2018 Q3 GLOBAL DIGITAL STATSHOT

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

we are social

Hootsuite™

Hootsuite™

GLOBAL OVERVIEW

Hootsuite™ we are social

JUL 2018

DIGITAL AROUND THE WORLD IN JULY 2018

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

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL USERS
7.636	**4.119**	**3.356**	**5.089**	**3.096**
BILLION	**BILLION**	**BILLION**	**BILLION**	**BILLION**
URBANISATION:	PENETRATION:	PENETRATION:	PENETRATION:	PENETRATION:
55%	**54%**	**44%**	**67%**	**40%**

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).

Hootsuite™ we are social

JUL 2018

GLOBAL ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS

+8%

JUL 2017 – JUL 2018

+300 MILLION

ACTIVE SOCIAL MEDIA USERS

+11%

JUL 2017 – JUL 2018

+328 MILLION

UNIQUE MOBILE USERS

+1%

JUL 2017 – JUL 2018

+37 MILLION

ACTIVE MOBILE SOCIAL USERS

+11%

JUL 2017 – JUL 2018

+316 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA; 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 "*Q3 2017 DIGITAL STATSHOT*"

Hootsuite™ we are social

GLOBAL INTERNET USE

Hootsuite™ we are social

JUL 2018

INTERNET USE

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

TOTAL NUMBER OF ACTIVE INTERNET USERS

4.119

BILLION

INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION

54%

TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS

3.802

BILLION

MOBILE INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION

50%

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.

Hootsuite™ we are social

JUL 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
43.6%	**52.5%**	**3.8%**	**0.10%**
YEAR-ON-YEAR CHANGE:	YEAR-ON-YEAR CHANGE:	YEAR-ON-YEAR CHANGE:	YEAR-ON-YEAR CHANGE:
+3%	**-1%**	**-19%**	**-23%**

SOURCE: STATCOUNTER, JULY 2018.

Hootsuite™ we are social

JUL 2018

INTERNET CONNECTIONS: SPEED & DEVICES

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

AVERAGE INTERNET SPEED VIA FIXED CONNECTIONS	AVERAGE INTERNET SPEED VIA MOBILE CONNECTIONS	ACCESS THE INTERNET MOST OFTEN VIA A COMPUTER OR TABLET	ACCESS EQUALLY VIA A SMARTPHONE AND COMPUTER OR TABLET	ACCESS THE INTERNET MOST OFTEN VIA A SMARTPHONE
46.25 MBPS	**23.54** MBPS	**12%**	**22%**	**57%**

SOURCES: OOKLA SPEEDTEST, JUNE 2018; GOOGLE CONSUMER BAROMETER, JULY 2018. **NOTES:** GOOGLE'S FIGURES BASED ON RESPONSES TO A SURVEY, WHICH WE HAVE WEIGHTED BY THE NUMBER OF INTERNET USERS PER COUNTRY. DATA REPRESENTS ADULT RESPONDENTS IN SELECTED COUNTRIES ONLY; PLEASE SEE HTTP://WWW.CONSUMERBAROMETER.COM FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS. DEVICE USAGE PERCENTAGES MAY NOT SUM TO 100% DUE TO "DON'T KNOW" OR INCOMPLETE ANSWERS.

Hootsuite™ we are social

JUL 2018

INTERNET CONNECTION SPEED RANKINGS

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

FASTEST AVERAGE FIXED INTERNET CONNECTIONS

#	COUNTRY	SPEED IN MBPS
01	SINGAPORE	180.57
02	HONG KONG	150.70
03	ICELAND	148.95
04	SOUTH KOREA	114.07
05	ROMANIA	108.42
06	JERSEY	99.25
07	HUNGARY	94.44
08	UNITED STATES	93.98
09	SWEDEN	92.08
10	SWITZERLAND	91.89

FASTEST AVERAGE MOBILE INTERNET CONNECTIONS

#	COUNTRY	SPEED IN MBPS
01	QATAR	63.22
02	NORWAY	62.14
03	UNITED ARAB EMIRATES	54.67
04	SINGAPORE	53.53
05	ICELAND	52.39
06	NETHERLANDS	51.83
07	CANADA	50.75
08	AUSTRALIA	50.52
09	HUNGARY	48.81
10	BELGIUM	48.24

SOURCE: OOKLA SPEEDTEST, JUNE 2018. **NOTES:** DATA DOES NOT COVER ALL COUNTRIES, SO THESE RANKINGS ARE BASED SOLELY ON THOSE COUNTRIES FOR WHICH DATA IS AVAILABLE. FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS.

Hootsuite™ we are social

JUL 2018

ALEXA'S GLOBAL WEBSITE RANKING

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

#	WEBSITE	CATEGORY	TIME PER DAY
01	GOOGLE.COM	SEARCH	07:18
02	YOUTUBE.COM	VIDEO	08:49
03	FACEBOOK.COM	SOCIAL	10:12
04	BAIDU.COM	SEARCH	07:16
05	WIKIPEDIA.ORG	REFERENCE	04:13
06	YAHOO.COM	PORTAL	03:54
07	QQ.COM	PORTAL	04:27
08	TAOBAO.COM	SHOPPING	08:15
09	AMAZON.COM	SHOPPING	07:47
10	TWITTER.COM	SOCIAL	06:19

#	WEBSITE	CATEGORY	TIME PER DAY
11	TMALL.COM	SHOPPING	06:55
12	GOOGLE.CO.IN	SEARCH	06:44
13	INSTAGRAM.COM	SOCIAL	05:54
14	SOHU.COM	SEARCH	03:47
15	LIVE.COM	EMAIL	04:05
16	JD.COM	SHOPPING	05:02
17	VK.COM	SOCIAL	10:11
18	REDDIT.COM	SOCIAL	14:08
19	SINA.COM.CN	PORTAL	03:15
20	WEIBO.COM	SOCIAL	05:57

SOURCES: ALEXA, MONTH ENDING 16 JULY 2018. TIMES ARE IN MINUTES AND SECONDS.

Hootsuite™ we are social

JUL 2018

SIMILARWEB'S GLOBAL WEBSITE RANKING

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

#	WEBSITE	CATEGORY	TIME PER VISIT
01	GOOGLE.COM	SEARCH	08:53
02	YOUTUBE.COM	VIDEO	21:23
03	FACEBOOK.COM	SOCIAL	12:23
04	BAIDU.COM	SEARCH	07:37
05	YAHOO.COM	PORTAL	06:26
06	INSTAGRAM.COM	SOCIAL	06:40
07	TWITTER.COM	SOCIAL	09:22
08	XNXX.COM	ADULT	14:34
09	VK.COM	SOCIAL	16:44
10	WIKIPEDIA.ORG	REFERENCE	03:39

#	WEBSITE	CATEGORY	TIME PER VISIT
11	XVIDEOS.COM	ADULT	12:49
12	YANDEX.RU	PORTAL	10:27
13	PORNHUB.COM	ADULT	10:06
14	AMAZON.COM	SHOPPING	05:59
15	GOOGLE.COM.BR	SEARCH	09:29
16	LIVE.COM	EMAIL	06:44
17	GOOGLE.CO.IN	SEARCH	07:32
18	GOOGLE.CO.UK	SEARCH	09:41
19	XHAMSTER.COM	ADULT	11:18
20	OK.RU	SOCIAL	12:58

SOURCES: SIMILARWEB, JUNE 2018. TIMES ARE IN MINUTES AND SECONDS.

Hootsuite™ we are social

JUL 2018

E-COMMERCE ACTIVITIES IN THE PAST MONTH

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

SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY	VISITED AN ONLINE RETAIL STORE ON THE WEB (ANY DEVICE)	VISITED AN ONLINE PRICE COMPARISON SITE OR SERVICE	VISITED AN ONLINE AUCTION SITE (ANY DEVICE)	PURCHASED A PRODUCT OR SERVICE ONLINE (ANY DEVICE)
83%	92%	54%	46%	75%

we are social
global web index
global web index

SOURCE: GLOBALWEBINDEX, Q1 2018. BASED ON A SURVEY OF INTERNET USERS AGED 16-64 IN 42 OF THE WORLD'S TOP ECONOMIES.
NOTE: FIGURES REFLECT PERCENTAGES OF INTERNET USERS ONLY.

Hootsuite™ we are social

JUL 2018

HOW E-COMMERCE USERS SHOP

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

WOMEN

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

92%

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

65%

MEN

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

92%

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

62%

SOURCE: GLOBALWEBINDEX, Q1 2018. BASED ON A SURVEY OF INTERNET USERS AGED 16-64 IN 42 OF THE WORLD'S TOP ECONOMIES.
NOTE: FIGURES REFLECT PERCENTAGES OF INTERNET USERS ONLY.

