



DIGITAL 2020

JULY GLOBAL STATSHOT REPORT

THE LATEST INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE
THE INTERNET, SOCIAL MEDIA, MOBILE DEVICES, AND ECOMMERCE

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DIGITAL 2020

GLOBAL DIGITAL OVERVIEW

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

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DIGITAL 2020

GLOBAL DIGITAL YEARBOOK

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD

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GLOBAL OVERVIEW REPORT, WITH MORE
THAN 200 PAGES OF ESSENTIAL CHARTS
AND INSIGHTS FROM AROUND THE WORLD

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GLOBAL DIGITAL YEARBOOK, WITH
ESSENTIAL HEADLINE DIGITAL DATA
FOR EVERY COUNTRY IN THE WORLD

CLICK THE LINKS BELOW TO ACCESS OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

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



IMPORTANT NOTES ON CHANGES TO DATA

Changes to data sources, underlying data, and reporting methodologies mean that various figures in this report **will not be comparable** to similar figures that we published in previous Global Digital Reports. Wherever such changes affect data in this report, we have included a **◆ COMPARABILITY ADVISORY** in the footnotes of each relevant slide. These changes relate to either (1) a source change, where we have substantially changed the data sources that we use to inform data points; or (2) a base change, where either we or our data providers have made material changes to the ways in which we and / or they collect and / or report underlying data. Wherever such changes occur, we have also endeavoured to re-base the historical data we use for annual or quarterly growth figures, but where we have been unable to re-base historical data, we have included an advisory in the footnotes of each relevant slide.



GLOBAL OVERVIEW

**JUL
2020**

DIGITAL AROUND THE WORLD IN JULY 2020

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

TOTAL
POPULATION



**7.79
BILLION**

URBANISATION:

56%

UNIQUE MOBILE
PHONE USERS



**5.15
BILLION**

PENETRATION:

66%

INTERNET
USERS



**4.57
BILLION**

PENETRATION:

59%

ACTIVE SOCIAL
MEDIA USERS



**3.96
BILLION**

PENETRATION:

51%



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JUL
2020

GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL
POPULATION



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social

+1.1%

JUL 2020 vs. JUL 2019

+81 MILLION

UNIQUE MOBILE
PHONE USERS



+2.4%

JUL 2020 vs. JUL 2019

+121 MILLION

INTERNET
USERS



+8.2%

JUL 2020 vs. JUL 2019

+346 MILLION

ACTIVE SOCIAL
MEDIA USERS



+10.5%

JUL 2020 vs. JUL 2019

+376 MILLION

JUL
2020

DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT **INTERNET USERS AGED 16 TO 64*** SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

USING THE
INTERNET



we
are
social

6H 42M

USING
SOCIAL MEDIA



global
web
index

2H 22M

WATCHING
TELEVISION*



global
web
index

3H 22M

LISTENING TO MUSIC
STREAMING SERVICES



global
web
index

1H 31M

USING A
GAMES CONSOLE



1H 10M

JUL
2020

COVID-19: DIGITAL'S ROLE IN HELPING PEOPLE COPE

PERCENTAGE OF SURVEY RESPONDENTS* WHO REPORT THAT INTERNET-CONNECTED TECHNOLOGIES HAVE HELPED THEM WITH EACH ACTIVITY

HELPS ME COPE WITH COVID-19-RELATED LOCKDOWNS (GENERAL)

83%

HELPS WITH MY CHILDREN'S EDUCATION

76%

HELPS ME STAY IN TOUCH WITH FRIENDS AND FAMILY

74%

HELPS ME DO MY JOB (WHITE-COLLAR WORKERS)

67%

HELPS ME KEEP MY CHILDREN ENTERTAINED AND ENGAGED

65%

HELPS ME WITH MY SHOPPING

45%

HELPS ME GET GROCERIES FROM FOOD STORES

44%

HELPS IMPROVE MY MENTAL HEALTH AND WELLBEING

43%

HELPS ME ACCESS DOCTORS AND HEALTHCARE

41%

HELPS ME KEEP FIT AND EXERCISE

40%

HELPS ME IMPROVE MY INCOME AND FINANCES

29%

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2020

COVID-19: PEOPLE SPENDING MORE TIME WITH DEVICES

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** IN SELECT COUNTRIES* WHO REPORT SPENDING MORE TIME USING EACH DEVICE DUE TO COVID-19

SMARTPHONE OR
MOBILE PHONE



70%

global
web
index

LAPTOP
COMPUTER



47%

we
are
social

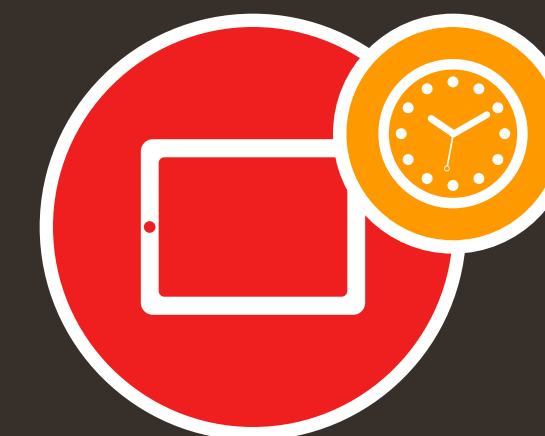
PC OR DESKTOP
COMPUTER



33%

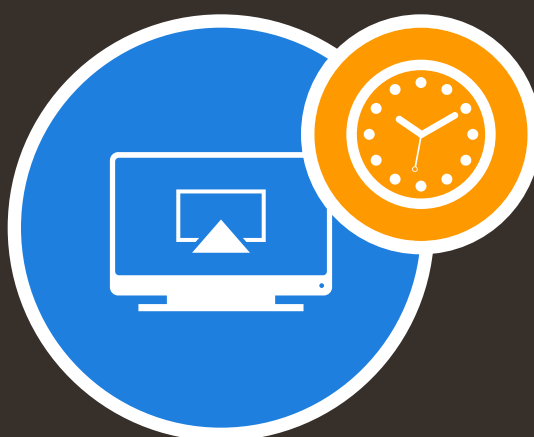


TABLET
DEVICE



23%

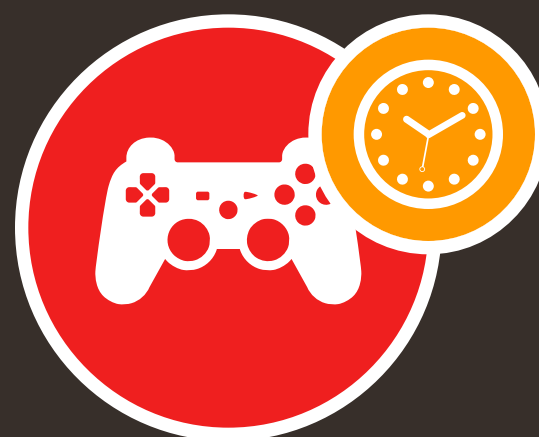
SMART TV OR MEDIA
STREAMING DEVICE



32%



GAMES
CONSOLE



18%

global
web
index

SMART
SPEAKER



14%

we
are
social

SMART
WATCH

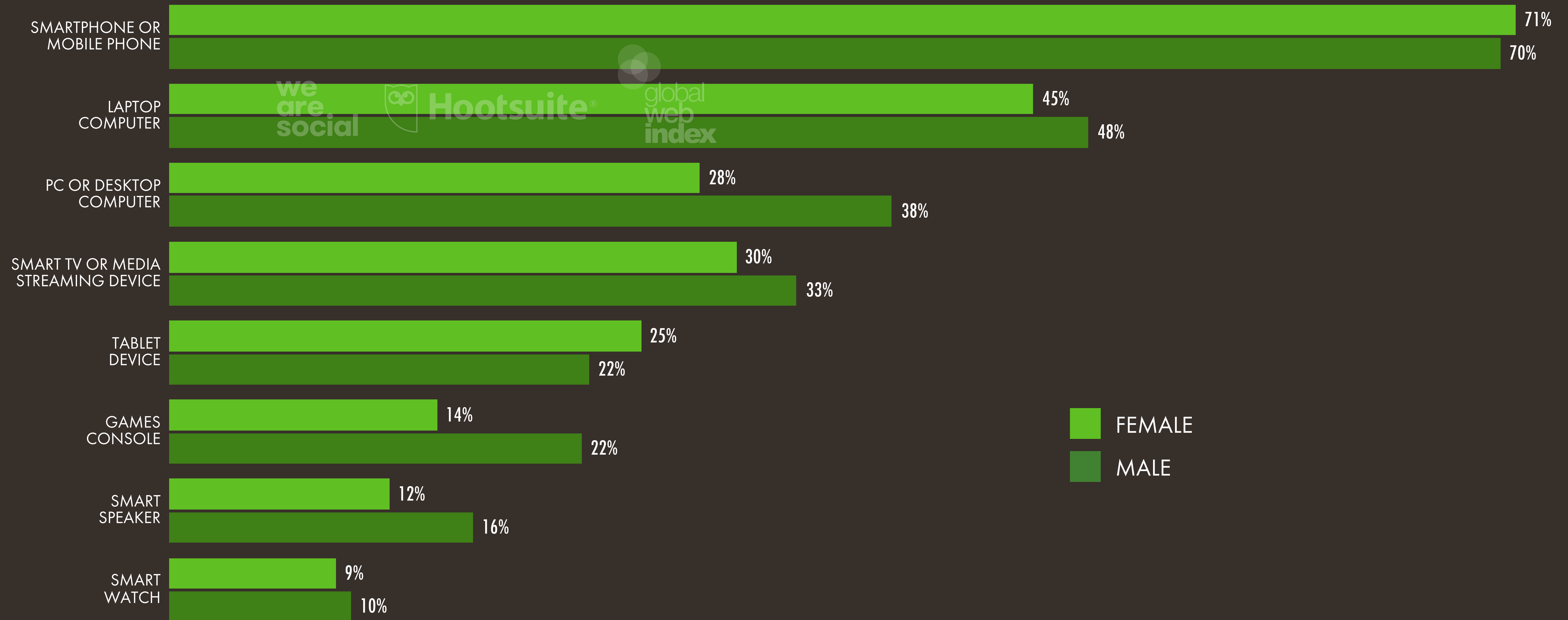


9.1%

JUL
2020

COVID-19: PEOPLE SPENDING MORE TIME WITH DEVICES

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** IN SELECT COUNTRIES* WHO REPORT SPENDING MORE TIME USING EACH DEVICE DUE TO COVID-19

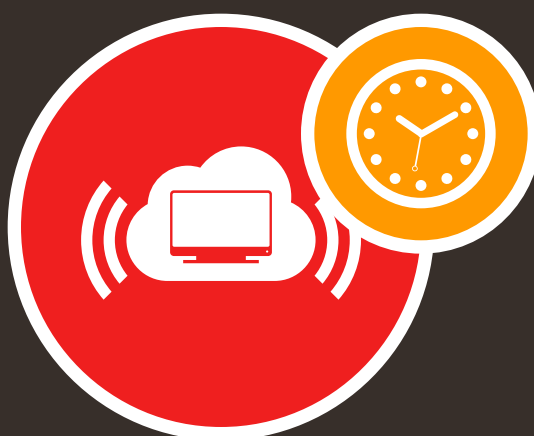


JUL
2020

COVID-19: INCREASE IN ONLINE AND DIGITAL ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 IN SELECT COUNTRIES* WHO REPORT SPENDING MORE TIME ON EACH ACTIVITY DUE TO COVID-19

WATCHING MORE SHOWS &
FILMS ON STREAMING SERVICES



54%



SPENDING LONGER
USING SOCIAL MEDIA



43%



SPENDING LONGER ON
MESSENGER SERVICES



42%

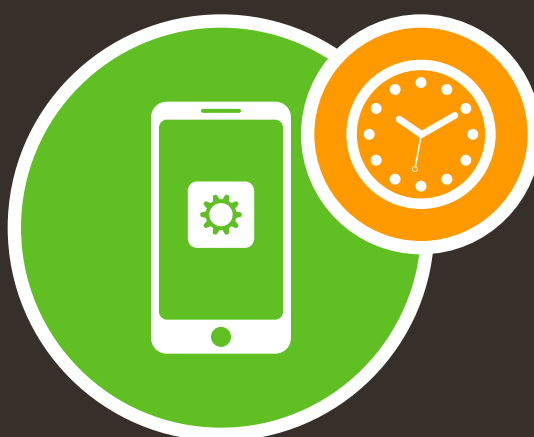


LISTENING TO MORE MUSIC
STREAMING SERVICES



37%

SPENDING MORE TIME
ON MOBILE APPS



36%



SPENDING MORE TIME PLAYING
COMPUTER OR VIDEO GAMES



35%



CREATING AND
UPLOADING VIDEOS



16%



LISTENING TO
MORE PODCASTS

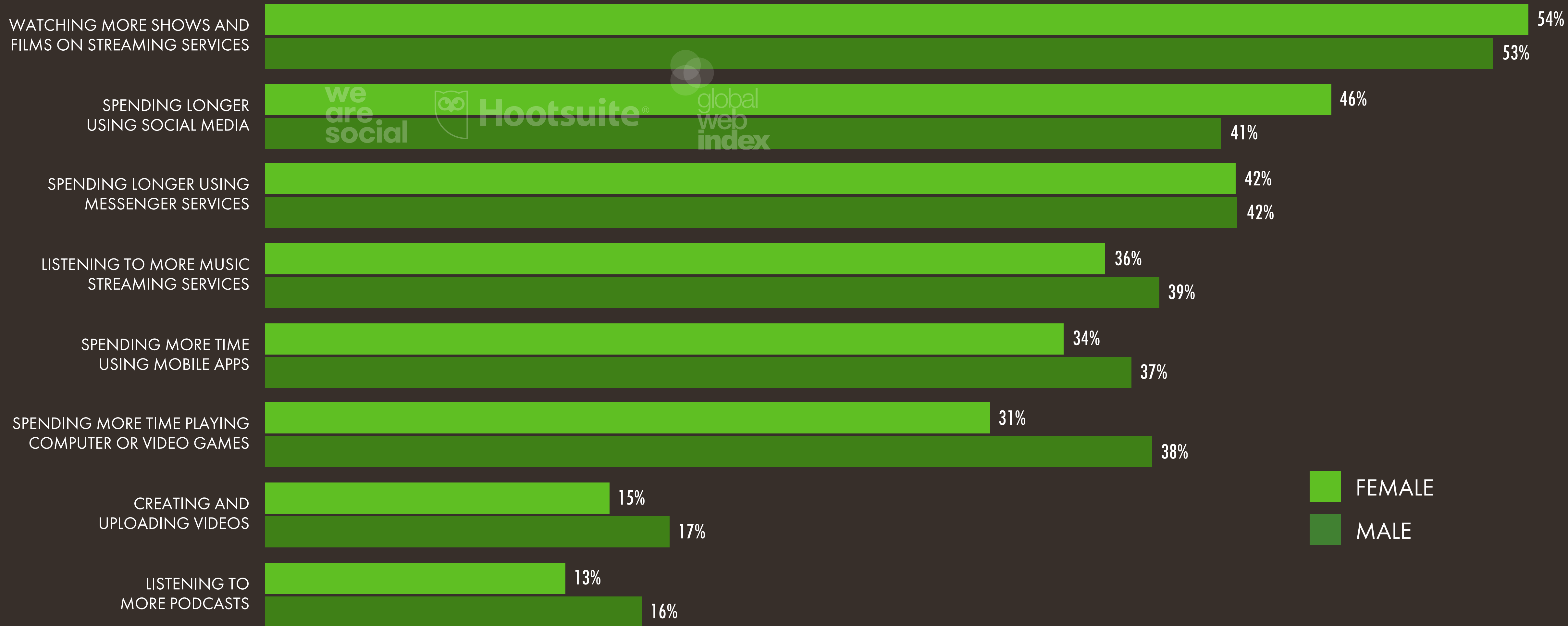


15%

JUL
2020

COVID-19: INCREASE IN ONLINE AND DIGITAL ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 IN SELECT COUNTRIES* WHO REPORT SPENDING MORE TIME ON EACH ACTIVITY DUE TO COVID-19

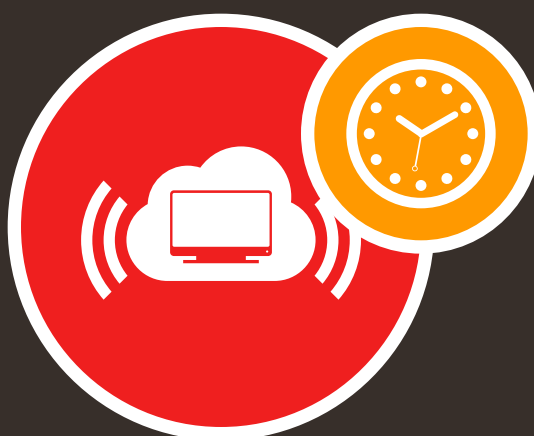


JUL
2020

COVID-19: PLANS TO CONTINUE WITH NEW BEHAVIOURS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64* WHO EXPECT TO CONTINUE WITH NEW BEHAVIOURS EVEN AFTER THE COVID-19 OUTBREAK ENDS

WATCHING MORE SHOWS &
FILMS ON STREAMING SERVICES



23%



SPENDING LONGER
USING SOCIAL MEDIA



18%



SPENDING LONGER ON
MESSENGER SERVICES



18%

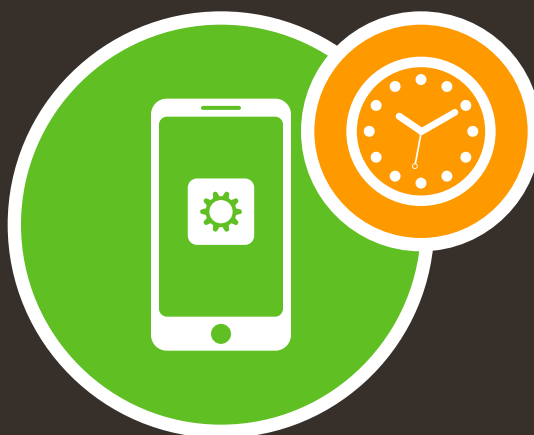


LISTENING TO MORE MUSIC
STREAMING SERVICES



17%

SPENDING MORE TIME
ON MOBILE APPS



13%



SPENDING MORE TIME PLAYING
COMPUTER OR VIDEO GAMES



12%



CREATING AND
UPLOADING VIDEOS



7.4%



LISTENING TO
MORE PODCASTS

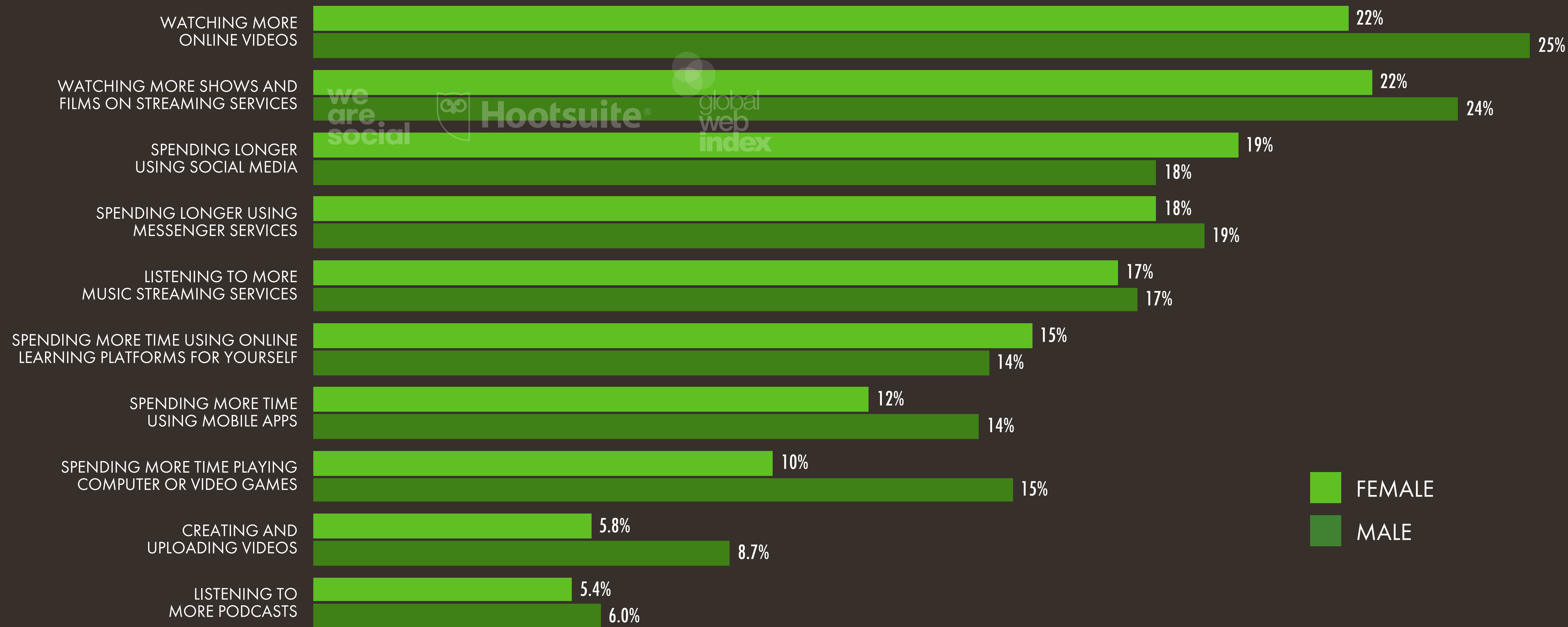


5.7%

JUL
2020

COVID-19: PLANS TO CONTINUE WITH NEW BEHAVIOURS

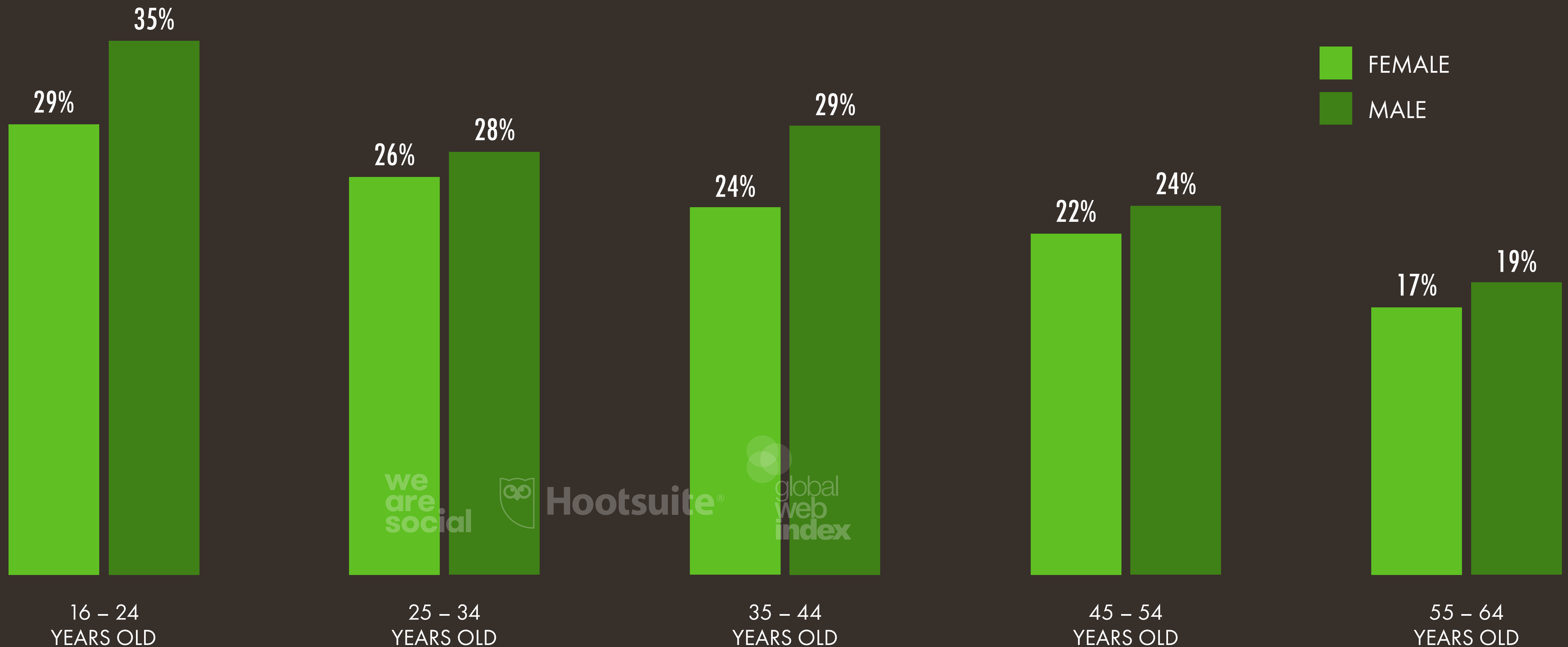
PERCENTAGE OF **INTERNET USERS AGED 16 TO 64*** WHO EXPECT TO CONTINUE WITH NEW BEHAVIOURS **EVEN AFTER** THE COVID-19 OUTBREAK ENDS



JUL
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COVID-19: ENDURING PLANS TO WORK FROM HOME

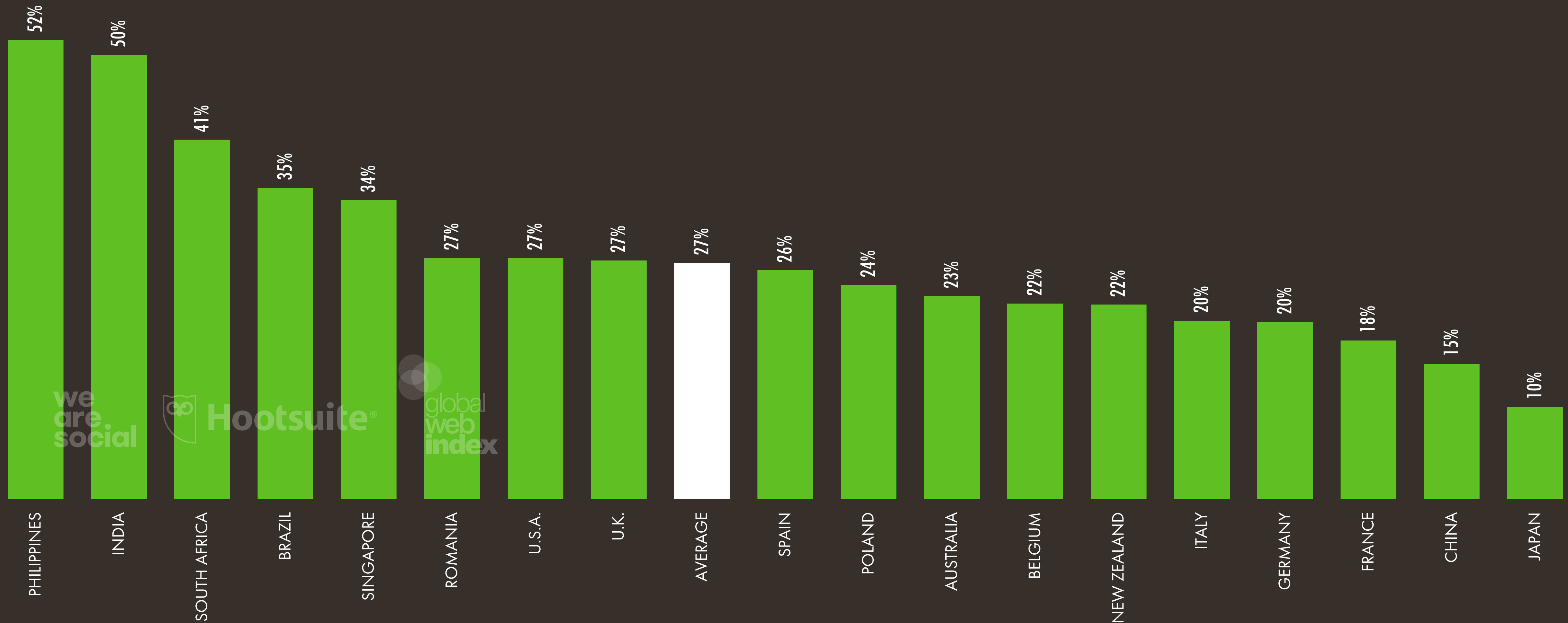
PERCENTAGE OF **INTERNET USERS*** WHO EXPECT TO WORK FROM HOME MORE FREQUENTLY **EVEN AFTER** THE COVID-19 OUTBREAK ENDS



JUL
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COVID-19: ENDURING PLANS TO WORK FROM HOME

PERCENTAGE OF INTERNET USERS AGED 16 TO 64* WHO EXPECT TO WORK FROM HOME MORE FREQUENTLY EVEN AFTER THE COVID-19 OUTBREAK ENDS





GLOBAL INTERNET USE

JUL
2020

OVERVIEW OF GLOBAL INTERNET USE

A SNAPSHOT OF INTERNET USE AROUND THE WORLD

TOTAL NUMBER
OF GLOBAL
INTERNET USERS



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4.57
BILLION

INTERNET USERS AS A
PERCENTAGE OF TOTAL
GLOBAL POPULATION



59%

ANNUAL GROWTH
IN THE NUMBER OF
GLOBAL INTERNET USERS



+8.2%
+346 MILLION

AVERAGE AMOUNT OF TIME PER
DAY SPENT USING THE INTERNET
BY EACH INTERNET USER



6H 42M

JUL
2020

DIFFERENT PERSPECTIVES: GLOBAL INTERNET USERS

GLOBAL INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES, OFFERED FOR REFERENCE AND PERSPECTIVE

GLOBAL INTERNET USERS:
ITU DATA*



4.18
BILLION

PENETRATION:
54%

GLOBAL INTERNET USERS:
CIA WORLD FACTBOOK DATA



4.20
BILLION

PENETRATION:
54%

GLOBAL INTERNET USERS:
INTERNETWORLDSTATS DATA



4.65
BILLION

PENETRATION:
60%

GLOBAL INTERNET USERS:
INTERNETLIVESTATS DATA



4.61
BILLION

PENETRATION:
59%



SOURCES: ITU; CIA WORLD FACTBOOK; INTERNETWORLDSTATS; INTERNETLIVESTATS (ALL ACCESSED JULY 2020). ***NOTE:** ITU USER NUMBER BASED ON THE PUBLISHED PENETRATION FIGURE COMPARED TO LATEST POPULATION DATA FROM THE UNITED NATIONS. **◆ COMPARABILITY ADVISORY:** THE FIGURE THAT WE REPORT FOR INTERNET USERS REFERENCES DATA FROM A VARIETY OF DIFFERENT SOURCES, INCLUDING SOME SOURCES NOT FEATURED ON THIS SLIDE. AS A RESULT, OUR OVERALL FIGURE MAY NOT MATCH ANY OF THE TOTALS REPORTED ON THIS SLIDE.



