



DIGITAL, SOCIAL & MOBILE IN 2015

WE ARE SOCIAL'S COMPENDIUM OF GLOBAL DIGITAL STATISTICS

**we
are.
social**

COUNTRIES DETAILED IN THIS REPORT



1 ARGENTINA

2 AUSTRALIA

3 BRAZIL

4 CANADA

5 CHINA

6 EGYPT

7 FRANCE

8 GERMANY

9 HONG KONG

10 INDIA

11 INDONESIA

12 ITALY

13 JAPAN

14 MALAYSIA

15 MEXICO

16 NIGERIA

17 THE PHILIPPINES

18 POLAND

19 RUSSIA

20 SAUDI ARABIA

21 SINGAPORE

22 SOUTH AFRICA

23 SOUTH KOREA

24 SPAIN

25 TURKEY

26 THAILAND

27 UNITED ARAB EMIRATES

28 UNITED KINGDOM

29 UNITED STATES

30 VIETNAM



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OVER 100 COUNTRIES AROUND THE WORLD**



GLOBAL & REGIONAL OVERVIEWS

**JAN
2015**

GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



we
are
social

**7.210
BILLION**

URBANISATION: 53%

FIGURE REPRESENTS TOTAL GLOBAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**3.010
BILLION**

PENETRATION: 42%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

**2.078
BILLION**

PENETRATION: 29%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

UNIQUE
MOBILE USERS



we
are
social

**3.649
BILLION**

PENETRATION: 51%

FIGURE REPRESENTS
UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

**1.685
BILLION**

PENETRATION: 23%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

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2015

YEAR-ON-YEAR GROWTH

HOW THE DIGITAL WORLD HAS EVOLVED OVER THE PAST 12 MONTHS

TOTAL
POPULATION



we
are
social

+1.6%

+115 MILLION

ACTIVE
INTERNET USERS



we
are
social

+21%

+525 MILLION

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

+12%

+222 MILLION

UNIQUE
MOBILE USERS



we
are
social

+5%

+185 MILLION

ACTIVE MOBILE
SOCIAL ACCOUNTS

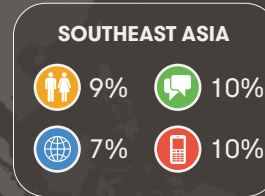
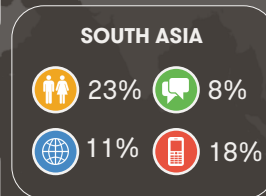
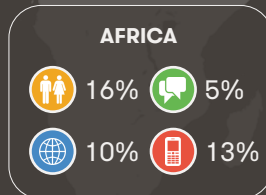
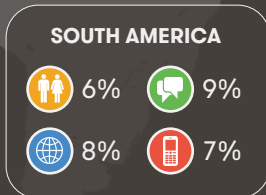
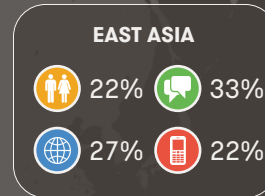
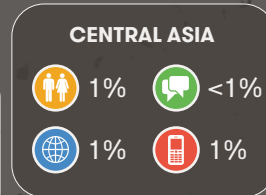
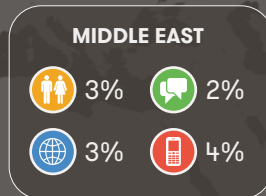
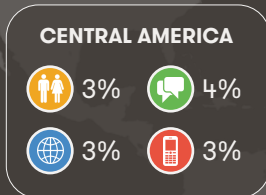
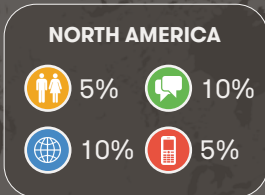


+23%

+313 MILLION

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2015

SHARE OF GLOBAL USERS



- POPULATION
- INTERNET USERS
- ACTIVE SOCIAL MEDIA ACCOUNTS
- MOBILE CONNECTIONS



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2015**

DIGITAL IN ASIA-PACIFIC

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



we
are
social

**4,021
MILLION**

URBANISATION: 45%

FIGURE REPRESENTS TOTAL REGIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**1,407
MILLION**

PENETRATION: 35%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

**1,065
MILLION**

PENETRATION: 26%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

**3,722
MILLION**

vs. POPULATION: 93%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

**879
MILLION**

PENETRATION: 22%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

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2015**

DIGITAL IN AFRICA

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



we
are
social

**1,135
MILLION**

URBANISATION: 40%

FIGURE REPRESENTS TOTAL REGIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**298
MILLION**

PENETRATION: 26%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

**103
MILLION**

PENETRATION: 9%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

**900
MILLION**

vs. POPULATION: 79%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

**85
MILLION**

PENETRATION: 7%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

**JAN
2015**

DIGITAL IN THE AMERICAS

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



we
are
social

**979
MILLION**

URBANISATION: 81%

FIGURE REPRESENTS TOTAL REGIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**633
MILLION**

PENETRATION: 65%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

**482
MILLION**

PENETRATION: 49%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

**1,068
MILLION**

vs. POPULATION: 109%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

**399
MILLION**

PENETRATION: 41%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

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2015**

DIGITAL IN EUROPE

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



we
are
social

**837
MILLION**

URBANISATION: 72%

FIGURE REPRESENTS TOTAL REGIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**584
MILLION**

PENETRATION: 70%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

**387
MILLION**

PENETRATION: 46%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

**1,104
MILLION**

vs. POPULATION: 132%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

**287
MILLION**

PENETRATION: 34%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

**JAN
2015**

DIGITAL IN THE MIDDLE EAST

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



we
are
social

**238
MILLION**

URBANISATION: 67%

FIGURE REPRESENTS TOTAL REGIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**87
MILLION**

PENETRATION: 36%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

**41
MILLION**

PENETRATION: 17%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

**294
MILLION**

vs. POPULATION: 124%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

**35
MILLION**

PENETRATION: 15%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

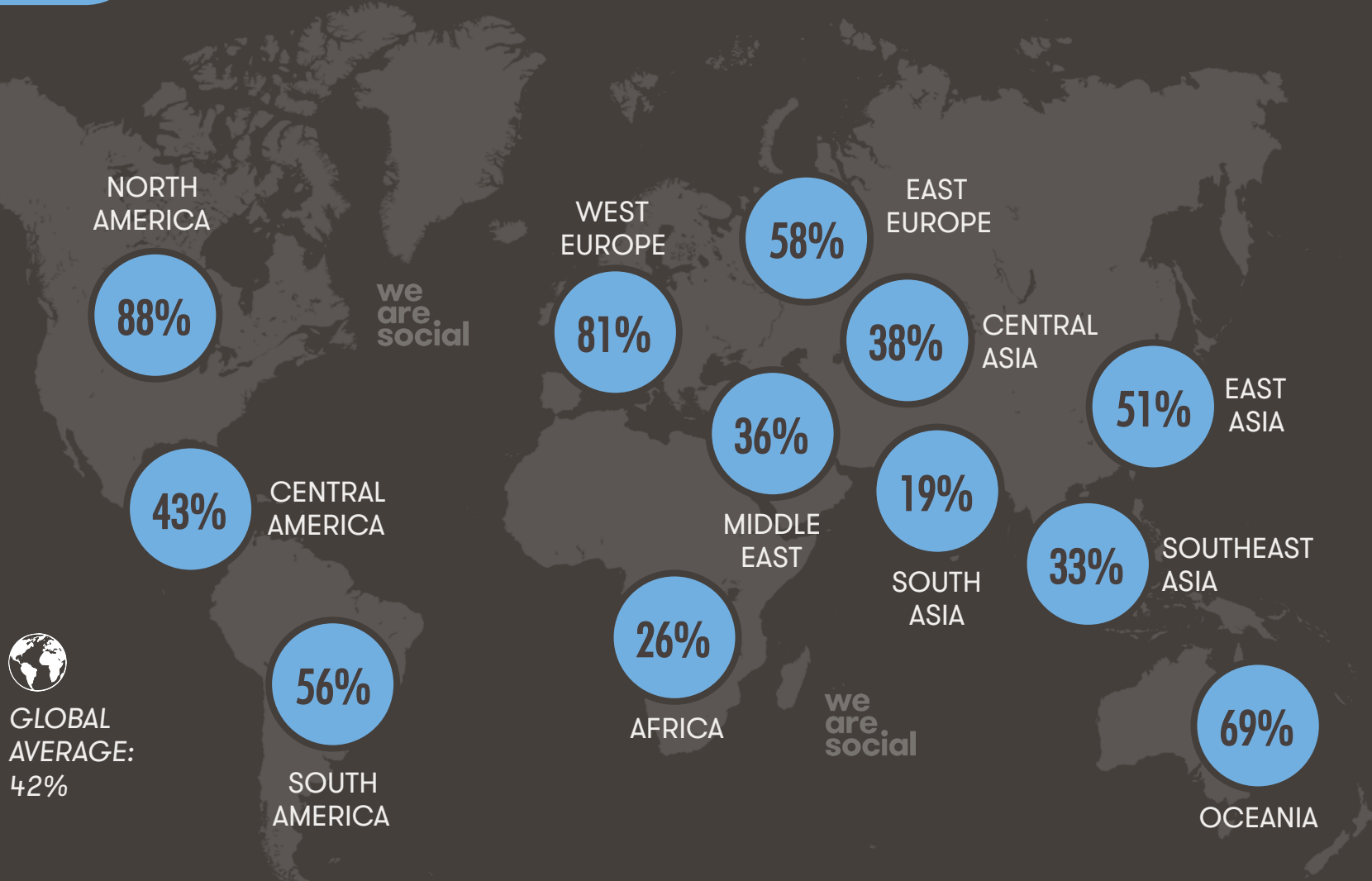


GLOBAL INTERNET USAGE

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INTERNET USE

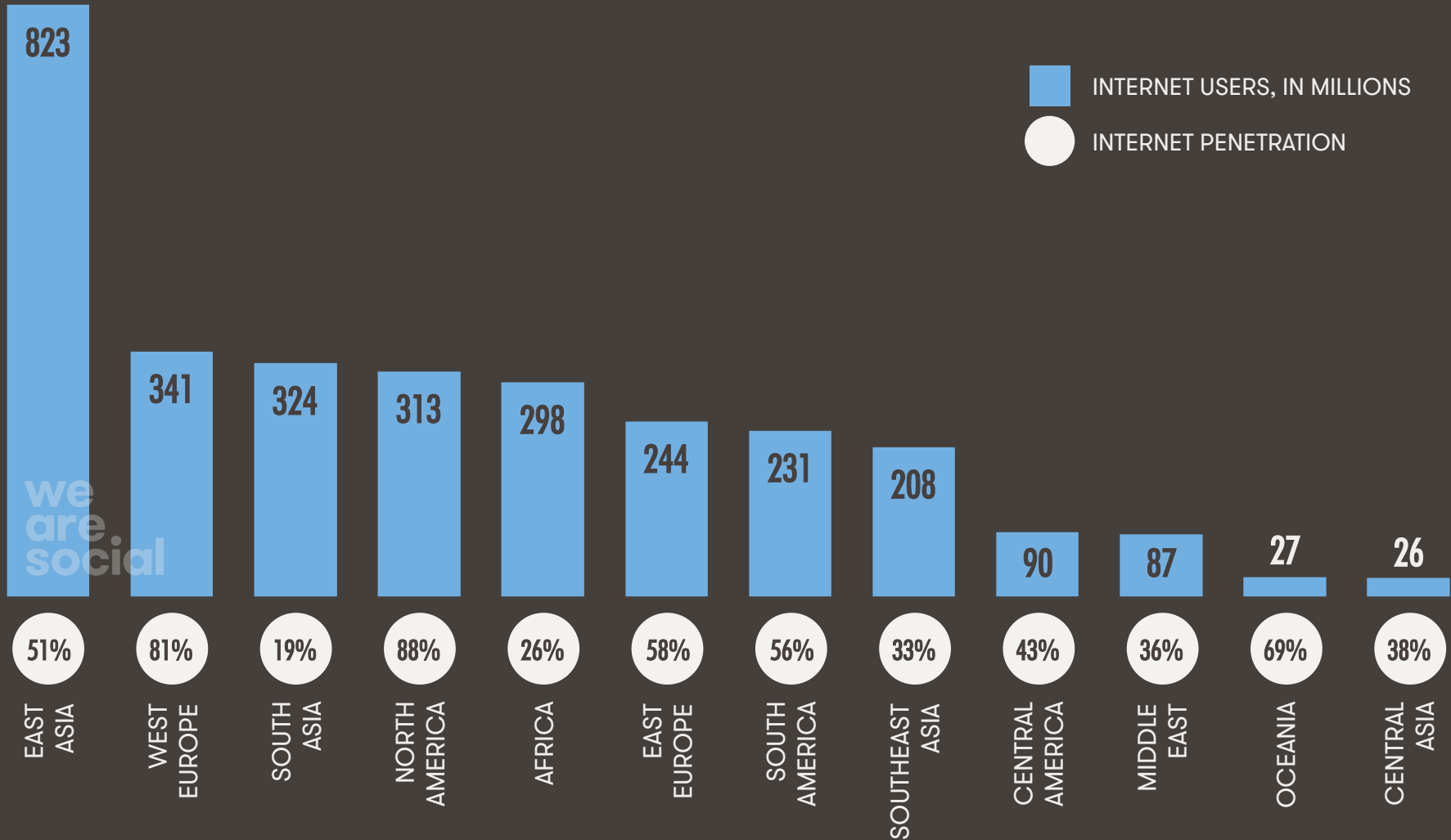
REGIONAL INTERNET PENETRATION FIGURES



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INTERNET REGIONAL OVERVIEW

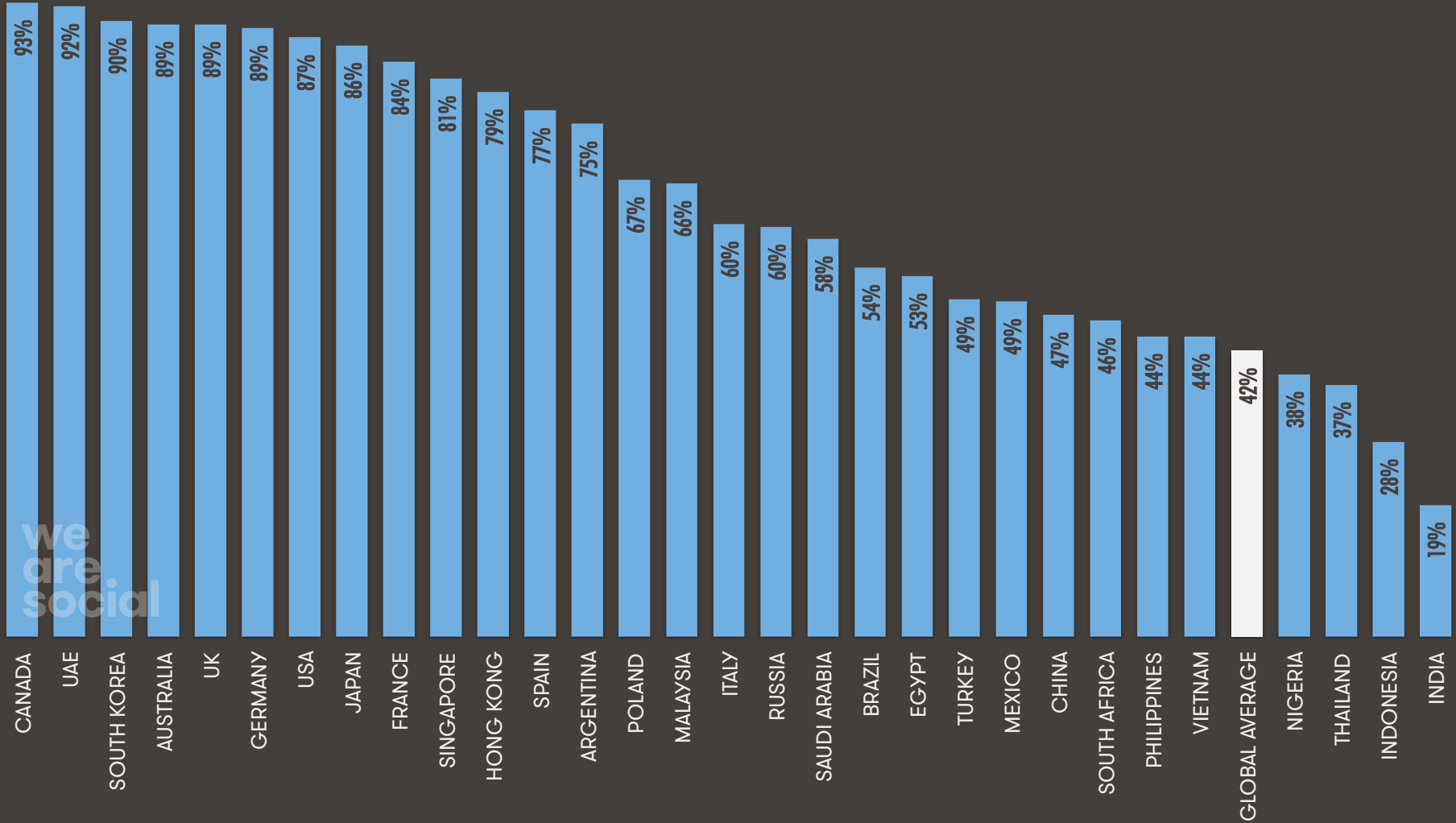
INTERNET USERS (IN MILLIONS), AND INTERNET PENETRATION, BY REGION



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INTERNET USE

NATIONAL INTERNET PENETRATION FIGURES

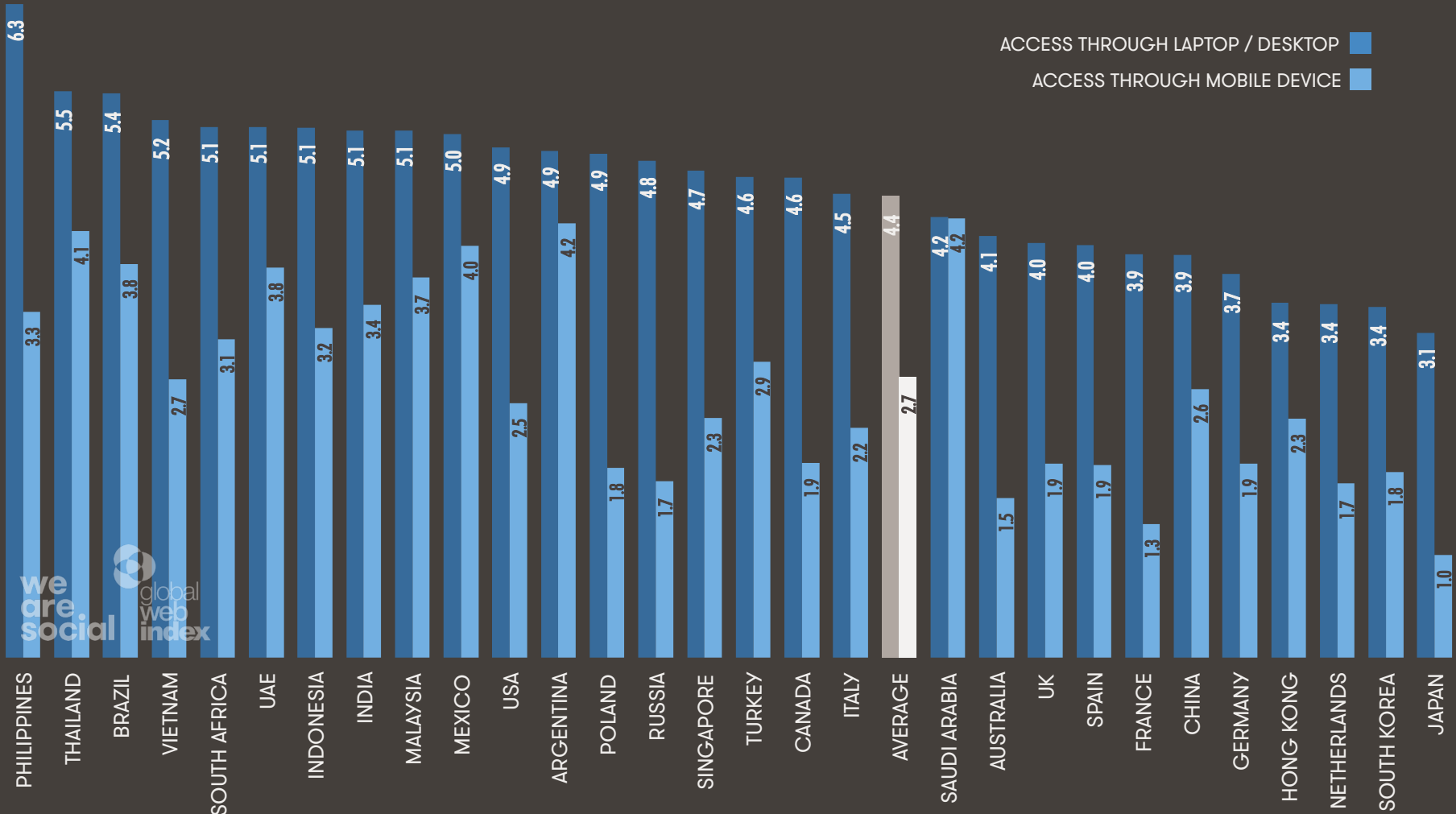


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TIME SPENT ON THE INTERNET

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

NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE ACCESSING THE INTERNET VIA EACH SPECIFIC DEVICE, AND DO NOT FACTOR NON-USERS



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2015**

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED

SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

62%

YEAR-ON-YEAR:
-13%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

31%

YEAR-ON-YEAR:
+39%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

7%

YEAR-ON-YEAR:
+17%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



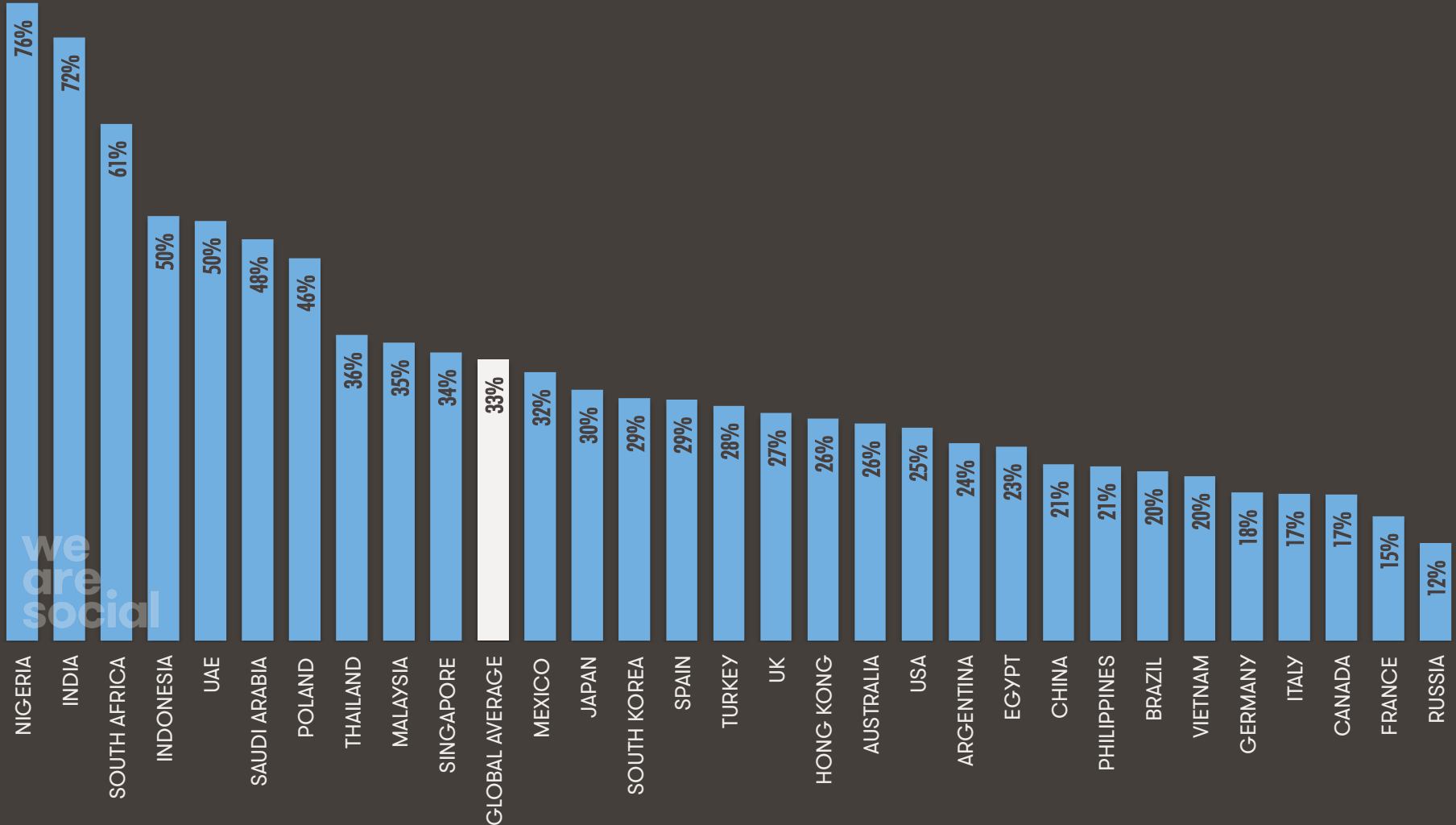
0.1%

YEAR-ON-YEAR:
+18%

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MOBILE'S SHARE OF WEB TRAFFIC

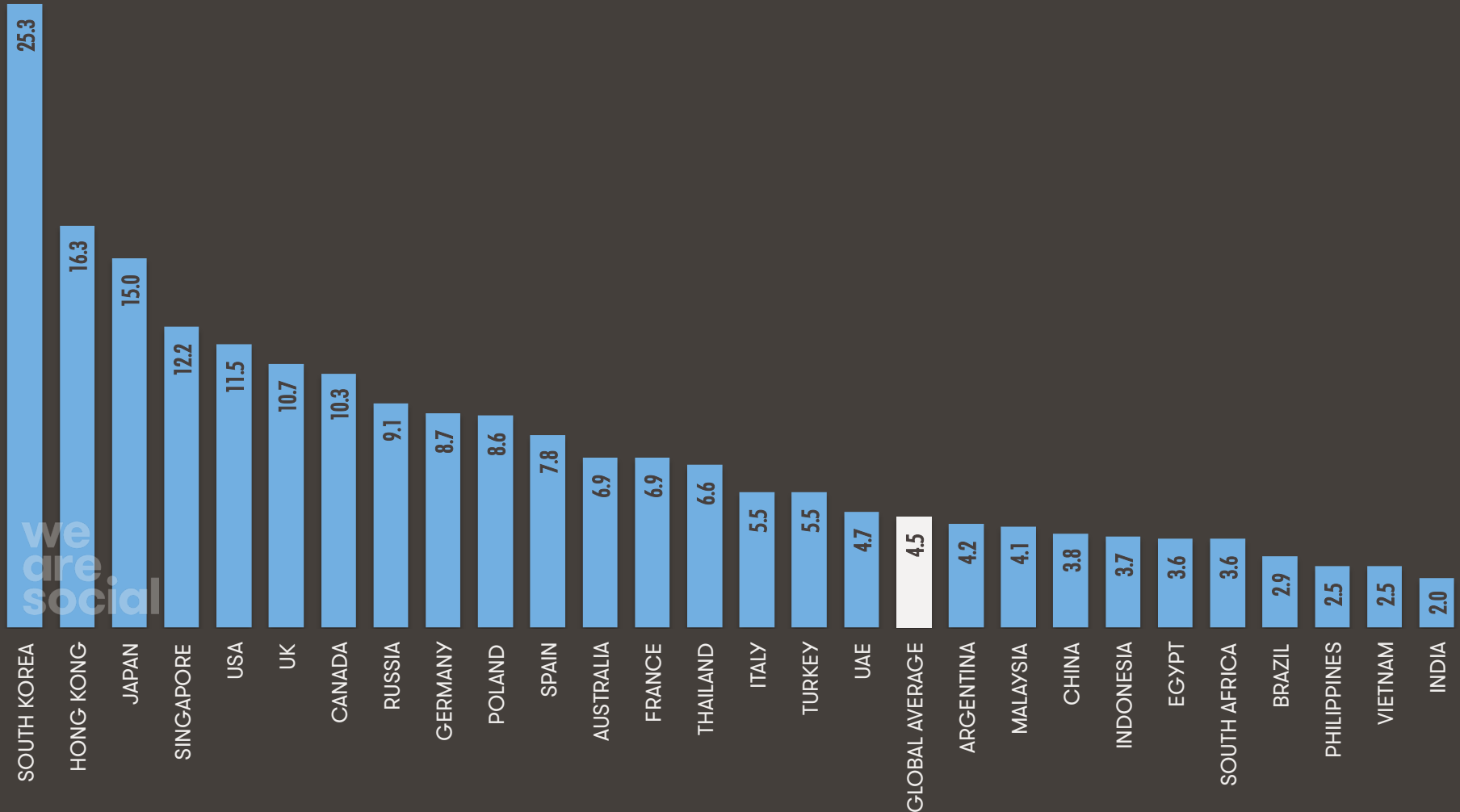
PERCENTAGE OF TOTAL WEB PAGES SERVED TO MOBILE PHONES



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AVERAGE NET CONNECTION SPEEDS

