



DIGITAL IN 2018 IN SOUTHERN ASIA

ESSENTIAL INSIGHTS INTO INTERNET, SOCIAL MEDIA, MOBILE, AND ECOMMERCE USE ACROSS THE REGION

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social**



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COUNTRIES INCLUDED IN EACH ASIA REPORT



WESTERN ASIA PART 1: NORTH-WEST

- ARMENIA
- AZERBAIJAN
- CYPRUS
- GEORGIA
- ISRAEL
- JORDAN
- LEBANON
- PALESTINE
- SYRIA
- TURKEY

WESTERN ASIA PART 2: SOUTH-EAST

- BAHRAIN
- IRAQ
- KUWAIT
- OMAN
- QATAR
- SAUDI ARABIA
- UNITED ARAB EMIRATES
- YEMEN

CENTRAL ASIA

- KAZAKHSTAN
- KYRGYZSTAN
- TAJIKISTAN
- TURKMENISTAN
- UZBEKISTAN

SOUTHERN ASIA

- AFGHANISTAN
- BANGLADESH
- BHUTAN
- INDIA
- IRAN
- MALDIVES
- NEPAL
- PAKISTAN
- SRI LANKA

SOUTHEAST ASIA PART 1: NORTH-WEST

- CHINA
- HONG KONG
- JAPAN
- KOREA, NORTH
- KOREA, SOUTH
- MACAU
- MONGOLIA
- TAIWAN

SOUTHEAST ASIA PART 1: SOUTH-EAST

- CAMBODIA
- LAOS
- MYANMAR
- THAILAND
- VIETNAM

EASTERN ASIA

- BRUNEI
- INDONESIA
- MALAYSIA
- PHILIPPINES
- SINGAPORE
- TIMOR-LESTE

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



GLOBAL OVERVIEW

JAN
2018

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



we
are
social

7.593
BILLION

URBANISATION:
55%

INTERNET
USERS



4.021
BILLION

PENETRATION:
53%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.196
BILLION

PENETRATION:
42%

UNIQUE
MOBILE USERS



5.135
BILLION

PENETRATION:
68%

ACTIVE MOBILE
SOCIAL USERS



2.958
BILLION

PENETRATION:
39%



JAN
2018

ANNUAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET
USERS



we
are
social

+7%

SINCE JAN 2017

+248 MILLION

ACTIVE SOCIAL
MEDIA USERS



+13%

SINCE JAN 2017

+362 MILLION

UNIQUE
MOBILE USERS



we
are
social

+4%

SINCE JAN 2017

+218 MILLION

ACTIVE MOBILE
SOCIAL USERS



+14%

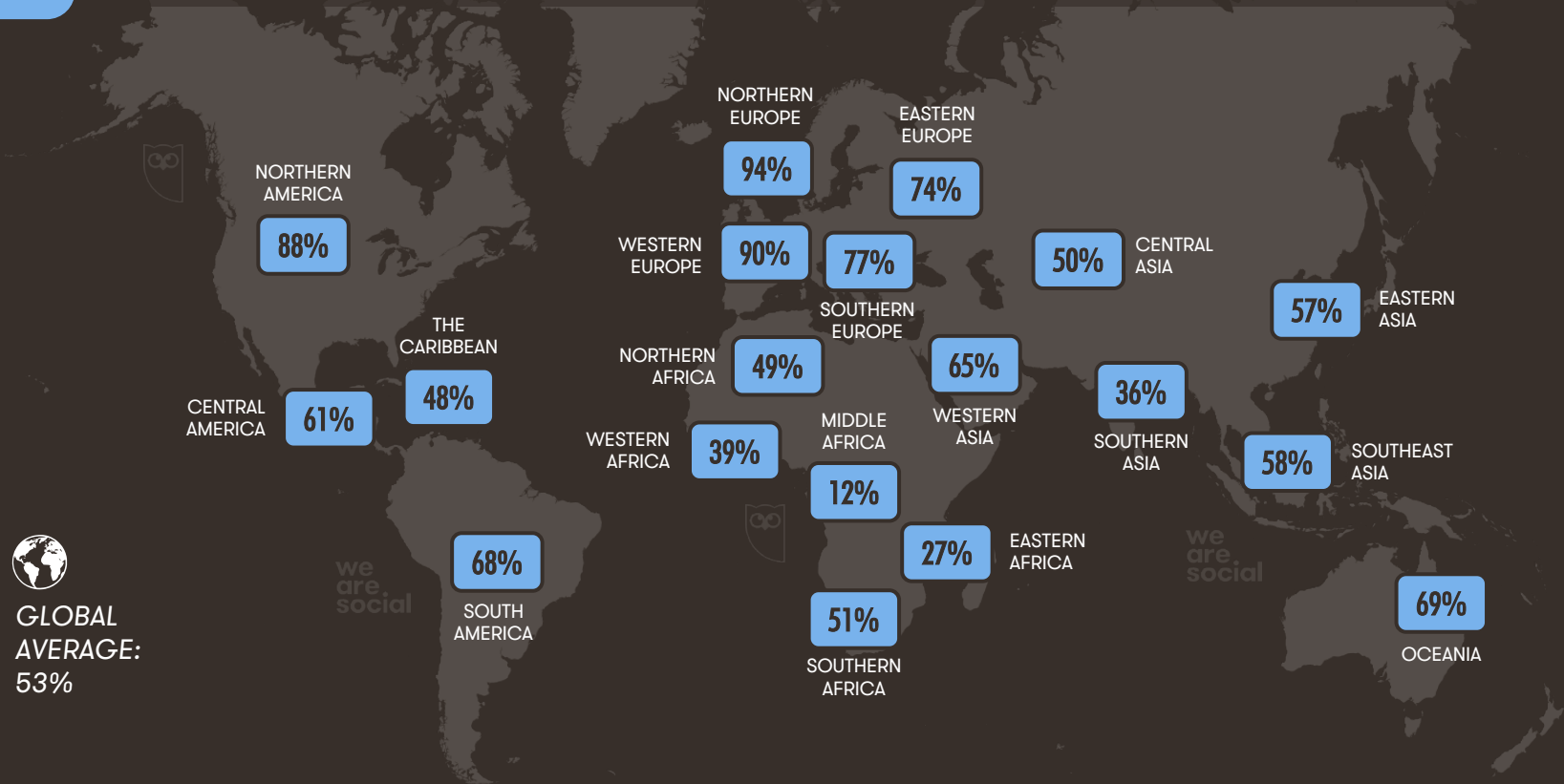
SINCE JAN 2017

+360 MILLION

JAN
2018

INTERNET PENETRATION BY REGION

REGIONAL PENETRATION FIGURES, COMPARING INTERNET USERS TO TOTAL POPULATION



GLOBAL
AVERAGE:
53%

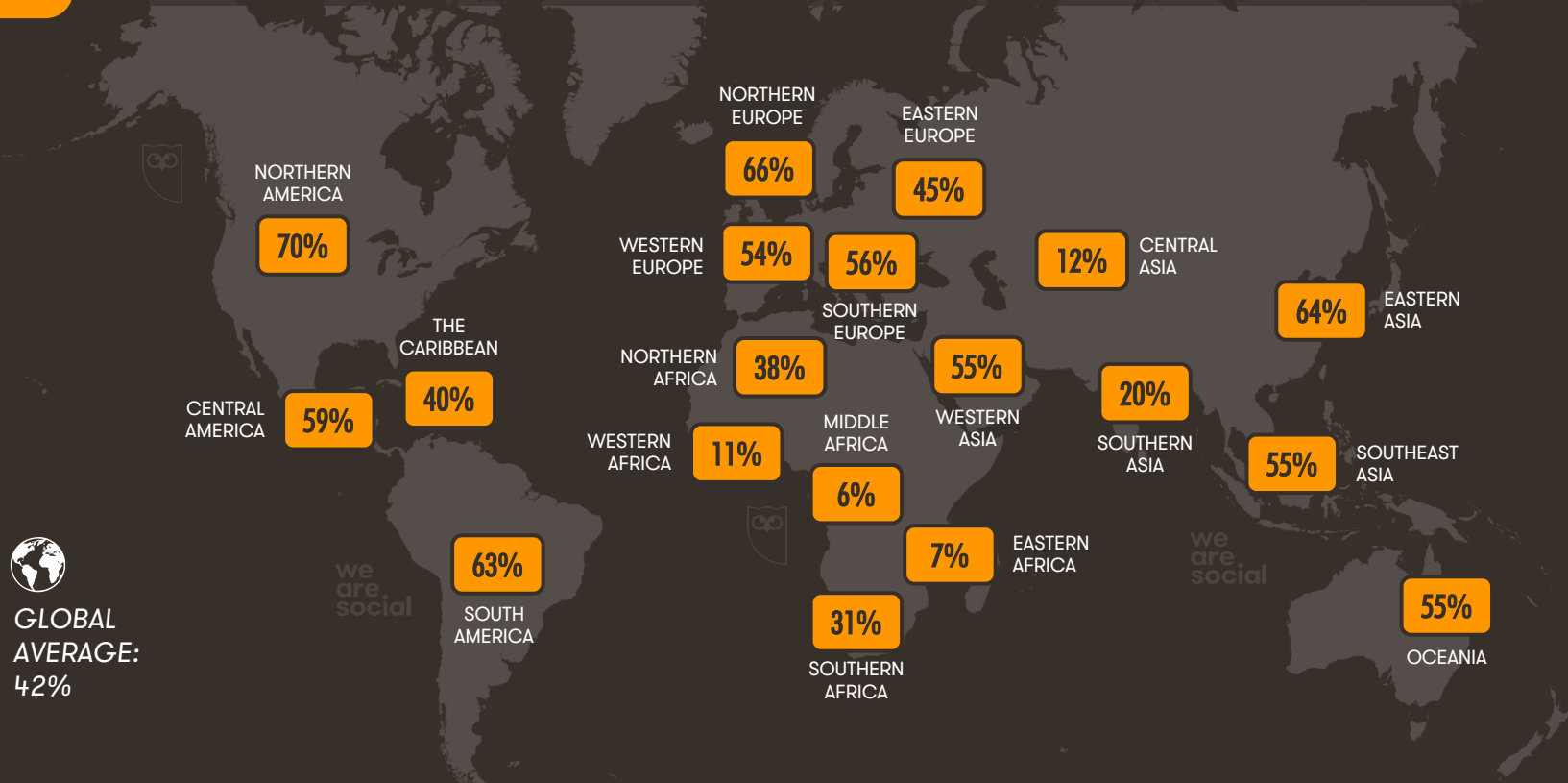
we
are
social

we
are
social

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2018

SOCIAL MEDIA PENETRATION BY REGION

TOTAL ACTIVE ACCOUNTS ON THE MOST ACTIVE SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION



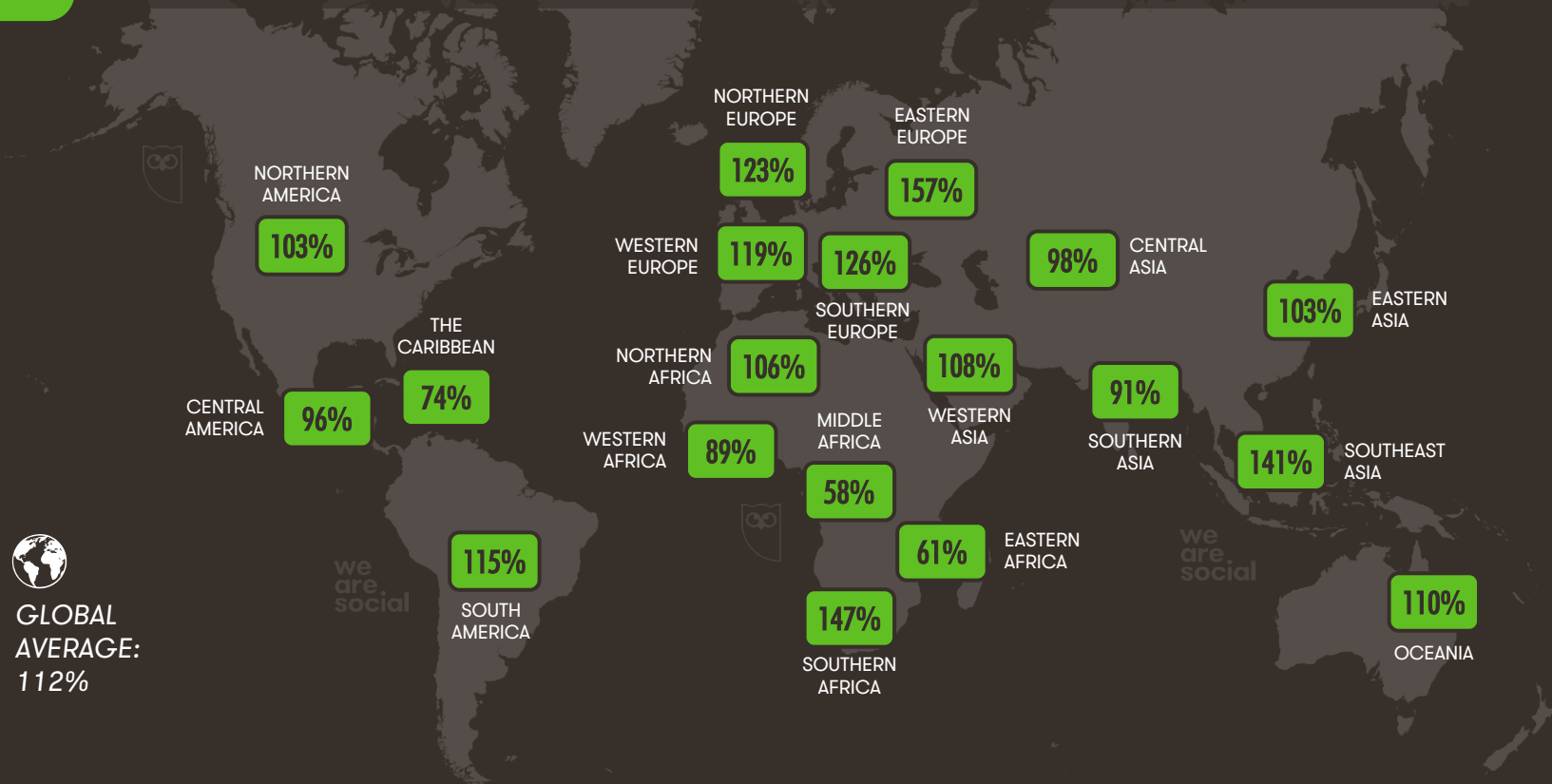
GLOBAL
AVERAGE:
42%

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.
NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

JAN
2018

MOBILE CONNECTIVITY BY REGION

THE NUMBER OF MOBILE CONNECTIONS COMPARED TO POPULATION (NOTE: NOT UNIQUE USERS)