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MOBILE INTERNET USE

INTERNET USERS WHO ACCESS THE INTERNET VIA MOBILE PHONES

TOTAL NUMBER
OF MOBILE
INTERNET USERS



4.17
BILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
TOTAL INTERNET USERS



91%

SHARE OF ALL INTERNET
USERS ACCESSING
VIA A SMARTPHONE*



90%

SHARE OF ALL INTERNET
USERS ACCESSING
VIA A FEATURE PHONE*



2.8%

AVERAGE DAILY TIME SPENT
USING THE INTERNET
ON MOBILE DEVICES



3H 29M

JUL
2020

SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL **WEB PAGES** SERVED TO **WEB BROWSERS** IN JUNE 2020

MOBILE
PHONES



50.1%

JUN 2020 vs. JUN 2019:

-1.1%

-55 BPS

LAPTOPS &
DESKTOPS



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47.0%

JUN 2020 vs. JUN 2019:

+3.4%

+155 BPS

TABLET
COMPUTERS



2.8%

JUN 2020 vs. JUN 2019:

-25%

-95 BPS

OTHER
DEVICES



0.08%

JUN 2020 vs. JUN 2019:

-33%

-4 BPS



JUL
2020

SHARE OF GLOBAL WEB TRAFFIC BY BROWSER

BASED ON WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE IN JUNE 2020

CHROME



65.5%

YOY: +2.8%

SAFARI



17.0%

YOY: +12%

FIREFOX



4.3%

YOY: -8.4%

SAMSUNG INTERNET



3.3%

YOY: -7.1%

UC BROWSER



1.8%

YOY: -46%

OPERA



1.9%

YOY: -23%

INTERNET EXPLORER



1.4%

YOY: -41%

OTHER



5.0%

YOY: +1.9%

JUL
2020

INTERNET CONNECTION SPEEDS: OVERVIEW

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

AVERAGE SPEED OF
MOBILE INTERNET
CONNECTIONS



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34.67
MBPS

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



KEPIOS

+26%

AVERAGE SPEED OF
FIXED INTERNET
CONNECTIONS



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78.26
MBPS

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



+32%

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MOBILE INTERNET CONNECTION SPEED RANKINGS

COUNTRIES AND TERRITORIES* WITH THE FASTEST AND SLOWEST MOBILE INTERNET CONNECTION SPEEDS

FASTEST MOBILE INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
01	SOUTH KOREA	110.10	+22%
02	UNITED ARAB EMIRATES	107.53	+87%
03	CHINA	103.67	+210%
04	QATAR	83.83	+40%
05	CANADA	71.61	+13%
06	THE NETHERLANDS	70.98	+18%
07	NORWAY	70.16	+8%
08	AUSTRALIA	70.04	+11%
09	BULGARIA	68.94	+64%
10	SAUDI ARABIA	66.54	+70%

SLOWEST MOBILE INTERNET CONNECTION SPEEDS

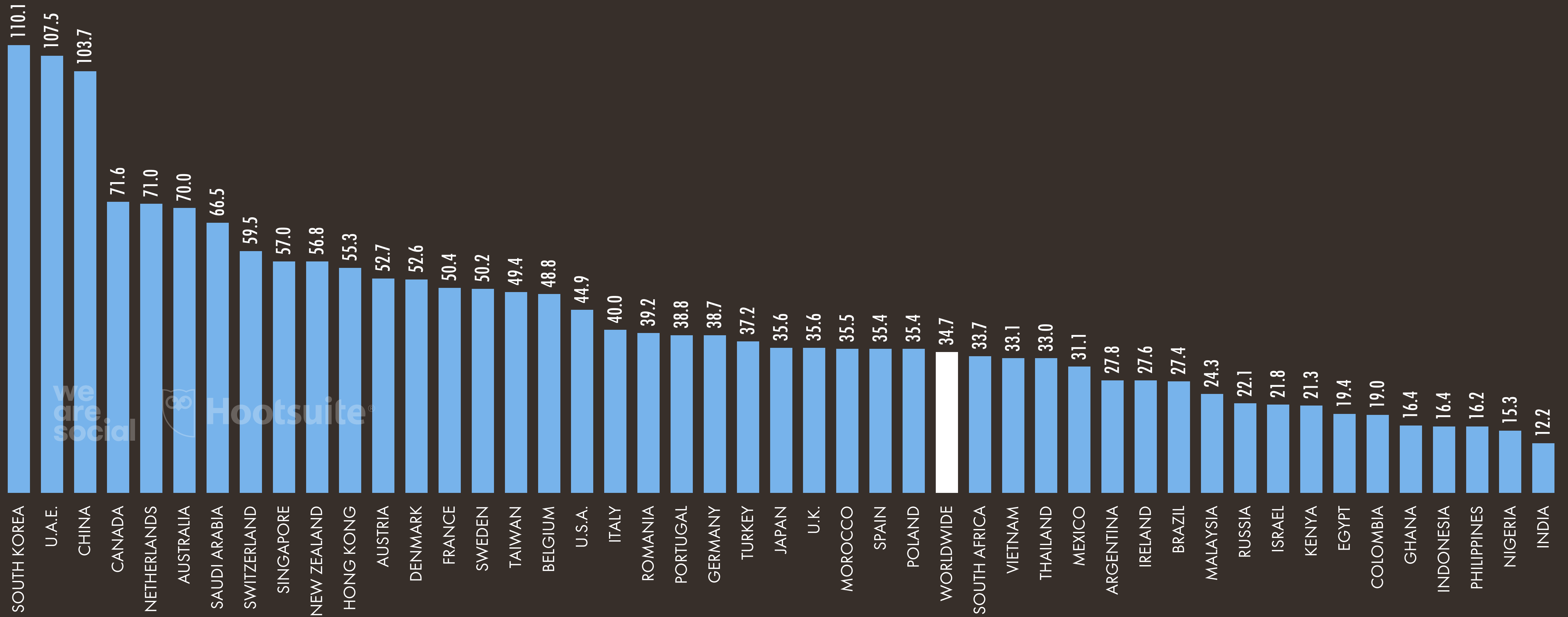
#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
138	AFGHANISTAN	5.52	-29%
137	PALESTINE	7.67	+24%
136	VENEZUELA	7.80	+18%
135	SUDAN	8.45	-29%
134	BANGLADESH	10.53	+10%
133	SOMALIA*	10.58	+16%
132	ALGERIA	11.17	+57%
131	IRAQ	11.51	+109%
130	UZBEKISTAN	11.78	+22%
129	INDIA	12.16	+12%

SOURCE: OOKLA (JULY 2020). ***NOTES:** FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS FOR MOBILE CONNECTIONS IN JUNE 2020, AND COMPARISONS TO AVERAGE DOWNLOAD SPEEDS FOR MOBILE CONNECTIONS IN JUNE 2019, EXCEPT FOR SOMALIA, WHERE COMPARISON IS TO VALUES FOR JULY 2019. DATA ARE NOT AVAILABLE FOR ALL COUNTRIES AND TERRITORIES, AND RANKINGS ONLY INCLUDE THOSE COUNTRIES AND TERRITORIES FOR WHICH DATA ARE AVAILABLE IN JULY 2020.

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MOBILE INTERNET CONNECTION SPEEDS

AVERAGE **MOBILE** INTERNET CONNECTION SPEED, IN MBPS



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FIXED INTERNET CONNECTION SPEED RANKINGS

COUNTRIES AND TERRITORIES* WITH THE FASTEST AND SLOWEST **FIXED** INTERNET CONNECTION SPEEDS

FASTEST FIXED INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
01	SINGAPORE	208.16	+3%
02	HONG KONG	192.09	+11%
03	THAILAND	171.36	+116%
04	SWITZERLAND	164.32	+40%
05	ROMANIA	163.54	+27%
06	ANDORRA	161.59	+26%
07	SOUTH KOREA	158.79	+10%
08	LIECHTENSTEIN	155.92	+37%
09	MONACO	153.78	+25%
10	MACAU	151.33	+37%

SLOWEST FIXED INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
174	VENEZUELA	3.50	-10%
173	TURKMENISTAN	3.69	+72%
172	ALGERIA	3.86	-12%
171	YEMEN	3.96	+26%
170	CUBA	4.17	-54%
169	SUDAN	4.84	0%
168	DEM. REP. OF THE CONGO	5.71	-45%
167	MAURITANIA	6.22	+79%
166	AFGHANISTAN	7.38	-4%
165	THE GAMBIA	7.56	-23%

SOURCE: OOKLA (JULY 2020). ***NOTES:** FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS IN JUNE 2020, AND COMPARISONS TO AVERAGE DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS IN JUNE 2019. DATA ARE NOT AVAILABLE FOR ALL COUNTRIES AND TERRITORIES, AND RANKINGS ONLY INCLUDE THOSE COUNTRIES AND TERRITORIES FOR WHICH DATA ARE AVAILABLE IN JULY 2020.

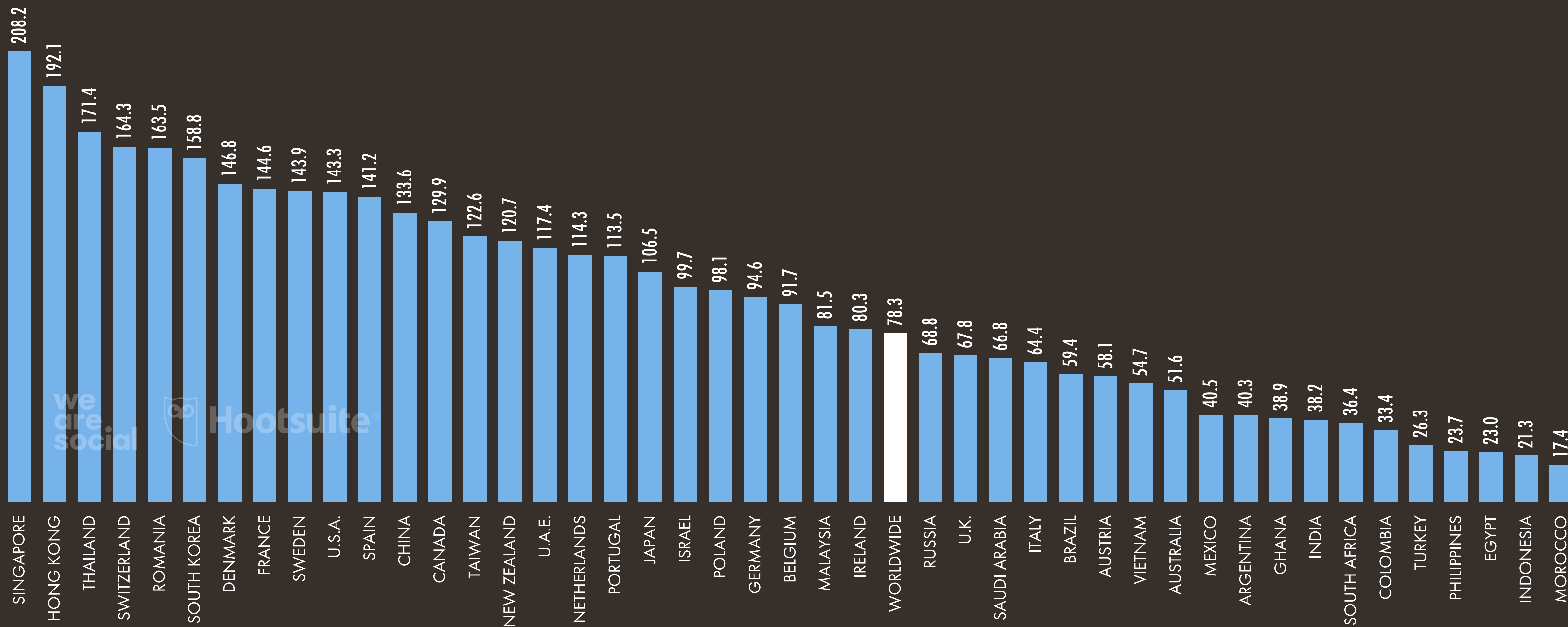
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FIXED INTERNET CONNECTION SPEEDS

AVERAGE **FIXED** INTERNET CONNECTION SPEED, IN MBPS



JUL
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WORLD'S MOST VISITED WEBSITES (SIMILARWEB)

RANKING OF THE WORLD'S MOST VISITED WEBSITES ACCORDING TO **SIMILARWEB**, BASED ON TOTAL GLOBAL WEBSITE TRAFFIC

#	WEBSITE	TIME / VISIT	PAGES / VISIT
01	GOOGLE.COM	11M 14S	8.6
02	YOUTUBE.COM	21M 55S	9.1
03	FACEBOOK.COM	10M 56S	9.1
04	BAIDU.COM	8M 41S	8.4
05	TWITTER.COM	11M 14S	12.2
06	WIKIPEDIA.ORG	3M 59S	3.0
07	INSTAGRAM.COM	8M 06S	12.8
08	YAHOO.COM	7M 48S	6.9
09	YANDEX.RU	10M 45S	8.8
10	PORNHUB.COM	9M 51S	7.5

#	WEBSITE	TIME / VISIT	PAGES / VISIT
11	XVIDEOS.COM	12M 16S	9.3
12	NETFLIX.COM	10M 37S	4.2
13	AMAZON.COM	7M 24S	9.1
14	XNXX.COM	14M 43S	11.5
15	WHATSAPP.COM	2M 49S	1.8
16	LIVE.COM	7M 51S	8.3
17	YAHOO.CO.JP	10M 36S	7.0
18	VK.COM	18M 22S	20.9
19	NAVER.COM	17M 48S	11.6
20	REDDIT.COM	10M 23S	8.3

JUL
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WORLD'S MOST VISITED WEBSITES (ALEXA)

RANKING OF THE WORLD'S MOST VISITED WEBSITES ACCORDING TO **ALEXA***, BASED ON TOTAL GLOBAL WEBSITE TRAFFIC

#	WEBSITE	TIME / DAY	PAGES / DAY	#	WEBSITE	TIME / DAY	PAGES / DAY
01	GOOGLE.COM	14M 15S	15.74	11	360.CN	3M 16S	4.03
02	YOUTUBE.COM	14M 14S	8.00	12	JD.COM	3M 32S	4.47
03	TMALL.COM	6M 54S	2.94	13	AMAZON.COM	9M 27S	8.56
04	BAIDU.COM	8M 52S	4.48	14	WIKIPEDIA.ORG	4M 01S	3.03
05	QQ.COM	3M 42S	4.02	15	PAGES.TMALL.COM	1M 16S	1.49
06	FACEBOOK.COM	18M 48S	8.26	16	SINA.COM.CN	2M 55S	3.55
07	SOHU.COM	3M 44S	4.70	17	WEIBO.COM	3M 03S	3.69
08	LOGIN.TMALL.COM	5M 05S	1.00	18	LIVE.COM	5M 03S	5.22
09	TAOBAO.COM	4M 34S	3.59	19	REDDIT.COM	5M 45S	4.43
10	YAHOO.COM	4M 39S	4.43	20	ZOOM.US	7M 54S	3.61



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SOURCE: ALEXA (JULY 2020). ***NOTES:** 'ALEXA' IS THE NAME OF AMAZON'S INSIGHTS ARM, AND DATA SHOWN HERE ARE **NOT** RESTRICTED TO ACTIVITIES ON 'ALEXA' VOICE-POWERED PLATFORMS. 'TIME / DAY' FIGURES REPRESENT ALEXA'S ESTIMATES OF THE AVERAGE DAILY AMOUNT OF TIME THAT VISITORS SPEND ON EACH SITE, ON DAYS THEY VISIT EACH SITE, MEASURED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

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TOP GOOGLE SEARCH QUERIES IN Q2 2020

BASED ON WORLDWIDE GOOGLE SEARCHES BETWEEN 01 APRIL AND 30 JUNE 2020

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	GOOGLE	100
02	FACEBOOK	86
03	CORONAVIRUS	80
04	YOUTUBE	78
05	NEWS	48
06	WEATHER	46
07	AMAZON	38
08	CORONA	31
09	TRANSLATE	31
10	INSTAGRAM	30

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	GMAIL	28
12	WHATSAPP	26
13	VIDEOS	25
14	WEB	25
15	TRADUCTOR	21
16	MP3	19
17	TWITTER	19
18	NETFLIX	19
19	HOTMAIL	18
20	YAHOO	17

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LATEST TRENDS: TOP GOOGLE QUERIES IN JUNE 2020

GOOGLE SEARCH QUERIES WITH THE HIGHEST VOLUMES, BASED ON WORLDWIDE GOOGLE SEARCHES BETWEEN 01 JUNE AND 30 JUNE 2020

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	GOOGLE	100
02	FACEBOOK	98
03	YOUTUBE	83
04	YOU	71
05	WEATHER	58
06	NEWS	51
07	AMAZON	41
08	CORONAVIRUS	38
09	TRANSLATE	34
10	INSTAGRAM	33

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	WHATSAPP	30
12	GMAIL	30
13	MAIL	23
14	TRADUCTOR	22
15	CLIMA	22
16	TWITTER	21
17	HOTMAIL	20
18	ПОГОДА	19
19	METEO	19
20	WHATSAPP WEB	18



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LATEST TRENDS: RISING GOOGLE QUERIES IN JUNE 2020

POPULAR GOOGLE SEARCH QUERIES WITH THE GREATEST INCREASE IN SEARCH VOLUMES BETWEEN 01 JUNE AND 30 JUNE 2020

#	SEARCH QUERY	VOLUME GROWTH
01	SUSHANT SINGH RAJPUT	+3,750%
02	LOCAL GUIDE PROGRAM	+1,350%
03	BIENESTAR AZTECA	+800%
04	LOTTERY SAMBAD	+650%
05	LA LIGA	+500%
06	FATHERS DAY	+400%
07	PREMIER LEAGUE	+300%
08	PS5	+250%
09	TIEMPO DE MAÑANA	+200%
10	METEO DI DOMANI	+180%

#	SEARCH QUERY	VOLUME GROWTH
11	WETTER MORGEN	+180%
12	TIEMPO MAÑANA	+180%
13	BUIENRADAR	+170%
14	WEATHER TOMORROW	+170%
15	MÉTÉO DEMAIN	+170%
16	LIVESCORE	+170%
17	VNEDU	+160%
18	CLIMA PARA AMANHÃ	+150%
19	BREONNA TAYLOR	+150%
20	WHEN IS FATHERS DAY	+150%

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ONLINE CONTENT ACTIVITIES

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF CONTENT VIA THE INTERNET EACH MONTH

WATCH
ONLINE VIDEOS



global
web
index

90%

WATCH
VLOGS



52%

LISTEN TO MUSIC
STREAMING SERVICES



global
web
index

72%

LISTEN TO ONLINE
RADIO STATIONS



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are
social

48%

LISTEN TO
PODCASTS

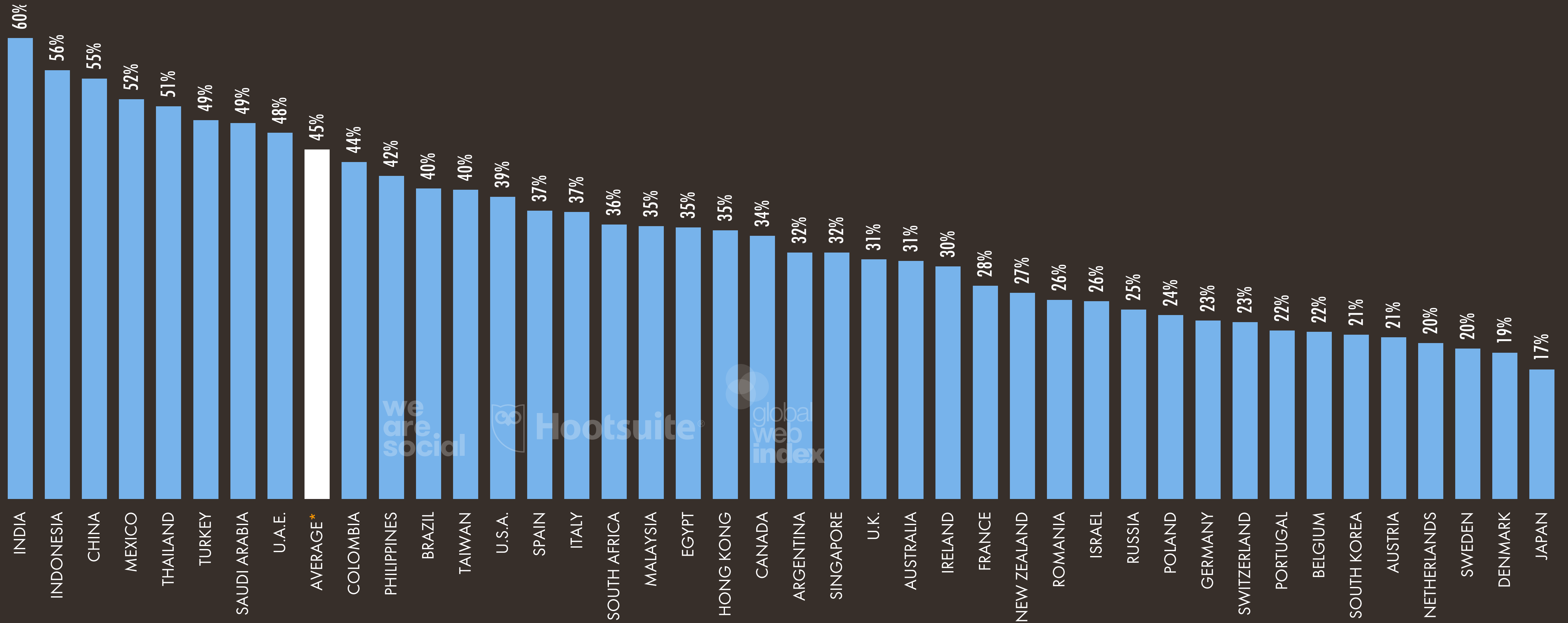


42%

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USE OF VOICE SEARCH AND VOICE COMMANDS

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO USE VOICE INTERFACES EACH MONTH (ANY DEVICE)



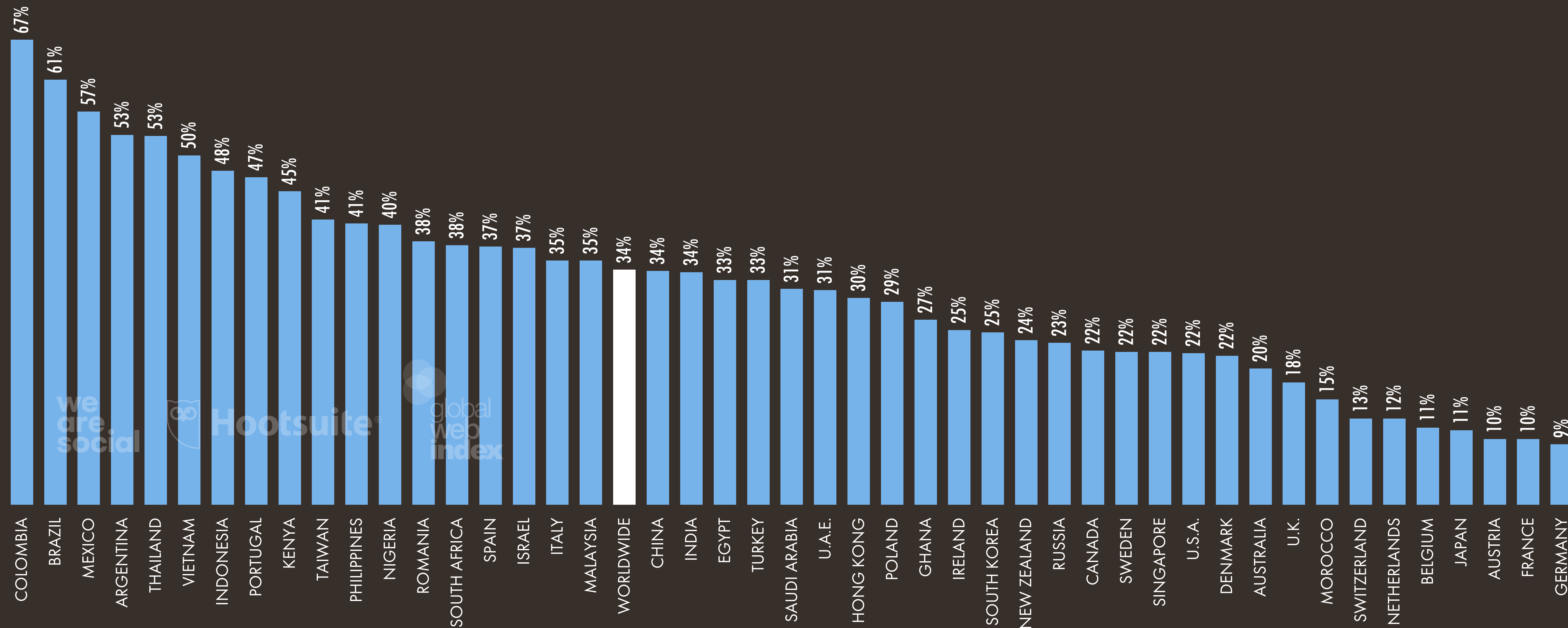
SOURCE: GLOBALWEBINDEX (Q1 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://globalwebindex.com) FOR MORE DETAILS.

***ADVISORY:** DUE TO A TECHNICAL ISSUE, DATA FOR VIETNAM ARE NOT AVAILABLE FOR THIS DATA POINT FOR THIS PERIOD. AS A RESULT, THE FIGURE FOR THE GLOBAL AVERAGE CITED ABOVE IS NOT DIRECTLY COMPARABLE TO THE AVERAGES PUBLISHED IN OUR PREVIOUS REPORTS.

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USE OF IMAGE RECOGNITION TOOLS ON MOBILE

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO USE IMAGE RECOGNITION TOOLS* (E.G. SEARCH 'LENSES') ON THEIR MOBILE EACH MONTH



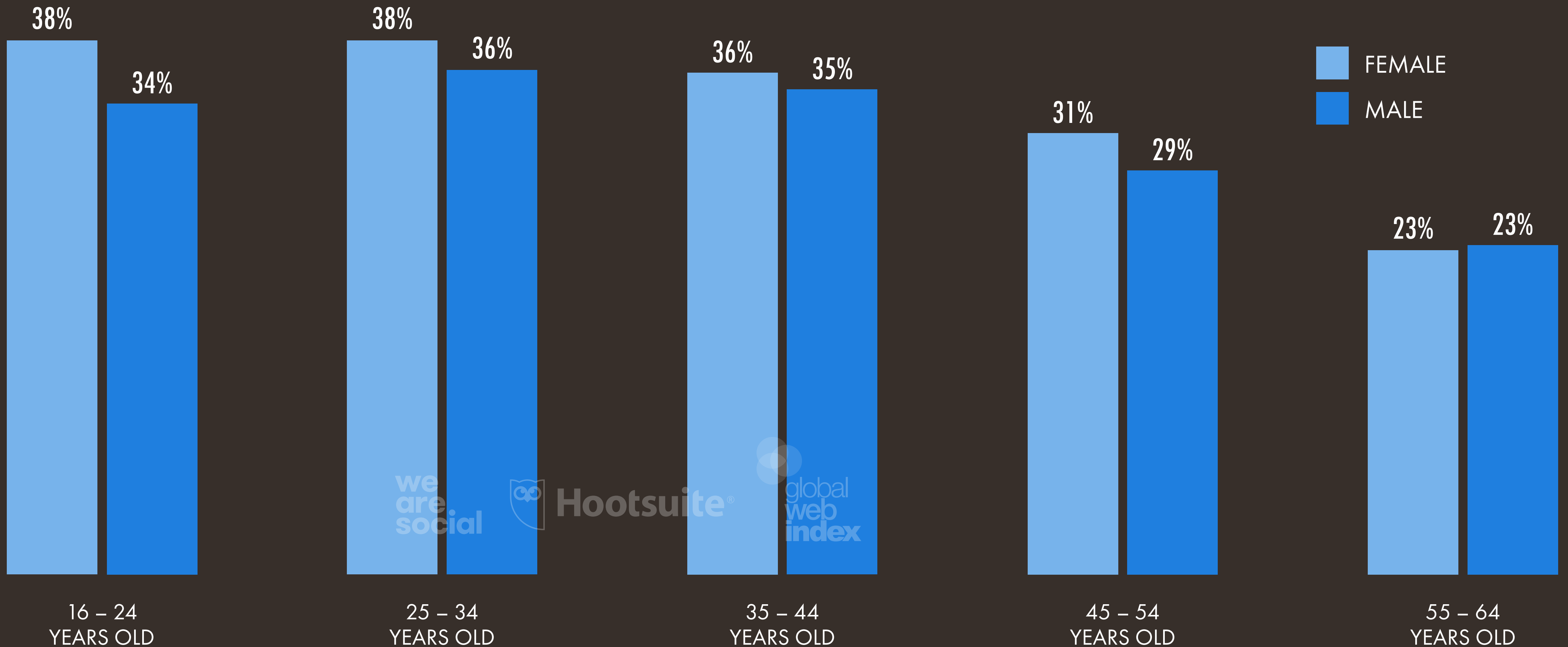
SOURCE: GLOBALWEBINDEX (Q1 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

***ADVISORY:** THE WORDING OF THE SURVEY QUESTION THAT INFORMS THIS CHART IS NOT THE SAME AS THE WORDING OF A QUESTION THAT INFORMED A CHART THAT WE INCLUDED IN PREVIOUS REPORTS ABOUT THE USE OF IMAGE SEARCH FUNCTIONALITY. AS A RESULT, VALUES SHOWN HERE ARE NOT COMPARABLE TO VALUES SHOWN IN CHARTS IN PREVIOUS REPORTS.

