DIGITAL 2023

OCTOBER GLOBAL STATSHOT REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS

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PARTNERS THAT MAKE THE GLOBAL DIGITAL REPORTS SERIES POSSIBLE

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IMPORTANT NOTES ON COMPARING DATA

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

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

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

CHANGES TO GWI'S METHODOLOGY

GWI is a primary data source for our Global Digital Reports, providing rich insights into digital behaviours across 50 of the largest markets around the world. The company's quarterly survey provides timely responses from hundreds of thousands of real people spanning different cultural backgrounds, age groups, and genders. In order to provide the most representative insights, GWI regularly updates its research approach. These updates ensure that survey questions accurately reflect people's evolving behaviours and preferences, and that the underlying research methodology permits consistent and reliable comparison between different respondents and over time. As part of this ongoing program of updates, GWI recently made some important revisions to its underlying methodology, and these updates have resulted in meaningful changes to the values for various data points in this report, as compared with similar data points included in previous reports in this series. The GWI team has offered the following guidance to help you make sense of how these changes may impact findings in this report. However, note that these changes only affect data sourced from GWI, so please refer to the sources detailed in the footnotes of each page to identify which specific charts and data points may have been impacted by these revisions. "*Survey response styles differ around the world. In some countries, people tend to select a greater number of answer options, while in others they're more reserved. This isn't inherently bad, and these cultural differences are insights in and of themselves. However, starting with our Q4 2022 wave of research, we've taken a number of steps to reduce the potential impact that these differences can sometimes have on research findings. GWI has always had checks in place to capture and remove over-selectors, as well as other checks to identify respondents who provide contradictory answers, or complete the survey too quickly. However, the introduction of new questions in recent waves of research has allowed us to implement some additional checks. In particular, these checks involve taking a stricter approach to distinguishing between respondents who're responding in a genuinely enthusiastic way, and those who're over-selecting in a way that's inaccurate or insincere. That isn't to say that results from prior waves are invalid; simply that the "noise" associated with different cultural response styles has been reduced, allowing for more effective comparisons between markets. In many cases, the results are now more in line with other sources, and differences between markets are less extreme. What this means for GWI's data: values have declined across multiple categories and across a number of markets that are prone to over selection, particularly India and China. Because these markets are so big and account for such a large share of the global online population, these declines are also apparent in global figures, albeit to a lesser extent. What this means for you: GWI data is now even more comparable across markets than it was before. However, you should be aware of and consider these changes when looking for trends – particularly at a global level and in APAC. Further information: If you want to know more about GWI respondents and response styles, please refer to this article. If you want to know more about GWI's data checks more broadly, please refer to the GWI Core Research and Methodology deck on this webpage.*"

EXPLORE OUR FLAGSHIP DIGITAL 2023 REPORTS
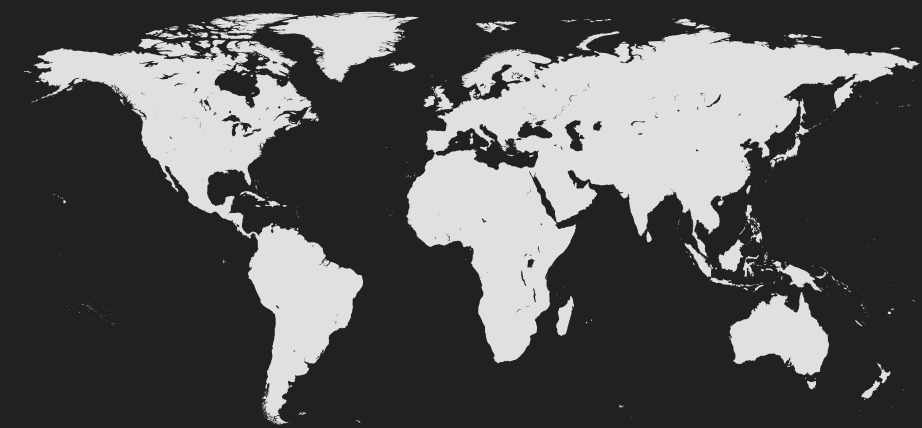
DIGITAL 2023

GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS

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DIGITAL 2023

LOCAL COUNTRY HEADLINES REPORT

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

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

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

CLICK THE LINKS BELOW TO READ OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

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

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DATAREPORTAL.COM/LIBRARY

GLOBAL HEADLINES

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

GLOBAL OVERVIEW

TOTAL POPULATION	UNIQUE MOBILE PHONE SUBSCRIBERS	INDIVIDUALS USING THE INTERNET	SOCIAL MEDIA USER IDENTITIES
8.06 BILLION	**5.60 BILLION**	**5.30 BILLION**	**4.95 BILLION**
URBANISATION	vs. POPULATION	vs. POPULATION	vs. POPULATION
57.2%	**69.4%**	**65.7%**	**61.4%**

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DEVICE OWNERSHIP

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

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

GLOBAL OVERVIEW

ANY KIND OF MOBILE PHONE	SMART PHONE	FEATURE PHONE	LAPTOP OR DESKTOP COMPUTER	TABLET DEVICE
97.6%	**97.4%**	**7.3%**	**58.6%**	**32.1%**
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+1.6% (+150 BPS)	+1.7% (+160 BPS)	-5.2% (-40 BPS)	-0.7% (-40 BPS)	-5.6% (-190 BPS)

GAMES CONSOLE	SMART WATCH OR SMART WRISTBAND	TV STREAMING DEVICE	SMART HOME DEVICE	VIRTUAL REALITY DEVICE
19.3%	**30.1%**	**16.3%**	**16.7%**	**4.7%**
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-4.9% (-100 BPS)	+4.9% (+140 BPS)	+2.5% (+40 BPS)	+9.9% (+150 BPS)	-13.0% (-70 BPS)

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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

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

GLOBAL OVERVIEW

TIME SPENT USING THE INTERNET

6H 41M

YEAR-ON-YEAR CHANGE

+0.9% (+4 MINS)

TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)

3H 12M

YEAR-ON-YEAR CHANGE

-6.1% (-13 MINS)

TIME SPENT USING SOCIAL MEDIA

2H 24M

YEAR-ON-YEAR CHANGE

-2.5% (-4 MINS)

TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)

1H 46M

YEAR-ON-YEAR CHANGE

-17.4% (-22 MINS)

TIME SPENT LISTENING TO MUSIC STREAMING SERVICES

1H 27M

YEAR-ON-YEAR CHANGE

-9.6% (-9 MINS)

TIME SPENT LISTENING TO BROADCAST RADIO

0H 52M

YEAR-ON-YEAR CHANGE

-14.7% (-9 MINS)

TIME SPENT LISTENING TO PODCASTS

0H 51M

YEAR-ON-YEAR CHANGE

-16.6% (-10 MINS)

TIME SPENT USING A GAMES CONSOLE

1H 03M

YEAR-ON-YEAR CHANGE

-13.5% (-10 MINS)

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How Marketers Can Utilize Insights-Driven Marketing

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

Unified Campaign Reporting

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

Trend Spotting

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

Identifying & Analyzing Audiences

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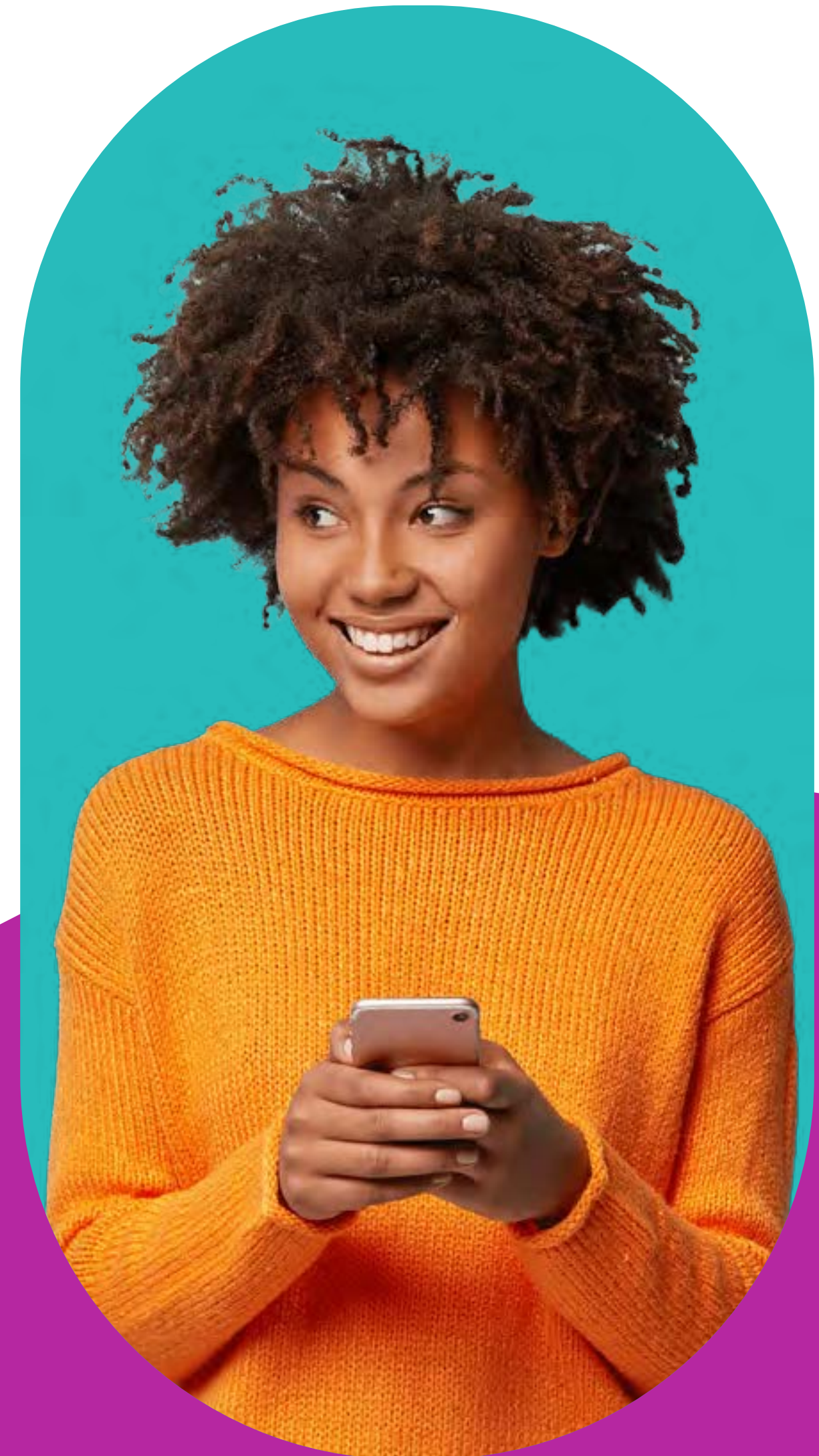
Managing Brand Reputation

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

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

TECH ETHICS

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

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

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

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

METAVERSE. THE 2ND ACT

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

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

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

SYNTHETIC FUTURES

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

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

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

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

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INTERNET

OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

GLOBAL OVERVIEW

INDIVIDUALS USING THE INTERNET	INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION	YEAR-ON-YEAR CHANGE IN THE NUMBER OF INDIVIDUALS USING THE INTERNET	PERCENTAGE OF THE TOTAL FEMALE POPULATION THAT USES THE INTERNET	PERCENTAGE OF THE TOTAL MALE POPULATION THAT USES THE INTERNET
5.30 BILLION	**65.7%** YOY: +2.8% (+177 BPS)	**+3.7%** +189 MILLION	**62.8%**	**68.6%**

AVERAGE DAILY TIME SPENT USING THE INTERNET BY EACH INTERNET USER	PERCENTAGE OF USERS ACCESSING THE INTERNET VIA MOBILE PHONES	PERCENTAGE OF USERS ACCESSING THE INTERNET VIA LAPTOPS AND DESKTOPS	PERCENTAGE OF THE TOTAL URBAN POPULATION THAT USES THE INTERNET	PERCENTAGE OF THE TOTAL RURAL POPULATION THAT USES THE INTERNET
6H 41M YOY: +0.9% (+4 MINS)	**95.8%** YOY: +3.8% (+350 BPS)	**62.9%** YOY: -4.7% (-310 BPS)	**79.9%**	**46.7%**

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INTERNET USE OVER TIME (QOQ)

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

GLOBAL OVERVIEW

OCT 2021	JAN 2022	APR 2022	JUL 2022	OCT 2022	JAN 2023	APR 2023	JUL 2023	OCT 2023
4,966	5,063	5,070	5,100	5,109	5,142	5,193	5,202	5,297

+2.0%   +0.1%   +0.6%   +0.2%   +0.7%   +1.0%   +0.2%   +1.8%

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

∈IDC Worldwide Customer Data Platform Market Shares, 2023

Learn More

INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION

GLOBAL OVERVIEW

NORTHERN EUROPE
97.3%

EASTERN EUROPE
88.1%

88.7%
SOUTHERN EUROPE

WESTERN EUROPE **93.7%**

73.0% CENTRAL ASIA

NORTHERN AMERICA
92.0%

CARIBBEAN
68.6%

NORTHERN AFRICA **66.3%**

76.2% WESTERN ASIA

76.0% EASTERN ASIA

78.7%
CENTRAL AMERICA

48.0%
WESTERN AFRICA

MIDDLE AFRICA
28.4%

51.5% SOUTHERN ASIA

71.6% SOUTH-EASTERN ASIA

82.3%
SOUTHERN AMERICA

23.9% EASTERN AFRICA

GLOBAL AVERAGE
65.7%

72.0%
SOUTHERN AFRICA

79.4%
OCEANIA

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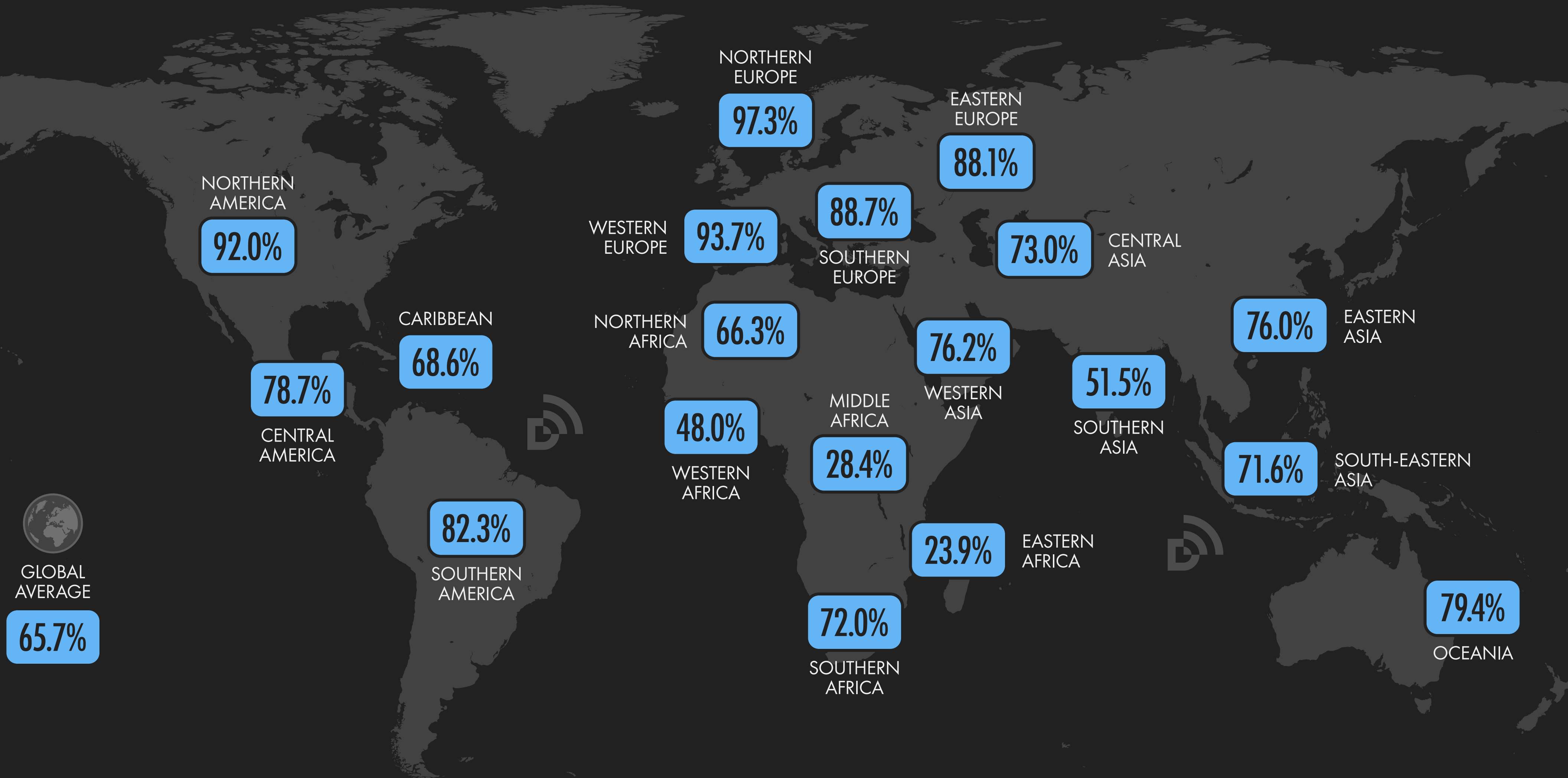
SHARE OF GLOBAL INTERNET USERS

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

NORTHERN EUROPE **2.0%**

EASTERN EUROPE **4.8%**

NORTHERN AMERICA **6.6%**

WESTERN EUROPE **3.5%**

SOUTHERN EUROPE **2.5%**

CENTRAL ASIA **1.1%**

CARIBBEAN **0.6%**

NORTHERN AFRICA **3.3%**

EASTERN ASIA **23.9%**

CENTRAL AMERICA **2.7%**

WESTERN ASIA **4.3%**

SOUTHERN ASIA **19.8%**

WESTERN AFRICA **4.0%**

MIDDLE AFRICA **1.1%**

SOUTH-EASTERN ASIA **9.3%**

SOUTHERN AMERICA **6.8%**

EASTERN AFRICA **2.2%**

SOUTHERN AFRICA **0.9%**

OCEANIA **0.7%**

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INTERNET ADOPTION

OCT 2023

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION

GLOBAL OVERVIEW

Country	%
NORWAY	99.0%
SAUDI ARABIA	99.0%
U.A.E.	99.0%
SWITZERLAND	98.4%
DENMARK	98.1%
U.K.	97.8%
SOUTH KOREA	97.6%
MALAYSIA	97.4%
SWEDEN	97.2%
SINGAPORE	96.9%
AUSTRALIA	96.2%
NEW ZEALAND	95.9%
HONG KONG	95.6%
IRELAND	95.6%
NETHERLANDS	95.5%
AUSTRIA	95.1%
SPAIN	94.9%
BELGIUM	94.5%
CANADA	94.3%
GERMANY	93.3%
FRANCE	92.7%
U.S.A.	91.8%
CZECHIA	91.6%
ISRAEL	91.1%
CHILE	91.0%
TAIWAN	90.7%
HUNGARY	90.5%
RUSSIA	90.4%
ROMANIA	88.9%
POLAND	88.4%
ARGENTINA	88.4%
MOROCCO	88.1%
THAILAND	88.0%
BRAZIL	86.6%
ITALY	86.1%
PORTUGAL	86.0%
GREECE	84.0%
TURKEY	83.4%
MEXICO	83.2%
BULGARIA	83.1%
JAPAN	82.9%
VIETNAM	79.1%
COLOMBIA	75.7%
CHINA	75.7%
SOUTH AFRICA	74.0%
PHILIPPINES	73.6%
EGYPT	72.2%
GHANA	68.2%
INDONESIA	66.5%
WORLDWIDE	65.7%
NIGERIA	55.4%
INDIA	53.0%
KENYA	35.6%

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UNCONNECTED POPULATIONS

OCT 2023

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

NORTHERN EUROPE
2.9

EASTERN EUROPE
34.3

NORTHERN AMERICA
30.3

WESTERN EUROPE
12.3

SOUTHERN EUROPE
17.1

CENTRAL ASIA
21.2

CARIBBEAN
14.0

NORTHERN AFRICA
89.3

EASTERN ASIA
398.7

CENTRAL AMERICA
38.5

WESTERN ASIA
71.3

SOUTHERN ASIA
986.3

WESTERN AFRICA
230.1

MIDDLE AFRICA
145.9

SOUTH-EASTERN ASIA
195.7

SOUTHERN AMERICA
78.0

EASTERN AFRICA
371.7

GLOBAL TOTAL
2,767

SOUTHERN AFRICA
19.4

OCEANIA
9.4

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UNCONNECTED POPULATIONS

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

GLOBAL OVERVIEW

ABSOLUTE: LARGEST UNCONNECTED POPULATIONS

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

RELATIVE: LOWEST LEVELS OF INTERNET ADOPTION

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

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DAILY TIME SPENT USING THE INTERNET (QOQ)

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

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

GLOBAL OVERVIEW

	06:58	06:58	06:53	06:49	06:37	06:36	06:35	06:40	06:41
	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023
	0%	-1.2%	-1.0%	-2.9%	-0.3%	-0.3%	+1.3%	+0.2%	

GWI. DATAREPORTAL

SOURCE: GWI (Q2 2021 TO Q2 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. COMPARABILITY: STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY. AS A RESULT, DATA FOR Q4 2022 AND ANY SUBSEQUENT PERIODS MAY NOT BE DIRECTLY COMPARABLE WITH DATA POINTS FOR PRIOR PERIODS.

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DAILY TIME SPENT USING THE INTERNET

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

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

GLOBAL OVERVIEW

Country	Time
SOUTH AFRICA	09:29
BRAZIL	09:25
PHILIPPINES	09:07
COLOMBIA	08:57
ARGENTINA	08:48
CHILE	08:29
MALAYSIA	08:20
RUSSIA	08:14
EGYPT	08:04
THAILAND	08:02
MEXICO	07:49
PORTUGAL	07:48
TAIWAN	07:45
BULGARIA	07:37
TURKEY	07:36
U.A.E.	07:34
ISRAEL	07:31
INDONESIA	07:25
U.S.A.	07:17
SAUDI ARABIA	07:01
SINGAPORE	06:56
WORLDWIDE	06:41
ROMANIA	06:41
HONG KONG	06:39
INDIA	06:39
CANADA	06:35
NEW ZEALAND	06:32
VIETNAM	06:25
AUSTRALIA	06:24
IRELAND	06:16
POLAND	06:16
HUNGARY	06:14
CZECHIA	06:11
SWEDEN	06:08
U.K.	05:59
NETHERLANDS	05:54
SPAIN	05:47
NORWAY	05:43
GREECE	05:41
ITALY	05:41
SWITZERLAND	05:34
CHINA	05:29
AUSTRIA	05:28
BELGIUM	05:28
FRANCE	05:22
GERMANY	05:17
DENMARK	05:15
SOUTH KOREA	05:14
JAPAN	03:54

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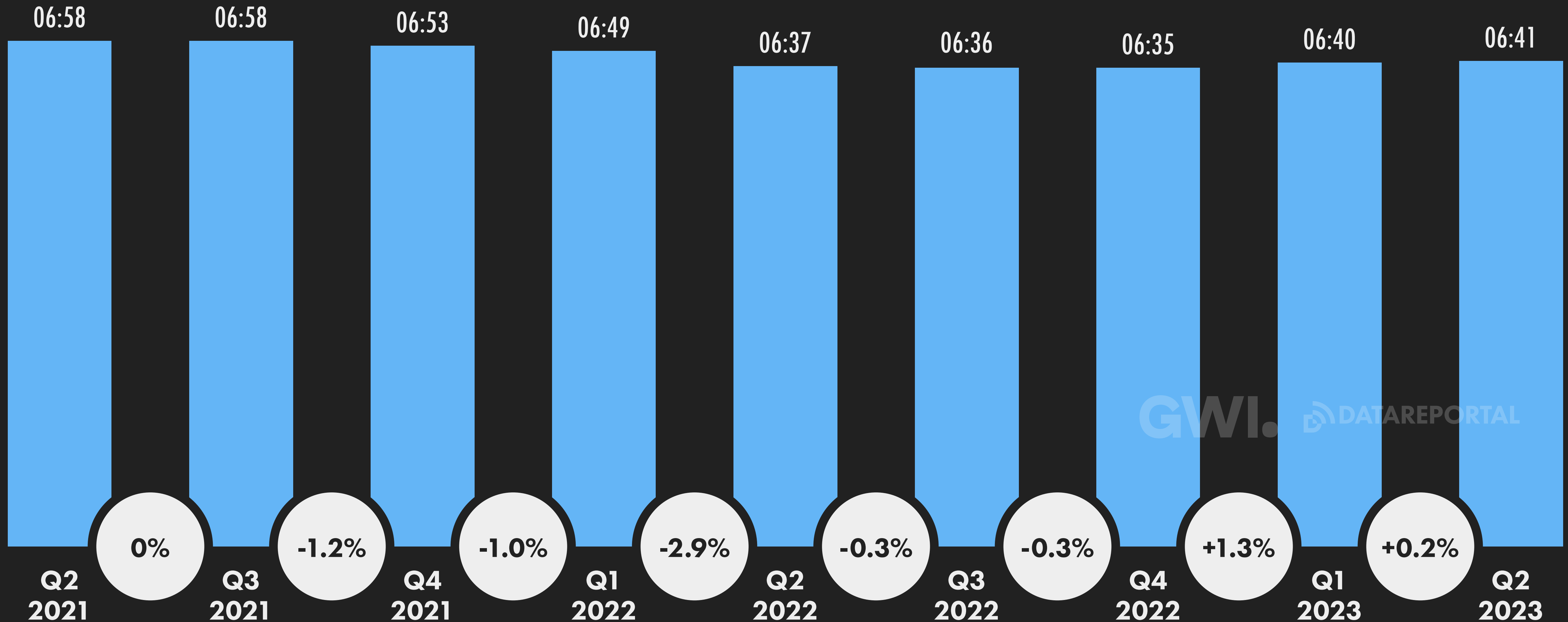
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DAILY TIME SPENT USING THE INTERNET

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

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

GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	07:36	07:10	07:05	07:02	06:32	06:38	06:11	06:08	05:14	05:22

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ASIA PACIFIC

11 – 13 June 2024

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NRF National Retail Federation

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SINGAPORE EXHIBITION & CONVENTION BUREAU

DEVICES USED TO ACCESS THE INTERNET

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

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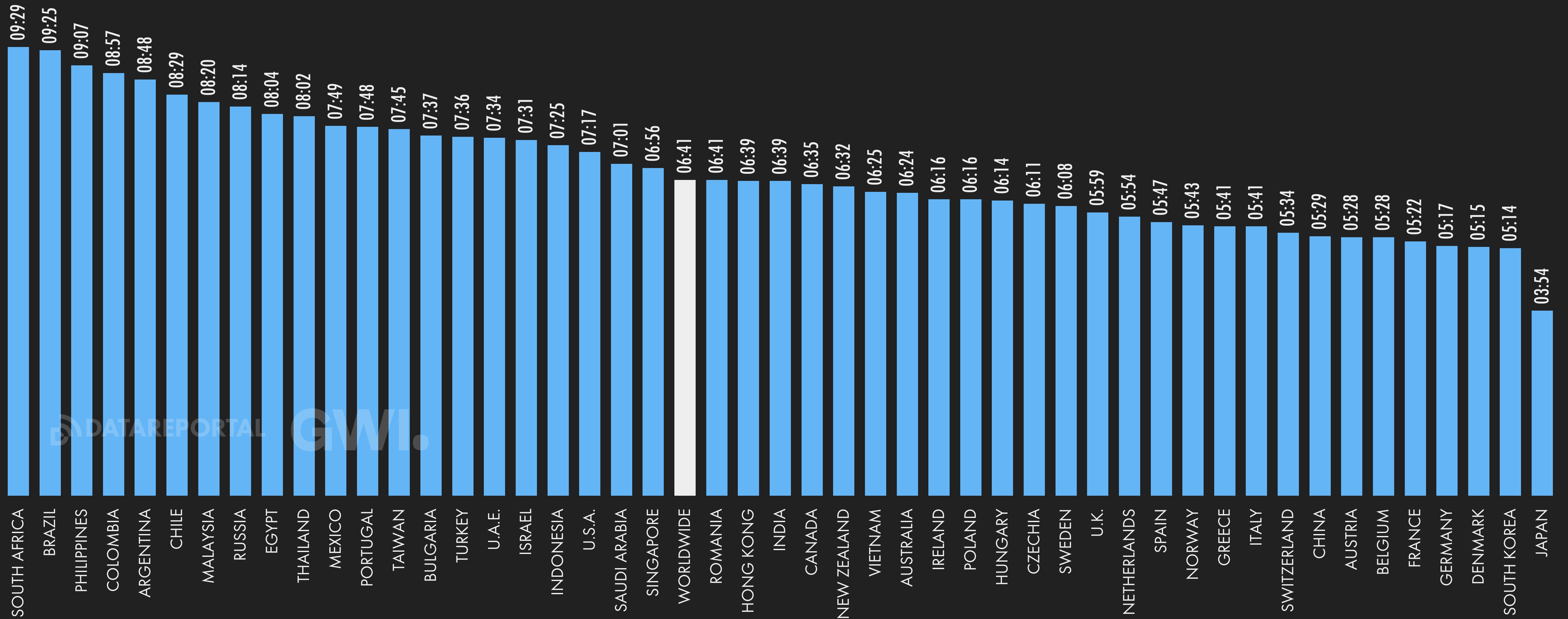
GLOBAL OVERVIEW

MOBILE PHONE (ANY)	LAPTOP OR DESKTOP (ANY)	SMART PHONE	FEATURE PHONE	TABLET DEVICE
95.8%	**62.9%**	**93.4%**	**4.9%**	**27.6%**
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+3.8% (+350 BPS)	-4.7% (-310 BPS)	+2.6% (+240 BPS)	+2.1% (+10 BPS)	+0.7% (+20 BPS)

PERSONAL LAPTOP OR DESKTOP	WORK LAPTOP OR DESKTOP	CONNECTED TELEVISION	SMART HOME DEVICE	GAMES CONSOLE
54.5%	**29.2%**	**31.3%**	**17.7%**	**11.7%**
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-8.6% (-510 BPS)	+3.9% (+110 BPS)	+0.6% (+20 BPS)	+22.9% (+330 BPS)	-7.1% (-90 BPS)

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USING MOBILE PHONES TO ACCESS THE INTERNET

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

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

GLOBAL OVERVIEW

Country	Percentage
PHILIPPINES	98.8%
SOUTH AFRICA	98.5%
INDONESIA	98.3%
BRAZIL	98.1%
ARGENTINA	97.7%
SAUDI ARABIA	97.7%
COLOMBIA	97.5%
THAILAND	97.5%
MEXICO	97.3%
TURKEY	97.2%
PORTUGAL	97.1%
MALAYSIA	97.0%
IRELAND	96.5%
SPAIN	96.5%
VIETNAM	96.3%
CHILE	96.2%
INDIA	96.2%
ITALY	96.2%
HUNGARY	96.1%
WORLDWIDE	95.8%
EGYPT	95.7%
SOUTH KOREA	95.7%
BULGARIA	95.6%
POLAND	95.6%
ISRAEL	95.5%
AUSTRALIA	95.3%
NEW ZEALAND	95.3%
U.S.A.	95.3%
GREECE	95.1%
ROMANIA	94.8%
SWEDEN	94.8%
RUSSIA	94.7%
HONG KONG	94.6%
CHINA	94.4%
TAIWAN	94.4%
U.K.	94.4%
AUSTRIA	94.1%
SINGAPORE	93.9%
U.A.E.	93.8%
CZECHIA	93.7%
NETHERLANDS	93.6%
NORWAY	93.6%
JAPAN	93.3%
FRANCE	93.2%
GERMANY	93.1%
SWITZERLAND	92.8%
CANADA	92.5%
DENMARK	92.4%
BELGIUM	91.1%

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USING MOBILE PHONES TO ACCESS THE INTERNET

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

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

GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	96.6%	95.7%	96.9%	94.9%	97.2%	95.4%	96.3%	95.2%	94.8%	94.0%

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USING COMPUTERS TO ACCESS THE INTERNET

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

GLOBAL OVERVIEW

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

Country	Percentage
CZECHIA	87.5%
PORTUGAL	85.7%
POLAND	84.6%
AUSTRIA	84.2%
SWITZERLAND	82.9%
SOUTH AFRICA	82.5%
CANADA	81.9%
NEW ZEALAND	81.8%
NETHERLANDS	81.0%
HUNGARY	80.8%
GREECE	80.3%
BELGIUM	80.2%
AUSTRALIA	79.9%
SPAIN	79.5%
RUSSIA	79.4%
GERMANY	79.0%
ITALY	79.0%
ISRAEL	78.8%
FRANCE	78.5%
BULGARIA	78.4%
ARGENTINA	77.6%
CHILE	76.5%
SINGAPORE	76.4%
HONG KONG	75.3%
U.K.	75.3%
SOUTH KOREA	75.0%
IRELAND	74.4%
SWEDEN	74.3%
COLOMBIA	73.8%
MALAYSIA	73.8%
U.S.A.	73.8%
ROMANIA	73.7%
DENMARK	73.6%
TAIWAN	71.8%
NORWAY	71.0%
MEXICO	69.2%
U.A.E.	69.2%
BRAZIL	69.0%
TURKEY	65.0%
PHILIPPINES	64.9%
JAPAN	63.1%
VIETNAM	63.1%
WORLDWIDE	62.9%
CHINA	61.7%
INDONESIA	59.1%
EGYPT	52.1%
SAUDI ARABIA	51.6%
INDIA	49.8%
KENYA	45.2%
THAILAND	42.4%
GHANA	24.8%
NIGERIA	22.9%
MOROCCO	16.7%

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USING COMPUTERS TO ACCESS THE INTERNET

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

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

GLOBAL OVERVIEW

OCT 2023

	FEMALE	MALE
16 – 24 YEARS OLD	57.7%	58.1%
25 – 34 YEARS OLD	60.7%	61.1%
35 – 44 YEARS OLD	63.9%	67.8%
45 – 54 YEARS OLD	63.5%	68.9%
55 – 64 YEARS OLD	62.6%	70.3%

SHARE OF DAILY INTERNET TIME BY DEVICE (QOQ)

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

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

GLOBAL OVERVIEW

Quarter	Computers	Mobiles	Change
Q2 2021	COMPUTERS: 48.0%	MOBILES: 52.0%	+2.9%
Q3 2021	COMPUTERS: 46.5%	MOBILES: 53.5%	+2.2%
Q4 2021	COMPUTERS: 45.3%	MOBILES: 54.7%	+1.6%
Q1 2022	COMPUTERS: 44.4%	MOBILES: 55.6%	+0.2%
Q2 2022	COMPUTERS: 44.3%	MOBILES: 55.7%	+2.0%
Q3 2022	COMPUTERS: 43.2%	MOBILES: 56.8%	+0.2%
Q4 2022	COMPUTERS: 43.1%	MOBILES: 56.9%	-0.2%
Q1 2023	COMPUTERS: 43.2%	MOBILES: 56.8%	+0.5%
Q2 2023	COMPUTERS: 42.9%	MOBILES: 57.1%	

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SHARE OF DAILY INTERNET TIME BY DEVICE

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

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

GLOBAL OVERVIEW

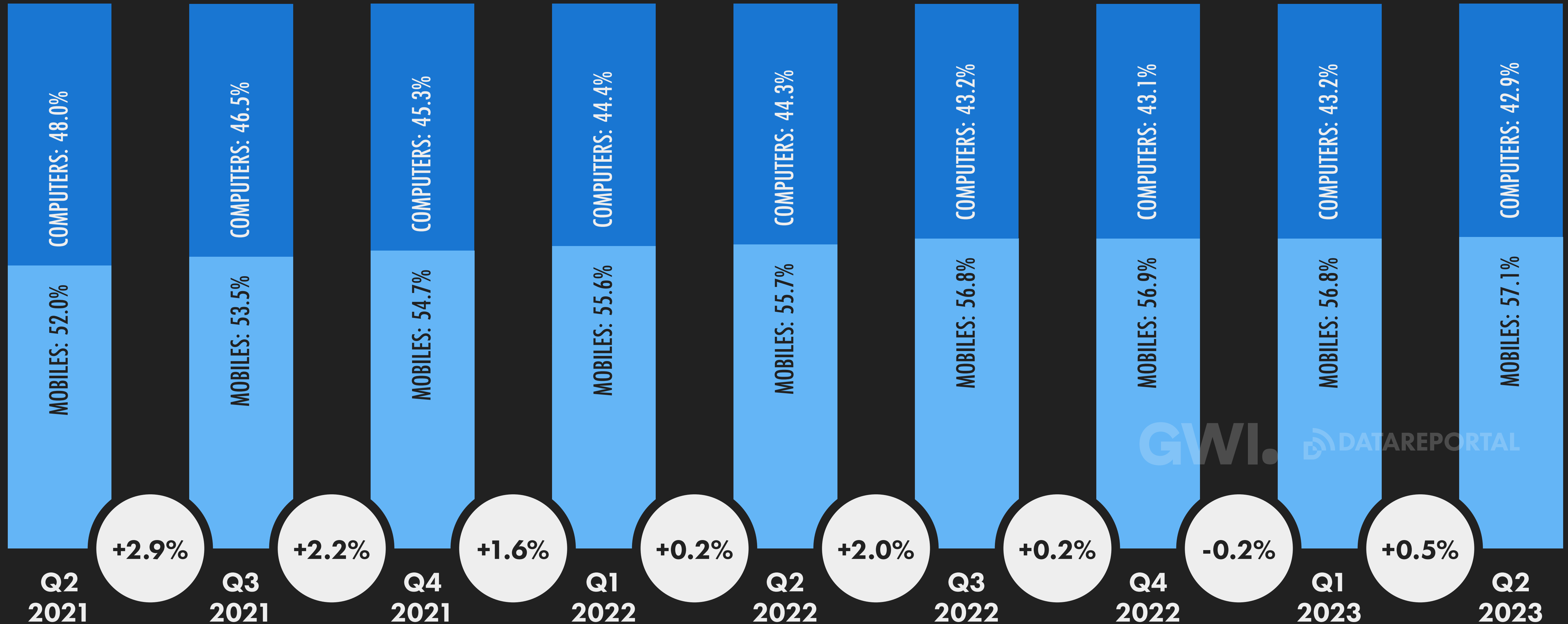| Country	Mobiles	Computers
THAILAND	63.2%	36.8%
INDONESIA	63.0%	37.0%
CHINA	62.7%	37.3%
INDIA	60.5%	39.5%
PHILIPPINES	59.5%	40.5%
SAUDI ARABIA	59.0%	41.0%
ROMANIA	58.9%	41.1%
U.A.E.	57.5%	42.5%
BRAZIL	57.2%	42.8%
MEXICO	57.2%	42.8%
WORLDWIDE	57.1%	42.9%
TURKEY	57.0%	43.0%
CHILE	55.7%	44.3%
EGYPT	55.7%	44.3%
MALAYSIA	54.8%	45.2%
SOUTH AFRICA	54.4%	45.6%
VIETNAM	54.4%	45.6%
COLOMBIA	54.3%	45.7%
TAIWAN	54.2%	45.8%
ARGENTINA	53.8%	46.2%
NORWAY	51.6%	48.4%
ISRAEL	51.3%	48.7%
BULGARIA	50.6%	49.4%
IRELAND	50.6%	49.4%
POLAND	50.5%	49.5%
ITALY	50.2%	49.8%
SPAIN	50.1%	49.9%
U.S.A.	50.1%	49.9%
SOUTH KOREA	49.9%	50.1%
HONG KONG	49.7%	50.3%
GREECE	49.5%	50.5%
SINGAPORE	49.2%	50.8%
SWEDEN	48.9%	51.1%
U.K.	48.9%	51.1%
HUNGARY	48.7%	51.3%
NETHERLANDS	48.3%	51.7%
GERMANY	48.1%	51.9%
NEW ZEALAND	48.1%	51.9%
SWITZERLAND	47.3%	52.7%
JAPAN	47.2%	52.8%
RUSSIA	47.2%	52.8%
AUSTRALIA	47.0%	53.0%
PORTUGAL	46.8%	53.2%
CANADA	46.0%	54.0%
CZECHIA	45.9%	54.1%
FRANCE	45.9%	54.1%
DENMARK	45.8%	54.2%
AUSTRIA	45.3%	54.7%
BELGIUM	42.7%	57.3%

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SHARE OF DAILY INTERNET TIME BY DEVICE

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

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

GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
COMPUTERS	37.4%	40.3%	40.0%	42.9%	42.7%	45.2%	44.4%	47.7%	48.0%	52.0%
MOBILES	62.6%	59.7%	60.0%	57.1%	57.3%	54.8%	55.6%	52.3%	52.0%	48.0%

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INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS	YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS	MEDIAN SPEED OF FIXED INTERNET CONNECTIONS	YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF FIXED INTERNET CONNECTIONS
DOWNLOAD (MBPS) **43.20**	DOWNLOAD **+40.3%**	DOWNLOAD (MBPS) **82.77**	DOWNLOAD **+19.7%**
UPLOAD (MBPS) **10.23**	UPLOAD **+18.7%**	UPLOAD (MBPS) **37.53**	UPLOAD **+29.0%**
LATENCY (MS) **28**	LATENCY **-3.4%**	LATENCY (MS) **9**	LATENCY **-10.0%**

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MOBILE INTERNET CONNECTION SPEEDS

OCT 2023

MEDIAN DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS (IN MBPS)

GLOBAL OVERVIEW

Country	Mbps
U.A.E.	210.89
NORWAY	134.45
DENMARK	124.00
CHINA	122.89
SOUTH KOREA	120.08
NETHERLANDS	107.42
AUSTRALIA	92.10
SAUDI ARABIA	90.93
BULGARIA	88.83
SWEDEN	88.50
SWITZERLAND	85.46
U.S.A.	85.32
SINGAPORE	81.41
CANADA	75.47
AUSTRIA	75.35
FRANCE	70.83
NEW ZEALAND	68.91
BELGIUM	68.64
TAIWAN	68.19
MALAYSIA	62.92
GERMANY	56.59
HONG KONG	53.91
GREECE	53.28
PORTUGAL	51.66
ROMANIA	51.34
INDIA	50.21
SOUTH AFRICA	47.49
VIETNAM	47.08
BRAZIL	45.63
WORLDWIDE	43.20
CZECHIA	43.18
POLAND	42.34
HUNGARY	41.72
JAPAN	40.38
THAILAND	40.06
ITALY	39.81
U.K.	38.32
ISRAEL	35.46
TURKEY	32.48
SPAIN	31.42
IRELAND	31.25
CHILE	31.11
MOROCCO	30.25
ARGENTINA	26.07
MEXICO	25.82
PHILIPPINES	25.47
RUSSIA	24.60
INDONESIA	24.22
EGYPT	23.68
NIGERIA	22.47
KENYA	20.95
COLOMBIA	12.71
GHANA	10.96

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MOBILE INTERNET CONNECTION SPEEDS

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

GLOBAL OVERVIEW

FASTEST MEDIAN MOBILE INTERNET CONNECTION SPEEDS

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

SLOWEST MEDIAN MOBILE INTERNET CONNECTION SPEEDS

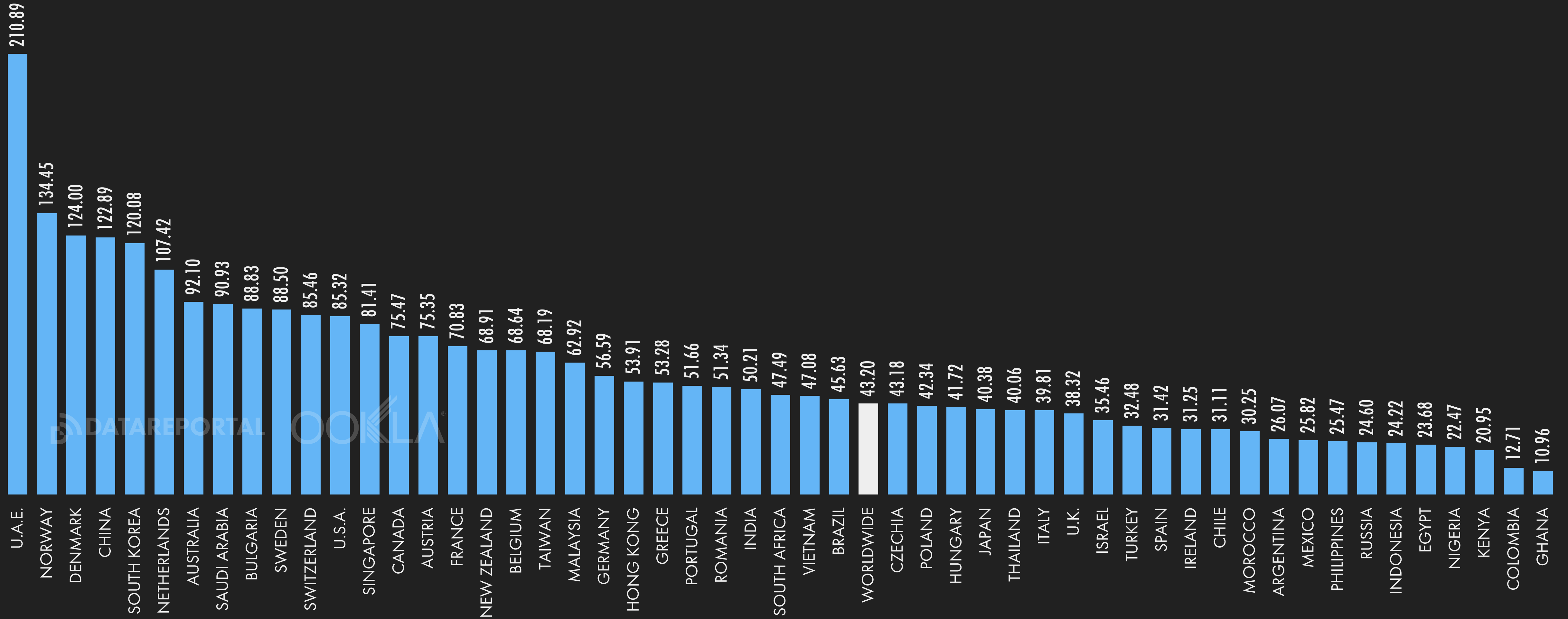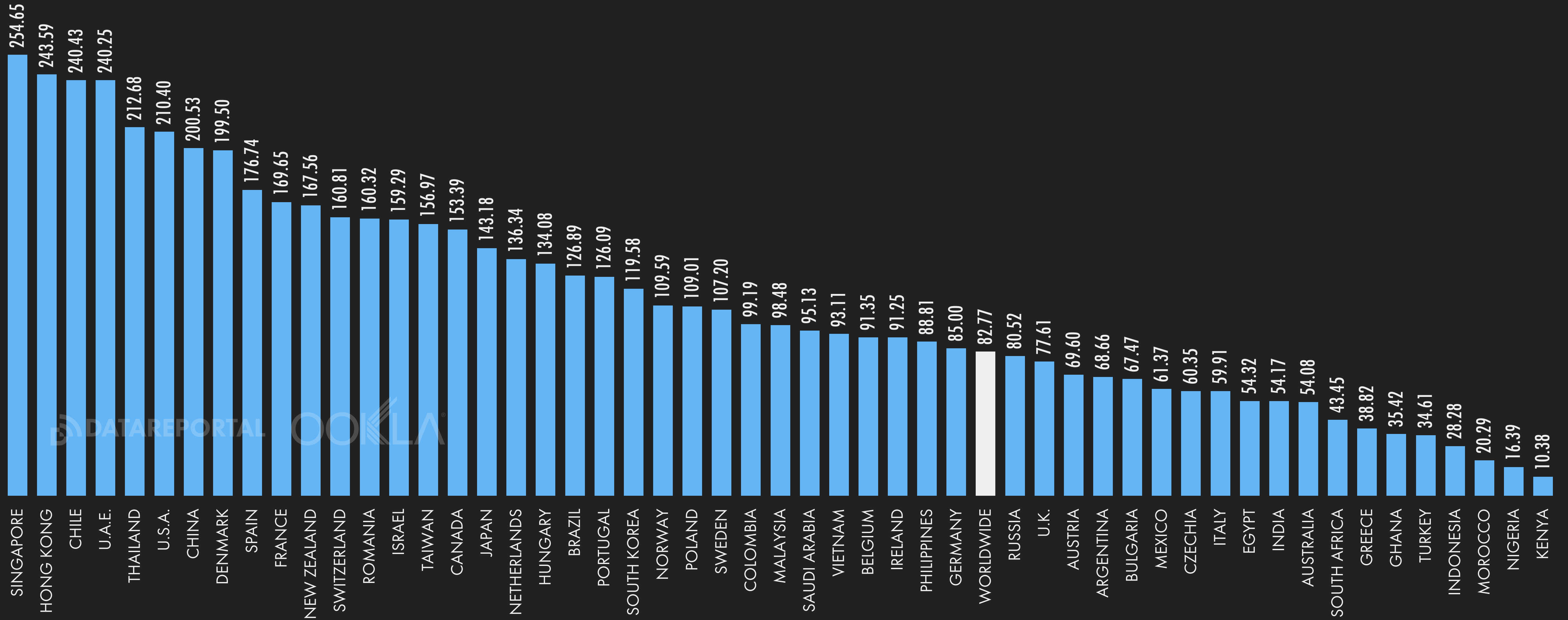| #	LOCATION	DL	▲YOY	UL	LATENCY
144	CUBA	4.34	+4.6%	6.76	131
143	AFGHANISTAN	5.04	-5.6%	2.23	31
142	SUDAN	5.57	-46.2%	3.74	50
141	YEMEN	7.31	-11.3%	6.46	25
140	VENEZUELA	9.51	+77.1%	4.77	32
139	BOLIVIA	9.52	-17.0%	8.85	28
138	TAJIKISTAN	9.61	+23.4%	5.71	27
137	HAITI	10.00	-15.0%	8.12	23
136	GHANA	10.96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

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OCT 2023

FIXED INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS (IN MBPS)

GLOBAL OVERVIEW

Country	Mbps
SINGAPORE	254.65
HONG KONG	243.59
CHILE	240.43
U.A.E.	240.25
THAILAND	212.68
U.S.A.	210.40
CHINA	200.53
DENMARK	199.50
SPAIN	176.74
FRANCE	169.65
NEW ZEALAND	167.56
SWITZERLAND	160.81
ROMANIA	160.32
ISRAEL	159.29
TAIWAN	156.97
CANADA	153.39
JAPAN	143.18
NETHERLANDS	136.34
HUNGARY	134.08
BRAZIL	126.89
PORTUGAL	126.09
SOUTH KOREA	119.58
NORWAY	109.59
POLAND	109.01
SWEDEN	107.20
COLOMBIA	99.19
MALAYSIA	98.48
SAUDI ARABIA	95.13
VIETNAM	93.11
BELGIUM	91.35
IRELAND	91.25
PHILIPPINES	88.81
GERMANY	85.00
WORLDWIDE	82.77
RUSSIA	80.52
U.K.	77.61
AUSTRIA	69.60
ARGENTINA	68.66
BULGARIA	67.47
MEXICO	61.37
CZECHIA	60.35
ITALY	59.91
EGYPT	54.32
INDIA	54.17
AUSTRALIA	54.08
SOUTH AFRICA	43.45
GREECE	38.82
GHANA	35.42
TURKEY	34.61
INDONESIA	28.28
MOROCCO	20.29
NIGERIA	16.39
KENYA	10.38

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FIXED INTERNET CONNECTION SPEEDS

