATSHOT

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

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# DIGITAL AROUND THE WORLD IN JULY 2019



SIMON KEMP  
REPORT AUTHOR

Welcome to the latest installment in our ongoing series of **Global Digital Reports**, which once again shows just how quickly the world of digital is growing.

Our big headline this quarter is that social media users have passed the **3.5 billion** milestone, fuelled by impressive growth from both Facebook and WeChat.

Social media platforms are responsible for some of this quarter's other top headlines too, including **double-digit growth** in Snapchat's addressable advertising audience since April.

We've made some **important changes** to our reporting of internet users though, and these changes have resulted in some *lower* figures for internet use compared to previous reports. However, these lower

figures are solely the result of changes to our sources, and do not reflect any actual reduction in the number of internet users.

We've made a few other changes in this report, too. For the first time this quarter, we're delighted to offer detailed insights for **Pinterest**, including audience data for the platform's top countries.

We've also included two **special focus** sections. The first of these explores **the growth of esports** around the world, and includes some fascinating numbers from GlobalWebIndex that enable us to compare interest in esports to interest in more 'conventional' sports.

The second special focus section explores **people's online news behaviours**, building on the excellent new Reuters

Institute Digital News Report. We've added extra depth to the Reuters Institute's findings too, using GlobalWebIndex data to offer insights into people's willingness to pay for different kinds of digital content.

You'll also find data exploring how people **discover new brands**, which age groups are most likely to monitor their '**screen time**', and which mobile apps achieved the highest levels of active use over the past three months.

If you'd like to dig deeper into the rest of this quarter's findings, you can read my full analysis over on **DataReportal.com**. And if you need any more numbers, you'll find links to other reports in this ongoing series on the next page.

But with that, let's dive into the data...



## 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**





## IMPORTANT ADVISORY

Since our previous report, we have made important changes to the ways in which we source and calculate **internet user figures**. These changes have resulted in significant revisions to our reported number of internet users compared to previous reports. These changes ensure more accurate reporting of internet user numbers, but as a result, some of the figures in this report are **not comparable** to data that we published in previous reports. We have highlighted instances where these changes impact data in this report by including an alert triangle – as featured above – on each relevant slide.



# GLOBAL OVERVIEW

JUL  
2019

# DIGITAL AROUND THE WORLD IN JULY 2019

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



CHANGES TO DATA SOURCES AND REPORTING METHODOLOGIES MEAN THAT FIGURES ON THIS SLIDE MAY NOT BE DIRECTLY COMPARABLE TO FIGURES IN OUR PREVIOUS REPORTS

TOTAL  
POPULATION



**7.713**  
**BILLION**

URBANISATION:

**55%**

UNIQUE  
MOBILE USERS



**5.117**  
**BILLION**

PENETRATION:

**66%**

INTERNET  
USERS



**4.333**  
**BILLION**

PENETRATION:

**56%**

ACTIVE SOCIAL  
MEDIA USERS



**3.534**  
**BILLION**

PENETRATION:

**46%**

MOBILE SOCIAL  
MEDIA USERS



**3.463**  
**BILLION**

PENETRATION:

**45%**



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# ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



CHANGES TO DATA SOURCES AND REPORTING METHODOLOGIES MEAN THAT FIGURES ON THIS SLIDE MAY NOT BE DIRECTLY COMPARABLE TO FIGURES IN OUR PREVIOUS REPORTS

TOTAL  
POPULATION



**+1.0%**

JUL 2018 – JUL 2019

**+74 MILLION**

UNIQUE  
MOBILE USERS



**+2.5%**

JUL 2018 – JUL 2019

**+124 MILLION**

INTERNET  
USERS



**+8.2%**

JUL 2018 – JUL 2019

**+328 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+7.8%**

JUL 2018 – JUL 2019

**+255 MILLION**

MOBILE SOCIAL  
MEDIA USERS



**+7.8%**

JUL 2018 – JUL 2019

**+250 MILLION**



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# GLOBAL INTERNET USE

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# INTERNET USE: DEVICE PERSPECTIVE

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



CHANGES TO DATA SOURCES AND REPORTING METHODOLOGIES MEAN THAT FIGURES ON THIS SLIDE MAY NOT BE DIRECTLY COMPARABLE TO FIGURES IN OUR PREVIOUS REPORTS

TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



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**4.333**  
**BILLION**

INTERNET USERS AS  
A PERCENTAGE OF  
TOTAL POPULATION



**56%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



**3.937**  
**BILLION**

MOBILE INTERNET USERS  
AS A PERCENTAGE  
OF TOTAL POPULATION



**51%**





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# LOWEST INTERNET PENETRATION

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



CHANGES TO DATA SOURCES AND REPORTING METHODOLOGIES MEAN THAT FIGURES ON THIS SLIDE MAY NOT BE DIRECTLY COMPARABLE TO FIGURES IN OUR PREVIOUS REPORTS

#	COUNTRY	PENETRATION	UNCONNECTED
1	NORTH KOREA*	0.0%	25,700,000
2	SOUTH SUDAN	8.0%	10,200,000
3	ERITREA	8.4%	3,200,000
4	BURUNDI	9.9%	10,400,000
5	SOMALIA	10%	13,800,000
6	NIGER	12%	20,500,000
7	PAPUA NEW GUINEA	12%	7,700,000
8	LIBERIA	13%	4,320,000
9	GUINEA-BISSAU	13%	1,670,000
10	MADAGASCAR	14%	23,300,000

#	COUNTRY	PENETRATION	UNCONNECTED
11	CENTRAL AFRICAN REP.	14%	4,090,000
12	CHAD	14%	13,700,000
13	MALAWI	15%	15,800,000
14	WESTERN SAHARA	17%	482,000
15	TANZANIA	17%	47,900,000
16	ETHIOPIA	19%	91,200,000
17	DEM. REP. OF THE CONGO	19%	70,500,000
18	COMOROS	19%	691,000
19	GAMBIA	20%	1,880,000
20	GUINEA	20%	10,200,000

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# SHARE OF WEB TRAFFIC BY DEVICE

THE SHARE OF TOTAL WEB TRAFFIC SERVED TO WEB BROWSERS ON EACH KIND OF DEVICE

MOBILE  
PHONES



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**50.6%**

RELATIVE ANNUAL CHANGE:

**-3.5%**

LAPTOPS &  
COMPUTERS



**45.5%**

RELATIVE ANNUAL CHANGE:

**+4.3%**

TABLET  
DEVICES



**3.75%**

RELATIVE ANNUAL CHANGE:

**-2.3%**

OTHER  
DEVICES



**0.12%**

RELATIVE ANNUAL CHANGE:

**+20%**

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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



**27.44**  
MBPS

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



**+19%**

AVERAGE SPEED OF  
FIXED INTERNET  
CONNECTIONS



**59.45**  
MBPS

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



**+29%**

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# MOBILE INTERNET CONNECTION SPEED RANKINGS

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

## FASTEST MOBILE INTERNET CONNECTION SPEEDS\*

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
01	SOUTH KOREA	90.06	+146%
02	NORWAY	64.80	+13%
03	CANADA	63.63	+28%
04	AUSTRALIA	63.20	+21%
05	NETHERLANDS 	60.31	+19%
06	QATAR	60.09	-4.0%
07	UNITED ARAB EMIRATES	57.45	+4.2%
08	SWITZERLAND	52.03	+18%
09	CROATIA	51.62	+54%
10	SINGAPORE	51.11	-3.1%

## SLOWEST MOBILE INTERNET CONNECTION SPEEDS\*

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
140	TIMOR-LESTE	4.44	[N/A]
139	IRAQ	5.50	-38%
138	PALESTINE	6.18	[N/A]
137	VENEZUELA	6.63	[N/A]
136	ALGERIA	7.12	[N/A]
135	AFGHANISTAN	7.74	+34%
134	RWANDA	8.63	[N/A]
133	BANGLADESH	9.54	+4.0%
132	UZBEKISTAN	9.63	+0.3%
131	LIBYA	10.00	+82%

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# FIXED INTERNET CONNECTION SPEED RANKINGS

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

## FASTEST FIXED INTERNET CONNECTION SPEEDS\*

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
01	SINGAPORE	195.88	+7.8%
02	HONG KONG	173.54	+19%
03	SOUTH KOREA	144.99	+41%
04	ROMANIA	128.88	+20%
05	ANDORRA	128.48	[N/A]
06	MONACO	123.12	[N/A]
07	UNITED STATES	119.09	+23%
08	SWITZERLAND	116.98	+23%
09	LIECHTENSTEIN	113.49	[N/A]
10	HUNGARY	112.37	+17%

## SLOWEST FIXED INTERNET CONNECTION SPEEDS\*

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
177	TURKMENISTAN	2.14	[N/A]
176	YEMEN	3.15	[N/A]
175	MAURITANIA	3.47	[N/A]
174	VENEZUELA	3.91	-2.0%
173	TIMOR-LESTE	3.95	[N/A]
172	ALGERIA	4.39	+20%
171	SUDAN	4.82	[N/A]
170	MOZAMBIQUE	6.53	[N/A]
169	LEBANON	6.67	[N/A]
168	VANUATU	6.84	[N/A]



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# WORLD'S MOST VISITED WEBSITES (SIMILARWEB)

SIMILARWEB'S RANKING OF THE WORLD'S MOST VISITED WEBSITES, RANKED BY TOTAL GLOBAL WEBSITE TRAFFIC

#	WEBSITE	TIME / VISIT	PAGES / VISIT	#	WEBSITE	TIME / VISIT	PAGES / VISIT
01	GOOGLE.COM	9M 38S	8.57	11	YANDEX.RU	10M 19S	9.2
02	YOUTUBE.COM	21M 35S	8.94	12	AMPPROJECT.ORG	3M 56S	3.27
03	FACEBOOK.COM	10M 52S	10.62	13	XNXX.COM	14M 37S	10.5
04	BAIDU.COM	6M 42S	7.72	14	AMAZON.COM	6M 02S	8.35
05	WIKIPEDIA.ORG	3M 40S	2.93	15	LIVE.COM	7M 44S	8.65
06	TWITTER.COM	9M 14S	7.64	16	VK.COM	16M 04S	19.87
07	YAHOO.COM	6M 26S	6.71	17	NETFLIX.COM	8M 32S	4.51
08	PORNHUB.COM	10M 24S	8.58	18	QQ.COM	4M 08S	3.4
09	INSTAGRAM.COM	6M 34S	13.82	19	WHATSAPP.COM	2M 37S	2.05
10	XVIDEOS.COM	12M 20S	9.85	20	MAIL.RU	7M 33S	7.11



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# WORLD'S MOST VISITED WEBSITES (ALEXA)

ALEXA'S RANKING OF THE WORLD'S MOST VISITED WEBSITES, RANKED BY A COMBINATION OF DAILY VISITORS AND PAGE VIEWS

#	WEBSITE	TIME / DAY	PAGES / DAY
01	GOOGLE.COM	8M 03S	10.67
02	YOUTUBE.COM	8M 34S	4.95
03	FACEBOOK.COM	9M 25S	3.96
04	BAIDU.COM	7M 13S	5.71
05	WIKIPEDIA.ORG	4M 10S	3.11
06	QQ.COM	3M 32S	3.64
07	YAHOO.COM	3M 54S	3.55
08	AMAZON.COM	7M 49S	7.65
09	TAOBAO.COM	7M 56S	4.06
10	TWITTER.COM	6M 20S	3.27

#	WEBSITE	TIME / DAY	PAGES / DAY
11	TMAIL.COM	7M 11S	2.84
12	REDDIT.COM	10M 32S	6.84
13	INSTAGRAM.COM	5M 41S	3.78
14	LIVE.COM	3M 40S	3.69
15	VK.COM	9M 38S	4.66
16	SOHU.COM	3M 45S	3.98
17	JD.COM	4M 48S	5.49
18	YANDEX.RU	6M 56S	3.28
19	SINA.COM.CN	3M 04S	3.16
20	WEIBO.COM	5M 51S	4.34

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# TOP GOOGLE QUERIES IN Q2 2019

BASED ON WORLDWIDE GOOGLE SEARCHES BETWEEN 01 APRIL AND 30 JUNE 2019

#	SEARCH QUERY	INDEX
01	FACEBOOK	100
02	GOOGLE	88
03	YOUTUBE	82
04	YOU	54
05	WEATHER	44
06	NEWS	38
07	VIDEOS	30
08	AMAZON	28
09	TRANSLATE	25
10	INSTAGRAM	25

#	SEARCH QUERY	INDEX
11	GMAIL	22
12	HOTMAIL	19
13	METEO	17
14	YAHOO	16
15	SAMSUNG	15
16	CRICBUZZ	15
17	WHATSAPP	15
18	TRADUCTOR	14
19	TWITTER	14
20	FB	14

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# ECOMMERCE ACTIVITIES IN THE PAST MONTH

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

SEARCHED ONLINE  
FOR A PRODUCT  
OR SERVICE TO BUY



**84%**

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



**91%**

VISITED AN ONLINE  
PRICE COMPARISON  
SITE OR SERVICE



**57%**

VISITED AN ONLINE  
AUCTION SITE  
(ANY DEVICE)



**46%**

PURCHASED A  
PRODUCT OR SERVICE  
ONLINE (ANY DEVICE)



**77%**

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# TOP SOURCES OF BRAND DISCOVERY

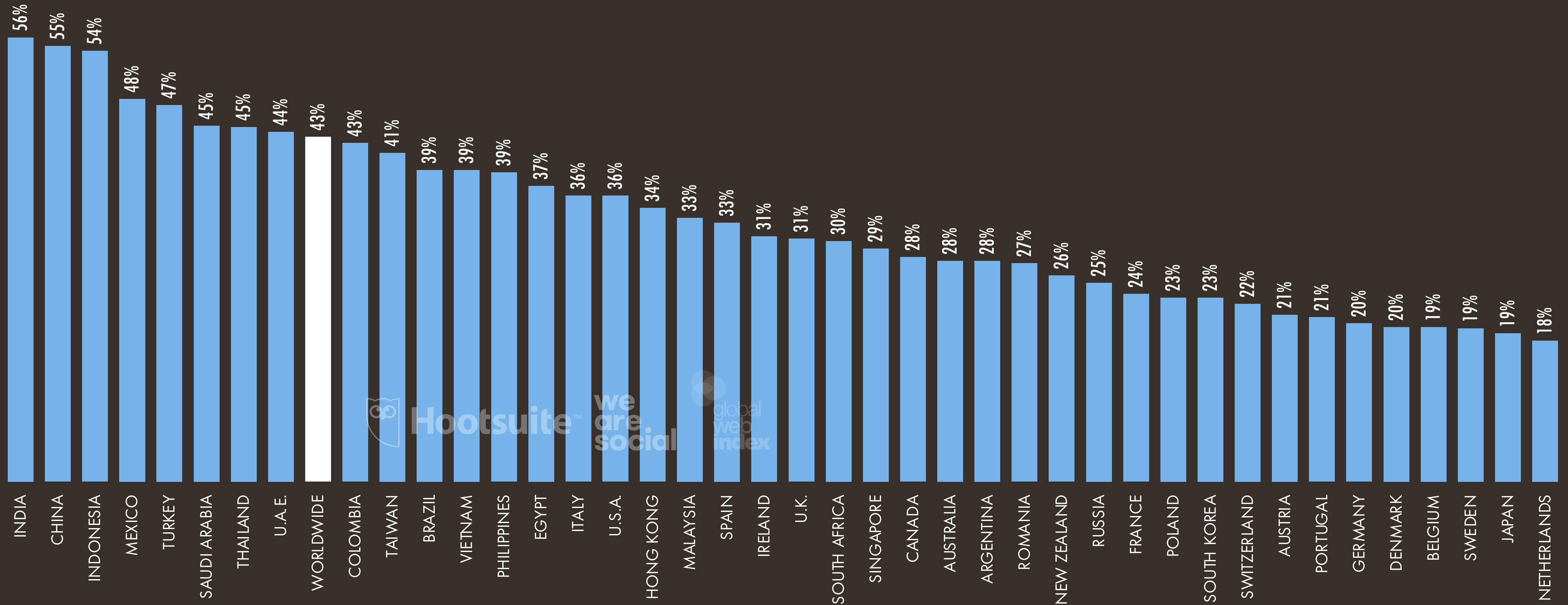
PERCENTAGE OF GLOBAL INTERNET USERS WHO DISCOVER NEW BRANDS VIA EACH ACTIVITY / CHANNEL [SURVEY BASED]



