DIGITAL 2020

GLOBAL DIGITAL OVERVIEW

ESSENTIAL INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE THE INTERNET, MOBILE DEVICES, SOCIAL MEDIA, AND ECOMMERCE

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DIGITAL IN 2020: NEW DECADE, NEW MILESTONES

As we start a new decade, it's increasingly clear that digital, mobile, and social media have become an indispensable part of everyday life for people all over the world.

This latest edition in our ongoing series of **Global Digital Reports** reveals that more than **4.5 billion** people across the globe now use the internet, while social media users have passed the **3.8 billion** mark.

Nearly **60 percent** of the world's population is already online, and the latest trends suggest that **more than half** of the world's total population will use social media by the middle of this year.

Some important challenges remain, however, and there's still work to do to ensure that everyone around the world has **fair and equal access** to life-changing digital connectivity.

In particular, roughly **40 percent** of the world's population remains 'unconnected' to the internet, with the latest data indicating that women are more likely to be 'unconnected' compared to men.

The gender gap is particularly apparent in Southern Asia, where men are **three times** more likely to use social media compared to women, providing a meaningful reference for the gender gap in the region's broader internet use.

However, almost **300 million** people came online for the first time over the past 12 months, with the majority of those new users living in developing economies.

The internet is also playing an ever more important role in our lives. With the world's internet users spending an average of **6 hours and 43 minutes** online each day, the typical user now spends more than 40 percent of their waking life using the internet, and humanity will spend a combined total of **1.25 billion years** using the internet during 2020.

Mobile devices will account for **more than half** of all the time we spend online this year, but most internet users still use a combination of mobiles and computers to access the internet.

When it comes to mobile activities, apps now account for more than **90 percent** of our total time spent. The data also reveal that we're using apps in an increasingly varied range of everyday activities, but social media still accounts for half of all the time we spend using mobile devices.

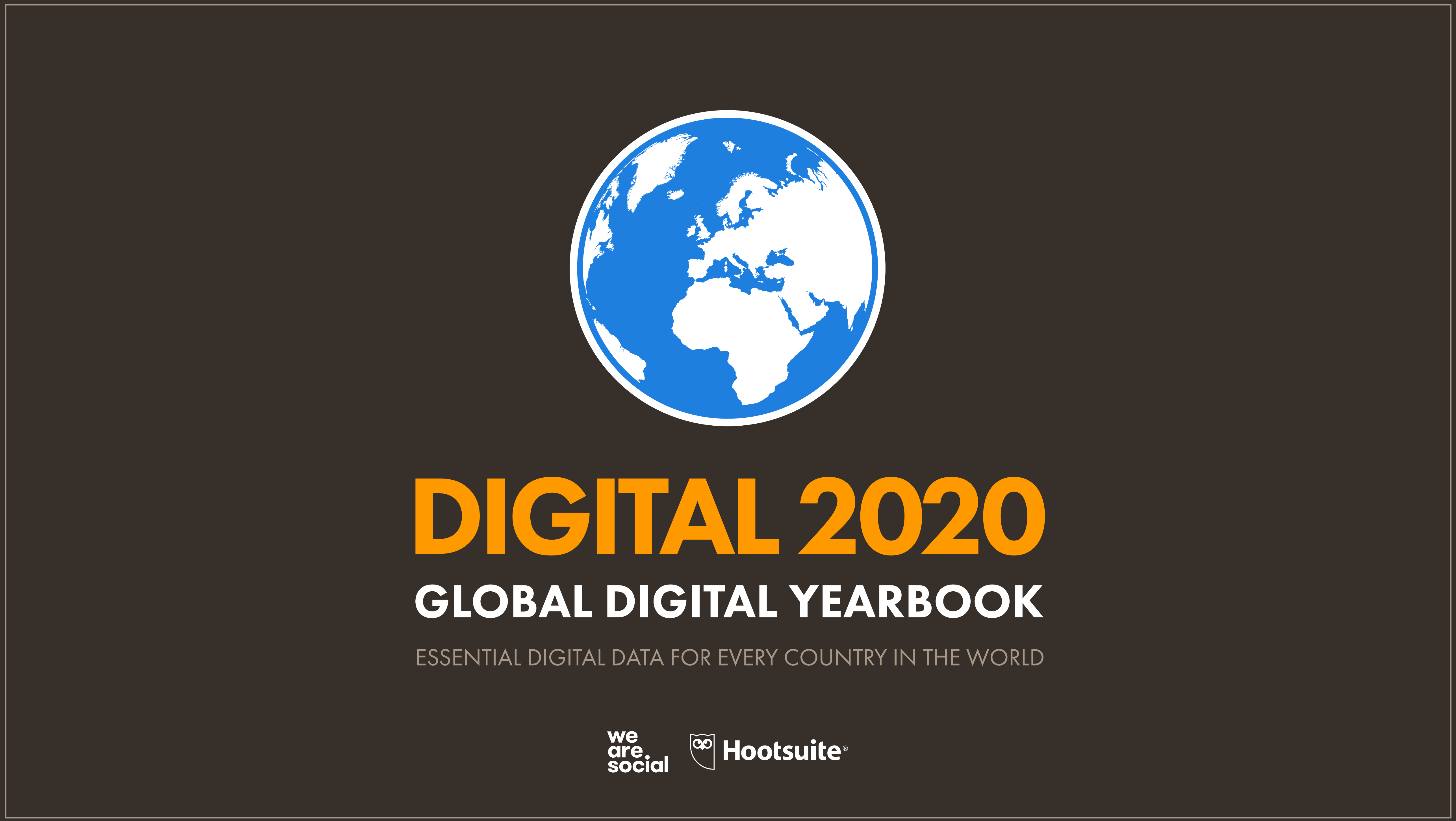
On average, the world's internet users spend **2 hours and 24 minutes** using social media across all devices each day, accounting for more than one-third of our total internet time.

We've added a variety of new data points to this year's reports compared to **previous editions**, including a closer look at some of the world's most popular social media platforms, and the growth of important categories like **Smart Home**, **Ride Hailing**, and **Digital Advertising**.

However, the report you're reading now is just a collection of the global headlines; if you'd like to dig deeper into the data on a **country-by-country** basis, the links on the next two slides should help you find what you need.

But with that, let's get stuck into the numbers. Here's to another year of impressive digital milestones!

SIMON KEMP
CEO, KEPIOS
REPORT AUTHOR



CLICK HERE TO READ OUR DIGITAL 2020 GLOBAL DIGITAL YEARBOOK, WITH ESSENTIAL HEADLINE DATA FOR EVERY COUNTRY IN THE WORLD

CLICK THE LINKS BELOW TO ACCESS 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	CZECH REP.	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NAURU	ST. HELENA	TAIWAN	ZIMBABWE

IMPORTANT NOTES ON CHANGES TO DATA

Changes to data sources, underlying data, and reporting methodologies mean that various figures in this report **will not be comparable** to similar figures that we published in previous Global Digital Reports. Wherever such changes affect data in this report, we have included a ◈ **COMPARABILITY ADVISORY** in the footnotes of each relevant slide. These changes relate to either (1) a source change, where we have substantially changed the data sources that we use to inform data points; or (2) a base change, where either we or our data providers have made material changes to the ways in which we and / or they collect and / or report underlying data. Wherever such changes occur, we have also endeavoured to re-base the historical data we use for annual or quarterly growth figures, but where we have been unable to re-base historical data, we have included an advisory in the footnotes of each relevant slide. Please see the complete list of data sources at the end of this report for further details.

2020 GLOBAL HEADLINES

JAN 2020

DIGITAL AROUND THE WORLD IN 2020

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

TOTAL POPULATION	UNIQUE MOBILE PHONE USERS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
7.75 BILLION	5.19 BILLION	4.54 BILLION	3.80 BILLION
URBANISATION: 55%	PENETRATION: 67%	PENETRATION: 59%	PENETRATION: 49%

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

JAN 2020

GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL POPULATION	UNIQUE MOBILE PHONE USERS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
+1.1%	+2.4%	+7.0%	+9.2%
JAN 2020 vs. JAN 2019	JAN 2020 vs. JAN 2019	JAN 2020 vs. JAN 2019	JAN 2020 vs. JAN 2019
+82 MILLION	+124 MILLION	+298 MILLION	+321 MILLION

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ◈ COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES.

WE ARE SOCIAL'S PERSPECTIVE: DIGITAL IN 2020

SHIFTS IMPACTING THE ROLE OF DIGITAL IN OUR LIVES

SOCIAL SELF-CARE

In the wake of increased mental health awareness, people are taking a more measured approach to their digital consumption. They don't want to be cut off from the internet. They just want a better relationship with it – it's why Instagram removed public likes.

In 2020, brands will support consumers in creating and enforcing healthier digital habits

REALITY ANXIETY

Misinformation has reached new heights. Rising cynicism around the role of digital in political communications, accompanied by deepfakes being used by meme admins, artists and extremists to feed misinformation, is leaving people feeling disassociated from truth and clarity.

In 2020, brands will be rewarded for championing transparency in the name of the greater social good

REGULATED SPACES

Historically, the internet has been exempt from the rules and restrictions of the physical world. But this culture of lawlessness has led to all kinds of negative IRL implications. As a result, platforms and authorities are creating new rules and laws to help mitigate some of the damage.

In 2020, brands will need to adapt to a new range of rules and restraints in digital spaces

HOOTSUITE'S PERSPECTIVE: DIGITAL IN 2020

From the arrival of 5G to the loud demands of voice, it's easy to get lost in the ever-shifting landscape of digital. To build a strong, customer-centered strategy for 2020 and beyond, keep your focus on these universal customer needs that won't change: confidence, connection, and convenience.

BUILDING CONFIDENCE

53% of all global consumers see employees as the most credible source for learning about companies, making genuine internal voices a critical force for building external trust. Businesses must embrace the inextricable link between employees and customer experience, building strong internal cultures and activating employees as beacons of customer trust.

PROVIDING CONNECTION

The data is clear: customers want less corporate content and more meaningful connections on social. While the rise of private channels is undeniable, public channels also remain key for brand discovery. Brands must learn to find a balance, reaching new customers with emotional content on public feeds while building deeper relationships in private channels.

ENABLING CONVENIENCE

Social media continues to compress the customer journey from days to just hours—even minutes. To deliver the seamless interactions customers expect, you must deepen your understanding of their needs and habits. Unify customer information and measurement across all digital channels to better identify where you can make the journey faster and easier.

Click here for more Hootsuite insights into the Future of Customer Engagement.

2020 REGIONAL OVERVIEWS

JAN 2020

OVERVIEW: DIGITAL IN AFRICA IN 2020

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

TOTAL POPULATION	MOBILE PHONE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
1.32 BILLION	1.08 BILLION	453.2 MILLION	217.5 MILLION
URBANISATION: 43%	vs. POPULATION: 81%	PENETRATION: 34%	PENETRATION: 16%

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

JAN 2020

ANNUAL CHANGE IN DIGITAL USE IN AFRICA

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL POPULATION	MOBILE PHONE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
+2.5%	+5.6%	+10%	+12%
JAN 2020 vs. JAN 2019	JAN 2020 vs. JAN 2019	JAN 2020 vs. JAN 2019	JAN 2020 vs. APR 2019*
+32 MILLION	+57 MILLION	+42 MILLION	+23 MILLION

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ◈ COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES. *NOTE: WE HAVE BEEN UNABLE TO RE-BASE SOCIAL MEDIA DATA FROM BEFORE APRIL 2019.

JAN 2020

OVERVIEW: DIGITAL IN THE AMERICAS IN 2020

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

TOTAL POPULATION	MOBILE PHONE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
1.02 BILLION	**1.05 BILLION**	**776.1 MILLION**	**678.5 MILLION**
URBANISATION: **81%**	vs. POPULATION: **103%**	PENETRATION: **76%**	PENETRATION: **67%**

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

ANNUAL CHANGE IN DIGITAL USE IN THE AMERICAS

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL POPULATION	MOBILE PHONE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
+0.8%	+0.7%	+2.3%	+6.0%
JAN 2020 vs. JAN 2019	JAN 2020 vs. JAN 2019	JAN 2020 vs. JAN 2019	JAN 2020 vs. APR 2019*
+8 MILLION	+7 MILLION	+18 MILLION	+38 MILLION

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. ***NOTE:** WE HAVE BEEN UNABLE TO RE-BASE SOCIAL MEDIA DATA FROM BEFORE APRIL 2019.

JAN 2020

OVERVIEW: DIGITAL IN ASIA-PACIFIC IN 2020

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

TOTAL POPULATION	MOBILE PHONE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
4.30 BILLION	4.43 BILLION	2.42 BILLION	2.14 BILLION
URBANISATION: 48%	vs. POPULATION: 103%	PENETRATION: 56%	PENETRATION: 50%

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ◈ COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES.

ANNUAL CHANGE IN DIGITAL USE IN ASIA-PACIFIC

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL POPULATION	MOBILE PHONE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
+0.8%	+3.5%	+9.2%	+9.8%
JAN 2020 vs. JAN 2019	JAN 2020 vs. JAN 2019	JAN 2020 vs. JAN 2019	JAN 2020 vs. APR 2019*
+35 MILLION	+151 MILLION	+204 MILLION	+190 MILLION

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ◈ COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES. *NOTE: WE HAVE BEEN UNABLE TO RE-BASE SOCIAL MEDIA DATA FROM BEFORE APRIL 2019.

JAN 2020

OVERVIEW: DIGITAL IN EUROPE IN 2020

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

TOTAL POPULATION	MOBILE PHONE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
849.5 MILLION	1.09 BILLION	711.3 MILLION	470.5 MILLION
URBANISATION: 74%	vs. POPULATION: 128%	PENETRATION: 84%	PENETRATION: 55%

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ◈ COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES.

ANNUAL CHANGE IN DIGITAL USE IN EUROPE

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL POPULATION	MOBILE PHONE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
+0.2%	-0.5%	+1.6%	+4.4%
JAN 2020 vs. JAN 2019	JAN 2020 vs. JAN 2019	JAN 2020 vs. JAN 2019	JAN 2020 vs. APR 2019*
+2 MILLION	-5 MILLION	+11 MILLION	+20 MILLION

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ◈ COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES. *NOTE: WE HAVE BEEN UNABLE TO RE-BASE SOCIAL MEDIA DATA FROM BEFORE APRIL 2019.

OVERVIEW: DIGITAL IN THE MIDDLE EAST IN 2020

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

TOTAL POPULATION	MOBILE PHONE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
258.8 MILLION	306.1 MILLION	182.1 MILLION	125.4 MILLION
URBANISATION: 73%	vs. POPULATION: 118%	PENETRATION: 70%	PENETRATION: 48%

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ◈ COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES.

ANNUAL CHANGE IN DIGITAL USE IN THE MIDDLE EAST

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL POPULATION	MOBILE PHONE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
+1.7%	+1.8%	+14%	+14%
JAN 2020 vs. JAN 2019	JAN 2020 vs. JAN 2019	JAN 2020 vs. JAN 2019	JAN 2020 vs. APR 2019*
+4 MILLION	+5 MILLION	+23 MILLION	+16 MILLION

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. ***NOTE:** WE HAVE BEEN UNABLE TO RE-BASE SOCIAL MEDIA DATA FROM BEFORE APRIL 2019.

GLOBAL POPULATION OVERVIEW

JAN 2020

OVERVIEW: GLOBAL POPULATION & ECONOMY

ESSENTIAL DEMOGRAPHIC INDICATORS

TOTAL POPULATION	FEMALE POPULATION	MALE POPULATION	ANNUAL CHANGE IN TOTAL POPULATION	MEDIAN AGE
7.75 BILLION	49.6%	50.4%	+1.1%	30.9

URBAN POPULATION	POPULATION DENSITY (PEOPLE PER KM^2)	OVERALL LITERACY (ADULTS AGED 15+)	FEMALE LITERACY (ADULTS AGED 15+)	MALE LITERACY (ADULTS AGED 15+)
55.3%	59.9	86.3%	82.8%	89.8%

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; WORLD BANK; IMF; UNESCO; UNICEF; CIA WORLD FACTBOOK; PEW RESEARCH (ALL LATEST DATA AVAILABLE IN JANUARY 2020).

JAN 2020

POPULATION BY REGION

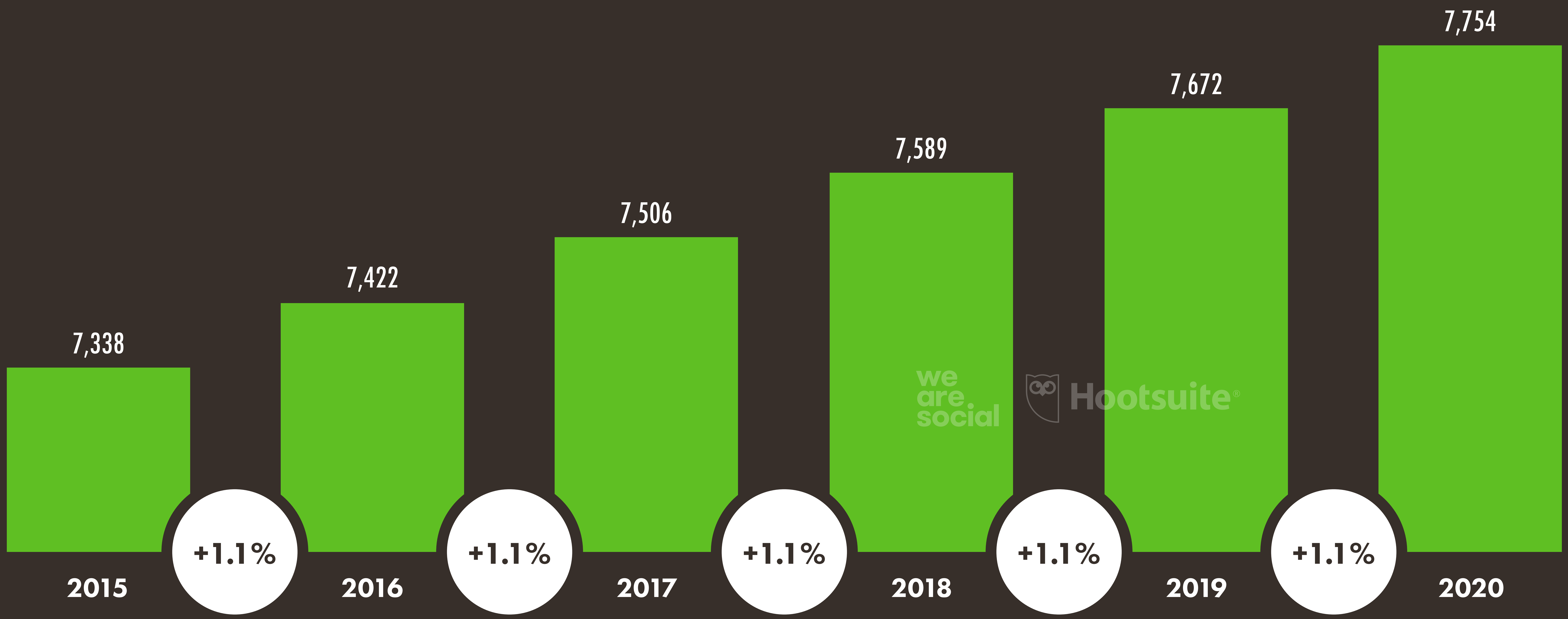
THE TOTAL NUMBER OF PEOPLE LIVING IN EACH REGION (IN MILLIONS)

SOURCES: UNITED NATIONS; LOCAL GOVERNMENT BODIES (LATEST AVAILABLE DATA IN JANUARY 2020). **NOTE:** REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME.

JAN 2020

GLOBAL POPULATION GROWTH OVER TIME

GLOBAL POPULATION BY YEAR (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE

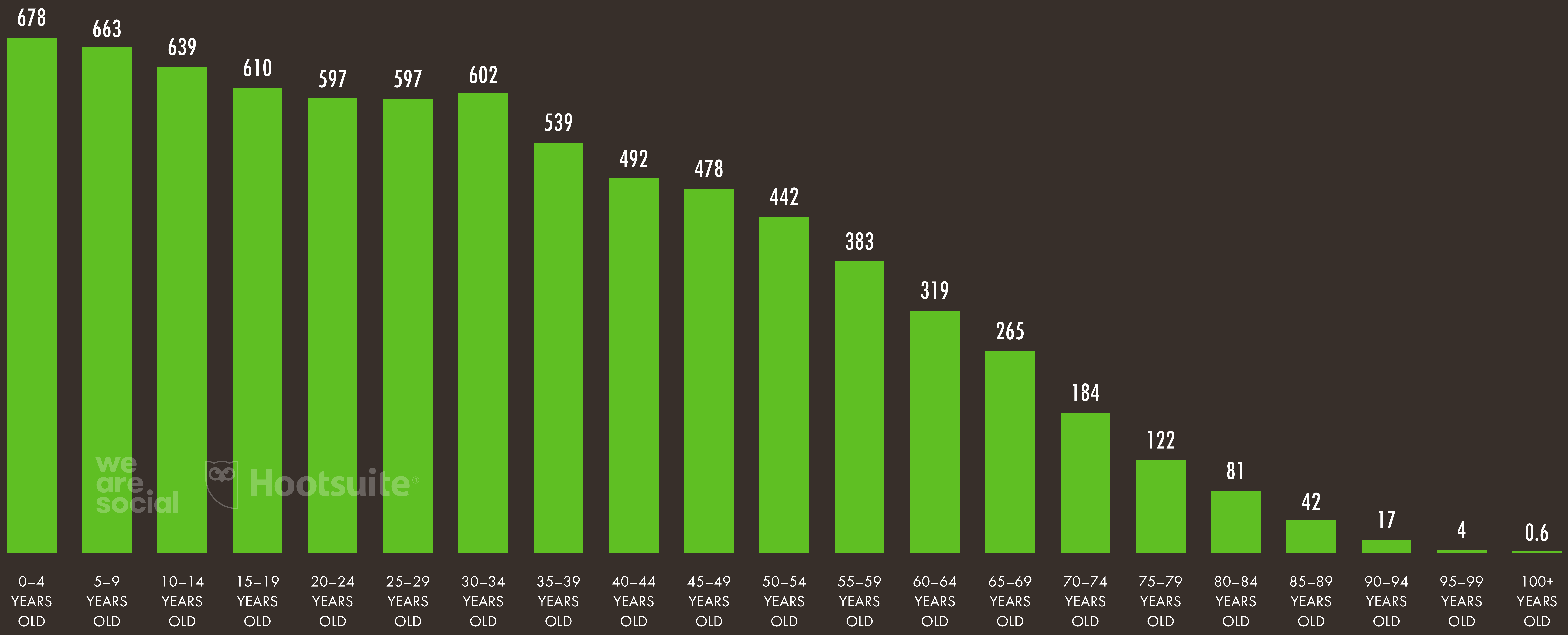


SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED BY THE UNITED NATIONS (LATEST DATA AVAILABLE IN JANUARY 2020).

JAN 2020

DISTRIBUTION OF GLOBAL POPULATION BY AGE

THE WORLD'S TOTAL POPULATION BROKEN DOWN BY FIVE-YEAR AGE GROUPS (IN MILLIONS OF PEOPLE PER AGE GROUP)

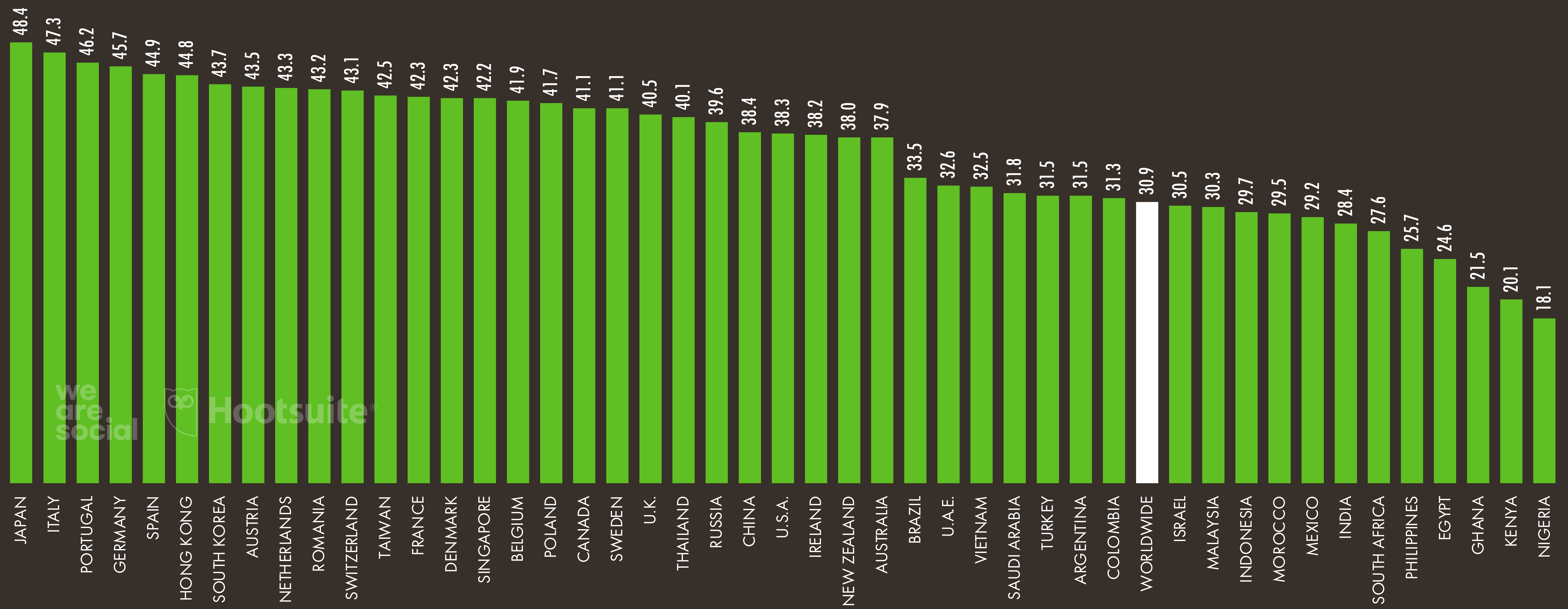


SOURCES: UNITED NATIONS (LATEST DATA AVAILABLE IN JANUARY 2020).

JAN 2020

MEDIAN AGE BY COUNTRY

THE AGE AT WHICH THERE ARE AN EQUAL NUMBER OF PEOPLE ABOVE AND BELOW THAT AGE IN THE NATIONAL POPULATION



SOURCE: UNITED NATIONS (LATEST AVAILABLE DATA IN JANUARY 2020).

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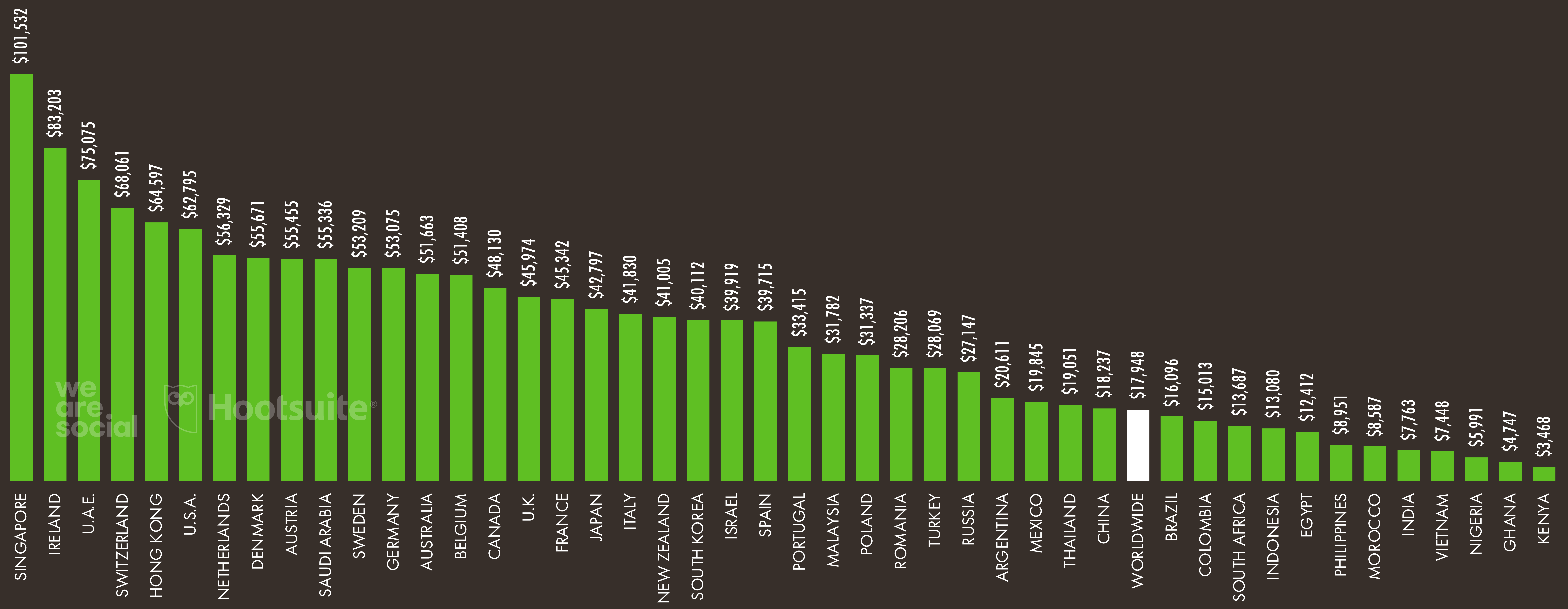
LITERACY RATES BY GENDER AND REGION

PERCENTAGE OF EACH REGION'S POPULATION AGED 15+ WHO CAN READ AND WRITE, DETAILED BY GENDER

SOURCE: BASED ON DATA FROM UNESCO; UNICEF; THE WORLD BANK; THE CIA WORLD FACTBOOK; INDEXMUNDI; PEW RESEARCH CENTRE; PHRASEBASE; ETHNOLOGUE.
NOTE: REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME.

GDP PER CAPITA (PPP, INTERNATIONAL DOLLARS)

GDP PER CAPITA, REPORTED ON A PURCHASING POWER PARITY (PPP) BASIS IN CURRENT INTERNATIONAL DOLLARS*



SOURCES: WORLD BANK; IMF (BOTH ACCESSED JANUARY 2020). ***NOTE:** 'INTERNATIONAL DOLLARS' ARE NOTIONAL MEASURES THAT PROVIDE A CONSISTENT BASIS FOR COMPARISON. ONE 'INTERNATIONAL DOLLAR' WOULD BUY A COMPARABLE QUANTITY OF GOODS AND SERVICES IN THE LOCAL COUNTRY THAT ONE U.S. DOLLAR WOULD BUY IN THE UNITED STATES.

JAN
2020

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

USING THE INTERNET	USING SOCIAL MEDIA	WATCHING TELEVISION*	LISTENING TO MUSIC STREAMING SERVICES	USING A GAMES CONSOLE
6H 43M	2H 24M	3H 18M	1H 26M	1H 10M

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***NOTES:** TELEVISION TIME INCLUDES BROADCAST (LINEAR) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. USE OF DIFFERENT DEVICES AND CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY.

THE INTERNET IN 2020

OVERVIEW OF GLOBAL INTERNET USE

A SNAPSHOT OF INTERNET USE AROUND THE WORLD

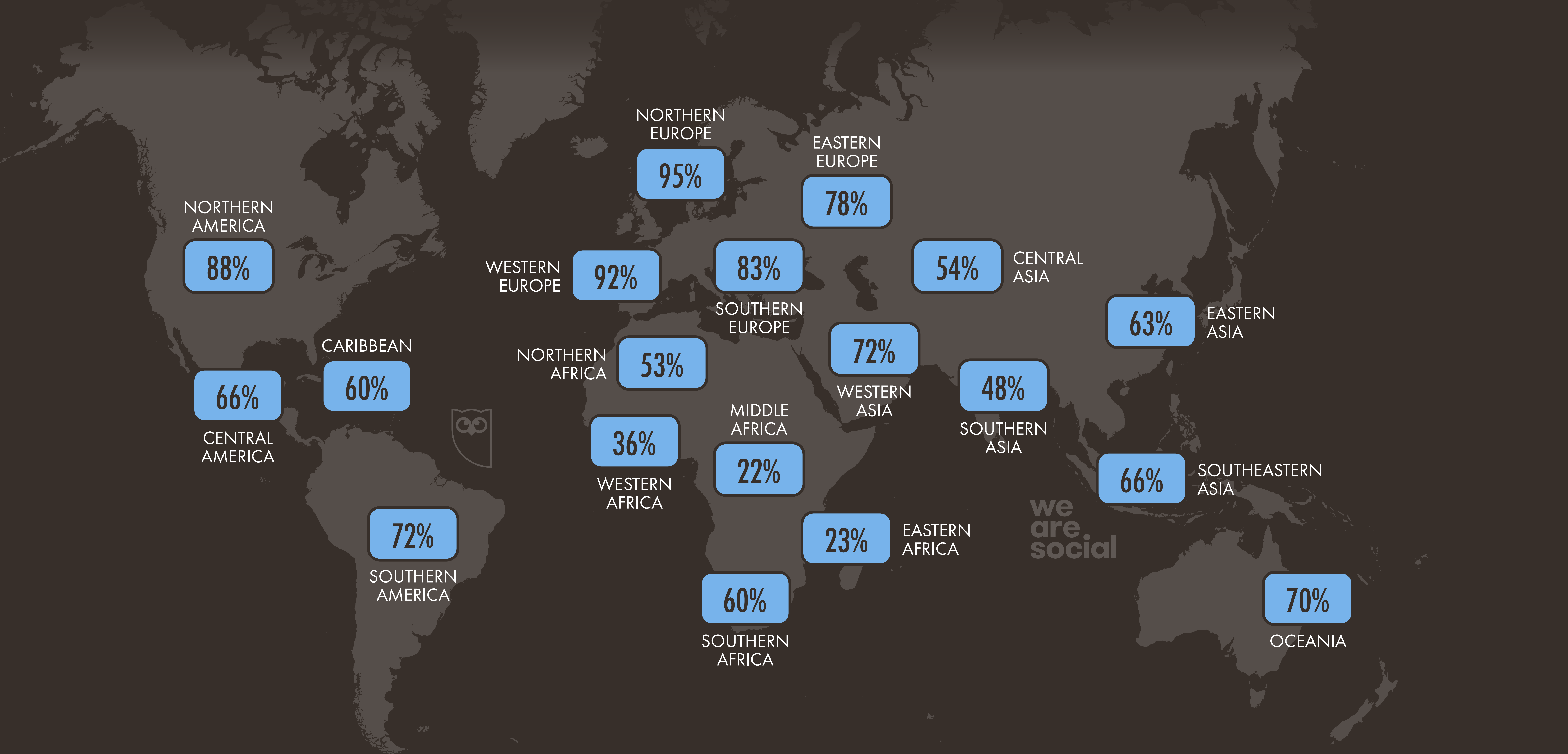
TOTAL NUMBER OF GLOBAL INTERNET USERS	INTERNET USERS AS A PERCENTAGE OF TOTAL GLOBAL POPULATION	ANNUAL GROWTH IN THE NUMBER OF GLOBAL INTERNET USERS	AVERAGE AMOUNT OF TIME PER DAY SPENT USING THE INTERNET BY EACH INTERNET USER
4.54 BILLION	59%	+7.0% +298 MILLION	6H 43M

SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII; UNITED NATIONS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). TIME SPENT DATA FROM GLOBALWEBINDEX (Q3 2019), BASED ON A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. ◈ **COMPARABILITY ADVISORY:** SOURCE CHANGES.

JAN
2020

INTERNET PENETRATION BY REGION

NUMBER OF INTERNET USERS IN EACH REGION COMPARED TO TOTAL POPULATION*

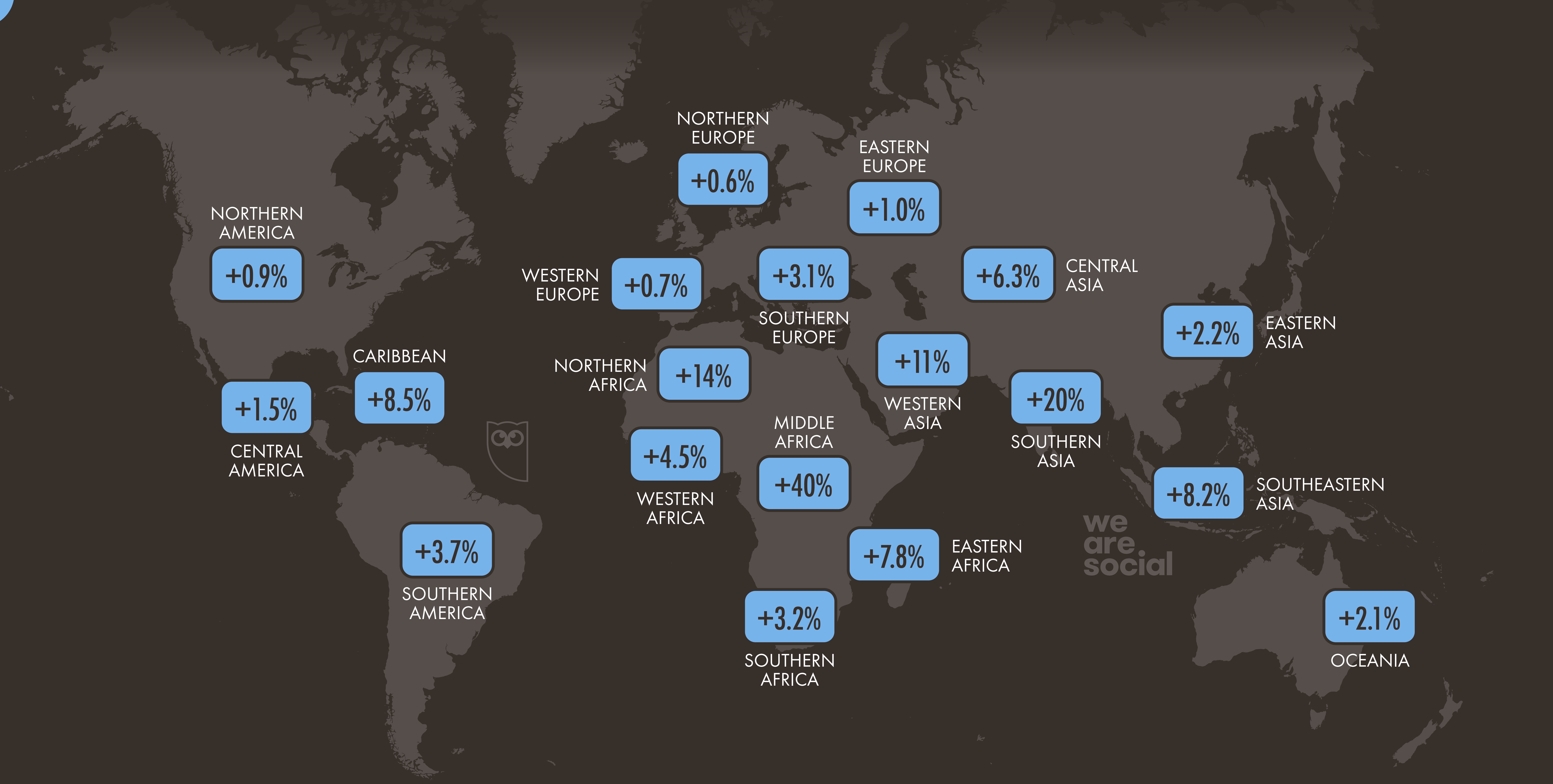


SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII; UNITED NATIONS. ***NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME.
◈ **COMPARABILITY ADVISORY:** IMPORTANT SOURCE CHANGES. FIGURES ARE NOT DIRECTLY COMPARABLE TO PREVIOUS REPORTS.

JAN 2020

GROWTH IN INTERNET USER NUMBERS BY REGION

YEAR-ON-YEAR PERCENTAGE CHANGE IN THE NUMBER OF PEOPLE USING THE INTERNET



SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII; KEPIOS ANALYSIS. ***NOTE:** REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME. ◈ **COMPARABILITY ADVISORY:** SOURCE CHANGES.

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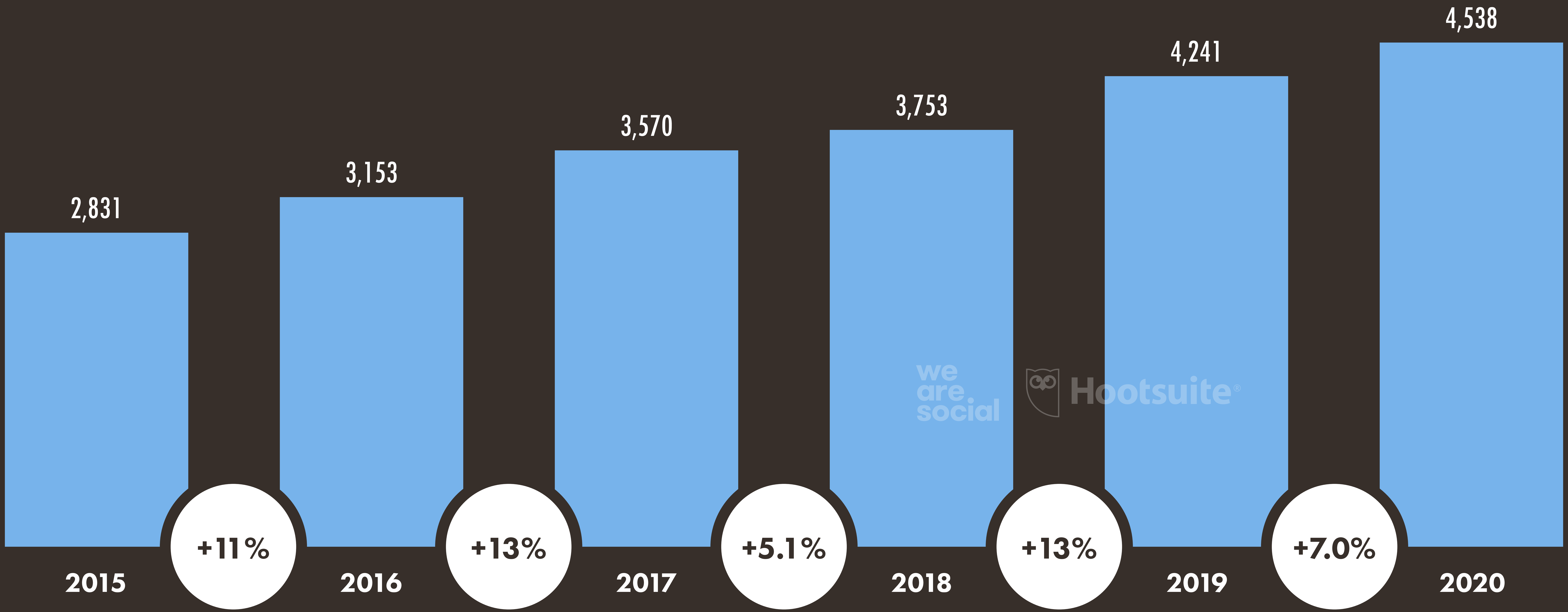
INTERNET USER NUMBERS OVER TIME

NUMBER OF GLOBAL INTERNET USERS BY YEAR (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE

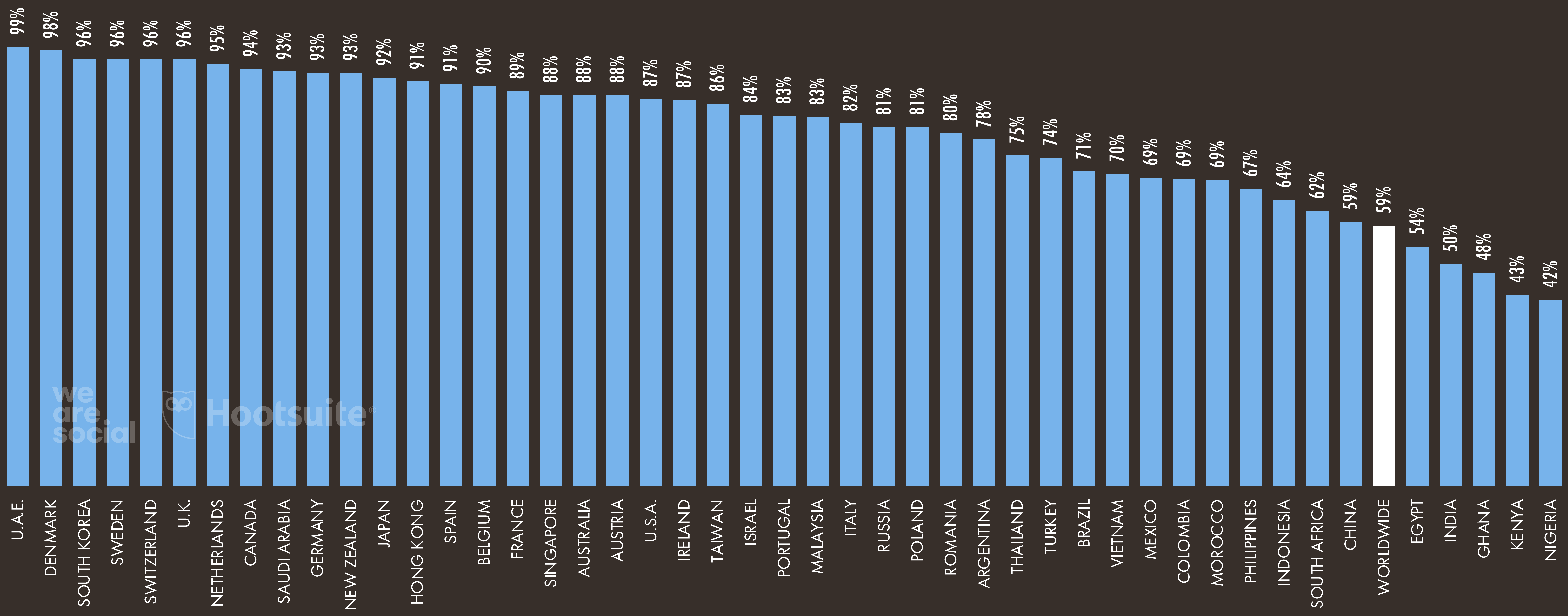


SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII. ◈ **COMPARABILITY ADVISORY:** SOURCE CHANGES. HISTORICAL FIGURES DETAILED ON THIS CHART WILL NOT MATCH DATA PUBLISHED IN PREVIOUS REPORTS.

JAN 2020

INTERNET PENETRATION IN 2020

PERCENTAGE OF THE TOTAL POPULATION (REGARDLESS OF AGE) THAT USES THE INTERNET



SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII; UNITED NATIONS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. ◈ **COMPARABILITY ADVISORY:** SOURCE CHANGES.

JAN 2020

INTERNET PENETRATION RANKINGS

COUNTRIES AND TERRITORIES* WITH THE HIGHEST AND LOWEST LEVELS OF INTERNET PENETRATION

HIGHEST LEVELS OF INTERNET PENETRATION

#	HIGHEST PENETRATION	%	Nº OF USERS
01=	ICELAND	99%*	336,742
01=	KUWAIT	99%*	4,196,432
01=	QATAR	99%*	2,828,000
01=	U.A.E.	99%*	9,732,158
05	BAHRAIN	99%	1,648,721
06	BERMUDA	98%	61,374
07=	DENMARK	98%	5,666,399
07=	NORWAY	98%	5,292,049
09	ARUBA	97%	103,523
10	LUXEMBOURG	97%	602,848

LOWEST LEVELS OF INTERNET PENETRATION

#	LOWEST PENETRATION	%	Nº OF USERS
212	NORTH KOREA*	0.0%	[N/A]
211	SOUTH SUDAN	8.0%	887,722
210	ERITREA	8.3%	293,343
209	BURUNDI	9.9%	1,154,568
208	SOMALIA	10%	1,625,924
207	NIGER	12%	2,781,266
206	PAPUA NEW GUINEA	12%	1,099,945
205	LIBERIA	12%	624,610
204	GUINEA-BISSAU	13%	250,000
203	CENTRAL AFRICAN REP.	14%	655,466

SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII; UNITED NATIONS. ***NOTES:** THE INTERNET REMAINS BLOCKED IN NORTH KOREA. PENETRATION FIGURES HAVE BEEN CAPPED AT 99%. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. ◈ **COMPARABILITY ADVISORY:** SOURCE CHANGES.

INTERNET GROWTH RANKINGS: RELATIVE CHANGE

COUNTRIES AND TERRITORIES* WITH THE HIGHEST YEAR-ON-YEAR PERCENTAGE CHANGE IN THE NUMBER OF INTERNET USERS

#	HIGHEST RELATIVE GROWTH	▲%	▲ USERS
01	REP. OF THE CONGO	+126%	+854,775
02	DEM. REP. OF THE CONGO	+122%	+8,988,740
03	SAMOA	+86%	+60,000
04	IRAQ	+55%	+10,637,541
05	KIRIBATI	+39%	+12,000
06	GUINEA-BISSAU	+26%	+52,169
07	INDIA	+23%	+127,610,000
08	EGYPT	+22%	+9,803,630
09	BURUNDI	+21%	+201,540
10	CENTRAL AFRICAN REP.	+20%	+107,289

#	HIGHEST RELATIVE GROWTH	▲%	▲ USERS
11	OMAN	+18%	+726,818
12	PAKISTAN	+17%	+11,251,089
13	INDONESIA	+17%	+25,365,368
14	KENYA	+16%	+3,162,574
15	ZAMBIA	+16%	+594,828
16	SAUDI ARABIA	+15%	+4,321,382
17	CAMBODIA	+15%	+1,300,000
18	TAJIKISTAN	+15%	+311,281
19	HAITI	+13%	+433,982
20	LIBYA	+13%	+600,000

SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII; UNITED NATIONS. ***NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. ◈ **COMPARABILITY ADVISORY:** SOURCE CHANGES.

JAN 2020

INTERNET GROWTH RANKINGS: ABSOLUTE CHANGE

COUNTRIES AND TERRITORIES* WITH THE LARGEST YEAR-ON-YEAR CHANGE IN THE ABSOLUTE NUMBER OF INTERNET USERS

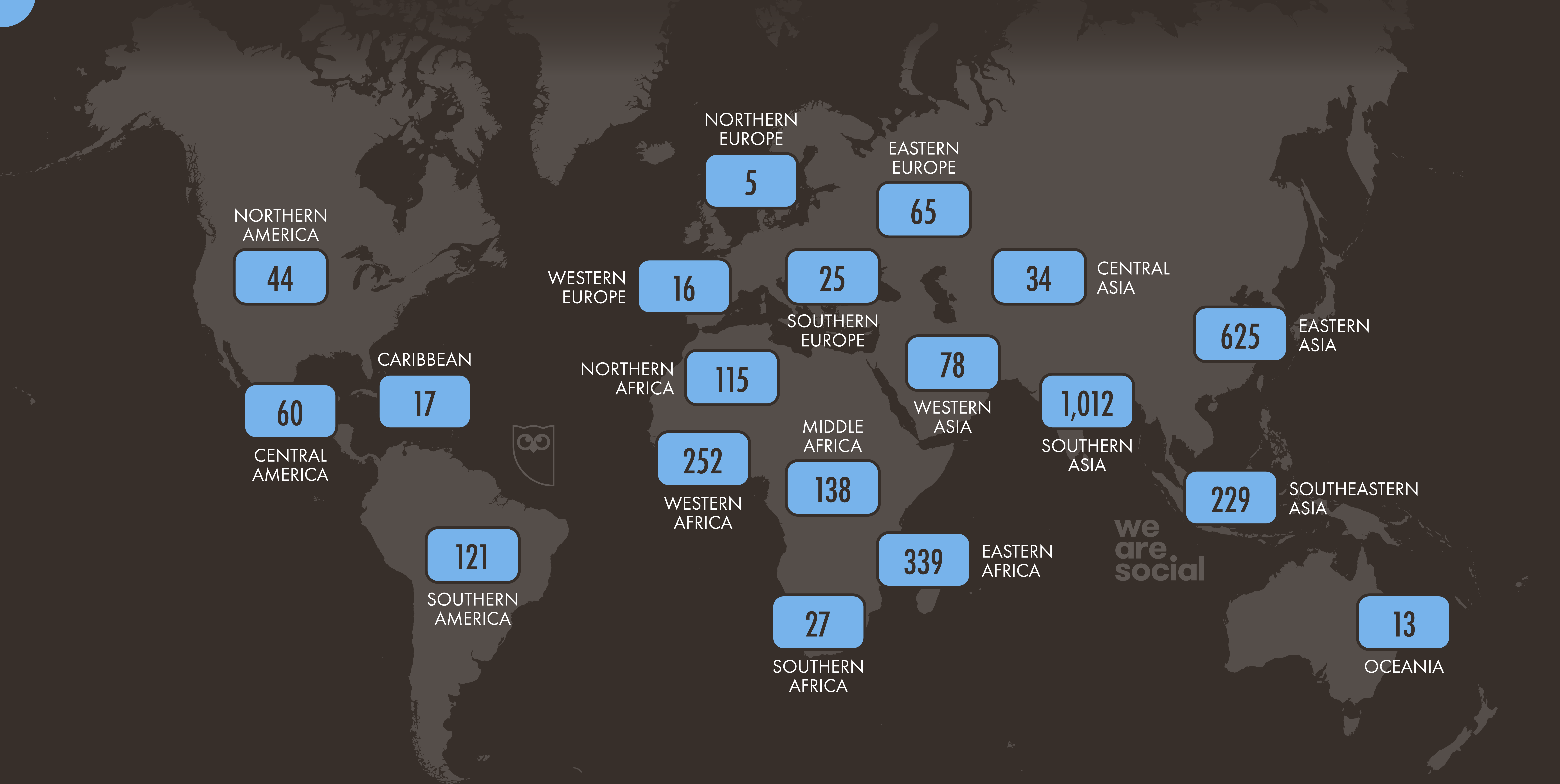
#	LARGEST ABSOLUTE GROWTH	▲ USERS	▲ %
01	INDIA	+127,610,000	+23%
02	CHINA	+25,490,000	+3.1%
03	INDONESIA	+25,365,368	+17%
04	PAKISTAN	+11,251,089	+17%
05	IRAQ	+10,637,541	+55%
06	EGYPT	+9,803,630	+22%
07	DEM. REP. OF THE CONGO	+8,988,740	+122%
08	BRAZIL	+8,516,438	+6.0%
09	VIETNAM	+6,169,040	+10%
10	BANGLADESH	+5,765,248	+9.5%

#	LARGEST ABSOLUTE GROWTH	▲ USERS	▲ %
11	IRAN	+5,676,469	+11%
12	SAUDI ARABIA	+4,321,382	+15%
13	KENYA	+3,162,574	+16%
14	MOROCCO	+2,927,836	+13%
15	TURKEY	+2,718,086	+4.6%
16	ALGERIA	+2,372,381	+12%
17	NIGERIA	+2,155,629	+2.6%
18	SPAIN	+2,013,677	+5.0%
19	U.S.A.	+1,816,314	+0.6%
20	UKRAINE	+1,476,697	+5.7%

SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII; UNITED NATIONS. ***NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. ◈ **COMPARABILITY ADVISORY:** SOURCE CHANGES.