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

FASTEST MEDIAN FIXED INTERNET CONNECTION SPEEDS

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

SLOWEST MEDIAN FIXED INTERNET CONNECTION SPEEDS

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

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COMPARING MOBILE AND FIXED INTERNET SPEEDS

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

GLOBAL OVERVIEW

LOCATIONS WITH BIGGEST GAPS IN FAVOUR OF MOBILE CONNECTION SPEEDS

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

LOCATIONS WITH BIGGEST GAPS IN FAVOUR OF FIXED CONNECTION SPEEDS

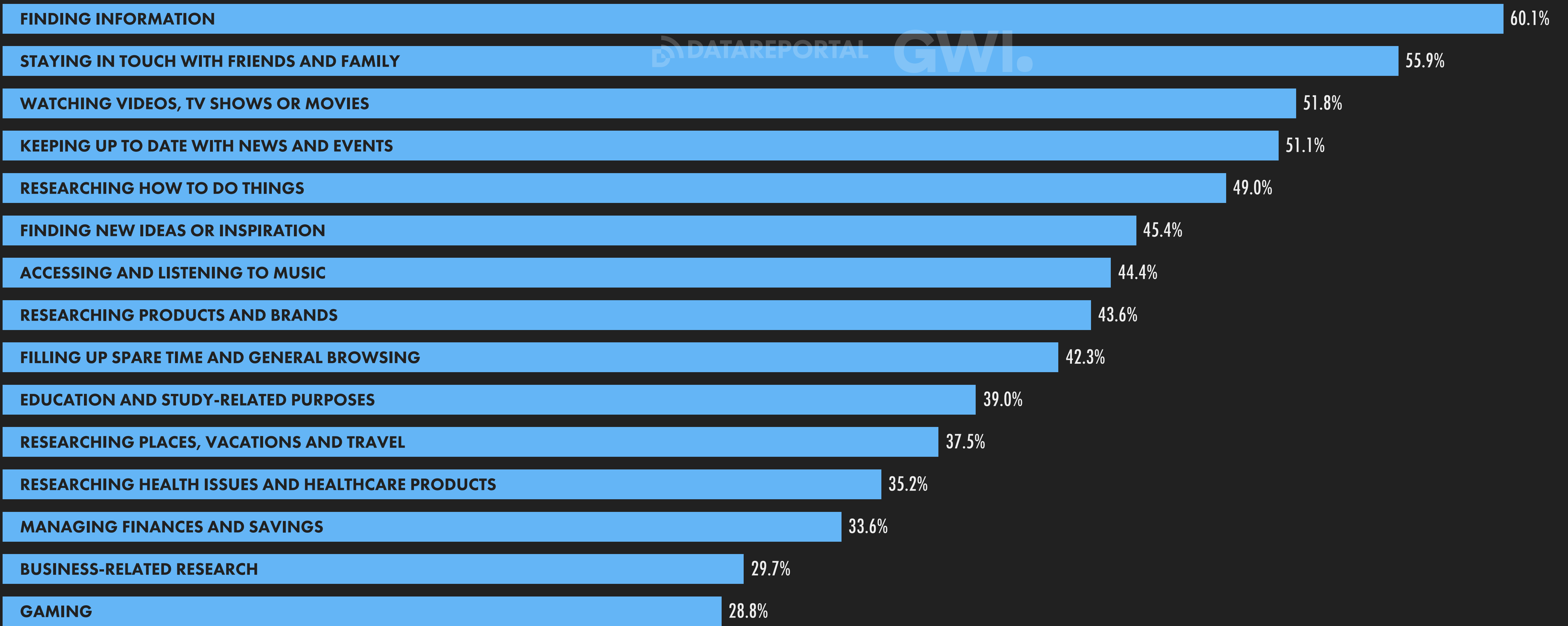| #	LOCATION	FIXED ⏻ DL SPEED	MOBILE ⏻ DL SPEED	RATIO
01	PANAMA	147.32 MBPS	16.17 MBPS	9.1 : 1
02	COLOMBIA	99.19 MBPS	12.71 MBPS	7.8 : 1
03	CHILE	240.43 MBPS	31.11 MBPS	7.7 : 1
04	SPAIN	176.74 MBPS	31.42 MBPS	5.6 : 1
05	THAILAND	212.68 MBPS	40.06 MBPS	5.3 : 1
06	PERU	89.34 MBPS	17.51 MBPS	5.1 : 1
07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

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MAIN REASONS FOR USING THE INTERNET

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

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

GLOBAL OVERVIEW

Reason	Percentage
FINDING INFORMATION	60.1%
STAYING IN TOUCH WITH FRIENDS AND FAMILY	55.9%
WATCHING VIDEOS, TV SHOWS OR MOVIES	51.8%
KEEPING UP TO DATE WITH NEWS AND EVENTS	51.1%
RESEARCHING HOW TO DO THINGS	49.0%
FINDING NEW IDEAS OR INSPIRATION	45.4%
ACCESSING AND LISTENING TO MUSIC	44.4%
RESEARCHING PRODUCTS AND BRANDS	43.6%
FILLING UP SPARE TIME AND GENERAL BROWSING	42.3%
EDUCATION AND STUDY-RELATED PURPOSES	39.0%
RESEARCHING PLACES, VACATIONS AND TRAVEL	37.5%
RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS	35.2%
MANAGING FINANCES AND SAVINGS	33.6%
BUSINESS-RELATED RESEARCH	29.7%
GAMING	28.8%

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MAIN REASONS FOR USING THE INTERNET

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

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

GLOBAL OVERVIEW

16 TO 24 YEARS OLD		25 TO 34 YEARS OLD		35 TO 44 YEARS OLD		45 TO 54 YEARS OLD		55 TO 64 YEARS OLD	
FIND INFORMATION	59.5%	FIND INFORMATION	57.3%	FIND INFORMATION	59.4%	FIND INFORMATION	62.4%	FIND INFORMATION	65.9%
CONTACT FRIENDS & FAMILY	58.4%	CONTACT FRIENDS & FAMILY	54.8%	CONTACT FRIENDS & FAMILY	54.9%	CONTACT FRIENDS & FAMILY	55.8%	FOLLOW NEWS & EVENTS	56.6%
WATCH VIDEOS & SHOWS	56.9%	WATCH VIDEOS & SHOWS	53.5%	FOLLOW NEWS & EVENTS	52.8%	FOLLOW NEWS & EVENTS	54.6%	CONTACT FRIENDS & FAMILY	55.5%
LISTEN TO MUSIC	53.8%	FOLLOW NEWS & EVENTS	48.7%	WATCH VIDEOS & SHOWS	51.6%	LEARN HOW TO DO THINGS	49.6%	LEARN HOW TO DO THINGS	51.4%
EDUCATION & STUDY	52.5%	LEARN HOW TO DO THINGS	47.3%	LEARN HOW TO DO THINGS	47.9%	WATCH VIDEOS & SHOWS	48.6%	RESEARCH BRANDS	45.5%
LEARN HOW TO DO THINGS	50.3%	FIND NEW IDEAS	47.1%	FIND NEW IDEAS	45.2%	RESEARCH BRANDS	44.8%	WATCH VIDEOS & SHOWS	43.1%
FIND NEW IDEAS	49.6%	LISTEN TO MUSIC	45.9%	RESEARCH BRANDS	45.1%	FIND NEW IDEAS	42.0%	RESEARCH PLACES & TRAVEL	40.9%
FILL SPARE TIME & BROWSING	46.8%	RESEARCH BRANDS	42.6%	LISTEN TO MUSIC	42.0%	FILL SPARE TIME & BROWSING	41.7%	RESEARCH HEALTH	39.2%
FOLLOW NEWS & EVENTS	46.7%	FILL SPARE TIME & BROWSING	41.7%	FILL SPARE TIME & BROWSING	40.9%	LISTEN TO MUSIC	39.1%	FIND NEW IDEAS	38.9%
RESEARCH BRANDS	41.2%	EDUCATION & STUDY	38.9%	RESEARCH PLACES & TRAVEL	38.1%	RESEARCH PLACES & TRAVEL	39.1%	FILL SPARE TIME & BROWSING	38.3%

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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	LAPTOP AND DESKTOP COMPUTERS	TABLET DEVICES	OTHER DEVICES
52.81%	**44.95%**	**1.83%**	**0.40%**
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-9.9%	+14.5%	-12.4%	+1233.3%
-581 BPS	+569 BPS	-26 BPS	+37 BPS

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Meltwater

OCT 2023

MOBILE'S SHARE OF WEB TRAFFIC

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

GLOBAL OVERVIEW

Country	Share
VIETNAM	83.1%
NIGERIA	83.0%
SOUTH AFRICA	79.0%
SAUDI ARABIA	77.4%
INDIA	77.2%
TURKEY	76.1%
GHANA	74.7%
KENYA	74.7%
EGYPT	70.1%
U.A.E.	68.7%
BULGARIA	67.5%
MOROCCO	66.9%
SINGAPORE	64.9%
CHINA	64.0%
INDONESIA	63.6%
IRELAND	63.0%
THAILAND	62.9%
ISRAEL	62.8%
HUNGARY	61.9%
POLAND	61.2%
SPAIN	60.6%
SOUTH KOREA	60.1%
ARGENTINA	59.6%
COLOMBIA	58.9%
ROMANIA	56.8%
MALAYSIA	55.1%
MEXICO	54.8%
ITALY	54.6%
CHILE	53.9%
GREECE	53.1%
TAIWAN	53.1%
WORLDWIDE	52.8%
BRAZIL	52.8%
FRANCE	51.9%
HONG KONG	50.3%
NETHERLANDS	49.3%
SWEDEN	49.1%
U.K.	45.9%
CZECHIA	45.3%
AUSTRIA	44.8%
NEW ZEALAND	44.4%
AUSTRALIA	43.5%
RUSSIA	43.3%
PHILIPPINES	43.0%
CANADA	43.0%
GERMANY	42.0%
PORTUGAL	41.4%
JAPAN	38.0%
SWITZERLAND	37.7%
BELGIUM	37.5%
NORWAY	30.4%
U.S.A.	30.2%
DENMARK	26.6%

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MOBILE'S SHARE OF WEB TRAFFIC

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES (QUARTERLY AVERAGES)
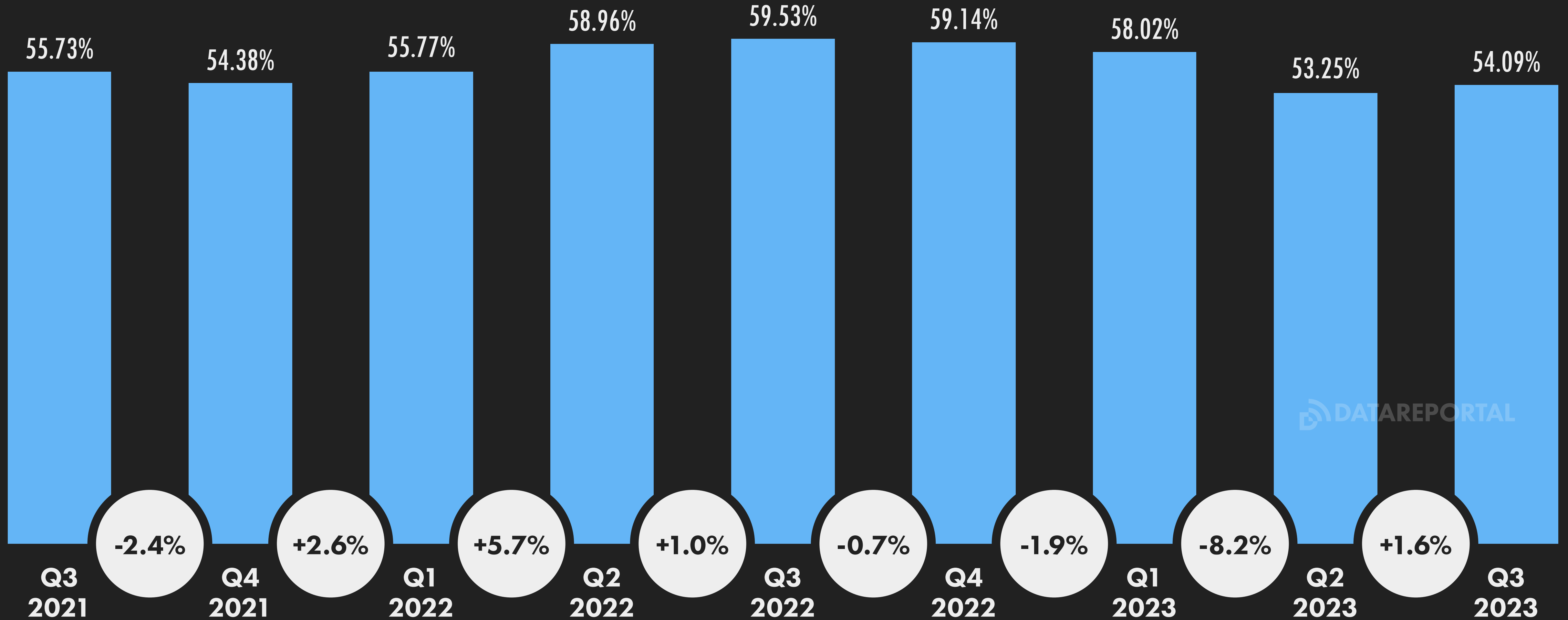
OCT 2023

GLOBAL OVERVIEW

Quarter	Value	Change
Q3 2021	55.73%	
Q4 2021	54.38%	-2.4%
Q1 2022	55.77%	+2.6%
Q2 2022	58.96%	+5.7%
Q3 2022	59.53%	+1.0%
Q4 2022	59.14%	-0.7%
Q1 2023	58.02%	-1.9%
Q2 2023	53.25%	-8.2%
Q3 2023	54.09%	+1.6%

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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

GLOBAL OVERVIEW

CHROME

63.45%

YEAR-ON-YEAR CHANGE

-3.4% (-223 BPS)

SAFARI

19.91%

YEAR-ON-YEAR CHANGE

+6.6% (+123 BPS)

MICROSOFT EDGE

5.29%

YEAR-ON-YEAR CHANGE

+22.2% (+96 BPS)

FIREFOX

3.03%

YEAR-ON-YEAR CHANGE

-3.8% (-12 BPS)

OPERA

2.91%

YEAR-ON-YEAR CHANGE

+28.8% (+65 BPS)

SAMSUNG INTERNET

2.31%

YEAR-ON-YEAR CHANGE

-16.0% (-44 BPS)

UC BROWSER

0.87%

YEAR-ON-YEAR CHANGE

+22.5% (+16 BPS)

OTHER
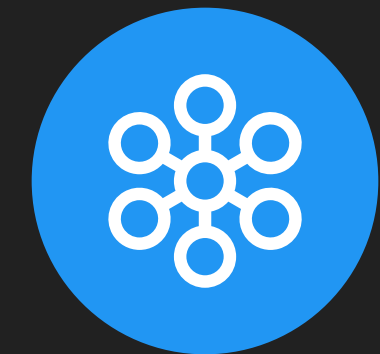
2.23%

YEAR-ON-YEAR CHANGE

-8.6% (-21 BPS)

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TOP TYPES OF WEBSITES VISITED AND APPS USED

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

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

GLOBAL OVERVIEW

Type	Percentage
CHAT AND MESSAGING	95.0%
SOCIAL NETWORKS	94.5%
SEARCH ENGINES OR WEB PORTALS	80.7%
SHOPPING, AUCTIONS, OR CLASSIFIEDS	74.7%
MAPS, PARKING, OR LOCATION-BASED SERVICES	56.2%
EMAIL	49.6%
MUSIC	47.3%
WEATHER	41.6%
ENTERTAINMENT	40.3%
NEWS	40.1%
GAMES	31.9%
MOBILITY SERVICES (E.G. RIDE-HAILING, BIKE HIRE)	28.8%
BANKING, INVESTING, OR INSURANCE	26.8%
SPORTS	26.2%
TRAVEL	24.1%

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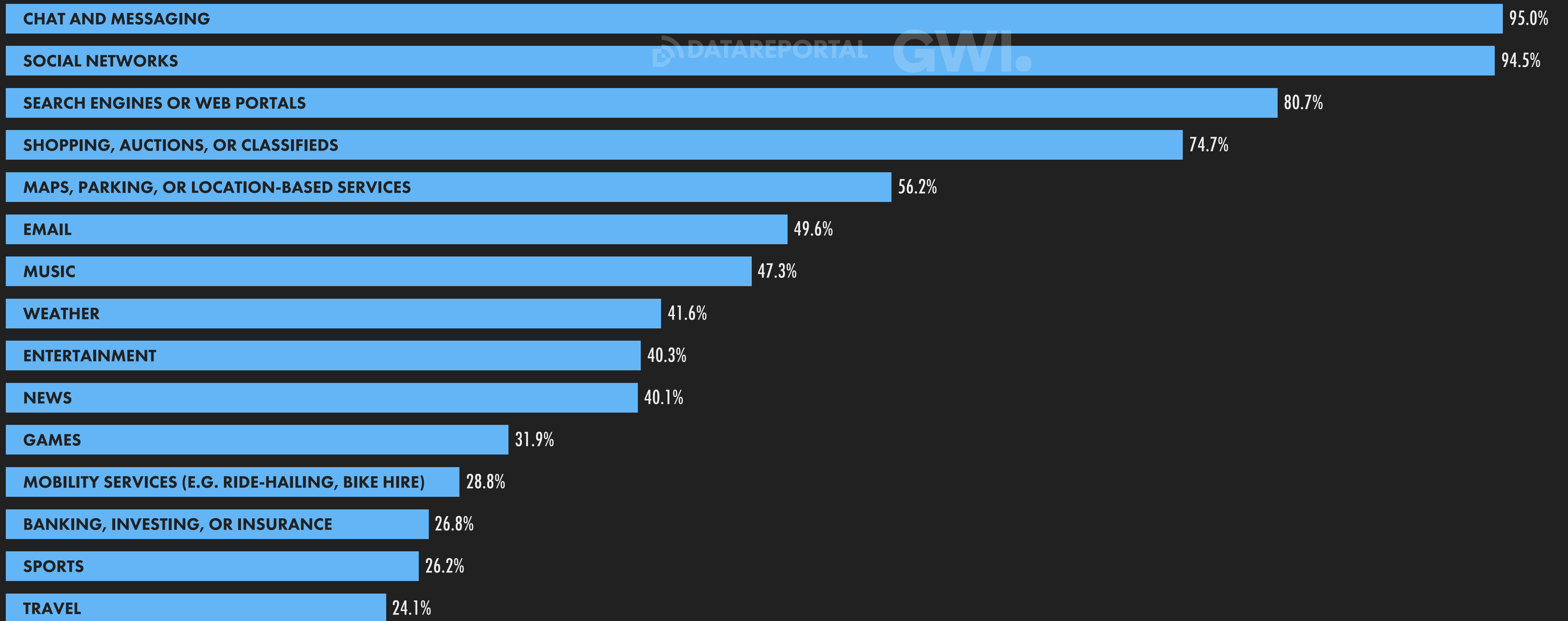
TOP WEBSITES: SIMILARWEB RANKING

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

GLOBAL OVERVIEW

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

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

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SHARE OF TRAFFIC TO TOP 10,000 WEBSITES

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

GLOBAL OVERVIEW

Website	Share
GOOGLE.COM	18.26%
YOUTUBE.COM	7.17%
FACEBOOK.COM	3.68%
INSTAGRAM.COM	1.43%
TWITTER.COM	1.36%
BAIDU.COM	1.17%
WIKIPEDIA.ORG	0.94%
YAHOO.COM	0.82%
YANDEX.RU	0.69%
WHATSAPP.COM	0.65%
XVIDEOS.COM	0.60%
AMAZON.COM	0.52%
PORNHUB.COM	0.50%
XNXX.COM	0.48%
TIKTOK.COM	0.48%

52

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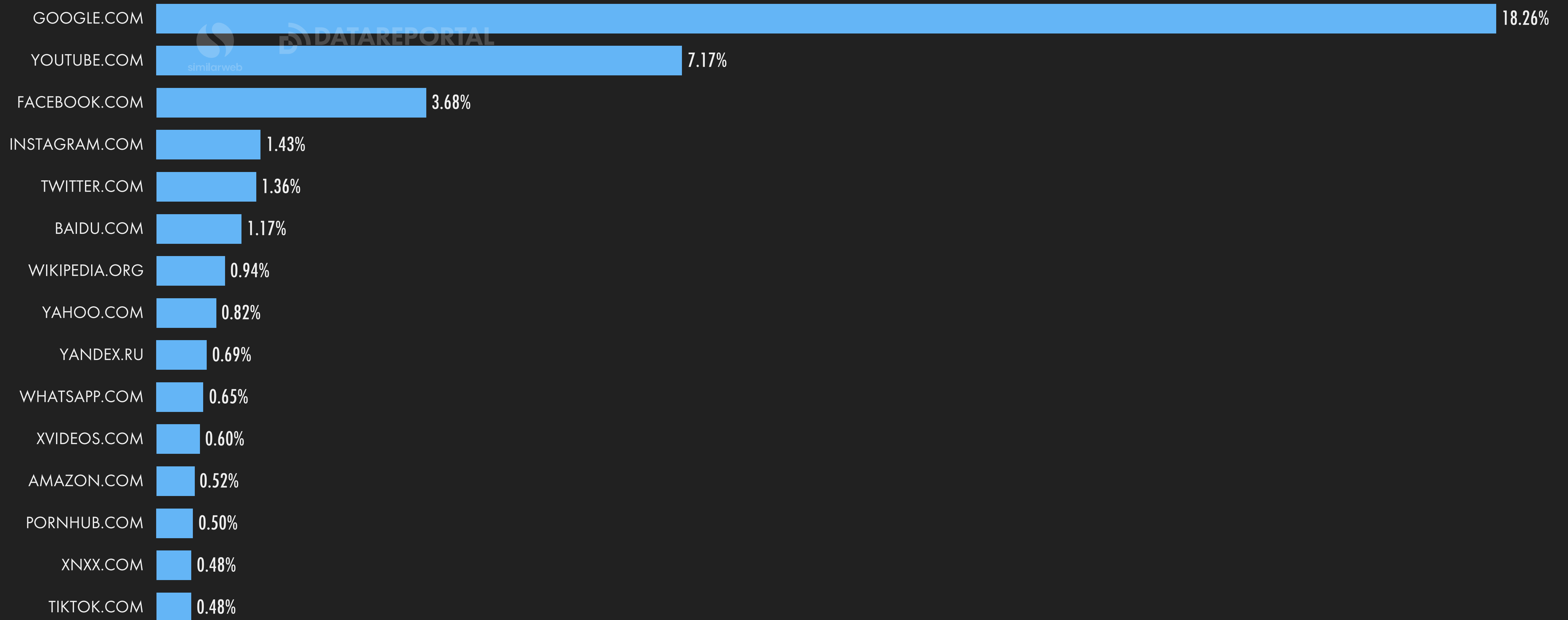
TOP WEBSITES: SEMRUSH RANKING

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

GLOBAL OVERVIEW

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

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

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TOP GOOGLE SEARCHES

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

GLOBAL OVERVIEW

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

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USE OF VOICE ASSISTANTS TO FIND INFORMATION

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

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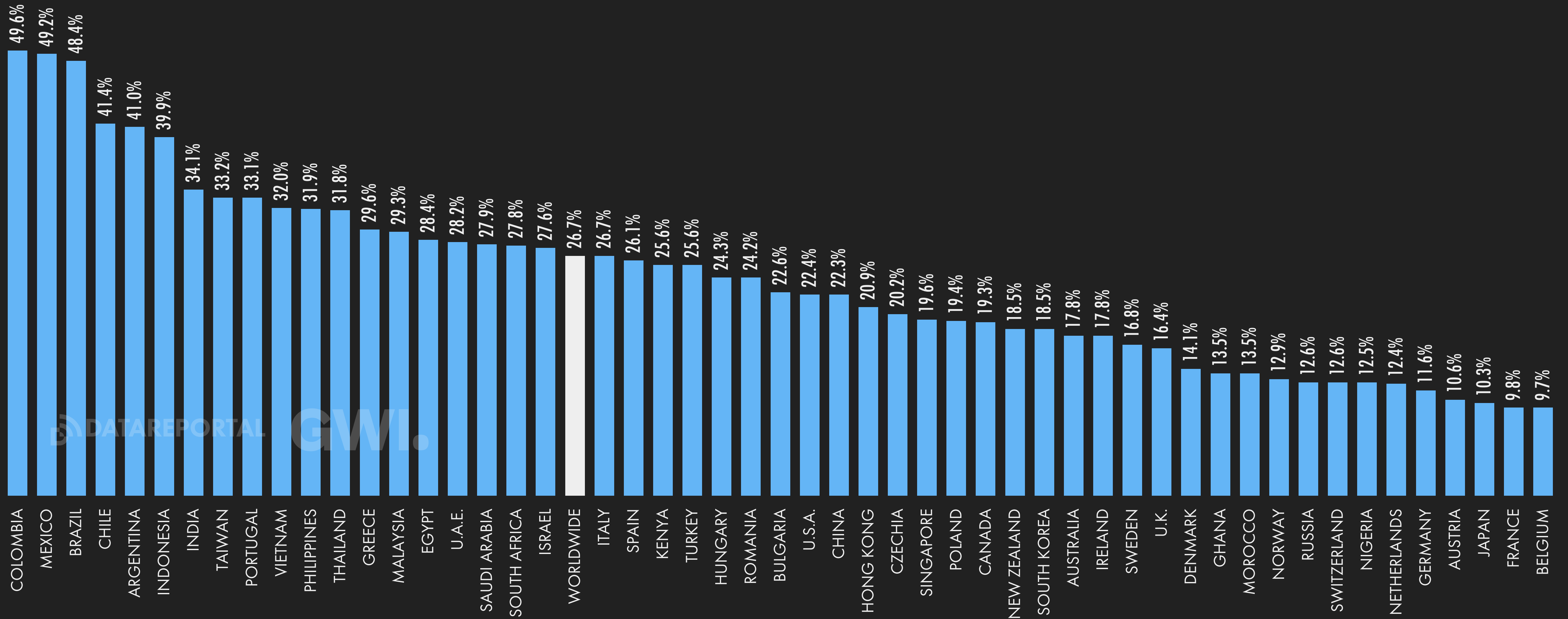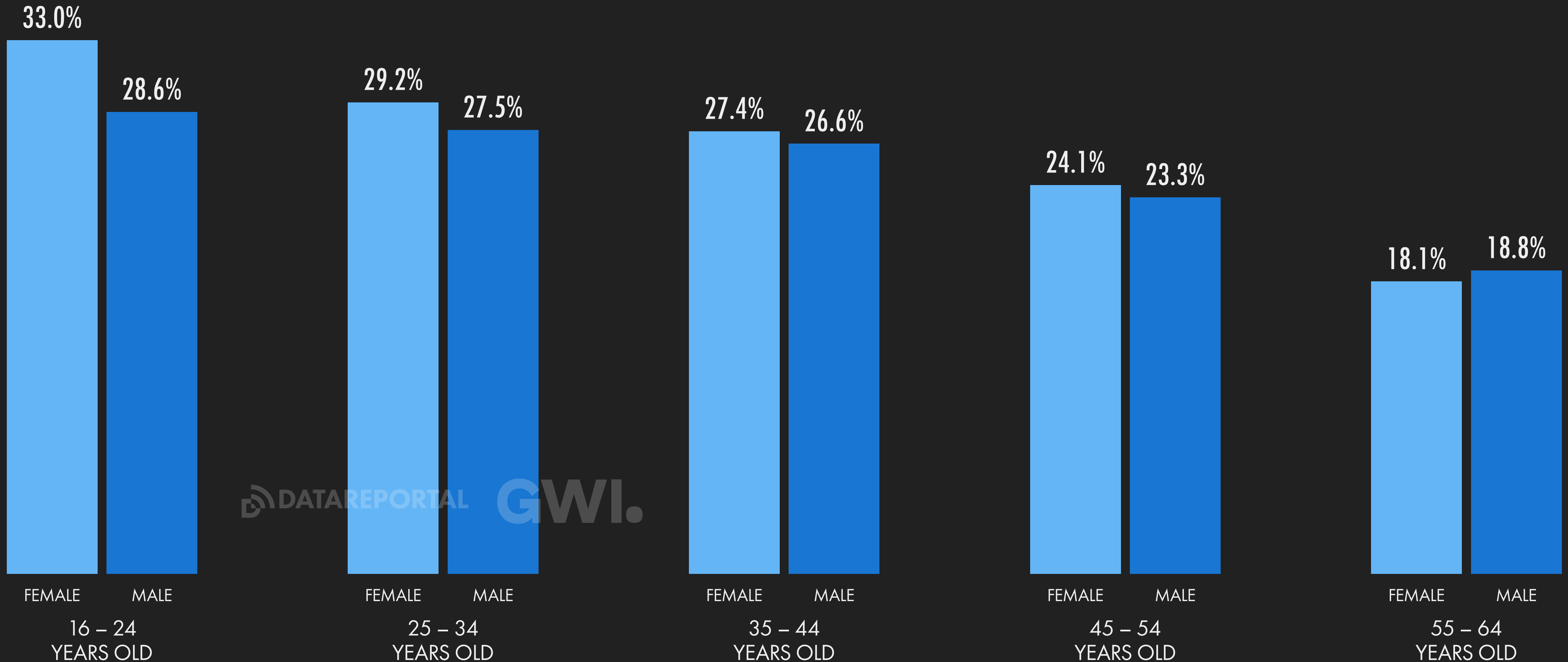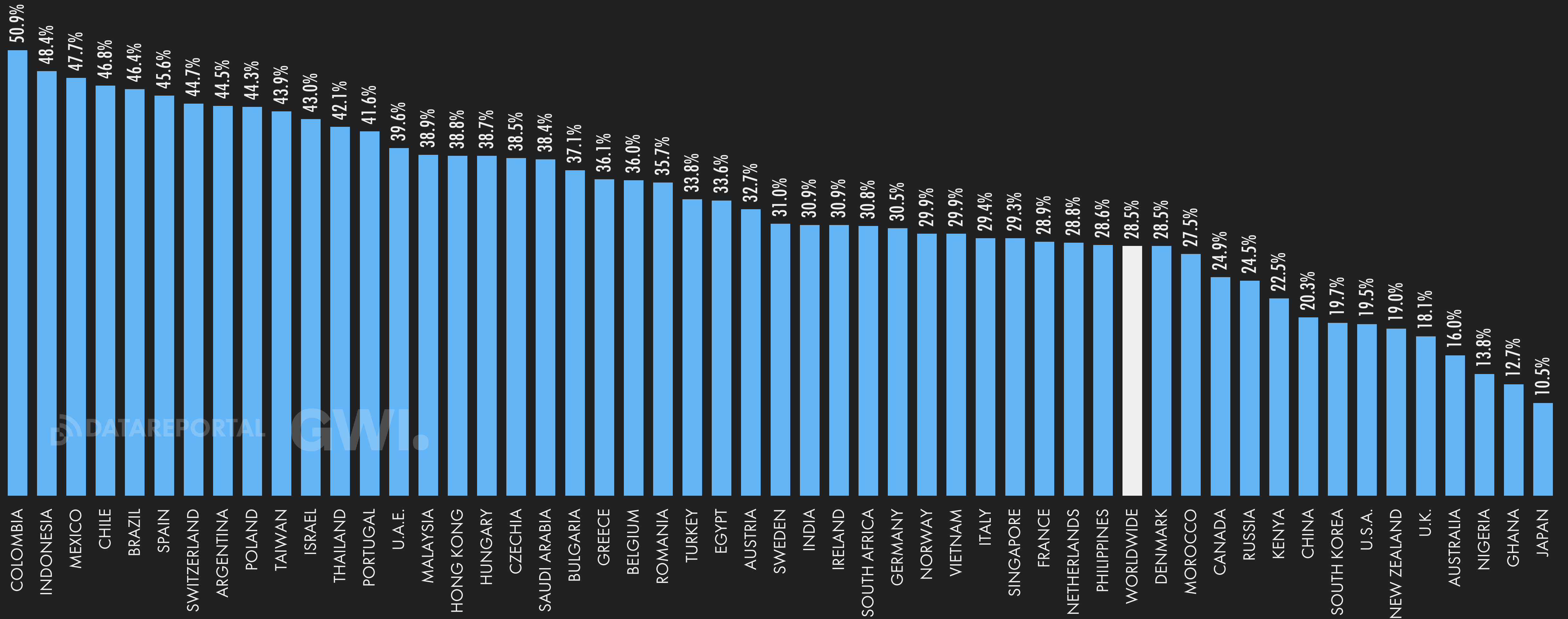
GLOBAL OVERVIEW

Country	Percentage
INDIA	26.8%
U.S.A.	25.8%
CHINA	25.2%
MEXICO	22.9%
U.K.	22.4%
ITALY	22.2%
SPAIN	22.2%
BRAZIL	21.8%
U.A.E.	20.8%
IRELAND	20.6%
CANADA	20.1%
WORLDWIDE	20.0%
TURKEY	19.0%
AUSTRALIA	18.9%
GERMANY	18.5%
VIETNAM	16.9%
NEW ZEALAND	16.8%
SOUTH AFRICA	14.6%
COLOMBIA	14.5%
THAILAND	14.1%
HONG KONG	14.0%
TAIWAN	14.0%
FRANCE	13.8%
RUSSIA	13.6%
SAUDI ARABIA	13.0%
KENYA	12.6%
SINGAPORE	12.2%
INDONESIA	12.0%
SWITZERLAND	11.9%
PORTUGAL	11.7%
CHILE	11.5%
AUSTRIA	11.3%
GHANA	11.2%
MALAYSIA	11.1%
PHILIPPINES	10.2%
SWEDEN	10.2%
EGYPT	9.9%
POLAND	9.0%
NETHERLANDS	8.9%
DENMARK	8.8%
ISRAEL	8.6%
ARGENTINA	8.5%
BULGARIA	8.1%
GREECE	8.0%
NIGERIA	8.0%
ROMANIA	7.3%
NORWAY	6.9%
BELGIUM	6.8%
CZECHIA	6.6%
JAPAN	6.6%
SOUTH KOREA	5.9%
MOROCCO	4.6%
HUNGARY	3.3%

USE OF VOICE ASSISTANTS TO FIND INFORMATION

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

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GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	20.3%	21.2%	21.3%	21.6%	20.7%	21.4%	18.2%	18.1%	15.4%	15.8%

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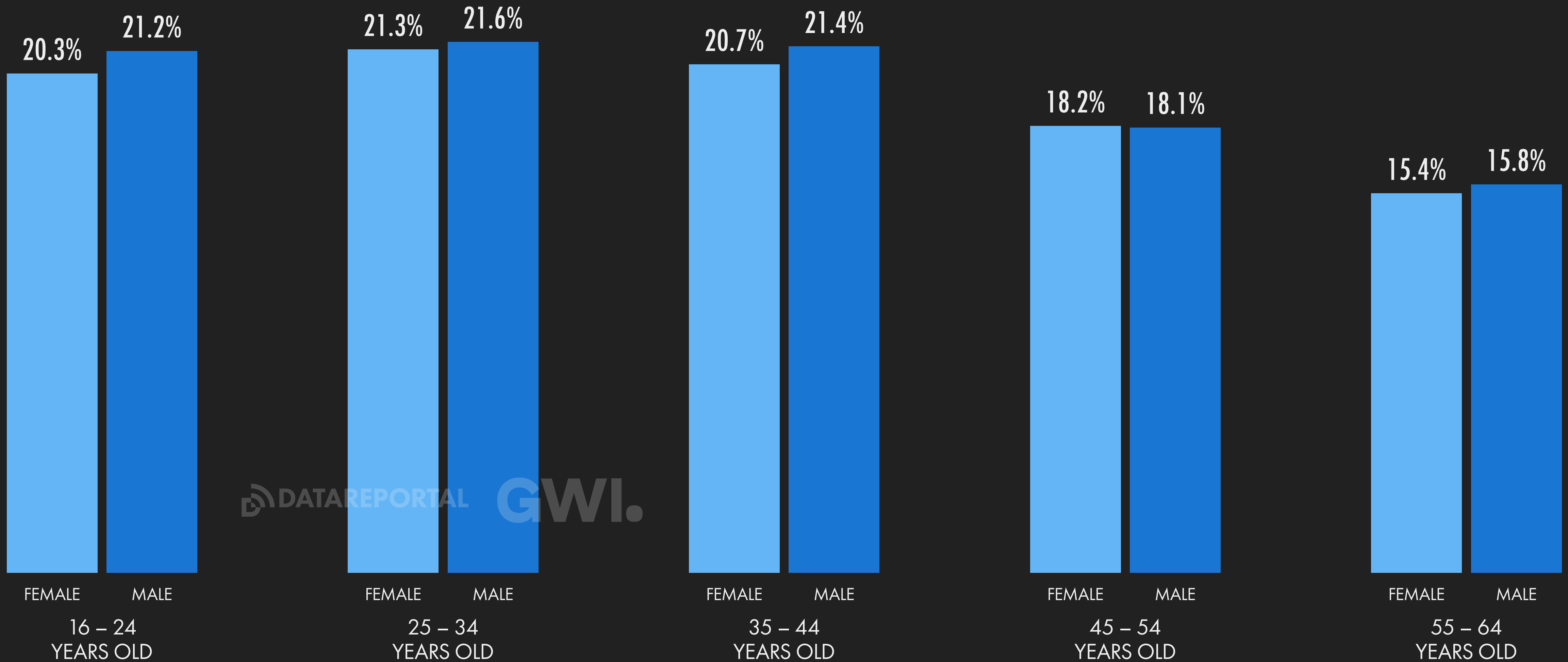
USE OF IMAGE RECOGNITION TOOLS ON MOBILE

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

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

GLOBAL OVERVIEW

| Country	Percentage
COLOMBIA	49.6%
MEXICO	49.2%
BRAZIL	48.4%
CHILE	41.4%
ARGENTINA	41.0%
INDONESIA	39.9%
INDIA	34.1%
TAIWAN	33.2%
PORTUGAL	33.1%
VIETNAM	32.0%
PHILIPPINES	31.9%
THAILAND	31.8%
GREECE	29.6%
MALAYSIA	29.3%
EGYPT	28.4%
U.A.E.	28.2%
SAUDI ARABIA	27.9%
SOUTH AFRICA	27.8%
ISRAEL	27.6%
WORLDWIDE	26.7%
ITALY	26.7%
SPAIN	26.1%
KENYA	25.6%
TURKEY	25.6%
HUNGARY	24.3%
ROMANIA	24.2%
BULGARIA	22.6%
U.S.A.	22.4%
CHINA	22.3%
HONG KONG	20.9%
CZECHIA	20.2%
SINGAPORE	19.6%
POLAND	19.4%
CANADA	19.3%
NEW ZEALAND	18.5%
SOUTH KOREA	18.5%
AUSTRALIA	17.8%
IRELAND	17.8%
SWEDEN	16.8%
U.K.	16.4%
DENMARK	14.1%
GHANA	13.5%
MOROCCO	13.5%
NORWAY	12.9%
RUSSIA	12.6%
SWITZERLAND	12.6%
NIGERIA	12.5%
NETHERLANDS	12.4%
GERMANY	11.6%
AUSTRIA	10.6%
JAPAN	10.3%
FRANCE	9.8%
BELGIUM	9.7%

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Meltwater

USE OF IMAGE RECOGNITION TOOLS ON MOBILE

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

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

GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	33.0%	28.6%	29.2%	27.5%	27.4%	26.6%	24.1%	23.3%	18.1%	18.8%

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Meltwater

USE OF ONLINE TRANSLATION TOOLS

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

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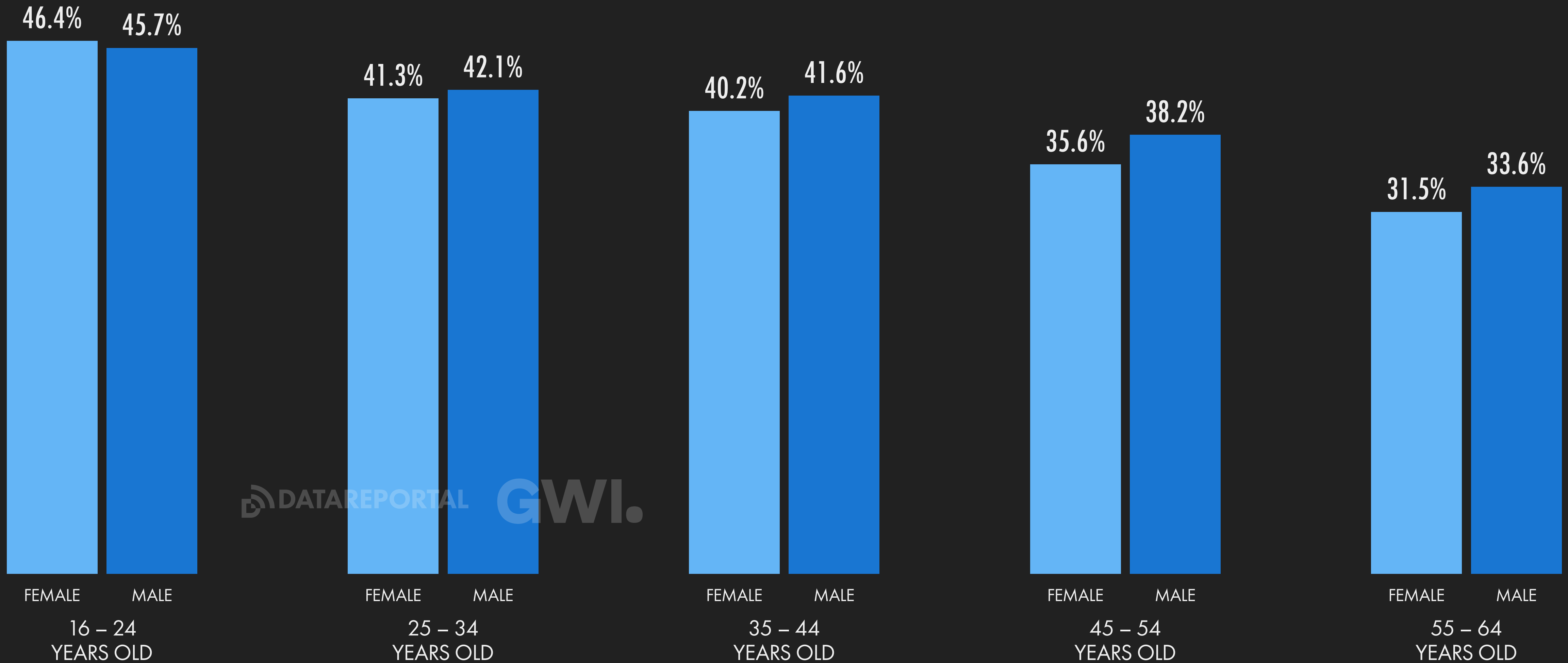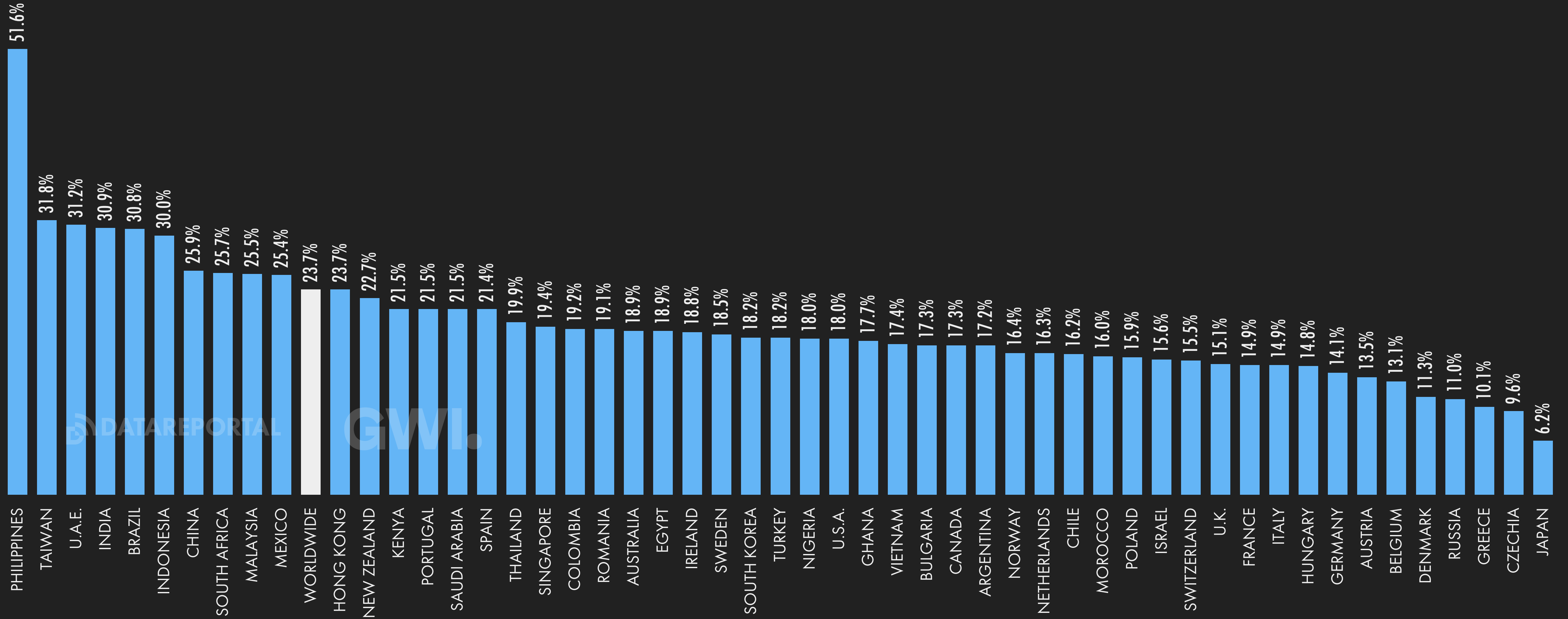
GLOBAL OVERVIEW

Country	%
COLOMBIA	50.9%
INDONESIA	48.4%
MEXICO	47.7%
CHILE	46.8%
BRAZIL	46.4%
SPAIN	45.6%
SWITZERLAND	44.7%
ARGENTINA	44.5%
POLAND	44.3%
TAIWAN	43.9%
ISRAEL	43.0%
THAILAND	42.1%
PORTUGAL	41.6%
U.A.E.	39.6%
MALAYSIA	38.9%
HONG KONG	38.8%
HUNGARY	38.7%
CZECHIA	38.5%
SAUDI ARABIA	38.4%
BULGARIA	37.1%
GREECE	36.1%
BELGIUM	36.0%
ROMANIA	35.7%
TURKEY	33.8%
EGYPT	33.6%
AUSTRIA	32.7%
SWEDEN	31.0%
INDIA	30.9%
IRELAND	30.9%
SOUTH AFRICA	30.8%
GERMANY	30.5%
NORWAY	29.9%
VIETNAM	29.9%
ITALY	29.4%
SINGAPORE	29.3%
FRANCE	28.9%
NETHERLANDS	28.8%
PHILIPPINES	28.6%
WORLDWIDE	28.5%
DENMARK	28.5%
MOROCCO	27.5%
CANADA	24.9%
RUSSIA	24.5%
KENYA	22.5%
CHINA	20.3%
SOUTH KOREA	19.7%
U.S.A.	19.5%
NEW ZEALAND	19.0%
U.K.	18.1%
AUSTRALIA	16.0%
NIGERIA	13.8%
GHANA	12.7%
JAPAN	10.5%

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USE OF ONLINE TRANSLATION TOOLS

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

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

GLOBAL OVERVIEW

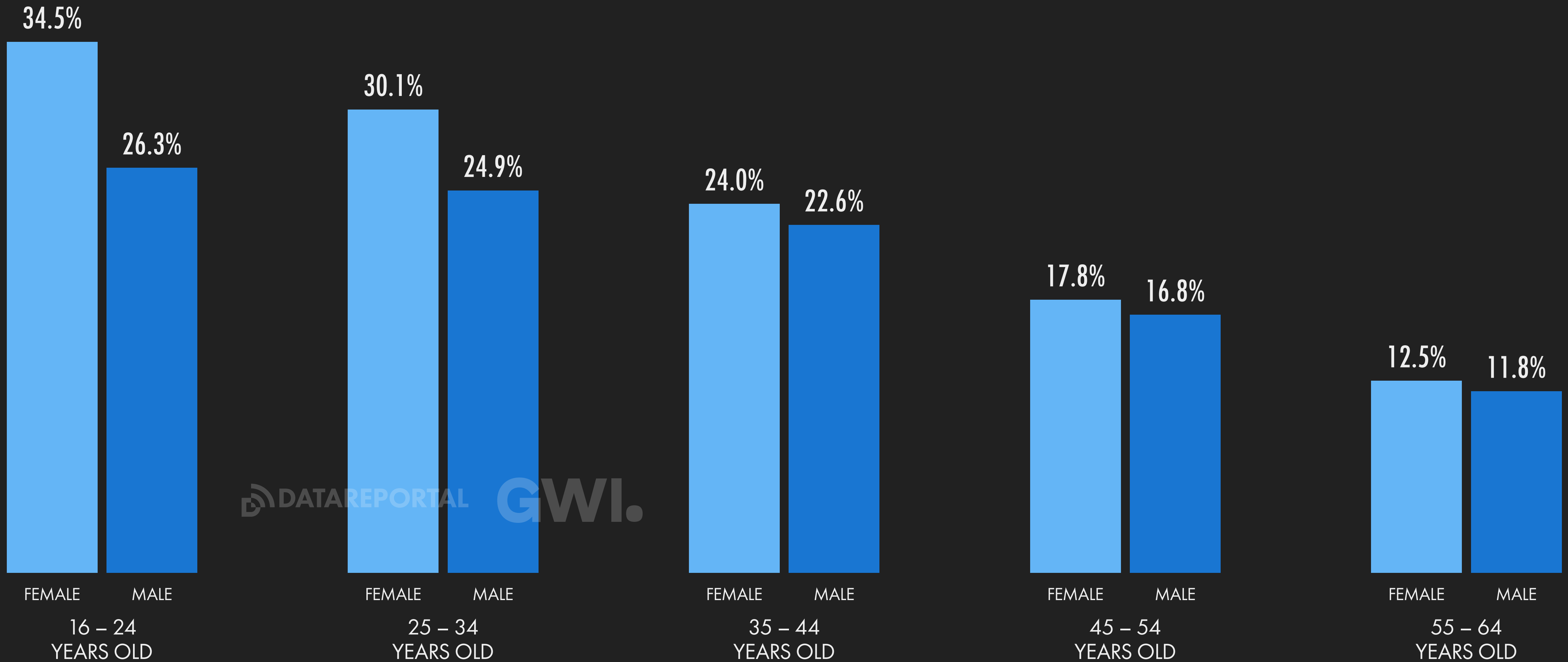|	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	36.5%	33.6%	28.1%	29.7%	26.3%	29.0%	23.1%	25.4%	19.6%	22.8%

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WATCHING ONLINE VIDEO CONTENT

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

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

GLOBAL OVERVIEW

ANY KIND OF VIDEO
92.3%
YOY: -0.4% (-40 BPS)
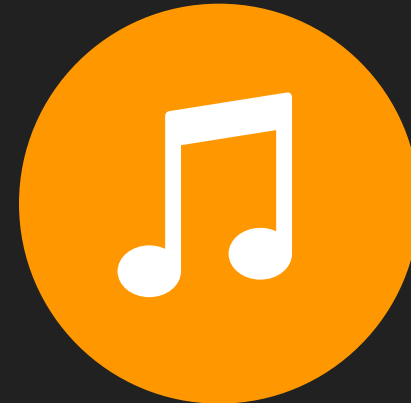
MUSIC VIDEO
49.4%
YOY: -1.0% (-50 BPS)

COMEDY, MEME, OR VIRAL VIDEO
35.3%
YOY: -0.8% (-30 BPS)

TUTORIAL OR HOW-TO VIDEO
26.4%
YOY: -9.6% (-280 BPS)
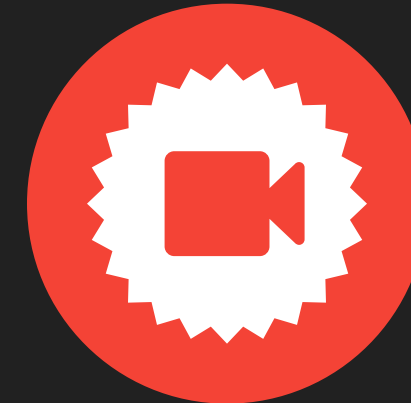
VIDEO LIVESTREAM
27.6%
YOY: -6.4% (-190 BPS)

EDUCATIONAL VIDEO
26.0%
YOY: -7.1% (-200 BPS)

PRODUCT REVIEW VIDEO
25.0%
YOY: -7.4% (-200 BPS)