Hootsuite™ we are social

JUL 2018

TOP GOOGLE SEARCH QUERIES IN Q2 2018

BASED ON WORLDWIDE GOOGLE SEARCHES FOR THE PERIOD 01 APRIL TO 30 JUNE 2018

#	QUERY	INDEX	VOLUME ▲Y-O-Y
01	FACEBOOK	100	-29%
02	YOUTUBE	75	-4%
03	GOOGLE	68	-9%
04	WEATHER	37	+36%
05	NEWS	28	-3%
06	WORLD CUP	22	+2,062%
07	GMAIL	21	-15%
08	AMAZON	20	+5%
09	HOTMAIL	18	-11%
10	TRANSLATE	18	+11%

#	QUERY	INDEX	VOLUME ▲Y-O-Y
11	INSTAGRAM	18	+21%
12	FB	14	-32%
13	YAHOO	14	-16%
14	GO	11	-7%
15	MAPS	11	-5%
16	METEO	11	+25%
17	WHATSAPP	10	+18%
18	TWITTER	10	(UNCHANGED)
19	TRADUCTOR	10	+14%
20	AS	10	+2%

SOURCE: GOOGLE TRENDS, JULY 2018; KEPIOS ANALYSIS. **NOTES:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE 'INDEX' COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY). THE "VOLUME ▲Y-O-Y" COLUMN SHOWS THE YEAR-ON-YEAR CHANGE IN SEARCH VOLUME FOR EACH QUERY, BASED ON AVERAGE INDEX VALUES FOR EACH QUERY IN Q2 2018 vs. Q2 2017.

Hootsuite™ we are social

JUL 2018

USE OF VOICE SEARCH & COMMANDS

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

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

45%

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

43%

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

35%

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

26%

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

17%

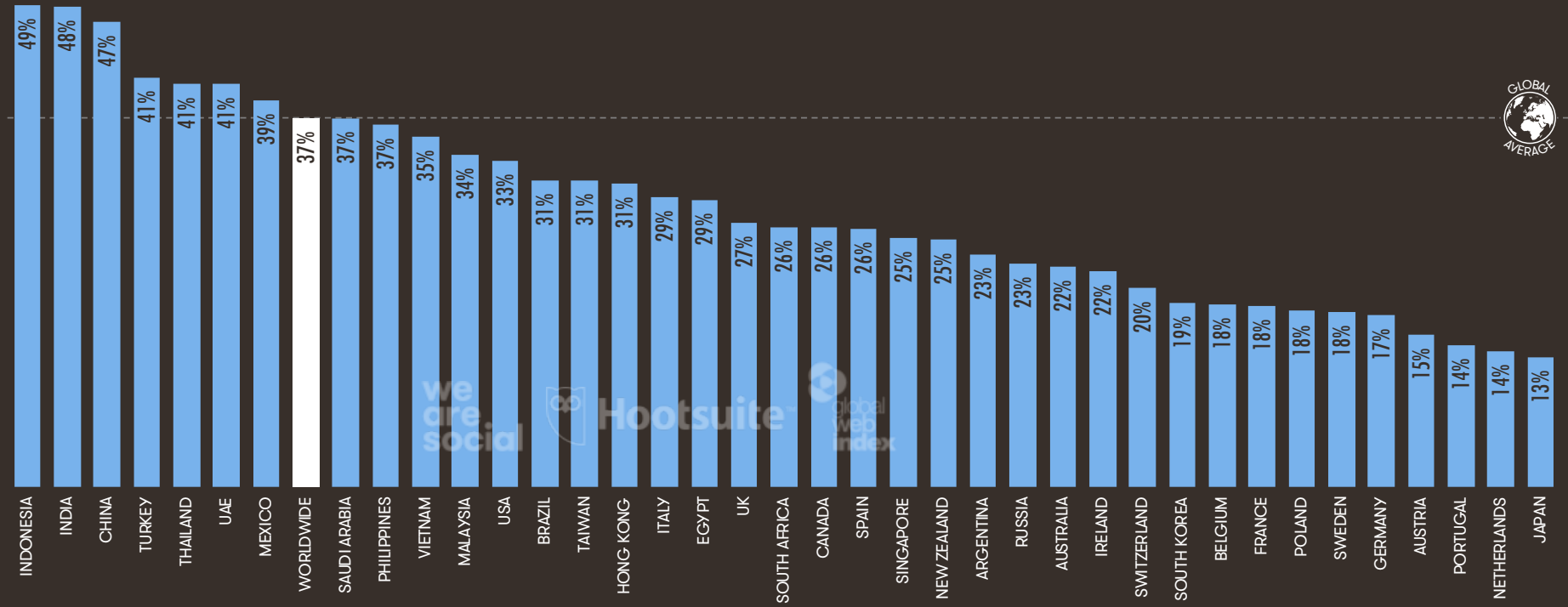
SOURCE: GLOBALWEBINDEX, Q1 2018. BASED ON A SURVEY OF INTERNET USERS AGED 16-64 IN 42 OF THE WORLD'S TOP ECONOMIES.
NOTE: FIGURES REPRESENT PERCENTAGE OF INTERNET USERS WHO REPORT USING VOICE SEARCH OR VOICE COMMANDS IN THE PAST MONTH.

Hootsuite™ we are social

JUL 2018

USE OF VOICE SEARCH & COMMANDS

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



SOURCE: GLOBALWEBINDEX, Q1 2018. BASED ON A SURVEY OF INTERNET USERS AGED 16-64 IN 42 OF THE WORLD'S TOP ECONOMIES.
NOTE: FIGURES REPRESENT PERCENTAGE OF INTERNET USERS WHO REPORT USING VOICE SEARCH OR VOICE COMMANDS IN THE PAST MONTH.

Hootsuite™ we are social

GLOBAL SOCIAL MEDIA USE

Hootsuite™ we are social

JUL 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

3.356
BILLION

ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

44%

TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE

3.096
BILLION

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

40%

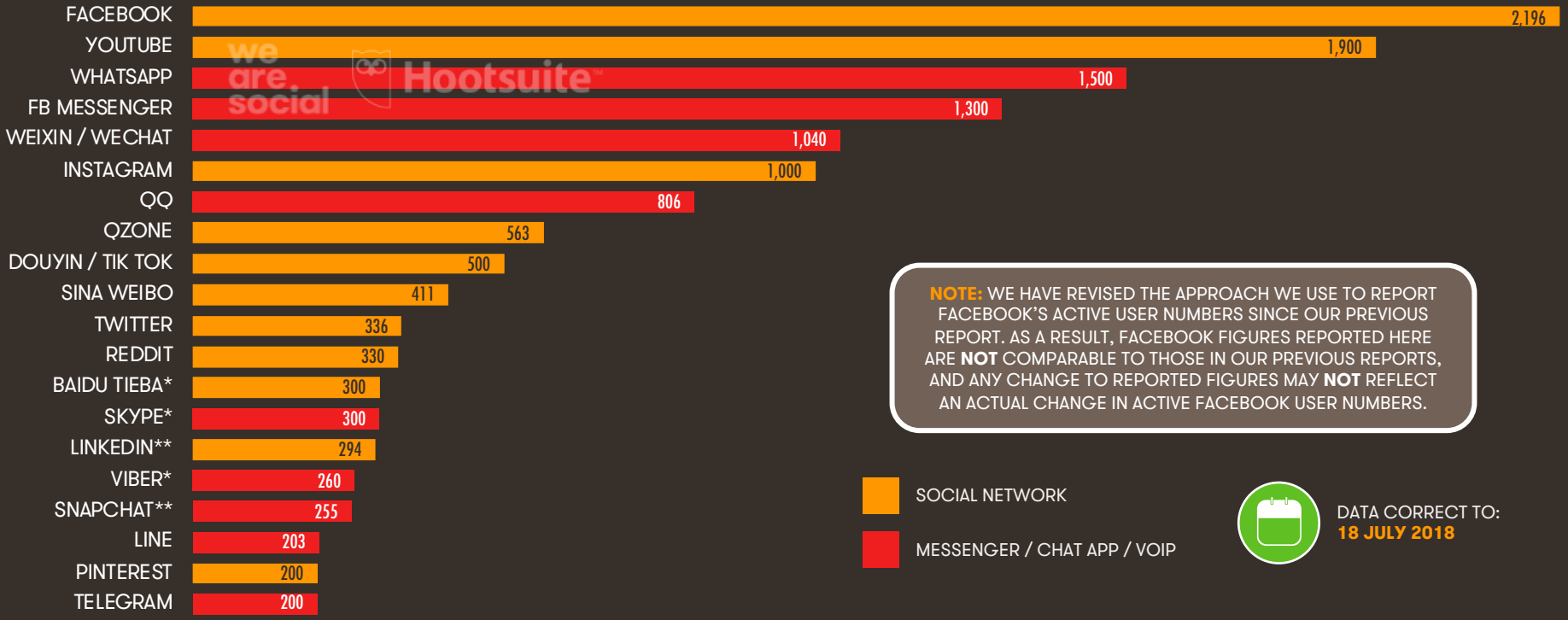
SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.
NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

Hootsuite™ we are social

JUL 2018

SOCIAL PLATFORMS: ACTIVE GLOBAL ACCOUNTS

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



we are social Hootsuite™

NOTE: WE HAVE REVISED THE APPROACH WE USE TO REPORT FACEBOOK'S ACTIVE USER NUMBERS SINCE OUR PREVIOUS REPORT. AS A RESULT, FACEBOOK FIGURES REPORTED HERE ARE **NOT** COMPARABLE TO THOSE IN OUR PREVIOUS REPORTS, AND ANY CHANGE TO REPORTED FIGURES MAY **NOT** REFLECT AN ACTUAL CHANGE IN ACTIVE FACEBOOK USER NUMBERS.

