DIGITAL IN 2018

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

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WELCOME TO DIGITAL IN 2018

SIMON KEMP
REPORT AUTHOR

It's been another year of impressive growth across all things digital, and this year's 2018 Global Digital report reveals some important new milestones and trends.

Perhaps the most exciting headline in this year's reports is that global internet users have now passed the **4 billion** mark. Well over half of the world's population now uses the internet, and a quarter of a billion new users came online for the first time during the past 12 months.

People are spending more time online too: the average user now spends around 6 hours each day using the internet. If we add this together for all 4 billion of the world's internet users, people will spend a massive **1 billion years** online in 2018.

Much of this growth in internet users has been driven by more affordable smartphones and mobile data plans. More than 200 million people got their first mobile device in 2017, and **two-thirds** of the world's 7.6 billion inhabitants now have a mobile phone.

Furthermore, more than half of the handsets in use today are 'smart' devices, so it's increasingly easy for people to enjoy a rich internet experience wherever they are.

Social media use continues to grow rapidly too, and the number of people using the top social platform in each country has increased by almost 1 million new users every day during the past 12 months – that's more than 11 new users every second.

More than **3 billion** people around the world now use social media each month, with almost all of those users accessing their chosen platforms via mobile devices.

If you'd like to dig deeper into this year's numbers, you'll find links to the full set of 2018 Global Digital resources on the next few pages. This year's reports include 5,000 charts covering 239 countries and territories, with everything you need to know to understand internet, social, mobile, and e-commerce use all over the world.

Best of all, we're making all of these resources available **for free**. We hope they'll help inform and inspire lots of valuable new ideas, and contribute to another year of successful digital growth in 2018.

CLICK HERE TO ACCESS HEADLINE DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD IN OUR 2018 DIGITAL YEARBOOK

2018 DIGITAL YEARBOOK

HEADLINE INTERNET, SOCIAL MEDIA, AND MOBILE USE DATA FOR EVERY COUNTRY IN THE WORLD

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CLICK THE COUNTRY NAMES BELOW TO ACCESS OUR IN-DEPTH COUNTRY REPORTS

GLOBAL YEARBOOK	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, 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	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL USERS
7.593 BILLION	4.021 BILLION	3.196 BILLION	5.135 BILLION	2.958 BILLION
URBANISATION: 55%	PENETRATION: 53%	PENETRATION: 42%	PENETRATION: 68%	PENETRATION: 39%

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).

JAN 2018

GLOBAL ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL USERS
+7%	+13%	+4%	+14%
SINCE JAN 2017	SINCE JAN 2017	SINCE JAN 2017	SINCE JAN 2017
+248 MILLION	+362 MILLION	+218 MILLION	+360 MILLION

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. GROWTH DATA: WE ARE SOCIAL & HOOTSUITE'S *DIGITAL IN 2017* REPORT.

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.

2018 REGIONAL OVERVIEWS

JAN 2018

DIGITAL IN AFRICA IN 2018

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

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE CONNECTIONS	ACTIVE MOBILE SOCIAL USERS
1,272 MILLION	435 MILLION	191 MILLION	1,040 MILLION	172 MILLION
URBANISATION: 42%	PENETRATION: 34%	PENETRATION: 15%	vs. POPULATION: 82%	PENETRATION: 14%

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).

JAN 2018

ANNUAL DIGITAL GROWTH IN AFRICA

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE CONNECTIONS	ACTIVE MOBILE SOCIAL USERS
+20%	+12%	+4%	+15%
SINCE JAN 2017	SINCE JAN 2017	SINCE JAN 2017	SINCE JAN 2017
+73 MILLION	+20 MILLION	+45 MILLION	+23 MILLION

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. GROWTH DATA: WE ARE SOCIAL & HOOTSUITE'S *DIGITAL IN 2017* REPORT.

JAN 2018

DIGITAL IN THE AMERICAS IN 2018

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

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE CONNECTIONS	ACTIVE MOBILE SOCIAL USERS
1,011 MILLION	741 MILLION	648 MILLION	1,070 MILLION	581 MILLION
URBANISATION: 81%	PENETRATION: 73%	PENETRATION: 64%	vs. POPULATION: 106%	PENETRATION: 57%

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).

ANNUAL DIGITAL GROWTH IN THE AMERICAS

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE CONNECTIONS	ACTIVE MOBILE SOCIAL USERS
+3%	+8%	+0.1%	+9%
SINCE JAN 2017	SINCE JAN 2017	SINCE JAN 2017	SINCE JAN 2017
+23 MILLION	+49 MILLION	+741 THOUSAND	+46 MILLION

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. GROWTH DATA: WE ARE SOCIAL & HOOTSUITE'S *DIGITAL IN 2017* REPORT.

JAN 2018

DIGITAL IN ASIA-PACIFIC IN 2018

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

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE CONNECTIONS	ACTIVE MOBILE SOCIAL USERS
4.214 BILLION	2.007 BILLION	1.779 BILLION	4.318 BILLION	1.713 BILLION
URBANISATION: 48%	PENETRATION: 48%	PENETRATION: 42%	vs. POPULATION: 102%	PENETRATION: 41%

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).

JAN
2018

ANNUAL DIGITAL GROWTH IN ASIA-PACIFIC

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE CONNECTIONS	ACTIVE MOBILE SOCIAL USERS
+5%	**+14%**	**+8%**	**+16%**
SINCE JAN 2017	SINCE JAN 2017	SINCE JAN 2017	SINCE JAN 2017
+98 MILLION	**+224 MILLION**	**+319 MILLION**	**+231 MILLION**

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. GROWTH DATA: WE ARE SOCIAL & HOOTSUITE'S *DIGITAL IN 2017* REPORT.

JAN 2018

DIGITAL IN EUROPE IN 2018

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

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE CONNECTIONS	ACTIVE MOBILE SOCIAL USERS
843 MILLION	674 MILLION	448 MILLION	1,106 MILLION	376 MILLION
URBANISATION: 74%	PENETRATION: 80%	PENETRATION: 53%	vs. POPULATION: 131%	PENETRATION: 45%

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).

ANNUAL DIGITAL GROWTH IN EUROPE

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE CONNECTIONS	ACTIVE MOBILE SOCIAL USERS
+6%	+8%	+0.5%	+8%
SINCE JAN 2017	SINCE JAN 2017	SINCE JAN 2017	SINCE JAN 2017
+37 MILLION	+32 MILLION	+5 MILLION	+27 MILLION

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. GROWTH DATA: WE ARE SOCIAL & HOOTSUITE'S *DIGITAL IN 2017* REPORT.

JAN 2018

DIGITAL IN THE MIDDLE EAST IN 2018

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

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE CONNECTIONS	ACTIVE MOBILE SOCIAL USERS
252 MILLION	164 MILLION	130 MILLION	323 MILLION	115 MILLION
URBANISATION: 72%	PENETRATION: 65%	PENETRATION: 52%	vs. POPULATION: 128%	PENETRATION: 46%

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).

JAN 2018

ANNUAL DIGITAL GROWTH IN THE MIDDLE EAST

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE CONNECTIONS	ACTIVE MOBILE SOCIAL USERS
+11%	+39%	+3%	+39%
SINCE JAN 2017	SINCE JAN 2017	SINCE JAN 2017	SINCE JAN 2017
+17 MILLION	+37 MILLION	+11 MILLION	+32 MILLION

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. GROWTH DATA: WE ARE SOCIAL & HOOTSUITE'S *DIGITAL IN 2017* REPORT.

GLOBAL POPULATION OVERVIEW

JAN 2018

GLOBAL POPULATION BY AGE GROUPS

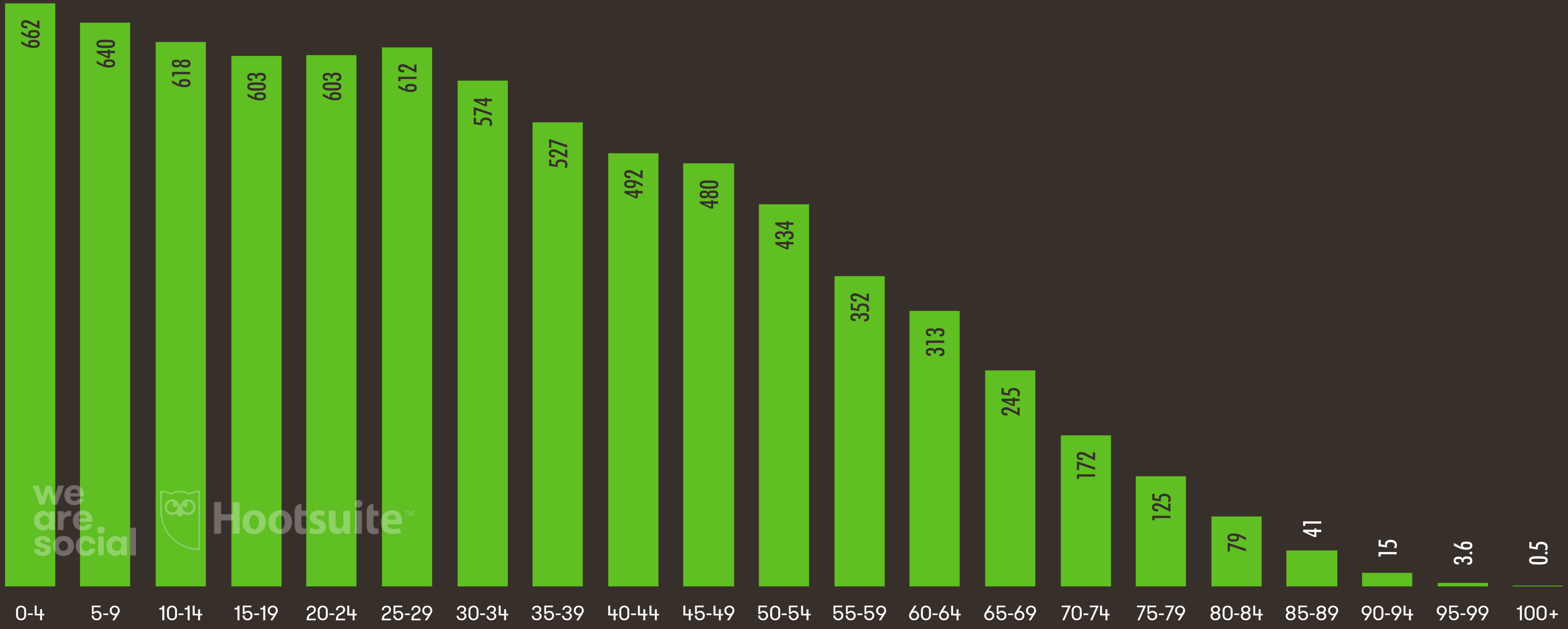
THE WORLD'S POPULATION, BROKEN DOWN INTO VARIOUS AGE GROUPS

TOTAL GLOBAL POPULATION	GLOBAL POPULATION AGED 0-15 YEARS	GLOBAL POPULATION AGED 16-64 YEARS	GLOBAL POPULATION AGED 65+ YEARS
7.593 BILLION	2.041 BILLION	4.870 BILLION	0.682 BILLION
ANNUAL GROWTH RATE: +1.6%	PERCENTAGE OF TOTAL: 27%	PERCENTAGE OF TOTAL: 64%	PERCENTAGE OF TOTAL: 9%

SOURCES: UNITED NATIONS; US CENSUS BUREAU (BOTH ACCESSED JANUARY 2018).

DISTRIBUTION OF GLOBAL POPULATION BY AGE

THE WORLD'S TOTAL POPULATION DETAILED BY FIVE-YEAR AGE GROUPS, IN MILLIONS

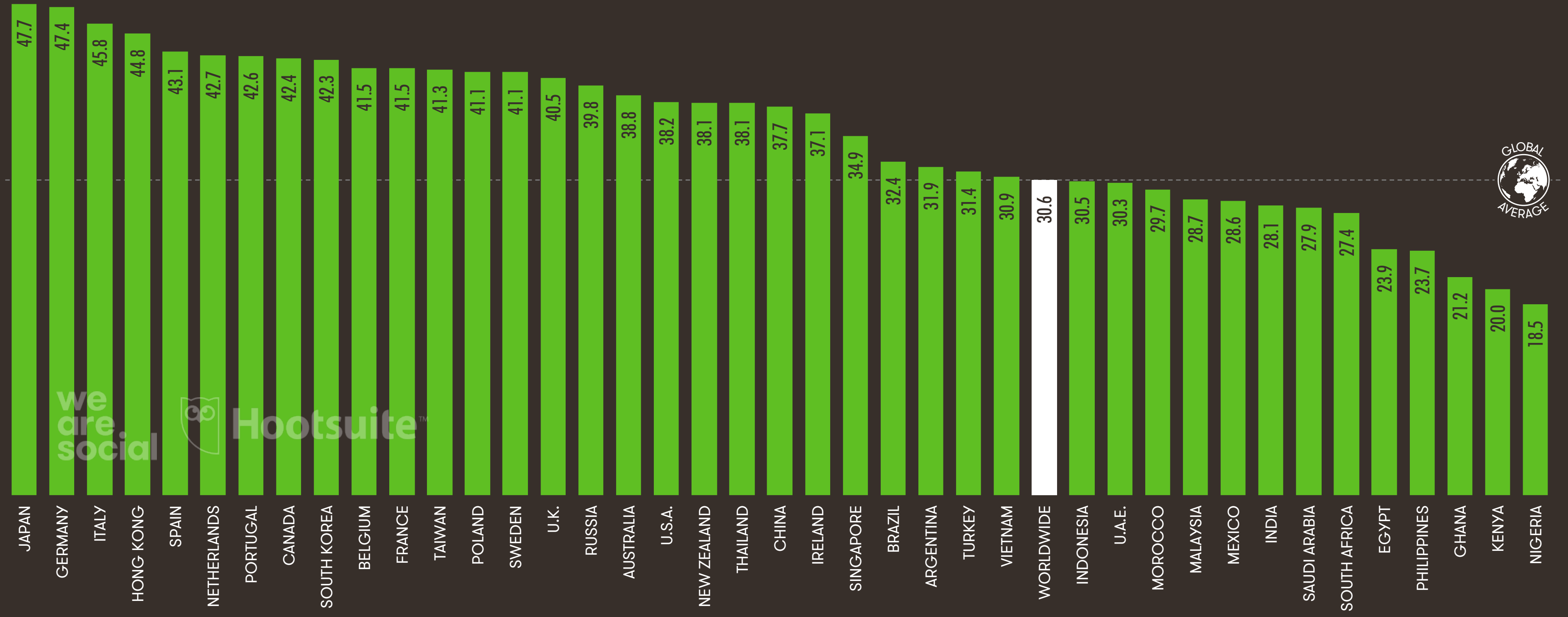


SOURCE: BASED ON DATA FROM THE US CENSUS BUREAU, JANUARY 2018.

JAN 2018

MEDIAN AGE BY COUNTRY

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

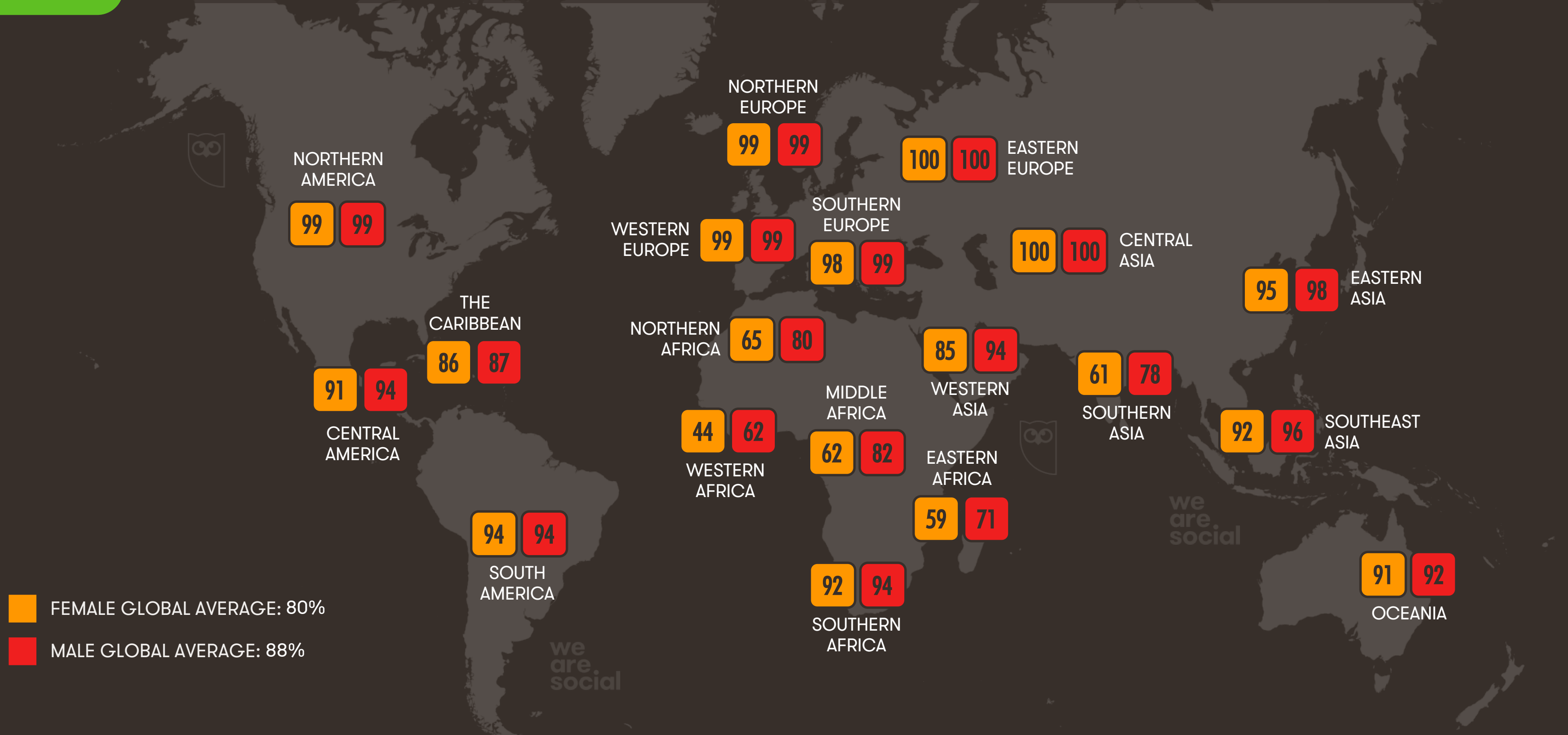


SOURCE: BASED ON DATA FROM THE US CENSUS BUREAU, JANUARY 2018.

JAN 2018

LITERACY RATES BY GENDER AND REGION

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



SOURCES: BASED ON DATA FROM THE UNESCO INSTITUTE FOR STATISTICS (2015 LITERACY DATA), INDEXMUNDI (ACCESSED JAN 2018); PEW RESEARCH CENTRE (ACCESSED JAN 2018); PHRASEBASE (ACCESSED JAN 2018); ETHNOLOGUE (ACCESSED JAN 2018)

GLOBAL INTERNET USE

JAN 2018

INTERNET USE

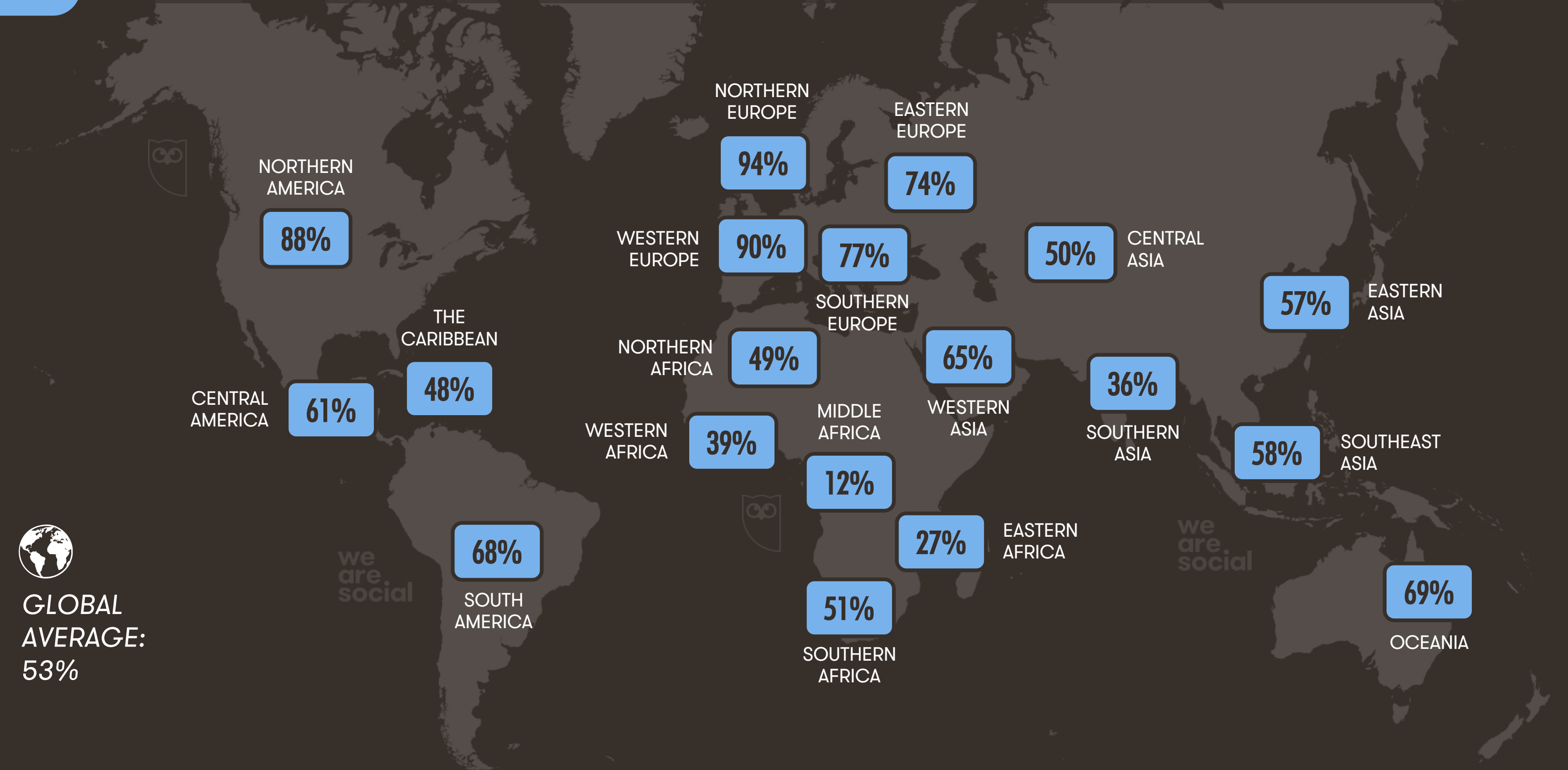
BASED ON ACTIVE INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES

TOTAL NUMBER OF ACTIVE INTERNET USERS	INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION	TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS	MOBILE INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION
4.021 BILLION	53%	3.722 BILLION	49%

SOURCES: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA.. **NOTES:** PENETRATION FIGURES ARE FOR FULL POPULATION, REGARDLESS OF AGE.

INTERNET PENETRATION BY REGION

REGIONAL PENETRATION FIGURES, COMPARING INTERNET USERS TO TOTAL POPULATION

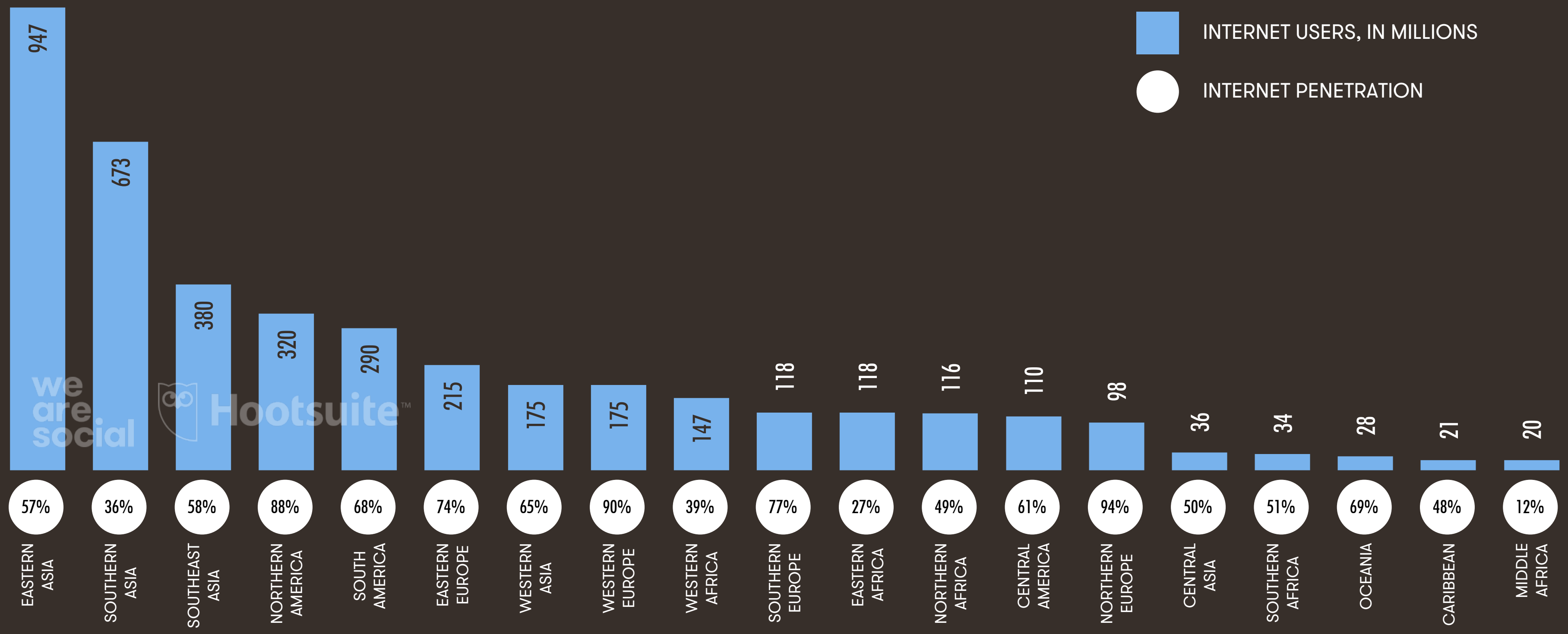


GLOBAL AVERAGE: 53%

SOURCES: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

INTERNET USE: REGIONAL OVERVIEW

INTERNET USERS (IN MILLIONS), AND INTERNET PENETRATION, BY REGION

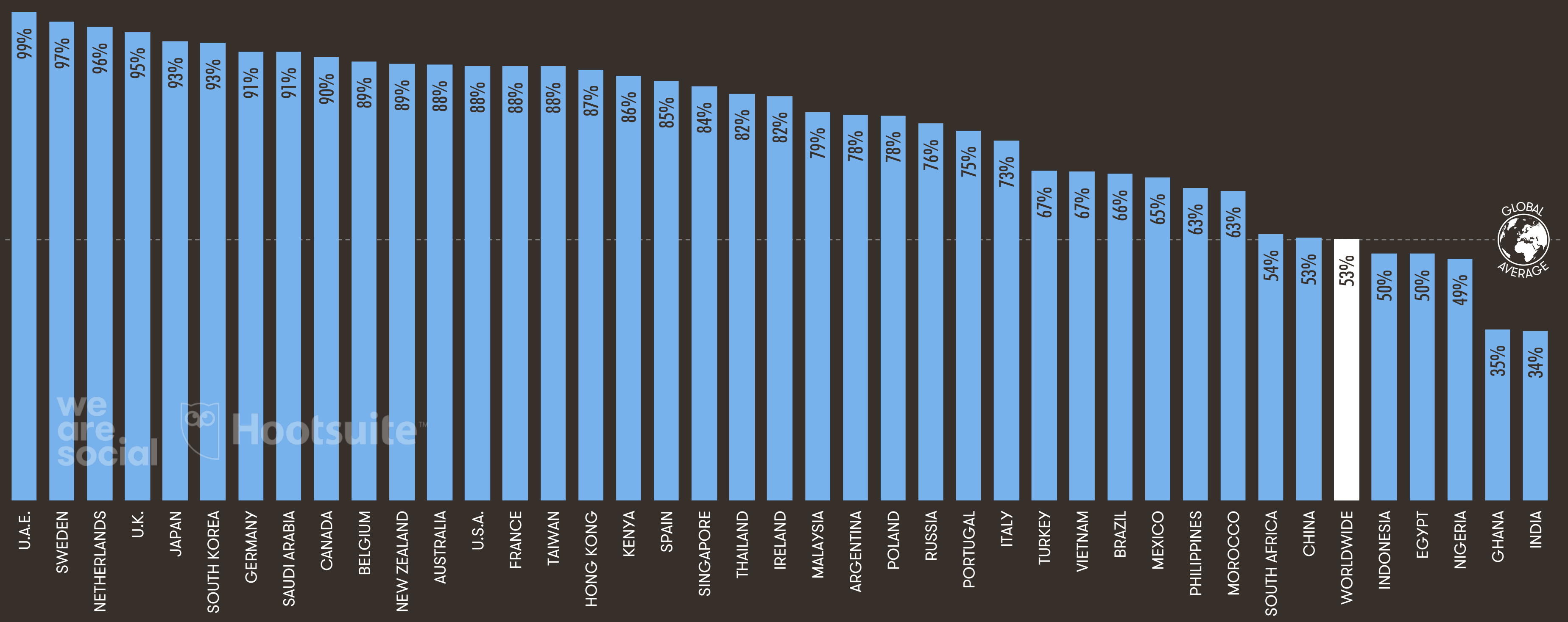


SOURCES: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

INTERNET PENETRATION BY COUNTRY

JAN 2018

NATIONAL INTERNET PENETRATION FIGURES



SOURCES: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

INTERNET PENETRATION RANKINGS

BASED ON INTERNET PENETRATION IN COUNTRIES WITH A NATIONAL POPULATION OF 50,000 PEOPLE OR MORE

#	HIGHEST PENETRATION	%	USERS
01	QATAR	99%	2,640,360
02	UNITED ARAB EMIRATES	99%	9,376,171
03	KUWAIT	98%	4,100,000
04	BERMUDA	98%	60,125
05	BAHRAIN	98%	1,499,193
06	ICELAND	98%	329,675
07	NORWAY	98%	5,222,786
08	ANDORRA	98%	75,366
09	LUXEMBOURG	98%	572,216
10	DENMARK	97%	5,571,635

