



DIGITAL 2023

OCTOBER GLOBAL STATSHOT REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS

we
are
social

<O> Meltwater

**we
are.
social**

 **Meltwater**

PARTNERS THAT MAKE THE GLOBAL DIGITAL REPORTS SERIES POSSIBLE



GWI.

GWI



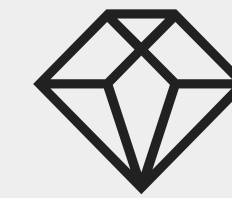
statista

STATISTA



**GSMA
Intelligence**

GSMA INTELLIGENCE



data.ai

DATA.AI



similarweb

SIMILARWEB



SEMRUSH

SEMRUSH



OOKLA

OOKLA



skai

SKAI



locowise

LOCOWISE



socialinsider

SOCIALINSIDER



IMPORTANT NOTES ON COMPARING DATA

The findings published in this report use the latest data available at the time of production. This may include revised figures for historical data points that were not available when we produced previous reports in the Global Digital Reports series. From time to time, we may also change the data sources that we use to inform specific data points, and we may also change how we calculate certain values. Similarly, our data partners may change the ways in which they source, calculate, or report the data that they share with us. As a result, findings published in this report **may not correlate** with findings published in our previous reports, especially where such findings represent change over time (e.g. annual growth). Where we report figures for change over time, such figures will use the latest available data, so we recommend using the **values published in this report**, rather than trying to recalculate such values using data

from previous reports. Wherever we're aware of the potential for historical mismatches, we've included a note on comparability in the footnotes of each relevant slide. Please read these advisories carefully to understand how data sources or calculations have changed since previous reports, and beware of making any comparisons with historical data. Where we report values for change over time as "[N/A]", the most recent data **do not correlate** with the equivalent data point(s) published in our previous reports, so we **strongly advise readers not to compare** the associated current figures with the equivalents published in previous reports. In particular, the social media platforms featured in this report regularly revise the figures that they report for advertising reach, and this may result in the latest numbers appearing to be lower than the values for the same data points published in previous reports in

this series. However, these source data revisions **do not** necessarily imply any change in the overall active use of these platforms, and should not be interpreted as such. Furthermore, in addition to changes in data sources and calculations, please note that the figures we publish for "social media user identities" **may not** represent unique individuals. This is because some individuals may manage multiple social media accounts, and because some social media accounts may represent 'non-human' entities (e.g. businesses, animals, music bands, etc.). As a result, the figures we publish for social media user identities may **exceed** the figures that we publish for total population or for individuals using the internet. This may seem counter-intuitive, but such differences do not represent mistakes. For more information, please read our notes on data variance, mismatches, and curiosities: <https://datareportal.com/notes-on-data>.



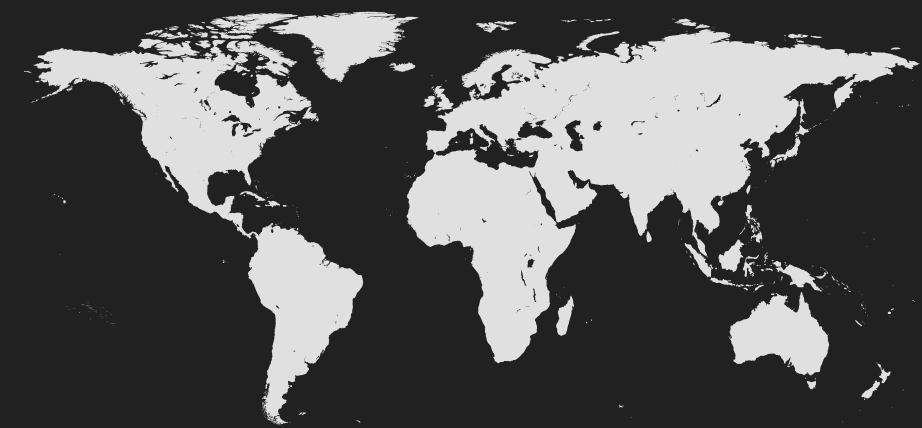
CHANGES TO GWI'S METHODOLOGY

GWI is a primary data source for our Global Digital Reports, providing rich insights into digital behaviours across 50 of the largest markets around the world. The company's quarterly survey provides timely responses from hundreds of thousands of real people spanning different cultural backgrounds, age groups, and genders. In order to provide the most representative insights, GWI regularly updates its research approach. These updates ensure that survey questions accurately reflect people's evolving behaviours and preferences, and that the underlying research methodology permits consistent and reliable comparison between different respondents and over time. As part of this ongoing program of updates, GWI recently made some important revisions to its underlying methodology, and these updates have resulted in meaningful changes to the values for various data points in this report, as compared with similar data points included in previous reports in this series. The GWI team has offered the following guidance to help you make sense of how these changes may impact findings in this report. However, note that these changes **only affect data**

sourced from GWI, so please refer to the sources detailed in the footnotes of each page to identify which specific charts and data points may have been impacted by these revisions. "Survey response styles differ around the world. In some countries, people tend to select a greater number of answer options, while in others they're more reserved. This isn't inherently bad, and these cultural differences are insights in and of themselves. However, starting with our Q4 2022 wave of research, we've taken a number of steps to reduce the potential impact that these differences can sometimes have on research findings. GWI has always had checks in place to capture and remove over-selectors, as well as other checks to identify respondents who provide contradictory answers, or complete the survey too quickly. However, the introduction of new questions in recent waves of research has allowed us to implement some additional checks. In particular, these checks involve taking a stricter approach to distinguishing between respondents who're responding in a genuinely enthusiastic way, and those who're over-selecting in a way that's inaccurate or insincere. That isn't to say

that results from prior waves are invalid; simply that the "noise" associated with different cultural response styles has been reduced, allowing for more effective comparisons between markets. In many cases, the results are now more in line with other sources, and differences between markets are less extreme. **What this means for GWI's data:** values have declined across multiple categories and across a number of markets that are prone to over selection, particularly India and China. Because these markets are so big and account for such a large share of the global online population, these declines are also apparent in global figures, albeit to a lesser extent. **What this means for you:** GWI data is now even more comparable across markets than it was before. However, you should be aware of and consider these changes when looking for trends – particularly at a global level and in APAC. **Further information:** If you want to know more about GWI respondents and response styles, please refer to [this article](#). If you want to know more about GWI's data checks more broadly, please refer to the GWI Core Research and Methodology deck on [this webpage](#)."

EXPLORE OUR FLAGSHIP DIGITAL 2023 REPORTS



DIGITAL 2023

GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS



DIGITAL 2023

LOCAL COUNTRY HEADLINES REPORT

ESSENTIAL DATA FOR DIGITAL ADOPTION AND USE IN EVERY COUNTRY IN THE WORLD



[CLICK HERE](#) TO READ OUR FLAGSHIP **DIGITAL 2023 GLOBAL OVERVIEW** REPORT, PACKED WITH ALL THE NUMBERS YOU NEED TO MAKE SENSE OF THE CURRENT STATE OF DIGITAL

[CLICK HERE](#) TO READ OUR **DIGITAL 2023 LOCAL COUNTRY HEADLINES** REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD

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

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GLOBAL HEADLINES

OCT
2023

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL
POPULATION



we
are
social

8.06
BILLION

URBANISATION

57.2%

UNIQUE MOBILE
PHONE SUBSCRIBERS



Meltwater

5.60
BILLION

vs. POPULATION

69.4%

INDIVIDUALS USING
THE INTERNET



KEPIOS

5.30
BILLION

vs. POPULATION

65.7%

SOCIAL MEDIA
USER IDENTITIES



4.95
BILLION

vs. POPULATION

61.4%

SOURCES: UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; NIELSEN; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR FULL DETAILS.

OCT
2023

DIGITAL GROWTH

CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME



TOTAL
POPULATION



+0.9%

YEAR-ON-YEAR CHANGE

+72 MILLION

UNIQUE MOBILE
PHONE SUBSCRIBERS



+2.7%

YEAR-ON-YEAR CHANGE

+145 MILLION

INDIVIDUALS USING
THE INTERNET



+3.7%

YEAR-ON-YEAR CHANGE

+189 MILLION

SOCIAL MEDIA
USER IDENTITIES



+4.5%

YEAR-ON-YEAR CHANGE

+215 MILLION

SOURCES: UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; NIELSEN; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR FULL DETAILS.



OCT
2023

DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

ANY KIND OF
MOBILE PHONE



GWI.

97.6%

YEAR-ON-YEAR CHANGE
+1.6% (+150 BPS)

SMART
PHONE



we
are
social

97.4%

YEAR-ON-YEAR CHANGE
+1.7% (+160 BPS)

FEATURE
PHONE



GWI.

7.3%

YEAR-ON-YEAR CHANGE
-5.2% (-40 BPS)

LAPTOP OR
DESKTOP COMPUTER



58.6%

YEAR-ON-YEAR CHANGE
-0.7% (-40 BPS)

TABLET
DEVICE



32.1%

YEAR-ON-YEAR CHANGE
-5.6% (-190 BPS)

GAMES
CONSOLE



Meltwater

19.3%

YEAR-ON-YEAR CHANGE
-4.9% (-100 BPS)

SMART WATCH OR
SMART WRISTBAND



GWI.

30.1%

YEAR-ON-YEAR CHANGE
+4.9% (+140 BPS)

TV STREAMING
DEVICE



KEPIOS

16.3%

YEAR-ON-YEAR CHANGE
+2.5% (+40 BPS)

SMART HOME
DEVICE



GWI.

16.7%

YEAR-ON-YEAR CHANGE
+9.9% (+150 BPS)

VIRTUAL REALITY
DEVICE



4.7%

YEAR-ON-YEAR CHANGE
-13.0% (-70 BPS)

SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. **COMPARABILITY:** STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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OCT
2023

DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

TIME SPENT USING
THE INTERNET



6H 41M

YEAR-ON-YEAR CHANGE
+0.9% (+4 MINS)

GWI.

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



3H 12M

YEAR-ON-YEAR CHANGE
-6.1% (-13 MINS)

Meltwater

TIME SPENT USING
SOCIAL MEDIA



2H 24M

YEAR-ON-YEAR CHANGE
-2.5% (-4 MINS)

GWI.

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



1H 46M

YEAR-ON-YEAR CHANGE
-17.4% (-22 MINS)

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



1H 27M

YEAR-ON-YEAR CHANGE
-9.6% (-9 MINS)

we
are
social

TIME SPENT LISTENING
TO BROADCAST RADIO



0H 52M

YEAR-ON-YEAR CHANGE
-14.7% (-9 MINS)

GWI.

TIME SPENT LISTENING
TO PODCASTS



0H 51M

YEAR-ON-YEAR CHANGE
-16.6% (-10 MINS)

KEPIOS

TIME SPENT USING
A GAMES CONSOLE



1H 03M

YEAR-ON-YEAR CHANGE
-13.5% (-10 MINS)

SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY. TELEVISION INCLUDES BOTH LINEAR (BROADCAST AND CABLE) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. **COMPARABILITY:** GWI HAS INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS, SO DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

we
are
social

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How Marketers Can Utilize Insights-Driven Marketing

Strategies informed by data give you a competitive edge — no matter what your organizational function is. Meltwater's [Insight-Driven Marketing Guide](#) explores ways your team can transform data into actionable insights.

Unified Campaign Reporting



Building a unified view of your organization's campaigns allows you to identify what's working and what's not working more quickly. This empowers you to make informed decisions.

Identifying & Analyzing Audiences



Segmenting online groups by the behaviors, attitudes, and interests that unite them offers you a deeper understanding of your audiences that goes beyond conventional demographics.

Trend Spotting

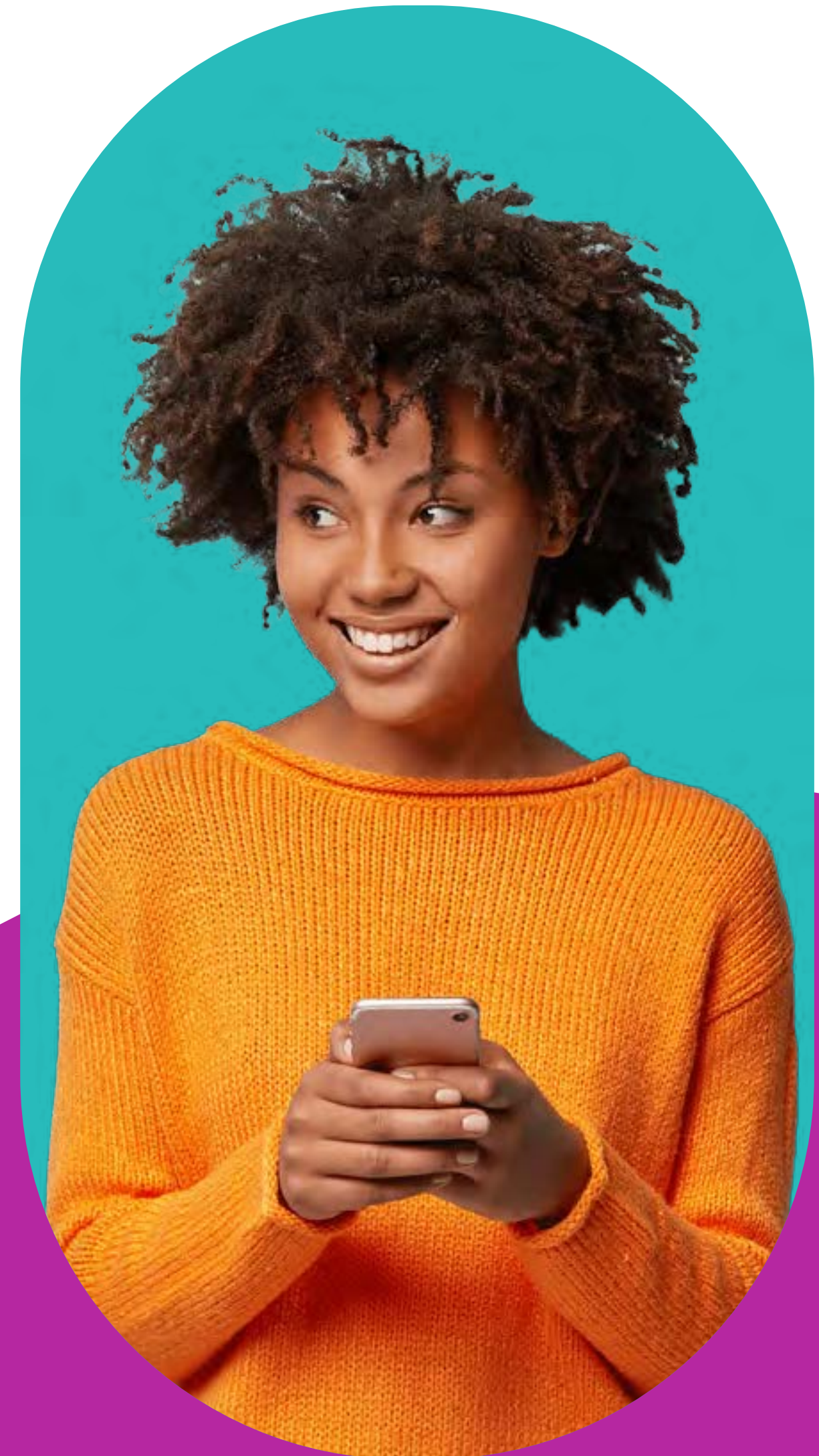


Tapping into new trends requires conducting **advanced social listening**. With AI-powered data analytics you can identify soon-to-be hot trends, from possible new products to marketing campaigns.

Managing Brand Reputation



The reputation of your brand is everything. Leveraging data to learn how consumers experience your brand gives you the information you need to make your brand one that people love.



FUTURE GAZING OUTLOOK FROM WE ARE SOCIAL'S INNOVATION ARM, .XYZ

EXPLORE .XYZ:
<https://wearesocial.xyz/>



THE FUTURE IS HERE, AND IT IS NOT WHAT IT USED TO BE.

TECH ETHICS

**The future of tech will be co-created mindfully.
 Is your brand positioned to lead?**

Past tech advancements prioritised speed of adoption over ethics, giving rise to an attention economy with detrimental impacts on [societal cohesion](#). [210M](#) people globally suffer from internet addiction. This is a stark reminder that neglecting human-centric design has harmful repercussions.

As we enter a new era of tech defined by AI, ethical implications are now an [integral part](#) of innovation, not an afterthought.

Brands need to embrace a more conscious approach to innovation. At .XYZ, we work with brands and stakeholders, including end users, to define and implement guardrails, creating a framework that safeguards the ethos of the technology but also long-term societal considerations.

METAVVERSE. THE 2ND ACT

Metaverse 2.0 will bring realism and accessibility to the next level.

The Metaverse is not merely a technological advancement but a sociological [paradigm shift](#). This renewal will hinge on the seamless fusion of Artificial Intelligence, Emotional Intelligence and Spatial Tech advancements. No longer a distant virtual world but an immersive experience grounded in relatable everyday needs and contexts, and it will redefine how we connect and interact in virtual realms. Projected to reach 1.48M devices in its second year, [Apple VisionPro](#)'s role isn't just in [building](#) the metaverse; it's about creating a technology that brings it to the masses.

Brands need to work with partners who can craft future strategies aligned with this shift to stretch their story to new frontiers. Building meaningful connections with influential and affluent early adopters is key.

SYNTHETIC FUTURES

The formula to cultivate trust and engagement must be earned through new forms of creativity in this new era.

Deep fakes and CGI can flawlessly replicate human likeness. As technology advances, the line between reality and fabrication continues to blur. We see the gradual convergence of the virtual and physical world across industries; from [retail](#) to [film](#) and [gaming](#). Today, anyone equipped with the right tools has the power to create, innovate, and transcend limits through synthetic creation.

The synthetic age urges us to rethink identity, creativity, ethics, and more. It's an invitation to explore unknown territories and to craft new narratives, understanding that authenticity may take on new forms.

At .XYZ, we help brands adapt to this new world order where 'reality' becomes more fluid to foster new trust and engagement rituals with consumers. Is your brand ready?





INTERNET

OCT
2023

OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



INDIVIDUALS
USING THE
INTERNET



5.30
BILLION



INDIVIDUALS USING THE
INTERNET AS A PERCENTAGE
OF TOTAL POPULATION



65.7%
YOY: +2.8% (+177 BPS)



YEAR-ON-YEAR CHANGE IN
THE NUMBER OF INDIVIDUALS
USING THE INTERNET



+3.7%
+189 MILLION



PERCENTAGE OF THE
TOTAL FEMALE POPULATION
THAT USES THE INTERNET



62.8%



PERCENTAGE OF THE
TOTAL MALE POPULATION
THAT USES THE INTERNET



68.6%

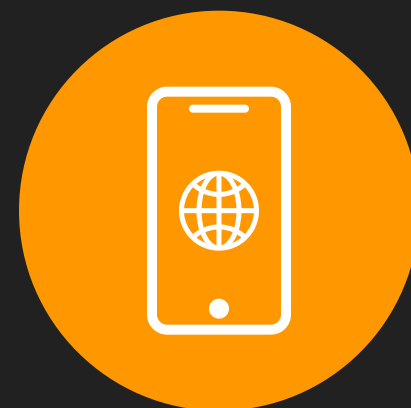
AVERAGE DAILY TIME
SPENT USING THE INTERNET
BY EACH INTERNET USER



6H 41M
YOY: +0.9% (+4 MINS)



PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA MOBILE PHONES



95.8%
YOY: +3.8% (+350 BPS)



PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA LAPTOPS AND DESKTOPS



62.9%
YOY: -4.7% (-310 BPS)



PERCENTAGE OF THE
TOTAL URBAN POPULATION
THAT USES THE INTERNET



79.9%



PERCENTAGE OF THE
TOTAL RURAL POPULATION
THAT USES THE INTERNET



46.7%

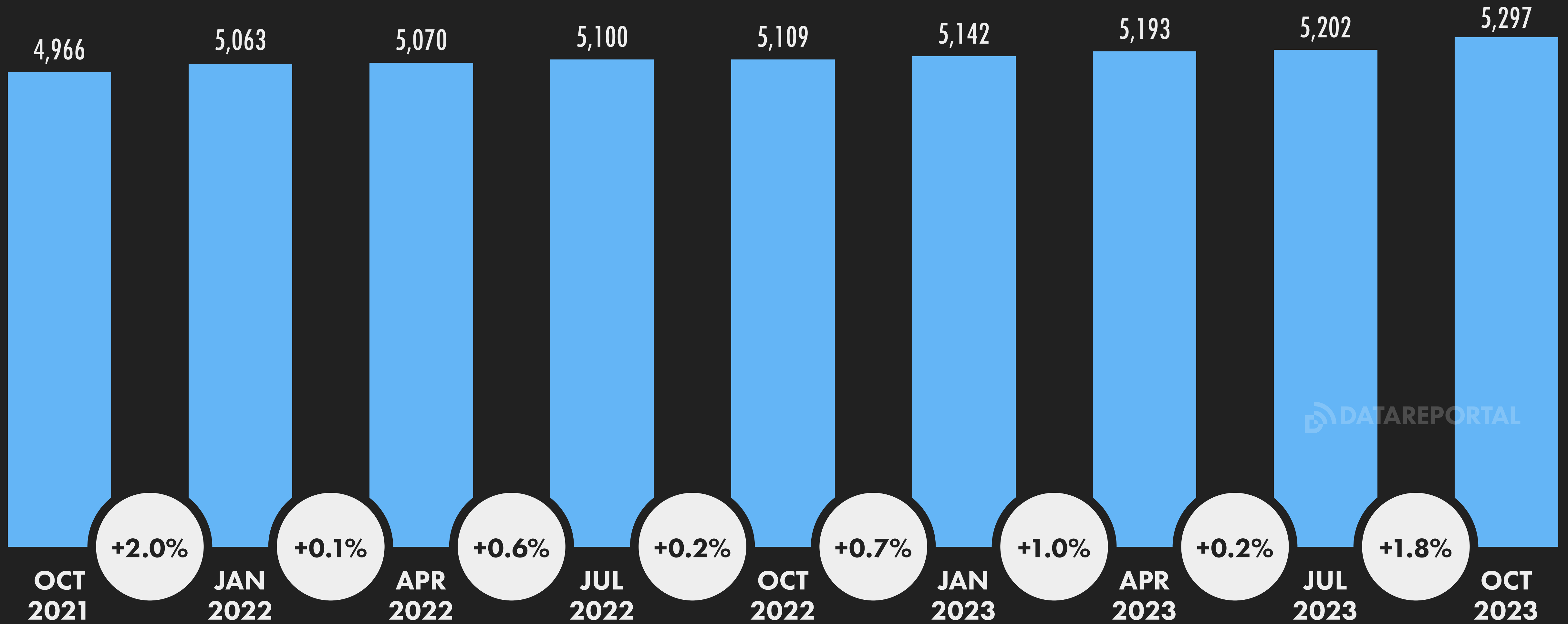
SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; NIELSEN; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM GWI (Q2 2023). SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. **NOTES:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". PERCENTAGE CHANGE FIGURES IN THE BOTTOM ROWS OF DATA SHOW RELATIVE YEAR-ON-YEAR CHANGE. "BPS" FIGURES REPRESENT BASIS POINTS, AND SHOW ABSOLUTE YEAR-ON-YEAR CHANGE. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR DETAILS.



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INTERNET USE OVER TIME (QOQ)

NUMBER OF INDIVIDUALS USING THE INTERNET (IN MILLIONS) AND QUARTER-ON-QUARTER CHANGE



DATA REPORTAL

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; NIELSEN; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTES:** ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. THE TIME REQUIRED TO COLLECT, PROCESS, AND REPORT INTERNET USER RESEARCH DATA MAY MEAN THAT USER FIGURES AND GROWTH TRENDS FOR RECENT PERIODS UNDER-REPRESENT ACTUAL VALUES. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS. **COMPARABILITY:** SOURCE AND BASE CHANGES. FIGURES MAY NOT MATCH OR CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

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PERSPECTIVES ON INTERNET USE

FIGURES FOR INTERNET USE PUBLISHED BY DIFFERENT SOURCES



INDIVIDUALS USING THE
INTERNET: ITU



5.43
BILLION

vs. POPULATION

67.4%

INDIVIDUALS USING THE
INTERNET: WORLD BANK



5.09
BILLION

vs. POPULATION

63.1%

INDIVIDUALS USING THE
INTERNET: CIA WORLD FACTBOOK



5.30
BILLION

vs. POPULATION

65.7%

INDIVIDUALS USING THE
INTERNET: INTERNETWORLDSTATS



5.39
BILLION

vs. POPULATION

66.8%

SOURCES: AS STATED ABOVE EACH ICON. **NOTES:** WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), VALUES SHOWN HERE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, VALUES SHOWN HERE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR "vs. POPULATION". **COMPARABILITY:** POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT USE DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT FEATURED ON THIS SLIDE.



Twilio's leadership in CPaaS exemplifies our pivotal role in driving digital transformation



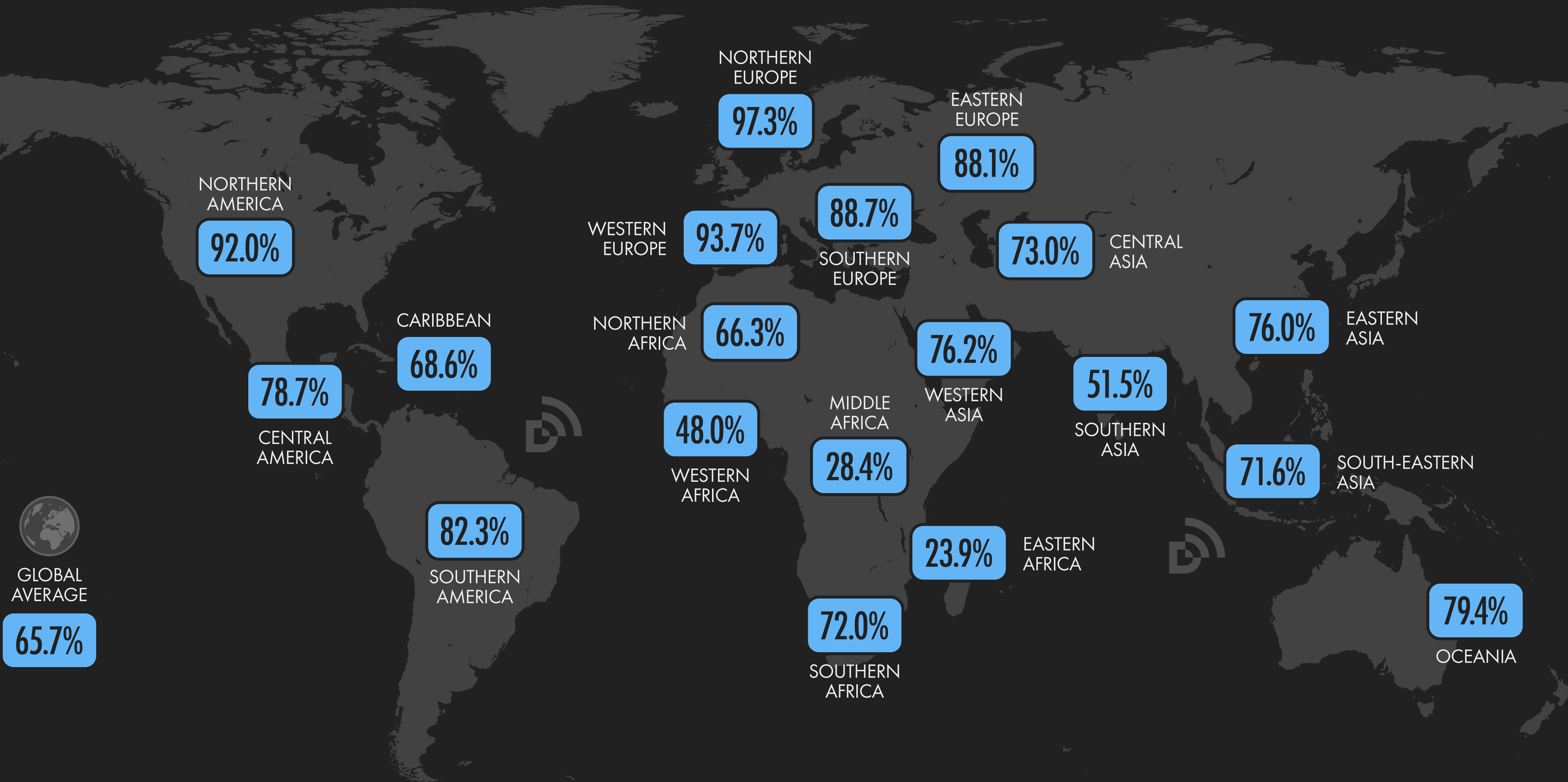
Worldwide Customer Data Platform Market Shares, 2023

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INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION



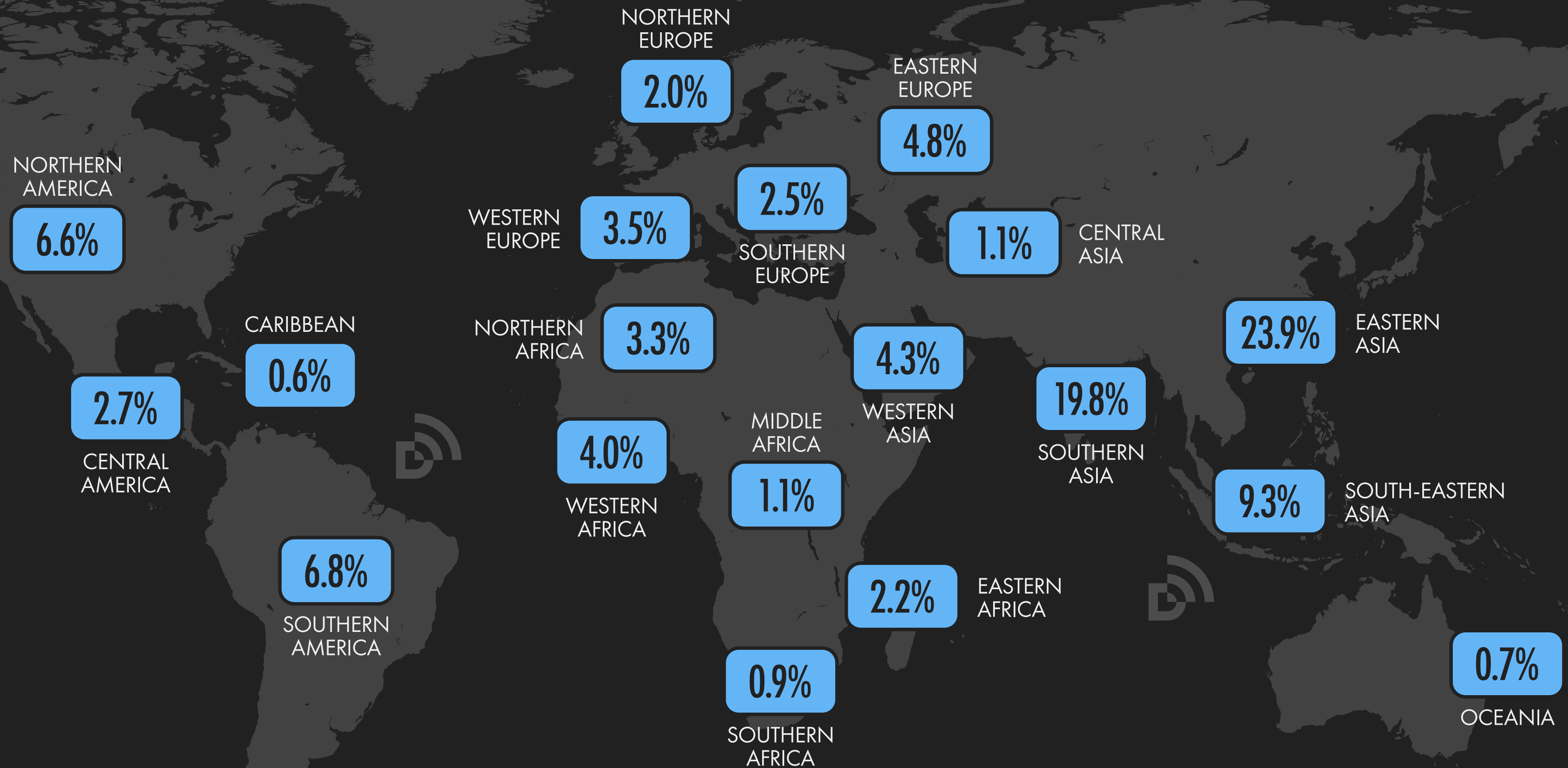
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SHARE OF GLOBAL INTERNET USERS

INDIVIDUALS USING THE INTERNET IN EACH REGION AS A PERCENTAGE OF TOTAL INDIVIDUALS USING THE INTERNET AROUND THE WORLD



GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; NIELSEN; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTES:** FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR DETAILS.

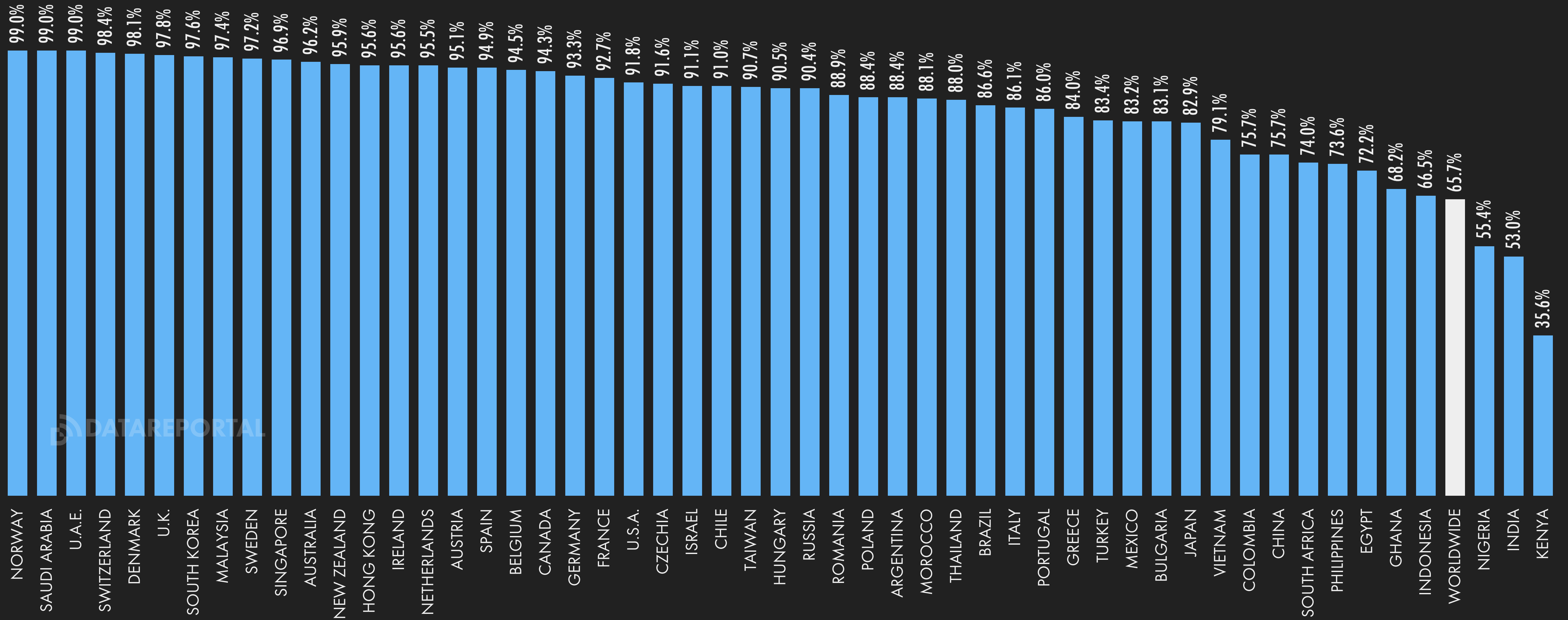
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INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION



GLOBAL OVERVIEW



DATA REPORTAL

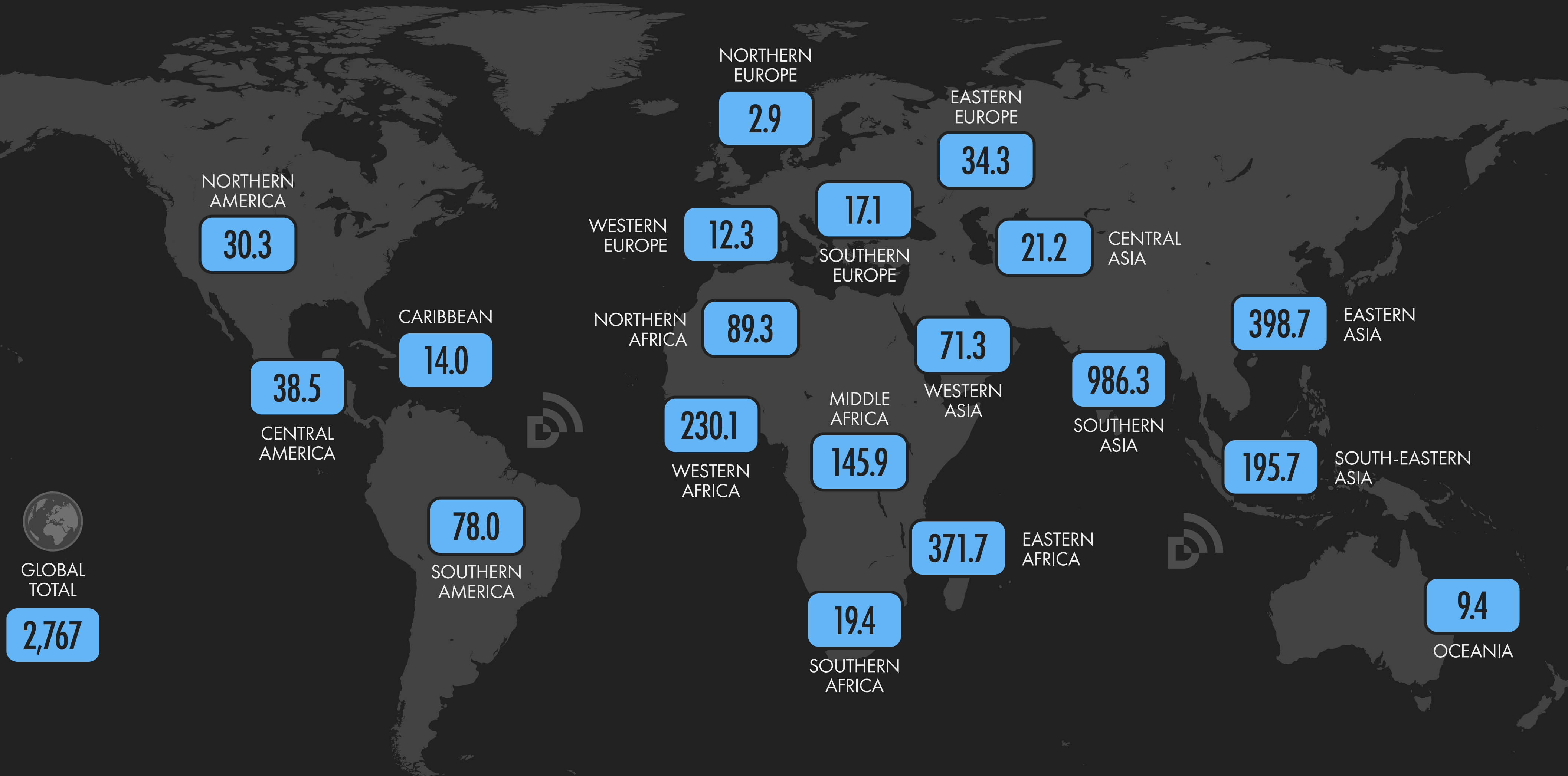
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UNCONNECTED POPULATIONS

NUMBER OF INDIVIDUALS (IN MILLIONS) WHO DO NOT USE THE INTERNET



GLOBAL OVERVIEW



UNCONNECTED POPULATIONS

COUNTRIES AND TERRITORIES WITH THE LARGEST UNCONNECTED POPULATIONS AND THE LOWEST LEVELS OF INTERNET ADOPTION



ABSOLUTE: LARGEST UNCONNECTED POPULATIONS

#	LOCATION	UNCONNECTED INDIVIDUALS	% OF POP. OFFLINE
01	INDIA	672,924,000	47.0%
02	CHINA	347,052,000	24.3%
03	PAKISTAN	131,159,000	54.3%
04	ETHIOPIA	106,060,000	83.3%
05	BANGLADESH	105,913,000	61.1%
06	NIGERIA	100,488,000	44.6%
07	INDONESIA	93,209,000	33.5%
08	DEM. REP. OF THE CONGO	79,479,000	77.1%
09	TANZANIA	46,440,000	68.4%
10	UGANDA	35,900,000	73.4%

RELATIVE: LOWEST LEVELS OF INTERNET ADOPTION

#	LOCATION	% OF POP. OFFLINE	UNCONNECTED INDIVIDUALS
01	NORTH KOREA ¹	>99.9%	>26,183,000
02	SOUTH SUDAN	92.4%	10,293,000
03	SOMALIA	89.5%	16,355,000
04	CENTRAL AFRICAN REPUBLIC	89.4%	5,172,000
05	BURUNDI	89.1%	11,869,000
06	ETHIOPIA	83.3%	106,060,000
07	AFGHANISTAN	81.6%	34,697,000
08	MADAGASCAR	80.3%	24,487,000
09	ZAMBIA	78.8%	16,312,000
10	BURKINA FASO	78.4%	18,348,000

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; NIELSEN; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTES:** FIGURES IN THE "% OF POP. OFFLINE" COLUMN REPRESENT THE PERCENTAGE OF THE POPULATION THAT DOES NOT YET USE THE INTERNET. ABSOLUTE VALUES HAVE BEEN ROUNDED TO THE NEAREST THOUSAND. (1) THE INTERNET (AT LEAST AS THE REST OF THE WORLD KNOWS IT) REMAINS BLOCKED FOR EVERYDAY CITIZENS IN NORTH KOREA. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR DETAILS.

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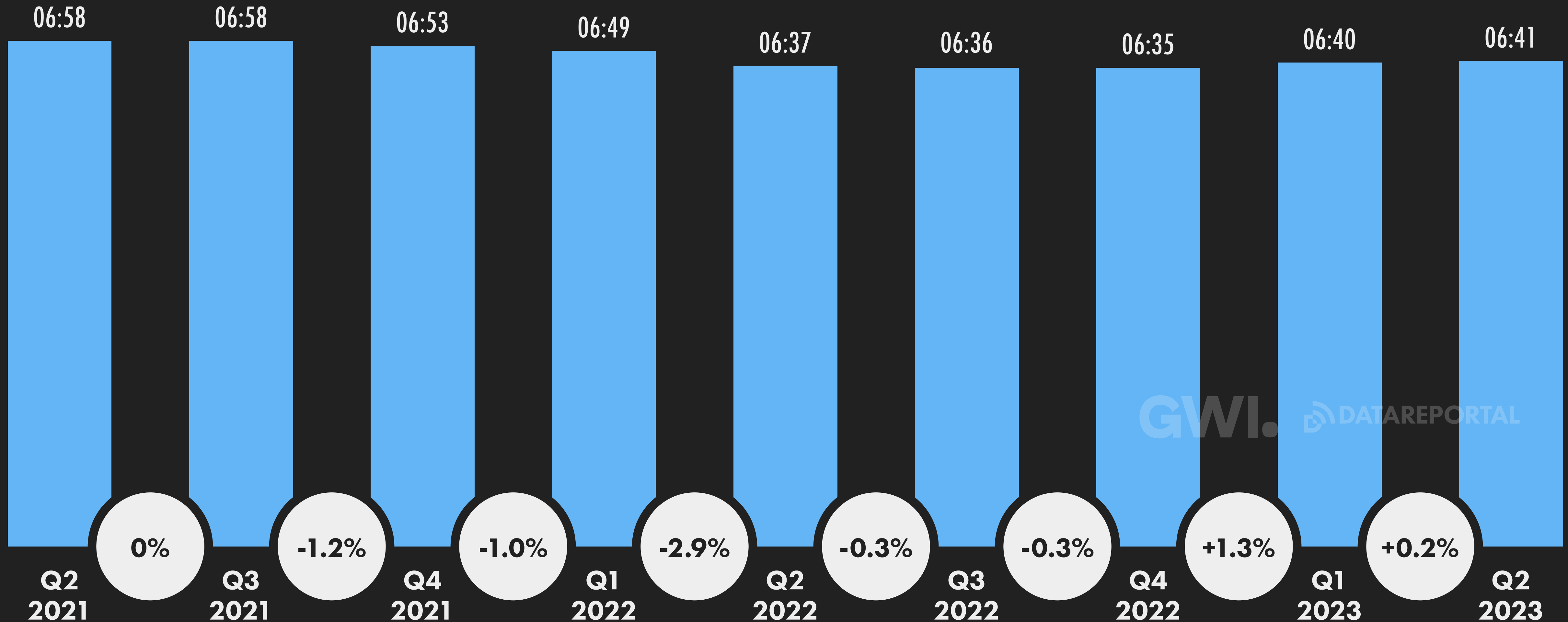
DAILY TIME SPENT USING THE INTERNET (QOQ)

THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



GWI. DATAREPORTAL

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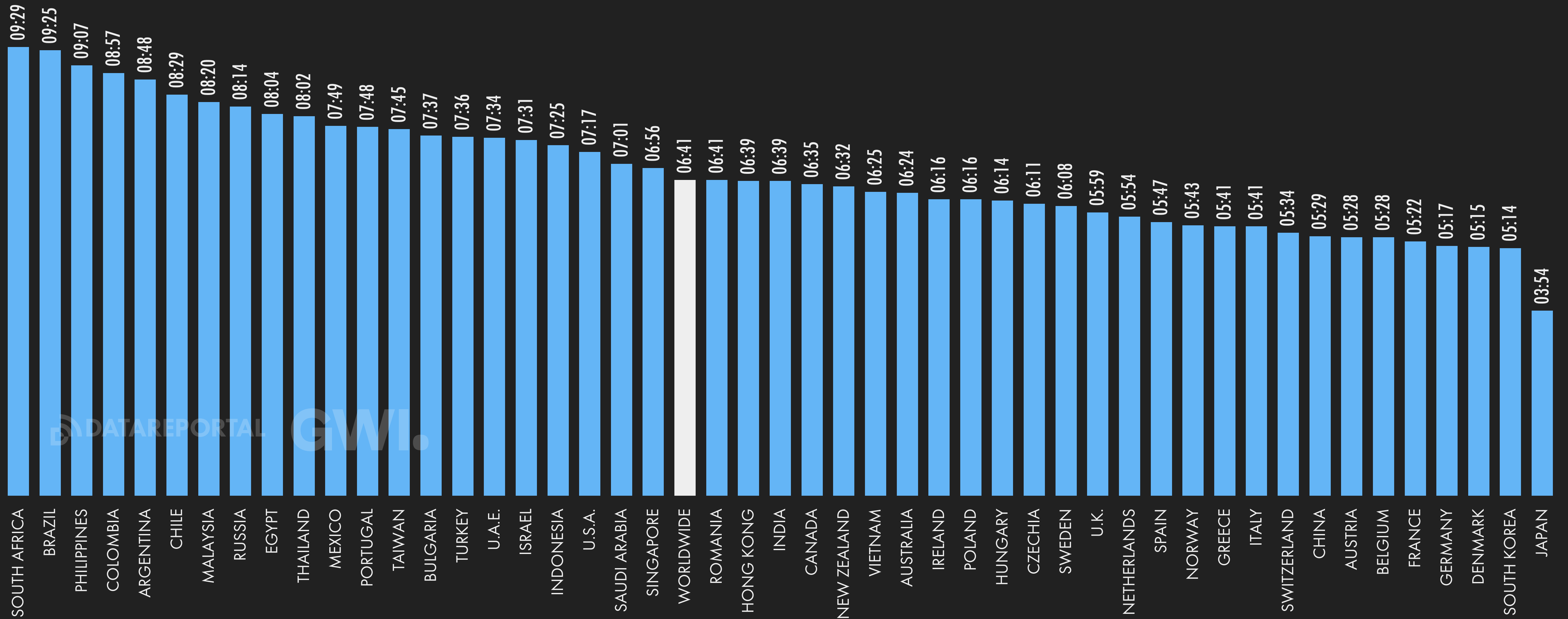
DAILY TIME SPENT USING THE INTERNET

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY ON ANY DEVICE

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GLOBAL OVERVIEW



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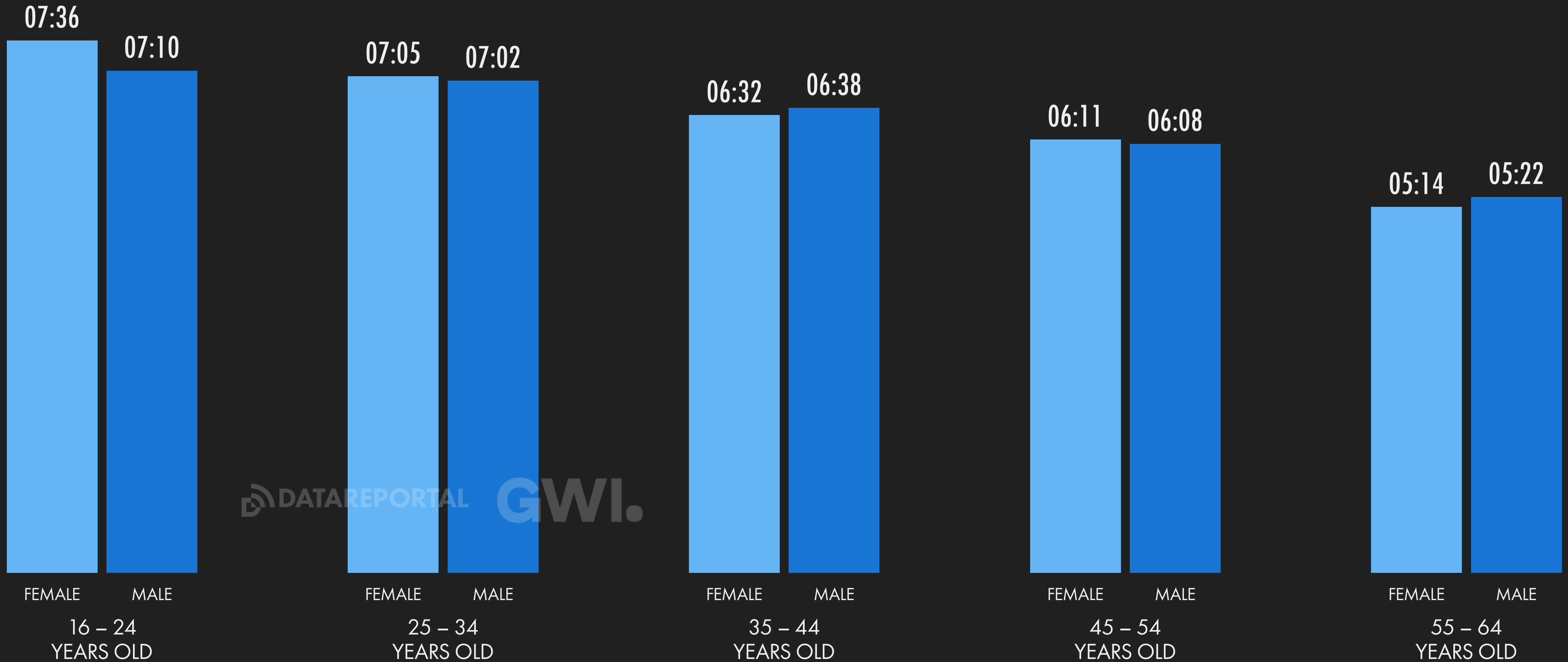
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GLOBAL OVERVIEW



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DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

MOBILE
PHONE (ANY)



GWI.

95.8%

YEAR-ON-YEAR CHANGE
+3.8% (+350 BPS)

LAPTOP OR
DESKTOP (ANY)



Meltwater

62.9%

YEAR-ON-YEAR CHANGE
-4.7% (-310 BPS)

SMART
PHONE



GWI.

93.4%

YEAR-ON-YEAR CHANGE
+2.6% (+240 BPS)

FEATURE
PHONE



KEPIOS

4.9%

YEAR-ON-YEAR CHANGE
+2.1% (+10 BPS)

TABLET
DEVICE



27.6%

YEAR-ON-YEAR CHANGE
+0.7% (+20 BPS)

PERSONAL LAPTOP
OR DESKTOP



we
are
social

54.5%

YEAR-ON-YEAR CHANGE
-8.6% (-510 BPS)

WORK LAPTOP
OR DESKTOP



GWI.

29.2%

YEAR-ON-YEAR CHANGE
+3.9% (+110 BPS)

CONNECTED
TELEVISION



GWI.

31.3%

YEAR-ON-YEAR CHANGE
+0.6% (+20 BPS)

SMART HOME
DEVICE



GWI.

17.7%

YEAR-ON-YEAR CHANGE
+22.9% (+330 BPS)

GAMES
CONSOLE



11.7%

YEAR-ON-YEAR CHANGE
-7.1% (-90 BPS)

SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** "MOBILE PHONE (ANY)" INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR A FEATURE PHONE. "LAPTOP OR DESKTOP (ANY)" INCLUDES USERS WHO ACCESS VIA THEIR OWN COMPUTER OR A COMPUTER PROVIDED BY THEIR EMPLOYER. PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGE. "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE. **COMPARABILITY:** CHANGES TO GWI'S SURVEY METHODOLOGY IN Q4 2022 MEAN THAT DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

we
are
social

Meltwater

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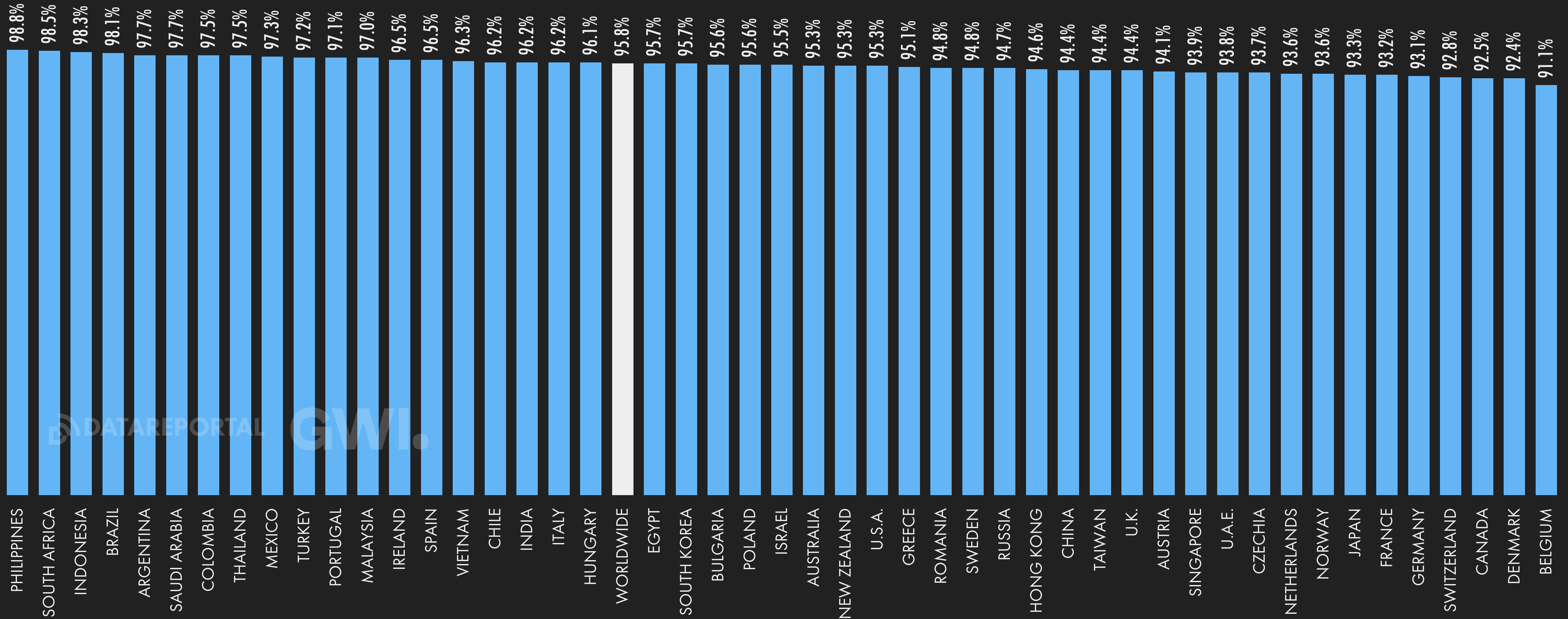
USING MOBILE PHONES TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE A SMARTPHONE OR A FEATURE PHONE TO ACCESS THE INTERNET

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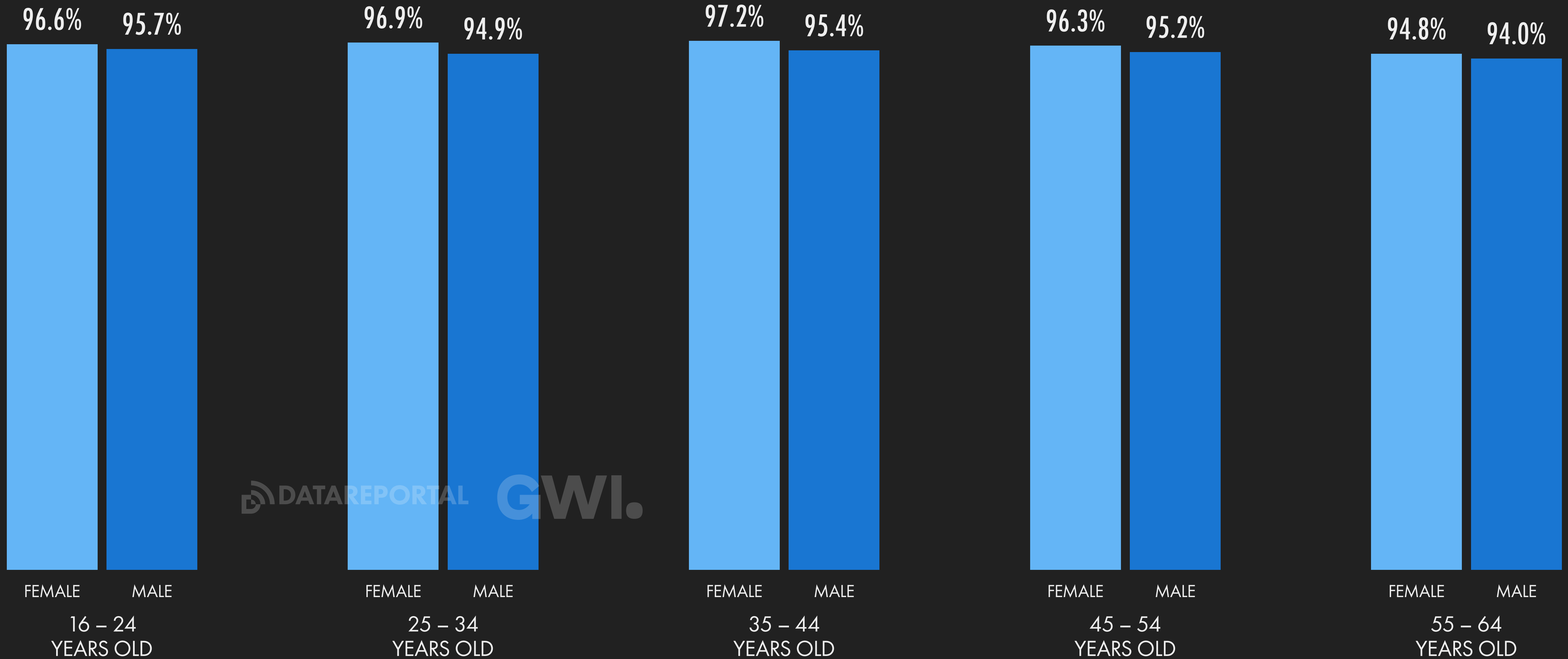
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GLOBAL OVERVIEW



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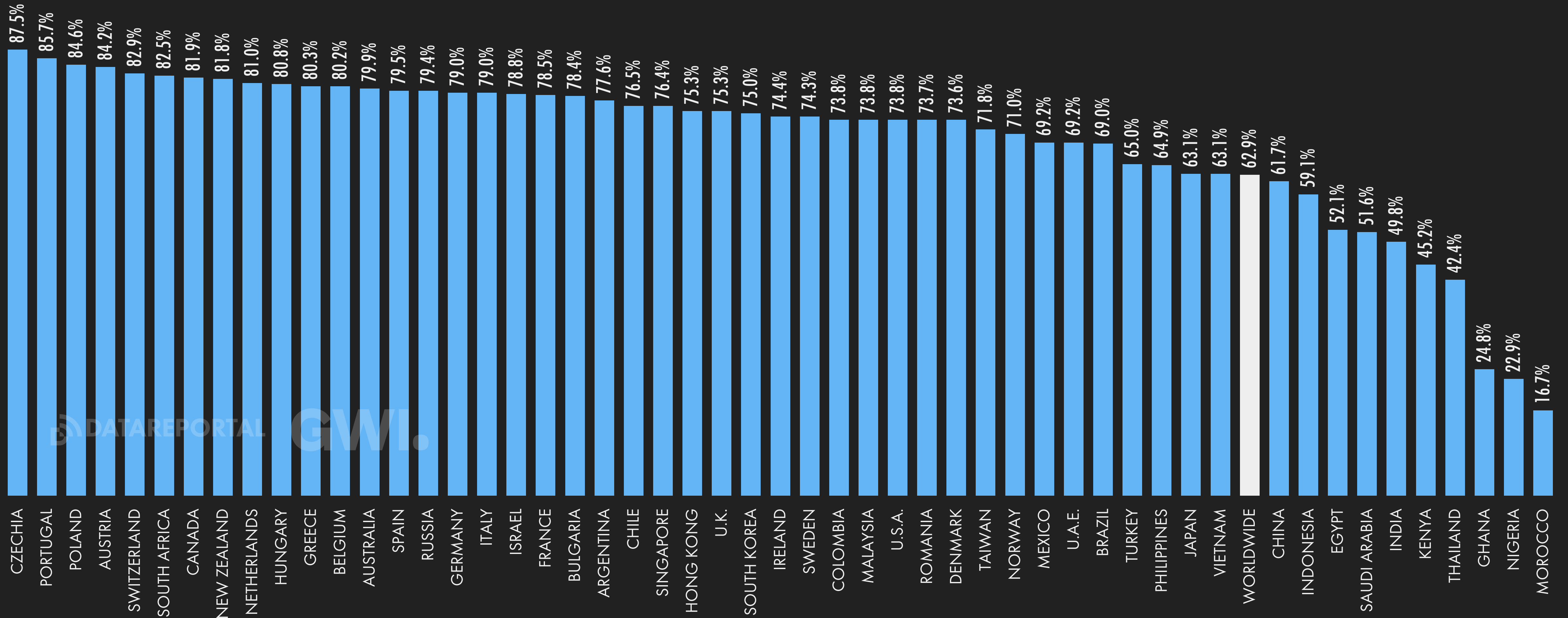
USING COMPUTERS TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE A LAPTOP OR A DESKTOP COMPUTER TO ACCESS THE INTERNET

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GLOBAL OVERVIEW



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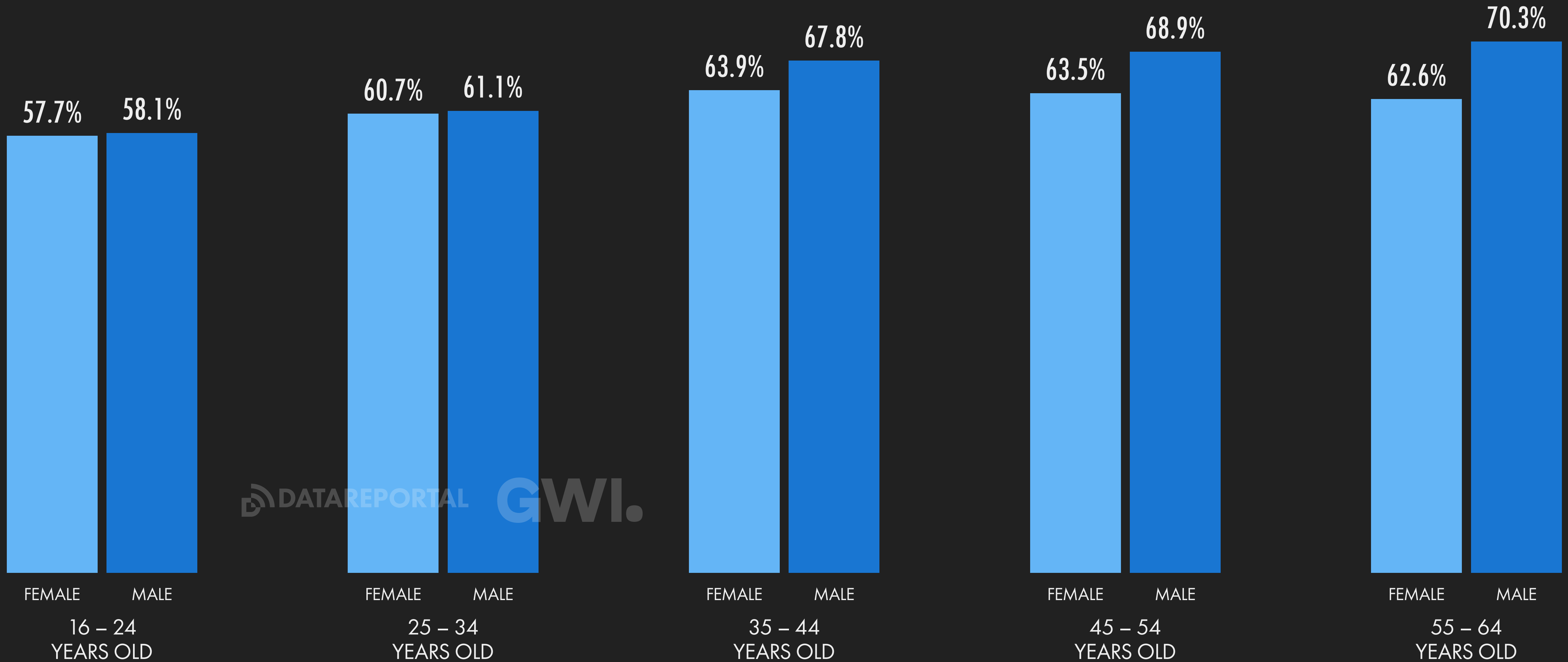
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GLOBAL OVERVIEW



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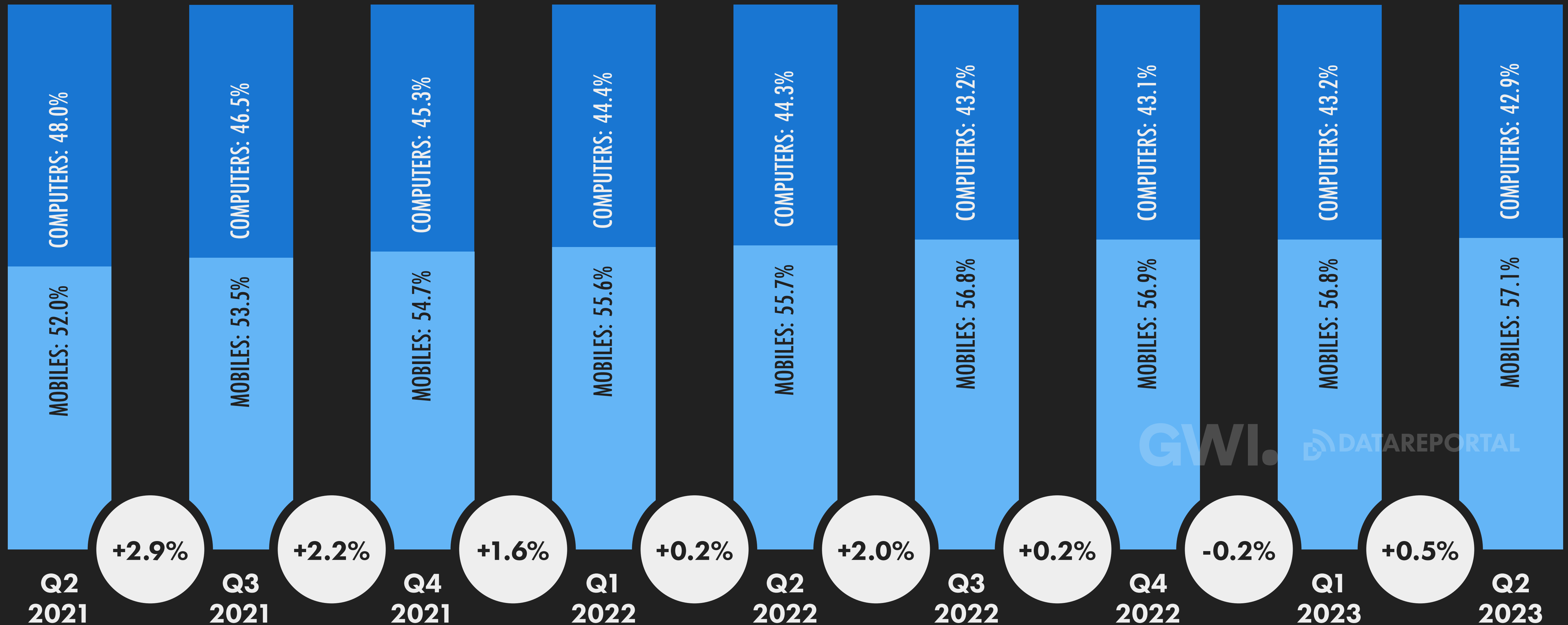
SHARE OF DAILY INTERNET TIME BY DEVICE (QOQ)

DAILY TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET ON EACH DEVICE AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME

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GLOBAL OVERVIEW



SOURCE: GWI (Q2 2021 TO Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. NOTES: "MOBILES" INCLUDES SMARTPHONES AND FEATURE PHONES. "COMPUTERS" INCLUDES LAPTOPS, DESKTOPS, AND TABLET DEVICES. PERCENTAGES IN THE WHITE CIRCLES SHOW THE RELATIVE CHANGE IN MOBILE'S SHARE OF TOTAL INTERNET TIME vs. THE PREVIOUS PERIOD. COMPARABILITY: STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY. AS A RESULT, DATA FOR Q4 2022 AND ANY SUBSEQUENT PERIODS MAY NOT BE DIRECTLY COMPARABLE WITH DATA POINTS FOR PRIOR PERIODS.

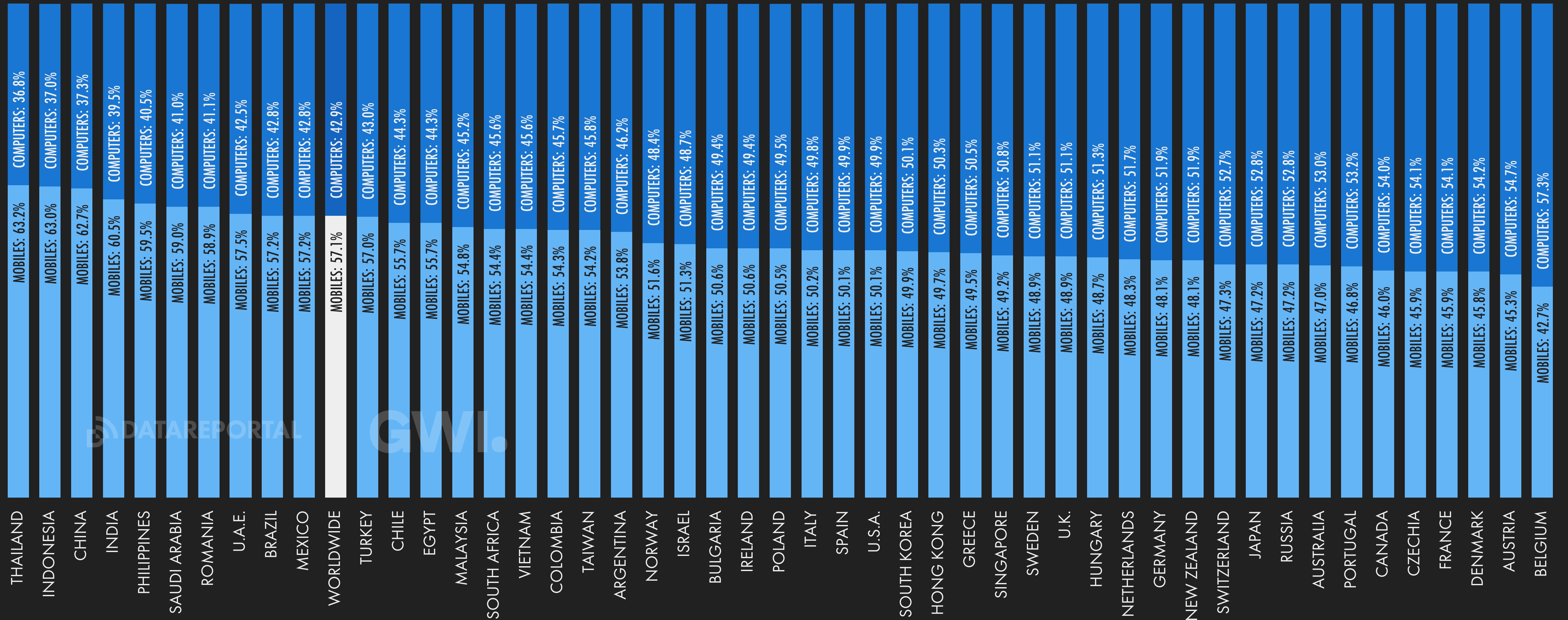
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GLOBAL OVERVIEW



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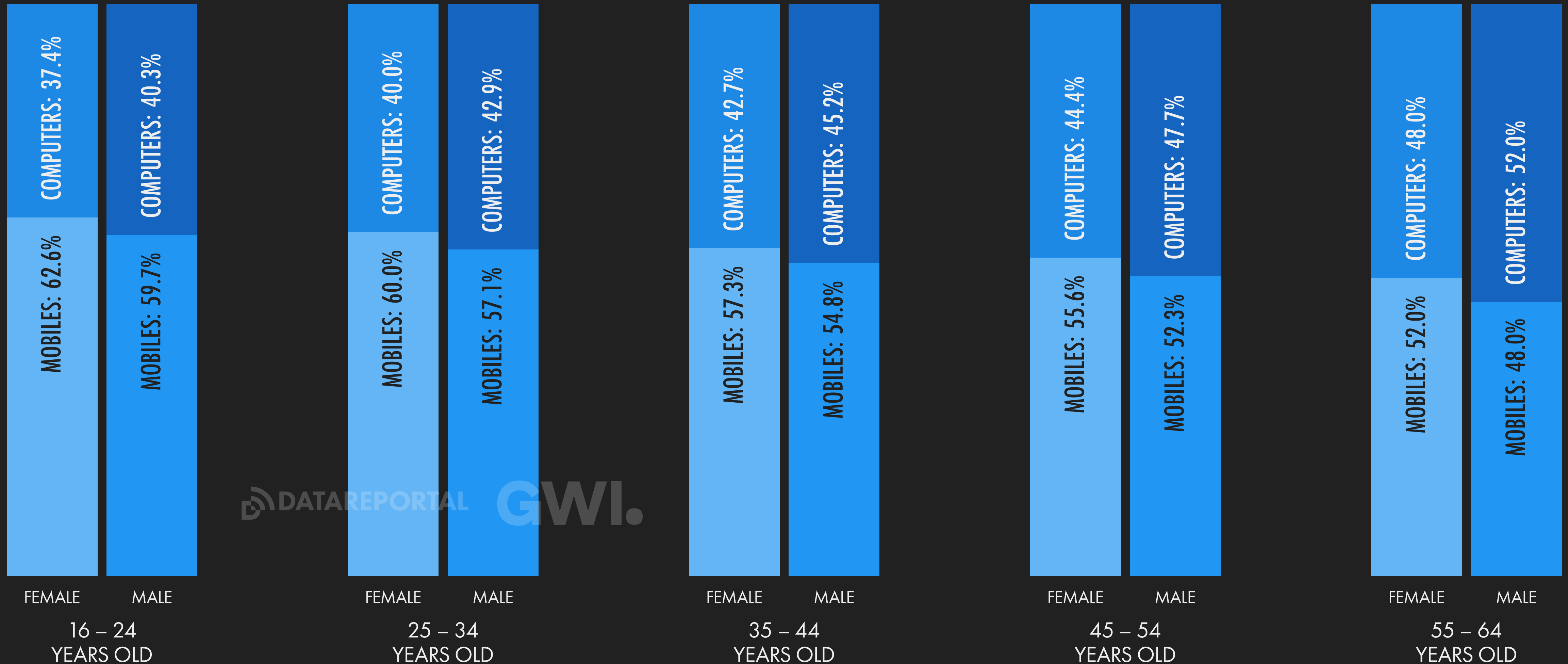
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INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS



MEDIAN SPEED OF
MOBILE INTERNET
CONNECTIONS



we
are
social

DOWNLOAD (MBPS)

43.20

UPLOAD (MBPS)

10.23

LATENCY (MS)

28

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



OOKLA

DOWNLOAD

+40.3%

UPLOAD

+18.7%

LATENCY

-3.4%

MEDIAN SPEED OF
FIXED INTERNET
CONNECTIONS



Meltwater

DOWNLOAD (MBPS)

82.77

UPLOAD (MBPS)

37.53

LATENCY (MS)

9

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



DOWNLOAD

+19.7%

UPLOAD

+29.0%

LATENCY

-10.0%

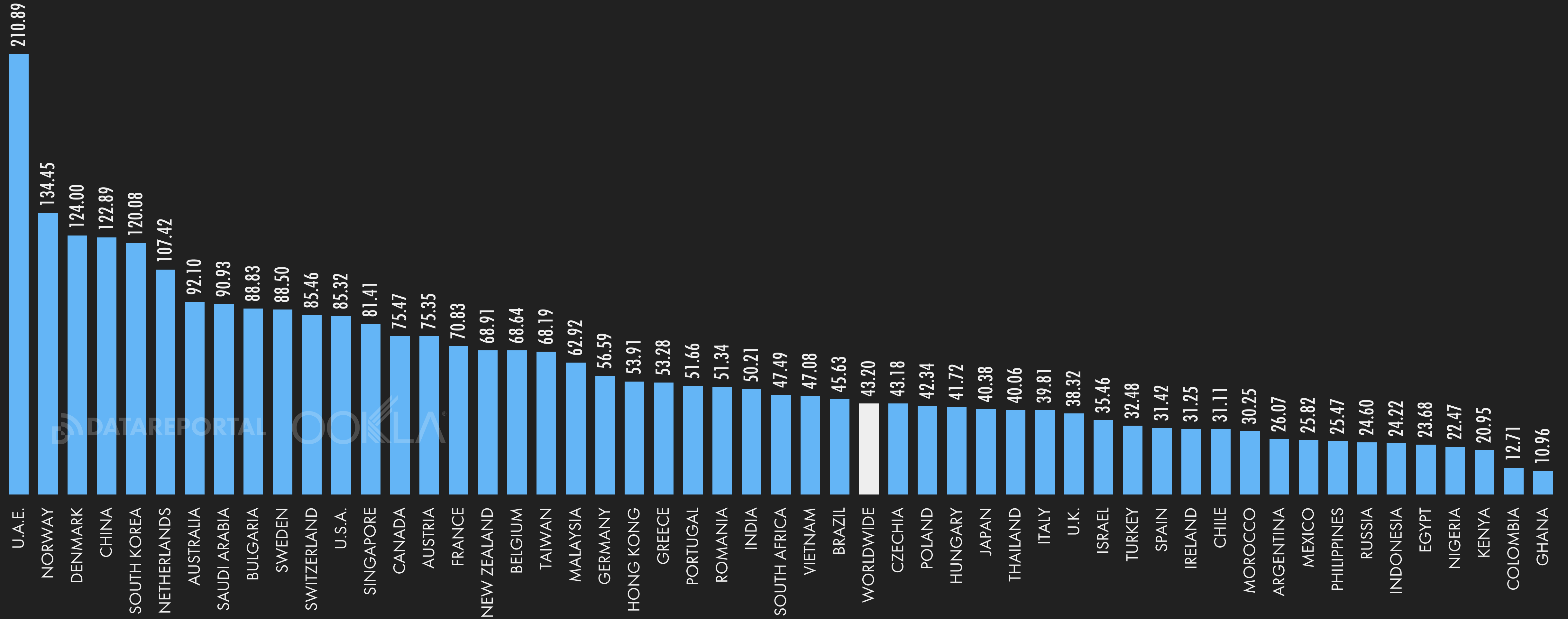
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MOBILE INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS (IN MBPS)



GLOBAL OVERVIEW



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MOBILE INTERNET CONNECTION SPEEDS

COUNTRIES AND TERRITORIES WITH THE FASTEST AND SLOWEST **MEDIAN** INTERNET DOWNLOAD SPEEDS VIA **MOBILE CONNECTIONS**



FASTEST MEDIAN MOBILE INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
01	UNITED ARAB EMIRATES	210.89	+84.6%	22.62	19
02	QATAR	192.71	+68.6%	20.19	20
03	KUWAIT	153.86	+62.2%	20.35	18
04	NORWAY	134.45	+9.5%	18.04	26
05	DENMARK	124.00	+19.8%	18.34	19
06	CHINA	122.89	+32.8%	24.58	29
07	SOUTH KOREA	120.08	+7.0%	13.88	28
08	MACAU	112.33	+105.1%	28.93	15
09	NETHERLANDS	107.42	+5.3%	14.90	23
10	BRUNEI	100.63	+26.6%	35.49	16

SLOWEST MEDIAN MOBILE INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
144	CUBA	4.34	+4.6%	6.76	131
143	AFGHANISTAN	5.04	-5.6%	2.23	31
142	SUDAN	5.57	-46.2%	3.74	50
141	YEMEN	7.31	-11.3%	6.46	25
140	VENEZUELA	9.51	+77.1%	4.77	32
139	BOLIVIA	9.52	-17.0%	8.85	28
138	TAJIKISTAN	9.61	+23.4%	5.71	27
137	HAITI	10.00	-15.0%	8.12	23
136	GHANA	10.96	+38.2%	11.60	29
135	SYRIA	11.26	+1.4%	5.81	28



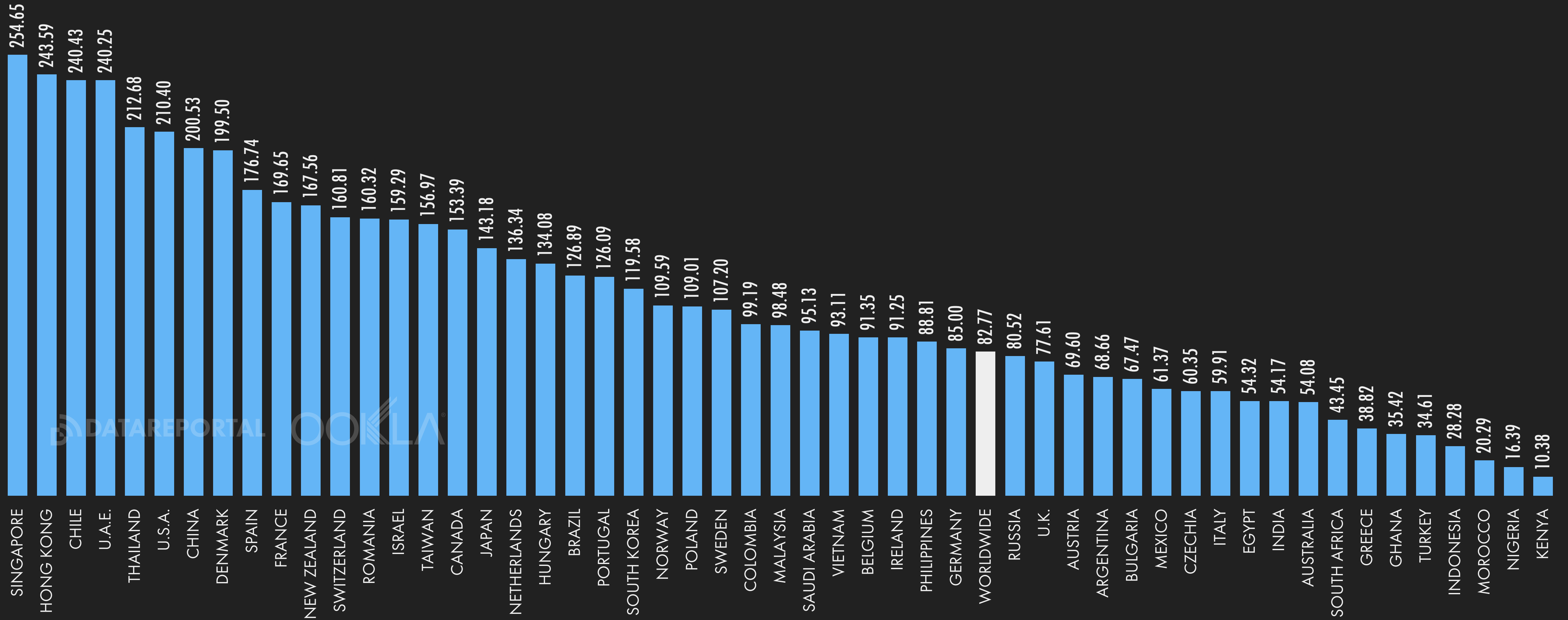
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FIXED INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS (IN MBPS)



GLOBAL OVERVIEW



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FIXED INTERNET CONNECTION SPEEDS

COUNTRIES AND TERRITORIES WITH THE FASTEST AND SLOWEST **MEDIAN** INTERNET DOWNLOAD SPEEDS VIA **FIXED CONNECTIONS**



FASTEST MEDIAN FIXED INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
01	SINGAPORE	254.65	+16.3%	202.08	4
02	HONG KONG	243.59	+35.6%	169.19	4
03	CHILE	240.43	+13.7%	158.82	6
04	UNITED ARAB EMIRATES	240.25	+88.9%	105.17	5
05	THAILAND	212.68	+12.7%	182.84	5
06	UNITED STATES OF AMERICA	210.40	+25.7%	23.58	13
07	CHINA	200.53	+12.2%	37.99	16
08	DENMARK	199.50	+27.8%	108.22	7
09	SPAIN	176.74	+34.4%	128.76	13
10	FRANCE	169.65	+61.2%	121.55	11

SLOWEST MEDIAN FIXED INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
181	CUBA	1.95	+1.6%	0.83	115
180	AFGHANISTAN	2.84	+49.5%	2.02	30
179	SYRIA	4.32	+41.2%	10.18	17
178	TIMOR-LESTE	4.38	-9.3%	5.51	11
177	TURKMENISTAN	4.69	+115.1%	0.84	90
176	NIGER	5.23	+23.6%	3.76	22
175	YEMEN	5.28	+94.1%	1.04	33
174	BURUNDI	5.43	+7.1%	5.32	20
173	ETHIOPIA	5.88	+44.8%	5.80	10
172	LIBERIA	6.35	-20.4%	5.26	22

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COMPARING MOBILE AND FIXED INTERNET SPEEDS

COUNTRIES AND TERRITORIES WITH THE GREATEST DIFFERENCES BETWEEN MEDIAN DOWNLOAD SPEEDS FOR MOBILE AND FIXED CONNECTIONS



GLOBAL OVERVIEW

LOCATIONS WITH BIGGEST GAPS IN FAVOUR OF MOBILE CONNECTION SPEEDS

#	LOCATION	MOBILE ↓ DL SPEED	FIXED ↓ DL SPEED	RATIO
01	MALDIVES	73.77 MBPS	12.78 MBPS	5.8 : 1
02	BOTSWANA	43.82 MBPS	8.26 MBPS	5.3 : 1
03	UGANDA	58.79 MBPS	11.69 MBPS	5.0 : 1
04	LEBANON	28.06 MBPS	7.58 MBPS	3.7 : 1
05	TUNISIA	23.54 MBPS	8.53 MBPS	2.8 : 1
06	ZIMBABWE	24.11 MBPS	8.98 MBPS	2.7 : 1
07	IRAN	31.33 MBPS	11.92 MBPS	2.6 : 1
08	SYRIA	11.26 MBPS	4.32 MBPS	2.6 : 1
09	ETHIOPIA	14.71 MBPS	5.88 MBPS	2.5 : 1
10	CUBA	4.34 MBPS	1.95 MBPS	2.2 : 1

LOCATIONS WITH BIGGEST GAPS IN FAVOUR OF FIXED CONNECTION SPEEDS

#	LOCATION	FIXED ↓ DL SPEED	MOBILE ↓ DL SPEED	RATIO
01	PANAMA	147.32 MBPS	16.17 MBPS	9.1 : 1
02	COLOMBIA	99.19 MBPS	12.71 MBPS	7.8 : 1
03	CHILE	240.43 MBPS	31.11 MBPS	7.7 : 1
04	SPAIN	176.74 MBPS	31.42 MBPS	5.6 : 1
05	THAILAND	212.68 MBPS	40.06 MBPS	5.3 : 1
06	PERU	89.34 MBPS	17.51 MBPS	5.1 : 1
07	NEPAL	60.25 MBPS	12.14 MBPS	5.0 : 1
08	JORDAN	96.98 MBPS	20.89 MBPS	4.6 : 1
09	BELARUS	51.76 MBPS	11.37 MBPS	4.6 : 1
10	HONG KONG	243.59 MBPS	53.91 MBPS	4.5 : 1



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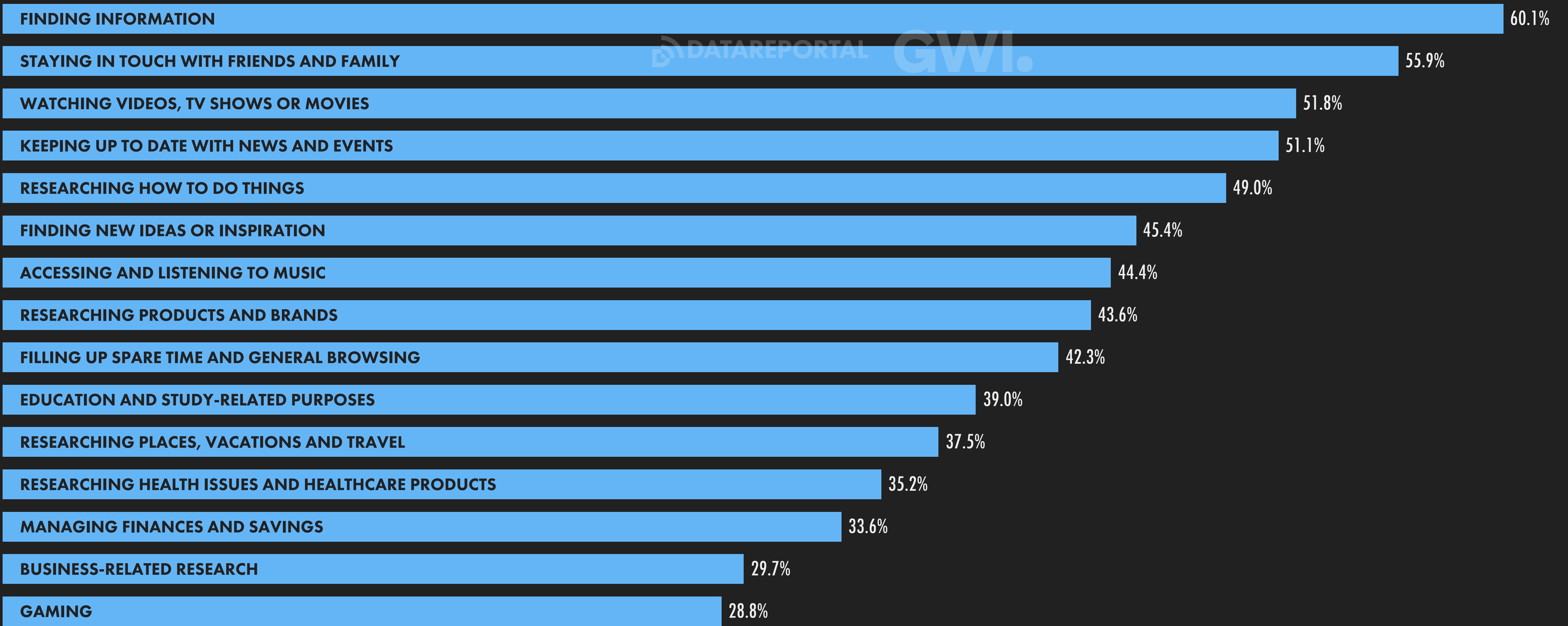
MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS IN EACH AGE GROUP USE THE INTERNET

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

16 TO 24 YEARS OLD

FIND INFORMATION	59.5%
CONTACT FRIENDS & FAMILY	58.4%
WATCH VIDEOS & SHOWS	56.9%
LISTEN TO MUSIC	53.8%
EDUCATION & STUDY	52.5%
LEARN HOW TO DO THINGS	50.3%
FIND NEW IDEAS	49.6%
FILL SPARE TIME & BROWSING	46.8%
FOLLOW NEWS & EVENTS	46.7%
RESEARCH BRANDS	41.2%

25 TO 34 YEARS OLD

FIND INFORMATION	57.3%
CONTACT FRIENDS & FAMILY	54.8%
WATCH VIDEOS & SHOWS	53.5%
FOLLOW NEWS & EVENTS	48.7%
LEARN HOW TO DO THINGS	47.3%
FIND NEW IDEAS	47.1%
LISTEN TO MUSIC	45.9%
RESEARCH BRANDS	42.6%
FILL SPARE TIME & BROWSING	41.7%
EDUCATION & STUDY	38.9%

35 TO 44 YEARS OLD

FIND INFORMATION	59.4%
CONTACT FRIENDS & FAMILY	54.9%
FOLLOW NEWS & EVENTS	52.8%
WATCH VIDEOS & SHOWS	51.6%
LEARN HOW TO DO THINGS	47.9%
FIND NEW IDEAS	45.2%
RESEARCH BRANDS	45.1%
LISTEN TO MUSIC	42.0%
FILL SPARE TIME & BROWSING	40.9%
RESEARCH PLACES & TRAVEL	38.1%

45 TO 54 YEARS OLD

FIND INFORMATION	62.4%
CONTACT FRIENDS & FAMILY	55.8%
FOLLOW NEWS & EVENTS	54.6%
LEARN HOW TO DO THINGS	49.6%
WATCH VIDEOS & SHOWS	48.6%
RESEARCH BRANDS	44.8%
FIND NEW IDEAS	42.0%
FILL SPARE TIME & BROWSING	41.7%
LISTEN TO MUSIC	39.1%
RESEARCH PLACES & TRAVEL	39.1%

55 TO 64 YEARS OLD

FIND INFORMATION	65.9%
FOLLOW NEWS & EVENTS	56.6%
CONTACT FRIENDS & FAMILY	55.5%
LEARN HOW TO DO THINGS	51.4%
RESEARCH BRANDS	45.5%
WATCH VIDEOS & SHOWS	43.1%
RESEARCH PLACES & TRAVEL	40.9%
RESEARCH HEALTH	39.2%
FIND NEW IDEAS	38.9%
FILL SPARE TIME & BROWSING	38.3%

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GWI.