SOCIAL NETWORK

MESSENGER / CHAT APP / VOIP

DATA CORRECT TO: **18 JULY 2018**

SOURCES: KEPIOS ANALYSIS; LATEST COMPANY EARNINGS RELEASES, PRESS RELEASES OR MEDIA STATEMENTS; REPORTS IN REPUTABLE MEDIA; ALL AS OF APRIL 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. LINKEDIN FIGURES ARE FOR MONTHLY UNIQUE WEBSITE VISITORS IN JULY 2018, VIA SIMILARWEB. SNAPCHAT FIGURE VIA TECHCRUNCH, JUN 2017.

Hootsuite™ we are social

JUL 2018

POTENTIAL REACH OF FACEBOOK ADVERTS

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

NOTE: *WE HAVE REVISED OUR METHODOLOGY FOR REPORTING FACEBOOK NUMBERS SINCE PREVIOUS REPORTS, SO DATA HERE WILL NOT BE COMPARABLE TO DATA IN PREVIOUS REPORTS*

NUMBER OF PEOPLE THAT FACEBOOK REPORTS CAN BE REACHED WITH ADVERTS ON FACEBOOK	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE*	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS BELOW THE AGE OF 25	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS 50 YEARS OLD OR ABOVE
2.026 BILLION	**43%**	**57%**	**35%**	**13%**

SOURCE: EXTRAPOLATION OF FACEBOOK DATA, JULY 2018. FIGURES REPRESENT POTENTIAL ADVERTISING REACH SOLELY FOR THE FACEBOOK PLATFORM, AND DO NOT INCLUDE POTENTIAL REACH VIA INSTAGRAM, WHATSAPP, FACEBOOK MESSENGER, OR FACEBOOK'S AUDIENCE NETWORK PRODUCTS.
***NOTE:** FACEBOOK DOES NOT REPORT POTENTIAL ADVERTISING REACH FOR AUDIENCES WHO SELF-IDENTIFY AS A GENDER OTHER THAN MALE OR FEMALE.

Hootsuite™ we are social

JUL 2018

POTENTIAL REACH OF FACEBOOK ADVERTS

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

NOTE: *WE HAVE REVISED OUR METHODOLOGY FOR REPORTING FACEBOOK NUMBERS SINCE PREVIOUS REPORTS, SO DATA HERE WILL* ***NOT*** *BE COMPARABLE TO DATA IN PREVIOUS REPORTS*

FACEBOOK'S TOP COUNTRIES

#	COUNTRY	REACH*
01	INDIA	270,000,000
02	UNITED STATES	210,000,000
03=	BRAZIL	130,000,000
03=	INDONESIA	130,000,000
05	MEXICO	85,000,000
06	PHILIPPINES	70,000,000
07	VIETNAM	59,000,000
08	THAILAND	50,000,000
09	TURKEY	44,000,000
10	UNITED KINGDOM	41,000,000

FACEBOOK'S TOP CITIES

#	CITY	REACH*
01	BANGKOK	22,000,000
02	DHAKA	18,000,000
03	JAKARTA	16,000,000
04=	MEXICO CITY	14,000,000
04=	NEW DELHI	14,000,000
04=	HO CHI MINH	14,000,000
07	CAIRO	13,000,000
08=	SÃO PAOLO	12,000,000
08=	ISTANBUL	12,000,000
10	BENGALURU	11,000,000

FACEBOOK'S TOP LANGUAGES

#	LANGUAGE	REACH*
01	ENGLISH	1,100,000,000
02	SPANISH	310,000,000
03	INDONESIAN	170,000,000
04=	ARABIC	150,000,000
04=	PORTUGUESE	150,000,000
06	FRENCH	110,000,000
07	VIETNAMESE	62,000,000
08	THAI	51,000,000
09	TURKISH	47,000,000
10	GERMAN	37,000,000

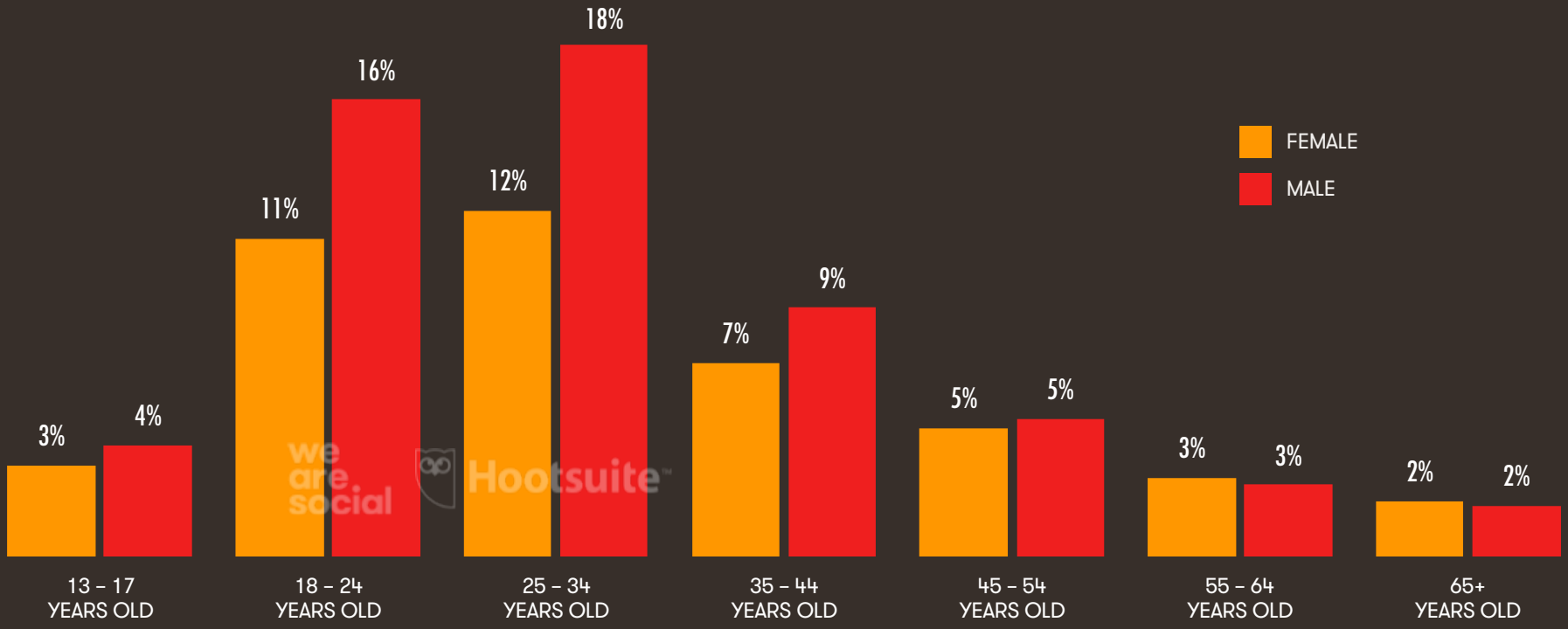
SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JULY 2018. FIGURES RELATE TO ADDRESSABLE ADVERTISING AUDIENCE ONLY, AND MAY NOT INCLUDE ALL USERS FOR EACH LOCATION OR LANGUAGE. **NOTE:** "REACH" REFERS TO THE FIGURES THAT FACEBOOK PUBLISHES FOR THE TOTAL POTENTIAL NUMBER OF PEOPLE THAT ADVERTISING ON THE FACEBOOK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

Hootsuite™ we are social

JUL 2018

FACEBOOK'S ADVERTISING AUDIENCE

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



SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JULY 2018.
NOTE: FIGURES ARE BASED ON FACEBOOK'S ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT BE REPRESENTATIVE OF ALL MONTHLY ACTIVE USERS.