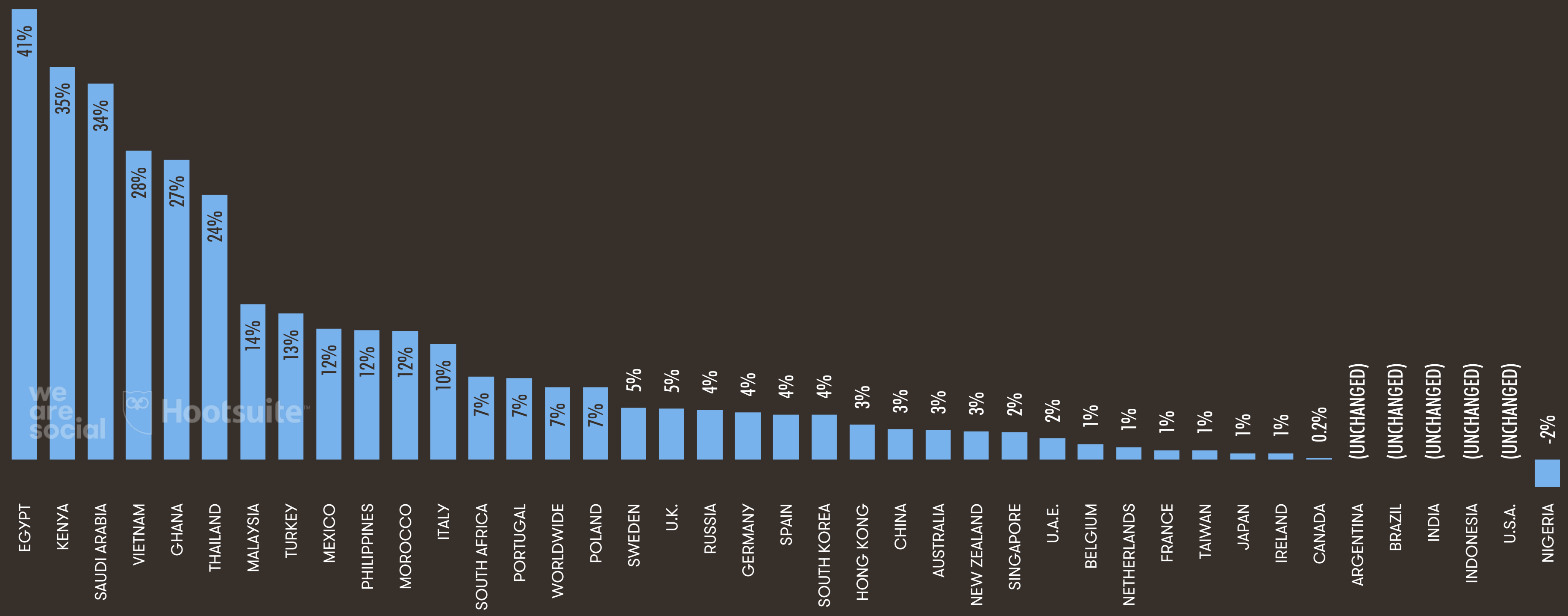
#	LOWEST PENETRATION	%	USERS
213	NORTH KOREA	0.06%	16,000
212	ERITREA	1%	71,000
211	NIGER	4%	946,440
210	WESTERN SAHARA	5%	28,000
209	CHAD	5%	756,329
208	CENTRAL AFRICAN REPUBLIC	5%	246,432
207	BURUNDI	6%	617,116
206	DEM REP. OF THE CONGO	6%	5,133,940
205	GUINEA-BISSAU	6%	120,000
204	MADAGASCAR	7%	1,900,000

SOURCES: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

JAN 2018

GROWTH IN INTERNET USERS

YEAR-ON-YEAR CHANGE IN THE NUMBER OF INTERNET USERS IN EACH COUNTRY vs. JANUARY 2017



SOURCES: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

JAN 2018

INTERNET GROWTH RANKINGS

BASED ON INTERNET PENETRATION IN COUNTRIES WITH A NATIONAL POPULATION OF 50,000 PEOPLE OR MORE

#	HIGHEST GROWTH	▲ %	▲ USERS
01	MALI	460%	10,187,550
02	BENIN	204%	2,517,516
03	SIERRA LEONE	144%	531,340
04	KIRIBATI	113%	17,000
05	NIGER	102%	477,109
06	MOZAMBIQUE	101%	2,650,658
07	PARAGUAY	93%	2,968,693
08	CHAD	90%	358,589
09	TAJIKISTAN	80%	1,336,633
10	BURKINA FASO	72%	1,547,112

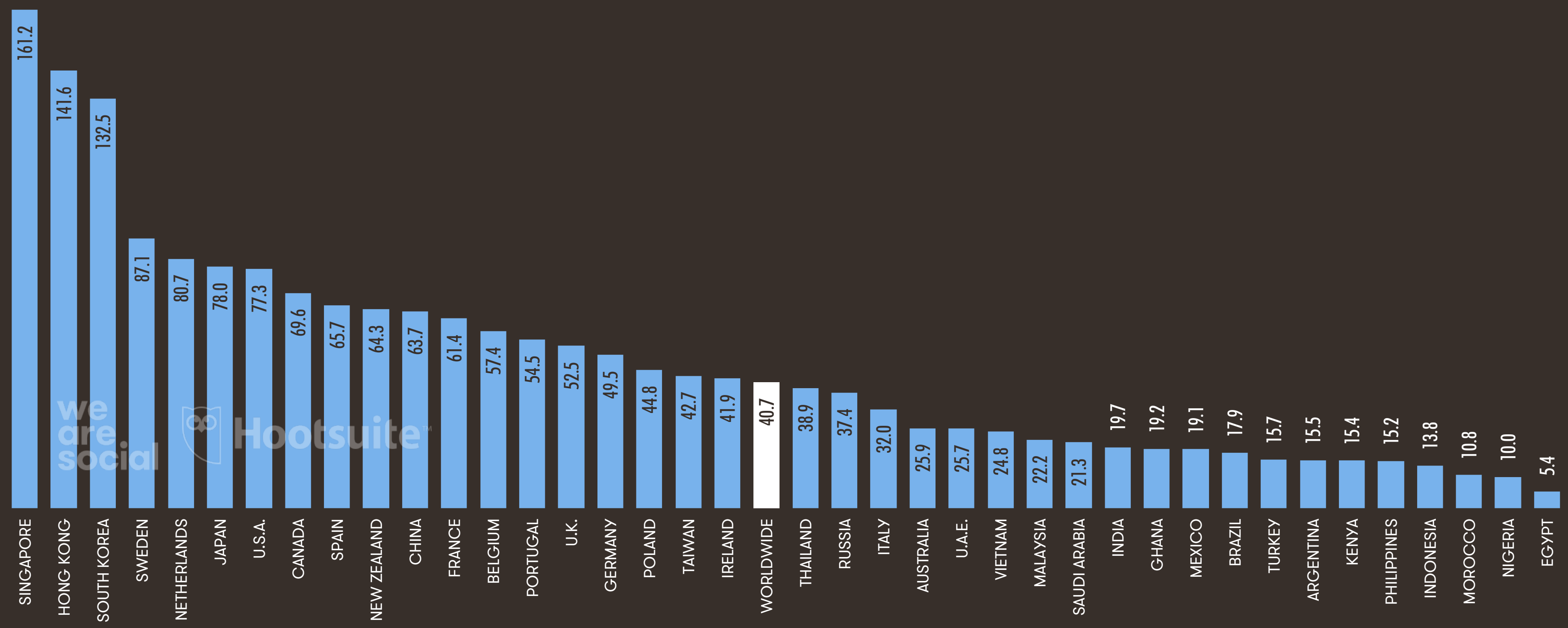
#	BIGGEST DECREASE*	▼ %	▼ USERS
01	DJIBOUTI	-5%	-10,000
02	LITHUANIA	-5%	-121,803
03	OMAN	-5%	-174,359
04	SOUTH SUDAN	-4%	-97,553
05	WESTERN SAHARA	-3%	-1,000
06	HUNGARY	-3%	-207,623
07	NIGERIA	-2%	-2,391,447
08	LATVIA	-2%	-38,215
09	SLOVAKIA	-2%	-94,776
10	VENEZUELA	-2%	-318,850

SOURCES: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA. ***NOTES:** DECREASES IN INTERNET USERS MAY BE THE RESULT OF ACTUAL DECREASES IN USER NUMBERS; CORRECTIONS IN THE SOURCE DATA, OR A CHANGE IN SOURCE DATA v.s 2017 DUE TO THE AVAILABILITY OF MORE RELIABLE OR MORE UP-TO-DATE INFORMATION. PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

JAN 2018

AVERAGE FIXED INTERNET CONNECTION SPEEDS

AVERAGE SPEED OF FIXED INTERNET CONNECTIONS BY COUNTRY, IN MBPS



SOURCE: OOKLA SPEEDTEST, DECEMBER 2017. **NOTES:** FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS.

JAN 2018

FIXED INTERNET CONNECTION SPEED RANKINGS

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

FASTED FIXED INTERNET CONNECTIONS

#	COUNTRY	SPEED IN MBPS
01	SINGAPORE	161.2
02	ICELAND	145.6
03	HONG KONG	141.6
04	SOUTH KOREA	132.5
05	ROMANIA	98.6
06	HUNGARY	90.7
07	MACAU	88.9
08	SWEDEN	87.1
09	NETHERLANDS	80.7
10	SWITZERLAND	78.9

SLOWEST FIXED INTERNET CONNECTIONS

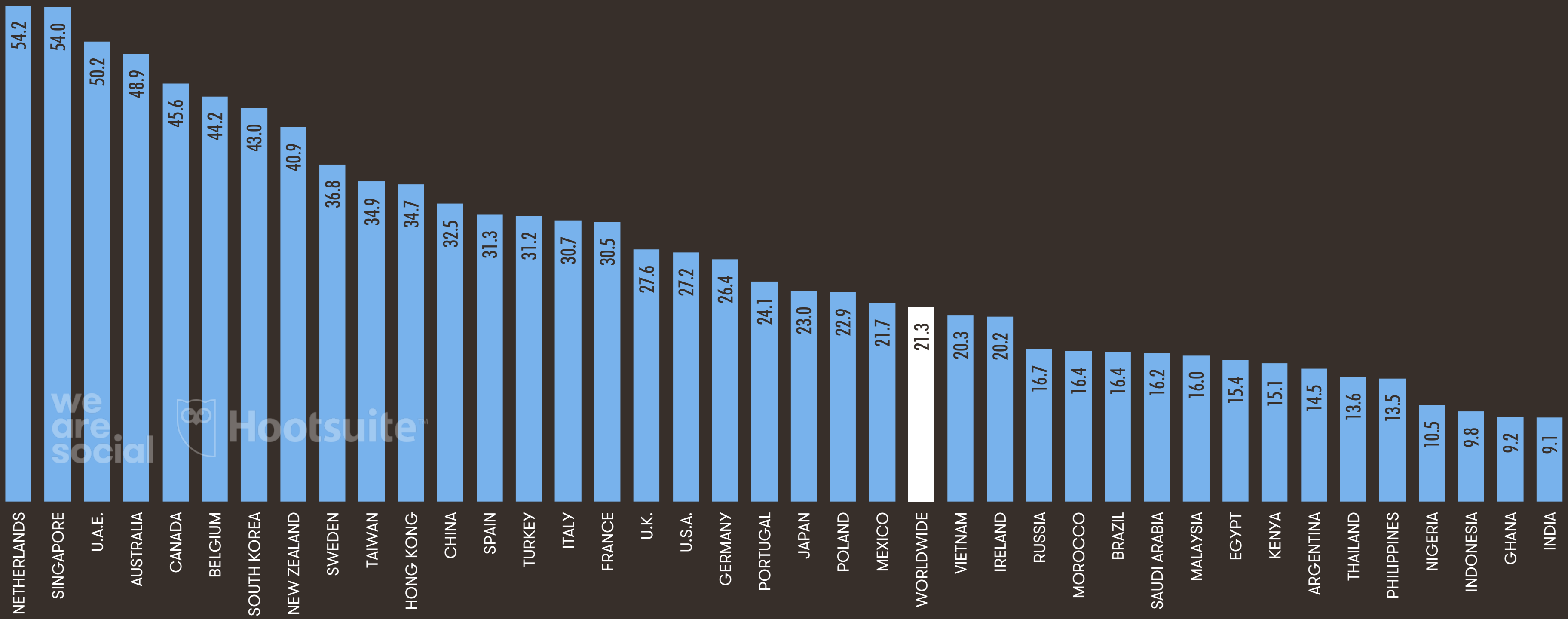
#	COUNTRY	SPEED IN MBPS
129	ALGERIA	3.5
128	VENEZUELA	3.7
127	LIBYA	3.9
126	LEBANON	4.9
125	EGYPT	5.4
124	BOLIVIA	5.6
123	NICARAGUA	6.1
122	UZBEKISTAN	6.1
121	PAKISTAN	6.1
120	HONDURAS	6.1

SOURCE: OOKLA SPEEDTEST, DECEMBER 2017. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL COUNTRIES, SO THESE RANKINGS ARE BASED SOLELY ON THOSE COUNTRIES FOR WHICH DATA IS AVAILABLE. FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS.

JAN 2018

AVERAGE MOBILE INTERNET CONNECTION SPEEDS

AVERAGE SPEED OF MOBILE INTERNET CONNECTIONS BY COUNTRY, IN MBPS



SOURCE: OOKLA SPEEDTEST, DECEMBER 2017. **NOTES:** FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS.

JAN 2018

MOBILE INTERNET CONNECTION SPEED RANKINGS

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

FASTEST MOBILE INTERNET CONNECTIONS

#	COUNTRY	SPEED IN MBPS
01	NORWAY	61.2
02	MALTA	54.4
03	NETHERLANDS	54.2
04	SINGAPORE	54.0
05	UNITED ARAB EMIRATES	50.2
06	ICELAND	50.1
07	AUSTRALIA	48.9
08	HUNGARY	48.6
09	CANADA	45.6
10	LUXEMBOURG	45.5

SLOWEST MOBILE INTERNET CONNECTIONS

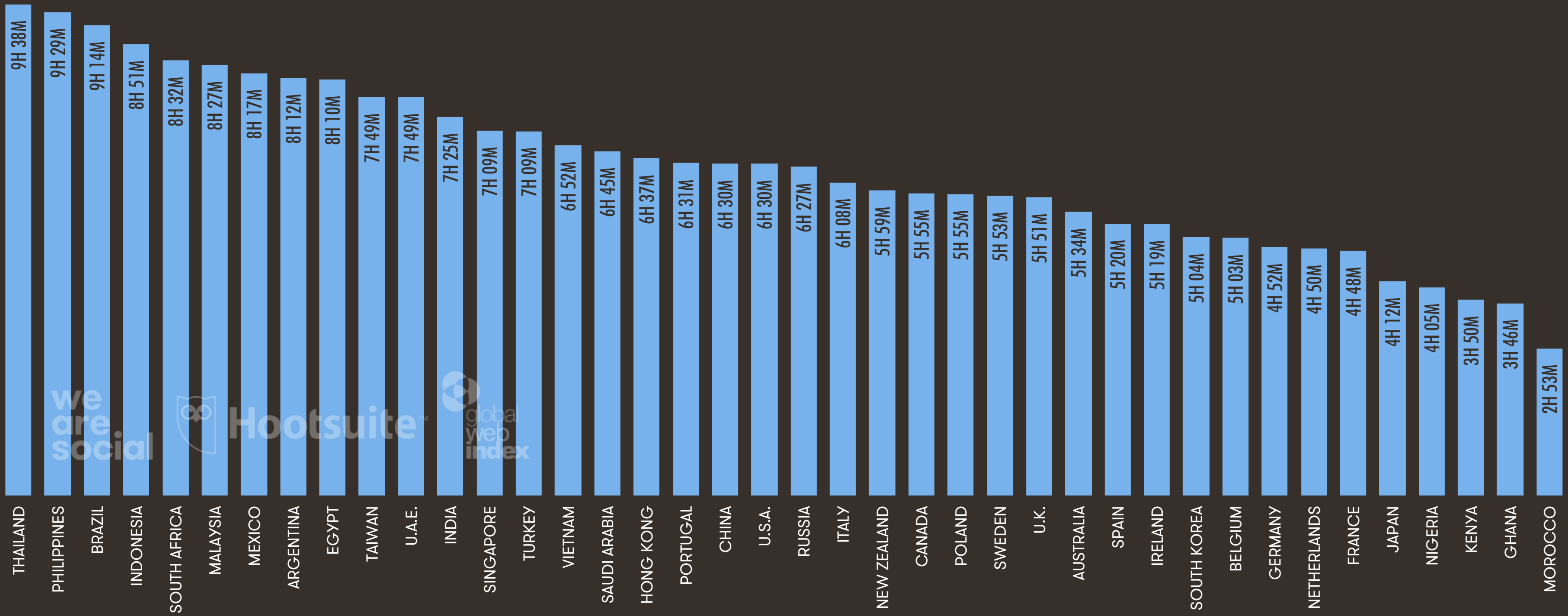
#	COUNTRY	SPEED IN MBPS
123	IRAQ	4.2
122	LIBYA	4.2
121	BANGLADESH	5.2
120	TAJIKISTAN	5.6
119	UZBEKISTAN	6.6
118	AFGHANISTAN	6.7
117	BOSNIA & HERZEGOVINA	7.2
116	ALGERIA	7.4
115	VENEZUELA	7.9
114	UKRAINE	8.1

SOURCE: OOKLA SPEEDTEST, DECEMBER 2017. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL COUNTRIES, SO THESE RANKINGS ARE BASED SOLELY ON THOSE COUNTRIES FOR WHICH DATA IS AVAILABLE. FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS.

JAN 2018

TIME SPENT PER DAY ON THE INTERNET

AVERAGE NUMBER OF HOURS SPENT USING THE INTERNET PER DAY VIA ANY DEVICE [SURVEY BASED]

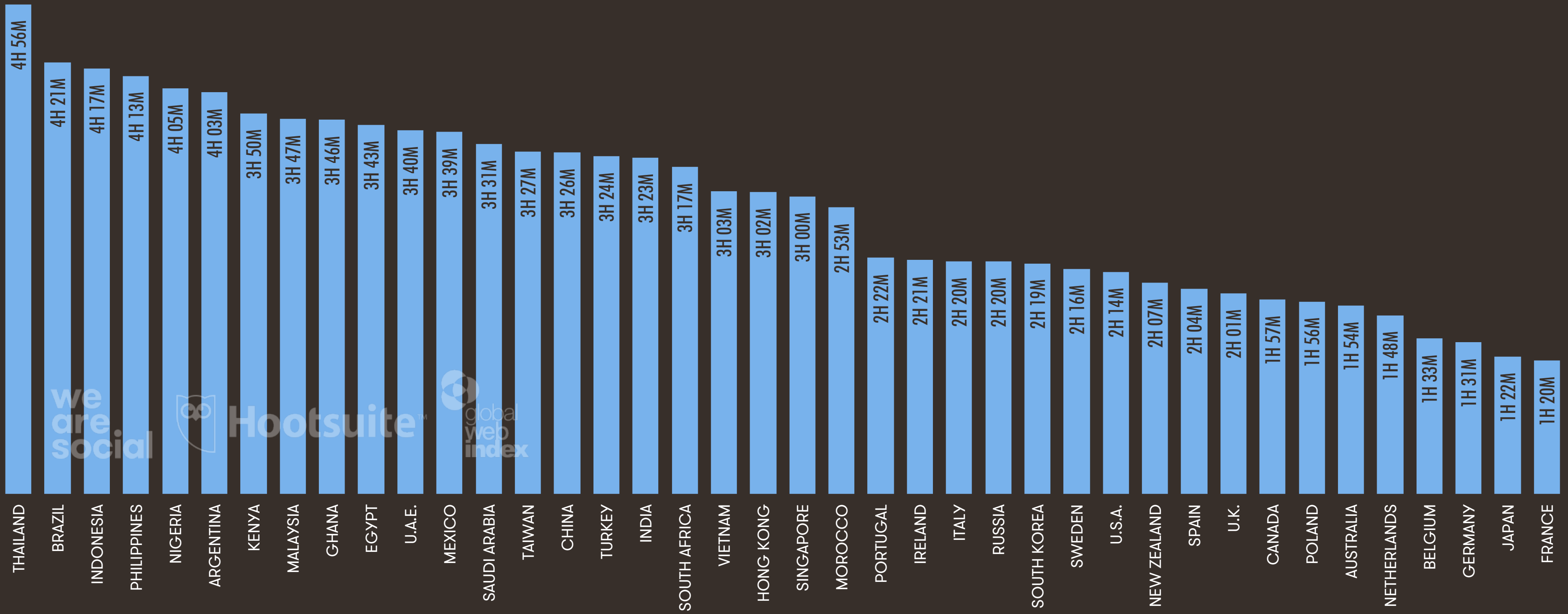


SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017. BASED ON A SURVEY OF INTERNET USERS AGED 16-64.

JAN 2018

TIME SPENT PER DAY USING MOBILE INTERNET

AVERAGE NUMBER OF HOURS PER DAY SPENT ACCESSING THE INTERNET VIA A MOBILE PHONE [SURVEY BASED]



SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017. BASED ON A SURVEY OF INTERNET USERS AGED 16-64.

JAN 2018

SHARE OF WEB TRAFFIC BY DEVICE

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

LAPTOPS & DESKTOPS	MOBILE PHONES	TABLET DEVICES	OTHER DEVICES
43%	52%	4%	0.14%
YEAR-ON-YEAR CHANGE: -3%	YEAR-ON-YEAR CHANGE: +4%	YEAR-ON-YEAR CHANGE: -13%	YEAR-ON-YEAR CHANGE: +17%

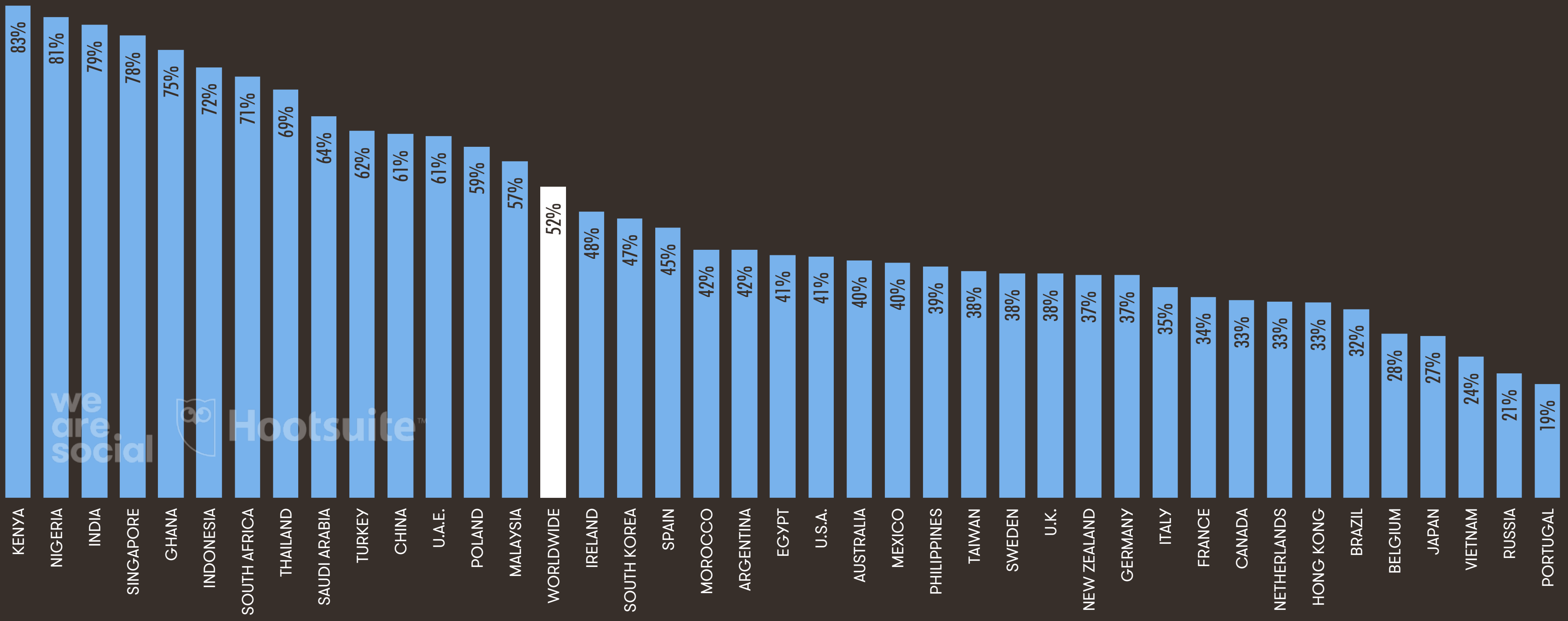
statcounter

SOURCE: STATCOUNTER, JANUARY 2018 AND JANUARY 2017.

JAN 2018

MOBILE'S SHARE OF WEB TRAFFIC

PERCENTAGE OF TOTAL WEB PAGES SERVED TO MOBILE PHONES



SOURCES: STATCOUNTER, JANUARY 2018.

JAN 2018

THE WORLD'S MOST VISITED WEBSITES

RANKINGS OF THE WEBSITES THAT ATTRACT THE GREATEST VOLUME OF WEB TRAFFIC IN THE WORLD

SIMILARWEB RANKING, BASED ON TOTAL TRAFFIC TO WEBSITE

#	WEBSITE	CATEGORY	TIME PER VISIT
01	GOOGLE.COM	SEARCH	07:07
02	FACEBOOK.COM	SOCIAL	13:41
03	YOUTUBE.COM	VIDEO	19:56
04	BAIDU.COM	SEARCH	08:49
05	XVIDEOS.COM	ADULT	13:01
06	YIDIANZIXUN.COM	SEARCH	15:12
07	GOOGLE.CO.IN	SEARCH	07:47
08	SOGOU.COM	SEARCH	06:23
09	XNXX.COM	ADULT	13:16
10	YAHOO.COM	NEWS	06:14

ALEXA RANKING, BASED ON AVERAGE DAILY VISITORS AND PAGE VIEWS

#	WEBSITE	CATEGORY	TIME PER DAY
01	GOOGLE.COM	SEARCH	07:35
02	YOUTUBE.COM	VIDEO	08:18
03	FACEBOOK.COM	SOCIAL	10:20
04	BAIDU.COM	SEARCH	07:32
05	WIKIPEDIA.ORG	REFERENCE	04:16
06	REDDIT.COM	SOCIAL	15:47
07	YAHOO.COM	NEWS	04:03
08	GOOGLE.CO.IN	SEARCH	07:05
09	QQ.COM	NEWS	04:34
10	AMAZON.COM	SHOPPING	08:29

SOURCES: SIMILARWEB (DATA FOR NOVEMBER 2017); ALEXA (DATA FOR 3 MONTHS ENDING 12 JANUARY 2018). TIMES ARE IN MINUTES AND SECONDS.

JAN 2018

MOST COMMON LANGUAGES FOR WEB CONTENT

W3TECHS ESTIMATES, BASED ON THE CONTENT OF THE WORLD'S TOP 10 MILLION WEBSITES

#	LANGUAGE	% WEBSITES	▲▼% Y-O-Y
01	ENGLISH (ALL)	51.2%	-2.1%
02	RUSSIAN	6.8%	+6.3%
03	GERMAN	5.6%	+3.7%
04	JAPANESE	5.5%	-3.5%
05	SPANISH (ALL)	5.1%	+2.0%
06	FRENCH	4.1%	+2.5%
07	PORTUGUESE (ALL)	2.6%	-
08	ITALIAN	2.4%	+4.3%
09	CHINESE (ALL)	2.1%	+5.0%
10	POLISH	1.7%	-

#	LANGUAGE	% WEBSITES	▲▼% Y-O-Y
11	PERSIAN	1.7%	+13.3%
12	TURKISH	1.4%	-12.5%
13	DUTCH / FLEMISH	1.3%	-7.1%
14	KOREAN	1.0%	+11.1%
15	CZECH	0.9%	+12.5%
16	ARABIC	0.7%	-12.5%
17	VIETNAMESE	0.6%	-
18	GREEK	0.5%	-
19	SWEDISH	0.5%	-
20	HUNGARIAN	0.5%	+25.0%

SOURCES: W3TECHS, JANUARY 2018, INCLUDING WEB TRAFFIC RANKING DATA FROM ALEXA. LANGUAGE NAMES AS PER W3TECHS'S DEFINITIONS.

JAN 2018

TOP GOOGLE SEARCH QUERIES IN 2017

BASED ON WORLDWIDE SEARCHES FOR FULL-YEAR 2017

#	QUERY	INDEX	VOLUME vs. 2016
01	FACEBOOK	100	-24%
02	YOUTUBE	60	-7%
03	GOOGLE	55	-13%
04	YOU	32	-10%
05	NEWS	21	UNCHANGED
06	WEATHER	20	+56%
07	GMAIL	17	-24%
08	HOTMAIL	15	UNCHANGED
09	AMAZON	15	+25%
10	FB	14	-27%

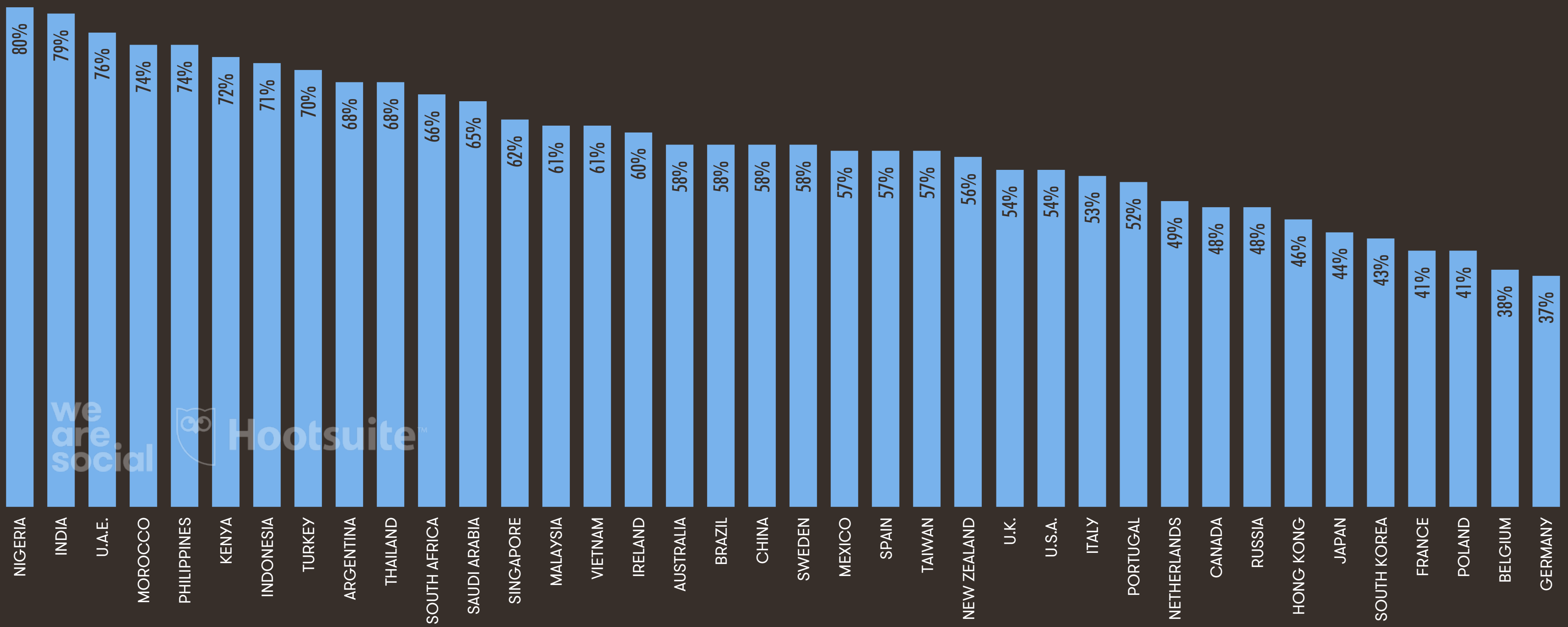
#	QUERY	INDEX	VOLUME vs. 2016
11	MAIL	13	-8%
12	YAHOO	12	-17%
13	TRANSLATE	12	UNCHANGED
14	INSTAGRAM	10	+22%
15	HOT	10	UNCHANGED
16	CRAIGSLIST	9	-13%
17	MAPS	8	UNCHANGED
18	FACEBOOK LOGIN	8	-38%
19	EBAY	8	UNCHANGED
20	MAP	8	-14%

SOURCE: GOOGLE TRENDS, JANUARY 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). YEAR-ON-YEAR CHANGE FIGURES COMPARE INDEX VALUES FOR EACH QUERY IN JANUARY 2018 TO JANUARY 2017.