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GWI.

SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **COMPARABILITY:** STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE



MOBILE
PHONES



52.81%

YEAR-ON-YEAR CHANGE

-9.9%

-581 BPS

LAPTOP AND
DESKTOP COMPUTERS



44.95%

YEAR-ON-YEAR CHANGE

+14.5%

+569 BPS

TABLET
DEVICES



1.83%

YEAR-ON-YEAR CHANGE

-12.4%

-26 BPS

OTHER
DEVICES



0.40%

YEAR-ON-YEAR CHANGE

+1233.3%

+37 BPS

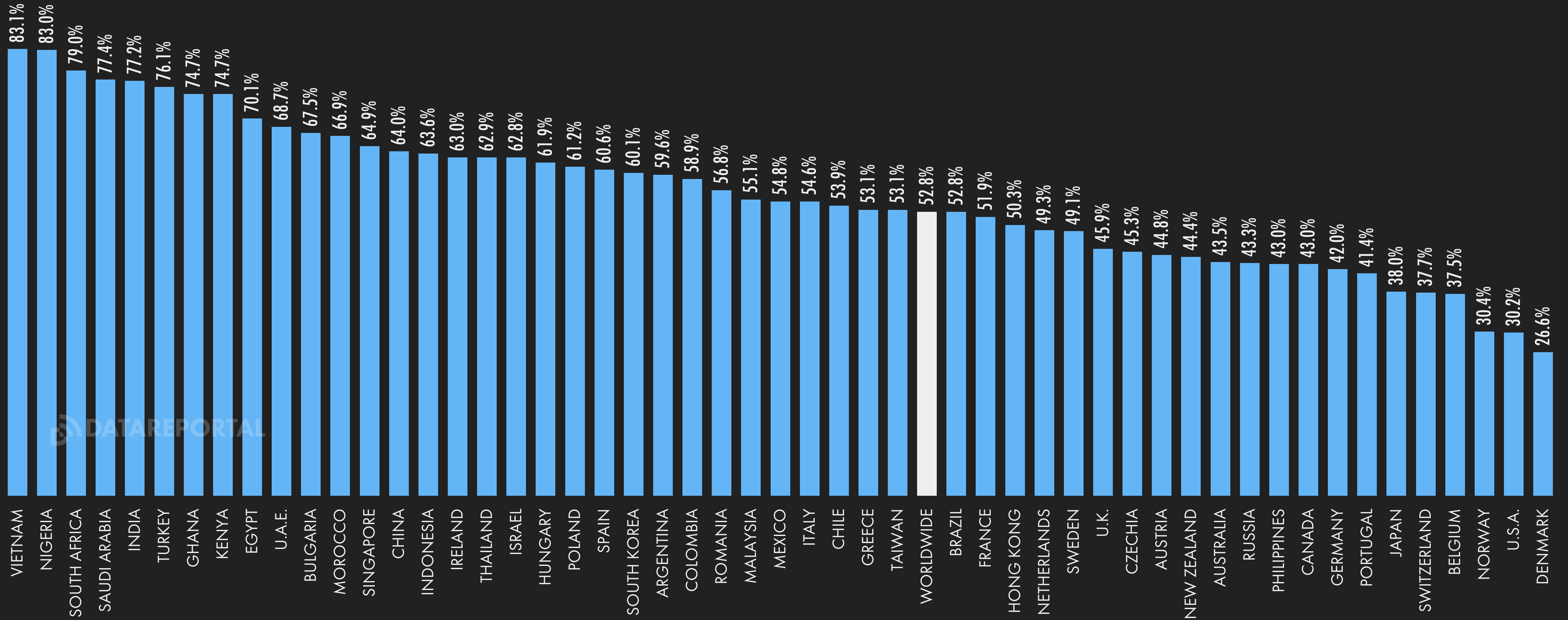
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MOBILE'S SHARE OF WEB TRAFFIC

SHARE OF TOTAL WEB TRAFFIC (PERCENTAGE OF PAGES) SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES



GLOBAL OVERVIEW

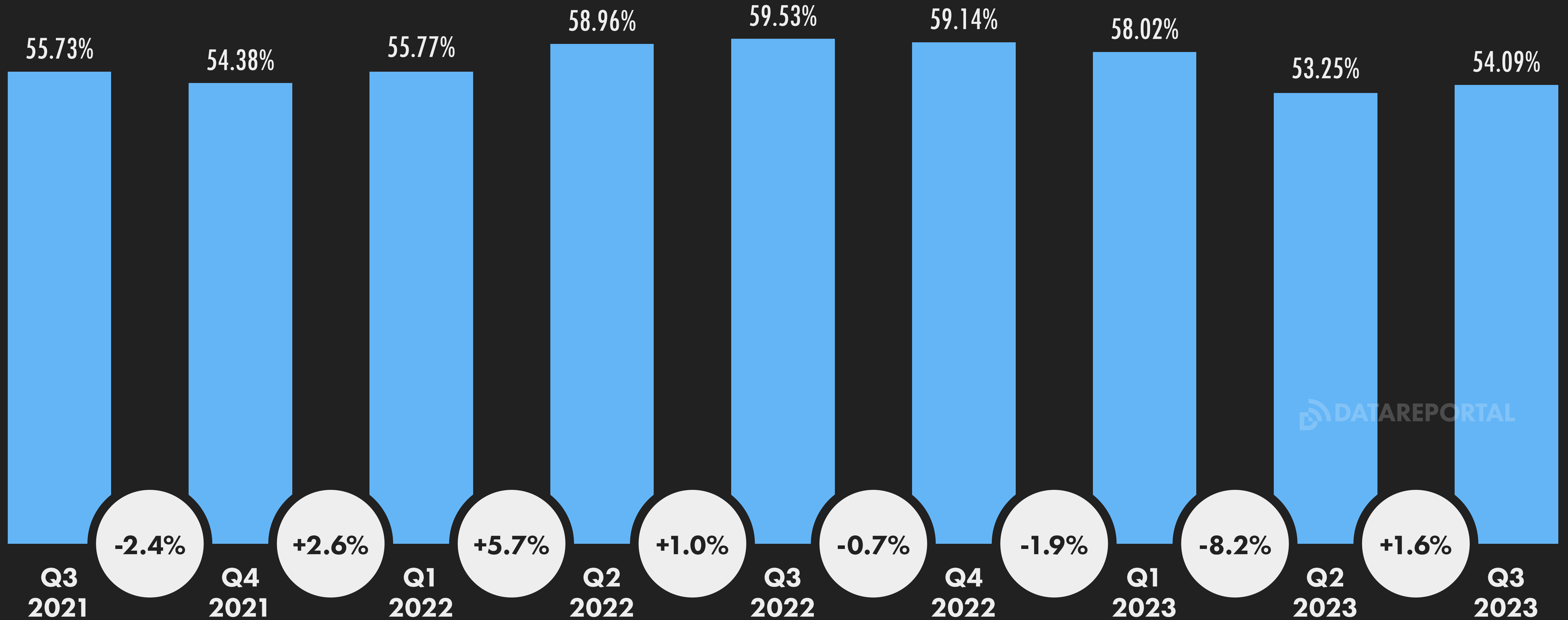


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MOBILE'S SHARE OF WEB TRAFFIC

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES (QUARTERLY AVERAGES)



DATA REPORTAL

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE, AVERAGED ACROSS THE 3 MONTHS OF EACH RESPECTIVE QUARTER. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

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SHARE OF WEB TRAFFIC BY BROWSER

PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE



CHROME



we
are
social

63.45%

YEAR-ON-YEAR CHANGE
-3.4% (-223 BPS)

SAFARI



KEPIOS

19.91%

YEAR-ON-YEAR CHANGE
+6.6% (+123 BPS)

MICROSOFT EDGE



Meltwater

5.29%

YEAR-ON-YEAR CHANGE
+22.2% (+96 BPS)

FIREFOX



3.03%

YEAR-ON-YEAR CHANGE
-3.8% (-12 BPS)

OPERA



2.91%

YEAR-ON-YEAR CHANGE
+28.8% (+65 BPS)

SAMSUNG INTERNET



Meltwater

2.31%

YEAR-ON-YEAR CHANGE
-16.0% (-44 BPS)

UC BROWSER

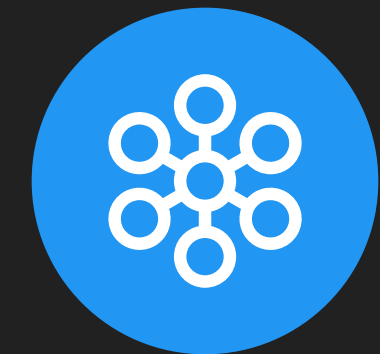


we
are
social

0.87%

YEAR-ON-YEAR CHANGE
+22.5% (+16 BPS)

OTHER



2.23%

YEAR-ON-YEAR CHANGE
-8.6% (-21 BPS)

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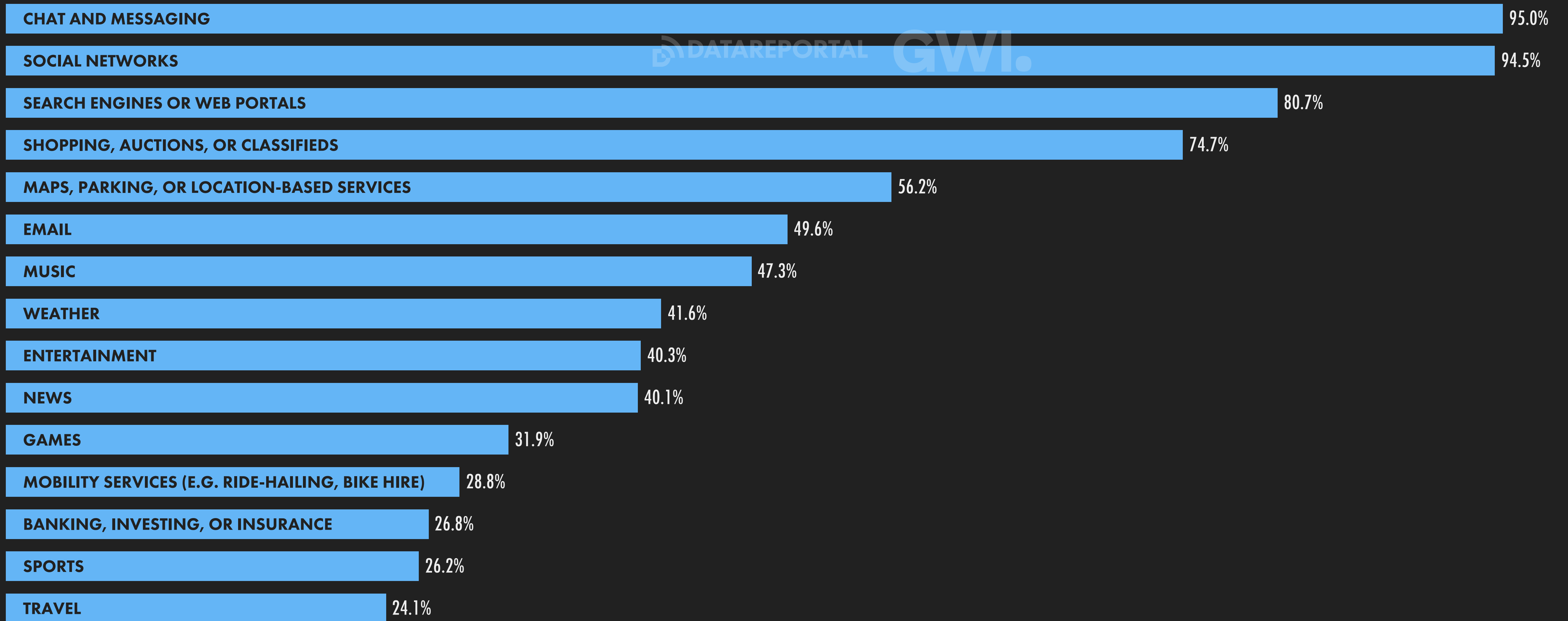
TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



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TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC IN AUGUST 2023



GLOBAL OVERVIEW

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	86.3B	3.20B	10M 39S	8.66
02	YOUTUBE.COM	33.9B	1.98B	20M 19S	11.56
03	FACEBOOK.COM	17.4B	1.49B	10M 32S	8.61
04	INSTAGRAM.COM	6.74B	1.12B	8M 15S	11.14
05	TWITTER.COM	6.44B	929M	10M 35S	9.81
06	BAIDU.COM	5.51B	269M	5M 05S	8.26
07	WIKIPEDIA.ORG	4.43B	965M	3M 54S	3.14
08	YAHOO.COM	3.86B	423M	10M 01S	5.24
09	YANDEX.RU	3.26B	213M	8M 47S	8.98
10	WHATSAPP.COM	3.07B	476M	19M 55S	1.72

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	XVIDEOS.COM	2.81B	370M	8M 57S	9.06
12	AMAZON.COM	2.46B	458M	7M 08S	9.56
13	PORNHUB.COM	2.38B	360M	9M 18S	8.19
14	XNXX.COM	2.28B	286M	8M 06S	11.22
15	TIKTOK.COM	2.27B	812M	3M 51S	7.63
16	YAHOO.CO.JP	2.12B	89.9M	9M 33S	6.39
17	LIVE.COM	2.07B	282M	8M 07S	8.33
18	REDDIT.COM	1.89B	265M	8M 31S	6.17
19	DOCOMO.NE.JP	1.83B	90.8M	5M 38S	4.74
20	LINKEDIN.COM	1.80B	348M	7M 34S	7.77

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC IN AUGUST 2023. **NOTES:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" REPRESENT MONTHLY AVERAGES. FIGURES ENDING IN "B" REPRESENT BILLIONS; FIGURES ENDING IN "M" REPRESENT MILLIONS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS.

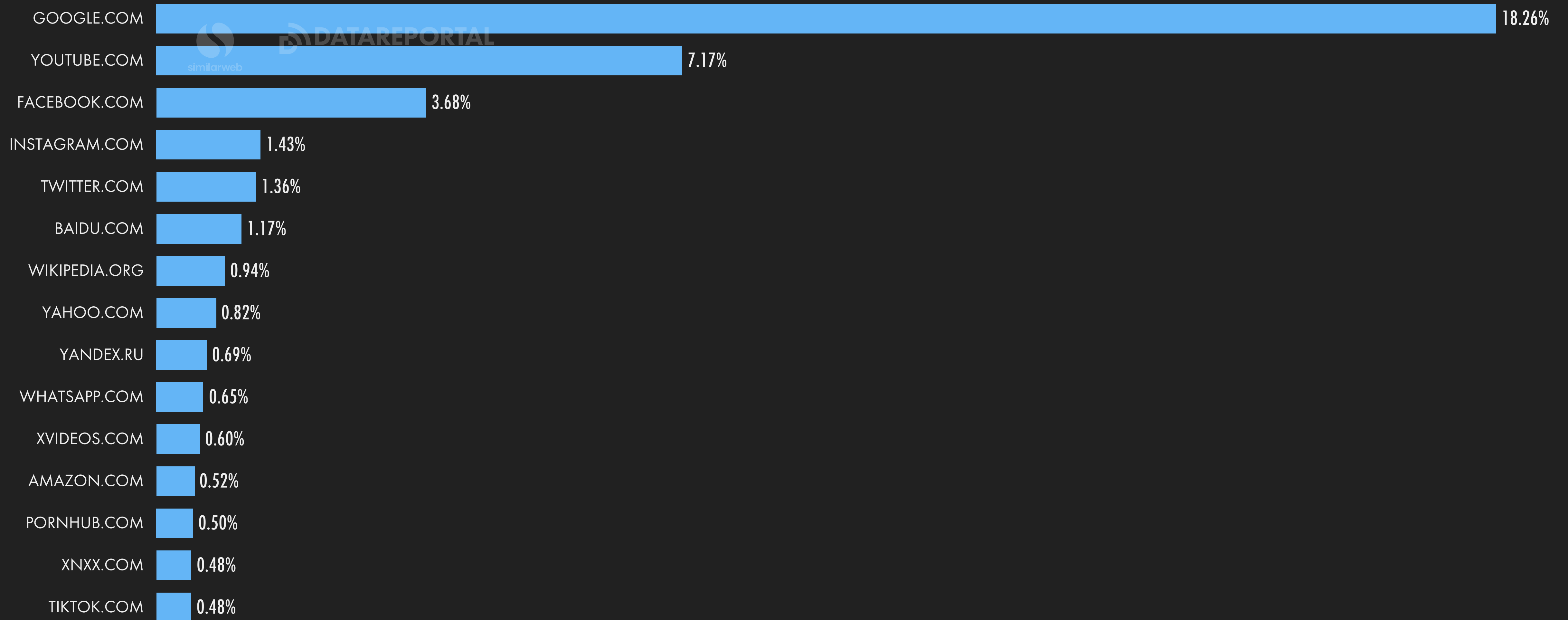
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SHARE OF TRAFFIC TO TOP 10,000 WEBSITES

TRAFFIC TO EACH WEBSITE AS A PERCENTAGE OF TOTAL, COMBINED VISITS TO THE WORLD'S 10,000 MOST VISITED WEB DOMAINS



GLOBAL OVERVIEW



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TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC IN AUGUST 2023



GLOBAL OVERVIEW

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	142B	8.23B	20M 55S	3.31
02	YOUTUBE.COM	94.9B	5.17B	34M 52S	5.46
03	FACEBOOK.COM	14.4B	2.61B	22M 42S	2.48
04	PORNHUB.COM	10.5B	1.48B	10M 30S	6.98
05	XVIDEOS.COM	7.88B	1.17B	12M 23S	7.73
06	TWITTER.COM	7.78B	1.44B	21M 25S	1.77
07	WIKIPEDIA.ORG	7.28B	1.47B	10M 38S	1.99
08	INSTAGRAM.COM	6.17B	1.58B	17M 53S	2.04
09	REDDIT.COM	5.40B	930M	17M 05S	2.76
10	SPANKBANG.COM	3.75B	557M	13M 04S	7.61

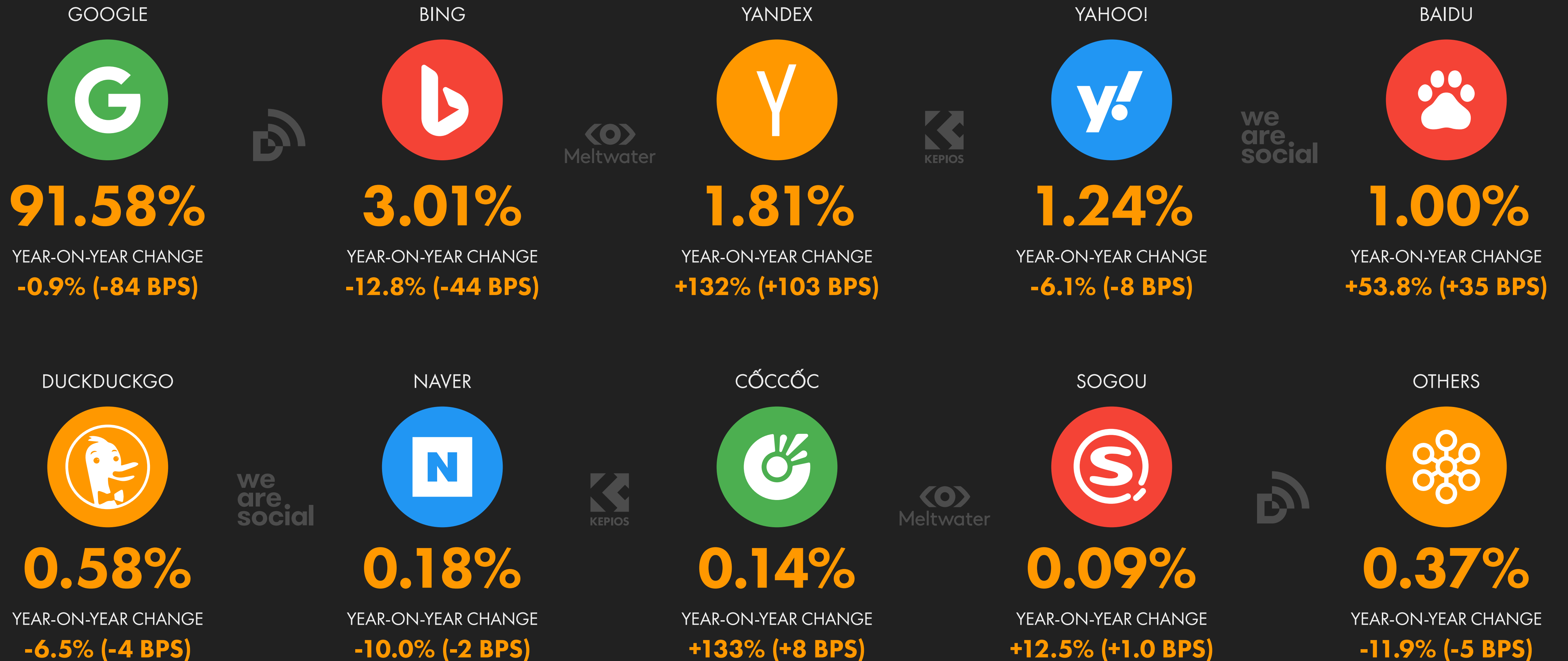
#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	YAHOO.CO.JP	3.51B	238M	19M 29S	5.25
12	DUCKDUCKGO.COM	3.38B	224M	20M 47S	2.36
13	XNXX.COM	3.34B	665M	10M 46S	6.92
14	YAHOO.COM	3.29B	463M	20M 11S	2.95
15	AMAZON.COM	3.18B	738M	12M 59S	5.05
16	BING.COM	3.17B	660M	12M 36S	3.53
17	WEATHER.COM	3.02B	774M	7M 38S	1.55
18	TIKTOK.COM	2.91B	952M	9M 46S	1.83
19	WHATSAPP.COM	2.55B	798M	17M 36S	1.43
20	XHAMSTER.COM	2.52B	604M	14M 34S	5.59

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES IN AUGUST 2023. **NOTE:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. FIGURES ENDING IN "B" REPRESENT BILLIONS; FIGURES ENDING IN "M" REPRESENT MILLIONS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS. **COMPARABILITY:** SOURCE METHODOLOGY CHANGES. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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SHARE OF SEARCH ENGINE REFERRALS

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN SEPTEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JULY 2023 AND 30 SEPTEMBER 2023



GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX vs. TOP QUERY	#	SEARCH QUERY	INDEX vs. TOP QUERY
1	GOOGLE	100	11	WEB WHATSAPP	35
2	YOU	88	12	TIEMPO	33
3	WEATHER	83	13	GMAIL	26
4	YOUTUBE	81	14	ПОГОДА	26
5	FACEBOOK	68	15	METEO	24
6	TRANSLATE	56	16	GOOGLE TRANSLATE	24
7	WHATSAPP	54	17	AS	23
8	INSTAGRAM	45	18	TRADUCTOR	23
9	AMAZON	43	19	TWITTER	23
10	NEWS	42	20	SATTA	20

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JULY 2023 AND 30 SEPTEMBER 2023. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY.

ADVISORY: GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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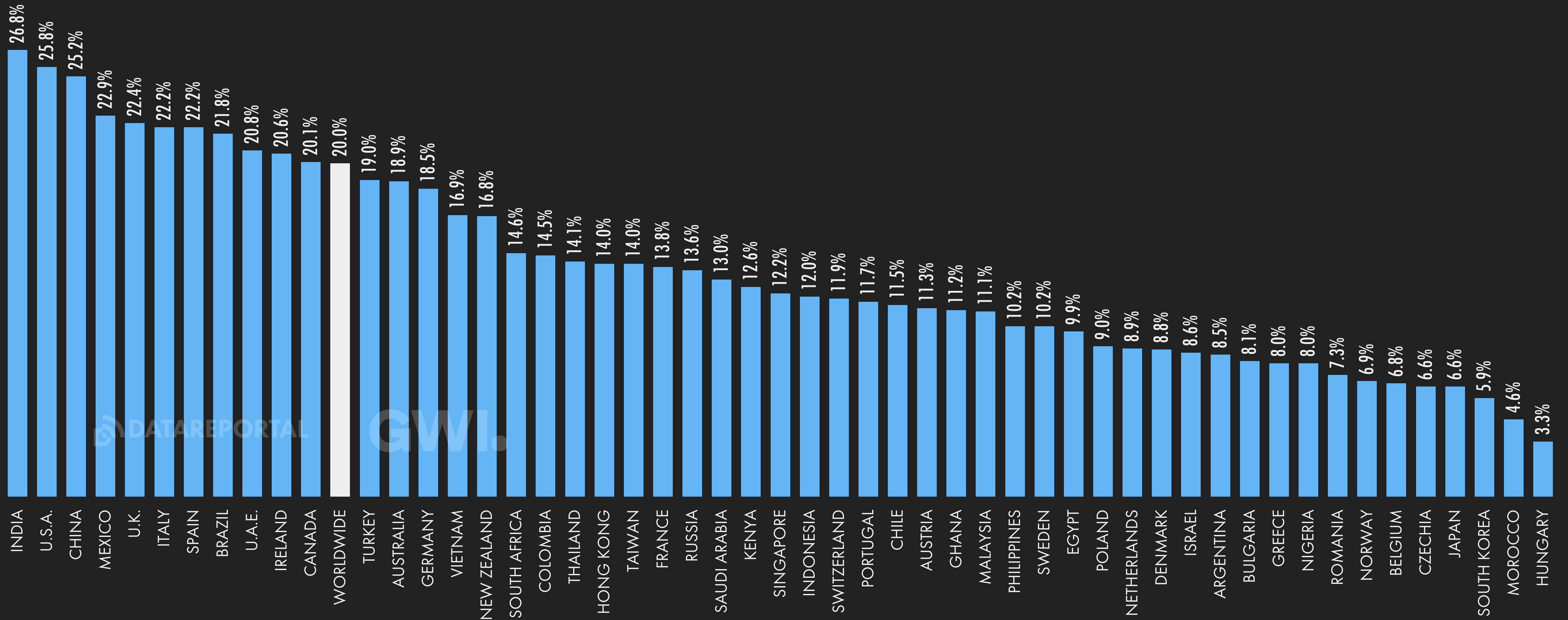
USE OF VOICE ASSISTANTS TO FIND INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE VOICE ASSISTANTS (E.G. SIRI, ALEXA) TO FIND INFORMATION EACH WEEK

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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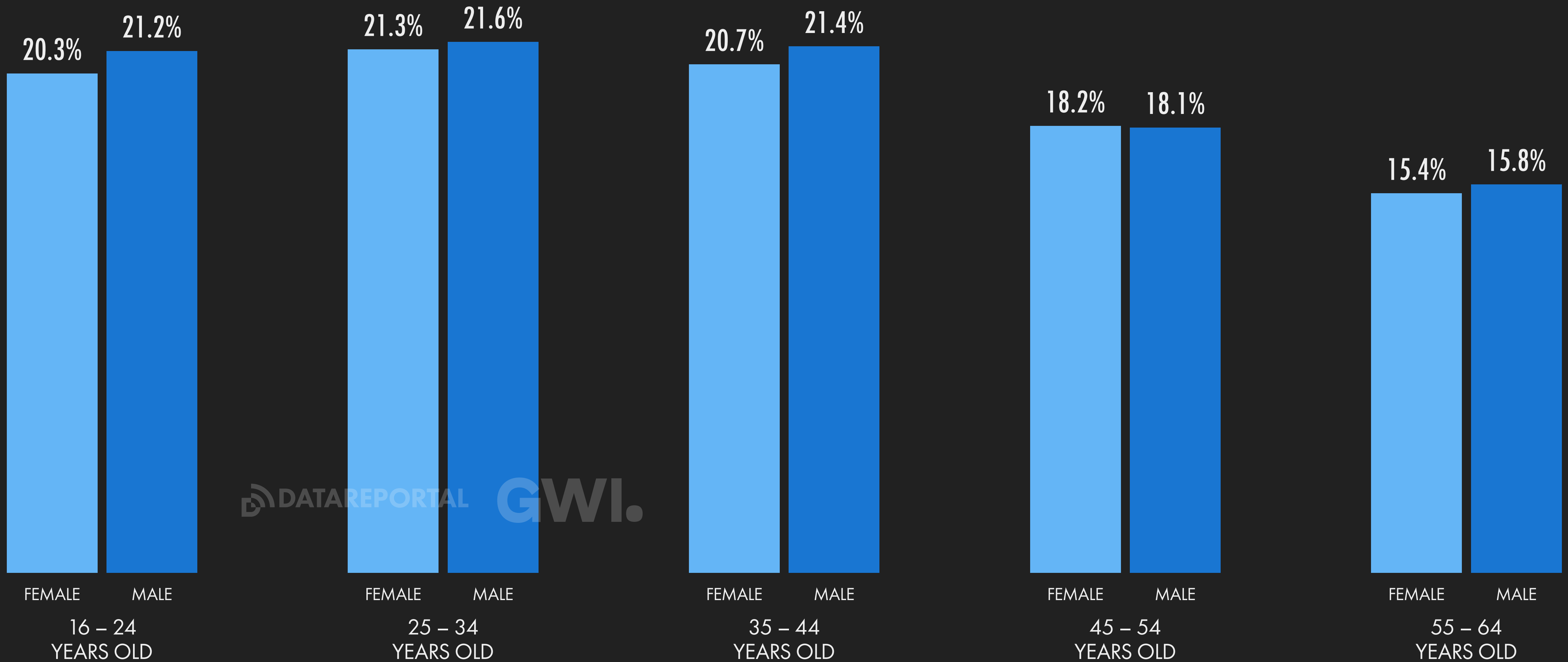
USE OF VOICE ASSISTANTS TO FIND INFORMATION

PERCENTAGE OF INTERNET USERS WHO USE VOICE ASSISTANTS (E.G. SIRI, ALEXA) TO FIND INFORMATION EACH WEEK

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GLOBAL OVERVIEW



DATA REPORTAL GWI.

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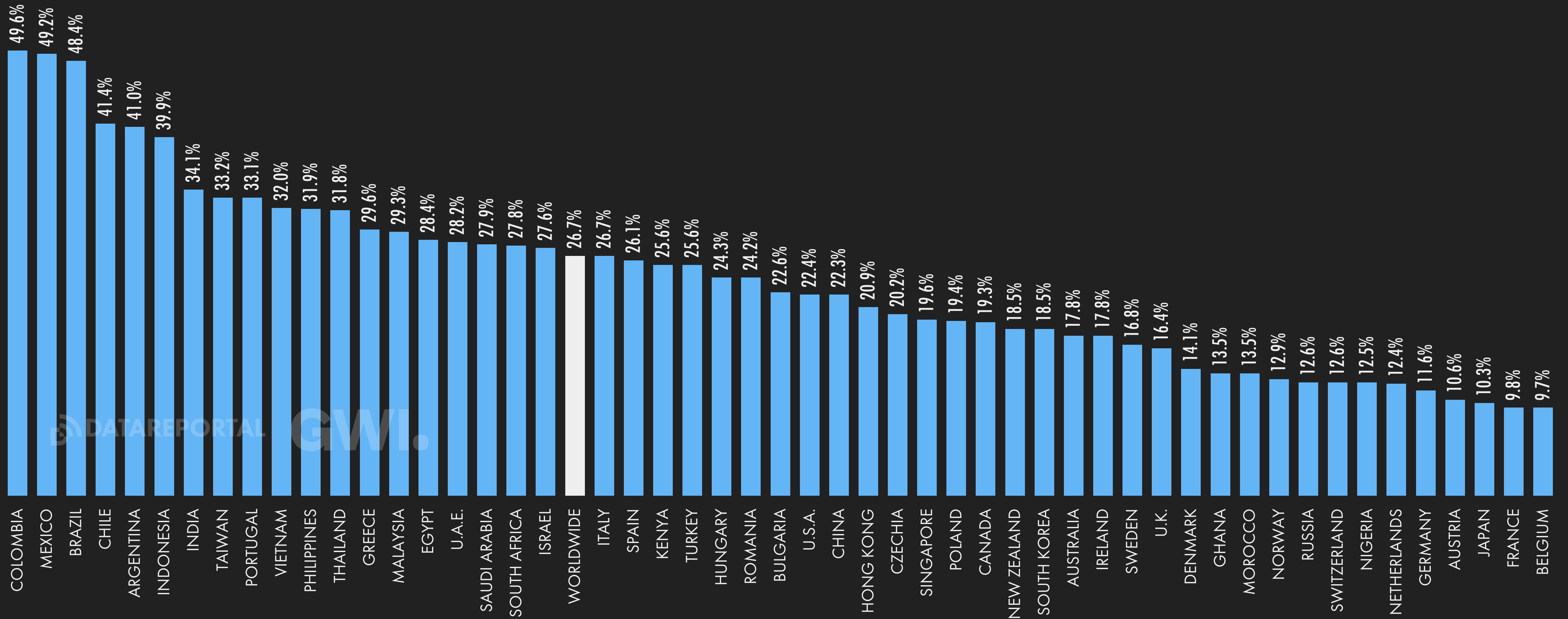
USE OF IMAGE RECOGNITION TOOLS ON MOBILE

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE IMAGE RECOGNITION TOOLS (E.G. SEARCH 'LENSES') ON THEIR MOBILE EACH MONTH

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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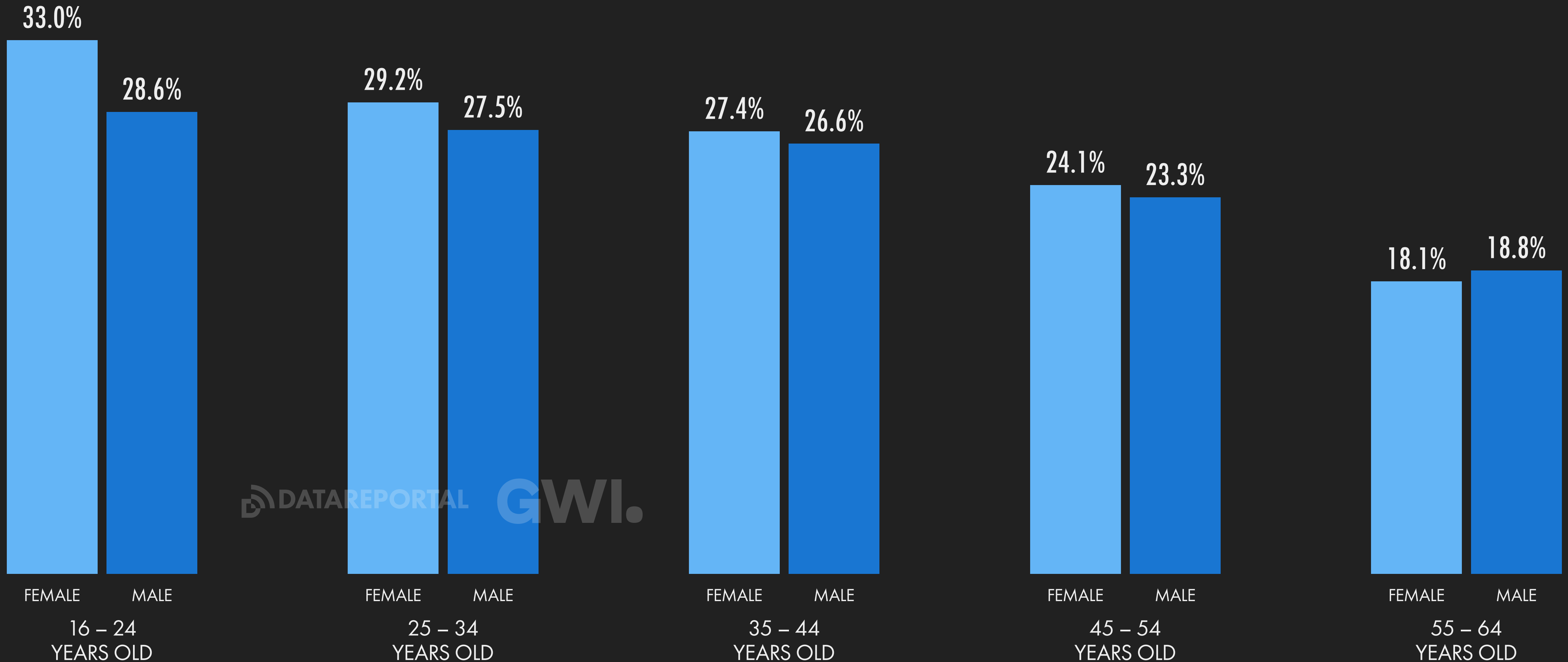
USE OF IMAGE RECOGNITION TOOLS ON MOBILE

PERCENTAGE OF INTERNET USERS WHO USE IMAGE RECOGNITION TOOLS (E.G. SEARCH 'LENSES') ON THEIR MOBILE EACH MONTH

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GLOBAL OVERVIEW



DATA REPORTAL GWI.

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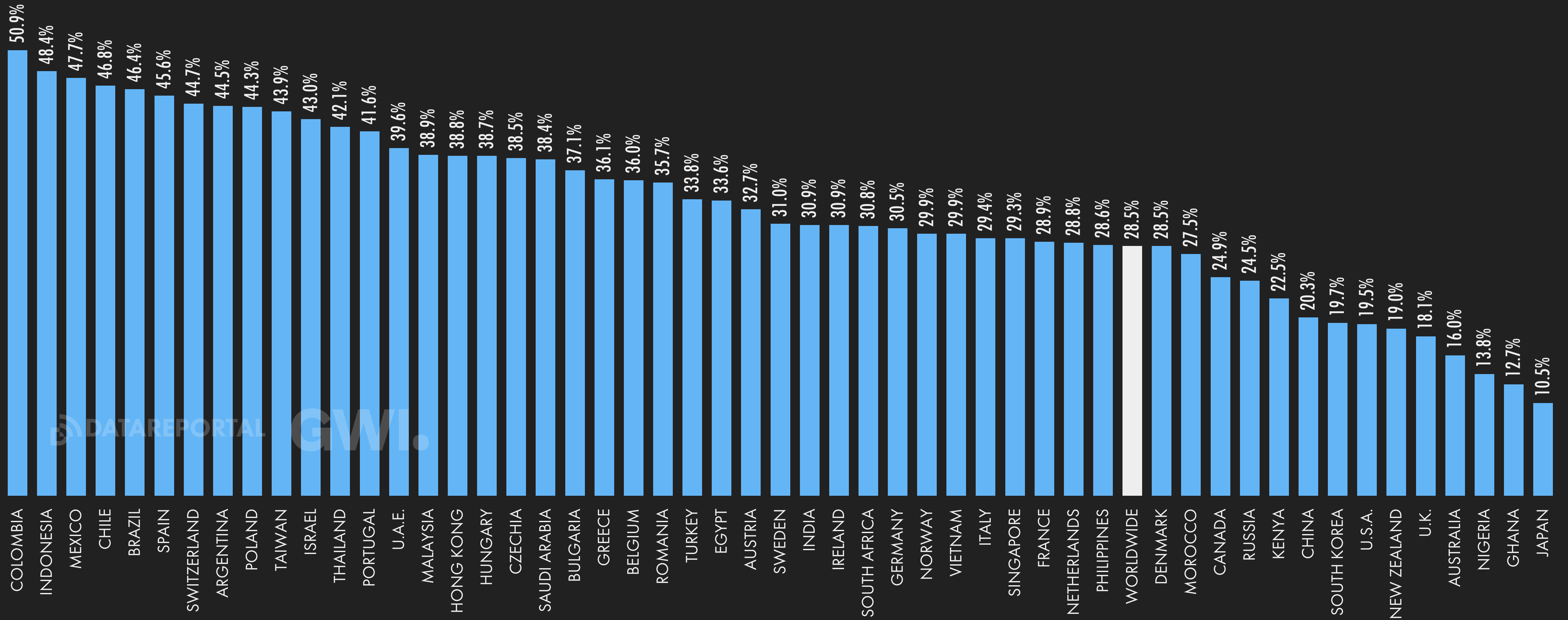
USE OF ONLINE TRANSLATION TOOLS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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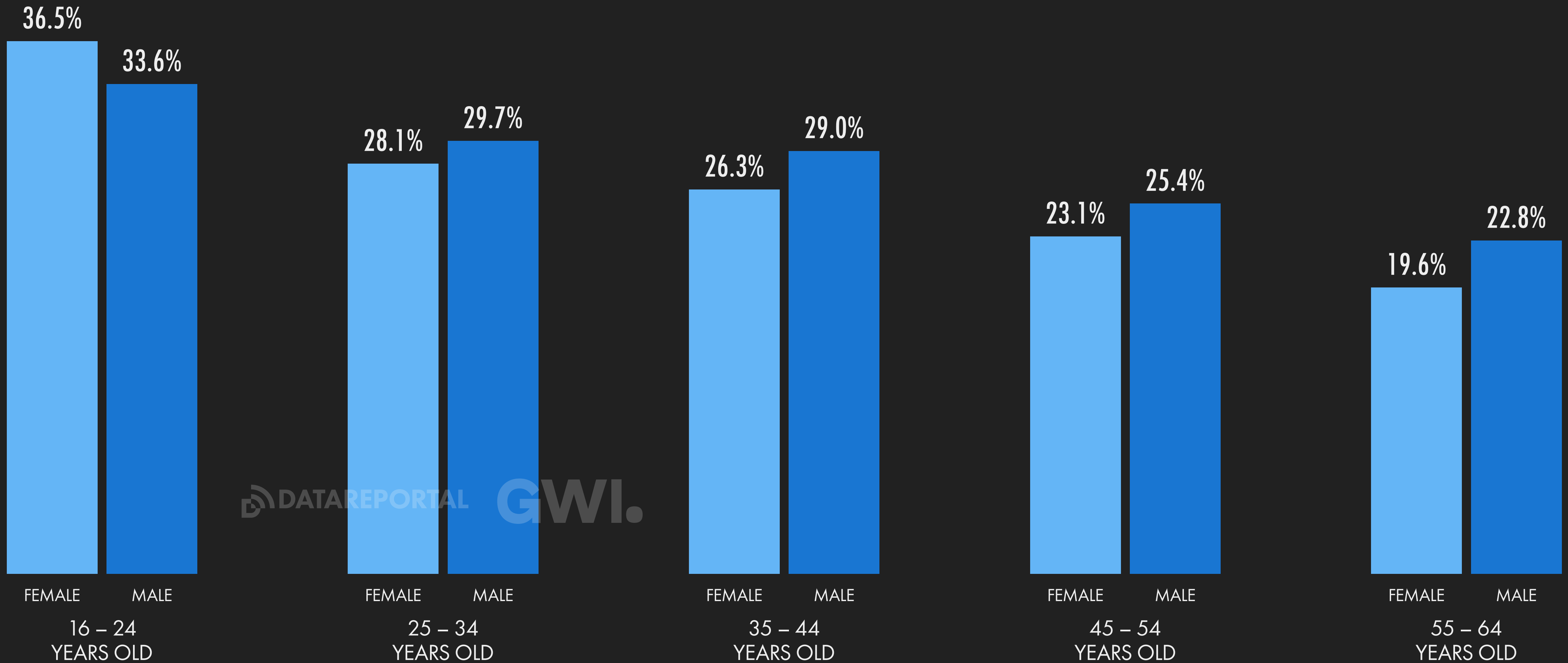
USE OF ONLINE TRANSLATION TOOLS

PERCENTAGE OF INTERNET USERS WHO USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK

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GLOBAL OVERVIEW



DATA REPORTAL GWI.

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WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

ANY KIND
OF VIDEO

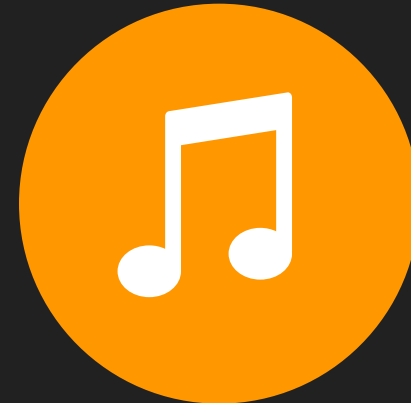


GWI.

92.3%

YOY: -0.4% (-40 BPS)

MUSIC
VIDEO



KEPIOS

49.4%

YOY: -1.0% (-50 BPS)

COMEDY, MEME,
OR VIRAL VIDEO



GWI.

35.3%

YOY: -0.8% (-30 BPS)

TUTORIAL OR
HOW-TO VIDEO



we
are
social

26.4%

YOY: -9.6% (-280 BPS)

VIDEO
LIVESTREAM



27.6%

YOY: -6.4% (-190 BPS)

EDUCATIONAL
VIDEO



Meltwater

26.0%

YOY: -7.1% (-200 BPS)

PRODUCT
REVIEW VIDEO



GWI.

25.0%

YOY: -7.4% (-200 BPS)

SPORTS CLIP OR
HIGHLIGHTS VIDEO



GWI.

25.6%

YOY: -5.5% (-150 BPS)

GAMING
VIDEO



GWI.

23.1%

YOY: -10.8% (-280 BPS)

INFLUENCER
VIDEOS AND VLOGS



23.7%

YOY: -6.0% (-150 BPS)

SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. COMPARABILITY: STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS. "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE.

we
are
social

Meltwater

OCT
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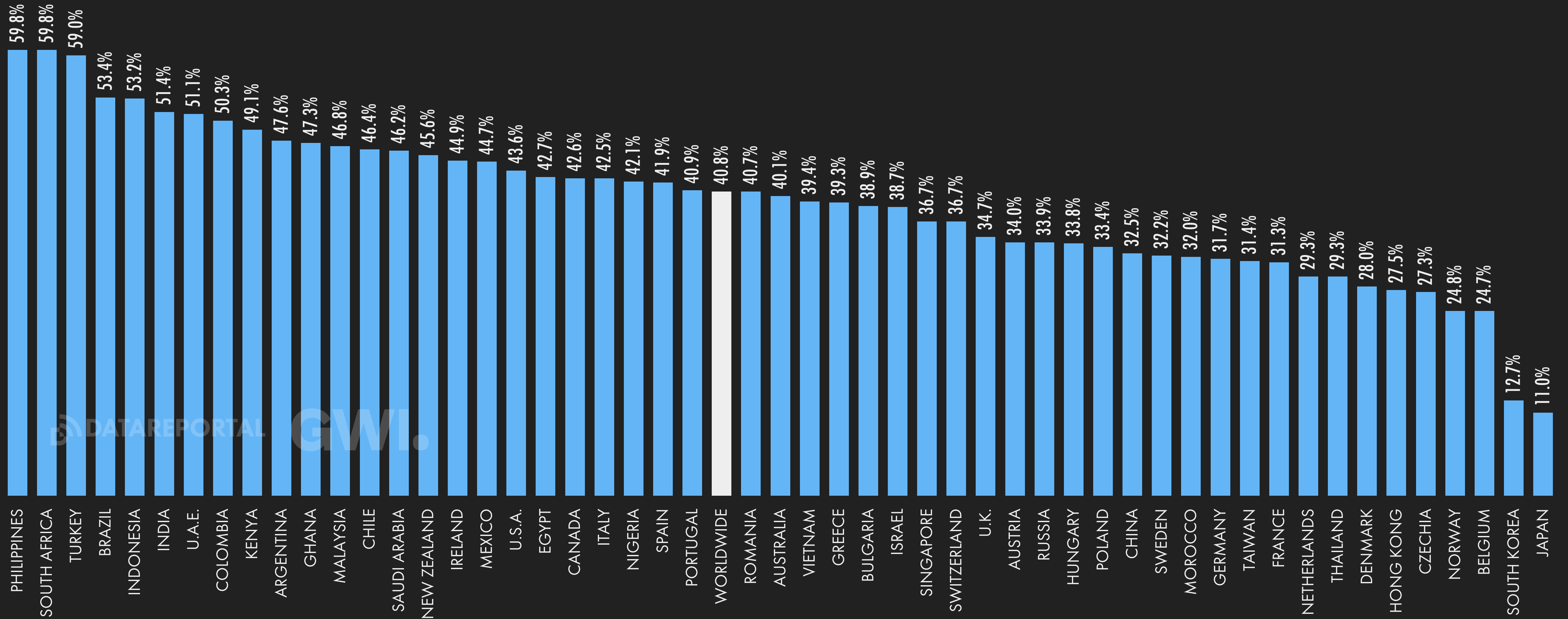
ONLINE VIDEO AS A SOURCE OF LEARNING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH HOW-TO VIDEOS, TUTORIAL VIDEOS, OR EDUCATIONAL VIDEOS EACH WEEK

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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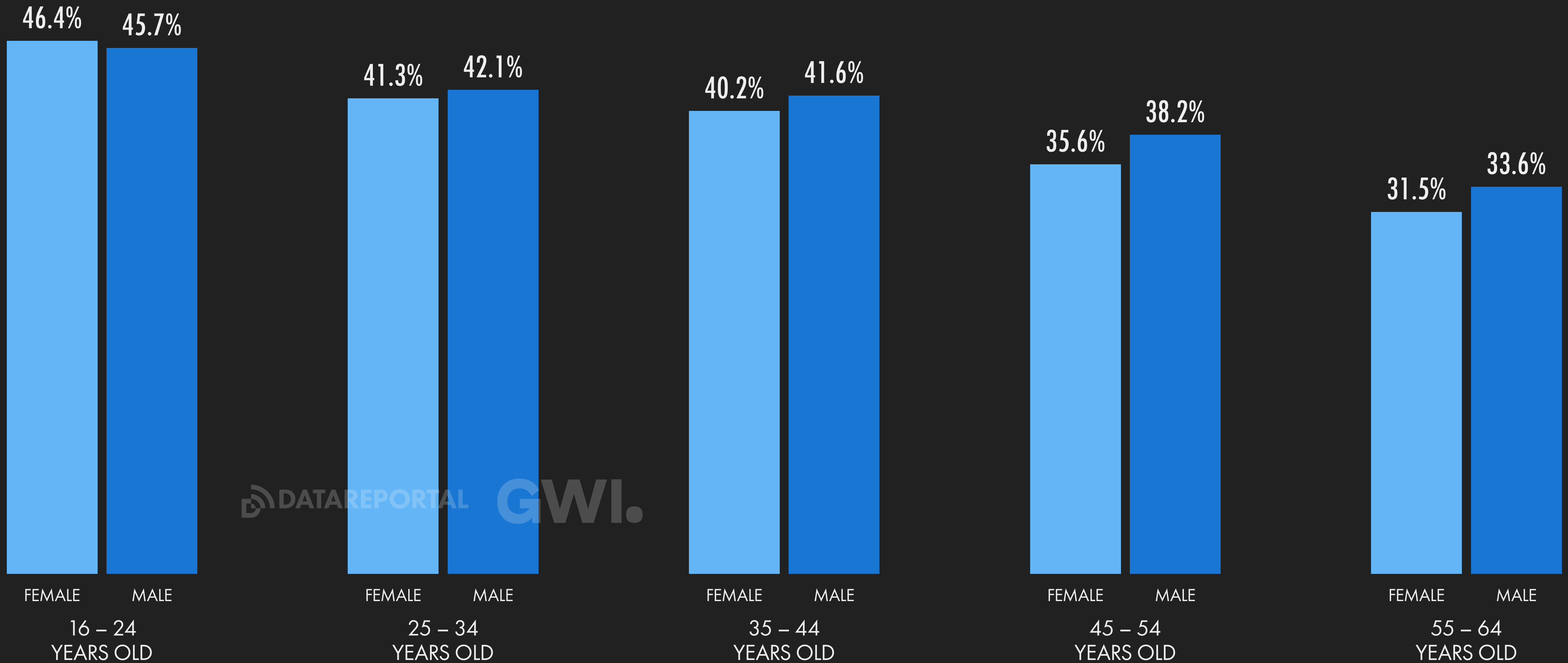
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GLOBAL OVERVIEW



DATA REPORTAL GWI.

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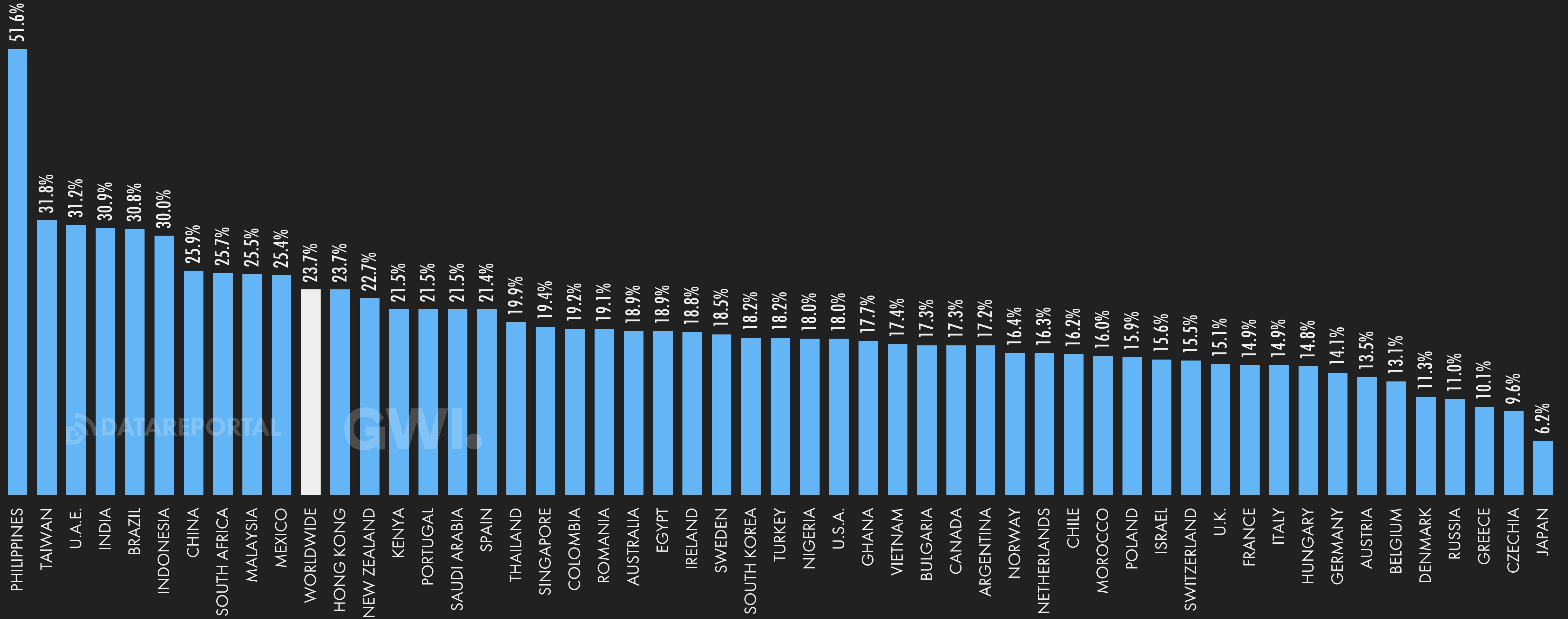
WATCHING VLOGS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH VLOGS EACH WEEK

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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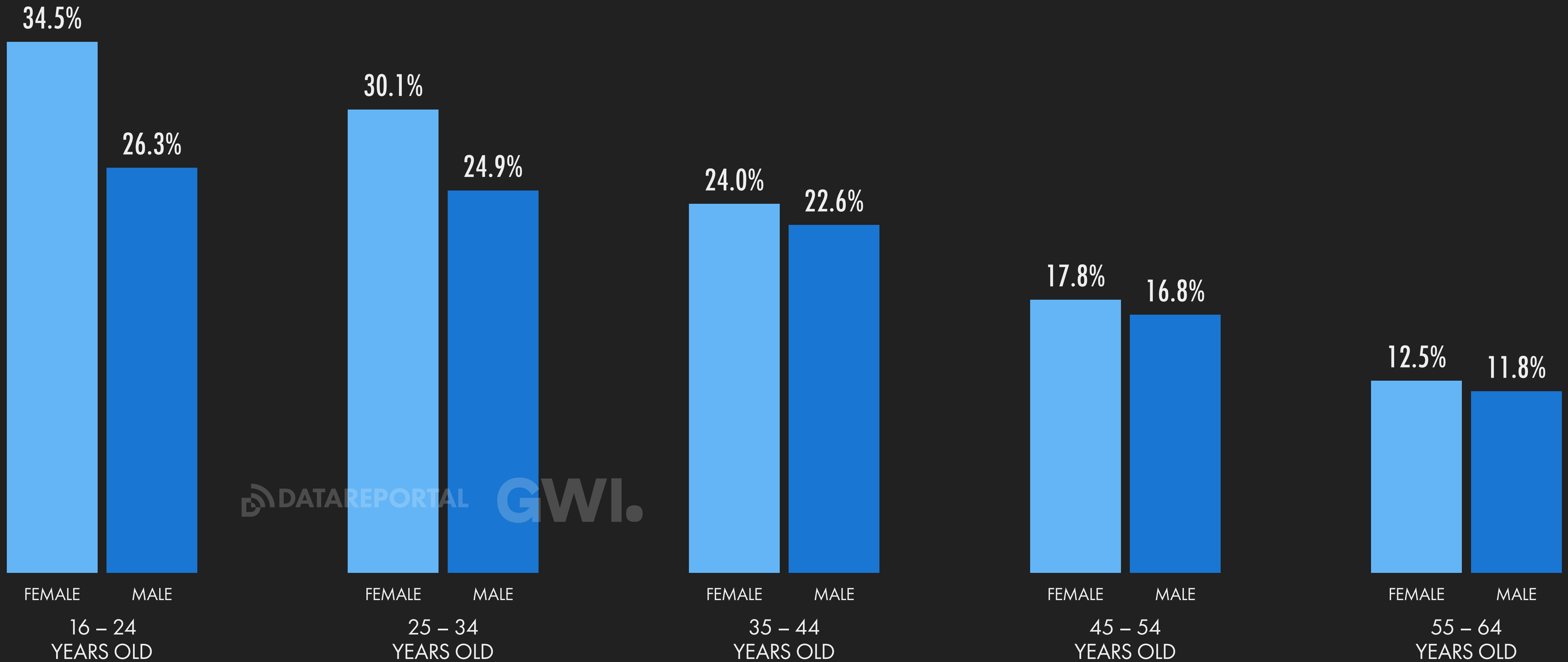
WATCHING VLOGS

PERCENTAGE OF INTERNET USERS WHO WATCH VLOGS EACH WEEK

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GLOBAL OVERVIEW



DATA REPORTAL GWI.

SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **COMPARABILITY:** STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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HOW INTERNET USERS WATCH TV

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH TV VIA EACH MEANS OF CONTENT DELIVERY EACH MONTH

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

WATCH ANY KIND OF TV
CONTENT VIA ANY MEANS
OF CONTENT DELIVERY



GWI.

96.2%

YEAR-ON-YEAR CHANGE
+1.2% (+110 BPS)

WATCH LIVE OR "LINEAR"
TV PROGRAMMING (E.G.
BROADCAST OR CABLE TV)



86.3%

YEAR-ON-YEAR CHANGE
-0.7% (-60 BPS)

WATCH TV CONTENT VIA AN
ON-DEMAND SERVICE (E.G.
A STREAMING PLATFORM)



GWI.

91.8%

YEAR-ON-YEAR CHANGE
+2.0% (+180 BPS)

WATCH TV CONTENT
SAVED TO A RECORDING
DEVICE (E.G. A DVR)



22.5%

YEAR-ON-YEAR CHANGE
-2.2% (-50 BPS)

DO NOT WATCH
ANY KIND OF
TV CONTENT



3.8%

YEAR-ON-YEAR CHANGE
-22.4% (-110 BPS)

SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** YEAR-ON-YEAR CHANGE VALUES REPRESENT THE **RELATIVE** CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT THE ABSOLUTE CHANGE (IN BASIS POINTS). **COMPARABILITY:** STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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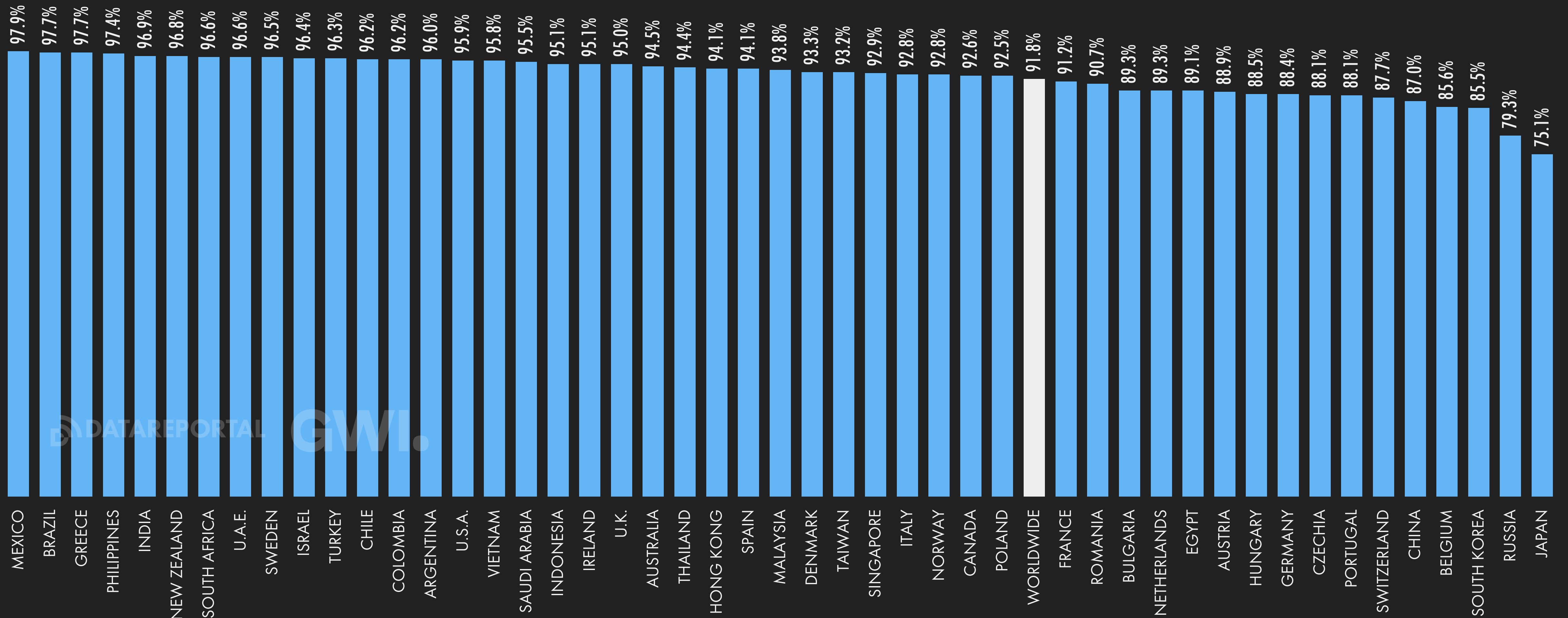
STREAMING TV CONTENT VIA THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH TV CONTENT VIA STREAMING SERVICES (E.G. NETFLIX) EACH MONTH

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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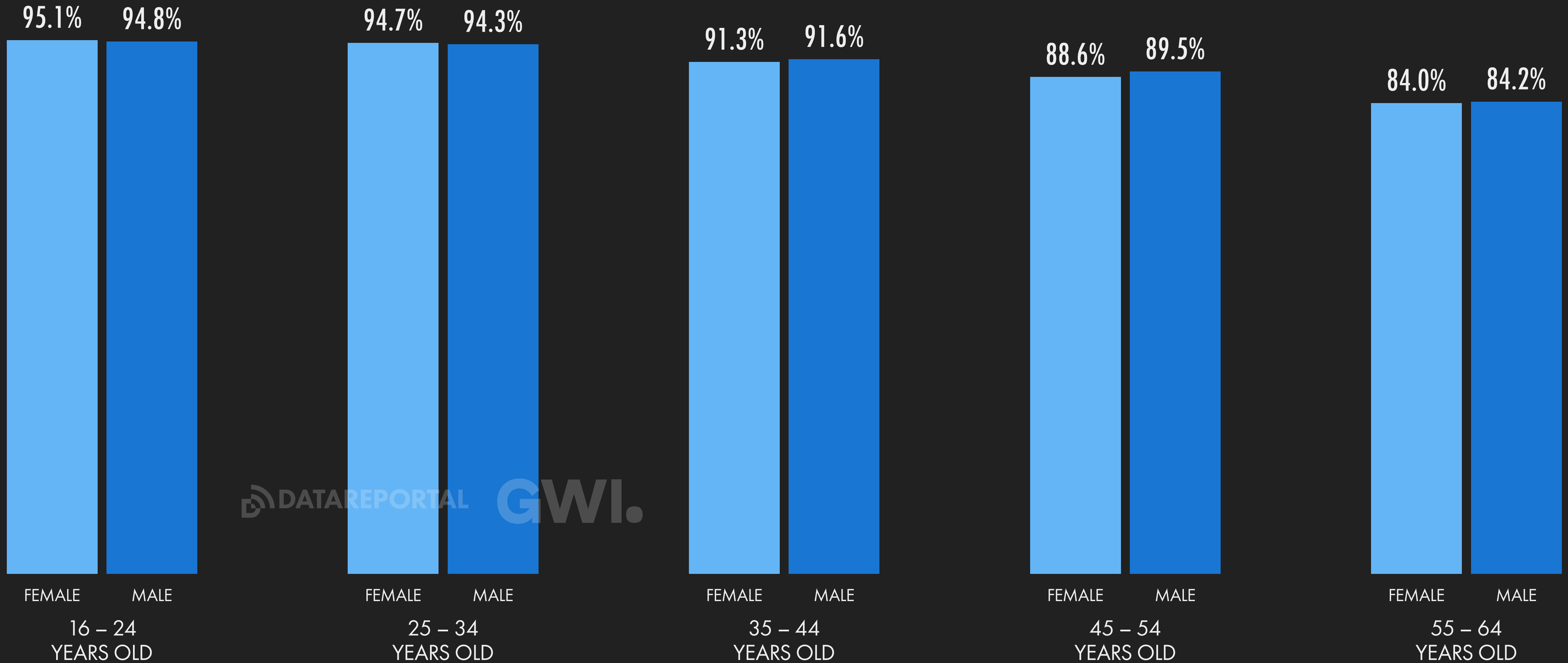
STREAMING TV CONTENT VIA THE INTERNET

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GLOBAL OVERVIEW



DATA REPORTAL GWI.

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VIDEO ENTERTAINMENT: TOP MOBILE APPS

RANKINGS OF THE MOST USED VIDEO-CENTRIC ENTERTAINMENT APPS ON MOBILE PHONES BETWEEN 01 JULY AND 30 SEPTEMBER 2023



TOP VIDEO ENTERTAINMENT APPS BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	YOUTUBE	GOOGLE
02	INSTAGRAM	META
03	TIKTOK	BYTEDANCE
04	NETFLIX	NETFLIX
05	MX PLAYER	MX PLAYER
06	AMAZON PRIME VIDEO	AMAZON
07	JIOCINEMA	RELIANCE INDUSTRIES
08	HOTSTAR	DISNEY
09	GOOGLE PLAY MOVIES AND TV	GOOGLE
10	MI VIDEO - VIDEO PLAYER	MI VIDEO

TOP VIDEO ENTERTAINMENT APPS BY TOTAL TIME SPENT

#	APP NAME	COMPANY
01	YOUTUBE	GOOGLE
02	TIKTOK	BYTEDANCE
03	INSTAGRAM	META
04	NETFLIX	NETFLIX
05	MX PLAYER	MX PLAYER
06	KWAI	KUAISHOU
07	HOTSTAR	DISNEY
08	JIOCINEMA	RELIANCE INDUSTRIES
09	SNACK VIDEO	KUAISHOU
10	PLAYIT	PLAYIT

SOURCE: DATA AI INTELLIGENCE. SEE [DATA.AI](https://data.ai) FOR DETAILS. **NOTES:** RANKINGS REFLECT USER ACTIVITY BETWEEN 01 JULY AND 30 SEPTEMBER 2023, BASED ON APPS WITH A PRIMARY OR SECONDARY DATA. AI APP IQ CATEGORISATION OF "VIDEO SHARING", "SHORT VIDEOS", "OTT", "MEDIA PLAYER", OR "LIVE STREAMING" WITHIN THE "ENTERTAINMENT" CATEGORY. ONLY INCLUDES MOBILE APPS FOR WHICH STREAMING VIDEO CONTENT IS A **PRIMARY FOCUS**; EXCLUDES COMMUNICATION AND SOCIAL NETWORKING APPS. ACTIVE USER RANKING REFLECTS WORLDWIDE ACTIVITY ON IPHONES AND ANDROID PHONES, **EXCLUDING** CHINA. RANKING BY TOTAL TIME REFLECTS ACTIVITY ON ANDROID PHONES ONLY. DOES **NOT** INCLUDE USERS ACCESSING SERVICES VIA DEVICES OTHER THAN MOBILE PHONES.

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TOP MOVIES BY STREAMING PLATFORM

FLIXPATROL'S RANKING OF THE MOST POPULAR MOVIES ON SELECTED STREAMING PLATFORMS IN SEPTEMBER 2023



GLOBAL OVERVIEW

#	NETFLIX		DISNEY+		AMAZON PRIME		HBO	
	#	INDEX	#	INDEX	#	INDEX	#	INDEX
01	NOWHERE	100	ELEMENTAL	100	CULPA MÍA	100	MEG 2: THE TRENCH	100
02	REPTILE	71	HAUNTED MANSION	92	ROCKY AUR RANI KII PREM KAHAANI	57	THE MUNSTERS	42
03	INFINITE	49	THE LITTLE MERMAID	49	A MILLION MILES AWAY	48	THE BATMAN	42
04	FORGOTTEN LOVE	43	MOANA	37	MORBIUS	47	HARRY POTTER AND THE PHILOSOPHER'S STONE	41
05	LOVE IS IN THE AIR	31	COCO	17	RED, WHITE & ROYAL BLUE	47	JESUS REVOLUTION	39
06	KHUPIYA	28	ENCANTO	16	GUY RITCHIE'S THE COVENANT	40	COLD CASE	39
07	MEAN GIRLS	25	THE NIGHTMARE BEFORE CHRISTMAS	14	OPERATION FORTUNE: RUSE DE GUERRE	29	KHUN PAN 3	36
08	LIFE OF A KING	21	FERDINAND	13	APEX	29	THE FLASH	33
09	OVERHAUL	17	TURNING RED	12	SAMARITAN	28	THE FALLOUT	32
10	NORBIT	16	CARS	7	JAILER	23	MAGIC MIKE'S LAST DANCE	31

SOURCE: FLIXPATROL. **NOTES:** THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF WORLDWIDE VIEWING ACTIVITY IN SEPTEMBER 2023. "INDEX" VALUES COMPARE THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

**OCT
2023**

TOP TV SHOWS BY STREAMING PLATFORM

FLIXPATROL'S RANKING OF THE MOST POPULAR TV SHOWS ON SELECTED STREAMING PLATFORMS IN SEPTEMBER 2023



GLOBAL OVERVIEW

#	NETFLIX		DISNEY+		AMAZON PRIME		HBO	
	#	INDEX	#	INDEX	#	INDEX	#	INDEX
01	BECKHAM	100	AHSOKA	100	GEN V	100	TWISTED METAL	100
02	LUPIN	90	BLUEY	55	THE CONTINENTAL: FROM THE WORLD OF JOHN WICK	82	AND JUST LIKE THAT...	81
03	SEX EDUCATION	81	GREY'S ANATOMY	49	THE WHEEL OF TIME	80	TRUE BLOOD	64
04	LIEBES KIND	42	MODERN FAMILY	38	WILDERNESS	39	THE IDOL	59
05	ONE PIECE	32	THE SIMPSONS	33	THE BOYS	27	BREEDERS	57
06	DESTINED WITH YOU	31	ONLY MURDERS IN THE BUILDING	27	THE LORD OF THE RINGS: THE RINGS OF POWER	19	STARSTRUCK	55
07	BEN 10	14	LOKI	27	THE SUMMER I TURNED PRETTY	16	THE FLINTSTONES	50
08	LOVE IS BLIND	13	MALCOLM IN THE MIDDLE	26	YO SOY BETTY LA FEA	15	THE WINTER KING	47
09	YOUNG SHELDON	13	FAMILY GUY	25	TOM CLANCY'S JACK RYAN	14	TEEN TITANS GO!	43
10	EVERYTHING NOW	13	THE KARDASHIANS	22	THE GOOD DOCTOR	13	ROME	36

SOURCE: FLIXPATROL. **NOTES:** THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF WORLDWIDE VIEWING ACTIVITY IN SEPTEMBER 2023. "INDEX" VALUES COMPARE THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

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LISTENING TO ONLINE AUDIO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO LISTEN TO EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

LISTEN TO MUSIC
STREAMING SERVICES



GWI.

39.0%

YEAR-ON-YEAR CHANGE:

-1.5% (-60 BPS)

LISTEN TO ONLINE RADIO
SHOWS OR STATIONS



Meltwater

18.6%

YEAR-ON-YEAR CHANGE

-17.7% (-400 BPS)

LISTEN TO
PODCASTS



we
are
social

20.3%

YEAR-ON-YEAR CHANGE

-4.7% (-100 BPS)

LISTEN TO
AUDIO BOOKS



17.4%

YEAR-ON-YEAR CHANGE

-12.1% (-240 BPS)

SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** YEAR-ON-YEAR CHANGE VALUES REPRESENT THE RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT THE ABSOLUTE CHANGE (IN BASIS POINTS).

COMPARABILITY: STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

we
are
social

Meltwater

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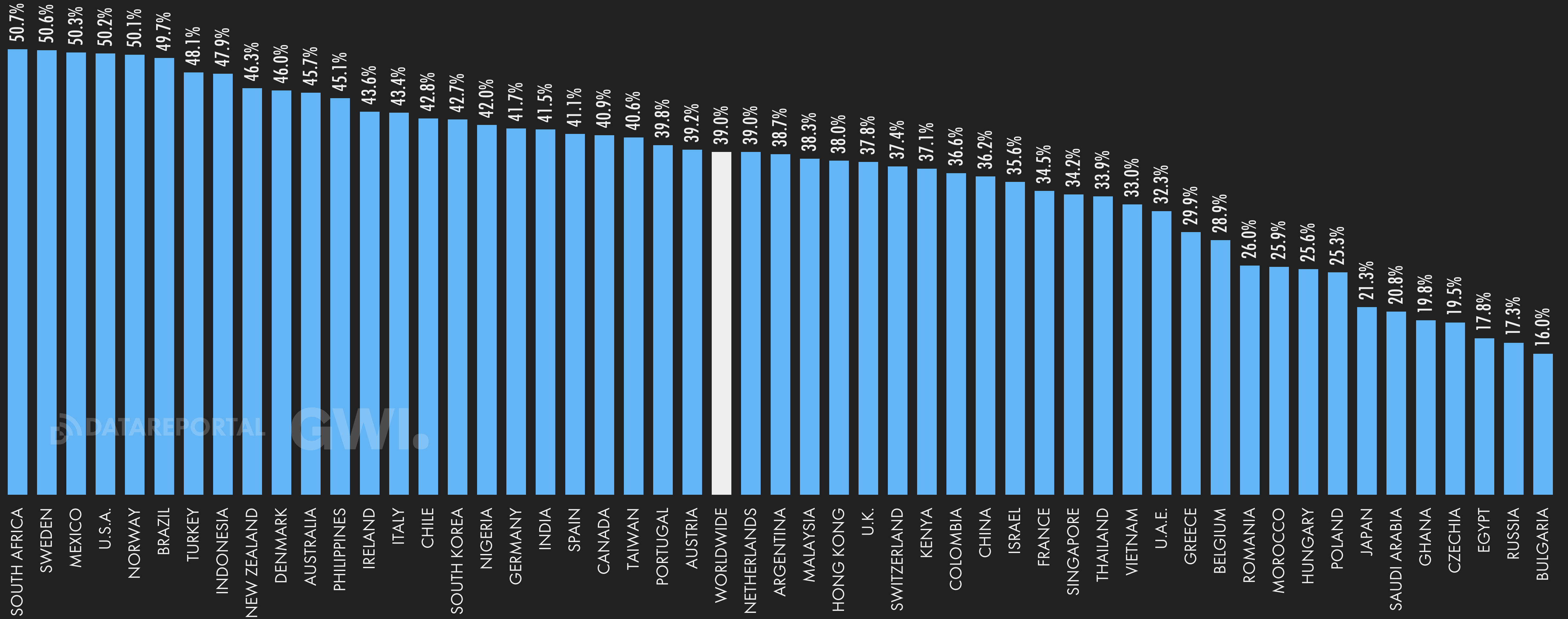
LISTENING TO STREAMING MUSIC

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO LISTEN TO MUSIC STREAMING SERVICES EACH WEEK

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GLOBAL OVERVIEW



DATA REPORTAL GWI.