Hootsuite™ we are social

JUL 2018

FACEBOOK'S ADVERTISING AUDIENCE

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

*NOTE: WE HAVE REVISED OUR METHODOLOGY FOR REPORTING FACEBOOK NUMBERS SINCE PREVIOUS REPORTS, SO DATA HERE WILL **NOT** BE COMPARABLE TO DATA IN PREVIOUS REPORTS*

AGE	TOTAL	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13–17	147,000,000	66,000,000	3%	81,000,000	4%
18–24	560,000,000	230,000,000	11%	330,000,000	16%
25–34	620,000,000	250,000,000	12%	370,000,000	18%
35–44	320,000,000	140,000,000	7%	180,000,000	9%
45–54	193,000,000	93,000,000	5%	100,000,000	5%
55–64	109,000,000	57,000,000	3%	52,000,000	3%
65+	77,000,000	40,000,000	2%	37,000,000	2%
TOTAL	**2,026,000,000**	**876,000,000**	**43%**	**1,150,000,000**	**57%**

SOURCE: EXTRAPOLATION OF FACEBOOK DATA, JULY 2018. FIGURES ARE BASED ON FACEBOOK'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT BE 100% REPRESENTATIVE OF ALL MONTHLY ACTIVE USERS. **NOTES:** PERCENTAGES REPRESENT SHARE OF THE TOTAL ADDRESSABLE FACEBOOK ADVERTISING AUDIENCE.

Hootsuite™ we are social

JUL 2018

FACEBOOK ACTIVITY FREQUENCIES

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

TOTAL NUMBER OF FACEBOOK PAGES LIKED (LIFETIME)

1

FEMALE:	MALE:
1	1

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

10

FEMALE:	MALE:
12	9

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

4

FEMALE:	MALE:
6	3

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

1

FEMALE:	MALE:
1	1

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

8

FEMALE:	MALE:
10	7

SOURCE: FACEBOOK, JULY 2018. FIGURES REPRESENT MEDIAN VALUES FOR GLOBAL FACEBOOK USER BASE AGED 18 AND ABOVE.

Hootsuite™ we are social

JUL 2018

AVERAGE FACEBOOK PAGE POST REACH

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

AVERAGE MONTHLY CHANGE IN PAGE LIKES

+0.15%

Q-O-Q CHANGE:

-6% (-1 BP)

AVERAGE POST REACH vs. PAGE LIKES

8.1%

Q-O-Q CHANGE:

-9% (-80 BPS)

AVERAGE ORGANIC REACH vs. PAGE LIKES

6.4%

Q-O-Q CHANGE:

-11% (-80 BPS)

PERCENTAGE OF PAGES USING PAID MEDIA

24.2%

Q-O-Q CHANGE:

+27% (+510 BPS)

AVERAGE PAID REACH vs. TOTAL REACH

27.3%

Q-O-Q CHANGE:

+13% (+320 BPS)

SOURCE: LOCOWISE, JULY 2018. DATA REPRESENTS AVERAGE FIGURES FOR Q2 2018. **NOTES:** "REACH" REFERS TO UNIQUE USERS WHO HAD A PIECE OF CONTENT ENTER THEIR SCREEN. POST REACH METRICS CALCULATED USING "PAGE LIKES" ARE BASED ON THE TOTAL NUMBER OF PAGE LIKES AT THE TIME EACH INDIVIDUAL POST WAS PUBLISHED. Q-O-Q (QUARTER-ON-QUARTER) CHANGES ARE VERSUS Q1 2018. Q-O-Q PERCENTAGE FIGURES REFLECT *RELATIVE* CHANGE; 'BPS' (BASIS POINTS) FIGURES REFLECT *ABSOLUTE* CHANGE.

Hootsuite™ we are social

JUL 2018

AVERAGE FACEBOOK ENGAGEMENT RATES

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

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE POSTS (ALL TYPES)

3.91%

Q-O-Q CHANGE:

-4% (-17 BPS)

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE VIDEO POSTS

6.01%

Q-O-Q CHANGE:

+2% (+14 BPS)

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE PHOTO POSTS

4.81%

Q-O-Q CHANGE:

-3% (-14 BPS)

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE LINK POSTS

3.36%

Q-O-Q CHANGE:

-7% (-25 BPS)

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE STATUS POSTS

2.21%

Q-O-Q CHANGE:

-10% (-25 BPS)

SOURCE: LOCOWISE, JULY 2018. DATA REPRESENTS AVERAGE FIGURES FOR Q2 2018. **NOTES:** "ENGAGEMENT" REFERS TO CLICKS, LIKES, SHARES, AND COMMENTS ON CONTENT. FIGURES REPRESENT AVERAGES ACROSS A WIDE RANGE OF DIFFERENT PAGE TYPES AND SIZES FROM ALL OVER THE WORLD. Q-O-Q (QUARTER-ON-QUARTER) CHANGES ARE VERSUS Q1 2018. Q-O-Q PERCENTAGE FIGURES REFLECT *RELATIVE* CHANGE; 'BPS' (BASIS POINTS) FIGURES REFLECT *ABSOLUTE* CHANGE.

Hootsuite™ we are social

JUL 2018

MOST-'LIKED' PAGES ON FACEBOOK

FACEBOOK PAGES WITH THE GREATEST NUMBER OF PAGE LIKES

#	PAGE NAME	CATEGORY	'FANS'
01	CRISTIANO RONALDO	ATHLETE	122,890,000
02	REAL MADRID C.F.	SPORT TEAM	109,250,000
04	FC BARCELONA	STADIUM	102,860,000
04	SHAKIRA	MUSICIAN / BAND	102,720,000
05	VIN DIESEL	ARTIST	99,640,000
06	TASTY	MEDIA	94,530,000
07	LEO MESSI	ATHLETE	90,150,000
08	EMINEM	MUSICIAN / BAND	88,600,000
09	YOUTUBE	PRODUCT / SERVICE	83,430,000
10	RIHANNA	ARTIST	80,530,000

#	PAGE NAME	CATEGORY	'FANS'
11	MR BEAN	PUBLIC FIGURE	79,630,000
12	JUSTIN BIEBER	MUSICIAN / BAND	78,090,000
13	WILL SMITH	ARTIST	77,460,000
14	MANCHESTER UNITED	SPORT TEAM	73,520,000
15	MICHAEL JACKSON	MUSICIAN / BAND	73,430,000
16	TAYLOR SWIFT	MUSICIAN / BAND	73,020,000
17	CANDY CRUSH SAGA	GAMES / TOYS	72,640,000
18	BOB MARLEY	MUSICIAN / BAND	72,030,000
19	CRIMINAL CASE	VIDEO GAME	68,650,000
20	KATY PERRY	MUSICIAN / BAND	68,450,000

SOURCE: FACEBOOK, JULY 2018. **NOTES:** "CATEGORY" DENOTES THE FACEBOOK PAGE CATEGORY THAT THE PAGE'S ADMINS HAVE SELECTED FROM FACEBOOK'S VARIOUS OPTIONS. DATA IN THE "FANS" COLUMN HAS BEEN ROUNDED TO THE NEAREST TEN THOUSAND. PAGE LIKES MAY INCLUDE LIKES FROM USERS WHO ARE NO LONGER ACTIVE.

Hootsuite™ we are social

JUL 2018

POTENTIAL REACH OF INSTAGRAM ADVERTS

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

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

844
MILLION

PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS FEMALE*

50.3%

PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS MALE*

49.7%

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

39%

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

9%

SOURCE: EXTRAPOLATION OF INSTAGRAM DATA (VIA FACEBOOK), JULY 2018. FIGURES REPRESENT POTENTIAL ADVERTISING REACH SOLELY FOR THE INSTAGRAM PLATFORM.
***NOTE:** INSTAGRAM / FACEBOOK DOES NOT REPORT POTENTIAL ADVERTISING REACH FOR AUDIENCES WHO IDENTIFY AS A GENDER OTHER THAN MALE OR FEMALE.