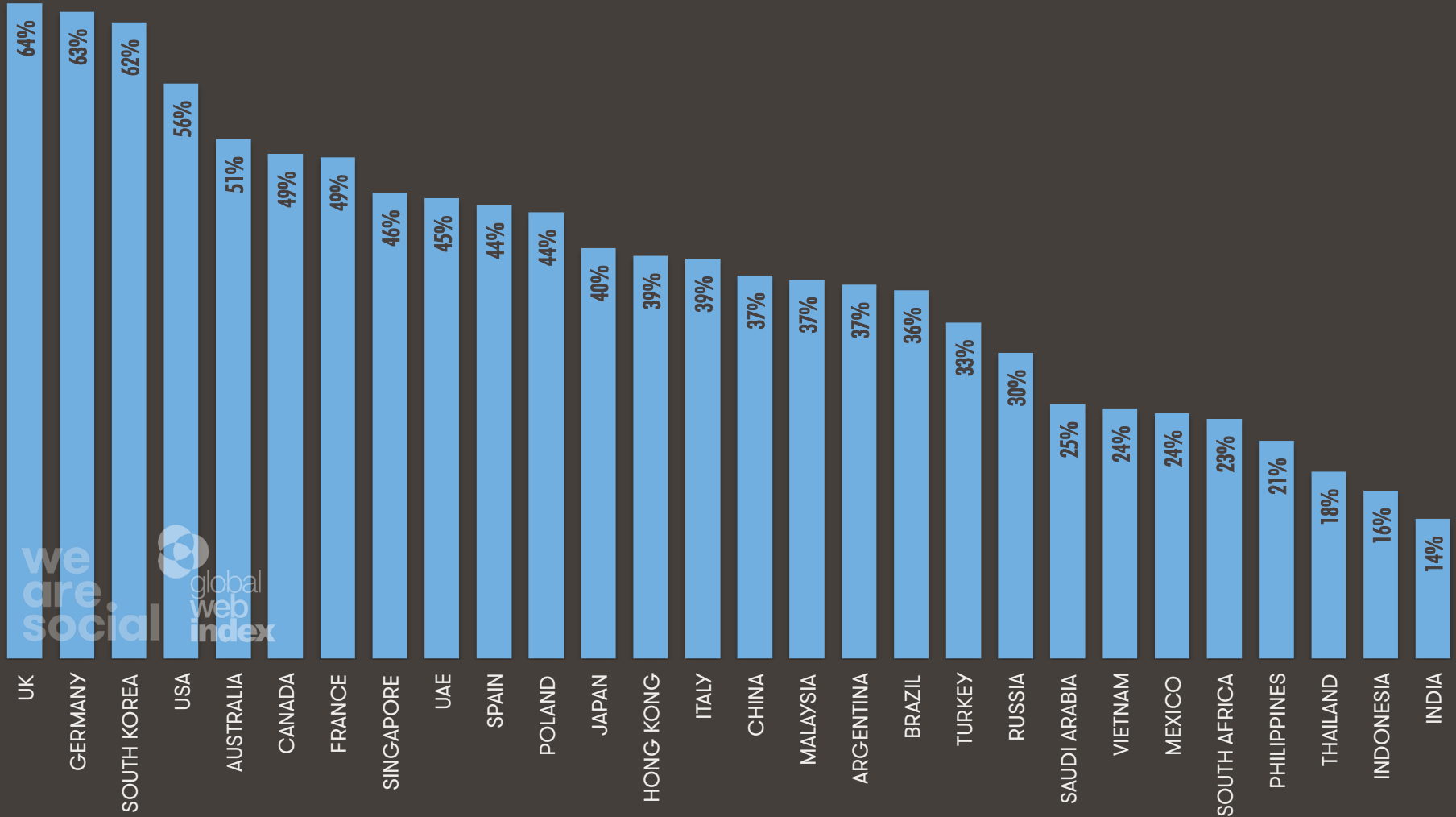
AVERAGE INTERNET CONNECTION SPEEDS, IN MBPS



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E-COMMERCE

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



we
are
social

global
web
index



GLOBAL SOCIAL MEDIA USAGE

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2015**

SOCIAL MEDIA USE

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

TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



2.08B

29%

1.69B

23%

we
are
social

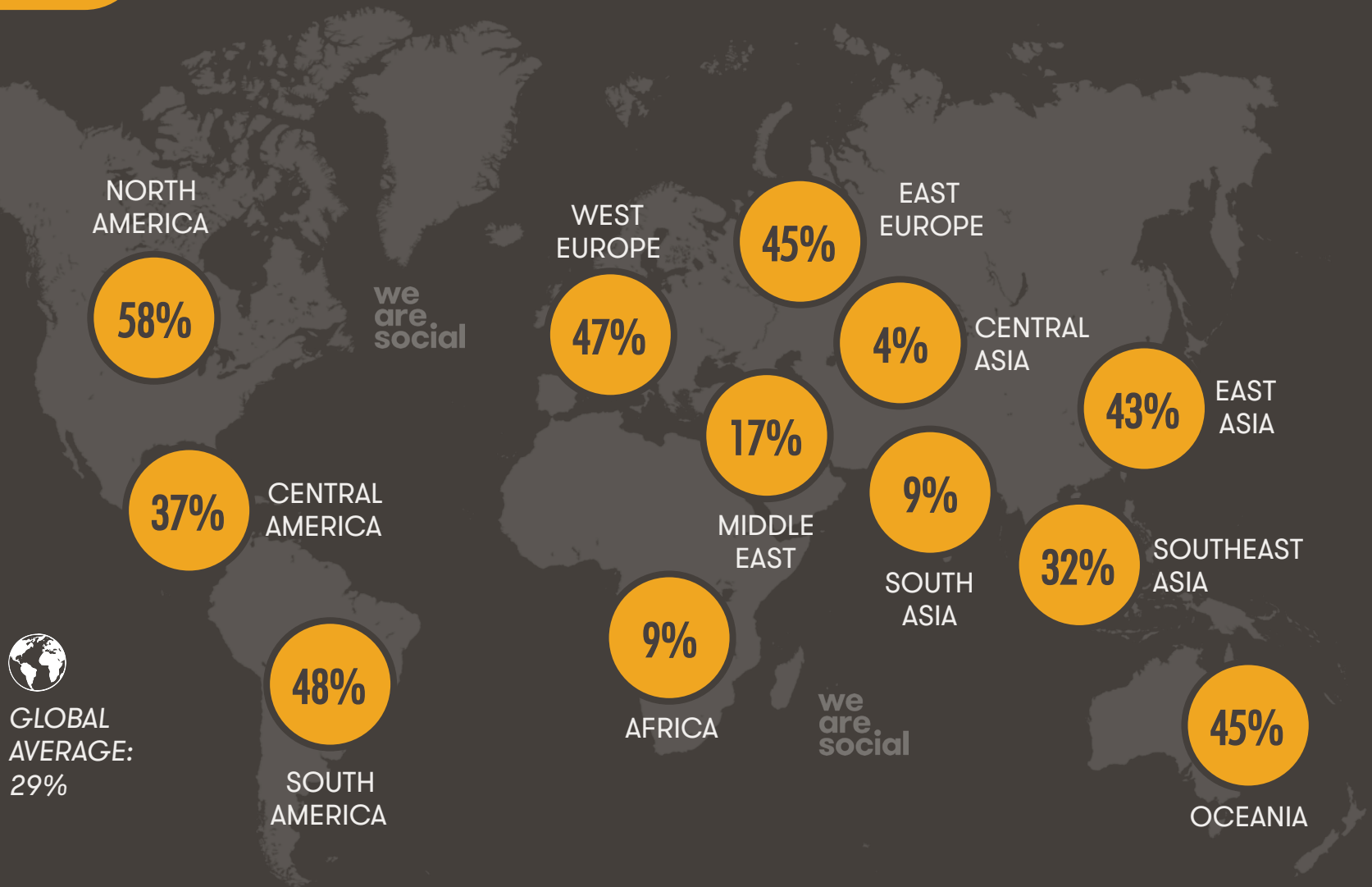
we
are
social

we
are
social

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2015**

SOCIAL MEDIA USE

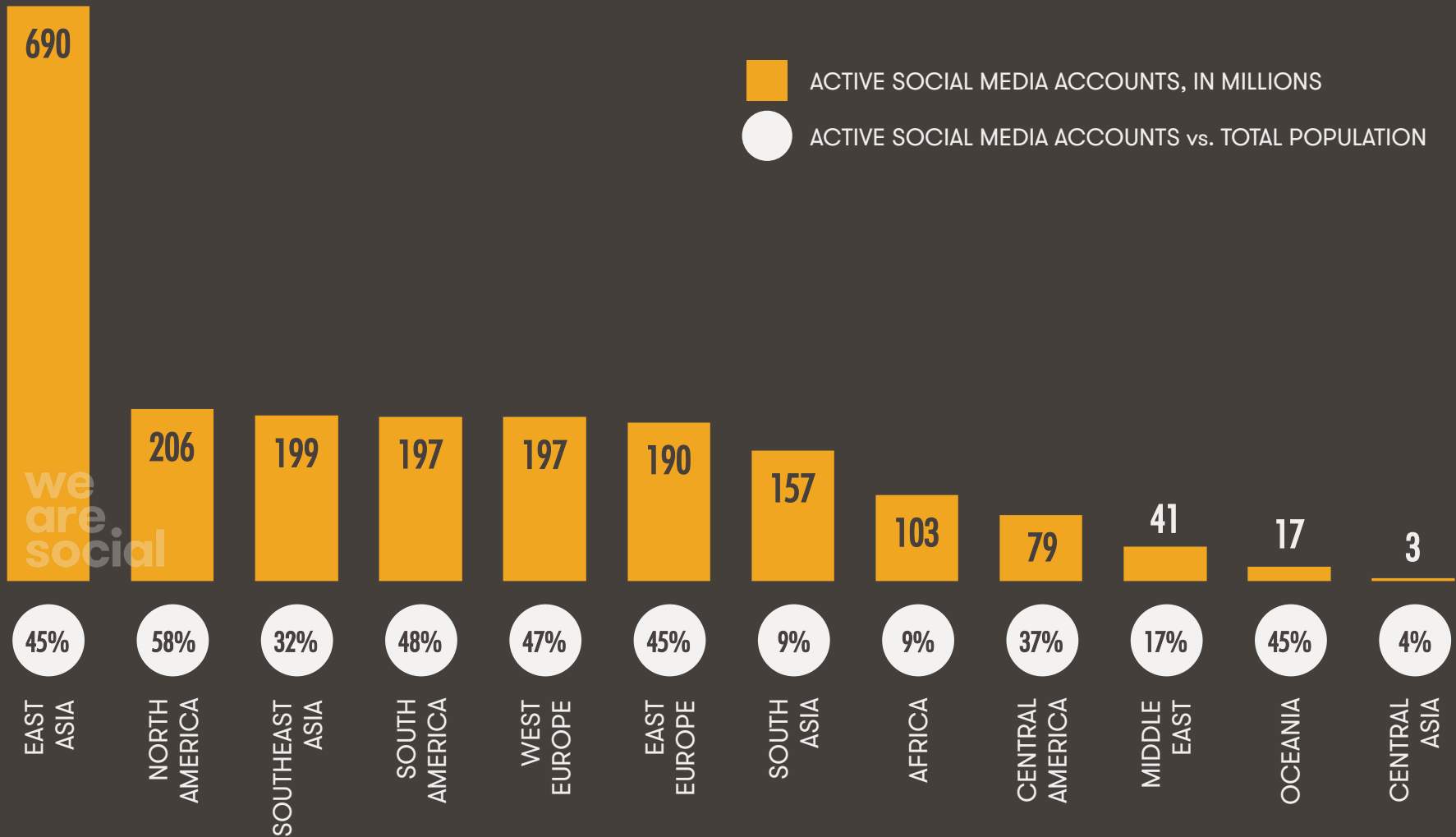
TOTAL ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION



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SOCIAL MEDIA REGIONAL OVERVIEW

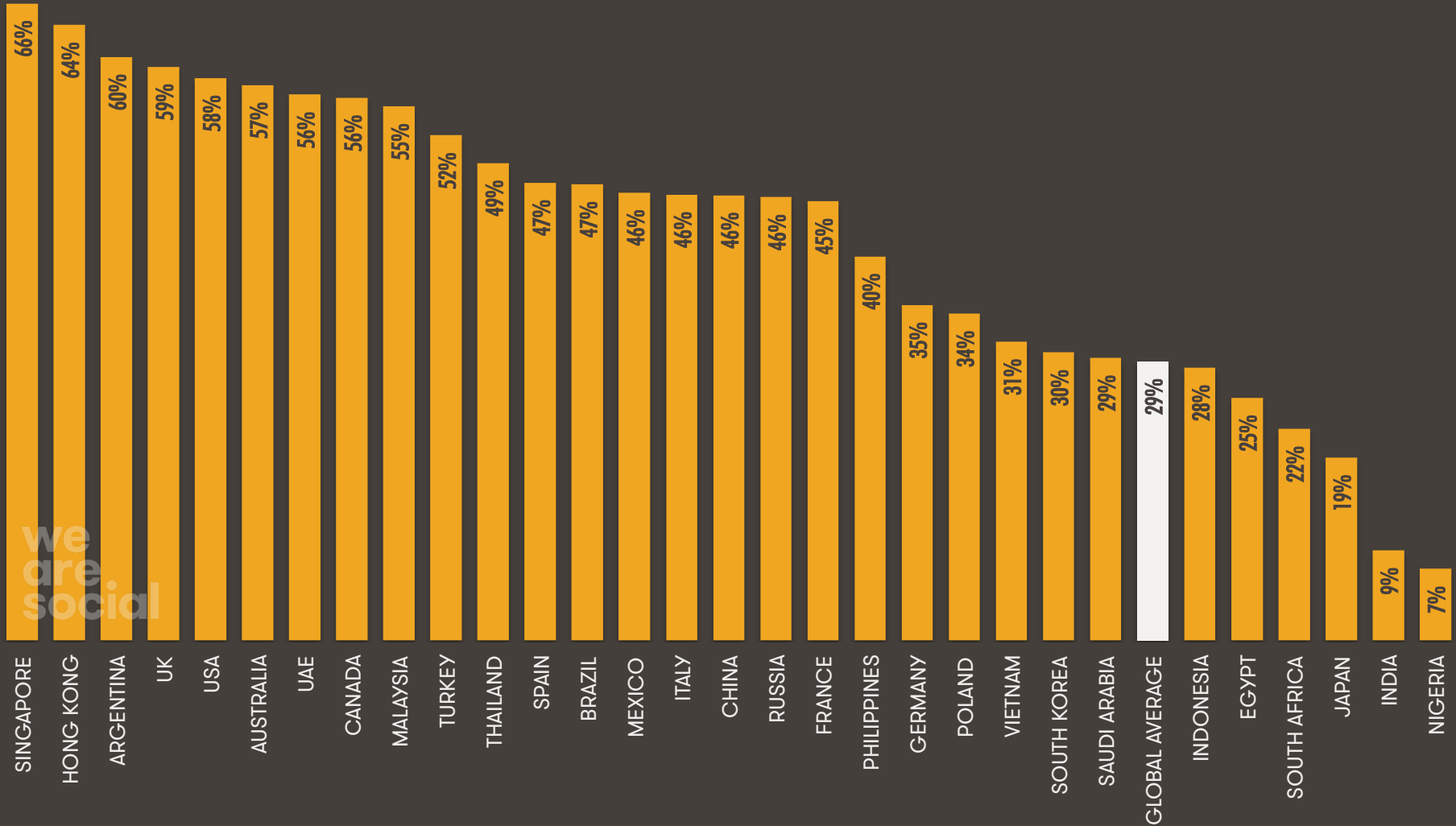
ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY, IN MILLIONS AND COMPARED TO POPULATION



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SOCIAL MEDIA USE

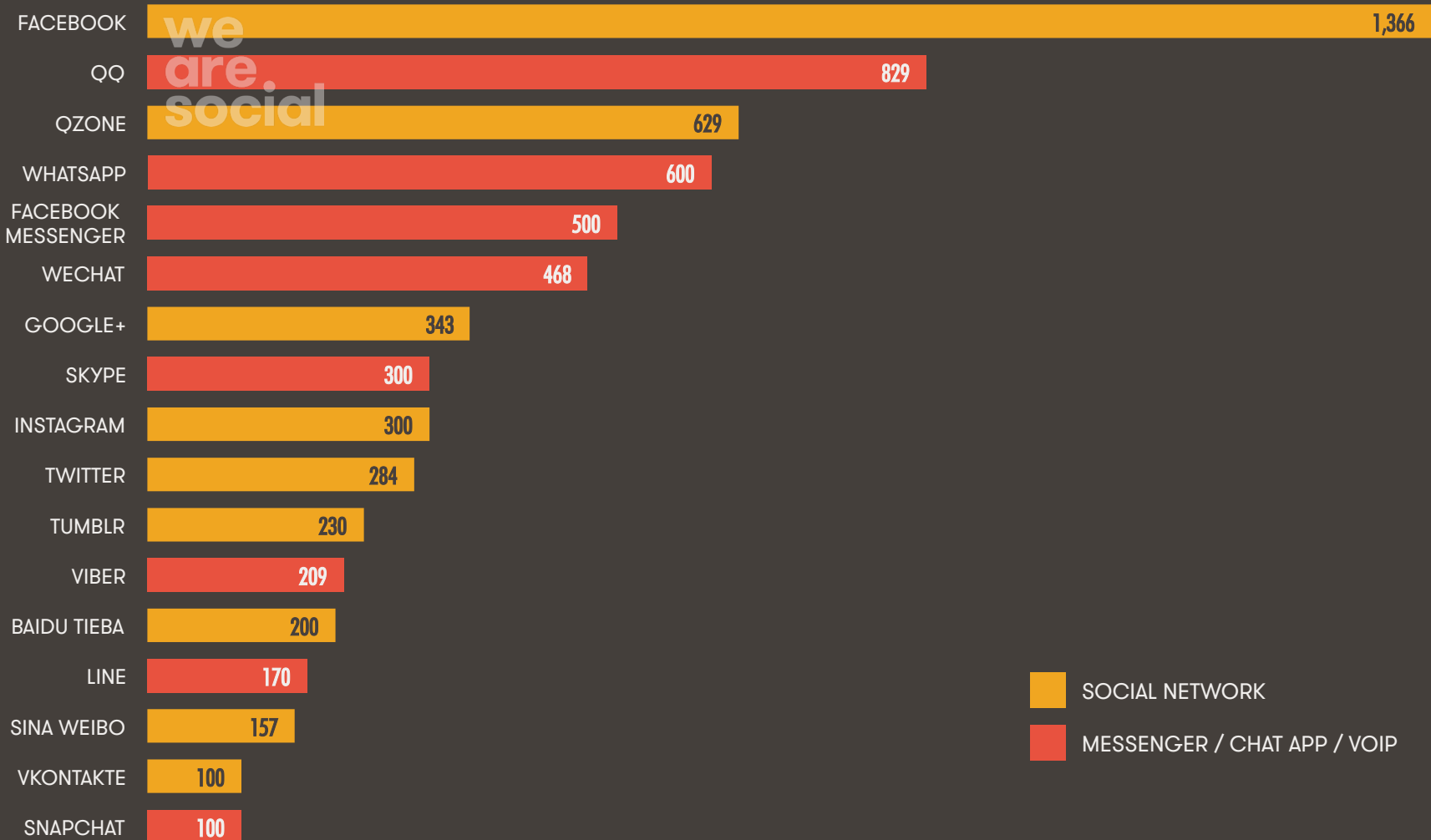
ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION



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ACTIVE USERS BY SOCIAL PLATFORM

MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS BY PLATFORM, IN MILLIONS

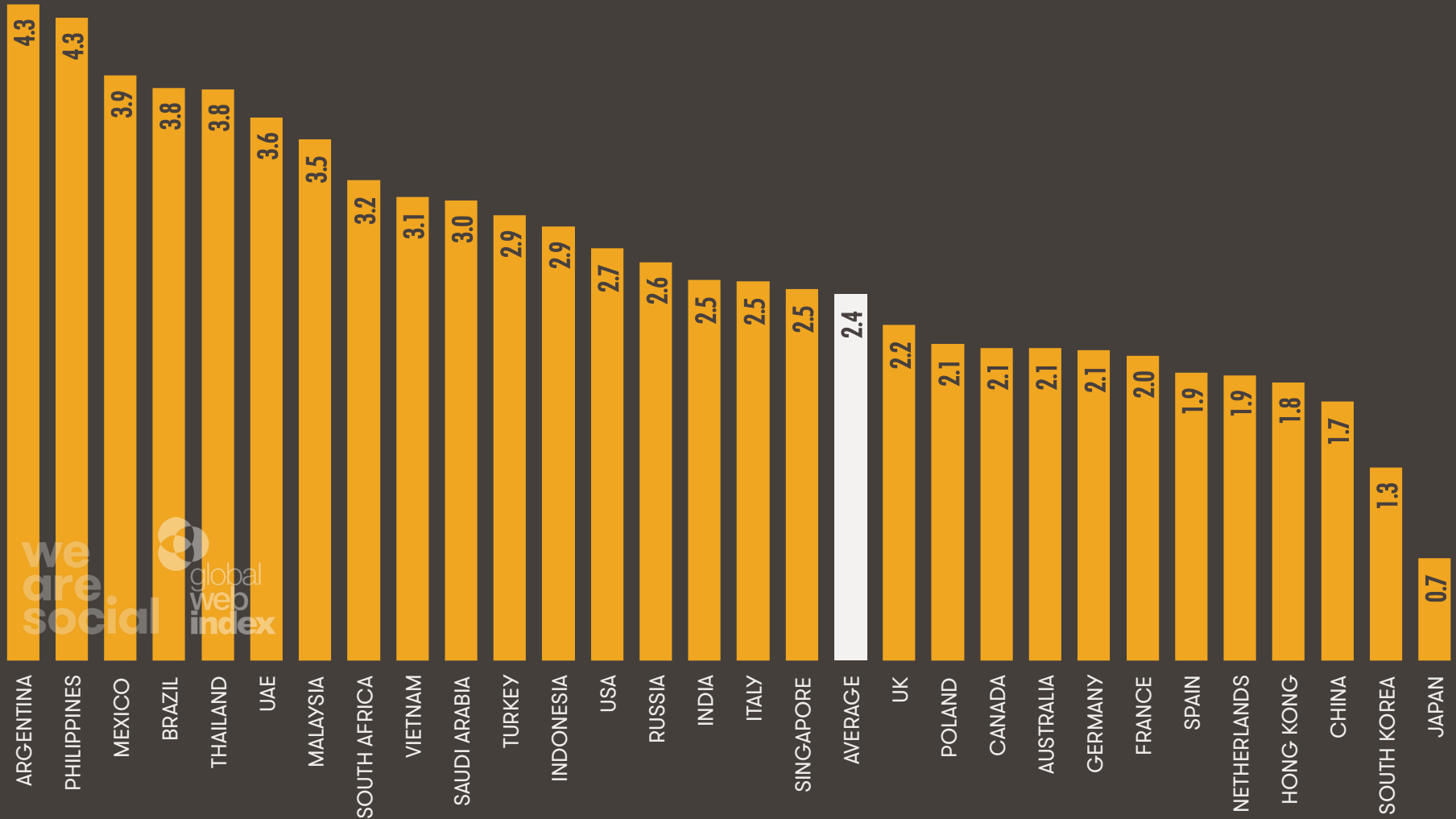


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TIME SPENT ON SOCIAL MEDIA

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

NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE SOCIAL MEDIA, AND DO NOT FACTOR NON-USERS



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MOBILE SOCIAL

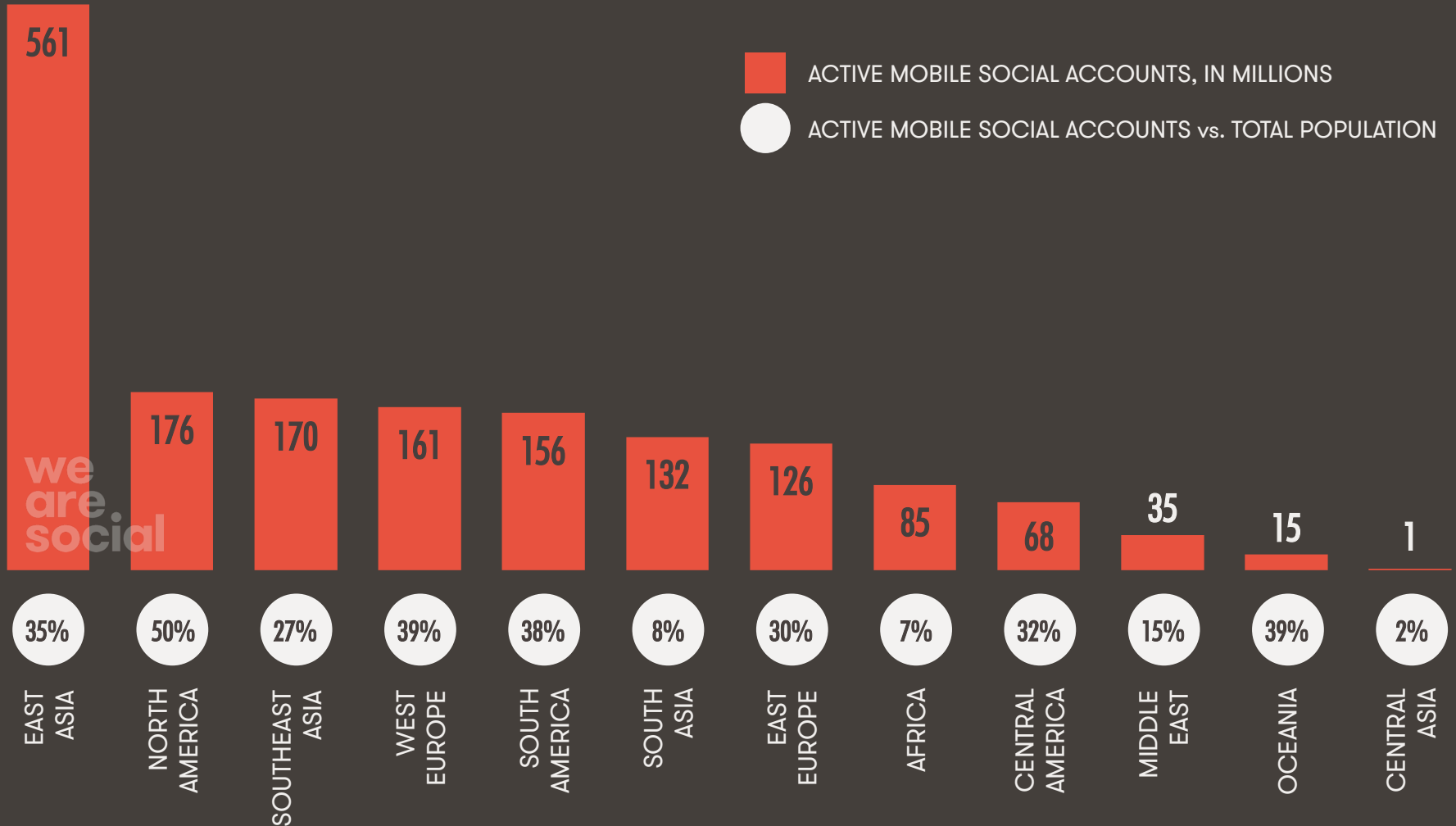
ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY ACCESSING VIA MOBILE, COMPARED TO POPULATION



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MOBILE SOCIAL REGIONAL OVERVIEW

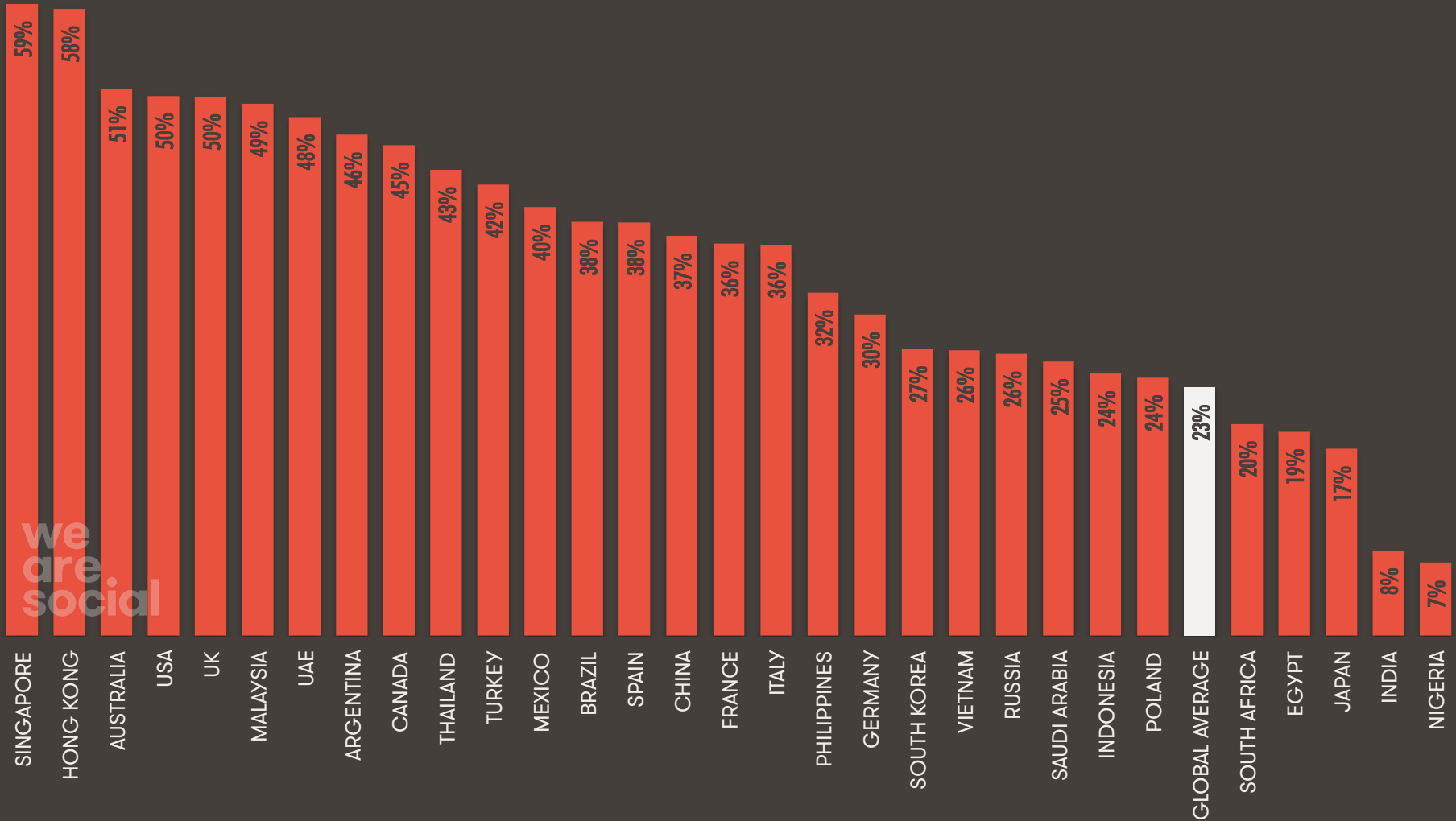
MOBILE-ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY, IN MILLIONS AND COMPARED TO POPULATION



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MOBILE SOCIAL

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





GLOBAL MOBILE PHONE USAGE

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MOBILE USERS vs. CONNECTIONS