THE 'NEXT BILLION': UNCONNECTED AUDIENCES

THE NUMBER OF PEOPLE (IN MILLIONS) IN EACH REGION WHO ARE NOT CONNECTED TO THE INTERNET



SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII; KEPIOS ANALYSIS (ALL LATEST DATA AVAILABLE IN JANUARY 2020).

THE 'NEXT BILLION': UNCONNECTED AUDIENCES

COUNTRIES AND TERRITORIES* WITH THE GREATEST NUMBER AND HIGHEST PERCENTAGE OF PEOPLE NOT CONNECTED TO THE INTERNET

GREATEST NUMBER OF PEOPLE NOT CONNECTED TO THE INTERNET

#	COUNTRY / TERRITORY	UNCONNECTED	% POP.
01	INDIA	685,591,071	50%
02	CHINA	582,063,733	41%
03	PAKISTAN	142,347,735	65%
04	NIGERIA	118,059,925	58%
05	BANGLADESH	97,427,352	59%
06	INDONESIA	96,709,226	36%
07	ETHIOPIA	92,385,728	81%
08	DEM. REP. OF THE CONGO	71,823,319	81%
09	BRAZIL	61,423,295	29%
10	EGYPT	46,626,170	46%

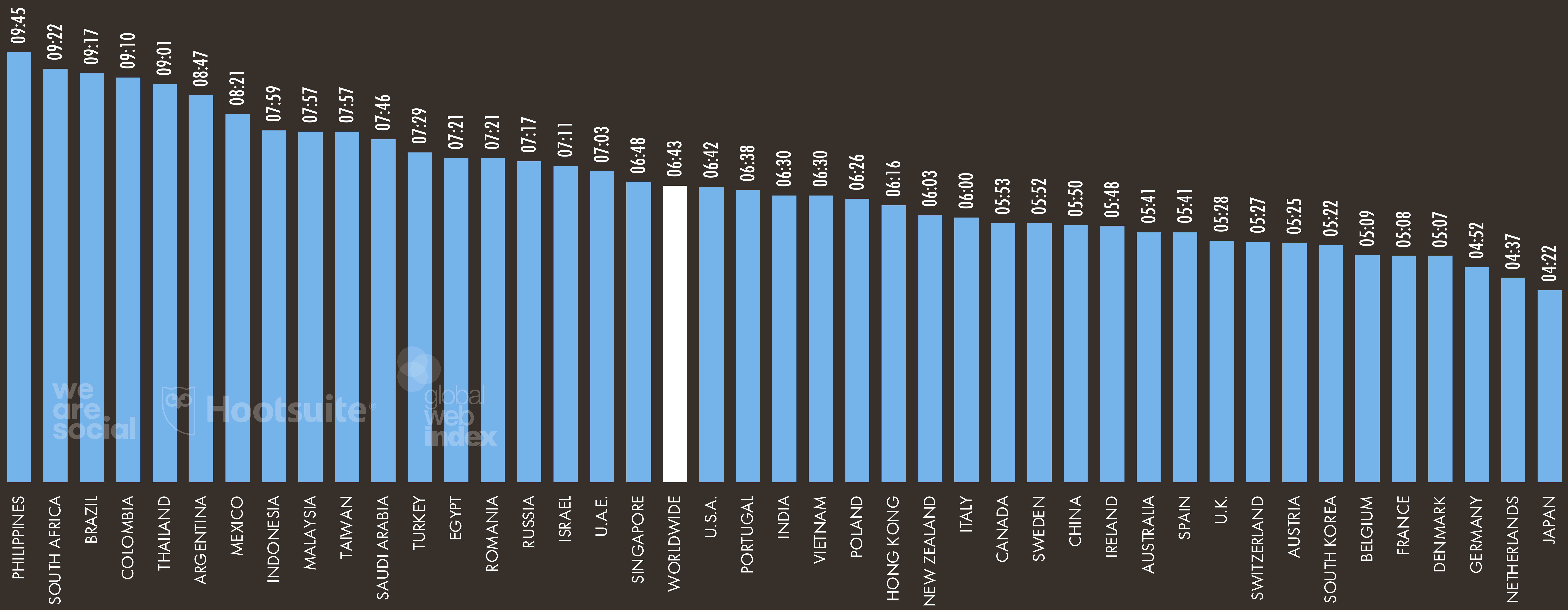
HIGHEST SHARE OF POPULATION NOT CONNECTED TO THE INTERNET

#	COUNTRY / TERRITORY	% POP.	UNCONNECTED
01	NORTH KOREA	100%*	25,722,103
02	SOUTH SUDAN	92%	10,240,199
03	ERITREA	92%	3,228,429
04	BURUNDI	90%	10,556,111
05	SOMALIA	90%	14,042,139
06	NIGER	88%	20,977,412
07	PAPUA NEW GUINEA	88%	7,761,628
08	LIBERIA	88%	4,372,916
09	GUINEA-BISSAU	87%	1,694,458
10	CENTRAL AFRICAN REP.	86%	4,132,006

SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII; UNITED NATIONS; KEPIOS ANALYSIS. ***NOTES:** THE INTERNET REMAINS BLOCKED FOR EVERYDAY CITIZENS IN NORTH KOREA. RANKING ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

TIME PER DAY SPENT USING THE INTERNET

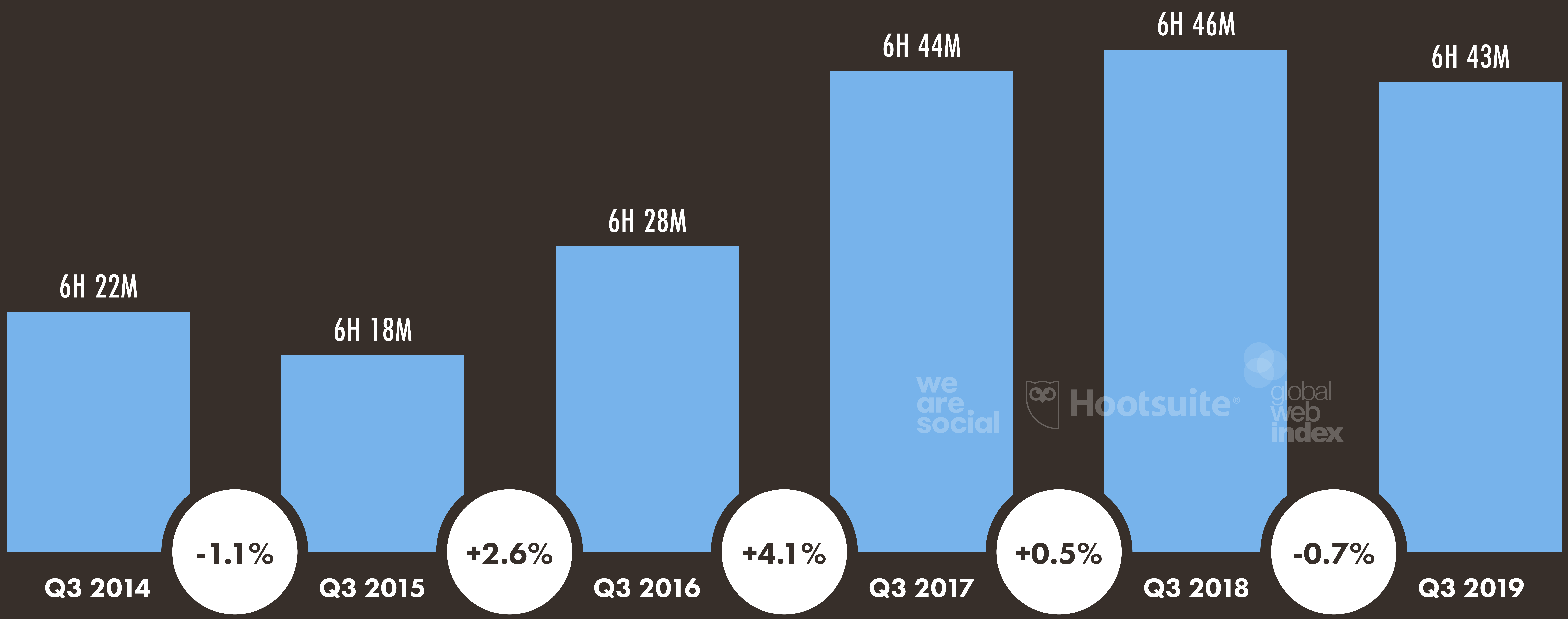
AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY ON ANY DEVICE



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

EVOLUTION OF DAILY TIME SPENT USING THE INTERNET

EVOLUTION IN THE AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET VIA ANY DEVICE



SOURCE: GLOBALWEBINDEX (VARIOUS DATA PERIODS, AS DETAILED BELOW EACH OF THE BARS IN THE CHART ABOVE). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2020

MOBILE INTERNET USE

INTERNET USERS WHO ACCESS THE INTERNET VIA MOBILE PHONES

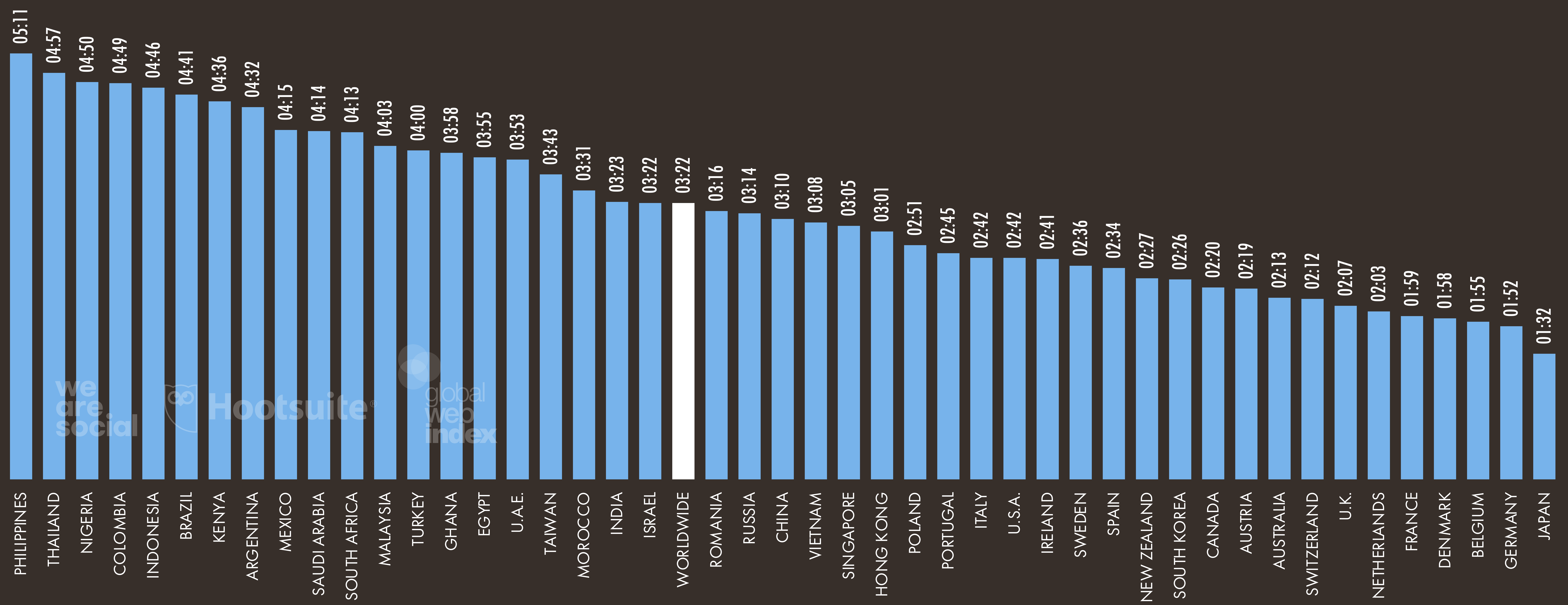
TOTAL NUMBER OF MOBILE INTERNET USERS	MOBILE INTERNET USERS AS A PERCENTAGE OF TOTAL INTERNET USERS	SHARE OF ALL INTERNET USERS ACCESSING VIA A SMARTPHONE*	SHARE OF ALL INTERNET USERS ACCESSING VIA A FEATURE PHONE*	AVERAGE DAILY TIME SPENT USING THE INTERNET ON MOBILE DEVICES
4.18 BILLION	92%	91%	3.3%	3H 22M

SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII (ALL LATEST AVAILABLE DATA IN JANUARY 2020). TIME AND SHARE DATA VIA GLOBALWEBINDEX (Q3 2019) ***NOTE:** FIGURES FOR SHARE BY MOBILE DEVICE TYPE REPRESENT EACH DEVICE'S SHARE OF TOTAL INTERNET USERS, NOT JUST SHARE OF MOBILE INTERNET USERS. ◈ **COMPARABILITY ADVISORY:** SOURCE CHANGES.

JAN 2020

DAILY TIME SPENT USING MOBILE INTERNET

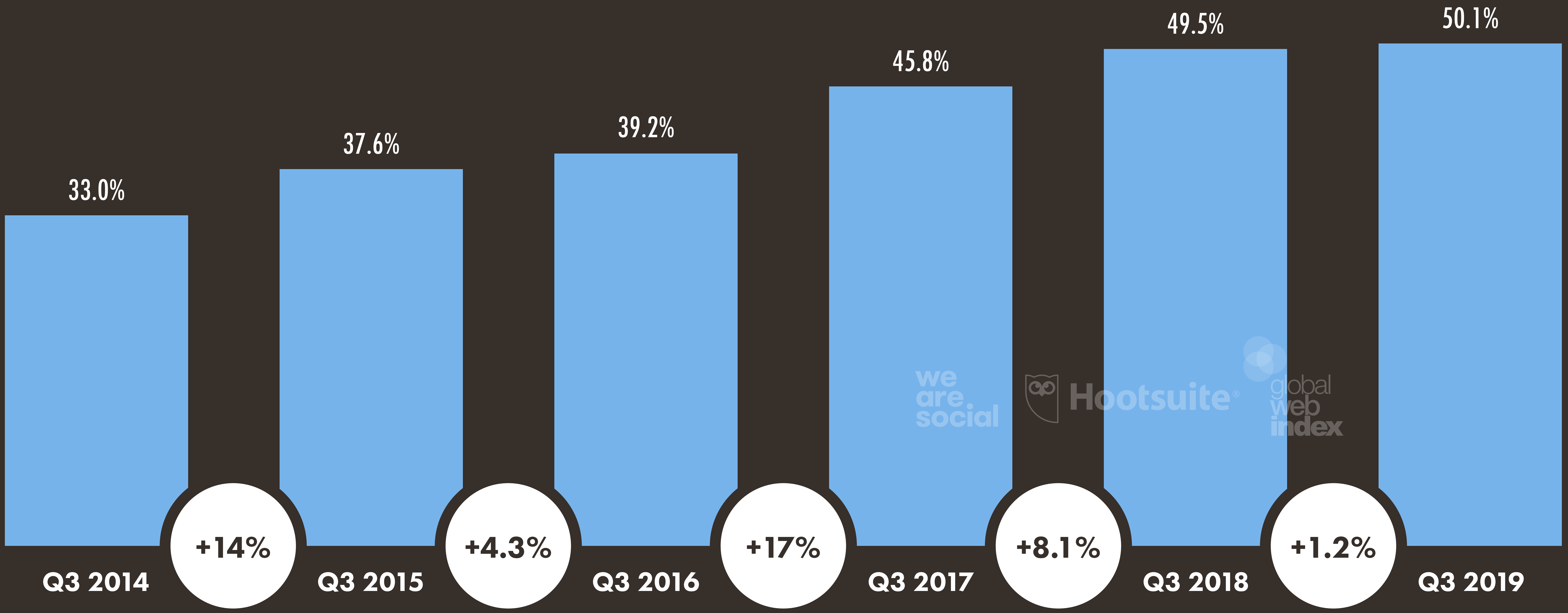
AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET VIA MOBILE PHONES



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
NOTE: TIMES ARE IN HOURS AND MINUTES.

MOBILE'S SHARE OF TOTAL INTERNET TIME

DAILY TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET VIA MOBILE DEVICES AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME

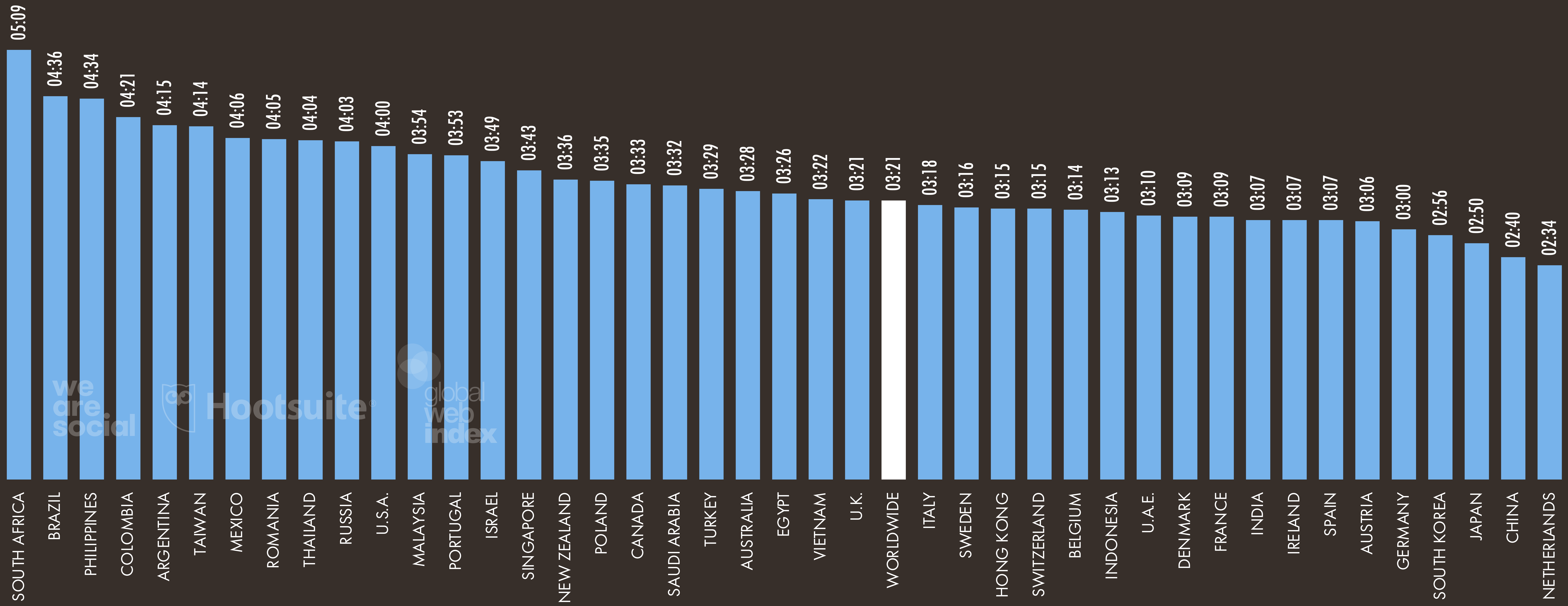


SOURCE: GLOBALWEBINDEX (VARIOUS DATA PERIODS, AS DETAILED BELOW EACH OF THE BARS IN THE CHART ABOVE). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2020

DAILY TIME SPENT USING THE INTERNET ON COMPUTERS

AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET VIA LAPTOPS, DESKTOPS, OR TABLETS



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
NOTE: TIMES ARE IN HOURS AND MINUTES.

JAN 2020

INTERNET CONNECTION SPEEDS: OVERVIEW

AVERAGE DOWNLOAD SPEEDS FOR MOBILE AND FIXED INTERNET CONNECTIONS, WITH YEAR-ON-YEAR COMPARISONS

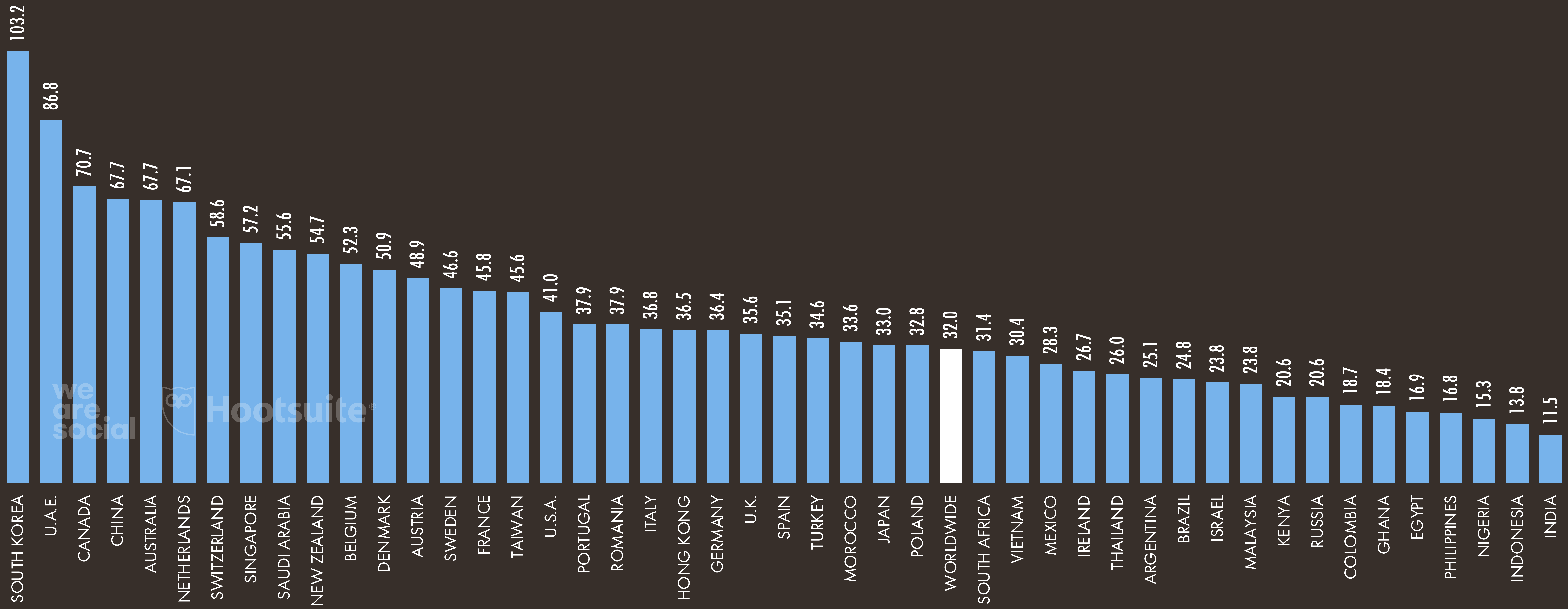
AVERAGE SPEED OF MOBILE INTERNET CONNECTIONS	YEAR-ON-YEAR CHANGE IN AVERAGE SPEED OF MOBILE INTERNET CONNECTIONS	AVERAGE SPEED OF FIXED INTERNET CONNECTIONS	YEAR-ON-YEAR CHANGE IN AVERAGE SPEED OF FIXED INTERNET CONNECTIONS
32.01 MBPS	+28%	73.58	+35%

SOURCE: OOKLA (JANUARY 2020). FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS IN DECEMBER 2019, WITH COMPARISONS TO AVERAGE DOWNLOAD SPEEDS IN DECEMBER 2018.

JAN 2020

AVERAGE MOBILE INTERNET CONNECTION SPEEDS

THE AVERAGE DOWNLOAD SPEED OF MOBILE INTERNET CONNECTIONS, IN MBPS



SOURCE: OOKLA (JANUARY 2020). FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS FOR MOBILE CONNECTIONS IN DECEMBER 2019.

MOBILE INTERNET CONNECTION SPEED RANKINGS

COUNTRIES AND TERRITORIES* WITH THE FASTEST AND SLOWEST MOBILE INTERNET CONNECTION SPEEDS

FASTEST MOBILE INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
01	SOUTH KOREA	103.18	+102%
02	U.A.E.	86.77	+81%
03	QATAR	79.21	+33%
04	CANADA	70.74	+12%
05	CHINA	67.71	+131%
06	AUSTRALIA	67.66	+20%
07	NETHERLANDS	67.08	+22%
08	NORWAY	66.91	+1.6%
09	BULGARIA	63.98	[N/A]
10	CROATIA	61.54	+41%

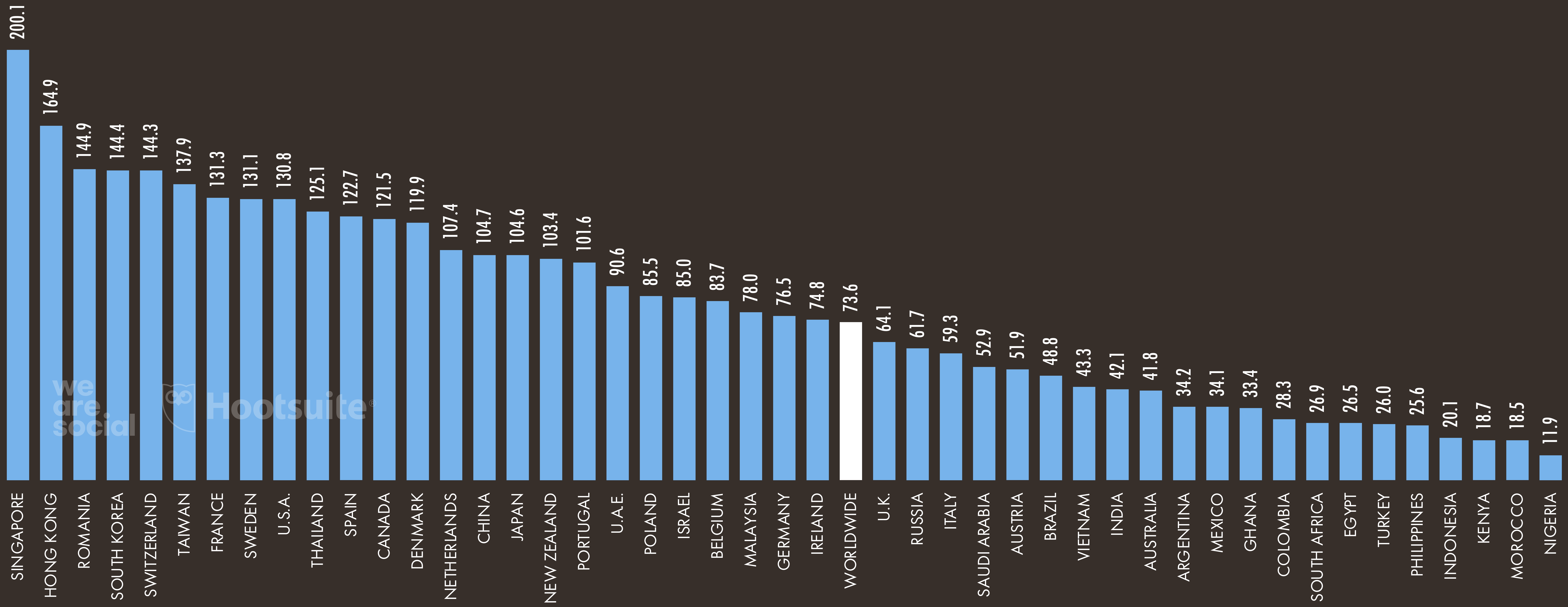
SLOWEST MOBILE INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
140	PALESTINE	6.17	-8.9%
139	AFGHANISTAN	6.82	+21%
138	ALGERIA	7.88	+35%
137	VENEZUELA	8.35	+26%
136	SUDAN	8.60	-19%
135	RWANDA	9.07	[N/A]
134	UZBEKISTAN	9.51	-4.6%
133	IRAQ	9.81	+51%
132	TAJIKISTAN	10.30	+101%
131	EL SALVADOR	10.32	+14%

SOURCE: OOKLA (JANUARY 2020). FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS FOR MOBILE CONNECTIONS IN DECEMBER 2019, AND COMPARISONS TO AVERAGE DOWNLOAD SPEEDS FOR MOBILE CONNECTIONS IN DECEMBER 2018. *NOTES: DATA ARE NOT AVAILABLE FOR ALL COUNTRIES. RANKINGS ONLY INCLUDE COUNTRIES WHICH HAVE POPULATIONS OF AT LEAST 50,000 PEOPLE AND FOR WHICH RELEVANT DATA ARE AVAILABLE IN JANUARY 2020.

AVERAGE FIXED INTERNET CONNECTION SPEEDS

THE AVERAGE DOWNLOAD SPEED OF FIXED INTERNET CONNECTIONS, IN MBPS



SOURCE: OOKLA (JANUARY 2020). FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS FOR FIXED CONNECTIONS IN DECEMBER 2019.

JAN 2020

FIXED INTERNET CONNECTION SPEED RANKINGS

COUNTRIES AND TERRITORIES* WITH THE FASTEST AND SLOWEST FIXED INTERNET CONNECTION SPEEDS

FASTEST FIXED INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
01	SINGAPORE	200.12	+4.8%
02	HONG KONG	164.88	+2.2%
03	ROMANIA	144.92	+16%
04	SOUTH KOREA	144.41	+21%
05	SWITZERLAND	144.31	+39%
06	TAIWAN	137.90	+113%
07	FRANCE	131.25	+34%
08	SWEDEN	131.13	+23%
09	U.S.A.	130.79	+19%
10	HUNGARY	128.07	+18%

SLOWEST FIXED INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
174	TURKMENISTAN	1.71	[N/A]
173	VANUATU	3.25	[N/A]
172	VENEZUELA	3.42	-7.3%
171	ALGERIA	3.92	+4.5%
170	YEMEN	4.39	[N/A]
169	MAURITANIA	4.91	[N/A]
168	CUBA	5.37	[N/A]
167	DEM. REP. OF THE CONGO	6.25	[N/A]
166	SUDAN	6.81	[N/A]
165	AFGHANISTAN	6.92	[N/A]

SOURCE: OOKLA (JANUARY 2020). FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS FOR FIXED CONNECTIONS IN DECEMBER 2019, AND COMPARISONS TO AVERAGE DOWNLOAD SPEEDS FOR FIXED CONNECTIONS IN DECEMBER 2018. ***NOTES:** DATA ARE NOT AVAILABLE FOR ALL COUNTRIES. RANKINGS ONLY INCLUDE COUNTRIES WHICH HAVE POPULATIONS OF AT LEAST 50,000 PEOPLE AND FOR WHICH RELEVANT DATA ARE AVAILABLE IN JANUARY 2020.

JAN 2020

SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS IN DECEMBER 2019

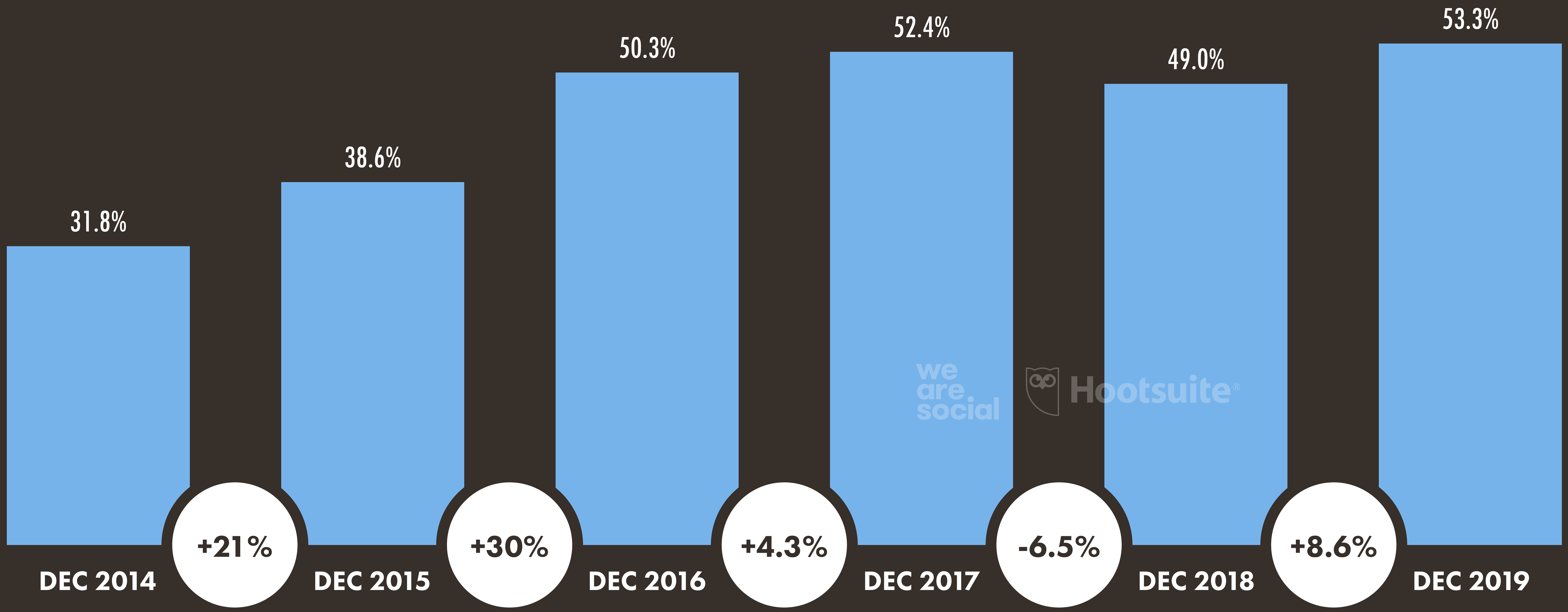
MOBILE PHONES	LAPTOPS & DESKTOPS	TABLET COMPUTERS	OTHER DEVICES
53.3%	44.0%	2.7%	0.07%
DEC 2019 vs. DEC 2018:	DEC 2019 vs. DEC 2018:	DEC 2019 vs. DEC 2018:	DEC 2019 vs. DEC 2018:
+8.6%	-6.8%	-27%	-30%

SOURCE: STATCOUNTER (ACCESSED JANUARY 2020). FIGURES REPRESENT EACH DEVICE'S SHARE OF WEB PAGES SERVED TO WEB BROWSERS ONLY. **NOTE:** FIGURES FOR DEVICE SHARE ARE FOR DECEMBER 2019; ANNUAL CHANGE FIGURES COMPARE MONTHLY SHARE VALUES FOR DECEMBER 2019 TO DECEMBER 2018.

JAN 2020

EVOLUTION OF MOBILE'S SHARE OF WEB TRAFFIC

MOBILE'S SHARE OF TOTAL WEB TRAFFIC SERVED TO WEB BROWSERS OVER TIME, WITH YEAR-ON-YEAR CHANGE



SOURCE: STATCOUNTER (ACCESSED JANUARY 2020). **NOTES:** FIGURES REPRESENT MOBILE'S SHARE OF WEB PAGES SERVED TO WEB BROWSERS ONLY. YEAR-ON-YEAR CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

JAN 2020

SHARE OF GLOBAL WEB TRAFFIC BY BROWSER

BASED ON WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2019

CHROME	SAFARI	FIREFOX	SAMSUNG INTERNET
63.6%	17.7%	4.4%	3.5%
+2.2% Y-O-Y	+20% Y-O-Y	-11% Y-O-Y	+18% Y-O-Y

UC BROWSER	OPERA	INTERNET EXPLORER	OTHER BROWSERS
2.9%	2.3%	1.6%	4.1%
-32% Y-O-Y	-27% Y-O-Y	-38% Y-O-Y	+28% Y-O-Y

SOURCE: STATCOUNTER (ACCESSED JANUARY 2020). **NOTES:** BROWSER SHARE VALUES ARE FOR DECEMBER 2019; CHANGE FIGURES COMPARE EACH BROWSER'S SHARE IN DECEMBER 2019 TO ITS SHARE IN DECEMBER 2018. CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

WORLD'S MOST VISITED WEBSITES (SIMILARWEB)

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

#	WEBSITE	TIME / VISIT	PAGES / VISIT
01	GOOGLE.COM	10M 20S	8.12
02	YOUTUBE.COM	23M 00S	9.69
03	FACEBOOK.COM	11M 26S	10.70
04	BAIDU.COM	7M 51S	8.10
05	WIKIPEDIA.ORG	3M 48S	2.96
06	TWITTER.COM	10M 22S	10.84
07	INSTAGRAM.COM	6M 35S	11.44
08	YAHOO.COM	7M 27S	6.70
09	XVIDEOS.COM	12M 27S	9.25
10	YANDEX.RU	10M 51S	9.00

#	WEBSITE	TIME / VISIT	PAGES / VISIT
11	PORNHUB.COM	9M 26S	7.53
12	AMAZON.COM	7M 34S	10.10
13	XNXX.COM	15M 42S	11.58
14	NETFLIX.COM	9M 41S	4.24
15	LIVE.COM	7M 33S	8.28
16	YAHOO.CO.JP	9M 40S	6.89
17	NAVER.COM	17M 09S	11.65
18	VK.COM	17M 54S	23.20
19	GOOGLE.COM.BR	6M 56S	7.76
20	WHATSAPP.COM	2M 42S	1.79

SOURCE: SIMILARWEB (JANUARY 2020). **NOTE:** 'TIME PER VISIT' FIGURES REPRESENT THE AVERAGE DURATION OF USERS' VISITS, MEASURED IN MINUTES AND SECONDS.
ADVISORY: SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

JAN 2020

WORLD'S MOST VISITED WEBSITES (ALEXA)

RANKING OF THE WORLD'S MOST VISITED WEBSITES ACCORDING TO ALEXA*, BASED ON TOTAL GLOBAL WEBSITE TRAFFIC

#	WEBSITE	TIME / DAY	PAGES / DAY
01	GOOGLE.COM	12M 09S	14.64
02	YOUTUBE.COM	11M 44S	6.70
03	TMALL.COM	6M 56S	2.91
04	FACEBOOK.COM	17M 48S	7.84
05	BAIDU.COM	7M 05S	4.54
06	QQ.COM	3M 49S	4.00
07	SOHU.COM	3M 46S	4.56
08	TAOBAO.COM	4M 48S	3.55
09	LOGIN.TMALL.COM	5M 11S	1.00
10	360.CN	3M 20S	3.95

#	WEBSITE	TIME / DAY	PAGES / DAY
11	JD.COM	3M 40S	4.53
12	YAHOO.COM	4M 34S	4.40
13	AMAZON.COM	9M 41S	9.01
14	WIKIPEDIA.ORG	3M 55S	2.96
15	WEIBO.COM	3M 09S	3.75
16	SINA.COM.CN	2M 58S	3.51
17	PAGES.TMALL.COM	1M 16S	1.48
18	REDDIT.COM	7M 51S	5.60
19	LIVE.COM	4M 53S	4.97
20	NETFLIX.COM	3M 15S	2.66

SOURCE: ALEXA (JANUARY 2020). ***NOTES:** 'ALEXA' IS THE NAME OF AMAZON'S INSIGHTS ARM, AND DATA SHOWN HERE ARE NOT RESTRICTED TO ACTIVITIES ON 'ALEXA' VOICE-POWERED PLATFORMS. 'TIME / DAY' FIGURES REPRESENT ALEXA'S ESTIMATES OF THE AVERAGE DAILY AMOUNT OF TIME THAT VISITORS SPEND ON EACH SITE, ON DAYS THEY VISIT EACH SITE, MEASURED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

JAN 2020

MOST COMMON LANGUAGES FOR WEB CONTENT

BASED ON THE LANGUAGES USED ON THE WORLD'S TOP 10 MILLION WEBSITES*

#	LANGUAGE	% WEBSITES	SHARE OF POP.
01	ENGLISH	56.8%	4.9%
02	RUSSIAN	7.6%	2.0%
03	SPANISH	4.6%	6.2%
04	GERMAN	4.1%	1.0%
05	FRENCH	3.3%	1.0%
06	JAPANESE	2.9%	1.7%
07	PORTUGUESE	2.5%	2.9%
08	PERSIAN	2.4%	0.7%
09	TURKISH	2.2%	1.0%
10	ITALIAN	1.5%	0.8%

#	LANGUAGE	% WEBSITES	SHARE OF POP.
11	CHINESE	1.4%	16.5%
12	POLISH	1.3%	0.5%
13	VIETNAMESE	1.0%	1.0%
14	DUTCH	0.9%	0.3%
15	ARABIC	0.8%	3.6%
16	KOREAN	0.8%	1.0%
17	CZECH	0.7%	0.1%
18	GREEK	0.7%	0.2%
19	INDONESIAN	0.5%	0.6%
20	HUNGARIAN	0.4%	0.2%

SOURCE: W3TECHS (ACCESSED JANUARY 2020). ***NOTES:** TOP 10 MILLION WEBSITES BASED ON TRAFFIC RANKING DATA FROM ALEXA.COM. LANGUAGE NAMES AS PER W3TECHS'S DEFINITIONS. FIGURES IN THE "SHARE OF POP." COLUMN SHOW THE PERCENTAGE OF THE WORLD'S TOTAL POPULATION THAT IS A NATIVE SPEAKER OF EACH LANGUAGE, BASED ON DATA REPORTED BY ETHNOLOGUE AND THE UNITED NATIONS.

JAN 2020

GOOGLE SEARCH: TOP WORLDWIDE QUERIES IN 2019

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO GOOGLE SEARCH THROUGHOUT 2019

#	SEARCH QUERY	INDEX	▲ Y-O-Y
01	FACEBOOK	100	-19.8%
02	GOOGLE	94	-0.4%
03	YOUTUBE	87	-12.3%
04	YOU	60	[UNCHANGED]
05	WEATHER	50	11.5%
06	NEWS	44	[UNCHANGED]
07	AMAZON	33	11.6%
08	TRANSLATE	29	19.0%
09	INSTAGRAM	27	16.2%
10	GMAIL	25	-2.6%

#	SEARCH QUERY	INDEX	▲ Y-O-Y
11	MP3	25	-21.5%
12	HOTMAIL	20	-10.9%
13	MAIL*	20	-4.4%
14	YAHOO	17	-2.2%
15	SAMSUNG*	17	2.2%
16	METEO	16	13.1%
17	WHATSAPP	16	25.7%
18	TRADUCTOR*	15	16.1%
19	TWITTER*	15	16.7%
20	MAPS*	15	-0.7%

SOURCE: GOOGLE TRENDS (ACCESSED JANUARY 2020); KEPIOS ANALYSIS. **NOTES:** QUERIES DENOTED BY (*) DID NOT APPEAR IN THE TOP 20 QUERIES IN 2018. GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY). YEAR-ON-YEAR CHANGE FIGURES COMPARE AVERAGE INDEX VALUES FOR EACH QUERY IN Q4 2019 TO Q4 2018.

JAN 2020

ONLINE CONTENT ACTIVITIES

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

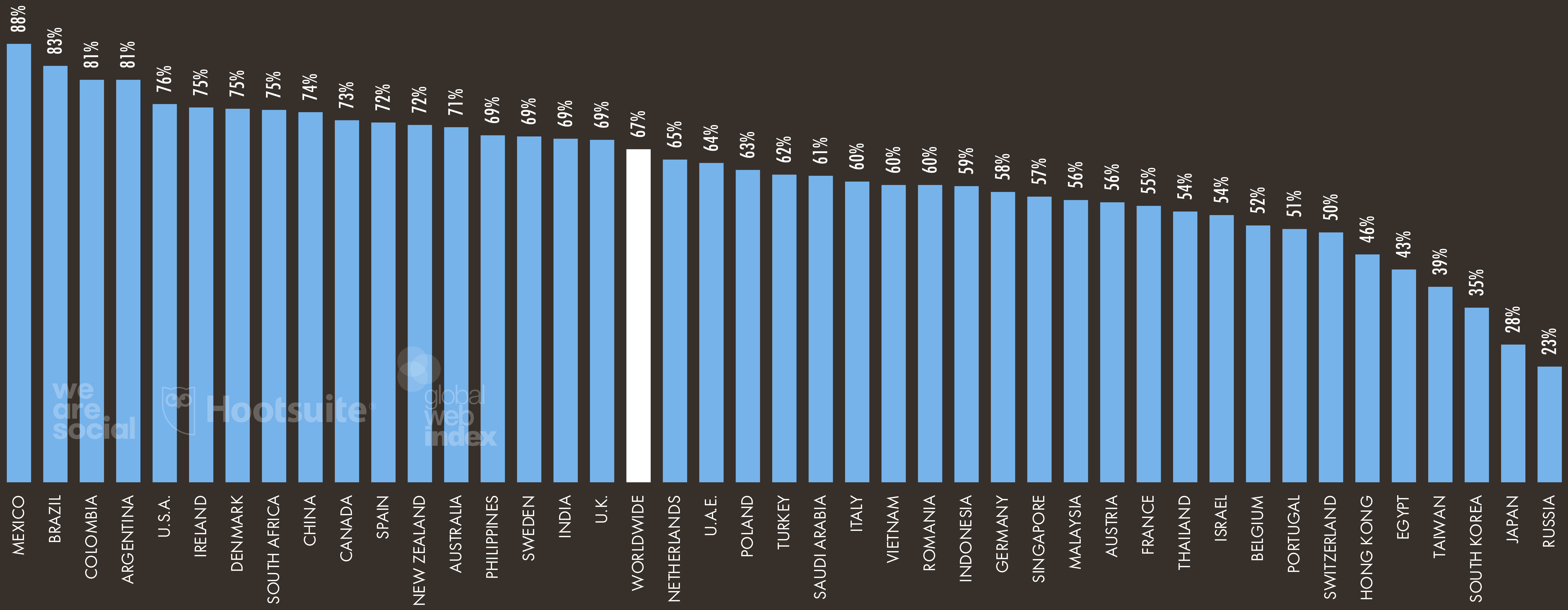
WATCH ONLINE VIDEOS	WATCH VLOGS	LISTEN TO MUSIC STREAMING SERVICES	LISTEN TO ONLINE RADIO STATIONS	LISTEN TO PODCASTS
90%	51%	70%	47%	41%

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2020

STREAMING TV CONTENT VIA THE INTERNET

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



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

PLAYING GAMES: DEVICE PERSPECTIVE

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

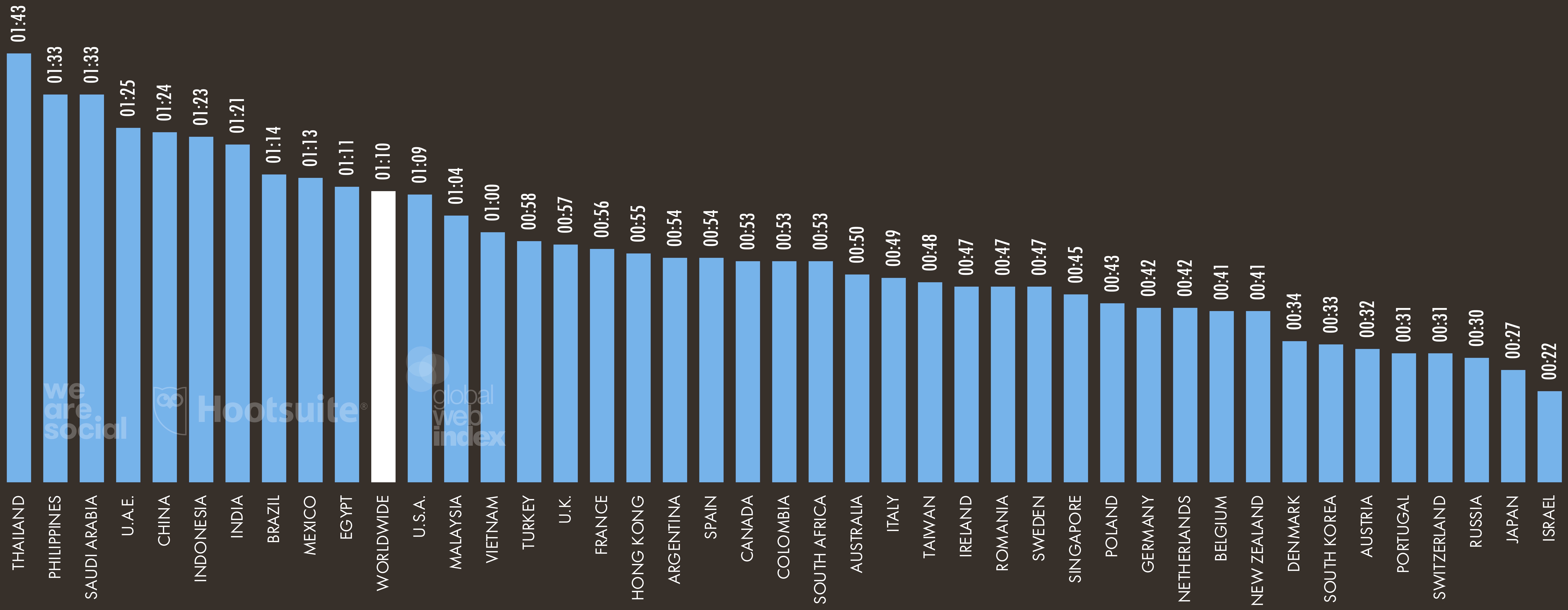
ANY DEVICE	SMART PHONE	PC (LAPTOP OR DESKTOP)	GAMES CONSOLE	TABLET COMPUTER
81%	69%	41%	25%	21%

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2020

DAILY TIME SPENT USING GAMES CONSOLES

AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING GAMES CONSOLES



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2020

GAMING-RELATED ACTIVITIES

PERCENTAGE OF ALL INTERNET USERS AGED 16 TO 64 WHO PARTICIPATED IN EACH GAMING-RELATED ACTIVITY IN THE PAST MONTH

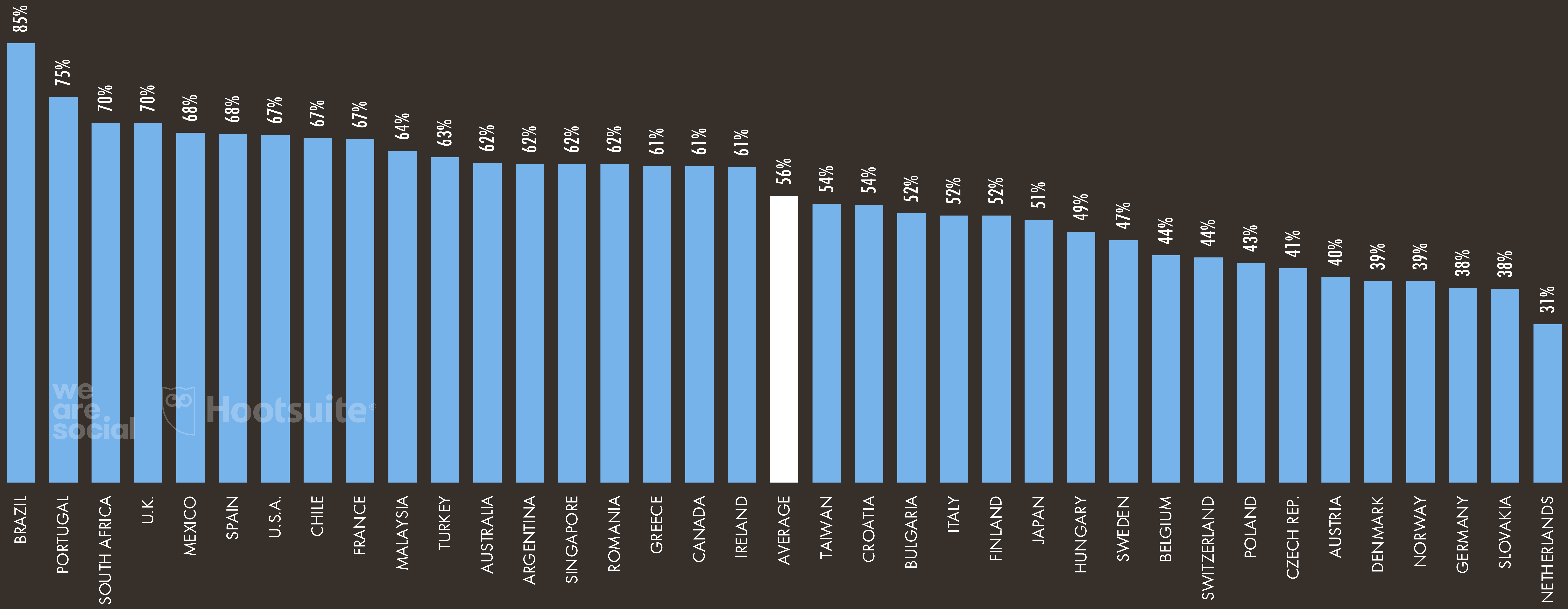
PURCHASED A GAME ADD-ON OR PAID FOR DLC*	PLAYED A GAME ON A CLOUD GAMING OR STREAMING PLATFORM	SHARED IMAGES OR VIDEOS OF OWN GAMEPLAY	WATCHED A LIVE STREAM OF OTHER PEOPLE PLAYING GAMES	WATCHED AN ESPORTS TOURNAMENT
7.6%	9.9%	12%	20%	14%

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***NOTE:** "DLC" STANDS FOR (ADDITIONAL) DOWNLOADABLE CONTENT, OFTEN AVAILABLE VIA IN-APP PURCHASES.

