



# DIGITAL 2019

## Q2 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 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 reports in January 2019, some of the organisations that publish the data that we feature in these reports have changed their reporting methodologies, and some have revised their historic data. As a result, some of the data points 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

APR  
2019

# DIGITAL AROUND THE WORLD IN APRIL 2019

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



CHANGES IN DATA PROVIDER METHODOLOGIES MEAN THAT DATA ON THIS SLIDE IS NOT DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS

TOTAL  
POPULATION



**7.697**  
**BILLION**

URBANISATION:

**56%**

UNIQUE  
MOBILE USERS



**5.110**  
**BILLION**

PENETRATION:

**66%**

INTERNET  
USERS



**4.437**  
**BILLION**

PENETRATION:

**58%**

ACTIVE SOCIAL  
MEDIA USERS



**3.499**  
**BILLION**

PENETRATION:

**45%**

MOBILE SOCIAL  
MEDIA USERS



**3.429**  
**BILLION**

PENETRATION:

**45%**



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# ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



CHANGES IN DATA PROVIDER METHODOLOGIES MEAN THAT DATA ON THIS SLIDE IS NOT DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS

TOTAL  
POPULATION



**+1.1%**

APR 2018 – APR 2019

**+82 MILLION**

UNIQUE  
MOBILE USERS



**+2.6%**

APR 2018 – APR 2019

**+130 MILLION**

INTERNET  
USERS



**+8.6%**

APR 2018 – APR 2019

**+350 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+6.1%**

APR 2018 – APR 2019

**+202 MILLION**

MOBILE SOCIAL  
MEDIA USERS



**+11%**

APR 2018 – APR 2019

**+342 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

TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



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**4.437**  
BILLION

INTERNET USERS AS  
A PERCENTAGE OF  
TOTAL POPULATION



**58%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



**4.031**  
BILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE  
OF TOTAL POPULATION



**52%**

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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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48.9%

RELATIVE ANNUAL CHANGE:

-5.0%

LAPTOPS &  
COMPUTERS



47.0%

RELATIVE ANNUAL CHANGE:

+6.3%

TABLET  
DEVICES



4.0%

RELATIVE ANNUAL CHANGE:

-4.6%

OTHER  
DEVICES



0.11%

RELATIVE ANNUAL CHANGE:

-8.3%



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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



**26.12**  
MBPS

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



**+18%**

AVERAGE SPEED OF  
FIXED INTERNET  
CONNECTIONS



**57.91**  
MBPS

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



**+36%**

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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	199.62	+10%
02	HONG KONG	168.69	[N/A]
03	MONACO	137.86	[N/A]
04	ROMANIA	136.95	+26%
05	SOUTH KOREA	132.63	+21%
06	HUNGARY	122.26	+28%
07	SWEDEN	120.42	+26%
08	UNITED STATES	117.31	+33%
09	SWITZERLAND	117.18	+36%
10	LIECHTENSTEIN	115.12	[N/A]

## SLOWEST FIXED INTERNET CONNECTION SPEEDS\*

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
178	YEMEN	2.96	[N/A]
177	TURKMENISTAN	3.21	[N/A]
176	VENEZUELA	3.92	+10%
175	MAURITANIA	4.16	[N/A]
174	ALGERIA	4.42	+18%
173	TIMOR-LESTE	5.33	[N/A]
172	GUINEA	5.87	[N/A]
171	CUBA	6.19	[N/A]
170	MOZAMBIQUE	6.36	[N/A]
169	VANUATU	6.50	[N/A]



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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	NORWAY	67.54	+10%
02	CANADA	65.90	+42%
03	QATAR	60.97	+11%
04	NETHERLANDS	60.60	+10%
05	AUSTRALIA	58.87	+16%
06	SOUTH KOREA	54.89	+32%
07	UNITED ARAB EMIRATES	53.83	+4%
08	SINGAPORE	53.69	+2%
09	SWITZERLAND	51.93	+27%
10	DENMARK	50.59	+18%

## SLOWEST MOBILE INTERNET CONNECTION SPEEDS\*

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
139	ALGERIA	5.96	-21%
138	IRAQ	6.01	-23%
137	PALESTINE	6.46	[N/A]
136	AFGHANISTAN	6.83	[N/A]
135	CUBA	6.84	[N/A]
134	VENEZUELA	7.05	-15%
133	BOSNIA & HERZEGOVINA	7.87	+1%
132	BURKINA FASO	8.49	[N/A]
131	TAJIKISTAN	8.62	[N/A]
130	EL SALVADOR	8.76	-3%

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# WORLD'S MOST VISITED WEBSITES (SIMILARWEB)

SIMILARWEB'S RANKING OF THE WORLD'S MOST VISITED WEBSITES, BASED ON TOTAL GLOBAL WEBSITE TRAFFIC

#	WEBSITE	TIME / VISIT	PAGES / VISIT
01	GOOGLE.COM	09M 46S	8.56
02	YOUTUBE.COM	21M 52S	9.02
03	FACEBOOK.COM	11M 13S	10.49
04	BAIDU.COM	06M 47S	7.62
05	WIKIPEDIA.ORG	03M 42S	2.85
06	YAHOO.COM	06M 23S	6.4
07	TWITTER.COM	09M 21S	7.44
08	PORNHUB.COM	10M 27S	8.52
09	INSTAGRAM.COM	06M 31S	14.15
10	YANDEX.RU	10M 51S	9.33

#	WEBSITE	TIME / VISIT	PAGES / VISIT
11	XVIDEOS.COM	12M 25S	10.05
12	XNXX.COM	14M 22S	10.3
13	AMPPROJECT.ORG	03M 53S	3.53
14	AMAZON.COM	05M 51S	8.03
15	LIVE.COM	07M 47S	8.66
16	VK.COM	16M 25S	20.24
17	NETFLIX.COM	08M 50S	4.56
18	QQ.COM	03M 52S	3.11
19	MAIL.RU	07M 28S	6.78
20	WHATSAPP.COM	02M 24S	1.93

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# WORLD'S MOST VISITED WEBSITES (ALEXA)

ALEXA'S RANKING OF THE WORLD'S MOST VISITED WEBSITES, BASED ON THE NUMBER OF VISITORS AND TOTAL PAGE VIEWS

#	WEBSITE	TIME / DAY	PAGES / VISIT
01	GOOGLE.COM	08M 21S	10.85
02	YOUTUBE.COM	08M 46S	5.04
03	FACEBOOK.COM	09M 25S	3.93
04	BAIDU.COM	07M 15S	5.63
05	WIKIPEDIA.ORG	04M 13S	3.12
06	QQ.COM	03M 44S	3.76
07	TMALL.COM	07M 05S	2.83
08	TAOBAO.COM	07M 44S	3.98
09	YAHOO.COM	03M 54S	3.53
10	AMAZON.COM	07M 35S	7.38

#	WEBSITE	TIME / DAY	PAGES / VISIT
11	TWITTER.COM	06M 24S	3.21
12	SOHU.COM	03M 50S	4.12
13	LIVE.COM	03M 43S	3.68
14	JD.COM	04M 32S	5.22
15	VK.COM	09M 54S	4.7
16	INSTAGRAM.COM	05M 45S	3.91
17	SINA.COM.CN	03M 06S	3.23
18	WEIBO.COM	05M 23S	4.15
19	360.CN	03M 17S	3.64
20	YANDEX.RU	06M 53S	3.36

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# TOP GOOGLE QUERIES IN Q1 2019

BASED ON WORLDWIDE GOOGLE SEARCHES BETWEEN 01 JANUARY AND 31 MARCH 2019

#	SEARCH QUERY	INDEX
01	FACEBOOK	100
02	GOOGLE	81
03	YOUTUBE	79
04	YOU	52
05	WEATHER	48
06	NEWS	37
07	AMAZON	26
08	TRANSLATE	24
09	INSTAGRAM	24
10	GMAIL	22

#	SEARCH QUERY	INDEX
11	HOTMAIL	18
12	YAHOO	15
13	FB	13
14	WHATSAPP	13
15	TRADUCTOR	13
16	TIEMPO	12
17	TWITTER	12
18	METEO	12
19	погода	12
20	MAPS	12

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# E-COMMERCE 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



82%

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



91%

VISITED AN ONLINE  
PRICE COMPARISON  
SITE OR SERVICE



56%

VISITED AN ONLINE  
AUCTION SITE  
(ANY DEVICE)



46%

PURCHASED A  
PRODUCT OR SERVICE  
ONLINE (ANY DEVICE)