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USE OF IMAGE RECOGNITION TOOLS ON MOBILE

PERCENTAGE OF **INTERNET USERS** WHO USE IMAGE RECOGNITION TOOLS (E.G. SEARCH 'LENSES') ON THEIR MOBILE EACH MONTH



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PLAYING GAMES: DEVICE PERSPECTIVE

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE

ANY
DEVICE



we
are
social

84%

SMART
PHONE



global
web
index

72%

PC (LAPTOP
OR DESKTOP)



owl

41%

GAMES
CONSOLE



global
web
index

27%

TABLET
DEVICE

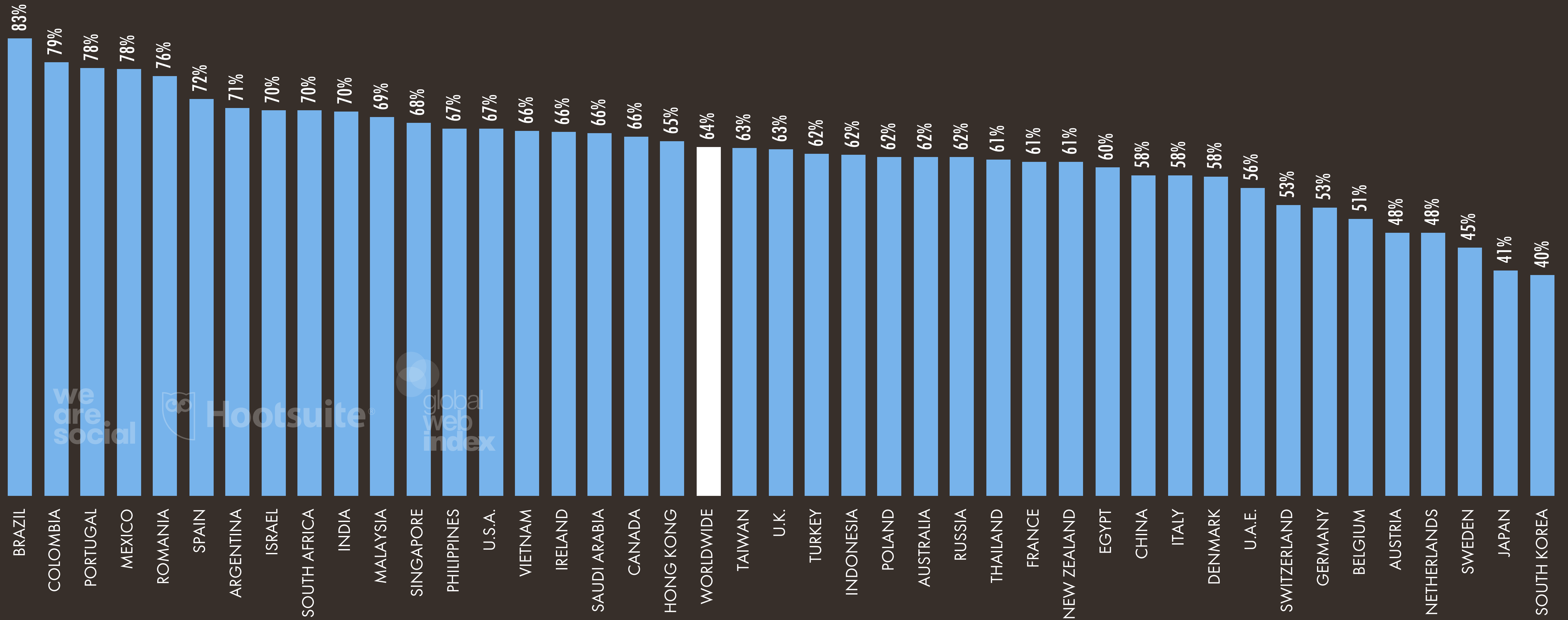


19%

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CONCERNS ABOUT MISUSE OF PERSONAL DATA

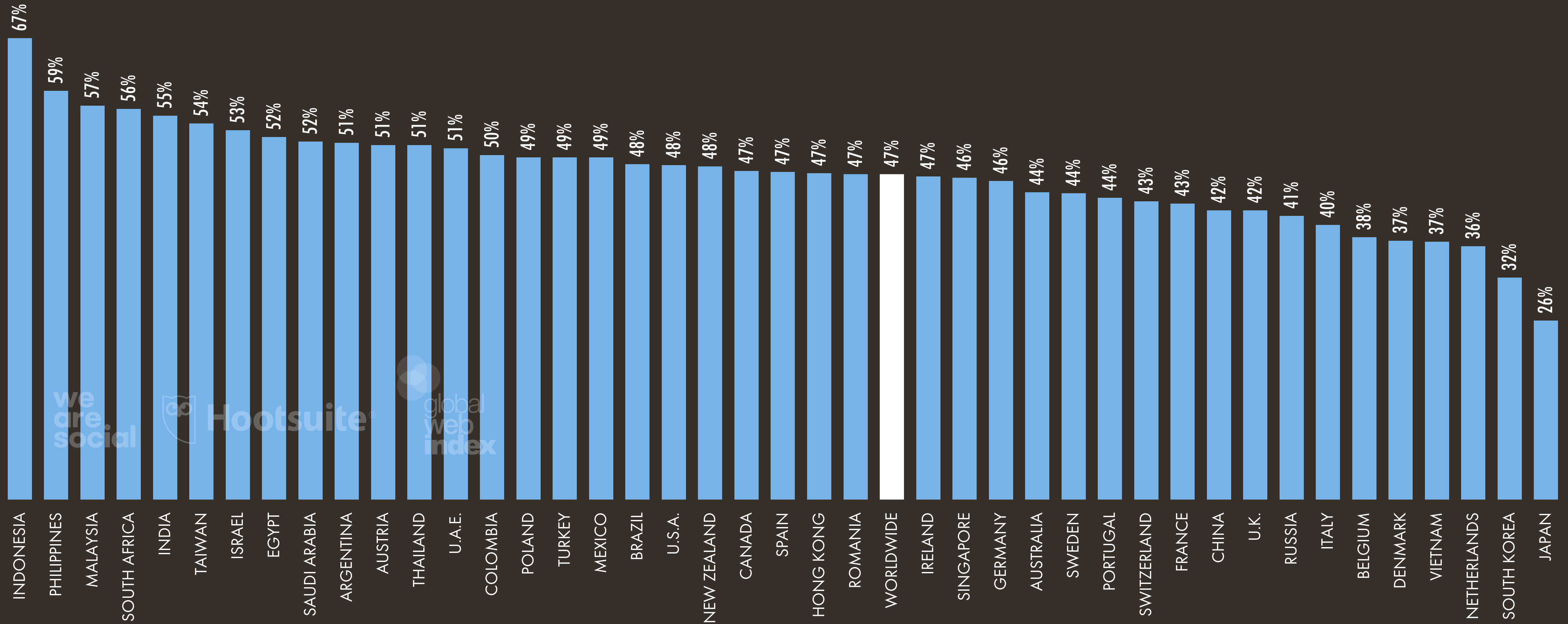
PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO SAY THEY'RE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA



JUL
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USE OF AD BLOCKERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE TOOLS TO BLOCK ONLINE ADVERTISING EACH MONTH





SPECIAL FOCUS: DIGITAL NEWS

JUL
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MEDIA CHANNELS USED FOR NEWS

PERCENTAGE OF **WORLDWIDE SURVEY RESPONDENTS*** WHO SAY THEY USE EACH MEDIUM TO ACCESS NEWS CONTENT

ONLINE MEDIA
(INC. SOCIAL MEDIA)



KEPIOS

82%

FEMALE: 81%
MALE: 82%

TELEVISION
(BROADCAST & CABLE)



we are social

65%

FEMALE: 66%
MALE: 65%

SOCIAL MEDIA
(INC. MESSENGERS)



we are social

55%

FEMALE: 57%
MALE: 53%

PRINT
MEDIA



we are social

28%

FEMALE: 26%
MALE: 31%

BROADCAST
RADIO



we are social

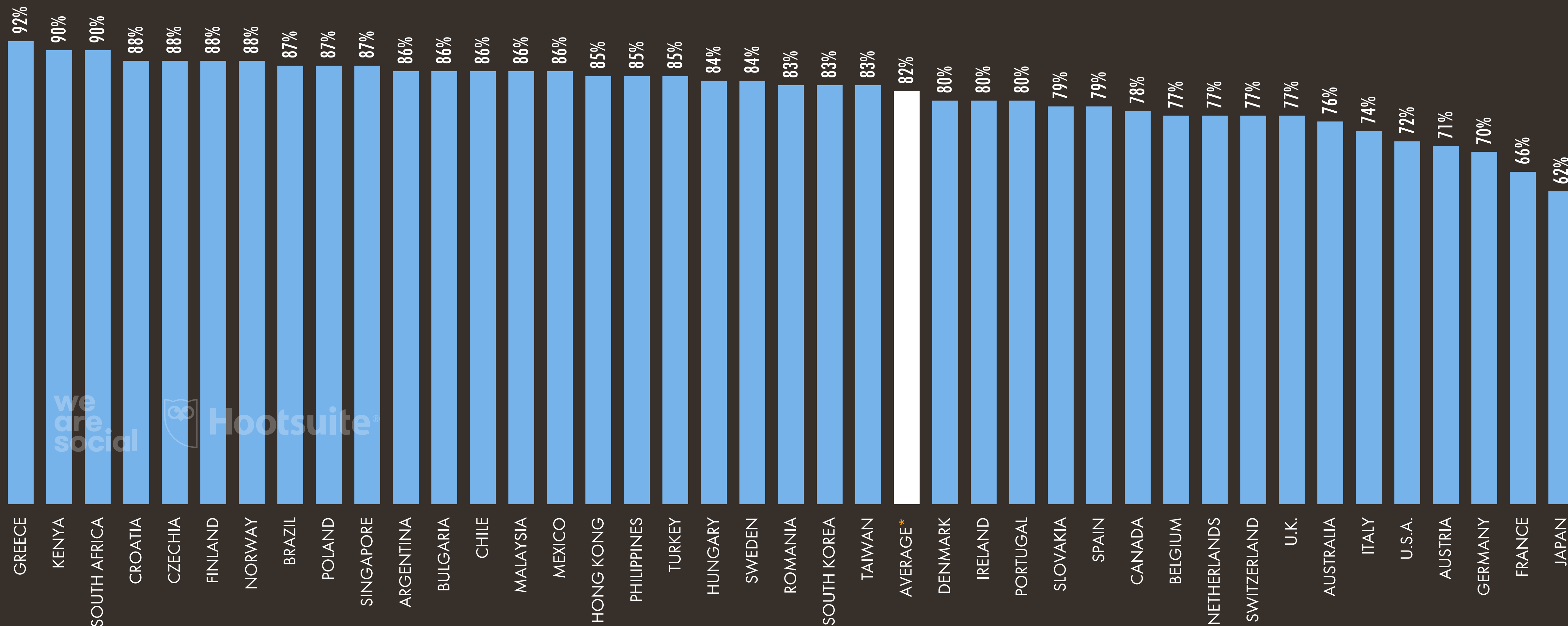
30%

FEMALE: 27%
MALE: 32%

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ONLINE NEWS CONSUMPTION

PERCENTAGE OF SURVEY RESPONDENTS* WHO SAY THEY USE DIGITAL MEDIA (INCLUDING SOCIAL MEDIA) TO ACCESS NEWS CONTENT

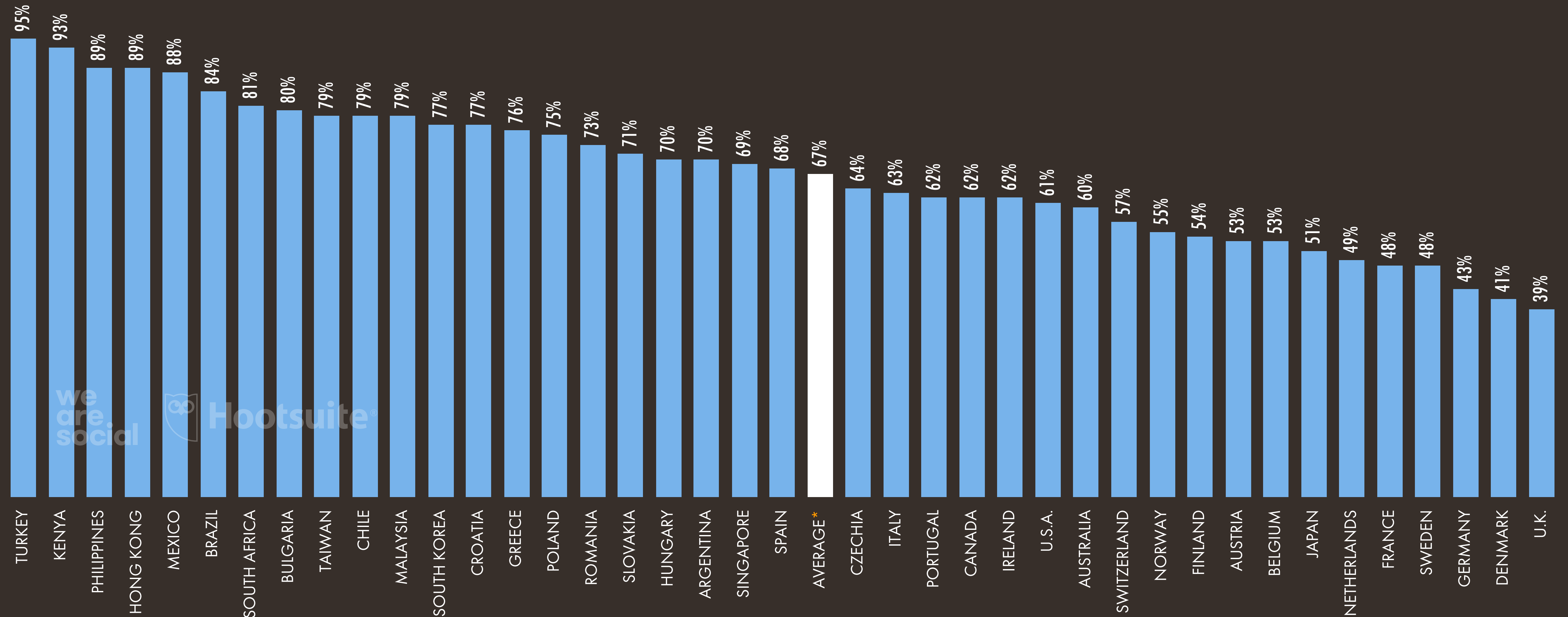


SOURCE: REUTERS INSTITUTE DIGITAL NEWS REPORT 2020. VISIT [HTTP://WWW.DIGITALNEWSREPORT.ORG/](http://www.digitalnewsreport.org/) TO READ THE FULL REPORT AND ANALYSIS. ***NOTE:** ONLINE SURVEY OF PEOPLE AGED 18 AND ABOVE WHO HAVE CONSUMED NEWS CONTENT IN THE PAST MONTH. ***ADVISORY:** THE AVERAGE FIGURE SHOWN HERE IS THE BASIC MEAN ACROSS ALL SURVEY RESPONDENTS, AND HAS NOT BEEN WEIGHTED TO REFLECT THE TOTAL POPULATION OR NUMBER OF INTERNET USERS IN EACH COUNTRY.

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ONLINE NEWS CONSUMPTION: VIDEO NEWS

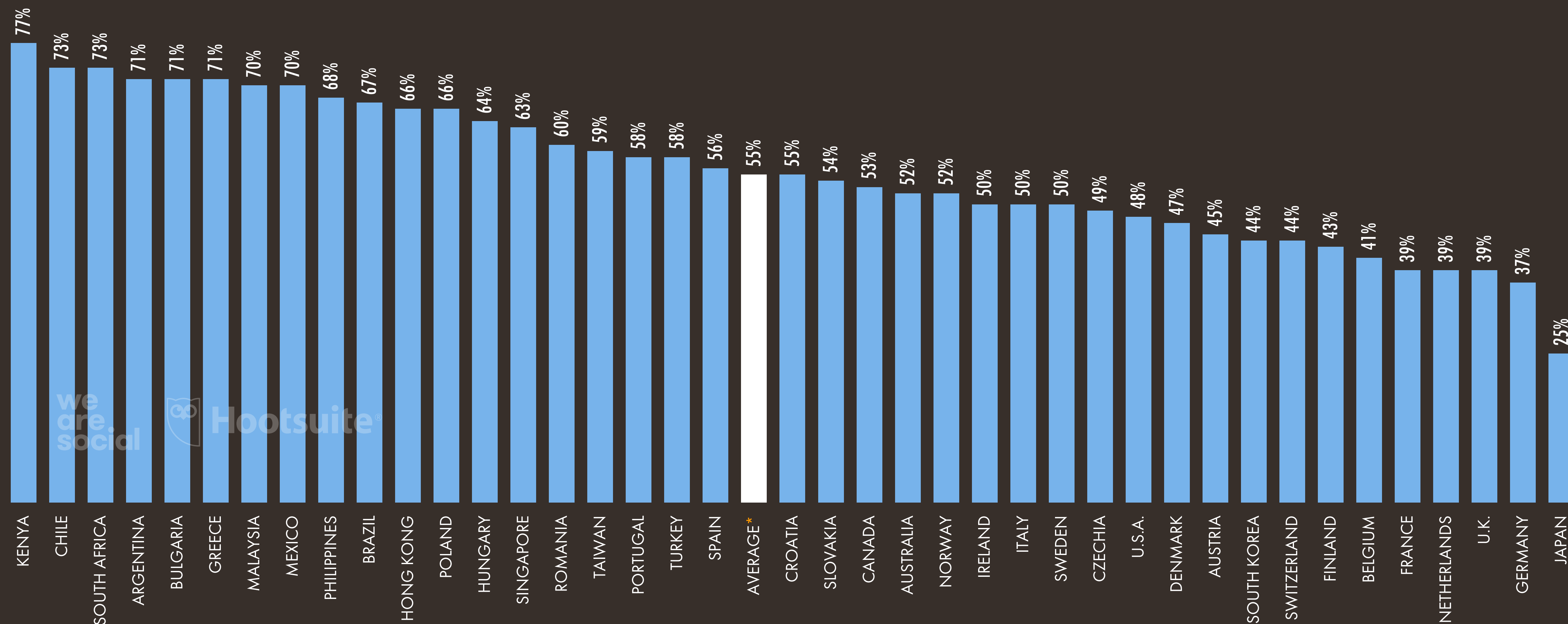
PERCENTAGE OF ONLINE NEWS CONSUMERS WHO SAY THEY ACCESSED ONLINE NEWS VIDEO IN THE PAST WEEK



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USE OF SOCIAL MEDIA AS A SOURCE OF NEWS

PERCENTAGE OF SURVEY RESPONDENTS* WHO SAY THEY USE SOCIAL MEDIA TO ACCESS NEWS CONTENT



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USE OF SOCIAL MEDIA AS A SOURCE OF NEWS

PERCENTAGE OF **WORLDWIDE SURVEY RESPONDENTS** IN EACH AGE GROUP* WHO SAY THEY USE SOCIAL MEDIA TO ACCESS NEWS CONTENT

PERCENTAGE OF TOTAL
SURVEY RESPONDENTS
WHO USE SOCIAL MEDIA
AS A SOURCE OF NEWS:
18 TO 24 YEARS OLD



KEPIOS

67%

PERCENTAGE OF TOTAL
SURVEY RESPONDENTS
WHO USE SOCIAL MEDIA
AS A SOURCE OF NEWS:
25 TO 34 YEARS OLD



KEPIOS

63%

PERCENTAGE OF TOTAL
SURVEY RESPONDENTS
WHO USE SOCIAL MEDIA
AS A SOURCE OF NEWS:
35 TO 44 YEARS OLD



KEPIOS

59%

PERCENTAGE OF TOTAL
SURVEY RESPONDENTS
WHO USE SOCIAL MEDIA
AS A SOURCE OF NEWS:
45 TO 54 YEARS OLD



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53%

PERCENTAGE OF TOTAL
SURVEY RESPONDENTS
WHO USE SOCIAL MEDIA
AS A SOURCE OF NEWS:
55 YEARS OLD AND ABOVE



47%

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USE OF SOCIAL PLATFORMS AS SOURCES OF NEWS

PERCENTAGE OF **WORLDWIDE SURVEY RESPONDENTS*** WHO SAY THEY USE EACH SOCIAL PLATFORM TO DISCOVER AND ACCESS NEWS CONTENT

FACEBOOK



46%

YOUTUBE



27%

WHATSAPP



20%

INSTAGRAM



13%

FACEBOOK MESSENGER



12%

TWITTER



11%

LINKEDIN



4%

SNAPCHAT



3%

LINE



2%

VIBER

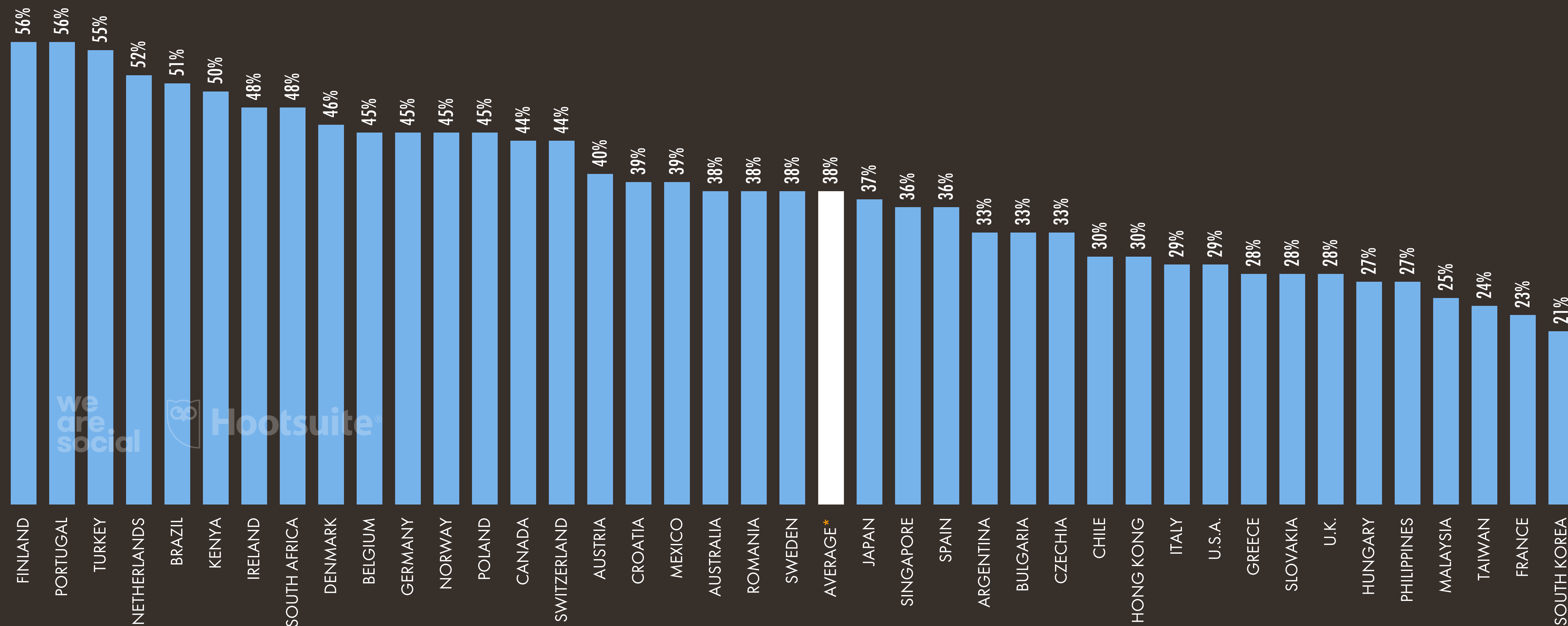


2%

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OVERALL TRUST IN NEWS MEDIA

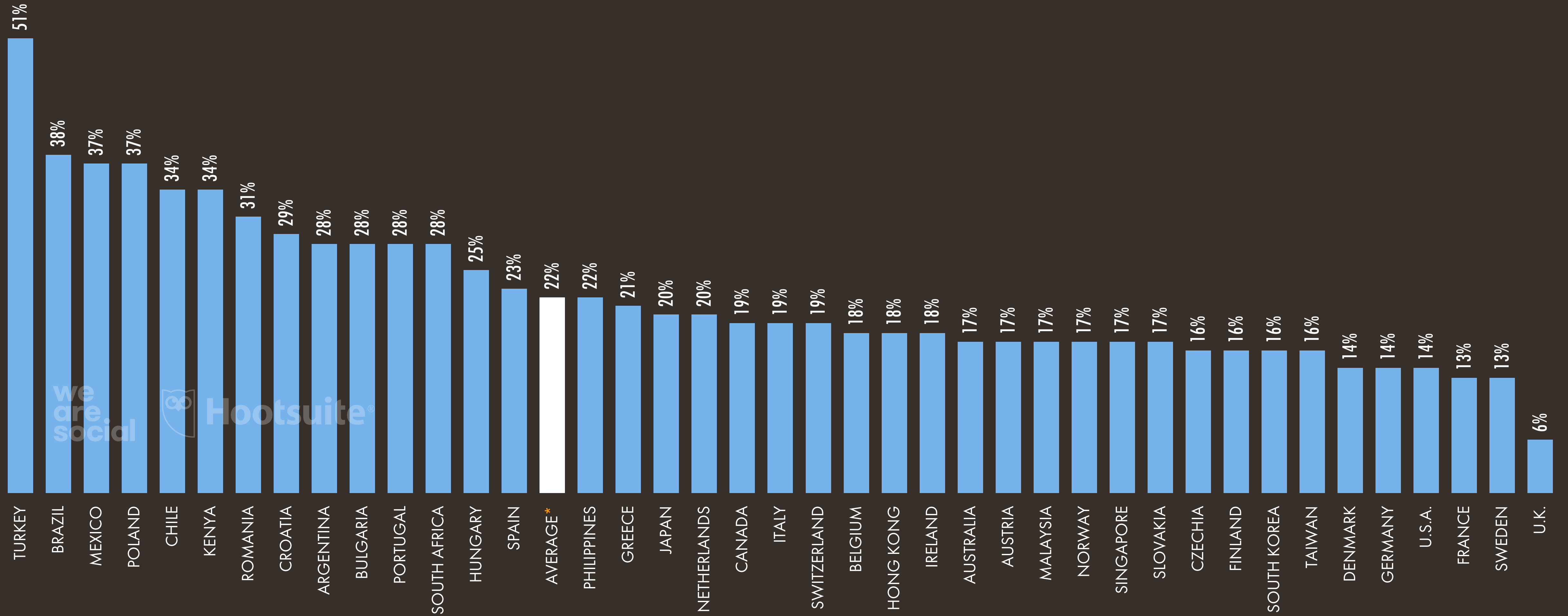
PERCENTAGE OF SURVEY RESPONDENTS* WHO SAY THAT THEY CAN TRUST MOST NEWS MOST OF THE TIME (REGARDLESS OF MEDIUM OR CHANNEL)



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TRUST IN SOCIAL MEDIA FOR NEWS

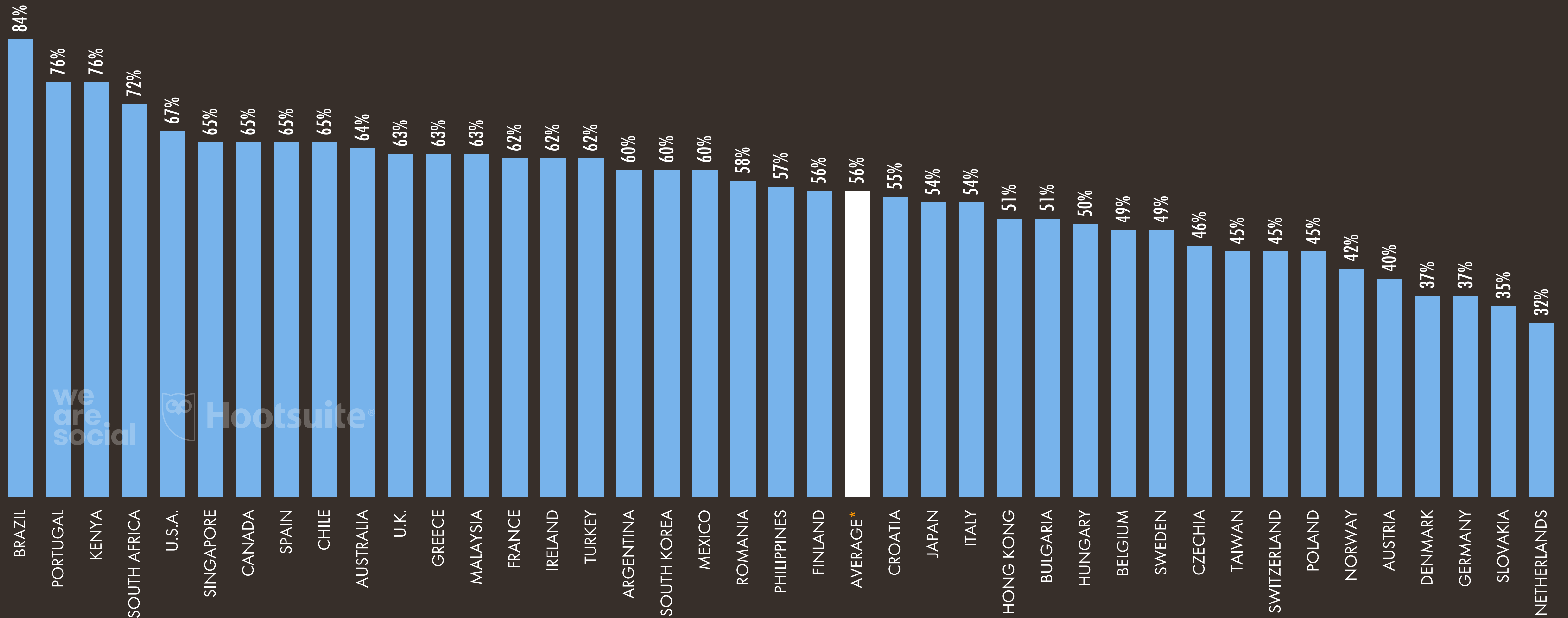
PERCENTAGE OF SURVEY RESPONDENTS* WHO SAY THAT THEY TRUST NEWS THAT THEY TRUST SOCIAL MEDIA AS A SOURCE OF NEWS



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CONCERNS ABOUT MISINFORMATION ON THE INTERNET

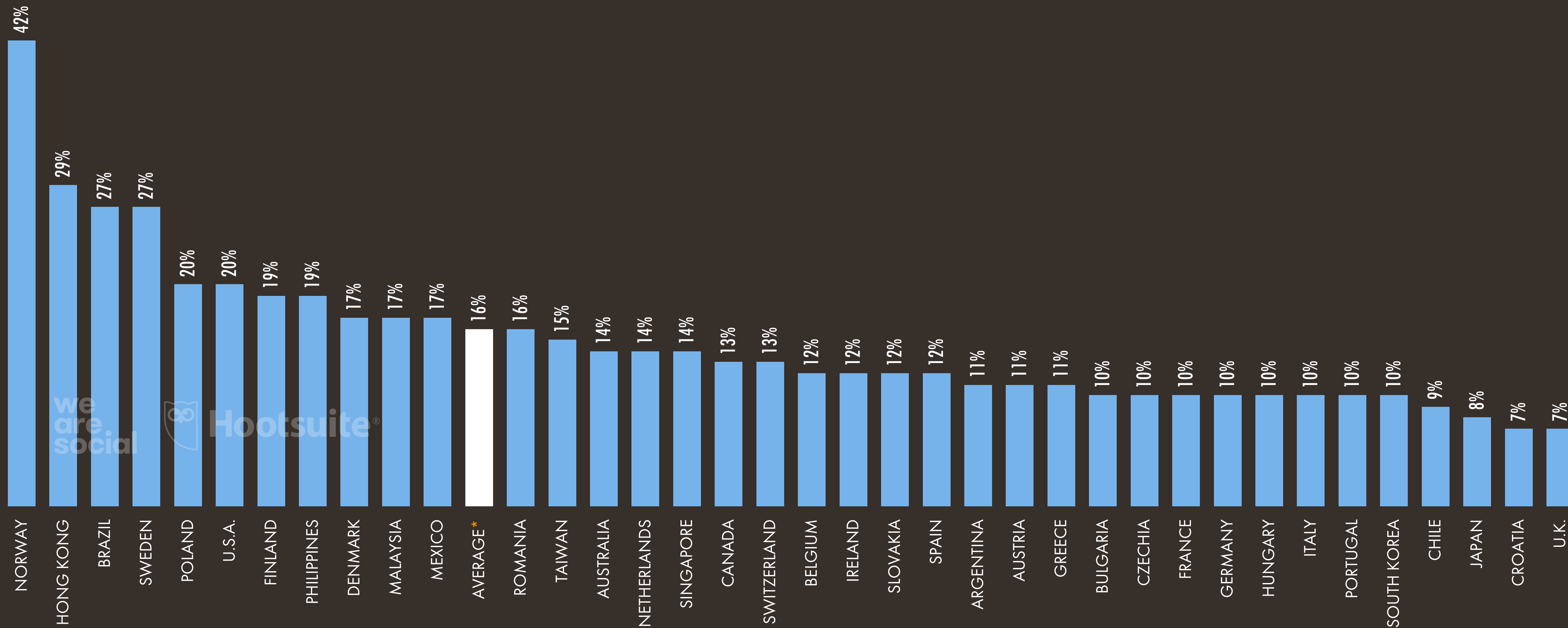
PERCENTAGE OF **SURVEY RESPONDENTS*** WHO SAY THAT THEY ARE CONCERNED ABOUT WHAT IS REAL OR FAKE WHEN IT COMES TO ONLINE NEWS



