DIGITAL 2020

JULY GLOBAL STATSHOT REPORT

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

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CLICK HERE TO READ OUR DIGITAL 2020 GLOBAL OVERVIEW REPORT, WITH MORE THAN 200 PAGES OF ESSENTIAL CHARTS AND INSIGHTS FROM AROUND THE WORLD

CLICK HERE TO READ OUR DIGITAL 2020 GLOBAL DIGITAL YEARBOOK, WITH ESSENTIAL HEADLINE DIGITAL 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	CZECHIA	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.

GLOBAL OVERVIEW

JUL 2020

DIGITAL AROUND THE WORLD IN JULY 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
7.79 BILLION	5.15 BILLION	4.57 BILLION	3.96 BILLION
URBANISATION: 56%	PENETRATION: 66%	PENETRATION: 59%	PENETRATION: 51%

SOURCES: KEPIOS ANALYSIS; UNITED NATIONS; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GLOBALWEBINDEX; EUROSTAT; CNNIC; APJII; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; SOCIAL MEDIA COMPANIES' ANNOUNCEMENTS AND EARNINGS REPORTS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST AVAILABLE DATA IN JULY 2020).
◇ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. DATA MAY NOT BE DIRECTLY COMPARABLE TO PREVIOUS REPORTS.

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%	+8.2%	+10.5%
JUL 2020 vs. JUL 2019	JUL 2020 vs. JUL 2019	JUL 2020 vs. JUL 2019	JUL 2020 vs. JUL 2019
+81 MILLION	+121 MILLION	+346 MILLION	+376 MILLION

SOURCES: KEPIOS ANALYSIS; UNITED NATIONS; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GLOBALWEBINDEX; EUROSTAT; CNNIC; APJII; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; SOCIAL MEDIA COMPANIES' ANNOUNCEMENTS AND EARNINGS REPORTS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST AVAILABLE DATA IN JULY 2020).
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DAILY TIME SPENT WITH MEDIA

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

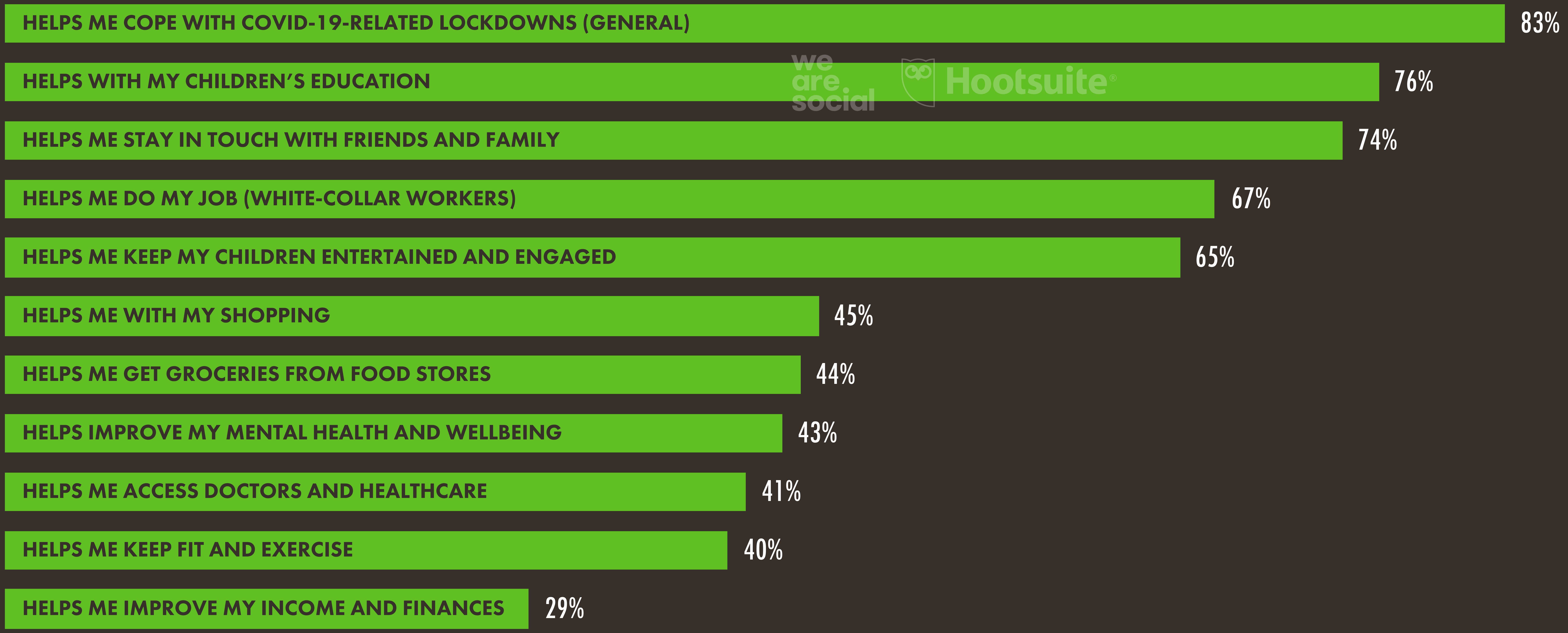
USING THE INTERNET	USING SOCIAL MEDIA	WATCHING TELEVISION*	LISTENING TO MUSIC STREAMING SERVICES	USING A GAMES CONSOLE
6H 42M	2H 22M	3H 22M	1H 31M	1H 10M

SOURCE: GLOBALWEBINDEX (Q1 2020). 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.

JUL 2020

COVID-19: DIGITAL'S ROLE IN HELPING PEOPLE COPE

PERCENTAGE OF SURVEY RESPONDENTS* WHO REPORT THAT INTERNET-CONNECTED TECHNOLOGIES HAVE HELPED THEM WITH EACH ACTIVITY



SOURCE: ERICSSON MOBILITY REPORT (JUNE 2020), BASED ON RESEARCH CONDUCTED IN APRIL 2020. ***NOTE:** DATA SOURCED FROM A SURVEY OF SMARTPHONE USERS AGED 15 TO 69 IN BRAZIL, CHINA, FRANCE, GERMANY, INDIA, ITALY, SOUTH KOREA, SPAIN, SWEDEN, THE UNITED KINGDOM, AND THE UNITED STATES WHO REPORT THAT THEIR DAILY LIFE HAS BEEN HIGHLY IMPACTED BY COVID-19-RELATED LOCKDOWN RESTRICTIONS.

JUL 2020

COVID-19: PEOPLE SPENDING MORE TIME WITH DEVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 IN SELECT COUNTRIES* WHO REPORT SPENDING MORE TIME USING EACH DEVICE DUE TO COVID-19

SMARTPHONE OR MOBILE PHONE	LAPTOP COMPUTER	PC OR DESKTOP COMPUTER	TABLET DEVICE
70%	47%	33%	23%

SMART TV OR MEDIA STREAMING DEVICE	GAMES CONSOLE	SMART SPEAKER	SMART WATCH
32%	18%	14%	9.1%

SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 5, JULY 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BELGIUM, BRAZIL, CHINA, FRANCE, GERMANY, INDIA, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, POLAND, ROMANIA, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN 29 JUNE AND 02 JULY, 2020. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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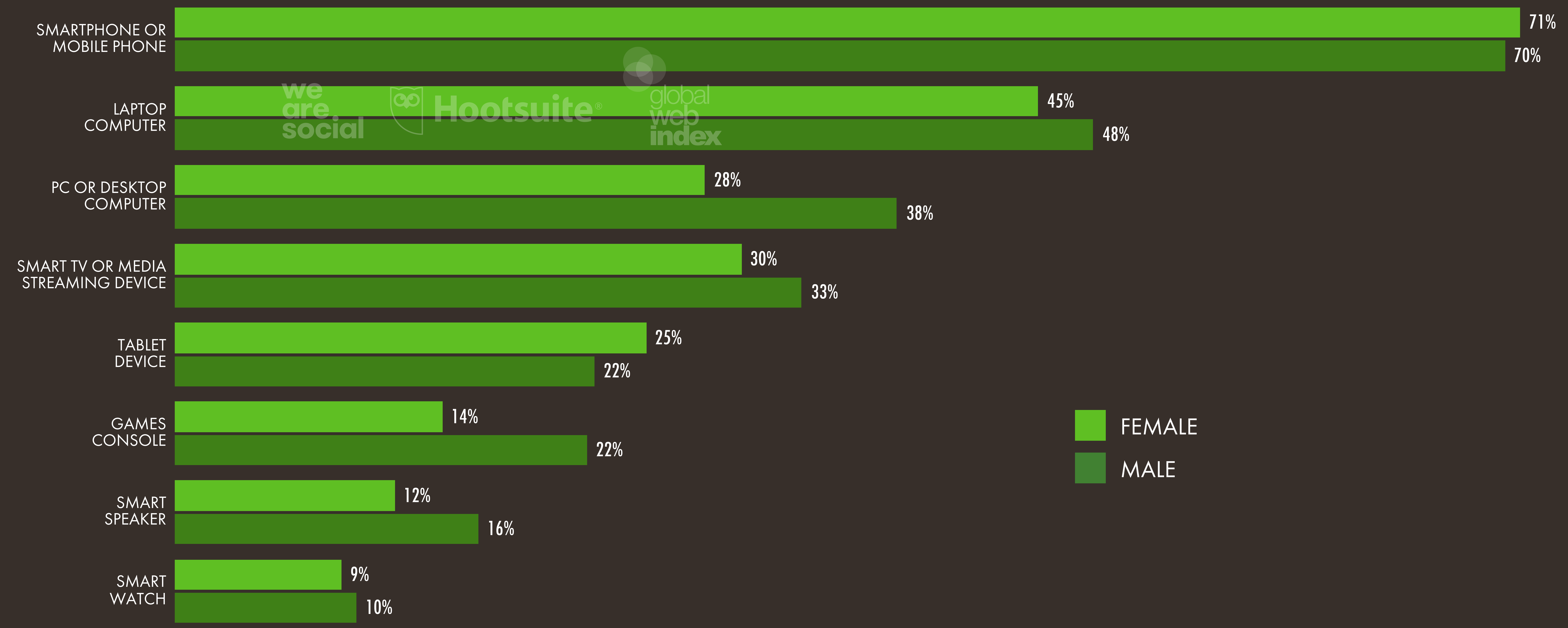

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COVID-19: INCREASE IN ONLINE AND DIGITAL ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 IN SELECT COUNTRIES* WHO REPORT SPENDING MORE TIME ON EACH ACTIVITY DUE TO COVID-19

WATCHING MORE SHOWS & FILMS ON STREAMING SERVICES	54%
SPENDING LONGER USING SOCIAL MEDIA	43%
SPENDING LONGER ON MESSENGER SERVICES	42%
LISTENING TO MORE MUSIC STREAMING SERVICES	37%
SPENDING MORE TIME ON MOBILE APPS	36%
SPENDING MORE TIME PLAYING COMPUTER OR VIDEO GAMES	35%
CREATING AND UPLOADING VIDEOS	16%
LISTENING TO MORE PODCASTS	15%

SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 5, JULY 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BELGIUM, BRAZIL, CHINA, FRANCE, GERMANY, INDIA, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, POLAND, ROMANIA, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN 29 JUNE AND 02 JULY, 2020. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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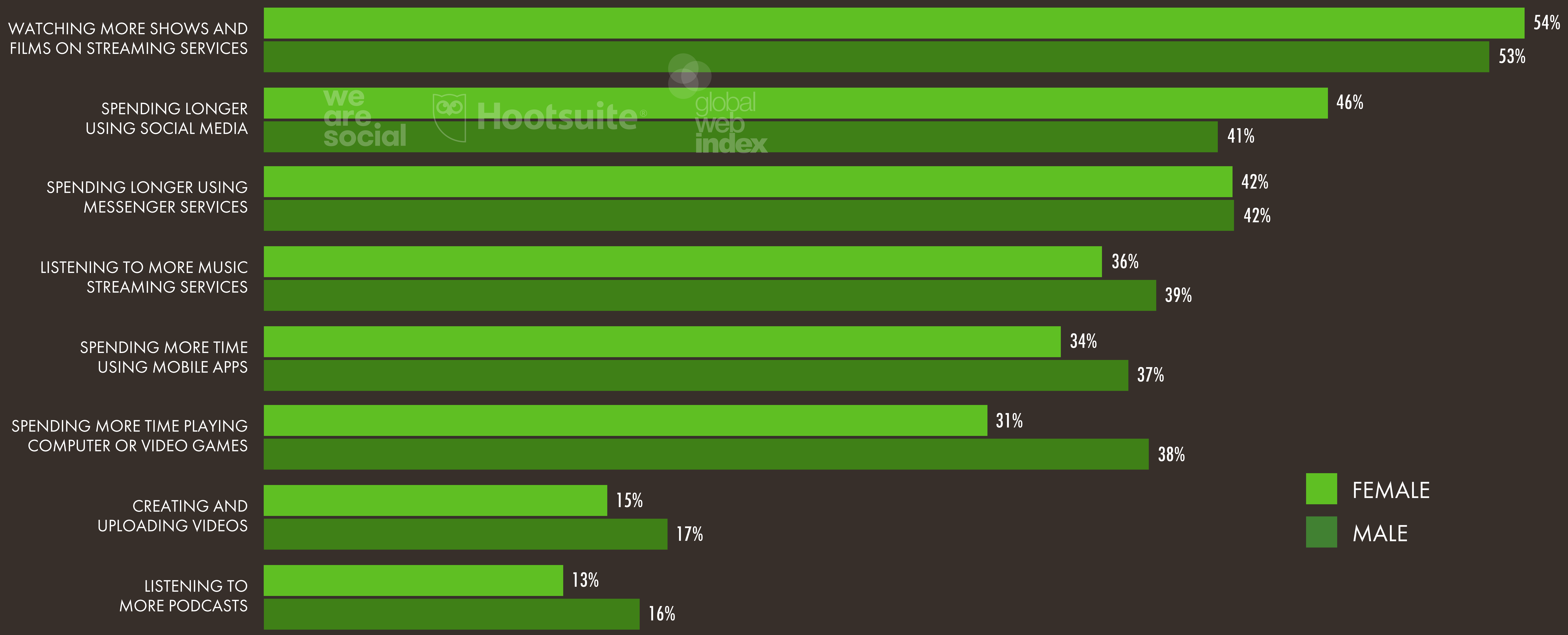

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JUL 2020

COVID-19: PLANS TO CONTINUE WITH NEW BEHAVIOURS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64* WHO EXPECT TO CONTINUE WITH NEW BEHAVIOURS EVEN AFTER THE COVID-19 OUTBREAK ENDS

WATCHING MORE SHOWS & FILMS ON STREAMING SERVICES	23%
SPENDING LONGER USING SOCIAL MEDIA	18%
SPENDING LONGER ON MESSENGER SERVICES	18%
LISTENING TO MORE MUSIC STREAMING SERVICES	17%
SPENDING MORE TIME ON MOBILE APPS	13%
SPENDING MORE TIME PLAYING COMPUTER OR VIDEO GAMES	12%
CREATING AND UPLOADING VIDEOS	7.4%
LISTENING TO MORE PODCASTS	5.7%

SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 5, JULY 2020). *NOTE: FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BELGIUM, BRAZIL, CHINA, FRANCE, GERMANY, INDIA, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, POLAND, ROMANIA, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN 29 JUNE AND 02 JULY, 2020. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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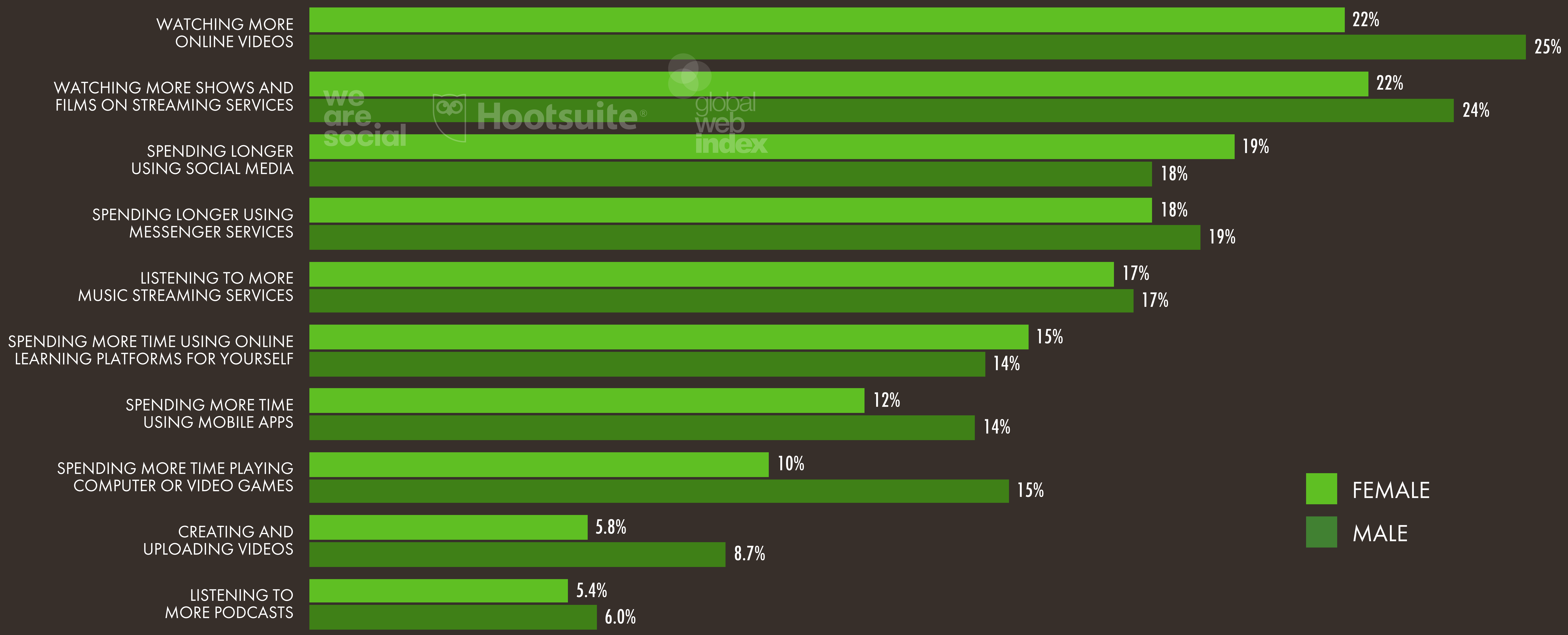

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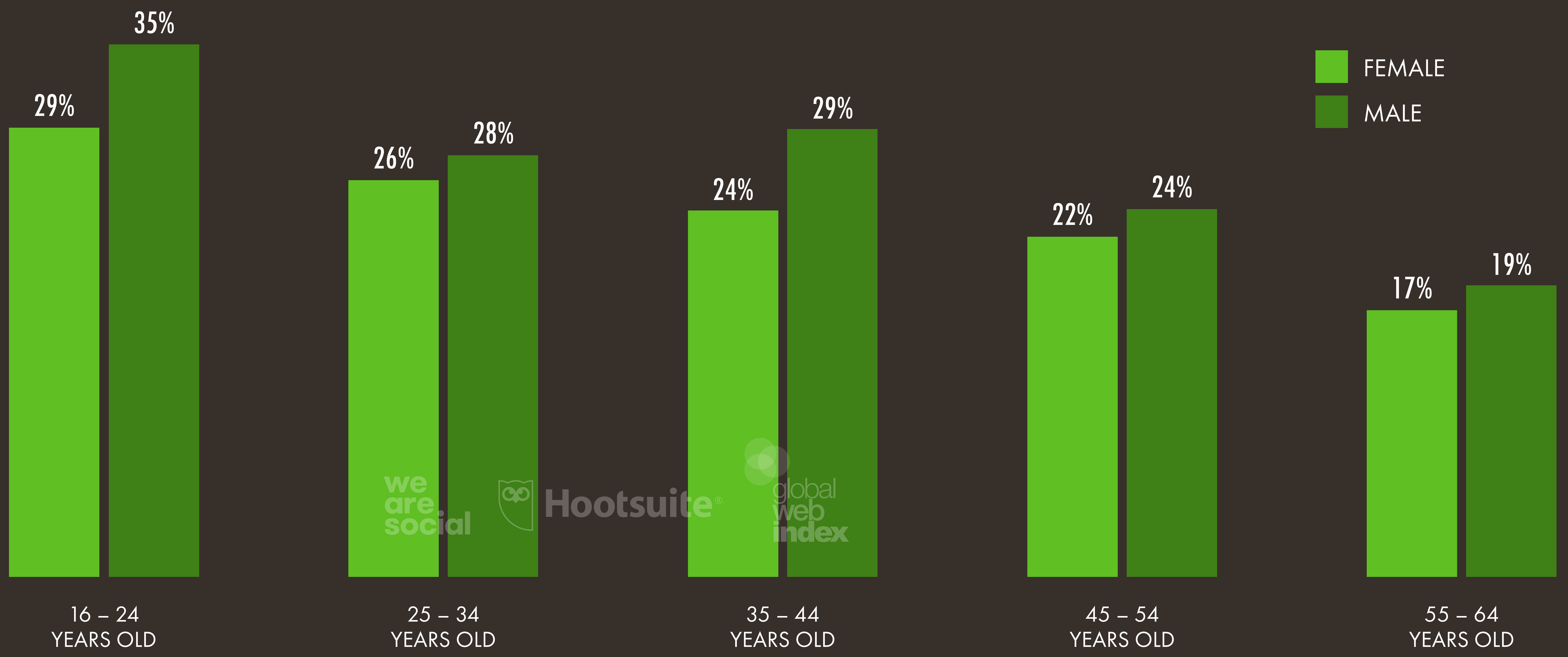
COVID-19: ENDURING PLANS TO WORK FROM HOME

PERCENTAGE OF INTERNET USERS* WHO EXPECT TO WORK FROM HOME MORE FREQUENTLY EVEN AFTER THE COVID-19 OUTBREAK ENDS



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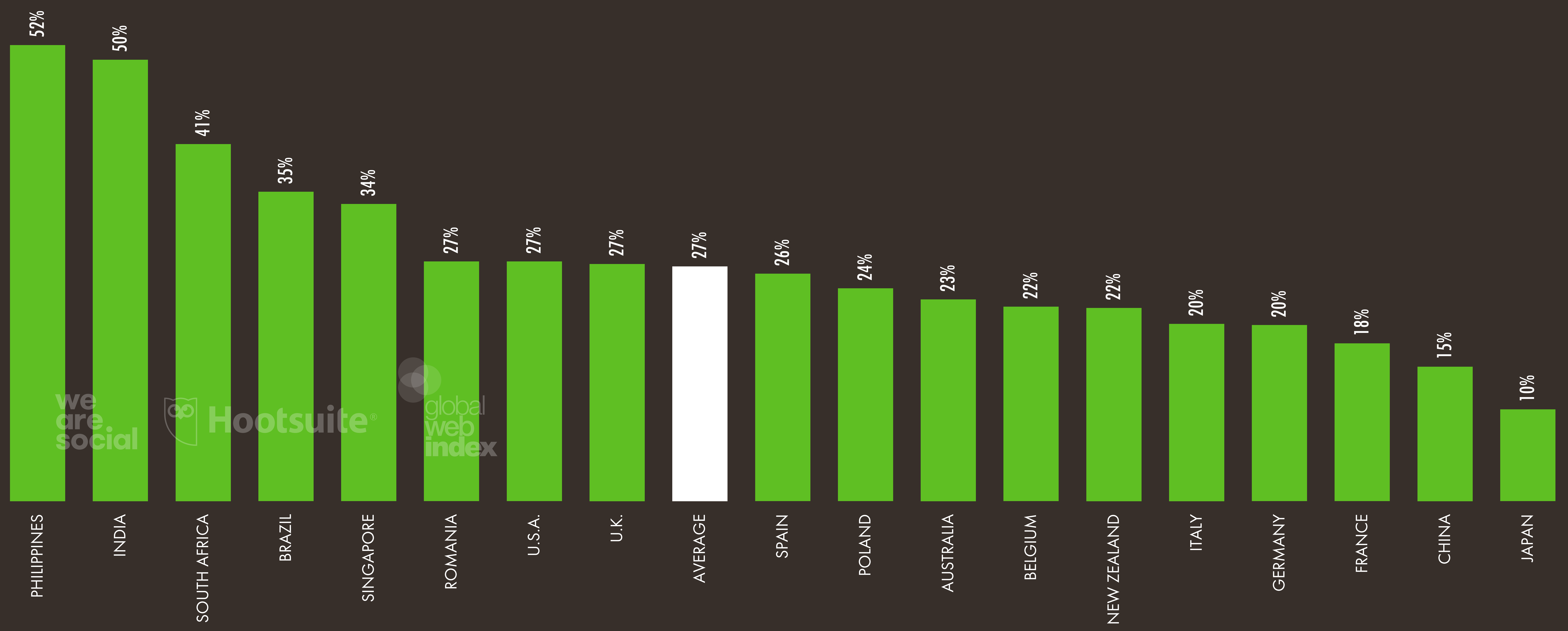

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GLOBAL INTERNET USE

JUL 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
4.57 BILLION	**59%**	**+8.2% +346 MILLION**	**6H 42M**

SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; APJII; CNNIC; UNITED NATIONS (ALL LATEST AVAILABLE DATA IN JULY 2020). TIME SPENT DATA FROM GLOBALWEBINDEX (Q1 2020), BASED ON A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. **◈ COMPARABILITY ADVISORY:** SOURCE CHANGES.

DIFFERENT PERSPECTIVES: GLOBAL INTERNET USERS

GLOBAL INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES, OFFERED FOR REFERENCE AND PERSPECTIVE

GLOBAL INTERNET USERS: ITU DATA*	GLOBAL INTERNET USERS: CIA WORLD FACTBOOK DATA	GLOBAL INTERNET USERS: INTERNETWORLDSTATS DATA	GLOBAL INTERNET USERS: INTERNETLIVESTATS DATA
4.18 BILLION	4.20 BILLION	4.65 BILLION	4.61 BILLION
PENETRATION: 54%	PENETRATION: 54%	PENETRATION: 60%	PENETRATION: 59%

SOURCES: ITU; CIA WORLD FACTBOOK; INTERNETWORLDSTATS; INTERNETLIVESTATS (ALL ACCESSED JULY 2020). ***NOTE:** ITU USER NUMBER BASED ON THE PUBLISHED PENETRATION FIGURE COMPARED TO LATEST POPULATION DATA FROM THE UNITED NATIONS. ◈ **COMPARABILITY ADVISORY:** THE FIGURE THAT WE REPORT FOR INTERNET USERS REFERENCES DATA FROM A VARIETY OF DIFFERENT SOURCES, INCLUDING SOME SOURCES NOT FEATURED ON THIS SLIDE. AS A RESULT, OUR OVERALL FIGURE MAY NOT MATCH ANY OF THE TOTALS REPORTED ON THIS SLIDE.

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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
4.17 BILLION	91%	90%	2.8%	3H 29M

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 JULY 2020). TIME AND SHARE DATA VIA GLOBALWEBINDEX (Q1 2020) ***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.

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SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS IN JUNE 2020

MOBILE PHONES	LAPTOPS & DESKTOPS	TABLET COMPUTERS	OTHER DEVICES
50.1%	47.0%	2.8%	0.08%
JUN 2020 vs. JUN 2019:	JUN 2020 vs. JUN 2019:	JUN 2020 vs. JUN 2019:	JUN 2020 vs. JUN 2019:
-1.1%	+3.4%	-25%	-33%
-55 BPS	+155 BPS	-95 BPS	-4 BPS

SOURCE: STATCOUNTER (ACCESSED JULY 2020). FIGURES REPRESENT EACH DEVICE'S SHARE OF WEB PAGES SERVED TO WEB BROWSERS ONLY. **NOTE:** FIGURES FOR DEVICE SHARE ARE FOR JUNE 2020; ANNUAL CHANGE FIGURES COMPARE MONTHLY SHARE VALUES FOR JUNE 2020 TO JUNE 2019. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). 'BPS' VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE IN SHARE VALUES.

JUL 2020

SHARE OF GLOBAL WEB TRAFFIC BY BROWSER

BASED ON WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE IN JUNE 2020

BROWSER	SHARE	YOY
CHROME	65.5%	+2.8%
SAFARI	17.0%	+12%
FIREFOX	4.3%	-8.4%
SAMSUNG INTERNET	3.3%	-7.1%
UC BROWSER	1.8%	-46%
OPERA	1.9%	-23%
INTERNET EXPLORER	1.4%	-41%
OTHER	5.0%	+1.9%

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

JUL 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
34.67 MBPS	+26%	78.26 MBPS	+32%

SOURCE: OOKLA (JULY 2020). FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS IN JUNE 2020, WITH COMPARISONS TO AVERAGE DOWNLOAD SPEEDS IN JUNE 2019.

JUL 2020

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	110.10	+22%
02	UNITED ARAB EMIRATES	107.53	+87%
03	CHINA	103.67	+210%
04	QATAR	83.83	+40%
05	CANADA	71.61	+13%
06	THE NETHERLANDS	70.98	+18%
07	NORWAY	70.16	+8%
08	AUSTRALIA	70.04	+11%
09	BULGARIA	68.94	+64%
10	SAUDI ARABIA	66.54	+70%

SLOWEST MOBILE INTERNET CONNECTION SPEEDS

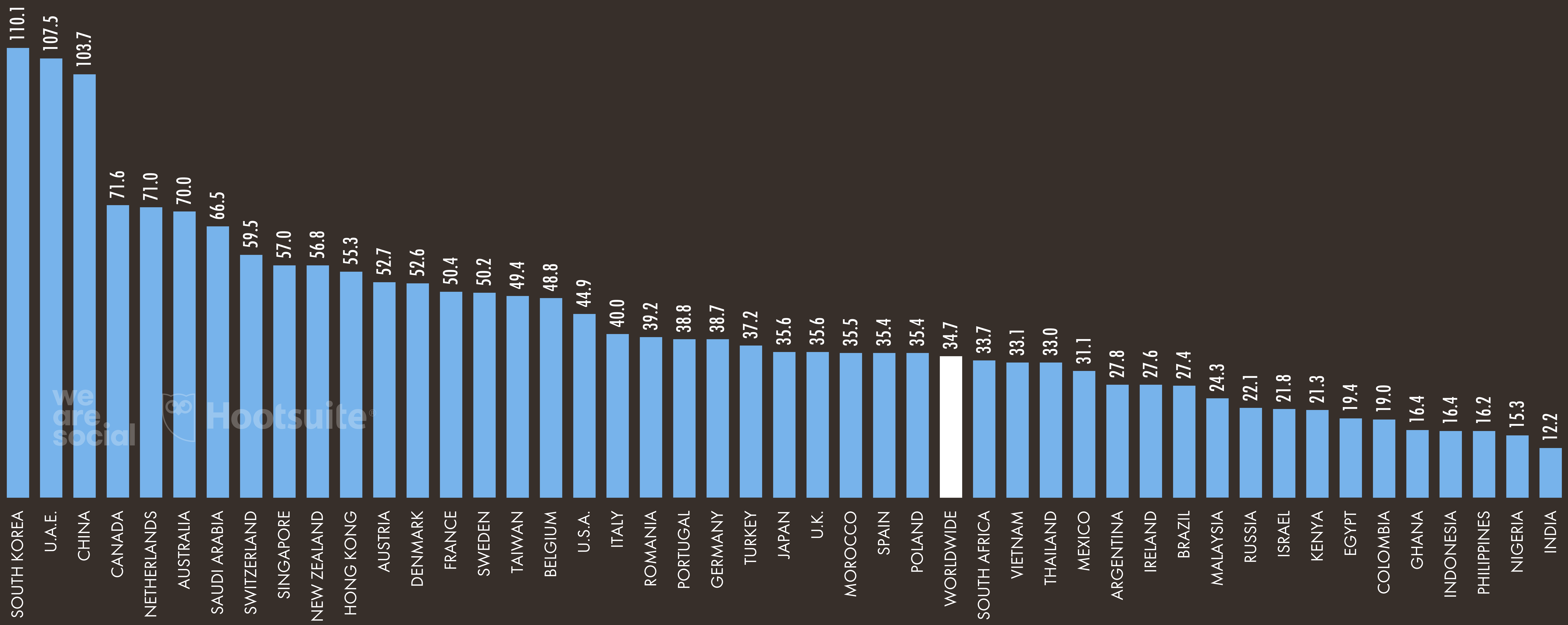
#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
138	AFGHANISTAN	5.52	-29%
137	PALESTINE	7.67	+24%
136	VENEZUELA	7.80	+18%
135	SUDAN	8.45	-29%
134	BANGLADESH	10.53	+10%
133	SOMALIA*	10.58	+16%
132	ALGERIA	11.17	+57%
131	IRAQ	11.51	+109%
130	UZBEKISTAN	11.78	+22%
129	INDIA	12.16	+12%

SOURCE: OOKLA (JULY 2020). ***NOTES:** FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS FOR MOBILE CONNECTIONS IN JUNE 2020, AND COMPARISONS TO AVERAGE DOWNLOAD SPEEDS FOR MOBILE CONNECTIONS IN JUNE 2019, EXCEPT FOR SOMALIA, WHERE COMPARISON IS TO VALUES FOR JULY 2019. DATA ARE NOT AVAILABLE FOR ALL COUNTRIES AND TERRITORIES, AND RANKINGS ONLY INCLUDE THOSE COUNTRIES AND TERRITORIES FOR WHICH DATA ARE AVAILABLE IN JULY 2020.

JUL 2020

MOBILE INTERNET CONNECTION SPEEDS

AVERAGE MOBILE INTERNET CONNECTION SPEED, IN MBPS



SOURCE: OOKLA SPEEDTEST (JULY 2020). **NOTE:** FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS FOR JUNE 2020.

JUL 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	208.16	+3%
02	HONG KONG	192.09	+11%
03	THAILAND	171.36	+116%
04	SWITZERLAND	164.32	+40%
05	ROMANIA	163.54	+27%
06	ANDORRA	161.59	+26%
07	SOUTH KOREA	158.79	+10%
08	LIECHTENSTEIN	155.92	+37%
09	MONACO	153.78	+25%
10	MACAU	151.33	+37%

SLOWEST FIXED INTERNET CONNECTION SPEEDS

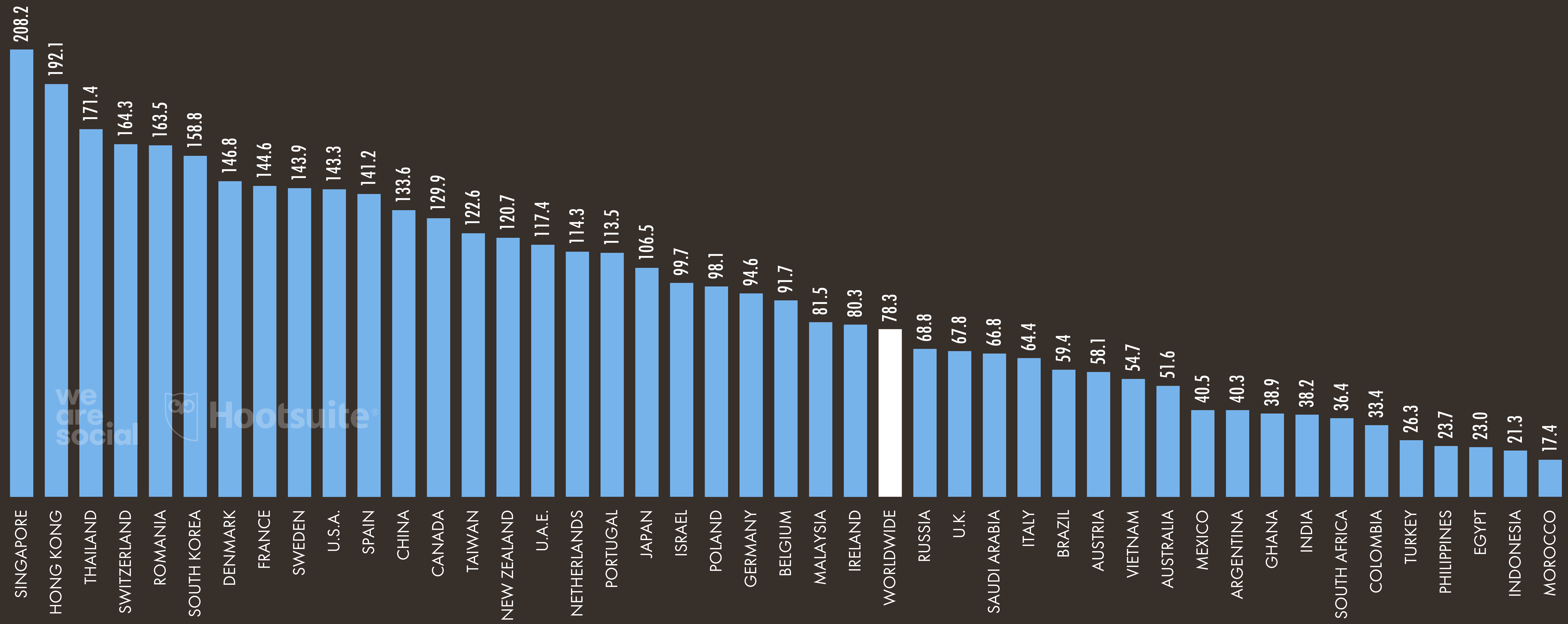
#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
174	VENEZUELA	3.50	-10%
173	TURKMENISTAN	3.69	+72%
172	ALGERIA	3.86	-12%
171	YEMEN	3.96	+26%
170	CUBA	4.17	-54%
169	SUDAN	4.84	0%
168	DEM. REP. OF THE CONGO	5.71	-45%
167	MAURITANIA	6.22	+79%
166	AFGHANISTAN	7.38	-4%
165	THE GAMBIA	7.56	-23%

SOURCE: OOKLA (JULY 2020). ***NOTES:** FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS IN JUNE 2020, AND COMPARISONS TO AVERAGE DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS IN JUNE 2019. DATA ARE NOT AVAILABLE FOR ALL COUNTRIES AND TERRITORIES, AND RANKINGS ONLY INCLUDE THOSE COUNTRIES AND TERRITORIES FOR WHICH DATA ARE AVAILABLE IN JULY 2020.

JUL 2020

FIXED INTERNET CONNECTION SPEEDS

AVERAGE FIXED INTERNET CONNECTION SPEED, IN MBPS



SOURCE: OOKLA SPEEDTEST (JULY 2020). **NOTE:** FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS FOR JUNE 2020.

JUL 2020

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	11M 14S	8.6
02	YOUTUBE.COM	21M 55S	9.1
03	FACEBOOK.COM	10M 56S	9.1
04	BAIDU.COM	8M 41S	8.4
05	TWITTER.COM	11M 14S	12.2
06	WIKIPEDIA.ORG	3M 59S	3.0
07	INSTAGRAM.COM	8M 06S	12.8
08	YAHOO.COM	7M 48S	6.9
09	YANDEX.RU	10M 45S	8.8
10	PORNHUB.COM	9M 51S	7.5

#	WEBSITE	TIME / VISIT	PAGES / VISIT
11	XVIDEOS.COM	12M 16S	9.3
12	NETFLIX.COM	10M 37S	4.2
13	AMAZON.COM	7M 24S	9.1
14	XNXX.COM	14M 43S	11.5
15	WHATSAPP.COM	2M 49S	1.8
16	LIVE.COM	7M 51S	8.3
17	YAHOO.CO.JP	10M 36S	7.0
18	VK.COM	18M 22S	20.9
19	NAVER.COM	17M 48S	11.6
20	REDDIT.COM	10M 23S	8.3

SOURCE: SIMILARWEB (JULY 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.

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	14M 15S	15.74
02	YOUTUBE.COM	14M 14S	8.00
03	TMALL.COM	6M 54S	2.94
04	BAIDU.COM	8M 52S	4.48
05	QQ.COM	3M 42S	4.02
06	FACEBOOK.COM	18M 48S	8.26
07	SOHU.COM	3M 44S	4.70
08	LOGIN.TMALL.COM	5M 05S	1.00
09	TAOBAO.COM	4M 34S	3.59
10	YAHOO.COM	4M 39S	4.43

#	WEBSITE	TIME / DAY	PAGES / DAY
11	360.CN	3M 16S	4.03
12	JD.COM	3M 32S	4.47
13	AMAZON.COM	9M 27S	8.56
14	WIKIPEDIA.ORG	4M 01S	3.03
15	PAGES.TMALL.COM	1M 16S	1.49
16	SINA.COM.CN	2M 55S	3.55
17	WEIBO.COM	3M 03S	3.69
18	LIVE.COM	5M 03S	5.22
19	REDDIT.COM	5M 45S	4.43
20	ZOOM.US	7M 54S	3.61

SOURCE: ALEXA (JULY 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.

JUL 2020

TOP GOOGLE SEARCH QUERIES IN Q2 2020

BASED ON WORLDWIDE GOOGLE SEARCHES BETWEEN 01 APRIL AND 30 JUNE 2020

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	GOOGLE	100
02	FACEBOOK	86
03	CORONAVIRUS	80
04	YOUTUBE	78
05	NEWS	48
06	WEATHER	46
07	AMAZON	38
08	CORONA	31
09	TRANSLATE	31
10	INSTAGRAM	30

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	GMAIL	28
12	WHATSAPP	26
13	VIDEOS	25
14	WEB	25
15	TRADUCTOR	21
16	MP3	19
17	TWITTER	19
18	NETFLIX	19
19	HOTMAIL	18
20	YAHOO	17

SOURCE: GOOGLE TRENDS (ACCESSED JULY 2020); KEPIOS ANALYSIS. **NOTES:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" 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).

JUL 2020

LATEST TRENDS: TOP GOOGLE QUERIES IN JUNE 2020

GOOGLE SEARCH QUERIES WITH THE HIGHEST VOLUMES, BASED ON WORLDWIDE GOOGLE SEARCHES BETWEEN 01 JUNE AND 30 JUNE 2020

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	GOOGLE	100
02	FACEBOOK	98
03	YOUTUBE	83
04	YOU	71
05	WEATHER	58
06	NEWS	51
07	AMAZON	41
08	CORONAVIRUS	38
09	TRANSLATE	34
10	INSTAGRAM	33

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	WHATSAPP	30
12	GMAIL	30
13	MAIL	23
14	TRADUCTOR	22
15	CLIMA	22
16	TWITTER	21
17	HOTMAIL	20
18	ПОГОДА	19
19	METEO	19
20	WHATSAPP WEB	18

SOURCE: GOOGLE TRENDS (ACCESSED JULY 2020); KEPIOS ANALYSIS. **NOTES:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" 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).