TOTAL NUMBER
OF MOBILE
USERS (UNIQUE
INDIVIDUALS)



we
are
social

3.65B

MOBILE PENETRATION
(UNIQUE USERS AS
A PERCENTAGE OF
TOTAL POPULATION)



we
are
social

51%

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS
(CONNECTIONS)



we
are
social

7.09B

AVERAGE
NUMBER OF MOBILE
SUBSCRIPTIONS
PER UNIQUE USER



1.94

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MOBILE CONNECTIONS

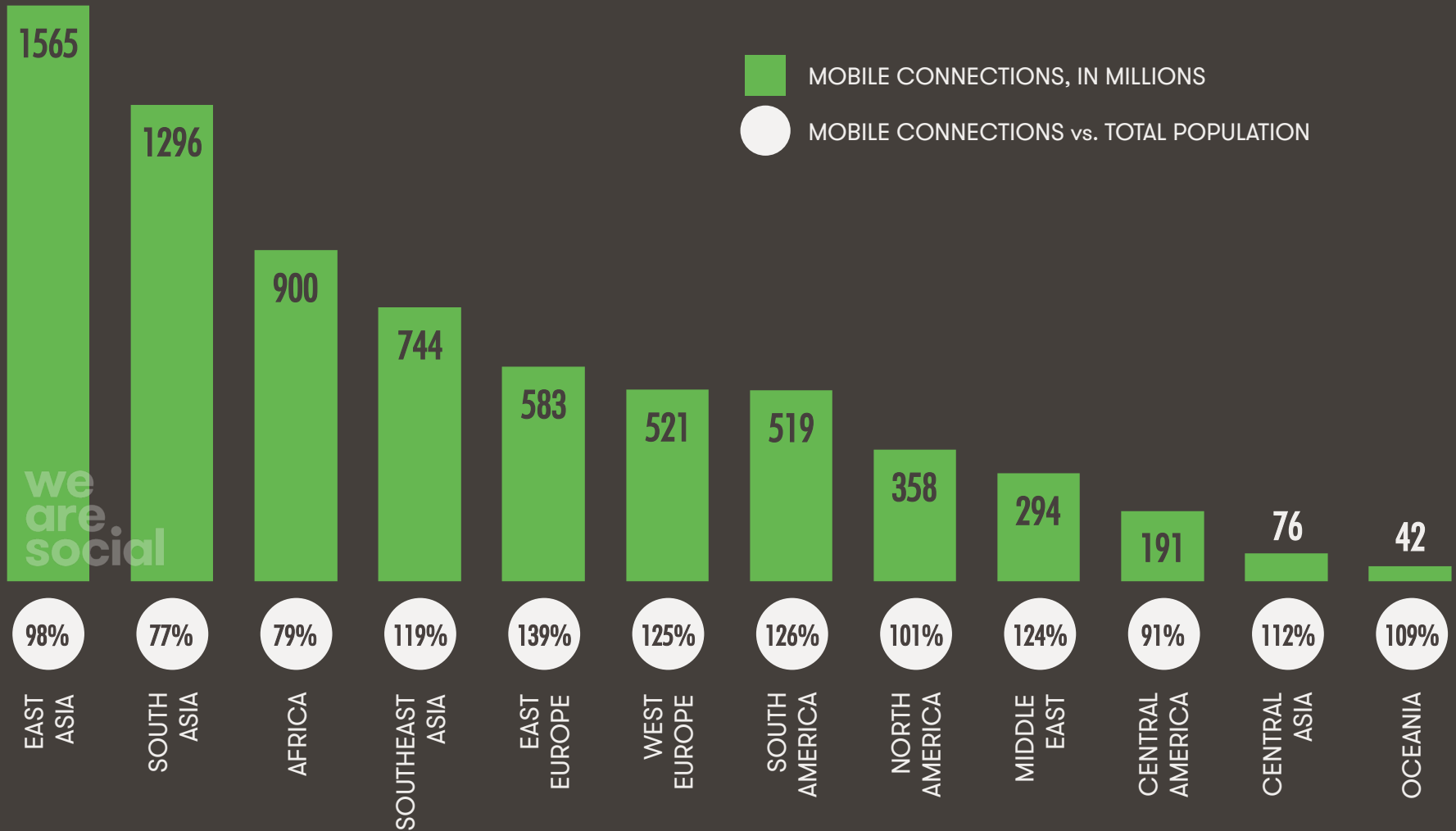
MOBILE CONNECTIONS BY REGION, COMPARED TO TOTAL REGIONAL POPULATIONS



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2015

MOBILE REGIONAL OVERVIEW

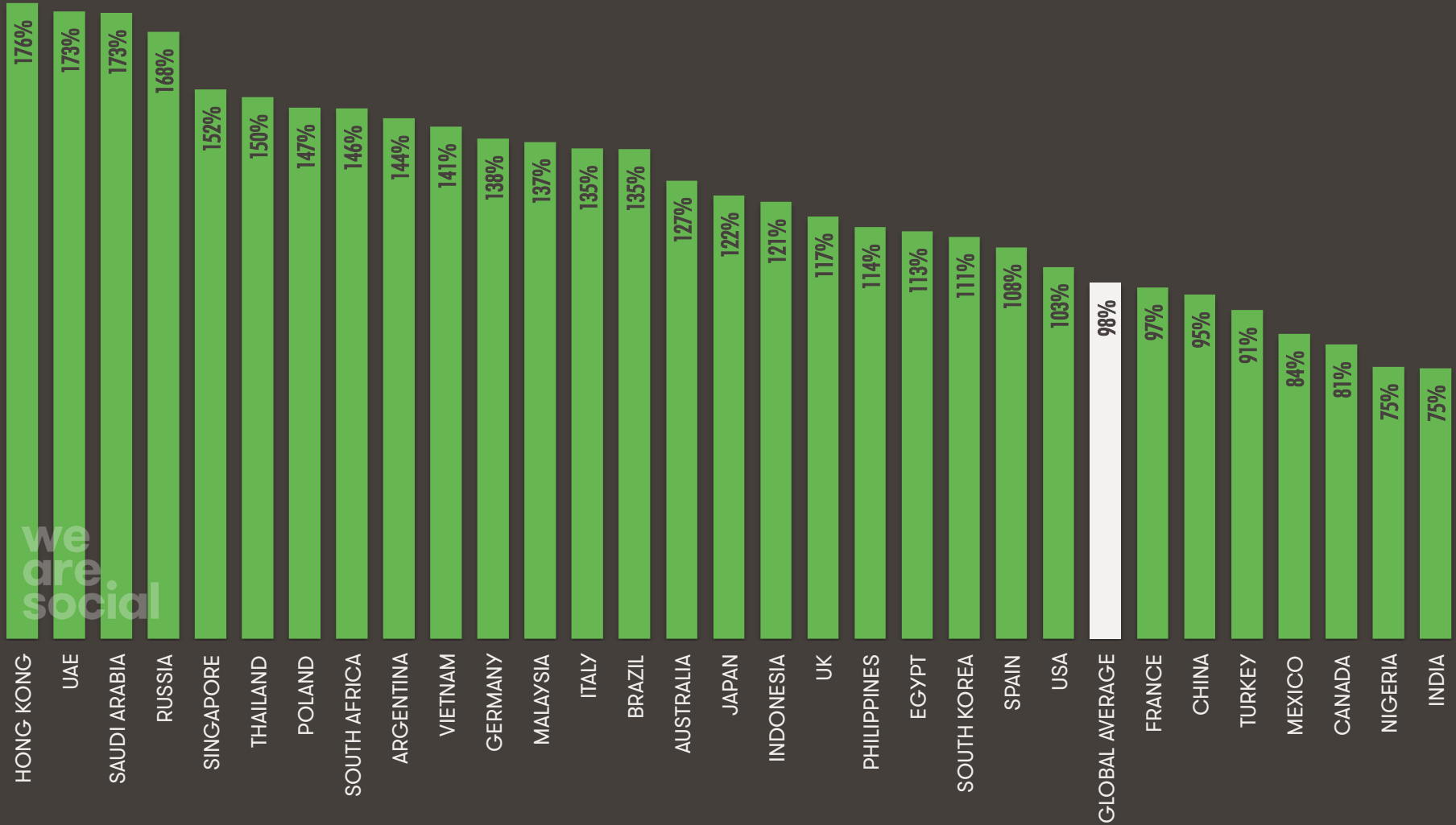
MOBILE CONNECTIONS (IN MILLIONS), AND MOBILE CONNECTIONS AS A PERCENTAGE OF POPULATION, BY REGION



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MOBILE CONNECTIONS

MOBILE CONNECTIONS BY COUNTRY, COMPARED TO NATIONAL POPULATIONS



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2015**

MOBILE PHONES

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

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



7.1B

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



98%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



77%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



23%

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

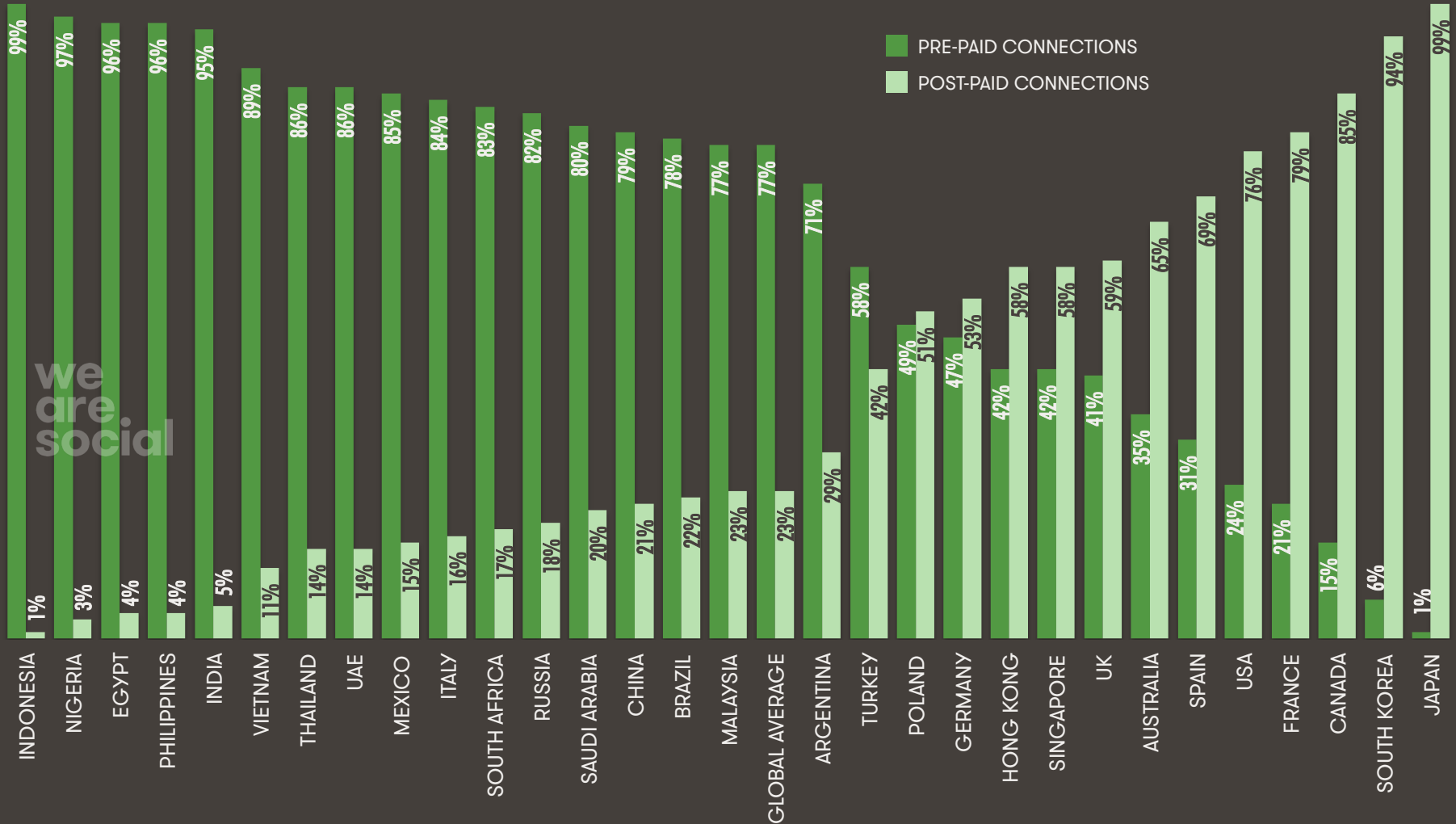


39%

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PRE-PAY vs. POST-PAY CONNECTIONS

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



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MOBILE CONNECTIONS BY DEVICE

BASED ON THE TOTAL NUMBER OF SMARTPHONE CONNECTIONS AROUND THE WORLD

TOTAL NUMBER
OF GLOBAL MOBILE
CONNECTIONS



we
are.
social

7.1B

TOTAL NUMBER
OF SMARTPHONE
CONNECTIONS



we
are.
social

2.7B

SMARTPHONE
CONNECTIONS AS A
PERCENTAGE OF TOTAL
CONNECTIONS



we
are.
social

38%

TOTAL NUMBER
OF FEATURE-PHONE
CONNECTIONS



we
are.
social

4.1B

FEATURE-PHONE
CONNECTIONS AS A
PERCENTAGE OF TOTAL
CONNECTIONS

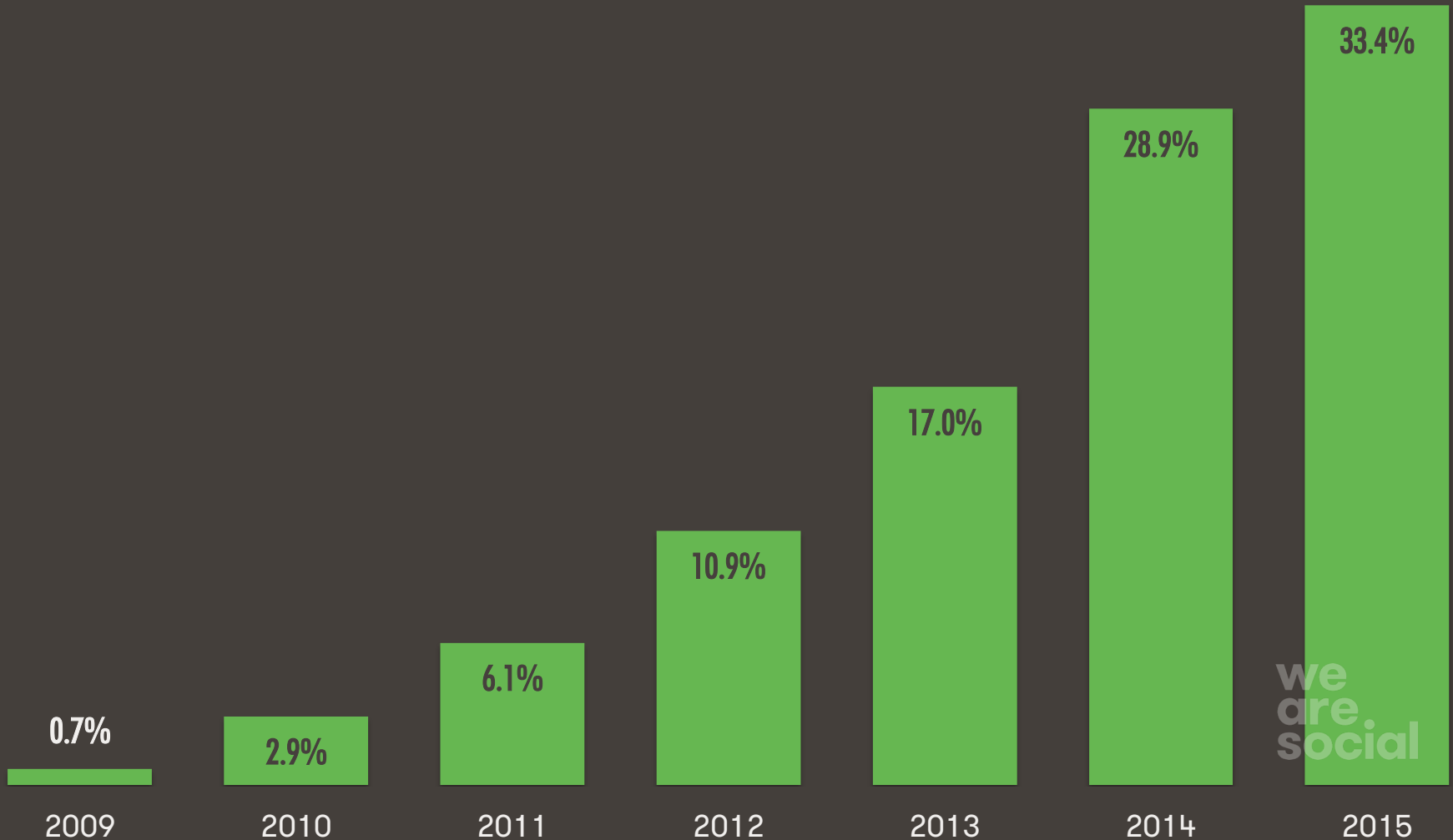


58%

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MOBILE'S SHARE OF WEB TRAFFIC

PERCENTAGE OF ALL GLOBAL WEB PAGES SERVED TO MOBILE PHONES



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2015**

PLATFORMS' SHARE OF MOBILE WEB

BASED ON EACH PLATFORM'S SHARE OF TOTAL GLOBAL MOBILE WEB PAGE REQUESTS

PERCENTAGE OF GLOBAL
MOBILE WEB PAGE REQUESTS
FROM APPLE SAFARI BROWSERS



38.9%

PERCENTAGE OF GLOBAL MOBILE
WEB PAGE REQUESTS FROM
ANDROID WEBKIT BROWSERS



30.9%

PERCENTAGE OF GLOBAL MOBILE
WEB PAGE REQUESTS FROM
OTHER PLATFORM BROWSERS



30.2%

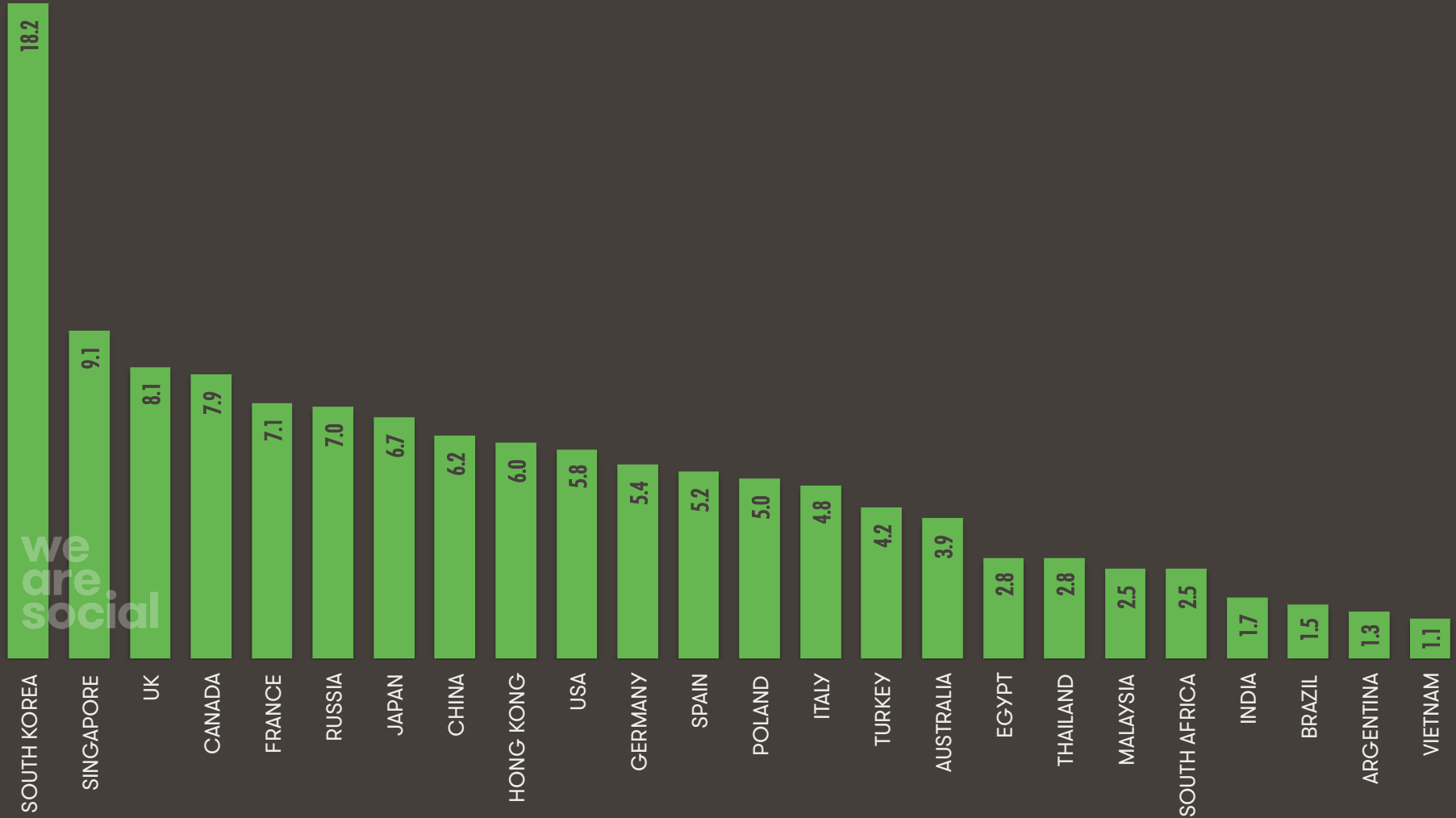
we
are
social

we
are
social

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AVERAGE MOBILE NET SPEEDS

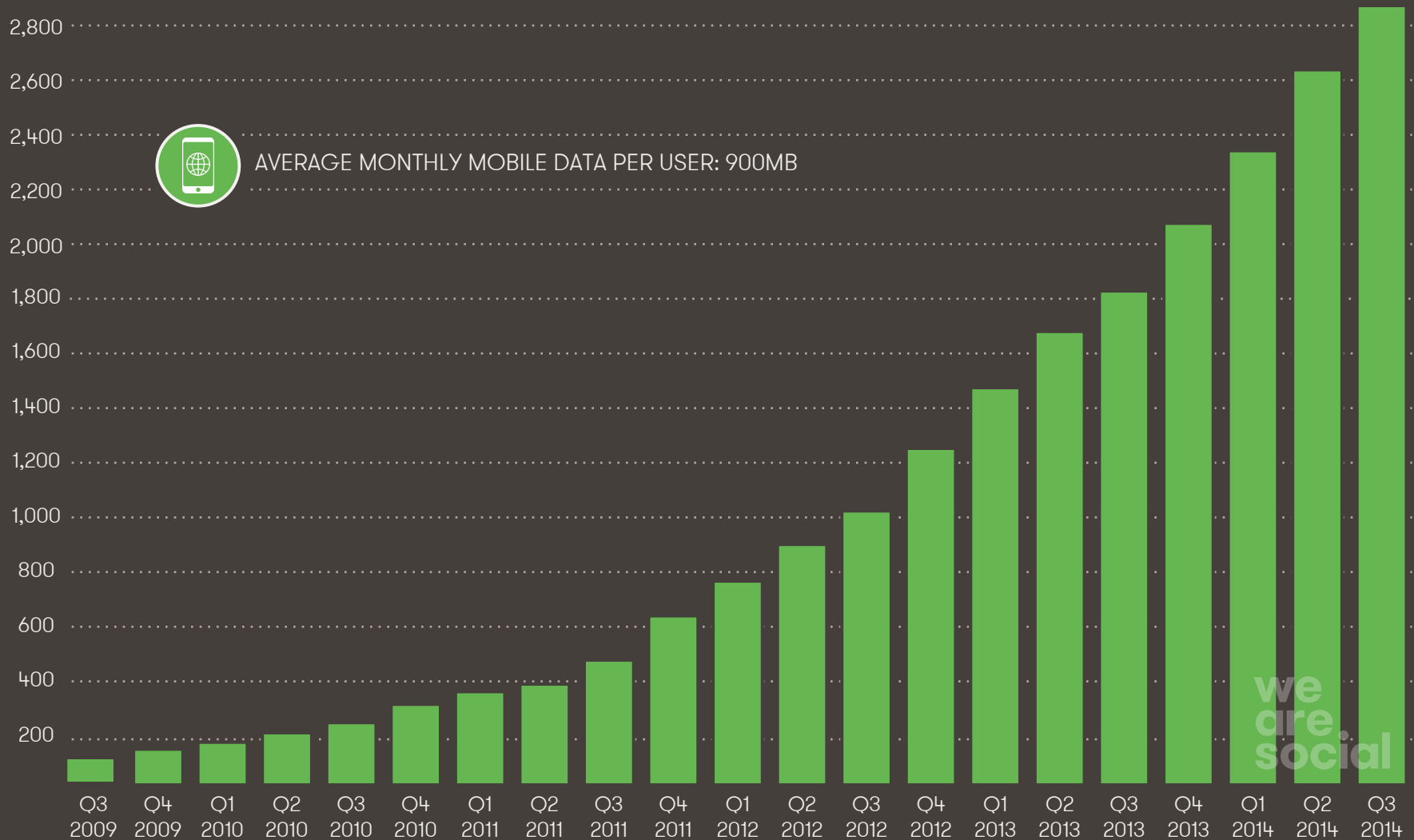
AVERAGE MOBILE DATA CONNECTION SPEEDS, IN MBPS



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GLOBAL MOBILE DATA GROWTH

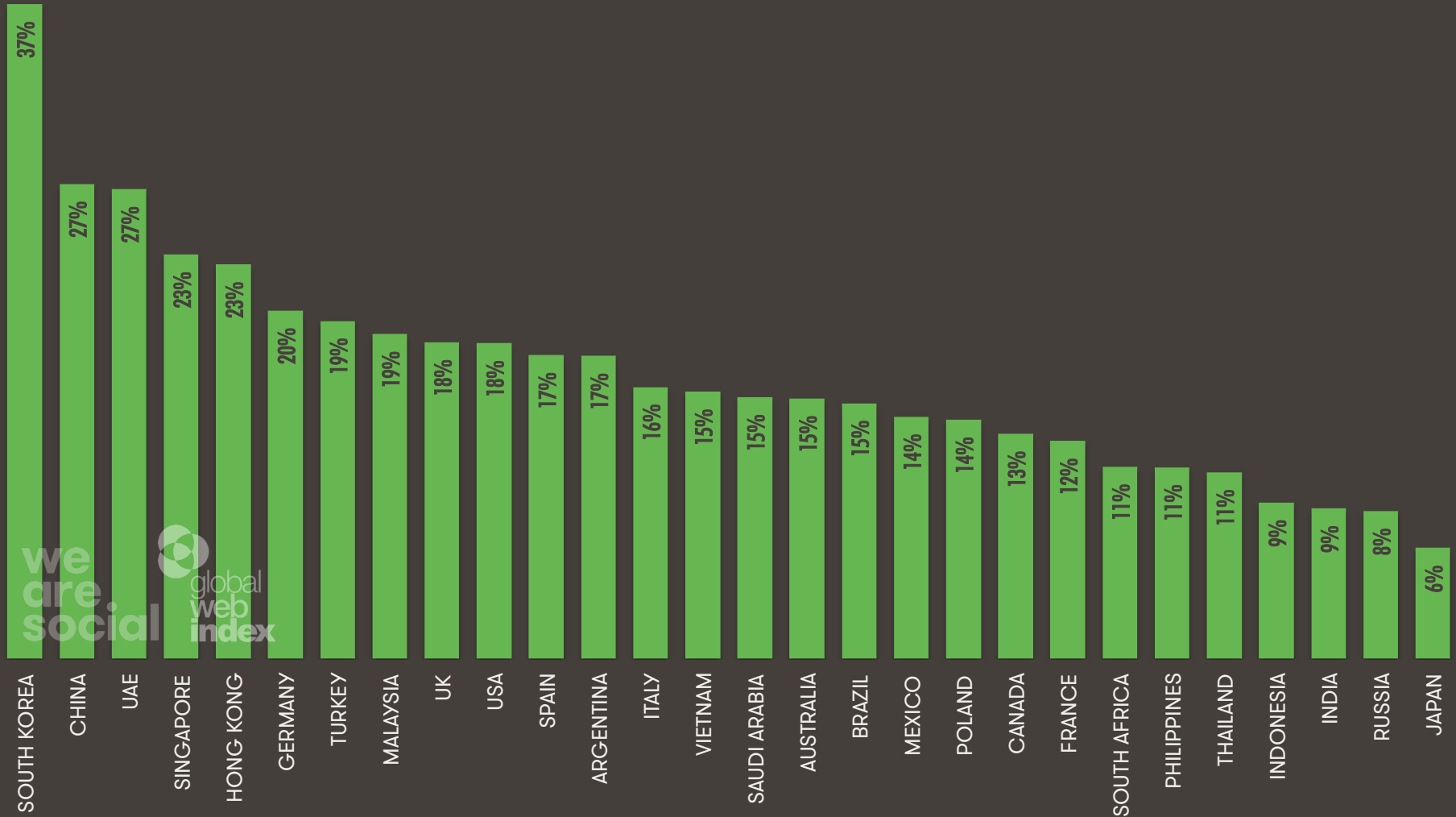
TOTAL MONTHLY GLOBAL MOBILE DATA TRAFFIC (UPLOAD & DOWNLOAD), IN PETABYTES (MILLIONS OF GIGABYTES)



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2015

MOBILE COMMERCE

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



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2015

MOBILE BROADBAND

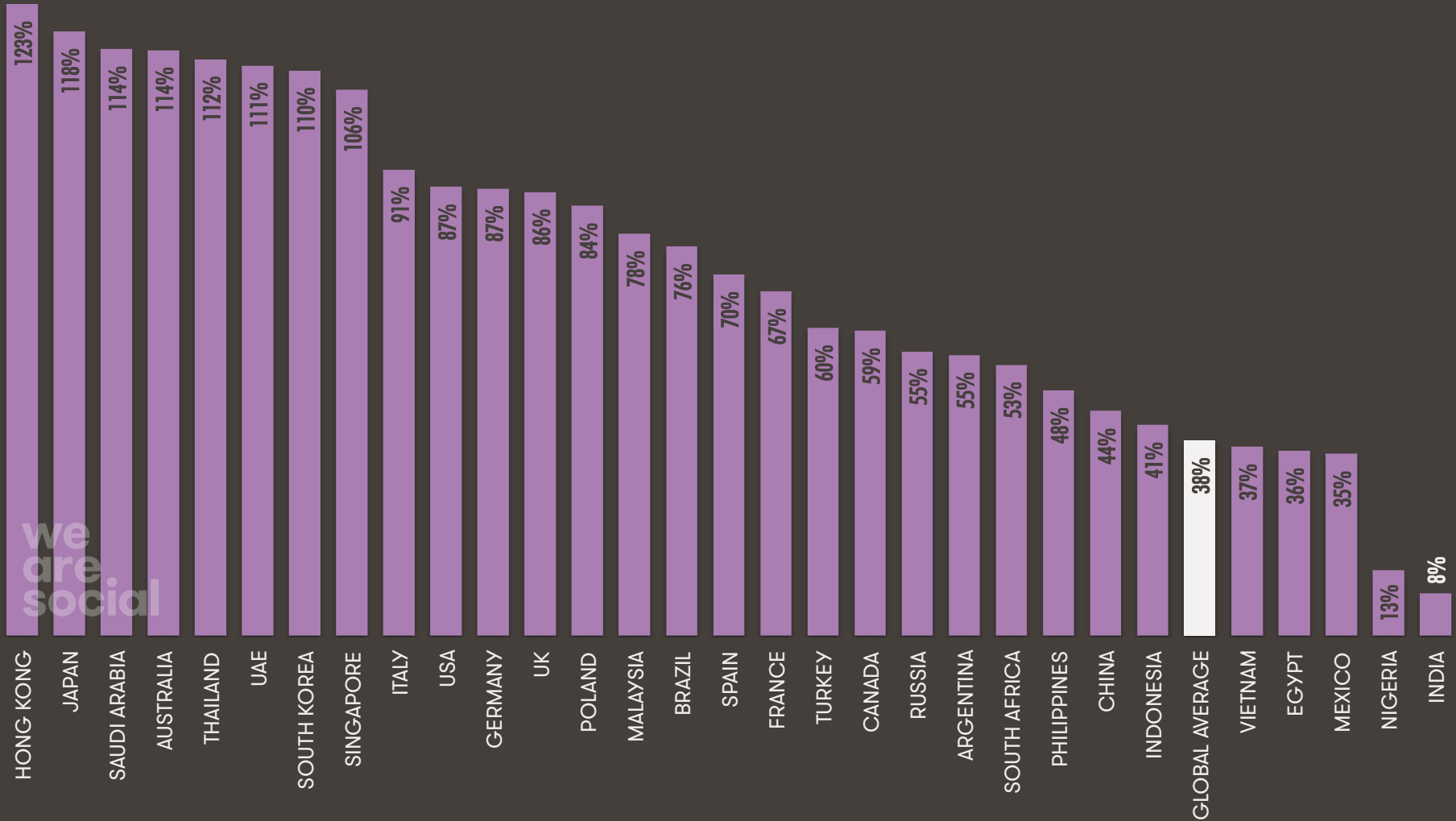
ACTIVE 3G & 4G MOBILE CONNECTIONS, COMPARED TO TOTAL ACTIVE MOBILE CONNECTIONS



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2015

MOBILE BROADBAND

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





COUNTRY SNAPSHOTS



ARGENTINA

**JAN
2015**

DIGITAL IN ARGENTINA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

**43.1
MILLION**

URBANISATION: 93%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**32.3
MILLION**