JAN 2018

DIGITAL OPTIMISM

PERCENTAGE OF THE POPULATION THAT BELIEVES NEW TECHNOLOGIES OFFER MORE OPPORTUNITIES THAN RISKS

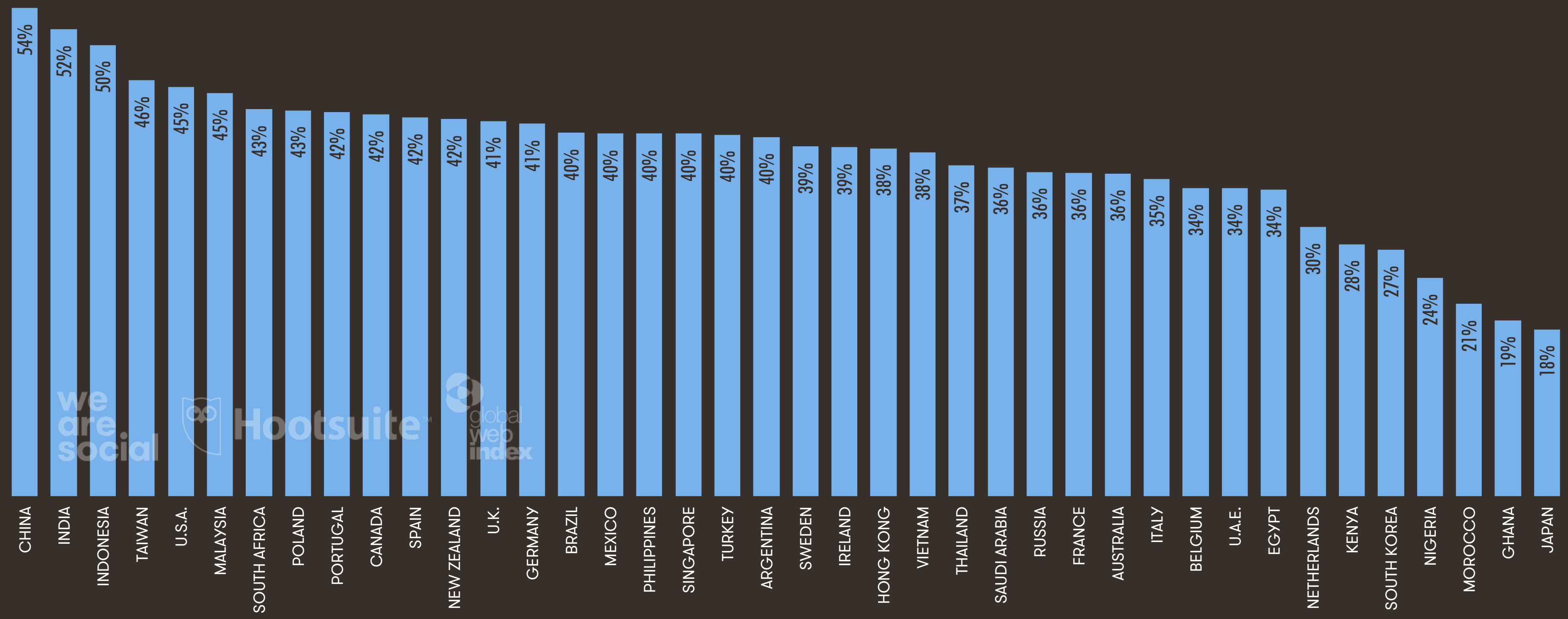


SOURCE: GOOGLE CONSUMER BAROMETER, JANUARY 2018.

JAN 2018

USE OF AD-BLOCKERS

PERCENTAGE OF INTERNET USERS WHO USE AN AD-BLOCKING TOOL TO PREVENT THE DISPLAY OF ADVERTISING CONTENT



SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017. **NOTE:** USERS OF AD-BLOCKERS MAY NOT USE THEM ALL THE TIME, OR USE THEM ON ALL THE DEVICES THEY USE TO ACCESS THE INTERNET.

HOOTSUITE'S PERSPECTIVE: INTERNET THEMES

As consumers spend more time on digital channels, we're seeing new types of behaviours emerge:

Online product research: Social media continues to grow as a source of information about products and brands. As GlobalWebIndex found, younger demographics are leading these shifts. But even among 55 to 64 year-olds, 20% say they've used social networks when researching products and services.

End-to-end social journeys: Emerging markets lead the way for using social at every step of their digital buying journey. According to PWC, 70% of Chinese consumers (versus 59% globally) use social as a source of inspiration for purchases, and 25% purchase directly through a social channel.

Social-first internet adoption: Social also drives internet adoption in developing countries. Pew Research Center found that online adults in emerging and developing nations are more likely to use social media when compared with their advanced-economy counterparts.

Click here to watch our Social Trends 2018 webinar
to explore the 5 trends that will change social marketing.

WE ARE SOCIAL'S ANALYSIS: THE FUTURE OF DIGITAL

Accelerating internet adoption in the developing world has critical implications for the future of the net. Internet giants like Google, Facebook, and Alibaba will strive to create globally scalable products that address the needs of the 'next billion' as well as those of existing users, so we can expect to see every aspect of our digital experiences evolve in the coming months.

THE RISE OF VIDEO

Audio-visual content is more accessible to people with lower levels of literacy or fluency in foreign languages

VOICE INPUT

Voice control will soon replace keyboards and typing, especially for search and social media interactions

IMAGE SEARCH

As the web moves to a more visual / video medium, image search will become an essential tool

VISUAL ADDRESSING

URLs will evolve to cater to lower levels of literacy, as well as the shift to voice control instead of typing

Click here to download our Think Forward report to learn more about how to navigate the future forces in Digital and Social.

GLOBAL SOCIAL MEDIA USE

JAN 2018

SOCIAL MEDIA USE

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

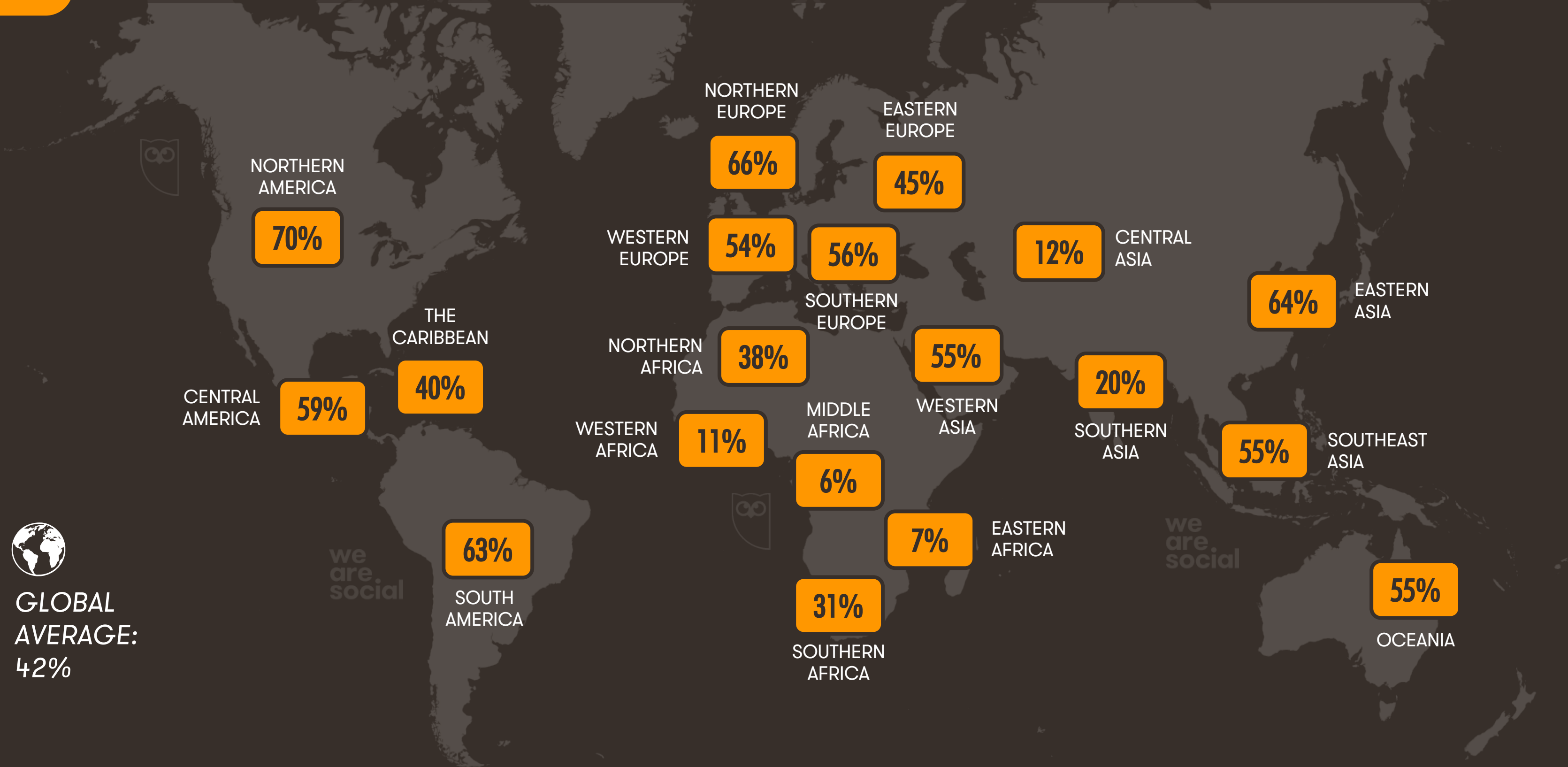
TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS	ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION	TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE	ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION
3.196 BILLION	42%	2.958 BILLION	39%

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

JAN 2018

SOCIAL MEDIA PENETRATION BY REGION

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

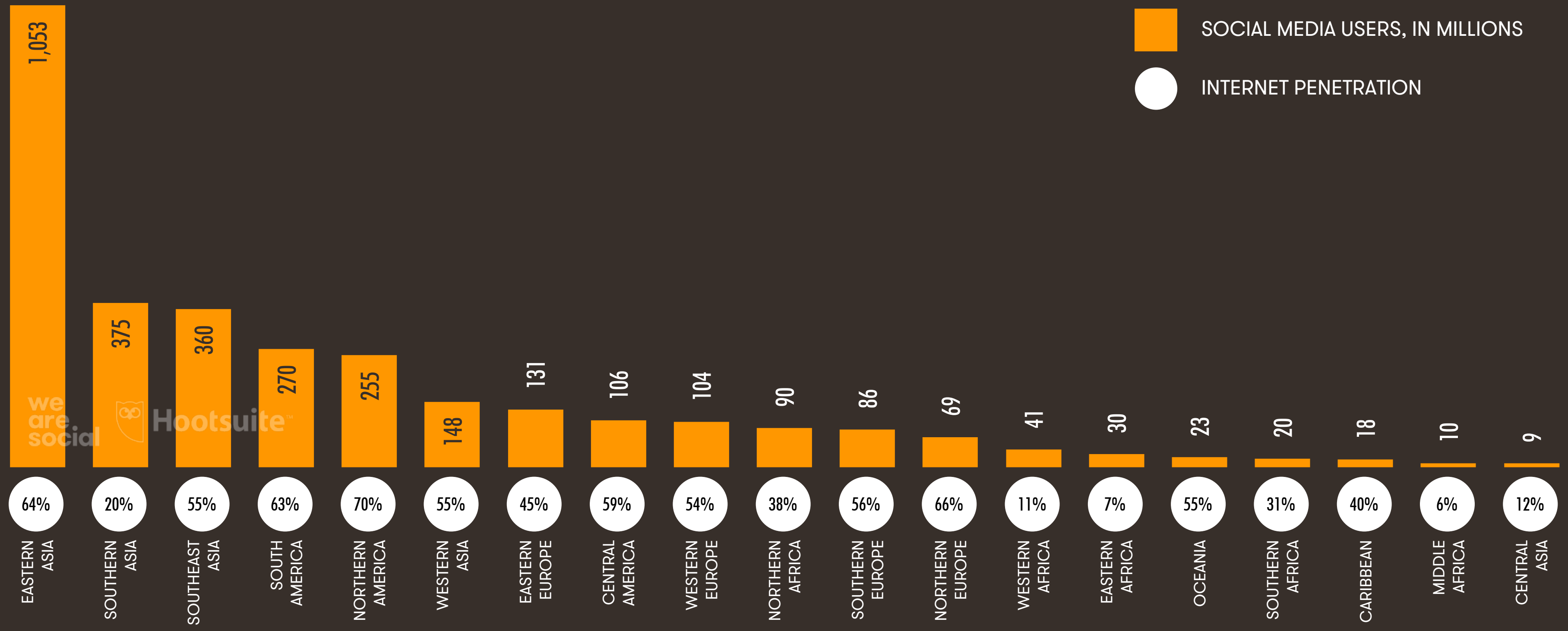


SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.
NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

JAN 2018

SOCIAL MEDIA USE: REGIONAL OVERVIEW

MONTHLY ACTIVE SOCIAL MEDIA USERS (IN MILLIONS), AND SOCIAL MEDIA PENETRATION, BY REGION

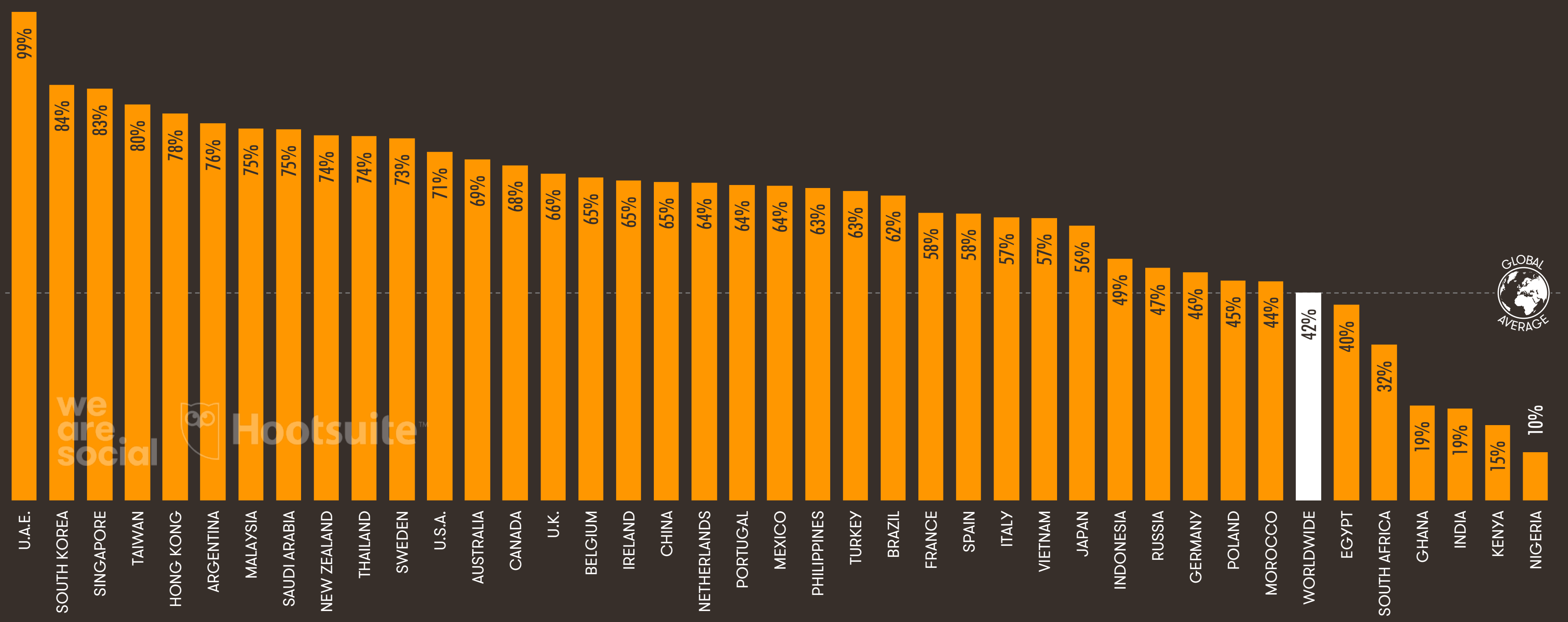


SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.
NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

JAN 2018

SOCIAL MEDIA PENETRATION BY COUNTRY

MONTHLY ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION



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

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SOCIAL MEDIA PENETRATION RANKINGS

BASED ON SOCIAL MEDIA PENETRATION IN COUNTRIES WITH A NATIONAL POPULATION OF 50,000 PEOPLE OR MORE

HIGHEST SOCIAL MEDIA PENETRATION

#	HIGHEST PENETRATION	%	USERS
01	QATAR	99%	2,640,000
02	UNITED ARAB EMIRATES	99%	9,376,000
03	KUWAIT	98%	4,100,000
04	BRUNEI DARUSSALAM	95%	410,000
05	ARUBA	95%	100,000
06	BAHRAIN	92%	1,400,000
07	CAYMAN ISLANDS	87%	54,000
08	SOUTH KOREA	84%	43,044,000
09	SINGAPORE	83%	4,800,000
10	MALTA	83%	360,000

LOWEST SOCIAL MEDIA PENETRATION

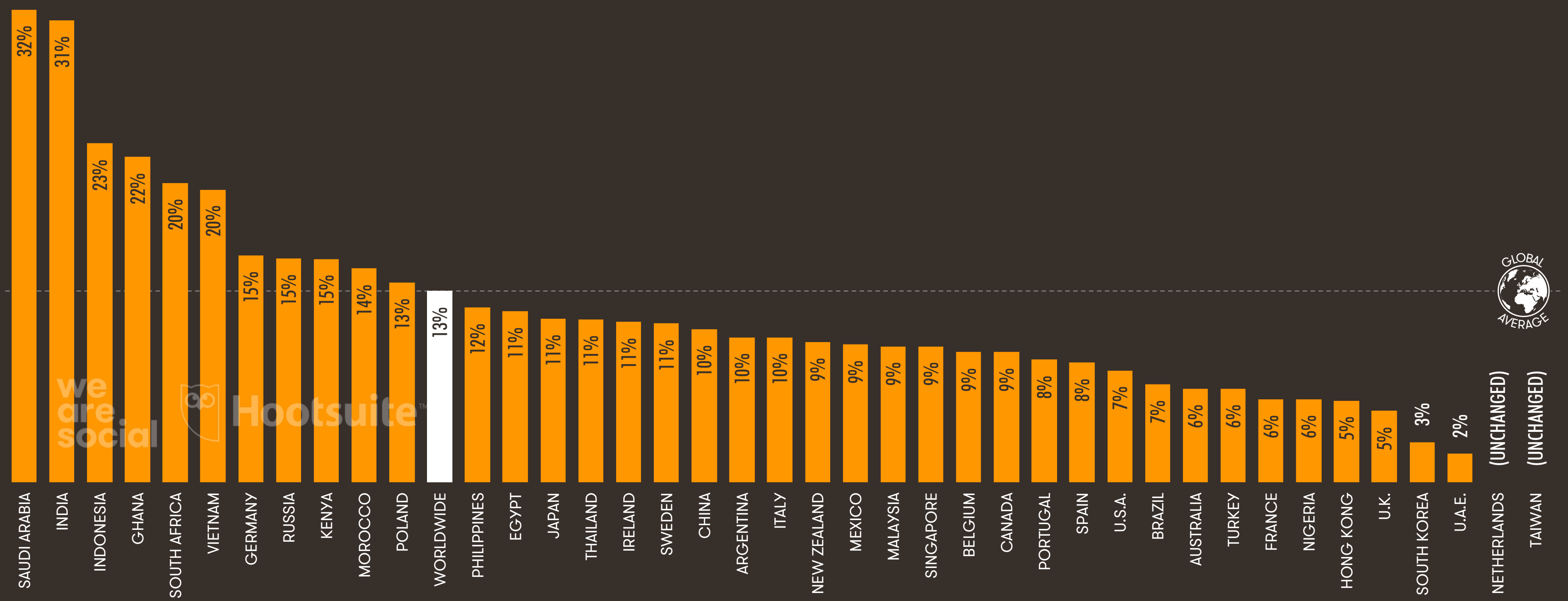
#	LOWEST PENETRATION	%	USERS
213	NORTH KOREA	0.06%	16,000
212	TURKMENISTAN	1%	33,000
211	ERITREA	1%	53,000
210	SOUTH SUDAN	1%	190,000
209	CHAD	2%	280,000
208	CENTRAL AFRICAN REPUBLIC	2%	97,000
207	NIGER	2%	480,000
206	MALAWI	3%	490,000
205	DEM. REP. OF THE CONGO	3%	2,200,000
204	BURUNDI	3%	340,000

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

JAN 2018

ANNUAL GROWTH OF SOCIAL MEDIA USERS

YEAR-ON-YEAR INCREASE IN THE NUMBER OF PEOPLE USING SOCIAL MEDIA IN EACH COUNTRY vs. JANUARY 2017



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

JAN 2018

SOCIAL MEDIA GROWTH RANKINGS

BASED ON CHANGES IN ACTIVE SOCIAL MEDIA USERS IN COUNTRIES WITH A NATIONAL POPULATION OF 50,000 PEOPLE OR MORE

LARGEST GROWTH IN NUMBER OF SOCIAL MEDIA USERS vs. 2017

#	HIGHEST GROWTH (#)	▲ USERS	▲ %
01	CHINA	84,630,000	10%
02	INDIA	59,000,000	31%
03	INDONESIA	24,000,000	23%
04	IRAN	23,000,000	135%
05	UNITED STATES	16,000,000	7%
06	VIETNAM	9,000,000	20%
07	RUSSIA	8,826,800	15%
08	BRAZIL	8,000,000	7%
09	JAPAN	7,000,000	11%
10	MEXICO	7,000,000	9%

LARGEST PERCENTAGE GROWTH IN SOCIAL MEDIA USERS vs. 2017

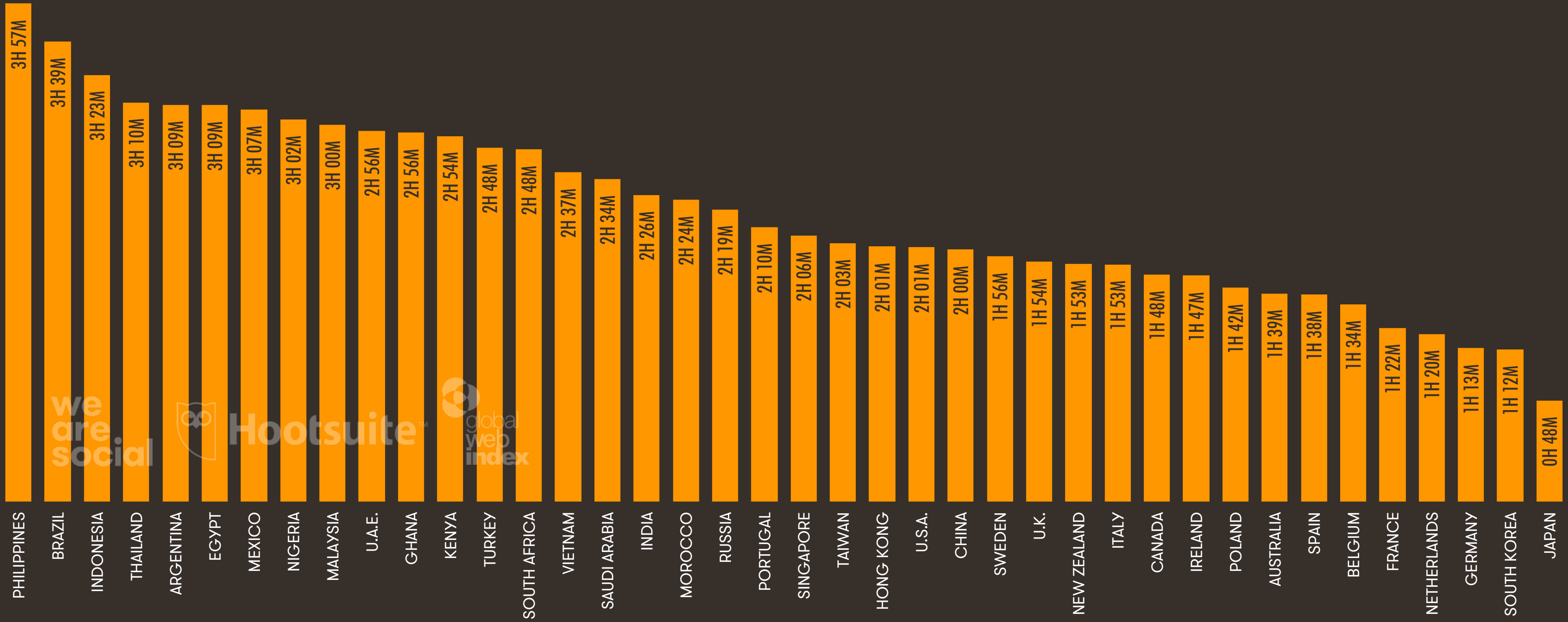
#	HIGHEST GROWTH (%)	▲ %	▲ USERS
01	KIRIBATI	191%	21,000
02	TAJIKISTAN	172%	196,000
03	IRAN	135%	23,000,000
04	KYRGYZSTAN	117%	700,000
05	KAZAKHSTAN	87%	2,700,000
06	UZBEKISTAN	69%	530,000
07	VANUATU	57%	25,000
08	COMOROS	57%	47,000
09	SOLOMON ISLANDS	53%	26,000
10	CAMBODIA	43%	2,100,000

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

JAN 2018

TIME SPENT ON SOCIAL MEDIA

AVERAGE NUMBER OF HOURS THAT SOCIAL MEDIA USERS SPEND USING SOCIAL MEDIA EACH DAY VIA ANY DEVICE [SURVEY BASED]

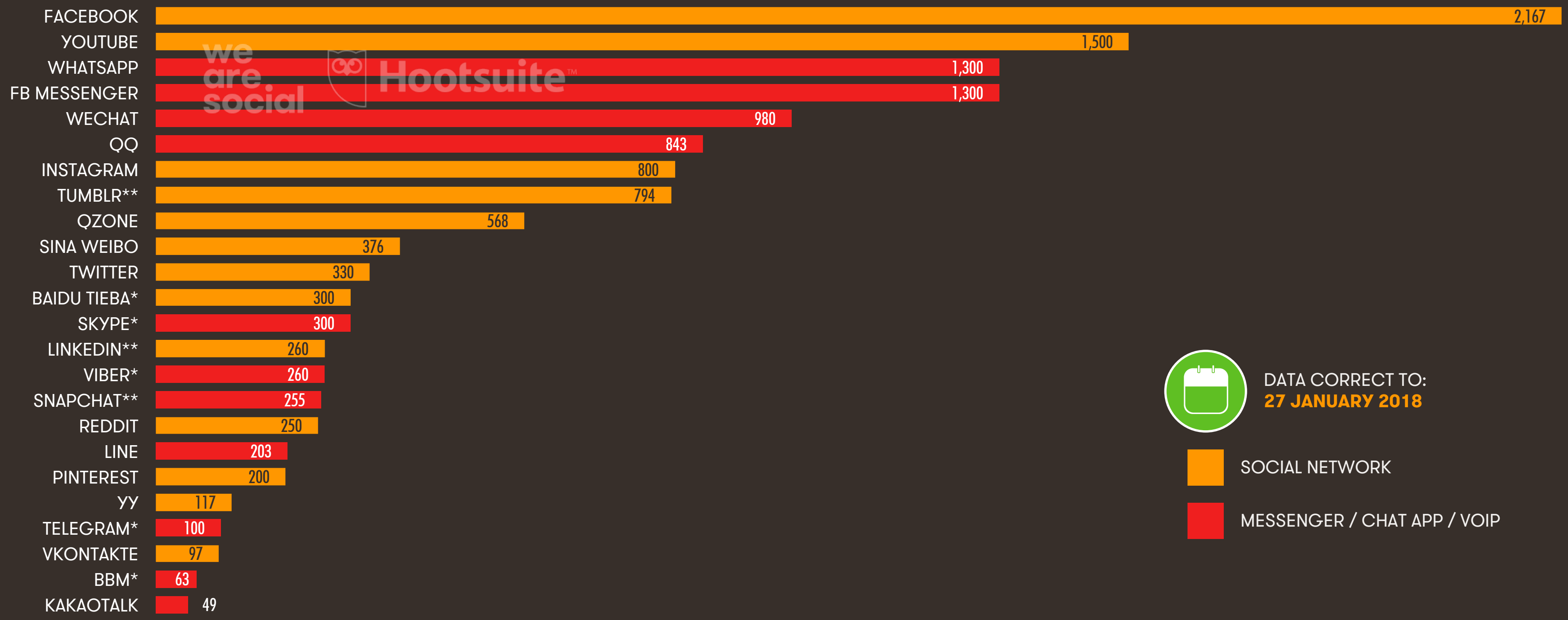


SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017. BASED ON A SURVEY OF INTERNET USERS AGED 16-64.