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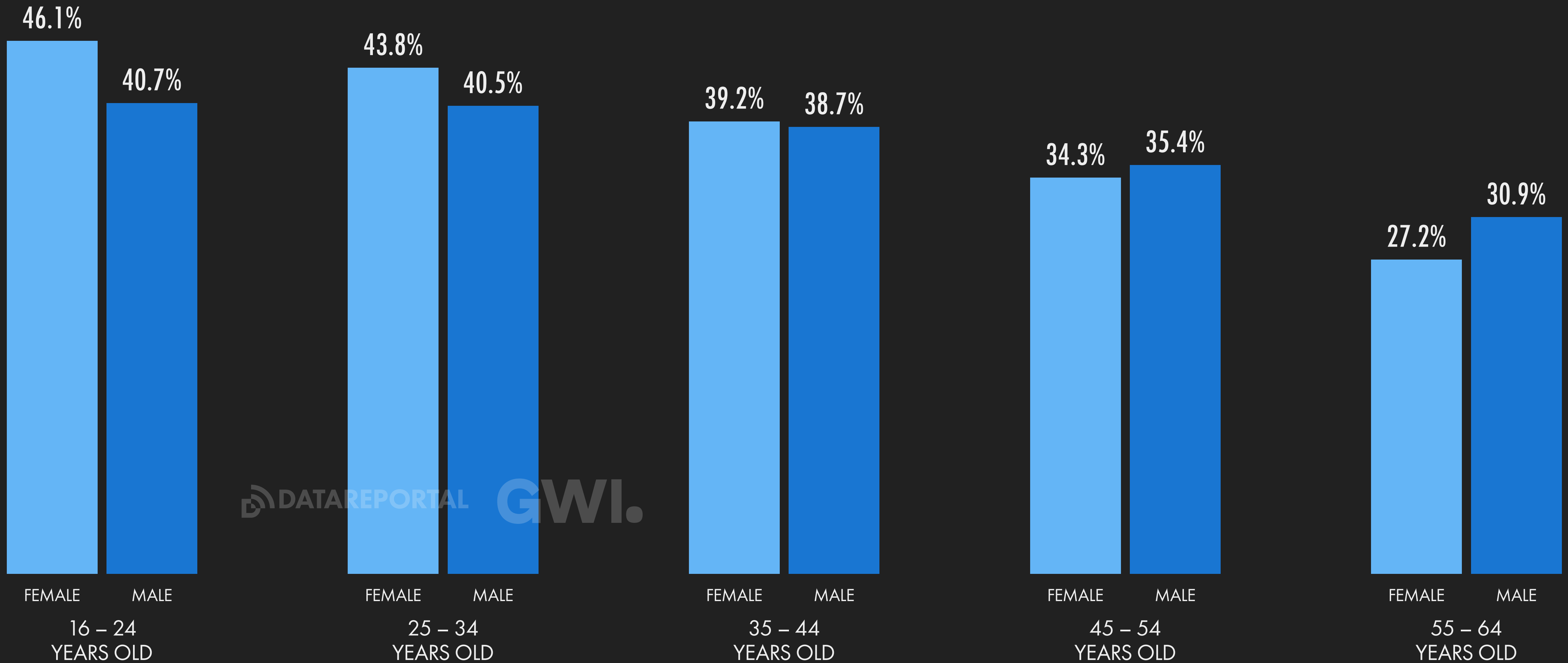
LISTENING TO STREAMING MUSIC

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO LISTEN TO MUSIC STREAMING SERVICES EACH WEEK

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GLOBAL OVERVIEW



DATA REPORTAL GWI.

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MUSIC: TOP MOBILE APPS

RANKINGS OF THE MOST USED MUSIC-RELATED APPS ON MOBILE PHONES BETWEEN 01 JULY AND 30 SEPTEMBER 2023



TOP MUSIC-RELATED MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	SPOTIFY	SPOTIFY
02	YOUTUBE MUSIC	GOOGLE
03	SHAZAM	APPLE
04	MI MUSIC	XIAOMI
05	JIOSAAVN	RELIANCE INDUSTRIES
06	WYNK	BHARTI AIRTEL
07	AMAZON MUSIC	AMAZON
08	MUSIC	ALLSAINTS MUSIC - SE
09	SAMSUNG MUSIC	SAMSUNG
10	SOUNDCLOUD	SOUNDCLOUD

TOP MUSIC-RELATED MOBILE APPS BY TOTAL TIME SPENT

#	APP NAME	COMPANY
01	SPOTIFY	SPOTIFY
02	YOUTUBE MUSIC	GOOGLE
03	LARK PLAYER	DYWX
04	SAMSUNG MUSIC	SAMSUNG
05	MI MUSIC	XIAOMI
06	POCKET FM	POCKET FM
07	MUSIC PLAYER - MP3 PLAYER,...	INSHOT INC.
08	AMAZON MUSIC	AMAZON
09	MUSIC	ALLSAINTS MUSIC - SE
10	WYNK	BHARTI AIRTEL

SOURCE: DATA AI INTELLIGENCE. SEE [DATA.AI](#) FOR DETAILS. **NOTES:** RANKINGS REFLECT USER ACTIVITY BETWEEN 01 JULY AND 30 SEPTEMBER 2023, BASED ON APPS WITH A PRIMARY OR SECONDARY DATA.AI APP IQ CATEGORISATION OF "MUSIC & AUDIO" OR "RADIO". ONLY INCLUDES MOBILE APPS FOR WHICH MUSIC IS A PRIMARY FOCUS; EXCLUDES COMMUNICATION AND SOCIAL NETWORKING APPS. DATA ARE CURRENTLY UNAVAILABLE FOR APPLE MUSIC, SO IT WILL NOT APPEAR IN THESE RANKINGS. ACTIVE USER RANKING REFLECTS WORLDWIDE ACTIVITY ON IPHONES AND ANDROID PHONES, EXCLUDING CHINA. RANKING BY TOTAL TIME REFLECTS ACTIVITY ON ANDROID PHONES ONLY.

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GLOBAL SPOTIFY CHARTS

RANKING OF THE WORLDWIDE MOST STREAMED SONGS AND MOST STREAMED ALBUMS ON SPOTIFY BETWEEN 22 AND 28 SEPTEMBER 2023



TOP SONGS

#	ARTIST – “SONG TITLE”
01	DOJA CAT – “PAINT THE TOWN RED”
02	JUNG KOOK FEAT. LATTO – “SEVEN (EXPLICIT VERSION)”
03	TAYLOR SWIFT – “CRUEL SUMMER”
04	KENYA GRACE – “STRANGERS”
05	KAROL G & PESO PLUMA – “QLONA”
06	TATE MCRAE – “GREEDY”
07	MYKE TOWERS – “LALA”
08	OLIVIA RODRIGO – “VAMPIRE”
09	QUEVEDO – “COLUMBIA”
10	PESO PLUMA, GABITO BALLESTEROS & JUNIOR H – “LADY GAGA”

TOP ALBUMS

#	ARTIST – “ALBUM TITLE”
01	OLIVIA RODRIGO – “GUTS”
02	DOJA CAT – “SCARLET”
03	PESO PLUMA – “GÉNESIS”
04	TRAVIS SCOTT – “UTOPIA”
05	TAYLOR SWIFT – “LOVER”
06	TAYLOR SWIFT – “MIDNIGHTS”
07	VARIOUS ARTISTS – “BARBIE: THE ALBUM”
08	THE WEEKND – “STARBOY”
09	KAROL G – “MAÑANA SERÁ BONITO”
10	SZA – “SOS”

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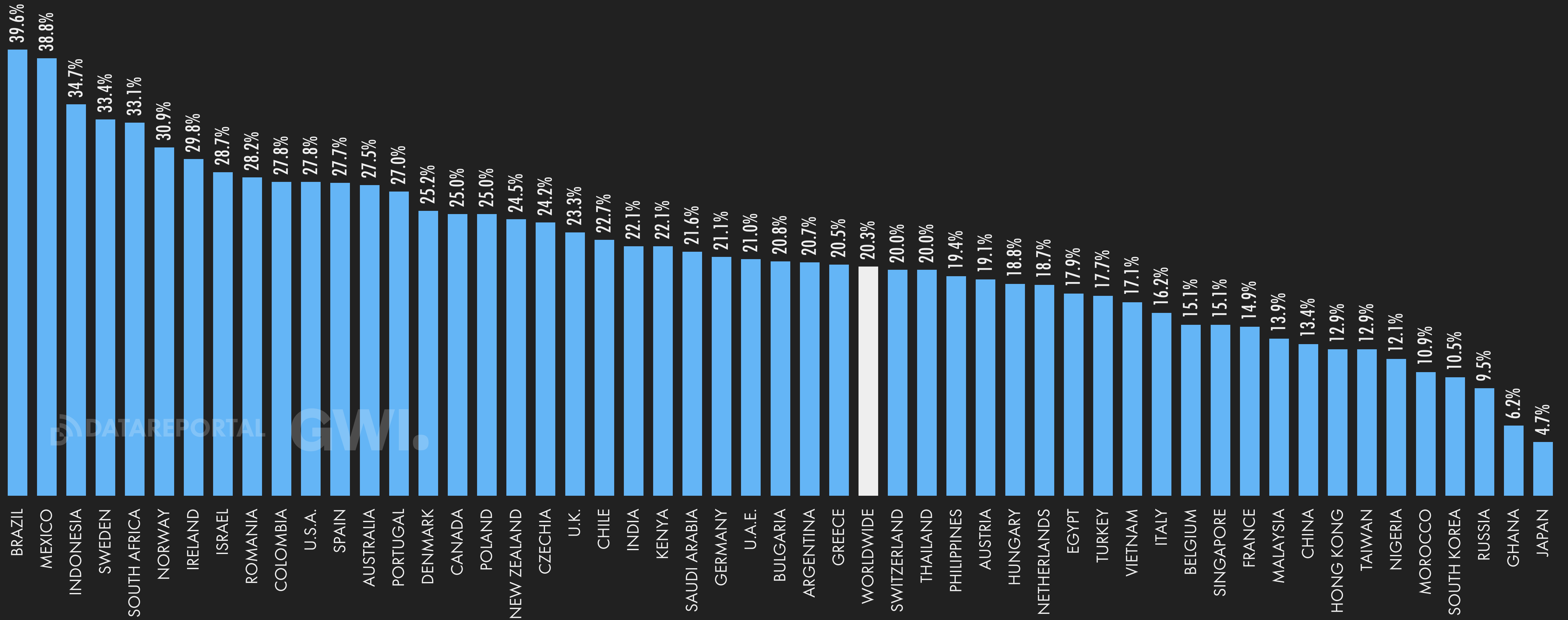
LISTENING TO PODCASTS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO LISTEN TO PODCASTS EACH WEEK

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GLOBAL OVERVIEW



DATA REPORTAL GWI.

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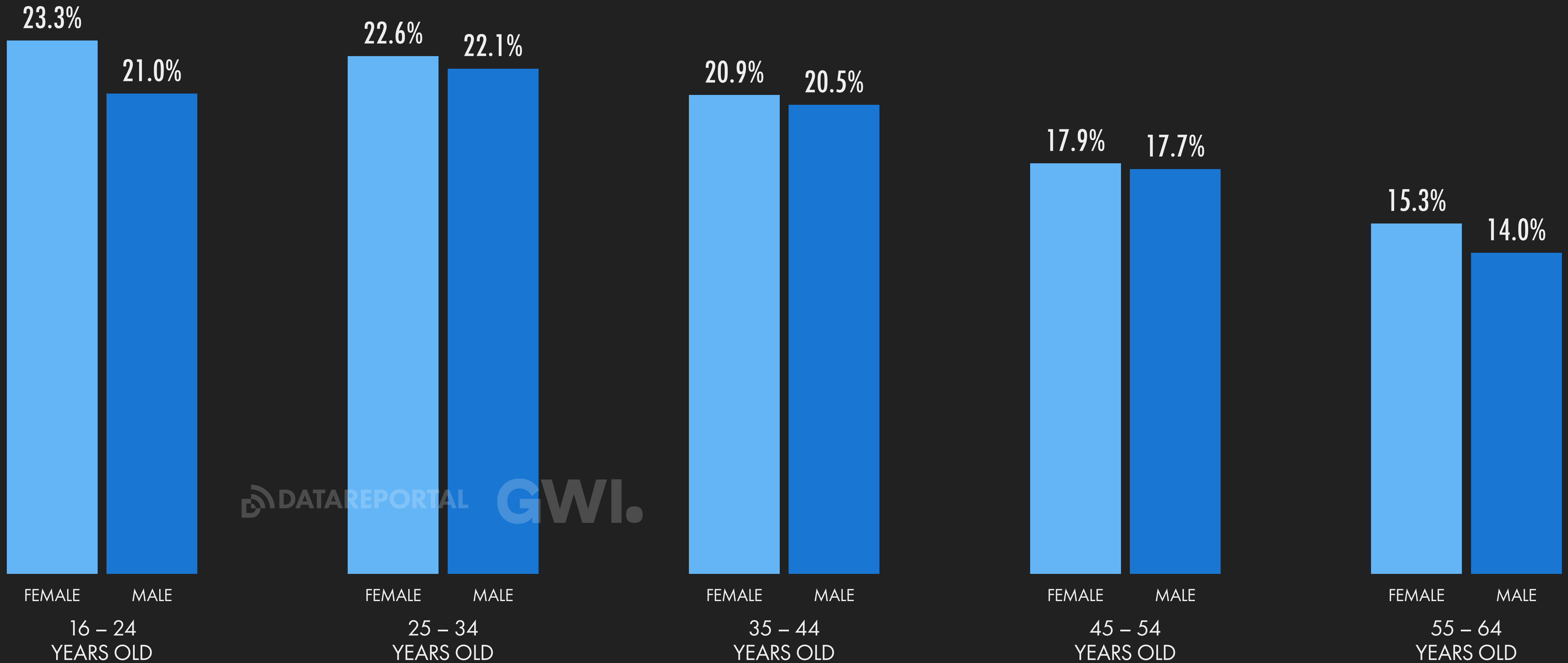
LISTENING TO PODCASTS

PERCENTAGE OF INTERNET USERS WHO LISTEN TO PODCASTS EACH WEEK

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DEVICES USED TO PLAY VIDEO GAMES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

ANY DEVICE



GWI.

81.6%

YOY: +0.2% (+20 BPS)

SMARTPHONE



we
are
social

67.2%

YOY: +2.3% (+150 BPS)

LAPTOP OR DESKTOP



GWI.

34.0%

YOY: -10.5% (-400 BPS)

GAMES CONSOLE



22.1%

YOY: -13.0% (-330 BPS)

TABLET



Meltwater

14.2%

YOY: -13.9% (-230 BPS)

HAND-HELD GAMING DEVICE



GWI.

10.3%

YOY: -21.4% (-280 BPS)

MEDIA STREAMING DEVICE



KEPIOS

6.8%

YOY: -26.9% (-250 BPS)

VIRTUAL REALITY HEADSET



6.0%

YOY: -27.7% (-230 BPS)

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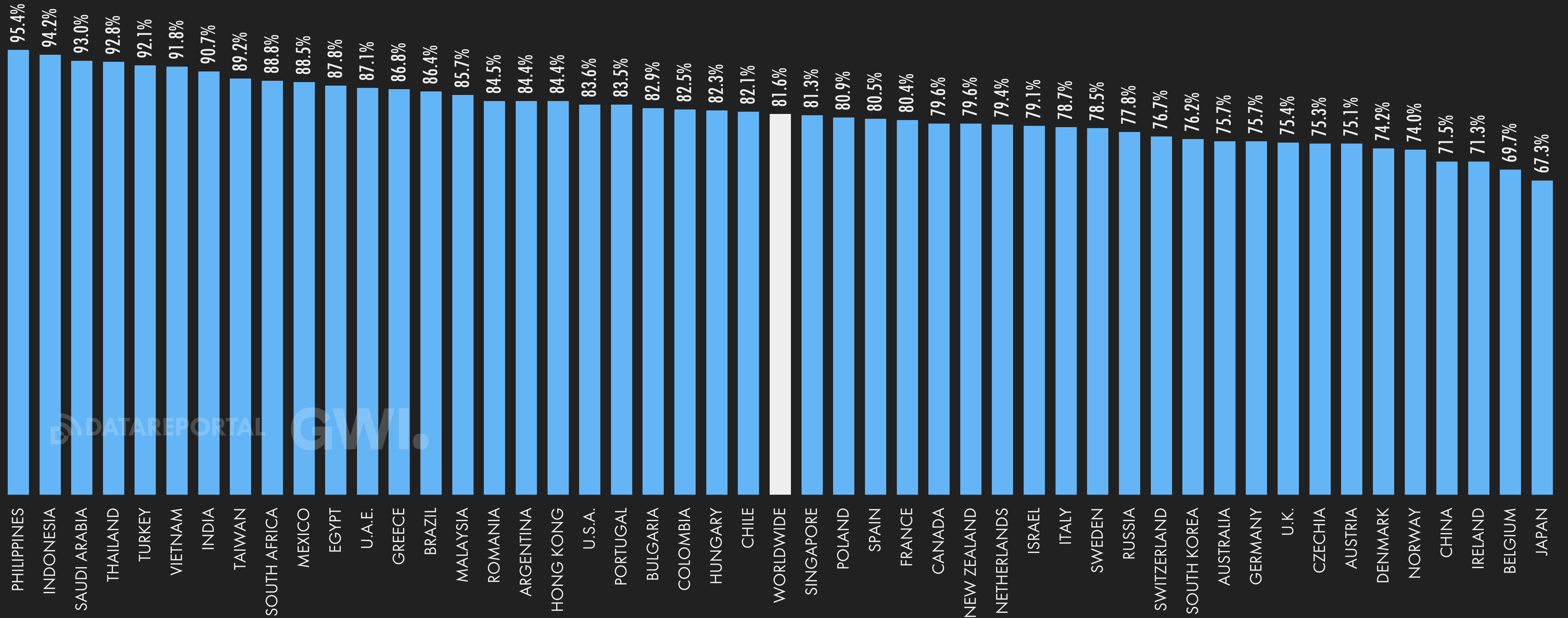
PLAYING VIDEO GAMES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON ANY DEVICE

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GLOBAL OVERVIEW



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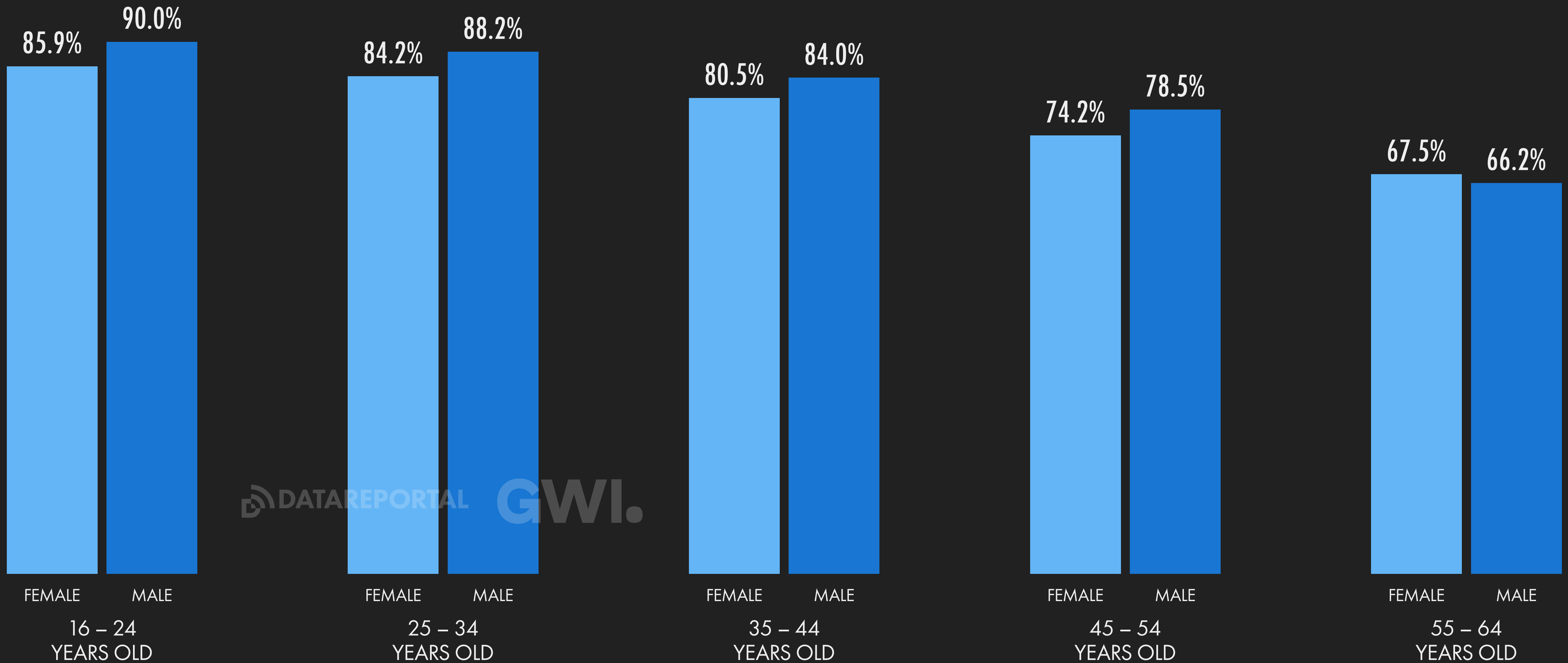
PLAYING VIDEO GAMES

PERCENTAGE OF INTERNET USERS WHO PLAY VIDEO GAMES ON ANY DEVICE

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GLOBAL OVERVIEW



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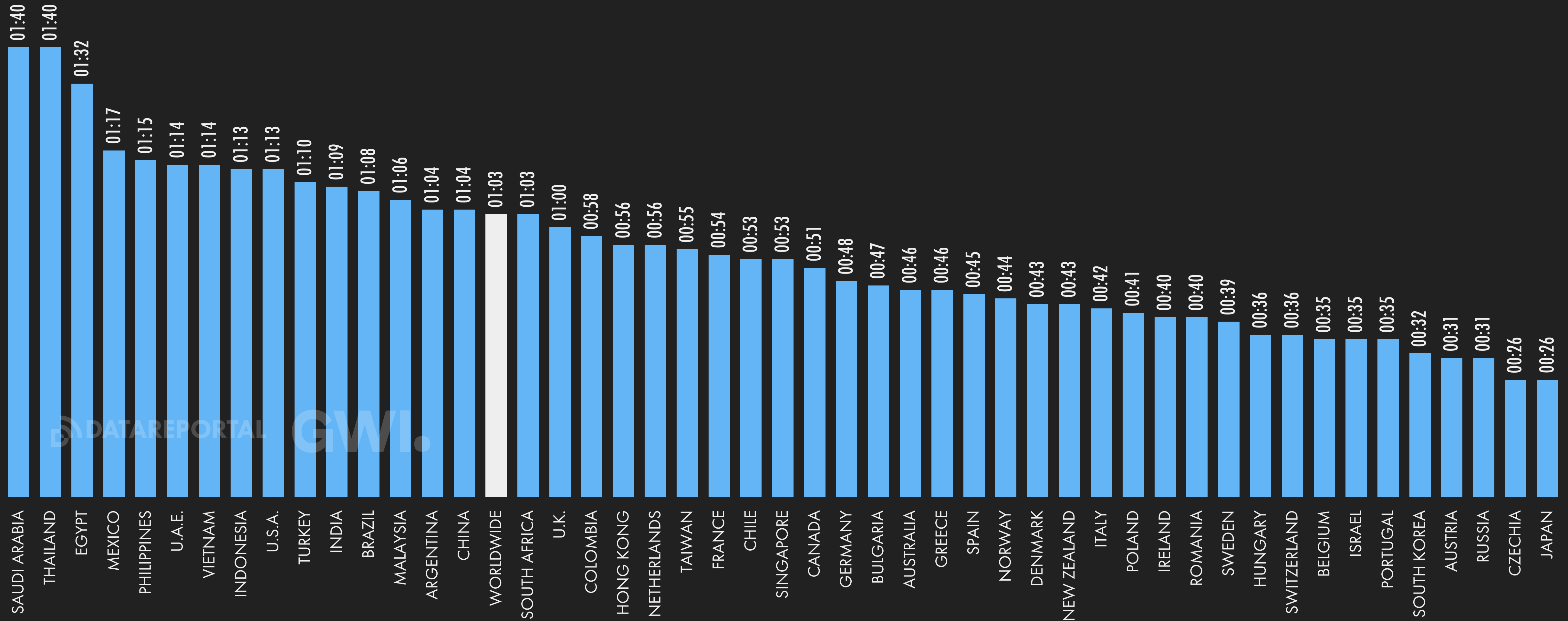
DAILY TIME SPENT USING A GAMES CONSOLE

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING A GAMES CONSOLE EACH DAY

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



OCT
2023

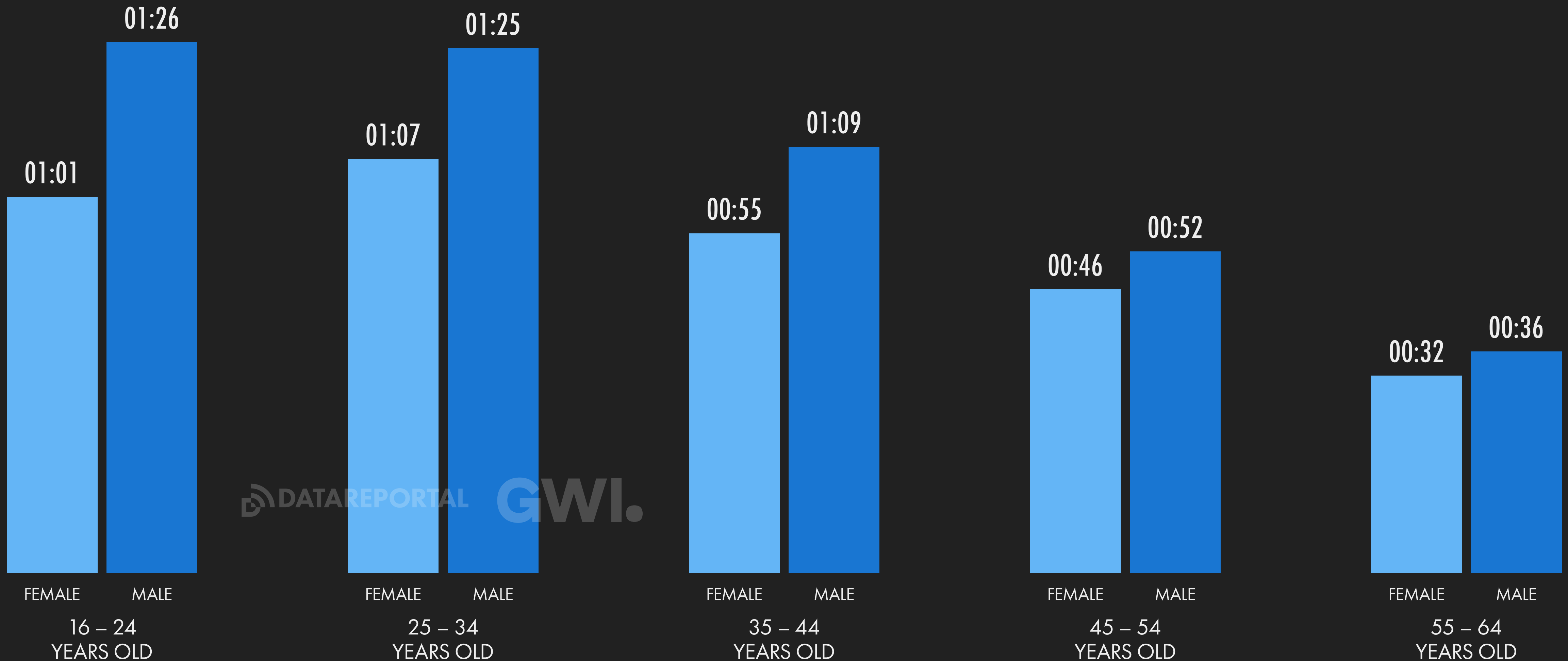
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GLOBAL OVERVIEW

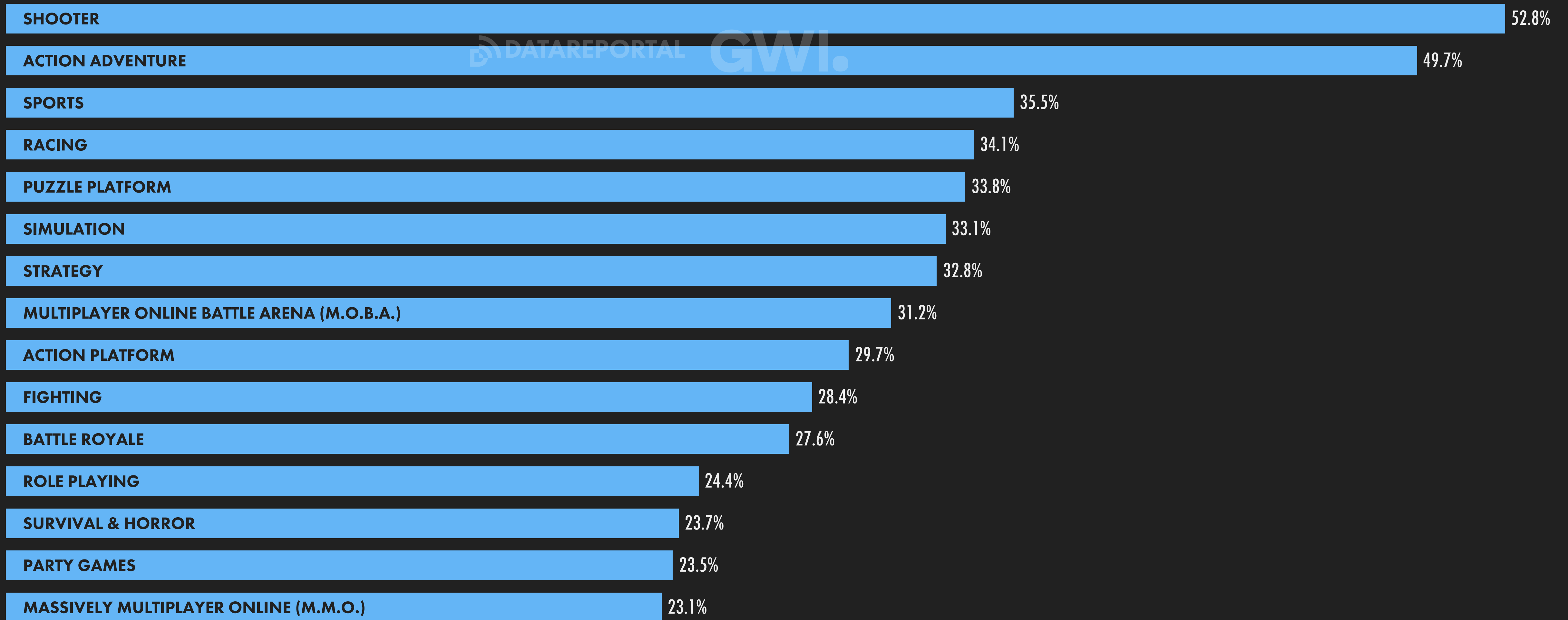


DATA REPORTAL GWI.

OCT
2023

MOST POPULAR VIDEO GAME FORMATS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES EACH MONTH WHO PLAY EACH GENRE OF VIDEO GAME ON ANY DEVICE



SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** PERCENTAGES REPRESENT SHARE OF INTERNET USERS IN EACH AGE GROUP WHO PLAY VIDEO GAMES EACH MONTH, AND WHO ALSO SAY THEY PLAY EACH GENRE OF VIDEO GAME. **COMPARABILITY:** STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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GLOBAL OVERVIEW

16 TO 24 YEARS OLD		25 TO 34 YEARS OLD		35 TO 44 YEARS OLD		45 TO 54 YEARS OLD		55 TO 64 YEARS OLD	
SHOOTER	63.8%	SHOOTER	59.3%	SHOOTER	51.0%	ACTION ADVENTURE	39.5%	SHOOTER	31.0%
ACTION ADVENTURE	59.1%	ACTION ADVENTURE	54.1%	ACTION ADVENTURE	49.3%	SHOOTER	39.5%	ACTION ADVENTURE	30.8%
SIMULATION	39.6%	SPORTS	40.0%	SPORTS	36.2%	PUZZLE PLATFORM	31.9%	PUZZLE PLATFORM	29.7%
SPORTS	38.9%	RACING	38.3%	PUZZLE PLATFORM	35.5%	SPORTS	28.7%	SPORTS	23.6%
BATTLE ROYALE	38.1%	M.O.B.A.	37.0%	RACING	34.6%	RACING	28.5%	RACING	21.7%
M.O.B.A.	37.5%	SIMULATION	36.7%	STRATEGY	33.0%	STRATEGY	27.6%	SIMULATION	20.5%
RACING	37.3%	STRATEGY	36.7%	SIMULATION	31.8%	SIMULATION	25.9%	STRATEGY	20.5%
STRATEGY	36.3%	PUZZLE PLATFORM	35.0%	ACTION PLATFORM	30.8%	ACTION PLATFORM	23.6%	ONLINE BOARD GAMES	18.7%
PUZZLE PLATFORM	33.8%	ACTION PLATFORM	33.6%	M.O.B.A.	30.0%	M.O.B.A.	22.2%	ACTION PLATFORM	18.6%
FIGHTING	32.5%	FIGHTING	32.1%	FIGHTING	29.5%	FIGHTING	21.6%	FREE-TO-PLAY CASINO	17.3%

SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** PERCENTAGES REPRESENT SHARE OF INTERNET USERS IN EACH AGE GROUP WHO PLAY VIDEO GAMES EACH MONTH, AND WHO ALSO SAY THEY PLAY EACH GENRE OF VIDEO GAME. **COMPARABILITY:** STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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TOP MOBILE GAMES

RANKINGS OF MOBILE GAMES BY VARIOUS METRICS, BASED ON ACTIVITY BETWEEN 01 JULY AND 30 SEPTEMBER 2023



#	MONTHLY ACTIVE USERS	TOTAL TIME SPENT	DOWNLOADS	CONSUMER SPEND
01	ROBLOX <small>ROBLOX</small>	ROBLOX <small>ROBLOX</small>	SUBWAY SURFERS <small>SYBO</small>	ROYAL MATCH <small>DREAM GAMES</small>
02	FREE FIRE <small>SEA</small>	FREE FIRE <small>SEA</small>	FREE FIRE <small>SEA</small>	CANDY CRUSH SAGA <small>KING</small>
03	CANDY CRUSH SAGA <small>KING</small>	MOBILE LEGENDS: BANG BANG <small>BYTEDANCE</small>	ROBLOX <small>ROBLOX</small>	ROBLOX <small>ROBLOX</small>
04	SUBWAY SURFERS <small>SYBO</small>	CANDY CRUSH SAGA <small>KING</small>	ROYAL MATCH <small>DREAM GAMES</small>	MONOPOLY GO: FAMILY BOARD GAME <small>SCOPELY</small>
05	MINECRAFT POCKET EDITION <small>MICROSOFT</small>	BATTLEGROUNDS MOBILE INDIA <small>KRAFTON</small>	LUDO KING <small>GAMETION</small>	HONOR OF KINGS <small>TENCENT</small>
06	MOBILE LEGENDS: BANG BANG <small>BYTEDANCE</small>	PUBG MOBILE <small>TENCENT</small>	CANDY CRUSH SAGA <small>KING</small>	COIN MASTER <small>MOON ACTIVE</small>
07	LUDO KING <small>GAMETION</small>	CALL OF DUTY: MOBILE <small>ACTIVISION BLIZZARD</small>	TIC TAC TOE: 2 PLAYER XO <small>CDT PUZZLE GAMES</small>	POKÉMON GO <small>NIANTIC</small>
08	EA SPORTS FC MOBILE 24 SOCCER <small>ELECTRONIC ARTS</small>	EA SPORTS FC MOBILE 24 SOCCER <small>ELECTRONIC ARTS</small>	MONOPOLY GO: FAMILY BOARD GAME <small>SCOPELY</small>	HONKAI: STAR RAIL <small>MIHOYO</small>
09	PUBG MOBILE <small>TENCENT</small>	MINECRAFT POCKET EDITION <small>MICROSOFT</small>	MY TALKING TOM 2 <small>JINKE CULTURE - OUTFIT7</small>	GARDENSCAPES BY PLAYRIX <small>PLAYRIX</small>
10	STUMBLE GUYS <small>SCOPELY</small>	ARENA OF VALOR <small>SEA</small>	TRAFFIC RIDER <small>SKGAMES</small>	LINEAGE M <small>NCSOFT</small>

SOURCE: DATA.AI INTELLIGENCE. SEE [DATA.AI](https://data.ai) FOR MORE DETAILS. **NOTES:** RANKINGS REFLECT USER ACTIVITY BETWEEN 01 JULY AND 30 SEPTEMBER 2023. RANKING BY MONTHLY ACTIVE USERS REFLECTS ACTIVITY ON IPHONES AND ANDROID PHONES, EXCLUDING CHINA. RANKING BY TOTAL TIME SPENT REFLECTS USER ACTIVITY ON ANDROID PHONES ONLY. RANKINGS BY DOWNLOADS AND CONSUMER SPEND REFLECT CUMULATIVE, COMBINED ACTIVITY ACROSS THE IOS APP STORE AND GOOGLE PLAY STORE, EXCEPT FOR CHINA, WHERE DATA IS FOR THE IOS APP STORE ONLY.

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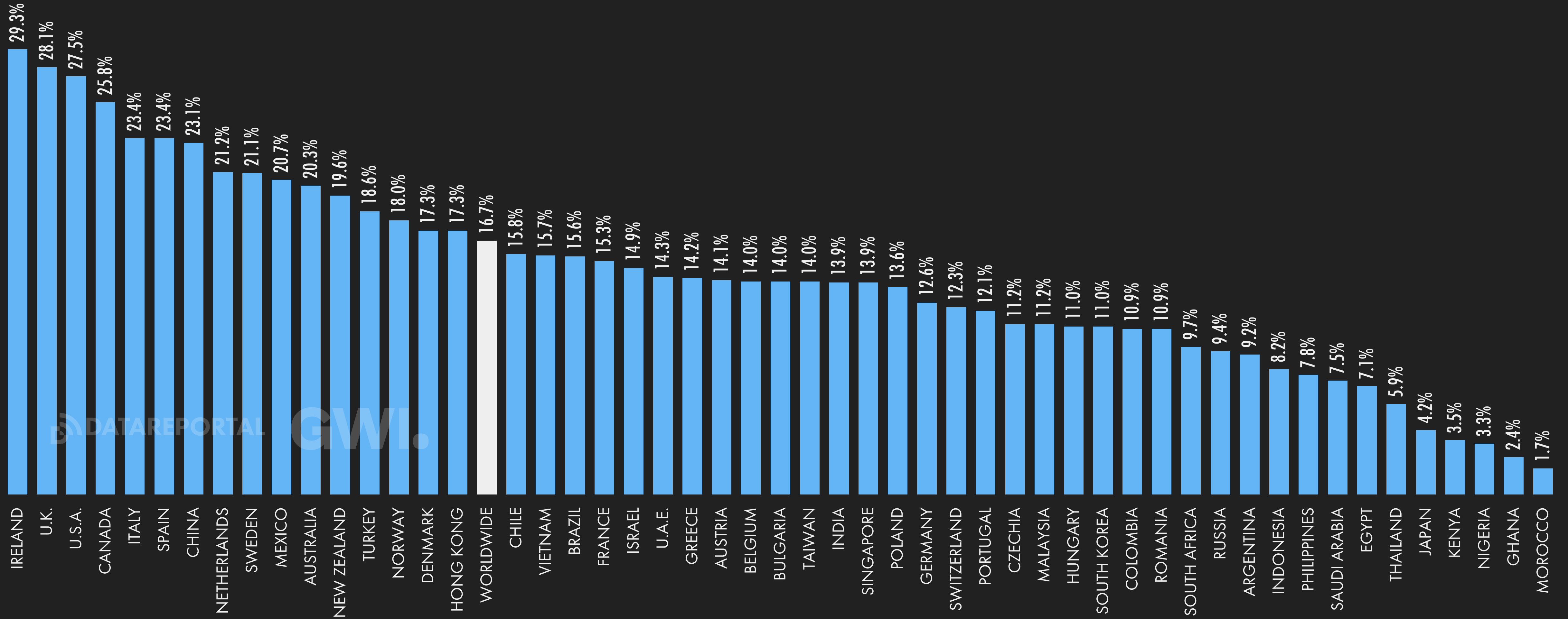
SMART HOME DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN SOME FORM OF SMART HOME DEVICE

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **COMPARABILITY:** STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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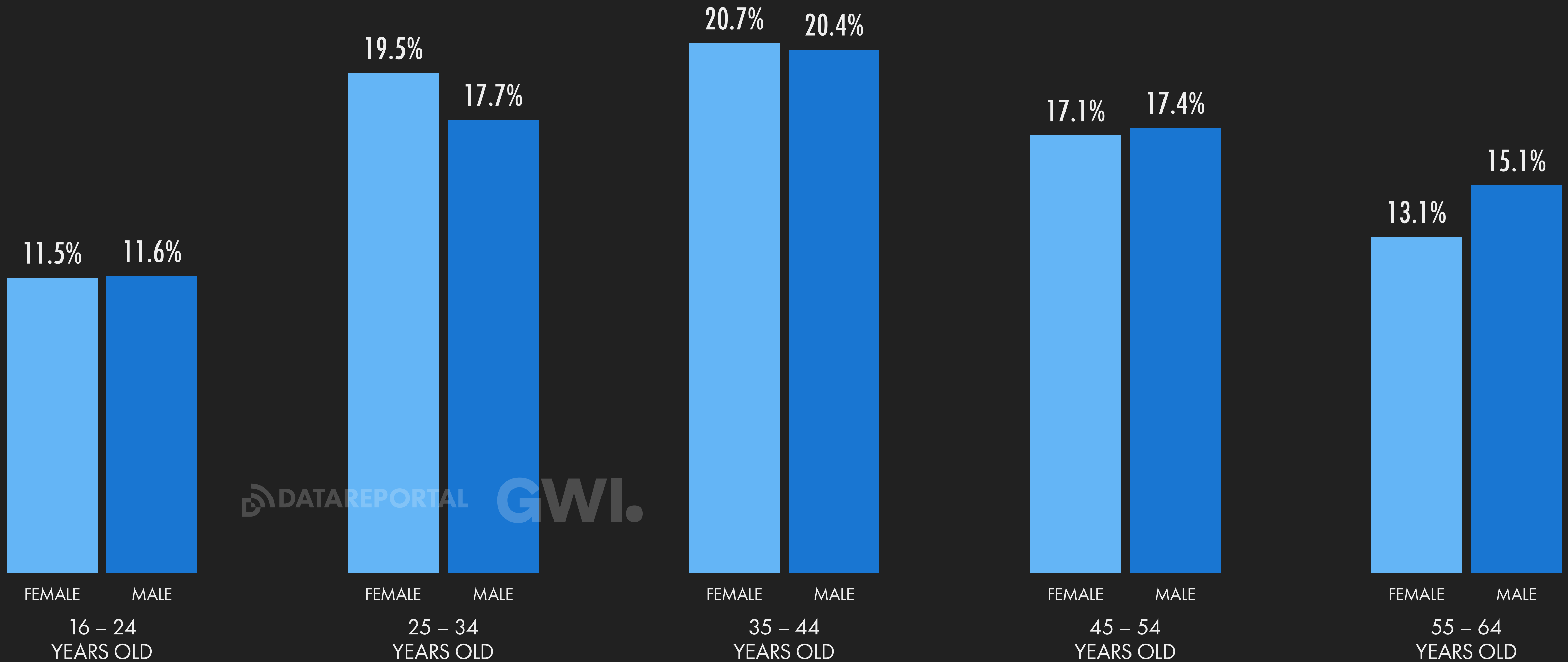
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GLOBAL OVERVIEW



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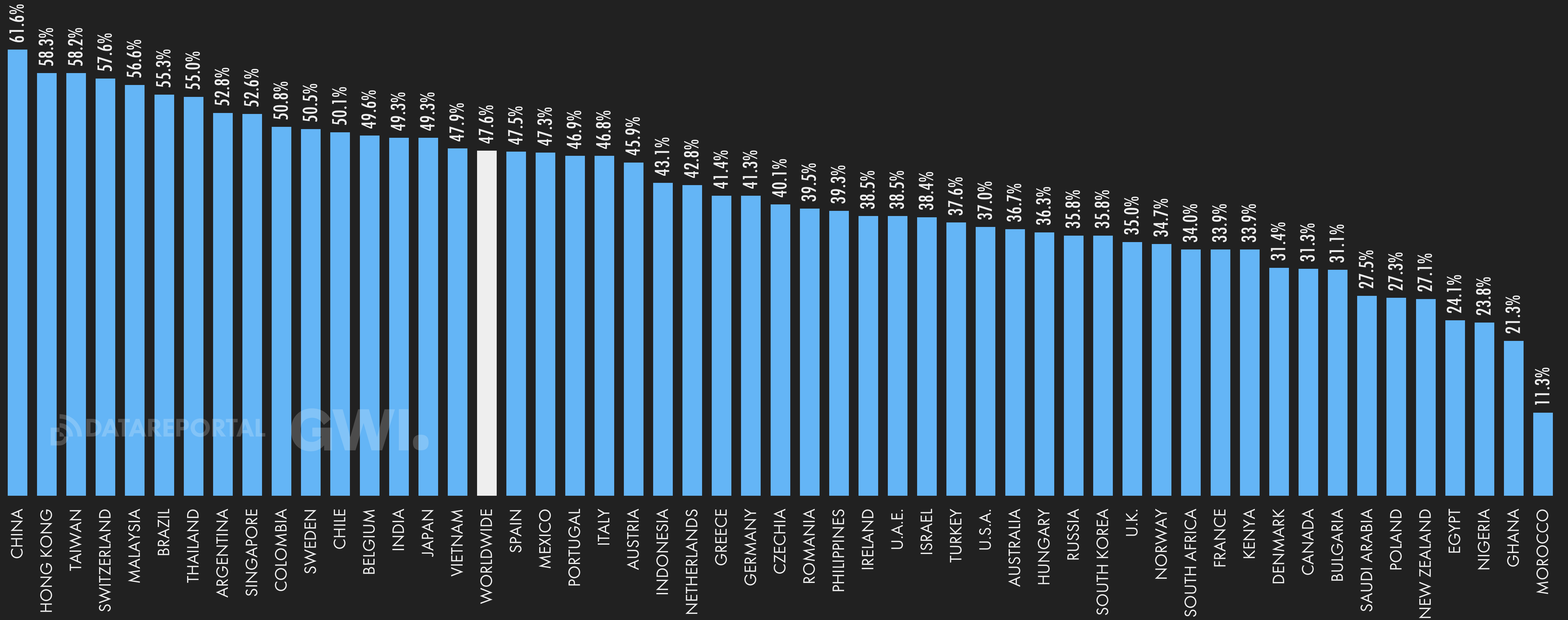
USE OF QR CODES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE OR SCAN QR CODES ON THEIR MOBILE EACH MONTH

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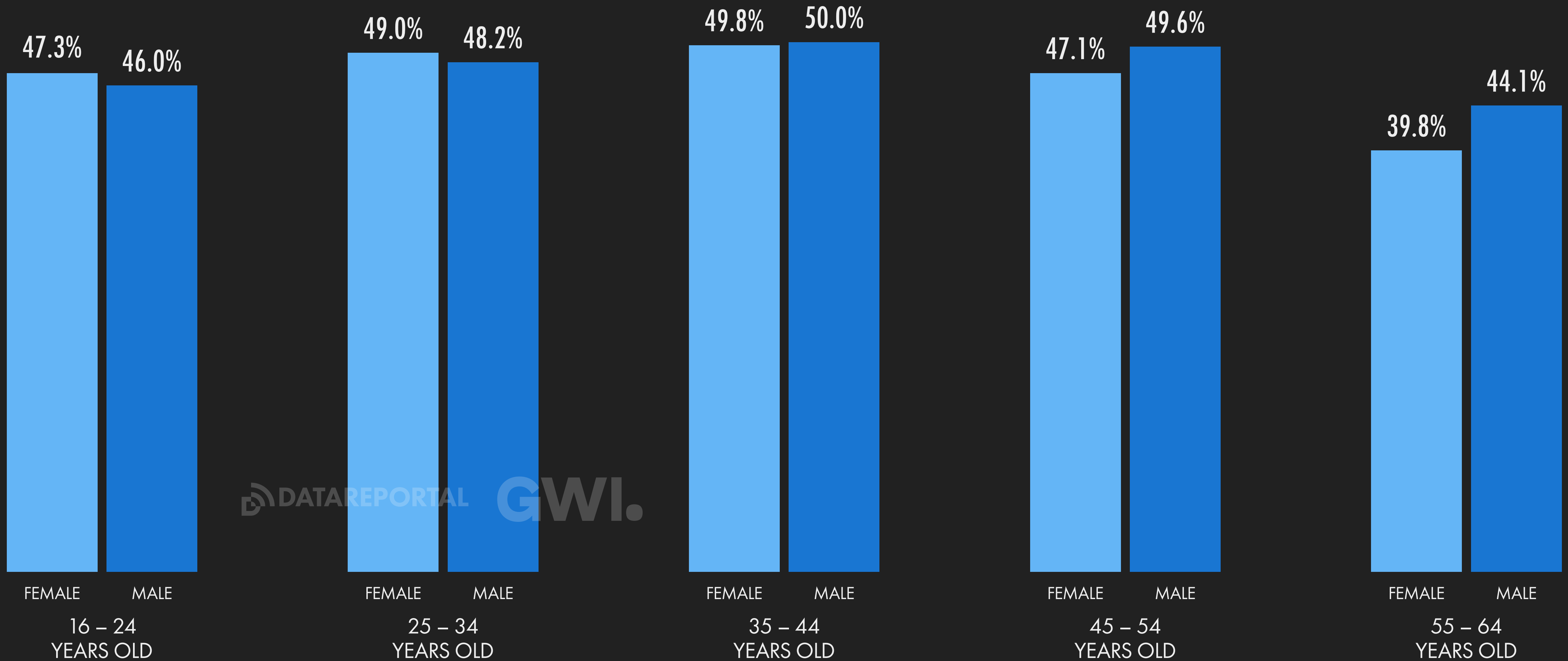
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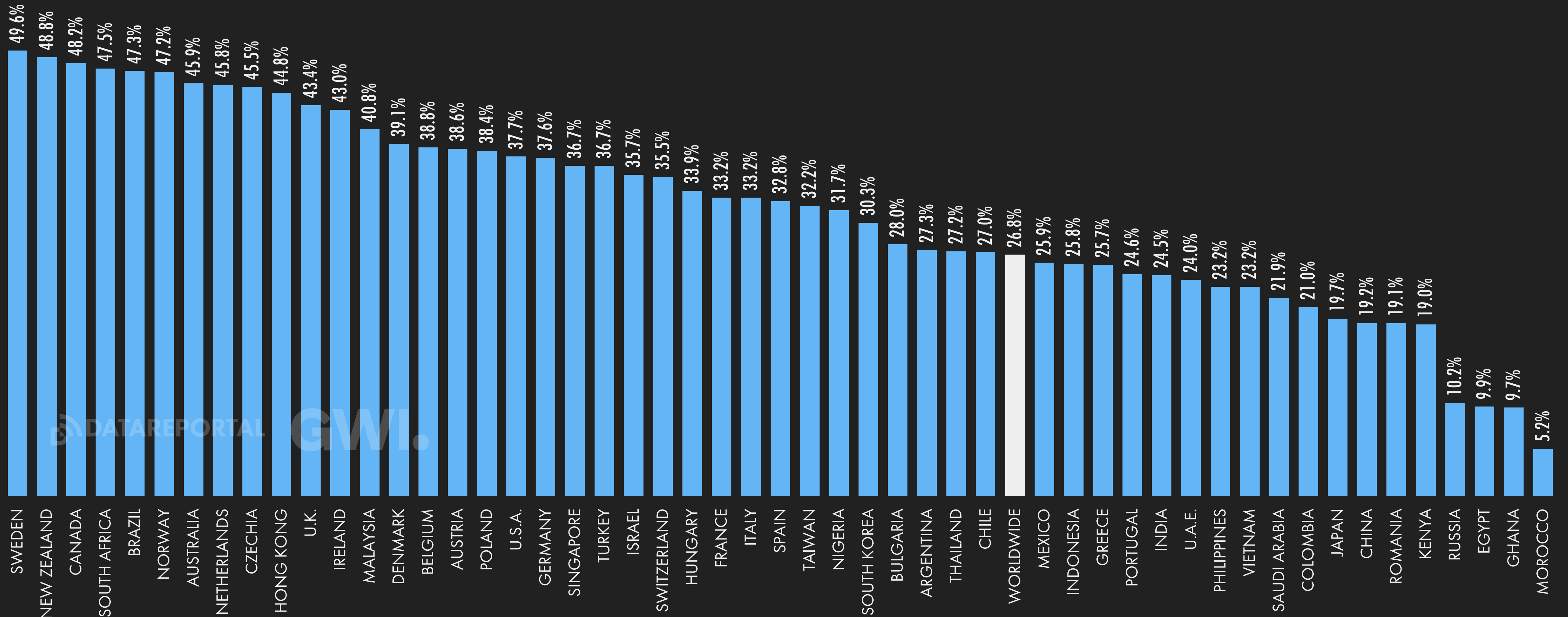
USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR APP EACH MONTH

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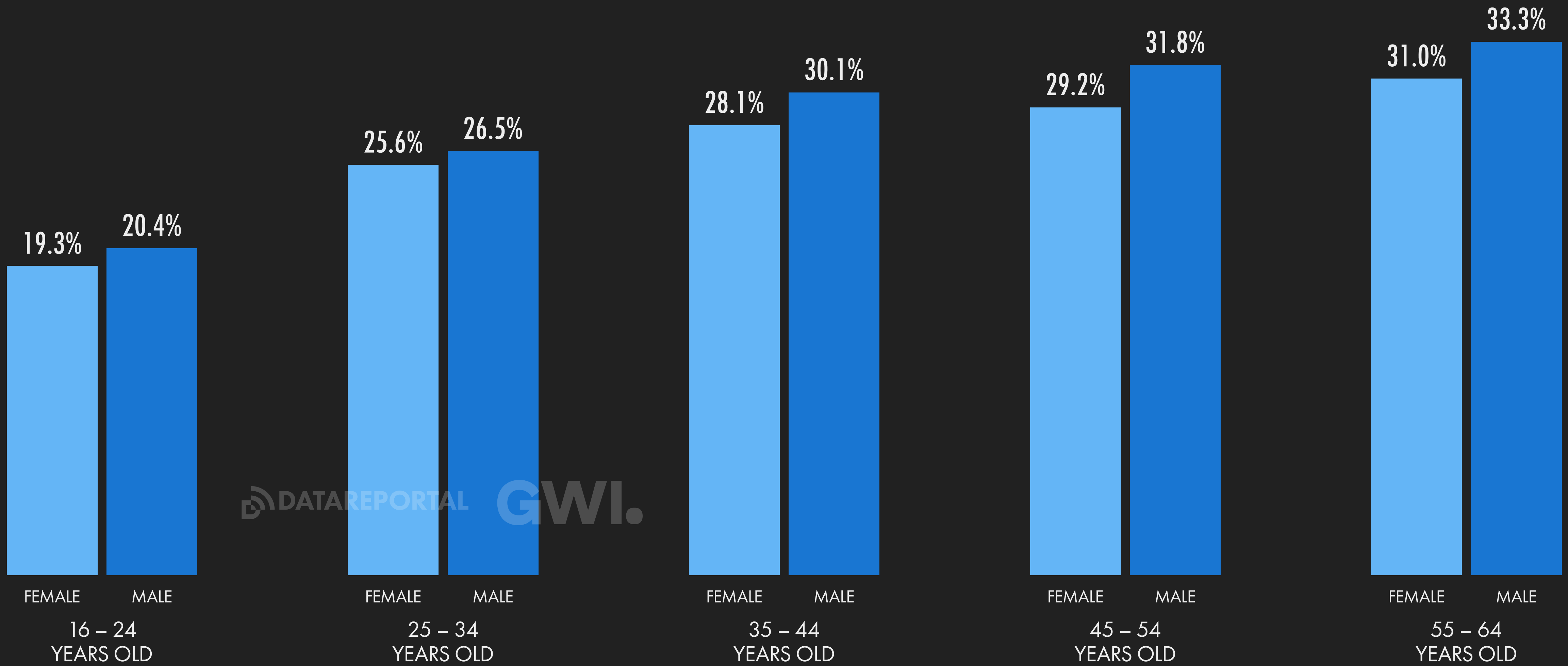
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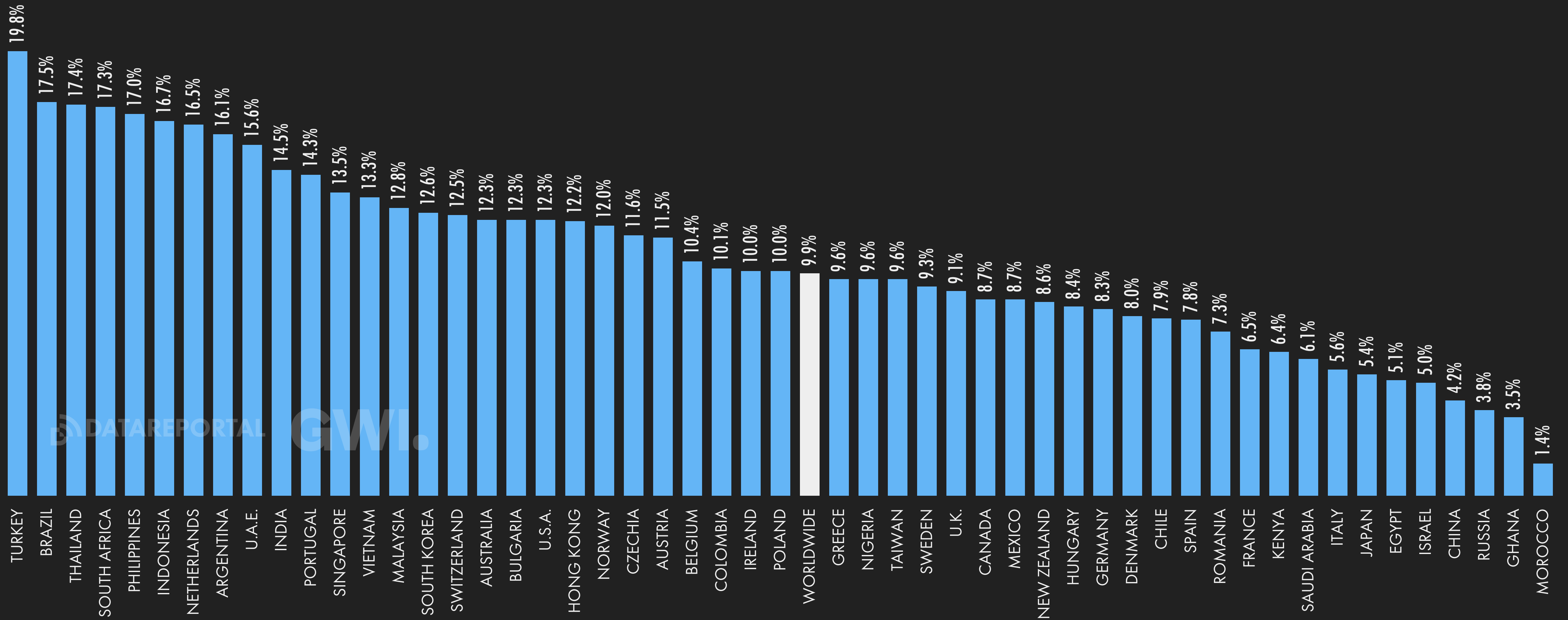
OWNERSHIP OF CRYPTOCURRENCY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN SOME FORM OF CRYPTOCURRENCY

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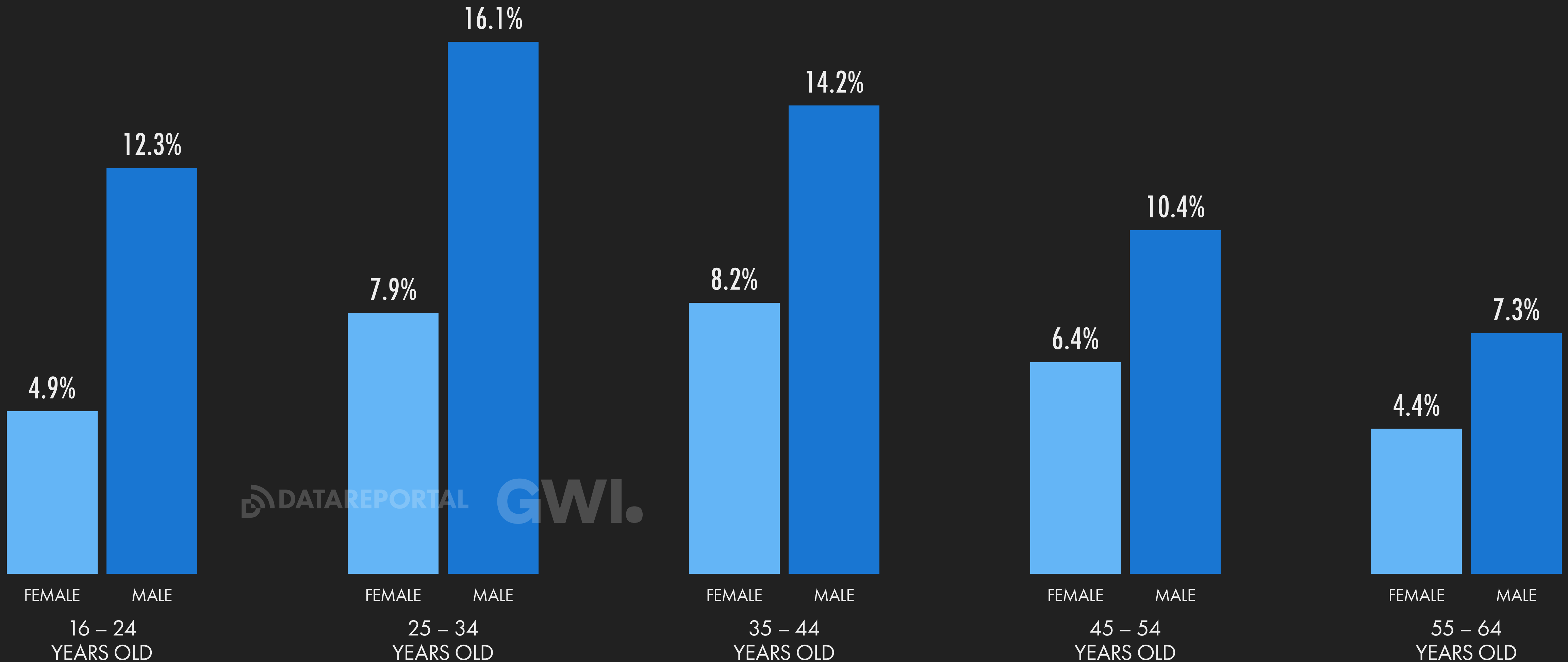
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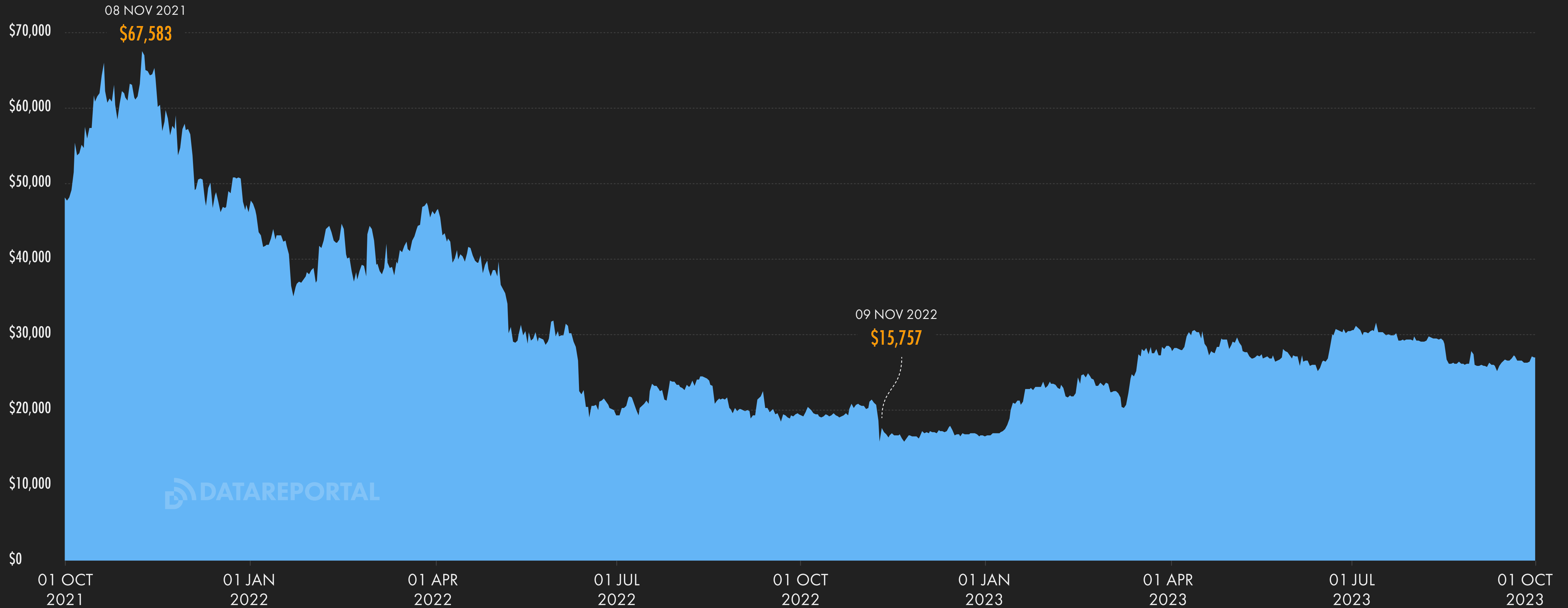
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EQUIVALENT VALUE OF BITCOIN IN USD

THE EXCHANGE RATE BETWEEN **BITCOIN** AND THE UNITED STATES DOLLAR AT THE END OF EACH TRADING DAY, AS PUBLISHED BY GOOGLE FINANCE



GLOBAL OVERVIEW



DATAREPORTAL

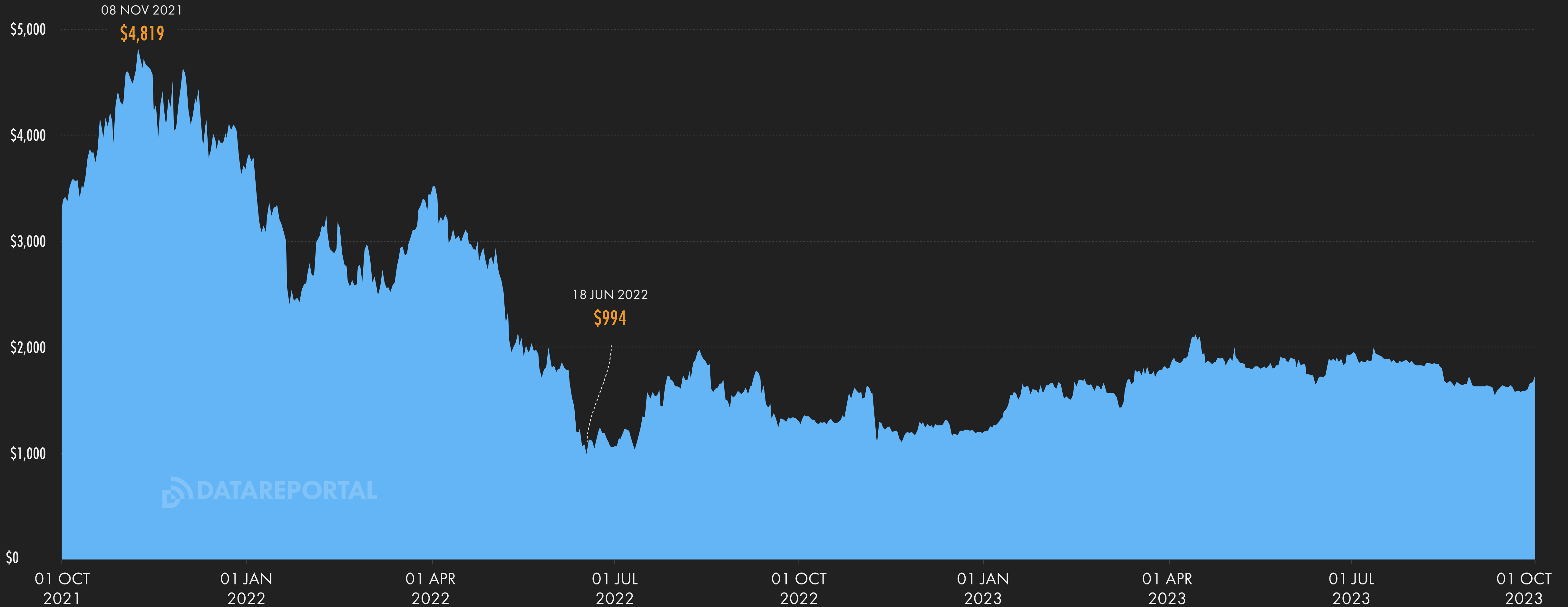
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EQUIVALENT VALUE OF ETHER IN USD

THE EXCHANGE RATE BETWEEN ETHER AND THE UNITED STATES DOLLAR AT THE END OF EACH TRADING DAY, AS PUBLISHED BY GOOGLE FINANCE



GLOBAL OVERVIEW



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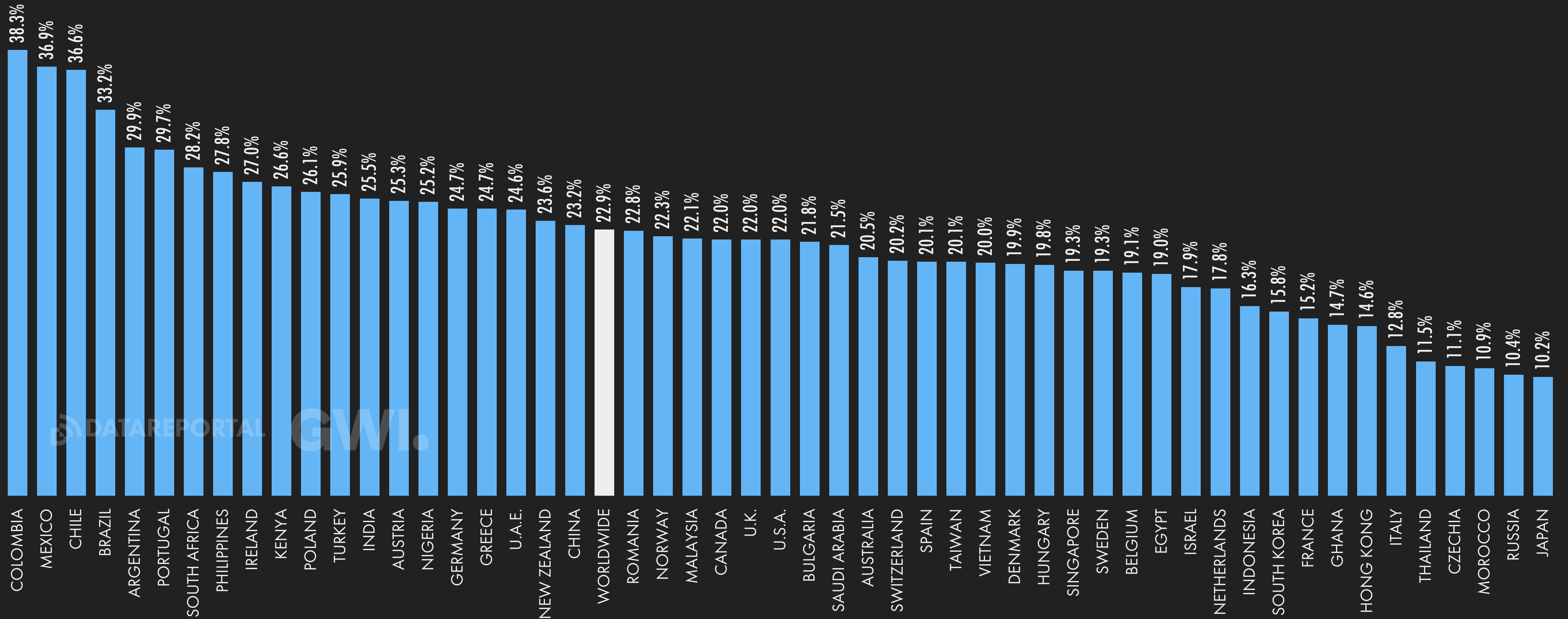
CHECKING HEALTH SYMPTOMS ONLINE

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CHECK HEALTH SYMPTOMS ONLINE EACH WEEK

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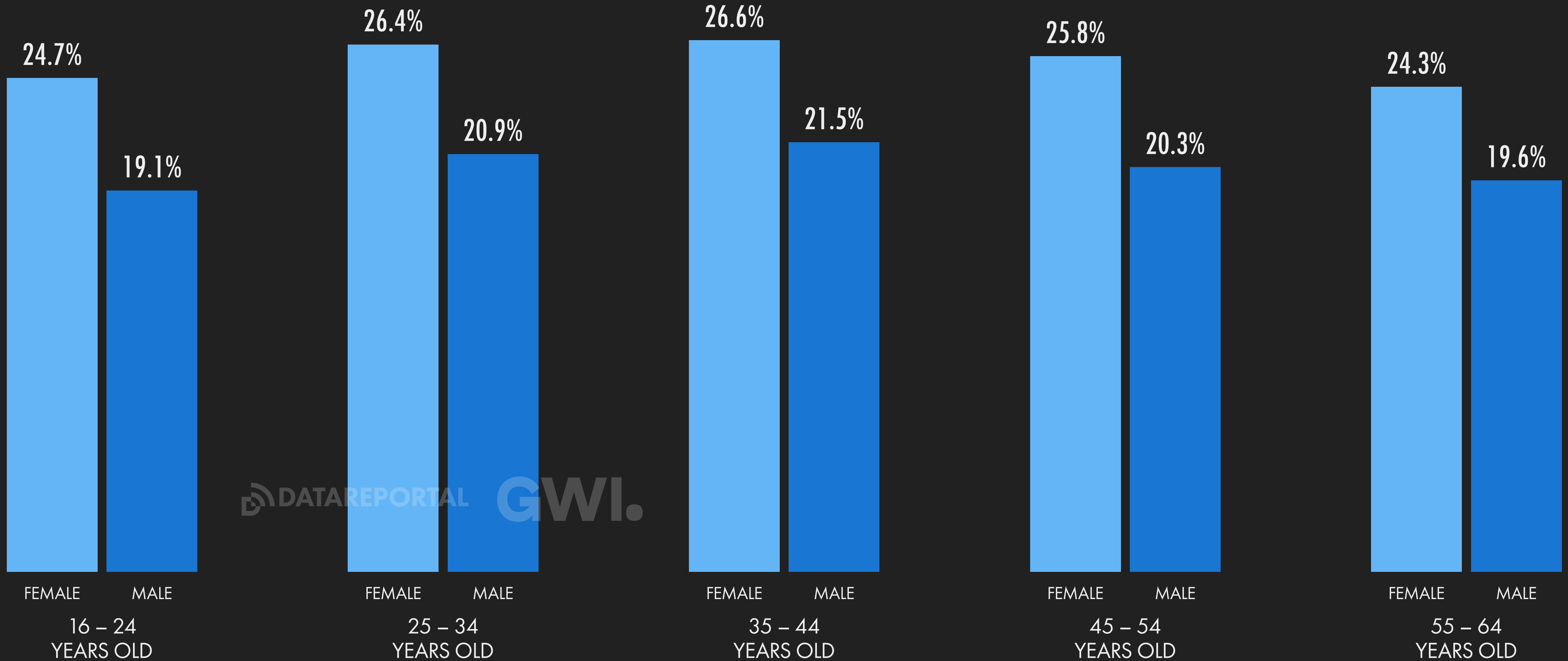
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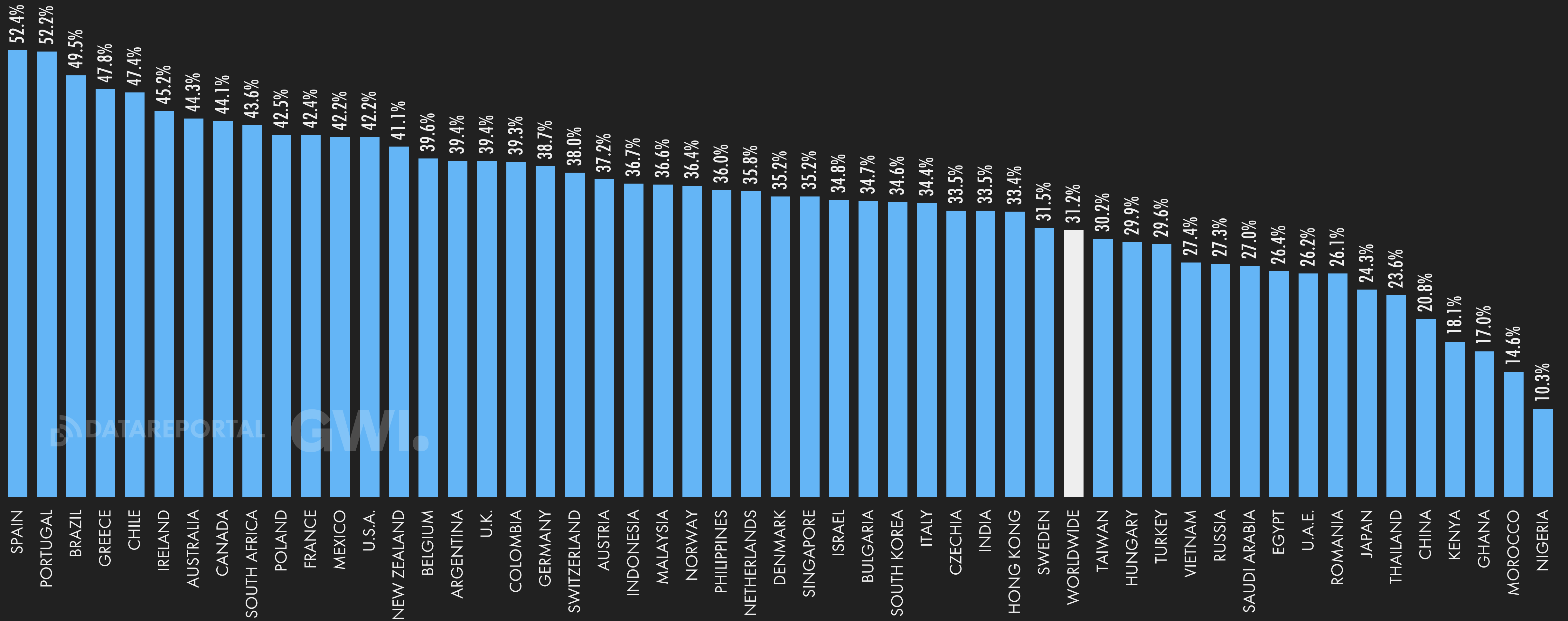
CONCERNS ABOUT MISUSE OF PERSONAL DATA

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ARE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA ONLINE

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GLOBAL OVERVIEW



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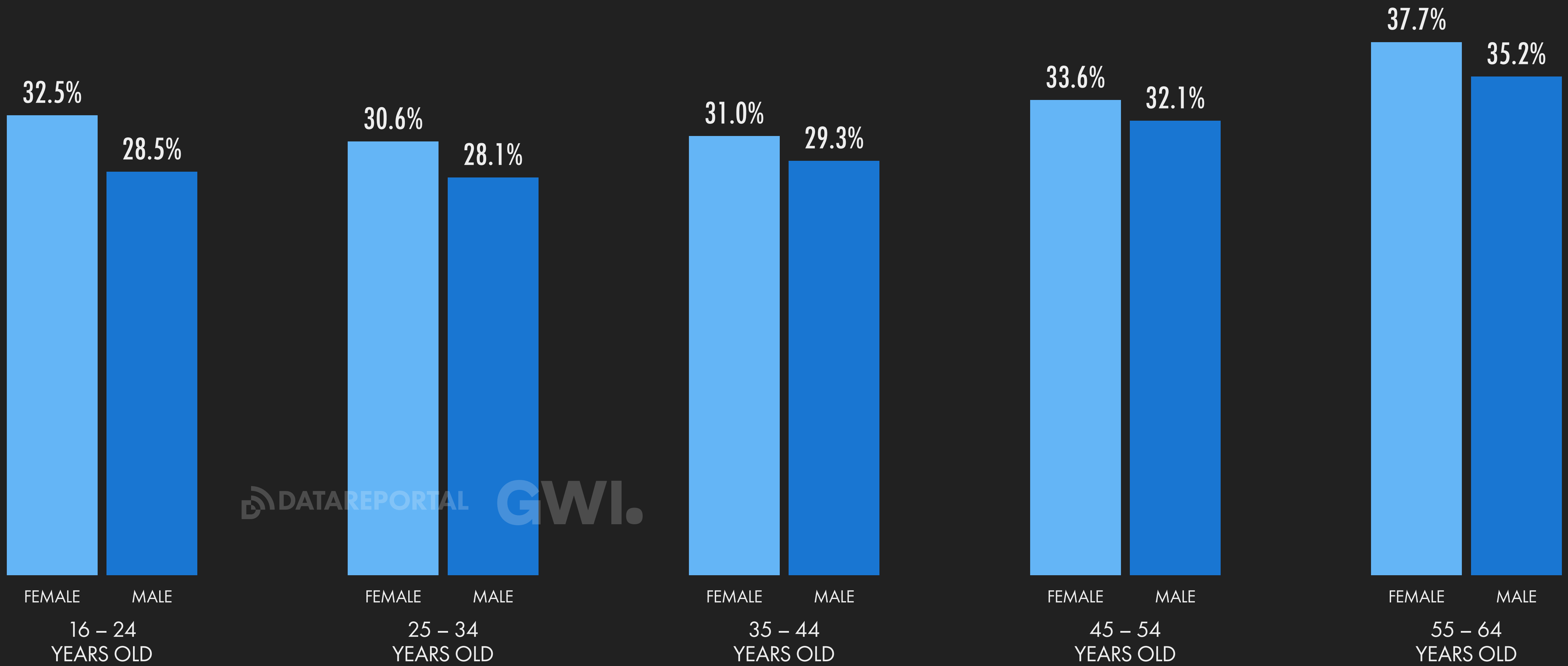
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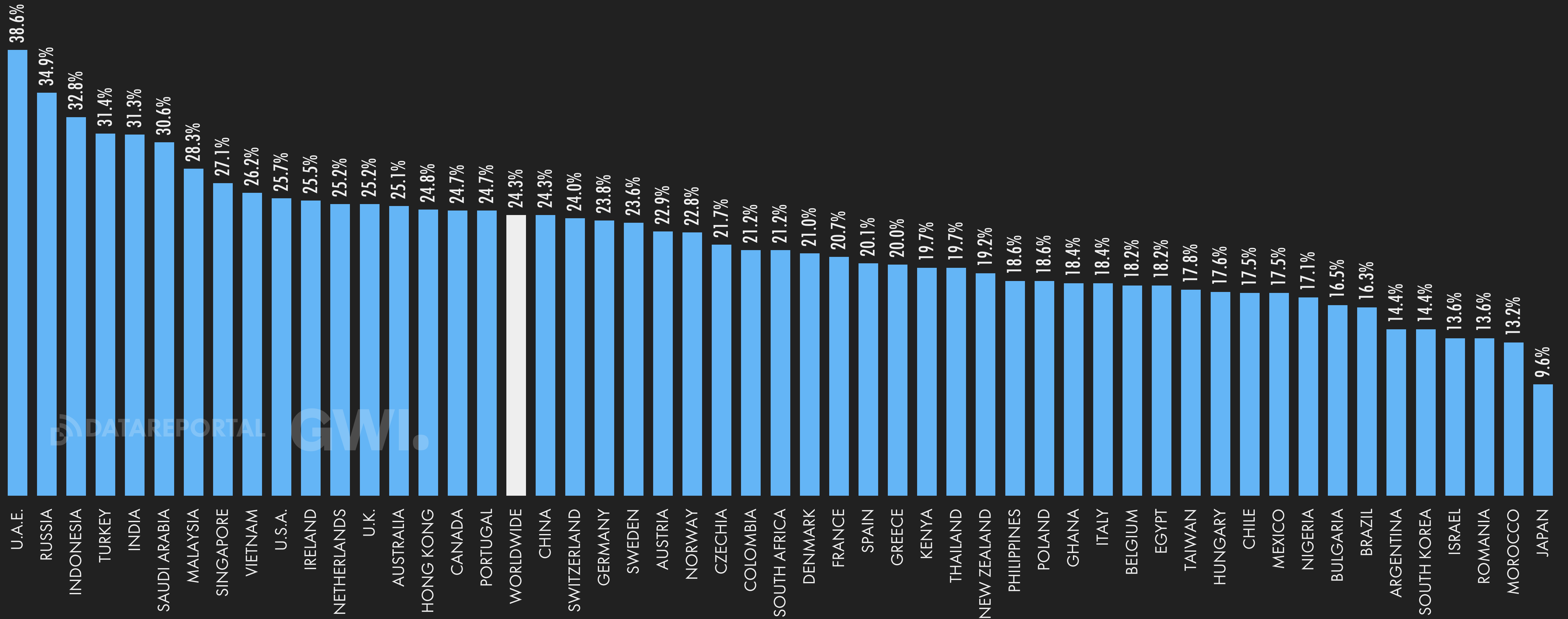
USE OF VIRTUAL PRIVATE NETWORKS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE A VIRTUAL PRIVATE NETWORK (VPN) FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES

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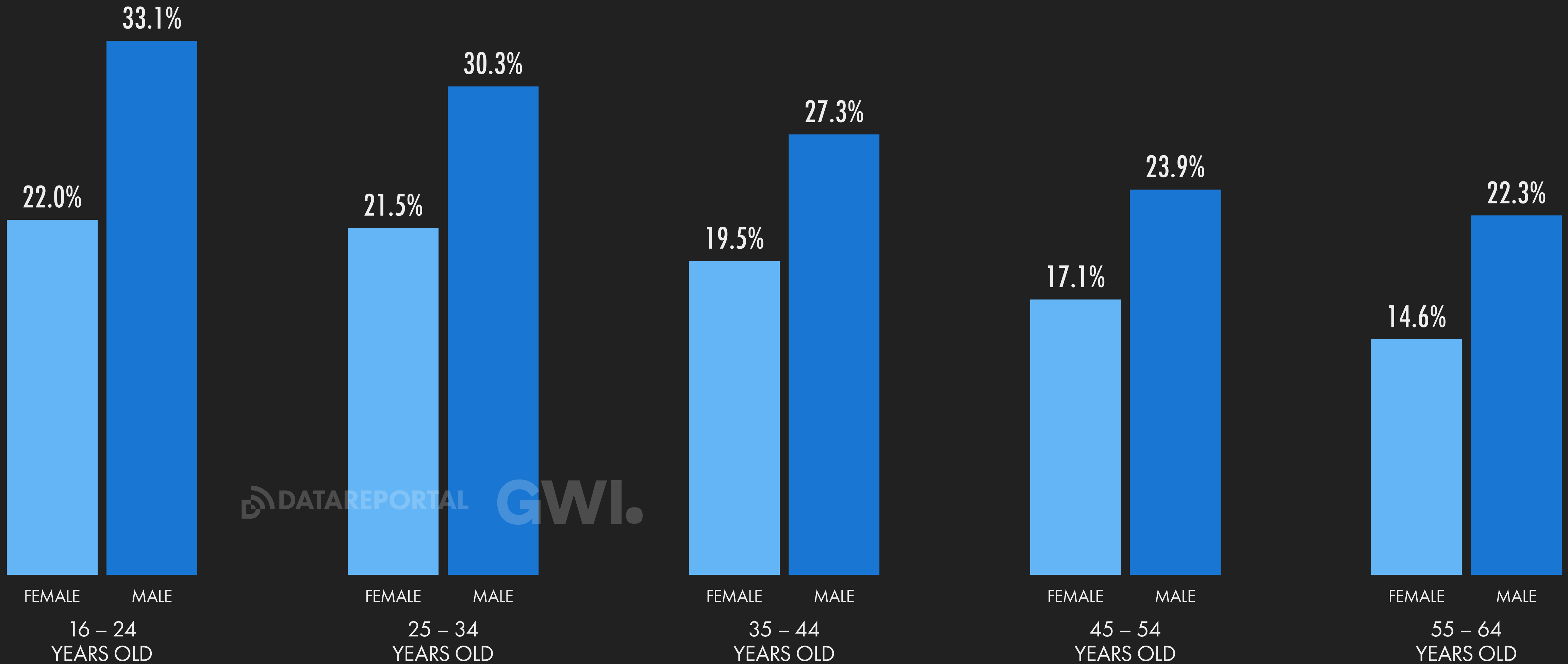
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GLOBAL OVERVIEW



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SOCIAL MEDIA

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OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



GLOBAL OVERVIEW

NUMBER OF SOCIAL MEDIA USER IDENTITIES



4.95
BILLION

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES



+1.6%
+76 MILLION

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES



+4.5%
+215 MILLION

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA



2H 24M
YOY: -2.5% (-4 MINS)

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH



6.7
YOY: -6.9% (-0.5)

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION



61.4%

SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+



80.8%

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET



93.5%

FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES



46.4%

MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES



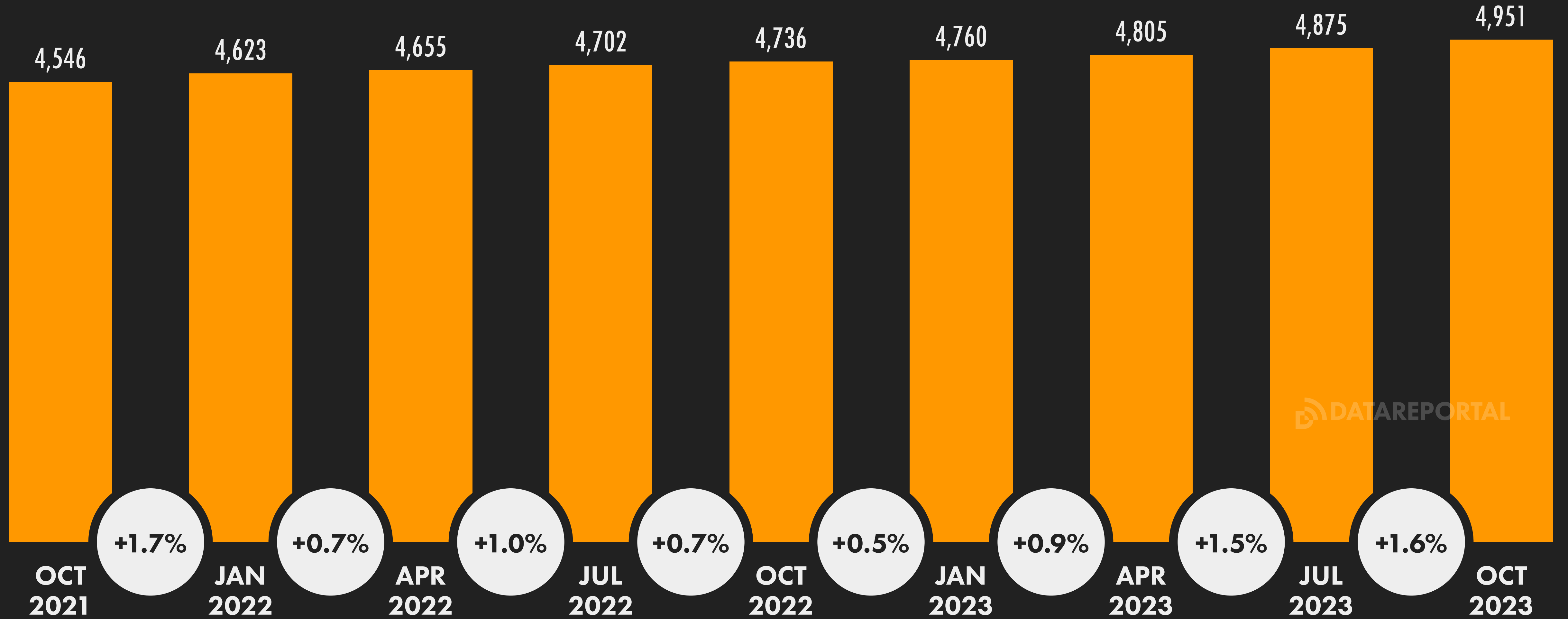
53.6%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q2 2023). **NOTE:** AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

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SOCIAL MEDIA USE OVER TIME (QOQ)

NUMBER OF SOCIAL MEDIA USER IDENTITIES (IN MILLIONS) AND QUARTERLY CHANGE (NOTE: USER IDS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

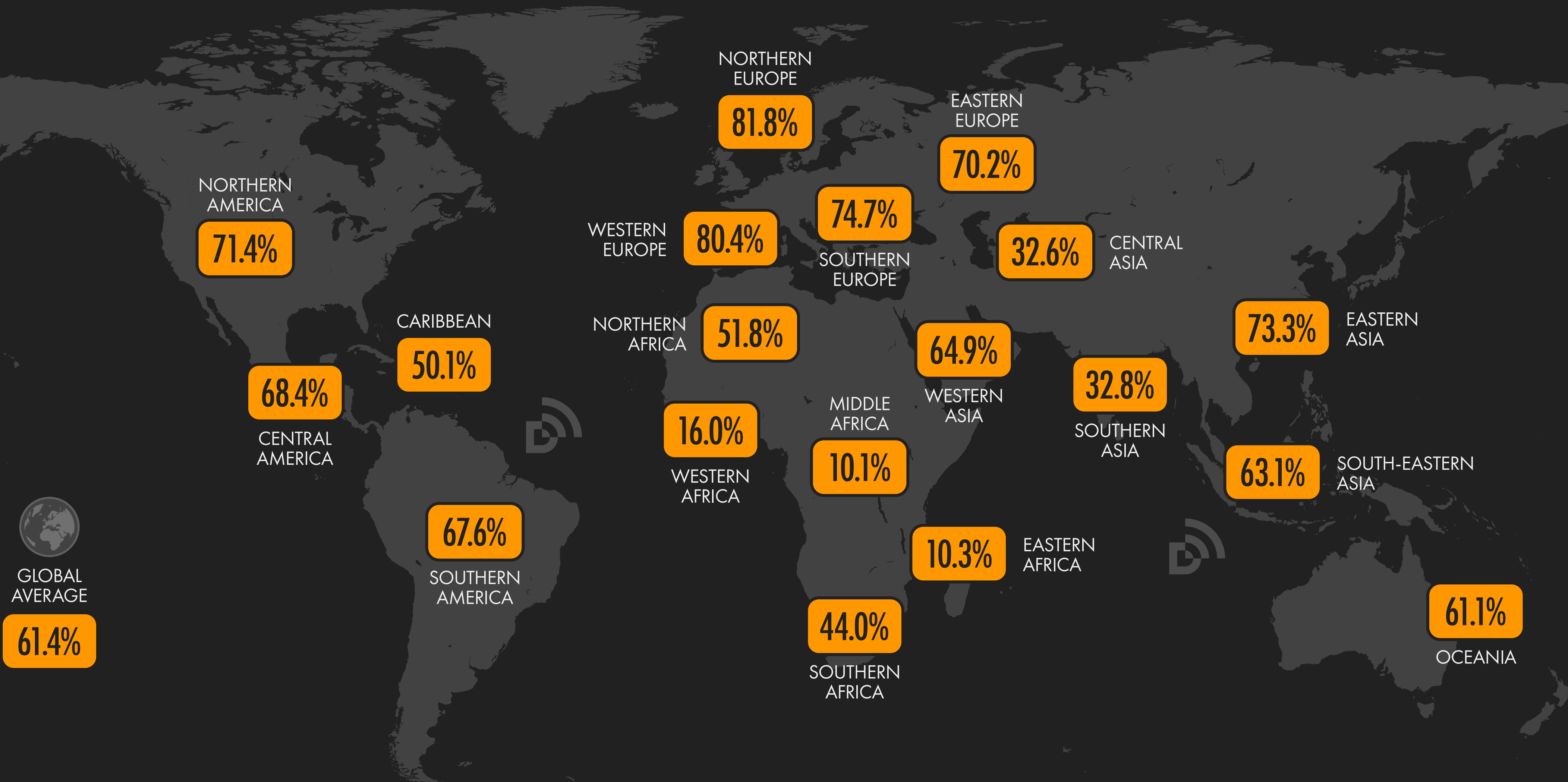


DATA REPORTAL

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SOCIAL MEDIA USE vs. TOTAL POPULATION

SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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SOCIAL MEDIA: AUDIENCE GENDER BALANCE

FEMALE AND MALE ACTIVE SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF TOTAL SOCIAL MEDIA USER IDENTITIES



GLOBAL OVERVIEW



FEMALE GLOBAL AVERAGE: 46.4%
 MALE GLOBAL AVERAGE: 53.6%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR CUBA, IRAN, SUDAN, OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOScheme. SOURCE DATA ARE ONLY AVAILABLE FOR BINARY GENDERS. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

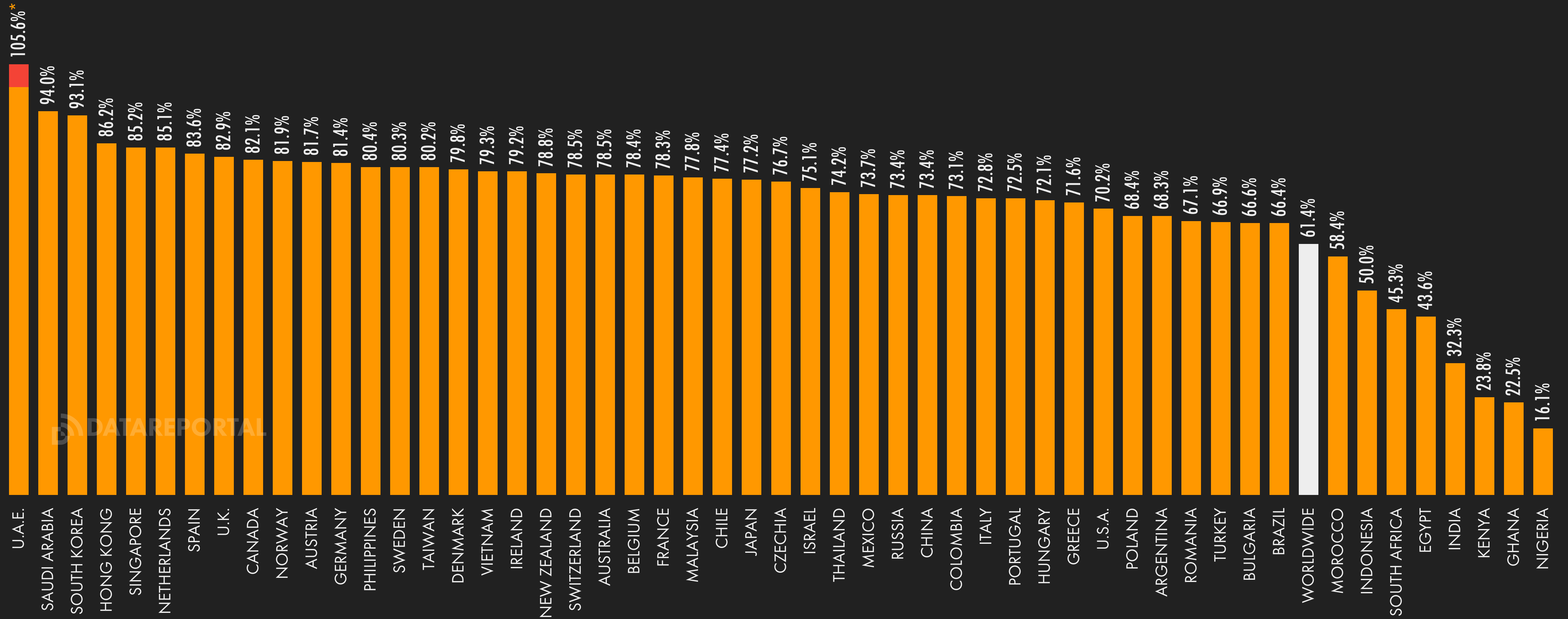
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SOCIAL MEDIA USE vs. POPULATION

ACTIVE SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF TOTAL POPULATION (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



GLOBAL OVERVIEW

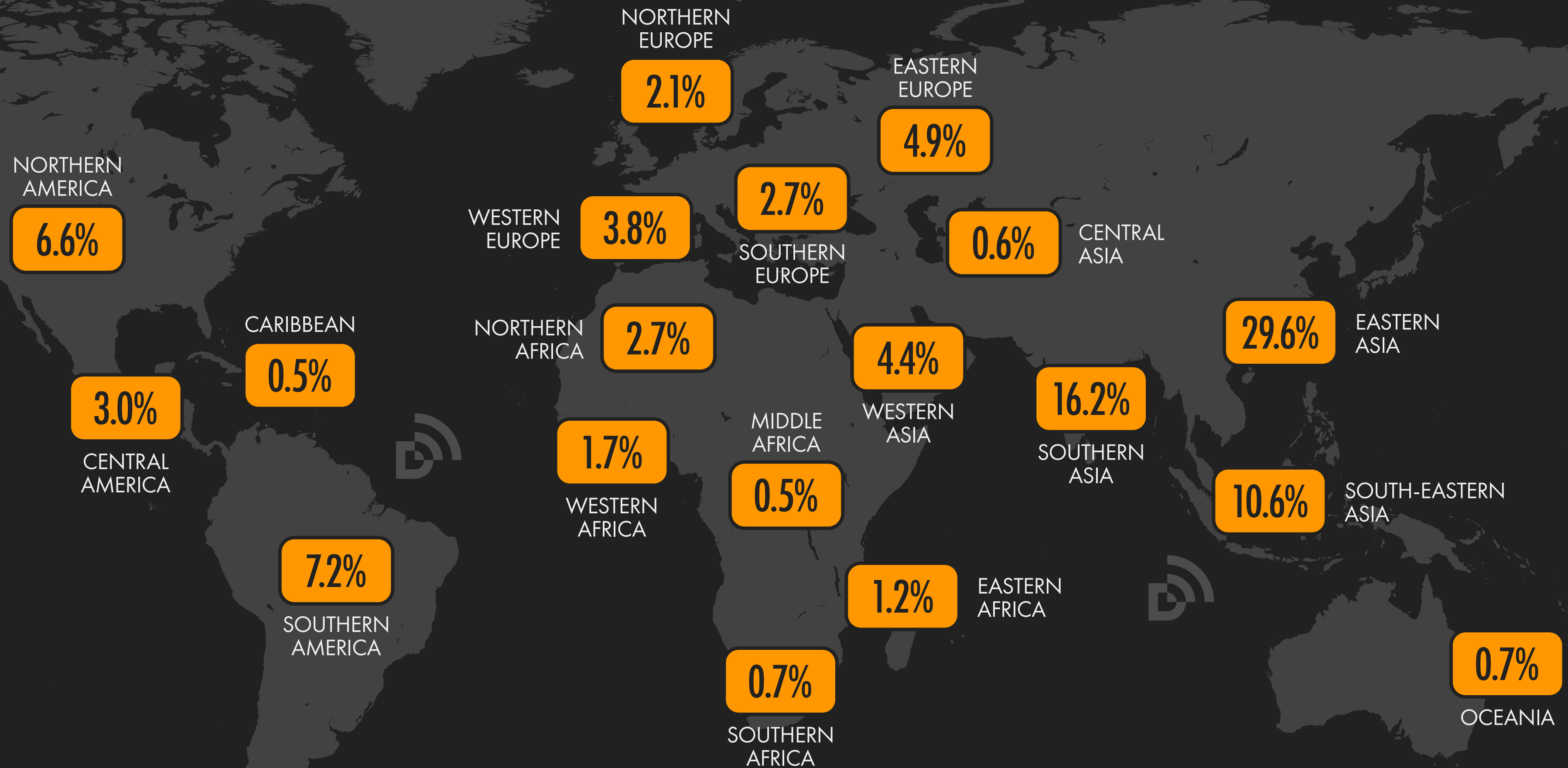


SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **NOTE:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL MEDIA PLATFORM(S) IN EACH COUNTRY. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. (*) PERCENTAGES MAY EXCEED 100% IN SOME COUNTRIES DUE TO ISSUES SUCH AS DUPLICATE AND "FAKE" ACCOUNTS, AND DIFFERENCES BETWEEN CENSUS DATA AND ACTUAL RESIDENT POPULATIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

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SHARE OF GLOBAL SOCIAL MEDIA USER IDENTITIES

ACTIVE SOCIAL MEDIA USER IDENTITIES IN EACH REGION AS A PERCENTAGE OF TOTAL GLOBAL ACTIVE SOCIAL MEDIA USER IDENTITIES



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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SOCIAL MEDIA USE vs. TOTAL POPULATION

COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST OVERALL LEVELS OF SOCIAL MEDIA USE



GLOBAL OVERVIEW

HIGHEST RATES OF SOCIAL MEDIA USE vs. POPULATION

#	HIGHEST ADOPTION	vs. POP.	Nº OF USER IDENTITIES
01	UNITED ARAB EMIRATES	105.6%*	10,068,000
02	BAHRAIN	97.4%	1,450,000
03	QATAR	94.4%	2,570,000
04	SAUDI ARABIA	94.0%	34,852,500
05	KUWAIT	93.2%	4,026,000
06	SOUTH KOREA	93.1%	48,206,000
07	LIBYA	91.2%	6,300,000
08	HONG KONG	86.2%	6,460,000
09	OMAN	85.2%	3,970,000
10	SINGAPORE	85.2%	5,130,000

LOWEST RATES OF SOCIAL MEDIA USE vs. POPULATION

#	LOWEST ADOPTION	vs. POP.	Nº OF USER IDENTITIES
231	NORTH KOREA ¹	[N/A]	[BLOCKED]
230	ERITREA	0.2%	8,500
229	TURKMENISTAN	2.0%	130,650
228	NIGER	2.3%	640,750
227	CENTRAL AFRICAN REPUBLIC	2.8%	164,750
226	CHAD	4.2%	779,750
225	UGANDA	5.1%	2,500,000
224	ETHIOPIA	5.3%	6,750,000
223	SOUTH SUDAN	6.3%	697,100
222	DEM. REP. OF THE CONGO	6.6%	6,850,000

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **NOTES:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL PLATFORM(S) IN EACH COUNTRY. (1) THE INTERNET IS BLOCKED IN NORTH KOREA, SO EVERYDAY CITIZENS CANNOT ACCESS SOCIAL MEDIA. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. (*) PERCENTAGES MAY EXCEED 100% DUE TO DUPLICATE AND "FAKE" ACCOUNTS, AND DIFFERENCES BETWEEN CENSUS DATA AND RESIDENT POPULATIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS. **COMPARABILITY:** SOURCE CHANGES; SIGNIFICANT REVISIONS TO SOURCE BASE DATA AND REPORTING METHODOLOGIES. VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

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SOCIAL MEDIA USE vs. POPULATION: AGE 18+

COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST LEVELS OF SOCIAL MEDIA USE AMONGST ADULTS AGE 18+



GLOBAL OVERVIEW

HIGHEST RATES OF SOCIAL MEDIA USE vs. POPULATION: ADULTS AGE 18+

#	HIGHEST ADULT ADOPTION	vs. POP. AGE 18+	Nº OF USER IDS AGE 18+
01	SAUDI ARABIA	135.0%*	34,853,000
02	LIBYA	129.0%*	5,900,000
03	UNITED ARAB EMIRATES	127.9%*	10,068,000
04	KUWAIT	122.8%*	4,026,000
05	IRAQ	119.2%*	30,637,000
06	BAHRAIN	116.9%*	1,330,821
07	QATAR	114.6%*	2,558,000
08	MONGOLIA	114.3%*	2,500,000
09	LEBANON	113.7%*	4,058,500
10	PHILIPPINES	112.7%*	85,100,000

LOWEST RATES OF SOCIAL MEDIA USE vs. POPULATION: ADULTS AGE 18+

#	LOWEST ADULT ADOPTION	vs. POP. AGE 18+	Nº OF USER IDS AGE 18+
226	NORTH KOREA ¹	[N/A]	[BLOCKED]
225	ERITREA	0.4%	8,400
224	TURKMENISTAN	2.9%	122,800
223	NIGER	5.1%	625,950
222	CENTRAL AFRICAN REPUBLIC	6.2%	159,650
221	CHAD	8.7%	734,250
220	ETHIOPIA	9.6%	6,600,000
219	UGANDA	10.3%	2,428,000
218	DJIBOUTI	11.0%	79,650
217	RWANDA	12.1%	942,900

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC. **NOTES:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL MEDIA PLATFORM(S) IN EACH COUNTRY. (1) THE INTERNET IS BLOCKED IN NORTH KOREA, SO EVERYDAY CITIZENS DO NOT HAVE ACCESS TO SOCIAL MEDIA. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. (*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND "FAKE" ACCOUNTS, AND DIFFERENCES BETWEEN CENSUS DATA AND RESIDENT POPULATIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS. **COMPARABILITY:** SOURCE CHANGES; SIGNIFICANT REVISIONS TO SOURCE BASE DATA AND REPORTING METHODOLOGIES. VALUES NOT COMPARABLE WITH PREVIOUS REPORTS.

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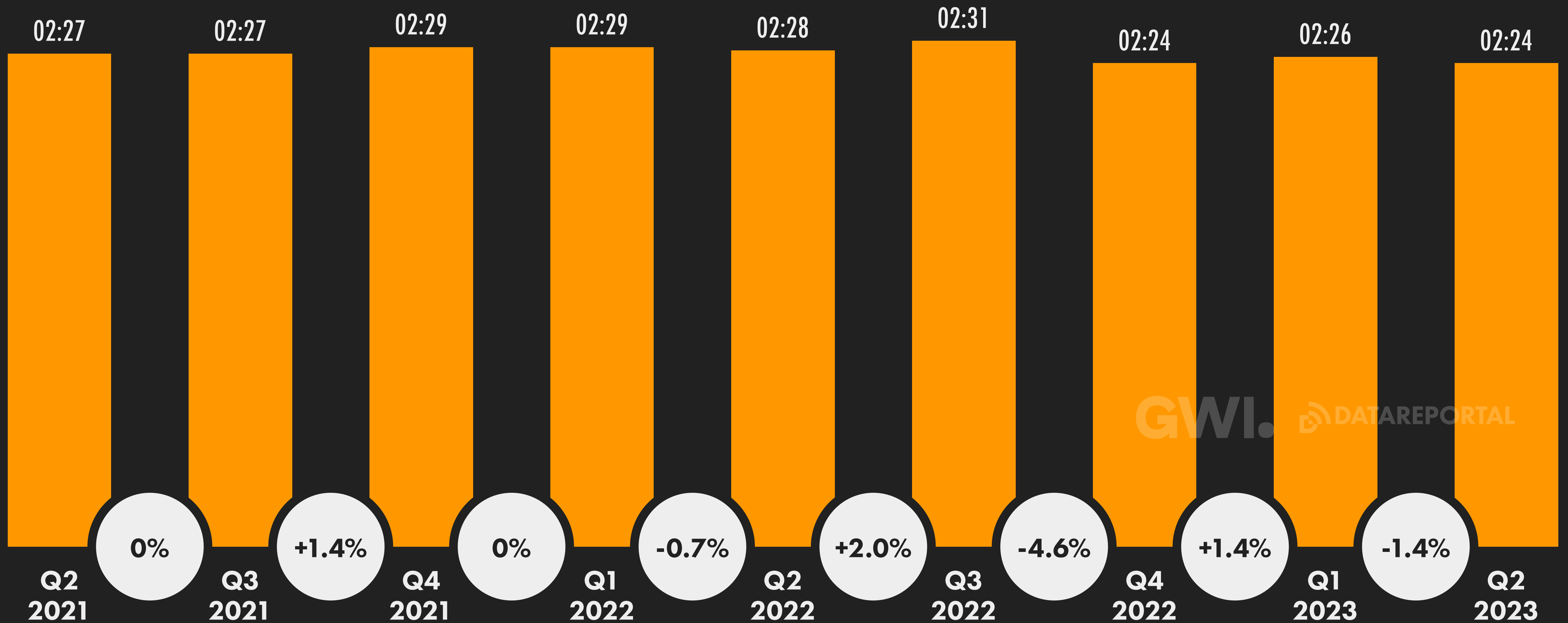
DAILY TIME SPENT USING SOCIAL MEDIA (QOQ)

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



GWI. DATAREPORTAL

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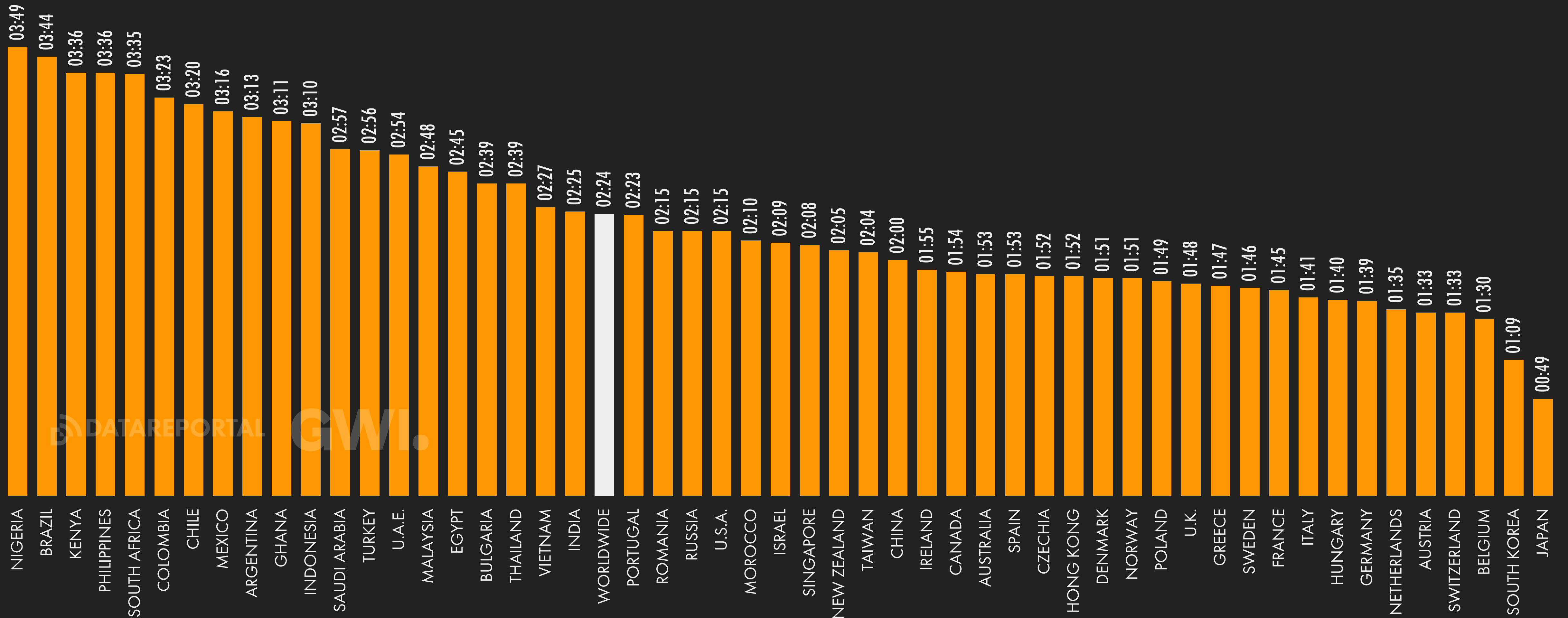
DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY

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GLOBAL OVERVIEW



SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **COMPARABILITY:** STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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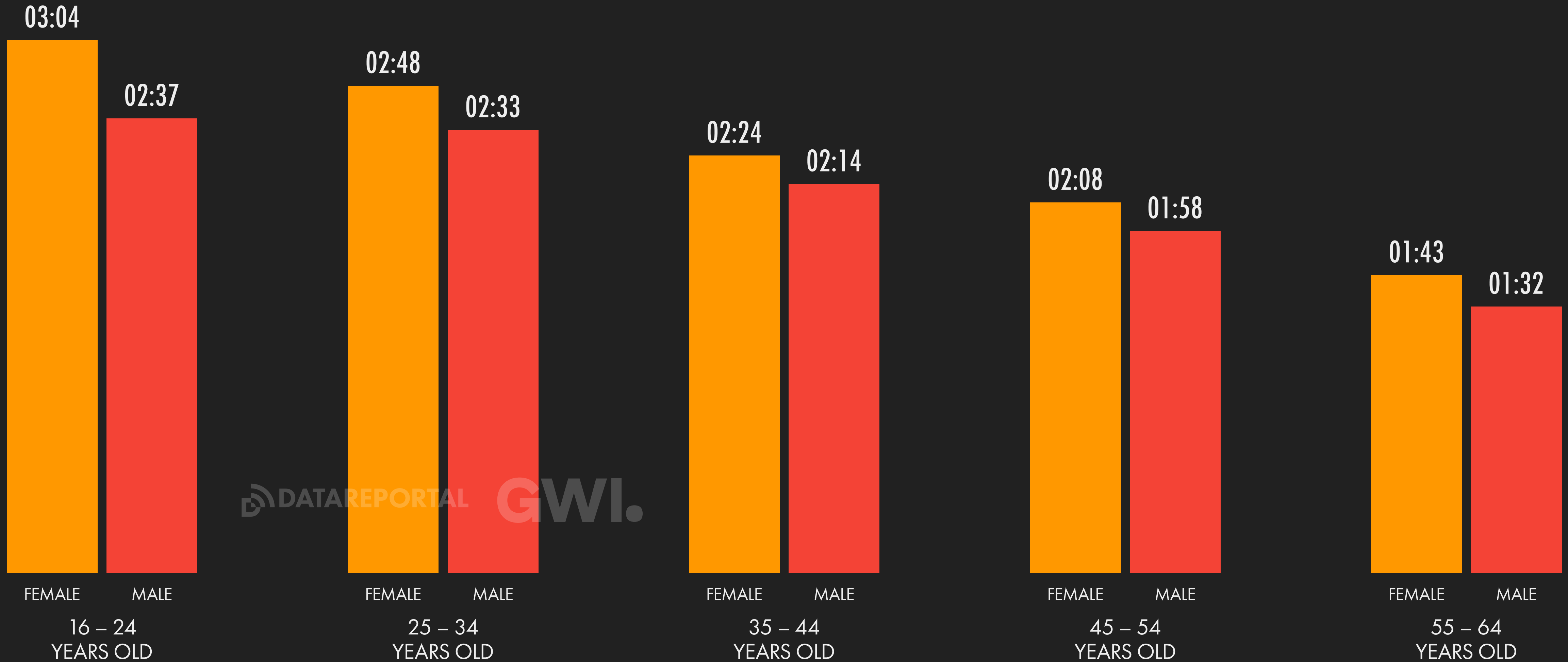
DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY

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GLOBAL OVERVIEW



DATA REPORTAL GWI.

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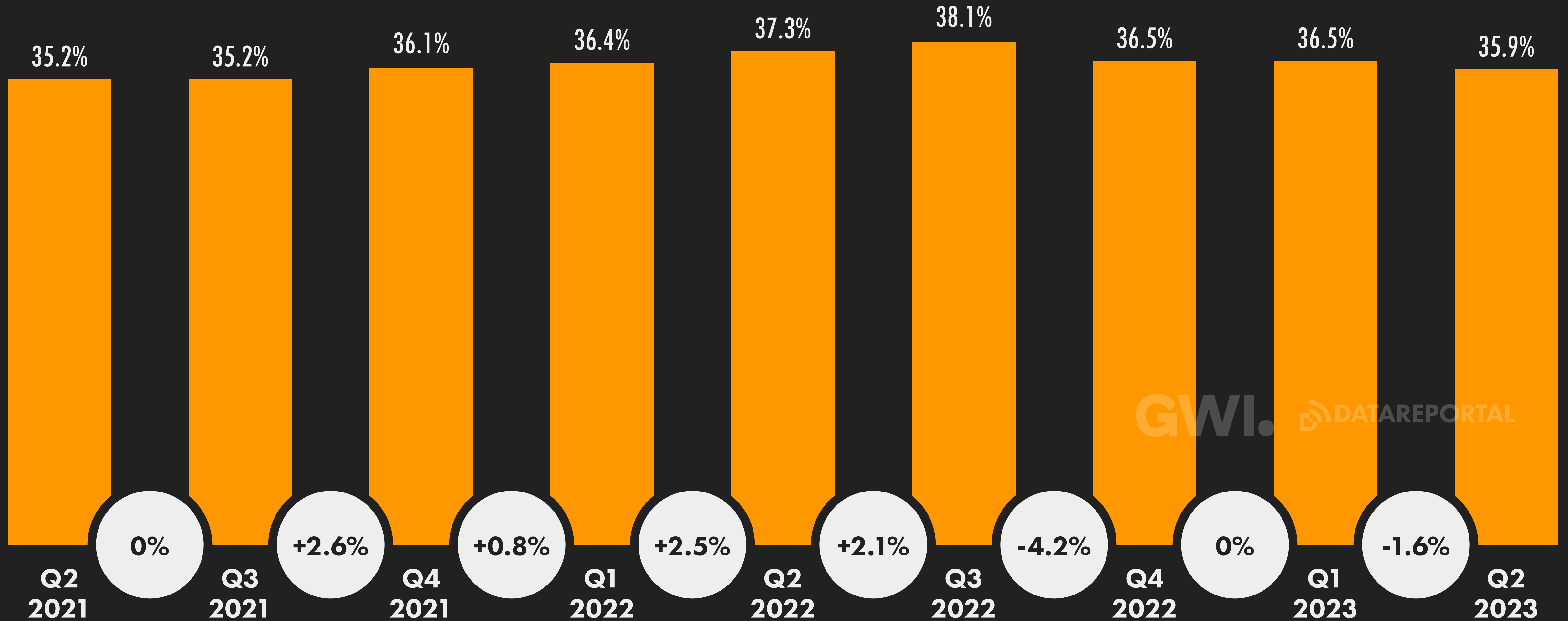
SOCIAL MEDIA'S SHARE OF ONLINE TIME (QOQ)

TIME SPENT USING SOCIAL MEDIA AS A PERCENTAGE OF TOTAL TIME SPENT USING THE INTERNET BY INTERNET USERS AGED 16 TO 64

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCE: GWI (Q2 2021 TO Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. NOTE: PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). COMPARABILITY: STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY. AS A RESULT, DATA FOR Q4 2022 AND ANY SUBSEQUENT PERIODS MAY NOT BE DIRECTLY COMPARABLE WITH DATA POINTS FOR PRIOR PERIODS.

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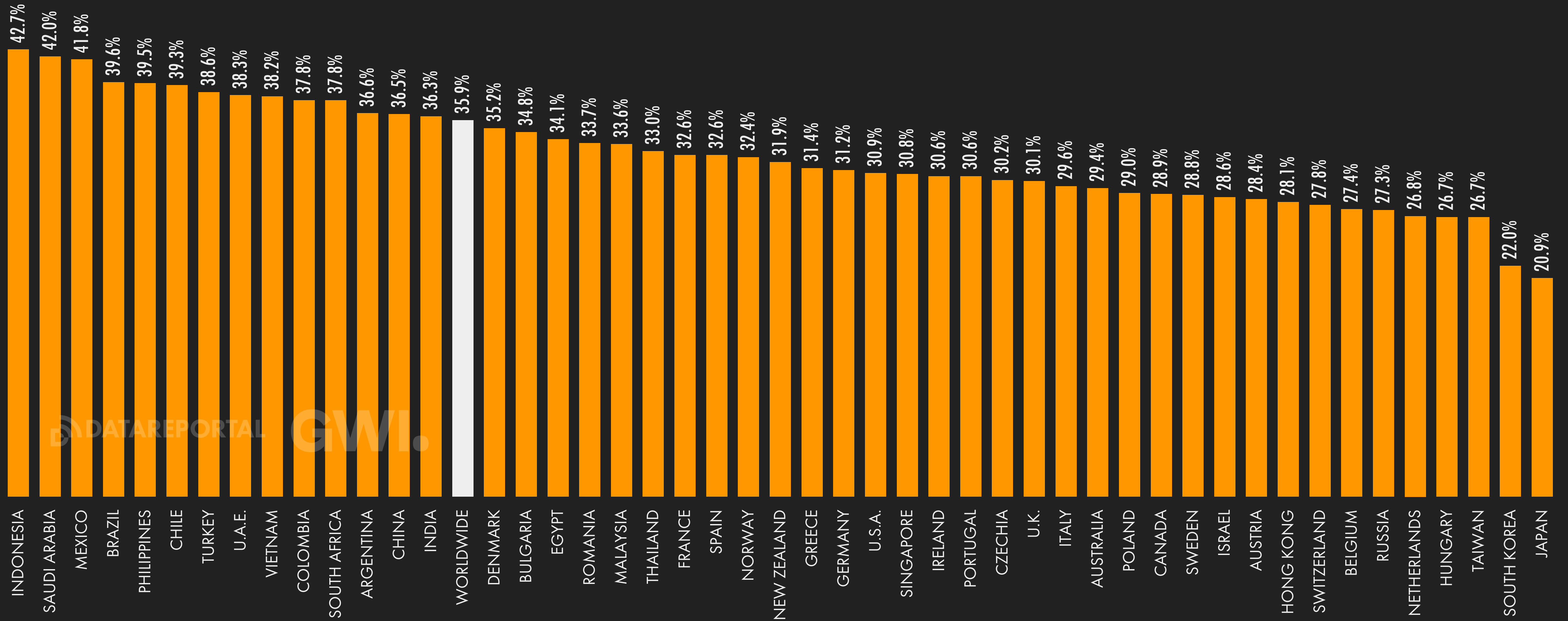
SOCIAL MEDIA'S SHARE OF ONLINE TIME

TIME SPENT USING SOCIAL MEDIA AS A PERCENTAGE OF TOTAL TIME SPENT USING THE INTERNET BY INTERNET USERS AGED 16 TO 64

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GLOBAL OVERVIEW



DATA REPORTAL GWI.

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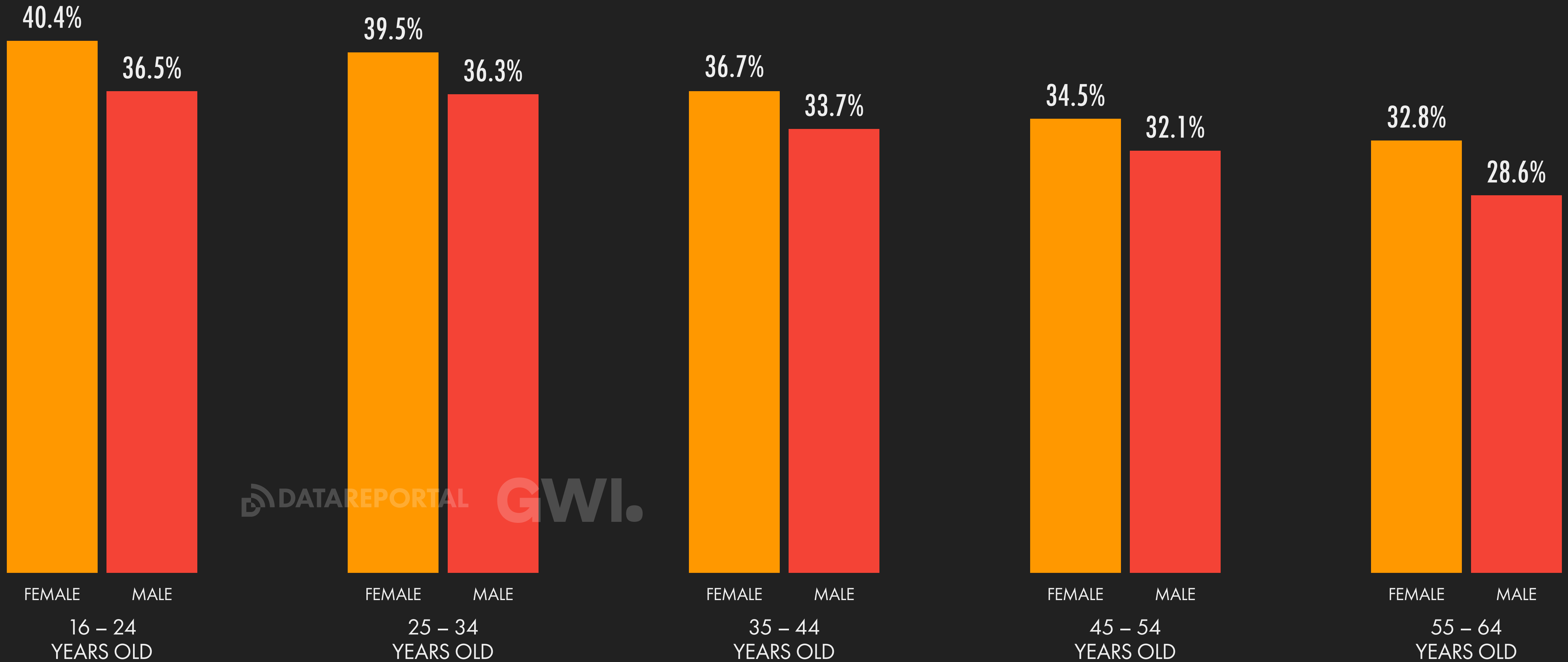
SOCIAL MEDIA'S SHARE OF ONLINE TIME

TIME SPENT USING SOCIAL MEDIA AS A PERCENTAGE OF TOTAL TIME SPENT USING THE INTERNET

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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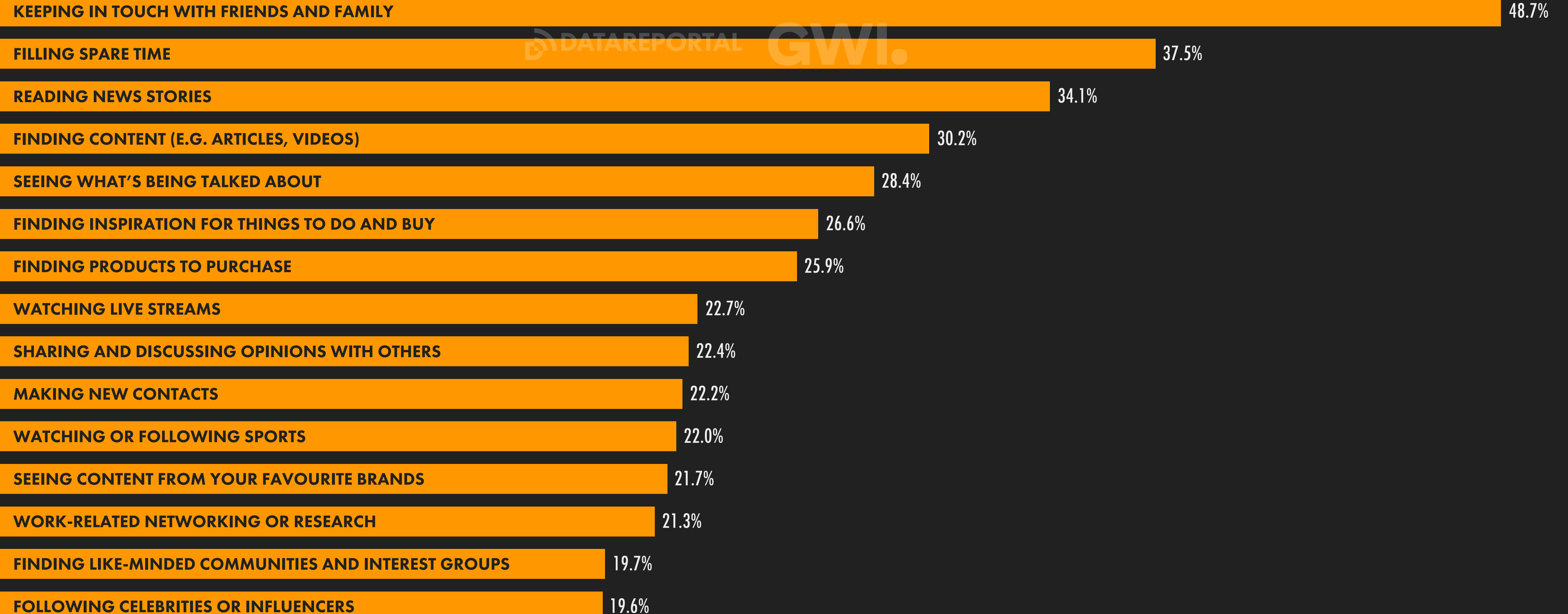
MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING AT LEAST ONE SOCIAL MEDIA OR MESSENGER PLATFORM IN THE PAST MONTH. **COMPARABILITY:** STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS IN EACH AGE GROUP USE SOCIAL MEDIA PLATFORMS

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

16 TO 24 YEARS OLD	25 TO 34 YEARS OLD	35 TO 44 YEARS OLD	45 TO 54 YEARS OLD	55 TO 64 YEARS OLD
FRIENDS & FAMILY 46.6%	FRIENDS & FAMILY 46.5%	FRIENDS & FAMILY 49.2%	FRIENDS & FAMILY 51.7%	FRIENDS & FAMILY 53.4%
FILL UP SPARE TIME 42.4%	FILL UP SPARE TIME 38.3%	FILL UP SPARE TIME 37.2%	READ NEWS STORIES 37.3%	READ NEWS STORIES 37.3%
FIND CONTENT (E.G. VIDEOS) 34.0%	READ NEWS STORIES 33.1%	READ NEWS STORIES 36.5%	FILL UP SPARE TIME 34.7%	FILL UP SPARE TIME 30.3%
SEE TRENDING TOPICS 31.4%	FIND CONTENT (E.G. VIDEOS) 32.1%	FIND CONTENT (E.G. VIDEOS) 29.6%	FIND CONTENT (E.G. VIDEOS) 27.5%	FIND PRODUCTS TO BUY 23.3%
READ NEWS STORIES 29.2%	SEE TRENDING TOPICS 29.8%	SEE TRENDING TOPICS 29.2%	FIND PRODUCTS TO BUY 27.1%	FIND CONTENT (E.G. VIDEOS) 22.9%
IDEAS: THINGS TO DO & BUY 28.3%	IDEAS: THINGS TO DO & BUY 27.9%	FIND PRODUCTS TO BUY 27.9%	SEE TRENDING TOPICS 25.4%	IDEAS: THINGS TO DO & BUY 21.3%
INFLUENCERS & CELEBRITIES 24.5%	FIND PRODUCTS TO BUY 26.6%	IDEAS: THINGS TO DO & BUY 27.2%	IDEAS: THINGS TO DO & BUY 25.0%	SEE TRENDING TOPICS 21.2%
AVOID MISSING OUT 24.0%	WATCH LIVE STREAMS 24.6%	WATCH LIVE STREAMS 24.4%	SHARE & DISCUSS OPINIONS 22.1%	SHARE & DISCUSS OPINIONS 20.2%
MAKE NEW CONTACTS 24.0%	WATCH OR FOLLOW SPORTS 23.6%	ACTIVITIES FOR WORK 23.8%	ACTIVITIES FOR WORK 21.4%	FIND LIKE-MINDED PEOPLE 18.6%
FIND PRODUCTS TO BUY 23.6%	SEE CONTENT FROM BRANDS 23.5%	SHARE & DISCUSS OPINIONS 23.5%	WATCH LIVE STREAMS 20.9%	MAKE NEW CONTACTS 17.2%

SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **COMPARABILITY:** STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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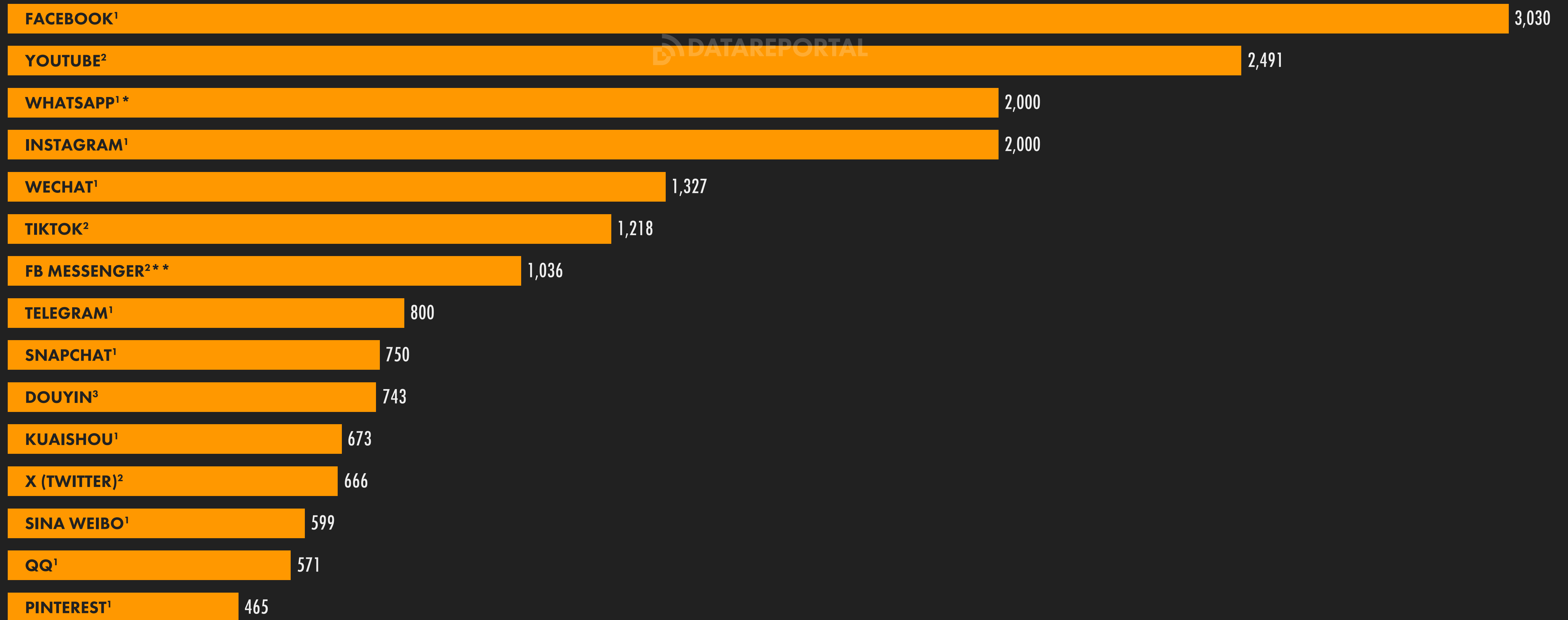
THE WORLD'S MOST USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS) (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NOTE: SIGNIFICANT ANOMALIES IN THE DATA PUBLISHED IN TWITTER'S OWN AD TOOLS MEAN WE ARE CURRENTLY UNABLE TO REPORT A RELIABLE FIGURE FOR TWITTER USE, SO IT DOES NOT APPEAR IN THIS RANKING



GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS OF (1) COMPANY ANNOUNCEMENTS OF MONTHLY ACTIVE USERS; (2) PLATFORMS' SELF-SERVICE ADVERTISING RESOURCES; (3) ANALYSYS. **ADVISORY:** USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** (*) THESE PLATFORMS HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES MAY BE LESS REPRESENTATIVE. (**) SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN AUSTRALIA, CANADA, FRANCE, AND THE UNITED STATES, SO THE FIGURE SHOWN HERE MAY UNDER-REPRESENT FACEBOOK MESSENGER'S ACTUAL AUDIENCE. BASE CHANGES AND METHODOLOGY CHANGES IN SOURCE DATA MEAN THAT FIGURES MAY NOT BE DIRECTLY COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

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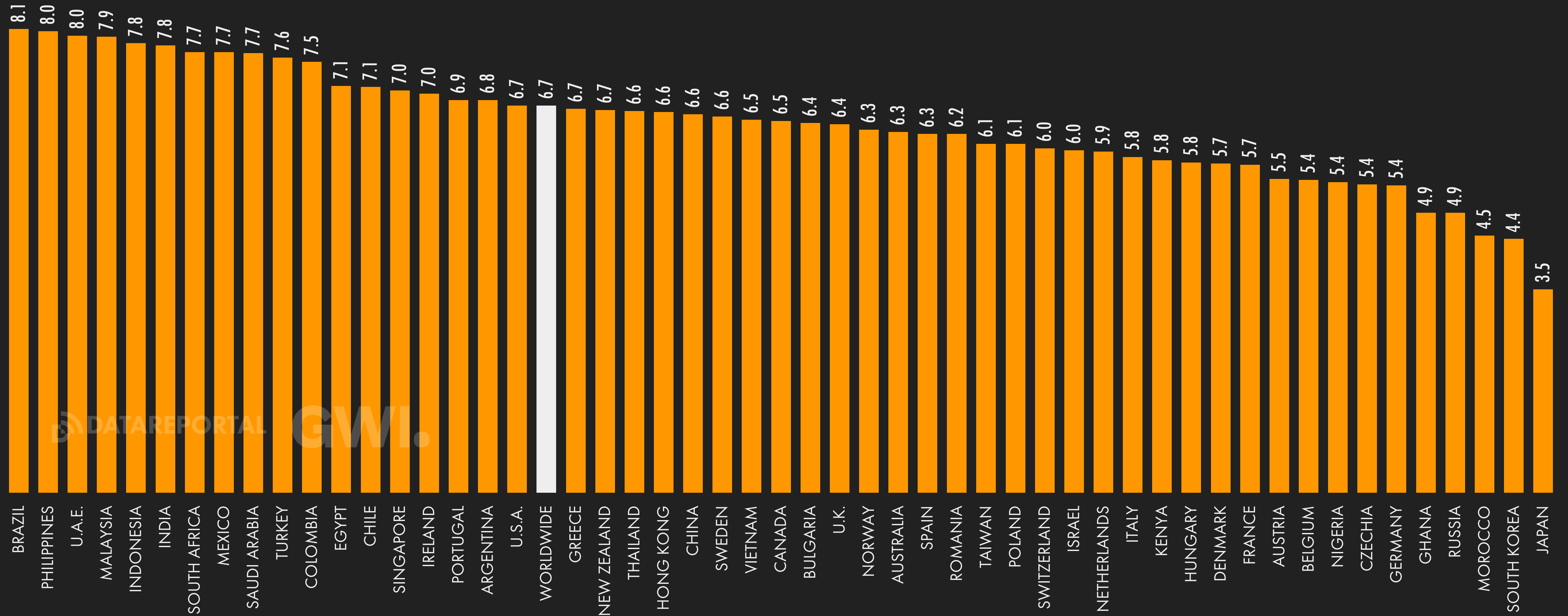
AVERAGE NUMBER OF SOCIAL PLATFORMS USED

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS THAT INTERNET USERS AGED 16 TO 64 USE ACTIVELY EACH MONTH

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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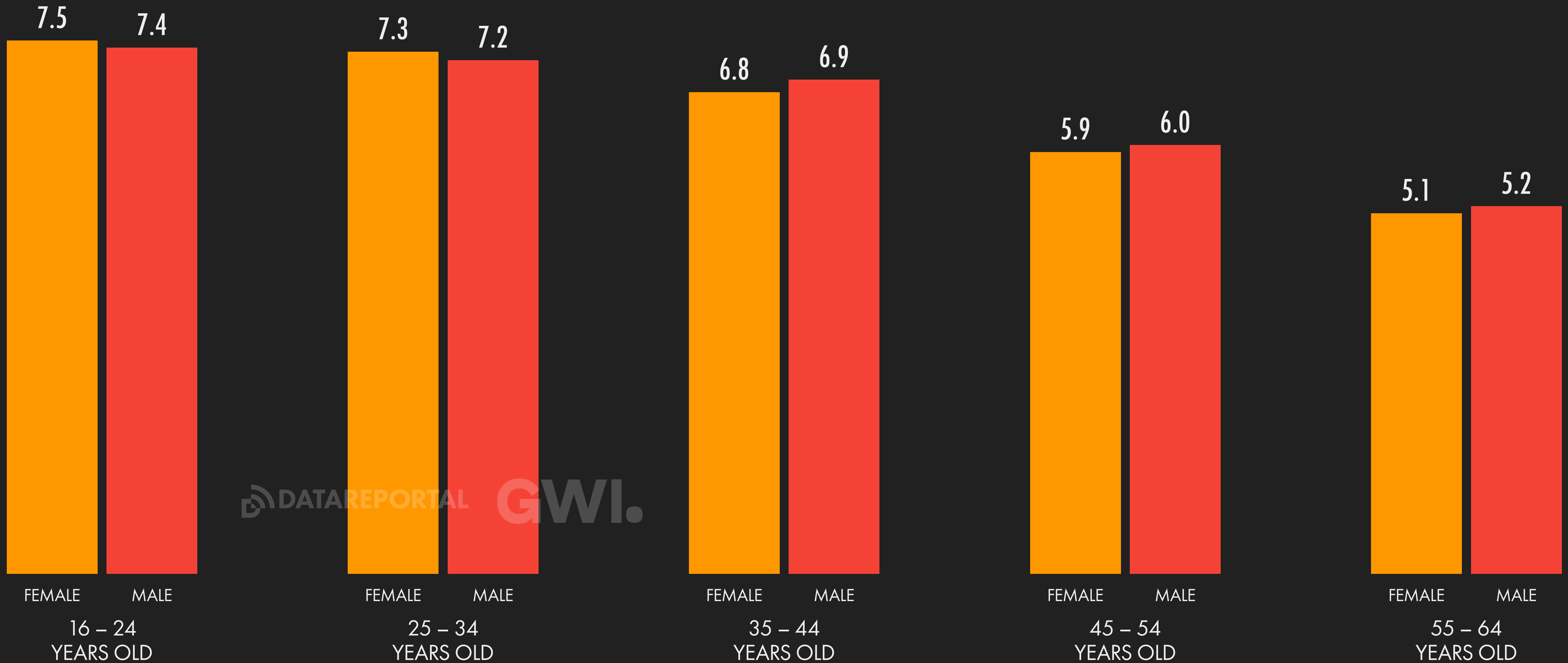
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GLOBAL OVERVIEW



DATA REPORTAL GWI.

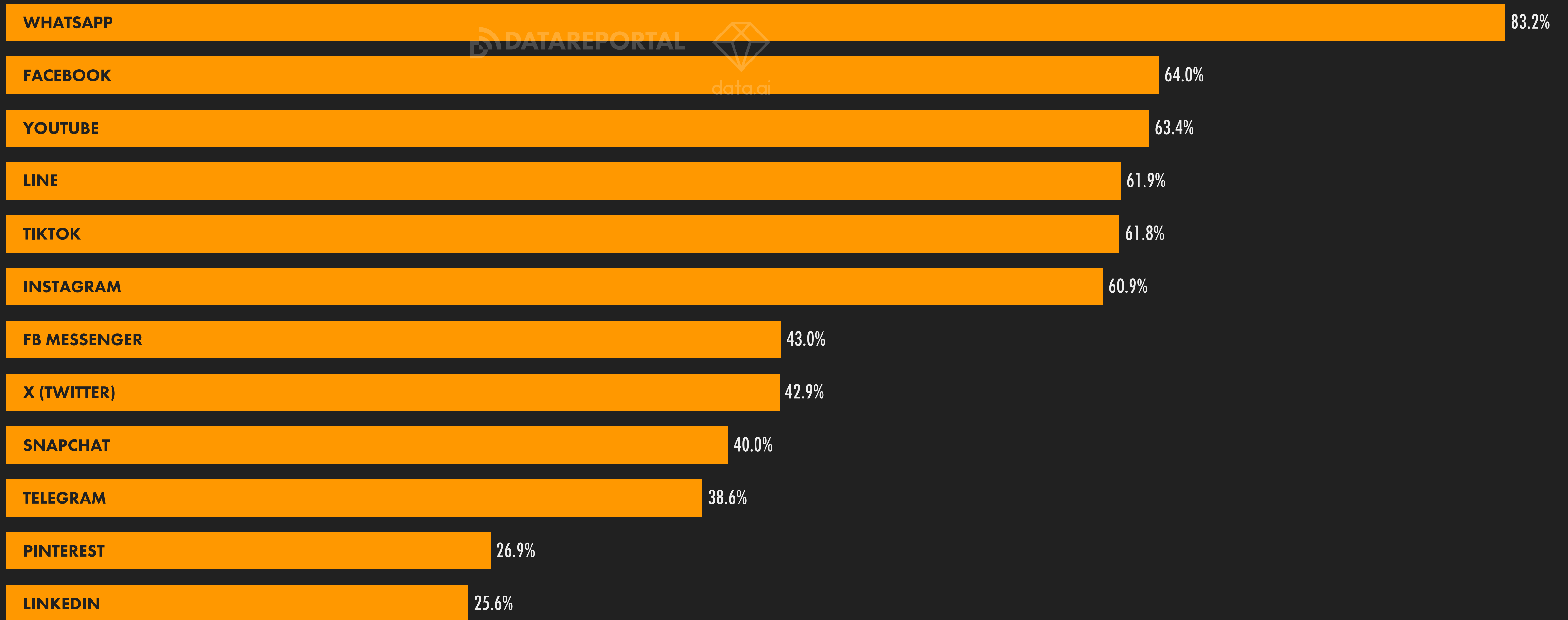
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DAILY USE OF SOCIAL MEDIA APPS

PERCENTAGE OF DAYS BETWEEN 01 APRIL AND 30 JUNE 2023 ON WHICH ANDROID APP USERS OPENED THE RESPECTIVE SOCIAL MEDIA APP



GLOBAL OVERVIEW



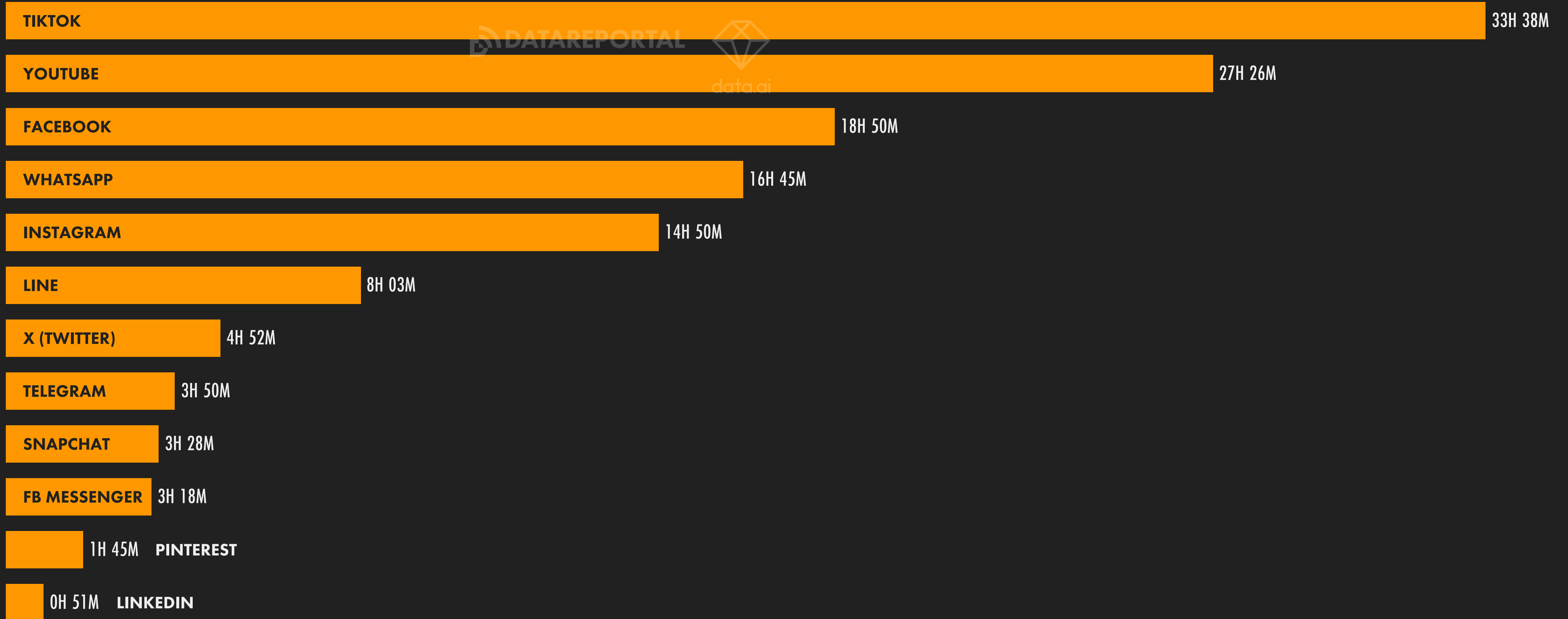
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TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT GLOBAL USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 APRIL AND 30 JUNE 2023



GLOBAL OVERVIEW



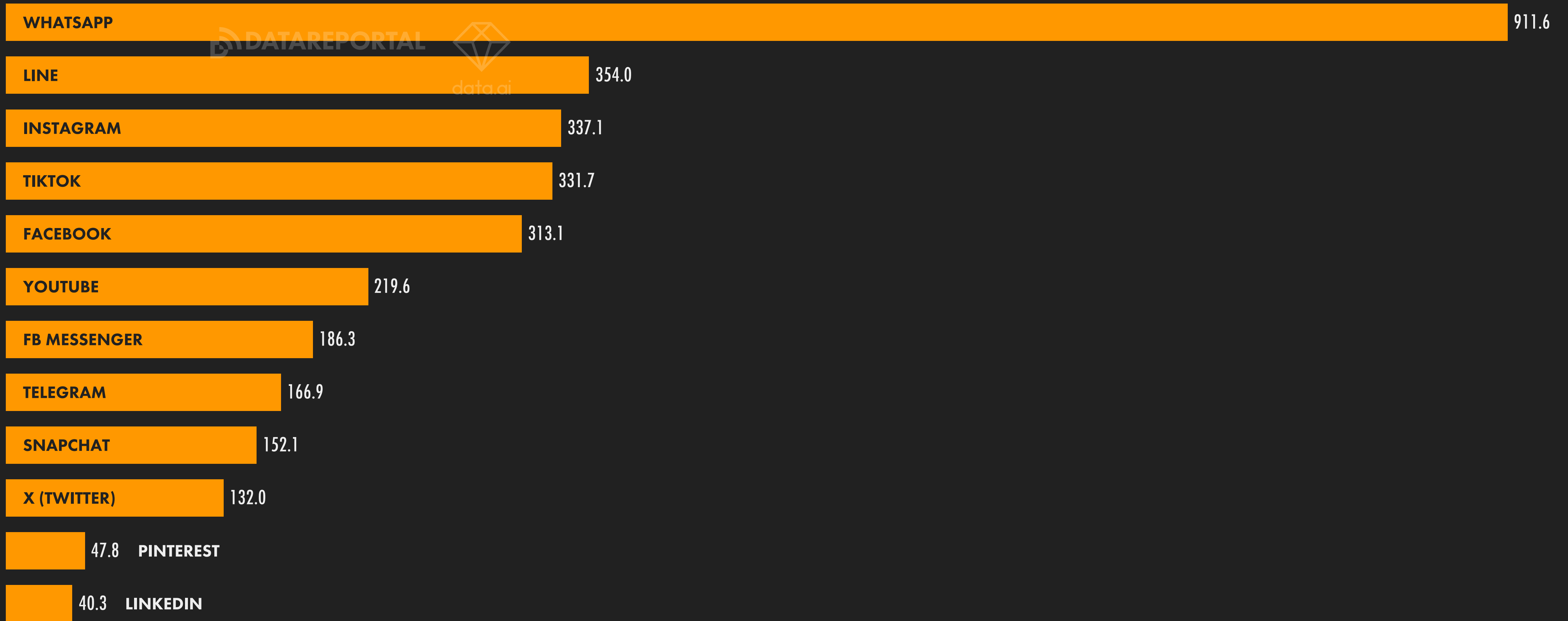
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MONTHLY SOCIAL MEDIA APP SESSIONS

AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S ANDROID APP OPEN THE RESPECTIVE APP EACH MONTH



GLOBAL OVERVIEW



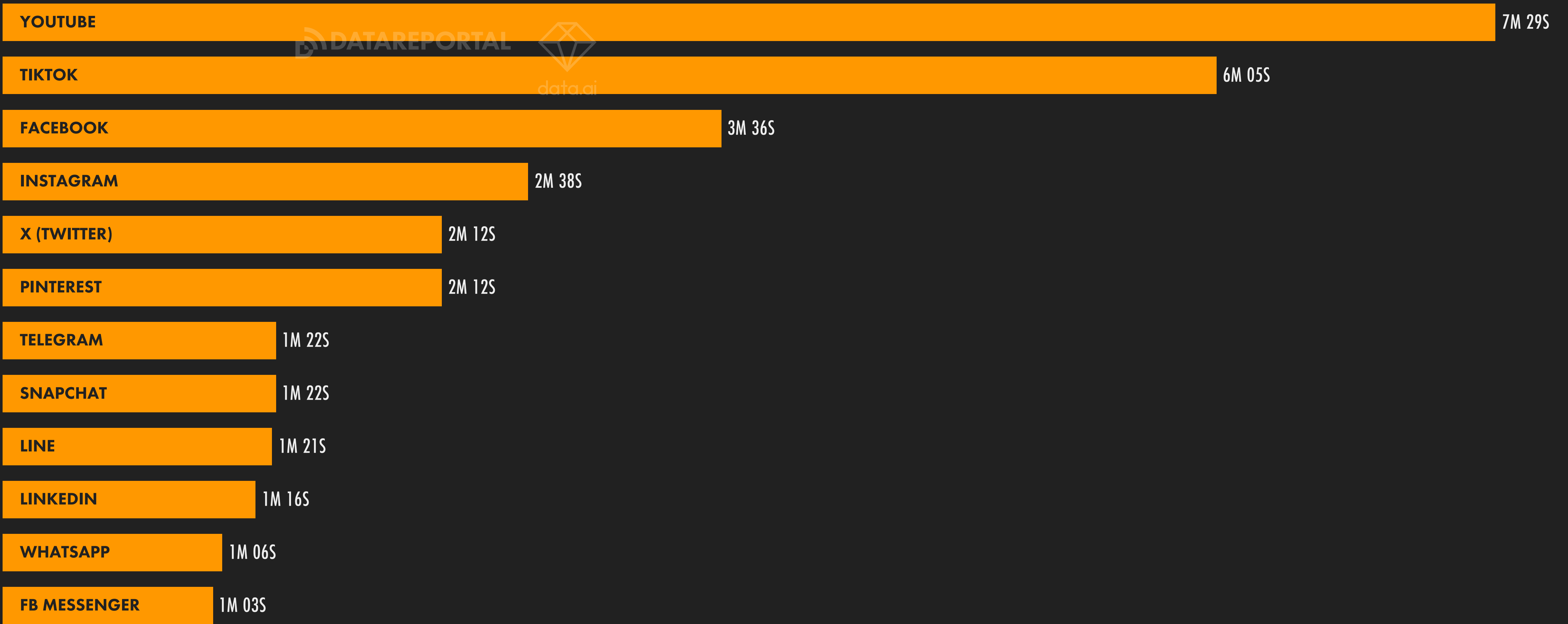
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SOCIAL MEDIA APP SESSION DURATION

AVERAGE SESSION DURATION (IN MINUTES AND SECONDS) EACH TIME A USER OPENS THE RESPECTIVE PLATFORM'S ANDROID APP



GLOBAL OVERVIEW



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SOCIAL MEDIA PLATFORM AUDIENCE OVERLAPS

PERCENTAGE OF ACTIVE USERS OF EACH PLATFORM AGED 16 TO 64 OUTSIDE OF CHINA WHO ALSO USE OTHER SOCIAL MEDIA PLATFORMS

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

	UNIQUE TO PLATFORM	USING FACEBOOK	USING YOUTUBE	USING WHATSAPP	USING INSTAGRAM	USING TIKTOK	USING TELEGRAM	USING SNAPCHAT	USING X (TWITTER)	USING REDDIT	USING PINTEREST	USING DISCORD	USING LINKEDIN	USING LINE
FACEBOOK USERS	0.4%	100%	76.0%	73.4%	78.5%	51.1%	43.1%	32.3%	46.6%	12.8%	33.3%	12.7%	30.1%	9.8%
YOUTUBE USERS	1.1%	76.2%	100%	70.6%	75.5%	47.3%	46.6%	30.3%	48.1%	15.1%	35.7%	16.1%	30.5%	11.9%
WHATSAPP USERS	0.7%	77.7%	77.1%	100%	78.1%	47.7%	49.9%	33.5%	45.7%	11.5%	34.4%	13.0%	30.6%	6.4%
INSTAGRAM USERS	0.1%	81.4%	78.4%	76.6%	100%	52.0%	47.3%	36.6%	51.9%	13.9%	37.5%	14.9%	30.8%	10.9%
TIKTOK USERS	0.1%	81.9%	79.4%	72.2%	80.4%	100%	47.8%	36.8%	53.6%	15.1%	39.7%	16.3%	28.8%	12.6%
TELEGRAM USERS	0.1%	78.3%	82.8%	85.5%	82.9%	54.1%	100%	37.7%	56.9%	14.7%	39.7%	18.6%	35.9%	9.6%
SNAPCHAT USERS	<0.1%	81.5%	81.5%	79.9%	89.0%	57.9%	52.4%	100%	56.4%	20.0%	44.4%	18.9%	35.8%	8.4%
X (TWITTER) USERS	0.2%	81.5%	81.6%	75.7%	87.7%	58.5%	54.9%	39.1%	100%	20.2%	41.8%	20.7%	38.9%	15.2%
REDDIT USERS	0.1%	79.4%	83.4%	67.8%	83.7%	58.5%	50.5%	49.3%	71.7%	100%	58.6%	43.6%	51.6%	11.5%
PINTEREST USERS	0.1%	79.8%	80.4%	77.7%	86.6%	59.3%	52.3%	42.1%	57.1%	22.5%	100%	21.0%	41.8%	10.7%
DISCORD USERS	<0.1%	76.4%	87.1%	74.1%	86.5%	61.0%	61.6%	45.0%	71.0%	42.2%	52.9%	100%	43.3%	15.0%
LINKEDIN USERS	0.2%	85.5%	80.0%	82.3%	84.5%	51.2%	56.3%	40.4%	63.2%	23.6%	49.7%	20.5%	100%	10.6%
LINE USERS	3.0%	68.7%	79.8%	42.6%	73.5%	55.0%	37.1%	23.2%	60.5%	12.9%	31.2%	17.4%	25.9%	100%

SOURCE: GWI (Q2 2023). SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. NOTES: ONLY INCLUDES USERS AGED 16 TO 64. DOES NOT INCLUDE DATA FOR CHINA. TIKTOK IS CURRENTLY BLOCKED IN INDIA, WHICH MAY RESULT IN LOWER VALUES IN THE TIKTOK COLUMN COMPARED WITH OTHER PLATFORMS. VALUES REPRESENT THE USERS OF THE PLATFORM IDENTIFIED IN THE LEFT-HAND COLUMN WHO ALSO USE THE PLATFORM IDENTIFIED IN THE ROW AT THE TOP OF EACH COLUMN. PERCENTAGES IN THE "UNIQUE TO PLATFORM" COLUMN REPRESENT USERS WHO SAY THEY DO NOT USE ANY OTHER SOCIAL NETWORK OR MESSENGER SERVICE, INCLUDING PLATFORMS NOT FEATURED IN THIS TABLE. COMPARABILITY: REVISED METHODOLOGY. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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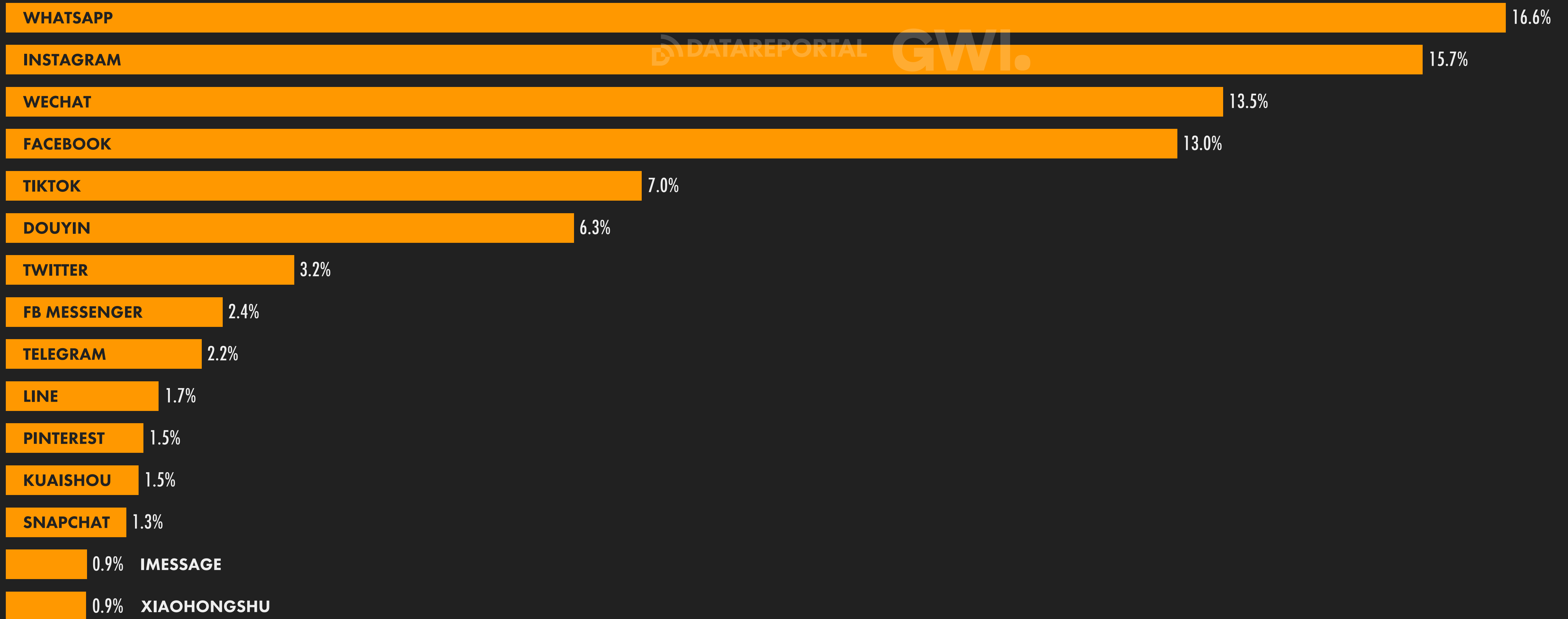
FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCE: GWI (Q2 2023). SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** ONLY INCLUDES INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. **CLARIFICATION:** WE REPORT GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS "DOUYIN", AS PER BYTEDANCE'S CORPORATE REPORTING OF USER NUMBERS FOR EACH PLATFORM. **COMPARABILITY:** REVISIONS TO GWI'S SURVEY METHODOLOGY MEAN THAT DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST FEMALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
WHATSAPP	12.8%	14.3%	15.7%	18.1%	21.2%
INSTAGRAM	24.4%	20.0%	15.1%	11.4%	8.2%
WECHAT	9.7%	14.8%	16.5%	14.4%	13.2%
FACEBOOK	5.9%	11.5%	13.6%	15.3%	16.9%
TIKTOK	14.0%	8.9%	6.2%	5.1%	3.7%
DOUYIN	4.5%	6.4%	7.9%	7.3%	4.3%
TWITTER	4.2%	2.5%	1.9%	1.8%	1.7%
FB MESSENGER	1.8%	2.5%	2.5%	2.8%	3.5%
TELEGRAM	1.9%	1.4%	1.7%	1.9%	1.6%
LINE	0.8%	1.0%	1.9%	3.1%	4.1%

FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST MALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
WHATSAPP	15.8%	15.6%	18.4%	19.8%	20.6%
INSTAGRAM	24.4%	16.3%	10.4%	7.9%	5.4%
WECHAT	9.0%	12.6%	15.7%	14.8%	16.6%
FACEBOOK	8.7%	14.6%	15.2%	15.8%	18.0%
TIKTOK	8.9%	5.9%	4.8%	4.4%	3.2%
DOUYIN	5.0%	7.1%	7.6%	6.6%	4.8%
TWITTER	3.7%	4.3%	3.7%	3.4%	3.1%
FB MESSENGER	2.0%	2.5%	2.3%	2.5%	2.3%
TELEGRAM	2.9%	2.7%	2.5%	2.5%	2.0%
LINE	0.7%	1.0%	1.5%	2.7%	3.2%

SOURCE: GWI (Q2 2023). SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** ONLY INCLUDES INTERNET USERS WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. WE REPORT GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS DOUYIN, AS PER BYTEDANCE'S CORPORATE REPORTING. **COMPARABILITY:** REVISIONS TO GWI'S SURVEY METHODOLOGY MEAN THAT DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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SOCIAL MEDIA ACTIVITIES BY PLATFORM

PERCENTAGE OF ACTIVE USERS OF EACH SOCIAL MEDIA PLATFORM AGED 16 TO 64 WHO SAY THEY USE THAT PLATFORM FOR EACH KIND OF ACTIVITY

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

SOCIAL MEDIA PLATFORM	LOOK FOR FUNNY OR ENTERTAINING CONTENT	FOLLOW OR RESEARCH BRANDS AND PRODUCTS	KEEP UP TO DATE WITH NEWS AND CURRENT EVENTS	MESSAGE FRIENDS AND FAMILY	POST OR SHARE PHOTOS OR VIDEOS
FACEBOOK	54.9%	54.2%	58.6%	72.7%	63.8%
INSTAGRAM	64.2%	62.4%	51.6%	57.1%	69.9%
TIKTOK	79.9%	42.6%	37.6%	17.0%	37.6%
LINKEDIN	10.0%	23.9%	27.7%	11.2%	14.3%
SNAPCHAT	34.3%	21.7%	20.9%	37.6%	42.1%
X (TWITTER)	34.8%	34.9%	60.6%	19.2%	27.0%
REDDIT	35.2%	28.2%	31.5%	8.1%	13.1%
PINTEREST	20.8%	36.2%	12.9%	5.7%	13.6%

SOURCE: GWI (Q2 2023). SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** DOES NOT INCLUDE DATA FOR USERS IN CHINA. FIGURES REPRESENT THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT THEY HAVE USED THE SOCIAL MEDIA PLATFORM DETAILED IN THE LEFTMOST COLUMN OF EACH ROW AT LEAST ONCE IN THE PAST MONTH, AND WHO ALSO SAY THAT THEY USE THAT PLATFORM FOR THE ACTIVITY DETAILED IN THE ROW AT THE TOP OF EACH COLUMN. TABLE VALUES IN **BOLD ORANGE TEXT** IDENTIFY THE TOP VALUE IN EACH ROW, AND DENOTE THE MOST POPULAR ACTIVITY AMONGST USERS OF EACH PLATFORM. **COMPARABILITY:** REVISED SURVEY METHODOLOGY. VALUES MAY NOT BE DIRECTLY COMPARABLE WITH PREVIOUS REPORTS.