PENETRATION: 75%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

**26.0
MILLION**

PENETRATION: 60%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

**62.0
MILLION**

vs. POPULATION: 144%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

**20.0
MILLION**

PENETRATION: 46%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

**JAN
2015**

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+37%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+8%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+6%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



+9%

* SINCE JUN 2014

JAN
2015

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

4H 53M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

4H 11M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

4H 20M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



2H 47M

**JAN
2015**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

32.3M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

75%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

25.4M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



59%

**JAN
2015**

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

73%

YEAR-ON-YEAR:
-13%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

24%

YEAR-ON-YEAR:
+79%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

3%

YEAR-ON-YEAR:
+27%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



~0%

YEAR-ON-YEAR:
0%

JAN
2015

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



26.0M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

60%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

20M

ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



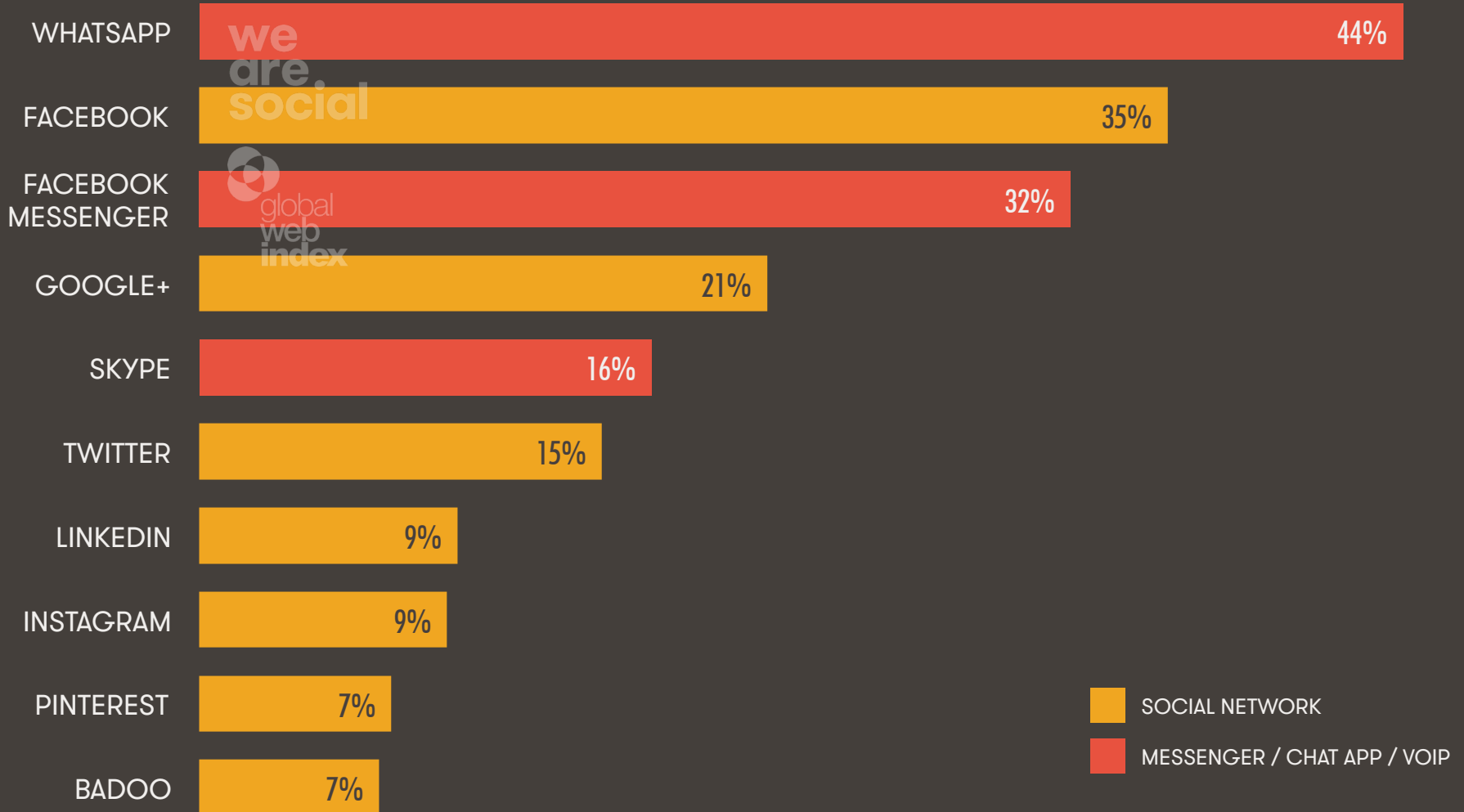
we
are
social

46%

JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

62.0M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

144%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

71%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are.
social

29%

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



38%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



we
are
social

40%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

34%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

25%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



global
web
index

23%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



19%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

47%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

37%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



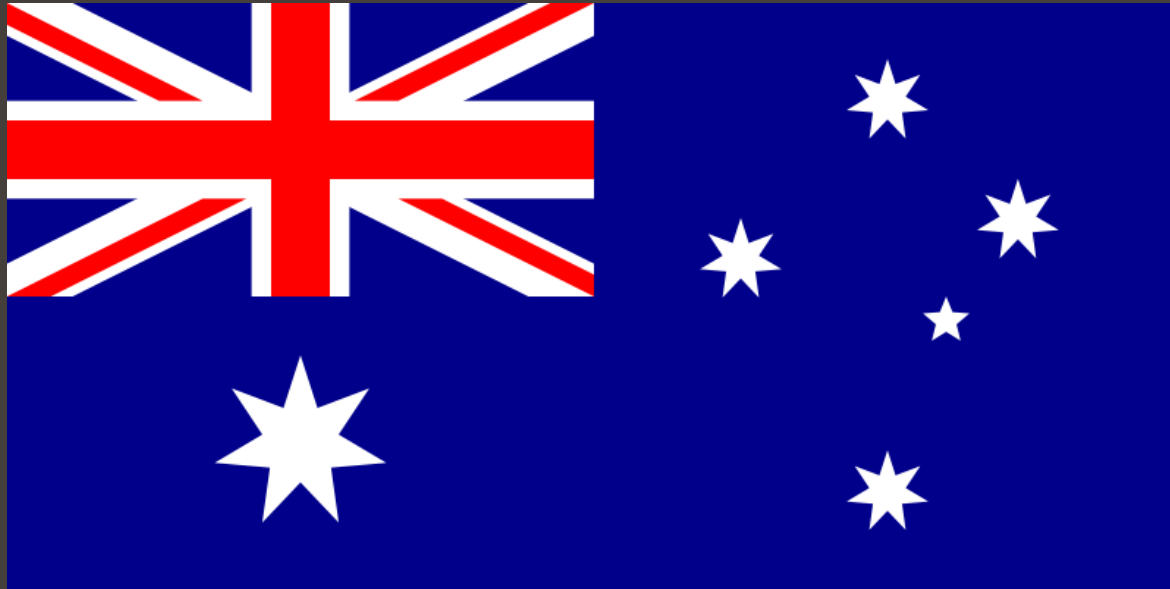
we
are
social

24%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE VIA A
MOBILE PHONE LAST MONTH



17%



AUSTRALIA

JAN
2015

DIGITAL IN AUSTRALIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

23.7
MILLION

URBANISATION: 89%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

21.2
MILLION

PENETRATION: 89%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

13.6
MILLION

PENETRATION: 57%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

30.0
MILLION

vs. POPULATION: 127%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

12.0
MILLION

PENETRATION: 51%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+17%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+6%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+23%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



+11%

SINCE JAN 2014

JAN
2015

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

4H 03M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

1H 32M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

2H 04M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



2H 47M

JAN
2015

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

21.2M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

89%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

12.9M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



54%

JAN
2015

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

61%

YEAR-ON-YEAR:
-14%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

26%

YEAR-ON-YEAR:
+51%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

13%

YEAR-ON-YEAR:
+11%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.1%

YEAR-ON-YEAR:
+43%

**JAN
2015**

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

13.6M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

57%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

12.0M

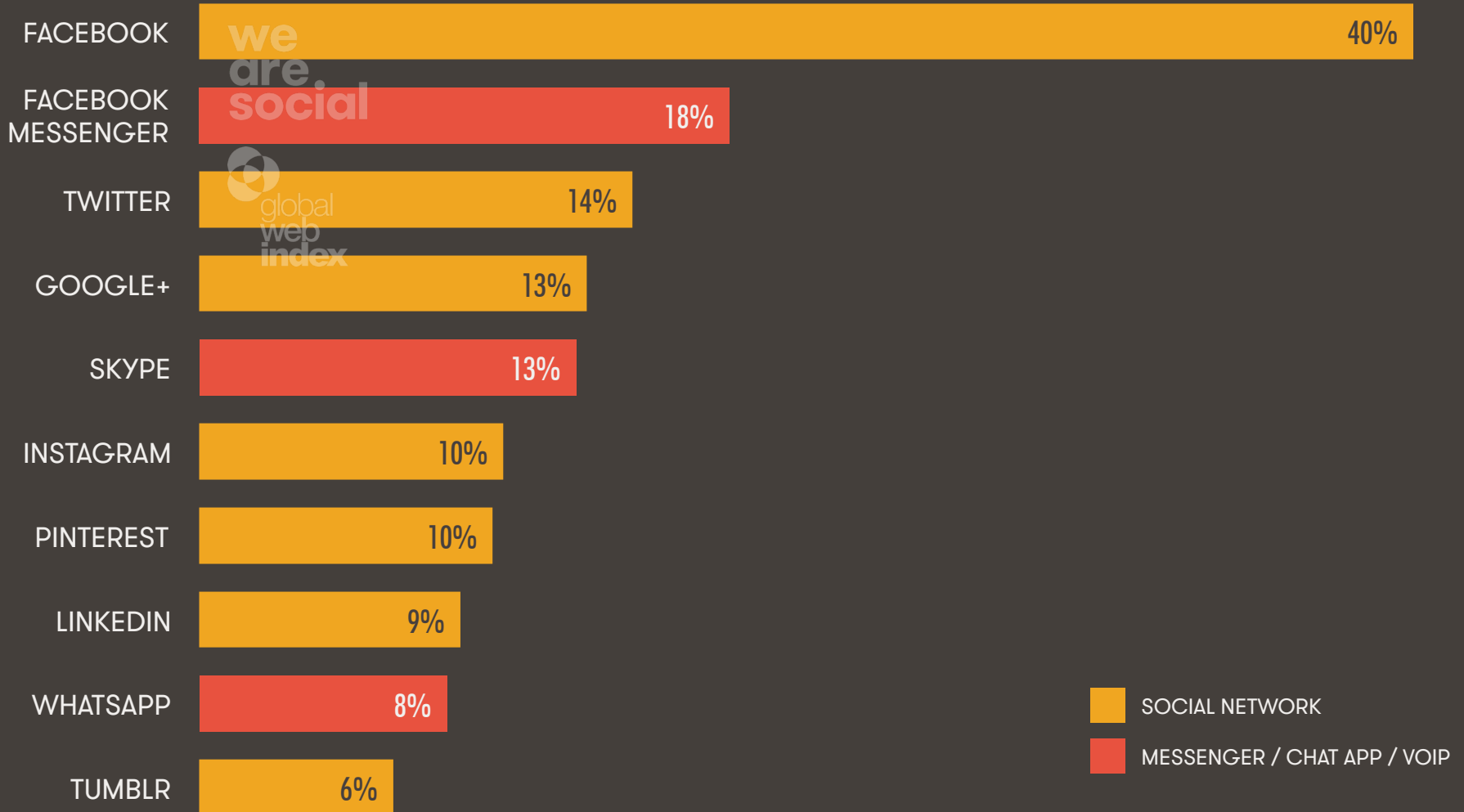
ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

30.0M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

127%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

35%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are.
social

65%

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



90%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



27%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



23%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



16%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



16%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



28%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

51%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

51%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



we
are
social

20%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A
MOBILE PHONE LAST MONTH



15%



BRAZIL

JAN
2015

DIGITAL IN BRAZIL

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

204M
MILLION

URBANISATION: 91%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

110M
MILLION

PENETRATION: 54%

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

96M
MILLION

PENETRATION: 47%

FIGURE REPRESENTS ACTIVE USER ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

276M
MILLION

vs. POPULATION: 135%

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

78M
MILLION

PENETRATION: 38%

FIGURE REPRESENTS ACTIVE USER ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+10%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+12%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+3%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



+15%

* SINCE JUN 2014

JAN
2015

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

5H 26M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

3H 47M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

3H 47M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



2H 49M

**JAN
2015**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

110M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

54%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

79M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



39%

JAN
2015

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

77%

YEAR-ON-YEAR:
-12%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

20%

YEAR-ON-YEAR:
+109%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

3%

YEAR-ON-YEAR:
+1%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.1%

YEAR-ON-YEAR:
+20%

JAN
2015

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



96M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



47%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



78M

ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION

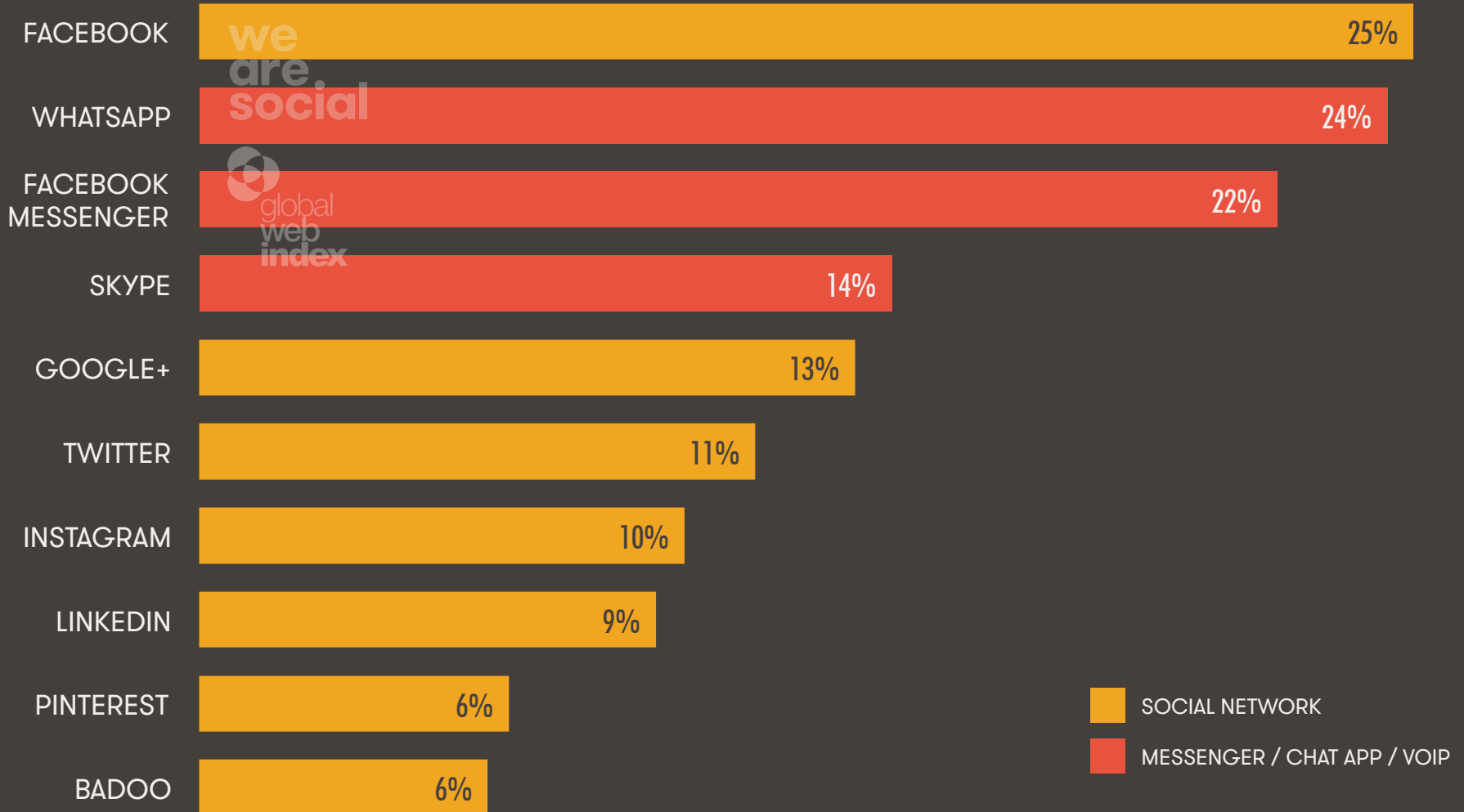


38%

JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



276M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



135%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



78%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



22%

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



56%

we
are.
social

we
are.
social

we
are.
social

we
are.
social

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



23%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



23%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



17%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



18%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



18%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

37%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

36%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



we
are
social

22%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A
MOBILE PHONE LAST MONTH



15%



CANADA

JAN
2015

DIGITAL IN CANADA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

35.7M
MILLION

URBANISATION: 81%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

33.0M
MILLION

PENETRATION: 93%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

20.0M
MILLION

PENETRATION: 56%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

29.0M
MILLION

vs. POPULATION: 81%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

16.2M
MILLION

PENETRATION: 45%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+11%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+5%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+10%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



+5%

* SINCE JUN 2014

JAN
2015

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

4H 37M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

1H 52M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

2H 04M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



2H 38M

**JAN
2015**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

33.0M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

93%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

19.4M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



54%

**JAN
2015**

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

70%

YEAR-ON-YEAR:
-10%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

17%

YEAR-ON-YEAR:
+41%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

12%

YEAR-ON-YEAR:
+33%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.3%

YEAR-ON-YEAR:
+18%

**JAN
2015**

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

20.0M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

56%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

16.2M

ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION

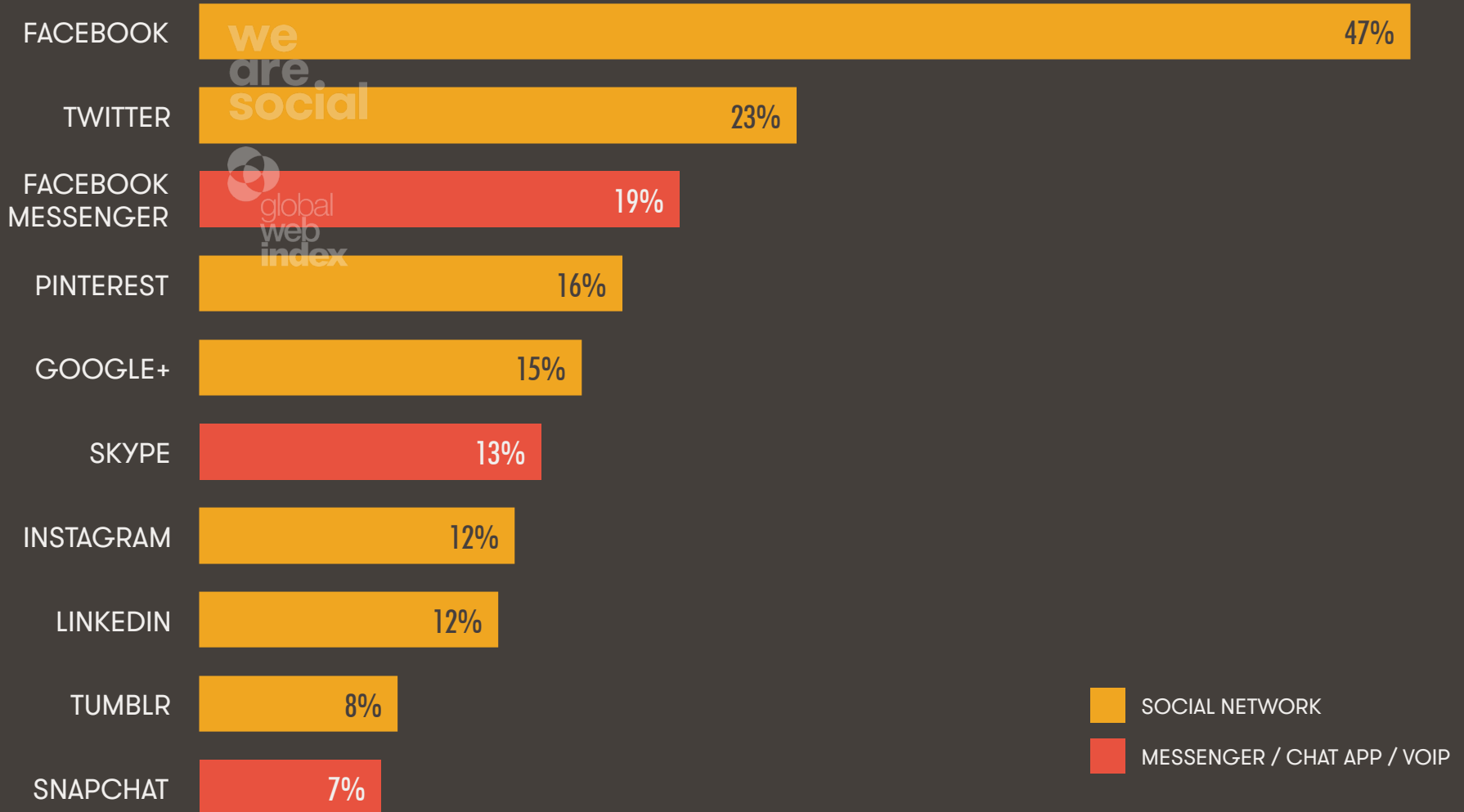


45%

JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

29.0M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

81%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

15%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are.
social

85%

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



73%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



24%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



27%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



21%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



17%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



24%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

54%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

49%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



we
are
social

20%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE VIA A
MOBILE PHONE LAST MONTH



13%



CHINA

JAN
2015

DIGITAL IN CHINA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

1,367
MILLION

URBANISATION: 54%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

642
MILLION

PENETRATION: 47%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

629
MILLION

PENETRATION: 46%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

1,300
MILLION

vs. POPULATION: 95%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

506
MILLION

PENETRATION: 37%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+9%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+1%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+8%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



+26%

SINCE JAN 2014

JAN
2015

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

3H 52M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

2H 35M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

1H 42M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



1H 27M

JAN
2015

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

642M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

47%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

565M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



41%

JAN
2015

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



76%

YEAR-ON-YEAR:
-13%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



21%

YEAR-ON-YEAR:
+121%

SHARE OF WEB
PAGE VIEWS:
TABLETS



3%

YEAR-ON-YEAR:
+12%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0%

YEAR-ON-YEAR:
-

JAN
2015

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

629M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

46%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

506M

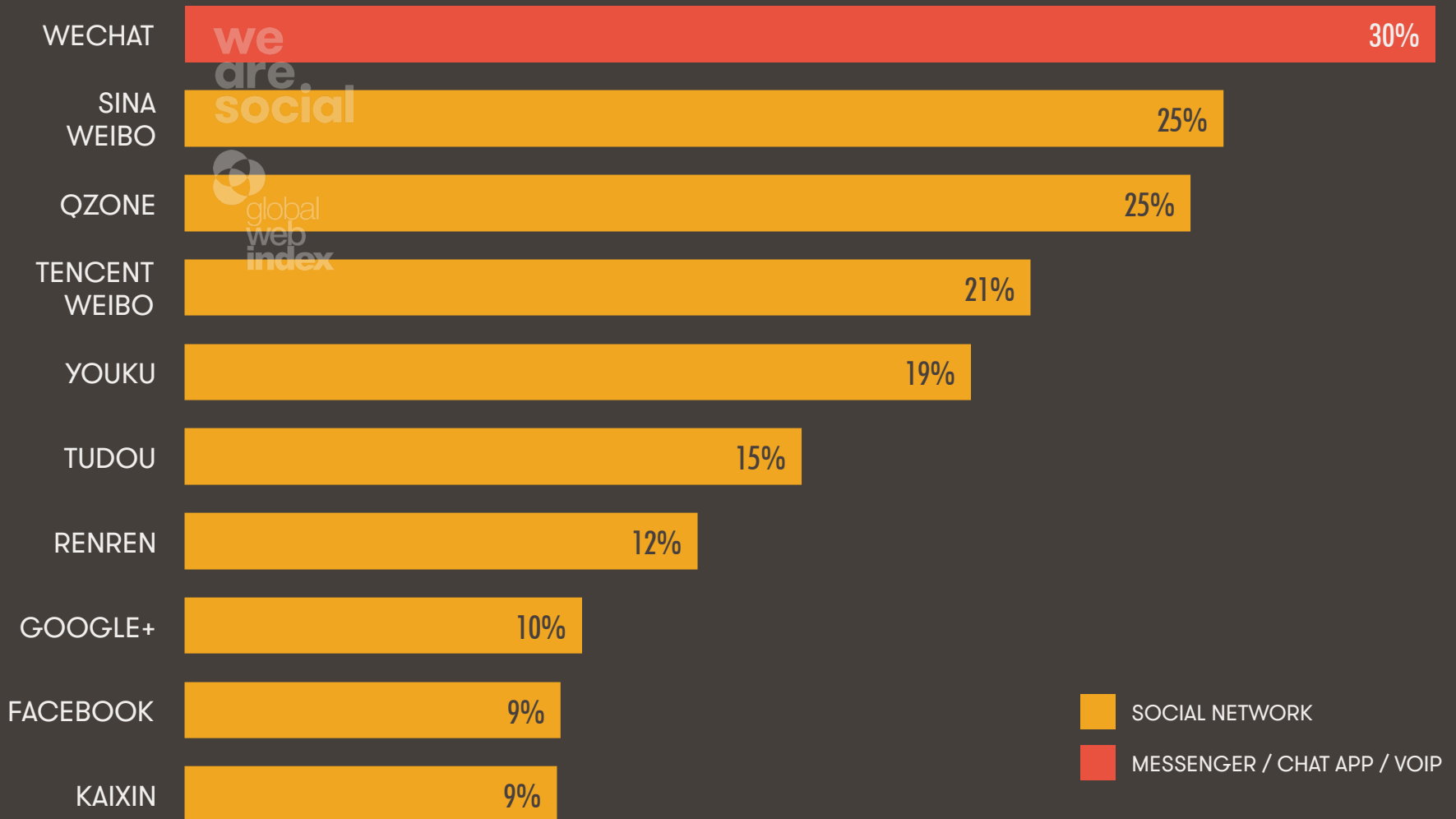
ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



1.3B

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



95%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



79%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



21%

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



46%

we
are.
social

we
are.
social

we
are.
social

we
are.
social

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



we
are
social

21%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

22%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

25%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



global
web
index

19%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



26%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

30%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

37%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



we
are
social

25%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A
MOBILE PHONE LAST MONTH



27%



EGYPT

JAN
2015

DIGITAL IN EGYPT

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

87.8
MILLION

URBANISATION: 44%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

46.2
MILLION

PENETRATION: 53%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

22.0
MILLION

PENETRATION: 25%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

98.8
MILLION

vs. POPULATION: 113%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

16.6
MILLION

PENETRATION: 19%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+25%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+33%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+2%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



+32%

* SINCE JUL 2014

JAN
2015

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



74%

YEAR-ON-YEAR:
-13%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



23%

YEAR-ON-YEAR:
+78%

SHARE OF WEB
PAGE VIEWS:
TABLETS



3%

YEAR-ON-YEAR:
+25%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0%

YEAR-ON-YEAR:
-

JAN
2015

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

22.0M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

25%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

16.6M

ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

98.8M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

113%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

96%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



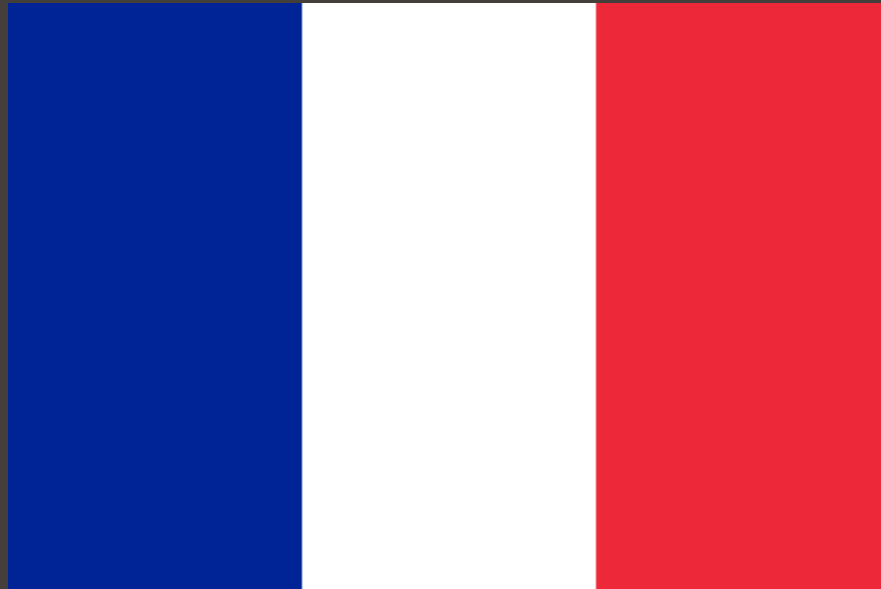
we
are.
social

4%

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



32%



FRANCE

**JAN
2015**

DIGITAL IN FRANCE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

**66.1
MILLION**

URBANISATION: 86%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**55.4
MILLION**

PENETRATION: 84%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

**30.0
MILLION**

PENETRATION: 45%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

**64.2
MILLION**

vs. POPULATION: 97%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

**24.0
MILLION**

PENETRATION: 36%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+2%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+7%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