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PAYING FOR DIGITAL NEWS

PERCENTAGE OF SURVEY RESPONDENTS* WHO SAY THAT THEY PAY FOR ONLINE NEWS CONTENT



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PAYING FOR DIGITAL NEWS

PERCENTAGE OF **WORLDWIDE SURVEY RESPONDENTS*** IN EACH AGE GROUP WHO SAY THAT THEY PAY FOR ONLINE NEWS CONTENT

PERCENTAGE OF TOTAL
SURVEY RESPONDENTS
WHO SAY THAT THEY
PAY FOR ONLINE NEWS:
18 TO 24 YEARS OLD



KEPIOS

19%

PERCENTAGE OF TOTAL
SURVEY RESPONDENTS
WHO SAY THAT THEY
PAY FOR ONLINE NEWS:
25 TO 34 YEARS OLD



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22%

PERCENTAGE OF TOTAL
SURVEY RESPONDENTS
WHO SAY THAT THEY
PAY FOR ONLINE NEWS:
35 TO 44 YEARS OLD



18%

PERCENTAGE OF TOTAL
SURVEY RESPONDENTS
WHO SAY THAT THEY
PAY FOR ONLINE NEWS:
45 TO 54 YEARS OLD



14%

PERCENTAGE OF TOTAL
SURVEY RESPONDENTS
WHO SAY THAT THEY
PAY FOR ONLINE NEWS:
55 YEARS OLD AND ABOVE

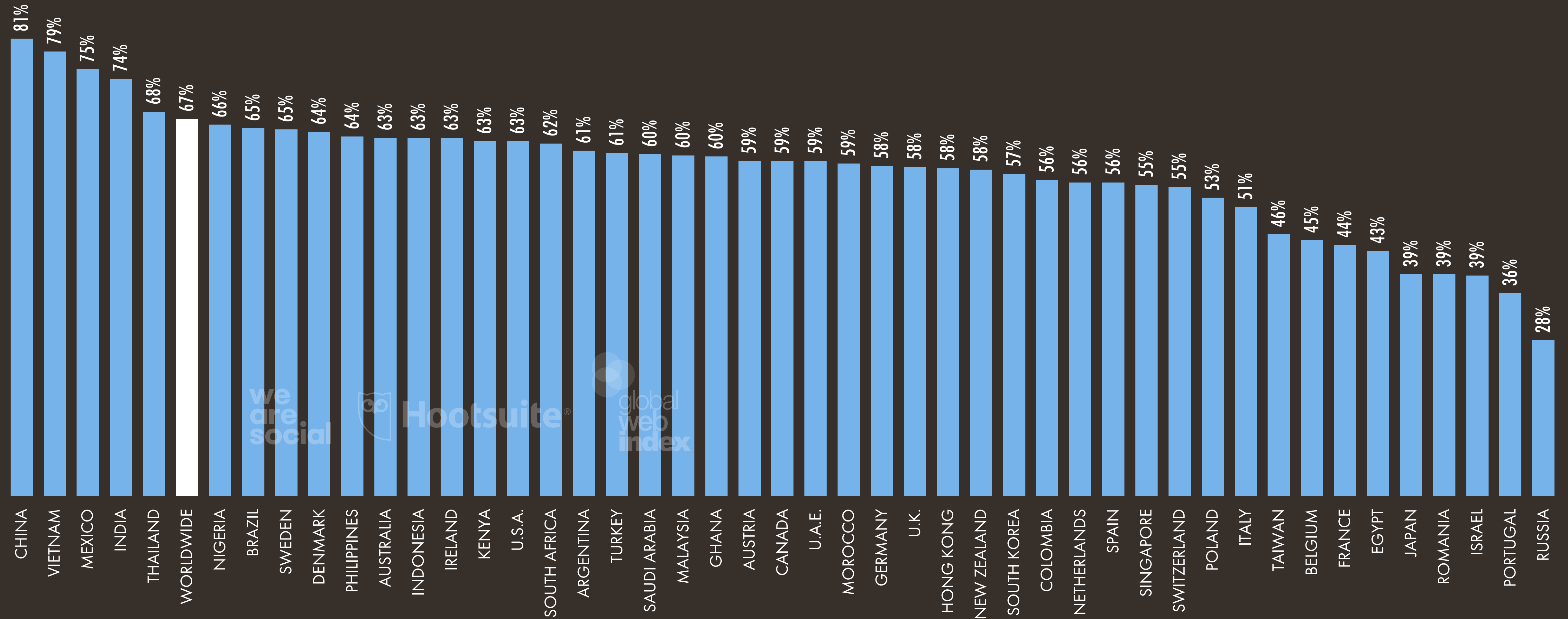


13%

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PAYING FOR ANY FORM OF DIGITAL CONTENT

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO SAY THAT THEY HAVE PAID FOR SOME FORM OF DIGITAL CONTENT IN THE PAST MONTH



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PAYING FOR DIGITAL CONTENT

PERCENTAGE OF **INTERNET USERS** IN EACH AGE GROUP WHO SAY THAT THEY HAVE PAID FOR SOME FORM OF DIGITAL CONTENT IN THE PAST MONTH

PERCENTAGE OF INTERNET
USERS WHO PAID FOR SOME
FORM OF DIGITAL CONTENT
IN THE PAST MONTH:
16 TO 24 YEARS OLD



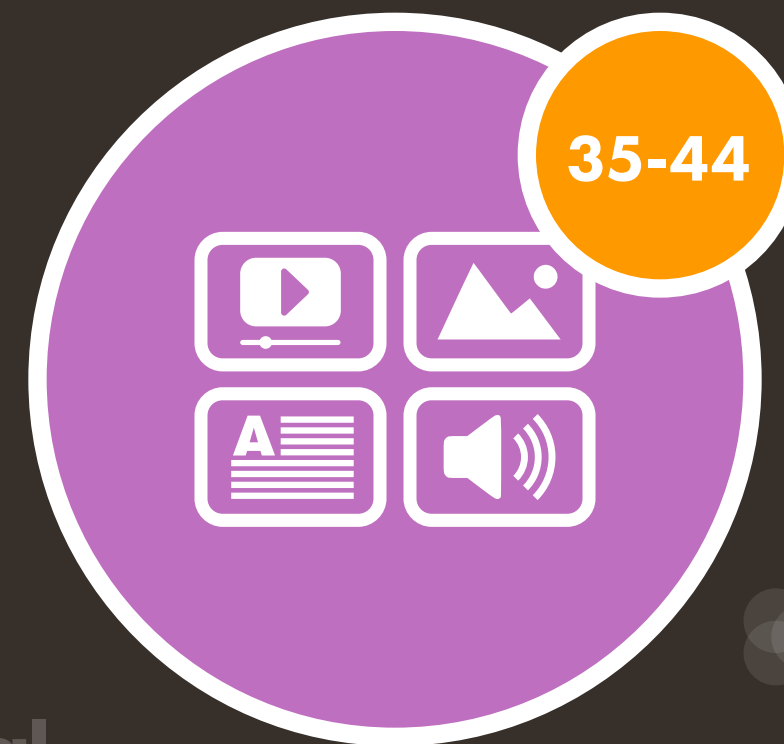
71%

PERCENTAGE OF INTERNET
USERS WHO PAID FOR SOME
FORM OF DIGITAL CONTENT
IN THE PAST MONTH:
25 TO 34 YEARS OLD



74%

PERCENTAGE OF INTERNET
USERS WHO PAID FOR SOME
FORM OF DIGITAL CONTENT
IN THE PAST MONTH:
35 TO 44 YEARS OLD



67%

PERCENTAGE OF INTERNET
USERS WHO PAID FOR SOME
FORM OF DIGITAL CONTENT
IN THE PAST MONTH:
45 TO 54 YEARS OLD



57%

PERCENTAGE OF INTERNET
USERS WHO PAID FOR SOME
FORM OF DIGITAL CONTENT
IN THE PAST MONTH:
55 TO 64 YEARS OLD



43%

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PAYING FOR DIGITAL CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT THEY HAVE PAID FOR EACH FORM OF DIGITAL CONTENT IN THE PAST MONTH

MOVIE OR TELEVISION
STREAMING SERVICE



28%

global
web
index

MUSIC STREAMING
SERVICE



25%

we
are
social

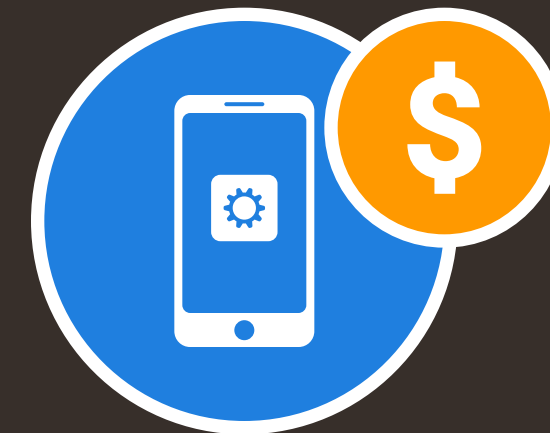
MUSIC
DOWNLOAD



20%

global
web
index

MOBILE
APP



17%



MOBILE
GAME



17%

STUDY PROGRAM OR
LEARNING MATERIALS



12%

KEPIOS

ONLINE
NEWS



9.5%

global
web
index

SOFTWARE
PACKAGE



9.3%



ONLINE MAGAZINE
SUBSCRIPTION



7.9%

global
web
index

DATING
SERVICE*



6.0%



GLOBAL SOCIAL MEDIA USE

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SOCIAL MEDIA USE AROUND THE WORLD

THE NUMBER OF PEOPLE WHO ACTIVELY USE SOCIAL NETWORKS AND MESSENGER SERVICES

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS



we
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3.96
BILLION

SOCIAL MEDIA
PENETRATION (USERS
vs. TOTAL POPULATION*)



we
are
social

51%

ANNUAL GROWTH IN
THE TOTAL NUMBER OF
SOCIAL MEDIA USERS



KEPIOS

+10.5%
+376 MILLION

TOTAL NUMBER OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



global
web
index

3.91
BILLION

PERCENTAGE OF TOTAL
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE

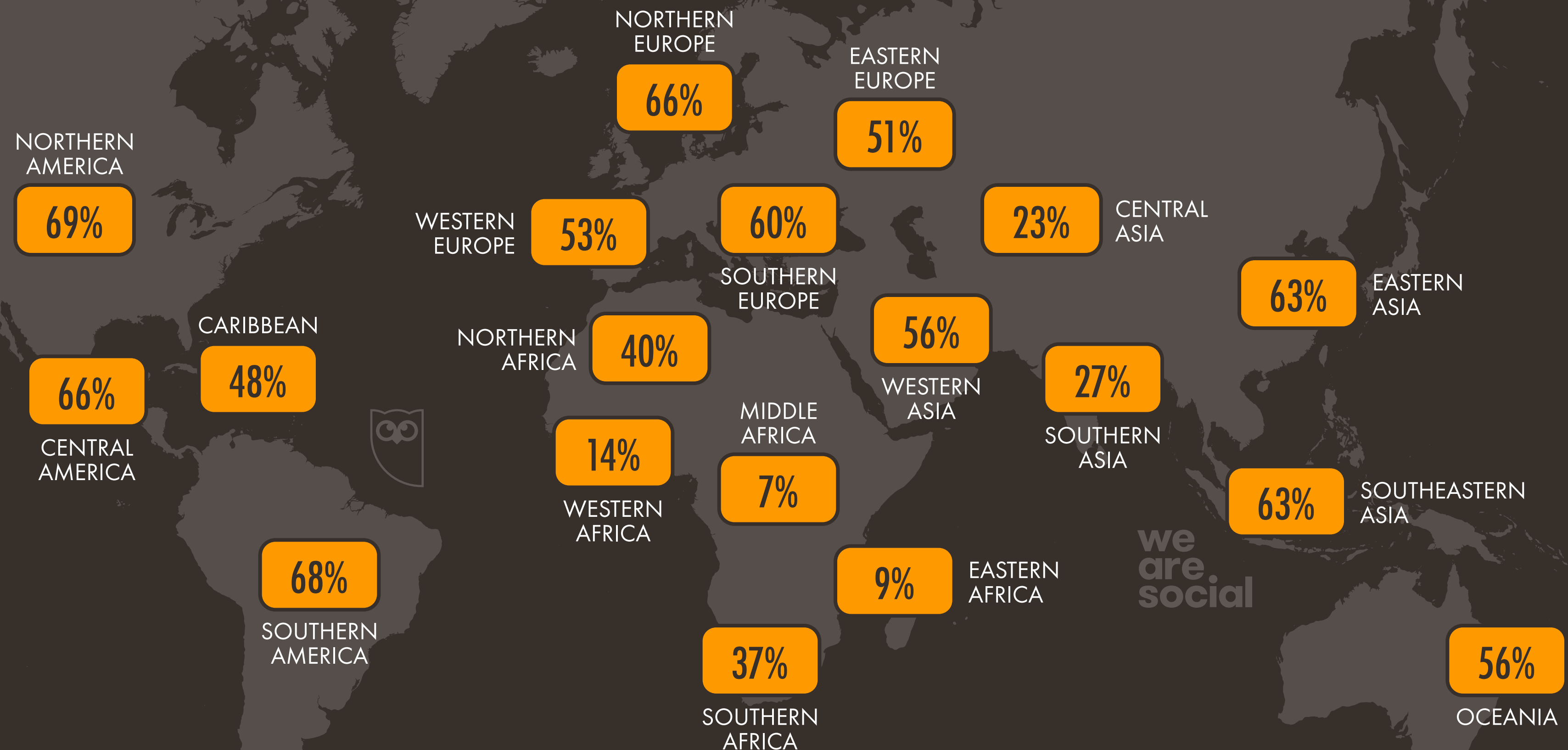


99%

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2020

SOCIAL MEDIA USE vs. TOTAL POPULATION

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS IN EACH REGION COMPARED TO **TOTAL POPULATION**, REGARDLESS OF AGE

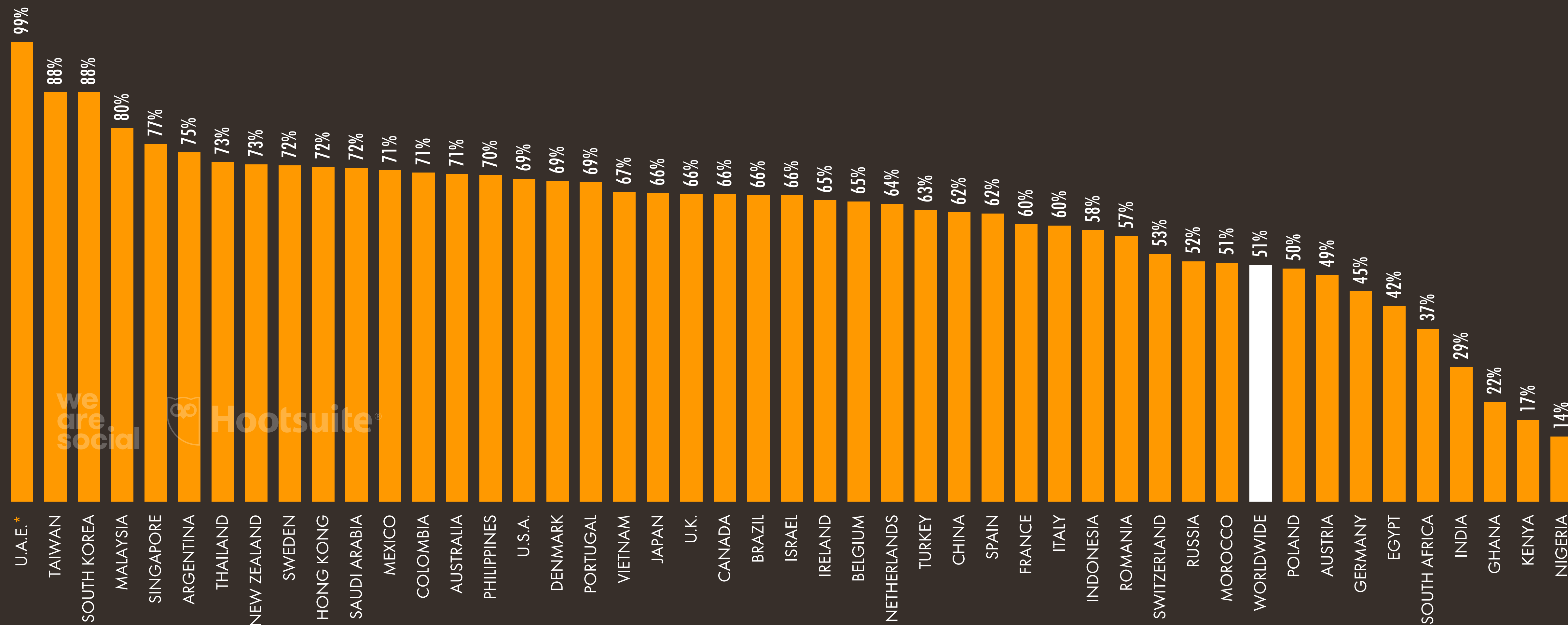


SOURCES: KEPIOS ANALYSIS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; LINE; KAKAOTALK; MEDIASCOPE; (ALL LATEST AVAILABLE DATA IN JULY 2020).
NOTE: REGIONS AS DEFINED BY THE UNITED NATIONS GEOScheme. **COMPARABILITY ADVISORY:** DUE TO DIFFERENCES IN DATA AVAILABILITY AT A LOCAL LEVEL, PERCENTAGES SHOWN ON THIS CHART MAY NOT CORRELATE TO GLOBAL SOCIAL MEDIA USER FIGURES PUBLISHED ELSEWHERE IN THIS REPORT.

JUL
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SOCIAL MEDIA USERS vs. TOTAL POPULATION

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS COMPARED TO **TOTAL POPULATION**, REGARDLESS OF AGE



SOURCES: KEPIOS ANALYSIS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; LINE; KAKAOTALK; MEDIASCOPE (ALL LATEST AVAILABLE DATA IN JULY 2020).

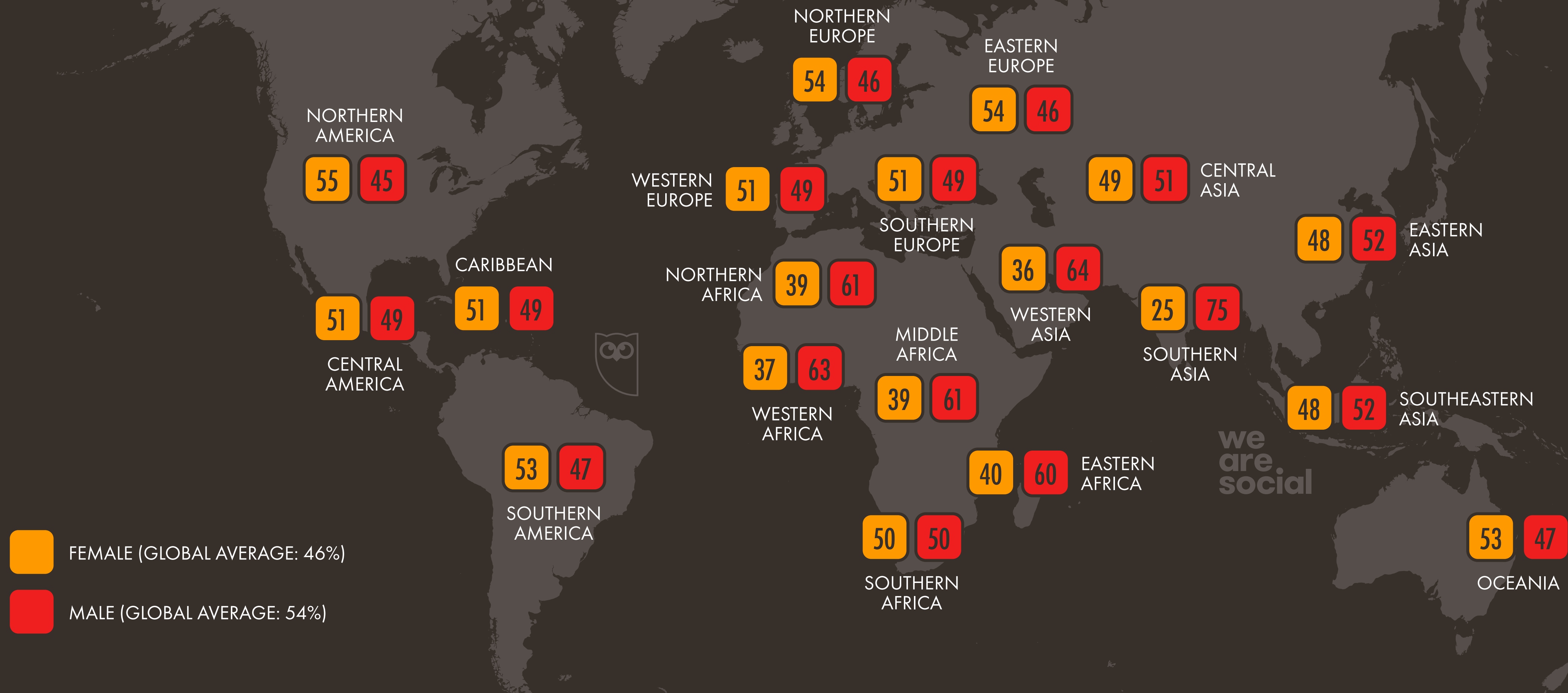
***ADVISORY:** WE HAVE CAPPED THE PENETRATION FIGURE FOR THE U.A.E. AT 99%, BUT THE LATEST SOCIAL MEDIA USER NUMBERS APPEAR TO EXCEED OFFICIAL POPULATION FIGURES.

◆ COMPARABILITY ADVISORY: DUE TO DIFFERENCES IN DATA AVAILABILITY AT A LOCAL LEVEL, INDIVIDUAL COUNTRY FIGURES MAY NOT CORRELATE WITH THE GLOBAL AVERAGE.

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SHARE OF SOCIAL MEDIA USERS BY GENDER

FEMALE AND MALE SOCIAL MEDIA USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE SOCIAL MEDIA USERS*, BY REGION



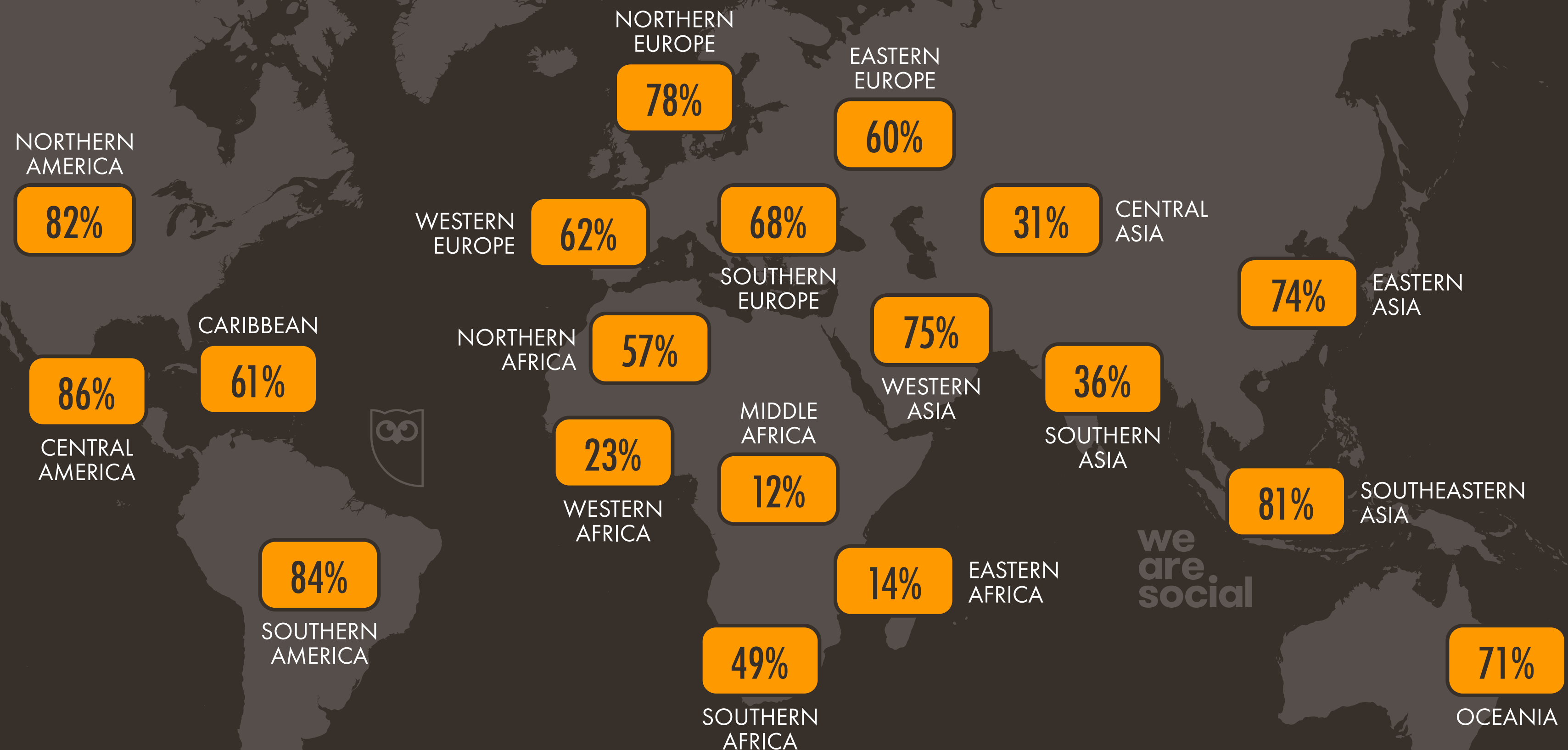
SOURCES: KEPIOS ANALYSIS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; LINE; KAKAOTALK; MEDIASCOPE (ALL LATEST AVAILABLE DATA IN JULY 2020).

***NOTES:** FIGURES REPRESENT GENDER SHARE, NOT PENETRATION. MANY SOCIAL MEDIA PLATFORMS DO NOT REPORT AUDIENCE DATA FOR GENDERS OTHER THAN 'FEMALE' OR 'MALE', SO PERCENTAGES ON THIS CHART MAY NOT BE REFLECTIVE OF EACH GENDER'S SHARE OF TOTAL SOCIAL MEDIA USERS. REGIONS AS DEFINED BY THE UNITED NATIONS GEOScheme.

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SOCIAL MEDIA USERS vs. POPULATION AGED 13+

THE TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS IN EACH REGION COMPARED TO THE ELIGIBLE USER POPULATION AGED 13+

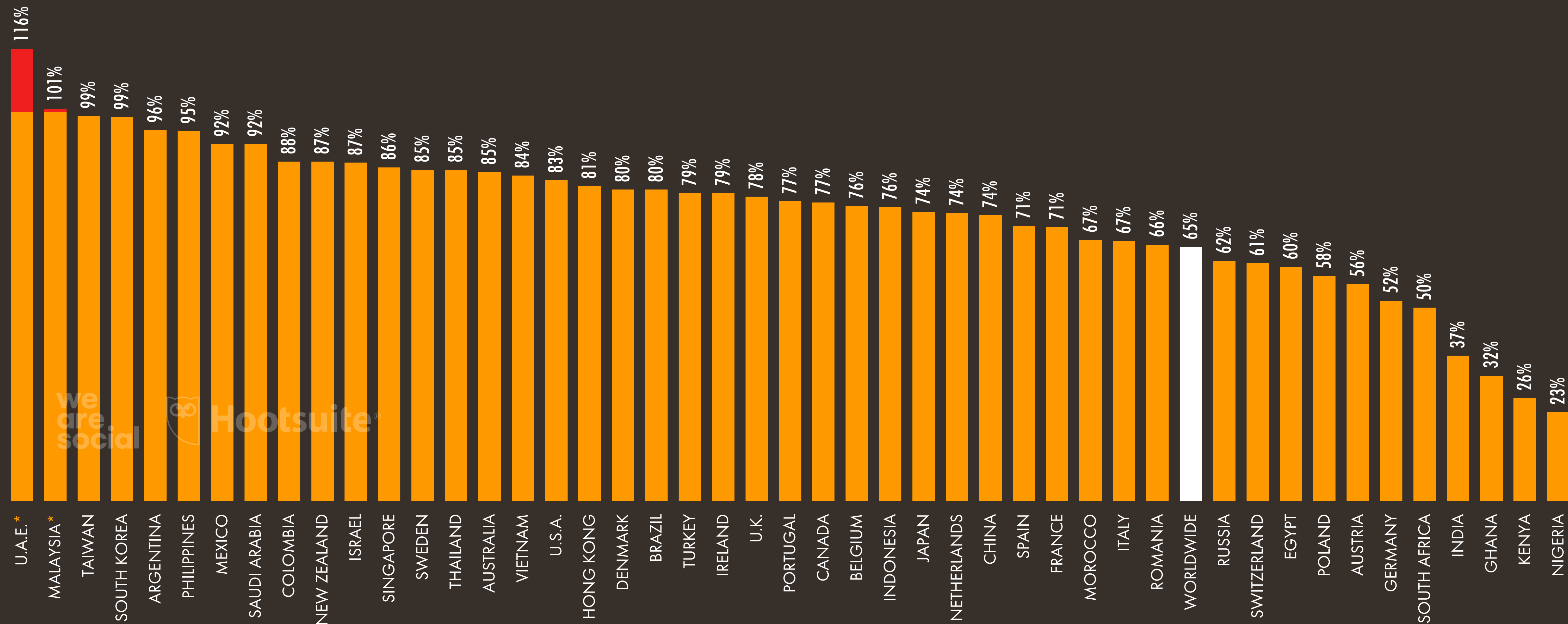


SOURCES: KEPIOS ANALYSIS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; LINE; KAKAOTALK; MEDIASCOPE (ALL LATEST AVAILABLE DATA IN JULY 2020); POPULATION AND AGE DATA: U.N. & U.S. CENSUS BUREAU. **NOTE:** REGIONS AS DEFINED BY THE UNITED NATIONS GEOScheme. **COMPARABILITY ADVISORY:** DUE TO DIFFERENCES IN DATA AVAILABILITY AT A LOCAL LEVEL, PERCENTAGES SHOWN ON THIS CHART MAY NOT CORRELATE TO GLOBAL SOCIAL MEDIA USER FIGURES PUBLISHED ELSEWHERE IN THIS REPORT.