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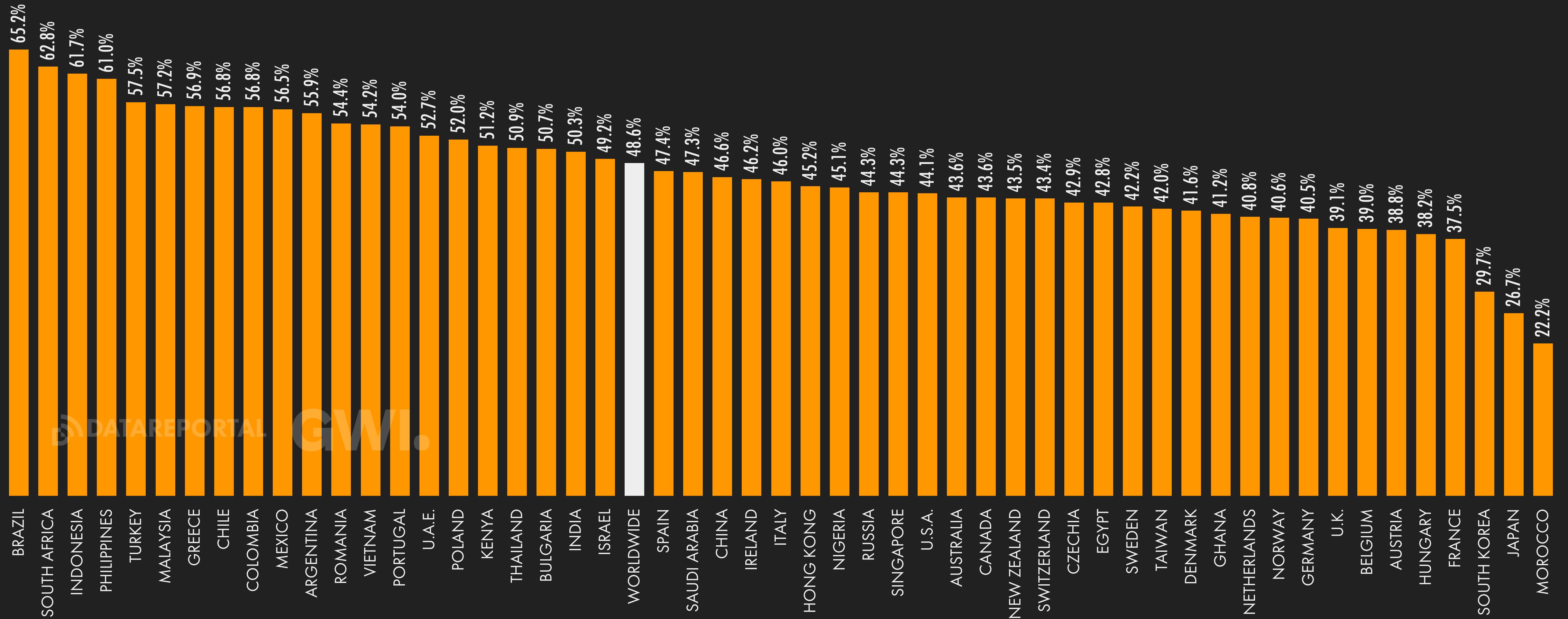
SEEKING OUT BRANDS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO VISIT SOCIAL MEDIA IN ORDER TO LEARN ABOUT BRANDS AND SEE THEIR CONTENT

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** FIGURES REPRESENT THE SHARE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT AT LEAST ONE OF THE FOLLOWING ACTIVITIES IS A **PRIMARY REASON** WHY THEY VISIT SOCIAL MEDIA PLATFORMS: FINDING INSPIRATION FOR THINGS TO DO AND BUY; FINDING PRODUCTS TO PURCHASE; SEEING CONTENT FROM YOUR FAVOURITE BRANDS. **COMPARABILITY:** REVISIONS TO GWI'S SURVEY METHODOLOGY MEAN THAT DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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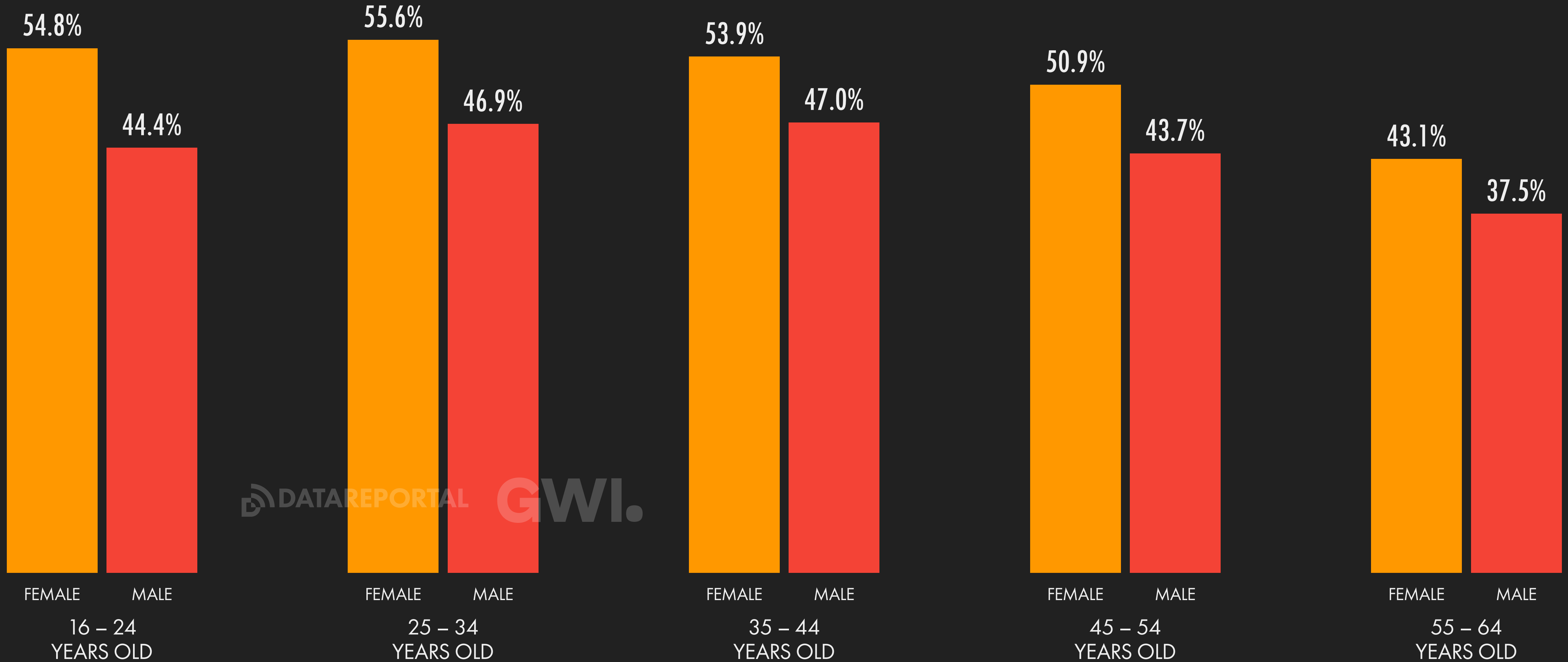
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PERCENTAGE OF SOCIAL MEDIA USERS WHO VISIT SOCIAL MEDIA IN ORDER TO LEARN ABOUT BRANDS AND SEE THEIR CONTENT

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL GWI.

SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** FIGURES REPRESENT THE SHARE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT AT LEAST ONE OF THE FOLLOWING ACTIVITIES IS A **PRIMARY REASON** WHY THEY VISIT SOCIAL MEDIA PLATFORMS: FINDING INSPIRATION FOR THINGS TO DO AND BUY; FINDING PRODUCTS TO PURCHASE; SEEING CONTENT FROM YOUR FAVOURITE BRANDS. **COMPARABILITY:** REVISIONS TO GWI'S SURVEY METHODOLOGY MEAN THAT DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS



ANY KIND OF SOCIAL
MEDIA PLATFORM



GWI.

73.8%

YOY: -1.7% (-130 BPS)

SOCIAL
NETWORKS



Meltwater

45.5%

YOY: +5.1% (+220 BPS)

QUESTION & ANSWER
SITES (E.G. QUORA)



GWI.

18.9%

YOY: -8.3% (-170 BPS)

FORUMS AND
MESSAGE BOARDS



13.8%

YOY: -15.9% (-260 BPS)

MESSAGING AND
LIVE CHAT SERVICES



we
are
social

14.5%

YOY: -11.0% (-180 BPS)

MICRO-BLOGS
(E.G. X / TWITTER)



GWI.

13.4%

YOY: -14.1% (-220 BPS)

VLOGS (BLOGS IN
A VIDEO FORMAT)



KEPIOS

12.3%

YOY: -10.9% (-150 BPS)

ONLINE PINBOARDS
(E.G. PINTEREST)



9.4%

YOY: -9.6% (-100 BPS)

SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** VALUES FOR "ANY KIND OF SOCIAL MEDIA PLATFORM" INCLUDE AT LEAST ONE OF: SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. TWITTER), BLOGS ON PRODUCTS / BRANDS (NOT SHOWN AS AN INDIVIDUAL VALUE ON THIS CHART), VLOGS (I.E. BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST). **COMPARABILITY:** REVISIONS TO GWI'S SURVEY METHODOLOGY MEAN THAT DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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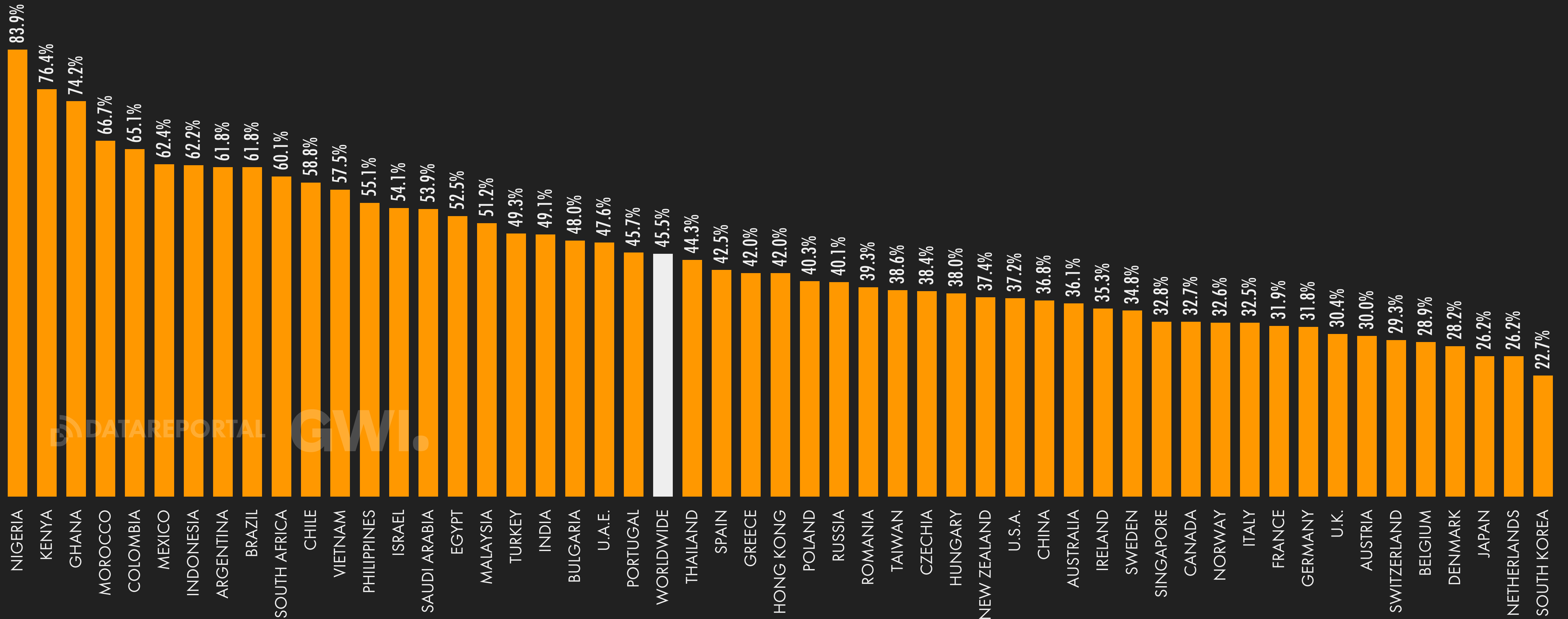
USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE SOCIAL NETWORKS TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL GWI

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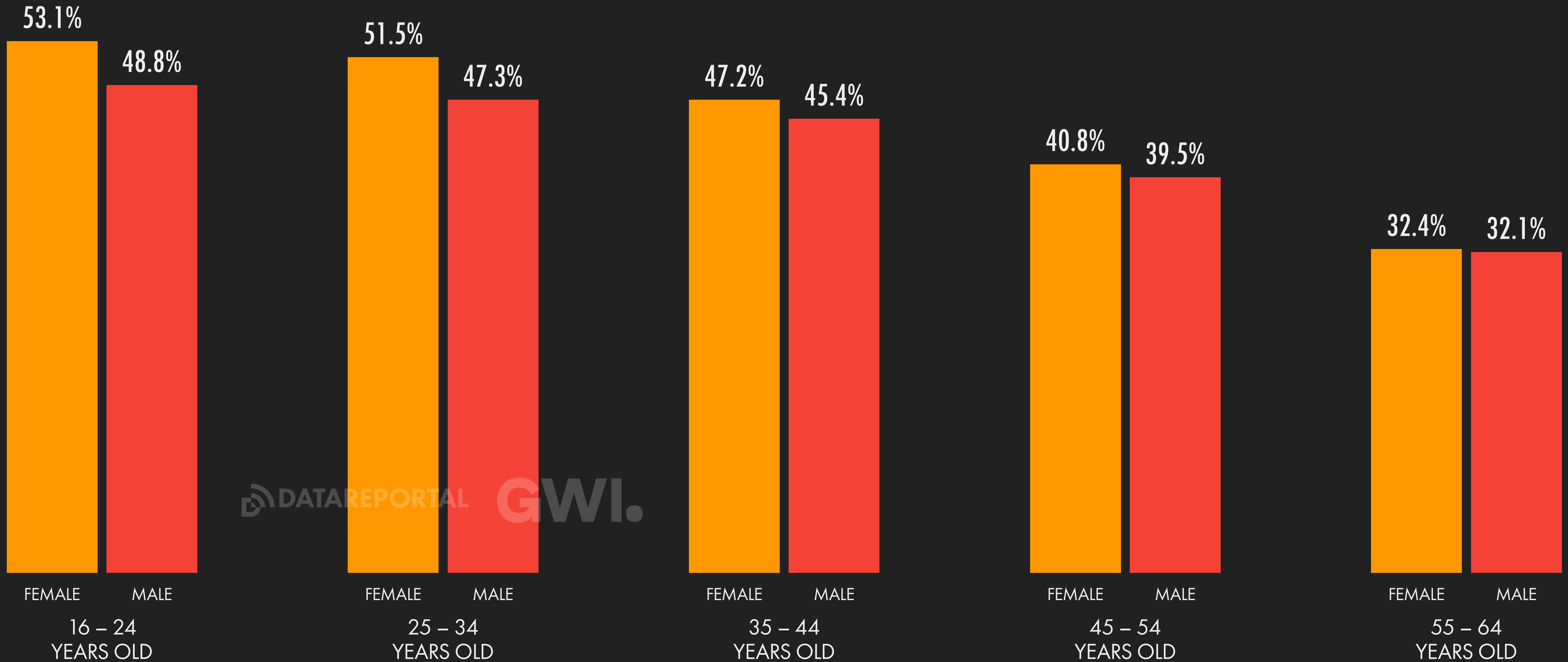
USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL NETWORKS TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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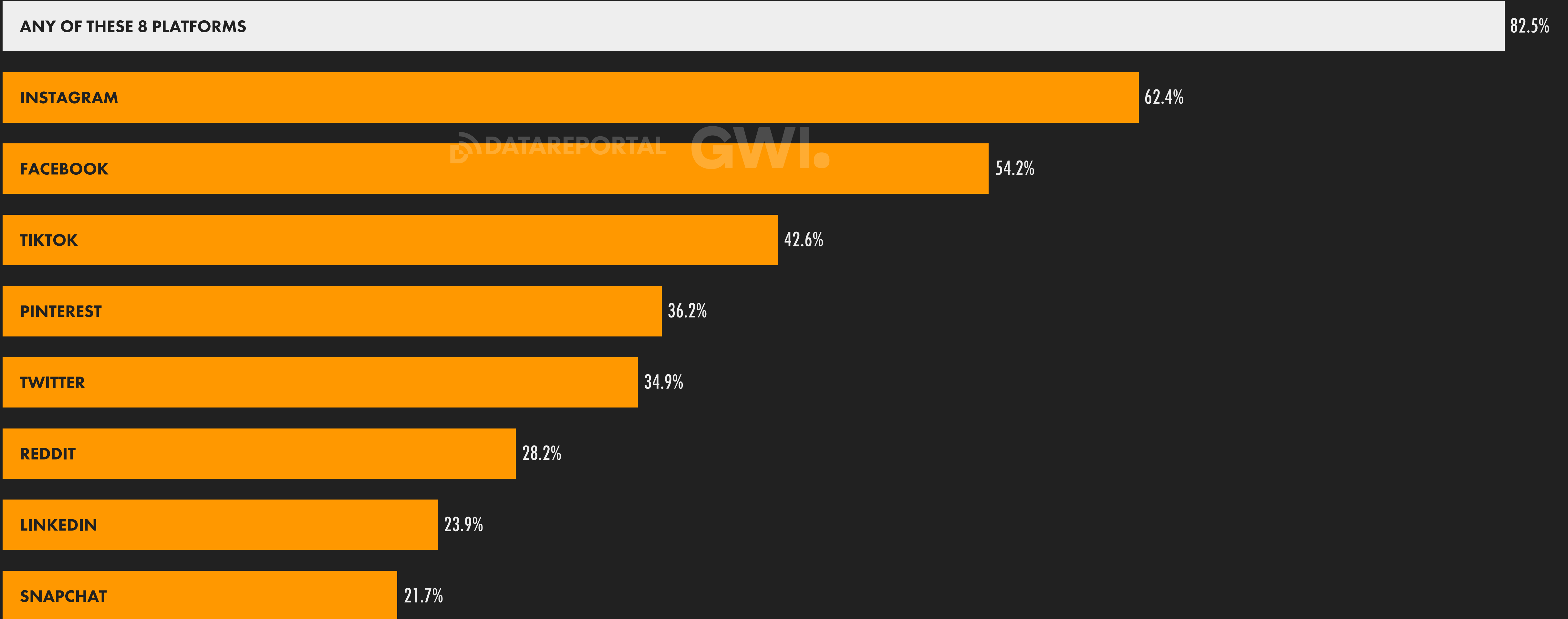
BRAND RESEARCH BY SOCIAL PLATFORM

PERCENTAGE OF ACTIVE USERS OF EACH PLATFORM AGED 16 TO 64 WHO USE EACH PLATFORM TO FOLLOW OR RESEARCH BRANDS AND PRODUCTS

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT THEY HAVE USED EACH RESPECTIVE SOCIAL MEDIA PLATFORM AT LEAST ONCE IN THE PAST 30 DAYS, AND WHO ALSO SAY THAT THEY USE THAT RESPECTIVE PLATFORM TO FOLLOW OR FIND INFORMATION ABOUT PRODUCTS AND BRANDS. DOES **NOT** INCLUDE DATA FOR USERS IN CHINA. **COMPARABILITY:** REVISIONS TO GWI'S SURVEY METHODOLOGY MEAN THAT DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)



FACEBOOK



65.24%

YEAR-ON-YEAR CHANGE
-8.9% (-640 BPS)

INSTAGRAM



13.31%

YEAR-ON-YEAR CHANGE
+77.2% (+580 BPS)

X (TWITTER)



8.75%

YEAR-ON-YEAR CHANGE
-3.0% (-27 BPS)

PINTEREST



7.28%

YEAR-ON-YEAR CHANGE
+11.7% (+76 BPS)

YOUTUBE



4.00%

YEAR-ON-YEAR CHANGE
+4.4% (+17 BPS)

REDDIT



0.52%

YEAR-ON-YEAR CHANGE
-35.0% (-28 BPS)

LINKEDIN



0.44%

YEAR-ON-YEAR CHANGE
+33.3% (+11 BPS)

TUMBLR



0.20%

YEAR-ON-YEAR CHANGE
+17.6% (+3 BPS)

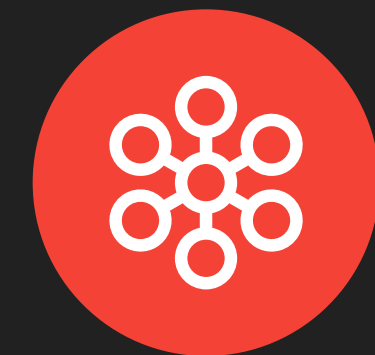
VKONTAKTE



0.22%

YEAR-ON-YEAR CHANGE
+120% (+12 BPS)

OTHER



0.04%

YEAR-ON-YEAR CHANGE
-50.0% (-4 BPS)

SOURCE: STATCOUNTER. **NOTES:** SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH PLATFORM AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL PLATFORMS IN **SEPTEMBER 2023**. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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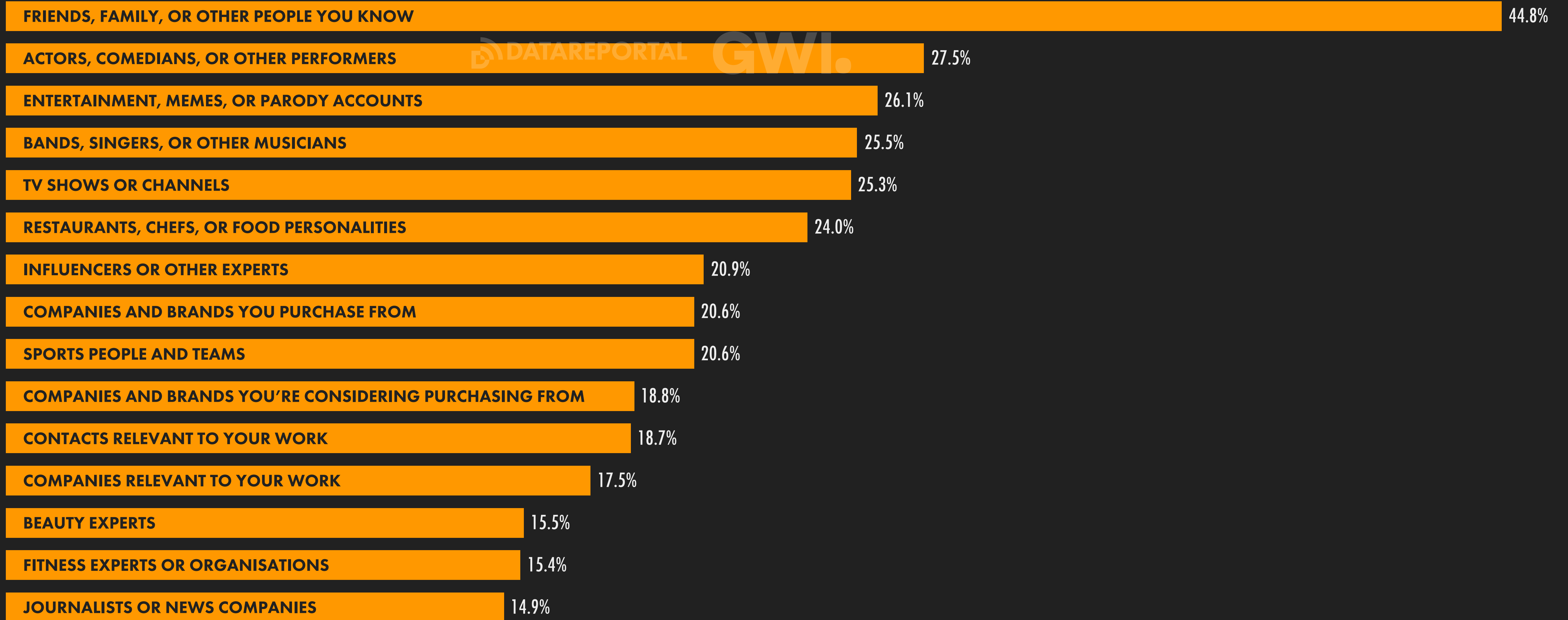
TYPES OF SOCIAL MEDIA ACCOUNTS FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



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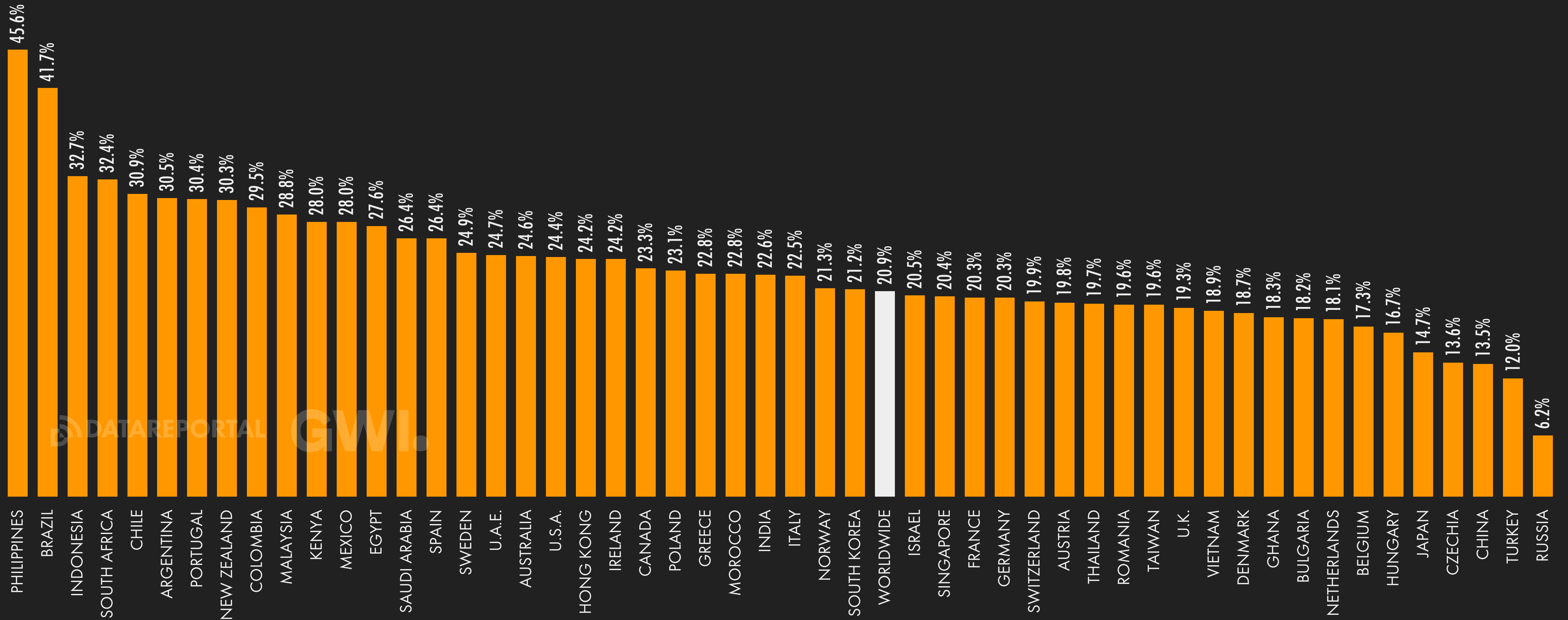
FOLLOWING INFLUENCERS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT THEY FOLLOW INFLUENCERS OR OTHER EXPERTS ON SOCIAL MEDIA

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **COMPARABILITY:** STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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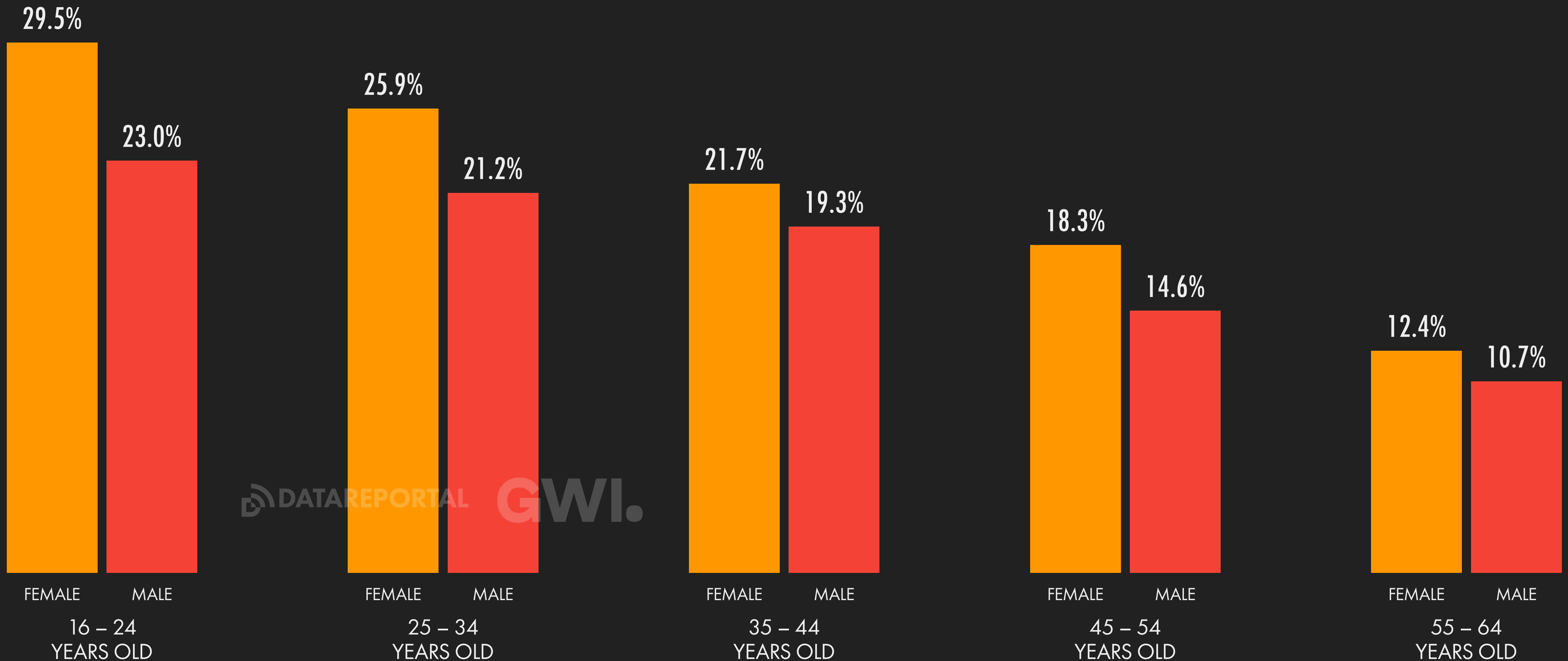
FOLLOWING INFLUENCERS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS WHO SAY THAT THEY FOLLOW INFLUENCERS OR OTHER EXPERTS ON SOCIAL MEDIA

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL GWI.

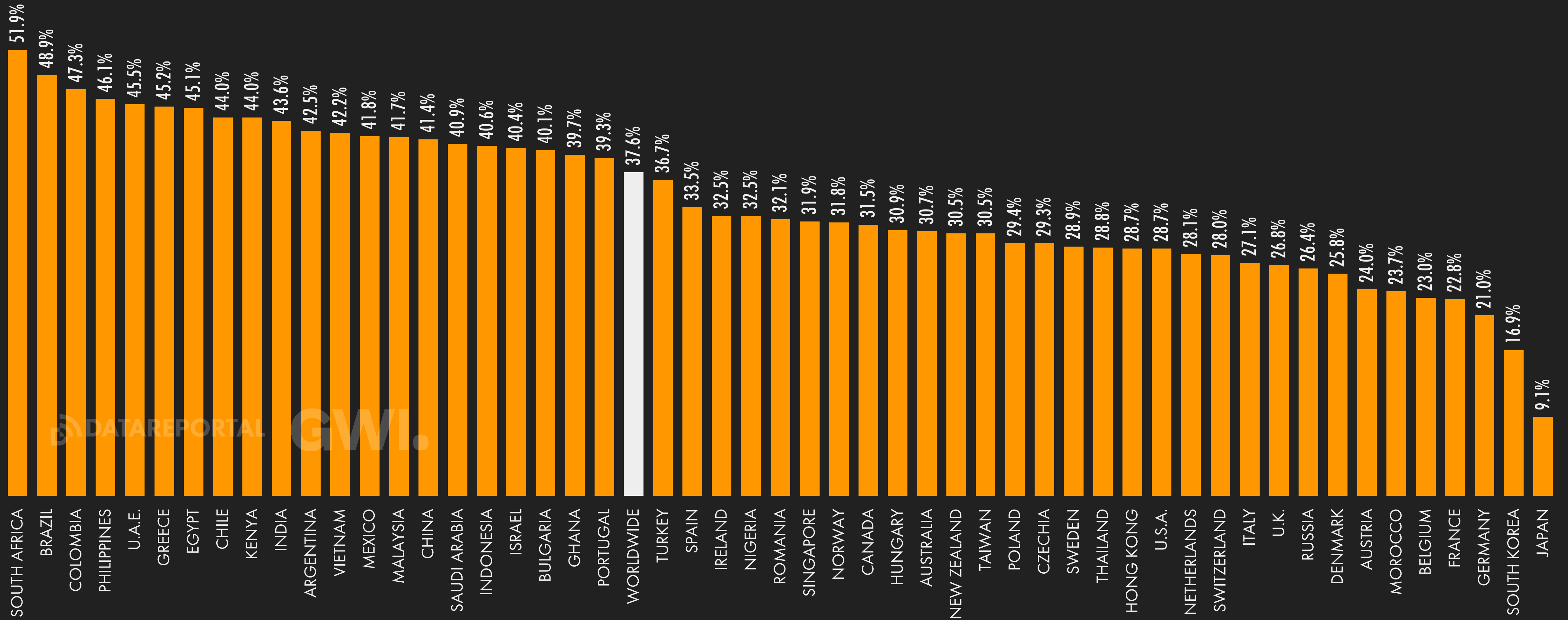
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USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT THEY USE SOCIAL MEDIA FOR WORK-RELATED ACTIVITIES



GLOBAL OVERVIEW



SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** FIGURES REPRESENT THE SHARE OF INTERNET USERS WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST 30 DAYS. IN THIS CONTEXT, "WORK-RELATED ACTIVITIES" INCLUDE USING SOCIAL MEDIA FOR WORK-RELATED NETWORKING AND RESEARCH, AND FOLLOWING CONTACTS OR COMPANIES THAT ARE RELEVANT TO WORK. **COMPARABILITY:** REVISIONS TO GWI'S SURVEY METHODOLOGY MEAN THAT DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

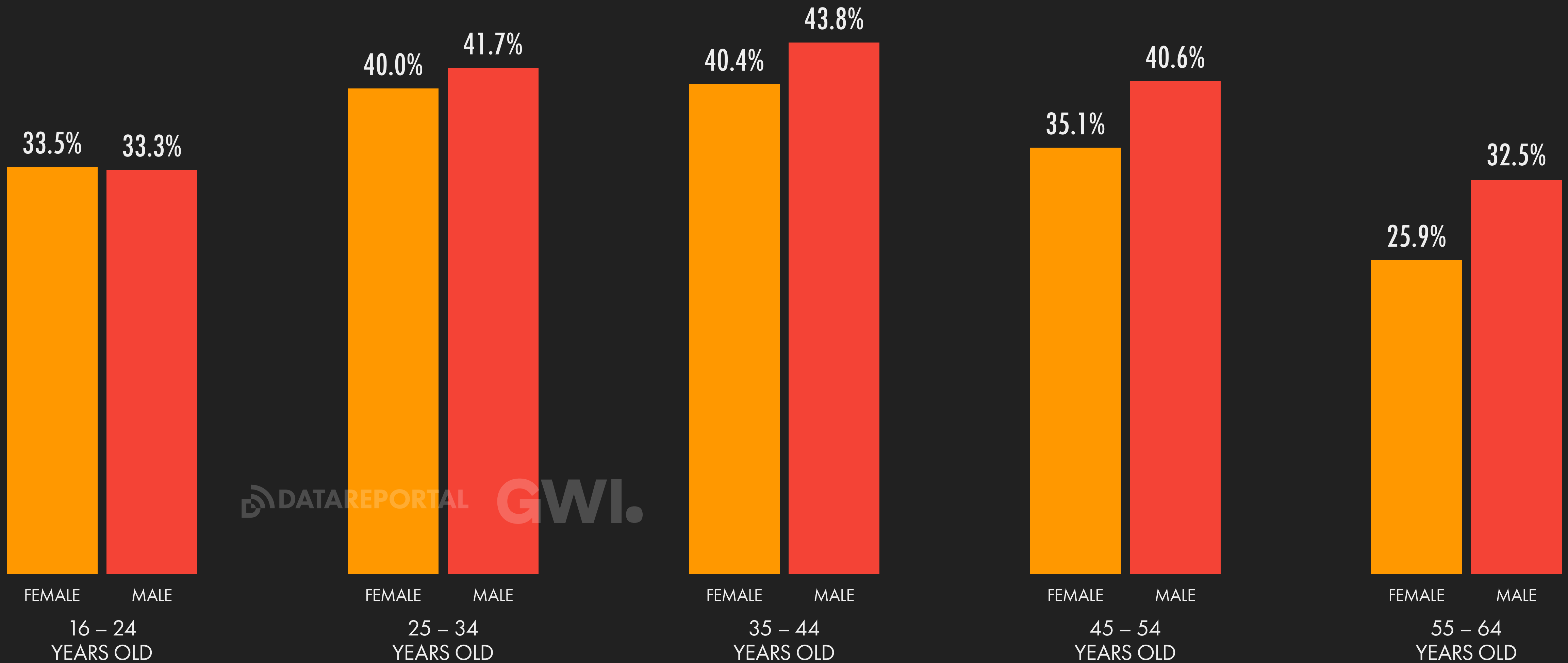
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USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

PERCENTAGE OF SOCIAL MEDIA USERS WHO SAY THAT THEY USE SOCIAL MEDIA FOR WORK-RELATED ACTIVITIES



GLOBAL OVERVIEW



DATA REPORTAL GWI.

SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** FIGURES REPRESENT THE SHARE OF INTERNET USERS WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST 30 DAYS. IN THIS CONTEXT, "WORK-RELATED ACTIVITIES" INCLUDE USING SOCIAL MEDIA FOR WORK-RELATED NETWORKING AND RESEARCH, AND FOLLOWING CONTACTS OR COMPANIES THAT ARE RELEVANT TO WORK. **COMPARABILITY:** REVISIONS TO GWI'S SURVEY METHODOLOGY MEAN THAT DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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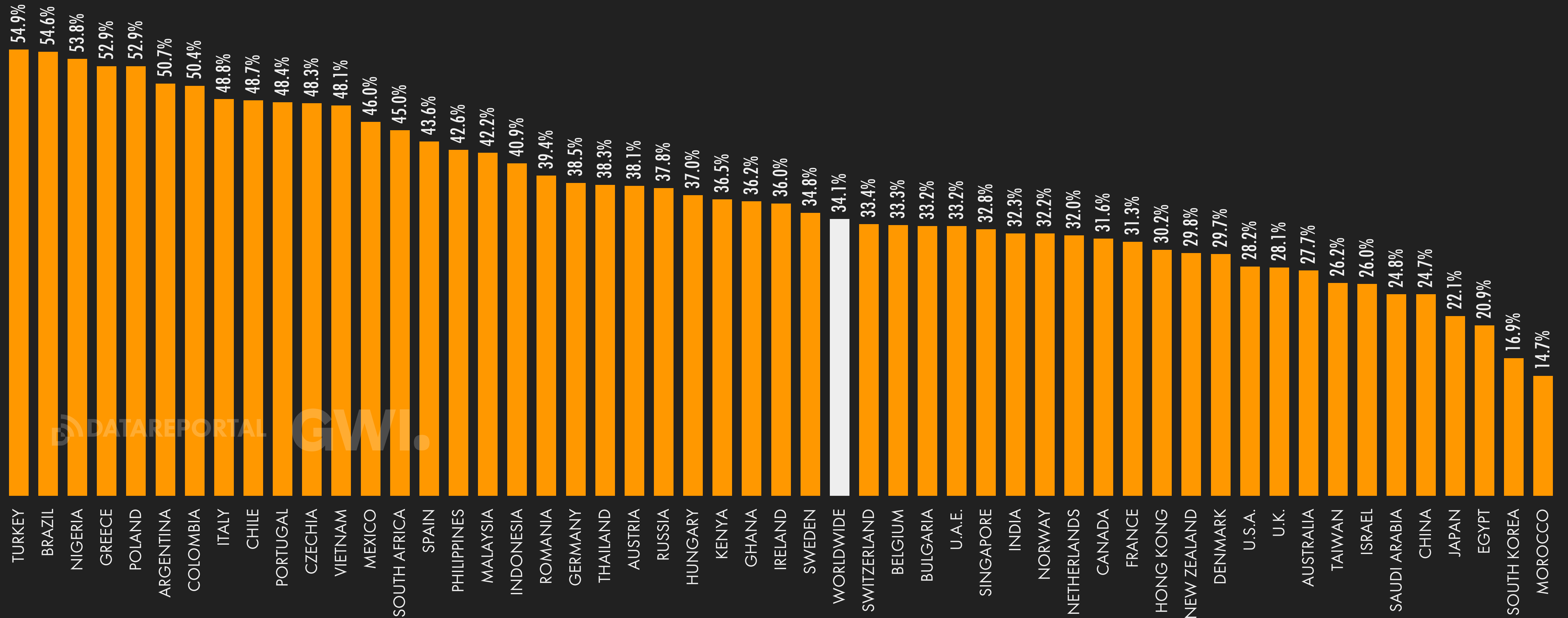
SOCIAL MEDIA AS A SOURCE OF NEWS

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT READING NEWS STORIES IS A MAIN REASON FOR USING SOCIAL MEDIA

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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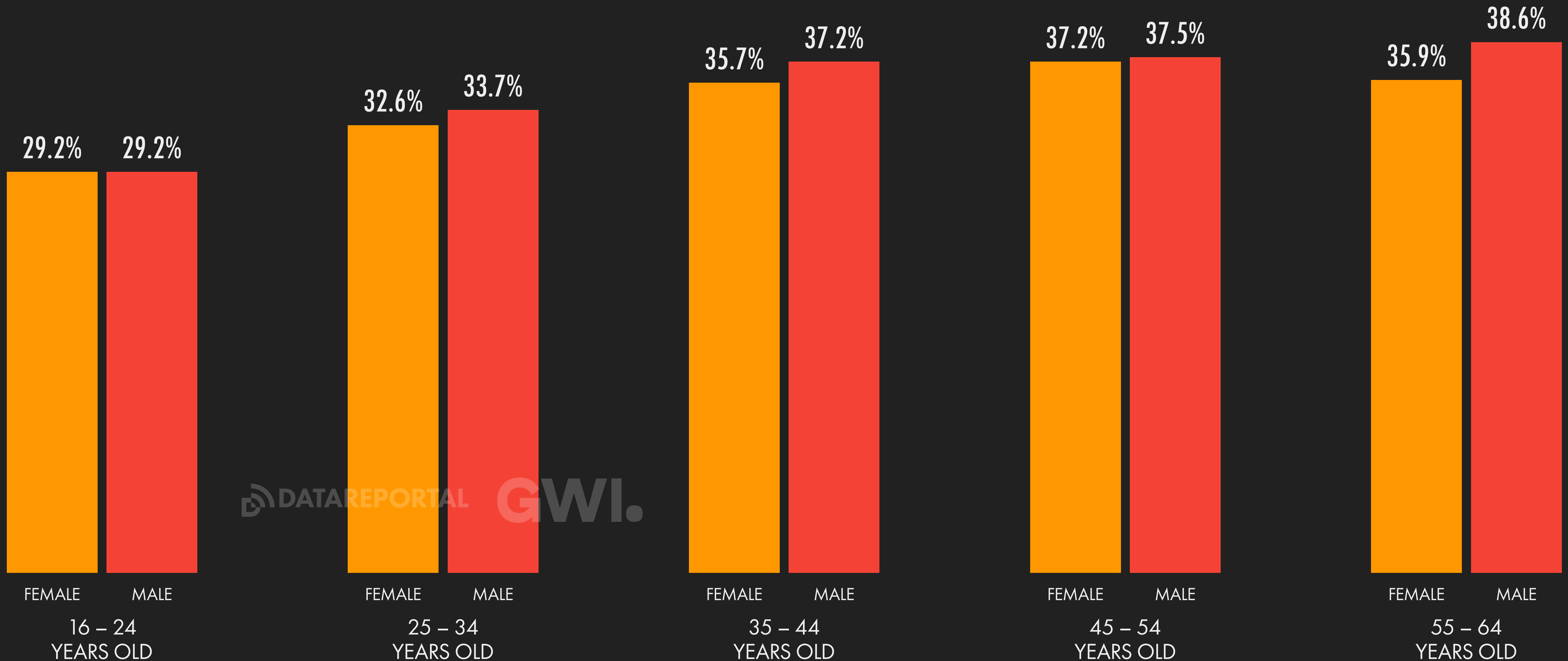
SOCIAL MEDIA AS A SOURCE OF NEWS

PERCENTAGE OF SOCIAL MEDIA USERS WHO SAY THAT READING NEWS STORIES IS A MAIN REASON FOR USING SOCIAL MEDIA

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL GWI.

SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** VALUES REPRESENT SHARE OF INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST 30 DAYS. **COMPARABILITY:** STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.



FACEBOOK

OCT
2023

FACEBOOK: MONTHLY ACTIVE USERS

FACEBOOK'S TOTAL MONTHLY ACTIVE USER BASE, BASED ON DATA PUBLISHED IN THE COMPANY'S INVESTOR EARNINGS REPORTS



GLOBAL OVERVIEW

TOTAL MONTHLY ACTIVE
FACEBOOK USERS (MAU)



3.03
BILLION



TOTAL FACEBOOK MAU
vs. TOTAL POPULATION



37.6%



QUARTER-ON-QUARTER CHANGE
IN TOTAL FACEBOOK MAU



+1.4%
+41 MILLION



YEAR-ON-YEAR CHANGE
IN TOTAL FACEBOOK MAU



+3.3%
+96 MILLION

TOTAL FACEBOOK MAU
vs. TOTAL INTERNET USERS



57.2%



TOTAL FACEBOOK MAU
vs. POPULATION AGED 13+



48.1%



FACEBOOK DAILY ACTIVE USERS
vs. MONTHLY ACTIVE USERS



68.1%



FACEBOOK ADVERTISING REACH
vs. TOTAL FACEBOOK MAU



76.2%

SOURCES: META'S INVESTOR EARNINGS ANNOUNCEMENTS AND ADVERTISING RESOURCES; KEPIOS ANALYSIS. **COMPARABILITY:** USER FIGURES SHOWN ON THIS CHART REPRESENT MONTHLY ACTIVE USERS, AND ARE DIFFERENT TO THE FACEBOOK ADVERTISING AUDIENCE REACH FIGURES SHOWN ELSEWHERE IN THIS REPORT. SEE [NOTES ON DATA](#) FOR DETAILS OF WHY ADVERTISING REACH DOES NOT EQUATE TO THE TOTAL MAU FIGURE.

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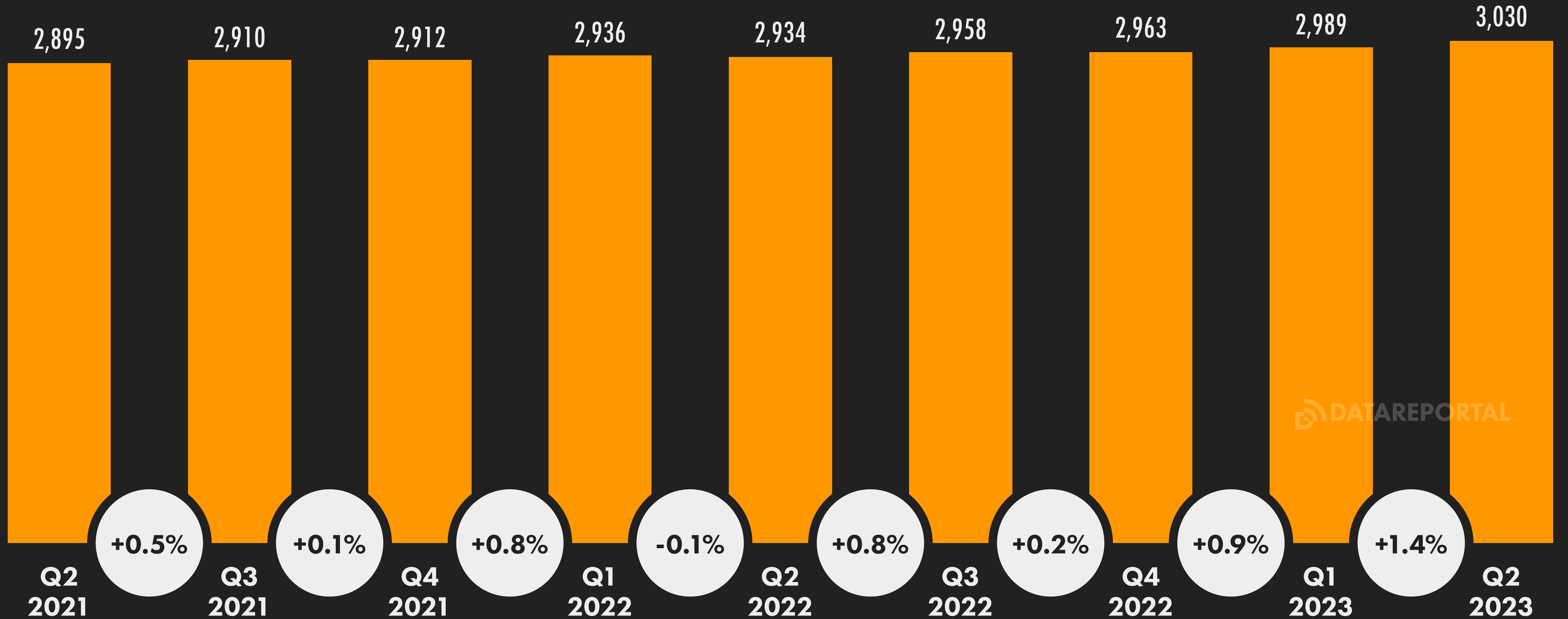
FACEBOOK MONTHLY ACTIVE USERS (QOQ)

MONTHLY ACTIVE FACEBOOK USERS (IN MILLIONS), AND RELATIVE CHANGE OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

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FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH
OF ADS ON FACEBOOK



2.31
BILLION

FACEBOOK AD REACH
vs. TOTAL POPULATION



28.6%

FACEBOOK AD REACH
vs. TOTAL INTERNET USERS



43.6%

QUARTER-ON-QUARTER CHANGE
IN REPORTED FACEBOOK AD REACH



+3.4%
+76 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED FACEBOOK AD REACH



+11.0%
+229 MILLION

SHARE: FEMALE FACEBOOK
AD REACH vs. OVERALL
FACEBOOK AD REACH



43.2%

SHARE: MALE FACEBOOK
AD REACH vs. OVERALL
FACEBOOK AD REACH



56.8%

ADOPTION: OVERALL FACEBOOK
AD REACH **AGED 18+** vs. OVERALL
POPULATION **AGED 18+**



39.0%

ADOPTION: FEMALE FACEBOOK
AD REACH **AGED 18+** vs. FEMALE
POPULATION **AGED 18+**



33.1%

ADOPTION: MALE FACEBOOK
AD REACH **AGED 18+** vs. MALE
POPULATION **AGED 18+**



44.1%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#) FOR DETAILS.

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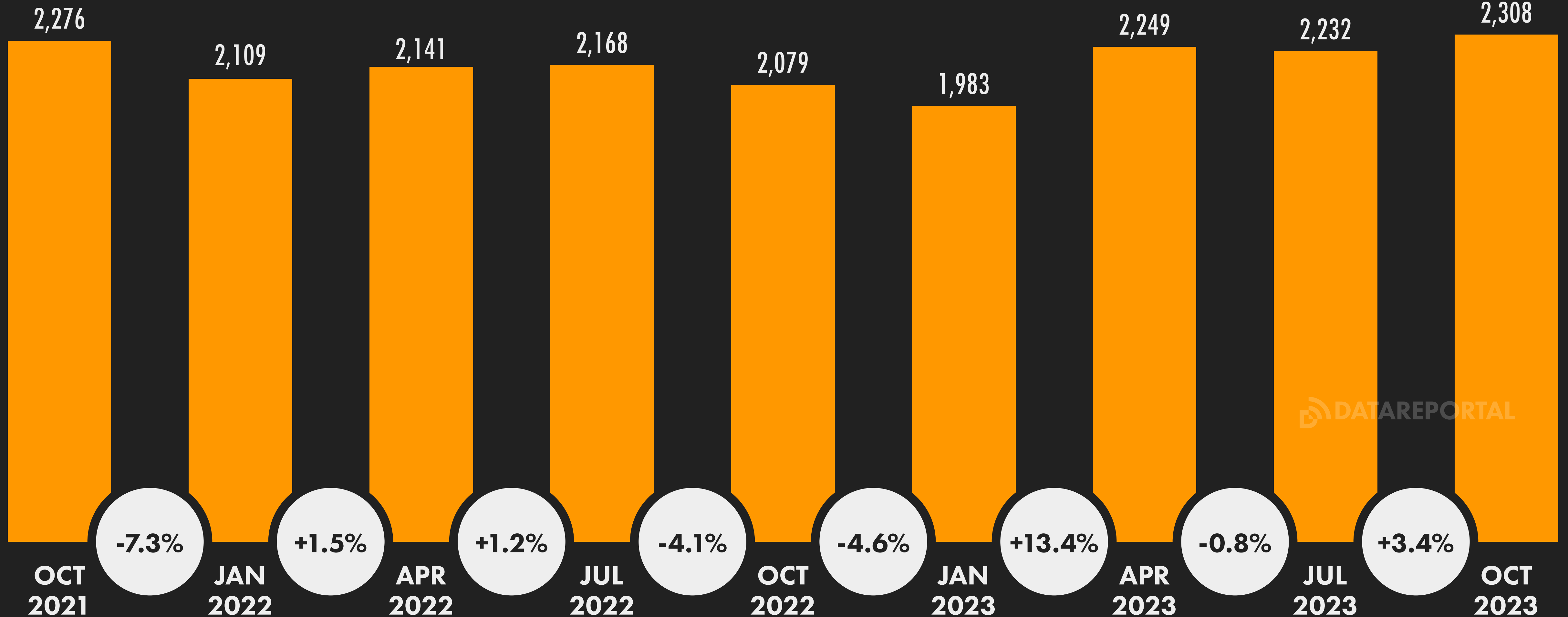
FACEBOOK: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON FACEBOOK (IN MILLIONS OF USERS), AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

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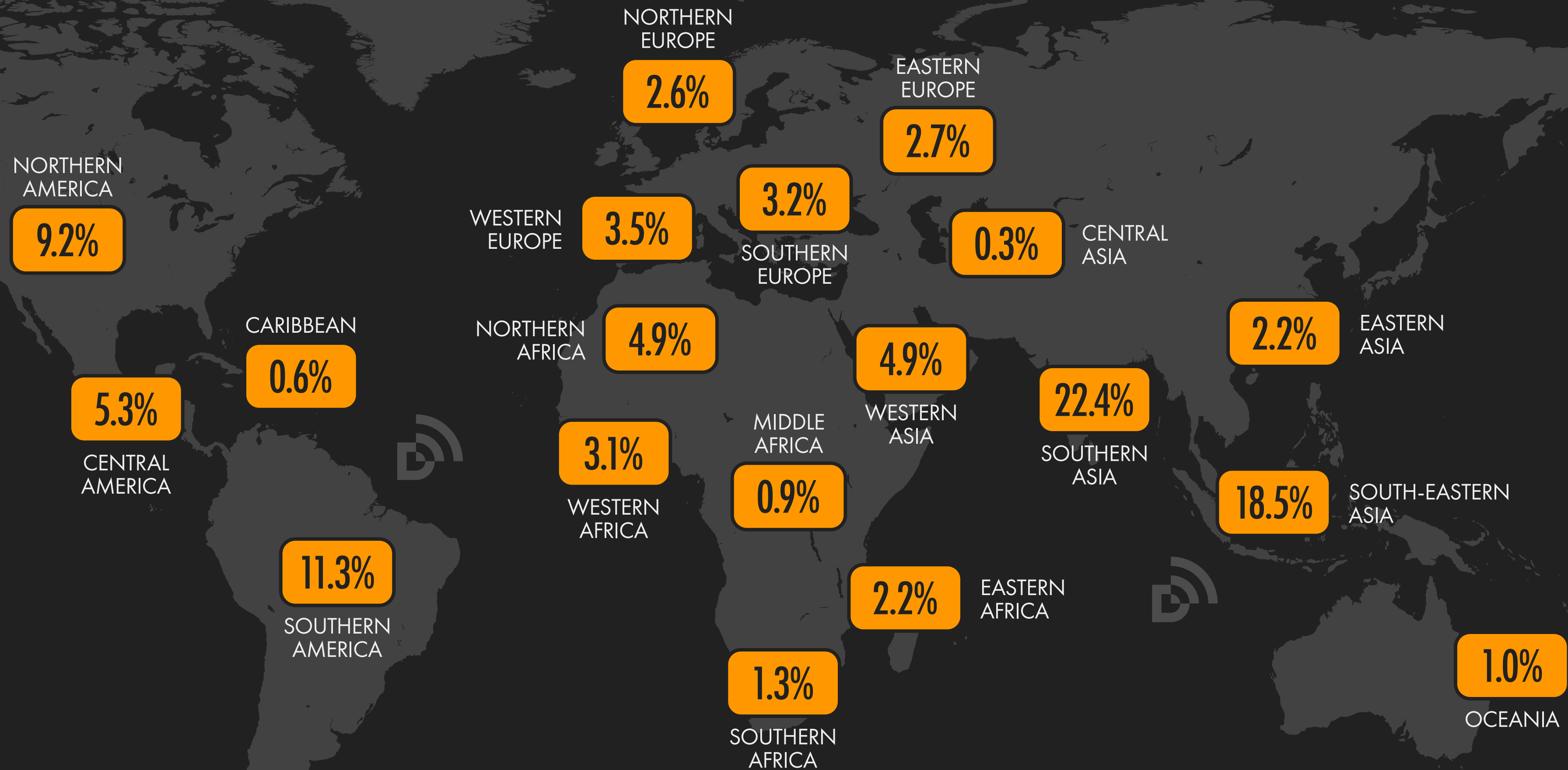
SHARE OF FACEBOOK ADVERTISING AUDIENCE

POTENTIAL FACEBOOK ADVERTISING REACH IN EACH REGION AS A PERCENTAGE OF TOTAL FACEBOOK ADVERTISING REACH

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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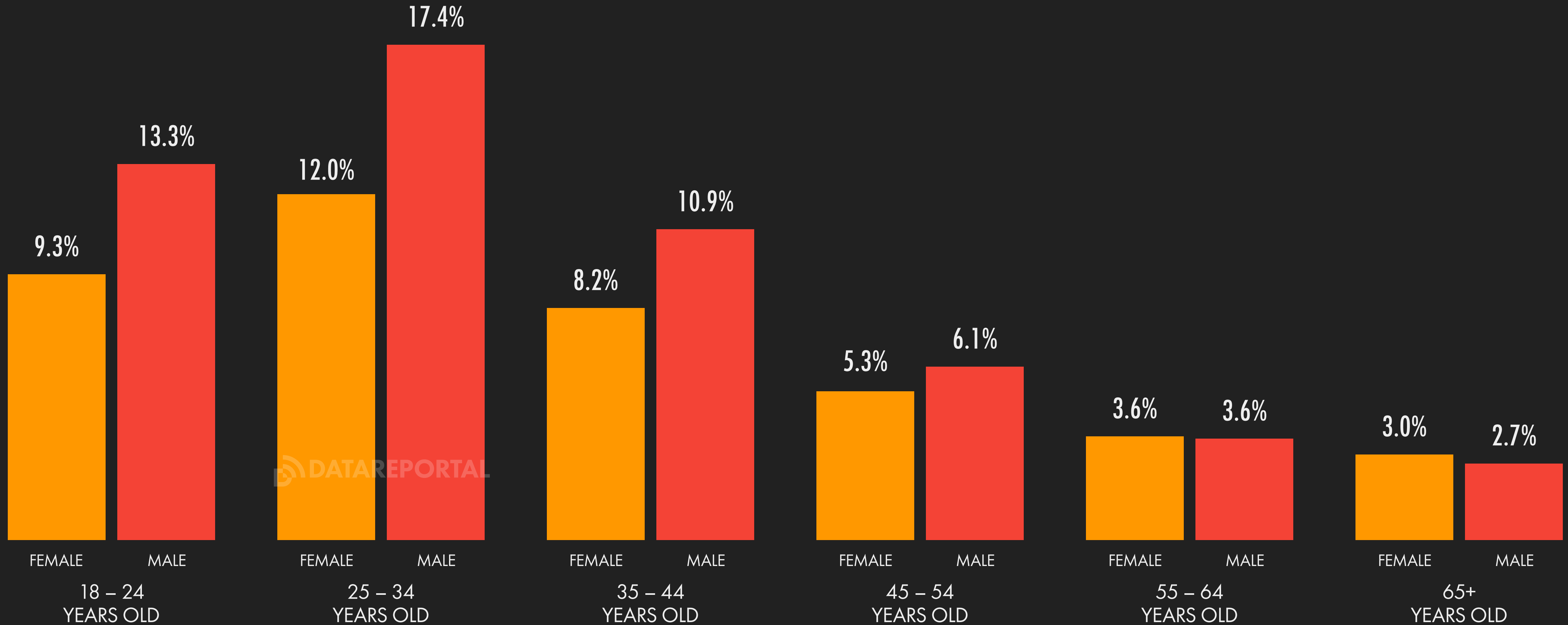
FACEBOOK: ADVERTISING AUDIENCE PROFILE

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

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** META'S TOOLS ALSO PUBLISH REACH DATA FOR AUDIENCES AGED 13 TO 17, BUT THE DATA FOR THAT AGE RANGE NO LONGER SHOWS SPLITS BY GENDER. AS A RESULT, FIGURES SHOWN HERE MAY NOT SUM TO 100%. SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. SOURCE DATA REVISIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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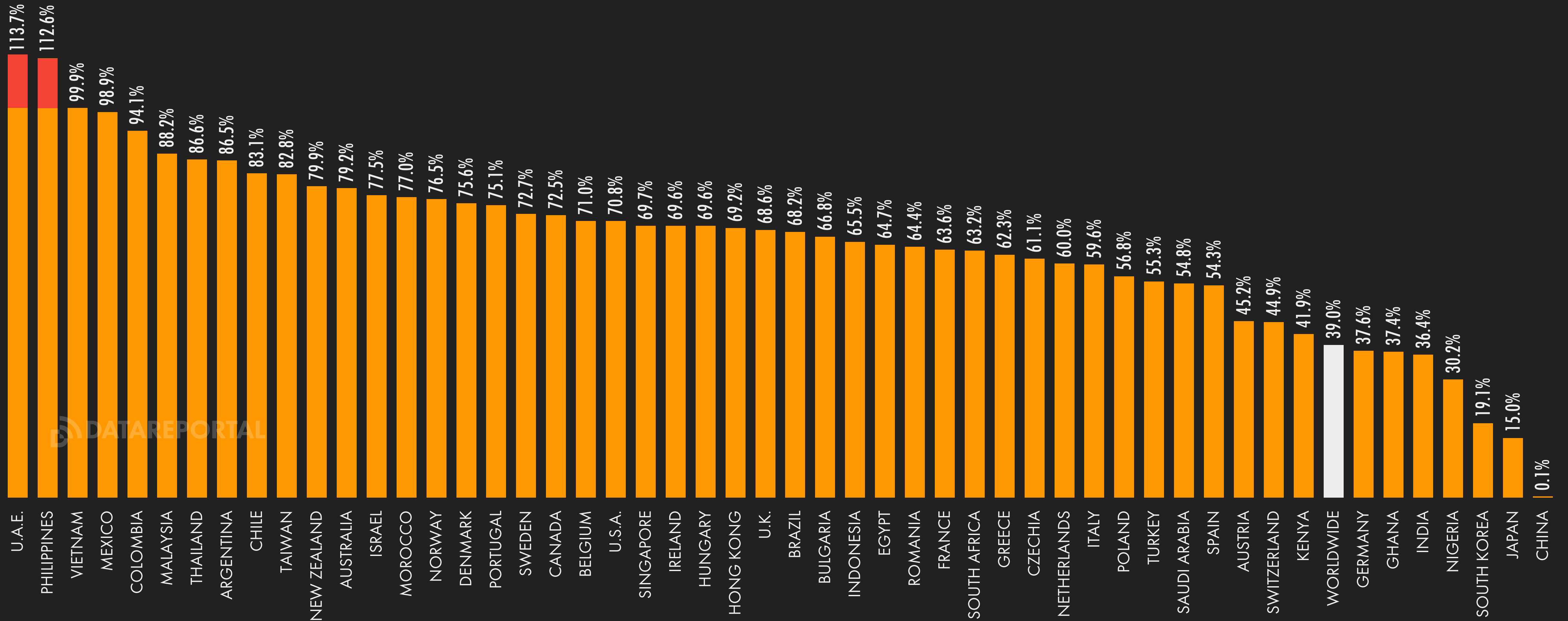
FACEBOOK ADVERTISING: ADULT REACH RATE

POTENTIAL REACH OF FACEBOOK ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** THE AGE RANGE FOR THIS CHART HAS CHANGED, SO VALUES ARE **NOT COMPARABLE** WITH A SIMILAR CHART FEATURED IN PREVIOUS REPORTS. SOURCE DATA REVISIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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FACEBOOK AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ	#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	385,650,000	+4.9%	11	PAKISTAN	45,950,000	+4.1%
02	UNITED STATES OF AMERICA	188,600,000	+0.3%	12	COLOMBIA	38,100,000	+2.7%
03	INDONESIA	136,350,000	+0.7%	13	UNITED KINGDOM	36,800,000	+1.0%
04	BRAZIL	111,750,000	-0.6%	14	NIGERIA	36,250,000	+12.2%
05	MEXICO	94,800,000	+3.4%	15	TURKEY	34,800,000	+1.2%
06	PHILIPPINES	94,650,000	+4.2%	16	FRANCE	32,650,000	+2.0%
07	VIETNAM	78,550,000	+2.1%	17	ITALY	29,750,000	+0.8%
08	BANGLADESH	58,100,000	+9.6%	18	ARGENTINA	29,600,000	+2.6%
09	THAILAND	53,300,000	+2.5%	19	SOUTH AFRICA	27,450,000	+6.4%
10	EGYPT	49,300,000	+4.1%	20	ALGERIA	26,650,000	+6.6%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** SOURCE REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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FACEBOOK ADULT AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE FACEBOOK ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+	#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	LIBYA	129.0%*	5,900,000	11	ECUADOR	98.9%	12,500,000
02	MONGOLIA	114.3%*	2,500,000	12	MEXICO	98.9%	89,900,000
03	UNITED ARAB EMIRATES	113.7%*	8,950,000	13	BOLIVIA	95.1%	7,500,000
04	PHILIPPINES	112.6%*	85,000,000	14	ARUBA	94.2%	80,100
05	QATAR	107.5%*	2,400,000	15	COLOMBIA	94.1%	36,450,000
06	CAMBODIA	104.3%*	11,650,000	16	CAYMAN ISLANDS	92.8%	52,000
07	GEORGIA	101.8%*	2,850,000	17	MALDIVES	92.5%	359,100
08	PERU	100.3%*	23,800,000	18	GREENLAND	91.3%	38,950
09	TONGA	100.0%*	64,200	19	SAMOA	90.8%	116,000
10	VIETNAM	99.9%	72,700,000	20	GUYANA	90.0%	484,500

SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH THE OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE REVISIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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SHARE OF FACEBOOK PAGE POSTS BY POST TYPE

POSTS OF EACH TYPE AS A PERCENTAGE OF ALL POSTS MADE BY FACEBOOK PAGES, AS REPORTED BY LOCOWISE



AVERAGE NUMBER OF
PAGE POSTS PER DAY



locowise

1.86

PHOTO POSTS' SHARE
OF TOTAL PAGE POSTS



Meltwater

30.8%

VIDEO POSTS' SHARE
OF TOTAL PAGE POSTS



locowise

17.7%

LINK POSTS' SHARE
OF TOTAL PAGE POSTS



we
are
social

49.2%

STATUS POSTS' SHARE
OF TOTAL PAGE POSTS



2.3%

OCT
2023

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS, AS REPORTED BY SOCIALINSIDER



AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE:
OVERALL AVERAGE



socialinsider

ENGAGEMENTS vs. PAGE FOLLOWERS

0.22%

ENGAGEMENTS vs. POST REACH

7.70%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH FEWER THAN 10,000 FANS



ENGAGEMENTS vs. PAGE FOLLOWERS

0.52%

ENGAGEMENTS vs. POST REACH

5.94%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH 10,000 TO 100,000 FANS



ENGAGEMENTS vs. PAGE FOLLOWERS

0.28%

ENGAGEMENTS vs. POST REACH

7.16%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH MORE THAN 100,000 FANS



ENGAGEMENTS vs. PAGE FOLLOWERS

0.12%

ENGAGEMENTS vs. POST REACH

8.43%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 JUNE AND 31 AUGUST 2023. **NOTES:** FIGURES FOR "ENGAGEMENTS vs. PAGE FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. FIGURES FOR "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD.

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FACEBOOK ENGAGEMENT RATES: LOCOWISE

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FANS, AS REPORTED BY LOCOWISE



AVERAGE FACEBOOK PAGE POST
ENGAGEMENT RATE: PAGES
WITH FEWER THAN 10,000 FANS



0.43%



AVERAGE FACEBOOK PAGE POST
ENGAGEMENT RATE: PAGES
WITH 10,000 TO 100,000 FANS



0.21%



AVERAGE FACEBOOK PAGE POST
ENGAGEMENT RATE: PAGES
WITH MORE THAN 100,000 FANS



0.04%

OCT
2023

FACEBOOK ENGAGEMENT RATES: LOCOWISE

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FANS, AS REPORTED BY LOCOWISE



AVERAGE FACEBOOK PAGE
POST ENGAGEMENTS vs.
PAGE FANS: **ALL POST TYPES**



locowise

0.06%

AVERAGE FACEBOOK PAGE
POST ENGAGEMENTS vs.
PAGE FANS: **PHOTO POSTS**



we
are
social

0.11%

AVERAGE FACEBOOK PAGE
POST ENGAGEMENTS vs.
PAGE FANS: **VIDEO POSTS**



locowise

0.08%

AVERAGE FACEBOOK PAGE
POST ENGAGEMENTS vs.
PAGE FANS: **LINK POSTS**



Meltwater

0.03%

AVERAGE FACEBOOK PAGE
POST ENGAGEMENTS vs.
PAGE FANS: **STATUS POSTS**



0.07%

OCT
2023

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FOLLOWERS, AS REPORTED BY SOCIALINSIDER



FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: REELS POSTS



0.33%

socialinsider

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: PHOTO POSTS



0.29%



FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: VIDEO POSTS



0.38%

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: ALBUM POSTS



0.23%



FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: STATUS POSTS



0.18%

socialinsider

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: LINK POSTS



0.10%

OCT
2023

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF POST REACH, AS REPORTED BY SOCIALINSIDER



FACEBOOK POST ENGAGEMENTS
vs. POST REACH: REELS POSTS



socialinsider

15.04%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: PHOTO POSTS



KEPIOS

6.66%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: VIDEO POSTS



5.21%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: ALBUM POSTS



D

7.53%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: STATUS POSTS



socialinsider

15.57%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: LINK POSTS



8.56%



YOUTUBE

OCT
2023

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH
OF ADS ON YOUTUBE



2.49
BILLION

YOUTUBE AD REACH
vs. TOTAL POPULATION



we
are
social

30.9%

YOUTUBE AD REACH
vs. TOTAL INTERNET USERS



Meltwater

47.0%

QUARTER-ON-QUARTER CHANGE
IN REPORTED YOUTUBE AD REACH



-1.4%
-36 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED YOUTUBE AD REACH



-0.9%
-24 MILLION

SHARE: FEMALE YOUTUBE
AD REACH AGED 18+ vs. OVERALL
YOUTUBE AD REACH AGED 18+



45.6%

SHARE: MALE YOUTUBE
AD REACH AGED 18+ vs. OVERALL
YOUTUBE AD REACH AGED 18+



Meltwater

54.4%

ADOPTION: OVERALL YOUTUBE
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



KEPIOS

37.5%

ADOPTION: FEMALE YOUTUBE
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



we
are
social

34.0%

ADOPTION: MALE YOUTUBE
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



41.1%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON AVAILABLE DATA ONLY. AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#) FOR DETAILS.

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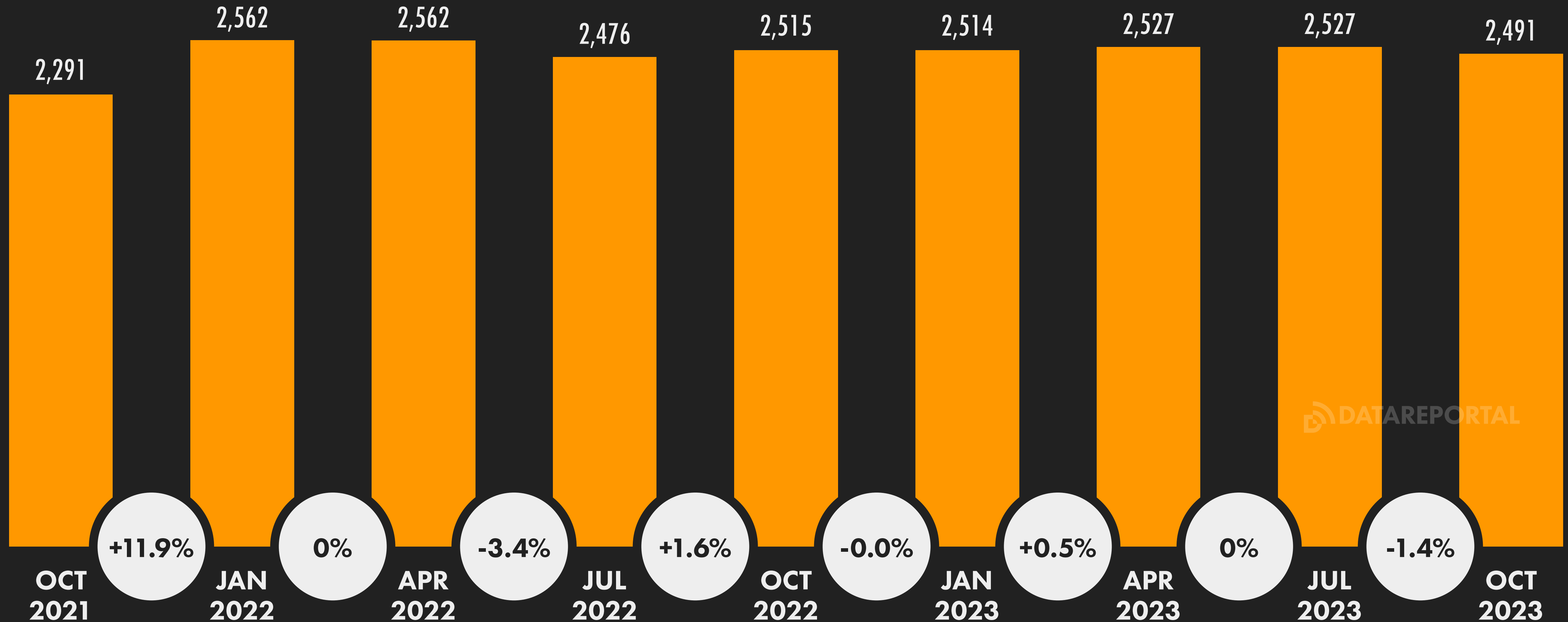
YOUTUBE: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON YOUTUBE (IN MILLIONS OF USERS), AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

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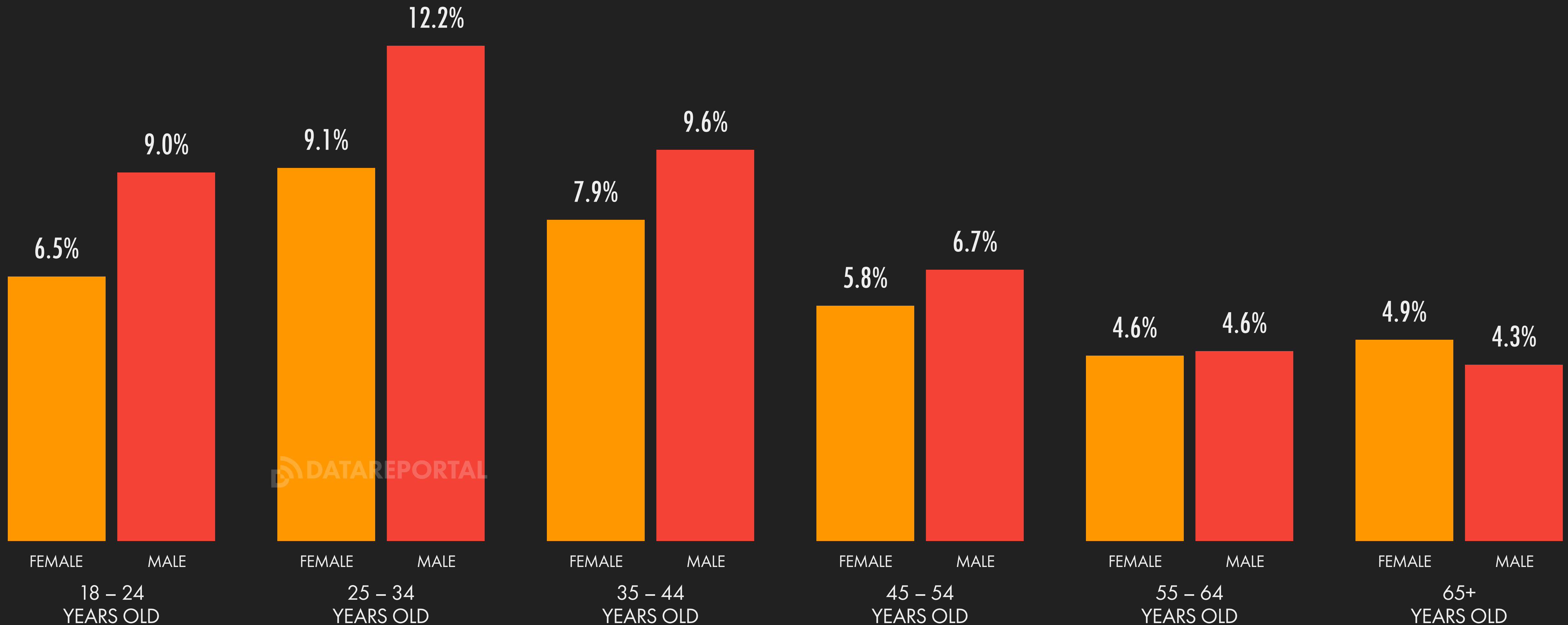
YOUTUBE: ADVERTISING AUDIENCE PROFILE

SHARE OF YOUTUBE'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON AVAILABLE DATA ONLY. AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+, BUT GOOGLE'S RESOURCES ALSO PUBLISH A VALUE FOR TOTAL AUDIENCE. VALUES SHOWN HERE REPRESENT SHARE OF TOTAL AUDIENCE, SO WILL NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. SOURCE DATA REVISIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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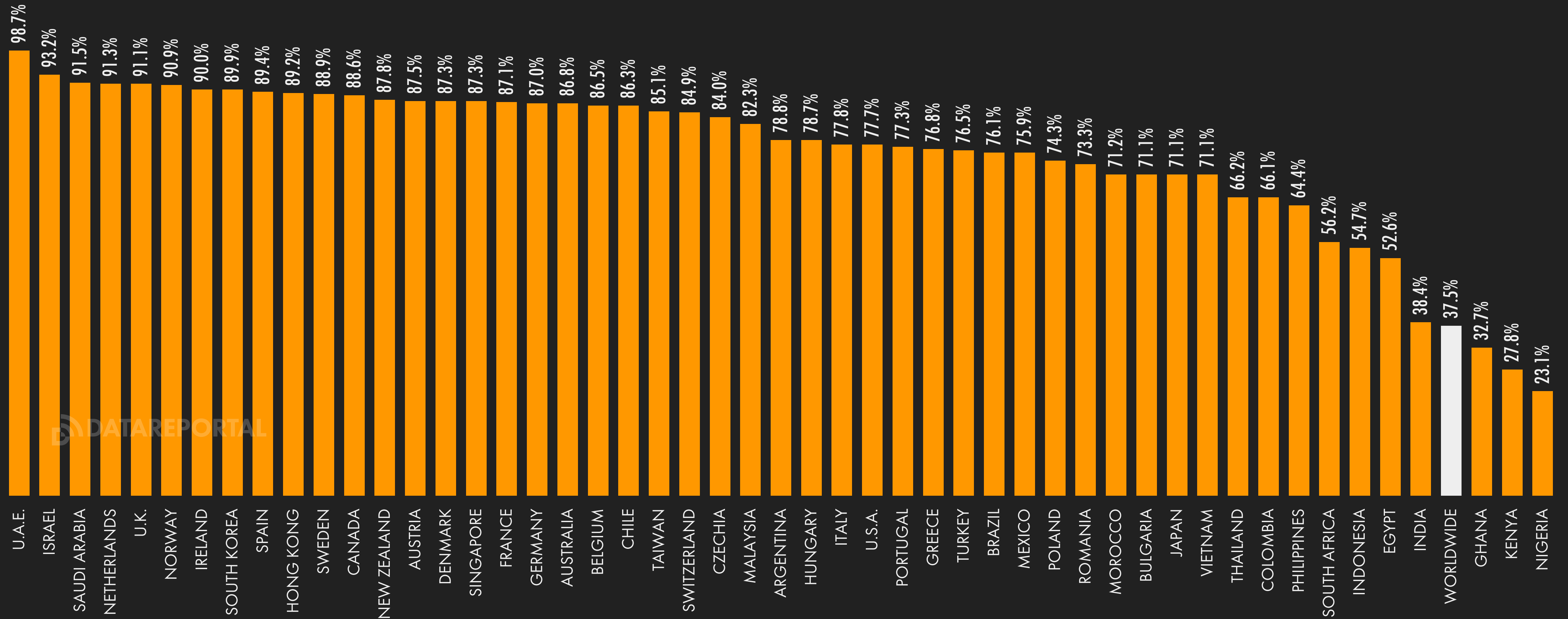
YOUTUBE ADVERTISING: ADULT REACH RATE

POTENTIAL REACH OF YOUTUBE ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

OCT
2023

YOUTUBE AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST YOUTUBE ADVERTISING AUDIENCES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ	#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	462,000,000	-1.1%	11	TURKEY	57,500,000	-0.7%
02	UNITED STATES OF AMERICA	239,000,000	-2.8%	12	UNITED KINGDOM	56,200,000	-1.6%
03	BRAZIL	144,000,000	+1.4%	13	FRANCE	50,700,000	-2.7%
04	INDONESIA	139,000,000	[UNCHANGED]	14	EGYPT	44,700,000	-2.6%
05	MEXICO	83,100,000	+1.6%	15	SOUTH KOREA	44,300,000	-3.7%
06	JAPAN	78,600,000	+0.3%	16	THAILAND	44,200,000	+0.7%
07	PAKISTAN	71,700,000	[UNCHANGED]	17	ITALY	42,800,000	-2.5%
08	GERMANY	67,800,000	-4.4%	18	SPAIN	39,700,000	-2.5%
09	VIETNAM	63,000,000	[UNCHANGED]	19	BANGLADESH	33,600,000	-2.3%
10	PHILIPPINES	58,100,000	+0.7%	20	CANADA	31,900,000	-3.6%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON AVAILABLE DATA ONLY. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE ACTIVE USER BASE. **COMPARABILITY:** SOURCE REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#) FOR DETAILS.

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2023

YOUTUBE ADULT AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE YOUTUBE ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+	#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	BAHRAIN	112.1%*	1,276,000	11	NORWAY	90.9%	3,980,000
02	LEBANON	109.9%*	3,920,000	12	IRELAND	90.0%	3,490,000
03	OMAN	106.2%*	3,430,000	13	SOUTH KOREA	89.9%	40,000,000
04	QATAR	103.1%*	2,300,000	14	SPAIN	89.4%	35,300,000
05	UNITED ARAB EMIRATES	98.7%	7,770,000	15	HONG KONG	89.2%	5,740,000
06	ISRAEL	93.2%	5,770,000	16	SWEDEN	88.9%	7,460,000
07	SAUDI ARABIA	91.5%	23,610,000	17	CANADA	88.6%	28,000,000
08	NETHERLANDS	91.3%	13,090,000	18	NEW ZEALAND	87.8%	3,570,000
09	KUWAIT	91.2%	2,990,000	19	LATVIA	87.6%	1,301,000
10	UNITED KINGDOM	91.1%	48,900,000	20	AUSTRIA	87.5%	6,490,000

SOURCES: GOOGLE'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON AVAILABLE DATA ONLY. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH THE OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE REVISIONS. SEE [NOTES ON DATA](#) FOR DETAILS.