JAN 2020

CONCERNS ABOUT MISINFORMATION AND 'FAKE NEWS'

PERCENTAGE OF ADULTS AGED 18+ WHO SAY THEY'RE CONCERNED ABOUT WHAT IS REAL AND FAKE ON THE INTERNET

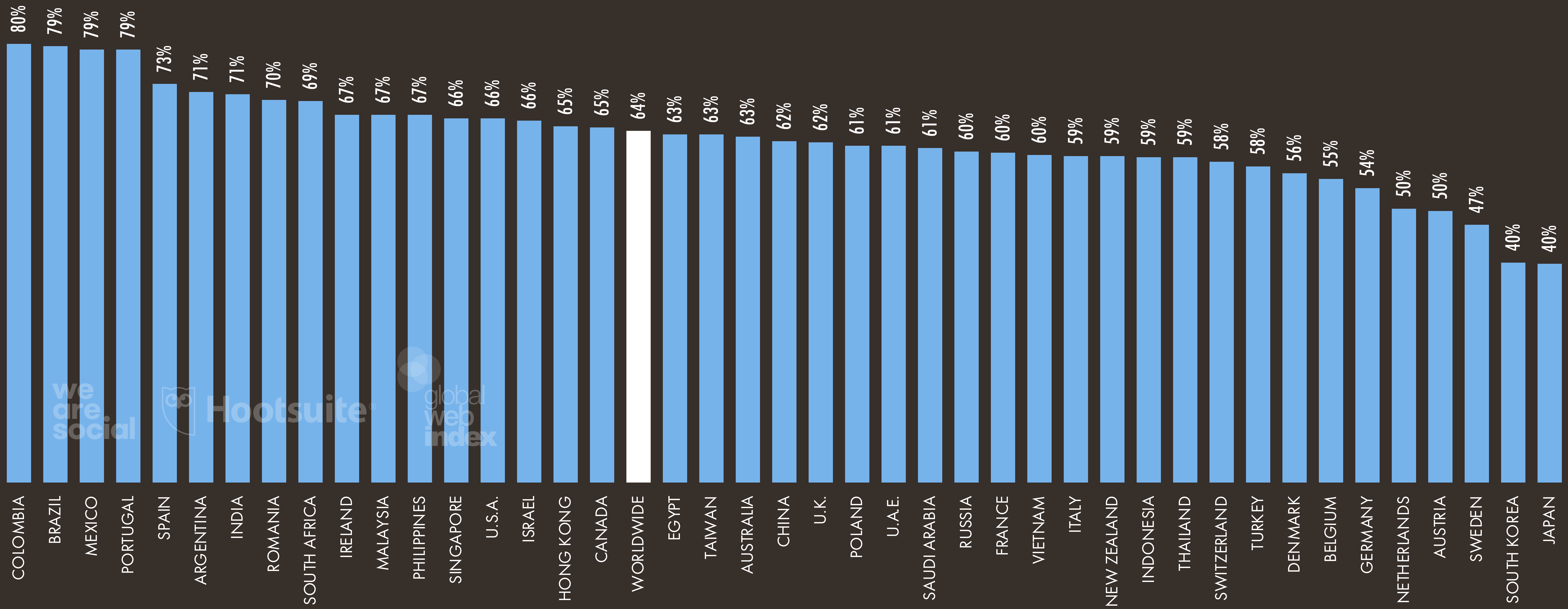


SOURCE: REUTERS INSTITUTE DIGITAL NEWS REPORT (2019 EDITION). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF ADULTS AGED 18 AND ABOVE.

JAN 2020

CONCERNS ABOUT MISUSE OF PERSONAL DATA

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY'RE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA

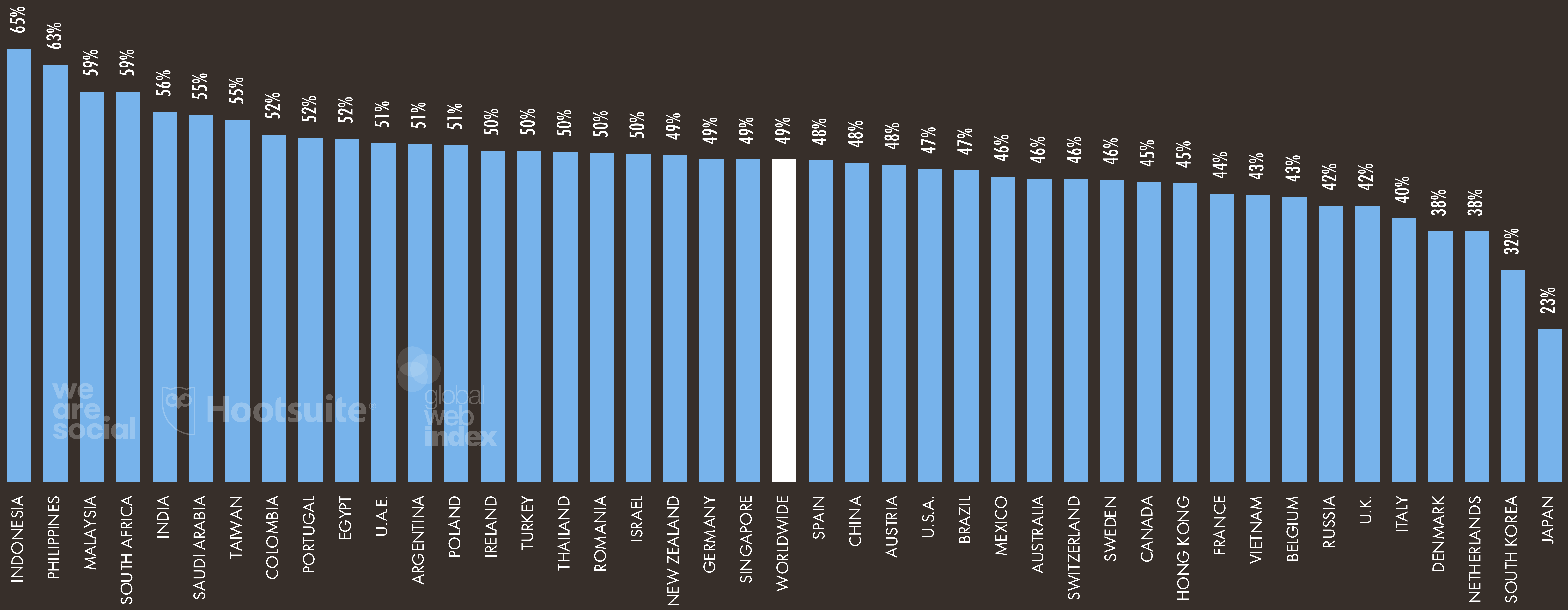


SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
◈ **COMPARABILITY ADVISORY:** SOURCE CHANGE. DATA ARE NOT COMPARABLE TO A SIMILAR "DATA PRIVACY CONCERNS" SLIDE IN SOME OF OUR PREVIOUS REPORTS.

JAN 2020

USE OF AD BLOCKERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE TOOLS TO BLOCK ONLINE ADVERTISING EACH MONTH

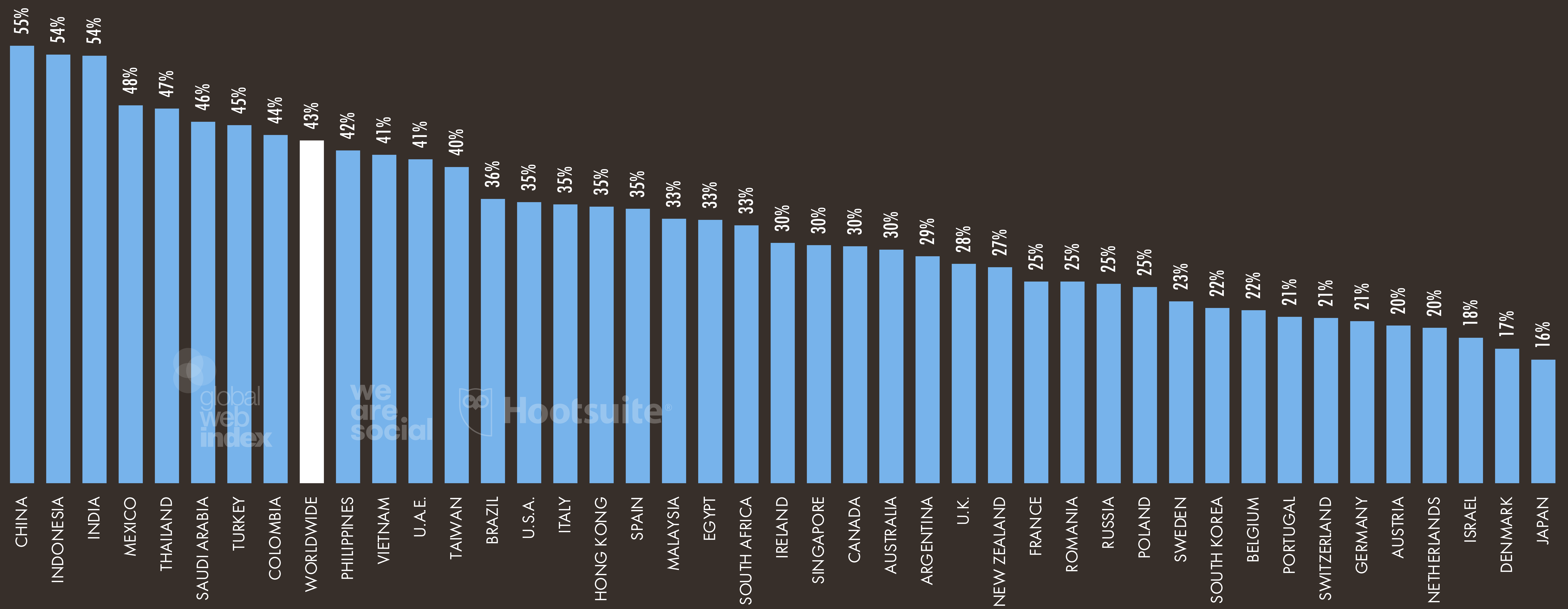


SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

USE OF VOICE SEARCH AND VOICE COMMANDS

JAN 2020

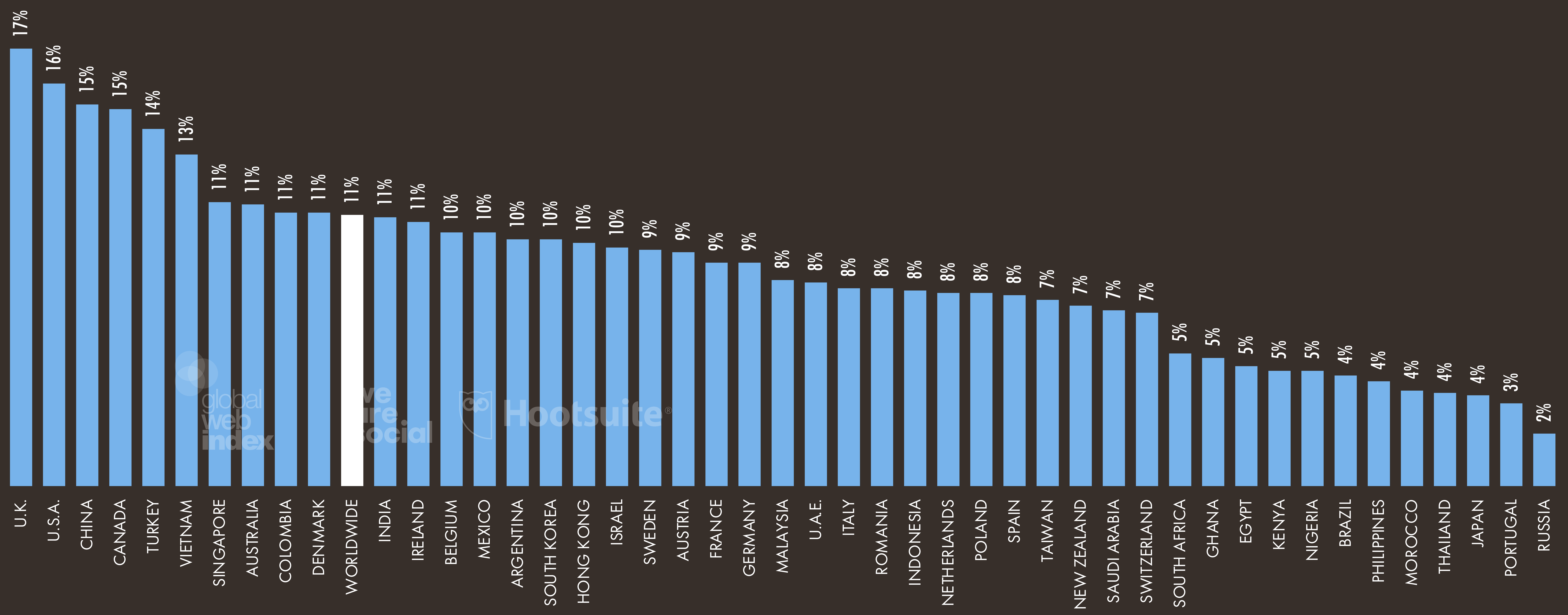
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE VOICE INTERFACES EACH MONTH (ANY DEVICE)



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

SMART HOME DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT THEY OWN SOME FORM OF SMART HOME DEVICE*



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. ***NOTE:** IN THIS CONTEXT, "SMART HOME DEVICES" INCLUDE SMART SPEAKERS (E.G. AMAZON ECHO OR APPLE HOMEPOD), SMART UTILITY DEVICES (E.G. REMOTELY CONTROLLED LIGHTS AND THERMOSTATS), SMART SECURITY SYSTEMS (E.G. REMOTELY CONTROLLED DOORBELLS), OR 'OTHER' SMART-HOME DEVICES (AS DETERMINED AT THE SURVEY RESPONDENT'S DISCRETION).

OVERVIEW OF THE SMART HOME DEVICE MARKET

VALUE OF THE GLOBAL MARKET FOR SMART HOME DEVICES, WITH VALUE BY DEVICE SUB-CATEGORY (IN U.S. DOLLARS)

NUMBER OF HOMES WITH SMART HOME DEVICES	TOTAL ANNUAL VALUE OF SMART HOME DEVICES MARKET	VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET*	VALUE OF SMART HOME APPLIANCES MARKET
134.1 MILLION	$73.72 BILLION	$17.16 BILLION	$16.97 BILLION

VALUE OF SMART HOME SECURITY DEVICE MARKET	VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET	VALUE OF SMART HOME COMFORT & LIGHTING MARKET	VALUE OF SMART HOME ENERGY MANAGEMENT MARKET
$15.93 BILLION	$10.47 BILLION	$7.34 BILLION	$5.84 BILLION

SOURCE: STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSED JANUARY 2020). FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2019, IN U.S. DOLLARS. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. ***NOTES:** THE "CONTROL AND CONNECTIVITY" SEGMENT INCLUDES HUBS AND INTERFACES FOR "INTELLIGENT HOME NETWORKS" (E.G. SMART SPEAKERS, CENTRAL CONTROL UNITS, SMART PLUGS, ETC.).

AVERAGE ANNUAL REVENUE PER SMART HOME

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

PENETRATION OF SMART HOME DEVICES*

7.2%

ARPU*: COMBINED SPEND ON ALL SMART HOME DEVICES

$550

ARPU*: SMART HOME CONTROL & CONNECTIVITY DEVICES

$137

ARPU*: SMART HOME APPLIANCES

$286

ARPU*: SMART HOME SECURITY DEVICES

$238

ARPU*: SMART HOME ENTERTAINMENT DEVICES

$112

ARPU*: SMART HOME COMFORT & LIGHTING

$81

ARPU*: SMART HOME ENERGY MANAGEMENT

$85

SOURCE: STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSED JANUARY 2020). FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUE FOR 2019, IN U.S. DOLLARS. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. ***NOTES:** IN THIS CONTEXT, "PENETRATION" REFERS TO THE NUMBER OF HOMES WITH SMART HOME DEVICES, AND "ARPU" REFERS TO AVERAGE REVENUE PER HOME WITH A SMART DEVICE.

SMART HOME MARKET: ANNUAL VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE SIZE AND VALUE OF THE SMART HOME MARKET, WITH DETAIL BY SUB-CATEGORY

ANNUAL CHANGE IN SMART HOME PENETRATION*

+33%

Y-O-Y VALUE CHANGE: OVERALL SMART HOME DEVICES MARKET

+28%

Y-O-Y VALUE CHANGE: SMART HOME CONTROL & CONNECTIVITY MARKET

+31%

Y-O-Y VALUE CHANGE: SMART HOME APPLIANCES MARKET

+32%

Y-O-Y VALUE CHANGE: SMART HOME SECURITY DEVICE MARKET

+26%

Y-O-Y VALUE CHANGE: SMART HOME ENTERTAINMENT DEVICE MARKET

+21%

Y-O-Y VALUE CHANGE: SMART HOME COMFORT & LIGHTING MARKET

+29%

Y-O-Y VALUE CHANGE: SMART HOME ENERGY MANAGEMENT MARKET

+29%

SOURCE: STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSED JANUARY 2020). GROWTH FIGURES REPRESENT THE YEAR-ON-YEAR CHANGE IN ESTIMATES OF FULL-YEAR REVENUE FOR 2019 COMPARED TO 2018. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. ***NOTES:** "PENETRATION" REFERES TO THE NUMBER OF HOMES WITH SMART HOME DEVICES. "Y-O-Y VALUE CHANGE" FIGURES REFER TO THE YEAR-ON-YEAR CHANGE IN REVENUE.

HOOTSUITE'S PERSPECTIVE: BEST-IN-CLASS EXAMPLES

BUILDING CONFIDENCE

Spectrum Health: To encourage advocacy among its 31,000 employees, Spectrum Health created a structure within its social strategy that gave employees trusted content they felt empowered to share. By building out digital skill sets internally, Spectrum employees have become confident advocates, providing a better customer experience in the health care sector. Watch here.

PROVIDING CONNECTION

Sodexo: Amid privacy concerns and the rise of private messaging channels, Sodexo uses the power of 1:1 connection and peer-to-peer trust on social media to create meaningful relationships with students on campus. Watch here.

ENABLING CONVENIENCE

Adobe: Experiences matter more than products for today's consumers. To meet these high expectations and provide a unified customer experience, Adobe builds a 360-degree view of the customer through social data and insights across the entire company. Watch here.

Click here for more Hootsuite insights into the Future of Customer Engagement.

WE ARE SOCIAL'S PERSPECTIVE: INTERNET IN 2020

SHIFTS IMPACTING OUR ONLINE BEHAVIOUR

CULTURAL CROSSFIT

People have often been forced to engage with cultural interests in isolation, but that doesn't reflect the way they consume. Tastes are flexible and multifaceted. And driven by openness to collaboration among brands and platforms, cultural convergence is more far reaching than ever.

In 2020, brands will look to reflect people's relationship with culture in flexible and adaptive ways

VIRTUAL SELVES

Avatars were once exclusive to gamer communities. But digital versions of ourselves are now commonplace internet-wide. Whether the iOS Memoji Keyboard, Facebook Horizon, Instagram's AR filters, Fortnite or VR chat, people will increasingly be creating and customising avatars across platforms.

In 2020, brands will engage with people's digital avatars in more meaningful ways

OVERT PRIVACY

People want control over their digital footprints, looking to hide from brands, platforms, and even their outer circles, by moving into more intimate social spaces. With tools like Instagram 'Close Friends' and Facebook Groups gaining traction, the public feed feels less important than ever.

In 2020, brands will participate in more intimate conversations with their core customers

SOCIAL MEDIA IN 2020

JAN 2020

SOCIAL MEDIA USE AROUND THE WORLD

BASED ON THE NUMBER OF MONTHLY ACTIVE USERS OF TOP SOCIAL MEDIA PLATFORMS IN EACH COUNTRY OR TERRITORY

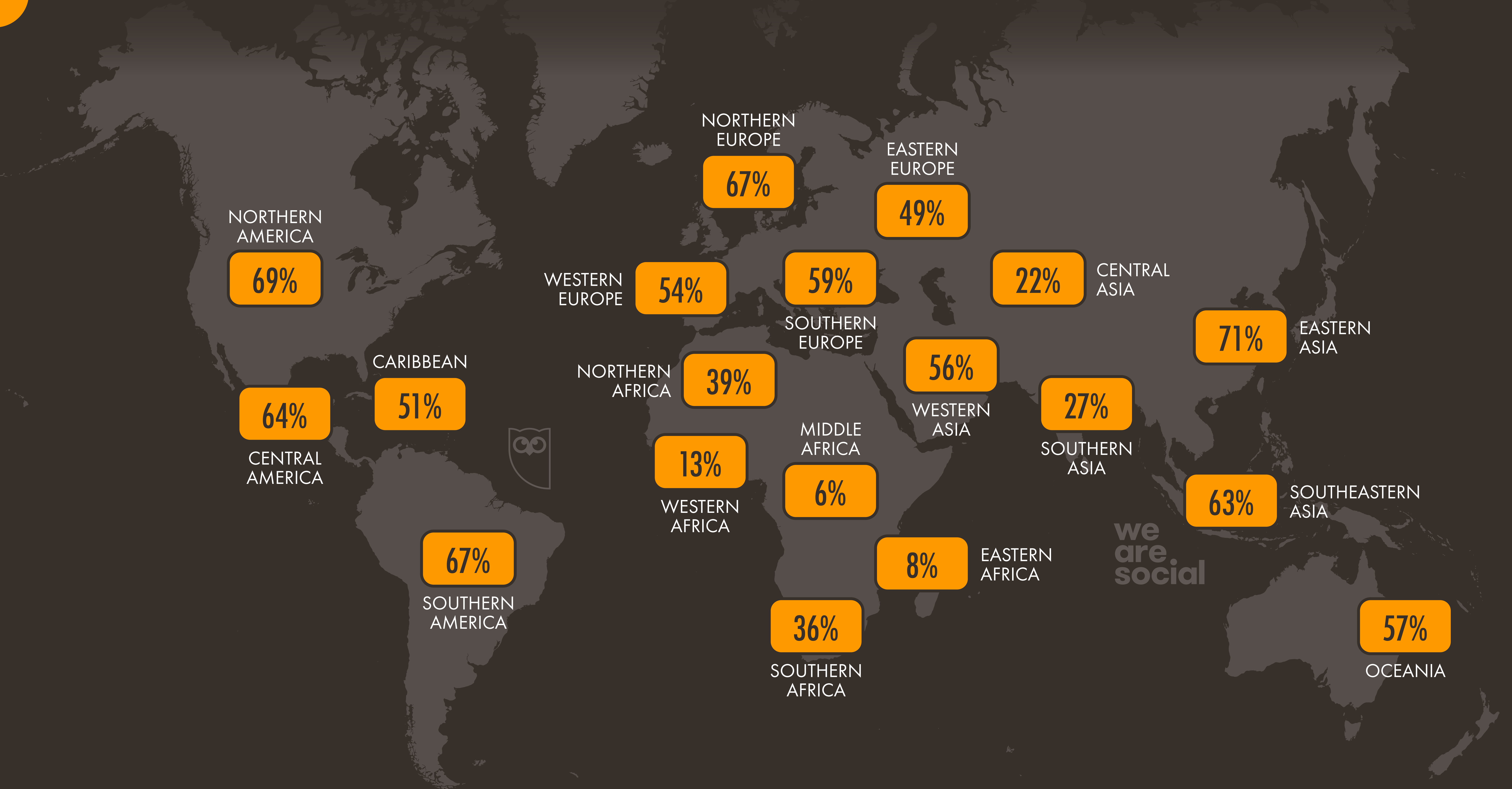
TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS	SOCIAL MEDIA PENETRATION (USERS vs. TOTAL POPULATION*)	ANNUAL GROWTH IN THE TOTAL NUMBER OF SOCIAL MEDIA USERS	TOTAL NUMBER OF SOCIAL MEDIA USERS ACCESSING VIA MOBILE PHONES	PERCENTAGE OF TOTAL SOCIAL MEDIA USERS ACCESSING VIA MOBILE
3.80 BILLION	**49%**	**+9.2%**	**3.75 BILLION**	**99%**

SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020). ***NOTES:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

JAN 2020

SOCIAL MEDIA USE vs. TOTAL POPULATION BY REGION

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS IN EACH REGION COMPARED TO TOTAL POPULATION, REGARDLESS OF AGE

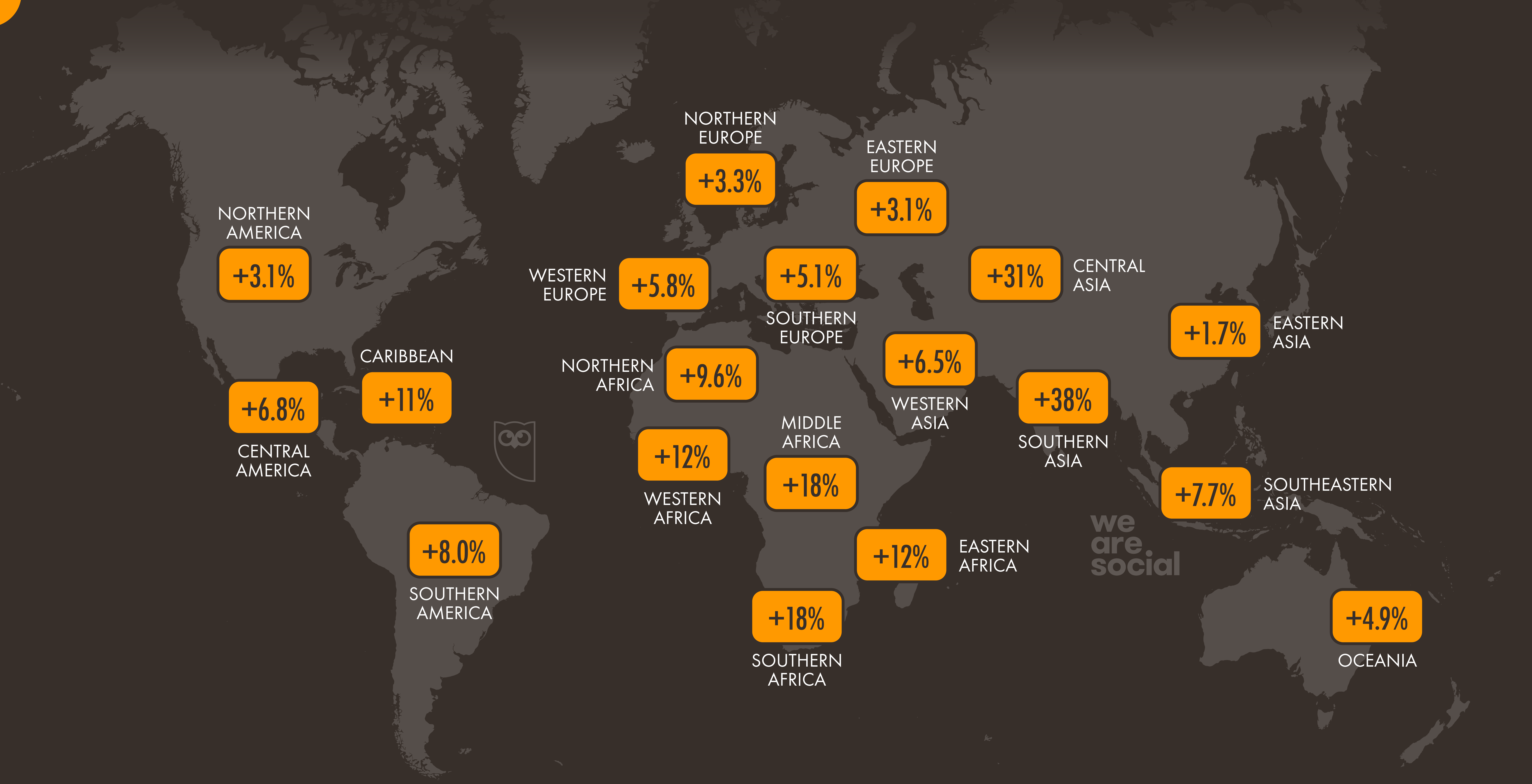


SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020). ***NOTES:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME. ◊ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

JAN 2020

GROWTH IN SOCIAL MEDIA USER NUMBERS BY REGION

CHANGE IN THE TOTAL NUMBER OF PEOPLE USING SOCIAL MEDIA BETWEEN APRIL 2019 AND JANUARY 2020*



SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020). **NOTES:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. ***NOTE:** WE HAVE BEEN UNABLE TO RE-BASE HISTORICAL USER NUMBERS FROM BEFORE APRIL 2019.

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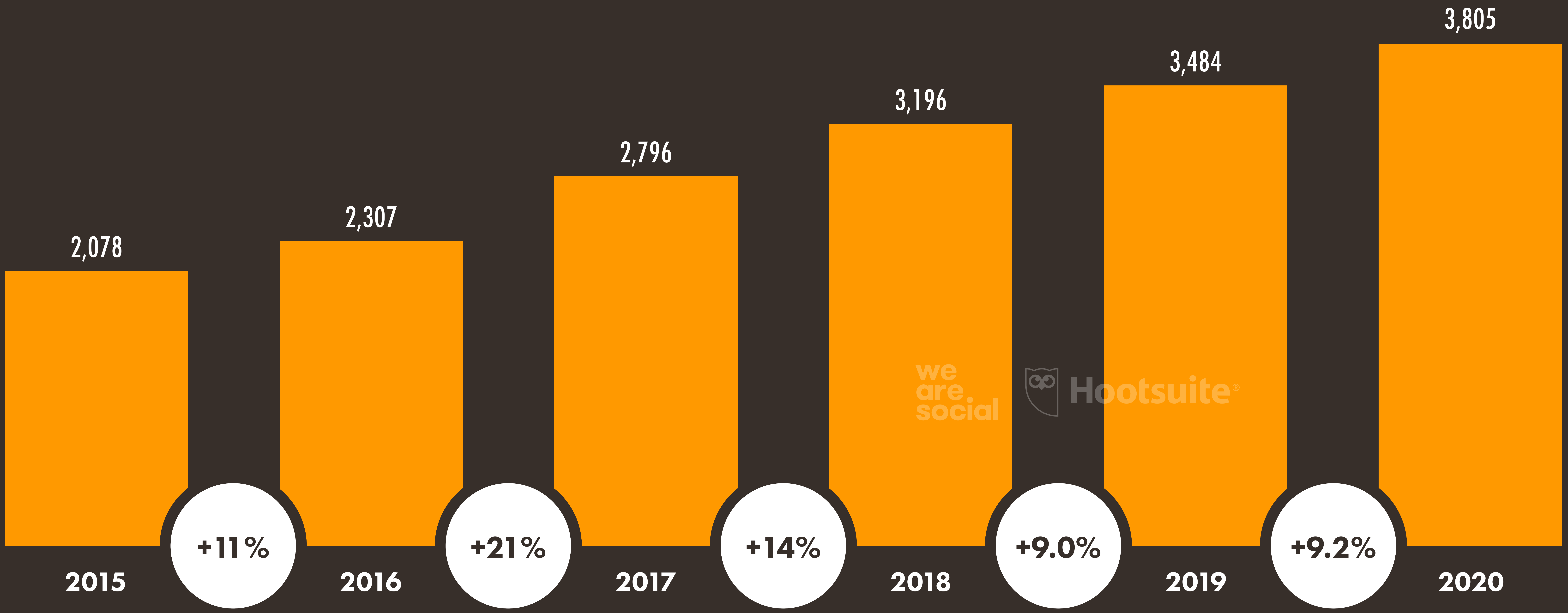
JAN 2020

SOCIAL MEDIA USER NUMBERS OVER TIME

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS BY YEAR, WITH YEAR-ON-YEAR CHANGE

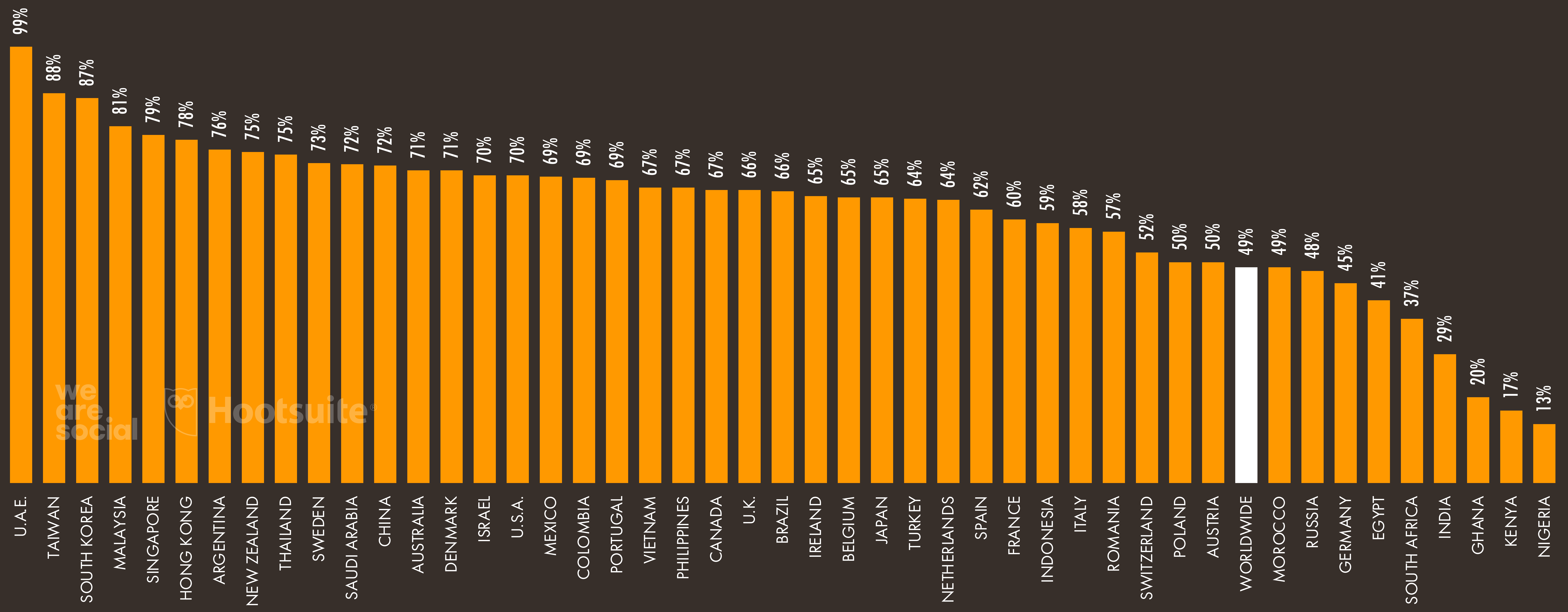


SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR; TECHRASA; NIKI AGHAEI; ARAB SOCIAL MEDIA REPORT; ROSE.RU (ALL LATEST DATA AVAILABLE IN JANUARY 2020). ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

JAN
2020

SOCIAL MEDIA PENETRATION

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS COMPARED TO TOTAL POPULATION, REGARDLESS OF AGE



SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020). ***NOTES:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

JAN 2020

SOCIAL MEDIA PENETRATION RANKINGS

COUNTRIES AND TERRITORIES* WITH THE HIGHEST AND LOWEST LEVELS OF OVERALL SOCIAL MEDIA USE (REGARDLESS OF AGE)

HIGHEST LEVELS OF SOCIAL MEDIA PENETRATION

#	HIGHEST PENETRATION	%	Nº OF USERS
01=	KUWAIT	99%	4,200,000*
01=	QATAR	99%	2,830,000*
01=	U.A.E.	99%	9,730,000*
04	BRUNEI	94%	410,000
05	MALTA	91%	400,000
06	ARUBA	90%	96,000
07	CAYMAN IS.	89%	58,000
08	TAIWAN	88%	21,000,000
09	SOUTH KOREA	87%	44,731,000
10	BAHRAIN	84%	1,400,000

LOWEST LEVELS OF SOCIAL MEDIA PENETRATION

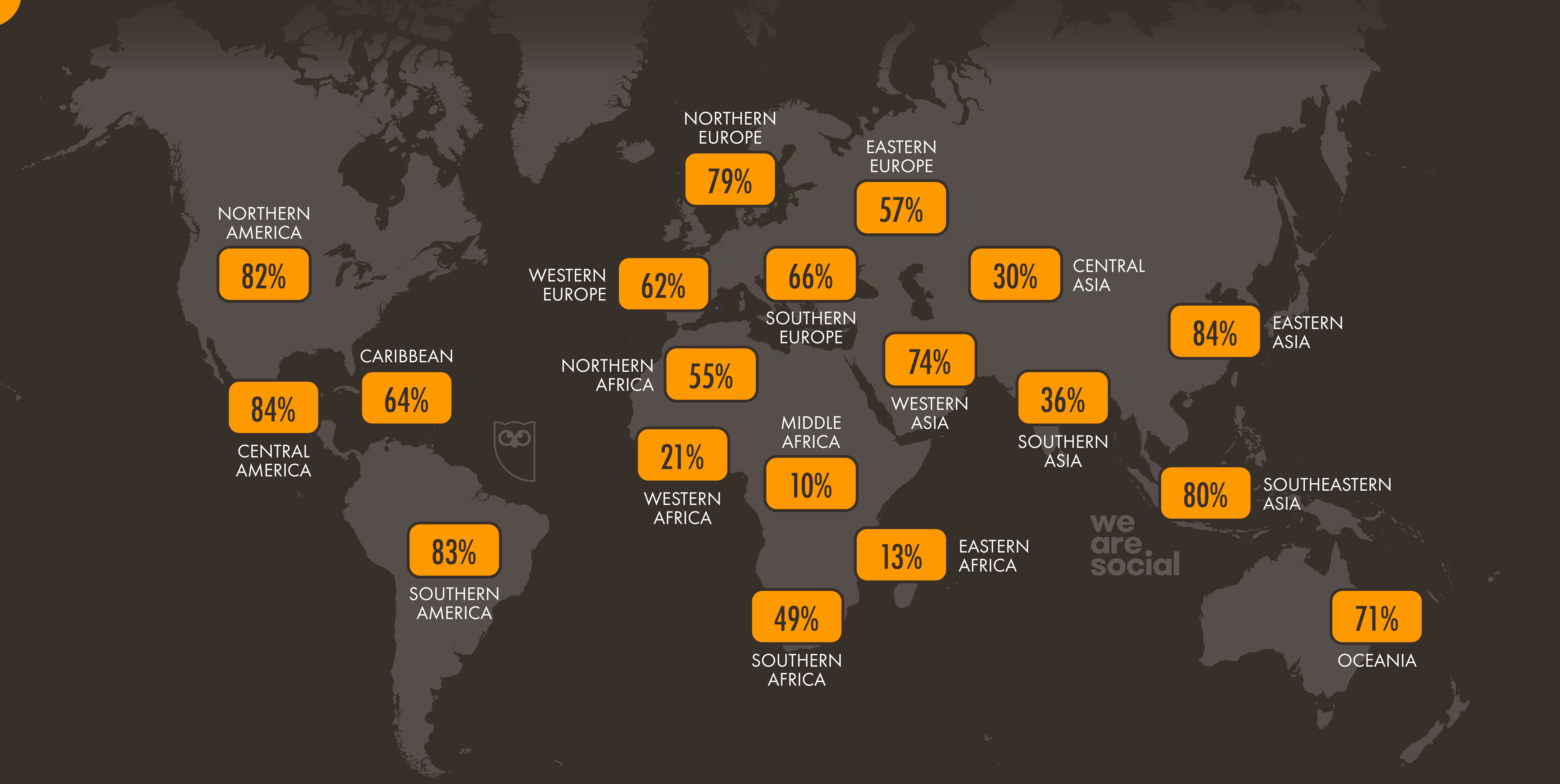
#	LOWEST PENETRATION	%	Nº OF USERS
213	NORTH KOREA	0.0%	[N/A]
212	ERITREA	0.6%	22,000
211	SUDAN	0.7%	300,000
210	TURKMENISTAN	1.2%	72,000
209	CHAD	2.0%	330,000
208	NIGER	2.1%	490,000
207	CENTRAL AFRICAN REP.	2.5%	120,000
206	SOUTH SUDAN	2.5%	280,000
205	MALAWI	2.7%	510,000
204	DEM. REP. OF THE CONGO	3.5%	3,100,000

SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020). ***NOTES:** FIGURES DENOTED BY (*) HAVE BEEN CAPPED AT 99% OF THE TOTAL POPULATION. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

JAN 2020

SOCIAL MEDIA USE BY ELIGIBLE AUDIENCES

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS IN EACH REGION COMPARED TO POPULATION AGED 13+

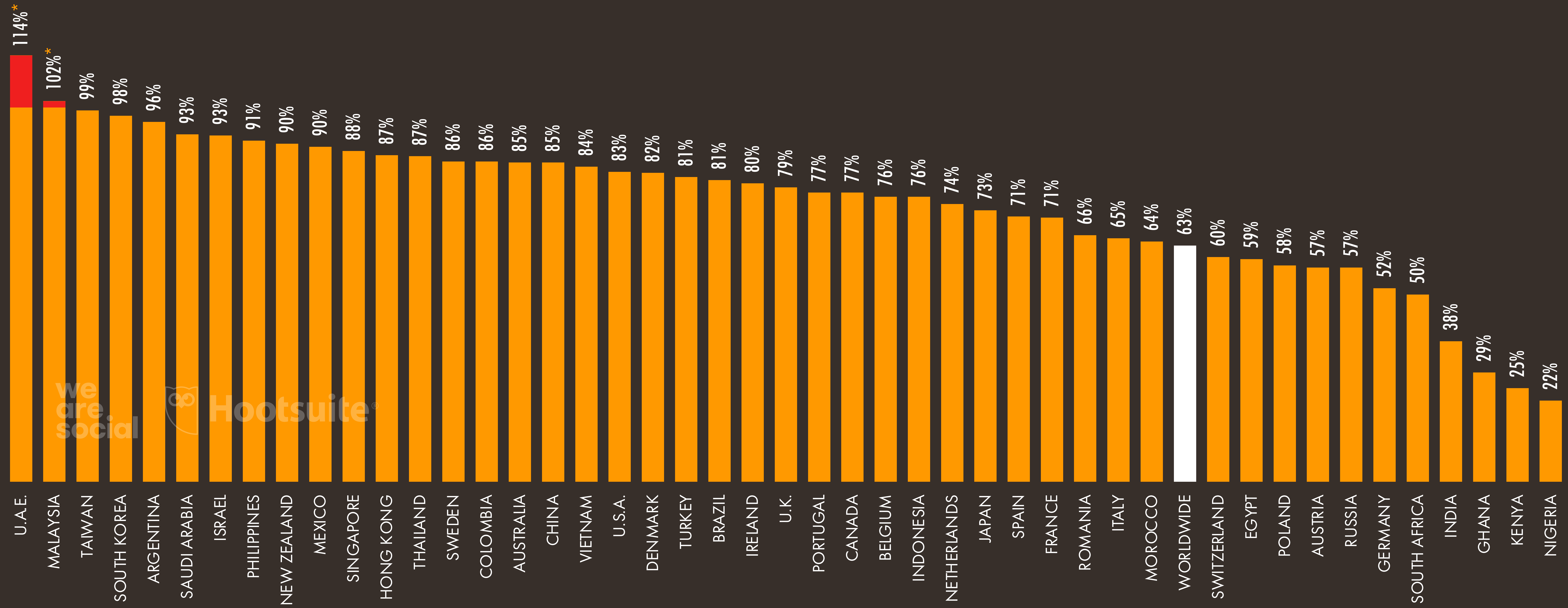


SOURCES: SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU. ***NOTES:** FIGURES COMPARE THE TOTAL NUMBER OF SOCIAL MEDIA USERS TO POPULATIONS AGED 13 AND ABOVE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

JAN 2020

SOCIAL MEDIA USE BY ELIGIBLE AUDIENCES

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS COMPARED TO POPULATION AGED 13+



SOURCES: SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU. ***ADVISORY:** TECHNICALLY, IT IS NOT POSSIBLE FOR THESE PERCENTAGES TO EXCEED 100%, BUT WE HAVE OPTED TO REPORT PLATFORMS' PUBLISHED DATA AS-IS TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

JAN 2020

RANKING OF SOCIAL MEDIA USE BY ELIGIBLE AUDIENCES

COUNTRIES AND TERRITORIES* WITH THE HIGHEST AND LOWEST LEVELS OF SOCIAL MEDIA USE AMONGST POPULATIONS AGED 13+

HIGHEST RATES OF SOCIAL MEDIA USE vs. POPULATIONS AGED 13+

#	HIGHEST ELIGIBLE USE RATE	% 13+	TOTAL USERS
01	KUWAIT	122%*	4,200,000
02	BRUNEI	117%*	410,000
03	U.A.E.	114%*	9,730,000
04	QATAR	113%*	2,830,000
05	ARUBA	106%*	96,000
06	GUAM	105%*	140,000
07	MALTA	104%*	400,000
08	MALAYSIA	102%*	26,000,000
09	BAHRAIN	100%	1,400,000
10	TAIWAN	99%	21,000,000

LOWEST RATES OF SOCIAL MEDIA USE vs. POPULATIONS AGED 13+

#	LOWEST ELIGIBLE USE RATE	% 13+	TOTAL USERS
213	NORTH KOREA	0.0%	[N/A]
212	ERITREA	1.0%	22,000
211	SUDAN	1.1%	300,000
210	TURKMENISTAN	1.7%	72,000
209	CHAD	3.5%	330,000
208	NIGER	3.7%	490,000
207	SOUTH SUDAN	4.0%	280,000
206	CENTRAL AFRICAN REP.	4.1%	120,000
205	MALAWI	4.4%	510,000
204	DEM. REP. OF CONGO	6.0%	3,100,000

SOURCES: SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU. COUNTRIES / TERRITORIES WITH POPULATIONS OF 50,000+ PEOPLE ONLY. ***ADVISORY:** TECHNICALLY, IT IS NOT POSSIBLE FOR THESE PERCENTAGES TO EXCEED 100%, BUT WE HAVE OPTED TO REPORT PLATFORMS' PUBLISHED DATA AS-IS TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS. ◇ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

JAN 2020

SOCIAL MEDIA GROWTH RANKINGS: RELATIVE CHANGE

COUNTRIES AND TERRITORIES* WITH THE HIGHEST PERCENTAGE CHANGE IN SOCIAL MEDIA USERS (JAN 2020 vs. APR 2019*)

#	HIGHEST RELATIVE GROWTH	▲%	▲ USERS
01	CHAD	+252%	+240,000
02	GUINEA-BISSAU	+89%	+120,000
03	TURKMENISTAN	+68%	+29,000
04	FED. STATES OF MICRONESIA	+58%	+13,000
05	TAJIKISTAN	+49%	+220,000
06	INDIA	+48%	+130,000,000
07	UZBEKISTAN	+44%	+970,000
08	IRAN	+39%	+9,400,000
09	BURKINA FASO	+35%	+410,000
10	MALAWI	+34%	+130,000

#	HIGHEST RELATIVE GROWTH	▲%	▲ USERS
11	KYRGYZSTAN	+33%	+620,000
12	KIRIBATI	+31%	+10,000
13	EQUATORIAL GUINEA	+31%	+24,000
14	LESOTHO	+29%	+97,000
15	DEM. REP. OF THE CONGO	+28%	+680,000
16	UGANDA	+27%	+530,000
17	KAZAKHSTAN	+26%	+1,900,000
18	SOUTH SUDAN	+26%	+57,000
19	COMOROS	+23%	+32,000
20	BURUNDI	+22%	+96,000

SOURCES: KEPIOS ANALYSIS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020). *NOTES: FACEBOOK REVISED THEIR REPORTING METHODOLOGY IN MARCH 2019, AND WE HAVE BEEN UNABLE TO REBASE HISTORICAL DATA FROM BEFORE APRIL 2019. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES.

JAN 2020

SOCIAL MEDIA GROWTH RANKINGS: ABSOLUTE CHANGE

COUNTRIES AND TERRITORIES* WITH THE LARGEST CHANGE IN THE ABSOLUTE NUMBER OF SOCIAL MEDIA USERS (JAN 2020 vs. APR 2019*)

#	LARGEST ABSOLUTE GROWTH	▲ USERS	▲%
01	INDIA	+130,000,000	+48%
02	CHINA	+15,000,000	+1.5%
03	INDONESIA	+12,000,000	+8.1%
04	BRAZIL	+11,000,000	+8.2%
05	IRAN	+9,400,000	+39%
06	U.S.A.	+6,900,000	+3.1%
07	PHILIPPINES	+5,800,000	+8.6%
08	VIETNAM	+5,700,000	+9.6%
09	MEXICO	+5,300,000	+6.3%
10	SOUTH AFRICA	+3,500,000	+19%

#	LARGEST ABSOLUTE GROWTH	▲ USERS	▲%
11	NIGERIA	+3,400,000	+14%
12	COLOMBIA	+3,400,000	+11%
13	JAPAN	+3,000,000	+3.8%
14	BANGLADESH	+3,000,000	+9.1%
15	EGYPT	+2,900,000	+7.3%
16	ALGERIA	+2,400,000	+12%
17	PAKISTAN	+2,400,000	+7.0%
18	THAILAND	+2,300,000	+4.7%
19	GERMANY	+2,300,000	+6.5%
20	ARGENTINA	+2,200,000	+6.9%

SOURCES: KEPIOS ANALYSIS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020). ***NOTES:** FACEBOOK REVISED THEIR REPORTING METHODOLOGY IN MARCH 2019, AND WE HAVE BEEN UNABLE TO REBASE HISTORICAL DATA FROM BEFORE APRIL 2019. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES IN THE "▲ USERS" COLUMN HAVE BEEN ROUNDED. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

JAN 2020

SHARE OF SOCIAL MEDIA USERS BY GENDER

FEMALE AND MALE SOCIAL MEDIA USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE SOCIAL MEDIA USERS*, BY REGION

SOURCES: SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; KEPIOS ANALYSIS (ALL LATEST DATA AVAILABLE IN JANUARY 2020). DATA FOR CHINA BASED ON SHARE OF TOTAL INTERNET USERS. ***NOTE:** MANY SOCIAL MEDIA PLATFORMS DO NOT REPORT USER DATA FOR GENDERS OTHER THAN 'FEMALE' OR 'MALE, SO PERCENTAGES ON THIS CHART ARE ONLY REFLECTIVE OF THOSE GENDERS' RESPECTIVE SHARE OF THE COMBINED TOTAL OF FEMALE AND MALE USERS. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME.

SOCIAL MEDIA GENDER COMPARISON RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST SHARE OF SOCIAL MEDIA USERS BY GENDER*

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT FEMALE SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	BELARUS	58%	1,900,000
02	UKRAINE	57%	11,000,000
03	U.S. VIRGIN IS.	56%	14,000
04	VENEZUELA	56%	6,700,000
05	KAZAKHSTAN	56%	5,300,000
06	FED. STATES OF MICRONESIA	56%	20,000
07	MOLDOVA	55%	770,000
08	HONG KONG	55%	3,100,000
09	LATVIA	55%	570,000
10	CURAÇAO	55%	68,000

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT MALE SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	YEMEN	85%	2,200,000
02	AFGHANISTAN	84%	3,000,000
03	CHAD	82%	270,000
04	NIGER	81%	400,000
05	PAKISTAN	79%	29,000,000
06	TAJIKISTAN	79%	520,000
07	SOUTH SUDAN	78%	220,000
08	INDIA	76%	305,000,000
09=	MALI	74%	1,200,000
09=	QATAR	74%	2,200,000

SOURCES: KEPIOS ANALYSIS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020); GLOBALWEBINDEX (Q3 2019). ***NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. GENDER DEFINITIONS AND ATTRIBUTION AS PER DATA IN SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS, MOST OF WHICH ONLY INCLUDE DATA FOR BINARY 'MALE' OR 'FEMALE'. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

SOCIAL MEDIA BEHAVIOURS

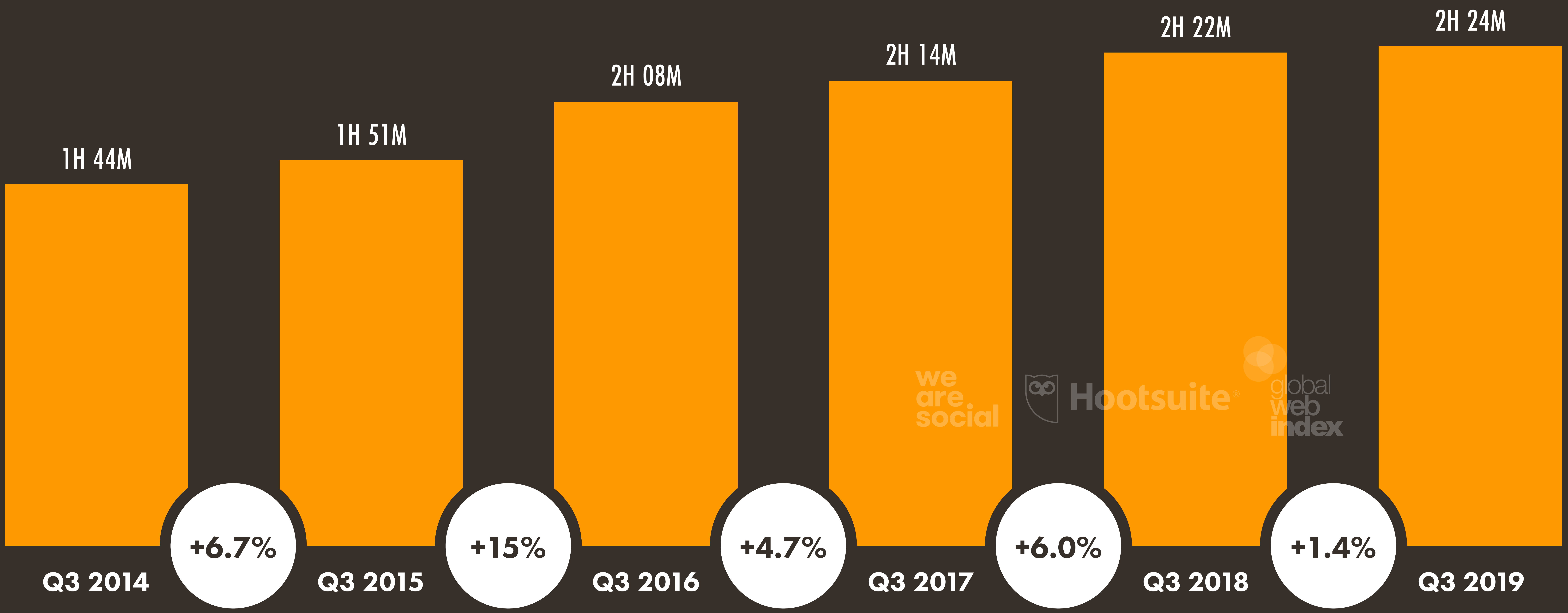
PERSPECTIVES ON HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA

VISITED OR USED A SOCIAL NETWORK OR MESSAGING SERVICE IN THE PAST MONTH	ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH	AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA	AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*	PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES
97%	87%	2H 24M	8.6	43%

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***NOTE:** FIGURE FOR SOCIAL MEDIA ACCOUNTS MAY NOT INDICATE ACTIVE USE OF ALL ACCOUNTS EVERY MONTH.