LATEST TRENDS: RISING GOOGLE QUERIES IN JUNE 2020

POPULAR GOOGLE SEARCH QUERIES WITH THE GREATEST INCREASE IN SEARCH VOLUMES BETWEEN 01 JUNE AND 30 JUNE 2020

#	SEARCH QUERY	VOLUME GROWTH
01	SUSHANT SINGH RAJPUT	+3,750%
02	LOCAL GUIDE PROGRAM	+1,350%
03	BIENESTAR AZTECA	+800%
04	LOTTERY SAMBAD	+650%
05	LA LIGA	+500%
06	FATHERS DAY	+400%
07	PREMIER LEAGUE	+300%
08	PS5	+250%
09	TIEMPO DE MAÑANA	+200%
10	METEO DI DOMANI	+180%

#	SEARCH QUERY	VOLUME GROWTH
11	WETTER MORGEN	+180%
12	TIEMPO MAÑANA	+180%
13	BUIENRADAR	+170%
14	WEATHER TOMORROW	+170%
15	MÉTÉO DEMAIN	+170%
16	LIVESCORE	+170%
17	VNEDU	+160%
18	CLIMA PARA AMANHÃ	+150%
19	BREONNA TAYLOR	+150%
20	WHEN IS FATHERS DAY	+150%

SOURCE: GOOGLE TRENDS (ACCESSED JULY 2020); KEPIOS ANALYSIS. **NOTES:** THE "VOLUME GROWTH" COLUMN SHOWS THE INCREASE IN THE NUMBER OF GOOGLE SEARCHES CONTAINING EACH QUERY DURING JUNE 2020, COMPARED TO THE EQUIVALENT GOOGLE SEARCH VOLUMES DURING MAY 2020.

JUL 2020

ONLINE CONTENT ACTIVITIES

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

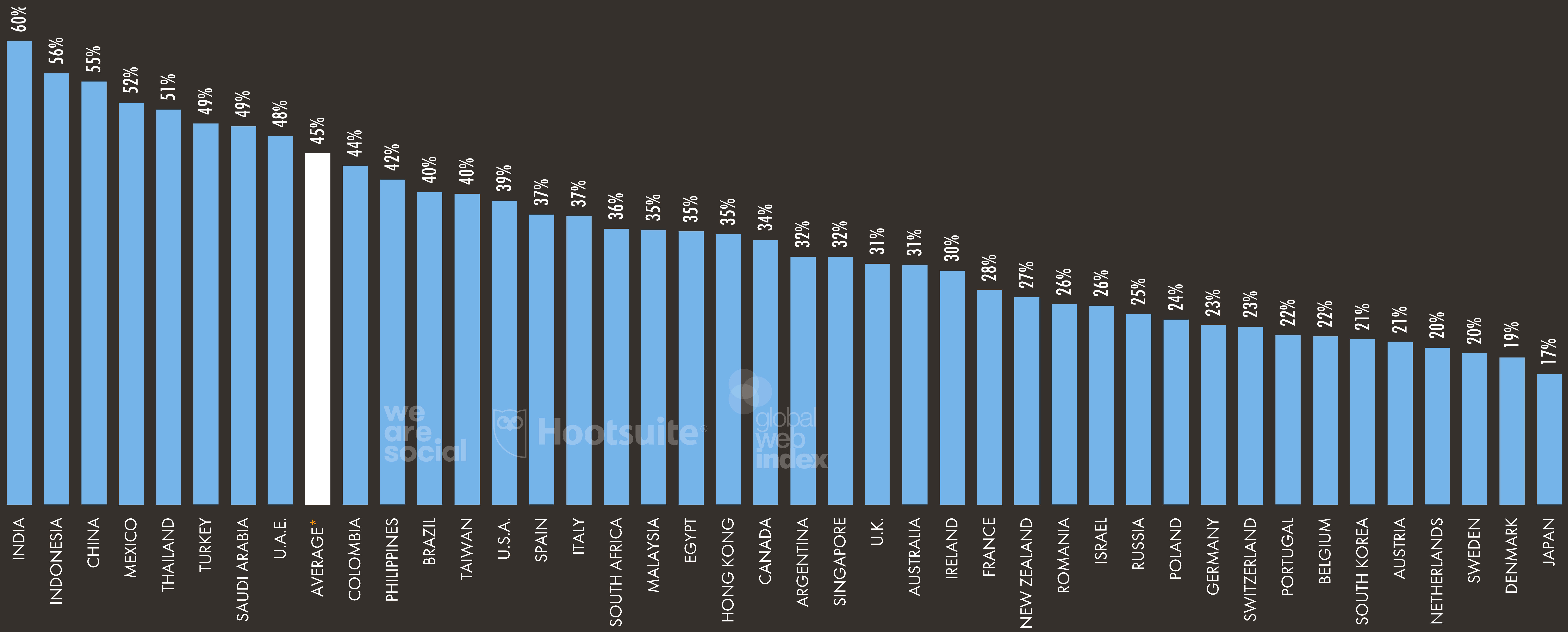
WATCH ONLINE VIDEOS	WATCH VLOGS	LISTEN TO MUSIC STREAMING SERVICES	LISTEN TO ONLINE RADIO STATIONS	LISTEN TO PODCASTS
90%	52%	72%	48%	42%

SOURCE: GLOBALWEBINDEX (Q1 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JUL 2020

USE OF VOICE SEARCH AND VOICE COMMANDS

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

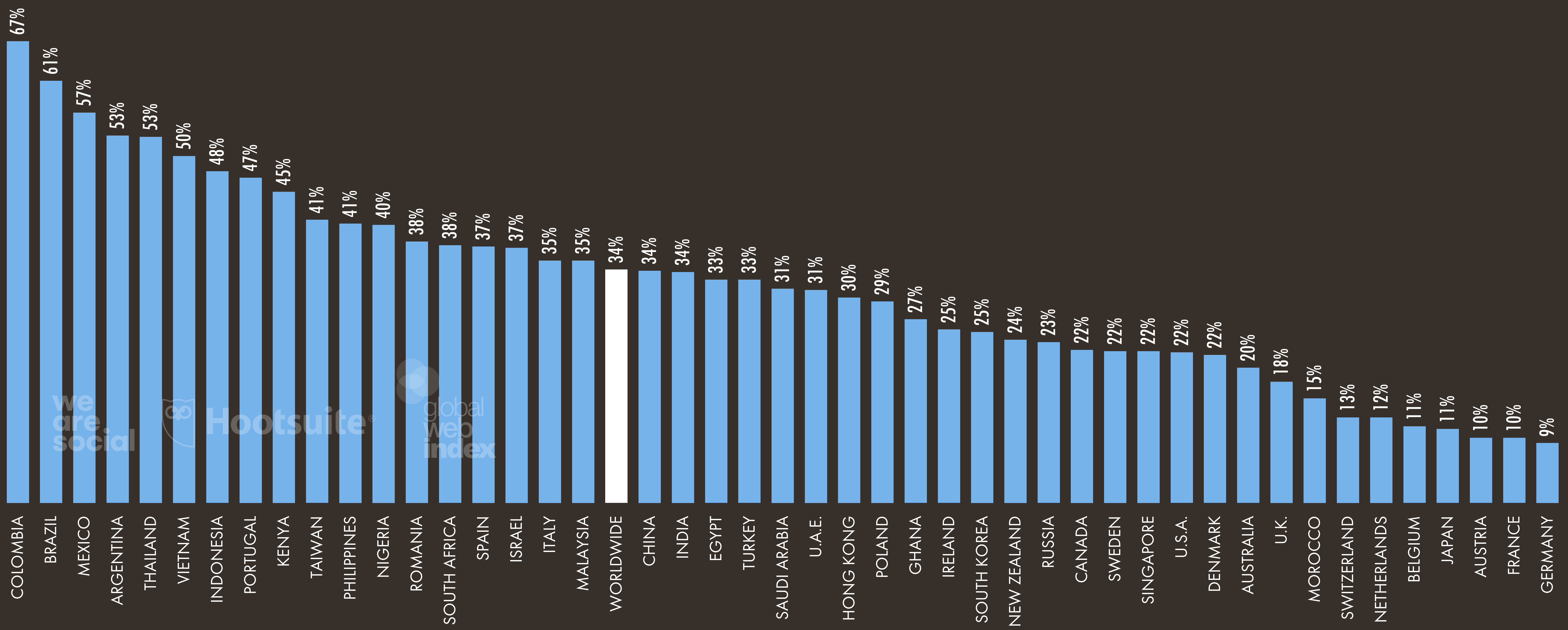


SOURCE: GLOBALWEBINDEX (Q1 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***ADVISORY:** DUE TO A TECHNICAL ISSUE, DATA FOR VIETNAM ARE NOT AVAILABLE FOR THIS DATA POINT FOR THIS PERIOD. AS A RESULT, THE FIGURE FOR THE GLOBAL AVERAGE CITED ABOVE IS NOT DIRECTLY COMPARABLE TO THE AVERAGES PUBLISHED IN OUR PREVIOUS REPORTS.

JUL
2020

USE OF IMAGE RECOGNITION TOOLS ON MOBILE

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

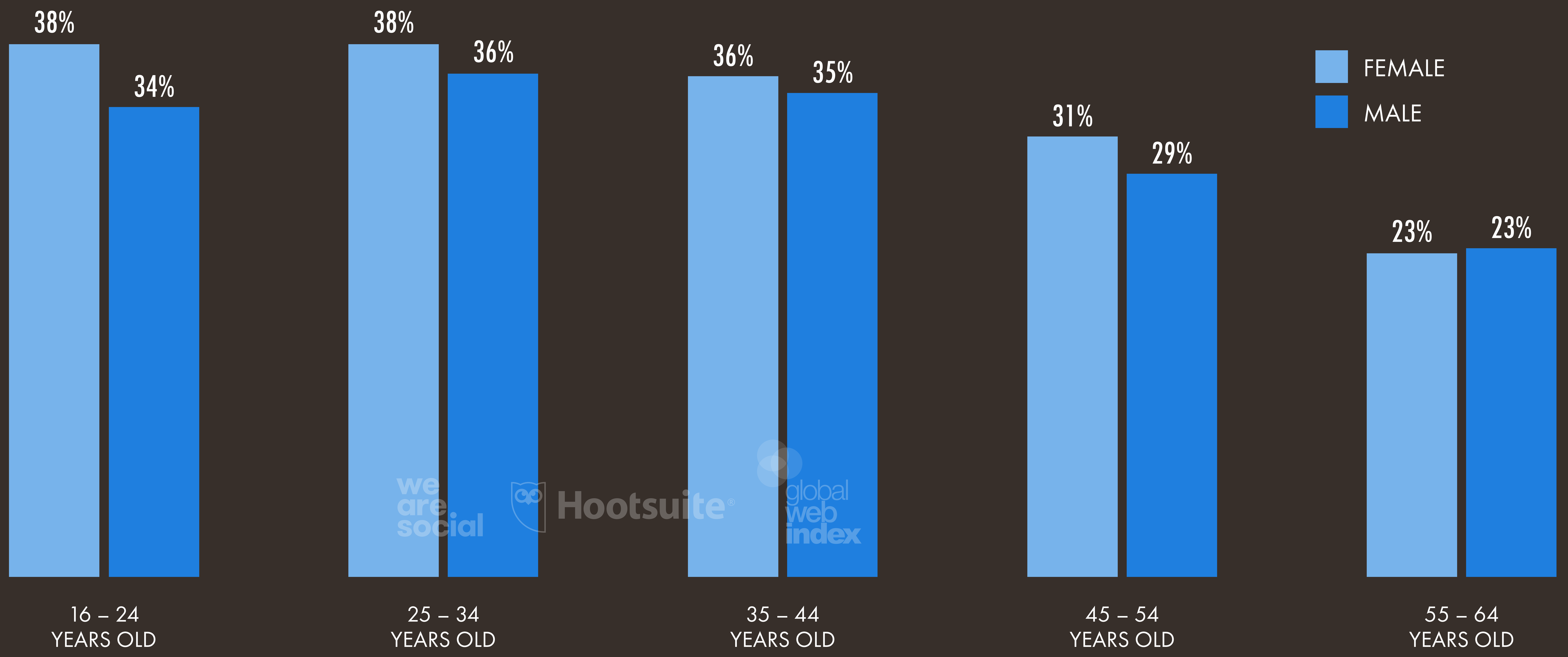


SOURCE: GLOBALWEBINDEX (Q1 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***ADVISORY:** THE WORDING OF THE SURVEY QUESTION THAT INFORMS THIS CHART IS NOT THE SAME AS THE WORDING OF A QUESTION THAT INFORMED A CHART THAT WE INCLUDED IN PREVIOUS REPORTS ABOUT THE USE OF IMAGE SEARCH FUNCTIONALITY. AS A RESULT, VALUES SHOWN HERE ARE NOT COMPARABLE TO VALUES SHOWN IN CHARTS IN PREVIOUS REPORTS.

JUL 2020

USE OF IMAGE RECOGNITION TOOLS ON MOBILE

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



SOURCE: GLOBALWEBINDEX (Q1 2020). 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 GLOBAL INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE

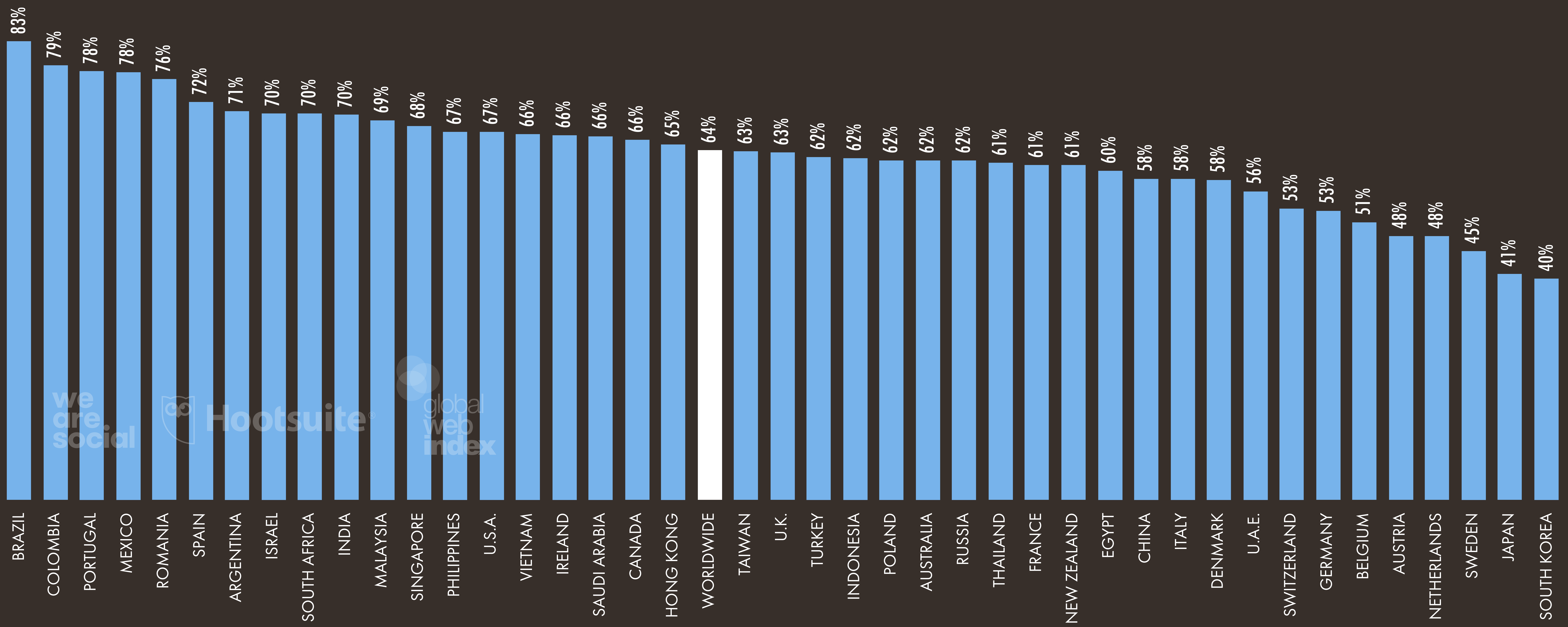
ANY DEVICE	SMART PHONE	PC (LAPTOP OR DESKTOP)	GAMES CONSOLE	TABLET DEVICE
84%	72%	41%	27%	19%

SOURCE: GLOBALWEBINDEX (Q1 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JUL 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

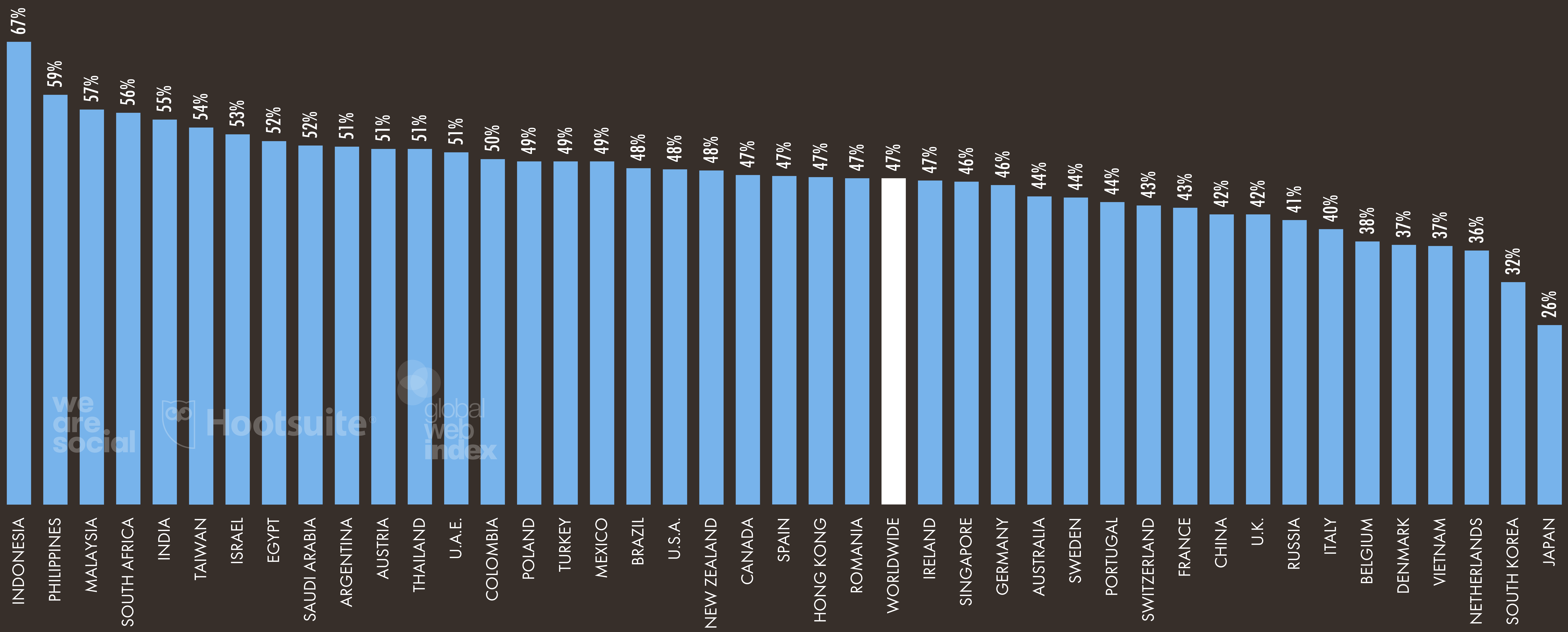


SOURCE: GLOBALWEBINDEX (Q1 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JUL 2020

USE OF AD BLOCKERS

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



SOURCE: GLOBALWEBINDEX (Q1 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

SPECIAL FOCUS: DIGITAL NEWS

JUL 2020

MEDIA CHANNELS USED FOR NEWS

PERCENTAGE OF WORLDWIDE SURVEY RESPONDENTS* WHO SAY THEY USE EACH MEDIUM TO ACCESS NEWS CONTENT

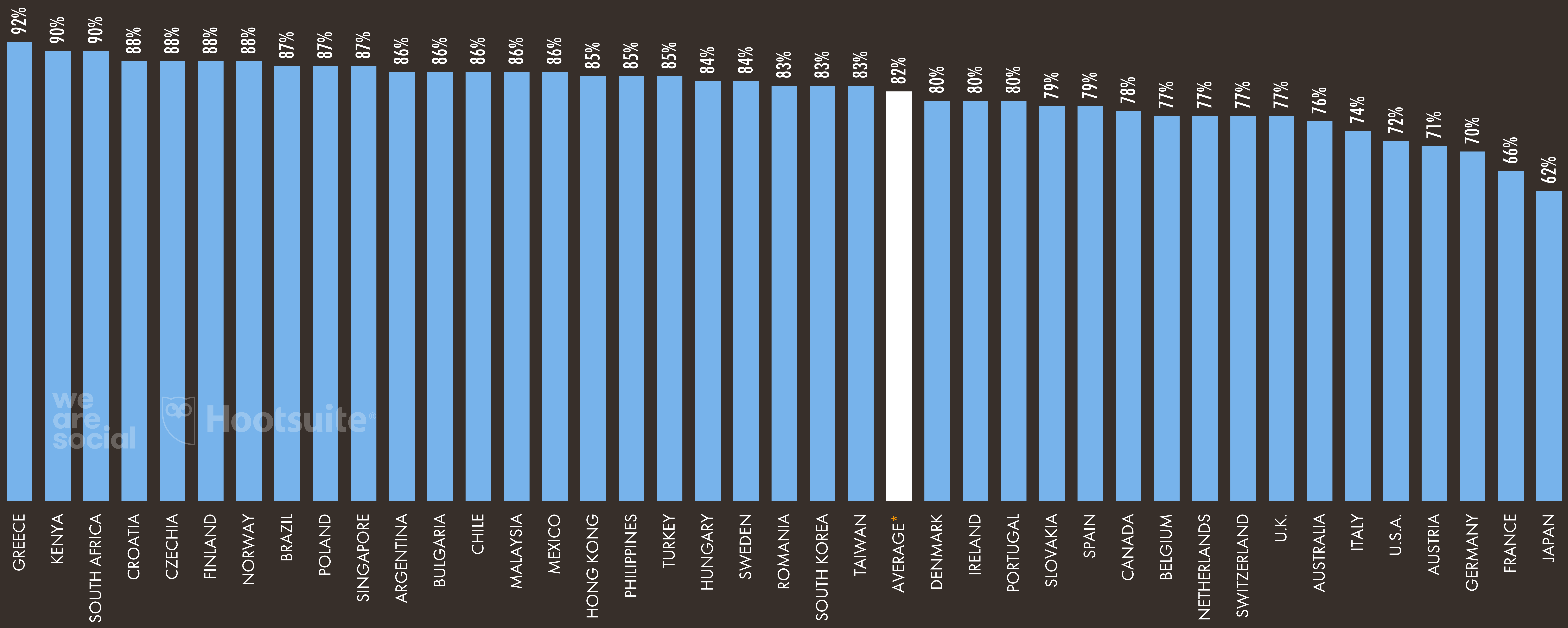
ONLINE MEDIA (INC. SOCIAL MEDIA)	TELEVISION (BROADCAST & CABLE)	SOCIAL MEDIA (INC. MESSENGERS)	PRINT MEDIA	BROADCAST RADIO
82%	65%	55%	28%	30%
FEMALE: 81%	FEMALE: 66%	FEMALE: 57%	FEMALE: 26%	FEMALE: 27%
MALE: 82%	MALE: 65%	MALE: 53%	MALE: 31%	MALE: 32%

SOURCE: REUTERS INSTITUTE DIGITAL NEWS REPORT 2020. VISIT HTTP://WWW.DIGITALNEWSREPORT.ORG/ TO READ THE FULL REPORT AND ANALYSIS. ***NOTE:** ONLINE SURVEY OF PEOPLE AGED 18 AND ABOVE IN 40 COUNTRIES AROUND THE WORLD (NOT INCLUDING CHINA) WHO HAVE CONSUMED NEWS CONTENT IN THE PAST MONTH. **ADVISORY:** FIGURES REPRESENT THE BASIC AVERAGE (MEAN) ACROSS ALL SURVEY RESPONDENTS, AND HAVE NOT BEEN WEIGHTED TO REFLECT THE TOTAL POPULATION OR NUMBER OF INTERNET USERS IN EACH COUNTRY.

JUL 2020

ONLINE NEWS CONSUMPTION

PERCENTAGE OF SURVEY RESPONDENTS* WHO SAY THEY USE DIGITAL MEDIA (INCLUDING SOCIAL MEDIA) TO ACCESS NEWS CONTENT

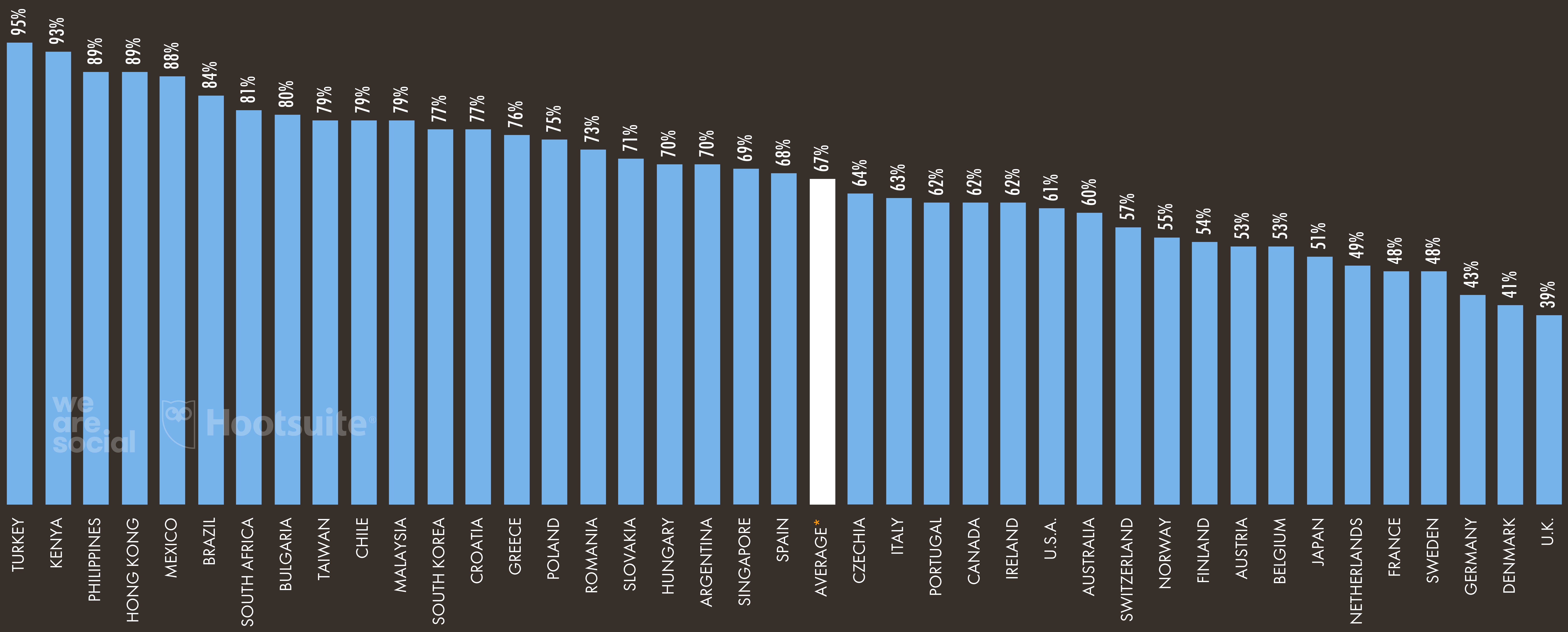


SOURCE: REUTERS INSTITUTE DIGITAL NEWS REPORT 2020. VISIT HTTP://WWW.DIGITALNEWSREPORT.ORG/ TO READ THE FULL REPORT AND ANALYSIS. ***NOTE:** ONLINE SURVEY OF PEOPLE AGED 18 AND ABOVE WHO HAVE CONSUMED NEWS CONTENT IN THE PAST MONTH. ***ADVISORY:** THE AVERAGE FIGURE SHOWN HERE IS THE BASIC MEAN ACROSS ALL SURVEY RESPONDENTS, AND HAS NOT BEEN WEIGHTED TO REFLECT THE TOTAL POPULATION OR NUMBER OF INTERNET USERS IN EACH COUNTRY.

JUL 2020

ONLINE NEWS CONSUMPTION: VIDEO NEWS

PERCENTAGE OF ONLINE NEWS CONSUMERS WHO SAY THEY ACCESSED ONLINE NEWS VIDEO IN THE PAST WEEK

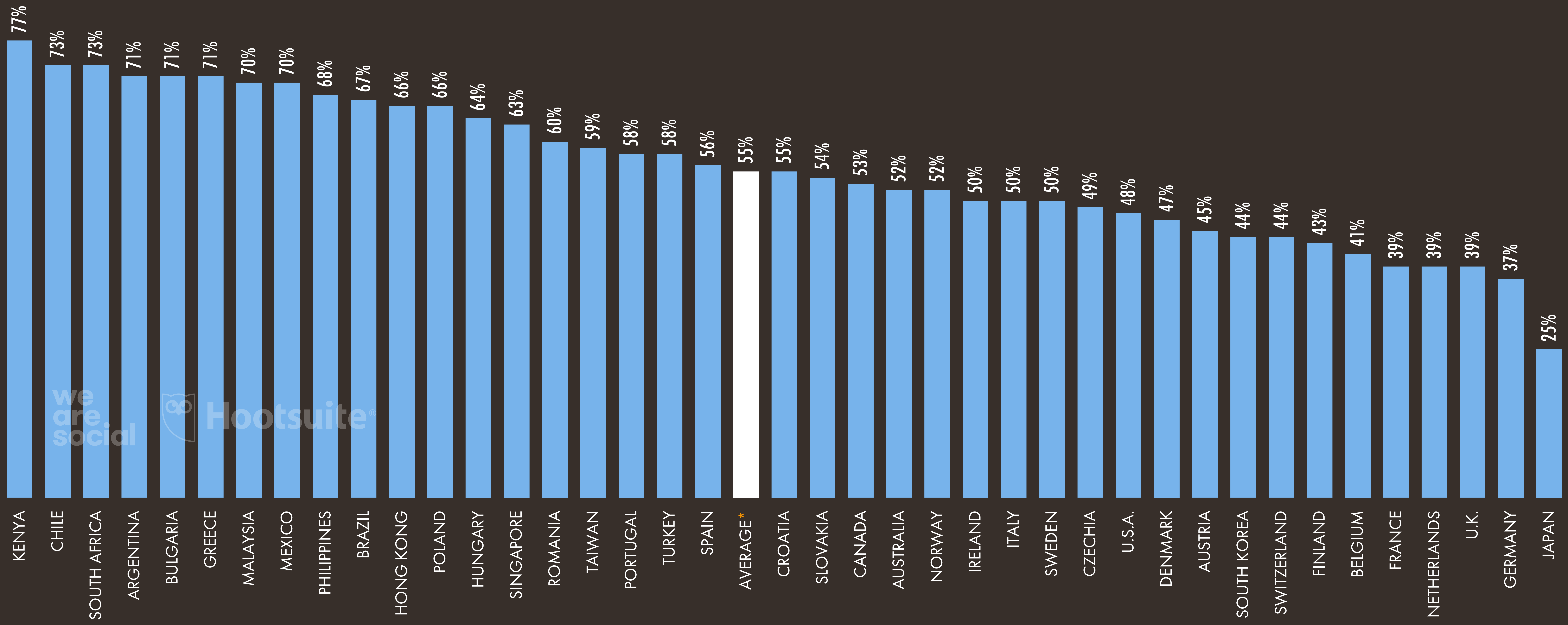


SOURCE: REUTERS INSTITUTE DIGITAL NEWS REPORT 2020. VISIT HTTP://WWW.DIGITALNEWSREPORT.ORG/ TO READ THE FULL REPORT AND ANALYSIS. **NOTE:** ONLINE SURVEY OF PEOPLE AGED 18 AND ABOVE WHO HAVE CONSUMED NEWS CONTENT IN THE PAST MONTH. ***ADVISORY:** THE AVERAGE FIGURE SHOWN HERE IS THE BASIC MEAN ACROSS ALL RESPONDENTS WHO SAY THAT THEY CONSUME ONLINE NEWS, AND HAS NOT BEEN WEIGHTED TO REFLECT THE TOTAL POPULATION OR NUMBER OF INTERNET USERS IN EACH COUNTRY.

JUL 2020

USE OF SOCIAL MEDIA AS A SOURCE OF NEWS

PERCENTAGE OF SURVEY RESPONDENTS* WHO SAY THEY USE SOCIAL MEDIA TO ACCESS NEWS CONTENT



SOURCE: REUTERS INSTITUTE DIGITAL NEWS REPORT 2020. VISIT HTTP://WWW.DIGITALNEWSREPORT.ORG/ TO READ THE FULL REPORT AND ANALYSIS. *NOTE: ONLINE SURVEY OF PEOPLE AGED 18 AND ABOVE WHO HAVE CONSUMED NEWS CONTENT IN THE PAST MONTH. *ADVISORY: THE AVERAGE FIGURE SHOWN HERE IS THE BASIC MEAN ACROSS ALL RESPONDENTS WHO SAY THAT THEY CONSUME ONLINE NEWS, AND HAS NOT BEEN WEIGHTED TO REFLECT THE TOTAL POPULATION OR NUMBER OF INTERNET USERS IN EACH COUNTRY.

JUL 2020

USE OF SOCIAL MEDIA AS A SOURCE OF NEWS

PERCENTAGE OF WORLDWIDE SURVEY RESPONDENTS IN EACH AGE GROUP* WHO SAY THEY USE SOCIAL MEDIA TO ACCESS NEWS CONTENT

PERCENTAGE OF TOTAL SURVEY RESPONDENTS WHO USE SOCIAL MEDIA AS A SOURCE OF NEWS: 18 TO 24 YEARS OLD	PERCENTAGE OF TOTAL SURVEY RESPONDENTS WHO USE SOCIAL MEDIA AS A SOURCE OF NEWS: 25 TO 34 YEARS OLD	PERCENTAGE OF TOTAL SURVEY RESPONDENTS WHO USE SOCIAL MEDIA AS A SOURCE OF NEWS: 35 TO 44 YEARS OLD	PERCENTAGE OF TOTAL SURVEY RESPONDENTS WHO USE SOCIAL MEDIA AS A SOURCE OF NEWS: 45 TO 54 YEARS OLD	PERCENTAGE OF TOTAL SURVEY RESPONDENTS WHO USE SOCIAL MEDIA AS A SOURCE OF NEWS: 55 YEARS OLD AND ABOVE
18-24	25-34	35-44	45-54	55+
67%	63%	59%	53%	47%

SOURCE: REUTERS INSTITUTE DIGITAL NEWS REPORT 2020. VISIT HTTP://WWW.DIGITALNEWSREPORT.ORG/ TO READ THE FULL REPORT AND ANALYSIS. ***NOTE:** ONLINE SURVEY OF PEOPLE AGED 18 AND ABOVE IN 40 COUNTRIES AROUND THE WORLD (NOT INCLUDING CHINA) WHO HAVE CONSUMED NEWS CONTENT IN THE PAST MONTH. **ADVISORY:** FIGURES REPRESENT THE BASIC AVERAGE (MEAN) ACROSS ALL SURVEY RESPONDENTS, AND HAVE NOT BEEN WEIGHTED TO REFLECT THE TOTAL POPULATION OR NUMBER OF INTERNET USERS IN EACH COUNTRY.

JUL 2020

USE OF SOCIAL PLATFORMS AS SOURCES OF NEWS

PERCENTAGE OF WORLDWIDE SURVEY RESPONDENTS* WHO SAY THEY USE EACH SOCIAL PLATFORM TO DISCOVER AND ACCESS NEWS CONTENT

FACEBOOK	YOUTUBE	WHATSAPP	INSTAGRAM	FACEBOOK MESSENGER
46%	27%	20%	13%	12%

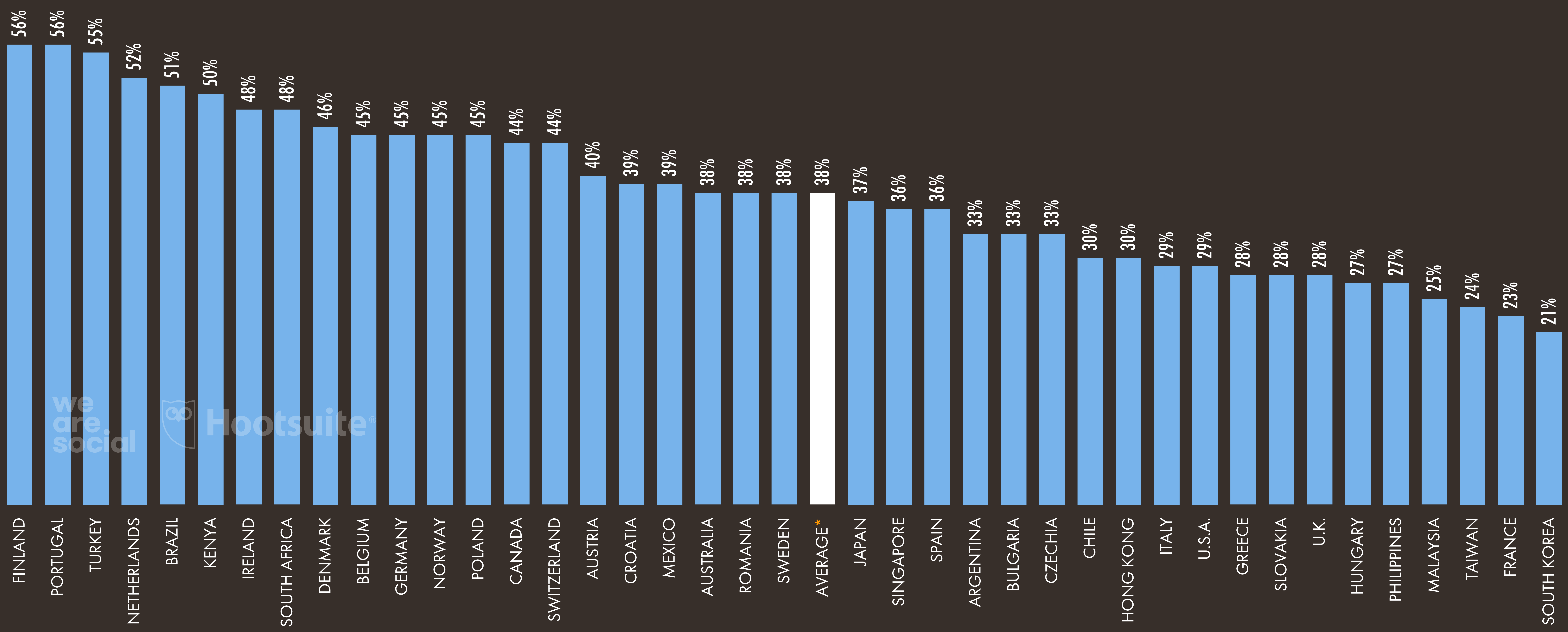
TWITTER	LINKEDIN	SNAPCHAT	LINE	VIBER
11%	4%	3%	2%	2%

SOURCE: REUTERS INSTITUTE DIGITAL NEWS REPORT 2020. VISIT HTTP://WWW.DIGITALNEWSREPORT.ORG/ TO READ THE FULL REPORT AND ANALYSIS. ***NOTE:** ONLINE SURVEY OF PEOPLE AGED 18 AND ABOVE IN 40 COUNTRIES AROUND THE WORLD (NOT INCLUDING CHINA) WHO HAVE CONSUMED NEWS CONTENT IN THE PAST MONTH. **ADVISORY:** FIGURES REPRESENT THE BASIC AVERAGE (MEAN) ACROSS ALL SURVEY RESPONDENTS, AND HAVE NOT BEEN WEIGHTED TO REFLECT THE TOTAL POPULATION OR NUMBER OF INTERNET USERS IN EACH COUNTRY.

JUL 2020

OVERALL TRUST IN NEWS MEDIA

PERCENTAGE OF SURVEY RESPONDENTS* WHO SAY THAT THEY CAN TRUST MOST NEWS MOST OF THE TIME (REGARDLESS OF MEDIUM OR CHANNEL)

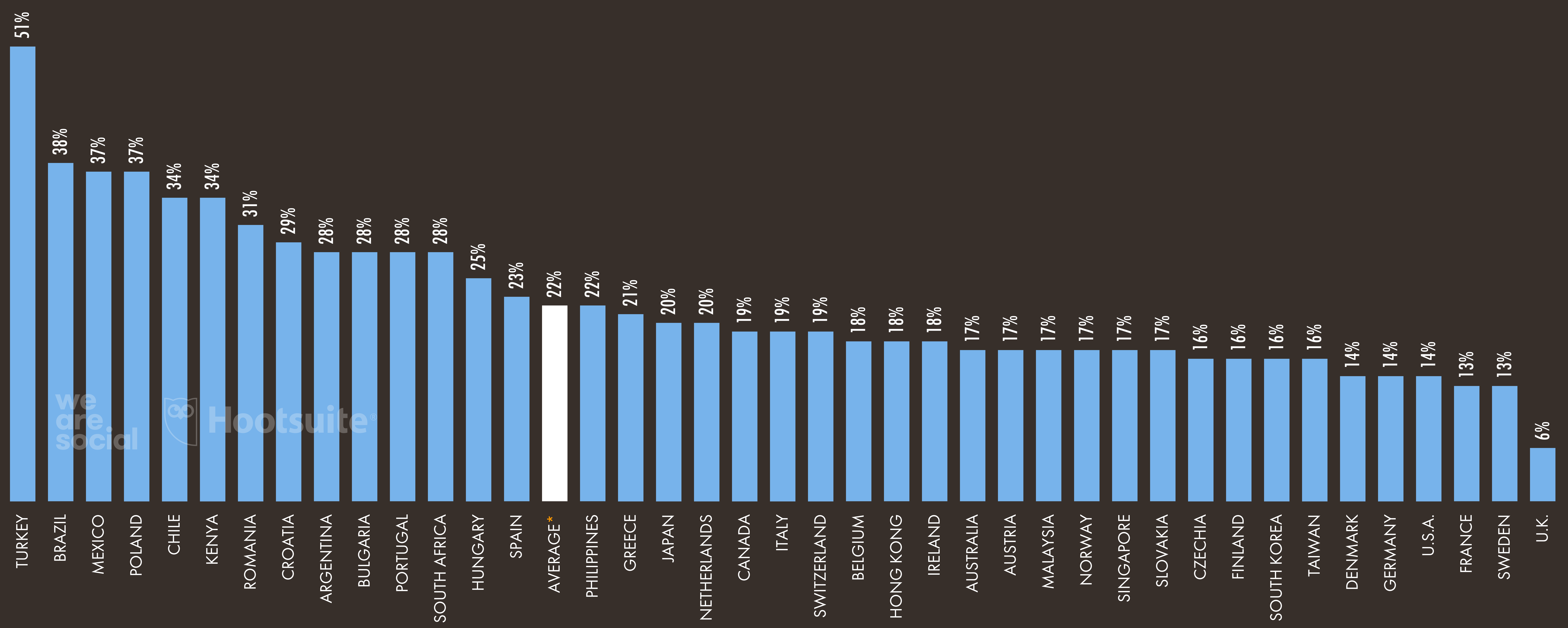


SOURCE: REUTERS INSTITUTE DIGITAL NEWS REPORT 2020. VISIT HTTP://WWW.DIGITALNEWSREPORT.ORG/ TO READ THE FULL REPORT AND ANALYSIS. *NOTE: ONLINE SURVEY OF PEOPLE AGED 18 AND ABOVE WHO HAVE CONSUMED NEWS CONTENT IN THE PAST MONTH. *ADVISORY: THE AVERAGE FIGURE SHOWN HERE IS THE BASIC MEAN ACROSS ALL SURVEY RESPONDENTS, AND HAS NOT BEEN WEIGHTED TO REFLECT THE TOTAL POPULATION OR NUMBER OF INTERNET USERS IN EACH COUNTRY.