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# USE OF VOICE SEARCH & VOICE COMMANDS

PERCENTAGE OF **INTERNET USERS** WHO REPORT USING VOICE-CONTROLLED FUNCTIONALITY ON ANY DEVICE [SURVEY BASED]





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# USE OF VOICE SEARCH & VOICE COMMANDS

PERCENTAGE OF **INTERNET USERS** IN EACH AGE GROUP WHO REPORT USING VOICE SEARCH OR VOICE COMMANDS IN THE PAST 30 DAYS

USE OF VOICE SEARCH  
OR VOICE COMMANDS  
IN THE PAST 30 DAYS:  
**16-24 YEAR OLDS**



**52%**



USE OF VOICE SEARCH  
OR VOICE COMMANDS  
IN THE PAST 30 DAYS:  
**25-34 YEAR OLDS**



**49%**



USE OF VOICE SEARCH  
OR VOICE COMMANDS  
IN THE PAST 30 DAYS:  
**35-44 YEAR OLDS**



**43%**



USE OF VOICE SEARCH  
OR VOICE COMMANDS  
IN THE PAST 30 DAYS:  
**45-54 YEAR OLDS**



**31%**



USE OF VOICE SEARCH  
OR VOICE COMMANDS  
IN THE PAST 30 DAYS:  
**55-64 YEAR OLDS**



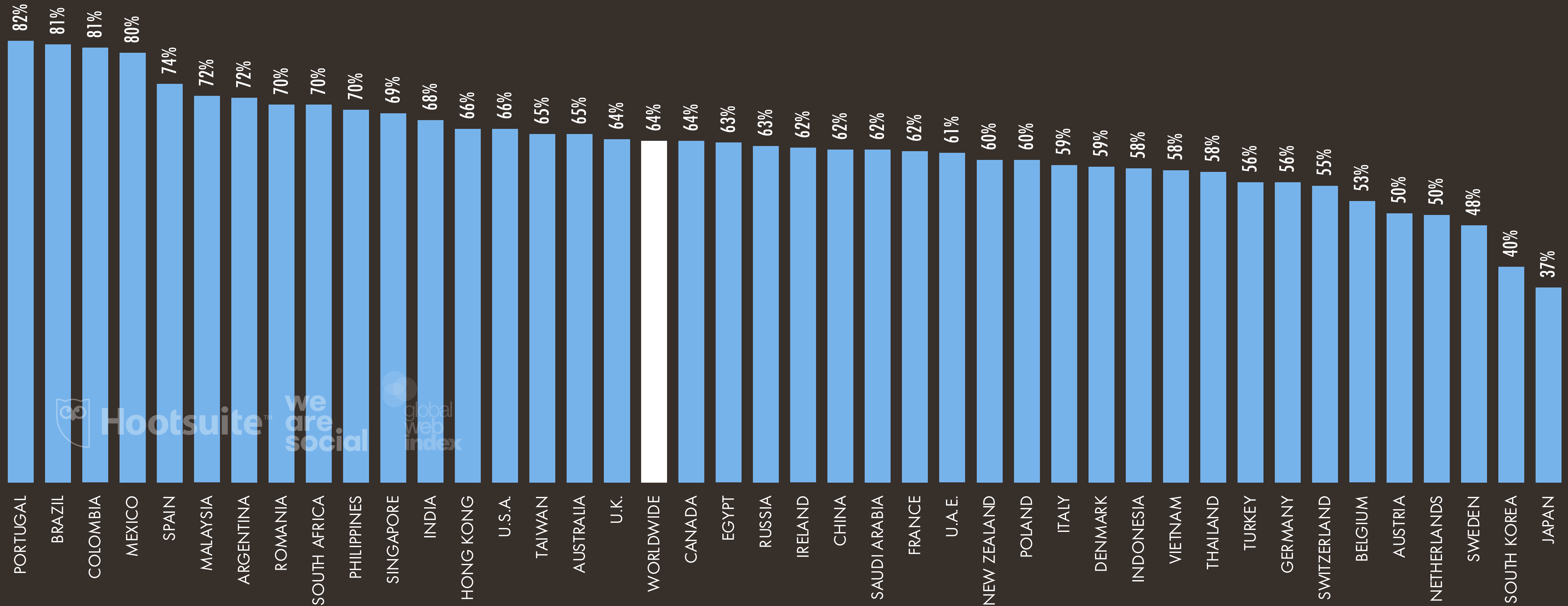
**24%**



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# CONCERNS ABOUT MISUSE OF PERSONAL DATA

PERCENTAGE OF **INTERNET USERS** WHO SAY THAT THEY'RE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA

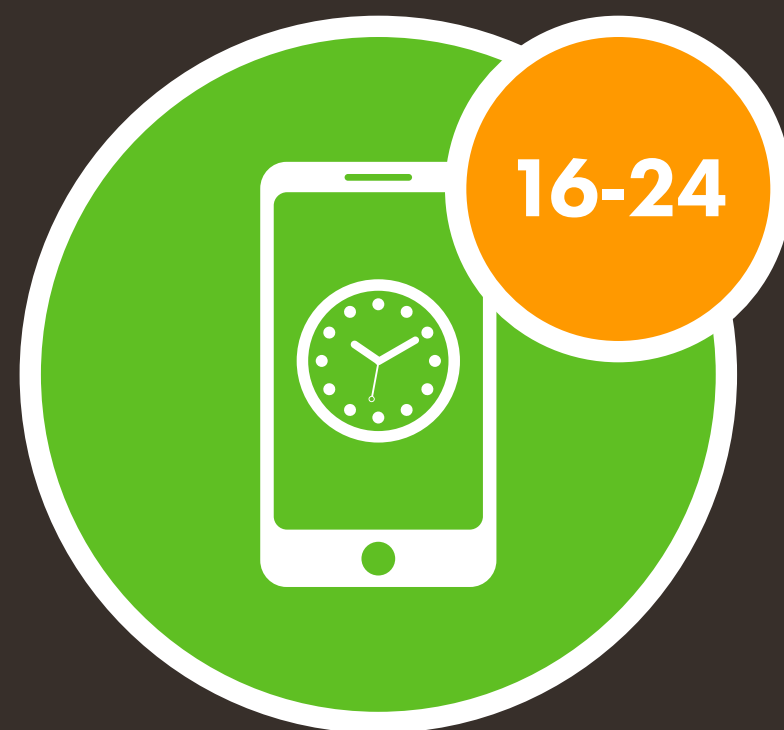


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# MONITORING THE AMOUNT OF 'SCREEN TIME'

PERCENTAGE OF GLOBAL INTERNET USERS WHO SAY THAT THEY TRACK THEIR SCREEN TIME OR SET TIME LIMITS FOR CERTAIN APPS

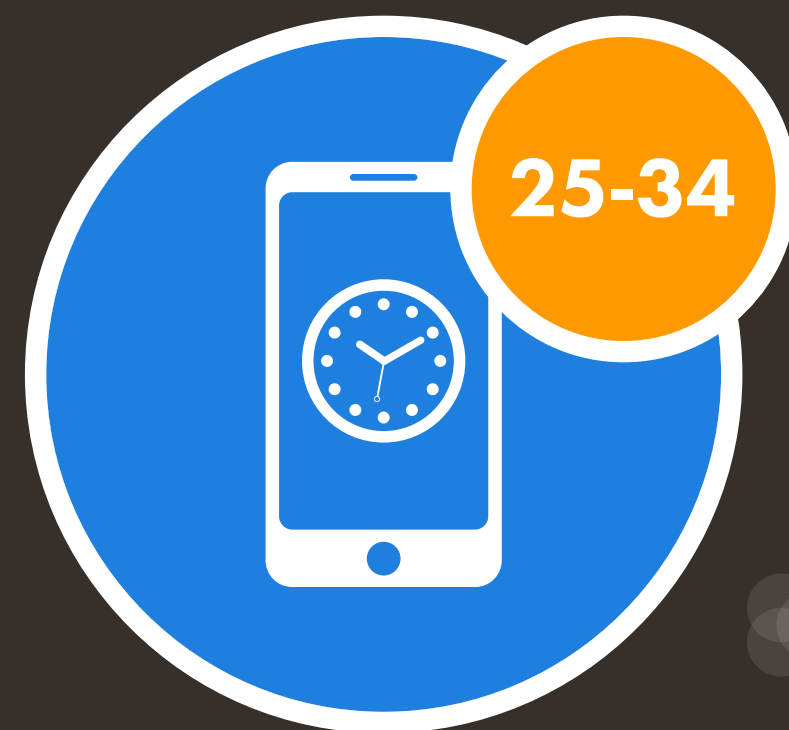
PERCENTAGE OF GLOBAL  
INTERNET USERS WHO  
TRACK THEIR SCREEN TIME:  
16 TO 24 YEARS OLD



28%



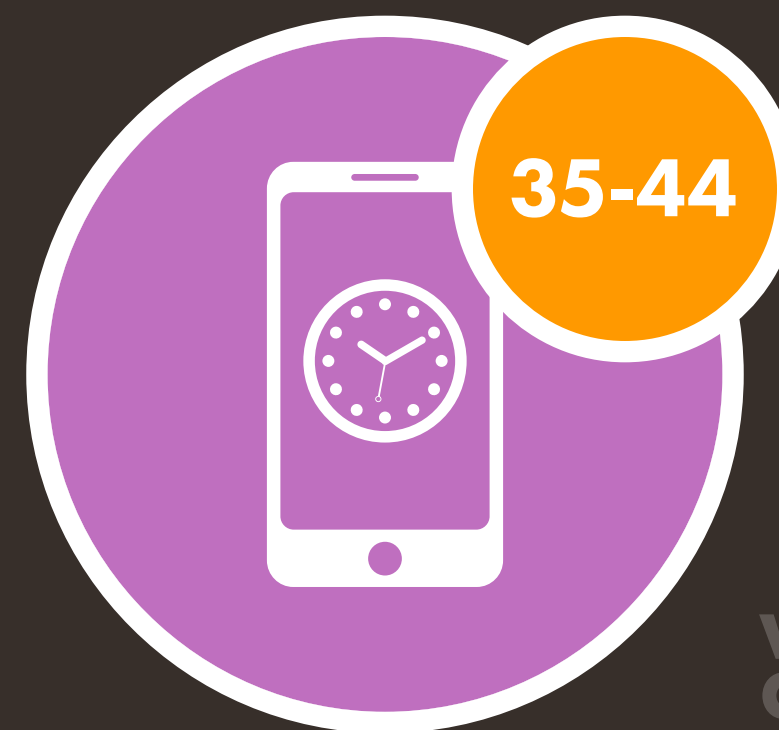
PERCENTAGE OF GLOBAL  
INTERNET USERS WHO  
TRACK THEIR SCREEN TIME:  
25 TO 34 YEARS OLD



25%



PERCENTAGE OF GLOBAL  
INTERNET USERS WHO  
TRACK THEIR SCREEN TIME:  
35 TO 44 YEARS OLD



21%



PERCENTAGE OF GLOBAL  
INTERNET USERS WHO  
TRACK THEIR SCREEN TIME:  
45 TO 54 YEARS OLD



18%



PERCENTAGE OF GLOBAL  
INTERNET USERS WHO  
TRACK THEIR SCREEN TIME:  
55 TO 64 YEARS OLD



13%

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# ONLINE CONTENT ACTIVITIES

PERCENTAGE OF **INTERNET USERS** WHO CONSUME EACH KIND OF CONTENT VIA THE INTERNET EACH MONTH [SURVEY BASED]

WATCH ONLINE  
VIDEOS



93%

WATCH  
VLOGS



51%

USE MUSIC  
STREAMING SERVICES



70%

LISTEN TO ONLINE  
RADIO STATIONS



47%

LISTEN TO  
PODCASTS



39%

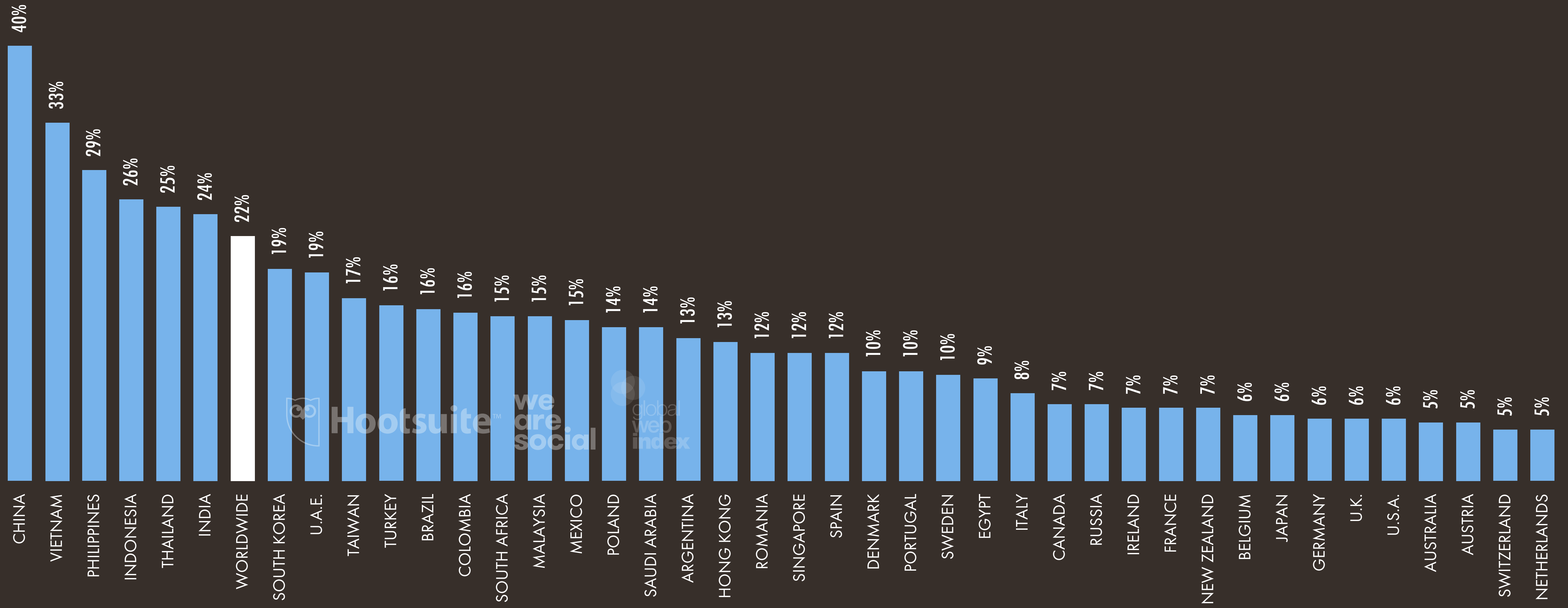


# IN DETAIL: ESPORTS

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# WATCHING ESPORTS TOURNAMENTS

PERCENTAGE OF **INTERNET USERS** WHO SAY THEY'VE RECENTLY WATCHED AN ESPORTS TOURNAMENT



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# WATCHING ESPORTS TOURNAMENTS

PERCENTAGE OF GLOBAL INTERNET USERS WHO SAY THEY'VE RECENTLY WATCHED AN ESPORTS TOURNAMENT

PERCENTAGE OF INTERNET  
USERS WHO WATCH  
ESPORTS TOURNAMENTS:  
16 TO 24 YEARS OLD



32%



PERCENTAGE OF INTERNET  
USERS WHO WATCH  
ESPORTS TOURNAMENTS:  
25 TO 34 YEARS OLD



30%



PERCENTAGE OF INTERNET  
USERS WHO WATCH  
ESPORTS TOURNAMENTS:  
35 TO 44 YEARS OLD



19%



PERCENTAGE OF INTERNET  
USERS WHO WATCH  
ESPORTS TOURNAMENTS:  
45 TO 54 YEARS OLD



10%



PERCENTAGE OF INTERNET  
USERS WHO WATCH  
ESPORTS TOURNAMENTS:  
55 TO 64 YEARS OLD



6%



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# WATCHING CONVENTIONAL SPORTS