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TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JULY 2023 AND 30 SEPTEMBER 2023



GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX
01	SONG	100
02	MOVIE	63
03	VIDEO	42
04	SONGS	34
05	HOW TO	34
06	DJ	23
07	LOVE	20
08	CARTOON CARTOON	19
09	FILM	19
10	CARTOON	18

#	SEARCH QUERY	INDEX
11	MUSIC	17
12	KARAOKE	15
13	DANCE	15
14	MOVIES	14
15	HINDI MOVIE	14
16	TIKTOK	13
17	NEW SONG	12
18	COMEDY	10
19	MINECRAFT	9
20	ASMR	8

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JULY 2023 AND 30 SEPTEMBER 2023. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.



INSTAGRAM

OCT
2023

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH
OF ADS ON INSTAGRAM



1.64
BILLION

INSTAGRAM AD REACH
vs. TOTAL POPULATION



20.3%

INSTAGRAM AD REACH
vs. TOTAL INTERNET USERS



30.9%

QUARTER-ON-QUARTER CHANGE
IN REPORTED INSTAGRAM AD REACH



+2.5%
+40 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED INSTAGRAM AD REACH



+18.1%
+251 MILLION

SHARE: FEMALE INSTAGRAM
AD REACH AGED 18+ vs. OVERALL
INSTAGRAM AD REACH AGED 18+



49.7%

SHARE: MALE INSTAGRAM
AD REACH AGED 18+ vs. OVERALL
INSTAGRAM AD REACH AGED 18+



50.3%

ADOPTION: OVERALL INSTAGRAM
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



27.2%

ADOPTION: FEMALE INSTAGRAM
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



26.4%

ADOPTION: MALE INSTAGRAM
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



27.0%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#) FOR DETAILS.

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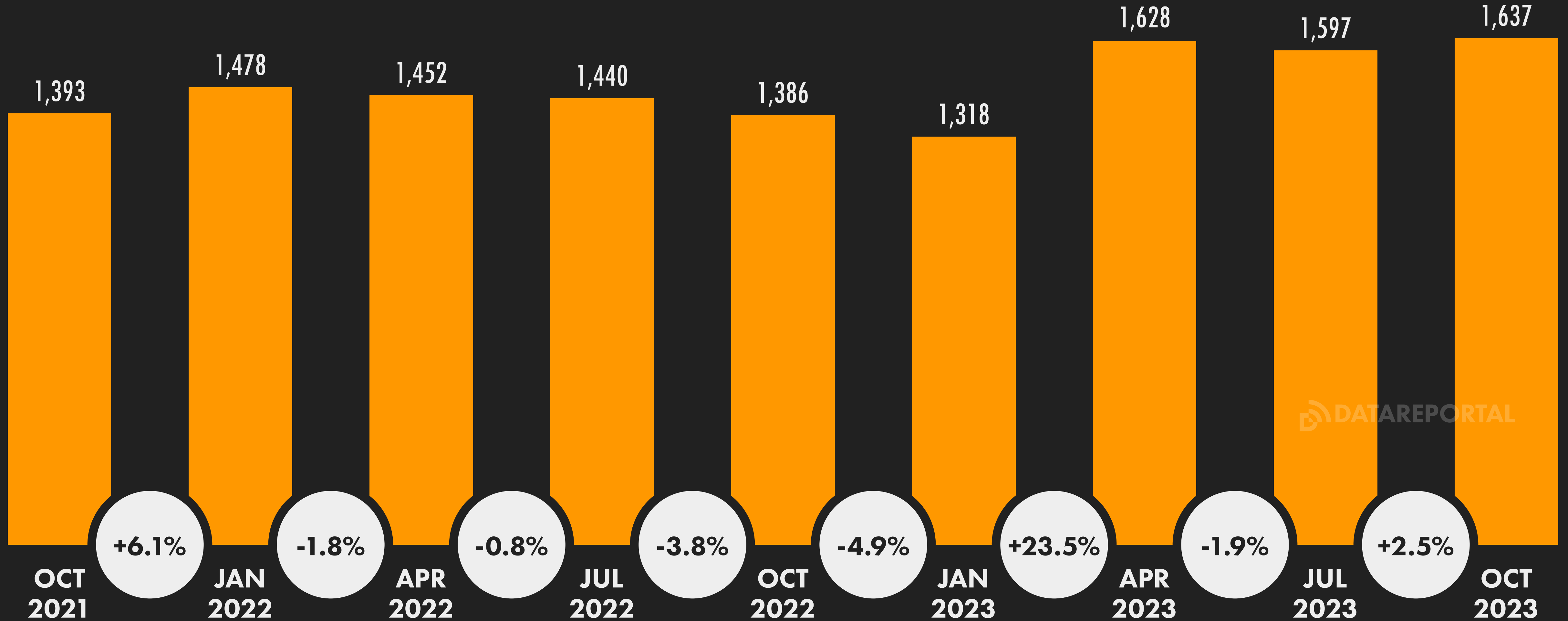
INSTAGRAM: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON INSTAGRAM (IN MILLIONS OF USERS), AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

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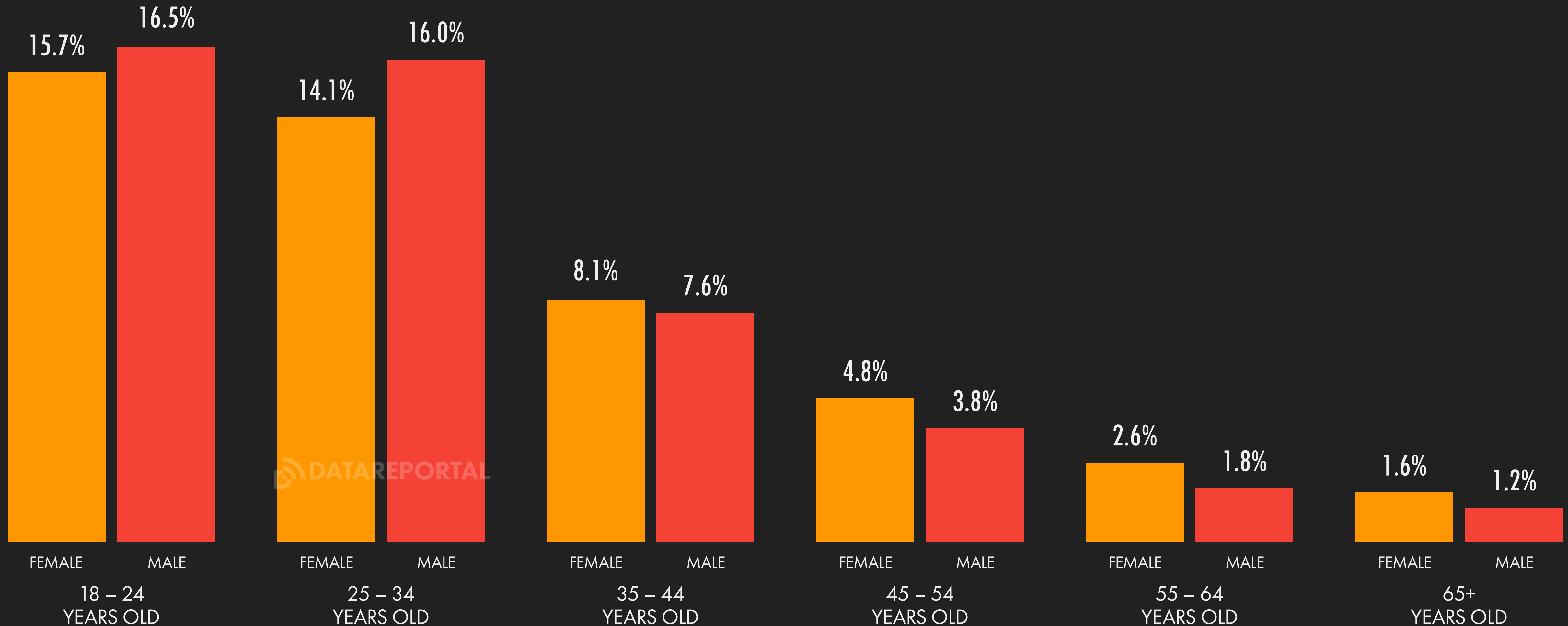
INSTAGRAM: ADVERTISING AUDIENCE PROFILE

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

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** META'S TOOLS ALSO PUBLISH REACH DATA FOR AUDIENCES AGED 13 TO 17, BUT THE DATA FOR THAT AGE RANGE NO LONGER SHOWS SPLITS BY GENDER. AS A RESULT, FIGURES SHOWN HERE MAY NOT SUM TO 100%. SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. SOURCE DATA REVISIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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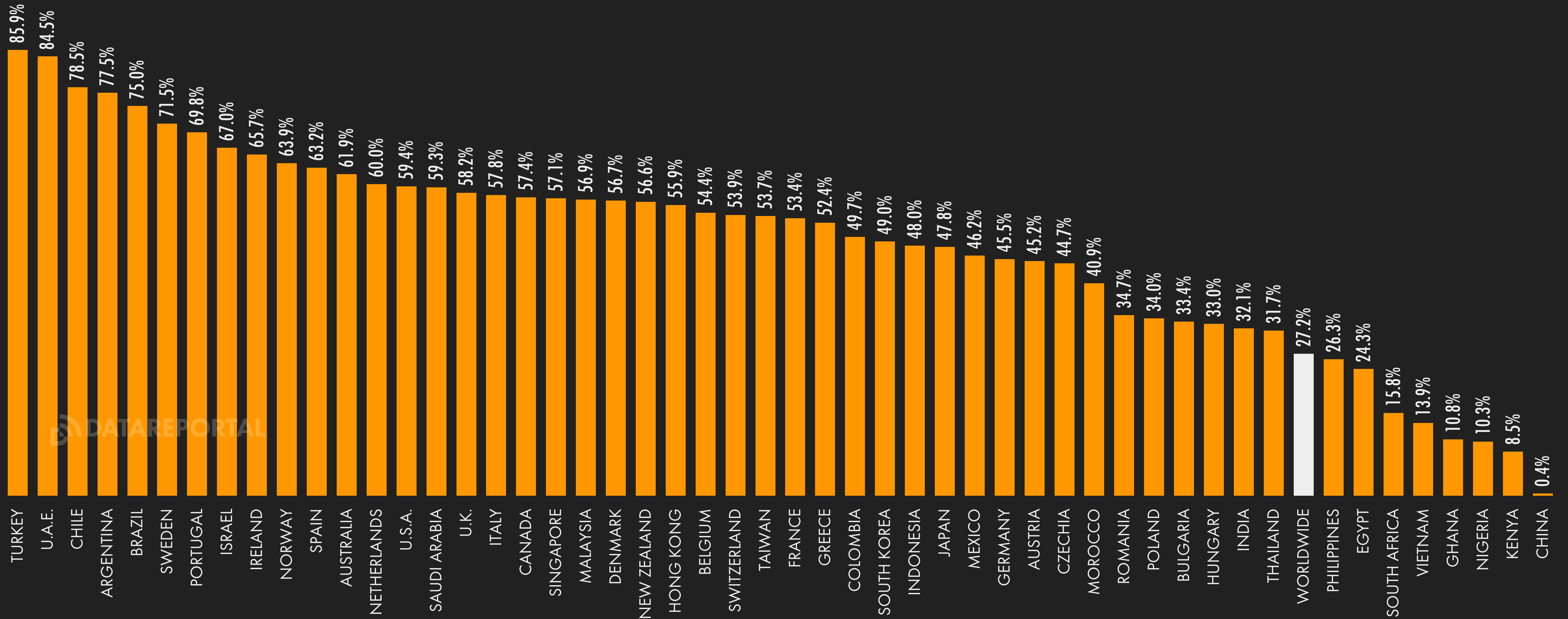
INSTAGRAM ADVERTISING: ADULT REACH RATE

POTENTIAL REACH OF INSTAGRAM ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** THE AGE RANGE FOR THIS CHART HAS CHANGED, SO VALUES ARE NOT COMPARABLE WITH A SIMILAR CHART FEATURED IN PREVIOUS REPORTS. SOURCE DATA REVISIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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INSTAGRAM AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST INSTAGRAM ADVERTISING AUDIENCES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ	#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	358,550,000	+7.9%	11	ARGENTINA	27,500,000	+3.6%
02	UNITED STATES OF AMERICA	158,450,000	-2.0%	12	FRANCE	27,450,000	-2.3%
03	BRAZIL	122,900,000	-3.4%	13	SPAIN	24,950,000	+0.2%
04	INDONESIA	104,800,000	+1.5%	14	SOUTH KOREA	23,100,000	+2.2%
05	TURKEY	56,700,000	+1.8%	15	PHILIPPINES	21,450,000	+4.6%
06	JAPAN	54,950,000	+4.4%	16	THAILAND	20,550,000	+2.2%
07	MEXICO	45,800,000	+3.6%	17	COLOMBIA	20,150,000	+2.8%
08	GERMANY	31,550,000	-2.8%	18	EGYPT	19,300,000	+4.3%
09	UNITED KINGDOM	31,300,000	-2.8%	19	CANADA	18,850,000	+5.6%
10	ITALY	28,900,000	-1.2%	20	IRAQ	18,400,000	+5.1%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** SOURCE REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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INSTAGRAM ADULT AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE INSTAGRAM ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+	#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	BAHRAIN	90.0%	1,023,950	11	CHILE	78.5%	12,050,000
02	KAZAKHSTAN	86.0%	11,100,000	12	PANAMA	77.5%	2,400,000
03	TURKEY	85.9%	53,450,000	13	ARGENTINA	77.5%	25,750,000
04	CYPRUS	85.8%	878,850	14	BRAZIL	75.0%	122,900,000
05	UNITED ARAB EMIRATES	84.5%	6,650,000	15	BARBADOS	74.9%	167,700
06	BRUNEI	84.3%	281,750	16	GUAM	74.5%	89,350
07	CAYMAN ISLANDS	83.1%	46,550	17	ICELAND	74.2%	217,250
08	URUGUAY	79.8%	2,100,000	18	SWEDEN	71.5%	6,000,000
09	MONTENEGRO	79.7%	391,550	19	PORTUGAL	69.8%	6,000,000
10	KUWAIT	79.3%	2,600,000	20	OMAN	69.6%	2,250,000

SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH THE OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE REVISIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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INSTAGRAM BUSINESS ACCOUNT BENCHMARKS

AVERAGE ACCOUNT GROWTH AND PUBLISHING BENCHMARKS FOR INSTAGRAM BUSINESS ACCOUNTS



AVERAGE MONTHLY
GROWTH IN
ACCOUNT FOLLOWERS




locowise

+1.10%

AVERAGE NUMBER
OF MAIN FEED
POSTS PER DAY




we
are
social

1.55

PHOTO POSTS AS
A PERCENTAGE OF
ALL MAIN FEED POSTS




locowise

41.7%

VIDEO POSTS AS
A PERCENTAGE OF
ALL MAIN FEED POSTS




Meltwater

38.2%

CAROUSEL POSTS AS
A PERCENTAGE OF
ALL MAIN FEED POSTS



20.0%

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INSTAGRAM ENGAGEMENT RATES: LOCOWISE

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY LOCOWISE



AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH FEWER THAN 10,000 FOLLOWERS



0.76%

AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH 10,000 TO 100,000 FOLLOWERS



0.73%

AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH MORE THAN 100,000 FOLLOWERS



0.56%



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INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER



AVERAGE INSTAGRAM
POST ENGAGEMENT RATE:
OVERALL AVERAGE



socialinsider

ENGAGEMENTS vs. FOLLOWERS

0.96%

ENGAGEMENTS vs. POST REACH

5.74%

AVERAGE INSTAGRAM ENGAGEMENT
RATE: BUSINESS ACCOUNTS WITH
FEWER THAN 10,000 FOLLOWERS



ENGAGEMENTS vs. FOLLOWERS

1.22%

ENGAGEMENTS vs. POST REACH

5.61%

AVERAGE INSTAGRAM ENGAGEMENT
RATE: BUSINESS ACCOUNTS WITH
10,000 TO 100,000 FOLLOWERS



ENGAGEMENTS vs. FOLLOWERS

0.98%

ENGAGEMENTS vs. POST REACH

5.29%

AVERAGE INSTAGRAM ENGAGEMENT
RATE: BUSINESS ACCOUNTS WITH
MORE THAN 100,000 FOLLOWERS



ENGAGEMENTS vs. FOLLOWERS

0.81%

ENGAGEMENTS vs. POST REACH

6.25%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 JUNE AND 31 AUGUST 2023. **NOTES:** FIGURES FOR "ENGAGEMENTS vs. FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. FIGURES FOR "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF INSTAGRAM BUSINESS ACCOUNT, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD.

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INSTAGRAM ENGAGEMENT RATES: LOCOWISE

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY LOCOWISE



AVERAGE INSTAGRAM
ENGAGEMENT RATE
FOR ALL POST TYPES



0.61%

AVERAGE INSTAGRAM
ENGAGEMENT RATE
FOR PHOTO POSTS



0.54%

AVERAGE INSTAGRAM
ENGAGEMENT RATE
FOR VIDEO POSTS



0.63%

AVERAGE INSTAGRAM
ENGAGEMENT RATE
FOR CAROUSEL POSTS



0.73%

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2023

INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER



AVERAGE INSTAGRAM
ENGAGEMENT RATE FOR BUSINESS
ACCOUNTS: **ALL POST TYPES**



socialinsider

ENGAGEMENTS vs. FOLLOWERS

0.96%

ENGAGEMENTS vs. POST REACH

5.74%

AVERAGE INSTAGRAM
ENGAGEMENT RATE FOR BUSINESS
ACCOUNTS: **IMAGE POSTS**



ENGAGEMENTS vs. FOLLOWERS

0.68%

ENGAGEMENTS vs. POST REACH

6.14%

AVERAGE INSTAGRAM
ENGAGEMENT RATE FOR BUSINESS
ACCOUNTS: **REELS POSTS**



ENGAGEMENTS vs. FOLLOWERS

1.36%

ENGAGEMENTS vs. POST REACH

5.57%

AVERAGE INSTAGRAM
ENGAGEMENT RATE FOR BUSINESS
ACCOUNTS: **CAROUSEL POSTS**



ENGAGEMENTS vs. FOLLOWERS

0.95%

ENGAGEMENTS vs. POST REACH

5.17%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 JUNE AND 31 AUGUST 2023. **NOTES:** FIGURES FOR "ENGAGEMENTS vs. FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. FIGURES FOR "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF INSTAGRAM BUSINESS ACCOUNT, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD.



TIKTOK

OCT
2023

TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH
OF ADS ON TIKTOK



1.22
BILLION

TIKTOK AD REACH
vs. TOTAL POPULATION



15.1%

TIKTOK AD REACH
vs. TOTAL INTERNET USERS



23.0%

QUARTER-ON-QUARTER CHANGE
IN REPORTED TIKTOK AD REACH



+12.6%
+137 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED TIKTOK AD REACH



+28.8%
+272 MILLION

SHARE: FEMALE TIKTOK AD
REACH AGED 18+ vs. OVERALL
TIKTOK AD REACH AGED 18+



49.2%

SHARE: MALE TIKTOK AD
REACH AGED 18+ vs. OVERALL
TIKTOK AD REACH AGED 18+



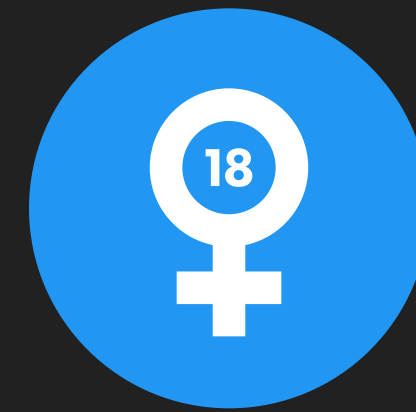
50.8%

ADOPTION: OVERALL TIKTOK
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



21.5%

ADOPTION: FEMALE TIKTOK
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



21.1%

ADOPTION: MALE TIKTOK
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



22.0%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#) FOR DETAILS.

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2023

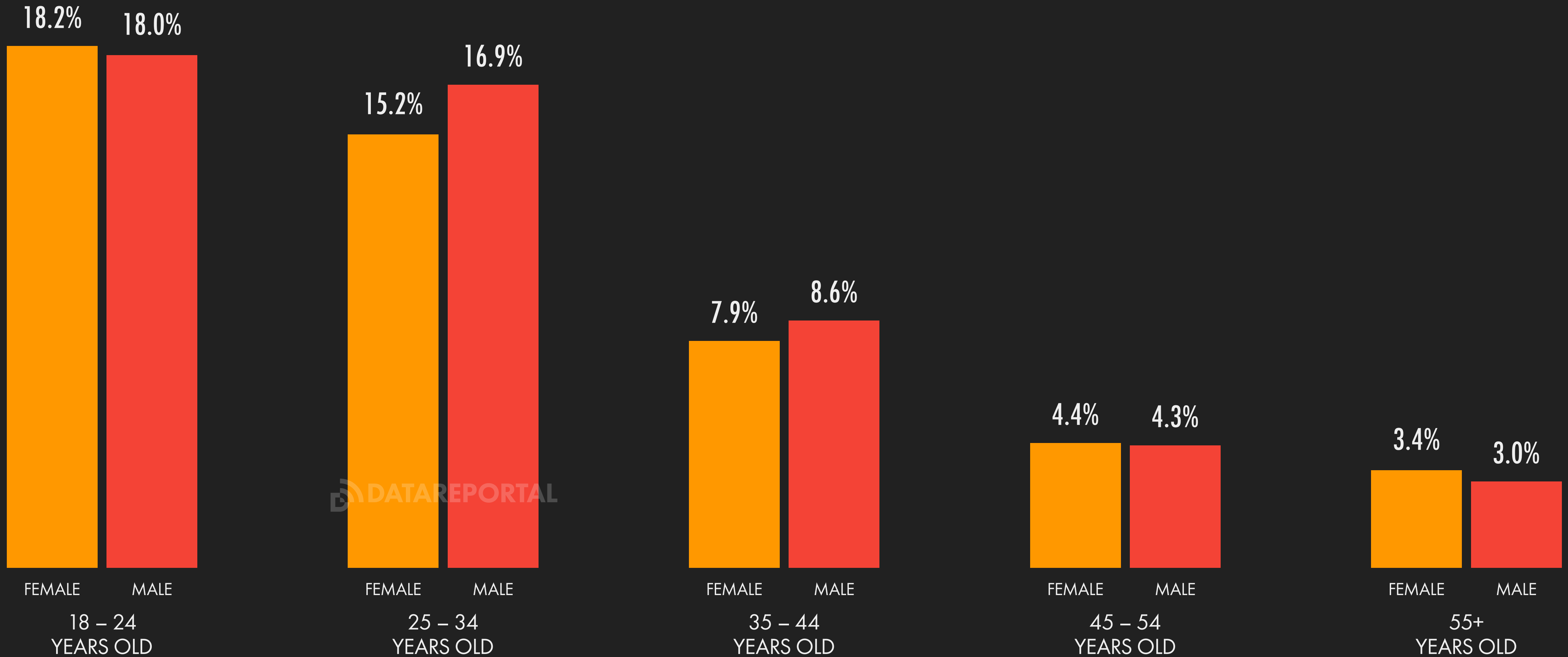
TIKTOK: ADVERTISING AUDIENCE PROFILE

SHARE OF TIKTOK'S ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. SOURCE DATA REVISIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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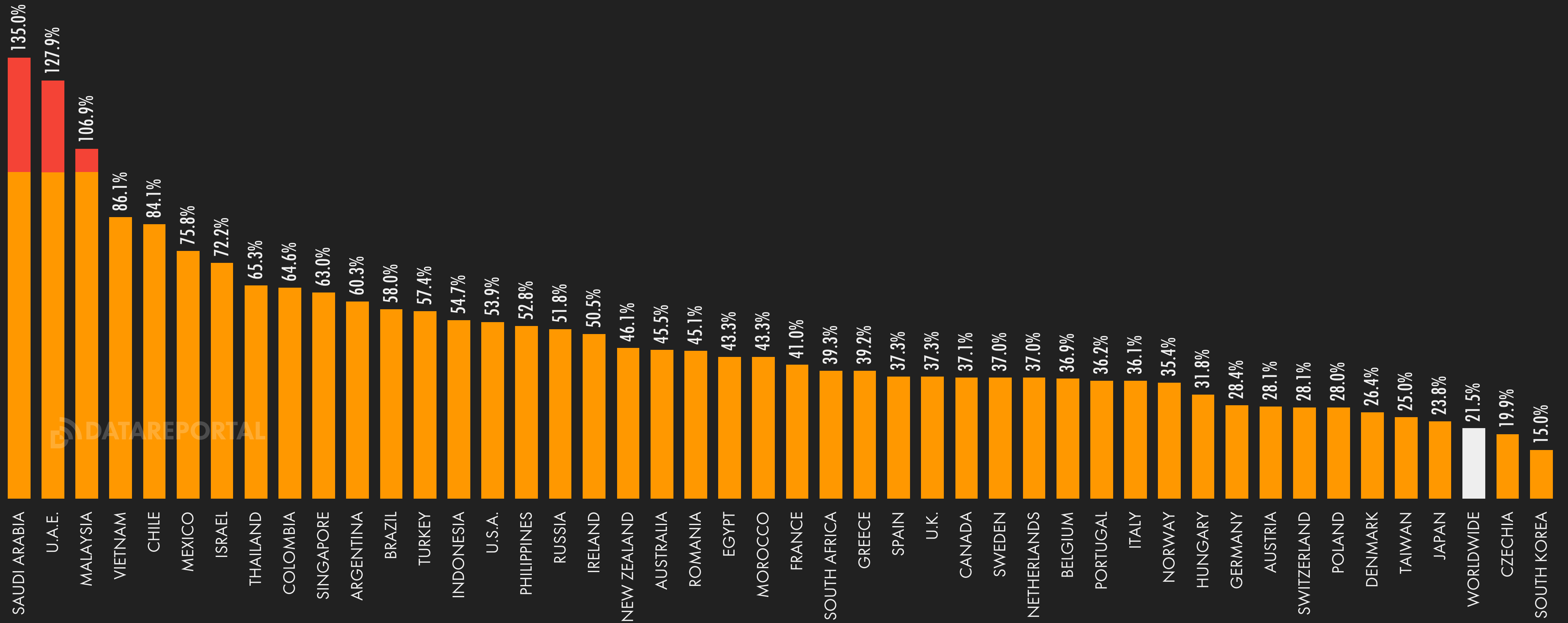
TIKTOK ADVERTISING: ADULT REACH RATE

POTENTIAL REACH OF FACEBOOK ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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2023

TIKTOK AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST TIKTOK ADVERTISING AUDIENCES AGED 18+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ	#	LOCATION	TOTAL REACH	▲QOQ
01	UNITED STATES OF AMERICA	143,408,000	+17.5%	11	SAUDI ARABIA	34,852,500	+16.3%
02	INDONESIA	106,518,000	+6.7%	12	IRAQ	30,637,000	+14.9%
03	BRAZIL	94,960,500	+14.0%	13	EGYPT	30,305,000	+11.5%
04	MEXICO	68,898,500	+9.8%	14	MALAYSIA	26,768,000	+12.8%
05	VIETNAM	62,616,000	+39.6%	15	JAPAN	25,096,000	+11.3%
06	RUSSIAN FEDERATION	59,121,000	+7.3%	16	COLOMBIA	25,039,500	+12.8%
07	PAKISTAN	48,122,000	+23.7%	17	FRANCE	21,022,000	+5.9%
08	PHILIPPINES	39,848,500	+3.8%	18	ARGENTINA	20,026,000	+13.9%
09	THAILAND	38,088,000	+4.5%	19	PERU	20,004,000	+10.4%
10	TURKEY	35,746,000	+11.2%	20	UNITED KINGDOM	19,985,000	+2.7%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. TIKTOK'S TOOLS ONLY PUBLISH AD REACH DATA FOR USERS AGED 18+. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#) FOR DETAILS.

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TIKTOK ADULT AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE TIKTOK ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+	#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	SAUDI ARABIA	135.0%*	34,852,500	11	VIETNAM	86.1%	62,616,000
02	UNITED ARAB EMIRATES	127.9%*	10,068,000	12	PERU	84.3%	20,004,000
03	KUWAIT	122.8%*	4,026,000	13	CHILE	84.1%	12,906,000
04	IRAQ	119.2%*	30,637,000	14	CAMBODIA	83.2%	9,297,500
05	QATAR	113.9%*	2,541,500	15	MEXICO	75.8%	68,898,500
06	MALAYSIA	106.9%*	26,768,000	16	ISRAEL	72.2%	4,473,000
07	LEBANON	103.7%*	3,702,000	17	BELARUS	69.6%	5,291,500
08	KAZAKHSTAN	98.9%	12,759,500	18	URUGUAY	66.5%	1,751,500
09	BAHRAIN	97.7%	1,111,500	19	THAILAND	65.3%	38,088,000
10	ECUADOR	93.2%	11,777,000	20	COLOMBIA	64.6%	25,039,500

SOURCES: TIKTOK'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. DOES NOT INCLUDE DOUYIN. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH THE OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE REVISIONS SEE [NOTES ON DATA](#) FOR DETAILS.

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TIKTOK ENGAGEMENT RATES: SOCIALINSIDER

MEDIAN ENGAGEMENT RATES FOR POSTS PUBLISHED BY TIKTOK BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER



MEDIAN ENGAGEMENT RATE FOR POSTS PUBLISHED BY TIKTOK BUSINESS ACCOUNTS (ENGAGEMENTS vs. VIEWS)



socialinsider

6.63%

MEDIAN NUMBER OF POST LIKES vs. POST VIEWS FOR POSTS PUBLISHED BY TIKTOK BUSINESS ACCOUNTS



6.11%

MEDIAN NUMBER OF COMMENTS vs. POST VIEWS FOR POSTS PUBLISHED BY TIKTOK BUSINESS ACCOUNTS



0.09%

MEDIAN NUMBER OF POST SHARES vs. POST VIEWS FOR POSTS PUBLISHED BY TIKTOK BUSINESS ACCOUNTS



0.01%



FACEBOOK MESSENGER

OCT
2023

MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH
OF ADS ON MESSENGER



1.04
BILLION

MESSENGER AD REACH
vs. TOTAL POPULATION



12.8%

MESSENGER AD REACH
vs. TOTAL INTERNET USERS



19.6%

QUARTER-ON-QUARTER CHANGE
IN REPORTED MESSENGER AD REACH



-0.2%
-2.0 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED MESSENGER AD REACH



+6.1%
+60 MILLION

SHARE: FEMALE MESSENGER
AD REACH AGED 18+ vs. OVERALL
MESSENGER AD REACH AGED 18+



44.3%

SHARE: MALE MESSENGER
AD REACH AGED 18+ vs. OVERALL
MESSENGER AD REACH AGED 18+



55.7%

ADOPTION: OVERALL MESSENGER
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



17.6%

ADOPTION: FEMALE MESSENGER
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



15.4%

ADOPTION: MALE MESSENGER
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



19.6%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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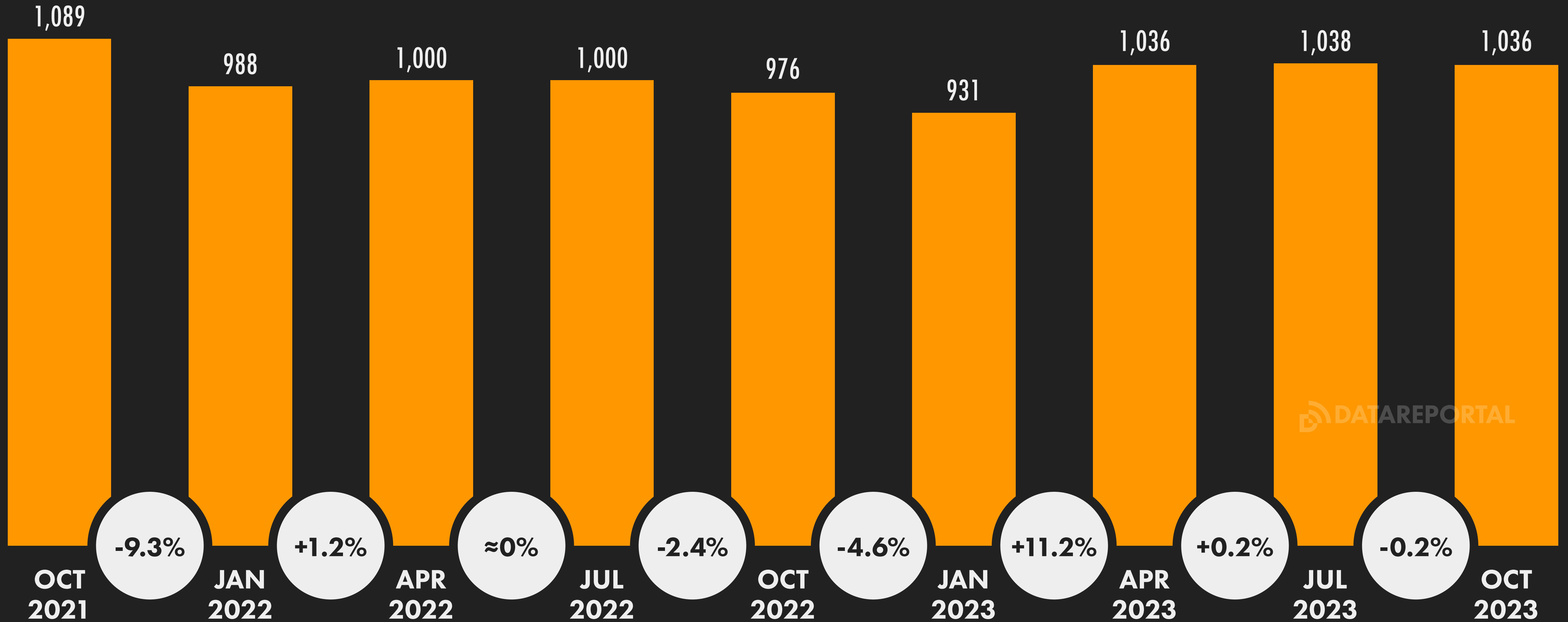
MESSENGER: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON FACEBOOK MESSENGER (IN MILLIONS OF USERS), AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

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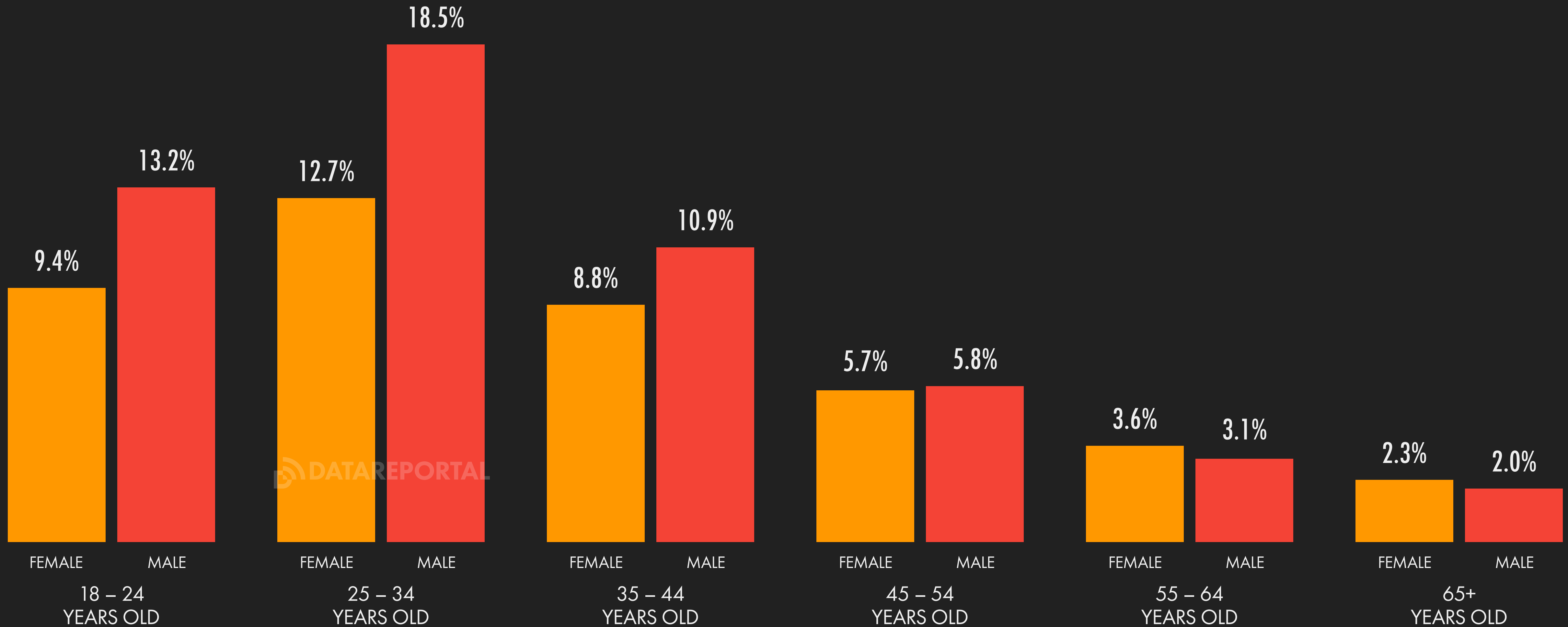
MESSENGER: ADVERTISING AUDIENCE PROFILE

SHARE OF FACEBOOK MESSENGER'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** META'S TOOLS ALSO PUBLISH REACH DATA FOR AUDIENCES AGED 13 TO 17, BUT THE DATA FOR THAT AGE RANGE NO LONGER SHOWS SPLITS BY GENDER. AS A RESULT, FIGURES SHOWN HERE MAY NOT SUM TO 100%. SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. SOURCE DATA REVISIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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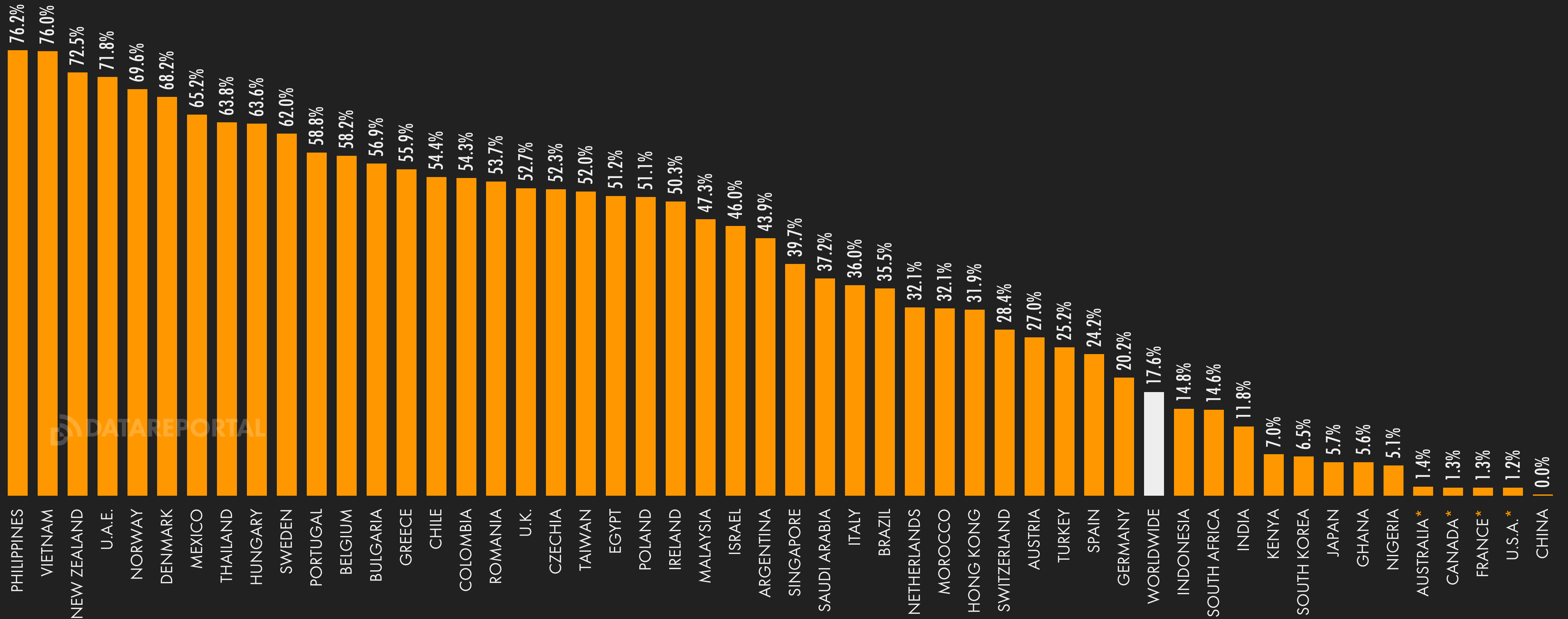
MESSENGER ADVERTISING: ADULT REACH RATE

POTENTIAL REACH OF FACEBOOK MESSENGER ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEIPOS ANALYSIS. **NOTES:** SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN COUNTRIES IDENTIFIED BY (*), WHICH MAY IMPACT POTENTIAL REACH. VALUES USE MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** THE AGE RANGE FOR THIS CHART HAS CHANGED, SO VALUES ARE **NOT COMPARABLE** WITH A SIMILAR CHART FEATURED IN PREVIOUS REPORTS. SOURCE DATA REVISIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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MESSENGER AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST FACEBOOK MESSENGER ADVERTISING AUDIENCES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ	#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	124,400,000	-4.4%	11	COLOMBIA	22,000,000	+0.7%
02	MEXICO	62,550,000	+1.4%	12	ITALY	17,950,000	-1.9%
03	PHILIPPINES	62,250,000	+4.2%	13	ALGERIA	17,300,000	+3.9%
04	VIETNAM	59,000,000	+0.9%	14	IRAQ	17,100,000	+2.7%
05	BRAZIL	58,150,000	-4.8%	15	POLAND	17,050,000	-3.7%
06	THAILAND	39,600,000	+1.3%	16	TURKEY	15,850,000	-1.6%
07	EGYPT	38,650,000	+2.9%	17	MYANMAR	15,050,000	+3.1%
08	INDONESIA	29,900,000	+2.4%	18	ARGENTINA	14,900,000	-1.3%
09	BANGLADESH	28,850,000	+4.7%	19	PERU	14,300,000	+0.4%
10	UNITED KINGDOM	28,250,000	-1.2%	20	GERMANY	14,000,000	-4.1%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. SOME MESSENGER AD FORMATS ARE UNAVAILABLE IN SOME COUNTRIES, WHICH MAY IMPACT THEIR RESPECTIVE RANKING. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** SOURCE REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#) FOR DETAILS.

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MESSENGER ADULT AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE FACEBOOK MESSENGER ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+	#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	LIBYA	100.6%*	4,600,000	11	VIETNAM	76.0%	55,300,000
02	MONGOLIA	100.5%*	2,200,000	12	LITHUANIA	74.3%	1,650,000
03	GEORGIA	89.3%	2,500,000	13	QATAR	73.9%	1,650,000
04	TONGA	84.6%	54,300	14	CAMBODIA	73.8%	8,250,000
05	GREENLAND	83.9%	35,800	15	FIJI	73.5%	456,100
06	FAROE ISLANDS	83.2%	33,300	16	CYPRUS	73.4%	751,300
07	ICELAND	81.8%	239,400	17	SAMOA	73.3%	93,700
08	PALESTINE	79.1%	2,350,000	18	FRENCH POLYNESIA	72.7%	167,550
09	PHILIPPINES	76.2%	57,550,000	19	NEW ZEALAND	72.5%	2,950,000
10	MALTA	76.2%	344,200	20	NEW CALEDONIA	71.8%	155,100

SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. SOME MESSENGER AD FORMATS ARE UNAVAILABLE IN SOME COUNTRIES, WHICH MAY IMPACT RANKINGS. VALUES USE MIDPOINTS OF PUBLISHED RANGES. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE REVISIONS. SEE [NOTES ON DATA](#) FOR DETAILS.



LINKEDIN

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LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH
OF ADS ON LINKEDIN



989.7
MILLION

LINKEDIN AD REACH
vs. TOTAL POPULATION



12.3%

LINKEDIN AD REACH
vs. TOTAL INTERNET USERS



18.7%

QUARTER-ON-QUARTER CHANGE
IN REPORTED LINKEDIN AD REACH



+3.3%
+32 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED LINKEDIN AD REACH



+15.5%
+133 MILLION

SHARE: FEMALE LINKEDIN
AD REACH **AGED 18+** vs. OVERALL
LINKEDIN AD REACH **AGED 18+**



43.4%

SHARE: MALE LINKEDIN
AD REACH **AGED 18+** vs. OVERALL
LINKEDIN AD REACH **AGED 18+**



56.6%

ADOPTION: OVERALL LINKEDIN
AD REACH **AGED 18+** vs. OVERALL
POPULATION **AGED 18+**



17.5%

ADOPTION: FEMALE LINKEDIN
AD REACH **AGED 18+** vs. FEMALE
POPULATION **AGED 18+**



12.1%

ADOPTION: MALE LINKEDIN
AD REACH **AGED 18+** vs. MALE
POPULATION **AGED 18+**



15.9%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES REFLECT TOTAL REGISTERED "MEMBERS", SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#) FOR DETAILS.

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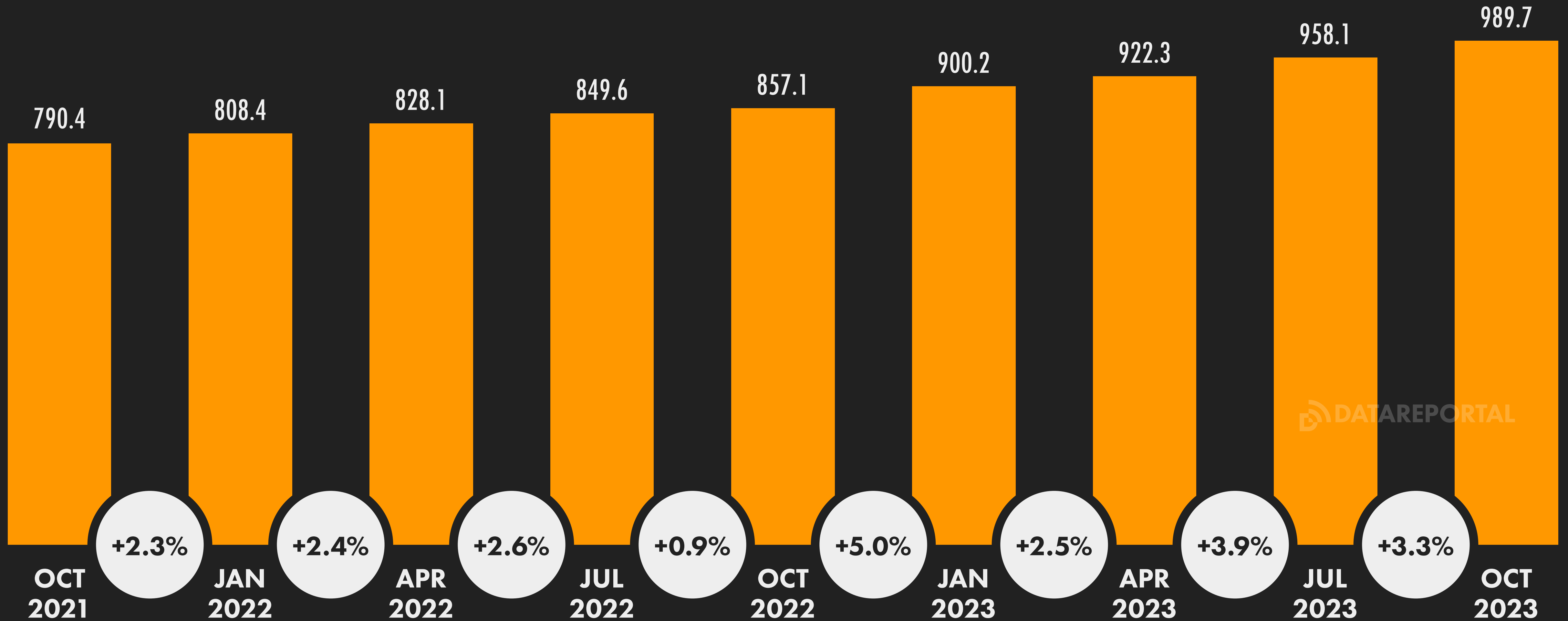
LINKEDIN: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON LINKEDIN (IN MILLIONS OF USERS), AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

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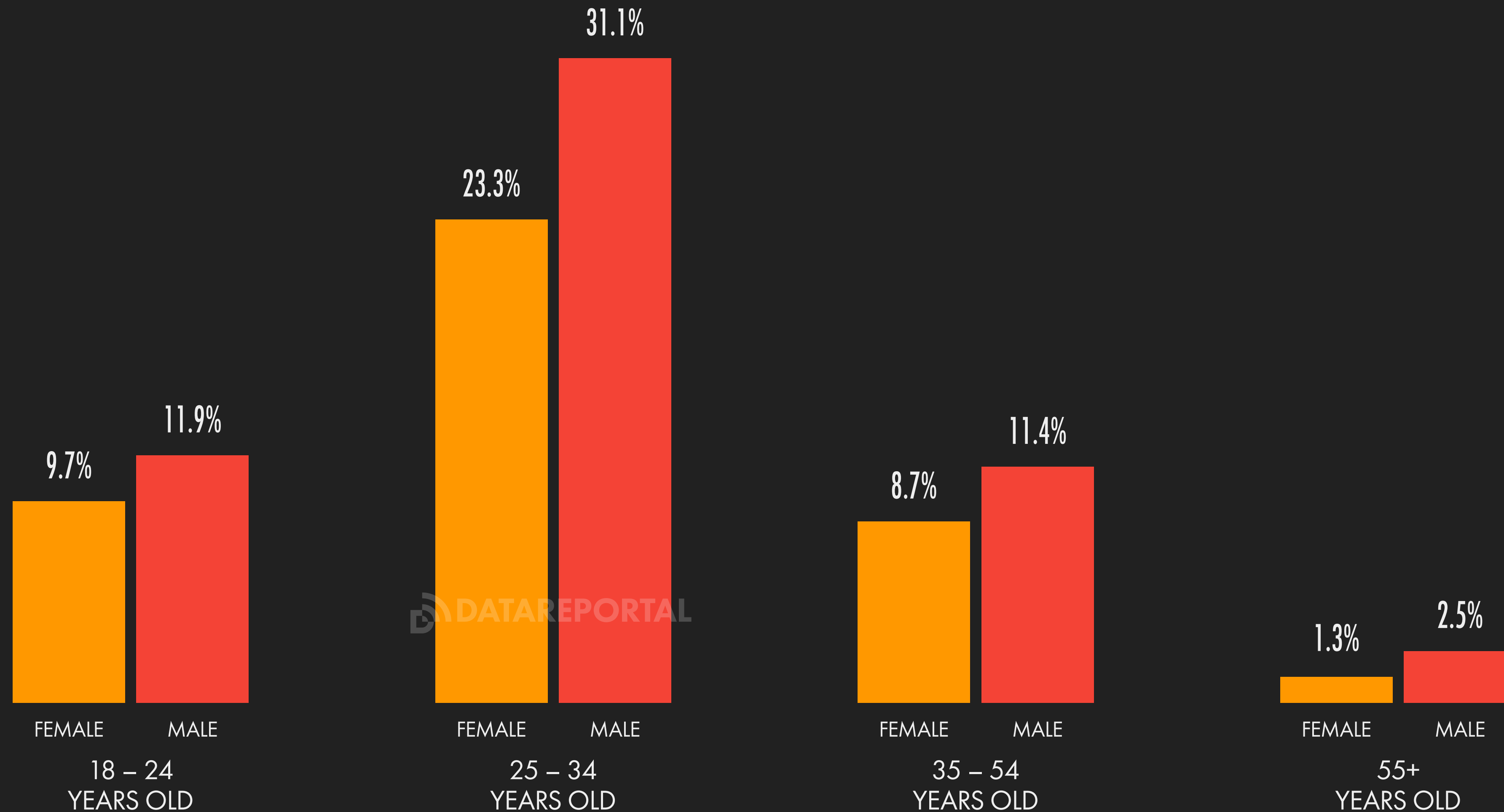
LINKEDIN: ADVERTISING AUDIENCE PROFILE

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

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. SOURCE DATA REVISIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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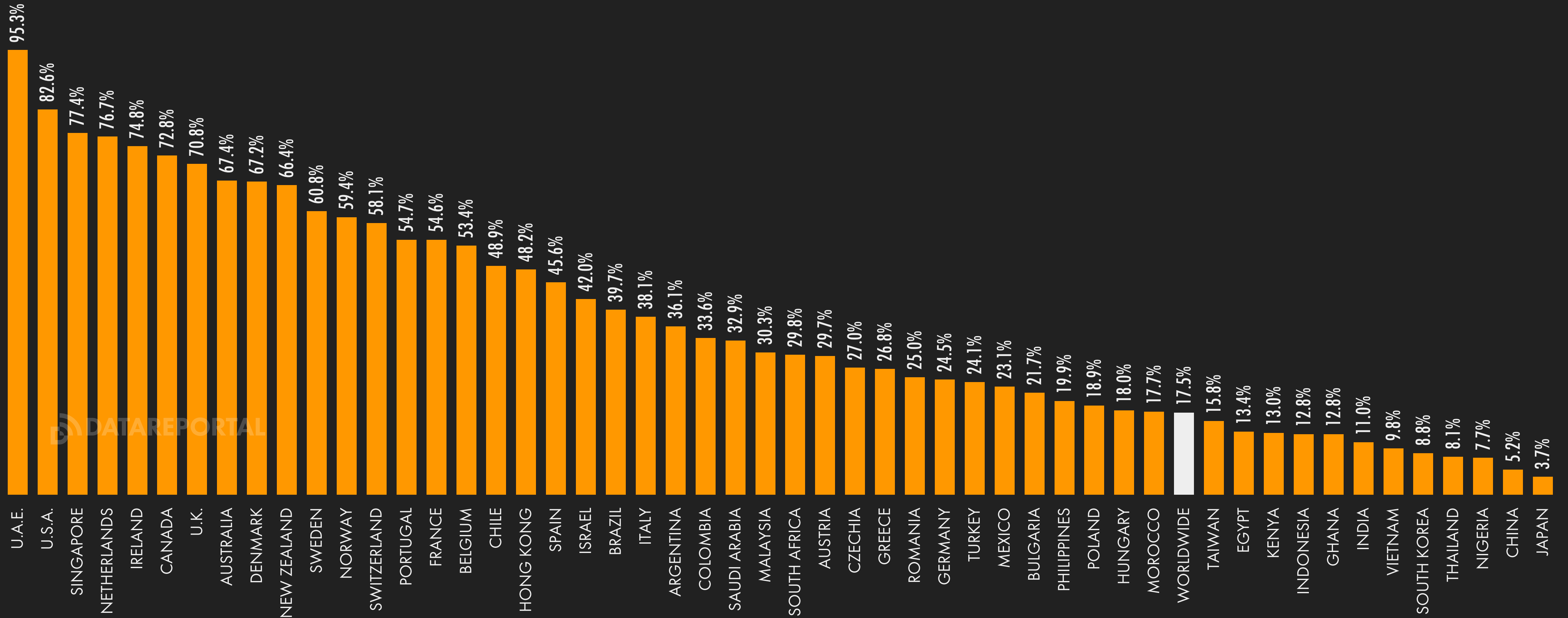
LINKEDIN ADVERTISING: ADULT REACH RATE

POTENTIAL REACH OF LINKEDIN ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCES: LINKEDIN'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT.

ADVISORY: REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL REGISTERED MEMBER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. SEE [NOTES ON DATA](#) FOR DETAILS.

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LINKEDIN AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST LINKEDIN ADVERTISING AUDIENCES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ	#	LOCATION	TOTAL REACH	▲QOQ
01	UNITED STATES OF AMERICA	220,000,000	+4.8%	11	SPAIN	18,000,000	+5.9%
02	INDIA	110,000,000	[UNCHANGED]	12	GERMANY	17,000,000	+6.3%
03	BRAZIL	65,000,000	+3.2%	13=	PHILIPPINES	15,000,000	[UNCHANGED]
04	CHINA	59,000,000	[N/A]	13=	TURKEY	15,000,000	+7.1%
05	UNITED KINGDOM	38,000,000	+2.7%	15	AUSTRALIA	14,000,000	[UNCHANGED]
06	FRANCE	28,000,000	+3.7%	16	COLOMBIA	13,000,000	[UNCHANGED]
07	INDONESIA	25,000,000	+4.2%	17=	ARGENTINA	12,000,000	[UNCHANGED]
08	CANADA	23,000,000	+4.5%	17=	SOUTH AFRICA	12,000,000	[UNCHANGED]
09	MEXICO	21,000,000	+5.0%	19=	NETHERLANDS	11,000,000	[UNCHANGED]
10	ITALY	19,000,000	+5.6%	19=	PAKISTAN	11,000,000	+10.0%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTES:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. LINKEDIN RESTRICTS USE OF ITS PLATFORM TO USERS AGED 18+. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH TOTAL REGISTERED MEMBERS OR THE ACTIVE USER BASE. **COMPARABILITY:** SOURCE REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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LINKEDIN ADULT AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE LINKEDIN ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+	#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	BERMUDA	108.2%*	57,000	11	CANADA	72.8%	23,000,000
02	CAYMAN ISLANDS	107.1%*	60,000	12	UNITED KINGDOM	70.8%	38,000,000
03	UNITED ARAB EMIRATES	95.3%	7,500,000	13	ARUBA	70.5%	60,000
04	U.S. VIRGIN ISLANDS	93.2%	71,000	14	LUXEMBOURG	69.5%	370,000
05	ICELAND	92.2%	270,000	15	AUSTRALIA	67.4%	14,000,000
06	ANDORRA	90.3%	61,000	16	DENMARK	67.2%	3,200,000
07	UNITED STATES OF AMERICA	82.6%	220,000,000	17	NEW ZEALAND	66.4%	2,700,000
08	SINGAPORE	77.4%	4,000,000	18	MALTA	66.4%	300,000
09	NETHERLANDS	76.7%	11,000,000	19	GUAM	65.0%	78,000
10	IRELAND	74.8%	2,900,000	20	GUERNSEY	64.4%	33,000

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH TOTAL REGISTERED MEMBERS OR THE ACTIVE USER BASE. (*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE REVISIONS. SEE [NOTES ON DATA](#) FOR DETAILS.



SNAPCHAT

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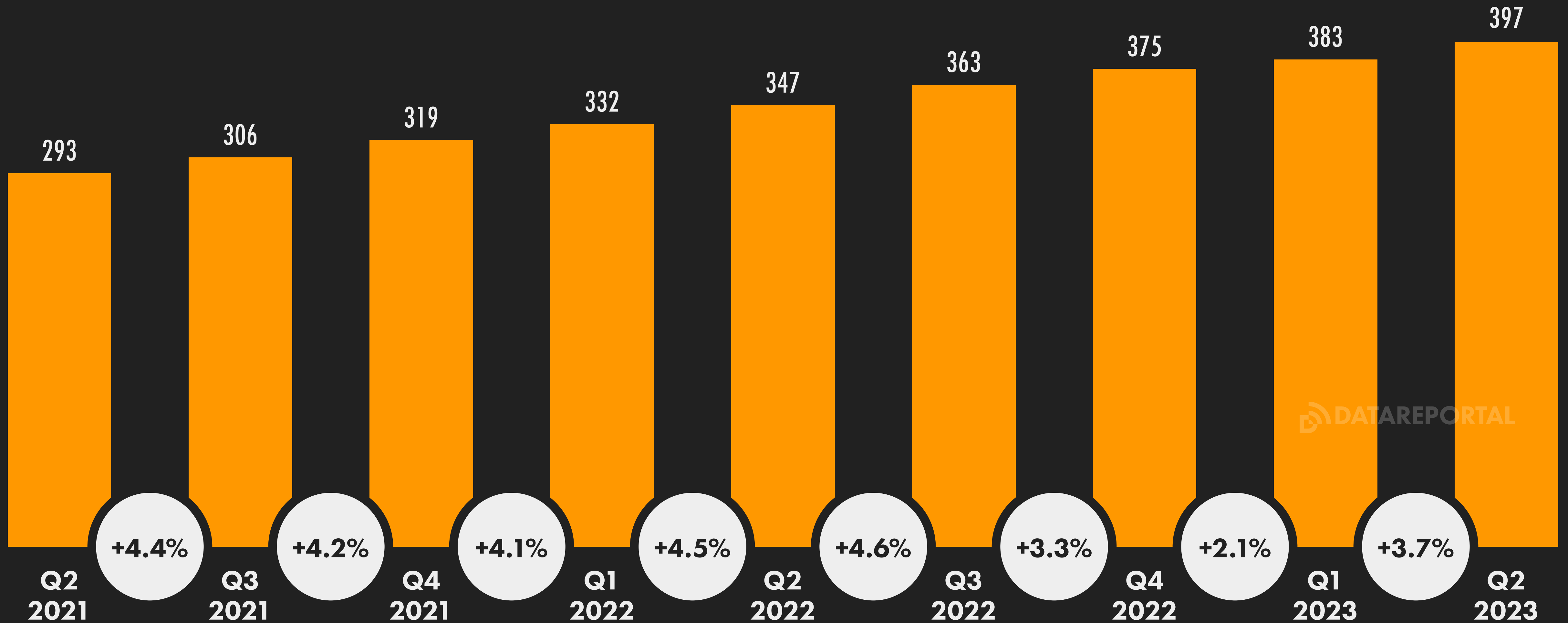
SNAPCHAT DAILY ACTIVE USERS

AVERAGE DAILY ACTIVE SNAPCHAT USERS (IN MILLIONS), WITH RELATIVE GROWTH OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

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SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH
OF ADS ON SNAPCHAT



676.0
MILLION

SNAPCHAT AD REACH
vs. TOTAL POPULATION



8.4%

SNAPCHAT AD REACH
vs. TOTAL INTERNET USERS



12.8%

QUARTER-ON-QUARTER CHANGE
IN REPORTED SNAPCHAT AD REACH



+0.02%
+113 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED SNAPCHAT AD REACH



+17.4%
+100 MILLION

SHARE: FEMALE SNAPCHAT
AD REACH AGED 18+ vs. OVERALL
SNAPCHAT AD REACH AGED 18+



49.7%

SHARE: MALE SNAPCHAT
AD REACH AGED 18+ vs. OVERALL
SNAPCHAT AD REACH AGED 18+



49.5%

ADOPTION: OVERALL SNAPCHAT
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



9.7%

ADOPTION: FEMALE SNAPCHAT
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



9.6%

ADOPTION: MALE SNAPCHAT
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



9.6%

SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE", BUT GENDER VALUES DO NOT SUM TO PUBLISHED TOTAL. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#) FOR DETAILS.

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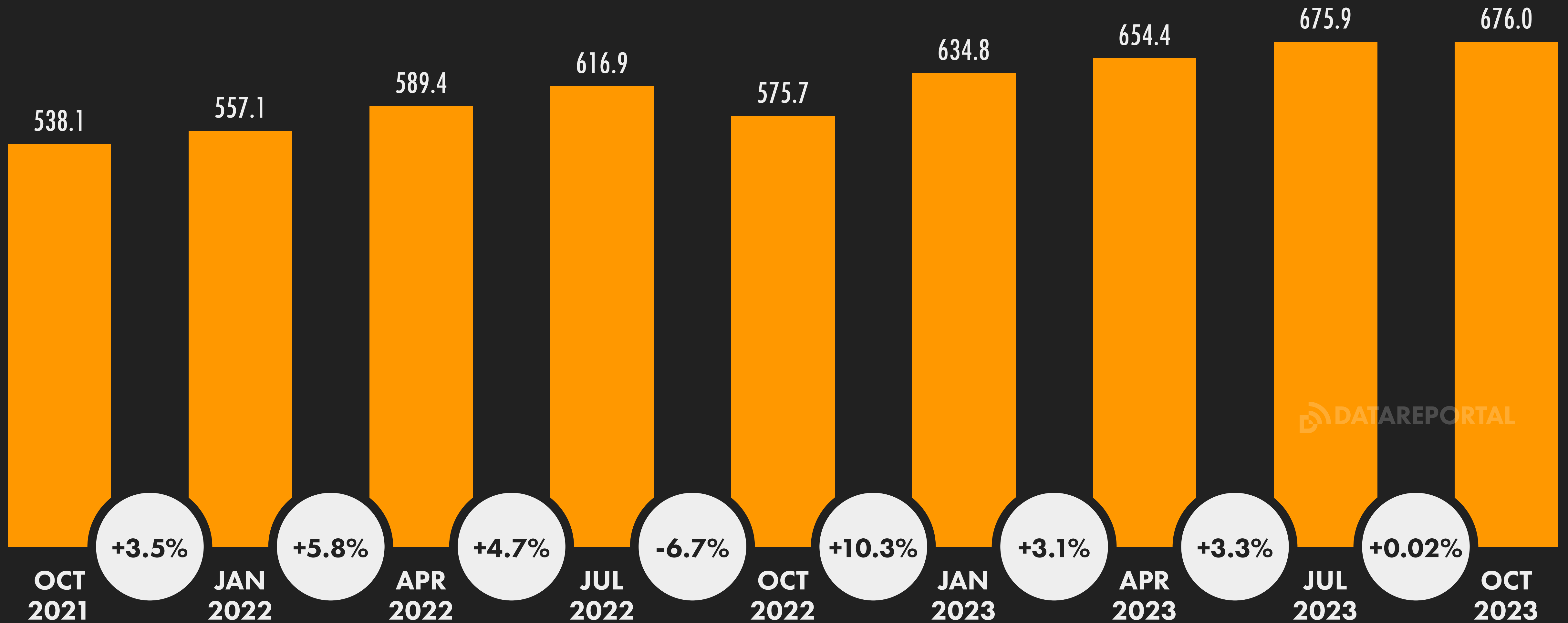
SNAPCHAT: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON SNAPCHAT (IN MILLIONS OF USERS), AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

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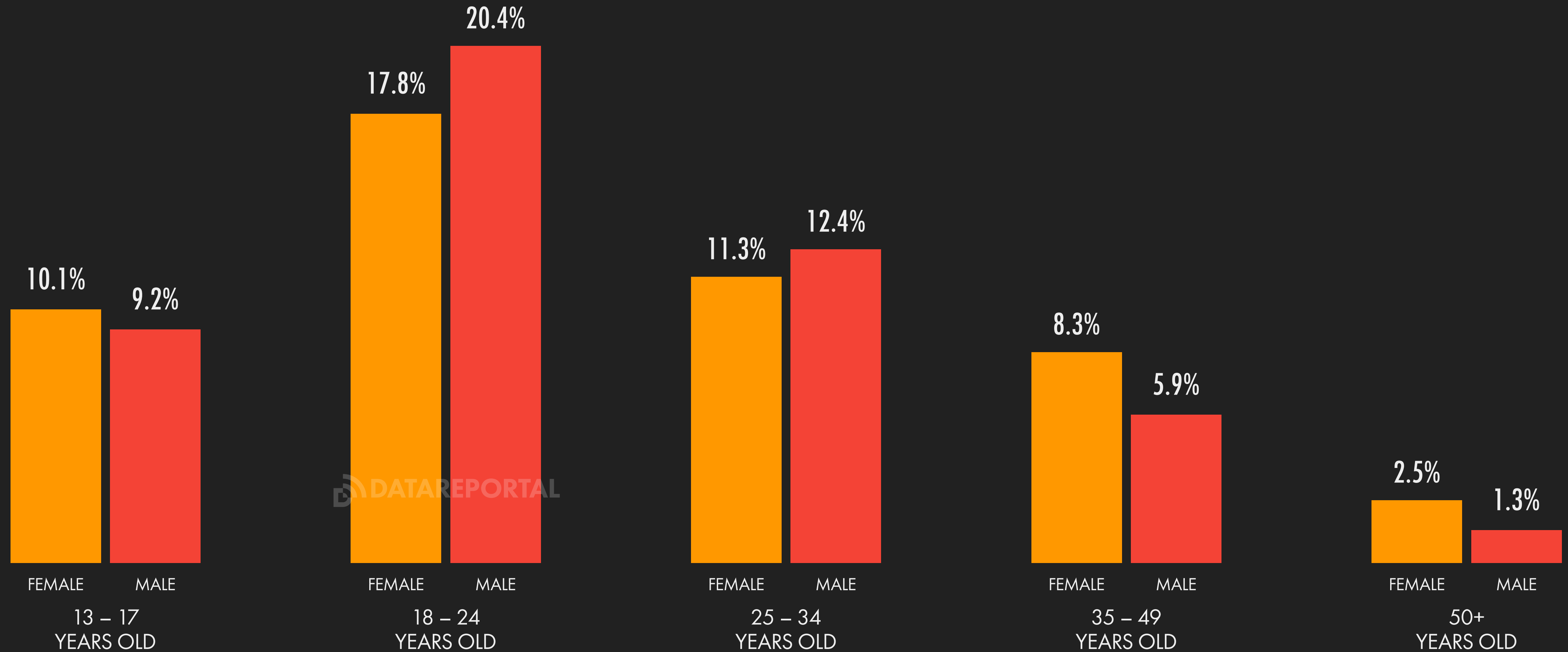
SNAPCHAT: ADVERTISING AUDIENCE PROFILE

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

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCES: SNAP'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE", BUT GENDER VALUES DO NOT SUM TO TOTAL, SO VALUES WILL NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. SOURCE DATA REVISIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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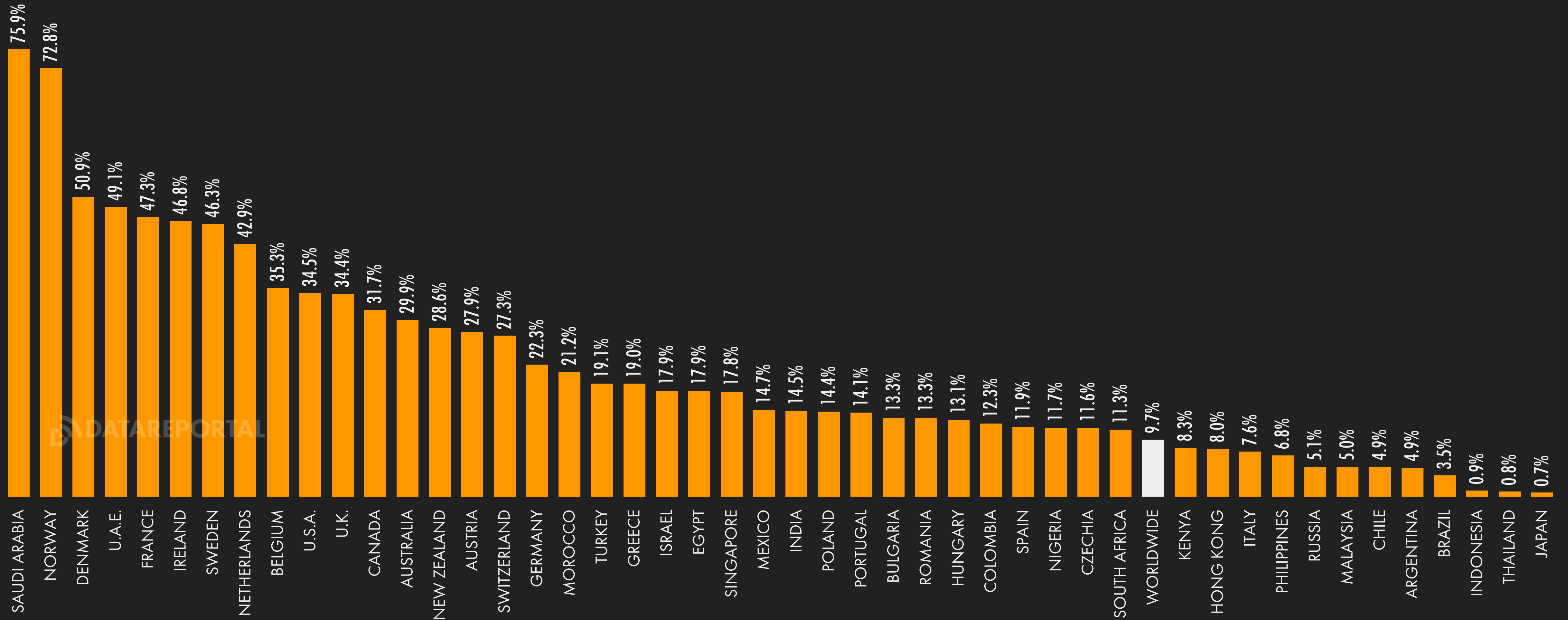
SNAPCHAT ADVERTISING: ADULT REACH RATE

POTENTIAL REACH OF SNAPCHAT ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCES: SNAP'S ADVERTISING RESOURCES; U.N.; KEIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** THE AGE RANGE FOR THIS CHART HAS CHANGED, SO VALUES ARE NOT COMPARABLE WITH A SIMILAR CHART FEATURED IN PREVIOUS REPORTS. SOURCE DATA REVISIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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SNAPCHAT AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST SNAPCHAT ADVERTISING AUDIENCES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ	#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	192,595,000	+0.8%	11	MEXICO	15,835,000	-4.6%
02	UNITED STATES OF AMERICA	108,455,000	-0.7%	12	NIGERIA	14,670,000	+4.8%
03	PAKISTAN	28,680,000	+0.6%	13	CANADA	12,240,000	+5.1%
04	FRANCE	27,470,000	+1.0%	14	ALGERIA	8,080,000	+2.9%
05	UNITED KINGDOM	23,145,000	-1.9%	15	AUSTRALIA	7,850,000	+1.3%
06	SAUDI ARABIA	22,365,000	+0.1%	16	RUSSIAN FEDERATION	7,540,000	-2.7%
07	GERMANY	19,085,000	+1.8%	17	NETHERLANDS	7,120,000	-3.1%
08	IRAQ	18,045,000	+3.1%	18=	BRAZIL	6,750,000	-9.4%
09	EGYPT	16,925,000	+1.3%	18=	MOROCCO	6,750,000	+3.1%
10	TURKEY	16,445,000	-0.9%	20	PHILIPPINES	6,435,000	-8.1%

SOURCES: SNAP'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. SEE [NOTES ON DATA](#) FOR DETAILS.

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SNAPCHAT ADULT AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE SNAPCHAT ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+	#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	LUXEMBOURG	85.2%	453,750	11	IRELAND	46.8%	1,815,000
02	BAHRAIN	77.4%	881,250	12	SWEDEN	46.3%	3,885,000
03	SAUDI ARABIA	75.9%	19,595,000	13	PALESTINE	45.7%	1,357,500
04	NORWAY	72.8%	3,187,500	14	NETHERLANDS	42.9%	6,150,000
05	KUWAIT	60.9%	1,995,000	15	JORDAN	42.0%	2,962,500
06	IRAQ	56.1%	14,410,000	16	QATAR	38.6%	862,500
07	OMAN	52.5%	1,695,000	17	BELGIUM	35.3%	3,307,500
08	DENMARK	50.9%	2,422,500	18	UNITED STATES OF AMERICA	34.5%	91,985,000
09	UNITED ARAB EMIRATES	49.1%	3,862,500	19	UNITED KINGDOM	34.4%	18,450,000
10	FRANCE	47.3%	24,295,000	20	FINLAND	34.0%	1,537,500

SOURCES: SNAP'S ADVERTISING RESOURCES; U.N.; KEIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. SEE [NOTES ON DATA](#) FOR DETAILS.



X (TWITTER)



SIGNIFICANT ANOMALIES IN X (TWITTER)'S PUBLISHED DATA

The potential audience reach figures published in X's own advertising tools have included various anomalies over recent months. X / Twitter has consistently declined requests for clarification and comment on these anomalies, so it remains unclear whether the published figures – including changes in published figures over time – accurately represent X's advertising audience, or what might have caused the apparent anomalies. As a result, we've included the published figures "as is", in order to enable readers to form their own judgments. However, our analysis of third-party data suggests that X's own reach figures may **not** accurately represent current X use, audience growth trends, or the platform's potential as an advertising platform, so we advise **significant caution** when interpreting the data presented on the following pages.

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X: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH
OF ADS ON X (TWITTER)



666.2
MILLION

X AD REACH
vs. TOTAL POPULATION



8.3%

QUARTER-ON-QUARTER CHANGE
IN REPORTED X AD REACH



+18.1%
+102 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED X AD REACH



+22.4%
+122 MILLION

X AD REACH
vs. TOTAL INTERNET USERS



12.6%

X AD REACH
vs. POPULATION AGED 13+



10.6%

FEMALE X AD REACH
vs. TOTAL X AD REACH



38.8%

MALE X AD REACH
vs. TOTAL X AD REACH



61.2%

SOURCES: X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#) FOR DETAILS.

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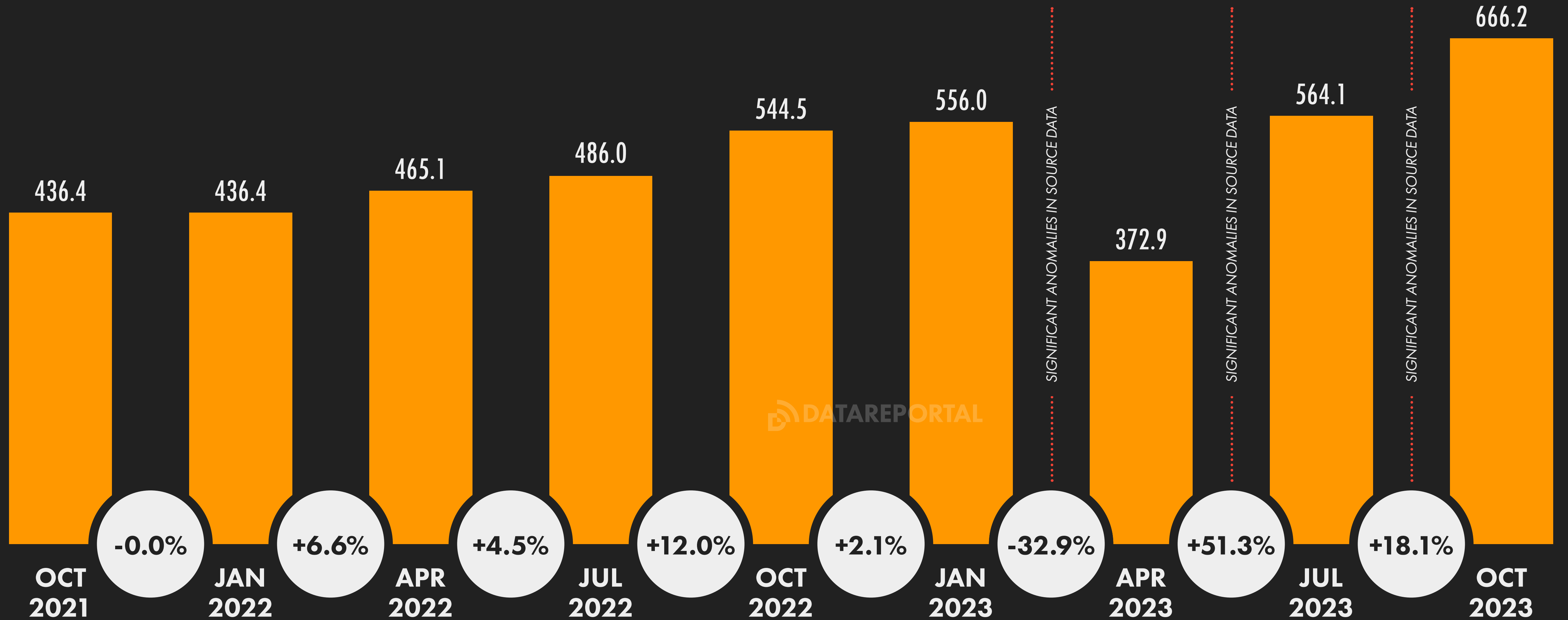
X: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON X (TWITTER) (IN MILLIONS OF USERS), AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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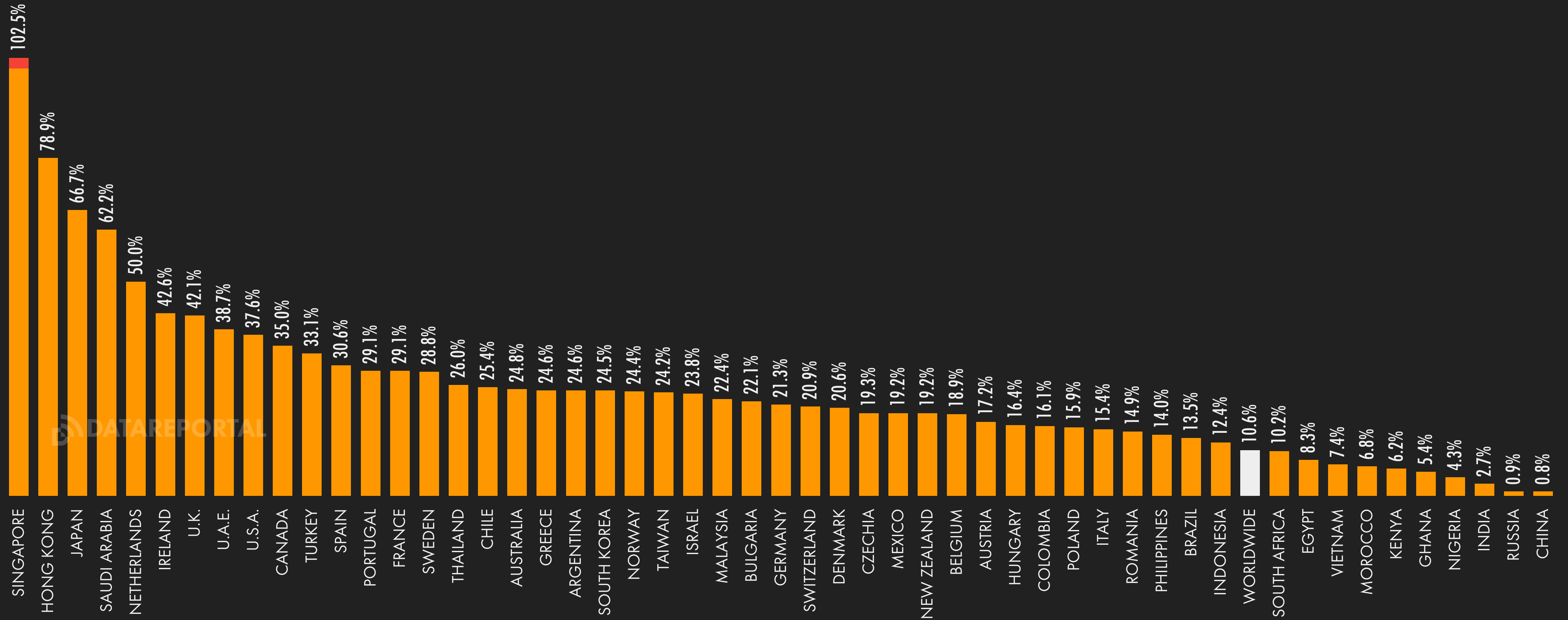
X ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF X (TWITTER) ADS COMPARED WITH POPULATION AGED 13+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCES: X'S ADVERTISING RESOURCES; U.N.; KEIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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X AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST X (TWITTER) ADVERTISING AUDIENCES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ	#	LOCATION	TOTAL REACH	▲QOQ
01	UNITED STATES OF AMERICA	108,550,000	+10.2%	11	FRANCE	16,100,000	+14.6%
02	JAPAN	74,100,000	+9.1%	12	GERMANY	15,550,000	+15.6%
03	INDIA	30,300,000	+14.6%	13	SPAIN	12,850,000	+13.2%
04	INDONESIA	27,050,000	+7.1%	14	PHILIPPINES	12,200,000	+10.4%
05	UNITED KINGDOM	24,300,000	+7.0%	15	CANADA	11,800,000	+16.8%
06	BRAZIL	24,150,000	+5.2%	16	SOUTH KOREA	11,450,000	+16.8%
07	TURKEY	22,750,000	+11.5%	17	CHINA	9,600,000	+17.1%
08	MEXICO	19,600,000	+9.8%	18	ARGENTINA	9,050,000	+17.5%
09	SAUDI ARABIA	17,900,000	+13.3%	19	ITALY	8,100,000	+35.0%
10	THAILAND	16,200,000	+12.9%	20	NETHERLANDS	7,650,000	+8.5%

SOURCES: X'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES USE MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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X ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE X (TWITTER) ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH	#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	ANDORRA	375.4%*	269,500	11	U.S. VIRGIN ISLANDS	107.3%*	88,350
02	BELIZE	145.5%*	456,950	12	ARUBA	104.6%*	96,200
03	BARBADOS	143.9%*	348,300	13	SINGAPORE	102.5%*	5,550,000
04	BERMUDA	140.6%*	78,950	14	ST. LUCIA	84.0%	128,550
05	GREENLAND	133.0%*	61,700	15	NEW CALEDONIA	80.2%	190,450
06	LUXEMBOURG	131.6%*	746,250	16	HONG KONG	78.9%	5,300,000
07	SEYCHELLES	121.4%*	104,650	17	ISLE OF MAN	76.0%	56,550
08	MALTA	116.3%*	551,100	18	ANTIGUA & BARBUDA	73.8%	58,950
09	CURAÇAO	114.8%*	188,600	19	MARTINIQUE	67.3%	214,000
10	ST. VINCENT & THE GRENADINES	107.9%*	90,850	20	MONTENEGRO	66.9%	354,400

SOURCES: X'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES USE MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (*) VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.