SPORTS CLIP OR HIGHLIGHTS VIDEO
25.6%
YOY: -5.5% (-150 BPS)

GAMING VIDEO
23.1%
YOY: -10.8% (-280 BPS)

INFLUENCER VIDEOS AND VLOGS
23.7%
YOY: -6.0% (-150 BPS)

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ONLINE VIDEO AS A SOURCE OF LEARNING

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

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

GLOBAL OVERVIEW

Country	Percentage
PHILIPPINES	59.8%
SOUTH AFRICA	59.8%
TURKEY	59.0%
BRAZIL	53.4%
INDONESIA	53.2%
INDIA	51.4%
U.A.E.	51.1%
COLOMBIA	50.3%
KENYA	49.1%
ARGENTINA	47.6%
GHANA	47.3%
MALAYSIA	46.8%
CHILE	46.4%
SAUDI ARABIA	46.2%
NEW ZEALAND	45.6%
IRELAND	44.9%
MEXICO	44.7%
U.S.A.	43.6%
EGYPT	42.7%
CANADA	42.6%
ITALY	42.5%
NIGERIA	42.1%
SPAIN	41.9%
PORTUGAL	40.9%
WORLDWIDE	40.8%
ROMANIA	40.7%
AUSTRALIA	40.1%
VIETNAM	39.4%
GREECE	39.3%
BULGARIA	38.9%
ISRAEL	38.7%
SINGAPORE	36.7%
SWITZERLAND	36.7%
U.K.	34.7%
AUSTRIA	34.0%
RUSSIA	33.9%
HUNGARY	33.8%
POLAND	33.4%
CHINA	32.5%
SWEDEN	32.2%
MOROCCO	32.0%
GERMANY	31.7%
TAIWAN	31.4%
FRANCE	31.3%
NETHERLANDS	29.3%
THAILAND	29.3%
DENMARK	28.0%
HONG KONG	27.5%
CZECHIA	27.3%
NORWAY	24.8%
BELGIUM	24.7%
SOUTH KOREA	12.7%
JAPAN	11.0%

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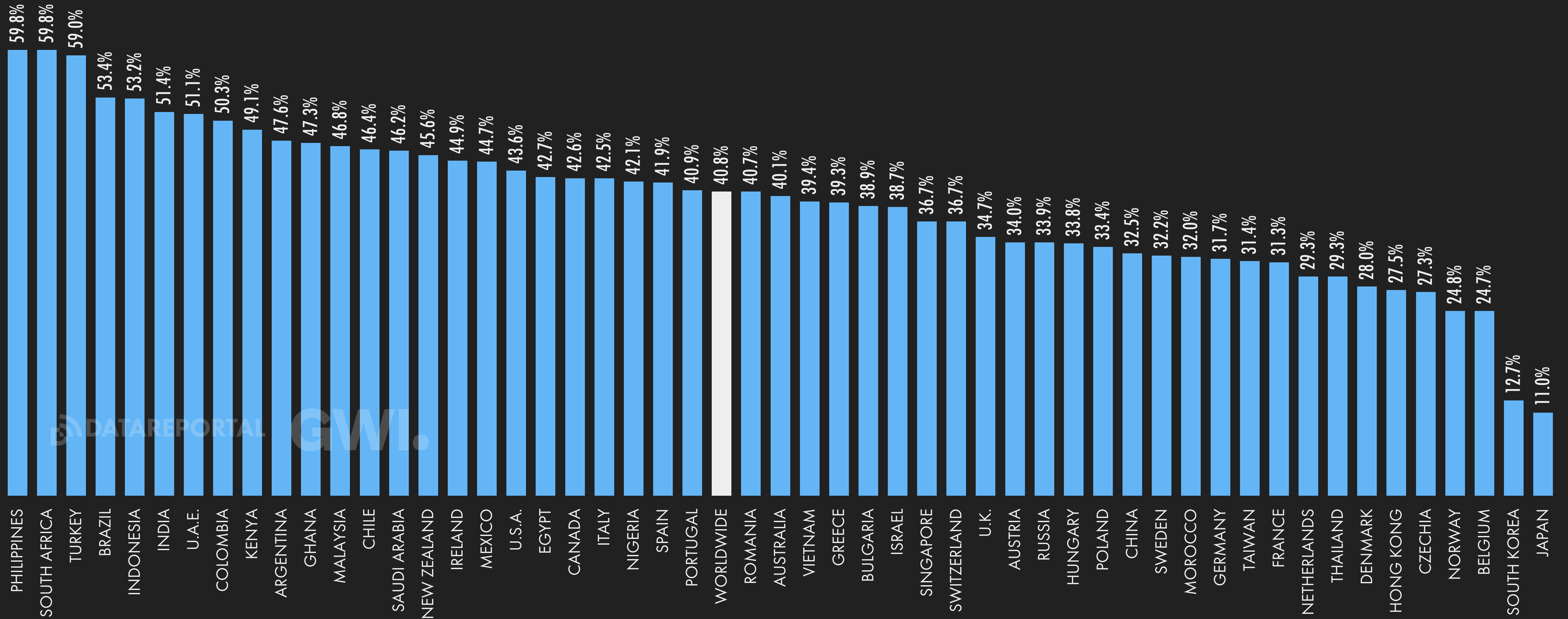
ONLINE VIDEO AS A SOURCE OF LEARNING

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

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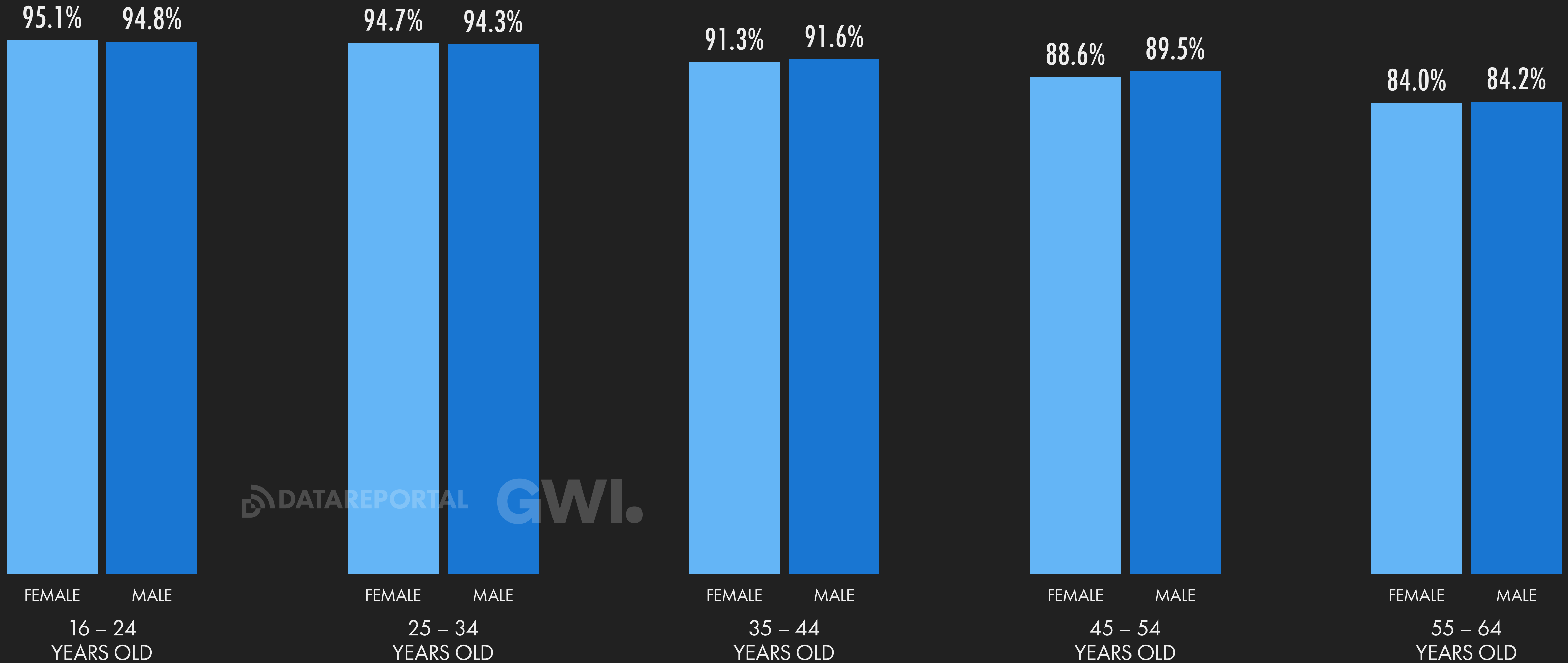
GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	46.4%	45.7%	41.3%	42.1%	40.2%	41.6%	35.6%	38.2%	31.5%	33.6%

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WATCHING VLOGS

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

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

GLOBAL OVERVIEW

Country	Percentage
PHILIPPINES	51.6%
TAIWAN	31.8%
U.A.E.	31.2%
INDIA	30.9%
BRAZIL	30.8%
INDONESIA	30.0%
CHINA	25.9%
SOUTH AFRICA	25.7%
MALAYSIA	25.5%
MEXICO	25.4%
WORLDWIDE	23.7%
HONG KONG	23.7%
NEW ZEALAND	22.7%
KENYA	21.5%
PORTUGAL	21.5%
SAUDI ARABIA	21.5%
SPAIN	21.4%
THAILAND	19.9%
SINGAPORE	19.4%
COLOMBIA	19.2%
ROMANIA	19.1%
AUSTRALIA	18.9%
EGYPT	18.9%
IRELAND	18.8%
SWEDEN	18.5%
SOUTH KOREA	18.2%
TURKEY	18.2%
NIGERIA	18.0%
U.S.A.	18.0%
GHANA	17.7%
VIETNAM	17.4%
BULGARIA	17.3%
CANADA	17.3%
ARGENTINA	17.2%
NORWAY	16.4%
NETHERLANDS	16.3%
CHILE	16.2%
MOROCCO	16.0%
POLAND	15.9%
ISRAEL	15.6%
SWITZERLAND	15.5%
U.K.	15.1%
FRANCE	14.9%
ITALY	14.9%
HUNGARY	14.8%
GERMANY	14.1%
AUSTRIA	13.5%
BELGIUM	13.1%
DENMARK	11.3%
RUSSIA	11.0%
GREECE	10.1%
CZECHIA	9.6%
JAPAN	6.2%

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WATCHING VLOGS

PERCENTAGE OF INTERNET USERS WHO WATCH VLOGS EACH WEEK

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

GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	34.5%	26.3%	30.1%	24.9%	24.0%	22.6%	17.8%	16.8%	12.5%	11.8%

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HOW INTERNET USERS WATCH TV

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

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

GLOBAL OVERVIEW

WATCH ANY KIND OF TV CONTENT VIA ANY MEANS OF CONTENT DELIVERY	WATCH LIVE OR "LINEAR" TV PROGRAMMING (E.G. BROADCAST OR CABLE TV)	WATCH TV CONTENT VIA AN ON-DEMAND SERVICE (E.G. A STREAMING PLATFORM)	WATCH TV CONTENT SAVED TO A RECORDING DEVICE (E.G. A DVR)	DO NOT WATCH ANY KIND OF TV CONTENT
96.2%	86.3%	91.8%	22.5%	3.8%
YEAR-ON-YEAR CHANGE +1.2% (+110 BPS)	YEAR-ON-YEAR CHANGE -0.7% (-60 BPS)	YEAR-ON-YEAR CHANGE +2.0% (+180 BPS)	YEAR-ON-YEAR CHANGE -2.2% (-50 BPS)	YEAR-ON-YEAR CHANGE -22.4% (-110 BPS)

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STREAMING TV CONTENT VIA THE INTERNET

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

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GLOBAL OVERVIEW

Country	Percentage
MEXICO	97.9%
BRAZIL	97.7%
GREECE	97.7%
PHILIPPINES	97.4%
INDIA	96.9%
NEW ZEALAND	96.8%
SOUTH AFRICA	96.6%
U.A.E.	96.6%
SWEDEN	96.5%
ISRAEL	96.4%
TURKEY	96.3%
CHILE	96.2%
COLOMBIA	96.2%
ARGENTINA	96.0%
U.S.A.	95.9%
VIETNAM	95.8%
SAUDI ARABIA	95.5%
INDONESIA	95.1%
IRELAND	95.1%
U.K.	95.0%
AUSTRALIA	94.5%
THAILAND	94.4%
HONG KONG	94.1%
SPAIN	94.1%
MALAYSIA	93.8%
DENMARK	93.3%
TAIWAN	93.2%
SINGAPORE	92.9%
ITALY	92.8%
NORWAY	92.8%
CANADA	92.6%
POLAND	92.5%
WORLDWIDE	91.8%
FRANCE	91.2%
ROMANIA	90.7%
BULGARIA	89.3%
NETHERLANDS	89.3%
EGYPT	89.1%
AUSTRIA	88.9%
HUNGARY	88.5%
GERMANY	88.4%
CZECHIA	88.1%
PORTUGAL	88.1%
SWITZERLAND	87.7%
CHINA	87.0%
BELGIUM	85.6%
SOUTH KOREA	85.5%
RUSSIA	79.3%
JAPAN	75.1%

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STREAMING TV CONTENT VIA THE INTERNET

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

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GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	95.1%	94.8%	94.7%	94.3%	91.3%	91.6%	88.6%	89.5%	84.0%	84.2%

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VIDEO ENTERTAINMENT: TOP MOBILE APPS

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

GLOBAL OVERVIEW

TOP VIDEO ENTERTAINMENT APPS BY MONTHLY ACTIVE USERS

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

TOP VIDEO ENTERTAINMENT APPS BY TOTAL TIME SPENT

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

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TOP MOVIES BY STREAMING PLATFORM

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

GLOBAL OVERVIEW

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

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TOP TV SHOWS BY STREAMING PLATFORM

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

GLOBAL OVERVIEW

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

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LISTENING TO ONLINE AUDIO CONTENT

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

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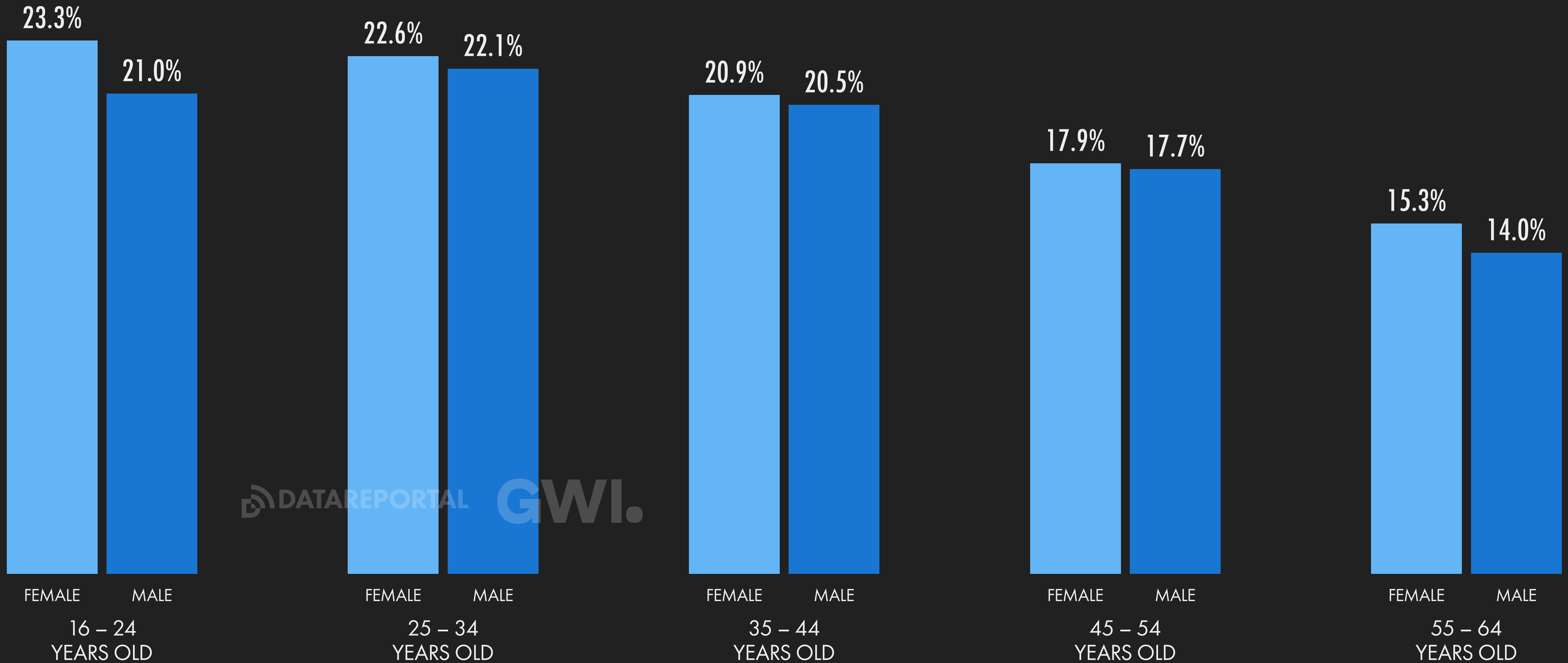
GLOBAL OVERVIEW

LISTEN TO MUSIC STREAMING SERVICES	LISTEN TO ONLINE RADIO SHOWS OR STATIONS	LISTEN TO PODCASTS	LISTEN TO AUDIO BOOKS
39.0%	18.6%	20.3%	17.4%
YEAR-ON-YEAR CHANGE:	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-1.5% (-60 BPS)	-17.7% (-400 BPS)	-4.7% (-100 BPS)	-12.1% (-240 BPS)

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LISTENING TO STREAMING MUSIC

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

GLOBAL OVERVIEW

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

Country	%
SOUTH AFRICA	50.7%
SWEDEN	50.6%
MEXICO	50.3%
U.S.A.	50.2%
NORWAY	50.1%
BRAZIL	49.7%
TURKEY	48.1%
INDONESIA	47.9%
NEW ZEALAND	46.3%
DENMARK	46.0%
AUSTRALIA	45.7%
PHILIPPINES	45.1%
IRELAND	43.6%
ITALY	43.4%
CHILE	42.8%
SOUTH KOREA	42.7%
NIGERIA	42.0%
GERMANY	41.7%
INDIA	41.5%
SPAIN	41.1%
CANADA	40.9%
TAIWAN	40.6%
PORTUGAL	39.8%
AUSTRIA	39.2%
WORLDWIDE	39.0%
NETHERLANDS	39.0%
ARGENTINA	38.7%
MALAYSIA	38.3%
HONG KONG	38.0%
U.K.	37.8%
SWITZERLAND	37.4%
KENYA	37.1%
COLOMBIA	36.6%
CHINA	36.2%
ISRAEL	35.6%
FRANCE	34.5%
SINGAPORE	34.2%
THAILAND	33.9%
VIETNAM	33.0%
U.A.E.	32.3%
GREECE	29.9%
BELGIUM	28.9%
ROMANIA	26.0%
MOROCCO	25.9%
HUNGARY	25.6%
POLAND	25.3%
JAPAN	21.3%
SAUDI ARABIA	20.8%
GHANA	19.8%
CZECHIA	19.5%
EGYPT	17.8%
RUSSIA	17.3%
BULGARIA	16.0%

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MUSIC: TOP MOBILE APPS

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

GLOBAL OVERVIEW

TOP MUSIC-RELATED MOBILE APPS BY MONTHLY ACTIVE USERS

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

TOP MUSIC-RELATED MOBILE APPS BY TOTAL TIME SPENT

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

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GLOBAL SPOTIFY CHARTS

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

GLOBAL OVERVIEW

TOP SONGS

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

TOP ALBUMS

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

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Meltwater

LISTENING TO PODCASTS

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

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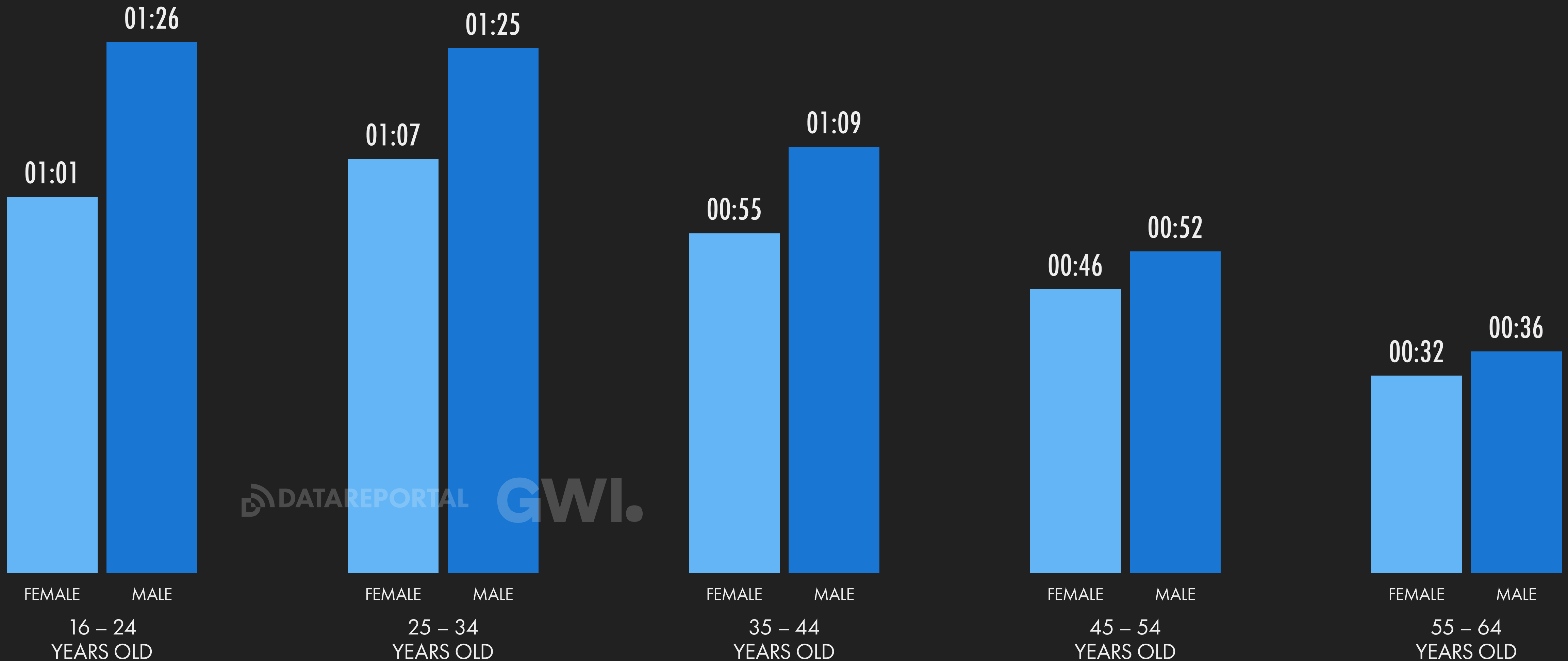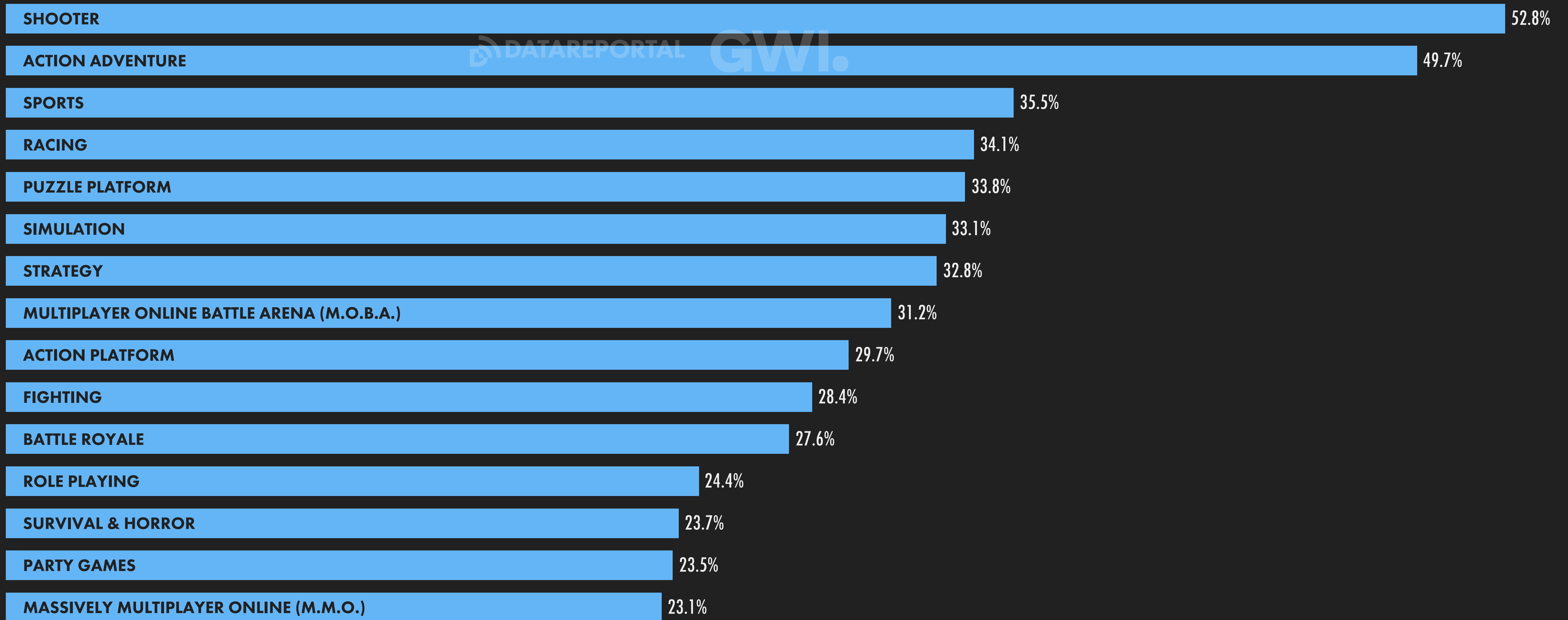
GLOBAL OVERVIEW

Country	%
BRAZIL	39.6%
MEXICO	38.8%
INDONESIA	34.7%
SWEDEN	33.4%
SOUTH AFRICA	33.1%
NORWAY	30.9%
IRELAND	29.8%
ISRAEL	28.7%
ROMANIA	28.2%
COLOMBIA	27.8%
U.S.A.	27.8%
SPAIN	27.7%
AUSTRALIA	27.5%
PORTUGAL	27.0%
DENMARK	25.2%
CANADA	25.0%
POLAND	25.0%
NEW ZEALAND	24.5%
CZECHIA	24.2%
U.K.	23.3%
CHILE	22.7%
INDIA	22.1%
KENYA	22.1%
SAUDI ARABIA	21.6%
GERMANY	21.1%
U.A.E.	21.0%
BULGARIA	20.8%
ARGENTINA	20.7%
GREECE	20.5%
WORLDWIDE	20.3%
SWITZERLAND	20.0%
THAILAND	20.0%
PHILIPPINES	19.4%
AUSTRIA	19.1%
HUNGARY	18.8%
NETHERLANDS	18.7%
EGYPT	17.9%
TURKEY	17.7%
VIETNAM	17.1%
ITALY	16.2%
BELGIUM	15.1%
SINGAPORE	15.1%
FRANCE	14.9%
MALAYSIA	13.9%
CHINA	13.4%
HONG KONG	12.9%
TAIWAN	12.9%
NIGERIA	12.1%
MOROCCO	10.9%
SOUTH KOREA	10.5%
RUSSIA	9.5%
GHANA	6.2%
JAPAN	4.7%

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Meltwater

LISTENING TO PODCASTS

PERCENTAGE OF INTERNET USERS WHO LISTEN TO PODCASTS EACH WEEK

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GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	23.3%	21.0%	22.6%	22.1%	20.9%	20.5%	17.9%	17.7%	15.3%	14.0%

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DEVICES USED TO PLAY VIDEO GAMES

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

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

GLOBAL OVERVIEW

ANY DEVICE	SMARTPHONE	LAPTOP OR DESKTOP	GAMES CONSOLE
81.6%	67.2%	34.0%	22.1%
YOY: +0.2% (+20 BPS)	YOY: +2.3% (+150 BPS)	YOY: -10.5% (-400 BPS)	YOY: -13.0% (-330 BPS)

TABLET	HAND-HELD GAMING DEVICE	MEDIA STREAMING DEVICE	VIRTUAL REALITY HEADSET
14.2%	10.3%	6.8%	6.0%
YOY: -13.9% (-230 BPS)	YOY: -21.4% (-280 BPS)	YOY: -26.9% (-250 BPS)	YOY: -27.7% (-230 BPS)

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PLAYING VIDEO GAMES

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

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

GLOBAL OVERVIEW

Country	%
PHILIPPINES	95.4%
INDONESIA	94.2%
SAUDI ARABIA	93.0%
THAILAND	92.8%
TURKEY	92.1%
VIETNAM	91.8%
INDIA	90.7%
TAIWAN	89.2%
SOUTH AFRICA	88.8%
MEXICO	88.5%
EGYPT	87.8%
U.A.E.	87.1%
GREECE	86.8%
BRAZIL	86.4%
MALAYSIA	85.7%
ROMANIA	84.5%
ARGENTINA	84.4%
HONG KONG	84.4%
U.S.A.	83.6%
PORTUGAL	83.5%
BULGARIA	82.9%
COLOMBIA	82.5%
HUNGARY	82.3%
CHILE	82.1%
WORLDWIDE	81.6%
SINGAPORE	81.3%
POLAND	80.9%
SPAIN	80.5%
FRANCE	80.4%
CANADA	79.6%
NEW ZEALAND	79.6%
NETHERLANDS	79.4%
ISRAEL	79.1%
ITALY	78.7%
SWEDEN	78.5%
RUSSIA	77.8%
SWITZERLAND	76.7%
SOUTH KOREA	76.2%
AUSTRALIA	75.7%
GERMANY	75.7%
U.K.	75.4%
CZECHIA	75.3%
AUSTRIA	75.1%
DENMARK	74.2%
NORWAY	74.0%
CHINA	71.5%
IRELAND	71.3%
BELGIUM	69.7%
JAPAN	67.3%

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PLAYING VIDEO GAMES

PERCENTAGE OF INTERNET USERS WHO PLAY VIDEO GAMES ON ANY DEVICE

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

GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	85.9%	90.0%	84.2%	88.2%	80.5%	84.0%	74.2%	78.5%	67.5%	66.2%

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DAILY TIME SPENT USING A GAMES CONSOLE

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

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

GLOBAL OVERVIEW

Country	Time
SAUDI ARABIA	01:40
THAILAND	01:40
EGYPT	01:32
MEXICO	01:17
PHILIPPINES	01:15
U.A.E.	01:14
VIETNAM	01:14
INDONESIA	01:13
U.S.A.	01:13
TURKEY	01:10
INDIA	01:09
BRAZIL	01:08
MALAYSIA	01:06
ARGENTINA	01:04
CHINA	01:04
WORLDWIDE	01:03
SOUTH AFRICA	01:03
U.K.	01:00
COLOMBIA	00:58
HONG KONG	00:56
NETHERLANDS	00:56
TAIWAN	00:55
FRANCE	00:54
CHILE	00:53
SINGAPORE	00:53
CANADA	00:51
GERMANY	00:48
BULGARIA	00:47
AUSTRALIA	00:46
GREECE	00:46
SPAIN	00:45
NORWAY	00:44
DENMARK	00:43
NEW ZEALAND	00:43
ITALY	00:42
POLAND	00:41
IRELAND	00:40
ROMANIA	00:40
SWEDEN	00:39
HUNGARY	00:36
SWITZERLAND	00:36
BELGIUM	00:35
ISRAEL	00:35
PORTUGAL	00:35
SOUTH KOREA	00:32
AUSTRIA	00:31
RUSSIA	00:31
CZECHIA	00:26
JAPAN	00:26

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Meltwater

DAILY TIME SPENT USING A GAMES CONSOLE

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

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

GLOBAL OVERVIEW

	FEMALE	MALE
16 – 24 YEARS OLD	01:01	01:26
25 – 34 YEARS OLD	01:07	01:25
35 – 44 YEARS OLD	00:55	01:09
45 – 54 YEARS OLD	00:46	00:52
55 – 64 YEARS OLD	00:32	00:36

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MOST POPULAR VIDEO GAME FORMATS

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

GLOBAL OVERVIEW

Format	Percentage
SHOOTER	52.8%
ACTION ADVENTURE	49.7%
SPORTS	35.5%
RACING	34.1%
PUZZLE PLATFORM	33.8%
SIMULATION	33.1%
STRATEGY	32.8%
MULTIPLAYER ONLINE BATTLE ARENA (M.O.B.A.)	31.2%
ACTION PLATFORM	29.7%
FIGHTING	28.4%
BATTLE ROYALE	27.6%
ROLE PLAYING	24.4%
SURVIVAL & HORROR	23.7%
PARTY GAMES	23.5%
MASSIVELY MULTIPLAYER ONLINE (M.M.O.)	23.1%

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MOST POPULAR VIDEO GAME FORMATS

PERCENTAGE OF INTERNET USERS WHO PLAY VIDEO GAMES EACH MONTH WHO ALSO PLAY EACH GENRE OF VIDEO GAME ON ANY DEVICE

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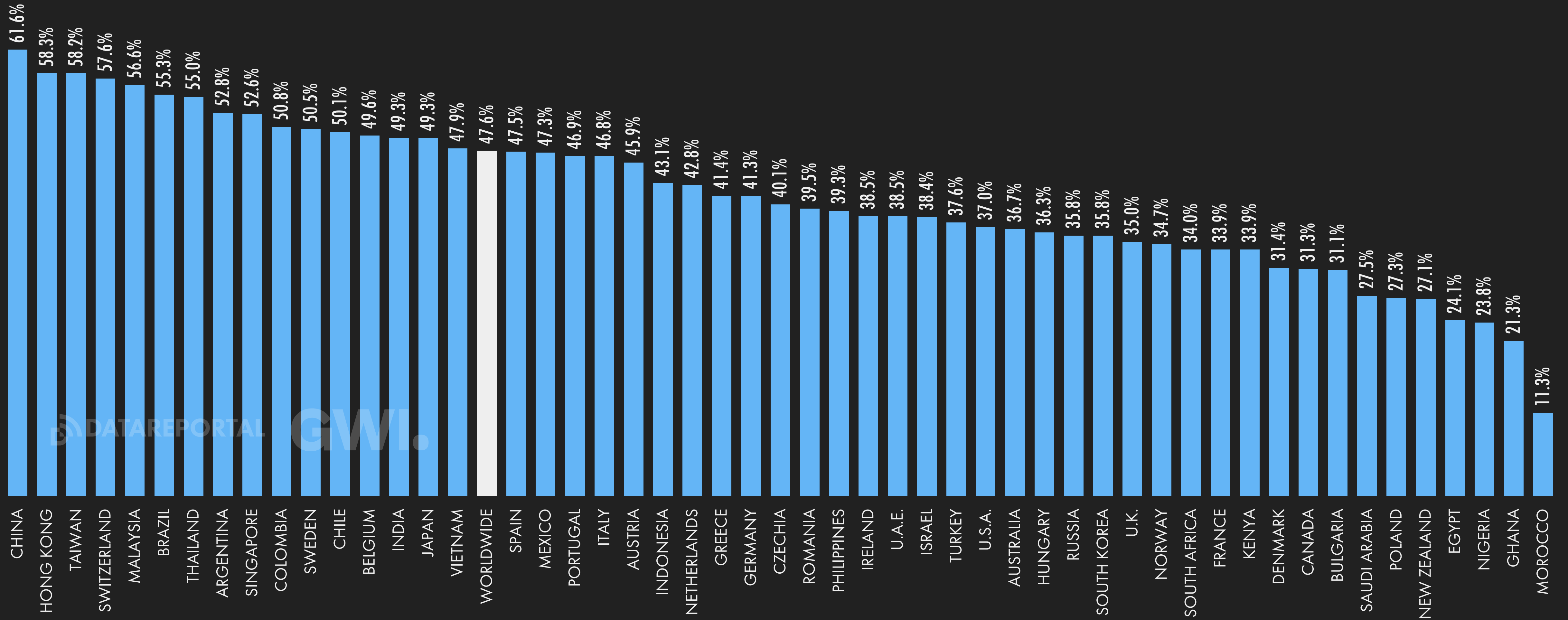
GLOBAL OVERVIEW

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

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TOP MOBILE GAMES

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

GLOBAL OVERVIEW

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

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SMART HOME DEVICE OWNERSHIP

OCT 2023

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

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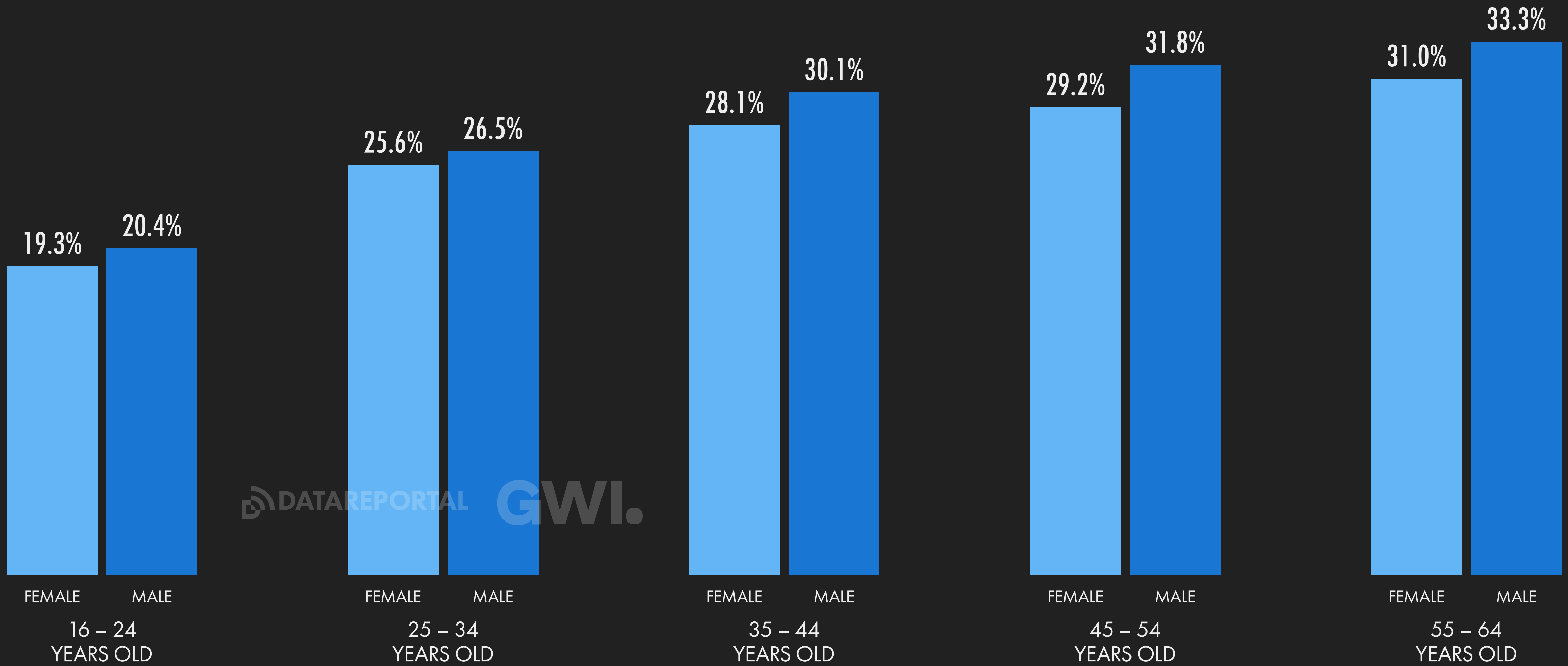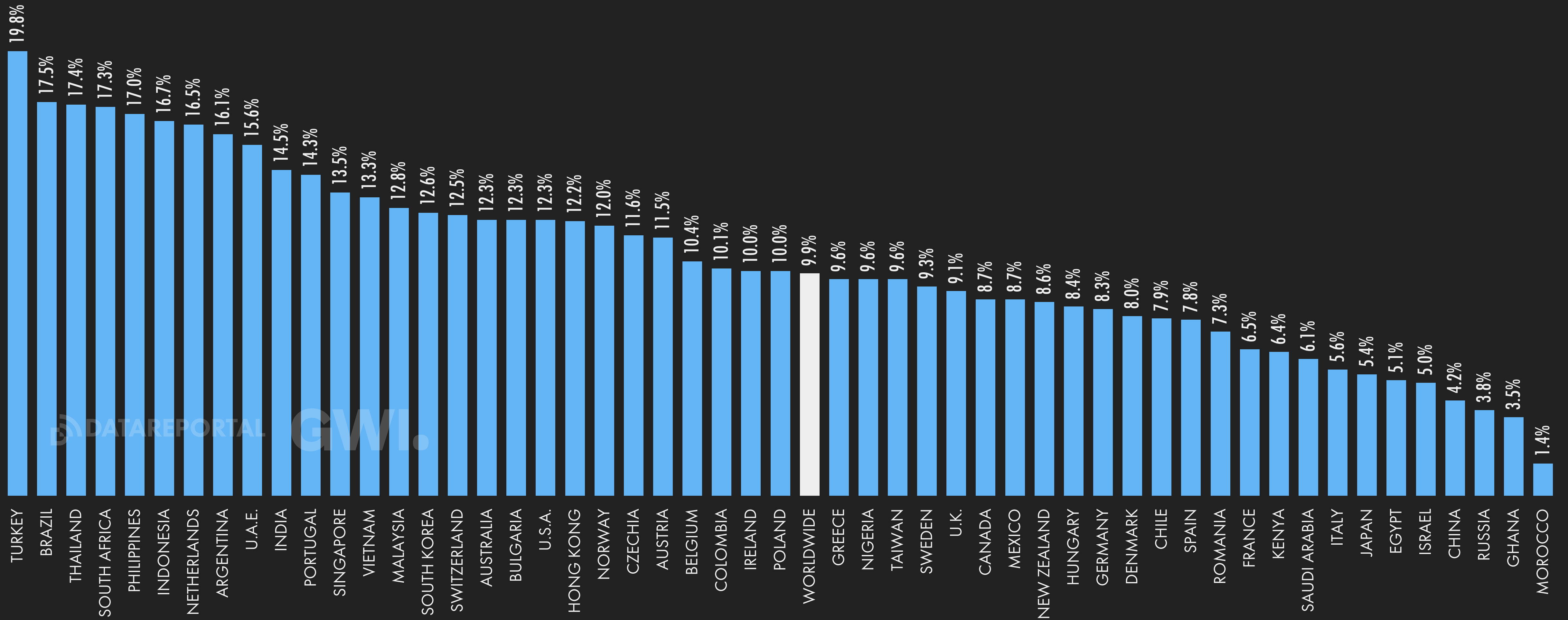
GLOBAL OVERVIEW

Country	%
IRELAND	29.3%
U.K.	28.1%
U.S.A.	27.5%
CANADA	25.8%
ITALY	23.4%
SPAIN	23.4%
CHINA	23.1%
NETHERLANDS	21.2%
SWEDEN	21.1%
MEXICO	20.7%
AUSTRALIA	20.3%
NEW ZEALAND	19.6%
TURKEY	18.6%
NORWAY	18.0%
DENMARK	17.3%
HONG KONG	17.3%
WORLDWIDE	16.7%
CHILE	15.8%
VIETNAM	15.7%
BRAZIL	15.6%
FRANCE	15.3%
ISRAEL	14.9%
U.A.E.	14.3%
GREECE	14.2%
AUSTRIA	14.1%
BELGIUM	14.0%
BULGARIA	14.0%
TAIWAN	14.0%
INDIA	13.9%
SINGAPORE	13.9%
POLAND	13.6%
GERMANY	12.6%
SWITZERLAND	12.3%
PORTUGAL	12.1%
CZECHIA	11.2%
MALAYSIA	11.2%
HUNGARY	11.0%
SOUTH KOREA	11.0%
COLOMBIA	10.9%
ROMANIA	10.9%
SOUTH AFRICA	9.7%
RUSSIA	9.4%
ARGENTINA	9.2%
INDONESIA	8.2%
PHILIPPINES	7.8%
SAUDI ARABIA	7.5%
EGYPT	7.1%
THAILAND	5.9%
JAPAN	4.2%
KENYA	3.5%
NIGERIA	3.3%
GHANA	2.4%
MOROCCO	1.7%

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SMART HOME DEVICE OWNERSHIP
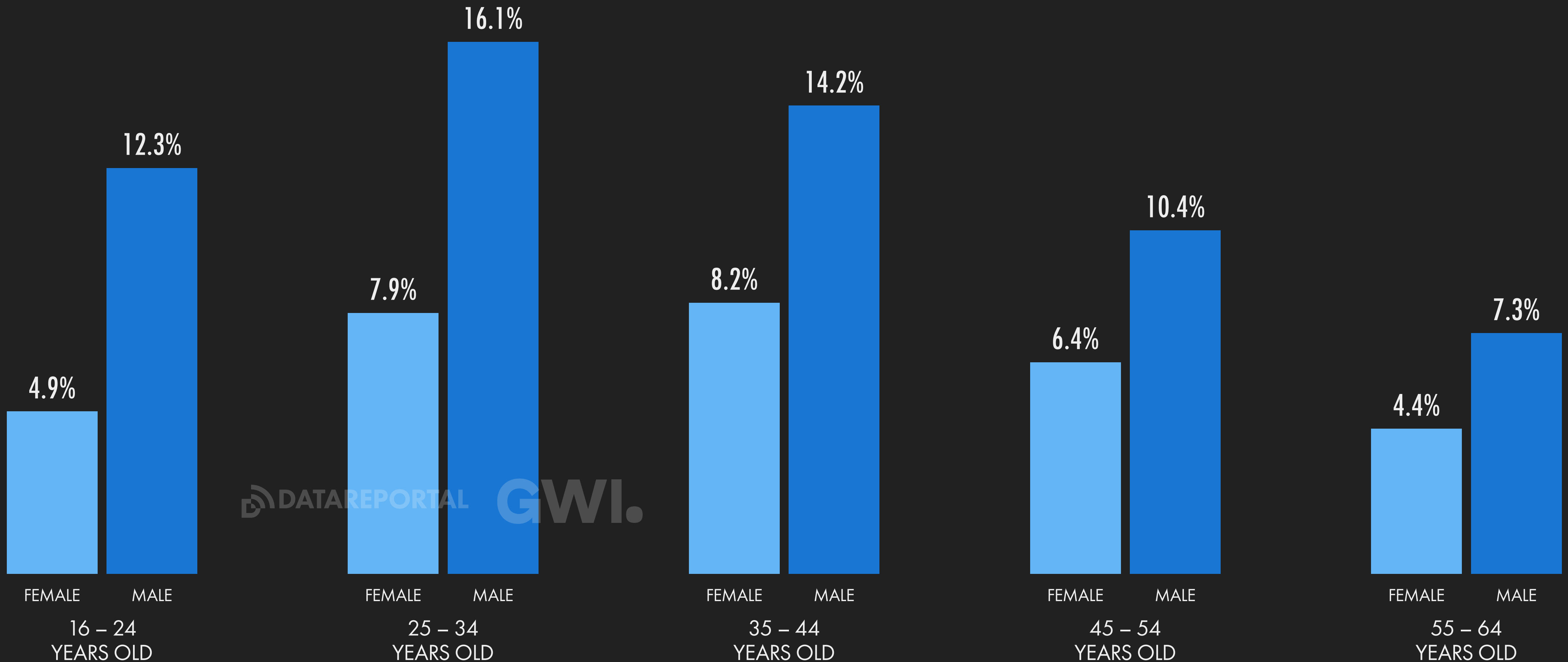
PERCENTAGE OF INTERNET USERS WHO OWN SOME FORM OF SMART HOME DEVICE

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

GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	11.5%	11.6%	19.5%	17.7%	20.7%	20.4%	17.1%	17.4%	13.1%	15.1%

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USE OF QR CODES

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

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

GLOBAL OVERVIEW

Country	Percentage
CHINA	61.6%
HONG KONG	58.3%
TAIWAN	58.2%
SWITZERLAND	57.6%
MALAYSIA	56.6%
BRAZIL	55.3%
THAILAND	55.0%
ARGENTINA	52.8%
SINGAPORE	52.6%
COLOMBIA	50.8%
SWEDEN	50.5%
CHILE	50.1%
BELGIUM	49.6%
INDIA	49.3%
JAPAN	49.3%
VIETNAM	47.9%
WORLDWIDE	47.6%
SPAIN	47.5%
MEXICO	47.3%
PORTUGAL	46.9%
ITALY	46.8%
AUSTRIA	45.9%
INDONESIA	43.1%
NETHERLANDS	42.8%
GREECE	41.4%
GERMANY	41.3%
CZECHIA	40.1%
ROMANIA	39.5%
PHILIPPINES	39.3%
IRELAND	38.5%
U.A.E.	38.5%
ISRAEL	38.4%
TURKEY	37.6%
U.S.A.	37.0%
AUSTRALIA	36.7%
HUNGARY	36.3%
RUSSIA	35.8%
SOUTH KOREA	35.8%
U.K.	35.0%
NORWAY	34.7%
SOUTH AFRICA	34.0%
FRANCE	33.9%
KENYA	33.9%
DENMARK	31.4%
CANADA	31.3%
BULGARIA	31.1%
SAUDI ARABIA	27.5%
POLAND	27.3%
NEW ZEALAND	27.1%
EGYPT	24.1%
NIGERIA	23.8%
GHANA	21.3%
MOROCCO	11.3%

90

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USE OF QR CODES

PERCENTAGE OF INTERNET USERS WHO USE OR SCAN QR CODES ON THEIR MOBILE EACH MONTH

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

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	47.3%	46.0%	49.0%	48.2%	49.8%	50.0%	47.1%	49.6%	39.8%	44.1%

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USE OF ONLINE FINANCIAL SERVICES