-11%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

+20%

* SINCE FEB 2014

JAN
2015

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

3H 53M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

1H 17M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

2H 00M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



3H 10M

JAN
2015

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

55.4M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

84%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

29.4M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



45%

**JAN
2015**

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

77%

YEAR-ON-YEAR:
-8%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

15%

YEAR-ON-YEAR:
+66%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

8%

YEAR-ON-YEAR:
+17%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.3%

YEAR-ON-YEAR:
+45%

**JAN
2015**

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

30.0M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

45%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

24.0M

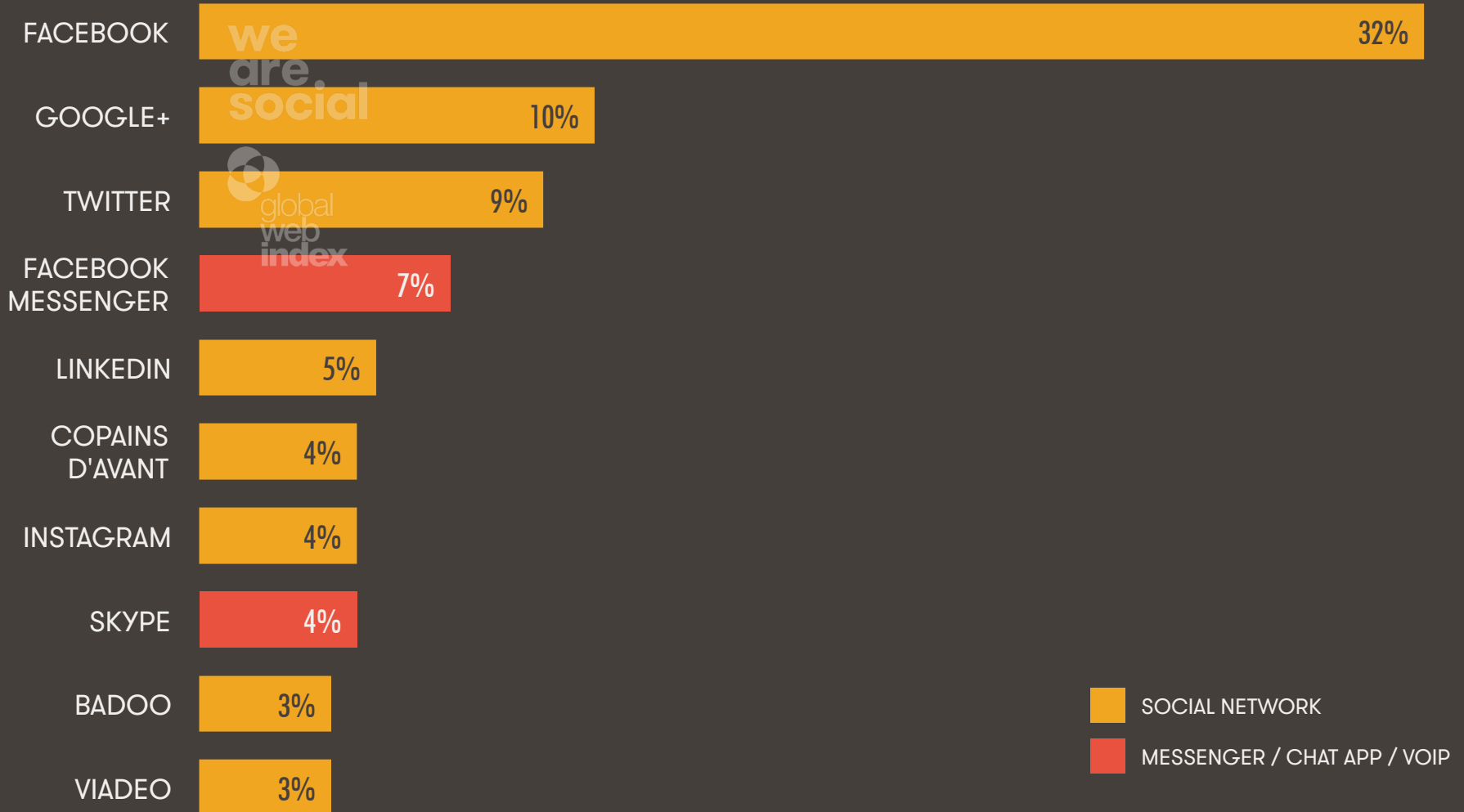
ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

64.2M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

97%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

21%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are.
social

79%

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



69%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



20%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



16%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



15%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



15%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



18%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

44%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

49%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



we
are
social

14%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A
MOBILE PHONE LAST MONTH



12%



GERMANY

JAN
2015

DIGITAL IN GERMANY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

80.8
MILLION

URBANISATION: 74%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

71.7
MILLION

PENETRATION: 89%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

28.0
MILLION

PENETRATION: 35%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

111.6
MILLION

vs. POPULATION: 138%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

24.0
MILLION

PENETRATION: 30%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+5%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

0%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+4%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



+9%

* SINCE FEB 2014

**JAN
2015**

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

3H 41M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

1H 52M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

2H 03M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



2H 56M

JAN
2015

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

71.7M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

89%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

39.2M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



48%

**JAN
2015**

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

75%

YEAR-ON-YEAR:
-10%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

18%

YEAR-ON-YEAR:
+60%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

7%

YEAR-ON-YEAR:
+30%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.4%

YEAR-ON-YEAR:
+36%

JAN
2015

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

28.0M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

35%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

24.0M

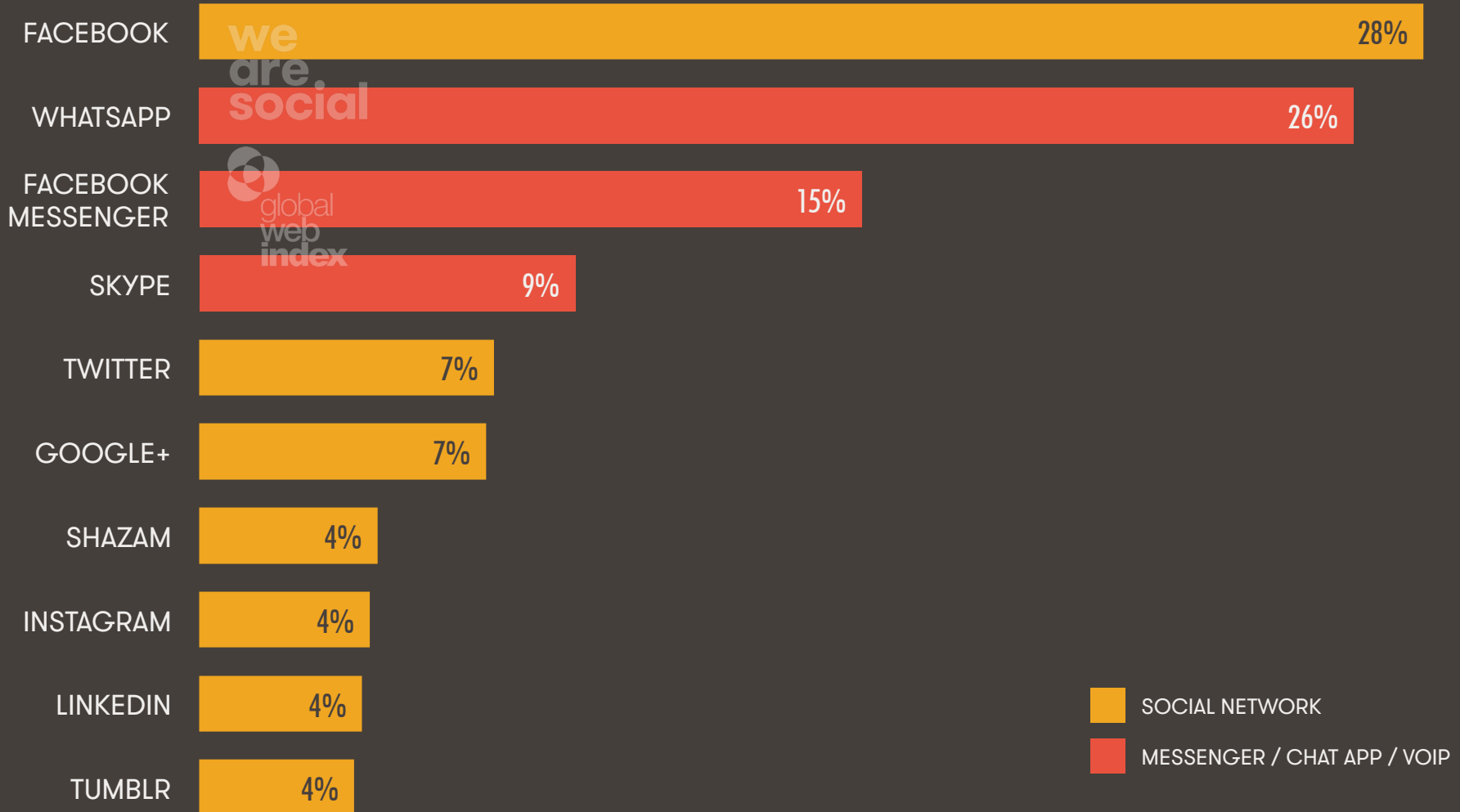
ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

111.6M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

138%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

47%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are.
social

53%

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



63%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



22%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



21%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



18%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



9%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



20%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

47%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

63%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



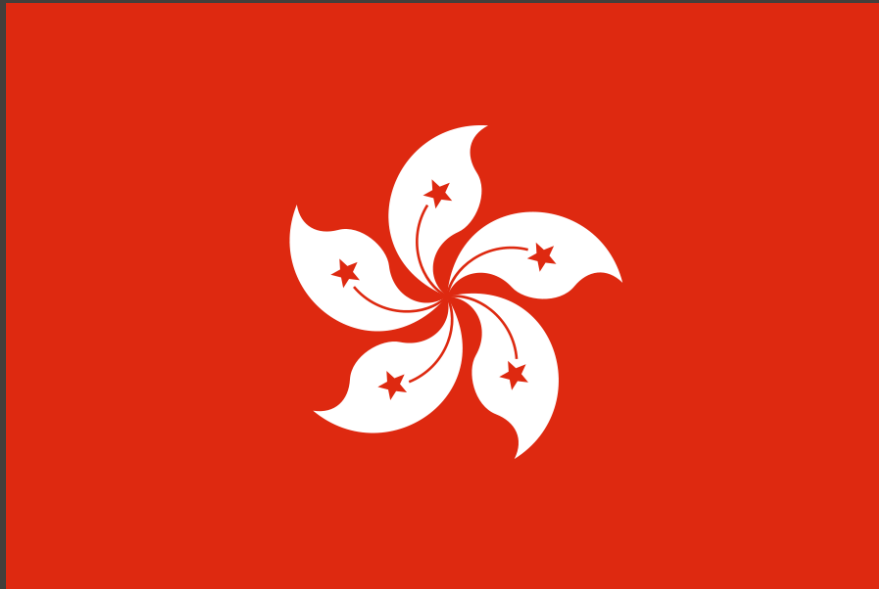
we
are
social

18%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE VIA A
MOBILE PHONE LAST MONTH



20%



HONG KONG

JAN
2015

DIGITAL IN HONG KONG

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

7.23
MILLION

URBANISATION: 100%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

5.75
MILLION

PENETRATION: 79%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

4.60
MILLION

PENETRATION: 64%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

12.70
MILLION

vs. POPULATION: 176%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

4.20
MILLION

PENETRATION: 58%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+10%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+5%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

-23%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

+11%

SINCE JAN 2014

JAN
2015

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

3H 25M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

2H 18M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

1H 50M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



1H 49M

**JAN
2015**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

5.75M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

79%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

4.65M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



64%

JAN
2015

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

67%

YEAR-ON-YEAR:
-10%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

26%

YEAR-ON-YEAR:
+45%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

7%

YEAR-ON-YEAR:
-13%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0%

YEAR-ON-YEAR:
-

JAN
2015

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

4.60M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

64%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

4.20M

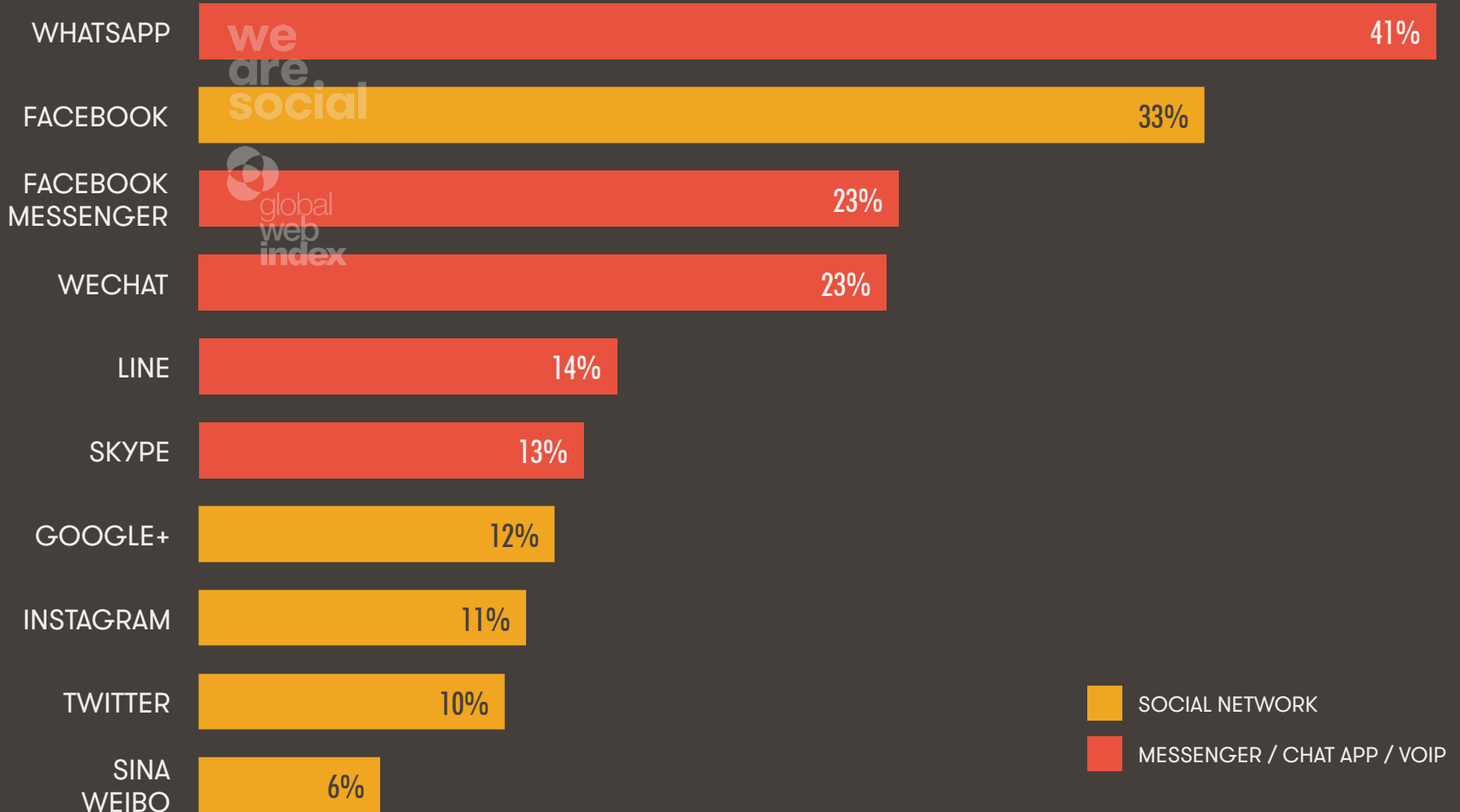
ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

12.7M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

176%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

42%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are.
social

58%

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



70%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



we
are
social

35%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

36%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

32%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



global
web
index

26%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



29%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

38%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

39%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



we
are
social

26%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE VIA A
MOBILE PHONE LAST MONTH



23%



INDIA

JAN
2015

DIGITAL IN INDIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

1,265
MILLION

URBANISATION: 31%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

243
MILLION

PENETRATION: 19%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

118
MILLION

PENETRATION: 9%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

946
MILLION

vs. POPULATION: 75%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

100
MILLION

PENETRATION: 8%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+14%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+31%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+6%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



+39%

SINCE JAN 2014

**JAN
2015**

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

5H 04M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

3H 24M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

2H 31M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



1H 58M

**JAN
2015**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

243M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

19%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

200M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



16%

JAN
2015

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

27%

YEAR-ON-YEAR:
-19%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

72%

YEAR-ON-YEAR:
+9%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

1%

YEAR-ON-YEAR:
+19%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0%

YEAR-ON-YEAR:
-

JAN
2015

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



118M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

9%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

100M

ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



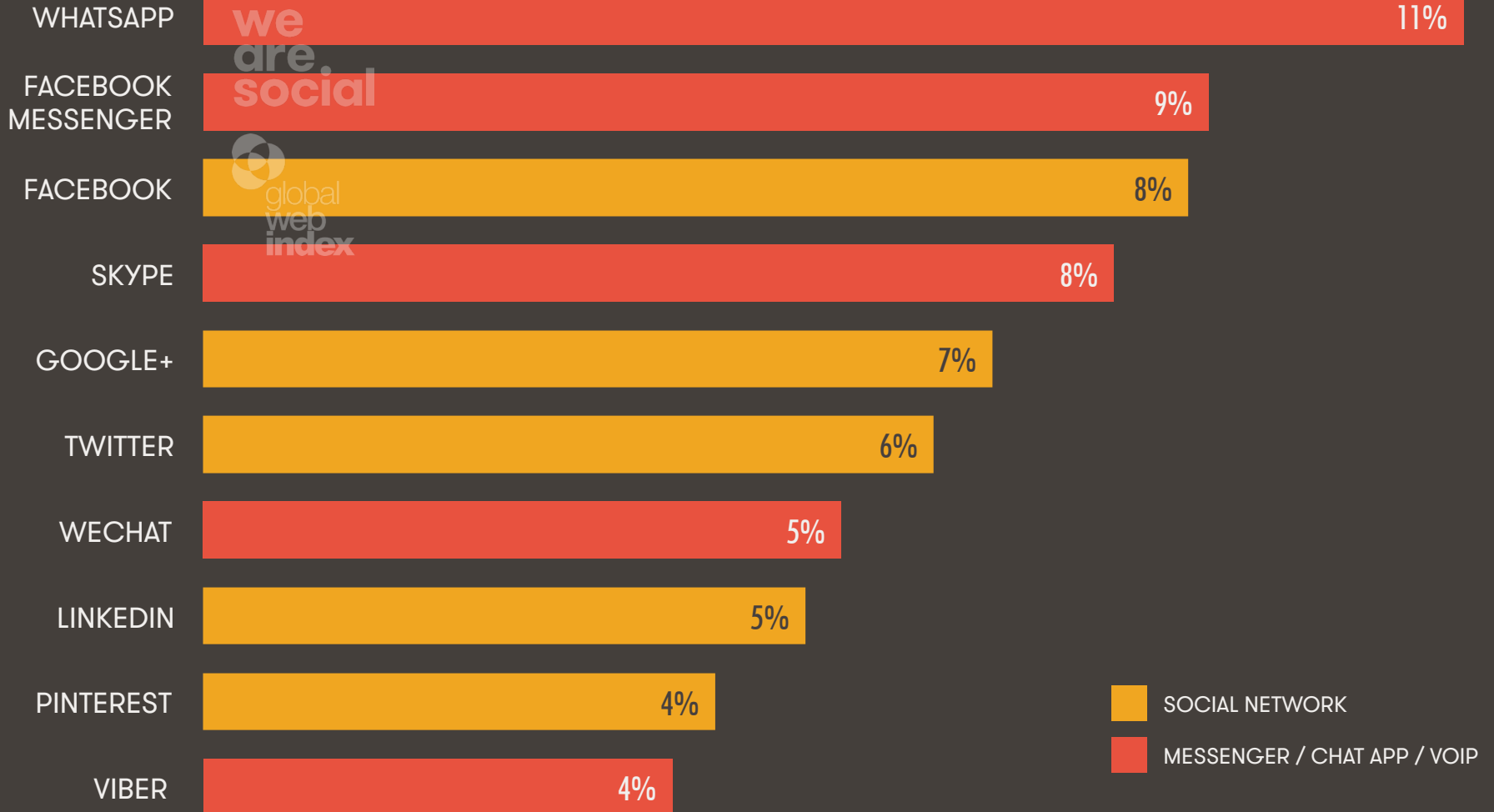
we
are
social

8%

JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



946M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



75%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



95%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



5%

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



11%

we
are.
social

we
are.
social

we
are.
social

we
are.
social

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



10%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



10%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



8%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



8%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



9%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

13%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

14%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



we
are
social

9%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE VIA A
MOBILE PHONE LAST MONTH



9%



INDONESIA

JAN
2015

DIGITAL IN INDONESIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

255.5
MILLION

URBANISATION: 51%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

72.7
MILLION

PENETRATION: 28%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

72.0
MILLION

PENETRATION: 28%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

308.2
MILLION

vs. POPULATION: 121%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

62.0
MILLION

PENETRATION: 24%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

**JAN
2015**

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

0%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+16%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+9%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



**JAN
2015**

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

5H 06M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

3H 10M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

2H 52M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



2H 29M

**JAN
2015**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

72.7M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

28%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

54.0M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



21%

JAN
2015

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



45%

YEAR-ON-YEAR:
-25%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



50%

YEAR-ON-YEAR:
+39%

SHARE OF WEB
PAGE VIEWS:
TABLETS



4%

YEAR-ON-YEAR:
+14%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0%

YEAR-ON-YEAR:
-

JAN
2015

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

72.0M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

28%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

62.0M

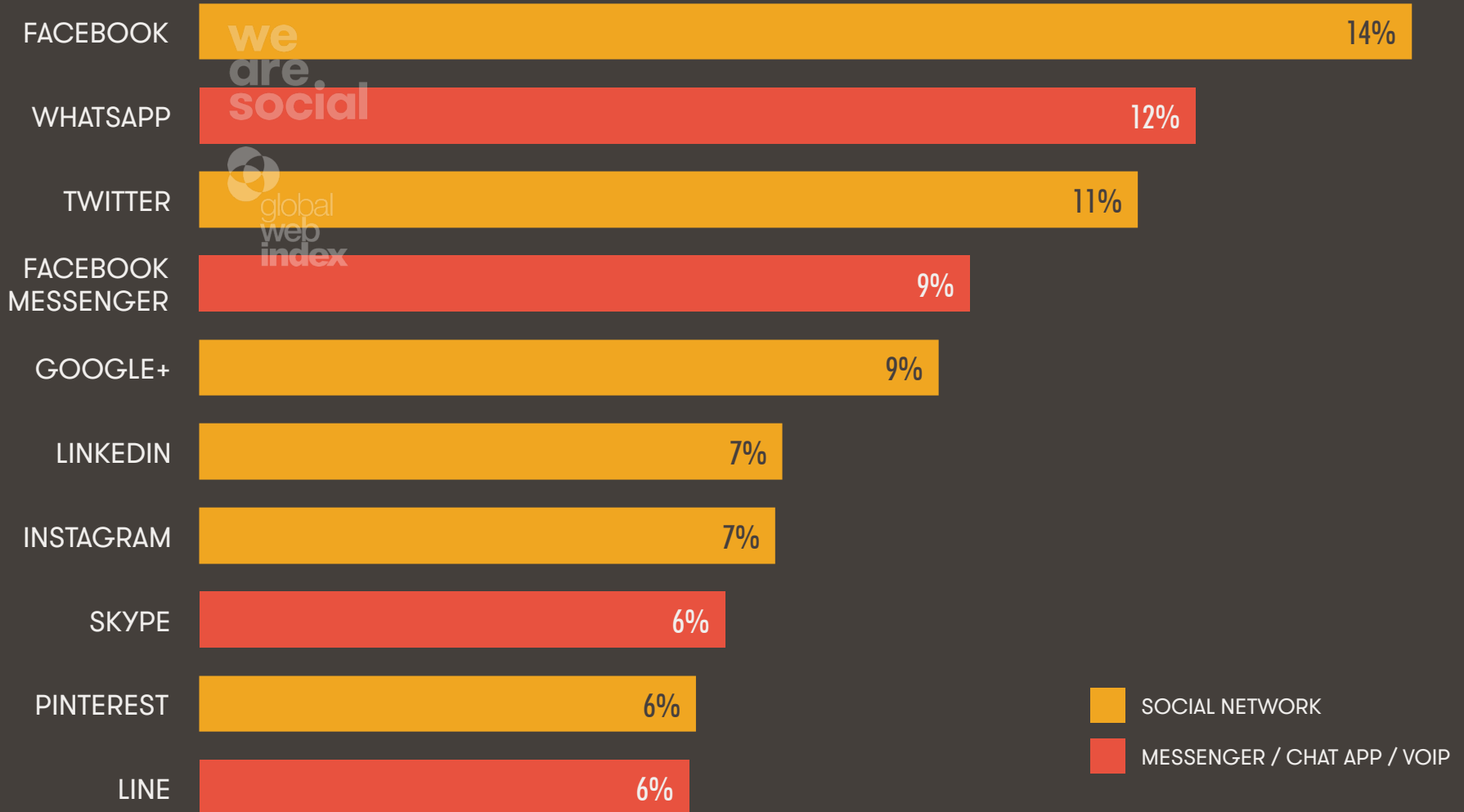
ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are.
social

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



308.2M

121%

99%

1%

34%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



14%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



11%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



10%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



9%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



11%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

18%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

16%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



we
are
social

11%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE VIA A
MOBILE PHONE LAST MONTH



9%



ITALY

JAN
2015

DIGITAL IN ITALY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

60.8
MILLION

URBANISATION: 68%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

36.6
MILLION

PENETRATION: 60%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

28.0
MILLION

PENETRATION: 46%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

82.3
MILLION

vs. POPULATION: 135%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

22.0
MILLION

PENETRATION: 36%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+3%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+8%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

-15%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

+11%

* SINCE FEB 2014

**JAN
2015**

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

4H 28M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

2H 12M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

2H 30M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



2H 39M

**JAN
2015**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

36.6M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

60%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

25.8M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



43%

**JAN
2015**

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

74%

YEAR-ON-YEAR:
-7%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

17%

YEAR-ON-YEAR:
+16%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

8%

YEAR-ON-YEAR:
+42%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.4%

YEAR-ON-YEAR:
+529%

JAN
2015

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

28.0M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

46%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

22.0M

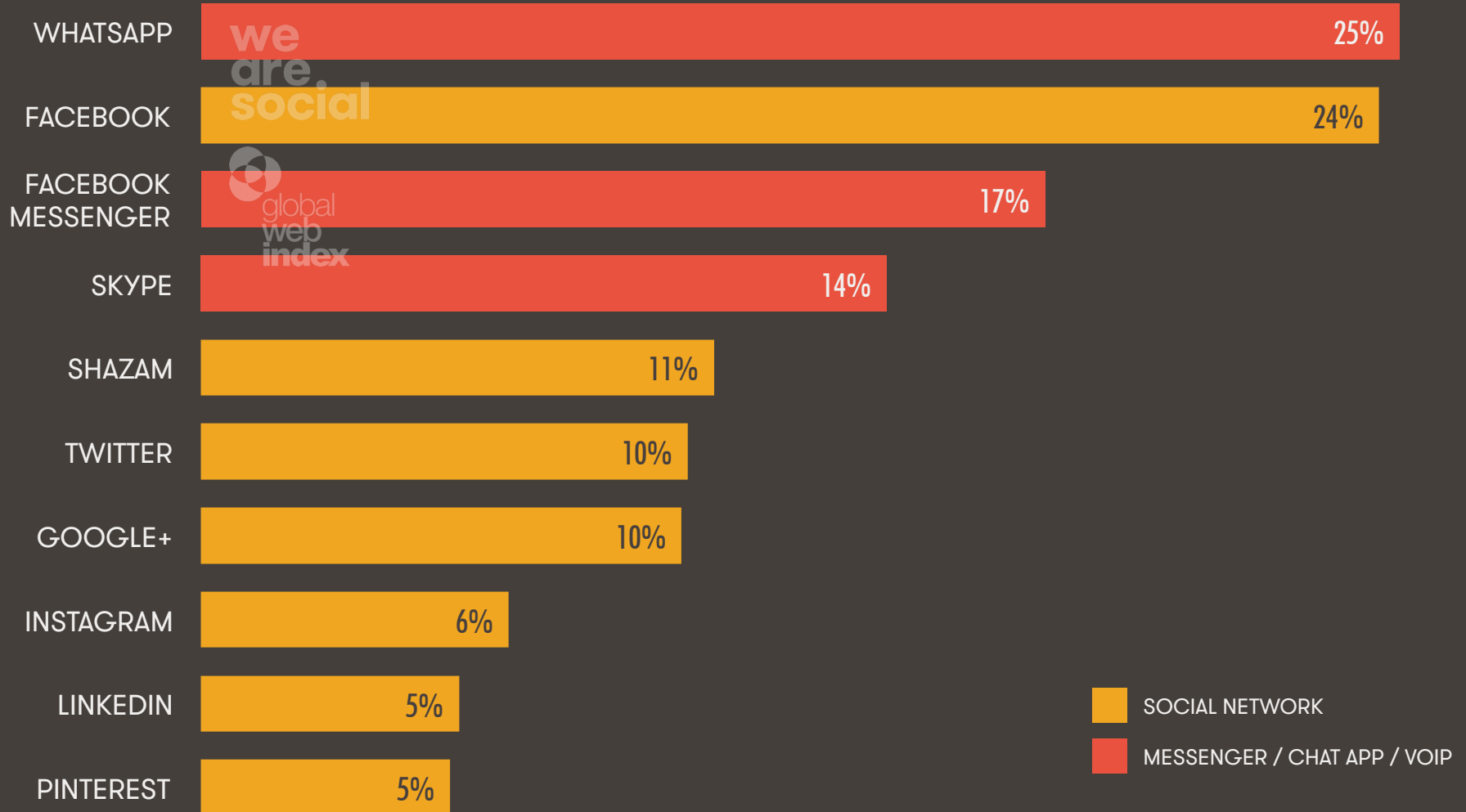
ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

82.3M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

135%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

84%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are.
social

16%

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



67%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



23%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



26%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



16%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



16%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



16%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

39%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

39%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



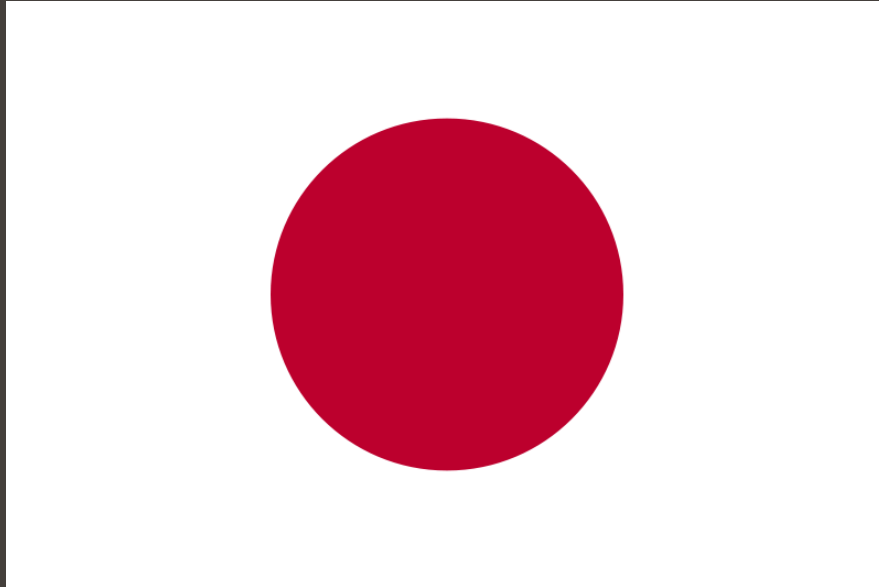
we
are
social

20%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A
MOBILE PHONE LAST MONTH



16%



JAPAN

JAN
2015

DIGITAL IN JAPAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

127.1
MILLION

URBANISATION: 91%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

109.6
MILLION

PENETRATION: 86%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

24.0
MILLION

PENETRATION: 19%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

155.6
MILLION

vs. POPULATION: 122%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

22.0
MILLION

PENETRATION: 17%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+9%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+9%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+12%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