Hootsuite™ we are social

JUL 2018

POTENTIAL REACH OF INSTAGRAM ADVERTISING

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

#	COUNTRY	REACH*	▲Q-O-Q	▲Q-O-Q
01	UNITED STATES	120,000,000	0%	(UNCHANGED)
02	INDIA	67,000,000	+14%	+8,000,000
03	BRAZIL	63,000,000	+3%	+2,000,000
04	INDONESIA	59,000,000	+5%	+3,000,000
05	TURKEY	36,000,000	+6%	+2,000,000
06	RUSSIA	33,000,000	+6%	+2,000,000
07	JAPAN	24,000,000	+4%	+1,000,000
08	UNITED KINGDOM	23,000,000	0%	(UNCHANGED)
09	MEXICO	21,000,000	0%	(UNCHANGED)
10=	GERMANY	18,000,000	0%	(UNCHANGED)
10=	ITALY	18,000,000	+6%	+1,000,000

#	COUNTRY	REACH*	▲Q-O-Q	▲Q-O-Q
12	FRANCE	16,000,000	+7%	+1,000,000
13	ARGENTINA	15,000,000	0%	(UNCHANGED)
14=	SPAIN	14,000,000	0%	(UNCHANGED)
14=	THAILAND	14,000,000	0%	(UNCHANGED)
16=	CANADA	13,000,000	+8%	+1,000,000
16=	SAUDI ARABIA	13,000,000	+8%	+1,000,000
18	SOUTH KOREA	12,000,000	+9%	+1,000,000
19=	COLOMBIA	11,000,000	0%	(UNCHANGED)
19=	EGYPT	11,000,000	0%	(UNCHANGED)
19=	MALAYSIA	11,000,000	0%	(UNCHANGED)
19=	PHILIPPINES	11,000,000	+10%	+1,000,000

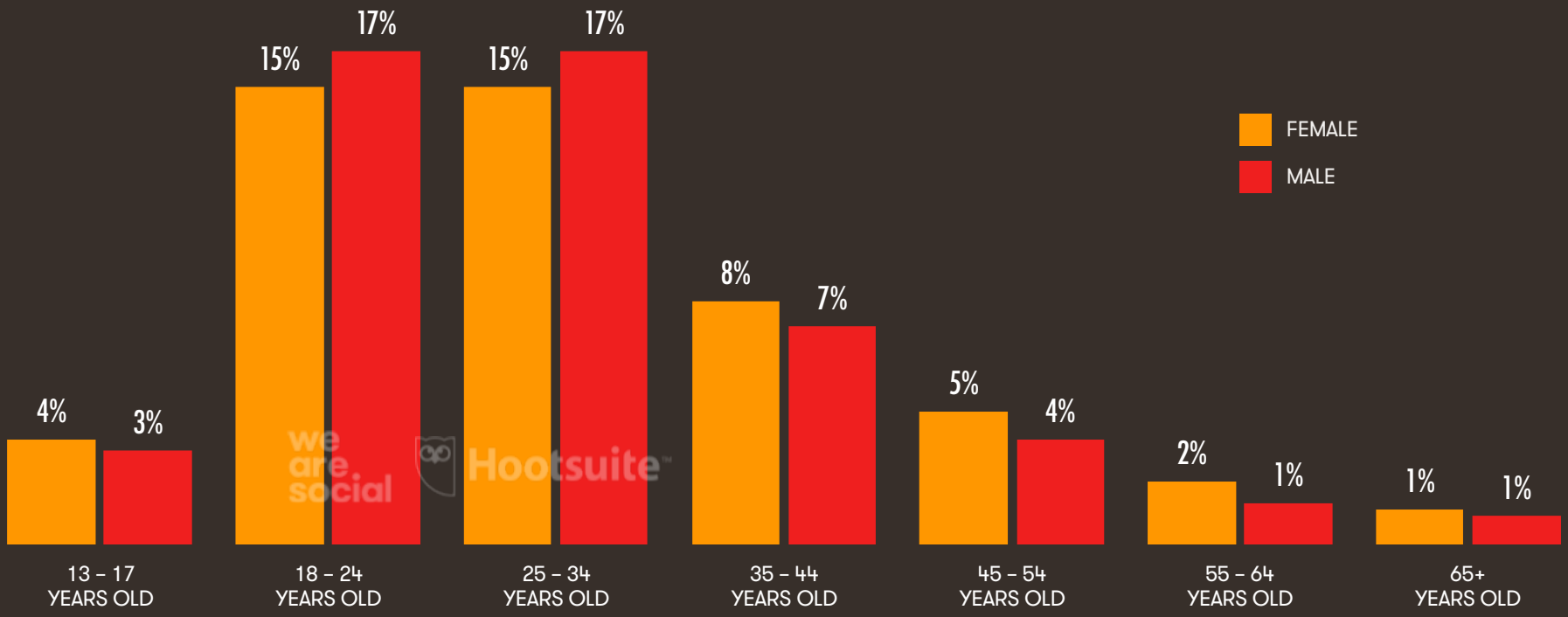
SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JULY 2018, AND TECHRASA.COM. **NOTES:** "▲Q-O-Q" REFLECTS THE QUARTER-ON-QUARTER CHANGE vs. APRIL 2018, AS REPORTED IN HOOTSUITE AND WE ARE SOCIAL'S "2018 *Q2 GLOBAL DIGITAL STATSHOT*" REPORT.

Hootsuite™ we are social

JUL 2018

INSTAGRAM'S ADVERTISING AUDIENCE

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



we are social Hootsuite™

SOURCES: EXTRAPOLATION OF INSTAGRAM DATA (VIA FACEBOOK), JULY 2018.
NOTE: FIGURES ARE BASED ON INSTAGRAM'S ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT BE REPRESENTATIVE OF ALL MONTHLY ACTIVE USERS.

Hootsuite™ we are social

JUL 2018

INSTAGRAM'S ADVERTISING AUDIENCE

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

AGE	TOTAL	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13–17	57,000,000	30,000,000	4%	27,000,000	3%
18–24	270,000,000	130,000,000	15%	140,000,000	17%
25–34	270,000,000	130,000,000	15%	140,000,000	17%
35–44	131,000,000	69,000,000	8%	62,000,000	7%
45–54	68,000,000	38,000,000	5%	30,000,000	4%
55–64	30,000,000	18,000,000	2%	12,000,000	1%
65+	18,300,000	10,000,000	1%	8,300,000	1%
TOTAL	844,300,000	425,000,000	50.3%	419,300,000	49.7%

SOURCE: EXTRAPOLATION OF INSTAGRAM DATA (VIA FACEBOOK), JULY 2018. FIGURES ARE BASED ON INSTAGRAM'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT BE 100% REPRESENTATIVE OF ALL MONTHLY ACTIVE USERS. **NOTES:** PERCENTAGES REPRESENT SHARE OF THE TOTAL ADDRESSABLE INSTAGRAM ADVERTISING AUDIENCE.

Hootsuite™ we are social

JUL 2018

MOST-FOLLOWED INSTAGRAM ACCOUNTS

THE INSTAGRAM ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

#	ACCOUNT NAME	HANDLE	FOLLOWERS
01	INSTAGRAM	@INSTAGRAM	243,030,000
02	SELENA GOMEZ	@SELENAGOMEZ	139,040,000
03	CRISTIANO RONALDO	@CRISTIANO	136,060,000
04	ARIANA GRANDE	@ARIANAGRANDE	123,630,000
05	BEYONCÉ	@BEYONCE	116,320,000
06	KIM KARDASHIAN	@KIMKARDASHIAN	114,480,000
07	KYLIE JENNER	@KYLIEJENNER	111,440,000
08	DWAYNE JOHNSON	@THEROCK	110,550,000
09	TAYLOR SWIFT	@TAYLORSWIFT	110,430,000
10	JUSTIN BIEBER	@JUSTINBIEBER	101,630,000

#	ACCOUNT NAME	HANDLE	FOLLOWERS
11	NEYMAR JR.	@NEYMARJR	100,400,000
12	LEO MESSI	@LEOMESSI	97,180,000
13	KENDALL JENNER	@KENDALLJENNER	92,860,000
14	NATIONAL GEOGRAPHIC	@NATGEO	89,350,000
15	MICKI MINAJ	@NICKIMINAJ	89,050,000
16	NIKE	@NIKE	78,860,000
17	JENNIFER LOPEZ	@JLO	76,940,000
18	KHLOÉ KARDASHIAN	@KHLOEKARDASHIAN	76,930,000
19	MILEY CYRUS	@MILEYCYRUS	76,240,000
20	KATY PERRY	@KATYPERRY	70,670,000

SOURCE: SOCIALBLADE, JULY 2018, AND KEPIOS ANALYSIS. **NOTE:** DATA IN THE "FOLLOWERS" COLUMN HAS BEEN ROUNDED TO THE NEAREST TEN THOUSAND. FOLLOWERS MAY NOT ALL BE ACTIVE USERS.

