



2018 Q4 GLOBAL DIGITAL STATSHOT

ESSENTIAL INSIGHTS INTO INTERNET, SOCIAL MEDIA, MOBILE, AND E-COMMERCE USE AROUND THE WORLD

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GLOBAL OVERVIEW

OCT
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DIGITAL AROUND THE WORLD IN OCTOBER 2018

THE LATEST STATISTICAL INDICATORS FOR INTERNET, SOCIAL MEDIA, AND MOBILE USE AROUND THE WORLD

TOTAL
POPULATION



7.655

BILLION

URBANISATION:

55%

INTERNET
USERS



4.176

BILLION

PENETRATION:

55%

ACTIVE SOCIAL
MEDIA USERS



3.397

BILLION

PENETRATION:

44%

UNIQUE
MOBILE USERS



5.118

BILLION

PENETRATION:

67%

ACTIVE MOBILE
SOCIAL USERS



3.179

BILLION

PENETRATION:

42%

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SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA** AND **MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

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GLOBAL ANNUAL DIGITAL GROWTH

APPROXIMATE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET
USERS



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+7%

SEP 2017 - OCT 2018

+284 MILLION

ACTIVE SOCIAL
MEDIA USERS



+10%

SEP 2017 - OCT 2018

+320 MILLION

UNIQUE
MOBILE USERS



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+1%

SEP 2017 - OCT 2018

+36 MILLION

ACTIVE MOBILE
SOCIAL USERS



+13%

SEP 2017 - OCT 2018

+361 MILLION



GLOBAL INTERNET USE

OCT
2018

INTERNET USE

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

TOTAL NUMBER
OF ACTIVE
INTERNET USERS



4.176
BILLION

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INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



55%



TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



3.908
BILLION

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MOBILE INTERNET USERS
AS A PERCENTAGE OF THE
TOTAL POPULATION



51%

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SHARE OF WEB TRAFFIC BY DEVICE

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

LAPTOPS &
DESKTOPS



44.1%

YEAR-ON-YEAR CHANGE:

+2%

MOBILE
PHONES



51.6%

YEAR-ON-YEAR CHANGE:

-1%

TABLET
DEVICES



4.2%

YEAR-ON-YEAR CHANGE:

-5%

OTHER
DEVICES



0.1%

YEAR-ON-YEAR CHANGE:

-71%



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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

47.83

MBPS

AVERAGE INTERNET
SPEED VIA MOBILE
CONNECTIONS



22.99

MBPS

ACCESS THE INTERNET
MOST OFTEN VIA A
COMPUTER OR TABLET



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12%

ACCESS EQUALLY VIA
A SMARTPHONE AND
COMPUTER OR TABLET



Google

22%

ACCESS THE INTERNET
MOST OFTEN VIA A
SMARTPHONE



57%

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INTERNET CONNECTION SPEED RANKINGS

BASED ON THE AVERAGE DOWNLOAD SPEED OF FIXED AND MOBILE INTERNET CONNECTIONS BY COUNTRY, IN MBPS

FASTEST AVERAGE **FIXED** INTERNET CONNECTIONS

#	COUNTRY	SPEED IN MBPS
01	SINGAPORE	189.38
02	ICELAND	147.13
03	HONG KONG	139.58
04	ROMANIA	107.42
05	SOUTH KOREA	103.51
06	UNITED STATES	100.07
07	HUNGARY	99.20
08	LUXEMBOURG	96.96
09	SWITZERLAND	94.56
10	MACAU	92.05

FASTEST AVERAGE **MOBILE** INTERNET CONNECTIONS

#	COUNTRY	SPEED IN MBPS
01	NORWAY	63.13
02	QATAR	63.00
03	UNITED ARAB EMIRATES	56.05
04	AUSTRALIA	53.51
05	SINGAPORE	53.18
06	ICELAND	52.56
07	NETHERLANDS	52.37
08	CANADA	51.46
09	BELGIUM	48.70
10	LUXEMBOURG	48.64

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ALEXA'S GLOBAL WEBSITE RANKING

ALEXA'S RANKING OF THE WEBSITES THAT ATTRACTED THE GREATEST VOLUME OF TRAFFIC AND PAGE VIEWS IN THE PAST MONTH

#	WEBSITE	CATEGORY	TIME PER DAY
01	GOOGLE.COM	SEARCH	07:32
02	YOUTUBE.COM	VIDEO	08:51
03	FACEBOOK.COM	SOCIAL	09:50
04	BAIDU.COM	SEARCH	07:17
05	WIKIPEDIA.ORG	REFERENCE	04:06
06	YAHOO.COM	PORTAL	03:54
07	QQ.COM	PORTAL	04:07
08	TMALL.COM	SHOPPING	07:04
09	TAOBAO.COM	SHOPPING	07:49
10	TWITTER.COM	SOCIAL	06:01

#	WEBSITE	CATEGORY	TIME PER DAY
11	GOOGLE.CO.IN	SEARCH	07:08
12	INSTAGRAM.COM	SOCIAL	05:59
13	AMAZON.COM	SHOPPING	07:57
14	SOHU.COM	SEARCH	03:54
15	REDDIT.COM	SOCIAL	11:41
16	VK.COM	SOCIAL	10:04
17	LIVE.COM	EMAIL	04:01
18	JD.COM	SHOPPING	04:38
19	YANDEX.RU	PORTAL	06:25
20	WEIBO.COM	SOCIAL	05:34

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SIMILARWEB'S GLOBAL WEBSITE RANKING

SIMILARWEB'S RANKINGS OF THE WEBSITES THAT ATTRACTED THE GREATEST VOLUME OF WEB TRAFFIC IN THE PAST MONTH

#	WEBSITE	CATEGORY	TIME PER VISIT
01	GOOGLE.COM	SEARCH	09:02
02	YOUTUBE.COM	VIDEO	21:33
03	FACEBOOK.COM	SOCIAL	11:59
04	BAIDU.COM	SEARCH	07:28
05	WIKIPEDIA.ORG	REFERENCE	03:41
06	YAHOO.COM	PORTAL	06:35
07	TWITTER.COM	SOCIAL	09:13
08	XNXX.COM	ADULT	11:18
09	GOOGLE.CO.IN	SEARCH	07:22
10	GOOGLE.COM.BR	SEARCH	09:25

#	WEBSITE	CATEGORY	TIME PER VISIT
11	PORNHUB.COM	ADULT	10:16
12	YANDEX.RU	PORTAL	10:34
13	XVIDEOS.COM	ADULT	12:56
14	INSTAGRAM.COM	SOCIAL	06:34
15	LIVE.COM	EMAIL	06:40
16	AMAZON.COM	SHOPPING	05:48
17	AMPPROJECT.COM	NEWS	03:47
18	VK.COM	SOCIAL	16:42
19	GOOGLE.CO.UK	SEARCH	09:49
20	QQ.COM	PORTAL	03:44

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E-COMMERCE ACTIVITIES IN THE PAST MONTH

PERCENTAGE OF **INTERNET USERS** IN THE WORLD'S TOP ECONOMIES WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY



83%

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VISITED AN ONLINE
RETAIL STORE ON THE
WEB (ANY DEVICE)



91%

global
web
index

VISITED AN ONLINE
PRICE COMPARISON
SITE OR SERVICE



54%

owl

VISITED AN ONLINE
AUCTION SITE
(ANY DEVICE)



46%

global
web
index

PURCHASED A
PRODUCT OR SERVICE
ONLINE (ANY DEVICE)



74%

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HOW E-COMMERCE USERS SHOP

COMPARING **INTERNET USERS'** E-COMMERCE ACTIVITIES ON THE WEB TO THEIR USE OF E-COMMERCE APPS ON MOBILES AND TABLETS

WOMEN

VISITED AN E-COMMERCE
SITE ON THE WEB IN THE PAST
MONTH (ANY DEVICE)



90%

USED A SHOPPING APP
IN THE PAST MONTH
(PHONE OR TABLET)



65%

MEN

VISITED AN E-COMMERCE
SITE ON THE WEB IN THE PAST
MONTH (ANY DEVICE)



91%

USED A SHOPPING APP IN
THE PAST MONTH (PHONE
OR TABLET)



62%

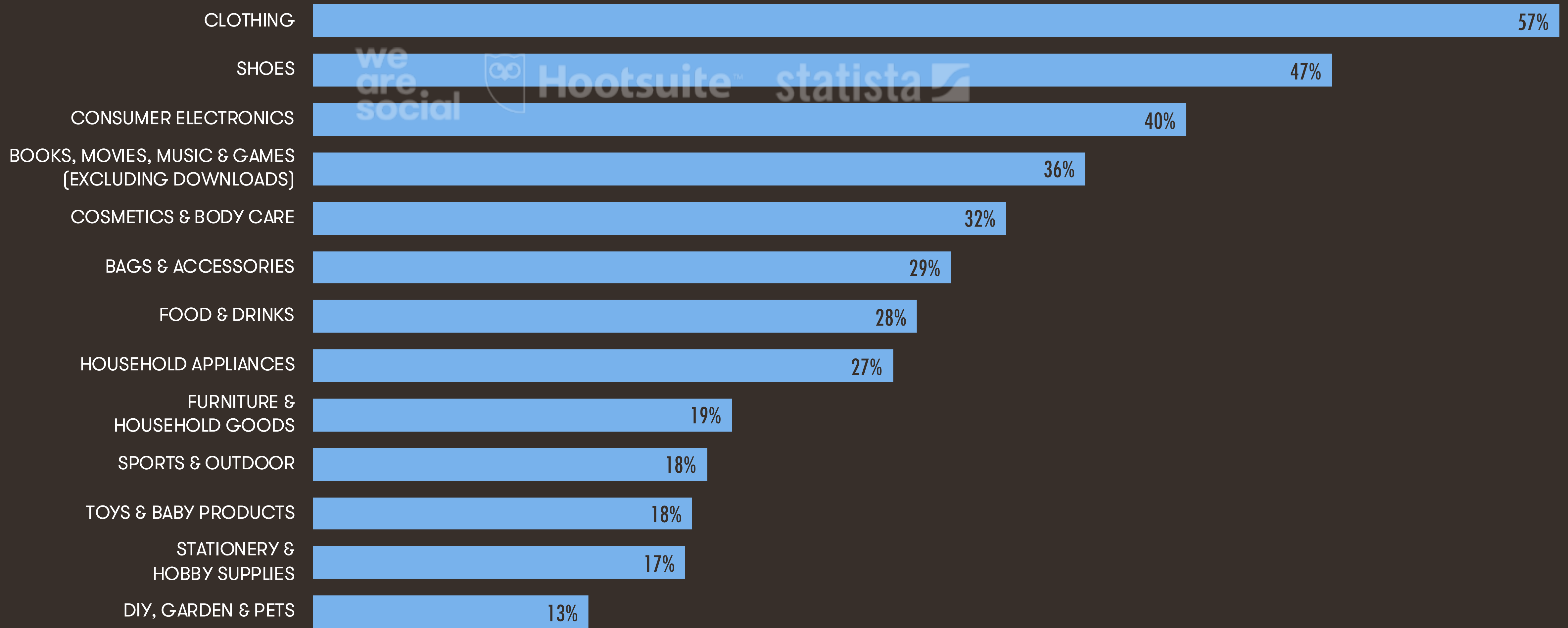
global
web
index

global
web
index

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ONLINE PURCHASES BY CATEGORY

