



DIGITAL 2024

INDONESIA

THE ESSENTIAL GUIDE TO THE LATEST CONNECTED BEHAVIOURS

we
are
social

⟨O⟩ Meltwater

**we
are.
social**

 **Meltwater**

PARTNERS THAT MAKE THE GLOBAL DIGITAL REPORTS SERIES POSSIBLE



GWI



STATISTA



GSMA INTELLIGENCE



DATA.AI



SIMILARWEB



SEMRUSH



OOKLA



SKAI



LOCOWISE



SOCIALINSIDER



PPRO



KEPIOS

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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



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. When we're aware of the potential for historical mismatches, we include a note on **comparability** in the footnotes of each relevant slide. Where we include such advisories, or 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 previous reports, so we **strongly advise readers not to compare** these figures with 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 our previous reports. However, these revisions

do not necessarily imply any change in the 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 groups, 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, but such anomalies do not represent mistakes. For more information, please read our notes on data variance, mismatches, and curiosities: <https://datareportal.com/notes-on-data>.



GLOBAL HEADLINES

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GLOBAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.



GLOBAL OVERVIEW

TOTAL
POPULATION



we
are
social

8.08
BILLION

YEAR-ON-YEAR CHANGE

+0.9%
+74 MILLION

URBANISATION

57.7%

CELLULAR MOBILE
CONNECTIONS



Meltwater

8.65
BILLION

YEAR-ON-YEAR CHANGE

+1.9%
+160 MILLION

TOTAL vs. POPULATION

107.0%

INDIVIDUALS USING
THE INTERNET



Meltwater

5.35
BILLION

YEAR-ON-YEAR CHANGE

+1.8%
+97 MILLION

TOTAL vs. POPULATION

66.2%

SOCIAL MEDIA
USER IDENTITIES



5.04
BILLION

YEAR-ON-YEAR CHANGE

+5.6%
+266 MILLION

TOTAL vs. POPULATION

62.3%

SOURCES: U.N.; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; KANTAR & IAMAI; PLATFORM RESOURCES; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES vs. COUNTRY AND REGIONAL DATA, SO SUMS MAY NOT MATCH. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE DATA CORRECTIONS, AND **MAY NOT** REPRESENT DECREASES IN THE RELEVANT METRIC. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS**. PLEASE SEE [NOTES ON DATA](#).

we
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Meltwater

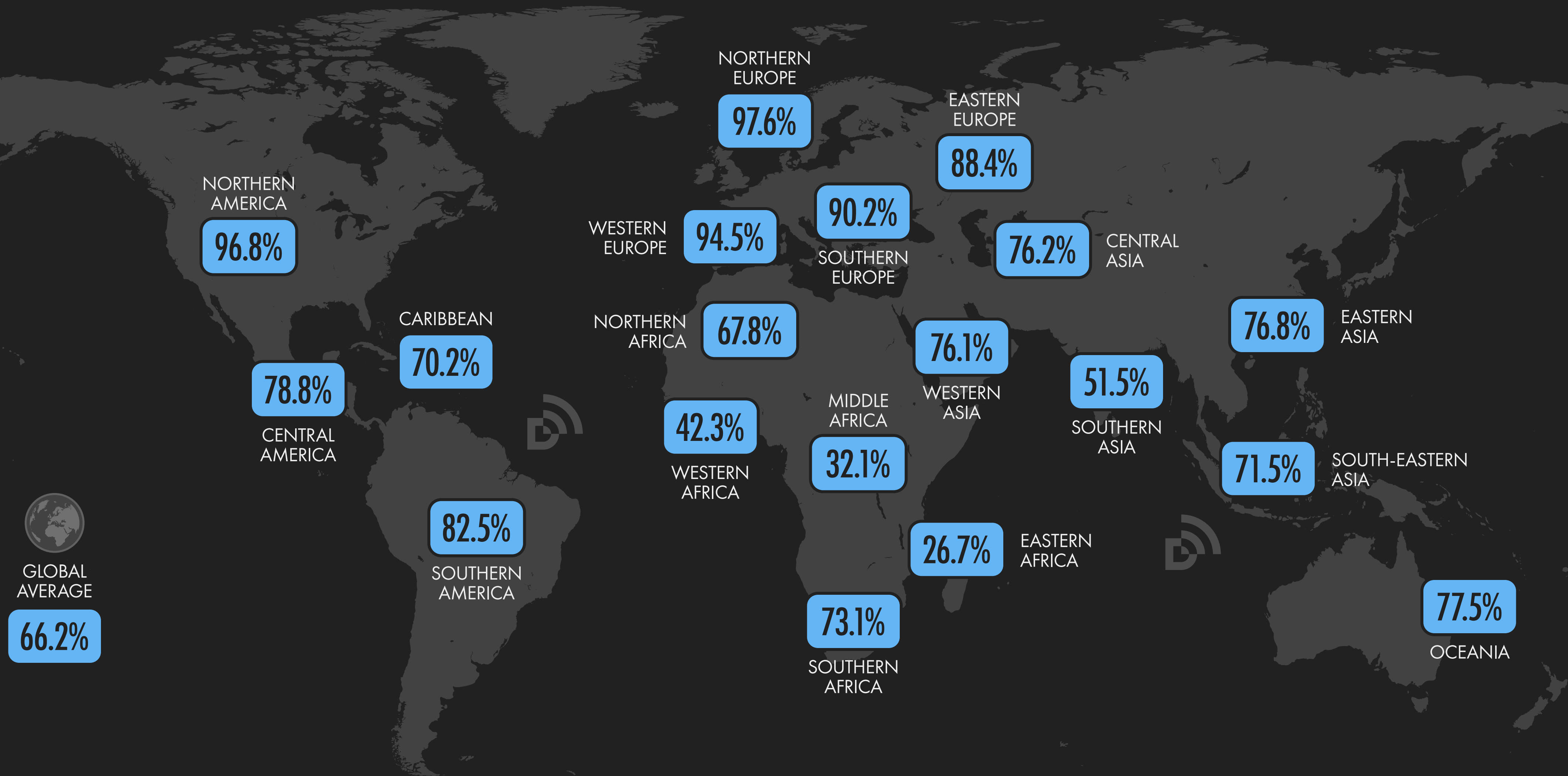
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INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION



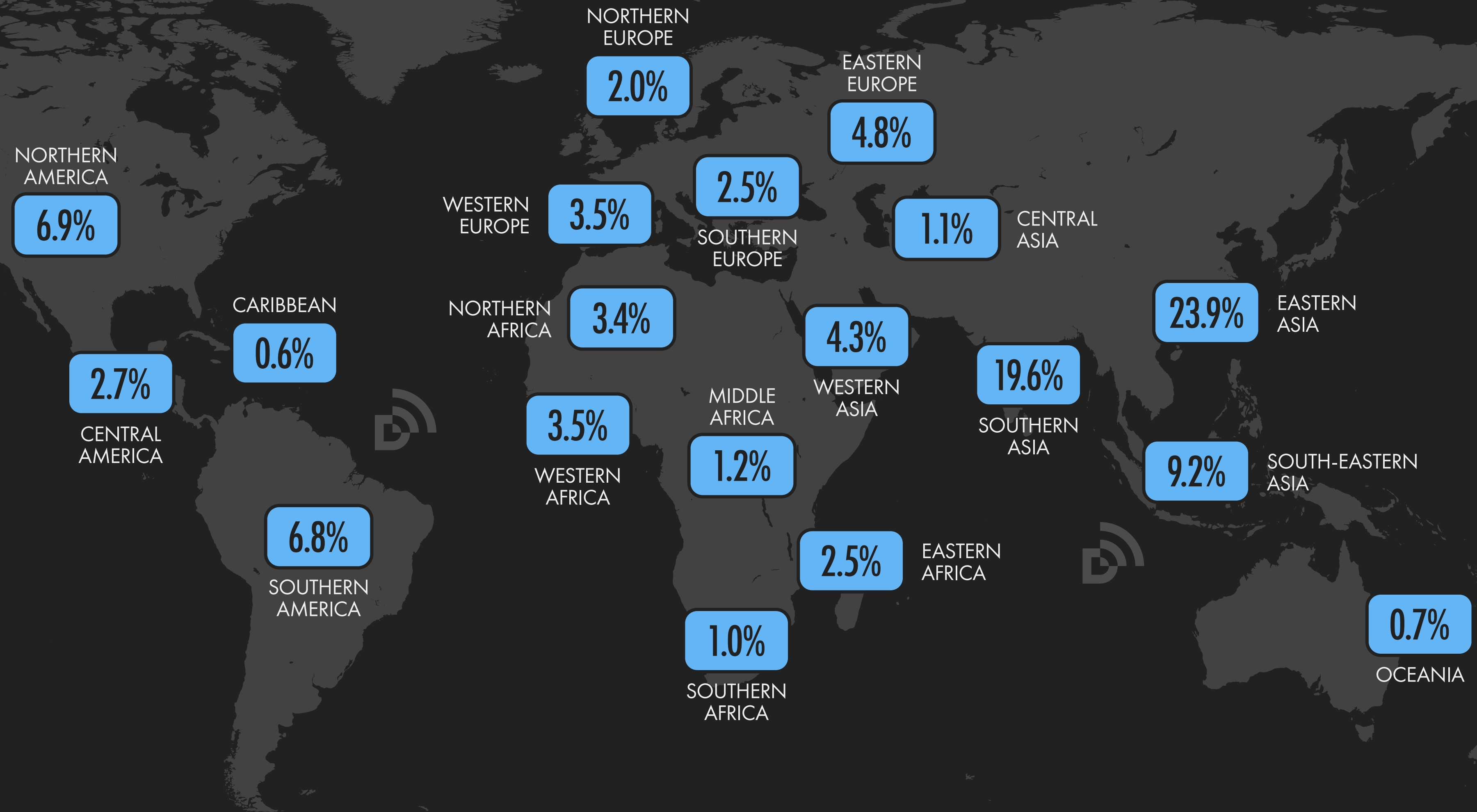
GLOBAL OVERVIEW



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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



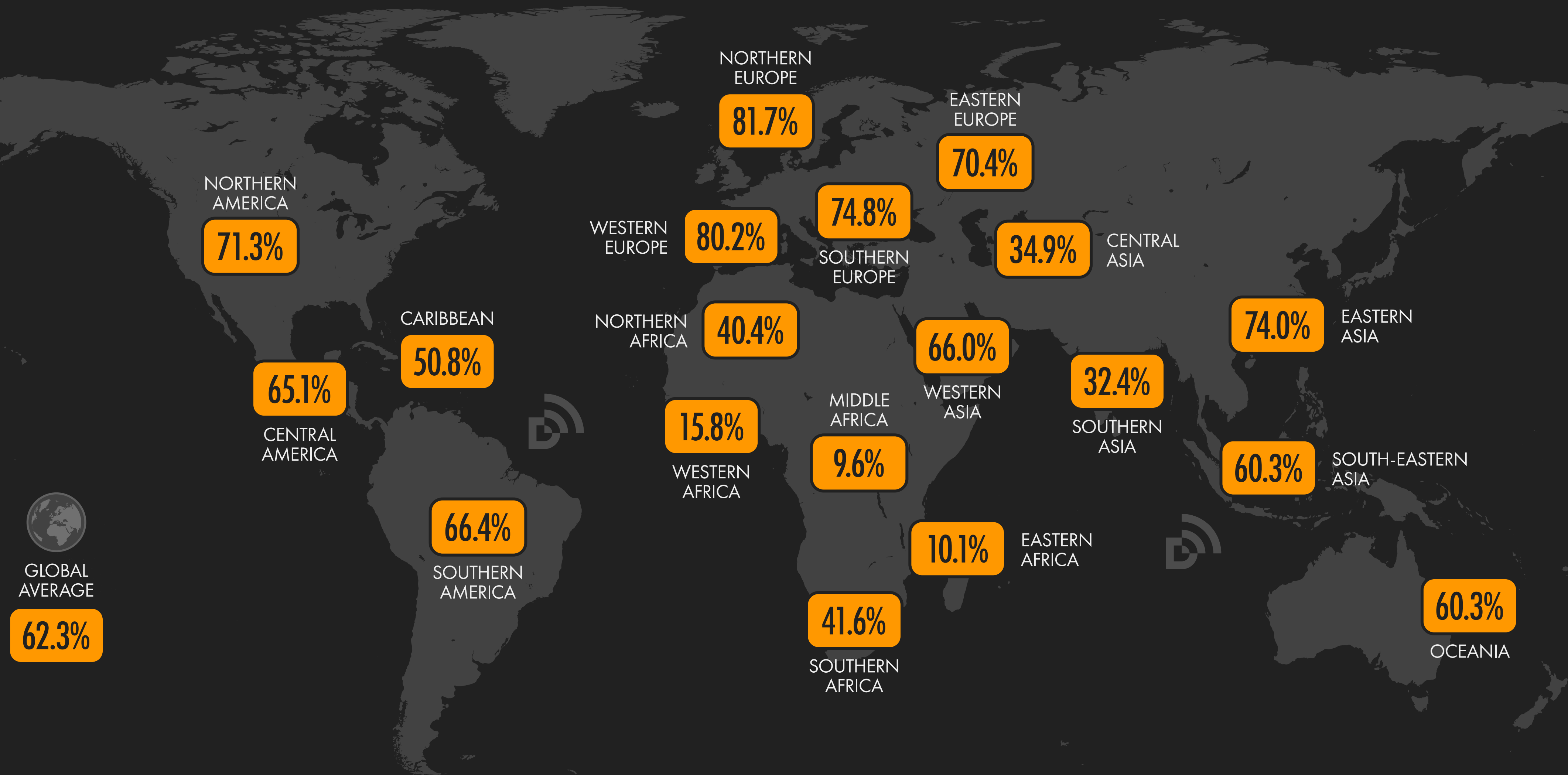
SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMA; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTES:** REGIONS BASED ON THE UNITED NATIONS GEOScheme. LOCAL COUNTRY VALUES HAVE BEEN CAPPED AT 99% OF THE POPULATION. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE [NOTES ON DATA](#).

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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)

GLOBAL OVERVIEW



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 SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE [NOTES ON DATA](#).

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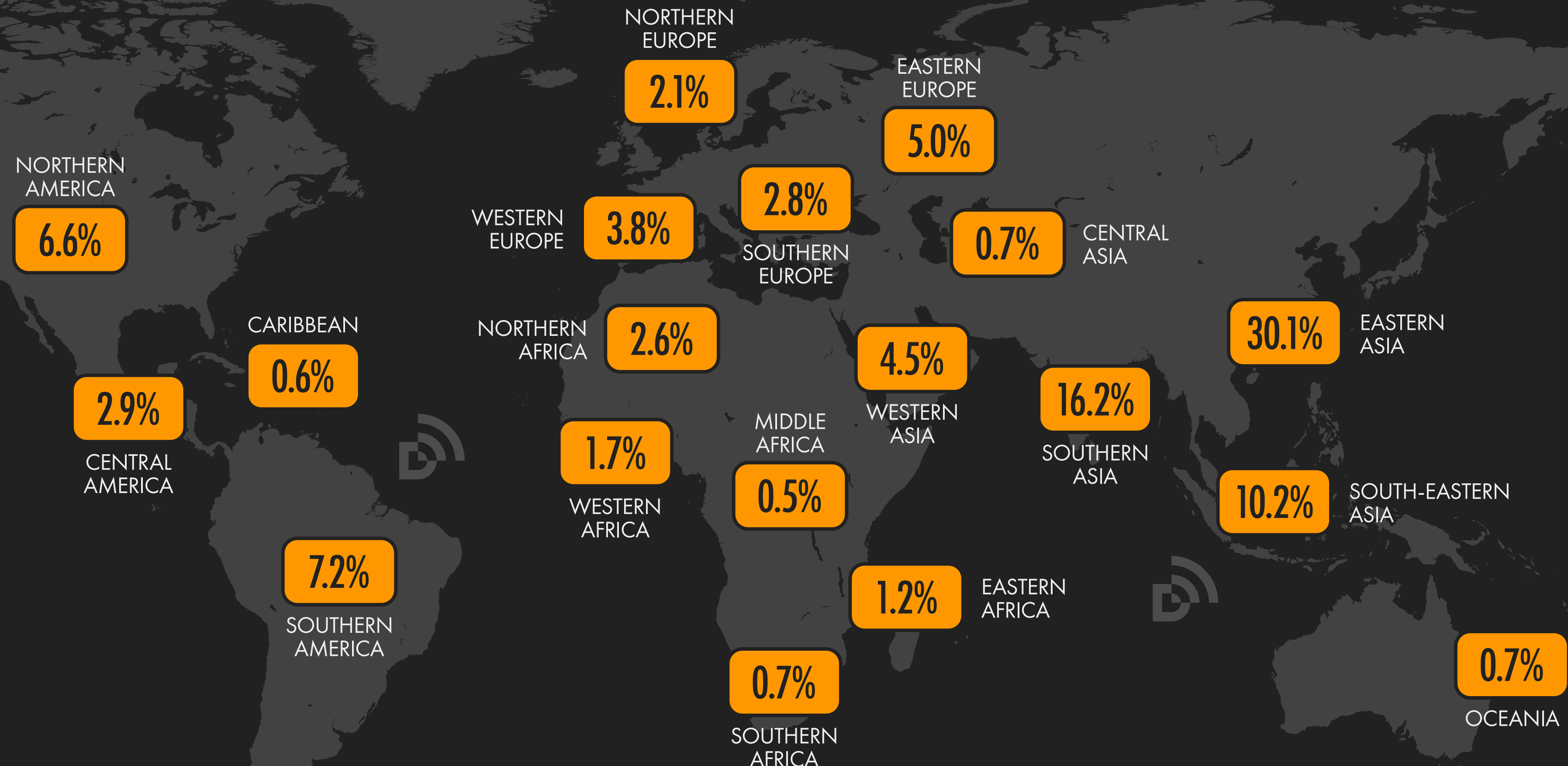
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SHARE OF GLOBAL SOCIAL MEDIA USER IDENTITIES

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

GLOBAL OVERVIEW



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 SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

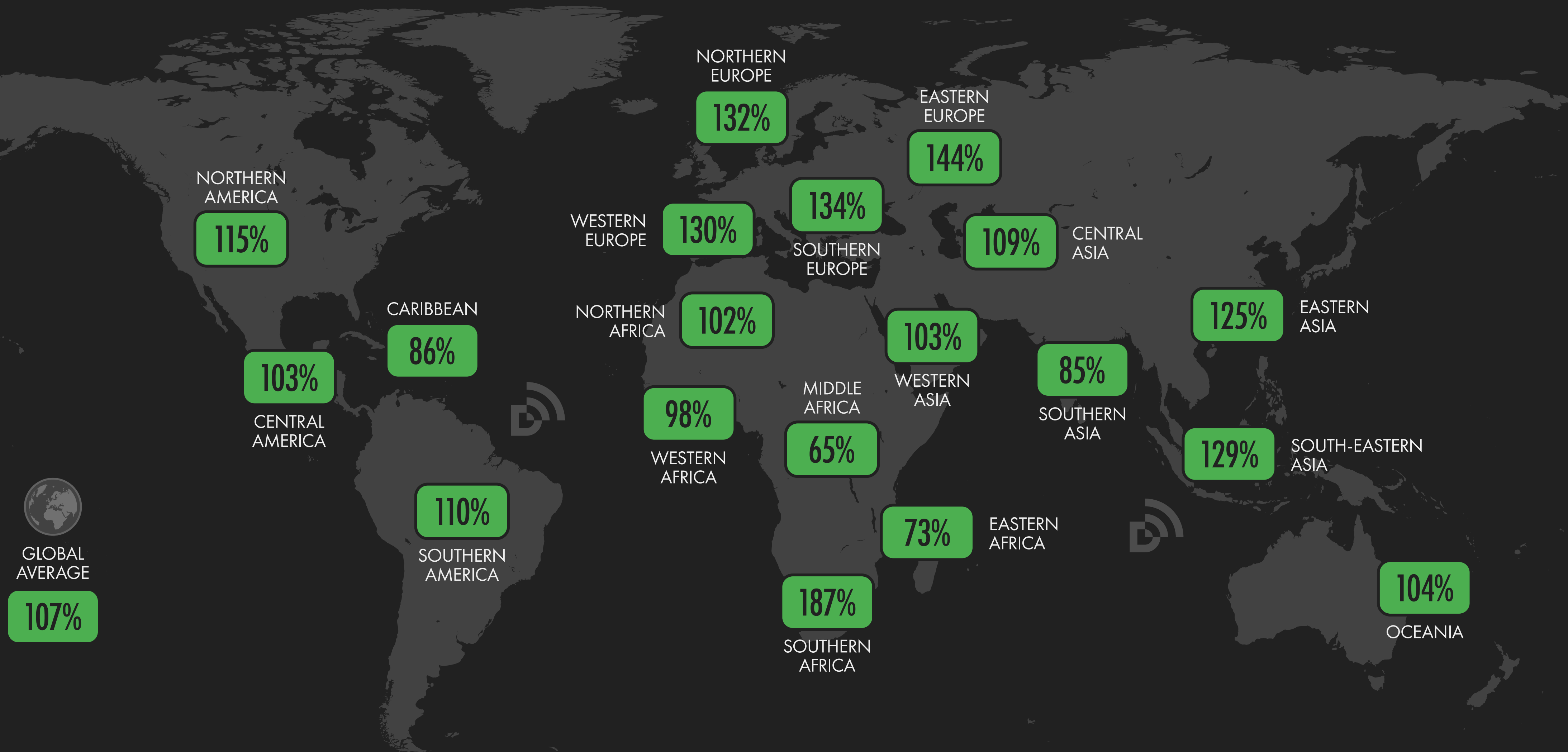
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MOBILE CONNECTIVITY

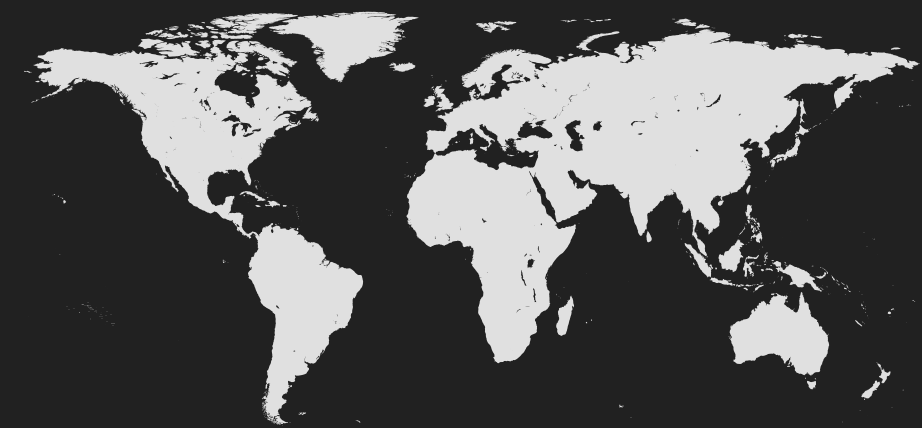
CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION



GLOBAL OVERVIEW



EXPLORE OUR FLAGSHIP DIGITAL 2024 REPORTS



DIGITAL 2024

GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS



DIGITAL 2024

LOCAL COUNTRY HEADLINES REPORT

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



[CLICK HERE](#) TO READ OUR FLAGSHIP **DIGITAL 2024 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 2024 LOCAL COUNTRY HEADLINES** REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD



INDONESIA

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INDONESIA

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.



INDONESIA

TOTAL
POPULATION



we
are
social

278.7
MILLION

YEAR-ON-YEAR CHANGE

+0.8%
+2.3 MILLION

URBANISATION

58.9%

CELLULAR MOBILE
CONNECTIONS



Meltwater

353.3
MILLION

YEAR-ON-YEAR CHANGE

+0.7%
+2.5 MILLION

TOTAL vs. POPULATION

126.8%

INDIVIDUALS USING
THE INTERNET



Meltwater

185.3
MILLION

YEAR-ON-YEAR CHANGE

+0.8%
+1.5 MILLION

TOTAL vs. POPULATION

66.5%

SOCIAL MEDIA
USER IDENTITIES



139.0
MILLION

YEAR-ON-YEAR CHANGE

0%
[UNCHANGED]

TOTAL vs. POPULATION

49.9%

SOURCES: U.N.; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; KANTAR & IAMAI; PLATFORM RESOURCES; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES vs. COUNTRY AND REGIONAL DATA, SO SUMS MAY NOT MATCH. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE DATA CORRECTIONS, AND **MAY NOT** REPRESENT DECREASES IN THE RELEVANT METRIC. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS**. PLEASE SEE [NOTES ON DATA](#).

Why do marketers use social listening?

according to Meltwater's [State of Social Media 2024](#)

55%

To better understand my target audience

43%

To manage brand reputation

29%

To gather and analyze consumer insights

30%

To benchmark against competitors

34%

To raise brand awareness

23%

To identify and manage crises

See how your strategy compares to responses from several thousand marketing professionals [in Meltwater's report](#).