+15%

SINCE JAN 2014

JAN
2015

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

3H 07M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

0H 59M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

0H 40M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



2H 17M

**JAN
2015**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

109.6M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

86%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

43.6M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



34%

**JAN
2015**

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

65%

YEAR-ON-YEAR:
-12%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

30%

YEAR-ON-YEAR:
+36%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

5%

YEAR-ON-YEAR:
+22%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.2%

YEAR-ON-YEAR:
-18%

JAN
2015

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

24.0M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

19%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

22.0M

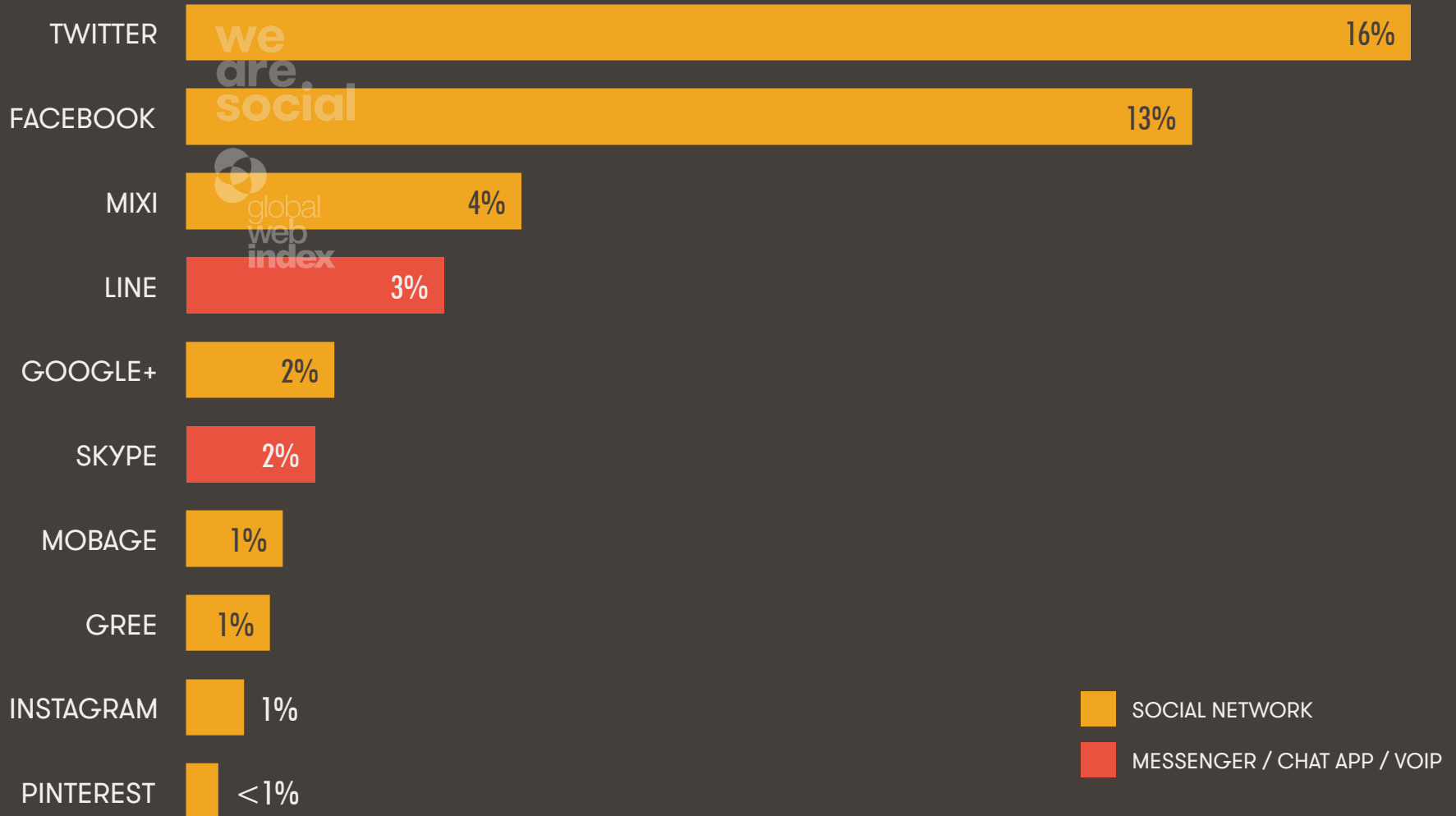
ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

155.6M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

122%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

1%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are.
social

99%

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



96%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



7%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



5%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



7%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



10%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



8%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

43%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

40%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



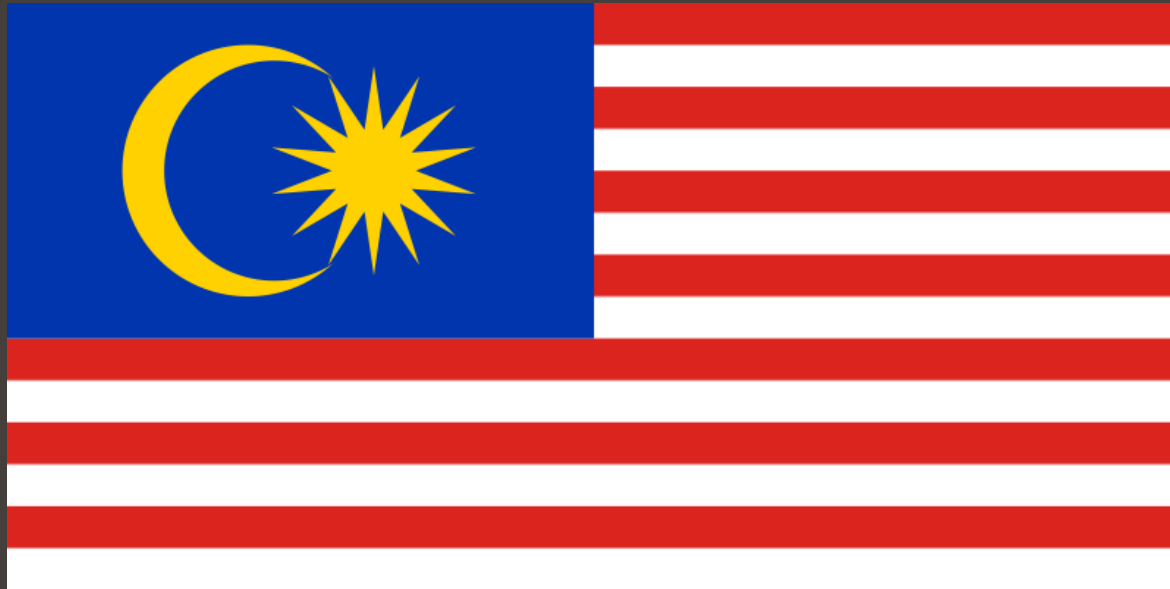
we
are
social

11%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE VIA A
MOBILE PHONE LAST MONTH



6%



MALAYSIA

JAN
2015

DIGITAL IN MALAYSIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

30.5
MILLION

URBANISATION: 73%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

20.1
MILLION

PENETRATION: 66%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

16.8
MILLION

PENETRATION: 55%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

41.8
MILLION

vs. POPULATION: 137%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

15.0
MILLION

PENETRATION: 49%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+5%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+8%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+1%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



+15%

SINCE JAN 2014

JAN
2015

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

5H 04M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

3H 39M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

3H 27M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)

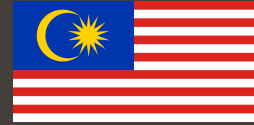


2H 24M

**JAN
2015**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

20.1M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

66%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

16.5M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



54%

JAN
2015

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

57%

YEAR-ON-YEAR:
-17%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

35%

YEAR-ON-YEAR:
+45%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

8%

YEAR-ON-YEAR:
+5%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



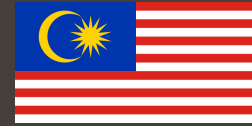
0%

YEAR-ON-YEAR:
-

JAN
2015

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

16.8M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

55%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

15.0M

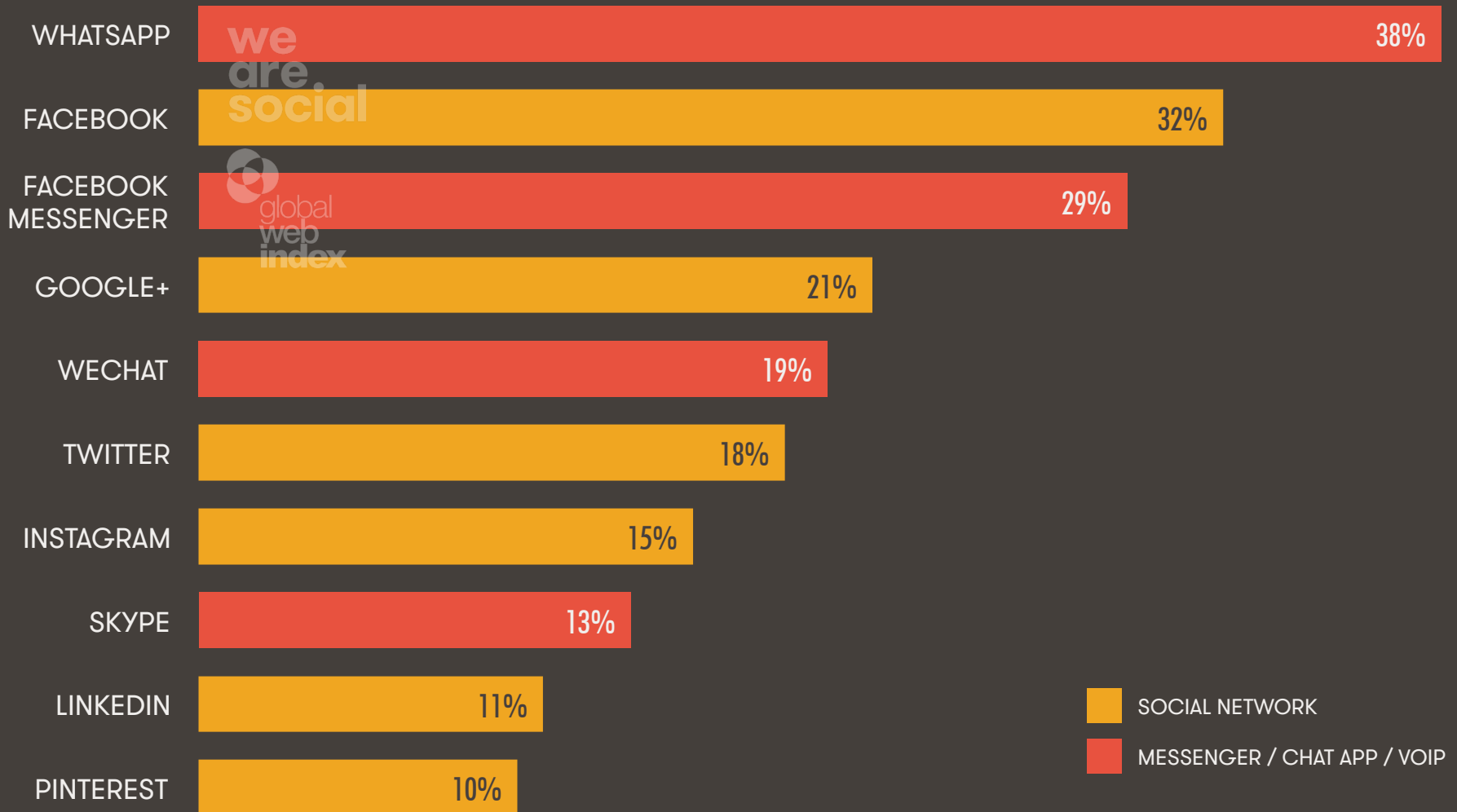
ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

41.8M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

137%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

77%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are.
social

23%

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



57%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



33%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



28%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



24%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



22%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



27%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

40%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

37%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



we
are
social

24%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE VIA A
MOBILE PHONE LAST MONTH



19%



MEXICO

JAN
2015

DIGITAL IN MEXICO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

121.0
MILLION

URBANISATION: 78%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

59.2
MILLION

PENETRATION: 49%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

56.0
MILLION

PENETRATION: 46%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

102.0
MILLION

vs. POPULATION: 84%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

48.0
MILLION

PENETRATION: 40%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+34%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+12%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+1%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



+4%

* SINCE JUN 2014

JAN
2015

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

5H 02M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

3H 58M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

3H 52M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



2H 22M

JAN
2015

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

59.2M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

49%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

48.7M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



40%

**JAN
2015**

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



61%

YEAR-ON-YEAR:
-23%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



32%

YEAR-ON-YEAR:
+103%

SHARE OF WEB
PAGE VIEWS:
TABLETS



7%

YEAR-ON-YEAR:
+26%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.2%

YEAR-ON-YEAR:
+42%

JAN
2015

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

56.0M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

46%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

48.0M

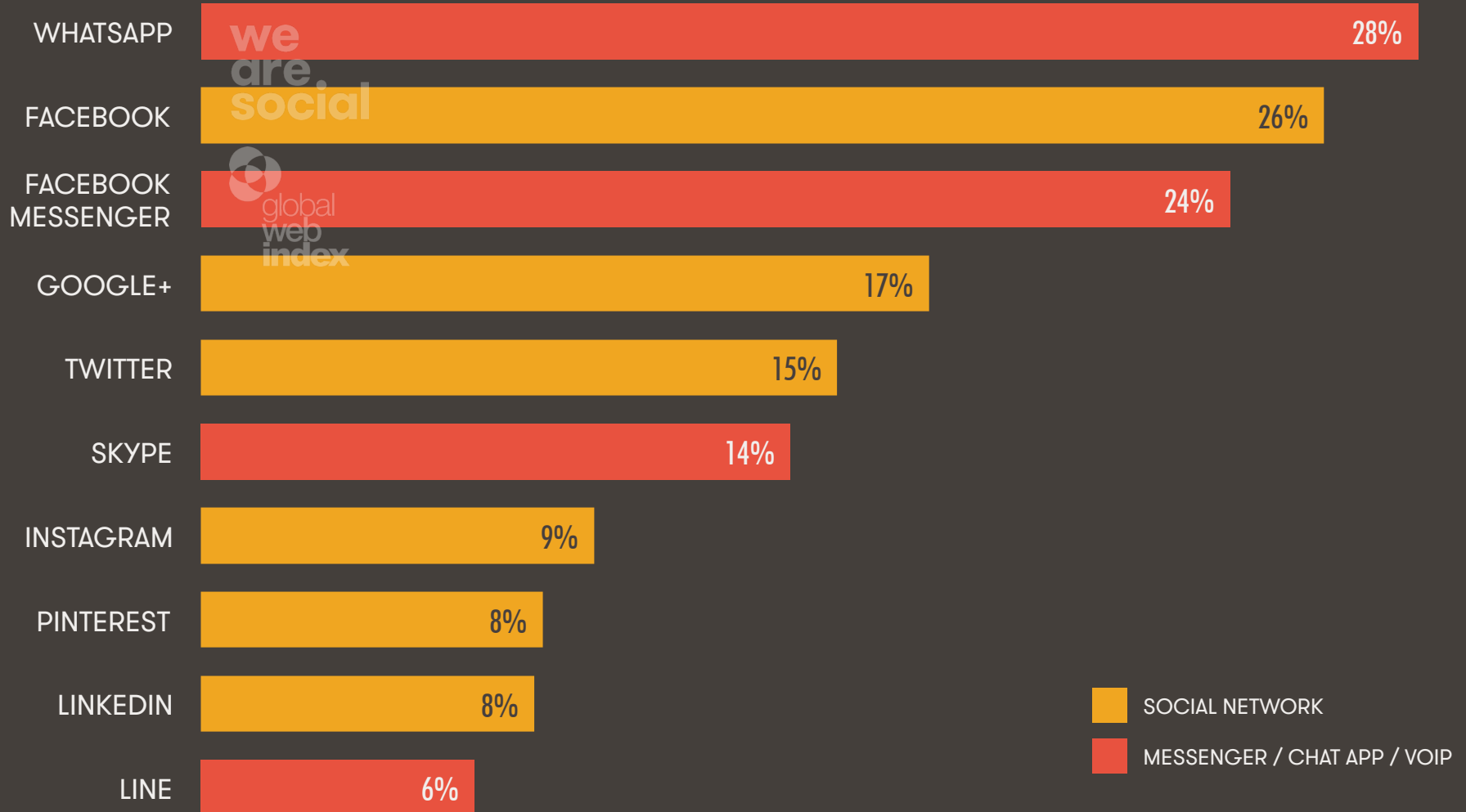
ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

102.0M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

84%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

85%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are.
social

15%

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



42%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



28%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



25%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



19%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



17%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



16%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

27%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

24%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



we
are
social

18%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE VIA A
MOBILE PHONE LAST MONTH



14%



NIGERIA

**JAN
2015**

DIGITAL IN NIGERIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

**183.5
MILLION**

URBANISATION: 50%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**70.3
MILLION**

PENETRATION: 38%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

**13.6
MILLION**

PENETRATION: 7%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

**138.0
MILLION**

vs. POPULATION: 75%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

**12.4
MILLION**

PENETRATION: 7%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+26%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+21%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+21%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



[N/A]

JAN
2015

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

20%

YEAR-ON-YEAR:
-5%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

76%

YEAR-ON-YEAR:
-

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

5%

YEAR-ON-YEAR:
+28%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



we
are
social

0%

YEAR-ON-YEAR:
-

**JAN
2015**

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

13.6M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

7%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

12.4M

ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



7%

JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

138.0M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

75%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

97%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



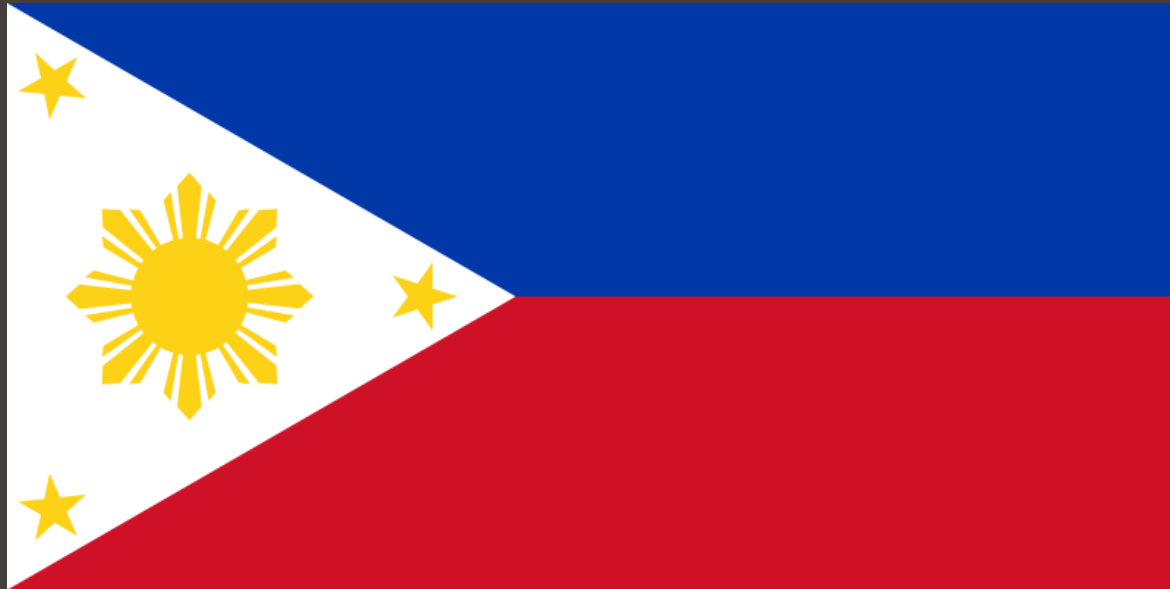
we
are.
social

3%

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



17%



THE PHILIPPINES

JAN
2015

DIGITAL IN THE PHILIPPINES

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

100.8
MILLION

URBANISATION: 49%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

44.2
MILLION

PENETRATION: 44%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

40.0
MILLION

PENETRATION: 40%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

114.6
MILLION

vs. POPULATION: 114%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

32.0
MILLION

PENETRATION: 32%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+18%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+18%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+7%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



+33%

SINCE JAN 2014

JAN
2015

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

6H 17M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

3H 19M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

4H 15M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



2H 47M

**JAN
2015**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

44.2M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

44%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

32.0M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



32%

**JAN
2015**

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

71%

YEAR-ON-YEAR:
-13%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

21%

YEAR-ON-YEAR:
+70%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

9%

YEAR-ON-YEAR:
+38%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0%

YEAR-ON-YEAR:
-

**JAN
2015**

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

40.0M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

40%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

32.0M

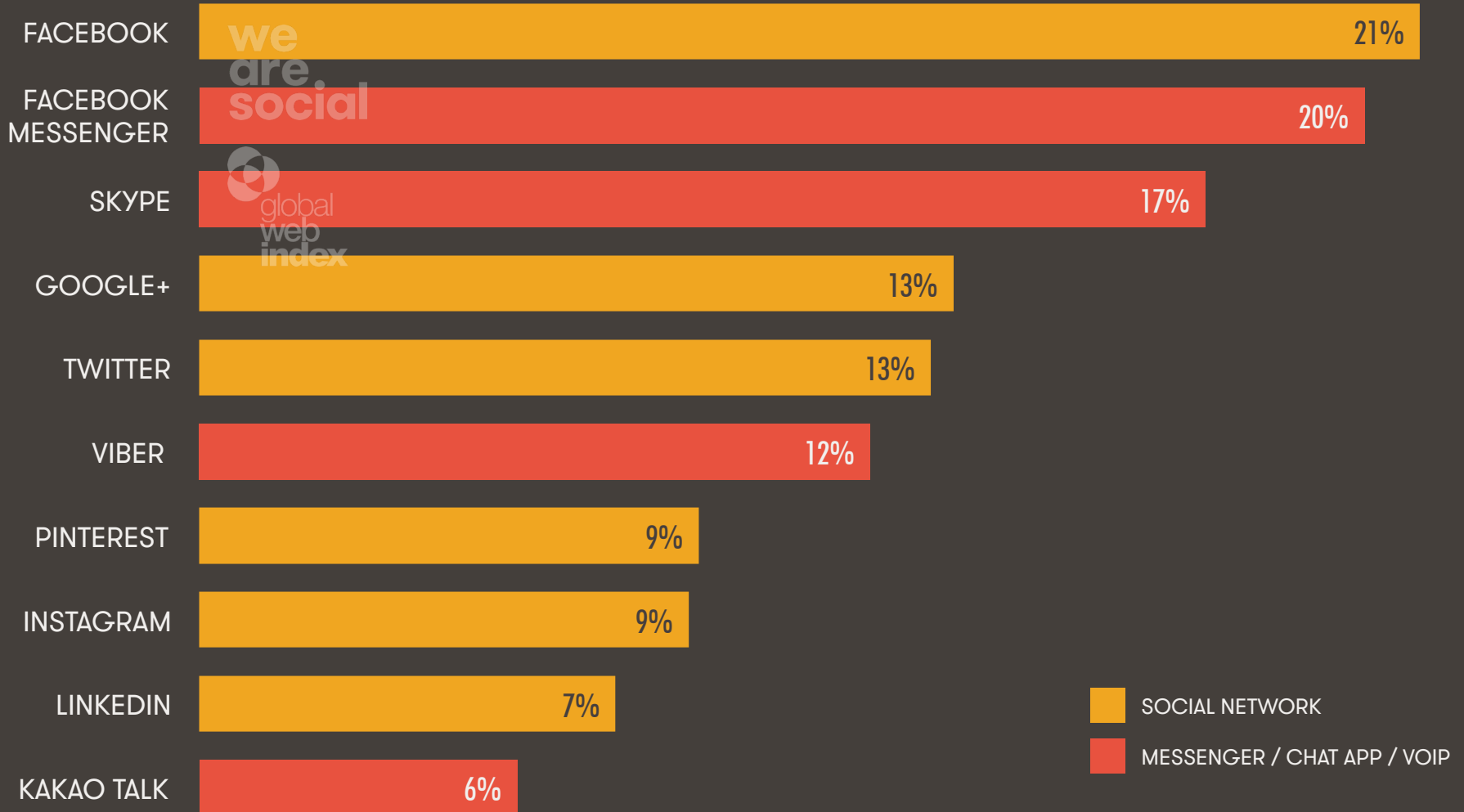
ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

114.6M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

114%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

96%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are.
social

4%

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



42%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



19%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



19%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



15%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



13%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



14%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

24%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

21%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



we
are
social

15%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A
MOBILE PHONE LAST MONTH



11%



POLAND

**JAN
2015**

DIGITAL IN POLAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

**38.5
MILLION**

URBANISATION: 61%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**25.7
MILLION**

PENETRATION: 67%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

**13.0
MILLION**

PENETRATION: 34%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

**56.5
MILLION**

vs. POPULATION: 147%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

**9.2
MILLION**

PENETRATION: 24%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+3%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+8%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+11%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



+28%

* SINCE FEB 2014

JAN
2015

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

4H 51M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

1H 49M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

2H 05M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



2H 44M

**JAN
2015**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

25.7M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

67%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

15.9M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



41%

**JAN
2015**

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

52%

YEAR-ON-YEAR:
-39%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

46%

YEAR-ON-YEAR:
+277%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

3%

YEAR-ON-YEAR:
+13%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



~0%

YEAR-ON-YEAR:
-40%

JAN
2015

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

13.0M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

34%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

9.2M

ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION

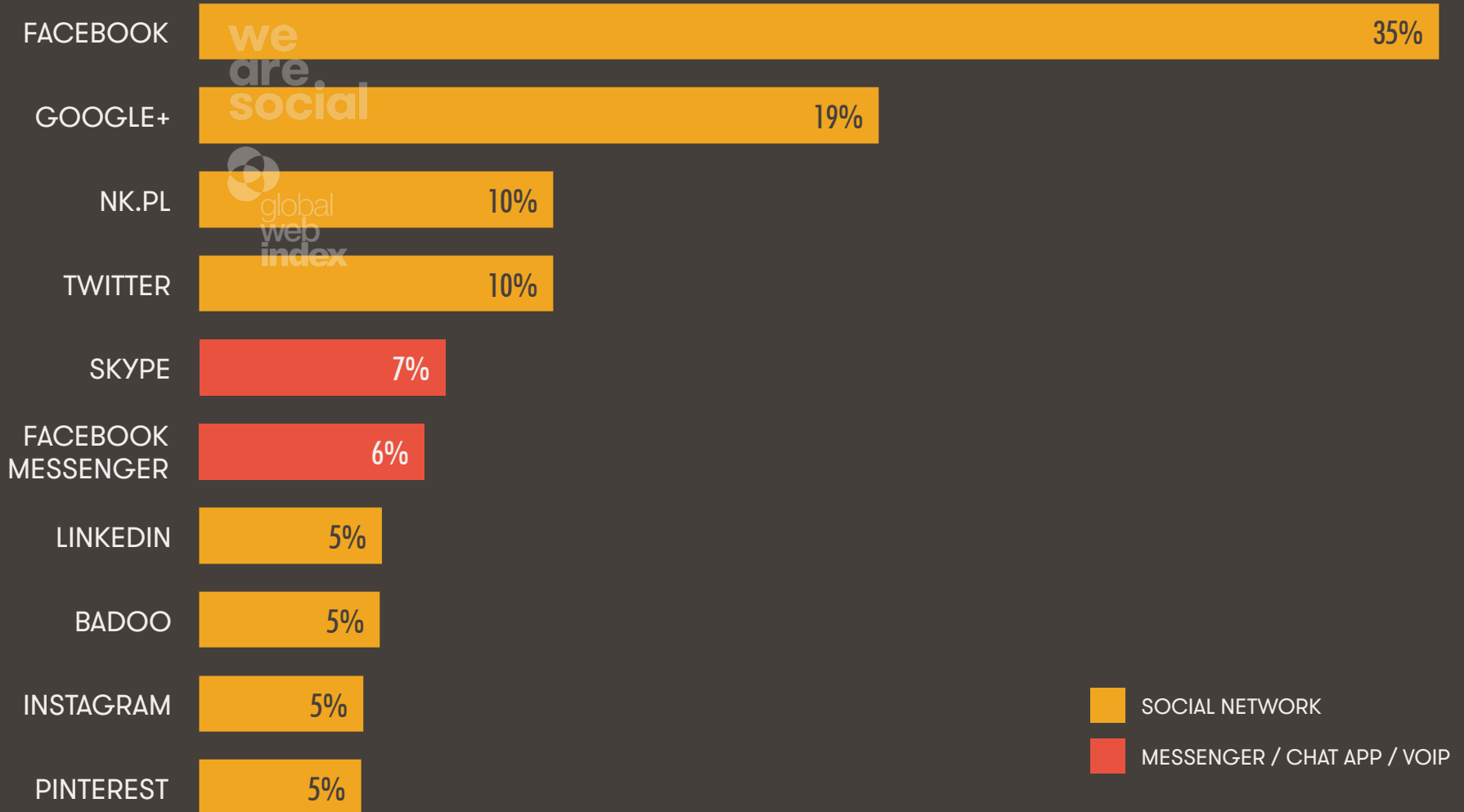


24%

JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

56.5M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

147%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

49%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are.
social

51%

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



57%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



16%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



14%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



12%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



13%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



20%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

37%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

44%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



we
are
social

16%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE VIA A
MOBILE PHONE LAST MONTH



14%



RUSSIA

JAN
2015

DIGITAL IN RUSSIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

146.3
MILLION

URBANISATION: 74%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

87.5
MILLION

PENETRATION: 60%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

67.0
MILLION

PENETRATION: 46%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

245.2
MILLION

vs. POPULATION: 168%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

38.2
MILLION

PENETRATION: 26%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+15%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+10%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

-6%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



[N/A]

JAN
2015

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

4H 47M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

1H 42M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

2H 38M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



2H 29M

JAN
2015

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

87.5M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

60%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

47.7M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



33%

JAN
2015

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

82%

YEAR-ON-YEAR:
-5%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

12%

YEAR-ON-YEAR:
+41%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

6%

YEAR-ON-YEAR:
+17%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0%

YEAR-ON-YEAR:
-

JAN
2015

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

67.0M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

46%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

38.2M

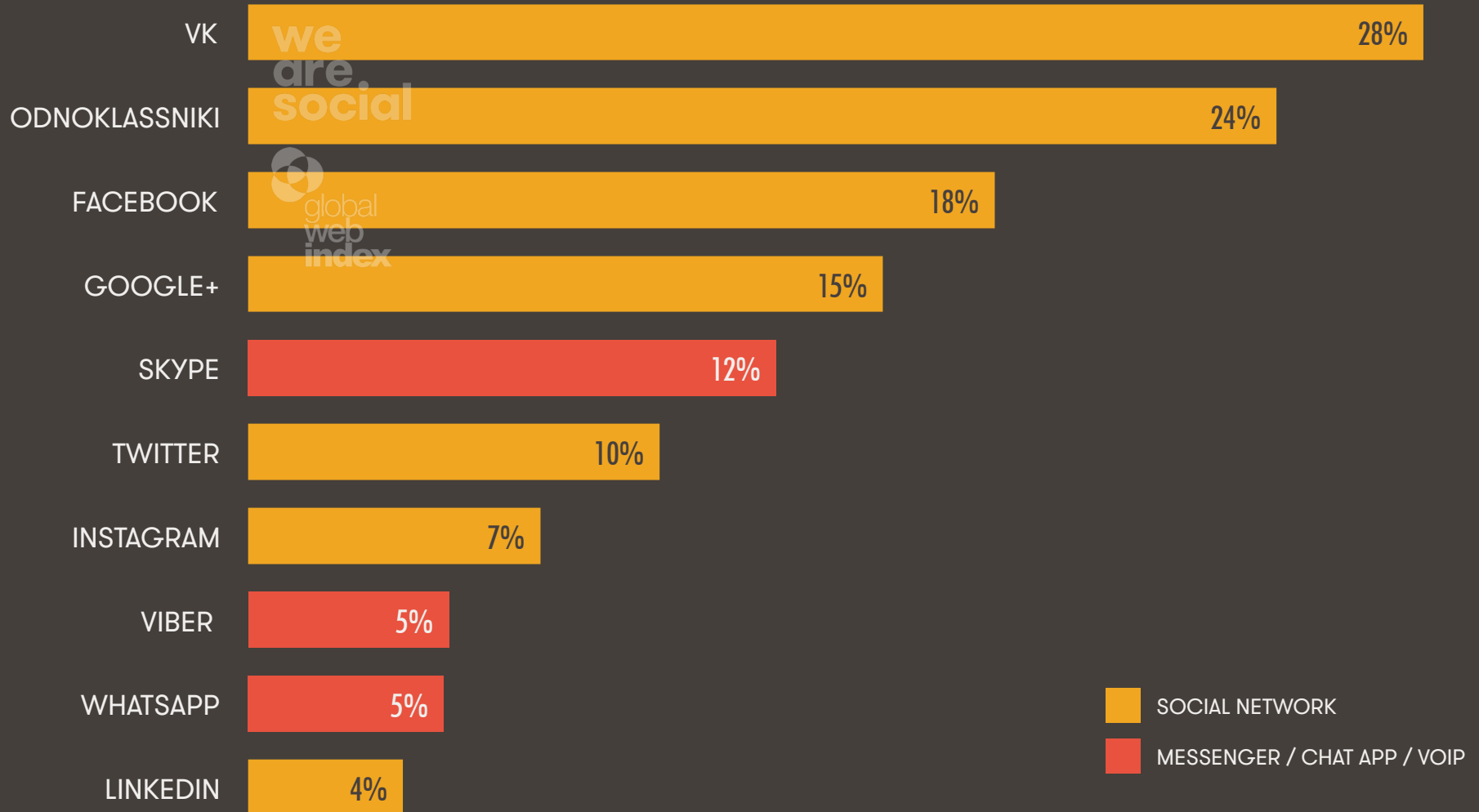
ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