PERCENTAGE OF GLOBAL INTERNET USERS WHO SAY THEY'RE INTERESTED IN WATCHING CONVENTIONAL SPORTS

PERCENTAGE OF INTERNET  
USERS WHO ARE INTERESTED  
IN WATCHING SPORTS:  
16 TO 24 YEARS OLD



31%



PERCENTAGE OF INTERNET  
USERS WHO ARE INTERESTED  
IN WATCHING SPORTS:  
25 TO 34 YEARS OLD



33%



PERCENTAGE OF INTERNET  
USERS WHO ARE INTERESTED  
IN WATCHING SPORTS:  
35 TO 44 YEARS OLD



34%



PERCENTAGE OF INTERNET  
USERS WHO ARE INTERESTED  
IN WATCHING SPORTS:  
45 TO 54 YEARS OLD



34%



PERCENTAGE OF INTERNET  
USERS WHO ARE INTERESTED  
IN WATCHING SPORTS:  
55 TO 64 YEARS OLD

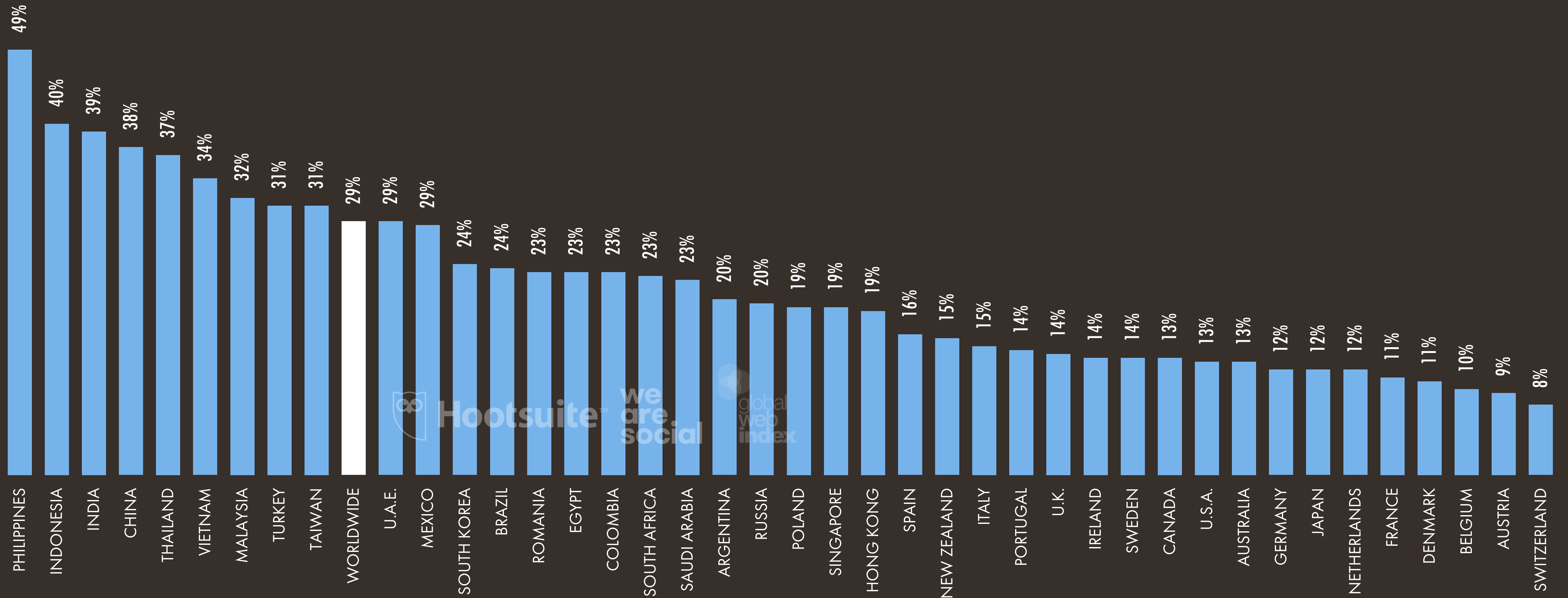


34%

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# WATCHING LIVE STREAMS OF VIDEO GAMES

PERCENTAGE OF **INTERNET USERS** WHO SAY THEY'VE RECENTLY WATCHED AN ONLINE LIVE STREAM OF OTHER PEOPLE PLAYING VIDEO GAMES



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# WATCHING LIVE STREAMS OF VIDEO GAMES

PERCENTAGE OF GLOBAL INTERNET USERS WHO SAY THEY'VE RECENTLY WATCHED AN ONLINE LIVE STREAM OF OTHER PEOPLE PLAYING VIDEO GAMES

PERCENTAGE OF INTERNET  
USERS WHO WATCH LIVE  
STREAMS OF VIDEO GAMES:  
16 TO 24 YEARS OLD



44%



PERCENTAGE OF INTERNET  
USERS WHO WATCH LIVE  
STREAMS OF VIDEO GAMES:  
25 TO 34 YEARS OLD



37%



PERCENTAGE OF INTERNET  
USERS WHO WATCH LIVE  
STREAMS OF VIDEO GAMES:  
35 TO 44 YEARS OLD



25%



PERCENTAGE OF INTERNET  
USERS WHO WATCH LIVE  
STREAMS OF VIDEO GAMES:  
45 TO 54 YEARS OLD



13%



PERCENTAGE OF INTERNET  
USERS WHO WATCH LIVE  
STREAMS OF VIDEO GAMES:  
55 TO 64 YEARS OLD



7%



# IN DETAIL: DIGITAL NEWS

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# MEDIA USED FOR NEWS

PERCENTAGE OF **INTERNET USERS\*** WHO SAY THEY USE EACH MEDIUM TO ACCESS NEWS CONTENT

ONLINE MEDIA  
(INC. SOCIAL MEDIA)



82%

FEMALE:

81%

MALE:

83%

TELEVISION  
(BROADCAST & CABLE)



we  
are  
social

70%

FEMALE:

70%

MALE:

70%

SOCIAL MEDIA  
(INC. MESSENGERS)



52%

FEMALE:

55%

MALE:

50%

PRINT  
MEDIA



we  
are  
social

32%

FEMALE:

29%

MALE:

35%

BROADCAST  
RADIO



32%

FEMALE:

29%

MALE:

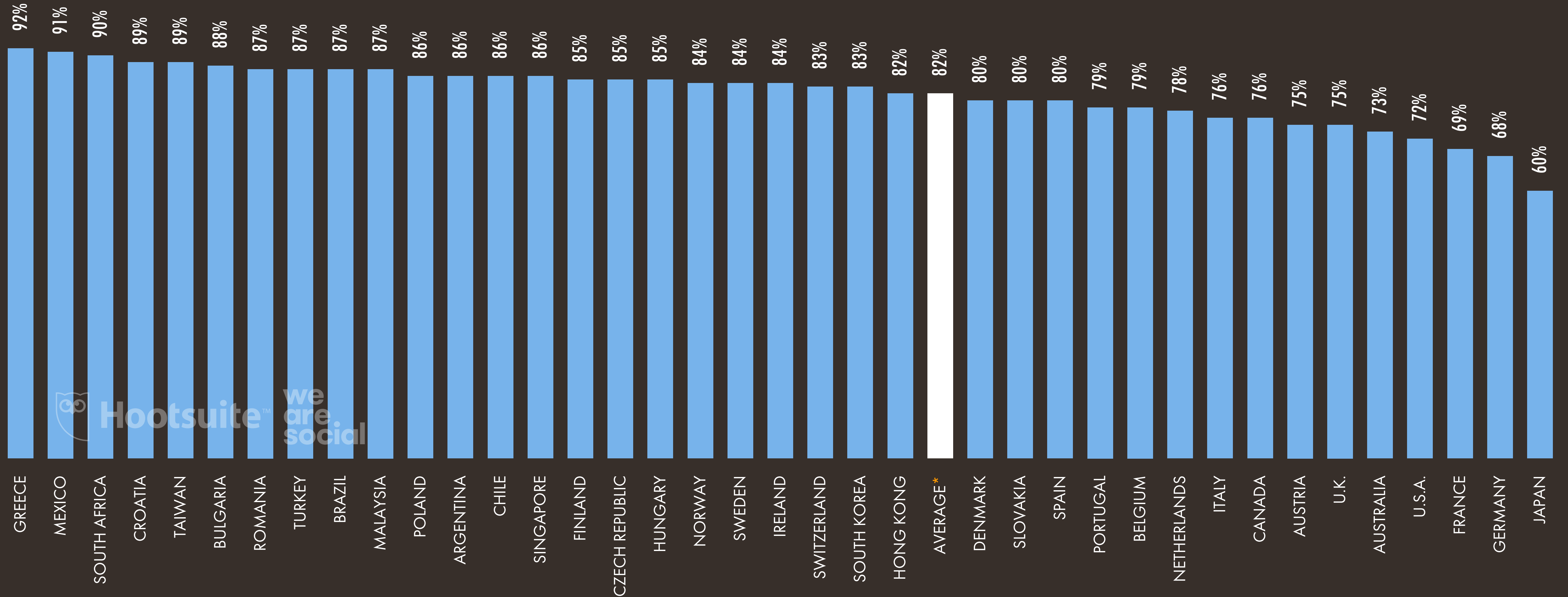
35%



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# ONLINE NEWS CONSUMPTION

PERCENTAGE OF **INTERNET USERS\*** WHO USE ONLINE CHANNELS (INCLUDING SOCIAL MEDIA) AS A SOURCE OF NEWS [SURVEY BASED]

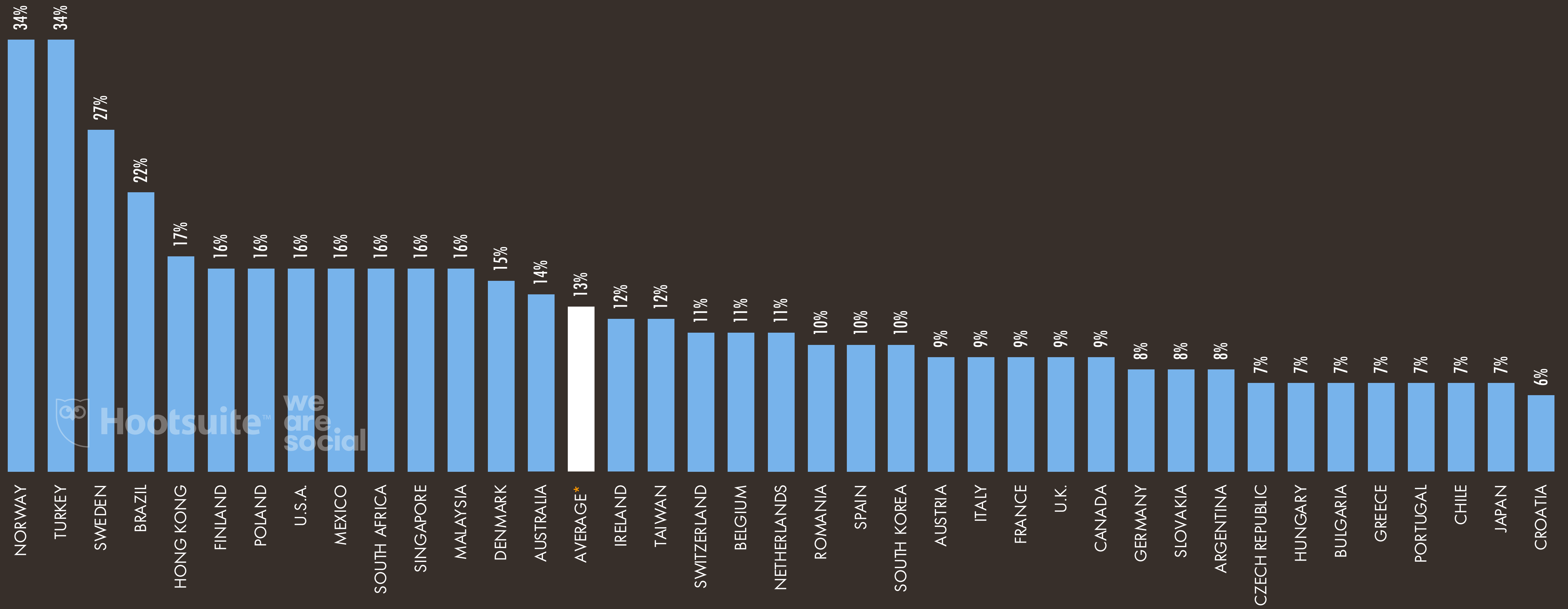




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# PAYING FOR DIGITAL NEWS

PERCENTAGE OF **INTERNET USERS\*** WHO SAY THAT THEY PAY FOR ONLINE NEWS [SURVEY BASED]



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# PAYING FOR DIGITAL NEWS

PERCENTAGE OF **INTERNET USERS\*** IN EACH AGE GROUP WHO SAY THAT THEY PAY FOR ONLINE NEWS

PERCENTAGE OF  
INTERNET USERS THAT  
PAY FOR DIGITAL NEWS:  
**18 TO 24 YEARS OLD**



**15%**

PERCENTAGE OF  
INTERNET USERS THAT  
PAY FOR DIGITAL NEWS:  
**25 TO 34 YEARS OLD**



**17%**

PERCENTAGE OF  
INTERNET USERS THAT  
PAY FOR DIGITAL NEWS:  
**35 TO 44 YEARS OLD**



**14%**

PERCENTAGE OF  
INTERNET USERS THAT  
PAY FOR DIGITAL NEWS:  
**45 TO 54 YEARS OLD**



**11%**

PERCENTAGE OF  
INTERNET USERS THAT  
PAY FOR DIGITAL NEWS:  
**55 YEARS OLD & ABOVE**

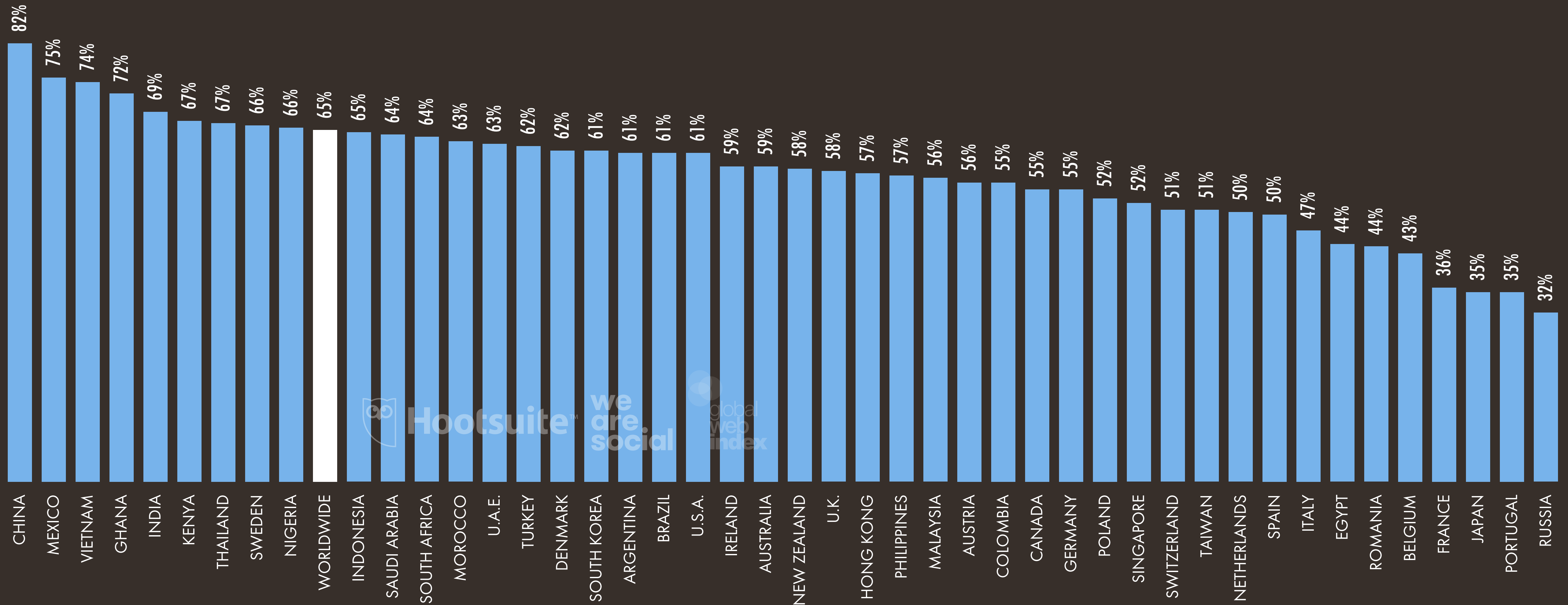


**11%**

JUL  
2019

# PAYING FOR DIGITAL CONTENT

PERCENTAGE OF **INTERNET USERS** WHO SAY THAT THEY HAVE PAID FOR SOME FORM\* OF DIGITAL CONTENT IN THE PAST 30 DAYS [SURVEY BASED]