JUL 2020

TRUST IN SOCIAL MEDIA FOR NEWS

PERCENTAGE OF SURVEY RESPONDENTS* WHO SAY THAT THEY TRUST NEWS THAT THEY TRUST SOCIAL MEDIA AS A SOURCE OF NEWS

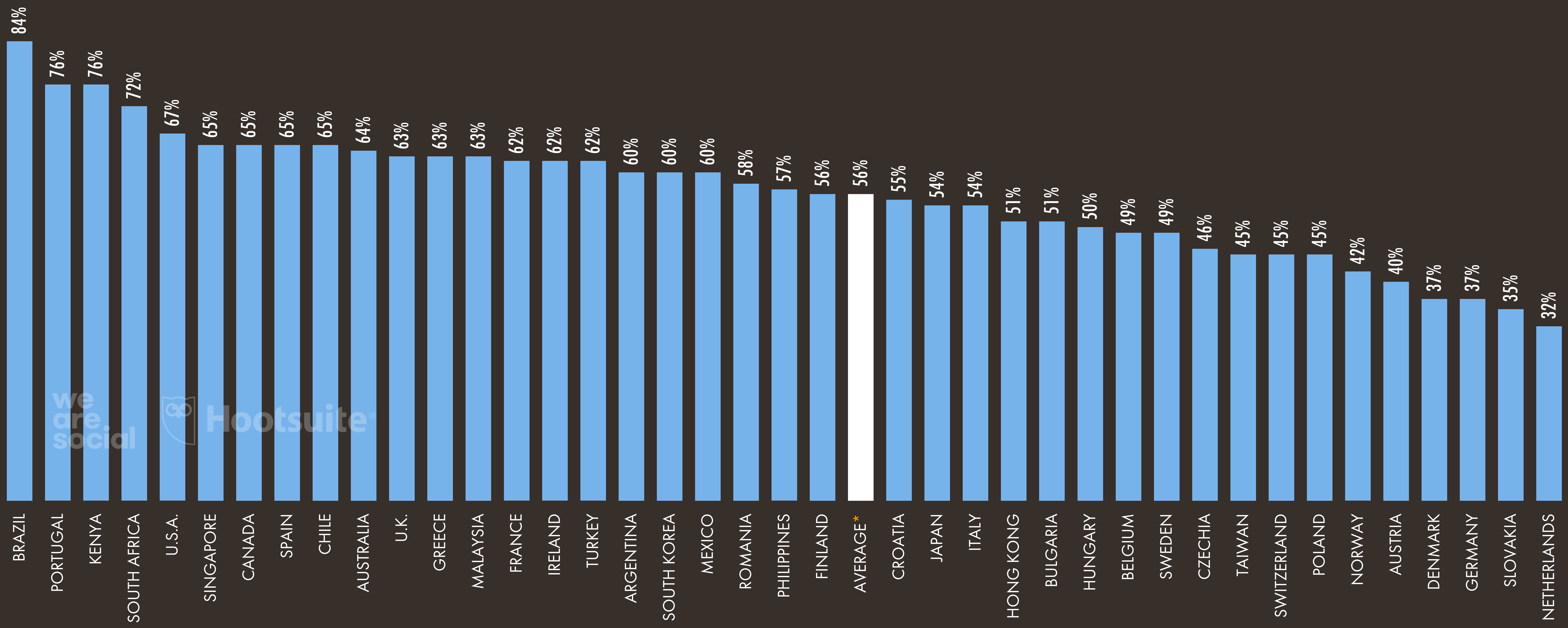


SOURCE: REUTERS INSTITUTE DIGITAL NEWS REPORT 2020. VISIT HTTP://WWW.DIGITALNEWSREPORT.ORG/ TO READ THE FULL REPORT AND ANALYSIS. ***NOTE:** ONLINE SURVEY OF PEOPLE AGED 18 AND ABOVE WHO HAVE CONSUMED NEWS CONTENT IN THE PAST MONTH. ***ADVISORY:** THE AVERAGE FIGURE SHOWN HERE IS THE BASIC MEAN ACROSS ALL SURVEY RESPONDENTS, AND HAS NOT BEEN WEIGHTED TO REFLECT THE TOTAL POPULATION OR NUMBER OF INTERNET USERS IN EACH COUNTRY.

JUL 2020

CONCERNS ABOUT MISINFORMATION ON THE INTERNET

PERCENTAGE OF SURVEY RESPONDENTS* WHO SAY THAT THEY ARE CONCERNED ABOUT WHAT IS REAL OR FAKE WHEN IT COMES TO ONLINE NEWS

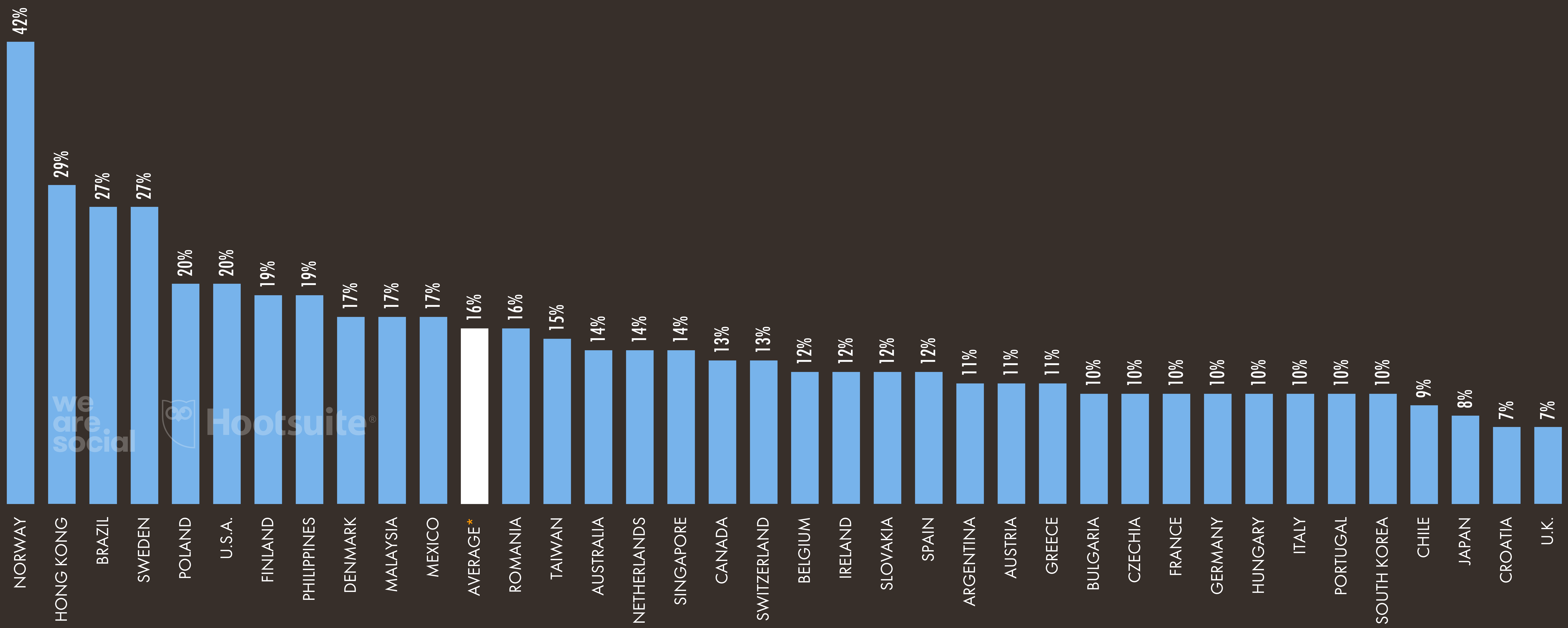


SOURCE: REUTERS INSTITUTE DIGITAL NEWS REPORT 2020. VISIT HTTP://WWW.DIGITALNEWSREPORT.ORG/ TO READ THE FULL REPORT AND ANALYSIS. ***NOTE:** ONLINE SURVEY OF PEOPLE AGED 18 AND ABOVE WHO HAVE CONSUMED NEWS CONTENT IN THE PAST MONTH. ***ADVISORY:** THE AVERAGE FIGURE SHOWN HERE IS THE BASIC MEAN ACROSS ALL RESPONDENTS WHO SAY THEY CONSUME ONLINE NEWS, AND HAS NOT BEEN WEIGHTED TO REFLECT THE TOTAL POPULATION OR NUMBER OF INTERNET USERS IN EACH COUNTRY.

JUL 2020

PAYING FOR DIGITAL NEWS

PERCENTAGE OF SURVEY RESPONDENTS* WHO SAY THAT THEY PAY FOR ONLINE NEWS CONTENT



SOURCE: REUTERS INSTITUTE DIGITAL NEWS REPORT 2020. VISIT HTTP://WWW.DIGITALNEWSREPORT.ORG/ TO READ THE FULL REPORT AND ANALYSIS. *NOTE: ONLINE SURVEY OF PEOPLE AGED 18 AND ABOVE WHO HAVE CONSUMED NEWS CONTENT IN THE PAST MONTH. *ADVISORY: THE AVERAGE FIGURE SHOWN HERE IS THE BASIC MEAN ACROSS ALL SURVEY RESPONDENTS, AND HAS NOT BEEN WEIGHTED TO REFLECT THE TOTAL POPULATION OR NUMBER OF INTERNET USERS IN EACH COUNTRY.

PAYING FOR DIGITAL NEWS

PERCENTAGE OF WORLDWIDE SURVEY RESPONDENTS* IN EACH AGE GROUP WHO SAY THAT THEY PAY FOR ONLINE NEWS CONTENT

PERCENTAGE OF TOTAL SURVEY RESPONDENTS WHO SAY THAT THEY PAY FOR ONLINE NEWS: 18 TO 24 YEARS OLD

18-24

19%

PERCENTAGE OF TOTAL SURVEY RESPONDENTS WHO SAY THAT THEY PAY FOR ONLINE NEWS: 25 TO 34 YEARS OLD

25-34

22%

PERCENTAGE OF TOTAL SURVEY RESPONDENTS WHO SAY THAT THEY PAY FOR ONLINE NEWS: 35 TO 44 YEARS OLD

35-44

18%

PERCENTAGE OF TOTAL SURVEY RESPONDENTS WHO SAY THAT THEY PAY FOR ONLINE NEWS: 45 TO 54 YEARS OLD

45-54

14%

PERCENTAGE OF TOTAL SURVEY RESPONDENTS WHO SAY THAT THEY PAY FOR ONLINE NEWS: 55 YEARS OLD AND ABOVE

55+

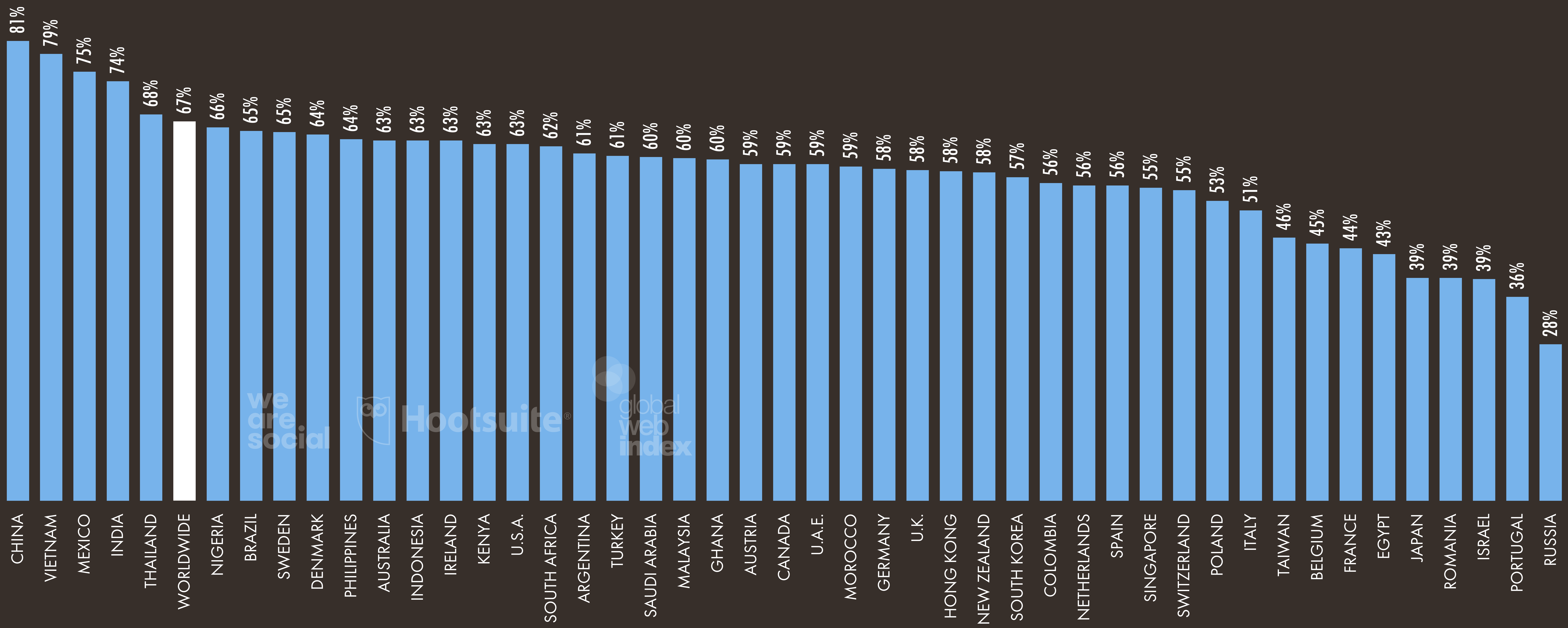
13%

SOURCE: REUTERS INSTITUTE DIGITAL NEWS REPORT 2020. VISIT HTTP://WWW.DIGITALNEWSREPORT.ORG/ TO READ THE FULL REPORT AND ANALYSIS. ***NOTE:** ONLINE SURVEY OF PEOPLE AGED 18 AND ABOVE IN 40 COUNTRIES AROUND THE WORLD (NOT INCLUDING CHINA) WHO HAVE CONSUMED NEWS CONTENT IN THE PAST MONTH. **ADVISORY:** FIGURES REPRESENT THE BASIC AVERAGE (MEAN) ACROSS ALL SURVEY RESPONDENTS, AND HAVE NOT BEEN WEIGHTED TO REFLECT THE TOTAL POPULATION OR NUMBER OF INTERNET USERS IN EACH COUNTRY.

JUL 2020

PAYING FOR ANY FORM OF DIGITAL CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT THEY HAVE PAID FOR SOME FORM OF DIGITAL CONTENT IN THE PAST MONTH



SOURCE: GLOBALWEBINDEX (Q1 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JUL 2020

PAYING FOR DIGITAL CONTENT

PERCENTAGE OF INTERNET USERS IN EACH AGE GROUP WHO SAY THAT THEY HAVE PAID FOR SOME FORM OF DIGITAL CONTENT IN THE PAST MONTH

PERCENTAGE OF INTERNET USERS WHO PAID FOR SOME FORM OF DIGITAL CONTENT IN THE PAST MONTH: 16 TO 24 YEARS OLD

16-24

71%

PERCENTAGE OF INTERNET USERS WHO PAID FOR SOME FORM OF DIGITAL CONTENT IN THE PAST MONTH: 25 TO 34 YEARS OLD

25-34

74%

PERCENTAGE OF INTERNET USERS WHO PAID FOR SOME FORM OF DIGITAL CONTENT IN THE PAST MONTH: 35 TO 44 YEARS OLD

35-44

67%

PERCENTAGE OF INTERNET USERS WHO PAID FOR SOME FORM OF DIGITAL CONTENT IN THE PAST MONTH: 45 TO 54 YEARS OLD

45-54

57%

PERCENTAGE OF INTERNET USERS WHO PAID FOR SOME FORM OF DIGITAL CONTENT IN THE PAST MONTH: 55 TO 64 YEARS OLD

55-64

43%

SOURCE: GLOBALWEBINDEX (Q1 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

PAYING FOR DIGITAL CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT THEY HAVE PAID FOR EACH FORM OF DIGITAL CONTENT IN THE PAST MONTH

MOVIE OR TELEVISION STREAMING SERVICE
28%

MUSIC STREAMING SERVICE
25%

MUSIC DOWNLOAD
20%

MOBILE APP
17%

MOBILE GAME
17%

STUDY PROGRAM OR LEARNING MATERIALS
12%

ONLINE NEWS
9.5%

SOFTWARE PACKAGE
9.3%

ONLINE MAGAZINE SUBSCRIPTION
7.9%

DATING SERVICE*
6.0%

SOURCE: GLOBALWEBINDEX (Q1 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***NOTE:** THIS QUESTION IS NOT ASKED IN ALL COUNTRIES. THE FIGURE SHOWN HERE IS THE AVERAGE FOR THOSE COUNTRIES WHERE THE QUESTION IS ASKED.

GLOBAL SOCIAL MEDIA USE

JUL 2020

SOCIAL MEDIA USE AROUND THE WORLD

THE NUMBER OF PEOPLE WHO ACTIVELY USE SOCIAL NETWORKS AND MESSENGER SERVICES

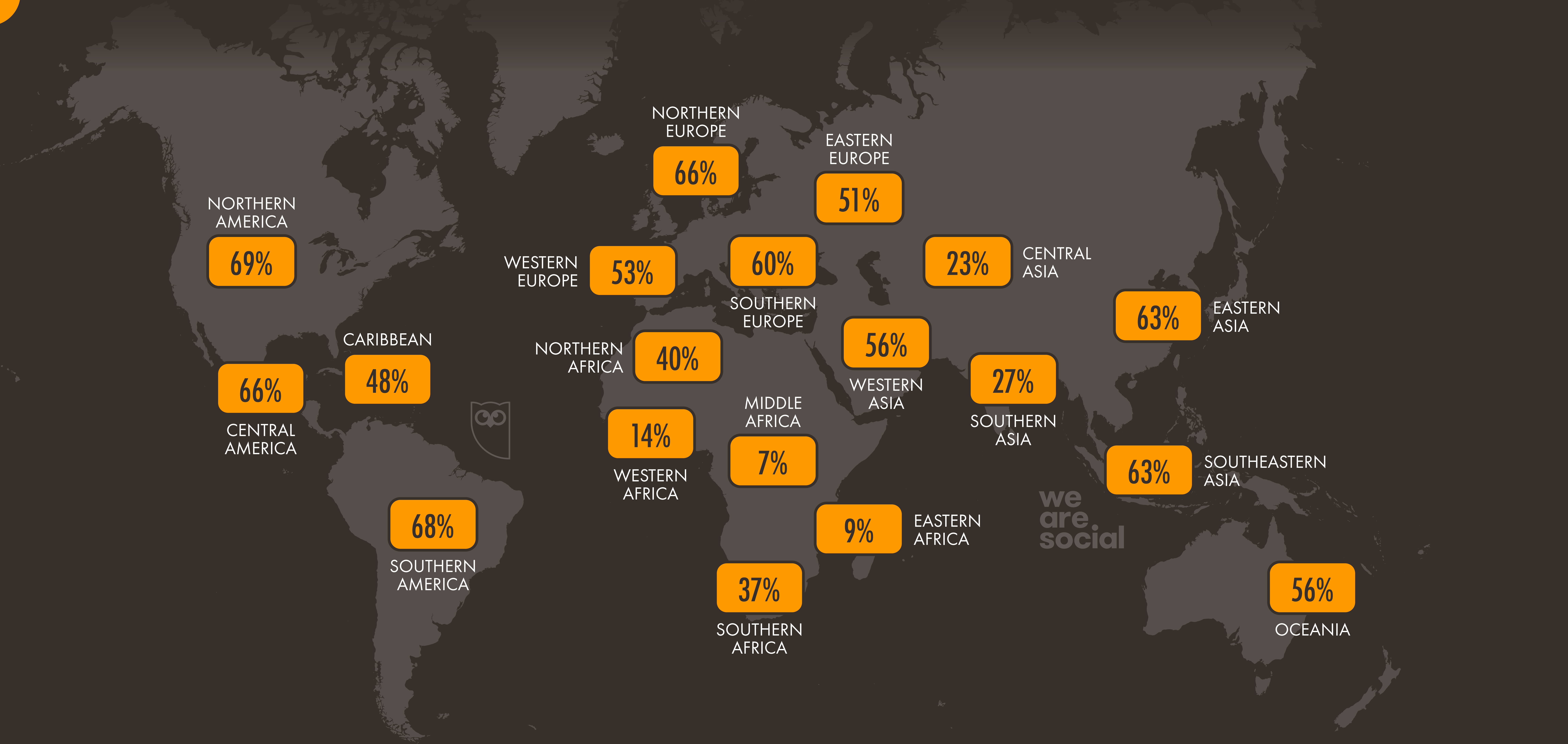
TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS	SOCIAL MEDIA PENETRATION (USERS vs. TOTAL POPULATION*)	ANNUAL GROWTH IN THE TOTAL NUMBER OF SOCIAL MEDIA USERS	TOTAL NUMBER OF SOCIAL MEDIA USERS ACCESSING VIA MOBILE PHONES	PERCENTAGE OF TOTAL SOCIAL MEDIA USERS ACCESSING VIA MOBILE
3.96 BILLION	51%	+10.5% +376 MILLION	3.91 BILLION	99%

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

JUL 2020

SOCIAL MEDIA USE vs. TOTAL POPULATION

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



SOURCES: KEPIOS ANALYSIS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; LINE; KAKAOTALK; MEDIASCOPE; (ALL LATEST AVAILABLE DATA IN JULY 2020).
NOTE: REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME. ◈ **COMPARABILITY ADVISORY:** DUE TO DIFFERENCES IN DATA AVAILABILITY AT A LOCAL LEVEL, PERCENTAGES SHOWN ON THIS CHART MAY NOT CORRELATE TO GLOBAL SOCIAL MEDIA USER FIGURES PUBLISHED ELSEWHERE IN THIS REPORT.

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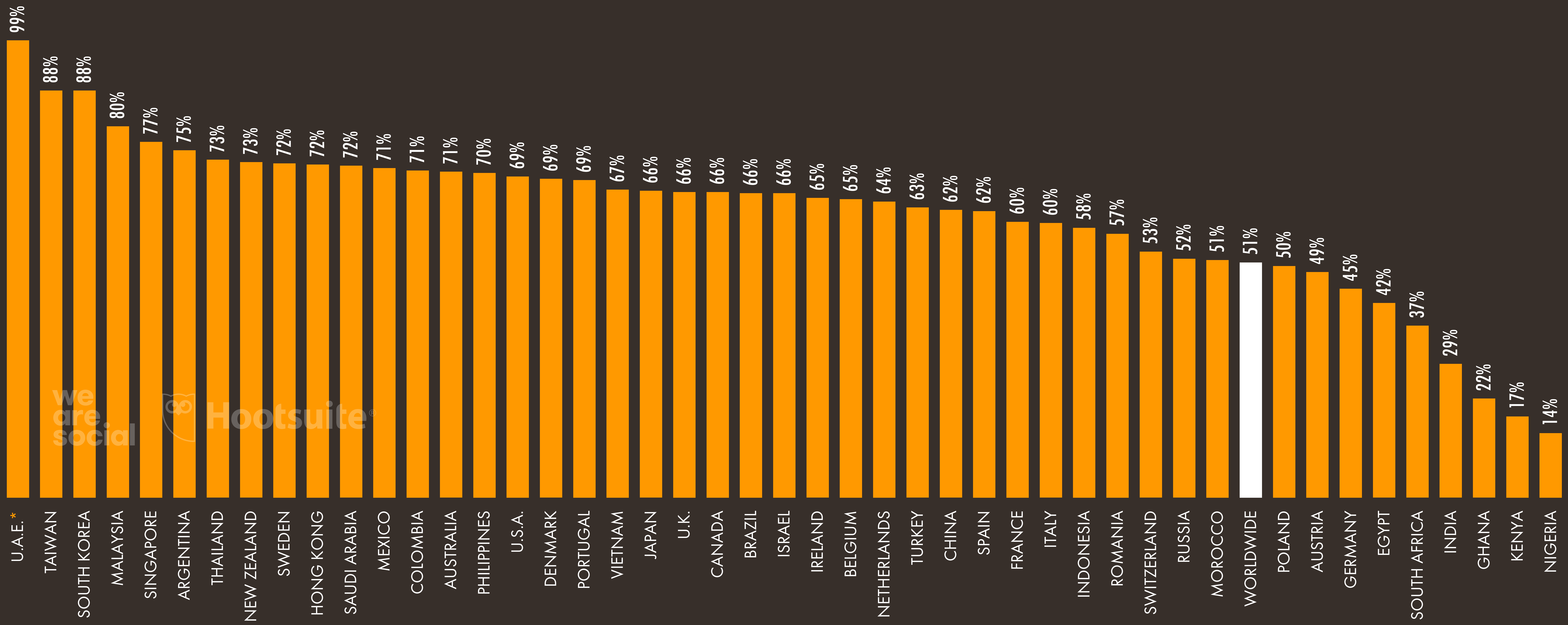
SOCIAL MEDIA USERS vs. TOTAL POPULATION

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



SOURCES: KEPIOS ANALYSIS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; LINE; KAKAOTALK; MEDIASCOPE (ALL LATEST AVAILABLE DATA IN JULY 2020).
***ADVISORY:** WE HAVE CAPPED THE PENETRATION FIGURE FOR THE U.A.E. AT 99%, BUT THE LATEST SOCIAL MEDIA USER NUMBERS APPEAR TO EXCEED OFFICIAL POPULATION FIGURES.
◈ **COMPARABILITY ADVISORY:** DUE TO DIFFERENCES IN DATA AVAILABILITY AT A LOCAL LEVEL, INDIVIDUAL COUNTRY FIGURES MAY NOT CORRELATE WITH THE GLOBAL AVERAGE.

JUL 2020

SHARE OF SOCIAL MEDIA USERS BY GENDER

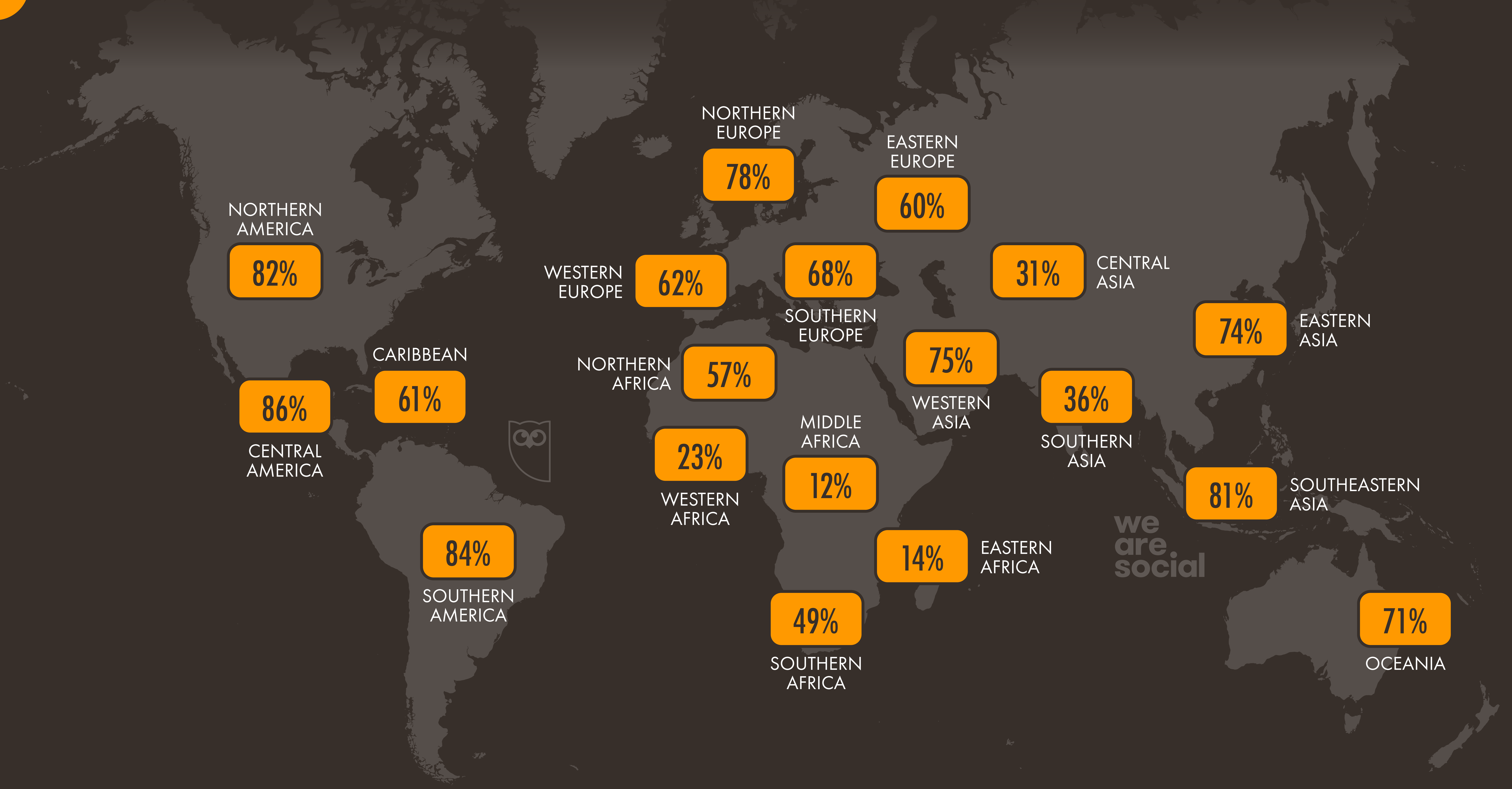
FEMALE AND MALE SOCIAL MEDIA USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE SOCIAL MEDIA USERS*, BY REGION

SOURCES: KEPIOS ANALYSIS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; LINE; KAKAOTALK; MEDIASCOPE (ALL LATEST AVAILABLE DATA IN JULY 2020).
***NOTES:** FIGURES REPRESENT GENDER SHARE, NOT PENETRATION. MANY SOCIAL MEDIA PLATFORMS DO NOT REPORT AUDIENCE DATA FOR GENDERS OTHER THAN 'FEMALE' OR 'MALE, SO PERCENTAGES ON THIS CHART MAY NOT BE REFLECTIVE OF EACH GENDER'S SHARE OF TOTAL SOCIAL MEDIA USERS. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME.

JUL 2020

SOCIAL MEDIA USERS vs. POPULATION AGED 13+

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

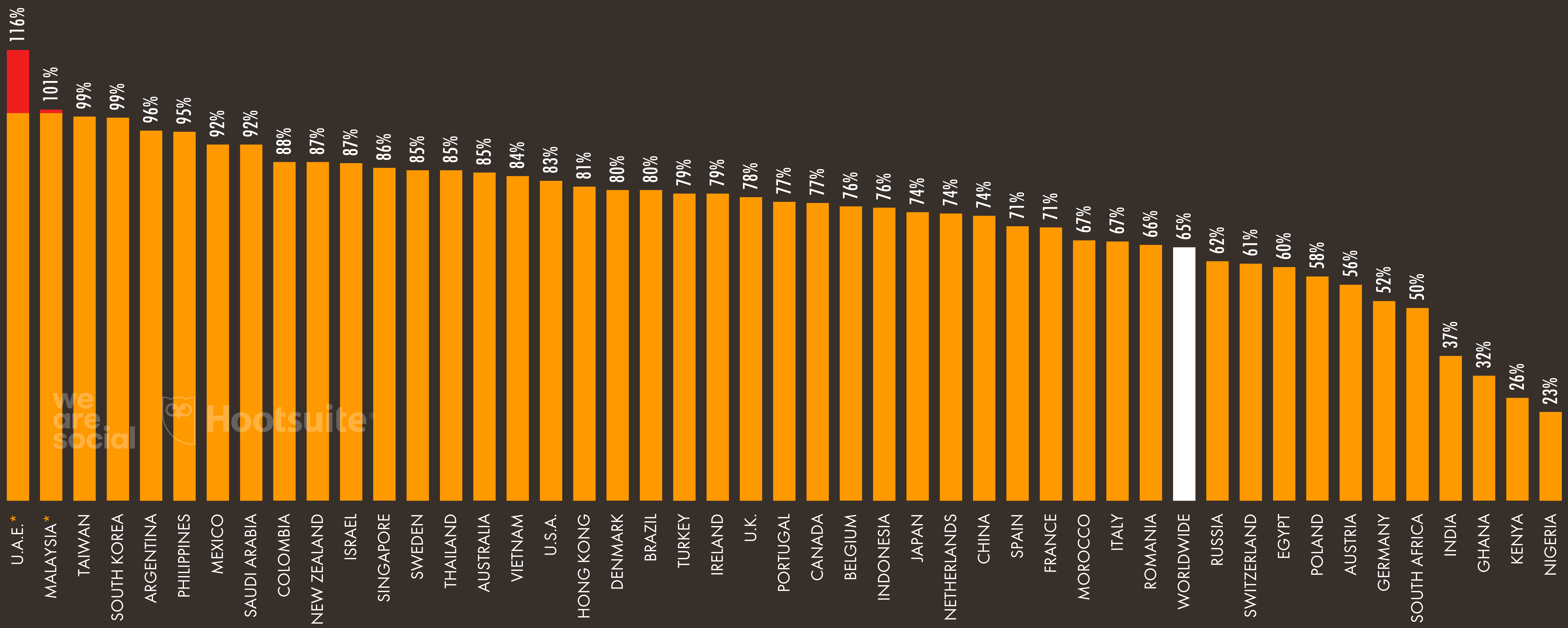


SOURCES: KEPIOS ANALYSIS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; LINE; KAKAOTALK; MEDIASCOPE (ALL LATEST AVAILABLE DATA IN JULY 2020); POPULATION AND AGE DATA: U.N. & U.S. CENSUS BUREAU. **NOTE:** REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME. ◈ **COMPARABILITY ADVISORY:** DUE TO DIFFERENCES IN DATA AVAILABILITY AT A LOCAL LEVEL, PERCENTAGES SHOWN ON THIS CHART MAY NOT CORRELATE TO GLOBAL SOCIAL MEDIA USER FIGURES PUBLISHED ELSEWHERE IN THIS REPORT.

JUL 2020

SOCIAL MEDIA USERS vs. POPULATION AGED 13+

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



SOURCES: KEPIOS ANALYSIS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; LINE; KAKAOTALK; MEDIASCOPE (ALL JULY 2020); POPULATION AND AGE DATA: U.N. & U.S. CENSUS BUREAU. ***ADVISORY:** VALUES ABOVE 100% ARE TECHNICALLY NOT POSSIBLE, BUT WE HAVE ELECTED TO USE SOURCE DATA AS-IS, TO ENABLE READERS TO MAKE THEIR OWN JUDGEMENTS. ◈ **COMPARABILITY ADVISORY:** DUE TO DIFFERENCES IN DATA AVAILABILITY AT A LOCAL LEVEL, INDIVIDUAL COUNTRY FIGURES MAY NOT CORRELATE WITH THE GLOBAL AVERAGE.

JUL 2020

SOCIAL MEDIA BEHAVIOURS

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

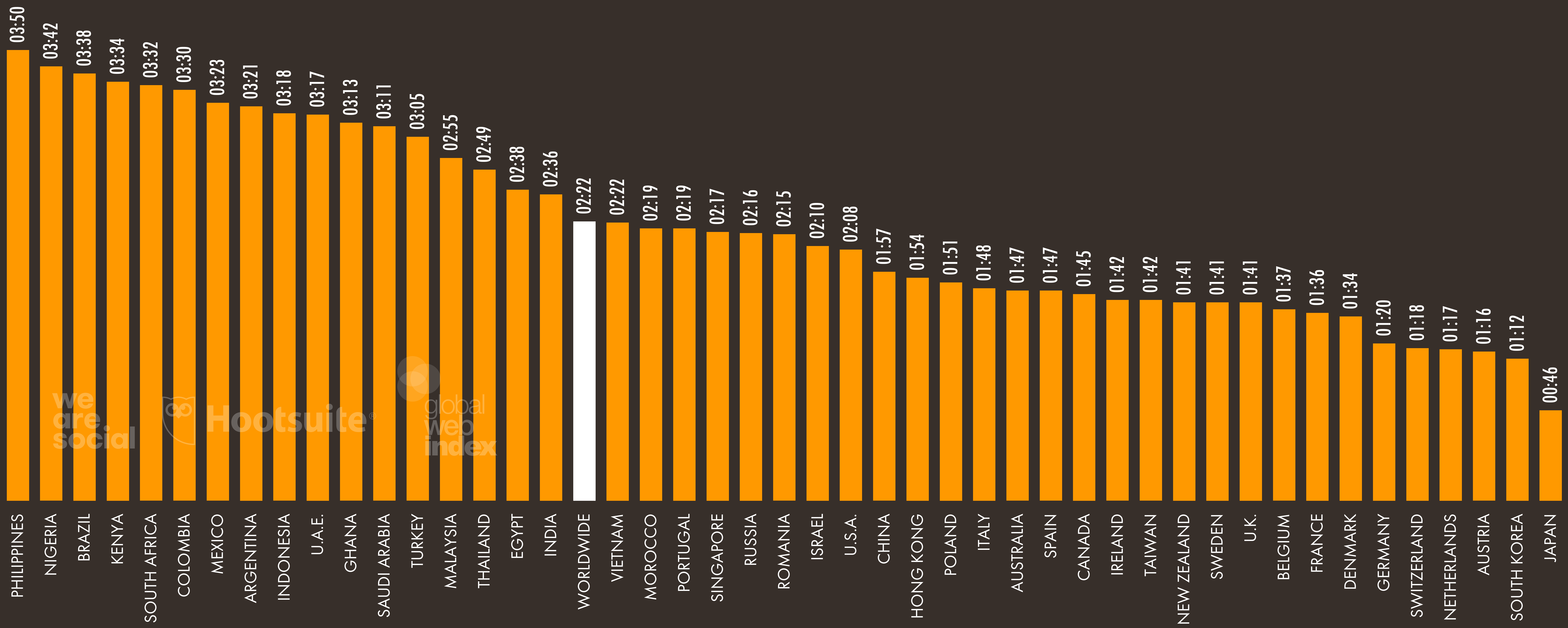
VISITED OR USED A SOCIAL NETWORK OR A MESSAGING SERVICE IN THE PAST MONTH	ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH	AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA	AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*	PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES
99%	88%	2H 22M	8.8	40%

SOURCE: GLOBALWEBINDEX (Q1 2020). 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.