245.2M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

168%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

82%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are.
social

18%

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



33%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



13%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



14%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



8%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



11%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



10%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

38%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

30%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



we
are
social

13%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A
MOBILE PHONE LAST MONTH



8%



SAUDI ARABIA

JAN
2015

DIGITAL IN SAUDI ARABIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

السعودية العربية

TOTAL
POPULATION



we
are
social

31.5
MILLION

URBANISATION: 82%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

18.3
MILLION

PENETRATION: 58%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

9.2
MILLION

PENETRATION: 29%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

54.5
MILLION

vs. POPULATION: 173%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

8.0
MILLION

PENETRATION: 25%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

الجمهورية العربية السورية

GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+28%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+21%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+3%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



+14%

* SINCE JUL 2014

JAN
2015

TIME SPENT WITH MEDIA

الإسلام

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

4H 14M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

4H 13M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

3H 02M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



2H 15M

**JAN
2015**

INTERNET USE

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

الإسلام

TOTAL NUMBER
OF ACTIVE
INTERNET USERS



18.3M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



58%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



14.7M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



47%

we
are
social

we
are
social

we
are
social

JAN
2015

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS

الإسلام

SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

46%

YEAR-ON-YEAR:
-16%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

48%

YEAR-ON-YEAR:
+31%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

6%

YEAR-ON-YEAR:
-29%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.1%

YEAR-ON-YEAR:
+200%

JAN
2015

SOCIAL MEDIA USE

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

الجمهورية العربية السورية

TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



9.2M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



29%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



8.0M

ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



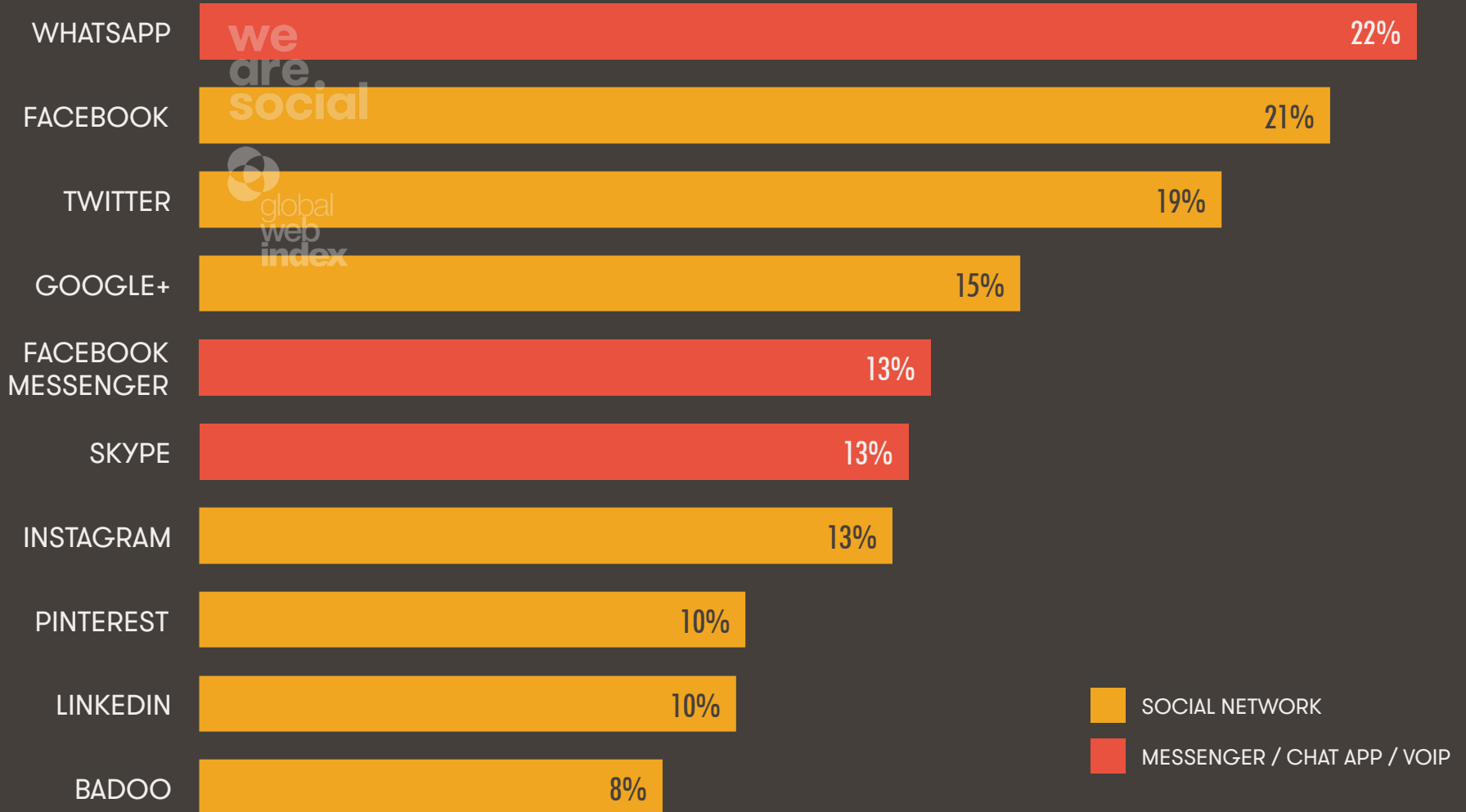
25%

JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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

للإعلام الاجتماعي



JAN
2015

MOBILE PHONES

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

الاتصالات
والتقنية

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



54.5M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



173%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



80%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



20%

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



66%

JAN
2015

MOBILE ACTIVITIES

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

الإسلام

PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



29%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



27%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



17%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



17%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



18%

JAN
2015

E-COMMERCE BY DEVICE

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

الإمارات العربية المتحدة

PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

28%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

25%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



we
are
social

19%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A
MOBILE PHONE LAST MONTH



15%



SINGAPORE

JAN
2015

DIGITAL IN SINGAPORE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

5.47
MILLION

URBANISATION: 100%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

4.45
MILLION

PENETRATION: 81%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

3.60
MILLION

PENETRATION: 66%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

8.30
MILLION

vs. POPULATION: 152%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

3.20
MILLION

PENETRATION: 59%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+12%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+13%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+3%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



+14%

SINCE JAN 2014

JAN
2015

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

4H 41M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

2H 18M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

2H 27M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



1H 53M

JAN
2015

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

4.45M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

81%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

3.54M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



65%

**JAN
2015**

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



56%

YEAR-ON-YEAR:
-14%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



34%

YEAR-ON-YEAR:
+34%

SHARE OF WEB
PAGE VIEWS:
TABLETS



9%

YEAR-ON-YEAR:
+8%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0%

YEAR-ON-YEAR:
-

JAN
2015

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

3.60M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

66%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

3.20M

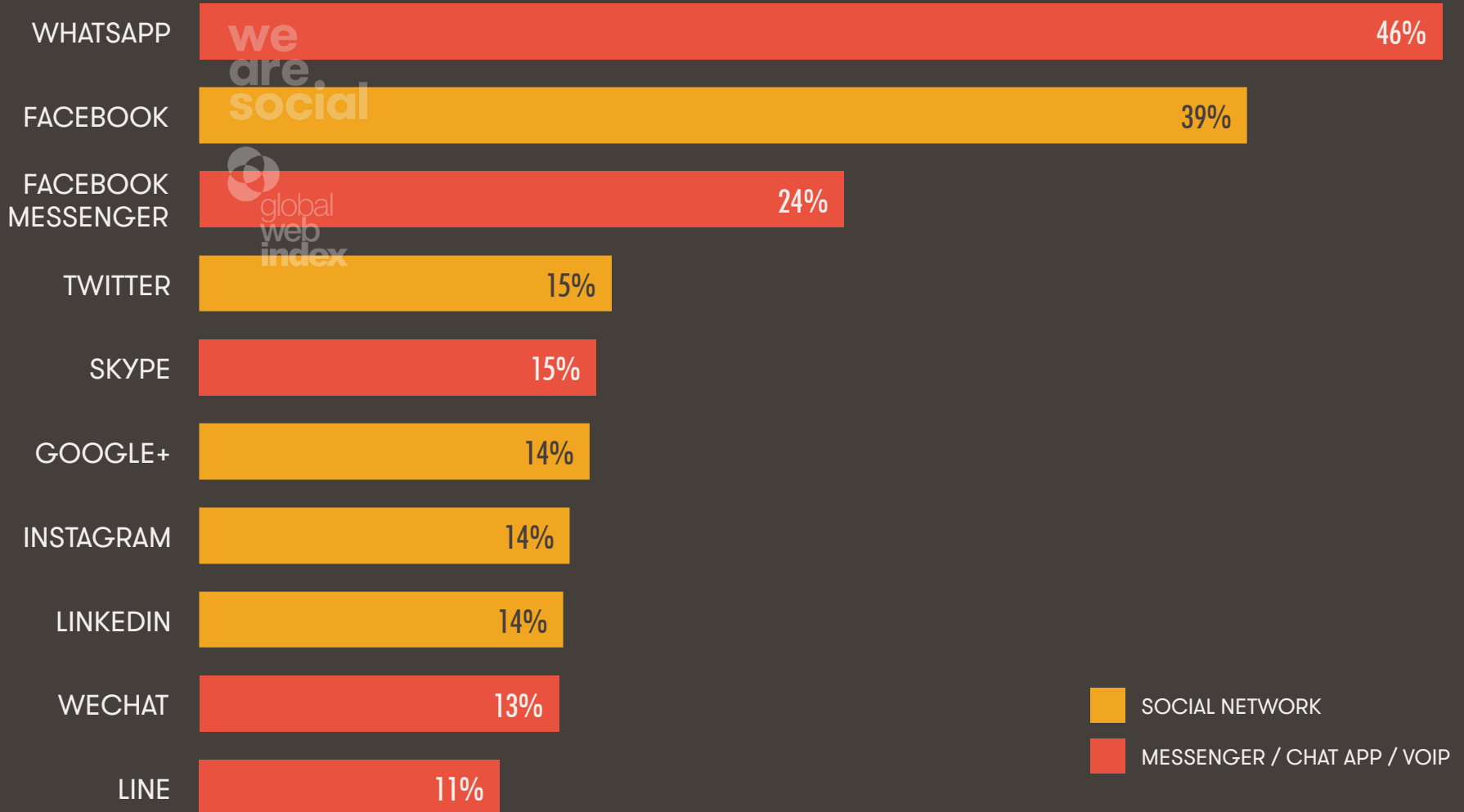
ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

8.30M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

152%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

42%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are.
social

58%

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



70%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



38%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



34%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



26%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



26%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



33%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

47%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

46%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



we
are
social

28%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE VIA A
MOBILE PHONE LAST MONTH



23%



SOUTH AFRICA

JAN
2015

DIGITAL IN SOUTH AFRICA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

54.0
MILLION

URBANISATION: 62%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

24.9
MILLION

PENETRATION: 46%

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

11.8
MILLION

PENETRATION: 22%

FIGURE REPRESENTS ACTIVE USER ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

79.1
MILLION

vs. POPULATION: 146%

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

10.6
MILLION

PENETRATION: 20%

FIGURE REPRESENTS ACTIVE USER ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+24%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+20%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+16%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



[N/A]

JAN
2015

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

5H 06M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

3H 04M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

3H 10M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



2H 39M

JAN
2015

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

24.9M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

46%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

20.9M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

39%

JAN
2015

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

32%

YEAR-ON-YEAR:
-11%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

61%

YEAR-ON-YEAR:
+4%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

7%

YEAR-ON-YEAR:
+33%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



~0%

YEAR-ON-YEAR:
+200%

JAN
2015

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

11.8M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

22%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

10.6M

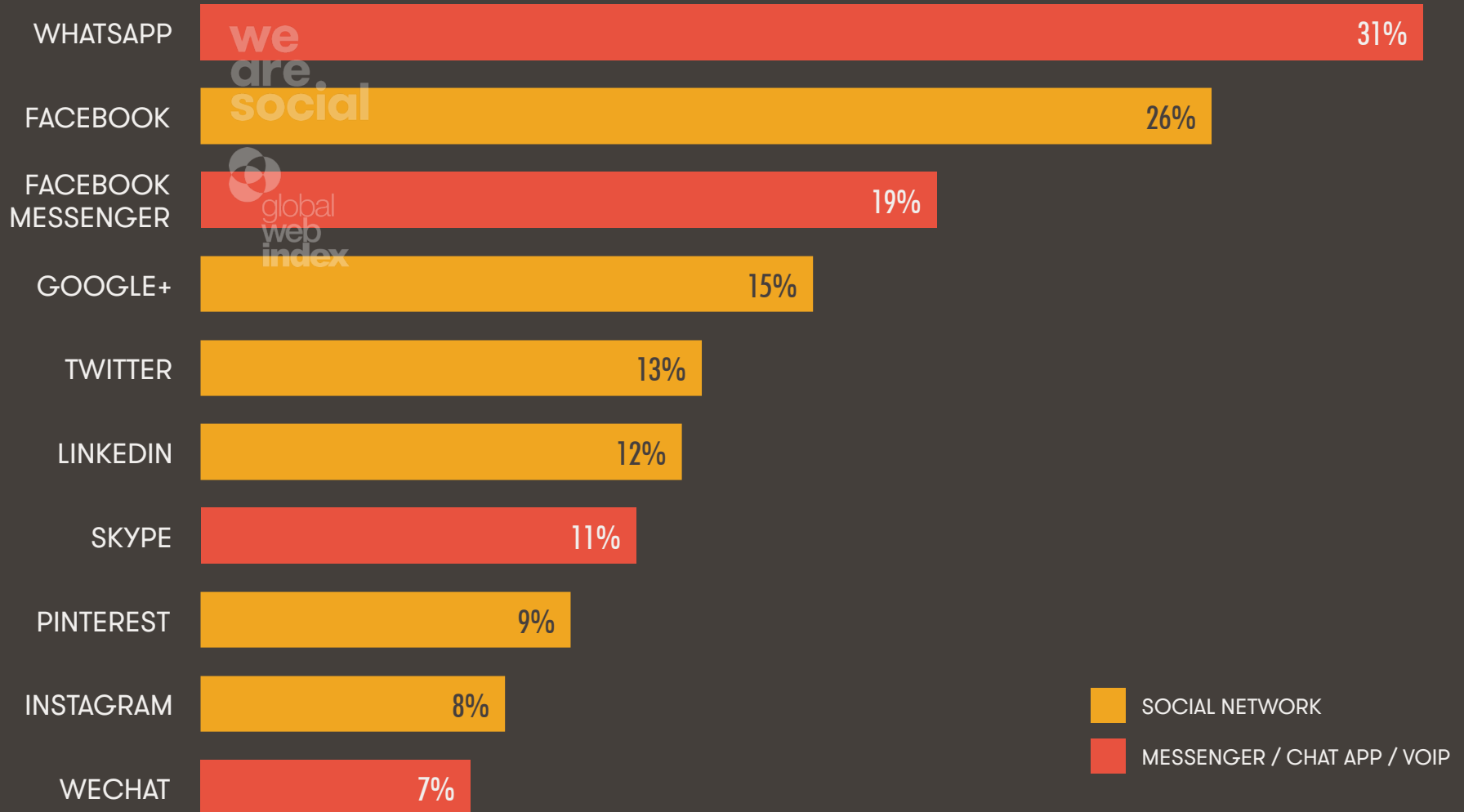
ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

79.1M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

146%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

83%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are.
social

17%

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



36%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



29%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



23%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



14%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



16%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



21%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

31%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

23%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



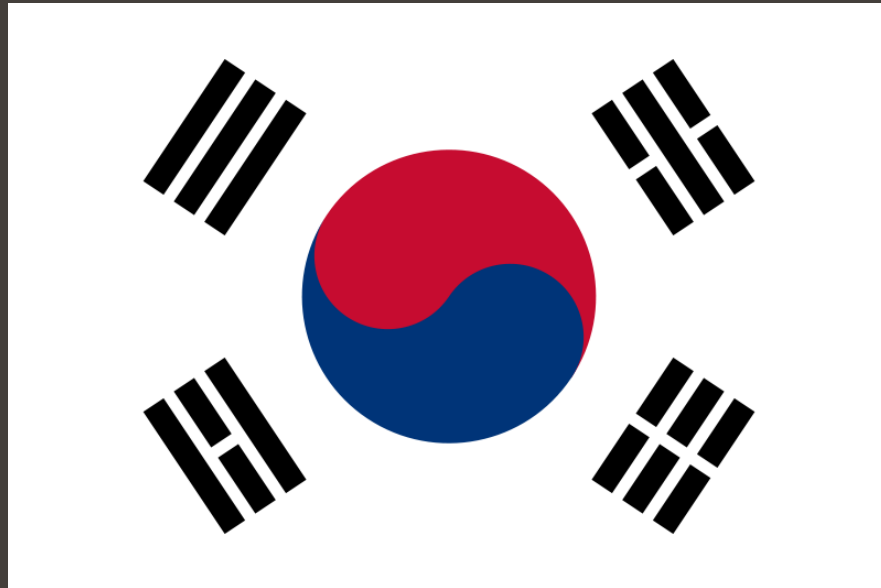
we
are
social

17%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A
MOBILE PHONE LAST MONTH



11%



SOUTH KOREA

JAN
2015

DIGITAL IN SOUTH KOREA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

50.4
MILLION

URBANISATION: 91%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

45.3
MILLION

PENETRATION: 90%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

15.0
MILLION

PENETRATION: 30%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

56.0
MILLION

vs. POPULATION: 111%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

13.4
MILLION

PENETRATION: 27%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+10%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+15%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+4%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



+18%

SINCE JAN 2014

JAN
2015

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

3H 22M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

1H 47M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

1H 16M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



2H 13M

JAN
2015

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

45.3M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

90%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

32.4M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



64%

JAN
2015

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

70%

YEAR-ON-YEAR:
-3%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

29%

YEAR-ON-YEAR:
+5%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

1%

YEAR-ON-YEAR:
+56%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0%

YEAR-ON-YEAR:
-

JAN
2015

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

15.0M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

30%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

13.4M

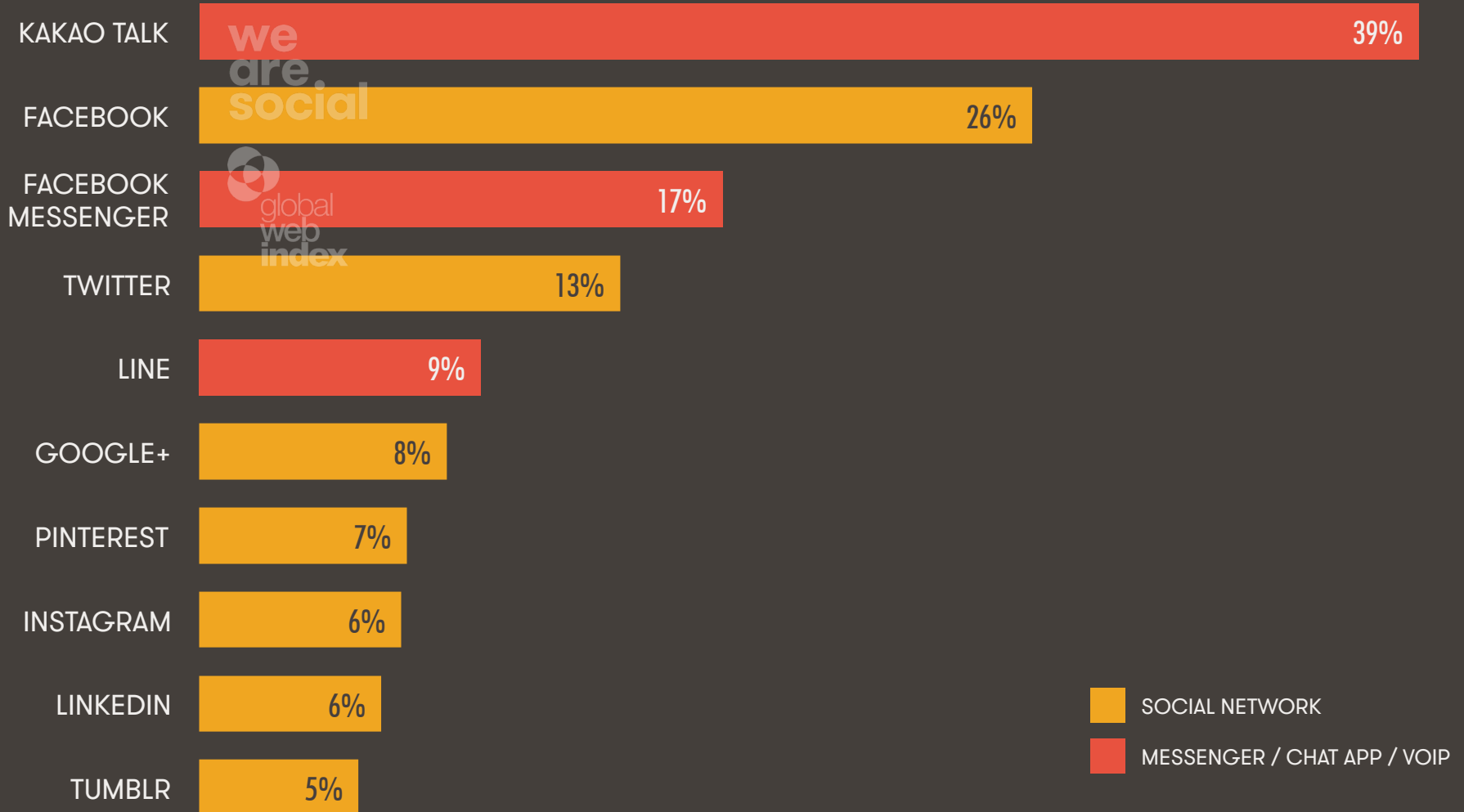
ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

56.0M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

111%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

6%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are.
social

94%

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



99%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



32%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



27%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



29%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



30%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



38%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

59%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

62%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



we
are
social

41%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE VIA A
MOBILE PHONE LAST MONTH



37%



SPAIN

JAN
2015

DIGITAL IN SPAIN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

46.5
MILLION

URBANISATION: 77%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

35.7
MILLION

PENETRATION: 77%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

22.0
MILLION

PENETRATION: 47%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

50.3
MILLION

vs. POPULATION: 108%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

17.8
MILLION

PENETRATION: 38%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+5%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+12%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

-10%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

+16%

* SINCE FEB 2014

JAN
2015

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

3H 58M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

1H 51M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

1H 54M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



2H 31M

**JAN
2015**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

35.7M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

77%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

29.0M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



62%

**JAN
2015**

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

63%

YEAR-ON-YEAR:
-19%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

29%

YEAR-ON-YEAR:
+89%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

8%

YEAR-ON-YEAR:
+13%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.1%

YEAR-ON-YEAR:
+38%

**JAN
2015**

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

22.0M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

47%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

17.8M

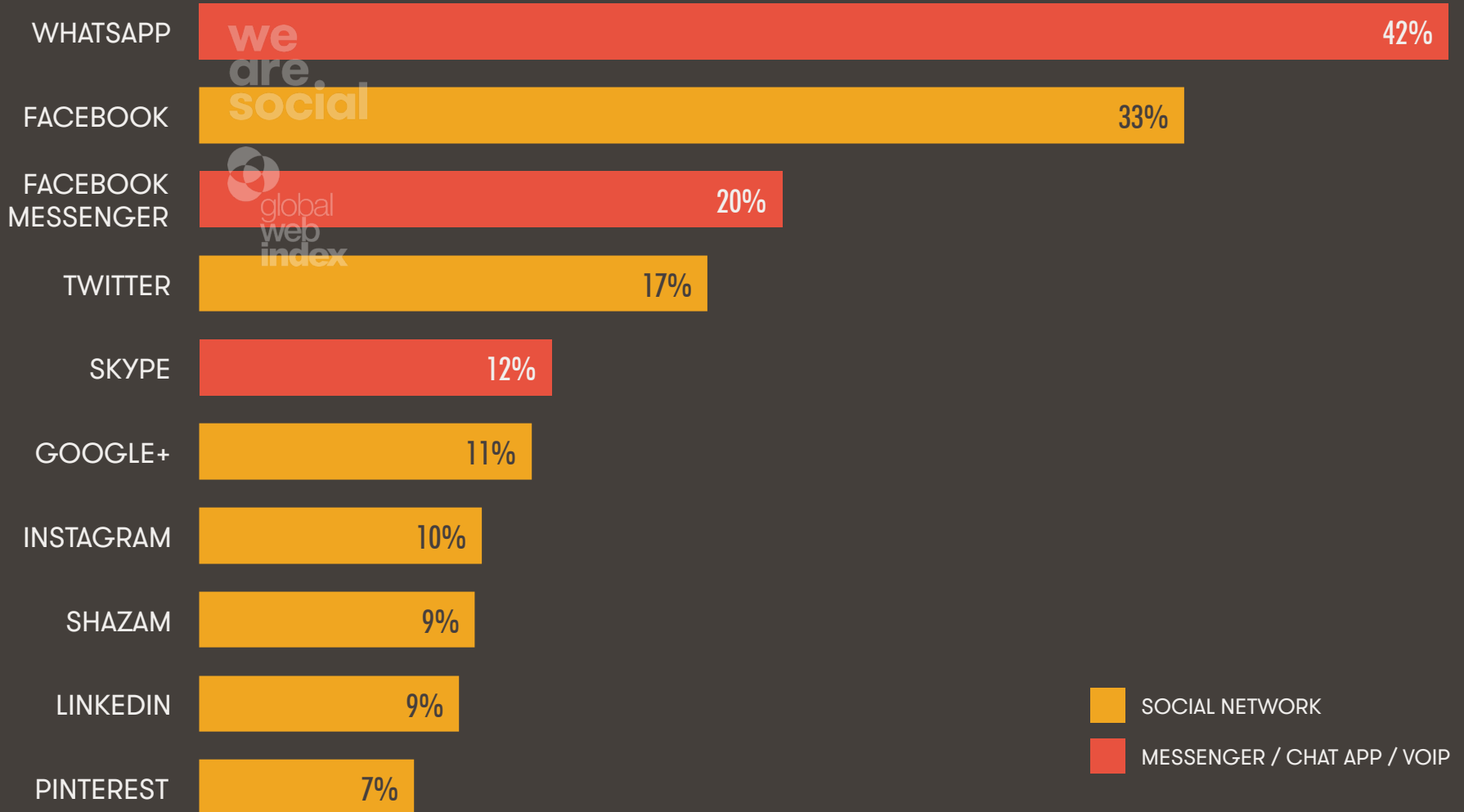
ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

50.3M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

108%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

31%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are.
social

69%

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



65%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



we
are
social

35%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

29%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

22%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



global
web
index

18%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



28%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

42%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

44%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



we
are
social

24%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE VIA A
MOBILE PHONE LAST MONTH



17%



THAILAND

JAN
2015

DIGITAL IN THAILAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

64.9
MILLION

URBANISATION: 34%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

23.9
MILLION

PENETRATION: 37%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

32.0
MILLION

PENETRATION: 49%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

97.0
MILLION

vs. POPULATION: 150%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

28.0
MILLION

PENETRATION: 43%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



0%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+33%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+15%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

+27%

SINCE JAN 2014

JAN
2015

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

5H 27M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

4H 06M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

3H 46M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



2H 46M

**JAN
2015**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

23.9M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

37%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

17.7M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



27%

JAN
2015

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



56%

YEAR-ON-YEAR:
-19%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



36%

YEAR-ON-YEAR:
+59%

SHARE OF WEB
PAGE VIEWS:
TABLETS



8%

YEAR-ON-YEAR:
-3%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0%

YEAR-ON-YEAR:
-

JAN
2015

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

32.0M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

49%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

28.0M

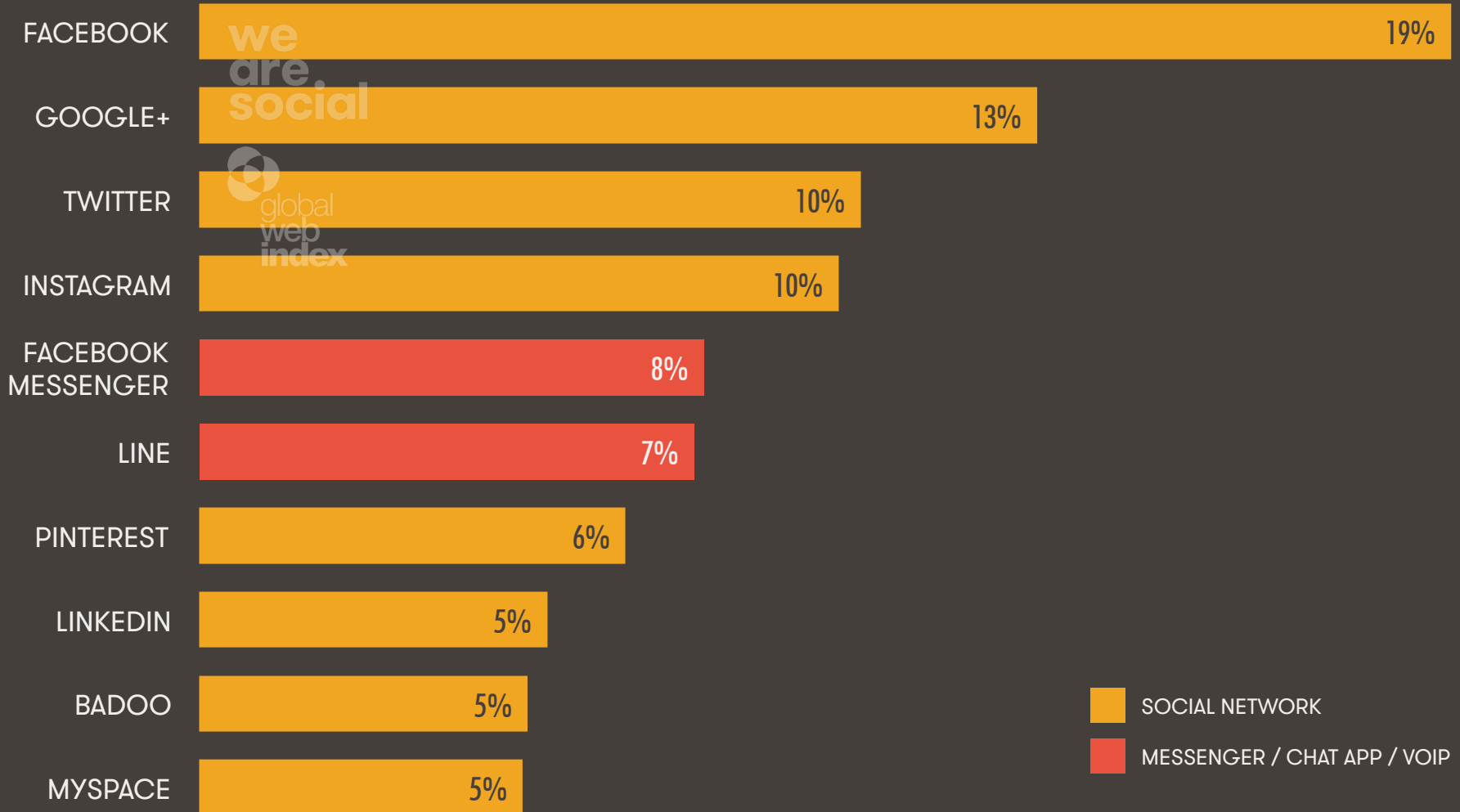
ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