JUL  
2019

# PAYING FOR DIGITAL CONTENT

PERCENTAGE OF GLOBAL INTERNET USERS WHO SAY THAT THEY HAVE PAID FOR EACH TYPE OF DIGITAL CONTENT IN THE PAST 30 DAYS [SURVEY BASED]

MOVIE OR TELEVISION  
STREAMING SERVICE



26%

MUSIC  
STREAMING SERVICE



23%

MOBILE  
GAME



17%

ONLINE  
NEWS SERVICE



10%

ONLINE  
MAGAZINE



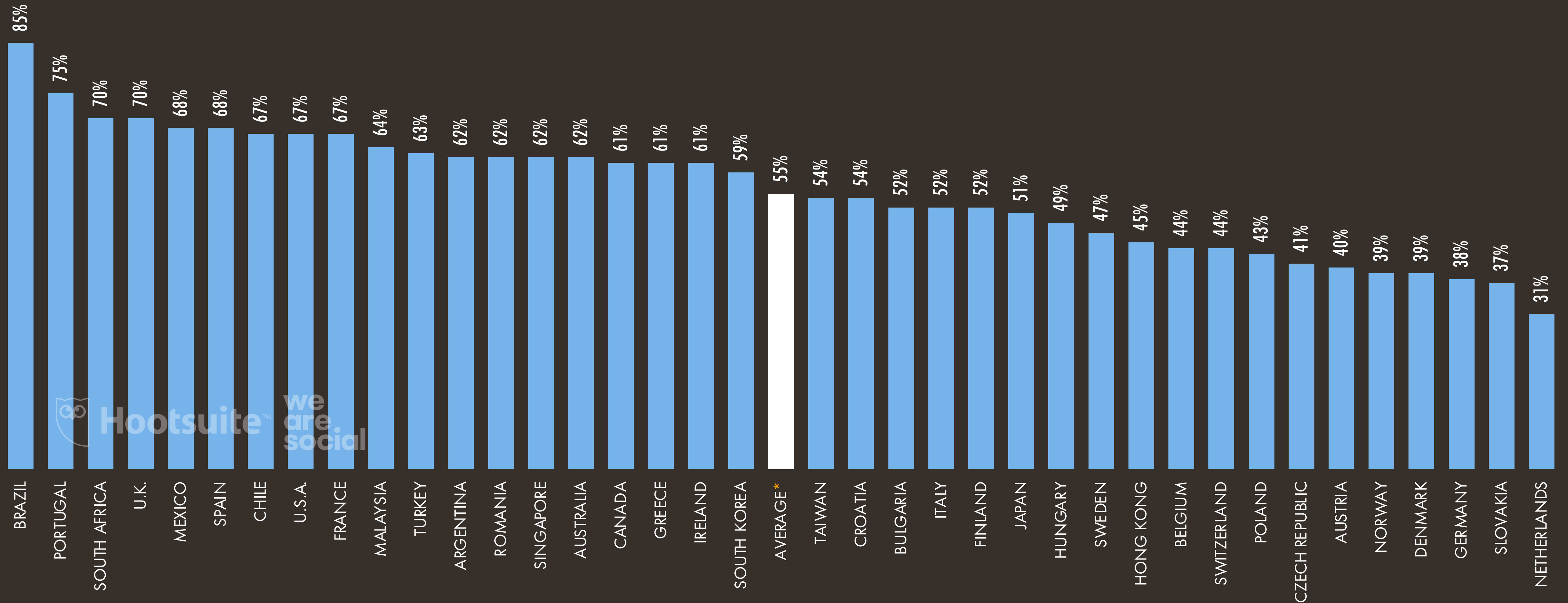
8%



JUL  
2019

# CONCERNS ABOUT 'FAKE NEWS' ON THE INTERNET

PERCENTAGE OF **INTERNET USERS\*** WHO SAY THEY ARE CONCERNED ABOUT THE VERACITY OF ONLINE NEWS

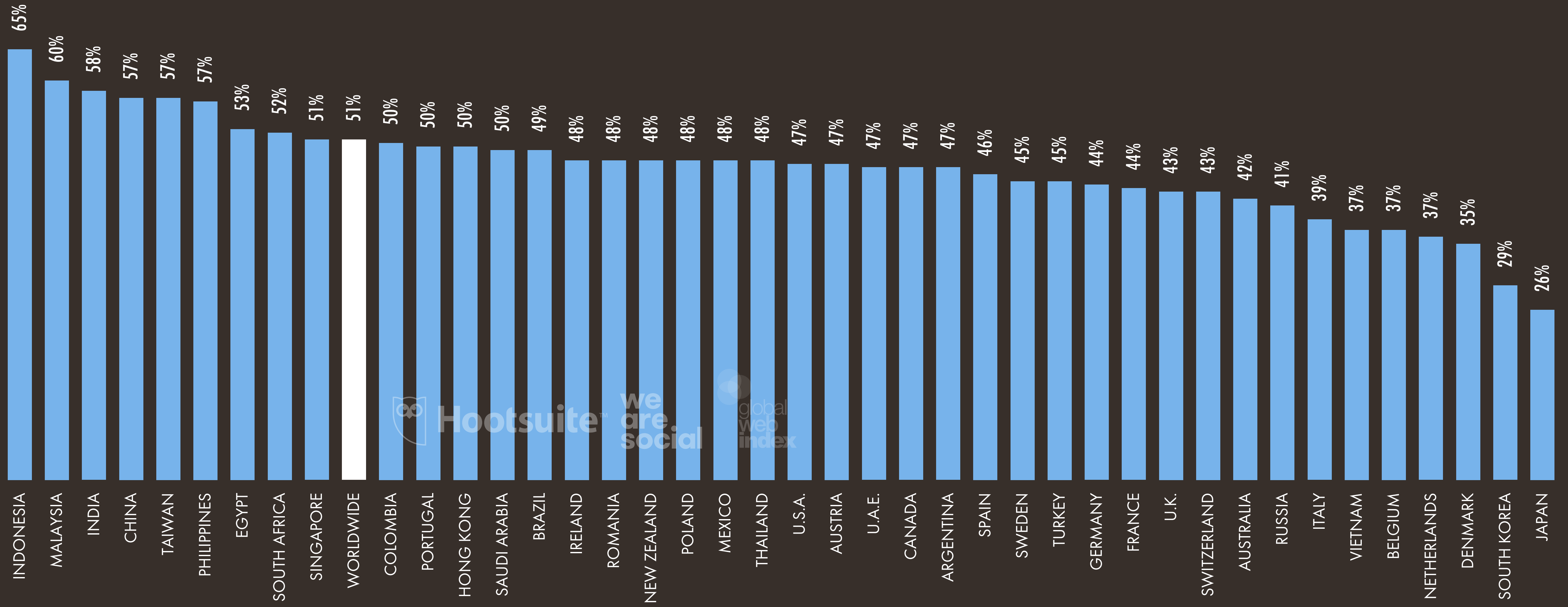




JUL  
2019

# USE OF AD-BLOCKING TOOLS

PERCENTAGE OF **INTERNET USERS** WHO SAY THEY HAVE USED SOME FORM OF AD-BLOCKING TOOL IN THE PAST 30 DAYS (ANY DEVICE)

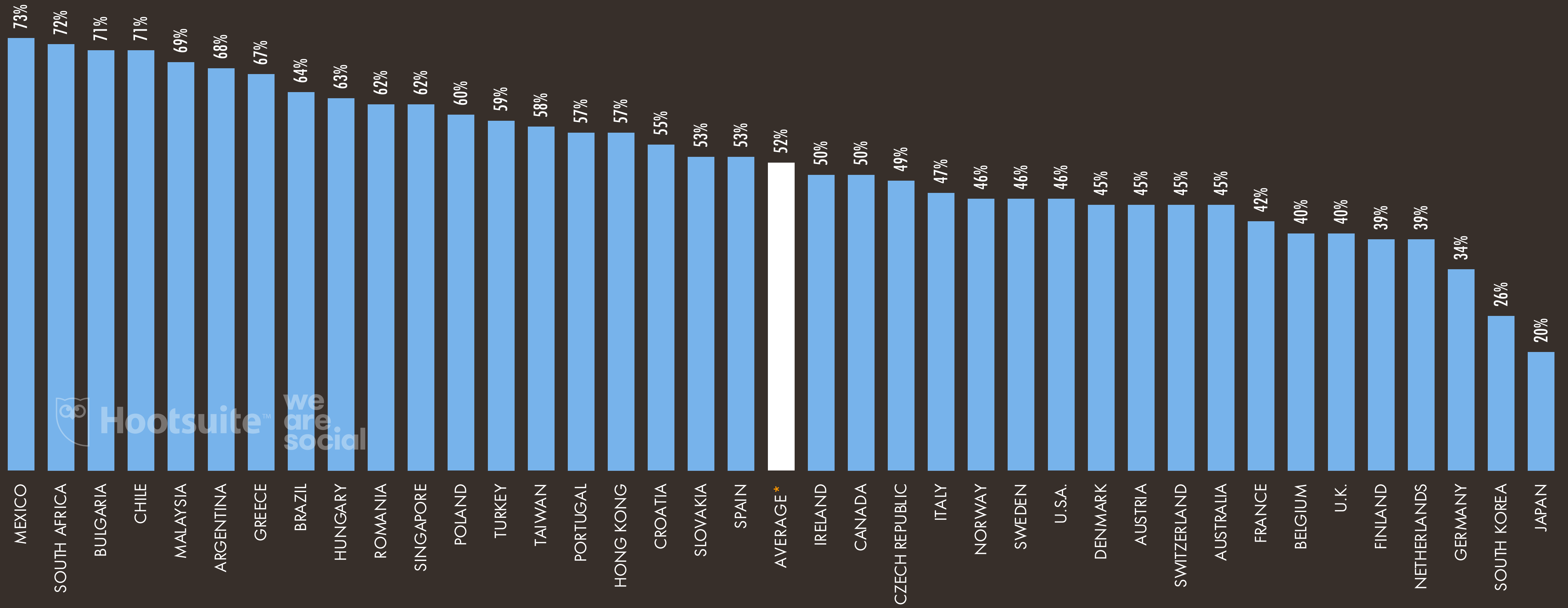




JUL  
2019

# SOCIAL MEDIA AS A NEWS SOURCE

PERCENTAGE OF **INTERNET USERS\*** WHO SAY THAT THEY USE SOCIAL MEDIA AS A SOURCE OF NEWS [SURVEY BASED]



JUL  
2019

# SOCIAL MEDIA AS A SOURCE OF NEWS

PERCENTAGE OF **INTERNET USERS\*** IN EACH AGE GROUP WHO SAY THAT THEY USE SOCIAL MEDIA AS A SOURCE OF NEWS

PERCENTAGE OF  
INTERNET USERS THAT  
USE SOCIAL MEDIA AS  
A SOURCE OF NEWS:  
**18 TO 24 YEARS OLD**



**66%**



PERCENTAGE OF  
INTERNET USERS THAT  
USE SOCIAL MEDIA AS  
A SOURCE OF NEWS:  
**25 TO 34 YEARS OLD**



**61%**



PERCENTAGE OF  
INTERNET USERS THAT  
USE SOCIAL MEDIA AS  
A SOURCE OF NEWS:  
**35 TO 44 YEARS OLD**



**56%**



PERCENTAGE OF  
INTERNET USERS THAT  
USE SOCIAL MEDIA AS  
A SOURCE OF NEWS:  
**45 TO 54 YEARS OLD**



**50%**



PERCENTAGE OF  
INTERNET USERS THAT  
USE SOCIAL MEDIA AS  
A SOURCE OF NEWS:  
**55 YEARS OLD & ABOVE**



**43%**





# GLOBAL SOCIAL MEDIA USE

**JUL  
2019**

# SOCIAL MEDIA OVERVIEW

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE SOCIAL MEDIA PLATFORMS IN EACH COUNTRY / TERRITORY

TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**3.534**  
**BILLION**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**46%**