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SOCIAL MEDIA USERS vs. POPULATION AGED 13+

THE TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS IN EACH REGION COMPARED TO THE ELIGIBLE USER POPULATION AGED 13+



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SOCIAL MEDIA BEHAVIOURS

PERSPECTIVES ON HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA

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



99%

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



88%

AVERAGE AMOUNT
OF TIME PER DAY SPENT
USING SOCIAL MEDIA



2H 22M

AVERAGE NUMBER OF
SOCIAL MEDIA ACCOUNTS
PER INTERNET USER*



8.8

PERCENTAGE OF INTERNET
USERS WHO USE SOCIAL
MEDIA FOR WORK PURPOSES

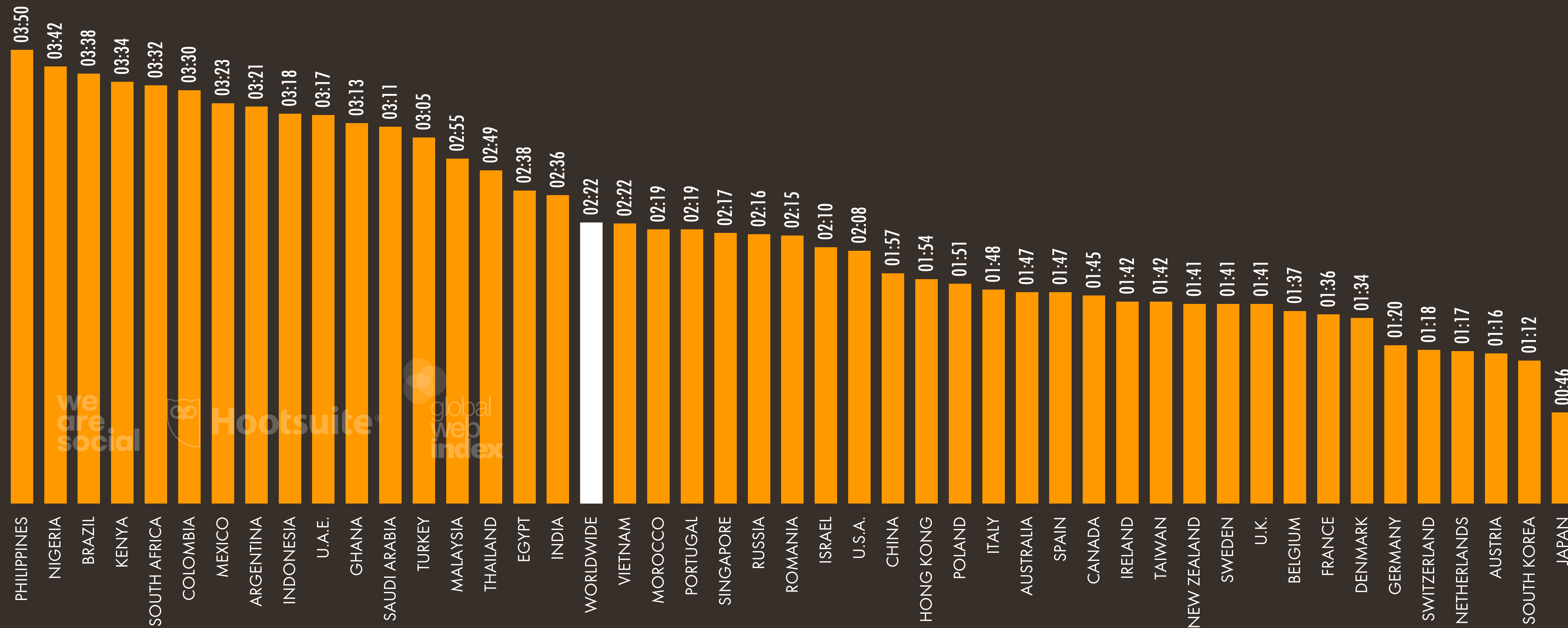


40%

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DAILY TIME SPENT USING SOCIAL MEDIA

THE AVERAGE AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY, IN HOURS AND MINUTES



**JUL
2020**

DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE DAILY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS SPEND USING SOCIAL MEDIA ON ANY DEVICE

DAILY TIME SPENT
USING SOCIAL MEDIA:
16 TO 24 YEARS OLD



FEMALE: 3H 12M
MALE: 2H 37M

DAILY TIME SPENT
USING SOCIAL MEDIA:
25 TO 34 YEARS OLD



FEMALE: 2H 42M
MALE: 2H 27M

DAILY TIME SPENT
USING SOCIAL MEDIA:
35 TO 44 YEARS OLD



FEMALE: 2H 16M
MALE: 2H 12M

DAILY TIME SPENT
USING SOCIAL MEDIA:
45 TO 54 YEARS OLD



FEMALE: 1H 57M
MALE: 1H 44M

DAILY TIME SPENT
USING SOCIAL MEDIA:
55 TO 64 YEARS OLD

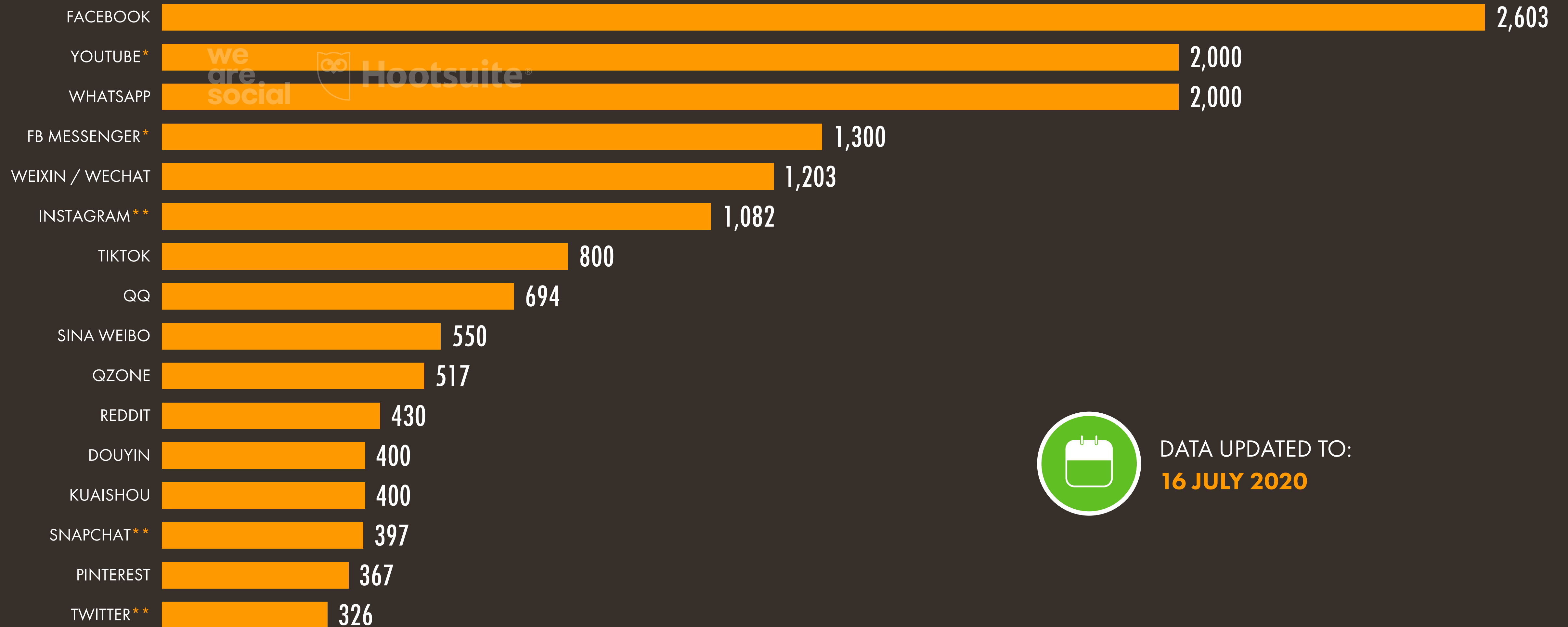


FEMALE: 1H 27M
MALE: 1H 13M

JUL
2020

THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, OR ADDRESSABLE ADVERTISING AUDIENCES (IN MILLIONS)



DATA UPDATED TO:
16 JULY 2020

**JUL
2020**

USER OVERLAPS BETWEEN SOCIAL MEDIA PLATFORMS

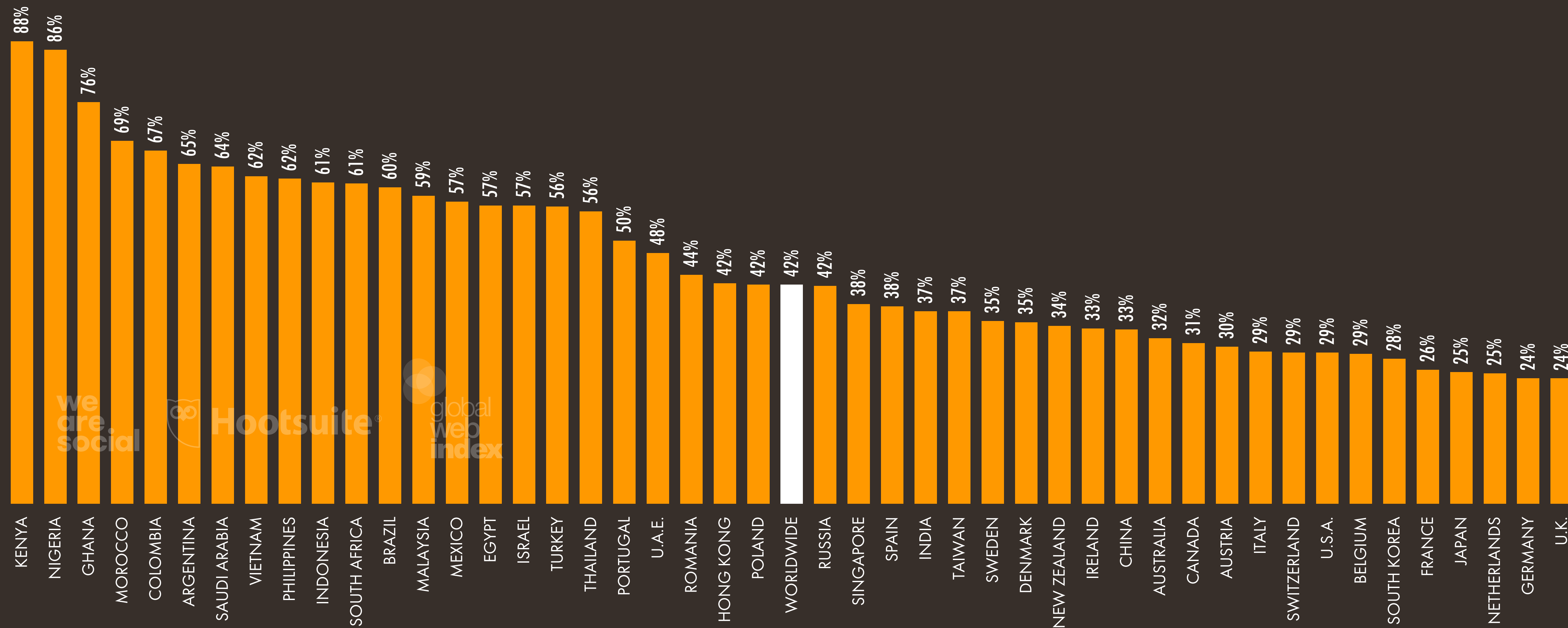
PERCENTAGE OF **USERS AGED 16 TO 64*** OF EACH SOCIAL MEDIA PLATFORM WHO ALSO USE A SELECTION OF OTHER SOCIAL MEDIA PLATFORMS

	WHO DO NOT USE OTHER PLATFORMS	WHO ALSO USE FACEBOOK	WHO ALSO USE YOUTUBE	WHO ALSO USE INSTAGRAM	WHO ALSO USE REDDIT	WHO ALSO USE SNAPCHAT	WHO ALSO USE TWITTER	WHO ALSO USE TIKTOK	WHO ALSO USE PINTEREST
FACEBOOK USERS	3.4%	100%	92%	74%	18%	31%	53%	29%	35%
YOUTUBE USERS	5.6%	82%	100%	72%	18%	30%	52%	28%	34%
INSTAGRAM USERS	1.1%	86%	94%	100%	22%	37%	60%	34%	40%
REDDIT USERS	0.6%	85%	94%	85%	100%	60%	75%	56%	65%
SNAPCHAT USERS	0.6%	86%	94%	90%	37%	100%	68%	51%	54%
TWITTER USERS	0.9%	88%	95%	85%	27%	40%	100%	37%	42%
TIKTOK USERS	0.9%	86%	93%	85%	36%	54%	66%	100%	49%
PINTEREST USERS	0.8%	87%	94%	83%	35%	47%	63%	41%	100%

JUL
2020

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

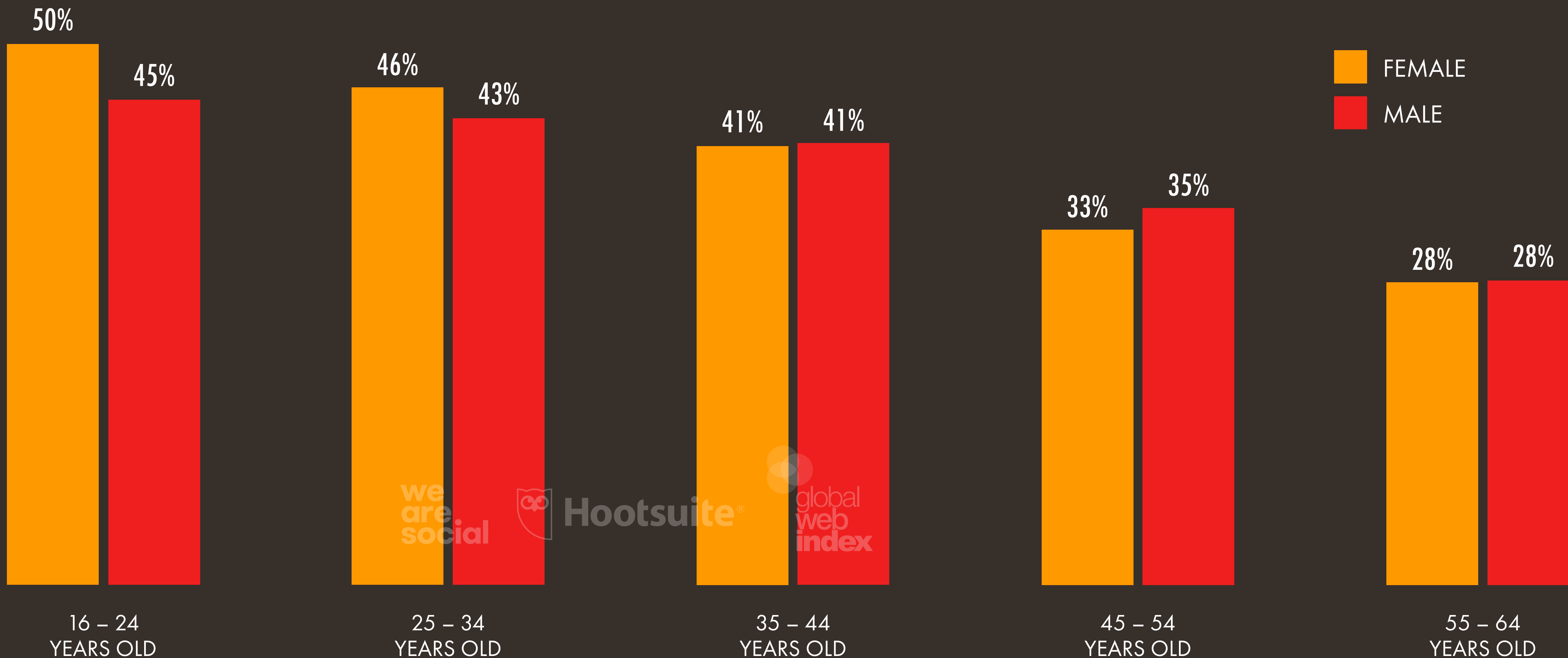
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE SOCIAL MEDIA WHEN THEY'RE LOOKING FOR MORE INFORMATION ABOUT BRANDS



**JUL
2020**

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

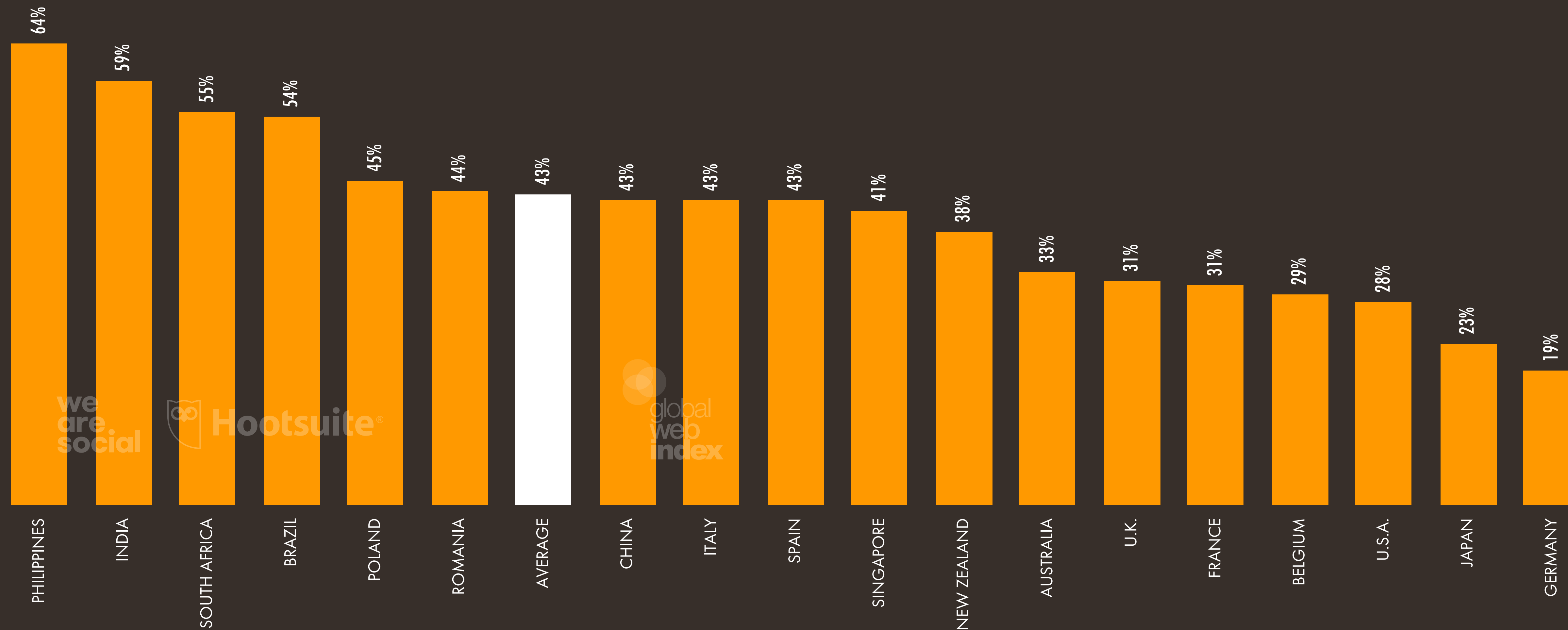
PERCENTAGE OF **INTERNET USERS** WHO USE SOCIAL MEDIA WHEN THEY'RE LOOKING FOR MORE INFORMATION ABOUT BRANDS



JUL
2020

COVID-19: INCREASED SOCIAL MEDIA USE

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT SPENDING MORE TIME USING SOCIAL MEDIA DUE TO COVID-19



JUL
2020

COVID-19: INCREASED SOCIAL MEDIA USE BY AGE GROUP

PERCENTAGE OF **INTERNET USERS** IN EACH AGE GROUP* WHO REPORT SPENDING MORE TIME USING SOCIAL MEDIA DUE TO COVID-19

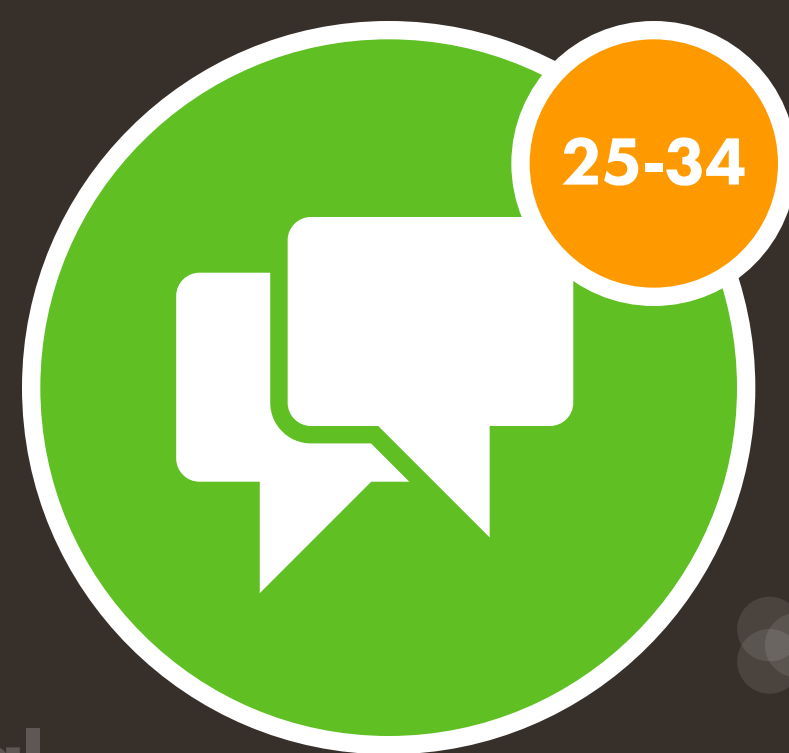
SPENDING MORE TIME
USING SOCIAL MEDIA:
16 TO 24 YEAR OLDS



we
are
social

58%

SPENDING MORE TIME
USING SOCIAL MEDIA:
25 TO 34 YEAR OLDS



global
web
index

44%

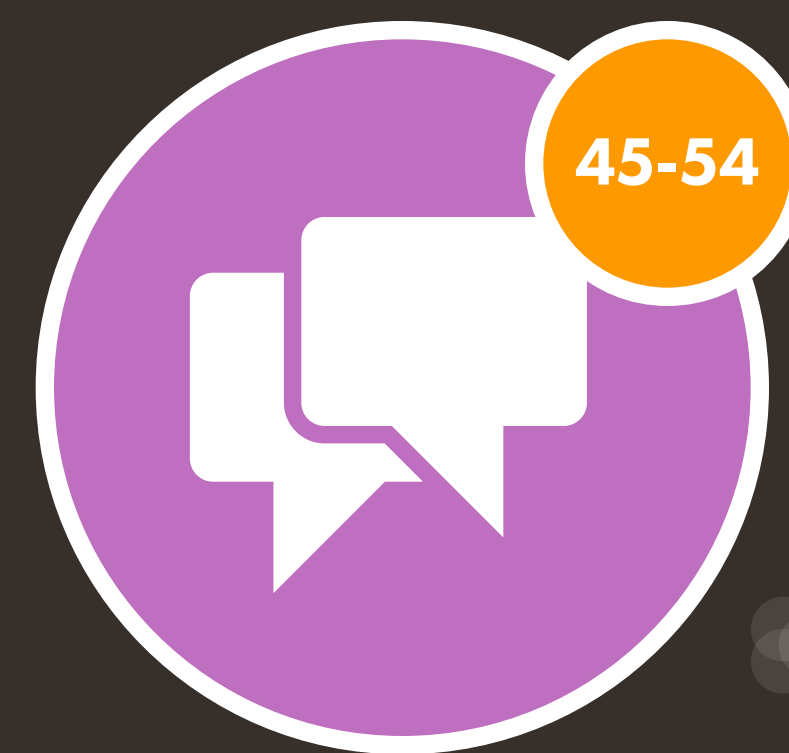
SPENDING MORE TIME
USING SOCIAL MEDIA:
35 TO 44 YEAR OLDS



owl

40%

SPENDING MORE TIME
USING SOCIAL MEDIA:
45 TO 54 YEAR OLDS



global
web
index

34%

SPENDING MORE TIME
USING SOCIAL MEDIA:
55 TO 64 YEAR OLDS

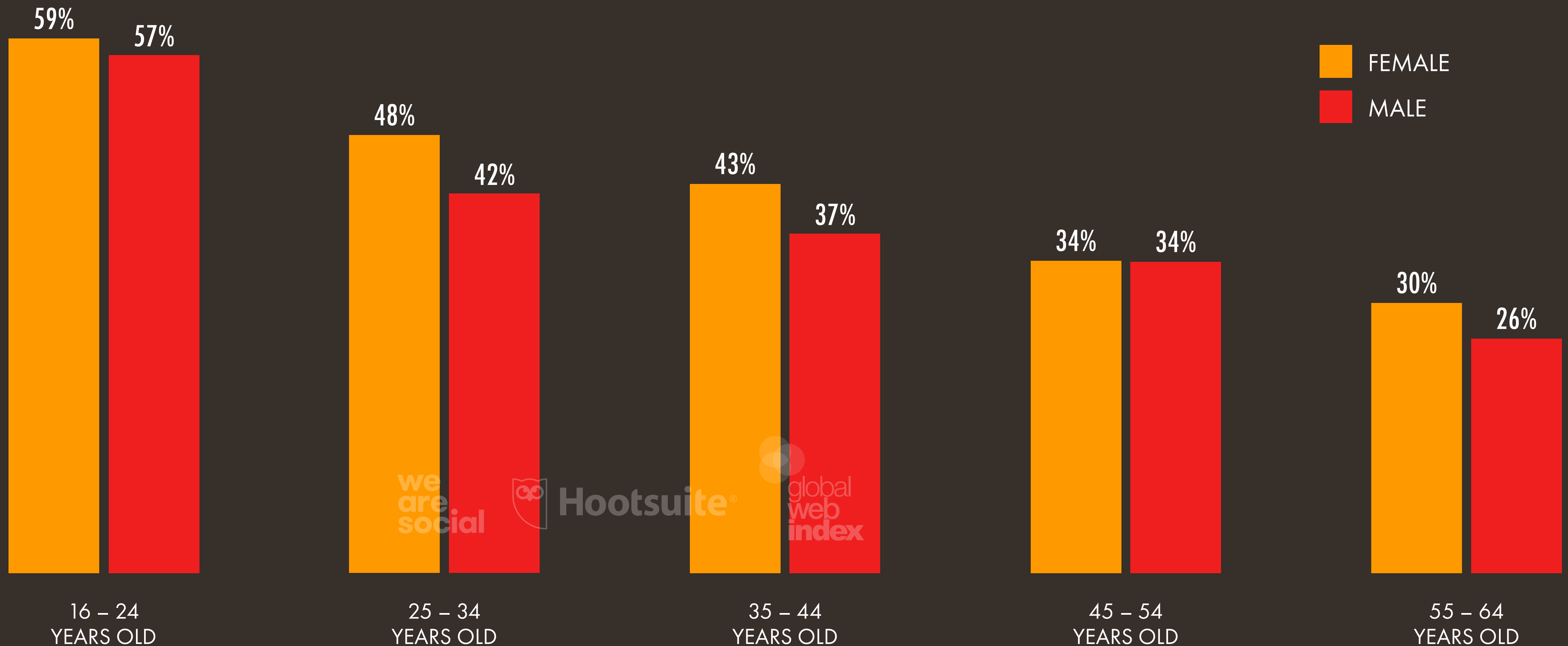


27%

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2020

COVID-19: DETAIL OF INCREASED SOCIAL MEDIA USE

PERCENTAGE OF INTERNET USERS IN SELECT COUNTRIES* WHO REPORT SPENDING MORE TIME USING SOCIAL MEDIA DUE TO COVID-19



JUL
2020

COVID-19: INCREASED MESSENGER USE BY AGE GROUP

PERCENTAGE OF **INTERNET USERS** IN EACH AGE GROUP* WHO REPORT SPENDING MORE TIME USING MESSENGER SERVICES DUE TO COVID-19

SPENDING LONGER USING
MESSENGER SERVICES:
18 TO 24 YEARS OLD



52%

SPENDING LONGER USING
MESSENGER SERVICES:
25 TO 34 YEAR OLDS



42%

SPENDING LONGER USING
MESSENGER SERVICES:
35 TO 44 YEAR OLDS



42%

SPENDING LONGER USING
MESSENGER SERVICES:
45 TO 54 YEAR OLDS



36%

SPENDING LONGER USING
MESSENGER SERVICES:
55 TO 64 YEAR OLDS



28%



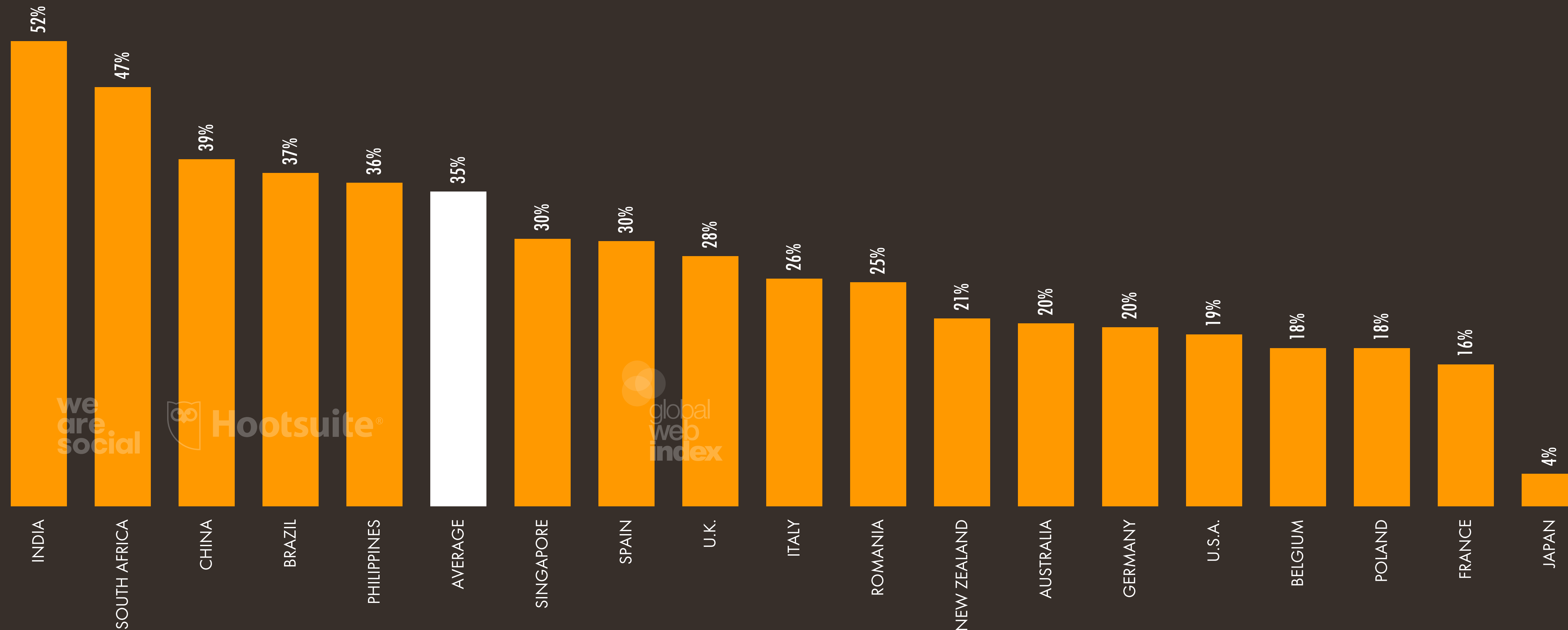
SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 5, JULY 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BELGIUM, BRAZIL, CHINA, FRANCE, GERMANY, INDIA, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, POLAND, ROMANIA, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN 29 JUNE AND 02 JULY, 2020. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.