JUL 2020

DAILY TIME SPENT USING SOCIAL MEDIA

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



SOURCE: GLOBALWEBINDEX (Q1 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JUL 2020

DAILY TIME SPENT USING SOCIAL MEDIA

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

DAILY TIME SPENT USING SOCIAL MEDIA: 16 TO 24 YEARS OLD

16-24

2H 53M

FEMALE: **3H 12M**

MALE: **2H 37M**

DAILY TIME SPENT USING SOCIAL MEDIA: 25 TO 34 YEARS OLD

25-34

2H 34M

FEMALE: **2H 42M**

MALE: **2H 27M**

DAILY TIME SPENT USING SOCIAL MEDIA: 35 TO 44 YEARS OLD

35-44

2H 14M

FEMALE: **2H 16M**

MALE: **2H 12M**

DAILY TIME SPENT USING SOCIAL MEDIA: 35 TO 54 YEARS OLD

45-54

1H 50M

FEMALE: **1H 57M**

MALE: **1H 44M**

DAILY TIME SPENT USING SOCIAL MEDIA: 55 TO 64 YEARS OLD

55-64

1H 20M

FEMALE: **1H 27M**

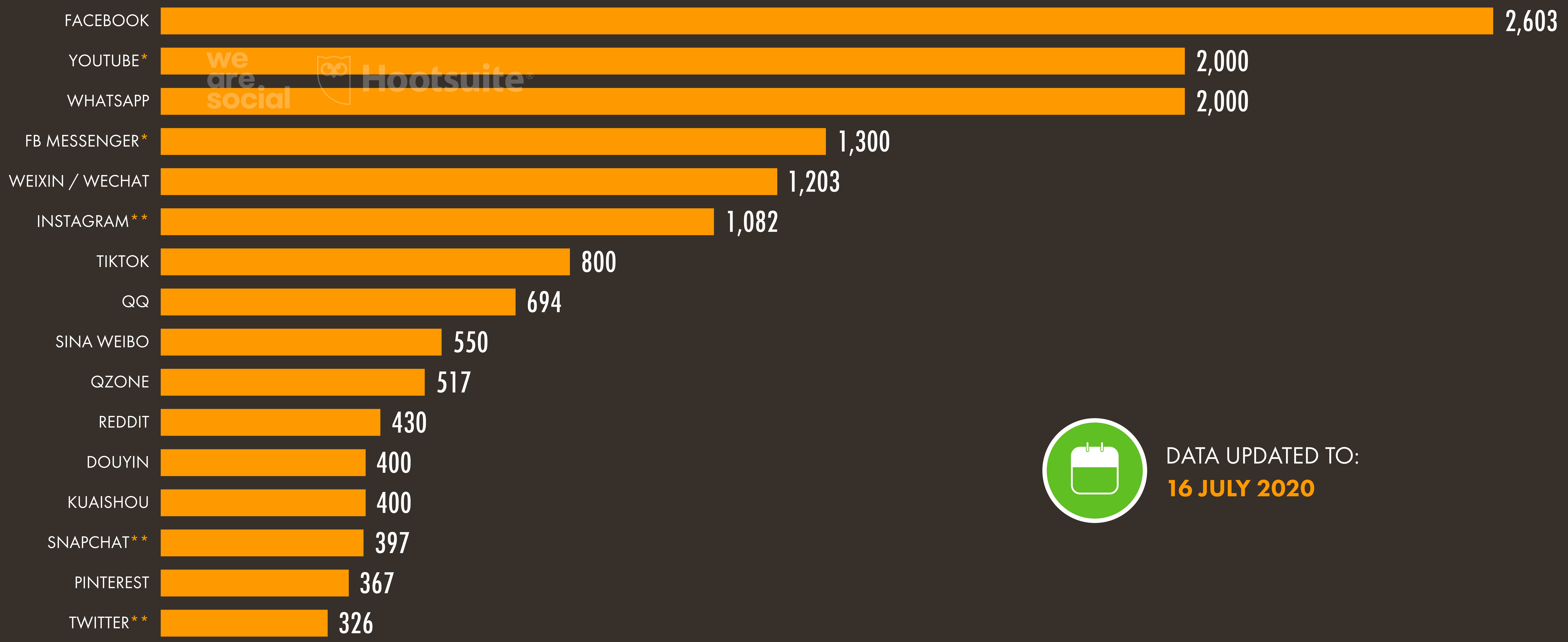
MALE: **1H 13M**

SOURCE: GLOBALWEBINDEX (Q1 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JUL 2020

THE WORLD'S MOST-USED SOCIAL PLATFORMS

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



DATA UPDATED TO:
16 JULY 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, SO FIGURES WILL BE LESS RELIABLE. FIGURES FOR PLATFORMS IDENTIFIED BY (**) ARE BASED ON THE LATEST ADVERTISING AUDIENCE REACH FIGURES REPORTED IN EACH RESPECTIVE PLATFORM'S SELF-SERVICE ADVERTISING TOOLS (JULY 2020). FIGURE FOR TIKTOK DOES NOT INCLUDE DOUYIN.

USER OVERLAPS BETWEEN SOCIAL MEDIA PLATFORMS

PERCENTAGE OF USERS AGED 16 TO 64* OF EACH SOCIAL MEDIA PLATFORM WHO ALSO USE A SELECTION OF OTHER SOCIAL MEDIA PLATFORMS

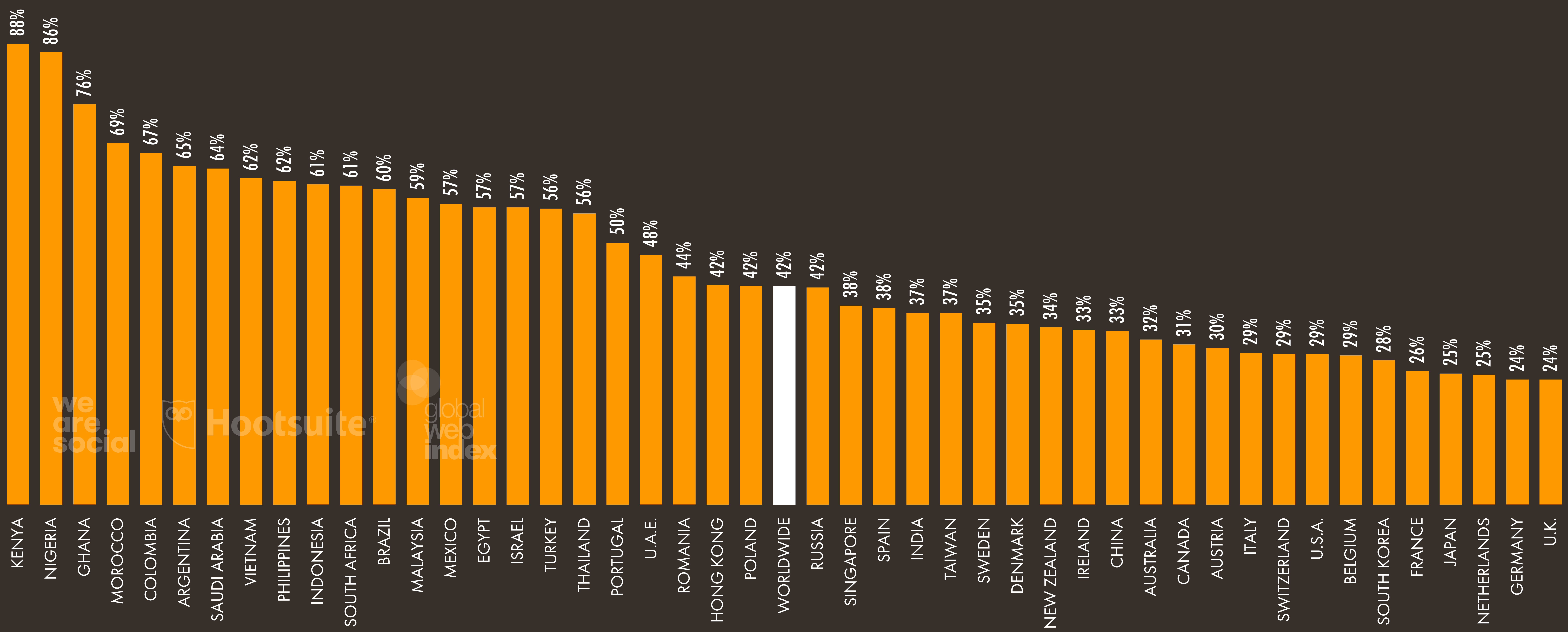
	WHO DO NOT USE OTHER PLATFORMS	WHO ALSO USE FACEBOOK	WHO ALSO USE YOUTUBE	WHO ALSO USE INSTAGRAM	WHO ALSO USE REDDIT	WHO ALSO USE SNAPCHAT	WHO ALSO USE TWITTER	WHO ALSO USE TIKTOK	WHO ALSO USE PINTEREST
FACEBOOK USERS	**3.4%**	100%	92%	74%	18%	31%	53%	29%	35%
YOUTUBE USERS	**5.6%**	82%	100%	72%	18%	30%	52%	28%	34%
INSTAGRAM USERS	**1.1%**	86%	94%	100%	22%	37%	60%	34%	40%
REDDIT USERS	**0.6%**	85%	94%	85%	100%	60%	75%	56%	65%
SNAPCHAT USERS	**0.6%**	86%	94%	90%	37%	100%	68%	51%	54%
TWITTER USERS	**0.9%**	88%	95%	85%	27%	40%	100%	37%	42%
TIKTOK USERS	**0.9%**	86%	93%	85%	36%	54%	66%	100%	49%
PINTEREST USERS	**0.8%**	87%	94%	83%	35%	47%	63%	41%	100%

SOURCE: GLOBALWEBINDEX (Q1 2020). ***NOTES:** ONLY INCLUDES USERS BETWEEN THE AGES OF 16 AND 64. DOES NOT INCLUDE USERS IN CHINA. FIGURES REPRESENT THE PERCENTAGE OF USERS OF THE PLATFORM IDENTIFIED IN THE LEFT-HAND COLUMN WHO ALSO USE THE PLATFORM IDENTIFIED IN THE ROW AT THE TOP OF EACH COLUMN. THE "WHO DO NOT USE OTHER PLATFORMS" COLUMN IDENTIFIES THE PERCENTAGE OF USERS WHO DO NOT USE ANY OF THE OTHER PLATFORMS IDENTIFIED IN THE TABLE. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JUL
2020

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE SOCIAL MEDIA WHEN THEY'RE LOOKING FOR MORE INFORMATION ABOUT BRANDS



SOURCE: GLOBALWEBINDEX (Q1 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

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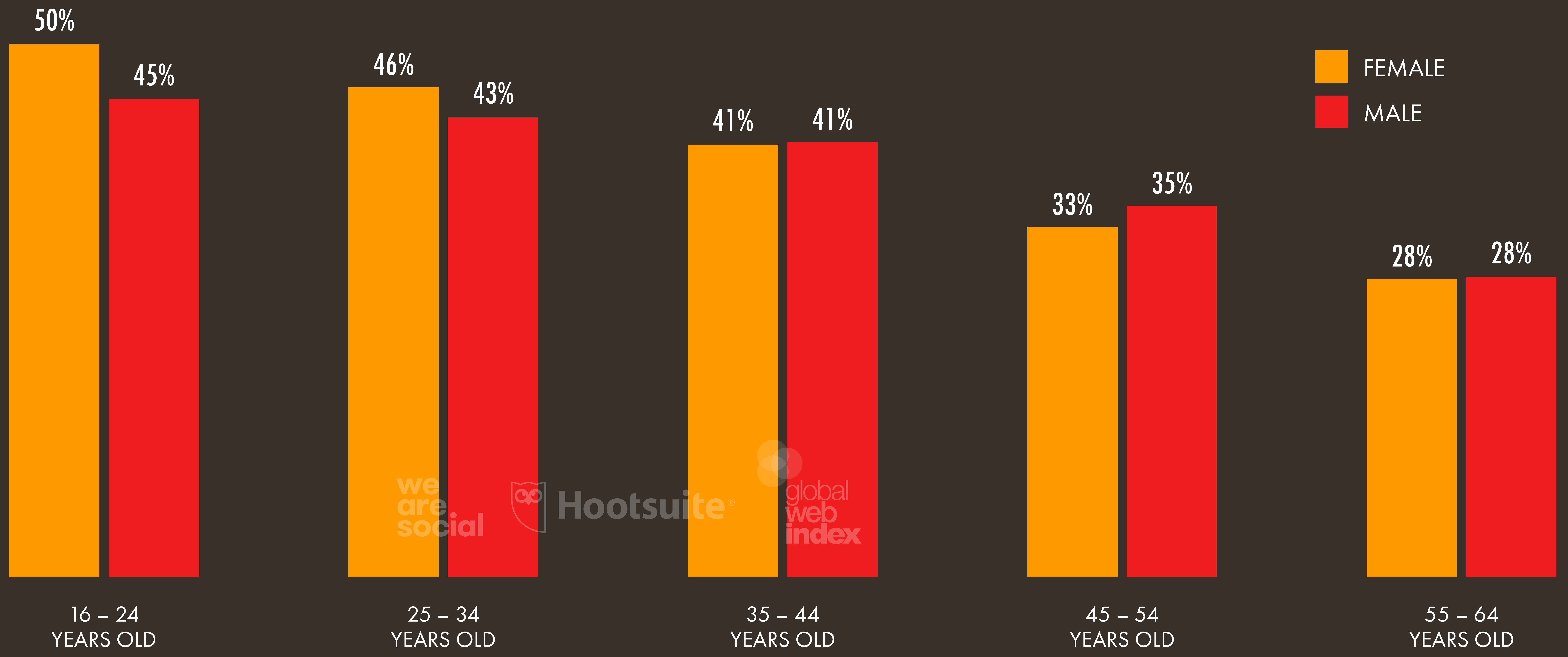
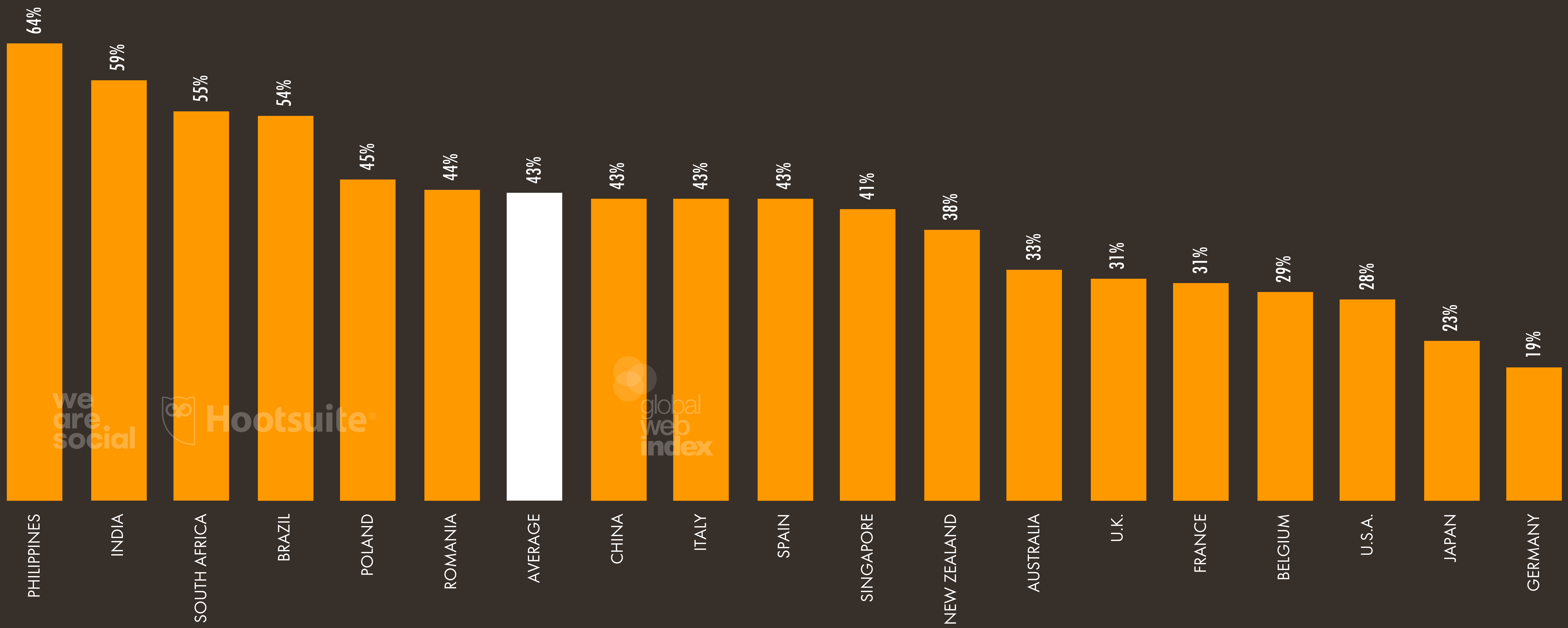


SOURCE: GLOBALWEBINDEX (Q1 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

COVID-19: INCREASED SOCIAL MEDIA USE

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT SPENDING MORE TIME USING SOCIAL MEDIA DUE TO COVID-19



SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 5, JULY 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BELGIUM, BRAZIL, CHINA, FRANCE, GERMANY, INDIA, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, POLAND, ROMANIA, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN 29 JUNE AND 02 JULY, 2020. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JUL 2020

COVID-19: INCREASED SOCIAL MEDIA USE BY AGE GROUP

PERCENTAGE OF INTERNET USERS IN EACH AGE GROUP* WHO REPORT SPENDING MORE TIME USING SOCIAL MEDIA DUE TO COVID-19

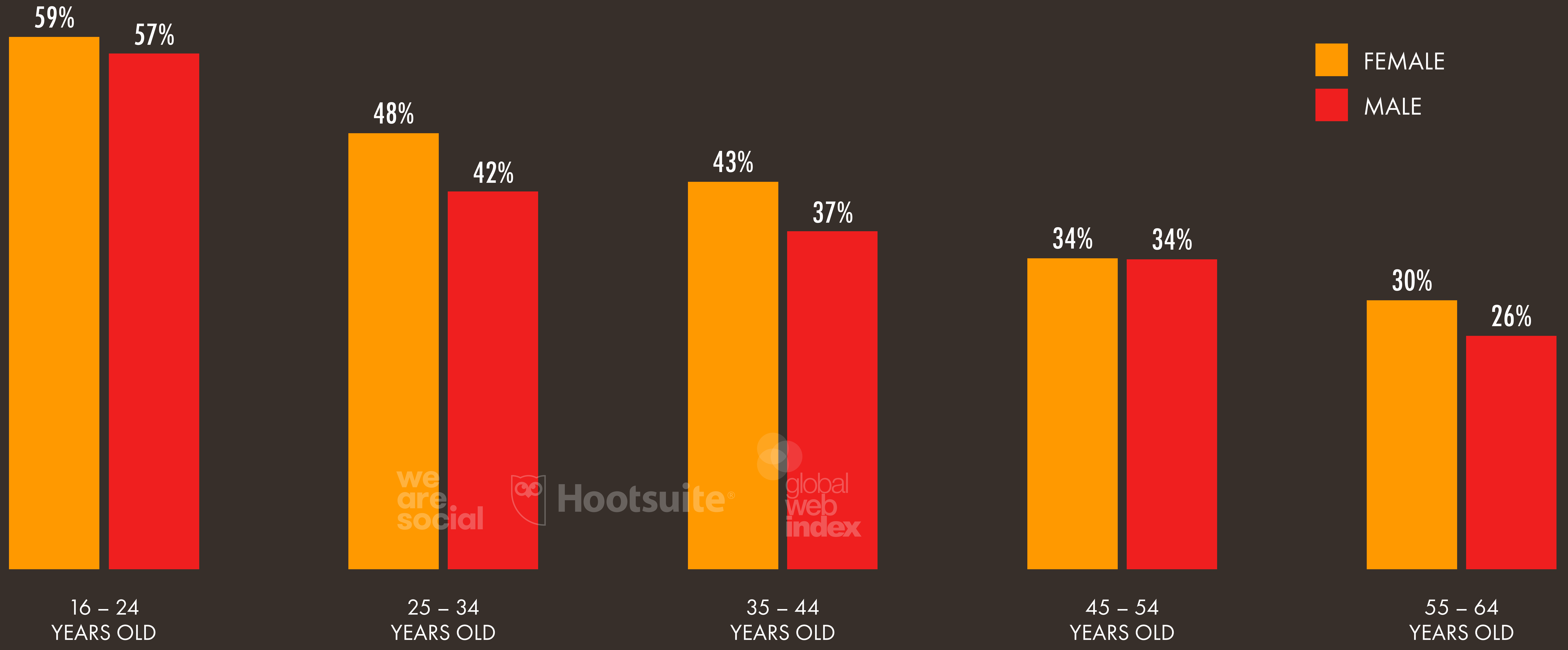
SPENDING MORE TIME USING SOCIAL MEDIA: 16 TO 24 YEAR OLDS	SPENDING MORE TIME USING SOCIAL MEDIA: 25 TO 34 YEAR OLDS	SPENDING MORE TIME USING SOCIAL MEDIA: 35 TO 44 YEAR OLDS	SPENDING MORE TIME USING SOCIAL MEDIA: 45 TO 54 YEAR OLDS	SPENDING MORE TIME USING SOCIAL MEDIA: 55 TO 64 YEAR OLDS
16-24	25-34	35-44	45-54	55-64
58%	44%	40%	34%	27%

SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 5, JULY 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BELGIUM, BRAZIL, CHINA, FRANCE, GERMANY, INDIA, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, POLAND, ROMANIA, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN 29 JUNE AND 02 JULY, 2020. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JUL 2020

COVID-19: DETAIL OF INCREASED SOCIAL MEDIA USE

PERCENTAGE OF INTERNET USERS IN SELECT COUNTRIES* WHO REPORT SPENDING MORE TIME USING SOCIAL MEDIA DUE TO COVID-19



SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 5, JULY 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BELGIUM, BRAZIL, CHINA, FRANCE, GERMANY, INDIA, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, POLAND, ROMANIA, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN 29 JUNE AND 02 JULY, 2020. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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COVID-19: INCREASED MESSENGER USE BY AGE GROUP

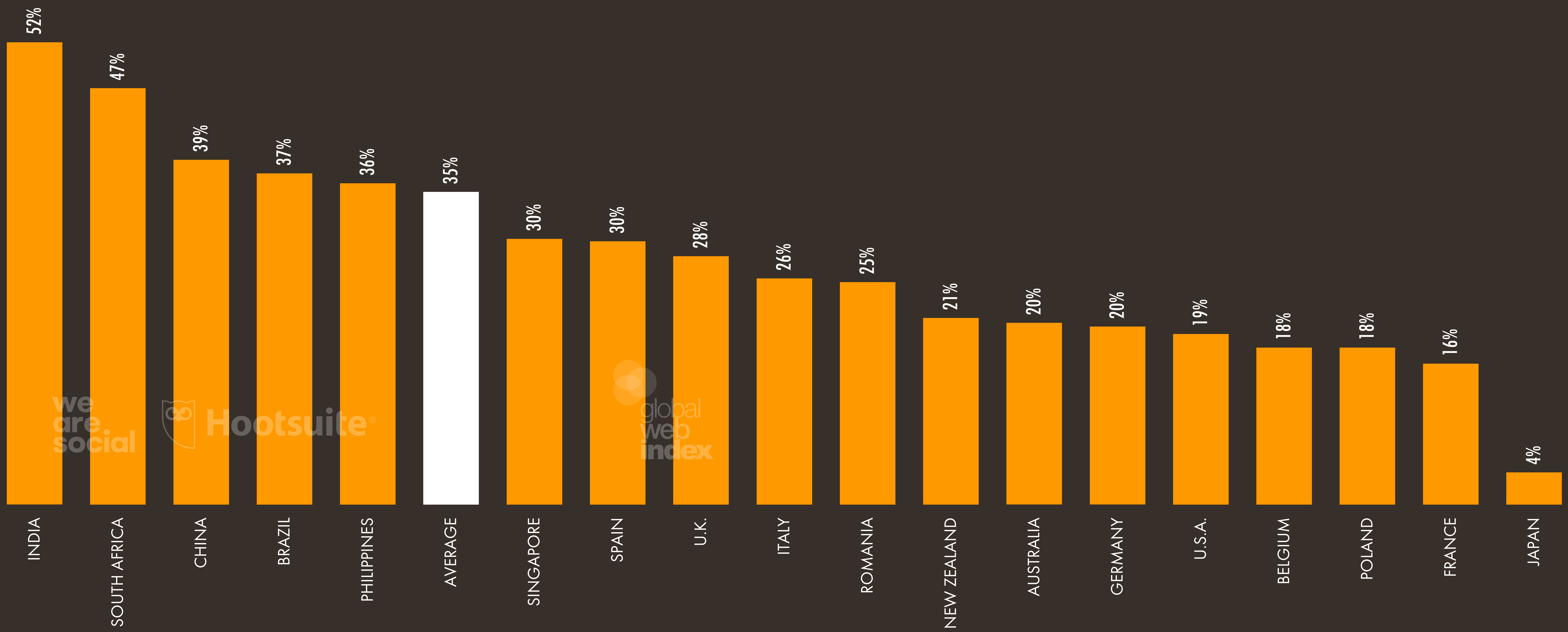
PERCENTAGE OF INTERNET USERS IN EACH AGE GROUP* WHO REPORT SPENDING MORE TIME USING MESSENGER SERVICES DUE TO COVID-19

SPENDING LONGER USING MESSENGER SERVICES: 18 TO 24 YEARS OLD	SPENDING LONGER USING MESSENGER SERVICES: 25 TO 34 YEAR OLDS	SPENDING LONGER USING MESSENGER SERVICES: 35 TO 44 YEAR OLDS	SPENDING LONGER USING MESSENGER SERVICES: 45 TO 54 YEAR OLDS	SPENDING LONGER USING MESSENGER SERVICES: 55 TO 64 YEAR OLDS
16-24	25-34	35-44	45-54	55-64
52%	42%	42%	36%	28%

SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 5, JULY 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BELGIUM, BRAZIL, CHINA, FRANCE, GERMANY, INDIA, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, POLAND, ROMANIA, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN 29 JUNE AND 02 JULY, 2020. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

COVID-19: ENDURING USE OF VIDEO CALLING

PERCENTAGE OF INTERNET USERS* WHO EXPECT TO MAKE VIDEO CALLS (E.G. FACETIME) MORE FREQUENTLY EVEN AFTER THE OUTBREAK ENDS

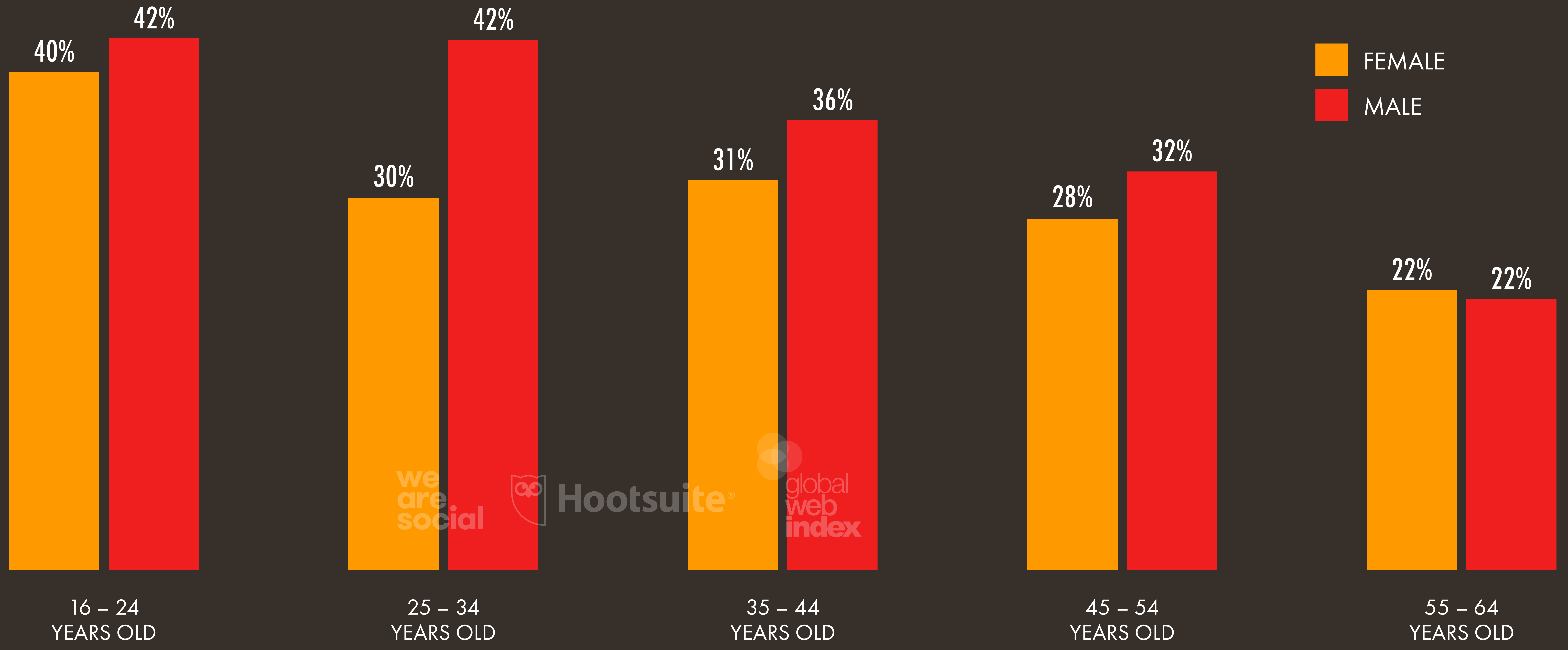


SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 5, JULY 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BELGIUM, BRAZIL, CHINA, FRANCE, GERMANY, INDIA, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, POLAND, ROMANIA, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN 29 JUNE AND 02 JULY, 2020. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JUL 2020

COVID-19: ENDURING USE OF VIDEO CALLING

PERCENTAGE OF INTERNET USERS* WHO EXPECT TO MAKE VIDEO CALLS (E.G. FACETIME) MORE FREQUENTLY EVEN AFTER THE OUTBREAK ENDS

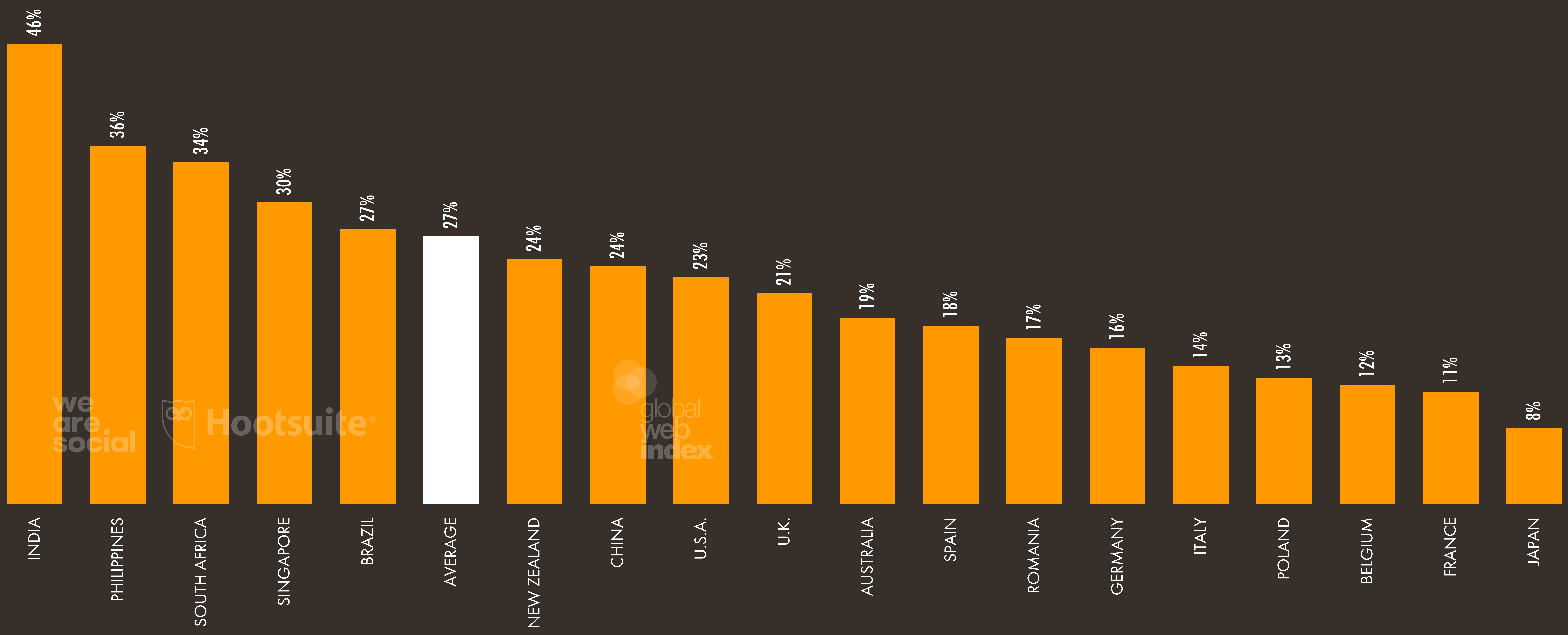


SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 5, JULY 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BELGIUM, BRAZIL, CHINA, FRANCE, GERMANY, INDIA, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, POLAND, ROMANIA, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN 29 JUNE AND 02 JULY, 2020. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JUL 2020

COVID-19: ENDURING USE OF VIDEO CONFERENCING

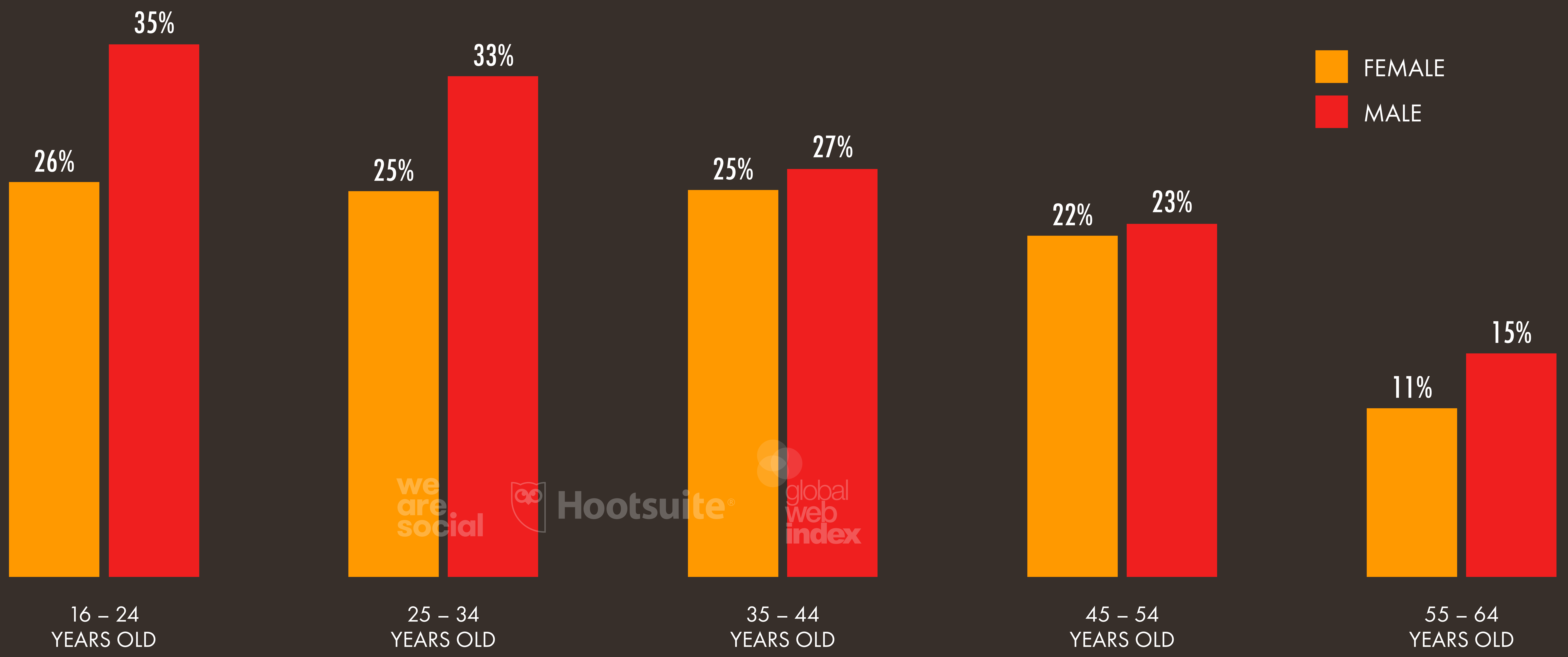
PERCENTAGE OF INTERNET USERS* WHO EXPECT TO USE VIDEO CONFERENCING (E.G. ZOOM) MORE FREQUENTLY EVEN AFTER THE OUTBREAK ENDS



SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 5, JULY 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BELGIUM, BRAZIL, CHINA, FRANCE, GERMANY, INDIA, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, POLAND, ROMANIA, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN 29 JUNE AND 02 JULY, 2020. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

COVID-19: ENDURING USE OF VIDEO CONFERENCING

PERCENTAGE OF INTERNET USERS* WHO EXPECT TO USE VIDEO CONFERENCING (E.G. ZOOM) MORE FREQUENTLY EVEN AFTER THE OUTBREAK ENDS



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VIDEO CONFERENCING PLATFORMS

NUMBER OF WORLDWIDE MEETING PARTICIPANTS* FOR A SELECTION OF VIDEO CALLING AND CONFERENCING PLATFORMS

WORLDWIDE DAILY MEETING PARTICIPANTS*: ZOOM	WORLDWIDE DAILY MEETING PARTICIPANTS*: GOOGLE MEET	WORLDWIDE DAILY ACTIVE USERS*: MICROSOFT TEAMS	WORLDWIDE DAILY ACTIVE USERS*: SKYPE	WORLDWIDE MONTHLY MEETING ATTENDEES*: CISCO WEBEX
300 MILLION / DAY	100 MILLION / DAY	75 MILLION / DAY	40 MILLION / DAY	500 MILLION / MONTH

SOURCES: COMPANY STATEMENTS AND CORPORATE EARNINGS ANNOUNCEMENTS (LATEST AVAILABLE DATA IN JULY 2020). ***NOTE:** FIGURES FOR CISCO WEBEX REPRESENT MONTHLY MEETING ATTENDEES, WHEREAS FIGURES FOR OTHER PLATFORMS REPRESENT DAILY VALUES. **ADVISORY:** EACH OF THESE COMPANIES DEFINES, COLLECTS, AND REPORTS NUMBERS IN DIFFERENT WAYS, SO THE FIGURES SHOWN HERE MAY NOT BE DIRECTLY COMPARABLE. DESCRIPTIONS OF WHAT EACH METRIC REPRESENTS AS PER SOURCE DESCRIPTION.

IN DETAIL: FACEBOOK

JUL 2020

FACEBOOK ADVERTISING 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*
2.09 BILLION	35%	+3.3% +66 MILLION	44%	56%

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (ACCESSED JULY 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	290,000,000	+4%	+10,000,000
02	U.S.A.	190,000,000	0%	[UNCHANGED]
03	INDONESIA	140,000,000	+8%	+10,000,000
04	BRAZIL	130,000,000	+8%	+10,000,000
05	MEXICO	89,000,000	+3%	+3,000,000
06	PHILIPPINES	76,000,000	+6%	+4,000,000
07	VIETNAM	64,000,000	+2%	+1,000,000
08	THAILAND	50,000,000	+4%	+2,000,000
09	EGYPT	42,000,000	+2%	+1,000,000
10=	BANGLADESH	38,000,000	+3%	+1,000,000

#	COUNTRY	REACH	▲QOQ	▲QOQ
10=	PAKISTAN	38,000,000	+3%	+1,000,000
12	TURKEY	37,000,000	0%	[UNCHANGED]
13	U.K.	37,000,000	0%	[UNCHANGED]
14	COLOMBIA	35,000,000	+6%	+2,000,000
15	FRANCE	32,000,000	0%	[UNCHANGED]
16=	ARGENTINA	30,000,000	0%	[UNCHANGED]
16=	ITALY	30,000,000	0%	[UNCHANGED]
18	GERMANY	28,000,000	0%	[UNCHANGED]
19	NIGERIA	27,000,000	+4%	+1,000,000
20	MYANMAR	25,000,000	+9%	2,000,000+

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

JUL 2020

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	LIBYA	100%*	5,200,000	+2%
02	QATAR	99%*	2,500,000	+4%
03	MALTA	98%*	380,000	+3%
04	SAMOA	98%*	130,000	+8%
05	ARUBA	98%*	89,000	+1%
06	MONGOLIA	97%*	2,300,000	+5%
07	ECUADOR	97%*	13,000,000	+8%
08	U.A.E.	97%*	8,300,000	+1%
09	PHILIPPINES	94%	76,000,000	+6%
10	TONGA	94%	69,000	+3%

#	COUNTRY	% 13+	REACH	▲QOQ
11	PERU	93%	24,000,000	+4%
12	ICELAND	92%	260,000	+4%
13	BRUNEI	91%	320,000	+3%
14	CAYMAN ISLANDS	90%	50,000	0%
15	GUAM	90%	120,000	+9%
16	MALAYSIA	89%	23,000,000	+5%
17	MEXICO	89%	89,000,000	+3%
18	GREENLAND	88%	41,000	0%
19	SEYCHELLES	87%	68,000	+1%
20	CURAÇAO	87%	120,000	+9%

SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JULY 2020), COMPARED TO POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU. *NOTES: ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. WE ACKNOWLEDGE THAT PENETRATION RATES ABOVE 95% MAY SEEM IMPLAUSIBLE, BUT WE HAVE ELECTED TO USE SOURCE DATA AS-IS, TO ALLOW READERS TO REACH THEIR OWN JUDGEMENTS. ◈ COMPARABILITY ADVISORY: BASE CHANGES.

JUL 2020

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	BRAZIL	+10,000,000	+8%
02	INDONESIA	+10,000,000	+8%
03	INDIA	+10,000,000	+4%
04	THE PHILIPPINES	+4,000,000	+6%
05	MEXICO	+3,000,000	+3%
06	MYANMAR	+2,000,000	+9%
07	COLOMBIA	+2,000,000	+6%
08	THAILAND	+2,000,000	+4%
09	NEPAL	+1,000,000	+10%
10	VENEZUELA	+1,000,000	+9%

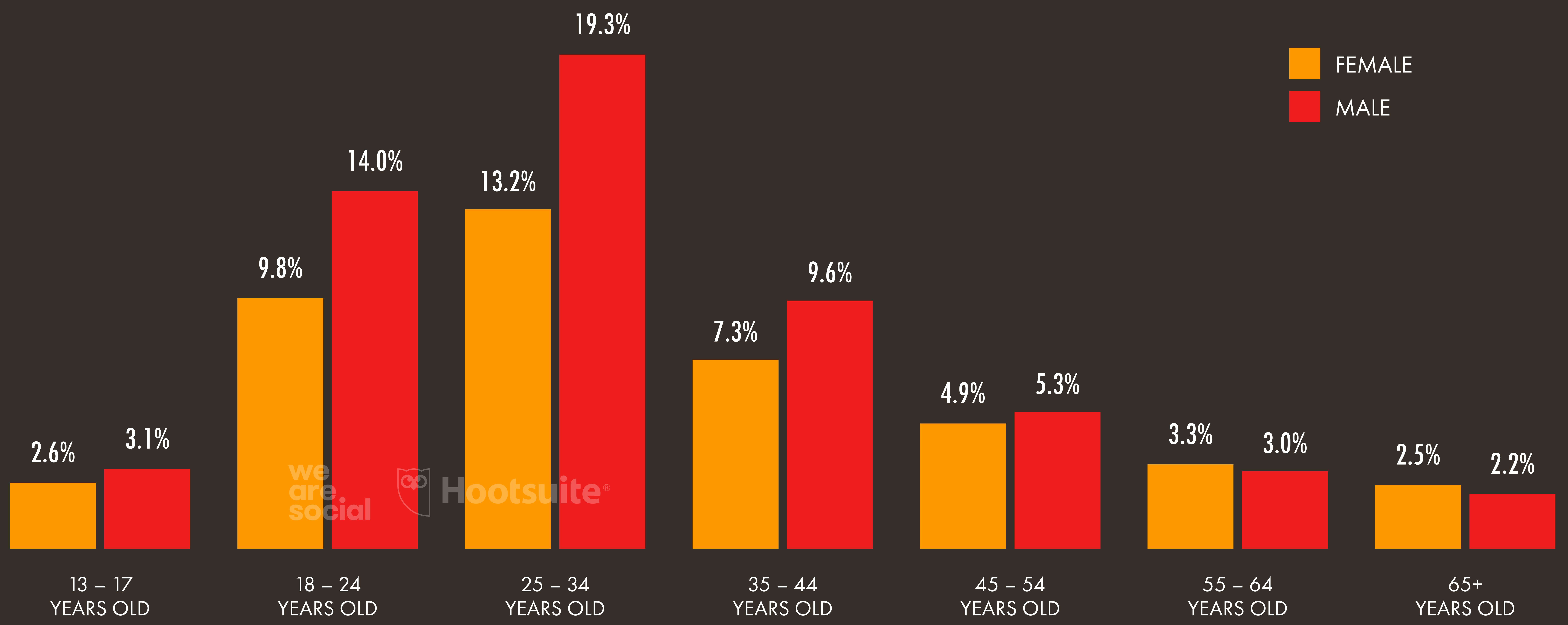
COUNTRIES AND TERRITORIES WITH THE GREATEST RELATIVE INCREASES

#	RELATIVE INCREASE	▲ %	▲ USERS
01	BENIN	+20%	+200,000
02	RWANDA	+19%	+100,000
03	ZIMBABWE	+18%	+170,000
04	CHAD	+18%	+70,000
05	TURKMENISTAN	+17%	+2,000
06	ESWATINI	+16%	+40,000
07	MALAWI	+15%	+70,000
08	TAJIKISTAN	+14%	+40,000
09	YEMEN	+13%	+300,000
10	BURUNDI	+13%	+70,000

SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JULY 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 (JULY 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.

