

DIGITAL 2019

SWITZERLAND

ALL THE DATA AND TRENDS YOU NEED TO UNDERSTAND INTERNET,
SOCIAL MEDIA, MOBILE, AND E-COMMERCE BEHAVIOURS IN 2019

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DIGITAL 2019

ALL THE DATA AND TRENDS YOU NEED TO UNDERSTAND INTERNET, SOCIAL MEDIA, MOBILE, AND E-COMMERCE BEHAVIOURS IN 2019



DIGITAL 2019

GLOBAL DIGITAL YEARBOOK

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD



[CLICK HERE](#) TO READ OUR DIGITAL 2019 **GLOBAL OVERVIEW REPORT**, WITH MORE THAN 200 PAGES OF ESSENTIAL CHARTS AND INSIGHTS FROM AROUND THE WORLD

[CLICK HERE](#) TO READ OUR DIGITAL 2019 **GLOBAL DIGITAL YEARBOOK**, WITH ESSENTIAL HEADLINE DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD

CLICK THE LINKS BELOW TO ACCESS OUR IN-DEPTH LOCAL REPORTS

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



GLOBAL OVERVIEW

JAN
2019

DIGITAL AROUND THE WORLD IN 2019

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

TOTAL
POPULATION



7.676

BILLION

URBANISATION:

56%

UNIQUE
MOBILE USERS



5.112

BILLION

PENETRATION:

67%

INTERNET
USERS



4.388

BILLION

PENETRATION:

57%

ACTIVE SOCIAL
MEDIA USERS



3.484

BILLION

PENETRATION:

45%

MOBILE SOCIAL
MEDIA USERS



3.256

BILLION

PENETRATION:

42%



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ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

TOTAL
POPULATION



+1.1%

JAN 2018 – JAN 2019

+84 MILLION

UNIQUE
MOBILE USERS



+2.0%

JAN 2018 – JAN 2019

+100 MILLION

INTERNET
USERS



+9.1%

JAN 2018 – JAN 2019

+367 MILLION

ACTIVE SOCIAL
MEDIA USERS



+9.0%

JAN 2018 – JAN 2019

+288 MILLION

MOBILE SOCIAL
MEDIA USERS



+10%

JAN 2018 – JAN 2019

+297 MILLION



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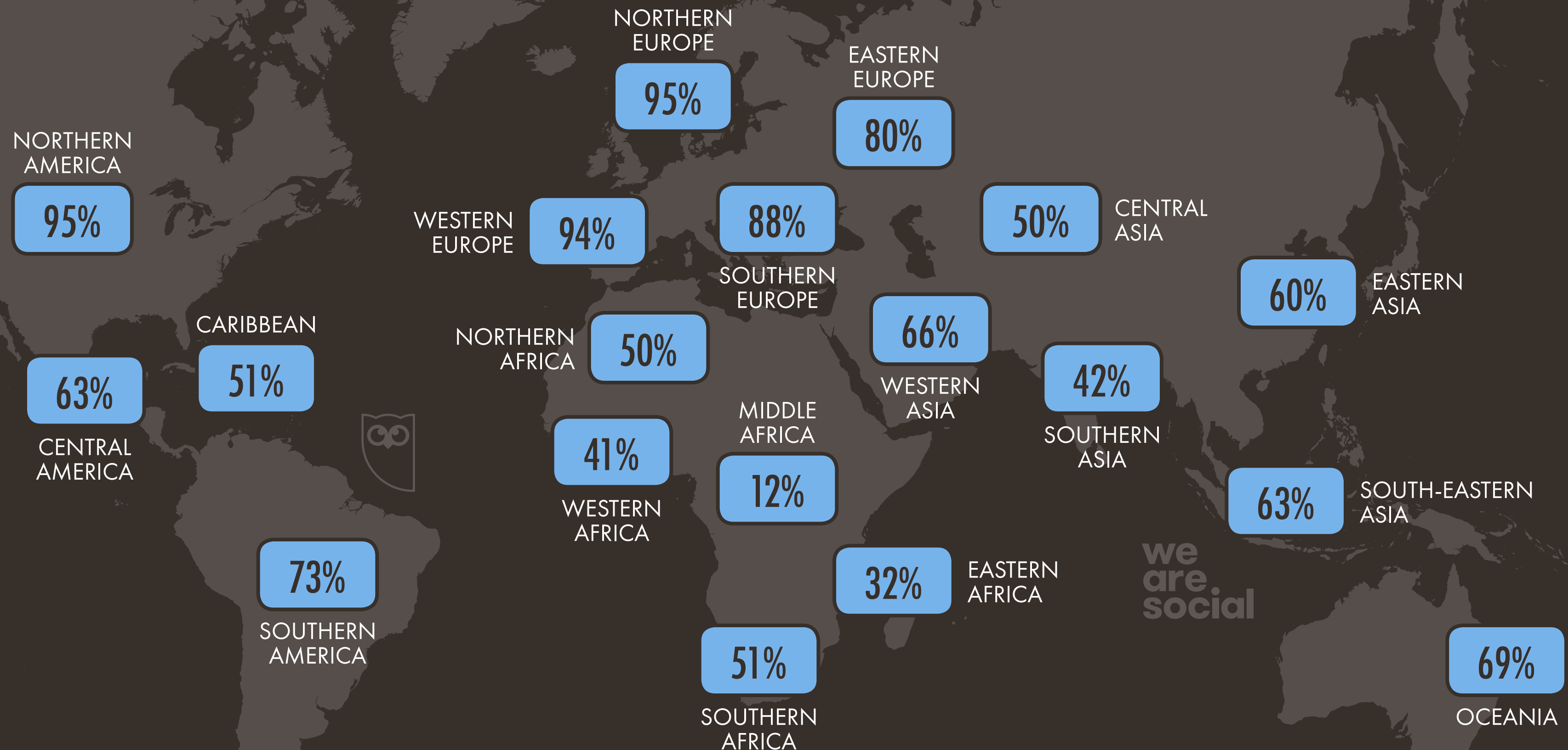


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INTERNET PENETRATION BY REGION

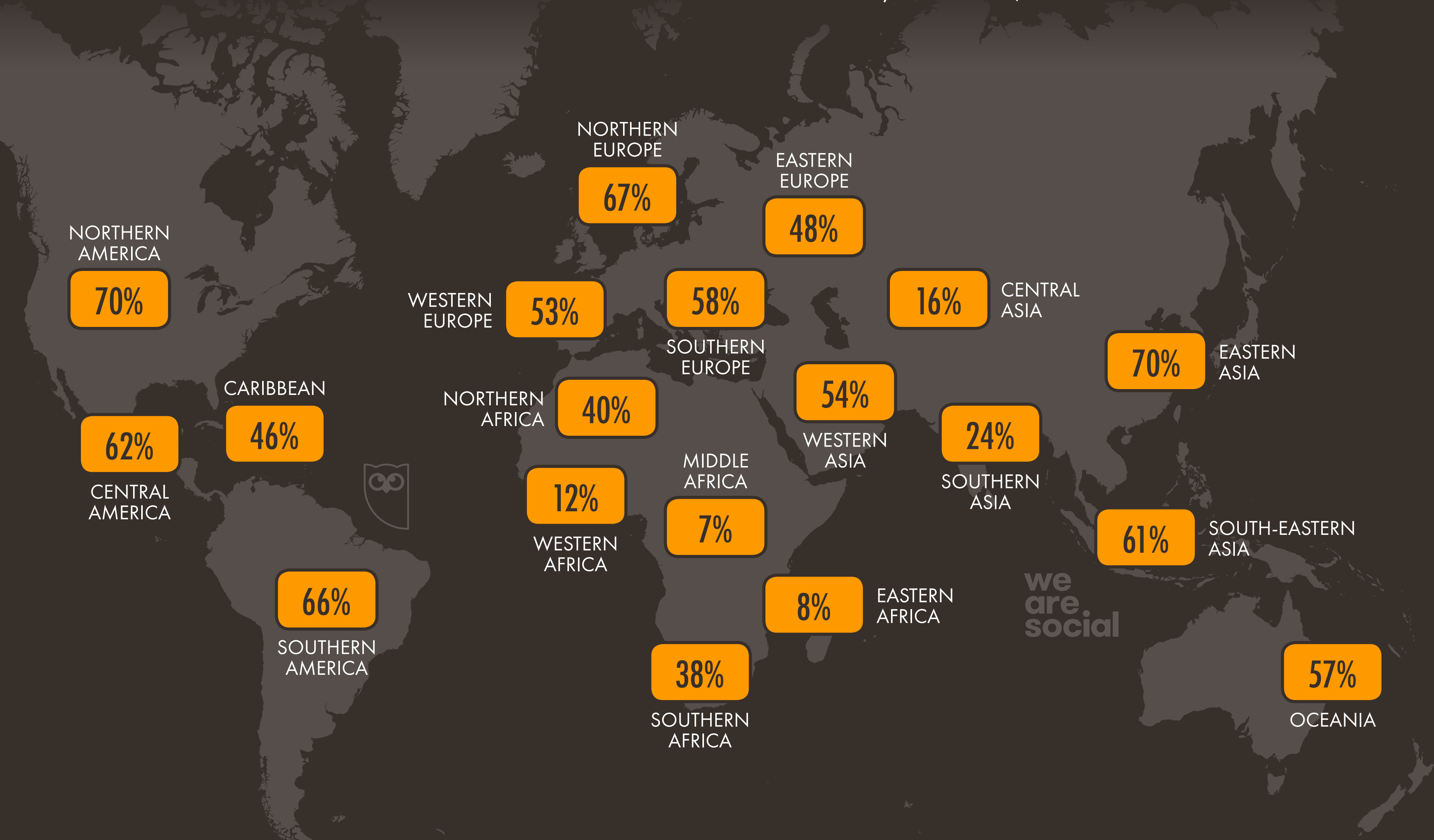
INTERNET USE BY REGION, COMPARING THE NUMBER OF INTERNET USERS TO TOTAL POPULATION (REGARDLESS OF AGE)



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SOCIAL MEDIA PENETRATION BY REGION

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE PLATFORMS IN EACH COUNTRY / TERRITORY, COMPARED TO TOTAL POPULATION