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COVID-19: ENDURING USE OF VIDEO CALLING

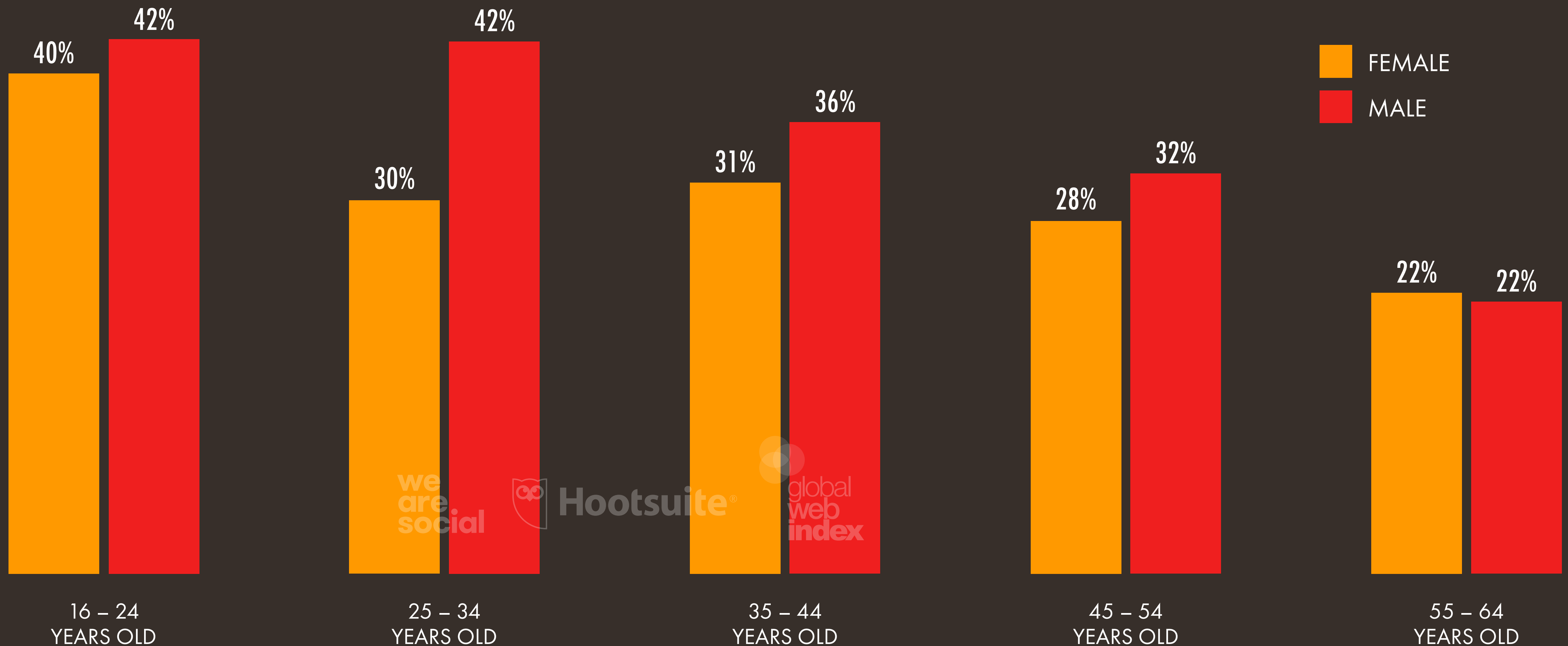
PERCENTAGE OF INTERNET USERS* WHO EXPECT TO MAKE VIDEO CALLS (E.G. FACETIME) MORE FREQUENTLY EVEN AFTER THE OUTBREAK ENDS



JUL
2020

COVID-19: ENDURING USE OF VIDEO CALLING

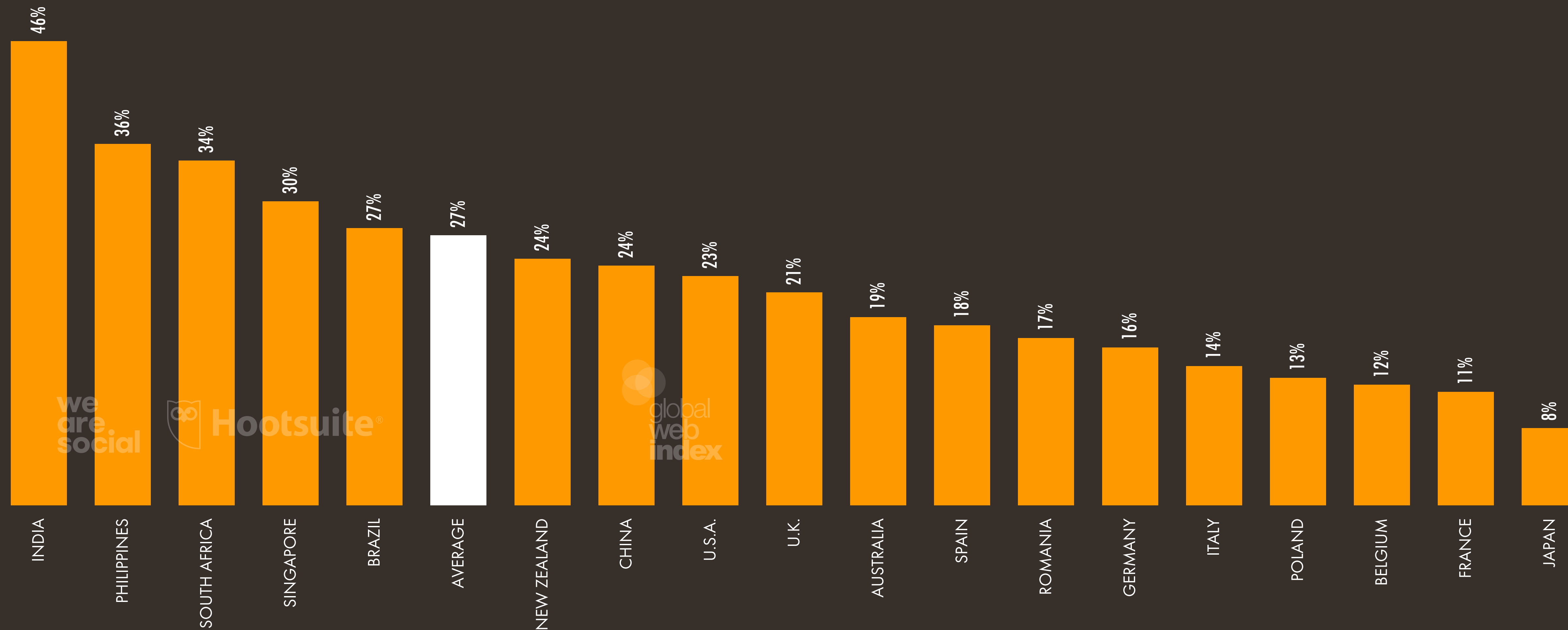
PERCENTAGE OF INTERNET USERS* WHO EXPECT TO MAKE VIDEO CALLS (E.G. FACETIME) MORE FREQUENTLY **EVEN AFTER** THE OUTBREAK ENDS



JUL
2020

COVID-19: ENDURING USE OF VIDEO CONFERENCING

PERCENTAGE OF INTERNET USERS* WHO EXPECT TO USE VIDEO CONFERENCING (E.G. ZOOM) MORE FREQUENTLY EVEN AFTER THE OUTBREAK ENDS

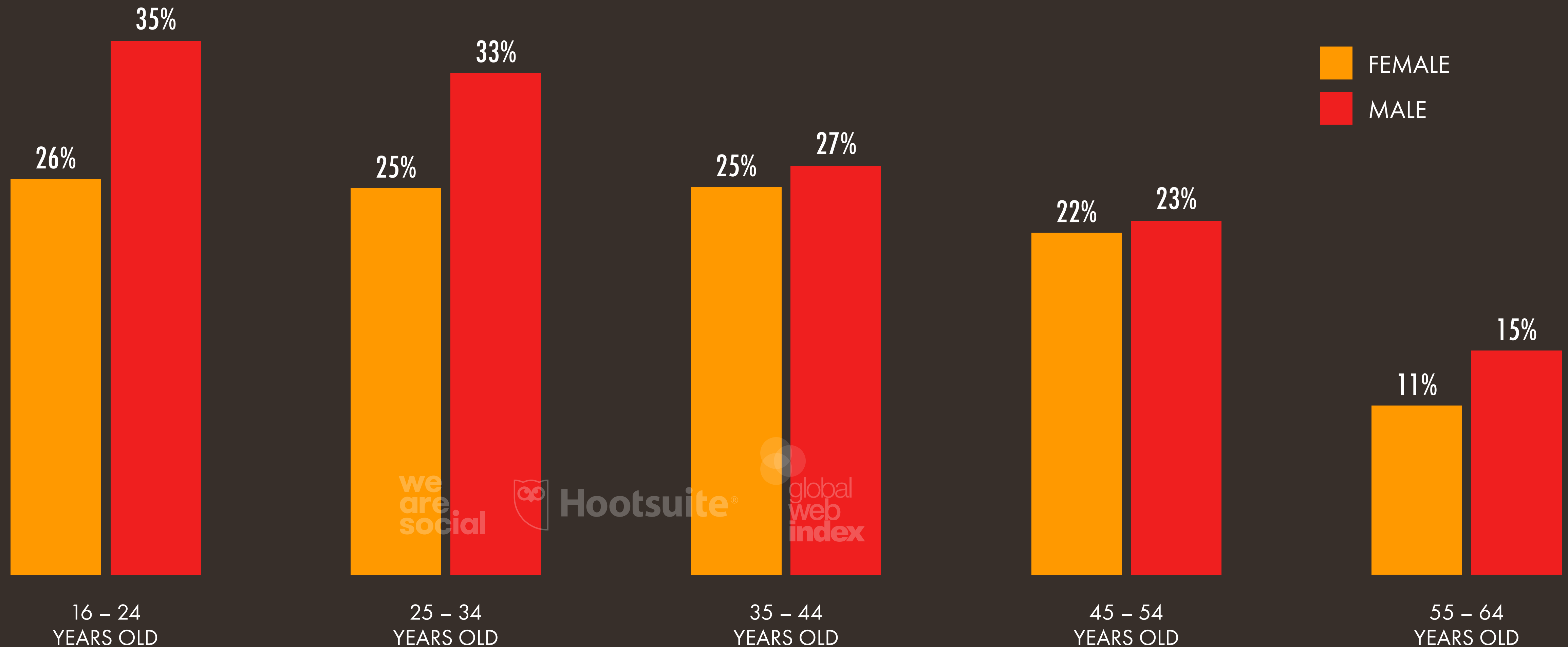


SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 5, JULY 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BELGIUM, BRAZIL, CHINA, FRANCE, GERMANY, INDIA, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, POLAND, ROMANIA, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN 29 JUNE AND 02 JULY, 2020. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

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2020

COVID-19: ENDURING USE OF VIDEO CONFERENCING

PERCENTAGE OF INTERNET USERS* WHO EXPECT TO USE VIDEO CONFERENCING (E.G. ZOOM) MORE FREQUENTLY EVEN AFTER THE OUTBREAK ENDS



JUL
2020

VIDEO CONFERENCING PLATFORMS

NUMBER OF WORLDWIDE MEETING PARTICIPANTS* FOR A SELECTION OF VIDEO CALLING AND CONFERENCING PLATFORMS

WORLDWIDE DAILY
MEETING PARTICIPANTS*:
ZOOM



we
are
social

300

MILLION / DAY

WORLDWIDE DAILY
MEETING PARTICIPANTS*:
GOOGLE MEET



KEPIOS

100

MILLION / DAY

WORLDWIDE DAILY
ACTIVE USERS*:
MICROSOFT TEAMS



owl

75

MILLION / DAY

WORLDWIDE DAILY
ACTIVE USERS*:
SKYPE



40

MILLION / DAY

WORLDWIDE MONTHLY
MEETING ATTENDEES*:
CISCO WEBEX



500

MILLION / MONTH



IN DETAIL: FACEBOOK

JUL
2020

FACEBOOK ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK

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



we
are
social

2.09
BILLION

SHARE OF POPULATION
AGED 13+ THAT MARKETERS
CAN REACH WITH
ADVERTS ON FACEBOOK



35%

QUARTER-ON-
QUARTER CHANGE
IN FACEBOOK'S
ADVERTISING REACH



+3.3%
+66 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



44%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*



56%

JUL
2020

FACEBOOK REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL FACEBOOK ADVERTISING REACH

#	COUNTRY	REACH	▲ QOQ	▲ QOQ
01	INDIA	290,000,000	+4%	+10,000,000
02	U.S.A.	190,000,000	0%	[UNCHANGED]
03	INDONESIA	140,000,000	+8%	+10,000,000
04	BRAZIL	130,000,000	+8%	+10,000,000
05	MEXICO	89,000,000	+3%	+3,000,000
06	PHILIPPINES	76,000,000	+6%	+4,000,000
07	VIETNAM	64,000,000	+2%	+1,000,000
08	THAILAND	50,000,000	+4%	+2,000,000
09	EGYPT	42,000,000	+2%	+1,000,000
10=	BANGLADESH	38,000,000	+3%	+1,000,000

#	COUNTRY	REACH	▲ QOQ	▲ QOQ
10=	PAKISTAN	38,000,000	+3%	+1,000,000
12	TURKEY	37,000,000	0%	[UNCHANGED]
13	U.K.	37,000,000	0%	[UNCHANGED]
14	COLOMBIA	35,000,000	+6%	+2,000,000
15	FRANCE	32,000,000	0%	[UNCHANGED]
16=	ARGENTINA	30,000,000	0%	[UNCHANGED]
16=	ITALY	30,000,000	0%	[UNCHANGED]
18	GERMANY	28,000,000	0%	[UNCHANGED]
19	NIGERIA	27,000,000	+4%	+1,000,000
20	MYANMAR	25,000,000	+9%	2,000,000+

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FACEBOOK ELIGIBLE AUDIENCE REACH RATE RANKING

COUNTRIES AND TERRITORIES* WITH THE HIGHEST LEVELS OF POTENTIAL FACEBOOK ADVERTISING REACH COMPARED TO POPULATION AGED 13+

#	COUNTRY	% 13+	REACH	▲ QOQ
01	LIBYA	100%*	5,200,000	+2%
02	QATAR	99%*	2,500,000	+4%
03	MALTA	98%*	380,000	+3%
04	SAMOA	98%*	130,000	+8%
05	ARUBA	98%*	89,000	+1%
06	MONGOLIA	97%*	2,300,000	+5%
07	ECUADOR	97%*	13,000,000	+8%
08	U.A.E.	97%*	8,300,000	+1%
09	PHILIPPINES	94%	76,000,000	+6%
10	TONGA	94%	69,000	+3%

#	COUNTRY	% 13+	REACH	▲ QOQ
11	PERU	93%	24,000,000	+4%
12	ICELAND	92%	260,000	+4%
13	BRUNEI	91%	320,000	+3%
14	CAYMAN ISLANDS	90%	50,000	0%
15	GUAM	90%	120,000	+9%
16	MALAYSIA	89%	23,000,000	+5%
17	MEXICO	89%	89,000,000	+3%
18	GREENLAND	88%	41,000	0%
19	SEYCHELLES	87%	68,000	+1%
20	CURAÇAO	87%	120,000	+9%



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FACEBOOK AUDIENCE: LARGEST INCREASES

COUNTRIES AND TERRITORIES* WITH THE GREATEST QUARTER-ON-QUARTER INCREASES IN POTENTIAL FACEBOOK ADVERTISING REACH

COUNTRIES AND TERRITORIES WITH THE GREATEST **ABSOLUTE** INCREASES

#	ABSOLUTE INCREASE	▲ USERS	▲ %
01	BRAZIL	+10,000,000	+8%
02	INDONESIA	+10,000,000	+8%
03	INDIA	+10,000,000	+4%
04	THE PHILIPPINES	+4,000,000	+6%
05	MEXICO	+3,000,000	+3%
06	MYANMAR	+2,000,000	+9%
07	COLOMBIA	+2,000,000	+6%
08	THAILAND	+2,000,000	+4%
09	NEPAL	+1,000,000	+10%
10	VENEZUELA	+1,000,000	+9%

COUNTRIES AND TERRITORIES WITH THE GREATEST **RELATIVE** INCREASES

#	RELATIVE INCREASE	▲ %	▲ USERS
01	BENIN	+20%	+200,000
02	RWANDA	+19%	+100,000
03	ZIMBABWE	+18%	+170,000
04	CHAD	+18%	+70,000
05	TURKMENISTAN	+17%	+2,000
06	ESWATINI	+16%	+40,000
07	MALAWI	+15%	+70,000
08	TAJIKISTAN	+14%	+40,000
09	YEMEN	+13%	+300,000
10	BURUNDI	+13%	+70,000

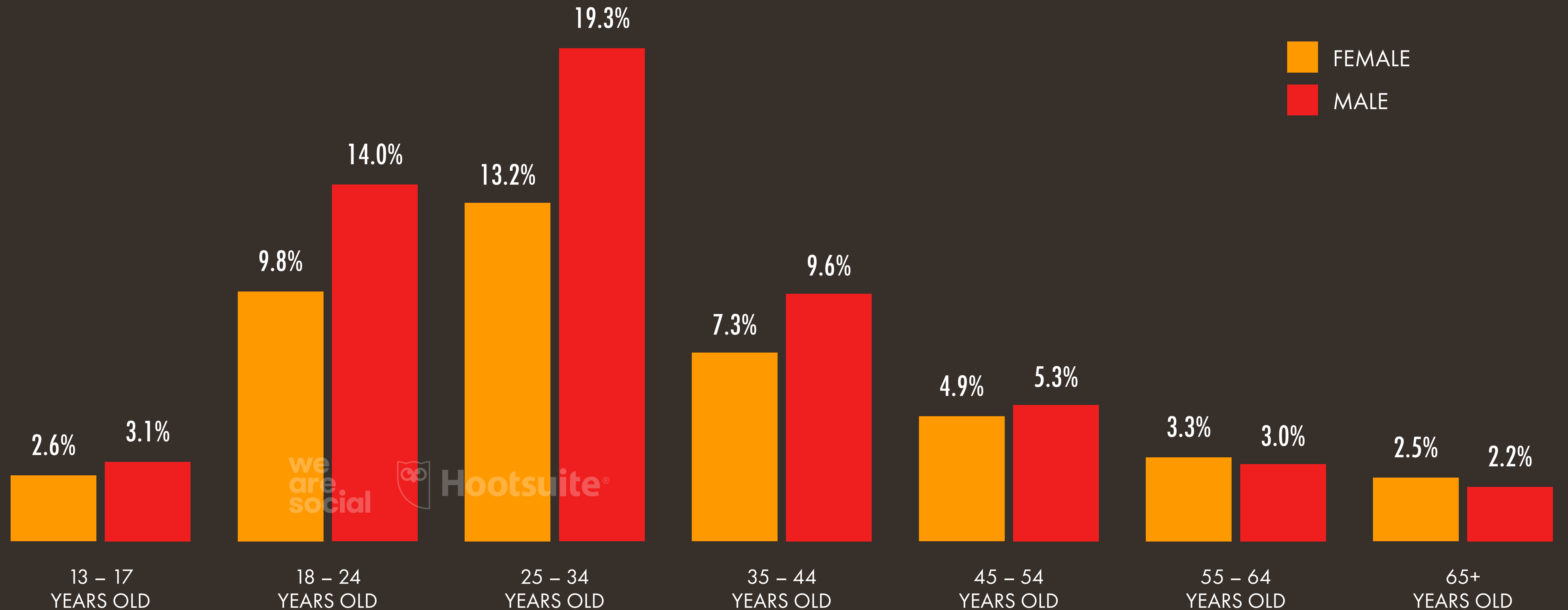
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PROFILE OF FACEBOOK'S ADVERTISING AUDIENCE

SHARE OF FACEBOOK'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



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DETAIL OF FACEBOOK'S ADVERTISING AUDIENCE

SHARE OF FACEBOOK'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13-17	119,000,000	54,000,000	2.6%	65,000,000	3.1%
18-24	496,000,000	204,000,000	9.8%	292,000,000	14.0%
25-34	679,000,000	276,000,000	13.2%	403,000,000	19.3%
35-44	354,000,000	153,000,000	7.3%	201,000,000	9.6%
45-54	213,000,000	102,000,000	4.9%	111,000,000	5.3%
55-64	131,000,000	69,000,000	3.3%	62,000,000	3.0%
65+	97,000,000	52,000,000	2.5%	45,000,000	2.2%
TOTAL	2,091,000,000	911,000,000	43.6%	1,180,000,000	56.4%

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FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA ANY
KIND OF MOBILE PHONE



98.3%



PERCENTAGE OF FACEBOOK
USERS WHO ONLY ACCESS VIA A
LAPTOP OR DESKTOP COMPUTER



1.7%



PERCENTAGE OF FACEBOOK
USERS WHO ACCESS VIA BOTH
PHONES AND COMPUTERS



19.1%



PERCENTAGE OF FACEBOOK
USERS WHO ONLY ACCESS
VIA A MOBILE PHONE



79.2%

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SHARE OF FACEBOOK ACCESS BY MOBILE OS

PERCENTAGE OF FACEBOOK'S MOBILE AUDIENCE BY MOBILE OPERATING SYSTEM

PERCENTAGE OF MOBILE
FACEBOOK USERS ACCESSING
VIA APPS ON ANDROID DEVICES



80.2%

PERCENTAGE OF MOBILE
FACEBOOK USERS ACCESSING
VIA APPS ON IOS DEVICES



14.1%

PERCENTAGE OF MOBILE FACEBOOK
USERS ACCESSING VIA OTHER OPERATING
SYSTEMS OR MOBILE WEB BROWSERS*



5.7%

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FACEBOOK ACTIVITY FREQUENCY

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

NUMBER OF
FACEBOOK PAGES
LIKED (LIFETIME)



KEPIOS

1

FEMALE: MALE:

1

1

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



we are social

12

FEMALE: MALE:

13

11

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



we are social

6

FEMALE: MALE:

7

5

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



we are social

1

FEMALE: MALE:

2

1

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



13

FEMALE: MALE:

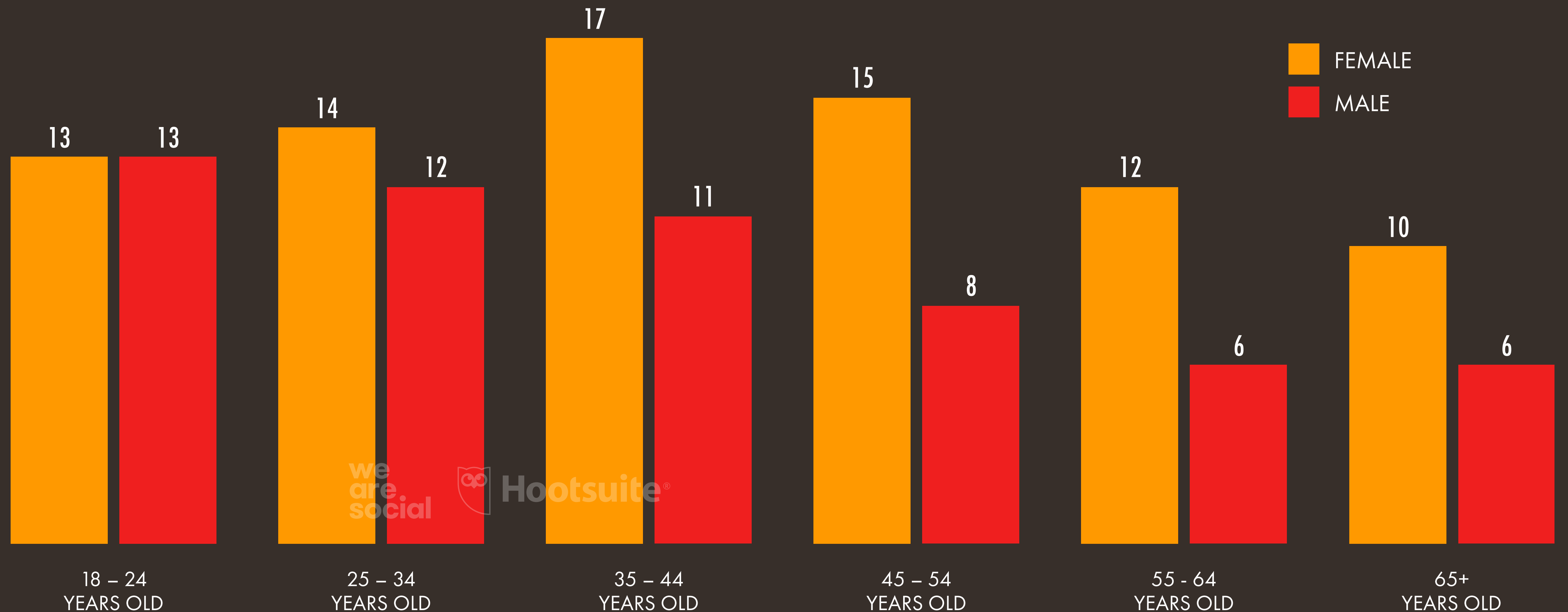
15

10

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2020

FACEBOOK MONTHLY POST LIKES BY AGE AND GENDER

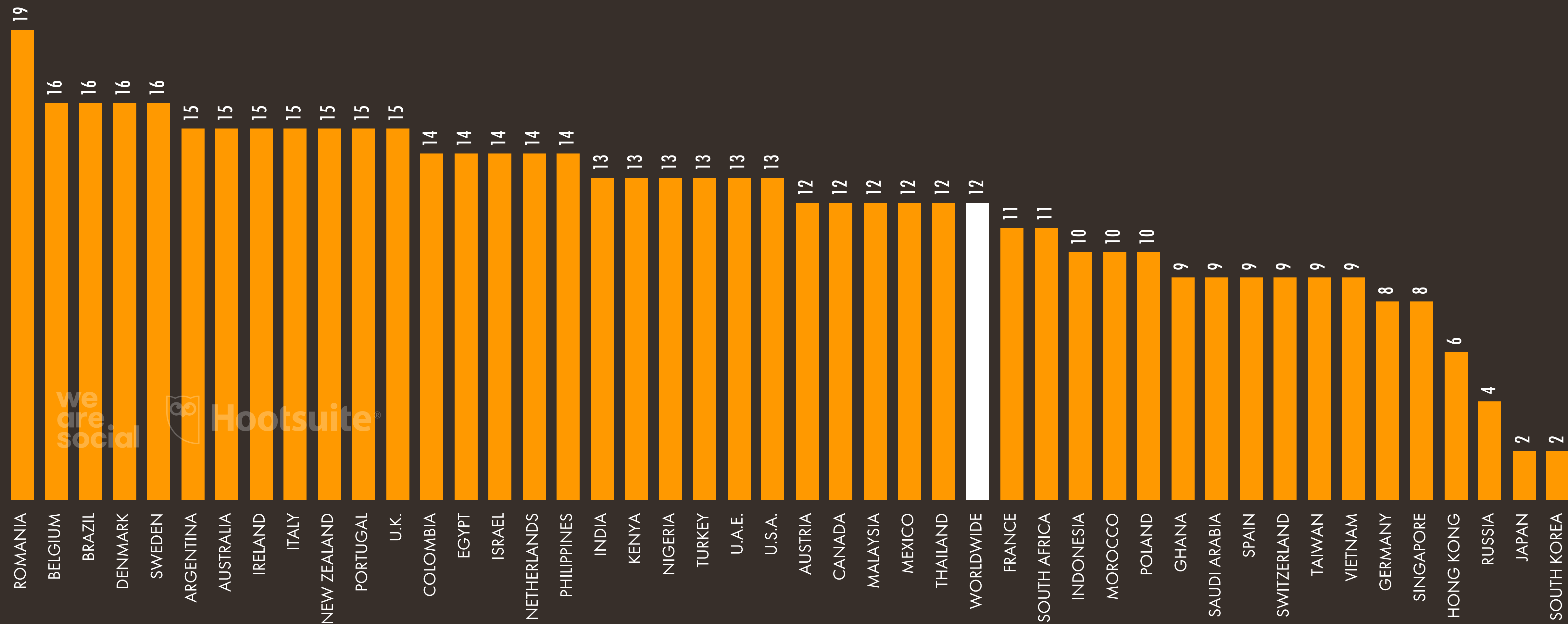
MEDIAN NUMBER OF TIMES EACH MONTH THAT TYPICAL GLOBAL FACEBOOK USERS* LIKE A POST ON FACEBOOK



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FACEBOOK MONTHLY POST LIKES BY GEOGRAPHY

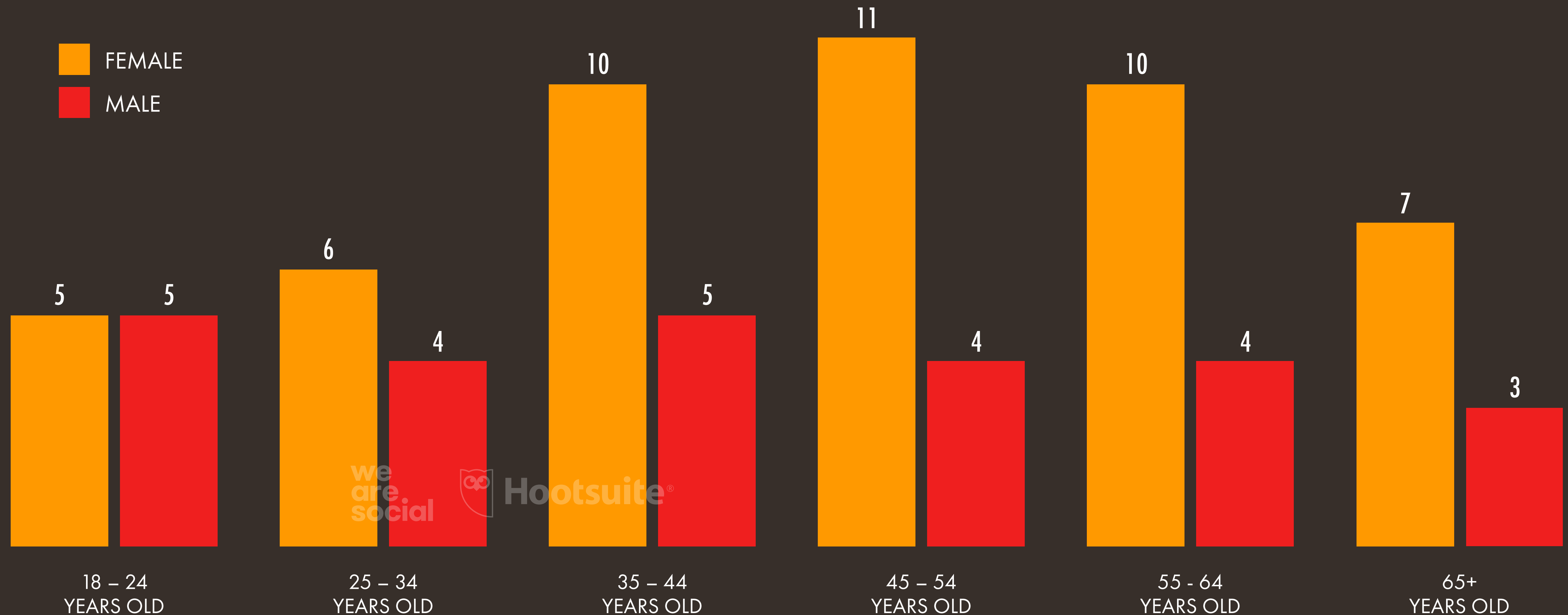
MEDIAN NUMBER OF TIMES EACH MONTH THAT THE TYPICAL FACEBOOK USER AGED 18+* LIKES A POST ON FACEBOOK



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FACEBOOK MONTHLY COMMENTS BY AGE AND GENDER

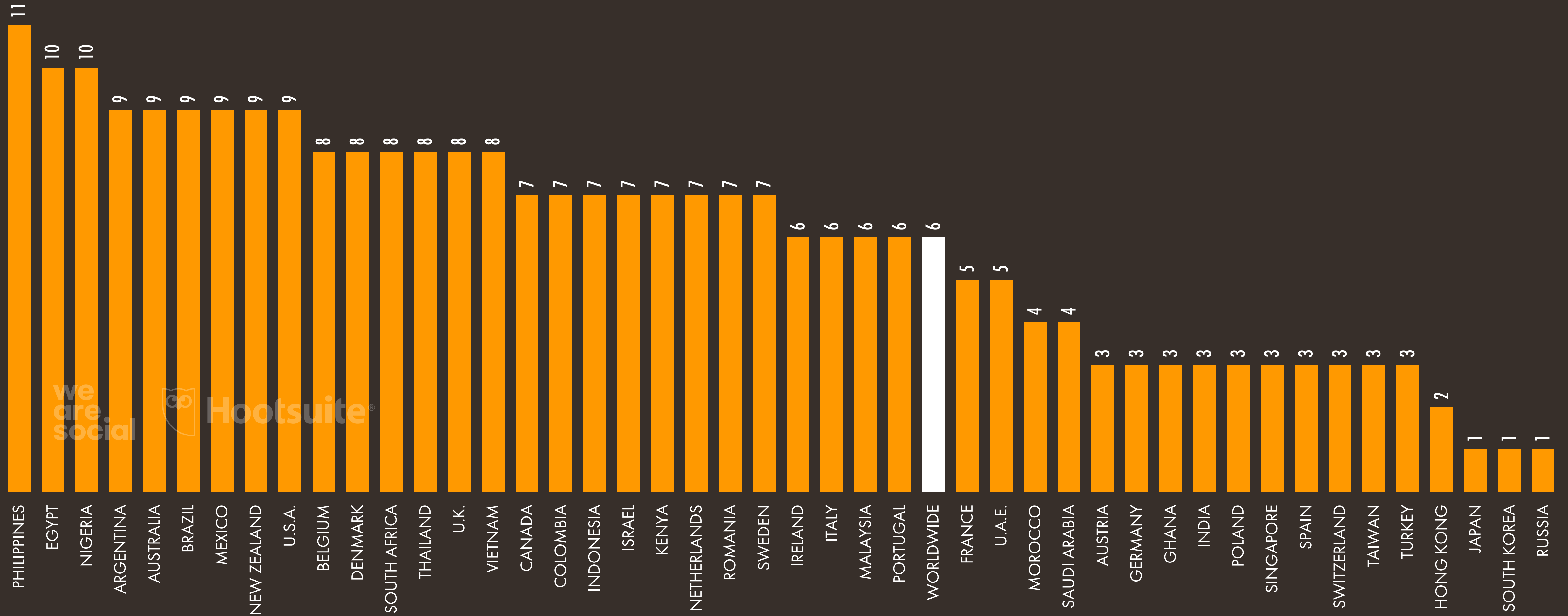
MEDIAN NUMBER OF TIMES EACH MONTH THAT TYPICAL GLOBAL FACEBOOK USERS* COMMENT ON A FACEBOOK POST