TOTAL NUMBER OF ACTIVE  
SOCIAL USERS ACCESSING  
VIA MOBILE DEVICES



**3.463**  
**BILLION**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**45%**

we  
are  
social



JUL  
2019

# AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS HELD\* BY INTERNET USERS AROUND THE WORLD [SURVEY BASED]

AVERAGE NUMBER  
OF SOCIAL MEDIA  
ACCOUNTS HELD:  
16 TO 24 YEARS OLD



9.1

AVERAGE NUMBER  
OF SOCIAL MEDIA  
ACCOUNTS HELD:  
25-34 YEARS OLD



9.1

AVERAGE NUMBER  
OF SOCIAL MEDIA  
ACCOUNTS HELD:  
35 TO 44 YEARS OLD



7.9

AVERAGE NUMBER  
OF SOCIAL MEDIA  
ACCOUNTS HELD:  
45 TO 54 YEARS OLD



6.3

AVERAGE NUMBER  
OF SOCIAL MEDIA  
ACCOUNTS HELD:  
55 TO 64 YEARS OLD

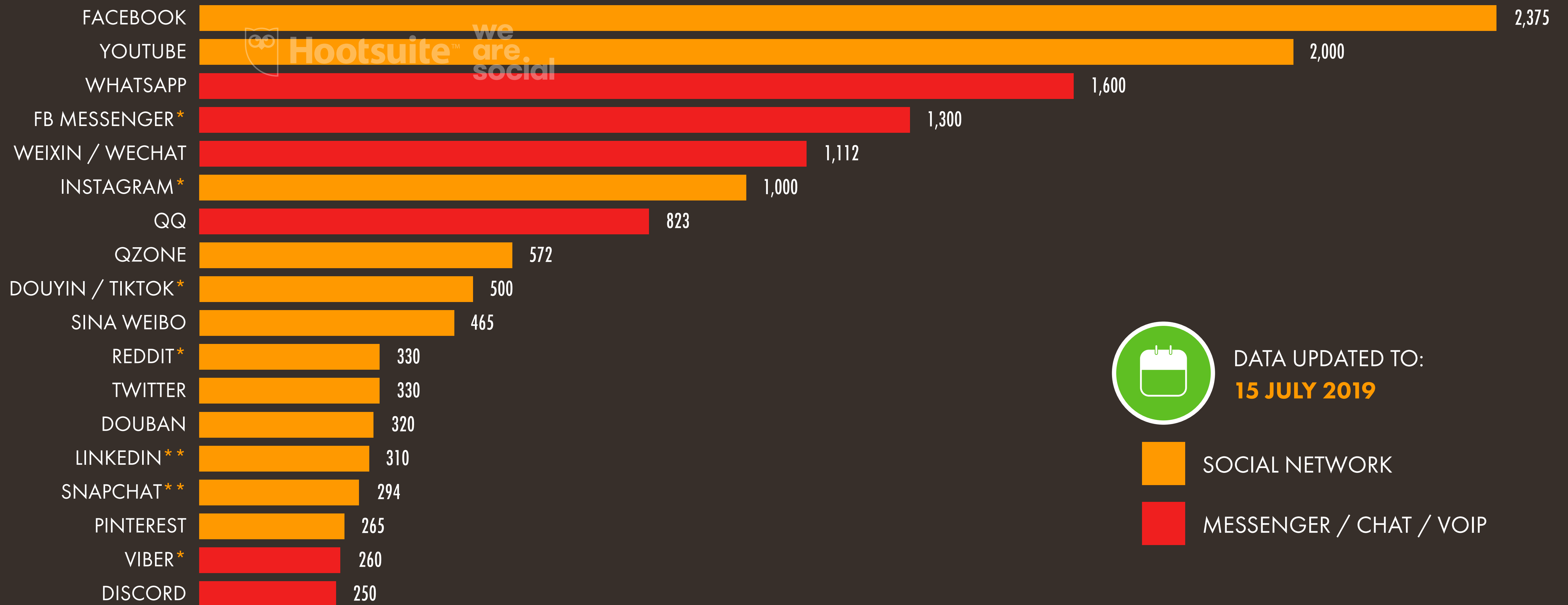


5.1

JUL  
2019

# ACTIVE USERS OF TOP SOCIAL PLATFORMS

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





JUL  
2019

# SOCIAL MEDIA ADVERTISING AUDIENCES

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

POTENTIAL REACH  
OF ADVERTISING  
ON FACEBOOK



1,944  
MILLION

FEMALE: 43%  
MALE: 57%

POTENTIAL REACH  
OF ADVERTISING  
ON INSTAGRAM



849  
MILLION

FEMALE: 52%  
MALE: 48%

POTENTIAL REACH  
OF ADVERTISING  
ON TWITTER



254  
MILLION

FEMALE: 31%  
MALE: 69%

POTENTIAL REACH  
OF ADVERTISING  
ON SNAPCHAT



369  
MILLION

FEMALE: 61%  
MALE: 38%

POTENTIAL REACH  
OF ADVERTISING  
ON LINKEDIN



639  
MILLION

FEMALE: 43%  
MALE: 57%

JUL  
2019

# SOCIAL MEDIA AUDIENCES: QUARTERLY GROWTH

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

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



we  
are  
social

+3.0%

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



+5.9%

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



we  
are  
social

-3.1%

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



+19%

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



+4.0%

JUL  
2019

# SOCIAL MEDIA: YOUTH AUDIENCES BY PLATFORM

A COMPARISON OF THE NUMBER OF PEOPLE AGED 13 TO 17 THAT ADVERTISERS CAN REACH ON A SELECTION OF SOCIAL MEDIA PLATFORMS

POTENTIAL REACH  
OF ADVERTISING ON  
**FACEBOOK**: NUMBER OF  
USERS AGED 13 TO 17



**113.3**  
MILLION

POTENTIAL REACH  
OF ADVERTISING ON  
**SNAPCHAT**: NUMBER OF  
USERS AGED 13 TO 17



**66.9**  
MILLION

POTENTIAL REACH  
OF ADVERTISING ON  
**INSTAGRAM**: NUMBER OF  
USERS AGED 13 TO 17



**52.9**  
MILLION

POTENTIAL REACH  
OF ADVERTISING ON  
**TWITTER**: NUMBER OF  
USERS AGED 13 TO 17



**20.2**  
MILLION

we  
are  
social





# IN DETAIL: FACEBOOK

JUL  
2019

# FACEBOOK AUDIENCE OVERVIEW

BASED ON FACEBOOK'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

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



we  
are  
social

1.944  
BILLION

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



we  
are  
social

32%

QUARTER-ON-  
QUARTER CHANGE  
IN FACEBOOK  
ADVERTISING REACH



we  
are  
social

+3.0%

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



we  
are  
social

43%

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



we  
are  
social

57%



JUL  
2019

# LARGEST FACEBOOK ADVERTISING AUDIENCES

COUNTRIES AND TERRITORIES\* WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES

#	COUNTRY	REACH	% POP. 13+
01	INDIA	270,000,000	26%
02	UNITED STATES	190,000,000	69%
03	INDONESIA	130,000,000	61%
04	BRAZIL	120,000,000	70%
05	MEXICO	82,000,000	83%
06	PHILIPPINES	68,000,000	88%
07	VIETNAM	58,000,000	75%
08	THAILAND	46,000,000	77%
09	EGYPT	38,000,000	54%
10=	TURKEY	37,000,000	56%
10=	UNITED KINGDOM	37,000,000	65%

#	COUNTRY	REACH	% POP. 13+
12	PAKISTAN	33,000,000	21%
13	BANGLADESH	32,000,000	26%
14=	COLOMBIA	31,000,000	77%
14=	FRANCE	31,000,000	57%
16=	ARGENTINA	29,000,000	82%
16=	ITALY	29,000,000	54%
18	GERMANY	28,000,000	38%
19=	MALAYSIA	22,000,000	90%
19=	NIGERIA	22,000,000	17%
19=	PERU	22,000,000	87%
19=	SPAIN	22,000,000	54%

**SOURCE:** EXTRAPOLATIONS OF FACEBOOK DATA (JULY 2019), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU. **\*NOTE:** RANKINGS ONLY INCLUDE COUNTRIES AND TERRITORIES WITH TOTAL POPULATIONS OF 50,000 OR MORE. **ADVISORY:** FACEBOOK HAS RECENTLY CHANGED THE WAY IT REPORTS ADVERTISING AUDIENCE NUMBERS, SO FIGURES QUOTED HERE WILL NOT BE COMPARABLE TO FIGURES QUOTED IN OUR PREVIOUS REPORTS.



JUL  
2019

# HIGHEST RATES OF ELIGIBLE REACH: FACEBOOK

COUNTRIES AND TERRITORIES\* WHERE FACEBOOK ADVERTS REACH THE HIGHEST PROPORTION OF PEOPLE AGED 13 AND ABOVE

#	COUNTRY	% POP. 13+	REACH
01	QATAR	96%	2,400,000
02	ARUBA	96%	86,000
03	UNITED ARAB EMIRATES	94%	8,000,000
04	MALTA	93%	360,000
05	MALAYSIA	90%	22,000,000
06	ICELAND	90%	250,000
07	BRUNEI DARUSSALAM	89%	310,000
08	PHILIPPINES	88%	68,000,000
09	PERU	87%	22,000,000
10	GUAM	87%	110,000

#	COUNTRY	% POP. 13+	REACH
11	CAYMAN ISLANDS	86%	47,000
12	CYPRUS	85%	880,000
13	GREENLAND	84%	39,000
14	MEXICO	83%	82,000,000
15	LIBYA	83%	4,400,000
16	TONGA	83%	62,000
17	ARGENTINA	82%	29,000,000
18	ECUADOR	82%	11,000,000
19	MONGOLIA	82%	2,000,000
20	CURAÇAO	81%	110,000

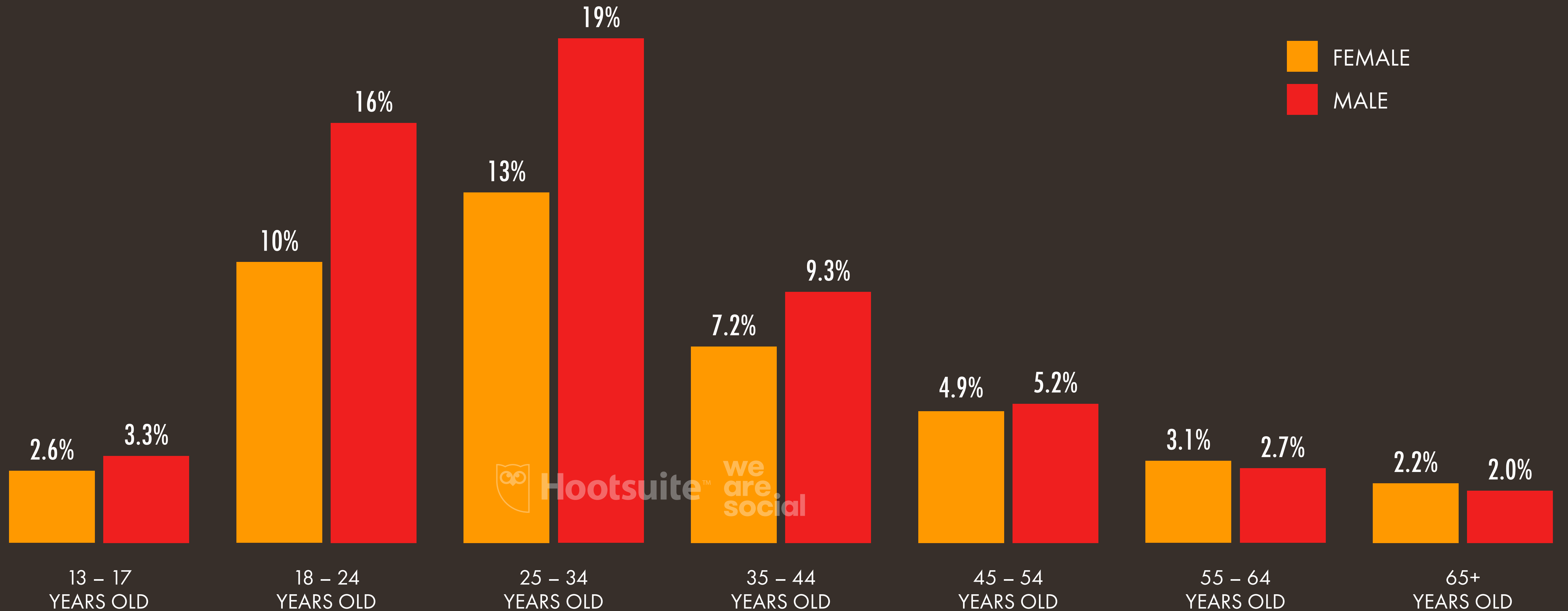
we  
are  
social



JUL  
2019

# ADVERTISING AUDIENCE PROFILE: FACEBOOK

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



JUL  
2019

# FACEBOOK'S ADVERTISING AUDIENCE

POTENTIAL REACH OF ADVERTISING ON FACEBOOK, BY AGE GROUP AND BY GENDER

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13-17	114,700,000	51,300,000	2.6%	63,400,000	3.3%
18-24	503,000,000	201,200,000	10.4%	301,800,000	15.5%
25-34	613,700,000	251,500,000	12.9%	362,200,000	18.6%
35-44	321,900,000	140,800,000	7.2%	181,100,000	9.3%
45-54	196,200,000	95,600,000	4.9%	100,600,000	5.2%
55-64	112,700,000	59,400,000	3.1%	53,300,000	2.7%
65+	81,500,000	43,300,000	2.2%	38,200,000	2.0%
TOTAL	1,943,600,000	843,000,000	43%	1,100,600,000	57%

**SOURCE:** EXTRAPOLATIONS OF FACEBOOK DATA (JULY 2019). **NOTE:** COLUMNS AND ROWS MAY NOT SUM CORRECTLY TO TOTALS DUE TO ROUNDING. **ADVISORY:** DATA ON THIS CHART REPRESENTS FACEBOOK'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO THE RESPECTIVE SHARE OF TOTAL ACTIVE USERS. FACEBOOK HAS RECENTLY CHANGED THE WAY IT REPORTS ADVERTISING AUDIENCE NUMBERS, SO FIGURES QUOTED HERE WILL NOT BE COMPARABLE TO FIGURES QUOTED IN OUR PREVIOUS REPORTS.

JUL  
2019

# FACEBOOK ACTIVITY FREQUENCY

THE MEDIAN 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)



13

FEMALE:

15

MALE:

12

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



5

FEMALE:

7

MALE:

4

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)



11

FEMALE:

14

MALE:

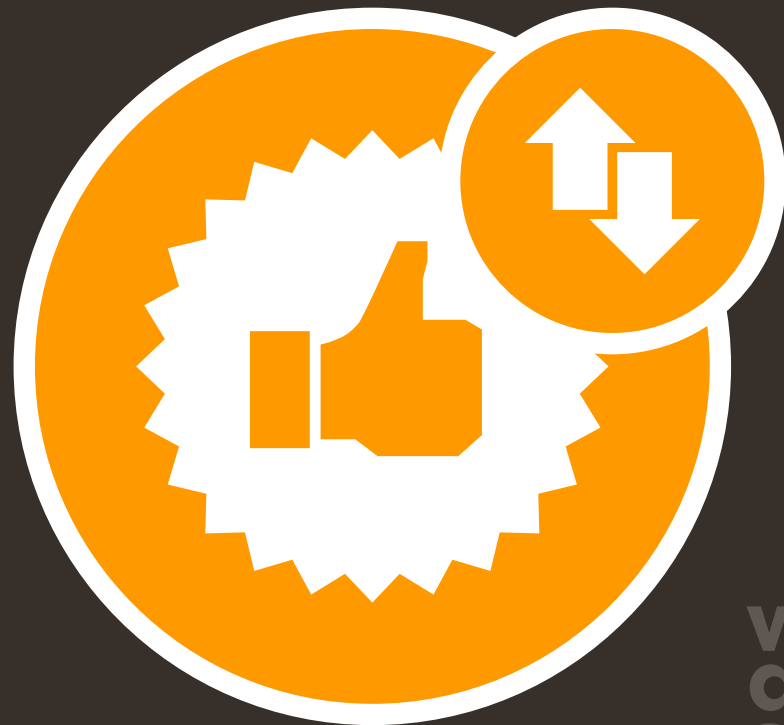
10

JUL  
2019

# 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

**+0.13%**

Q-O-Q CHANGE:

**-0.8%**  
**(-0.1 BPS)**

AVERAGE POST REACH  
vs. PAGE LIKES



locowise

**7.6%**

Q-O-Q CHANGE:

**-1.4%**  
**(-11 BPS)**

AVERAGE ORGANIC  
REACH vs. PAGE LIKES



locowise

**5.5%**

Q-O-Q CHANGE:

**-2.2%**  
**(-12 BPS)**

PERCENTAGE OF PAGES  
USING PAID MEDIA



locowise

**26.4%**

Q-O-Q CHANGE:

**+0.2%**  
**(+5 BPS)**

AVERAGE PAID REACH  
vs. TOTAL REACH



**28.0%**

Q-O-Q CHANGE:

**+0.9%**  
**(+26 BPS)**



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2019

# FACEBOOK ENGAGEMENT BENCHMARKS

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

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



3.60%

Q-O-Q CHANGE:

**-0.5%**  
**(-2 BPS)**

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



6.13%

Q-O-Q CHANGE:

**+0.5%**  
**(+3 BPS)**

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



4.49%

Q-O-Q CHANGE:

**+0.3%**  
**(+1 BPS)**

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



2.91%

Q-O-Q CHANGE:

**-3.1%**  
**(-9 BPS)**

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



1.82%

Q-O-Q CHANGE:

**-5.7%**  
**(-11 BPS)**



JUL  
2019

# COMPARING FACEBOOK PERFORMANCE BY PAGE SIZE

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

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

AVERAGE ORGANIC PAGE  
POST REACH vs. PAGE LIKES  
(ALL TYPES OF POST AND PAGE\*)



we  
are  
social

8.29%

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



locowise

4.73%

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

AVERAGE ORGANIC PAGE  
POST REACH vs. PAGE LIKES  
(ALL TYPES OF POST AND PAGE\*)



we  
are  
social

2.98%

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



2.67%



# IN DETAIL: INSTAGRAM

JUL  
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

849.3  
MILLION

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



we  
are  
social

14%

QUARTER-ON-  
QUARTER CHANGE  
IN INSTAGRAM  
ADVERTISING REACH



we  
are  
social

+5.9%

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



we  
are  
social

52%

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



we  
are  
social

48%

JUL  
2019

# LARGEST INSTAGRAM ADVERTISING AUDIENCES

COUNTRIES AND TERRITORIES\* WITH THE LARGEST INSTAGRAM ADVERTISING AUDIENCES

#	COUNTRY	REACH	% OF POP. 13+
01	UNITED STATES	110,000,000	40%
02	BRAZIL	70,000,000	41%
03	INDIA	69,000,000	7%
04	INDONESIA	59,000,000	28%
05	RUSSIAN FEDERATION	40,000,000	32%
06	TURKEY	37,000,000	56%
07	JAPAN	26,000,000	23%
08	UNITED KINGDOM	23,000,000	40%
09	MEXICO	22,000,000	22%
10=	GERMANY	19,000,000	26%