JAN 2018

ACTIVE USERS OF KEY GLOBAL SOCIAL PLATFORMS

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

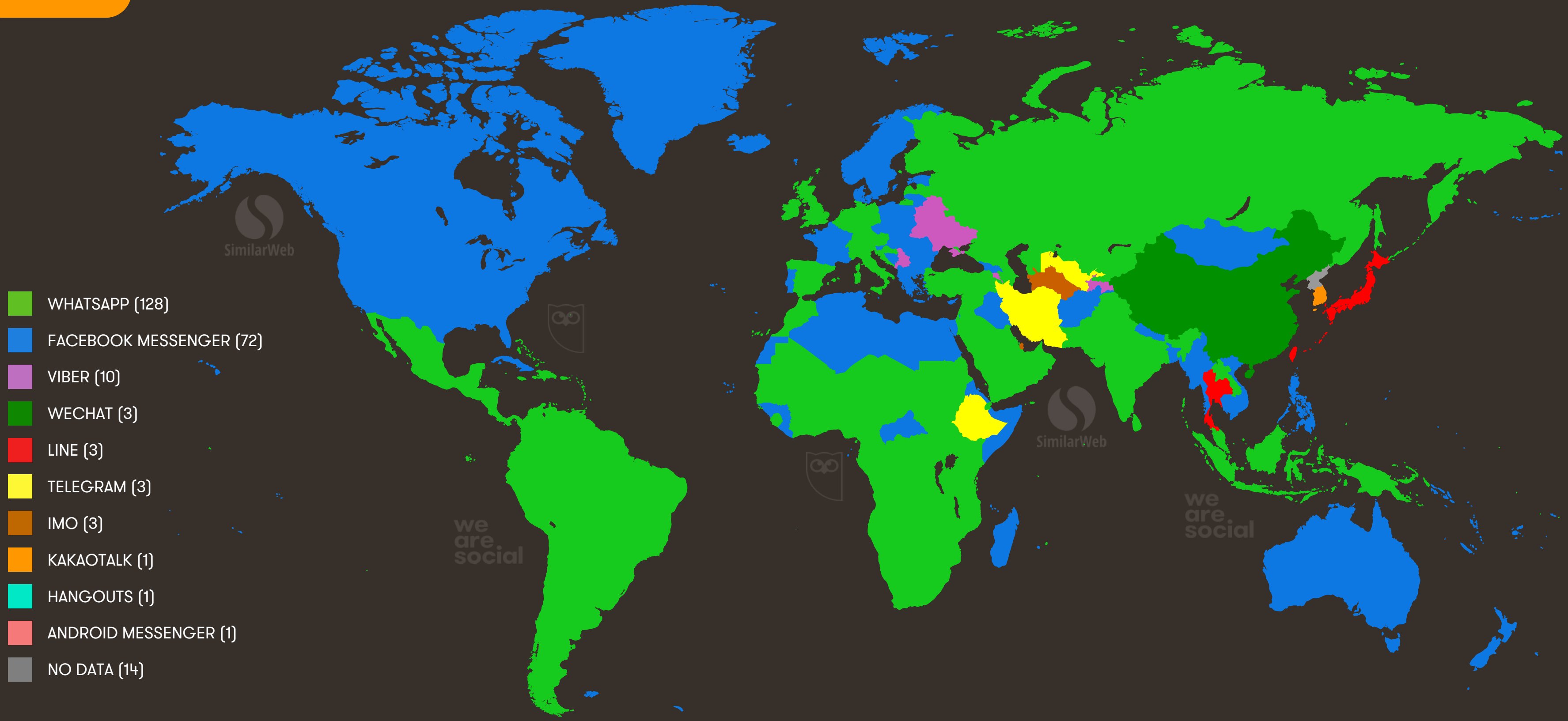


SOURCES: KEPIOS ANALYSIS; LATEST COMPANY EARNINGS RELEASES, PRESS RELEASES OR MEDIA STATEMENTS; REPORTS IN REPUTABLE MEDIA; ALL AS OF JANUARY 2018. ***ADVISORY:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES MAY BE LESS RELIABLE. ****NOTES:** THESE PLATFORMS DO NOT PUBLISH MAU DATA. TUMBLR FIGURE IS FOR MONTHLY UNIQUE VISITORS IN DEC 2017, VIA SIMILARWEB. SNAPCHAT FIGURE VIA TECHCRUNCH, JUN 2017. LINKEDIN DATA VIA FORTUNE / APPTOPIA, APR 2017.

JAN 2018

TOP MESSENGER APPS BY COUNTRY

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



SOURCE: SIMILARWEB, JANUARY 2018, BASED ON THE GOOGLE PLAY APP STORE RANK FOR DECEMBER 2017. FIGURES IN PARENTHESES IN THE LEGEND REPRESENT THE NUMBER OF COUNTRIES / TERRITORIES IN WHICH EACH PLATFORM IS THE TOP-RANKED MESSENGER APP.

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	ANNUAL CHANGE IN FACEBOOK USERS vs. JANUARY 2017	PERCENTAGE OF FACEBOOK USERS ACCESSING VIA MOBILE	PERCENTAGE OF FACEBOOK PROFILES DECLARED AS FEMALE	PERCENTAGE OF FACEBOOK PROFILES DECLARED AS MALE
2.17 BILLION	+15%	88%	44%	56%

SOURCE: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018.

JAN 2018

FACEBOOK'S TOP COUNTRIES AND CITIES

COUNTRIES AND CITIES WITH THE LARGEST ACTIVE FACEBOOK USER BASES

COUNTRIES WITH THE LARGEST NUMBER OF ACTIVE FACEBOOK USERS

#	TOP COUNTRIES	USERS	% TOTAL*
01	INDIA	250,000,000	12%
02	UNITED STATES	230,000,000	11%
03	BRAZIL	130,000,000	6%
04	INDONESIA	130,000,000	6%
05	MEXICO	83,000,000	4%
06	PHILIPPINES	67,000,000	3%
07	VIETNAM	55,000,000	3%
08	THAILAND	51,000,000	2%
09	TURKEY	51,000,000	2%
10	UNITED KINGDOM	44,000,000	2%

CITIES WITH THE LARGEST NUMBER OF ACTIVE FACEBOOK USERS

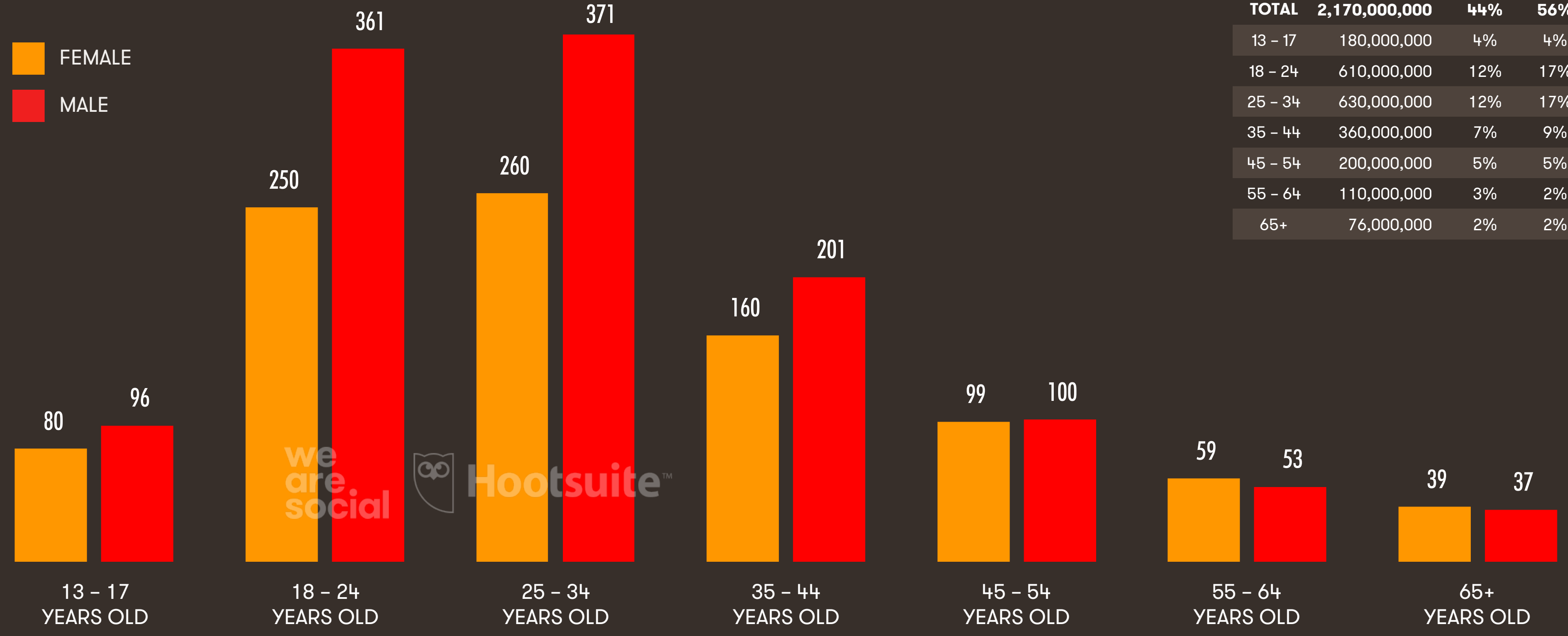
#	TOP CITIES	USERS	% TOTAL*
01	BANGKOK	22,000,000	1.0%
02	DHAKA	20,000,000	0.9%
03	BEKASI	18,000,000	0.8%
04	JAKARTA	16,000,000	0.7%
05	MEXICO CITY	14,000,000	0.6%
06	QUEZON CITY	14,000,000	0.6%
07	ISTANBUL	14,000,000	0.6%
08	SÃO PAULO	13,000,000	0.6%
09	CAIRO	13,000,000	0.6%
10	HO CHI MINH	13,000,000	0.6%

SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018. ***NOTE:** "% TOTAL" REPRESENTS THE PERCENTAGE SHARE OF TOTAL GLOBAL FACEBOOK MONTHLY ACTIVE USERS.

JAN 2018

PROFILE OF FACEBOOK USERS

BREAKDOWN OF FACEBOOK'S GLOBAL USERS BY AGE AND GENDER, IN MILLIONS



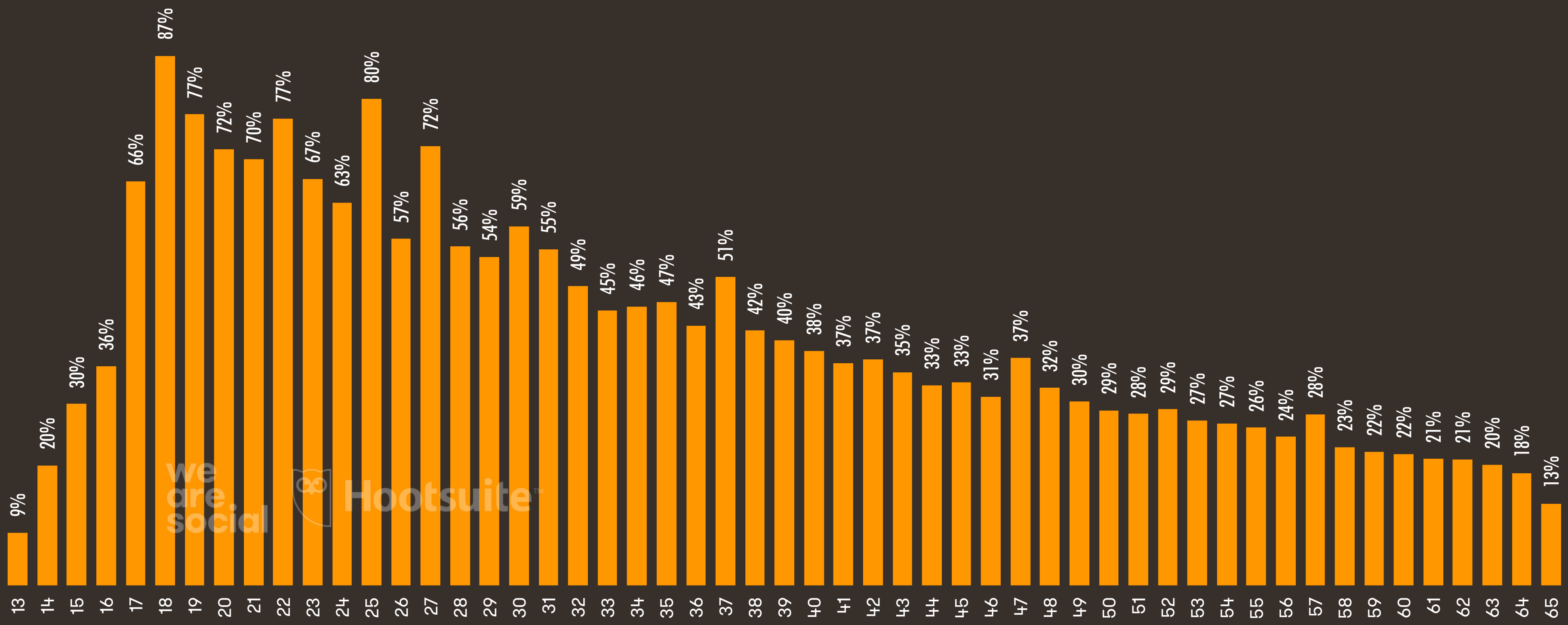
AGE	TOTAL	FEMALE	MALE
TOTAL	**2,170,000,000**	**44%**	**56%**
13 – 17	180,000,000	4%	4%
18 – 24	610,000,000	12%	17%
25 – 34	630,000,000	12%	17%
35 – 44	360,000,000	7%	9%
45 – 54	200,000,000	5%	5%
55 – 64	110,000,000	3%	2%
65+	76,000,000	2%	2%

SOURCES: 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 GLOBAL FACEBOOK USERS. TABLE VALUES MAY NOT SUM EXACTLY DUE TO ROUNDING IN THE SOURCE DATA.

JAN 2018

FEMALE FACEBOOK PENETRATION BY AGE

FACEBOOK USERS WITH GENDER SET TO FEMALE, BY SELF-DECLARED AGE, COMPARED TO TOTAL FEMALE POPULATION AT EACH AGE

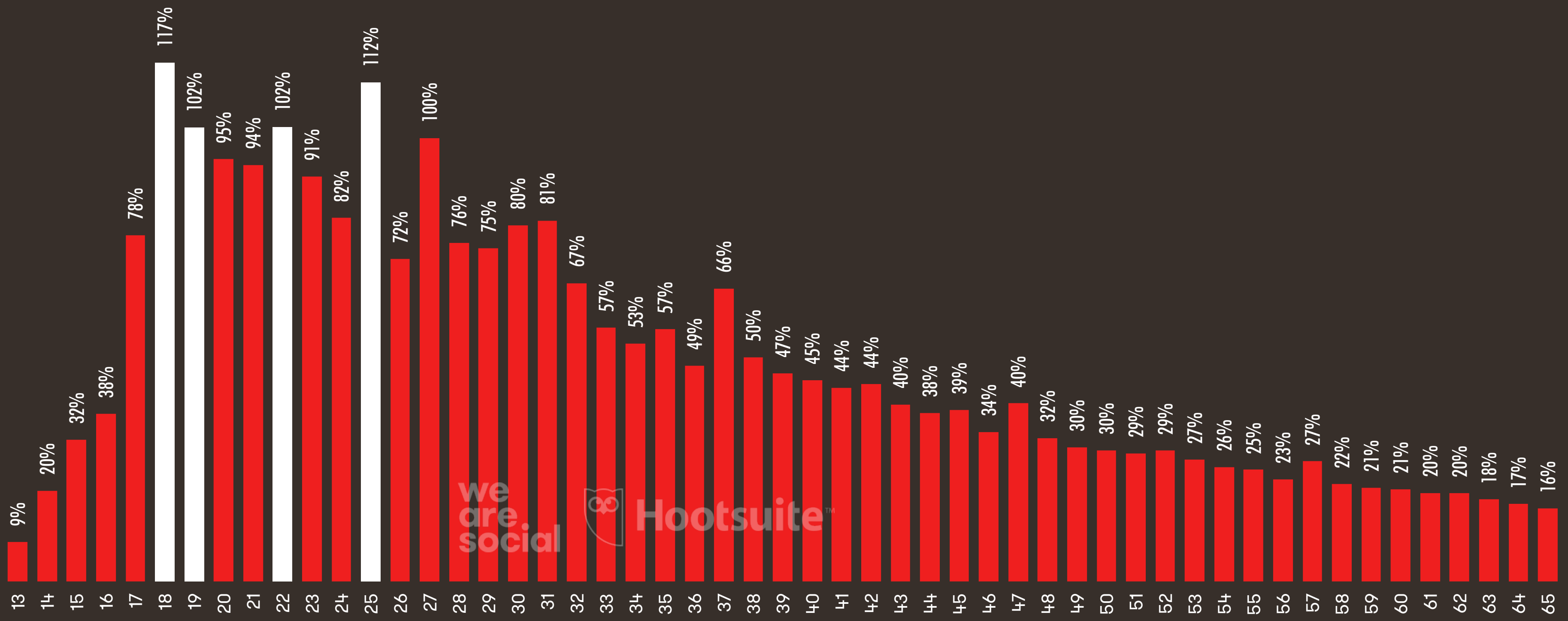


SOURCES: BASED ON DATA FROM FACEBOOK, JANUARY 2018, AND DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU (BOTH JANUARY 2018).

JAN 2018

MALE FACEBOOK PENETRATION BY AGE

FACEBOOK USERS WITH GENDER SET TO MALE, BY SELF-DECLARED AGE, COMPARED TO TOTAL MALE POPULATION AT EACH AGE



SOURCES: BASED ON DATA FROM FACEBOOK, JANUARY 2018, AND DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU (BOTH JANUARY 2018). WHITE BARS INDICATE AGES WHERE THE NUMBER OF FACEBOOK USERS WHOSE GENDER IS SET TO 'MALE' EXCEEDS THE TOTAL WORLD POPULATION OF MALES OF THAT AGE, ACCORDING TO DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU.

JAN 2018

FACEBOOK GENDER BALANCE RANKINGS

COUNTRIES WITH THE GREATEST SKEW IN THE GENDER BALANCE OF MONTHLY ACTIVE FACEBOOK USERS

COUNTRIES WITH THE MOST SIGNIFICANT FEMALE SKEW ON FACEBOOK

#	HIGHEST FEMALE RATIO	%	FEMALE USERS
01	BELARUS	58%	1,200,000
02	UKRAINE	57%	7,400,000
03	MOLDOVA	56%	560,000
04	RUSSIA	56%	20,000,000
05	LATVIA	55%	510,000
06	VENEZUELA	55%	7,700,000
07	KAZAKHSTAN	55%	3,200,000
08	FRENCH POLYNESIA	55%	94,000
09	CURAÇAO	55%	71,000
10	MACAU	55%	230,000

COUNTRIES WITH THE MOST SIGNIFICANT MALE SKEW ON FACEBOOK

#	HIGHEST MALE RATIO	%	MALE USERS
01	YEMEN	85%	2,000,000
02	AFGHANISTAN	84%	3,000,000
03	CHAD	82%	230,000
04	SOUTH SUDAN	82%	150,000
05	NIGER	81%	390,000
06	PAKISTAN	77%	27,100,000
07	INDIA	77%	192,300,000
08	MALI	76%	1,300,000
09	QATAR	76%	2,400,000
10	OMAN	76%	2,000,000

SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018.

JAN 2018

SHARE OF FACEBOOK USE BY DEVICE

BASED ON THE NUMBER OF ACTIVE USER ACCOUNTS ACCESSING THE PLATFORM VIA EACH DEVICE, IN MILLIONS

LAPTOPS & DESKTOPS	SMARTPHONES & TABLETS	FEATURE PHONES	TABLET DEVICES
31.8%	95.1%	0.5%	8.8%
ACTIVE USER ACCOUNTS: 687 MILLION	ACTIVE USER ACCOUNTS: 2,055 MILLION	ACTIVE USER ACCOUNTS: 10 MILLION	ACTIVE USER ACCOUNTS: 190 MILLION

SOURCE: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018.

JAN 2018

LANGUAGES SPOKEN BY FACEBOOK USERS

THE LANGUAGES SPOKEN BY THE GREATEST NUMBER OF USERS ON FACEBOOK (EITHER SELF-REPORTED, OR SET WITHIN PROFILE SETTINGS)

#	LANGUAGE	% TOTAL	NO. OF USERS
01	ENGLISH	50.9%	1,100,000,000
02	SPANISH	13.9%	300,000,000
03	HINDI	6.9%	150,000,000
04	INDONESIAN	6.9%	150,000,000
05	PORTUGUESE	6.9%	150,000,000
06	ARABIC	6.5%	140,000,000
07	FRENCH	5.1%	110,000,000
08	FILIPINO	2.9%	62,000,000
09	VIETNAMESE	2.7%	58,000,000
10	RUSSIAN	2.6%	56,000,000

#	LANGUAGE	% TOTAL	NO. OF USERS
11	TURKISH	2.5%	53,000,000
12	THAI	2.4%	52,000,000
13	BENGALI	1.9%	42,000,000
14	GERMAN	1.9%	42,000,000
15	ITALIAN	1.7%	37,000,000
16	CHINESE (ALL)	1.6%	34,000,000
17	JAPANESE	1.5%	33,000,000
18	URDU	1.4%	30,000,000
19	KOREAN	0.9%	20,000,000
20	POLISH	0.9%	19,000,000

SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018. LANGUAGE NAMES AS PER FACEBOOK'S DEFINITIONS.

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

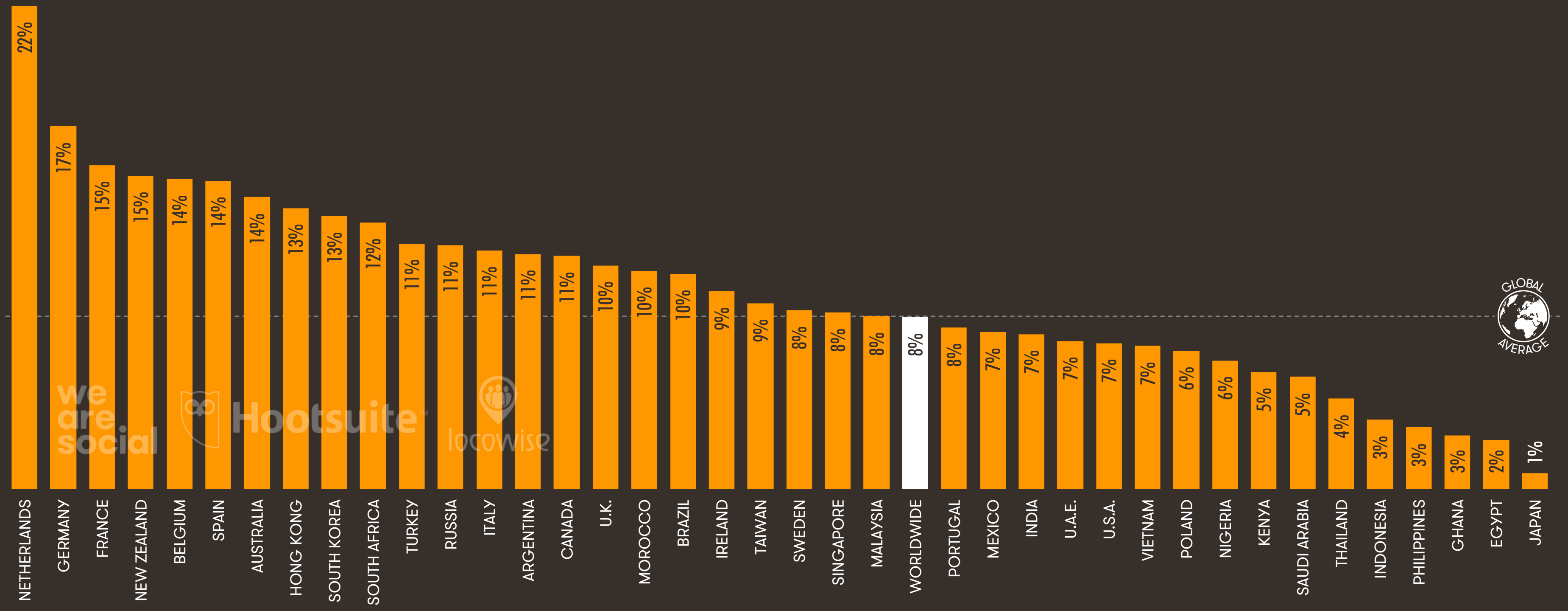
AVERAGE MONTHLY CHANGE IN PAGE LIKES	AVERAGE POST REACH vs. PAGE LIKES	AVERAGE ORGANIC REACH vs. PAGE LIKES	PERCENTAGE OF PAGES USING PAID MEDIA	AVERAGE PAID REACH vs. TOTAL REACH
+0.20%	10.7%	8.0%	22.1%	26.8%

SOURCE: LOCOWISE, JANUARY 2018. DATA REPRESENTS AVERAGE FIGURES FOR FULL-YEAR 2017. **NOTE:** REACH FIGURES COMPARE THE NUMBER OF TIMES THAT A POST WAS SERVED IN USERS' NEWSFEEDS TO THE TOTAL NUMBER OF PAGE 'FANS' (I.E. USERS THAT HAD LIKED THE PAGE) AT THE TIME THAT THE POST WAS PUBLISHED.

JAN 2018

AVERAGE ORGANIC FACEBOOK REACH

THE AVERAGE ORGANIC REACH OF FACEBOOK PAGE POSTS COMPARED TO TOTAL PAGE LIKES



SOURCE: LOCOWISE, JANUARY 2018. FIGURES ARE AVERAGES FOR FULL-YEAR 2017.

JAN 2018

FACEBOOK ORGANIC REACH RANKINGS

BASED ON THE AVERAGE REACH OF FACEBOOK PAGE POSTS COMPARED TO TOTAL PAGE LIKES

COUNTRIES WITH THE HIGHEST PAGE ENGAGEMENT RATES ON FACEBOOK

#	COUNTRY	ORGANIC REACH
01	FINLAND	34.6%
02	VENEZUELA	27.3%
03	CAYMAN ISLANDS	24.7%
04	ICELAND	23.6%
05	BRUNEI DARUSSALAM	22.9%
06	NETHERLANDS	22.5%
07	AUSTRIA	22.5%
08	GREECE	21.9%
09	SLOVENIA	21.3%
10	UKRAINE	19.6%

COUNTRIES WITH THE LOWEST PAGE ENGAGEMENT RATES ON FACEBOOK

#	COUNTRY	ORGANIC REACH
169	NAMIBIA	0.09%
168	BENIN	0.13%
167	ZAMBIA	0.14%
166	SIERRA LEONE	0.23%
165	LIBYA	0.25%
164	LESOTHO	0.32%
163	MOZAMBIQUE	0.32%
162	CURAÇAO	0.33%
161	TFYR MACEDONIA	0.38%
160	GUATEMALA	0.45%

SOURCE: LOCOWISE, JANUARY 2018.

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

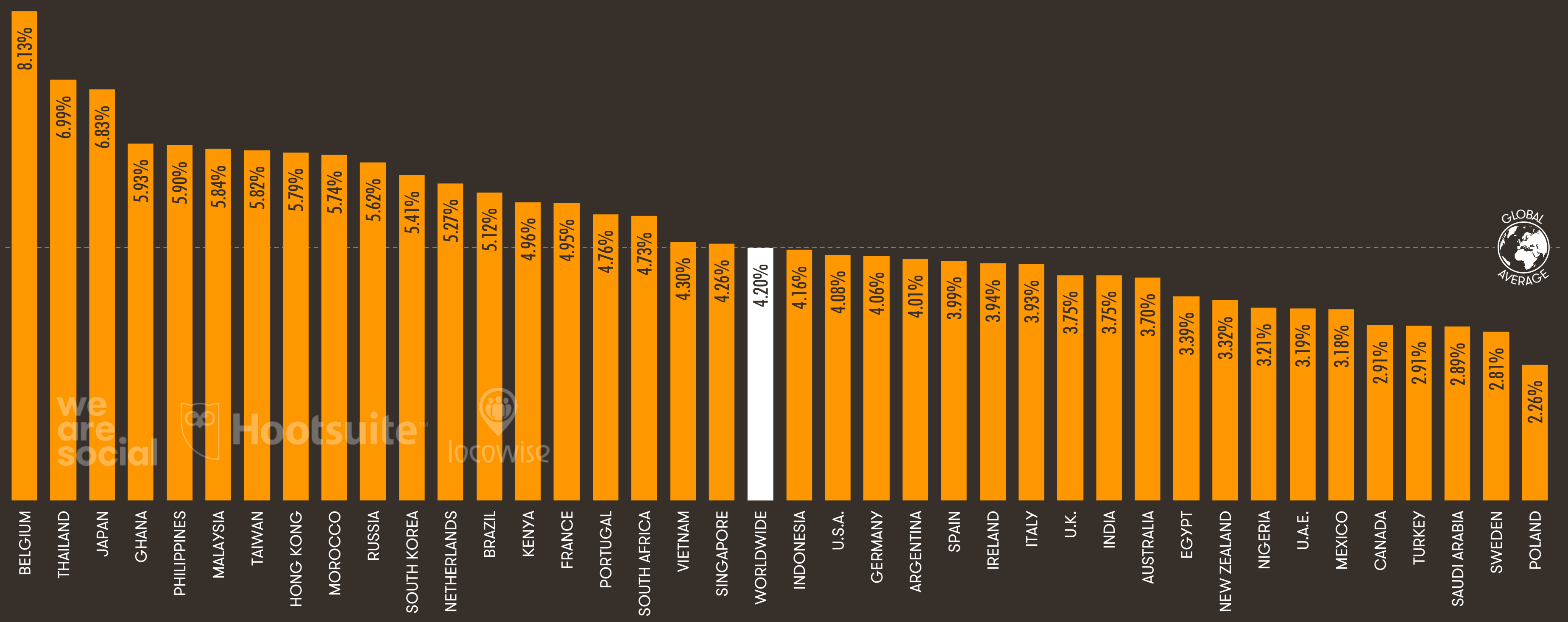
AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE POSTS (ALL TYPES)	AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE VIDEO POSTS	AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE PHOTO POSTS	AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE LINK POSTS	AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE STATUS POSTS
4.20%	5.23%	4.42%	3.90%	3.70%

SOURCE: LOCOWISE, JANUARY 2018. DATA REPRESENTS AVERAGE FIGURES FOR FULL-YEAR 2017. **NOTE:** ENGAGEMENT RATES COMPARE THE NUMBER OF PEOPLE WHO INTERACTED WITH A POST TO THE TOTAL NUMBER OF UNIQUE USERS TO WHOM THAT POST WAS SERVED, REGARDLESS OF WHETHER THOSE USERS WERE FANS OF THE PAGE AT THAT TIME.

JAN 2018

AVERAGE FACEBOOK ENGAGEMENT RATES

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



SOURCE: LOCOWISE, JANUARY 2018. FIGURES ARE AVERAGES FOR FULL-YEAR 2017.

JAN
2018

FACEBOOK PAGE ENGAGEMENT RATE RANKINGS

THE NUMBER OF PEOPLE WHO ENGAGE WITH FACEBOOK PAGES' POSTS, COMPARED TO THE NUMBER OF PEOPLE WHOM THOSE POSTS REACH

COUNTRIES WITH THE HIGHEST PAGE ENGAGEMENT RATES ON FACEBOOK

#	COUNTRY	ENGAGEMENT
01	ST VINCENT & THE GRENADINES	10.0%
02	BRUNEI DARUSSALAM	9.8%
03	UKRAINE	9.5%
04	PERU	9.4%
05	FRENCH GUIANA	9.2%
06	KUWAIT	9.0%
07	HUNGARY	8.9%
08	MALTA	8.5%
09	BELGIUM	8.1%
10	LEBANON	7.9%

COUNTRIES WITH THE LOWEST PAGE ENGAGEMENT RATES ON FACEBOOK

#	COUNTRY	ENGAGEMENT
171	LESOTHO	0.7%
170	MALI	0.9%
169	NORWAY	1.1%
168	THE BAHAMAS	1.1%
167	RWANDA	1.1%
166	KYRGYZSTAN	1.2%
165	SURINAME	1.3%
164	AFGHANISTAN	1.3%
163	VANUATU	1.5%
162	LAOS	1.7%

SOURCE: LOCOWISE, JANUARY 2018.