PINTEREST

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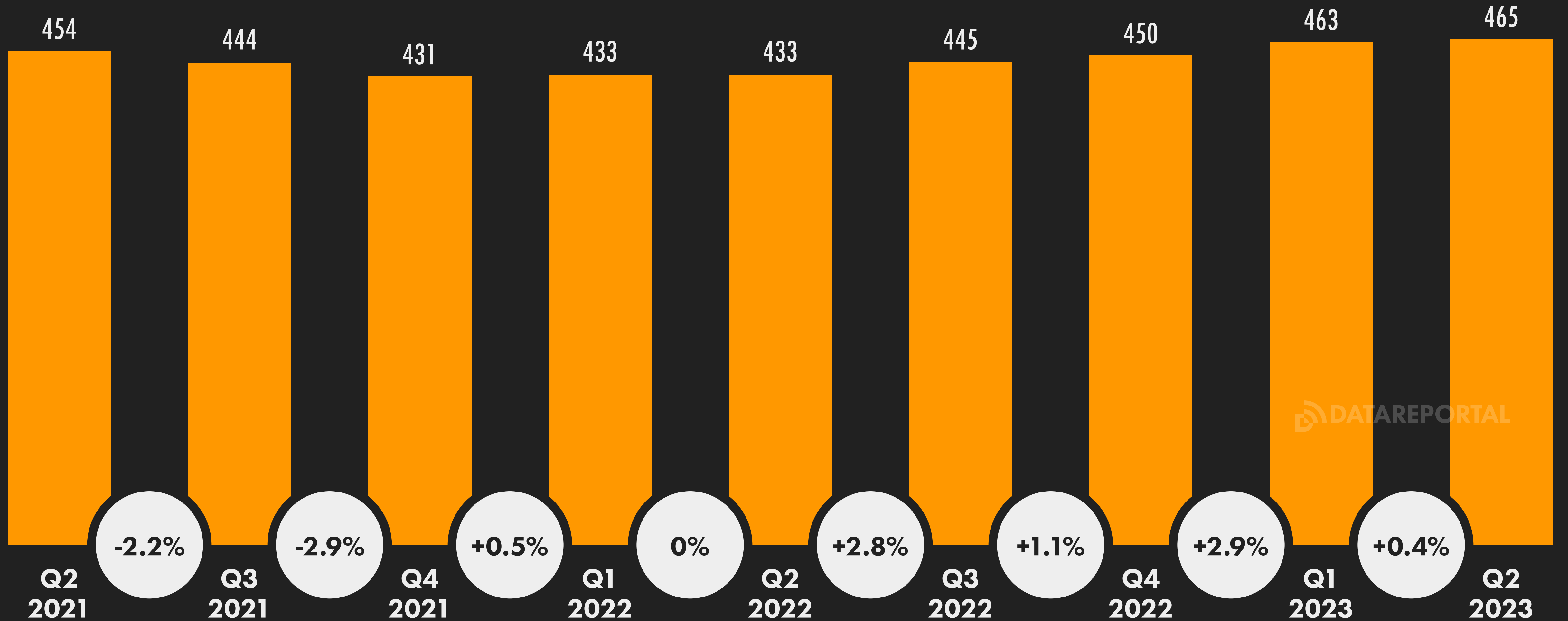
PINTEREST MONTHLY ACTIVE USERS

PINTEREST MONTHLY ACTIVE USERS (IN MILLIONS), WITH RELATIVE GROWTH OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

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PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH
OF ADS ON PINTEREST



310.1
MILLION

PINTEREST AD REACH
vs. TOTAL POPULATION



3.8%

PINTEREST AD REACH
vs. TOTAL INTERNET USERS



5.9%

QUARTER-ON-QUARTER CHANGE
IN REPORTED PINTEREST AD REACH



+5.6%
+16 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED PINTEREST AD REACH



+14.5%
+39 MILLION

SHARE: FEMALE PINTEREST
AD REACH **AGED 18+** vs. OVERALL
PINTEREST AD REACH **AGED 18+**



79.5%

SHARE: MALE PINTEREST
AD REACH **AGED 18+** vs. OVERALL
PINTEREST AD REACH **AGED 18+**



17.0%

ADOPTION: OVERALL PINTEREST
AD REACH **AGED 18+** vs. OVERALL
POPULATION **AGED 18+**



5.0%

ADOPTION: FEMALE PINTEREST
AD REACH **AGED 18+** vs. FEMALE
POPULATION **AGED 18+**



7.9%

ADOPTION: MALE PINTEREST
AD REACH **AGED 18+** vs. MALE
POPULATION **AGED 18+**



1.7%

SOURCES: PINTEREST'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. GENDER DATA ARE ALSO AVAILABLE FOR "UNSPECIFIED", .SO VALUES FOR "FEMALE" AND "MALE" MAY NOT SUM TO 100%. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#) FOR DETAILS.

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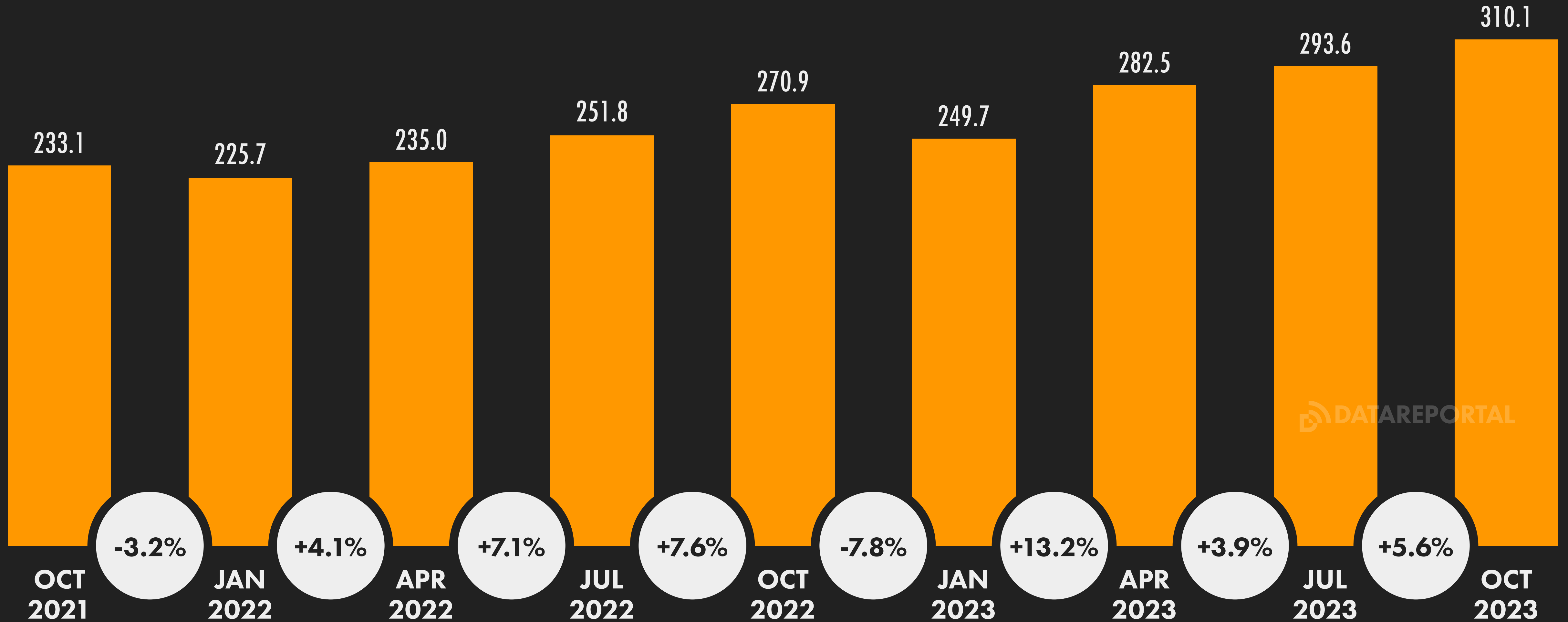
PINTEREST: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON PINTEREST (IN MILLIONS OF USERS), AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

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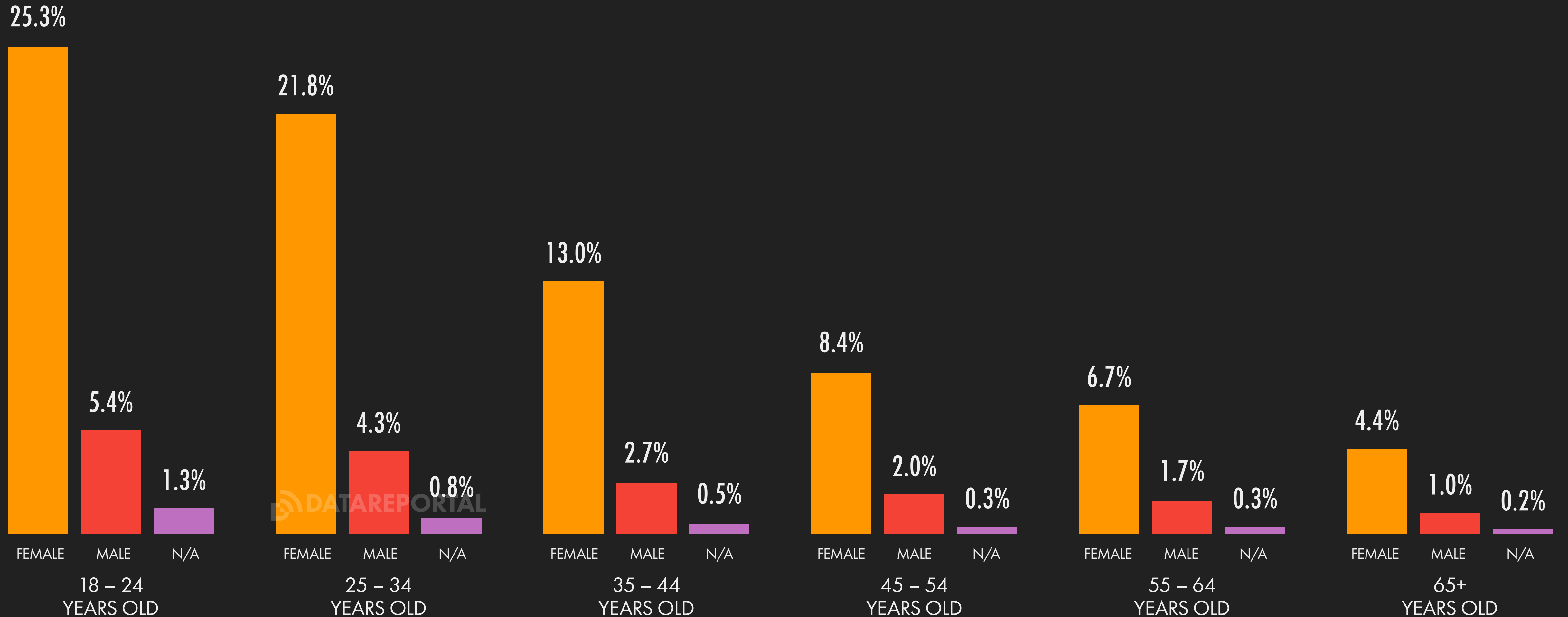
PINTEREST: ADVERTISING AUDIENCE PROFILE

SHARE OF PINTEREST'S ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCES: PINTEREST'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. VALUES FOR "N/A" REPRESENT SHARE OF USERS OF "UNSPECIFIED" GENDER, AS REPORTED IN PINTEREST'S TOOLS. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. SOURCE DATA REVISIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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PINTEREST AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST PINTEREST ADVERTISING AUDIENCES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ	#	LOCATION	TOTAL REACH	▲QOQ
01	UNITED STATES OF AMERICA	98,550,000	+5.6%	12	JAPAN	7,685,000	-1.8%
02	BRAZIL	40,115,000	+16.1%	13	POLAND	6,260,000	-2.2%
03	MEXICO	28,265,000	+6.8%	14	CHILE	5,425,000	+8.1%
04	GERMANY	16,865,000	-1.6%	15	AUSTRALIA	4,920,000	+4.0%
05=	ARGENTINA	11,765,000	+14.6%	16	NETHERLANDS	4,515,000	-11.1%
05=	FRANCE	11,765,000	-4.6%	17	BELGIUM	2,520,000	-1.6%
07	CANADA	10,765,000	+19.5%	18	ROMANIA	2,435,000	+1.9%
08	UNITED KINGDOM	10,115,000	-2.7%	19	PORTUGAL	2,305,000	+0.4%
09	COLOMBIA	9,815,000	+24.7%	20=	GREECE	2,025,000	-7.7%
10	ITALY	9,165,000	-0.3%	20=	HUNGARY	2,025,000	-0.52%
11	SPAIN	8,200,000	+5.7%	22	CZECHIA	1,975,000	+4.14%

SOURCES: PINTEREST'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** SOURCE REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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PINTEREST ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE PINTEREST ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH	#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	GUAM	36.1%	48,500	11	MALTA	26.4%	125,000
02	UNITED STATES OF AMERICA	34.2%	98,550,000	12	PORTUGAL	25.3%	2,305,000
03	CHILE	32.8%	5,425,000	13	BELGIUM	25.1%	2,520,000
04	ARGENTINA	32.0%	11,765,000	14	CYPRUS	24.4%	265,000
05	CANADA	32.0%	10,765,000	15	GERMANY	23.1%	16,865,000
06	PUERTO RICO	30.5%	882,000	16	COLOMBIA	23.0%	9,815,000
07	LUXEMBOURG	30.0%	170,000	17	HUNGARY	22.9%	2,025,000
08	U.S. VIRGIN ISLANDS	29.8%	24,500	18	DENMARK	22.8%	1,165,000
09	NETHERLANDS	29.5%	4,515,000	19	AUSTRIA	22.8%	1,785,000
10	MEXICO	27.8%	28,265,000	20	FINLAND	22.4%	1,085,000

SOURCES: PINTEREST'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. VALUES IN THE "REACH vs. POP. 13+" COLUMN COMPARE TOTAL REACH WITH THE OVERALL POPULATION AGED 13+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE REVISIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.



OTHER SOCIAL PLATFORMS

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WHATSAPP OVERVIEW

ESSENTIAL HEADLINES FOR WHATSAPP USE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

GLOBAL
MONTHLY ACTIVE
WHATSAPP USERS



KEPIOS

2

BILLION

MONTHLY ACTIVE
WHATSAPP USERS vs.
TOTAL POPULATION



Meltwater

24.8%

MONTHLY ACTIVE
WHATSAPP USERS vs.
POPULATION AGED 13+



we
are
social

31.7%

FEMALE USERS AS
A PERCENTAGE
OF TOTAL USERS



GWI.

47.1%

MALE USERS AS
A PERCENTAGE
OF TOTAL USERS



52.8%

OCT
2023

WECHAT OVERVIEW

ESSENTIAL HEADLINES FOR WECHAT AND WEIXIN USE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

COMBINED GLOBAL
MONTHLY ACTIVE USERS
OF WECHAT AND WEIXIN



1.33
BILLION

MONTHLY ACTIVE WECHAT
AND WEIXIN USERS vs.
TOTAL POPULATION



we
are
social

16.5%

MONTHLY ACTIVE WECHAT
AND WEIXIN USERS vs.
POPULATION AGED 13+



Meltwater

21.1%

FEMALE USERS AS
A PERCENTAGE
OF TOTAL USERS



GWI.

47.8%

MALE USERS AS
A PERCENTAGE
OF TOTAL USERS



52.2%

OCT
2023

TELEGRAM OVERVIEW

ESSENTIAL HEADLINES FOR TELEGRAM USE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

GLOBAL
MONTHLY ACTIVE
TELEGRAM USERS



we
are
social

800
MILLION

MONTHLY ACTIVE
TELEGRAM USERS vs.
TOTAL POPULATION



Meltwater

9.9%

MONTHLY ACTIVE
TELEGRAM USERS vs.
POPULATION AGED 16+



13.5%

FEMALE USERS AS
A PERCENTAGE
OF TOTAL USERS



GWI.

42.0%

MALE USERS AS
A PERCENTAGE
OF TOTAL USERS



58.0%

OCT
2023

DOUYIN OVERVIEW

ESSENTIAL HEADLINES FOR DOUYIN USE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

DAILY ACTIVE
DOUYIN USERS



we
are
social

743.0
MILLION

DAILY ACTIVE
DOUYIN USERS vs.
TOTAL POPULATION



Meltwater

9.2%

FEMALE USERS AS
A PERCENTAGE
OF TOTAL USERS



GWl.

48.4%

MALE USERS AS
A PERCENTAGE
OF TOTAL USERS



51.6%

OCT
2023

KUAISHOU OVERVIEW

ESSENTIAL HEADLINES FOR KUAISHOU USE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

MONTHLY ACTIVE
KUAISHOU USERS



we
are
social

673.3
MILLION

MONTHLY ACTIVE
KUAISHOU USERS vs.
TOTAL POPULATION



Meltwater

8.3%

FEMALE USERS AS
A PERCENTAGE
OF TOTAL USERS



GWl.

47.6%

MALE USERS AS
A PERCENTAGE
OF TOTAL USERS



52.4%

OCT
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SINA WEIBO OVERVIEW

ESSENTIAL HEADLINES FOR SINA WEIBO USE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

MONTHLY
ACTIVE SINA
WEIBO USERS



we
are
social

599
MILLION

MONTHLY ACTIVE
SINA WEIBO USERS vs.
TOTAL POPULATION



KEPIOS

7.4%

MONTHLY ACTIVE
SINA WEIBO USERS vs.
POPULATION AGED 14+



Meltwater

9.7%

FEMALE USERS AS
A PERCENTAGE
OF TOTAL USERS



GWI.

49.6%

MALE USERS AS
A PERCENTAGE
OF TOTAL USERS



50.4%

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2023

QQ OVERVIEW

ESSENTIAL HEADLINES FOR QQ USE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

GLOBAL MONTHLY ACTIVE
QQ USERS ACCESSING
VIA SMART DEVICES



Meltwater

571.0
MILLION

MONTHLY ACTIVE SMART
DEVICE QQ USERS vs.
TOTAL POPULATION



KEPIOS

7.1%

MONTHLY ACTIVE SMART
DEVICE QQ USERS vs.
POPULATION AGED 13+



we
are
social

9.1%

FEMALE USERS AS
A PERCENTAGE
OF TOTAL USERS



GWI.

48.0%

MALE USERS AS
A PERCENTAGE
OF TOTAL USERS



52.0%

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2023

QUORA OVERVIEW

ESSENTIAL HEADLINES FOR QUORA USE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

MONTHLY ACTIVE
QUORA USERS



 Meltwater

400
MILLION

MONTHLY ACTIVE
QUORA USERS vs.
TOTAL POPULATION



 Meltwater

5.0%

MONTHLY ACTIVE
QUORA USERS vs.
POPULATION AGED 13+



 KEPIOS

6.3%

FEMALE USERS AS
A PERCENTAGE
OF TOTAL USERS



 GWI.

43.2%

MALE USERS AS
A PERCENTAGE
OF TOTAL USERS



56.5%

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2023

DISCORD OVERVIEW

ESSENTIAL HEADLINES FOR DISCORD USE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

MONTHLY ACTIVE
DISCORD USERS



KEPIOS

150
MILLION

MONTHLY ACTIVE
DISCORD USERS vs.
TOTAL POPULATION



KEPIOS

1.9%

MONTHLY ACTIVE
DISCORD USERS vs.
POPULATION AGED 13+



we
are
social

2.4%

FEMALE USERS AS
A PERCENTAGE
OF TOTAL USERS



Meltwater

31.5%

MALE USERS AS
A PERCENTAGE
OF TOTAL USERS



GWI.

67.3%

OCT
2023

REDDIT OVERVIEW

ESSENTIAL HEADLINES FOR REDDIT USE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

DAILY ACTIVE
REDDIT USERS



we
are
social

57
MILLION

DAILY ACTIVE
REDDIT USERS vs.
TOTAL POPULATION



KEPIOS

0.7%

DAILY ACTIVE
REDDIT USERS vs.
POPULATION AGED 13+



Meltwater

0.9%

FEMALE USERS AS
A PERCENTAGE
OF TOTAL USERS



GWI.

35.6%

MALE USERS AS
A PERCENTAGE
OF TOTAL USERS



63.1%



MOBILE

OCT
2023

MOBILE CONNECTIVITY

ADOPTION AND USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS



NUMBER OF UNIQUE
MOBILE SUBSCRIBERS
(ANY TYPE OF HANDSET)



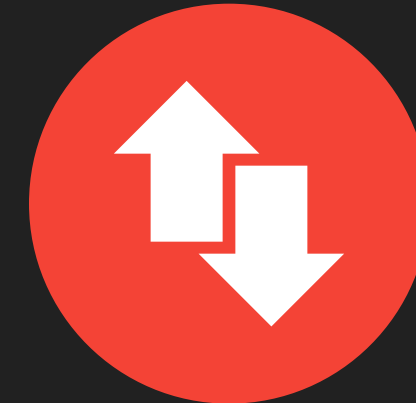
5.60
BILLION

UNIQUE MOBILE
SUBSCRIBERS AS A PERCENTAGE
OF TOTAL POPULATION



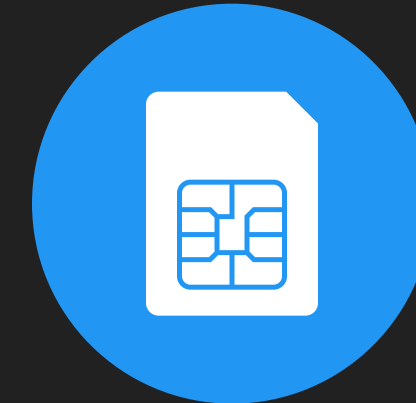
69.4%

ANNUAL CHANGE IN
THE NUMBER OF UNIQUE
MOBILE SUBSCRIBERS



+2.7%
+145 MILLION

AVERAGE NUMBER OF
MOBILE CONNECTIONS PER
UNIQUE MOBILE SUBSCRIBER



1.54

CELLULAR MOBILE
CONNECTIONS
(EXCLUDING IOT)



8.62
BILLION

ANNUAL CHANGE IN THE
NUMBER OF CELLULAR
CONNECTIONS (EX. IOT)



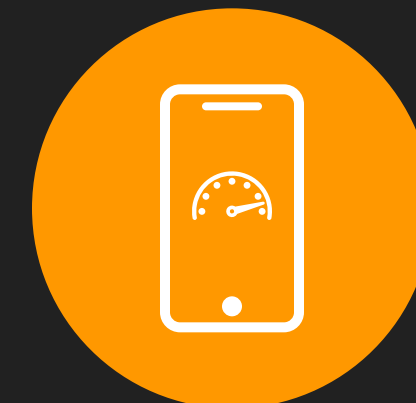
+1.8%
+154 MILLION

TOTAL NUMBER OF
BROADBAND MOBILE
CONNECTIONS



7.84
BILLION

NUMBER OF BROADBAND MOBILE
CONNECTIONS AS A PERCENTAGE
OF TOTAL MOBILE CONNECTIONS



90.9%

SOURCE: GSMA INTELLIGENCE. **NOTES:** CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. CONNECTION FIGURES MAY EXCEED FIGURES FOR POPULATION AND UNIQUE SUBSCRIBERS DUE TO MULTIPLE CONNECTIONS PER PERSON. **COMPARABILITY:** REGULAR BASE REVISIONS. FIGURES SHOWN HERE MAY NOT CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

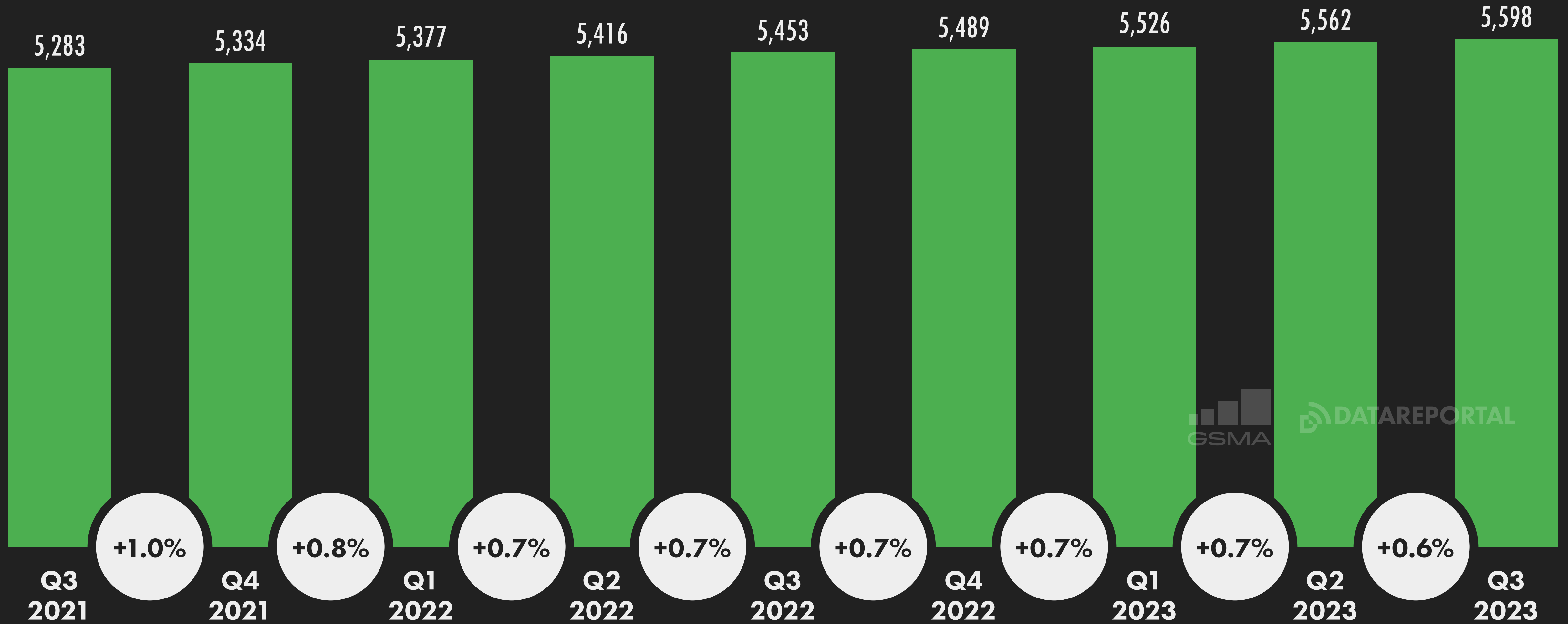
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UNIQUE MOBILE SUBSCRIBERS OVER TIME

NUMBER OF UNIQUE INDIVIDUALS (IN MILLIONS) SUBSCRIBING TO MOBILE CELLULAR PLANS



GLOBAL OVERVIEW



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MOBILE SUBSCRIBERS vs. CELLULAR CONNECTIONS

PERSPECTIVES ON THE ADOPTION AND USE OF MOBILE TECHNOLOGIES



GLOBAL OVERVIEW

GSMA INTELLIGENCE DATA

TOTAL NUMBER OF
MOBILE SUBSCRIBERS
(UNIQUE INDIVIDUALS)



5.60
BILLION

TOTAL NUMBER OF
CELLULAR CONNECTIONS
(EXCLUDING CELLULAR IOT)



8.62
BILLION



ERICSSON DATA

TOTAL NUMBER OF
MOBILE SUBSCRIBERS
(UNIQUE INDIVIDUALS)



6.21
BILLION

TOTAL NUMBER OF
CELLULAR CONNECTIONS
(EXCLUDING CELLULAR IOT)



8.41
BILLION



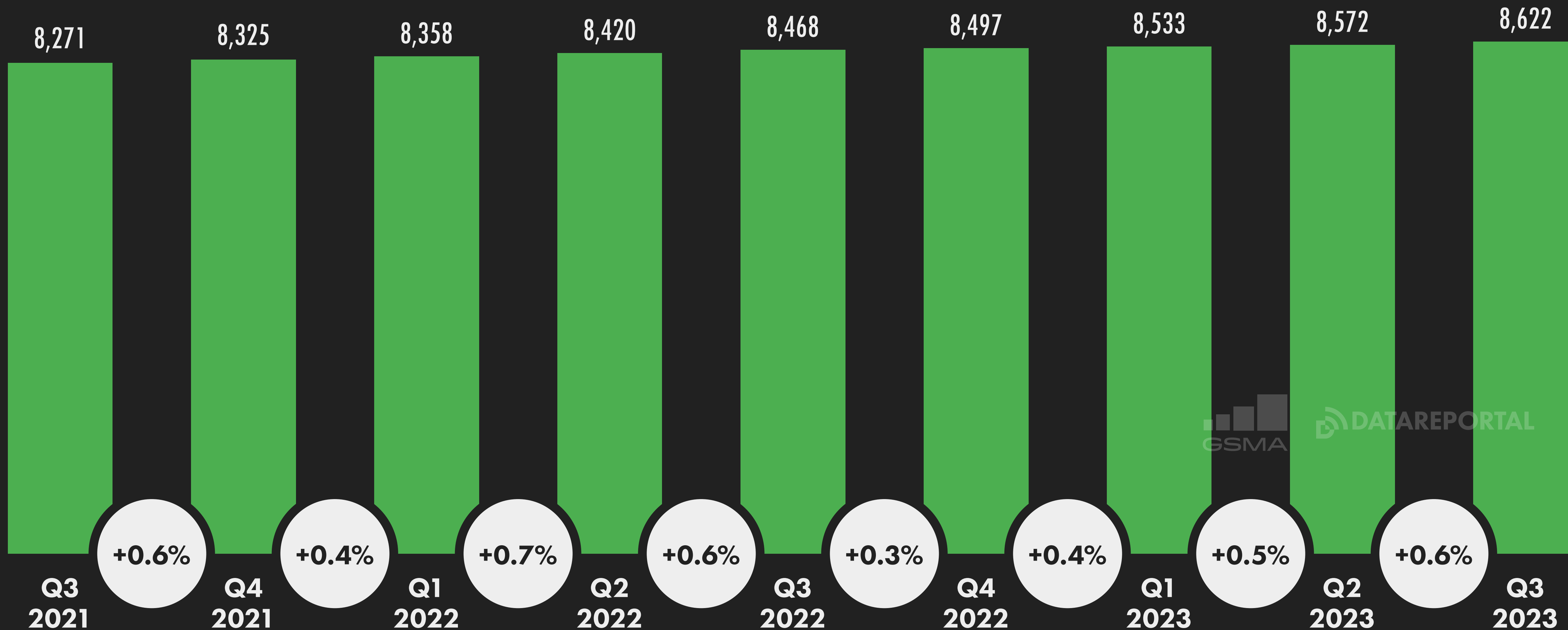
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CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF MOBILE CELLULAR CONNECTIONS (IN MILLIONS) OVER TIME



GLOBAL OVERVIEW



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2023

CONNECTED MOBILE DEVICES

EACH DEVICE TYPE'S SHARE OF CELLULAR CONNECTIONS (EXCLUDING IOT)



SHARE OF CONNECTIONS
ASSOCIATED WITH
SMARTPHONES



we
are
social

79.4%

6.7 BILLION CONNECTIONS

SHARE OF CONNECTIONS
ASSOCIATED WITH
FEATURE PHONES



Meltwater

15.5%

1.3 BILLION CONNECTIONS

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



5.1%

431 MILLION CONNECTIONS

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CELLULAR DATA TRAFFIC

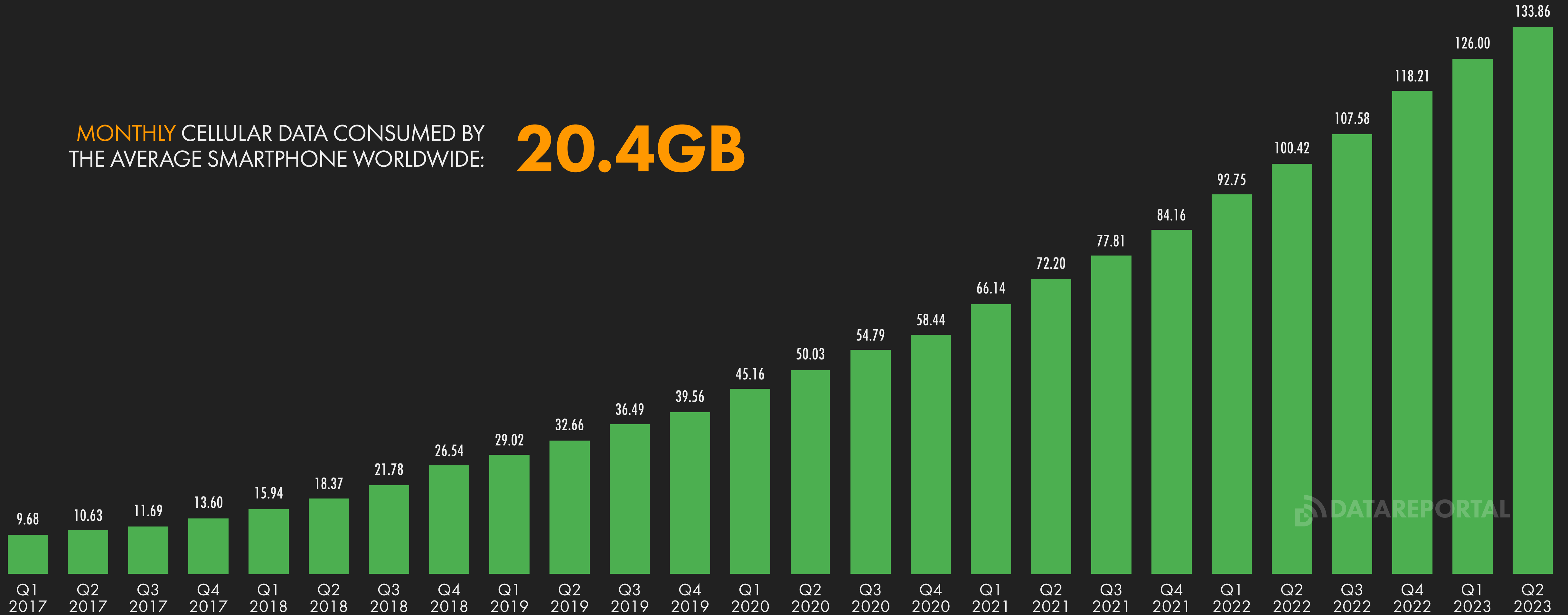
MONTHLY AVERAGE GLOBAL MOBILE NETWORK DATA TRAFFIC (UPLOAD AND DOWNLOAD) IN EXABYTES (BILLIONS OF GIGABYTES)



GLOBAL OVERVIEW

MONTHLY CELLULAR DATA CONSUMED BY THE AVERAGE SMARTPHONE WORLDWIDE:

20.4GB



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SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN SEPTEMBER 2023



SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES



69.74%

YEAR-ON-YEAR CHANGE

-2.5% (-181 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES



29.58%

YEAR-ON-YEAR CHANGE

+6.4% (+178 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES



0.36%

YEAR-ON-YEAR CHANGE

-5.3% (-2 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES



0.10%

YEAR-ON-YEAR CHANGE

+150% (+6 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES



0.22%

YEAR-ON-YEAR CHANGE

-4.3% (-1.0 BPS)

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN SEPTEMBER 2023. FIGURES FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. BADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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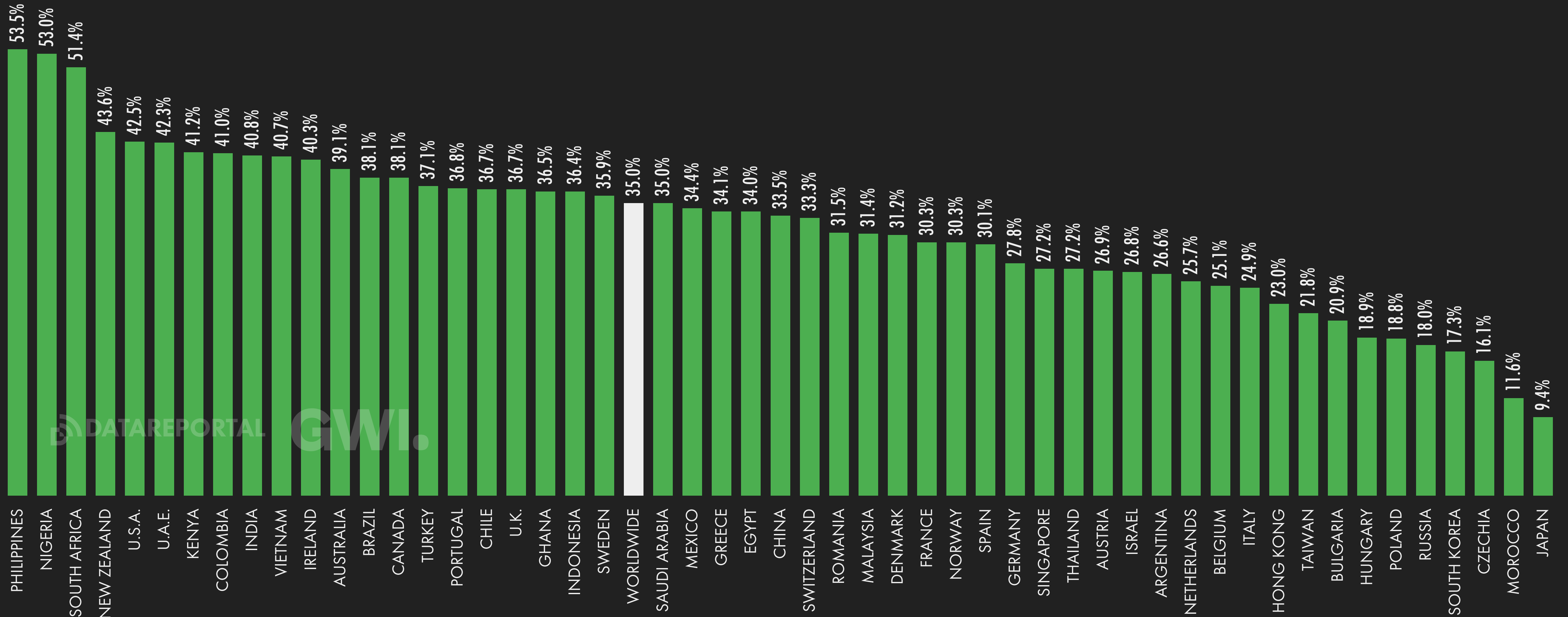
MOBILE VIDEO CALLING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE MADE A VIDEO CALL ON THEIR MOBILE PHONE IN THE PAST MONTH

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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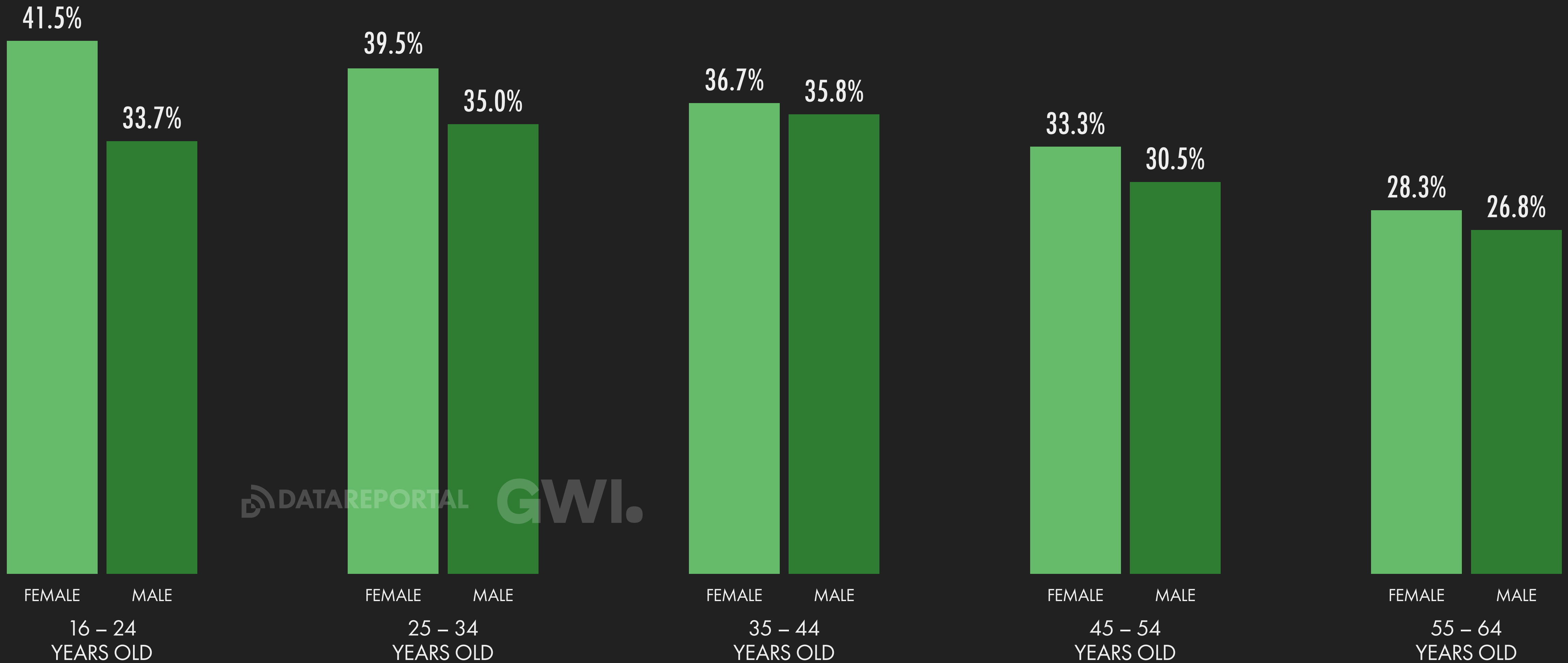
MOBILE VIDEO CALLING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE MADE A VIDEO CALL ON THEIR MOBILE PHONE IN THE PAST MONTH

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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MOBILE APP MARKET OVERVIEW: DATA.AI

HEADLINES FOR MOBILE APP DOWNLOADS AND SPEND BETWEEN 01 JULY AND 30 SEPTEMBER 2023, BASED ON DATA FROM DATA.AI



NUMBER OF MOBILE
APP DOWNLOADS



38.8
BILLION

YEAR-ON-YEAR CHANGE IN
MOBILE APP DOWNLOADS



+0.2%
+88 MILLION

CONSUMER SPEND
ON MOBILE APPS (USD)



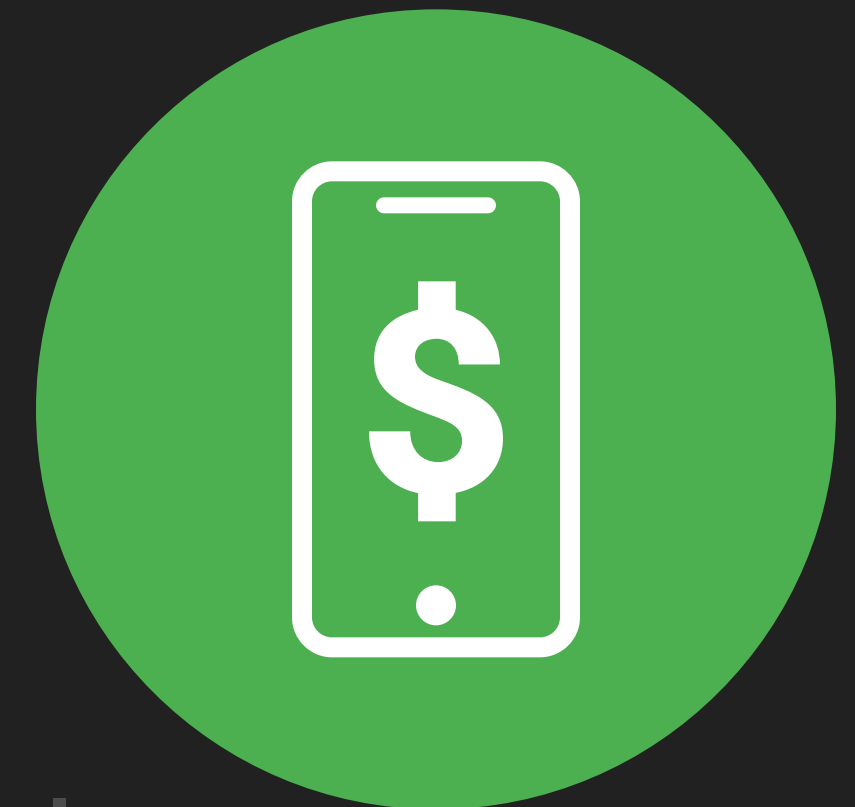
\$33.9
BILLION

YEAR-ON-YEAR CHANGE
IN CONSUMER APP SPEND



+4.6%
+\$1.5 BILLION

AVERAGE CONSUMER APP
SPEND PER HANDSET (USD)



\$5.05

SOURCES: DATA.AI INTELLIGENCE (SEE [DATA.AI](#) FOR MORE DETAILS); ERICSSON MOBILITY VISUALIZER; KEPIOS ANALYSIS. **NOTES:** FIGURES REPRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN 01 JULY AND 30 SEPTEMBER 2023. FINANCIAL VALUES ARE IN U.S. DOLLARS. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING. **COMPARABILITY:** FIGURE FOR "AVERAGE CONSUMER APP SPEND PER HANDSET" USES DATA FROM MULTIPLE SOURCES.

OCT
2023

MOBILE APP RANKINGS

RANKING OF MOBILE APPS BY VARIOUS METRICS FOR THE PERIOD BETWEEN 01 JULY AND 30 SEPTEMBER 2023



GLOBAL OVERVIEW

#	MONTHLY ACTIVE USERS	TOTAL TIME SPENT	DOWNLOADS	CONSUMER SPEND
01	YOUTUBE GOOGLE	YOUTUBE GOOGLE	THREADS META	TIKTOK ¹ BYTEDANCE
02	GOOGLE GOOGLE	FACEBOOK META	TIKTOK ¹ BYTEDANCE	YOUTUBE GOOGLE
03	CHROME BROWSER GOOGLE	WHATSAPP META	INSTAGRAM META	TINDER MATCH GROUP
04	FACEBOOK META	TIKTOK ¹ BYTEDANCE	WHATSAPP META	DISNEY+ DISNEY
05	WHATSAPP META	INSTAGRAM META	FACEBOOK META	GOOGLE ONE GOOGLE
06	GOOGLE MAPS GOOGLE	CHROME BROWSER GOOGLE	CAPCUT BYTEDANCE	MAX: STREAM HBO, TV & MOVIES WARNER BROS. DISCOVERY
07	GMAIL GOOGLE	SAMSUNG TOUCHWIZ HOME SAMSUNG	TELEGRAM TELEGRAM	PICCOMA KAKAO PICCOME CORP.
08	INSTAGRAM META	PHONE BY GOOGLE GOOGLE	SNAPCHAT SNAP	BUMBLE APP BUMBLE
09	FACEBOOK MESSENGER META	FACEBOOK MESSENGER META	WHATSAPP BUSINESS META	LINKEDIN MICROSOFT
10	GOOGLE PHOTOS GOOGLE	GOOGLE GOOGLE	TEMU TEMU	DUOLINGO: LEARN LANGUAGES DUOLINGO

SOURCE: DATA.AI INTELLIGENCE. SEE [DATA.AI](https://data.ai) FOR MORE DETAILS. **NOTES:** RANKINGS BASED ON ACTIVITY BETWEEN 01 JULY AND 30 SEPTEMBER 2023. RANKING BY MONTHLY ACTIVE USERS REFLECTS ACTIVITY ON IPHONES AND ANDROID PHONES, EXCLUDING CHINA. RANKING BY TOTAL TIME SPENT REFLECTS USER ACTIVITY ON ANDROID PHONES ONLY. RANKINGS BY DOWNLOADS AND CONSUMER SPEND REFLECT CUMULATIVE, COMBINED ACTIVITY ACROSS THE IOS APP STORE AND GOOGLE PLAY STORE, EXCEPT FOR CHINA, WHERE DATA IS FOR THE IOS APP STORE ONLY. **COMPARABILITY:** (1) VALUES FOR "TIKTOK" MAY INCLUDE ACTIVITY RELATING TO DOUYIN. NOTE THAT WE REPORT FIGURES FOR TIKTOK AND DOUYIN SEPARATELY ELSEWHERE IN THIS REPORT.

OCT
2023

BREAKOUT MOBILE APPS

RANKING OF MOBILE APPS WITH THE MOST SIGNIFICANT QUARTERLY GROWTH BY METRIC BETWEEN 01 JULY AND 30 SEPTEMBER 2023



GLOBAL OVERVIEW

#	MONTHLY ACTIVE USERS	TOTAL TIME SPENT	DOWNLOADS	CONSUMER SPEND
01	THREADS META	INSTAGRAM META	THREADS META	REMINI BENDING SPOONS
02	GBBOARD GOOGLE	FACEBOOK META	CHATGPT OPENAI	GOOGLE ONE GOOGLE
03	TEMU TEMU	YOUTUBE GOOGLE	TEMU TEMU	NFL MOBILE NFL ENTERPRISES
04	GOOGLE MESSENGER GOOGLE	WHATSAPP META	PHONE TRACKER AND GPS LOCATION GENTII STUDIO	INSTAGRAM META
05	PHONE BY GOOGLE GOOGLE	TIKTOK ¹ BYTEDANCE	REMINI BENDING SPOONS	GOODNOTES 5 TIMEBASETECH
06	CHATGPT OPENAI	PHONE BY GOOGLE GOOGLE	BULL ONECAN	ESPN DISNEY
07	PERSONAL SAFETY GOOGLE	CHARACTER AI CHARACTER.AI	COLOR VPN KEMP SHAWN	REELSHORT NEWLEAF PUBLISHING
08	AMAZON AMAZON	HOTSTAR DISNEY	WIDGETABLE: LOCK SCREEN WIDGET WIDGETABLE	CLASSDOJO CLASSDOJO
09	GOOGLE CALENDAR GOOGLE	WHATSAPP BUSINESS META	HOTSTAR DISNEY	STRAVA STRAVA
10	CONTACTS BY GOOGLE GOOGLE	SHOPEE SEA	TIKTOK ¹ BYTEDANCE	SPOTIFY SPOTIFY

SOURCE: DATA.AI INTELLIGENCE. SEE [DATA.AI](https://data.ai) FOR MORE DETAILS. **NOTES:** RANKINGS COMPARE THE CHANGE IN ACTIVITY BETWEEN THE MOST RECENT QUARTER (01 JULY TO 30 SEPTEMBER 2023) AND THE PREVIOUS QUARTER (01 APRIL TO 30 JUNE 2023). RANKING BY MONTHLY ACTIVE USERS REFLECTS ACTIVITY ON IPHONES AND ANDROID PHONES, EXCLUDING CHINA. RANKING BY TOTAL TIME SPENT REFLECTS USER ACTIVITY ON ANDROID PHONES ONLY. RANKINGS BY DOWNLOADS AND CONSUMER SPEND REFLECT CUMULATIVE, COMBINED ACTIVITY ACROSS THE IOS APP STORE AND GOOGLE PLAY STORE, EXCEPT FOR CHINA, WHERE DATA IS FOR THE IOS APP STORE ONLY. **COMPARABILITY:** (1) VALUES FOR "TIKTOK" MAY INCLUDE DOUYIN, WHICH WE REPORT SEPARATELY ELSEWHERE IN THIS REPORT.

OCT
2023

MOBILE GAME RANKINGS

RANKING OF MOBILE GAMES BY VARIOUS METRICS FOR THE PERIOD BETWEEN 01 JULY AND 30 SEPTEMBER 2023



GLOBAL OVERVIEW

#	MONTHLY ACTIVE USERS	TOTAL TIME SPENT	DOWNLOADS	CONSUMER SPEND
01	ROBLOX <i>ROBLOX</i>	ROBLOX <i>ROBLOX</i>	SUBWAY SURFERS <i>SYBO</i>	ROYAL MATCH <i>DREAM GAMES</i>
02	FREE FIRE <i>SEA</i>	FREE FIRE <i>SEA</i>	FREE FIRE <i>SEA</i>	CANDY CRUSH SAGA <i>KING</i>
03	CANDY CRUSH SAGA <i>KING</i>	MOBILE LEGENDS: BANG BANG <i>BYTEDANCE</i>	ROBLOX <i>ROBLOX</i>	ROBLOX <i>ROBLOX</i>
04	SUBWAY SURFERS <i>SYBO</i>	CANDY CRUSH SAGA <i>KING</i>	ROYAL MATCH <i>DREAM GAMES</i>	MONOPOLY GO: FAMILY BOARD GAME <i>SCOPELY</i>
05	MINECRAFT POCKET EDITION <i>MICROSOFT</i>	BATTLEGROUNDS MOBILE INDIA <i>KRAFTON</i>	LUDO KING <i>GAMETION</i>	HONOR OF KINGS <i>TENCENT</i>
06	MOBILE LEGENDS: BANG BANG <i>BYTEDANCE</i>	PUBG MOBILE <i>TENCENT</i>	CANDY CRUSH SAGA <i>KING</i>	COIN MASTER <i>MOON ACTIVE</i>
07	LUDO KING <i>GAMETION</i>	CALL OF DUTY: MOBILE <i>ACTIVISION BLIZZARD</i>	TIC TAC TOE: 2 PLAYER XO <i>CDT PUZZLE GAMES</i>	POKÉMON GO <i>NIANTIC</i>
08	EA SPORTS FC MOBILE 24 SOCCER <i>ELECTRONIC ARTS</i>	EA SPORTS FC MOBILE 24 SOCCER <i>ELECTRONIC ARTS</i>	MONOPOLY GO: FAMILY BOARD GAME <i>SCOPELY</i>	HONKAI: STAR RAIL <i>MIHOYO</i>
09	PUBG MOBILE <i>TENCENT</i>	MINECRAFT POCKET EDITION <i>MICROSOFT</i>	MY TALKING TOM 2 <i>JINKE CULTURE - OUTFIT7</i>	GARDENSCAPES BY PLAYRIX <i>PLAYRIX</i>
10	STUMBLE GUYS <i>SCOPELY</i>	ARENA OF VALOR <i>SEA</i>	TRAFFIC RIDER <i>SKGAMES</i>	LINEAGE M <i>NCSOFT</i>

SOURCE: DATA.AI INTELLIGENCE. SEE [DATA.AI](#) FOR MORE DETAILS. **NOTES:** RANKINGS BASED ON ACTIVITY BETWEEN 01 JULY AND 30 SEPTEMBER 2023. RANKING BY MONTHLY ACTIVE USERS REFLECTS ACTIVITY ON IPHONES AND ANDROID PHONES, EXCLUDING CHINA. RANKING BY TOTAL TIME SPENT REFLECTS USER ACTIVITY ON ANDROID PHONES ONLY. RANKINGS BY DOWNLOADS AND CONSUMER SPEND REFLECT CUMULATIVE, COMBINED ACTIVITY ACROSS THE IOS APP STORE AND GOOGLE PLAY STORE, EXCEPT FOR CHINA, WHERE DATA IS FOR THE IOS APP STORE ONLY.

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2023

BREAKOUT MOBILE GAMES

RANKING OF MOBILE GAMES WITH THE MOST SIGNIFICANT QUARTERLY GROWTH BY METRIC BETWEEN 01 JULY AND 30 SEPTEMBER 2023



GLOBAL OVERVIEW

#	MONTHLY ACTIVE USERS	TOTAL TIME SPENT	DOWNLOADS	CONSUMER SPEND
01	POKÉMON SLEEP <i>POKEMON</i>	BATTELGROUNDS MOBILE INDIA <i>KRAFTON</i>	TIC TAC TOE: 2 PLAYER XO <i>CDT PUZZLE GAMES</i>	MONOPOLY GO: FAMILY BOARD GAME <i>SCOPELY</i>
02	BATTELGROUNDS MOBILE INDIA <i>KRAFTON</i>	CALL OF DUTY: MOBILE <i>ACTIVISION BLIZZARD</i>	MY PERFECT HOTEL <i>SAYGAMES</i>	ROYAL MATCH <i>DREAM GAMES</i>
03	MONOPOLY GO: FAMILY BOARD GAME <i>SCOPELY</i>	POKÉMON SLEEP <i>POKEMON</i>	REAL CAR DRIVING: RACE CITY 3D <i>BAB GAME</i>	逆水寒 <i>NETEASE</i>
04	AVATAR WORLD GAMES FOR KIDS <i>PAZU GAMES</i>	ROBLOX <i>ROBLOX</i>	DANCING CATS <i>COBBY</i>	POKÉMON GO <i>NIANTIC</i>
05	DANCING CATS <i>COBBY</i>	ROYAL MATCH <i>DREAM GAMES</i>	FOOTBALL LEAGUE 2023 <i>MOBILE SOCCER</i>	DRAGON BALL Z DOKKAN BATTLE <i>BANDAI NAMCO</i>
06	MONSTER HUNT NOW <i>NIANTIC</i>	UNDAWN <i>TENCENT</i>	GANGSTER CRIME: ROPE HERO CITY <i>AMOBEAR STUDIO</i>	WHITE OUT SURVIVAL <i>ZHEJIANG CENTURY HUATONG GROUP</i>
07	ARENA BREAKOUT <i>TENCENT</i>	MONOPOLY GO: FAMILY BOARD GAME <i>SCOPELY</i>	MAGIC PIANO TILES: MUSIC GAME <i>XGAME STUDIO</i>	LINEAGE M <i>NCSOFT</i>
08	BEGGING LIFE <i>UDO GAMES</i>	POKÉMON GO <i>NIANTIC</i>	BUILD A QUEEN <i>UNITY TECHNOLOGIES</i>	晶核 <i>BYTEDANCE</i>
09	TIC TAC TOE: 2 PLAYER XO <i>CDT PUZZLE GAMES</i>	ARENA BREAKOUT <i>TENCENT</i>	ARENA BREAKOUT <i>TENCENT</i>	ONE PIECE BOUNTY RUSH <i>BANDAI NAMCO</i>
10	ROYAL MATCH <i>DREAM GAMES</i>	AVATAR WORLD GAMES FOR KIDS <i>PAZU GAMES</i>	TOILET MONSTER ROPE GAME <i>IKAME</i>	FATE / GRAND ORDER <i>ANIPLEX</i>

SOURCE: DATA.AI INTELLIGENCE. SEE [DATA.AI](#) FOR MORE DETAILS. **NOTES:** RANKINGS COMPARE THE CHANGE IN ACTIVITY BETWEEN THE MOST RECENT QUARTER (01 JULY TO 30 SEPTEMBER 2023) AND THE PREVIOUS QUARTER (01 APRIL TO 30 JUNE 2023). RANKING BY MONTHLY ACTIVE USERS REFLECTS ACTIVITY ON IPHONES AND ANDROID PHONES, EXCLUDING CHINA. RANKING BY TOTAL TIME SPENT REFLECTS USER ACTIVITY ON ANDROID PHONES ONLY. RANKINGS BY DOWNLOADS AND CONSUMER SPEND REFLECT CUMULATIVE, COMBINED ACTIVITY ACROSS THE IOS APP STORE AND GOOGLE PLAY STORE, EXCEPT FOR CHINA, WHERE DATA IS FOR THE IOS APP STORE ONLY.



ECOMMERCE

OCT
2023

WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

PURCHASED A PRODUCT
OR SERVICE ONLINE



GWI.

56.5%

YOY: -2.9% (-170 BPS)

ORDERED GROCERIES
VIA AN ONLINE STORE



Meltwater

27.9%

YOY: -3.5% (-100 BPS)

BOUGHT A SECOND-HAND
ITEM VIA AN ONLINE STORE



we
are
social

12.4%

YOY: -13.3% (-190 BPS)

USED AN ONLINE PRICE
COMPARISON SERVICE



GWI.

21.2%

YOY: -13.1% (-320 BPS)

USED A BUY NOW,
PAY LATER SERVICE



16.0%

YOY: -11.1% (-200 BPS)

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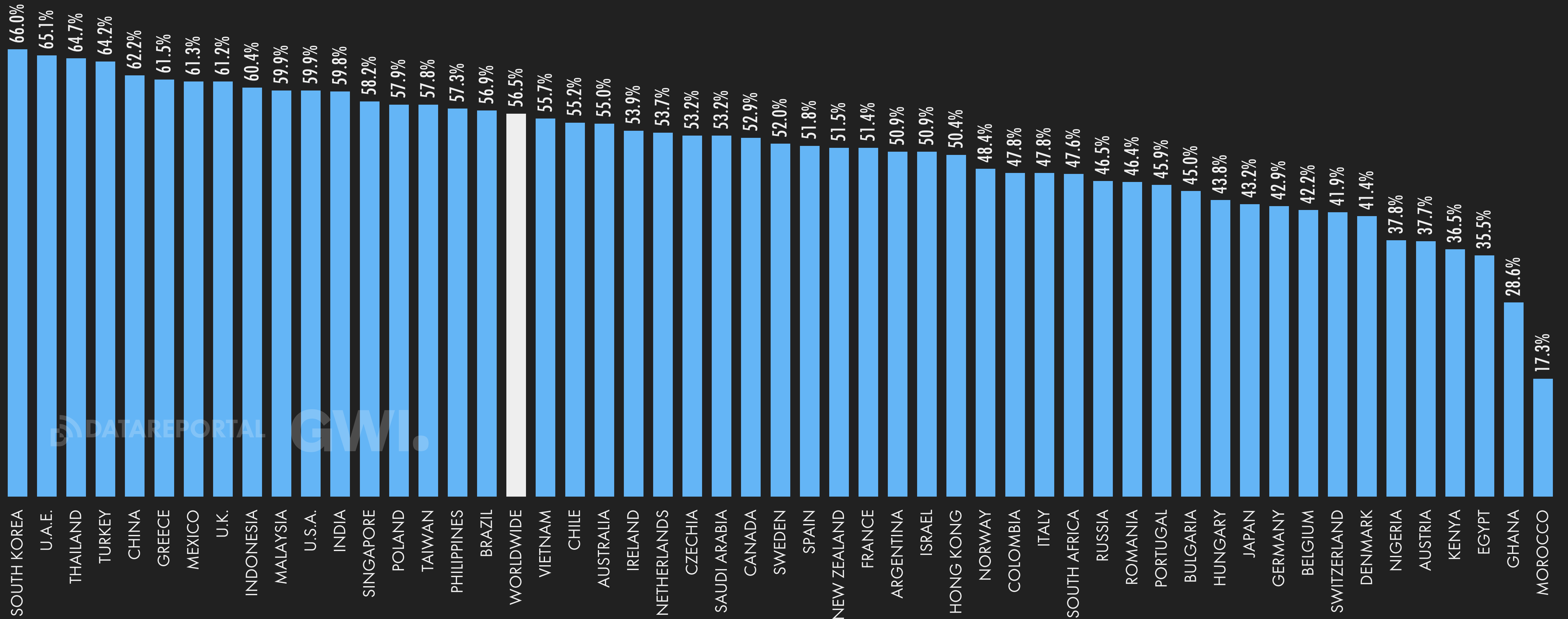
WEEKLY ONLINE PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BUY SOMETHING ONLINE EACH WEEK

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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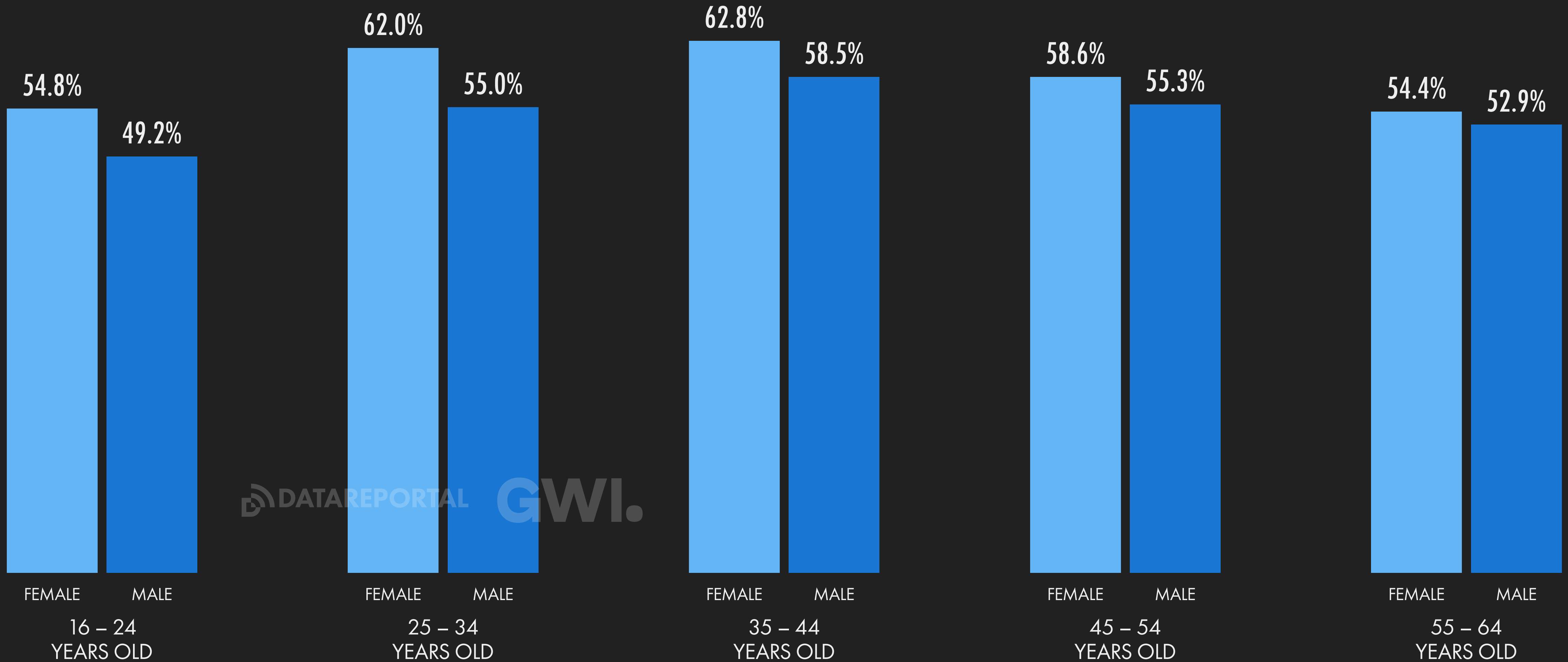
WEEKLY ONLINE PURCHASES

PERCENTAGE OF INTERNET USERS WHO BUY SOMETHING ONLINE EACH WEEK

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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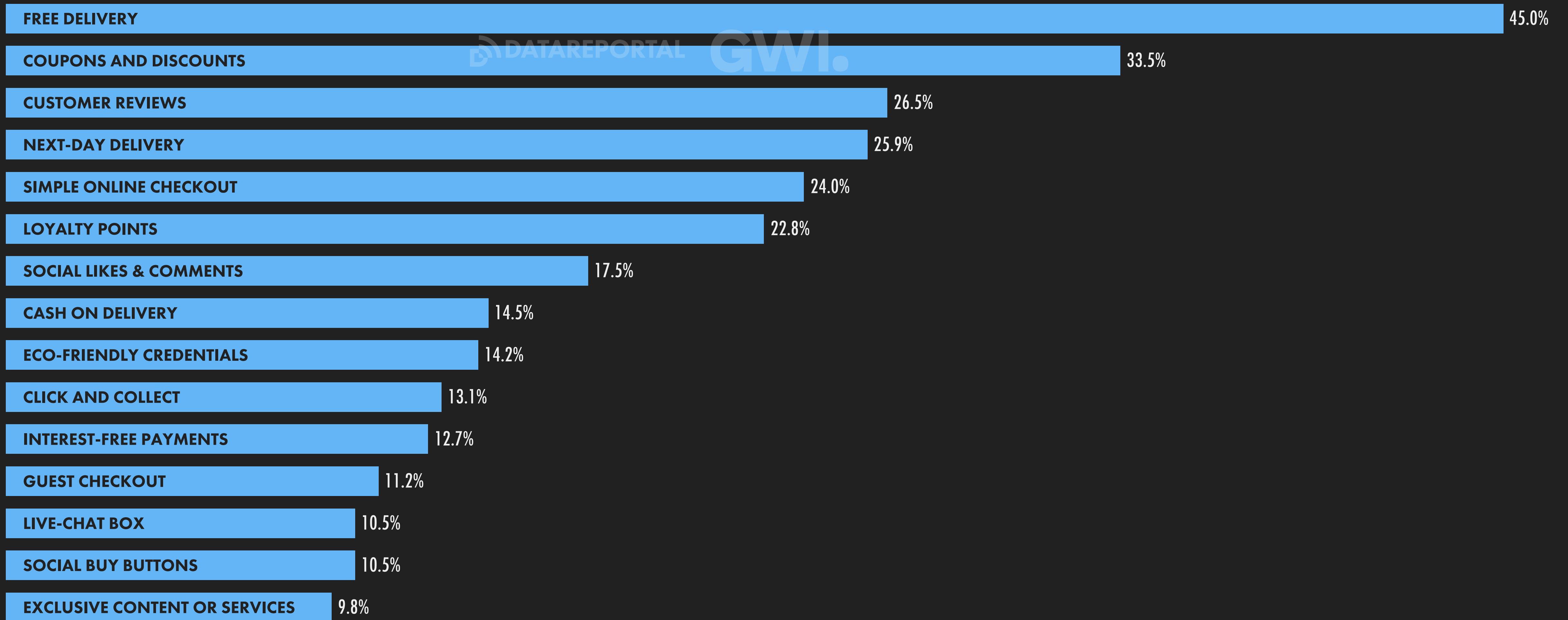
ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



**OCT
2023**

ONLINE PURCHASE DRIVERS BY AGE

PERCENTAGE OF **INTERNET USERS IN EACH AGE GROUP** WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

16 TO 24 YEARS OLD		25 TO 34 YEARS OLD		35 TO 44 YEARS OLD		45 TO 54 YEARS OLD		55 TO 64 YEARS OLD	
FREE DELIVERY	42.5%	FREE DELIVERY	40.5%	FREE DELIVERY	44.7%	FREE DELIVERY	49.1%	FREE DELIVERY	54.9%
COUPONS AND DISCOUNTS	33.1%	COUPONS AND DISCOUNTS	31.8%	COUPONS AND DISCOUNTS	34.1%	COUPONS AND DISCOUNTS	34.7%	COUPONS AND DISCOUNTS	35.4%
NEXT-DAY DELIVERY	25.8%	NEXT-DAY DELIVERY	27.0%	NEXT-DAY DELIVERY	27.1%	CUSTOMER REVIEWS	27.9%	CUSTOMER REVIEWS	28.7%
CUSTOMER REVIEWS	25.8%	CUSTOMER REVIEWS	25.7%	CUSTOMER REVIEWS	25.8%	SIMPLE ONLINE CHECKOUT	25.5%	SIMPLE ONLINE CHECKOUT	27.3%
SIMPLE ONLINE CHECKOUT	21.9%	SIMPLE ONLINE CHECKOUT	23.4%	SIMPLE ONLINE CHECKOUT	24.0%	NEXT-DAY DELIVERY	25.4%	LOYALTY POINTS	23.6%
LOYALTY POINTS	21.0%	LOYALTY POINTS	22.6%	LOYALTY POINTS	23.4%	LOYALTY POINTS	24.0%	NEXT-DAY DELIVERY	21.9%
SOCIAL LIKES & COMMENTS	18.8%	SOCIAL LIKES & COMMENTS	17.3%	SOCIAL LIKES & COMMENTS	17.0%	SOCIAL LIKES & COMMENTS	17.3%	SOCIAL LIKES & COMMENTS	16.5%
CASH ON DELIVERY	15.8%	CASH ON DELIVERY	14.7%	CASH ON DELIVERY	15.5%	ECO-FRIENDLY CREDENTIALS	14.3%	ECO-FRIENDLY CREDENTIALS	15.6%
CLICK AND COLLECT	14.8%	CLICK AND COLLECT	14.6%	ECO-FRIENDLY CREDENTIALS	13.9%	CASH ON DELIVERY	13.5%	INTEREST-FREE PAYMENTS	13.4%
ECO-FRIENDLY CREDENTIALS	14.1%	ECO-FRIENDLY CREDENTIALS	14.0%	CLICK AND COLLECT	13.6%	INTEREST-FREE PAYMENTS	13.2%	CASH ON DELIVERY	11.1%

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2023

MOST USED MOBILE SHOPPING APPS

RANKING OF MOBILE APPS IN THE SHOPPING CATEGORY, BASED ON GLOBAL MONTHLY ACTIVE USERS BETWEEN 01 JULY AND 30 SEPTEMBER 2023



#	SHOPPING APP	COMPANY	#	SHOPPING APP	COMPANY
01	AMAZON	AMAZON	11	EBAY	EBAY
02	SHOPEE	SEA	12	AJIO SHOPPING APP	RELIANCE INDUSTRIES
03	FLIPKART	WALMART	13	TOKOPEDIA	GOTO GROUP
04	SHEIN	SHEIN	14	SHOPSY	WALMART
05	LAZADA	ALIBABA	15	WALMART	WALMART
06	MEESHO	MEESHO	16	WILDBERRIES	WILDBERRIES
07	ALIEXPRESS	ALIBABA	17	LIDL PLUS	SCHWARZ GRUPPE
08	MERCADO LIBRE	MERCADO LIBRE	18	OZON	OZON
09	TEMU	TEMU	19	OLX	SOBEK AUTO
10	MYNTRA	MYNTRA	20	AVITO	KISMET CAPITAL GROUP



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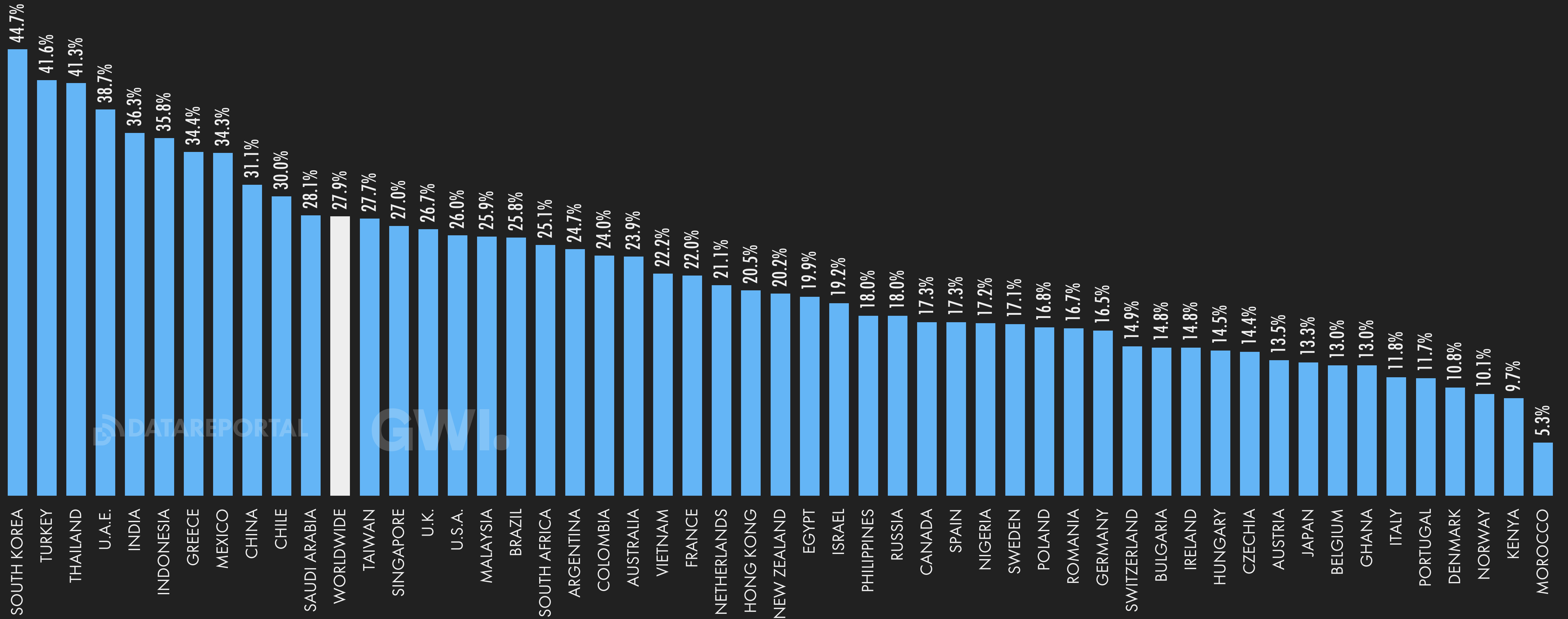
WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BUY GROCERIES ONLINE EACH WEEK

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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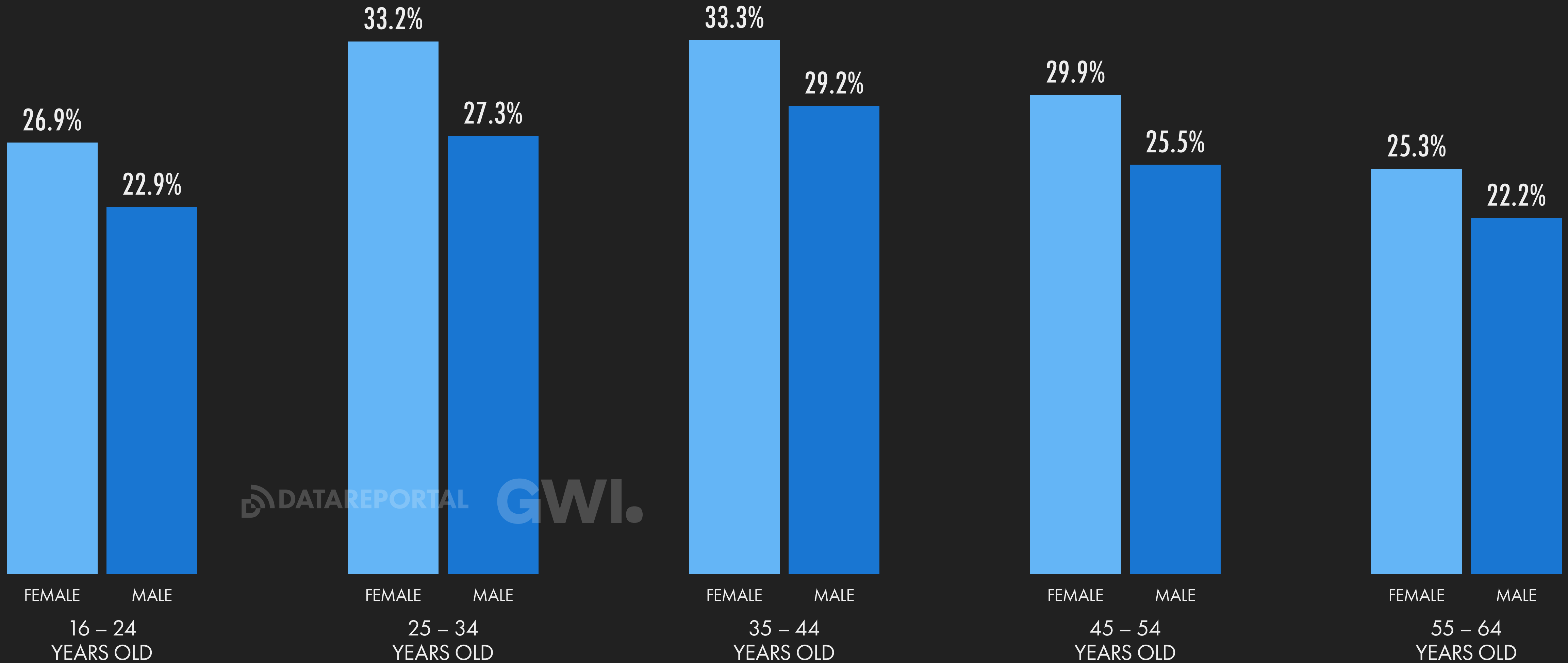
WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF INTERNET USERS WHO BUY GROCERIES ONLINE EACH WEEK

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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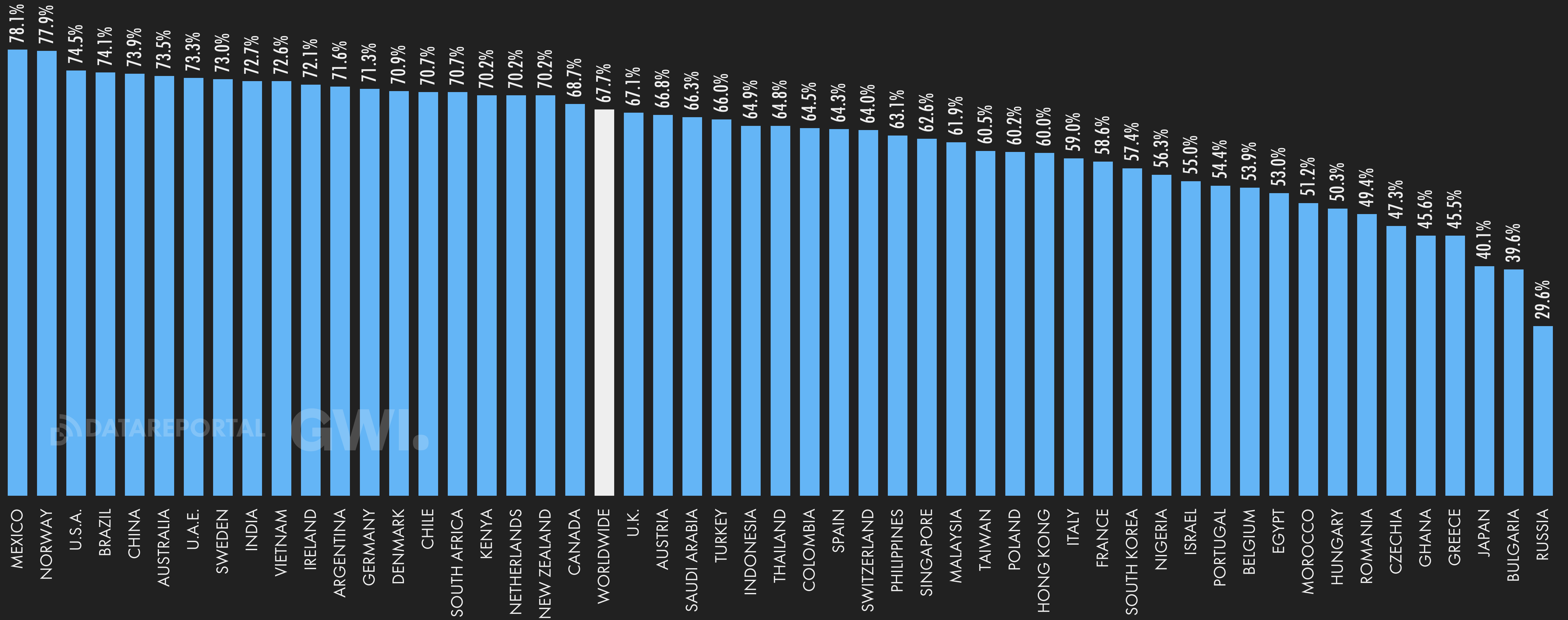
DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR ANY KIND OF DIGITAL CONTENT EACH MONTH

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL GWI.

SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** IN THIS CONTEXT, "DIGITAL CONTENT" INCLUDES ONLINE ACCESS TO, DOWNLOADS OF, AND SUBSCRIPTIONS TO A BROAD RANGE OF DIGITAL CONTENT, INCLUDING MOVIES, MUSIC, TV SHOWS, STREAMING SERVICES, NEWS SERVICES, E-BOOKS AND MAGAZINES, VIDEO GAMES, SOFTWARE, DATING SERVICES, AND DIGITAL GIFTS, AS WELL AS IN-APP PURCHASES. **COMPARABILITY:** REVISIONS TO GWI'S SURVEY METHODOLOGY MEAN THAT DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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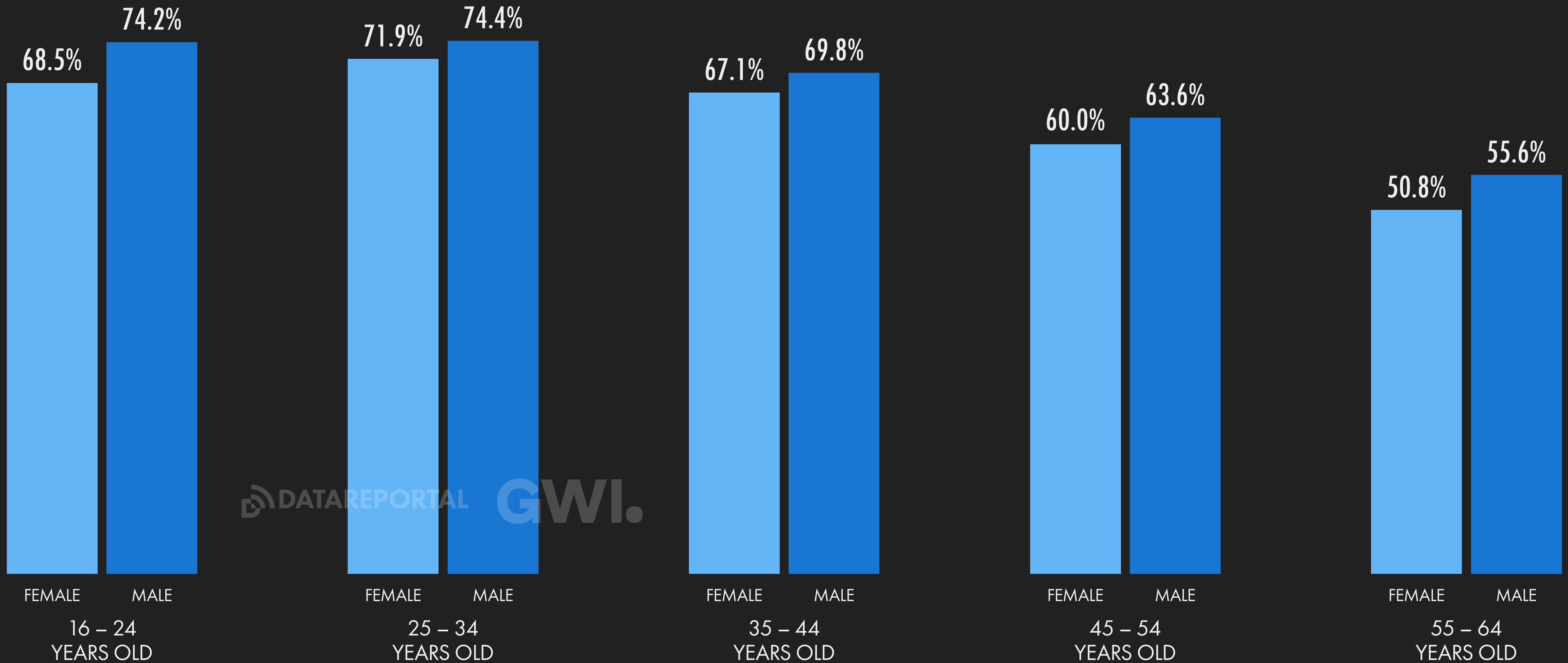
DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS WHO PAY FOR ANY KIND OF DIGITAL CONTENT EACH MONTH

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GLOBAL OVERVIEW



DATA REPORTAL GWI.