EVOLUTION IN THE DAILY TIME SPENT ON SOCIAL MEDIA

EVOLUTION IN THE AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA VIA ANY DEVICE

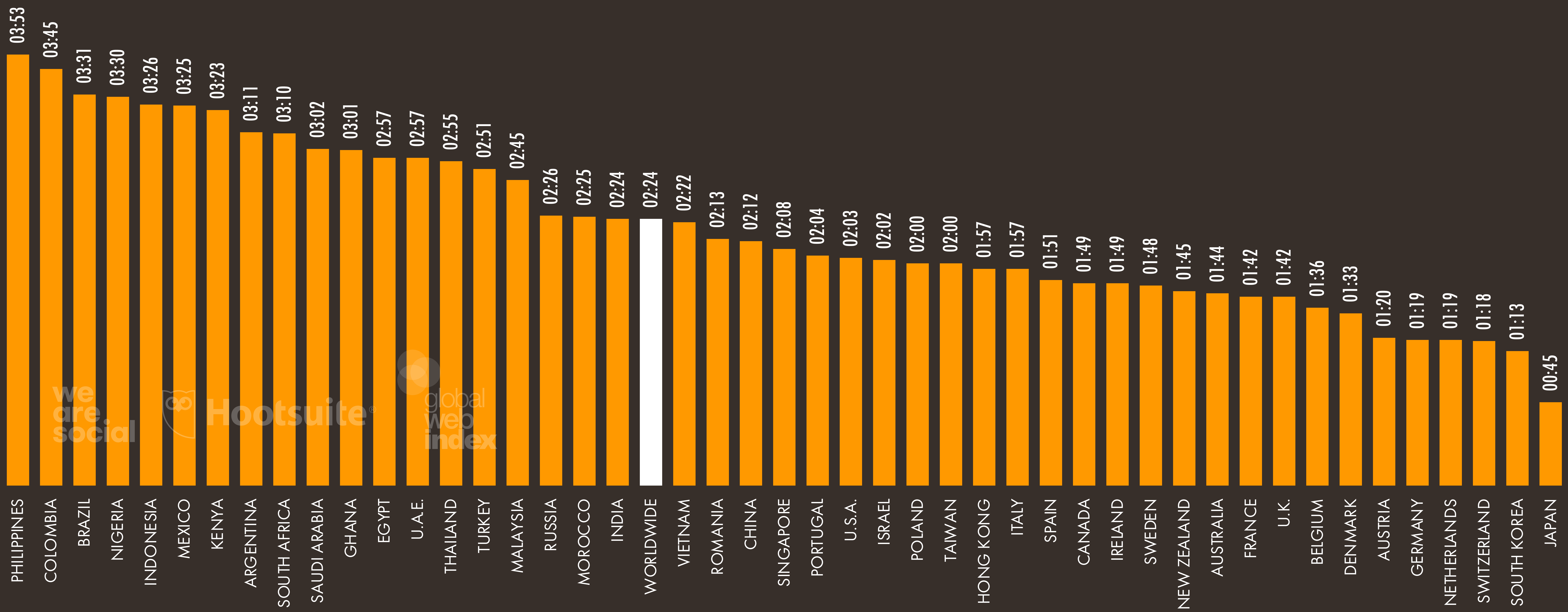


SOURCE: GLOBALWEBINDEX (VARIOUS DATA PERIODS, AS DETAILED BELOW EACH OF THE BARS IN THE CHART ABOVE). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2020

DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE DAILY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA ON ANY DEVICE

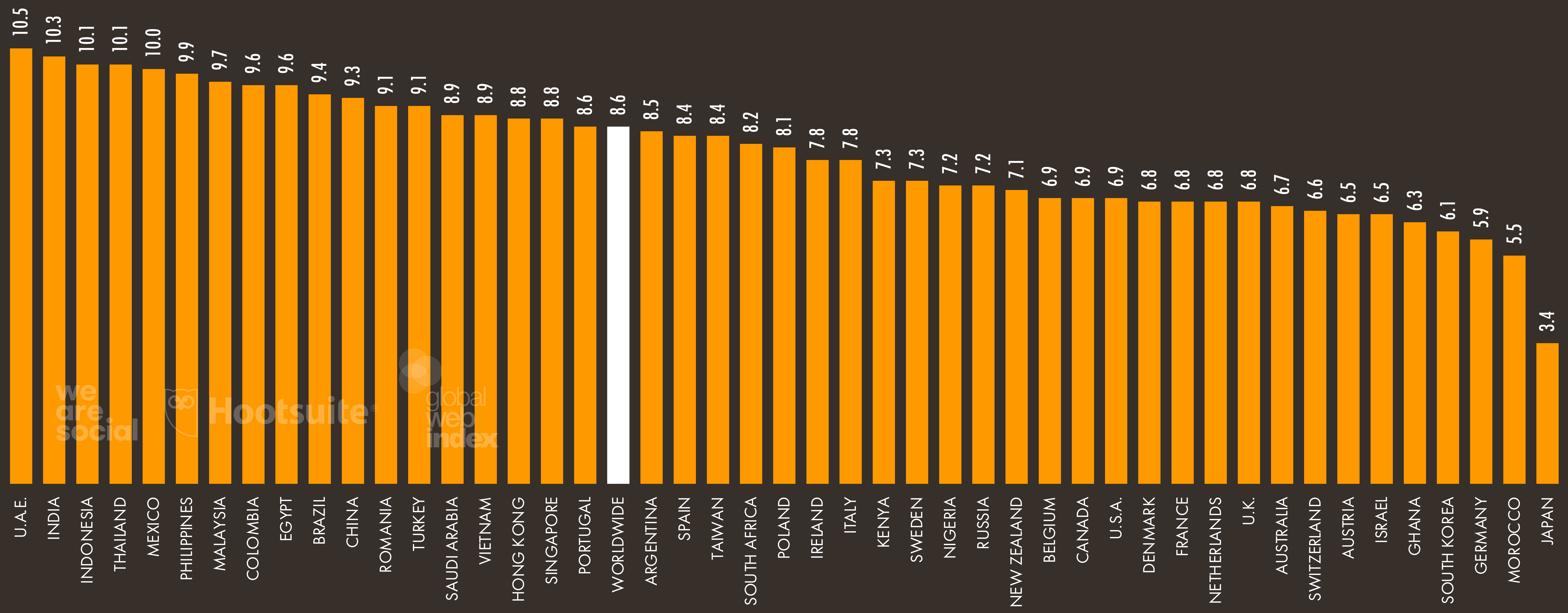


SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2020

AVERAGE NUMBER OF SOCIAL ACCOUNTS PER PERSON

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS ON WHICH INTERNET USERS AGED 16 TO 64 HAVE ACCOUNTS (NOT NECESSARILY ACTIVE USERS*)

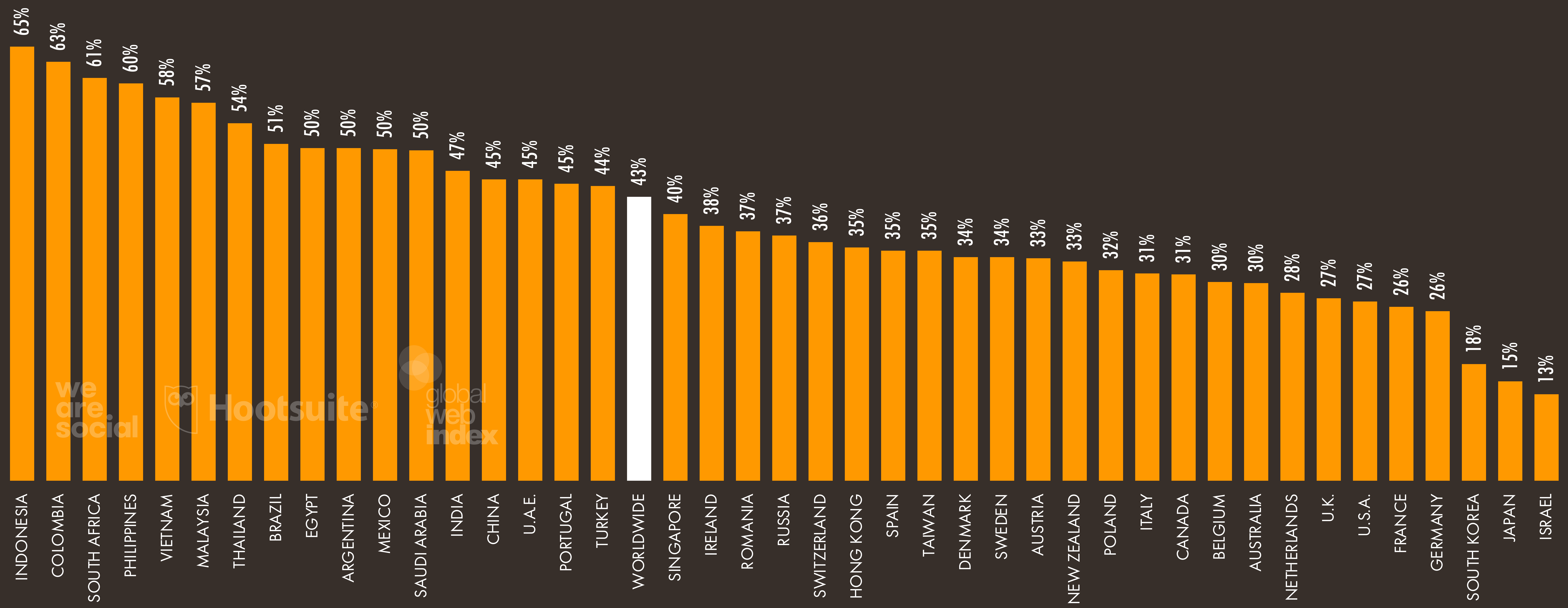


SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. ***NOTE:** FIGURES REPRESENT THE AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS ON WHICH SURVEY RESPONDENTS REPORT HAVING AN ACCOUNT, AND DO NOT NECESSARILY INDICATE ACTIVE USE ACROSS ALL ACCOUNTS OR PLATFORMS.

JAN 2020

INDIVIDUAL USE OF SOCIAL MEDIA FOR WORK

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE SOCIAL MEDIA FOR WORK PURPOSES

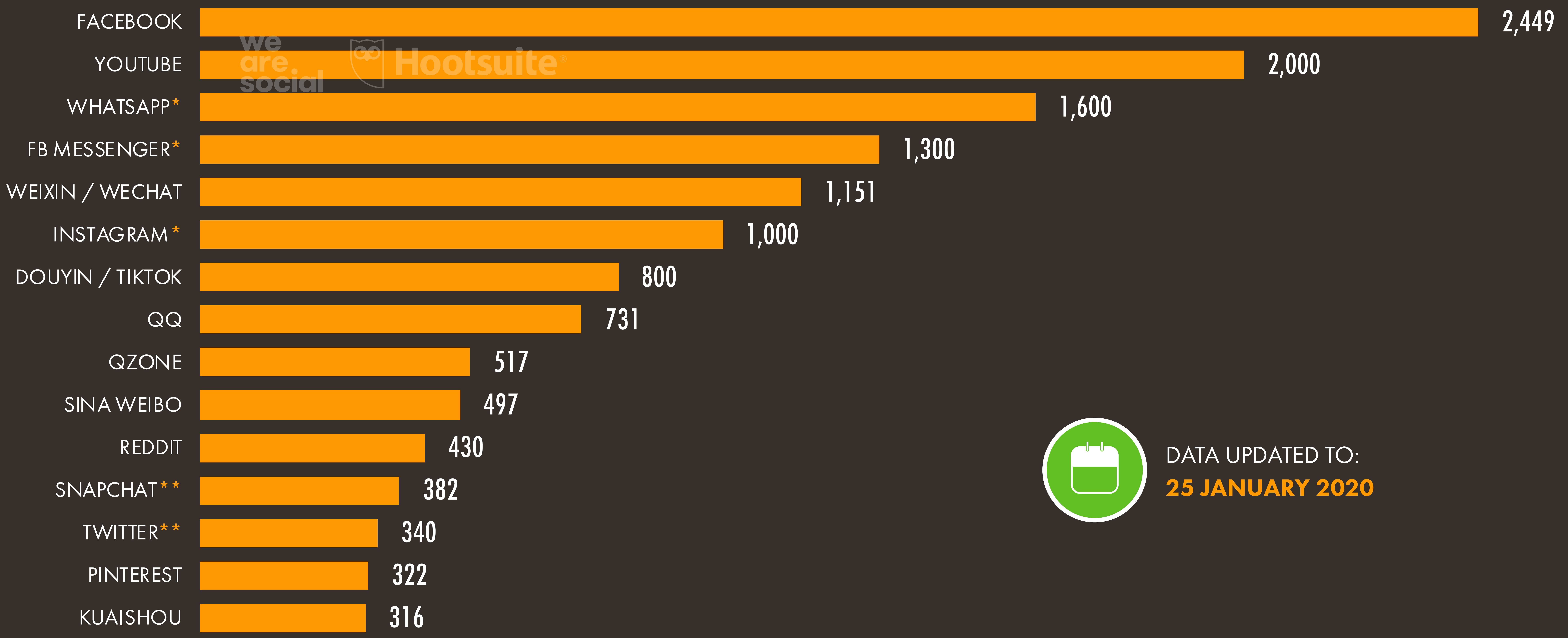


SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2020

THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, ADVERTISING AUDIENCES, OR UNIQUE MONTHLY VISITORS (IN MILLIONS)



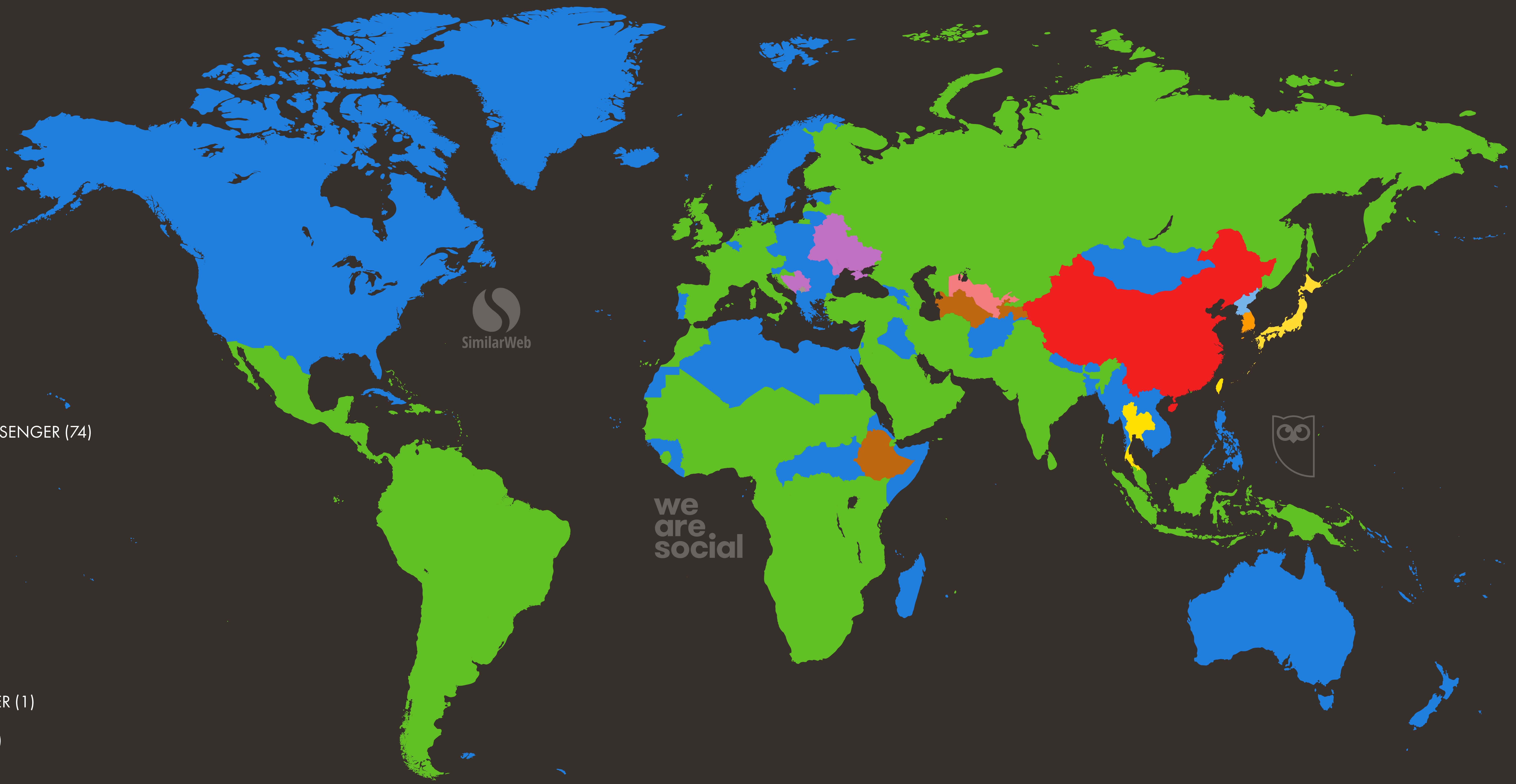
DATA UPDATED TO:
25 JANUARY 2020

SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS (ALL LATEST AVAILABLE DATA). **NOTES:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS. PLATFORMS IDENTIFIED BY (**) DO NOT PUBLISH MAU DATA. FIGURES FOR TWITTER AND SNAPCHAT USE EACH PLATFORM'S LATEST ADVERTISING AUDIENCE REACH, AS REPORTED IN EACH PLATFORM'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020).

JAN 2020

TOP MESSENGER APPS AROUND THE WORLD

THE MOST ACTIVE MESSENGER APP* IN EACH COUNTRY OR TERRITORY IN DECEMBER 2019



- WHATSAPP (138)
- FACEBOOK MESSENGER (74)
- VIBER (7)
- IMO (3)
- LINE (3)
- SKYPE (2)
- WECHAT (2)
- KAKAOTALK (1)
- PLUS MESSENGER (1)
- UNKNOWN (14)

SOURCE: SIMILARWEB (JANUARY 2020). ***NOTES:** RANKINGS ARE BASED ON MESSENGER APPS WITH THE HIGHEST NUMBER OF AVERAGE DAILY ANDROID APP USERS IN EACH RESPECTIVE COUNTRY OR TERRITORY DURING DECEMBER 2019. FIGURES IN PARENTHESES IN THE LEGEND DENOTE THE NUMBER OF COUNTRIES OR TERRITORIES IN WHICH EACH APP IS THE TOP-RANKED MESSENGER. FIGURE FOR FACEBOOK MESSENGER INCLUDES MESSENGER LITE.

WE ARE SOCIAL'S PERSPECTIVE: SOCIAL IN 2020

SHIFTS IN HOW PEOPLE BEHAVE AND INTERACT ON SOCIAL

BAD INFLUENCE

Being a creator has lost its lo-fi sheen; many lifestyle influencers lead unrelatable lives, while celebrity 'creators' like Will Smith are blowing up on platforms like YouTube and TikTok. As a result, there's a growing backlash against influencer culture and the metrics that drive it.

In 2020, brands will look beyond likes, followers and reach to generate genuine engagement

ADDED VALUE

The internet has long been a wild west where intellectual property is barely there. But in a maturing digital frontier, creators have grown dedicated audiences who not only see value in their content, but recognise their style anywhere. As a result, communities are rallying to protect creators.

In 2020, brands will take greater steps to ensure they're being respectful of digital communities

RUNNING COMMENTARY

Audiences are increasingly willing to invest time and attention in content and narratives they deem to have a higher value. This isn't about a shift back to traditional media. It's about longer, more complex content designed to be consumed in-platform and on smaller screens.

In 2020, brands will tell more complex stories across multiple touchpoints on social

HOOTSUITE'S PERSPECTIVE: SOCIAL MEDIA TRENDS

BRANDS BALANCE PUBLIC AND PRIVATE ENGAGEMENT

Though the rise of private messaging is important, public social media feeds remain a critical space for brand discovery and customer acquisition. The key is creating a seamless experience across both worlds while balancing automation and human connection.

EMPLOYERS TAKE CENTER STAGE IN A DIVIDED WORLD

Employees expect their organizations to lead the way in making the world a better place. Progressive organizations are amplifying their company purpose with employee advocacy on social media, putting to work the inextricable link between employee and customer experience.

TIKTOK SHAKES UP THE STATUS QUO

Only time will tell if the TikTok hype will last, but its popularity tells us a lot about the future of social content. Marketers should use these insights to adapt their strategies on established networks for the next generation on social.

SOCIAL MARKETING AND PERFORMANCE MARKETING COLLIDE

Social marketers are facing increasing pressure to expand the scope of their work. Leading teams are building out holistic skill sets that can drive both short-term conversions and long-term strategies to build brand equity and differentiation.

THE SOCIAL PROOF GAP CLOSES

ROI and measurement continue to be a challenge, but our analysis found that high-performing organizations follow three key best practices: uniting social data with other data for a holistic view, omnichannel integration, and using established attribution models from other channels.

Click here to read our full Social Media Trends 2020 report.

HOOTSUITE'S PERSPECTIVE: BEST-IN-CLASS EXAMPLES

Leading hedge fund Citadel used public social feeds to raise awareness about the Data Open, a tournament aimed at recruiting bright young minds. On private channels, they helped students connect with each other and get career advice. They also built a Messenger chatbot that challenged students to solve complex math problems—those who could beat the bot got their resumes sent to the front of the line for consideration.

JOB APPLICATIONS

74% increase in entry-level applications

ADVERTISING PERFORMANCE

200% higher click-through rate compared to previous advertising efforts around the tournament

SOCIAL MEDIA ENGAGEMENT

Over 5,500 new conversations generated via the chatbot

Click here to find more examples in our full Social Media Trends 2020 report.

FACEBOOK

JAN 2020

FACEBOOK AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK

NUMBER OF PEOPLE THAT FACEBOOK REPORTS CAN BE REACHED WITH ADVERTS ON FACEBOOK	SHARE OF POPULATION AGED 13+ THAT MARKETERS CAN REACH WITH ADVERTS ON FACEBOOK	QUARTER-ON-QUARTER CHANGE IN FACEBOOK'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE*
1.95 BILLION	32%	+1.0%	44%	56%

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (ACCESSED JANUARY 2020). **NOTE:** FACEBOOK DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. **ADVISORY:** FIGURES REPORTED ON THIS CHART ARE BASED ON FACEBOOK'S ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT MATCH TOTAL MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. NOTE THAT DATA MAY NOT BE COMPARABLE TO FIGURES PUBLISHED IN PREVIOUS REPORTS.

FACEBOOK REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL FACEBOOK ADVERTISING REACH

#	COUNTRY	REACH	▲QOQ	▲QOQ
01	INDIA	260,000,000	-3.7%	-10,000,000
02	U.S.A.	180,000,000	0%	[UNCHANGED]
03	INDONESIA	130,000,000	+8.3%	+10,000,000
04	BRAZIL	120,000,000	0%	[UNCHANGED]
05	MEXICO	84,000,000	+2.4%	+2,000,000
06	PHILIPPINES	70,000,000	+2.9%	+2,000,000
07	VIETNAM	61,000,000	+1.7%	+1,000,000
08	THAILAND	47,000,000	0%	[UNCHANGED]
09	EGYPT	38,000,000	+2.7%	+1,000,000
10=	TURKEY	37,000,000	0%	[UNCHANGED]
10=	U.K.	37,000,000	0%	[UNCHANGED]
12	BANGLADESH	34,000,000	+6.3%	+2,000,000

#	COUNTRY	REACH	▲QOQ	▲QOQ
13	PAKISTAN	33,000,000	+3.1%	+1,000,000
14	COLOMBIA	32,000,000	0%	[UNCHANGED]
15	FRANCE	31,000,000	0%	[UNCHANGED]
16=	ARGENTINA	29,000,000	0%	[UNCHANGED]
16=	ITALY	29,000,000	0%	[UNCHANGED]
18	GERMANY	28,000,000	0%	[UNCHANGED]
19	NIGERIA	24,000,000	+4.3%	+1,000,000
20=	MALAYSIA	22,000,000	0%	[UNCHANGED]
20=	PERU	22,000,000	0%	[UNCHANGED]
22=	CANADA	21,000,000	0%	[UNCHANGED]
22=	MYANMAR	21,000,000	+5.0%	[UNCHANGED]
22=	SPAIN	21,000,000	-4.5%	[UNCHANGED]

SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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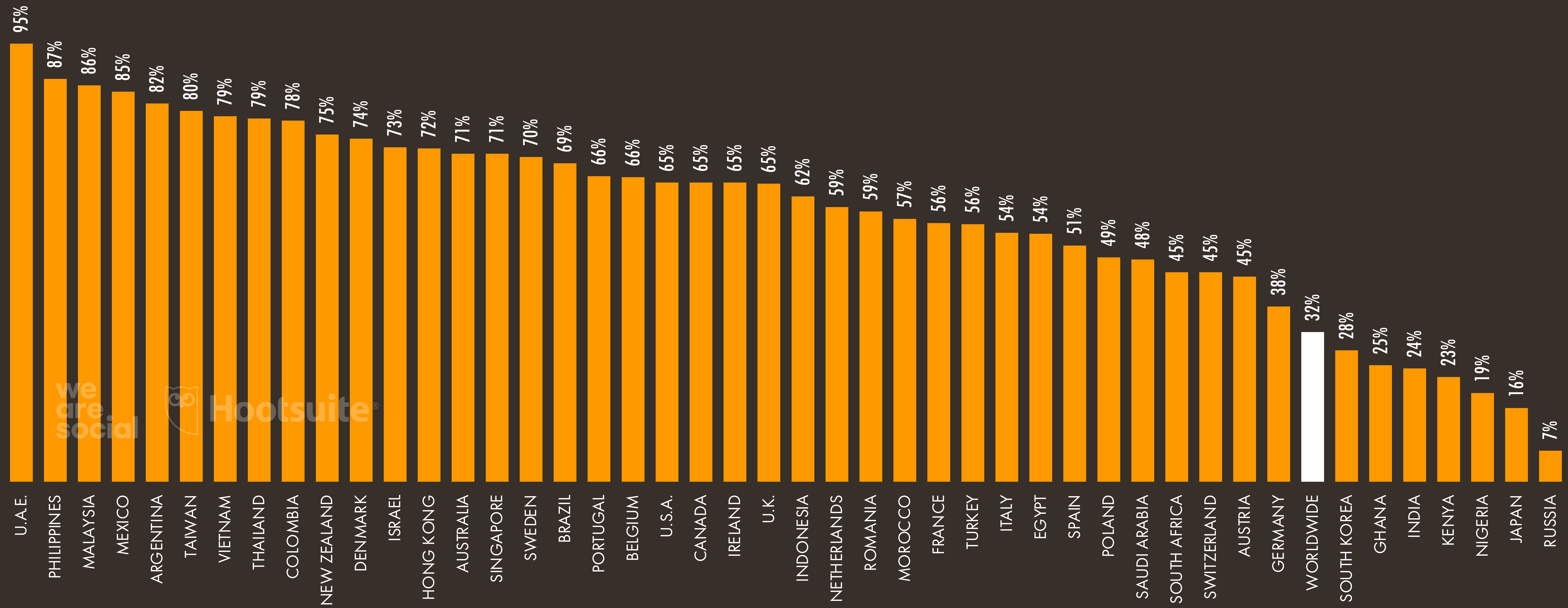
ELIGIBLE AUDIENCE REACH RATE: FACEBOOK

TOTAL POTENTIAL FACEBOOK ADVERTISING REACH COMPARED TO POPULATION AGED 13+



SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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FACEBOOK ELIGIBLE AUDIENCE REACH RATE RANKING

COUNTRIES AND TERRITORIES* WITH THE HIGHEST LEVELS OF POTENTIAL FACEBOOK ADVERTISING REACH COMPARED TO POPULATION AGED 13+

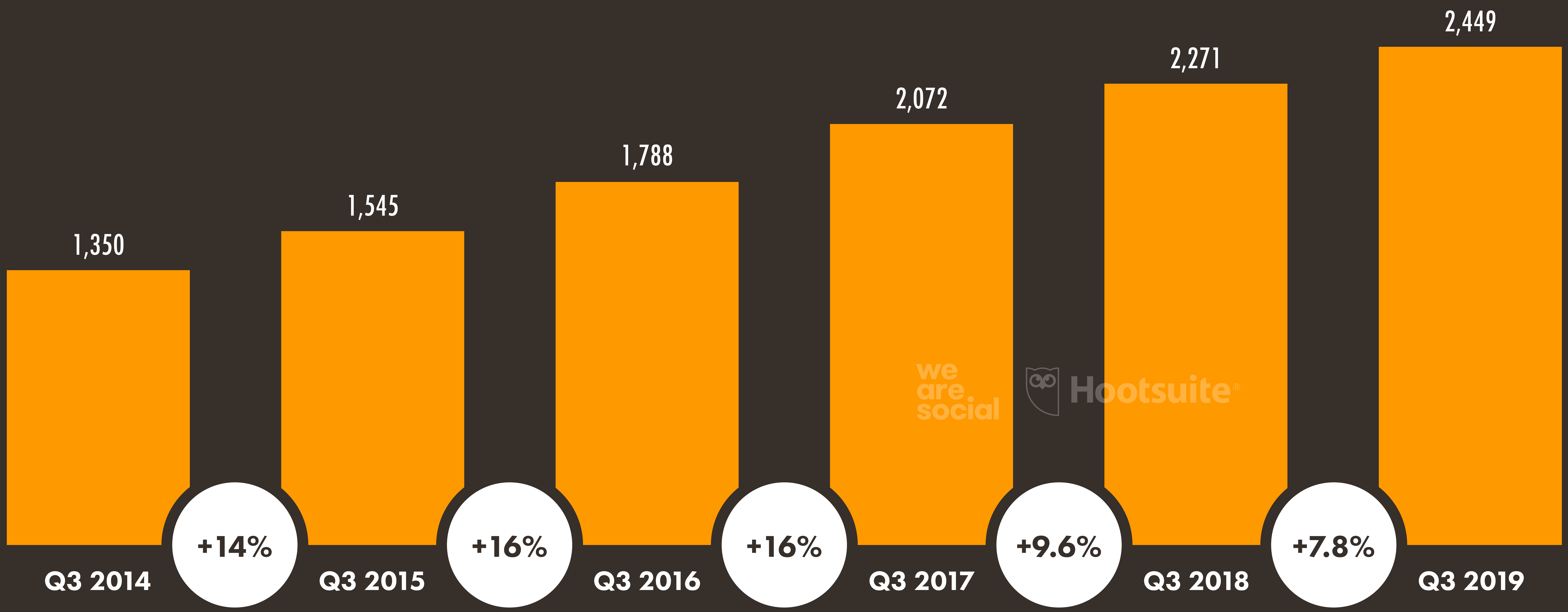
#	COUNTRY	% 13+	REACH	▲QOQ
01	ARUBA	96%	87,000	+1.2%
02	QATAR	96%	2,400,000	0%
03	U.A.E.	95%	8,100,000	+5.2%
04	MALTA	93%	360,000	0%
05	LIBYA	93%	4,800,000	+4.3%
06	SAMOA	91%	120,000	0%
07	TONGA	90%	66,000	+1.5%
08	ECUADOR	90%	12,000,000	+9.1%
09	MONGOLIA	90%	2,100,000	+5.0%
10	BRUNEI	89%	310,000	0%

#	COUNTRY	% 13+	REACH	▲QOQ
11	ICELAND	88%	250,000	-3.8%
12	PHILIPPINES	87%	70,000,000	+2.9%
13	MALAYSIA	86%	22,000,000	0%
14	PERU	86%	22,000,000	0%
15	MEXICO	85%	84,000,000	+2.4%
16	CYPRUS	84%	870,000	+2.4%
17	SEYCHELLES	84%	65,000	0%
18	BOLIVIA	83%	7,100,000	+2.9%
19	GUAM	83%	110,000	0%
20	ARGENTINA	82%	29,000,000	0%

SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU. ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

FACEBOOK'S MONTHLY ACTIVE USERS OVER TIME

THE LATEST REPORTED NUMBER OF MONTHLY ACTIVE FACEBOOK USERS AT THE START OF EACH YEAR, WITH ASSOCIATED YEAR-ON-YEAR CHANGE



SOURCE: FACEBOOK EARNINGS ANNOUNCEMENTS (ACCESSED JANUARY 2020). **NOTE:** THESE FIGURES REFER TO TOTAL MONTHLY ACTIVE FACEBOOK USERS, AND WILL NOT MATCH THE FACEBOOK ADVERTISING AUDIENCE FIGURES THAT WE REFERENCE ELSEWHERE IN THIS REPORT.

FACEBOOK AUDIENCE: LARGEST INCREASES

COUNTRIES AND TERRITORIES* WITH THE GREATEST QUARTER-ON-QUARTER INCREASES IN POTENTIAL FACEBOOK ADVERTISING REACH

COUNTRIES AND TERRITORIES WITH THE GREATEST ABSOLUTE INCREASES

#	ABSOLUTE INCREASE	▲ USERS	▲ %
01	INDONESIA	+10,000,000	+8.3%
02=	BANGLADESH	+2,000,000	+6.3%
02=	MEXICO	+2,000,000	+2.4%
02=	PHILIPPINES	+2,000,000	+2.9%
02=	SOUTH AFRICA	+2,000,000	+11%
06=	ECUADOR	+1,000,000	+9.1%
06=	EGYPT	+1,000,000	+2.7%
06=	MYANMAR	+1,000,000	+5.0%
06=	NIGERIA	+1,000,000	+4.3%
06=	PAKISTAN	+1,000,000	+3.1%
06=	SAUDI ARABIA	+1,000,000	+8.3%
06=	VIETNAM	+1,000,000	+1.7%

COUNTRIES AND TERRITORIES WITH THE GREATEST RELATIVE INCREASES

#	RELATIVE INCREASE	▲ %	▲ USERS
01	GUINEA-BISSAU	+71%	+100,000
02	CHAD	+19%	+50,000
03	UZBEKISTAN	+17%	+160,000
04	ETHIOPIA	+15%	+800,000
05=	BURKINA FASO	+14%	+200,000
05=	TAJIKISTAN	+14%	+30,000
07=	ESWATINI	+14%	+30,000
07=	RWANDA	+14%	+60,000
09	SOUTH SUDAN	+13%	+30,000
10	SOUTH AFRICA	+11%	+2,000,000

SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). *NOTE: ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ COMPARABILITY ADVISORY: BASE CHANGES.

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FACEBOOK AUDIENCE: LARGEST DECREASES

COUNTRIES AND TERRITORIES* WITH THE GREATEST QUARTER-ON-QUARTER DECREASES IN POTENTIAL FACEBOOK ADVERTISING REACH

COUNTRIES AND TERRITORIES WITH THE GREATEST ABSOLUTE DECREASES

#	ABSOLUTE DECREASE	▲ USERS	▲ %
01	INDIA	-10,000,000	-3.7%
02=	SPAIN	-1,000,000	-4.5%
02=	SOUTH KOREA	-1,000,000	-7.1%
03	TIMOR-LESTE	-110,000	-22%
04=	SINGAPORE	-100,000	-2.6%
04=	SENEGAL	-100,000	-3.2%
04=	NORWAY	-100,000	-2.9%
04=	JORDAN	-100,000	-2.0%
04=	HONG KONG	-100,000	-2.0%
04=	GREECE	-100,000	-1.9%
04=	CROATIA	-100,000	-5.6%
04=	ALBANIA	-100,000	-8.3%

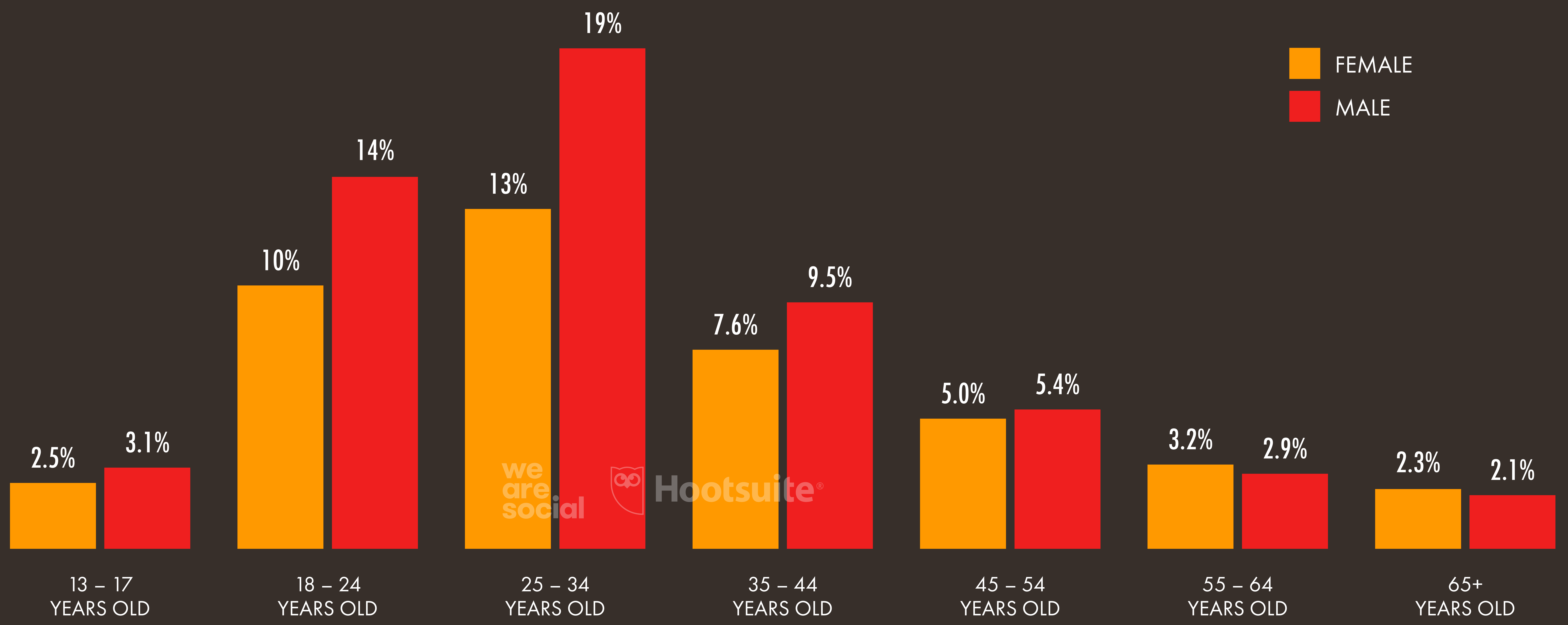
COUNTRIES AND TERRITORIES WITH THE GREATEST RELATIVE DECREASES

#	RELATIVE DECREASE	▲ %	▲ USERS
01	TIMOR-LESTE	-22%	-110,000
02	ERITREA	-9.1%	-2,000
03	ALBANIA	-8.3%	-100,000
04	SOUTH KOREA	-7.1%	-1,000,000
05	ZIMBABWE	-6.5%	-60,000
06	CROATIA	-5.6%	-100,000
07	SPAIN	-4.5%	-1,000,000
08	BENIN	-4.2%	-40,000
09	U.S. VIRGIN IS.	-4.2%	-1,000
10	ICELAND	-3.8%	-10,000

SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

PROFILE OF FACEBOOK'S ADVERTISING AUDIENCE

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



SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). ***NOTES:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORY:** DATA ON THIS CHART REPRESENT FACEBOOK'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO RESPECTIVE SHARES OF TOTAL MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

FACEBOOK'S ADVERTISING AUDIENCE

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

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13–17	109,000,000	48,700,000	2.5%	60,300,000	3.1%
18–24	474,800,000	196,300,000	10%	278,500,000	14%
25–34	627,000,000	253,400,000	13%	373,600,000	19%
35–44	332,500,000	148,200,000	7.6%	184,300,000	9.5%
45–54	201,500,000	97,200,000	5.0%	104,400,000	5.4%
55–64	119,000,000	63,000,000	3.2%	56,000,000	2.9%
65+	85,100,000	45,100,000	2.3%	40,100,000	2.1%
TOTAL	**1,949,000,000**	**851,900,000**	**43.7%**	**1,097,100,000**	**56.3%**

SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). ***NOTES:** FACEBOOK DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. FIGURES MAY NOT SUM TO TOTALS DUE TO ROUNDING. **ADVISORY:** FIGURES REPORTED ON THIS CHART ARE BASED ON FACEBOOK'S ADDRESSABLE ADVERTISING AUDIENCE ONLY, AND MAY NOT MATCH TOTAL MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2020

FACEBOOK GENDER COMPARISON RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST SHARE OF FACEBOOK AUDIENCE BY GENDER*

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT FEMALE SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	BELARUS	61%	410,000
02	UKRAINE	60%	8,100,000
03	MOLDOVA	57%	620,000
04	LATVIA	57%	490,000
05	U.S. VIRGIN IS.	57%	13,000
06	CURAÇAO	56%	63,000
07	FED. STATES OF MICRONESIA	56%	19,000
08=	AMERICAN SAMOA	56%	15,000
08=	VENEZUELA	56%	6,000,000
10	ESTONIA	55%	360,000

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT MALE SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	YEMEN	87%	1,900,000
02	AFGHANISTAN	85%	2,900,000
03	NIGER	82%	340,000
04	CHAD	82%	250,000
05	PAKISTAN	81%	27,000,000
06	OMAN	78%	1,200,000
07	SAUDI ARABIA	78%	9,700,000
08	SOUTH SUDAN	77%	210,000
09	INDIA	77%	200,000,000
10	QATAR	76%	1,800,000

SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), COMPARED TO UNITED NATIONS POPULATION DATA. **NOTES:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **ADVISORY:** DATA BASED ON FACEBOOK'S ADDRESSABLE ADVERTISING AUDIENCE ONLY; MAY NOT MATCH TOTAL MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2020

FACEBOOK USERS BY LANGUAGE

THE NUMBER OF PEOPLE IN FACEBOOK'S ADVERTISING AUDIENCE WHO SPEAK EACH LANGUAGE, WITH RESPECTIVE SHARE OF TOTAL AUDIENCE

#	LANGUAGE	USERS	SHARE
01	ENGLISH	1,100,000,000	56.4%
02	SPANISH	350,000,000	18.0%
03	HINDI	180,000,000	9.2%
04	ARABIC	170,000,000	8.7%
05	INDONESIAN	170,000,000	8.7%
06	PORTUGUESE	160,000,000	8.2%
07	FRENCH	120,000,000	6.2%
08	RUSSIAN	96,000,000	4.9%
09	VIETNAMESE	70,000,000	3.6%
10	FILIPINO	67,000,000	3.4%

#	LANGUAGE	USERS	SHARE
11	BENGALI	62,000,000	3.2%
12	TURKISH	57,000,000	2.9%
13	THAI	54,000,000	2.8%
14	GERMAN	44,000,000	2.3%
15	JAPANESE	44,000,000	2.3%
16	ITALIAN	38,000,000	1.9%
17	CHINESE	36,000,000	1.8%
18	URDU	36,000,000	1.8%
19	JAVANESE	36,000,000	1.8%
20	KOREAN	22,000,000	1.1%

SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). LANGUAGE NAMES AND DEFINITIONS AS PER FACEBOOK'S TOOLS.
◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2020

FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM

PERCENTAGE OF FACEBOOK USERS ACCESSING VIA ANY KIND OF MOBILE PHONE	PERCENTAGE OF FACEBOOK USERS WHO ONLY ACCESS VIA A LAPTOP OR DESKTOP COMPUTER	PERCENTAGE OF FACEBOOK USERS WHO ACCESS VIA BOTH PHONES AND COMPUTERS	PERCENTAGE OF FACEBOOK USERS WHO ONLY ACCESS VIA A MOBILE PHONE
98%	1.9%	19%	79%

SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). BASED ON FACEBOOK USERS AGED 18 AND ABOVE.

JAN 2020

SHARE OF FACEBOOK ACCESS BY MOBILE OS

PERCENTAGE OF FACEBOOK'S MOBILE AUDIENCE BY MOBILE OPERATING SYSTEM

PERCENTAGE OF MOBILE FACEBOOK USERS ACCESSING VIA APPS ON ANDROID DEVICES	PERCENTAGE OF MOBILE FACEBOOK USERS ACCESSING VIA APPS ON IOS DEVICES	PERCENTAGE OF MOBILE FACEBOOK USERS ACCESSING VIA OTHER OPERATING SYSTEMS OR MOBILE WEB BROWSERS*
80.8%	14.2%	5.0%

SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), BASED ON ACTIVE FACEBOOK USERS AGED 18 AND ABOVE. ***NOTES:** FIGURES BASED ON ALL MOBILE DEVICES USED, INCLUDING TABLET DEVICES RUNNING ANDROID OR IOS OPERATING SYSTEMS. DATA FOR MOBILE WEB BROWSERS MAY ALSO INCLUDE USERS ACCESSING VIA EITHER ANDROID OR IOS DEVICES. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2020

FACEBOOK ACTIVITY FREQUENCY

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

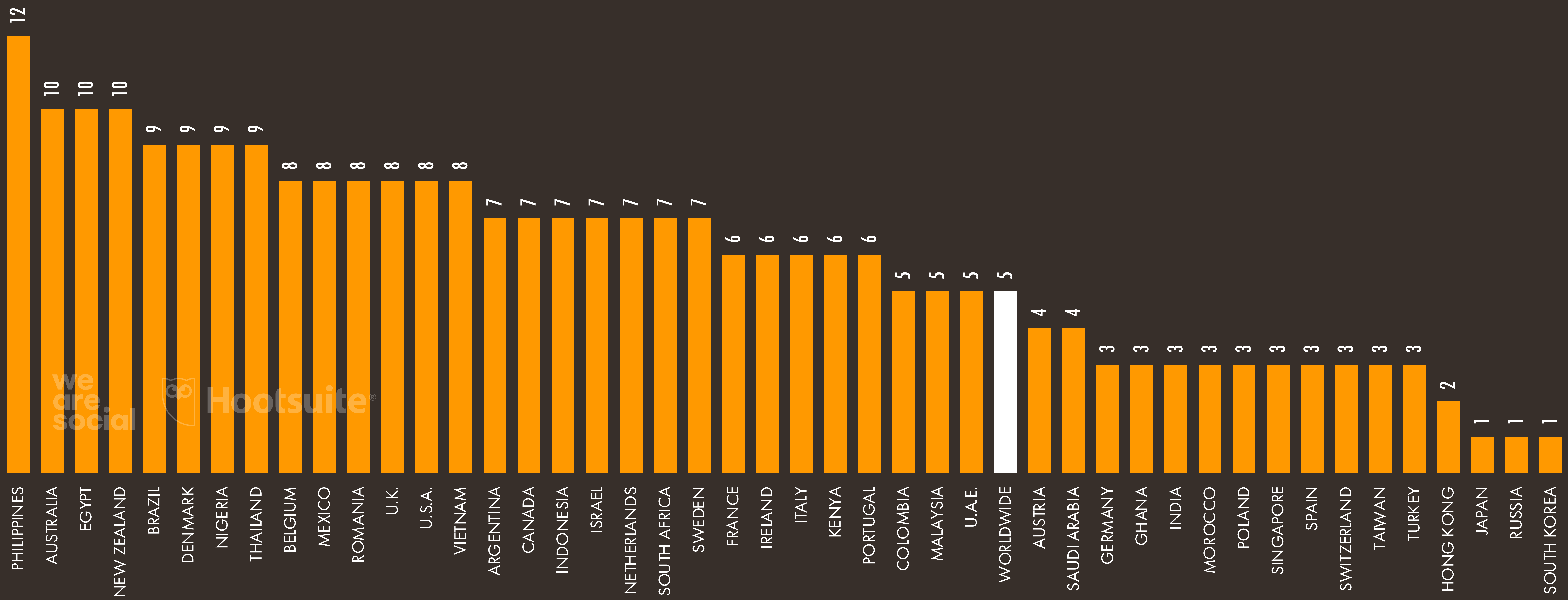
NUMBER OF FACEBOOK PAGES LIKED (LIFETIME)	POSTS LIKED IN THE PAST 30 DAYS (ALL POST TYPES)	COMMENTS MADE IN THE PAST 30 DAYS (ALL POST TYPES)	FACEBOOK POSTS SHARED IN THE PAST 30 DAYS (ALL POST TYPES)	FACEBOOK ADVERTS CLICKED IN THE PAST 30 DAYS (ANY CLICK TYPE)
1	13	5	1	12
FEMALE: 1	FEMALE: 15	FEMALE: 7	FEMALE: 2	FEMALE: 14
MALE: 1	MALE: 12	MALE: 4	MALE: 1	MALE: 10

SOURCE: FACEBOOK (JANUARY 2020). *NOTE: FIGURES REPRESENT MEDIAN VALUES FOR ACTIVE FACEBOOK USERS AGED 18 AND ABOVE.

JAN 2020

MEDIAN MONTHLY FACEBOOK COMMENTS PER USER

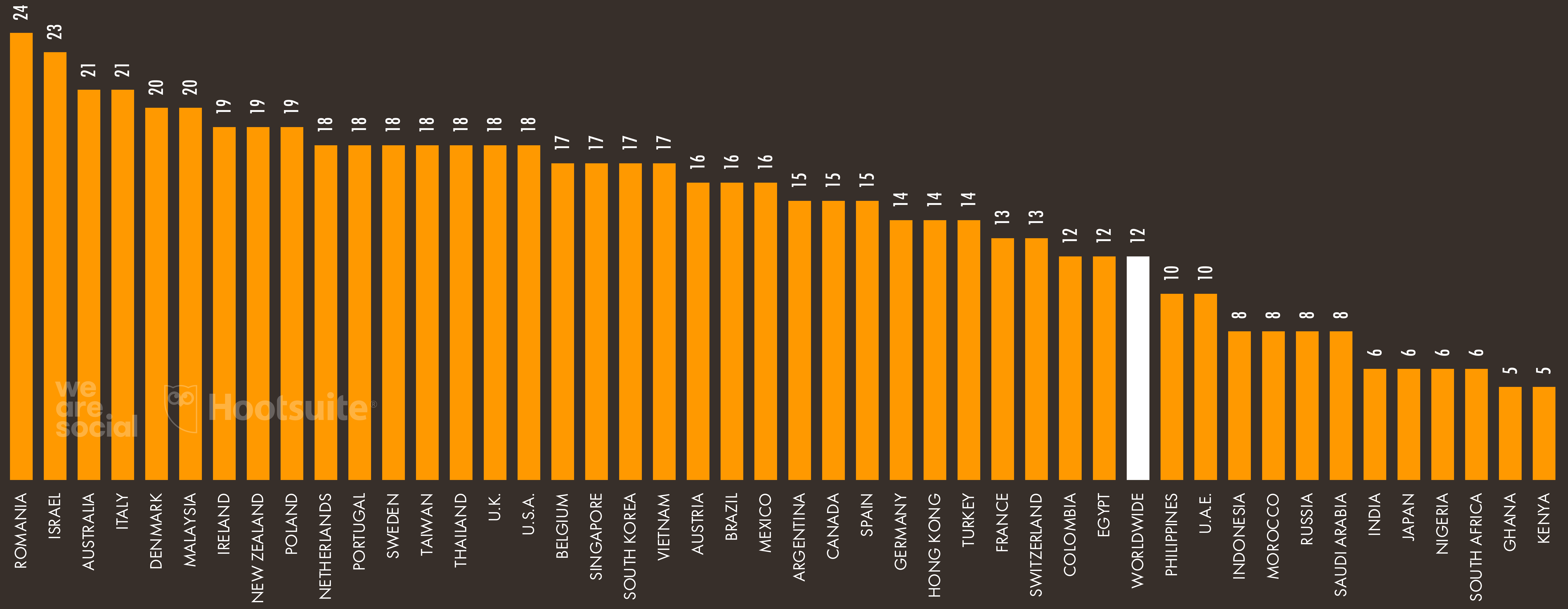
THE NUMBER OF TIMES EACH MONTH THAT THE 'TYPICAL' FACEBOOK USER* COMMENTS ON FACEBOOK POSTS



SOURCE: FACEBOOK (JANUARY 2020). ***NOTE:** FIGURES REPRESENT MEDIAN VALUES FOR ACTIVE FACEBOOK USERS AGED 18 AND ABOVE.

MEDIAN MONTHLY FACEBOOK ADVERT CLICKS PER USER

THE NUMBER OF TIMES EACH MONTH THAT THE 'TYPICAL' FACEBOOK USER* CLICKS OR TAPS ON AN ADVERT ON FACEBOOK (ANY AD FORMAT)



SOURCE: FACEBOOK (JANUARY 2020). ***NOTE:** FIGURES REPRESENT MEDIAN VALUES FOR ACTIVE FACEBOOK USERS AGED 18 AND ABOVE.