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2020

FACEBOOK MONTHLY COMMENTS BY GEOGRAPHY

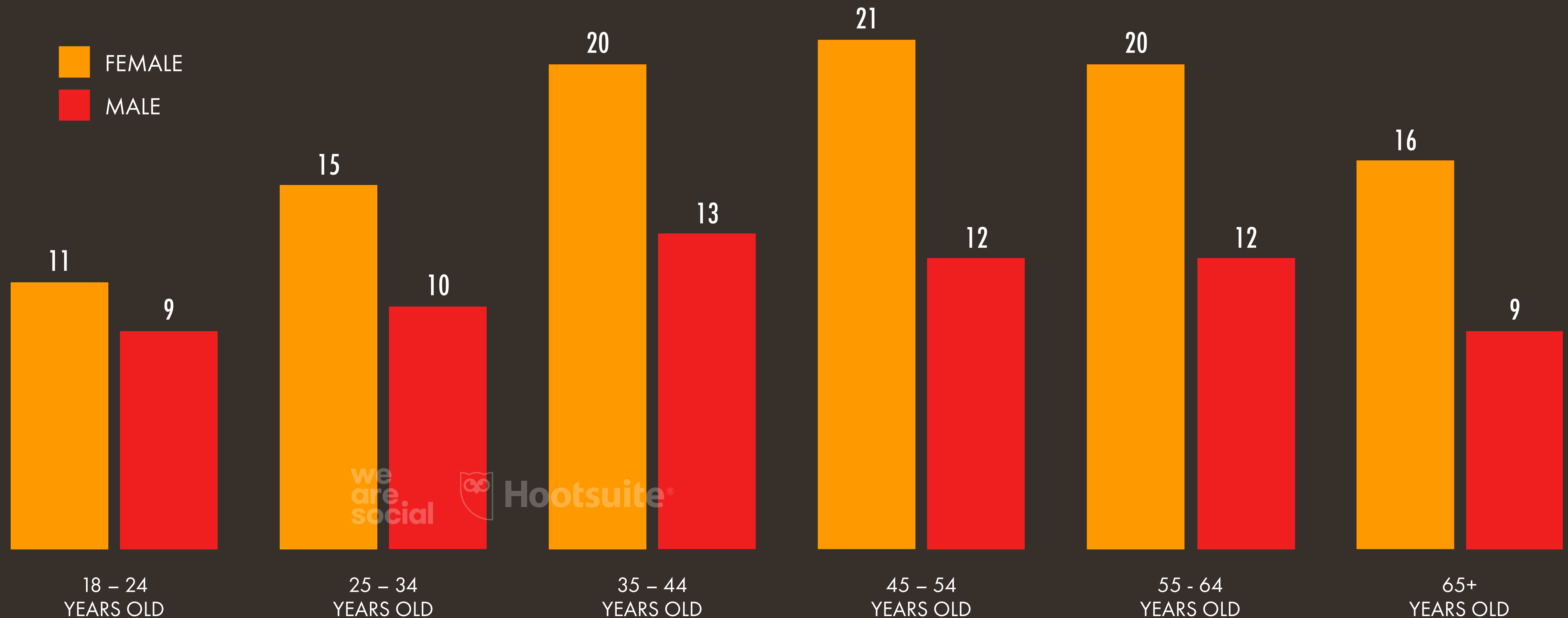
MEDIAN NUMBER OF TIMES EACH MONTH THAT THE TYPICAL FACEBOOK USER AGED 18+* COMMENTS ON A FACEBOOK POST



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2020

FACEBOOK MONTHLY AD CLICKS BY AGE AND GENDER

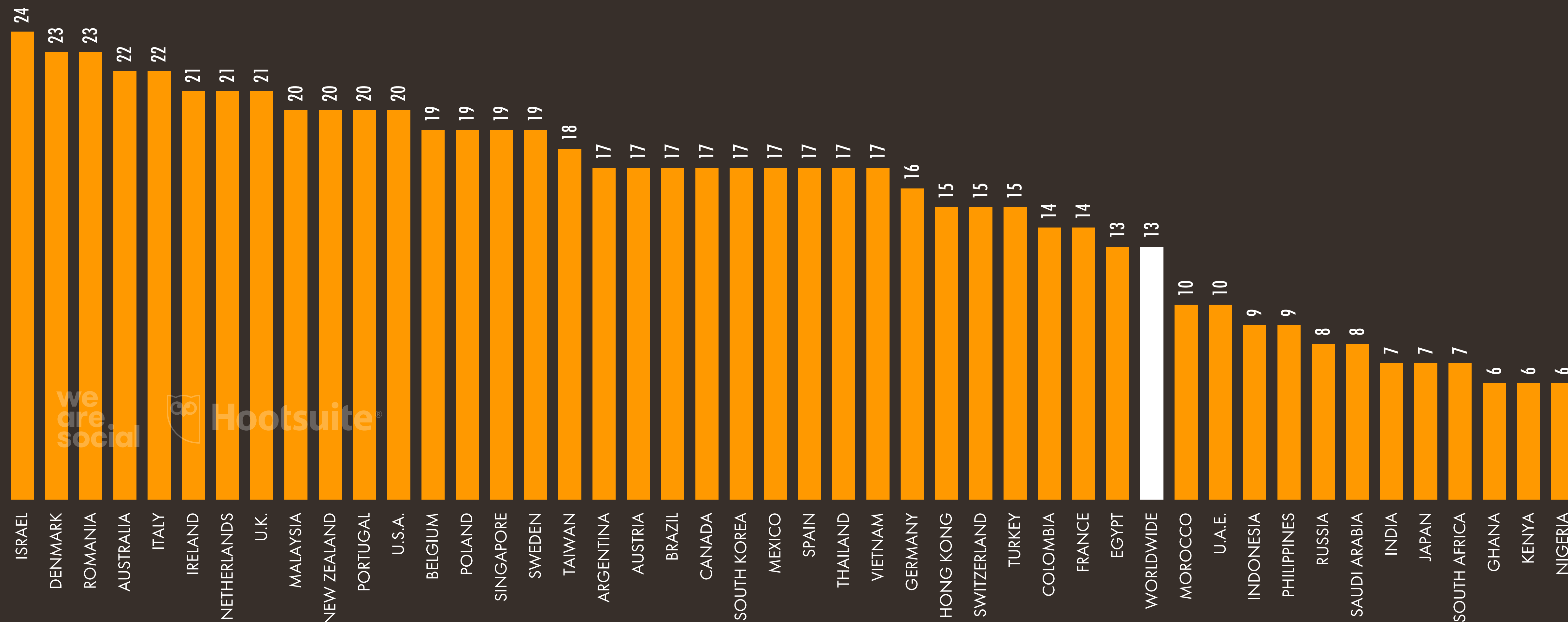
MEDIAN NUMBER OF TIMES EACH MONTH THAT TYPICAL GLOBAL FACEBOOK USERS* CLICK ON A FACEBOOK AD*



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2020

FACEBOOK MONTHLY AD CLICKS BY GEOGRAPHY

MEDIAN NUMBER OF TIMES EACH MONTH THAT THE TYPICAL FACEBOOK USER AGED 18+* CLICKS ON A FACEBOOK AD*



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2020

SHARE OF FACEBOOK PAGE POSTS BY POST TYPE

EACH POST TYPE'S SHARE OF THE TOTAL NUMBER OF POSTS MADE BY **FACEBOOK** PAGES

AVERAGE NUMBER OF
PAGE POSTS PER DAY



1.06

PHOTO POSTS' SHARE
OF TOTAL PAGE POSTS



50.6%

VIDEO POSTS' SHARE
OF TOTAL PAGE POSTS



20.6%

LINK POSTS' SHARE
OF TOTAL PAGE POSTS



25.9%

STATUS POSTS' SHARE
OF TOTAL PAGE POSTS



2.8%

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FACEBOOK POST ENGAGEMENT BENCHMARKS

THE NUMBER OF **FACEBOOK PAGE** POST ENGAGEMENTS (REACTIONS, COMMENTS, AND SHARES) COMPARED TO THE **TOTAL NUMBER OF PAGE FANS**

⚠️ DUE TO CHANGES IN FACEBOOK'S POLICIES, THE DATA ON THIS CHART USE A DIFFERENT METHODOLOGY AND DIFFERENT SOURCE DATA COMPARED TO OUR PREVIOUS REPORTS

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: **ALL POST TYPES**



0.21%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: **PHOTO POSTS**



0.25%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: **VIDEO POSTS**



0.26%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: **LINK POSTS**



0.10%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: **STATUS POSTS**



0.21%

JUL
2020

FACEBOOK POST ENGAGEMENT RATE BY PAGE SIZE

COMPARING THE AVERAGE **FACEBOOK PAGE** POST ENGAGEMENT RATE ACROSS PAGES WITH DIFFERENT NUMBERS OF FANS

AVERAGE FACEBOOK PAGE POST
ENGAGEMENT RATE*: PAGES
WITH FEWER THAN 10,000 FANS



0.67%

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are
social

AVERAGE FACEBOOK PAGE POST
ENGAGEMENT RATE*: PAGES
WITH 10,000 – 100,000 FANS



0.33%



AVERAGE FACEBOOK PAGE POST
ENGAGEMENT RATE*: PAGES
WITH MORE THAN 100,000 FANS



0.14%





IN DETAIL: INSTAGRAM

JUL
2020

INSTAGRAM ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM

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



1.08
BILLION

SHARE OF POPULATION
AGED 13+ THAT MARKETERS
CAN REACH WITH
ADVERTS ON INSTAGRAM



18%

QUARTER-ON-
QUARTER CHANGE
IN INSTAGRAM'S
ADVERTISING REACH



+11%
+111 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



51%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*



49%

JUL
2020

INSTAGRAM REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL INSTAGRAM ADVERTISING REACH

#	COUNTRY	REACH	▲ QOQ	▲ QOQ
01	U.S.A.	130,000,000	+8%	+10,000,000
02	INDIA	100,000,000	+14%	+12,000,000
03	BRAZIL	91,000,000	+11%	+9,000,000
04	INDONESIA	73,000,000	+14%	+9,000,000
05	RUSSIA	51,000,000	+11%	+5,000,000
06	TURKEY	42,000,000	+8%	+3,000,000
07	JAPAN	35,000,000	+13%	+4,000,000
08	MEXICO	29,000,000	+12%	+3,000,000
09	U.K.	27,000,000	+8%	+2,000,000
10	GERMANY	25,000,000	+14%	+3,000,000

#	COUNTRY	REACH	▲ QOQ	▲ QOQ
11	ITALY	23,000,000	+10%	+2,000,000
12	FRANCE	21,000,000	+11%	+2,000,000
13=	ARGENTINA	19,000,000	+6%	+1,000,000
13=	SPAIN	19,000,000	+12%	+2,000,000
15	SOUTH KOREA	15,000,000	+15%	+2,000,000
16=	CANADA	14,000,000	+8%	+1,000,000
16=	COLOMBIA	14,000,000	+17%	+2,000,000
16=	SAUDI ARABIA	14,000,000	+8%	+1,000,000
16=	THAILAND	14,000,000	+8%	+1,000,000
20	EGYPT	13,000,000	+18%	+2,000,000

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INSTAGRAM ELIGIBLE AUDIENCE REACH RATE RANKING

COUNTRIES AND TERRITORIES* WITH THE HIGHEST LEVELS OF POTENTIAL INSTAGRAM ADVERTISING REACH COMPARED TO POPULATION AGED 13+

#	COUNTRY	% 13+	REACH	▲ QOQ
01	BRUNEI	68%	240,000	+9%
02	KAZAKHSTAN	68%	9,400,000	+8%
03	CAYMAN ISLANDS	65%	36,000	+9%
04	KUWAIT	64%	2,200,000	+10%
05	ICELAND	63%	180,000	+6%
06	TURKEY	63%	42,000,000	+8%
07	SWEDEN	62%	5,300,000	+8%
08	CYPRUS	61%	630,000	+5%
09	GUAM	61%	81,000	+13%
10	CHILE	58%	9,200,000	+8%

#	COUNTRY	% 13+	REACH	▲ QOQ
11	BAHRAIN	58%	820,000	+11%
12	PANAMA	57%	1,900,000	+12%
13	ANDORRA	57%	39,000	+5%
14	NORWAY	56%	2,600,000	+13%
15	ARUBA	56%	51,000	+9%
16	URUGUAY	56%	1,600,000	+14%
17	MONTENEGRO	55%	290,000	+7%
18	BERMUDA	54%	29,000	+16%
19	ISRAEL	54%	3,500,000	+9%
20	ARGENTINA	53%	19,000,000	+6%



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INSTAGRAM AUDIENCE: LARGEST INCREASES

COUNTRIES AND TERRITORIES* WITH THE GREATEST QUARTER-ON-QUARTER INCREASES IN POTENTIAL INSTAGRAM ADVERTISING REACH

COUNTRIES AND TERRITORIES WITH THE GREATEST **ABSOLUTE** INCREASES*

#	ABSOLUTE INCREASE	▲ USERS	▲ %
01	INDIA	+12,000,000	+14%
02	U.S.A.	+10,000,000	+8%
03	INDONESIA	+9,000,000	+14%
04	BRAZIL	+9,000,000	+11%
05	RUSSIA	+5,000,000	+11%
06	JAPAN	+4,000,000	+13%
07	GERMANY	+3,000,000	+14%
08	MEXICO	+3,000,000	+12%
09	TURKEY	+3,000,000	+8%
10	EGYPT	+2,000,000	+18%

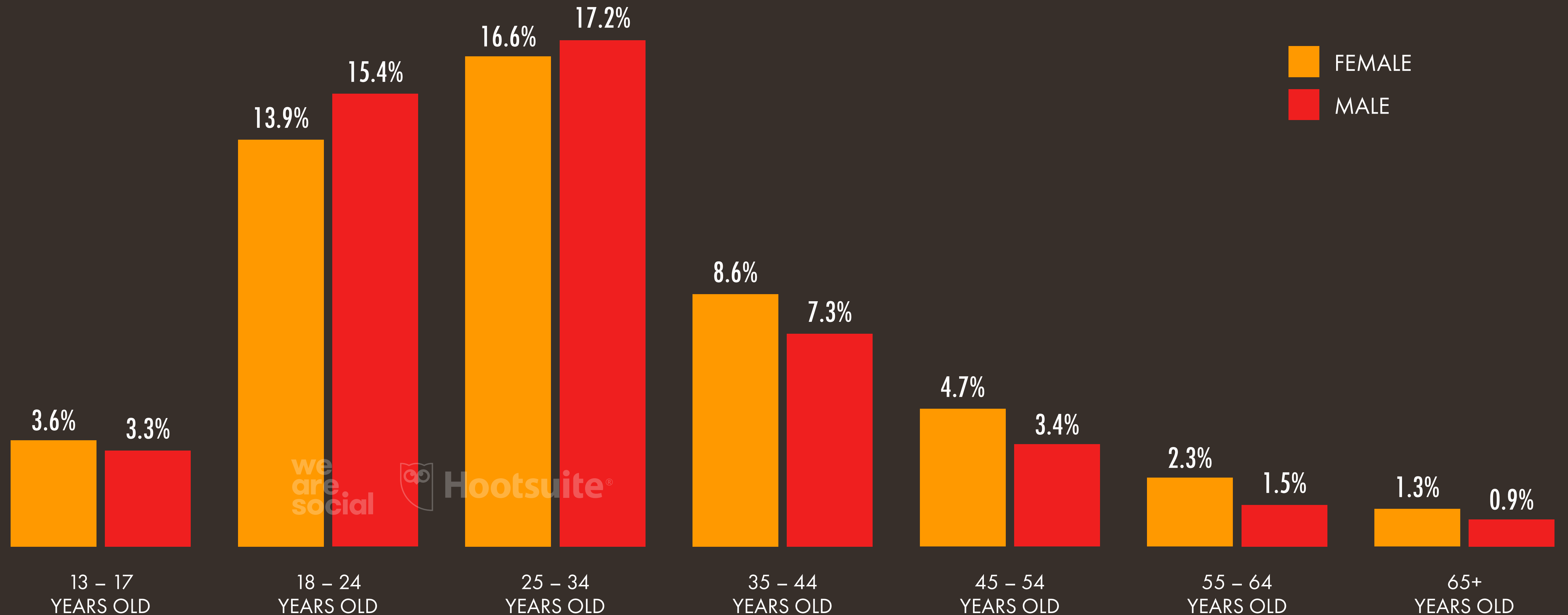
COUNTRIES AND TERRITORIES WITH THE GREATEST **RELATIVE** INCREASES

#	RELATIVE INCREASE	▲ %	▲ USERS
01	CHAD	+61%	+19,000
02	SOUTH SUDAN	+50%	+10,000
03	TOGO	+46%	+38,000
04	BURKINA FASO	+41%	+41,000
05	MADAGASCAR	+41%	+22,000
06	THE GAMBIA	+40%	+27,000
07	ETHIOPIA	+39%	+130,000
08	SIERRA LEONE	+39%	+22,000
09	EQUATORIAL GUINEA	+38%	+10,000
10	GUINEA-BISSAU	+38%	+6,000

JUL
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PROFILE OF INSTAGRAM'S ADVERTISING AUDIENCE

SHARE OF INSTAGRAM'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



JUL
2020

DETAIL OF INSTAGRAM'S ADVERTISING AUDIENCE

SHARE OF INSTAGRAM'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13-17	74,000,000	39,000,000	3.6%	35,000,000	3.3%
18-24	317,000,000	150,000,000	13.9%	167,000,000	15.4%
25-34	366,000,000	180,000,000	16.6%	186,000,000	17.2%
35-44	172,000,000	93,000,000	8.6%	79,000,000	7.3%
45-54	88,000,000	51,000,000	4.7%	37,000,000	3.4%
55-64	41,000,000	25,000,000	2.3%	16,000,000	1.5%
65+	24,000,000	14,000,000	1.3%	10,000,000	0.9%
TOTAL	1,082,000,000	552,000,000	51.0%	530,000,000	49.0%



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INSTAGRAM BUSINESS ACCOUNT BENCHMARKS

AVERAGE ACCOUNT GROWTH AND PUBLISHING BENCHMARKS FOR **INSTAGRAM BUSINESS ACCOUNTS**

AVERAGE MONTHLY
GROWTH IN
ACCOUNT FOLLOWERS



locowise

+1.39%

AVERAGE NUMBER
OF MAIN FEED
POSTS PER DAY



we
are
social

1.26

PHOTO POSTS AS
A PERCENTAGE OF
ALL MAIN FEED POSTS



locowise

62.7%

VIDEO POSTS AS
A PERCENTAGE OF
ALL MAIN FEED POSTS



we
are
social

23.6%

CAROUSEL POSTS AS
A PERCENTAGE OF
ALL MAIN FEED POSTS



13.6%

JUL
2020

INSTAGRAM ENGAGEMENT BENCHMARKS

AVERAGE ENGAGEMENT RATES* FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS

AVERAGE
ENGAGEMENT RATE
FOR ALL POST TYPES



0.65%

AVERAGE
ENGAGEMENT RATE
FOR PHOTO POSTS



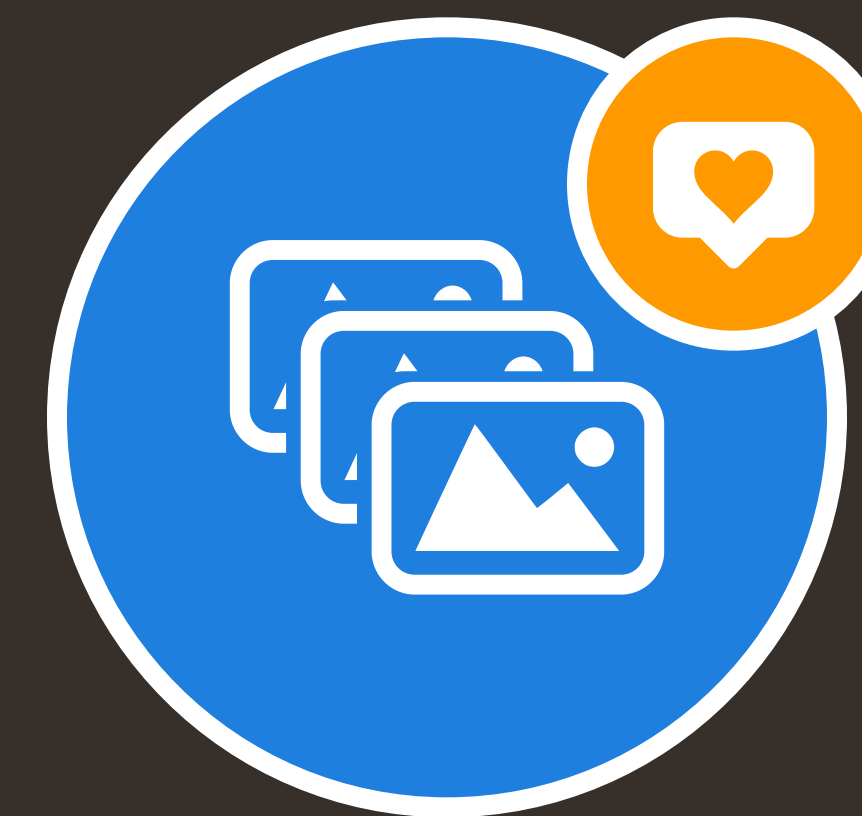
0.59%

AVERAGE
ENGAGEMENT RATE
FOR VIDEO POSTS



0.82%

AVERAGE
ENGAGEMENT RATE
FOR CAROUSEL POSTS



0.63%

JUL
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INSTAGRAM ENGAGEMENT RATES BY FOLLOWERS

COMPARING THE AVERAGE ENGAGEMENT RATE OF INSTAGRAM POSTS PUBLISHED BY BUSINESS ACCOUNTS WITH DIFFERENT NUMBERS OF FOLLOWERS

AVERAGE INSTAGRAM ENGAGEMENT RATE*: BUSINESS ACCOUNTS WITH FEWER THAN 10,000 FOLLOWERS



1.06%

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AVERAGE INSTAGRAM ENGAGEMENT RATE*: BUSINESS ACCOUNTS WITH 10,000 – 100,000 FOLLOWERS



0.69%



AVERAGE INSTAGRAM ENGAGEMENT RATE*: BUSINESS ACCOUNTS WITH MORE THAN 100,000 FOLLOWERS



0.56%



IN DETAIL: LINKEDIN

JUL
2020

LINKEDIN ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN

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



702
MILLION

SHARE OF POPULATION
AGED 18+ THAT MARKETERS
CAN REACH WITH
ADVERTS ON LINKEDIN



13%

QUARTER-ON-
QUARTER CHANGE
IN LINKEDIN'S
ADVERTISING REACH



+3.8%
+26 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS FEMALE*



43%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS MALE*



57%

JUL
2020

LINKEDIN REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL LINKEDIN ADVERTISING REACH

#	COUNTRY	REACH	▲ QOQ	▲ QOQ
01	U.S.A.	170,000,000	+6%	+10,000,000
02	INDIA	68,000,000	+5%	+3,000,000
03	CHINA	50,000,000	0%	[UNCHANGED]
04	BRAZIL	43,000,000	+5%	+2,000,000
05	U.K.	29,000,000	+4%	+1,000,000
06	FRANCE	20,000,000	0%	[UNCHANGED]
07	CANADA	17,000,000	0%	[UNCHANGED]
08	INDONESIA	16,000,000	+7%	+1,000,000
09	MEXICO	15,000,000	+7%	+1,000,000
10	ITALY	14,000,000	0%	[UNCHANGED]

#	COUNTRY	REACH	▲ QOQ	▲ QOQ
11	SPAIN	13,000,000	0%	[UNCHANGED]
12	AUSTRALIA	11,000,000	0%	[UNCHANGED]
13	GERMANY	11,000,000	+10%	+1,000,000
14	TURKEY	9,200,000	+3%	+300,000
15	PHILIPPINES	8,900,000	+3%	+300,000
16	NETHERLANDS	8,800,000	+1%	+100,000
17	COLOMBIA	8,600,000	+6%	+500,000
18	ARGENTINA	8,000,000	+3%	+200,000
19	SOUTH AFRICA	8,000,000	+3%	+200,000
20	RUSSIA	6,900,000	0%	[UNCHANGED]

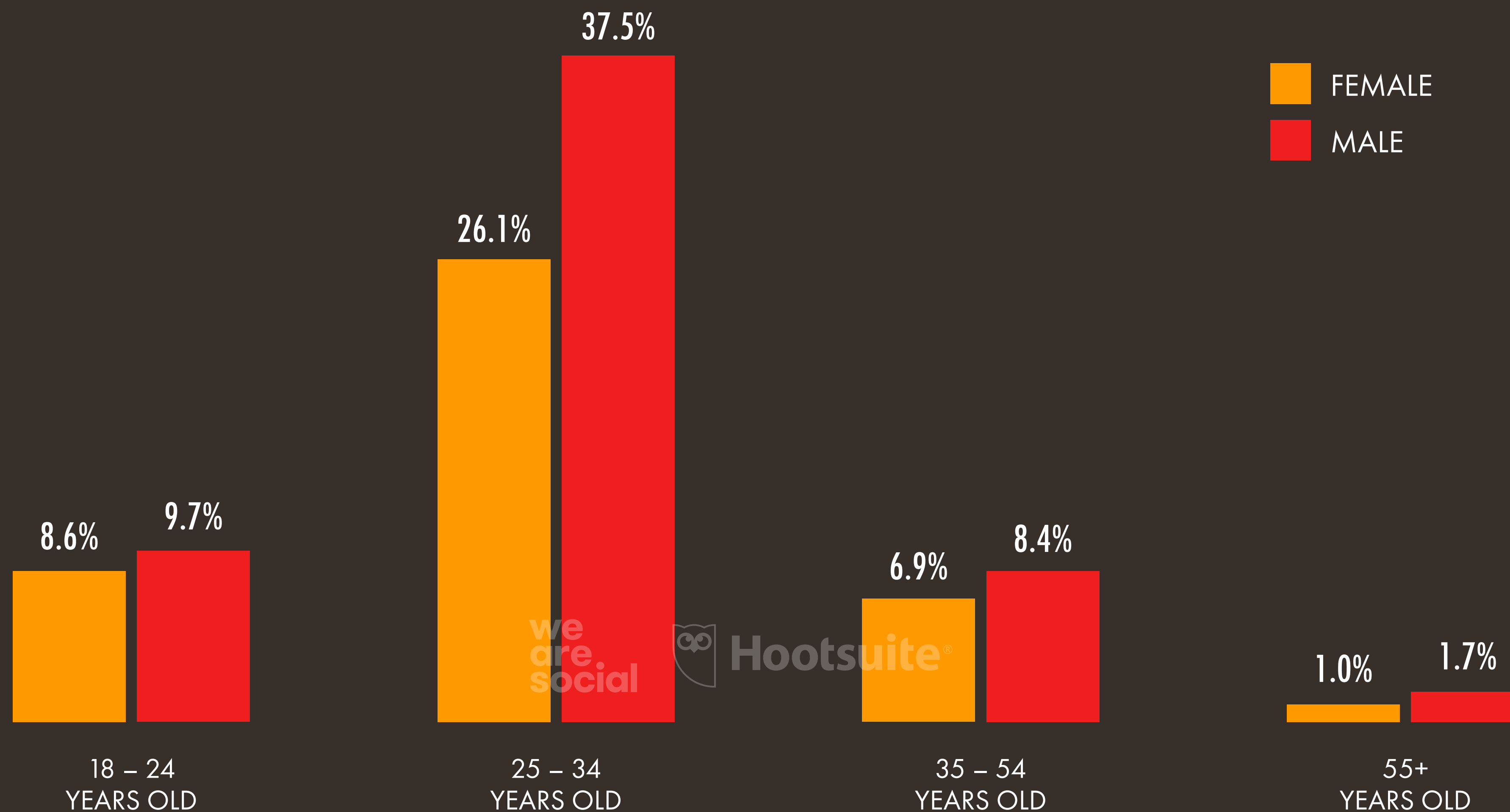
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PROFILE OF LINKEDIN'S ADVERTISING AUDIENCE

SHARE OF LINKEDIN'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*





IN DETAIL: SNAPCHAT

JUL
2020

SNAPCHAT ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON SNAPCHAT

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



397
MILLION

SHARE OF POPULATION
AGED 13+ THAT MARKETERS
CAN REACH WITH
ADVERTS ON SNAPCHAT



6.6%

QUARTER-ON-
QUARTER CHANGE
IN SNAPCHAT'S
ADVERTISING REACH



-0.2%
-660 THOUSAND

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS FEMALE*



61%

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS MALE*



38%

JUL
2020

SNAPCHAT REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL SNAPCHAT ADVERTISING REACH

#	COUNTRY	REACH	▲ QOQ	▲ QOQ
01	U.S.A.	101,400,000	-1%	-1,350,000
02	INDIA	33,800,000	+20%	+5,600,000
03	FRANCE	20,650,000	-3%	-700,000
04	U.K.	17,650,000	-5%	-900,000
05	SAUDI ARABIA	17,350,000	+3%	+500,000
06	MEXICO	15,200,000	-5%	-850,000
07	GERMANY	12,550,000	+7%	+800,000
08	BRAZIL	12,350,000	-5%	-700,000
09	CANADA	9,400,000	-2%	-200,000
10	PHILIPPINES	9,000,000	+9%	+750,000

#	COUNTRY	REACH	▲ QOQ	▲ QOQ
11	TURKEY	8,950,000	+1%	+100,000
12	IRAQ	8,700,000	+14%	+1,050,000
13	EGYPT	7,750,000	+8%	+600,000
14	RUSSIA	7,550,000	-13%	-1,150,000
15	AUSTRALIA	6,750,000	-1%	-100,000
16	INDONESIA	6,400,000	+25%	+1,300,000
17	PAKISTAN	6,300,000	+17%	+900,000
18	COLOMBIA	5,200,000	+2%	+100,000
19	NETHERLANDS	4,900,000	-29%	-2,050,000
20	MOROCCO	4,400,000	+7%	+300,000