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

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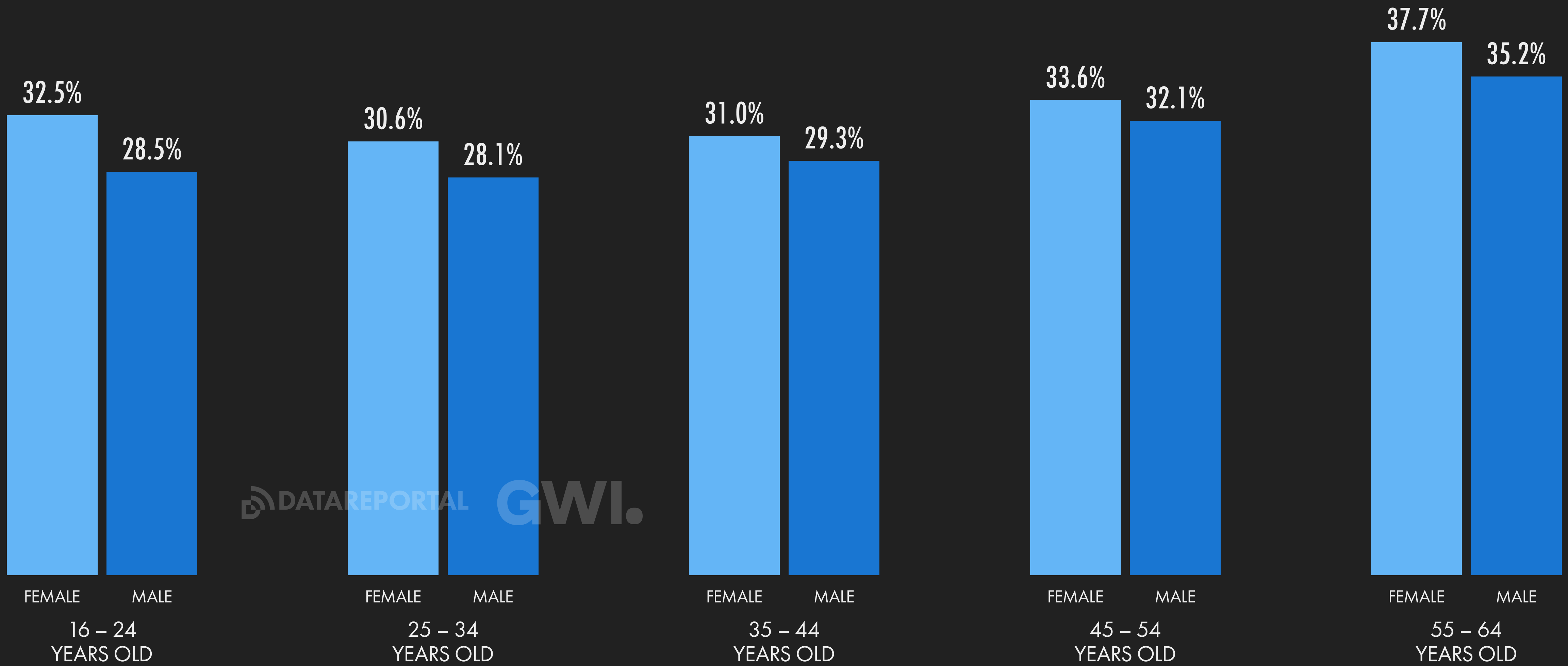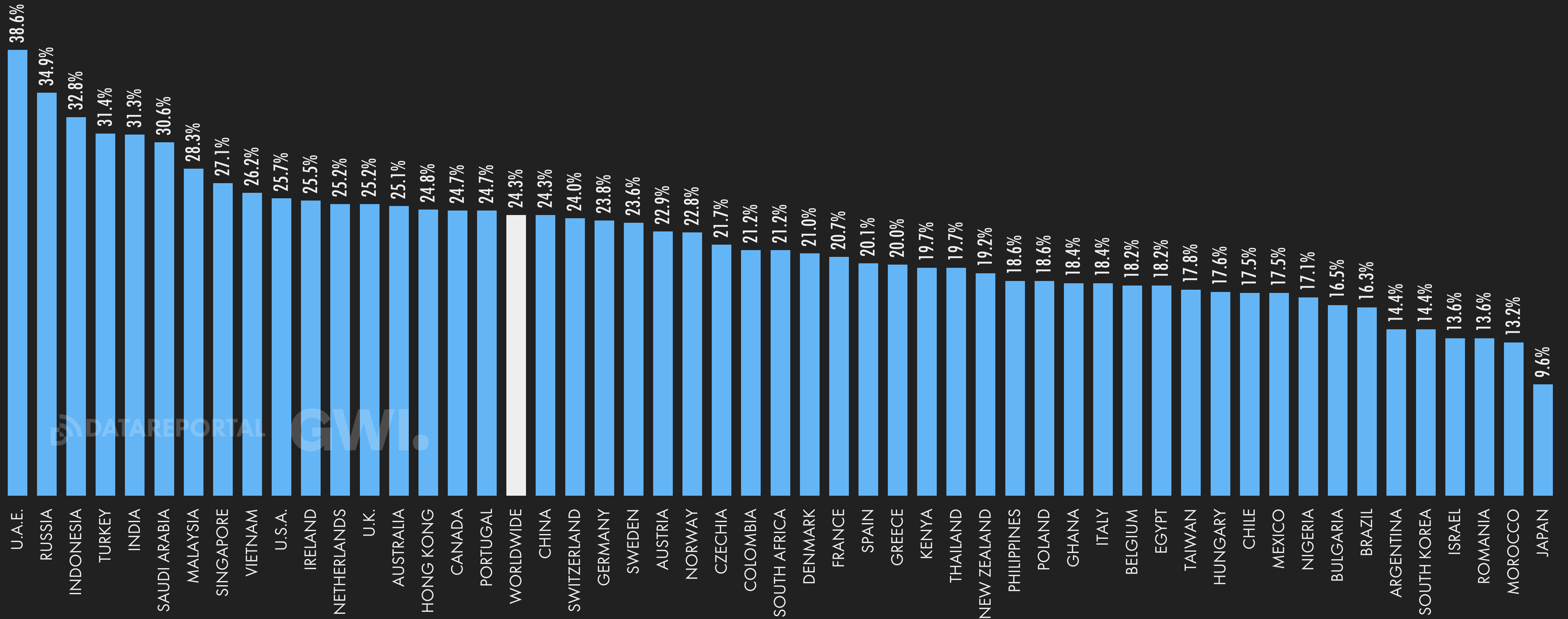
GLOBAL OVERVIEW

Country	%
SWEDEN	49.6%
NEW ZEALAND	48.8%
CANADA	48.2%
SOUTH AFRICA	47.5%
BRAZIL	47.3%
NORWAY	47.2%
AUSTRALIA	45.9%
NETHERLANDS	45.8%
CZECHIA	45.5%
HONG KONG	44.8%
U.K.	43.4%
IRELAND	43.0%
MALAYSIA	40.8%
DENMARK	39.1%
BELGIUM	38.8%
AUSTRIA	38.6%
POLAND	38.4%
U.S.A.	37.7%
GERMANY	37.6%
SINGAPORE	36.7%
TURKEY	36.7%
ISRAEL	35.7%
SWITZERLAND	35.5%
HUNGARY	33.9%
FRANCE	33.2%
ITALY	33.2%
SPAIN	32.8%
TAIWAN	32.2%
NIGERIA	31.7%
SOUTH KOREA	30.3%
BULGARIA	28.0%
ARGENTINA	27.3%
THAILAND	27.2%
CHILE	27.0%
WORLDWIDE	26.8%
MEXICO	25.9%
INDONESIA	25.8%
GREECE	25.7%
PORTUGAL	24.6%
INDIA	24.5%
U.A.E.	24.0%
PHILIPPINES	23.2%
VIETNAM	23.2%
SAUDI ARABIA	21.9%
COLOMBIA	21.0%
JAPAN	19.7%
CHINA	19.2%
ROMANIA	19.1%
KENYA	19.0%
RUSSIA	10.2%
EGYPT	9.9%
GHANA	9.7%
MOROCCO	5.2%

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Meltwater

USE OF ONLINE FINANCIAL SERVICES

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

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

GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	19.3%	20.4%	25.6%	26.5%	28.1%	30.1%	29.2%	31.8%	31.0%	33.3%

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OWNERSHIP OF CRYPTOCURRENCY

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

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

GLOBAL OVERVIEW

Country	Percentage
TURKEY	19.8%
BRAZIL	17.5%
THAILAND	17.4%
SOUTH AFRICA	17.3%
PHILIPPINES	17.0%
INDONESIA	16.7%
NETHERLANDS	16.5%
ARGENTINA	16.1%
U.A.E.	15.6%
INDIA	14.5%
PORTUGAL	14.3%
SINGAPORE	13.5%
VIETNAM	13.3%
MALAYSIA	12.8%
SOUTH KOREA	12.6%
SWITZERLAND	12.5%
AUSTRALIA	12.3%
BULGARIA	12.3%
U.S.A.	12.3%
HONG KONG	12.2%
NORWAY	12.0%
CZECHIA	11.6%
AUSTRIA	11.5%
BELGIUM	10.4%
COLOMBIA	10.1%
IRELAND	10.0%
POLAND	10.0%
WORLDWIDE	9.9%
GREECE	9.6%
NIGERIA	9.6%
TAIWAN	9.6%
SWEDEN	9.3%
U.K.	9.1%
CANADA	8.7%
MEXICO	8.7%
NEW ZEALAND	8.6%
HUNGARY	8.4%
GERMANY	8.3%
DENMARK	8.0%
CHILE	7.9%
SPAIN	7.8%
ROMANIA	7.3%
FRANCE	6.5%
KENYA	6.4%
SAUDI ARABIA	6.1%
ITALY	5.6%
JAPAN	5.4%
EGYPT	5.1%
ISRAEL	5.0%
CHINA	4.2%
RUSSIA	3.8%
GHANA	3.5%
MOROCCO	1.4%

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OWNERSHIP OF CRYPTOCURRENCY

PERCENTAGE OF INTERNET USERS WHO OWN SOME FORM OF CRYPTOCURRENCY

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

GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	4.9%	12.3%	7.9%	16.1%	8.2%	14.2%	6.4%	10.4%	4.4%	7.3%

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EQUIVALENT VALUE OF BITCOIN IN USD

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

08 NOV 2021
$67,583

09 NOV 2022
$15,757

$70,000
$60,000
$50,000
$40,000
$30,000
$20,000
$10,000
$0

01 OCT 2021   01 JAN 2022   01 APR 2022   01 JUL 2022   01 OCT 2022   01 JAN 2023   01 APR 2023   01 JUL 2023   01 OCT 2023

DATAREPORTAL

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EQUIVALENT VALUE OF ETHER IN USD

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

08 NOV 2021
$4,819

18 JUN 2022
$994

DATAREPORTAL

$5,000	
$4,000	
$3,000	
$2,000	
$1,000	
$0	

01 OCT 2021   01 JAN 2022   01 APR 2022   01 JUL 2022   01 OCT 2022   01 JAN 2023   01 APR 2023   01 JUL 2023   01 OCT 2023

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CHECKING HEALTH SYMPTOMS ONLINE

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

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

GLOBAL OVERVIEW

Country	Percentage
COLOMBIA	38.3%
MEXICO	36.9%
CHILE	36.6%
BRAZIL	33.2%
ARGENTINA	29.9%
PORTUGAL	29.7%
SOUTH AFRICA	28.2%
PHILIPPINES	27.8%
IRELAND	27.0%
KENYA	26.6%
POLAND	26.1%
TURKEY	25.9%
INDIA	25.5%
AUSTRIA	25.3%
NIGERIA	25.2%
GERMANY	24.7%
GREECE	24.7%
U.A.E.	24.6%
NEW ZEALAND	23.6%
CHINA	23.2%
WORLDWIDE	22.9%
ROMANIA	22.8%
NORWAY	22.3%
MALAYSIA	22.1%
CANADA	22.0%
U.K.	22.0%
U.S.A.	22.0%
BULGARIA	21.8%
SAUDI ARABIA	21.5%
AUSTRALIA	20.5%
SWITZERLAND	20.2%
SPAIN	20.1%
TAIWAN	20.1%
VIETNAM	20.0%
DENMARK	19.9%
HUNGARY	19.8%
SINGAPORE	19.3%
SWEDEN	19.3%
BELGIUM	19.1%
EGYPT	19.0%
ISRAEL	17.9%
NETHERLANDS	17.8%
INDONESIA	16.3%
SOUTH KOREA	15.8%
FRANCE	15.2%
GHANA	14.7%
HONG KONG	14.6%
ITALY	12.8%
THAILAND	11.5%
CZECHIA	11.1%
MOROCCO	10.9%
RUSSIA	10.4%
JAPAN	10.2%

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CHECKING HEALTH SYMPTOMS ONLINE

PERCENTAGE OF INTERNET USERS WHO CHECK HEALTH SYMPTOMS ONLINE EACH WEEK

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

GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	24.7%	19.1%	26.4%	20.9%	26.6%	21.5%	25.8%	20.3%	24.3%	19.6%

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CONCERNS ABOUT MISUSE OF PERSONAL DATA

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

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

GLOBAL OVERVIEW

Country	%
SPAIN	52.4%
PORTUGAL	52.2%
BRAZIL	49.5%
GREECE	47.8%
CHILE	47.4%
IRELAND	45.2%
AUSTRALIA	44.3%
CANADA	44.1%
SOUTH AFRICA	43.6%
POLAND	42.5%
FRANCE	42.4%
MEXICO	42.2%
U.S.A.	42.2%
NEW ZEALAND	41.1%
BELGIUM	39.6%
ARGENTINA	39.4%
U.K.	39.4%
COLOMBIA	39.3%
GERMANY	38.7%
SWITZERLAND	38.0%
AUSTRIA	37.2%
INDONESIA	36.7%
MALAYSIA	36.6%
NORWAY	36.4%
PHILIPPINES	36.0%
NETHERLANDS	35.8%
DENMARK	35.2%
SINGAPORE	35.2%
ISRAEL	34.8%
BULGARIA	34.7%
SOUTH KOREA	34.6%
ITALY	34.4%
CZECHIA	33.5%
INDIA	33.5%
HONG KONG	33.4%
SWEDEN	31.5%
WORLDWIDE	31.2%
TAIWAN	30.2%
HUNGARY	29.9%
TURKEY	29.6%
VIETNAM	27.4%
RUSSIA	27.3%
SAUDI ARABIA	27.0%
EGYPT	26.4%
U.A.E.	26.2%
ROMANIA	26.1%
JAPAN	24.3%
THAILAND	23.6%
CHINA	20.8%
KENYA	18.1%
GHANA	17.0%
MOROCCO	14.6%
NIGERIA	10.3%

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CONCERNS ABOUT MISUSE OF PERSONAL DATA

PERCENTAGE OF INTERNET USERS WHO ARE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA ONLINE

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

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	32.5%	28.5%	30.6%	28.1%	31.0%	29.3%	33.6%	32.1%	37.7%	35.2%

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USE OF VIRTUAL PRIVATE NETWORKS

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

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

GLOBAL OVERVIEW

Country	Percentage
U.A.E.	38.6%
RUSSIA	34.9%
INDONESIA	32.8%
TURKEY	31.4%
INDIA	31.3%
SAUDI ARABIA	30.6%
MALAYSIA	28.3%
SINGAPORE	27.1%
VIETNAM	26.2%
U.S.A.	25.7%
IRELAND	25.5%
NETHERLANDS	25.2%
U.K.	25.2%
AUSTRALIA	25.1%
HONG KONG	24.8%
CANADA	24.7%
PORTUGAL	24.7%
WORLDWIDE	24.3%
CHINA	24.3%
SWITZERLAND	24.0%
GERMANY	23.8%
SWEDEN	23.6%
AUSTRIA	22.9%
NORWAY	22.8%
CZECHIA	21.7%
COLOMBIA	21.2%
SOUTH AFRICA	21.2%
DENMARK	21.0%
FRANCE	20.7%
SPAIN	20.1%
GREECE	20.0%
KENYA	19.7%
THAILAND	19.7%
NEW ZEALAND	19.2%
PHILIPPINES	18.6%
POLAND	18.6%
GHANA	18.4%
ITALY	18.4%
BELGIUM	18.2%
EGYPT	18.2%
TAIWAN	17.8%
HUNGARY	17.6%
CHILE	17.5%
MEXICO	17.5%
NIGERIA	17.1%
BULGARIA	16.5%
BRAZIL	16.3%
ARGENTINA	14.4%
SOUTH KOREA	14.4%
ISRAEL	13.6%
ROMANIA	13.6%
MOROCCO	13.2%
JAPAN	9.6%

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Meltwater

USE OF VIRTUAL PRIVATE NETWORKS

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

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

GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	22.0%	33.1%	21.5%	30.3%	19.5%	27.3%	17.1%	23.9%	14.6%	22.3%

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SOCIAL MEDIA

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	QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES	AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA	AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH
4.95 BILLION	**+1.6%** +76 MILLION	**+4.5%** +215 MILLION	**2H 24M** YOY: -2.5% (-4 MINS)	**6.7** YOY: -6.9% (-0.5)

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION	SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+	SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET	FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES	MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES
61.4%	**80.8%**	**93.5%**	**46.4%**	**53.6%**

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SOCIAL MEDIA USE OVER TIME (QOQ)

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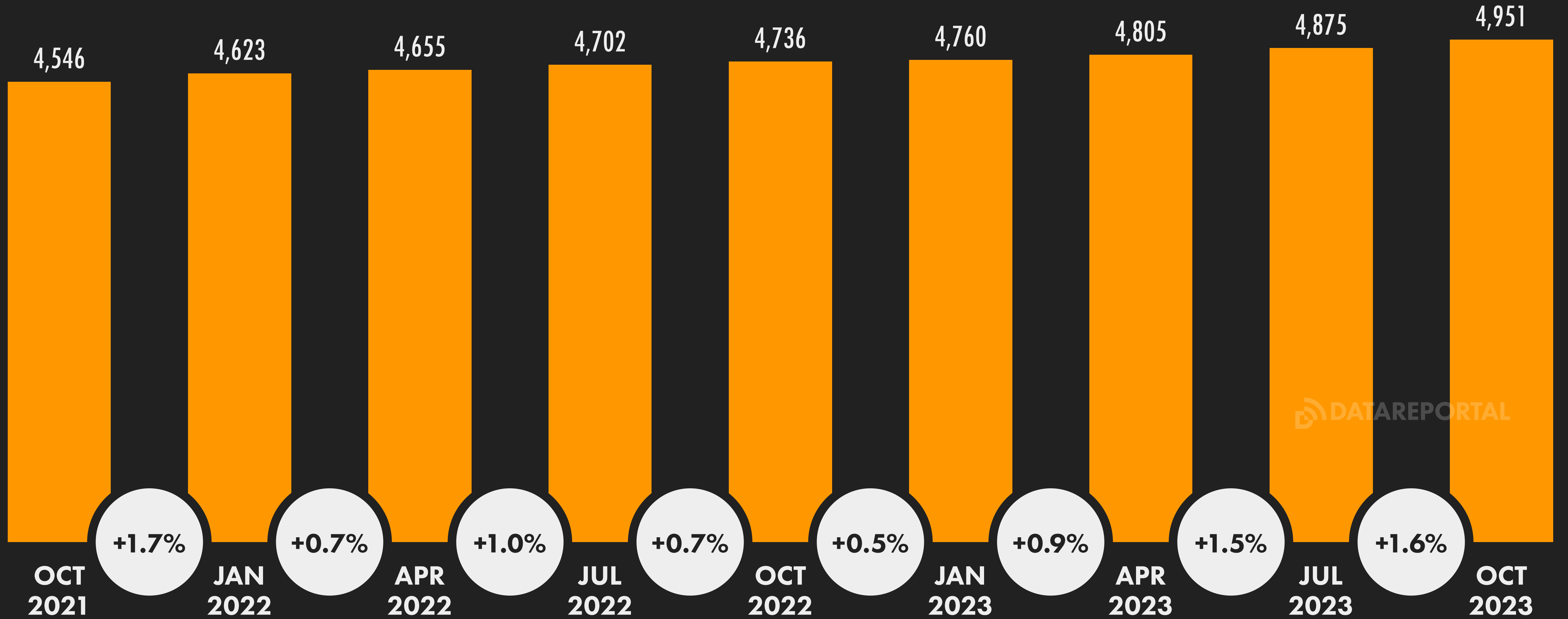
GLOBAL OVERVIEW

OCT 2021	JAN 2022	APR 2022	JUL 2022	OCT 2022	JAN 2023	APR 2023	JUL 2023	OCT 2023
4,546	4,623	4,655	4,702	4,736	4,760	4,805	4,875	4,951
	+1.7%	+0.7%	+1.0%	+0.7%	+0.5%	+0.9%	+1.5%	+1.6%

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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)
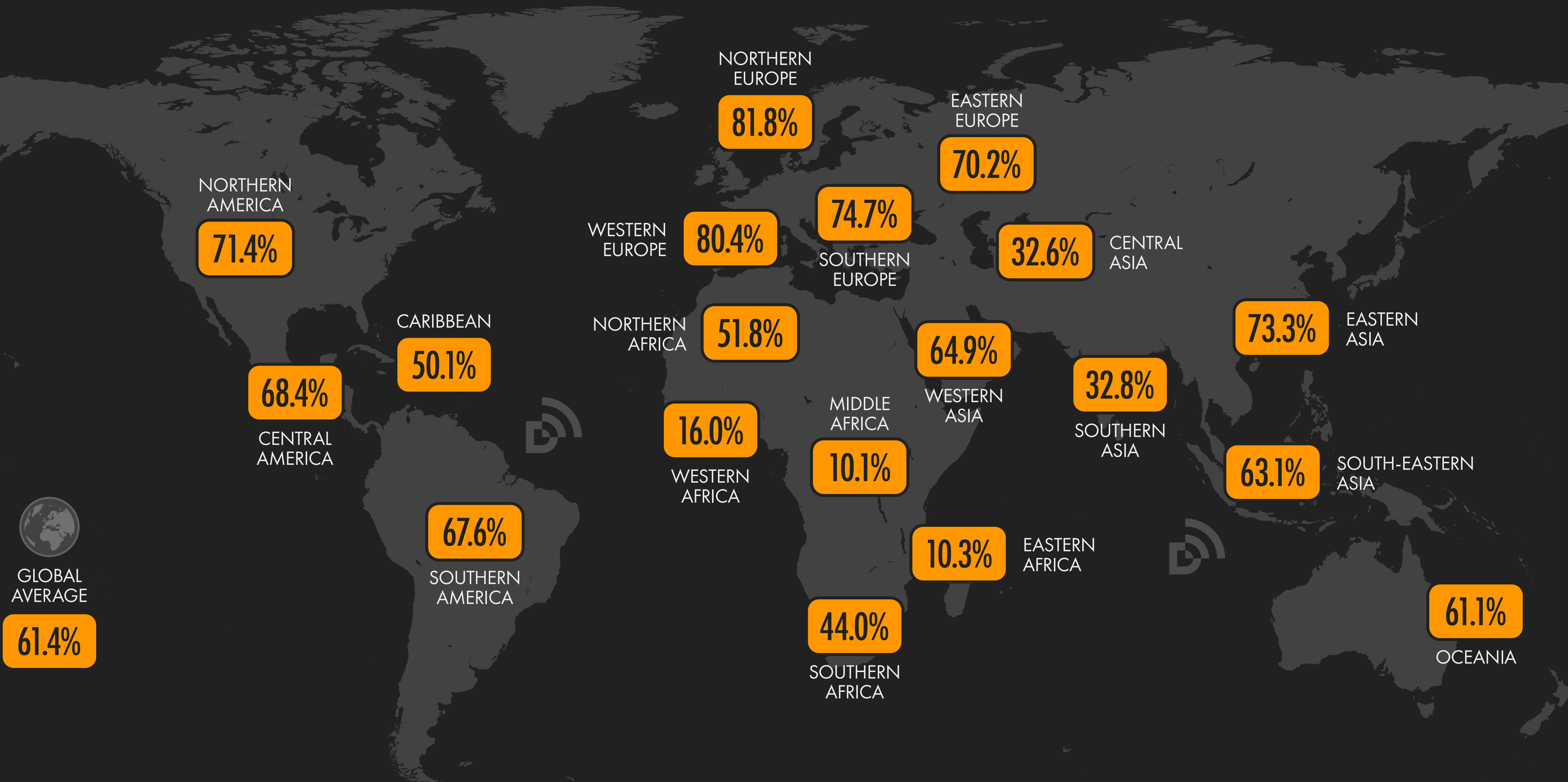
NORTHERN EUROPE
81.8%

EASTERN EUROPE
70.2%

NORTHERN AMERICA
71.4%

WESTERN EUROPE
80.4%

SOUTHERN EUROPE
74.7%

CENTRAL ASIA
32.6%

CARIBBEAN
50.1%

NORTHERN AFRICA
51.8%

EASTERN ASIA
73.3%

CENTRAL AMERICA
68.4%

WESTERN ASIA
64.9%

SOUTHERN ASIA
32.8%

MIDDLE AFRICA
10.1%

WESTERN AFRICA
16.0%

SOUTH-EASTERN ASIA
63.1%

EASTERN AFRICA
10.3%

SOUTHERN AMERICA
67.6%

GLOBAL AVERAGE
61.4%

SOUTHERN AFRICA
44.0%

OCEANIA
61.1%

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SOCIAL MEDIA: AUDIENCE GENDER BALANCE

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

GLOBAL OVERVIEW

NORTHERN EUROPE **50** **50**

EASTERN EUROPE **53** **47**

NORTHERN AMERICA **51** **49**

WESTERN EUROPE **50** **50**

SOUTHERN EUROPE **50** **50**

CENTRAL ASIA **46** **54**

EASTERN ASIA **49** **51**

CARIBBEAN **50** **50**

CENTRAL AMERICA **52** **48**

NORTHERN AFRICA **40** **60**

WESTERN ASIA **40** **60**

SOUTHERN ASIA **33** **67**

MIDDLE AFRICA **39** **61**

WESTERN AFRICA **39** **61**

SOUTH-EASTERN ASIA **49** **51**

SOUTHERN AMERICA **53** **47**

EASTERN AFRICA **41** **59**

OCEANIA **50** **50**

SOUTHERN AFRICA **50** **50**

FEMALE GLOBAL AVERAGE: 46.4%

MALE GLOBAL AVERAGE: 53.6%

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SOCIAL MEDIA USE vs. POPULATION

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

GLOBAL OVERVIEW

Country	%
U.A.E.	105.6%*
SAUDI ARABIA	94.0%
SOUTH KOREA	93.1%
HONG KONG	86.2%
SINGAPORE	85.2%
NETHERLANDS	85.1%
SPAIN	83.6%
U.K.	82.9%
CANADA	82.1%
NORWAY	81.9%
AUSTRIA	81.7%
GERMANY	81.4%
PHILIPPINES	80.4%
SWEDEN	80.3%
TAIWAN	80.2%
DENMARK	79.8%
VIETNAM	79.3%
IRELAND	79.2%
NEW ZEALAND	78.8%
SWITZERLAND	78.5%
AUSTRALIA	78.5%
BELGIUM	78.4%
FRANCE	78.3%
MALAYSIA	77.8%
CHILE	77.4%
JAPAN	77.2%
CZECHIA	76.7%
ISRAEL	75.1%
THAILAND	74.2%
MEXICO	73.7%
RUSSIA	73.4%
CHINA	73.4%
COLOMBIA	73.1%
ITALY	72.8%
PORTUGAL	72.5%
HUNGARY	72.1%
GREECE	71.6%
U.S.A.	70.2%
POLAND	68.4%
ARGENTINA	68.3%
ROMANIA	67.1%
TURKEY	66.9%
BULGARIA	66.6%
BRAZIL	66.4%
WORLDWIDE	61.4%
MOROCCO	58.4%
INDONESIA	50.0%
SOUTH AFRICA	45.3%
EGYPT	43.6%
INDIA	32.3%
KENYA	23.8%
GHANA	22.5%
NIGERIA	16.1%

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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

NORTHERN EUROPE **2.1%**

EASTERN EUROPE **4.9%**

2.7% SOUTHERN EUROPE

WESTERN EUROPE **3.8%**

0.6% CENTRAL ASIA

NORTHERN AMERICA **6.6%**

NORTHERN AFRICA **2.7%**

29.6% EASTERN ASIA

CARIBBEAN **0.5%**

4.4% WESTERN ASIA

16.2% SOUTHERN ASIA

3.0% CENTRAL AMERICA

1.7% WESTERN AFRICA

MIDDLE AFRICA **0.5%**

10.6% SOUTH-EASTERN ASIA

7.2% SOUTHERN AMERICA

1.2% EASTERN AFRICA

0.7% SOUTHERN AFRICA

0.7% OCEANIA

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SOCIAL MEDIA USE vs. TOTAL POPULATION

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

HIGHEST RATES OF SOCIAL MEDIA USE vs. POPULATION

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

LOWEST RATES OF SOCIAL MEDIA USE vs. POPULATION

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

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SOCIAL MEDIA USE vs. POPULATION: AGE 18+

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

GLOBAL OVERVIEW

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

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

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

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

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DAILY TIME SPENT USING SOCIAL MEDIA (QOQ)

OCT 2023

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

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

GLOBAL OVERVIEW

Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023
02:27	02:27	02:29	02:29	02:28	02:31	02:24	02:26	02:24
	0%	+1.4%	0%	-0.7%	+2.0%	-4.6%	+1.4%	-1.4%

113

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OCT 2023

DAILY TIME SPENT USING SOCIAL MEDIA

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

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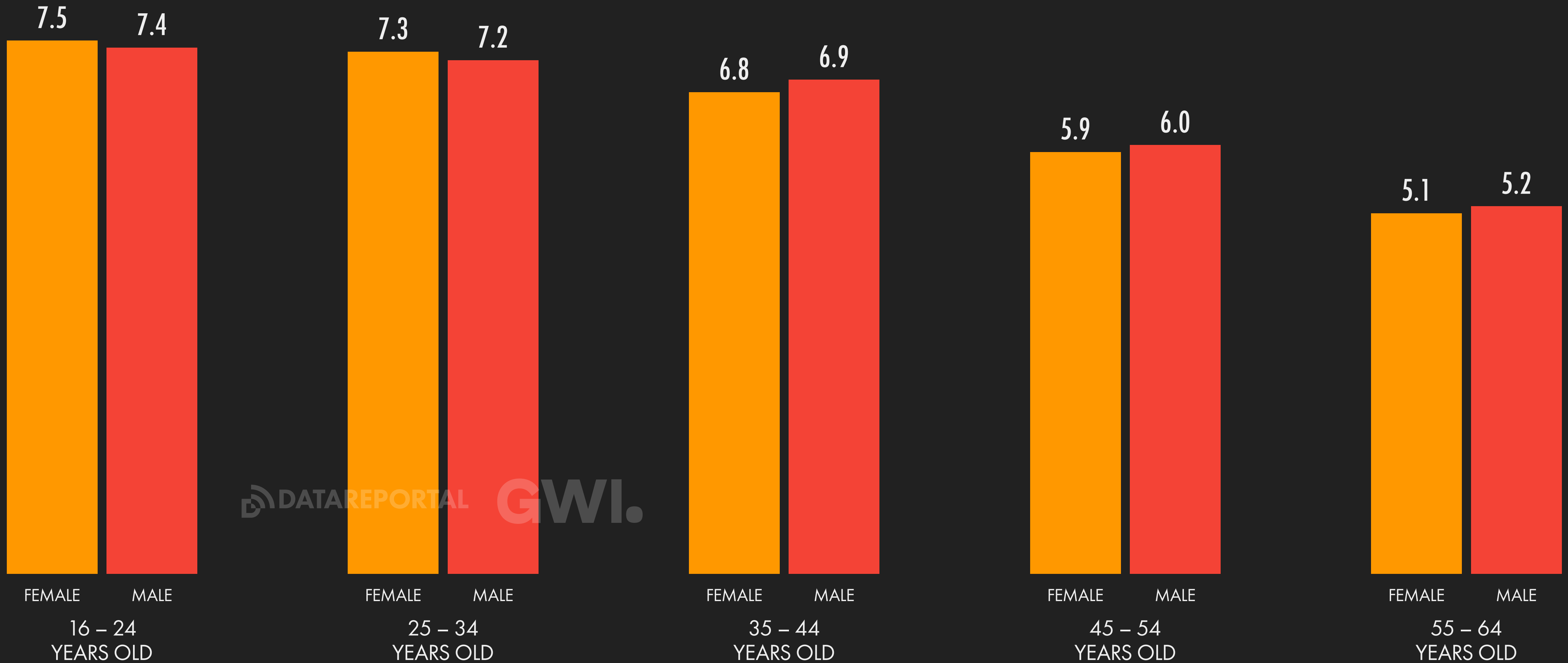
GLOBAL OVERVIEW

Country	Time
NIGERIA	03:49
BRAZIL	03:44
KENYA	03:36
PHILIPPINES	03:36
SOUTH AFRICA	03:35
COLOMBIA	03:23
CHILE	03:20
MEXICO	03:16
ARGENTINA	03:13
GHANA	03:11
INDONESIA	03:10
SAUDI ARABIA	02:57
TURKEY	02:56
U.A.E.	02:54
MALAYSIA	02:48
EGYPT	02:45
BULGARIA	02:39
THAILAND	02:39
VIETNAM	02:27
INDIA	02:25
WORLDWIDE	02:24
PORTUGAL	02:23
ROMANIA	02:15
RUSSIA	02:15
U.S.A.	02:15
MOROCCO	02:10
ISRAEL	02:09
SINGAPORE	02:08
NEW ZEALAND	02:05
TAIWAN	02:04
CHINA	02:00
IRELAND	01:55
CANADA	01:54
AUSTRALIA	01:53
SPAIN	01:53
CZECHIA	01:52
HONG KONG	01:52
DENMARK	01:51
NORWAY	01:51
POLAND	01:49
U.K.	01:48
GREECE	01:47
SWEDEN	01:46
FRANCE	01:45
ITALY	01:41
HUNGARY	01:40
GERMANY	01:39
NETHERLANDS	01:35
AUSTRIA	01:33
SWITZERLAND	01:33
BELGIUM	01:30
SOUTH KOREA	01:09
JAPAN	00:49

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DAILY TIME SPENT USING SOCIAL MEDIA

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

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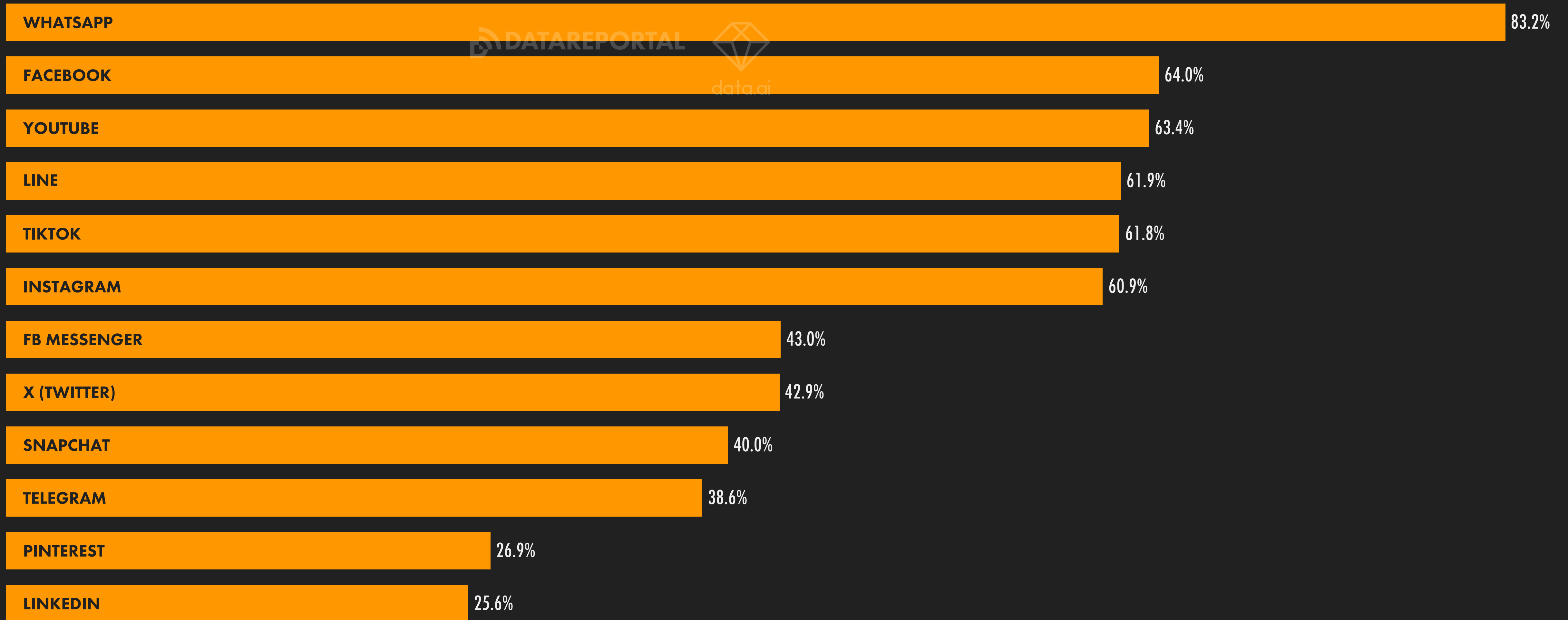
GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	03:04	02:37	02:48	02:33	02:24	02:14	02:08	01:58	01:43	01:32

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OCT 2023

SOCIAL MEDIA'S SHARE OF ONLINE TIME (QOQ)

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

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GLOBAL OVERVIEW

Quarter	Value	Change
Q2 2021	35.2%	0%
Q3 2021	35.2%	+2.6%
Q4 2021	36.1%	+0.8%
Q1 2022	36.4%	+2.5%
Q2 2022	37.3%	+2.1%
Q3 2022	38.1%	-4.2%
Q4 2022	36.5%	0%
Q1 2023	36.5%	-1.6%
Q2 2023	35.9%	

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SOCIAL MEDIA'S SHARE OF ONLINE TIME

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

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GLOBAL OVERVIEW

Country	Value
INDONESIA	42.7%
SAUDI ARABIA	42.0%
MEXICO	41.8%
BRAZIL	39.6%
PHILIPPINES	39.5%
CHILE	39.3%
TURKEY	38.6%
U.A.E.	38.3%
VIETNAM	38.2%
COLOMBIA	37.8%
SOUTH AFRICA	37.8%
ARGENTINA	36.6%
CHINA	36.5%
INDIA	36.3%
WORLDWIDE	35.9%
DENMARK	35.2%
BULGARIA	34.8%
EGYPT	34.1%
ROMANIA	33.7%
MALAYSIA	33.6%
THAILAND	33.0%
FRANCE	32.6%
SPAIN	32.6%
NORWAY	32.4%
NEW ZEALAND	31.9%
GREECE	31.4%
GERMANY	31.2%
U.S.A.	30.9%
SINGAPORE	30.8%
IRELAND	30.6%
PORTUGAL	30.6%
CZECHIA	30.2%
U.K.	30.1%
ITALY	29.6%
AUSTRALIA	29.4%
POLAND	29.0%
CANADA	28.9%
SWEDEN	28.8%
ISRAEL	28.6%
AUSTRIA	28.4%
HONG KONG	28.1%
SWITZERLAND	27.8%
BELGIUM	27.4%
RUSSIA	27.3%
NETHERLANDS	26.8%
HUNGARY	26.7%
TAIWAN	26.7%
SOUTH KOREA	22.0%
JAPAN	20.9%

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SOCIAL MEDIA'S SHARE OF ONLINE TIME

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

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

GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	40.4%	36.5%	39.5%	36.3%	36.7%	33.7%	34.5%	32.1%	32.8%	28.6%

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MAIN REASONS FOR USING SOCIAL MEDIA

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

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GLOBAL OVERVIEW

Reason	Percentage
KEEPING IN TOUCH WITH FRIENDS AND FAMILY	48.7%
FILLING SPARE TIME	37.5%
READING NEWS STORIES	34.1%
FINDING CONTENT (E.G. ARTICLES, VIDEOS)	30.2%
SEEING WHAT'S BEING TALKED ABOUT	28.4%
FINDING INSPIRATION FOR THINGS TO DO AND BUY	26.6%
FINDING PRODUCTS TO PURCHASE	25.9%
WATCHING LIVE STREAMS	22.7%
SHARING AND DISCUSSING OPINIONS WITH OTHERS	22.4%
MAKING NEW CONTACTS	22.2%
WATCHING OR FOLLOWING SPORTS	22.0%
SEEING CONTENT FROM YOUR FAVOURITE BRANDS	21.7%
WORK-RELATED NETWORKING OR RESEARCH	21.3%
FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS	19.7%
FOLLOWING CELEBRITIES OR INFLUENCERS	19.6%

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MAIN REASONS FOR USING SOCIAL MEDIA

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

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GLOBAL OVERVIEW

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

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THE WORLD'S MOST USED SOCIAL PLATFORMS

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

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

GLOBAL OVERVIEW

Platform	Users (millions)
FACEBOOK[1]	3,030
YOUTUBE[2]	2,491
WHATSAPP[1]*	2,000
INSTAGRAM[1]	2,000
WECHAT[1]	1,327
TIKTOK[2]	1,218
FB MESSENGER[2]**	1,036
TELEGRAM[1]	800
SNAPCHAT[1]	750
DOUYIN[3]	743
KUAISHOU[1]	673
X (TWITTER)[2]	666
SINA WEIBO[1]	599
QQ[1]	571
PINTEREST[1]	465

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AVERAGE NUMBER OF SOCIAL PLATFORMS USED

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

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

GLOBAL OVERVIEW

Country	Value
BRAZIL	8.1
PHILIPPINES	8.0
U.A.E.	8.0
MALAYSIA	7.9
INDONESIA	7.8
INDIA	7.8
SOUTH AFRICA	7.7
MEXICO	7.7
SAUDI ARABIA	7.7
TURKEY	7.6
COLOMBIA	7.5
EGYPT	7.1
CHILE	7.1
SINGAPORE	7.0
IRELAND	7.0
PORTUGAL	6.9
ARGENTINA	6.8
U.S.A.	6.7
WORLDWIDE	6.7
GREECE	6.7
NEW ZEALAND	6.7
THAILAND	6.6
HONG KONG	6.6
CHINA	6.6
SWEDEN	6.6
VIETNAM	6.5
CANADA	6.5
BULGARIA	6.4
U.K.	6.4
NORWAY	6.3
AUSTRALIA	6.3
SPAIN	6.3
ROMANIA	6.2
TAIWAN	6.1
POLAND	6.1
SWITZERLAND	6.0
ISRAEL	6.0
NETHERLANDS	5.9
ITALY	5.8
KENYA	5.8
HUNGARY	5.8
DENMARK	5.7
FRANCE	5.7
AUSTRIA	5.5
BELGIUM	5.4
NIGERIA	5.4
CZECHIA	5.4
GERMANY	5.4
GHANA	4.9
RUSSIA	4.9
MOROCCO	4.5
SOUTH KOREA	4.4
JAPAN	3.5

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AVERAGE NUMBER OF SOCIAL PLATFORMS USED

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS THAT INTERNET USERS USE ACTIVELY EACH MONTH

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GLOBAL OVERVIEW

	FEMALE	MALE
16 – 24 YEARS OLD	7.5	7.4
25 – 34 YEARS OLD	7.3	7.2
35 – 44 YEARS OLD	6.8	6.9
45 – 54 YEARS OLD	5.9	6.0
55 – 64 YEARS OLD	5.1	5.2

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DAILY USE OF SOCIAL MEDIA APPS

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

GLOBAL OVERVIEW

App	Percentage
WHATSAPP	83.2%
FACEBOOK	64.0%
YOUTUBE	63.4%
LINE	61.9%
TIKTOK	61.8%
INSTAGRAM	60.9%
FB MESSENGER	43.0%
X (TWITTER)	42.9%
SNAPCHAT	40.0%
TELEGRAM	38.6%
PINTEREST	26.9%
LINKEDIN	25.6%

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TIME SPENT USING SOCIAL MEDIA APPS

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

GLOBAL OVERVIEW

Platform	Time
TIKTOK	33H 38M
YOUTUBE	27H 26M
FACEBOOK	18H 50M
WHATSAPP	16H 45M
INSTAGRAM	14H 50M
LINE	8H 03M
X (TWITTER)	4H 52M
TELEGRAM	3H 50M
SNAPCHAT	3H 28M
FB MESSENGER	3H 18M
PINTEREST	1H 45M
LINKEDIN	0H 51M

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Platform	Sessions
WHATSAPP	911.6
LINE	354.0
INSTAGRAM	337.1
TIKTOK	331.7
FACEBOOK	313.1
YOUTUBE	219.6
FB MESSENGER	186.3
TELEGRAM	166.9
SNAPCHAT	152.1
X (TWITTER)	132.0
PINTEREST	47.8
LINKEDIN	40.3

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SOCIAL MEDIA APP SESSION DURATION

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

Platform	Session Duration
YOUTUBE	7M 29S
TIKTOK	6M 05S
FACEBOOK	3M 36S
INSTAGRAM	2M 38S
X (TWITTER)	2M 12S
PINTEREST	2M 12S
TELEGRAM	1M 22S
SNAPCHAT	1M 22S
LINE	1M 21S
LINKEDIN	1M 16S
WHATSAPP	1M 06S
FB MESSENGER	1M 03S

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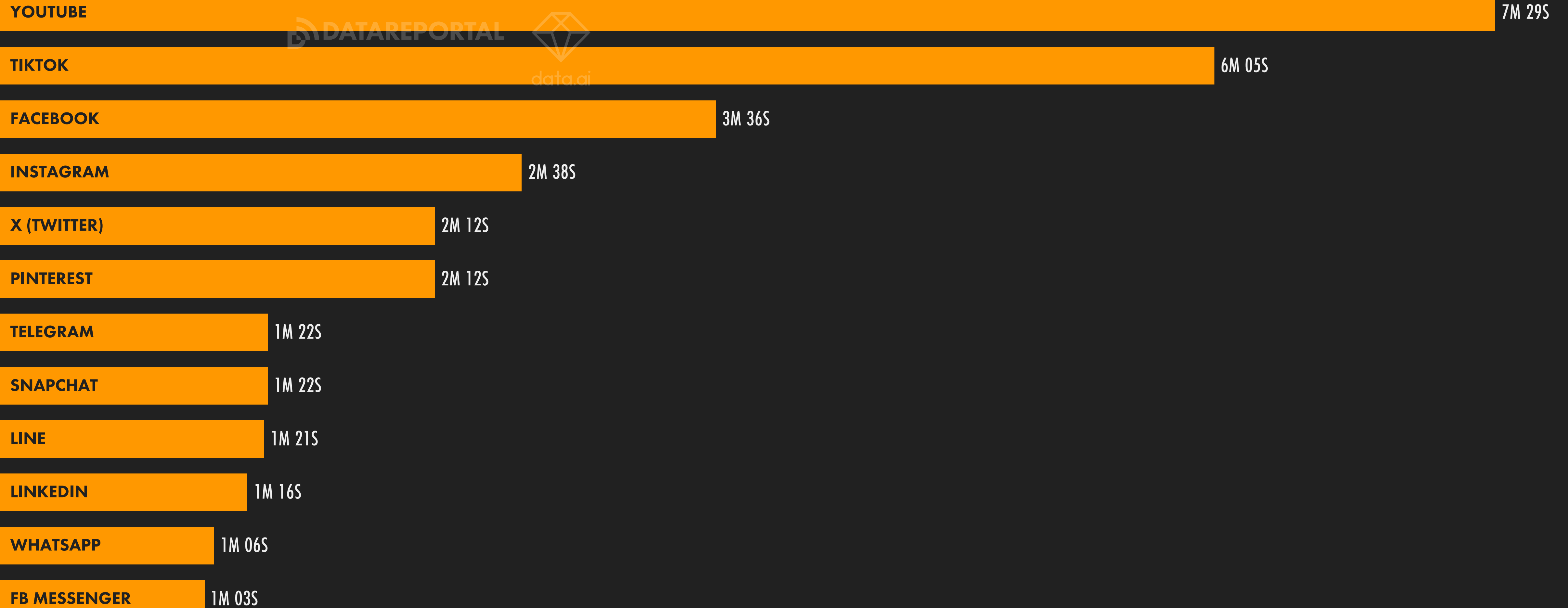
SOCIAL MEDIA PLATFORM AUDIENCE OVERLAPS

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

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

GLOBAL OVERVIEW

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

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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

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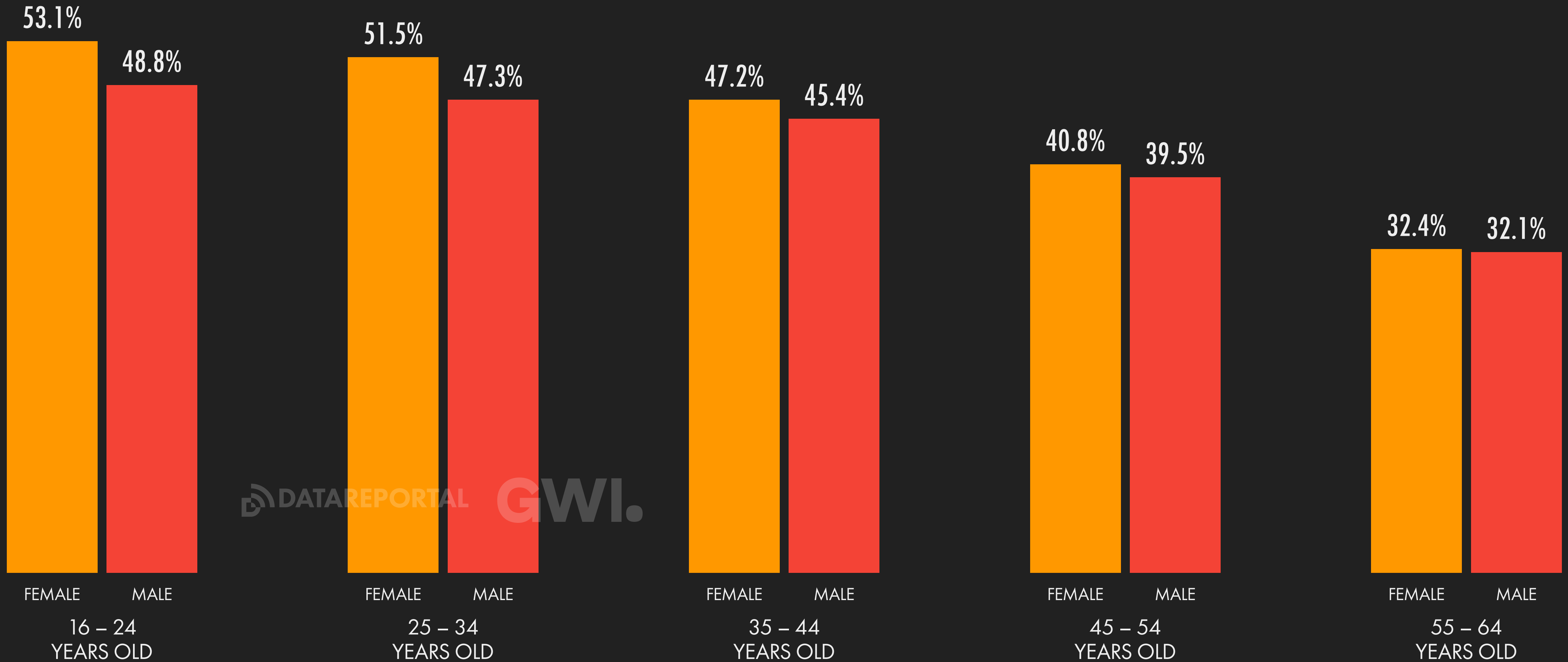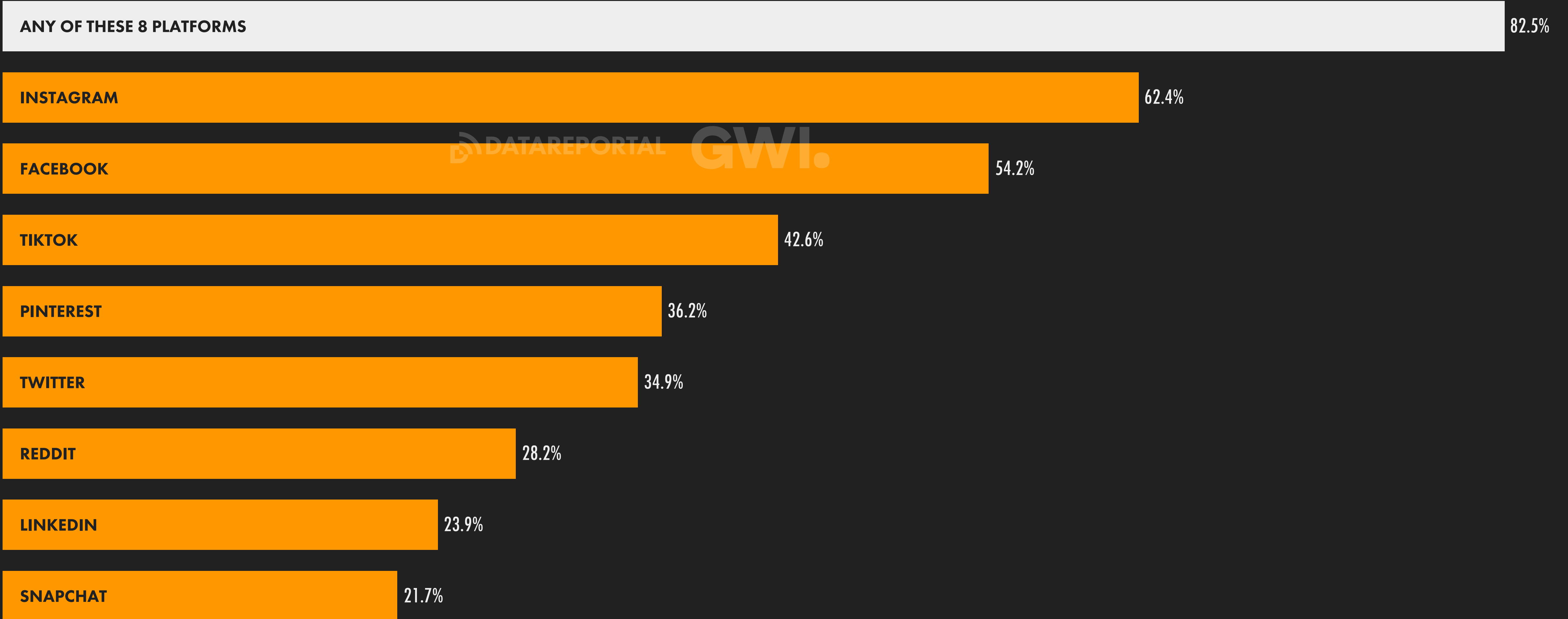
GLOBAL OVERVIEW