GLOBAL
AVERAGE:
112%

we
are
social

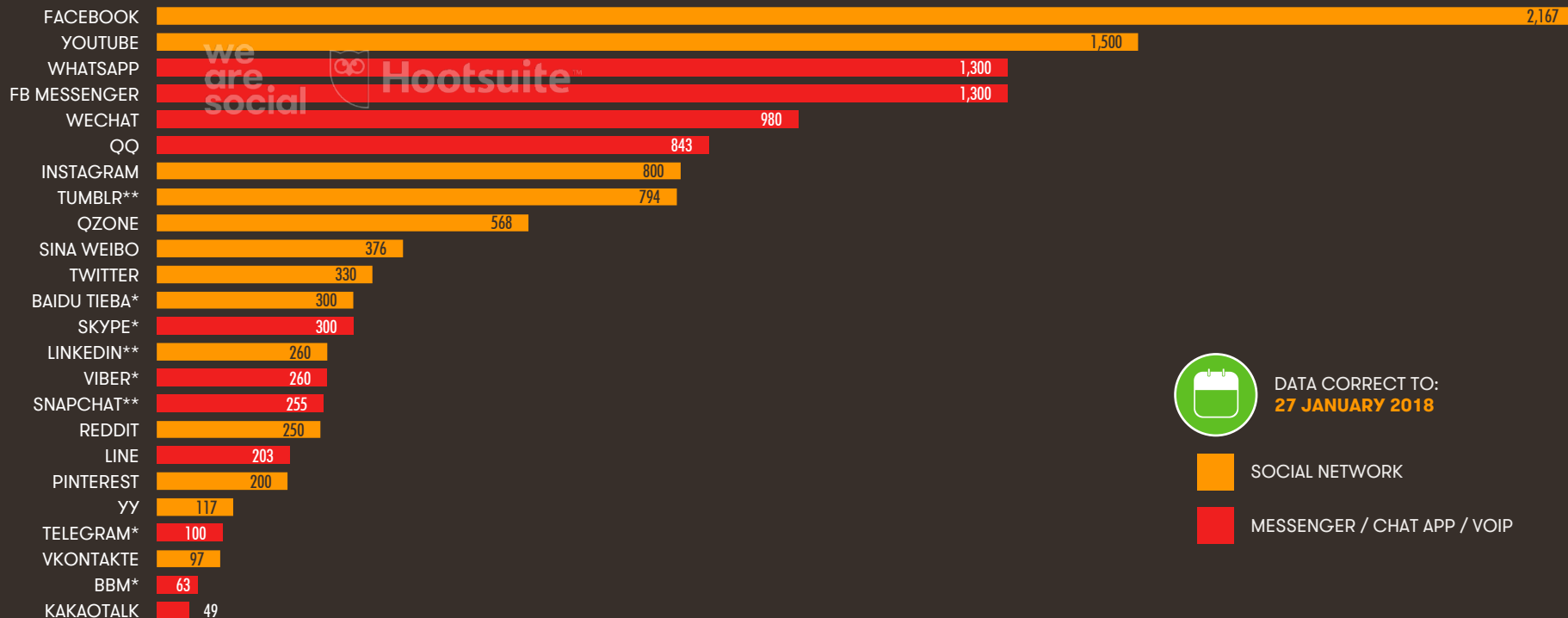
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are
social



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ACTIVE USERS OF KEY GLOBAL SOCIAL PLATFORMS

BASED ON THE MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS FOR EACH PLATFORM, IN MILLIONS



DATA CORRECT TO:
27 JANUARY 2018



SOCIAL NETWORK

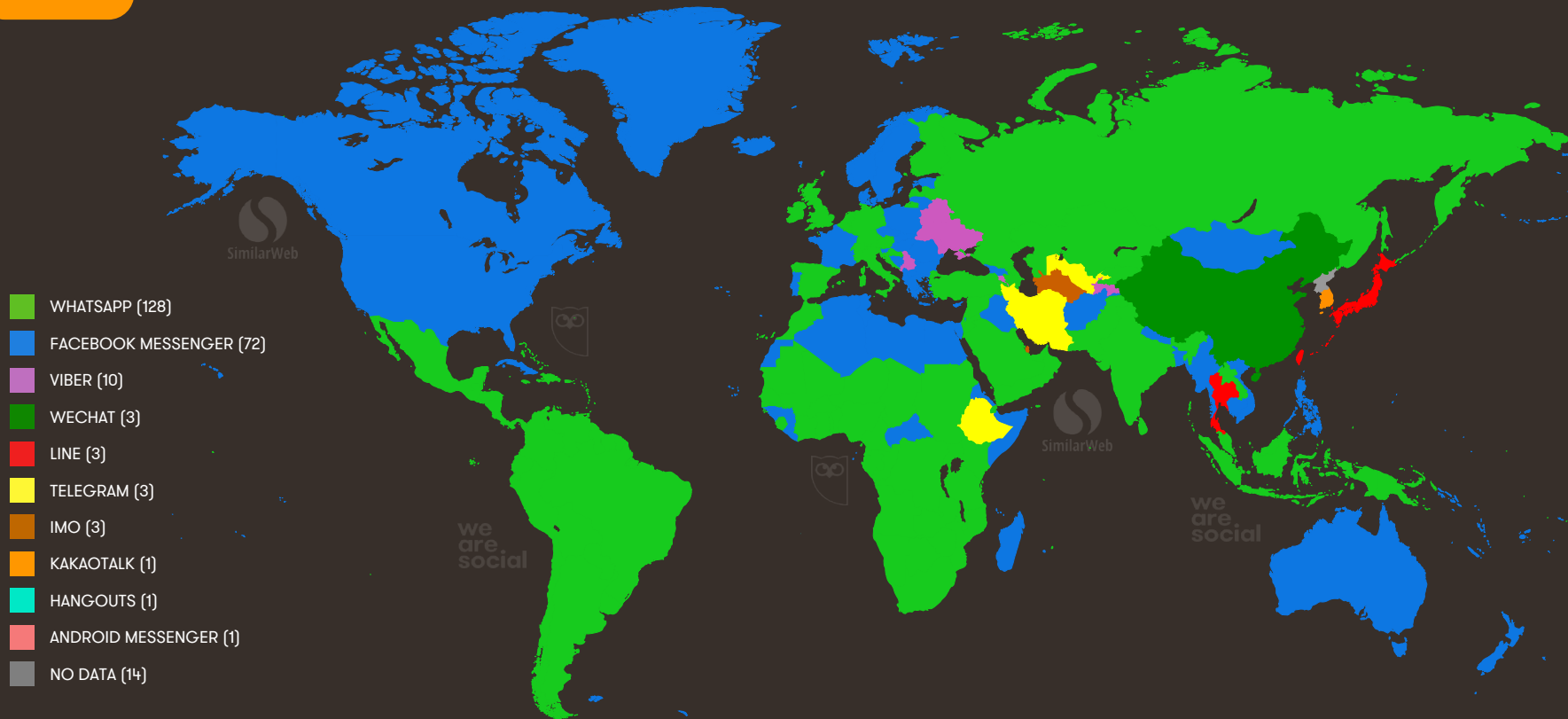


MESSENGER / CHAT APP / VOIP

JAN
2018

TOP MESSENGER APPS BY COUNTRY

BASED ON THE GOOGLE PLAY STORE RANK FOR EACH COUNTRY IN DECEMBER 2017



WE ARE SOCIAL'S ANALYSIS: DIGITAL IN 2018

With more than 4 billion people using the internet for an average of 6 hours each per day, digital has become an essential part of everyday life for most of us. We're using that connectivity in almost every aspect of our lives, whether it's chatting with friends, playing games, researching products, tracking our health, or even finding love. As a result, brands need to evolve beyond today's siloed approach to digital, and build seamless digital integration into everything they do – just as our audiences already have. Here are some tips to help with that:



Start with what people really need and want, and not just what the technology can do



Focus on creating mutual value at every opportunity, instead of simply 'selling more stuff'



Make it easy for people to buy online as soon as they're ready, wherever they are



Harness digital tools to keep the conversation going, even after you make a successful sale

To learn more about what these Digital, Social and Mobile trends mean for your brand, [click here to download our Think Forward report.](#)

HOOTSUITE'S PERSPECTIVE: 2018 SOCIAL TRENDS



The evolution of social ROI. It's the end of the road for vanity metrics. Expect to see more organisations evolve their metrics as they look to quantify social's contribution to tangible business challenges such as lowering costs, increasing revenue, mitigating risk, and attracting talent.



Mobile fuels the growth of social TV. In 2018, social networks will encourage brands to become broadcasters as mobile video and social-TV content take the spotlight. We advise caution here as the metrics that bump the stock price of social networks—such as mobile video views—might not help your organisation achieve your own business outcomes.



Trust declines, while peer influence rises. From Trump's tumultuous triumph over traditional media to the fake news phenomenon, we saw a shift in media culture in 2017. It's clear we're moving away from trusting traditional institutions—and moving towards smaller spheres of influence where customer communities and engaged employees matter more than ever.



Humans, meet AI. The machines have risen. And marketers have discovered they can be delightfully useful. But while marketers rush ahead with chatbots and AI-generated content, it's still unclear whether customers will value these human-less engagements.



The promise (and reality) of social data. From tying together analytics systems to CRM integrations, marketers underestimated the complexity of social data initiatives. Organisations must recalculate the effort and resources needed to turn social data into a true—and unified—source of customer insights.

[Click here to download our 2018 Social Media Trends Toolkit](#) to align your strategy with the year's key social network and digital trends.

**CLICK HERE TO READ 'DIGITAL IN 2018',
OUR MAIN GLOBAL OVERVIEW REPORT**



DIGITAL IN 2018

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

we
are
social



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IN-DEPTH COUNTRY PROFILES



AFGHANISTAN

JAN
2018

DIGITAL IN AFGHANISTAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

35.95
MILLION

URBANISATION:

28%

INTERNET
USERS



4.01
MILLION

PENETRATION:

11%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.50
MILLION

PENETRATION:

10%

MOBILE
CONNECTIONS



27.66
MILLION

vs. POPULATION:

77%

ACTIVE MOBILE
SOCIAL USERS



3.20
MILLION

PENETRATION:

9%

JAN
2018

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET
USERS



0%

SINCE JAN 2017

(UNCHANGED)

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+17%

SINCE JAN 2017

+500 THOUSAND

MOBILE
CONNECTIONS



+10%

SINCE JAN 2017

+2 MILLION

ACTIVE MOBILE
SOCIAL USERS



+19%

SINCE JAN 2017

+500 THOUSAND

JAN
2018

POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL
POPULATION



we
are
social

35.95
MILLION

FEMALE
POPULATION



48.5%

MALE
POPULATION



we
are
social

51.5%

ANNUAL CHANGE IN
POPULATION SIZE



+2.4%

MEDIAN
AGE



19.0
YEARS OLD

POPULATION LIVING
IN URBAN AREAS



28%

GDP PER
CAPITA



we
are
social

\$1,880

LITERACY
(TOTAL)



38%

FEMALE
LITERACY



we
are
social

24%

MALE
LITERACY



52%

JAN
2018

INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

4.01
MILLION

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



11%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

3.66
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



10%

JAN
2018

INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET
WORLD STATS



4.01
MILLION

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



3.81
MILLION

INTERNET
LIVE STATS



2.28
MILLION

CIA WORLD
FACTBOOK



3.81
MILLION

we
are
social



we
are
social

JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &
DESKTOPS



34%

YEAR-ON-YEAR CHANGE:

+11%

MOBILE
PHONES



65%

YEAR-ON-YEAR CHANGE:

-4%

TABLET
DEVICES



2%

YEAR-ON-YEAR CHANGE:

-25%

OTHER
DEVICES



[N/A]

YEAR-ON-YEAR CHANGE:

[N/A]

JAN
2018

ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES
01	GOOGLE.COM.AF	6M 24S	7.88	11	LIVE.COM	4M 03S	3.41
02	GOOGLE.COM	7M 32S	8.56	12	SAVEFROM.NET	3M 03S	1.32
03	YOUTUBE.COM	8M 18S	4.79	13	VARZESH3.COM	8M 08S	6.05
04	FACEBOOK.COM	10M 21S	4.00	14	BOOKSECURE.NET	10M 29S	7.45
05	YAHOO.COM	4M 02S	3.61	15	ASK.COM	1M 59S	1.92
06	ACBAR.ORG	9M 02S	7.10	16	AZADIRADIO.COM	7M 03S	4.49
07	BBC.COM	4M 09S	2.68	17	MSN.COM	3M 51S	2.53
08	WIKIPEDIA.ORG	4M 16S	3.31	18	ESPNCRICINFO.COM	6M 05S	3.34
09	JOBS.AF	4M 26S	2.89	19	SOFTONIC.COM	2M 21S	2.65
10	APARAT.COM	7M 08S	5.34	20	FLYARIANA.COM	14M 04S	4.71

JAN
2018

TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	GOOGLE	100
02	FACEBOOK	80
03	عکس we are social	64
04	افغانستان	57
05	AFGHANISTAN	52
06	TRANSLATE	52
07	YOUTUBE	52
08	فلم	52
09	VIDEO	49
10	KABUL	40

#	QUERY	INDEX
11	GOOGLE TRANSLATE	39
12	WEATHER	34
13	GMAIL	29
14	لباس	28
15	SEXY	26
16	فيلم	26
17	CRICINFO	23
18	NEWS	21
19	CRICKET	20
20	BBC	18

JAN
2018

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.50
MILLION

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



10%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

3.20
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



9%

JAN
2018

FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



we
are.
social

3.50
MILLION

ANNUAL CHANGE IN
FACEBOOK USERS
vs. JANUARY 2017



+17%

PERCENTAGE OF
FACEBOOK USERS
ACCESSING VIA MOBILE



we
are.
social

91%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



16%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE



84%

JAN
2018

AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY
CHANGE IN PAGE LIKES



+0.05%

AVERAGE POST REACH
vs. PAGE LIKES



7.3%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



8.7%

PERCENTAGE OF PAGES
USING PAID MEDIA



3.5%

AVERAGE PAID REACH
vs. TOTAL REACH



8.5%

JAN
2018

AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS (ALL TYPES)



we
are
social

1.26%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



locowise

2.23%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS



1.28%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



locowise

1.00%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



1.28%

JAN
2018

INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF
MONTHLY ACTIVE
INSTAGRAM USERS



420.0
THOUSAND

we
are
social

ACTIVE INSTAGRAM
USERS AS A PERCENTAGE
OF TOTAL POPULATION



1%



FEMALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



18%

we
are
social

MALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



82%

JAN
2018

MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER
OF MOBILE
CONNECTIONS



27.66
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



77%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



92%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



8%

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



22%

we
are.
social

GSMA



GSMA

JAN
2018

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF THE COUNTRY'S KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



OVERALL COUNTRY
INDEX SCORE



23.06

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



28.75

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AFFORDABILITY OF
DEVICES & SERVICES



35.50

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



13.65

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



20.28

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

JAN
2018

FINANCIAL INCLUSION FACTORS

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



HAS A BANK
ACCOUNT



10%

we
are
social

HAS A
CREDIT CARD



1%



MAKES AND / OR RECEIVES
MOBILE PAYMENTS VIA GSMA



0.3%

we
are
social

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



0.6%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



0.3%



PERCENTAGE OF MEN
WITH A CREDIT CARD



2%

we
are
social

PERCENTAGE OF WOMEN
MAKING INTERNET PAYMENTS



[N/A]



PERCENTAGE OF MEN
MAKING INTERNET PAYMENTS



1%



BANGLADESH

JAN
2018

DIGITAL IN BANGLADESH

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

165.5
MILLION

URBANISATION:

36%

INTERNET
USERS



81.7
MILLION

PENETRATION:

49%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

30.0
MILLION

PENETRATION:

18%

MOBILE
CONNECTIONS



137.2
MILLION

vs. POPULATION:

83%

ACTIVE MOBILE
SOCIAL USERS



28.0
MILLION

PENETRATION:

17%

JAN
2018

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET
USERS



+29%

SINCE JAN 2017

+18 MILLION

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+15%

SINCE JAN 2017

+4 MILLION

MOBILE
CONNECTIONS



+14%

SINCE JAN 2017

+17 MILLION

ACTIVE MOBILE
SOCIAL USERS



+27%

SINCE JAN 2017

+6 MILLION

JAN
2018

POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL
POPULATION



we
are
social

165.5
MILLION

FEMALE
POPULATION



49.6%

MALE
POPULATION



we
are
social

50.4%

ANNUAL CHANGE IN
POPULATION SIZE



+1.0%

MEDIAN
AGE



27.1
YEARS OLD

POPULATION LIVING
IN URBAN AREAS



36%

GDP PER
CAPITA



we
are
social

\$3,587

LITERACY
(TOTAL)



62%

FEMALE
LITERACY



we
are
social

59%

MALE
LITERACY



65%

JAN
2018

INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



81.66
MILLION

we
are
social

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



49%



TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



76.22
MILLION

we
are
social

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



46%

JAN
2018

INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET
WORLD STATS



73.35
MILLION

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



30.20
MILLION

INTERNET
LIVE STATS



21.44
MILLION

CIA WORLD
FACTBOOK



30.12
MILLION

we
are
social



we
are
social

JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &
DESKTOPS



25%

YEAR-ON-YEAR CHANGE:

+13%

MOBILE
PHONES



74%

YEAR-ON-YEAR CHANGE:

-4%

TABLET
DEVICES



1%

YEAR-ON-YEAR CHANGE:

-14%

OTHER
DEVICES



[N/A]

YEAR-ON-YEAR CHANGE:

[N/A]

JAN
2018

ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES
01	GOOGLE.COM	7M 32S	8.56	11	XVIDEOS.COM	14M 04S	10.15
02	YOUTUBE.COM	8M 18S	4.79	12	BDJOBS.COM	12M 41S	9.65
03	FACEBOOK.COM	10M 21S	4.00	13	BD-PRATIDIN.COM	13M 05S	4.56
04	GOOGLE.COM.BD	1M 50S	3.35	14	BLOGSPOT.COM	2M 38S	2.12
05	YAHOO.COM	4M 02S	3.61	15	TELETALK.COM.BD	8M 45S	4.73
06	KALERKANTHO.COM	6M 12S	2.64	16	PROTHOM-ALO.COM	10M 02S	5.66
07	BD24LIVE.COM	4M 10S	2.16	17	ZOOMBANGLA.COM	6M 03S	2.75
08	WIKIPEDIA.ORG	4M 16S	3.31	18	GRAMEENPHONE.COM	3M 30S	2.14
09	PROTHOMALO.COM	9M 51S	4.48	19	JAGONEWS24.COM	8M 43S	3.21
10	DARAZ.COM.BD	3M 05S	2.34	20	ESKIMI.COM	13M 35S	10.40

SOURCE: ALEXA, JANUARY 2018. **NOTES:** 'TIME' REPRESENTS TIME SPENT ON SITE PER DAY. 'PAGES' REPRESENTS NUMBER OF PAGE VIEWS PER DAY. ALEXA USES A COMBINATION OF AVERAGE DAILY VISITORS AND PAGE VIEWS OVER A ONE-MONTH PERIOD TO CALCULATE ITS RANKING. RANKINGS ON THIS SLIDE ARE BASED ON THE MONTH TO 16 JANUARY 2018. **ADVISORY:** SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.



JAN
2018

TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



we
are
social



#	QUERY	INDEX
01	BANGLA	100
02	VIDEO	86
03	SONG	65
04	BANGLADESH	47
05	FACEBOOK	33
06	YOUTUBE	22
07	WWW	20
08	GOOGLE	18
09	CRICBUZZ	14
10	CRICKET	14

#	QUERY	INDEX
11	BANGLA SONG	13
12	NATOK	13
13	FB	12
14	NEW SONG	11
15	TEER	11
16	GMAIL	10
17	CHOTI	9
18	CRICKET LIVE	8
19	PROTHOM ALO	8
20	TRANSLATE	8

JAN
2018

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

30.00
MILLION

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



18%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

28.00
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



17%

JAN
2018

FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



30.00
MILLION

ANNUAL CHANGE IN
FACEBOOK USERS
vs. JANUARY 2017



+15%

PERCENTAGE OF
FACEBOOK USERS
ACCESSING VIA MOBILE



93%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



26%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE



74%

we
are
social

we
are
social



JAN
2018

AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY
CHANGE IN PAGE LIKES



+0.03%

AVERAGE POST REACH
vs. PAGE LIKES



9.8%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



18.7%

PERCENTAGE OF PAGES
USING PAID MEDIA



12.8%

AVERAGE PAID REACH
vs. TOTAL REACH



22.9%

JAN
2018

AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS (ALL TYPES)



we
are
social

4.16%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



locowise

5.44%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS



4.27%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



locowise

3.96%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



2.20%

JAN
2018

INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF
MONTHLY ACTIVE
INSTAGRAM USERS



1.80
MILLION

we
are
social

ACTIVE INSTAGRAM
USERS AS A PERCENTAGE
OF TOTAL POPULATION



1%



FEMALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



25%

we
are
social

MALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



75%

JAN
2018

MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER
OF MOBILE
CONNECTIONS



137.2
MILLION

we
are
social

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



83%

GSMA

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



97%



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



3%

GSMA

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



29%

JAN
2018

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF THE COUNTRY'S KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



OVERALL COUNTRY
INDEX SCORE



48.40

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



37.86

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AFFORDABILITY OF
DEVICES & SERVICES



51.38

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



52.49

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



53.73

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

JAN
2018

FINANCIAL INCLUSION FACTORS

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



HAS A BANK
ACCOUNT



31%

we
are
social

HAS A
CREDIT CARD



0.3%



MAKES AND / OR RECEIVES
MOBILE PAYMENTS VIA GSMA



3%

we
are
social

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



0.4%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



0%



PERCENTAGE OF MEN
WITH A CREDIT CARD



0.7%

we
are
social

PERCENTAGE OF WOMEN
MAKING INTERNET PAYMENTS



0.3%



PERCENTAGE OF MEN
MAKING INTERNET PAYMENTS



0.5%



BHUTAN

JAN
2018

DIGITAL IN BHUTAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



812.3
THOUSAND

URBANISATION:
40%

INTERNET
USERS



370.0
THOUSAND

PENETRATION:
46%

ACTIVE SOCIAL
MEDIA USERS



370.0
THOUSAND

PENETRATION:
46%

MOBILE
CONNECTIONS



766.6
THOUSAND

vs. POPULATION:
94%

ACTIVE MOBILE
SOCIAL USERS



350.0
THOUSAND

PENETRATION:
43%

we
are
social



we
are
social



JAN
2018

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET
USERS



+18%

SINCE JAN 2017

+56 THOUSAND

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+28%

SINCE JAN 2017

+80 THOUSAND

MOBILE
CONNECTIONS



+3%

SINCE JAN 2017

+21 THOUSAND

ACTIVE MOBILE
SOCIAL USERS



+30%

SINCE JAN 2017

+80 THOUSAND

JAN
2018

POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL
POPULATION



we
are
social

812.3
THOUSAND

FEMALE
POPULATION



47.0%

MALE
POPULATION



we
are
social

53.0%

ANNUAL CHANGE IN
POPULATION SIZE



+1.2%

MEDIAN
AGE



28.1
YEARS OLD

POPULATION LIVING
IN URBAN AREAS



40%

GDP PER
CAPITA



we
are
social

\$8,918

LITERACY
(TOTAL)



65%

FEMALE
LITERACY



we
are
social

55%

MALE
LITERACY



73%

JAN
2018

INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



370.0
THOUSAND

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



46%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



350.0
THOUSAND

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



43%

we
are
social



we
are
social

JAN
2018

INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET
WORLD STATS



331.4
THOUSAND

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



339.3
THOUSAND

INTERNET
LIVE STATS



289.2
THOUSAND

CIA WORLD
FACTBOOK



339.6
THOUSAND

we
are
social



we
are
social

JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &
DESKTOPS



24%

YEAR-ON-YEAR CHANGE:

-7%

MOBILE
PHONES



73%

YEAR-ON-YEAR CHANGE:

+2%

TABLET
DEVICES



2%

YEAR-ON-YEAR CHANGE:

+12%

OTHER
DEVICES



[N/A]

YEAR-ON-YEAR CHANGE:

[N/A]

JAN
2018

ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES
01	GOOGLE.BT	6M 44S	8.35
02	GOOGLE.COM	7M 32S	8.56
03	YOUTUBE.COM	8M 18S	4.79
04	FACEBOOK.COM	10M 21S	4.00
05	YAHOO.COM	4M 02S	3.61
06	RCSC.GOV.BT	5M 25S	3.78
07	KUENSELONLINE.COM	5M 28S	2.52
08	WIKIPEDIA.ORG	4M 16S	3.31
09	DRC.GOV.BT	12M 05S	4.60
10	GOOGLEUSERCONTENT.COM	2M 42S	1.86

#	WEBSITE	TIME	PAGES
11	ASK.COM	1M 59S	1.92
12	GOOGLE.CO.IN	7M 04S	10.45
13	BBS.BT	3M 35S	2.50
14	MYRBPEMS.BT	2M 20S	10.00
15	BT.BT	3M 54S	2.60
16	MOF.GOV.BT	5M 26S	4.40
17	CITIZENSERVICES.GOV.BT	10M 07S	4.10
18	SAVEFROM.NET	3M 03S	1.32
19	BOB.BT	4M 41S	3.10
20	DELOTON.COM	1M 02S	1.52



we
are
social

JAN
2018

TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	BHUTAN	100
02	FACEBOOK	47
03	DOWNLOAD	46
04	VIDEO	35
05	QUOTES	23
06	YOU	19
07	FACEBOOK LOGIN	19
08	GOOGLE	17
09	LOVE	17
10	YOUTUBE	16

#	QUERY	INDEX
11	SEXY	15
12	FUCK	12
13	GMAIL	11
14	TEER	9
15	JAPANESE	9
16	WWW	8
17	EPL	8
18	WWW.FACEBOOK.COM	7
19	GAME	7
20	GAMES	7

we
are
social



JAN
2018

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



370.0
THOUSAND

we
are
social

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



46%



TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



350.0
THOUSAND

we
are
social

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



43%

JAN
2018

FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



370
THOUSAND

ANNUAL CHANGE IN
FACEBOOK USERS
vs. JANUARY 2017



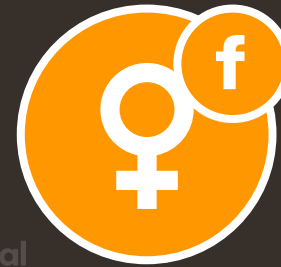
+28%

PERCENTAGE OF
FACEBOOK USERS
ACCESSING VIA MOBILE



95%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



42%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE



58%

JAN
2018

AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY
CHANGE IN PAGE LIKES



+0.07%

AVERAGE POST REACH
vs. PAGE LIKES



7.3%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



6.3%

PERCENTAGE OF PAGES
USING PAID MEDIA



7.3%

AVERAGE PAID REACH
vs. TOTAL REACH



12.3%

JAN
2018

AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS (ALL TYPES)



we
are
social

2.38%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



locowise

3.37%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS



3.00%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



locowise

1.28%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



1.12%

JAN
2018

INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF
MONTHLY ACTIVE
INSTAGRAM USERS



64.00
THOUSAND

we
are
social

ACTIVE INSTAGRAM
USERS AS A PERCENTAGE
OF TOTAL POPULATION



8%



FEMALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



51%

we
are
social

MALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



49%

JAN
2018

MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER
OF MOBILE
CONNECTIONS



766.6
THOUSAND

we
are
social

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



94%

GSMA

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



98%



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



2%

GSMA

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



83%

JAN
2018

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF THE COUNTRY'S KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



OVERALL COUNTRY
INDEX SCORE



46.42

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



50.28

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AFFORDABILITY OF
DEVICES & SERVICES



65.23

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



44.14

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



32.06

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

JAN
2018

FINANCIAL INCLUSION FACTORS

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



HAS A BANK
ACCOUNT



34%

we
are
social

HAS A
CREDIT CARD



0.3%



MAKES AND / OR RECEIVES
MOBILE PAYMENTS VIA GSMA



[N/A]

we
are
social

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



0.8%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



[N/A]



PERCENTAGE OF MEN
WITH A CREDIT CARD



0.5%

we
are
social

PERCENTAGE OF WOMEN
MAKING INTERNET PAYMENTS



1.0%



PERCENTAGE OF MEN
MAKING INTERNET PAYMENTS



0.6%



INDIA

JAN
2018

DIGITAL IN INDIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

1,347
MILLION

URBANISATION:

34%

INTERNET
USERS



462
MILLION

PENETRATION:

34%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

250
MILLION

PENETRATION:

19%

UNIQUE
MOBILE USERS



844
MILLION

PENETRATION:

63%

ACTIVE MOBILE
SOCIAL USERS



230
MILLION

PENETRATION:

17%

JAN
2018

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET
USERS



0%

SINCE JAN 2017

(UNCHANGED)

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+31%

SINCE JAN 2017

+59 MILLION

UNIQUE
MOBILE USERS



+6%

SINCE JAN 2017

+46 MILLION

ACTIVE MOBILE
SOCIAL USERS



+38%

SINCE JAN 2017

+63 MILLION

JAN
2018

POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL
POPULATION



we
are
social

1,347
MILLION

FEMALE
POPULATION



48.2%

MALE
POPULATION



we
are
social

51.8%

ANNUAL CHANGE IN
POPULATION SIZE



+1.1%

MEDIAN
AGE



28.1
YEARS OLD

POPULATION LIVING
IN URBAN AREAS



34%

GDP PER
CAPITA



we
are
social

\$6,583

LITERACY
(TOTAL)



72%

FEMALE
LITERACY



we
are
social

63%

MALE
LITERACY



81%

JAN
2018

DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION* THAT CURRENTLY USES EACH KIND OF DEVICE [SURVEY-BASED]



MOBILE PHONE
(ANY TYPE)



88%

we
are
social

SMART
PHONE



40%

Google

LAPTOP OR
DESKTOP COMPUTER



15%



TABLET
COMPUTER



5%

TELEVISION
(ANY KIND)



79%

Google

DEVICE FOR STREAMING
INTERNET CONTENT TO TV



4%



E-READER
DEVICE



2%

we
are
social

WEARABLE
TECH DEVICE



4%

JAN
2018

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



AVERAGE DAILY TIME
SPENT USING THE
INTERNET VIA ANY DEVICE



7H 25M

AVERAGE DAILY TIME
SPENT USING SOCIAL
MEDIA VIA ANY DEVICE



we
are
social

2H 26M

AVERAGE DAILY TV VIEWING TIME
(BROADCAST, STREAMING
AND VIDEO ON DEMAND)



global
web
index

3H 01M

AVERAGE DAILY TIME
SPENT LISTENING TO
STREAMING MUSIC



1H 24M

JAN
2018

ATTITUDES TOWARDS DIGITAL

HOW INTERNET USERS* PERCEIVE THE ROLE OF TECHNOLOGY, AND THEIR PERSPECTIVE ON PRIVACY ISSUES



BELIEVE THAT NEW TECHNOLOGIES OFFER MORE OPPORTUNITIES THAN RISKS



Google

79%

PREFER TO COMPLETE TASKS DIGITALLY WHENEVER POSSIBLE



77%

BELIEVE DATA PRIVACY AND PROTECTION ARE VERY IMPORTANT



we are social

83%

DELETE COOKIES FROM INTERNET BROWSER TO PROTECT PRIVACY



60%

USE AN AD-BLOCKING TOOL TO STOP ADVERTS BEING DISPLAYED



52%

JAN
2018

INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

462.1
MILLION

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



34%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



global
web
index

430.3
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



32%

JAN
2018

INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET
WORLD STATS



462.1
MILLION

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



397.9
MILLION

INTERNET
LIVE STATS



462.1
MILLION

CIA WORLD
FACTBOOK



397.3
MILLION

we
are
social



we
are
social

JAN
2018

FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)