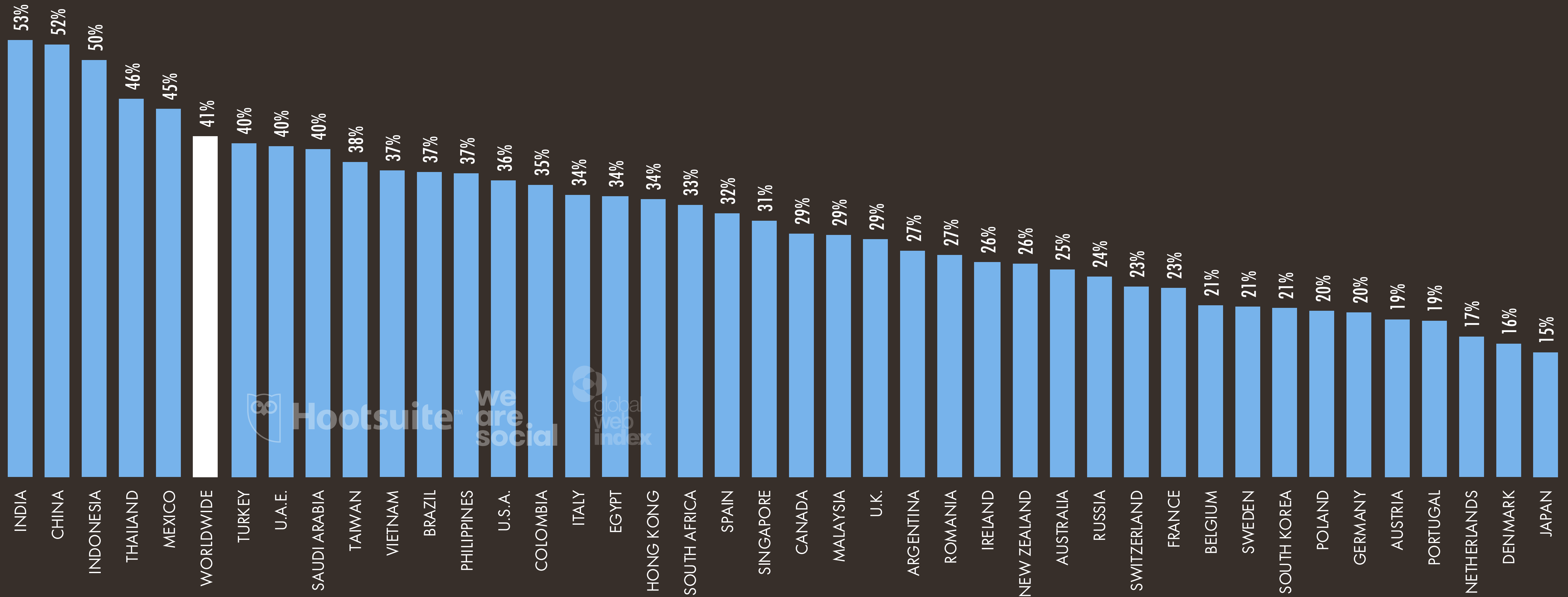
75%



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# USE OF VOICE SEARCH & VOICE COMMANDS

PERCENTAGE OF **INTERNET USERS** WHO REPORT USING VOICE-CONTROLLED FUNCTIONALITY (ANY DEVICE)



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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**



**48%**



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



**47%**



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



**40%**



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



**29%**



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

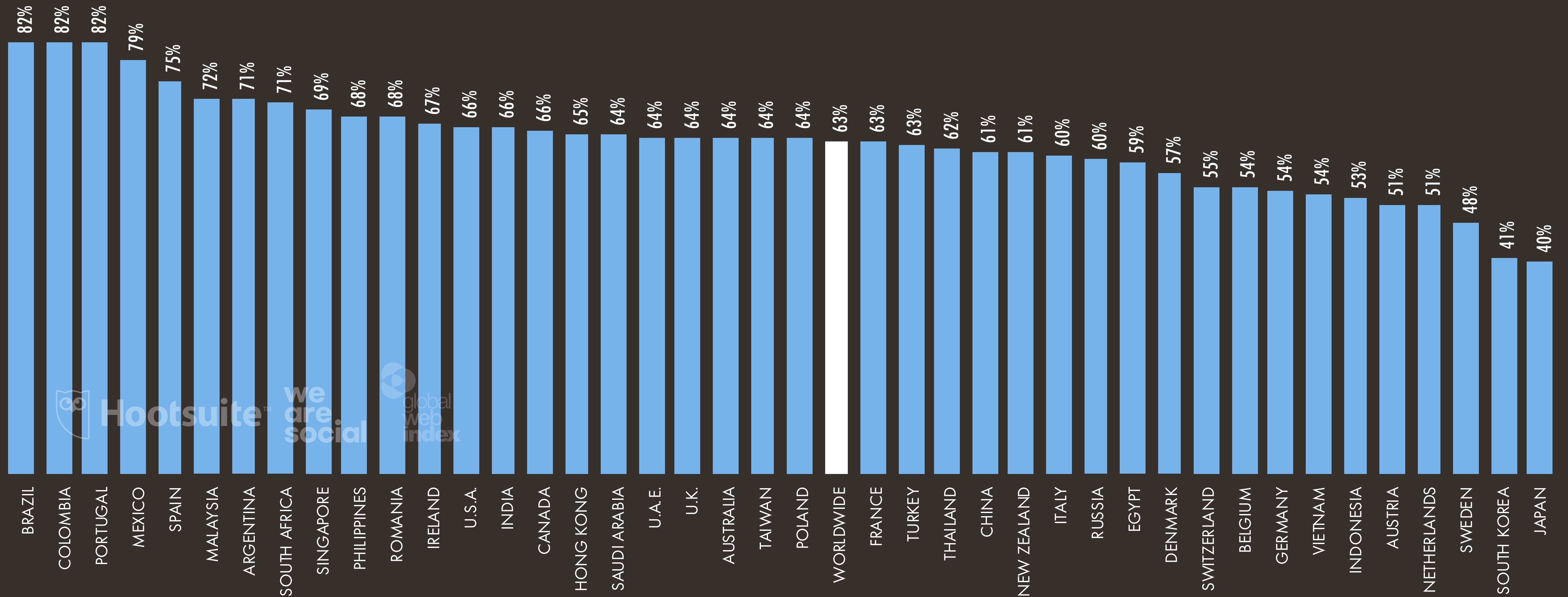


**22%**

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# CONCERNS ABOUT MISUSE OF PERSONAL DATA

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





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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



48%

USE MUSIC  
STREAMING SERVICES



68%

LISTEN TO ONLINE  
RADIO STATIONS



47%

LISTEN TO  
PODCASTS



38%



# GLOBAL SOCIAL MEDIA USE

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# SOCIAL MEDIA OVERVIEW

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



CHANGES IN DATA PROVIDER METHODOLOGIES MEAN THAT DATA ON THIS SLIDE IS NOT DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS

TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**3.499**  
BILLION

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**45%**

TOTAL NUMBER OF ACTIVE  
SOCIAL USERS ACCESSING  
VIA MOBILE DEVICES



**3.429**  
BILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**45%**

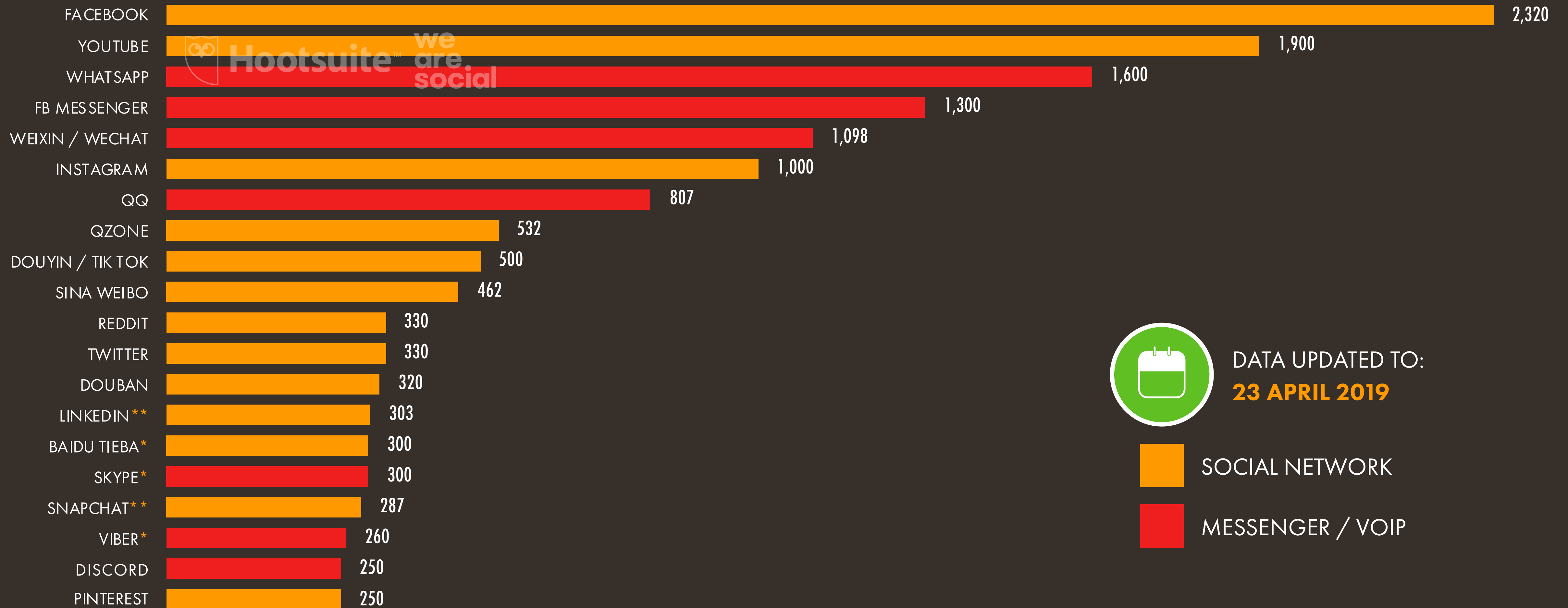
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# ACTIVE USERS OF TOP SOCIAL PLATFORMS