State of Social Media 2024



Download the report



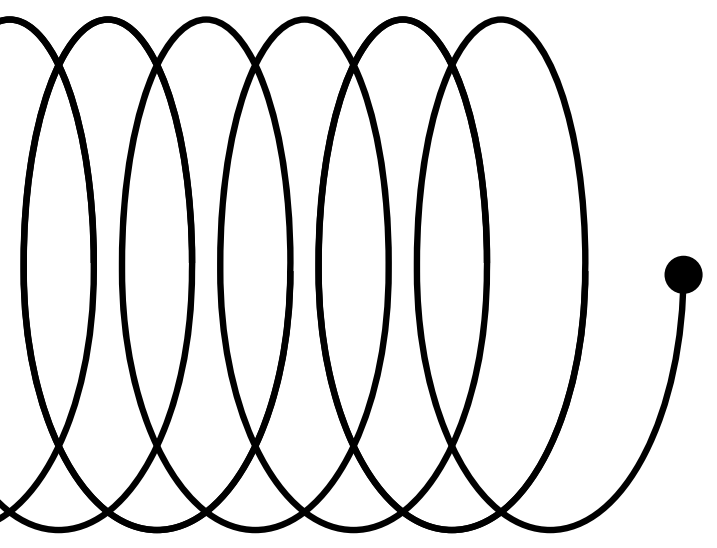
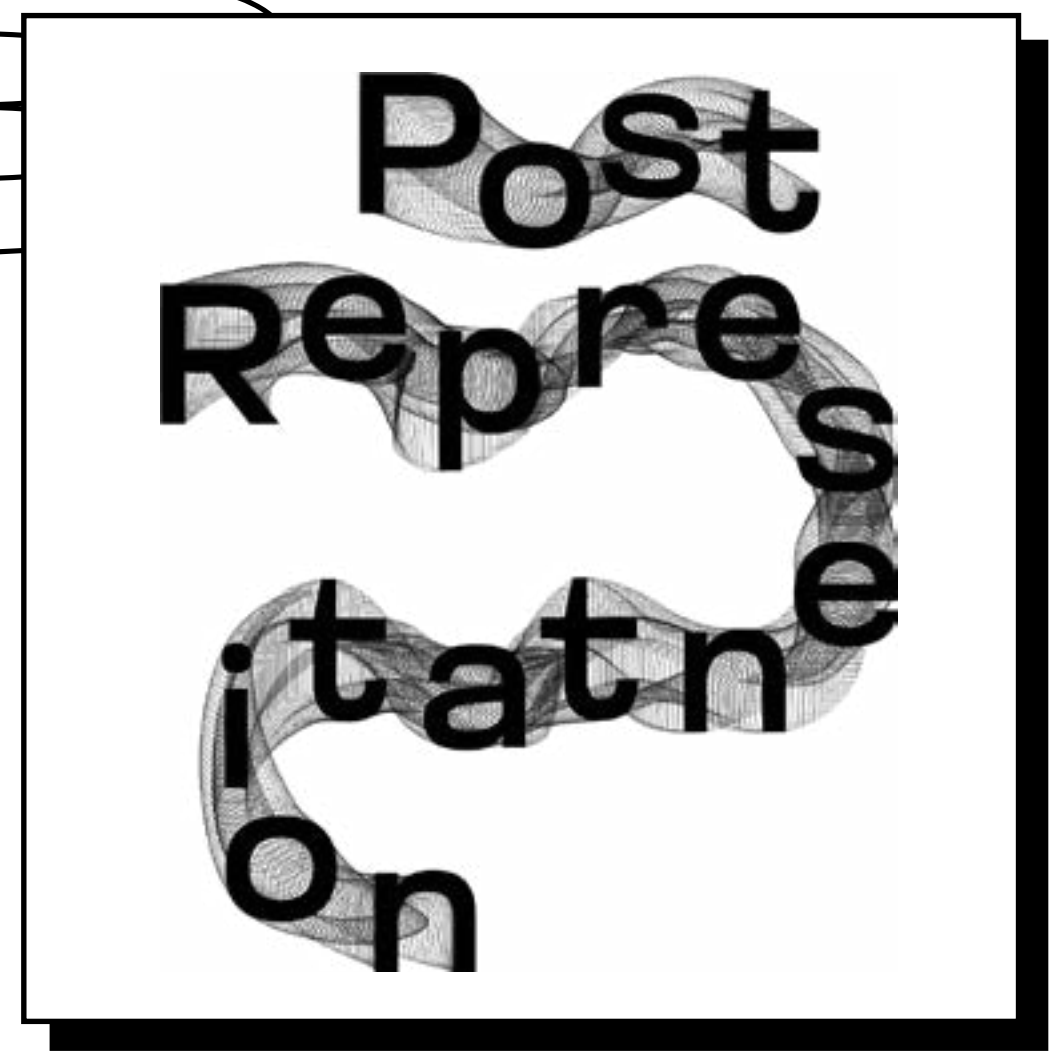
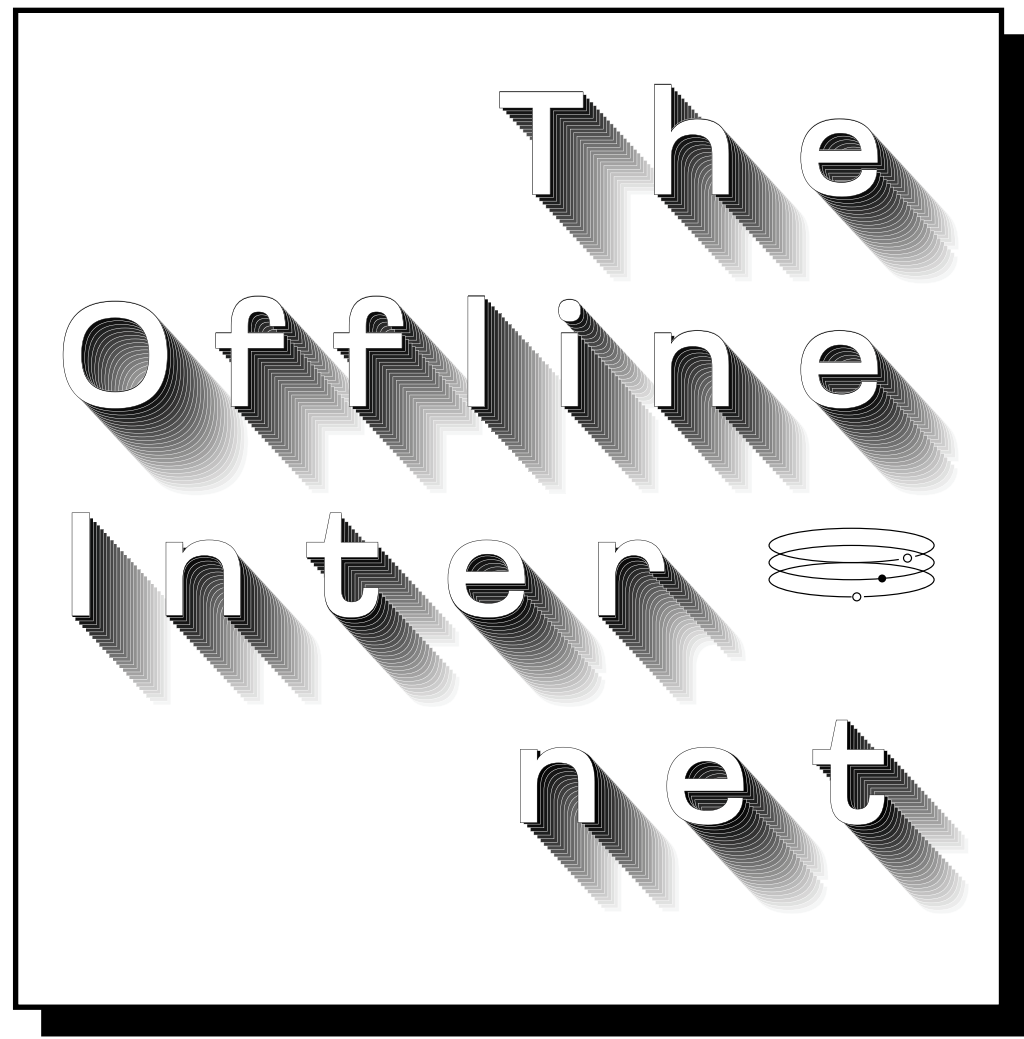
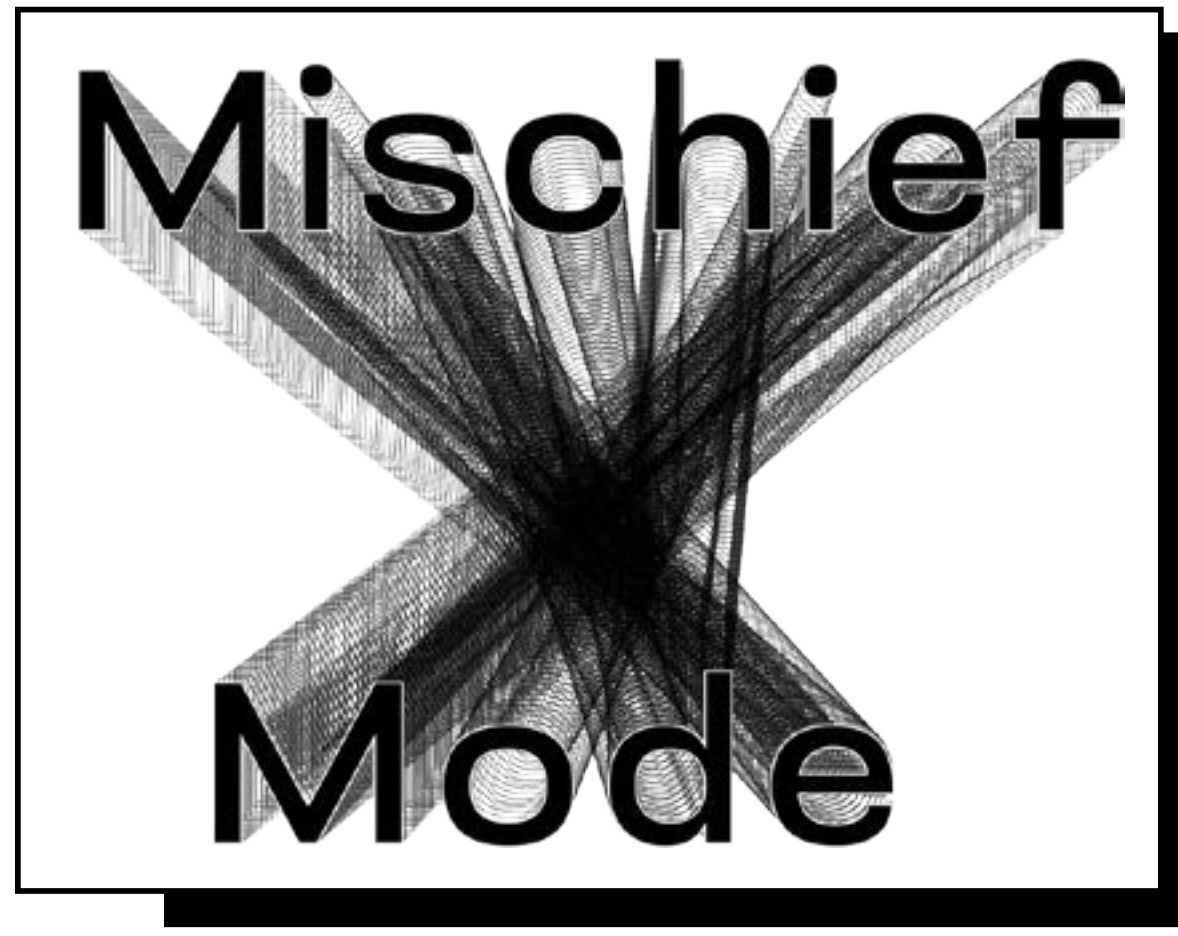
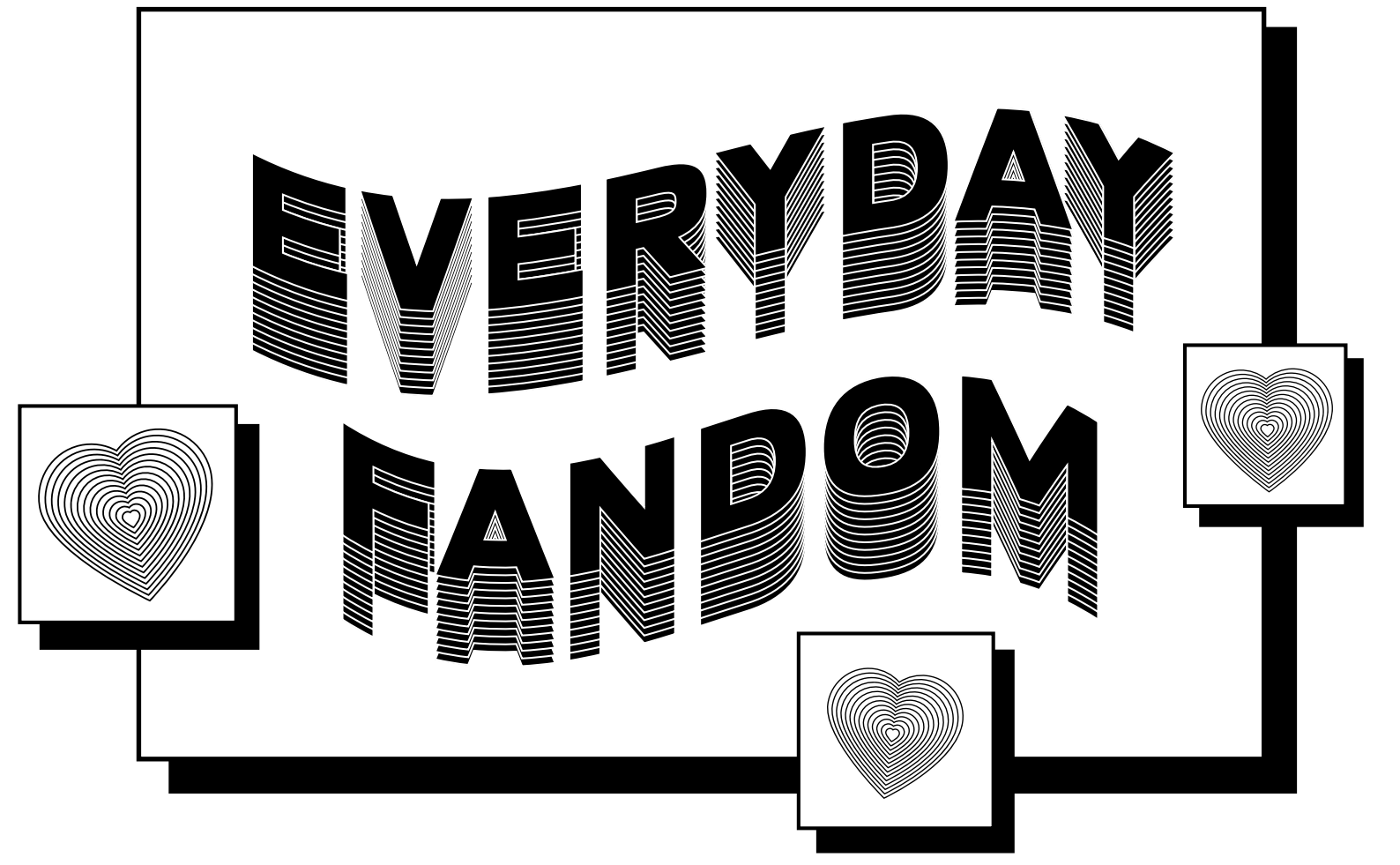


Think Forward

THE SOCIAL RECKONING

IN A NEW ERA OF SOCIAL,
EVERY BRAND WILL BE JUDGED

Dive into We Are Social's latest trends report.



Explore the trends:

ThinkForward.WeAreSocial.com





POPULATION ESSENTIALS

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POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS



INDONESIA

TOTAL
POPULATION



278.7
MILLION

FEMALE
POPULATION



49.7%

MALE
POPULATION



50.3%

YEAR-ON-YEAR CHANGE
IN TOTAL POPULATION



+0.8%
+2.3 MILLION

MEDIAN AGE OF
THE POPULATION



30.0

URBAN
POPULATION



58.9%

POPULATION DENSITY
(PEOPLE PER KM²)



145.8

OVERALL LITERACY
(ADULTS AGED 15+)



96.0%

FEMALE LITERACY
(ADULTS AGED 15+)



94.6%

MALE LITERACY
(ADULTS AGED 15+)



97.5%

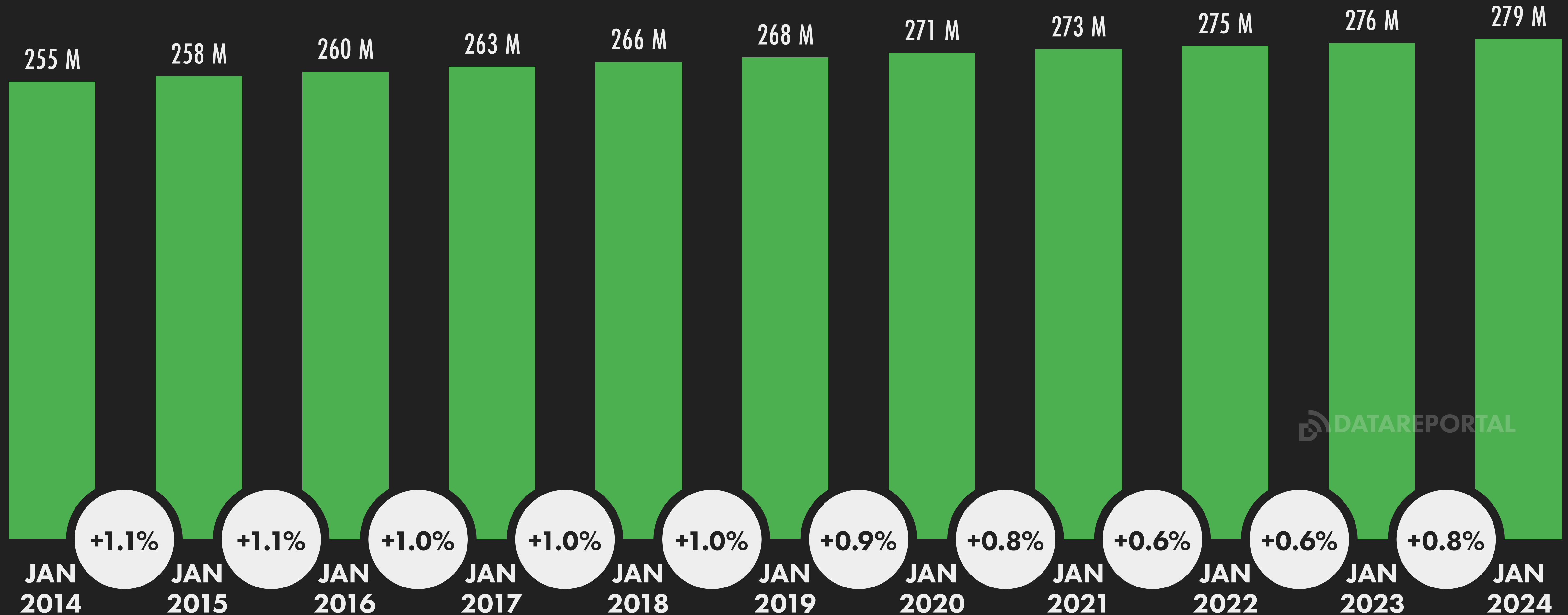
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POPULATION OVER TIME

POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE



INDONESIA



DATA REPORTAL

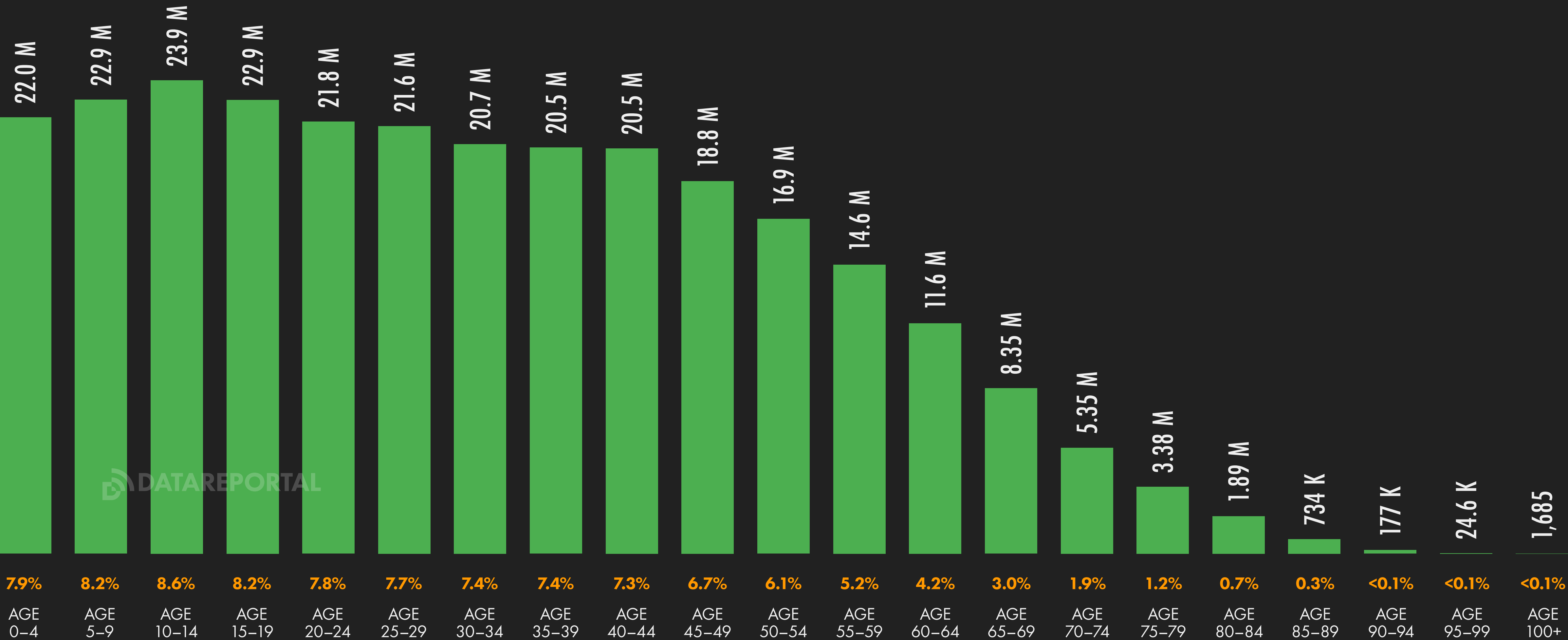
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AGE DISTRIBUTION OF THE POPULATION

THE NUMBER OF PEOPLE IN EACH AGE GROUP, AND ASSOCIATED SHARE OF THE POPULATION



INDONESIA



SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED BY THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. **NOTES:** PERCENTAGE VALUES BELOW EACH BAR REPRESENT THE RESPECTIVE AGE GROUP'S SHARE OF THE TOTAL POPULATION. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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FINANCIAL AND DEVELOPMENTAL INDICATORS

WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO ESSENTIAL SERVICES, AND DEVICE OWNERSHIP



GROSS DOMESTIC
PRODUCT (CURRENT
U.S. DOLLARS)



\$1.42
TRILLION

GROSS DOMESTIC
PRODUCT (PPP; CURRENT
INTERNATIONAL DOLLARS)



\$4.39
TRILLION

GROSS DOMESTIC
PRODUCT PER CAPITA
(CURRENT U.S. DOLLARS)



\$5,109

GROSS DOMESTIC PRODUCT
PER CAPITA (PPP; CURRENT
INTERNATIONAL DOLLARS)



\$15.8
THOUSAND

NET NATIONAL
INCOME PER CAPITA
(CURRENT U.S. DOLLARS)



\$3,224

PERCENTAGE OF THE
POPULATION EARNING LESS
THAN \$3.65 (2017, PPP) PER DAY



20.2%

PERCENTAGE OF THE
POPULATION WITH ACCESS
TO BASIC DRINKING WATER



94.1%

PERCENTAGE OF THE
POPULATION WITH ACCESS
TO BASIC SANITATION



88.2%

PERCENTAGE OF THE
POPULATION WITH
ACCESS TO ELECTRICITY



99.2%

PERCENTAGE OF THE
POPULATION THAT OWNS
A MOBILE PHONE (ANY TYPE)



73.2%

SOURCES: IMF; WORLD BANK (BOTH LATEST PUBLISHED DATA UP TO 2023). **DEFINITIONS:** "\$3.65 (2017, PPP)": REFLECTS LOCAL "PURCHASING POWER PARITY", BASED ON THE WORLD BANK'S 2017 EXCHANGE BENCHMARK. "BASIC DRINKING WATER": PERCENTAGE OF THE TOTAL POPULATION THAT DRINKS WATER FROM AN IMPROVED SOURCE, PROVIDED COLLECTION TIME IS NOT MORE THAN 30 MINUTES FOR A ROUND TRIP. "BASIC SANITATION": PERCENTAGE OF THE TOTAL POPULATION USING IMPROVED SANITATION FACILITIES THAT ARE NOT SHARED WITH OTHER HOUSEHOLDS. **COMPARABILITY:** FIGURES USE LATEST PUBLISHED VALUES UP TO 2023; DATA MAY NOT ALL BE FROM THE SAME YEAR. VALUE FOR MOBILE PHONE OWNERSHIP MAY NOT MATCH VALUES SHOWN ELSEWHERE IN THIS REPORT.

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DEVICE OWNERSHIP

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



INDONESIA

ANY KIND OF
MOBILE PHONE



GWl.

99.4%

YEAR-ON-YEAR CHANGE
-0.1% (-10 BPS)

SMART
PHONE



KEPIOS

99.3%

YEAR-ON-YEAR CHANGE
-0.1% (-10 BPS)

FEATURE
PHONE



GWl.

9.5%

YEAR-ON-YEAR CHANGE
-32.6% (-460 BPS)

LAPTOP OR
DESKTOP COMPUTER



GWl.