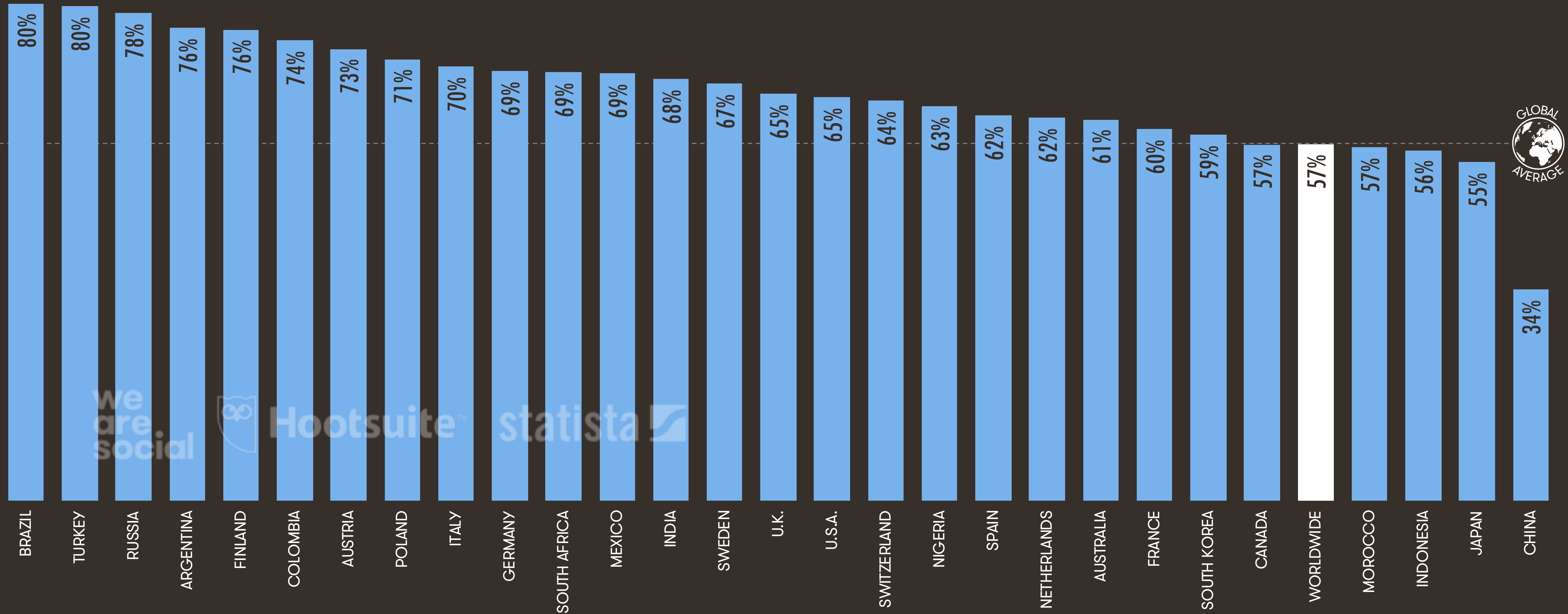
PERCENTAGE OF INTERNET USERS* WHO HAVE BOUGHT PRODUCTS IN EACH PRODUCT CATEGORY IN THE PAST 12 MONTHS (SURVEY BASED)



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ONLINE RESEARCH PRIOR TO A MAJOR PURCHASE

PERCENTAGE OF INTERNET USERS WHO 'ALWAYS' CONDUCT RESEARCH ONLINE BEFORE MAKING A MAJOR PURCHASE (SURVEY BASED)



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TOP GOOGLE SEARCH QUERIES IN Q3 2018

BASED ON WORLDWIDE GOOGLE SEARCHES FOR THE PERIOD 01 JULY TO 30 SEPTEMBER 2018

#	QUERY	INDEX	VOLUME ▲ Y-O-Y	#	QUERY	INDEX	VOLUME ▲ Y-O-Y
01	FACEBOOK	100	-35%	11	TRANSLATE	17	+8%
02	YOUTUBE	75	-14%	12	FB	15	-35%
03	GOOGLE	64	-11%	13	INSTAGRAM	14	+22%
04	VIDEO	45	+22%	14	YAHOO	14	-26%
05	YOU	40	-2%	15	GO	11	-5%
06	WEATHER	31	+31%	16	DR	10	+3%
07	NEWS	26	-6%	17	MAPS	10	-11%
08	AMAZON	20	[UNCHANGED]	18	TWITTER	9	-5%
09	GMAIL	19	-19%	19	MAP	9	-10%
10	HOTMAIL	18	-29%	20	METEO	9	+23%

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SOURCE: GOOGLE TRENDS, OCT 2018; KEPIOS ANALYSIS. **NOTES:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE 'INDEX' COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY). THE "VOLUME ▲ Y-O-Y" COLUMN SHOWS THE YEAR-ON-YEAR CHANGE IN SEARCH VOLUME FOR EACH QUERY, BASED ON AVERAGE INDEX VALUES FOR EACH QUERY IN Q3 2018 vs. Q3 2017.

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USE OF VOICE SEARCH & COMMANDS

PERCENTAGE OF **INTERNET USERS** IN TOP ECONOMIES WHO REPORT USING VOICE-CONTROLLED FUNCTIONALITY (ANY DEVICE)

USED VOICE SEARCH
OR VOICE COMMANDS
IN THE PAST MONTH:
16 TO 24 YEARS OLD



46%

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USED VOICE SEARCH
OR VOICE COMMANDS
IN THE PAST MONTH:
25 TO 34 YEARS OLD



45%

global
web
index

USED VOICE SEARCH
OR VOICE COMMANDS
IN THE PAST MONTH:
35 TO 44 YEARS OLD



35%



USED VOICE SEARCH
OR VOICE COMMANDS
IN THE PAST MONTH:
45 TO 54 YEARS OLD



27%

global
web
index

USED VOICE SEARCH
OR VOICE COMMANDS
IN THE PAST MONTH:
55 TO 64 YEARS OLD

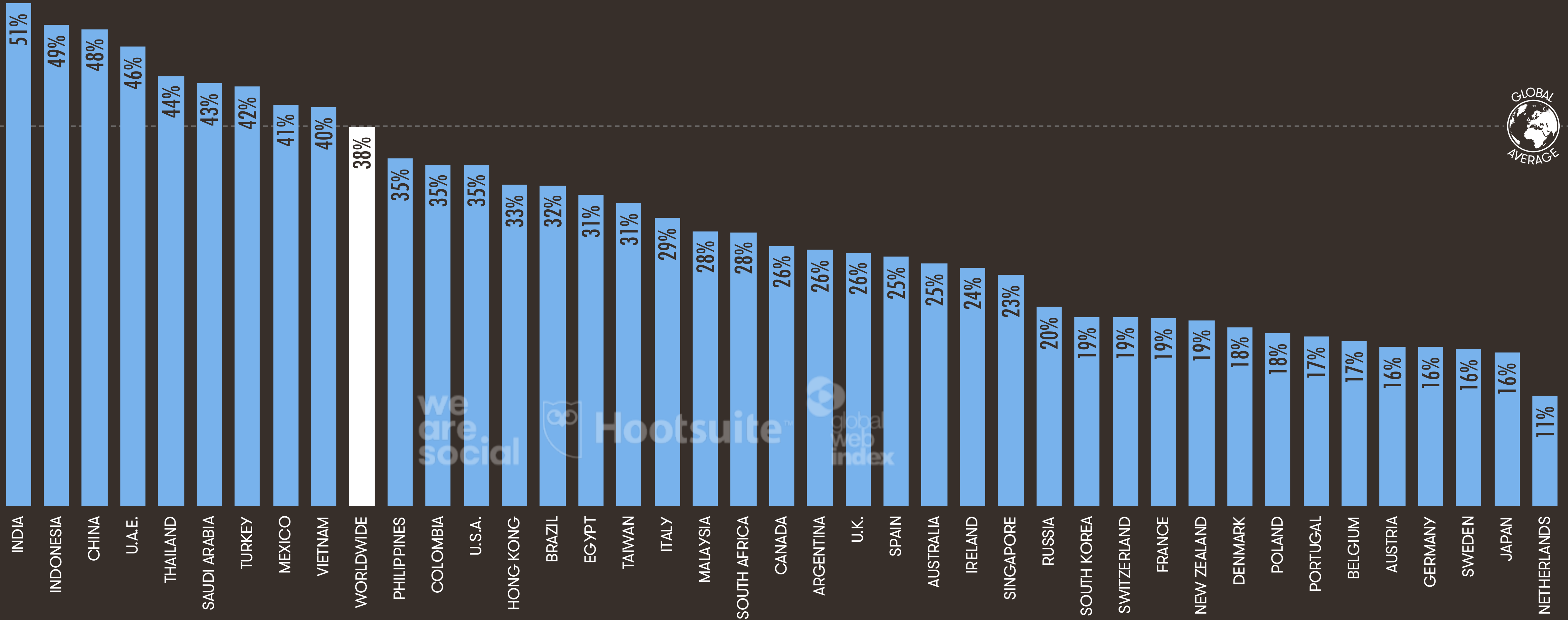


19%

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USE OF VOICE SEARCH & VOICE COMMANDS

PERCENTAGE OF **INTERNET USERS** IN TOP ECONOMIES WHO REPORT USING VOICE-CONTROLLED FUNCTIONALITY (ANY DEVICE)