EVERY
DAY



61%

we
are
social

AT LEAST ONCE
PER WEEK



26%

Google

AT LEAST ONCE
PER MONTH



11%



LESS THAN ONCE
PER MONTH



2%

JAN
2018

INTERNET CONNECTIONS: SPEED & DEVICES

AVERAGE INTERNET CONNECTION SPEEDS, AND THE DEVICE THAT PEOPLE USE MOST OFTEN TO ACCESS THE INTERNET



AVERAGE INTERNET
SPEED VIA FIXED
CONNECTIONS



OOKLA

19.66
MBPS

AVERAGE INTERNET
SPEED VIA MOBILE
CONNECTIONS



9.14
MBPS

ACCESS THE INTERNET
MOST OFTEN VIA A
COMPUTER OR TABLET



4%

ACCESS EQUALLY VIA
A SMARTPHONE AND
COMPUTER OR TABLET



we
are
social

11%

ACCESS THE INTERNET
MOST OFTEN VIA A
SMARTPHONE



Google

72%

JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &
DESKTOPS



20%

YEAR-ON-YEAR CHANGE:

-2%

MOBILE
PHONES



79%

YEAR-ON-YEAR CHANGE:

+1%

TABLET
DEVICES



1%

YEAR-ON-YEAR CHANGE:

-21%

OTHER
DEVICES



[N/A]

YEAR-ON-YEAR CHANGE:

[N/A]

JAN
2018

SIMILARWEB'S RANKING OF TOP WEBSITES

RANKINGS BASED ON AVERAGE MONTHLY TRAFFIC TO EACH WEBSITE IN Q4 2017



#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.CO.IN	SEARCH	5,291,200,000	7M 56S	6.7
02	GOOGLE.COM	SEARCH	2,221,100,000	5M 59S	7.0
03	FACEBOOK.COM	SOCIAL	1,892,100,000	11M 25S	12.4
04	YOUTUBE.COM	TV & VIDEO	1,177,100,000	15M 22S	8.2
05	GOOGLEWEBLIGHT.COM	SEARCH	937,500,000	5M 13S	4.2
06	XVIDEOS.COM	ADULT	804,900,000	13M 14S	9.8
07	XNXX.COM	ADULT	786,100,000	13M 18S	10.4
08	AMAZON.IN	SHOPPING	443,300,000	6M 02S	8.0
09	WIKIPEDIA.ORG	REFERENCE	356,700,000	3M 39S	2.6
10	FLIPKART.COM	SHOPPING	218,900,000	6M 01S	8.2

SOURCE: SIMILARWEB, JANUARY 2018, BASED ON AVERAGE MONTHLY DATA FOR Q4 2017. **NOTES:** MONTHLY TRAFFIC REPRESENTS TOTAL VISITS TO EACH SITE, NOT UNIQUE VISITORS. DATA FOR SOME COUNTRIES REPRESENTS DESKTOP TRAFFIC, WHILST OTHERS REPRESENTS TRAFFIC FROM BOTH DESKTOP AND MOBILE DEVICES. **ADVISORY:** SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

JAN
2018

ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES
01	GOOGLE.CO.IN	7M 04S	10.45	11	IRCTC.CO.IN	11M 30S	6.32
02	YOUTUBE.COM	8M 18S	4.79	12	INDIATIMES.COM	5M 57S	2.90
03	GOOGLE.COM	7M 32S	8.56	13	WITTYFEED.COM	3M 53S	3.22
04	FACEBOOK.COM	10M 21S	4.00	14	BLOGSPOT.IN	2M 29S	2.06
05	AMAZON.IN	9M 02S	8.07	15	XVIDEOS.COM	14M 04S	10.15
06	YAHOO.COM	4M 02S	3.61	16	HDFCBANK.COM	5M 30S	3.59
07	ONLINESBI.COM	6M 43S	7.81	17	LINKEDIN.COM	5M 19S	4.19
08	WIKIPEDIA.ORG	4M 16S	3.31	18	UIDAI.GOV.IN	9M 19S	4.02
09	FLIPKART.COM	5M 46S	3.62	19	INSTAGRAM.COM	5M 23S	3.34
10	NEWSTREND.NEWS	3M 41S	1.84	20	HOTSTAR.COM	2M 41S	1.77

JAN
2018

WEEKLY ONLINE ACTIVITIES BY DEVICE

PERCENTAGE OF THE TOTAL POPULATION* ENGAGING IN EACH ACTIVITY AT LEAST ONCE PER WEEK [SURVEY-BASED]



USE A SEARCH
ENGINE



we
are
social

SMARTPHONE:

15%

COMPUTER:

2%

VISIT A SOCIAL
NETWORK



Google

SMARTPHONE:

21%

COMPUTER:

4%

PLAY
GAMES



SMARTPHONE:

4%

COMPUTER:

1%

WATCH
VIDEOS



Google

SMARTPHONE:

16%

COMPUTER:

3%

LOOK FOR PRODUCT
INFORMATION



SMARTPHONE:

4%

COMPUTER:

1%

JAN
2018

TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	VIDEO	100
02	DOWNLOAD	94
03	SONG	84
04	FACEBOOK	34
05	FB	31
06	GOOGLE	25
07	MOVIES	25
08	YOUTUBE	24
09	NEWS	20
10	WEATHER	17

#	QUERY	INDEX
11	SATTA	16
12	GMAIL	14
13	CRICBUZZ	14
14	FACEBOOK LOGIN	14
15	SBI	12
16	HINDI MOVIE	12
17	CRICKET	12
18	YOU	12
19	MATKA	11
20	WWW	10

JAN
2018

FREQUENCY OF WATCHING ONLINE VIDEO

HOW OFTEN INTERNET USERS WATCH ONLINE VIDEOS (ANY DEVICE)



WATCH ONLINE
VIDEOS EVERY DAY



33%

WATCH ONLINE
VIDEOS EVERY WEEK



31%

WATCH ONLINE
VIDEOS EVERY MONTH



17%

WATCH ONLINE VIDEOS
LESS THAN ONCE A MONTH



4%

NEVER WATCH
ONLINE VIDEOS



15%

JAN
2018

HOW INTERNET USERS WATCH TELEVISION

COMPARISON OF THE METHODS AND DEVICES USED FOR ACCESSING AND DISPLAYING 'TELEVISION' CONTENT



REGULAR
TELEVISION
ON A TV SET



85%

we
are
social

RECORDED
CONTENT
ON A TV SET



20%

Google

CATCH-UP /
ON-DEMAND
SERVICE ON TV SET



12%



ONLINE CONTENT
STREAMED ON
A TV SET



17%

Google

ONLINE CONTENT
STREAMED ON
ANOTHER DEVICE



18%

JAN
2018

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

250.0
MILLION

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



19%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

230.0
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION

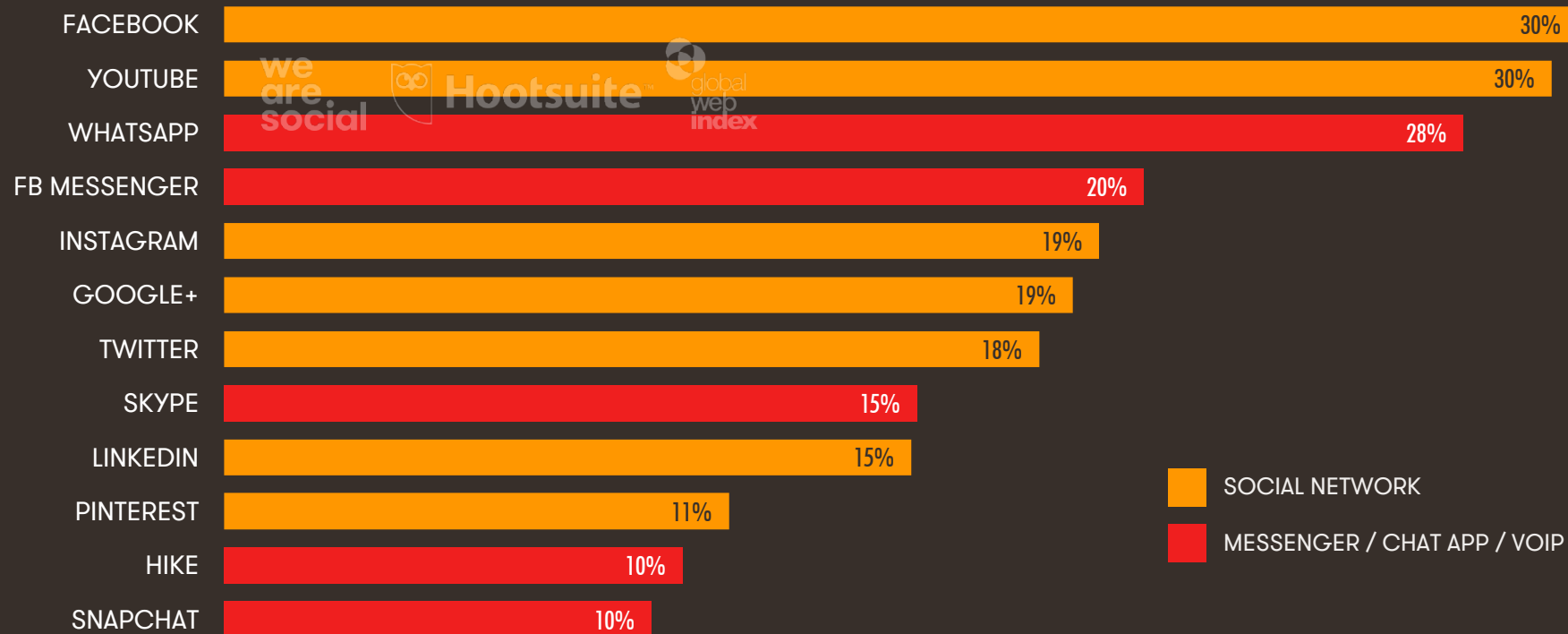


17%

JAN
2018

MOST ACTIVE SOCIAL MEDIA PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



JAN
2018

FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



250.0
MILLION

ANNUAL CHANGE IN
FACEBOOK USERS
vs. JANUARY 2017



+31%

PERCENTAGE OF
FACEBOOK USERS
ACCESSING VIA MOBILE



92%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



23%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE



77%

we
are
social

we
are
social





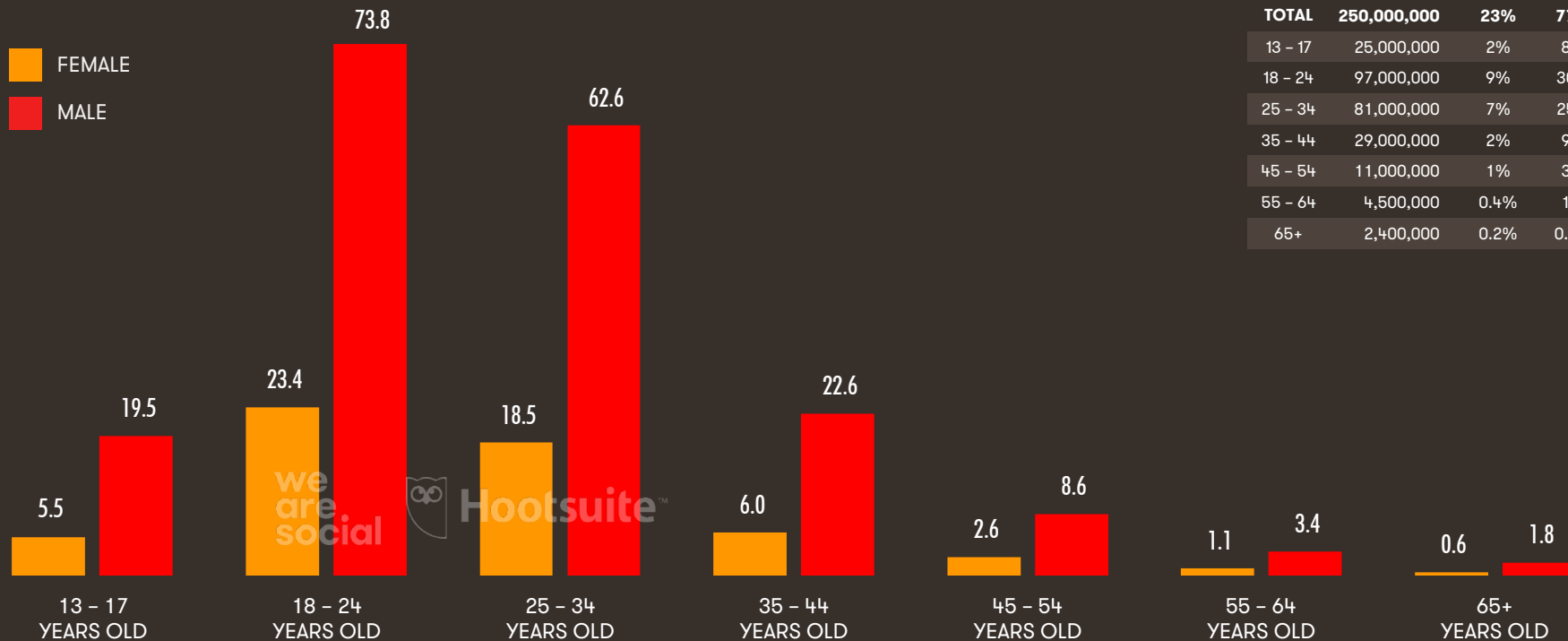
JAN
2018

PROFILE OF FACEBOOK USERS

A BREAKDOWN OF THE COUNTRY'S FACEBOOK'S USERS BY AGE AND GENDER, IN MILLIONS



 FEMALE
 MALE



SOURCE: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018. **NOTES:** THE 'TOTAL' COLUMN OF THE INSET TABLE SHOWS ORIGINAL VALUES, WHILE GRAPH VALUES HAVE BEEN DIVIDED BY ONE MILLION. TABLE PERCENTAGES REPRESENT THE RESPECTIVE GENDER AND AGE GROUP'S SHARE OF TOTAL NATIONAL FACEBOOK USERS. TABLE VALUES MAY NOT SUM EXACTLY DUE TO ROUNDING IN THE SOURCE DATA.