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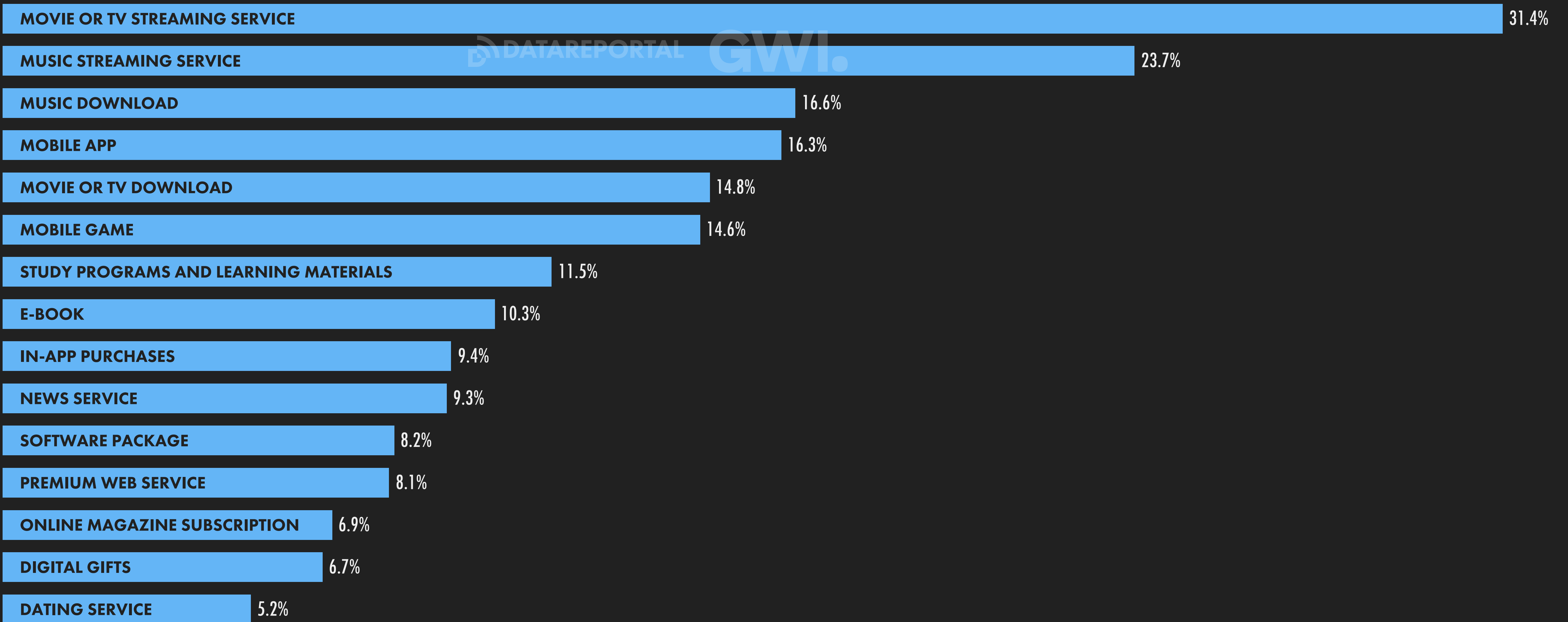
DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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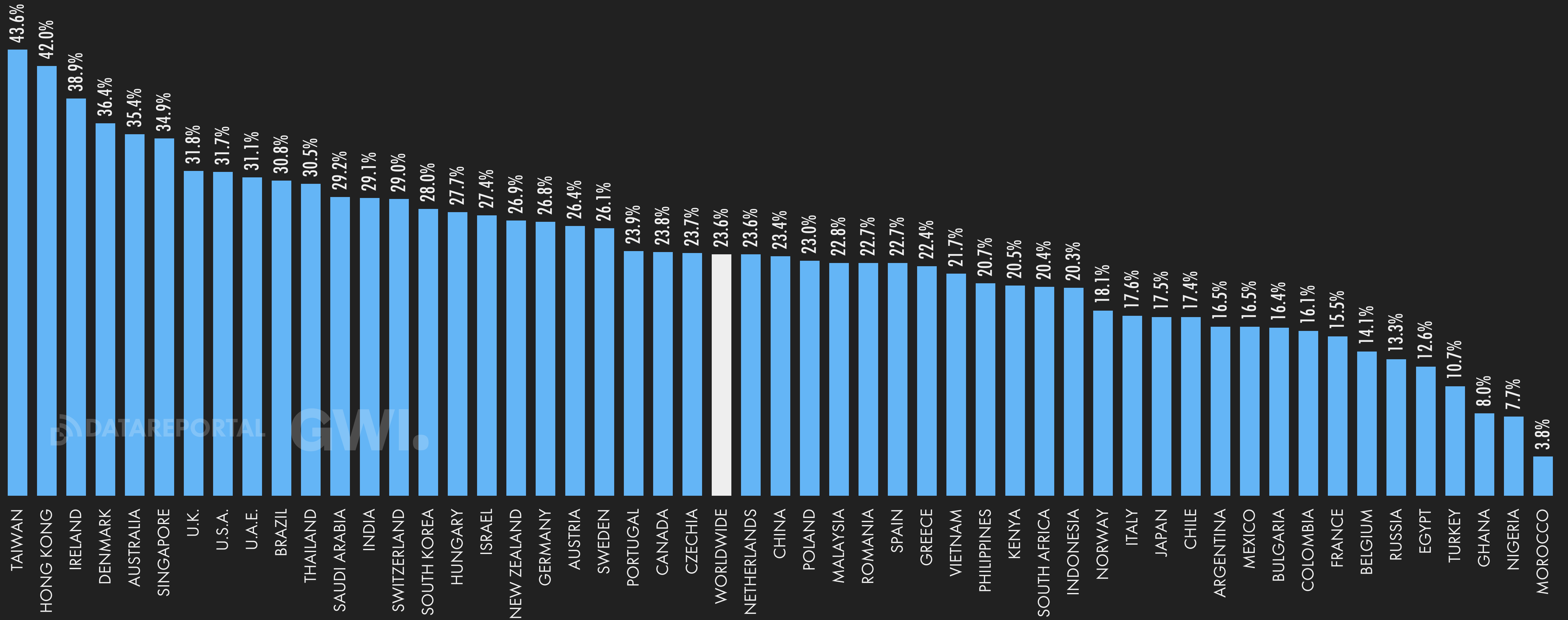
USE OF MOBILE PAYMENT SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE MOBILE PAYMENT SERVICES (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH

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GLOBAL OVERVIEW



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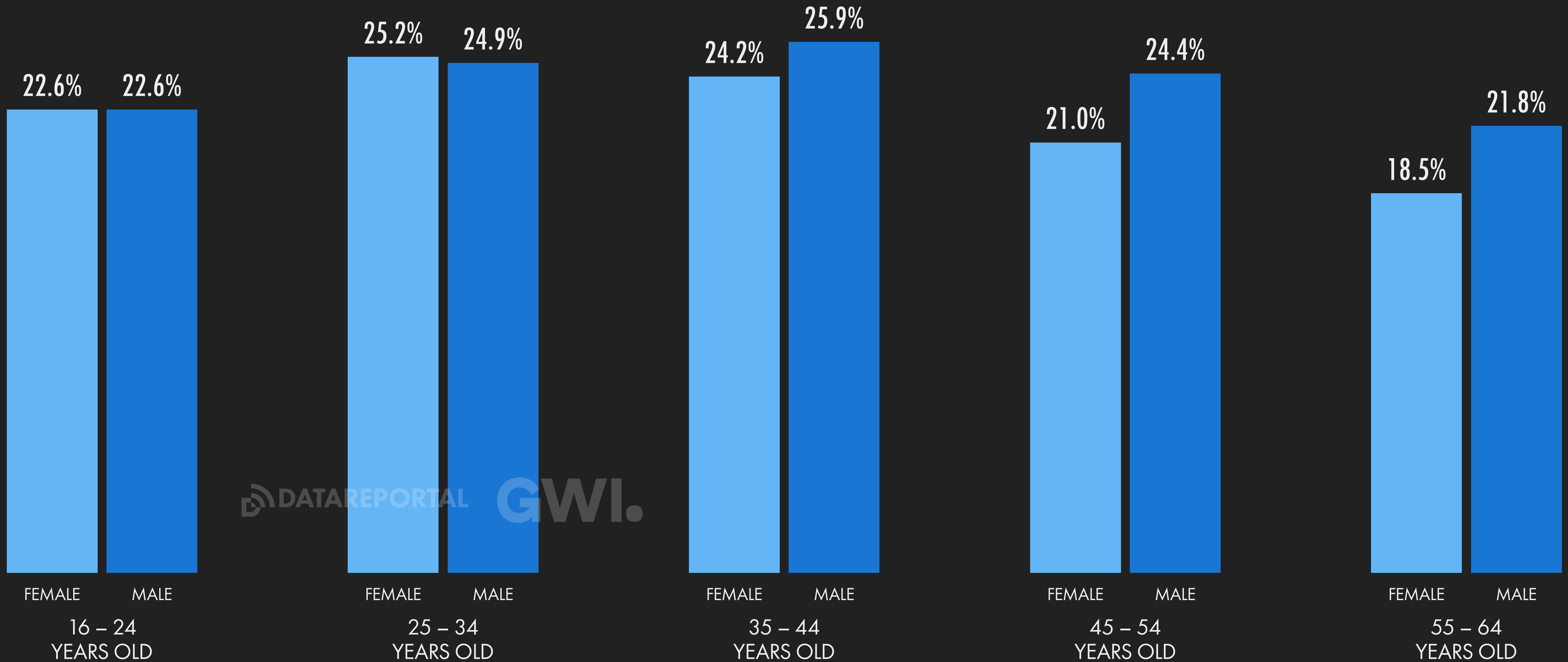
USE OF MOBILE PAYMENT SERVICES

PERCENTAGE OF INTERNET USERS WHO USE MOBILE PAYMENT SERVICES (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH

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GLOBAL OVERVIEW



DATA REPORTAL GWI.



DIGITAL MARKETING

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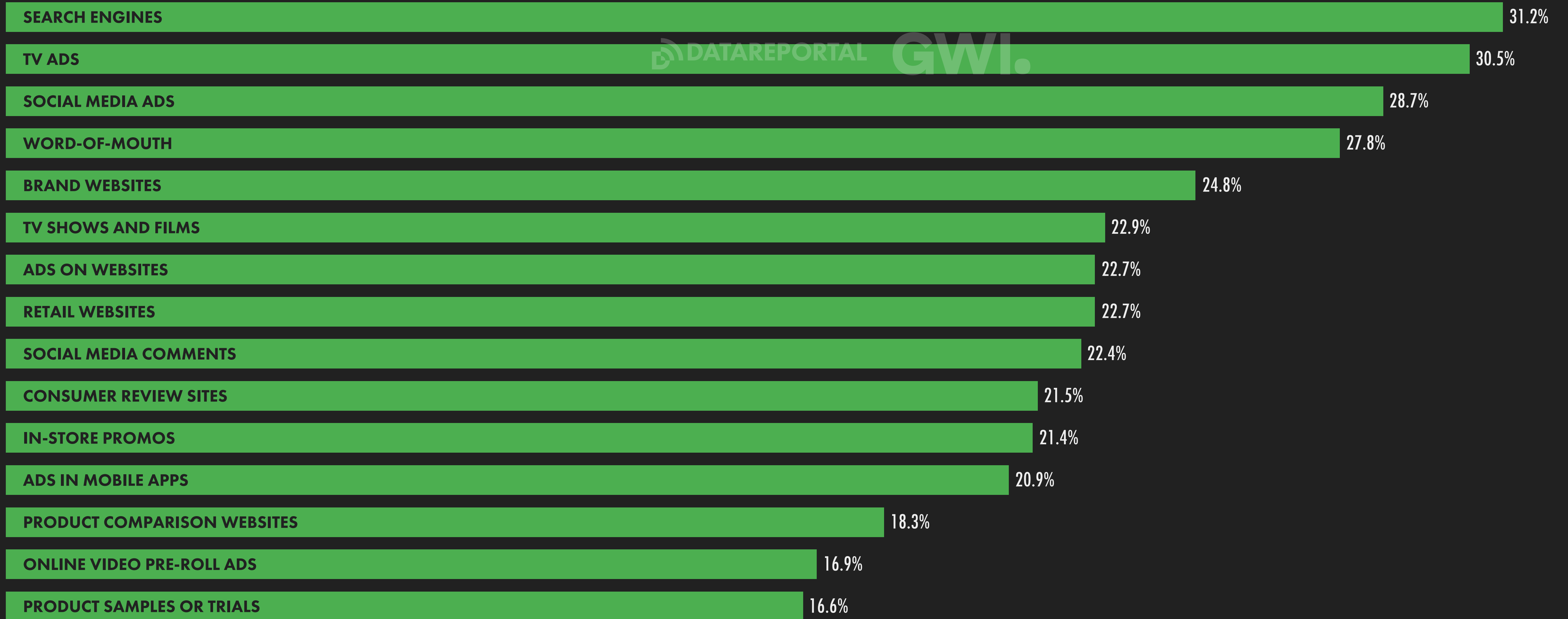
SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM

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GLOBAL OVERVIEW

16 TO 24 YEARS OLD		25 TO 34 YEARS OLD		35 TO 44 YEARS OLD		45 TO 54 YEARS OLD		55 TO 64 YEARS OLD	
SOCIAL MEDIA ADS	31.0%	SEARCH ENGINES	29.7%	SEARCH ENGINES	32.8%	TV ADS	34.7%	TV ADS	37.4%
SEARCH ENGINES	27.1%	SOCIAL MEDIA ADS	29.6%	TV ADS	31.0%	SEARCH ENGINES	34.5%	SEARCH ENGINES	35.5%
TV ADS	26.7%	TV ADS	27.9%	SOCIAL MEDIA ADS	29.6%	WORD-OF-MOUTH	31.5%	WORD-OF-MOUTH	33.8%
WORD-OF-MOUTH	24.1%	WORD-OF-MOUTH	25.8%	WORD-OF-MOUTH	28.4%	SOCIAL MEDIA ADS	26.8%	IN-STORE PROMOS	25.6%
ADS IN MOBILE APPS	23.2%	BRAND WEBSITES	24.7%	BRAND WEBSITES	26.2%	BRAND WEBSITES	25.6%	BRAND WEBSITES	24.8%
ADS ON WEBSITES	23.2%	SOCIAL MEDIA COMMENTS	24.0%	RETAIL WEBSITES	23.6%	IN-STORE PROMOS	24.4%	RETAIL WEBSITES	22.9%
BRAND WEBSITES	23.2%	TV SHOWS AND FILMS	23.3%	SOCIAL MEDIA COMMENTS	23.6%	RETAIL WEBSITES	23.7%	SOCIAL MEDIA ADS	22.5%
SOCIAL MEDIA COMMENTS	22.9%	RETAIL WEBSITES	22.7%	ADS ON WEBSITES	23.2%	ADS ON WEBSITES	23.1%	CONSUMER REVIEW SITES	22.1%
TV SHOWS AND FILMS	22.6%	ADS ON WEBSITES	22.3%	CONSUMER REVIEW SITES	23.2%	TV SHOWS AND FILMS	22.8%	TV SHOWS AND FILMS	22.0%
RETAIL WEBSITES	21.1%	CONSUMER REVIEW SITES	21.7%	TV SHOWS AND FILMS	23.2%	CONSUMER REVIEW SITES	22.4%	ADS ON WEBSITES	20.9%

SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **COMPARABILITY:** STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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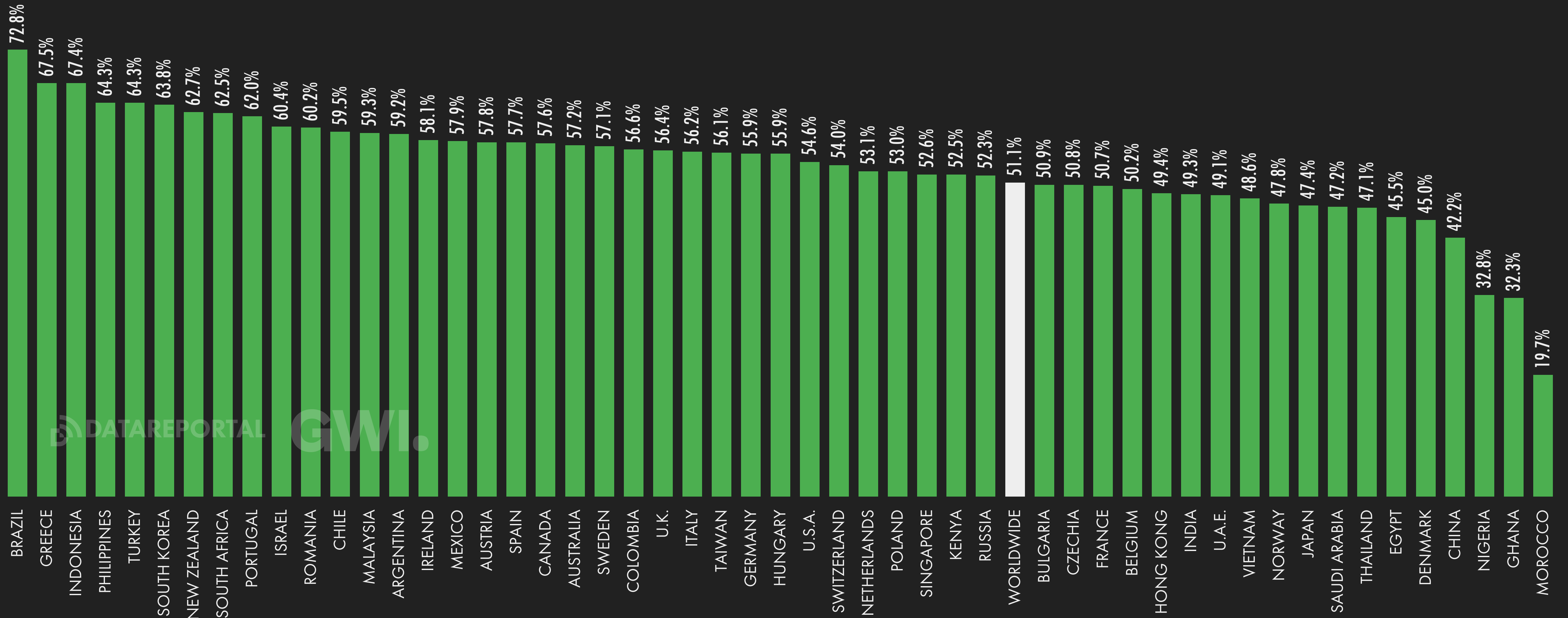
ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO RESEARCH BRANDS, PRODUCTS, AND SERVICES ONLINE BEFORE MAKING A PURCHASE

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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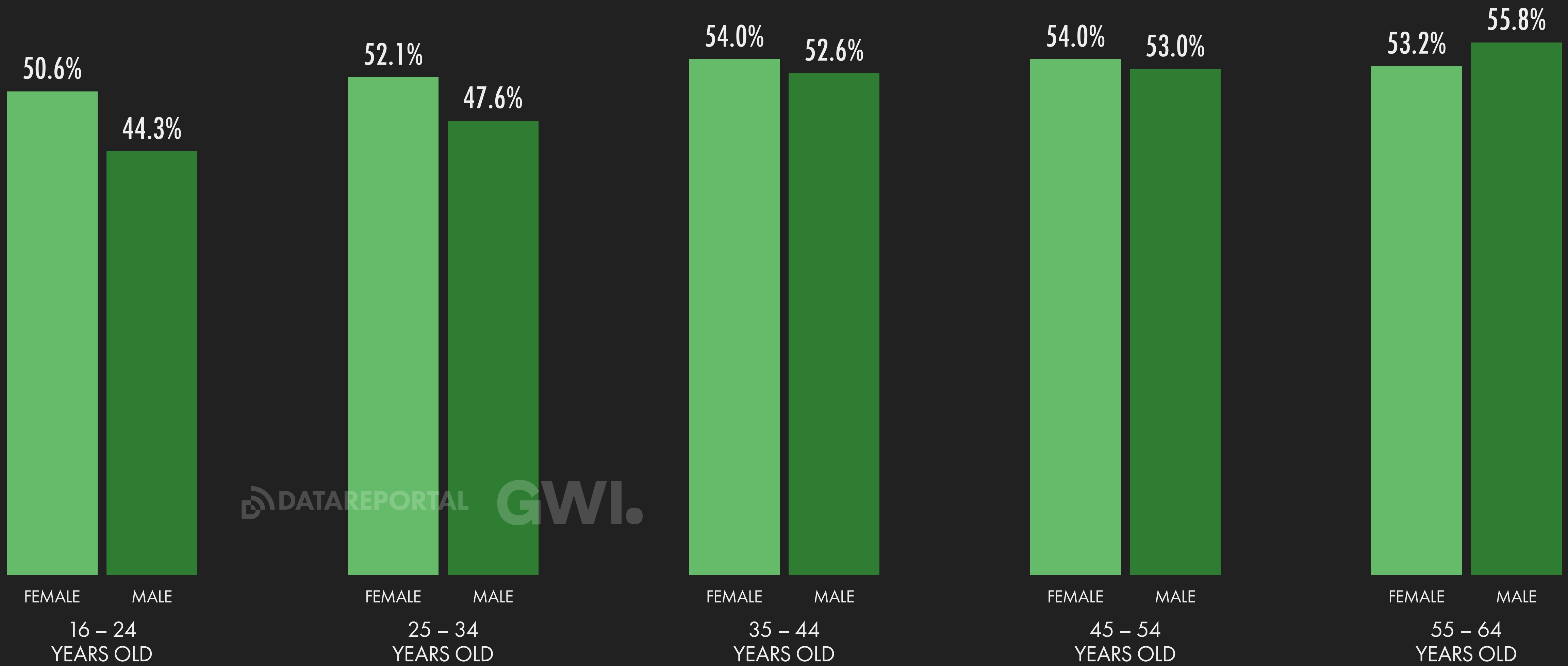
ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS WHO RESEARCH BRANDS, PRODUCTS, AND SERVICES ONLINE BEFORE MAKING A PURCHASE

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GLOBAL OVERVIEW



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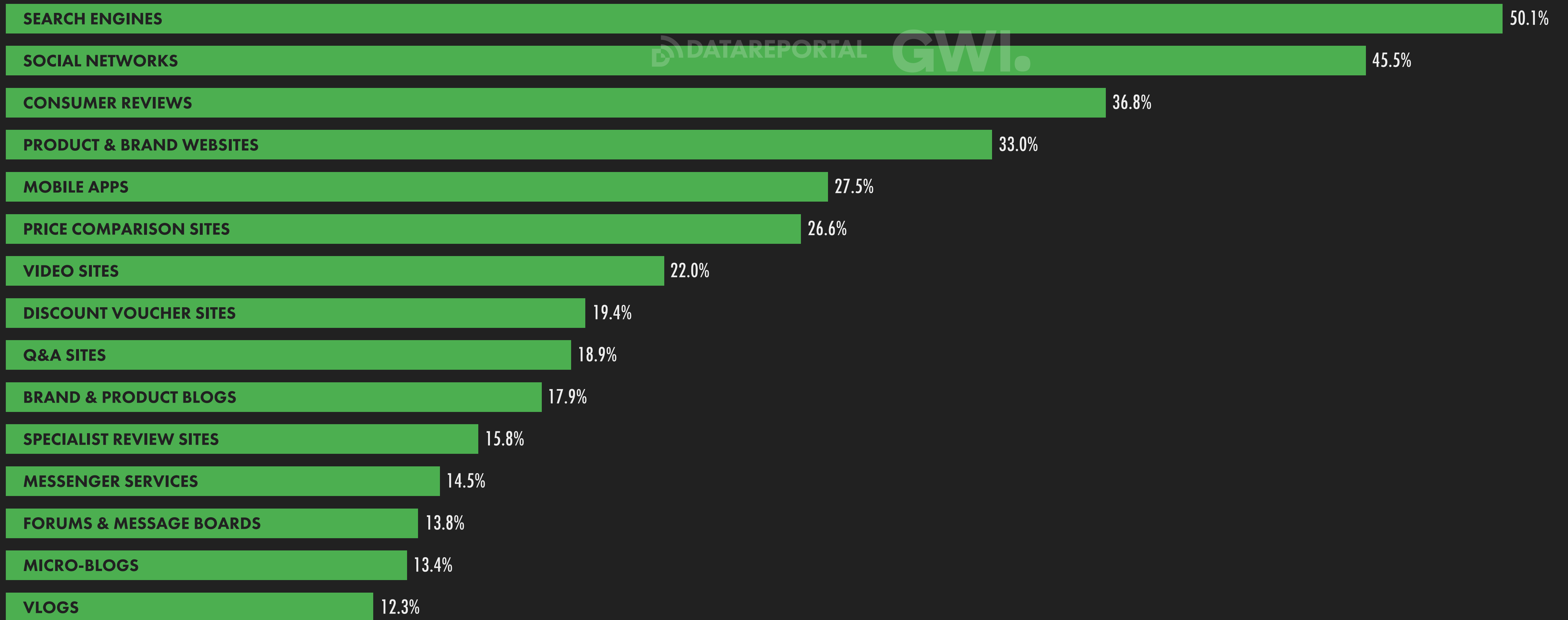
MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

16 TO 24 YEARS OLD		25 TO 34 YEARS OLD		35 TO 44 YEARS OLD		45 TO 54 YEARS OLD		55 TO 64 YEARS OLD	
SOCIAL NETWORKS	50.8%	SOCIAL NETWORKS	49.2%	SEARCH ENGINES	51.5%	SEARCH ENGINES	54.1%	SEARCH ENGINES	56.9%
SEARCH ENGINES	45.2%	SEARCH ENGINES	47.7%	SOCIAL NETWORKS	46.3%	SOCIAL NETWORKS	40.1%	CONSUMER REVIEWS	40.4%
CONSUMER REVIEWS	33.3%	CONSUMER REVIEWS	35.7%	CONSUMER REVIEWS	38.5%	CONSUMER REVIEWS	38.9%	PRODUCT & BRAND WEBSITES	36.8%
MOBILE APPS	31.1%	PRODUCT & BRAND WEBSITES	31.9%	PRODUCT & BRAND WEBSITES	34.8%	PRODUCT & BRAND WEBSITES	36.1%	SOCIAL NETWORKS	32.2%
PRODUCT & BRAND WEBSITES	28.7%	MOBILE APPS	29.9%	PRICE COMPARISON SITES	28.5%	PRICE COMPARISON SITES	29.4%	PRICE COMPARISON SITES	31.7%
VIDEO SITES	25.3%	PRICE COMPARISON SITES	25.3%	MOBILE APPS	27.8%	MOBILE APPS	23.4%	MOBILE APPS	20.0%
PRICE COMPARISON SITES	21.9%	VIDEO SITES	24.3%	VIDEO SITES	22.5%	DISCOUNT VOUCHER SITES	18.6%	SPECIALIST REVIEW SITES	17.0%
Q&A SITES	19.6%	DISCOUNT VOUCHER SITES	20.2%	DISCOUNT VOUCHER SITES	20.3%	VIDEO SITES	18.3%	Q&A SITES	16.3%
DISCOUNT VOUCHER SITES	19.5%	Q&A SITES	19.6%	Q&A SITES	19.5%	Q&A SITES	17.8%	DISCOUNT VOUCHER SITES	16.2%
BRAND & PRODUCT BLOGS	19.0%	BRAND & PRODUCT BLOGS	19.5%	BRAND & PRODUCT BLOGS	19.1%	SPECIALIST REVIEW SITES	17.3%	VIDEO SITES	14.3%

SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **COMPARABILITY:** STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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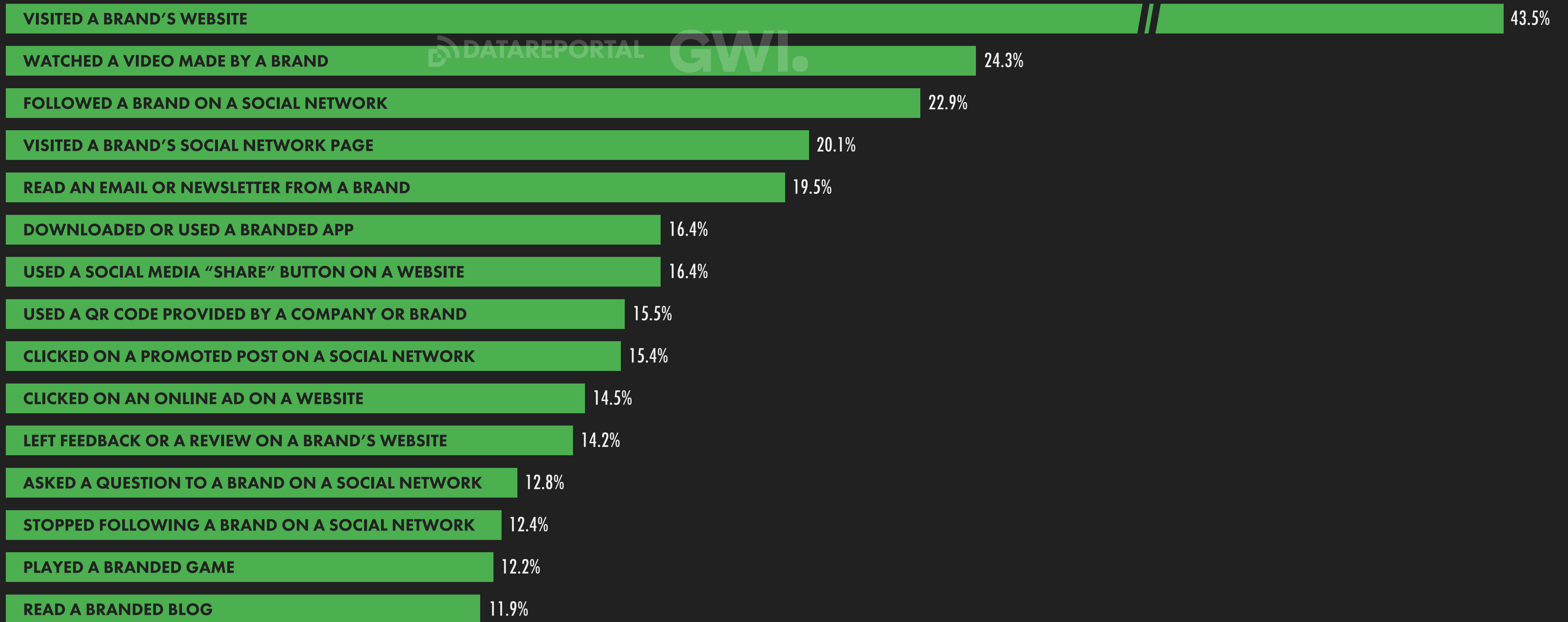
ONLINE BRAND INTERACTIONS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGED IN EACH ACTION IN THE PAST MONTH

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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ONLINE BRAND INTERACTIONS

PERCENTAGE OF INTERNET USERS WHO ENGAGED IN EACH BRAND-RELATED ACTION IN THE PAST MONTH

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

16 TO 24 YEARS OLD	25 TO 34 YEARS OLD	35 TO 44 YEARS OLD	45 TO 54 YEARS OLD	55 TO 64 YEARS OLD
VISITED A BRAND'S WEBSITE 43.3%	VISITED A BRAND'S WEBSITE 42.8%	VISITED A BRAND'S WEBSITE 43.2%	VISITED A BRAND'S WEBSITE 44.0%	VISITED A BRAND'S WEBSITE 45.2%
WATCHED A VIDEO MADE BY A BRAND 25.0%	WATCHED A VIDEO MADE BY A BRAND 24.9%	WATCHED A VIDEO MADE BY A BRAND 25.0%	WATCHED A VIDEO MADE BY A BRAND 23.4%	READ AN EMAIL OR NEWS-LETTER FROM A BRAND 24.7%
FOLLOWED A BRAND ON A SOCIAL NETWORK 23.8%	FOLLOWED A BRAND ON A SOCIAL NETWORK 24.8%	FOLLOWED A BRAND ON A SOCIAL NETWORK 24.1%	FOLLOWED A BRAND ON A SOCIAL NETWORK 21.7%	WATCHED A VIDEO MADE BY A BRAND 21.2%
DOWNLOADED OR USED A BRANDED APP 20.0%	VISITED A BRAND'S SOCIAL NETWORK PAGE 21.2%	VISITED A BRAND'S SOCIAL NETWORK PAGE 21.9%	READ AN EMAIL OR NEWS-LETTER FROM A BRAND 20.8%	FOLLOWED A BRAND ON A SOCIAL NETWORK 16.8%
VISITED A BRAND'S SOCIAL NETWORK PAGE 19.8%	READ AN EMAIL OR NEWS-LETTER FROM A BRAND 18.1%	READ AN EMAIL OR NEWS-LETTER FROM A BRAND 19.8%	VISITED A BRAND'S SOCIAL NETWORK PAGE 19.3%	VISITED A BRAND'S SOCIAL NETWORK PAGE 15.9%
READ AN EMAIL OR NEWS-LETTER FROM A BRAND 17.0%	USED A SOCIAL "SHARE" BUTTON ON A WEBSITE 17.7%	DOWNLOADED OR USED A BRANDED APP 17.0%	USED A SOCIAL "SHARE" BUTTON ON A WEBSITE 15.6%	CLICKED ON AN AD ON A WEBSITE 14.2%
USED A SOCIAL "SHARE" BUTTON ON A WEBSITE 16.8%	DOWNLOADED OR USED A BRANDED APP 17.3%	USED A SOCIAL "SHARE" BUTTON ON A WEBSITE 17.0%	USED A QR CODE PROVIDED BY A COMPANY OR BRAND 15.3%	USED A QR CODE PROVIDED BY A COMPANY OR BRAND 13.6%
CLICKED ON A PROMOTED POST ON SOCIAL MEDIA 16.2%	CLICKED ON A PROMOTED POST ON SOCIAL MEDIA 16.8%	CLICKED ON A PROMOTED POST ON SOCIAL MEDIA 16.4%	CLICKED ON AN AD ON A WEBSITE 14.4%	USED A SOCIAL "SHARE" BUTTON ON A WEBSITE 13.2%
PLAYED A BRANDED GAME 16.2%	USED A QR CODE PROVIDED BY A COMPANY OR BRAND 15.7%	USED A QR CODE PROVIDED BY A COMPANY OR BRAND 16.3%	CLICKED ON A PROMOTED POST ON SOCIAL MEDIA 14.1%	LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE 12.9%
USED A QR CODE PROVIDED BY A COMPANY OR BRAND 15.6%	LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE 14.8%	LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE 15.3%	LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE 13.2%	CLICKED ON A PROMOTED POST ON SOCIAL MEDIA 10.7%

SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **COMPARABILITY:** STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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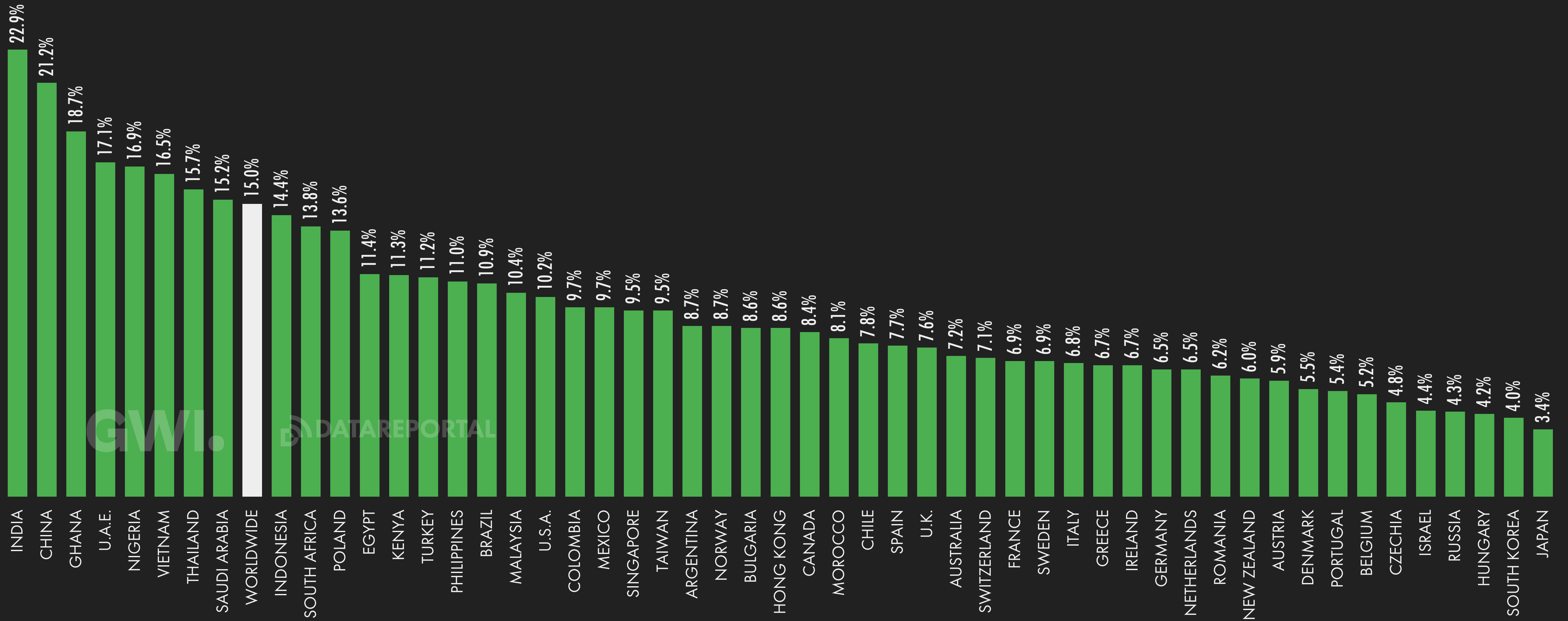
REPRESENTATIVENESS OF ADVERTISING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE, REGARDLESS OF CHANNEL OR MEDIUM

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



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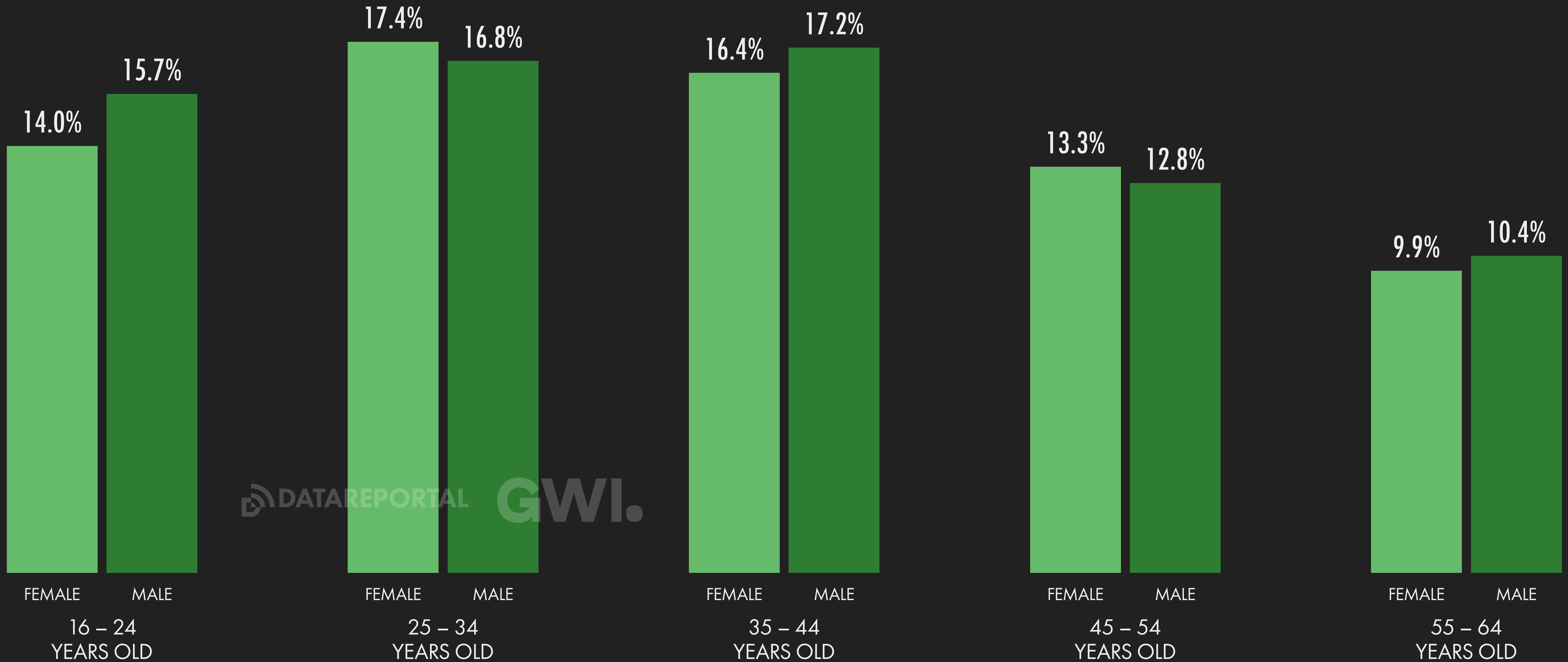
REPRESENTATIVENESS OF ADVERTISING

PERCENTAGE OF INTERNET USERS WHO FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE, REGARDLESS OF CHANNEL OR MEDIUM

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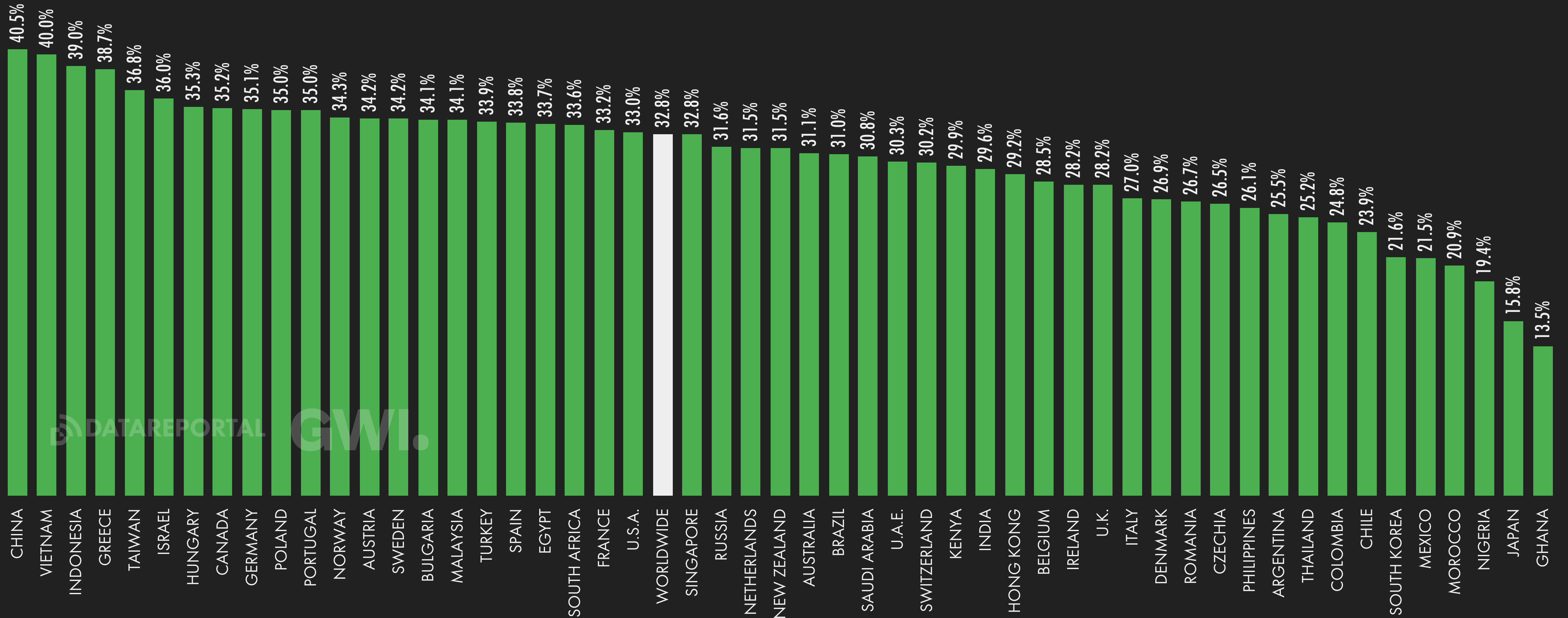
USE OF AD BLOCKERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE TOOLS TO BLOCK ADVERTISING FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES

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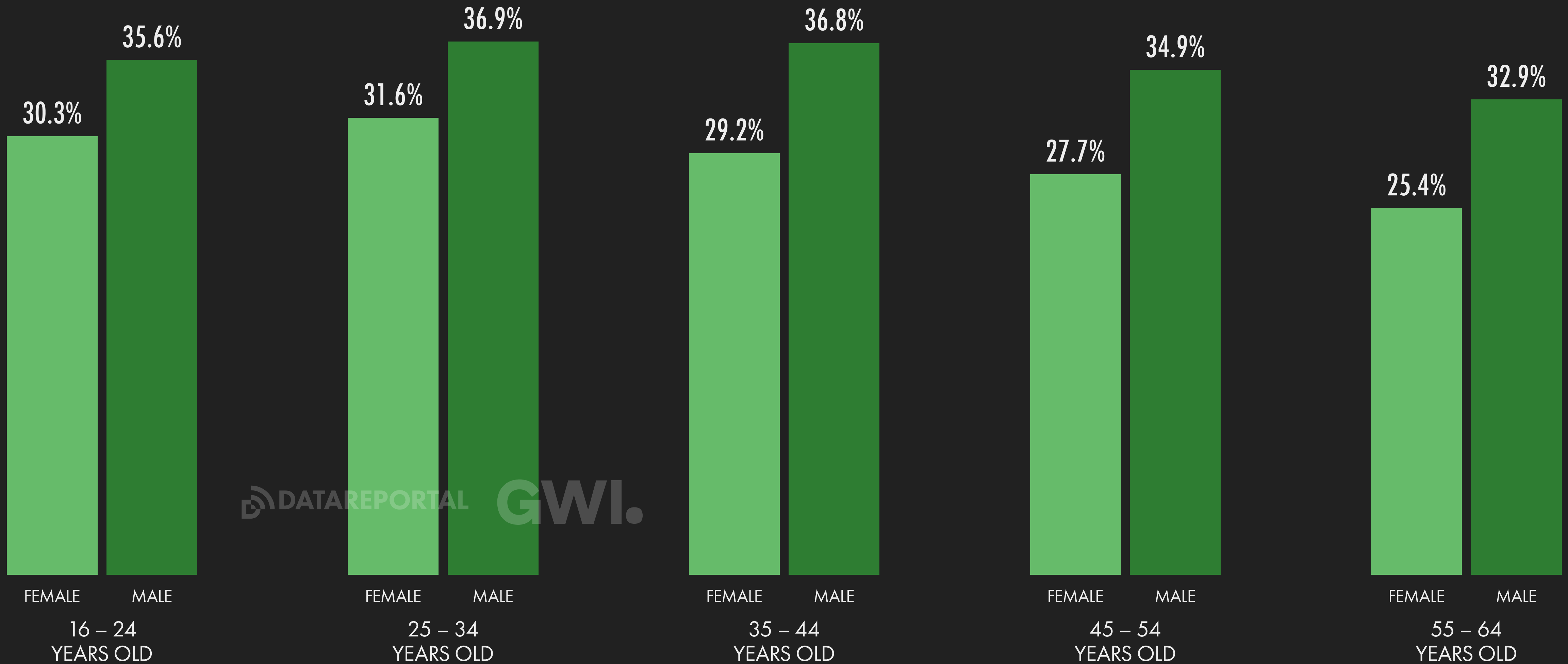
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REASONS FOR USING AD BLOCKERS

PRIMARY REASONS FOR USING AD BLOCKERS AMONGST INTERNET USERS AGED 16 TO 64 WHO USE AD BLOCKERS AT LEAST SOME OF THE TIME

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GLOBAL OVERVIEW

THERE ARE TOO MANY ADS

62.1%



ADS GET IN THE WAY

54.2%

TO PROTECT MY PRIVACY

40.5%

ADS AREN'T RELEVANT TO ME

39.2%

TO STOP INAPPROPRIATE CONTENT BEING SHOWN

38.2%

TO IMPROVE DEVICE PERFORMANCE

31.5%

TO STOP COMPANIES COLLECTING DATA ABOUT ME

26.4%

SOURCE: GWI (Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** PERCENTAGES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT THEY USE AN AD-BLOCKING TOOL FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES. **COMPARABILITY:** STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

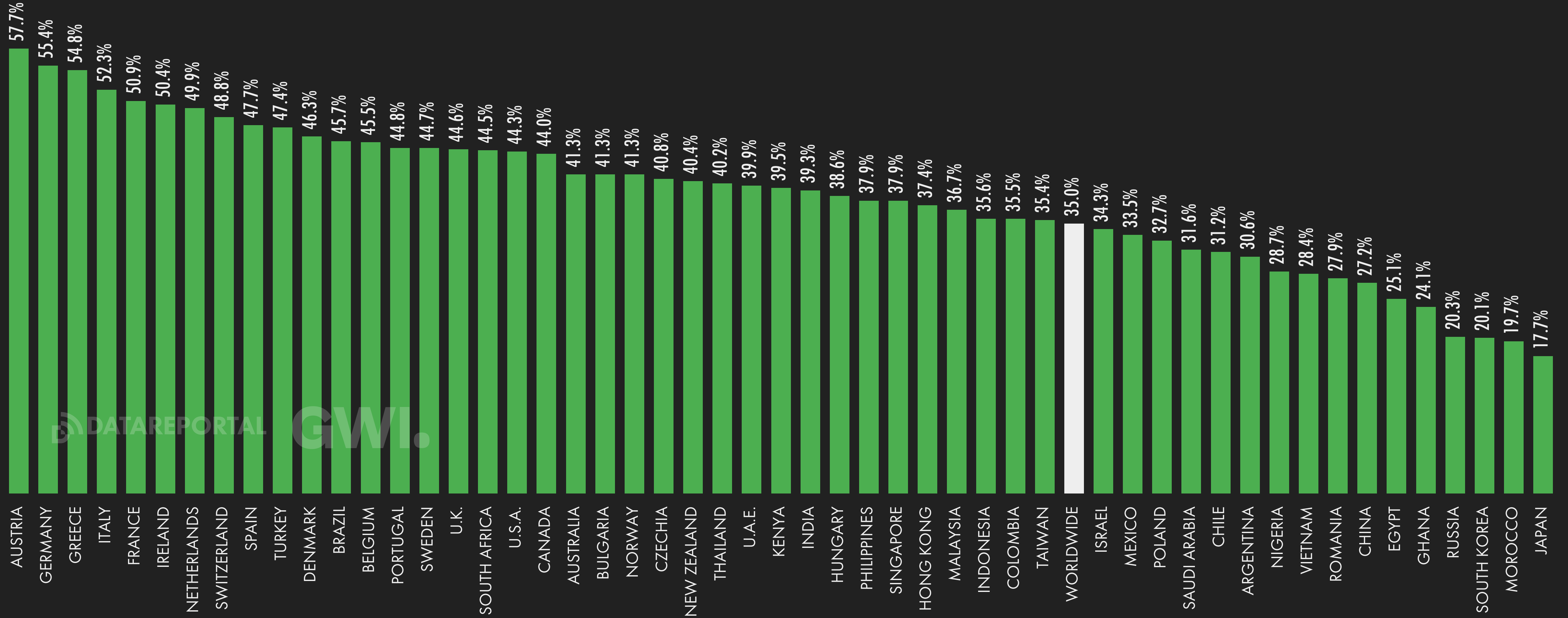
DECLINE COOKIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DECLINE COOKIES AT LEAST SOME OF THE TIME

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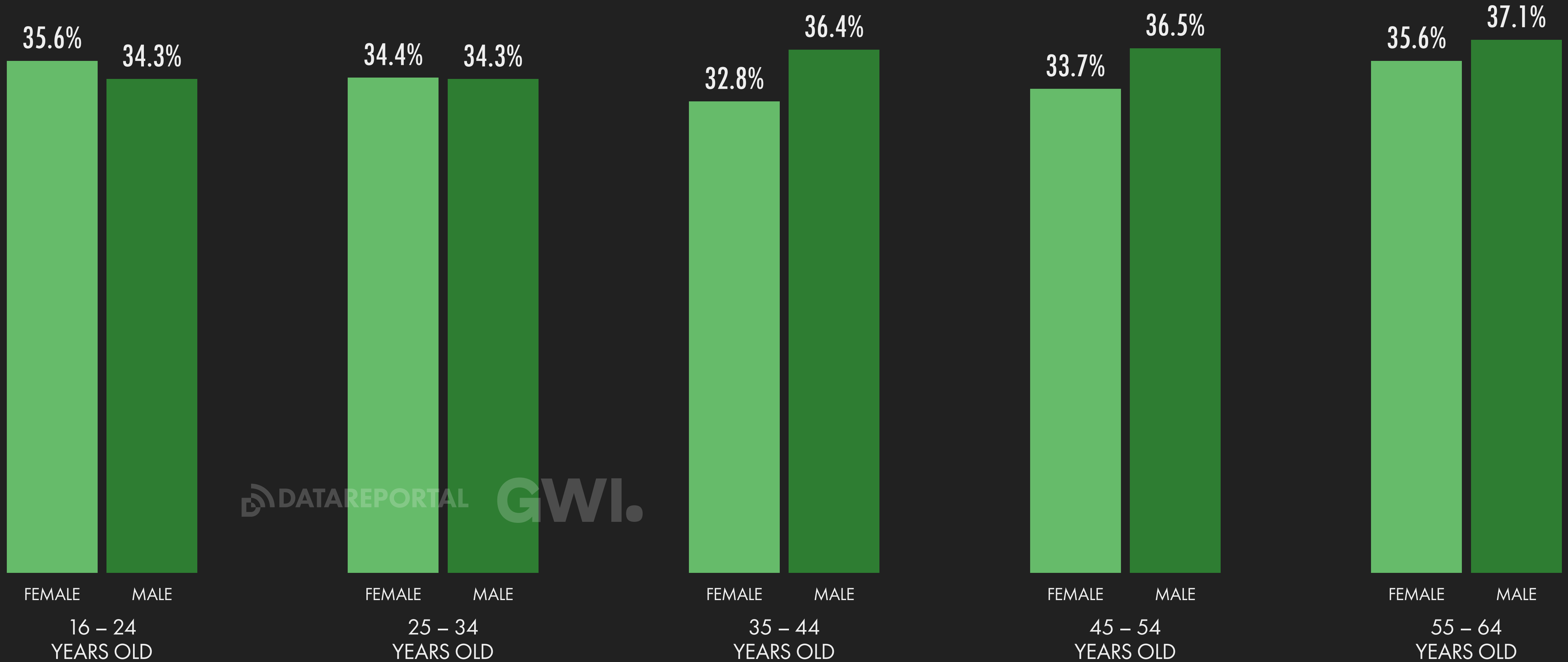
DECLINE COOKIES

PERCENTAGE OF INTERNET USERS WHO DECLINE COOKIES AT LEAST SOME OF THE TIME

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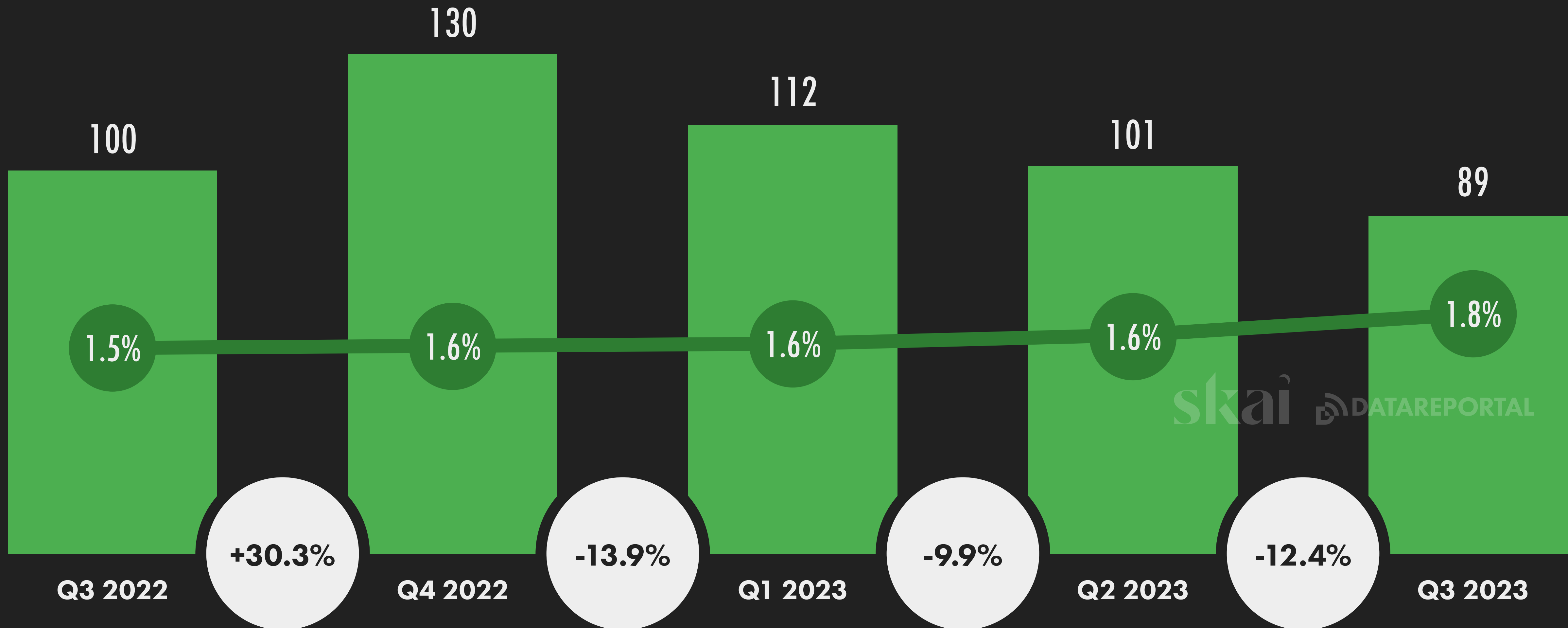
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SEARCH ADVERTISING: IMPRESSIONS & CTR

TOTAL PAID ONLINE SEARCH AD IMPRESSIONS (REPORTED AS AN INDEX), AND AVERAGE SEARCH AD CLICK-THROUGH RATE (CTR)



GLOBAL OVERVIEW



SOURCE: SKAI. **NOTES:** GREEN BARS SHOW TOTAL SEARCH AD IMPRESSIONS IN EACH QUARTER AS AN INDEX OF TOTAL SEARCH AD IMPRESSIONS IN THE LEFTMOST QUARTER. VALUES IN GREEN CIRCLES SHOW CLICK-THROUGH RATE ON SEARCH ADS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SEARCH AD IMPRESSIONS. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

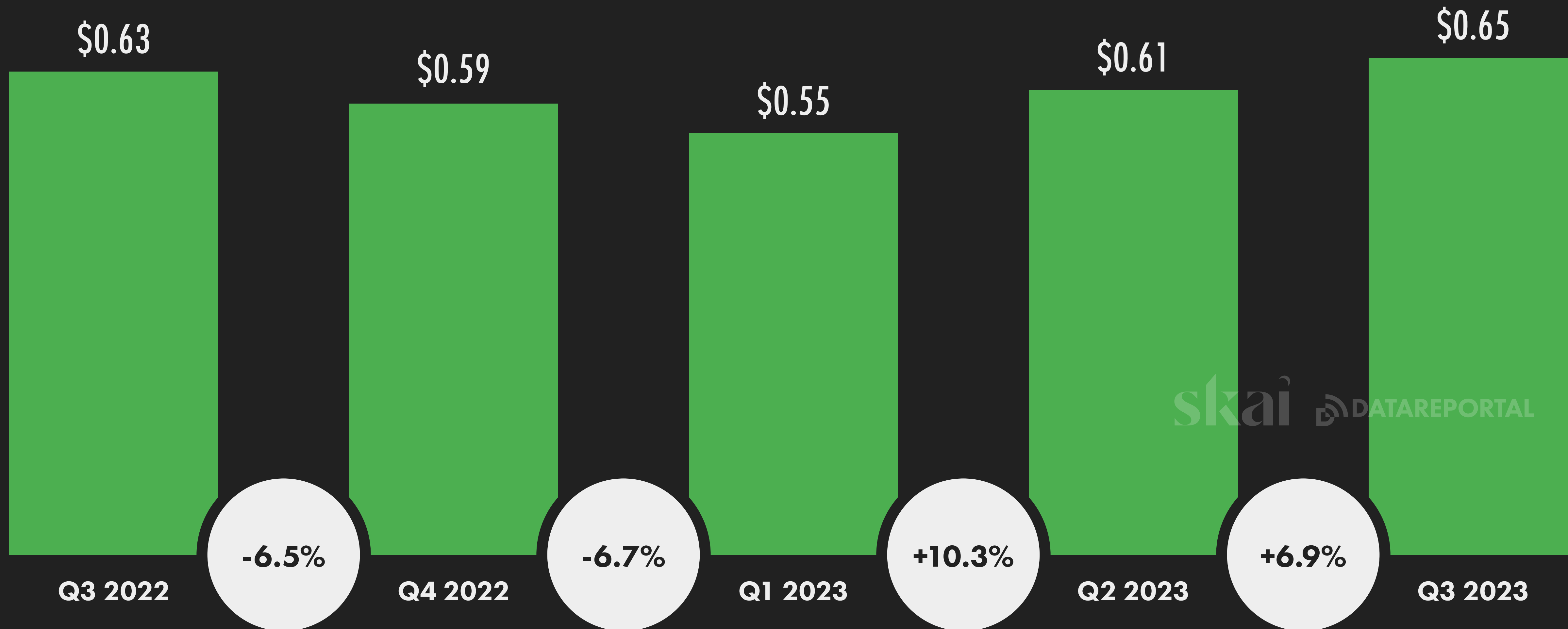
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SEARCH ADVERTISING: AVERAGE CPC

AVERAGE COST-PER-CLICK OF PAID ONLINE SEARCH ADS (U.S. DOLLARS)



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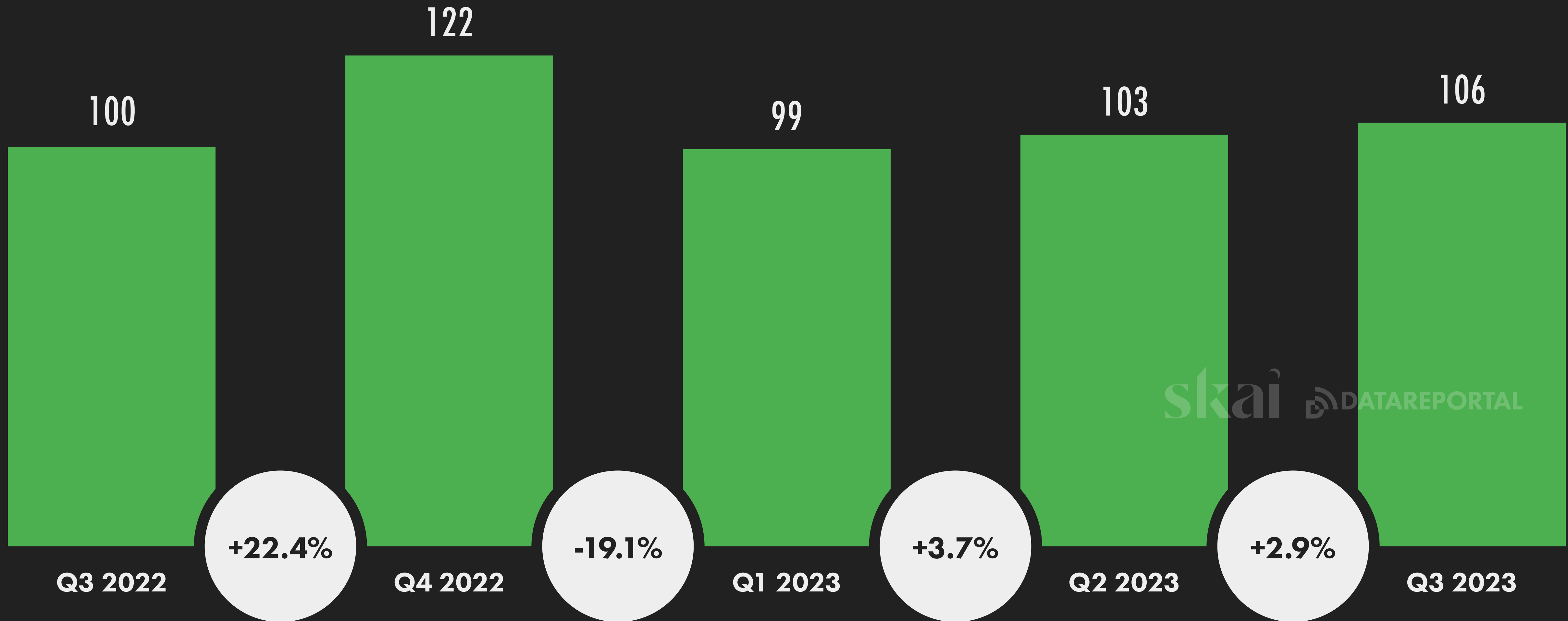
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SOURCE: SKAI. **NOTES:** GREEN BARS SHOW AVERAGE SEARCH AD COST-PER-CLICK. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN AVERAGE SEARCH AD COST-PER-CLICK. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

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SEARCH ADVERTISING: TOTAL SPEND

TOTAL AMOUNT SPENT ON PAID ONLINE SEARCH AD PLACEMENTS (REPORTED AS AN INDEX)

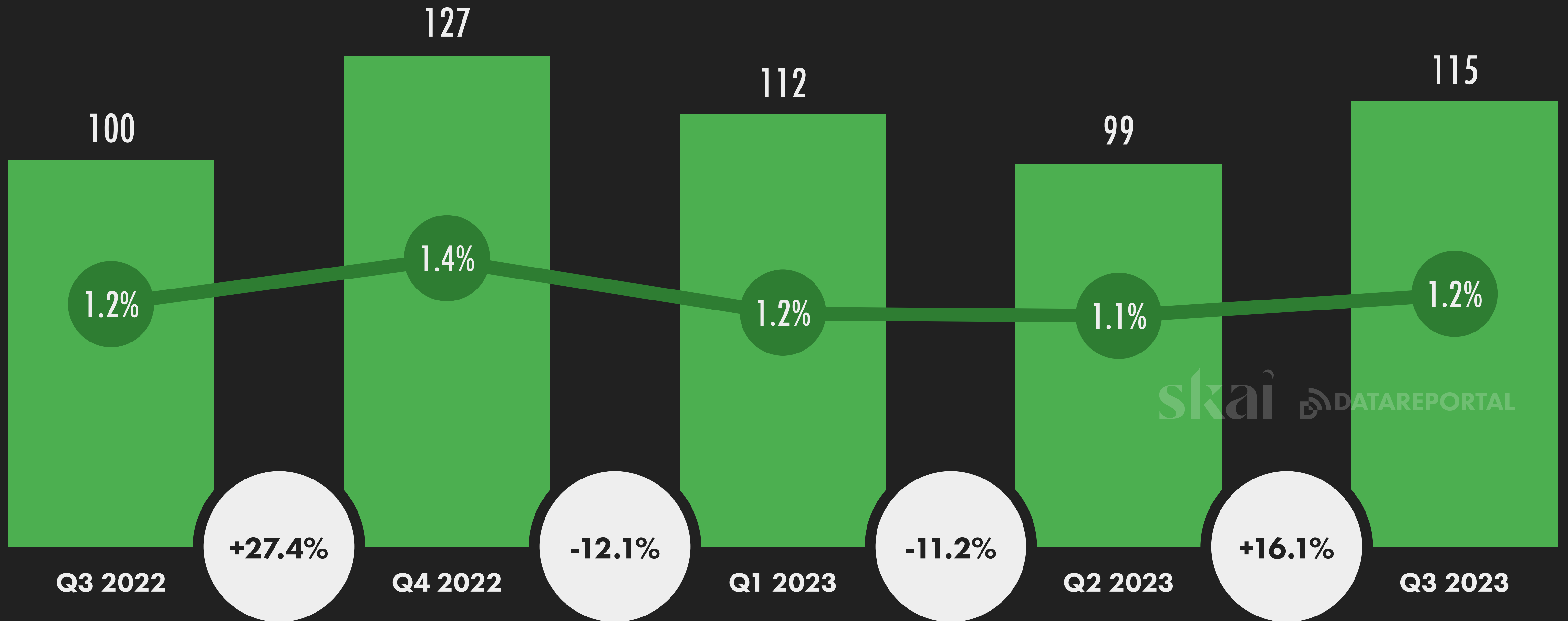


SOURCE: SKAI. **NOTES:** GREEN BARS SHOW TOTAL SEARCH AD SPEND IN EACH QUARTER AS AN INDEX OF TOTAL SEARCH AD SPEND IN THE LEFTMOST QUARTER. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SEARCH AD SPEND. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

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SOCIAL MEDIA ADVERTISING: IMPRESSIONS & CTR

TOTAL PAID SOCIAL MEDIA AD IMPRESSIONS (REPORTED AS AN INDEX), AND AVERAGE SOCIAL MEDIA AD CLICK-THROUGH RATE (CTR)

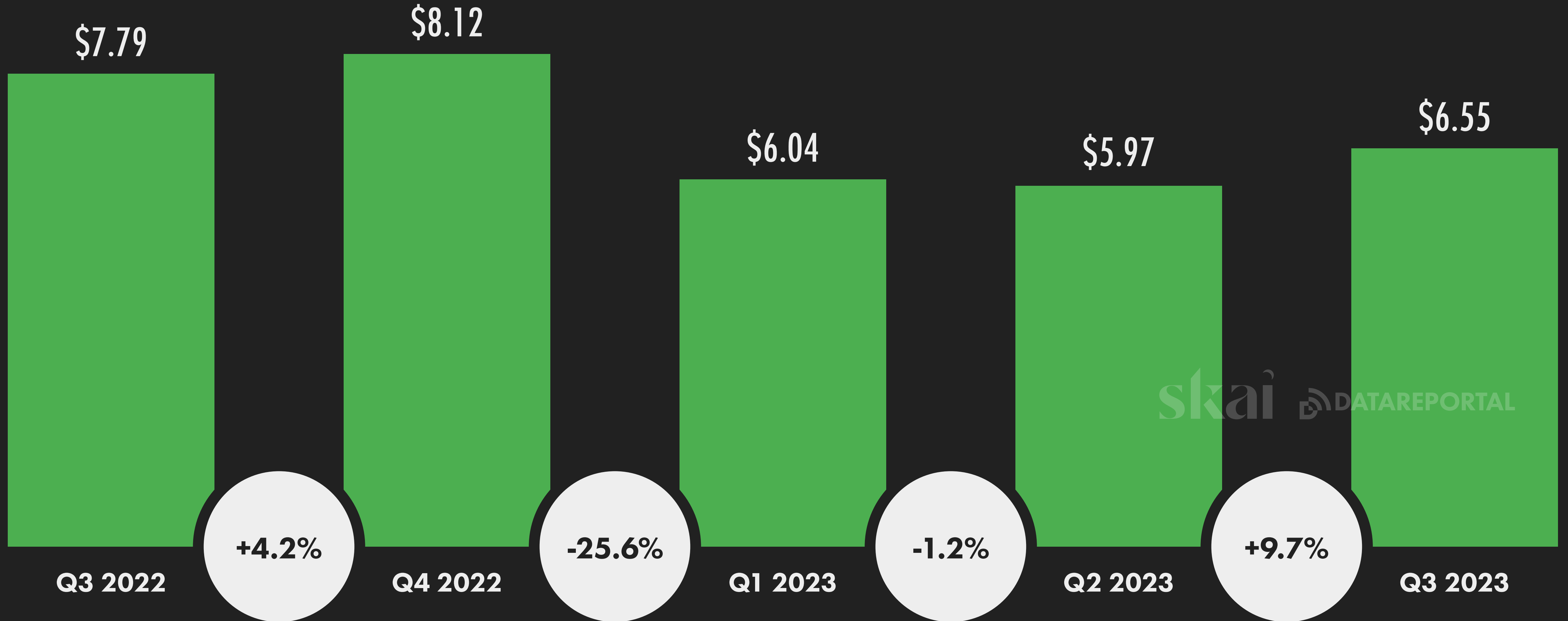


SOURCE: SKAI. **NOTES:** GREEN BARS SHOW TOTAL SOCIAL MEDIA AD IMPRESSIONS IN EACH QUARTER AS AN INDEX OF TOTAL SOCIAL MEDIA AD IMPRESSIONS IN THE LEFTMOST QUARTER. VALUES IN GREEN CIRCLES SHOW CLICK-THROUGH RATE ON SOCIAL MEDIA ADS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SOCIAL MEDIA AD IMPRESSIONS. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

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SOCIAL MEDIA ADVERTISING: AVERAGE CPM

AVERAGE COST PER 1,000 PAID SOCIAL MEDIA AD IMPRESSIONS (U.S. DOLLARS)

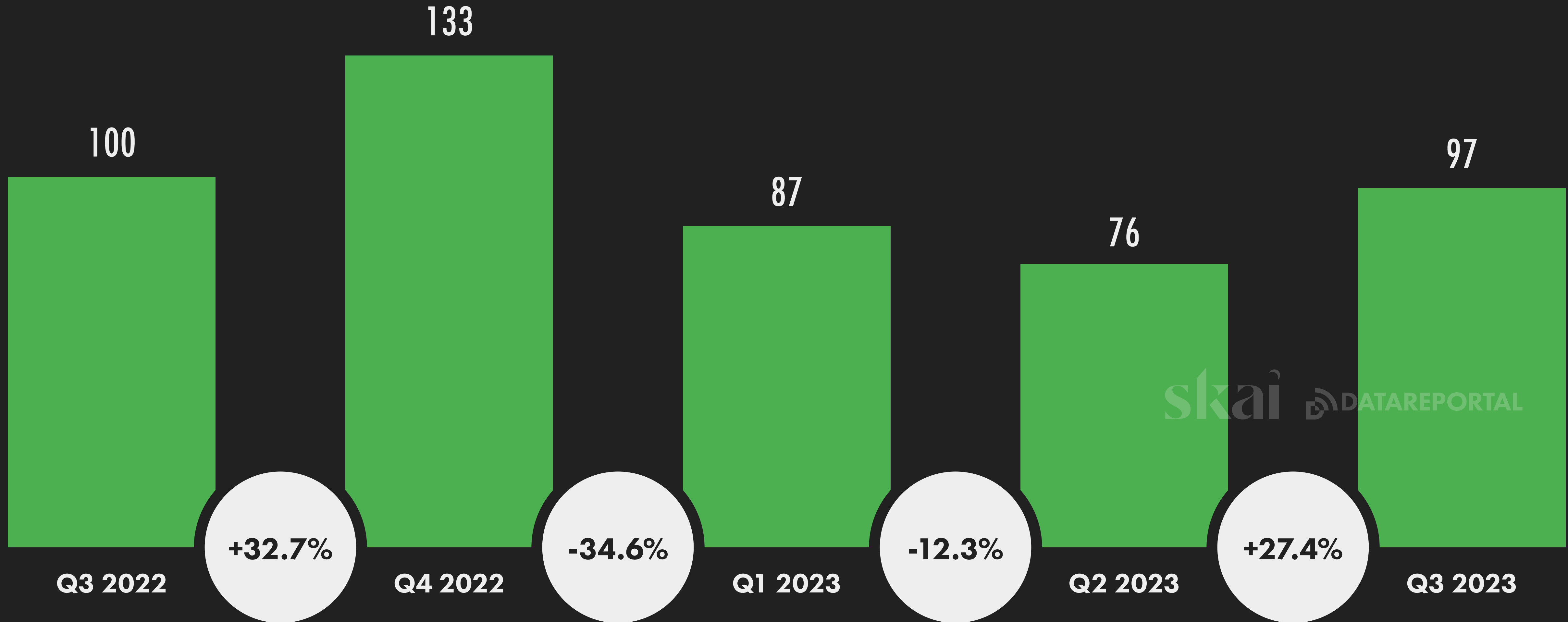


SOURCE: SKAI. **NOTES:** GREEN BARS SHOW THE AVERAGE COST OF 1,000 SOCIAL MEDIA AD IMPRESSIONS (CPM). VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN AVERAGE SOCIAL MEDIA AD CPM. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

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SOCIAL MEDIA ADVERTISING: TOTAL SPEND

TOTAL AMOUNT SPENT ON PAID SOCIAL MEDIA AD PLACEMENTS (REPORTED AS AN INDEX)



SOURCE: SKAI. **NOTES:** GREEN BARS SHOW TOTAL SOCIAL MEDIA AD SPEND IN EACH QUARTER AS AN INDEX OF TOTAL SOCIAL MEDIA AD SPEND IN THE LEFTMOST QUARTER. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SOCIAL MEDIA AD SPEND. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.



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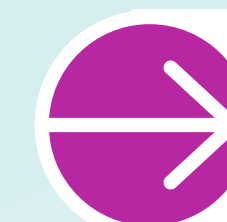
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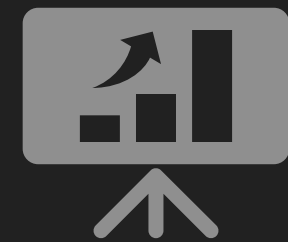
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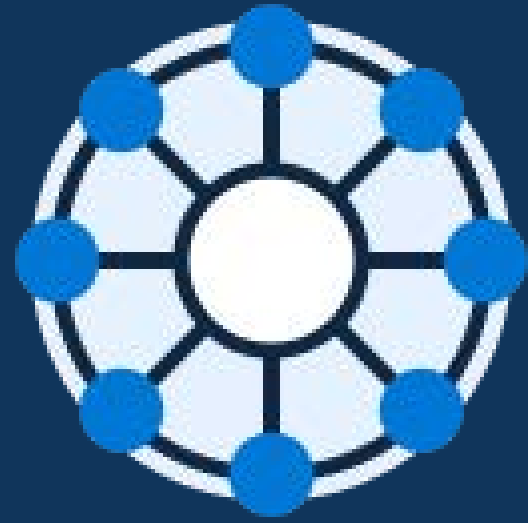
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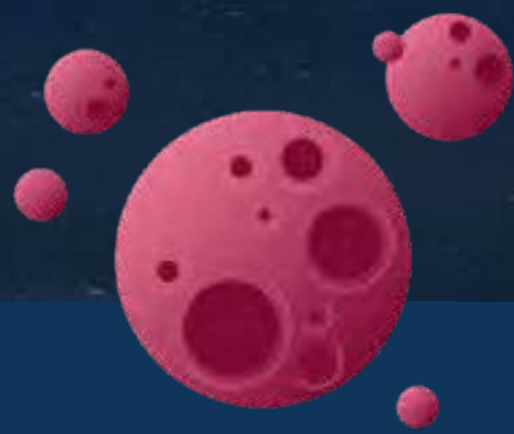


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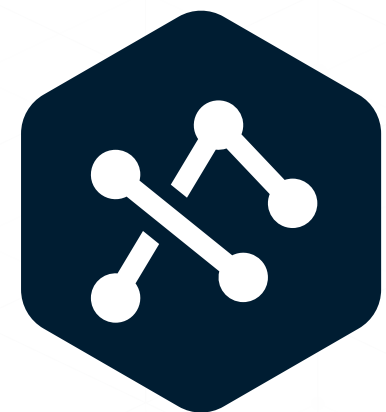
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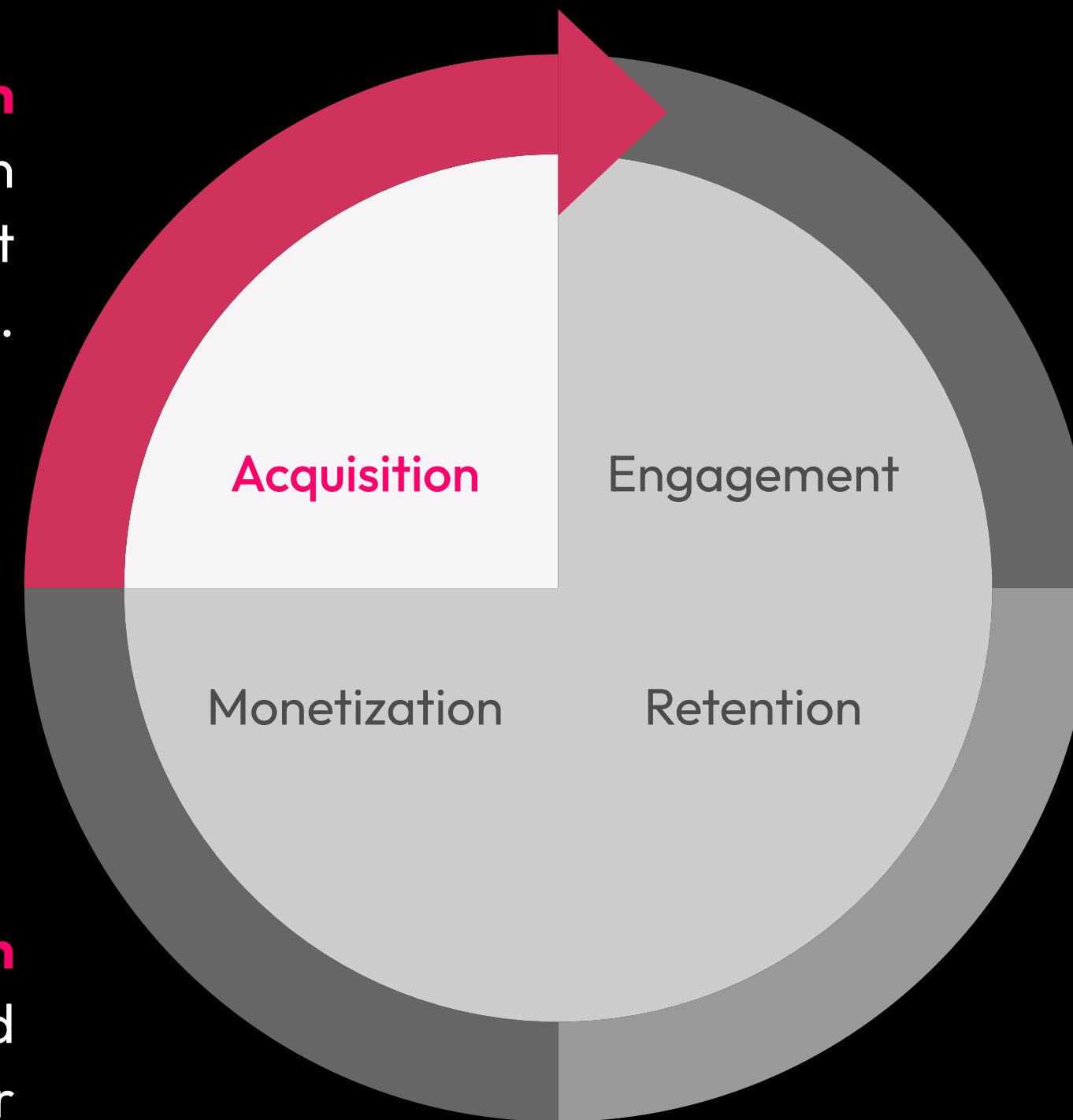
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NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

Note: This page is a summary of our comprehensive notes on data variance, potential mismatches, and curiosities, which you can read in full at <https://datareportal.com/notes-on-data>.

This report features data from a wide variety of different sources, including market research agencies, internet and social media companies, governments, public bodies, news media, and private individuals, as well as extrapolations and analysis of that data.

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

Please note that some data points may only be available for a limited selection of countries, so we may not be able to report the same data in all reports.

From time to time, we may also **change the source(s)** that we use to inform specific data points. As a result, some figures may appear to change in unexpected ways from one report to another. Wherever we're aware of these changes, we include details in the

footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to research samples, base data, research methodologies, and approaches to reporting may mean that values are **not comparable**.

Furthermore, due to the differing data collection and treatment methodologies, and the different periods during which data have been collected, there may be significant differences in the reported metrics for similar data points throughout this report. For example, data from surveys often varies over time, even if that data has been collected by the same organisation using the same approach in each wave of their research.

In particular, reports of internet user numbers vary considerably between different sources and over time. In part, this is because there are significant challenges associated with collecting, analysing, and publishing internet user data on a regular basis, not least because research into public internet use necessitates the use of face-to-face surveys. Different organisations may also adopt different approaches to sampling the population for research into internet use, and variations in areas such as the age range of the survey population, or the balance between urban and rural respondents, may play an important role in determining eventual findings. Note that COVID-19 has limited internet user research.

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we **no longer include this data** in our internet user figures. This is because the user numbers reported by social media platforms are typically based on **active user accounts**, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

As a result, the figures we report for social media users may **exceed** internet user numbers. However, while this may seem counter-intuitive or surprising, such instances do not represent errors in the data or in our reporting. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple social media accounts, or 'non-human' social media accounts.

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

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