57.8%

YEAR-ON-YEAR CHANGE
-6.3% (-390 BPS)

TABLET
DEVICE



14.6%

YEAR-ON-YEAR CHANGE
-19.8% (-360 BPS)

GAMES
CONSOLE



GWl.

14.6%

YEAR-ON-YEAR CHANGE
-18.4% (-330 BPS)

SMART WATCH OR
SMART WRISTBAND



GWl.

17.8%

YEAR-ON-YEAR CHANGE
-6.3% (-120 BPS)

TV STREAMING
DEVICE



KEPIOS

6.8%

YEAR-ON-YEAR CHANGE
-19.0% (-160 BPS)

SMART HOME
DEVICE



GWl.

7.8%

YEAR-ON-YEAR CHANGE
-17.9% (-170 BPS)

VIRTUAL REALITY
DEVICE



5.6%

YEAR-ON-YEAR CHANGE
-11.1% (-70 BPS)

SOURCE: GWl (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **NOTES:** 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 **ABSOLUTE** CHANGE. **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

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MEDIA USE

THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH MEDIA TYPE



INDONESIA

USING THE INTERNET
VIA A MOBILE PHONE



GWl.

96.2%

YEAR-ON-YEAR CHANGE
-0.6% (-57 BPS)

USING THE INTERNET VIA A
LAPTOP, DESKTOP, OR TABLET



we
are
social

84.1%

YEAR-ON-YEAR CHANGE
-0.9% (-80 BPS)

USING
SOCIAL MEDIA



GWl.

97.8%

YEAR-ON-YEAR CHANGE
-0.4% (-34 BPS)

WATCHING LINEAR
AND BROADCAST TV



84.6%

YEAR-ON-YEAR CHANGE
-3.5% (-302 BPS)

WATCHING STREAMING
AND ON-DEMAND TV



65.8%

YEAR-ON-YEAR CHANGE
+0.4% (+27 BPS)

READING ONLINE
PRESS CONTENT



Meltwater

70.7%

YEAR-ON-YEAR CHANGE
-1.9% (-140 BPS)

READING PHYSICAL
PRESS CONTENT



GWl.

54.7%

YEAR-ON-YEAR CHANGE
-2.8% (-155 BPS)

LISTENING TO
BROADCAST RADIO



KEPIOS

51.1%

YEAR-ON-YEAR CHANGE
-5.6% (-303 BPS)

LISTENING TO MUSIC
STREAMING SERVICES



GWl.

71.0%

YEAR-ON-YEAR CHANGE
-1.7% (-123 BPS)

LISTENING
TO PODCASTS



65.7%

YEAR-ON-YEAR CHANGE
-1.0% (-67 BPS)

SOURCE: GWl (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **NOTES:** 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 **ABSOLUTE** CHANGE. VALUE FOR BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#). **POTENTIAL MISMATCHES:** THE VALUES SHOWN HERE ARE BASED ON THE TIME THAT PEOPLE SAY THEY SPEND CONSUMING EACH MEDIA TYPE, AND MAY DIFFER FROM SIMILAR DATA POINTS SHOWN ELSEWHERE IN THIS REPORT THAT REFLECT OTHER BEHAVIOURS SUCH AS DEVICE USAGE.

we
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JAN
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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



TIME SPENT USING
THE INTERNET



GWl.

7H 38M

YEAR-ON-YEAR CHANGE
-1.0% (-4 MINS)

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



KEPIOS

2H 41M

YEAR-ON-YEAR CHANGE
-7.3% (-12 MINS)

TIME SPENT USING
SOCIAL MEDIA



GWl.

3H 11M

YEAR-ON-YEAR CHANGE
-3.8% (-7 MINS)

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



1H 26M

YEAR-ON-YEAR CHANGE
-8.4% (-7 MINS)

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



1H 31M

YEAR-ON-YEAR CHANGE
-6.8% (-6 MINS)

TIME SPENT LISTENING
TO BROADCAST RADIO



GWl.

0H 32M

YEAR-ON-YEAR CHANGE
-1.3% (-<1 MIN)

TIME SPENT LISTENING
TO PODCASTS



0H 54M

YEAR-ON-YEAR CHANGE
-2.9% (-1 MIN)

TIME SPENT USING
A GAMES CONSOLE



1H 12M

YEAR-ON-YEAR CHANGE
-4.2% (-3 MINS)



INTERNET

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OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



TOTAL NUMBER OF
INTERNET USERS



185.3
MILLION

INTERNET USERS vs.
TOTAL POPULATION



66.5%

YEAR-ON-YEAR CHANGE
IN TOTAL INTERNET USERS



+0.8%
+1.5 MILLION

YEAR-ON-YEAR CHANGE IN
INTERNET USERS vs. POPULATION



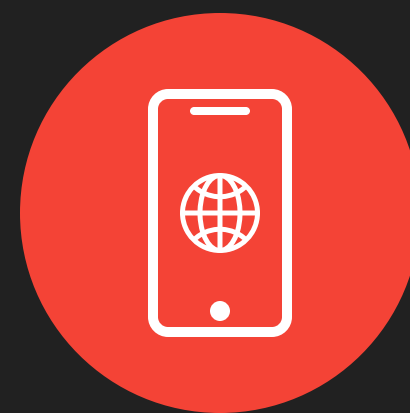
0%
[UNCHANGED]

INDEXED INTERNET ADOPTION
vs. GLOBAL AVERAGE



100.5

PERCENTAGE OF INTERNET USERS
ACCESSING VIA MOBILE PHONES



98.9%

AVERAGE DAILY TIME SPENT
USING THE INTERNET



7H 38M

YEAR-ON-YEAR CHANGE IN DAILY
TIME SPENT USING THE INTERNET

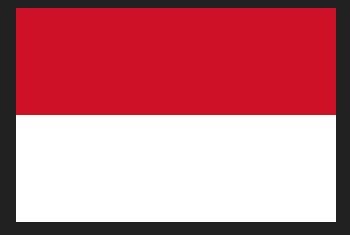


-1.0%
-4 MINS

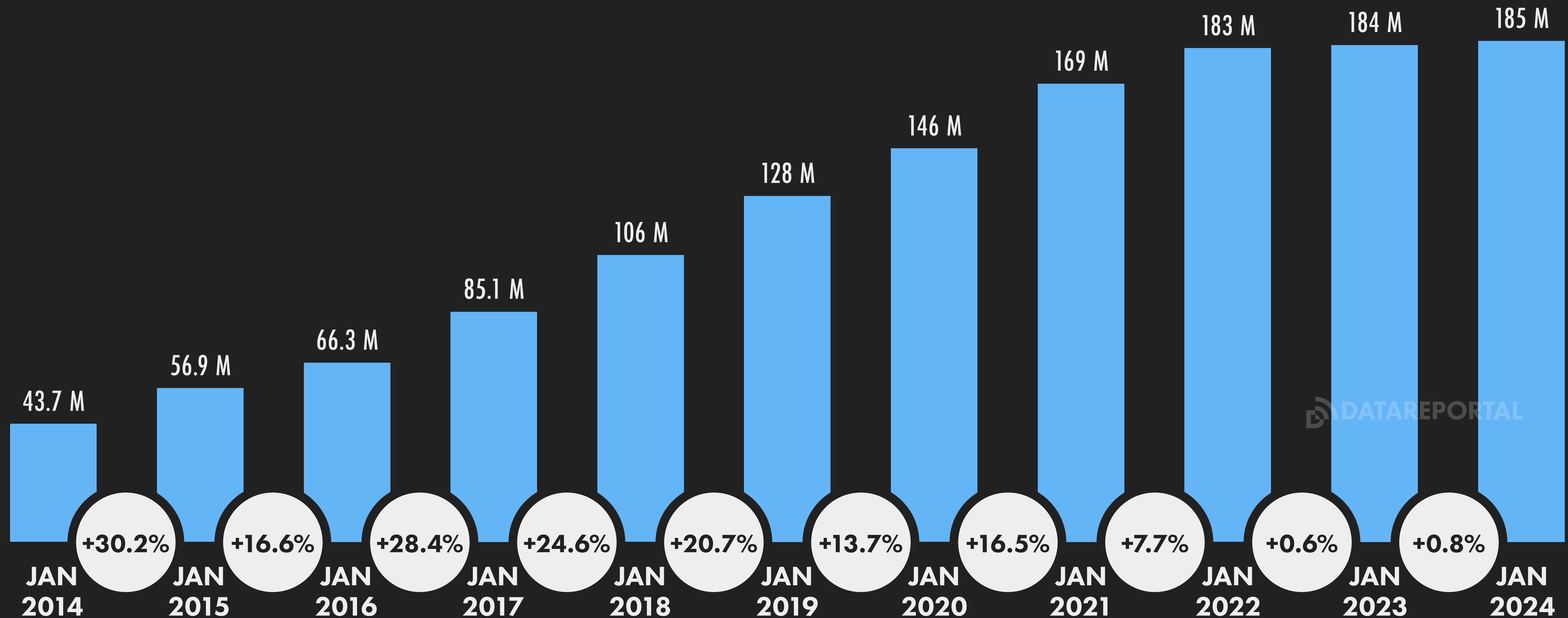
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INTERNET USE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE



INDONESIA



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMA; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDER-REPRESENT ACTUAL USE. SEE [NOTES ON DATA](#).

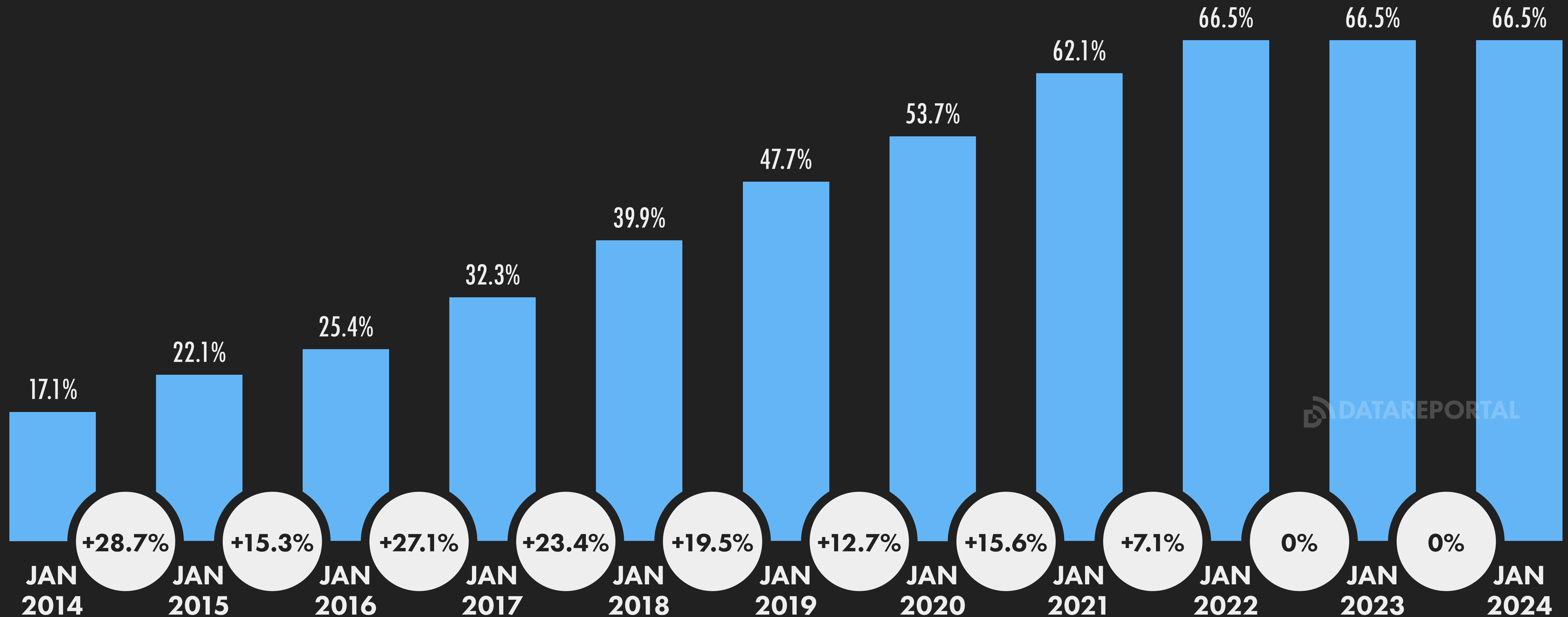
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INTERNET ADOPTION RATE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE



INDONESIA



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMA; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTES:** IF DATA IS NOT REPORTED FOR A SPECIFIC PERIOD, WE USE DATA FROM THE MOST RECENTLY REPORTED PRIOR PERIOD. PERCENTAGES IN THE WHITE CIRCLES SHOW THE **RELATIVE** CHANGE IN INTERNET ADOPTION vs. THE PREVIOUS PERIOD (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDER-REPRESENT ACTUAL ADOPTION. SEE [NOTES ON DATA](#).

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INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES



INDONESIA

INTERNET USERS:
ITU



185.3
MILLION

vs. POPULATION

66.5%

INTERNET USERS:
CIA WORLD FACTBOOK



167.4
MILLION

vs. POPULATION

60.1%

INTERNET USERS:
INTERNETWORLDSTATS



212.4
MILLION

vs. POPULATION

76.2%



SOURCES: AS STATED ABOVE EACH ICON. **NOTES:** WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), WE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE 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.

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DAILY TIME SPENT USING THE INTERNET

AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY



DAILY TIME SPENT USING THE
INTERNET ACROSS ALL DEVICES



7H 38M

TIME SPENT USING THE
INTERNET ON MOBILE PHONES



4H 45M

TIME SPENT USING THE INTERNET
ON COMPUTERS AND TABLETS



2H 53M

MOBILE'S SHARE OF TOTAL
DAILY INTERNET TIME



62.2%

GWl.



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MAIN REASONS FOR USING THE INTERNET

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



INDONESIA

FINDING INFORMATION

83.1%

STAYING IN TOUCH WITH FRIENDS AND FAMILY

70.9%

FINDING NEW IDEAS OR INSPIRATION

70.6%

FILLING UP SPARE TIME AND GENERAL BROWSING

62.9%

KEEPING UP TO DATE WITH NEWS AND EVENTS

61.1%

WATCHING VIDEOS, TV SHOWS OR MOVIES

60.6%

ACCESSING AND LISTENING TO MUSIC

58.4%

RESEARCHING HOW TO DO THINGS

48.8%

RESEARCHING PRODUCTS AND BRANDS

46.1%

MEETING NEW PEOPLE AND MAKING NEW CONNECTIONS

41.1%

RESEARCHING PLACES, VACATIONS AND TRAVEL

40.8%

GAMING

40.3%

RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS

39.1%

SHARING YOUR OPINION

37.4%

MANAGING FINANCES AND SAVINGS

36.0%

DATA REPORTAL GWI.

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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



MOBILE
PHONE (ANY)



GWl.

98.9%

YEAR-ON-YEAR CHANGE
+0.6% (+60 BPS)

LAPTOP OR
DESKTOP (ANY)



56.8%

YEAR-ON-YEAR CHANGE
-6.4% (-390 BPS)

SMART
PHONE



GWl.

97.4%

YEAR-ON-YEAR CHANGE
-0.3% (-30 BPS)

FEATURE
PHONE



3.1%

YEAR-ON-YEAR CHANGE
-27.9% (-120 BPS)

TABLET
DEVICE



11.7%

YEAR-ON-YEAR CHANGE
-18.2% (-260 BPS)

PERSONAL LAPTOP
OR DESKTOP



51.7%

YEAR-ON-YEAR CHANGE
-10.2% (-590 BPS)

WORK LAPTOP
OR DESKTOP



GWl.

15.6%

YEAR-ON-YEAR CHANGE
-10.3% (-180 BPS)

CONNECTED
TELEVISION



19.4%

YEAR-ON-YEAR CHANGE
[UNCHANGED]

SMART HOME
DEVICE



GWl.

5.2%

YEAR-ON-YEAR CHANGE
-25.7% (-180 BPS)

GAMES
CONSOLE



5.7%

YEAR-ON-YEAR CHANGE
-16.2% (-110 BPS)

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INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS



INDONESIA

MEDIAN SPEED OF
MOBILE INTERNET
CONNECTIONS



we
are
social

DOWNLOAD (MBPS)

24.53

UPLOAD (MBPS)

13.20

LATENCY (MS)

26

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



OOKLA

DOWNLOAD

+42.0%

UPLOAD

+27.2%

LATENCY

-3.7%

MEDIAN SPEED OF
FIXED INTERNET
CONNECTIONS



Meltwater

DOWNLOAD (MBPS)

28.34

UPLOAD (MBPS)

16.85

LATENCY (MS)

7

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



DOWNLOAD

+16.4%

UPLOAD

+37.7%

LATENCY

0%

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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



62.83%

YEAR-ON-YEAR CHANGE

-2.7% (-174 BPS)

LAPTOP AND
DESKTOP COMPUTERS



36.83%

YEAR-ON-YEAR CHANGE

+5.0% (+177 BPS)

TABLET
DEVICES



0.34%

YEAR-ON-YEAR CHANGE

-8.1% (-3 BPS)

OTHER
DEVICES



0%

YEAR-ON-YEAR CHANGE

[UNCHANGED]



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2023. 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.

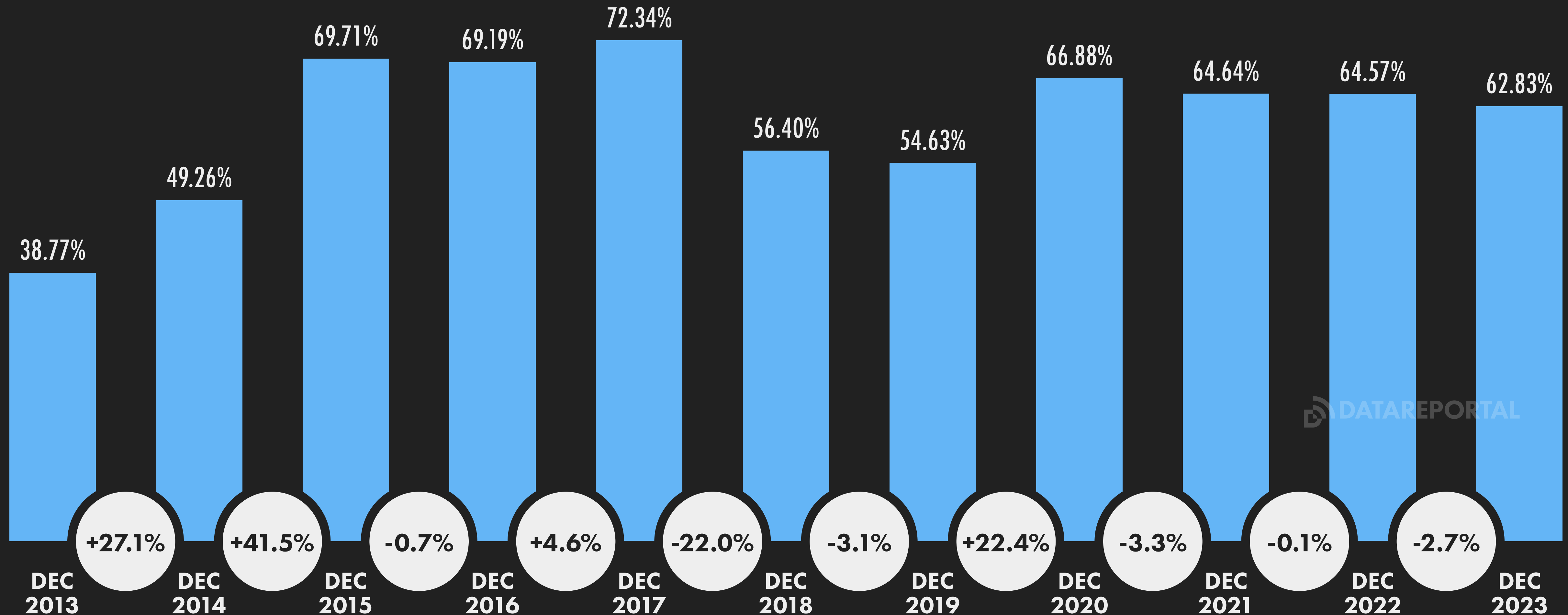
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MOBILE'S SHARE OF WEB TRAFFIC (YOY)

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES



INDONESIA



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. 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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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



INDONESIA

SOCIAL NETWORKS

98.4%

CHAT AND MESSAGING

98.1%

SEARCH ENGINES OR WEB PORTALS

91.7%

SHOPPING, AUCTIONS, OR CLASSIFIEDS

81.0%

MAPS, PARKING, OR LOCATION-BASED SERVICES

69.5%

EMAIL

62.8%

MUSIC

55.5%

ENTERTAINMENT

44.9%

GAMES

41.9%

NEWS

41.4%

SPORTS

26.5%

BANKING, INVESTING, OR INSURANCE

26.1%

TRAVEL

23.4%

22.8%

BUSINESS, WORK, AND COLLABORATIVE WORKING

REVIEWS

22.8%

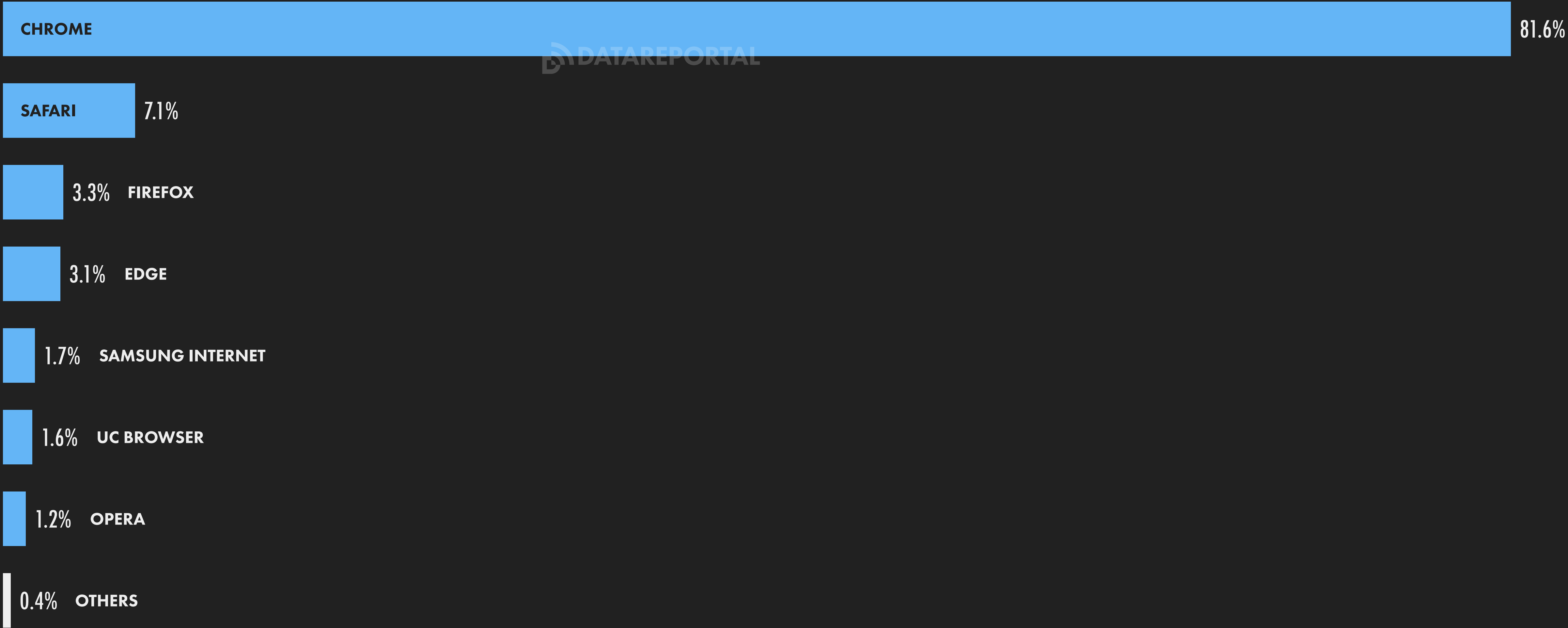
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SHARE OF WEB TRAFFIC BY BROWSER

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



INDONESIA



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TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023



#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	1.97 B	111 M	9M 06S	8.3
02	YOUTUBE.COM	814 M	63.9 M	19M 29S	11.2
03	FACEBOOK.COM	432 M	51.9 M	8M 23S	7.6
04	INSTAGRAM.COM	222 M	34.7 M	8M 13S	11.4
05	WHATSAPP.COM	191 M	29.8 M	16M 05S	1.7
06	SHOPEE.CO.ID	184 M	52.4 M	6M 11S	4.7
07	TWITTER.COM	177 M	25.5 M	12M 02S	13.1
08	DETIK.COM	155 M	28.9 M	4M 31S	3.0
09	KOMPAS.COM	143 M	35.6 M	3M 57S	2.5
10	TRIBUNNEWS.COM	138 M	37.2 M	3M 55S	2.7

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	TOKOPEDIA.COM	103 M	24.2 M	7M 37S	6.9
12	YANDEX.COM	85.4 M	12.7 M	8M 01S	11.3
13	XNXX.COM	77.1 M	8.97 M	6M 51S	12.6
14	HOTSTAR.COM	77.1 M	21.0 M	6M 20S	5.4
15	TIKTOK.COM	71.3 M	24.1 M	3M 33S	7.6
16	WIKIPEDIA.ORG	68.4 M	21.5 M	3M 46S	2.6
17	OPENAI.COM	67.6 M	9.67 M	5M 47S	5.9
18	LAZADA.CO.ID	64.5 M	27.9 M	4M 35S	3.3
19	HEYLINK.ME	62.2 M	10.7 M	3M 12S	2.1
20	CNNINDONESIA.COM	55.1 M	18.6 M	1M 28S	2.0

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 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" ARE IN BILLIONS; FIGURES ENDING IN "M" ARE IN MILLIONS; FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME SITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS.