Platform	Percentage
WHATSAPP	16.6%
INSTAGRAM	15.7%
WECHAT	13.5%
FACEBOOK	13.0%
TIKTOK	7.0%
DOUYIN	6.3%
TWITTER	3.2%
FB MESSENGER	2.4%
TELEGRAM	2.2%
LINE	1.7%
PINTEREST	1.5%
KUAISHOU	1.5%
SNAPCHAT	1.3%
IMESSAGE	0.9%
XIAOHONGSHU	0.9%

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FAVOURITE SOCIAL MEDIA PLATFORMS

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

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GLOBAL OVERVIEW

FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST FEMALE INTERNET USERS

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

FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST MALE INTERNET USERS

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

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SOCIAL MEDIA ACTIVITIES BY PLATFORM

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

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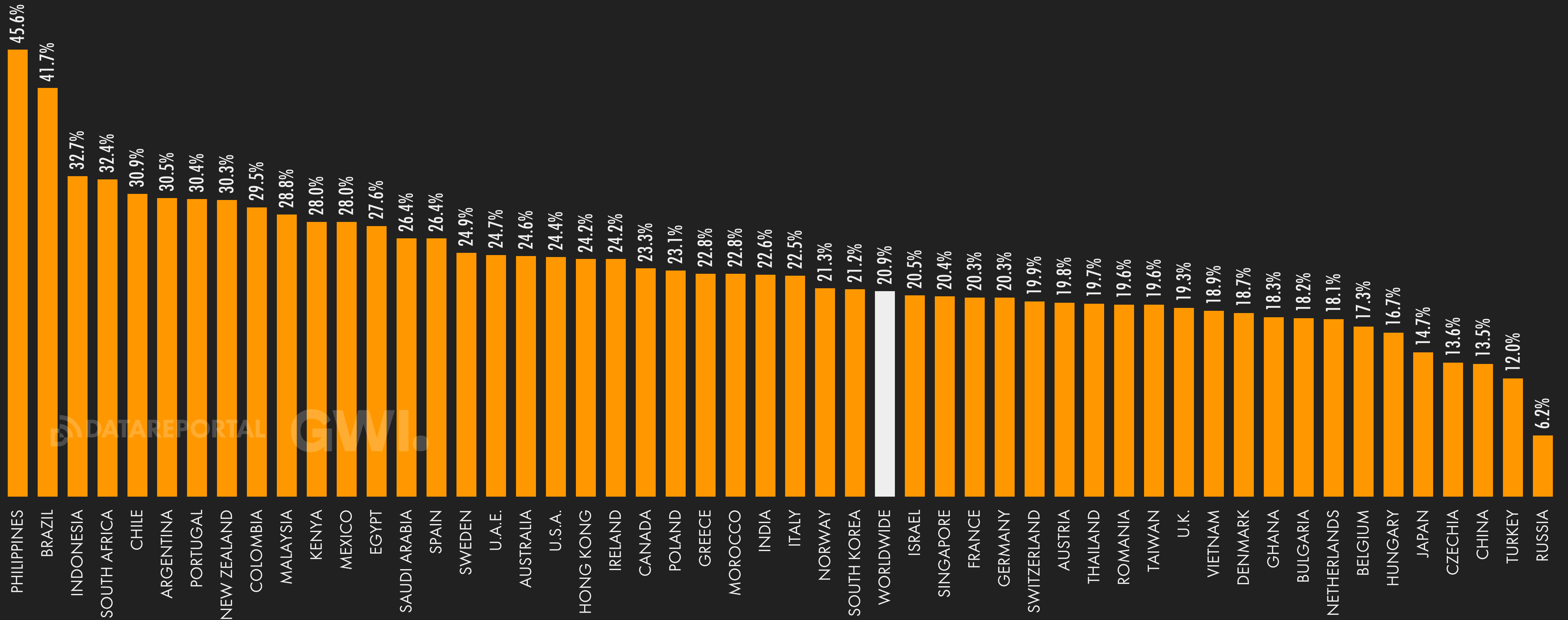
GLOBAL OVERVIEW

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

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SEEKING OUT BRANDS ON SOCIAL MEDIA

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

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

GLOBAL OVERVIEW

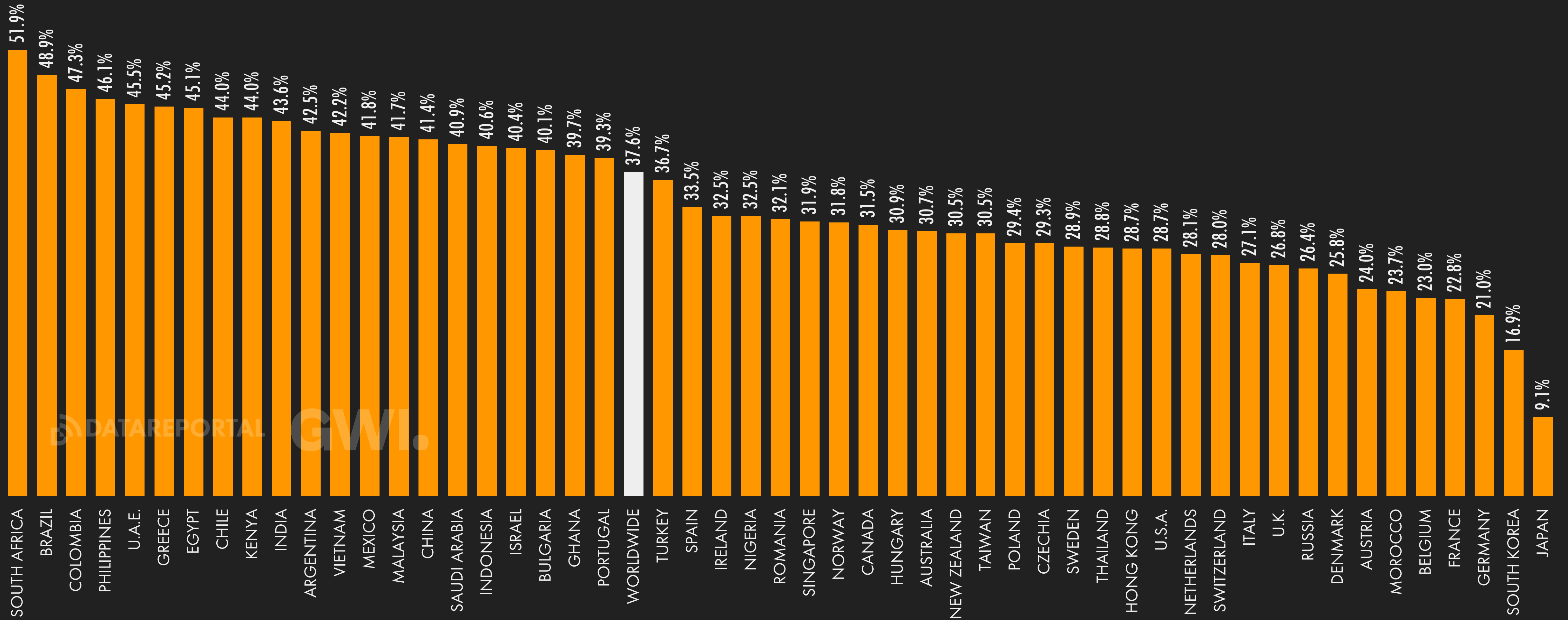| Country	Percentage
Brazil	65.2%
South Africa	62.8%
Indonesia	61.7%
Philippines	61.0%
Turkey	57.5%
Malaysia	57.2%
Greece	56.9%
Chile	56.8%
Colombia	56.8%
Mexico	56.5%
Argentina	55.9%
Romania	54.4%
Vietnam	54.2%
Portugal	54.0%
U.A.E.	52.7%
Poland	52.0%
Kenya	51.2%
Thailand	50.9%
Bulgaria	50.7%
India	50.3%
Israel	49.2%
Worldwide	48.6%
Spain	47.4%
Saudi Arabia	47.3%
China	46.6%
Ireland	46.2%
Italy	46.0%
Hong Kong	45.2%
Nigeria	45.1%
Russia	44.3%
Singapore	44.3%
U.S.A.	44.1%
Australia	43.6%
Canada	43.6%
New Zealand	43.5%
Switzerland	43.4%
Czechia	42.9%
Egypt	42.8%
Sweden	42.2%
Taiwan	42.0%
Denmark	41.6%
Ghana	41.2%
Netherlands	40.8%
Norway	40.6%
Germany	40.5%
U.K.	39.1%
Belgium	39.0%
Austria	38.8%
Hungary	38.2%
France	37.5%
South Korea	29.7%
Japan	26.7%
Morocco	22.2%

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SEEKING OUT BRANDS ON SOCIAL MEDIA

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

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

GLOBAL OVERVIEW

Age group	Female	Male
16 – 24 YEARS OLD	54.8%	44.4%
25 – 34 YEARS OLD	55.6%	46.9%
35 – 44 YEARS OLD	53.9%	47.0%
45 – 54 YEARS OLD	50.9%	43.7%
55 – 64 YEARS OLD	43.1%	37.5%

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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

GLOBAL OVERVIEW

ANY KIND OF SOCIAL
MEDIA PLATFORM

73.8%

YOY: -1.7% (-130 BPS)

SOCIAL
NETWORKS

45.5%

YOY: +5.1% (+220 BPS)

QUESTION & ANSWER
SITES (E.G. QUORA)

18.9%

YOY: -8.3% (-170 BPS)

FORUMS AND
MESSAGE BOARDS

13.8%

YOY: -15.9% (-260 BPS)

MESSAGING AND
LIVE CHAT SERVICES

14.5%

YOY: -11.0% (-180 BPS)

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

13.4%

YOY: -14.1% (-220 BPS)

VLOGS (BLOGS IN
A VIDEO FORMAT)

12.3%

YOY: -10.9% (-150 BPS)

ONLINE PINBOARDS
(E.G. PINTEREST)

9.4%

YOY: -9.6% (-100 BPS)

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OCT 2023

USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

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

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

GLOBAL OVERVIEW

Country	Percentage
NIGERIA	83.9%
KENYA	76.4%
GHANA	74.2%
MOROCCO	66.7%
COLOMBIA	65.1%
MEXICO	62.4%
INDONESIA	62.2%
ARGENTINA	61.8%
BRAZIL	61.8%
SOUTH AFRICA	60.1%
CHILE	58.8%
VIETNAM	57.5%
PHILIPPINES	55.1%
ISRAEL	54.1%
SAUDI ARABIA	53.9%
EGYPT	52.5%
MALAYSIA	51.2%
TURKEY	49.3%
INDIA	49.1%
BULGARIA	48.0%
U.A.E.	47.6%
PORTUGAL	45.7%
WORLDWIDE	45.5%
THAILAND	44.3%
SPAIN	42.5%
GREECE	42.0%
HONG KONG	42.0%
POLAND	40.3%
RUSSIA	40.1%
ROMANIA	39.3%
TAIWAN	38.6%
CZECHIA	38.4%
HUNGARY	38.0%
NEW ZEALAND	37.4%
U.S.A.	37.2%
CHINA	36.8%
AUSTRALIA	36.1%
IRELAND	35.3%
SWEDEN	34.8%
SINGAPORE	32.8%
CANADA	32.7%
NORWAY	32.6%
ITALY	32.5%
FRANCE	31.9%
GERMANY	31.8%
U.K.	30.4%
AUSTRIA	30.0%
SWITZERLAND	29.3%
BELGIUM	28.9%
DENMARK	28.2%
JAPAN	26.2%
NETHERLANDS	26.2%
SOUTH KOREA	22.7%

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USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

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

OCT 2023

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

GLOBAL OVERVIEW

	FEMALE	MALE
16 – 24 YEARS OLD	53.1%	48.8%
25 – 34 YEARS OLD	51.5%	47.3%
35 – 44 YEARS OLD	47.2%	45.4%
45 – 54 YEARS OLD	40.8%	39.5%
55 – 64 YEARS OLD	32.4%	32.1%

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BRAND RESEARCH BY SOCIAL PLATFORM

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

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

GLOBAL OVERVIEW

Platform	Percentage
ANY OF THESE 8 PLATFORMS	82.5%
INSTAGRAM	62.4%
FACEBOOK	54.2%
TIKTOK	42.6%
PINTEREST	36.2%
TWITTER	34.9%
REDDIT	28.2%
LINKEDIN	23.9%
SNAPCHAT	21.7%

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TYPES OF SOCIAL MEDIA ACCOUNTS FOLLOWED

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

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

GLOBAL OVERVIEW

Type of account	Percentage
FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW	44.8%
ACTORS, COMEDIANS, OR OTHER PERFORMERS	27.5%
ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS	26.1%
BANDS, SINGERS, OR OTHER MUSICIANS	25.5%
TV SHOWS OR CHANNELS	25.3%
RESTAURANTS, CHEFS, OR FOOD PERSONALITIES	24.0%
INFLUENCERS OR OTHER EXPERTS	20.9%
COMPANIES AND BRANDS YOU PURCHASE FROM	20.6%
SPORTS PEOPLE AND TEAMS	20.6%
COMPANIES AND BRANDS YOU'RE CONSIDERING PURCHASING FROM	18.8%
CONTACTS RELEVANT TO YOUR WORK	18.7%
COMPANIES RELEVANT TO YOUR WORK	17.5%
BEAUTY EXPERTS	15.5%
FITNESS EXPERTS OR ORGANISATIONS	15.4%
JOURNALISTS OR NEWS COMPANIES	14.9%

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FOLLOWING INFLUENCERS ON SOCIAL MEDIA

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

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

GLOBAL OVERVIEW

Country	Percentage
PHILIPPINES	45.6%
BRAZIL	41.7%
INDONESIA	32.7%
SOUTH AFRICA	32.4%
CHILE	30.9%
ARGENTINA	30.5%
PORTUGAL	30.4%
NEW ZEALAND	30.3%
COLOMBIA	29.5%
MALAYSIA	28.8%
KENYA	28.0%
MEXICO	28.0%
EGYPT	27.6%
SAUDI ARABIA	26.4%
SPAIN	26.4%
SWEDEN	24.9%
U.A.E.	24.7%
AUSTRALIA	24.6%
U.S.A.	24.4%
HONG KONG	24.2%
IRELAND	24.2%
CANADA	23.3%
POLAND	23.1%
GREECE	22.8%
MOROCCO	22.8%
INDIA	22.6%
ITALY	22.5%
NORWAY	21.3%
SOUTH KOREA	21.2%
WORLDWIDE	20.9%
ISRAEL	20.5%
SINGAPORE	20.4%
FRANCE	20.3%
GERMANY	20.3%
SWITZERLAND	19.9%
AUSTRIA	19.8%
THAILAND	19.7%
ROMANIA	19.6%
TAIWAN	19.6%
U.K.	19.3%
VIETNAM	18.9%
DENMARK	18.7%
GHANA	18.3%
BULGARIA	18.2%
NETHERLANDS	18.1%
BELGIUM	17.3%
HUNGARY	16.7%
JAPAN	14.7%
CZECHIA	13.6%
CHINA	13.5%
TURKEY	12.0%
RUSSIA	6.2%

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USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

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

GLOBAL OVERVIEW

Country	Percentage
SOUTH AFRICA	51.9%
BRAZIL	48.9%
COLOMBIA	47.3%
PHILIPPINES	46.1%
U.A.E.	45.5%
GREECE	45.2%
EGYPT	45.1%
CHILE	44.0%
KENYA	44.0%
INDIA	43.6%
ARGENTINA	42.5%
VIETNAM	42.2%
MEXICO	41.8%
MALAYSIA	41.7%
CHINA	41.4%
SAUDI ARABIA	40.9%
INDONESIA	40.6%
ISRAEL	40.4%
BULGARIA	40.1%
GHANA	39.7%
PORTUGAL	39.3%
WORLDWIDE	37.6%
TURKEY	36.7%
SPAIN	33.5%
IRELAND	32.5%
NIGERIA	32.5%
ROMANIA	32.1%
SINGAPORE	31.9%
NORWAY	31.8%
CANADA	31.5%
HUNGARY	30.9%
AUSTRALIA	30.7%
NEW ZEALAND	30.5%
TAIWAN	30.5%
POLAND	29.4%
CZECHIA	29.3%
SWEDEN	28.9%
THAILAND	28.8%
HONG KONG	28.7%
U.S.A.	28.7%
NETHERLANDS	28.1%
SWITZERLAND	28.0%
ITALY	27.1%
U.K.	26.8%
RUSSIA	26.4%
DENMARK	25.8%
AUSTRIA	24.0%
MOROCCO	23.7%
BELGIUM	23.0%
FRANCE	22.8%
GERMANY	21.0%
SOUTH KOREA	16.9%
JAPAN	9.1%

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USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

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

GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	33.5%	33.3%	40.0%	41.7%	40.4%	43.8%	35.1%	40.6%	25.9%	32.5%

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SOCIAL MEDIA AS A SOURCE OF NEWS

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

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

GLOBAL OVERVIEW

Country	%
TURKEY	54.9%
BRAZIL	54.6%
NIGERIA	53.8%
GREECE	52.9%
POLAND	52.9%
ARGENTINA	50.7%
COLOMBIA	50.4%
ITALY	48.8%
CHILE	48.7%
PORTUGAL	48.4%
CZECHIA	48.3%
VIETNAM	48.1%
MEXICO	46.0%
SOUTH AFRICA	45.0%
SPAIN	43.6%
PHILIPPINES	42.6%
MALAYSIA	42.2%
INDONESIA	40.9%
ROMANIA	39.4%
GERMANY	38.5%
THAILAND	38.3%
AUSTRIA	38.1%
RUSSIA	37.8%
HUNGARY	37.0%
KENYA	36.5%
GHANA	36.2%
IRELAND	36.0%
SWEDEN	34.8%
WORLDWIDE	34.1%
SWITZERLAND	33.4%
BELGIUM	33.3%
BULGARIA	33.2%
U.A.E.	33.2%
SINGAPORE	32.8%
INDIA	32.3%
NORWAY	32.2%
NETHERLANDS	32.0%
CANADA	31.6%
FRANCE	31.3%
HONG KONG	30.2%
NEW ZEALAND	29.8%
DENMARK	29.7%
U.S.A.	28.2%
U.K.	28.1%
AUSTRALIA	27.7%
TAIWAN	26.2%
ISRAEL	26.0%
SAUDI ARABIA	24.8%
CHINA	24.7%
JAPAN	22.1%
EGYPT	20.9%
SOUTH KOREA	16.9%
MOROCCO	14.7%

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SOCIAL MEDIA AS A SOURCE OF NEWS

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

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

GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	29.2%	29.2%	32.6%	33.7%	35.7%	37.2%	37.2%	37.5%	35.9%	38.6%

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FACEBOOK

FACEBOOK: MONTHLY ACTIVE USERS

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

GLOBAL OVERVIEW

TOTAL MONTHLY ACTIVE FACEBOOK USERS (MAU)	TOTAL FACEBOOK MAU vs. TOTAL POPULATION	QUARTER-ON-QUARTER CHANGE IN TOTAL FACEBOOK MAU	YEAR-ON-YEAR CHANGE IN TOTAL FACEBOOK MAU
3.03 BILLION	**37.6%**	**+1.4% +41 MILLION**	**+3.3% +96 MILLION**

TOTAL FACEBOOK MAU vs. TOTAL INTERNET USERS	TOTAL FACEBOOK MAU vs. POPULATION AGED 13+	FACEBOOK DAILY ACTIVE USERS vs. MONTHLY ACTIVE USERS	FACEBOOK ADVERTISING REACH vs. TOTAL FACEBOOK MAU
57.2%	**48.1%**	**68.1%**	**76.2%**

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FACEBOOK MONTHLY ACTIVE USERS (QOQ)

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

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

Quarter	Value	Change
Q2 2021	2,895	
		+0.5%
Q3 2021	2,910	
		+0.1%
Q4 2021	2,912	
		+0.8%
Q1 2022	2,936	
		-0.1%
Q2 2022	2,934	
		+0.8%
Q3 2022	2,958	
		+0.2%
Q4 2022	2,963	
		+0.9%
Q1 2023	2,989	
		+1.4%
Q2 2023	3,030	

DATAREPORTAL

SOURCE: META'S INVESTOR EARNINGS ANNOUNCEMENTS.

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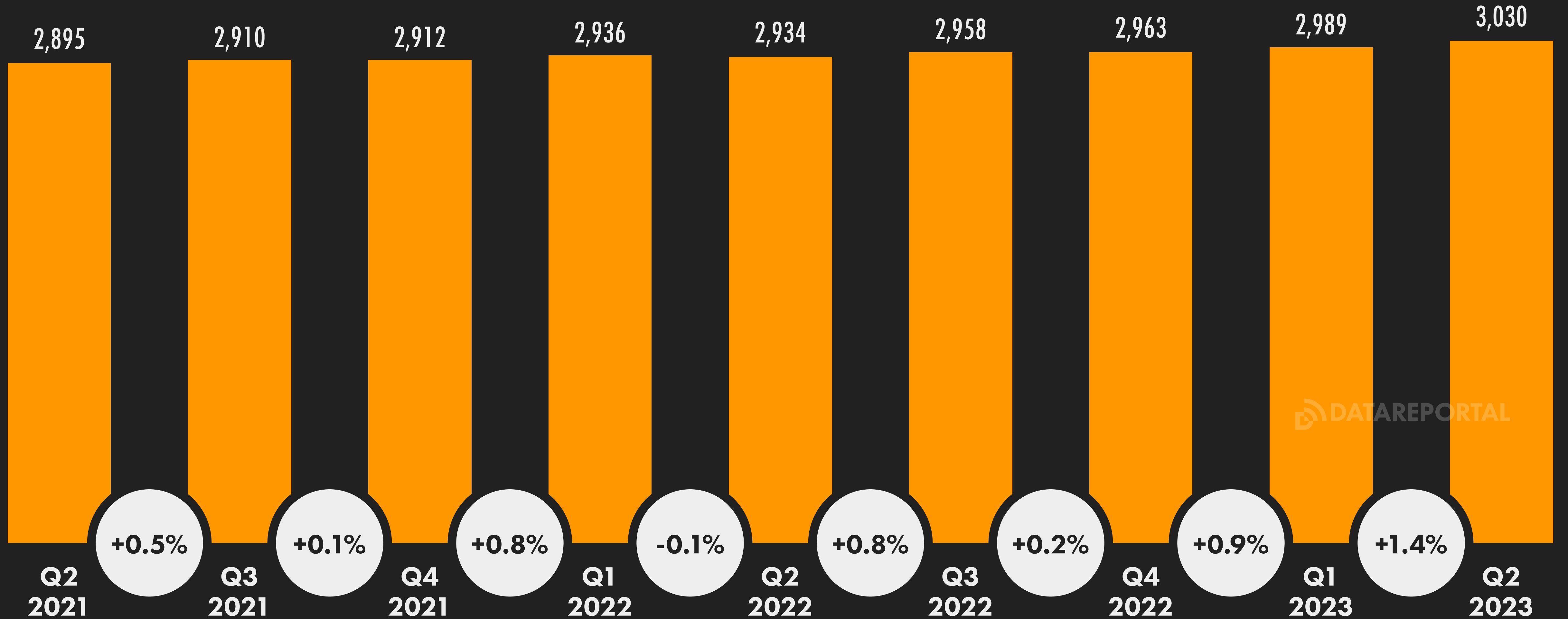
FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

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

GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK	FACEBOOK AD REACH vs. TOTAL POPULATION	FACEBOOK AD REACH vs. TOTAL INTERNET USERS	QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH
2.31 BILLION	28.6%	43.6%	+3.4% +76 MILLION	+11.0% +229 MILLION

SHARE: FEMALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH	SHARE: MALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH	ADOPTION: OVERALL FACEBOOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+	ADOPTION: FEMALE FACEBOOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+	ADOPTION: MALE FACEBOOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
43.2%	56.8%	39.0%	33.1%	44.1%

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SHARE OF FACEBOOK ADVERTISING AUDIENCE

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

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

GLOBAL OVERVIEW

NORTHERN EUROPE **2.6%**

EASTERN EUROPE **2.7%**

WESTERN EUROPE **3.5%**

3.2% SOUTHERN EUROPE

0.3% CENTRAL ASIA

NORTHERN AMERICA **9.2%**

CARIBBEAN **0.6%**

NORTHERN AFRICA **4.9%**

5.3% CENTRAL AMERICA

3.1% WESTERN AFRICA

MIDDLE AFRICA **0.9%**

4.9% WESTERN ASIA

22.4% SOUTHERN ASIA

2.2% EASTERN ASIA

18.5% SOUTH-EASTERN ASIA

11.3% SOUTHERN AMERICA

2.2% EASTERN AFRICA

1.3% SOUTHERN AFRICA

1.0% OCEANIA

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FACEBOOK: ADVERTISING AUDIENCE PROFILE

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

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

OCT 2023

GLOBAL OVERVIEW

	18 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD		65+ YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	9.3%	13.3%	12.0%	17.4%	8.2%	10.9%	5.3%	6.1%	3.6%	3.6%	3.0%	2.7%

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FACEBOOK ADVERTISING: ADULT REACH RATE

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

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

Country	Rate
U.A.E.	113.7%
PHILIPPINES	112.6%
VIETNAM	99.9%
MEXICO	98.9%
COLOMBIA	94.1%
MALAYSIA	88.2%
THAILAND	86.6%
ARGENTINA	86.5%
CHILE	83.1%
TAIWAN	82.8%
NEW ZEALAND	79.9%
AUSTRALIA	79.2%
ISRAEL	77.5%
MOROCCO	77.0%
NORWAY	76.5%
DENMARK	75.6%
PORTUGAL	75.1%
SWEDEN	72.7%
CANADA	72.5%
BELGIUM	71.0%
U.S.A.	70.8%
SINGAPORE	69.7%
IRELAND	69.6%
HUNGARY	69.6%
HONG KONG	69.2%
U.K.	68.6%
BRAZIL	68.2%
BULGARIA	66.8%
INDONESIA	65.5%
EGYPT	64.7%
ROMANIA	64.4%
FRANCE	63.6%
SOUTH AFRICA	63.2%
GREECE	62.3%
CZECHIA	61.1%
NETHERLANDS	60.0%
ITALY	59.6%
POLAND	56.8%
TURKEY	55.3%
SAUDI ARABIA	54.8%
SPAIN	54.3%
AUSTRIA	45.2%
SWITZERLAND	44.9%
KENYA	41.9%
WORLDWIDE	39.0%
GERMANY	37.6%
GHANA	37.4%
INDIA	36.4%
NIGERIA	30.2%
SOUTH KOREA	19.1%
JAPAN	15.0%
CHINA	0.1%

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FACEBOOK AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES

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

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	385,650,000	+4.9%
02	UNITED STATES OF AMERICA	188,600,000	+0.3%
03	INDONESIA	136,350,000	+0.7%
04	BRAZIL	111,750,000	-0.6%
05	MEXICO	94,800,000	+3.4%
06	PHILIPPINES	94,650,000	+4.2%
07	VIETNAM	78,550,000	+2.1%
08	BANGLADESH	58,100,000	+9.6%
09	THAILAND	53,300,000	+2.5%
10	EGYPT	49,300,000	+4.1%

#	LOCATION	TOTAL REACH	▲QOQ
11	PAKISTAN	45,950,000	+4.1%
12	COLOMBIA	38,100,000	+2.7%
13	UNITED KINGDOM	36,800,000	+1.0%
14	NIGERIA	36,250,000	+12.2%
15	TURKEY	34,800,000	+1.2%
16	FRANCE	32,650,000	+2.0%
17	ITALY	29,750,000	+0.8%
18	ARGENTINA	29,600,000	+2.6%
19	SOUTH AFRICA	27,450,000	+6.4%
20	ALGERIA	26,650,000	+6.6%

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FACEBOOK ADULT AD REACH RATE RANKING

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

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

GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	LIBYA	129.0%*	5,900,000
02	MONGOLIA	114.3%*	2,500,000
03	UNITED ARAB EMIRATES	113.7%*	8,950,000
04	PHILIPPINES	112.6%*	85,000,000
05	QATAR	107.5%*	2,400,000
06	CAMBODIA	104.3%*	11,650,000
07	GEORGIA	101.8%*	2,850,000
08	PERU	100.3%*	23,800,000
09	TONGA	100.0%*	64,200
10	VIETNAM	99.9%	72,700,000

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
11	ECUADOR	98.9%	12,500,000
12	MEXICO	98.9%	89,900,000
13	BOLIVIA	95.1%	7,500,000
14	ARUBA	94.2%	80,100
15	COLOMBIA	94.1%	36,450,000
16	CAYMAN ISLANDS	92.8%	52,000
17	MALDIVES	92.5%	359,100
18	GREENLAND	91.3%	38,950
19	SAMOA	90.8%	116,000
20	GUYANA	90.0%	484,500

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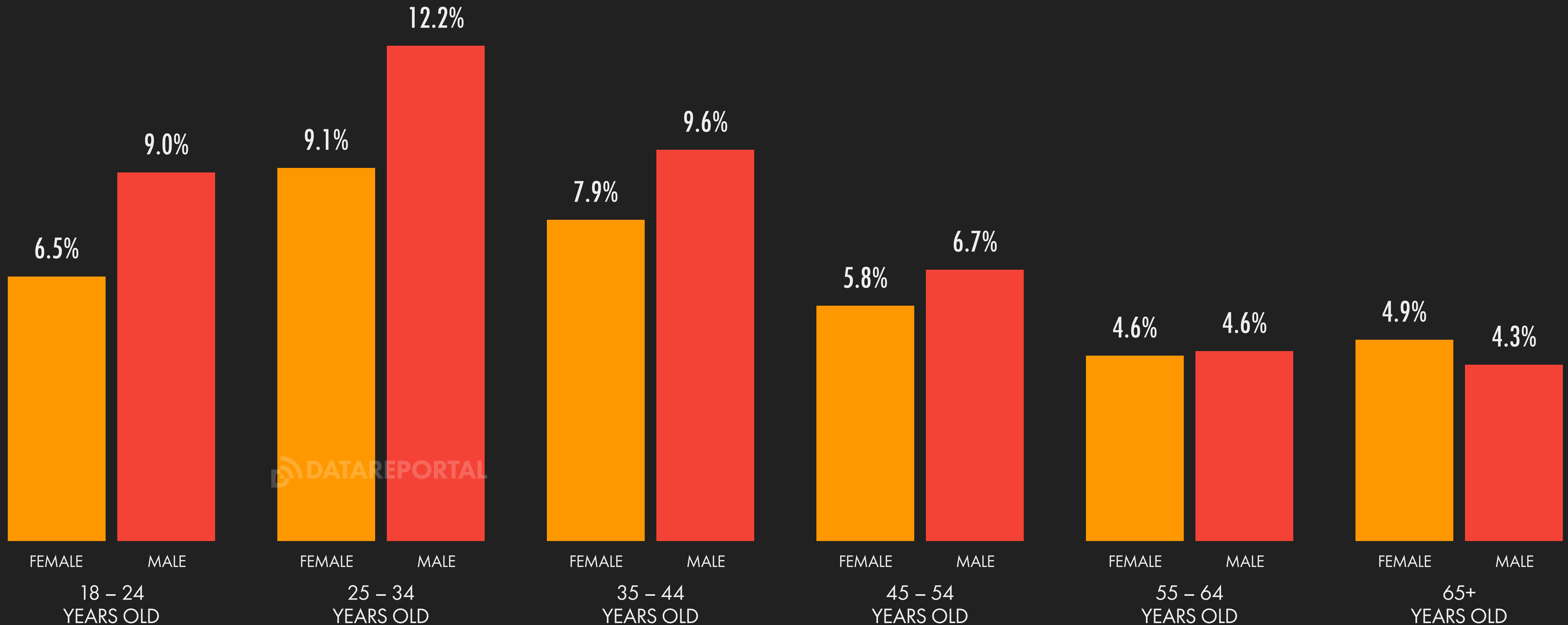
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SHARE OF FACEBOOK PAGE POSTS BY POST TYPE

OCT 2023

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

GLOBAL OVERVIEW

AVERAGE NUMBER OF PAGE POSTS PER DAY	PHOTO POSTS' SHARE OF TOTAL PAGE POSTS	VIDEO POSTS' SHARE OF TOTAL PAGE POSTS	LINK POSTS' SHARE OF TOTAL PAGE POSTS	STATUS POSTS' SHARE OF TOTAL PAGE POSTS
1.86	30.8%	17.7%	49.2%	2.3%

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FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS, AS REPORTED BY SOCIALINSIDER

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: OVERALL AVERAGE

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

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

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

ENGAGEMENTS vs. PAGE FOLLOWERS	ENGAGEMENTS vs. PAGE FOLLOWERS	ENGAGEMENTS vs. PAGE FOLLOWERS	ENGAGEMENTS vs. PAGE FOLLOWERS
0.22%	0.52%	0.28%	0.12%

ENGAGEMENTS vs. POST REACH	ENGAGEMENTS vs. POST REACH	ENGAGEMENTS vs. POST REACH	ENGAGEMENTS vs. POST REACH
7.70%	5.94%	7.16%	8.43%

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

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FACEBOOK ENGAGEMENT RATES: LOCOWISE

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

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

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

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

0.43%

0.21%

0.04%

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FACEBOOK ENGAGEMENT RATES: LOCOWISE

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

GLOBAL OVERVIEW

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: ALL POST TYPES	AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: PHOTO POSTS	AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: VIDEO POSTS	AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: LINK POSTS	AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: STATUS POSTS
0.06%	0.11%	0.08%	0.03%	0.07%

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FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

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

GLOBAL OVERVIEW

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: REELS POSTS

0.33%

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: PHOTO POSTS

0.29%

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: VIDEO POSTS

0.38%

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: ALBUM POSTS

0.23%

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: STATUS POSTS

0.18%

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: LINK POSTS

0.10%

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FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

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

GLOBAL OVERVIEW

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: REELS POSTS

15.04%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: PHOTO POSTS

6.66%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: VIDEO POSTS

5.21%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: ALBUM POSTS

7.53%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: STATUS POSTS

15.57%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: LINK POSTS

8.56%

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YOUTUBE

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

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

GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON YOUTUBE	YOUTUBE AD REACH vs. TOTAL POPULATION	YOUTUBE AD REACH vs. TOTAL INTERNET USERS	QUARTER-ON-QUARTER CHANGE IN REPORTED YOUTUBE AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH
2.49 BILLION	**30.9%**	**47.0%**	**-1.4%** -36 MILLION	**-0.9%** -24 MILLION

SHARE: FEMALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+	SHARE: MALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+	ADOPTION: OVERALL YOUTUBE AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+	ADOPTION: FEMALE YOUTUBE AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+	ADOPTION: MALE YOUTUBE AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
45.6%	**54.4%**	**37.5%**	**34.0%**	**41.1%**

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YOUTUBE: ADVERTISING AUDIENCE PROFILE

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

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

GLOBAL OVERVIEW

	18 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD		65+ YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	6.5%	9.0%	9.1%	12.2%	7.9%	9.6%	5.8%	6.7%	4.6%	4.6%	4.9%	4.3%

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YOUTUBE ADVERTISING: ADULT REACH RATE

OCT 2023

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

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

GLOBAL OVERVIEW

Country	Rate
U.A.E.	98.7%
ISRAEL	93.2%
SAUDI ARABIA	91.5%
NETHERLANDS	91.3%
U.K.	91.1%
NORWAY	90.9%
IRELAND	90.0%
SOUTH KOREA	89.9%
SPAIN	89.4%
HONG KONG	89.2%
SWEDEN	88.9%
CANADA	88.6%
NEW ZEALAND	87.8%
AUSTRIA	87.5%
DENMARK	87.3%
SINGAPORE	87.3%
FRANCE	87.1%
GERMANY	87.0%
AUSTRALIA	86.8%
BELGIUM	86.5%
CHILE	86.3%
TAIWAN	85.1%
SWITZERLAND	84.9%
CZECHIA	84.0%
MALAYSIA	82.3%
ARGENTINA	78.8%
HUNGARY	78.7%
ITALY	77.8%
U.S.A.	77.7%
PORTUGAL	77.3%
GREECE	76.8%
TURKEY	76.5%
BRAZIL	76.1%
MEXICO	75.9%
POLAND	74.3%
ROMANIA	73.3%
MOROCCO	71.2%
BULGARIA	71.1%
JAPAN	71.1%
VIETNAM	71.1%
THAILAND	66.2%
COLOMBIA	66.1%
PHILIPPINES	64.4%
SOUTH AFRICA	56.2%
INDONESIA	54.7%
EGYPT	52.6%
INDIA	38.4%
WORLDWIDE	37.5%
GHANA	32.7%
KENYA	27.8%
NIGERIA	23.1%

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SOURCES: GOOGLE'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. NOTES: DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE DATA ONLY. ADVISORY: REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. COMPARABILITY: SOURCE DATA REVISIONS. SEE NOTES ON DATA FOR DETAILS.

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YOUTUBE AD REACH RANKING
COUNTRIES AND TERRITORIES WITH THE LARGEST YOUTUBE ADVERTISING AUDIENCES

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

GLOBAL OVERVIEW

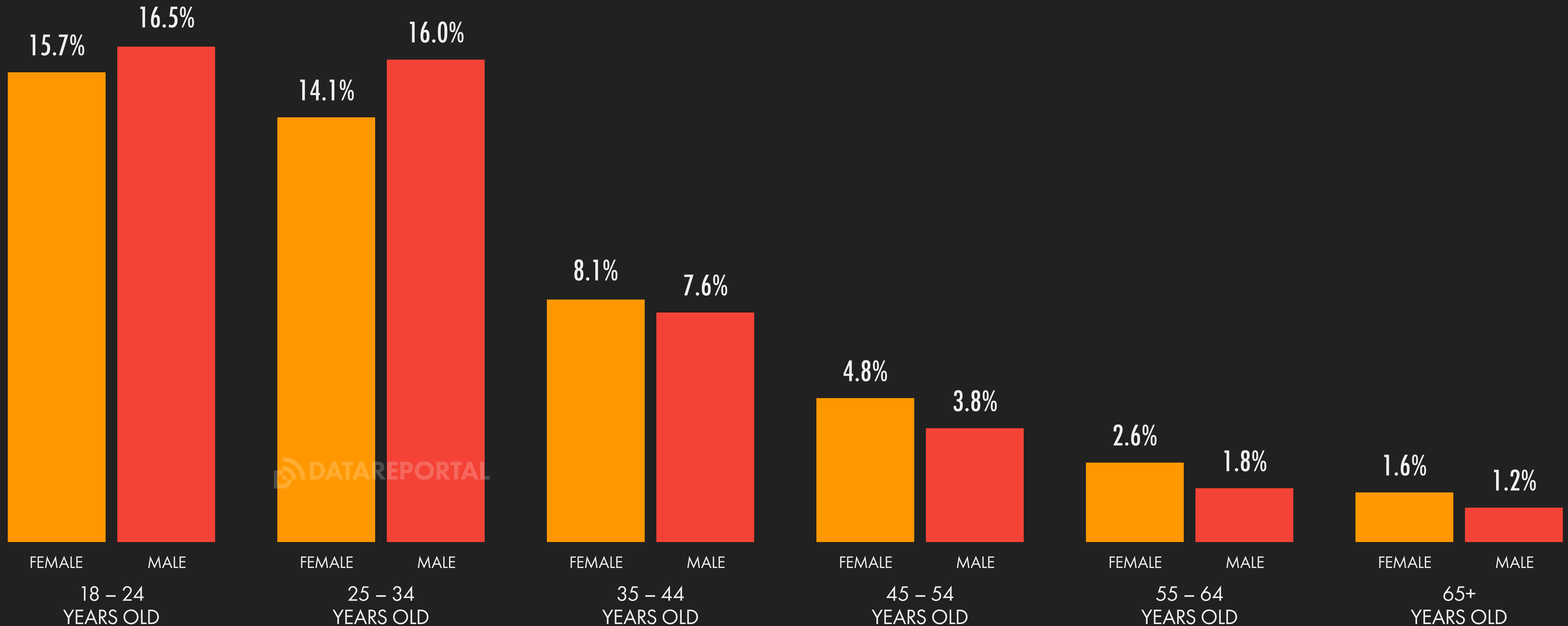| #	LOCATION	TOTAL REACH	▲QOQ	#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	462,000,000	-1.1%	11	TURKEY	57,500,000	-0.7%
02	UNITED STATES OF AMERICA	239,000,000	-2.8%	12	UNITED KINGDOM	56,200,000	-1.6%
03	BRAZIL	144,000,000	+1.4%	13	FRANCE	50,700,000	-2.7%
04	INDONESIA	139,000,000	[UNCHANGED]	14	EGYPT	44,700,000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

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YOUTUBE ADULT AD REACH RATE RANKING

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

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

GLOBAL OVERVIEW

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

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TOP YOUTUBE SEARCHES

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

GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX	#	SEARCH QUERY	INDEX
01	SONG	100	11	MUSIC	17
02	MOVIE	63	12	KARAOKE	15
03	VIDEO	42	13	DANCE	15
04	SONGS	34	14	MOVIES	14
05	HOW TO	34	15	HINDI MOVIE	14
06	DJ	23	16	TIKTOK	13
07	LOVE	20	17	NEW SONG	12
08	CARTOON CARTOON	19	18	COMEDY	10
09	FILM	19	19	MINECRAFT	9
10	CARTOON	18	20	ASMR	8

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INSTAGRAM

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

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

GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM	INSTAGRAM AD REACH vs. TOTAL POPULATION	INSTAGRAM AD REACH vs. TOTAL INTERNET USERS	QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH
1.64 BILLION	**20.3%**	**30.9%**	**+2.5%** +40 MILLION	**+18.1%** +251 MILLION

SHARE: FEMALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+	SHARE: MALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+	ADOPTION: OVERALL INSTAGRAM AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+	ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+	ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
49.7%	**50.3%**	**27.2%**	**26.4%**	**27.0%**

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INSTAGRAM: REPORTED ADVERTISING REACH

OCT 2023

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

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

GLOBAL OVERVIEW

Date	Value	Change
OCT 2021	1,393	
JAN 2022	1,478	+6.1%
APR 2022	1,452	-1.8%
JUL 2022	1,440	-0.8%
OCT 2022	1,386	-3.8%
JAN 2023	1,318	-4.9%
APR 2023	1,628	+23.5%
JUL 2023	1,597	-1.9%
OCT 2023	1,637	+2.5%

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INSTAGRAM: ADVERTISING AUDIENCE PROFILE

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

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

	18 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD		65+ YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	15.7%	16.5%	14.1%	16.0%	8.1%	7.6%	4.8%	3.8%	2.6%	1.8%	1.6%	1.2%

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INSTAGRAM ADVERTISING: ADULT REACH RATE

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

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

GLOBAL OVERVIEW

Country	Value
TURKEY	85.9%
U.A.E.	84.5%
CHILE	78.5%
ARGENTINA	77.5%
BRAZIL	75.0%
SWEDEN	71.5%
PORTUGAL	69.8%
ISRAEL	67.0%
IRELAND	65.7%
NORWAY	63.9%
SPAIN	63.2%
AUSTRALIA	61.9%
NETHERLANDS	60.0%
U.S.A.	59.4%
SAUDI ARABIA	59.3%
U.K.	58.2%
ITALY	57.8%
CANADA	57.4%
SINGAPORE	57.1%
MALAYSIA	56.9%
DENMARK	56.7%
NEW ZEALAND	56.6%
HONG KONG	55.9%
BELGIUM	54.4%
SWITZERLAND	53.9%
TAIWAN	53.7%
FRANCE	53.4%
GREECE	52.4%
COLOMBIA	49.7%
SOUTH KOREA	49.0%
INDONESIA	48.0%
JAPAN	47.8%
MEXICO	46.2%
GERMANY	45.5%
AUSTRIA	45.2%
CZECHIA	44.7%
MOROCCO	40.9%
ROMANIA	34.7%
POLAND	34.0%
BULGARIA	33.4%
HUNGARY	33.0%
INDIA	32.1%
THAILAND	31.7%
WORLDWIDE	27.2%
PHILIPPINES	26.3%
EGYPT	24.3%
SOUTH AFRICA	15.8%
VIETNAM	13.9%
GHANA	10.8%
NIGERIA	10.3%
KENYA	8.5%
CHINA	0.4%

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INSTAGRAM AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST INSTAGRAM ADVERTISING AUDIENCES

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

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	358,550,000	+7.9%
02	UNITED STATES OF AMERICA	158,450,000	-2.0%
03	BRAZIL	122,900,000	-3.4%
04	INDONESIA	104,800,000	+1.5%
05	TURKEY	56,700,000	+1.8%
06	JAPAN	54,950,000	+4.4%
07	MEXICO	45,800,000	+3.6%
08	GERMANY	31,550,000	-2.8%
09	UNITED KINGDOM	31,300,000	-2.8%
10	ITALY	28,900,000	-1.2%

#	LOCATION	TOTAL REACH	▲QOQ
11	ARGENTINA	27,500,000	+3.6%
12	FRANCE	27,450,000	-2.3%
13	SPAIN	24,950,000	+0.2%
14	SOUTH KOREA	23,100,000	+2.2%
15	PHILIPPINES	21,450,000	+4.6%
16	THAILAND	20,550,000	+2.2%
17	COLOMBIA	20,150,000	+2.8%
18	EGYPT	19,300,000	+4.3%
19	CANADA	18,850,000	+5.6%
20	IRAQ	18,400,000	+5.1%

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INSTAGRAM ADULT AD REACH RATE RANKING

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

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

GLOBAL OVERVIEW

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

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INSTAGRAM BUSINESS ACCOUNT BENCHMARKS

AVERAGE ACCOUNT GROWTH AND PUBLISHING BENCHMARKS FOR INSTAGRAM BUSINESS ACCOUNTS

GLOBAL OVERVIEW

AVERAGE MONTHLY GROWTH IN ACCOUNT FOLLOWERS	AVERAGE NUMBER OF MAIN FEED POSTS PER DAY	PHOTO POSTS AS A PERCENTAGE OF ALL MAIN FEED POSTS	VIDEO POSTS AS A PERCENTAGE OF ALL MAIN FEED POSTS	CAROUSEL POSTS AS A PERCENTAGE OF ALL MAIN FEED POSTS
+1.10%	1.55	41.7%	38.2%	20.0%

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INSTAGRAM ENGAGEMENT RATES: LOCOWISE

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

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

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

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

0.76%

0.73%

0.56%

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INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER

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

GLOBAL OVERVIEW

AVERAGE INSTAGRAM POST ENGAGEMENT RATE: OVERALL AVERAGE

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

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

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

ENGAGEMENTS vs. FOLLOWERS

0.96%

ENGAGEMENTS vs. FOLLOWERS

1.22%

ENGAGEMENTS vs. FOLLOWERS

0.98%

ENGAGEMENTS vs. FOLLOWERS

0.81%

ENGAGEMENTS vs. POST REACH

5.74%

ENGAGEMENTS vs. POST REACH

5.61%

ENGAGEMENTS vs. POST REACH

5.29%

ENGAGEMENTS vs. POST REACH

6.25%

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INSTAGRAM ENGAGEMENT RATES: LOCOWISE

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

GLOBAL OVERVIEW

AVERAGE INSTAGRAM
ENGAGEMENT RATE
FOR ALL POST TYPES

AVERAGE INSTAGRAM
ENGAGEMENT RATE
FOR PHOTO POSTS

AVERAGE INSTAGRAM
ENGAGEMENT RATE
FOR VIDEO POSTS

AVERAGE INSTAGRAM
ENGAGEMENT RATE
FOR CAROUSEL POSTS

0.61%   **0.54%**   **0.63%**   **0.73%**

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INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER

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

GLOBAL OVERVIEW

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: ALL POST TYPES

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: IMAGE POSTS

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: REELS POSTS

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: CAROUSEL POSTS

ENGAGEMENTS vs. FOLLOWERS

0.96%

ENGAGEMENTS vs. FOLLOWERS

0.68%

ENGAGEMENTS vs. FOLLOWERS

1.36%

ENGAGEMENTS vs. FOLLOWERS

0.95%

ENGAGEMENTS vs. POST REACH

5.74%

ENGAGEMENTS vs. POST REACH

6.14%

ENGAGEMENTS vs. POST REACH

5.57%

ENGAGEMENTS vs. POST REACH

5.17%

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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

GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON TIKTOK	TIKTOK AD REACH vs. TOTAL POPULATION	TIKTOK AD REACH vs. TOTAL INTERNET USERS	QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH
1.22 BILLION	15.1%	23.0%	+12.6% +137 MILLION	+28.8% +272 MILLION

SHARE: FEMALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+	SHARE: MALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+	ADOPTION: OVERALL TIKTOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+	ADOPTION: FEMALE TIKTOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+	ADOPTION: MALE TIKTOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
49.2%	50.8%	21.5%	21.1%	22.0%

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TIKTOK: ADVERTISING AUDIENCE PROFILE

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

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

GLOBAL OVERVIEW

18 – 24 YEARS OLD
- FEMALE: 18.2%
- MALE: 18.0%

25 – 34 YEARS OLD
- FEMALE: 15.2%
- MALE: 16.9%

35 – 44 YEARS OLD
- FEMALE: 7.9%
- MALE: 8.6%

45 – 54 YEARS OLD
- FEMALE: 4.4%
- MALE: 4.3%

55+ YEARS OLD
- FEMALE: 3.4%
- MALE: 3.0%

184
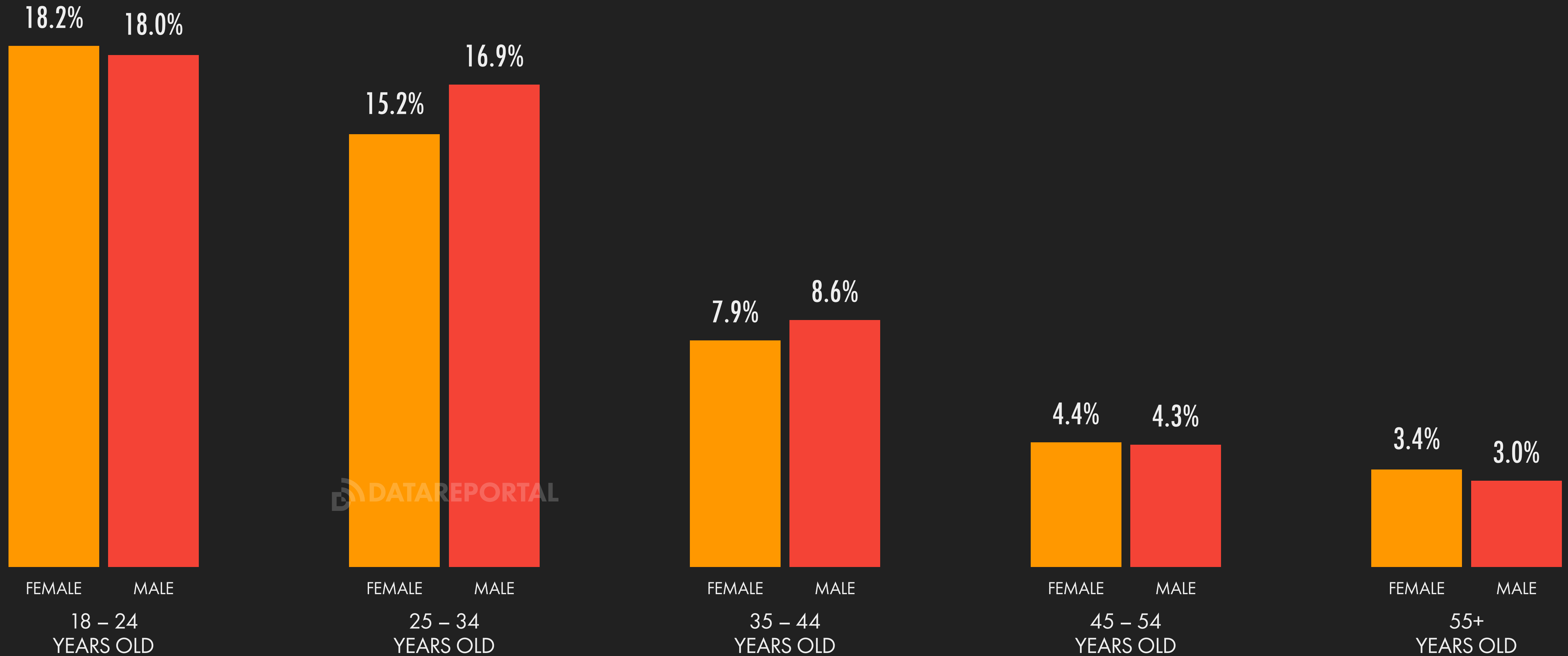
SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: DOES NOT INCLUDE DOUYIN. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. ADVISORY: VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. COMPARABILITY: SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. SOURCE DATA REVISIONS. SEE NOTES ON DATA FOR FURTHER DETAILS.