JAN
2018

AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY
CHANGE IN PAGE LIKES



+0.07%

AVERAGE POST REACH
vs. PAGE LIKES



9.6%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



7.2%

PERCENTAGE OF PAGES
USING PAID MEDIA



34.1%

AVERAGE PAID REACH
vs. TOTAL REACH



30.5%

JAN
2018

AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS (ALL TYPES)



we
are
social

3.75%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



locowise

5.90%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS



4.93%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



locowise

7.94%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



4.84%

JAN
2018

INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF
MONTHLY ACTIVE
INSTAGRAM USERS



52.00
MILLION

we
are
social

ACTIVE INSTAGRAM
USERS AS A PERCENTAGE
OF TOTAL POPULATION



4%



FEMALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



26%

we
are
social

MALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



74%

JAN
2018

MOBILE USERS vs. MOBILE CONNECTIONS

COMPARING THE NUMBER OF UNIQUE MOBILE USERS TO THE NUMBER OF MOBILE CONNECTIONS



NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)



we
are.
social

843.8
MILLION

MOBILE PENETRATION
(UNIQUE USERS vs.
TOTAL POPULATION)



GSMA

63%

TOTAL NUMBER
OF MOBILE
CONNECTIONS



1,206
BILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



GSMA

90%

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



1.43

JAN
2018

MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER
OF MOBILE
CONNECTIONS



1.21
BILLION

we
are
social

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



90%

GSMA

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



94%



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



6%

GSMA

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



33%

JAN
2018

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF THE COUNTRY'S KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



OVERALL COUNTRY
INDEX SCORE



48.54

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



39.99

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AFFORDABILITY OF
DEVICES & SERVICES



63.06

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



45.21

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



48.71

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

JAN
2018

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



31%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



30%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



26%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



19%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



28%

JAN
2018

SMARTPHONE LIFE MANAGEMENT ACTIVITIES

PERCENTAGE OF THE TOTAL POPULATION USING A SMARTPHONE TO PERFORM EACH TASK [SURVEY-BASED]



USE THE ALARM
CLOCK FUNCTION



16%



MANAGE DIARY
OR APPOINTMENTS



5%

Google

CHECK THE
WEATHER



8%

we
are
social

TRACK HEALTH, DIET,
OR ACTIVITY LEVELS



5%

TAKE PHOTOS
OR VIDEOS



22%

Google

CHECK
THE NEWS



12%

we
are
social

READ E-BOOKS
OR E-MAGAZINES



7%



MANAGE LISTS
[E.G. SHOPPING, TASKS]



5%

JAN
2018

TOP APP RANKINGS

RANKINGS OF TOP MOBILE APPS BY MONTHLY ACTIVE USERS AND BY NUMBER OF DOWNLOADS



RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	DEVELOPER / COMPANY
01	WHATSAPP MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	TRUECALLER	TRUECALLER
05	SHAREIT	SHAREIT
06	MX PLAYER	J2 INTERACTIVE
07	UC BROWSER	ALIBABA GROUP
08	AMAZON	AMAZON
09	PAYTM	ONE97
10	INSTAGRAM	FACEBOOK

RANKING OF MOBILE APPS BY NUMBER OF DOWNLOADS

#	APP NAME	DEVELOPER / COMPANY
01	FACEBOOK	FACEBOOK
02	WHATSAPP MESSENGER	FACEBOOK
03	UC BROWSER	ALIBABA GROUP
04	FACEBOOK MESSENGER	FACEBOOK
05	HOTSTAR	21ST CENTURY FOX
06	SHAREIT	SHAREIT
07	MYJIO	RELIANCE INDUSTRIES
08	TRUECALLER	TRUECALLER
09	MX PLAYER	J2 INTERACTIVE
10	JIOTV	RELIANCE INDUSTRIES

we
are
social



JAN
2018

FINANCIAL INCLUSION FACTORS

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



HAS A BANK
ACCOUNT



53%

HAS A
CREDIT CARD



4%

MAKES AND / OR RECEIVES
MOBILE PAYMENTS VIA GSMA



2%

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



1%

we
are
social



we
are
social

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



2%

PERCENTAGE OF MEN
WITH A CREDIT CARD



7%

PERCENTAGE OF WOMEN
MAKING INTERNET PAYMENTS



0.4%

PERCENTAGE OF MEN
MAKING INTERNET PAYMENTS



2%



we
are
social



JAN
2018

E-COMMERCE ACTIVITIES IN PAST 30 DAYS

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY



we
are
social

30%

VISITED
AN ONLINE
RETAIL STORE



global
web
index

33%

PURCHASED A
PRODUCT OR
SERVICE ONLINE



global
web
index

26%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



global
web
index

20%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



20%

JAN
2018

E-COMMERCE SPEND BY CATEGORY

TOTAL ANNUAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES, IN UNITED STATES DOLLARS



FASHION
& BEAUTY



we
are
social

\$6.821
BILLION

ELECTRONICS &
PHYSICAL MEDIA



statista

\$5.119
BILLION

FOOD &
PERSONAL CARE



\$2.312
BILLION

FURNITURE &
APPLIANCES



\$2.286
BILLION

TOYS, DIY
& HOBBIES



statista

\$3.521
BILLION

TRAVEL (INCLUDING
ACCOMMODATION)



\$4.417
BILLION

DIGITAL
MUSIC



we
are
social

\$0.105
BILLION

VIDEO
GAMES



\$0.794
BILLION

JAN
2018

E-COMMERCE GROWTH BY CATEGORY

ANNUAL CHANGE IN THE TOTAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES, IN UNITED STATES DOLLARS



FASHION
& BEAUTY



+30%

we
are
social

ELECTRONICS &
PHYSICAL MEDIA



+20%

statista

FOOD &
PERSONAL CARE



+30%



FURNITURE &
APPLIANCES



+23%

TOYS, DIY
& HOBBIES



+20%

statista

TRAVEL (INCLUDING
ACCOMMODATION)



+29%



DIGITAL
MUSIC



+5%

we
are
social

VIDEO
GAMES



+16%

JAN
2018

E-COMMERCE DETAIL: CONSUMER GOODS

AN OVERVIEW OF THE E-COMMERCE MARKET FOR CONSUMER GOODS, WITH VALUES IN UNITED STATES DOLLARS



TOTAL NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS VIA E-COMMERCE



176.8
MILLION

YEAR-ON-YEAR CHANGE:

+18%

PENETRATION OF CONSUMER
GOODS E-COMMERCE
(TOTAL POPULATION)



13%

VALUE OF THE CONSUMER
GOODS E-COMMERCE MARKET
(TOTAL ANNUAL SALES REVENUE)



\$20.06
BILLION

YEAR-ON-YEAR CHANGE:

+25%

AVERAGE ANNUAL REVENUE
PER USER OF CONSUMER
GOODS E-COMMERCE (ARPU)



\$113

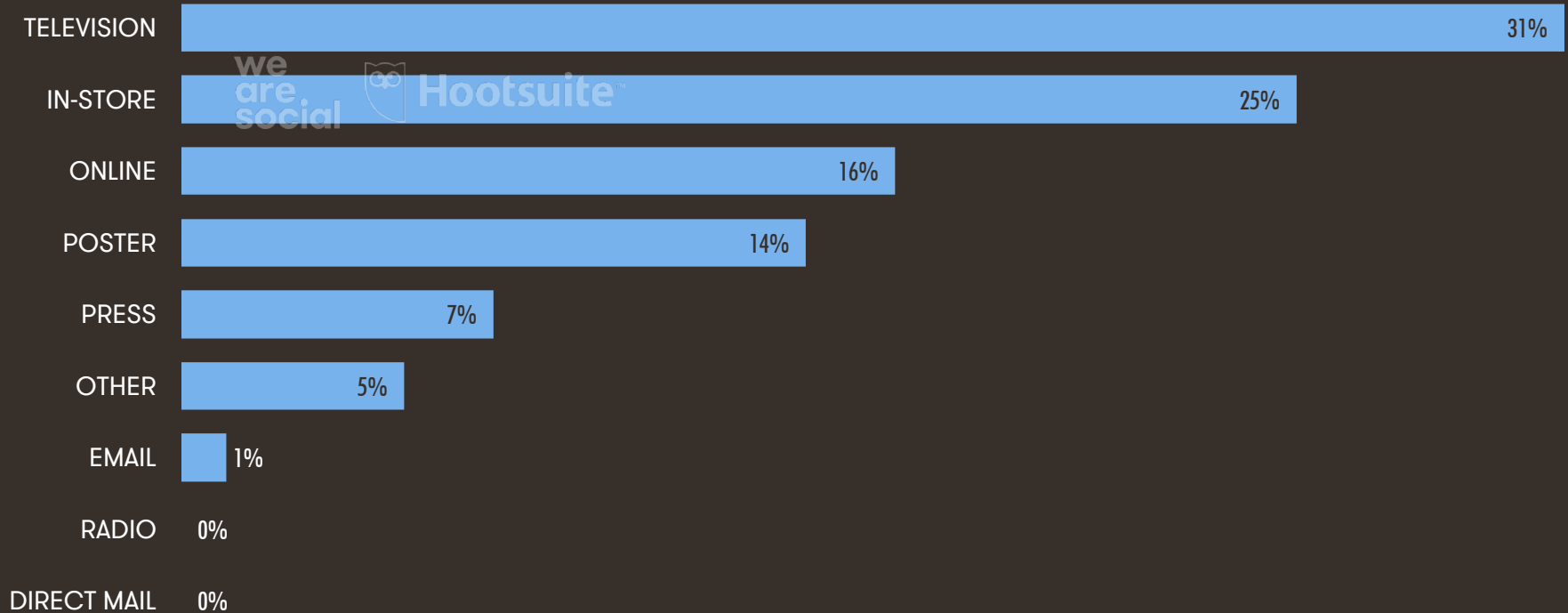
YEAR-ON-YEAR CHANGE:

+5%

JAN
2018

ADVERTISING MEDIA: FIRST AWARENESS

THE CHANNEL THAT FIRST INTRODUCED INTERNET USERS* TO A PRODUCT OR SERVICE THAT THEY SUBSEQUENTLY PURCHASED





IRAN

JAN
2018

DIGITAL IN IRAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

81.59
MILLION

URBANISATION:
75%

INTERNET
USERS



56.70
MILLION

PENETRATION:
69%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

40.00
MILLION

PENETRATION:
49%

MOBILE
CONNECTIONS



125.9
MILLION

vs. POPULATION:
154%

ACTIVE MOBILE
SOCIAL USERS



40.00
MILLION

PENETRATION:
49%



JAN
2018

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET
USERS



0%

SINCE JAN 2017

(UNCHANGED)

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+135%

SINCE JAN 2017

+23 MILLION

MOBILE
CONNECTIONS



+3%

SINCE JAN 2017

+4 MILLION

ACTIVE MOBILE
SOCIAL USERS



+135%

SINCE JAN 2017

+23 MILLION

JAN
2018

POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL
POPULATION



we
are
social

81.59
MILLION

FEMALE
POPULATION



49.7%

MALE
POPULATION



we
are
social

50.3%

ANNUAL CHANGE IN
POPULATION SIZE



+1.0%

MEDIAN
AGE



30.8
YEARS OLD

POPULATION LIVING
IN URBAN AREAS



75%

GDP PER
CAPITA



we
are
social

\$19,988

LITERACY
(TOTAL)



87%

FEMALE
LITERACY



we
are
social

83%

MALE
LITERACY



91%

JAN
2018

INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



56.70
MILLION

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



69%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



51.73
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



63%

we
are
social



we
are
social

JAN
2018

INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET
WORLD STATS



56.70
MILLION

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



43.43
MILLION

INTERNET
LIVE STATS



39.15
MILLION

CIA WORLD
FACTBOOK



35.98
MILLION

we
are
social



we
are
social

JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &
DESKTOPS



56%

YEAR-ON-YEAR CHANGE:

(UNCHANGED)

MOBILE
PHONES



42%

YEAR-ON-YEAR CHANGE:

+2%

TABLET
DEVICES



1%

YEAR-ON-YEAR CHANGE:

-26%

OTHER
DEVICES



0.01%

YEAR-ON-YEAR CHANGE:

[N/A]

JAN
2018

ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES
01	GOOGLE.COM	7M 32S	8.56	11	BEYTOOTE.COM	2M 48S	2.09
02	APARAT.COM	7M 08S	5.34	12	DIVAR.IR	11M 48S	10.00
03	DIGIKALA.COM	9M 46S	7.59	13	BLOGFA.COM	2M 27S	2.17
04	VARZESH3.COM	8M 08S	6.05	14	BANKMELLAT.IR	10M 35S	5.65
05	YAHOO.COM	4M 02S	3.61	15	NAMASHA.COM	4M 08S	3.29
06	WIKIPEDIA.ORG	4M 16S	3.31	16	NINISITE.COM	8M 40S	5.09
07	SHAPARAK.IR	2M 00S	1.81	17	BAMILO.COM	8M 08S	7.38
08	INSTAGRAM.COM	5M 23S	3.34	18	TELEGRAM.ORG	4M 43S	2.95
09	TELEWEBION.COM	3M 40S	2.29	19	TEBYAN.NET	2M 23S	1.76
10	NAMNAK.COM	2M 32S	1.98	20	YJC.IR	4M 07S	2.89



JAN
2018

TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	دانلود	100
02	عکس	47
03	فیلم	40
04	تلگرام	17
05	بازی	17
06	دانلود فیلم	16
07	GOOGLE	11
08	اخبار	10
09	عاشقانه	9
10	دیوار	8

#	QUERY	INDEX
11	ورزش	8
12	ورزش3	8
13	گل	8
14	عشق	8
15	خبر	8
16	فال	7
17	TRANSLATE	6
18	گوگل	6
19	عکس پروفایل	6
20	اینستاگرام	5

JAN
2018

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

40.00
MILLION

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



49%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

40.00
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



49%

JAN
2018

FACEBOOK USAGE ANALYSIS

A BREAKDOWN OF FACEBOOK USERS BY DEVICE, FREQUENCY OF USE, AND GENDER OF USER



TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



5.70
MILLION

ANNUAL CHANGE IN
FACEBOOK USERS
vs. JANUARY 2017



[N/A]

PERCENTAGE OF
FACEBOOK USERS
ACCESSING VIA MOBILE



91%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



35%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE



65%

we
are
social



we
are
social



JAN
2018

AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY
CHANGE IN PAGE LIKES



+0.03%

AVERAGE POST REACH
vs. PAGE LIKES



9.7%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



4.7%

PERCENTAGE OF PAGES
USING PAID MEDIA



10.1%

AVERAGE PAID REACH
vs. TOTAL REACH



13.2%

JAN
2018

AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS (ALL TYPES)



we
are
social

4.41%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



locowise

8.64%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS



8.90%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



locowise

2.13%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



1.92%

JAN
2018

INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF
MONTHLY ACTIVE
INSTAGRAM USERS



24.00
MILLION

we
are
social

ACTIVE INSTAGRAM
USERS AS A PERCENTAGE
OF TOTAL POPULATION



29%



FEMALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



45%

we
are
social

MALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



55%

JAN
2018

MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER
OF MOBILE
CONNECTIONS



125.9
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



154%

we
are
social

GSMA

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



73%



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



27%

GSMA

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



50%

JAN
2018

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF THE COUNTRY'S KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



OVERALL COUNTRY
INDEX SCORE



51.45

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



39.76

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AFFORDABILITY OF
DEVICES & SERVICES