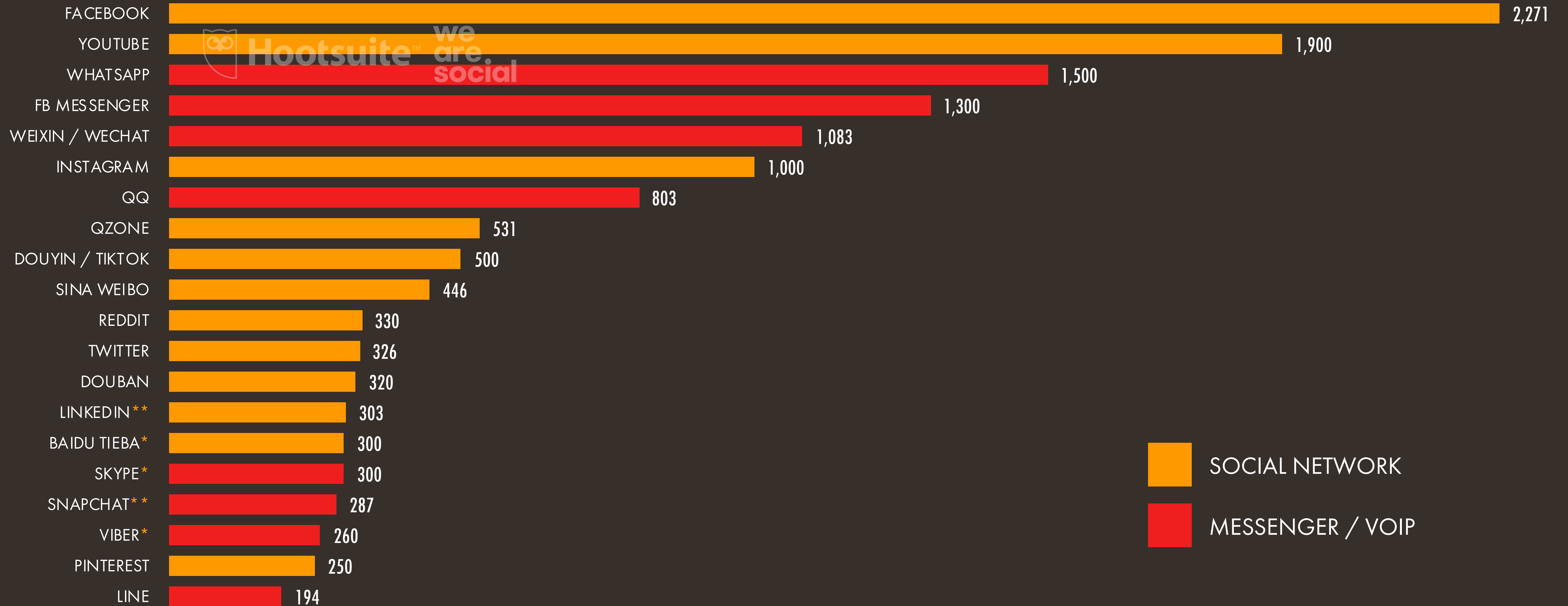


SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE BASED ON TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOScheme.

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SOCIAL PLATFORMS: ACTIVE USER ACCOUNTS

BASED ON MONTHLY ACTIVE USERS, USER ACCOUNTS, OR UNIQUE VISITORS TO EACH PLATFORM, IN MILLIONS

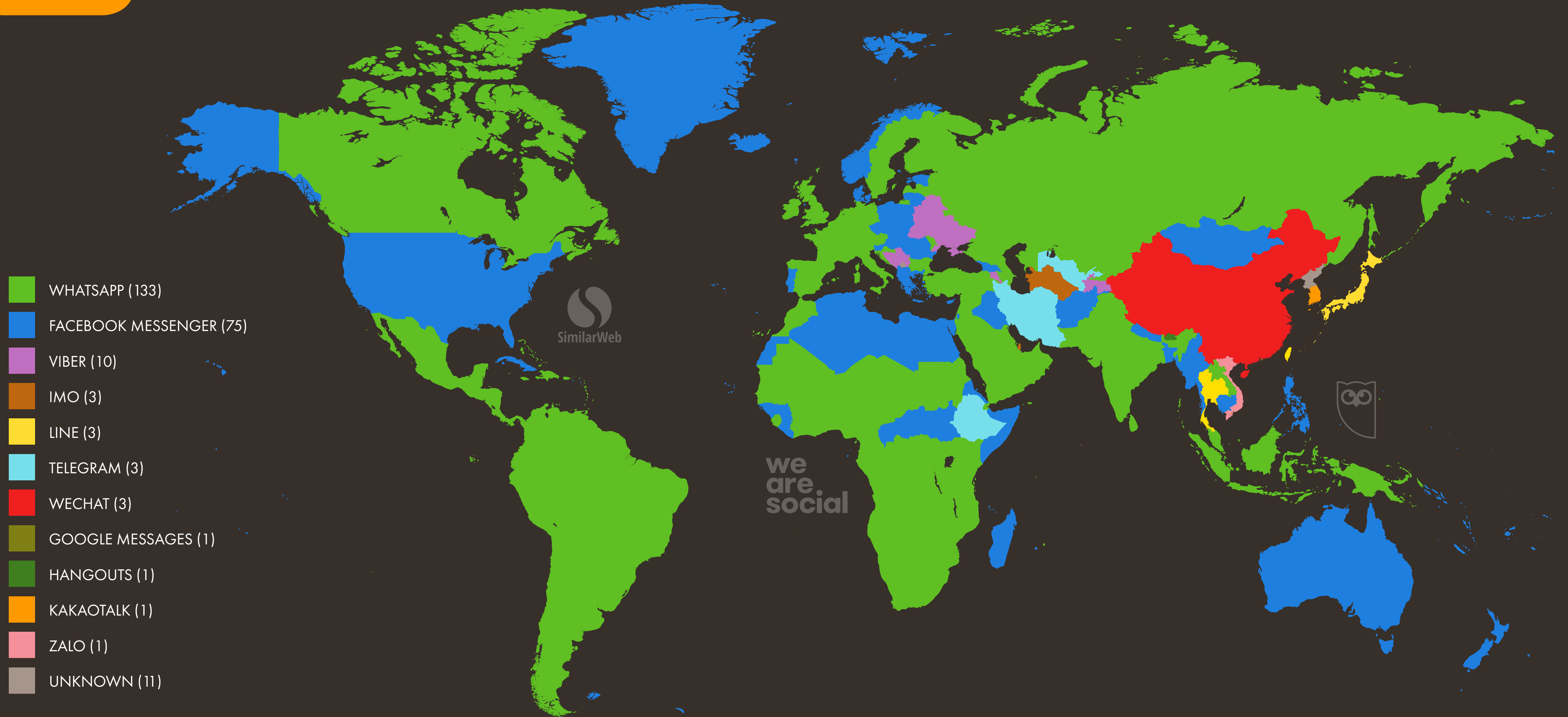


SOURCES: KEPIOS ANALYSIS; LATEST COMPANY EARNINGS RELEASES, PRESS RELEASES OR MEDIA STATEMENTS; REPORTS IN REPUTABLE MEDIA (ALL UP TO JAN 2019). ***ADVISORY:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES MAY BE LESS RELIABLE. ****NOTES:** THESE PLATFORMS DO NOT PUBLISH MAU DATA. LINKEDIN FIGURE IS BASED ON MONTHLY UNIQUE WEBSITE VISITORS IN DEC 2018, VIA SIMILARWEB. SNAPCHAT FIGURE EXTRAPOLATED FROM DATA REPORTED IN TECHCRUNCH (JUN 2017).

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TOP SOCIAL MESSENGERS AROUND THE WORLD

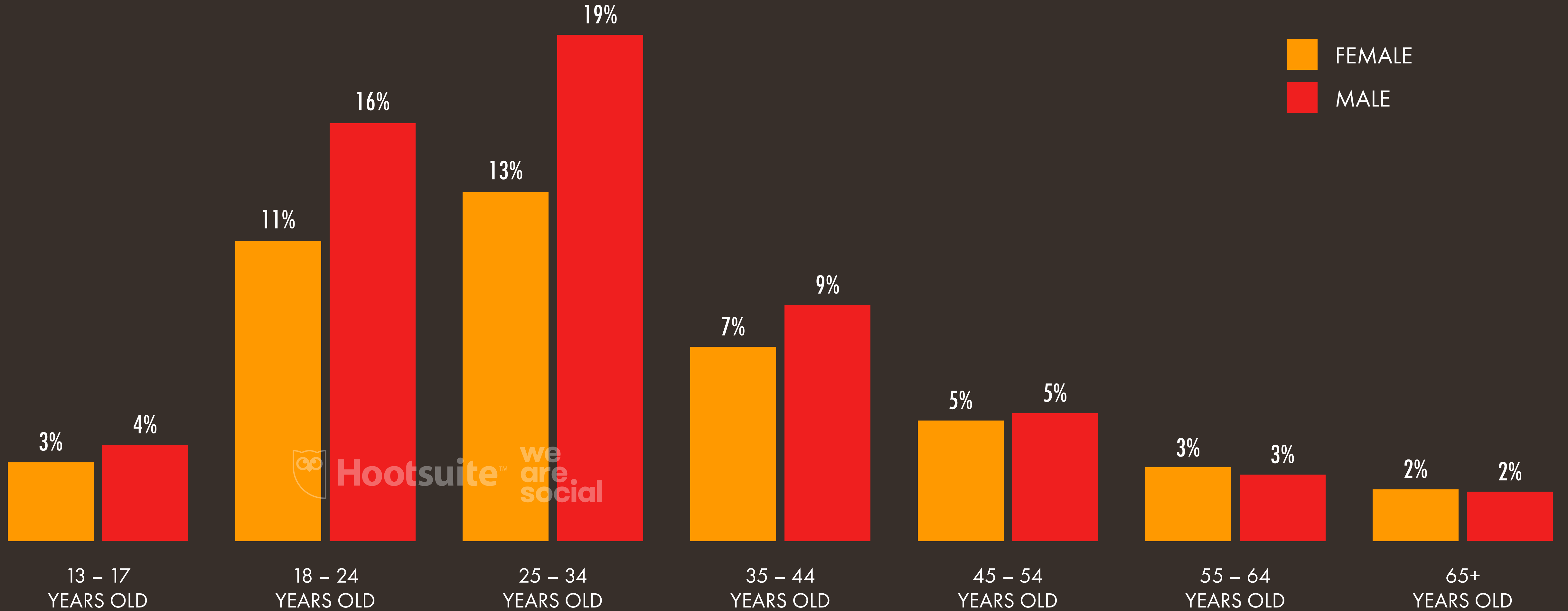
THE MOST POPULAR MESSENGER APP BY COUNTRY / TERRITORY IN DECEMBER 2018



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SOCIAL MEDIA AUDIENCE PROFILE