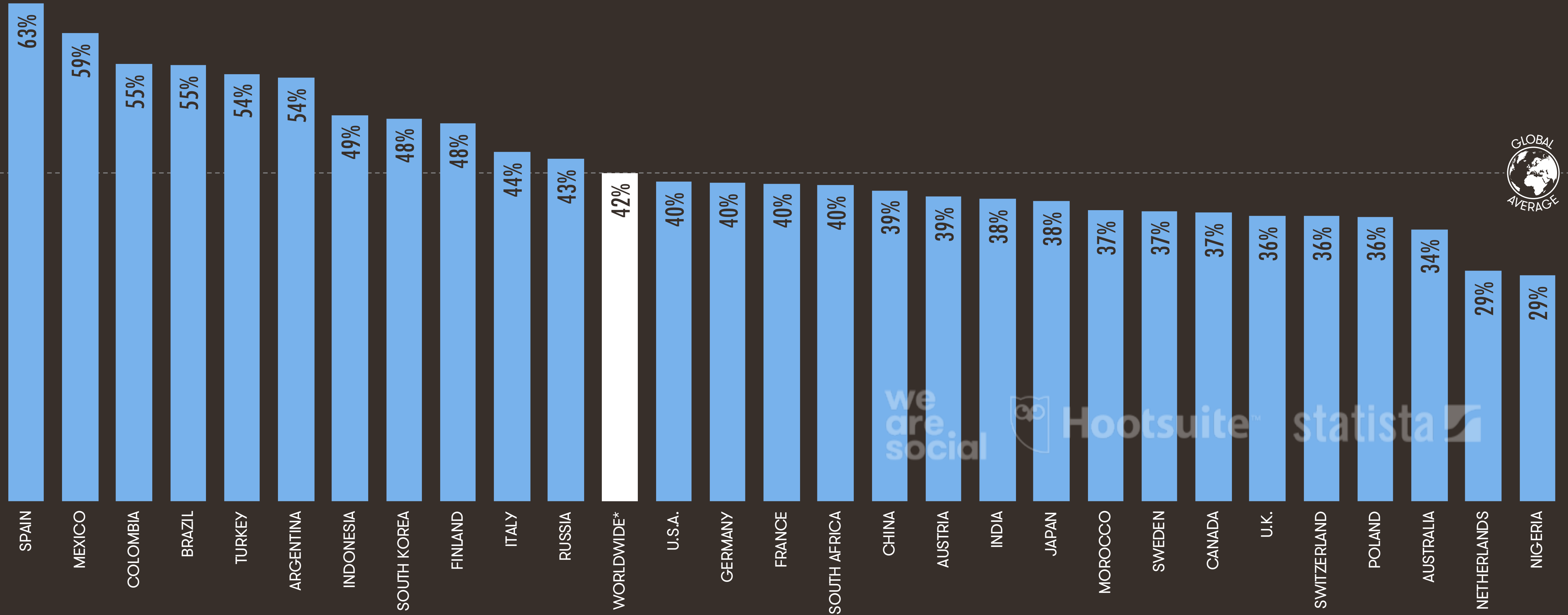


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DATA PRIVACY CONCERNS

PERCENTAGE OF INTERNET USERS WHO BELIEVE THAT THEIR DATA IS BEING MISUSED ON THE INTERNET (SURVEY BASED)



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SOURCE: STATISTA GLOBAL CONSUMER SURVEY 2018. *NOTE: FIGURE FOR 'WORLDWIDE' REPRESENTS AN AVERAGE OF FEATURED COUNTRIES THAT HAS BEEN WEIGHTED BY INTERNET PENETRATION IN EACH INDIVIDUAL COUNTRY.



GLOBAL SOCIAL MEDIA USE

OCT
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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



3.397
BILLION

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



44%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



3.179
BILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



42%

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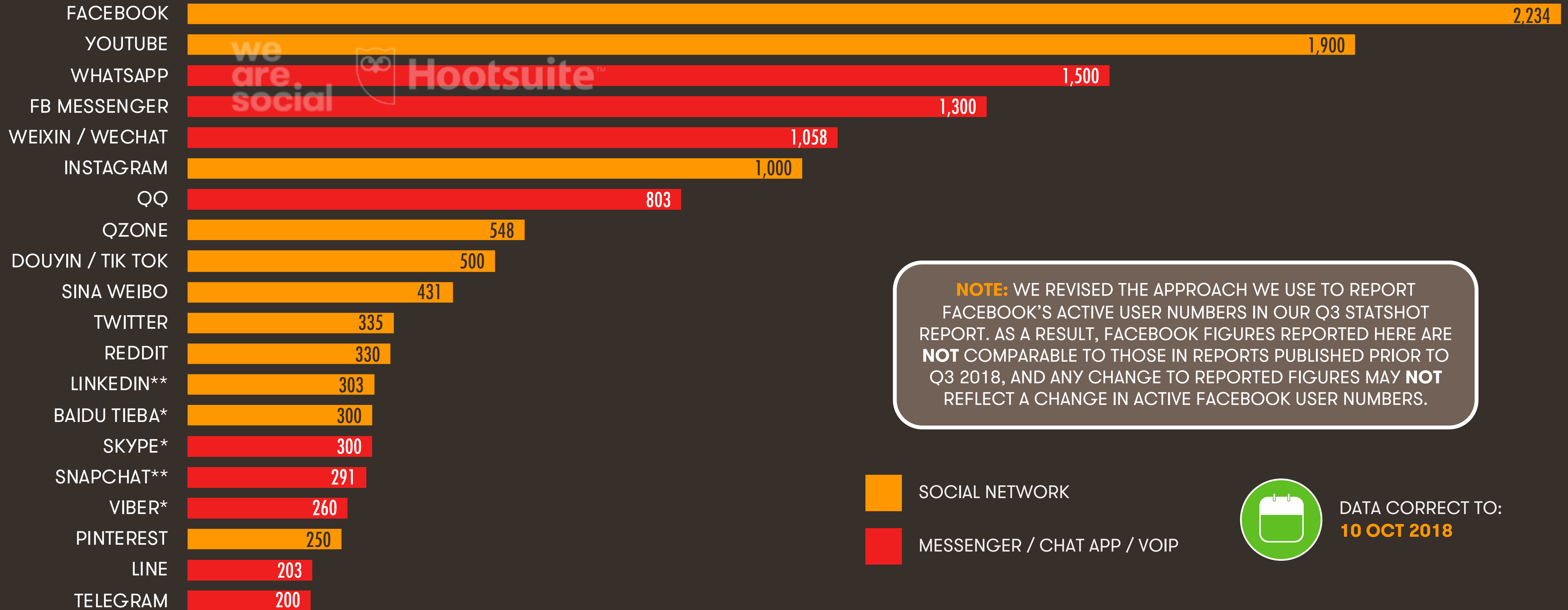


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SOCIAL PLATFORMS: ACTIVE GLOBAL ACCOUNTS

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



NOTE: WE REVISED THE APPROACH WE USE TO REPORT FACEBOOK'S ACTIVE USER NUMBERS IN OUR Q3 STATSHOT REPORT. AS A RESULT, FACEBOOK FIGURES REPORTED HERE ARE **NOT** COMPARABLE TO THOSE IN REPORTS PUBLISHED PRIOR TO Q3 2018, AND ANY CHANGE TO REPORTED FIGURES MAY **NOT** REFLECT A CHANGE IN ACTIVE FACEBOOK USER NUMBERS.

 SOCIAL NETWORK
 MESSENGER / CHAT APP / VOIP

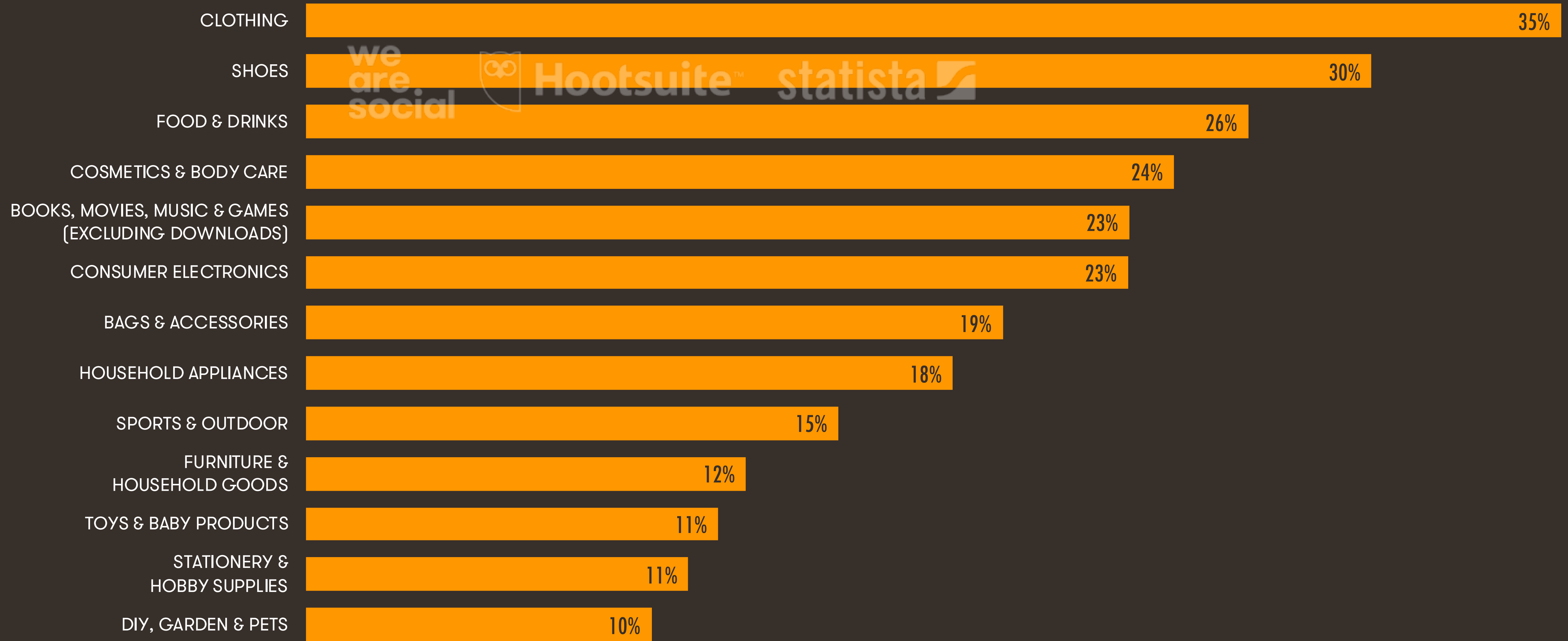


DATA CORRECT TO:
10 OCT 2018

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INFLUENCERS' IMPACT ON PURCHASE DECISIONS

PERCENTAGE OF INTERNET USERS* WHO REPORT THAT INFLUENCERS* HAVE INFLUENCED THEIR PURCHASE DECISIONS BY CATEGORY (SURVEY BASED)



SOURCE: STATISTA GLOBAL CONSUMER SURVEY 2018. ***NOTES:** 'INFLUENCERS' REFERS TO "BLOGGERS, YOUTUBERS, OR OTHER FAMOUS PEOPLE ONLINE". PERCENTAGES REPRESENT A WEIGHTED AVERAGE FOR A SELECTION OF KEY ECONOMIES AROUND THE WORLD. AVERAGES HAVE BEEN WEIGHTED BY THE LOCAL INTERNET PENETRATION IN INDIVIDUAL COUNTRIES INCLUDED IN THE SURVEY.