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TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023



#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	12.0 B	270 M	17M 48S	3.0
02	YOUTUBE.COM	5.22 B	163 M	33M 36S	7.4
03	DOODS.PRO	3.15 B	37.0 M	10M 46S	3.4
04	FACEBOOK.COM	825 M	87.3 M	15M 29S	2.4
05	PORNHUB.COM	645 M	32.9 M	11M 54S	7.8
06	TWITTER.COM	598 M	44.9 M	15M 15S	1.9
07	XNXX.COM	568 M	49.4 M	12M 46S	7.8
08	DETIK.COM	551 M	44.7 M	16M 12S	3.4
09	DUCKDUCKGO.COM	436 M	15.3 M	13M 52S	2.3
10	XVIDEOS.COM	432 M	28.5 M	13M 22S	8.1

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	SHOPEE.CO.ID	406 M	63.9 M	15M 57S	2.0
12	YANDEX.COM	361 M	31.6 M	07M 26S	3.2
13	INSTAGRAM.COM	340 M	57.1 M	13M 45S	1.7
14	BLOGSPOT.COM	323 M	34.6 M	13M 30S	2.5
15	MEDIAFIRE.COM	323 M	20.1 M	06M 58S	2.3
16	FANDOM.COM	305 M	17.3 M	13M 49S	3.5
17	SHOPE.EE	301 M	34.4 M	12M 30S	1.3
18	TIKTOK.COM	277 M	41.4 M	10M 40S	1.7
19	T.ME	256 M	24.3 M	10M 44S	1.7
20	WHATSAPP.COM	251 M	50.9 M	15M 11S	1.4

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 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" ARE IN BILLIONS; FIGURES ENDING IN "M" ARE IN MILLIONS; FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD **AVOID VISITING UNKNOWN DOMAINS**. **COMPARABILITY:** SOURCE METHODOLOGY CHANGES.

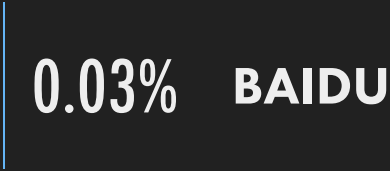
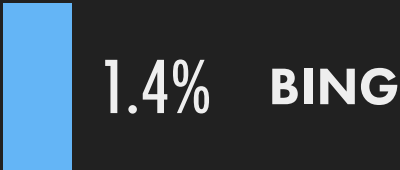
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SHARE OF SEARCH ENGINE REFERRALS

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



INDONESIA



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 DECEMBER 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.

JAN
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TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023



#	SEARCH QUERY	INDEX vs. TOP QUERY
01	TRANSLATE	100
02	YANDEX	69
03	GOOGLE	51
04	TIKTOK	49
05	WA	36
06	YOUTUBE	31
07	TIKTOK DOWNLOAD	27
08	CUACA	26
09	TRANSLATE GOOGLE	25
10	WA WEB	23

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	PROXY	21
12	WHATSAPP	20
13	SNAPTIK	19
14	IG	18
15	BAHASA INGGRIS	18
16	DOWNLOAD VIDEO TIKTOK	16
17	TERJEMAHAN	15
18	LIGA 1	14
19	WEB WHATSAPP	14
20	SSSTIKTOK	13

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 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 SEARCH QUERY AND QUERY TIME PERIOD.

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ACCESSING ONLINE INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH KIND OF ONLINE ACTIVITY



USE A SEARCH ENGINE (E.G. GOOGLE, BING, DUCKDUCKGO) EACH MONTH



91.7%

GWl.

USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK



11.4%



VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS



63.0%

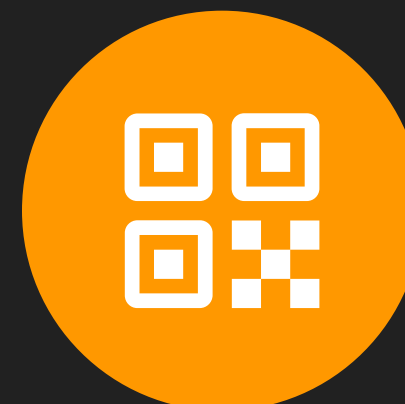
USE IMAGE SEARCH TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH



41.3%



SCAN A QR CODE ON A MOBILE PHONE EACH MONTH



43.8%

GWl.

USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK



47.4%

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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



ANY KIND
OF VIDEO

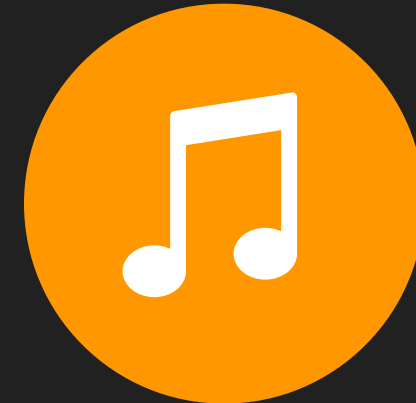


GWl.

96.9%

YOY: -0.5% (-50 BPS)

MUSIC
VIDEO



KEPIOS

62.6%

YOY: -5.4% (-360 BPS)

COMEDY, MEME,
OR VIRAL VIDEO



GWl.

51.5%

YOY: -3.0% (-160 BPS)

VIDEO
LIVESTREAM



GWl.

37.5%

YOY: -7.4% (-300 BPS)

TUTORIAL OR
HOW-TO VIDEO



40.9%

YOY: -11.7% (-540 BPS)

EDUCATIONAL
VIDEO



KEPIOS

34.8%

YOY: -7.4% (-280 BPS)

PRODUCT
REVIEW VIDEO



GWl.

35.2%

YOY: -5.9% (-220 BPS)

SPORTS CLIP OR
HIGHLIGHTS VIDEO

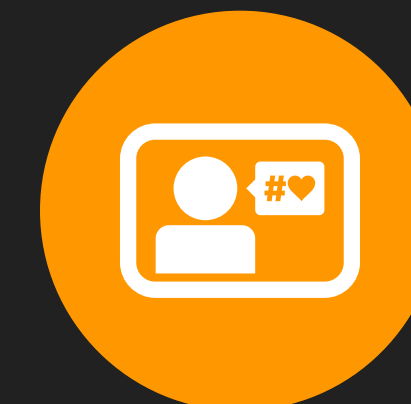


GWl.

23.9%

YOY: -6.3% (-160 BPS)

INFLUENCER
VIDEOS AND VLOGS



GWl.

30.4%

YOY: -8.7% (-290 BPS)

GAMING
VIDEO



25.1%

YOY: -11.9% (-340 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **NOTES:** "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. **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

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TV CONSUMPTION AND STREAMING

EXPLORING THE TV VIEWING BEHAVIOURS OF INTERNET USERS AGED 16 TO 64



PERCENTAGE OF INTERNET
USERS WHO WATCH ANY
KIND OF TV EACH MONTH



99.1%

YEAR-ON-YEAR CHANGE
IN INTERNET USERS WHO
WATCH ANY KIND OF TV



+0.5%
+50 BPS

DAILY TIME THAT
INTERNET USERS SPEND
WATCHING ANY KIND OF TV



2H 41M

YEAR-ON-YEAR CHANGE IN
DAILY TV VIEWING TIME (ALL
FORMS OF CONTENT DELIVERY)



-7.3%
-12 MINS

INTERNET USERS WHO STREAM
TV CONTENT vs. INTERNET USERS
WHO WATCH ANY KIND OF TV



96.5%

DAILY TIME SPENT WATCHING
TV CONTENT STREAMED
OVER THE INTERNET



1H 05M

YEAR-ON-YEAR CHANGE IN
DAILY TIME SPENT WATCHING
STREAMING TV CONTENT



-5.9%
-4 MINS

TIME SPENT WATCHING
STREAMING TV CONTENT AS A
PERCENTAGE OF TOTAL TV TIME



40.5%

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MOST STREAMED CONTENT ON NETFLIX

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON NETFLIX FOR FULL-YEAR 2023



MOST STREAMED MOVIES ON NETFLIX

#	MOVIE NAME	INDEX
01	F9	100
02	STEALING RADEN SALEH	99
03	UNLOCKED	60
04	HEART OF STONE	60
05	THE RED POINT OF MARRIAGE	56
06	ICE COLD: MURDER, COFFEE AND JESSICA WONGSO	53
07	EXTRACTION 2	53
08	HUNGER	52
09	THE BIG 4	51
10	THE MOTHER	51

MOST STREAMED TV SHOWS ON NETFLIX

#	TV SHOW NAME	INDEX
01	THE GLORY	100
02	KING THE LAND	77
03	DOCTOR CHA	69
04	CRASH COURSE IN ROMANCE	67
05	TAXI DRIVER	66
06	THE GOOD BAD MOTHER	64
07	DESTINED WITH YOU	57
08	JUJUTSU KAISEN	54
09	STRONG GIRL NAM-SOON	52
10	GADIS KRETEK	50

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MOST STREAMED CONTENT ON DISNEY+

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON DISNEY+ FOR FULL-YEAR 2023



MOST STREAMED MOVIES ON DISNEY+

#	MOVIE NAME	INDEX
01	BLACK PANTHER: WAKANDA FOREVER	100
02	AVENGERS: ENDGAME	87
03	THE MENU	73
04	SATAN'S SLAVES 2: COMMUNION	59
05	SRI ASIH	55
06	AVATAR	43
07	KKN IN DANCER'S VILLAGE	34
08	JAILANGKUNG: SANDEKALA	33
09	LOSMEN BU BROTO	30
10	ANT-MAN AND THE WASP	25

MOST STREAMED TV SHOWS ON DISNEY+

#	TV SHOW NAME	INDEX
01	THE WALKING DEAD	100
02	BLOOD CURSE	81
03	CALL IT LOVE	74
04	MENDUA	69
05	PANDORA: BENEATH THE PARADISE	52
06	GREY'S ANATOMY	52
07	GANNIBAL	51
08	CRIMINAL MINDS	45
09	MODERN FAMILY	42
10	THE MANDALORIAN	40

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MOST STREAMED CONTENT ON AMAZON PRIME

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON AMAZON PRIME VIDEO FOR FULL-YEAR 2023



MOST STREAMED MOVIES ON AMAZON PRIME VIDEO

#	MOVIE NAME	INDEX
01	MIRACLE IN CELL NO. 7	100
02	EXPENSIVE CANDY	90
03	PERFECT STRANGERS	87
04	MENDARAT DARURAT	63
05	HART BEAT	62
06	MAGHRIB TIME	55
07	SCANDAL MAKERS	53
08	MY SASSY GIRL	51
09	CULPA MÍA	49
10	200 POUNDS BEAUTY	46

MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO

#	TV SHOW NAME	INDEX
01	LOVE IN CONTRACT	100
02	JUJUTSU KAISEN	85
03	THE KILLING VOTE	75
04	ISLAND	71
05	JINNY'S KITCHEN	61
06	INDUK GAJAH	61
07	THE SUMMER I TURNED PRETTY	55
08	RUROUNI KENSHIN	50
09	OUR BLOOMING YOUTH	47
10	BORA! DEBORAH	44

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MOST STREAMED CONTENT ON HBO

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON HBO FOR FULL-YEAR 2023



MOST STREAMED MOVIES ON HBO

#	MOVIE NAME	INDEX
01	TOP GUN: MAVERICK	100
02	HARRY POTTER AND THE PHILOSOPHER'S STONE	93
03	BLACK ADAM	82
04	JURASSIC WORLD DOMINION	64
05	MEG 2: THE TRENCH	55
06	EVERYTHING EVERYWHERE ALL AT ONCE	52
07	THE FLASH	49
08	HARRY POTTER AND THE CHAMBER OF SECRETS	41
09	SHAZAM! FURY OF THE GODS	35
10	DUNGEONS & DRAGONS: HONOR AMONG THIEVES	33

MOST STREAMED TV SHOWS ON HBO

#	TV SHOW NAME	INDEX
01	THE LAST OF US	100
02	GAME OF THRONES	91
03	HOUSE OF THE DRAGON	80
04	SUCCESSION	71
05	RICK AND MORTY	53
06	AND JUST LIKE THAT...	44
07	THE IDOL	36
08	EUPHORIA	27
09	SEX AND THE CITY	27
10	THE BACHELOR INDONESIA	26

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ONLINE AUDIO

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



WATCH OR LISTEN TO
ONLINE MUSIC VIDEOS



GW.

62.6%

YEAR-ON-YEAR CHANGE
-5.4% (-360 BPS)

LISTEN TO MUSIC
STREAMING SERVICES



GW.

48.2%

YEAR-ON-YEAR CHANGE
-4.2% (-210 BPS)

LISTEN TO ONLINE RADIO
SHOWS OR STATIONS



GW.

8.9%

YEAR-ON-YEAR CHANGE
-32.6% (-430 BPS)

LISTEN TO
PODCASTS



38.2%

YEAR-ON-YEAR CHANGE
-5.0% (-200 BPS)

LISTEN TO
AUDIO BOOKS



YEAR-ON-YEAR CHANGE
-27.7% (-260 BPS)

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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



INDONESIA

ANY DEVICE



96.5%

YOY: +1.8% (+170 BPS)

GWl.

SMARTPHONE



83.7%

YOY: -7.0% (-630 BPS)



LAPTOP OR DESKTOP



34.4%

YOY: -11.3% (-440 BPS)

GWl.

GAMES CONSOLE



21.5%

YOY: +0.5% (+10 BPS)

TABLET



8.5%

YOY: -17.5% (-180 BPS)



HAND-HELD GAMING DEVICE



8.9%

YOY: -16.0% (-170 BPS)

GWl.

MEDIA STREAMING DEVICE



4.9%

YOY: [UNCHANGED]



VIRTUAL REALITY HEADSET



5.1%

YOY: -19.0% (-120 BPS)

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SMART HOME MARKET OVERVIEW

VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS)



NUMBER OF HOMES WITH
SMART HOME DEVICES



statista

**9.58
MILLION**

YEAR-ON-YEAR CHANGE
+14.7% (+1.2 MILLION)

TOTAL ANNUAL VALUE OF THE
SMART HOME DEVICES MARKET



KEPIOS

**\$467.5
MILLION**

YEAR-ON-YEAR CHANGE
+23.1% (+\$88 MILLION)

VALUE OF SMART HOME
APPLIANCES MARKET

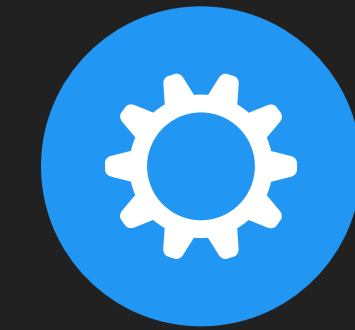


statista

**\$230.7
MILLION**

YEAR-ON-YEAR CHANGE
+22.4% (+\$42 MILLION)

VALUE OF SMART HOME CONTROL
& CONNECTIVITY DEVICE MARKET



**\$63.94
MILLION**

YEAR-ON-YEAR CHANGE
+30.6% (+\$15 MILLION)

VALUE OF SMART HOME
SECURITY DEVICE MARKET



**\$73.81
MILLION**

YEAR-ON-YEAR CHANGE
+24.0% (+\$14 MILLION)

VALUE OF SMART HOME
ENTERTAINMENT DEVICE MARKET



statista

**\$53.06
MILLION**

YEAR-ON-YEAR CHANGE
+17.4% (+\$7.9 MILLION)

VALUE OF SMART HOME
COMFORT & LIGHTING MARKET



**\$24.70
MILLION**

YEAR-ON-YEAR CHANGE
+26.7% (+\$5.2 MILLION)

VALUE OF SMART HOME
ENERGY MANAGEMENT MARKET



**\$21.34
MILLION**

YEAR-ON-YEAR CHANGE
+19.1% (+\$3.4 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES. SEE [NOTES ON DATA](#).

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AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS)



INDONESIA

PENETRATION OF
SMART HOME DEVICES



12.9%

YEAR-ON-YEAR CHANGE
+12.6% (+144 BPS)

statista

ARPU: SPEND ON ALL
SMART HOME DEVICES



\$48.81

YEAR-ON-YEAR CHANGE
+7.4% (+\$3.35)

KEPIOS

ARPU: SMART HOME
APPLIANCES



\$59.06

YEAR-ON-YEAR CHANGE
-9.5% (-\$6.18)

statista

ARPU: SMART HOME CONTROL
& CONNECTIVITY DEVICES



\$12.23

YEAR-ON-YEAR CHANGE
-6.0% (-\$0.78)

ARPU: SMART HOME
SECURITY DEVICES

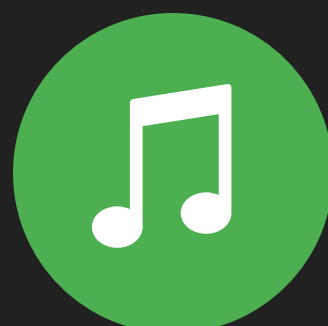


\$11.54

YEAR-ON-YEAR CHANGE
-8.0% (-\$1.01)



ARPU: SMART HOME
ENTERTAINMENT DEVICES



\$7.67

YEAR-ON-YEAR CHANGE
-10.1% (-\$0.86)

statista

ARPU: SMART HOME
COMFORT & LIGHTING

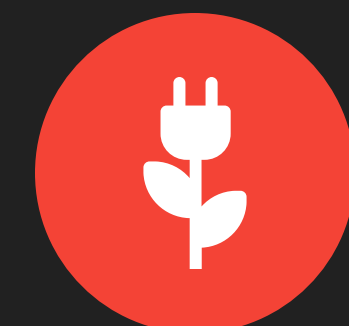


\$4.08

YEAR-ON-YEAR CHANGE
-6.8% (-\$0.30)



ARPU: SMART HOME
ENERGY MANAGEMENT



\$5.45

YEAR-ON-YEAR CHANGE
-14.6% (-\$0.93)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR SPEND PER SMART HOME FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES. SEE [NOTES ON DATA](#).

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USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO OWN OR USE EACH KIND OF DIGITAL FINANCIAL SERVICE



USE A BANKING, INVESTMENT,
OR INSURANCE WEBSITE OR
MOBILE APP EACH MONTH



GW.

26.1%

YOY: -10.3% (-300 BPS)

USE A MOBILE PAYMENT
SERVICE (E.G. APPLE PAY,
SAMSUNG PAY) EACH MONTH



20.7%

YOY: -13.8% (-330 BPS)

OWN ANY FORM
OF CRYPTOCURRENCY
(E.G. BITCOIN, ETHER)



16.6%

YOY: -17.4% (-350 BPS)

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ONLINE PRIVACY AND SECURITY

PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY



EXPRESS CONCERN
ABOUT WHAT IS REAL
vs. WHAT IS FAKE
ON THE INTERNET



61.6%

WORRY ABOUT
HOW COMPANIES
MIGHT USE THEIR
ONLINE DATA



GWl.

36.2%

DECLINE COOKIES
ON WEBSITES
AT LEAST SOME
OF THE TIME



35.8%

USE A TOOL TO BLOCK
ADVERTISEMENTS ON
THE INTERNET AT LEAST
SOME OF THE TIME



GWl.

40.6%

USE A VIRTUAL PRIVATE
NETWORK (VPN) TO
ACCESS THE INTERNET AT
LEAST SOME OF THE TIME



32.8%



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)



NUMBER OF SOCIAL
MEDIA USER IDENTITIES



139.0
MILLION



QUARTER-ON-QUARTER CHANGE
IN SOCIAL MEDIA USER IDENTITIES



0%
[UNCHANGED]



YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA USER IDENTITIES



0%
[UNCHANGED]



AVERAGE DAILY TIME SPENT
USING SOCIAL MEDIA



3H 11M
YOY: -7 MINS



AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH



7.8

SOCIAL MEDIA
USER IDENTITIES vs.
TOTAL POPULATION



49.9%



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



64.8%



SOCIAL MEDIA USER
IDENTITIES vs. INDIVIDUALS
USING THE INTERNET



75.0%



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



46.5%



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



53.5%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q3 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, USER AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

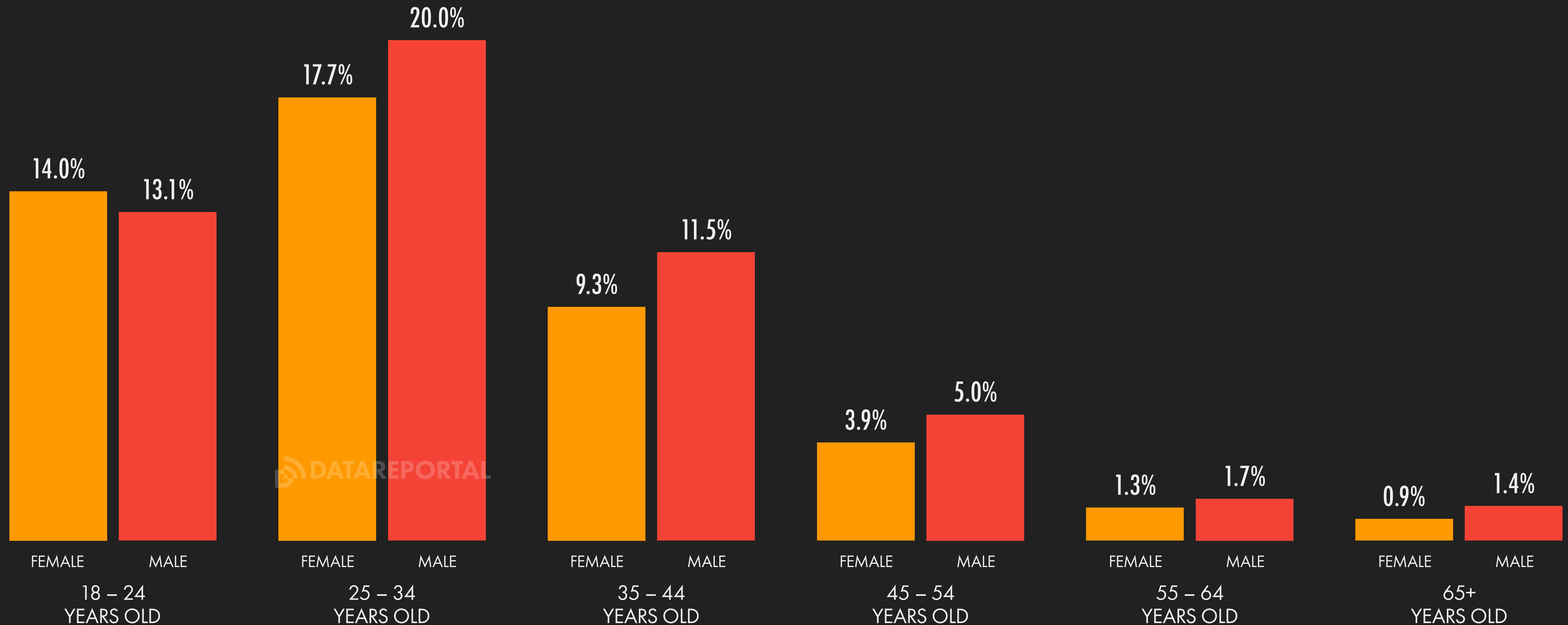
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DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE

SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER



INDONESIA



DATA REPORTAL

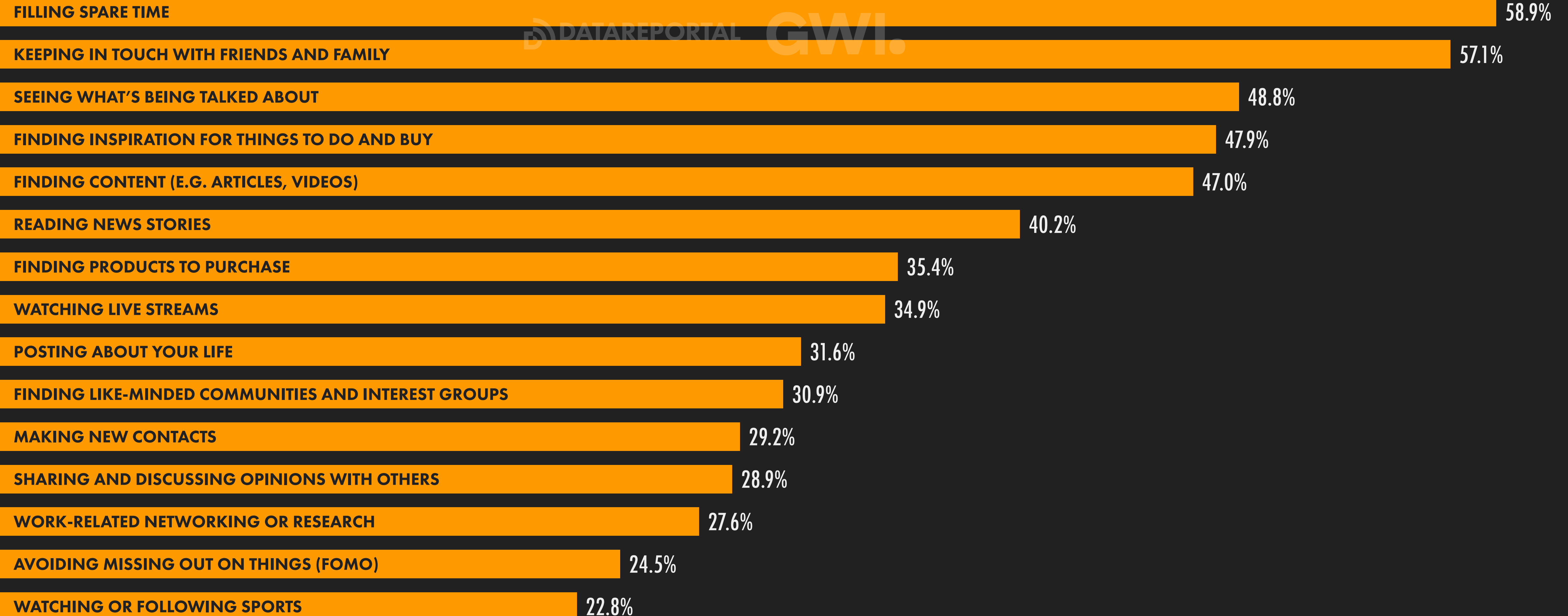
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MAIN REASONS FOR USING SOCIAL MEDIA