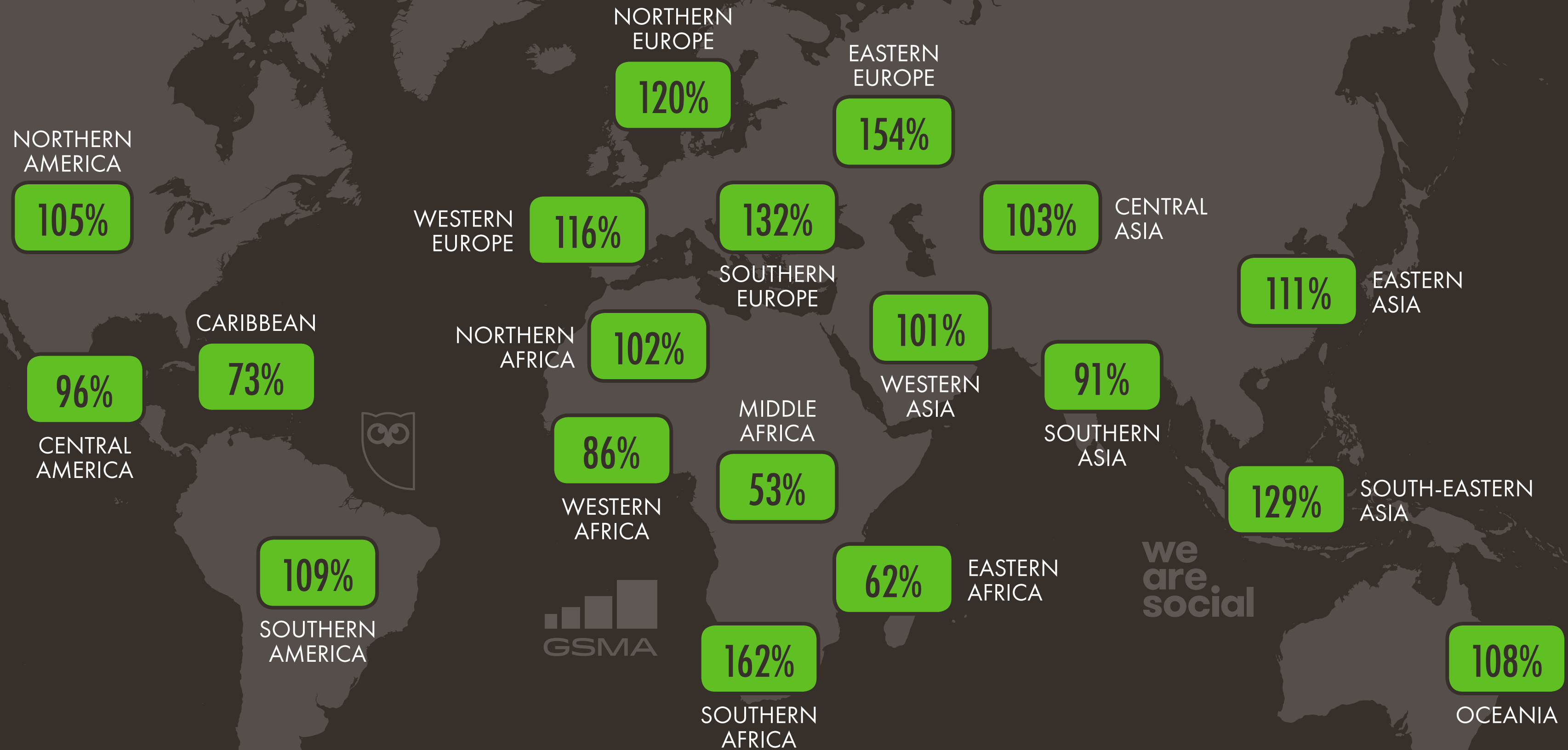
BASED ON THE COMBINED ADVERTISING AUDIENCES OF FACEBOOK, INSTAGRAM, AND FACEBOOK MESSENGER



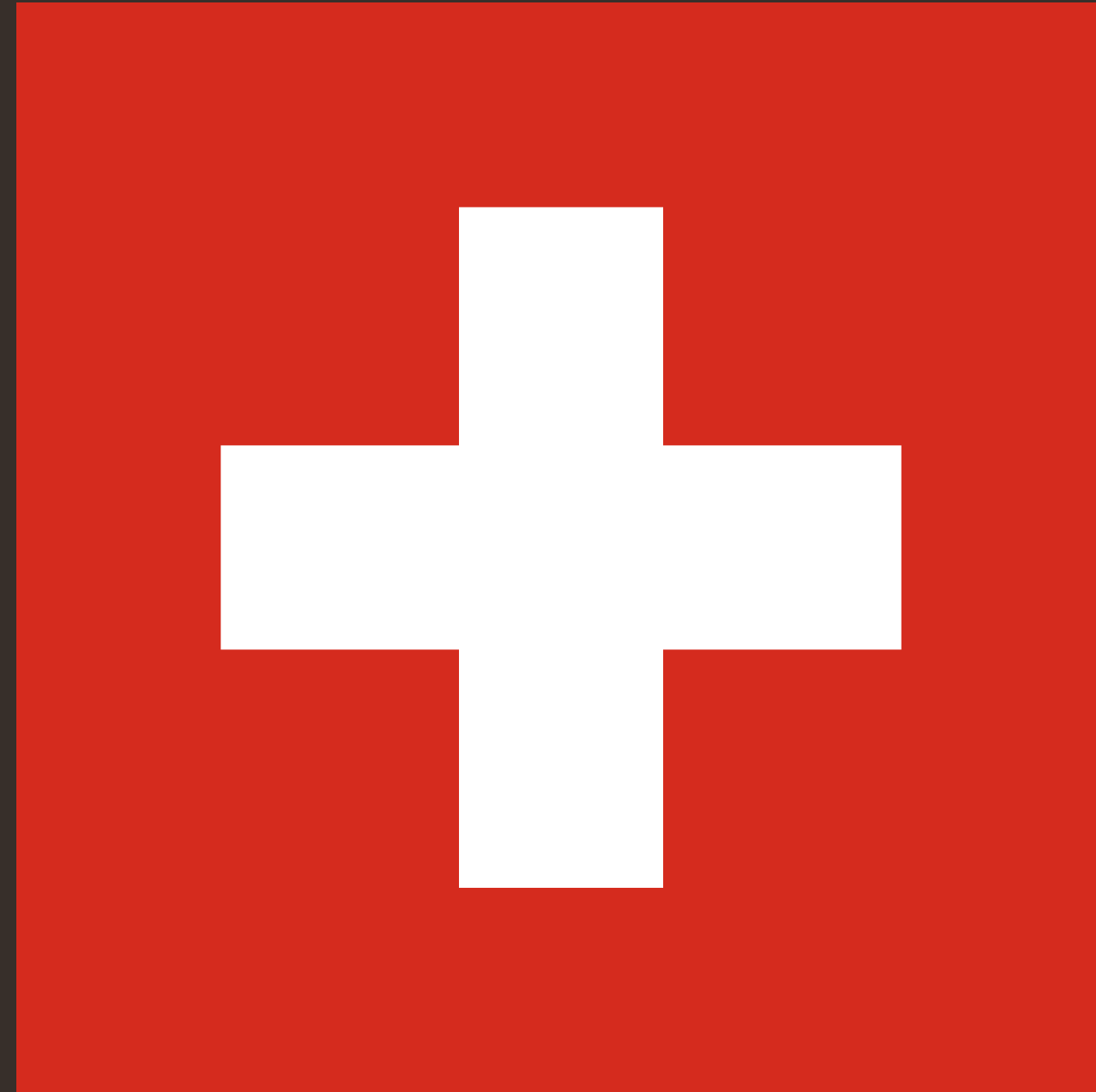
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MOBILE CONNECTIVITY BY REGION

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



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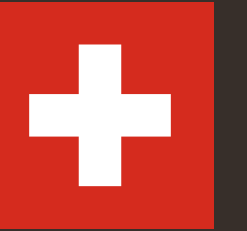


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THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE



TOTAL
POPULATION



8.58
MILLION

URBANISATION:

74%

MOBILE
SUBSCRIPTIONS



10.81
MILLION

vs. POPULATION:

126%

INTERNET
USERS



8.15
MILLION

PENETRATION:

95%

ACTIVE SOCIAL
MEDIA USERS



4.40
MILLION

PENETRATION:

51%

MOBILE SOCIAL
MEDIA USERS



3.70
MILLION

PENETRATION:

43%



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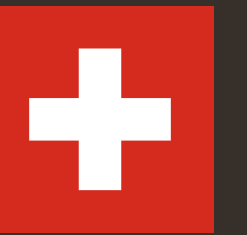


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ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



TOTAL
POPULATION



+0.8%

JAN 2018 – JAN 2019

+67 THOUSAND

MOBILE
SUBSCRIPTIONS



-0.09%

JAN 2018 – JAN 2019

-9,889

INTERNET
USERS



+7.1%

JAN 2018 – JAN 2019

+539 THOUSAND

ACTIVE SOCIAL
MEDIA USERS



0%

JAN 2018 – JAN 2019

[UNCHANGED]

MOBILE SOCIAL
MEDIA USERS



0%

JAN 2018 – JAN 2019

[UNCHANGED]



JAN
2019

OVERVIEW: POPULATION & ECONOMY

ESSENTIAL DEMOGRAPHIC AND ECONOMIC INDICATORS



TOTAL
POPULATION



8.58
MILLION

FEMALE
POPULATION



50.4%

MALE
POPULATION



49.6%

ANNUAL CHANGE
IN POPULATION SIZE



+0.8%

MEDIAN
AGE



43.1

URBAN
POPULATION



74%

GDP PER CAPITA (PPP)
(CURRENT INTERNATIONAL \$)*



\$64,712

OVERALL LITERACY
(ADULTS AGED 15+)