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



**SOURCES:** KEPIOS ANALYSIS; LATEST COMPANY EARNINGS RELEASES, PRESS RELEASES OR MEDIA STATEMENTS; REPORTS IN REPUTABLE MEDIA (ALL TO APR 2019). **\*ADVISORY:** PLATFORMS IDENTIFIED BY (\*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES MAY BE LESS RELIABLE. **\*\*NOTES:** THESE PLATFORMS DO NOT PUBLISH MAU DATA. LINKEDIN FIGURE IS BASED ON MONTHLY UNIQUE WEBSITE VISITORS IN DEC 2018, VIA SIMILARWEB. SNAPCHAT FIGURE EXTRAPOLATED FROM DATA REPORTED IN TECHCRUNCH (JUN 2017).

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# SOCIAL MEDIA ADVERTISING AUDIENCES

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



CHANGES IN DATA PROVIDER METHODOLOGIES MEAN THAT DATA ON THIS SLIDE IS NOT DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS

POTENTIAL REACH  
OF ADVERTISING  
ON FACEBOOK



1,887  
MILLION

FEMALE: 43%  
MALE: 57%

POTENTIAL REACH  
OF ADVERTISING  
ON INSTAGRAM



802  
MILLION

FEMALE: 52%  
MALE: 48%

POTENTIAL REACH  
OF ADVERTISING  
ON TWITTER



262  
MILLION

FEMALE: 34%  
MALE: 66%

POTENTIAL REACH  
OF ADVERTISING  
ON SNAPCHAT



311  
MILLION

FEMALE: 61%  
MALE: 38%

POTENTIAL REACH  
OF ADVERTISING  
ON LINKEDIN



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**SOURCE:** EXTRAPOLATIONS OF DATA FROM EACH PLATFORM'S SELF-SERVE ADVERTISING TOOLS (APRIL 2019). **\*NOTE:** FIGURES REPRESENT ADDRESSABLE ADVERTISING AUDIENCES ONLY, AND MAY NOT REFLECT TOTAL ACTIVE USERS OR MEMBER BASES. **ADVISORY:** DIFFERENT PLATFORMS USE DIFFERENT DEFINITIONS AND METHODOLOGIES IN THEIR REPORTING OF ADVERTISING AUDIENCES, SO FIGURES MAY NOT BE COMPARABLE ON A LIKE-FOR-LIKE BASIS.



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# FACEBOOK AUDIENCE OVERVIEW

BASED ON FACEBOOK'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



CHANGES IN DATA PROVIDER METHODOLOGIES MEAN THAT DATA ON THIS SLIDE IS NOT DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS

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



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1.887  
BILLION

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



32%

QUARTER-ON-  
QUARTER CHANGE  
IN FACEBOOK  
ADVERTISING REACH



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[N/A]

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



43%

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



57%



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# LARGEST FACEBOOK ADVERTISING AUDIENCES

COUNTRIES AND TERRITORIES\* WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES



CHANGES IN DATA PROVIDER METHODOLOGIES MEAN THAT DATA ON THIS SLIDE IS NOT DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS

#	COUNTRY	REACH	% POP. 13+
01	INDIA	260,000,000	25%
02	UNITED STATES	190,000,000	69%
03=	BRAZIL	120,000,000	70%
03=	INDONESIA	120,000,000	57%
05	MEXICO	79,000,000	78%
06	PHILIPPINES	65,000,000	85%
07	VIETNAM	55,000,000	71%
08	THAILAND	45,000,000	76%
09=	TURKEY	37,000,000	57%
09=	UNITED KINGDOM	37,000,000	65%
11	EGYPT	35,000,000	50%

#	COUNTRY	REACH	% POP. 13+
12	PAKISTAN	32,000,000	21%
13	FRANCE	31,000,000	56%
14=	BANGLADESH	30,000,000	23%
14=	COLOMBIA	30,000,000	76%
16=	ARGENTINA	29,000,000	82%
16=	ITALY	29,000,000	55%
18	GERMANY	28,000,000	38%
19=	MALAYSIA	21,000,000	85%
19=	NIGERIA	21,000,000	17%
19=	PERU	21,000,000	83%
19=	SPAIN	21,000,000	52%



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# HIGHEST RATES OF ELIGIBLE REACH: FACEBOOK

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



CHANGES IN DATA PROVIDER METHODOLOGIES MEAN THAT DATA ON THIS SLIDE IS NOT DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS

#	COUNTRY	% POP. 13+	REACH
01	QATAR	100%	2,400,000
02	ARUBA	95%	85,000
03	UNITED ARAB EMIRATES	94%	7,900,000
04	MALTA	92%	350,000
05	MALDIVES	91%	330,000
06	ICELAND	90%	250,000
07	CAYMAN ISLANDS	89%	47,000
08	GUAM	87%	110,000
09	BRUNEI	86%	300,000
10	MALAYSIA	85%	21,000,000

#	COUNTRY	% POP. 13+	REACH
11	PHILIPPINES	85%	65,000,000
12	GREENLAND	84%	39,000
13	ECUADOR	84%	11,000,000
14	MONGOLIA	84%	2,000,000
15	PERU	83%	21,000,000
16	CYPRUS	83%	850,000
17	COSTA RICA	82%	3,300,000
18	CURAÇAO	82%	110,000
19	ARGENTINA	82%	29,000,000
20	LIBYA	81%	4,100,000

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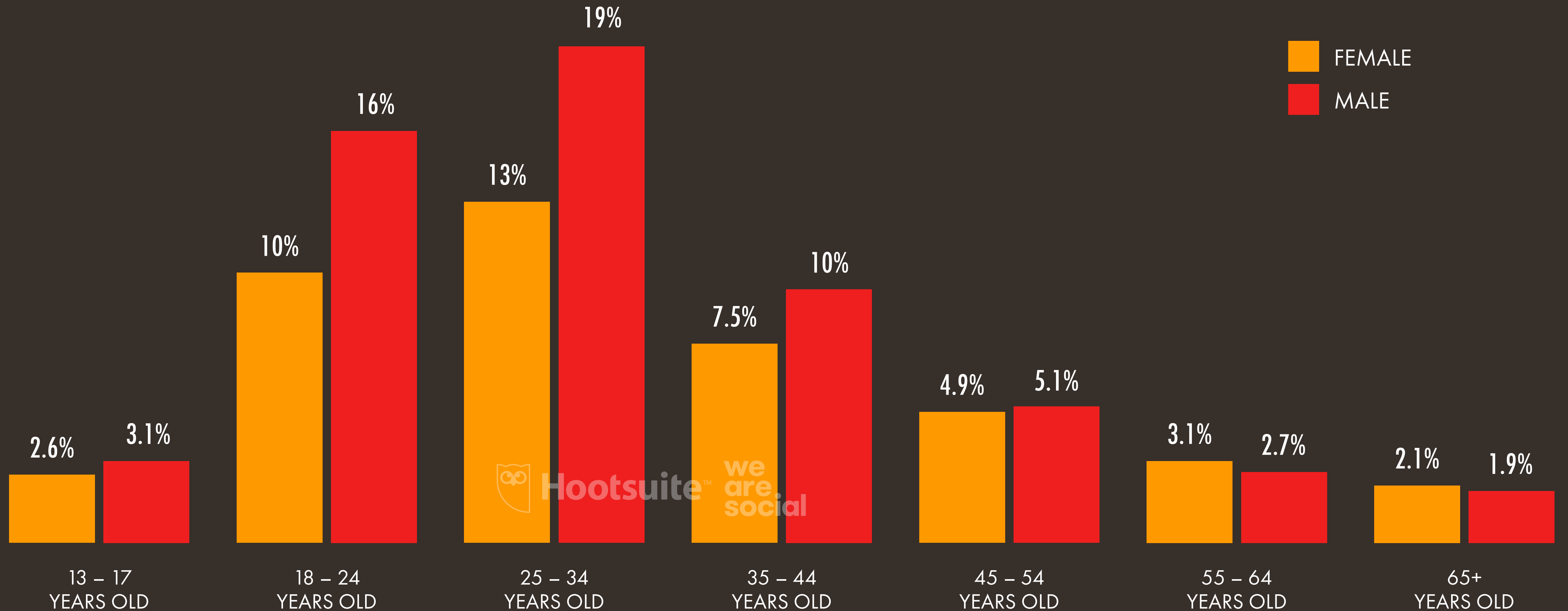
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# ADVERTISING AUDIENCE PROFILE: FACEBOOK