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TIKTOK ADVERTISING: ADULT REACH RATE

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

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

Country	Value
SAUDI ARABIA	135.0%
U.A.E.	127.9%
MALAYSIA	106.9%
VIETNAM	86.1%
CHILE	84.1%
MEXICO	75.8%
ISRAEL	72.2%
THAILAND	65.3%
COLOMBIA	64.6%
SINGAPORE	63.0%
ARGENTINA	60.3%
BRAZIL	58.0%
TURKEY	57.4%
INDONESIA	54.7%
U.S.A.	53.9%
PHILIPPINES	52.8%
RUSSIA	51.8%
IRELAND	50.5%
NEW ZEALAND	46.1%
AUSTRALIA	45.5%
ROMANIA	45.1%
EGYPT	43.3%
MOROCCO	43.3%
FRANCE	41.0%
SOUTH AFRICA	39.3%
GREECE	39.2%
SPAIN	37.3%
U.K.	37.3%
CANADA	37.1%
SWEDEN	37.0%
NETHERLANDS	37.0%
BELGIUM	36.9%
PORTUGAL	36.2%
ITALY	36.1%
NORWAY	35.4%
HUNGARY	31.8%
GERMANY	28.4%
AUSTRIA	28.1%
SWITZERLAND	28.1%
POLAND	28.0%
DENMARK	26.4%
TAIWAN	25.0%
JAPAN	23.8%
WORLDWIDE	21.5%
CZECHIA	19.9%
SOUTH KOREA	15.0%

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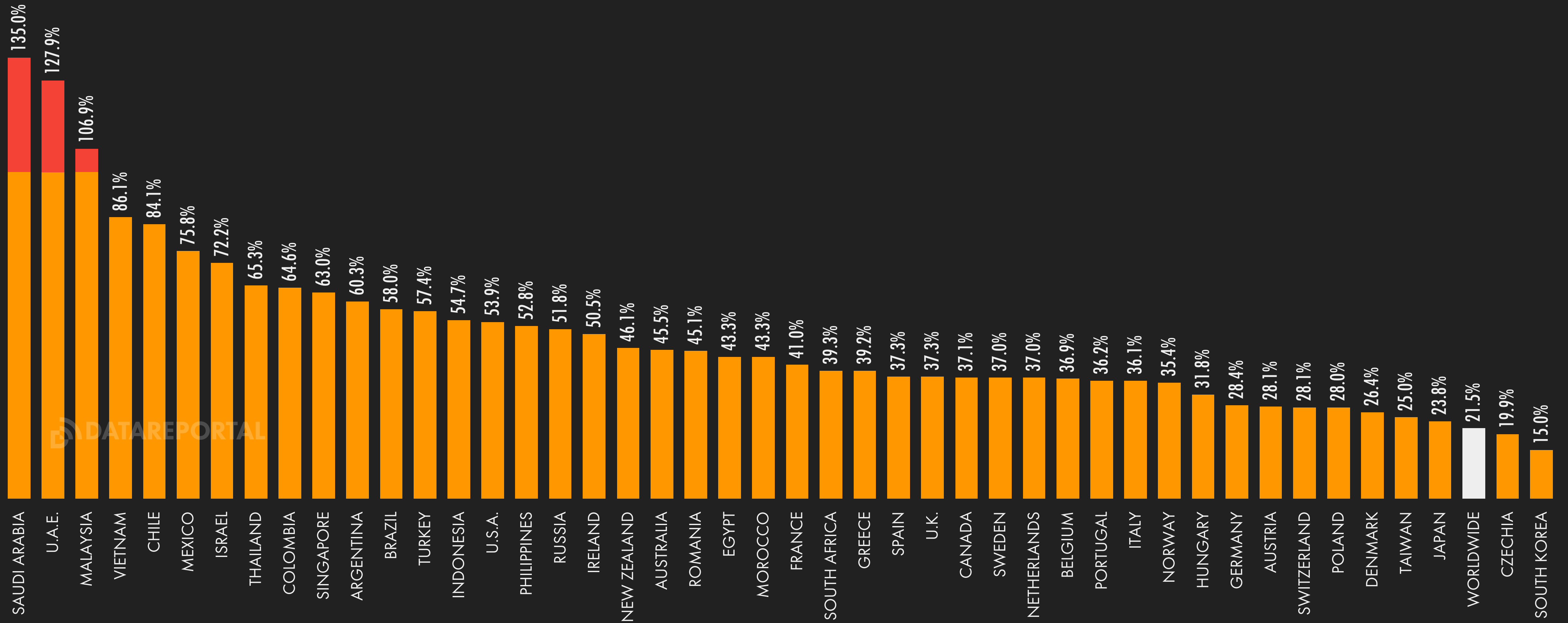
TIKTOK AD REACH RANKING

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

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

GLOBAL OVERVIEW

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

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TIKTOK ADULT AD REACH RATE RANKING

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

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

GLOBAL OVERVIEW

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

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

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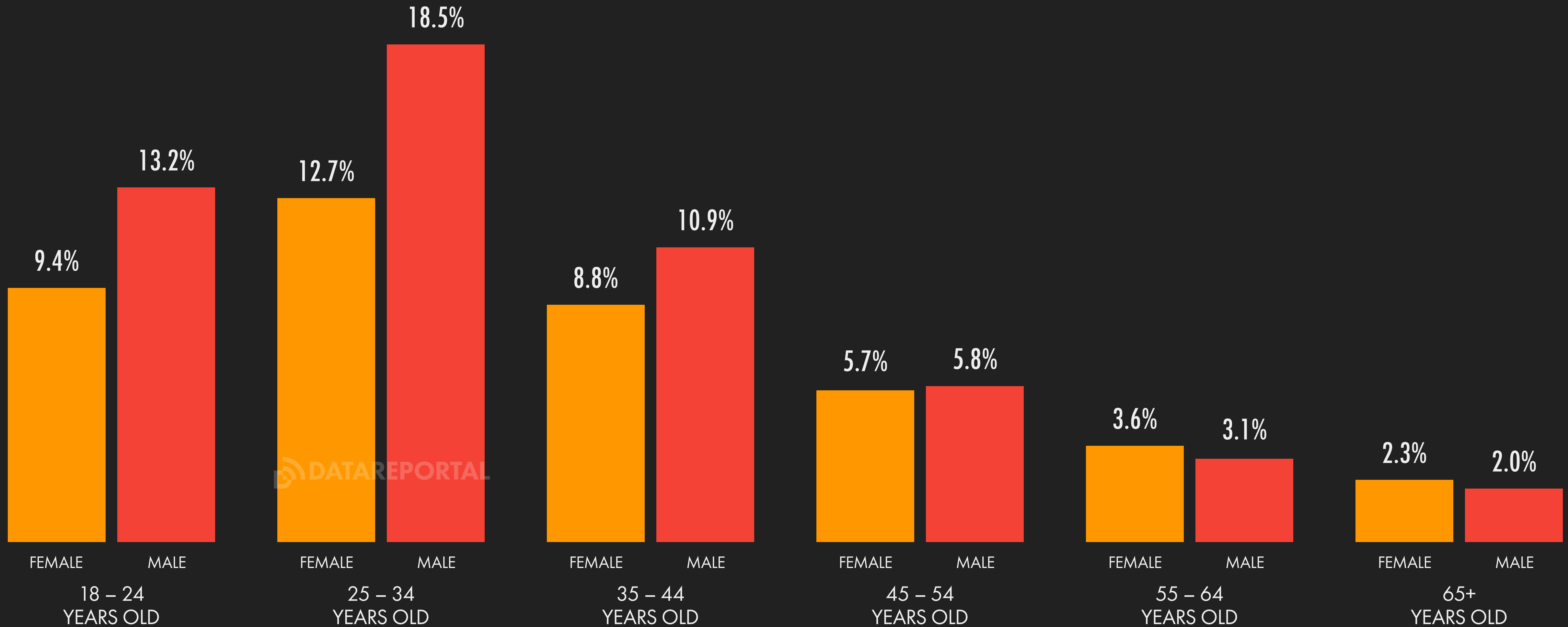
MEDIAN ENGAGEMENT RATES FOR POSTS PUBLISHED BY TIKTOK BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

GLOBAL OVERVIEW

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

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

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

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

6.63%

6.11%

0.09%

0.01%

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FACEBOOK MESSENGER

MESSENGER: ADVERTISING AUDIENCE OVERVIEW

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

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

GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON MESSENGER	MESSENGER AD REACH vs. TOTAL POPULATION	MESSENGER AD REACH vs. TOTAL INTERNET USERS	QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH
1.04 BILLION	**12.8%**	**19.6%**	**-0.2%** -2.0 MILLION	**+6.1%** +60 MILLION

SHARE: FEMALE MESSENGER AD REACH AGED 18+ vs. OVERALL MESSENGER AD REACH AGED 18+	SHARE: MALE MESSENGER AD REACH AGED 18+ vs. OVERALL MESSENGER AD REACH AGED 18+	ADOPTION: OVERALL MESSENGER AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+	ADOPTION: FEMALE MESSENGER AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+	ADOPTION: MALE MESSENGER AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
44.3%	**55.7%**	**17.6%**	**15.4%**	**19.6%**

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MESSENGER: REPORTED ADVERTISING REACH

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

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

GLOBAL OVERVIEW

Date	Reach	Change
OCT 2021	1,089	
JAN 2022	988	-9.3%
APR 2022	1,000	+1.2%
JUL 2022	1,000	≈0%
OCT 2022	976	-2.4%
JAN 2023	931	-4.6%
APR 2023	1,036	+11.2%
JUL 2023	1,038	+0.2%
OCT 2023	1,036	-0.2%

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MESSENGER: ADVERTISING AUDIENCE PROFILE

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

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

GLOBAL OVERVIEW

	18 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD		65+ YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	9.4%	13.2%	12.7%	18.5%	8.8%	10.9%	5.7%	5.8%	3.6%	3.1%	2.3%	2.0%

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MESSENGER ADVERTISING: ADULT REACH RATE

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

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

GLOBAL OVERVIEW

Country	Reach Rate
PHILIPPINES	76.2%
VIETNAM	76.0%
NEW ZEALAND	72.5%
U.A.E.	71.8%
NORWAY	69.6%
DENMARK	68.2%
MEXICO	65.2%
THAILAND	63.8%
HUNGARY	63.6%
SWEDEN	62.0%
PORTUGAL	58.8%
BELGIUM	58.2%
BULGARIA	56.9%
GREECE	55.9%
CHILE	54.4%
COLOMBIA	54.3%
ROMANIA	53.7%
U.K.	52.7%
CZECHIA	52.3%
TAIWAN	52.0%
EGYPT	51.2%
POLAND	51.1%
IRELAND	50.3%
MALAYSIA	47.3%
ISRAEL	46.0%
ARGENTINA	43.9%
SINGAPORE	39.7%
SAUDI ARABIA	37.2%
ITALY	36.0%
BRAZIL	35.5%
NETHERLANDS	32.1%
MOROCCO	32.1%
HONG KONG	31.9%
SWITZERLAND	28.4%
AUSTRIA	27.0%
TURKEY	25.2%
SPAIN	24.2%
GERMANY	20.2%
WORLDWIDE	17.6%
INDONESIA	14.8%
SOUTH AFRICA	14.6%
INDIA	11.8%
KENYA	7.0%
SOUTH KOREA	6.5%
JAPAN	5.7%
GHANA	5.6%
NIGERIA	5.1%
AUSTRALIA *	1.4%
CANADA *	1.3%
FRANCE *	1.3%
U.S.A. *	1.2%
CHINA	0.0%

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

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MESSENGER AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST FACEBOOK MESSENGER ADVERTISING AUDIENCES

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

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	124,400,000	-4.4%
02	MEXICO	62,550,000	+1.4%
03	PHILIPPINES	62,250,000	+4.2%
04	VIETNAM	59,000,000	+0.9%
05	BRAZIL	58,150,000	-4.8%
06	THAILAND	39,600,000	+1.3%
07	EGYPT	38,650,000	+2.9%
08	INDONESIA	29,900,000	+2.4%
09	BANGLADESH	28,850,000	+4.7%
10	UNITED KINGDOM	28,250,000	-1.2%

#	LOCATION	TOTAL REACH	▲QOQ
11	COLOMBIA	22,000,000	+0.7%
12	ITALY	17,950,000	-1.9%
13	ALGERIA	17,300,000	+3.9%
14	IRAQ	17,100,000	+2.7%
15	POLAND	17,050,000	-3.7%
16	TURKEY	15,850,000	-1.6%
17	MYANMAR	15,050,000	+3.1%
18	ARGENTINA	14,900,000	-1.3%
19	PERU	14,300,000	+0.4%
20	GERMANY	14,000,000	-4.1%

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MESSENGER ADULT AD REACH RATE RANKING

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

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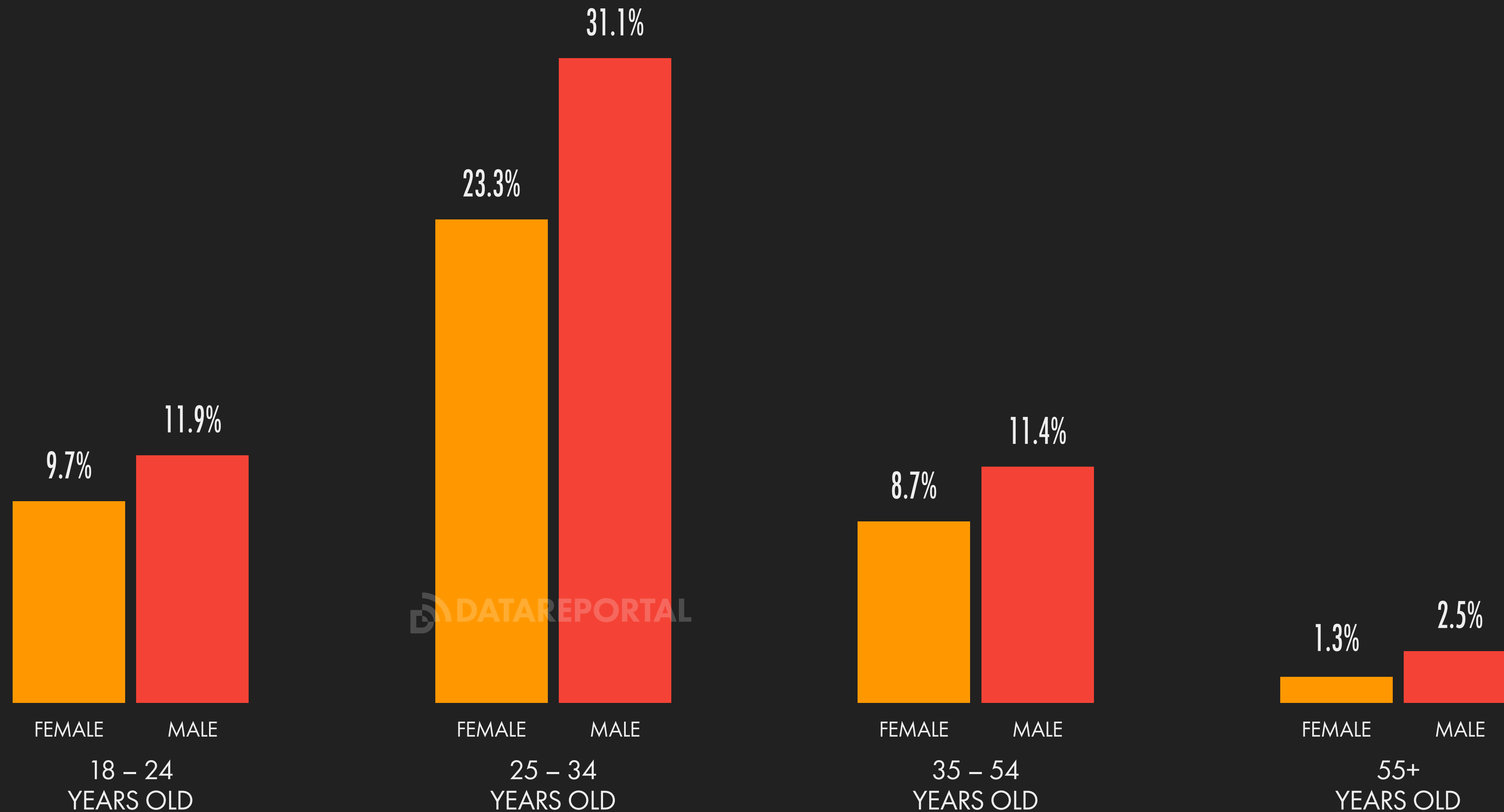
GLOBAL OVERVIEW

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

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LINKEDIN

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

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

GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN	LINKEDIN AD REACH vs. TOTAL POPULATION	LINKEDIN AD REACH vs. TOTAL INTERNET USERS	QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH
989.7 MILLION	12.3%	18.7%	+3.3% +32 MILLION	+15.5% +133 MILLION

SHARE: FEMALE LINKEDIN AD REACH AGED 18+ vs. OVERALL LINKEDIN AD REACH AGED 18+	SHARE: MALE LINKEDIN AD REACH AGED 18+ vs. OVERALL LINKEDIN AD REACH AGED 18+	ADOPTION: OVERALL LINKEDIN AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+	ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+	ADOPTION: MALE LINKEDIN AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
43.4%	56.6%	17.5%	12.1%	15.9%

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LINKEDIN: REPORTED ADVERTISING REACH

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

OCT 2023

GLOBAL OVERVIEW

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

OCT 2021	JAN 2022	APR 2022	JUL 2022	OCT 2022	JAN 2023	APR 2023	JUL 2023	OCT 2023
790.4	808.4	828.1	849.6	857.1	900.2	922.3	958.1	989.7

Change: +2.3% · +2.4% · +2.6% · +0.9% · +5.0% · +2.5% · +3.9% · +3.3%

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LINKEDIN ADVERTISING: ADULT REACH RATE

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

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

Country	Value
U.A.E.	95.3%
U.S.A.	82.6%
SINGAPORE	77.4%
NETHERLANDS	76.7%
IRELAND	74.8%
CANADA	72.8%
U.K.	70.8%
AUSTRALIA	67.4%
DENMARK	67.2%
NEW ZEALAND	66.4%
SWEDEN	60.8%
NORWAY	59.4%
SWITZERLAND	58.1%
PORTUGAL	54.7%
FRANCE	54.6%
BELGIUM	53.4%
CHILE	48.9%
HONG KONG	48.2%
SPAIN	45.6%
ISRAEL	42.0%
BRAZIL	39.7%
ITALY	38.1%
ARGENTINA	36.1%
COLOMBIA	33.6%
SAUDI ARABIA	32.9%
MALAYSIA	30.3%
SOUTH AFRICA	29.8%
AUSTRIA	29.7%
CZECHIA	27.0%
GREECE	26.8%
ROMANIA	25.0%
GERMANY	24.5%
TURKEY	24.1%
MEXICO	23.1%
BULGARIA	21.7%
PHILIPPINES	19.9%
POLAND	18.9%
HUNGARY	18.0%
MOROCCO	17.7%
WORLDWIDE	17.5%
TAIWAN	15.8%
EGYPT	13.4%
KENYA	13.0%
INDONESIA	12.8%
GHANA	12.8%
INDIA	11.0%
VIETNAM	9.8%
SOUTH KOREA	8.8%
THAILAND	8.1%
NIGERIA	7.7%
CHINA	5.2%
JAPAN	3.7%

LINKEDIN AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST LINKEDIN ADVERTISING AUDIENCES

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

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	UNITED STATES OF AMERICA	220,000,000	+4.8%
02	INDIA	110,000,000	[UNCHANGED]
03	BRAZIL	65,000,000	+3.2%
04	CHINA	59,000,000	[N/A]
05	UNITED KINGDOM	38,000,000	+2.7%
06	FRANCE	28,000,000	+3.7%
07	INDONESIA	25,000,000	+4.2%
08	CANADA	23,000,000	+4.5%
09	MEXICO	21,000,000	+5.0%
10	ITALY	19,000,000	+5.6%

#	LOCATION	TOTAL REACH	▲QOQ
11	SPAIN	18,000,000	+5.9%
12	GERMANY	17,000,000	+6.3%
13=	PHILIPPINES	15,000,000	[UNCHANGED]
13=	TURKEY	15,000,000	+7.1%
15	AUSTRALIA	14,000,000	[UNCHANGED]
16	COLOMBIA	13,000,000	[UNCHANGED]
17=	ARGENTINA	12,000,000	[UNCHANGED]
17=	SOUTH AFRICA	12,000,000	[UNCHANGED]
19=	NETHERLANDS	11,000,000	[UNCHANGED]
19=	PAKISTAN	11,000,000	+10.0%

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LINKEDIN ADULT AD REACH RATE RANKING

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

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

GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	BERMUDA	108.2%*	57,000
02	CAYMAN ISLANDS	107.1%*	60,000
03	UNITED ARAB EMIRATES	95.3%	7,500,000
04	U.S. VIRGIN ISLANDS	93.2%	71,000
05	ICELAND	92.2%	270,000
06	ANDORRA	90.3%	61,000
07	UNITED STATES OF AMERICA	82.6%	220,000,000
08	SINGAPORE	77.4%	4,000,000
09	NETHERLANDS	76.7%	11,000,000
10	IRELAND	74.8%	2,900,000

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
11	CANADA	72.8%	23,000,000
12	UNITED KINGDOM	70.8%	38,000,000
13	ARUBA	70.5%	60,000
14	LUXEMBOURG	69.5%	370,000
15	AUSTRALIA	67.4%	14,000,000
16	DENMARK	67.2%	3,200,000
17	NEW ZEALAND	66.4%	2,700,000
18	MALTA	66.4%	300,000
19	GUAM	65.0%	78,000
20	GUERNSEY	64.4%	33,000

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SNAPCHAT

SNAPCHAT DAILY ACTIVE USERS

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

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

Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023
293	306	319	332	347	363	375	383	397
	+4.4%	+4.2%	+4.1%	+4.5%	+4.6%	+3.3%	+2.1%	+3.7%

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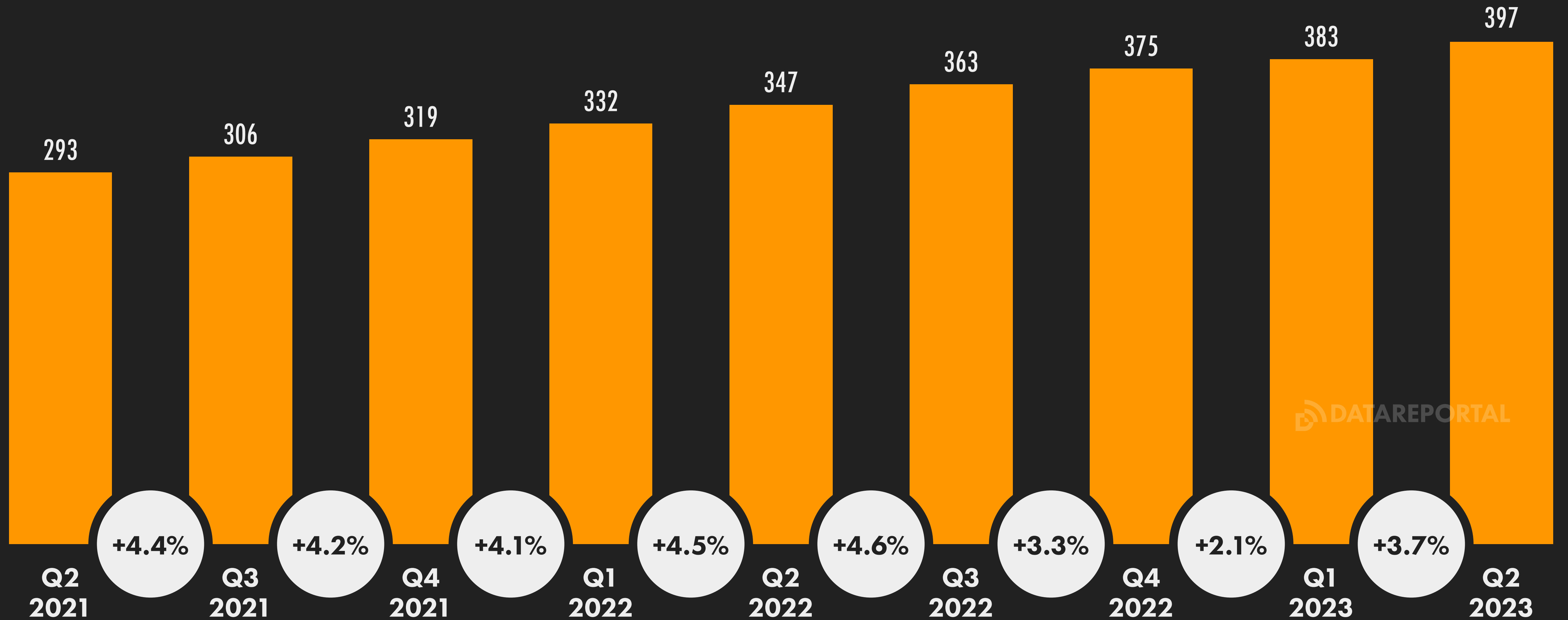
DATAREPORTAL

SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

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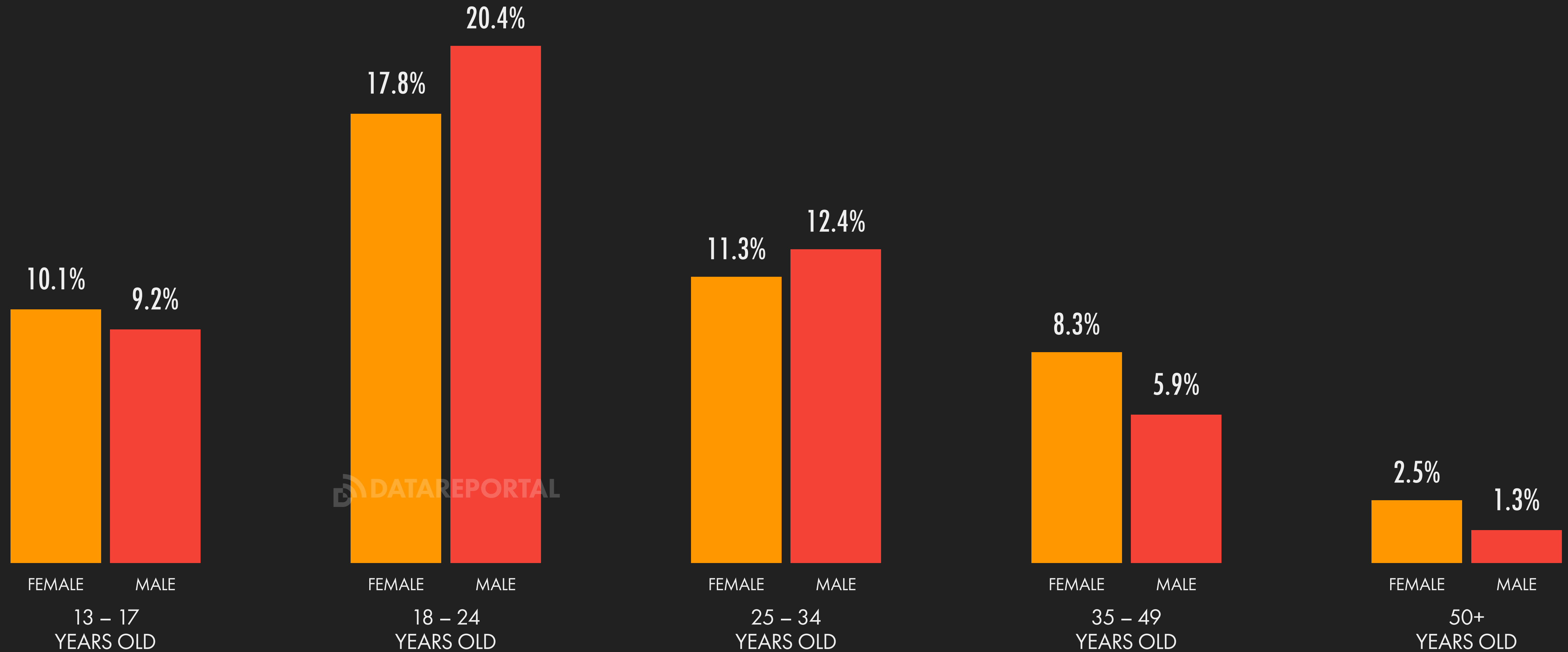
GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT	SNAPCHAT AD REACH vs. TOTAL POPULATION	SNAPCHAT AD REACH vs. TOTAL INTERNET USERS	QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH
676.0 MILLION	8.4%	12.8%	+0.02% +113 THOUSAND	+17.4% +100 MILLION

SHARE: FEMALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+	SHARE: MALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+	ADOPTION: OVERALL SNAPCHAT AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+	ADOPTION: FEMALE SNAPCHAT AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+	ADOPTION: MALE SNAPCHAT AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
49.7%	49.5%	9.7%	9.6%	9.6%

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SNAPCHAT: REPORTED ADVERTISING REACH

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

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

GLOBAL OVERVIEW

Date	Reach	Change
OCT 2021	538.1	
JAN 2022	557.1	+3.5%
APR 2022	589.4	+5.8%
JUL 2022	616.9	+4.7%
OCT 2022	575.7	-6.7%
JAN 2023	634.8	+10.3%
APR 2023	654.4	+3.1%
JUL 2023	675.9	+3.3%
OCT 2023	676.0	+0.02%

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SNAPCHAT: ADVERTISING AUDIENCE PROFILE

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

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

GLOBAL OVERVIEW

	13 – 17 YEARS OLD	18 – 24 YEARS OLD	25 – 34 YEARS OLD	35 – 49 YEARS OLD	50+ YEARS OLD
FEMALE	10.1%	17.8%	11.3%	8.3%	2.5%
MALE	9.2%	20.4%	12.4%	5.9%	1.3%

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SNAPCHAT ADVERTISING: ADULT REACH RATE

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

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

GLOBAL OVERVIEW

Country	Reach Rate
SAUDI ARABIA	75.9%
NORWAY	72.8%
DENMARK	50.9%
U.A.E.	49.1%
FRANCE	47.3%
IRELAND	46.8%
SWEDEN	46.3%
NETHERLANDS	42.9%
BELGIUM	35.3%
U.S.A.	34.5%
U.K.	34.4%
CANADA	31.7%
AUSTRALIA	29.9%
NEW ZEALAND	28.6%
AUSTRIA	27.9%
SWITZERLAND	27.3%
GERMANY	22.3%
MOROCCO	21.2%
TURKEY	19.1%
GREECE	19.0%
ISRAEL	17.9%
EGYPT	17.9%
SINGAPORE	17.8%
MEXICO	14.7%
INDIA	14.5%
POLAND	14.4%
PORTUGAL	14.1%
BULGARIA	13.3%
ROMANIA	13.3%
HUNGARY	13.1%
COLOMBIA	12.3%
SPAIN	11.9%
NIGERIA	11.7%
CZECHIA	11.6%
SOUTH AFRICA	11.3%
WORLDWIDE	9.7%
KENYA	8.3%
HONG KONG	8.0%
ITALY	7.6%
PHILIPPINES	6.8%
RUSSIA	5.1%
MALAYSIA	5.0%
CHILE	4.9%
ARGENTINA	4.9%
BRAZIL	3.5%
INDONESIA	0.9%
THAILAND	0.8%
JAPAN	0.7%

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SNAPCHAT AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST SNAPCHAT ADVERTISING AUDIENCES

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

GLOBAL OVERVIEW

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

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

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SNAPCHAT ADULT AD REACH RATE RANKING

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

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

GLOBAL OVERVIEW

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

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X (TWITTER)

SIGNIFICANT ANOMALIES IN
X (TWITTER)'S PUBLISHED DATA

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

X: ADVERTISING AUDIENCE OVERVIEW

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

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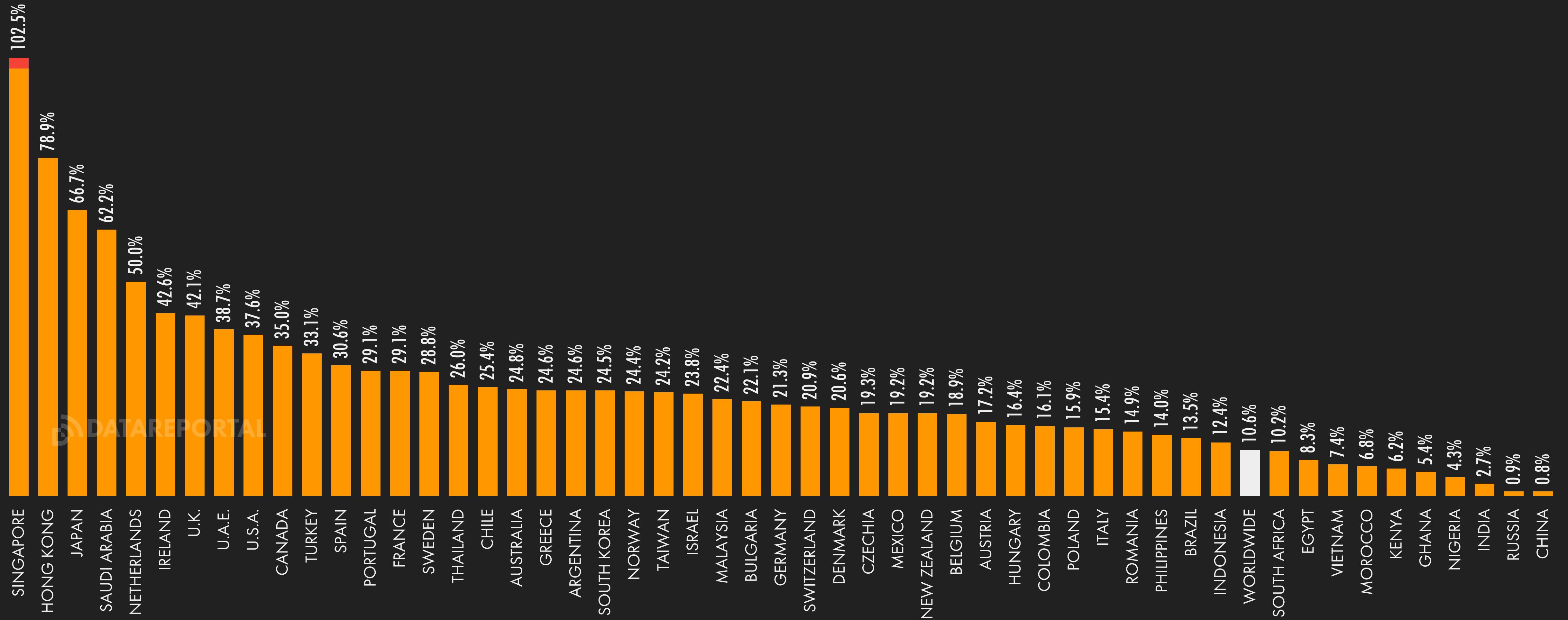
GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON X (TWITTER)	X AD REACH vs. TOTAL POPULATION	QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH
666.2 MILLION	**8.3%**	**+18.1%** +102 MILLION	**+22.4%** +122 MILLION

X AD REACH vs. TOTAL INTERNET USERS	X AD REACH vs. POPULATION AGED 13+	FEMALE X AD REACH vs. TOTAL X AD REACH	MALE X AD REACH vs. TOTAL X AD REACH
12.6%	**10.6%**	**38.8%**	**61.2%**

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X: REPORTED ADVERTISING REACH

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

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

OCT 2021		JAN 2022		APR 2022		JUL 2022		OCT 2022		JAN 2023		APR 2023		JUL 2023		OCT 2023
436.4		436.4		465.1		486.0		544.5		556.0		372.9		564.1		666.2
	-0.0%		+6.6%		+4.5%		+12.0%		+2.1%		-32.9%		+51.3%		+18.1%	

SIGNIFICANT ANOMALIES IN SOURCE DATA (JAN 2023 / APR 2023)
SIGNIFICANT ANOMALIES IN SOURCE DATA (APR 2023 / JUL 2023)
SIGNIFICANT ANOMALIES IN SOURCE DATA (JUL 2023 / OCT 2023)

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X ADVERTISING: 'ELIGIBLE' REACH RATE

OCT 2023

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

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

GLOBAL OVERVIEW

Country	Value
SINGAPORE	102.5%
HONG KONG	78.9%
JAPAN	66.7%
SAUDI ARABIA	62.2%
NETHERLANDS	50.0%
IRELAND	42.6%
U.K.	42.1%
U.A.E.	38.7%
U.S.A.	37.6%
CANADA	35.0%
TURKEY	33.1%
SPAIN	30.6%
PORTUGAL	29.1%
FRANCE	29.1%
SWEDEN	28.8%
THAILAND	26.0%
CHILE	25.4%
AUSTRALIA	24.8%
GREECE	24.6%
ARGENTINA	24.6%
SOUTH KOREA	24.5%
NORWAY	24.4%
TAIWAN	24.2%
ISRAEL	23.8%
MALAYSIA	22.4%
BULGARIA	22.1%
GERMANY	21.3%
SWITZERLAND	20.9%
DENMARK	20.6%
CZECHIA	19.3%
MEXICO	19.2%
NEW ZEALAND	19.2%
BELGIUM	18.9%
AUSTRIA	17.2%
HUNGARY	16.4%
COLOMBIA	16.1%
POLAND	15.9%
ITALY	15.4%
ROMANIA	14.9%
PHILIPPINES	14.0%
BRAZIL	13.5%
INDONESIA	12.4%
WORLDWIDE	10.6%
SOUTH AFRICA	10.2%
EGYPT	8.3%
VIETNAM	7.4%
MOROCCO	6.8%
KENYA	6.2%
GHANA	5.4%
NIGERIA	4.3%
INDIA	2.7%
RUSSIA	0.9%
CHINA	0.8%

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X AD REACH RANKING

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

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

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

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

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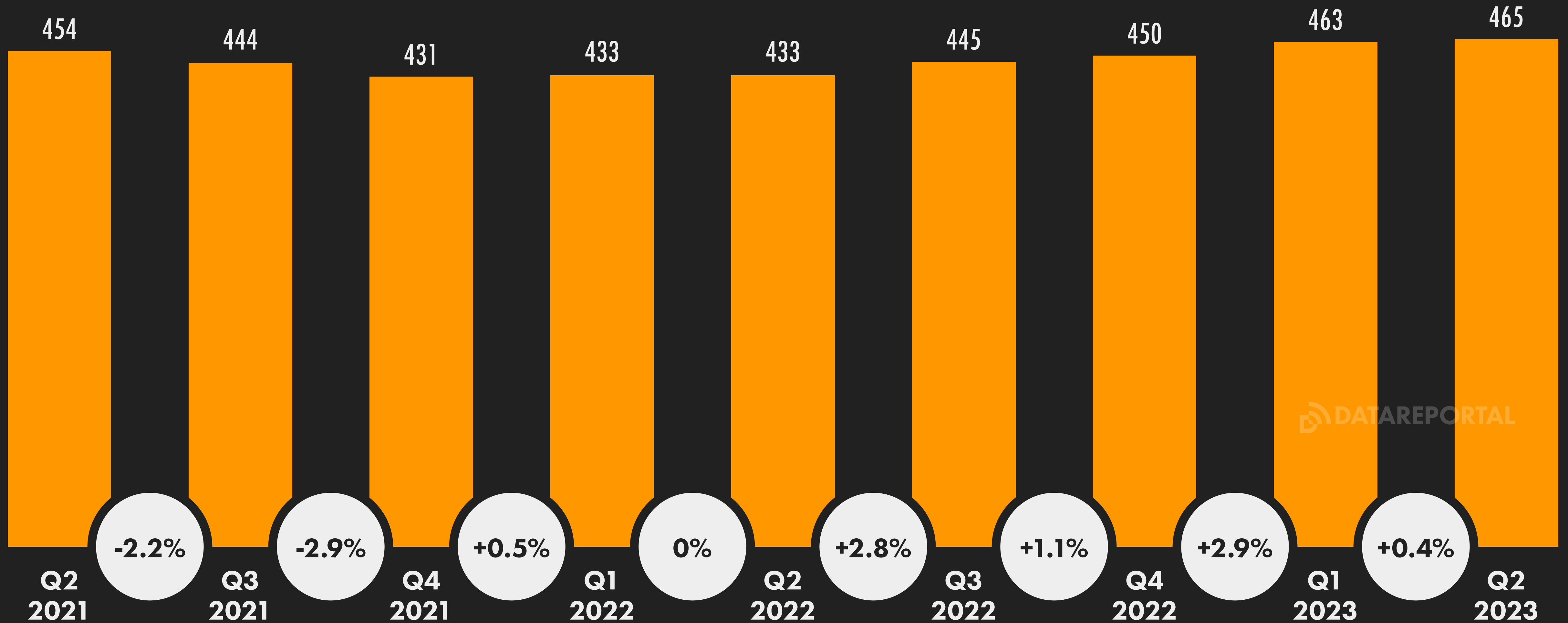
X ELIGIBLE AD REACH RATE RANKING

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

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

GLOBAL OVERVIEW

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

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PINTEREST MONTHLY ACTIVE USERS

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

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

Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023
454	444	431	433	433	445	450	463	465
	-2.2%	-2.9%	+0.5%	0%	+2.8%	+1.1%	+2.9%	+0.4%

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DATAREPORTAL

PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST

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

GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON PINTEREST	PINTEREST AD REACH vs. TOTAL POPULATION	PINTEREST AD REACH vs. TOTAL INTERNET USERS	QUARTER-ON-QUARTER CHANGE IN REPORTED PINTEREST AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED PINTEREST AD REACH
310.1 MILLION	3.8%	5.9%	+5.6% +16 MILLION	+14.5% +39 MILLION

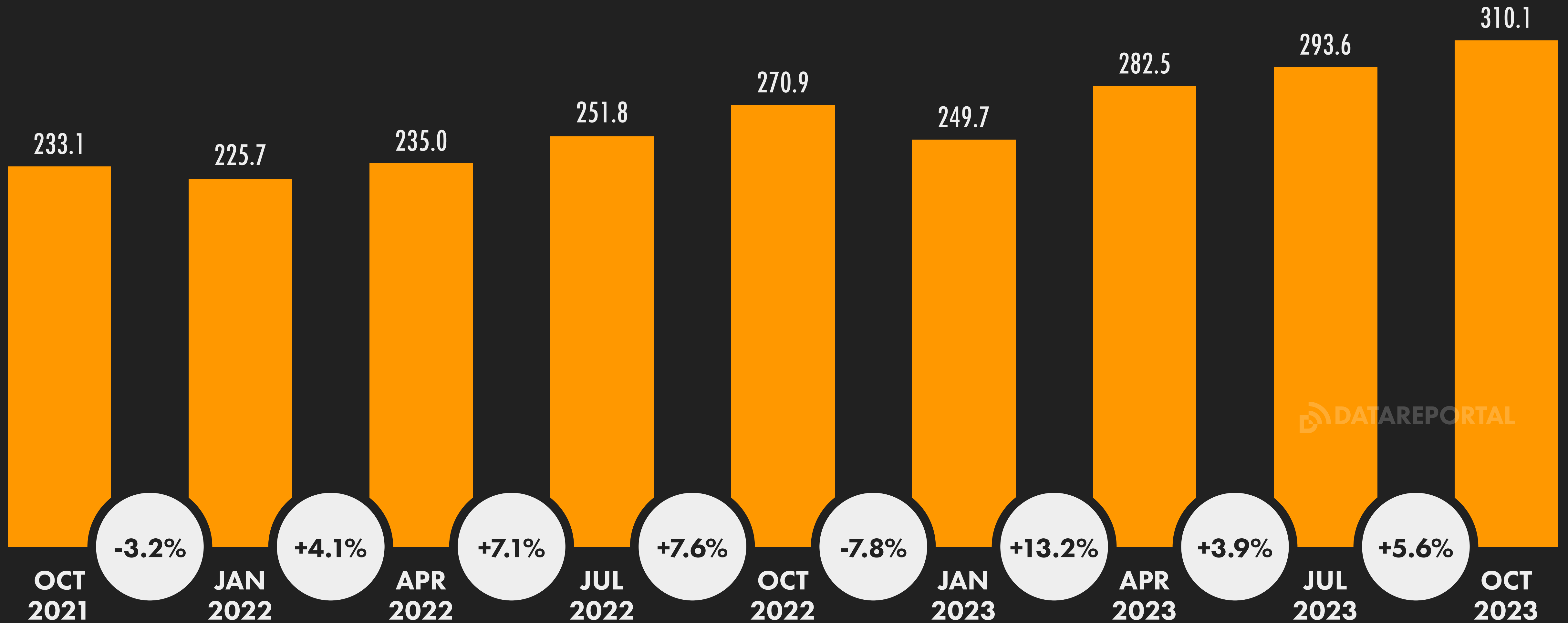| SHARE: FEMALE PINTEREST AD REACH AGED 18+ vs. OVERALL PINTEREST AD REACH AGED 18+	SHARE: MALE PINTEREST AD REACH AGED 18+ vs. OVERALL PINTEREST AD REACH AGED 18+	ADOPTION: OVERALL PINTEREST AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+	ADOPTION: FEMALE PINTEREST AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+	ADOPTION: MALE PINTEREST AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
79.5%	17.0%	5.0%	7.9%	1.7%

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PINTEREST: REPORTED ADVERTISING REACH

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

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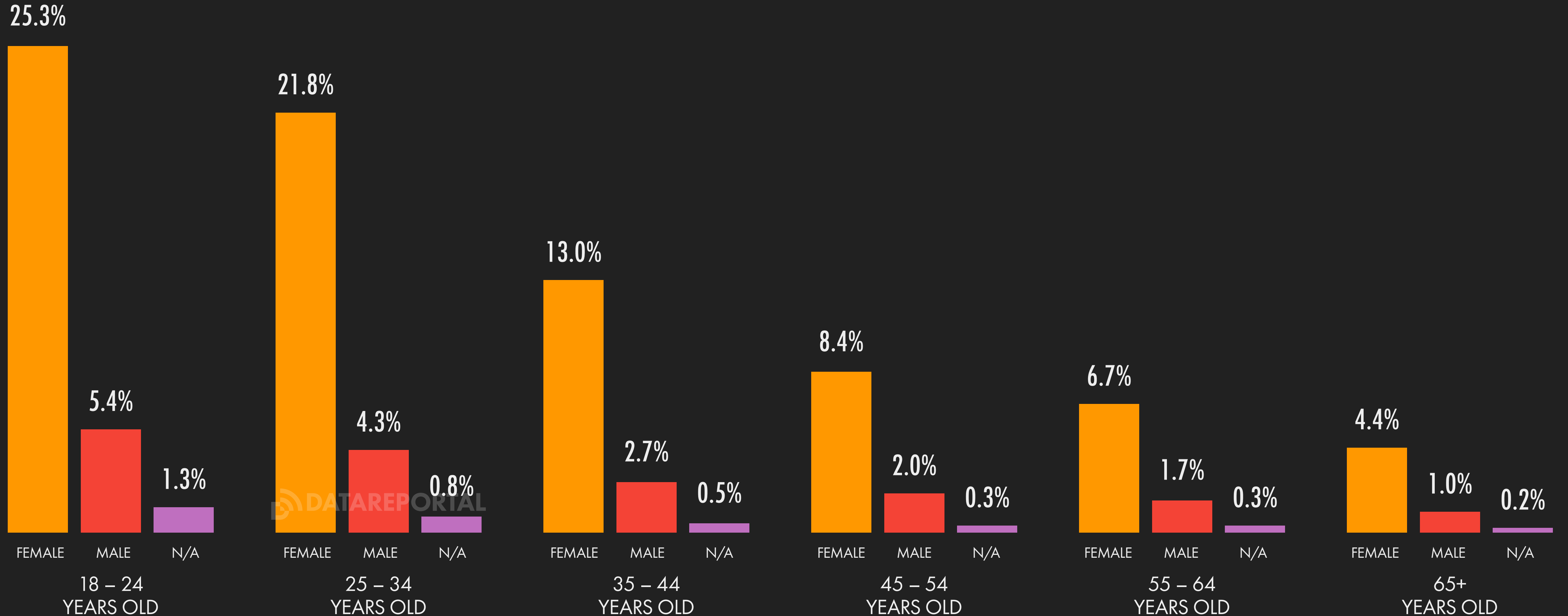
GLOBAL OVERVIEW

Date	Reach	Change
OCT 2021	233.1	
JAN 2022	225.7	-3.2%
APR 2022	235.0	+4.1%
JUL 2022	251.8	+7.1%
OCT 2022	270.9	+7.6%
JAN 2023	249.7	-7.8%
APR 2023	282.5	+13.2%
JUL 2023	293.6	+3.9%
OCT 2023	310.1	+5.6%

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DATAREPORTAL

PINTEREST: ADVERTISING AUDIENCE PROFILE

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

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

GLOBAL OVERVIEW

	18 – 24 YEARS OLD			25 – 34 YEARS OLD			35 – 44 YEARS OLD			45 – 54 YEARS OLD			55 – 64 YEARS OLD			65+ YEARS OLD		
	FEMALE	MALE	N/A	FEMALE	MALE	N/A	FEMALE	MALE	N/A	FEMALE	MALE	N/A	FEMALE	MALE	N/A	FEMALE	MALE	N/A
	25.3%	5.4%	1.3%	21.8%	4.3%	0.8%	13.0%	2.7%	0.5%	8.4%	2.0%	0.3%	6.7%	1.7%	0.3%	4.4%	1.0%	0.2%

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PINTEREST AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST PINTEREST ADVERTISING AUDIENCES

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

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	UNITED STATES OF AMERICA	98,550,000	+5.6%
02	BRAZIL	40,115,000	+16.1%
03	MEXICO	28,265,000	+6.8%
04	GERMANY	16,865,000	-1.6%
05=	ARGENTINA	11,765,000	+14.6%
05=	FRANCE	11,765,000	-4.6%
07	CANADA	10,765,000	+19.5%
08	UNITED KINGDOM	10,115,000	-2.7%
09	COLOMBIA	9,815,000	+24.7%
10	ITALY	9,165,000	-0.3%
11	SPAIN	8,200,000	+5.7%

#	LOCATION	TOTAL REACH	▲QOQ
12	JAPAN	7,685,000	-1.8%
13	POLAND	6,260,000	-2.2%
14	CHILE	5,425,000	+8.1%
15	AUSTRALIA	4,920,000	+4.0%
16	NETHERLANDS	4,515,000	-11.1%
17	BELGIUM	2,520,000	-1.6%
18	ROMANIA	2,435,000	+1.9%
19	PORTUGAL	2,305,000	+0.4%
20=	GREECE	2,025,000	-7.7%
20=	HUNGARY	2,025,000	-0.52%
22	CZECHIA	1,975,000	+4.14%

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PINTEREST ELIGIBLE AD REACH RATE RANKING

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

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

GLOBAL OVERVIEW

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

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OTHER SOCIAL PLATFORMS

WHATSAPP OVERVIEW

ESSENTIAL HEADLINES FOR WHATSAPP USE

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

GLOBAL OVERVIEW

GLOBAL MONTHLY ACTIVE WHATSAPP USERS	MONTHLY ACTIVE WHATSAPP USERS vs. TOTAL POPULATION	MONTHLY ACTIVE WHATSAPP USERS vs. POPULATION AGED 13+	FEMALE USERS AS A PERCENTAGE OF TOTAL USERS	MALE USERS AS A PERCENTAGE OF TOTAL USERS
KEPIOS	Meltwater	we are social	GWI.	
2 BILLION	**24.8%**	**31.7%**	**47.1%**	**52.8%**

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WECHAT OVERVIEW

ESSENTIAL HEADLINES FOR WECHAT AND WEIXIN USE

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

GLOBAL OVERVIEW

COMBINED GLOBAL MONTHLY ACTIVE USERS OF WECHAT AND WEIXIN	MONTHLY ACTIVE WECHAT AND WEIXIN USERS vs. TOTAL POPULATION	MONTHLY ACTIVE WECHAT AND WEIXIN USERS vs. POPULATION AGED 13+	FEMALE USERS AS A PERCENTAGE OF TOTAL USERS	MALE USERS AS A PERCENTAGE OF TOTAL USERS
1.33 BILLION	**16.5%**	**21.1%**	**47.8%**	**52.2%**

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TELEGRAM OVERVIEW

ESSENTIAL HEADLINES FOR TELEGRAM USE

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

GLOBAL MONTHLY ACTIVE TELEGRAM USERS	MONTHLY ACTIVE TELEGRAM USERS vs. TOTAL POPULATION	MONTHLY ACTIVE TELEGRAM USERS vs. POPULATION AGED 16+	FEMALE USERS AS A PERCENTAGE OF TOTAL USERS	MALE USERS AS A PERCENTAGE OF TOTAL USERS
800 MILLION	9.9%	13.5%	42.0%	58.0%

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DOUYIN OVERVIEW

ESSENTIAL HEADLINES FOR DOUYIN USE

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

GLOBAL OVERVIEW

DAILY ACTIVE DOUYIN USERS

DAILY ACTIVE DOUYIN USERS vs. TOTAL POPULATION

FEMALE USERS AS A PERCENTAGE OF TOTAL USERS

MALE USERS AS A PERCENTAGE OF TOTAL USERS

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743.0
MILLION

9.2%

48.4%

51.6%

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SINA WEIBO OVERVIEW

ESSENTIAL HEADLINES FOR SINA WEIBO USE

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

MONTHLY ACTIVE SINA WEIBO USERS	MONTHLY ACTIVE SINA WEIBO USERS vs. TOTAL POPULATION	MONTHLY ACTIVE SINA WEIBO USERS vs. POPULATION AGED 14+	FEMALE USERS AS A PERCENTAGE OF TOTAL USERS	MALE USERS AS A PERCENTAGE OF TOTAL USERS
599 MILLION	7.4%	9.7%	49.6%	50.4%

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QUORA OVERVIEW

ESSENTIAL HEADLINES FOR QUORA USE

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

GLOBAL OVERVIEW

MONTHLY ACTIVE QUORA USERS	MONTHLY ACTIVE QUORA USERS vs. TOTAL POPULATION	MONTHLY ACTIVE QUORA USERS vs. POPULATION AGED 13+	FEMALE USERS AS A PERCENTAGE OF TOTAL USERS	MALE USERS AS A PERCENTAGE OF TOTAL USERS
400 MILLION	5.0%	6.3%	43.2%	56.5%

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REDDIT OVERVIEW

ESSENTIAL HEADLINES FOR REDDIT USE

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

GLOBAL OVERVIEW

DAILY ACTIVE REDDIT USERS	DAILY ACTIVE REDDIT USERS vs. TOTAL POPULATION	DAILY ACTIVE REDDIT USERS vs. POPULATION AGED 13+	FEMALE USERS AS A PERCENTAGE OF TOTAL USERS	MALE USERS AS A PERCENTAGE OF TOTAL USERS
57 MILLION	0.7%	0.9%	35.6%	63.1%

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MOBILE

UNIQUE MOBILE SUBSCRIBERS OVER TIME

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

GLOBAL OVERVIEW
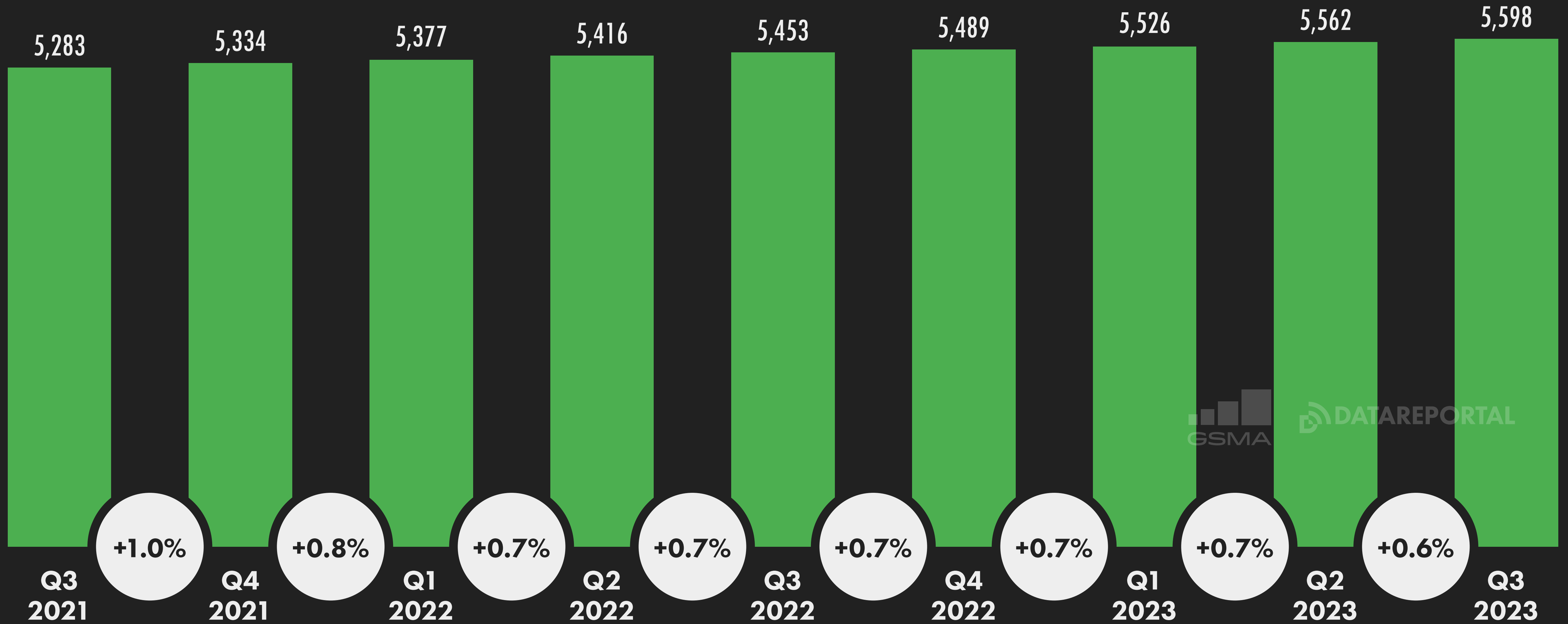
Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023
5,283	5,334	5,377	5,416	5,453	5,489	5,526	5,562	5,598
	+1.0%	+0.8%	+0.7%	+0.7%	+0.7%	+0.7%	+0.7%	+0.6%

SOURCE: GSMA INTELLIGENCE. COMPARABILITY: BASE CHANGES. FIGURES MAY NOT CORRELATE WITH THOSE PUBLISHED IN OUR PREVIOUS REPORTS.