99%

FEMALE LITERACY
(ADULTS AGED 15+)



99%

MALE LITERACY
(ADULTS AGED 15+)



99%

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DEVICE USAGE

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



MOBILE PHONE
(ANY TYPE)



93%

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SMART
PHONE



79%



LAPTOP OR DESKTOP
COMPUTER



86%

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TABLET
DEVICE



45%

TELEVISION
(ANY KIND)



85%



DEVICE FOR STREAMING
INTERNET CONTENT TO TV



11%

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E-READER
DEVICE



6%



WEARABLE
TECH DEVICE

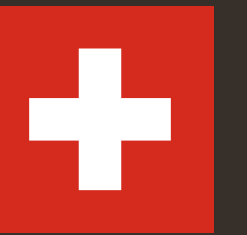


6%

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TIME SPENT WITH MEDIA

AVERAGE DAILY TIME SPENT CONSUMING AND INTERACTING WITH MEDIA [SURVEY BASED]



AVERAGE DAILY TIME
SPENT USING THE
INTERNET VIA ANY DEVICE



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4H 58M

AVERAGE DAILY TIME
SPENT USING SOCIAL
MEDIA VIA ANY DEVICE



global
web
index

1H 16M

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



2H 33M

AVERAGE DAILY TIME
SPENT LISTENING TO
STREAMING MUSIC



0H 43M

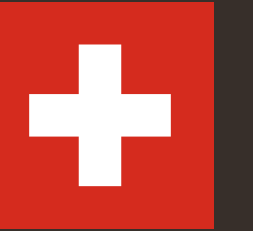


INTERNET USE

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INTERNET USE: DEVICE PERSPECTIVE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



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8.15
MILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



global
web
index

95%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



owl

6.97
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE
OF TOTAL POPULATION

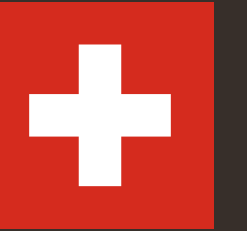


81%

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INTERNET USERS: DIFFERENT PERSPECTIVES

DIFFERENT PERSPECTIVES ON THE NUMBER OF INTERNET USERS, FROM SOME OF THE WORLD'S MOST COMPREHENSIVE STUDIES



INTERNET
WORLD STATS



7.78
MILLION

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



8.04
MILLION

WORLD
BANK



8.04
MILLION

CIA WORLD
FACTBOOK



7.31
MILLION

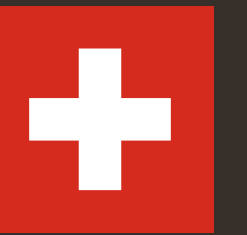
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FREQUENCY OF INTERNET USE

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



EVERY
DAY



86%

AT LEAST ONCE
PER WEEK



11%

AT LEAST ONCE
PER MONTH



2%

LESS THAN ONCE
PER MONTH



1%

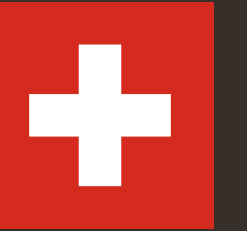
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INTERNET CONNECTION SPEEDS

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



AVERAGE SPEED OF
MOBILE INTERNET
CONNECTIONS



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47.45
MBPS

YEAR-ON-YEAR CHANGE IN
AVERAGE SPEED OF MOBILE
INTERNET CONNECTIONS



+7.9%

AVERAGE SPEED OF
FIXED INTERNET
CONNECTIONS



104.17
MBPS

YEAR-ON-YEAR CHANGE IN
AVERAGE SPEED OF FIXED
INTERNET CONNECTIONS



+32%

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SIMILARWEB'S TOP WEBSITES

RANKING OF WEBSITES BY AVERAGE MONTHLY TRAFFIC



#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	SEARCH	209,100,000	09M 43S	8.5
02	GOOGLE.CH	SEARCH	161,600,000	09M 52S	7.5
03	YOUTUBE.COM	TV & VIDEO	102,000,000	19M 57S	8.3
04	FACEBOOK.COM	SOCIAL	68,700,000	09M 35S	9.7
05	WIKIPEDIA.ORG	REFERENCE	37,700,000	03M 55S	3.2
06	BLUEWIN.CH	NEWS	22,500,000	07M 01S	5.7
07	BLICK.CH	NEWS	20,000,000	04M 40S	3.7
08	20MIN.CH	NEWS	19,500,000	04M 34S	3.7
09	PORNHUB.COM	ADULT	16,400,000	10M 54S	10.1
10	LIVE.COM	EMAIL	14,100,000	06M 37S	7.5

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ALEXA'S TOP WEBSITES

RANKING OF WEBSITES BY THE NUMBER OF VISITORS AND TOTAL PAGE VIEWS

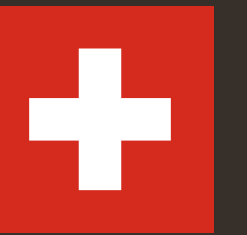


#	WEBSITE	TIME / DAY	PAGES / VISIT	#	WEBSITE	TIME / DAY	PAGES / VISIT
01	GOOGLE.COM	07M 42S	9.54	11	TWITTER.COM	06M 23S	3.21
02	YOUTUBE.COM	08M 47S	5.02	12	AMAZON.DE	08M 43S	8.65
03	GOOGLE.CH	05M 31S	8.76	13	LINKEDIN.COM	06M 12S	4.52
04	FACEBOOK.COM	09M 43S	4.03	14	SRF.CH	03M 51S	2.85
05	WIKIPEDIA.ORG	04M 15S	3.15	15	PORNHUB.COM	08M 43S	3.35
06	20MIN.CH	05M 19S	2.80	16	RICARDO.CH	10M 24S	9.71
07	LIVE.COM	03M 53S	3.76	17	BLICK.CH	04M 52S	2.05
08	BLUEWIN.CH	04M 44S	4.16	18	YAHOO.COM	04M 01S	3.60
09	INSTAGRAM.COM	05M 47S	3.86	19	DIGITEC.CH	05M 33S	5.10
10	LIVEJASMIN.COM	01M 29S	1.40	20	POSTFINANCE.CH	06M 10S	2.95

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TOP GOOGLE SEARCH QUERIES IN 2018

BASED ON SEARCHES THROUGHOUT 2018



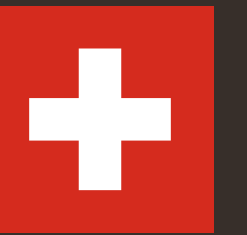
#	SEARCH QUERY	INDEX
01	GOOGLE	100
02	WETTER	90
03	YOUTUBE	73
04	FACEBOOK	67
05	BLICK	64
06	20	50
07	METEO	48
08	SRF	34
09	SWISS	34
10	COOP	31

#	SEARCH QUERY	INDEX
11	TRANSLATE	30
12	MAPS	29
13	SBB	28
14	TRADUCTION	28
15	NEWS	27
16	WM	24
17	ÜBERSETZER	24
18	20 MIN	23
19	INSTAGRAM	23
20	BLUEWIN	23

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CONTENT STREAMING ACTIVITIES

PERCENTAGE OF INTERNET USERS WHO STREAM EACH KIND OF CONTENT EACH MONTH [SURVEY BASED]



WATCH VIDEOS
ONLINE



90%

STREAM TV CONTENT
VIA THE INTERNET



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38%

PLAY GAMES STREAMED
LIVE VIA THE INTERNET



6.6%

WATCH LIVE STREAMS OF
OTHERS PLAYING GAMES



we
are
social

8.5%

WATCH E-SPORTS
TOURNAMENTS



5.5%

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USE OF INTERNET TECHNOLOGIES

PERCENTAGE OF INTERNET USERS THAT USE EACH TOOL OR SERVICE EACH MONTH



VOICE SEARCH OR
VOICE COMMANDS



we
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20%

RIDE-HAILING
SERVICES



global
web
index

7.8%

AD-BLOCKING
TOOLS



40%

VIRTUAL PRIVATE
NETWORK (VPN)



22%

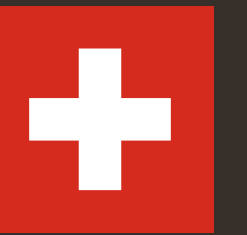


SOCIAL MEDIA USE

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SOCIAL MEDIA OVERVIEW

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE SOCIAL MEDIA PLATFORMS



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



4.40
MILLION

ACTIVE SOCIAL MEDIA
USERS AS A PERCENTAGE
OF TOTAL POPULATION



51%

TOTAL NUMBER OF ACTIVE
SOCIAL USERS ACCESSING
VIA MOBILE DEVICES



3.70
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



43%

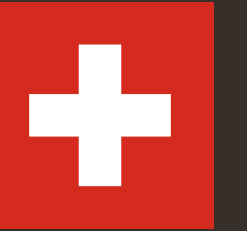
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SOCIAL MEDIA BEHAVIOURS

HOW INTERNET USERS ENGAGE WITH SOCIAL MEDIA [SURVEY BASED]