JAN 2020

FACEBOOK PAGE REACH BENCHMARKS

AVERAGE* MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS, AND THE CONTRIBUTION OF PAID MEDIA

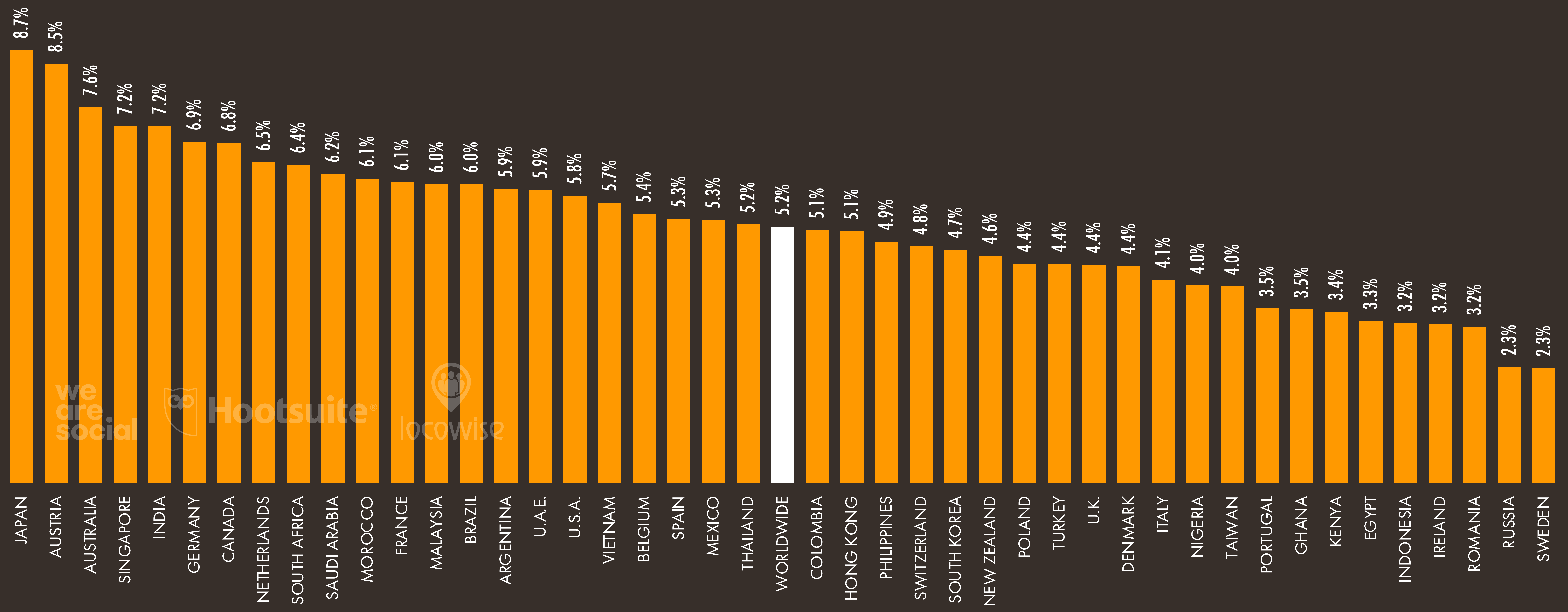
AVERAGE MONTHLY CHANGE IN PAGE LIKES	AVERAGE POST REACH vs. PAGE LIKES	AVERAGE ORGANIC REACH vs. PAGE LIKES	PERCENTAGE OF PAGES USING PAID MEDIA	AVERAGE PAID REACH vs. TOTAL REACH
0.12%	7.01%	5.17%	26.7%	28.1%
Q-O-Q CHANGE: -4.0% -1 BPS	Q-O-Q CHANGE: -1.4% -10 BPS	Q-O-Q CHANGE: -3.1% -16 BPS	Q-O-Q CHANGE: +0.1% +3 BPS	Q-O-Q CHANGE: +0.4% +11 BPS

SOURCE: LOCOWISE (JANUARY 2020). FIGURES REPRESENT AVERAGES FOR Q4 2019. "Q-O-Q CHANGE" FIGURES REPRESENT THE QUARTER-ON-QUARTER CHANGE vs. Q3 2019. "BPS" STANDS FOR BASIS POINTS, AND REPRESENTS THE ABSOLUTE QUARTER-ON-QUARTER CHANGE. ***ADVISORY:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT PAGES AND PAGE TYPES, AND PAGES WITH A GREATER NUMBER OF "PAGE LIKES" WILL TYPICALLY EXPERIENCE SIGNIFICANTLY LOWER LEVELS OF ORGANIC REACH COMPARED TO THE AVERAGES QUOTED HERE.

JAN 2020

FACEBOOK PAGES: ORGANIC REACH BENCHMARKS

AVERAGE ORGANIC REACH* OF FACEBOOK PAGE POSTS COMPARED TO THE NUMBER OF PAGE LIKES AT THE TIME OF POST PUBLICATION



SOURCE: LOCOWISE (JANUARY 2020). FIGURES REPRESENT AVERAGES FOR Q4 2019. ***ADVISORY:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT PAGES AND PAGE TYPES, AND PAGES WITH A GREATER NUMBER OF "PAGE LIKES" WILL TYPICALLY EXPERIENCE SIGNIFICANTLY LOWER LEVELS OF ORGANIC REACH COMPARED TO THE AVERAGES QUOTED HERE.

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FACEBOOK ENGAGEMENT BENCHMARKS

AVERAGE* NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE POST COMPARED TO POST REACH

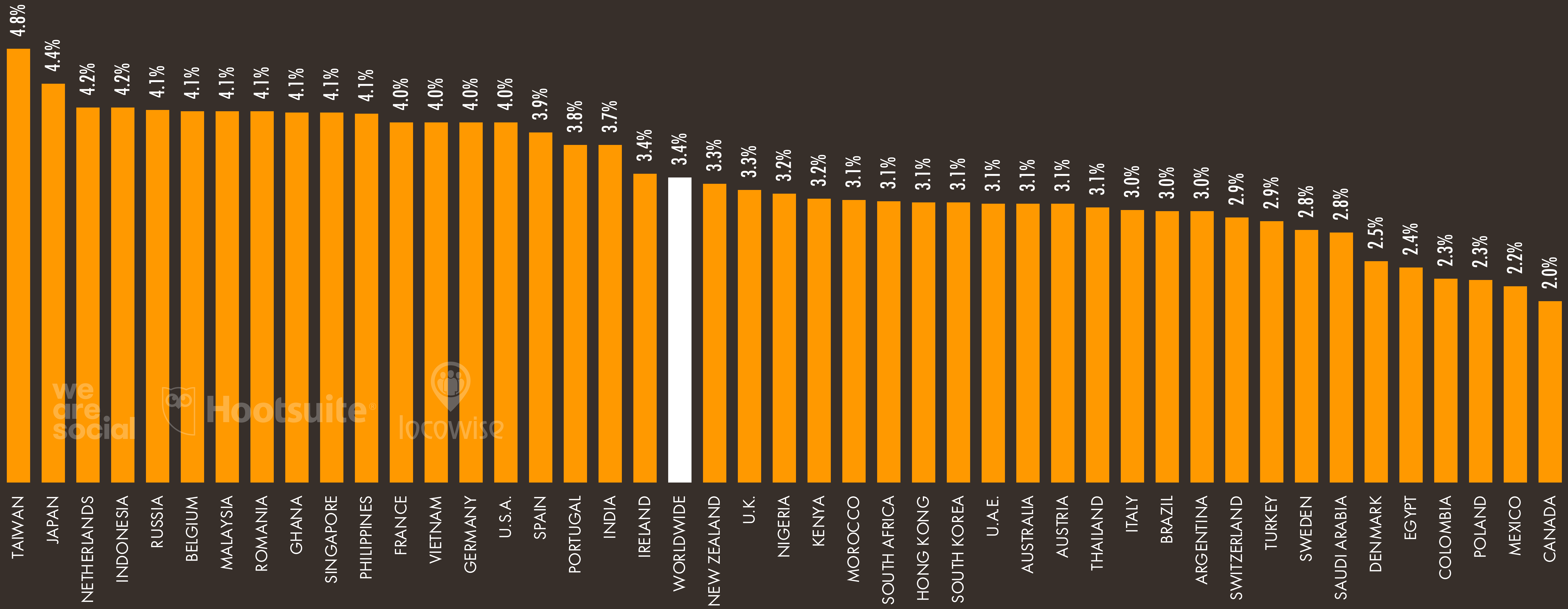
AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE POSTS OF ANY KIND	AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE VIDEO POSTS	AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE IMAGE POSTS	AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE LINK POSTS	AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE STATUS POSTS
3.39%	6.09%	4.42%	2.72%	1.44%
Q-O-Q CHANGE: -0.9% -3 BPS	Q-O-Q CHANGE: +0.8% +5 BPS	Q-O-Q CHANGE: +1.5% +7 BPS	Q-O-Q CHANGE: -2.3% -6 BPS	Q-O-Q CHANGE: -13.5% -23 BPS

SOURCE: LOCOWISE (JANUARY 2020). FIGURES REPRESENT AVERAGES FOR Q4 2019. "Q-O-Q CHANGE" FIGURES REPRESENT THE QUARTER-ON-QUARTER CHANGE vs. Q3 2019. "BPS" STANDS FOR BASIS POINTS, AND REPRESENTS THE ABSOLUTE QUARTER-ON-QUARTER CHANGE. ***ADVISORY:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT PAGES AND PAGE TYPES, AND PAGES WITH A GREATER NUMBER OF "PAGE LIKES" WILL TYPICALLY EXPERIENCE SIGNIFICANTLY LOWER LEVELS OF ENGAGEMENT COMPARED TO THE AVERAGES QUOTED HERE.

JAN 2020

FACEBOOK PAGES: AVERAGE ENGAGEMENT RATES

AVERAGE NUMBER* OF CLICKS, TAPS, LIKES, COMMENTS, AND SHARES ON FACEBOOK PAGE POSTS COMPARED TO POST REACH



SOURCE: LOCOWISE (JANUARY 2020). FIGURES REPRESENT AVERAGES FOR Q4 2019. ***ADVISORY:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT PAGES AND PAGE TYPES, AND PAGES WITH A GREATER NUMBER OF "PAGE LIKES" WILL TYPICALLY EXPERIENCE SIGNIFICANTLY LOWER LEVELS OF ENGAGEMENT COMPARED TO THE AVERAGES QUOTED HERE.

COMPARING FACEBOOK PERFORMANCE BY PAGE SIZE

COMPARING THE ORGANIC REACH AND OVERALL ENGAGEMENT RATES OF PAGES WITH FEWER THAN 10,000 FANS, AND MORE THAN 100,000 FANS

PAGES WITH FEWER THAN 10,000 'FANS'

AVERAGE ORGANIC PAGE POST REACH vs. PAGE LIKES*

4.62%

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE POSTS*

8.21%

PAGES WITH MORE THAN 100,000 'FANS'

AVERAGE ORGANIC PAGE POST REACH vs. PAGE LIKES*

2.34%

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE POSTS*

2.19%

SOURCE: LOCOWISE (JANUARY 2020). FIGURES REPRESENT AVERAGES FOR Q4 2019. **NOTE:** COMPARISONS ARE BETWEEN PAGES WITH FEWER THAN TEN THOUSAND PAGE LIKES, AND PAGES WITH MORE THAN ONE HUNDRED THOUSAND PAGE LIKES. ***ADVISORY:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT PAGES AND PAGE TYPES, AND PAGES WITH A GREATER NUMBER OF "PAGE LIKES" WILL TYPICALLY EXPERIENCE SIGNIFICANTLY LOWER LEVELS OF ORGANIC REACH AND ENGAGEMENT COMPARED TO THE AVERAGES QUOTED HERE.

TOP FACEBOOK PAGES

FACEBOOK PAGES WITH THE GREATEST NUMBER OF PAGE LIKES IN JANUARY 2020

#	FACEBOOK PAGE	PAGE LIKES	FOLLOWERS
01	FACEBOOK	214,710,000	214,720,000
02	SAMSUNG	160,180,000	160,180,000
03	CRISTIANO RONALDO	122,200,000	123,210,000
04	REAL MADRID FC	110,820,000	108,950,000
05	COCA-COLA	107,370,000	107,370,000
06	FC BARCELONA	103,170,000	101,150,000
07	SHAKIRA	100,100,000	97,380,000
08	TASTY	97,650,000	100,870,000
09	VIN DIESEL	96,880,000	94,440,000
10	CGTN	91,720,000	91,580,000

#	FACEBOOK PAGE	PAGE LIKES	FOLLOWERS
11	LEO MESSI	90,160,000	91,460,000
12	EMINEM	86,600,000	82,850,000
13	CHINA DAILY	84,640,000	84,940,000
14	MR. BEAN	84,460,000	89,720,000
15	YOUTUBE	84,130,000	88,790,000
16	MCDONALD'S	79,830,000	79,830,000
17	RIHANNA	79,030,000	74,580,000
18	WILL SMITH	77,000,000	79,060,000
19	JUSTIN BIEBER	76,450,000	75,630,000
20	MANCHESTER UNITED	73,240,000	71,900,000

SOURCE: KEPIOS ANALYSIS, BASED ON PUBLICLY DISPLAYED FIGURES FOR EACH FACEBOOK PAGE IN MID-JANUARY 2020. **NOTES:** FIGURES IN THE "FOLLOWERS" COLUMN REPRESENT EACH PAGE'S "PEOPLE FOLLOWING" NUMBER, I.E. THE NUMBER OF FACEBOOK USERS WHO ARE ABLE TO RECEIVE EACH PAGE'S UPDATES. ALL VALUES HAVE BEEN ROUNDED.

INSTAGRAM

INSTAGRAM AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM

NUMBER OF PEOPLE THAT INSTAGRAM REPORTS CAN BE REACHED WITH ADVERTS ON INSTAGRAM	SHARE OF POPULATION AGED 13+ THAT MARKETERS CAN REACH WITH ADVERTS ON INSTAGRAM	QUARTER-ON-QUARTER CHANGE IN INSTAGRAM'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS MALE*
928.5 MILLION	15%	+5.7%	50.9%	49.1%

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS FOR INSTAGRAM (ACCESSED JANUARY 2020). **NOTE:** FACEBOOK'S TOOLS DO NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. **ADVISORY:** FIGURES REPORTED ON THIS CHART ARE BASED ON INSTAGRAM'S ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT MATCH TOTAL MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. NOTE THAT DATA MAY NOT BE COMPARABLE TO FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN 2020

INSTAGRAM REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL INSTAGRAM ADVERTISING REACH

#	COUNTRY / TERRITORY	REACH	▲QOQ	▲QOQ
01	U.S.A.	120,000,000	+3.4%	+4,000,000
02	INDIA	80,000,000	+9.6%	+7,000,000
03	BRAZIL	77,000,000	+6.9%	+5,000,000
04	INDONESIA	63,000,000	+5.0%	+3,000,000
05	RUSSIA	44,000,000	+4.8%	+2,000,000
06	TURKEY	38,000,000	+2.7%	+1,000,000
07	JAPAN	29,000,000	+7.4%	+2,000,000
08=	MEXICO	24,000,000	+9.1%	+2,000,000
08=	U.K.	24,000,000	+4.8%	+2,000,000
10	GERMANY	21,000,000	+5.5%	+1,100,000

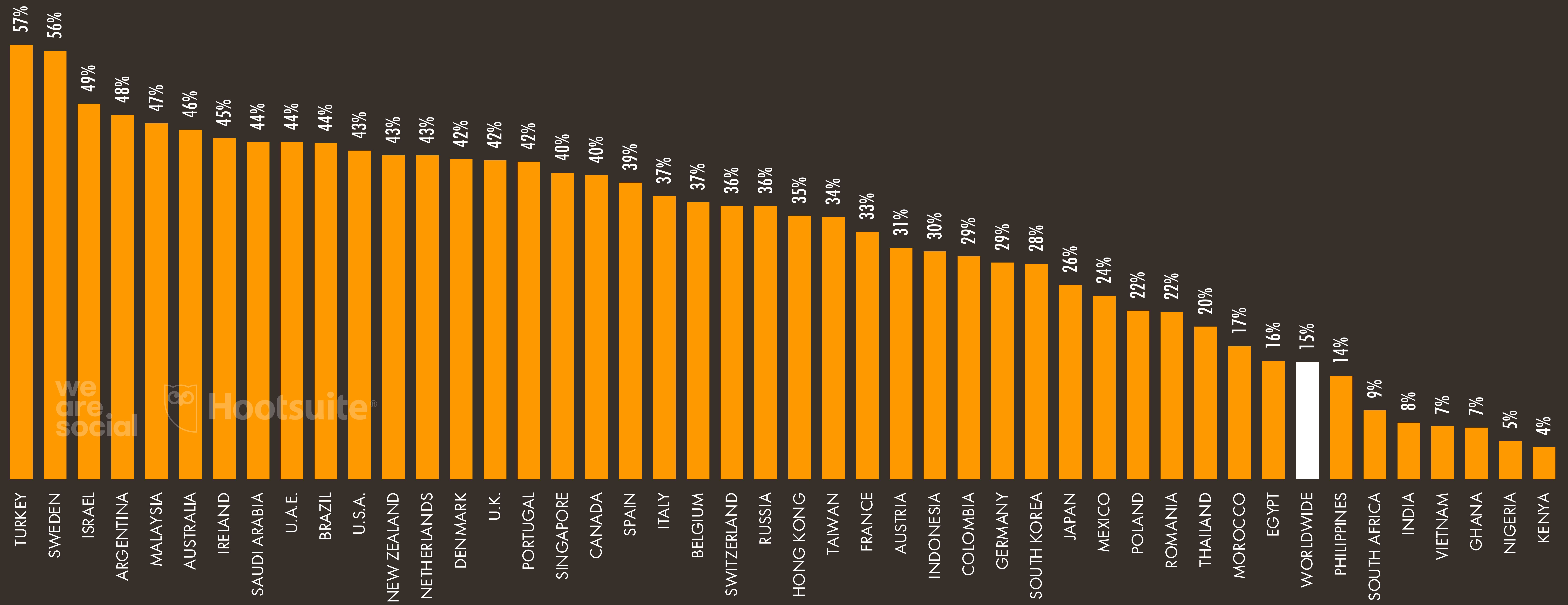
#	COUNTRY / TERRITORY	REACH	▲QOQ	▲QOQ
11	ITALY	20,000,000	+2.6%	+500,000
12	FRANCE	18,000,000	+6.5%	+1,100,000
13	ARGENTINA	17,000,000	+4.3%	+700,000
14	SPAIN	16,000,000	+2.6%	+400,000
15=	CANADA	13,000,000	+4.8%	+600,000
15=	SOUTH KOREA	13,000,000	+8.3%	+600,000
17=	COLOMBIA	12,000,000	+6.2%	+700,000
17=	MALAYSIA	12,000,000	+9.1%	+700,000
17=	SAUDI ARABIA	12,000,000	0%	+700,000
17=	THAILAND	12,000,000	+2.6%	+700,000

SOURCE: EXTRAPOLATIONS OF INSTAGRAM DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2020

ELIGIBLE AUDIENCE REACH RATE: INSTAGRAM

TOTAL POTENTIAL INSTAGRAM ADVERTISING REACH COMPARED TO POPULATION AGED 13+



SOURCE: EXTRAPOLATIONS OF INSTAGRAM DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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JAN 2020

INSTAGRAM ELIGIBLE AUDIENCE REACH RATE RANKING

COUNTRIES AND TERRITORIES* WITH THE HIGHEST LEVELS OF POTENTIAL INSTAGRAM ADVERTISING REACH COMPARED TO POPULATION AGED 13+

#	COUNTRY	% 13+	REACH	▲QOQ
01	ICELAND	60%	170,000	+4.9%
02	KAZAKHSTAN	60%	8,300,000	+6.4%
03	BRUNEI	60%	210,000	+2.4%
04	CYPRUS	57%	590,000	+11%
05	TURKEY	57%	38,000,000	+2.7%
06	SWEDEN	56%	4,800,000	+2.1%
07	KUWAIT	55%	1,900,000	+6.1%
08	GUAM	53%	71,000	+6.0%
09	CHILE	52%	8,200,000	+6.5%
10	BAHRAIN	51%	720,000	+4.3%

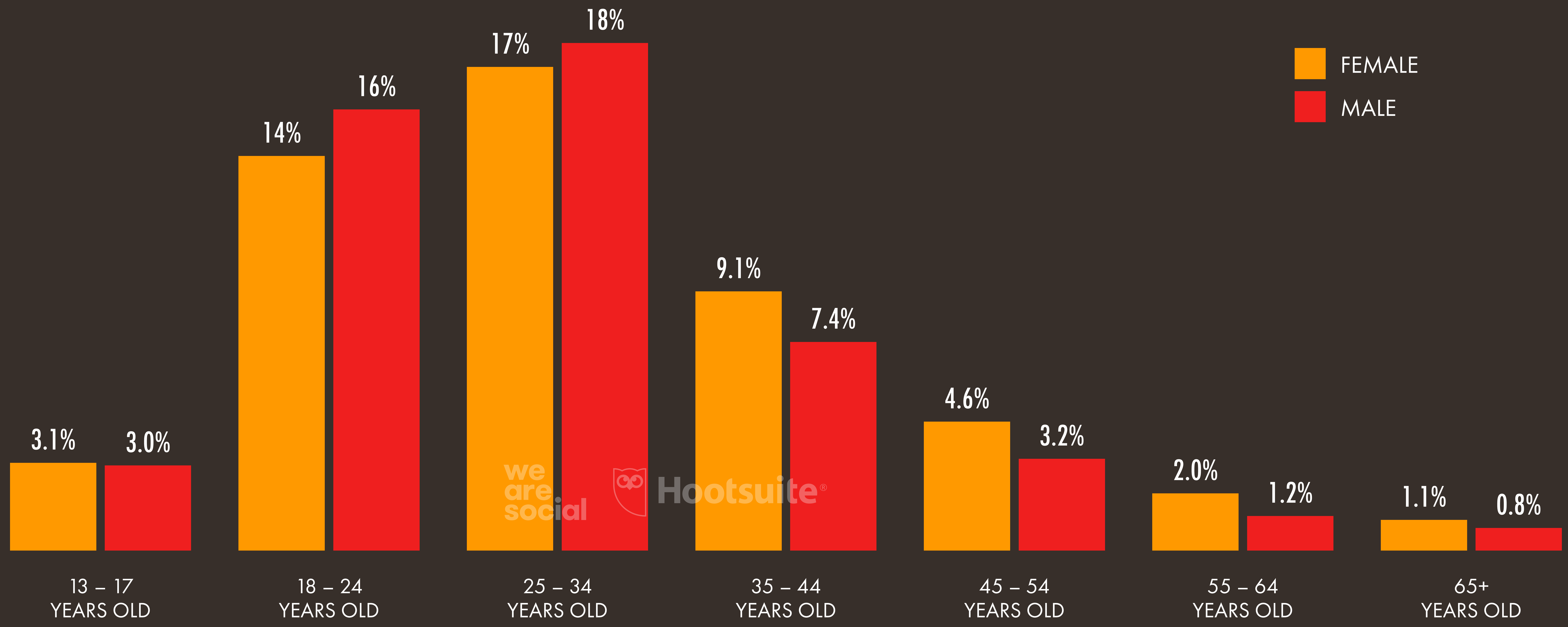
#	COUNTRY	% 13+	REACH	▲QOQ
11	ARUBA	51%	46,000	+7.0%
12	NORWAY	50%	2,300,000	+2.7%
13	ISRAEL	49%	3,200,000	+3.2%
14	MONTENEGRO	49%	260,000	0%
15	URUGUAY	49%	1,400,000	+6.9%
16	PANAMA	49%	1,600,000	+3.9%
17	ARGENTINA	48%	17,000,000	+4.3%
18	CAYMAN IS.	47%	31,000	+6.9%
19	MALAYSIA	47%	12,000,000	+9.1%
20	AUSTRALIA	46%	9,700,000	+4.3%

SOURCE: EXTRAPOLATIONS OF INSTAGRAM DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU. ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2020

PROFILE OF INSTAGRAM'S ADVERTISING AUDIENCE

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



SOURCE: EXTRAPOLATIONS OF INSTAGRAM DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). **NOTE:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORY:** DATA ON THIS CHART REPRESENT INSTAGRAM'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO RESPECTIVE SHARES OF TOTAL MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2020

INSTAGRAM'S ADVERTISING AUDIENCE

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

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13–17	56,600,000	28,900,000	3.1%	27,700,000	3.0%
18–24	274,000,000	129,500,000	14%	144,500,000	16%
25–34	325,200,000	158,600,000	17%	166,600,000	18%
35–44	153,100,000	84,800,000	9.1%	68,300,000	7.4%
45–54	72,200,000	42,300,000	4.6%	29,900,000	3.2%
55–64	30,000,000	18,900,000	2.0%	11,100,000	1.2%
65+	17,500,000	10,000,000	1.1%	7,400,000	0.8%
TOTAL	**928,500,000**	**472,900,000**	**50.9%**	**455,600,000**	**49.1%**

SOURCE: EXTRAPOLATIONS OF INSTAGRAM DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). **NOTE:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORY:** DATA ON THIS CHART REPRESENT INSTAGRAM'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO RESPECTIVE SHARES OF TOTAL MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2020

INSTAGRAM GENDER COMPARISON RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST SHARE OF INSTAGRAM AUDIENCE BY GENDER*

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT FEMALE SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	LAOS	64%	130,000
02	PHILIPPINES	64%	6,700,000
03	THAILAND	64%	7,700,000
04	FED. STATES OF MICRONESIA	62%	2,300
05	MONGOLIA	62%	260,000
06=	TONGA	62%	3,900
06=	BELARUS	62%	1,600,000
08	VIETNAM	61%	3,300,000
09	AMERICAN SAMOA	61%	3,100
10	UKRAINE	60%	6,800,000

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT MALE SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	AFGHANISTAN	81%	370,000
02	TAJIKISTAN	80%	390,000
03	CHAD	76%	20,000
04	SOUTH SUDAN	76%	15,000
05	BURKINA FASO	74%	69,000
06	CENTRAL AFRICAN REP.	74%	6,000
07	UZBEKISTAN	73%	1,700,000
08=	INDIA	73%	58,000,000
08=	YEMEN	73%	290,000
10	NIGER	72%	50,000

SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), COMPARED TO UNITED NATIONS POPULATION DATA. ***NOTES:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **ADVISORY:** DATA BASED ON INSTAGRAM'S ADDRESSABLE ADVERTISING AUDIENCE ONLY; MAY NOT MATCH TOTAL MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2020

INSTAGRAM ENGAGEMENT BENCHMARKS

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS

AVERAGE ENGAGEMENT RATE FOR ALL POST TYPES	AVERAGE ENGAGEMENT RATE FOR VIDEO POSTS	AVERAGE ENGAGEMENT RATE FOR PHOTO POSTS	AVERAGE COMMENTS-TO- FOLLOWERS RATIO FOR VIDEO POSTS	AVERAGE COMMENTS-TO- FOLLOWERS RATIO FOR PHOTO POSTS
1.49%	1.87%	1.11%	0.06%	0.08%

SOURCE: LOCOWISE (JANUARY 2020). FIGURES REPRESENT AVERAGES FOR Q4 2019. ***NOTE:** ENGAGEMENT RATE (AS USED HERE) REFERS TO THE COMBINED NUMBER OF LIKES, COMMENTS AND SAVES ON A POST COMPARED TO THE NUMBER OF ACCOUNT FOLLOWERS AT THE TIME OF POST PUBLICATION. **ADVISORY:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT ACCOUNTS, AND ACCOUNTS WITH A LARGER FOLLOWING WILL TYPICALLY EXPERIENCE SIGNIFICANTLY LOWER LEVELS OF ENGAGEMENT vs. THE AVERAGES CITED HERE.

JAN 2020

INSTAGRAM BUSINESS ACCOUNT BENCHMARKS

AVERAGE ACCOUNT GROWTH AND PUBLISHING FREQUENCY BENCHMARKS FOR INSTAGRAM BUSINESS ACCOUNTS

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	AVERAGE NUMBER OF INSTAGRAM STORIES POSTS PUBLISHED EACH MONTH
+2.5%	1.7	79%	21%	13.1

SOURCE: LOCOWISE (JANUARY 2020), BASED ON DATA FOR Q4 2019. **NOTE:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT INSTAGRAM BUSINESS ACCOUNTS.

JAN 2020

TOP INSTAGRAM ACCOUNTS

INSTAGRAM ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS IN JANUARY 2020

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	INSTAGRAM	@INSTAGRAM	325,850,000
02	CRISTIANO RONALDO	@CRISTIANO	196,476,000
03	ARIANA GRANDE	@ARIANAGRANDE	170,790,000
04	DWAYNE JOHNSON	@THEROCK	167,329,000
05	SELENA GOMEZ	@SELENAGOMEZ	165,012,000
06	KYLIE JENNER	@KYLIEJENNER	156,579,000
07	KIM KARDASHIAN	@KIMKARDASHIAN	156,188,000
08	LIONEL MESSI	@LEOMESSI	140,268,000
09	BEYONCÉ	@BEYONCE	137,471,000
10	NEYMAR	@NEYMARJR	131,094,000

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
11	NATIONAL GEOGRAPHIC	@NATGEO	129,228,000
12	TAYLOR SWIFT	@TAYLORSWIFT	125,127,000
13	JUSTIN BIEBER	@JUSTINBIEBER	124,384,000
14	KENDALL JENNER	@KENDALLJENNER	120,927,000
15	NICKI MINAJ	@NICKIMINAJ	109,469,000
16	JENNIFER LOPEZ	@JLO	108,730,000
17	KHLOÉ KARDASHIAN	@KHLOEKARDASHIAN	102,858,000
18	MILEY CYRUS	@MILEYCYRUS	102,711,000
19	NIKE	@NIKE	98,146,000
20	KATY PERRY	@KATYPERRY	88,325,000

SOURCE: KEPIOS ANALYSIS, BASED ON PUBLICLY DISPLAYED FOLLOWER COUNTS ON INSTAGRAM IN MID-JANUARY 2020. FIGURES HAVE BEEN ROUNDED TO THE NEAREST 1,000.

JAN 2020

MOST-USED HASHTAGS ON INSTAGRAM

HASHTAGS THAT HAVE BEEN USED ON THE GREATEST NUMBER OF INSTAGRAM POSTS (ALL-TIME)

#	HASHTAG	Nº OF POSTS
01	#LOVE	1,731,400,000
02	#INSTAGOOD	1,076,000,000
03	#FASHION	760,000,000
04	#PHOTOOFTHEDAY	745,300,000
05	#BEAUTIFUL	629,200,000
06	#ART	583,900,000
07	#HAPPY	556,800,000
08	#CUTE	542,800,000
09	#PICOFTHEDAY	540,200,000
10	#FOLLOW	524,600,000

#	HASHTAG	Nº OF POSTS
11	#TBT	513,900,000
12	#PHOTOGRAPHY	513,200,000
13	#FOLLOWME	508,900,000
14	#LIKE4LIKE	507,600,000
15	#NATURE	481,500,000
16	#TRAVEL	466,000,000
17	#SUMMER	445,000,000
18	#REPOST	443,000,000
19	#STYLE	441,900,000
20	#INSTADAILY	420,400,000

#	HASHTAG	Nº OF POSTS
21	#INSTAGRAM	419,100,000
22	#ME	410,400,000
23	#SELFIE	410,300,000
24	#FRIENDS	386,500,000
25	#GIRL	378,800,000
26	#FUN	374,000,000
27	#FITNESS	372,700,000
28	#FOOD	368,700,000
29	#INSTALIKE	355,600,000
30	#BEAUTY	355,400,000

SOURCE: KEPIOS ANALYSIS (JANUARY 2020), BASED ON PUBLICLY DISPLAYED VALUES FOR EACH HASHTAG ON INSTAGRAM. VALUES HAVE BEEN ROUNDED DOWN TO THE NEAREST 100,000.

LINKEDIN

JAN 2020

LINKEDIN AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN

NUMBER OF PEOPLE THAT LINKEDIN REPORTS CAN BE REACHED WITH ADVERTS ON LINKEDIN*	SHARE OF POPULATION AGED 18+ THAT MARKETERS CAN REACH WITH ADVERTS ON LINKEDIN	QUARTER-ON-QUARTER CHANGE IN LINKEDIN'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS MALE*
663.3 MILLION	12%	+1.6%	43%	57%

SOURCE: EXTRAPOLATIONS OF DATA FROM LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). ***NOTES:** LINKEDIN'S ADVERTISING AUDIENCE FIGURES ARE BASED ON TOTAL (REGISTERED) MEMBERS, NOT MONTHLY ACTIVE USERS, SO FIGURES ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE TO SIMILAR DATA POINTS FOR OTHER PLATFORMS. LINKEDIN DOES NOT REPORT ADVERTISING AUDIENCE FIGURES FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. GENDER SHARE FIGURES HAVE BEEN EXTRAPOLATED FROM AVAILABLE DATA.

JAN 2020

LINKEDIN REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL LINKEDIN ADVERTISING REACH

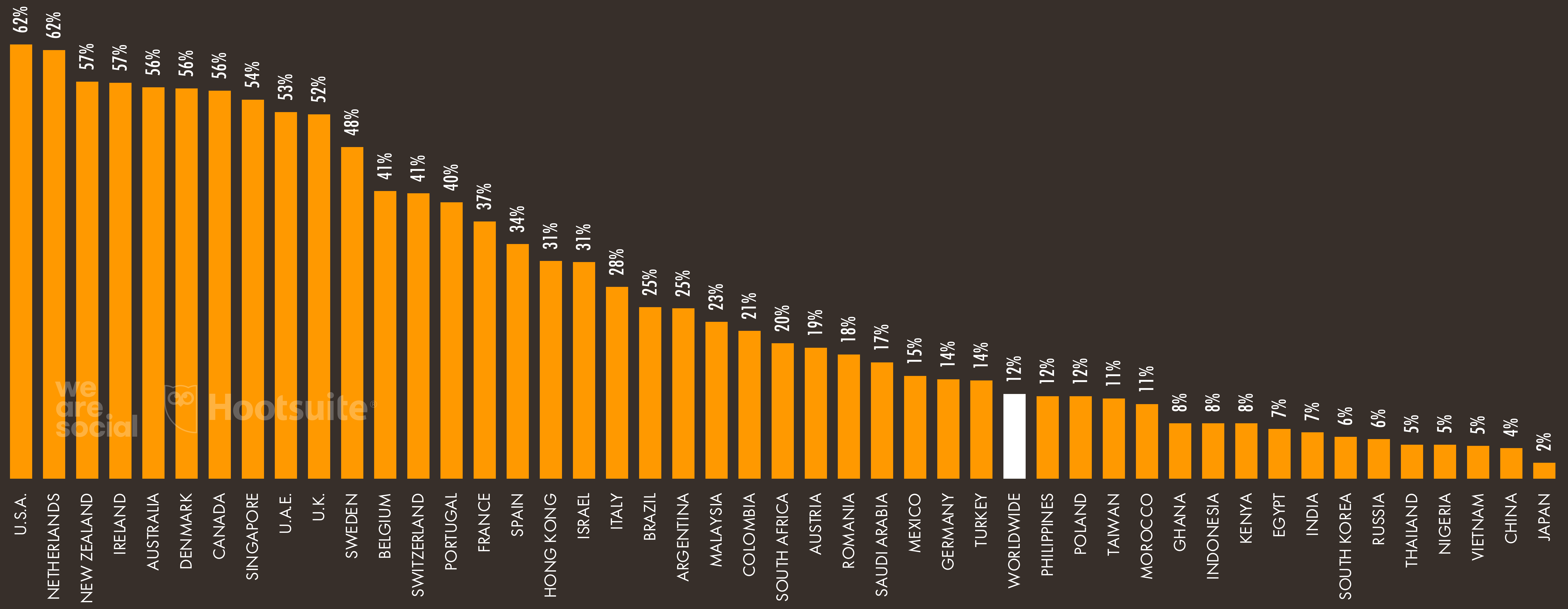
#	COUNTRY	REACH	▲QOQ	▲QOQ
01	U.S.A.	160,000,000	0%	[UNCHANGED]
02	INDIA	62,000,000	+1.6%	+1,000,000
03	CHINA	50,000,000	0%	[UNCHANGED]
04	BRAZIL	39,000,000	0%	[UNCHANGED]
05	U.K.	28,000,000	0%	[UNCHANGED]
06	FRANCE	19,000,000	0%	[UNCHANGED]
07	CANADA	17,000,000	+6.3%	+1,000,000
08	INDONESIA	15,000,000	+7.1%	+1,000,000
09	ITALY	14,000,000	+7.7%	+1,000,000
10=	MEXICO	13,000,000	0%	[UNCHANGED]

#	COUNTRY	REACH	▲QOQ	▲QOQ
10=	SPAIN	13,000,000	+8.3%	[UNCHANGED]
12	AUSTRALIA	11,000,000	0%	[UNCHANGED]
13	GERMANY	10,000,000	+3.1%	+300,000
14	NETHERLANDS	8,500,000	+1.2%	+100,000
15	TURKEY	8,400,000	+1.2%	+100,000
16	PHILIPPINES	8,300,000	+3.8%	+300,000
17=	ARGENTINA	7,800,000	+5.4%	+400,000
17=	COLOMBIA	7,800,000	+1.3%	+400,000
19	SOUTH AFRICA	7,600,000	+2.7%	+200,000
20	RUSSIA	6,500,000	-5.8%	-400,000

SOURCE: EXTRAPOLATIONS OF DATA FROM LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020).
***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE.

ELIGIBLE AUDIENCE REACH RATE: LINKEDIN

TOTAL POTENTIAL LINKEDIN ADVERTISING REACH COMPARED TO POPULATION AGED 18+



SOURCE: EXTRAPOLATIONS OF DATA FROM LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU.

JAN 2020

LINKEDIN ELIGIBLE AUDIENCE REACH RATE RANKING

COUNTRIES AND TERRITORIES* WITH THE HIGHEST LEVELS OF POTENTIAL LINKEDIN ADVERTISING REACH COMPARED TO POPULATION AGED 18+

#	COUNTRY	% 18+	REACH	▲QOQ
01	ICELAND	88%	230,000	0%
02	U.S. VIRGIN IS.	69%	55,000	+1.9%
03	AMERICAN SAMOA	65%	36,000	+2.9%
04	ANDORRA	63%	49,000	+6.5%
05	U.S.A.	62%	160,000,000	0%
06	NETHERLANDS	62%	8,500,000	+1.2%
07	CAYMAN IS.	61%	40,000	0%
08	ARUBA	60%	50,000	+2.0%
09	NEW ZEALAND	57%	2,100,000	0%
10	IRELAND	57%	2,100,000	0%

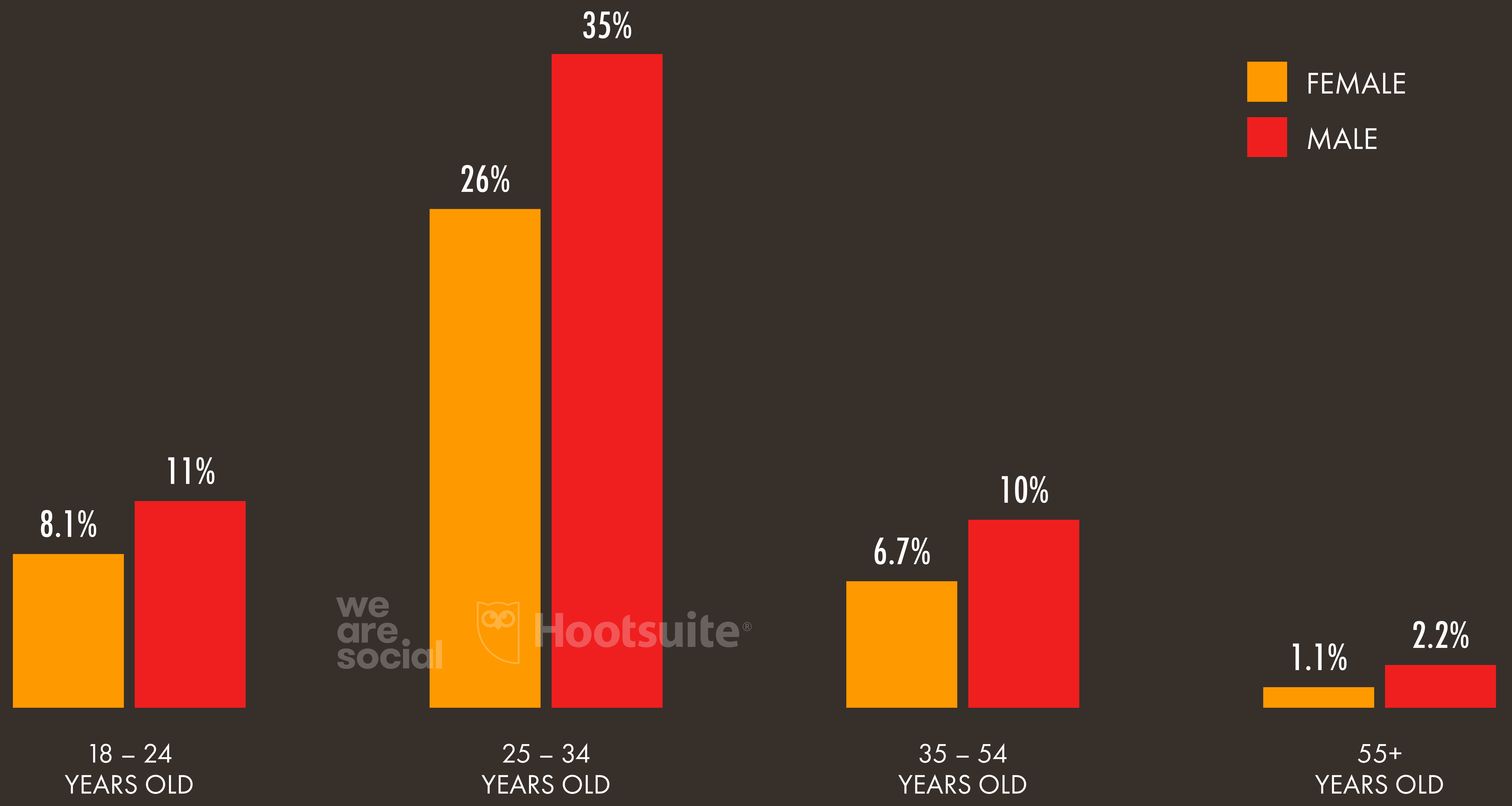
#	COUNTRY	% 18+	REACH	▲QOQ
11	AUSTRALIA	56%	11,000,000	0%
12	DENMARK	56%	2,600,000	0%
13	CANADA	56%	17,000,000	+6.3%
14	MALTA	55%	200,000	0%
15	SINGAPORE	54%	2,700,000	+3.8%
16	CURAÇAO	54%	69,000	[N/A]
17	GUAM	53%	63,000	+1.6%
18	U.A.E.	53%	4,300,000	-2.3%
19	U.K.	52%	28,000,000	0%
20	LUXEMBOURG	52%	260,000	0%

SOURCE: EXTRAPOLATIONS OF DATA FROM LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020).
***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE.

JAN 2020

PROFILE OF LINKEDIN'S ADVERTISING AUDIENCE

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



SOURCE: EXTRAPOLATIONS OF DATA FROM LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), BASED ON SHARE OF AVAILABLE DATA FOR GENDER AND AGE GROUP.
***ADVISORY:** DATA ON THIS CHART REPRESENT LINKEDIN'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO RESPECTIVE SHARES OF TOTAL MEMBERS OR ACTIVE USERS.

SNAPCHAT

JAN 2020

SNAPCHAT AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON SNAPCHAT

NUMBER OF PEOPLE THAT SNAPCHAT REPORTS CAN BE REACHED WITH ADVERTS ON SNAPCHAT	SHARE OF POPULATION AGED 13+ THAT MARKETERS CAN REACH WITH ADVERTS ON SNAPCHAT	QUARTER-ON-QUARTER CHANGE IN SNAPCHAT'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT SNAPCHAT REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT SNAPCHAT REPORTS IS MALE*
381.5 MILLION	6.3%	+5.9%	61%	38%

SOURCE: EXTRAPOLATIONS OF DATA FROM SNAPCHAT'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES. *NOTE: SNAPCHAT'S TOOLS DO NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE', BUT THE DATA THAT THE PLATFORM REPORTS FOR MALE AND FEMALE AUDIENCES DO NOT SUM TO 100% OF THE TOTAL AUDIENCE FIGURE. GENDER SHARE FIGURES REPORTED HERE REFLECT A SHARE OF THE TOTAL AUDIENCE FIGURE, SO WILL NOT SUM TO 100%.

JAN 2020

SNAPCHAT REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL SNAPCHAT ADVERTISING REACH

#	COUNTRY / TERRITORY	REACH	▲QOQ	▲QOQ
01	U.S.A.	101,250,000	+3.8%	+3,700,000
02	INDIA	22,950,000	+22%	+4,150,000
03	FRANCE	21,250,000	+4.2%	+850,000
04	U.K.	18,700,000	+4.8%	+850,000
05	SAUDI ARABIA	16,100,000	+2.9%	+450,000
06	MEXICO	14,800,000	+15%	+1,950,000
07	BRAZIL	13,950,000	+3.3%	+450,000
08	GERMANY	12,150,000	+8.0%	+900,000
09	CANADA	8,150,000	+1.9%	+150,000
10	RUSSIA	7,750,000	+5.4%	+400,000

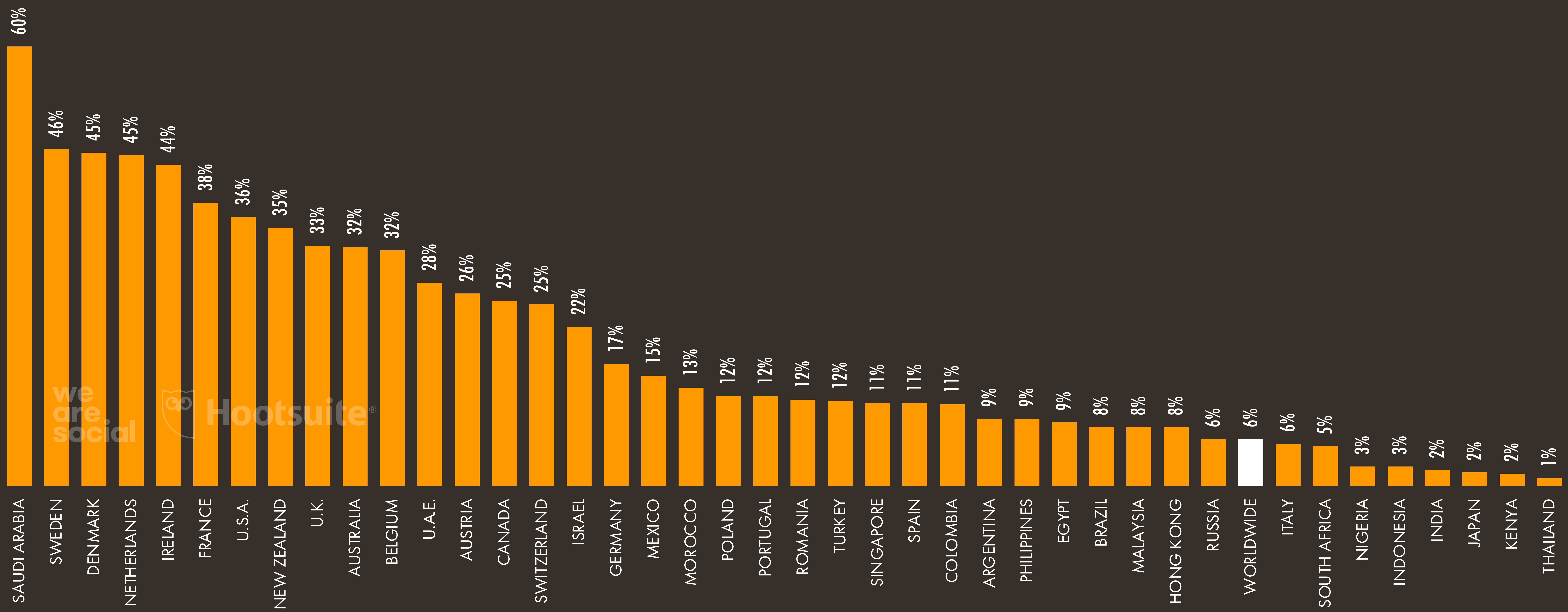
#	COUNTRY / TERRITORY	REACH	▲QOQ	▲QOQ
11	TURKEY	7,700,000	+3.4%	+250,000
12	PHILIPPINES	7,350,000	+12%	+800,000
13	AUSTRALIA	6,850,000	+3.8%	+250,000
14	NETHERLANDS	6,650,000	+8.1%	+500,000
15	IRAQ	6,550,000	+4.8%	+300,000
16	EGYPT	6,100,000	+17%	+900,000
17	INDONESIA	5,400,000	-14%	-900,000
18	SPAIN	4,600,000	-8.0%	-400,000
19	COLOMBIA	4,500,000	+15%	+600,000
20	PAKISTAN	4,400,000	+22%	+800,000

SOURCE: EXTRAPOLATIONS OF DATA FROM SNAPCHAT'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES.
***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE FOR WHICH DATA IS AVAILABLE IN SNAPCHAT'S SELF-SERVICE ADVERTISING TOOLS.

JAN 2020

ELIGIBLE AUDIENCE REACH RATE: SNAPCHAT

TOTAL POTENTIAL SNAPCHAT ADVERTISING REACH COMPARED TO POPULATION AGED 13+



SOURCE: EXTRAPOLATIONS OF DATA FROM SNAPCHAT'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU. FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES.

JAN 2020

SNAPCHAT ELIGIBLE AUDIENCE REACH RATE RANKING

COUNTRIES AND TERRITORIES* WITH THE HIGHEST LEVELS OF POTENTIAL SNAPCHAT ADVERTISING REACH COMPARED TO POPULATION AGED 13+

#	COUNTRY / TERRITORY	% 13+	REACH	▲QOQ
01	LUXEMBOURG	74%	397,500	+13%
02	NORWAY	64%	2,950,000	+3.5%
03	BAHRAIN	63%	885,000	+11%
04	SAUDI ARABIA	60%	16,100,000	+2.9%
05	URUGUAY	54%	1,550,000	+35%
06	KUWAIT	54%	1,850,000	+5.7%
07	SWEDEN	46%	3,900,000	+2.6%
08	DENMARK	45%	2,250,000	0%
09	NETHERLANDS	45%	6,650,000	+8.1%
10	IRELAND	44%	1,750,000	0%

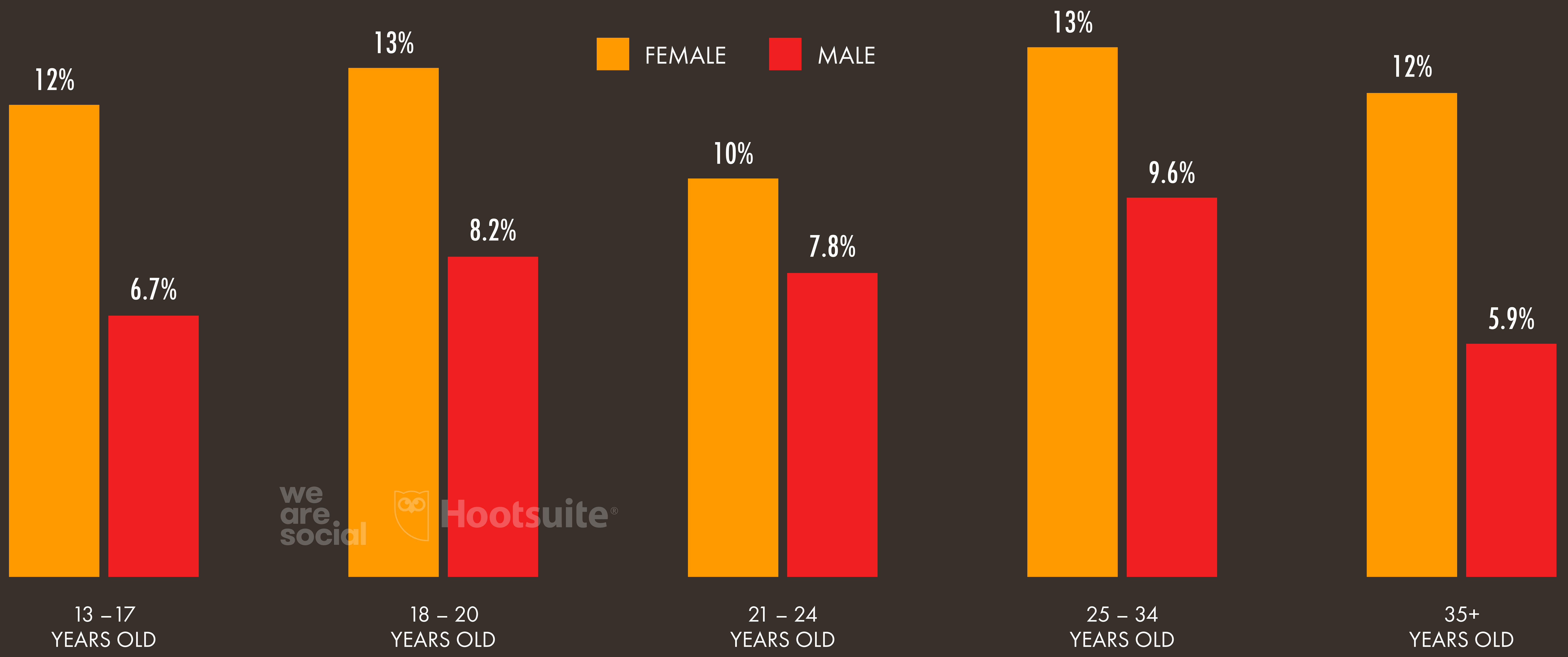
#	COUNTRY / TERRITORY	% 13+	REACH	▲QOQ
11	FRANCE	38%	21,250,000	+4.2%
12	U.S.A.	36%	101,250,000	+3.8%
13	NEW ZEALAND	35%	1,400,000	+12%
14	U.K.	33%	18,700,000	+4.8%
15	AUSTRALIA	32%	6,850,000	+3.8%
16	BELGIUM	32%	3,150,000	+6.8%
17	PUERTO RICO	32%	795,000	+13%
18	JORDAN	30%	2,150,000	0%
19	OMAN	29%	1,150,000	+4.5%
20	PALESTINE	28%	915,000	+7.0%

SOURCE: EXTRAPOLATIONS OF DATA FROM SNAPCHAT'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU. FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES. ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE.