#	COUNTRY	REACH	% OF POP. 13+
10=	ITALY	19,000,000	36%
12=	ARGENTINA	16,000,000	45%
12=	FRANCE	16,000,000	29%
14	SPAIN	15,000,000	37%
15=	CANADA	12,000,000	37%
15=	SAUDI ARABIA	12,000,000	45%
17=	COLOMBIA	11,000,000	27%
17=	SOUTH KOREA	11,000,000	24%
17=	MALAYSIA	11,000,000	45%
17=	THAILAND	11,000,000	18%


we  
are  
social




JUL  
2019

# HIGHEST RATES OF ELIGIBLE REACH: INSTAGRAM

COUNTRIES AND TERRITORIES\* WHERE INSTAGRAM ADVERTS REACH THE HIGHEST PROPORTION OF PEOPLE AGED 13 AND ABOVE

#	COUNTRY	% OF POP. 13+	REACH
01	BRUNEI DARUSSALAM	60%	210,000
02	ICELAND	57%	160,000
03	TURKEY	56%	37,000,000
04	SWEDEN	55%	4,700,000
05	KUWAIT	55%	1,800,000
06	KAZAKHSTAN 	53%	7,600,000
07	CYPRUS	53%	550,000
08	CAYMAN ISLANDS	53%	29,000
09	GUAM	52%	66,000
10	BAHRAIN	52%	710,000

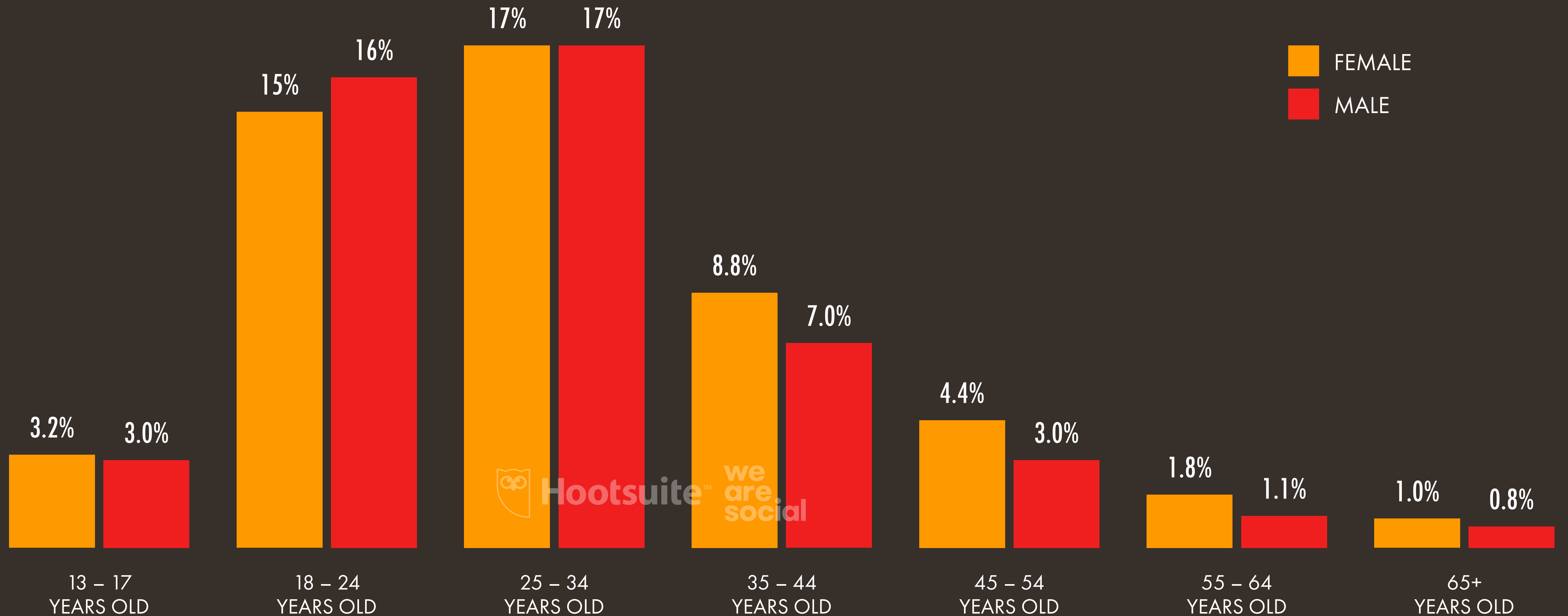
#	COUNTRY	% OF POP. 13+	REACH
11	NORWAY	48%	2,200,000
12	CHILE	48%	7,500,000
13	ARUBA	48%	43,000
14	MONTENEGRO 	47%	250,000
15	ISRAEL	46%	3,000,000
16	PANAMA	46%	1,500,000
17	KOSOVO	46%	690,000
18	ARGENTINA	45%	16,000,000
19	URUGUAY	45%	1,300,000
20	BARBADOS	45%	110,000



JUL  
2019

# ADVERTISING AUDIENCE PROFILE: INSTAGRAM

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



JUL  
2019

# INSTAGRAM'S ADVERTISING AUDIENCE

POTENTIAL REACH OF ADVERTISING ON INSTAGRAM, BY AGE GROUP AND BY GENDER

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13-17	53,000,000	27,500,000	3.2%	25,500,000	3.0%
18-24	264,900,000	127,500,000	15%	137,300,000	16%
25-34	294,300,000	147,200,000	17%	147,200,000	17%
35-44	134,400,000	74,600,000	8.8%	59,800,000	7.0%
45-54	62,800,000	37,300,000	4.4%	25,500,000	3.0%
55-64	25,000,000	15,700,000	1.8%	9,300,000	1.1%
65+	14,900,000	8,500,000	1.0%	6,400,000	0.8%
TOTAL	849,300,000	438,200,000	52%	411,000,000	48%

**SOURCE:** EXTRAPOLATIONS OF FACEBOOK DATA (JULY 2019). **NOTE:** COLUMNS AND ROWS MAY NOT SUM CORRECTLY TO TOTALS DUE TO ROUNDING. **ADVISORY:** DATA ON THIS CHART REPRESENTS INSTAGRAM'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO THE RESPECTIVE SHARE OF TOTAL ACTIVE USERS. FACEBOOK HAS RECENTLY CHANGED THE WAY IT REPORTS ADVERTISING AUDIENCE NUMBERS FOR INSTAGRAM, SO FIGURES QUOTED HERE WILL NOT BE COMPARABLE TO FIGURES QUOTED IN OUR PREVIOUS REPORTS.



# IN DETAIL: TWITTER

JUL  
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

254.0  
MILLION

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



we  
are  
social

4.2%

QUARTER-ON-  
QUARTER CHANGE  
IN TWITTER  
ADVERTISING REACH



we  
are  
social

-3.1%

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



we  
are  
social

31%

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



we  
are  
social

69%

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# LARGEST TWITTER ADVERTISING AUDIENCES

COUNTRIES AND TERRITORIES WITH THE LARGEST TWITTER ADVERTISING AUDIENCES

#	COUNTRY	REACH	% OF POP. 13+
01	UNITED STATES	48,650,000	18%
02	JAPAN	36,700,000	32%
03	UNITED KINGDOM	14,100,000	25%
04	SAUDI ARABIA	9,900,000	37%
05	TURKEY	8,600,000	13%
06	BRAZIL	8,280,000	5%
07	INDIA	7,745,000	1%
08	MEXICO	7,020,000	7%
09	SPAIN	6,710,000	17%
10	RUSSIAN FEDERATION	6,625,000	5%

#	COUNTRY	REACH	% OF POP. 13+
11	INDONESIA	6,310,000	3%
12	FRANCE	5,745,000	11%
13	CANADA	5,725,000	18%
14	PHILIPPINES	4,545,000	6%
15	THAILAND	4,145,000	7%
16	ARGENTINA	4,075,000	12%
17	GERMANY	3,930,000	5%
18	SOUTH KOREA	3,770,000	8%
19	AUSTRALIA	3,135,000	15%
20	ITALY	2,800,000	5%



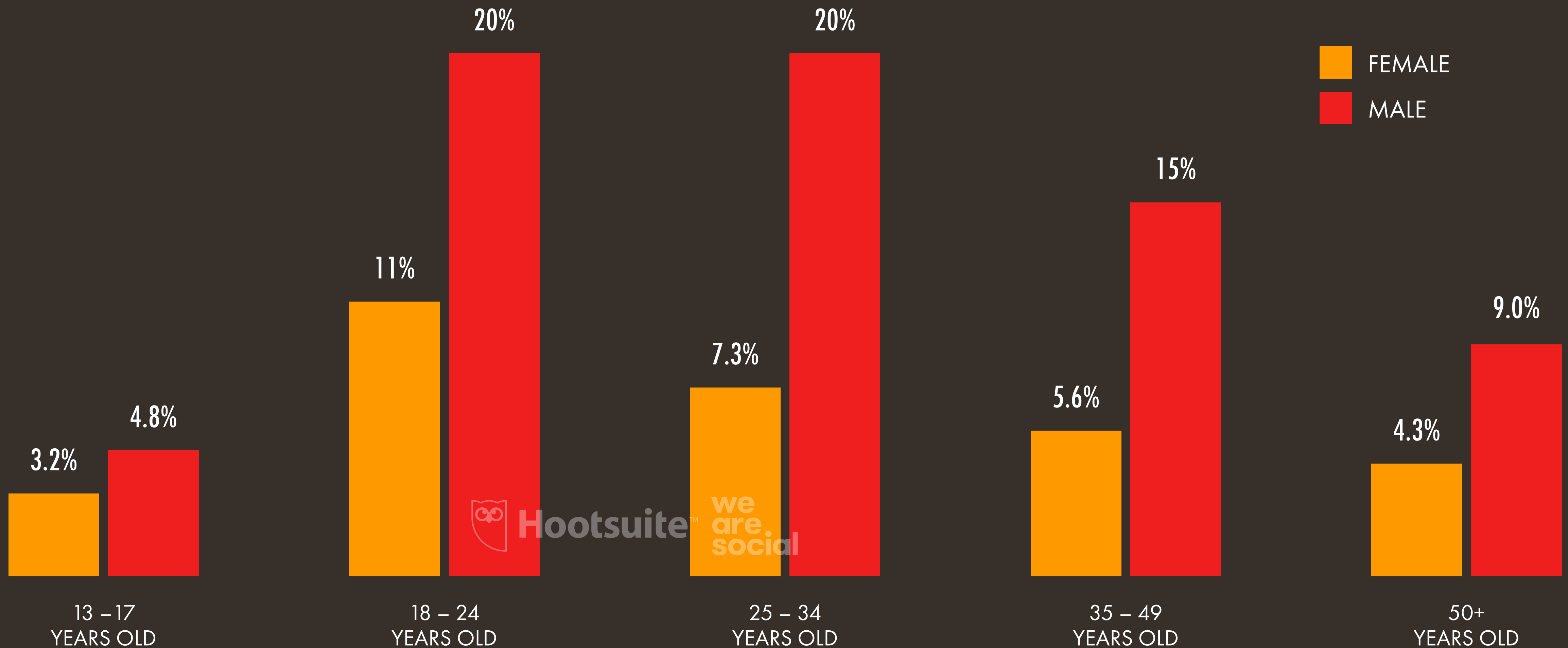
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# ADVERTISING AUDIENCE PROFILE: TWITTER

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



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# TWITTER'S ADVERTISING AUDIENCE

POTENTIAL REACH OF ADVERTISING ON TWITTER, BY AGE GROUP AND BY GENDER

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13-17	20,200,000	8,100,000	3.2%	12,100,000	4.8%
18-24	78,600,000	27,000,000	11%	51,600,000	20%
25-34	70,200,000	18,600,000	7.3%	51,600,000	20%
35-49	51,200,000	14,300,000	5.6%	36,800,000	15%
50+	33,800,000	10,900,000	4.3%	22,900,000	9.0%
ALL	254,000,000	78,900,000	31%	175,100,000	69%



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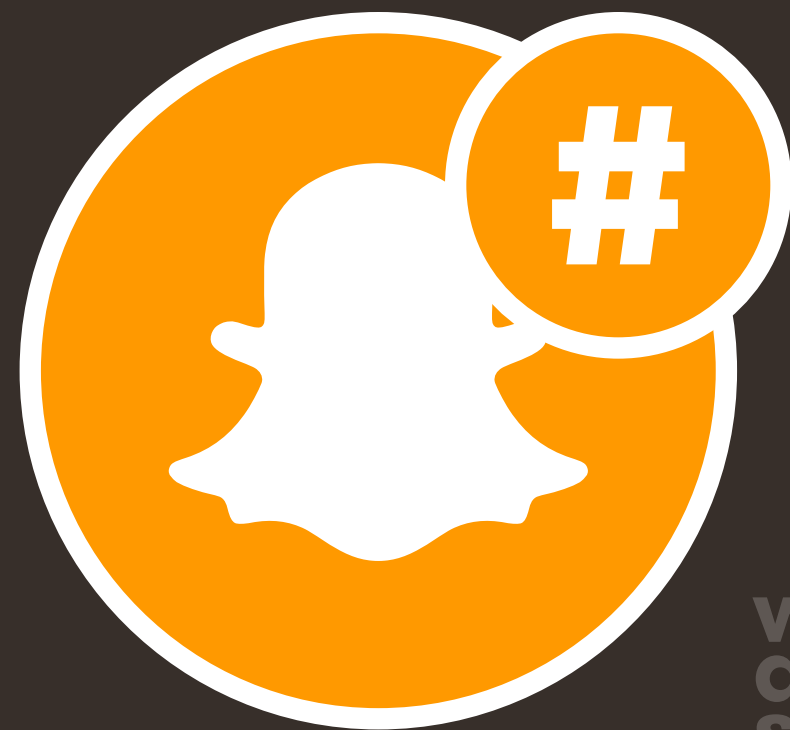
# IN DETAIL: SNAPCHAT

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# SNAPCHAT AUDIENCE OVERVIEW

BASED ON SNAPCHAT'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

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



369.0  
MILLION

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



6.1%



QUARTER-ON-  
QUARTER CHANGE  
IN SNAPCHAT  
ADVERTISING REACH



+19%

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



61%



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



38%

**SOURCE:** EXTRAPOLATIONS OF SNAPCHAT DATA (JULY 2019). **\*NOTE:** SNAPCHAT DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE', BUT THE DATA THAT THE PLATFORM REPORTS FOR MALE AND FEMALE AUDIENCES DO NOT SUM TO 100% OF THE TOTAL AUDIENCE FIGURE. **ADVISORY:** DATA SHOWN ON THIS CHART REPRESENT SNAPCHAT'S ADVERTISING AUDIENCE ONLY, AND MAY NOT BE REFLECTIVE OF SNAPCHAT'S TOTAL MONTHLY ACTIVE USER BASE.