VISITED OR USED A SOCIAL NETWORK OR MESSAGING SERVICE IN THE PAST MONTH



97%



ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH



82%



AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA



1 H 16 M



AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*



6.6



PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES

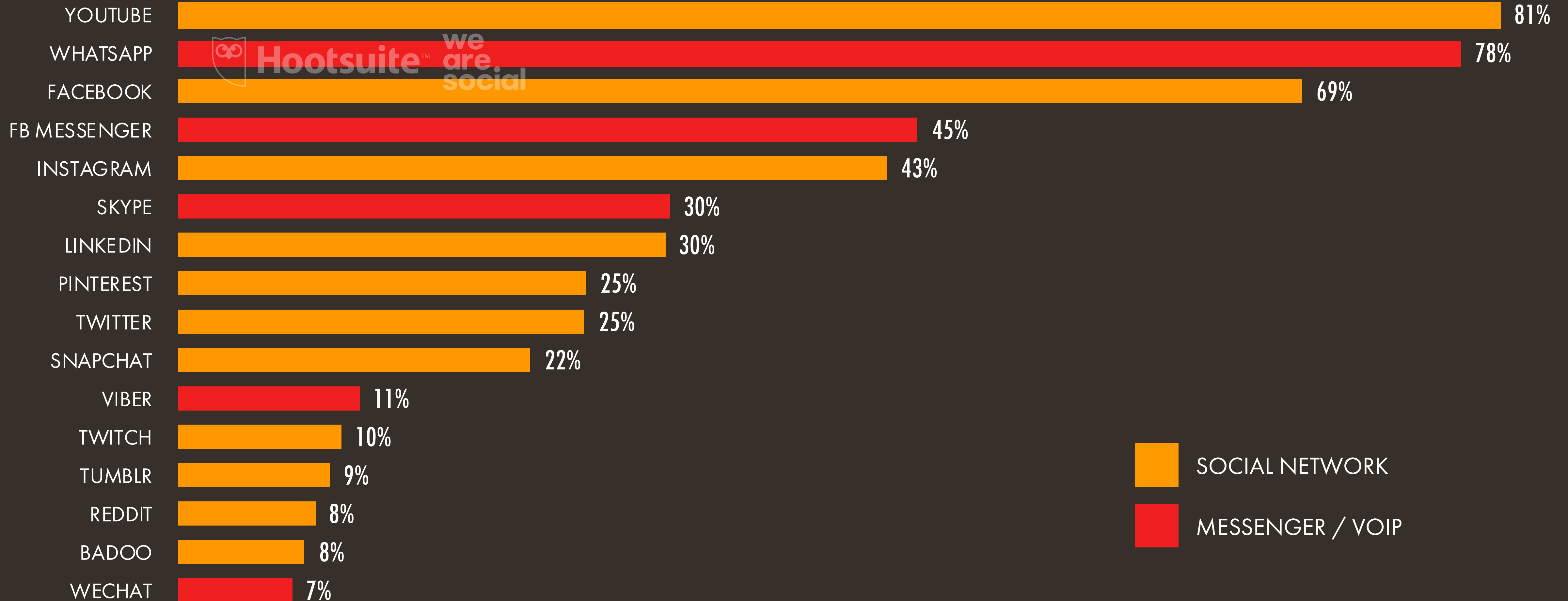


20%

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MOST ACTIVE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS WHO REPORT USING EACH PLATFORM [SURVEY BASED]



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SOCIAL MEDIA ADVERTISING AUDIENCES

A COMPARISON OF THE TOTAL ADDRESSABLE ADVERTISING AUDIENCE* OF SELECTED SOCIAL MEDIA PLATFORMS



TOTAL ADVERTISING
AUDIENCE ON FACEBOOK
(MONTHLY ACTIVE USERS)



3.80
MILLION

FEMALE 50%
MALE 50%

TOTAL ADVERTISING
AUDIENCE ON INSTAGRAM
(MONTHLY ACTIVE USERS)



2.50
MILLION

FEMALE 48%
MALE 52%

TOTAL ADVERTISING
AUDIENCE ON TWITTER
(MONTHLY ACTIVE USERS)



765.0
THOUSAND

FEMALE 32%
MALE 68%

TOTAL ADVERTISING
AUDIENCE ON SNAPCHAT
(MONTHLY ACTIVE USERS)



1.65
MILLION

FEMALE 54%
MALE 45%

TOTAL ADVERTISING
AUDIENCE ON LINKEDIN
(REGISTERED MEMBERS)



2.70
MILLION

FEMALE 40%
MALE 60%



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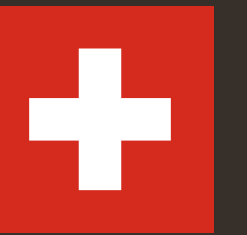


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2019

SOCIAL MEDIA AUDIENCES: QUARTERLY GROWTH

THE QUARTERLY CHANGE IN THE TOTAL ADDRESSABLE ADVERTISING AUDIENCES* OF SELECTED SOCIAL MEDIA PLATFORMS



QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON FACEBOOK
(MONTHLY ACTIVE USERS)



we
are
social

0%

QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON INSTAGRAM
(MONTHLY ACTIVE USERS)



+4.2%

QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON TWITTER
(MONTHLY ACTIVE USERS)



we
are
social

+1.2%

QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON SNAPCHAT
(MONTHLY ACTIVE USERS)



-5.7%

QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON LINKEDIN
(REGISTERED MEMBERS)

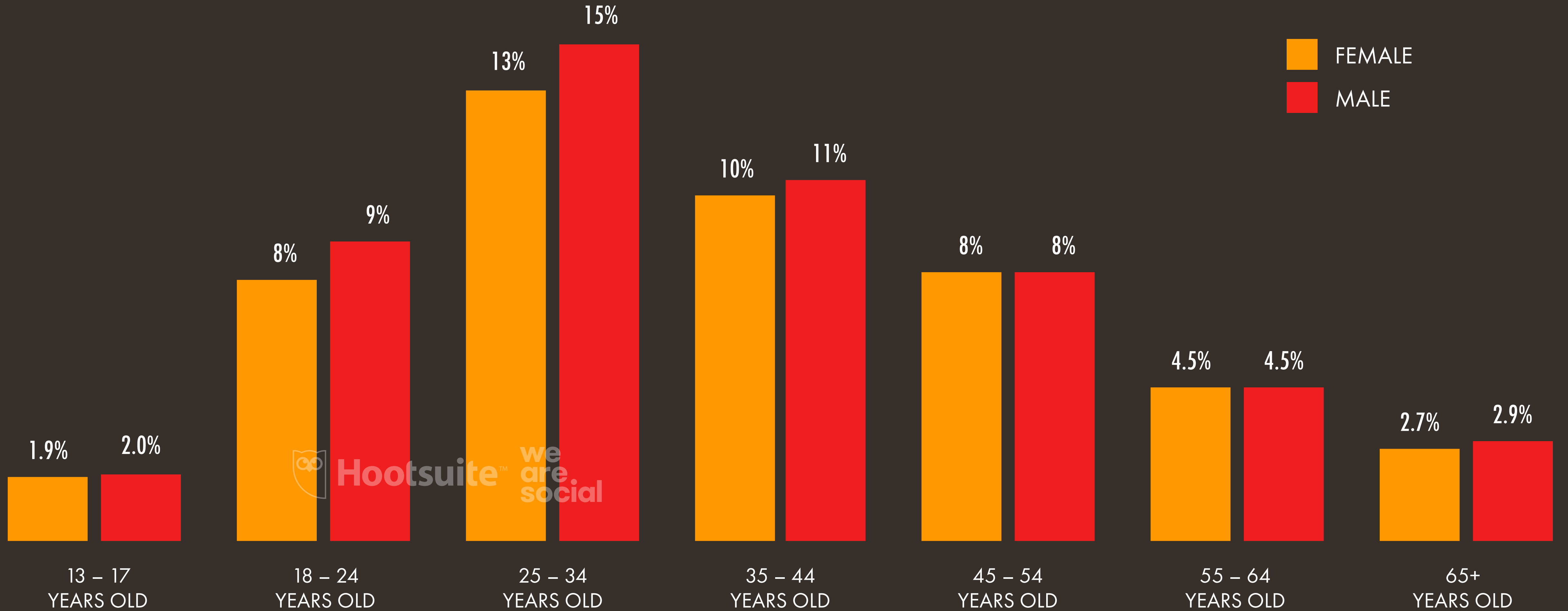
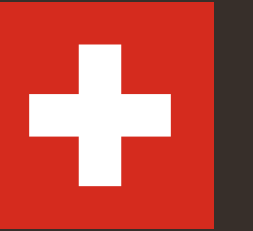


0%

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2019

SOCIAL MEDIA AUDIENCE PROFILE

BASED ON THE COMBINED ADVERTISING AUDIENCES OF FACEBOOK, INSTAGRAM, AND FACEBOOK MESSENGER



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FACEBOOK AUDIENCE OVERVIEW

BASED ON FACEBOOK'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



we
are
social

3.80
MILLION

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON FACEBOOK



51%

QUARTER-ON-
QUARTER GROWTH
IN FACEBOOK
ADVERTISING REACH



we
are
social

0%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



50%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*



50%

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FACEBOOK ACTIVITY FREQUENCY

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



NUMBER OF
FACEBOOK PAGES
LIKED (LIFETIME)



1

FEMALE

1

MALE

1

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



8

FEMALE

11

MALE

6

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



3

FEMALE

4

MALE

2

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



1

FEMALE

1

MALE

1

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



9

FEMALE

10

MALE

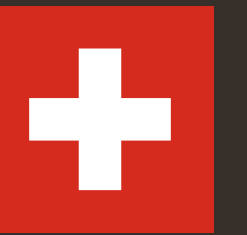
8



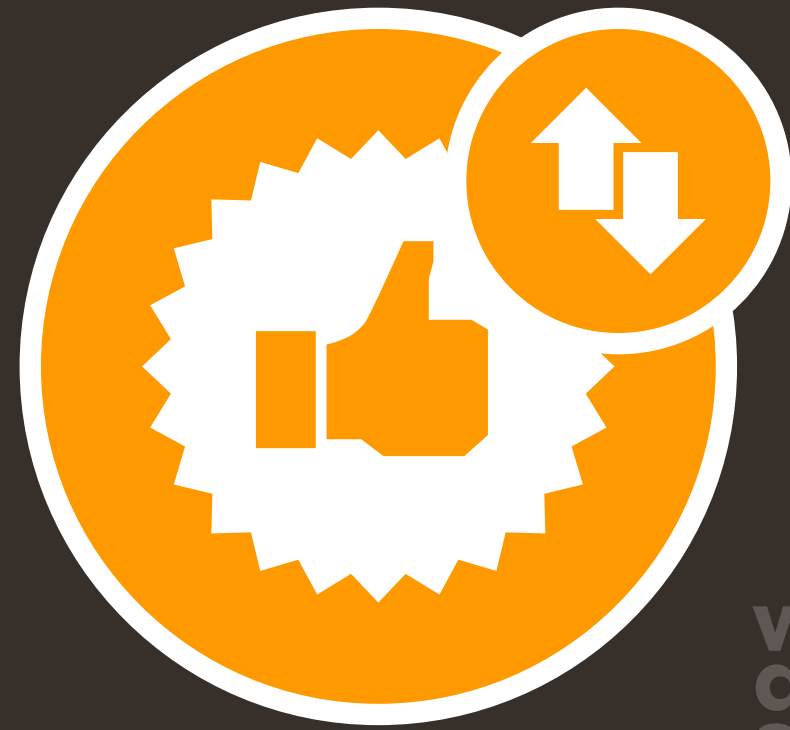
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FACEBOOK PAGE REACH BENCHMARKS