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



INDONESIA



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MOST USED SOCIAL MEDIA PLATFORMS

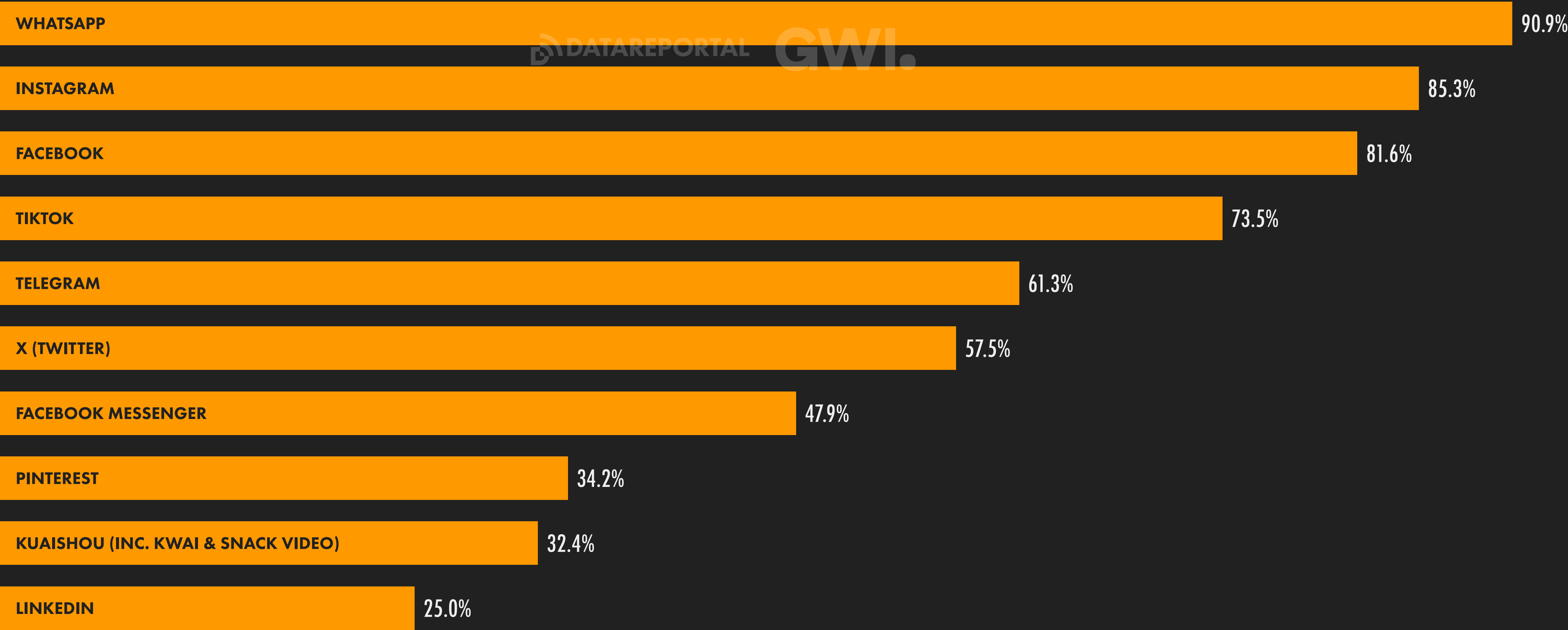
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



INDONESIA

DATA REPORTAL GWI.



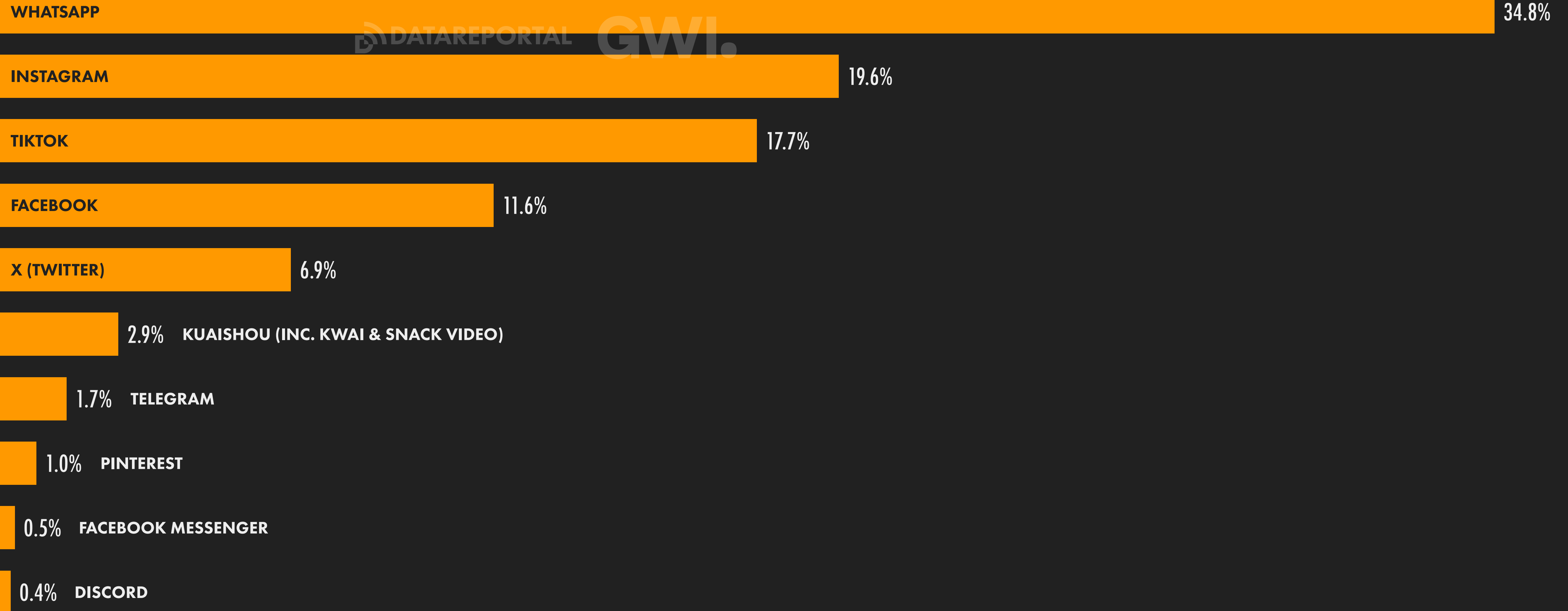
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FAVOURITE SOCIAL MEDIA PLATFORMS

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



DATA REPORTAL
GWI.



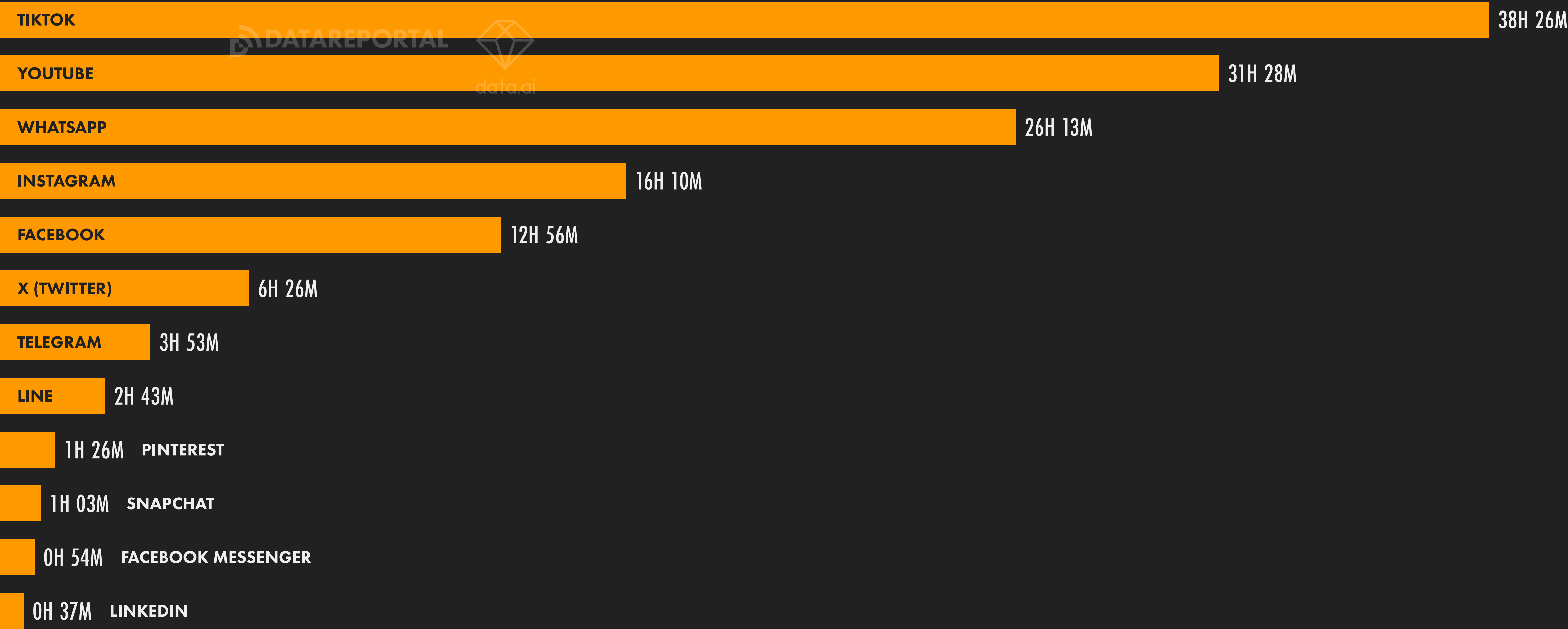
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TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023



INDONESIA



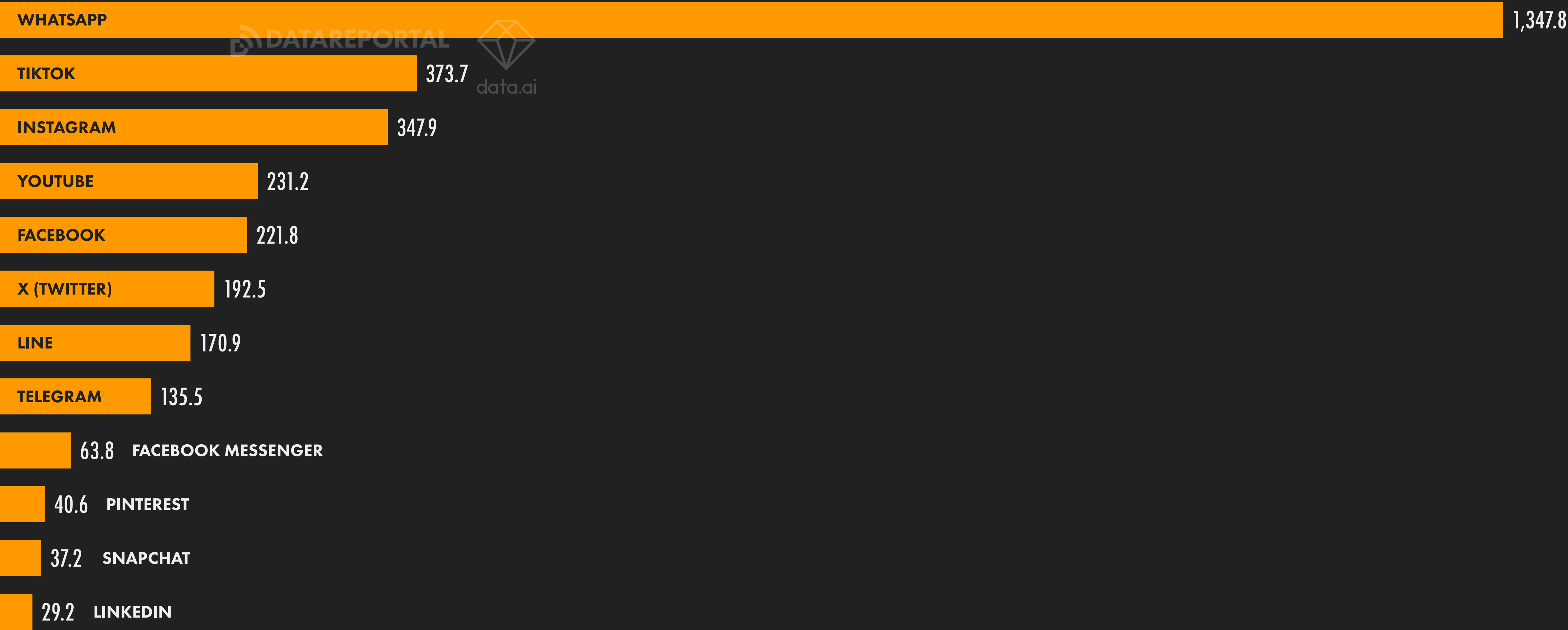
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MONTHLY SOCIAL MEDIA APP SESSIONS

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



INDONESIA



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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



GWl.

80.9%

YOY: -1.8% (-150 BPS)

SOCIAL
NETWORKS



63.0%

YOY: -2.3% (-150 BPS)

QUESTION & ANSWER
SITES (E.G. QUORA)



GWl.

17.8%

YOY: -21.2% (-480 BPS)

MESSAGING AND
LIVE CHAT SERVICES



12.3%
YOY: -22.6% (-360 BPS)

FORUMS AND
MESSAGE BOARDS



7.8%

YOY: -29.1% (-320 BPS)

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



GWl.

10.3%

YOY: -28.0% (-400 BPS)

VLOGS (BLOGS IN
A VIDEO FORMAT)



16.5%

YOY: -19.5% (-400 BPS)

ONLINE PINBOARDS
(E.G. PINTEREST)



6.2%
YOY: -30.3% (-270 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

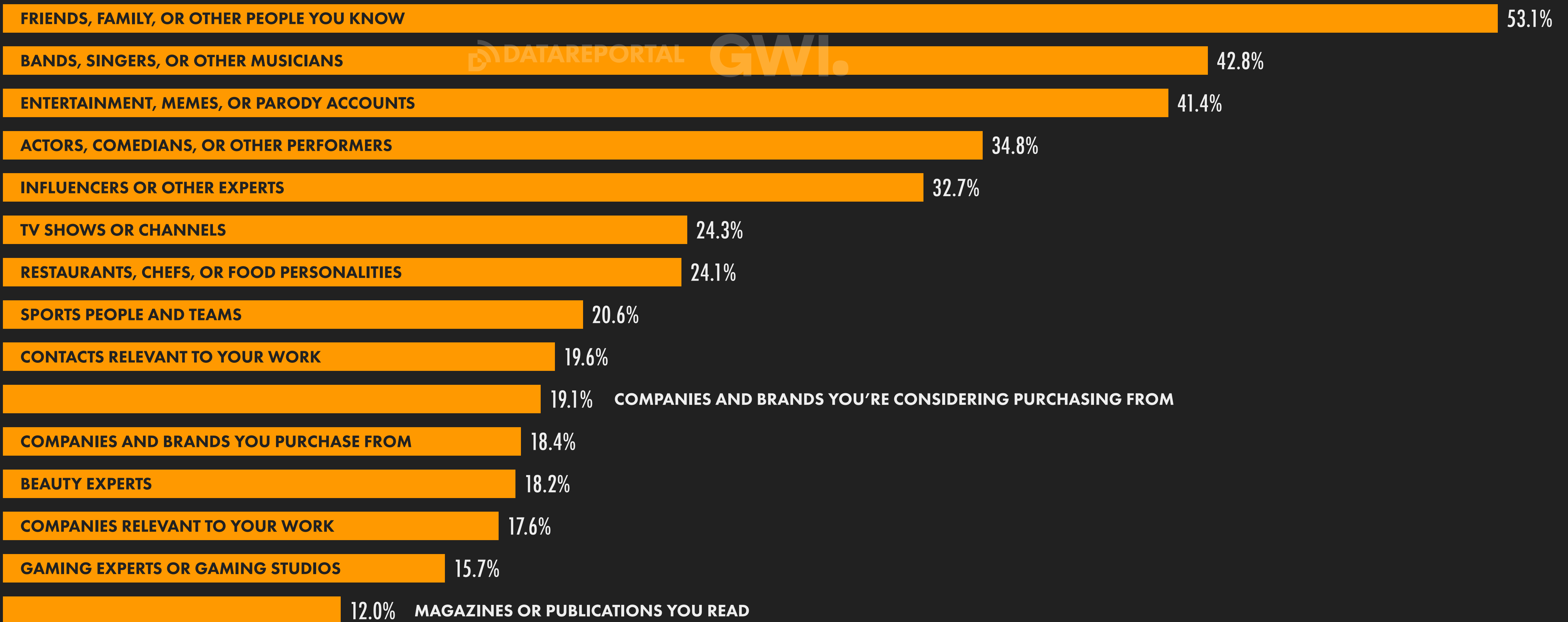
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SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

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



INDONESIA



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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)



INDONESIA

FACEBOOK

52.0%

YOUTUBE

38.7%

INSTAGRAM

5.2%

3.3% (X) TWITTER

0.6% PINTEREST

0.05% LINKEDIN

0.03% REDDIT

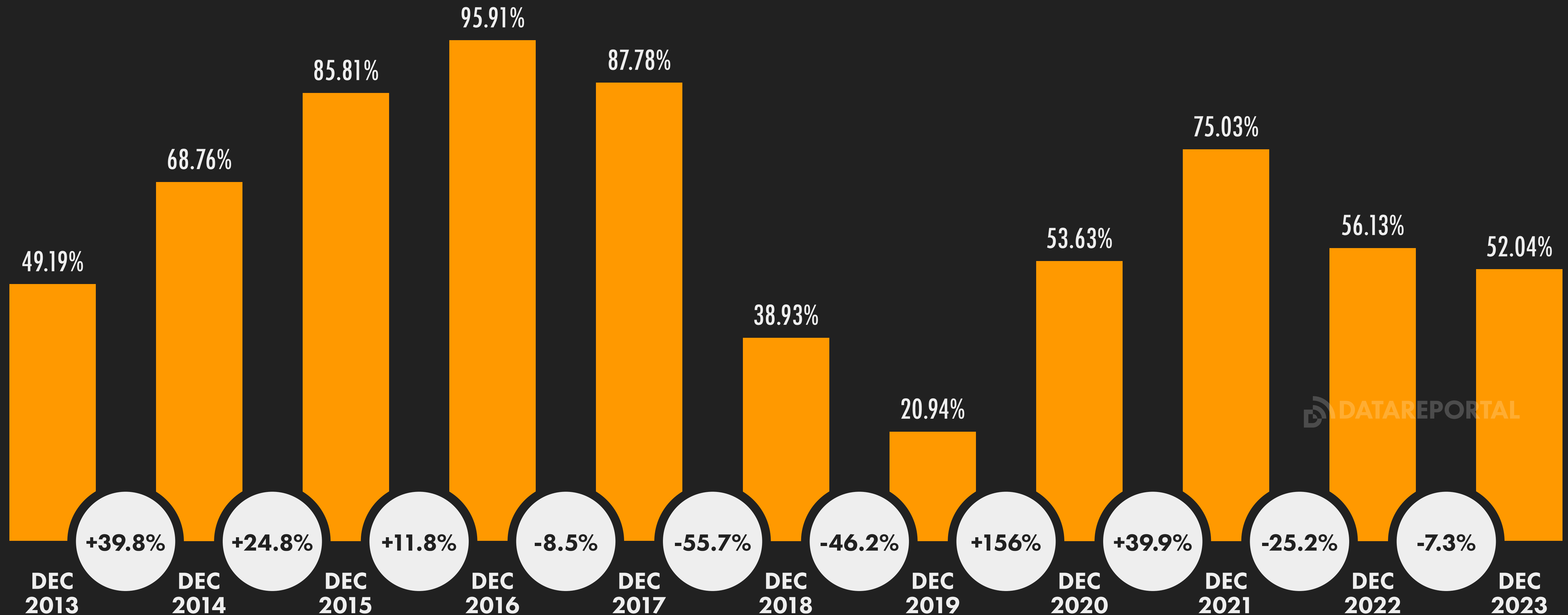
0.01% OTHERS

DATA REPORTAL

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FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

WEB TRAFFIC REFERRED BY **FACEBOOK** AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)



SOURCE: STATCOUNTER. **NOTES:** DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S 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 FACEBOOK AS A PERCENTAGE OF TOTAL WEB PAGE TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS. 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.



SOCIAL MEDIA PLATFORMS

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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



INDONESIA

TOTAL POTENTIAL REACH
OF ADS ON FACEBOOK



117.6
MILLION

FACEBOOK AD REACH
vs. TOTAL POPULATION



42.2%

FACEBOOK AD REACH
vs. TOTAL INTERNET USERS



63.5%

QUARTER-ON-QUARTER CHANGE
IN REPORTED FACEBOOK AD REACH



-13.8%
-19 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED FACEBOOK AD REACH



-1.9%
-2.3 MILLION

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



41.9%

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



58.1%

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



60.0%

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



49.4%

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



68.8%

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:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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2024

FACEBOOK ENGAGEMENT RATES: LOCOWISE

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



INDONESIA

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



locowise

0.03%

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



locowise

0.04%

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



locowise

0.03%

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



KEPIOS

0.0001%

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



0.05%

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FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS, AS REPORTED BY SOCIALINSIDER



INDONESIA

AVERAGE FACEBOOK PAGE
POST ENGAGEMENT RATE:
OVERALL AVERAGE



socialinsider

ENGAGEMENTS vs. PAGE FOLLOWERS

0.12%

ENGAGEMENTS vs. POST REACH

9.09%

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



ENGAGEMENTS vs. PAGE FOLLOWERS

0.31%

ENGAGEMENTS vs. POST REACH

5.63%

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



ENGAGEMENTS vs. PAGE FOLLOWERS

0.20%

ENGAGEMENTS vs. POST REACH

7.11%

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



ENGAGEMENTS vs. PAGE FOLLOWERS

0.06%

ENGAGEMENTS vs. POST REACH

10.36%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 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: SOCIALINSIDER

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



FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: REELS POSTS



0.06%

socialinsider

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: PHOTO POSTS



0.16%



FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: VIDEO POSTS



0.23%

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: ALBUM POSTS



0.11%



FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: STATUS POSTS



0.06%

socialinsider

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: LINK POSTS



0.02%

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FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

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



INDONESIA

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: REELS POSTS



socialinsider

15.16%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: PHOTO POSTS



KEPIOS

7.87%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: VIDEO POSTS



7.04%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: ALBUM POSTS



8.34%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: STATUS POSTS



socialinsider

20.10%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: LINK POSTS



9.96%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. **NOTES:** FIGURES 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.