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



CHANGES IN DATA PROVIDER METHODOLOGIES MEAN THAT DATA ON THIS SLIDE IS NOT DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS



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# FACEBOOK'S ADVERTISING AUDIENCE

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



CHANGES IN DATA PROVIDER METHODOLOGIES MEAN THAT DATA ON THIS SLIDE IS NOT DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13-17	107,100,000	48,500,000	2.6%	58,600,000	3.1%
18-24	484,800,000	191,900,000	10%	292,900,000	16%
25-34	595,900,000	242,400,000	13%	353,500,000	19%
35-44	323,200,000	141,400,000	7.5%	181,800,000	10%
45-54	189,900,000	92,900,000	4.9%	97,000,000	5.1%
55-64	109,100,000	57,600,000	3.1%	51,500,000	2.7%
65+	76,800,000	40,400,000	2.1%	36,400,000	1.9%
TOTAL	1,886,700,000	815,100,000	43%	1,071,600,000	57%



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# FACEBOOK ACTIVITY FREQUENCY

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



CHANGES IN DATA PROVIDER METHODOLOGIES MEAN THAT DATA ON THIS SLIDE IS NOT DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS

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)



6

FEMALE:

7

MALE:

5

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



1

FEMALE:

2

MALE:

1

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



11

FEMALE:

14

MALE:

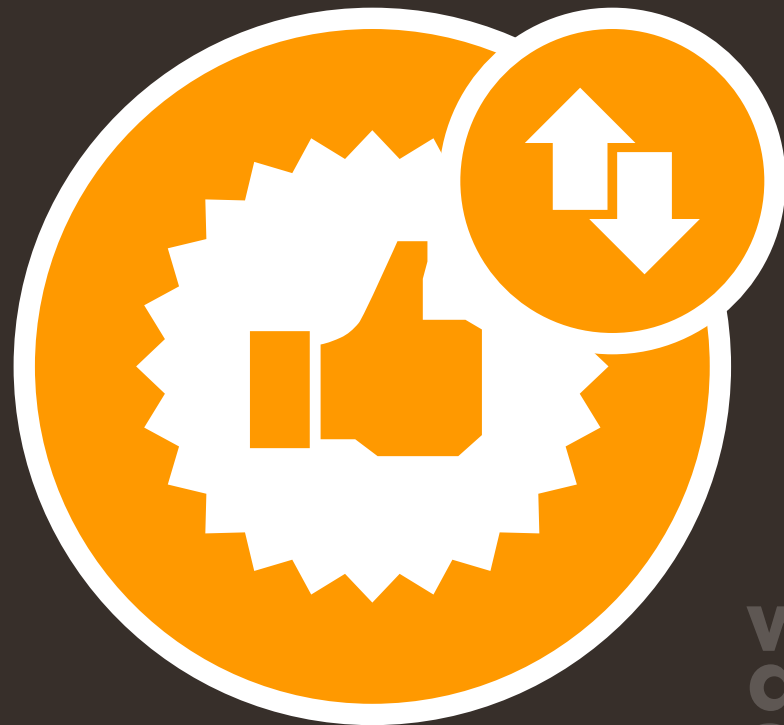
10

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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



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**+0.13%**

Q-O-Q CHANGE:

**-1.5%**  
**(-0.2 BPS)**

AVERAGE POST REACH  
vs. PAGE LIKES



locowise

**7.7%**

Q-O-Q CHANGE:

**-4.0%**  
**(-32 BPS)**

AVERAGE ORGANIC  
REACH vs. PAGE LIKES



locowise

**5.6%**

Q-O-Q CHANGE:

**-5.8%**  
**(-34 BPS)**

PERCENTAGE OF PAGES  
USING PAID MEDIA



locowise

**26.3%**

Q-O-Q CHANGE:

**+1.2%**  
**(+32 BPS)**

AVERAGE PAID REACH  
vs. TOTAL REACH



**27.7%**

Q-O-Q CHANGE:

**+2.2%**  
**(+59 BPS)**

APR  
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\*)



3.62%

Q-O-Q CHANGE:

**-3.4%**  
**(-13 BPS)**

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



6.10%

Q-O-Q CHANGE:

**+1.1%**  
**(+7 BPS)**

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



4.48%

Q-O-Q CHANGE:

**-0.1%**  
**(-0.4 BPS)**

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



3.00%

Q-O-Q CHANGE:

**-0.3%**  
**(-1 BP)**

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



1.93%

Q-O-Q CHANGE:

**-4.2%**  
**(-8 BPS)**



APR  
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\*)



8.24%

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



4.62%

we  
are  
social

locowise

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

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



3.24%

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



2.74%

we  
are  
social

**SOURCES:** LOCOWISE (APRIL 2019). FIGURES REPRESENT AVERAGES FOR Q1 2019. **NOTE:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT PAGE TYPES, AND INCLUDE DATA FOR ORGANIC POSTS AND POSTS WITH PAID MEDIA SUPPORT, ACROSS VIDEOS, PHOTOS, STATUS UPDATES, AND LINK POSTS.

APR  
2019

# INSTAGRAM AUDIENCE OVERVIEW

BASED ON INSTAGRAM'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



CHANGES IN DATA PROVIDER METHODOLOGIES MEAN THAT DATA ON THIS SLIDE IS NOT DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS

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



we  
are  
social

802.3  
MILLION

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



we  
are  
social

13%

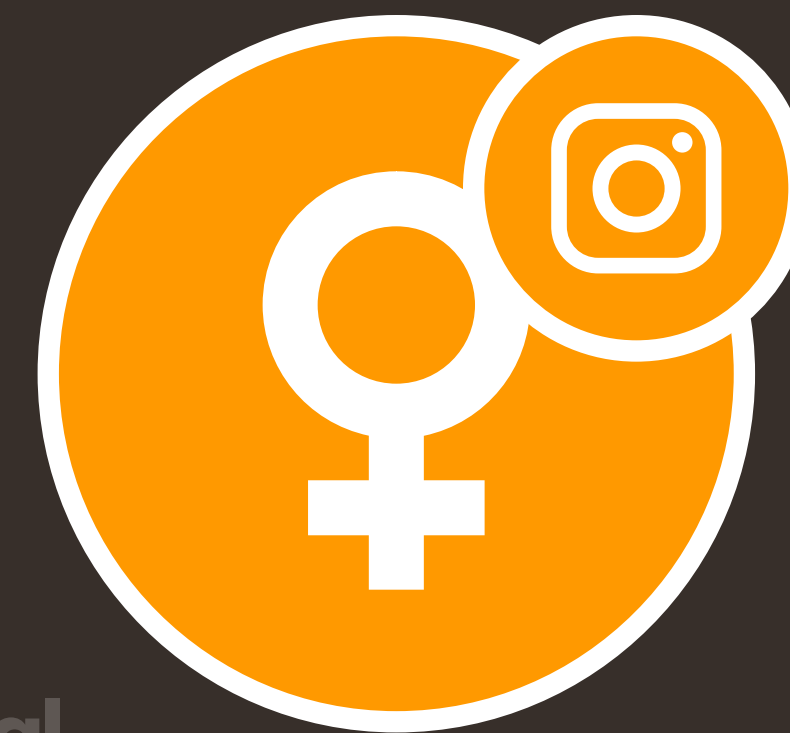
QUARTER-ON-  
QUARTER CHANGE  
IN INSTAGRAM  
ADVERTISING REACH



we  
are  
social

[N/A]

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%

APR  
2019

# LARGEST INSTAGRAM ADVERTISING AUDIENCES

COUNTRIES AND TERRITORIES\* WITH THE LARGEST INSTAGRAM ADVERTISING AUDIENCES



CHANGES IN DATA PROVIDER METHODOLOGIES MEAN THAT DATA ON THIS SLIDE IS NOT DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS

#	COUNTRY	REACH	% OF POP. 13+
01	UNITED STATES	110,000,000	40%
02	BRAZIL	66,000,000	38%
03	INDIA	64,000,000	6%
04	INDONESIA	56,000,000	26%
05	RUSSIAN FEDERATION	35,000,000	29%
06	TURKEY	34,000,000	52%
07	JAPAN	24,000,000	21%
08	UNITED KINGDOM	22,000,000	39%
09	MEXICO	20,000,000	20%
10	GERMANY	18,000,000	25%

#	COUNTRY	REACH	% OF POP. 13+
11	ITALY	18,000,000	34%
12=	ARGENTINA	15,000,000	42%
12=	FRANCE	15,000,000	27%
14	SPAIN	14,000,000	35%
15	CANADA	12,000,000	37%
16=	COLOMBIA	11,000,000	28%
16=	SOUTH KOREA	11,000,000	24%
16=	SAUDI ARABIA	11,000,000	42%
16=	THAILAND	11,000,000	19%
20	MALAYSIA	10,000,000	41%

we  
are  
social






APR  
2019


# HIGHEST RATES OF ELIGIBLE REACH: INSTAGRAM

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



CHANGES IN DATA PROVIDER METHODOLOGIES MEAN THAT DATA ON THIS SLIDE IS NOT DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS

#	COUNTRY	% OF POP. 13+	REACH
01	BRUNEI	57%	200,000
02	ICELAND	54%	150,000
03	SWEDEN	53%	4,500,000
04	CAYMAN ISLANDS	53%	28,000
05	TURKEY	52%	34,000,000
06	CYPRUS 	51%	530,000
07	GUAM	50%	63,000
08	KUWAIT	49%	1,600,000
09	BAHRAIN	47%	630,000
10	CHILE	46%	7,000,000

#	COUNTRY	% OF POP. 13+	REACH
11	NORWAY	46%	2,100,000
12	KAZAKHSTAN	46%	6,500,000
13	ARUBA	46%	41,000
14	KOSOVO 	45%	680,000
15	ISRAEL	45%	2,900,000
16	ANDORRA	44%	30,000
17	MONTENEGRO	43%	230,000
18	IRELAND	43%	1,700,000
19	PANAMA	43%	1,400,000
20	ARGENTINA	42%	15,000,000

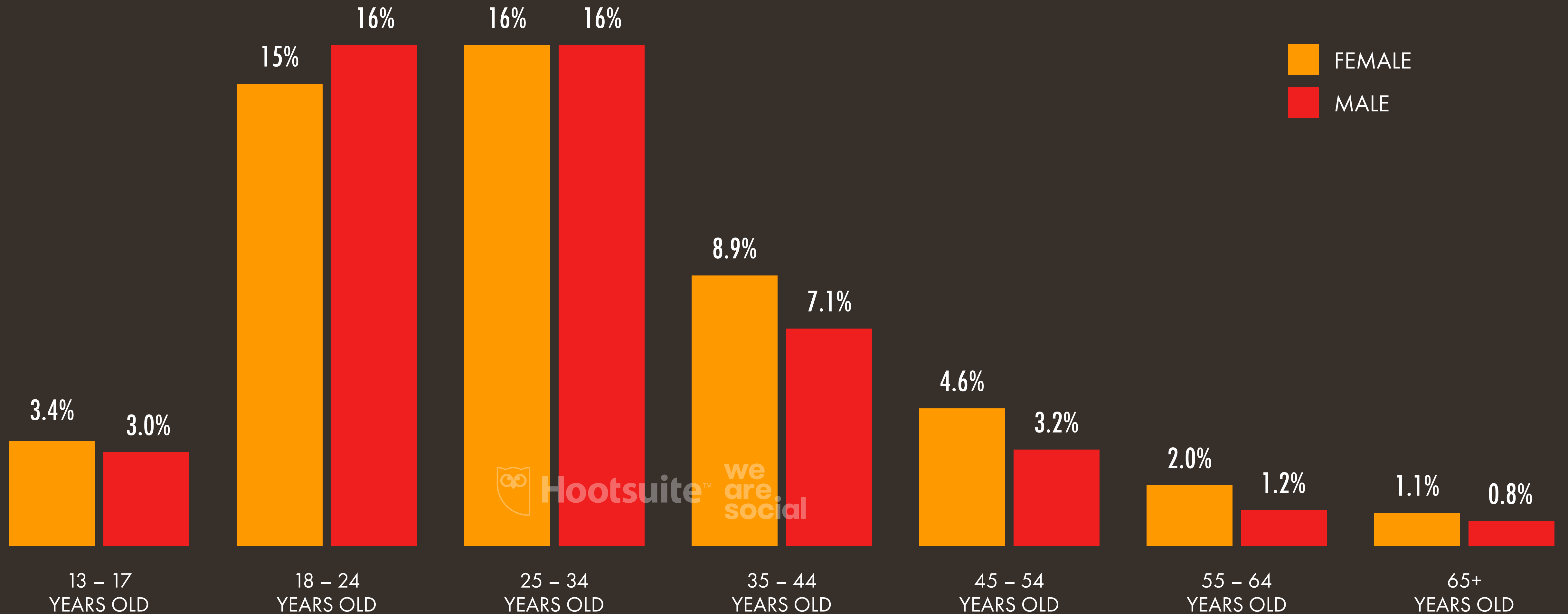
APR  
2019

# ADVERTISING AUDIENCE PROFILE: INSTAGRAM

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



CHANGES IN DATA PROVIDER METHODOLOGIES MEAN THAT DATA ON THIS SLIDE IS NOT DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS



APR  
2019

# INSTAGRAM'S ADVERTISING AUDIENCE

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



CHANGES IN DATA PROVIDER METHODOLOGIES MEAN THAT DATA ON THIS SLIDE IS NOT DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13-17	51,900,000	27,500,000	3.4%	24,400,000	3.0%
18-24	254,300,000	122,100,000	15%	132,300,000	16%
25-34	264,500,000	132,300,000	16%	132,300,000	16%
35-44	128,200,000	71,200,000	8.9%	57,000,000	7.1%
45-54	62,100,000	36,600,000	4.6%	25,400,000	3.2%
55-64	25,800,000	16,300,000	2.0%	9,600,000	1.2%
65+	15,500,000	8,700,000	1.1%	6,700,000	0.8%
TOTAL	802,300,000	414,700,000	52%	387,600,000	48%

we  
are  
social



APR  
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

262.1  
MILLION

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



we  
are  
social

4.4%

QUARTER-ON-  
QUARTER CHANGE  
IN TWITTER  
ADVERTISING REACH



we  
are  
social

+4.5%

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



we  
are  
social

34%

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



we  
are  
social

66%

APR  
2019

# LARGEST TWITTER ADVERTISING AUDIENCES

COUNTRIES AND TERRITORIES WITH THE LARGEST TWITTER ADVERTISING AUDIENCES

#	COUNTRY	REACH	% OF POP. 13+
01	UNITED STATES	49,450,000	18%
02	JAPAN	38,350,000	34%
03	UNITED KINGDOM	14,100,000	25%
04	SAUDI ARABIA	10,190,000	39%
05	RUSSIAN FEDERATION	9,915,000	8%
06	BRAZIL	8,575,000	5%
07	TURKEY	8,555,000	13%
08	INDIA	7,855,000	1%
09	MEXICO	7,090,000	7%
10	SPAIN	6,335,000	16%

#	COUNTRY	REACH	% OF POP. 13+
11	INDONESIA	6,300,000	3%
12	CANADA	5,710,000	18%
13	FRANCE	5,670,000	10%
14	PHILIPPINES	4,735,000	6%
15	THAILAND	4,475,000	8%
16	ARGENTINA	4,030,000	11%
17	GERMANY	4,000,000	5%
18	SOUTH KOREA	4,000,000	9%
19	NETHERLANDS	3,745,000	25%
20	AUSTRALIA	3,115,000	15%