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CONNECTED MOBILE DEVICES

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

SHARE OF CONNECTIONS ASSOCIATED WITH SMARTPHONES

SHARE OF CONNECTIONS ASSOCIATED WITH FEATURE PHONES

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

79.4%

6.7 BILLION CONNECTIONS

15.5%

1.3 BILLION CONNECTIONS

5.1%

431 MILLION CONNECTIONS

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CELLULAR DATA TRAFFIC

OCT 2023

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

GLOBAL OVERVIEW

MONTHLY CELLULAR DATA CONSUMED BY THE AVERAGE SMARTPHONE WORLDWIDE: **20.4GB**

Quarter	Value
Q1 2017	9.68
Q2 2017	10.63
Q3 2017	11.69
Q4 2017	13.60
Q1 2018	15.94
Q2 2018	18.37
Q3 2018	21.78
Q4 2018	26.54
Q1 2019	29.02
Q2 2019	32.66
Q3 2019	36.49
Q4 2019	39.56
Q1 2020	45.16
Q2 2020	50.03
Q3 2020	54.79
Q4 2020	58.44
Q1 2021	66.14
Q2 2021	72.20
Q3 2021	77.81
Q4 2021	84.16
Q1 2022	92.75
Q2 2022	100.42
Q3 2022	107.58
Q4 2022	118.21
Q1 2023	126.00
Q2 2023	133.86

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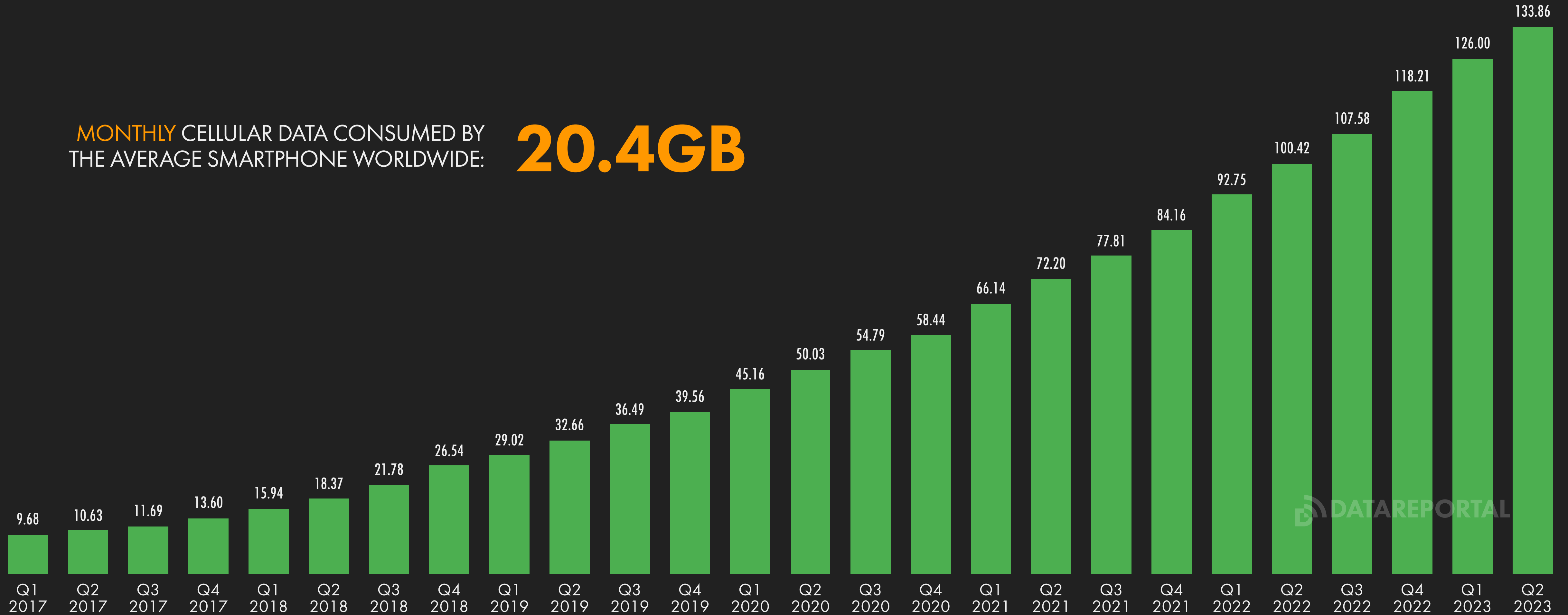
SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

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

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
69.74%	**29.58%**	**0.36%**	**0.10%**	**0.22%**
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-2.5% (-181 BPS)	**+6.4% (+178 BPS)**	**-5.3% (-2 BPS)**	**+150% (+6 BPS)**	**-4.3% (-1.0 BPS)**

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MOBILE VIDEO CALLING

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

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

GLOBAL OVERVIEW

Country	Percentage
PHILIPPINES	53.5%
NIGERIA	53.0%
SOUTH AFRICA	51.4%
NEW ZEALAND	43.6%
U.S.A.	42.5%
U.A.E.	42.3%
KENYA	41.2%
COLOMBIA	41.0%
INDIA	40.8%
VIETNAM	40.7%
IRELAND	40.3%
AUSTRALIA	39.1%
BRAZIL	38.1%
CANADA	38.1%
TURKEY	37.1%
PORTUGAL	36.8%
CHILE	36.7%
U.K.	36.7%
GHANA	36.5%
INDONESIA	36.4%
SWEDEN	35.9%
WORLDWIDE	35.0%
SAUDI ARABIA	35.0%
MEXICO	34.4%
GREECE	34.1%
EGYPT	34.0%
CHINA	33.5%
SWITZERLAND	33.3%
ROMANIA	31.5%
MALAYSIA	31.4%
DENMARK	31.2%
FRANCE	30.3%
NORWAY	30.3%
SPAIN	30.1%
GERMANY	27.8%
SINGAPORE	27.2%
THAILAND	27.2%
AUSTRIA	26.9%
ISRAEL	26.8%
ARGENTINA	26.6%
NETHERLANDS	25.7%
BELGIUM	25.1%
ITALY	24.9%
HONG KONG	23.0%
TAIWAN	21.8%
BULGARIA	20.9%
HUNGARY	18.9%
POLAND	18.8%
RUSSIA	18.0%
SOUTH KOREA	17.3%
CZECHIA	16.1%
MOROCCO	11.6%
JAPAN	9.4%

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MOBILE VIDEO CALLING

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

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

GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	41.5%	33.7%	39.5%	35.0%	36.7%	35.8%	33.3%	30.5%	28.3%	26.8%

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MOBILE APP RANKINGS

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

GLOBAL OVERVIEW

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

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BREAKOUT MOBILE APPS

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

GLOBAL OVERVIEW

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

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MOBILE GAME RANKINGS

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

GLOBAL OVERVIEW

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

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BREAKOUT MOBILE GAMES

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

GLOBAL OVERVIEW

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

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ECOMMERCE

WEEKLY ONLINE SHOPPING ACTIVITIES

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

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

GLOBAL OVERVIEW

PURCHASED A PRODUCT OR SERVICE ONLINE	ORDERED GROCERIES VIA AN ONLINE STORE	BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE	USED AN ONLINE PRICE COMPARISON SERVICE	USED A BUY NOW, PAY LATER SERVICE
56.5%	**27.9%**	**12.4%**	**21.2%**	**16.0%**
YOY: -2.9% (-170 BPS)	YOY: -3.5% (-100 BPS)	YOY: -13.3% (-190 BPS)	YOY: -13.1% (-320 BPS)	YOY: -11.1% (-200 BPS)

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WEEKLY ONLINE PURCHASES

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

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

GLOBAL OVERVIEW

Country	%
SOUTH KOREA	66.0%
U.A.E.	65.1%
THAILAND	64.7%
TURKEY	64.2%
CHINA	62.2%
GREECE	61.5%
MEXICO	61.3%
U.K.	61.2%
INDONESIA	60.4%
MALAYSIA	59.9%
U.S.A.	59.9%
INDIA	59.8%
SINGAPORE	58.2%
POLAND	57.9%
TAIWAN	57.8%
PHILIPPINES	57.3%
BRAZIL	56.9%
WORLDWIDE	56.5%
VIETNAM	55.7%
CHILE	55.2%
AUSTRALIA	55.0%
IRELAND	53.9%
NETHERLANDS	53.7%
CZECHIA	53.2%
SAUDI ARABIA	53.2%
CANADA	52.9%
SWEDEN	52.0%
SPAIN	51.8%
NEW ZEALAND	51.5%
FRANCE	51.4%
ARGENTINA	50.9%
ISRAEL	50.9%
HONG KONG	50.4%
NORWAY	48.4%
COLOMBIA	47.8%
ITALY	47.8%
SOUTH AFRICA	47.6%
RUSSIA	46.5%
ROMANIA	46.4%
PORTUGAL	45.9%
BULGARIA	45.0%
HUNGARY	43.8%
JAPAN	43.2%
GERMANY	42.9%
BELGIUM	42.2%
SWITZERLAND	41.9%
DENMARK	41.4%
NIGERIA	37.8%
AUSTRIA	37.7%
KENYA	36.5%
EGYPT	35.5%
GHANA	28.6%
MOROCCO	17.3%

253

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WEEKLY ONLINE PURCHASES

OCT 2023

PERCENTAGE OF INTERNET USERS WHO BUY SOMETHING ONLINE EACH WEEK

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

GLOBAL OVERVIEW

	FEMALE	MALE
16 – 24 YEARS OLD	54.8%	49.2%
25 – 34 YEARS OLD	62.0%	55.0%
35 – 44 YEARS OLD	62.8%	58.5%
45 – 54 YEARS OLD	58.6%	55.3%
55 – 64 YEARS OLD	54.4%	52.9%

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ONLINE PURCHASE DRIVERS

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

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

GLOBAL OVERVIEW

Factor	Percentage
FREE DELIVERY	45.0%
COUPONS AND DISCOUNTS	33.5%
CUSTOMER REVIEWS	26.5%
NEXT-DAY DELIVERY	25.9%
SIMPLE ONLINE CHECKOUT	24.0%
LOYALTY POINTS	22.8%
SOCIAL LIKES & COMMENTS	17.5%
CASH ON DELIVERY	14.5%
ECO-FRIENDLY CREDENTIALS	14.2%
CLICK AND COLLECT	13.1%
INTEREST-FREE PAYMENTS	12.7%
GUEST CHECKOUT	11.2%
LIVE-CHAT BOX	10.5%
SOCIAL BUY BUTTONS	10.5%
EXCLUSIVE CONTENT OR SERVICES	9.8%

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ONLINE PURCHASE DRIVERS BY AGE

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

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

GLOBAL OVERVIEW

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

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MOST USED MOBILE SHOPPING APPS

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

GLOBAL OVERVIEW

#	SHOPPING APP	COMPANY
01	AMAZON	AMAZON
02	SHOPEE	SEA
03	FLIPKART	WALMART
04	SHEIN	SHEIN
05	LAZADA	ALIBABA
06	MEESHO	MEESHO
07	ALIEXPRESS	ALIBABA
08	MERCADO LIBRE	MERCADO LIBRE
09	TEMU	TEMU
10	MYNTRA	MYNTRA

#	SHOPPING APP	COMPANY
11	EBAY	EBAY
12	AJIO SHOPPING APP	RELIANCE INDUSTRIES
13	TOKOPEDIA	GOTO GROUP
14	SHOPSY	WALMART
15	WALMART	WALMART
16	WILDBERRIES	WILDBERRIES
17	LIDL PLUS	SCHWARZ GRUPPE
18	OZON	OZON
19	OLX	SOBEK AUTO
20	AVITO	KISMET CAPITAL GROUP

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WEEKLY ONLINE GROCERY PURCHASES

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

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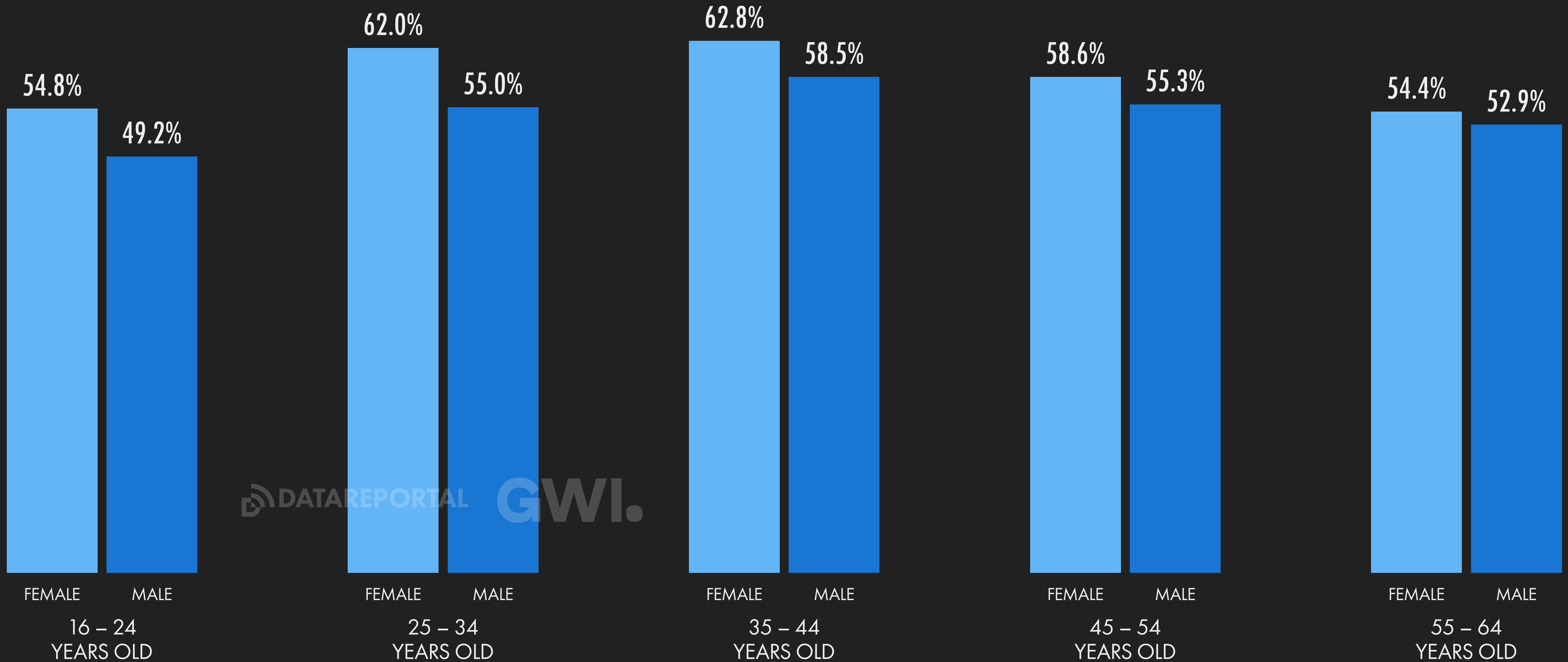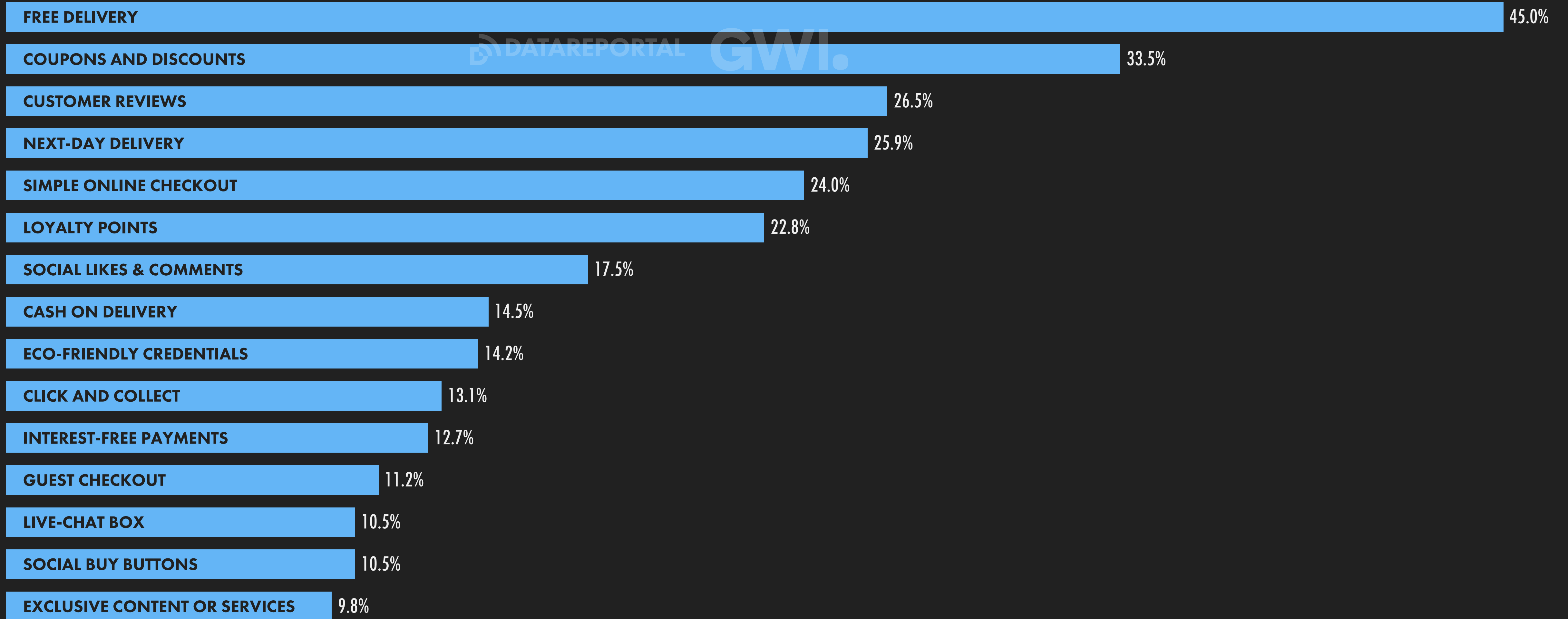
GLOBAL OVERVIEW

Country	Percentage
SOUTH KOREA	44.7%
TURKEY	41.6%
THAILAND	41.3%
U.A.E.	38.7%
INDIA	36.3%
INDONESIA	35.8%
GREECE	34.4%
MEXICO	34.3%
CHINA	31.1%
CHILE	30.0%
SAUDI ARABIA	28.1%
WORLDWIDE	27.9%
TAIWAN	27.7%
SINGAPORE	27.0%
U.K.	26.7%
U.S.A.	26.0%
MALAYSIA	25.9%
BRAZIL	25.8%
SOUTH AFRICA	25.1%
ARGENTINA	24.7%
COLOMBIA	24.0%
AUSTRALIA	23.9%
VIETNAM	22.2%
FRANCE	22.0%
NETHERLANDS	21.1%
HONG KONG	20.5%
NEW ZEALAND	20.2%
EGYPT	19.9%
ISRAEL	19.2%
PHILIPPINES	18.0%
RUSSIA	18.0%
CANADA	17.3%
SPAIN	17.3%
NIGERIA	17.2%
SWEDEN	17.1%
POLAND	16.8%
ROMANIA	16.7%
GERMANY	16.5%
SWITZERLAND	14.9%
BULGARIA	14.8%
IRELAND	14.8%
HUNGARY	14.5%
CZECHIA	14.4%
AUSTRIA	13.5%
JAPAN	13.3%
BELGIUM	13.0%
GHANA	13.0%
ITALY	11.8%
PORTUGAL	11.7%
DENMARK	10.8%
NORWAY	10.1%
KENYA	9.7%
MOROCCO	5.3%

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WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF INTERNET USERS WHO BUY GROCERIES ONLINE EACH WEEK

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

GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	26.9%	22.9%	33.2%	27.3%	33.3%	29.2%	29.9%	25.5%	25.3%	22.2%

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DIGITAL CONTENT PURCHASES

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

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

GLOBAL OVERVIEW

Country	Percentage
MEXICO	78.1%
NORWAY	77.9%
U.S.A.	74.5%
BRAZIL	74.1%
CHINA	73.9%
AUSTRALIA	73.5%
U.A.E.	73.3%
SWEDEN	73.0%
INDIA	72.7%
VIETNAM	72.6%
IRELAND	72.1%
ARGENTINA	71.6%
GERMANY	71.3%
DENMARK	70.9%
CHILE	70.7%
SOUTH AFRICA	70.7%
KENYA	70.2%
NETHERLANDS	70.2%
NEW ZEALAND	70.2%
CANADA	68.7%
WORLDWIDE	67.7%
U.K.	67.1%
AUSTRIA	66.8%
SAUDI ARABIA	66.3%
TURKEY	66.0%
INDONESIA	64.9%
THAILAND	64.8%
COLOMBIA	64.5%
SPAIN	64.3%
SWITZERLAND	64.0%
PHILIPPINES	63.1%
SINGAPORE	62.6%
MALAYSIA	61.9%
TAIWAN	60.5%
POLAND	60.2%
HONG KONG	60.0%
ITALY	59.0%
FRANCE	58.6%
SOUTH KOREA	57.4%
NIGERIA	56.3%
ISRAEL	55.0%
PORTUGAL	54.4%
BELGIUM	53.9%
EGYPT	53.0%
MOROCCO	51.2%
HUNGARY	50.3%
ROMANIA	49.4%
CZECHIA	47.3%
GHANA	45.6%
GREECE	45.5%
JAPAN	40.1%
BULGARIA	39.6%
RUSSIA	29.6%

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DIGITAL CONTENT PURCHASES

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

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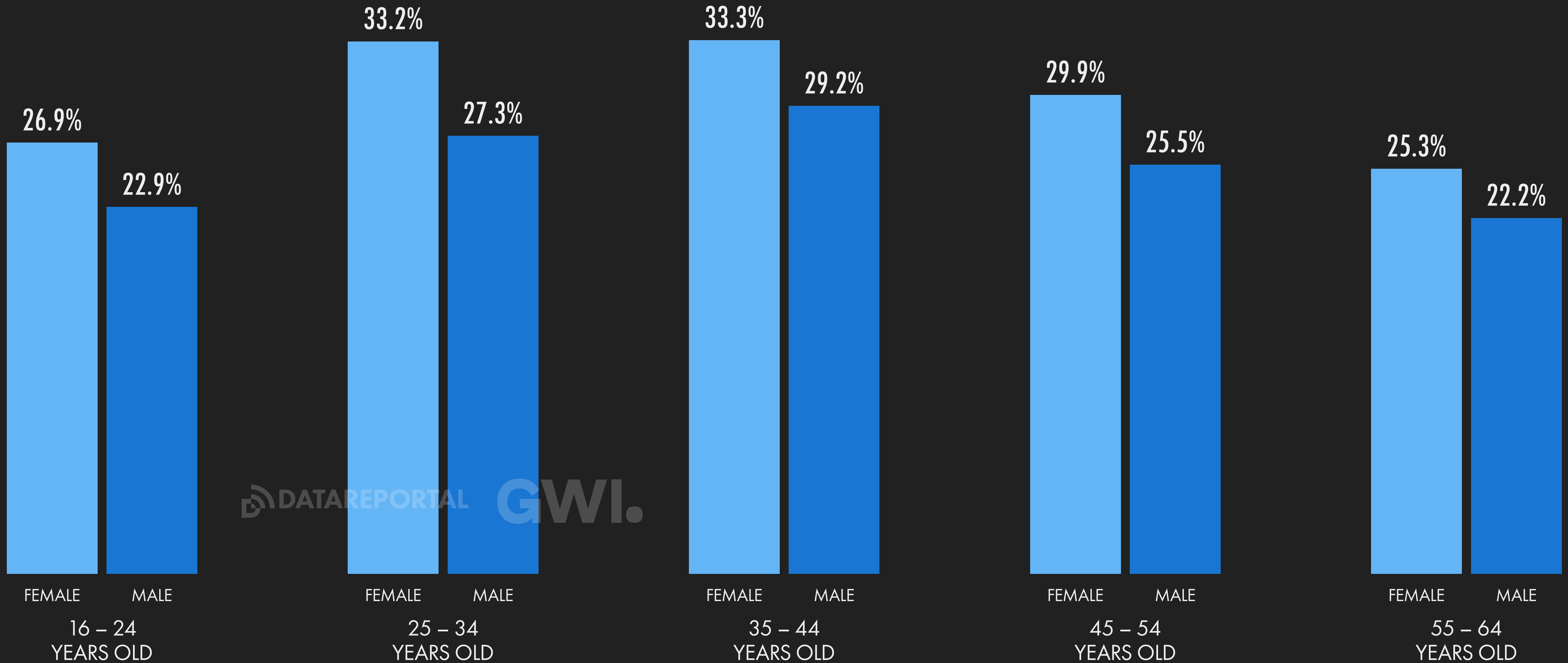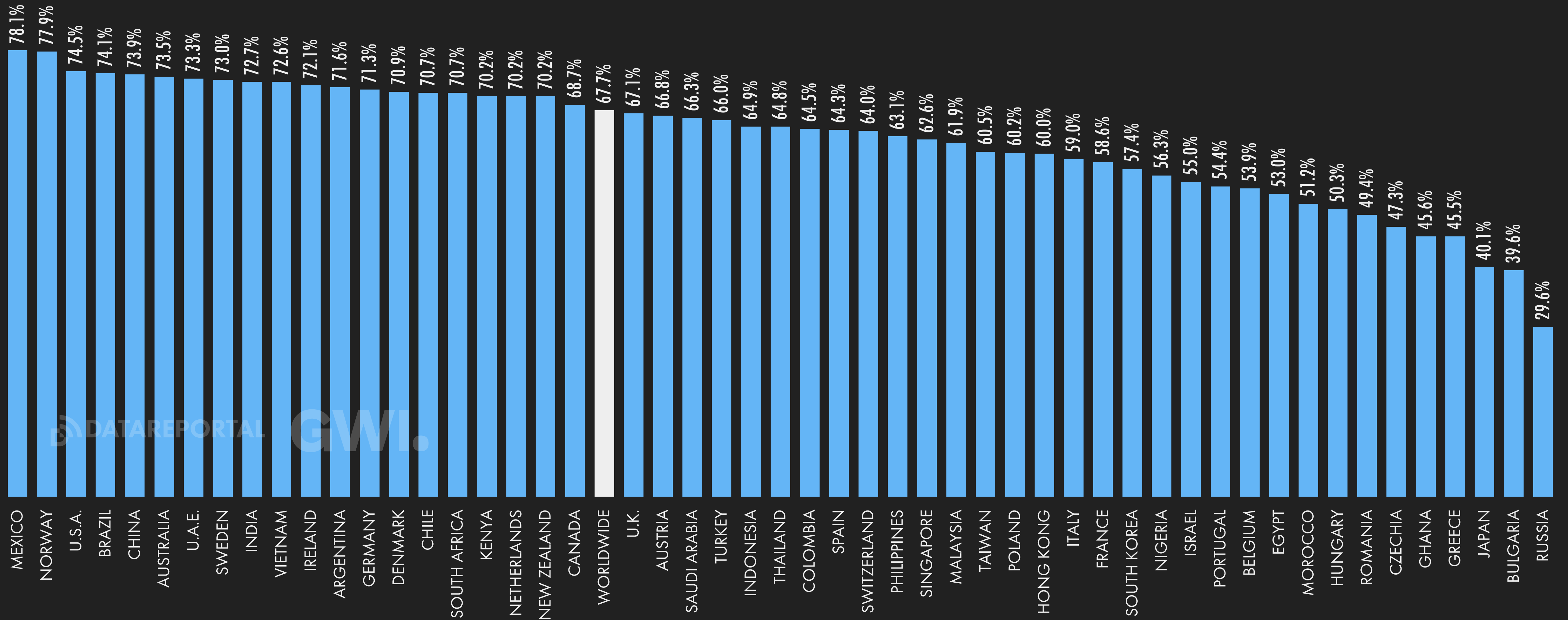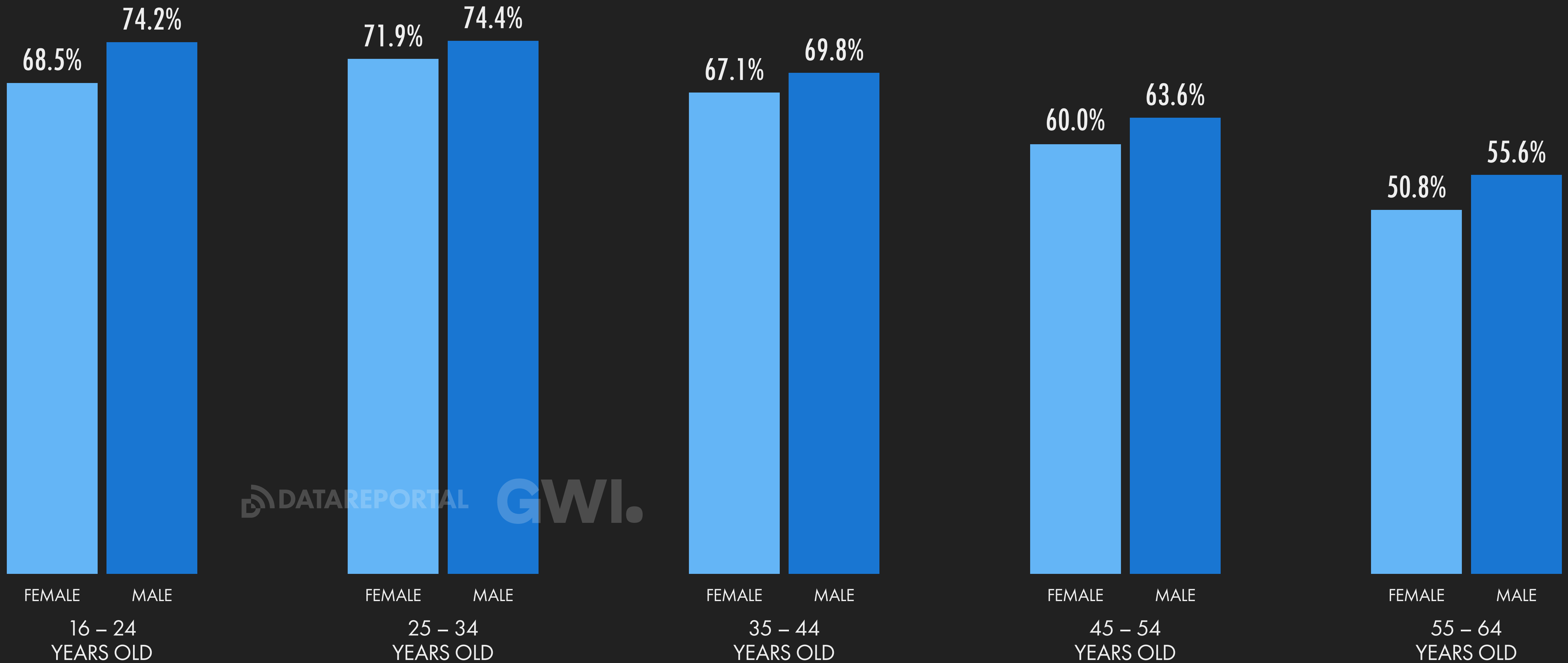
GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	68.5%	74.2%	71.9%	74.4%	67.1%	69.8%	60.0%	63.6%	50.8%	55.6%

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

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DIGITAL CONTENT PURCHASES

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

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

GLOBAL OVERVIEW

Type	Percentage
MOVIE OR TV STREAMING SERVICE	31.4%
MUSIC STREAMING SERVICE	23.7%
MUSIC DOWNLOAD	16.6%
MOBILE APP	16.3%
MOVIE OR TV DOWNLOAD	14.8%
MOBILE GAME	14.6%
STUDY PROGRAMS AND LEARNING MATERIALS	11.5%
E-BOOK	10.3%
IN-APP PURCHASES	9.4%
NEWS SERVICE	9.3%
SOFTWARE PACKAGE	8.2%
PREMIUM WEB SERVICE	8.1%
ONLINE MAGAZINE SUBSCRIPTION	6.9%
DIGITAL GIFTS	6.7%
DATING SERVICE	5.2%

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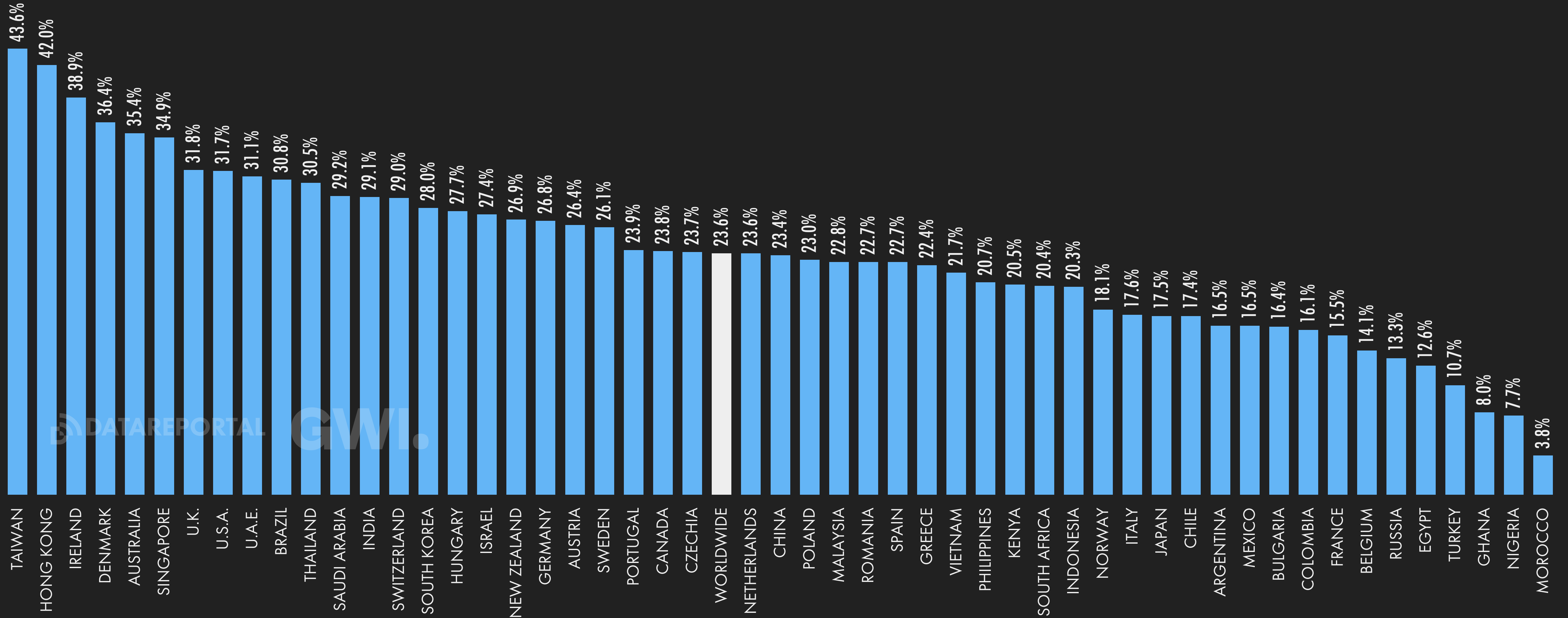Meltwater
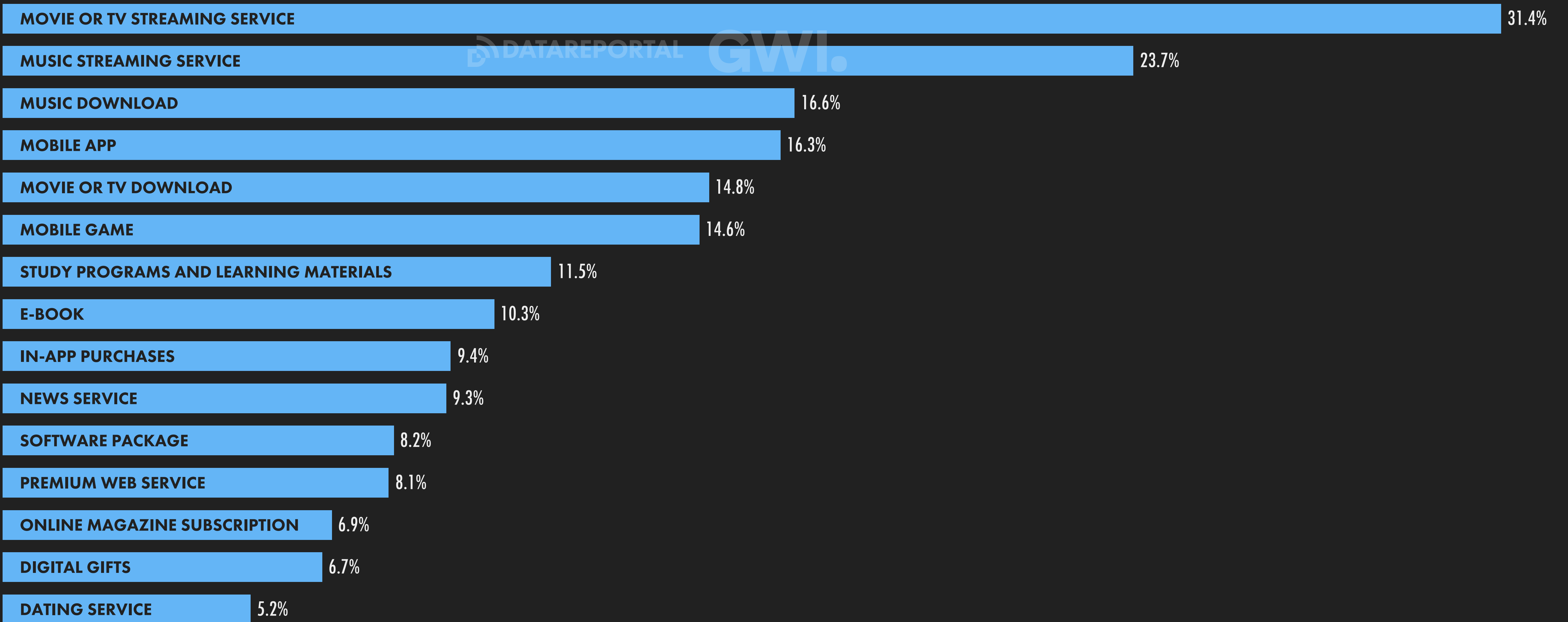
USE OF MOBILE PAYMENT SERVICES

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

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

GLOBAL OVERVIEW

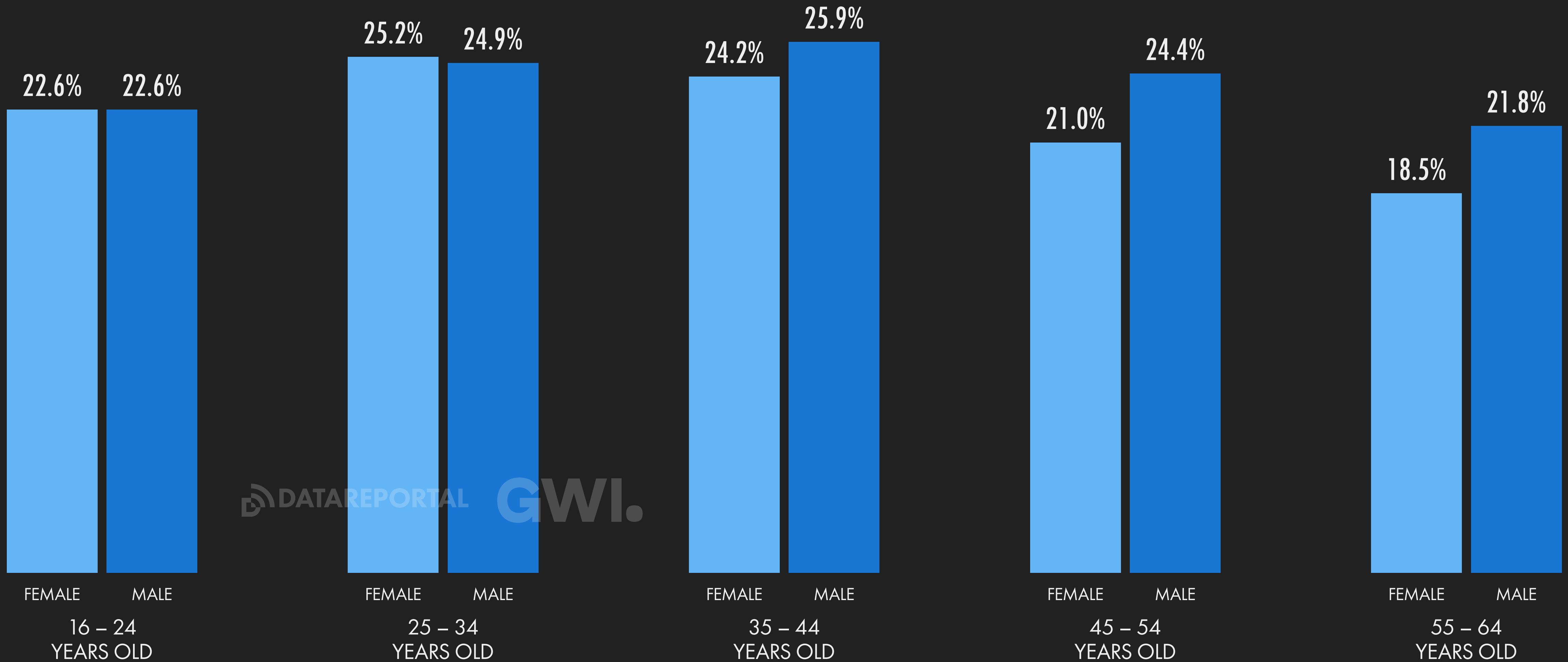| Country	%
TAIWAN	43.6%
HONG KONG	42.0%
IRELAND	38.9%
DENMARK	36.4%
AUSTRALIA	35.4%
SINGAPORE	34.9%
U.K.	31.8%
U.S.A.	31.7%
U.A.E.	31.1%
BRAZIL	30.8%
THAILAND	30.5%
SAUDI ARABIA	29.2%
INDIA	29.1%
SWITZERLAND	29.0%
SOUTH KOREA	28.0%
HUNGARY	27.7%
ISRAEL	27.4%
NEW ZEALAND	26.9%
GERMANY	26.8%
AUSTRIA	26.4%
SWEDEN	26.1%
PORTUGAL	23.9%
CANADA	23.8%
CZECHIA	23.7%
WORLDWIDE	23.6%
NETHERLANDS	23.6%
CHINA	23.4%
POLAND	23.0%
MALAYSIA	22.8%
ROMANIA	22.7%
SPAIN	22.7%
GREECE	22.4%
VIETNAM	21.7%
PHILIPPINES	20.7%
KENYA	20.5%
SOUTH AFRICA	20.4%
INDONESIA	20.3%
NORWAY	18.1%
ITALY	17.6%
JAPAN	17.5%
CHILE	17.4%
ARGENTINA	16.5%
MEXICO	16.5%
BULGARIA	16.4%
COLOMBIA	16.1%
FRANCE	15.5%
BELGIUM	14.1%
RUSSIA	13.3%
EGYPT	12.6%
TURKEY	10.7%
GHANA	8.0%
NIGERIA	7.7%
MOROCCO	3.8%

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USE OF MOBILE PAYMENT SERVICES

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

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

GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	22.6%	22.6%	25.2%	24.9%	24.2%	25.9%	21.0%	24.4%	18.5%	21.8%

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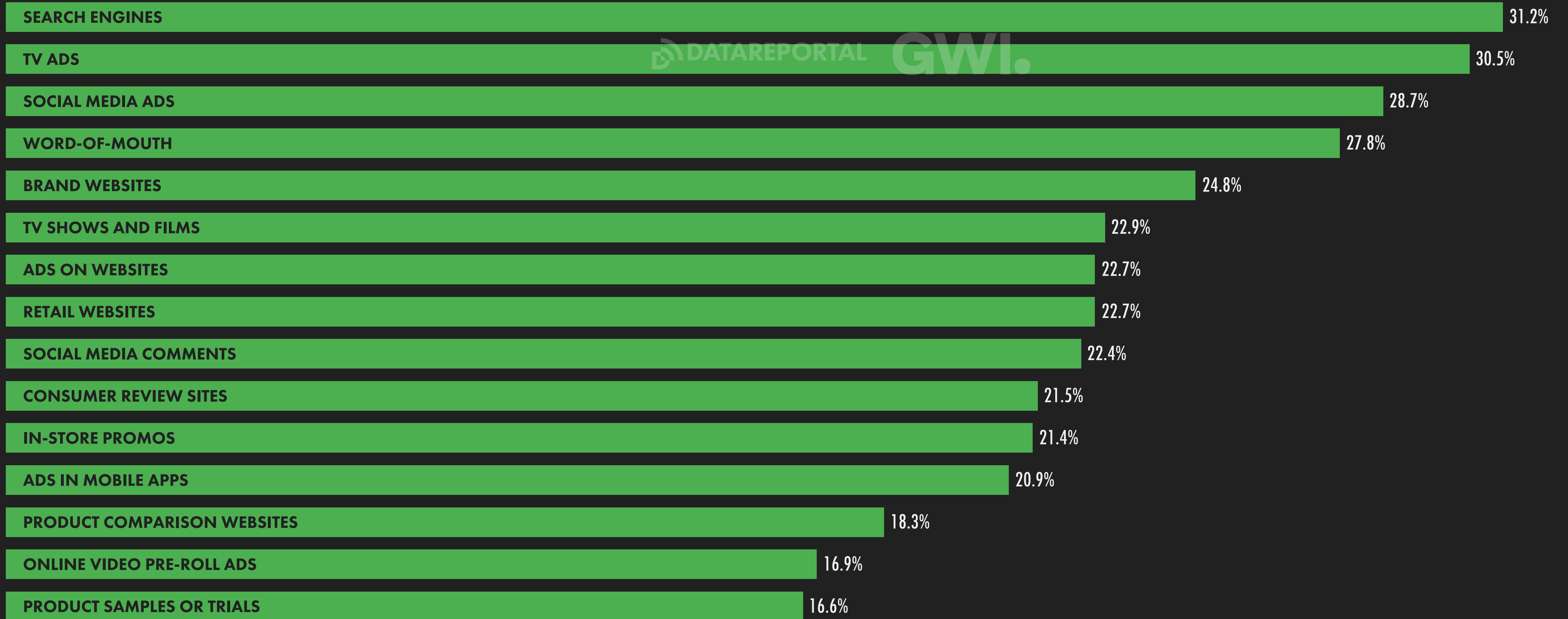Meltwater