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# LARGEST SNAPCHAT ADVERTISING AUDIENCES

COUNTRIES AND TERRITORIES\* WITH THE LARGEST SNAPCHAT ADVERTISING AUDIENCES

#	COUNTRY	REACH	% POP. 13+
01	UNITED STATES	97,550,000	35%
02	FRANCE	20,300,000	37%
03	UNITED KINGDOM	18,150,000	32%
04	BRAZIL	16,950,000	10%
05	SAUDI ARABIA	15,400,000	58%
06	INDIA	15,100,000	1%
07	MEXICO	13,750,000	14%
08	GERMANY	11,500,000	15%
09	CANADA	8,250,000	25%
10	TURKEY	8,200,000	12%
11	RUSSIAN FEDERATION	8,050,000	7%

#	COUNTRY	REACH	% POP. 13+
12	INDONESIA	7,450,000	3%
13	PHILIPPINES	7,050,000	9%
14	AUSTRALIA	6,550,000	31%
15	NETHERLANDS	6,000,000	41%
16=	IRAQ	5,750,000	22%
16=	SPAIN	5,750,000	14%
18	EGYPT	4,600,000	7%
19	JAPAN	4,150,000	4%
20=	ARGENTINA	4,000,000	11%
20=	COLOMBIA	4,000,000	10%
22	POLAND	3,900,000	12%

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# HIGHEST RATES OF ELIGIBLE REACH: SNAPCHAT

COUNTRIES AND TERRITORIES\* WHERE SNAPCHAT ADVERTS REACH THE HIGHEST PROPORTION OF PEOPLE AGED 13 AND ABOVE

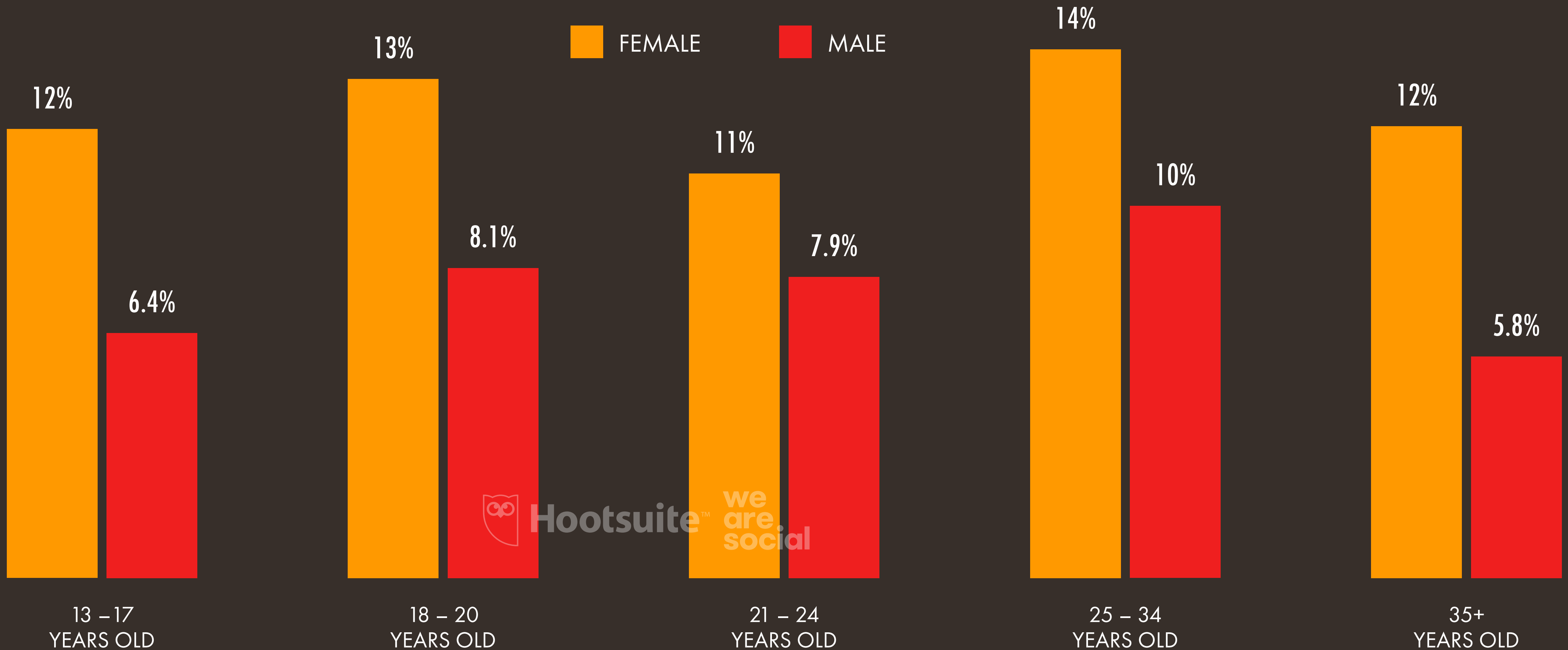
#	COUNTRY	% OF POP. 13+	REACH
01	BAHRAIN	69%	945,000
02	LUXEMBOURG	67%	352,500
03	NORWAY	63%	2,850,000
04	SAUDI ARABIA	58%	15,400,000
05	KUWAIT	53%	1,750,000
06	DENMARK	47%	2,350,000
07	SWEDEN	45%	3,800,000
08	IRELAND	44%	1,750,000
09	NETHERLANDS	41%	6,000,000
10	FRANCE	37%	20,300,000

#	COUNTRY	% OF POP. 13+	REACH
11	URUGUAY	37%	1,050,000
12	UNITED STATES	35%	97,550,000
13	BELGIUM	32%	3,150,000
14	UNITED KINGDOM	32%	18,150,000
15	NEW ZEALAND	31%	1,250,000
16	PUERTO RICO	31%	795,000
17	AUSTRALIA	31%	6,550,000
18	OMAN	30%	1,100,000
19	JORDAN	30%	2,150,000
20	UNITED ARAB EMIRATES	26%	2,250,000

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# ADVERTISING AUDIENCE PROFILE: SNAPCHAT

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



**SOURCE:** EXTRAPOLATIONS OF SNAPCHAT DATA (JULY 2019). **NOTES:** FIGURES ARE BASED ON MID-POINTS OF THE RANGES THAT SNAPCHAT REPORTS FOR ITS ADVERTISING AUDIENCES. SNAPCHAT'S REPORTING FACTORS GENDERS OTHER THAN 'MALE' OR 'FEMALE', BUT IT DOES NOT REPORT NUMBERS FOR AUDIENCES OTHER THAN MALE OR FEMALE. AS A RESULT, FIGURES DO NOT SUM TO 100%. **\*ADVISORY:** FIGURES ARE BASED ON THE ADDRESSABLE ADVERTISING AUDIENCE ON SNAPCHAT ONLY, AND MAY NOT BE REPRESENTATIVE OF TOTAL ACTIVE USERS.

# SNAPCHAT'S ADVERTISING AUDIENCE

POTENTIAL REACH OF ADVERTISING ON SNAPCHAT, BY AGE GROUP AND BY GENDER

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13-17	67,600,000	43,300,000	12%	23,500,000	6.4%
18-20	78,900,000	48,200,000	13%	29,900,000	8.1%
21-24	68,900,000	39,000,000	11%	29,000,000	7.9%
25-34	87,800,000	50,900,000	14%	35,800,000	10%
35+	65,800,000	43,700,000	12%	21,300,000	5.8%
ALL	369,000,000	225,200,000	61%	139,700,000	38%

we  
are  
social



**SOURCE:** EXTRAPOLATIONS OF SNAPCHAT DATA (JULY 2019). **ADVISORY:** DATA ON THIS CHART REPRESENTS SNAPCHAT'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO THE RESPECTIVE SHARE OF TOTAL ACTIVE USERS. SNAPCHAT'S REPORTING FACTORS GENDERS OTHER THAN 'MALE' OR 'FEMALE', BUT IT DOES NOT REPORT NUMBERS FOR AUDIENCES OTHER THAN MALE OR FEMALE. AS A RESULT, PERCENTAGES DO NOT SUM TO 100%, AND FIGURES IN THE 'FEMALE TOTAL' AND 'MALE TOTAL' COLUMNS DO NOT SUM TO THE 'TOTAL AUDIENCE' FIGURE.



## IN DETAIL: LINKEDIN

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# LINKEDIN AUDIENCE OVERVIEW

BASED ON LINKEDIN'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

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



639.4  
MILLION

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



12%

QUARTER-ON-  
QUARTER CHANGE  
IN LINKEDIN  
ADVERTISING REACH



+4.0%

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



43%

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



57%

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are  
social



we  
are  
social



**SOURCE:** EXTRAPOLATIONS OF LINKEDIN DATA (JULY 2019). **\*NOTE:** LINKEDIN'S ADVERTISING AUDIENCE FIGURES ARE BASED ON TOTAL MEMBERS, NOT MONTHLY ACTIVE USERS. LINKEDIN DOES NOT REPORT ADVERTISING AUDIENCE FIGURES FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. GENDER DATA HAVE BEEN EXTRAPOLATED BASED ON AVAILABLE DATA. **ADVISORY:** DATA SHOWN ON THIS CHART REPRESENT LINKEDIN'S ADVERTISING AUDIENCE ONLY, AND MAY NOT BE REFLECTIVE OF LINKEDIN'S TOTAL MONTHLY ACTIVE USER BASE.

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# LARGEST LINKEDIN ADVERTISING AUDIENCES

COUNTRIES AND TERRITORIES\* WITH THE LARGEST LINKEDIN ADVERTISING AUDIENCES

#	COUNTRY	REACH	% OF POP. 18+
01	UNITED STATES	160,000,000	63%
02	INDIA	59,000,000	6%
03	CHINA	50,000,000	4%
04	BRAZIL	37,000,000	24%
05	UNITED KINGDOM	27,000,000	50%
06	FRANCE	18,000,000	35%
07	CANADA	16,000,000	53%
08=	INDONESIA	13,000,000	7%
08=	ITALY	13,000,000	26%
08=	MEXICO	13,000,000	15%

#	COUNTRY	REACH	% OF POP. 18+
11	SPAIN	12,000,000	31%
12	AUSTRALIA	11,000,000	55%
13	GERMANY	9,400,000	13%
14	NETHERLANDS	8,200,000	60%
15	TURKEY	8,100,000	14%
16	PHILIPPINES	7,700,000	12%
17	COLOMBIA	7,500,000	21%
18	SOUTH AFRICA	7,300,000	19%
19	ARGENTINA	7,200,000	23%
20	RUSSIAN FEDERATION	6,800,000	6%

**SOURCE:** EXTRAPOLATIONS OF LINKEDIN DATA (JULY 2019), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU. **\*NOTE:** RANKINGS ONLY INCLUDE COUNTRIES AND TERRITORIES WITH TOTAL POPULATIONS OF 50,000 OR MORE.



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# HIGHEST RATES OF ELIGIBLE REACH: LINKEDIN

COUNTRIES AND TERRITORIES\* WHERE LINKEDIN ADVERTS REACH THE HIGHEST PROPORTION OF PEOPLE AGED 18 AND ABOVE

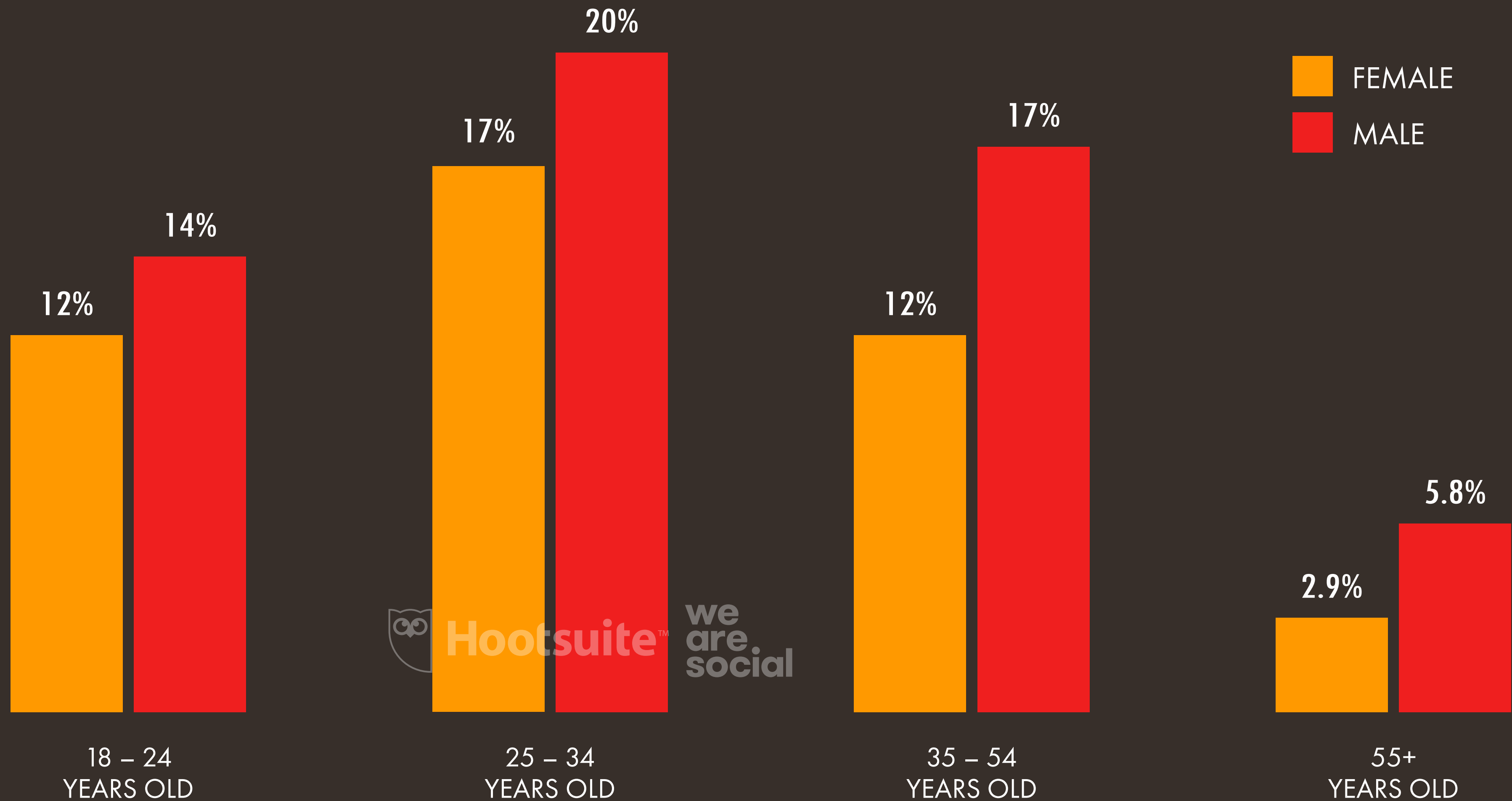
#	COUNTRY	% OF POP. 18+	REACH
01	BERMUDA	92%	46,000
02	AMERICAN SAMOA	89%	32,000
03	ICELAND	86%	220,000
04	CAYMAN ISLANDS	76%	39,000
05	ANDORRA	69%	44,000
06	U.S. VIRGIN ISLANDS	65%	52,000
07	UNITED STATES	63%	160,000,000
08	NETHERLANDS	60%	8,200,000
09	IRELAND	57%	2,100,000
10	ARUBA	56%	47,000

#	COUNTRY	% OF POP. 18+	REACH
11	AUSTRALIA	55%	11,000,000
12	NEW ZEALAND	55%	2,000,000
13	DENMARK	54%	2,500,000
14	GUAM	54%	61,000
15	SINGAPORE	53%	2,600,000
16	CANADA	53%	16,000,000
17	MALTA	52%	190,000
18	LUXEMBOURG	51%	250,000
19	UNITED KINGDOM	50%	27,000,000
20	UNITED ARAB EMIRATES	50%	4,100,000

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# ADVERTISING AUDIENCE PROFILE: LINKEDIN

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





# IN DETAIL: PINTEREST

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# PINTEREST AUDIENCE OVERVIEW

BASED ON PINTEREST'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

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



we  
are  
social

144.5  
MILLION

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



we  
are  
social

2.4%

QUARTER-ON-  
QUARTER GROWTH  
IN PINTEREST  
ADVERTISING REACH



we  
are  
social

[N/A]

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



we  
are  
social

70%

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



we  
are  
social

20%

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# LARGEST PINTEREST ADVERTISING AUDIENCES

COUNTRIES AND TERRITORIES\* WITH THE LARGEST PINTEREST ADVERTISING AUDIENCES

#	COUNTRY	REACH	% POP. 13+
01	UNITED STATES	76,320,000	28%
02	GERMANY	11,200,000	15%
03	UNITED KINGDOM	10,200,000	18%
04	FRANCE	8,700,000	16%
05	CANADA	8,100,000	25%
06	SPAIN	5,800,000	14%
07	ITALY	5,100,000	9%
08	AUSTRALIA	5,000,000	23%
09	NETHERLANDS	4,100,000	28%
10	BELGIUM	1,600,000	16%

#	COUNTRY	REACH	% POP. 13+
11	PORTUGAL	1,400,000	16%
12	SWITZERLAND	1,300,000	18%
13	AUSTRIA	1,200,000	16%
14	SWEDEN	1,200,000	14%
15	NEW ZEALAND	900,000	23%
16	IRELAND	770,000	19%
17	DENMARK	740,000	15%
18	NORWAY	690,000	15%
19	FINLAND	230,000	5%