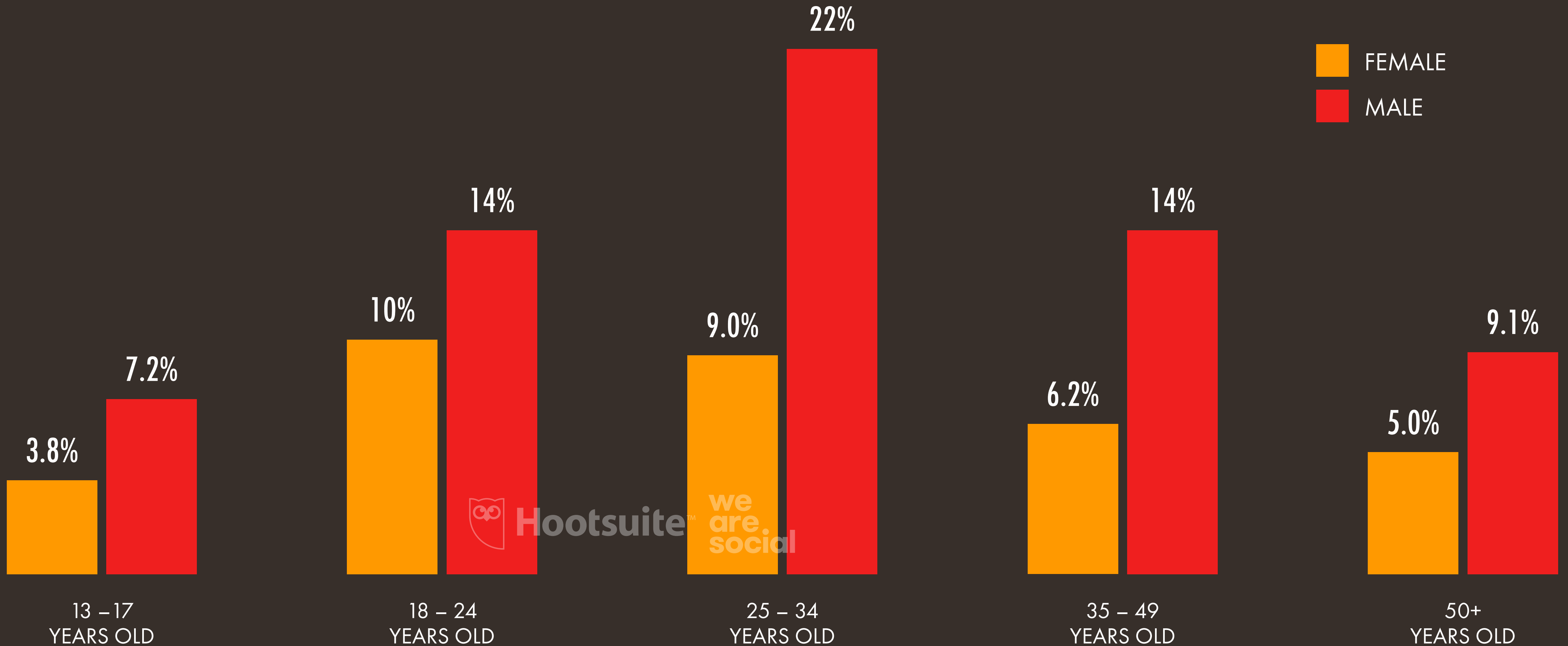
we  
are  
social



APR  
2019

# ADVERTISING AUDIENCE PROFILE: TWITTER

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





APR  
2019

# 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	28,900,000	10,000,000	3.8%	18,900,000	7.2%
18-24	62,700,000	25,500,000	10%	37,200,000	14%
25-34	80,300,000	23,500,000	9.0%	56,700,000	22%
35-49	53,300,000	16,300,000	6.2%	37,000,000	14%
50+	37,000,000	13,000,000	5.0%	24,000,000	9.1%
ALL	262,100,000	88,300,000	34%	173,800,000	66%

APR  
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

310.7  
MILLION

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



we  
are  
social

5.2%

QUARTER-ON-  
QUARTER CHANGE  
IN SNAPCHAT  
ADVERTISING REACH



we  
are  
social

+1.2%

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



we  
are  
social

61%

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



we  
are  
social

38%

APR  
2019

# LARGEST SNAPCHAT ADVERTISING AUDIENCES

COUNTRIES AND TERRITORIES\* WITH THE LARGEST SNAPCHAT ADVERTISING AUDIENCES

#	COUNTRY	REACH	% OF POP. 13+
01	UNITED STATES	93,550,000	34%
02	FRANCE	18,750,000	34%
03	UNITED KINGDOM	16,950,000	30%
04	SAUDI ARABIA	14,050,000	53%
05	INDIA	12,150,000	1%
06	MEXICO	10,950,000	11%
07	GERMANY	10,600,000	14%
08	BRAZIL	9,800,000	6%
09	CANADA	7,650,000	24%
10	AUSTRALIA	6,350,000	30%

#	COUNTRY	REACH	% OF POP. 13+
11	TURKEY	6,350,000	10%
12	RUSSIAN FEDERATION	5,900,000	5%
13	IRAQ	5,000,000	19%
14	NETHERLANDS	5,000,000	34%
15	PHILIPPINES	4,050,000	5%
16	INDONESIA	3,950,000	2%
17	SPAIN	3,750,000	9%
18	POLAND	3,700,000	11%
19	EGYPT	3,500,000	5%
20	SWEDEN	3,400,000	40%

we  
are  
social



APR  
2019

# 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	61%	825,000
02	NORWAY	61%	2,750,000
03	LUXEMBOURG	61%	307,500
04	SAUDI ARABIA	53%	14,050,000
05	KUWAIT	50%	1,650,000
06	IRELAND	43%	1,700,000
07	DENMARK	41%	2,050,000
08	SWEDEN	40%	3,400,000
09	FRANCE	34%	18,750,000
10	UNITED STATES	34%	93,550,000

#	COUNTRY	% OF POP. 13+	REACH
11	NETHERLANDS	34%	5,000,000
12	NEW ZEALAND	32%	1,250,000
13	AUSTRALIA	30%	6,350,000
14	UNITED KINGDOM	30%	16,950,000
15	BELGIUM	29%	2,850,000
16	OMAN	26%	945,000
17	JORDAN	25%	1,750,000
18	UNITED ARAB EMIRATES	24%	2,050,000
19	PUERTO RICO	24%	765,000
20	CANADA	24%	7,650,000

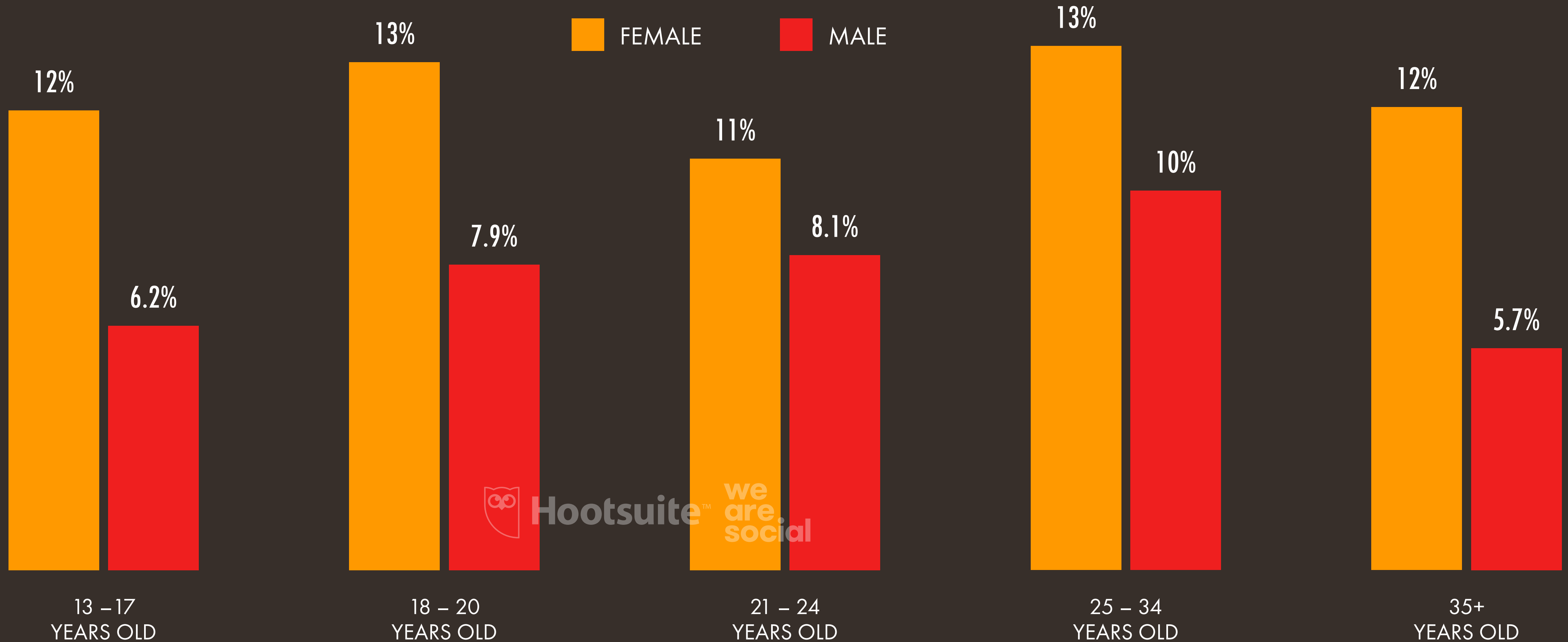


we  
are  
social

APR  
2019

# ADVERTISING AUDIENCE PROFILE: SNAPCHAT

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



**SOURCE:** EXTRAPOLATIONS OF SNAPCHAT DATA (APRIL 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, PERCENTAGES DO NOT SUM TO 100%. FIGURES ARE BASED ON THE ADDRESSABLE ADVERTISING AUDIENCE ON SNAPCHAT ONLY, AND MAY NOT BE REPRESENTATIVE OF TOTAL ACTIVE USERS.