JAN 2020

PROFILE OF SNAPCHAT'S ADVERTISING AUDIENCE

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



SOURCE: EXTRAPOLATIONS OF DATA FROM SNAPCHAT'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020) **NOTE:** SNAPCHAT'S TOOLS DO NOT PUBLISH DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE', BUT FIGURES PUBLISHED IN THESE TOOLS FOR TOTAL AUDIENCE ARE HIGHER THAN THE SUM OF MALE AND FEMALE AUDIENCES, SO SHARE FIGURES MAY NOT SUM TO 100%. ***ADVISORY:** DATA ON THIS CHART REPRESENT SNAPCHAT'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO RESPECTIVE SHARES OF TOTAL ACTIVE USERS.

SNAPCHAT'S ADVERTISING AUDIENCE

POTENTIAL REACH OF ADVERTISING ON SNAPCHAT BY AGE GROUP AND BY GENDER*

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13 – 17	71,200,000	45,800,000	12%	25,400,000	6.7%
18 – 20	80,700,000	49,500,000	13%	31,200,000	8.2%
21 – 24	68,200,000	38,600,000	10%	29,600,000	7.8%
25 – 34	88,200,000	51,400,000	13%	36,800,000	9.6%
35+	69,800,000	47,100,000	12%	22,700,000	5.9%
TOTAL	**381,500,000**	**232,400,000**	**61%**	**145,700,000**	**38%**

SOURCE: EXTRAPOLATIONS OF DATA FROM SNAPCHAT'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES. ***NOTE:** SNAPCHAT'S TOOLS DO NOT PUBLISH DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE', BUT FIGURES FOR TOTAL AUDIENCE ARE HIGHER THAN THE SUM OF MALE AND FEMALE AUDIENCES, SO SHARE FIGURES MAY NOT SUM TO 100%. ***ADVISORY:** DATA ON THIS CHART REPRESENT SNAPCHAT'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO TOTAL ACTIVE USERS.

JAN 2020

SNAPCHAT GENDER COMPARISON RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST SHARE OF SNAPCHAT AUDIENCE BY GENDER*

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT FEMALE SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	INDONESIA	88%	4,746,600
02	KAZAKHSTAN	86%	1,756,850
03	RUSSIA	85%	6,548,750
04	PHILIPPINES	79%	5,799,150
05	SOUTH AFRICA	78%	1,842,400
06	CHILE	78%	1,204,350
07	PERU	77%	1,338,750
08	COLOMBIA	76%	3,420,000
09	URUGUAY	75%	1,165,600
10	BRAZIL	75%	10,462,500

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT MALE SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	BAHRAIN	52%	458,430
02	INDIA	49%	11,153,700
03	SAUDI ARABIA	49%	7,808,500
04	SLOVENIA	48%	175,298
05	NORWAY	47%	1,386,500
06	QATAR	47%	273,780
07	FINLAND	46%	510,400
08	IRELAND	46%	810,250
09	BELGIUM	46%	1,445,850
10	KUWAIT	46%	847,300

SOURCE: EXTRAPOLATIONS OF DATA FROM SNAPCHAT'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE U.N. AND U.S. CENSUS BUREAU. FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES. ***NOTES:** SNAPCHAT DOES NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **ADVISORY:** DATA REFLECT SNAPCHAT'S ADVERTISING AUDIENCE ONLY, AND MAY NOT MATCH TOTAL USERS.

TWITTER

TWITTER AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER

NUMBER OF PEOPLE THAT TWITTER REPORTS CAN BE REACHED WITH ADVERTS ON TWITTER	SHARE OF POPULATION AGED 13+ THAT MARKETERS CAN REACH WITH ADVERTS ON TWITTER	QUARTER-ON-QUARTER CHANGE IN TWITTER'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS MALE*
339.6 MILLION	5.6%	-3.1%	38%	62%

SOURCE: EXTRAPOLATIONS OF DATA FROM TWITTER'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES. *NOTE: TWITTER DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. GENDER SHARE FIGURES BASED ON AVAILABLE DATA. ADVISORY: DATA REPORTED BY TWITTER'S SELF-SERVICE ADVERTISING TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION, EVEN WITHIN SHORT TIMEFRAMES. ◈ COMPARABILITY ADVISORY: SIGNIFICANT BASE CHANGES.

JAN 2020

TWITTER REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL TWITTER ADVERTISING REACH

#	COUNTRY / TERRITORY	REACH	▲QOQ
01	U.S.A.	59,350,000	+0.6%
02	JAPAN	45,750,000	-2.7%
03	U.K.	16,700,000	+0.7%
04	SAUDI ARABIA	14,350,000	-2.6%
05	BRAZIL	12,150,000	+0.4%
06	TURKEY	11,800,000	-3.2%
07	INDIA	11,450,000	-4.9%
08	INDONESIA	10,645,000	-0.2%
09	RUSSIA	9,460,000	-42%
10	MEXICO	9,450,000	+1.1%

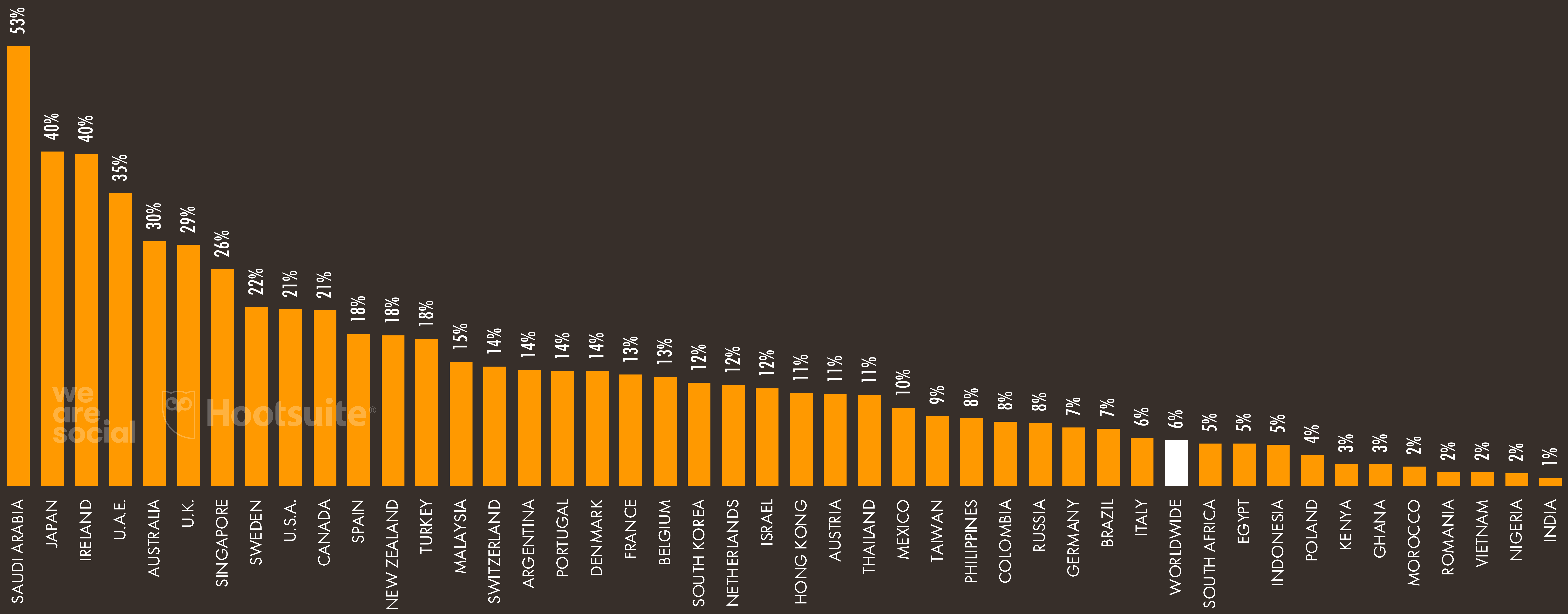
#	COUNTRY / TERRITORY	REACH	▲QOQ
11	SPAIN	7,500,000	-4.6%
12	FRANCE	7,445,000	+2.7%
13	CANADA	6,880,000	0%
14	PHILIPPINES	6,625,000	-5.1%
15	THAILAND	6,545,000	-3.2%
16	AUSTRALIA	6,230,000	-3.3%
17	SOUTH KOREA	5,700,000	+0.9%
18	GERMANY	5,245,000	+4.4%
19	ARGENTINA	4,955,000	-4.4%
20	MALAYSIA	3,855,000	+1.4%

SOURCE: EXTRAPOLATIONS OF DATA FROM TWITTER'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES. ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** SIGNIFICANT BASE CHANGES. DATA REPORTED BY TWITTER'S SELF-SERVICE ADVERTISING TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION, EVEN WITHIN SHORT TIMEFRAMES.

JAN 2020

ELIGIBLE AUDIENCE REACH RATE: TWITTER

TOTAL POTENTIAL TWITTER ADVERTISING REACH COMPARED TO POPULATION AGED 13+



SOURCE: EXTRAPOLATIONS OF DATA FROM TWITTER'S SELF-SERVICE ADVERTISING TOOLS BASED ON MID-POINTS OF PUBLISHED RANGES (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU. ◈ **COMPARABILITY ADVISORY:** SIGNIFICANT BASE CHANGES. DATA REPORTED BY TWITTER'S SELF-SERVICE ADVERTISING TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION, EVEN WITHIN SHORT TIMEFRAMES.

JAN 2020

TWITTER ELIGIBLE AUDIENCE REACH RATE RANKING

COUNTRIES AND TERRITORIES* WITH THE HIGHEST LEVELS OF POTENTIAL TWITTER ADVERTISING REACH COMPARED TO POPULATION AGED 13+

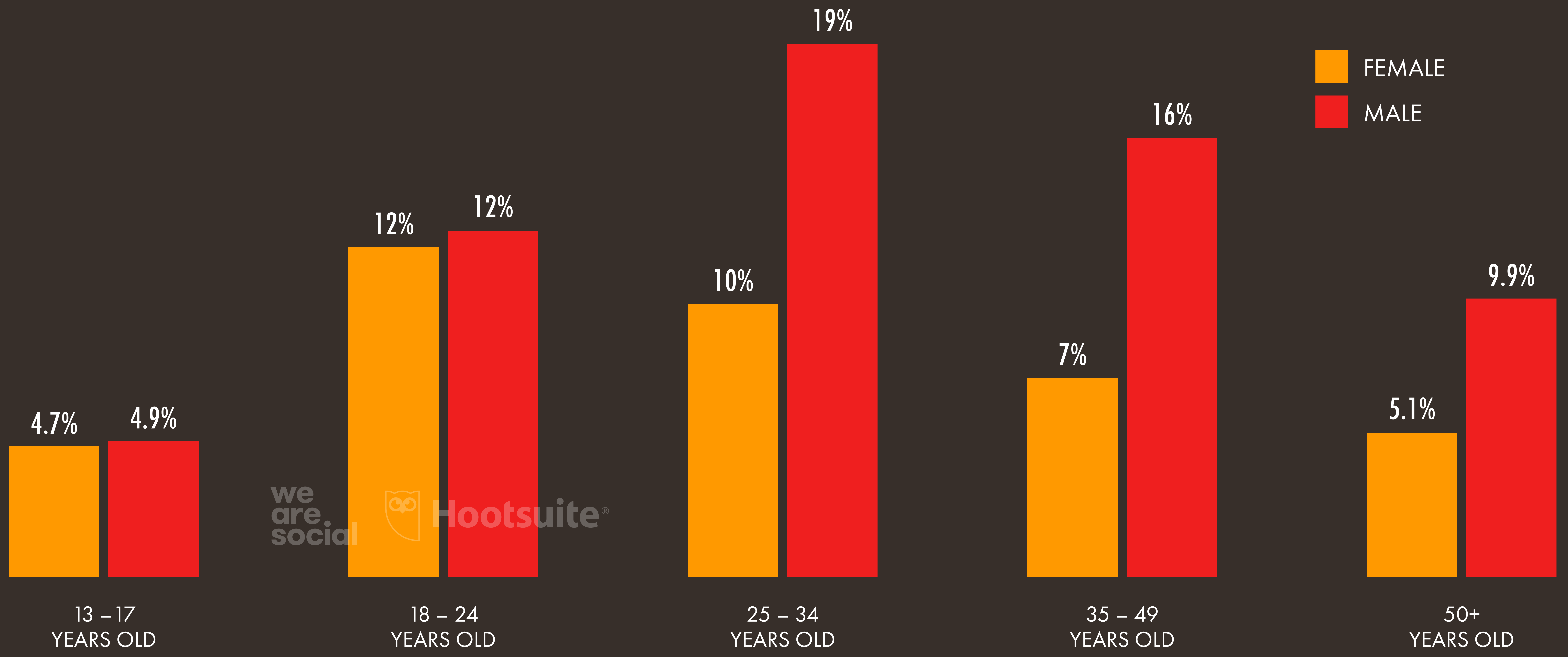
#	COUNTRY	% 13+	REACH	▲QOQ
01	KUWAIT	61%	2,105,000	-0.7%
02	ANDORRA	61%	47,200	+82%
03	BAHRAIN	58%	817,000	-2.3%
04	SAUDI ARABIA	53%	14,350,000	-2.6%
05	CAYMAN IS.	49%	32,000	+18%
06	ARUBA	49%	44,000	+22%
07	ISLE OF MAN	46%	39,200	+3.5%
08	BERMUDA	46%	28,400	+47%
09	JAPAN	40%	45,750,000	-2.7%
10	IRELAND	40%	1,610,000	+2.8%

#	COUNTRY	% 13+	REACH	▲QOQ
11	QATAR	39%	974,500	-2.4%
12	PUERTO RICO	37%	926,000	+40%
13	ICELAND	36%	101,700	+5.3%
14	U.A.E.	35%	3,030,000	-0.5%
15	BRUNEI	34%	117,500	+0.5%
16	OMAN	33%	1,330,000	+1.8%
17	BAHAMAS	32%	101,900	+57%
18	NORTHERN MARIANAS	31%	17,600	+36%
19	AUSTRALIA	30%	6,230,000	-3.3%
20	U.K.	29%	16,700,000	+0.7%

SOURCE: EXTRAPOLATIONS OF DATA FROM TWITTER'S SELF-SERVICE ADVERTISING TOOLS BASED ON MID-POINTS OF PUBLISHED RANGES (JANUARY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU. ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** SIGNIFICANT BASE CHANGES. DATA REPORTED BY TWITTER'S SELF-SERVICE ADVERTISING TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION, EVEN WITHIN SHORT TIMEFRAMES.

PROFILE OF TWITTER'S ADVERTISING AUDIENCE

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



SOURCE: EXTRAPOLATIONS OF DATA FROM TWITTER'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), BASED ON MID-POINTS OF PUBLISHED RANGES FOR GENDER AND AGE GROUP. **NOTE:** TWITTER'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORY:** DATA REPRESENT TWITTER'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO ACTIVE USERS. DATA REPORTED BY TWITTER'S SELF-SERVE ADVERTISING TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION, EVEN WITHIN SHORT TIMEFRAMES.

JAN 2020

TWITTER GENDER COMPARISON RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST SHARE OF TWITTER AUDIENCE BY GENDER*

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT FEMALE SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	PHILIPPINES	86%	935,000
02	THAILAND	78%	1,430,000
03	INDONESIA	68%	3,390,000
04	MALAYSIA	67%	1,235,000
05	LAOS	64%	61,600
06	BRUNEI	60%	48,400
07	ST. KITTS & NEVIS	58%	5,600
08	CAMBODIA	53%	126,500
09	ARGENTINA	51%	2,400,000
10	BELIZE	51%	14,800

COUNTRIES AND TERRITORIES WITH THE MOST SIGNIFICANT MALE SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	GUINEA	87%	32,400
02	DEM. REP. OF THE CONGO	86%	86,800
03	INDIA	85%	9,655,000
04=	GAMBIA	83%	14,000
04=	SOLOMON IS.	83%	2,000
06	NIGER	83%	15,600
07	BURUNDI	83%	13,200
08	NEW CALEDONIA	82%	11,200
09	BURKINA FASO	82%	24,000
10	RWANDA	81%	62,400

SOURCE: EXTRAPOLATIONS OF DATA FROM TWITTER'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). ***NOTES:** TWITTER'S TOOLS DO NOT PUBLISH DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA REPRESENT TWITTER'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO TOTAL ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. DATA REPORTED BY TWITTER'S SELF-SERVICE TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION.

JAN 2020

TWITTER ACCOUNTS WITH THE MOST FOLLOWERS

TWITTER ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS IN JANUARY 2020

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	BARACK OBAMA	@BARACKOBAMA	111,470,000
02	KATY PERRY	@KATYPERRY	108,307,000
03	JUSTIN BIEBER	@JUSTINBIEBER	107,671,000
04	RIHANNA	@RIHANNA	95,188,000
05	TAYLOR SWIFT	@TAYLORSWIFT13	85,558,000
06	CRISTIANO RONALDO	@CRISTIANO	81,889,000
07	LADY GAGA	@LADYGAGA	80,635,000
08	ELLEN DEGENERES	@THEELLENSHOW	79,229,000
09	YOUTUBE	@YOUTUBE	72,170,000
10	DONALD TRUMP	@REALDONALDTRUMP	69,234,000

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
11	ARIANA GRANDE	@ARIANAGRANDE	68,749,000
12	JUSTIN TIMBERLAKE	@JTIMBERLAKE	65,011,000
13	KIM KARDASHIAN	@KIMKARDASHIAN	62,850,000
14	SELENA GOMEZ	@SELENAGOMEZ	59,328,000
15	TWITTER	@TWITTER	56,938,000
16	CNN BREAKING NEWS	@CNNBRK	56,368,000
17	BRITNEY SPEARS	@BRITNEYSPEARS	56,224,000
18	NARENDRA MODI	@NARENDRAMODI	52,381,000
19	SHAKIRA	@SHAKIRA	51,708,000
20	JIMMY FALLON	@JIMMYFALLON	51,569,000

SOURCE: KEPIOS ANALYSIS, BASED ON PUBLICLY DISPLAYED FOLLOWER COUNTS ON TWITTER IN MID-JANUARY 2020. FIGURES HAVE BEEN ROUNDED.

JAN 2020

MOST-USED EMOJI ON TWITTER

EMOJI THAT HAVE BEEN USED THE GREATEST NUMBER OF TIMES ON TWITTER (ALL TIME)

#	EMOJI	TIMES USED
01	😂	2,671,000,000
02	❤️	1,289,000,000
03	♻️	966,000,000
04	😍	964,000,000
05	😭	817,000,000
06	♥️	743,000,000
07	😊	632,000,000
08	😒	500,000,000
09	💕	493,000,000
10	😘	475,000,000
11	😩	428,000,000
12	☺️	389,000,000
13	😔	382,000,000
14	😁	365,000,000
15	👌	359,000,000
16	😏	336,000,000
17	😉	309,000,000
18	👍	273,000,000
19	😅	258,000,000
20	🙏	246,000,000
21	👀	245,000,000
22	😌	238,000,000
23	😢	237,000,000
24	💔	236,000,000
25	😎	232,000,000
26	⬅️	229,000,000
27	🎶	217,000,000
28	💙	216,000,000
29	💜	212,000,000
30	✨	199,000,000
31	😳	198,000,000
32	🙌	193,000,000
33	🔥	191,000,000
34	💖	187,000,000
35	💯	182,000,000
36	🙈	181,000,000
37	✌️	168,000,000
38	😄	165,000,000
39	😴	163,000,000
40	😑	163,000,000

SOURCE: EMOJITRACKER (JANUARY 2020). **NOTE:** VALUES HAVE BEEN ROUNDED TO THE NEAREST MILLION.

PINTEREST

JAN 2020

PINTEREST AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON PINTEREST

NUMBER OF PEOPLE THAT PINTEREST REPORTS CAN BE REACHED WITH ADVERTS ON PINTEREST	SHARE OF POPULATION AGED 13+ THAT MARKETERS CAN REACH WITH ADVERTS ON PINTEREST	QUARTER-ON-QUARTER CHANGE IN PINTEREST'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT PINTEREST REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT PINTEREST REPORTS IS MALE*
169.0 MILLION	2.8%	+12%	72%	20%

SOURCE: EXTRAPOLATIONS OF DATA FROM PINTEREST'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES. ***NOTE:** PINTEREST PUBLISHES DATA FOR USERS OF 'UNSPECIFIED' GENDER, IN ADDITION TO 'MALE' AND 'FEMALE', SO FIGURES FOR MALE AND FEMALE SHOWN ON THIS CHART WILL NOT SUM TO 100%. **ADVISORY:** DATA SHOWN ON THIS CHART REPRESENT PINTEREST'S ADVERTISING AUDIENCE ONLY, AND MAY NOT BE REFLECTIVE OF PINTEREST'S TOTAL MONTHLY ACTIVE USER BASE.

JAN 2020

PINTEREST REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL PINTEREST ADVERTISING REACH (AVAILABLE COUNTRIES ONLY)

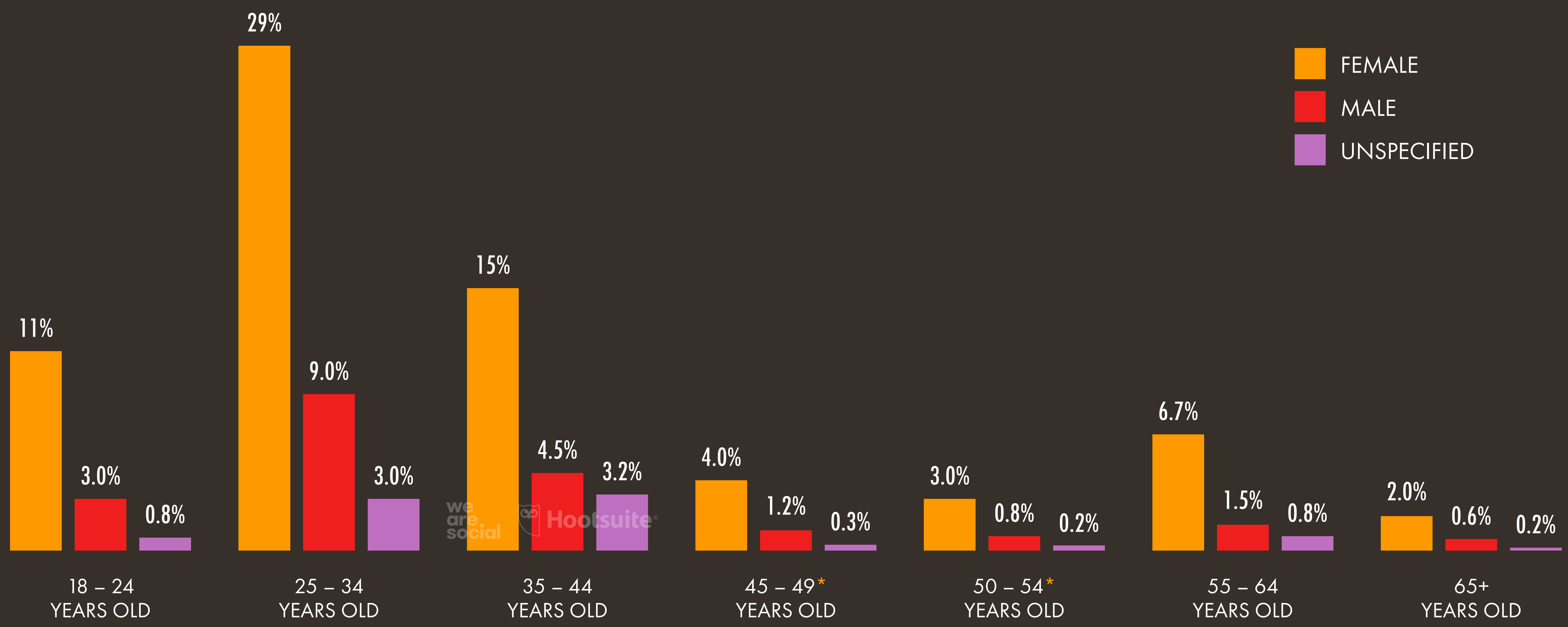
#	COUNTRY / TERRITORY	REACH	▲QOQ	▲QOQ
01	U.S.A.	79,430,000	+2.7%	+2,110,000
02	GERMANY	12,501,000	+12%	+1,293,000
03	FRANCE	10,760,500	+1.7%	+176,000
04	U.K.	10,655,000	+2.8%	+287,000
05	CANADA	8,251,000	+4.0%	+316,500
06	SPAIN	6,825,500	+18%	+1,022,500
07	ITALY	5,527,500	+6.4%	+330,500
08	AUSTRALIA	4,602,000	-8.3%	-415,000
09	NETHERLANDS	4,080,000	+3.2%	+126,000
10	POLAND	3,747,000	+548%	+3,168,500

#	COUNTRY / TERRITORY	REACH	▲QOQ	▲QOQ
11	BELGIUM	2,900,500	+83%	+1,317,000
12	PORTUGAL	1,994,500	+40%	+565,500
13	SWEDEN	1,915,000	+41%	+557,500
14	GREECE	1,884,500	+430%	+1,529,000
15	ROMANIA	1,854,500	+473%	+1,531,000
16	HUNGARY	1,620,000	+468%	+1,335,000
17	SWITZERLAND	1,399,500	+6.9%	+90,000
18	CZECH REP.	1,354,500	+419%	+1,093,500
19	AUSTRIA	1,309,500	-0.04%	-500
20	DENMARK	1,189,000	+40%	+339,500

SOURCE: EXTRAPOLATIONS OF DATA FROM PINTEREST'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES ***NOTES:** MARKETERS CAN CURRENTLY ONLY TARGET A SELECTION OF COUNTRIES USING PINTEREST'S SELF-SERVICE ADVERTISING TOOLS. RANKINGS BASED ON AVAILABLE DATA ONLY, FOR COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE.

PROFILE OF PINTEREST'S ADVERTISING AUDIENCE

SHARE OF PINTEREST'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



SOURCE: EXTRAPOLATIONS OF DATA FROM PINTEREST'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). ***NOTES:** AGE GROUPS AND GENDER DEFINITIONS AS PER PINTEREST'S TOOLS. MARKETERS CAN CURRENTLY ONLY TARGET A SELECTION OF COUNTRIES USING PINTEREST'S SELF-SERVICE ADVERTISING TOOLS, SO FIGURES PRESENTED HERE ARE BASED ON AVAILABLE DATA ONLY. ***ADVISORY:** DATA ON THIS CHART REPRESENT PINTEREST'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO RESPECTIVE SHARES OF TOTAL ACTIVE USERS.

PINTEREST'S ADVERTISING AUDIENCE

POTENTIAL REACH OF ADVERTISING ON PINTEREST BY AGE GROUP AND BY GENDER*

AGE	TOTAL	FEMALE	FEMALE %	MALE	MALE %	UNSPECIFIED	UNSPEC. %
18 - 24	24,300,000	19,280,000	11%	5,020,000	3.0%	1,270,000	0.8%
25 - 34	64,040,000	48,880,000	29%	15,160,000	9.0%	4,990,000	3.0%
35 - 44	32,950,000	25,410,000	15%	7,540,000	4.5%	5,370,000	3.2%
45 - 49*	8,740,000	6,730,000	4.0%	2,010,000	1.2%	550,000	0.3%
50 - 54*	6,420,000	5,000,000	3.0%	1,420,000	0.8%	410,000	0.2%
55 - 64	13,810,000	11,250,000	6.7%	2,560,000	1.5%	1,350,000	0.8%
65+	4,450,000	3,400,000	2.0%	1,050,000	0.6%	310,000	0.2%
TOTAL	**168,950,500**	**119,950,000**	**71%**	**34,760,000**	**21%**	**14,250,000**	**8%**

SOURCE: EXTRAPOLATIONS OF DATA FROM PINTEREST'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES. ***NOTES:** AGE GROUPS AND GENDER DEFINITIONS AS PER PINTEREST'S TOOLS. DATA BASED ON THE SELECTION OF COUNTRIES AVAILABLE IN PINTEREST'S SELF-SERVICE TOOLS. ***ADVISORY:** DATA ON THIS CHART REPRESENT PINTEREST'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO RESPECTIVE SHARES OF TOTAL ACTIVE USERS.

YOUTUBE

JAN 2020

YOUTUBE OVERVIEW

ESSENTIAL HEADLINES FOR YOUTUBE USE AROUND THE WORLD

NUMBER OF LOGGED-IN USERS OF YOUTUBE EACH MONTH	SHARE OF POPULATION AGED 13+ THAT LOGS IN TO YOUTUBE EACH MONTH	TOTAL NUMBER OF HOURS WATCHED ON YOUTUBE EACH DAY	FEMALE USERS AS A PERCENTAGE OF TOTAL MALE AND FEMALE USERS*	MALE USERS AS A PERCENTAGE OF TOTAL MALE AND FEMALE USERS*
2 BILLION	33%	1 BILLION	45%	55%

SOURCES: COMPANY STATEMENTS; GENDER SHARE DATA FROM GLOBALWEBINDEX (Q3 2019) BASED ON THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. ◈ **COMPARABILITY ADVISORY:** DATA ON THIS CHART ARE NOT DIRECTLY COMPARABLE TO SIMILAR DATA POINTS FOR OTHER PLATFORMS INCLUDED IN THIS REPORT.

JAN 2020

TOP YOUTUBE SEARCH QUERIES

USERS' TOP SEARCH QUERIES ON YOUTUBE THROUGHOUT 2019

#	SEARCH QUERY	INDEX
01	SONG	100
02	LA LA LA	65
03	SONGS	49
04	VIDEO	38
05	DJ	21
06	BABY	19
07	MUSIC	18
08	KARAOKE	15
09	MUSICA	13
10	NEW SONG	12

#	SEARCH QUERY	INDEX
11	FORTNITE	11
12	MINECRAFT	11
13	TIK TOK	9
14	STORY	9
15	BTS	8
16	ASMR	8
17	CARTOON	8
18	CARTOON CARTOON	8
19	PUBG	8
20	เพลง	8

SOURCE: GOOGLE TRENDS (ACCESSED JANUARY 2020). RANKINGS AND INDICES ARE BASED ON SEARCHES ENTERED INTO YOUTUBE'S SEARCH BAR THROUGHOUT 2019. **NOTES:** "เพลง" IS THE THAI WORD FOR "MUSIC". GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY).

JAN 2020

MOST-VIEWED YOUTUBE VIDEOS OF ALL TIME

BASED ON THE TOTAL NUMBER OF ALL-TIME GLOBAL VIEWS UP TO JANUARY 2020

#	VIDEO	VIDEO VIEWS	LIKES	DISLIKES
01	LUIS FONSI FEAT. DADDY YANKEE – DESPACITO	6,590,000,000	36,040,000	4,340,000
02	ED SHEERAN – SHAPE OF YOU	4,550,000,000	21,760,000	1,190,000
03	WHIZ KHALIFA FEAT. CHARLIE PUTH – SEE YOU AGAIN	4,350,000,000	26,460,000	830,000
04	PINKFONG! KIDS SONGS & STORIES – BABY SHARK DANCE	4,290,000,000	13,220,000	5,220,000
05	GET MOVIES – MASHA AND THE BEAR (EPISODE 17): RECIPE FOR DISASTER	4,210,000,000	6,740,000	3,690,000
06	MARK RONSON FEAT. BRUNO MARS – UPTOWN FUNK	3,750,000,000	13,760,000	850,000
07	PSY – GANGNAM STYLE	3,480,000,000	16,970,000	2,300,000
08	JUSTIN BIEBER – SORRY (PURPOSE: THE MOVEMENT)	3,230,000,000	12,370,000	1,540,000
09	MAROON 5 – SUGAR	3,100,000,000	11,070,000	490,000
10	KATY PERRY – ROAR	2,980,000,000	10,520,000	840,000

SOURCE: KEPIOS ANALYSIS; BASED ON PUBLICLY DISPLAYED COUNTS PUBLISHED ON YOUTUBE (JANUARY 2020). **NOTE:** VIEW COUNTS HAVE BEEN ROUNDED DOWN TO THE NEAREST 10 MILLION; LIKES AND DISLIKES DOWN TO THE NEAREST 10,000.

JAN 2020

TOP YOUTUBE ACCOUNTS

YOUTUBE ACCOUNTS WITH THE GREATEST NUMBER OF SUBSCRIBERS IN JANUARY 2020

#	ACCOUNT NAME	SUBSCRIBERS	TOTAL VIEWS
01	T-SERIES	123,000,000	94,461,200,000
02	PEWDIEPIE	102,000,000	24,438,100,000
03	COCOMELON	69,300,000	47,535,900,000
04	5-MINUTE CRAFTS	63,300,000	16,855,700,000
05	SET INDIA	62,400,000	45,979,700,000
06	CANAL KONDZILLA	54,500,000	27,866,300,000
07	WWE	52,900,000	38,368,400,000
08	ZEE MUSIC COMPANY	48,500,000	22,700,800,000
09	DUDE PERFECT	48,200,000	9,638,400,000
10	JUSTIN BIEBER	48,100,000	20,065,500,000
11	LIKE NASTYA VLOG	43,900,000	22,678,800,000
12	ED SHEERAN	43,200,000	19,317,900,000
13	✿ KIDS DIANA SHOW	42,600,000	17,013,800,000
14	BADABUN	42,000,000	15,243,300,000
15	MARSHMELLO	42,000,000	8,084,500,000
16	EMINEMMUSIC	40,200,000	15,350,400,000
17	HOLASOYGERMAN.	40,200,000	4,137,200,000
18	ZEE TV	39,600,000	37,633,900,000
19	ARIANA GRANDE	39,300,000	14,706,700,000
20	WHINDERSSONNUNES	38,000,000	3,208,300,000

SOURCE: KEPIOS ANALYSIS, BASED ON PUBLICLY DISPLAYED SUBSCRIBER COUNTS ON YOUTUBE IN MID-JANUARY 2020. FIGURES HAVE BEEN ROUNDED DOWN TO THE NEAREST 100,000.

OTHER SOCIAL PLATFORMS

JAN 2020

WECHAT OVERVIEW

ESSENTIAL HEADLINES FOR WECHAT USE AROUND THE WORLD

NUMBER OF WORLDWIDE MONTHLY ACTIVE USERS OF WECHAT AND WEIXIN*

1.15 BILLION

SHARE OF POPULATION AGED 13+ THAT USES WECHAT OR WEIXIN EACH MONTH

19%

QUARTER-ON-QUARTER INCREASE IN MONTHLY ACTIVE USERS OF WECHAT AND WEIXIN

+1.6%

YEAR-ON-YEAR INCREASE IN MONTHLY ACTIVE USERS OF WECHAT AND WEIXIN

+6.3%

SOURCE: TENCENT Q3 2019 EARNINGS ANNOUNCEMENT (NOVEMBER 2019). ***NOTE:** FIGURES REFLECT COMBINED DATA FOR USAGE OF BOTH WECHAT AND WEIXIN (THE VERSION OF WECHAT AVAILABLE TO USERS IN MAINLAND CHINA).

JAN 2020

QQ OVERVIEW

ESSENTIAL HEADLINES FOR QQ USE AROUND THE WORLD

NUMBER OF WORLDWIDE MONTHLY ACTIVE QQ USERS

731.0 MILLION

SHARE OF POPULATION AGED 13+ THAT USES QQ EACH MONTH

12%

YEAR-ON-YEAR INCREASE IN THE NUMBER OF MONTHLY ACTIVE QQ USERS

-8.9%

PERCENTAGE OF ACTIVE QQ USERS WHO ACCESS VIA SMARTPHONES

89%

SOURCE: TENCENT Q3 2019 EARNINGS ANNOUNCEMENT (NOVEMBER 2019).

QZONE OVERVIEW

ESSENTIAL HEADLINES FOR QZONE USE AROUND THE WORLD

NUMBER OF WORLDWIDE MONTHLY ACTIVE QZONE USERS*	SHARE OF POPULATION AGED 13+ THAT USES QZONE EACH MONTH*	QUARTER-ON-QUARTER INCREASE IN THE NUMBER OF MONTHLY ACTIVE QZONE USERS*	YEAR-ON-YEAR INCREASE IN THE NUMBER OF MONTHLY ACTIVE QZONE USERS*
517.0 MILLION	8.6%	-6.6%	-2.7%

SOURCE: TENCENT Q3 2019 EARNINGS ANNOUNCEMENT (NOVEMBER 2019). ***NOTE:** FIGURES BASED ON SMART DEVICE MONTHLY ACTIVE USERS OF QZONE, AS PUBLISHED IN TENCENT'S EARNINGS ANNOUCEMENT DOCUMENTS.

JAN 2020

SINA WEIBO OVERVIEW

ESSENTIAL HEADLINES FOR SINA WEIBO USE AROUND THE WORLD

NUMBER OF WORLDWIDE MONTHLY ACTIVE SINA WEIBO USERS	SHARE OF POPULATION AGED 14+ THAT USES SINA WEIBO EACH MONTH*	YEAR-ON-YEAR INCREASE IN THE NUMBER OF MONTHLY ACTIVE SINA WEIBO USERS	PERCENTAGE OF ACTIVE SINA WEIBO USERS WHO ACCESS VIA MOBILE DEVICES
497 MILLION	8.4%	+11%	94%

SOURCE: WEIBO CORPORATION Q3 2019 EARNINGS ANNOUNCEMENT (NOVEMBER 2019). *NOTE: SINA WEIBO RESTRICTS USE OF ITS PLATFORM TO PEOPLE AGED 14 AND ABOVE.

REDDIT OVERVIEW

ESSENTIAL HEADLINES FOR REDDIT USE AROUND THE WORLD

NUMBER OF WORLDWIDE MONTHLY ACTIVE REDDIT USERS	SHARE OF POPULATION AGED 13+ THAT USES REDDIT EACH MONTH	YEAR-ON-YEAR INCREASE IN MONTHLY ACTIVE REDDIT USERS	NUMBER OF NEW POSTS PUBLISHED TO REDDIT DURING 2019*	ANNUAL INCREASE IN THE NUMBER OF COMMENTS POSTED TO REDDIT*
430 MILLION	7.1%	+30%	199 MILLION	+37%

SOURCE: REDDIT (JANUARY 2020). ***NOTE:** FIGURE FOR NEW POSTS PUBLISHED TO REDDIT ONLY INCLUDES POSTS PUBLISHED BETWEEN JANUARY AND OCTOBER 2019, SO THE FIGURE FOR POSTS MADE THROUGHOUT 2019 IS LIKELY HIGHER. FIGURE FOR ANNUAL GROWTH IN THE NUMBER OF COMMENTS REFLECTS THE YEAR-ON-YEAR CHANGE TO OCTOBER 2019.

MOBILE IN 2020

MOBILE USERS vs. MOBILE CONNECTIONS

A COMPARISON OF UNIQUE MOBILE USERS TO MOBILE CONNECTIONS

NUMBER OF UNIQUE MOBILE USERS (ANY TYPE OF HANDSET)	UNIQUE MOBILE USERS AS A PERCENTAGE OF TOTAL POPULATION	NUMBER OF MOBILE CONNECTIONS (EXCLUDING IOT)	MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION	AVERAGE NUMBER OF CONNECTIONS PER UNIQUE MOBILE USER
5.19 BILLION	67%	7.95 BILLION	103%	1.53

SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019). **NOTE:** PERCENTAGES MAY EXCEED 100% DUE TO INDIVIDUAL USE OF MULTIPLE CONNECTIONS. TOTAL GLOBAL CONNECTIONS FIGURES QUOTED HERE DO NOT INCLUDE IOT CELLULAR CONNECTIONS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

JAN 2020

PERSPECTIVES: MOBILE USERS vs. CONNECTIONS

COMPARING THE NUMBER OF UNIQUE INDIVIDUALS USING MOBILE PHONES TO THE NUMBER OF MOBILE CONNECTIONS

GSMA INTELLIGENCE DATA

TOTAL NUMBER OF MOBILE USERS (UNIQUE INDIVIDUALS)

5.19 BILLION

TOTAL NUMBER OF MOBILE CONNECTIONS

7.95 BILLION

ERICSSON MOBILITY REPORT DATA

TOTAL NUMBER OF MOBILE USERS (UNIQUE INDIVIDUALS)

5.91 BILLION

TOTAL NUMBER OF MOBILE CONNECTIONS

8.04 BILLION

SOURCES: GSMA INTELLIGENCE (JANUARY 2020); ERICSSON MOBILITY REPORT (NOVEMBER 2019); ERICSSON MOBILITY CALCULATOR (JANUARY 2020). **NOTE:** CONNECTIONS FIGURES DO NOT INCLUDE CELLULAR IOT CONNECTIONS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

SHARE OF GLOBAL MOBILE CONNECTIONS BY DEVICE

PERCENTAGE OF GLOBAL MOBILE CONNECTIONS* ASSOCIATED WITH EACH TYPE OF MOBILE DEVICE

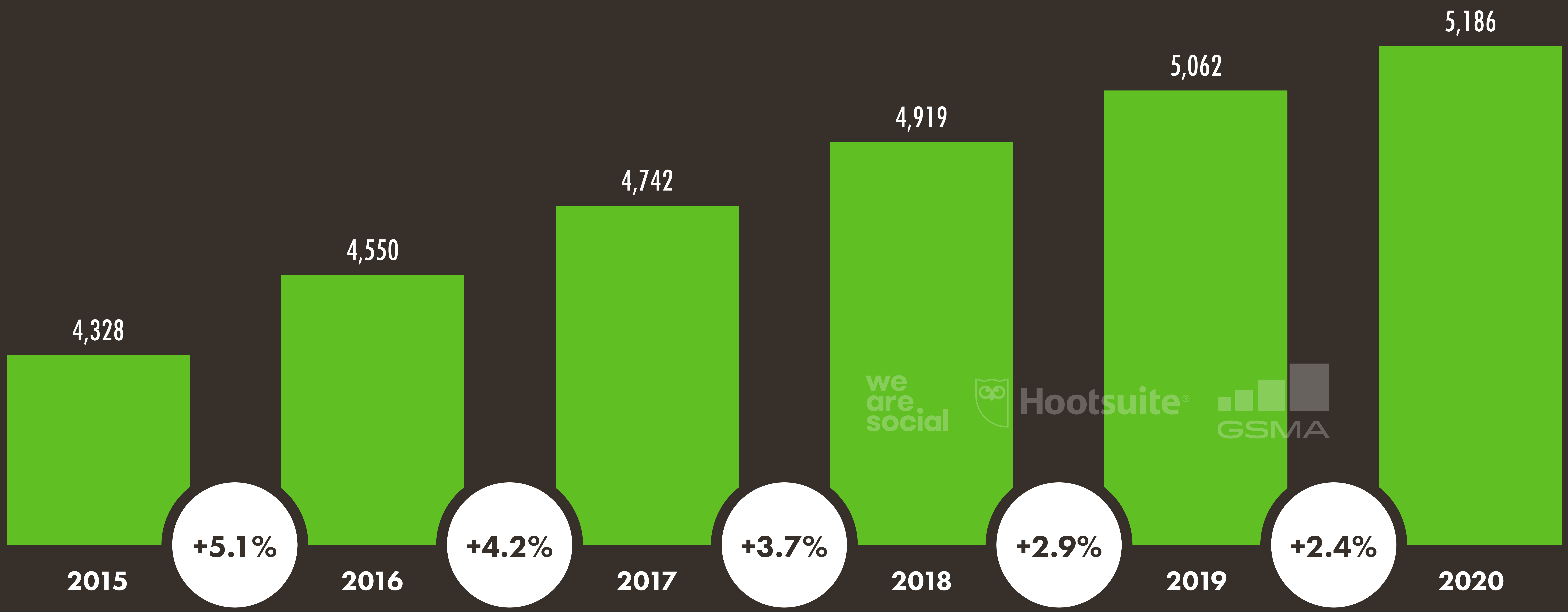
SHARE OF CONNECTIONS ASSOCIATED WITH SMARTPHONES	SHARE OF CONNECTIONS ASSOCIATED WITH FEATURE PHONES	SHARE OF CONNECTIONS ASSOCIATED WITH ROUTERS, TABLETS, AND MOBILE PCS
73.0%	23.5%	3.6%

SOURCE: ERICSSON MOBILITY VISUALIZER (ACCESSED JANUARY 2020). FIGURES ARE REPORTED VALUES FOR 2020. TOTAL DO NOT SUM TO 100 DUE TO ROUNDING.

JAN 2020

UNIQUE MOBILE USERS OVER TIME

NUMBER OF UNIQUE MOBILE SUBSCRIBERS* (IN MILLIONS) AT THE START OF EACH YEAR, WITH RESPECTIVE YEAR-ON-YEAR CHANGE

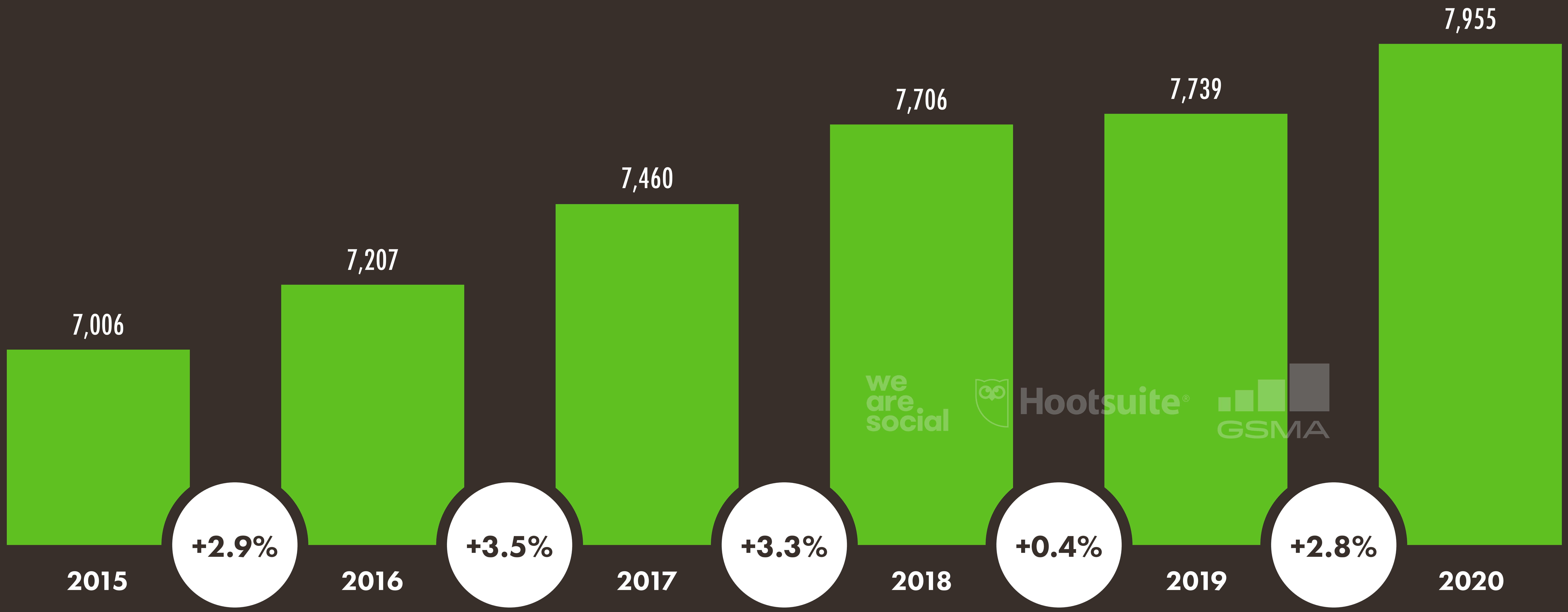


SOURCE: GSMA INTELLIGENCE (JANUARY 2020), BASED ON DATA FOR Q4 OF EACH PRECEDING YEAR. ***NOTES:** BASED ON MOBILE USERS WITH ANY FORM OF CELLULAR SUBSCRIPTION.
◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

JAN 2020

TOTAL MOBILE CONNECTIONS OVER TIME

NUMBER OF MOBILE CONNECTIONS* (IN MILLIONS) AT THE START OF EACH YEAR, WITH RESPECTIVE YEAR-ON-YEAR CHANGE

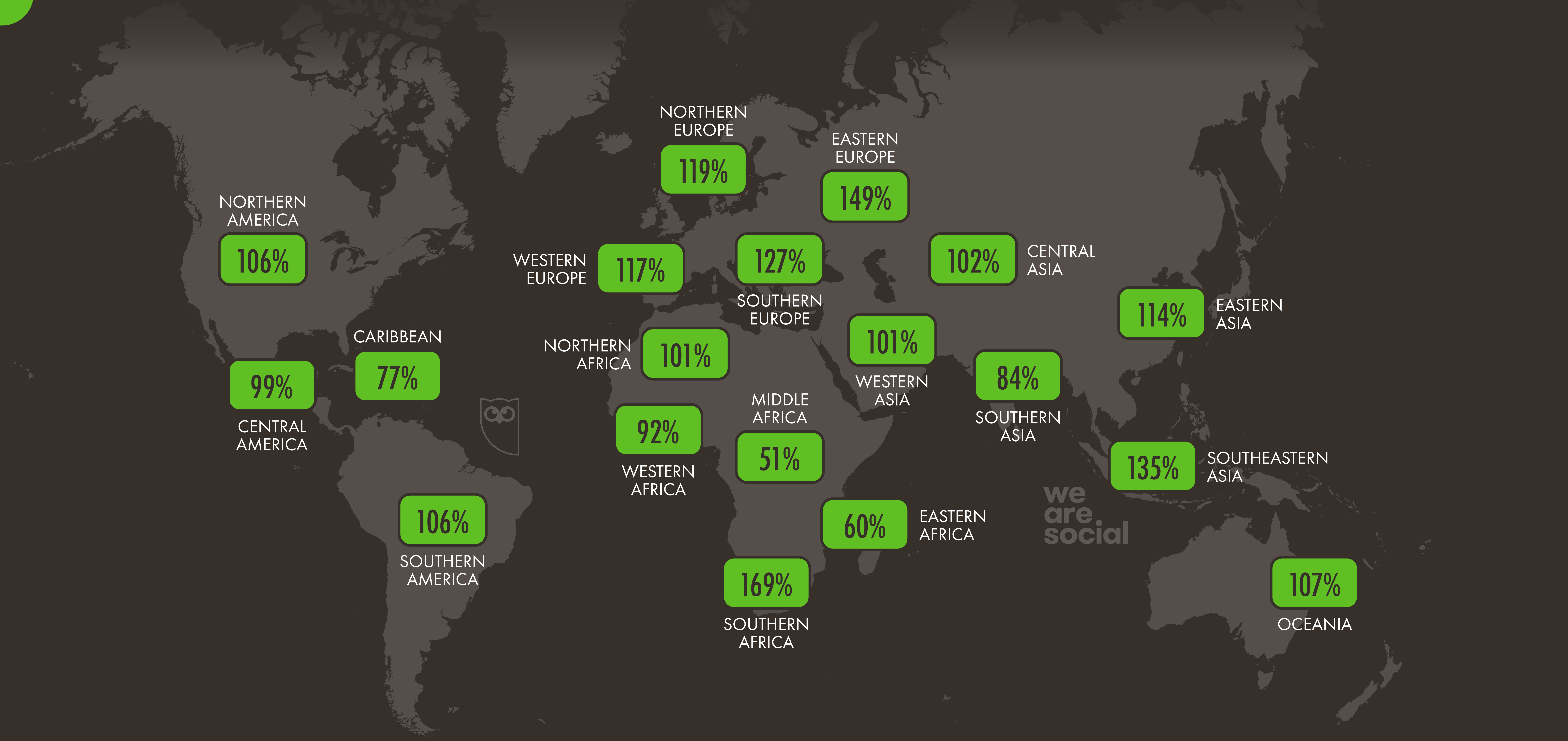


SOURCE: GSMA INTELLIGENCE (JANUARY 2020), BASED ON DATA FOR Q4 OF EACH PRECEDING YEAR. ***NOTES:** CONNECTION FIGURES DO NOT INCLUDE IOT CELLULAR CONNECTIONS.
◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

JAN 2020

MOBILE CONNECTIVITY BY REGION

NUMBER OF MOBILE CONNECTIONS* IN EACH REGION COMPARED TO TOTAL POPULATION (REGARDLESS OF AGE)

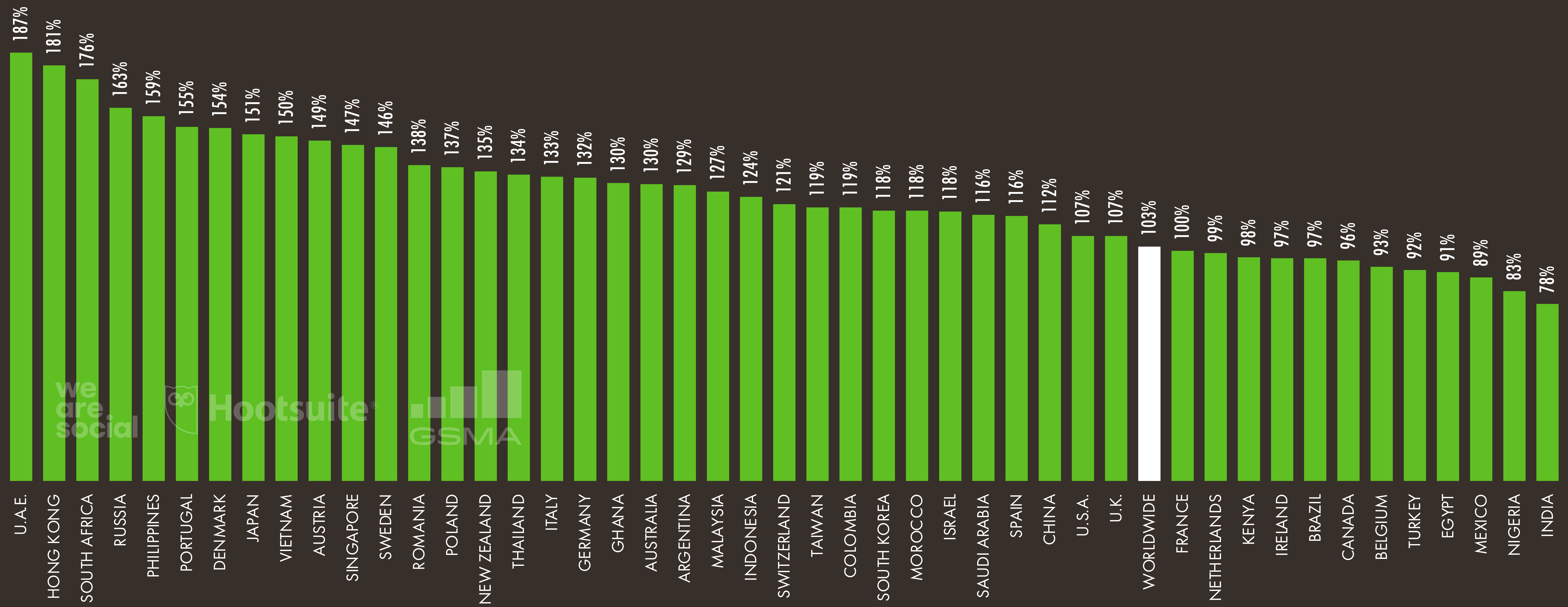


SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019). ***NOTES:** CONNECTION FIGURES DO NOT INCLUDE IOT CELLULAR CONNECTIONS. PERCENTAGES MAY EXCEED 100% DUE TO INDIVIDUAL USE OF MULTIPLE CONNECTIONS. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