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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



INDONESIA

TOTAL POTENTIAL REACH
OF ADS ON YOUTUBE



139.0
MILLION



YOUTUBE AD REACH
vs. TOTAL POPULATION



49.9%

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YOUTUBE AD REACH
vs. TOTAL INTERNET USERS



75.0%



QUARTER-ON-QUARTER CHANGE
IN REPORTED YOUTUBE AD REACH



0%
[UNCHANGED]



YEAR-ON-YEAR CHANGE IN
REPORTED YOUTUBE AD REACH



0%
[UNCHANGED]

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



46.9%



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



53.1%



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



54.4%



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



50.9%

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57.9%

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:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023



#	SEARCH QUERY	INDEX
01	LAGU	100
02	DJ	45
03	FILM	38
04	KARAOKE	36
05	TIKTOK	18
06	DANGDUT	16
07	SHOLAWAT	15
08	UPIN IPIN	15
09	MOBIL	12
10	SAKURA	11

#	SEARCH QUERY	INDEX
11	IKAN	11
12	HANTU	9
13	KUCING	8
14	AYAM	8
15	LAGU ANAK ANAK	6
16	DJ TERBARU 2023	6
17	MUKBANG	6
18	FF	6
19	LAGU DJ	6
20	BEBEK	6

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. **NOTE:** 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 ENTER WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE “INDEX” 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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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



INDONESIA

TOTAL POTENTIAL REACH
OF ADS ON INSTAGRAM



100.9
MILLION

INSTAGRAM AD REACH
vs. TOTAL POPULATION



36.2%

INSTAGRAM AD REACH
vs. TOTAL INTERNET USERS



54.5%

QUARTER-ON-QUARTER CHANGE
IN REPORTED INSTAGRAM AD REACH



-3.7%
-3.9 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED INSTAGRAM AD REACH



+13.2%
+12 MILLION

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



54.5%

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



45.5%

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



42.2%

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



45.9%

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



38.5%

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:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER

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



INDONESIA

AVERAGE INSTAGRAM POST
ENGAGEMENT RATE: **OVERALL**
AVERAGE FOR BUSINESS ACCOUNTS



socialinsider

ENGAGEMENTS vs. FOLLOWERS

0.51%

ENGAGEMENTS vs. POST REACH

6.73%

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



ENGAGEMENTS vs. FOLLOWERS

1.07%

ENGAGEMENTS vs. POST REACH

5.19%

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



ENGAGEMENTS vs. FOLLOWERS

0.64%

ENGAGEMENTS vs. POST REACH

5.22%

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



ENGAGEMENTS vs. FOLLOWERS

0.38%

ENGAGEMENTS vs. POST REACH

7.69%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 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: 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

0.51%

ENGAGEMENTS vs. POST REACH

6.73%

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



ENGAGEMENTS vs. FOLLOWERS

0.41%

ENGAGEMENTS vs. POST REACH

7.35%

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



ENGAGEMENTS vs. FOLLOWERS

0.69%

ENGAGEMENTS vs. POST REACH

6.68%

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



ENGAGEMENTS vs. FOLLOWERS

0.41%

ENGAGEMENTS vs. POST REACH

5.95%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 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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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



INDONESIA

TOTAL POTENTIAL REACH
OF ADS ON TIKTOK



126.8
MILLION



TIKTOK AD REACH
vs. TOTAL POPULATION



45.5%



TIKTOK AD REACH
vs. TOTAL INTERNET USERS



68.5%



QUARTER-ON-QUARTER CHANGE
IN REPORTED TIKTOK AD REACH



+19.1%
+20 MILLION



YEAR-ON-YEAR CHANGE IN
REPORTED TIKTOK AD REACH



+15.4%
+17 MILLION

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



46.5%



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



53.5%



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



64.8%



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



60.2%



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



69.4%

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:** CHANGE IN DATA SOURCING APPROACH AND BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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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



INDONESIA

TOTAL POTENTIAL REACH
OF ADS ON MESSENGER



27.75
MILLION

MESSENGER AD REACH
vs. TOTAL POPULATION



10.0%

MESSENGER AD REACH
vs. TOTAL INTERNET USERS



15.0%

QUARTER-ON-QUARTER CHANGE
IN REPORTED MESSENGER AD REACH



-7.2%
-2.2 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED MESSENGER AD REACH



+1.6%
+450 THOUSAND

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



44.9%

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



55.1%

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



14.1%

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



12.7%

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



15.7%

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. REDUCED AVAILABILITY OF CERTAIN AD FORMATS MAY IMPACT REACH IN SOME COUNTRIES. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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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



INDONESIA

TOTAL POTENTIAL REACH
OF ADS ON LINKEDIN



26.00
MILLION



LINKEDIN AD REACH
vs. TOTAL POPULATION



9.3%

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are
social

LINKEDIN AD REACH
vs. TOTAL INTERNET USERS



14.0%



QUARTER-ON-QUARTER CHANGE
IN REPORTED LINKEDIN AD REACH



+4.0%
+1.0 MILLION



YEAR-ON-YEAR CHANGE IN
REPORTED LINKEDIN AD REACH



+13.0%
+3.0 MILLION

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



45.9%



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



54.1%



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



13.3%



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



8.1%

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social

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



9.5%

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:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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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



INDONESIA

TOTAL POTENTIAL REACH
OF ADS ON SNAPCHAT



2.05
MILLION

SNAPCHAT AD REACH
vs. TOTAL POPULATION



0.7%

SNAPCHAT AD REACH
vs. TOTAL INTERNET USERS



1.1%

QUARTER-ON-QUARTER CHANGE
IN REPORTED SNAPCHAT AD REACH



-9.7%
-220 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED SNAPCHAT AD REACH



-42.4%
-1.5 MILLION

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



69.9%

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



25.9%

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



0.8%

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



1.1%

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



0.4%

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:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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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



TOTAL POTENTIAL REACH
OF ADS ON X (TWITTER)



24.69
MILLION



X AD REACH vs.
TOTAL POPULATION



8.9%



X AD REACH vs.
TOTAL INTERNET USERS



13.3%



QUARTER-ON-QUARTER CHANGE
IN REPORTED X AD REACH



-8.7%
-2.4 MILLION



YEAR-ON-YEAR CHANGE
IN REPORTED X AD REACH



+2.9%
+693 THOUSAND

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



46.3%



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



53.7%



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



11.9%



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



10.8%



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



13.0%

SOURCES: X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** SIGNIFICANT ANOMALIES IN SOURCE DATA. 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:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).



MOBILE

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2024

MOBILE CONNECTIVITY

USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS



NUMBER OF CELLULAR
MOBILE CONNECTIONS
(EXCLUDING IOT)



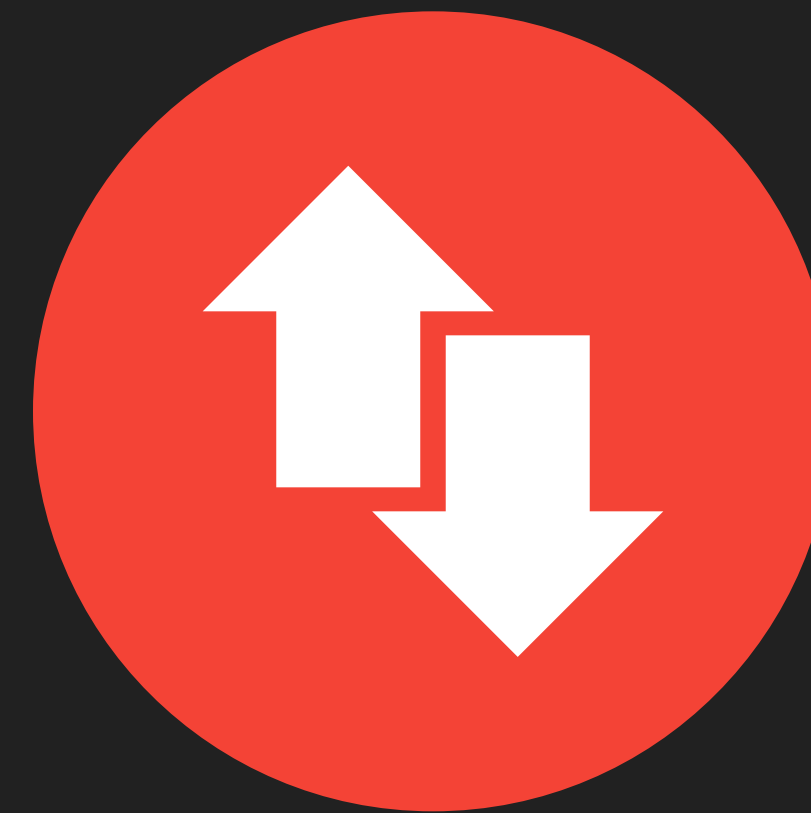
353.3
MILLION

NUMBER OF CELLULAR MOBILE
CONNECTIONS COMPARED
WITH TOTAL POPULATION



126.8%

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF CELLULAR
MOBILE CONNECTIONS



+0.7%
+2.5 MILLION

SHARE OF CELLULAR MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G, 4G, 5G)

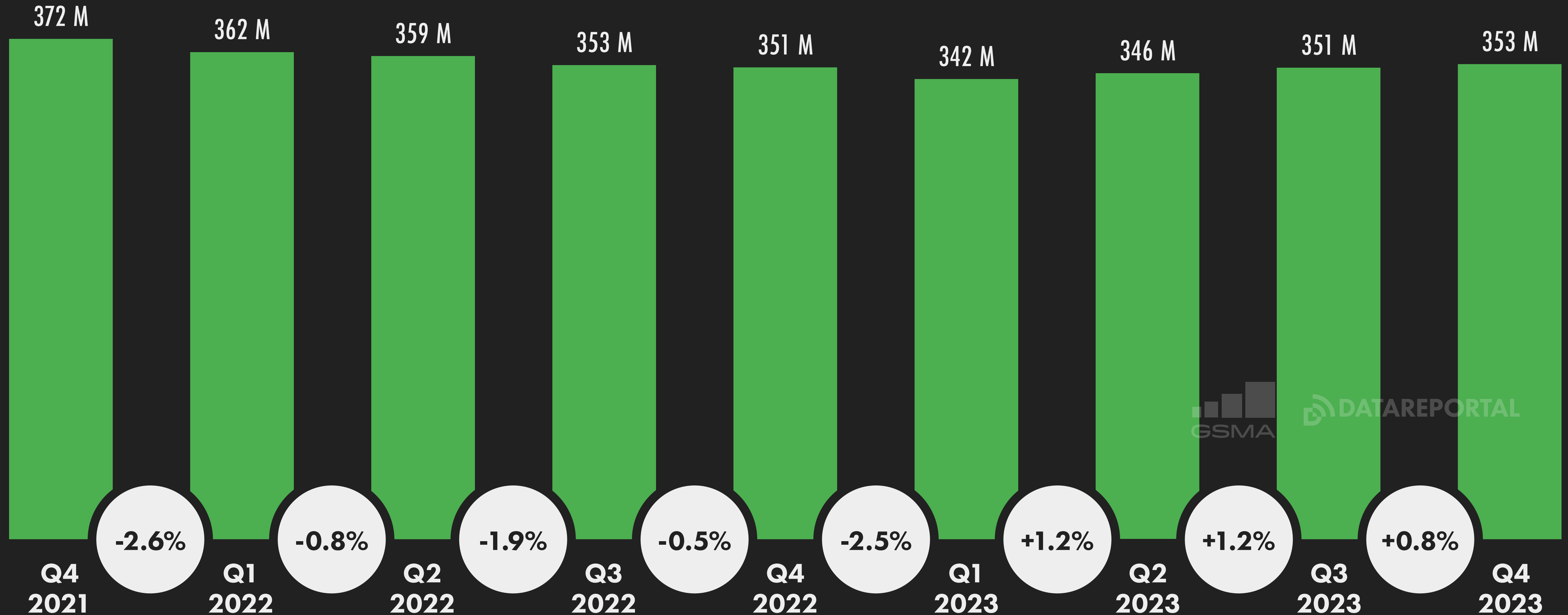


95.5%

JAN
2024

CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME

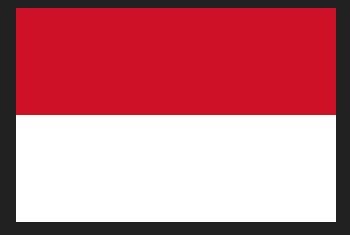


SOURCE: GSMA INTELLIGENCE. **NOTE:** EXCLUDES CELLULAR IOT CONNECTIONS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** BASE CHANGES. SEE [NOTES ON DATA](#).

JAN
2024

SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

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



INDONESIA

SHARE OF MOBILE WEB
TRAFFIC ORIGINATING
FROM ANDROID DEVICES



88.26%

YEAR-ON-YEAR CHANGE

-1.2% (-103 BPS)

SHARE OF MOBILE WEB
TRAFFIC ORIGINATING
FROM APPLE IOS DEVICES



11.64%

YEAR-ON-YEAR CHANGE

+9.7% (+103 BPS)

SHARE OF MOBILE WEB
TRAFFIC ORIGINATING FROM
SAMSUNG OS DEVICES



0.06%

YEAR-ON-YEAR CHANGE

[MINIMAL]

SHARE OF MOBILE WEB
TRAFFIC ORIGINATING
FROM KAI OS DEVICES



0%

YEAR-ON-YEAR CHANGE

[UNCHANGED]

SHARE OF MOBILE WEB
TRAFFIC ORIGINATING
FROM OTHER OS DEVICES



0.04%

YEAR-ON-YEAR CHANGE

[UNCHANGED]

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 DECEMBER 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.

**we
are
social**

<O> Meltwater

JAN
2024

SHARE OF MOBILE TIME BY APP CATEGORY

TIME SPENT USING APPS IN EACH APP CATEGORY AS A PERCENTAGE OF TOTAL TIME SPENT USING **ANDROID PHONES** OVERALL



INDONESIA

TOTAL TIME SPENT USING
SMARTPHONES EACH DAY



6H 03M



SHARE OF SMARTPHONE
TIME: SOCIAL MEDIA APPS



28.7%



SHARE OF SMARTPHONE
TIME: ENTERTAINMENT APPS



35.6%



SHARE OF SMARTPHONE
TIME: UTILITY & PRODUCTIVITY



11.9%

SHARE OF SMARTPHONE TIME:
MOBILE GAMES (ALL GENRES)



13.7%



SHARE OF SMARTPHONE
TIME: SHOPPING APPS



2.3%



SHARE OF SMARTPHONE
TIME: ALL OTHER APPS



7.7%



SHARE OF SMARTPHONE TIME: WEB
BROWSERS & SEARCH ENGINES*



6.0%

JAN
2024

MOBILE APP MARKET OVERVIEW

HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN 01 JANUARY AND 31 DECEMBER 2023



TOTAL NUMBER
OF MOBILE APP
DOWNLOADS



7.57
BILLION

YEAR-ON-YEAR CHANGE
IN THE TOTAL NUMBER OF
MOBILE APP DOWNLOADS



-1.7%
-130 MILLION

ANNUAL CONSUMER
SPEND ON MOBILE APPS
AND IN-APP PURCHASES (USD)



\$757.3
MILLION

YEAR-ON-YEAR CHANGE IN
CONSUMER SPEND ON MOBILE
APPS AND IN-APP PURCHASES



+20.5%
+\$129 MILLION



SOURCE: DATA.AI INTELLIGENCE. SEE [DATA.AI](#). **NOTES:** FIGURES REPRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2021. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE TRANSACTIONS OR MOBILE ADVERTISING. CONSUMER SPEND FIGURES ARE IN U.S. DOLLARS.

JAN
2024

APP RANKING: MONTHLY ACTIVE USERS

MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS BETWEEN 01 JANUARY AND 31 DECEMBER 2023



#	MOBILE APP	COMPANY
01	YOUTUBE	GOOGLE
02	WHATSAPP MESSENGER	META
03	CHROME BROWSER	GOOGLE
04	GOOGLE	GOOGLE
05	FACEBOOK	META
06	INSTAGRAM	META
07	GOOGLE MAPS	GOOGLE
08	SHOPEE	SEA
09	TIKTOK	BYTEDANCE
10	GMAIL	GOOGLE

#	MOBILE GAME	COMPANY
01	MOBILE LEGENDS: BANG BANG	BYTEDANCE
02	FREE FIRE	SEA
03	ROBLOX	ROBLOX
04	CLASH OF CLANS	TENCENT
05	STUMBLE GUYS	SCOPELY
06	MINECRAFT POCKET EDITION	MICROSOFT
07	HIGGS DOMINO ISLAND	BOKE
08	EA SPORTS FC™ MOBILE 24 SOCCER	ELECTRONIC ARTS
09	SAKURA SCHOOL SIMULATOR	GARUSOFT DEVELOPMENT
10	SUBWAY SURFERS	TENCENT

JAN
2024

APP RANKING: DOWNLOADS

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN 01 JANUARY AND 31 DECEMBER 2023



INDONESIA

#	MOBILE APP	COMPANY
01	TIKTOK	BYTEDANCE
02	CAPCUT	BYTEDANCE
03	FACEBOOK	META
04	SHOPEE	SEA
05	INSTAGRAM	META
06	WHATSAPP MESSENGER	META
07	DANA	ESPAY DEBIT INDONESIA KOE
08	WHATSAPP BUSINESS	META
09	GOTUBE - BLOCK ALL ADS	GOTUBE STUDIO
10	GETCONTACT	GETVERIFY

#	MOBILE GAME	COMPANY
01	FREE FIRE	SEA
02	MOBILE LEGENDS: BANG BANG	BYTEDANCE
03	8 BALL POOL	TENCENT
04	STICKMAN PARTY	PLAYMAX GAME STUDIO
05	WORMSZONE.IO	AZUR INTERACTIVE GAMES
06	ROBLOX	ROBLOX
07	SUBWAY SURFERS	TENCENT
08	FOOTBALL LEAGUE 2023	MOBILE SOCCER
09	LUDO KING	GAMETION
10	SAKURA SCHOOL SIMULATOR	GARUSOFT DEVELOPMENT

JAN
2024

APP RANKING: CONSUMER SPEND

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN 01 JANUARY AND 31 DECEMBER 2023



#	MOBILE APP	COMPANY
01	TIKTOK	BYTEDANCE
02	VIDIO	SURYA CITRA MEDIA
03	GOOGLE ONE	GOOGLE
04	GETCONTACT	GETVERIFY
05	DISNEY+ HOTSTAR	DISNEY
06	WETV	TENCENT
07	GOODNOVEL	GOODNOVEL
08	NAVER WEBTOONS	NAVER
09	VIU	PCCW
10	YOUTUBE	GOOGLE

#	MOBILE GAME	COMPANY
01	MOBILE LEGENDS: BANG BANG	BYTEDANCE
02	FREE FIRE	SEA
03	ROBLOX	ROBLOX
04	EA SPORTS FC™ MOBILE 24 SOCCER	ELECTRONIC ARTS
05	EFOOTBALL 2024	KONAMI
06	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
07	HIGGS DOMINO ISLAND	BOKE
08	CLASH OF CLANS	TENCENT
09	RISE OF KINGDOMS	LILITH
10	RAGNAROK ORIGIN	GUNGHO ONLINE ENTERTAINMENT

SOURCE: DATA.AI INTELLIGENCE. SEE [DATA.AI](#). **NOTES:** RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING.



ECOMMERCE

JAN
2024

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE **TOTAL POPULATION AGED 15+** THAT OWNS OR USES EACH PRODUCT OR SERVICE



ACCOUNT WITH A
FINANCIAL INSTITUTION



50.5%

FEMALE

51.7%

MALE

49.3%



CREDIT CARD
OWNERSHIP



1.6%

FEMALE

2.1%

MALE

1.1%



DEBIT CARD
OWNERSHIP



35.1%

FEMALE

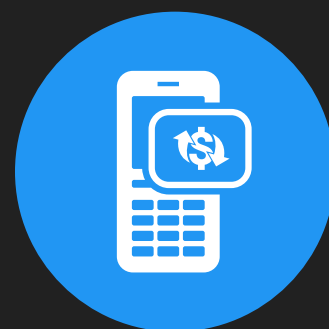
36.5%

MALE

33.7%



MOBILE MONEY ACCOUNT
(E.G. MPESA, GCASH)



9.3%

FEMALE

9.9%

MALE

8.7%

MADE A DIGITAL
PAYMENT (PAST YEAR)



29.1%

FEMALE

29.0%

MALE

29.2%



MADE A PURCHASE USING A MOBILE
PHONE OR THE INTERNET (PAST YEAR)



18.2%

FEMALE

21.5%

MALE

14.8%



USED A MOBILE PHONE OR THE
INTERNET TO SEND MONEY (PAST YEAR)



8.1%

FEMALE

7.5%

MALE

8.8%



USED A MOBILE PHONE OR THE
INTERNET TO PAY BILLS (PAST YEAR)



7.7%

FEMALE

7.8%

MALE

7.6%

JAN
2024

WEEKLY ONLINE SHOPPING ACTIVITIES

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



INDONESIA

PURCHASED A PRODUCT
OR SERVICE ONLINE



GWl.

59.3%

ORDERED GROCERIES
VIA AN ONLINE STORE



34.4%

BOUGHT A SECOND-HAND
ITEM VIA AN ONLINE STORE



10.8%

USED AN ONLINE PRICE
COMPARISON SERVICE



14.1%

USED A BUY NOW,
PAY LATER SERVICE



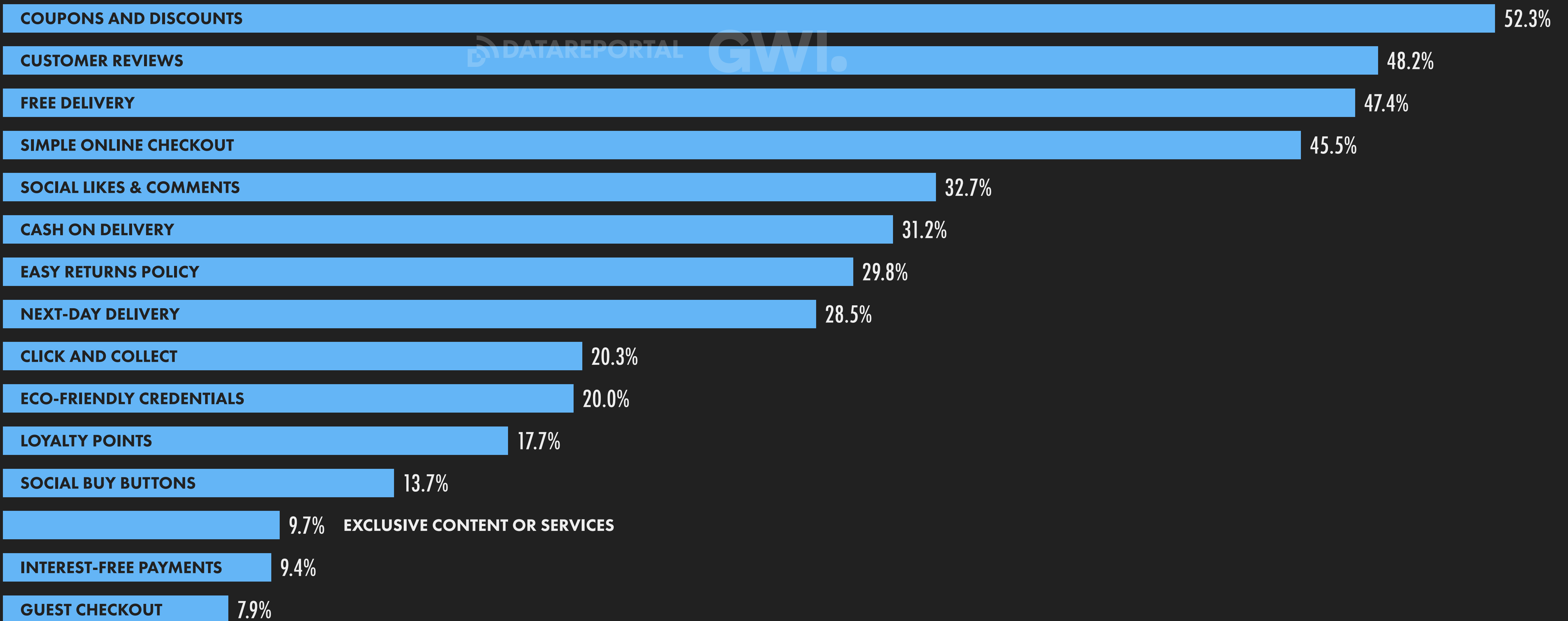
GWl.