JAN 2018

INSTAGRAM USAGE ANALYSIS

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

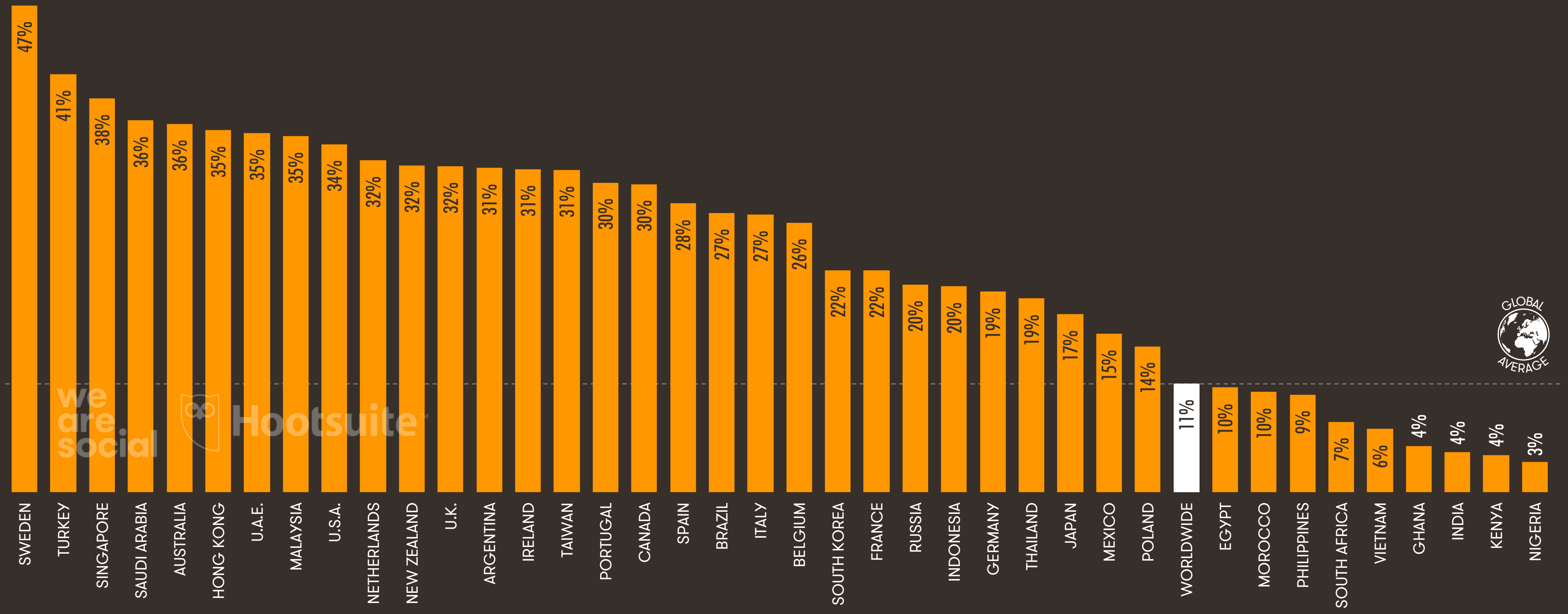
TOTAL NUMBER OF MONTHLY ACTIVE INSTAGRAM USERS	ACTIVE INSTAGRAM USERS AS A PERCENTAGE OF TOTAL POPULATION	FEMALE USERS AS A PERCENTAGE OF ALL ACTIVE INSTAGRAM USERS	MALE USERS AS A PERCENTAGE OF ALL ACTIVE INSTAGRAM USERS
800 MILLION	11%	50.4%	49.6%

SOURCE: EXTRAPOLATION OF DATA FROM INSTAGRAM (VIA FACEBOOK), JANUARY 2018. PENETRATION RATES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

JAN 2018

INSTAGRAM PENETRATION BY COUNTRY

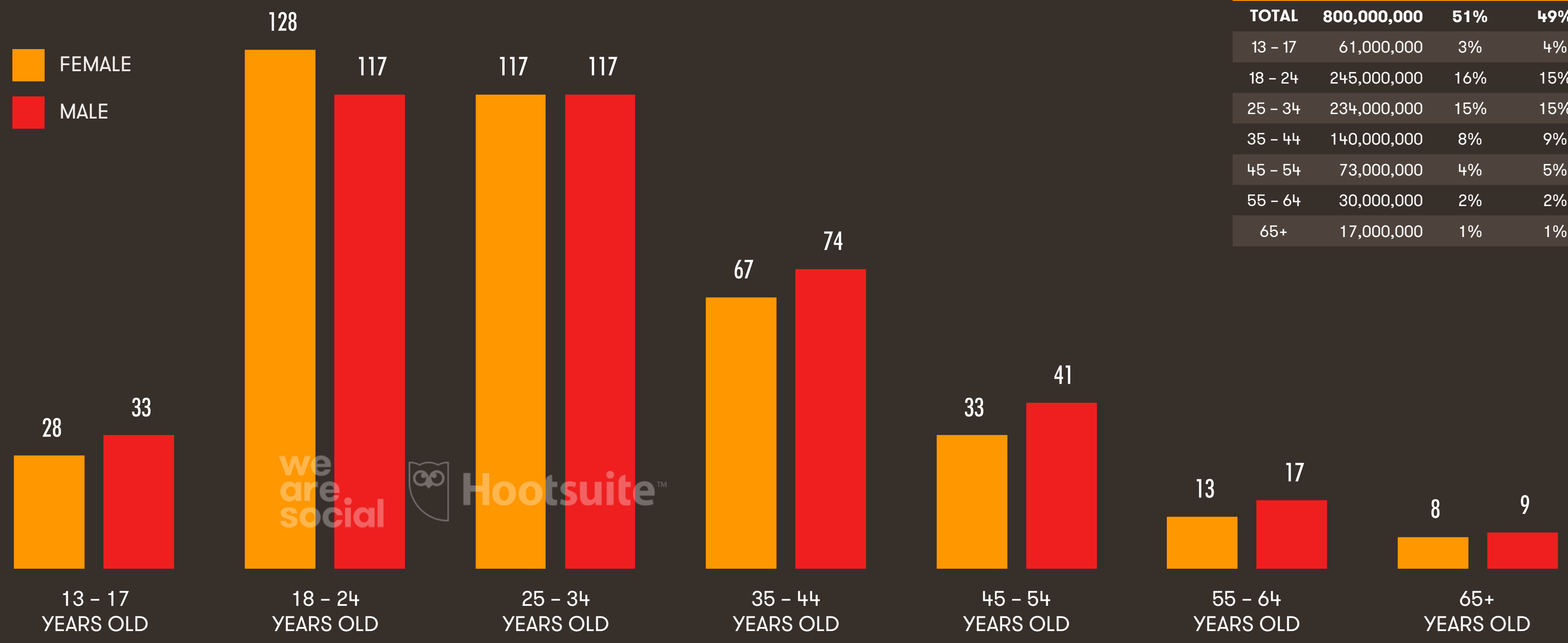
THE NUMBER OF MONTHLY ACTIVE INSTAGRAM USERS, COMPARED TO TOTAL POPULATION



SOURCE: EXTRAPOLATION OF DATA FROM FACEBOOK, JANUARY 2018. PENETRATION RATES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

PROFILE OF INSTAGRAM USERS

BREAKDOWN OF INSTAGRAM'S GLOBAL USERS BY AGE AND GENDER, IN MILLIONS



AGE	TOTAL	FEMALE	MALE
TOTAL	**800,000,000**	**51%**	**49%**
13 – 17	61,000,000	3%	4%
18 – 24	245,000,000	16%	15%
25 – 34	234,000,000	15%	15%
35 – 44	140,000,000	8%	9%
45 – 54	73,000,000	4%	5%
55 – 64	30,000,000	2%	2%
65+	17,000,000	1%	1%

SOURCES: EXTRAPOLATION OF DATA FROM INSTAGRAM (VIA FACEBOOK), 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 GLOBAL INSTAGRAM USERS. TABLE VALUES MAY NOT SUM EXACTLY DUE TO ROUNDING IN THE SOURCE DATA.

JAN 2018

INSTAGRAM'S TOP COUNTRIES

COUNTRIES WITH THE LARGEST ACTIVE INSTAGRAM USER BASES, BY TOTAL NUMBER OF USERS AND BY PENETRATION

COUNTRIES WITH THE LARGEST NUMBER OF ACTIVE INSTAGRAM USERS

#	COUNTRY	USERS	PENETRATION
01	UNITED STATES	110,000,000	34%
02	BRAZIL	57,000,000	27%
03	INDONESIA	53,000,000	20%
04	INDIA	52,000,000	4%
05	TURKEY	33,000,000	41%
06	RUSSIA	29,000,000	20%
07	IRAN	24,000,000	29%
08	JAPAN	22,000,000	17%
09	UNITED KINGDOM	21,000,000	32%
10	MEXICO	20,000,000	15%

COUNTRIES WITH THE HIGHEST INSTAGRAM PENETRATION RATES

#	COUNTRY	PENETRATION	USERS
01	BRUNEI DARUSSALAM	49%	210,000
02	SWEDEN	47%	4,700,000
03	ARUBA	46%	49,000
04	CAYMAN ISLANDS	45%	28,000
05	ICELAND	45%	150,000
06	NORWAY	43%	2,300,000
07	BAHRAIN	43%	660,000
08	CYPRUS	42%	500,000
09	TURKEY	41%	33,000,000
10	ISRAEL	39%	3,300,000

SOURCES: EXTRAPOLATION OF DATA FROM FACEBOOK, JANUARY 2018.

JAN 2018

HASHTAG AND EMOJI RANKINGS

BASED ON THE NUMBER OF TIMES PEOPLE USED EACH HASHTAG ON INSTAGRAM IN 2017, AND CUMULATIVE EMOJI USE ON TWITTER SINCE JULY 2013

MOST-USED HASHTAGS ON INSTAGRAM IN 2017

#	TOP INSTAGRAM HASHTAGS
01	#LOVE
02	#INSTAGOOD
03	#FASHION
04	#PHOTOOFTHEDAY
05	#BEAUTIFUL
06	#PICOFTHEDAY
07	#FITNESS
08	#STYLE
09	#TRAVEL
10	#HAPPY

MOST-USED EMOJI ON TWITTER (CUMULATIVE)

#	EMOJI	USES ON TWITTER
01	😂	1,955,000,000
02	❤️	918,000,000
03	😍	727,000,000
04	♻️	688,000,000
05	♥️	665,000,000
06	😭	556,000,000
07	😊	510,000,000
08	😒	454,000,000
09	💕	402,000,000
10	😘	395,000,000

MOST-USED EMOJI ON TWITTER (CUMULATIVE)

#	EMOJI	USES ON TWITTER
11	😩	359,000,000
12	☺️	344,000,000
13	👌	320,000,000
14	😔	295,000,000
15	😏	287,000,000
16	😁	282,000,000
17	😉	228,000,000
18	⬅️	226,000,000
19	👍	198,000,000
20	😌	190,000,000

SOURCES: INSTAGRAM HASHTAGS: KLEAR, JANUARY 2018, BASED ON GLOBAL INSTAGRAM USAGE FOR FULL-YEAR 2017 (ALL LANGUAGES). TWITTER EMOJI: EMOJITRACKER, JANUARY 2018, BASED ON CUMULATIVE WORLDWIDE USES OF EACH EMOJI ON TWITTER BETWEEN 04 JULY 2013 AND 22 JANUARY 2018. FIGURES HAVE BEEN ROUNDED TO THE NEAREST MILLION.

Hootsuite™ we are social

WE ARE SOCIAL'S SOCIAL PREDICTIONS FOR 2018

Direct messenger marketing: as people spend more of their social media time in messengers, it will become increasingly important for brands to define how they can add value in these environments. The combined opportunities of messengers and commerce are spectacular, but brands will need to deliver relevance in a seamless, non-intrusive way.

Social commerce: the value of social commerce is set to explode over the next few years, with Technavio predicting that revenues could reach US$165 billion by 2021. The existing success of Facebook Messenger bots, WeChat's integrated payments system, and developments like Amazon's Spark all point to a bright future for 'socially integrated omnichannel'.

Social search: social platforms continue to amass a wealth of data from people's real-world behaviours, geo-tags, and interest insights. With the continued evolution of visual search, social platforms are becoming more and more popular places to search too, so we can expect to see more valuable innovations like Pinterest's Lens in the coming months.

Hyper-transparency: brands are in a race to win back people's trust, and they need to go beyond words. In the era of 'fake news', mistrust of brands, media, and governments has gone into overdrive, so brands must be willing to talk openly about everything – not just the good bits. As a result, social media conversations and interactions will be ever more critical.

Consumers as contributors: brands are increasingly being driven by the ideas of, and interactions with, their consumers. As a result, consumers are moving from passive buyers of a brand's products, to actively shaping and defining the future of the brands they care about. As a result, a brand's 'community' has the potential to become its most valuable asset.

To learn more about these themes and what they mean for your brand, click here to download our Think Forward report.

HOOTSUITE'S PERSPECTIVE: SOCIAL MEDIA THEMES

Facebook: Global connectivity. Social marketing platform. Mobile video is Facebook's biggest bet in 2018. But they'll also boost brand discovery via the new Explore tab; use AI to encourage more people to join the 100 million people using Groups; and accelerate organic and paid Messenger interactions.

YouTube: Mobile streaming and social TV platform. YouTube will expand their mass-market reach with original social TV programing from YouTube Red, live broadcasting, and YouTube TV. Mobile remains key, but YouTube also saw a 70 percent YOY increase in living room viewing.

Instagram: Peer-to-peer sharing. Growing engaged communities. With the explosive popularity of Instagram stories (up to 250 million daily users) and enhanced live video features, Instagram's focus will remain on organic engagement. In 2018, we'll see mobile video engagement continue to rise and extended advertiser options, including ads in Stories.

Snapchat: Mobile storytelling and brand discovery platform. Snapchat will look to differentiate as a platform, focusing on their ability to reach younger demographics at scale. Explore their self-serve ad tools, as well as searchable Stories, location-based Context Cards, and Snap Maps.

LinkedIn: Professional conversation and content amplification platform. LinkedIn will continue their dominance with professionals, leveraging their CRM integrations and expanded social features. For content amplification, use their video creation tools and Snapchat-style geofilters for events and conference.

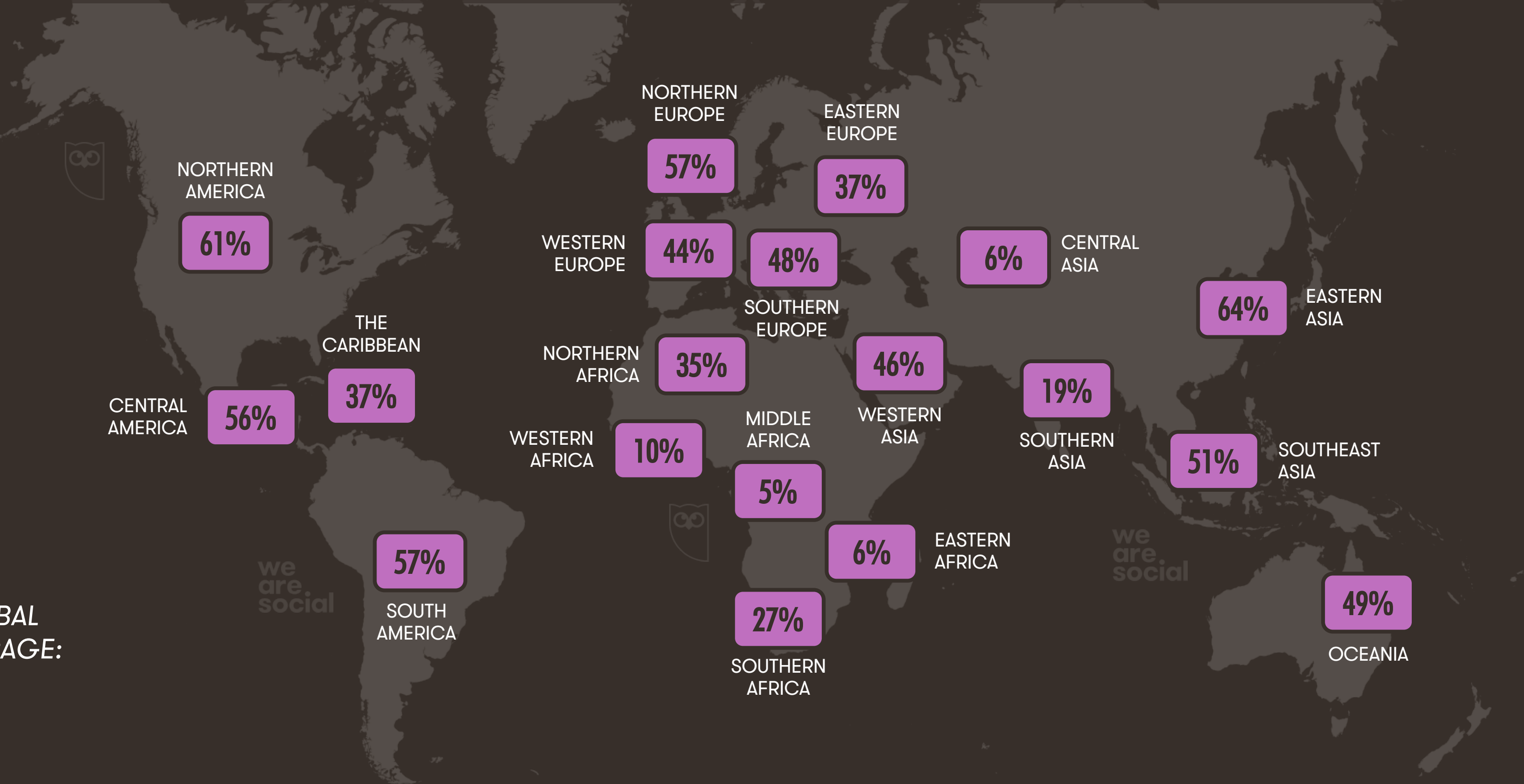
Click here to download our 2018 Social Media Trends Toolkit to align your strategy with the year's key social network and digital trends.

GLOBAL MOBILE SOCIAL MEDIA USE

JAN 2018

MOBILE SOCIAL MEDIA PENETRATION BY REGION

ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY ACCESSING VIA MOBILE, COMPARED TO POPULATION

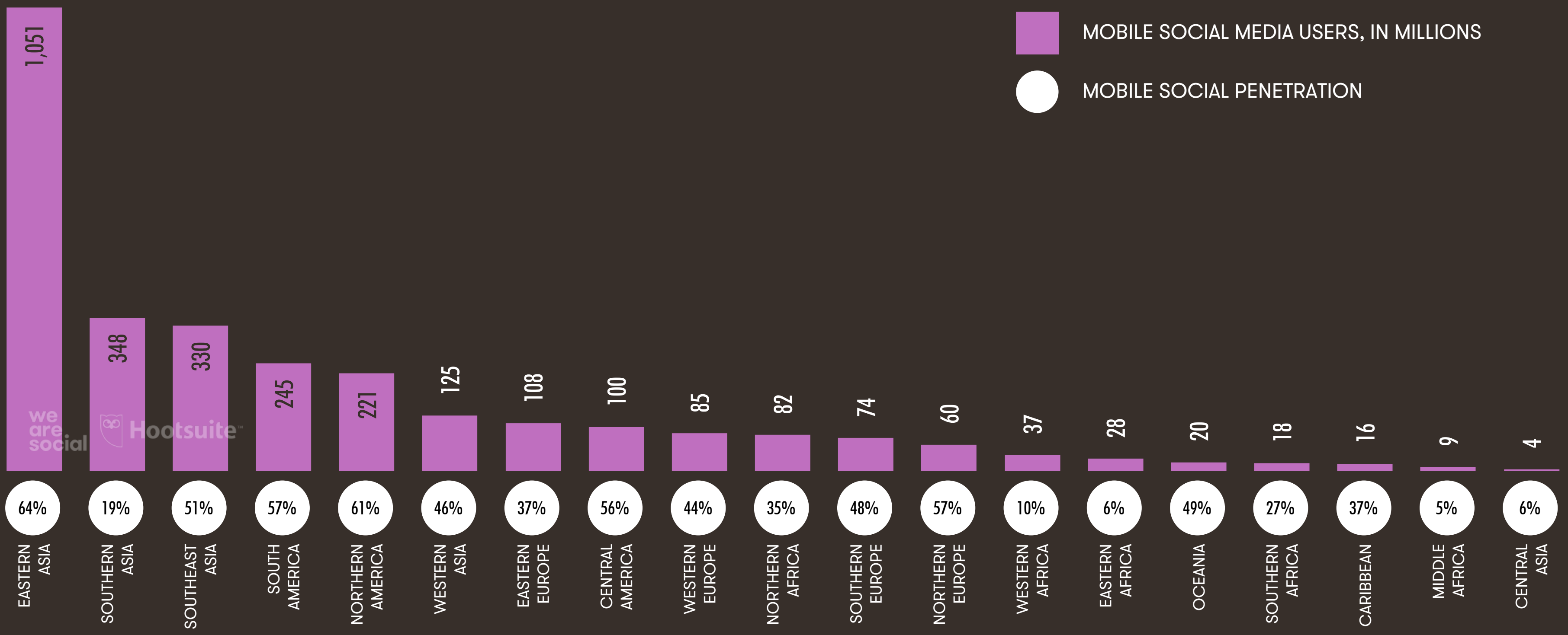


GLOBAL AVERAGE: 39%

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

MOBILE SOCIAL MEDIA USE: REGIONAL OVERVIEW

MONTHLY MOBILE-ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY (IN MILLIONS), COMPARED TO POPULATION

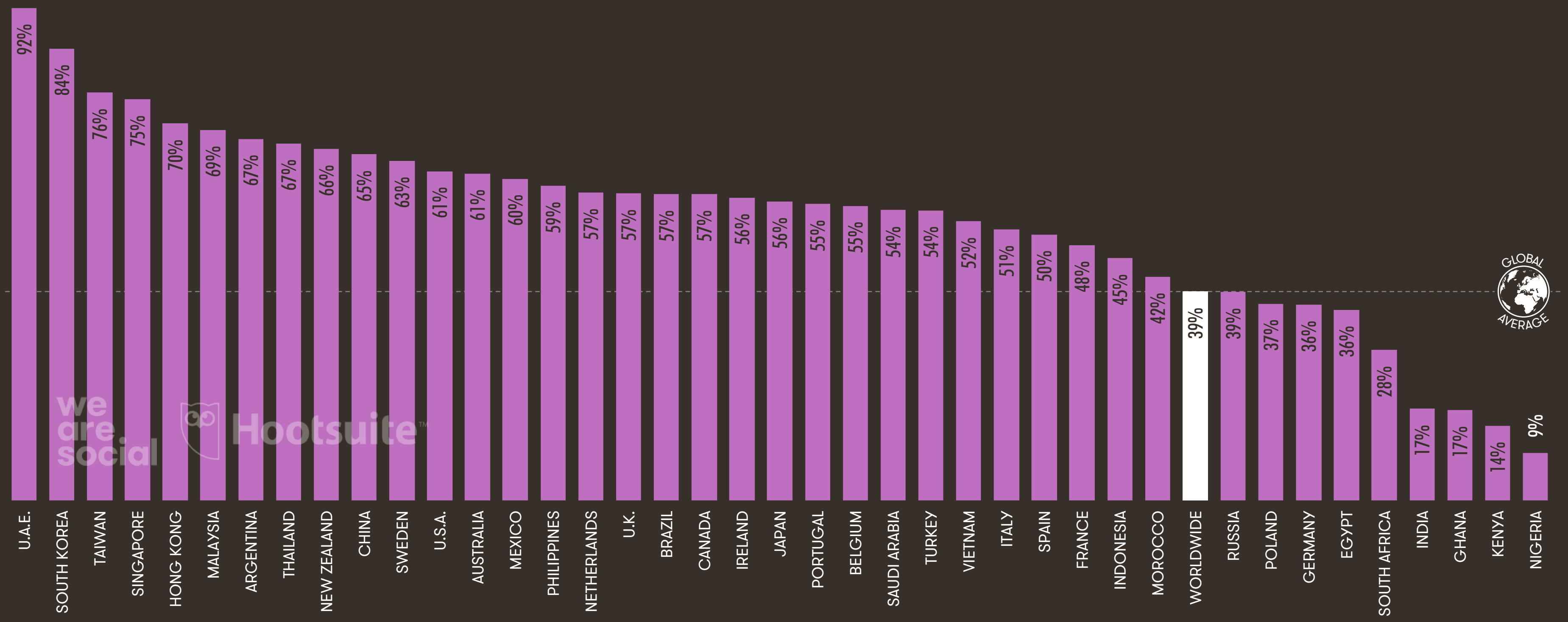


SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.

JAN 2018

MOBILE SOCIAL MEDIA PENETRATION BY COUNTRY

ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY ACCESSING VIA MOBILE, COMPARED TO POPULATION



SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.

JAN 2018

MOBILE SOCIAL MEDIA PENETRATION RANKINGS

BASED ON MOBILE SOCIAL MEDIA PENETRATION IN COUNTRIES WITH A NATIONAL POPULATION OF 50,000 PEOPLE OR MORE

HIGHEST MOBILE SOCIAL MEDIA PENETRATION

#	HIGHEST PENETRATION	%	USERS
01	UNITED ARAB EMIRATES	92%	8,700,000
02	ARUBA	86%	91,000
03	QATAR	86%	2,300,000
04	SOUTH KOREA	84%	43,044,000
05	BRUNEI DARUSSALAM	81%	350,000
06	CAYMAN ISLANDS	77%	48,000
07	TAIWAN	76%	18,000,000
08	SINGAPORE	75%	4,300,000
09	CURAÇAO	75%	120,000
10	KUWAIT	74%	3,100,000

LOWEST MOBILE SOCIAL MEDIA PENETRATION

#	LOWEST PENETRATION	%	USERS
213	NORTH KOREA	0.04%	9,200
212	TURKMENISTAN	0.3%	16,000
211	ERITREA	0.9%	47,000
210	SOUTH SUDAN	1.3%	170,000
209	CHAD	1.7%	260,000
208	CENTRAL AFRICAN REPUBLIC	1.8%	85,000
207	TAJIKISTAN	1.9%	170,000
206	NIGER	2.0%	440,000
205	MALAWI	2.4%	450,000
204	DEM. REP. OF THE CONGO	2.4%	2,000,000

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.

JAN 2018

MOBILE SOCIAL MEDIA GROWTH RANKINGS

BASED ON CHANGES IN MOBILE-ACTIVE SOCIAL MEDIA USERS IN COUNTRIES WITH A NATIONAL POPULATION OF 50,000 PEOPLE OR MORE

LARGEST GROWTH IN NUMBER OF MOBILE SOCIAL MEDIA USERS vs. 2016

#	HIGHEST GROWTH (#)	▲ USERS	▲ %
01	CHINA	84,630,000	10%
02	INDIA	63,000,000	38%
03	INDONESIA	28,000,000	30%
04	IRAN	23,000,000	135%
05	RUSSIA	10,507,795	23%
06	BRAZIL	10,000,000	9%
07	UNITED STATES	10,000,000	5%
08	MEXICO	9,000,000	13%
09	VIETNAM	9,000,000	22%
10	PHILIPPINES	8,000,000	15%

LARGEST PERCENTAGE GROWTH IN MOBILE SOCIAL MEDIA USERS vs. 2016

#	HIGHEST GROWTH (%)	▲ %	▲ USERS
01	KIRIBATI	200%	20,000
02	IRAN	135%	23,000,000
03	TAJIKISTAN	94%	82,220
04	VANUATU	66%	25,000
05	COMOROS	64%	47,000
06	SOLOMON ISLANDS	62%	26,000
07	KYRGYZSTAN	59%	240,000
08	LAOS	47%	700,000
09	CHAD	44%	80,000
10	CAMBODIA	43%	1,900,000

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.

HOOTSUITE'S PERSPECTIVE: MOBILE SOCIAL THEMES

According to comScore, one in every three minutes on mobile is spent using a **social app**. Whether reading the news or hunting for product reviews, spending time on mobile is now synonymous with social networking.

Mobile video is the dominant social content format. But it's getting harder to stand out. 46% of respondents to Hootsuite's annual Social Trends Survey say that they're already implementing social videos.

We've seen **passive content consumption** on mobile climb. For example, 60% of internet users primarily use social sites to find entertainment (which is why social networks are racing to fill feeds with short bursts of mobile video content).

For Hootsuite's recommendations on mobile and social video, click here to see our 2018 Social Trends Report.

WE ARE SOCIAL'S PREDICTIONS: MOBILE SOCIAL

With 93% of the world's social media users accessing social via smartphones and tablets, mobile already sits at the heart of today's social media experiences. The latest data and trends suggest that our mobile social experiences will evolve considerably in the coming months though, with the emphasis clearly on the importance of human interaction and conversation. Key themes include:

MORE ACTIVE CONVERSATION

Social media platforms will (re)prioritise the interactions between people over passive media consumption

VIDEO CHAT

Live video chat and short recorded videos will increasingly replace text messaging, especially in chat apps

AUGMENTED INTERACTIONS

AR functionality will add variety and useful annotation options to our live video conversations

REAL-WORLD INTEGRATION

Expect to see live messenger support and social payments integrated into more real-world settings

For more trends in Social and Mobile,
click here to download our Think Forward report.