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



AVERAGE MONTHLY
CHANGE IN PAGE LIKES



we
are
social

+0.09%

AVERAGE POST REACH
vs. PAGE LIKES



locowise

7.9%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



6.1%

PERCENTAGE OF PAGES
USING PAID MEDIA



locowise

21%

AVERAGE PAID REACH
vs. TOTAL REACH

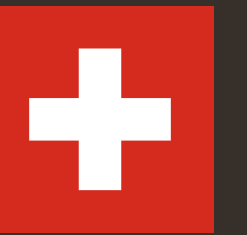


25%

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FACEBOOK ENGAGEMENT BENCHMARKS

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



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS (ALL TYPES OF
POST, ALL TYPES OF PAGE*)



3.15%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS
(ALL TYPES OF PAGE*)



5.83%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS
(ALL TYPES OF PAGE*)



5.64%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS
(ALL TYPES OF PAGE*)



4.21%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS
(ALL TYPES OF PAGE*)



1.03%



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2019

INSTAGRAM AUDIENCE OVERVIEW

BASED ON INSTAGRAM'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



we
are
social

2.50
MILLION

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON INSTAGRAM



34%

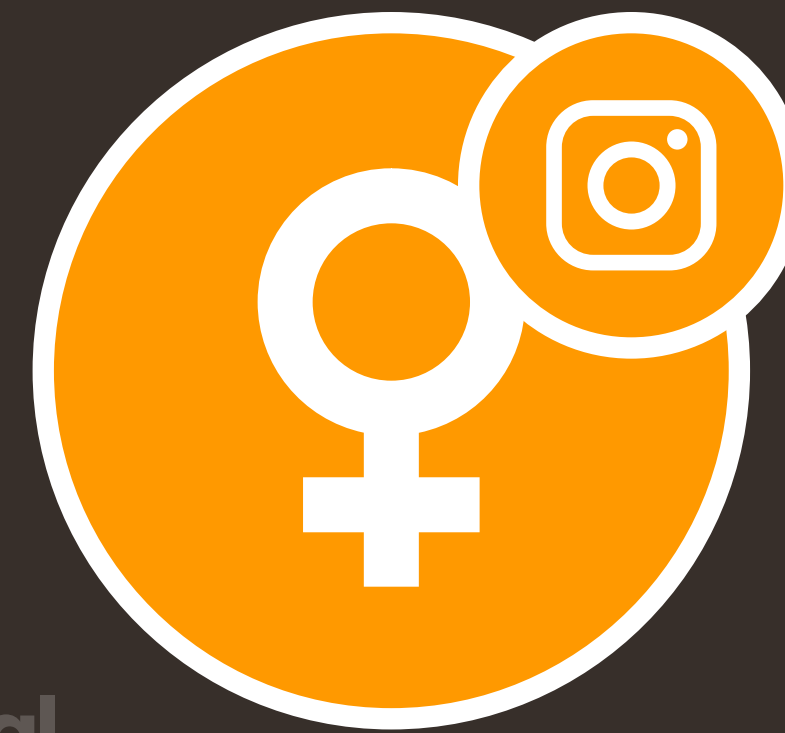
QUARTER-ON-
QUARTER GROWTH
IN INSTAGRAM
ADVERTISING REACH



we
are
social

+4.2%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



48%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*



52%

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2019

TWITTER AUDIENCE OVERVIEW

BASED ON TWITTER'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



we
are
social

765.0
THOUSAND

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON TWITTER



10%

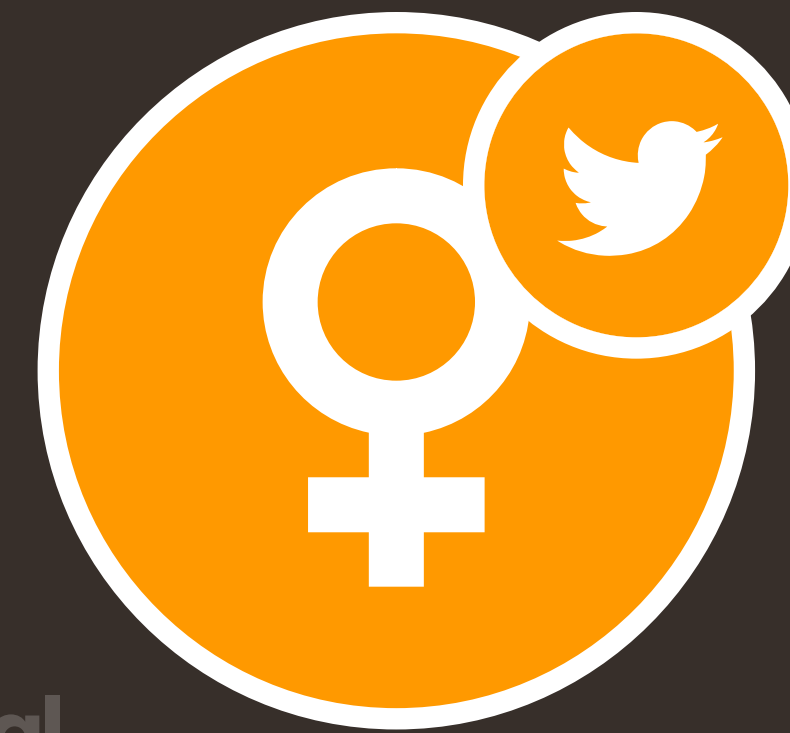
QUARTER-ON-
QUARTER GROWTH
IN TWITTER
ADVERTISING REACH



we
are
social

+1.2%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS FEMALE*



32%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS MALE*

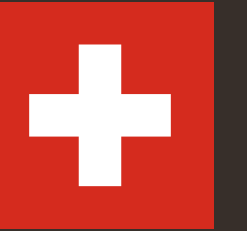


68%

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SNAPCHAT AUDIENCE OVERVIEW

BASED ON SNAPCHAT'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



we
are
social

1.65
MILLION

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON SNAPCHAT



22%

QUARTER-ON-
QUARTER GROWTH
IN SNAPCHAT
ADVERTISING REACH



we
are
social

-5.7%

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS FEMALE*



54%

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS MALE*

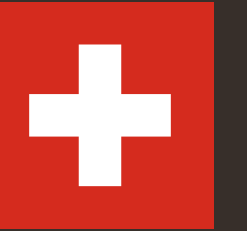


45%

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LINKEDIN AUDIENCE OVERVIEW

BASED ON LINKEDIN'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



2.70
MILLION

we
are
social

PERCENTAGE OF ADULTS
AGED 18+ THAT CAN
BE REACHED WITH
ADVERTS ON LINKEDIN



38%



QUARTER-ON-
QUARTER GROWTH
IN LINKEDIN
ADVERTISING REACH



0%

we
are
social

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS FEMALE*



40%



PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS MALE*



60%

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2019

TOP YOUTUBE SEARCH QUERIES IN 2018

BASED ON SEARCHES ON THE YOUTUBE PLATFORM THROUGHOUT 2018



#	SEARCH QUERY	INDEX
01	MUSIC	100
02	FORTNITE	80
03	LIVE	80
04	MUSIK	42
05	MUSIQUE	40
06	KARAOKE	27
07	DOKU	25
08	MINECRAFT	24
09	EMINEM	22
10	CAPITAL BRA	21

#	SEARCH QUERY	INDEX
11	ED SHEERAN	18
12	ASMR	17
13	79	16
14	ZADRUGA	15
15	DRAKE	14
16	BIBIS BEAUTY PALACE	14
17	SQUEEZIE	13
18	NINJA	13
19	BTS	13
20	DESPACITO	13

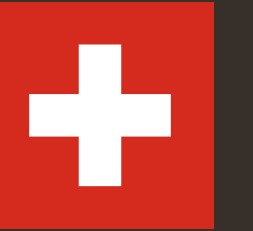


MOBILE USE

JAN
2019

MOBILE CONNECTIONS BY TYPE

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



TOTAL NUMBER
OF MOBILE
CONNECTIONS



10.81
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



126%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



31%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



69%

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



96%

we
are
social

GSMA

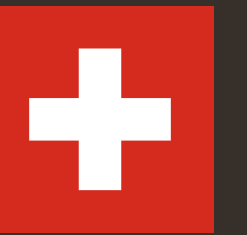


GSMA

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MOBILE CONNECTIVITY INDEX

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



OVERALL COUNTRY
INDEX SCORE



83.70

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



79.54

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

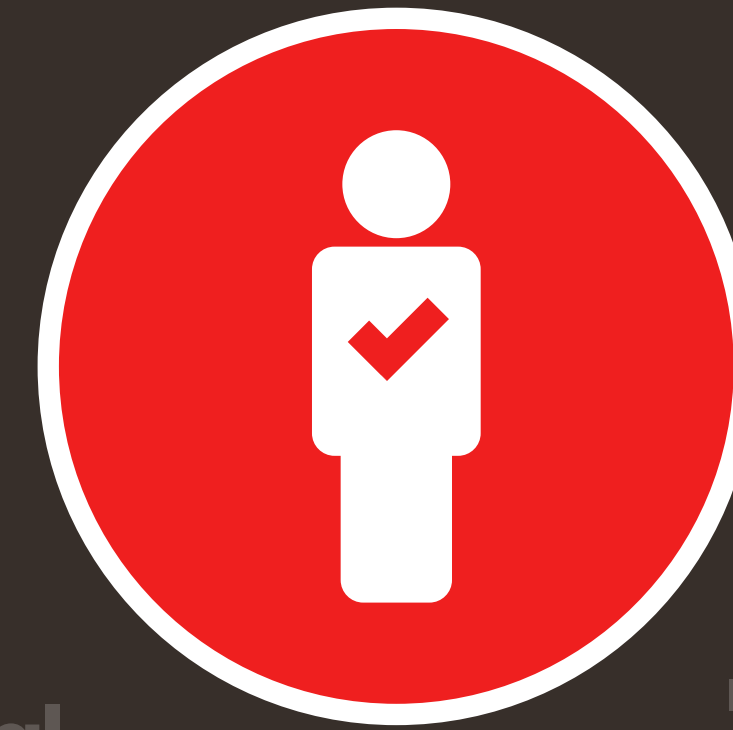
AFFORDABILITY OF
DEVICES & SERVICES



90.45

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



87.40

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



78.03

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100



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2019

MOBILE ACTIVITIES

PERCENTAGE OF INTERNET USERS PERFORMING EACH ACTIVITY ON A MOBILE PHONE EACH MONTH [SURVEY BASED]