JUL 2020

DETAIL OF FACEBOOK'S ADVERTISING AUDIENCE

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

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13-17	119,000,000	54,000,000	2.6%	65,000,000	3.1%
18-24	496,000,000	204,000,000	9.8%	292,000,000	14.0%
25-34	679,000,000	276,000,000	13.2%	403,000,000	19.3%
35-44	354,000,000	153,000,000	7.3%	201,000,000	9.6%
45-54	213,000,000	102,000,000	4.9%	111,000,000	5.3%
55-64	131,000,000	69,000,000	3.3%	62,000,000	3.0%
65+	97,000,000	52,000,000	2.5%	45,000,000	2.2%
TOTAL	**2,091,000,000**	**911,000,000**	**43.6%**	**1,180,000,000**	**56.4%**

SOURCE: KEPIOS ANALYSIS OF EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JULY 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. VALUES MAY NOT SUM TO TOTALS DUE TO ROUNDING. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JUL 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

98.3%

PERCENTAGE OF FACEBOOK USERS WHO ONLY ACCESS VIA A LAPTOP OR DESKTOP COMPUTER

1.7%

PERCENTAGE OF FACEBOOK USERS WHO ACCESS VIA BOTH PHONES AND COMPUTERS

19.1%

PERCENTAGE OF FACEBOOK USERS WHO ONLY ACCESS VIA A MOBILE PHONE

79.2%

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

JUL 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*
80.2%	14.1%	5.7%

SOURCE: KEPIOS ANALYSIS OF EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JULY 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.

JUL 2020

FACEBOOK ACTIVITY FREQUENCY

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

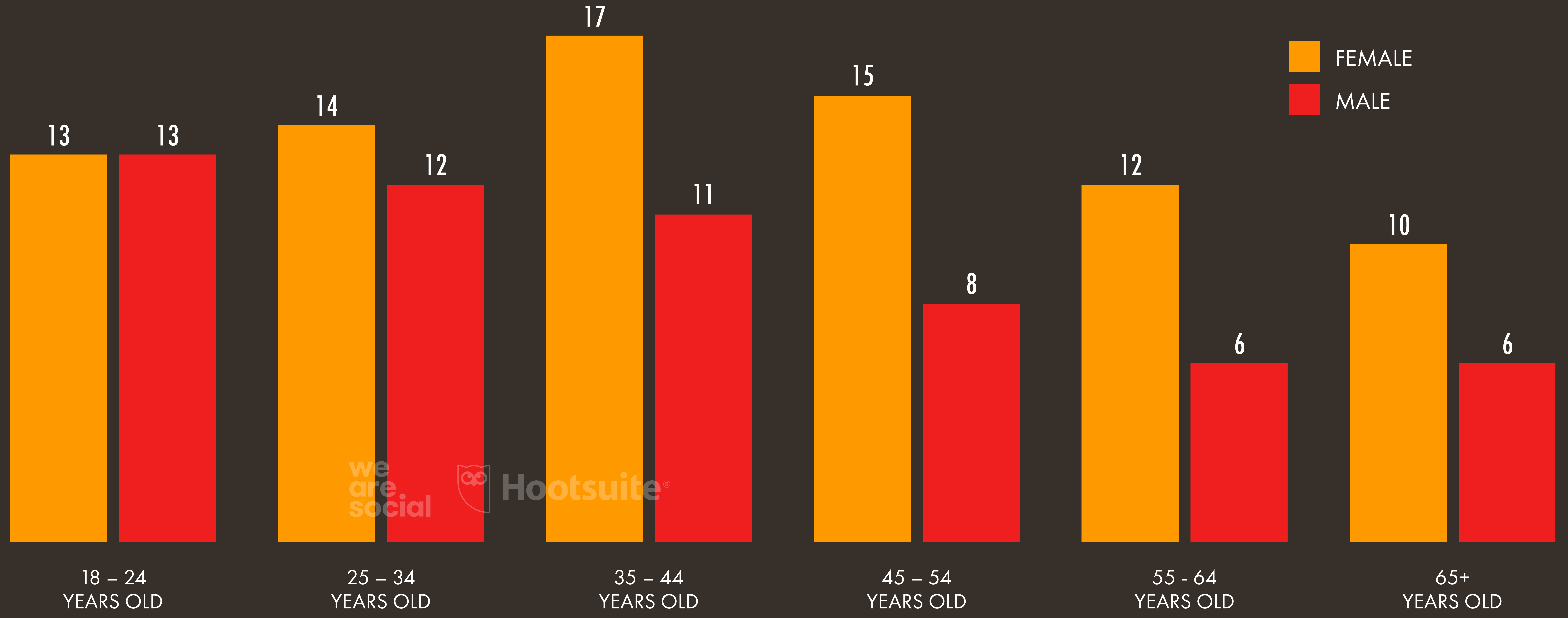
NUMBER OF FACEBOOK PAGES LIKED (LIFETIME)	POSTS LIKED IN THE PAST 30 DAYS (ALL POST TYPES)	COMMENTS MADE IN THE PAST 30 DAYS (ALL POST TYPES)	FACEBOOK POSTS SHARED IN THE PAST 30 DAYS (ALL POST TYPES)	FACEBOOK ADVERTS CLICKED IN THE PAST 30 DAYS (ANY CLICK TYPE)
1	12	6	1	13
FEMALE: 1	FEMALE: 13	FEMALE: 7	FEMALE: 2	FEMALE: 15
MALE: 1	MALE: 11	MALE: 5	MALE: 1	MALE: 10

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JULY 2020). ***NOTE:** FIGURES REPRESENT MEDIAN VALUES FOR ACTIVE FACEBOOK USERS AGED 18 AND ABOVE.

JUL 2020

FACEBOOK MONTHLY POST LIKES BY AGE AND GENDER

MEDIAN NUMBER OF TIMES EACH MONTH THAT TYPICAL GLOBAL FACEBOOK USERS* LIKE A POST ON FACEBOOK

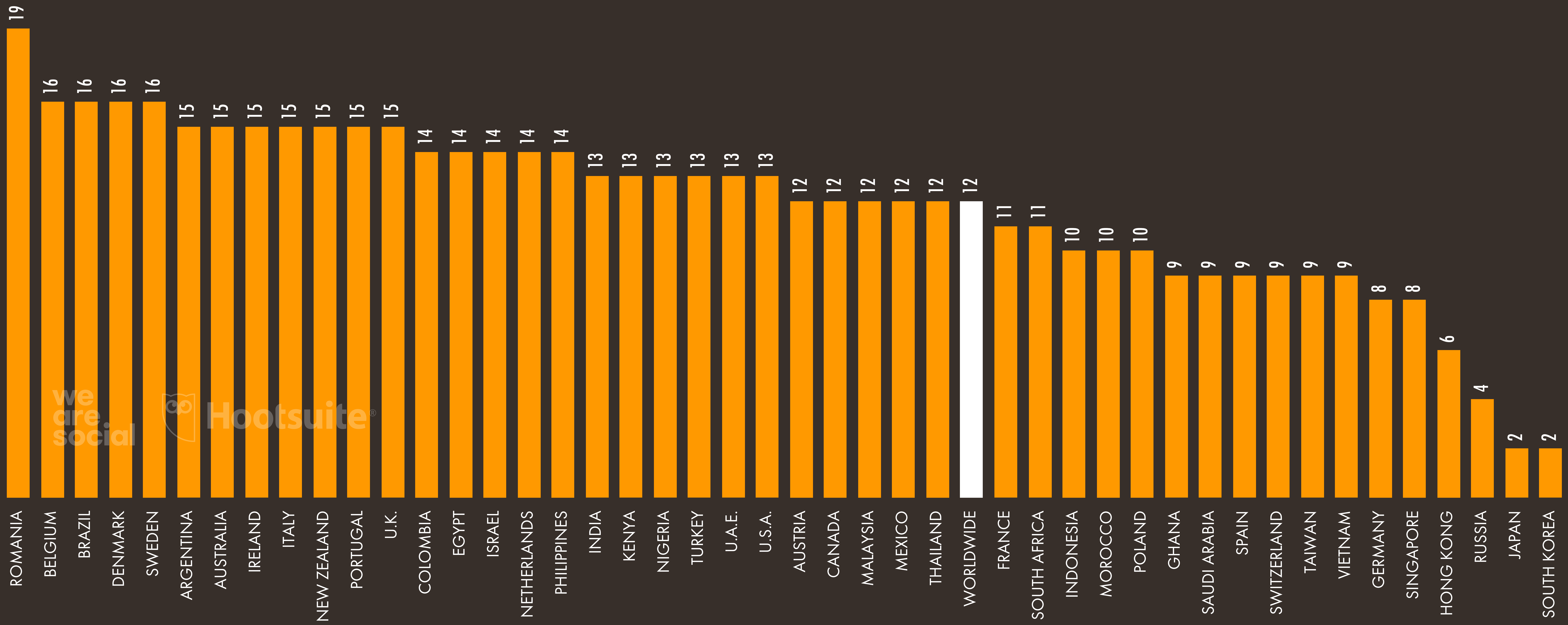


SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JULY 2020). ***NOTES:** FACEBOOK'S SELF-SERVICE TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE', OR ACTIVITY DATA FOR USERS BELOW THE AGE OF 18.

JUL 2020

FACEBOOK MONTHLY POST LIKES BY GEOGRAPHY

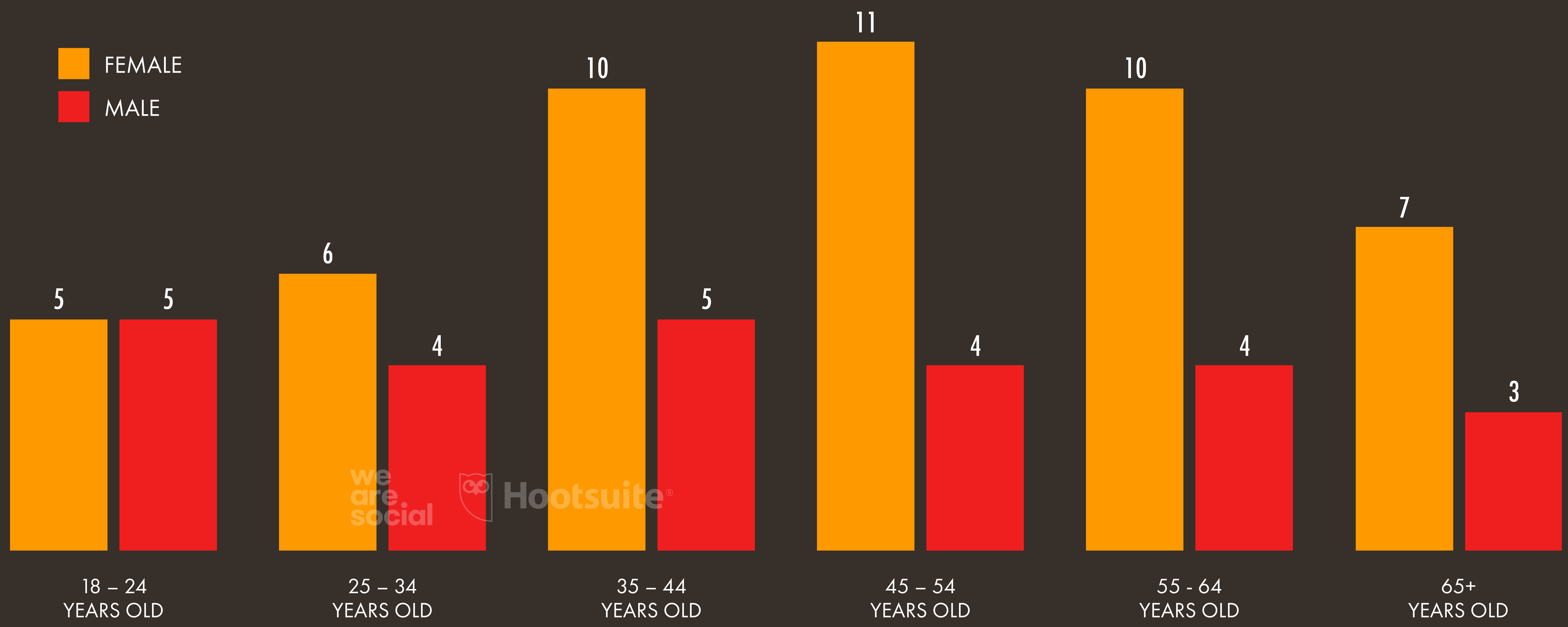
MEDIAN NUMBER OF TIMES EACH MONTH THAT THE TYPICAL FACEBOOK USER AGED 18+* LIKES A POST ON FACEBOOK



SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JULY 2020). *NOTE: ONLY INCLUDES DATA FOR USERS AGED 18 AND ABOVE.

FACEBOOK MONTHLY COMMENTS BY AGE AND GENDER

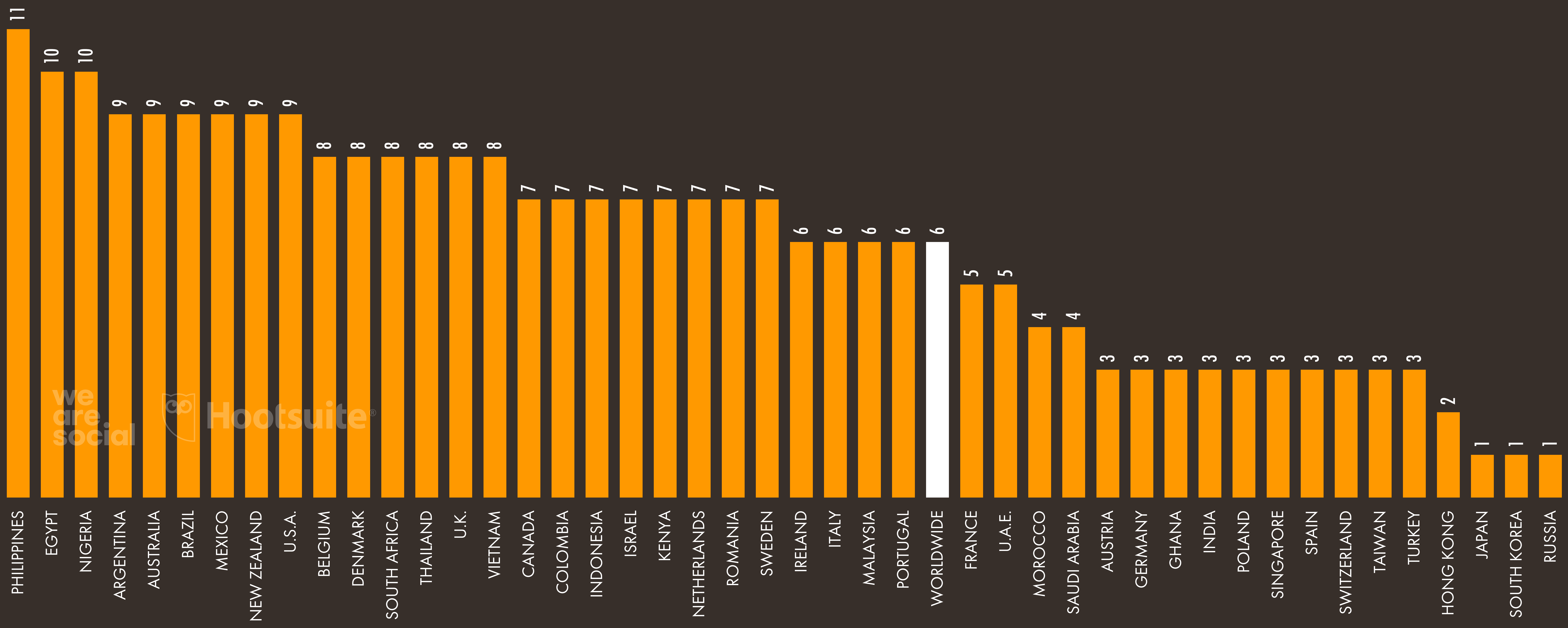
MEDIAN NUMBER OF TIMES EACH MONTH THAT TYPICAL GLOBAL FACEBOOK USERS* COMMENT ON A FACEBOOK POST



SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JULY 2020). ***NOTES:** FACEBOOK'S SELF-SERVICE TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE', OR ACTIVITY DATA FOR USERS BELOW THE AGE OF 18.

FACEBOOK MONTHLY COMMENTS BY GEOGRAPHY

MEDIAN NUMBER OF TIMES EACH MONTH THAT THE TYPICAL FACEBOOK USER AGED 18+* COMMENTS ON A FACEBOOK POST

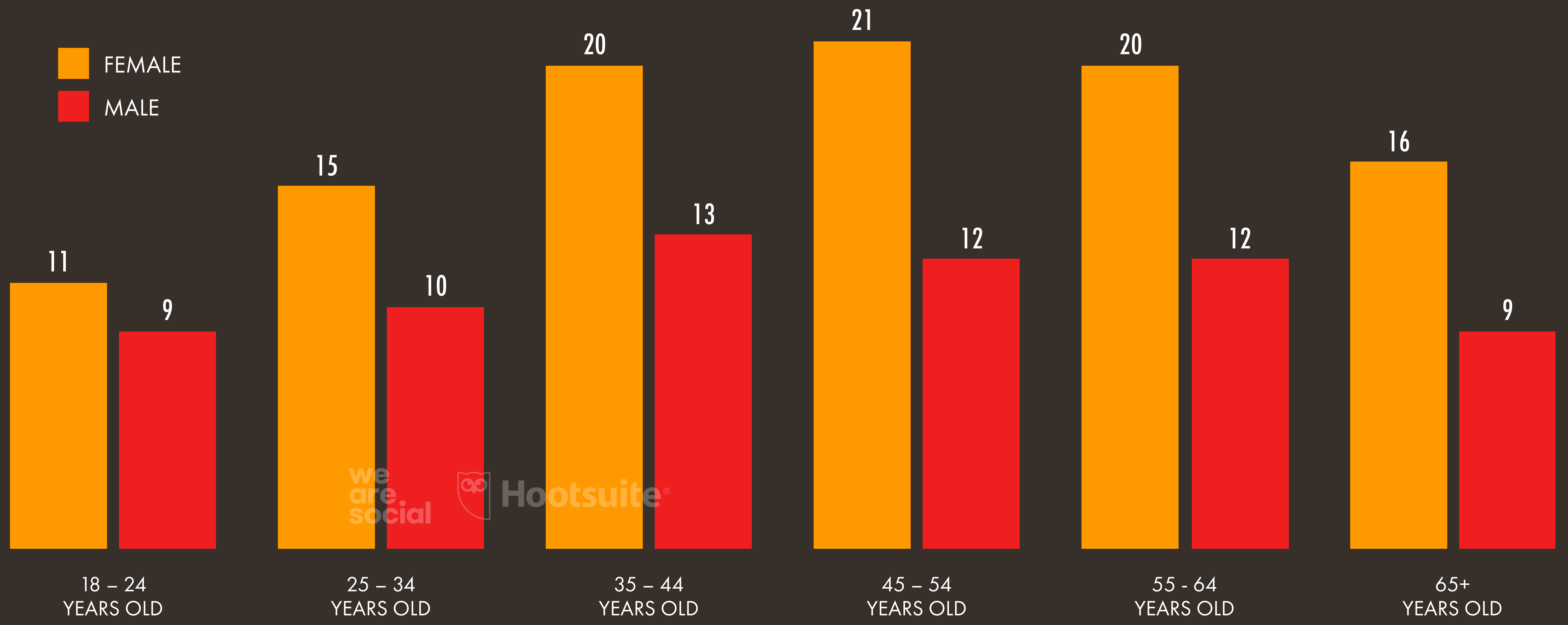


SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JULY 2020). *NOTE: ONLY INCLUDES DATA FOR USERS AGED 18 AND ABOVE.

JUL 2020

FACEBOOK MONTHLY AD CLICKS BY AGE AND GENDER

MEDIAN NUMBER OF TIMES EACH MONTH THAT TYPICAL GLOBAL FACEBOOK USERS* CLICK ON A FACEBOOK AD*

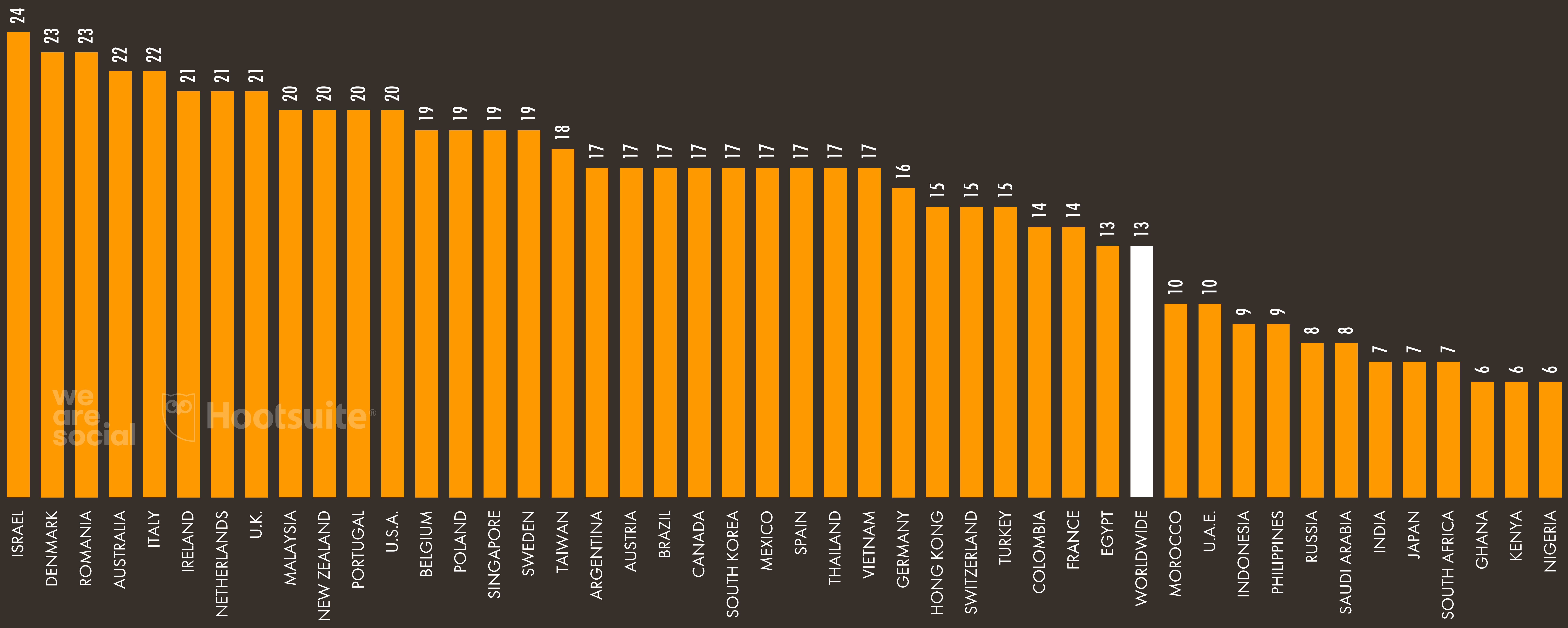


SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JULY 2020). ***NOTES:** FACEBOOK'S SELF-SERVICE TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE', OR ACTIVITY DATA FOR USERS BELOW THE AGE OF 18. VALUES MAY INCLUDE CLICKS ON ADVERTS SERVED VIA FACEBOOK'S AUDIENCE NETWORK.

FACEBOOK MONTHLY AD CLICKS BY GEOGRAPHY

JUL 2020

MEDIAN NUMBER OF TIMES EACH MONTH THAT THE TYPICAL FACEBOOK USER AGED 18+* CLICKS ON A FACEBOOK AD*



SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JULY 2020). ***NOTES:** ONLY INCLUDES DATA FOR USERS AGED 18 AND ABOVE. VALUES MAY INCLUDE CLICKS ON ADVERTS SERVED VIA FACEBOOK'S AUDIENCE NETWORK.

JUL
2020

SHARE OF FACEBOOK PAGE POSTS BY POST TYPE

EACH POST TYPE'S SHARE OF THE TOTAL NUMBER OF POSTS MADE BY FACEBOOK PAGES

AVERAGE NUMBER OF PAGE POSTS PER DAY	PHOTO POSTS' SHARE OF TOTAL PAGE POSTS	VIDEO POSTS' SHARE OF TOTAL PAGE POSTS	LINK POSTS' SHARE OF TOTAL PAGE POSTS	STATUS POSTS' SHARE OF TOTAL PAGE POSTS
1.06	50.6%	20.6%	25.9%	2.8%

SOURCE: LOCOWISE (JULY 2020). FIGURES REPRESENT AVERAGES FOR Q2 2020. **NOTES:** FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD. VALUES MAY NOT SUM TO 100% DUE TO ROUNDING.

FACEBOOK POST ENGAGEMENT BENCHMARKS

THE NUMBER OF FACEBOOK PAGE POST ENGAGEMENTS (REACTIONS, COMMENTS, AND SHARES) COMPARED TO THE TOTAL NUMBER OF PAGE FANS

DUE TO CHANGES IN FACEBOOK'S POLICIES, THE DATA ON THIS CHART USE A DIFFERENT METHODOLOGY AND DIFFERENT SOURCE DATA COMPARED TO OUR PREVIOUS REPORTS

AVERAGE TOTAL POST ENGAGEMENTS* vs. PAGE FANS: ALL POST TYPES	AVERAGE TOTAL POST ENGAGEMENTS* vs. PAGE FANS: PHOTO POSTS	AVERAGE TOTAL POST ENGAGEMENTS* vs. PAGE FANS: VIDEO POSTS	AVERAGE TOTAL POST ENGAGEMENTS* vs. PAGE FANS: LINK POSTS	AVERAGE TOTAL POST ENGAGEMENTS* vs. PAGE FANS: STATUS POSTS
0.21%	0.25%	0.26%	0.10%	0.21%

SOURCE: LOCOWISE (JULY 2020). FIGURES REPRESENT AVERAGES FOR Q2 2020. **NOTE:** PERCENTAGES COMPARE THE COMBINED TOTAL OF REACTIONS, COMMENTS, AND SHARES TO THE TOTAL NUMBER OF PAGE FANS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD. **COMPARABILITY ADVISORY:** NEW DEFINITIONS AND A NEW METHODOLOGY MEAN DATA ON THIS CHART ARE NOT COMPARABLE TO FIGURES PUBLISHED IN PREVIOUS REPORTS.

FACEBOOK POST ENGAGEMENT RATE BY PAGE SIZE

COMPARING THE AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE ACROSS PAGES WITH DIFFERENT NUMBERS OF FANS

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

<10K

0.67%

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

10K-100K

0.33%

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

>100K

0.14%

SOURCE: LOCOWISE (JULY 2020). FIGURES REPRESENT AVERAGES FOR Q2 2020. **NOTE:** 'ENGAGEMENT RATE' (AS USED HERE) COMPARES THE COMBINED TOTAL OF A POST'S REACTIONS, COMMENTS, AND SHARES TO THE TOTAL NUMBER OF PAGE FANS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD.

IN DETAIL: INSTAGRAM

JUL 2020

INSTAGRAM ADVERTISING 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*
1.08 BILLION	18%	+11% +111 MILLION	51%	49%

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS FOR INSTAGRAM (ACCESSED JULY 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.

JUL 2020

INSTAGRAM REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL INSTAGRAM ADVERTISING REACH

#	COUNTRY	REACH	▲QOQ	▲QOQ
01	U.S.A.	130,000,000	+8%	+10,000,000
02	INDIA	100,000,000	+14%	+12,000,000
03	BRAZIL	91,000,000	+11%	+9,000,000
04	INDONESIA	73,000,000	+14%	+9,000,000
05	RUSSIA	51,000,000	+11%	+5,000,000
06	TURKEY	42,000,000	+8%	+3,000,000
07	JAPAN	35,000,000	+13%	+4,000,000
08	MEXICO	29,000,000	+12%	+3,000,000
09	U.K.	27,000,000	+8%	+2,000,000
10	GERMANY	25,000,000	+14%	+3,000,000

#	COUNTRY	REACH	▲QOQ	▲QOQ
11	ITALY	23,000,000	+10%	+2,000,000
12	FRANCE	21,000,000	+11%	+2,000,000
13=	ARGENTINA	19,000,000	+6%	+1,000,000
13=	SPAIN	19,000,000	+12%	+2,000,000
15	SOUTH KOREA	15,000,000	+15%	+2,000,000
16=	CANADA	14,000,000	+8%	+1,000,000
16=	COLOMBIA	14,000,000	+17%	+2,000,000
16=	SAUDI ARABIA	14,000,000	+8%	+1,000,000
16=	THAILAND	14,000,000	+8%	+1,000,000
20	EGYPT	13,000,000	+18%	+2,000,000

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

JUL 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	BRUNEI	68%	240,000	+9%
02	KAZAKHSTAN	68%	9,400,000	+8%
03	CAYMAN ISLANDS	65%	36,000	+9%
04	KUWAIT	64%	2,200,000	+10%
05	ICELAND	63%	180,000	+6%
06	TURKEY	63%	42,000,000	+8%
07	SWEDEN	62%	5,300,000	+8%
08	CYPRUS	61%	630,000	+5%
09	GUAM	61%	81,000	+13%
10	CHILE	58%	9,200,000	+8%

#	COUNTRY	% 13+	REACH	▲QOQ
11	BAHRAIN	58%	820,000	+11%
12	PANAMA	57%	1,900,000	+12%
13	ANDORRA	57%	39,000	+5%
14	NORWAY	56%	2,600,000	+13%
15	ARUBA	56%	51,000	+9%
16	URUGUAY	56%	1,600,000	+14%
17	MONTENEGRO	55%	290,000	+7%
18	BERMUDA	54%	29,000	+16%
19	ISRAEL	54%	3,500,000	+9%
20	ARGENTINA	53%	19,000,000	+6%

SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JULY 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.

INSTAGRAM AUDIENCE: LARGEST INCREASES

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

COUNTRIES AND TERRITORIES WITH THE GREATEST ABSOLUTE INCREASES*

#	ABSOLUTE INCREASE	▲ USERS	▲ %
01	INDIA	+12,000,000	+14%
02	U.S.A.	+10,000,000	+8%
03	INDONESIA	+9,000,000	+14%
04	BRAZIL	+9,000,000	+11%
05	RUSSIA	+5,000,000	+11%
06	JAPAN	+4,000,000	+13%
07	GERMANY	+3,000,000	+14%
08	MEXICO	+3,000,000	+12%
09	TURKEY	+3,000,000	+8%
10	EGYPT	+2,000,000	+18%

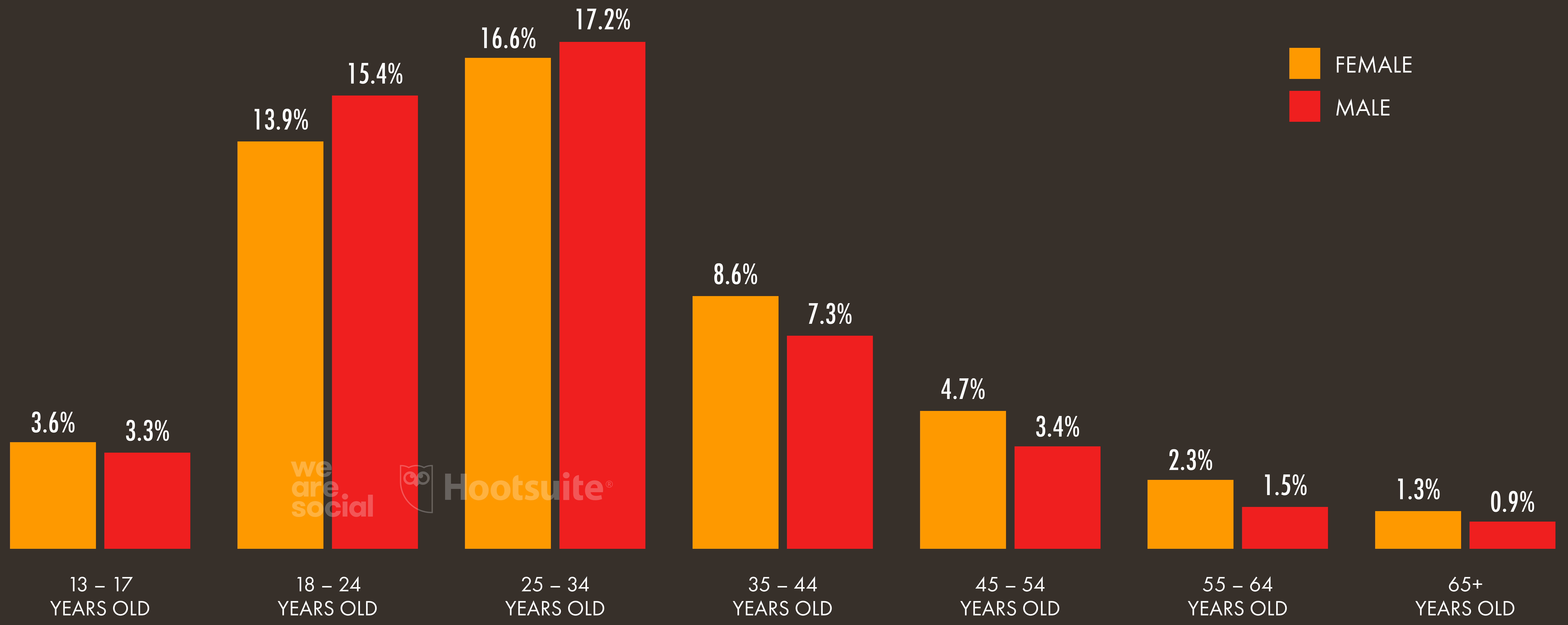
COUNTRIES AND TERRITORIES WITH THE GREATEST RELATIVE INCREASES

#	RELATIVE INCREASE	▲ %	▲ USERS
01	CHAD	+61%	+19,000
02	SOUTH SUDAN	+50%	+10,000
03	TOGO	+46%	+38,000
04	BURKINA FASO	+41%	+41,000
05	MADAGASCAR	+41%	+22,000
06	THE GAMBIA	+40%	+27,000
07	ETHIOPIA	+39%	+130,000
08	SIERRA LEONE	+39%	+22,000
09	EQUATORIAL GUINEA	+38%	+10,000
10	GUINEA-BISSAU	+38%	+6,000

SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JULY 2020). ***NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. MULTIPLE COUNTRIES REGISTERED GROWTH OF 1 MILLION USERS DURING THE STUDY PERIOD, SO THESE COUNTRIES HAVE ALSO BEEN RANKED ON THE BASIS OF RELATIVE GROWTH. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

PROFILE OF INSTAGRAM'S ADVERTISING AUDIENCE

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



SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JULY 2020). ***NOTES:** 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.

JUL 2020

DETAIL OF INSTAGRAM'S ADVERTISING AUDIENCE

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

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13-17	74,000,000	39,000,000	3.6%	35,000,000	3.3%
18-24	317,000,000	150,000,000	13.9%	167,000,000	15.4%
25-34	366,000,000	180,000,000	16.6%	186,000,000	17.2%
35-44	172,000,000	93,000,000	8.6%	79,000,000	7.3%
45-54	88,000,000	51,000,000	4.7%	37,000,000	3.4%
55-64	41,000,000	25,000,000	2.3%	16,000,000	1.5%
65+	24,000,000	14,000,000	1.3%	10,000,000	0.9%
TOTAL	**1,082,000,000**	**552,000,000**	**51.0%**	**530,000,000**	**49.0%**

SOURCE: KEPIOS ANALYSIS OF EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JULY 2020). ***NOTES:** 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. VALUES MAY NOT SUM TO TOTALS DUE TO ROUNDING. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JUL 2020

INSTAGRAM BUSINESS ACCOUNT BENCHMARKS

AVERAGE ACCOUNT GROWTH AND PUBLISHING 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	CAROUSEL POSTS AS A PERCENTAGE OF ALL MAIN FEED POSTS
+1.39%	1.26	62.7%	23.6%	13.6%

SOURCE: LOCOWISE (JULY 2020). FIGURES REPRESENT AVERAGES FOR Q2 2020. **NOTES:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT INSTAGRAM BUSINESS ACCOUNTS. VALUES MAY NOT SUM TO 100% DUE TO ROUNDING.

JUL 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 PHOTO POSTS	AVERAGE ENGAGEMENT RATE FOR VIDEO POSTS	AVERAGE ENGAGEMENT RATE FOR CAROUSEL POSTS
0.65%	0.59%	0.82%	0.63%

SOURCE: LOCOWISE (JULY 2020). FIGURES REPRESENT AVERAGES FOR Q2 2020. ***NOTE:** 'ENGAGEMENT RATE' (AS USED HERE) REFERS TO THE COMBINED NUMBER OF LIKES AND COMMENTS 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.

JUL 2020

INSTAGRAM ENGAGEMENT RATES BY FOLLOWERS

COMPARING THE AVERAGE ENGAGEMENT RATE OF INSTAGRAM POSTS PUBLISHED BY BUSINESS ACCOUNTS WITH DIFFERENT NUMBERS OF FOLLOWERS

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

<10K

1.06%

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

10K-100K

0.69%

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

>100K

0.56%

SOURCE: LOCOWISE (JULY 2020). FIGURES REPRESENT AVERAGES FOR Q2 2020. ***NOTE:** 'ENGAGEMENT RATE' (AS USED HERE) REFERS TO THE COMBINED NUMBER OF LIKES AND COMMENTS ON A POST COMPARED TO THE NUMBER OF ACCOUNT FOLLOWERS AT THE TIME OF POST PUBLICATION. **ADVISORY:** FIGURES REPRESENT AVERAGES FOR BUSINESS ACCOUNTS ACROSS A VARIETY OF DIFFERENT CATEGORIES AND COUNTRIES.

IN DETAIL: LINKEDIN

LINKEDIN ADVERTISING 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*
702 MILLION	13%	+3.8% +26 MILLION	43%	57%

SOURCE: EXTRAPOLATIONS OF DATA FROM LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JULY 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.