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GLOBAL MOBILE USE

JAN 2018

MOBILE USERS vs. MOBILE CONNECTIONS

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

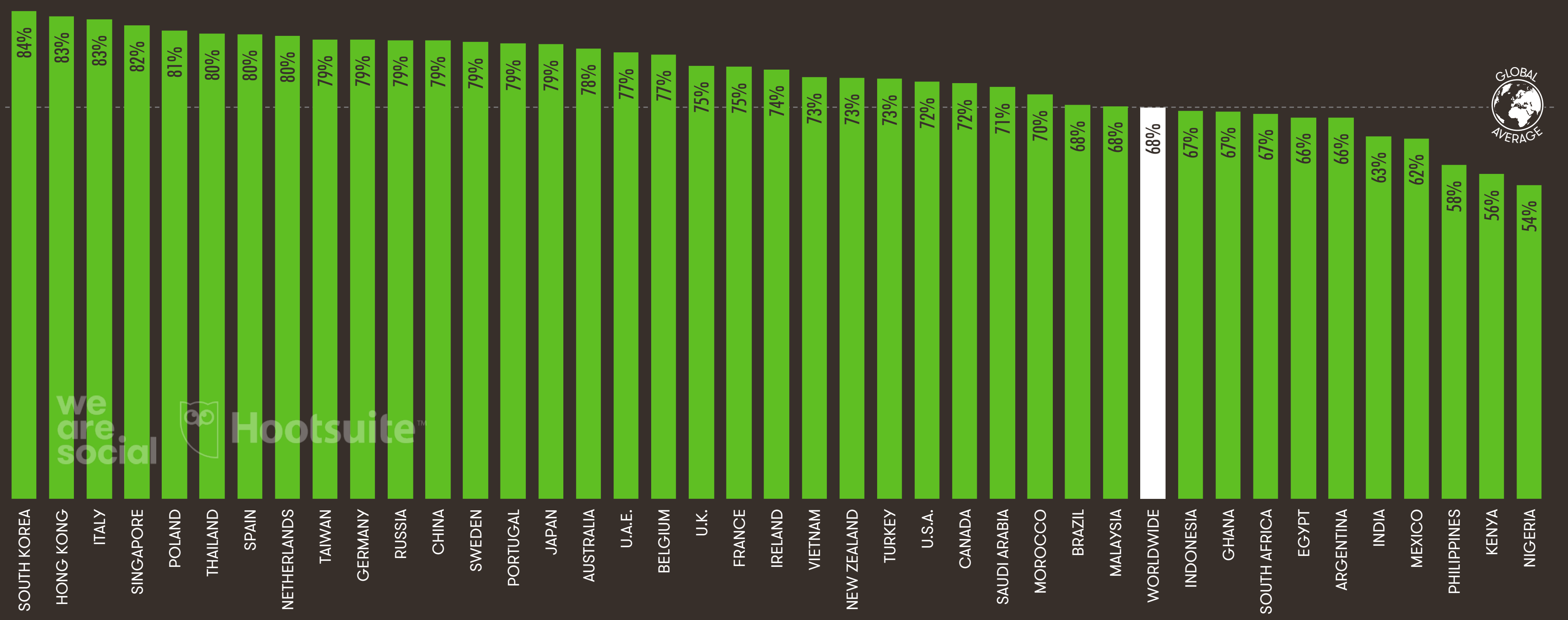
NUMBER OF UNIQUE MOBILE USERS (ANY TYPE OF HANDSET)	MOBILE PENETRATION (UNIQUE USERS vs. TOTAL POPULATION)	TOTAL NUMBER OF MOBILE CONNECTIONS	MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION	AVERAGE NUMBER OF CONNECTIONS PER UNIQUE MOBILE USER
5.135 BILLION	68%	8.485 BILLION	112%	1.65

SOURCES: UNIQUE MOBILE USERS: GSMA INTELLIGENCE, JANUARY 2018; GOOGLE CONSUMER BAROMETER, JANUARY 2018; MOBILE CONNECTIONS: GSMA INTELLIGENCE, Q4 2017. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

JAN 2018

UNIQUE MOBILE USER PENETRATION BY COUNTRY

UNIQUE INDIVIDUALS USING MOBILE PHONES OF ANY TYPE BY COUNTRY, COMPARED TO NATIONAL POPULATIONS

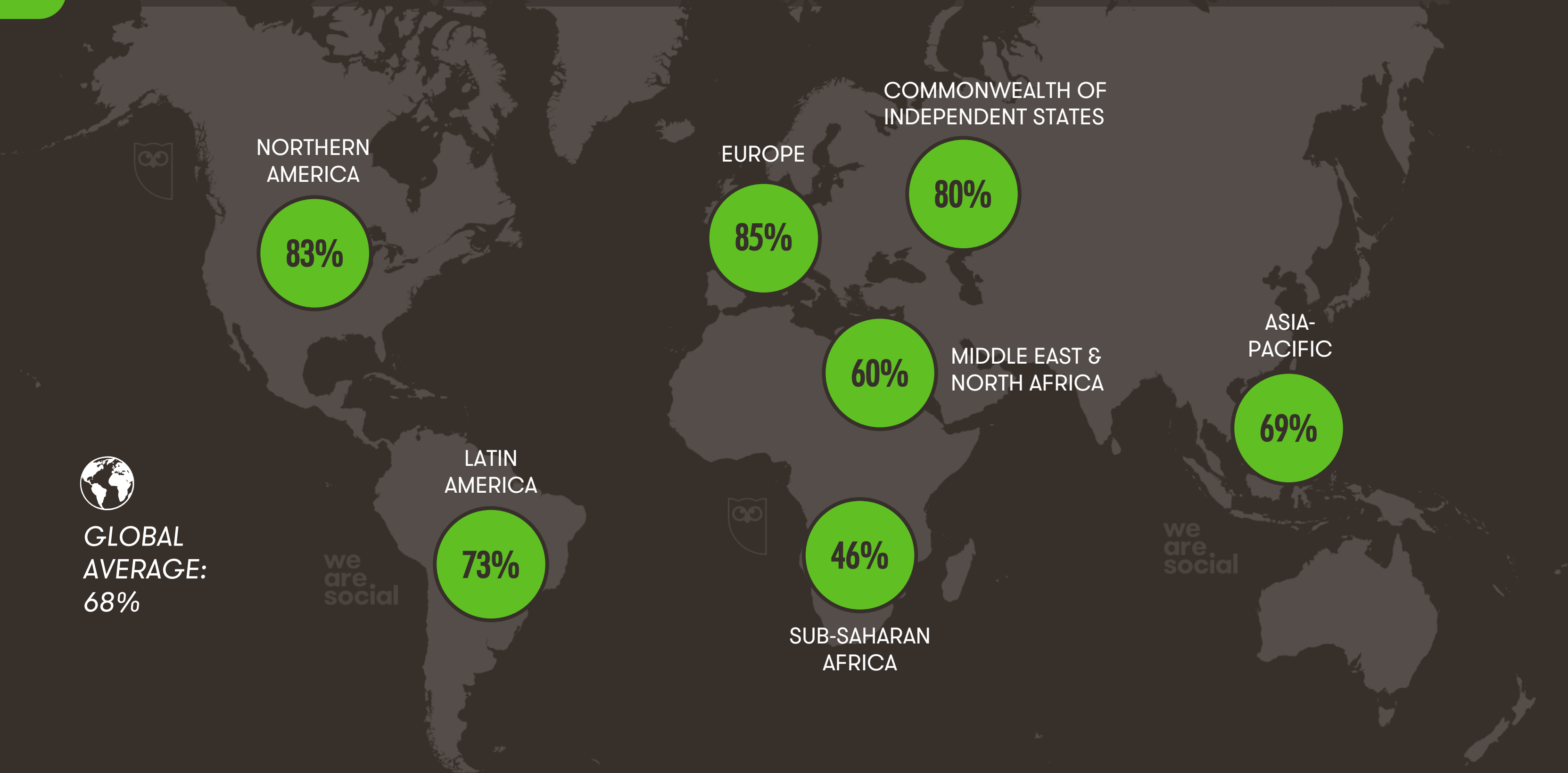


SOURCES: GSMA INTELLIGENCE, JANUARY 2018; GOOGLE, JANUARY 2018; KEPIOS ANALYSIS. **NOTES:** WE'VE USED DIFFERENT SOURCES FOR THIS YEAR'S UNIQUE MOBILE USER DATA vs. OUR *DIGITAL IN 2017* REPORTS, SO NUMBERS WILL NOT BE DIRECTLY COMPARABLE. PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

JAN 2018

UNIQUE MOBILE USER PENETRATION BY REGION

THE NUMBER OF UNIQUE MOBILE USERS IN EACH COUNTRY COMPARED TO THE TOTAL POPULATION



SOURCE: EXTRAPOLATED FROM DATA FROM GSMA INTELLIGENCE, 2017.

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)

5.135 BILLION

TOTAL NUMBER OF MOBILE CONNECTIONS

8.485 BILLION

ERICSSON MOBILITY REPORT DATA

TOTAL NUMBER OF MOBILE USERS (UNIQUE INDIVIDUALS)

5.300 BILLION

TOTAL NUMBER OF MOBILE CONNECTIONS

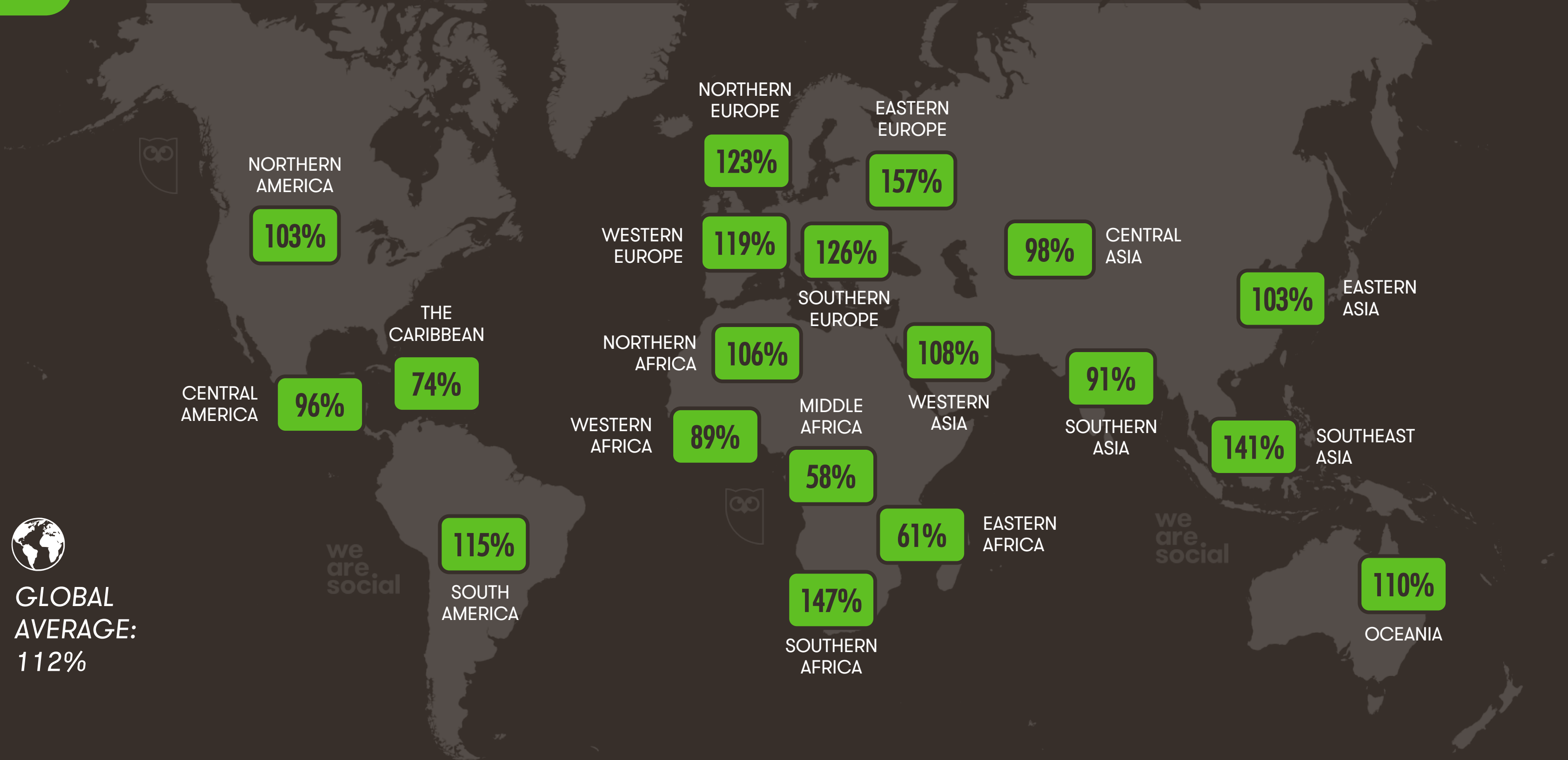
7.800 BILLION

SOURCES: GSMA INTELLIGENCE, JANUARY 2018; ERICSSON MOBILITY REPORT, NOVEMBER 2017.

MOBILE CONNECTIVITY BY REGION

JAN 2018

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

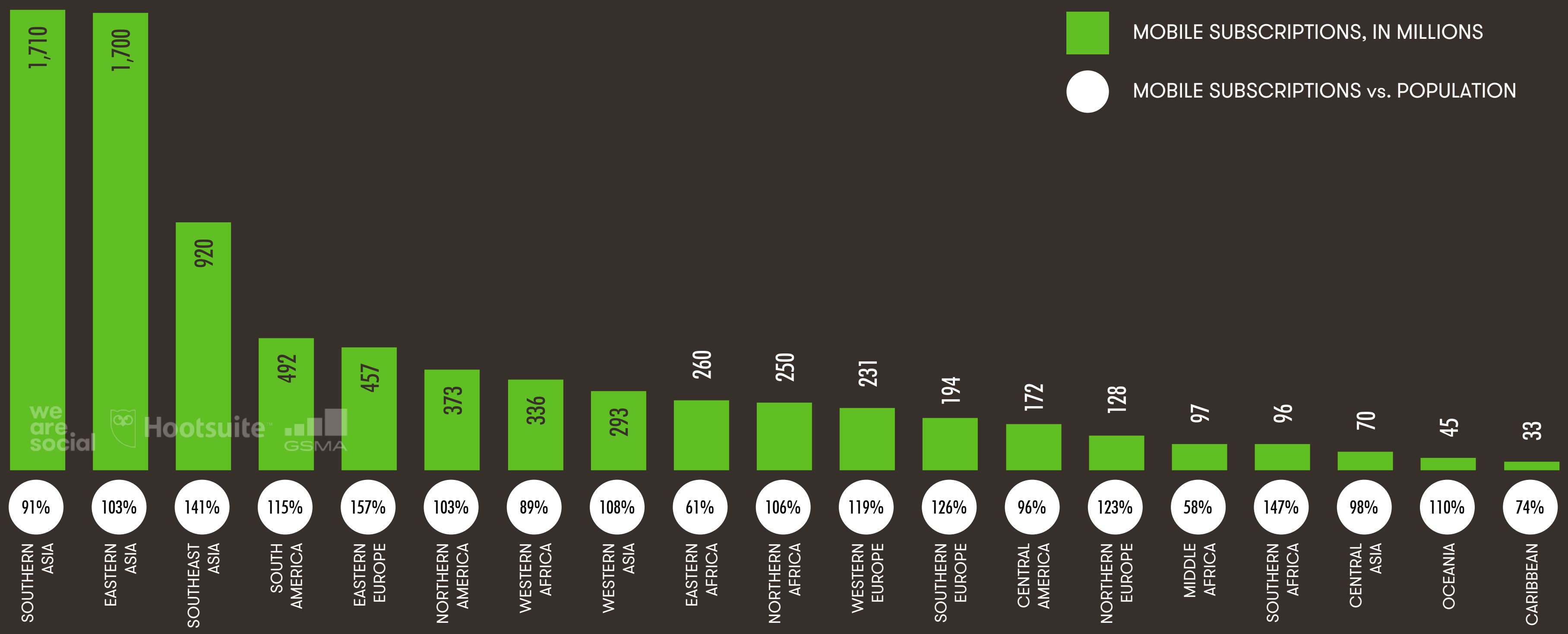


SOURCES: GSMA INTELLIGENCE, Q4 2017. NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

JAN 2018

MOBILE CONNECTIVITY: REGIONAL OVERVIEW

MOBILE CONNECTIONS (IN MILLIONS), AND MOBILE CONNECTIONS AS A PERCENTAGE OF POPULATION, BY REGION



SOURCES: GSMA INTELLIGENCE, Q4 2017; GOOGLE CONSUMER BAROMETER, JANUARY 2018.

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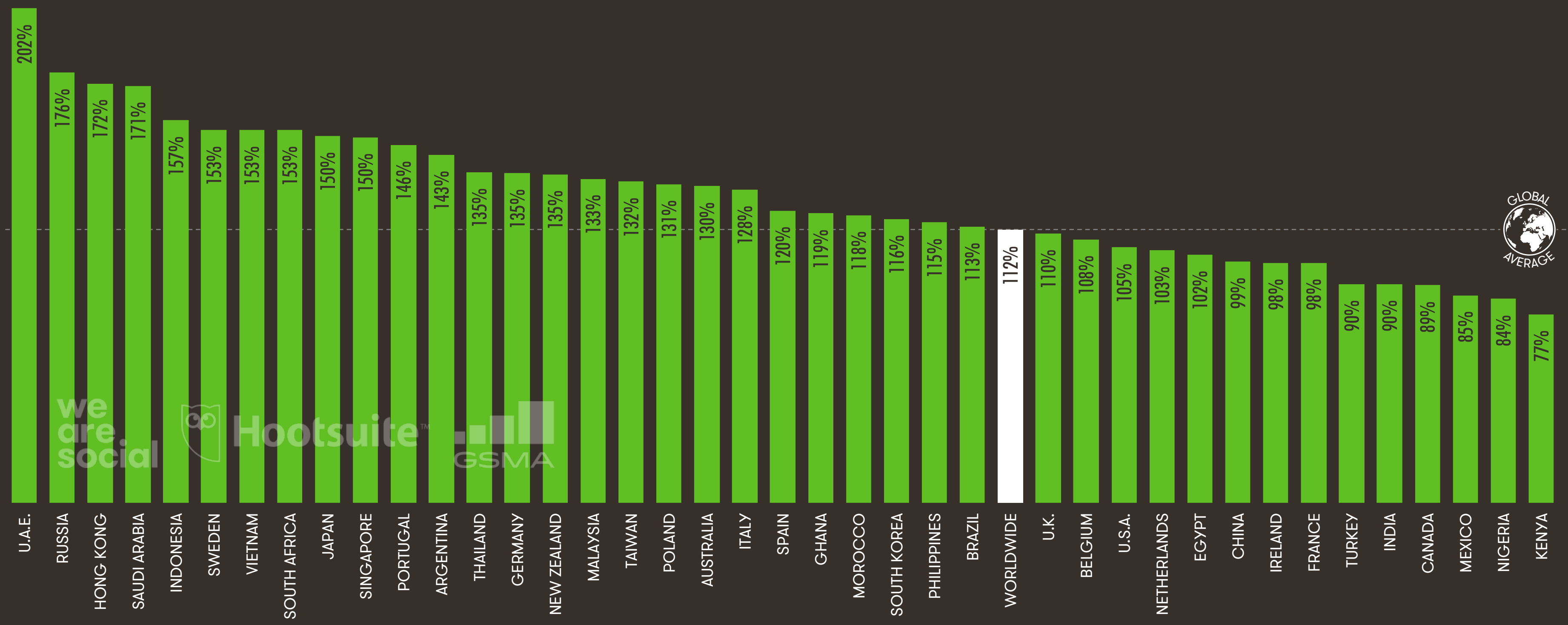
MOBILE CONNECTIVITY BY COUNTRY

MOBILE CONNECTIONS BY COUNTRY, COMPARED TO NATIONAL POPULATIONS



SOURCES: GSMA INTELLIGENCE, Q4 2017; GOOGLE CONSUMER BAROMETER, JANUARY 2018.

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MOBILE CONNECTIVITY RANKINGS

BASED ON MOBILE CONNECTIONS IN COUNTRIES WITH A NATIONAL POPULATION OF 50,000 PEOPLE OR MORE

HIGHEST RATIO OF MOBILE CONNECTIONS TO POPULATION

#	HIGHEST CONNECTIVITY	%	SUBS
01	MACAU	292%	1,833,870
02	BAHRAIN	229%	3,496,213
03	UNITED ARAB EMIRATES	202%	19,177,938
04	MALDIVES	188%	829,886
05	FINLAND	187%	10,348,193
06	SAINT KITTS & NEVIS	187%	103,879
07	CAMBODIA	181%	29,195,212
08	ANTIGUA & BARBUDA	179%	183,840
09	KUWAIT	178%	7,396,848
10	RUSSIA	176%	253,593,955

LOWEST RATIO OF MOBILE CONNECTIONS TO POPULATION

#	LOWEST CONNECTIVITY	%	SUBS
212	ERITREA	14%	695,228
211	NORTH KOREA	15%	3,890,551
210	SOUTH SUDAN	16%	2,060,413
209	KIRIBATI	21%	24,277
208	MICRONESIA	21%	22,244
207	MADAGASCAR	37%	9,672,134
206	DJIBOUTI	39%	377,477
205	SOMALIA	41%	6,114,871
204	MALAWI	41%	7,775,612
203	CUBA	41%	4,736,294

SOURCES: GSMA INTELLIGENCE, Q4 2017; GOOGLE CONSUMER BAROMETER, JANUARY 2018.

JAN 2018

MOBILE CONNECTIONS BY DEVICE

BASED ON GLOBAL SMARTPHONE CONNECTIONS COMPARED TO TOTAL GLOBAL MOBILE CONNECTIONS

TOTAL GLOBAL CONNECTIONS (ALL DEVICES)*	CONNECTIONS USED ON SMART-PHONE DEVICES	SHARE OF SMART-PHONE CONNECTIONS vs. TOTAL CONNECTIONS	CONNECTIONS USED ON FEATURE-PHONE DEVICES	SHARE OF FEATURE-PHONE CONNECTIONS vs. TOTAL CONNECTIONS
8.485 BILLION	4.836 BILLION	57%	3.389 BILLION	40%

SOURCES: GSMA INTELLIGENCE, Q4 2017 & Q1 2018; ERICSSON MOBILITY REPORT, NOVEMBER 2017. ***NOTE:** TOTAL GLOBAL CONNECTIONS INCLUDE APPROXIMATELY 260 MILLION MOBILE CONNECTIONS (3.1% OF THE TOTAL) USED BY PCS, TABLETS, AND MOBILE ROUTER DEVICES.

JAN 2018

MOBILE CONNECTIONS BY TYPE

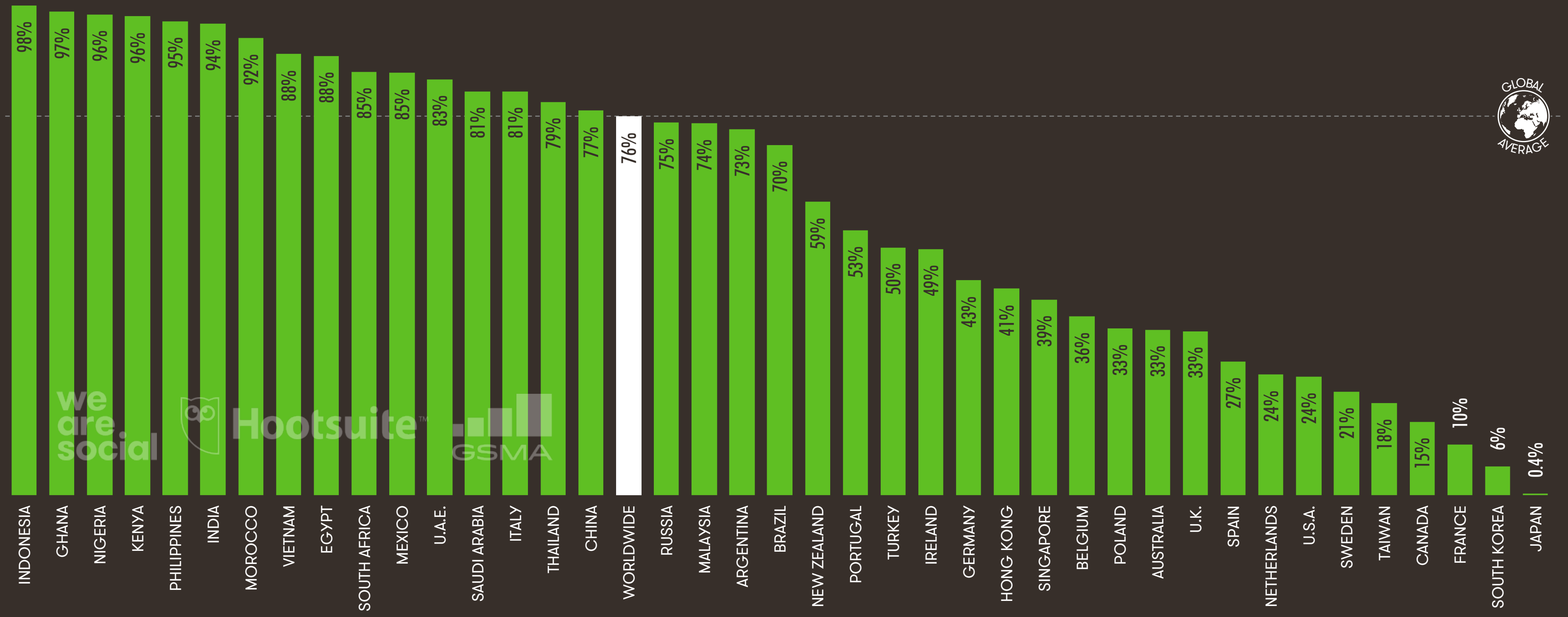
BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)

TOTAL NUMBER OF MOBILE CONNECTIONS	MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAID	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE BROADBAND (3G & 4G)
8.485 BILLION	112%	76%	24%	61%

SOURCE: GSMA INTELLIGENCE, Q4 2017. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

SHARE OF PRE-PAID CONNECTIONS

MOBILE CONNECTIONS THAT ARE PAID IN ADVANCE, AS A PERCENTAGE OF TOTAL MOBILE CONNECTIONS



SOURCE: GSMA INTELLIGENCE, Q4 2017.

JAN 2018

MOBILE CONTRACTS: PRE-PAID vs. POST-PAID

BASED ON MOBILE CONNECTIONS IN COUNTRIES WITH A NATIONAL POPULATION OF 50,000 PEOPLE OR MORE

PRE-PAID MOBILE CONTRACTS AS A PERCENTAGE OF ALL CONTRACTS

#	HIGHEST RATIO OF PRE-PAID	% SHARE
01	NORTH KOREA	100.0%
02	BURKINA FASO	99.8%
03	BURUNDI	99.7%
04	GUINEA-BISSAU	99.6%
05	SOUTH SUDAN	99.5%
06	CÔTE D'IVOIRE	99.4%
07	TIMOR-LESTE	99.4%
08	MALI	99.2%
09	GUINEA	99.0%
10	SENEGAL	99.0%

POST-PAID MOBILE CONTRACTS AS A PERCENTAGE OF ALL CONTRACTS

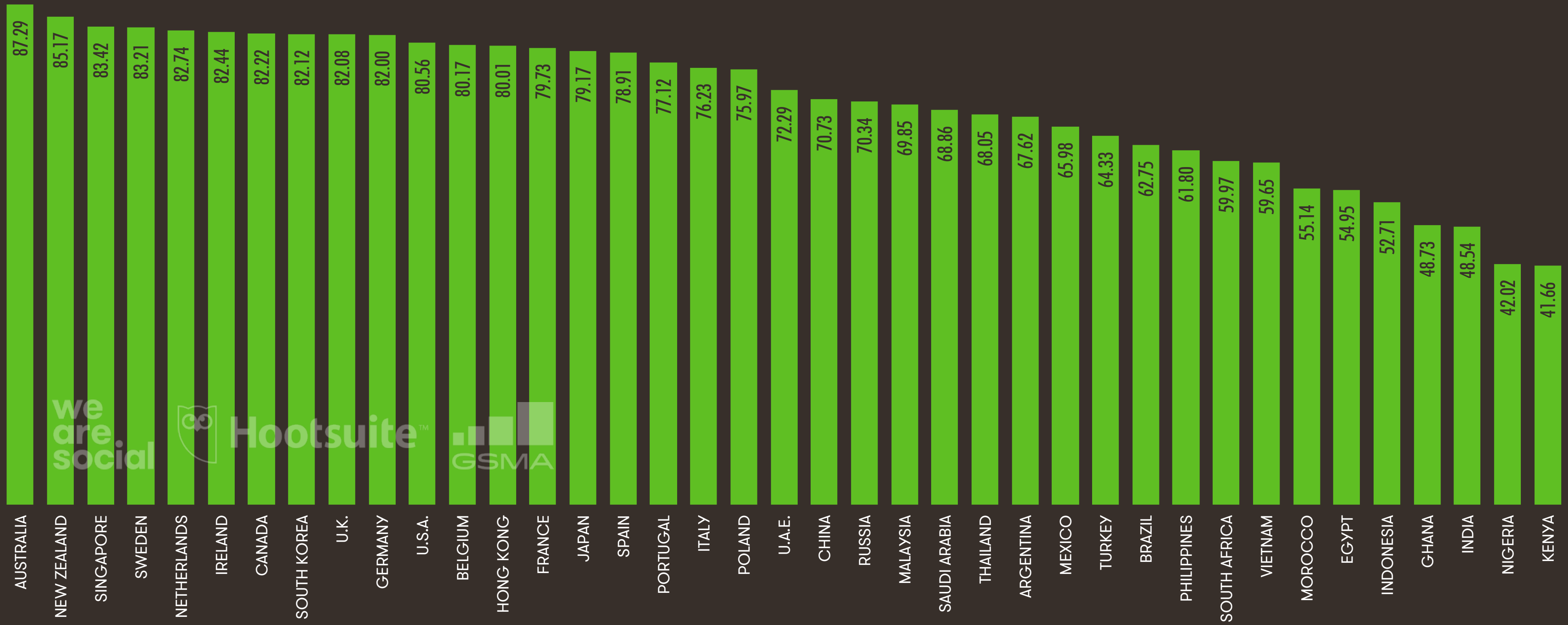
#	HIGHEST RATIO OF POST-PAID	% SHARE
01	JAPAN	99.7%
02	SOUTH KOREA	94.2%
03	FINLAND	91.4%
04	FRANCE	89.9%
05	DENMARK	89.6%
06	NORWAY	87.5%
07	CANADA	85.3%
08	JERSEY	83.9%
09	TAIWAN	81.5%
10	ESTONIA	81.2%

SOURCE: GSMA INTELLIGENCE, Q4 2017.