PERCENTAGE OF
INTERNET USERS USING
MOBILE MESSENGERS



we
are
social

78%

PERCENTAGE OF
INTERNET USERS WATCHING
VIDEOS ON MOBILE



global
web
index

73%

PERCENTAGE OF
INTERNET USERS PLAYING
GAMES ON MOBILE



47%

PERCENTAGE OF
INTERNET USERS USING
MOBILE BANKING



global
web
index

35%

PERCENTAGE OF
INTERNET USERS USING
MOBILE MAP SERVICES



70%

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2019

MOBILE APPS: INSTALLS vs. USAGE

A CLOSER LOOK AT THE NUMBER OF APPS DOWNLOADED AND INSTALLED, COMPARED TO THE NUMBER OF APPS USED



NUMBER OF MOBILE APPS DOWNLOADED DURING FULL YEAR 2018



we are social

233.6
MILLION

TOTAL CONSUMER SPENDING ON MOBILE APPS DURING 2018 (U.S. DOLLARS)



App Annie

\$471.9
MILLION

AVERAGE NUMBER OF APPS INSTALLED PER SMARTPHONE DEVICE



[N/A]

AVERAGE NUMBER OF MOBILE APPS USED PER MONTH PER SMARTPHONE



[N/A]

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MOBILE APP RANKINGS: ACTIVE USERS

RANKINGS OF TOP MOBILE APPS AND GAMES BY AVERAGE MONTHLY ACTIVE USERS THROUGHOUT 2018



RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	DEVELOPER
01	WHATSAPP MESSENGER	FACEBOOK
02	SBB	SBB
03	FACEBOOK	FACEBOOK
04	FACEBOOK MESSENGER	FACEBOOK
05	20 MINUTES SWITZERLAND	TAMEDIA
06	METEOSWISS	METEOSWISS
07	INSTAGRAM	FACEBOOK
08	MIGROS – EINKAUFEN & SPAREN	MIGROS
09	SPOTIFY	SPOTIFY
10	SNAPCHAT	SNAP

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	APP NAME	DEVELOPER
01	QUIZCLASH	MAG INTERACTIVE
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	CLASH ROYALE	SUPERCCELL
04	CLASH OF CLANS	SUPERCCELL
05	POKÉMON GO	NIANTIC
06	SUBWAY SURFERS	KILOO
07	RIDER	UBISOFT
08	HELIX JUMP	VOODOO
09	FORTNITE	EPIC GAMES
10	MOBILITYWARE SOLITAIRE	MOBILITYWARE

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MOBILE APP RANKINGS: DOWNLOADS

RANKINGS OF TOP MOBILE APPS AND GAMES BY THE NUMBER OF DOWNLOADS IN 2018



RANKING OF MOBILE APPS BY DOWNLOADS

#	APP NAME	DEVELOPER
01	WHATSAPP MESSENGER	FACEBOOK
02	FACEBOOK MESSENGER	FACEBOOK
03	WISH	CONTEXTLOGIC
04	INSTAGRAM	FACEBOOK
05	SPOTIFY	SPOTIFY
06	NETFLIX	NETFLIX
07	SBB	SBB
08	SNAPCHAT	SNAP
09	FACEBOOK	FACEBOOK
10	ZALANDO	ZALANDO

RANKING OF MOBILE GAMES BY DOWNLOADS

#	APP NAME	DEVELOPER
01	HELIX JUMP	VOODOO
02	LOVE BALLS	SUPERTAPX
03	RISE UP	SERKAN OZYILMAZ
04	HAPPY GLASS	APPLOVIN
05	FORTNITE	EPIC GAMES
06	KNIFE HIT	UBISOFT
07	TOON BLAST	PEAK GAMES
08	PAPER.IO 2	VOODOO
09	SUBWAY SURFERS	KILOO
10	KICK THE BUDDY	PLAYGENDARY

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MOBILE APP RANKINGS: REVENUE

RANKINGS OF TOP MOBILE APPS AND GAMES BY TOTAL REVENUE GENERATED IN 2018



RANKING OF MOBILE APPS BY REVENUE

#	APP NAME	DEVELOPER
01	NETFLIX	NETFLIX
02	TINDER	INTERACTIVECORP (IAC)
03	LOVOO	THE MEET GROUP
04	BADDOO	BADDOO
05	AZAR	HYPERCONNECT
06	BABEL	BABEL
07	LINKEDIN	MICROSOFT
08	GOOGLE DRIVE	GOOGLE
09	ZATTOO LIVE TV	ZATTOO
10	DROPBOX	DROPBOX

RANKING OF MOBILE GAMES BY REVENUE

#	APP NAME	DEVELOPER
01	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
02	CLASH OF CLANS	SUPERCCELL
03	GARDENSCAPES - NEW ACRES	PLAYRIX
04	CLASH ROYALE	SUPERCCELL
05	HAY DAY	SUPERCCELL
06	FORTNITE	EPIC GAMES
07	HOMESCAPES	PLAYRIX
08	POKÉMON GO	NIANTIC
09	CANDY CRUSH SODA SAGA	ACTIVISION BLIZZARD
10	GUNS OF GLORY	FUNPLUS

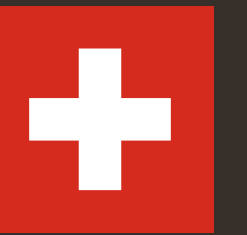


E-COMMERCE USE

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2019

FINANCIAL INCLUSION FACTORS

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



HAS AN ACCOUNT WITH
A FINANCIAL INSTITUTION



we
are
social

98%

HAS A
CREDIT CARD



65%

HAS A MOBILE
MONEY ACCOUNT



we
are
social

[N/A]

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



72%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



61%

PERCENTAGE OF MEN
WITH A CREDIT CARD



we
are
social

70%

PERCENTAGE OF WOMEN
MAKING ONLINE TRANSACTIONS



69%

PERCENTAGE OF MEN
MAKING ONLINE TRANSACTIONS

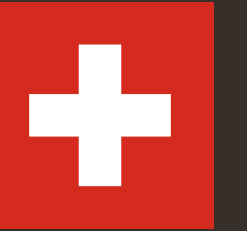


76%

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2019

E-COMMERCE ACTIVITIES

PERCENTAGE OF INTERNET USERS WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH [SURVEY BASED]



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY



we
are
social

83%

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



global
web
index

69%

PURCHASED A
PRODUCT OR SERVICE
ONLINE (ANY DEVICE)



71%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



global
web
index

55%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE

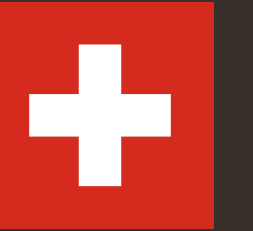


35%

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E-COMMERCE SPEND BY CATEGORY

THE TOTAL ANNUAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES, IN U.S. DOLLARS



FASHION
& BEAUTY



\$1.844
BILLION

we
are
social

ELECTRONICS &
PHYSICAL MEDIA



\$2.042
BILLION

statista

FOOD &
PERSONAL CARE



\$1.380
BILLION



FURNITURE &
APPLIANCES



\$928.0
MILLION

TOYS, DIY
& HOBBIES



\$718.0
MILLION

statista

TRAVEL (INCLUDING
ACCOMMODATION)



\$6.667
BILLION



DIGITAL
MUSIC



\$55.00
MILLION

we
are
social

VIDEO
GAMES



\$194.0
MILLION

JAN
2019

E-COMMERCE GROWTH BY CATEGORY

ANNUAL CHANGE IN THE TOTAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES



FASHION
& BEAUTY



+9.1%

we
are
social

ELECTRONICS &
PHYSICAL MEDIA



+7.4%

statista

FOOD &
PERSONAL CARE



+10%



FURNITURE &
APPLIANCES



+9.8%

TOYS, DIY
& HOBBIES



+8.9%

statista

TRAVEL (INCLUDING
ACCOMMODATION)



+11%



DIGITAL
MUSIC



+2.2%

we
are
social

VIDEO
GAMES

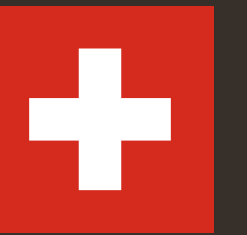


+7.6%

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2019

E-COMMERCE DETAIL: CONSUMER GOODS

OVERVIEW OF THE E-COMMERCE MARKET FOR CONSUMER GOODS, WITH VALUES IN U.S. DOLLARS



TOTAL NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS VIA E-COMMERCE



6.20
MILLION

YEAR-ON-YEAR CHANGE

+1.6%

PENETRATION OF CONSUMER
GOODS E-COMMERCE
(TOTAL POPULATION)



72%

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



\$6.912
BILLION

YEAR-ON-YEAR CHANGE

+8.9%

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



\$1,109

YEAR-ON-YEAR CHANGE

+7.2%



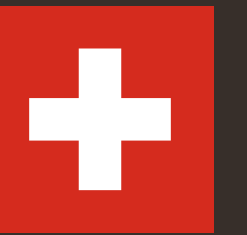
statista

we
are
social

JAN
2019

TOP GOOGLE SHOPPING QUERIES

BASED ON SEARCHES THROUGHOUT 2018



#	SEARCH QUERY	INDEX
01	IPHONE	100
02	LEGO	68
03	NIKE	58
04	PS4	57
05	IKEA	53
06	MIGROS	47
07	COOP	46
08	MANOR	44
09	AMAZON	41
10	ADIDAS	38

#	SEARCH QUERY	INDEX
11	MEDIA MARKT	34
12	HUAWEI	31
13	RUCKSACK	28
14	GUCCI	27
15	FORTNITE	27
16	INTERDISCOUNT	25
17	LANDI	22
18	NINTENDO SWITCH	21
19	IPHONE 7	21
20	IPAD	20