JAN 2020

MOBILE CONNECTIONS vs. TOTAL POPULATION

MOBILE CONNECTIONS* BY COUNTRY OR TERRITORY, COMPARED TO TOTAL POPULATION (REGARDLESS OF AGE)



SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019). ***NOTES:** PERCENTAGES MAY EXCEED 100% DUE TO INDIVIDUAL USE OF MULTIPLE CONNECTIONS. CONNECTIONS FIGURES DO NOT INCLUDE IOT CELLULAR CONNECTIONS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

JAN 2020

MOBILE CONNECTIVITY RANKINGS

NUMBER OF MOBILE CONNECTIONS* COMPARED TO TOTAL POPULATION (REGARDLESS OF AGE)

HIGHEST LEVELS OF MOBILE CONNECTIVITY

#	HIGHEST CONNECTIVITY	%	CONNECTIONS
01	MACAU	295%	1,901,733
02	U.S. VIRGIN IS.	198%	207,104
03	ANTIGUA & BARBUDA	195%	190,058
04	MONTENEGRO	191%	1,197,600
05	U.A.E.	187%	18,382,033
06	HONG KONG	181%	13,548,698
07	FINLAND	179%	9,911,448
08	COSTA RICA	178%	9,048,028
09	SEYCHELLES	176%	172,878
10	SOUTH AFRICA	176%	103,484,614

LOWEST LEVELS OF MOBILE CONNECTIVITY

#	LOWEST CONNECTIVITY	%	CONNECTIONS
212	MARSHALL IS.	11%	6,655
211	NORTH KOREA	18%	4,522,381
210	SOUTH SUDAN	20%	2,199,885
209	ERITREA	20%	710,981
208	FED. STATES OF MICRONESIA	22%	24,780
207	PAPUA NEW GUINEA	32%	2,869,869
206	MADAGASCAR	33%	9,118,957
205	CHAD	37%	5,937,520
204	DEM. REP. OF THE CONGO	40%	35,129,427
203	ETHIOPIA	41%	46,745,015

SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019); KEPIOS ANALYSIS. **NOTE:** DATA DO NOT INCLUDE IOT CONNECTIONS. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. PERCENTAGES MAY EXCEED 100% DUE TO INDIVIDUAL USE OF MULTIPLE CONNECTIONS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2020

CONNECTIVITY GROWTH RANKING: RELATIVE CHANGE

COUNTRIES AND TERRITORIES* WITH THE HIGHEST YEAR-ON-YEAR PERCENTAGE CHANGE IN MOBILE CONNECTIVITY

GREATEST PERCENTAGE CHANGE IN MOBILE CONNECTIVITY

#	COUNTRY / TERRITORY	▲%	▲ CONNECTIONS
01	LIBERIA	+32%	+995,144
02	PHILIPPINES	+28%	+38,365,709
03	CUBA	+26%	+1,199,358
04	CAMEROON	+19%	+3,729,196
05	ETHIOPIA	+18%	+7,205,015
06	MYANMAR	+18%	+10,169,609
07	MALI	+17%	+3,185,930
08	SOUTH SUDAN	+16%	+310,885
09	MALAWI	+12%	+942,398
10	NIGER	+12%	+1,204,075

GREATEST PERCENTAGE CHANGE IN MOBILE CONNECTIVITY (CONTINUED)

#	COUNTRY / TERRITORY	▲%	▲ CONNECTIONS
11	CENTRAL AFRICAN REP.	+11%	+226,083
12	CHAD	+10%	+557,425
13	BURUNDI	+9.9%	+623,277
14	KIRIBATI	+9.6%	+5,362
15	GUINEA	+9.5%	+1,144,667
16	MADAGASCAR	+9.4%	+782,831
17	MAYOTTE	+9.0%	+26,074
18	KENYA	+8.7%	+4,180,366
19	SOMALIA	+8.7%	+604,212
20	GABON	+8.7%	+261,016

SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019); KEPIOS ANALYSIS. ***NOTES:** DATA DO NOT INCLUDE IOT CONNECTIONS. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

CONNECTIVITY GROWTH RANKING: ABSOLUTE CHANGE

COUNTRIES AND TERRITORIES* WITH THE LARGEST YEAR-ON-YEAR CHANGE IN THE ABSOLUTE NUMBER OF MOBILE CONNECTIONS

GREATEST ABSOLUTE CHANGE IN MOBILE CONNECTIVITY

#	COUNTRY / TERRITORY	▲ CONNECTIONS	▲ %
01	CHINA	+66,815,202	+4.3%
02	PHILIPPINES	+38,365,709	+28%
03	INDONESIA	+14,762,173	+4.6%
04	NIGERIA	+12,062,396	+7.7%
05	MYANMAR	+10,169,609	+18%
06	PAKISTAN	+9,622,898	+6.2%
07	ETHIOPIA	+7,205,015	+18%
08	BANGLADESH	+6,992,473	+4.5%
09	U.S.A.	+6,345,550	+1.8%
10	JAPAN	+6,056,462	+3.3%

GREATEST ABSOLUTE CHANGE IN MOBILE CONNECTIVITY (CONTINUED)

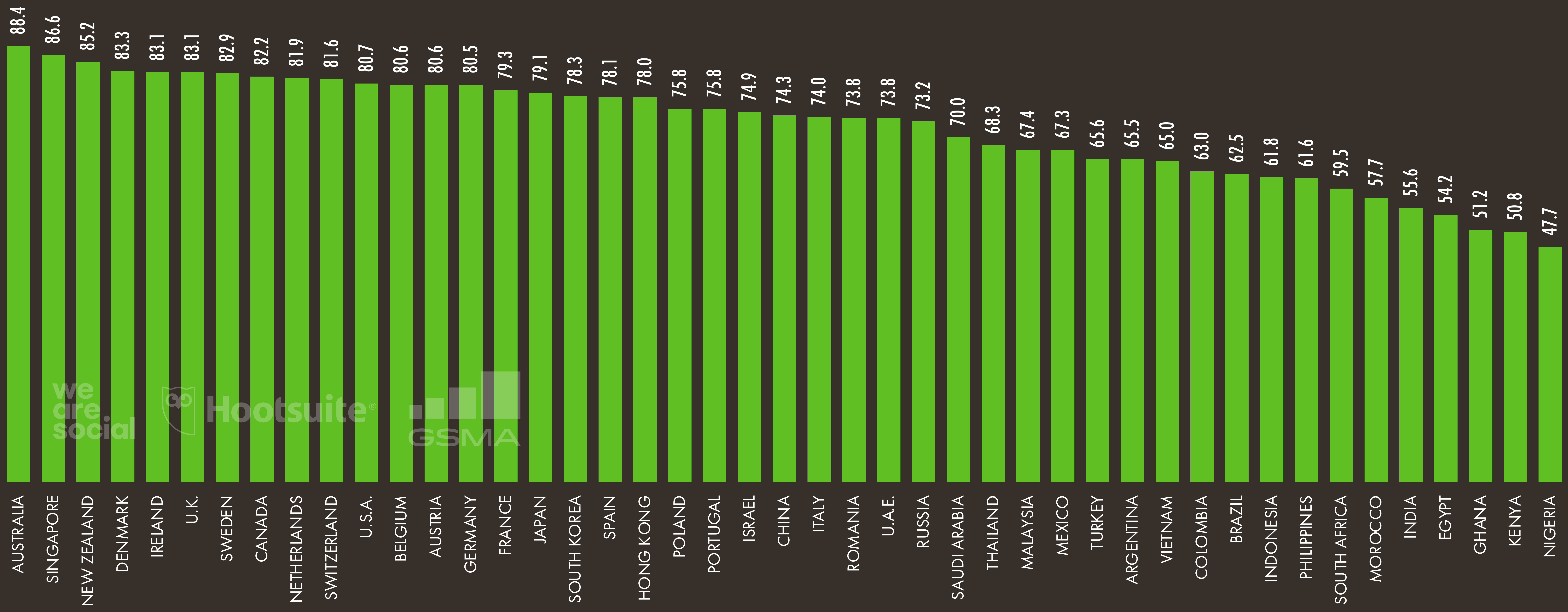
#	COUNTRY / TERRITORY	▲ CONNECTIONS	▲ %
11	KENYA	+4,180,366	+8.7%
12	CAMEROON	+3,729,196	+19%
13	MALI	+3,185,930	+17%
14	SOUTH AFRICA	+3,082,701	+3.1%
15	NEPAL	+3,016,466	+7.6%
16	IRAN	+2,994,040	+2.4%
17	VIETNAM	+2,724,108	+1.9%
18	TURKEY	+2,551,158	+3.4%
19	SUDAN	+2,267,502	+7.4%
20	SRI LANKA	+2,206,420	+7.5%

SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019); KEPIOS ANALYSIS. *NOTES: DATA DO NOT INCLUDE IOT CONNECTIONS. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ COMPARABILITY ADVISORY: BASE CHANGES.

JAN 2020

GSMA INTELLIGENCE'S MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF MOBILE CONNECTIVITY DRIVERS AND ENABLERS BY COUNTRY OR TERRITORY



SOURCE: GSMA INTELLIGENCE MOBILE CONNECTIVITY INDEX (ACCESSED JANUARY 2020). THE MOBILE CONNECTIVITY INDEX MEASURES THE PERFORMANCE OF 165 COUNTRIES AGAINST KEY ENABLERS OF MOBILE INTERNET ADOPTION. COUNTRIES ARE SCORED WITHIN A RANGE OF 0 TO 100 ACROSS A NUMBER OF INDICATORS, WITH A HIGHER SCORE REPRESENTING STRONGER PERFORMANCE IN DELIVERING MOBILE INTERNET CONNECTIVITY. FOR MORE INFORMATION, VISIT WWW.MOBILECONNECTIVITYINDEX.COM

JAN 2020

MOBILE CONNECTIONS BY TYPE

OVERVIEW OF MOBILE CONNECTIONS WITH SHARE BY PAYMENT TYPE AND CONNECTION BANDWIDTH

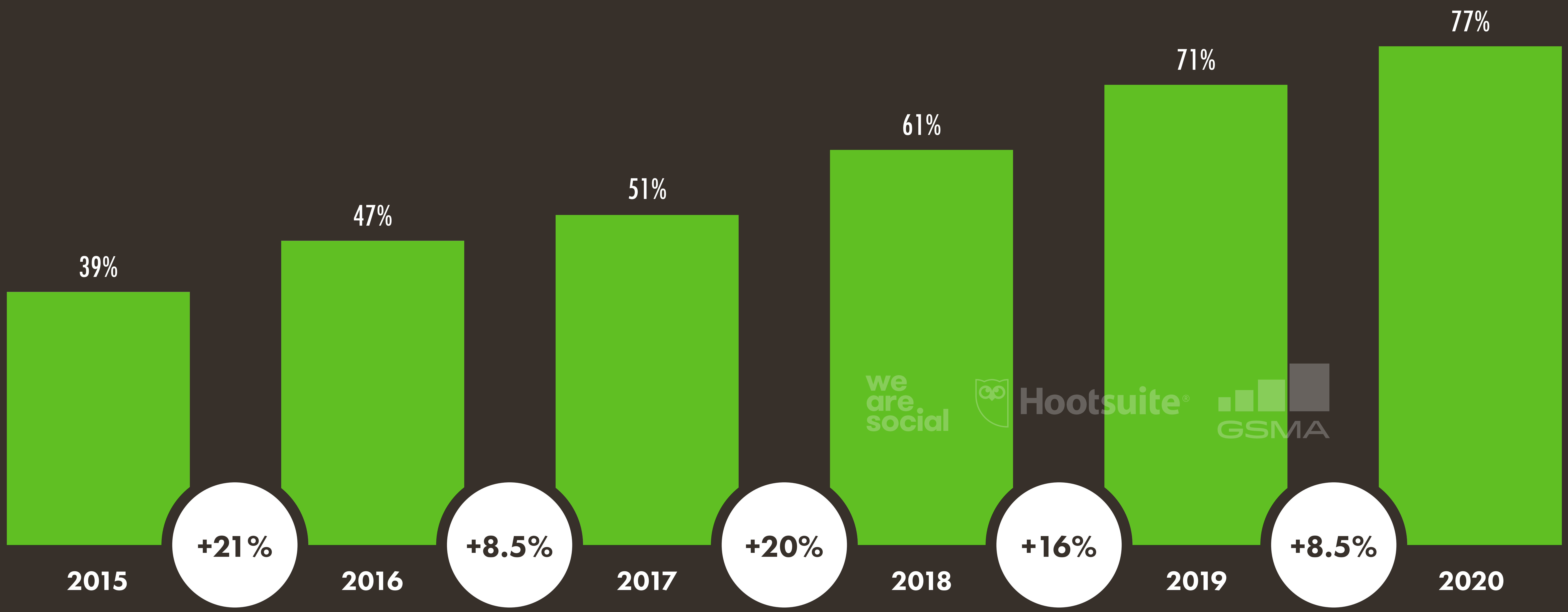
NUMBER OF MOBILE CONNECTIONS (EXCLUDING IOT)	MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAID	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE BROADBAND (3G – 5G)
7.95 BILLION	103%	73%	27%	77%

SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019). **NOTE:** PERCENTAGES vs. POPULATION MAY EXCEED 100% DUE TO INDIVIDUAL USE OF MULTIPLE CONNECTIONS. TOTAL GLOBAL CONNECTIONS FIGURE QUOTED HERE DOES NOT INCLUDE IOT CELLULAR CONNECTIONS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

JAN 2020

MOBILE BROADBAND CONNECTIVITY OVER TIME

3G, 4G, AND 5G CONNECTIONS AS A SHARE OF TOTAL MOBILE CONNECTIONS AT THE START OF EACH YEAR, WITH YEAR-ON-YEAR RELATIVE CHANGE

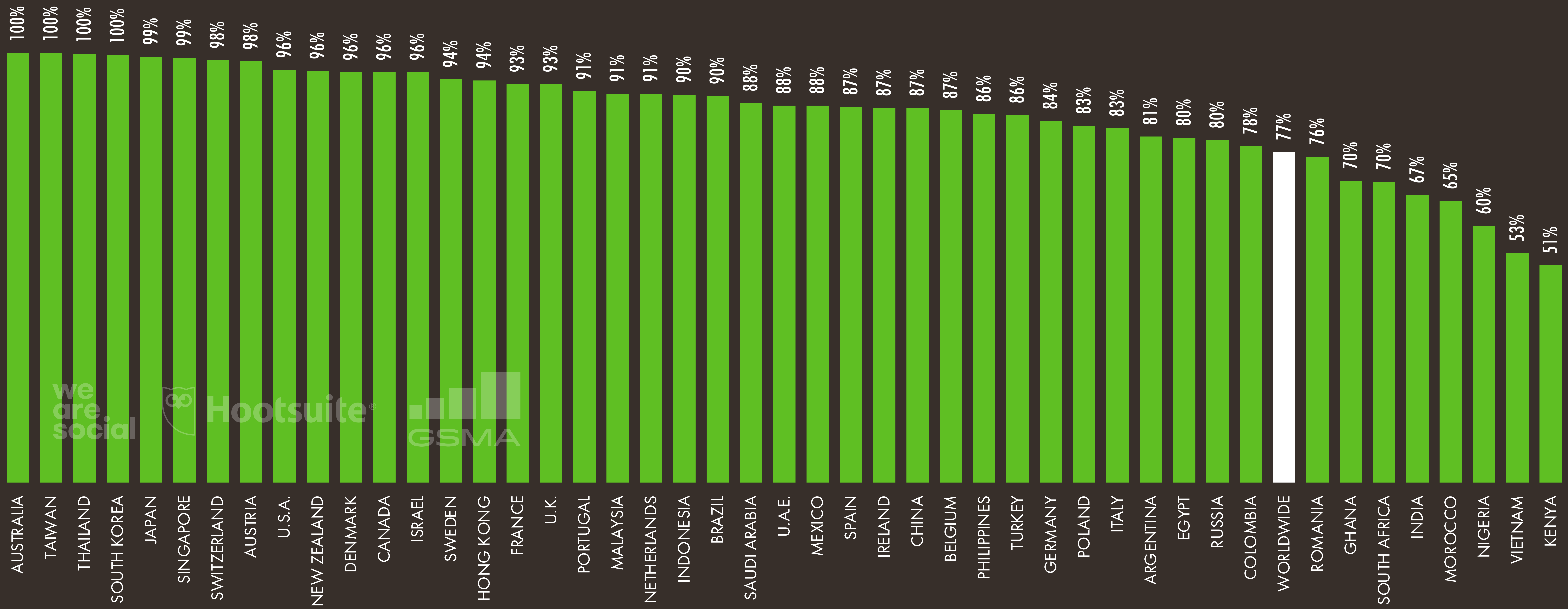


SOURCE: GSMA INTELLIGENCE (JANUARY 2020), BASED ON DATA FOR Q4 OF EACH PRECEDING YEAR. ***NOTES:** CONNECTION FIGURES DO NOT INCLUDE IOT CELLULAR CONNECTIONS.
◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

JAN 2020

BROADBAND CONNECTIONS vs. TOTAL CONNECTIONS

3G, 4G, AND 5G MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL MOBILE CONNECTIONS*



SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019). ***NOTES:** CONNECTIONS FIGURES DO NOT INCLUDE IOT CELLULAR CONNECTIONS.
◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

JAN 2020

MOBILE BROADBAND: CONNECTION SHARE RANKING

COUNTRIES AND TERRITORIES* WITH THE HIGHEST AND LOWEST SHARES OF MOBILE BROADBAND CONNECTIONS vs. TOTAL MOBILE CONNECTIONS*

HIGHEST RATES OF BROADBAND SHARE vs. ALL CONNECTIONS

#	COUNTRY / TERRITORY	SHARE	CONNECTIONS
01=	AUSTRALIA	100%	32,894,754
01=	NORTH KOREA	100%	4,522,381
01=	MACAU	100%	1,901,733
01=	TAIWAN	100%	28,428,492
05	THAILAND	100%	93,198,452
06	SOUTH KOREA	100%	60,359,753
07	JAPAN	99%	189,902,405
08	SINGAPORE	99%	8,470,602
09	SWITZERLAND	98%	10,276,958
10	AUSTRIA	98%	13,101,211

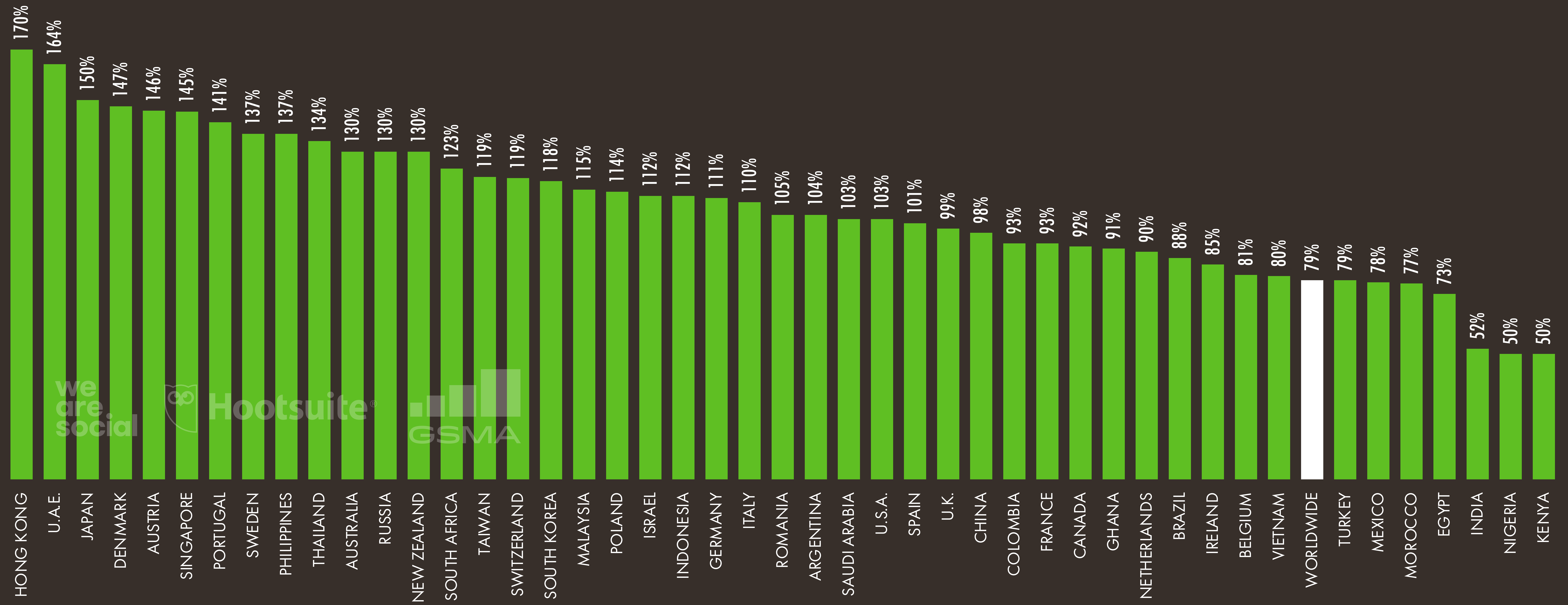
LOWEST RATES OF BROADBAND SHARE vs. ALL CONNECTIONS

#	COUNTRY / TERRITORY	SHARE	CONNECTIONS
211	COMOROS	4.9%	22,022
210	EQUATORIAL GUINEA	6.8%	49,520
209	MARSHALL IS.	7.2%	480
208	CUBA	12%	677,066
207	GREENLAND	12%	7,062
206	PALESTINE	15%	628,011
205	YEMEN	17%	3,059,647
204	GRENADA	21%	26,964
203	FED. STATES OF MICRONESIA	23%	5,606
202	NIGER	24%	2,702,266

SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019); KEPIOS ANALYSIS. ***NOTES:** DATA DO NOT INCLUDE IOT CONNECTIONS. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

BROADBAND CONNECTIONS vs. POPULATION

3G, 4G, AND 5G MOBILE CONNECTIONS* AS A PERCENTAGE OF TOTAL POPULATION (REGARDLESS OF AGE)



SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019). ***NOTES:** CONNECTIONS FIGURES DO NOT INCLUDE IOT CELLULAR CONNECTIONS.
◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

JAN 2020

MOBILE BROADBAND CONNECTIVITY RANKINGS

COUNTRIES AND TERRITORIES* WITH THE HIGHEST AND LOWEST RATES OF MOBILE BROADBAND CONNECTIVITY vs. TOTAL POPULATION

HIGHEST RATES OF BROADBAND CONNECTIVITY vs. POPULATION

#	COUNTRY / TERRITORY	% POP.	CONNECTIONS
01	MACAU	295%	1,901,733
02	HONG KONG	170%	12,700,075
03	FINLAND	168%	9,281,084
04	KUWAIT	166%	7,050,777
05	U.A.E.	164%	16,148,853
06	JAPAN	150%	189,902,405
07	DENMARK	147%	8,521,111
08	AUSTRIA	146%	13,101,211
09	SINGAPORE	145%	8,470,602
10	PORTUGAL	141%	14,419,497

LOWEST RATES OF BROADBAND CONNECTIVITY vs. POPULATION

#	COUNTRY / TERRITORY	% POP.	CONNECTIONS
211	MARSHALL IS.	0.8%	480
210	COMOROS	2.6%	22,022
209	EQUATORIAL GUINEA	3.6%	49,520
208	FED. STATES OF MICRONESIA	4.9%	5,606
207	CUBA	6.0%	677,066
206	SOUTH SUDAN	8.5%	945,790
205	CHAD	9.4%	1,516,100
204	YEMEN	10%	3,059,647
203	NIGER	11%	2,702,266
202	CENTRAL AFRICAN REP.	12%	593,548

SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019); KEPIOS ANALYSIS. ***NOTES:** DATA DO NOT INCLUDE IOT CONNECTIONS. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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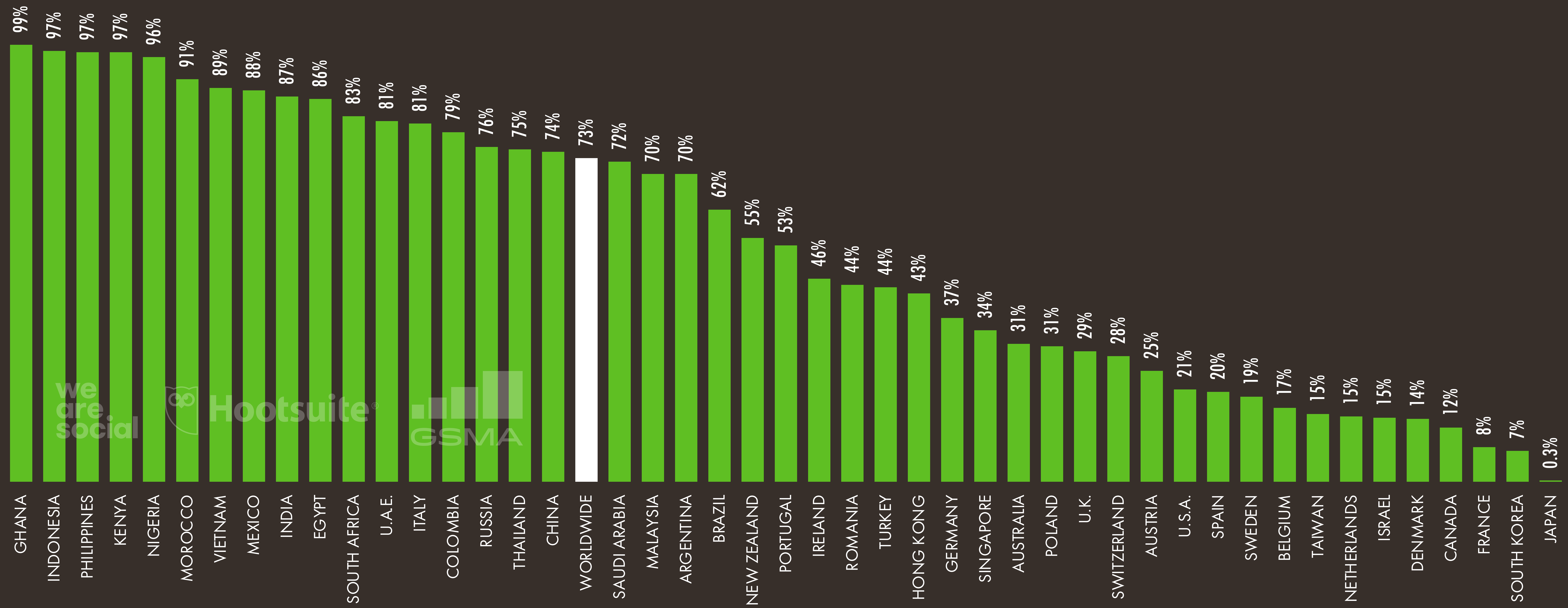
PRE-PAID CONNECTIONS vs. ALL CONNECTIONS

MOBILE CONNECTIONS THAT ARE PAID IN ADVANCE ("PAY-AS-YOU-GO") AS A PERCENTAGE OF TOTAL MOBILE CONNECTIONS*



SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019). ***NOTES:** CONNECTIONS FIGURES DO NOT INCLUDE IOT CELLULAR CONNECTIONS.
◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

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MOBILE CONNECTIONS: PRE-PAID vs. POST-PAID

COUNTRIES AND TERRITORIES* WITH THE HIGHEST RATES OF MOBILE CONNECTION PRE-PAYMENT AND POST-PAYMENT

HIGHEST RATES OF PRE-PAID MOBILE CONNECTIONS

#	COUNTRY / TERRITORY	%	CONNECTIONS
01=	DJIBOUTI	100%	413,750
01=	NORTH KOREA	100%	4,522,381
01=	MARSHALL IS.	100%	6,655
01=	FED. STATES OF MICRONESIA	100%	24,780
05	CHAD	100%	5,931,689
06	BURKINA FASO	100%	19,931,972
07	GUINEA	99%	13,101,834
08	CÔTE D'IVOIRE	99%	33,939,987
09	BURUNDI	99%	6,900,564
10	GUINEA-BISSAU	99%	1,521,249

HIGHEST RATES OF POST-PAID MOBILE CONNECTIONS

#	COUNTRY / TERRITORY	%	CONNECTIONS
01	JAPAN	100%	191,166,713
02	SOUTH KOREA	93%	56,324,981
03	FINLAND	92%	9,145,305
04	FRANCE	92%	60,409,023
05	JERSEY	88%	102,511
06	CANADA	88%	31,744,424
07	DENMARK	86%	7,637,794
08	ISRAEL	85%	8,630,790
09	BULGARIA	85%	8,082,764
10	NETHERLANDS	85%	14,489,292

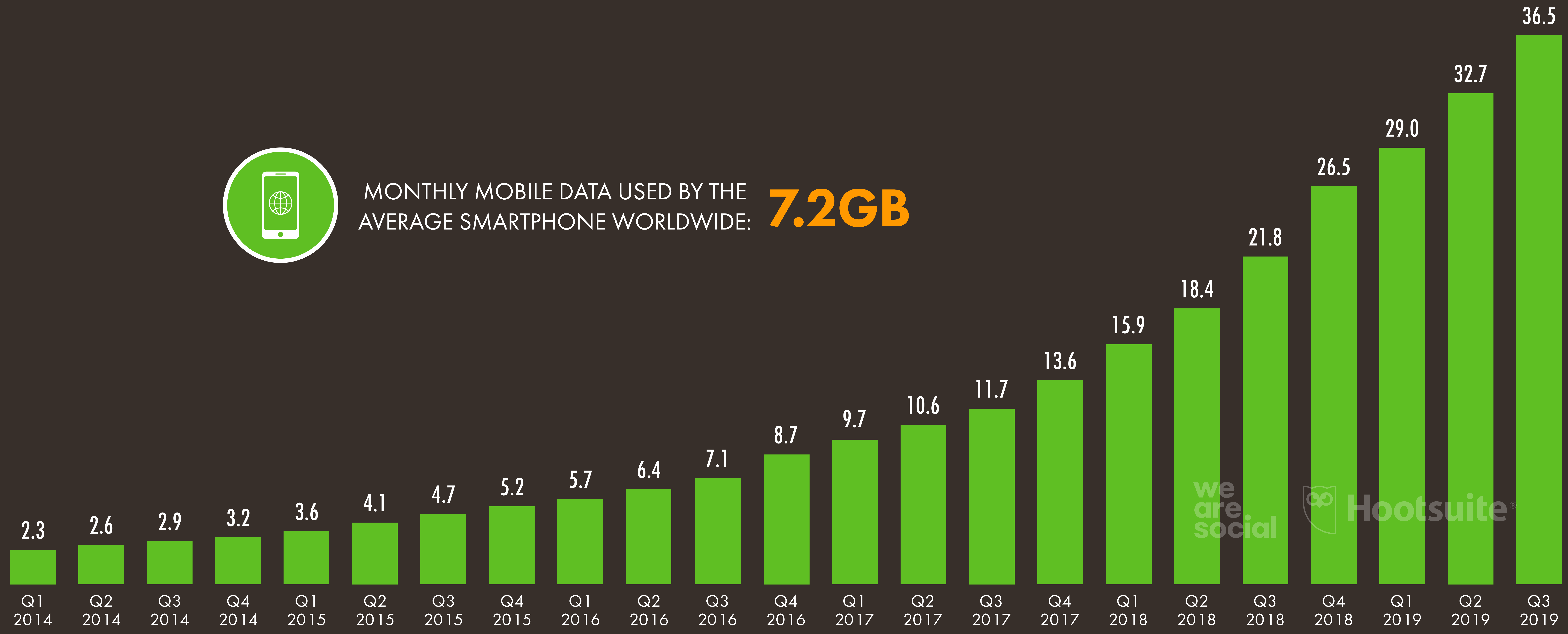
SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019); KEPIOS ANALYSIS. *NOTES: DATA DO NOT INCLUDE IOT CONNECTIONS. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ COMPARABILITY ADVISORY: BASE CHANGES.

JAN 2020

EVOLUTION OF GLOBAL MOBILE DATA CONSUMPTION

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

MONTHLY MOBILE DATA USED BY THE AVERAGE SMARTPHONE WORLDWIDE: **7.2GB**



SOURCE: ERICSSON MOBILE VISUALIZER (ACCESSED JANUARY 2020).

MONTHLY MOBILE DATA USE PER SMARTPHONE

AVERAGE MONTHLY MOBILE DATA TRAFFIC PER SMARTPHONE CONNECTION, BY REGION

NORTH AMERICA	WESTERN, CENTRAL & EASTERN EUROPE	ASIA-PACIFIC	LATIN AMERICA	MIDDLE EAST & AFRICA
7.8 GIGABYTES	5.9 GIGABYTES	7.3 GIGABYTES	3.6 GIGABYTES	3.2 GIGABYTES

SOURCE: ERICSSON MOBILITY VISUALIZER (ACCESSED JANUARY 2020); KEPIOS ANALYSIS. BASED ON PUBLISHED FIGURES FOR 2019 FOR MOBILE DATA TRAFFIC AND SMARTPHONE CONNECTIONS BY REGION.

MOBILE TIME BY ACTIVITY

TOTAL TIME THAT MOBILE USERS SPEND USING MOBILE DEVICES EACH DAY, WITH COMPARISON OF TIME SPENT USING APPS AND WEB BROWSERS

AVERAGE TIME SPENT USING MOBILE DEVICES EACH DAY	YEAR-ON-YEAR INCREASE IN DAILY TIME SPENT USING MOBILE DEVICES	PERCENTAGE OF MOBILE TIME SPENT USING MOBILE APPLICATIONS*	PERCENTAGE OF MOBILE TIME SPENT USING A WEB BROWSER*
3H 40M	+10%	91%	9%

SOURCE: APP ANNIE (JANUARY 2020). *NOTE: PERCENTAGE SHARE FIGURES ONLY FACTOR TIME SPENT USING MOBILE APPS AND WEB BROWSERS.

JAN 2020

USE OF MOBILE APPS BY CATEGORY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING EACH TYPE OF MOBILE APP EACH MONTH

CATEGORY	PERCENTAGE
CHAT APPS (MESSENGERS)	89%
SOCIAL NETWORKING APPS	89%
ENTERTAINMENT OR VIDEO APPS	65%
GAMES (ANY TYPE)	47%
SHOPPING APPS	66%
MUSIC APPS	52%
MAP APPS	65%
BANKING APPS	35%
DATING APPS	11%
HEALTH AND FITNESS APPS	26%

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

SHARE OF TIME SPENT IN MOBILE APPS BY CATEGORY

AVERAGE TIME SPENT USING MOBILE DEVICES EACH DAY WORLDWIDE, WITH SHARE OF TIME SPENT IN TOP MOBILE APP CATEGORIES

AVERAGE TIME SPENT USING MOBILE DEVICES EACH DAY	SHARE OF MOBILE TIME SPENT IN SOCIAL & COMMUNICATIONS APPS	SHARE OF MOBILE TIME SPENT IN VIDEO & ENTERTAINMENT APPS	SHARE OF MOBILE TIME SPENT PLAYING GAMES (ANY GAME KIND)	SHARE OF MOBILE TIME SPENT USING OTHER KINDS OF APPS
3H 40M	50%	21%	9%	19%

SOURCE: APP ANNIE, "STATE OF MOBILE 2020" (JANUARY 2020). **NOTE:** FIGURES ARE BASED ON USE OF ANDROID DEVICES ONLY. PERCENTAGES DO NOT SUM TO 100% DUE TO ROUNDING.

JAN 2020

SHARE OF GLOBAL MOBILE DATA BY CATEGORY

SHARE OF TOTAL GLOBAL MOBILE DATA VOLUME BY CATEGORY OF APPLICATION

CURRENT GLOBAL MONTHLY MOBILE DATA VOLUME*

36.5
BILLION GIGABYTES

SHARE OF MOBILE DATA: VIDEO APPS

63.4%

SHARE OF MOBILE DATA: SOCIAL NETWORKING

10.4%

SHARE OF MOBILE DATA: SOFTWARE UPDATES

4.2%

SHARE OF MOBILE DATA: WEB BROWSING

3.9%

SHARE OF MOBILE DATA: AUDIO APPS

1.8%

SHARE OF MOBILE DATA: FILE SHARING

1.0%

SHARE OF MOBILE DATA: OTHER KINDS OF APP

15.3%

SOURCE: ERICSSON MOBILITY VISUALIZER (ACCESSED JANUARY 2020). ***NOTES:** FIGURE FOR GLOBAL MONTHLY MOBILE DATA TRAFFIC USES DATA FOR Q3 2019. PERCENTAGE SHARE FIGURES BASED ON THE REPORTED APPLICATION TRAFFIC SHARE VALUES FOR 2019.

JAN 2020

MOBILE APPS: GLOBAL TRENDS

GLOBAL APP DOWNLOADS, AND THE VALUE OF THE GLOBAL MOBILE APP MARKET IN U.S. DOLLARS, INCLUDING ANNUAL TRENDS

WORLDWIDE NUMBER OF MOBILE APP DOWNLOADS IN 2019 (ALL PLATFORMS)	ANNUAL GROWTH IN THE NUMBER OF MOBILE APP DOWNLOADS	TOTAL VALUE OF GLOBAL CONSUMER SPEND ON MOBILE APPS IN 2019	ANNUAL GROWTH IN THE VALUE OF CONSUMER SPEND ON MOBILE APPS	AVERAGE CONSUMER SPEND ON APPS PER SMARTPHONE* IN 2019
204 BILLION	+6%	$120 BILLION	+20%	$21.62

SOURCE: APP ANNIE, "STATE OF MOBILE 2020" (JANUARY 2020); ERICSSON MOBILITY VISUALIZER (ACCESSED JANUARY 2020); KEPIOS ANALYSIS.
*NOTE: CALCULATIONS FOR AVERAGE CONSUMER SPEND PER SMARTPHONE USE DATA FROM MULTIPLE SOURCES.

JAN 2020

MOBILE APPS: GLOBAL CATEGORY RANKINGS

RANKINGS OF MOBILE APP CATEGORIES BY TOTAL GLOBAL DOWNLOADS AND ANNUAL GLOBAL CONSUMER SPEND

GOOGLE PLAY: 2019 DOWNLOADS

#	APP CATEGORY
01	GAMES
02	TOOLS
03	ENTERTAINMENT
04	COMMUNICATION
05	SOCIAL
06	PHOTOGRAPHY
07	VIDEO PLAYERS & EDITORS
08	MUSIC & AUDIO
09	SHOPPING
10	FINANCE

GOOGLE PLAY: 2019 SPEND

#	APP CATEGORY
01	GAMES
02	SOCIAL
03	ENTERTAINMENT
04	LIFESTYLE
05	PRODUCTIVITY
06	MUSIC & AUDIO
07	COMMUNICATION
08	ANDROID WEAR
09	HEALTH & FITNESS
10	DATING

IOS: 2019 DOWNLOADS

#	APP CATEGORY
01	GAMES
02	PHOTO AND VIDEO
03	ENTERTAINMENT
04	UTILITIES
05	SHOPPING
06	SOCIAL NETWORKING
07	FINANCE
08	LIFESTYLE
09	PRODUCTIVITY
10	EDUCATION

IOS: 2019 SPEND

#	APP CATEGORY
01	GAMES
02	ENTERTAINMENT
03	SOCIAL NETWORKING
04	PHOTO AND VIDEO
05	MUSIC
06	LIFESTYLE
07	HEALTH AND FITNESS
08	BOOKS
09	EDUCATION
10	PRODUCTIVITY

SOURCE: APP ANNIE (JANUARY 2020).

JAN 2020

GLOBAL MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY AVERAGE MONTHLY ACTIVE USERS THROUGHOUT 2019

RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	APP DEVELOPER
01	WHATSAPP MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	WECHAT	TENCENT
05	INSTAGRAM	FACEBOOK
06	TIKTOK	BYTEDANCE
07	ALIPAY	ANT FINANCIAL SERVICES GRP.
08	QQ	TENCENT
09	TAOBAO	ALIBABA GROUP
10	BAIDU	BAIDU

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME	GAME DEVELOPER
01	PUBG MOBILE	TENCENT
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	HONOUR OF KINGS	TENCENT
04	ANIPOP	HAPPY ELEMENTS
05	GAME FOR PEACE	TENCENT
06	CLASH OF CLANS	SUPERCELL
07	POKÉMON GO	NIANTIC
08	SUBWAY SURFERS	KILOO
09	CLASH ROYALE	SUPERCELL
10	FREE FIRE	SEA

SOURCE: APP ANNIE (JANUARY 2020). COMBINED DATA FOR ANDROID AND IOS DEVICES.

JAN 2020

GLOBAL MOBILE APP RANKINGS: DOWNLOADS

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY TOTAL NUMBER OF DOWNLOADS IN 2019

RANKING OF MOBILE APPS BY TOTAL NUMBER OF DOWNLOADS

#	APP NAME	APP DEVELOPER
01	FACEBOOK MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	WHATSAPP MESSENGER	FACEBOOK
04	TIKTOK	BYTEDANCE
05	INSTAGRAM	FACEBOOK
06	SHAREIT	SHAREIT
07	LIKEE	YY INC
08	SNAPCHAT	SNAP
09	NETFLIX	NETFLIX
10	SPOTIFY	SPOTIFY

RANKING OF MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS

#	GAME NAME	GAME DEVELOPER
01	FREE FIRE	SEA
02	PUBG MOBILE	TENCENT
03	SUBWAY SURFERS	KILOO
04	COLOR BUMP 3D	GOOD JOB GAMES
05	FUN RACE 3D	GOOD JOB GAMES
06	MY TALKING TOM 2	OUTFIT7
07	RUN RACE 3D	GOOD JOB GAMES
08	HOMESCAPES	PLAYRIX
09	CALL OF DUTY: MOBILE	ACTIVISION BLIZZARD
10	STACK BALL	AZUR INTERACTIVE GAMES

SOURCE: APP ANNIE (JANUARY 2020). COMBINED DATA FOR ANDROID AND IOS DEVICES. **NOTE:** DOES NOT INCLUDE DATA FOR DOWNLOADS FROM THIRD-PARTY ANDROID STORES.

JAN 2020

GLOBAL MOBILE APP RANKINGS: CONSUMER SPEND

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY CONSUMER SPEND IN 2019

RANKING OF MOBILE APPS BY CONSUMER SPEND

#	APP NAME	APP DEVELOPER
01	TINDER	INTERACTIVECORP (IAC)
02	NETFLIX	NETFLIX
03	TENCENT VIDEO	TENCENT
04	IQIYI	BAIDU
05	YOUTUBE	GOOGLE
06	PANDORA MUSIC	SIRIUS XM RADIO
07	LINE	LINE
08	LINE MANGA	LINE
09	YOUKU	ALIBABA GROUP
10	GOOGLE ONE	GOOGLE

RANKING OF MOBILE GAMES BY CONSUMER SPEND

#	GAME NAME	GAME DEVELOPER
01	FATE / GRAND ORDER	SONY
02	HONOUR OF KINGS	TENCENT
03	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
04	MONSTER STRIKE	MIXI
05	POKÉMON GO	NIANTIC
06	LINEAGE M	NCSOFT
07	FANTASY WESTWARD JOURNEY	NETEASE
08	CLASH OF CLANS	SUPERCELL
09	PUBG MOBILE	TENCENT
10	DRAGON BALL Z DOKKAN BATTLE	BANDAI NAMCO

SOURCE: APP ANNIE (JANUARY 2020). COMBINED DATA FOR ANDROID AND IOS DEVICES. **NOTE:** DOES NOT INCLUDE DATA FOR CONSUMER SPEND VIA THIRD-PARTY ANDROID STORES.

JAN 2020

SHARE OF WEB TRAFFIC BY MOBILE OS

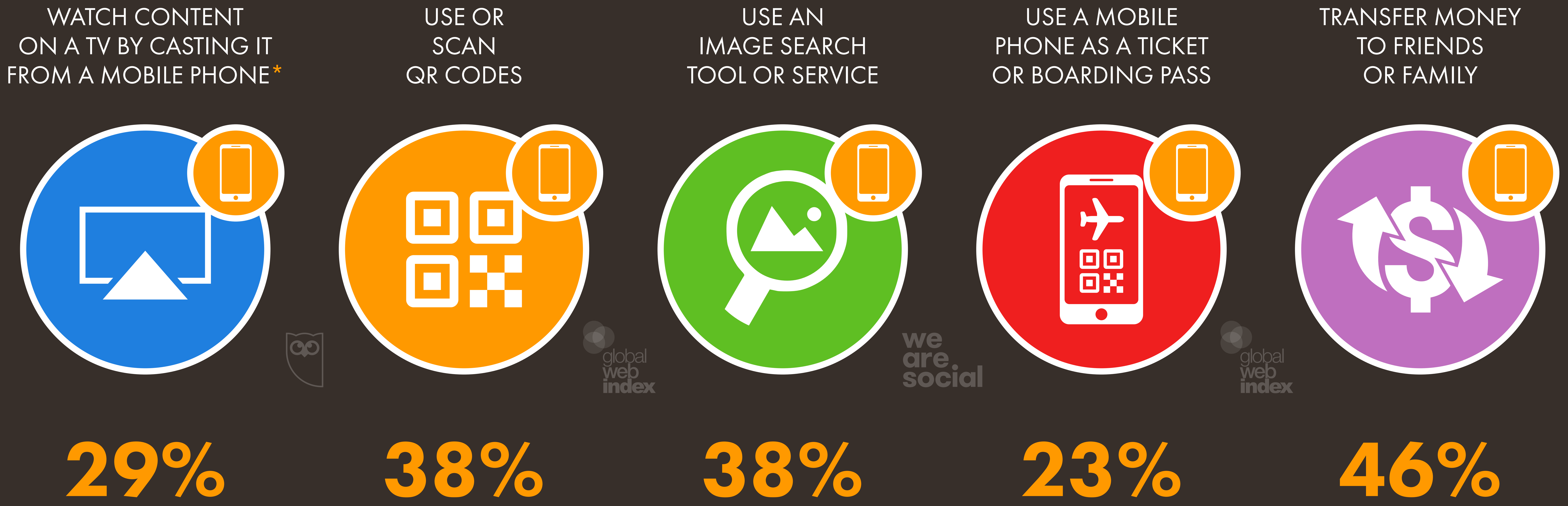
PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING DIFFERENT MOBILE OPERATING SYSTEMS

SHARE OF WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES	SHARE OF WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES	SHARE OF WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES	SHARE OF WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES*	SHARE OF WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
74%	25%	0.4%	0.2%	0.6%
DEC 2019 vs. DEC 2018:	DEC 2019 vs. DEC 2018:	DEC 2019 vs. DEC 2018:	DEC 2019 vs. DEC 2018:	DEC 2019 vs. DEC 2018:
-1.4%	+13%	-69%	-38%	-62%

SOURCE: STATCOUNTER (ACCESSED JANUARY 2020). FIGURES REPRESENT EACH OPERATING SYSTEM'S SHARE OF WEB PAGES SERVED TO WEB BROWSERS ONLY. SHARE FIGURES ARE FOR DECEMBER 2019; ANNUAL CHANGE FIGURES COMPARE MONTHLY SHARE VALUES FOR DECEMBER 2019 TO DECEMBER 2018. ***NOTES:** FIGUERS FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. BADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID.

MOBILE ACTIONS

PERCENT OF INTERNET USERS AGED 16 TO 64 WHO PERFORM EACH ACTION USING THEIR MOBILE PHONE EACH MONTH



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***NOTE:** "CASTING" INCLUDES SCREEN MIRRORING.

JAN 2020

CONNECTED DEVICES AND THE 'INTERNET OF THINGS'

THE TOTAL NUMBER OF CONNECTED DEVICES AROUND THE WORLD BY TYPE, AND EACH TYPE'S SHARE OF TOTAL CONNECTED DEVICES

FIXED PHONES	MOBILE PHONES (ANY TYPE)	PCS, LAPTOPS AND TABLETS	SHORT-RANGE IOT DEVICES*	WIDE-AREA IOT DEVICES*
1.36 BILLION	7.94 BILLION	1.57 BILLION	10.94 BILLION	1.88 BILLION
SHARE OF TOTAL: 6%	SHARE OF TOTAL: 34%	SHARE OF TOTAL: 7%	SHARE OF TOTAL: 46%	SHARE OF TOTAL: 8%

SOURCE: ERICSSON MOBILE VISUALIZER (ACCESSED JANUARY 2020). ***NOTE:** TYPICAL SHORT-RANGE IOT DEVICES HAVE A RANGE OF UP TO 100 METRES, AND ARE POWERED BY TECHNOLOGIES SUCH AS WIFI AND BLUETOOTH. WIDE-AREA IOT DEVICES USE TECHNOLOGIES SUCH AS CELLULAR CONNECTIVITY TO OFFER MUCH WIDER RANGES.
ADVISORY: ERICSSON AND GSMA INTELLIGENCE REPORT DIFFERENT FIGURES FOR THE NUMBER OF CELLULAR CONNECTIONS, SO DATA PUBLISHED BY EACH COMPANY MAY NOT CORRELATE.

WE ARE SOCIAL'S PERSPECTIVE: APPS & MOBILE IN 2020

SHIFTS IN HOW WE'RE USING OUR PHONES

5G FUTURES

5G has been on the cards for years, with China already an early adopter for this technology. But with global rollout in stead, and hardware launching to accommodate, this new connectivity will open countless doors in terms of how people will use their smartphones.

In 2020, brands will be expected to unlock the value of 5G in the everyday

HARDWARE FATIGUE

Smartphone sales have been stagnating for a while, with homogeneous hardware being held accountable. Against this backdrop, manufacturers are diversifying their offering, evolving away from that single pane of glass, towards more complex devices, and there will be implications for user behaviour.

In 2020, brands will be forced to adapt their mobile offerings to a new range of formats and behaviours

MOBILE PASSPORTS

Mobile has long been considered the future of a more seamless world. But as mobile security improves, verification no longer needs paper trails. As a result, our devices are becoming all-in-one passports to more seamless physical experiences, whether paying bills via WeChat or storing cinema tickets in your mobile wallet.

In 2020, brands will use mobile interfaces to unlock experiences in the physical world

ECOMMERCE IN 2020

JAN 2020

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE

HAS AN ACCOUNT WITH A FINANCIAL INSTITUTION	HAS A CREDIT CARD	HAS A MOBILE MONEY ACCOUNT	MAKES ONLINE PURCHASES AND / OR PAYS BILLS ONLINE
67.1%	18.4%	4.4%	29.0%

PERCENTAGE OF WOMEN WITH A CREDIT CARD	PERCENTAGE OF MEN WITH A CREDIT CARD	PERCENTAGE OF WOMEN MAKING ONLINE TRANSACTIONS	PERCENTAGE OF MEN MAKING ONLINE TRANSACTIONS
17.0%	19.9%	27.7%	30.3%

SOURCE: WORLD BANK GLOBAL FINANCIAL INCLUSION DATA (LATEST DATA AVAILABLE IN JANUARY 2020).
NOTE: PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION.