Hootsuite™ we are social

JUL 2018

LINKEDIN: TOTAL MEMBERS & MONTHLY VISITORS

A CLOSER LOOK AT LINKEDIN'S TOTAL REGISTERED MEMBERS, AND UNIQUE MONTHLY VISITORS TO ITS WEB PLATFORM

TOTAL GLOBAL NUMBER OF REGISTERED MEMBERS* ON LINKEDIN

562
MILLION

NUMBER OF UNIQUE VISITORS TO LINKEDIN.COM EACH MONTH (ALL DEVICES)

294
MILLION

TOTAL NUMBER OF COMPANIES REPRESENTED GLOBALLY ON LINKEDIN

20
MILLION

NUMBER OF STUDENTS AND RECENT COLLEGE GRADUATES REGISTERED ON LINKEDIN

46
MILLION

SOURCES: LINKEDIN, JULY 2018; SIMILARWEB, JULY 2018. ***NOTES:** 'MEMBERS' REPRESENTS TOTAL REGISTERED USERS, NOT MONTHLY ACTIVE USERS, SO FIGURES WILL NOT BE DIRECTLY COMPARABLE TO OTHER SOCIAL MEDIA METRICS CITED ELSEWHERE IN THIS REPORT. UNIQUE VISITORS MAY NOT ALL BE REGISTERED LINKEDIN USERS.

Hootsuite™ we are social

JUL 2018

LINKEDIN'S TOP COUNTRIES

RANK OF COUNTRIES WITH THE GREATEST NUMBER OF REGISTERED LINKEDIN MEMBERS

#	COUNTRY	MEMBERS
01	UNITED STATES	149,000,000
02	INDIA	47,000,000
03	CHINA	41,000,000
04	BRAZIL	33,000,000
05	UNITED KINGDOM	25,000,000
06	FRANCE	16,000,000
07	CANADA	14,000,000
08=	ITALY	11,000,000
08=	MEXICO	11,000,000
10	INDONESIA	10,000,000

#	COUNTRY	MEMBERS
11	SPAIN	10,000,000
12	AUSTRALIA	9,000,000
13	NETHERLANDS	7,000,000
14=	ARGENTINA	6,000,000
14=	COLOMBIA	6,000,000
14=	PHILIPPINES	6,000,000
14=	SOUTH AFRICA	6,000,000
14=	TURKEY	6,000,000
19=	CHILE	4,000,000
19=	MALAYSIA	4,000,000

SOURCE: LINKEDIN, JULY 2018. **NOTE:** 'MEMBERS' REPRESENTS TOTAL REGISTERED USERS, NOT MONTHLY ACTIVE USERS, SO FIGURES WILL NOT BE DIRECTLY COMPARABLE TO OTHER SOCIAL MEDIA METRICS CITED ELSEWHERE IN THIS REPORT.

Hootsuite™ we are social

JUL 2018

TWITTER'S ADVERTISING AUDIENCE

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

PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS ACCESSES THE PLATFORM VIA MOBILE

90%

PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS FEMALE*

36%

PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS MALE*

64%

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

33%

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

16%

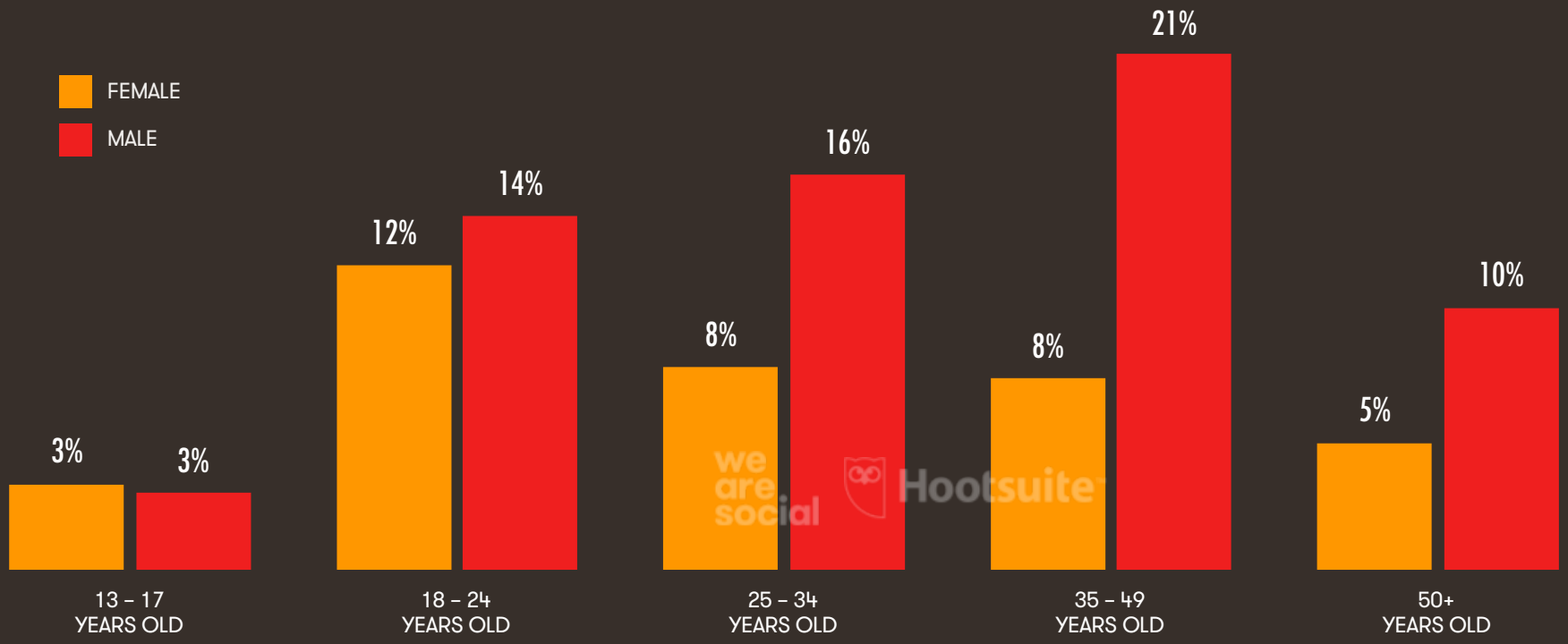
SOURCE: EXTRAPOLATION OF TWITTER DATA, JULY 2018. ***NOTE:** TWITTER DOES NOT REPORT POTENTIAL ADVERTISING REACH FOR AUDIENCES WHO IDENTIFY AS A GENDER OTHER THAN MALE OR FEMALE. **ADVISORY:** FIGURES REPRESENT POTENTIAL ADVERTISING REACH ONLY, AS REPORTED IN TWITTER'S SELF-SERVE ADVERTISING TOOLS. PERCENTAGES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

Hootsuite™ we are social

JUL 2018

TWITTER'S ADVERTISING AUDIENCE

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



SOURCES: EXTRAPOLATION OF TWITTER DATA, JULY 2018.
NOTE: FIGURES ARE BASED ON TWITTER'S ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT BE REPRESENTATIVE OF ALL MONTHLY ACTIVE USERS.

Hootsuite™ we are social

JUL 2018

TWITTER'S TOP COUNTRIES

COUNTRIES WITH THE LARGEST TWITTER ADVERTISING AUDIENCES

#	COUNTRY	SHARE OF AUDIENCE*
01	UNITED STATES	18.9%
02	JAPAN	14.6%
03	VENEZUELA	5.8%
04	UNITED KINGDOM	5.5%
05	SAUDI ARABIA	4.0%
06	TURKEY	3.3%
07	BRAZIL	3.0%
08	MEXICO	2.8%
09	INDIA	2.6%
10	SPAIN	2.6%

#	COUNTRY	SHARE OF AUDIENCE*
11	FRANCE	2.2%
12	CANADA	2.2%
13	INDONESIA	2.0%
14	PHILIPPINES	1.8%
15	ARGENTINA	1.6%
16	THAILAND	1.5%
17	GERMANY	1.5%
18	SOUTH KOREA	1.5%
19	ITALY	1.1%
20	AUSTRALIA	1.0%

SOURCES: EXTRAPOLATION OF TWITTER DATA, JULY 2018. ***NOTE:** THE "SHARE OF AUDIENCE" COLUMN REPRESENTS EACH COUNTRY'S SHARE OF THE TOTAL TWITTER ADVERTISING AUDIENCE. **ADVISORY:** SHARE OF AD AUDIENCES MAY NOT CORRELATE TO SHARE OF TOTAL ACTIVE USERS.

Hootsuite™ we are social

JUL 2018

TWITTER AD AUDIENCE BY ACCESS PLATFORM

THE SHARE OF TWITTER'S AD AUDIENCE THAT TWITTER REPORTS USES EACH DEVICE OR PLATFORM

LAPTOPS & DESKTOPS	APPLE iOS DEVICES	ANDROID DEVICES	OTHER MOBILE PLATFORMS
21%	55%	45%	1.9%

we are social

SOURCE: EXTRAPOLATION OF TWITTER DATA, JULY 2018. **NOTE:** TOTALS MAY SUM TO MORE THAN 100% DUE TO THE USE OF MULTIPLE PLATFORMS AND DEVICES BY THE SAME USER.