49.45

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



69.96

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



50.95

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

JAN
2018

FINANCIAL INCLUSION FACTORS

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



HAS A BANK
ACCOUNT



92%

we
are
social

HAS A
CREDIT CARD



11%



MAKES AND / OR RECEIVES
MOBILE PAYMENTS VIA GSMA



4%

we
are
social

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



18%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



12%



PERCENTAGE OF MEN
WITH A CREDIT CARD



10%

we
are
social

PERCENTAGE OF WOMEN
MAKING INTERNET PAYMENTS



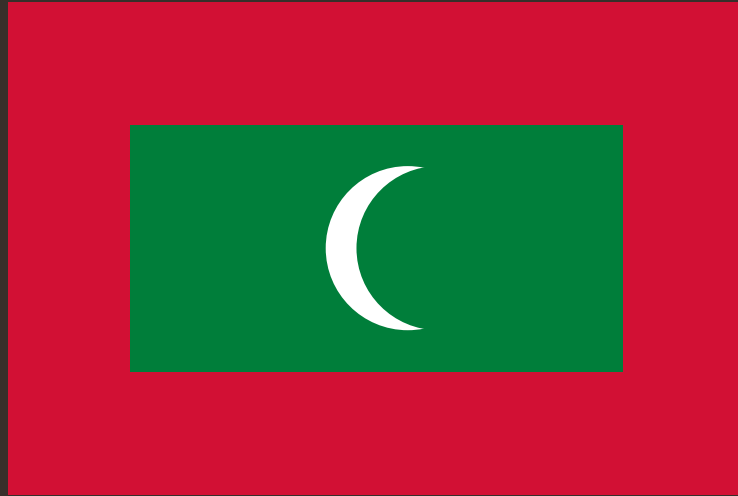
16%



PERCENTAGE OF MEN
MAKING INTERNET PAYMENTS



19%



MALDIVES

JAN
2018

DIGITAL IN THE MALDIVES

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



440.3
THOUSAND

URBANISATION:
48%

INTERNET
USERS



340.0
THOUSAND

PENETRATION:
77%

ACTIVE SOCIAL
MEDIA USERS



340.0
THOUSAND

PENETRATION:
77%

MOBILE
CONNECTIONS



829.9
THOUSAND

vs. POPULATION:
188%

ACTIVE MOBILE
SOCIAL USERS



320.0
THOUSAND

PENETRATION:
73%

we
are
social



we
are
social



JAN
2018

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET
USERS



+10%

SINCE JAN 2017

+30 THOUSAND

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+10%

SINCE JAN 2017

+30 THOUSAND

MOBILE
CONNECTIONS



+3%

SINCE JAN 2017

+25 THOUSAND

ACTIVE MOBILE
SOCIAL USERS



+10%

SINCE JAN 2017

+30 THOUSAND

JAN
2018

POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL
POPULATION



we
are
social

440.3
THOUSAND

FEMALE
POPULATION



43.1%

MALE
POPULATION



we
are
social

56.9%

ANNUAL CHANGE IN
POPULATION SIZE



+1.8%

MEDIAN
AGE



28.6
YEARS OLD

POPULATION LIVING
IN URBAN AREAS



48%

GDP PER
CAPITA



we
are
social

\$15,756

LITERACY
(TOTAL)



99%

FEMALE
LITERACY



we
are
social

99%

MALE
LITERACY



100%

JAN
2018

INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



340.0
THOUSAND

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



77%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



320.0
THOUSAND

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



73%

JAN
2018

INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET
WORLD STATS



270.0
THOUSAND

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



260.2
THOUSAND

INTERNET
LIVE STATS



198.1
THOUSAND

CIA WORLD
FACTBOOK



260.2
THOUSAND

we
are
social



we
are
social

JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &
DESKTOPS



34%

YEAR-ON-YEAR CHANGE:

-3%

MOBILE
PHONES



63%

YEAR-ON-YEAR CHANGE:

+2%

TABLET
DEVICES



3%

YEAR-ON-YEAR CHANGE:

-15%

OTHER
DEVICES



0.02%

YEAR-ON-YEAR CHANGE:

[N/A]

JAN
2018

ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES
01	SUN.MV	5M 37S	3.00
02	AVAS.MV	5M 59S	2.50
03	MIHAARU.COM	7M 02S	3.60
04	GOOGLE.MV	6M 41S	7.72
05	IBAY.COM.MV	10M 14S	5.30
06	YOUTUBE.COM	8M 18S	4.79
07	GOOGLE.COM	7M 32S	8.56
08	RAAJJE.MV	4M 56S	5.20
09	FACEBOOK.COM	10M 21S	4.00
10	DHUVAS.MV	9M 07S	6.90



#	WEBSITE	TIME	PAGES
11	VAGUTHU.MV	7M 01S	4.00
12	BONGACAMS.COM	4M 22S	2.03
13	EBAY.COM	9M 41S	7.22
14	WIKIPEDIA.ORG	4M 16S	3.31
15	PROVIDR.COM	3M 40S	3.26
16	BANKOFMALDIVES.COM.MV	4M 32S	2.80
17	YAHOO.COM	4M 02S	3.61
18	ALIEXPRESS.COM	14M 15S	11.29
19	WITTYFEED.COM	3M 53S	3.22
20	MANORAMAONLINE.COM	10M 04S	5.51

we
are
social



JAN
2018

TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



we
are
social



#	QUERY	INDEX
01	MALDIVES	100
02	FACEBOOK	32
03	YOUTUBE	32
04	GOOGLE	29
05	NEWS	20
06	YOU	20
07	IBAY	18
08	QUOTES	18
09	VAGUTHU	15
10	GMAIL	15

#	QUERY	INDEX
11	MIHAARU	14
12	SUN	13
13	FACEBOOK LOGIN	9
14	EBAY	9
15	SUN ONLINE	8
16	MALDIVIAN	8
17	DRESS	7
18	BML	7
19	WEATHER	7
20	INTERNET BANKING	7

JAN
2018

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



340.0
THOUSAND

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



77%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



320.0
THOUSAND

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



73%

we
are
social



we
are
social

JAN
2018

FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



340.0
THOUSAND

ANNUAL CHANGE IN
FACEBOOK USERS
vs. JANUARY 2017



+10%

PERCENTAGE OF
FACEBOOK USERS
ACCESSING VIA MOBILE



94%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



32%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE



68%

we
are
social

we
are
social



JAN
2018

AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY
CHANGE IN PAGE LIKES



+0.08%

AVERAGE POST REACH
vs. PAGE LIKES



14.1%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



6.9%

PERCENTAGE OF PAGES
USING PAID MEDIA



22.1%

AVERAGE PAID REACH
vs. TOTAL REACH



28.5%

JAN
2018

AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS (ALL TYPES)



we
are
social

6.05%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



locowise

7.69%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS



5.31%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



locowise

5.16%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



3.85%

JAN
2018

INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF
MONTHLY ACTIVE
INSTAGRAM USERS



130.0
THOUSAND

we
are
social

ACTIVE INSTAGRAM
USERS AS A PERCENTAGE
OF TOTAL POPULATION



30%



FEMALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



42%

we
are
social

MALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



58%

JAN
2018

MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER
OF MOBILE
CONNECTIONS



829.9
THOUSAND

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



188%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



88%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



12%

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



48%

we
are
social

GSMA



GSMA



NEPAL

JAN
2018

DIGITAL IN NEPAL

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

29.46
MILLION

URBANISATION:
20%

INTERNET
USERS



16.19
MILLION

PENETRATION:
55%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

9.30
MILLION

PENETRATION:
32%

MOBILE
CONNECTIONS



36.76
MILLION

vs. POPULATION:
125%

ACTIVE MOBILE
SOCIAL USERS



8.70
MILLION

PENETRATION:
30%

JAN
2018

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET
USERS



+15%

SINCE JAN 2017

+2 MILLION

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+31%

SINCE JAN 2017

+2 MILLION

MOBILE
CONNECTIONS



+17%

SINCE JAN 2017

+5 MILLION

ACTIVE MOBILE
SOCIAL USERS



+32%

SINCE JAN 2017

+2 MILLION

JAN
2018

POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL
POPULATION



we
are
social

29.46
MILLION

FEMALE
POPULATION



51.4%

MALE
POPULATION



we
are
social

48.6%

ANNUAL CHANGE IN
POPULATION SIZE



+1.1%

MEDIAN
AGE



24.5
YEARS OLD

POPULATION LIVING
IN URBAN AREAS



20%

GDP PER
CAPITA



we
are
social

\$2,483

LITERACY
(TOTAL)



65%

FEMALE
LITERACY



we
are
social

55%

MALE
LITERACY



76%

JAN
2018

INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

16.19
MILLION

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



55%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

15.14
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



51%

JAN
2018

INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET
WORLD STATS



6.40
MILLION

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



5.80
MILLION

INTERNET
LIVE STATS



4.96
MILLION

CIA WORLD
FACTBOOK



5.80
MILLION

we
are
social



we
are
social

JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &
DESKTOPS



35%

YEAR-ON-YEAR CHANGE:

-0.3%

MOBILE
PHONES



62%

YEAR-ON-YEAR CHANGE:

+0.1%

TABLET
DEVICES



2%

YEAR-ON-YEAR CHANGE:

+3%

OTHER
DEVICES



[N/A]

YEAR-ON-YEAR CHANGE:

[N/A]

JAN
2018

ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES
01	YOUTUBE.COM	8M 18S	4.79
02	GOOGLE.COM.NP	6M 12S	8.70
03	ONLINEKHABAR.COM	10M 01S	4.25
04	GOOGLE.COM	7M 32S	8.56
05	KANTIPURDAILY.COM	4M 05S	2.30
06	FACEBOOK.COM	10M 21S	4.00
07	NEWS24NEPAL.TV	5M 33S	2.51
08	RATOPATI.COM	5M 42S	2.95
09	HAMROBAZAAR.COM	11M 57S	13.20
10	ANNAPURNAPOST.COM	5M 06S	2.70

#	WEBSITE	TIME	PAGES
11	YAHOO.COM	4M 02S	3.61
12	BONGACAMS.COM	4M 22S	2.03
13	NAGARIKNEWS.COM	4M 17S	2.24
14	DCNEPAL.COM	5M 25S	3.72
15	OSNEPAL.COM	4M 06S	1.97
16	LOKAANTAR.COM	5M 42S	5.30
17	WIKIPEDIA.ORG	4M 16S	3.31
18	ETAJAKHABAR.COM	4M 54S	1.80
19	BAAHRAKHARI.COM	5M 41S	5.30
20	KOSHIONLINE.COM	3M 09S	1.70



we
are
social



JAN
2018

TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



we
are
social



#	QUERY	INDEX
01	NEPAL	100
02	NEPALI	83
03	VIDEO	64
04	FACEBOOK	46
05	YOUTUBE	28
06	SONGS	21
07	GOOGLE	21
08	FB	17
09	YOU	15
10	SEXY	14

#	QUERY	INDEX
11	WWW	12
12	HINDI MOVIE	12
13	ONLINEKHABAR	10
14	GMAIL	10
15	NEPALI SONG	9
16	FACEBOOK LOGIN	9
17	NEPALI MOVIE	9
18	WWW.FACEBOOK.COM	9
19	GAME	8
20	GAMES	7

JAN
2018

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



9.30
MILLION

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



32%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



8.70
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



30%

we
are
social



we
are
social

JAN
2018

FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



we
are.
social

9.30
MILLION

ANNUAL CHANGE IN
FACEBOOK USERS
vs. JANUARY 2017



+31%

PERCENTAGE OF
FACEBOOK USERS
ACCESSING VIA MOBILE



we
are.
social

94%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



37%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE



63%

JAN
2018

AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY
CHANGE IN PAGE LIKES



+0.16%

AVERAGE POST REACH
vs. PAGE LIKES



9.0%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



15.4%

PERCENTAGE OF PAGES
USING PAID MEDIA



12.1%

AVERAGE PAID REACH
vs. TOTAL REACH



18.3%

JAN
2018

AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS (ALL TYPES)



we
are
social

4.33%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



locowise

6.17%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS



4.66%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



locowise

2.19%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



1.19%

JAN
2018

INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF
MONTHLY ACTIVE
INSTAGRAM USERS



we
are
social

1.10
MILLION

ACTIVE INSTAGRAM
USERS AS A PERCENTAGE
OF TOTAL POPULATION



4%

FEMALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



we
are
social

41%

MALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



59%

JAN
2018

MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER
OF MOBILE
CONNECTIONS



36.76
MILLION

we
are
social

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



125%

we
are
social
GSMA

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



95%

we
are
social
GSMA

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



5%

we
are
social
GSMA

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



30%

JAN
2018

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF THE COUNTRY'S KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



OVERALL COUNTRY
INDEX SCORE



44.43

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



36.03

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AFFORDABILITY OF
DEVICES & SERVICES



47.83

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



50.08

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



45.16

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

JAN
2018

FINANCIAL INCLUSION FACTORS

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



HAS A BANK
ACCOUNT



34%

we
are
social

HAS A
CREDIT CARD



0.4%



MAKES AND / OR RECEIVES
MOBILE PAYMENTS VIA GSMA



0.3%

we
are
social

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



0.4%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



0.5%



PERCENTAGE OF MEN
WITH A CREDIT CARD



0.3%

we
are
social

PERCENTAGE OF WOMEN
MAKING INTERNET PAYMENTS



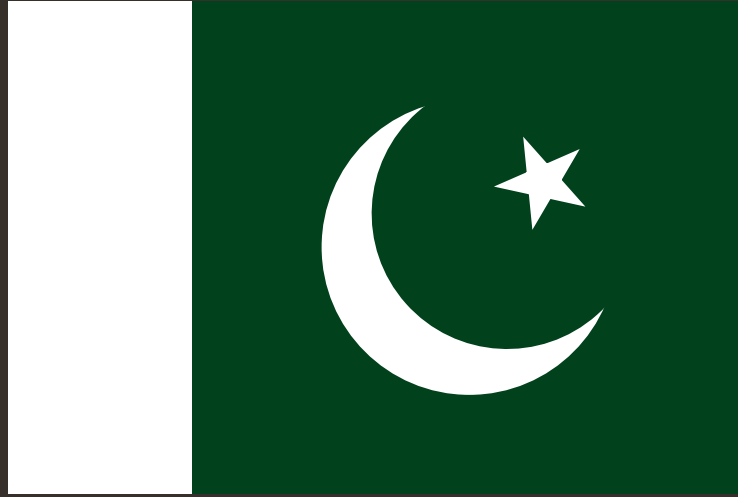
0.6%



PERCENTAGE OF MEN
MAKING INTERNET PAYMENTS



0.3%



PAKISTAN

JAN
2018

DIGITAL IN PAKISTAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

198.9
MILLION

URBANISATION:
40%

INTERNET
USERS



44.6
MILLION

PENETRATION:
22%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

35.0
MILLION

PENETRATION:
18%

UNIQUE
MOBILE USERS



109.5
MILLION

PENETRATION:
55%

ACTIVE MOBILE
SOCIAL USERS



32.0
MILLION

PENETRATION:
16%



JAN
2018

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET
USERS



+27%

SINCE JAN 2017

+10 MILLION

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+13%

SINCE JAN 2017

+4 MILLION

UNIQUE
MOBILE USERS



[N/A]

SINCE JAN 2017

[N/A]

ACTIVE MOBILE
SOCIAL USERS



+14%

SINCE JAN 2017

+4 MILLION

JAN
2018

POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL
POPULATION



we
are
social

198.9
MILLION

FEMALE
POPULATION



48.6%

MALE
POPULATION



we
are
social

51.4%

ANNUAL CHANGE IN
POPULATION SIZE



+1.9%

MEDIAN
AGE



24.1
YEARS OLD

POPULATION LIVING
IN URBAN AREAS



40%

GDP PER
CAPITA



we
are
social

\$5,246

LITERACY
(TOTAL)



56%

FEMALE
LITERACY



we
are
social

43%

MALE
LITERACY



70%

JAN
2018

DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION* THAT CURRENTLY USES EACH KIND OF DEVICE [SURVEY-BASED]



MOBILE PHONE
(ANY TYPE)