ECOMMERCE ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH

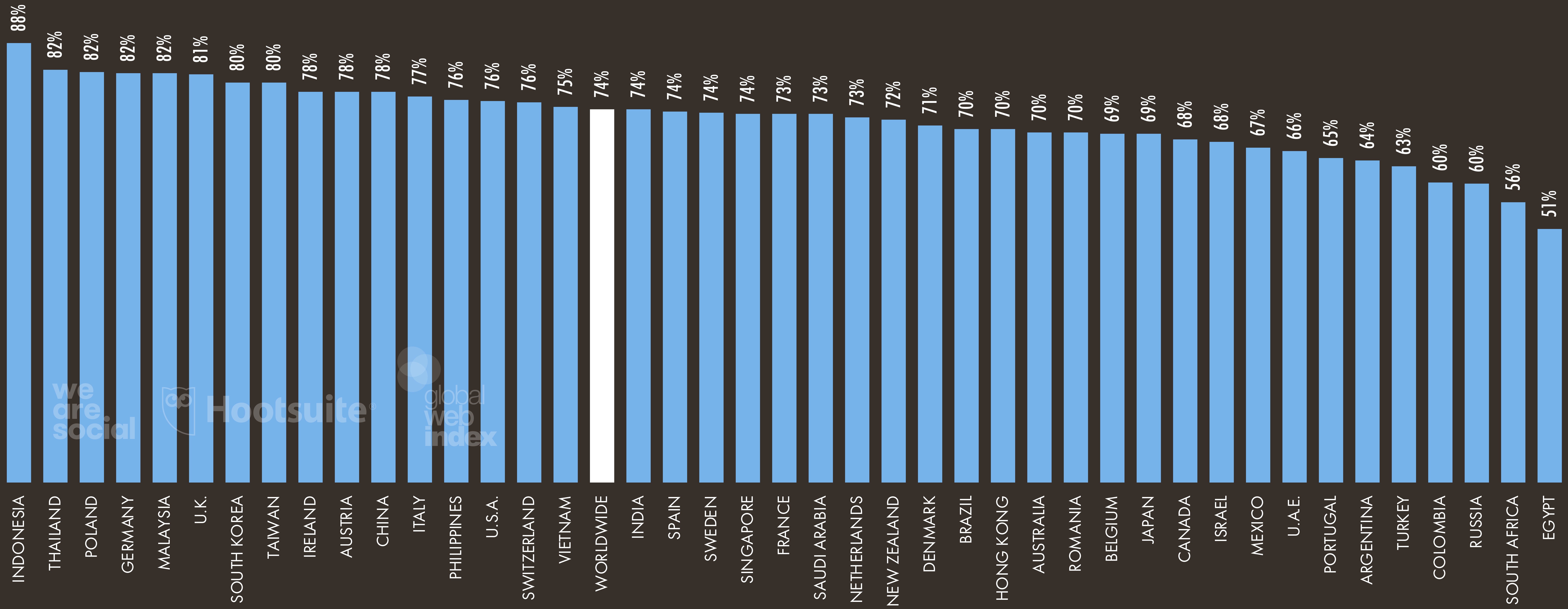
SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY (ANY DEVICE)	VISITED AN ONLINE RETAIL STORE ON THE WEB (ANY DEVICE)	PURCHASED A PRODUCT ONLINE (ANY DEVICE)	MADE AN ONLINE PURCHASE VIA A LAPTOP OR DESKTOP COMPUTER	MADE AN ONLINE PURCHASE VIA A MOBILE DEVICE
80%	90%	74%	36%	52%

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2020

ECOMMERCE ADOPTION

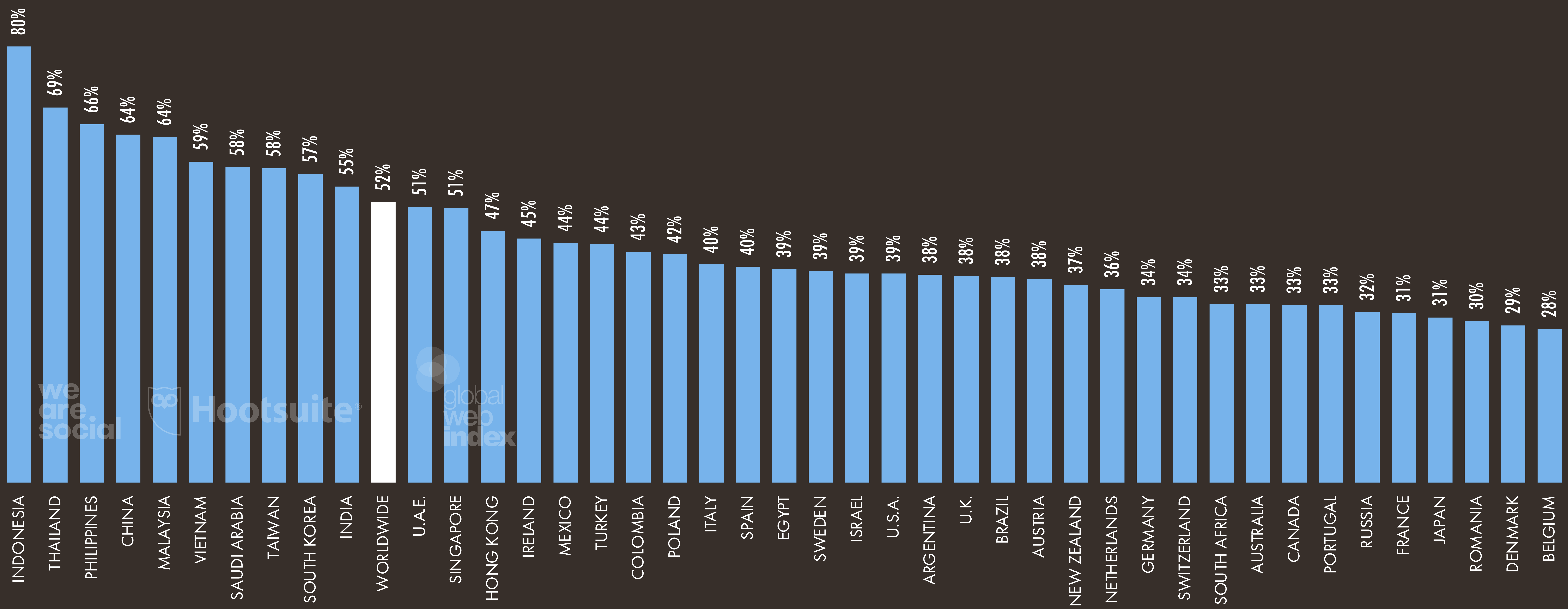
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY BOUGHT SOMETHING ONLINE VIA ANY DEVICE IN THE PAST MONTH



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

MOBILE ECOMMERCE ADOPTION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY BOUGHT SOMETHING ONLINE VIA A MOBILE DEVICE IN THE PAST MONTH



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

GLOBAL ECOMMERCE SPEND BY CATEGORY

THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES AROUND THE WORLD IN 2019, IN U.S. DOLLARS

FASHION & BEAUTY	ELECTRONICS & PHYSICAL MEDIA	FOOD & PERSONAL CARE	FURNITURE & APPLIANCES
$620.1 BILLION	$456.9 BILLION	$168.8 BILLION	$316.7 BILLION

TOYS, DIY & HOBBIES	TRAVEL (INCLUDING ACCOMMODATION)*	DIGITAL MUSIC	VIDEO GAMES
$383.2 BILLION	$1.19 TRILLION	$13.59 BILLION	$83.15 BILLION

SOURCES: STATISTA MARKET OUTLOOKS FOR E-COMMERCE, TRAVEL, MOBILITY, AND DIGITAL MEDIA (ACCESSED JANUARY 2020). FIGURES BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND FOR 2019, EXCLUDING B2B SPEND. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. **NOTES:** DATA FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. DEFINITIONS FOR CATEGORIES DENOTED BY (*) HAVE ALSO CHANGED. DATA MAY NOT BE DIRECTLY COMPARABLE TO PREVIOUS REPORTS.

GLOBAL ECOMMERCE GROWTH BY CATEGORY

YEAR-ON-YEAR GROWTH IN THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES AROUND THE WORLD IN 2019, IN U.S. DOLLARS

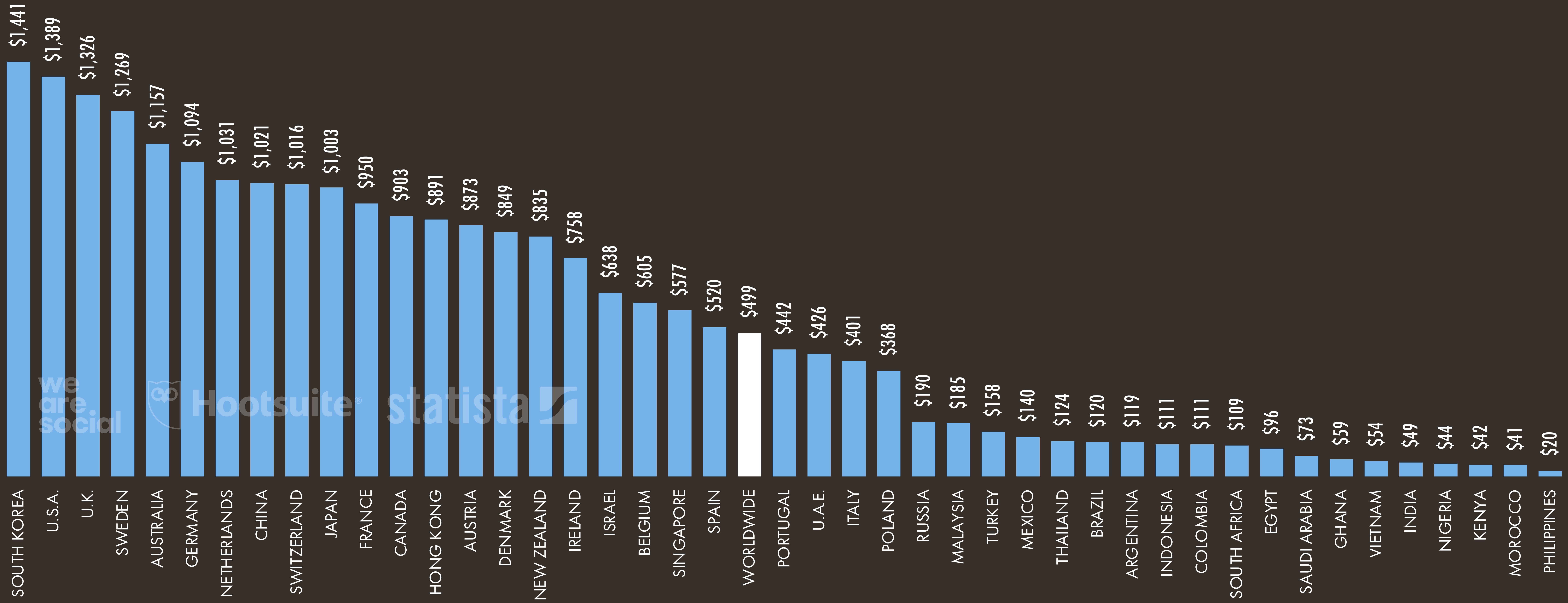
FASHION & BEAUTY	ELECTRONICS & PHYSICAL MEDIA	FOOD & PERSONAL CARE	FURNITURE & APPLIANCES
+18%	+18%	+13%	+19%

TOYS, DIY & HOBBIES	TRAVEL (INCLUDING ACCOMMODATION)	DIGITAL MUSIC	VIDEO GAMES
+16%	+7.9%	+4.8%	+4.9%

SOURCES: STATISTA MARKET OUTLOOKS FOR E-COMMERCE, TRAVEL, MOBILITY, AND DIGITAL MEDIA (ACCESSED JANUARY 2020). FIGURES BASED ON COMPARISONS OF ESTIMATES OF FULL-YEAR CONSUMER SPEND IN 2019 AND 2018, EXCLUDING B2B SPEND. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. **NOTES:** DATA FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING. ◈ **COMPARABILITY ADVISORY:** SOME BASE CHANGES. DATA MAY NOT BE DIRECTLY COMPARABLE TO FIGURES PUBLISHED IN PREVIOUS REPORTS.

ECOMMERCE ARPU: CONSUMER GOODS PURCHASES

AVERAGE AMOUNT SPENT ON ONLINE PURCHASES OF CONSUMER GOODS* BY EACH ECOMMERCE USER IN 2019, IN U.S. DOLLARS

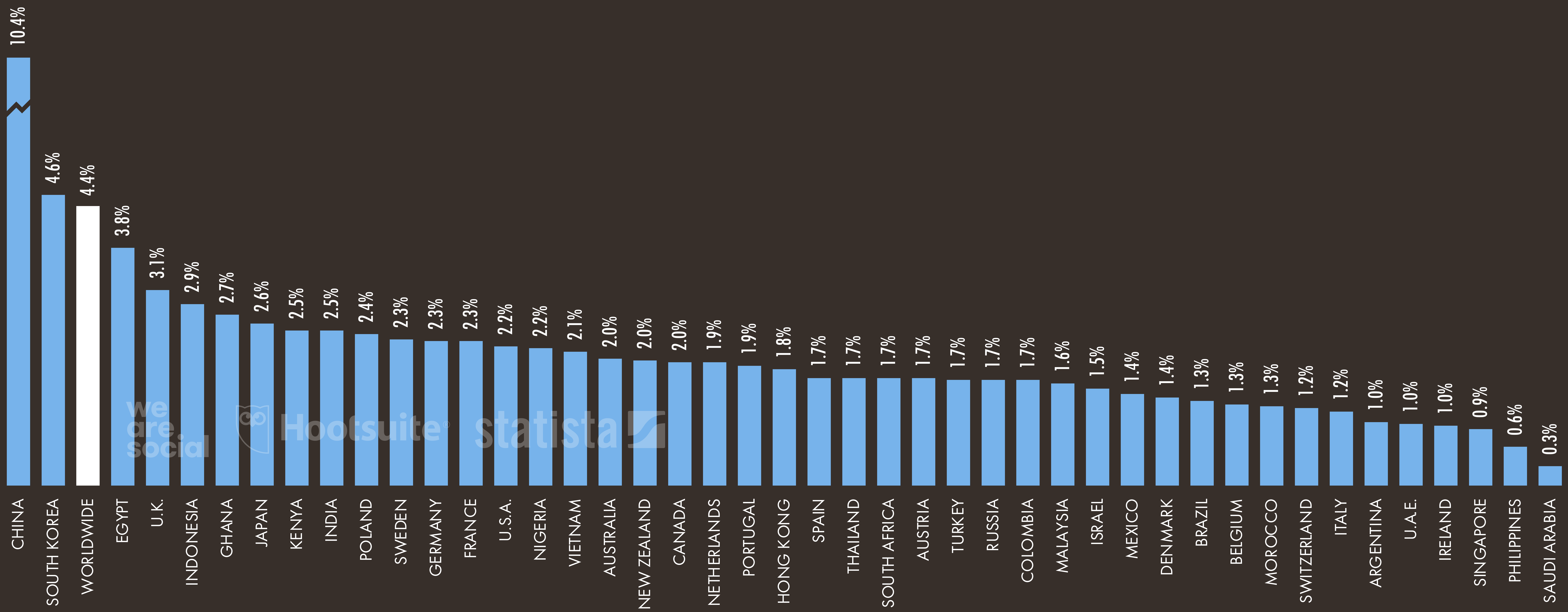


SOURCE: STATISTA DIGITAL MARKET OUTLOOK (ACCESSED JANUARY 2020). SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. ***NOTES:** FIGURES REPRESENT ONLINE B2C SPEND ON CONSUMER CATEGORIES ONLY (FASHION & BEAUTY, ELECTRONICS & PHYSICAL MEDIA, FOOD & DRINK, FURNITURE & APPLIANCES, AND TOYS, HOBBIES, & DIY), AND DO NOT INCLUDE B2C SPEND ON CATEGORIES SUCH AS TRAVEL, ACCOMMODATION, OR DIGITAL CONTENT SUCH AS DOWNLOADS OR STREAMING SERVICES, OR ON ANY B2B PURCHASES.

JAN 2020

CONSUMER ECOMMERCE ARPU vs. GDP PER CAPITA

AVERAGE AMOUNT SPENT ON ONLINE PURCHASES OF CONSUMER GOODS* BY EACH ECOMMERCE USER IN 2019 vs. GDP PER CAPITA



SOURCE: STATISTA DIGITAL MARKET OUTLOOK (ACCESSED JANUARY 2020). SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. *NOTES: ARPU VALUES REPRESENT ONLINE B2C SPEND ON CONSUMER GOODS ONLY, AND DO NOT INCLUDE SPEND ON CATEGORIES SUCH AS TRAVEL, ACCOMMODATION, OR DIGITAL CONTENT SUCH AS DOWNLOADS OR STREAMING SERVICES. GDP COMPARISONS USE CURRENT UNITED STATES DOLLARS VALUES, NOT THE 'INTERNATIONAL DOLLARS' USED TO REPORT GDP PER CAPITA ELSEWHERE IN THIS REPORT.

TOP GOOGLE SHOPPING QUERIES

TOP GLOBAL GOOGLE SHOPPING SEARCH QUERIES THROUGHOUT 2019

#	SEARCH QUERY	INDEX
01	NIKE	100
02	AMAZON	94
03	IPHONE	75
04	SAMSUNG	73
05	SHOES	68
06	WALMART	52
07	ADIDAS	51
08	TV	44
09	EBAY	37
10	PS4	27

#	SEARCH QUERY	INDEX
11	APPLE	25
12	AIR MAX	21
13	XIAOMI	20
14	HUAWEI	19
15	IKEA	19
16	MERCADO LIVRE	19
17	GUCCI	18
18	VANS	17
19	LAPTOP	16
20	GOOGLE	16

SOURCE: GOOGLE TRENDS (ACCESSED JANUARY 2020); KEPIOS ANALYSIS. **NOTES:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY).

JAN 2020

GLOBAL ECOMMERCE VALUE: ALTERNATIVE PERSPECTIVE

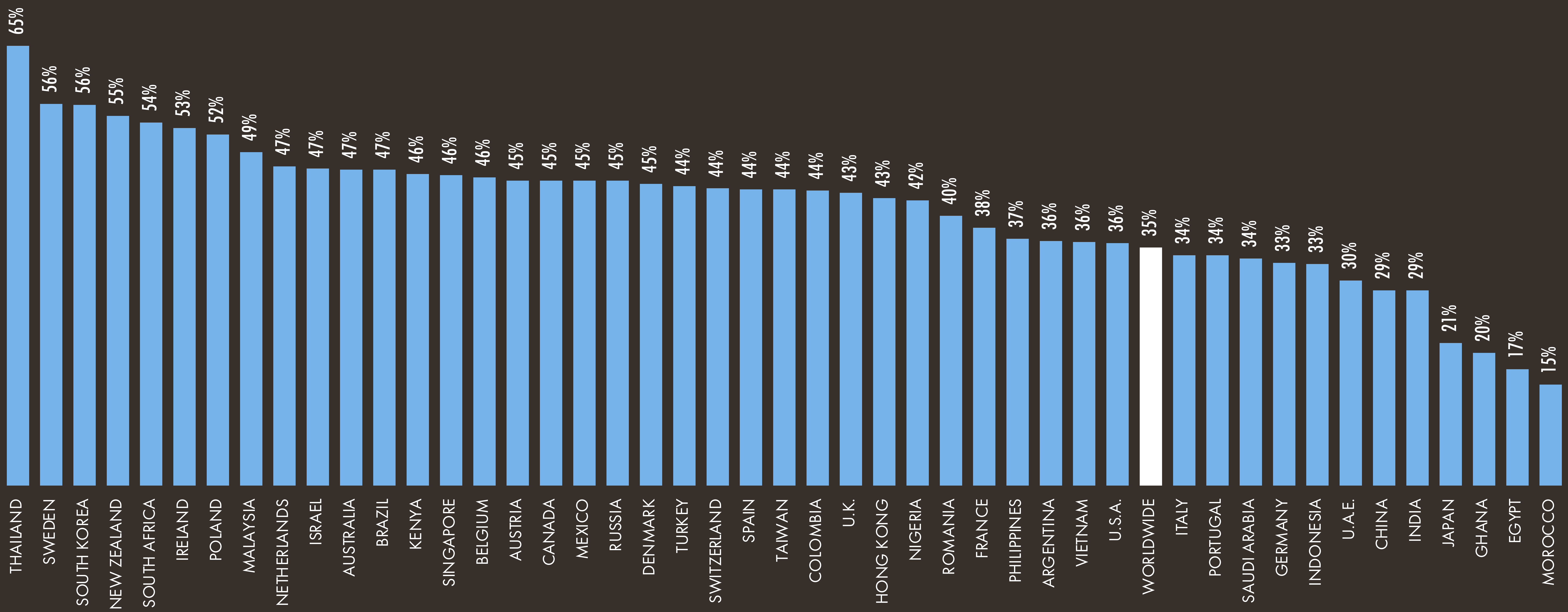
PERSPECTIVES ON THE OVERALL SIZE AND GROWTH OF THE GLOBAL ECOMMERCE MARKET (IN U.S. DOLLARS)

TOTAL VALUE OF THE GLOBAL CONSUMER (B2C) ECOMMERCE MARKET	ANNUAL GROWTH IN THE VALUE OF GLOBAL B2C ECOMMERCE SPEND	ECOMMERCE SPEND AS A PERCENTAGE OF TOTAL GLOBAL RETAIL SPEND	WORLDWIDE AVERAGE ANNUAL ONLINE SPEND PER B2C CONSUMER	MOBILE'S SHARE OF GLOBAL B2C ECOMMERCE TRANSACTION VALUE
$3.43 TRILLION	+18%	16%	$2,594	50%

SOURCE: PPRO, "PAYMENTS AND E-COMMERCE REPORT: WESTERN AND CENTRAL EUROPE (2020 EDITION)" (DECEMBER 2019). **NOTE:** FIGURES REPRESENT GLOBAL VALUES, NOT JUST VALUES FOR WESTERN AND CENTRAL EUROPE.

USE OF BANKING AND FINANCIAL SERVICES APPS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY USE MOBILE BANKING OR FINANCIAL SERVICES APPS EACH MONTH



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
NOTE: APP USAGE MAY TAKE PLACE ON PHONES OR TABLETS.

DIGITAL PAYMENTS OVERVIEW

SIZE AND GROWTH OF THE DIGITAL PAYMENTS MARKET (IN U.S. DOLLARS)

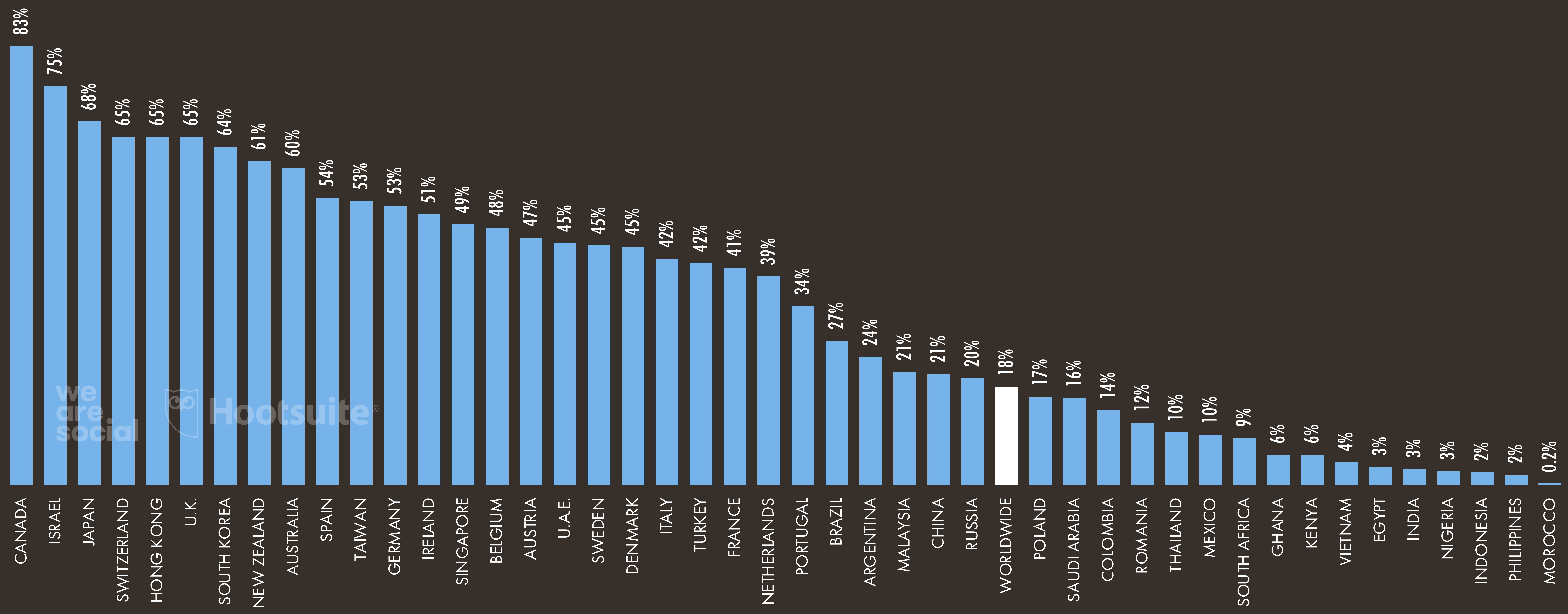
NUMBER OF PEOPLE MAKING DIGITALLY ENABLED PAYMENT TRANSACTIONS*	TOTAL ANNUAL VALUE OF DIGITALLY ENABLED CONSUMER PAYMENTS	ANNUAL CHANGE IN THE VALUE OF DIGITALLY ENABLED CONSUMER PAYMENTS	AVERAGE TOTAL ANNUAL VALUE OF DIGITAL PAYMENT TRANSACTIONS PER DIGITAL PAYMENTS USER
3.76 BILLION	$4.14 TRILLION	+15%	$1,102

SOURCE: STATISTA DIGITAL MARKET OUTLOOK FOR FINTECH (ACCESSED JANUARY 2020). FIGURES USE FULL-YEAR VALUES FOR 2019, WITH COMPARISONS TO EQUIVALENT 2018 DATA. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. ***NOTE:** IN THIS CONTEXT, "DIGITALLY ENABLED PAYMENTS" INCLUDE PAYMENTS FOR PRODUCTS AND SERVICES MADE OVER THE INTERNET, AND MOBILE PAYMENTS AT POINT-OF-SALE (POS) VIA SMARTPHONE APPS.

JAN 2020

CREDIT CARD PENETRATION

PERCENTAGE OF ADULTS AGED 15+ THAT POSSESS A CREDIT CARD

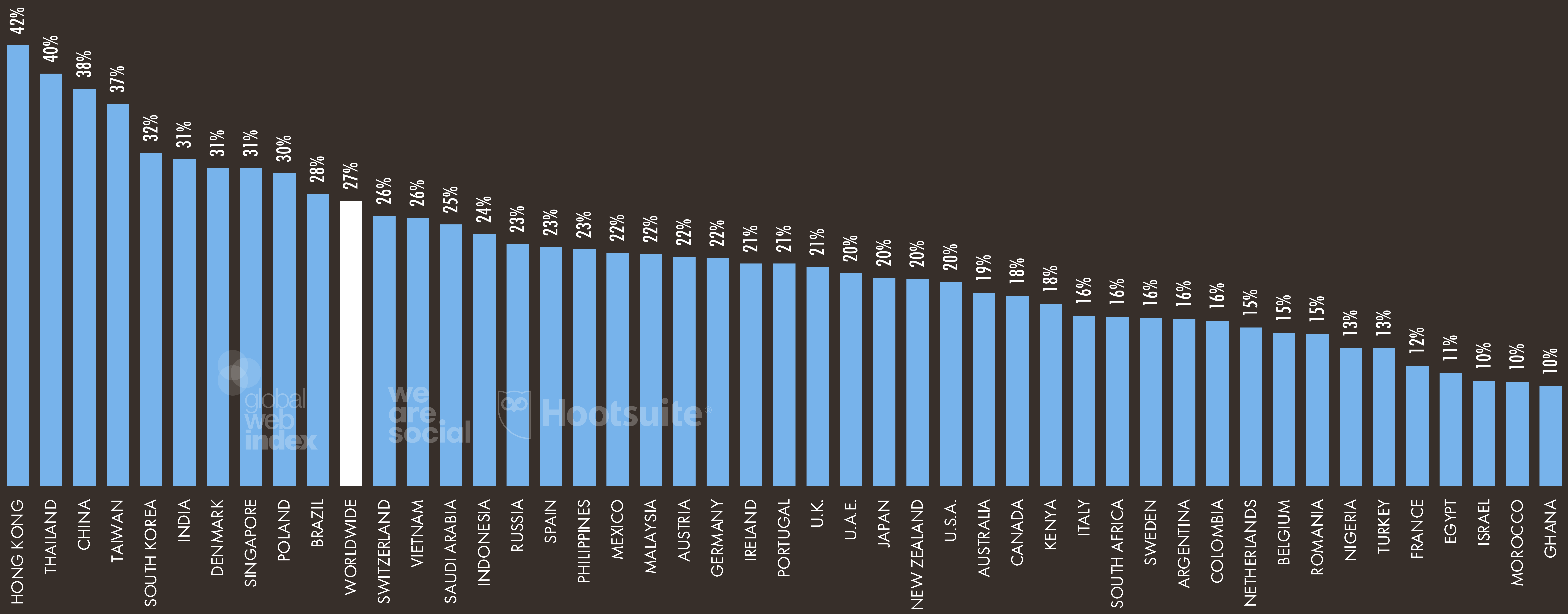


SOURCE: WORLD BANK GLOBAL FINANCIAL INCLUSION DATA (LATEST DATA AVAILABLE IN JANUARY 2020).

JAN
2020

USE OF MOBILE PAYMENT SERVICES

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

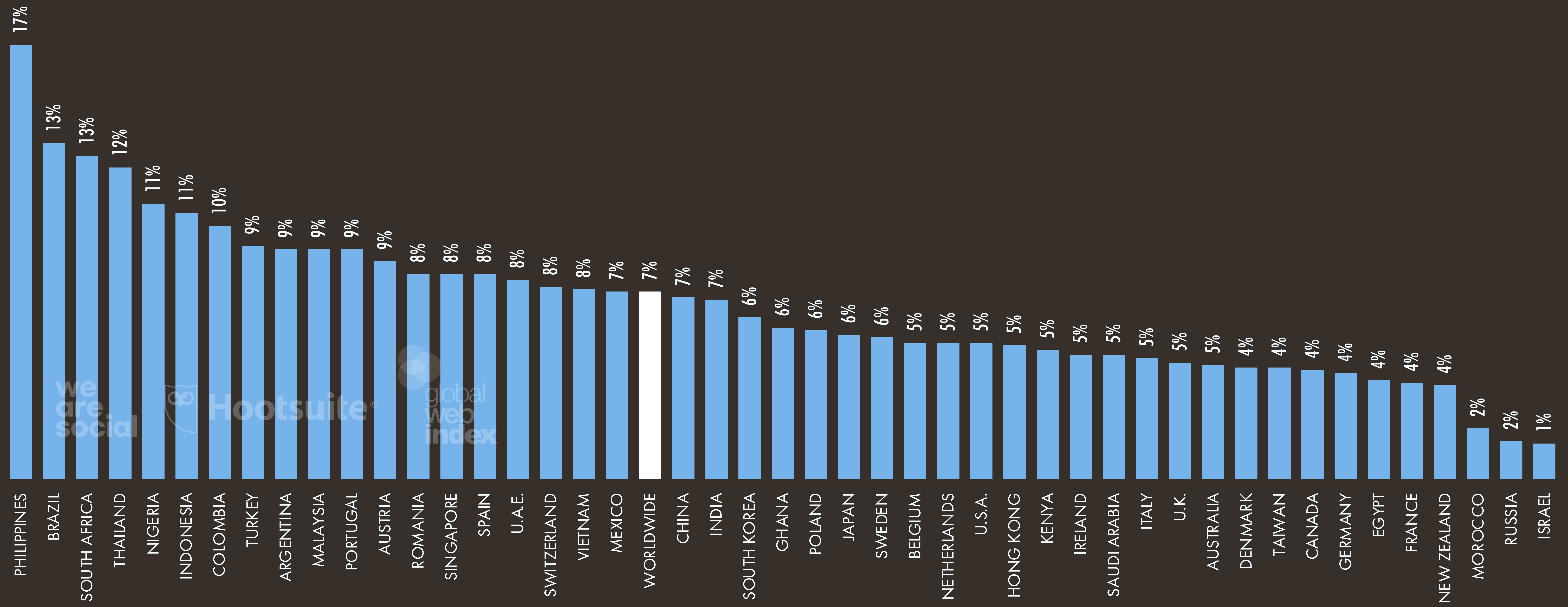


SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2020

OWNERSHIP OF CRYPTOCURRENCY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT OWNING ANY FORM OF CRYPTOCURRENCY

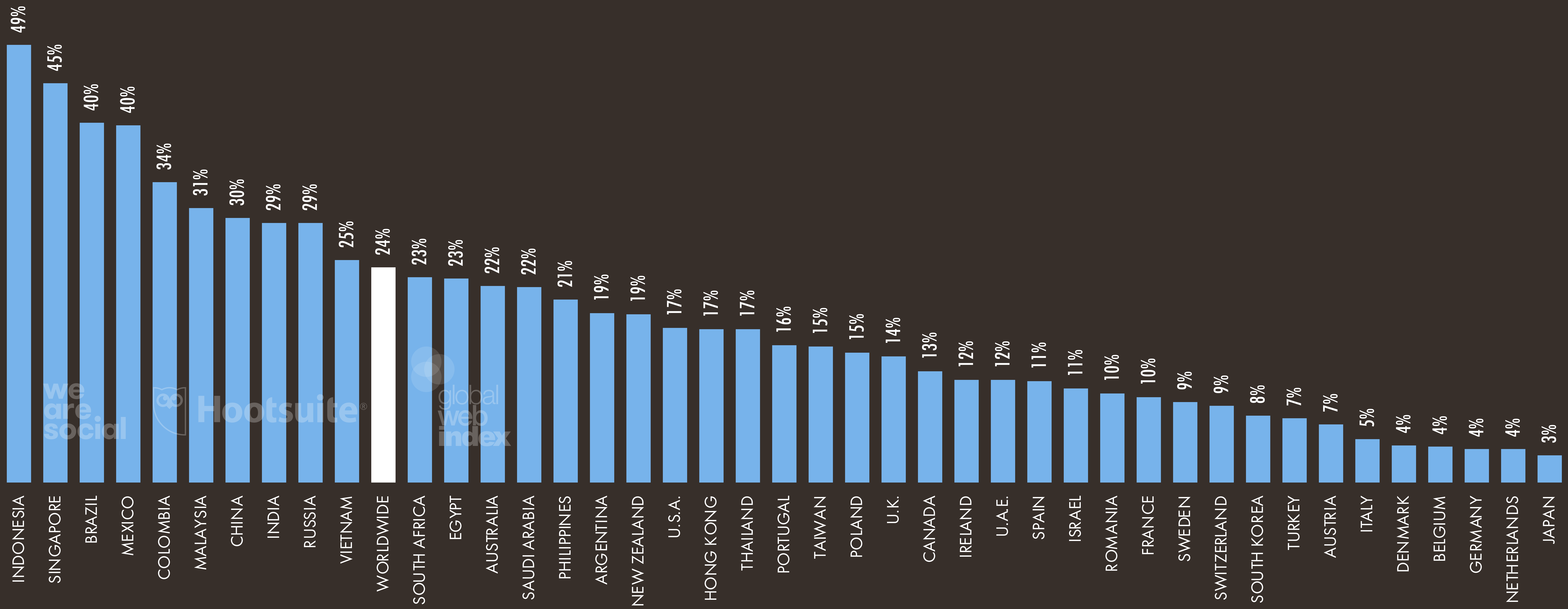


SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2020

USE OF RIDE-HAILING APPS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE RIDE-HAILING APPS EACH MONTH



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

RIDE-HAILING MARKET OVERVIEW

SIZE AND GROWTH OF THE RIDE-HAILING MARKET (IN U.S. DOLLARS)

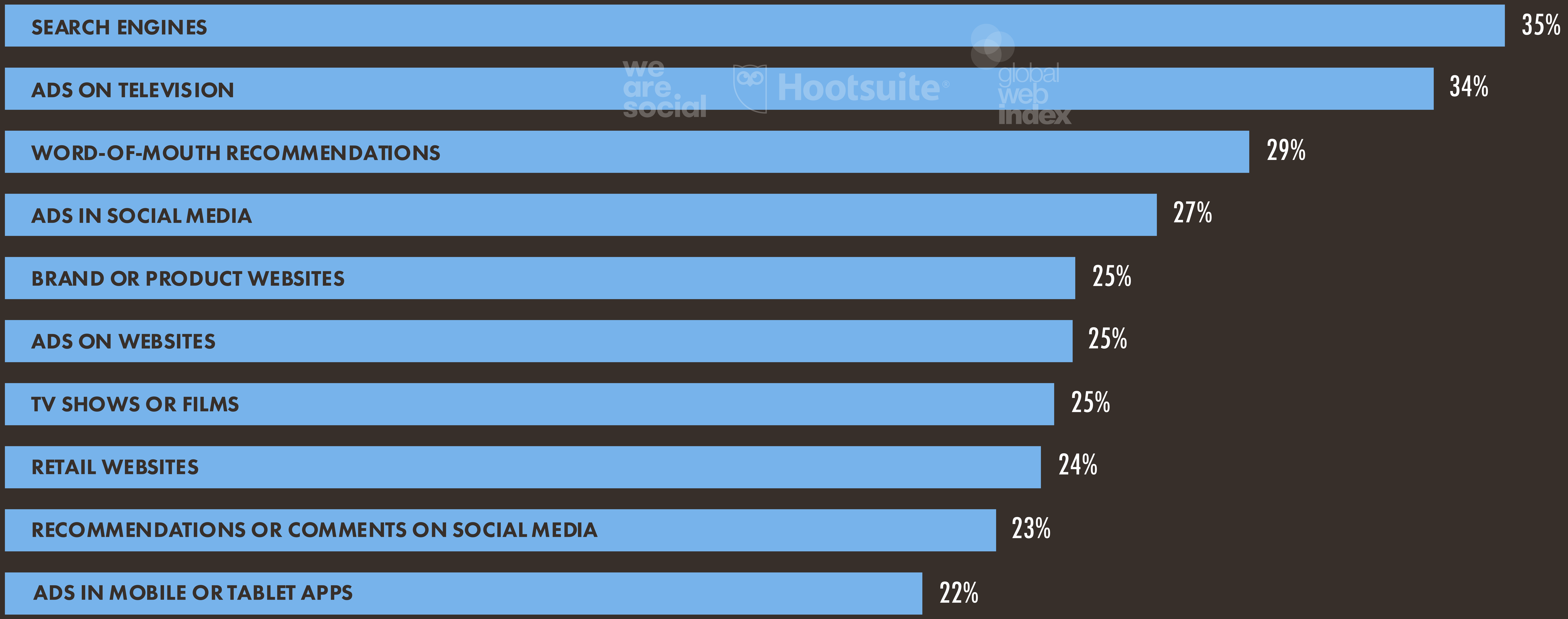
NUMBER OF PEOPLE USING DIGITALLY ENABLED RIDE-HAILING SERVICES*	TOTAL VALUE OF THE DIGITALLY ENABLED RIDE-HAILING MARKET	ANNUAL GROWTH IN THE TOTAL VALUE OF THE DIGITALLY ENABLED RIDE-HAILING MARKET	ANNUAL REVENUE PER USER OF DIGITALLY ENABLED RIDE-HAILING SERVICES
996.7 MILLION	$183.7 BILLION	+20%	$184

SOURCE: STATISTA MARKET OUTLOOK FOR ONLINE MOBILITY SERVICES (ACCESSED JANUARY 2020). FIGURES USE FULL-YEAR VALUES FOR 2019, WITH COMPARISONS TO EQUIVALENT 2018 DATA. SEE STATISTA.COM/OUTLOOK/MOBILITY-MARKETS FOR MORE DETAILS. ***NOTE:** IN THIS CONTEXT, "DIGITALLY ENABLED RIDE-HAILING SERVICES" INCLUDE TRANSPORTATION NETWORK COMPANIES THAT OFFER RIDES IN PRIVATE VEHICLES (E.G. UBER, DIDI, GRAB), RIDE-POOLING SERVICES, AND REGULAR TAXI SERVICES BOOKED ONLINE OR THROUGH A SMARTPHONE APP.

JAN 2020

SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY DISCOVER NEW BRANDS AND PRODUCTS THROUGH EACH MEDIUM OR ACTIVITY



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

VALUE OF THE DIGITAL ADVERTISING MARKET

TOTAL SPEND (IN U.S. DOLLARS) ON DIGITAL ADVERTISING IN 2019, WITH DETAIL OF SPEND IN INDIVIDUAL DIGITAL ADVERTISING SUB-CATEGORIES

TOTAL DIGITAL AD SPEND IN 2019	SPEND ON DIGITAL SEARCH ADS IN 2019	SPEND ON SOCIAL MEDIA ADS IN 2019
$334.0 BILLION	$127.9 BILLION	$89.91 BILLION
SPEND ON DIGITAL BANNER ADS IN 2019	**SPEND ON DIGITAL VIDEO ADS IN 2019**	**SPEND ON DIGITAL CLASSIFIED ADS IN 2019**
$59.76 BILLION	$35.24 BILLION	$21.23 BILLION

SOURCE: STATISTA MARKET OUTLOOK FOR DIGITAL ADVERTISING (ACCESSED JANUARY 2020). FIGURES RESPRESENT FULL-YEAR DIGITAL ADVERTISING SPEND FOR 2019. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. **NOTES:** SPEND VALUES ARE IN U.S. DOLLARS. INCLUDES ADVERTISING ON MOBILE AND DESKTOP DEVICES. VALUES DO NOT INCLUDE SPEND ON E-MAIL MARKETING, AUDIO ADVERTS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS.

DIGITAL ADVERTISING MARKET: VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE VALUE OF THE DIGITAL ADVERTISING MARKET BETWEEN 2018 AND 2019, INCLUDING SUB-CATEGORY CHANGES

YEAR-ON-YEAR CHANGE IN TOTAL DIGITAL AD SPEND	YEAR-ON-YEAR CHANGE IN DIGITAL SEARCH AD SPEND	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA AD SPEND
+12%	+11%	+18%

YEAR-ON-YEAR CHANGE IN DIGITAL BANNER AD SPEND	YEAR-ON-YEAR CHANGE IN DIGITAL VIDEO AD SPEND	YEAR-ON-YEAR CHANGE IN DIGITAL CLASSIFIED AD SPEND
+7.0%	+9.4%	+3.8%

SOURCE: STATISTA MARKET OUTLOOK FOR DIGITAL ADVERTISING (ACCESSED JANUARY 2020). FIGURES COMPARE FULL-YEAR DIGITAL ADVERTISING SPEND IN 2019 TO EQUIVALENT DATA FOR 2018. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. **NOTES:** INCLUDES ADVERTISING ON MOBILE AND DESKTOP DEVICES. VALUES DO NOT INCLUDE SPEND ON E-MAIL MARKETING, AUDIO ADVERTS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS.

DIGITAL AD SPEND: ALTERNATIVE PERSPECTIVE

WHERE ADVERTISERS SPENT THEIR DIGITAL ADVERTISING BDUGETS IN 2019 (IN U.S. DOLLARS)

TOTAL GLOBAL DIGITAL AD SPEND	TOTAL GLOBAL AD SPEND ON GOOGLE	TOTAL GLOBAL AD SPEND ON FACEBOOK	TOTAL GLOBAL AD SPEND ON ALIBABA	TOTAL GLOBAL AD SPEND ON AMAZON
$333.3 BILLION	$103.7 BILLION	$67.4 BILLION	$29.2 BILLION	$14.0 BILLION
SHARE OF TOTAL GLOBAL AD SPEND:* 50.1%	SHARE OF TOTAL DIGITAL AD SPEND: 31.1%	SHARE OF TOTAL DIGITAL AD SPEND: 20.2%	SHARE OF TOTAL DIGITAL AD SPEND: 8.8%	SHARE OF TOTAL DIGITAL AD SPEND: 4.2%

SOURCE: EMARKETER (FEBRUARY 2019). FIGURES REPRESENT EMARKETER'S PROJECTIONS FOR FULL-YEAR 2019 ADVERTISING SPEND. ***NOTE:** SHARE OF TOTAL GLOBAL AD SPEND INCLUDES SPEND FOR BOTH ONLINE AND OFFLINE ADVERTISING MEDIA.

WE ARE SOCIAL'S PERSPECTIVE: SOCIAL COMMERCE IN 2020

SHIFTS IN HOW WE SHOP AND SPEND ON SOCIAL

HUMAN COMMERCE

Gen Z are expecting more intimate communication with the brands and people they shop with on social. With reselling or 'flea market' platforms like Depop and Poshmark increasingly influential, habits and preferences learnt on these platforms are spilling onto traditional social selling tools.

In 2020, brands will behave more like people to sell on social

AR SHOPPERS

AR is being experimented with as a tool to help people experience products in the digital space. Whether immersing them in a truly brand-led experience – as LEGO did with its AR Snapchat store – or using the tech to try on clothes or make-up, this tech has evolved from glitchy and experimental, to an effective tool for experiencing brands and products in the digital space.

In 2020, AR will be used to help people experience products and brands in the digital space

SHOPPABLE CONTENT

Shoppable content is ubiquitous, regardless of platform. And people are happy to engage with it – provided it's doing more than a hard sell. Whether an in-feed game, telling a background story, or offering an education, people want shoppable posts and ads on social to make their in-feed experiences tangibly better.

In 2020, ads and shoppable posts will add functionality and value to people's feeds

HOOTSUITE'S PERSPECTIVE: ECOMMERCE IN 2020

From Instagram Checkout to Facebook Pay, social media is rapidly evolving into a full-blown ecommerce machine. But social commerce efforts still need to be rooted in the fundamentals of smart social media strategy.

BREAK DOWN CAMPAIGN SILOS FOR CROSS-CHANNEL RESULTS

According to Forrester, social ads drive customers towards the purchase funnel more effectively than other digital ads. While many organizations occasionally boost organic social posts, few run fully integrated social ad campaigns. Instead of ad-hoc post promotion, integrate your social ad strategy with campaigns across other channels such as email, search, and paid media to drive sales.

MAKE SMARTER DECISIONS WITH MULTI-TOUCH ATTRIBUTION

Social commerce features create a wealth of measurable insights around the conversion side of the social customer journey, making it easier to demonstrate clear ROI. But sales made directly on social platforms should still be measured alongside other marketing touchpoints within a cross-channel attribution model. Use these insights to clarify the full picture of your customers' journey, refine your strategy, and optimize tactics across all channels.

MORE INFORMATION

CLICK THE LOGOS TO ACCESS ADDITIONAL CONTENT, INSIGHTS, AND RESOURCES FROM WE ARE SOCIAL AND HOOTSUITE:

WE ARE SOCIAL

HOOTSUITE

SPECIAL THANKS: GLOBALWEBINDEX

GlobalWebIndex is the leading provider of audience profiling data to agencies, publishers, and brands worldwide.

90% GLOBAL COVERAGE

ONGOING DATA COLLECTION ACROSS 46 MARKETS

CROSS-DEVICE COVERAGE

Learn more at https://www.globalwebindex.com

SPECIAL THANKS: STATISTA

statista

Statista is one of the world's largest online statistics databases. Its Digital Market Outlook products provide forecasts, detailed market insights, and key indicators on over 90 digital markets within verticals including e-commerce, digital media, advertising, smart home, and fintech for over 150 countries and regions.

96% OF THE GLOBAL INTERNET POPULATION

OVER 150 COUNTRIES AND REGIONS

98% OF WORLDWIDE ECONOMIC POWER

MORE THAN 30,000 INTERACTIVE STATISTICS

Learn more about Statista at https://www.statista.com

SPECIAL THANKS: GSMA INTELLIGENCE

GSMA Intelligence is the unit within the GSMA that houses the organisation's extensive database of mobile operator statistics, forecasts, and industry reports. GSMA Intelligence's data covers every operator group, network and MVNO in every country – from Afghanistan to Zimbabwe. Updated daily, it is the most accurate and complete set of industry metrics available, comprising tens of millions of individual data points.

Leading operators, vendors, regulators, financial institutions and third-party industry players rely on GSMA Intelligence to support strategic decision-making and long-term investment planning. The data is used as an industry reference point and is frequently cited by the media and by the industry itself. GSMA Intelligence's team of analysts and experts produce regular thought-leading research reports across a range of industry topics.

Learn more about GSMA Intelligence at https://www.gsmaintelligence.com

SPECIAL THANKS: APP ANNIE

APP ANNIE

App Annie is the industry's most trusted mobile data and analytics platform. App Annie's mission is to help customers create winning mobile experiences and achieve excellence. The company created the mobile app data market and is committed to delivering the industry's most complete mobile performance offering. More than 1,100 enterprise clients and 1 million registered users across the globe and spanning all industries rely on App Annie as the standard to revolutionize their mobile business. The company is headquartered in San Francisco with 12 offices worldwide.

1 MILLION REGISTERED USERS

BEST-IN-CLASS DATA

COVERAGE ACROSS 150 COUNTRIES

UNPARALLELED SERVICE & SUPPORT

Learn more about App Annie at https://www.appannie.com

SPECIAL THANKS: SIMILARWEB

SimilarWeb provides the measure of the digital world. With an international online panel consisting of hundreds of millions of devices, SimilarWeb provides granular insights about any website or app across a wide array of industries. Global brands such as Google, eBay, and adidas rely on SimilarWeb to understand, track and grow their digital market share. The company has 450 employees and offices spanning four continents. SimilarWeb has been named one of Wall Street's Secret Weapons, and one of Calcalist's 2018 List of 50 Most Promising Israeli Startups.

WEB INTELLIGENCE

APP INTELLIGENCE

GLOBAL COVERAGE

GRANULAR ANALYSIS

Learn more about SimilarWeb at https://www.similarweb.com

SPECIAL THANKS: LOCOWISE

Locowise is a social media performance measurement platform that helps agencies to manage clients, produce and prove value, and win new business.

CUSTOM REPORT BUILDER WITH OVER 300 METRICS

CAMPAIGN ANALYSIS, TRACKING AND REPORTING

INSIGHTS FROM ALL YOUR NETWORKS IN ONE PLACE

PREDICTIVE METRICS TO DRIVE FUTURE STRATEGY

Learn more about Locowise at https://locowise.com

DATA SOURCES

POPULATION & DEMOGRAPHICS: United Nations World Population Prospects, 2019 Revision; US Census Bureau (accessed January 2020); United Nations World Urbanization Prospects, 2018 Revision; local government bodies (latest data available in January 2020). Literacy rates: UNESCO Institute for Statistics; UNICEF Data; World Bank DataBank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook; Phrasebase (all accessed January 2020). GDP and financial inclusions data: World Bank DataBank; IMF Data; CIA World Factbook (all accessed January 2020). Device owenserhip and time spent by media: GlobalWebIndex (Q3 2019).*

INTERNET USERS: ITU Statistics; Eurostat Data Explorer; GlobalWebIndex; Facebook's self-serve advertising tools; local government authorities and telecom regulatory bodies; APJII (all accessed January 2020). Mobile internet share based on data from GlobalWebIndex (Q3 2019)*, and extrapolations of data reported in Facebook's self-serve advertising tools. Internet connection speed data from Ookla Speedtest (values for December 2019). Time spent on the internet from GlobalWebIndex (Q3 2019).* World's top websites from SimilarWeb (December 2019) and Alexa (monthly average based on 3-month period to mid-January 2020). Web language insights via W3Techs (January 2020). Google search insights from Google Trends (data for full year 2019). Data on use of data misuse fears, voice search, and ad blockers from GlobalWebIndex (Q3 2019).* Data on concerns about 'fake news' from Reuters Institute Digital News Report (2019 edition). Content streaming insights from GlobalWebIndex (Q3 2019).* Smart Home insights from Statista Digital Market Outlook* (accessed January 2020); GlobalWebIndex (Q3 2019).

SOCIAL MEDIA USERS & ADVERTISING AUDIENCES: Social media platforms' self-service advertising tools (including extrapolations); company earnings announcements; press releases and promotional materials; remarks by senior platform executives at public events; statements on company websites; reports in reputable media (all latest data available in January 2020). TikTok data from a company sales presentation published by AdAge (October 2019). YouTube insights via YouTube press website (accessed January 2020). Top messenger platforms from SimilarWeb (January 2020, based on data for December 2019). Time spent on social media from GlobalWebIndex (Q3 2019)*. Facebook and Instagram reach and engagement data from Locowise (January 2020, based on averages for Q4 2019).

MOBILE USERS & CONNECTIONS: GSMA Intelligence (January 2020); Ericsson Mobility Report (November 2019); Ericsson Mobility Calculator and Visualizer tools (accessed January 2020). Mobile Apps: App Annie (January 2020); SimilarWeb (January 2020). Mobile actions: GlobalWebIndex (Q3 2019).

ECOMMERCE USERS & SPEND: Statista Digital Market Outlook* (accessed January 2020); GlobalWebIndex (Q3 2019)*; PPRO Payments & Ecommerce reports (2019 and 2020 editions). Brand discovery channels: GlobalWebIndex (Q3 2019). Ride-Hailing insights from Statista Digital Market Outlook* (accessed January 2020); GlobalWebIndex (Q3 2019). Digital advertising market: Statista Digital Market Outlook* (accessed January 2020); eMarketer (February 2019).

*For more details of GlobalWebIndex's methodology, visit https://www.globalwebindex.com.

*For more details of Statista's Market Outlook, visit https://www.statista.com/outlook/digital-markets.

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

This report uses data from a wide variety of sources, including market research agencies, internet and social media companies, governments and public bodies, news media, journalists, and our own internal analysis.

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

Furthermore, due to differing data collection and treatment methodologies used by these organisations, and the different sample periods during which data were collected, there may be significant differences in the reported metrics for similar data points throughout this report. In particular, data collected via surveys often vary from one report to another, even if those data were collected by the same organisation using the same approach in each wave.

Similarly, reports of internet user numbers vary considerably between different sources. In part, this is because there are fewer commercial imperatives for governments and regulators to collect and publish regular internet user data. However, the user numbers published by social media platforms can be a useful proxy for the number of internet users in countries where no other reliable data are available, because all active social media users must have an active internet connection in order to access social media. These data are also more likely to be updated on a regular basis, as social media companies relies on this data to help sell their advertising products and services.

As a result, on occasion, we've used the latest addressable advertising audience data from social media platforms' self-service advertising tools to inform our internet user numbers, especially in less-developed economies, where 'official' internet user numbers are published less frequently. Consequently, there are a number of instances in this report where the reported number of social media users equals the reported number of internet users.

It's unlikely that one hundred percent of internet users in any given country will use the same social media platform though, so in cases where internet and social media user numbers are the same, it's likely that the actual number of internet users will be higher than the number we've reported.

Lastly, we've changed the source for a number of our data points in this year's reports, and a number of metrics that we reported in last year's Global Digital reports have also been revised by the original data provider since publication. As a result, some figures in this year's reports may appear to have changed in unexpected ways. Wherever we're aware of these changes, we've included details in the footnotes of each relevant chart, but please use caution when comparing data from different reports in case the original base has changed.

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

DISCLAIMER AND IMPORTANT NOTES

This report has been compiled by Kepios Pte. Ltd. ("Kepios"), We Are Social Ltd. ("We Are Social"), and Hootsuite Inc. ("Hootsuite") for informational purposes only, and relies on data from a wide variety of sources, including but not limited to public and private companies, market research firms, government agencies, NGOs, and private individuals.

While Kepios, We Are Social, and Hootsuite strive to ensure that all data and charts contained in this report are, as at the time of publishing, accurate and up-to-date, neither Kepios, nor We Are Social, nor Hootsuite shall be responsible for any errors or omissions contained in this report, or for the results obtained from its use.

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