# GLOBAL MOBILE USE



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# MOBILE USERS vs. MOBILE CONNECTIONS

COMPARING UNIQUE MOBILE USERS TO MOBILE CONNECTIONS

NUMBER OF UNIQUE  
MOBILE USERS (ANY  
TYPE OF HANDSET)



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5.117  
BILLION

UNIQUE MOBILE  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



GSMA

66%

TOTAL NUMBER OF MOBILE  
CONNECTIONS (EXCLUDING  
IOT CONNECTIONS)



GSMA

7.839  
BILLION

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



GSMA

102%

AVERAGE NUMBER OF  
CONNECTIONS PER  
UNIQUE MOBILE USER



1.53

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# SHARE OF MOBILE CONNECTIONS BY DEVICE

PERCENTAGE OF MOBILE CONNECTIONS ASSOCIATED WITH EACH TYPE OF MOBILE HANDSET

SHARE OF CONNECTIONS  
ASSOCIATED WITH  
SMARTPHONES



69.6%

SHARE OF CONNECTIONS  
ASSOCIATED WITH  
FEATURE PHONES



29.6%

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



3.5%

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# SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

BASED ON EACH OPERATING SYSTEM'S SHARE OF GLOBAL MOBILE WEB REQUESTS

PERCENTAGE OF MOBILE  
WEB REQUESTS FROM  
ANDROID DEVICES



**76.0%**

PERCENTAGE OF MOBILE  
WEB REQUESTS FROM  
APPLE IOS DEVICES



**22.0%**

PERCENTAGE OF MOBILE  
WEB REQUESTS FROM OTHER  
MOBILE OPERATING SYSTEMS



**2.0%**

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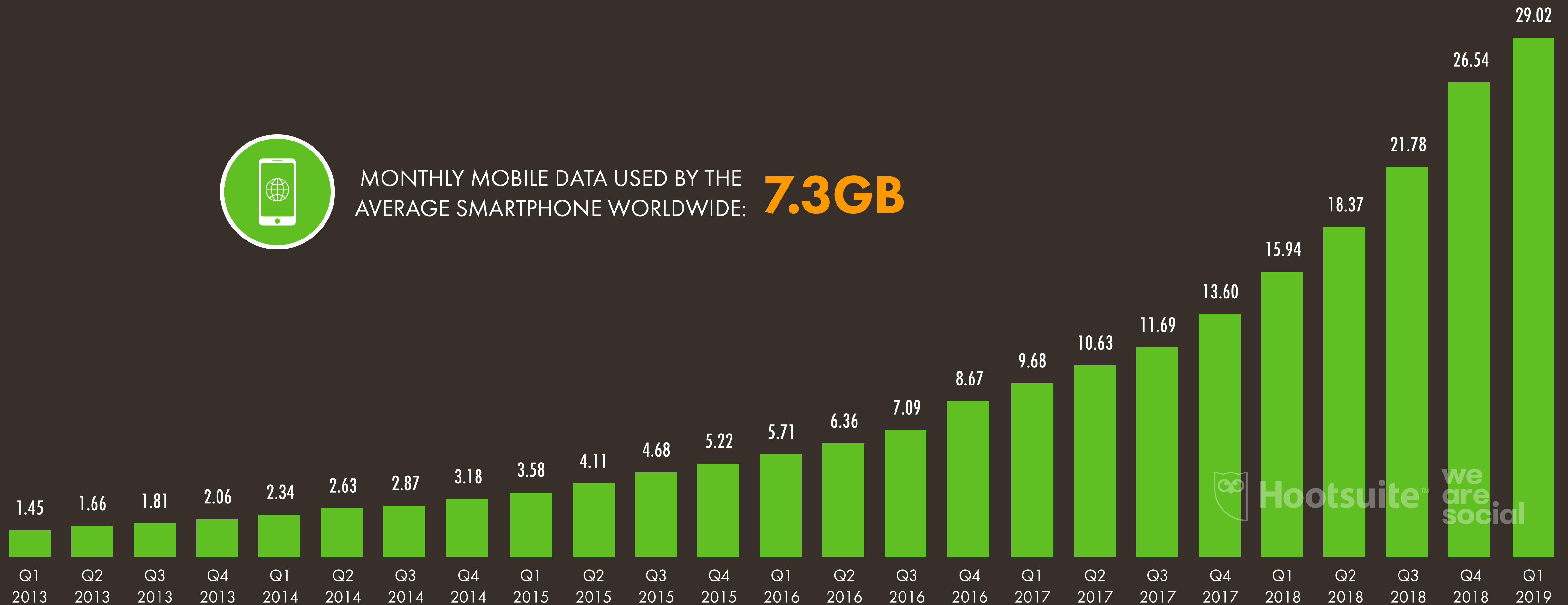
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# EVOLUTION OF MOBILE DATA CONSUMPTION

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



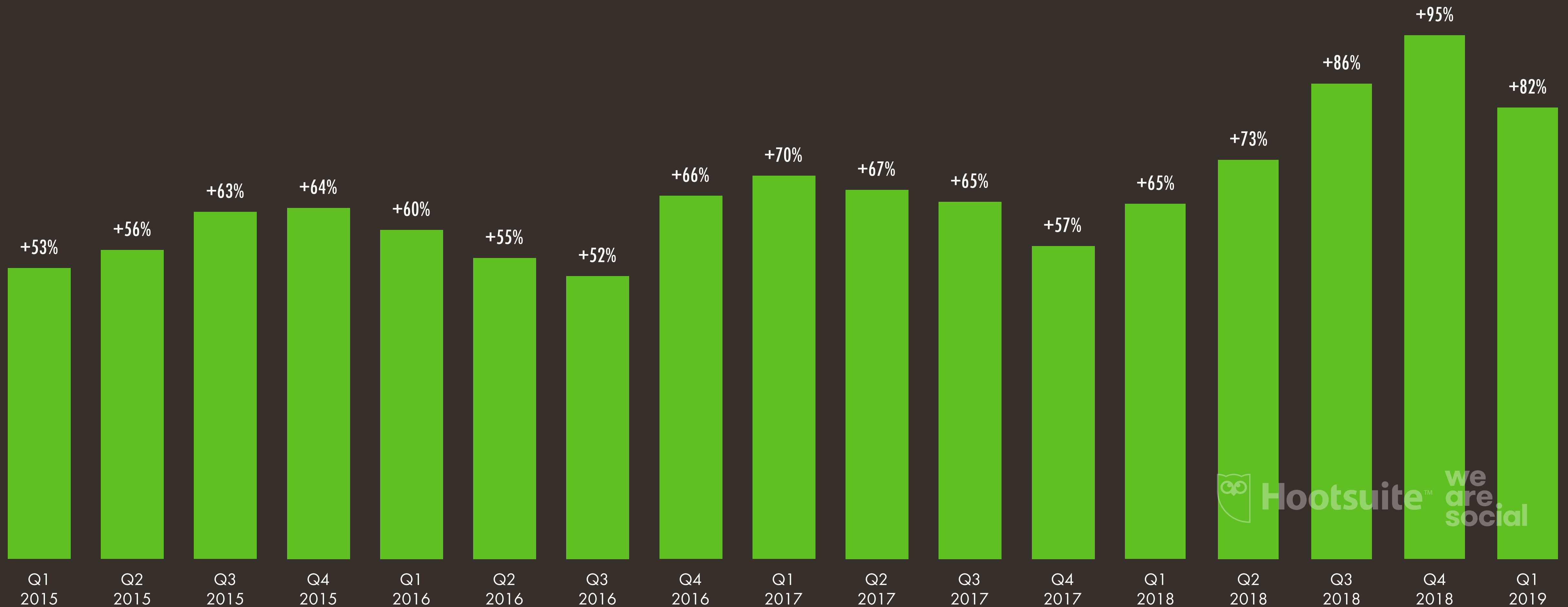
MONTHLY MOBILE DATA USED BY THE  
AVERAGE SMARTPHONE WORLDWIDE: **7.3GB**



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# ANNUAL CHANGE IN MOBILE DATA CONSUMPTION

YEAR-ON-YEAR CHANGE\* IN AVERAGE TOTAL MONTHLY GLOBAL MOBILE DATA TRAFFIC (UPLOAD & DOWNLOAD)



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# MOBILE APPS: GLOBAL TRENDS

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

NUMBER OF MOBILE APPS  
DOWNLOADED WORLDWIDE  
IN Q2 2019 (ALL PLATFORMS)



30.3  
BILLION

ANNUAL GROWTH IN  
THE NUMBER OF MOBILE  
APPS DOWNLOADED



+6.7%

TOTAL VALUE OF GLOBAL  
CONSUMER SPEND ON  
MOBILE APPS IN Q2 2019



\$22.6  
BILLION

ANNUAL GROWTH IN VALUE  
OF GLOBAL CONSUMER  
SPEND ON MOBILE APPS



+22%

AVERAGE CONSUMER  
SPEND ON MOBILE APPS PER  
SMARTPHONE\* IN Q2 2019



\$4.04



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App Annie



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# MOBILE APP RANKINGS: Q2 MONTHLY ACTIVE USERS

RANKINGS OF TOP MOBILE APPS AND GAMES BY THE AVERAGE NUMBER OF **MONTHLY ACTIVE USERS** BETWEEN 01 APRIL AND 30 JUNE 2019

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

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

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

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

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# MOBILE APP RANKINGS: Q2 DOWNLOADS

RANKINGS OF TOP MOBILE APPS AND GAMES BY THE NUMBER OF **DOWNLOADS** BETWEEN 01 APRIL AND 30 JUNE 2019

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

#	APP NAME	DEVELOPER
01	FACEBOOK MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	WHATSAPP	FACEBOOK
04	TIKTOK	BYTEDANCE
05	INSTAGRAM	FACEBOOK
06	SNAPCHAT	SNAP
07	LIKE MAGIC MUSIC VIDEO MAKER	YY INC. (欢聚时代)
08	SHAREIT	SHAREIT (众联极享)
09	SPOTIFY	SPOTIFY
10	UC BROWSER	ALIBABA

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

#	GAME NAME	DEVELOPER
01	STACK BALL	AZUR INTERACTIVE GAMES
02	RUN RACE 3D	GOOD JOB GAMES
03	FREE FIRE	GARENA
04	SUBWAY SURFERS	KILOO
05	COLOR BUMP 3D	GOOD JOB GAMES
06	TILES HOP: EDM RUSH	AMANOTES
07	CLEAN ROAD	SAYGAMES
08	PUBG MOBILE	TENCENT
09	TRAFFIC RUN	GEISHA TOKYO
10	CROWD CITY	VOODOO

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# MOBILE APP RANKINGS: Q2 CONSUMER SPEND

RANKINGS OF TOP MOBILE APPS AND GAMES BY **CONSUMER SPEND** BETWEEN 01 APRIL AND 30 JUNE 2019

## RANKING OF MOBILE APPS BY **CONSUMER SPEND**

#	APP NAME	DEVELOPER
01	TINDER	INTERACTIVECORP
02	NETFLIX	NETFLIX
03	TENCENT VIDEO	TENCENT
04	IQIYI	IQIYI
05	YOUTUBE	GOOGLE
06	PANDORA MUSIC	PANDORA
07	KWAI (快手)	ONESMILE
08	YOUKU	ALIBABA GROUP
09	LINE	LINE
10	LINE MANGA	LINE BOOK DISTRIBUTION

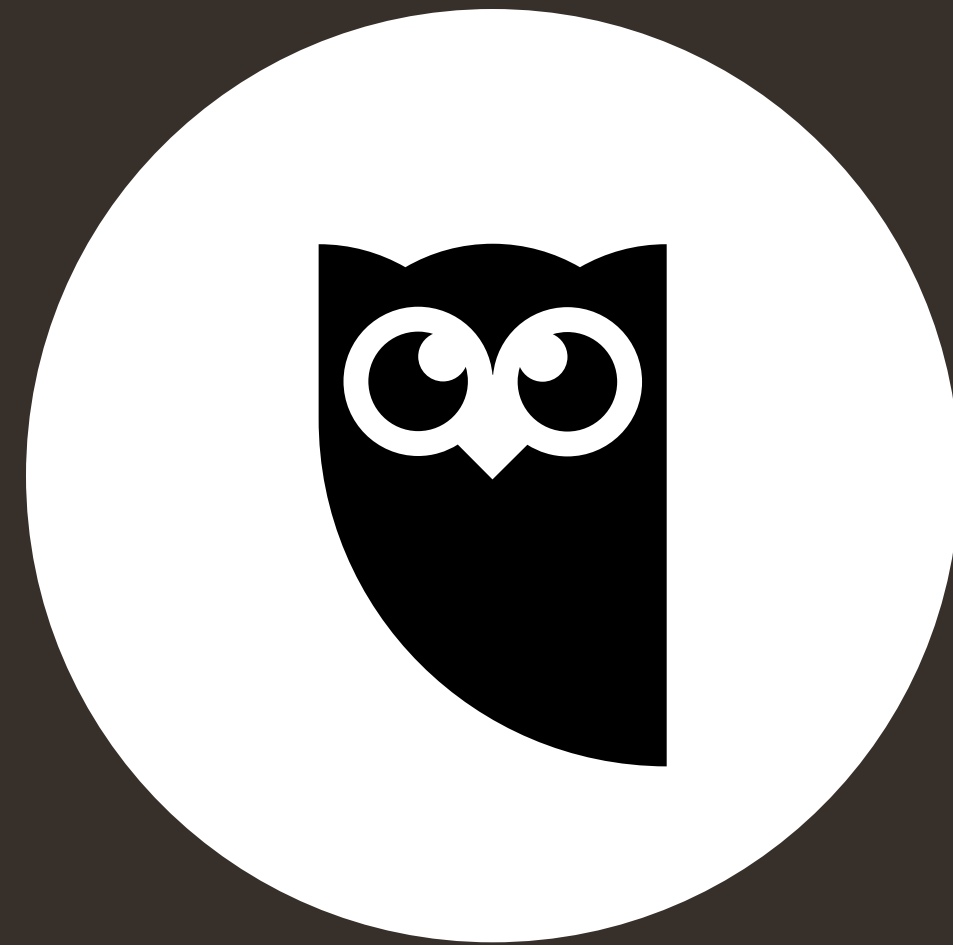
## RANKING OF MOBILE GAMES BY **CONSUMER SPEND**

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



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RESOURCES FROM HOOTSUITE AND WE ARE SOCIAL:



**HOOTSUITE**



**WE ARE SOCIAL**

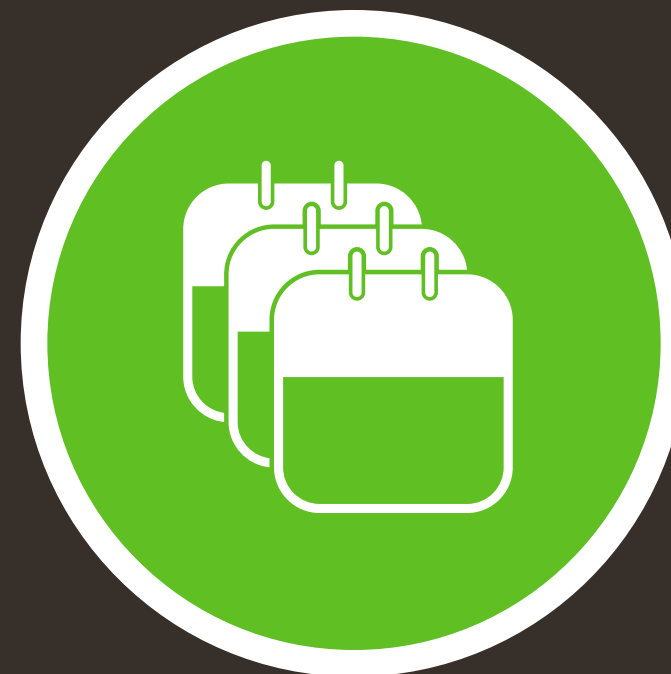
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The logo for GSMA Intelligence, featuring the text "GSMA" in a small red font above the word "Intelligence" in a larger black font, all contained within a white circular background.

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

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.

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# NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

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

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

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

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

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

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

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

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

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