DIGITAL MARKETING

SOURCES OF BRAND DISCOVERY

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

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

GLOBAL OVERVIEW

Source	Percentage
SEARCH ENGINES	31.2%
TV ADS	30.5%
SOCIAL MEDIA ADS	28.7%
WORD-OF-MOUTH	27.8%
BRAND WEBSITES	24.8%
TV SHOWS AND FILMS	22.9%
ADS ON WEBSITES	22.7%
RETAIL WEBSITES	22.7%
SOCIAL MEDIA COMMENTS	22.4%
CONSUMER REVIEW SITES	21.5%
IN-STORE PROMOS	21.4%
ADS IN MOBILE APPS	20.9%
PRODUCT COMPARISON WEBSITES	18.3%
ONLINE VIDEO PRE-ROLL ADS	16.9%
PRODUCT SAMPLES OR TRIALS	16.6%

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SOURCES OF BRAND DISCOVERY

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

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

GLOBAL OVERVIEW

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

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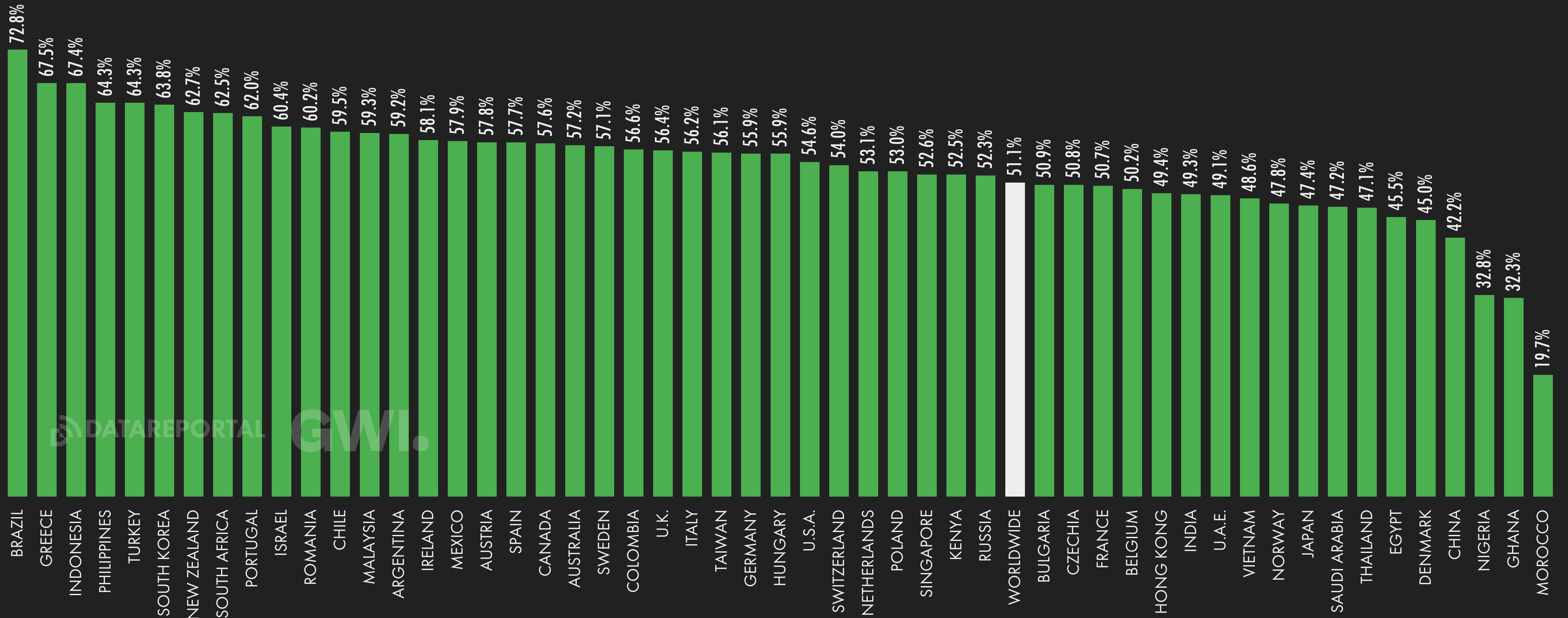
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OCT 2023

ONLINE BRAND RESEARCH

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

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

GLOBAL OVERVIEW

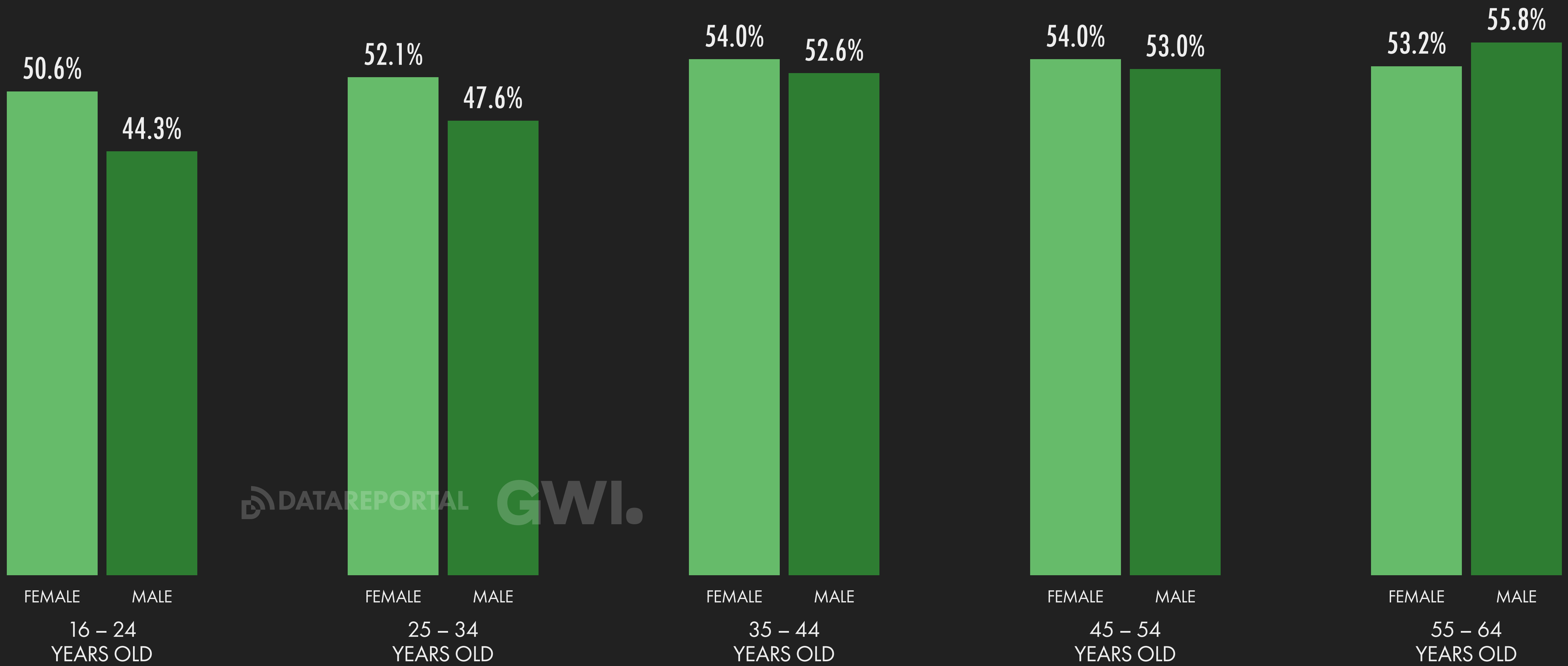| Country	Percentage
Brazil	72.8%
Greece	67.5%
Indonesia	67.4%
Philippines	64.3%
Turkey	64.3%
South Korea	63.8%
New Zealand	62.7%
South Africa	62.5%
Portugal	62.0%
Israel	60.4%
Romania	60.2%
Chile	59.5%
Malaysia	59.3%
Argentina	59.2%
Ireland	58.1%
Mexico	57.9%
Austria	57.8%
Spain	57.7%
Canada	57.6%
Australia	57.2%
Sweden	57.1%
Colombia	56.6%
U.K.	56.4%
Italy	56.2%
Taiwan	56.1%
Germany	55.9%
Hungary	55.9%
U.S.A.	54.6%
Switzerland	54.0%
Netherlands	53.1%
Poland	53.0%
Singapore	52.6%
Kenya	52.5%
Russia	52.3%
Worldwide	51.1%
Bulgaria	50.9%
Czechia	50.8%
France	50.7%
Belgium	50.2%
Hong Kong	49.4%
India	49.3%
U.A.E.	49.1%
Vietnam	48.6%
Norway	47.8%
Japan	47.4%
Saudi Arabia	47.2%
Thailand	47.1%
Egypt	45.5%
Denmark	45.0%
China	42.2%
Nigeria	32.8%
Ghana	32.3%
Morocco	19.7%

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ONLINE BRAND RESEARCH

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

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

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	50.6%	44.3%	52.1%	47.6%	54.0%	52.6%	54.0%	53.0%	53.2%	55.8%

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MAIN CHANNELS FOR ONLINE BRAND RESEARCH

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

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

GLOBAL OVERVIEW

Channel	Percentage
SEARCH ENGINES	50.1%
SOCIAL NETWORKS	45.5%
CONSUMER REVIEWS	36.8%
PRODUCT & BRAND WEBSITES	33.0%
MOBILE APPS	27.5%
PRICE COMPARISON SITES	26.6%
VIDEO SITES	22.0%
DISCOUNT VOUCHER SITES	19.4%
Q&A SITES	18.9%
BRAND & PRODUCT BLOGS	17.9%
SPECIALIST REVIEW SITES	15.8%
MESSENGER SERVICES	14.5%
FORUMS & MESSAGE BOARDS	13.8%
MICRO-BLOGS	13.4%
VLOGS	12.3%

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MAIN CHANNELS FOR ONLINE BRAND RESEARCH

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

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

GLOBAL OVERVIEW

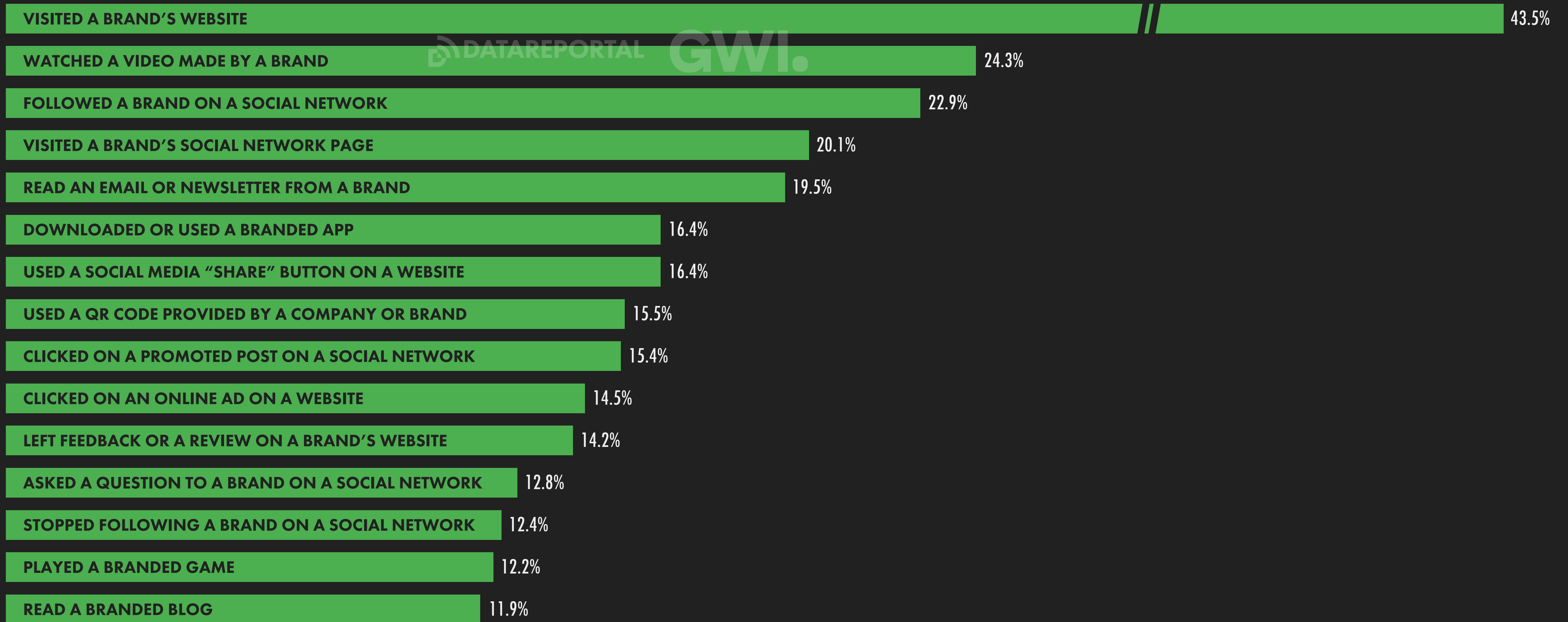| 16 TO 24 YEARS OLD		25 TO 34 YEARS OLD		35 TO 44 YEARS OLD		45 TO 54 YEARS OLD		55 TO 64 YEARS OLD	
SOCIAL NETWORKS	50.8%	SOCIAL NETWORKS	49.2%	SEARCH ENGINES	51.5%	SEARCH ENGINES	54.1%	SEARCH ENGINES	56.9%
SEARCH ENGINES	45.2%	SEARCH ENGINES	47.7%	SOCIAL NETWORKS	46.3%	SOCIAL NETWORKS	40.1%	CONSUMER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

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ONLINE BRAND INTERACTIONS

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

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

GLOBAL OVERVIEW

Action	Percentage
VISITED A BRAND'S WEBSITE	43.5%
WATCHED A VIDEO MADE BY A BRAND	24.3%
FOLLOWED A BRAND ON A SOCIAL NETWORK	22.9%
VISITED A BRAND'S SOCIAL NETWORK PAGE	20.1%
READ AN EMAIL OR NEWSLETTER FROM A BRAND	19.5%
DOWNLOADED OR USED A BRANDED APP	16.4%
USED A SOCIAL MEDIA "SHARE" BUTTON ON A WEBSITE	16.4%
USED A QR CODE PROVIDED BY A COMPANY OR BRAND	15.5%
CLICKED ON A PROMOTED POST ON A SOCIAL NETWORK	15.4%
CLICKED ON AN ONLINE AD ON A WEBSITE	14.5%
LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE	14.2%
ASKED A QUESTION TO A BRAND ON A SOCIAL NETWORK	12.8%
STOPPED FOLLOWING A BRAND ON A SOCIAL NETWORK	12.4%
PLAYED A BRANDED GAME	12.2%
READ A BRANDED BLOG	11.9%

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ONLINE BRAND INTERACTIONS

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

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

GLOBAL OVERVIEW

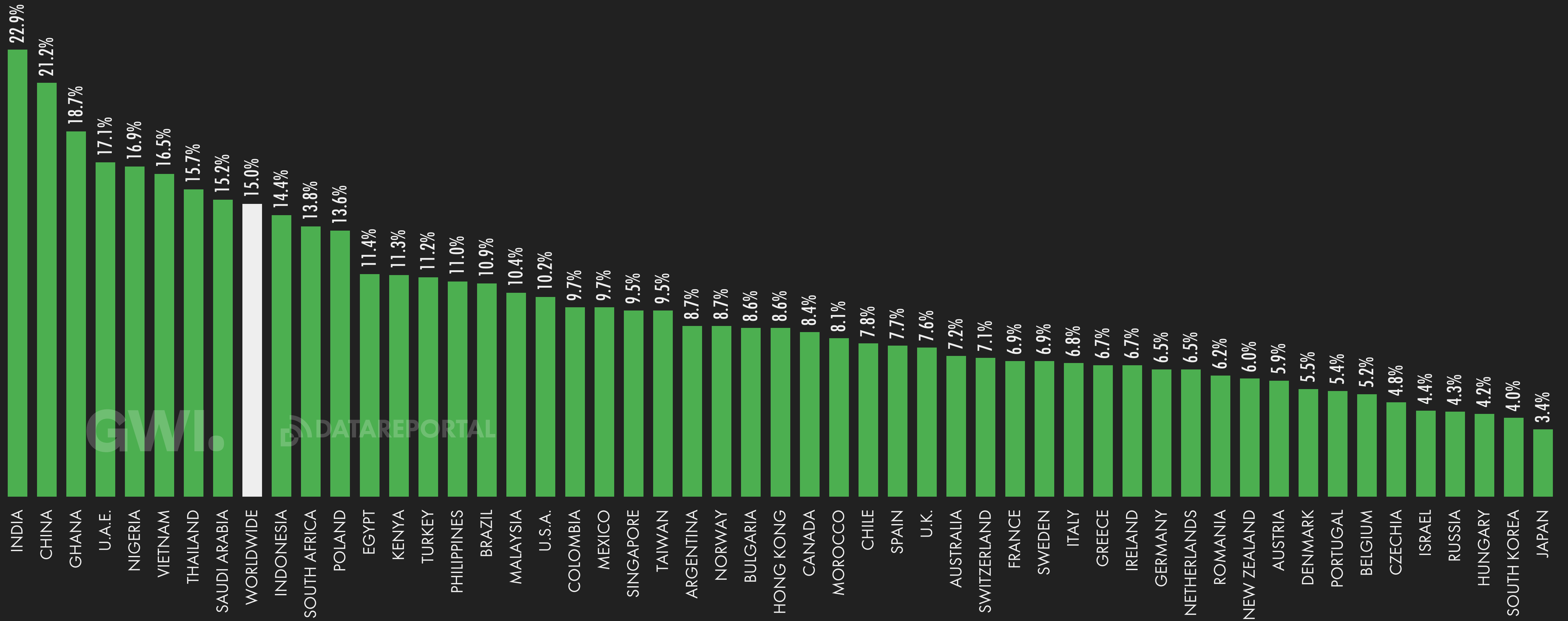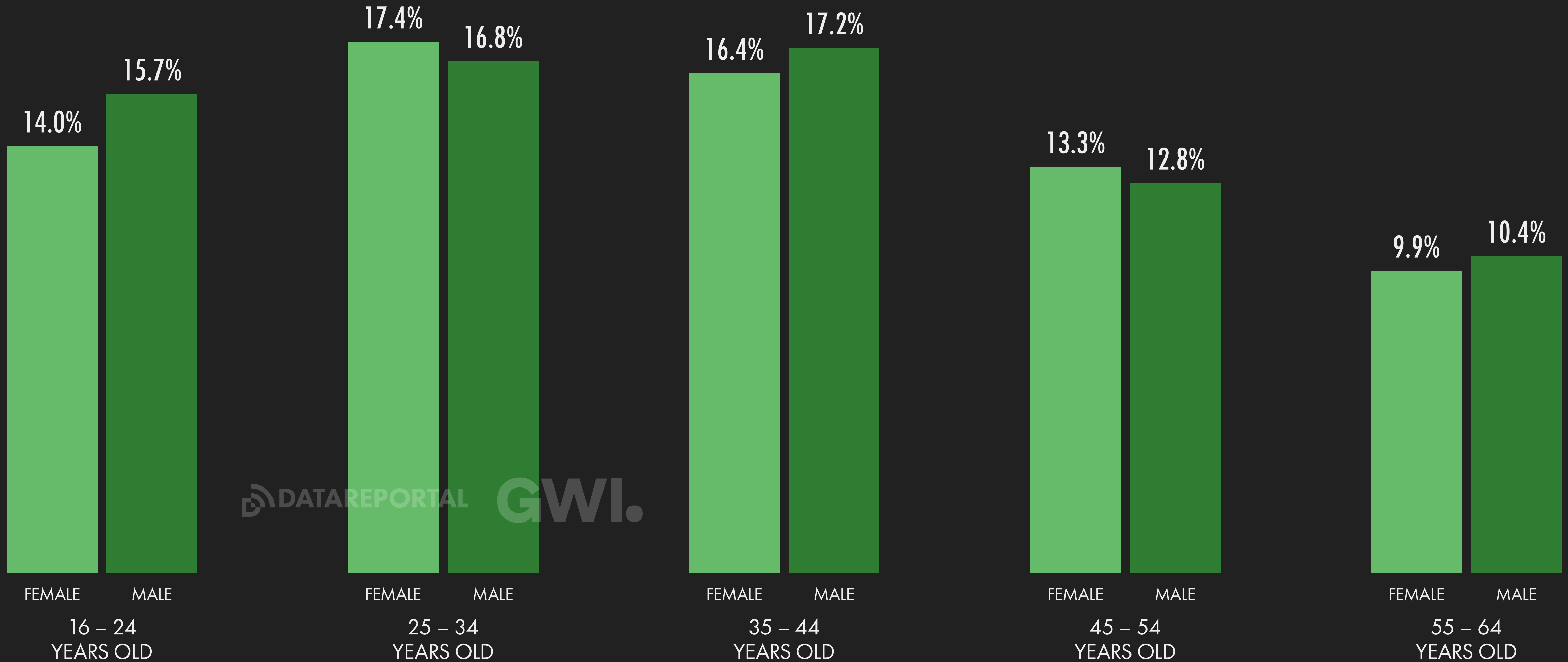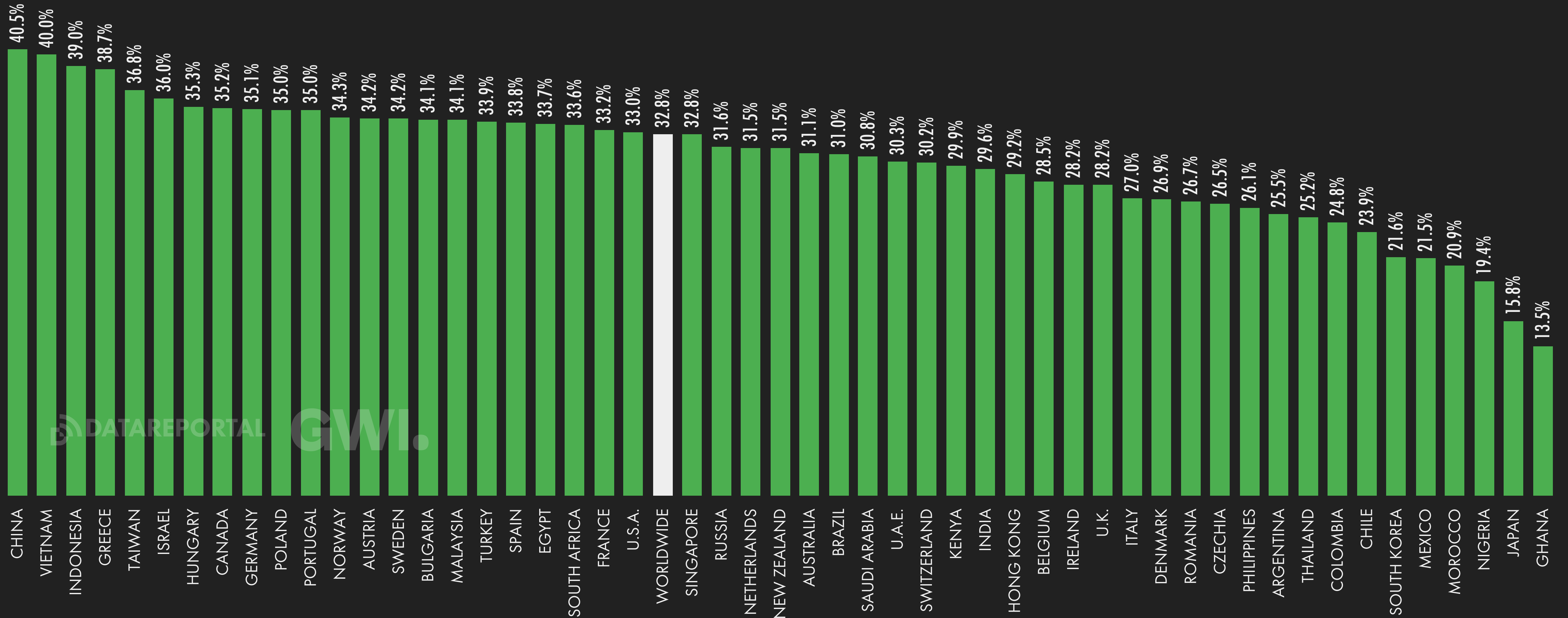| 16 TO 24 YEARS OLD		25 TO 34 YEARS OLD		35 TO 44 YEARS OLD		45 TO 54 YEARS OLD		55 TO 64 YEARS OLD	
VISITED A BRAND'S WEBSITE	43.3%	VISITED A BRAND'S WEBSITE	42.8%	VISITED A BRAND'S WEBSITE	43.2%	VISITED A BRAND'S WEBSITE	44.0%	VISITED A BRAND'S WEBSITE	45.2%
WATCHED A VIDEO MADE BY A BRAND	25.0%	WATCHED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

REPRESENTATIVENESS OF ADVERTISING

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

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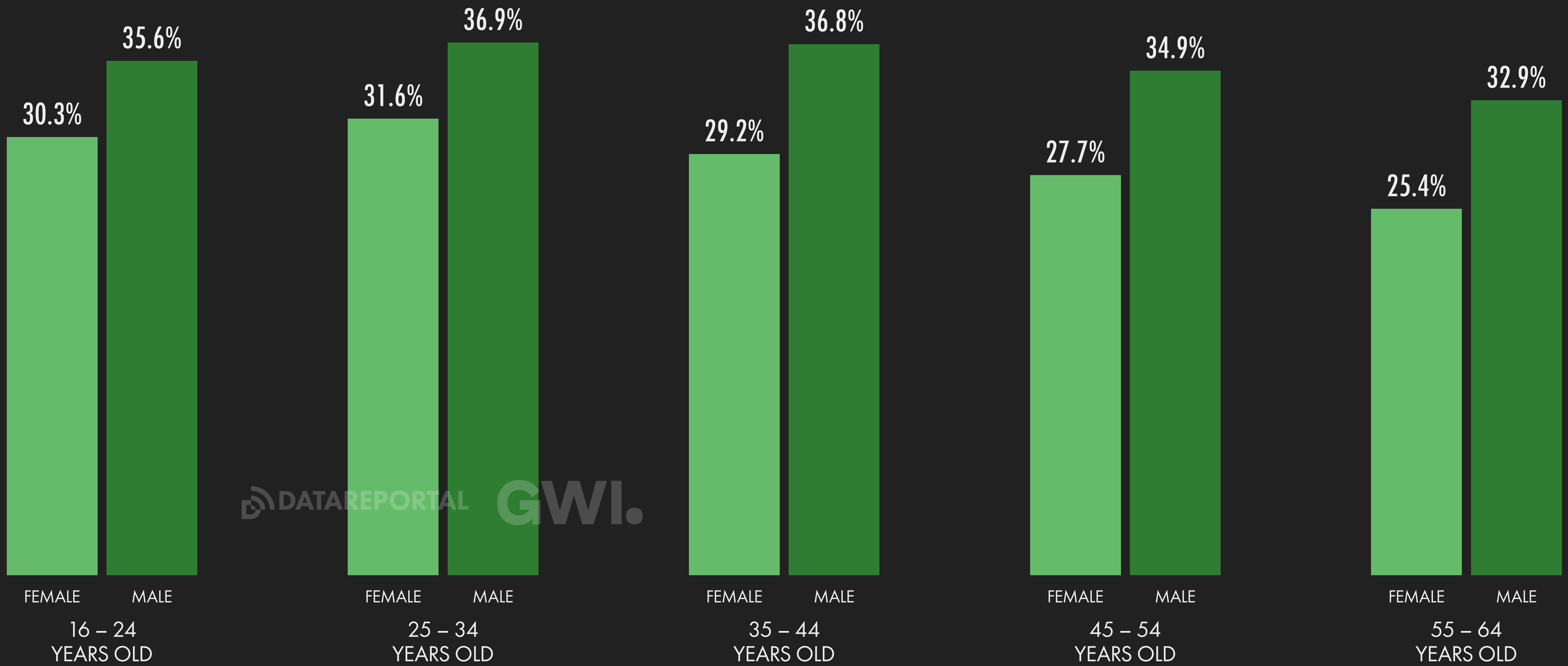
GLOBAL OVERVIEW

Country	Value
INDIA	22.9%
CHINA	21.2%
GHANA	18.7%
U.A.E.	17.1%
NIGERIA	16.9%
VIETNAM	16.5%
THAILAND	15.7%
SAUDI ARABIA	15.2%
WORLDWIDE	15.0%
INDONESIA	14.4%
SOUTH AFRICA	13.8%
POLAND	13.6%
EGYPT	11.4%
KENYA	11.3%
TURKEY	11.2%
PHILIPPINES	11.0%
BRAZIL	10.9%
MALAYSIA	10.4%
U.S.A.	10.2%
COLOMBIA	9.7%
MEXICO	9.7%
SINGAPORE	9.5%
TAIWAN	9.5%
ARGENTINA	8.7%
NORWAY	8.7%
BULGARIA	8.6%
HONG KONG	8.6%
CANADA	8.4%
MOROCCO	8.1%
CHILE	7.8%
SPAIN	7.7%
U.K.	7.6%
AUSTRALIA	7.2%
SWITZERLAND	7.1%
FRANCE	6.9%
SWEDEN	6.9%
ITALY	6.8%
GREECE	6.7%
IRELAND	6.7%
GERMANY	6.5%
NETHERLANDS	6.5%
ROMANIA	6.2%
NEW ZEALAND	6.0%
AUSTRIA	5.9%
DENMARK	5.5%
PORTUGAL	5.4%
BELGIUM	5.2%
CZECHIA	4.8%
ISRAEL	4.4%
RUSSIA	4.3%
HUNGARY	4.2%
SOUTH KOREA	4.0%
JAPAN	3.4%

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REPRESENTATIVENESS OF ADVERTISING

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

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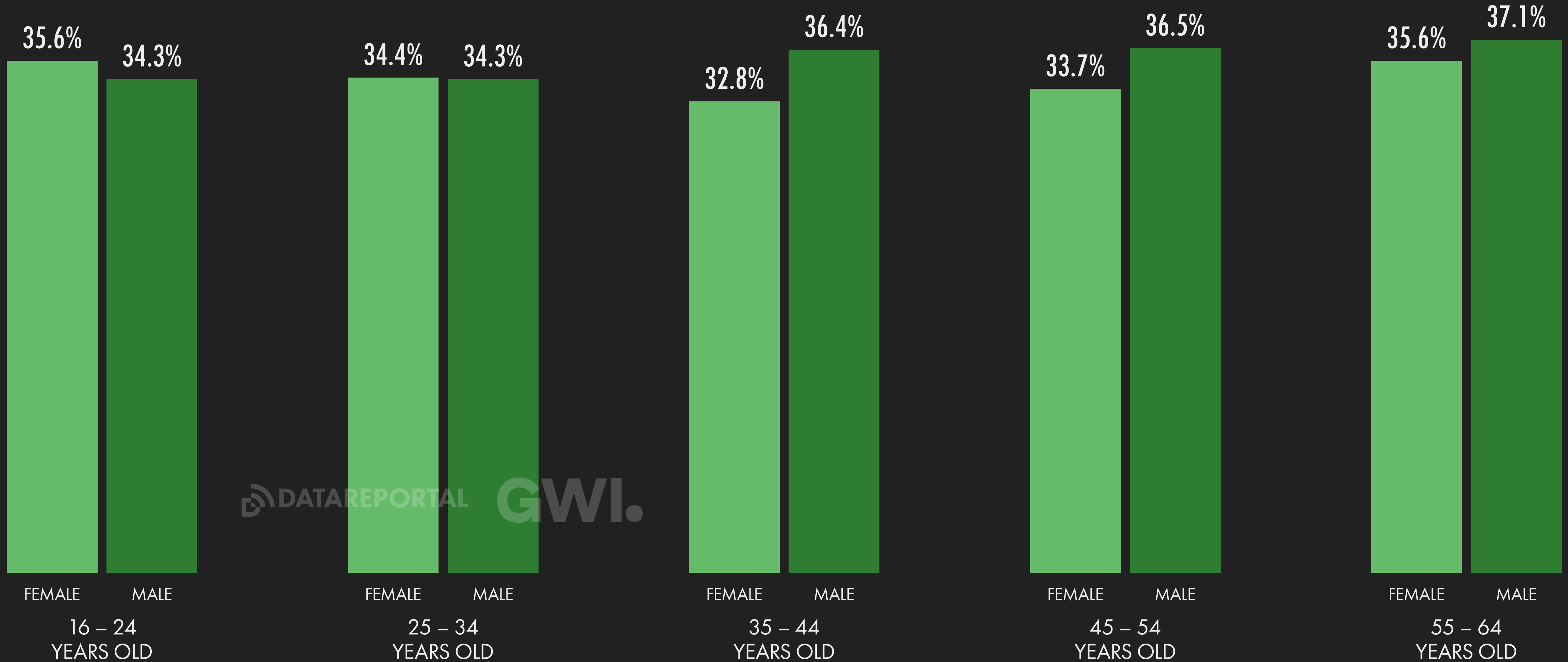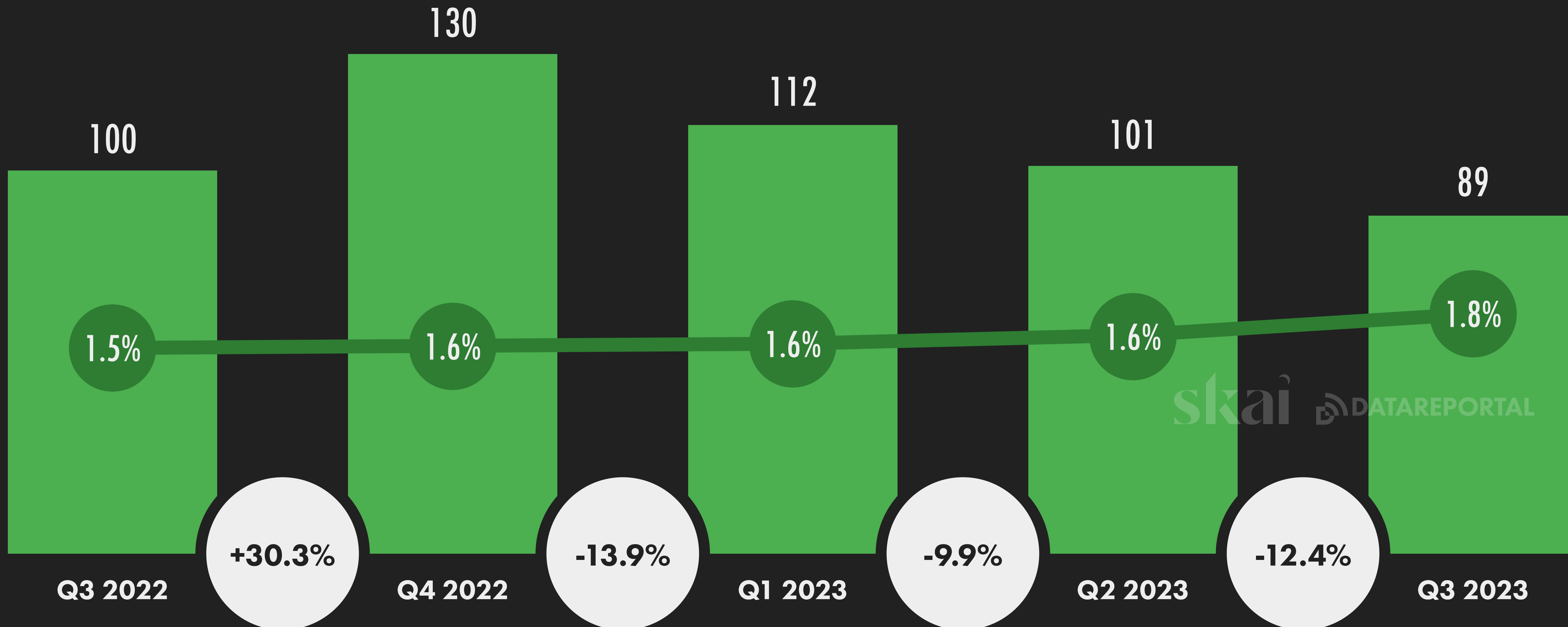
GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	14.0%	15.7%	17.4%	16.8%	16.4%	17.2%	13.3%	12.8%	9.9%	10.4%

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USE OF AD BLOCKERS

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

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

GLOBAL OVERVIEW

Country	%
CHINA	40.5%
VIETNAM	40.0%
INDONESIA	39.0%
GREECE	38.7%
TAIWAN	36.8%
ISRAEL	36.0%
HUNGARY	35.3%
CANADA	35.2%
GERMANY	35.1%
POLAND	35.0%
PORTUGAL	35.0%
NORWAY	34.3%
AUSTRIA	34.2%
SWEDEN	34.2%
BULGARIA	34.1%
MALAYSIA	34.1%
TURKEY	33.9%
SPAIN	33.8%
EGYPT	33.7%
SOUTH AFRICA	33.6%
FRANCE	33.2%
U.S.A.	33.0%
WORLDWIDE	32.8%
SINGAPORE	32.8%
RUSSIA	31.6%
NETHERLANDS	31.5%
NEW ZEALAND	31.5%
AUSTRALIA	31.1%
BRAZIL	31.0%
SAUDI ARABIA	30.8%
U.A.E.	30.3%
SWITZERLAND	30.2%
KENYA	29.9%
INDIA	29.6%
HONG KONG	29.2%
BELGIUM	28.5%
IRELAND	28.2%
U.K.	28.2%
ITALY	27.0%
DENMARK	26.9%
ROMANIA	26.7%
CZECHIA	26.5%
PHILIPPINES	26.1%
ARGENTINA	25.5%
THAILAND	25.2%
COLOMBIA	24.8%
CHILE	23.9%
SOUTH KOREA	21.6%
MEXICO	21.5%
MOROCCO	20.9%
NIGERIA	19.4%
JAPAN	15.8%
GHANA	13.5%

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USE OF AD BLOCKERS

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

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GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	30.3%	35.6%	31.6%	36.9%	29.2%	36.8%	27.7%	34.9%	25.4%	32.9%

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REASONS FOR USING AD BLOCKERS

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

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Reason	%
THERE ARE TOO MANY ADS	62.1%
ADS GET IN THE WAY	54.2%
TO PROTECT MY PRIVACY	40.5%
ADS AREN'T RELEVANT TO ME	39.2%
TO STOP INAPPROPRIATE CONTENT BEING SHOWN	38.2%
TO IMPROVE DEVICE PERFORMANCE	31.5%
TO STOP COMPANIES COLLECTING DATA ABOUT ME	26.4%

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DECLINE COOKIES

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

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

GLOBAL OVERVIEW

Country	%
AUSTRIA	57.7%
GERMANY	55.4%
GREECE	54.8%
ITALY	52.3%
FRANCE	50.9%
IRELAND	50.4%
NETHERLANDS	49.9%
SWITZERLAND	48.8%
SPAIN	47.7%
TURKEY	47.4%
DENMARK	46.3%
BRAZIL	45.7%
BELGIUM	45.5%
PORTUGAL	44.8%
SWEDEN	44.7%
U.K.	44.6%
SOUTH AFRICA	44.5%
U.S.A.	44.3%
CANADA	44.0%
AUSTRALIA	41.3%
BULGARIA	41.3%
NORWAY	41.3%
CZECHIA	40.8%
NEW ZEALAND	40.4%
THAILAND	40.2%
U.A.E.	39.9%
KENYA	39.5%
INDIA	39.3%
HUNGARY	38.6%
PHILIPPINES	37.9%
SINGAPORE	37.9%
HONG KONG	37.4%
MALAYSIA	36.7%
INDONESIA	35.6%
COLOMBIA	35.5%
TAIWAN	35.4%
WORLDWIDE	35.0%
ISRAEL	34.3%
MEXICO	33.5%
POLAND	32.7%
SAUDI ARABIA	31.6%
CHILE	31.2%
ARGENTINA	30.6%
NIGERIA	28.7%
VIETNAM	28.4%
ROMANIA	27.9%
CHINA	27.2%
EGYPT	25.1%
GHANA	24.1%
RUSSIA	20.3%
SOUTH KOREA	20.1%
MOROCCO	19.7%
JAPAN	17.7%

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DECLINE COOKIES

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

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GLOBAL OVERVIEW

	16 – 24 YEARS OLD		25 – 34 YEARS OLD		35 – 44 YEARS OLD		45 – 54 YEARS OLD		55 – 64 YEARS OLD	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
	35.6%	34.3%	34.4%	34.3%	32.8%	36.4%	33.7%	36.5%	35.6%	37.1%

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SEARCH ADVERTISING: IMPRESSIONS & CTR

OCT 2023

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

GLOBAL OVERVIEW

	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023
Index	100	130	112	101	89
CTR	1.5%	1.6%	1.6%	1.6%	1.8%
QoQ change		+30.3%	-13.9%	-9.9%	-12.4%

281

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SEARCH ADVERTISING: TOTAL SPEND

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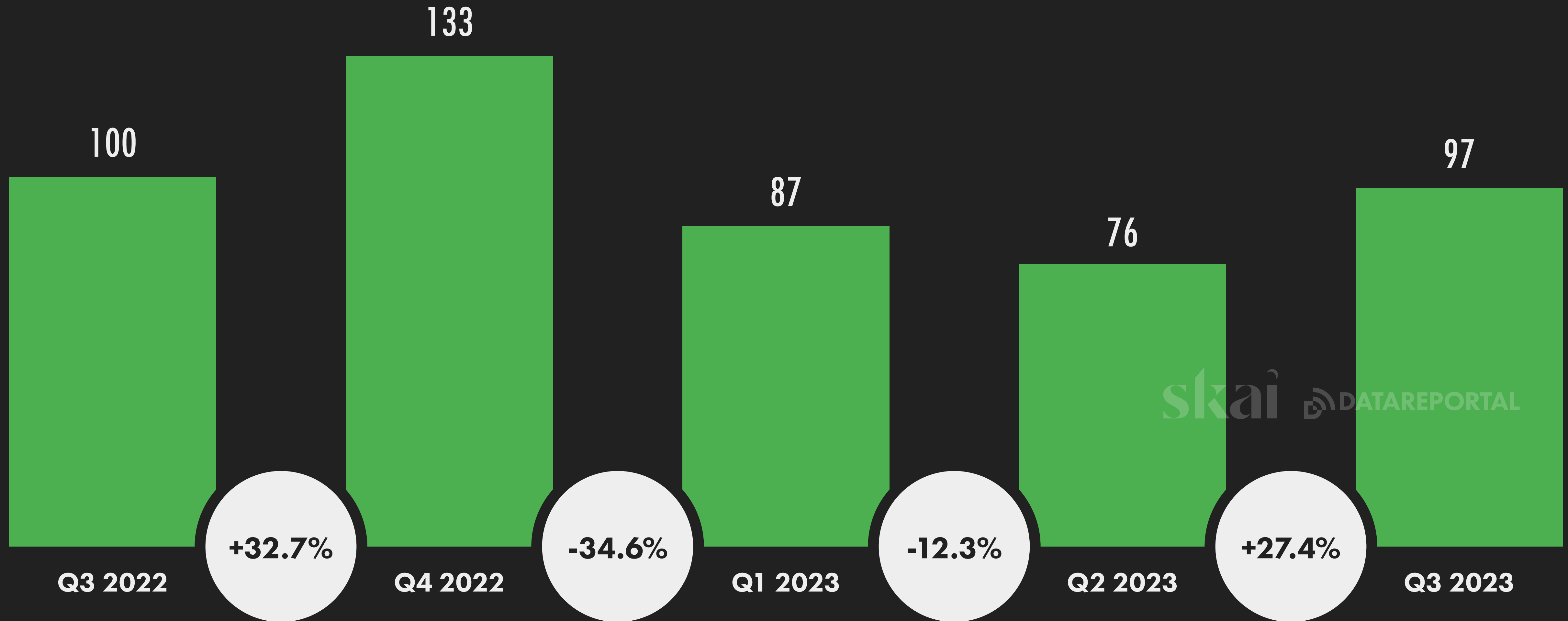
GLOBAL OVERVIEW

100 — Q3 2022
+22.4%
122 — Q4 2022
-19.1%
99 — Q1 2023
+3.7%
103 — Q2 2023
+2.9%
106 — Q3 2023

skai DATAREPORTAL

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SOCIAL MEDIA ADVERTISING: IMPRESSIONS & CTR

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

Q3 2022		Q4 2022		Q1 2023		Q2 2023		Q3 2023
100		127		112		99		115
1.2%		1.4%		1.2%		1.1%		1.2%
	+27.4%		-12.1%		-11.2%		+16.1%	

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

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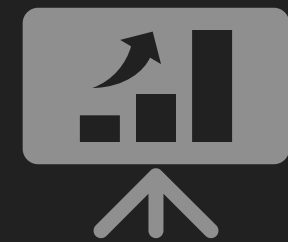
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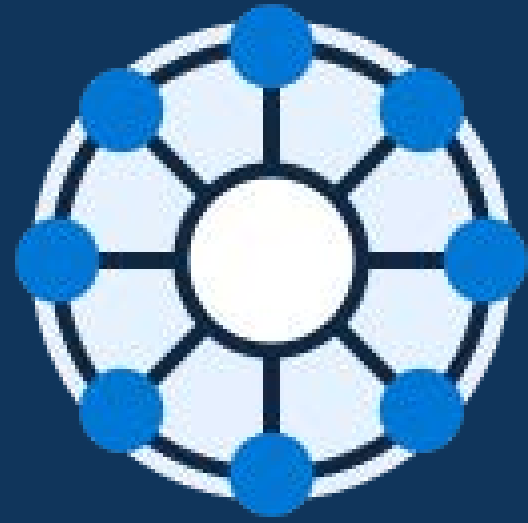
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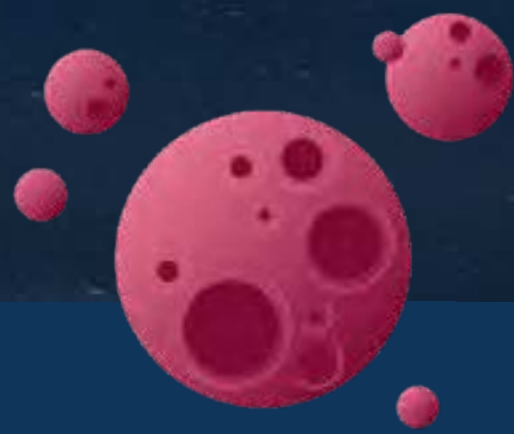
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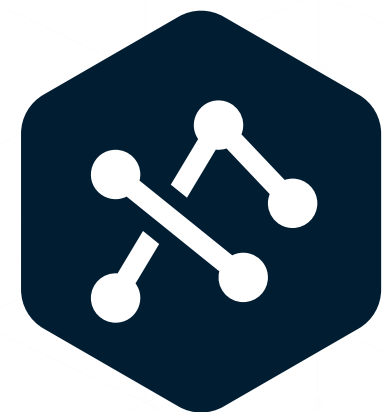
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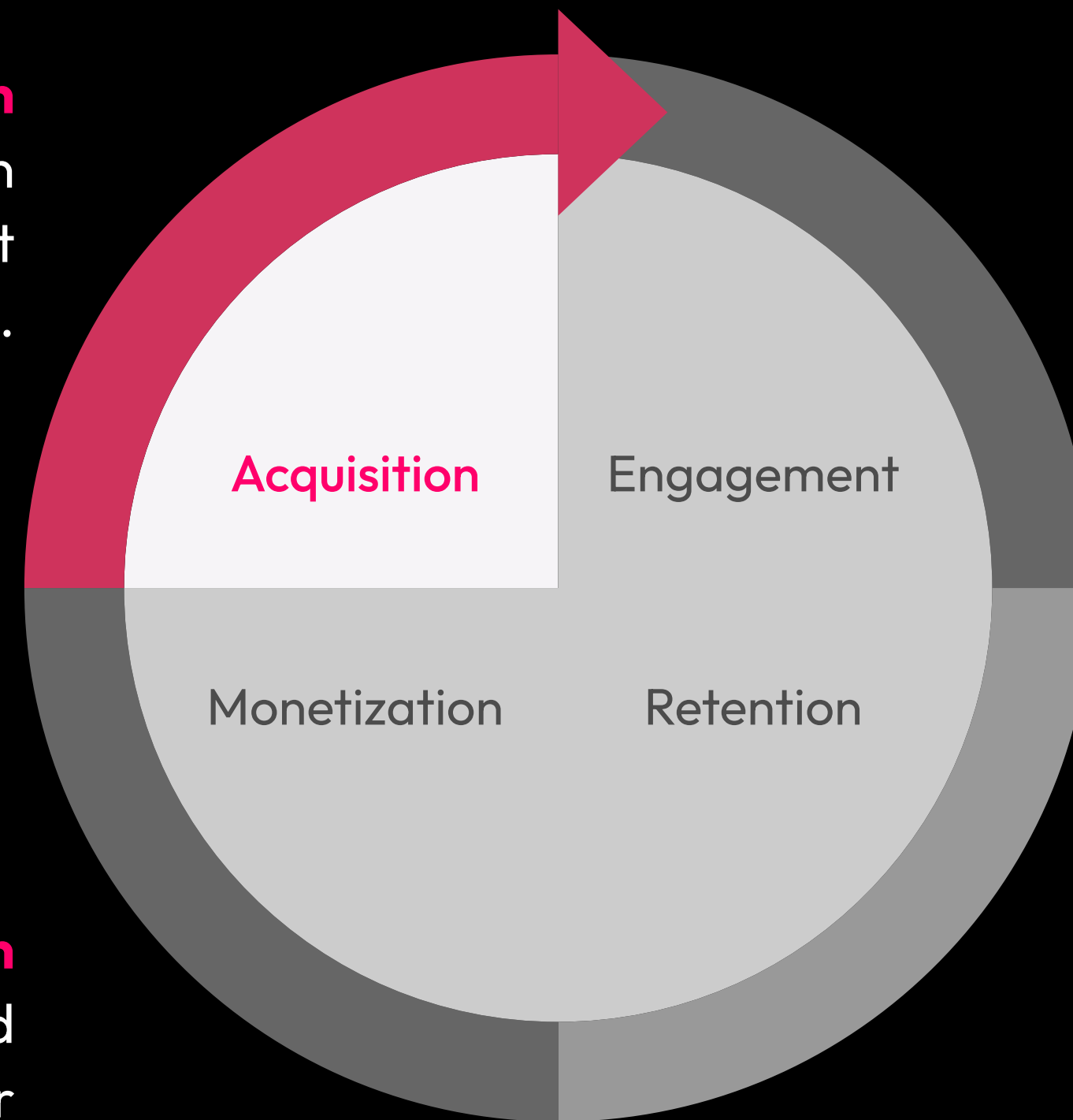
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5B+
Keywords

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Countries

210
Industries

250M+
Ecommerce product SKUs

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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