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POTENTIAL REACH OF FACEBOOK ADVERTS

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

NUMBER OF PEOPLE THAT
FACEBOOK REPORTS
CAN BE REACHED WITH
ADVERTS ON FACEBOOK



2.091
BILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



43%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*



57%

PERCENTAGE OF ITS
AD AUDIENCE THAT
FACEBOOK REPORTS IS
BELOW THE AGE OF 25



34%

PERCENTAGE OF ITS
AD AUDIENCE THAT
FACEBOOK REPORTS IS
50 YEARS OLD OR ABOVE



13%

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POTENTIAL REACH OF FACEBOOK ADVERTS

A CLOSER LOOK AT FACEBOOK'S ADVERTISING AUDIENCE BY COUNTRY, CITY, AND LANGUAGE

FACEBOOK'S TOP COUNTRIES

#	COUNTRY	REACH*
01	INDIA	294,000,000
02	UNITED STATES	204,000,000
03	INDONESIA	131,000,000
04	BRAZIL	129,000,000
05	MEXICO	84,000,000
06	PHILIPPINES	73,000,000
07	VIETNAM	60,000,000
08	THAILAND	51,000,000
09	TURKEY	43,000,000
10=	EGYPT	39,000,000
10=	UNITED KINGDOM	39,000,000

FACEBOOK'S TOP CITIES

#	CITY	REACH*
01	BANGKOK	21,000,000
02	DHAKA	18,000,000
03	JAKARTA	17,000,000
04=	CAIRO	14,000,000
04=	DELHI	14,000,000
04=	HO CHI MINH	14,000,000
04=	MEXICO CITY	14,000,000
08	SÃO PAULO	12,000,000
09=	ISTANBUL	11,000,000
09=	LIMA	11,000,000
09=	MUMBAI	11,000,000

FACEBOOK'S TOP LANGUAGES

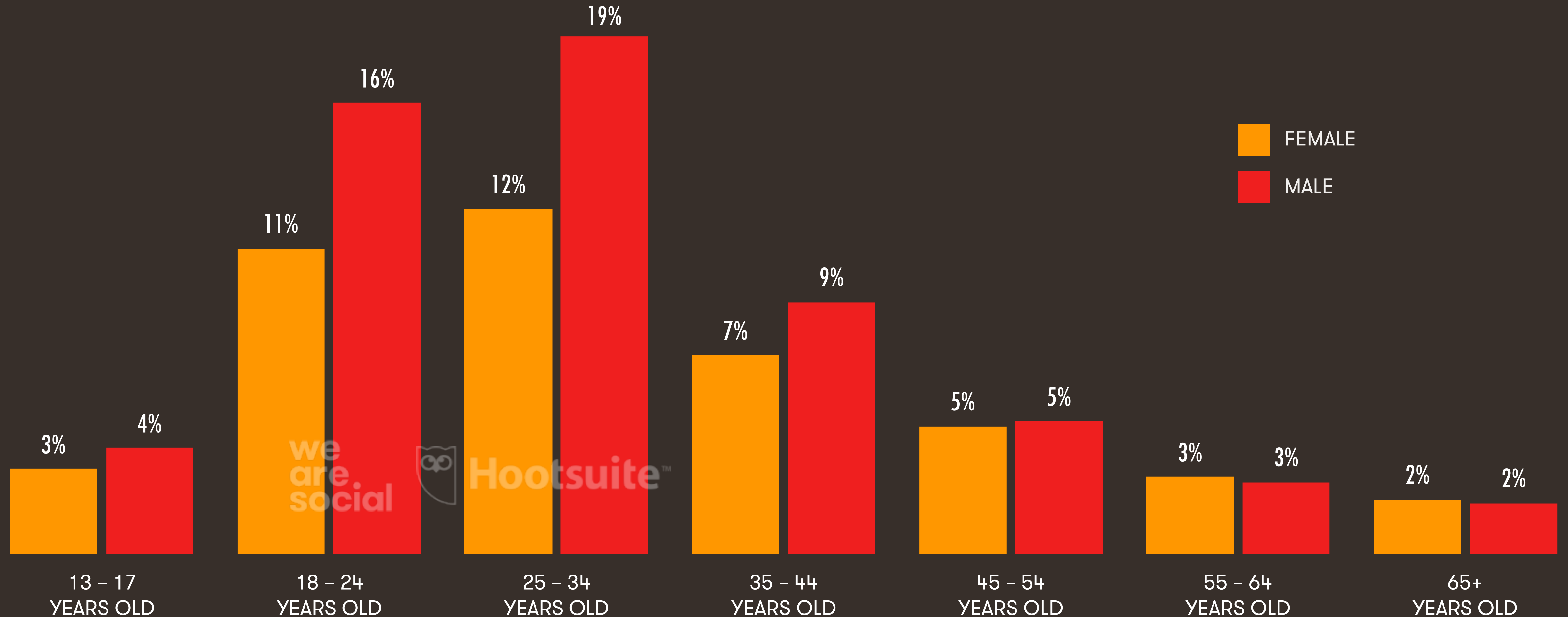
#	LANGUAGE	REACH*
01	ENGLISH	1,100,000,000
02	SPANISH	320,000,000
03	INDONESIAN	170,000,000
04=	ARABIC	150,000,000
04=	PORTUGUESE	150,000,000
06	FRENCH	110,000,000
07	VIETNAMESE	64,000,000
08	THAI	53,000,000
09	TURKISH	46,000,000
10=	GERMAN	37,000,000
10=	RUSSIAN	37,000,000

SOURCES: EXTRAPOLATION OF FACEBOOK DATA, OCT 2018. FIGURES RELATE TO ADDRESSABLE ADVERTISING AUDIENCE ONLY, AND MAY NOT INCLUDE ALL USERS FOR EACH LOCATION OR LANGUAGE. **NOTE:** "REACH" REFERS TO THE FIGURES THAT FACEBOOK PUBLISHES FOR THE TOTAL POTENTIAL NUMBER OF PEOPLE THAT ADVERTISING ON THE FACEBOOK PLATFORM MAY REACH, NOT INCLUDING POTENTIAL ADVERTISING REACH VIA INSTAGRAM, WHATSAPP, FACEBOOK MESSENGER, OR FACEBOOK'S AUDIENCE NETWORK PRODUCTS.

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FACEBOOK'S ADVERTISING AUDIENCE

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



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FACEBOOK'S ADVERTISING AUDIENCE

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

AGE	TOTAL	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13-17	144,000,000	64,000,000	3%	80,000,000	4%
18-24	570,000,000	230,000,000	11%	340,000,000	16%
25-34	650,000,000	260,000,000	12%	390,000,000	19%
35-44	340,000,000	150,000,000	7%	190,000,000	9%
45-54	196,000,000	96,000,000	5%	100,000,000	5%
55-64	112,000,000	58,000,000	3%	54,000,000	3%
65+	79,000,000	41,000,000	2%	38,000,000	2%
TOTAL	2,091,000,000	899,000,000	43%	1,192,000,000	57%

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FACEBOOK ACTIVITY FREQUENCIES

THE NUMBER OF TIMES A 'TYPICAL' USER PERFORMS EACH ACTIVITY ON FACEBOOK, SPLIT BY GENDER OF USER

TOTAL NUMBER OF
FACEBOOK PAGES
LIKED (LIFETIME)



1

FEMALE: MALE:

1 1

POSTS LIKED IN
THE PAST 30 DAYS
(ALL POST TYPES)



10

FEMALE: MALE:

12 9

COMMENTS MADE IN
THE PAST 30 DAYS
(ALL POST TYPES)



4

FEMALE: MALE:

6 3

FACEBOOK POSTS
SHARED IN THE PAST 30
DAYS (ALL POST TYPES)



1

FEMALE: MALE:

1 1

FACEBOOK ADS
CLICKED IN THE PAST 30
DAYS (ANY CLICK TYPE)



8

FEMALE: MALE:

10 7

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AVERAGE FACEBOOK PAGE POST REACH

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

AVERAGE MONTHLY
CHANGE IN PAGE LIKES



+0.13%

Q-O-Q CHANGE:

-13% (-2 BPS)

AVERAGE POST REACH
vs. PAGE LIKES



8.0%

Q-O-Q CHANGE:

-1% (-10 BPS)

AVERAGE ORGANIC
REACH vs. PAGE LIKES



6.1%

Q-O-Q CHANGE:

-5% (-40 BPS)

PERCENTAGE OF PAGES
USING PAID MEDIA



25.1%

Q-O-Q CHANGE:

+4% (+90 BPS)

AVERAGE PAID REACH
vs. TOTAL REACH



26.2%

Q-O-Q CHANGE:

-4% (-110 BPS)

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AVERAGE FACEBOOK ENGAGEMENT RATES

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

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS (ALL TYPES)



3.83%

Q-O-Q CHANGE:

-2% (-8 BPS)

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



5.83%

Q-O-Q CHANGE:

-3% (-18 BPS)

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS



4.68%

Q-O-Q CHANGE:

-3% (-13 BPS)

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



3.21%

Q-O-Q CHANGE:

-4% (-15 BPS)

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



2.03%

Q-O-Q CHANGE:

-8% (-18 BPS)

SOURCE: LOCOWISE, OCT 2018. DATA REPRESENTS AVERAGE FIGURES FOR Q3 2018. **NOTES:** "ENGAGEMENT" REFERS TO CLICKS, LIKES, SHARES, AND COMMENTS ON CONTENT. FIGURES REPRESENT AVERAGES ACROSS A WIDE RANGE OF DIFFERENT PAGE TYPES AND SIZES FROM ALL OVER THE WORLD. Q-O-Q (QUARTER-ON-QUARTER) CHANGES ARE VERSUS Q2 2018. Q-O-Q PERCENTAGE FIGURES REFLECT RELATIVE CHANGE; 'BPS' (BASIS POINTS) FIGURES REFLECT ABSOLUTE CHANGE.

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MOST-‘LIKED’ PAGES ON FACEBOOK

FACEBOOK PAGES WITH THE GREATEST NUMBER OF PAGE LIKES

#	PAGE NAME	CATEGORY	‘FANS’	#	PAGE NAME	CATEGORY	‘FANS’
01	CRISTIANO RONALDO	ATHLETE	122,621,913	11	MR BEAN	PUBLIC FIGURE	79,923,164
02	REAL MADRID C.F.	SPORT TEAM	109,476,864	12	JUSTIN BIEBER	MUSICIAN / BAND	77,762,985
03	FC BARCELONA	STADIUM	102,640,113	13	WILL SMITH	ARTIST	77,236,287
04	SHAKIRA	MUSICIAN / BAND	102,161,937	14	MANCHESTER UNITED	SPORT TEAM	73,335,557
05	VIN DIESEL	ARTIST	99,037,843	15	MICHAEL JACKSON	MUSICIAN / BAND	73,094,713
06	TASTY	MEDIA	95,089,014	16	TAYLOR SWIFT	MUSICIAN / BAND	72,638,173
07	LEO MESSI	ATHLETE	89,945,148	17	CANDY CRUSH SAGA	GAMES / TOYS	72,271,506
08	EMINEM	MUSICIAN / BAND	88,332,237	18	BOB MARLEY	MUSICIAN / BAND	71,613,133
09	YOUTUBE	PRODUCT / SERVICE	83,356,695	19	CGTN	MEDIA / NEWS	68,970,622
10	RIHANNA	ARTIST	75,051,025	20	CRIMINAL CASE	VIDEO GAME	68,118,695

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POTENTIAL REACH OF INSTAGRAM ADVERTS