JUL 2020

LINKEDIN REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL LINKEDIN ADVERTISING REACH

#	COUNTRY	REACH	▲QOQ	▲QOQ
01	U.S.A.	170,000,000	+6%	+10,000,000
02	INDIA	68,000,000	+5%	+3,000,000
03	CHINA	50,000,000	0%	[UNCHANGED]
04	BRAZIL	43,000,000	+5%	+2,000,000
05	U.K.	29,000,000	+4%	+1,000,000
06	FRANCE	20,000,000	0%	[UNCHANGED]
07	CANADA	17,000,000	0%	[UNCHANGED]
08	INDONESIA	16,000,000	+7%	+1,000,000
09	MEXICO	15,000,000	+7%	+1,000,000
10	ITALY	14,000,000	0%	[UNCHANGED]

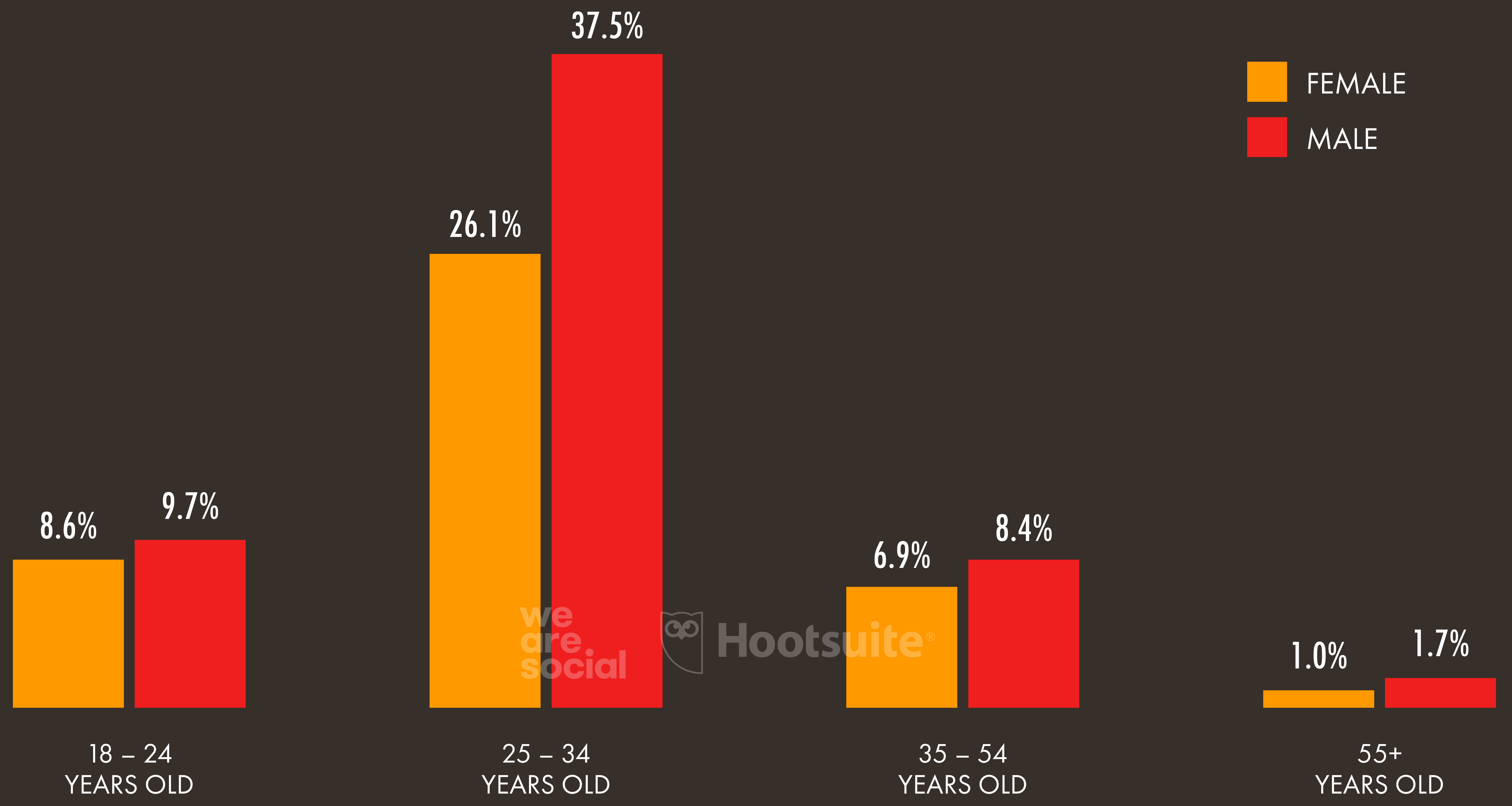
#	COUNTRY	REACH	▲QOQ	▲QOQ
11	SPAIN	13,000,000	0%	[UNCHANGED]
12	AUSTRALIA	11,000,000	0%	[UNCHANGED]
13	GERMANY	11,000,000	+10%	+1,000,000
14	TURKEY	9,200,000	+3%	+300,000
15	PHILIPPINES	8,900,000	+3%	+300,000
16	NETHERLANDS	8,800,000	+1%	+100,000
17	COLOMBIA	8,600,000	+6%	+500,000
18	ARGENTINA	8,000,000	+3%	+200,000
19	SOUTH AFRICA	8,000,000	+3%	+200,000
20	RUSSIA	6,900,000	0%	[UNCHANGED]

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

JUL 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 (JULY 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.

IN DETAIL: SNAPCHAT

JUL 2020

SNAPCHAT ADVERTISING 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*
397 MILLION	6.6%	-0.2% -660 THOUSAND	61%	38%

SOURCE: EXTRAPOLATIONS OF DATA FROM SNAPCHAT'S SELF-SERVICE ADVERTISING TOOLS (JULY 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%.

JUL 2020

SNAPCHAT REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL SNAPCHAT ADVERTISING REACH

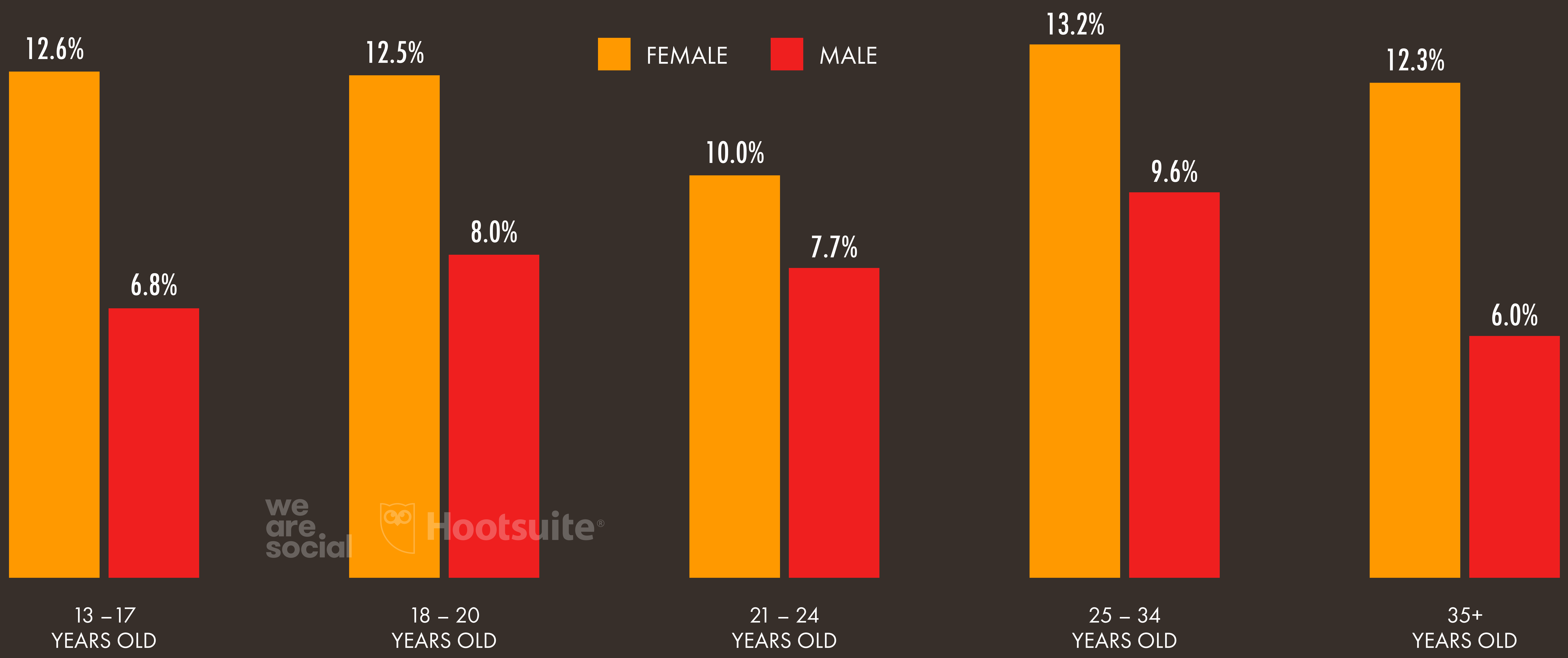
#	COUNTRY	REACH	▲QOQ	▲QOQ
01	U.S.A.	101,400,000	-1%	-1,350,000
02	INDIA	33,800,000	+20%	+5,600,000
03	FRANCE	20,650,000	-3%	-700,000
04	U.K.	17,650,000	-5%	-900,000
05	SAUDI ARABIA	17,350,000	+3%	+500,000
06	MEXICO	15,200,000	-5%	-850,000
07	GERMANY	12,550,000	+7%	+800,000
08	BRAZIL	12,350,000	-5%	-700,000
09	CANADA	9,400,000	-2%	-200,000
10	PHILIPPINES	9,000,000	+9%	+750,000

#	COUNTRY	REACH	▲QOQ	▲QOQ
11	TURKEY	8,950,000	+1%	+100,000
12	IRAQ	8,700,000	+14%	+1,050,000
13	EGYPT	7,750,000	+8%	+600,000
14	RUSSIA	7,550,000	-13%	-1,150,000
15	AUSTRALIA	6,750,000	-1%	-100,000
16	INDONESIA	6,400,000	+25%	+1,300,000
17	PAKISTAN	6,300,000	+17%	+900,000
18	COLOMBIA	5,200,000	+2%	+100,000
19	NETHERLANDS	4,900,000	-29%	-2,050,000
20	MOROCCO	4,400,000	+7%	+300,000

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

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 (JULY 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.

DETAIL OF SNAPCHAT'S ADVERTISING AUDIENCE

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

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13-17	77,800,000	50,100,000	12.6%	26,800,000	6.8%
18-20	82,800,000	49,600,000	12.5%	31,900,000	8.0%
21-24	70,800,000	39,700,000	10.0%	30,500,000	7.7%
25-34	91,800,000	52,600,000	13.2%	38,000,000	9.6%
35+	73,800,000	48,900,000	12.3%	23,800,000	6.0%
TOTAL	**397,000,000**	**240,900,000**	**60.7%**	**151,000,000**	**38.0%**

SOURCE: EXTRAPOLATIONS OF DATA FROM SNAPCHAT'S SELF-SERVICE ADVERTISING TOOLS (JULY 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.

IN DETAIL: TWITTER

TWITTER ADVERTISING 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*
326 MILLION	5.4%	-16% -61 MILLION	35%	65%

SOURCE: EXTRAPOLATIONS OF DATA FROM TWITTER'S SELF-SERVICE ADVERTISING TOOLS (JULY 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.

JUL 2020

TWITTER REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL TWITTER ADVERTISING REACH

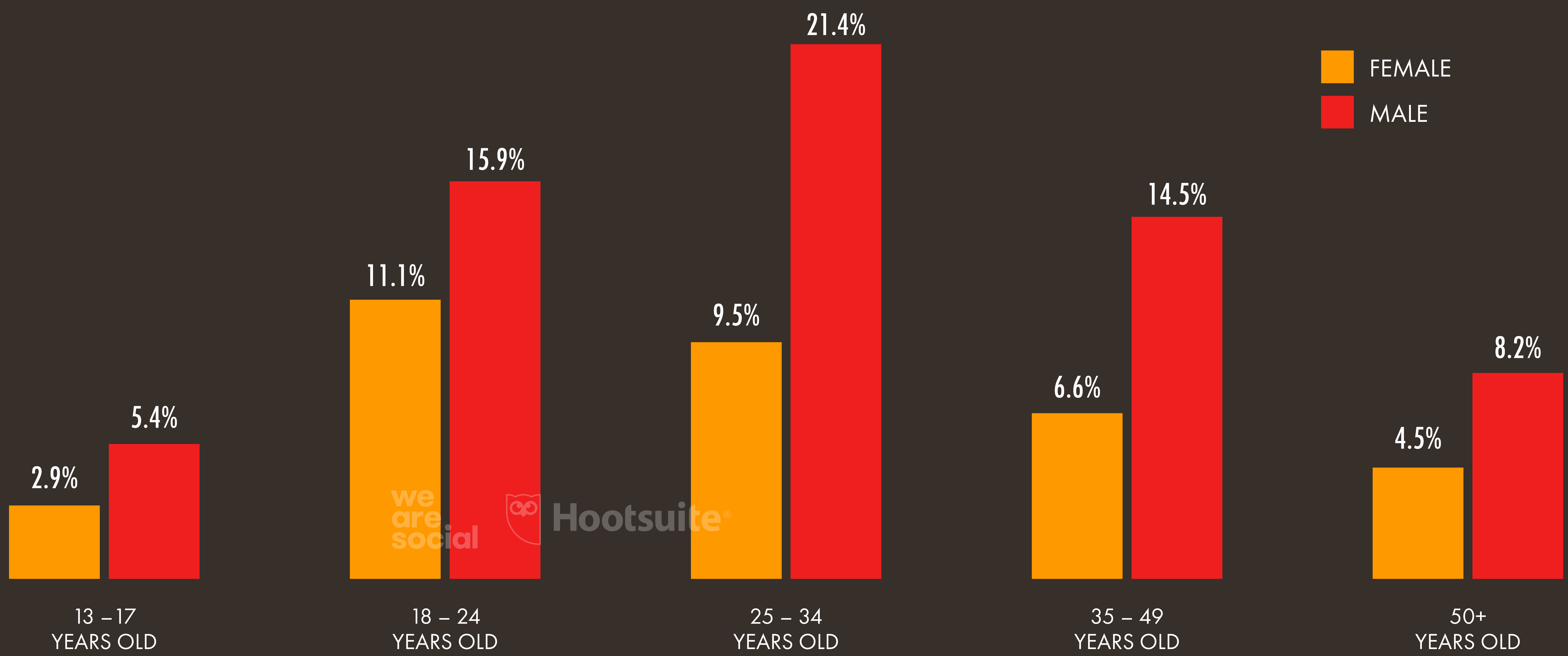
#	COUNTRY	REACH	▲QOQ	▲QOQ
01	U.S.A.	62,550,000	-3%	-1,650,000
02	JAPAN	49,100,000	+1%	+650,000
03	INDIA	17,000,000	+29%	+3,850,000
04	BRAZIL	15,700,000	+9%	+1,350,000
05	U.K.	15,250,000	-14%	-2,500,000
06	TURKEY	12,700,000	-7%	-950,000
07	SAUDI ARABIA	12,000,000	-20%	-3,000,000
08	INDONESIA	11,200,000	-5%	-600,000
09	MEXICO	10,400,000	+2%	+200,000
10	PHILIPPINES	7,750,000	+8%	+600,000

#	COUNTRY	REACH	▲QOQ	▲QOQ
11	THAILAND	7,150,000	-3%	-200,000
12	FRANCE	7,100,000	-20%	-1,800,000
13	SPAIN	7,100,000	-15%	-1,300,000
14	CANADA	5,800,000	-29%	-2,350,000
15	ARGENTINA	5,050,000	-9%	-500,000
16	SOUTH KOREA	4,700,000	-22%	-1,350,000
17	GERMANY	4,200,000	-31%	-1,900,000
18	EGYPT	3,550,000	-5%	-200,000
19	COLOMBIA	3,350,000	-6%	-200,000
20	MALAYSIA	3,100,000	-21%	-800,000

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

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 (JULY 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.

JUL 2020

MOST-USED EMOJI ON TWITTER

EMOJI THAT HAVE FEATURED IN THE GREATEST NUMBER OF TWEETS ON TWITTER (ALL TIME)

#	EMOJI	TWEETS
01	😂	2,914,000,000
02	❤️	1,423,000,000
03	😍	1,039,000,000
04	♻️	966,000,000
05	😭	954,000,000
06	♥️	774,000,000
07	😊	670,000,000
08	💕	519,000,000
09	😒	514,000,000
10	😘	499,000,000
11	😩	450,000,000
12	😔	435,000,000
13	☺️	406,000,000
14	😁	396,000,000
15	👌	377,000,000
16	😏	351,000,000
17	😉	335,000,000
18	👍	304,000,000
19	😅	292,000,000
20	🙏	280,000,000
21	👀	277,000,000
22	🔥	262,000,000
23	💔	261,000,000
24	😌	259,000,000
25	😢	256,000,000
26	💙	253,000,000
27	😎	252,000,000
28	💜	239,000,000
29	⬅️	237,000,000
30	🎶	226,000,000
31	😳	223,000,000
32	✨	221,000,000
33	💖	204,000,000
34	🙌	201,000,000
35	💯	199,000,000
36	🙈	191,000,000
37	✌️	176,000,000
38	😄	174,000,000
39	😑	170,000,000
40	😴	170,000,000

SOURCE: EMOJITRACKER (JULY 2020). **NOTE:** VALUES HAVE BEEN ROUNDED DOWN TO THE NEAREST MILLION. VALUES REPRESENT THE NUMBER OF PUBLISHED TWEETS THAT CONTAIN EACH EMOJI, NOT THE ABSOLUTE NUMBER OF TIMES THAT EACH EMOJI HAS BEEN USED (I.E. INDIVIDUAL TWEETS THAT CONTAIN MULTIPLE INSTANCES OF THE SAME EMOJI WILL ONLY BE COUNTED ONCE IN THAT EMOJI'S TOTAL).

IN DETAIL: PINTEREST

PINTEREST ADVERTISING 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*
179 MILLION	2.9%	+5.0% +8 MILLION	76%	16%

SOURCE: EXTRAPOLATIONS OF DATA FROM PINTEREST'S SELF-SERVICE ADVERTISING TOOLS (JULY 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.

JUL 2020

PINTEREST REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL PINTEREST ADVERTISING REACH

#	COUNTRY	REACH	▲QOQ	▲QOQ
01	U.S.A.	91,400,000	+15%	+12,000,000
02	GERMANY	14,900,000	+19%	+2,400,000
03	U.K.	12,000,000	+12%	+1,300,000
04	FRANCE	9,900,000	-8%	-900,000
05	CANADA	9,300,000	+12%	+1,000,000
06	SPAIN	5,600,000	-23%	-1,600,000
07	ITALY	5,300,000	-4%	-200,000
08	AUSTRALIA	4,900,000	+4%	+200,000
09	NETHERLANDS	4,700,000	+15%	+600,000
10	POLAND	2,700,000	-26%	-1,000,000

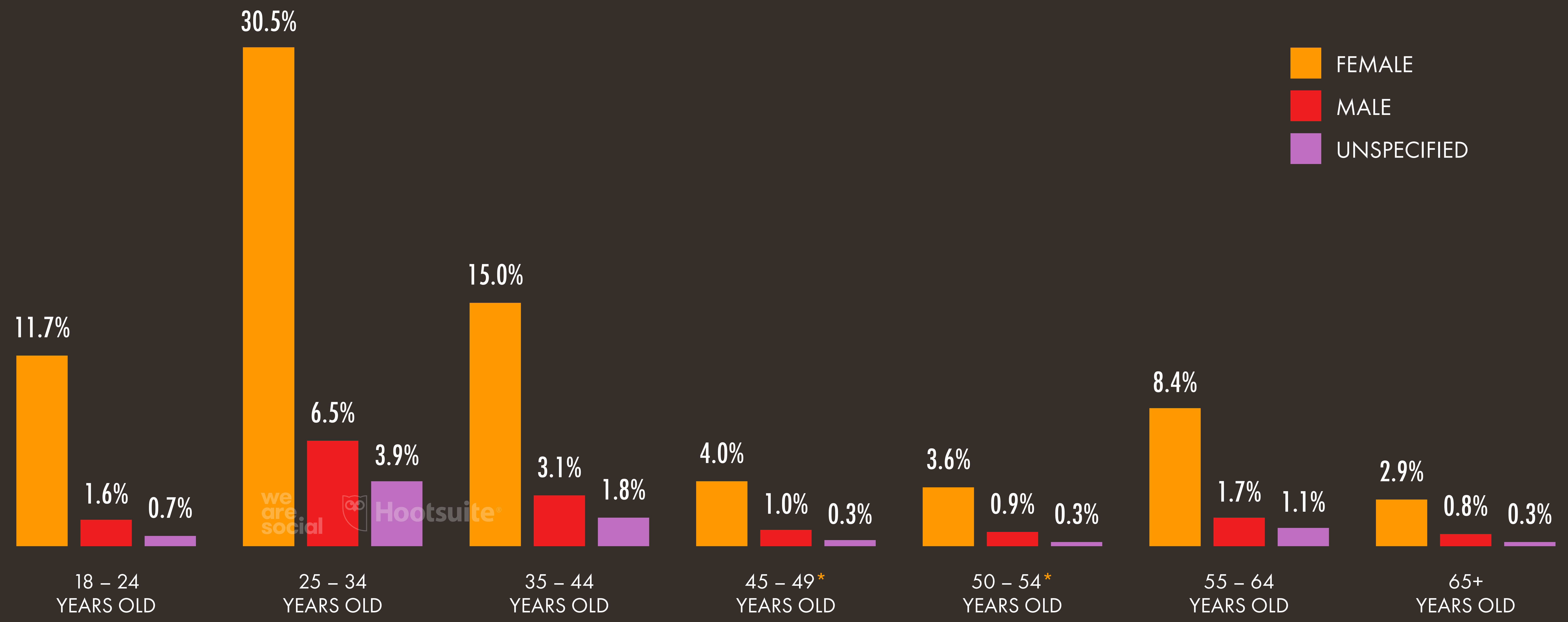
#	COUNTRY	REACH	▲QOQ	▲QOQ
11	BELGIUM	2,400,000	-23%	-700,000
12	SWEDEN	1,700,000	-8%	-200,000
13	AUSTRIA	1,500,000	+12%	+200,000
14	SWITZERLAND	1,400,000	-1%	-10,000
15	PORTUGAL	1,300,000	-33%	-700,000
16	ROMANIA	1,300,000	-36%	-700,000
17	DENMARK	1,100,000	-10%	-100,000
18	GREECE	1,000,000	-45%	-900,000
19	NEW ZEALAND	1,000,000	+3%	+30,000
20	IRELAND	900,000	-7%	-100,000

SOURCE: EXTRAPOLATIONS OF DATA FROM PINTEREST'S SELF-SERVICE ADVERTISING TOOLS (JULY 2020). *NOTE: 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. ◈ COMPARABILITY ADVISORY: BASE CHANGES.

JUL 2020

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 (JULY 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.

OTHER SOCIAL PLATFORMS

JUL 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*
2.0 BILLION	33%	1.0 BILLION	45%	55%

SOURCES: COMPANY STATEMENTS; GENDER SHARE DATA FROM GLOBALWEBINDEX (Q1 2020) BASED ON THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. ***NOTE:** DATA ARE ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' USERS AGED 16 TO 64. PERCENTAGES SHOWN HERE REPRESENT SHARE OF THOSE 2 GENDERS. ◈ **COMPARABILITY ADVISORY:** DATA ON THIS CHART ARE NOT DIRECTLY COMPARABLE TO SIMILAR DATA POINTS FOR OTHER PLATFORMS INCLUDED IN THIS REPORT.

JUL 2020

TIKTOK OVERVIEW

ESSENTIAL HEADLINES FOR TIKTOK USE AROUND THE WORLD

ESTIMATED NUMBER OF PEOPLE USING TIKTOK AROUND THE WORLD*	SHARE OF POPULATION AGED 13+ THAT USES TIKTOK EACH MONTH	TOTAL NUMBER OF TIMES THAT THE TIKTOK APP HAS BEEN DOWNLOADED	FEMALE USERS AS A PERCENTAGE OF TOTAL MALE AND FEMALE USERS*	MALE USERS AS A PERCENTAGE OF TOTAL MALE AND FEMALE USERS*
800 MILLION	13%	2.0 BILLION	46%	54%

SOURCES: KEPIOS ANALYSIS; SENSORTOWER (APR 2020); GENDER SHARE DATA FROM GLOBALWEBINDEX (Q1 2020). *NOTES: DOES NOT INCLUDE DOUYIN. GENDER DATA ONLY REPRESENTS USERS AGED 16 TO 64. *ADVISORY: THE ACTIVE USER FIGURE SHOWN HERE MAY NOW BE CONSIDERABLY LOWER DUE TO THE INDIAN GOVERNMENT'S RECENT DECISION TO BLOCK TIKTOK IN THE COUNTRY. ◈ COMPARABILITY ADVISORY: DATA ON THIS CHART ARE NOT DIRECTLY COMPARABLE TO SIMILAR DATA POINTS FOR OTHER PLATFORMS INCLUDED IN THIS REPORT.

WECHAT OVERVIEW

ESSENTIAL HEADLINES FOR WECHAT USE AROUND THE WORLD

NUMBER OF WORLDWIDE MONTHLY ACTIVE USERS OF WECHAT AND WEIXIN*	SHARE OF POPULATION AGED 13+ THAT USES WECHAT OR WEIXIN EACH MONTH	QUARTER-ON-QUARTER INCREASE IN MONTHLY ACTIVE USERS OF WECHAT AND WEIXIN	YEAR-ON-YEAR INCREASE IN MONTHLY ACTIVE USERS OF WECHAT AND WEIXIN
1.20 BILLION	20%	+3.2%	+8.2%

SOURCE: TENCENT Q1 2020 EARNINGS ANNOUNCEMENT (MAY 2020). ***NOTE:** FIGURES REFLECT COMBINED DATA FOR USAGE OF BOTH WECHAT AND WEIXIN (THE VERSION OF WECHAT AVAILABLE TO USERS IN MAINLAND CHINA).

JUL 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
550 MILLION	9.3%	+18%	94%

SOURCE: WEIBO CORPORATION Q1 2020 EARNINGS ANNOUNCEMENT (MAY 2020). *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	FEMALE USERS AS A PERCENTAGE OF TOTAL MALE AND FEMALE USERS*	MALE USERS AS A PERCENTAGE OF TOTAL MALE AND FEMALE USERS*
430 MILLION	7.1%	+30%	40%	60%

SOURCES: REDDIT (ACCESSED JULY 2020); GENDER SHARE DATA FROM GLOBALWEBINDEX (Q1 2020) BASED ON THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. ***NOTES:** GENDER SHARE DATA ONLY REPRESENTS USERS AGED 16 TO 64. DATA ARE ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' USERS. PERCENTAGES SHOWN HERE REPRESENT SHARE OF THOSE 2 GENDERS.

GLOBAL MOBILE USE

JUL 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
5.15 BILLION	66%	7.94 BILLION	102%	1.54

SOURCE: GSMA INTELLIGENCE (JULY 2020). **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.

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)

5.15 BILLION

TOTAL NUMBER OF MOBILE CONNECTIONS

7.94 BILLION

ERICSSON MOBILITY REPORT DATA

TOTAL NUMBER OF MOBILE USERS (UNIQUE INDIVIDUALS)

6.03 BILLION

TOTAL NUMBER OF MOBILE CONNECTIONS

8.10 BILLION

SOURCES: GSMA INTELLIGENCE (JULY 2020); ERICSSON MOBILITY REPORT (JUNE 2020); ERICSSON MOBILITY CALCULATOR (ACCESSED JULY 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.

JUL 2020

SHARE OF GLOBAL MOBILE CONNECTIONS BY DEVICE

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

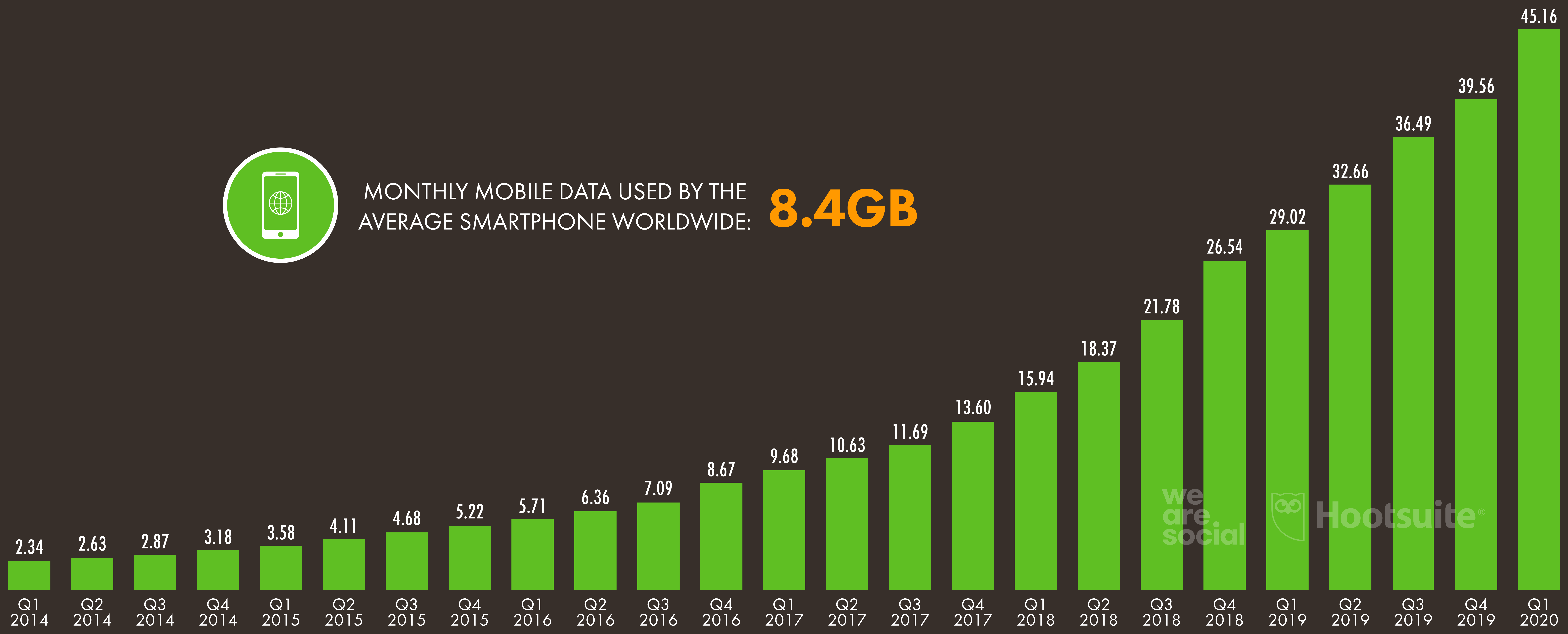
SHARE OF CONNECTIONS ASSOCIATED WITH SMARTPHONES	SHARE OF CONNECTIONS ASSOCIATED WITH FEATURE PHONES	SHARE OF CONNECTIONS ASSOCIATED WITH ROUTERS, TABLETS, AND MOBILE PCS
74.4%	22.0%	3.6%

SOURCE: ERICSSON MOBILITY VISUALIZER (ACCESSED JULY 2020). ***NOTE:** EXCLUDES MOBILE IOT CONNECTIONS.

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: **8.4GB**



SOURCE: ERICSSON MOBILE VISUALIZER (ACCESSED JULY 2020). ***NOTE:** FIGURES REPRESENT THE MONTHLY AVERAGE ACROSS ALL THREE MONTHS OF THE STATED QUARTER.

SHARE OF GLOBAL MOBILE DATA BY CATEGORY

SHARE OF TOTAL GLOBAL MOBILE DATA VOLUME* BY CATEGORY OF APPLICATION

CURRENT GLOBAL MONTHLY MOBILE DATA VOLUME*	SHARE OF MOBILE DATA: VIDEO APPS	SHARE OF MOBILE DATA: SOCIAL NETWORKING	SHARE OF MOBILE DATA: SOFTWARE UPDATES
46.1 EXABYTES	66.2% 30.5 EXABYTES	10.0% 4.6 EXABYTES	3.9% 1.8 EXABYTES

SHARE OF MOBILE DATA: WEB BROWSING	SHARE OF MOBILE DATA: AUDIO APPS	SHARE OF MOBILE DATA: FILE SHARING	SHARE OF MOBILE DATA: OTHER KINDS OF APP
3.2% 1.5 EXABYTES	1.7% 0.78 EXABYTES	0.7% 0.34 EXABYTES	14.3% 6.6 EXABYTES

SOURCE: ERICSSON MOBILITY VISUALIZER (ACCESSED JULY 2020). ***NOTES:** AN EXABYTE IS EQUIVALENT TO 1 BILLION GIGABYTES. DATA VOLUME REFERS SOLELY TO MOBILE DATA NETWORKS, AND DOES NOT INCLUDE DATA TRANSMITTED OVER WIFI. VALUES ARE BASED ON THE LATEST REPORTED VALUES FOR 2020, AND MAY NOT MATCH THE QUARTERLY AVERAGE FIGURES SHOWN ELSEWHERE IN THIS REPORT.

MOBILE APPS: GLOBAL TRENDS IN Q2 2020

GLOBAL APP DOWNLOADS AND THE VALUE OF THE GLOBAL MOBILE APP MARKET (IN U.S. DOLLARS) FOR THE PERIOD 01 APRIL TO 30 JUNE 2020

NUMBER OF MOBILE APP DOWNLOADS (GLOBAL, ALL PLATFORMS)	ANNUAL GROWTH IN THE NUMBER OF MOBILE APP DOWNLOADS	TOTAL VALUE OF GLOBAL CONSUMER SPEND ON MOBILE APPS	ANNUAL GROWTH IN THE VALUE OF CONSUMER SPEND ON MOBILE APPS	AVERAGE CONSUMER SPEND ON APPS PER SMARTPHONE*
35 BILLION	+13%	$27 BILLION	+19%	$4.48

APP ANNIE
we are social
APP ANNIE

SOURCES: APP ANNIE (JULY 2020); ERICSSON MOBILITY VISUALIZER (ACCESSED JULY 2020); KEPIOS ANALYSIS.
*NOTE: CALCULATIONS FOR AVERAGE CONSUMER SPEND PER SMARTPHONE USE DATA FROM MULTIPLE SOURCES.

GLOBAL MOBILE APP RANKINGS: DOWNLOADS

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN 01 APRIL AND 30 JUNE 2020

RANKING OF MOBILE APPS BY TOTAL NUMBER OF DOWNLOADS

#	APP NAME	COMPANY
01	TIKTOK	BYTEDANCE
02	ZOOM CLOUD MEETINGS	ZOOM VIDEO COMMS.
03	FACEBOOK	FACEBOOK
04	WHATSAPP	FACEBOOK
05	INSTAGRAM	FACEBOOK
06	FACEBOOK MESSENGER	FACEBOOK
07	GOOGLE MEET	GOOGLE
08	TELEGRAM	TELEGRAM
09	SNAPCHAT	SNAP
10	NETFLIX	NETFLIX

RANKING OF MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS

#	GAME NAME	COMPANY
01	SAVE THE GIRL	APPLOVIN
02	GARDENSCAPES – NEW ACRES	PLAYRIX
03	FREE FIRE	SEA
04	PUBG MOBILE	TENCENT
05	LUDO KING	GAMETION
06	SUBWAY SURFERS	KILOO
07	MY TALKING TOM FRIENDS	JINKE CULTURE - OUTFIT7
08	FISHDOM: DEEP DIVE	PLAYRIX
09	BRAIN TEST: TRICKY PUZZLES	UNICO STUDIO
10	HUNTER ASSASSIN	RUBY GAME

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

JUL 2020

GLOBAL MOBILE APP RANKINGS: CONSUMER SPEND

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY CONSUMER SPEND BETWEEN 01 APRIL AND 30 JUNE 2020

RANKING OF MOBILE APPS BY CONSUMER SPEND

#	APP NAME	COMPANY
01	TIKTOK	BYTEDANCE
02	TINDER	INTERACTIVE CORP. (IAC)
03	YOUTUBE	GOOGLE
04	TENCENT VIDEO	TENCENT
05	DISNEY+	DISNEY
06	NETFLIX	NETFLIX
07	IQIYI	BAIDU
08	GOOGLE ONE	GOOGLE
09	BIGO LIVE	BIGO
10	PANDORA MUSIC	SIRIUS XM RADIO

RANKING OF MOBILE GAMES BY CONSUMER SPEND

#	GAME NAME	COMPANY
01	HONOUR OF KINGS	TENCENT
02	ROBLOX	ROBLOX
03	MONSTER STRIKE	MIXI
04	POKÉMON GO	NIANTIC
05	COIN MASTER	MOON ACTIVE
06	PUBG MOBILE	TENCENT
07	GARDENSCAPES – NEW ACRES	PLAYRIX
08	GAME FOR PEACE	TENCENT
09	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
10	FATE / GRAND ORDER	SONY

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

JUL 2020

COVID-19: RANKING OF TOP APPS IN JUNE 2020

GLOBAL RANKINGS OF TOP MOBILE APPS BY NUMBER OF DOWNLOADS AND CONSUMER SPEND BETWEEN 01 JUNE AND 30 JUNE 2020

RANKING OF MOBILE APPS AND GAMES BY GLOBAL DOWNLOADS

#	DOWNLOADS	COMPANY
01	TIKTOK	BYTEDANCE
02	ZOOM CLOUD MEETINGS	ZOOM VIDEO COMMS.
03	WHATSAPP	FACEBOOK
04	MY TALKING TOM FRIENDS	JINKE CULTURE - OUTFIT7
05	FACEBOOK	FACEBOOK
06	INSTAGRAM	FACEBOOK
07	FACEBOOK MESSENGER	FACEBOOK
08	GOOGLE MEET	GOOGLE
09	SAVE THE GIRL	APPLOVIN
10	FACEAPP	FACEAPP

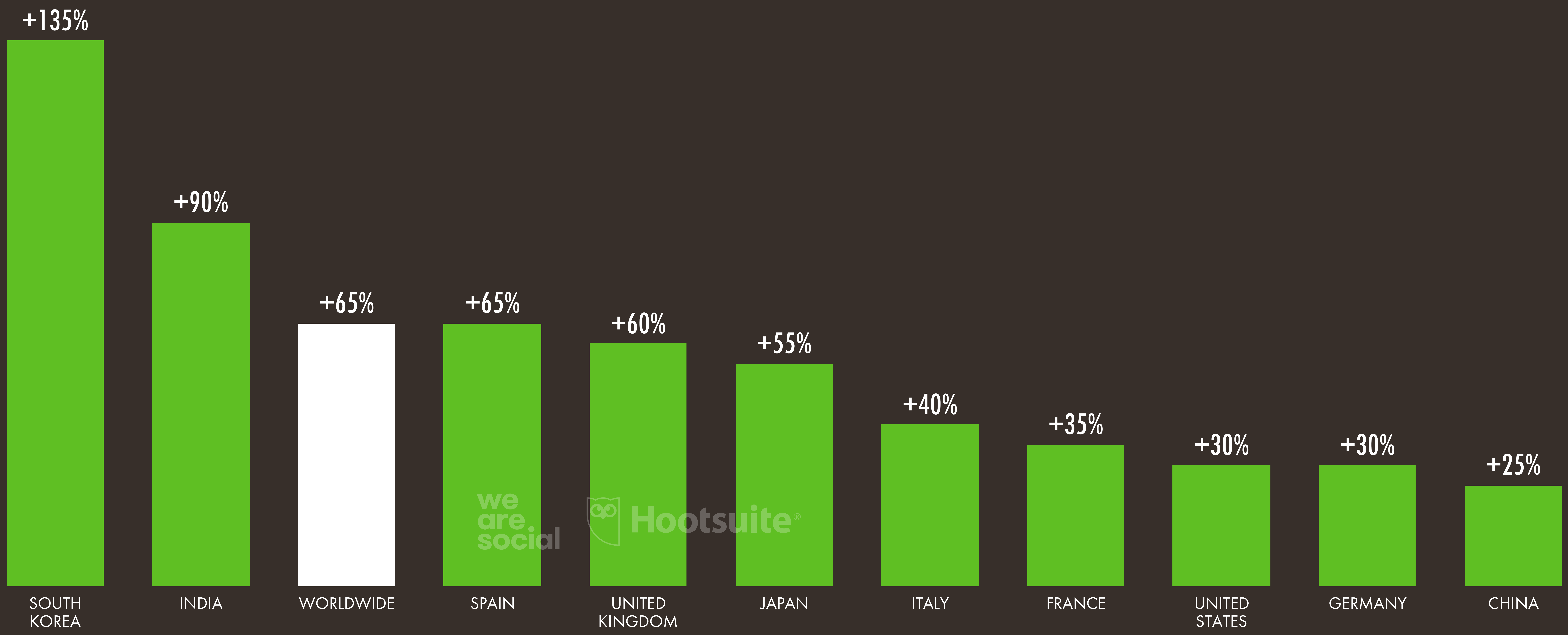
RANKING OF MOBILE APPS AND GAMES BY GLOBAL CONSUMER SPEND

#	CONSUMER SPEND	COMPANY
01	HONOUR OF KINGS	TENCENT
02	POKÉMON GO	NIANTIC
03	ROBLOX	ROBLOX
04	MONSTER STRIKE	MIXI
05	COIN MASTER	MOON ACTIVE
06	GARDENSCAPES - NEW ACRES	PLAYRIX
07	TIKTOK	BYTEDANCE
08	BRAWL STARS	SUPERCELL
09	FATE / GRAND ORDER	SONY
10	CANDY CRUSH SAGA	ACTIVISION BLIZZARD

SOURCE: APP ANNIE (JULY 2020). **NOTES:** RANKINGS BASED ON COMBINED DATA FROM THE GOOGLE PLAY AND APPLE IOS STORES FOR JUNE 2020 ONLY.

COVID-19: GROWTH IN MEDICAL APP DOWNLOADS

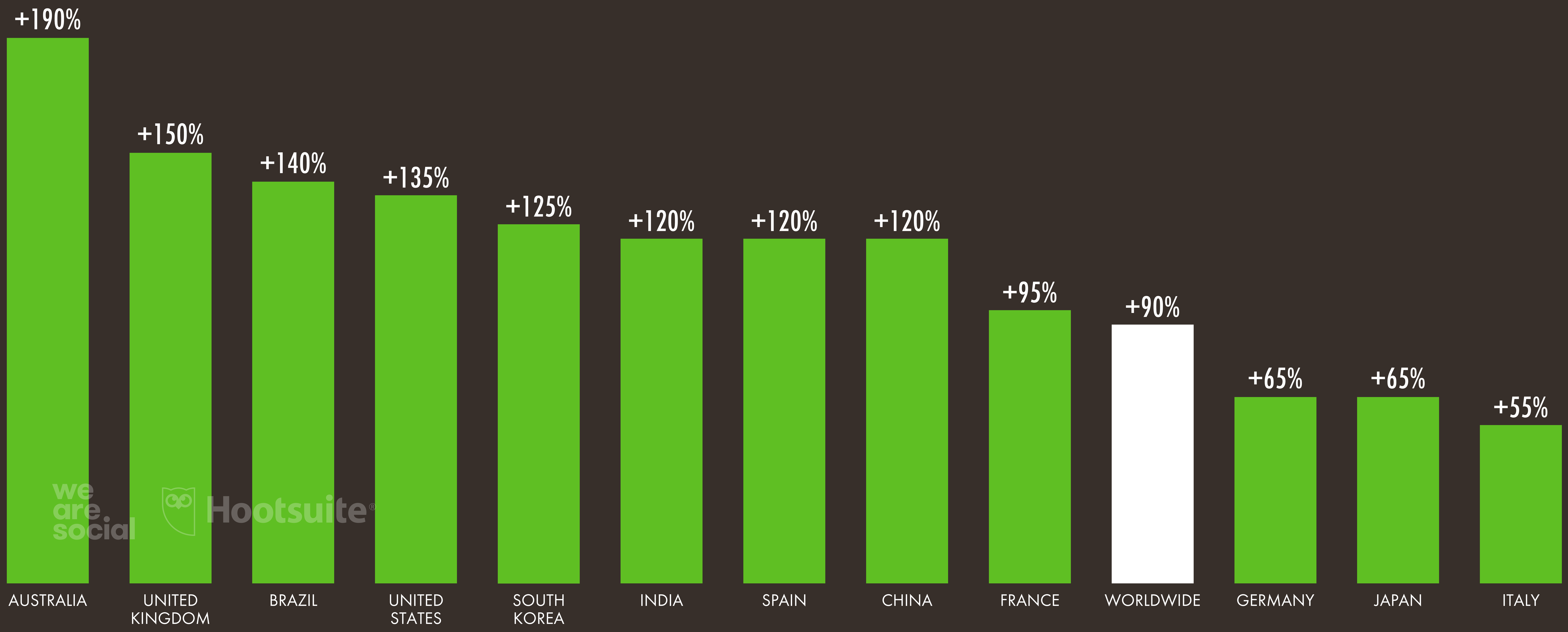
GROWTH IN THE NUMBER OF MEDICAL APPS DOWNLOADED DURING THE 'PEAK' LOCAL MONTH FOR THE COVID-19 CRISIS*, COMPARED TO JAN 2020



SOURCE: APP ANNIE (JUNE 2020). ***NOTES:** BASED ON DOWNLOADS FROM THE IOS AND GOOGLE PLAY APP STORES. DATA COMPARE THE NUMBER OF MEDICAL APP DOWNLOADS IN EACH COUNTRY DURING ITS RESPECTIVE 'PEAK' MONTH FOR THE COVID-19 HEALTH CRISIS TO THE NUMBER OF MEDICAL APP DOWNLOADS DURING JANUARY 2020.