JAN 2018

GSMA INTELLIGENCE'S CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF MOBILE CONNECTIVITY DRIVERS AND ENABLERS BY COUNTRY (SCORES OUT OF A MAXIMUM OF 100)



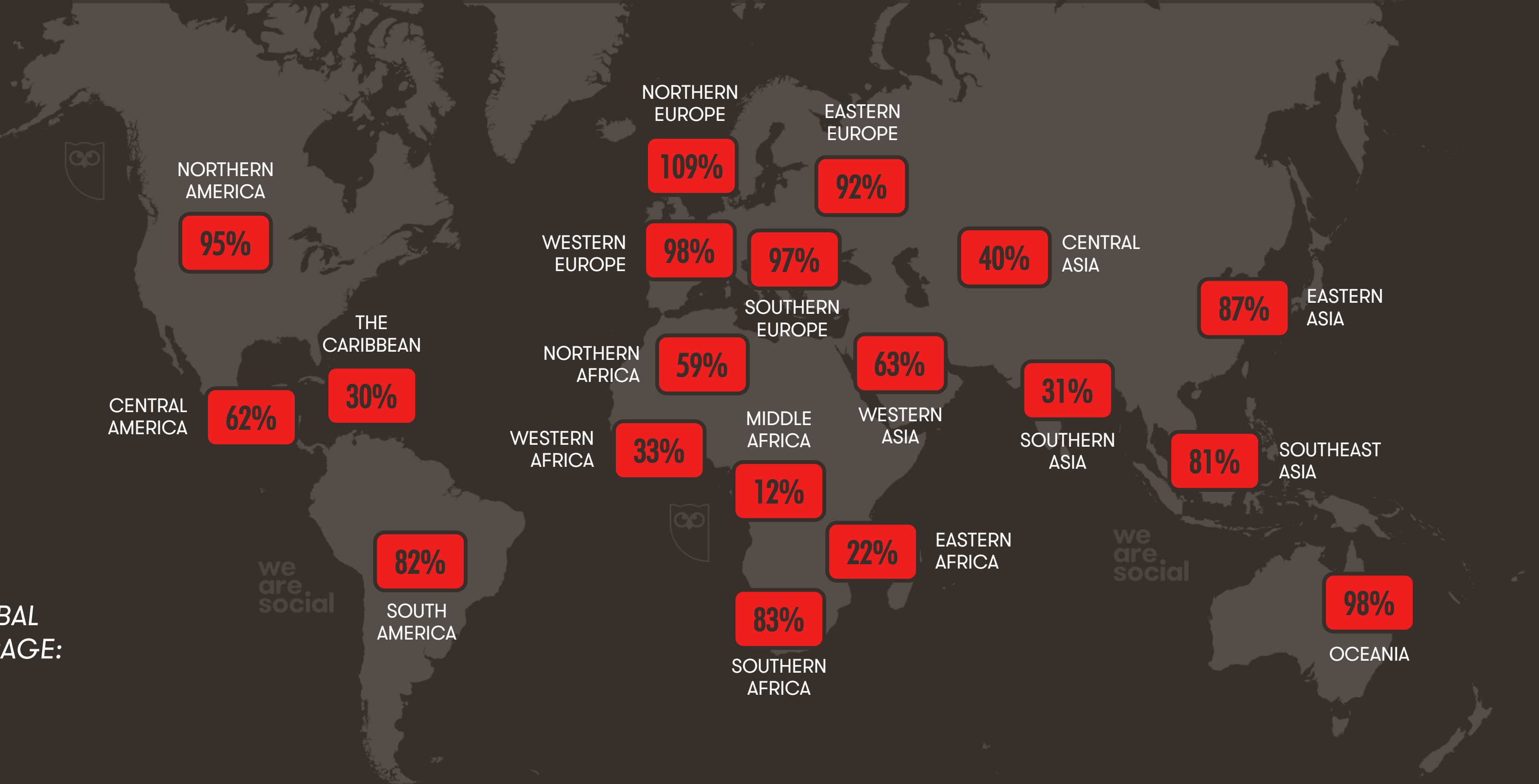
SOURCE: GSMA INTELLIGENCE'S MOBILE CONNECTIVITY INDEX. FOR MORE INFORMATION, VISIT HTTP://WWW.MOBILECONNECTIVITYINDEX.COM/

GLOBAL MOBILE INTERNET USE

JAN 2018

BROADBAND MOBILE CONNECTIVITY

THE NUMBER OF BROADBAND MOBILE CONNECTIONS COMPARED TO POPULATION



GLOBAL AVERAGE: 63%

SOURCE: GSMA INTELLIGENCE, Q4 2017. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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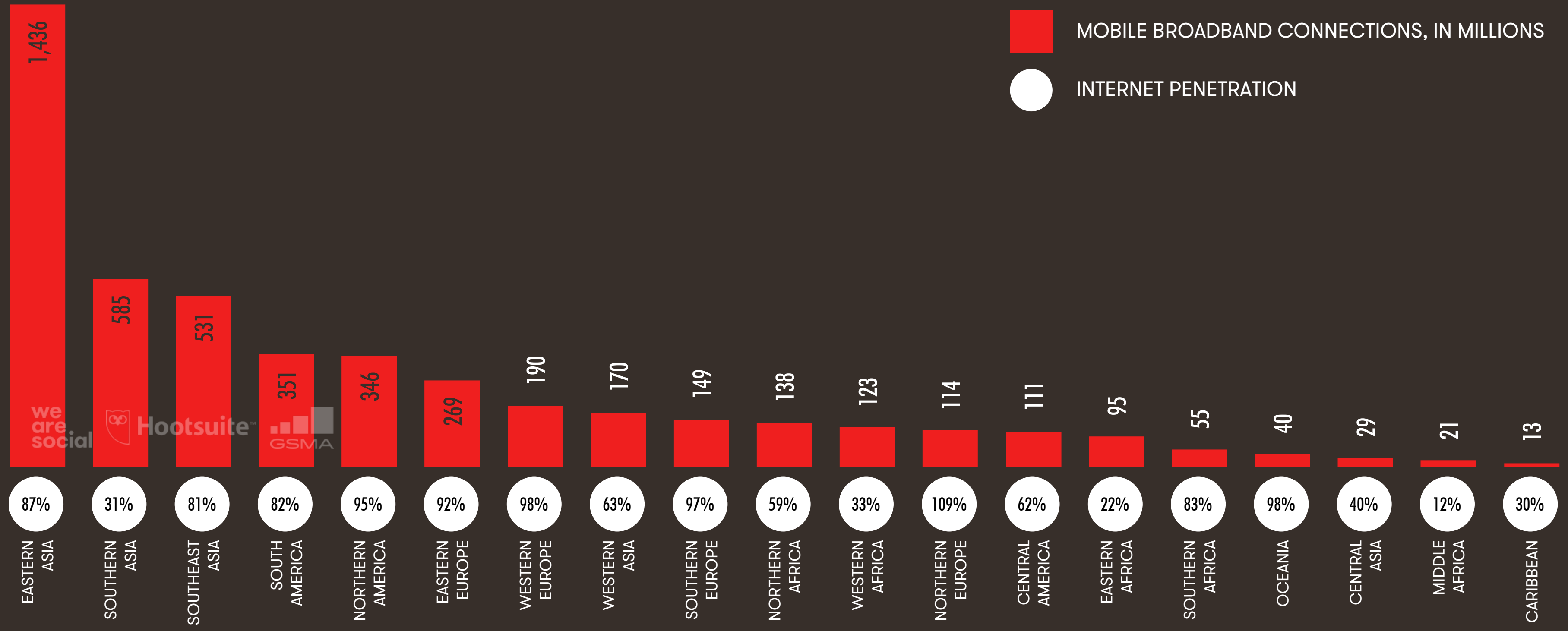
MOBILE BROADBAND: REGIONAL OVERVIEW

MOBILE BROADBAND CONNECTIONS (IN MILLIONS), AND AS A PERCENTAGE OF POPULATION, BY REGION

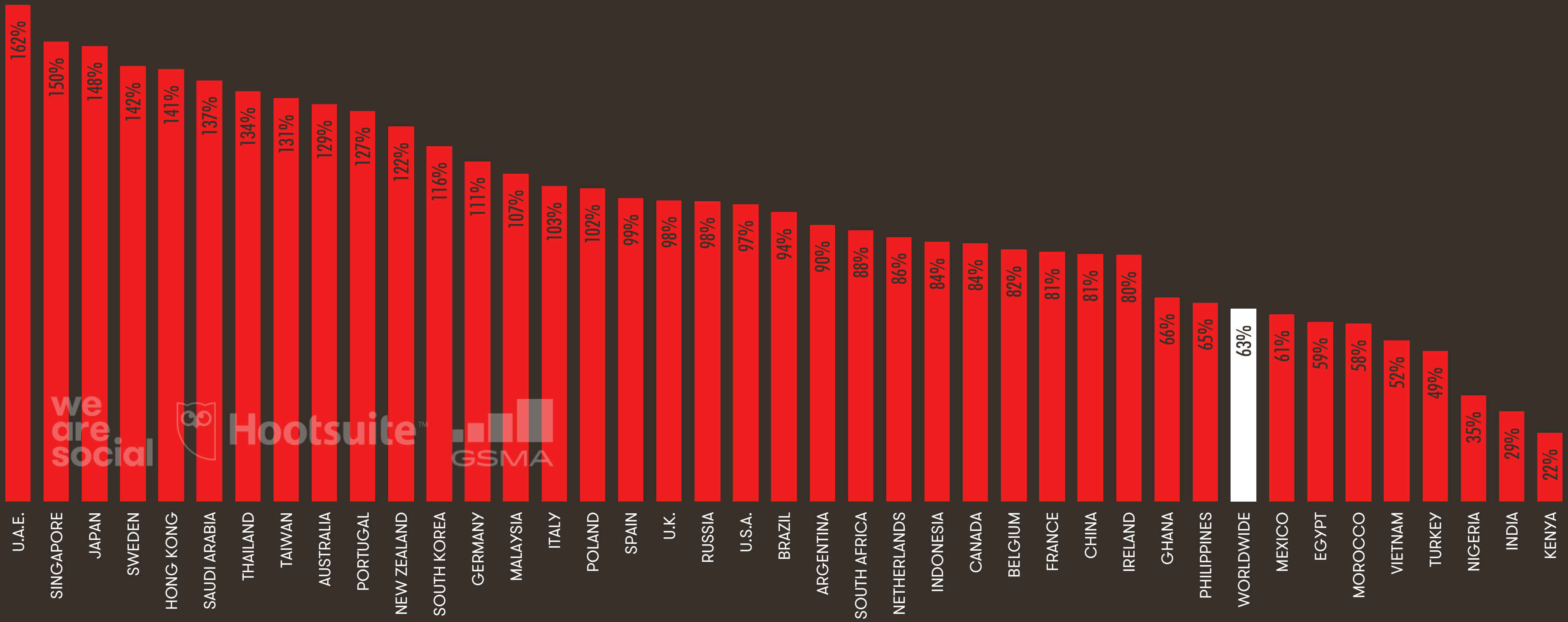


SOURCE: GSMA INTELLIGENCE, Q4 2017. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

JAN 2018

MOBILE BROADBAND CONNECTIVITY

THE NUMBER OF ACTIVE MOBILE BROADBAND CONNECTIONS COMPARED TO TOTAL POPULATION



SOURCE: GSMA INTELLIGENCE, Q4 2017. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

JAN 2018

MOBILE BROADBAND PENETRATION RANKINGS

BASED ON MOBILE BROADBAND CONNECTIONS IN COUNTRIES WITH A NATIONAL POPULATION OF 50,000 PEOPLE OR MORE

HIGHEST RATIO OF 3G & 4G CONNECTIONS vs. POPULATION

#	HIGHEST PENETRATION	%	SUBS
01	MACAU	290%	1,816,632
02	FINLAND	163%	9,012,241
03	UNITED ARAB EMIRATES	162%	15,319,337
04	KUWAIT	159%	6,608,344
05	BAHRAIN	153%	2,345,260
06	SINGAPORE	150%	8,607,122
07	JAPAN	148%	188,852,882
08	SWEDEN	142%	14,093,584
09	DENMARK	141%	8,090,101
10	HONG KONG	141%	10,409,542

LOWEST RATIO OF 3G & 4G MOBILE CONNECTIONS vs. POPULATION

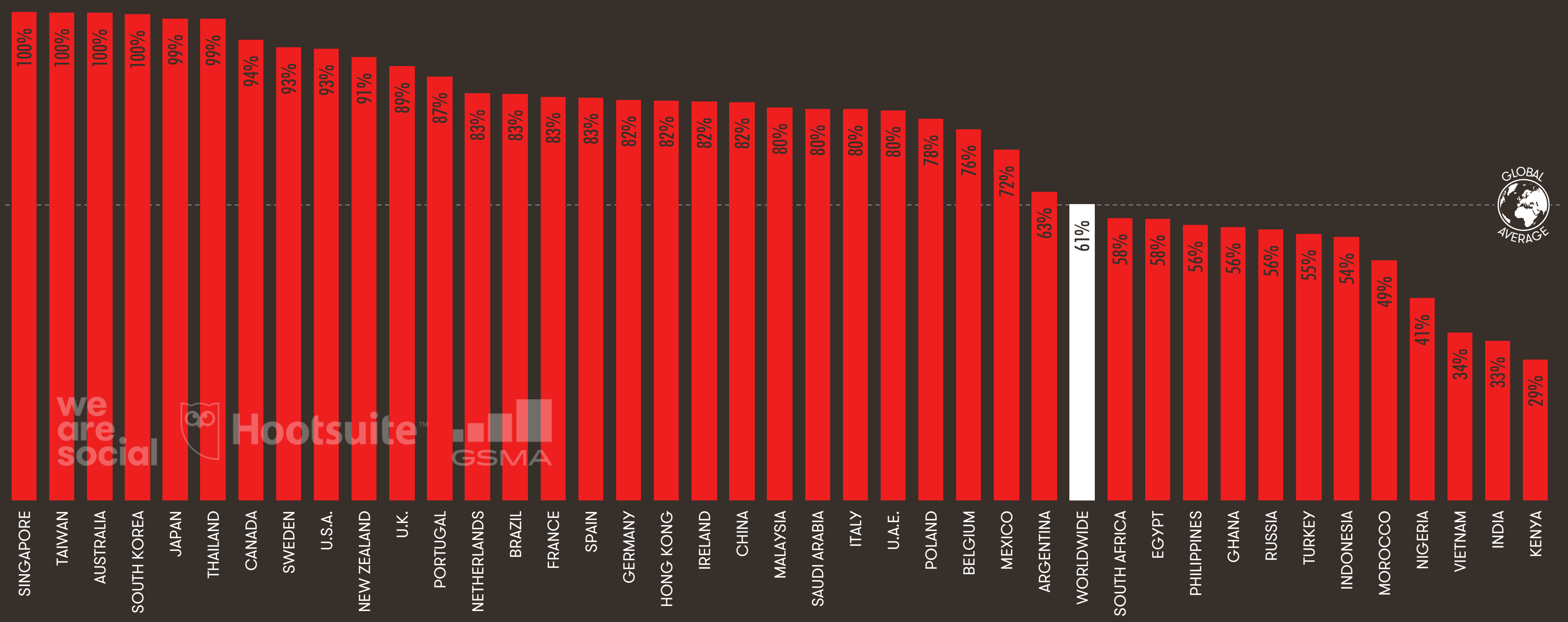
#	LOWEST PENETRATION	%	SUBS
207	COMOROS	0.2%	1,319
206	EQUATORIAL GUINEA	0.5%	6,210
205	NIGER	2.1%	454,752
204	CENTRAL AFRICAN REPUBLIC	2.1%	99,755
203	KIRIBATI	3.7%	4,399
202	SOMALIA	4.1%	607,207
201	GUYANA	4.8%	37,818
200	SOUTH SUDAN	5.2%	669,016
199	GREENLAND	5.4%	3,077
198	BURUNDI	6.5%	722,294

SOURCE: GSMA INTELLIGENCE, Q4 2017. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

JAN 2018

MOBILE BROADBAND'S SHARE OF CONNECTIONS

ACTIVE 3G & 4G MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL MOBILE CONNECTIONS



SOURCE: GSMA INTELLIGENCE, Q4 2017.

JAN 2018

MOBILE BROADBAND SHARE RANKINGS

BASED ON MOBILE BROADBAND CONNECTIONS IN COUNTRIES WITH A NATIONAL POPULATION OF 50,000 PEOPLE OR MORE

HIGHEST RATIO OF 3G & 4G CONNECTIONS vs. ALL CONNECTIONS

#	HIGHEST BROADBAND RATIO	%	BROADBAND CONNECTIONS
01	NORTH KOREA	100.0%	3,890,551
02	SINGAPORE	100.0%	8,607,122
03	TAIWAN	99.9%	31,072,273
04	AUSTRALIA	99.8%	31,858,044
05	SOUTH KOREA	99.5%	59,126,290
06	MACAU	99.1%	1,816,632
07	JAPAN	98.7%	188,852,882
08	THAILAND	98.6%	92,317,514
09	CANADA	94.4%	30,932,180
10	ISRAEL	93.1%	9,372,114

LOWEST RATIO OF 3G & 4G MOBILE CONNECTIONS vs. ALL CONNECTIONS

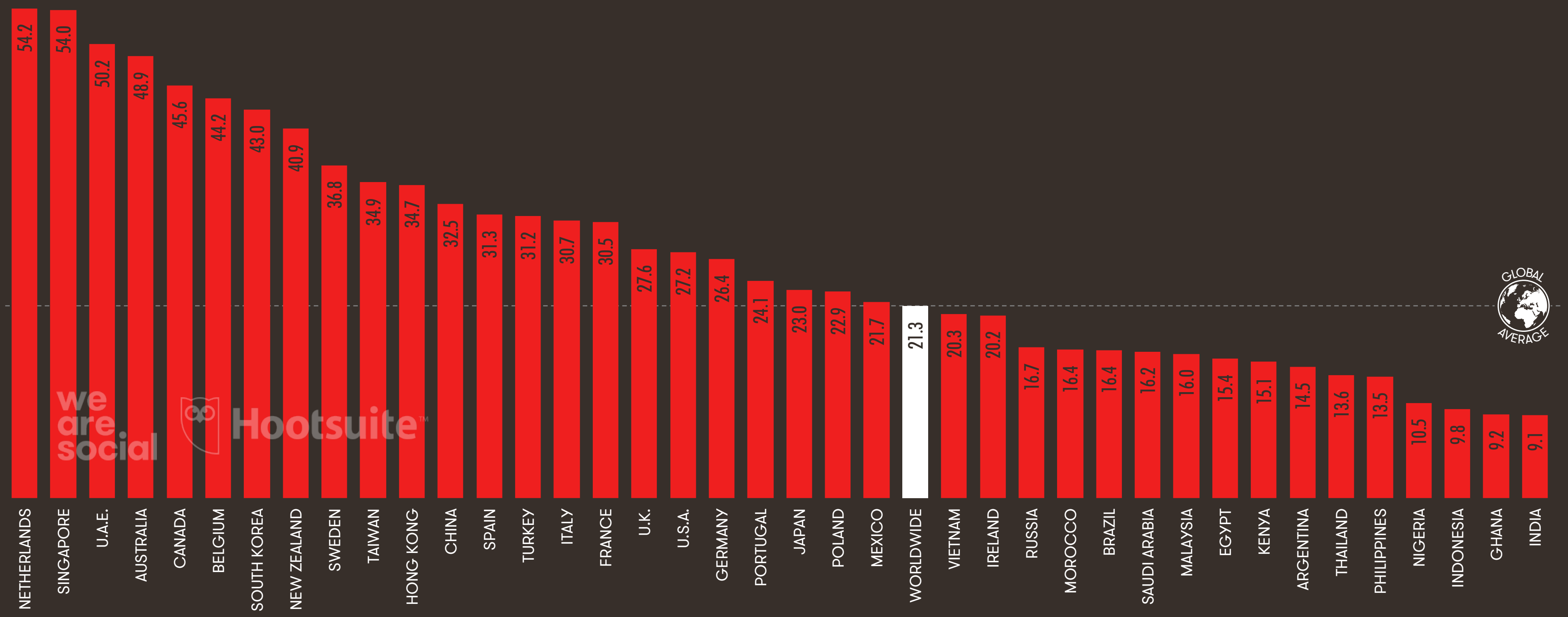
#	LOWEST BROADBAND RATIO	%	BROADBAND CONNECTIONS
01	COMOROS	0.3%	1,319
02	EQUATORIAL GUINEA	0.9%	6,210
03	GREENLAND	4.8%	3,077
04	NIGER	4.8%	454,752
05	CENTRAL AFRICAN REPUBLIC	4.9%	99,755
06	GUYANA	6.1%	37,818
07	SOMALIA	9.9%	607,207
08	CAMEROON	10.2%	2,230,924
09	GABON	10.2%	319,406
10	ST VINCENT & THE GRENADINES	10.5%	14,564

SOURCE: GSMA INTELLIGENCE, Q4 2017.

JAN 2018

AVERAGE MOBILE CONNECTION SPEEDS

AVERAGE SPEED OF MOBILE INTERNET CONNECTIONS BY COUNTRY, IN MBPS

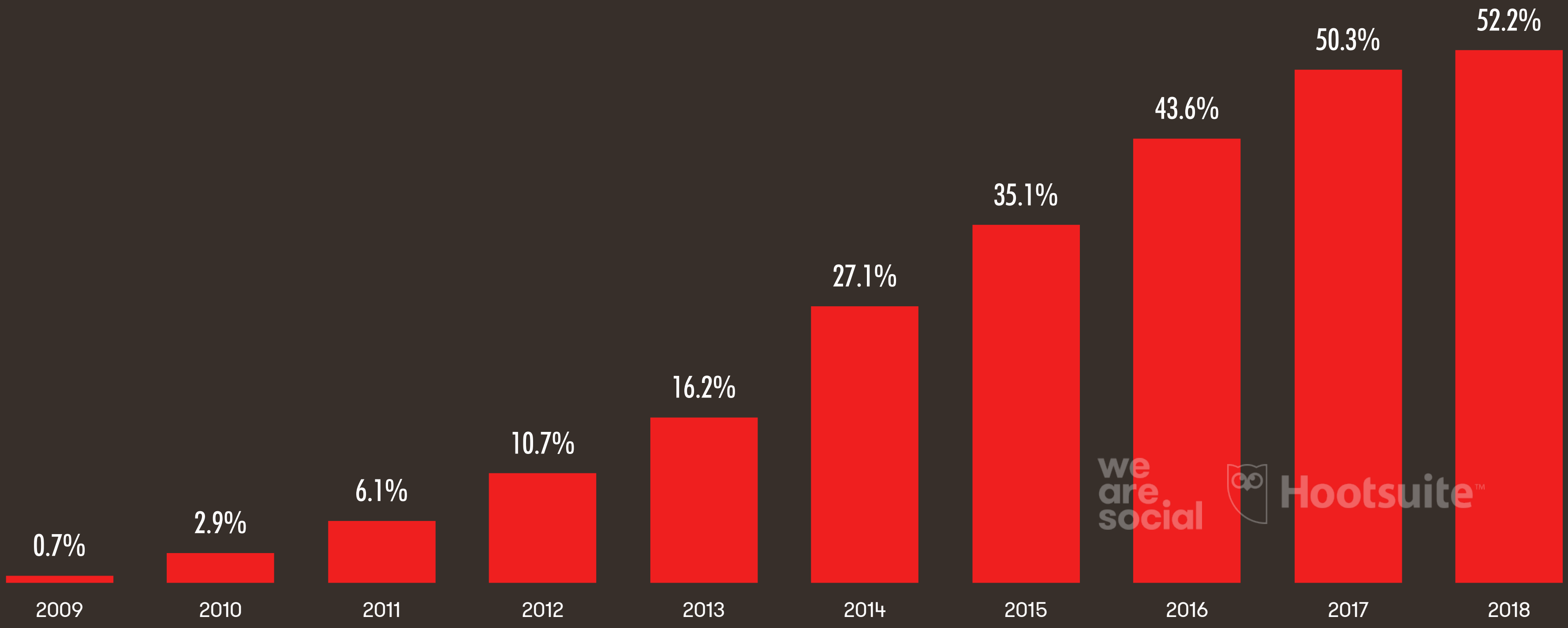


SOURCE: OOKLA SPEEDTEST, DECEMBER 2017.

JAN 2018

GROWTH IN MOBILE'S SHARE OF WEB TRAFFIC

PERCENTAGE OF ALL GLOBAL WEB PAGES SERVED TO MOBILE PHONES IN JANUARY OF EACH YEAR



SOURCE: BASED ON DATA COLLECTED EACH JANUARY FROM STATCOUNTER.

JAN 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	PERCENTAGE OF MOBILE WEB REQUESTS FROM APPLE IOS DEVICES	PERCENTAGE OF MOBILE WEB REQUESTS FROM OTHER MOBILE OPERATING SYSTEMS
73.5%	19.9%	6.6%

SOURCE: STATCOUNTER, JANUARY 2018.

JAN 2018

SHARE OF FACEBOOK ACCESS

BASED ON EACH OPERATING SYSTEM'S SHARE OF GLOBAL FACEBOOK USERS ACCESSING VIA SMARTPHONES AND / OR TABLETS

PERCENTAGE OF MOBILE FACEBOOK USERS ACCESSING VIA ANDROID DEVICES

76.2%

PERCENTAGE OF MOBILE FACEBOOK USERS ACCESSING VIA APPLE IOS DEVICES

15.5%

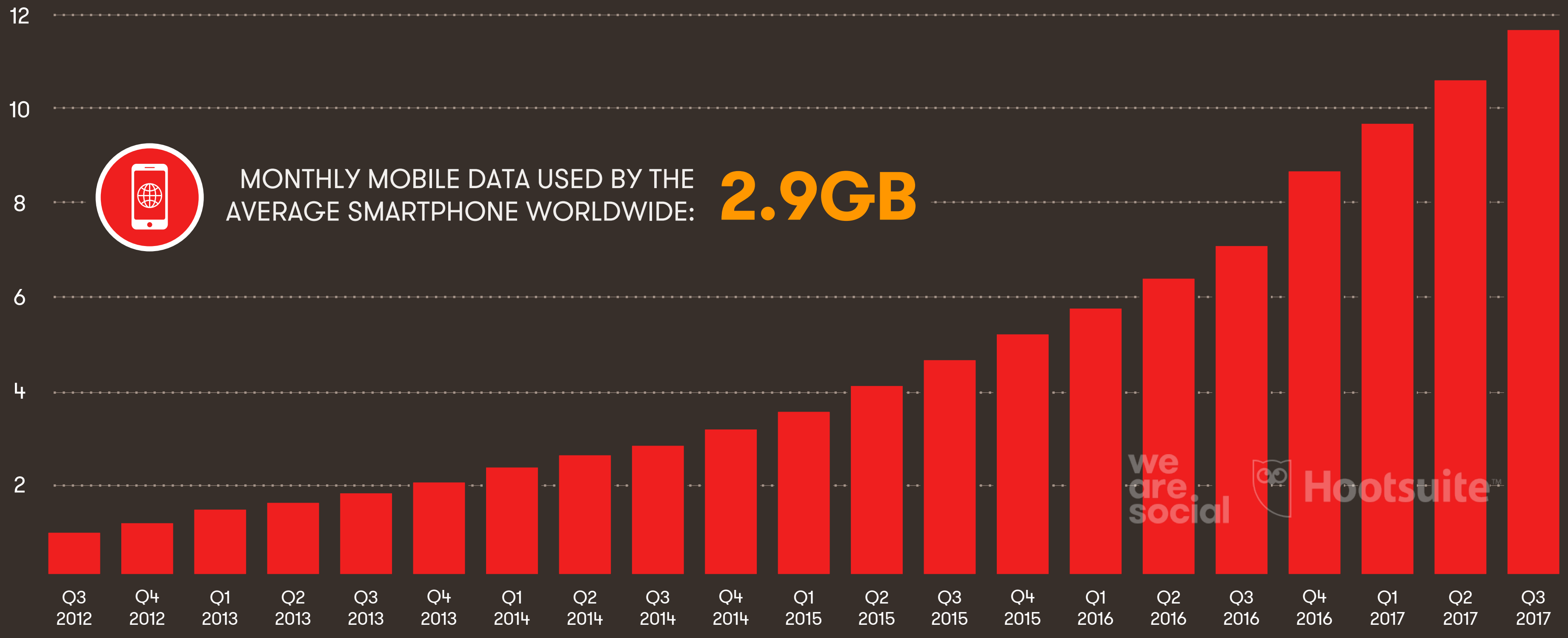
PERCENTAGE OF MOBILE FACEBOOK USERS ACCESSING VIA OTHER MOBILE OPERATING SYSTEMS

8.3%

SOURCE: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018.

GLOBAL MOBILE DATA GROWTH

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



SOURCE: ERICSSON MOBILITY REPORT, NOVEMBER 2017.

JAN 2018

MONTHLY MOBILE DATA PER SMARTPHONE

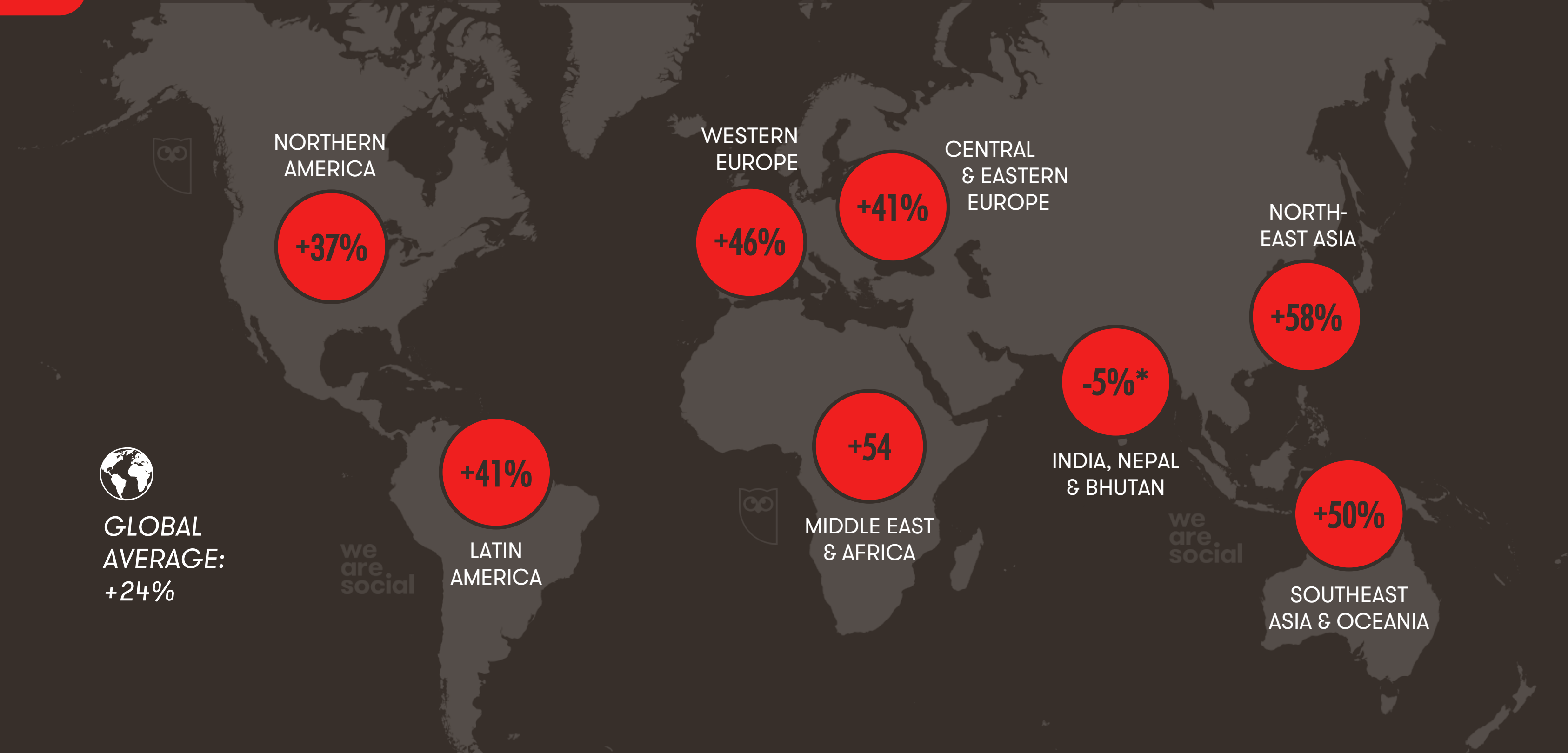
BASED ON THE AVERAGE MONTHLY MOBILE DATA CONSUMPTION PER MOBILE SUBSCRIPTION ASSOCIATED WITH A SMARTPHONE IN 2017

SOURCE: ERICSSON MOBILITY REPORT, NOVEMBER 2017.

JAN 2018

ANNUAL GROWTH IN SMARTPHONE DATA USE

BASED ON THE AVERAGE MONTHLY MOBILE DATA CONSUMPTION PER MOBILE SUBSCRIPTION ASSOCIATED WITH A SMARTPHONE IN 2016 & 2017

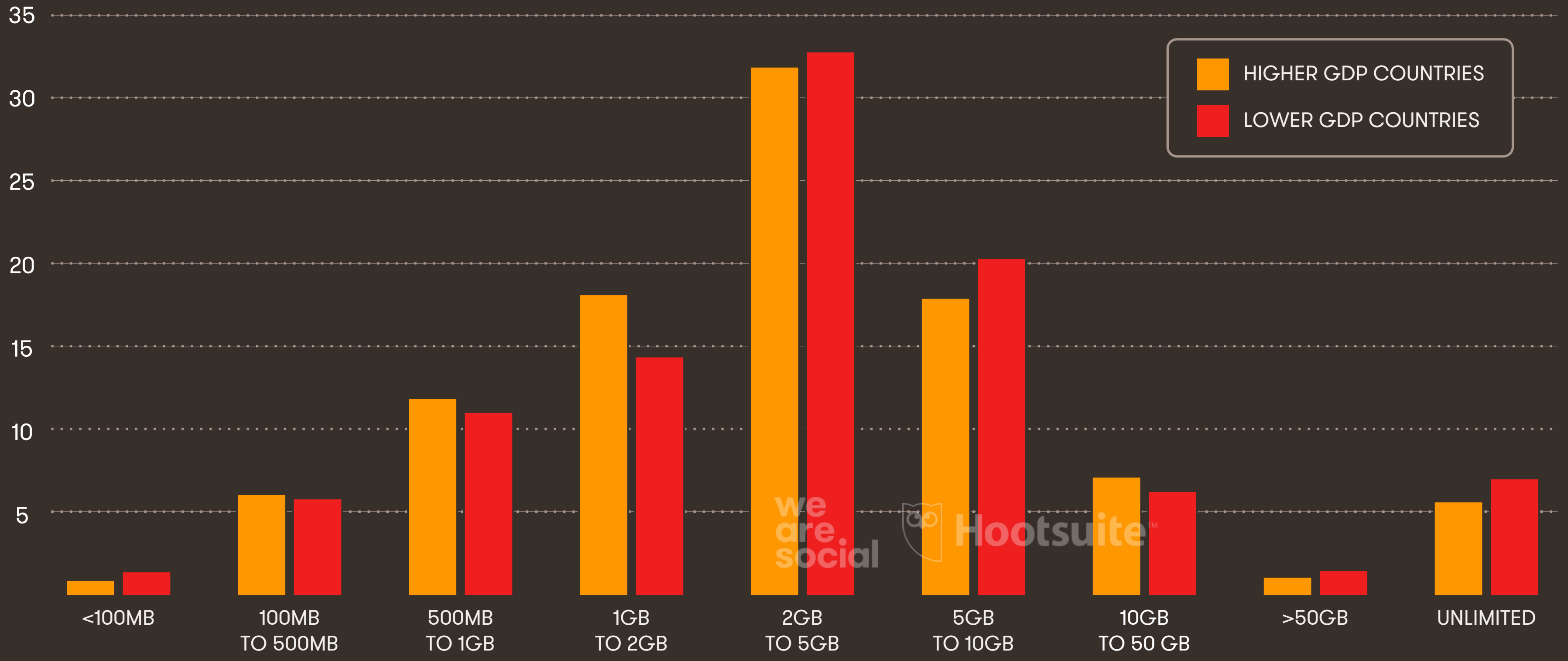


SOURCE: ERICSSON MOBILITY REPORT, NOVEMBER 2017. ***NOTE:** THE REDUCTION IN AVERAGE MOBILE DATA USE IN THE INDIA, NEPAL AND BHUTAN REGION IS DUE TO THE ENDING OF A PROMOTIONAL OFFER, WHERE A TELCO IN INDIA HAD BEEN OFFERING FREE MOBILE DATA FOR AN EXTENDED PERIOD DURING 2016.