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

NUMBER OF PEOPLE THAT
FACEBOOK REPORTS
CAN BE REACHED WITH
ADVERTS ON INSTAGRAM



849
MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



50.4%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*



49.6%

PERCENTAGE OF ITS
AD AUDIENCE THAT
INSTAGRAM REPORTS IS
BELOW THE AGE OF 25



39%

PERCENTAGE OF ITS
AD AUDIENCE THAT
INSTAGRAM REPORTS IS
50 YEARS OLD OR ABOVE



9%

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POTENTIAL REACH OF INSTAGRAM ADVERTISING

A CLOSER LOOK AT INSTAGRAM'S ADVERTISING AUDIENCE BY TOP COUNTRIES, INCLUDING QUARTER-ON-QUARTER GROWTH TRENDS

#	COUNTRY	REACH*	▲Q-O-Q	▲Q-O-Q	#	COUNTRY	REACH*	▲Q-O-Q	▲Q-O-Q
01	UNITED STATES	121,000,000	+1%	+1,000,000	11	ITALY	18,700,000	+10%	+1,700,000
02	INDIA	71,000,000	+20%	+12,000,000	12	GERMANY	18,500,000	+3%	+500,000
03	BRAZIL	64,000,000	+5%	+3,000,000	13	FRANCE	16,000,000	+7%	+1,000,000
04	INDONESIA	59,000,000	+5%	+3,000,000	14	ARGENTINA	15,600,000	+4%	+600,000
05	TURKEY	37,000,000	+9%	+3,000,000	15	SPAIN	14,400,000	+3%	+400,000
06	RUSSIA	32,000,000	+3%	+1,000,000	16	THAILAND	13,400,000	-4%	-600,000
07	JAPAN	25,000,000	+9%	+2,000,000	17	CANADA	12,400,000	+3%	+400,000
08	IRAN	24,000,000	0%	[UNCHANGED]	18	SOUTH KOREA	12,100,000	+10%	+1,100,000
09	UNITED KINGDOM	23,000,000	0%	[UNCHANGED]	19	SAUDI ARABIA	11,900,000	0%	[UNCHANGED]
10	MEXICO	21,900,000	+4%	+900,000	20	MALAYSIA	11,500,000	+5%	+500,000

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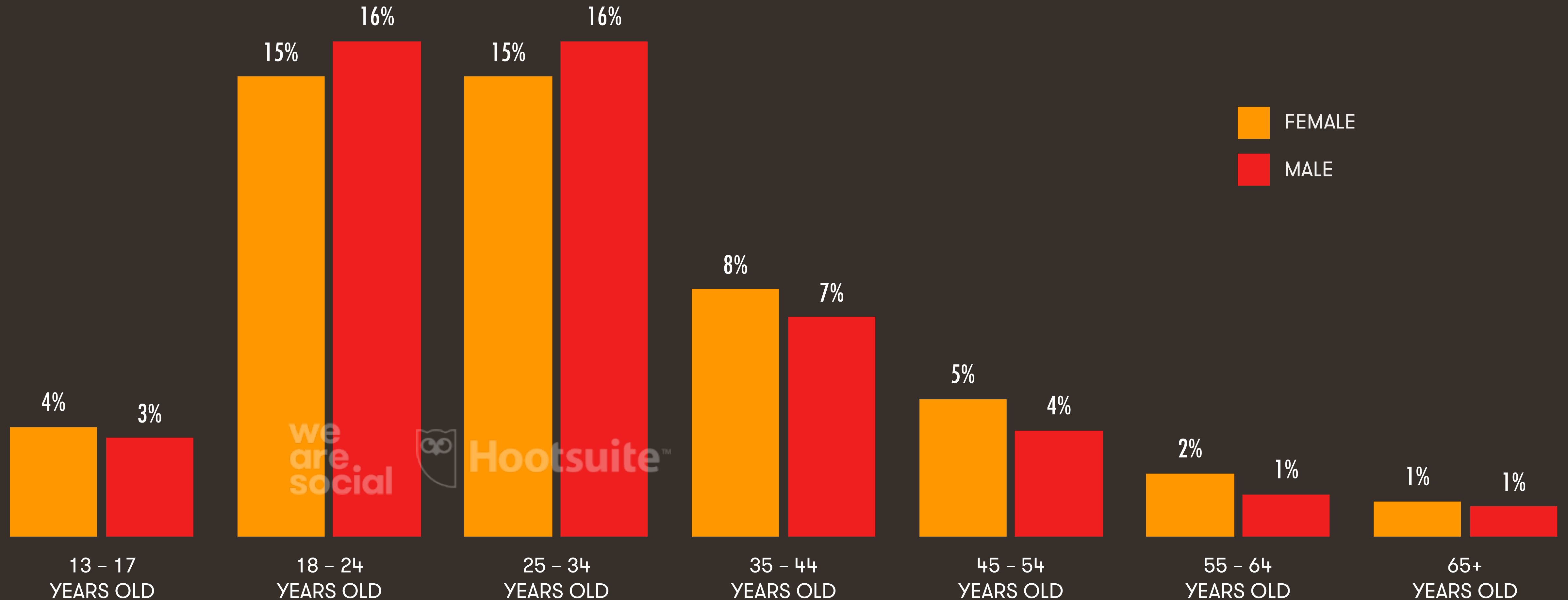


SOURCES: EXTRAPOLATION OF FACEBOOK DATA, OCT 2018, AND TECHRASA.COM. NOTES: "▲Q-O-Q" REFLECTS THE QUARTER-ON-QUARTER CHANGE vs. JUL 2018, AS REPORTED IN HOOTSUITE AND WE ARE SOCIAL'S "2018 Q3 GLOBAL DIGITAL STATSHOT" REPORT.

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INSTAGRAM'S ADVERTISING AUDIENCE

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



OCT
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INSTAGRAM'S ADVERTISING AUDIENCE

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

AGE	TOTAL	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13-17	59,000,000	31,000,000	4%	28,000,000	3%
18-24	270,000,000	130,000,000	15%	140,000,000	16%
25-34	270,000,000	130,000,000	15%	140,000,000	16%
35-44	132,000,000	70,000,000	8%	62,000,000	7%
45-54	69,000,000	39,000,000	5%	30,000,000	4%
55-64	30,000,000	18,000,000	2%	12,000,000	1%
65+	18,500,000	10,000,000	1%	8,500,000	1%
TOTAL	848,500,000	428,000,000	50.4%	420,500,000	49.6%

OCT
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MOST-FOLLOWED INSTAGRAM ACCOUNTS

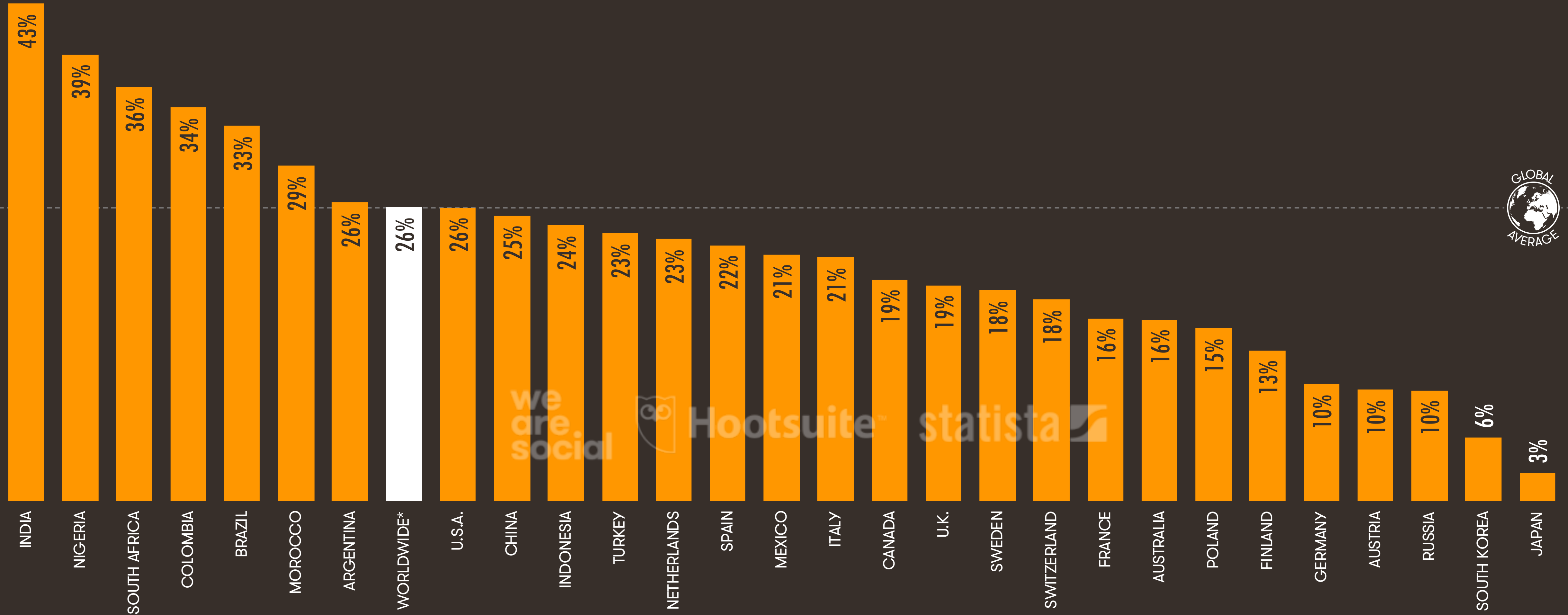
THE INSTAGRAM ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

#	ACCOUNT NAME	HANDLE	FOLLOWERS	#	ACCOUNT NAME	HANDLE	FOLLOWERS
01	INSTAGRAM	@INSTAGRAM	256,110,000	11	JUSTIN BIEBER	@JUSTINBIEBER	102,550,000
02	SELENA GOMEZ	@SELENAGOMEZ	144,140,000	12	LEO MESSI	@LEOMESSI	99,120,000
03	CRISTIANO RONALDO	@CRISTIANO	143,200,000	13	KENDALL JENNER	@KENDALLJENNER	96,350,000
04	ARIANA GRANDE	@ARIANAGRANDE	130,630,000	14	NICKI MINAJ	@NICKIMINAJ	93,150,000
05	KIM KARDASHIAN	@KIMKARDASHIAN	118,850,000	15	NATIONAL GEOGRAPHIC	@NATGEO	92,060,000
06	BEYONCÉ	@BEYONCE	118,700,000	16	NIKE	@NIKE	81,230,000
07	DWAYNE JOHNSON	@THEROCK	117,560,000	17	JENNIFER LOPEZ	@JLO	80,760,000
08	KYLIE JENNER	@KYLIEJENNER	116,230,000	18	KHLOÉ KARDASHIAN	@KHLOEKARDASHIAN	80,350,000
09	TAYLOR SWIFT	@TAYLORSWIFT	112,170,000	19	MILEY CYRUS	@MILEYCYRUS	75,820,000
10	NEYMAR JR.	@NEYMARJR	103,490,000	20	KATY PERRY	@KATYPERRY	72,380,000

OCT
2018

INDIVIDUAL USE OF BUSINESS SOCIAL MEDIA

PERCENTAGE OF INTERNET USERS WHO SAY THEY REGULARLY USE SOCIAL MEDIA PLATFORMS THAT FOCUS PRIMARILY ON BUSINESS NETWORKING*



OCT
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POTENTIAL REACH OF LINKEDIN ADVERTS