COVID-19: GROWTH IN EDUCATION APP DOWNLOADS

NUMBER OF EDUCATION APPS DOWNLOADED DURING THE WEEK WITH THE MOST DOWNLOADS IN 2020*, COMPARED TO THE Q4 2019 AVERAGE



SOURCE: APP ANNIE (MAY 2020). ***NOTES:** PERCENTAGES COMPARE THE NUMBER OF EDUCATION APPS DOWNLOADED IN THE WEEK WITH THE GREATEST NUMBER OF EDUCATION APP DOWNLOADS BETWEEN JANUARY AND MAY 2020 TO THE AVERAGE NUMBER OF WEEKLY EDUCATION APP DOWNLOADS BETWEEN OCTOBER AND DECEMBER 2019.

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
74.1%	25.3%	0.13%	0.21%	0.26%
JUN 2020 vs. JUN 2019:	JUN 2020 vs. JUN 2019:	JUN 2020 vs. JUN 2019:	JUN 2020 vs. JUN 2019:	JUN 2020 vs. JUN 2019:
-2.5%	+15%	-84%	[UNCHANGED]	-73%

SOURCE: STATCOUNTER (ACCESSED JULY 2020). FIGURES REPRESENT EACH OPERATING SYSTEM'S SHARE OF WEB PAGES SERVED TO WEB BROWSERS ONLY. SHARE FIGURES ARE FOR JUNE 2020. ANNUAL CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). ***NOTES:** FIGURES FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. BADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID.

GLOBAL ECOMMERCE USE

ECOMMERCE ACTIVITY OVERVIEW

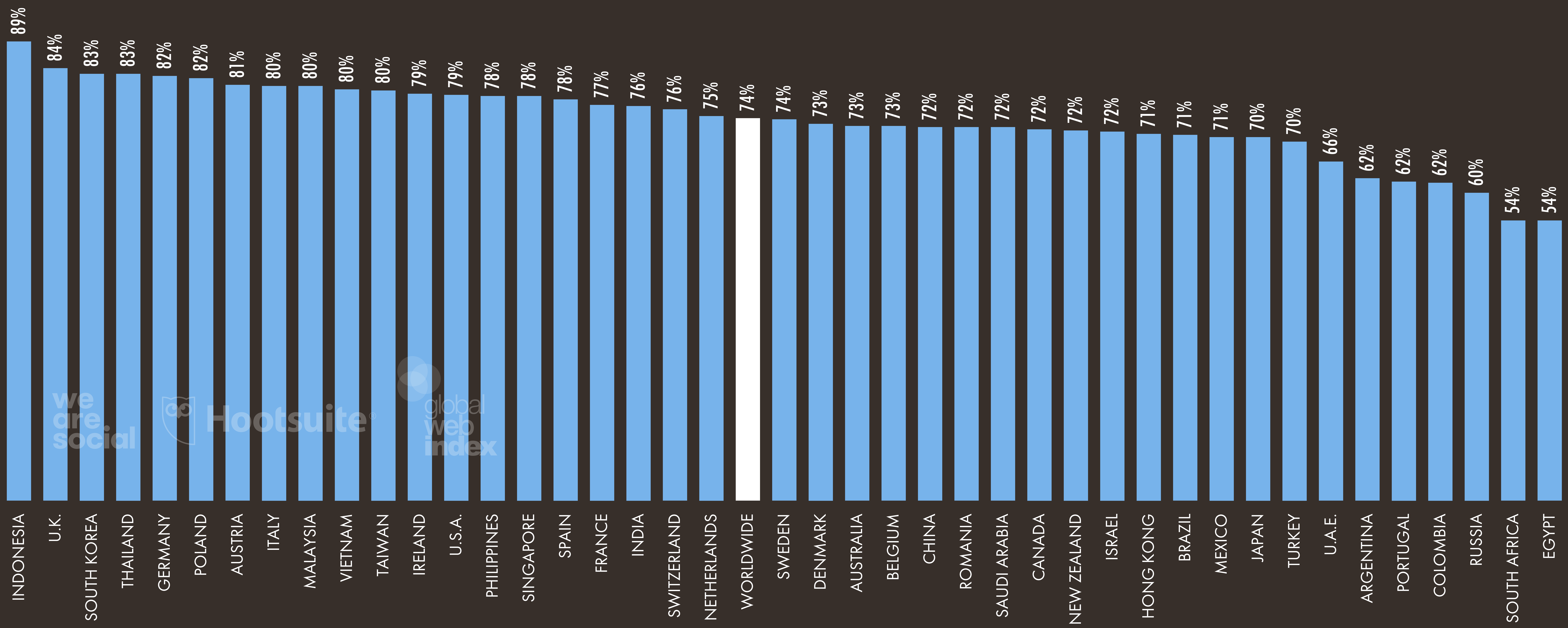
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH

SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY (ANY DEVICE)*	VISITED AN ONLINE RETAIL SITE OR STORE (ANY DEVICE)	USED A SHOPPING APP ON A MOBILE PHONE OR ON A TABLET	PURCHASED A PRODUCT ONLINE (ANY DEVICE)	PURCHASED A PRODUCT ONLINE VIA A MOBILE PHONE
81%	90%	67%	74%	52%

SOURCE: GLOBALWEBINDEX (Q1 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***ADVISORY:** DUE TO A TECHNICAL ISSUE, DATA FOR VIETNAM ARE NOT AVAILABLE FOR THIS DATA POINT FOR THIS PERIOD. AS A RESULT, THE GLOBAL AVERAGE CITED HERE IS NOT DIRECTLY COMPARABLE TO THE AVERAGES FOR THE SAME DATA POINT PUBLISHED IN OUR PREVIOUS REPORTS.

ECOMMERCE ADOPTION

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

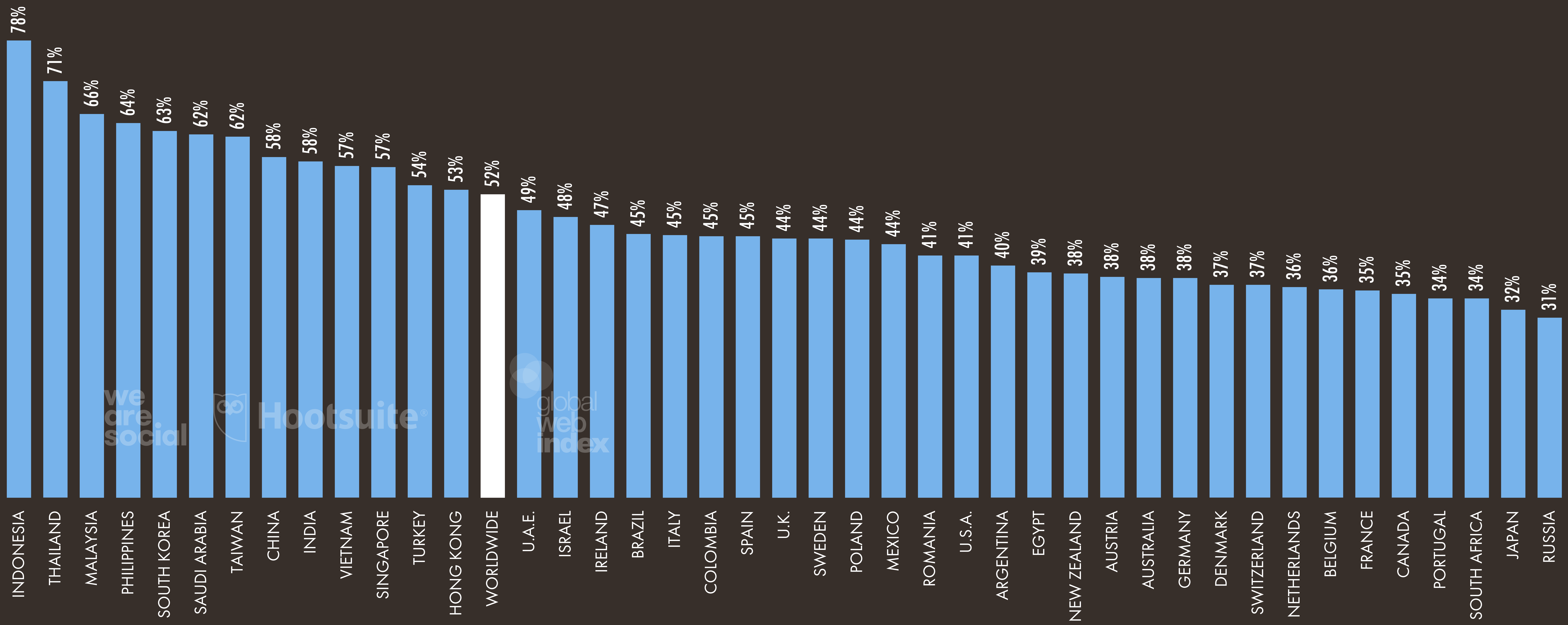


SOURCE: GLOBALWEBINDEX (Q1 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JUL 2020

MOBILE ECOMMERCE ADOPTION

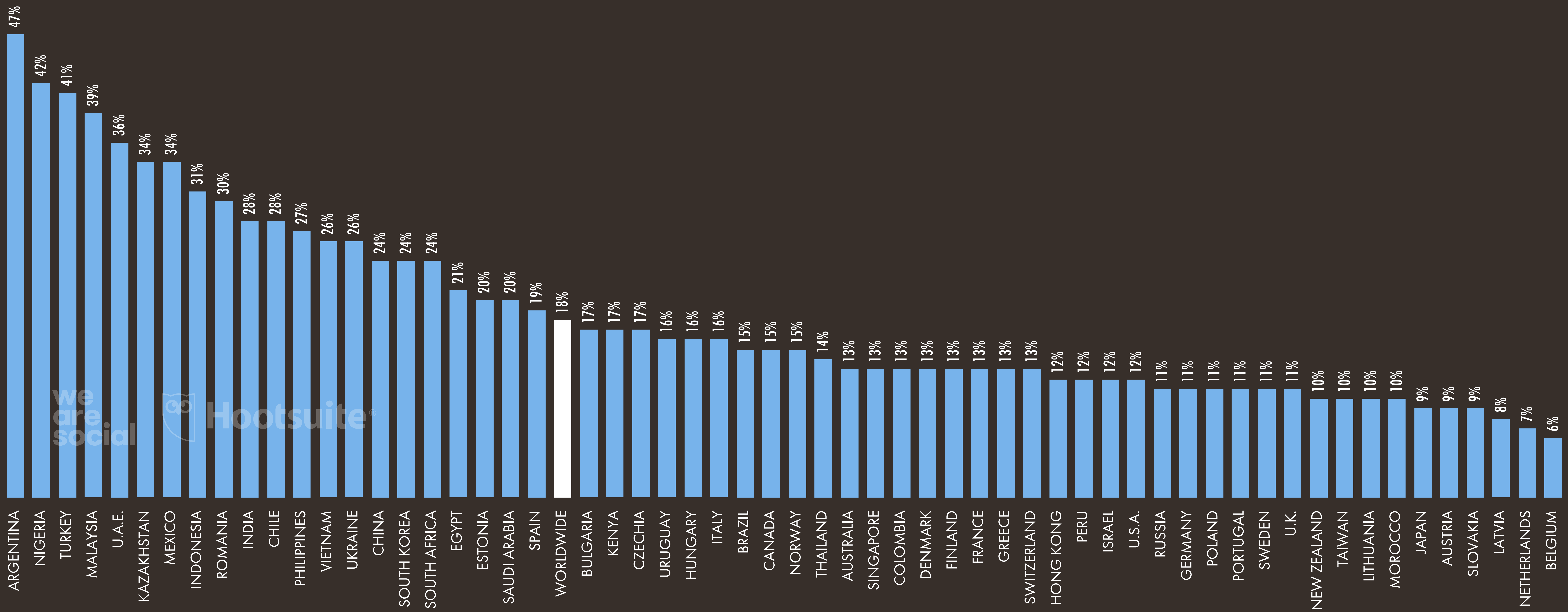
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY BOUGHT SOMETHING ONLINE VIA A MOBILE DEVICE IN THE PAST MONTH



SOURCE: GLOBALWEBINDEX (Q1 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

ANNUAL ECOMMERCE GROWTH RATE

ANNUAL GROWTH IN THE VALUE OF THE ECOMMERCE MARKET (PPRO DATA)

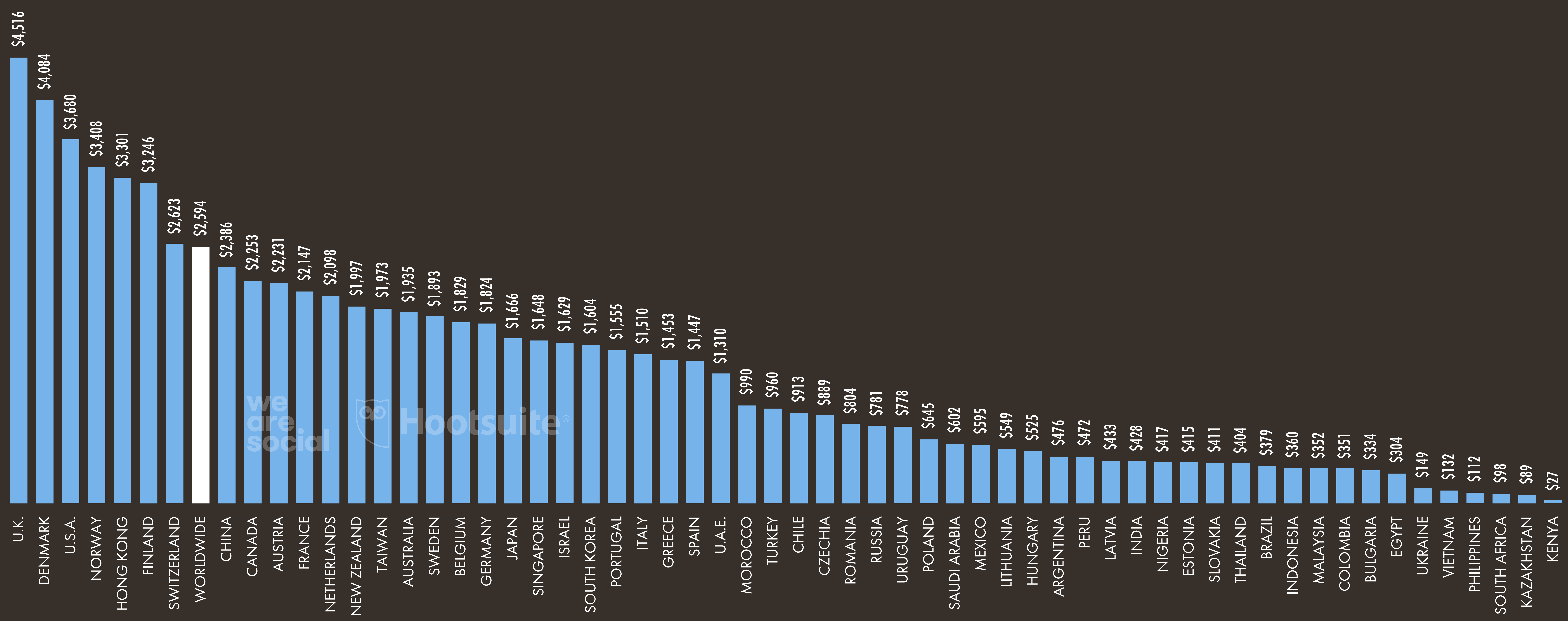


SOURCE: PPRO PAYMENTS & ECOMMERCE REPORTS 2019-2020 (MARCH 2020).

JUL 2020

AVERAGE SPEND PER B2C ECOMMERCE CUSTOMER

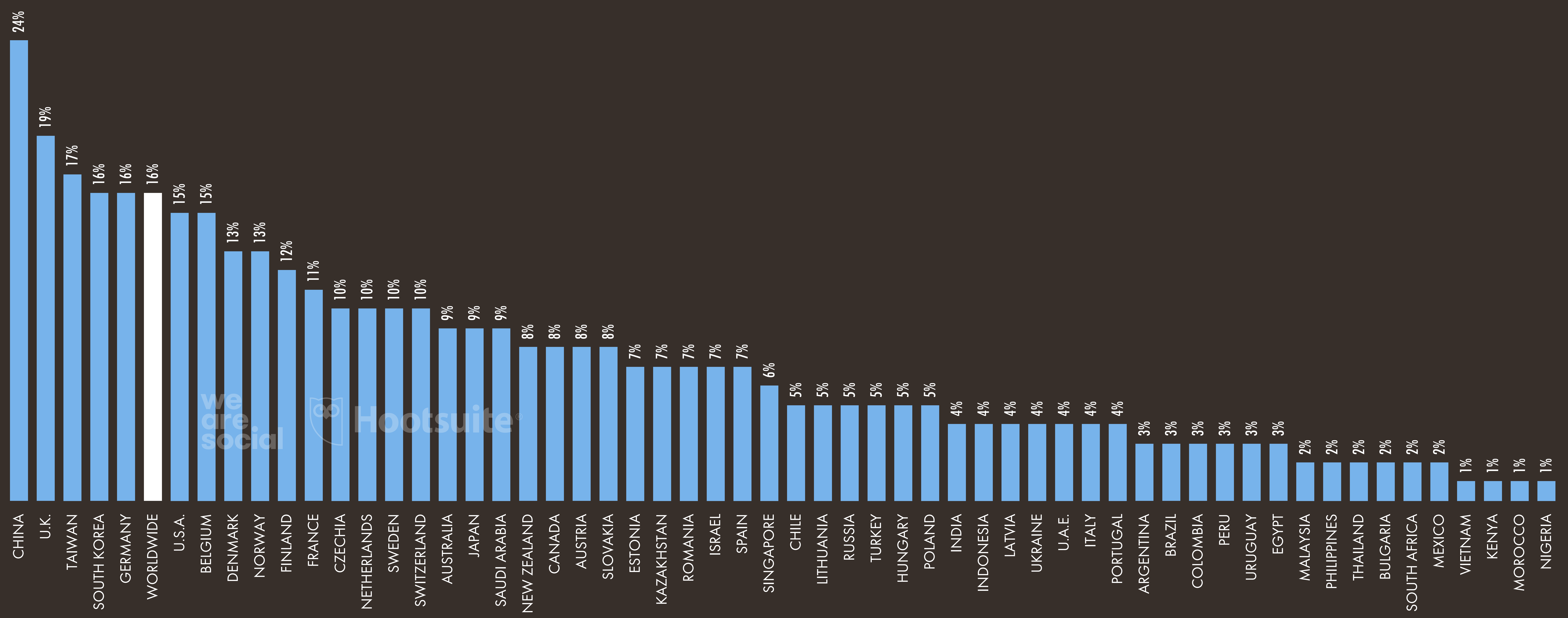
AVERAGE ANNUAL CONSUMER ECOMMERCE REVENUE PER USER, IN U.S. DOLLARS (PPRO DATA)



SOURCE: PPRO PAYMENTS & ECOMMERCE REPORTS 2019-2020 (MARCH 2020).

ECOMMERCE SPEND vs. TOTAL RETAIL SPEND

CONSUMER ECOMMERCE SPEND AS A PERCENTAGE OF TOTAL CONSUMER RETAIL SPEND (PPRO DATA)

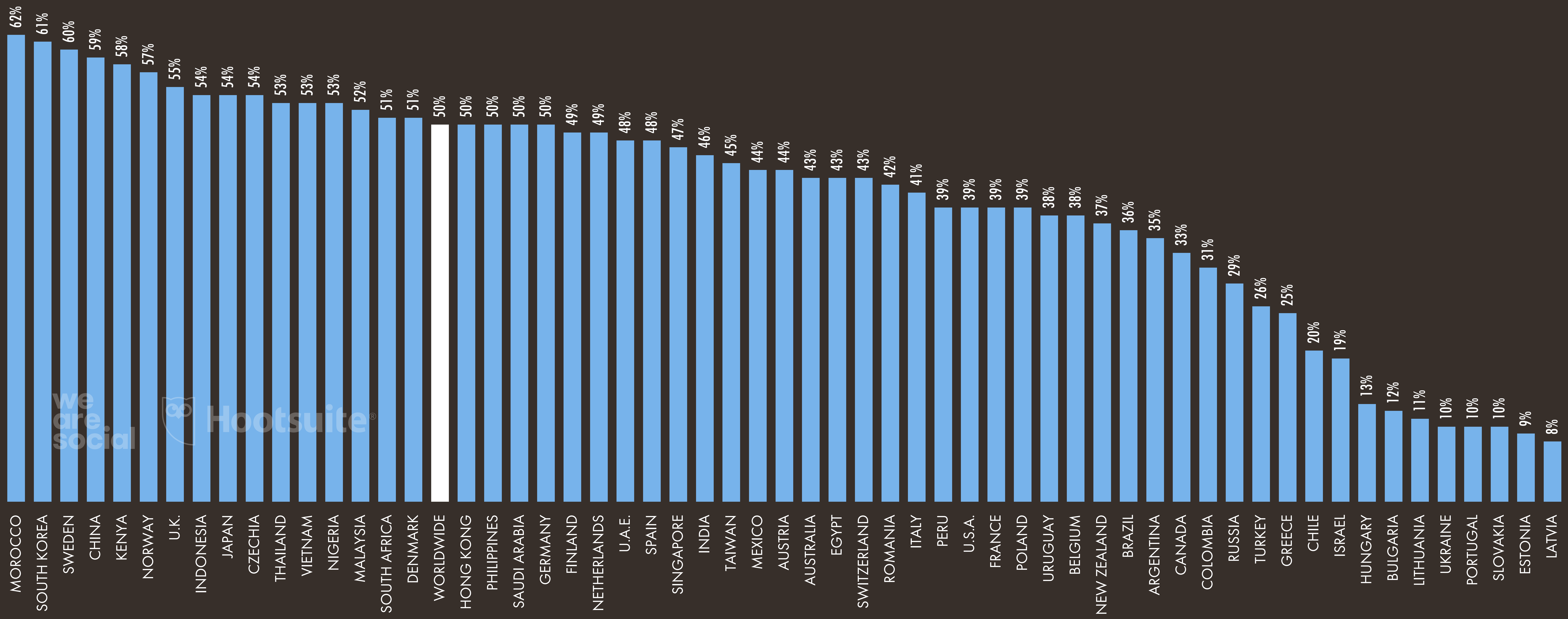


SOURCE: PPRO PAYMENTS & ECOMMERCE REPORTS 2019-2020 (MARCH 2020).

JUL 2020

THE ROLE OF MOBILE ECOMMERCE

PERCENTAGE OF ALL CONSUMER ECOMMERCE TRANSACTIONS CONDUCTED ON A MOBILE DEVICE (PPRO DATA)

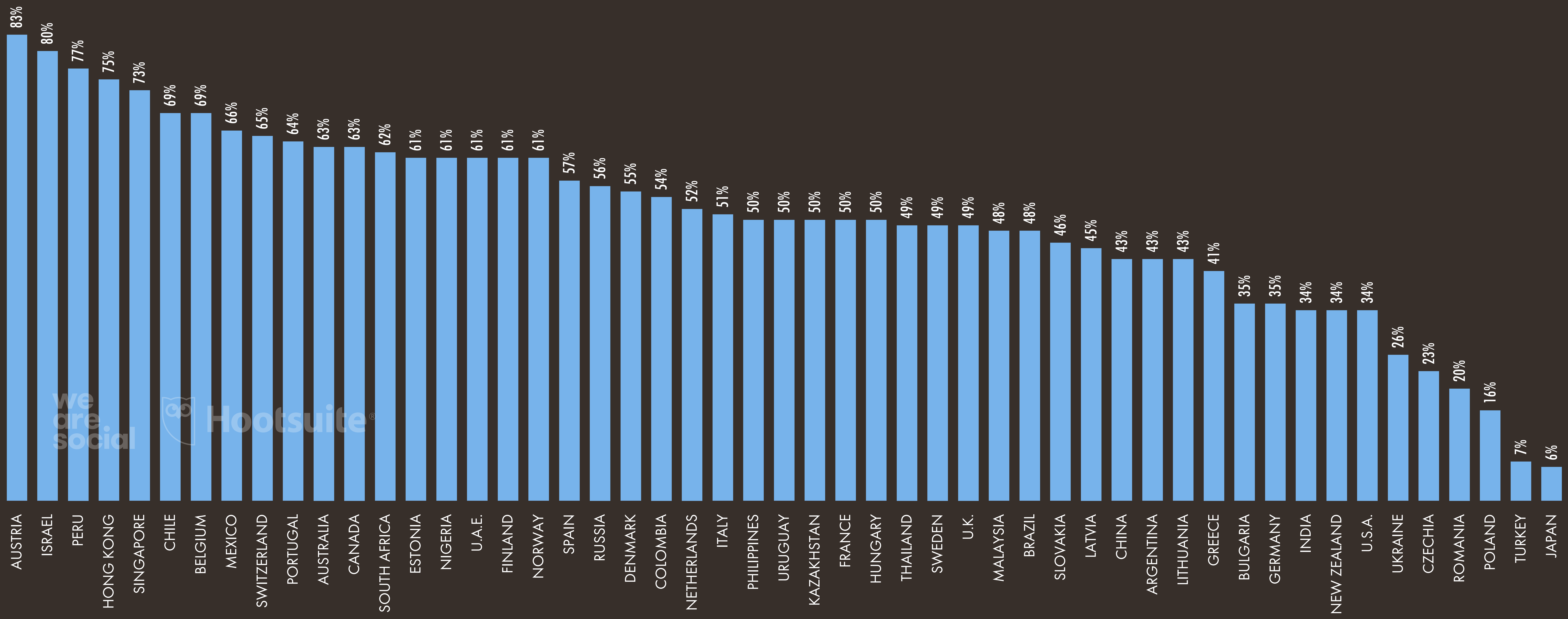


SOURCE: PPRO PAYMENTS & ECOMMERCE REPORTS 2019-2020 (MARCH 2020).

JUL
2020

CROSS-BORDER ECOMMERCE SHOPPING

PERCENTAGE OF CONSUMER ECOMMERCE SHOPPERS WHO PURCHASE FROM ONLINE MERCHANTS OUTSIDE THEIR HOME COUNTRY (PPRO DATA)



SOURCE: PPRO PAYMENTS & ECOMMERCE REPORTS 2019-2020 (MARCH 2020).

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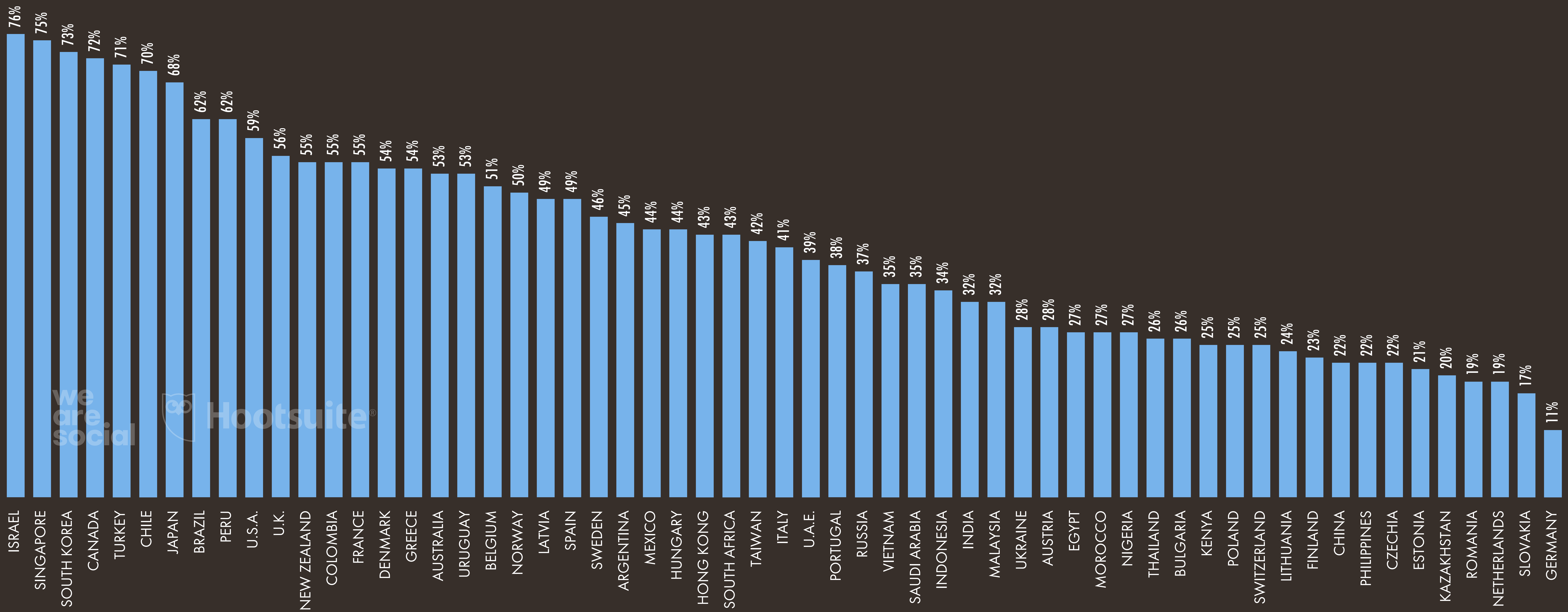
SHARE OF CONSUMER ECOMMERCE: CREDIT CARDS

PERCENTAGE OF ALL ECOMMERCE TRANSACTIONS THAT ARE COMPLETED USING A CREDIT CARD (PPRO DATA)



SOURCE: PPRO PAYMENTS & ECOMMERCE REPORTS 2019-2020 (MARCH 2020).

SHARE OF CONSUMER ECOMMERCE: EWALLETS

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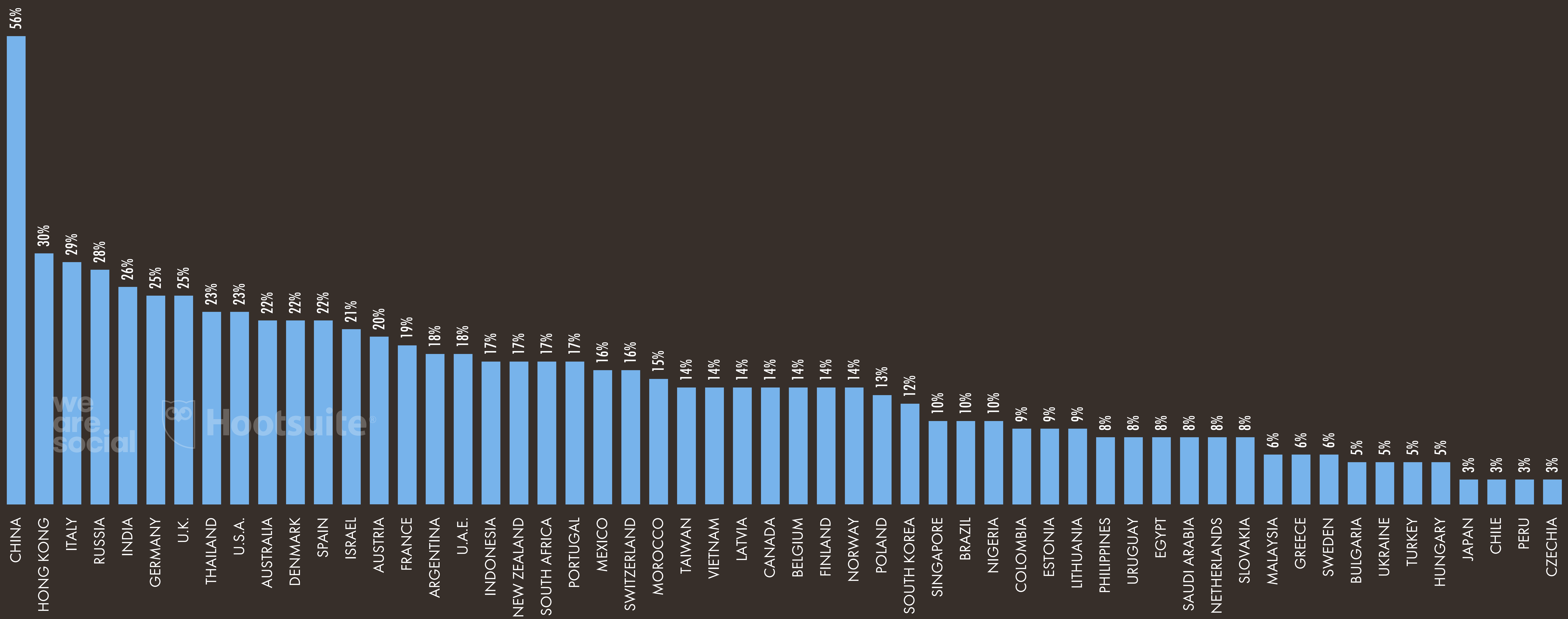
PERCENTAGE OF ALL ECOMMERCE TRANSACTIONS THAT ARE COMPLETED USING AN EWALLET (PPRO DATA)



SOURCE: PPRO PAYMENTS & ECOMMERCE REPORTS 2019-2020 (MARCH 2020).

COVID-19: MORE LIKELY TO SHOP ONLINE

PERCENTAGE OF INTERNET USERS IN EACH AGE GROUP* WHO SAY THEY EXPECT TO SHOP ONLINE MORE FREQUENTLY EVEN AFTER THE PANDEMIC ENDS

PERCENTAGE OF 16-24 YEAR-OLDS WHO EXPECT TO SHOP ONLINE MORE FREQUENTLY	PERCENTAGE OF 24-34 YEAR-OLDS WHO EXPECT TO SHOP ONLINE MORE FREQUENTLY	PERCENTAGE OF 35-44 YEAR-OLDS WHO EXPECT TO SHOP ONLINE MORE FREQUENTLY	PERCENTAGE OF 45-54 YEAR-OLDS WHO EXPECT TO SHOP ONLINE MORE FREQUENTLY	PERCENTAGE OF 55-64 YEAR-OLDS WHO EXPECT TO SHOP ONLINE MORE FREQUENTLY
16-24	25-34	35-44	45-54	55-64
51%	49%	51%	48%	37%

SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 5, JULY 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BELGIUM, BRAZIL, CHINA, FRANCE, GERMANY, INDIA, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, POLAND, ROMANIA, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN 29 JUNE AND 02 JULY, 2020. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

COVID-19: MORE LIKELY TO SHOP ONLINE

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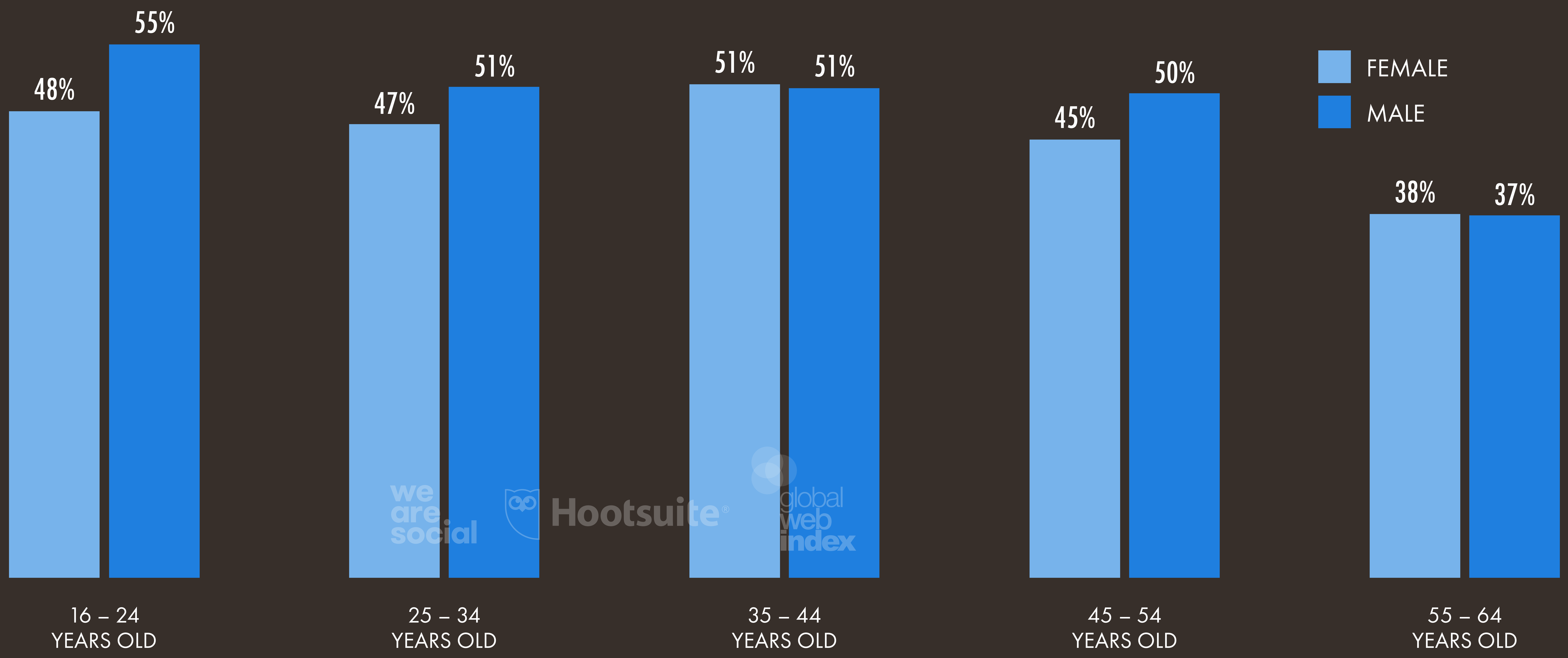

SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 5, JULY 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BELGIUM, BRAZIL, CHINA, FRANCE, GERMANY, INDIA, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, POLAND, ROMANIA, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN 29 JUNE AND 02 JULY, 2020. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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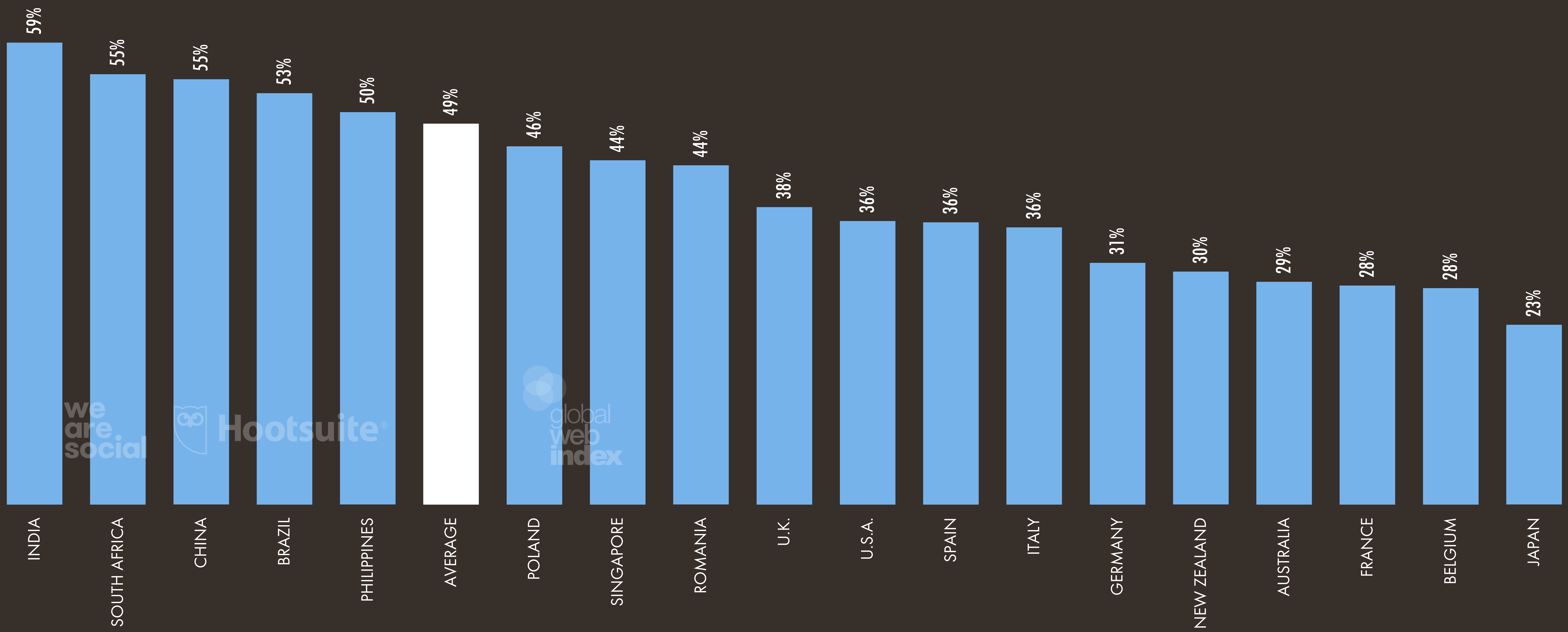
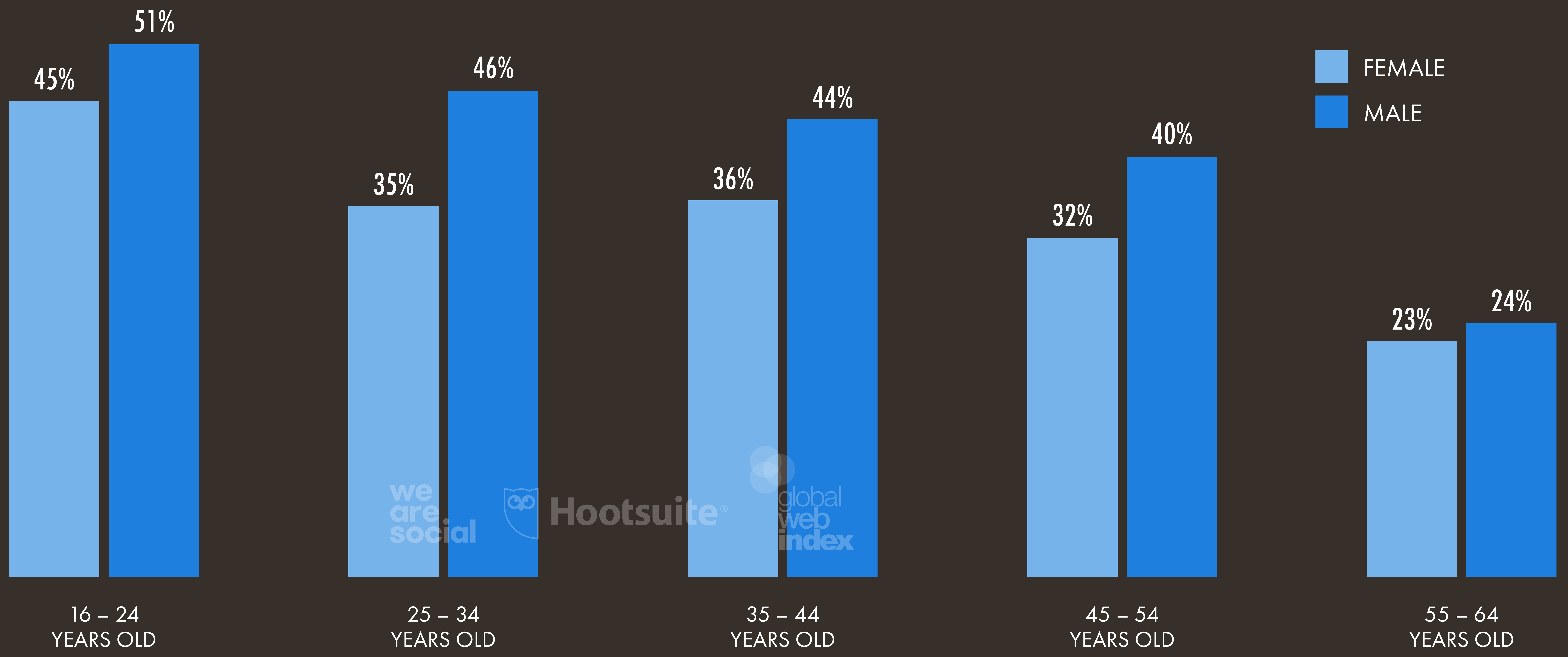


SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 5, JULY 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BELGIUM, BRAZIL, CHINA, FRANCE, GERMANY, INDIA, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, POLAND, ROMANIA, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN 29 JUNE AND 02 JULY, 2020. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

COVID-19: MORE LIKELY TO USE MOBILE PAYMENTS

PERCENTAGE OF INTERNET USERS* WHO SAY THEY EXPECT TO USE MOBILE PAYMENT SERVICES MORE FREQUENTLY EVEN AFTER THE PANDEMIC ENDS



SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 5, JULY 2020). *NOTE: FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BELGIUM, BRAZIL, CHINA, FRANCE, GERMANY, INDIA, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, POLAND, ROMANIA, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN 29 JUNE AND 02 JULY, 2020. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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COVID-19: MORE LIKELY TO USE MOBILE PAYMENTS

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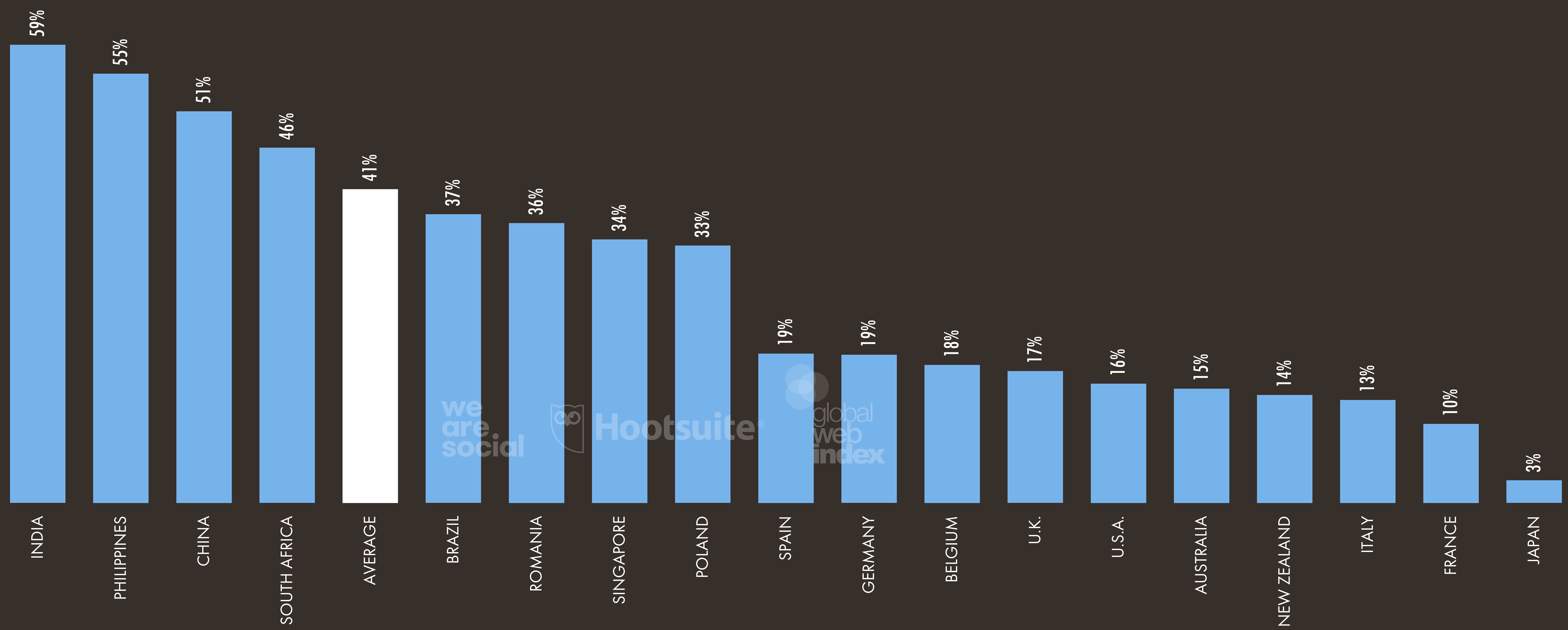


SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 5, JULY 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BELGIUM, BRAZIL, CHINA, FRANCE, GERMANY, INDIA, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, POLAND, ROMANIA, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN 29 JUNE AND 02 JULY, 2020. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JUL 2020

COVID-19: ECOMMERCE DASHBOARD

ESSENTIAL INDICATORS FOR UNDERSTANDING CHANGES IN ECOMMERCE BEHAVIOURS DUE TO THE EVOLVING PANDEMIC SITUATION

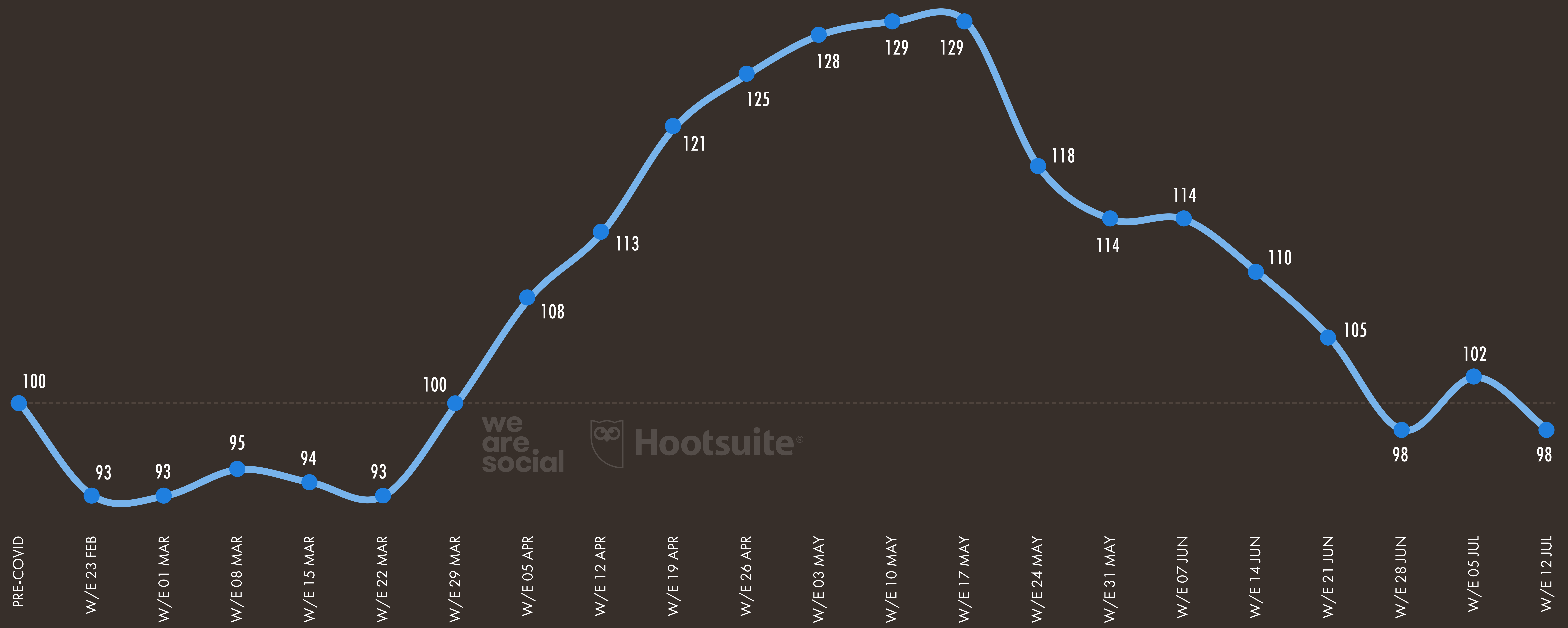
CHANGE IN ECOMMERCE TRAFFIC (SITE VISITS)	CHANGE IN ECOMMERCE SESSION DURATION	CHANGE IN THE NUMBER OF ECOMMERCE TRANSACTIONS	CHANGE IN ECOMMERCE CONVERSION RATE
vs. PRE-COVID BENCHMARK:	vs. PRE-COVID BENCHMARK:	vs. PRE-COVID BENCHMARK:	vs. PRE-COVID BENCHMARK:
-1.7%	-3.3%	+19.1%	+21.6%
WEEK-ON-WEEK CHANGE:	WEEK-ON-WEEK CHANGE:	WEEK-ON-WEEK CHANGE:	WEEK-ON-WEEK CHANGE:
-3.7%	-0.8%	-5.9%	-2.6%

SOURCE: CONTENTSQUARE (JULY 2020). **NOTES:** FIGURES FOR "vs. PRE-COVID BENCHMARK" COMPARE VALUES IN THE WEEK ENDING 12 JUL 2020 TO AVERAGE REFERENCE VALUES IN THE PERIOD FROM 06 JAN TO 16 FEB 2020. FIGURES FOR "WEEK-ON-WEEK CHANGE" COMPARE VALUES IN THE WEEK ENDING 12 JUL 2020 TO THE WEEK ENDING 05 JUL 2020.

JUL 2020

COVID-19: ECOMMERCE TRAFFIC INDEX

WEEKLY ECOMMERCE TRAFFIC INDEX OVER THE COURSE OF THE COVID-19 PANDEMIC, COMPARED TO PRE-PANDEMIC BENCHMARK LEVELS



SOURCE: CONTENTSQUARE (JULY 2020). **NOTES:** FIGURES REPRESENT INDICES THAT COMPARE RESPECTIVE TRAFFIC LEVELS IN THE WEEKS ENDING ON THE DATES SHOWN IN THE CHART TO A PRE-PANDEMIC BENCHMARK VALUE BASED ON AVERAGE WEEKLY TRAFFIC BETWEEN 06 JAN AND 16 FEB 2020.

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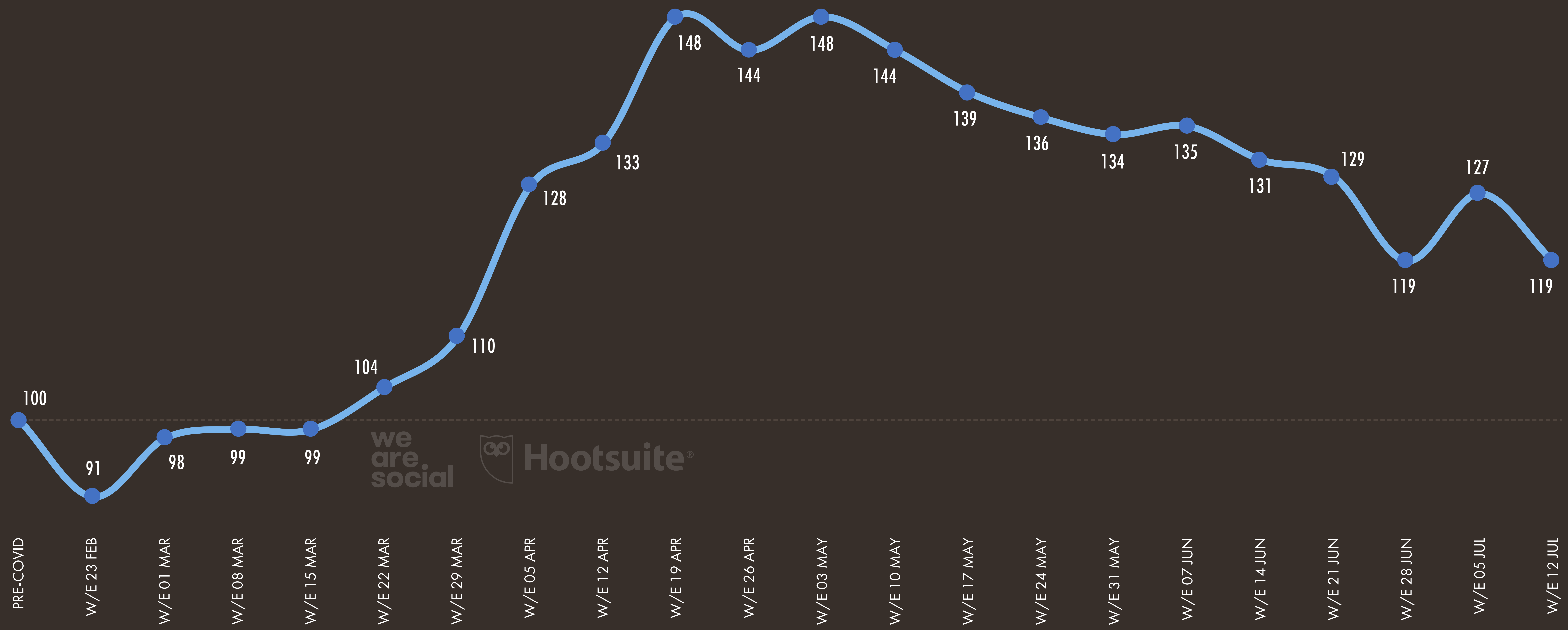
COVID-19: ECOMMERCE TRANSACTION INDEX

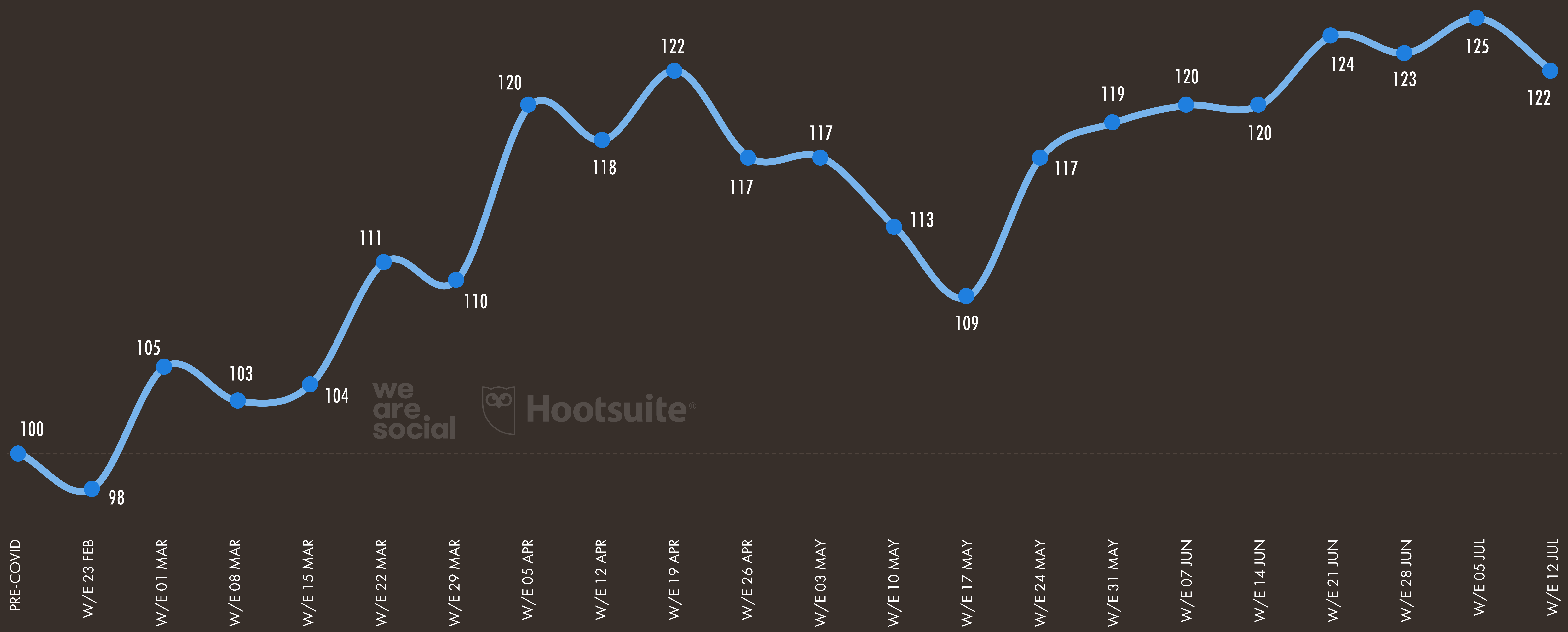
WEEKLY ECOMMERCE TRANSACTION INDEX OVER THE COURSE OF THE COVID-19 PANDEMIC, COMPARED TO PRE-PANDEMIC BENCHMARK LEVELS



SOURCE: CONTENTSQUARE (JULY 2020). **NOTES:** FIGURES REPRESENT INDICES THAT COMPARE RESPECTIVE ECOMMERCE TRANSACTION LEVELS IN THE WEEKS ENDING ON THE DATES SHOWN IN THE CHART TO A PRE-PANDEMIC BENCHMARK BASED ON AVERAGE WEEKLY TRANSACTION LEVELS BETWEEN 06 JAN AND 16 FEB 2020.

COVID-19: ECOMMERCE CONVERSION RATE INDEX

WEEKLY ECOMMERCE CONVERSION RATE INDEX OVER THE COURSE OF THE COVID-19 PANDEMIC, COMPARED TO PRE-PANDEMIC BENCHMARK LEVELS

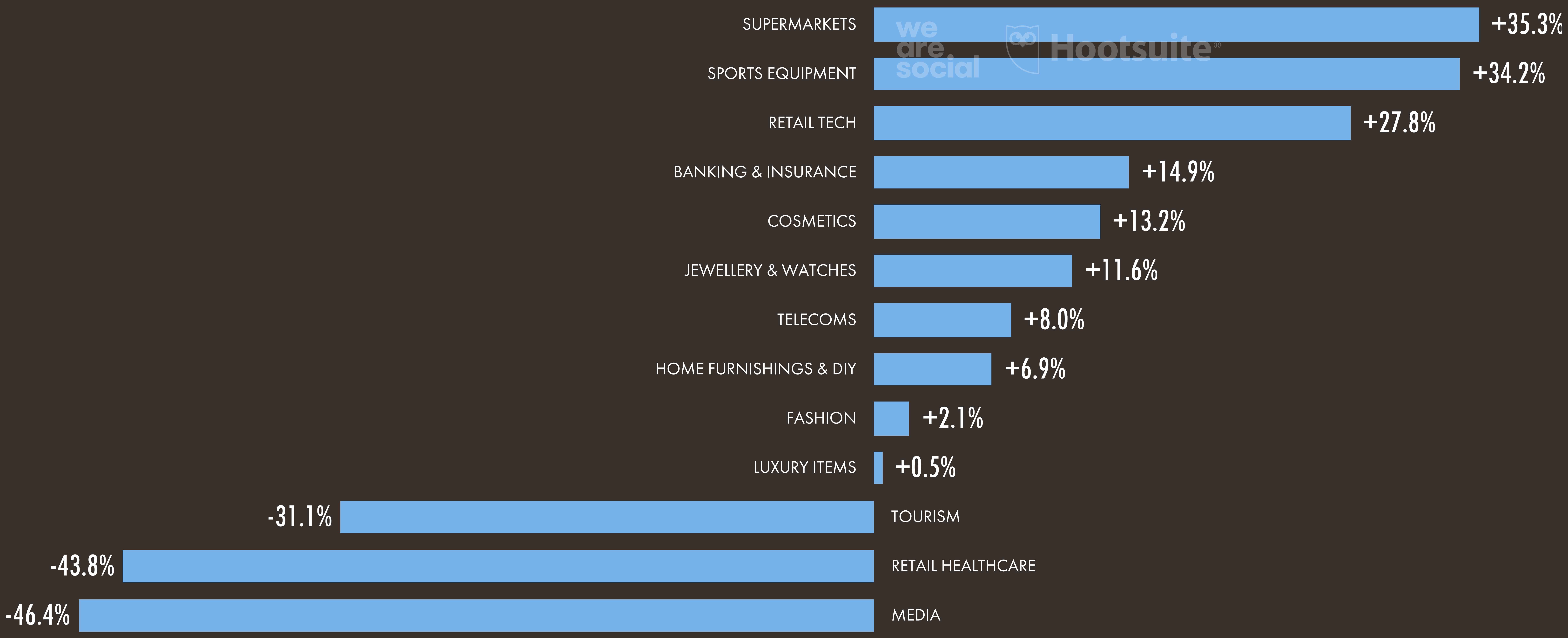


SOURCE: CONTENTSQUARE (JULY 2020). **NOTES:** FIGURES REPRESENT INDICES THAT COMPARE RESPECTIVE AVERAGE ECOMMERCE CONVERSION RATES IN THE WEEKS ENDING ON THE DATES SHOWN IN THE CHART TO A PRE-PANDEMIC BENCHMARK BASED ON AVERAGE WEEKLY ECOMMERCE CONVERSION RATES BETWEEN 06 JAN AND 16 FEB 2020.

JUL 2020

COVID-19: IMPACT ON ECOMMERCE TRAFFIC

CHANGE IN ECOMMERCE TRAFFIC BY INDUSTRY IN THE WEEK ENDING 12 JULY 2020 COMPARED TO PRE-PANDEMIC BENCHMARKS

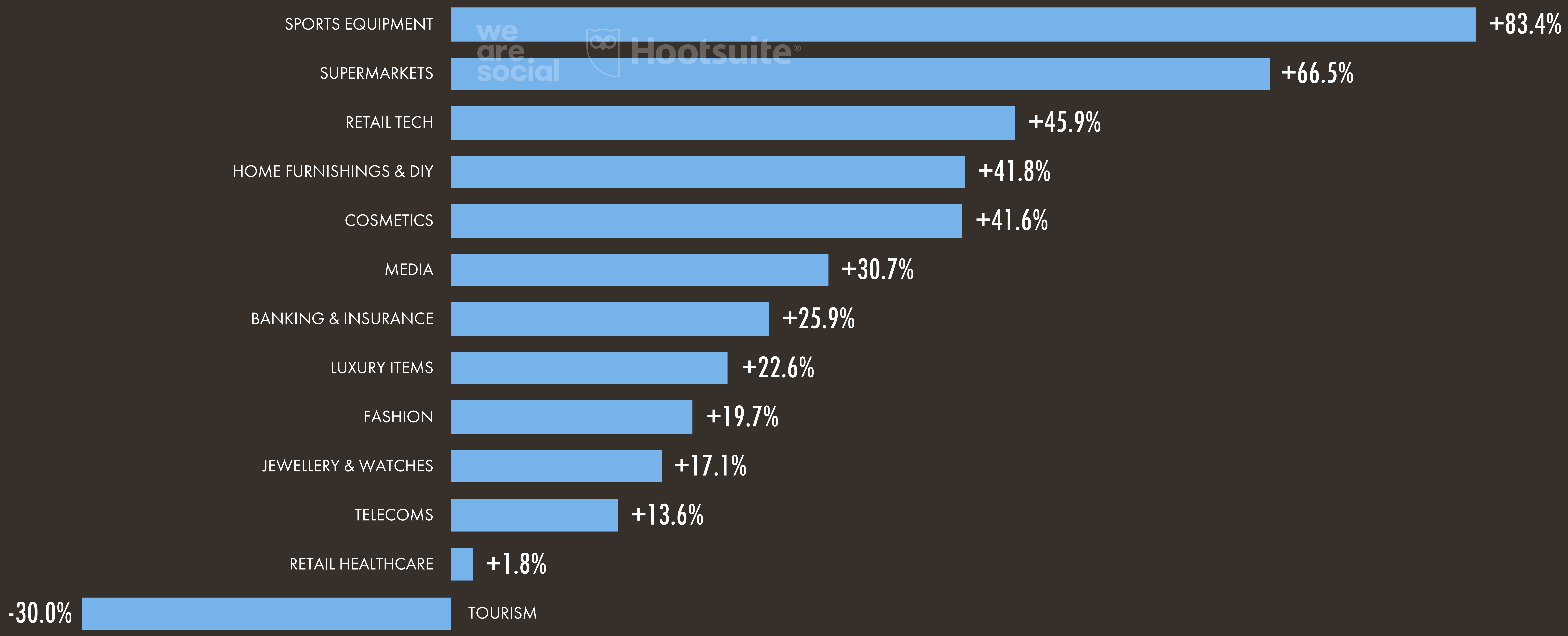


SOURCE: CONTENTSQUARE (JULY 2020). **NOTES:** FIGURES REPRESENT THE AVERAGE CHANGE IN CATEGORY ECOMMERCE TRAFFIC DURING THE WEEK ENDING 12 JUL 2020 COMPARED TO PRE-PANDEMIC BENCHMARKS BASED ON AVERAGE WEEKLY ECOMMERCE TRAFFIC FOR THE RESPECTIVE CATEGORY BETWEEN 06 JAN AND 16 FEB 2020.

JUL 2020

COVID-19: IMPACT ON ECOMMERCE TRANSACTIONS

CHANGE IN ECOMMERCE TRANSACTIONS BY INDUSTRY IN THE WEEK ENDING 12 JULY 2020, COMPARED TO PRE-PANDEMIC BENCHMARKS



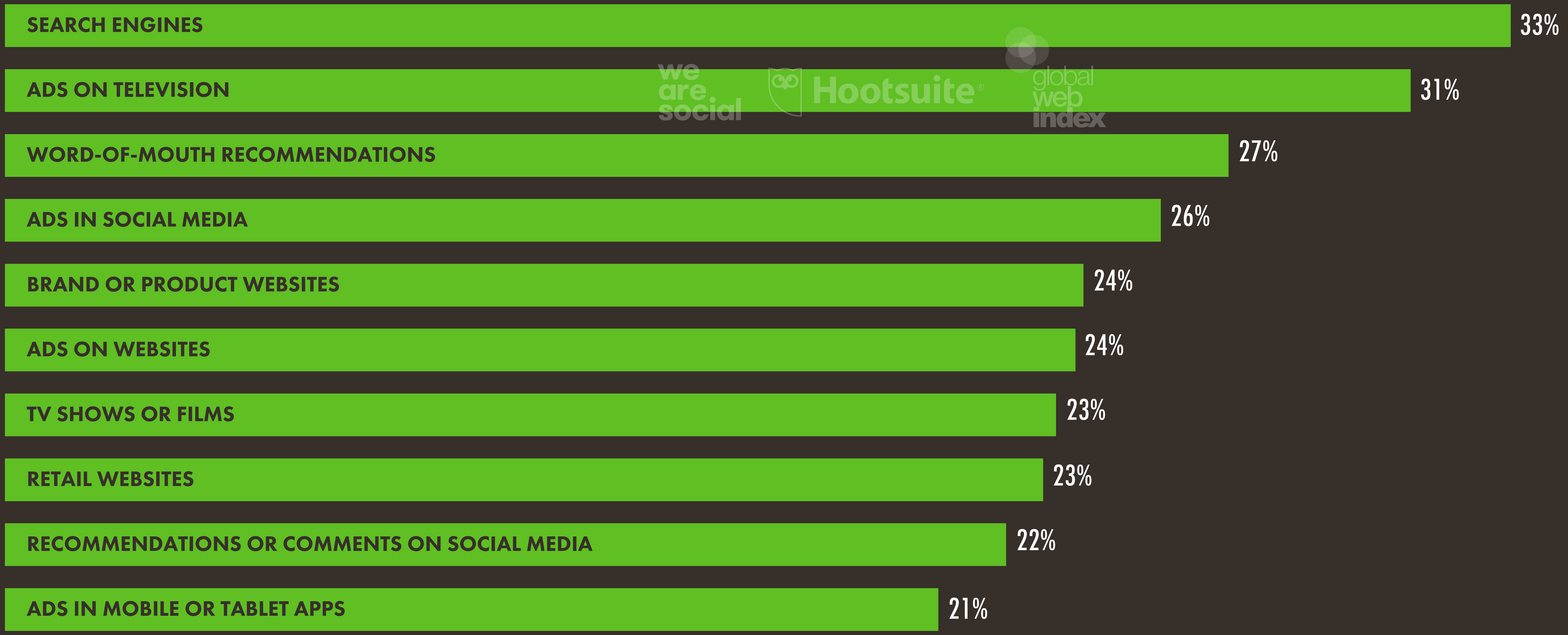
SOURCE: CONTENTSQUARE (JULY 2020). **NOTES:** FIGURES REPRESENT THE AVERAGE CHANGE IN CATEGORY ECOMMERCE TRANSACTIONS DURING THE WEEK ENDING 12 JUL 2020 COMPARED TO PRE-PANDEMIC BENCHMARKS BASED ON AVERAGE WEEKLY ECOMMERCE TRANSACTIONS FOR THE RESPECTIVE CATEGORY BETWEEN 06 JAN AND 16 FEB 2020.

ADVERTISING

JUL 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

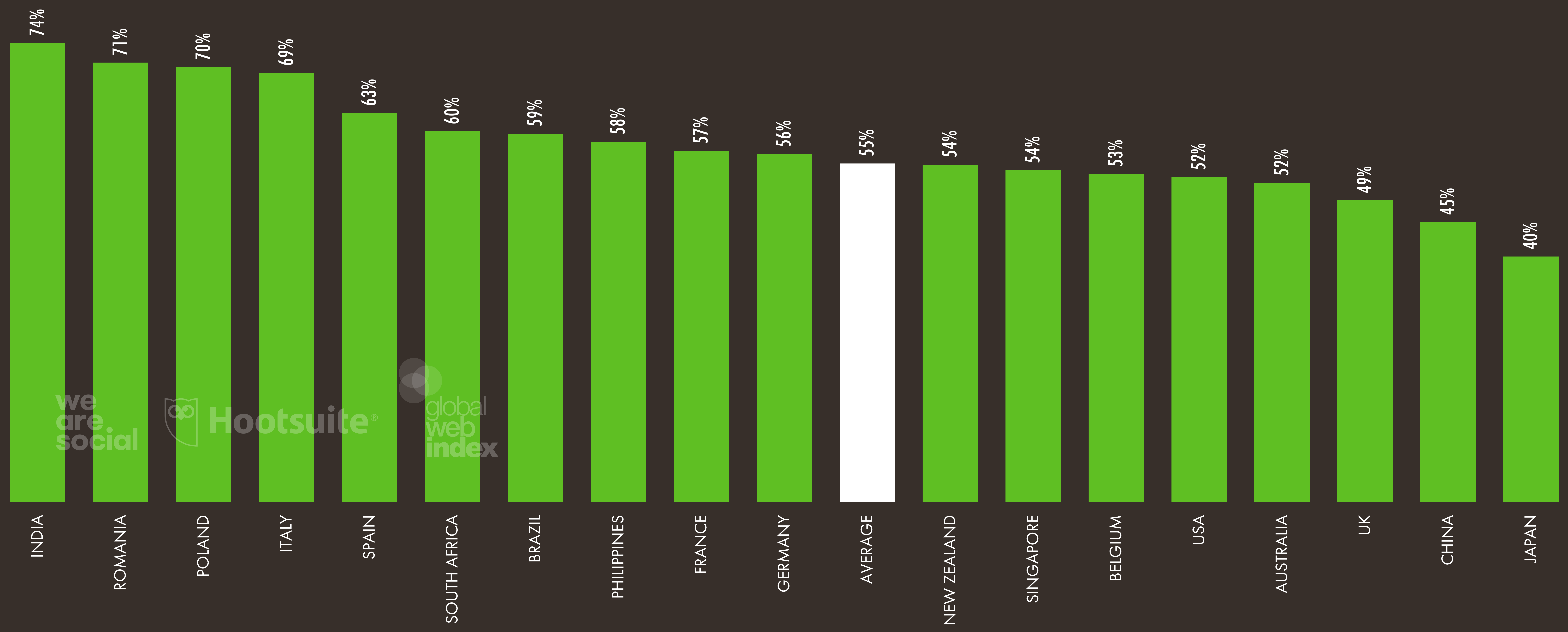


SOURCE: GLOBALWEBINDEX (Q1 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JUL 2020

COVID-19: SHOULD ADVERTISING GO ON AS NORMAL?

PERCENTAGE OF INTERNET USERS AGED 16 TO 64* WHO THINK BRANDS SHOULD CONTINUE TO ADVERTISE AS NORMAL DURING THE COVID-19 CRISIS

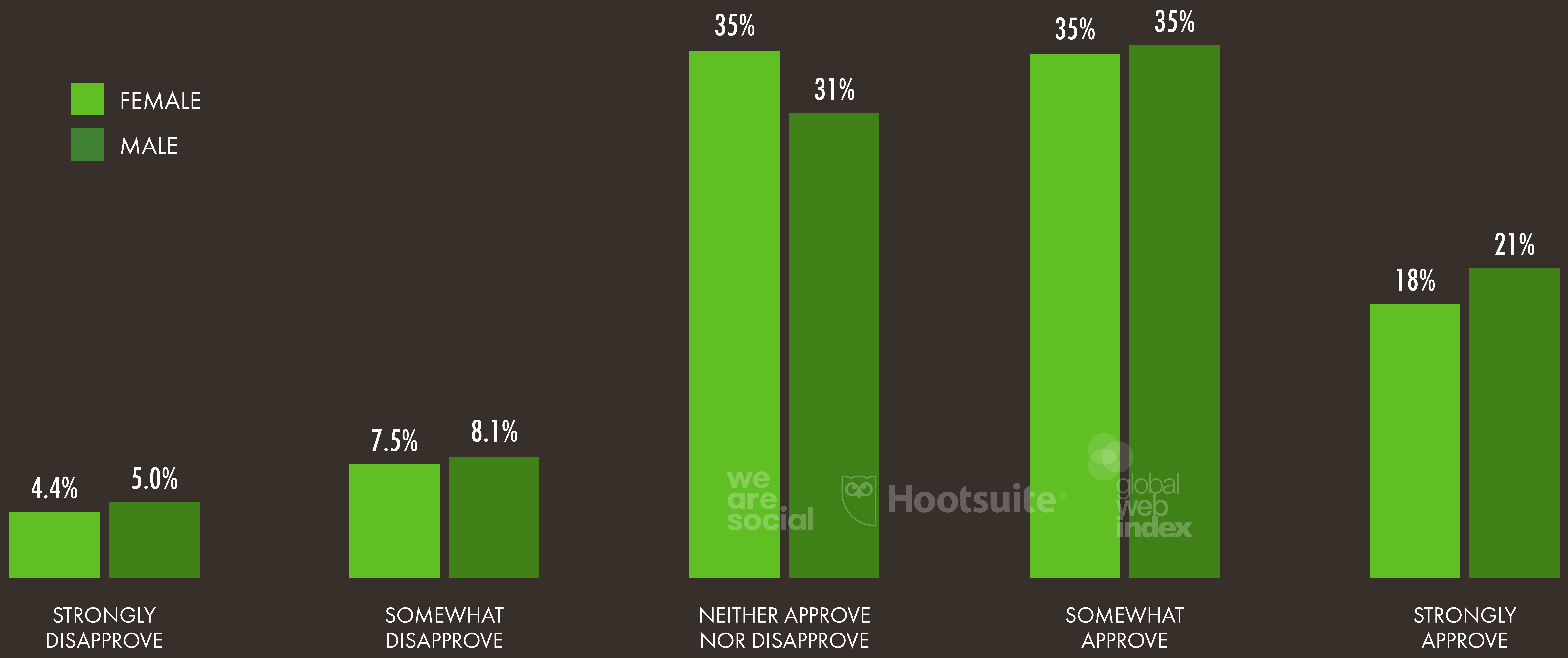


SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 5, JULY 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BELGIUM, BRAZIL, CHINA, FRANCE, GERMANY, INDIA, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, POLAND, ROMANIA, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN 29 JUNE AND 02 JULY, 2020. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JUL 2020

COVID-19: SHOULD BRANDS ADVERTISE AS NORMAL?

PERSPECTIVES OF INTERNET USERS AGED 16 TO 64 IN SELECT COUNTRIES* AS TO WHETHER BRANDS SHOULD CONTINUE TO ADVERTISE AS NORMAL

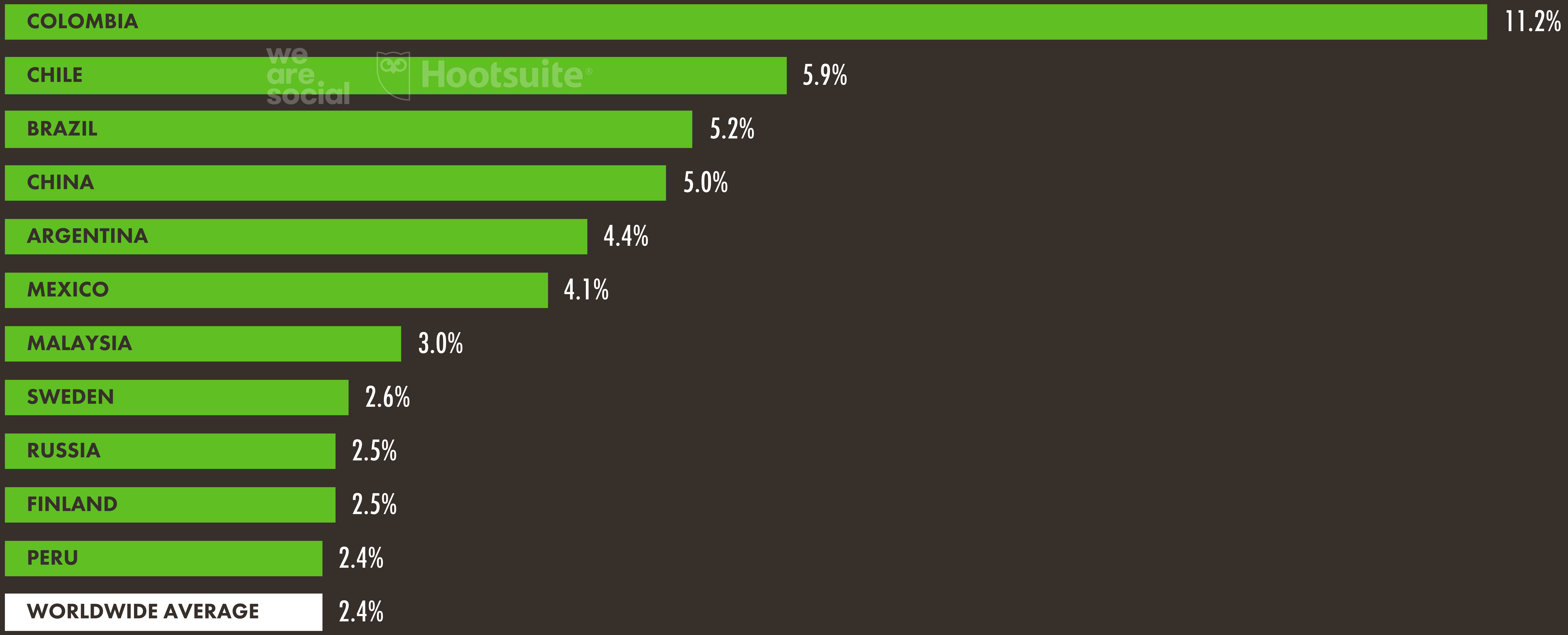


SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 5, JULY 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BELGIUM, BRAZIL, CHINA, FRANCE, GERMANY, INDIA, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, POLAND, ROMANIA, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN 29 JUNE AND 02 JULY, 2020. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JUL
2020

FASTEST GROWING DIGITAL ADVERTISING MARKETS

COUNTRIES WITH THE FASTEST GROWTH IN DIGITAL ADVERTISING SPEND* IN 2020, ACCORDING TO EMARKETER



SOURCE: EMARKETER (JUNE 2020). ***NOTES:** INCLUDES ALL FORMS OF DIGITAL ADVERTISING THAT APPEAR ON DESKTOP AND LAPTOP COMPUTERS, MOBILE PHONES, TABLETS, AND OTHER INTERNET-CONNECTED DEVICES. DOES NOT INCLUDE SMS, MMS, OR P2P MESSAGING-BASED ADVERTISING. FIGURES FOR CHINA DO NOT INCLUDE HONG KONG.

MORE INFORMATION

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SPECIAL THANKS: STATISTA

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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 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

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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

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SPECIAL THANKS: LOCOWISE

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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.

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We believe in people before platforms and the power of social insight to drive business value. We call this social thinking.

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