APR  
2019

# 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	57,000,000	36,600,000	12%	19,300,000	6.2%
18-20	66,000,000	40,400,000	13%	24,500,000	7.9%
21-24	58,900,000	32,800,000	11%	25,100,000	8.1%
25-34	73,200,000	41,700,000	13%	30,200,000	10%
35+	55,600,000	36,900,000	12%	17,800,000	5.7%
TOTAL	310,700,000	188,400,000	61%	116,900,000	38%

we  
are  
social





APR  
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

614.7  
MILLION

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



we  
are  
social

11%

QUARTER-ON-  
QUARTER CHANGE  
IN LINKEDIN  
ADVERTISING REACH



we  
are  
social

+1.7%

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



we  
are  
social

43%

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



we  
are  
social

57%

APR  
2019

# LARGEST LINKEDIN ADVERTISING AUDIENCES

COUNTRIES AND TERRITORIES\* WITH THE LARGEST LINKEDIN ADVERTISING AUDIENCES

#	COUNTRY	REACH	% OF POP. 18+
01	UNITED STATES	150,000,000	59%
02	INDIA	56,000,000	6%
03	CHINA	45,000,000	4%
04	BRAZIL	36,000,000	23%
05	UNITED KINGDOM	26,000,000	49%
06	FRANCE	18,000,000	35%
07	CANADA	16,000,000	53%
08	INDONESIA	13,000,000	7%
09	ITALY	13,000,000	26%
10	MEXICO	13,000,000	14%

#	COUNTRY	REACH	% OF POP. 18+
11	SPAIN	12,000,000	32%
12	AUSTRALIA	10,000,000	51%
13	GERMANY	9,100,000	13%
14	NETHERLANDS	8,100,000	59%
15	TURKEY	7,800,000	13%
16	PHILIPPINES	7,400,000	11%
17	COLOMBIA	7,300,000	21%
18	SOUTH AFRICA	7,100,000	18%
19	ARGENTINA	7,000,000	22%
20	RUSSIAN FEDERATION	6,800,000	6%

APR  
2019

# 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	95%	46,000
02	ICELAND	85%	220,000
03	GIBRALTAR	83%	22,000
04	AMERICAN SAMOA	83%	30,000
05	CAYMAN ISLANDS	77%	38,000
06	ANDORRA	66%	42,000
07	U.S. VIRGIN ISLANDS	64%	51,000
08	NETHERLANDS	59%	8,100,000
09	UNITED STATES	59%	150,000,000
10	IRELAND	55%	2,000,000

#	COUNTRY	% OF POP. 18+	REACH
11	ARUBA	55%	46,000
12	NEW ZEALAND	55%	2,000,000
13	DENMARK	54%	2,500,000
14	GUAM	54%	61,000
15	CANADA	53%	16,000,000
16	MALTA	53%	190,000
17	SINGAPORE	51%	2,500,000
18	AUSTRALIA	51%	10,000,000
19	LUXEMBOURG	51%	240,000
20	UNITED ARAB EMIRATES	50%	4,000,000

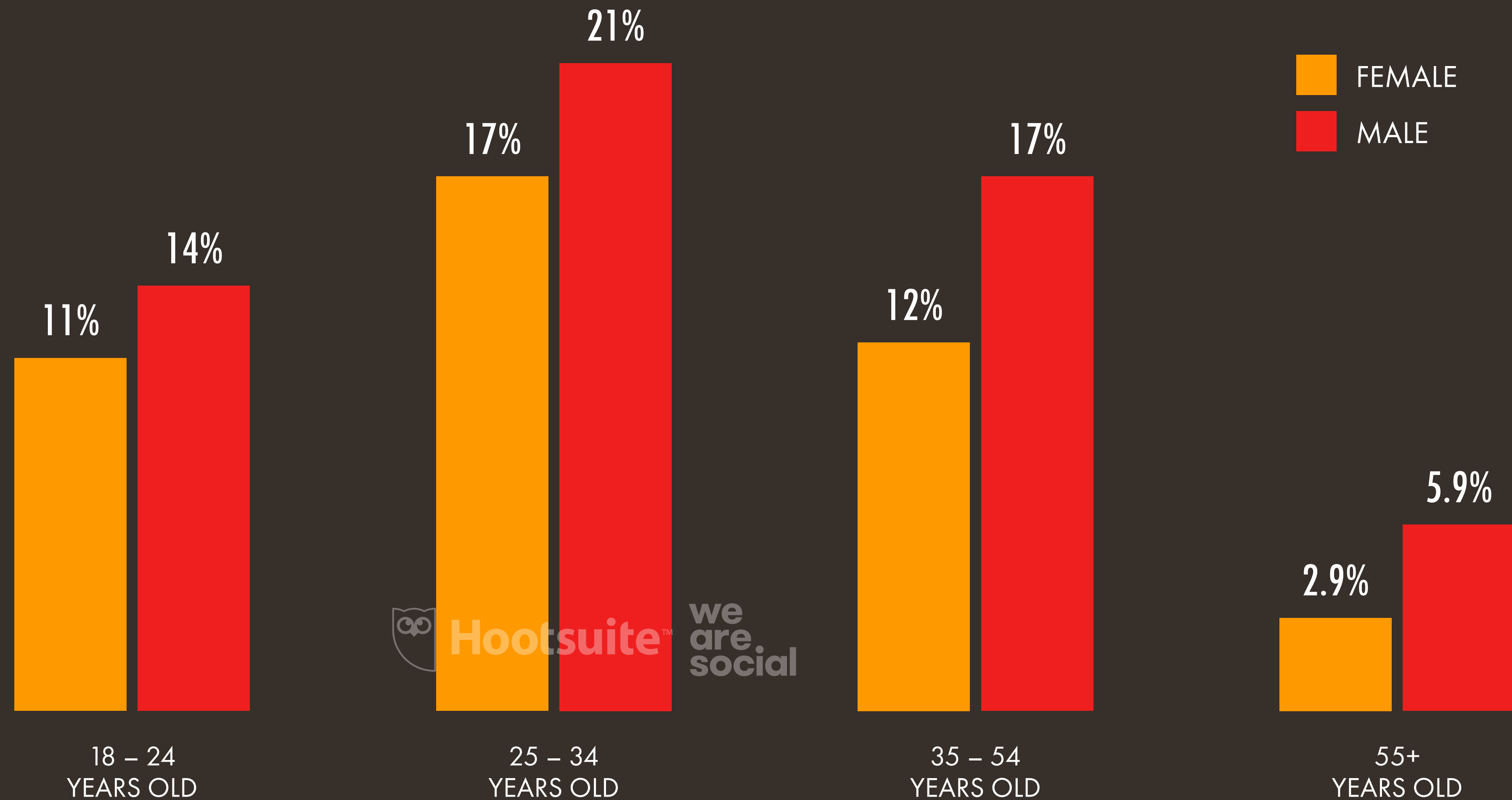
we  
are  
social



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# ADVERTISING AUDIENCE PROFILE: LINKEDIN

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





# GLOBAL MOBILE USE



APR  
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# MOBILE USERS vs. MOBILE CONNECTIONS

COMPARING UNIQUE MOBILE USERS TO MOBILE CONNECTIONS



CHANGES IN DATA PROVIDER METHODOLOGIES MEAN THAT DATA ON THIS SLIDE IS NOT DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS

NUMBER OF UNIQUE  
MOBILE USERS (ANY  
TYPE OF HANDSET)



we  
are  
social

5.110  
BILLION

UNIQUE MOBILE  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



GSMA

66%

TOTAL NUMBER OF MOBILE  
CONNECTIONS (EXCLUDING  
IOT CONNECTIONS)