97.0M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

150%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

86%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are.
social

14%

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



75%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



12%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



16%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



12%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



11%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



11%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

19%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

18%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



we
are
social

12%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A
MOBILE PHONE LAST MONTH



11%



TURKEY

JAN
2015

DIGITAL IN TURKEY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

76.7
MILLION

URBANISATION: 72%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

37.7
MILLION

PENETRATION: 49%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

40.0
MILLION

PENETRATION: 52%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

69.6
MILLION

vs. POPULATION: 91%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

32.0
MILLION

PENETRATION: 42%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+5%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+11%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+2%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



+14%

* SINCE JUL 2014

JAN
2015

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

4H 37M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

2H 51M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

2H 56M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



2H 17M

**JAN
2015**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

37.7M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

49%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

31.7M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



41%

**JAN
2015**

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

68%

YEAR-ON-YEAR:
-15%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

28%

YEAR-ON-YEAR:
+62%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

4%

YEAR-ON-YEAR:
+37%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



~0%

YEAR-ON-YEAR:
+100%

JAN
2015

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

40.0M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

52%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

32.0M

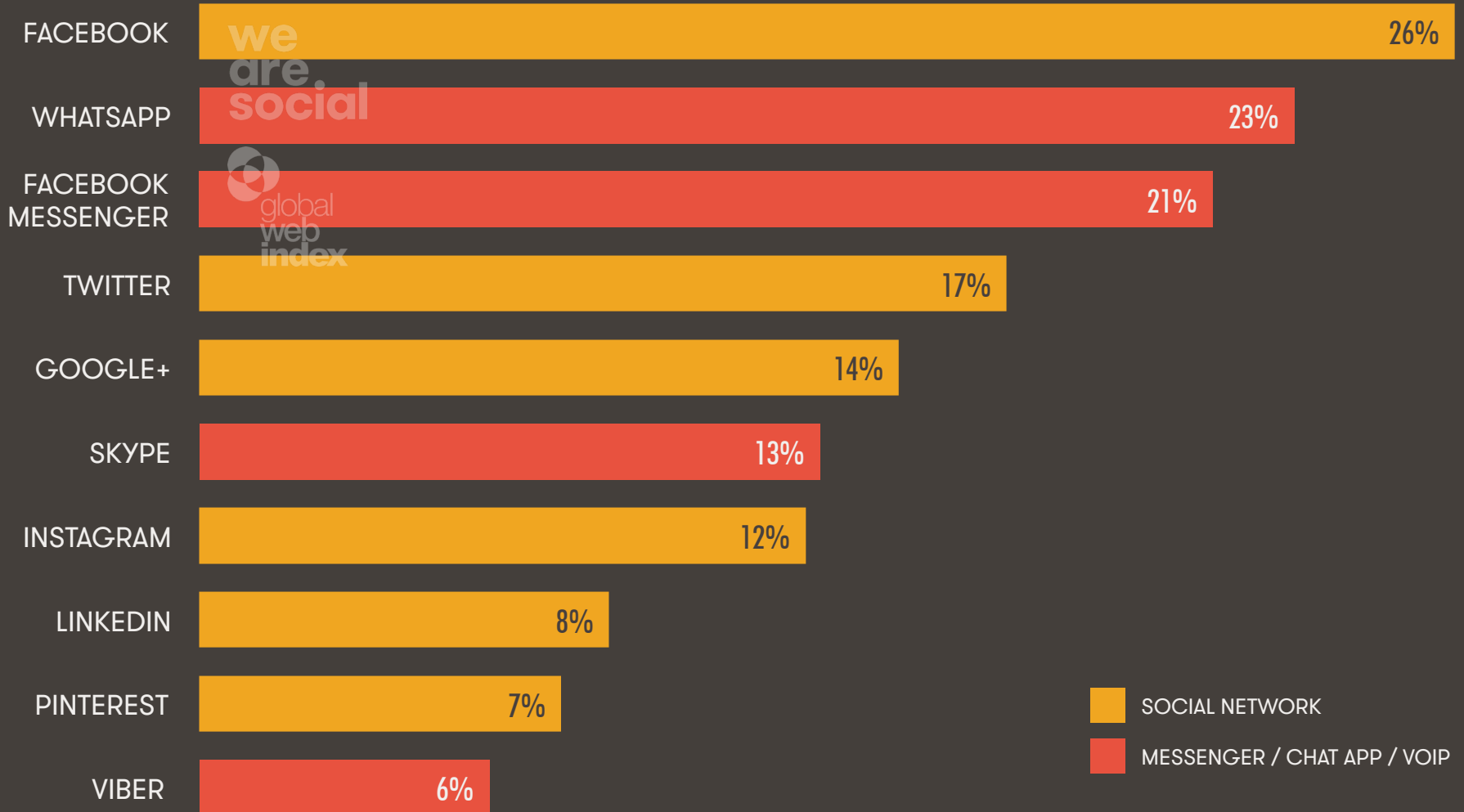
ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

69.6M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

91%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

58%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are.
social

42%

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



66%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



24%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



28%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



22%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



22%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



25%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

35%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

33%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



we
are
social

24%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE VIA A
MOBILE PHONE LAST MONTH



19%



UNITED ARAB EMIRATES

**JAN
2015**

DIGITAL IN THE UAE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

**9.58
MILLION**

URBANISATION: 84%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**8.81
MILLION**

PENETRATION: 92%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

**5.40
MILLION**

PENETRATION: 56%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

**16.60
MILLION**

vs. POPULATION: 173%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

**4.60
MILLION**

PENETRATION: 48%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+95%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+23%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+21%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



+21%

* SINCE JUL 2014

JAN
2015

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

5H 06M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

3H 45M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

3H 35M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



2H 04M

JAN
2015

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

8.81M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

92%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

7.27M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



76%

**JAN
2015**

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

44%

YEAR-ON-YEAR:
-33%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

50%

YEAR-ON-YEAR:
+84%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

6%

YEAR-ON-YEAR:
-21%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



~0%

YEAR-ON-YEAR:
+100%

JAN
2015

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

5.40M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

56%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

4.60M

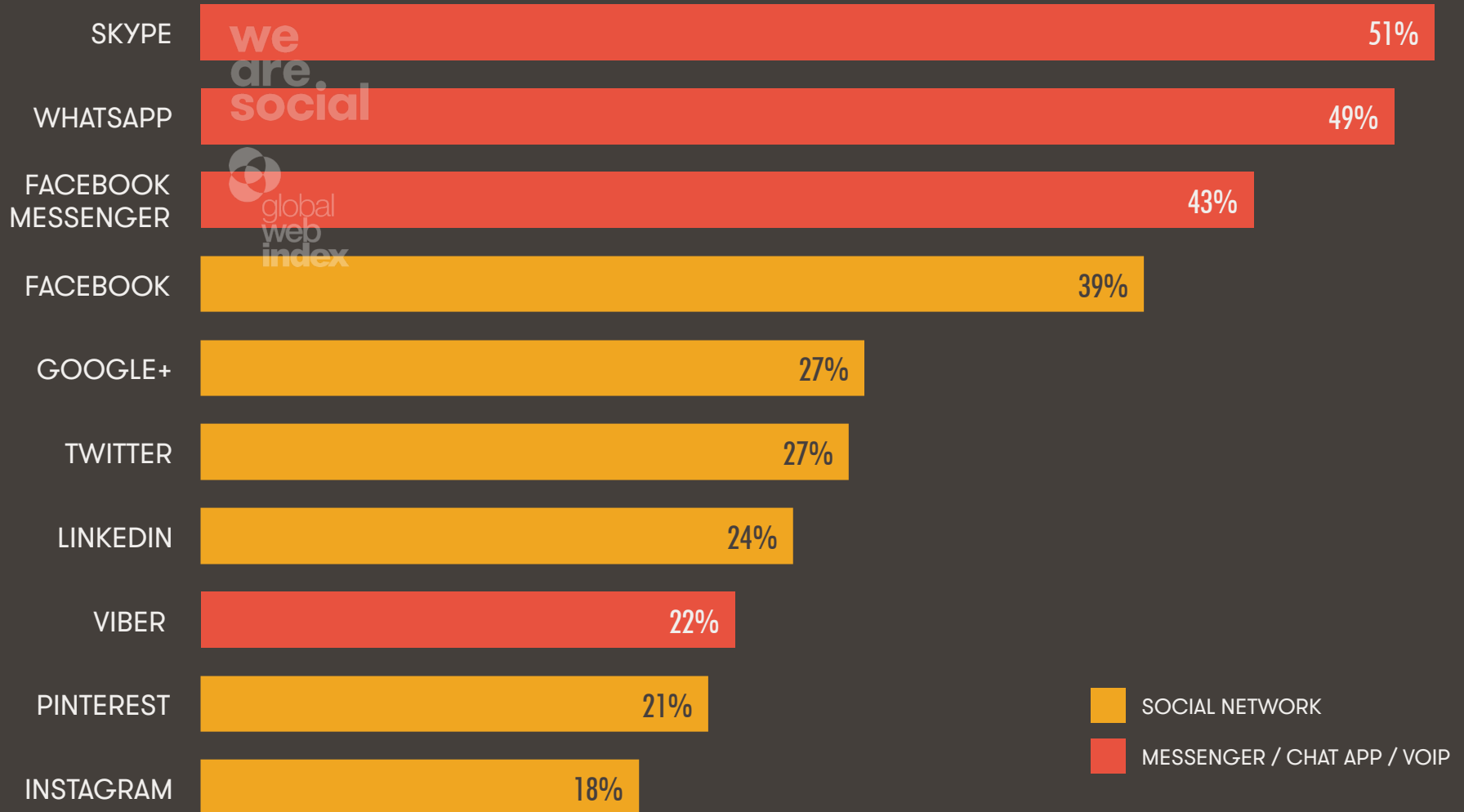
ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

16.6M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

173%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

86%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are.
social

14%

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



64%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



52%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



45%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



33%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



31%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



31%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

50%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

45%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



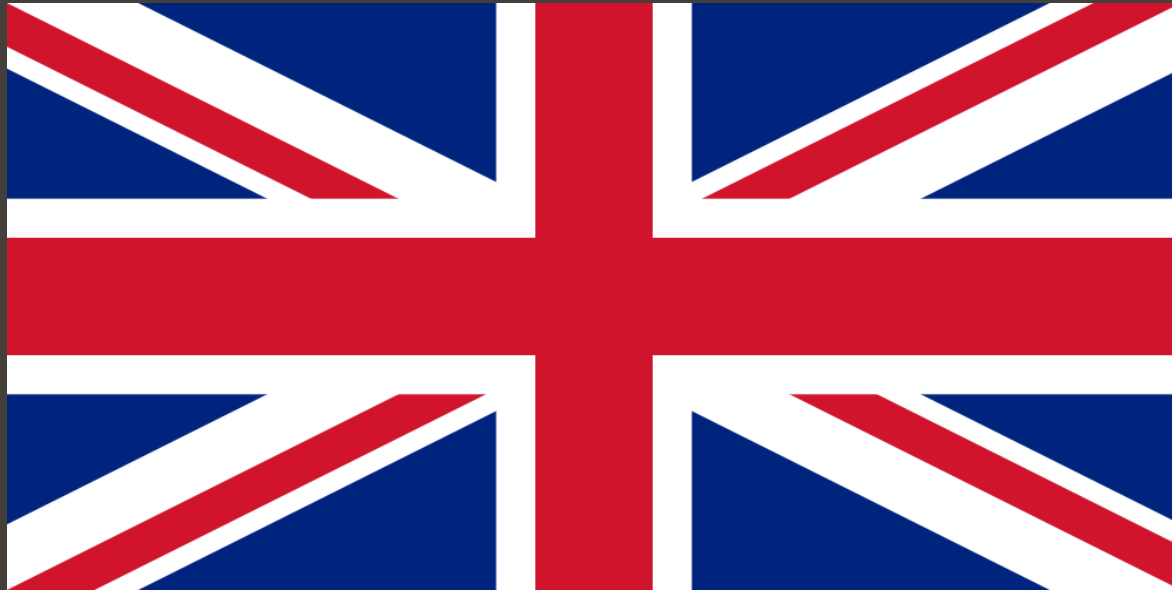
we
are
social

33%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE VIA A
MOBILE PHONE LAST MONTH



27%



UNITED KINGDOM

JAN
2015

DIGITAL IN THE UK

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

64.1
MILLION

URBANISATION: 80%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

57.3
MILLION

PENETRATION: 89%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

38.0
MILLION

PENETRATION: 59%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

74.8
MILLION

vs. POPULATION: 117%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

32.0
MILLION

PENETRATION: 50%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+4%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+6%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

-9%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

+7%

* SINCE FEB 2014

JAN
2015

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

3H 59M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

1H 52M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

2H 13M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



3H 05M

**JAN
2015**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

57.3M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

89%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

36.9M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



58%

**JAN
2015**

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

58%

YEAR-ON-YEAR:
-12%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

27%

YEAR-ON-YEAR:
+18%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

15%

YEAR-ON-YEAR:
+31%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.4%

YEAR-ON-YEAR:
+32%

JAN
2015

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

38.0M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

59%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

32.0M

ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION

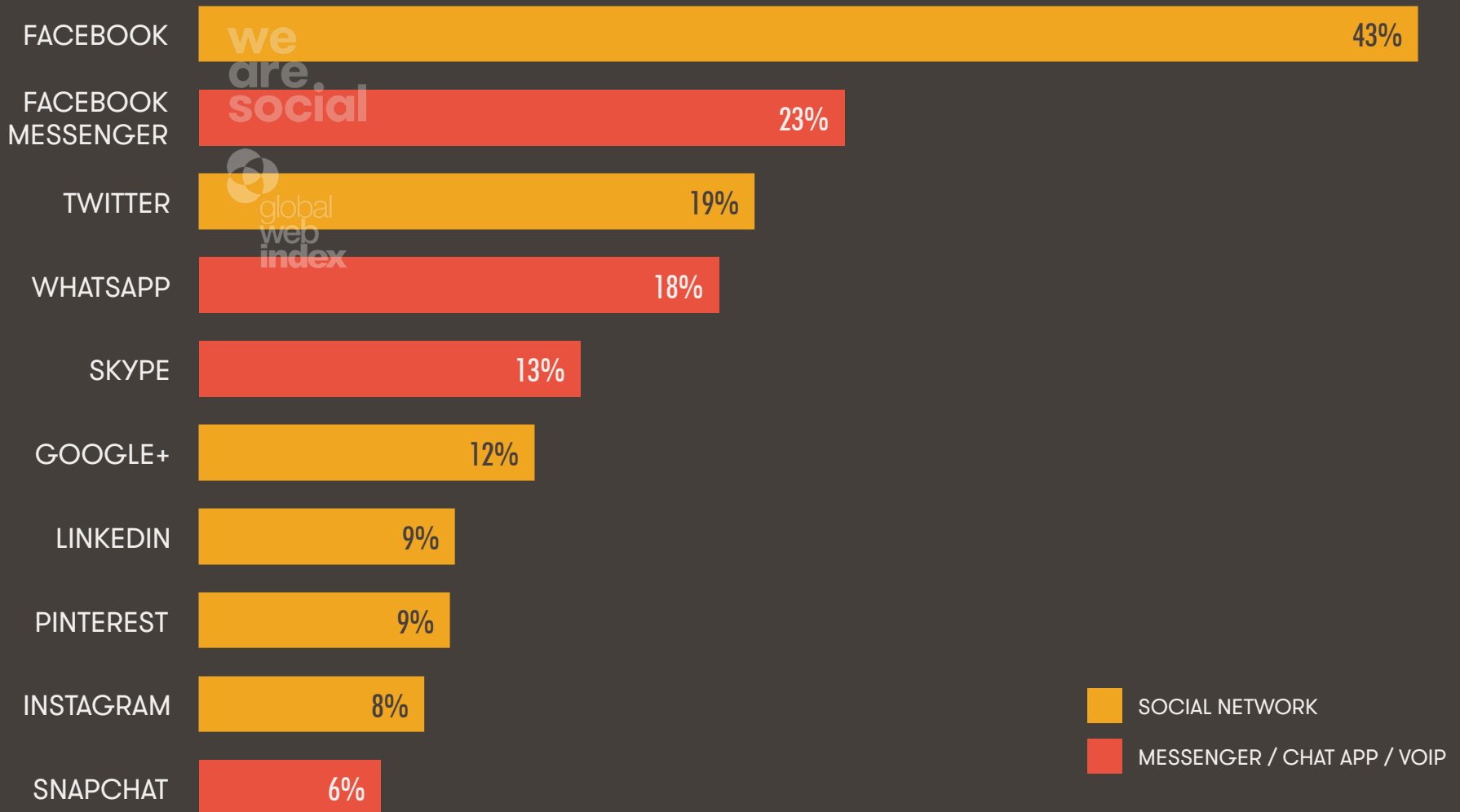


JAN
2015

TOP ACTIVE SOCIAL PLATFORMS



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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

74.8M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

117%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

41%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are.
social

59%

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



74%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



30%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



24%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



17%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



15%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



24%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

58%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

64%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



we
are
social

22%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE VIA A
MOBILE PHONE LAST MONTH



18%



UNITED STATES OF AMERICA

JAN
2015

DIGITAL IN THE USA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

320
MILLION

URBANISATION: 82%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

280
MILLION

PENETRATION: 87%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

186
MILLION

PENETRATION: 58%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

329
MILLION

vs. POPULATION: 103%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

160
MILLION

PENETRATION: 50%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

**JAN
2015**

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+10%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+4%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

0.4%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



* SINCE JUN 2014

JAN
2015

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

4H 55M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

2H 27M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

2H 43M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



3H 40M

**JAN
2015**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

280M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

87%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

170M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



53%

**JAN
2015**

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

65%

YEAR-ON-YEAR:
-8%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

25%

YEAR-ON-YEAR:
+24%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

10%

YEAR-ON-YEAR:
+7%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.3%

YEAR-ON-YEAR:
+9%

**JAN
2015**

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

186M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

58%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

160M

ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION

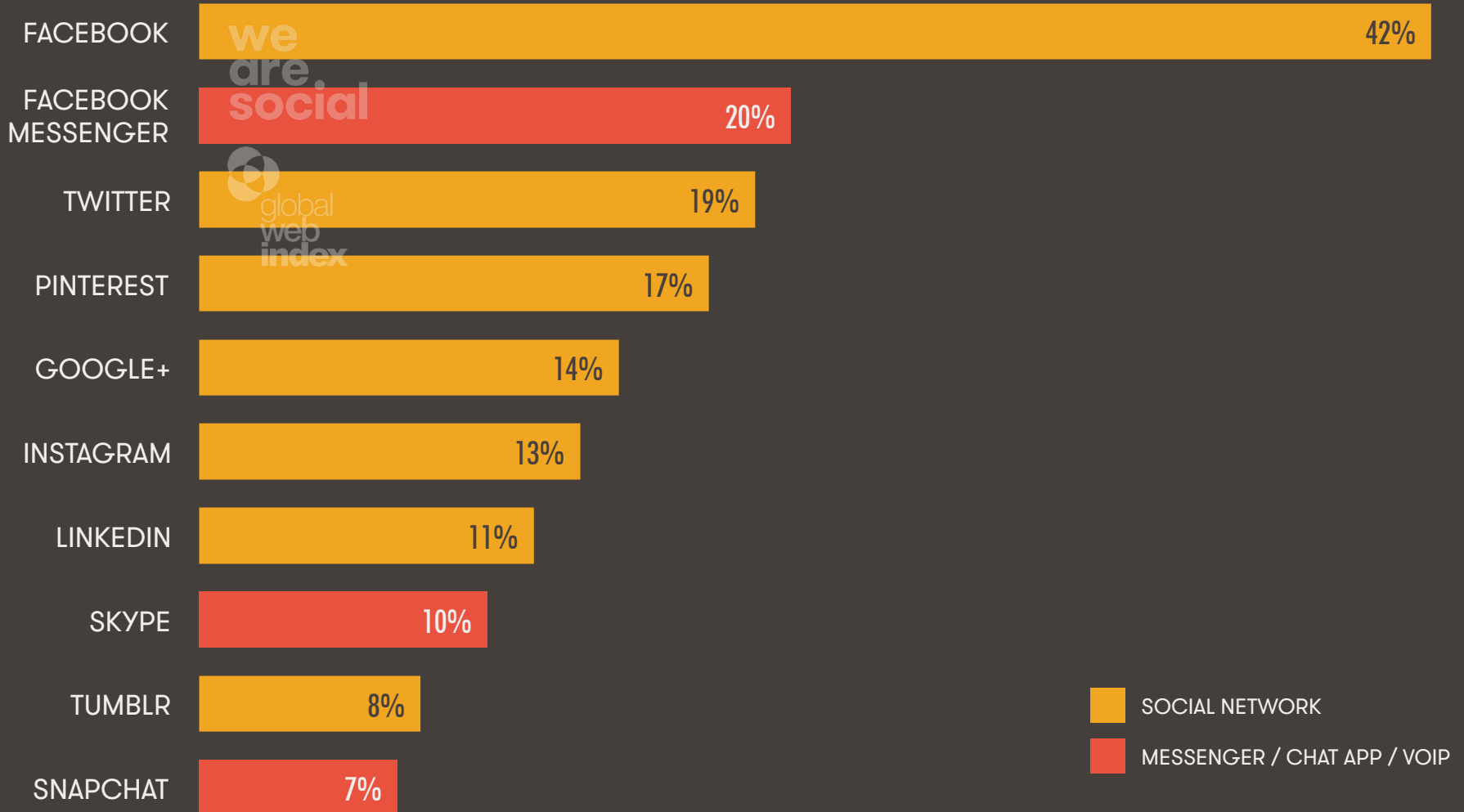


50%

JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



329M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



103%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



24%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



76%

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



85%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



we
are
social

27%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

29%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

22%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



global
web
index

20%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



24%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

55%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

56%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



we
are
social

24%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A
MOBILE PHONE LAST MONTH



18%



VIETNAM

JAN
2015

DIGITAL IN VIETNAM

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

90.7
MILLION

URBANISATION: 31%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

39.8
MILLION

PENETRATION: 44%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

28.0
MILLION

PENETRATION: 31%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



we
are
social

128.3
MILLION

vs. POPULATION: 141%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

24.0
MILLION

PENETRATION: 26%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

JAN
2015

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+10%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+40%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

-4%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

+41%

SINCE JAN 2014

**JAN
2015**

TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

5H 10M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

2H 41M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

3H 04M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



1H 48M

**JAN
2015**

INTERNET USE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

39.8M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

44%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

32.4M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



36%

JAN
2015

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



76%

YEAR-ON-YEAR:
+1%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



20%

YEAR-ON-YEAR:
-3%

SHARE OF WEB
PAGE VIEWS:
TABLETS



4%

YEAR-ON-YEAR:
-4%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0%

YEAR-ON-YEAR:
-

JAN
2015

SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

28.0M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

31%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

24.0M

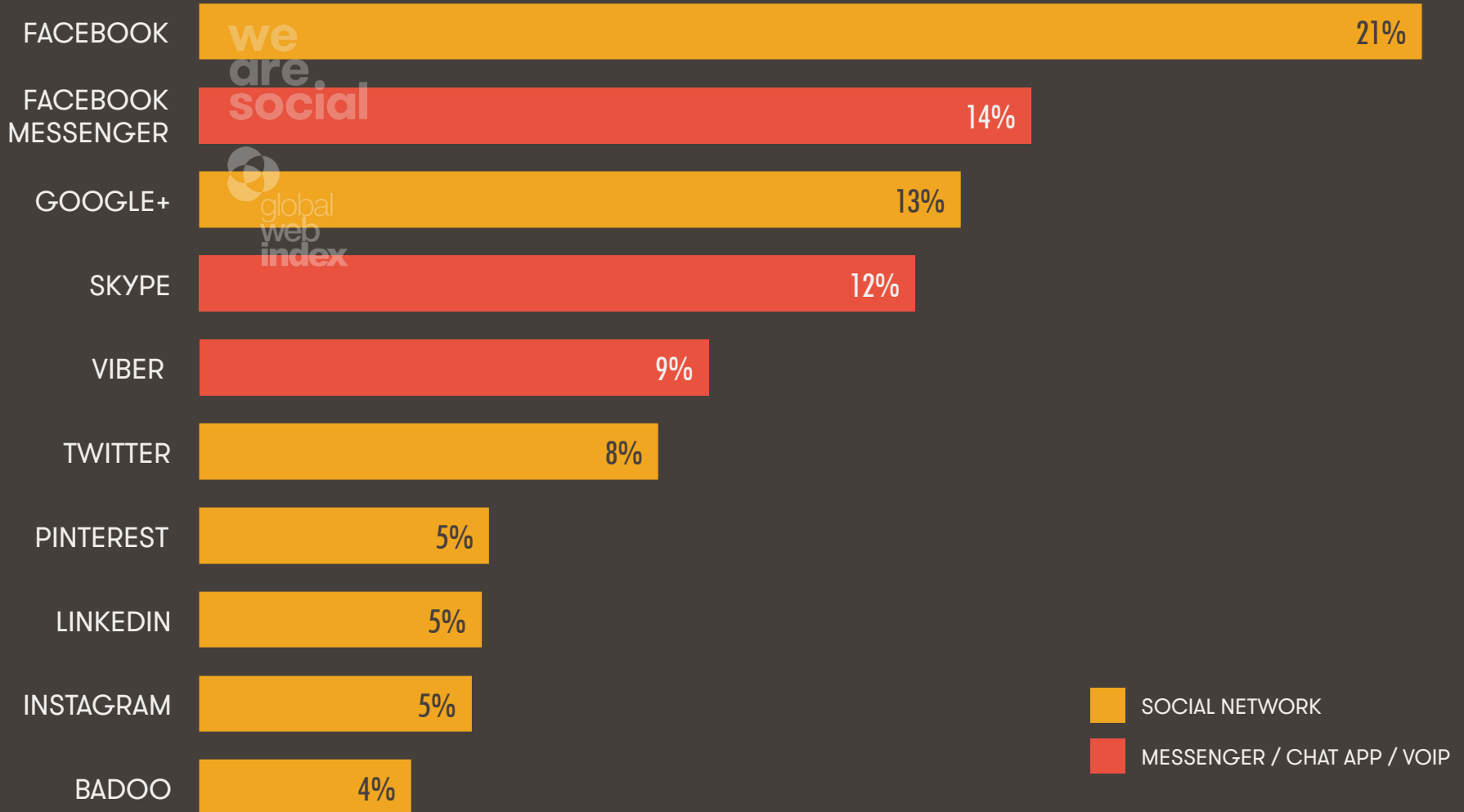
ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



JAN
2015

TOP ACTIVE SOCIAL PLATFORMS

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



JAN
2015

MOBILE PHONES

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



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



we
are.
social

128.3M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are.
social

141%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



we
are.
social

89%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are.
social

11%

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



26%

JAN
2015

MOBILE ACTIVITIES

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



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



24%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



22%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



18%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



16%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



14%

JAN
2015

E-COMMERCE BY DEVICE

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



PERCENTAGE OF THE
POPULATION WHO USED A PC
TO RESEARCH A PRODUCT TO
BUY LAST MONTH



we
are
social

27%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



global
web
index

24%

PERCENTAGE OF THE
POPULATION WHO USED A
MOBILE PHONE TO RESEARCH A
PRODUCT TO BUY LAST MONTH



we
are
social

18%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE VIA A
MOBILE PHONE LAST MONTH



15%

**we
are.
social**

**CLICK HERE TO READ OUR DETAILED ANALYSIS
OF ALL THESE NUMBERS: [BIT.LY/SDMW2015](https://bit.ly/SDMW2015)**

SPECIAL THANKS

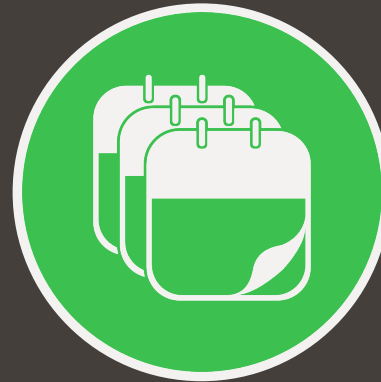
We'd like to offer our thanks to **GlobalWebIndex** for providing their valuable data and support in the development of this report. **GlobalWebIndex** is the world's largest market research study on the digital consumer, spanning 37 countries, 4,500 data points, and conducting fieldwork 4 times a year:



90% GLOBAL
COVERAGE



37 MARKETS & 200,000
INTERVIEWS PER YEAR



QUARTERLY DATA
COLLECTION



TOTAL DEVICE
COVERAGE

Find out more: <http://www.globalwebindex.net/>

SPECIAL THANKS

We'd also like to offer our thanks to the following data partners for providing much of the valuable data included in this year's report:



GSMA
INTELLIGENCE



ERICSSON
MOBILITY



STAT
COUNTER



AKAMAI
TECHNOLOGIES

SOURCES USED IN THIS REPORT

Population data

Latest reported country populations, as cited by Wikipedia, correct as at January 2015.

Internet user data

Latest available data from InternetLiveStats.com and InternetWorldStats.com, correct as at January 2015; usage data extrapolated from GlobalWebIndex Q4 2014; StatCounter.com (Jan 2015), and Akamai's *State of the Internet* report (Q3 2014).

Social media active account data

Latest reported monthly active user data as reported by Facebook, Tencent, VKontakte, Google, Sina, Twitter, Skype, Yahoo!, Viber, Baidu, Line and Snapchat, all correct as at January 2015; usage data extrapolated from GlobalWebIndex, Q4 2014.

Mobile phone connections and user data

Latest reported national data from GSMA Intelligence (Q4 2014); extrapolated global data from GSMA Intelligence (Jan 2015); Ericsson Mobility Report (Nov 2014); usage data extrapolated from GlobalWebIndex Q4 2014; Akamai's *State of the Internet* report (Q3 2014).

Icons and graphics

Special thanks to TheNounProject.com for inspiring many of the graphics in this report.

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