DETAILS OF LINKEDIN'S ADVERTISING AUDIENCE BY GENDER AND AGE GROUP

NUMBER OF PEOPLE THAT LINKEDIN REPORTS CAN BE REACHED WITH ADVERTS ON LINKEDIN*



586
MILLION

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS FEMALE*



43%

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS MALE*



57%

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS BELOW THE AGE OF 25



28%

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS 55 YEARS OLD OR ABOVE



9%

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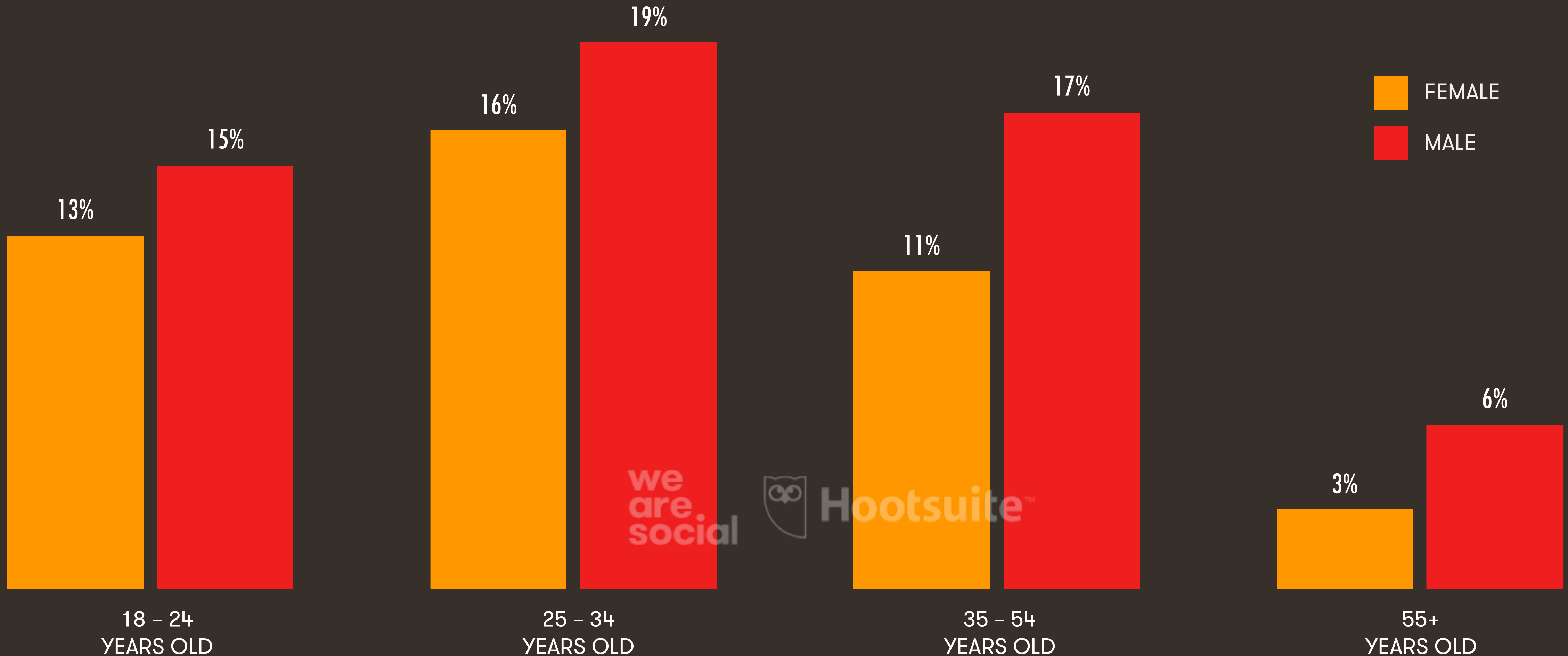


SOURCE: EXTRAPOLATION OF LINKEDIN DATA, OCT 2018. ***NOTES:** FIGURES REPRESENT POTENTIAL ADVERTISING REACH BASED ON TOTAL REGISTERED USERS, SO FIGURES WILL NOT BE DIRECTLY COMPARABLE TO THE AUDIENCE FIGURES BASED ON MONTHLY ACTIVE USERS PUBLISHED BY OTHER SOCIAL PLATFORMS. LINKEDIN DOES NOT REPORT POTENTIAL ADVERTISING REACH FOR AUDIENCES WHO IDENTIFY AS A GENDER OTHER THAN MALE OR FEMALE. GENDER SHARE FIGURES ARE BASED SOLELY ON AUDIENCES FOR WHICH GENDER DATA IS AVAILABLE.

OCT
2018

LINKEDIN'S ADVERTISING AUDIENCE

SHARE OF POTENTIAL ADVERTISING REACH ON LINKEDIN BY AGE GROUP AND GENDER



SOURCE: EXTRAPOLATION OF LINKEDIN DATA, OCT 2018. ***NOTES:** FIGURES REPRESENT POTENTIAL ADVERTISING REACH BASED ON TOTAL REGISTERED USERS, SO FIGURES WILL NOT BE DIRECTLY COMPARABLE TO THE AUDIENCE FIGURES BASED ON MONTHLY ACTIVE USERS PUBLISHED BY OTHER SOCIAL PLATFORMS. LINKEDIN DOES NOT REPORT POTENTIAL ADVERTISING REACH FOR AUDIENCES WHO IDENTIFY AS A GENDER OTHER THAN MALE OR FEMALE. FIGURES ARE BASED SOLELY ON AUDIENCES FOR WHICH AGE AND GENDER DATA ARE AVAILABLE.

OCT
2018

LINKEDIN'S TOP COUNTRIES

RANK OF COUNTRIES WITH THE GREATEST NUMBER OF REGISTERED LINKEDIN MEMBERS

#	COUNTRY	MEMBERS	#	COUNTRY	MEMBERS
01	UNITED STATES	150,000,000	10=	SPAIN	11,000,000
02	INDIA	52,000,000	12	AUSTRALIA	10,000,000
03	CHINA	44,000,000	13	GERMANY	9,000,000
04	BRAZIL	34,000,000	14	NETHERLANDS	7,800,000
05	UNITED KINGDOM	25,000,000	15	TURKEY	6,900,000
06	FRANCE	17,000,000	16=	COLOMBIA	6,800,000
07	CANADA	15,000,000	16=	SOUTH AFRICA	6,800,000
08	MEXICO	13,000,000	18=	PHILIPPINES	6,700,000
09	ITALY	12,000,000	18=	RUSSIA	6,700,000
10=	INDONESIA	11,000,000	20	ARGENTINA	6,600,000

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TWITTER'S ADVERTISING AUDIENCE

DETAILS OF TWITTER'S ADVERTISING AUDIENCE BY GENDER AND AGE GROUP

NUMBER OF PEOPLE
THAT TWITTER REPORTS
CAN BE REACHED WITH
ADVERTS ON TWITTER



254
MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS FEMALE*



34%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS MALE*



66%

PERCENTAGE OF ITS
AD AUDIENCE THAT
TWITTER REPORTS IS
BELOW THE AGE OF 25



35%

PERCENTAGE OF ITS
AD AUDIENCE THAT
TWITTER REPORTS IS
50 YEARS OLD OR ABOVE



15%

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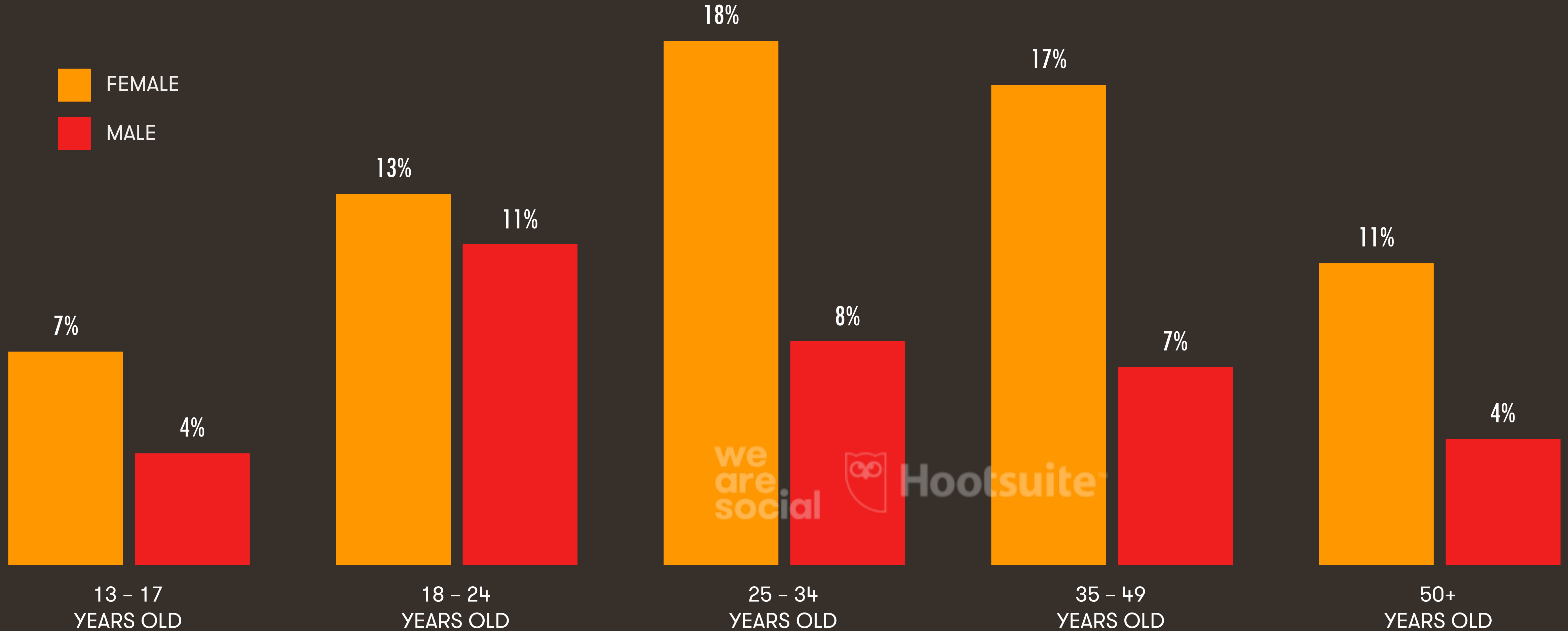


SOURCE: EXTRAPOLATION OF TWITTER DATA, OCT 2018. ***NOTE:** TWITTER DOES NOT REPORT POTENTIAL ADVERTISING REACH FOR AUDIENCES WHO IDENTIFY AS A GENDER OTHER THAN MALE OR FEMALE. **ADVISORY:** FIGURES REPRESENT POTENTIAL ADVERTISING REACH ONLY, AS REPORTED IN TWITTER'S SELF-SERVE ADVERTISING TOOLS. PERCENTAGES MAY NOT REFLECT THE RELEVANT SPLITS FOR TOTAL MONTHLY ACTIVE USERS.