JAN 2018

DISTRIBUTION OF MOBILE DATA PLANS

BASED ON THE SHARE OF TOTAL GLOBAL SUBSCRIPTIONS AT EACH DATA PLAN



SOURCE: ERICSSON MOBILITY REPORT, NOVEMBER 2017.

JAN 2018

MOBILE DATA TRAFFIC BY REGION

TOTAL MONTHLY MOBILE DATA TRAFFIC TO SMARTPHONES, BY REGION

LATIN AMERICA	NORTH AMERICA	ASIA-PACIFIC	CENTRAL EUROPE, MIDDLE EAST & AFRICA	WESTERN EUROPE
1.02 BILLION GIGABYTES	2.11 BILLION GIGABYTES	4.95 BILLION GIGABYTES	2.04 BILLION GIGABYTES	1.39 BILLION GIGABYTES
ANNUAL CHANGE: +62%	ANNUAL CHANGE: +47%	ANNUAL CHANGE: +59%	ANNUAL CHANGE: +72%	ANNUAL CHANGE: +54%

SOURCE: ERICSSON MOBILITY REPORT TRAFFIC EXPLORER TOOL, JANUARY 2018.

JAN 2018

GLOBAL MOBILE APP USAGE TRENDS

THE NUMBER OF APPS THAT SMARTPHONE USERS HAVE INSTALLED AND USE EACH MONTH, AND COMPARISONS WITH MOBILE WEB BROWSER USE

AVERAGE NUMBER OF APPS INSTALLED PER SMARTPHONE	AVERAGE NUMBER OF APPS USED EACH MONTH PER SMARTPHONE	AVERAGE TIME SPENT USING APPS EACH DAY PER SMARTPHONE	TIME SPENT USING NATIVE MOBILE APPS vs. MOBILE WEB BROWSERS	FREQUENCY OF NATIVE APP USE vs. MOBILE WEB BROWSER USE
80	40	2 HOURS	7:1	13:1

SOURCE: APP ANNIE, JANUARY 2018. FIGURES REPRESENT GLOBAL AVERAGES ACROSS iOS AND ANDROID DEVICES.

JAN 2018

TOP MOBILE 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	FACEBOOK	FACEBOOK
02	WHATSAPP MESSENGER	FACEBOOK
03	WECHAT	TENCENT
04	FACEBOOK MESSENGER	FACEBOOK
05	QQ	TENCENT
06	INSTAGRAM	FACEBOOK
07	TAOBAO	ALIBABA GROUP
08	ALIPAY	ANT FINANCIAL SERVICES GROUP
09	WIFI MASTER KEY	SHANGHAI LANTERN NETWORK
10	TENCENT VIDEO	TENCENT

RANKING OF MOBILE APPS BY NUMBER OF DOWNLOADS

#	APP NAME	DEVELOPER / COMPANY
01	FACEBOOK MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	WHATSAPP MESSENGER	FACEBOOK
04	INSTAGRAM	FACEBOOK
05	SNAPCHAT	SNAP
06	UC BROWSER	ALIBABA GROUP
07	SHAREIT	SHAREIT
08	UBER	UBER TECHNOLOGIES
09	YOUTUBE	GOOGLE
10	IMO	IMO.IM

SOURCE: APP ANNIE, JANUARY 2018, BASED ON DATA IN THE *APP ANNIE 2017 RETROSPECTIVE* REPORT. FOR MORE DETAILS, VISIT HTTPS://WWW.APPANNIE.COM/
NOTES: RANKINGS ARE BASED ON COMBINED DATA FOR BOTH THE APPLE iOS APP STORE AND THE GOOGLE PLAY APP STORE. MONTHLY ACTIVE USER RANKINGS ARE BASED ON MONTHLY AVERAGES FOR FULL-YEAR 2017. **NOTE:** RANKINGS EXCLUDE PRE-INSTALLED APPS, SUCH AS YOUTUBE ON ANDROID DEVICES, AND SAFARI ON APPLE DEVICES.

JAN 2018

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 2017 (ALL PLATFORMS)	ANNUAL GROWTH IN THE NUMBER OF MOBILE APPS DOWNLOADED	TOTAL VALUE OF GLOBAL CONSUMER SPEND ON MOBILE APPS IN 2017	ANNUAL GROWTH IN VALUE OF GLOBAL CONSUMER SPEND ON MOBILE APPS	AVERAGE CONSUMER SPEND ON MOBILE APPS PER SMARTPHONE IN 2017
175 BILLION	**+60%**	**$86 BILLION**	**+105%**	**$17.81**

SOURCE: APP ANNIE, JANUARY 2018; GSMA INTELLIGENCE, JANUARY 2018; ERICSSON, NOVEMBER 2017; KEPIOS ANALYSIS. **NOTES:** FIGURES REPRESENT COMBINED DATA FROM THE APPLE iOS APP STORE, THE GOOGLE PLAY APP STORE, AND THIRD-PARTY ANDROID APP STORES, FOR FULL-YEAR 2017. CONSUMER SPEND DATA INCLUDES IN-APP PURCHASES AND APP STORES' SHARE OF REVENUES, BUT EXCLUDES ADVERTISING AND E-COMMERCE REVENUES. AVERAGE CONSUMER SPEND PER SMARTPHONE FIGURE IS BASED ON DATA FROM MULTIPLE SOURCES.

JAN 2018

TOP MOBILE APP CATEGORY RANKINGS

RANKINGS OF TOP MOBILE APP CATEGORIES BY TOTAL DOWNLOADS AND ANNUAL REVENUE

iOS: 2017 DOWNLOADS

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

iOS: 2017 REVENUES

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

GOOGLE PLAY: 2017 DOWNLOADS

#	APP CATEGORY
01	GAMES
02	TOOLS
03	ENTERTAINMENT
04	COMMUNICATION
05	PHOTOGRAPHY
06	SOCIAL
07	PRODUCTIVITY
08	MUSIC & AUDIO
09	SHOPPING
10	PERSONALISATION

GOOGLE PLAY: 2017 REVENUES

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

SOURCE: APP ANNIE, JANUARY 2018, BASED ON DATA IN THE *APP ANNIE 2017 RETROSPECTIVE* REPORT. FOR MORE DETAILS, VISIT HTTPS://WWW.APPANNIE.COM/

GLOBAL E-COMMERCE USE

JAN 2018

OVERVIEW OF FINANCIAL INCLUSION FACTORS

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

HAS A BANK ACCOUNT	HAS A CREDIT CARD	MAKES AND / OR RECEIVES MOBILE PAYMENTS VIA GSMA	MAKES ONLINE PURCHASES AND / OR PAYS BILLS ONLINE
62%	18%	2%	17%

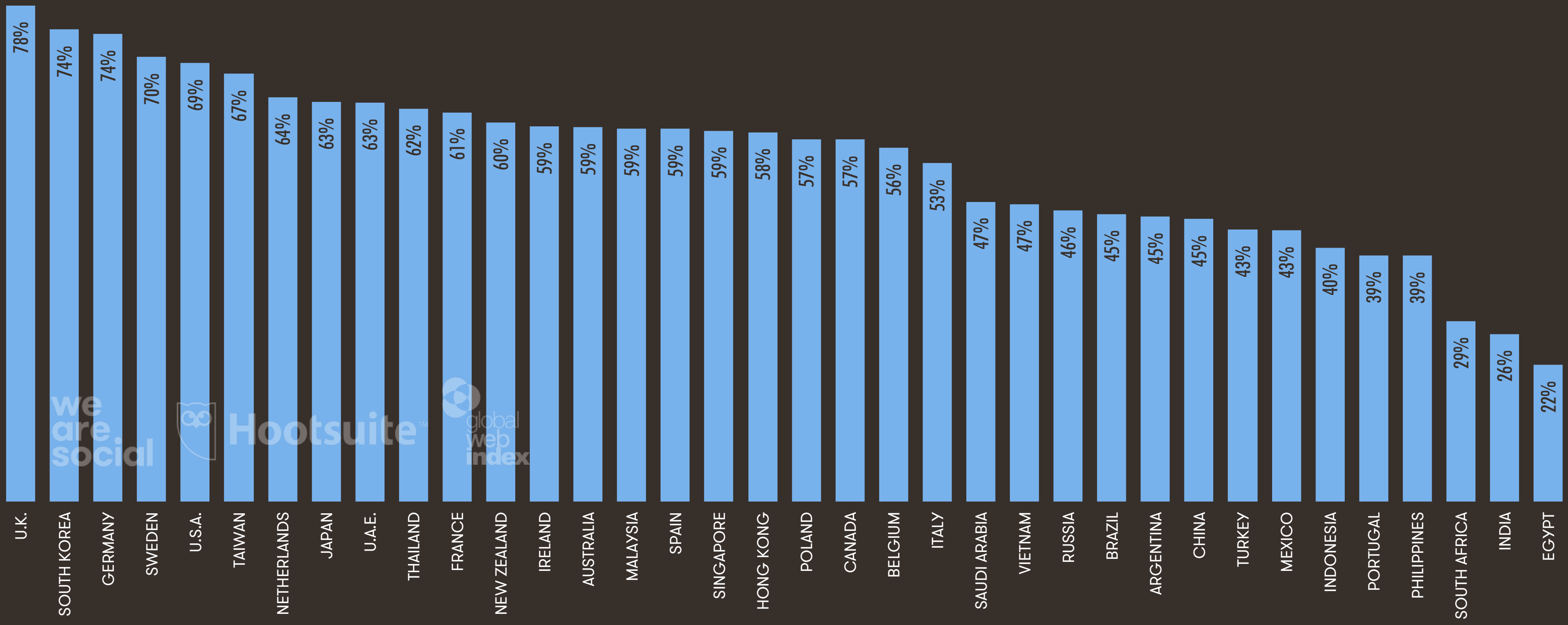
PERCENTAGE OF WOMEN WITH A CREDIT CARD	PERCENTAGE OF MEN WITH A CREDIT CARD	PERCENTAGE OF WOMEN MAKING INTERNET PAYMENTS	PERCENTAGE OF MEN MAKING INTERNET PAYMENTS
16%	19%	16%	17%

SOURCE: WORLD BANK GLOBAL FINANCIAL INCLUSION DATA (2015). **NOTE:** FIGURES REPRESENT THE PERCENTAGE OF PEOPLE AGED 15+, NOT TOTAL POPULATION.

JAN 2018

E-COMMERCE PENETRATION

PERCENTAGE OF THE POPULATION WHO BOUGHT SOMETHING ONLINE VIA ANY DEVICE IN THE PAST MONTH [SURVEY-BASED]

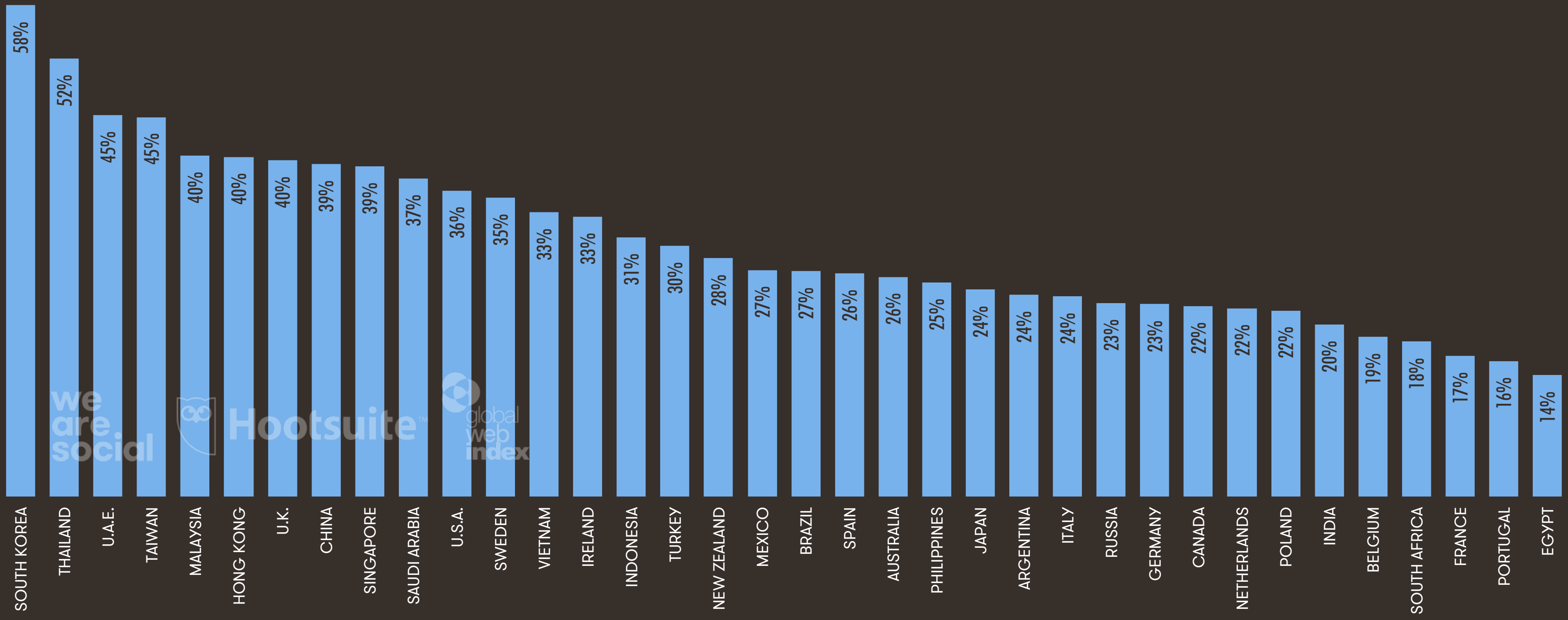


SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017.

JAN 2018

M-COMMERCE PENETRATION

PERCENTAGE OF THE POPULATION WHO BOUGHT SOMETHING ONLINE VIA A PHONE IN THE PAST MONTH [SURVEY-BASED]

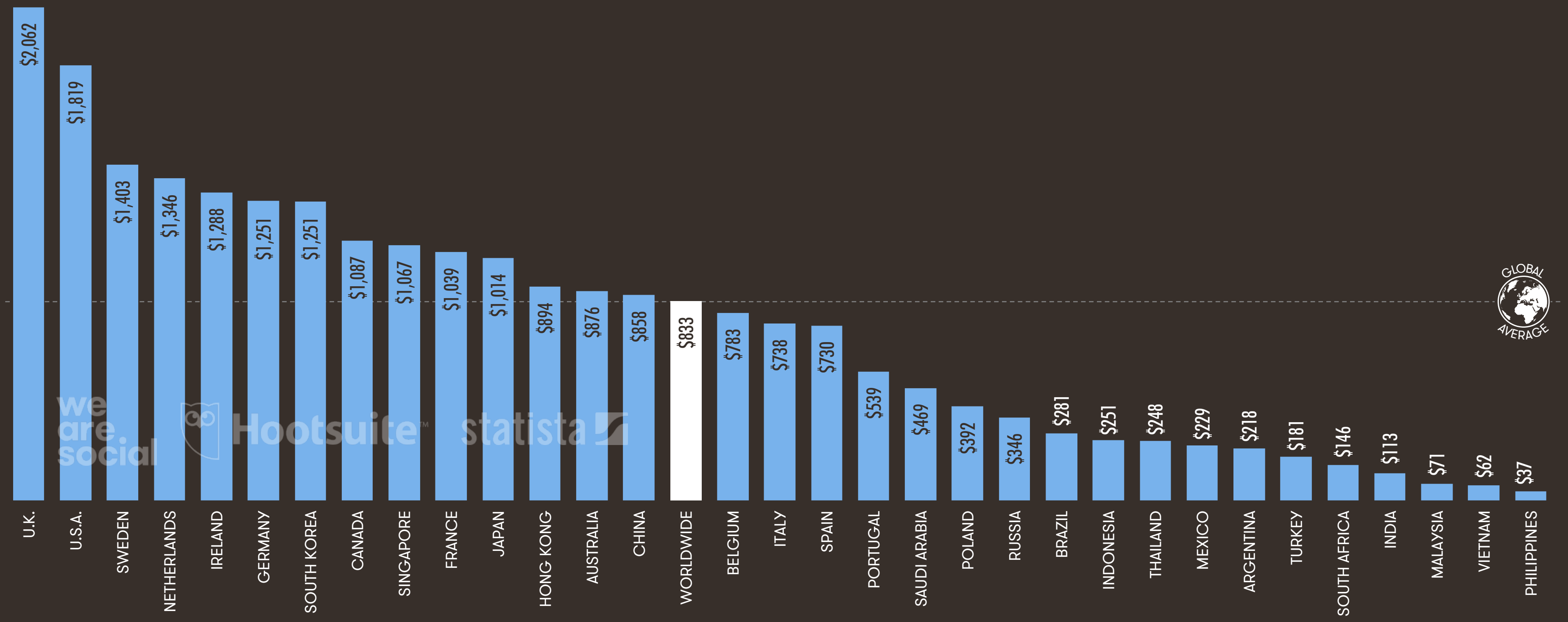


SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017.

JAN 2018

E-COMMERCE ARPU: CONSUMER GOODS

AVERAGE AMOUNT SPENT ON E-COMMERCE PURCHASES BY EACH E-COMMERCE USER IN 2017, IN UNITED STATES DOLLARS



SOURCE: STATISTA DIGITAL MARKET OUTLOOK, E-COMMERCE INDUSTRY, ACCESSED JANUARY 2018.

GLOBAL E-COMMERCE SPEND BY CATEGORY

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

FASHION & BEAUTY	$408.0 BILLION
ELECTRONICS & PHYSICAL MEDIA	$359.4 BILLION
FOOD & PERSONAL CARE	$139.8 BILLION
FURNITURE & APPLIANCES	$225.5 BILLION
TOYS, DIY & HOBBIES	$341.5 BILLION
TRAVEL (INCLUDING ACCOMMODATION)	$212.7 BILLION
DIGITAL MUSIC	$11.2 BILLION
VIDEO GAMES	$52.5 BILLION

SOURCES: STATISTA DIGITAL MARKET OUTLOOK, E-COMMERCE INDUSTRY, E-TRAVEL INDUSTRY, AND DIGITAL MEDIA INDUSTRY, ALL ACCESSED JANUARY 2018.
NOTE: FIGURES ARE BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND IN 2017, AND DO NOT INCLUDE B2B SPEND.

JAN 2018

GLOBAL E-COMMERCE GROWTH BY CATEGORY

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

FASHION & BEAUTY	ELECTRONICS & PHYSICAL MEDIA	FOOD & PERSONAL CARE	FURNITURE & APPLIANCES
+18%	+12%	+20%	+16%

TOYS, DIY & HOBBIES	TRAVEL (INCLUDING ACCOMMODATION)	DIGITAL MUSIC	VIDEO GAMES
+17%	+13%	+13%	+7%

SOURCES: STATISTA DIGITAL MARKET OUTLOOK, E-COMMERCE INDUSTRY, E-TRAVEL INDUSTRY, AND DIGITAL MEDIA INDUSTRY, ALL ACCESSED JANUARY 2018.
NOTE: FIGURES ARE BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND IN 2017, AND DO NOT INCLUDE B2B SPEND.

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

1.77 BILLION

YEAR-ON-YEAR CHANGE: **+8%**

PENETRATION OF CONSUMER GOODS E-COMMERCE (TOTAL POPULATION)

23%

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

$1.474 TRILLION

YEAR-ON-YEAR CHANGE: **+16%**

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

$833

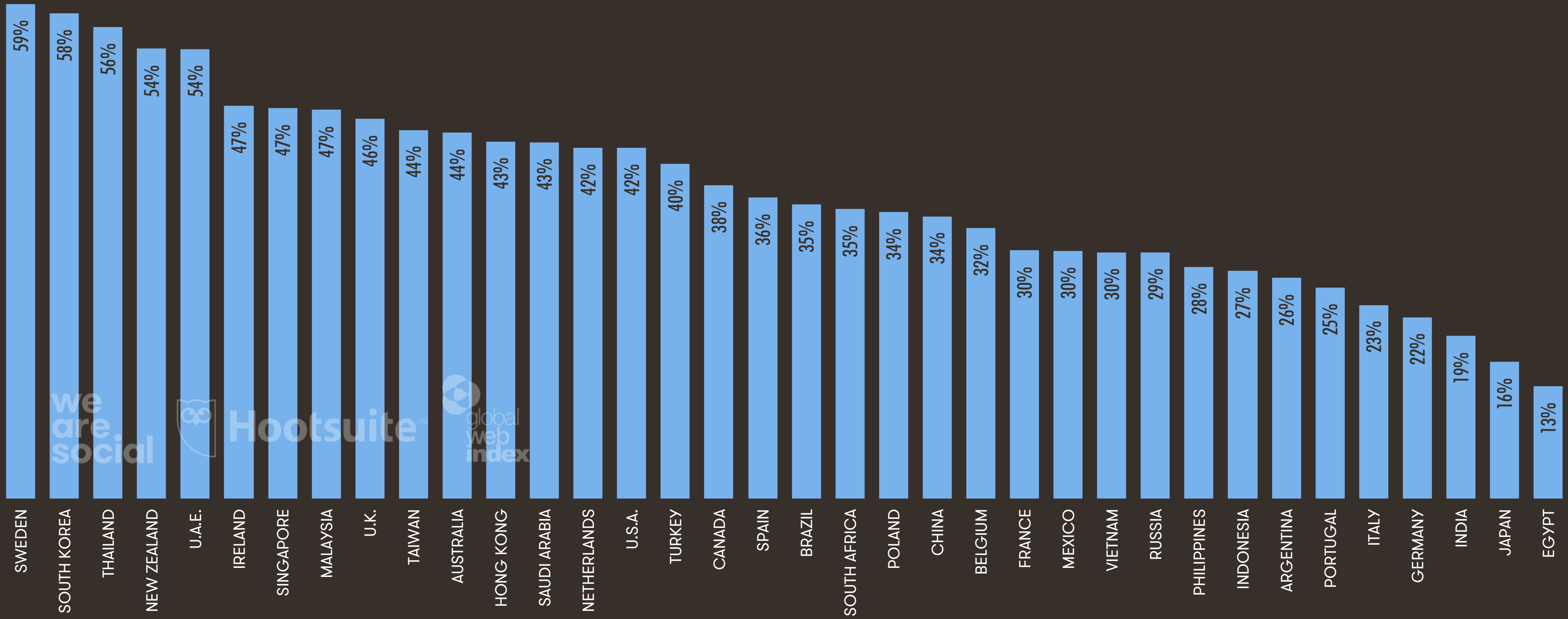
YEAR-ON-YEAR CHANGE: **+7%**

SOURCE: STATISTA DIGITAL MARKET OUTLOOK, E-COMMERCE INDUSTRY, ACCESSED JANUARY 2018. **NOTES:** FIGURES REPRESENT SALES OF PHYSICAL GOODS VIA DIGITAL CHANNELS ON ANY DEVICE TO PRIVATE END USERS, AND DO NOT INCLUDE DIGITAL MEDIA, DIGITAL SERVICES SUCH AS TRAVEL OR SOFTWARE, B2B PRODUCTS AND SERVICES, RESALE OF USED GOODS, OR SALES BETWEEN PRIVATE PERSONS (P2P COMMERCE). PENETRATION FIGURE REPRESENTS PERCENTAGE OF TOTAL POPULATION, REGARDLESS OF AGE.

JAN 2018

PENETRATION OF MOBILE BANKING

PERCENTAGE OF THE TOTAL POPULATION THAT ACCESSES BANKING SERVICES VIA A MOBILE DEVICE

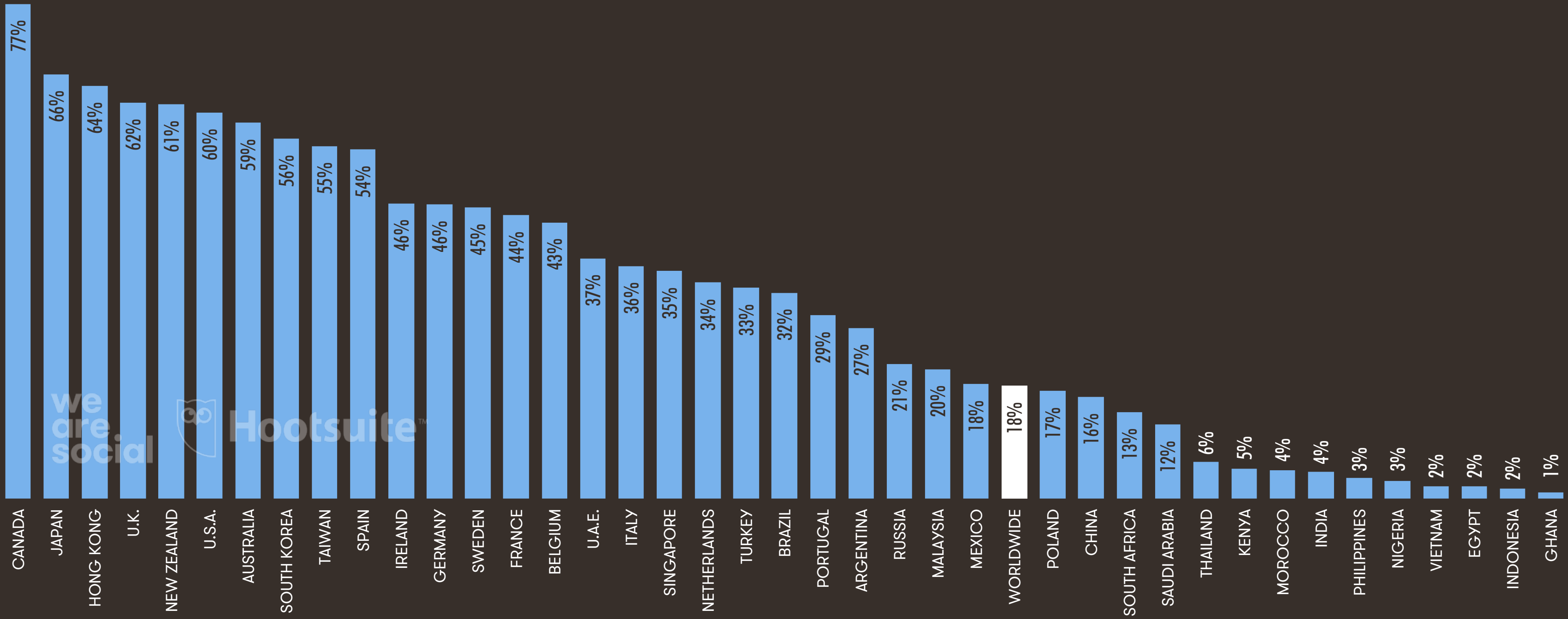


SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017.

JAN 2018

CREDIT CARD OWNERSHIP

THE PERCENTAGE OF ADULTS AGED 15+ WHO POSSESS A CREDIT CARD



SOURCE: WORLD BANK FINANCIAL INCLUSION INDICATORS (ACCESSED JANUARY 2018).

HOOTSUITE'S PERSPECTIVE: E-COMMERCE THEMES

Prepare for **the shift from search to social.** If your e-commerce product relies on SEO, build a strategy to account for brand discovery in social as well. In markets such as Latin America, social has already eclipsed search for product research. This behaviour increases with younger demographics.

Visual searches are on the rise. Products like Pinterest Lens use machine learning to aid in brand and product discovery. Social analytics companies are also expanding their brand monitoring tools to include visual searches, helping brands listen for more than textual chatter. As Pinterest's founder and CEO Ben Silbermann put it, "a lot of the future of search is going to be about pictures instead of keywords."

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

WE ARE SOCIAL'S ANALYSIS: SOCIAL COMMERCE

With online shoppers spending almost US$1.5 trillion on consumer goods in 2017, the e-commerce opportunity is clear. However, by integrating social media into e-commerce offerings and solutions, brands stand an even greater chance of establishing trust and delivering the convenience that shoppers everywhere are looking for. Things to explore include:

SHOPPABLE ADS

Removing friction in the buyer's journey, and enabling people to start shopping from within the ad

MESSENGER SUPPORT

Offering the ability to chat live with a customer service agent, just like in a physical store – even if it's a bot

SOCIAL PAYMENTS

Integrated payment platforms within social apps will make it easier for people to pay with confidence

OMNICHANNEL

Integrating all of these opportunities within physical stores too, making it as easy as possible for people to buy

To learn more about these themes and understand the opportunities for your brand, click here to download our Think Forward report.

INDIVIDUAL COUNTRY REPORTS

CLICK THE COUNTRY NAMES BELOW TO ACCESS OUR IN-DEPTH COUNTRY REPORTS

GLOBAL YEARBOOK	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, 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

MORE INFORMATION

CLICK THE LINKS BELOW TO READ AND DOWNLOAD THE FULL SET OF 2018 GLOBAL DIGITAL REPORTS, AND ACCESS ADDITIONAL INSIGHTS AND RESOURCES FROM BOTH HOOTSUITE AND WE ARE SOCIAL:

we are social

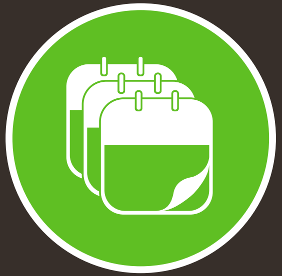
CLICK HERE TO ACCESS WE ARE SOCIAL'S RESOURCES

CLICK HERE TO ACCESS HOOTSUITE'S RESOURCES

SPECIAL THANKS: GLOBALWEBINDEX

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

90% GLOBAL COVERAGE



QUARTERLY DATA COLLECTION ACROSS 42 MARKETS

CROSS-DEVICE COVERAGE

Sign up for free: **http://www.globalwebindex.net/**

SPECIAL THANKS: GSMA INTELLIGENCE

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

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

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

SPECIAL THANKS: STATISTA

statista

Statista is one of the world's largest online statistics databases. Its Digital Market Outlook products provide forecasts, detailed market insights, and key indicators on 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

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

Find out more: **http://www.appannie.com/**

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

Find out more: **http://klear.com/**

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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SIMON KEMP

@ESKIMON

INFO@KEPIOS.COM

KEPIOS.COM