Hootsuite™ we are social

JUL 2018

MOST-FOLLOWED TWITTER ACCOUNTS

THE TWITTER ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

#	ACCOUNT NAME	HANDLE	FOLLOWERS
01	KATY PERRY	@KATYPERRY	106,710,000
02	JUSTIN BIEBER	@JUSTINBIEBER	103,990,000
03	BARACK OBAMA	@BARACKOBAMA	101,360,000
04	RIHANNA	@RIHANNA	86,710,000
05	TAYLOR SWIFT	@TAYLORSWIFT13	83,230,000
06	LADY GAGA	@LADYGAGA	76,380,000
07	THE ELLEN SHOW	@THEELLENSHOW	75,980,000
08	CRISTIANO RONALDO	@CRISTIANO	73,420,000
09	YOUTUBE	@YOUTUBE	70,370,000
10	JUSTIN TIMBERLAKE	@JTIMBERLAKE	64,200,000

#	ACCOUNT NAME	HANDLE	FOLLOWERS
11	KIM KARDASHIAN	@KIMKARDASHIAN	58,460,000
12	ARIANA GRANDE	@ARIANAGRANDE	56,770,000
13	BRITNEY SPEARS	@BRITNEYSPEARS	56,140,000
14	DEMI LOVATO	@DDLOVATO	56,100,000
15	SELENA GOMEZ	@SELENAGOMEZ	55,860,000
16	TWITTER	@TWITTER	55,070,000
17	CNN BREAKING NEWS	@CNNBRK	53,960,000
18	DONALD TRUMP	@REALDONALDTRUMP	53,120,000
19	SHAKIRA	@SHAKIRA	50,720,000
20	JIMMY FALLON	@JIMMYFALLON	50,220,000

SOURCE: SOCIALBLADE, JULY 2018; KEPIOS ANALYSIS. **NOTES:** DATA IN THE "FOLLOWERS" COLUMN HAS BEEN ROUNDED TO THE NEAREST TEN THOUSAND. FOLLOWERS MAY NOT ALL BE ACTIVE USERS.

Hootsuite™ we are social

GLOBAL MOBILE USE

Hootsuite™ we are social

JUL 2018

MOBILE USERS vs. MOBILE CONNECTIONS

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

NUMBER OF UNIQUE MOBILE USERS (ANY TYPE OF HANDSET)	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
5.089	**67%**	**8.747**	**115%**	**1.72**
BILLION		**BILLION**		

we are social GSMA GSMA

SOURCE: GSMA INTELLIGENCE, JULY 2018. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

Hootsuite™ we are social

JUL 2018

PERSPECTIVE: MOBILE USERS vs. CONNECTIONS

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

GSMA INTELLIGENCE DATA

TOTAL NUMBER OF MOBILE USERS (UNIQUE INDIVIDUALS)

5.1
BILLION

TOTAL NUMBER OF MOBILE CONNECTIONS

8.7
BILLION

ERICSSON MOBILITY REPORT DATA

TOTAL NUMBER OF MOBILE USERS (UNIQUE INDIVIDUALS)

5.3
BILLION

TOTAL NUMBER OF MOBILE CONNECTIONS

7.9
BILLION

SOURCES: GSMA INTELLIGENCE, JULY 2018; ERICSSON MOBILITY REPORT, JUNE 2018.

Hootsuite™ we are social

JUL 2018

MOBILE CONNECTIONS BY DEVICE

BASED ON GLOBAL SMARTPHONE CONNECTIONS COMPARED TO TOTAL GLOBAL MOBILE CONNECTIONS

TOTAL GLOBAL CONNECTIONS (ALL DEVICES)*

8.747

BILLION

CONNECTIONS USED ON SMART-PHONE DEVICES

5.323

BILLION

SHARE OF SMART-PHONE CONNECTIONS vs. TOTAL CONNECTIONS

61%

CONNECTIONS USED ON FEATURE-PHONE DEVICES

3.139

BILLION

SHARE OF FEATURE-PHONE CONNECTIONS vs. TOTAL CONNECTIONS

36%

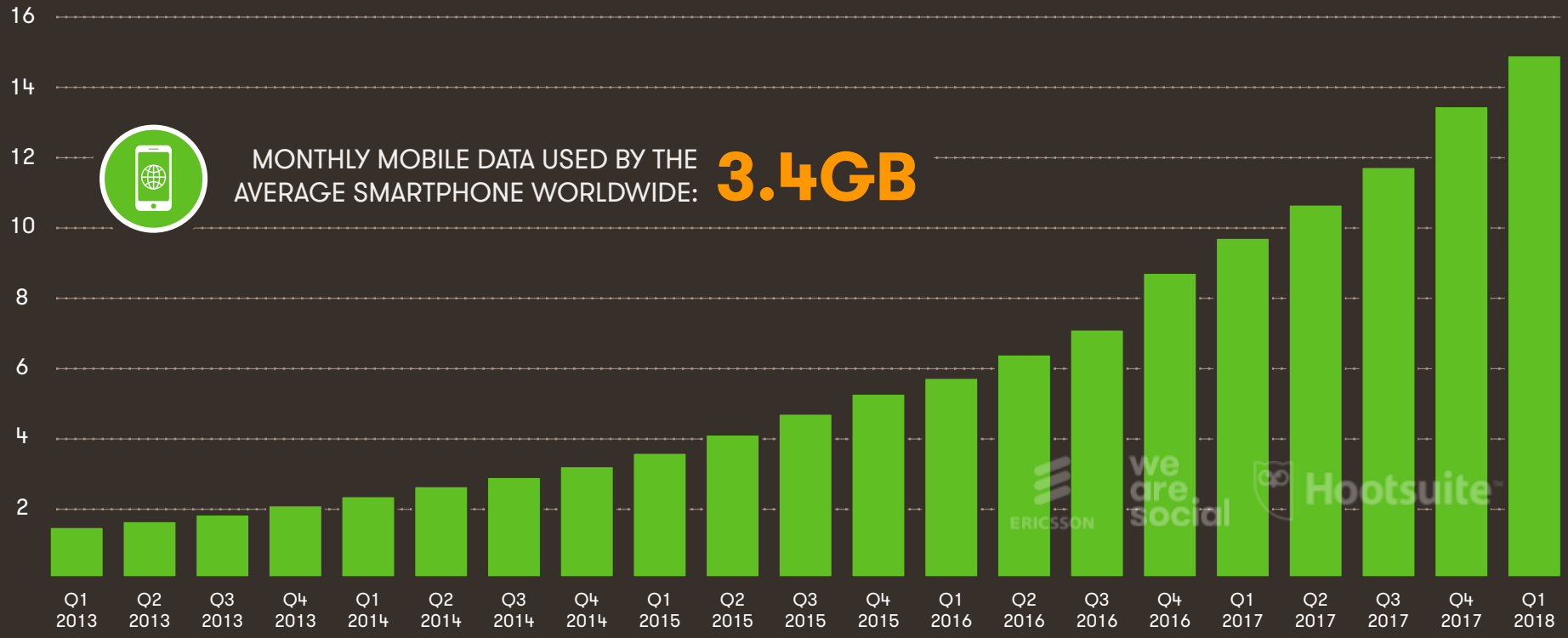
SOURCES: GSMA INTELLIGENCE, JULY 2018; ERICSSON MOBILITY VISUALIZER, JULY 2018. ***NOTE:** TOTAL GLOBAL CONNECTIONS INCLUDE APPROXIMATELY 290 MILLION MOBILE CONNECTIONS (3.3% OF THE TOTAL) USED BY PCS, TABLETS, AND MOBILE ROUTER DEVICES.

Hootsuite™ we are social

JUL 2018

GLOBAL MOBILE DATA GROWTH

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



SOURCE: ERICSSON MOBILITY REPORT, JUNE 2018.

Hootsuite™ we are social

JUL 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

77.0%

PERCENTAGE OF MOBILE WEB REQUESTS FROM APPLE IOS DEVICES

18.9%

PERCENTAGE OF MOBILE WEB REQUESTS FROM OTHER MOBILE OPERATING SYSTEMS

4.1%

we are social
statcounter
statcounter

SOURCE: STATCOUNTER, JULY 2018.

Hootsuite™ we are social

JUL 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 Q2 2018 (ALL PLATFORMS)

28.4

BILLION

ANNUAL CHANGE IN THE NUMBER OF MOBILE APPS DOWNLOADED

+15%

TOTAL VALUE OF GLOBAL CONSUMER SPEND ON MOBILE APPS IN Q2 2018

$18.5

BILLION

ANNUAL CHANGE IN VALUE OF GLOBAL CONSUMER SPEND ON MOBILE APPS

+20%

AVERAGE SPEND ON MOBILE APPS PER SMARTPHONE IN Q2 2018

$3.48

SOURCE: APP ANNIE, JULY 2018; GSMA INTELLIGENCE, JULY 2018; ERICSSON, JUNE 2018; 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 Q2 2018. 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.