OCT
2018

TWITTER'S ADVERTISING AUDIENCE

SHARE OF POTENTIAL ADVERTISING REACH ON TWITTER BY AGE GROUP AND GENDER



OCT
2018

TWITTER'S TOP COUNTRIES

COUNTRIES WITH THE LARGEST TWITTER ADVERTISING AUDIENCES

#	COUNTRY	REACH*	#	COUNTRY	REACH*
01	UNITED STATES	49,350,000	11	FRANCE	5,480,000
02	JAPAN	39,850,000	12	CANADA	5,450,000
03	UNITED KINGDOM	13,700,000	13	PHILIPPINES	4,910,000
04	SAUDI ARABIA	11,340,000	14	THAILAND	4,640,000
05	TURKEY	8,830,000	15	SOUTH KOREA	4,350,000
06	BRAZIL	8,490,000	16	ARGENTINA	4,270,000
07	INDIA	7,830,000	17	GERMANY	3,870,000
08	MEXICO	6,960,000	18	ITALY	2,880,000
09	SPAIN	6,440,000	19	AUSTRALIA	2,620,000
10	INDONESIA	6,170,000	20	MALAYSIA	2,530,000

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SOURCES: EXTRAPOLATION OF TWITTER DATA, OCT 2018. ***NOTES:** FIGURES REPRESENT THE MID-POINT BETWEEN THE MINIMUM AND MAXIMUM POTENTIAL REACH FIGURES REPORTED IN THE TWITTER SELF-SERVE ADVERTISING TOOL. **ADVISORY:** RANKING OF AD AUDIENCES MAY NOT CORRELATE TO THE RANKING OF TOTAL MONTHLY ACTIVE USERS.

OCT
2018

MOST-FOLLOWED TWITTER ACCOUNTS

THE TWITTER ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

#	ACCOUNT NAME	HANDLE	FOLLOWERS	#	ACCOUNT NAME	HANDLE	FOLLOWERS
01	KATY PERRY	@KATYPERRY	107,320,000	11	KIM KARDASHIAN	@KIMKARDASHIAN	59,140,000
02	JUSTIN BIEBER	@JUSTINBIEBER	104,790,000	12	ARIANA GRANDE	@ARIANAGRANDE	58,140,000
03	BARACK OBAMA	@BARACKOBAMA	102,800,000	13	DEMI LOVATO	@DDLLOVATO	57,340,000
04	RIHANNA	@RIHANNA	88,100,000	14	SELENA GOMEZ	@SELENAGOMEZ	56,890,000
05	TAYLOR SWIFT	@TAYLORSWIFT13	83,640,000	15	BRITNEY SPEARS	@BRITNEYSPEARS	56,620,000
06	LADY GAGA	@LADYGAGA	77,250,000	16	TWITTER	@TWITTER	56,610,000
07	THE ELLEN SHOW	@THEELLENSHOW	76,740,000	17	DONALD TRUMP	@REALDONALDTRUMP	55,000,000
08	CRISTIANO RONALDO	@CRISTIANO	75,190,000	18	CNN BREAKING NEWS	@CNNBRK	54,480,000
09	YOUTUBE	@YOUTUBE	71,140,000	19	JIMMY FALLON	@JIMMYFALLON	50,660,000
10	JUSTIN TIMBERLAKE	@JTIMBERLAKE	64,800,000	20	SHAKIRA	@SHAKIRA	50,300,000

SOURCE: TWITTER, OCT 2018; BASED KEPIOS ANALYSIS AND HISTORICAL SOCIALBLADE DATA.

NOTES: DATA IN THE "FOLLOWERS" COLUMN HAS BEEN ROUNDED TO THE NEAREST TEN THOUSAND. FOLLOWERS MAY NOT ALL BE ACTIVE USERS.

OCT
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SNAPCHAT'S ADVERTISING AUDIENCE

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

NUMBER OF PEOPLE
THAT SNAPCHAT REPORTS
CAN BE REACHED WITH
ADVERTS ON SNAPCHAT



348
MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS FEMALE*



59%

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS MALE*



41%

PERCENTAGE OF ITS
AD AUDIENCE THAT
SNAPCHAT REPORTS IS
BELOW THE AGE OF 25



57%

PERCENTAGE OF ITS
AD AUDIENCE THAT
SNAPCHAT REPORTS IS
35 YEARS OLD OR ABOVE



19%

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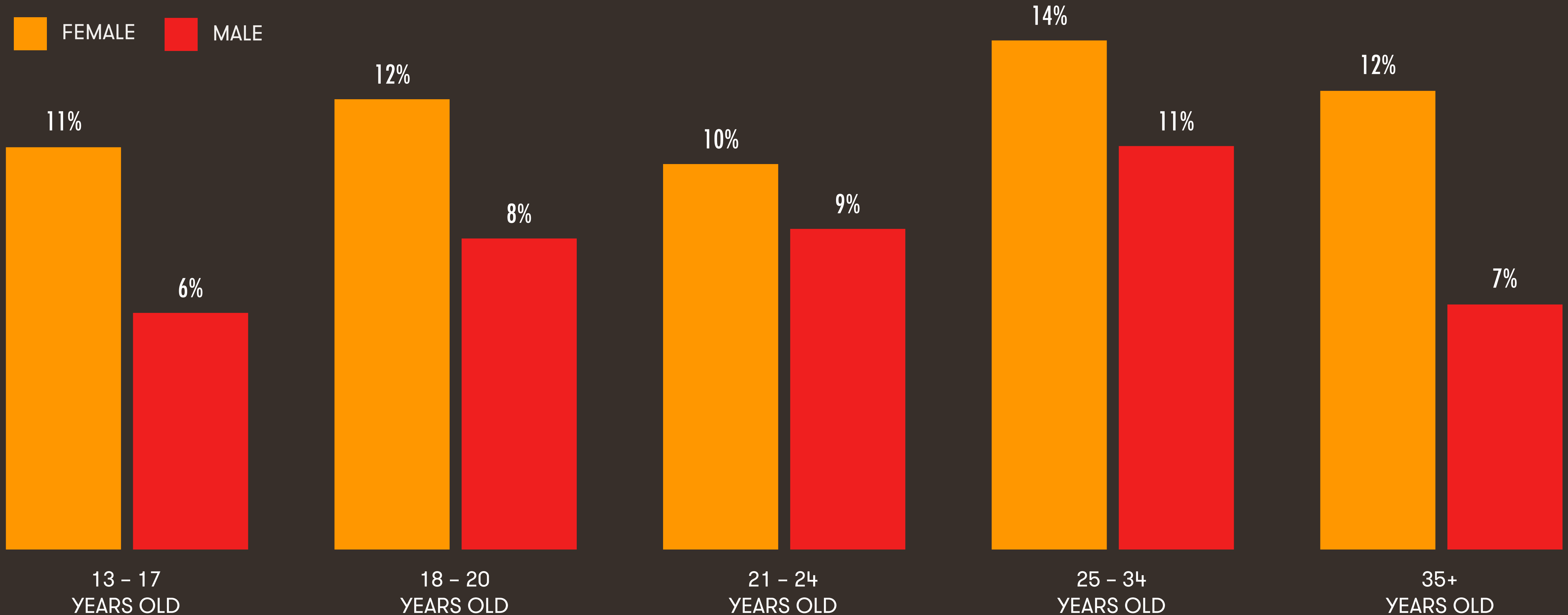


SOURCE: EXTRAPOLATION OF SNAPCHAT DATA, OCT 2018. ***NOTE:** SNAPCHAT DOES NOT REPORT POTENTIAL ADVERTISING REACH FOR AUDIENCES WHO IDENTIFY AS A GENDER OTHER THAN MALE OR FEMALE. **ADVISORY:** FIGURES REPRESENT POTENTIAL ADVERTISING REACH ONLY, AS REPORTED IN SNAPCHAT'S SELF-SERVE ADVERTISING TOOLS. PERCENTAGES MAY NOT REFLECT THE RELEVANT SPLITS FOR TOTAL DAILY OR MONTHLY ACTIVE USERS.

OCT
2018

SNAPCHAT'S ADVERTISING AUDIENCE

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



SOURCE: EXTRAPOLATION OF SNAPCHAT DATA, OCT 2018. ***NOTES:** FIGURES REPRESENT POTENTIAL MONTHLY ADVERTISING REACH, SO MAY NOT CORRELATE TO AGE AND GENDER SPLITS FOR DAILY OR MONTHLY ACTIVE USERS. SNAPCHAT DOES NOT REPORT POTENTIAL ADVERTISING REACH FOR AUDIENCES WHO IDENTIFY AS A GENDER OTHER THAN MALE OR FEMALE. FIGURES ARE BASED SOLELY ON AUDIENCES FOR WHICH AGE AND GENDER DATA ARE AVAILABLE.

OCT
2018

SNAPCHAT'S TOP COUNTRIES

COUNTRIES WITH THE LARGEST SNAPCHAT ADVERTISING AUDIENCES

#	COUNTRY	REACH*	#	COUNTRY	REACH*
01	UNITED STATES	109,500,000	11	AUSTRALIA	7,350,000
02	FRANCE	20,650,000	12=	NETHERLANDS	5,050,000
03	UNITED KINGDOM	19,900,000	12=	RUSSIA	5,050,000
04	SAUDI ARABIA	16,150,000	14	SPAIN	4,750,000
05	BRAZIL	12,400,000	15	IRAQ	4,600,000
06=	GERMANY	11,650,000	16	POLAND	4,450,000
06=	MEXICO	11,650,000	17=	INDONESIA	3,850,000
08	INDIA	10,950,000	17=	SWEDEN	3,850,000
09	CANADA	10,050,000	19	ARGENTINA	3,550,000
10	TURKEY	8,550,000	20	ITALY	3,400,000

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GLOBAL MOBILE USE

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MOBILE USERS vs. MOBILE CONNECTIONS

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

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)



5.118
BILLION

MOBILE PENETRATION
(UNIQUE USERS vs. TOTAL
POPULATION)



67%

TOTAL NUMBER
OF MOBILE
CONNECTIONS



8.880
BILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



116%

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



1.74

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GSMA



GSMA

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PERSPECTIVE: MOBILE USERS vs. CONNECTIONS

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

GSMA INTELLIGENCE DATA

TOTAL NUMBER
OF MOBILE USERS
(UNIQUE INDIVIDUALS)



5.1
BILLION

TOTAL NUMBER
OF MOBILE
CONNECTIONS



8.9
BILLION

ERICSSON MOBILITY REPORT DATA

TOTAL NUMBER
OF MOBILE USERS
(UNIQUE INDIVIDUALS)