JAN
2019

CONNECTED MONEY

UNDERSTANDING INTERNET USERS' ONLINE FINANCIAL ACTIVITIES

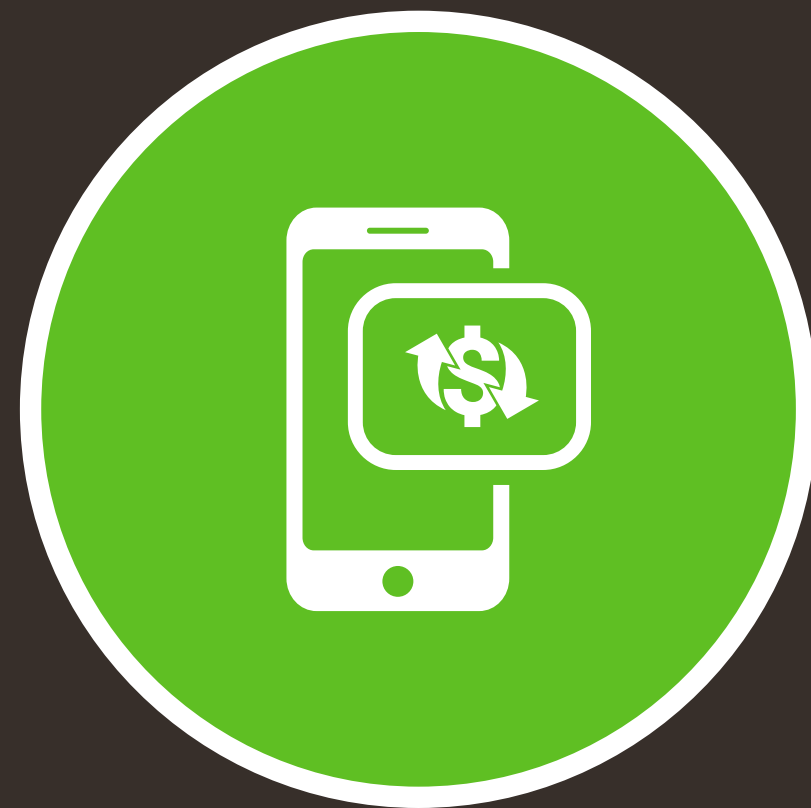


USE MOBILE
BANKING



35%

MAKE MOBILE
PAYMENTS



22%

PURCHASE ITEMS ONLINE
USING A MOBILE PHONE



35%

OWN SOME FORM
OF CRYPTOCURRENCY



7.0%

we
are
social





MORE INFORMATION

CLICK THE LOGOS BELOW TO READ AND DOWNLOAD
THE FULL COLLECTION OF DIGITAL 2019 REPORTS,
AND ACCESS ADDITIONAL CONTENT, INSIGHTS AND
RESOURCES FROM HOOTSUITE AND WE ARE SOCIAL:



HOOTSUITE



WE ARE SOCIAL

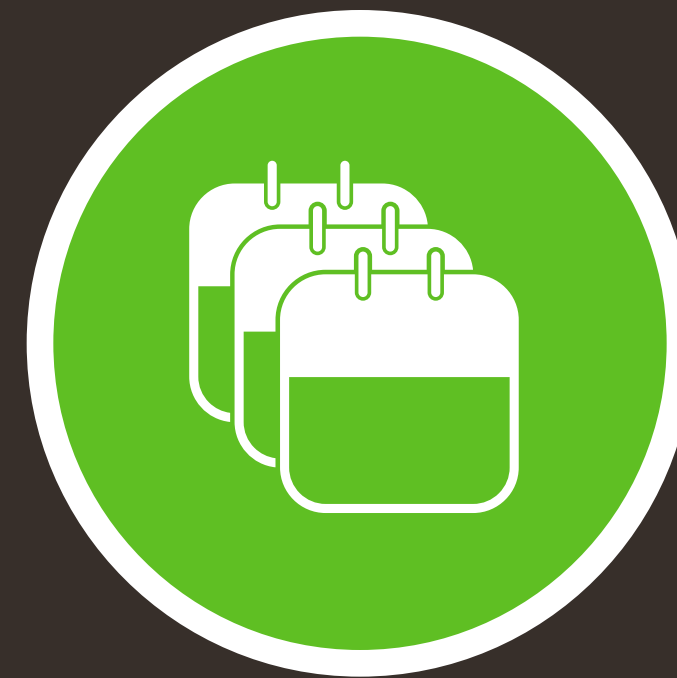
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**90% GLOBAL
COVERAGE**



**ONGOING DATA COLLECTION
ACROSS 45 MARKETS**



**CROSS-DEVICE
COVERAGE**

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SPECIAL THANKS: GSMA INTELLIGENCE

The logo for GSMA Intelligence, featuring the text "GSMA" in a small red font above the word "Intelligence" in a larger black font, all contained within a white circular background.

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.

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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 over 90 digital markets within verticals including e-commerce, digital media, smart home, and e-health for over 150 countries and regions.



**82% OF THE GLOBAL
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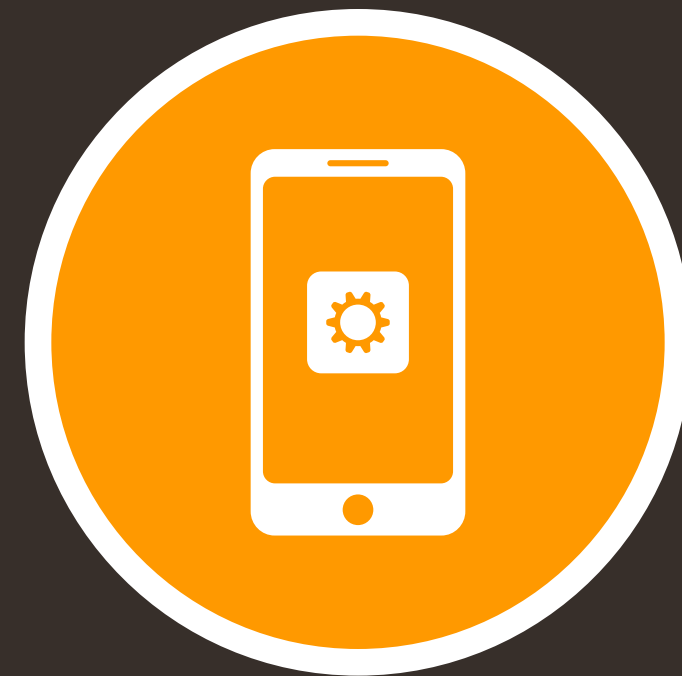


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App Annie is the industry's most trusted mobile data and analytics platform. The company created the mobile app data market and has been fueling world-class, mobile-first businesses since 2010. App Annie's mission is to power B2C companies' mobile transformation and enable clients to deliver winning consumer experiences. More than 1,000 enterprise clients and 1 million registered users across the globe and spanning all industries rely on App Annie as the gold standard to revolutionize their mobile business. The company is headquartered in San Francisco with offices in 13 countries.



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NOTES ON DATA SOURCES

POPULATION & DEMOGRAPHICS: United Nations World Population Prospects, 2017 Revision; US Census Bureau (accessed January 2019); United Nations World Urbanization Prospects, 2018 Revision.

LITERACY RATES: UNESCO Institute for Statistics; UNICEF Data; World Bank DataBank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook; Phrasebase (all accessed January 2019).

GDP & FINANCIAL INCLUSION DATA: World Bank DataBank; IMF Data; CIA World Factbook (all accessed January 2019).

DEVICE USAGE: Google Consumer Barometer (accessed January 2018). Note that data has not been updated in the past 12 months.

INTERNET USERS: InternetWorldStats; ITU Statistics; World Bank DataBank; CIA World Factbook; Eurostat Data Explorer; Facebook's self-serve advertising tools; Tchrasa; MidEastMedia.org; local government authorities and telecom regulatory bodies; reports in reputable media (all accessed January 2019). **Mobile Internet share** based on data from GlobalWebIndex (Q2 & Q3 2018)*, and extrapolations of data

reported in Facebook's self-serve advertising tools. **Internet connection speed** data from Ookla Speedtest (December 2018). **Time spent** on the internet from GlobalWebIndex (Q2 & Q3 2018)*. **World's top websites** from SimilarWeb (December 2018) and Alexa (30 days to 16 January 2019). **Google search** insights from Google Trends (data for full year 2018). Data on use of **voice search** and **ad blockers** from GlobalWebIndex (Q2 & Q3 2018)*. **Privacy concern** insights from Statista Global Consumer Survey 2018. **Content streaming** insights from GlobalWebIndex (Q2 & Q3 2018)*. **Internet use frequency** data from Google Consumer Barometer (accessed January 2018).

SOCIAL MEDIA USERS: Company earnings announcements; press releases; remarks by senior platform executives at public events; statements on company websites; reports in reputable media. **Top messenger platforms** from SimilarWeb (December 2018).

SOCIAL MEDIA ADVERTISING AUDIENCES: data extracted from each platform's self-serve advertising tools (January 2019 and October 2018). Many data points involve further extrapolations of this data.

SOCIAL MEDIA BEHAVIOURS: Time spent on social media from GlobalWebIndex (Q2 & Q3 2018)*. **Facebook reach and engagement** data from Locowise (Q4 2018).

MOBILE USERS & CONNECTIONS: GSMA Intelligence (January 2019); Ericsson Mobility Report (November 2018); Ericsson Mobility Calculator and Visualizer tools (accessed January 2019);

MOBILE APPS: App Annie (January 2019); SimilarWeb (January 2019).

E-COMMERCE USERS & SPEND: Statista Digital Market Outlook (e-Commerce, e-Travel, and digital media industry reports) (accessed January 2019). GlobalWebIndex (Q2 & Q3 2018)*; Worldpay Global Payments Report (November 2018).

*** METHODOLOGY NOTE:** GlobalWebIndex conducts a quarterly survey of a panel of 22 million internet users across 45 countries around the world, representing 90% of the world's total internet users. For full details of the company's methodology, please visit <http://www.globalwebindex.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 treatment methodologies used by these organisations, and the different sample periods during which data were collected, there may be significant differences in the reported metrics for similar data points throughout this report. In particular, data collected via surveys often vary from one report to another, even if those data were collected by the same organisation using the same approach in each wave.

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

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

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

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

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

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