Hootsuite™ we are social

JUL 2018

MOBILE APPS: DOWNLOADS & REVENUES

RANKINGS OF TOP MOBILE APPS BY MONTHLY DOWNLOADS AND REVENUES

RANKING OF MOBILE APPS BY JUNE 2018 DOWNLOADS (ALL STORES)

#	APP NAME	DEVELOPER / COMPANY
01	FACEBOOK MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	WHATSAPP	FACEBOOK
04	HELIX JUMP	VOODOO
05	INSTAGRAM	FACEBOOK
06	KICK THE BUDDY	CHILL FLEET / PLAYGENDARY
07	LOVE BALLS	SUPER TAPX / ALGERIUM
08	MUSICAL.LY	TOUTIAO (今日头条)
09	DOUYIN / TIK TOK	TOUTIAO (今日头条)
10	PUBG MOBILE	TENCENT

RANKING OF MOBILE APPS BY JUNE 2018 REVENUES (ALL STORES)

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

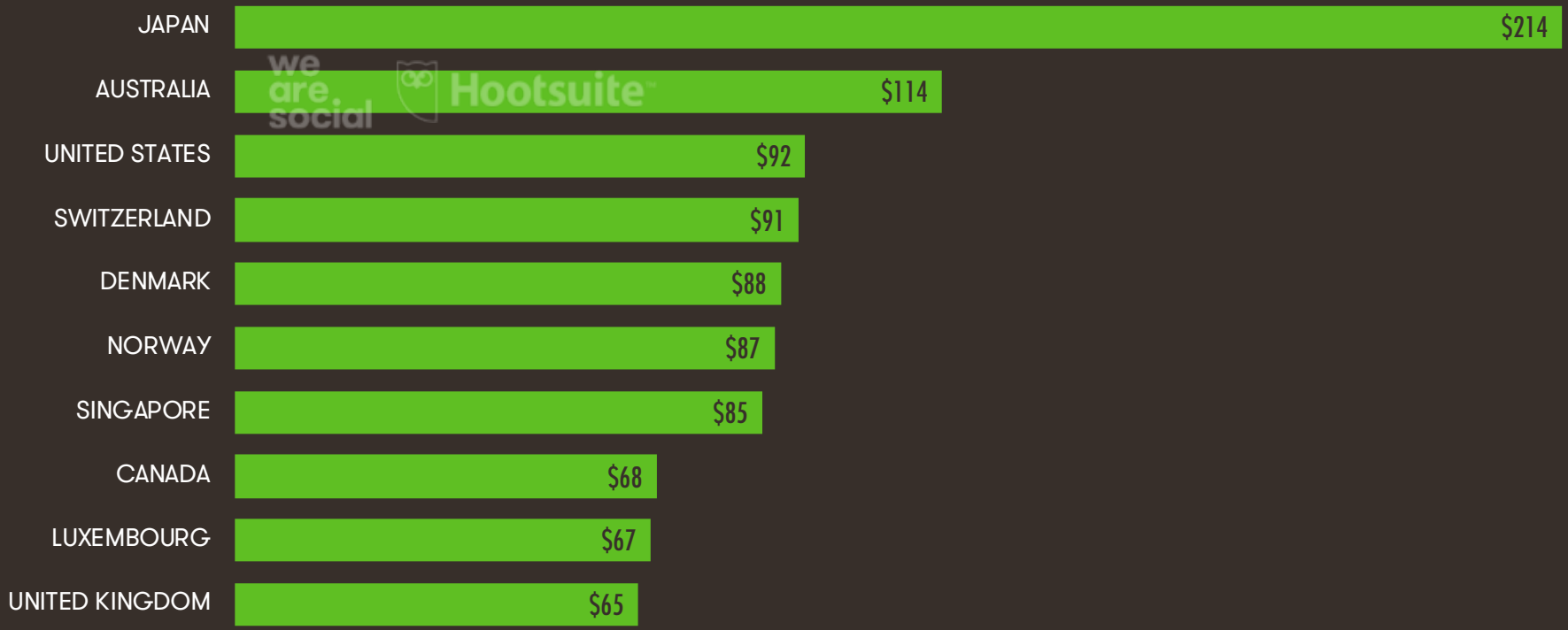
SOURCES: APP ANNIE, JUNE 2018. **NOTES:** APP ANNIE RANKINGS ARE BASED ON COMBINED DATA FOR BOTH THE APPLE iOS APP STORE AND THE GOOGLE PLAY APP STORE. RANKINGS MAY NOT INCLUDE PRE-INSTALLED APPS, SUCH AS YOUTUBE ON ANDROID DEVICES, AND SAFARI ON APPLE DEVICES.

Hootsuite™ we are social

JUL 2018

IOS APP SPEND PER CAPITA

COUNTRIES WITH THE HIGHEST IOS REVENUES PER CAPITA, BASED ON SPEND IN APPLE'S IOS STORE BETWEEN 2012 AND 2017 (IN USD)



we are social Hootsuite™

SOURCE: SENSOR TOWER, JULY 2018. FIGURES BASED ON TOTAL CUMULATIVE 5-YEAR SPENDS IN APPLE'S IOS APP STORE BETWEEN 01 JANUARY 2012 AND 31 DECEMBER 2017, DIVIDED BY TOTAL POPULATION FOR EACH COUNTRY, REGARDLESS OF AGE, OR WHETHER THE INDIVIDUAL HAS EVER USED OR BOUGHT AN APP FROM THE IOS STORE.

Hootsuite™ we are social

CLICK HERE TO READ ‘DIGITAL IN 2018’, OUR MAIN GLOBAL OVERVIEW REPORT

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

Hootsuite™

Hootsuite is the most widely used social media management platform, trusted by more than 16 million people and employees at 80 percent of the Fortune 1000.

Hootsuite's unparalleled expertise, customer insights at scale, and collaborative ecosystem uniquely help people and organisations succeed with social.

To learn more, visit http://www.hootsuite.com.

we are social

We are a global agency. We deliver world-class creative ideas for forward-thinking brands. We believe in people before platforms, and the power of social insight to drive business value.

We call this social thinking.

We're already helping many of the world's top brands, including adidas, Netflix, Samsung, Lavazza, and Google.

If you'd like to learn more about how we can help you too, visit http://wearesocial.com.

DISCLAIMER AND IMPORTANT NOTES

This report has been compiled by We Are Social Ltd ("We Are Social") and Hootsuite Inc. ("Hootsuite") for informational purposes only, and relies on data from a variety of sources, including but not limited to public and private companies, market research firms, government agencies, NGOs, and private individuals. While We Are Social and Hootsuite strive to ensure that all data and charts contained in this report are, as at the time of publishing, accurate and up-to-date, neither We Are Social nor Hootsuite shall be responsible for any errors or omissions contained in this report, or for the results obtained from its use.

All information contained in this report is provided "as is", with no guarantee whatsoever of its accuracy, completeness, correctness or non-infringement of third-party rights and without warranty of any kind, express or implied, including without limitation, warranties of merchantability or fitness for any particular purpose. This report contains data, tables, figures, maps, flags, analyses and technical notes that relate to various geographical territories around the world, however reference to these territories and any associated elements (including names and flags) does not imply the expression of any opinion whatsoever on the part of We Are Social, Hootsuite or any of the featured brands, nor any of those organisations' partners, affiliates, employees or agents, concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

This report is provided with the understanding that it does not constitute professional advice or services of any kind, and should therefore not be substituted for independent investigations, thought or judgment. Accordingly, neither We Are Social, Hootsuite, nor any of the brands or organisations featured or cited herein, nor any of their partners, affiliates, group companies, employees or agents shall, to the fullest extent permitted by law, be liable to you or anyone else for any direct, indirect, punitive, incidental, special, consequential, exemplary or similar loss or damage, or loss or damage of any kind, suffered by you or anyone else as a result of any use, action or decision taken by you or anyone else in any way connected to this report or the information contained herein, or the result(s) thereof, even if advised of the possibility of such loss or damage.

This report may contain references to third parties, however this report does not endorse any such third parties or their products or services, nor is this report sponsored, endorsed or associated with such third parties. Except for those portions of this report relating to Hootsuite, this report and any opinions contained herein have been prepared by We Are Social and have not been specifically approved or disapproved by Hootsuite.

This report is subject to change without notice.

SIMON KEMP

@ESKIMON

REPORTS@KEPIOS.COM

KEPIOS.COM