82%

we
are
social

SMART
PHONE



31%

Google

LAPTOP OR
DESKTOP COMPUTER



10%



TABLET
COMPUTER



1%

TELEVISION
(ANY KIND)



76%

Google

DEVICE FOR STREAMING
INTERNET CONTENT TO TV



[N/A]



E-READER
DEVICE



[N/A]

we
are
social

WEARABLE
TECH DEVICE



1%

JAN
2018

INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

44.6
MILLION

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



22%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

40.8
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



21%

JAN
2018

INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET
WORLD STATS



44.6
MILLION

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



30.9
MILLION

INTERNET
LIVE STATS



34.3
MILLION

CIA WORLD
FACTBOOK



30.8
MILLION

we
are
social



we
are
social

JAN
2018

FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)



EVERY
DAY



58%

AT LEAST ONCE
PER WEEK



31%

AT LEAST ONCE
PER MONTH



8%

LESS THAN ONCE
PER MONTH



3%

we
are
social

Google



JAN
2018

INTERNET CONNECTIONS: SPEED & DEVICES

AVERAGE INTERNET CONNECTION SPEEDS, AND THE DEVICE THAT PEOPLE USE MOST OFTEN TO ACCESS THE INTERNET



AVERAGE INTERNET
SPEED VIA FIXED
CONNECTIONS



OOKLA

6.14
MBPS

AVERAGE INTERNET
SPEED VIA MOBILE
CONNECTIONS



14.22
MBPS

ACCESS THE INTERNET
MOST OFTEN VIA A
COMPUTER OR TABLET



8%

ACCESS EQUALLY VIA
A SMARTPHONE AND
COMPUTER OR TABLET



we
are
social

8%

ACCESS THE INTERNET
MOST OFTEN VIA A
SMARTPHONE



Google

71%

JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &
DESKTOPS



30%

YEAR-ON-YEAR CHANGE:

+9%

MOBILE
PHONES



68%

YEAR-ON-YEAR CHANGE:

-3%

TABLET
DEVICES



2%

YEAR-ON-YEAR CHANGE:

-22%

OTHER
DEVICES



0.01%

YEAR-ON-YEAR CHANGE:

[N/A]

JAN
2018

SIMILARWEB'S RANKING OF TOP WEBSITES

RANKINGS BASED ON AVERAGE MONTHLY TRAFFIC TO EACH WEBSITE IN Q4 2017



#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM.PK	SEARCH	89,300,000	12M 03S	7.8
02	YOUTUBE.COM	TV & VIDEO	88,500,000	27M 51S	13.7
03	FACEBOOK.COM	SOCIAL	61,700,000	18M 51S	14.3
04	GOOGLE.COM	SEARCH	57,100,000	11M 26S	13.0
05	YAHOO.COM	NEWS & MEDIA	11,900,000	8M 25S	6.4
06	DARAZ.PK	SHOPPING	8,500,000	5M 33S	4.8
07	WIKIPEDIA.ORG	REFERENCE	8,000,000	4M 39S	3.3
08	LIVE.COM	EMAIL	6,300,000	10M 16S	8.9
09	TWITTER.COM	SOCIAL	5,500,000	10M 34S	7.1
10	WHATSAPP.COM	SOCIAL	5,200,000	2M 50S	2.1

JAN
2018

ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES
01	GOOGLE.COM.PK	7M 39S	10.13
02	YOUTUBE.COM	8M 18S	4.79
03	GOOGLE.COM	7M 32S	8.56
04	FACEBOOK.COM	10M 21S	4.00
05	YAHOO.COM	4M 02S	3.61
06	DARAZ.PK	4M 31S	3.30
07	URDUPOINT.COM	5M 05S	4.12
08	WIKIPEDIA.ORG	4M 16S	3.31
09	HAMARIWEB.COM	2M 53S	2.34
10	DAILYPAKISTAN.COM.PK	6M 46S	3.96

#	WEBSITE	TIME	PAGES
11	LIVE.COM	4M 03S	3.41
12	BLOGSPOT.COM	2M 38S	2.12
13	OLX.COM.PK	11M 31S	9.64
14	DAWN.COM	8M 10S	2.61
15	BONGACAMS.COM	4M 22S	2.03
16	NTS.ORG.PK	7M 33S	5.66
17	EXPRESS.PK	8M 13S	3.75
18	EXPRESS.COM.PK	7M 25S	2.80
19	DELOTON.COM	1M 02S	1.52
20	DUNYANEWS.TV	3M 49S	2.51

SOURCE: ALEXA, JANUARY 2018. **NOTES:** 'TIME' REPRESENTS TIME SPENT ON SITE PER DAY. 'PAGES' REPRESENTS NUMBER OF PAGE VIEWS PER DAY. ALEXA USES A COMBINATION OF AVERAGE DAILY VISITORS AND PAGE VIEWS OVER A ONE-MONTH PERIOD TO CALCULATE ITS RANKING. RANKINGS ON THIS SLIDE ARE BASED ON THE MONTH TO 16 JANUARY 2018. **ADVISORY:** SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

JAN
2018

WEEKLY ONLINE ACTIVITIES BY DEVICE

PERCENTAGE OF THE TOTAL POPULATION* ENGAGING IN EACH ACTIVITY AT LEAST ONCE PER WEEK [SURVEY-BASED]



USE A SEARCH
ENGINE



we
are
social

SMARTPHONE:

7%

COMPUTER:

1%

VISIT A SOCIAL
NETWORK



Google

SMARTPHONE:

12%

COMPUTER:

2%

PLAY
GAMES



SMARTPHONE:

2%

COMPUTER:

0.2%

WATCH
VIDEOS



Google

SMARTPHONE:

8%

COMPUTER:

2%

LOOK FOR PRODUCT
INFORMATION



SMARTPHONE:

1%

COMPUTER:

0.2%

JAN
2018

TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



we
are
social



#	QUERY	INDEX
01	DOWNLOAD	100
02	PAKISTAN	93
03	SONG	78
04	VIDEO	72
05	YOUTUBE	67
06	FACEBOOK	66
07	GOOGLE	46
08	MOVIES	44
09	SONGS	38
10	WEATHER	27

#	QUERY	INDEX
11	NEWS	26
12	FB	26
13	PICS	21
14	FACEBOOK LOGIN	17
15	WWW	17
16	YOU	15
17	GMAIL	14
18	SAMSUNG	13
19	GAMES	12
20	HINDI MOVIE	12

JAN
2018

FREQUENCY OF WATCHING ONLINE VIDEO

HOW OFTEN INTERNET USERS WATCH ONLINE VIDEOS (ANY DEVICE)



WATCH ONLINE
VIDEOS EVERY DAY



25%

WATCH ONLINE
VIDEOS EVERY WEEK



22%

WATCH ONLINE
VIDEOS EVERY MONTH



17%

WATCH ONLINE VIDEOS
LESS THAN ONCE A MONTH



14%

NEVER WATCH
ONLINE VIDEOS



20%

JAN
2018

HOW INTERNET USERS WATCH TELEVISION

COMPARISON OF THE METHODS AND DEVICES USED FOR ACCESSING AND DISPLAYING 'TELEVISION' CONTENT



REGULAR
TELEVISION
ON A TV SET



96%

we
are
social

RECORDED
CONTENT
ON A TV SET



1%

Google

CATCH-UP /
ON-DEMAND
SERVICE ON TV SET



0%



ONLINE CONTENT
STREAMED ON
A TV SET



2%

Google

ONLINE CONTENT
STREAMED ON
ANOTHER DEVICE



5%

JAN
2018

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

35.00
MILLION

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



18%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

32.00
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



16%

JAN
2018

FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



35.00
MILLION

we
are
social

ANNUAL CHANGE IN
FACEBOOK USERS
vs. JANUARY 2017



+13%



PERCENTAGE OF
FACEBOOK USERS
ACCESSING VIA MOBILE



91%

we
are
social

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



23%



PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE

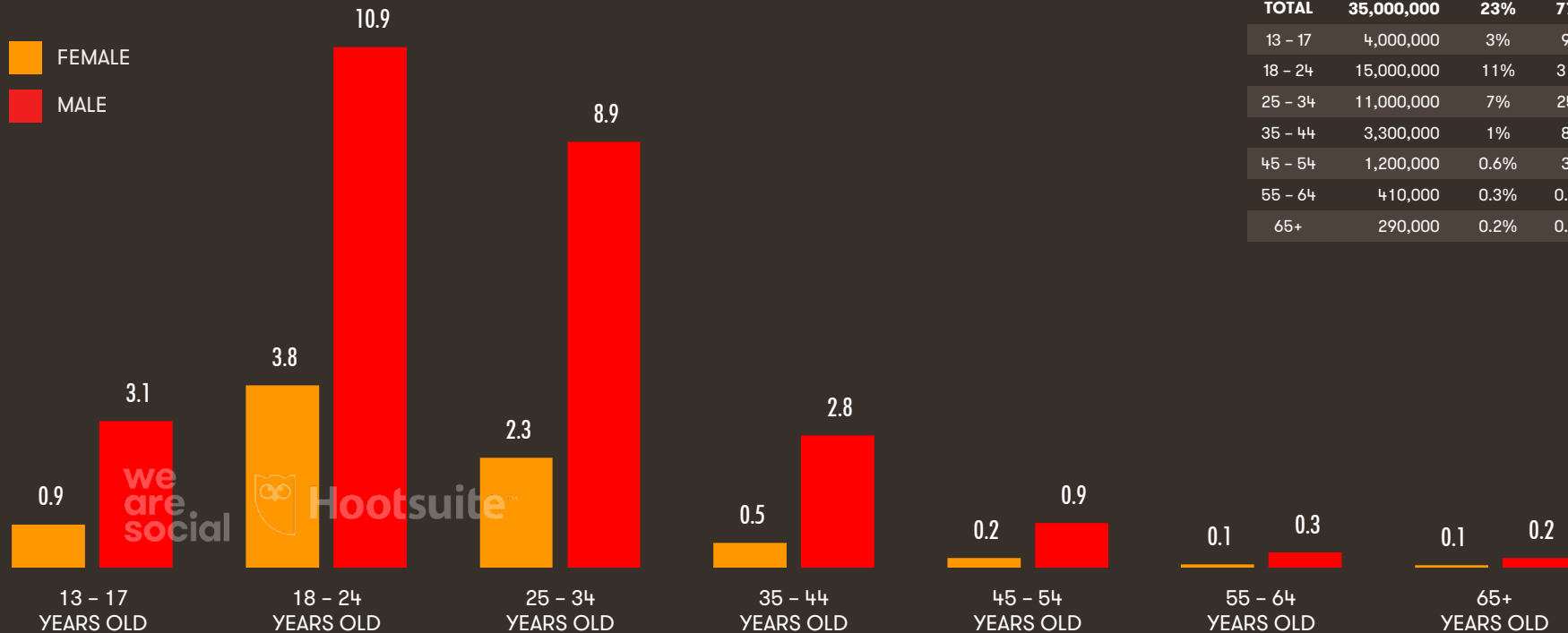


77%

JAN
2018

PROFILE OF FACEBOOK USERS

A BREAKDOWN OF THE COUNTRY'S FACEBOOK'S USERS BY AGE AND GENDER, IN MILLIONS



SOURCE: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018. **NOTES:** THE 'TOTAL' COLUMN OF THE INSET TABLE SHOWS ORIGINAL VALUES, WHILE GRAPH VALUES HAVE BEEN DIVIDED BY ONE MILLION. TABLE PERCENTAGES REPRESENT THE RESPECTIVE GENDER AND AGE GROUP'S SHARE OF TOTAL NATIONAL FACEBOOK USERS. TABLE VALUES MAY NOT SUM EXACTLY DUE TO ROUNDING IN THE SOURCE DATA.

JAN
2018

AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY
CHANGE IN PAGE LIKES



+0.07%

AVERAGE POST REACH
vs. PAGE LIKES



3.7%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



0.5%

PERCENTAGE OF PAGES
USING PAID MEDIA



14.3%

AVERAGE PAID REACH
vs. TOTAL REACH



29.8%

JAN
2018

AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS (ALL TYPES)



we
are.
social

2.04%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



locowise

7.27%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS



7.36%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



locowise

3.51%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



5.12%

JAN
2018

INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF
MONTHLY ACTIVE
INSTAGRAM USERS



we
are
social

5.20
MILLION

ACTIVE INSTAGRAM
USERS AS A PERCENTAGE
OF TOTAL POPULATION



3%

FEMALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



we
are
social

31%

MALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



69%

JAN
2018

MOBILE USERS vs. MOBILE CONNECTIONS

COMPARING THE NUMBER OF UNIQUE MOBILE USERS TO THE NUMBER OF MOBILE CONNECTIONS



NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)



we
are.
social

109.5
MILLION

MOBILE PENETRATION
(UNIQUE USERS vs.
TOTAL POPULATION)



GSMA

55%

TOTAL NUMBER
OF MOBILE
CONNECTIONS



147.5
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



GSMA

74%

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



1.35

JAN
2018

MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER
OF MOBILE
CONNECTIONS



147.5
MILLION

we
are
social

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



74%

GSMA

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



96%



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



4%

GSMA

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



37%

JAN
2018

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF THE COUNTRY'S KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



OVERALL COUNTRY
INDEX SCORE



37.46

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



35.33

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AFFORDABILITY OF
DEVICES & SERVICES



54.36

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



26.02

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



39.41

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

JAN
2018

FINANCIAL INCLUSION FACTORS

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



HAS A BANK
ACCOUNT



13%

we
are
social

HAS A
CREDIT CARD



0.1%



MAKES AND / OR RECEIVES
MOBILE PAYMENTS VIA GSMA



6%

we
are
social

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



2%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



0.1%



PERCENTAGE OF MEN
WITH A CREDIT CARD



0.2%

we
are
social

PERCENTAGE OF WOMEN
MAKING INTERNET PAYMENTS



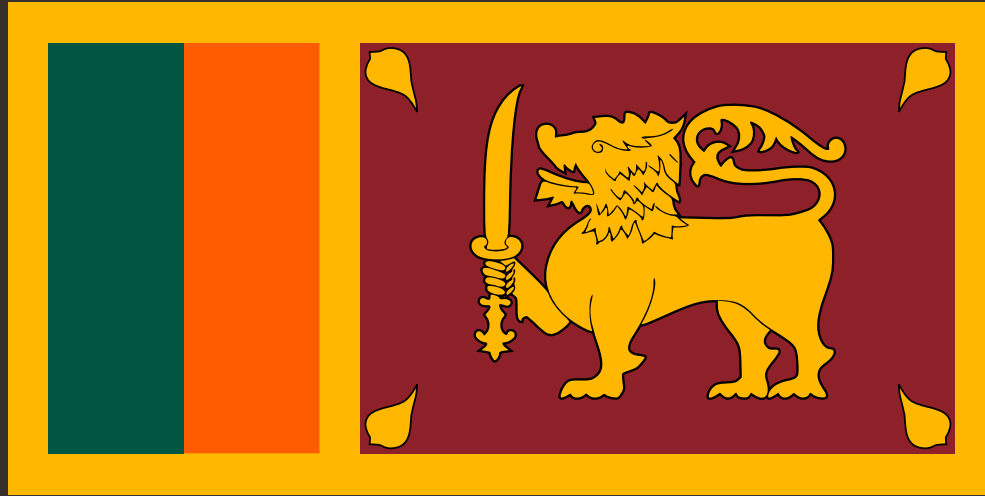
0.4%



PERCENTAGE OF MEN
MAKING INTERNET PAYMENTS



3%



SRI LANKA

JAN
2018

DIGITAL IN SRI LANKA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

20.91
MILLION

URBANISATION:

19%

INTERNET
USERS



6.71
MILLION

PENETRATION:

32%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

6.00
MILLION

PENETRATION:

29%

MOBILE
CONNECTIONS



27.38
MILLION

vs. POPULATION:

131%

ACTIVE MOBILE
SOCIAL USERS



5.50
MILLION

PENETRATION:

26%



JAN
2018

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET
USERS



+7%

SINCE JAN 2017

+458 THOUSAND

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+22%

SINCE JAN 2017

+1 MILLION

MOBILE
CONNECTIONS



+4%

SINCE JAN 2017

+1 MILLION

ACTIVE MOBILE
SOCIAL USERS



+31%

SINCE JAN 2017

+1 MILLION

JAN
2018

POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL
POPULATION



we
are
social

20.91
MILLION

FEMALE
POPULATION



52.0%

MALE
POPULATION



we
are
social

48.0%

ANNUAL CHANGE IN
POPULATION SIZE



+0.4%

MEDIAN
AGE



33.1
YEARS OLD

POPULATION LIVING
IN URBAN AREAS



19%

GDP PER
CAPITA



we
are
social

\$12,337

LITERACY
(TOTAL)



93%

FEMALE
LITERACY



we
are
social

92%

MALE
LITERACY



94%

JAN
2018

INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



6.71
MILLION

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



32%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



6.15
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



29%

we
are
social



we
are
social

JAN
2018

INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET
WORLD STATS



6.70
MILLION

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



6.70
MILLION

INTERNET
LIVE STATS



6.09
MILLION

CIA WORLD
FACTBOOK



6.71
MILLION

we
are
social



we
are
social

JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &
DESKTOPS



23%

YEAR-ON-YEAR CHANGE:

-11%

MOBILE
PHONES



76%

YEAR-ON-YEAR CHANGE:

+5%

TABLET
DEVICES



2%

YEAR-ON-YEAR CHANGE:

-23%

OTHER
DEVICES



[N/A]

YEAR-ON-YEAR CHANGE:

[N/A]

JAN
2018

ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES
01	GOOGLE.LK	7M 22S	10.28	11	HIRUNNEWS.LK	4M 56S	2.62
02	YOUTUBE.COM	8M 18S	4.79	12	EBAY.COM	9M 41S	7.22
03	GOOGLE.COM	7M 32S	8.56	13	BLOGSPOT.COM	2M 38S	2.12
04	FACEBOOK.COM	10M 21S	4.00	14	BAISCOPELK.COM	4M 44S	4.48
05	HIRUFM.LK	7M 09S	3.93	15	SLT.LK	3M 25S	2.93
06	YAHOO.COM	4M 02S	3.61	16	PORNHUB.COM	8M 29S	3.19
07	IKMAN.LK	14M 53S	12.90	17	HIRUTV.LK	3M 25S	2.50
08	XHAMSTER.COM	10M 40S	8.72	18	JAYASRILANKA.NET	4M 03S	5.58
09	GOSSIPLANKANEWS.COM	6M 47S	3.23	19	TXXX.COM	5M 04S	2.84
10	WIKIPEDIA.ORG	4M 16S	3.31	20	YTS.AM	4M 03S	4.16

SOURCE: ALEXA, JANUARY 2018. **NOTES:** 'TIME' REPRESENTS TIME SPENT ON SITE PER DAY. 'PAGES' REPRESENTS NUMBER OF PAGE VIEWS PER DAY. ALEXA USES A COMBINATION OF AVERAGE DAILY VISITORS AND PAGE VIEWS OVER A ONE-MONTH PERIOD TO CALCULATE ITS RANKING. RANKINGS ON THIS SLIDE ARE BASED ON THE MONTH TO 16 JANUARY 2018. **ADVISORY:** SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

JAN
2018

TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



we
are
social



#	QUERY	INDEX
01	SRI LANKA	100
02	FACEBOOK	76
03	VIDEO	68
04	SINHALA	65
05	LOGIN FACEBOOK	34
06	GOOGLE	32
07	GOSSIP	31
08	YOUTUBE	31
09	FB	25
10	GOSSIP LANKA	21

#	QUERY	INDEX
11	IKMAN.LK	20
12	GMAIL	16
13	CRICKET	15
14	YOU	15
15	IKMAN	13
16	CAR	11
17	WWW	10
18	CRICINFO	9
19	TRANSLATE	8
20	LIVE CRICKET	8

JAN
2018

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

6.00
MILLION

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



29%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

5.50
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



26%

JAN
2018

FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



6.00
MILLION

we
are
social

ANNUAL CHANGE IN
FACEBOOK USERS
vs. JANUARY 2017



+22%



PERCENTAGE OF
FACEBOOK USERS
ACCESSING VIA MOBILE



92%

we
are
social

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



32%



PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE



68%

JAN
2018

AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY
CHANGE IN PAGE LIKES



+0.03%

AVERAGE POST REACH
vs. PAGE LIKES



9.4%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



2.6%

PERCENTAGE OF PAGES
USING PAID MEDIA



13.3%

AVERAGE PAID REACH
vs. TOTAL REACH



33.4%

JAN
2018

AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS (ALL TYPES)



we
are
social

2.12%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



locowise

2.21%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS



7.08%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



locowise

4.49%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



0.85%

JAN
2018

INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF
MONTHLY ACTIVE
INSTAGRAM USERS



880.0
THOUSAND

ACTIVE INSTAGRAM
USERS AS A PERCENTAGE
OF TOTAL POPULATION



4%

FEMALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



30%

MALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



70%

JAN
2018

MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER
OF MOBILE
CONNECTIONS



27.38
MILLION

we
are
social

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



131%

GSMA

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



90%



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



10%

GSMA

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



55%

JAN
2018

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF THE COUNTRY'S KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



OVERALL COUNTRY
INDEX SCORE



61.06

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



49.34

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AFFORDABILITY OF
DEVICES & SERVICES



71.59

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



70.07

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



56.17

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

JAN
2018

FINANCIAL INCLUSION FACTORS

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



HAS A BANK
ACCOUNT



83%

we
are
social

HAS A
CREDIT CARD



4%



MAKES AND / OR RECEIVES
MOBILE PAYMENTS VIA GSMA



0.1%

we
are
social

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



2%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



3%



PERCENTAGE OF MEN
WITH A CREDIT CARD



5%

we
are
social

PERCENTAGE OF WOMEN
MAKING INTERNET PAYMENTS



1%



PERCENTAGE OF MEN
MAKING INTERNET PAYMENTS



2%

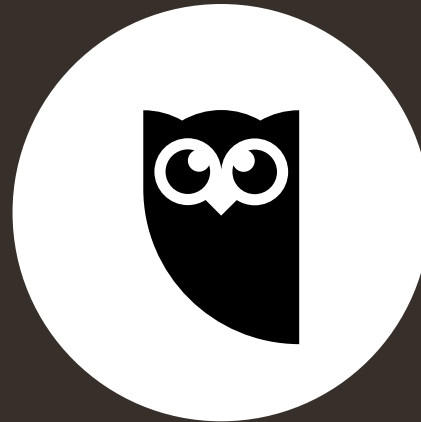


MORE INFORMATION

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HOOTSUITE'S RESOURCES

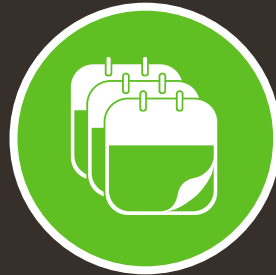
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90% GLOBAL
COVERAGE



QUARTERLY DATA COLLECTION
ACROSS 42 MARKETS



CROSS-DEVICE
COVERAGE

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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 <http://www.gsmainelligence.com>

SPECIAL THANKS: STATISTA



Statista is one of the world's largest online statistics databases. Its **Digital Market Outlook** products provide forecasts, detailed market insights, and key indicators on 8 digital verticals including e-commerce, digital media, advertising, and smart home with 33 segments across more than 50 regions and countries.



78% OF GLOBAL
INTERNET POPULATION



50 DIGITAL
ECONOMIES



90% OF WORLDWIDE
ECONOMIC POWER



MORE THAN 30,000
INTERACTIVE STATISTICS

Learn more about Statista's Digital Market Outlook at <http://www.statista.com/>

SPECIAL THANKS: LOCOWISE



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



CUSTOM REPORT
BUILDER WITH OVER
300 METRICS



CAMPAIGN
ANALYSIS, TRACKING
AND REPORTING



INSIGHTS FROM ALL
YOUR NETWORKS
IN ONE PLACE



PREDICTIVE
METRICS TO DRIVE
FUTURE STRATEGY

Find out more: <https://locowise.com/>



SPECIAL THANKS: SIMILARWEB

SimilarWeb is the pioneer of market intelligence and the standard for understanding the digital world. SimilarWeb provides granular insights about any website or app across all industries in every region.



WEB
INTELLIGENCE



APP
INTELLIGENCE



GLOBAL
COVERAGE



GRANULAR
ANALYSIS

Find out more: <http://similarweb.com/>

SPECIAL THANKS: APPANNIE



App Annie delivers the most trusted app market data for businesses to succeed in the global app economy. Over 1 million registered members rely on App Annie to better understand the app market, and how to improve user acquisition strategies (paid and ASO), retention, product development to further grow their businesses, and leverage the opportunities around them.



1 MILLION
REGISTERED USERS



BEST-IN-CLASS
DATA



COVERAGE ACROSS
150 COUNTRIES



UNPARALLELED
SERVICE & SUPPORT

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SPECIAL THANKS: KLEAR

Klear is a big data search engine for influencers. Klear is trusted by the world's leading brands and agencies to help build, scale, and measure influencer programs.



GLOBAL COVERAGE,
DOWN TO CITY LEVEL



500 MILLION
PROFILES



60,000 INFLUENCE
CATEGORIES



FULL INFLUENCER
CAMPAIGN SOLUTION

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SPECIAL THANKS

We'd also like to offer our thanks to the following data providers for publishing much of the remaining data included in this year's reports:



GOOGLE



STATCOUNTER



OOKLA



ALEXA



ERICSSON

Lastly, a big thank you to the **The Noun Project**, who supply and inspire the icons we use in these reports.

DATA SOURCES USED IN THIS REPORT & NOTES ON METHODOLOGIES

POPULATION DATA: United Nations World Population Prospects, 2017 Revision; US Census Bureau (accessed January 2018); United Nations World Urbanization Prospects, 2014 Revision. Literacy rates from UNESCO (accessed January 2018). GDP data from World Bank (accessed January 2018). Median age data from US Census Bureau (accessed January 2018).

DIGITAL DEVICE OWNERSHIP DATA: Google Consumer Barometer (accessed January 2018)**.

DIGITAL ATTITUDES DATA: GlobalWebIndex (Q2 & Q3 2017)*; Google Consumer Barometer (accessed January 2018)**.

INTERNET USER DATA: InternetWorldStats (accessed January 2018); ITU, *Individuals Using the Internet*, 2016; Eurostat online database, *Individuals – internet use* (accessed January 2018); CIA World Factbook (accessed January 2018); Northwestern University in Qatar, *Media use in the Middle East, 2017* (accessed January 2018); national government and regulatory body websites; government officials cited in reputable media. Mobile internet use data from GlobalWebIndex (Q2 & Q3 2017)* and extrapolation of data from Facebook (January 2018). Time spent, and mobile internet usage and penetration data extrapolated from GlobalWebIndex (Q2 & Q3 2017)*. Share of web traffic data from StatCounter (January 2018). Frequency of internet use data from Google Consumer Barometer (accessed January 2018)**. Internet connection speed data from Ookla's Speed

Test (December 2017). Website rankings from SimilarWeb (Q4 2017) and Alexa (December 2017). Google search query rankings from Google Trends (data for 12 months to January 2018). Frequency of use and TV viewing habits from Google Consumer Barometer (accessed January 2018)**.

SOCIAL MEDIA AND MOBILE SOCIAL MEDIA DATA: Latest reported monthly active user numbers from Facebook, Tencent, VKontakte, LINE, Kakao, Google, Sina, Twitter, Skype, Yahoo!, Viber, Baidu, and Snap, as quoted directly in company documents, or as reported by reputable media (all latest data available at time of publishing in January 2018). Time spent on social media from GlobalWebIndex (Q2 & Q3 2017)*. Facebook and Instagram age and gender figures extrapolated from Facebook data (January 2018). Facebook reach and engagement data from Locowise; data represents monthly averages for full-year 2017.

MOBILE PHONE USERS, MOBILE CONNECTIONS, AND MOBILE BROADBAND DATA: Latest reported global and national data from GSMA Intelligence (Q4 2017); extrapolated global data from GSMA Intelligence (January 2018); Ericsson Mobility Report (November 2017). Usage data extrapolated from GlobalWebIndex (Q2 & Q3 2017)*; Google Consumer Barometer (accessed January 2018)**. GSMA Intelligence Mobile Connectivity Index (accessed January 2018): <http://www.mobileconnectivityindex.com/> Smartphone Life Management Activity data from Google Consumer Barometer (accessed January

2018). Mobile app rankings and app usage insights taken from App Annie's 2017 Retrospective and *Why You Mobile Strategy Needs Apps* reports – for more details, visit <http://bit.ly/AppAnnie2017>.

E-COMMERCE DATA: Statista *Digital Market Outlook*, e-Commerce, e-Travel, and digital media industry reports (accessed January 2018). For more info, visit <http://www.statista.com>. GlobalWebIndex (Q2 & Q3 2017)*; Google Consumer Barometer (accessed January 2018)**.

FINANCIAL INCLUSION DATA: World Bank Global Financial Inclusion (accessed January 2018).

NOTES: Some 'annual growth' figures are calculated using the data reported in Hootsuite and We Are Social's *Digital in 2017* report: <http://bit.ly/GD2017GO>.

*GlobalWebIndex manages a panel of more than 18 million connected consumers, collecting data every quarter across 40 countries around the world, and representing 90% of the global internet population. Visit <http://www.globalwebindex.net> for more details.

**Google's Consumer Barometer polls a nationally representative total population (online & offline) aged 16+ in each country surveyed except in Argentina, Brazil, China, India, Japan, South Korea, Malaysia, Mexico, Philippines, Vietnam, and the USA, where the sample base is aged 18+. For more details, visit <http://www.consumerbarometer.com/>.

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 preparation methodologies used by these organisations, as well as the different sample periods during which the 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 have been collected by the same

organisation using the same methodology and approach in each wave.

Similarly, reports of internet user numbers vary considerably between different sources, due to the complex nature of collecting this data. In part, this is because there are fewer commercial imperatives for governments and regulators to collect and publish regular internet user data compared to, for example, the regular user number updates published by social media companies, who depend on such data to sell their products and services.

However, the latest user numbers published by these companies 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.

Because of this, on occasion, we've used the latest monthly active user data from social media companies to inform our internet user numbers, especially in less-developed economies, where 'official' internet user

numbers are published less frequently. As a result, there are a number of countries in this report where the number of social media users equals the number of internet users.

It's unlikely that 100 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, in some instances in this year's report, metrics may have decreased year-on-year due to corrections in the source data, actual declines in user numbers, and changes in the primary data source we've used in our reporting due to reasons such as increased reliability, or the non-availability of updated numbers from previous providers.

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: info@kepios.com

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