38.7%

JAN
2024

ONLINE PURCHASE DRIVERS

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



JAN
2024

ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2023)



INDONESIA

ELECTRONICS



\$10.71
BILLION

YEAR-ON-YEAR CHANGE
+4.8% (+\$490 MILLION)

FASHION



\$5.49
BILLION

YEAR-ON-YEAR CHANGE
-2.0% (-\$110 MILLION)

FOOD



\$6.09
BILLION

YEAR-ON-YEAR CHANGE
+14.3% (+\$760 MILLION)

BEVERAGES



\$1.33
BILLION

YEAR-ON-YEAR CHANGE
+9.0% (+\$110 MILLION)

DIY & HARDWARE



\$1.80
BILLION

YEAR-ON-YEAR CHANGE
+2.3% (+\$40 MILLION)

FURNITURE



\$680.0
MILLION

YEAR-ON-YEAR CHANGE
+6.3% (+\$40 MILLION)

PHYSICAL MEDIA



\$1.85
BILLION

YEAR-ON-YEAR CHANGE
-3.6% (-\$70 MILLION)

BEAUTY &
PERSONAL CARE



\$1.56
BILLION

YEAR-ON-YEAR CHANGE
+2.0% (+\$30 MILLION)

TOBACCO
PRODUCTS



\$1.15
BILLION

YEAR-ON-YEAR CHANGE
+23.7% (+\$220 MILLION)

TOYS &
HOBBY



\$1.49
BILLION

YEAR-ON-YEAR CHANGE
-0.7% (-\$10 MILLION)

HOUSEHOLD
ESSENTIALS



\$1.11
BILLION

YEAR-ON-YEAR CHANGE
+7.8% (+\$80 MILLION)

OVER-THE-COUNTER
PHARMACEUTICALS



\$830.0
MILLION

YEAR-ON-YEAR CHANGE
+3.8% (+\$30 MILLION)

LUXURY
GOODS



\$250.0
MILLION

YEAR-ON-YEAR CHANGE
[UNCHANGED]

EYE-
WEAR



\$170.0
MILLION

YEAR-ON-YEAR CHANGE
-5.6% (-\$10 MILLION)

JAN
2024

PAYMENT METHODS USED FOR ECOMMERCE

PERCENTAGE OF ALL B2C ECOMMERCE TRANSACTIONS IN 2022 COMPLETED USING EACH TYPE OF PAYMENT METHOD



INDONESIA

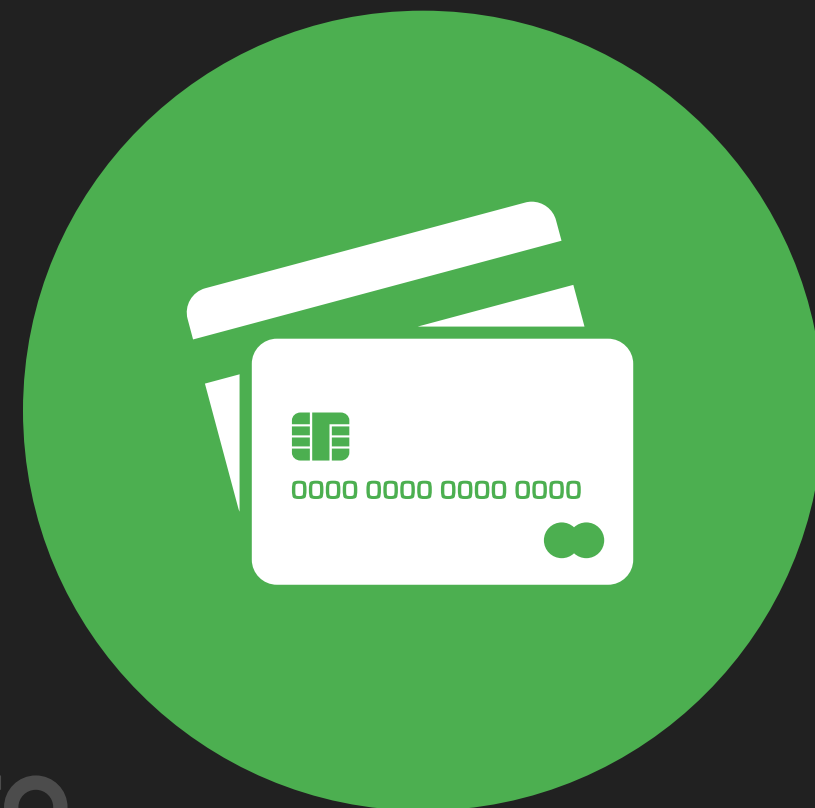
SHARE OF B2C ECOMMERCE
TRANSACTION VOLUME
ATTRIBUTABLE TO DIGITAL
AND MOBILE WALLETS



ppro

39.0%

SHARE OF B2C ECOMMERCE
TRANSACTION VOLUME
ATTRIBUTABLE TO DEBIT
AND CREDIT CARDS



KEPIOS

17.0%

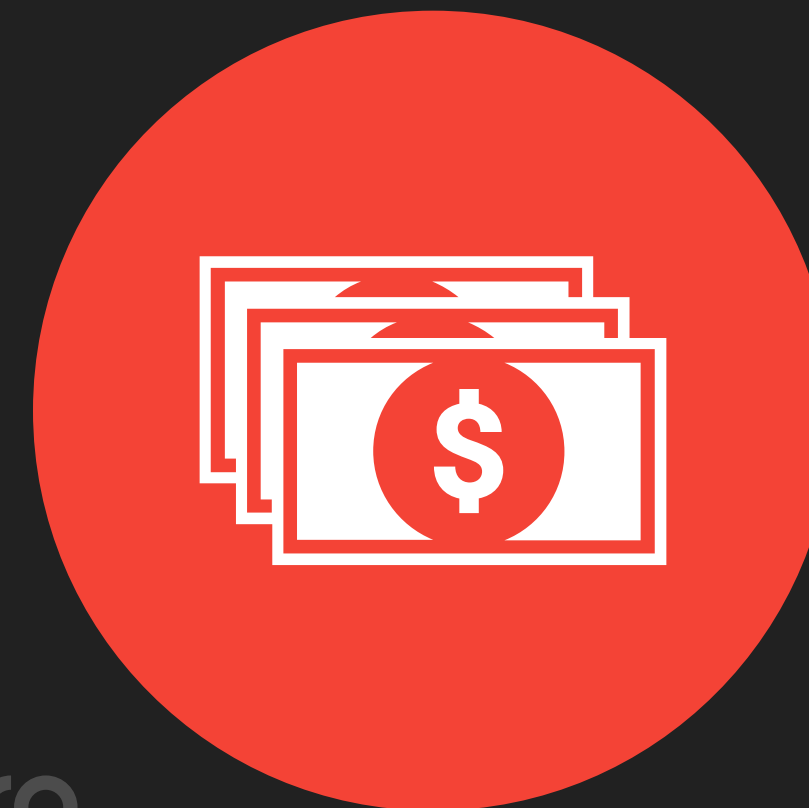
SHARE OF B2C ECOMMERCE
TRANSACTION VOLUME
ATTRIBUTABLE TO
BANK TRANSFERS



ppro

27.0%

SHARE OF B2C ECOMMERCE
TRANSACTION VOLUME
ATTRIBUTABLE TO
CASH-ON-DELIVERY



11.0%

SHARE OF B2C ECOMMERCE
TRANSACTION VOLUME
ATTRIBUTABLE TO OTHER
PAYMENT METHODS



6.0%

JAN
2024

TOP GOOGLE SHOPPING SEARCHES

SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023



INDONESIA

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	HP	100
02	SAMSUNG	96
03	IPHONE	64
04	OPPO	57
05	BAJU	42
06	REDMI	39
07	VIVO	36
08	TAS	33
09	VARIO	32
10	SHOPEE	32

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	TRANSLATE	31
12	LAPTOP	30
13	REALME	30
14	INFINIX	22
15	XIAOMI	18
16	HELM	18
17	ADIDAS	17
18	GOOGLE	16
19	VAPE	15
20	HP SAMSUNG	14

SOURCE: GOOGLE TRENDS, BASED ON SHOPPING SEARCHES CONDUCTED ON GOOGLE SEARCH BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. **NOTES:** ANY LANGUAGE ANOMALIES OR SPELLING ERRORS IN 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 THEIR SEARCH ACTIVITIES. 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.

JAN
2024

ONLINE TRAVEL AND TOURISM

ANNUAL **ONLINE** SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2023)



INDONESIA

FLIGHTS



**\$5.77
BILLION**

YEAR-ON-YEAR CHANGE
+216% (+\$3.9 BILLION)

statista

TRAINS



**\$100.1
MILLION**

YEAR-ON-YEAR CHANGE
+35.8% (+\$26 MILLION)



CAR RENTALS



**\$360.0
MILLION**

YEAR-ON-YEAR CHANGE
+38.5% (+\$100 MILLION)

statista

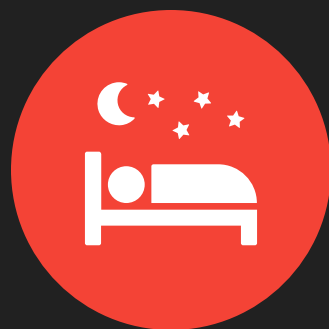
LONG-DISTANCE BUSES



**\$100.2
MILLION**

YEAR-ON-YEAR CHANGE
+37.7% (+\$27 MILLION)

HOTELS



**\$2.75
BILLION**

YEAR-ON-YEAR CHANGE
+24.6% (+\$544 MILLION)



PACKAGE HOLIDAYS



**\$1.43
BILLION**

YEAR-ON-YEAR CHANGE
+31.0% (+\$339 MILLION)

statista

VACATION RENTALS



**\$313.0
MILLION**

YEAR-ON-YEAR CHANGE
+39.9% (+\$89 MILLION)



CRUISES



**\$3.18
MILLION**

YEAR-ON-YEAR CHANGE
+41.2% (+\$928 THOUSAND)

JAN
2024

ONLINE RIDE-HAILING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES



NUMBER OF PEOPLE
USING ONLINE RIDE-
HAILING SERVICES



statista

82.99
MILLION

YEAR-ON-YEAR CHANGE IN
THE NUMBER OF ONLINE
RIDE-HAILING SERVICE USERS



we
are
social

+1.4%
+1.2 MILLION

TOTAL ANNUAL VALUE OF
ONLINE RIDE-HAILING
BOOKINGS (USD, 2023)



Meltwater

\$3.18
BILLION

YEAR-ON-YEAR CHANGE IN
MARKET VALUE: ONLINE RIDE-
HAILING BOOKINGS



statista

+2.3%
+\$70 MILLION

AVERAGE ANNUAL VALUE PER
USER: ONLINE RIDE-HAILING
BOOKINGS (USD, 2023)



\$38.28

SOURCE: STATISTA MOBILITY MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS. VALUES INCLUDE THE BOOKING OF RIDES IN PRIVATE VEHICLES (E.G. UBER, LYFT, GRAB) AND TRADITIONAL TAXI SERVICES. ONLY INCLUDES BOOKINGS THAT ARE MADE VIA ONLINE SERVICES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023. VALUES ARE IN U.S. DOLLARS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we
are
social

Meltwater

JAN
2024

DIGITAL HEALTH TREATMENT & CARE OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND CARE



NUMBER OF PEOPLE
USING DIGITAL HEALTH
TREATMENT & CARE



statista

46.84
MILLION

YEAR-ON-YEAR CHANGE
IN USERS OF DIGITAL
TREATMENT & CARE



Meltwater

+9.6%
+4.1 MILLION

TOTAL ANNUAL VALUE OF
THE DIGITAL TREATMENT &
CARE MARKET (USD, 2023)



statista

\$786.4
MILLION

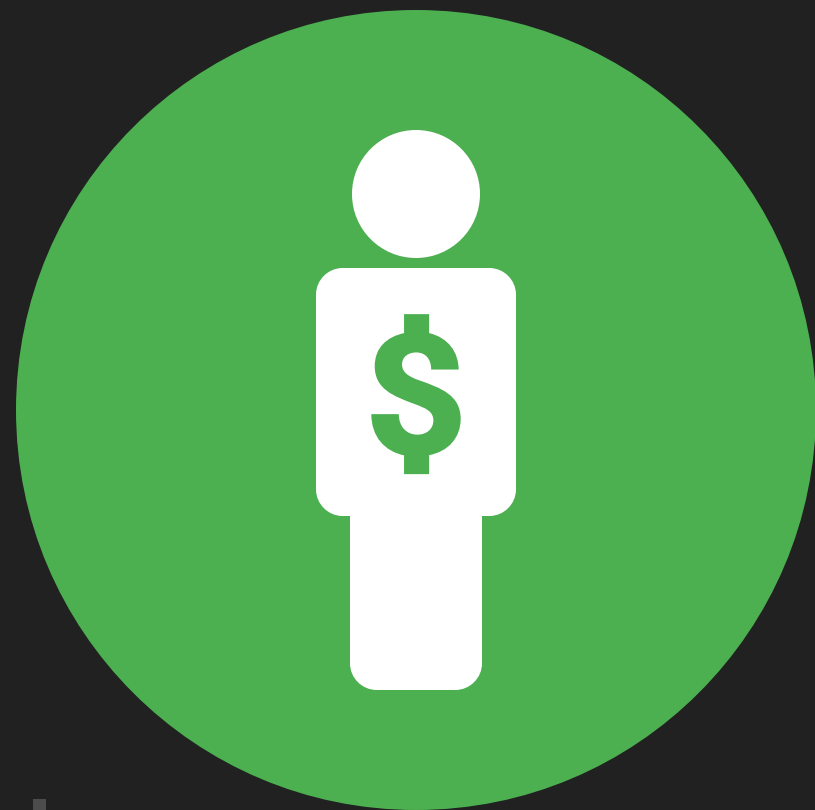
YEAR-ON-YEAR CHANGE
IN MARKET VALUE: DIGITAL
TREATMENT & CARE MARKET



we
are
social

+0.7%
+\$5.4 MILLION

AVERAGE ANNUAL VALUE PER
USER: DIGITAL TREATMENT &
CARE (USD, 2023)



\$16.79

JAN
2024

ONLINE DOCTOR CONSULTATIONS OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES



NUMBER OF PEOPLE
USING ONLINE DOCTOR
CONSULTATION SERVICES



statista

6.42
MILLION

YEAR-ON-YEAR CHANGE IN
USERS OF ONLINE DOCTOR
CONSULTATION SERVICES



Meltwater

+9.6%
+560 THOUSAND

TOTAL ANNUAL VALUE
OF ONLINE DOCTOR
CONSULTATIONS (USD, 2023)



statista

\$256.6
MILLION

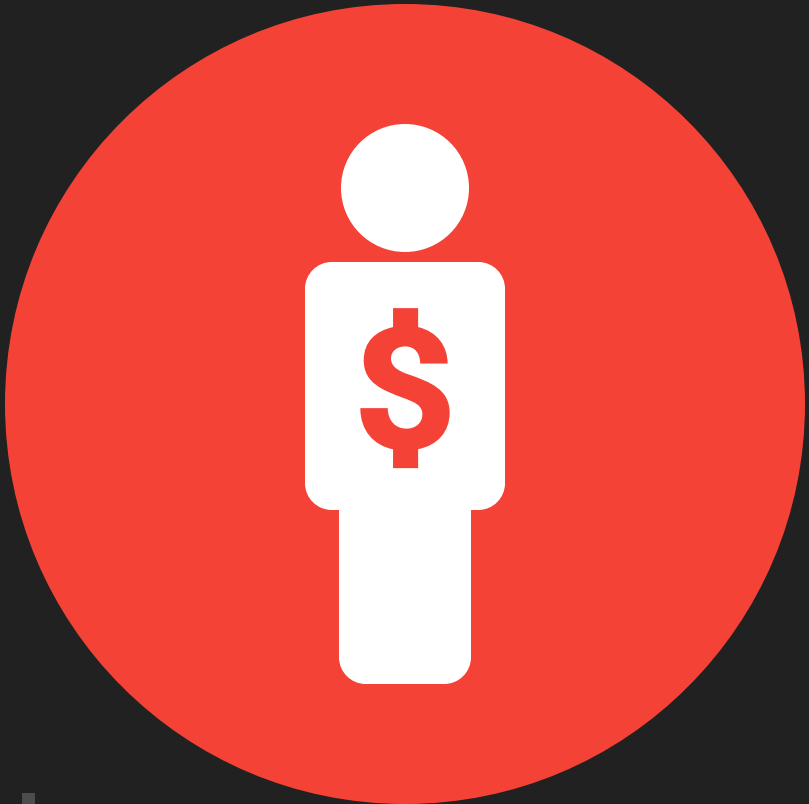
YEAR-ON-YEAR CHANGE
IN MARKET VALUE: ONLINE
DOCTOR CONSULTATIONS



we
are
social

+15.2%
+\$34 MILLION

AVERAGE ANNUAL VALUE
PER USER: ONLINE DOCTOR
CONSULTATIONS (USD, 2023)



\$40.01

JAN
2024

DIGITAL FITNESS & WELL-BEING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES



NUMBER OF PEOPLE USING
DIGITAL FITNESS & WELL-
BEING DEVICES AND SERVICES



statista

29.78
MILLION

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF DIGITAL
FITNESS & WELL-BEING USERS



Meltwater

+11.7%
+3.1 MILLION

TOTAL ANNUAL VALUE OF
THE DIGITAL FITNESS & WELL-
BEING MARKET (USD, 2023)



statista

\$741.3
MILLION

YEAR-ON-YEAR CHANGE
IN MARKET VALUE: DIGITAL
FITNESS & WELL-BEING MARKET



we
are
social

+13.4%
+\$88 MILLION

AVERAGE ANNUAL VALUE
PER USER: DIGITAL FITNESS &
WELL-BEING (USD, 2023)



\$24.89

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRIST-WEAR, SMART SCALES, FITNESS APPS THAT TRACK ACHIEVEMENTS, NUTRITION APPS (E.G. CALORIE COUNTING), AND MEDITATION AND MINDFULNESS APPS. DOES NOT INCLUDE SMART CLOTHING, SMART SHOES, SMART EYEWEAR, HEALTH TRACKING APPS, PARAMETER-SPECIFIC BIOSENSORS (E.G. BLOOD GLUCOSE MONITORS), OR APPS THAT FOCUS ON SPECIFIC DISEASES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES SHOW ABSOLUTE CHANGE.

we
are
social

Meltwater

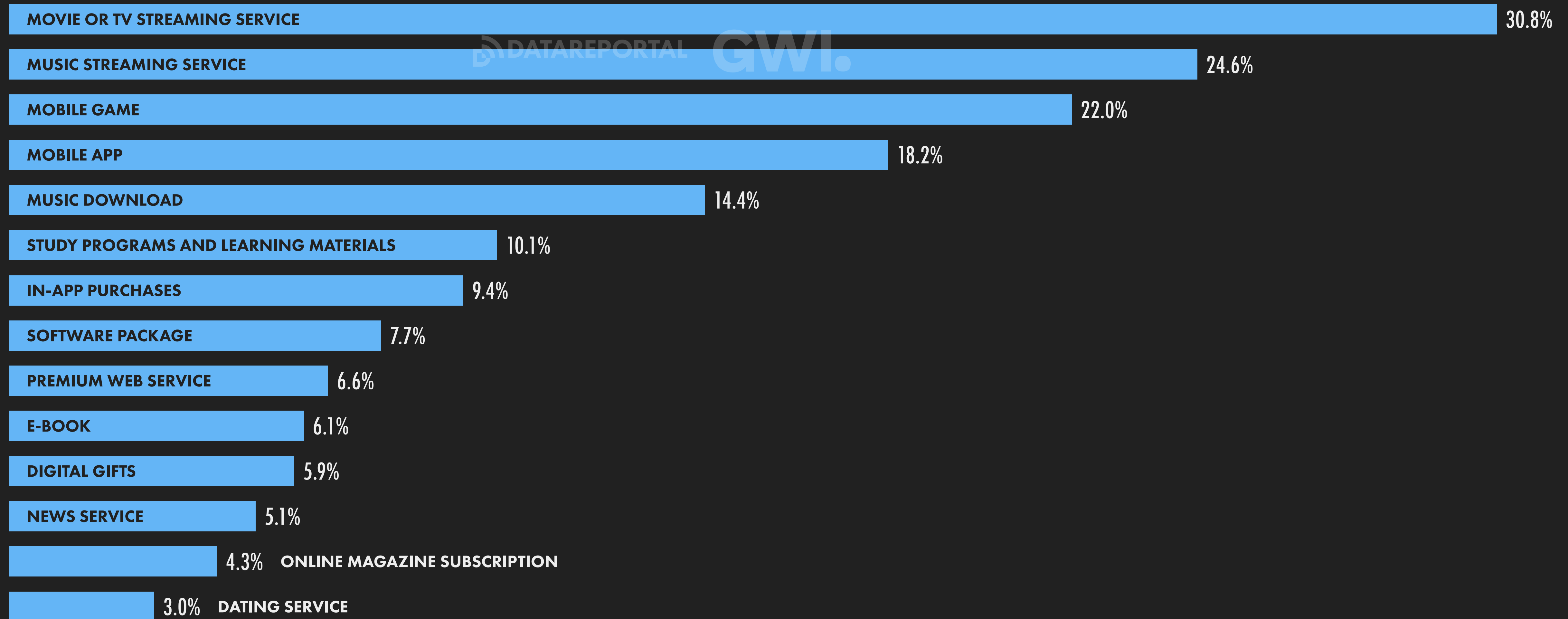
JAN
2024

DIGITAL CONTENT PURCHASES

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



INDONESIA



JAN
2024

DIGITAL MEDIA SPEND

FULL-YEAR 2023 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS (IN U.S. DOLLARS)



TOTAL



\$2.38
BILLION

YEAR-ON-YEAR CHANGE
+11.7% (+\$250 MILLION)

VIDEO GAMES



\$1.12
BILLION

YEAR-ON-YEAR CHANGE
+9.8% (+\$100 MILLION)

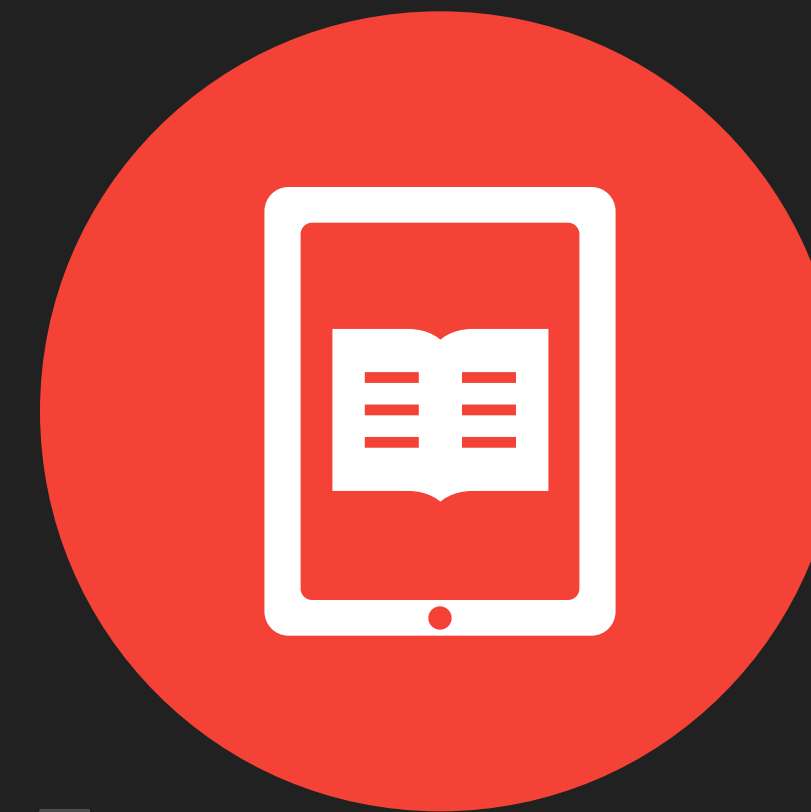
VIDEO-ON-DEMAND



\$670.0
MILLION

YEAR-ON-YEAR CHANGE
+17.5% (+\$100 MILLION)

EPUBLISHING



\$270.0
MILLION

YEAR-ON-YEAR CHANGE
+8.0% (+\$20 MILLION)

DIGITAL MUSIC



\$320.0
MILLION

YEAR-ON-YEAR CHANGE
+14.3% (+\$40 MILLION)

statista



statista



KEPIOS

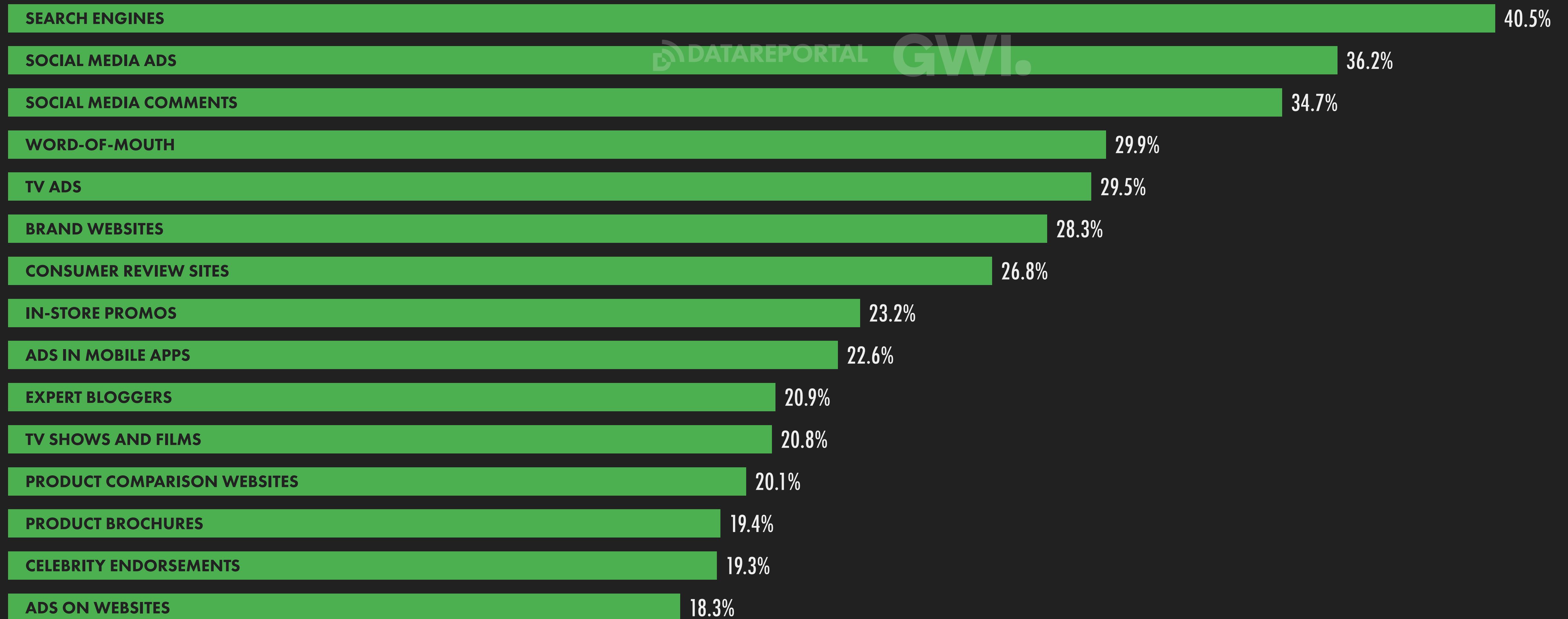


DIGITAL MARKETING

JAN
2024

SOURCES OF BRAND DISCOVERY

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



JAN
2024

ENGAGEMENT WITH DIGITAL MARKETING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY ENGAGE IN EACH KIND OF ONLINE ACTIVITY



INDONESIA

RESEARCH BRANDS
ONLINE BEFORE
MAKING A PURCHASE



GWL

68.5%

YOY: -3.4% (-240 BPS)