5.4
BILLION

TOTAL NUMBER
OF MOBILE
CONNECTIONS



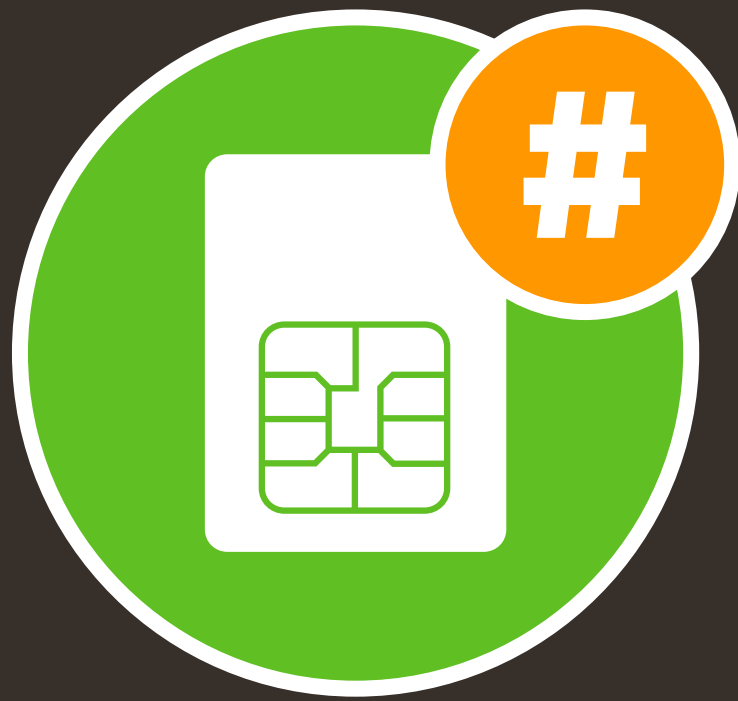
7.8
BILLION

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MOBILE CONNECTIONS BY DEVICE

BASED ON GLOBAL SMARTPHONE CONNECTIONS COMPARED TO TOTAL GLOBAL MOBILE CONNECTIONS

TOTAL GLOBAL
CONNECTIONS
(ALL DEVICES)*



8.880

BILLION

CONNECTIONS
USED ON SMART-
PHONE DEVICES



5.408

BILLION

SHARE OF SMART-
PHONE CONNECTIONS
vs. TOTAL CONNECTIONS



61%

CONNECTIONS
USED ON FEATURE-
PHONE DEVICES



3.188

BILLION

SHARE OF FEATURE-PHONE
CONNECTIONS
vs. TOTAL CONNECTIONS



36%

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GSMA



ERICSSON

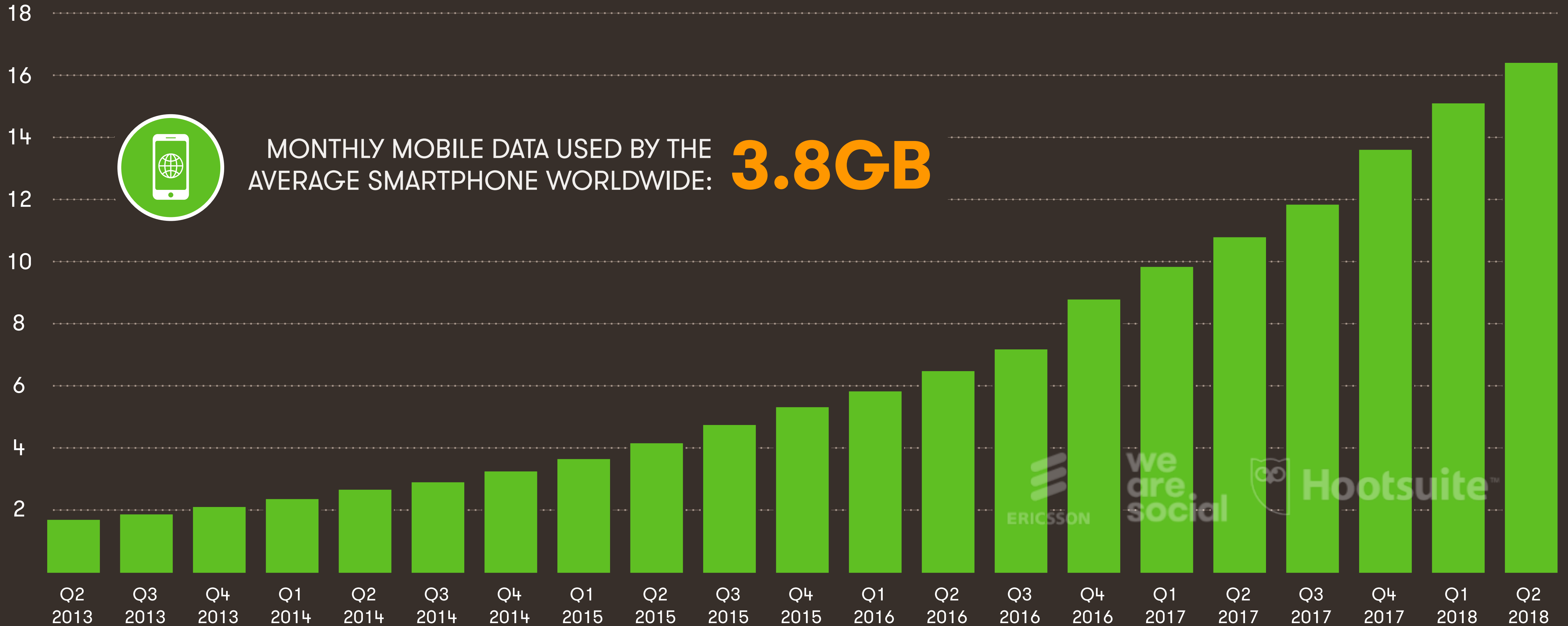
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GLOBAL MOBILE DATA GROWTH

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



MONTHLY MOBILE DATA USED BY THE
AVERAGE SMARTPHONE WORLDWIDE: **3.8GB**



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2018

SHARE OF MOBILE WEB BY MOBILE OS

BASED ON EACH OPERATING SYSTEM'S SHARE OF ALL GLOBAL MOBILE WEB REQUESTS

PERCENTAGE OF MOBILE
WEB REQUESTS FROM
ANDROID DEVICES



76.6%

PERCENTAGE OF MOBILE
WEB REQUESTS FROM
APPLE IOS DEVICES



20.7%

PERCENTAGE OF MOBILE WEB
REQUESTS FROM OTHER MOBILE
OPERATING SYSTEMS



2.7%

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GLOBAL MOBILE APP TRENDS

GLOBAL APP DOWNLOADS, AND THE VALUE OF THE GLOBAL MOBILE APP MARKET IN UNITED STATES DOLLARS, INCLUDING ANNUAL TRENDS

NUMBER OF MOBILE APPS
DOWNLOADED WORLDWIDE
IN Q3 2018 (ALL PLATFORMS)



29.0
BILLION

ANNUAL CHANGE IN
THE NUMBER OF MOBILE
APPS DOWNLOADED



+10%

TOTAL VALUE OF GLOBAL
CONSUMER SPEND ON
MOBILE APPS IN Q3 2018



\$20.0
BILLION

ANNUAL CHANGE IN VALUE
OF GLOBAL CONSUMER
SPEND ON MOBILE APPS



+20%

AVERAGE SPEND
ON MOBILE APPS PER
SMARTPHONE IN Q3 2018



\$3.70

OCT
2018

MOBILE APPS: DOWNLOADS & REVENUES

RANKINGS OF TOP MOBILE APPS BY MONTHLY DOWNLOADS AND REVENUES

RANKING OF MOBILE APPS BY **DOWNLOADS** (ALL STORES) IN SEPTEMBER 2018

#	APP NAME	DEVELOPER / COMPANY
01	FACEBOOK MESSENGER	FACEBOOK
02	HAPPY GLASS	APPLOVIN
03	FACEBOOK	FACEBOOK
04	WHATSAPP	FACEBOOK
05	DOUYIN / TIK TOK	TOUTIAO (今日头条)
06	INSTAGRAM	FACEBOOK
07	HELIX JUMP	VOODOO
08	HELLO STARS	FASTONE
09	SHAREIT	SHAREIT
10	UC BROWSER	ALIBABA GROUP

RANKING OF MOBILE APPS BY **REVENUES** (ALL STORES) IN SEPTEMBER 2018

#	APP NAME	DEVELOPER / COMPANY
01	HONOUR OF KINGS	[VARIOUS]
02	MONSTER STRIKE	MIXI (ミクシィ)
03	FATE / GRAND ORDER	[VARIOUS]
04	POKÉMON GO	NIANTIC
05	CANDY CRUSH SAGA	[VARIOUS]
06	DRAGON BALL Z DOKKAN BATTLE	[VARIOUS]
07	FANTASY WESTWARD JOURNEY	NETEASE / 37GAMES
08	NETFLIX	NETFLIX
09	LINEAGE M	NCSoft / GAMANIA
10	TINDER	INTERACTIVECORP

[CLICK HERE](#) TO ACCESS OUR FULL SUITE OF **DIGITAL IN 2018** REPORTS, WITH 5,000+ CHARTS COVERING 239 COUNTRIES



DIGITAL IN 2018

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



CLICK THE LOCATION NAMES BELOW TO ACCESS OUR IN-DEPTH LOCAL REPORTS

GLOBAL OVERVIEW	BRUNEI	DOMINICAN REP.	GUYANA	LIBERIA	NEPAL	ST KITTS & NEVIS	TAJIKISTAN
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 & THE 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	NORTH KOREA	MONACO	PORTUGAL	SPAIN	VENEZUELA
BENIN	CROATIA	GREENLAND	SOUTH KOREA	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



MORE INFORMATION

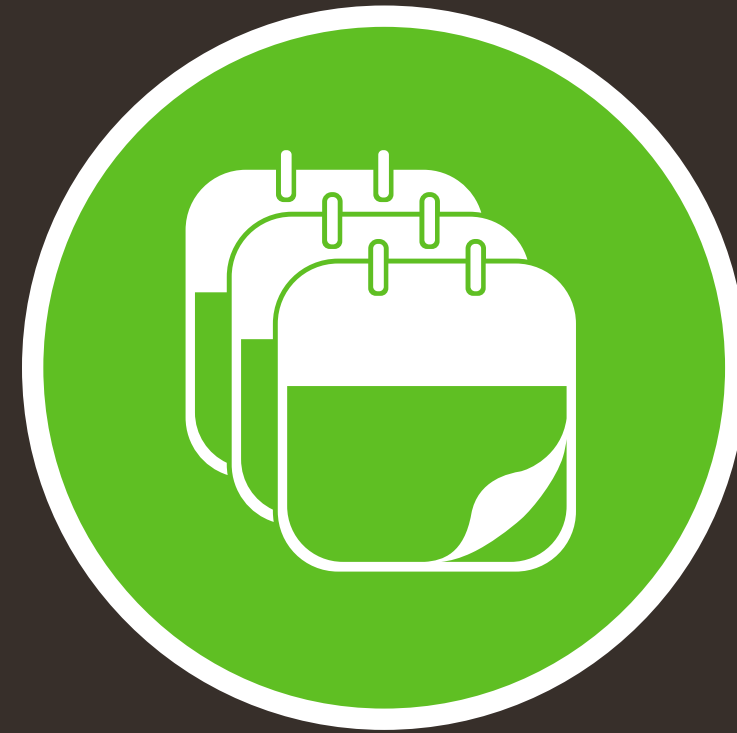
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ECONOMIC POWER



MORE THAN 30,000
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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:



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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.

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: reports@kepios.com

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