7.787

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



GSMA

101%

AVERAGE NUMBER OF  
CONNECTIONS PER  
UNIQUE MOBILE USER



1.52

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2019

# SHARE OF MOBILE CONNECTIONS BY DEVICE

PERCENTAGE OF MOBILE CONNECTIONS ASSOCIATED WITH EACH TYPE OF MOBILE HANDSET

SHARE OF CONNECTIONS  
ASSOCIATED WITH  
SMARTPHONES



68%

we  
are  
social

SHARE OF CONNECTIONS  
ASSOCIATED WITH  
FEATURE PHONES



29%



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



3.3%

APR  
2019

# 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



75.3%

PERCENTAGE OF MOBILE  
WEB REQUESTS FROM  
APPLE IOS DEVICES



22.4%

PERCENTAGE OF MOBILE  
WEB REQUESTS FROM OTHER  
MOBILE OPERATING SYSTEMS



2.3%

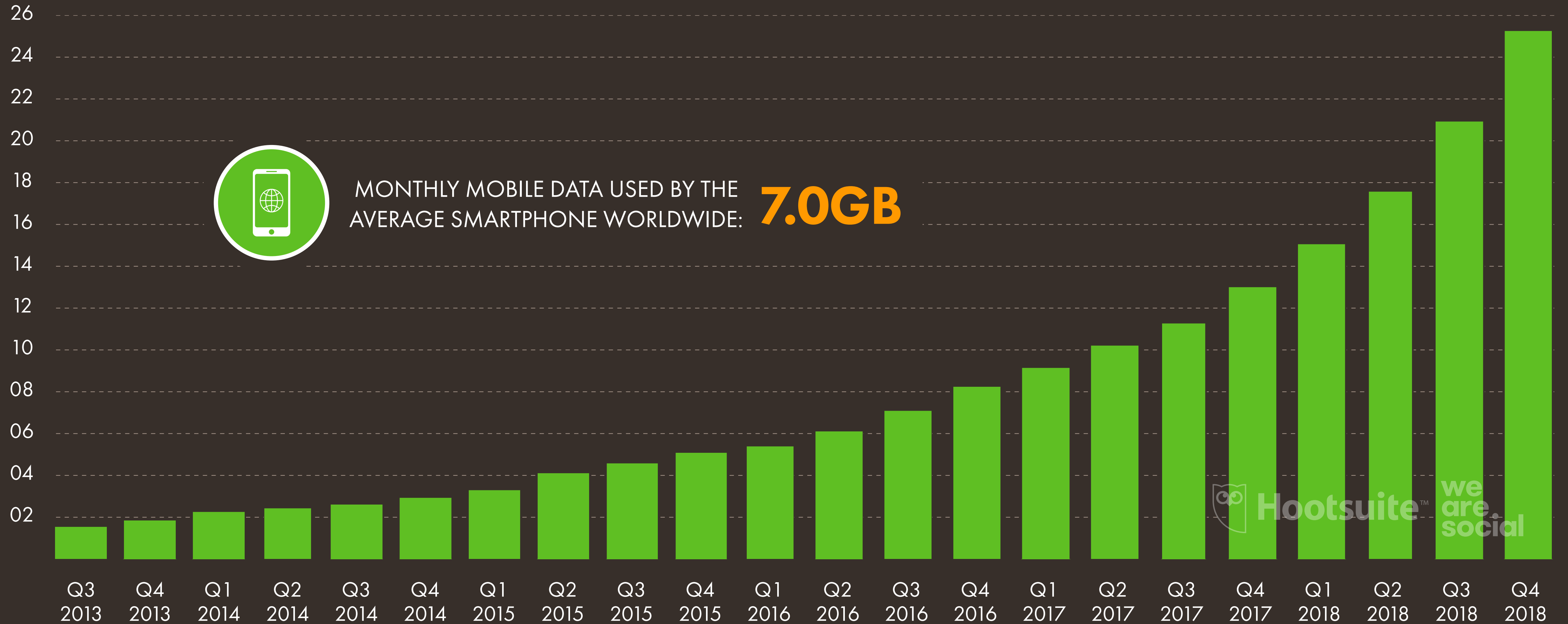
we  
are  
social



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2019

# EVOLUTION OF MOBILE DATA CONSUMPTION

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



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2019

# 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 Q1 2019 (ALL PLATFORMS)



30  
BILLION

ANNUAL GROWTH IN  
THE NUMBER OF MOBILE  
APPS DOWNLOADED



+10%

TOTAL VALUE OF GLOBAL  
CONSUMER SPEND ON  
MOBILE APPS IN Q1 2019



\$22  
BILLION

ANNUAL GROWTH IN VALUE  
OF GLOBAL CONSUMER  
SPEND ON MOBILE APPS



+20%

AVERAGE CONSUMER  
SPEND ON MOBILE APPS PER  
SMARTPHONE\* IN Q1 2019



\$4.17



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2019

# MOBILE APP RANKINGS: Q1 DOWNLOADS

RANKINGS OF TOP MOBILE APPS AND GAMES BY THE NUMBER OF DOWNLOADS BETWEEN 01 JANUARY AND 31 MARCH 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	SHAREIT	SHAREIT (众联极享)
07	NETFLIX	NETFLIX
08	LIKE MAGIC MUSIC VIDEO MAKER	YY INC. (欢聚时代)
09	SNAPCHAT	SNAP
10	SPOTIFY	SPOTIFY

## RANKING OF MOBILE GAMES BY DOWNLOADS

#	APP NAME	DEVELOPER
01	COLORBUMP 3D	GOOD JOB GAMES
02	FREE FIRE	SEA
03	SUBWAY SURFERS	KILOO
04	PUBG MOBILE	TENCENT
05	PAPER.IO 2	VOODOO
06	MY TALKING TOM 2	OUTFIT7
07	BRAWL STARS	SUPERCELL
08	HELIX JUMP	VOODOO
09	HAPPY GLASS	LION STUDIOS
10	DRIVE AND PARK	SAYGAMES

APR  
2019

# MOBILE APP RANKINGS: Q1 CONSUMER SPEND

RANKINGS OF TOP MOBILE APPS AND GAMES BY CONSUMER SPEND BETWEEN 01 JANUARY AND 31 MARCH 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	PANDORA MUSIC	PANDORA
06	YOUTUBE	GOOGLE
07	KWAI (快手)	ONESMILE
08	YOUKU	ALIBABA GROUP
09	LINE MANGA	LINE BOOK DISTRIBUTION
10	LINE	LINE

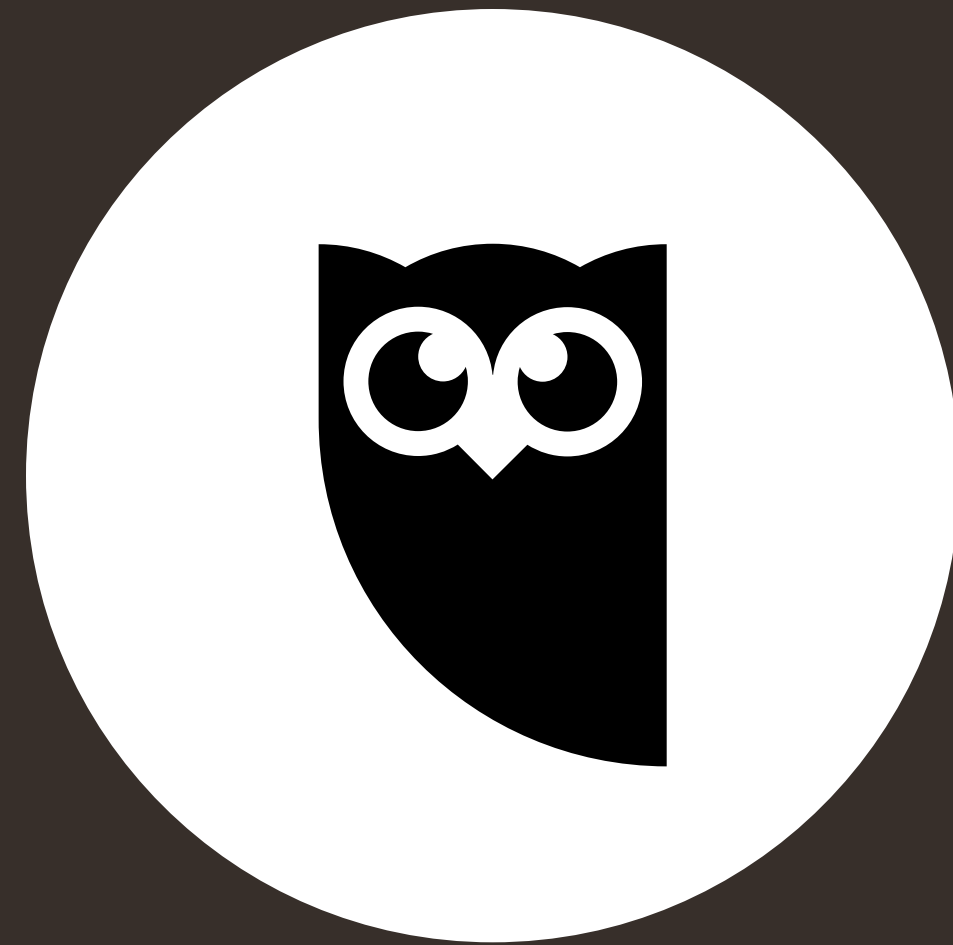
## RANKING OF MOBILE GAMES BY CONSUMER SPEND

#	APP NAME	DEVELOPER
01	FATE / GRAND ORDER	SONY / ANIPLEX
02	HONOUR OF KINGS	TENCENT
03	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
04	MONSTER STRIKE	MIXI
05	DRAGON BALL Z DOKKAN BATTLE	BANDAI NAMCO
06	FANTASY WESTWARD JOURNEY	NETEASE
07	LINEAGE M	NCSoft
08	POKÉMON GO	NIANTIC
09	PUZZLES & DRAGONS	GUNGHO
10	QQ SPEED	TENCENT



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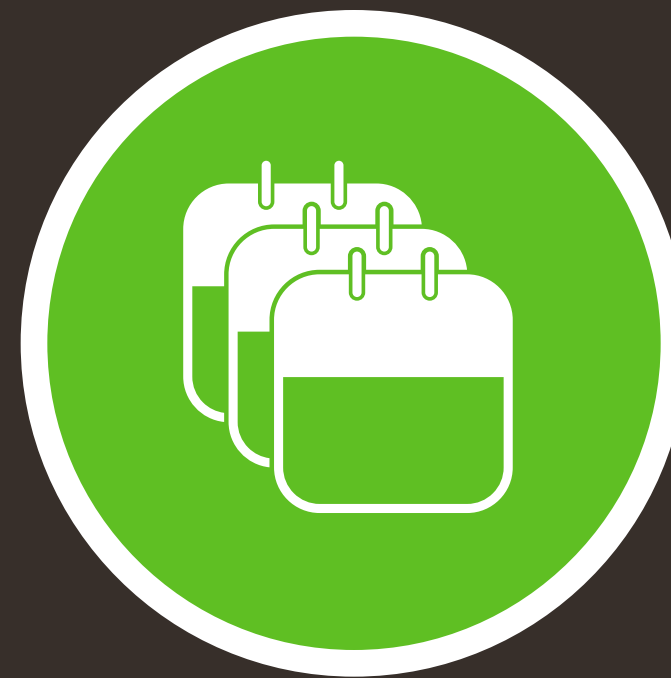
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# NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

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@kepios.com](mailto:reports@kepios.com).



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