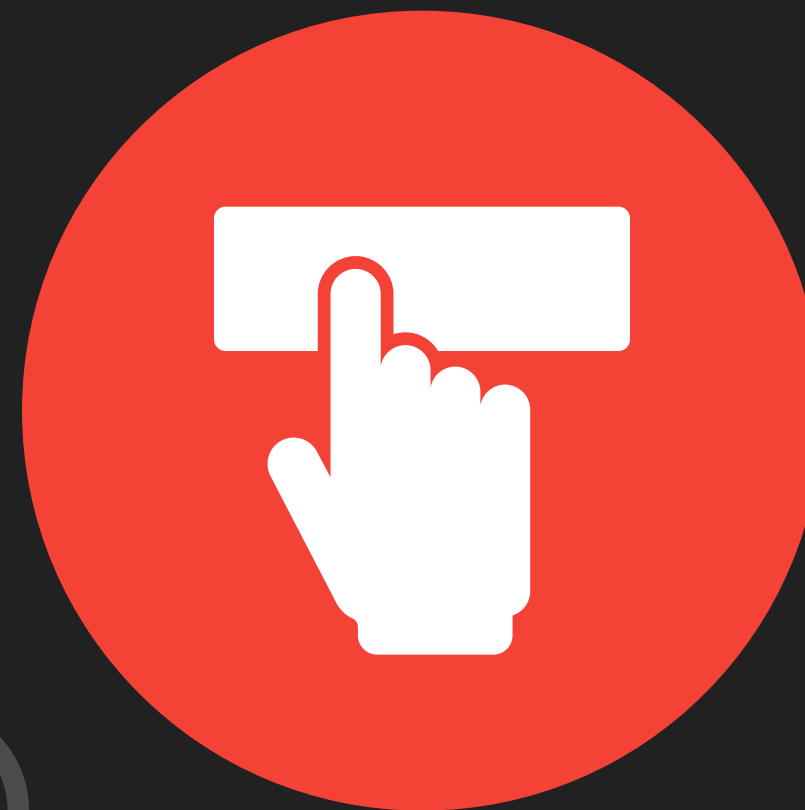
VISITED A BRAND'S
WEBSITE IN THE
PAST 30 DAYS



45.0%

YOY: -6.2% (-300 BPS)

CLICKED OR TAPPED
ON A BANNER AD ON A
WEBSITE IN THE PAST 30 DAYS



14.1%

YOY: -12.4% (-200 BPS)

CLICKED OR TAPPED ON A
SPONSORED SOCIAL MEDIA
POST IN THE PAST 30 DAYS



GWL

21.7%

YOY: -5.7% (-130 BPS)

DOWNLOADED OR
USED A BRANDED MOBILE
APP IN THE PAST 30 DAYS



16.8%

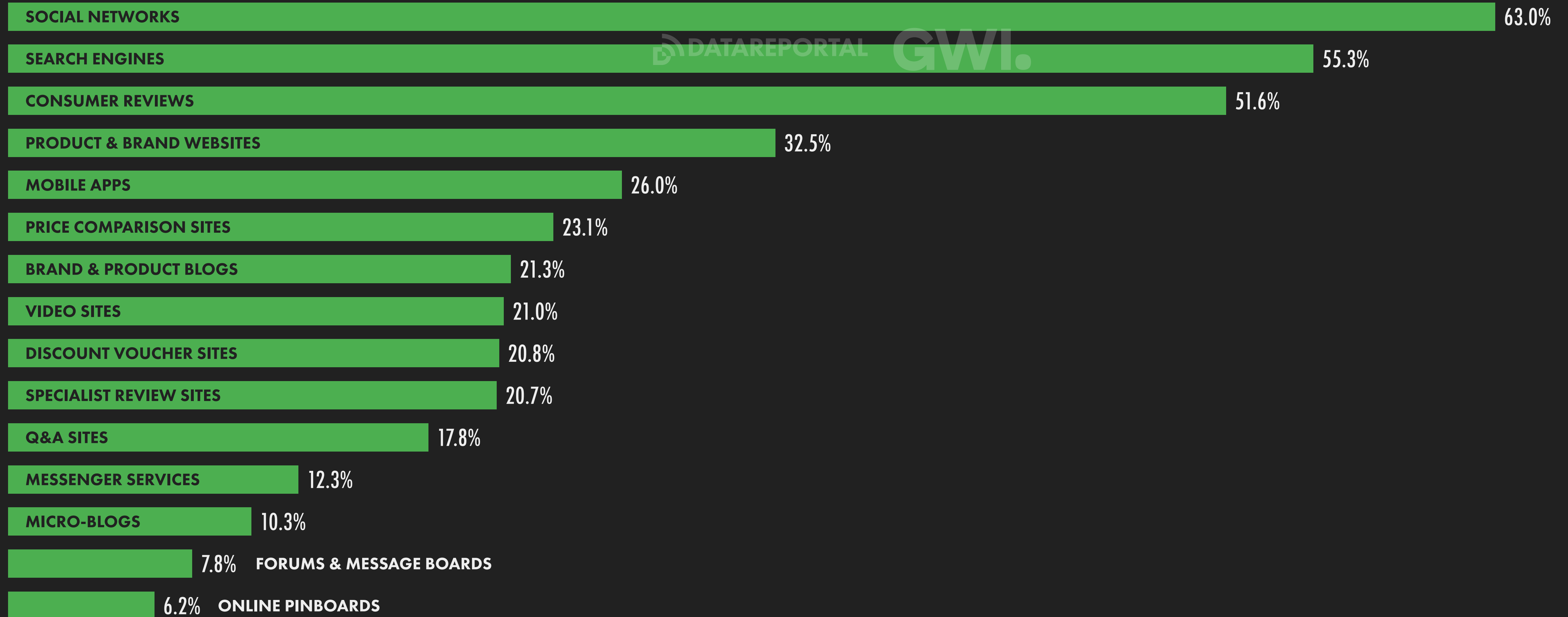
YOY: -15.2% (-300 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **NOTES:** "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. **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

JAN
2024

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



JAN
2024

ADVERTISING SPEND: TOTAL vs. DIGITAL

TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2023)



INDONESIA

TOTAL AD SPEND
(INCLUDING ONLINE
AND OFFLINE CHANNELS)



statista

\$6.66

BILLION

YEAR-ON-YEAR
CHANGE IN TOTAL AD
SPEND (ALL CHANNELS)



statista

+5.2%

+\$330 MILLION

DIGITAL AD SPEND
(INCLUDING SEARCH
AND SOCIAL MEDIA)



statista

\$3.06

BILLION

YEAR-ON-YEAR
CHANGE IN
DIGITAL AD SPEND



statista

+10.1%

+\$282 MILLION

DIGITAL AD SPEND
AS A PERCENTAGE
OF TOTAL AD SPEND



statista

46.0%

SOURCE: STATISTA MARKET OUTLOOKS. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE AND DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. **ADVISORY:** THE DEFINITION OF "DIGITAL ADVERTISING" USED ON THIS CHART INCLUDES A BROADER VARIETY OF CHANNELS AND ACTIVITIES THAN THE DEFINITION USED ON SOME OTHER CHARTS IN THIS REPORT, SO VALUES MAY NOT CORRELATE ACROSS CHARTS.

JAN
2024

DIGITAL ADVERTISING SPEND

ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL-YEAR 2023)



TOTAL ANNUAL SPEND ON
DIGITAL ADS (ALL TYPES)



statista

\$3.06
BILLION

Y-O-Y CHANGE IN SPEND
+10.1% (+\$282 MILLION)

ANNUAL SPEND ON
ONLINE SEARCH ADS



\$1.00
BILLION

Y-O-Y CHANGE IN SPEND
+9.9% (+\$90 MILLION)

ANNUAL SPEND ON
DIGITAL VIDEO ADS



statista

\$704.1
MILLION

Y-O-Y CHANGE IN SPEND
+8.5% (+\$55 MILLION)

ANNUAL SPEND ON
DIGITAL BANNER ADS



we
are
social

\$820.0
MILLION

Y-O-Y CHANGE IN SPEND
+9.3% (+\$70 MILLION)

ANNUAL SPEND ON ONLINE
INFLUENCER ACTIVITIES



\$190.0
MILLION

Y-O-Y CHANGE IN SPEND
+18.8% (+\$30 MILLION)

ANNUAL SPEND ON
ONLINE CLASSIFIEDS



\$50.00
MILLION

Y-O-Y CHANGE IN SPEND
[UNCHANGED]

ANNUAL SPEND ON
DIGITAL AUDIO ADS



statista

\$51.80
MILLION

Y-O-Y CHANGE IN SPEND
+21.2% (+\$9.1 MILLION)

SHARE OF TOTAL DIGITAL
AD SPEND: MOBILE DEVICES*



62.1%

Y-O-Y CHANGE IN SPEND
+5.0% (+298 BPS)

SHARE OF TOTAL DIGITAL
AD SPEND: SOCIAL MEDIA



statista

35.2%

Y-O-Y CHANGE IN SPEND
-3.6% (-133 BPS)

SHARE OF TOTAL DIGITAL
AD SPEND: PROGRAMMATIC



80.8%

Y-O-Y CHANGE IN SPEND
-1.3% (-103 BPS)

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. "Y-O-Y CHANGE IN SPEND" FIGURES REPRESENT THE YEAR-ON-YEAR CHANGE IN ANNUAL AD SPEND. PERCENTAGES MAY NOT CORRELATE WITH ABSOLUTE FIGURES DUE TO ROUNDING IN THE SOURCE DATA. ***ADVISORY:** REVENUE FIGURE FOR DIGITAL AD SPEND ATTRIBUTABLE TO MOBILE DEVICES IS BASED ON MOBILE'S SHARE OF SPEND ACROSS A SUBSET OF DIGITAL ADVERTISING ACTIVITIES, AS REPORTED IN STATISTA'S DIGITAL MARKET OUTLOOK. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN
2024

PROGRAMMATIC ADVERTISING OVERVIEW

SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



ANNUAL SPEND ON
PROGRAMMATIC
ADVERTISING (USD)



\$2.48
BILLION

statista

YEAR-ON-YEAR CHANGE
IN PROGRAMMATIC
ADVERTISING SPEND (USD)



+8.8%
+\$199 MILLION



PROGRAMMATIC'S
SHARE OF TOTAL DIGITAL
ADVERTISING SPEND



80.8%



YEAR-ON-YEAR CHANGE IN
PROGRAMMATIC'S SHARE OF
TOTAL DIGITAL ADVERTISING SPEND



-1.3%
-103 BPS

JAN
2024

SEARCH ADVERTISING OVERVIEW

SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



ANNUAL SPEND
ON ONLINE SEARCH
ADVERTISING (USD)



\$1.00
BILLION

statista

YEAR-ON-YEAR CHANGE
IN ONLINE SEARCH
ADVERTISING SPEND



+9.9%
+\$90 MILLION

Meltwater

ONLINE SEARCH'S SHARE
OF TOTAL DIGITAL
ADVERTISING SPEND



32.6%

we
are
social

YEAR-ON-YEAR CHANGE IN
ONLINE SEARCH'S SHARE OF
TOTAL DIGITAL ADVERTISING SPEND



-0.2%
-8 BPS

JAN
2024

SOCIAL MEDIA ADVERTISING OVERVIEW

SPEND ON SOCIAL MEDIA ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



ANNUAL SPEND
ON SOCIAL MEDIA
ADVERTISING (USD)



\$1.08
BILLION

statista

YEAR-ON-YEAR CHANGE
IN SOCIAL MEDIA
ADVERTISING SPEND



+5.9%
+\$60 MILLION

KEPIOS

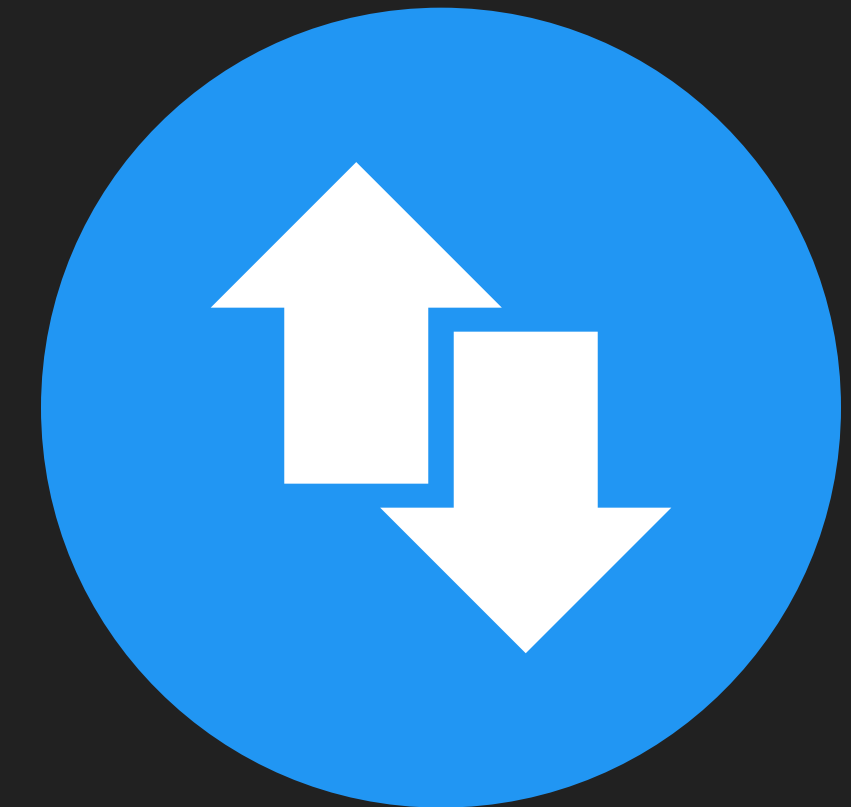
SOCIAL MEDIA'S SHARE
OF TOTAL DIGITAL
ADVERTISING SPEND



35.3%

we are social

YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA'S SHARE OF TOTAL
DIGITAL ADVERTISING SPEND



-3.9%
-142 BPS

JAN
2024

INFLUENCER ADVERTISING OVERVIEW

SPEND ON INFLUENCER ADVERTISING ACTIVITIES (IN U.S. DOLLARS) AND THEIR SHARE OF THE DIGITAL ADVERTISING MARKET



ANNUAL SPEND
ON INFLUENCER
ADVERTISING (USD)



statista

\$190.0
MILLION

YEAR-ON-YEAR
CHANGE IN INFLUENCER
ADVERTISING SPEND



Meltwater

+18.8%
+\$30 MILLION

INFLUENCER ADVERTISING'S
SHARE OF TOTAL
DIGITAL AD SPEND



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are
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6.2%

YEAR-ON-YEAR CHANGE IN
INFLUENCER ADVERTISING'S SHARE
OF TOTAL DIGITAL AD SPEND



+7.8%
+45 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. FIGURES REPRESENT THE MONETARY VALUE PAID DIRECTLY TO INFLUENCERS OR THEIR AGENTS, AND DO NOT INCLUDE THE VALUE OF PRODUCT GIVEAWAYS, MEDIA SPEND TO "BOOST" POSTS, OR AFFILIATE COMMISSIONS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN
2024

ATTITUDES: ADS AND AD TRACKING

HOW INTERNET USERS AGED 16 TO 64 FEEL ABOUT ADS, AND THE STEPS THEY TAKE TO AVOID ADVERTISING AND AD TRACKING



FEEL REPRESENTED
IN THE ADVERTISING
THAT THEY SEE OR HEAR



GWL

13.6%

YEAR-ON-YEAR CHANGE
-11.7% (-180 BPS)

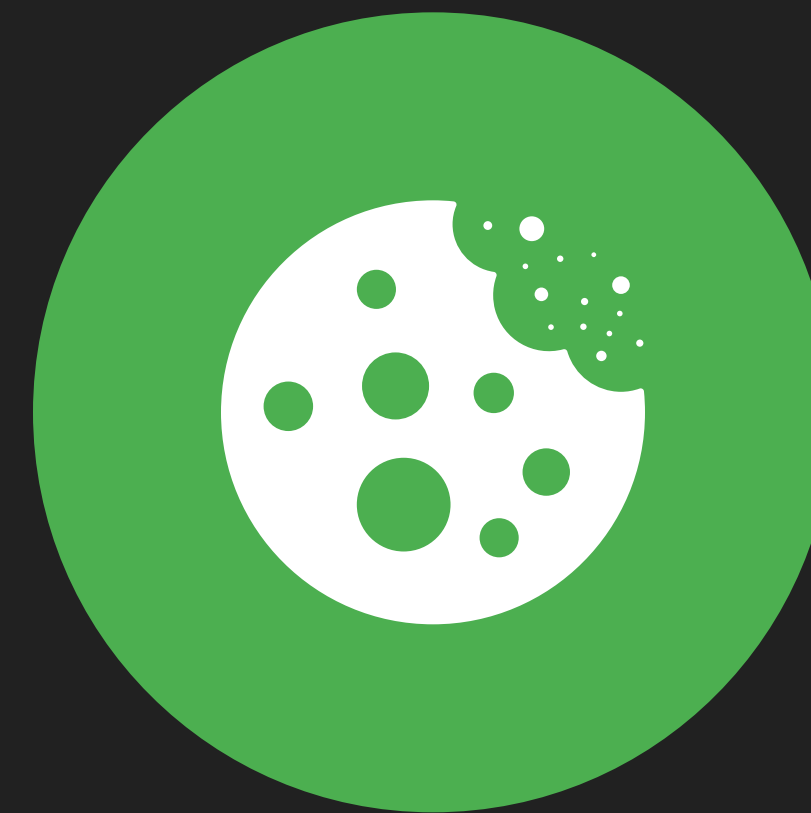
USE AN AD BLOCKER
FOR AT LEAST SOME
ONLINE ACTIVITIES



40.6%

YEAR-ON-YEAR CHANGE
-2.9% (-120 BPS)

DECLINE COOKIES
AT LEAST SOME
OF THE TIME



35.8%

YEAR-ON-YEAR CHANGE
-1.9% (-70 BPS)

USE A VIRTUAL PRIVATE
NETWORK (VPN) FOR AT LEAST
SOME ONLINE ACTIVITIES



32.8%

YEAR-ON-YEAR CHANGE
-10.1% (-370 BPS)



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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
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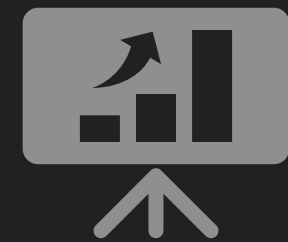
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brands

53

markets

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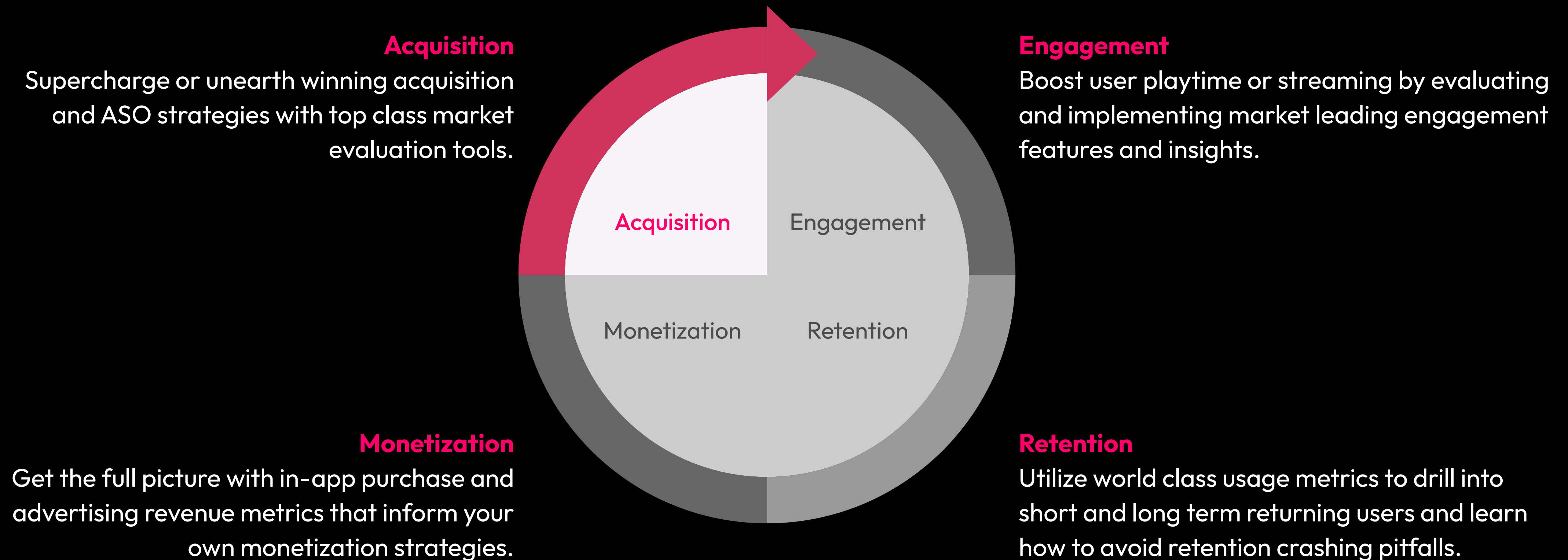


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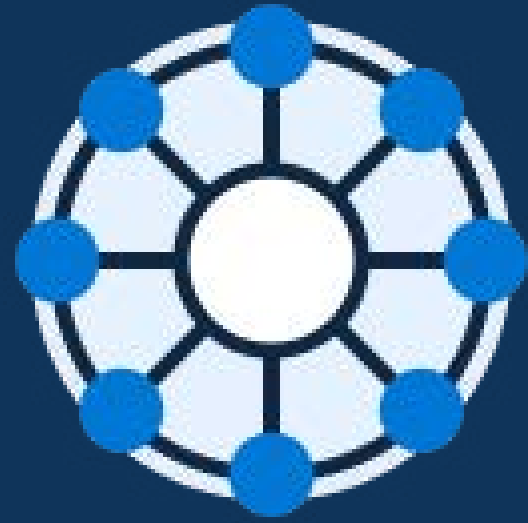


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- Spectrum

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7/10

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50

million individual datapoints covering everything from operational to economic metrics

FORECASTED UP TO

2030

allowing you to identify, understand and enhance your business strategies



Provides actionable
insights for any website,
app, industry and market



1B+

Websites



8M

Apps



190

Countries



210

Industries



5B

Search Terms



250M+

E-commerce
Product SKUs



10B

Content Pages



250M+

Display Ads



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competitor analysis



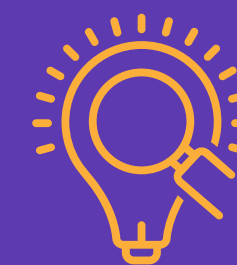
Social media
campaign analysis



Social media
benchmarks



Advanced analytics
& reporting

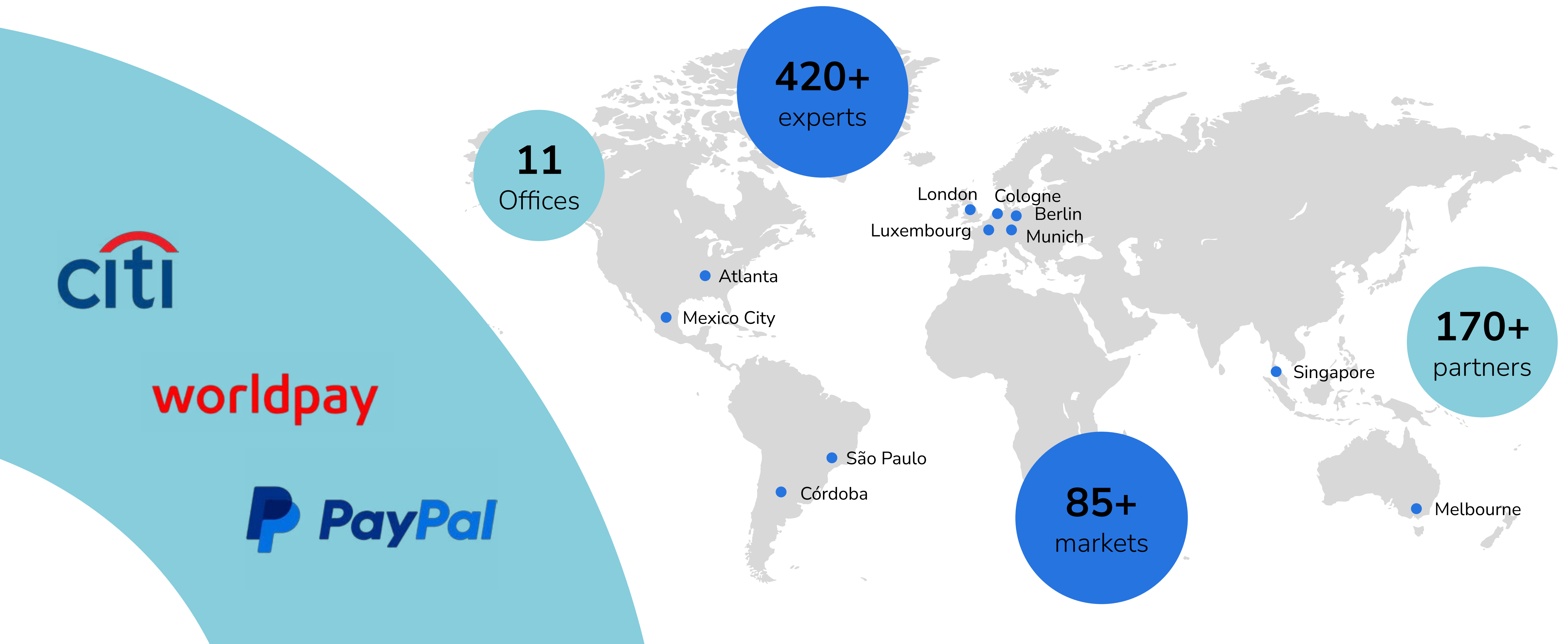


Content creators
insights

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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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