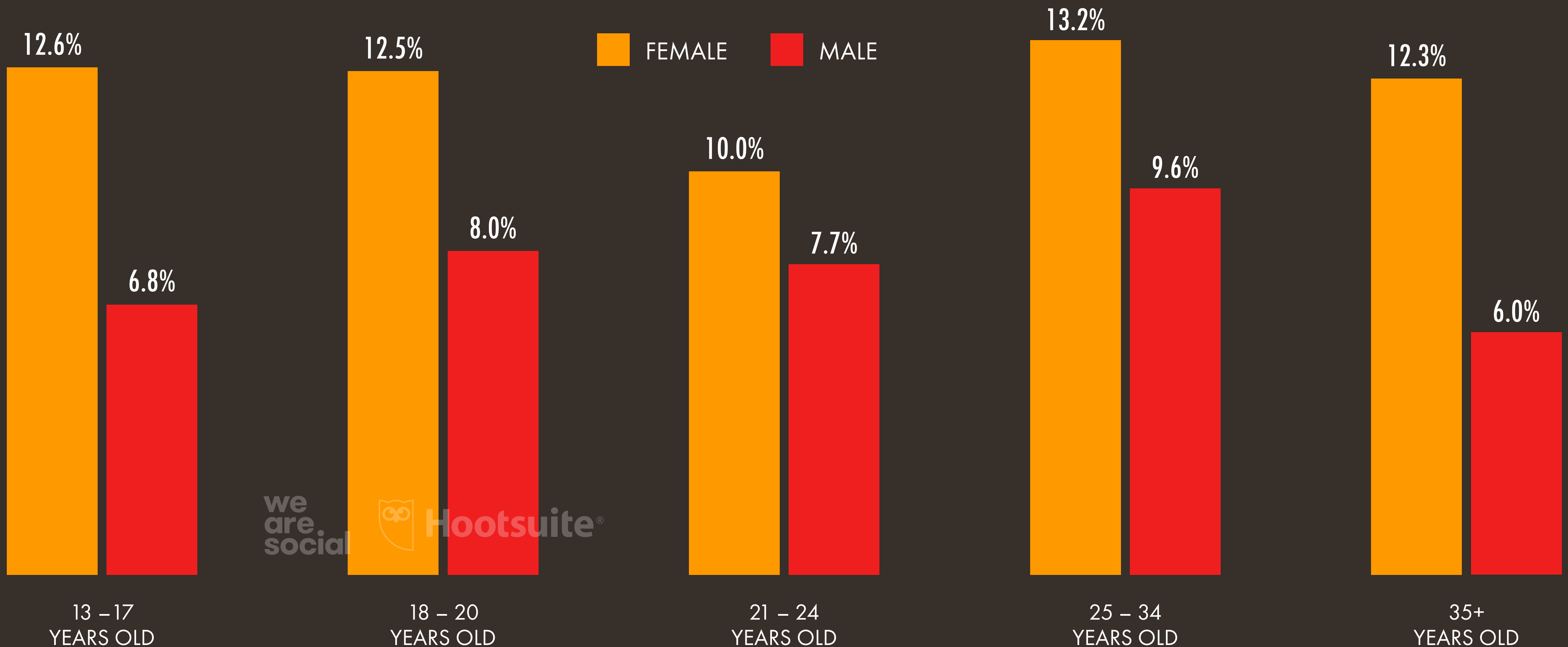


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JUL
2020

PROFILE OF SNAPCHAT'S ADVERTISING AUDIENCE

SHARE OF SNAPCHAT'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



JUL
2020

DETAIL OF SNAPCHAT'S ADVERTISING AUDIENCE

SHARE OF SNAPCHAT'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13-17	77,800,000	50,100,000	12.6%	26,800,000	6.8%
18-20	82,800,000	49,600,000	12.5%	31,900,000	8.0%
21-24	70,800,000	39,700,000	10.0%	30,500,000	7.7%
25-34	91,800,000	52,600,000	13.2%	38,000,000	9.6%
35+	73,800,000	48,900,000	12.3%	23,800,000	6.0%
TOTAL	397,000,000	240,900,000	60.7%	151,000,000	38.0%

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IN DETAIL: TWITTER

JUL
2020

TWITTER ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER

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



KEPIOS

326
MILLION

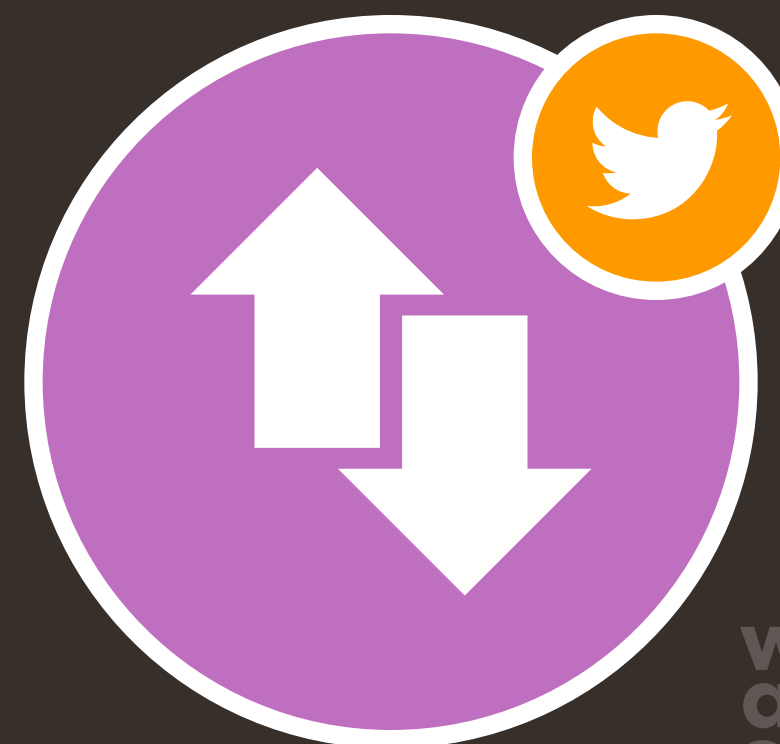
SHARE OF POPULATION
AGED 13+ THAT MARKETERS
CAN REACH WITH
ADVERTS ON TWITTER



we are social

5.4%

QUARTER-ON-
QUARTER CHANGE
IN TWITTER'S
ADVERTISING REACH



we are social

-16%
-61 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS FEMALE*



we are social

35%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS MALE*



we are social

65%

JUL
2020

TWITTER REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL TWITTER ADVERTISING REACH

#	COUNTRY	REACH	▲ QOQ	▲ QOQ	#	COUNTRY	REACH	▲ QOQ	▲ QOQ
01	U.S.A.	62,550,000	-3%	-1,650,000	11	THAILAND	7,150,000	-3%	-200,000
02	JAPAN	49,100,000	+1%	+650,000	12	FRANCE	7,100,000	-20%	-1,800,000
03	INDIA	17,000,000	+29%	+3,850,000	13	SPAIN	7,100,000	-15%	-1,300,000
04	BRAZIL	15,700,000	+9%	+1,350,000	14	CANADA	5,800,000	-29%	-2,350,000
05	U.K.	15,250,000	-14%	-2,500,000	15	ARGENTINA	5,050,000	-9%	-500,000
06	TURKEY	12,700,000	-7%	-950,000	16	SOUTH KOREA	4,700,000	-22%	-1,350,000
07	SAUDI ARABIA	12,000,000	-20%	-3,000,000	17	GERMANY	4,200,000	-31%	-1,900,000
08	INDONESIA	11,200,000	-5%	-600,000	18	EGYPT	3,550,000	-5%	-200,000
09	MEXICO	10,400,000	+2%	+200,000	19	COLOMBIA	3,350,000	-6%	-200,000
10	PHILIPPINES	7,750,000	+8%	+600,000	20	MALAYSIA	3,100,000	-21%	-800,000

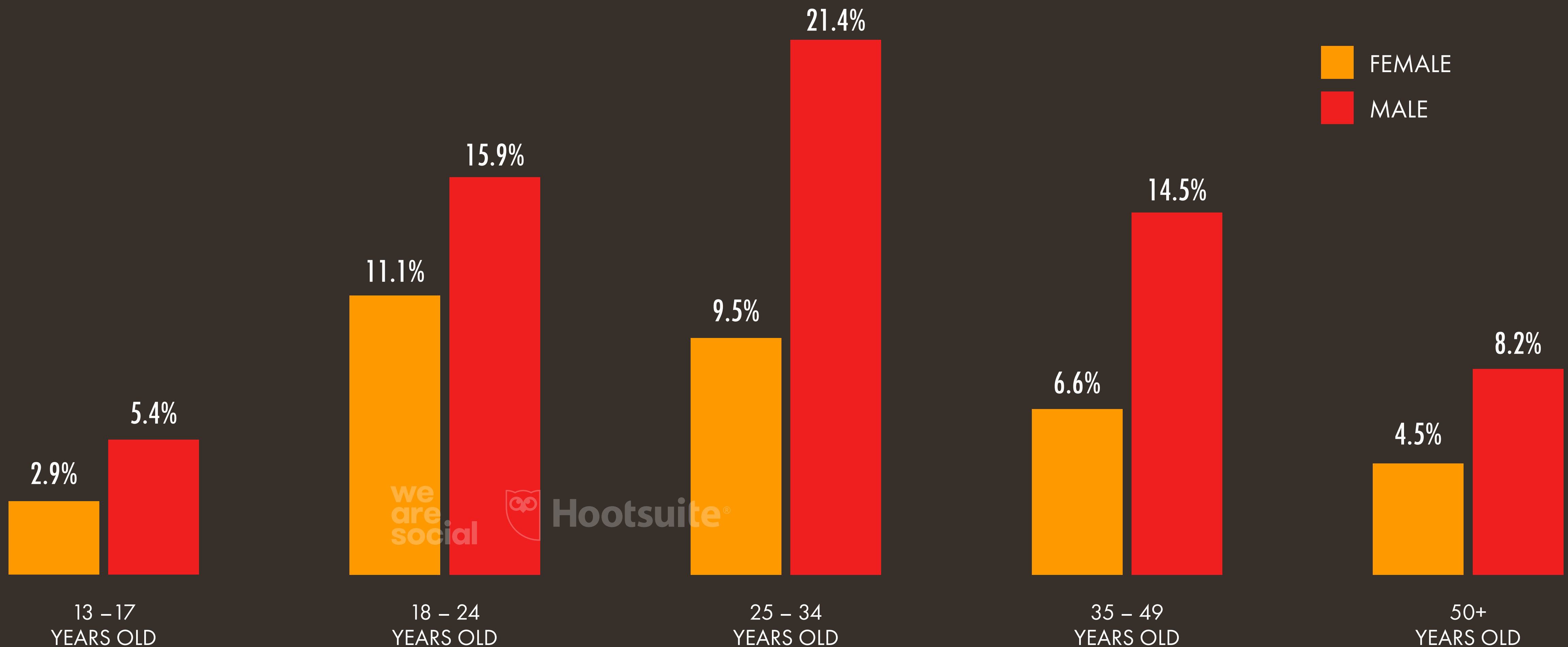
we
are
social



JUL
2020

PROFILE OF TWITTER'S ADVERTISING AUDIENCE

SHARE OF TWITTER'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



JUL
2020

MOST-USED EMOJI ON TWITTER

EMOJI THAT HAVE FEATURED IN THE GREATEST NUMBER OF TWEETS ON TWITTER (ALL TIME)

#	EMOJI	TWEETS	#	EMOJI	TWEETS	#	EMOJI	TWEETS	#	EMOJI	TWEETS
01	😂	2,914,000,000	11	😞	450,000,000	21	👁️	277,000,000	31	😬	223,000,000
02	❤️	1,423,000,000	12	😓	435,000,000	22	🔥	262,000,000	32	✨	221,000,000
03	😍	1,039,000,000	13	😊	406,000,000	23	💔	261,000,000	33	💖	204,000,000
04	♻️	966,000,000	14	😄	396,000,000	24	😌	259,000,000	34	🙌	201,000,000
05	😭	954,000,000	15	👌	377,000,000	25	😓	256,000,000	35	💯	199,000,000
06	❤️	774,000,000	16	😊	351,000,000	26	💙	253,000,000	36	🐶	191,000,000
07	😊	670,000,000	17	😊	335,000,000	27	😎	252,000,000	37	✌️	176,000,000
08	💕	519,000,000	18	👍	304,000,000	28	💜	239,000,000	38	😁	174,000,000
09	😏	514,000,000	19	😄	292,000,000	29	⬅️	237,000,000	39	😐	170,000,000
10	😘	499,000,000	20	🙏	280,000,000	30	🎵	226,000,000	40	😴	170,000,000



IN DETAIL: PINTEREST

JUL
2020

PINTEREST ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON PINTEREST

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



we
are
social

179
MILLION

SHARE OF POPULATION
AGED 13+ THAT MARKETERS
CAN REACH WITH
ADVERTS ON PINTEREST



2.9%

QUARTER-ON-
QUARTER CHANGE
IN PINTEREST'S
ADVERTISING REACH



+5.0%
+8 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT PINTEREST
REPORTS IS FEMALE*



76%

PERCENTAGE OF
ITS AD AUDIENCE
THAT PINTEREST
REPORTS IS MALE*



16%

JUL
2020

PINTEREST REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL PINTEREST ADVERTISING REACH

#	COUNTRY	REACH	▲ QOQ	▲ QOQ
01	U.S.A.	91,400,000	+15%	+12,000,000
02	GERMANY	14,900,000	+19%	+2,400,000
03	U.K.	12,000,000	+12%	+1,300,000
04	FRANCE	9,900,000	-8%	-900,000
05	CANADA	9,300,000	+12%	+1,000,000
06	SPAIN	5,600,000	-23%	-1,600,000
07	ITALY	5,300,000	-4%	-200,000
08	AUSTRALIA	4,900,000	+4%	+200,000
09	NETHERLANDS	4,700,000	+15%	+600,000
10	POLAND	2,700,000	-26%	-1,000,000

#	COUNTRY	REACH	▲ QOQ	▲ QOQ
11	BELGIUM	2,400,000	-23%	-700,000
12	SWEDEN	1,700,000	-8%	-200,000
13	AUSTRIA	1,500,000	+12%	+200,000
14	SWITZERLAND	1,400,000	-1%	-10,000
15	PORTUGAL	1,300,000	-33%	-700,000
16	ROMANIA	1,300,000	-36%	-700,000
17	DENMARK	1,100,000	-10%	-100,000
18	GREECE	1,000,000	-45%	-900,000
19	NEW ZEALAND	1,000,000	+3%	+30,000
20	IRELAND	900,000	-7%	-100,000

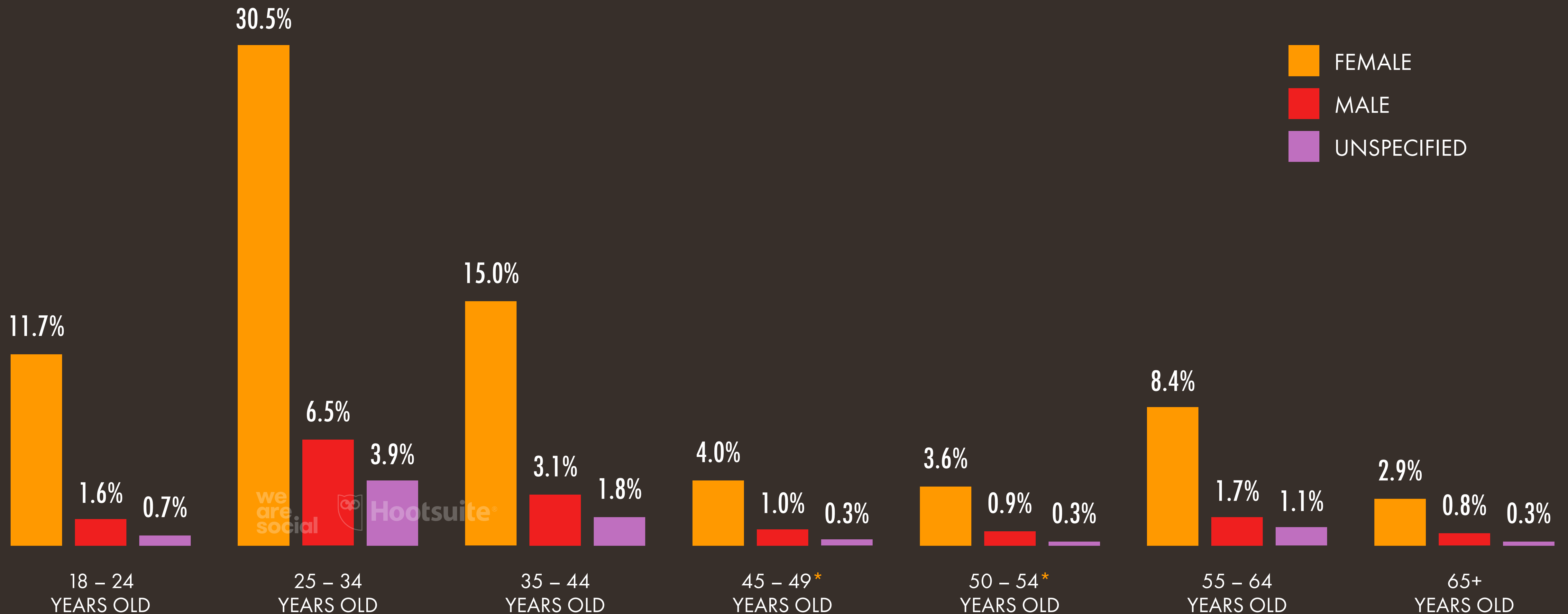
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JUL
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PROFILE OF PINTEREST'S ADVERTISING AUDIENCE

SHARE OF PINTEREST'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*





OTHER SOCIAL PLATFORMS

JUL
2020

YOUTUBE OVERVIEW

ESSENTIAL HEADLINES FOR YOUTUBE USE AROUND THE WORLD

NUMBER OF LOGGED-IN
USERS OF YOUTUBE
EACH MONTH



2.0
BILLION

SHARE OF POPULATION
AGED 13+ THAT LOGS IN
TO YOUTUBE EACH MONTH



33%

TOTAL NUMBER OF
HOURS WATCHED ON
YOUTUBE EACH DAY



1.0
BILLION

FEMALE USERS AS A
PERCENTAGE OF TOTAL
MALE AND FEMALE USERS*



45%

MALE USERS AS A
PERCENTAGE OF TOTAL
MALE AND FEMALE USERS*



55%

JUL
2020

TIKTOK OVERVIEW

ESSENTIAL HEADLINES FOR TIKTOK USE AROUND THE WORLD

ESTIMATED NUMBER OF
PEOPLE USING TIKTOK
AROUND THE WORLD*



KEPIOS

800
MILLION

SHARE OF POPULATION
AGED 13+ THAT USES
TIKTOK EACH MONTH



we
are
social

13%

TOTAL NUMBER OF TIMES
THAT THE TIKTOK APP
HAS BEEN DOWNLOADED



global
web
index

2.0
BILLION

FEMALE USERS AS A
PERCENTAGE OF TOTAL
MALE AND FEMALE USERS*



global
web
index

46%

MALE USERS AS A
PERCENTAGE OF TOTAL
MALE AND FEMALE USERS*



54%

JUL
2020

WECHAT OVERVIEW

ESSENTIAL HEADLINES FOR WECHAT USE AROUND THE WORLD

NUMBER OF WORLDWIDE
MONTHLY ACTIVE USERS
OF WECHAT AND WEIXIN*



we
are
social

1.20
BILLION

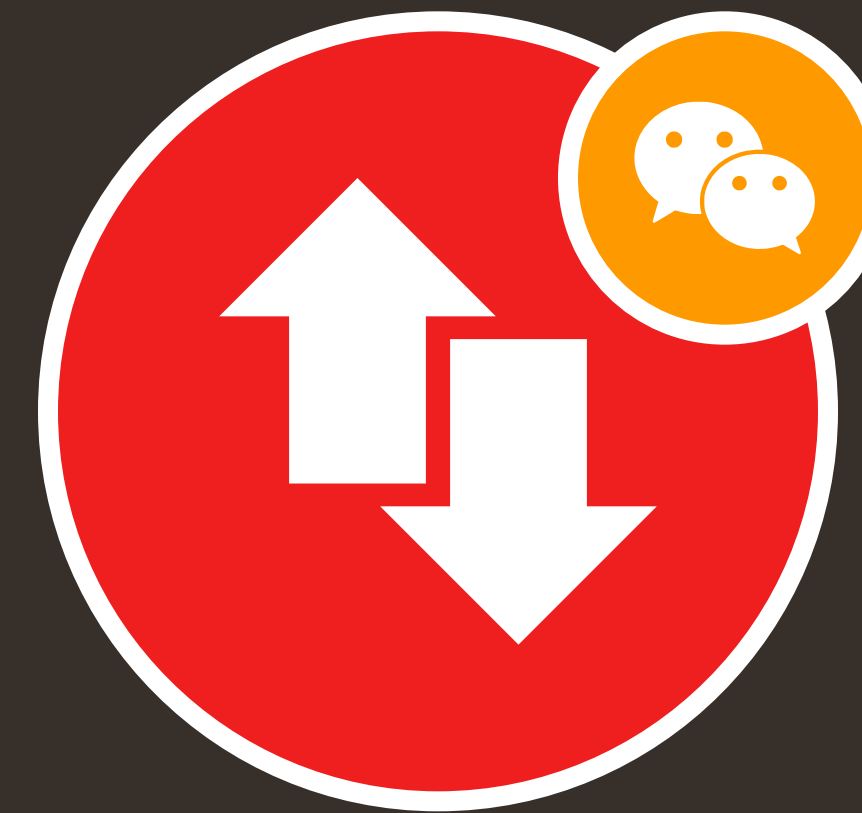
SHARE OF POPULATION
AGED 13+ THAT USES WECHAT
OR WEIXIN EACH MONTH



KEPIOS

20%

QUARTER-ON-QUARTER
INCREASE IN MONTHLY ACTIVE
USERS OF WECHAT AND WEIXIN



owl

+3.2%

YEAR-ON-YEAR
INCREASE IN MONTHLY ACTIVE
USERS OF WECHAT AND WEIXIN



+8.2%

JUL
2020

SINA WEIBO OVERVIEW

ESSENTIAL HEADLINES FOR SINA WEIBO USE AROUND THE WORLD

NUMBER OF WORLDWIDE
MONTHLY ACTIVE
SINA WEIBO USERS



550
MILLION



SHARE OF POPULATION
AGED 14+ THAT USES SINA
WEIBO EACH MONTH*



9.3%

we
are
social

YEAR-ON-YEAR INCREASE
IN THE NUMBER OF MONTHLY
ACTIVE SINA WEIBO USERS



+18%



PERCENTAGE OF ACTIVE
SINA WEIBO USERS WHO
ACCESS VIA MOBILE DEVICES



94%



JUL
2020

REDDIT OVERVIEW

ESSENTIAL HEADLINES FOR REDDIT USE AROUND THE WORLD

NUMBER OF
WORLDWIDE MONTHLY
ACTIVE REDDIT USERS



we
are
social

430
MILLION

SHARE OF POPULATION
AGED 13+ THAT USES
REDDIT EACH MONTH



7.1%

YEAR-ON-YEAR
INCREASE IN MONTHLY
ACTIVE REDDIT USERS



+30%

FEMALE USERS AS A
PERCENTAGE OF TOTAL
MALE AND FEMALE USERS *



40%

MALE USERS AS A
PERCENTAGE OF TOTAL
MALE AND FEMALE USERS *



60%



GLOBAL MOBILE USE

JUL
2020

MOBILE USERS vs. MOBILE CONNECTIONS

A COMPARISON OF UNIQUE MOBILE USERS TO MOBILE CONNECTIONS

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)



we
are
social

5.15
BILLION

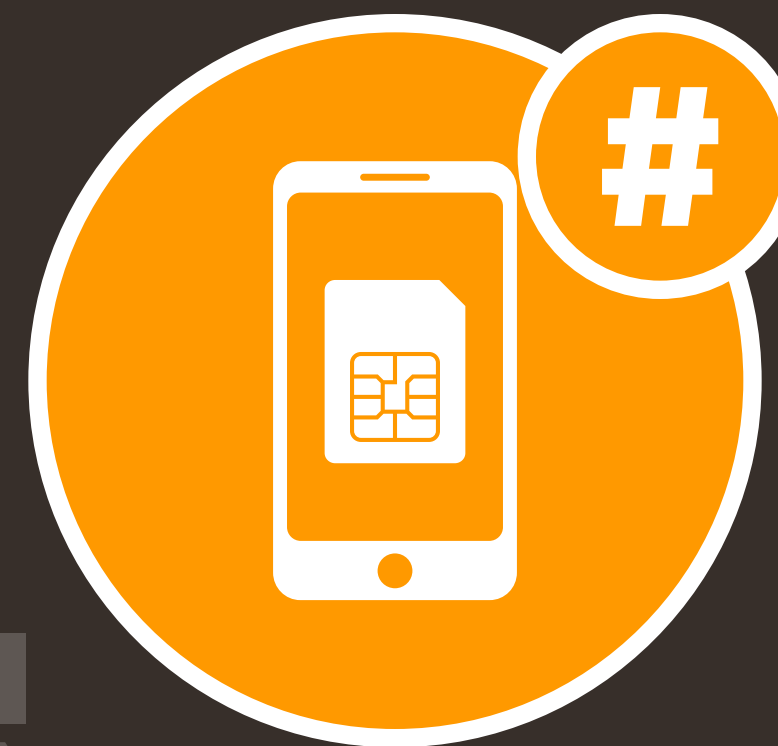
UNIQUE MOBILE
USERS AS A PERCENTAGE
OF TOTAL POPULATION



GSMA

66%

NUMBER OF MOBILE
CONNECTIONS
(EXCLUDING IOT)



7.94
BILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



GSMA

102%

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



1.54

JUL
2020

PERSPECTIVES: MOBILE USERS vs. CONNECTIONS

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

GSMA INTELLIGENCE DATA

TOTAL NUMBER
OF MOBILE USERS
(UNIQUE INDIVIDUALS)



we
are
social

5.15
BILLION

TOTAL NUMBER
OF MOBILE
CONNECTIONS



KEPIOS

7.94
BILLION

ERICSSON MOBILITY REPORT DATA

TOTAL NUMBER
OF MOBILE USERS
(UNIQUE INDIVIDUALS)



we
are
social

6.03
BILLION

TOTAL NUMBER
OF MOBILE
CONNECTIONS



8.10
BILLION

JUL
2020

SHARE OF GLOBAL MOBILE CONNECTIONS BY DEVICE

PERCENTAGE OF GLOBAL MOBILE CONNECTIONS* ASSOCIATED WITH EACH TYPE OF MOBILE DEVICE

SHARE OF CONNECTIONS
ASSOCIATED WITH
SMARTPHONES



74.4%

SHARE OF CONNECTIONS
ASSOCIATED WITH
FEATURE PHONES



22.0%

SHARE OF CONNECTIONS
ASSOCIATED WITH ROUTERS,
TABLETS, AND MOBILE PCS



3.6%

we
are
social



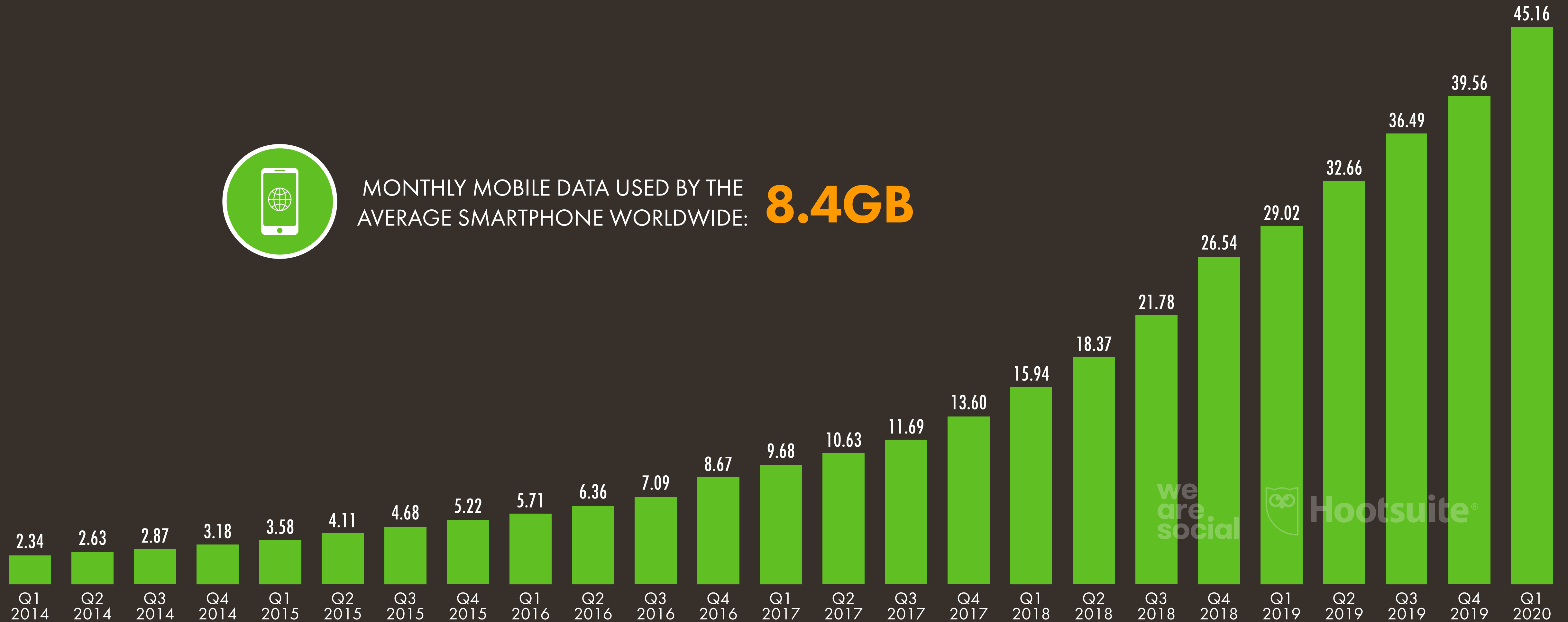
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EVOLUTION OF GLOBAL MOBILE DATA CONSUMPTION

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



MONTHLY MOBILE DATA USED BY THE
AVERAGE SMARTPHONE WORLDWIDE: **8.4GB**



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SHARE OF GLOBAL MOBILE DATA BY CATEGORY

SHARE OF TOTAL GLOBAL MOBILE DATA VOLUME* BY CATEGORY OF APPLICATION

CURRENT GLOBAL MONTHLY
MOBILE DATA VOLUME*



46.1
EXABYTES

we
are
social

SHARE OF MOBILE DATA:
VIDEO APPS



66.2%
30.5 EXABYTES

KEPIOS

SHARE OF MOBILE DATA:
SOCIAL NETWORKING



10.0%
4.6 EXABYTES

we
are
social

SHARE OF MOBILE DATA:
SOFTWARE UPDATES



3.9%
1.8 EXABYTES

SHARE OF MOBILE DATA:
WEB BROWSING



3.2%
1.5 EXABYTES

we
are
social

SHARE OF MOBILE DATA:
AUDIO APPS



1.7%
0.78 EXABYTES

we
are
social

SHARE OF MOBILE DATA:
FILE SHARING



0.7%
0.34 EXABYTES

we
are
social

SHARE OF MOBILE DATA:
OTHER KINDS OF APP



14.3%
6.6 EXABYTES

JUL
2020

MOBILE APPS: GLOBAL TRENDS IN Q2 2020

GLOBAL APP DOWNLOADS AND THE VALUE OF THE GLOBAL MOBILE APP MARKET (IN U.S. DOLLARS) FOR THE PERIOD 01 APRIL TO 30 JUNE 2020

NUMBER OF MOBILE
APP DOWNLOADS
(GLOBAL, ALL PLATFORMS)



APP ANNIE

35
BILLION

ANNUAL GROWTH IN
THE NUMBER OF MOBILE
APP DOWNLOADS



we
are
social

+13%

TOTAL VALUE OF
GLOBAL CONSUMER
SPEND ON MOBILE APPS



APP ANNIE

\$27
BILLION

ANNUAL GROWTH IN THE
VALUE OF CONSUMER
SPEND ON MOBILE APPS



we
are
social

+19%

AVERAGE CONSUMER
SPEND ON APPS
PER SMARTPHONE*



\$4.48

JUL
2020

GLOBAL MOBILE APP RANKINGS: DOWNLOADS

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN 01 APRIL AND 30 JUNE 2020

RANKING OF MOBILE APPS BY TOTAL NUMBER OF DOWNLOADS

#	APP NAME	COMPANY
01	TIKTOK	BYTEDANCE
02	ZOOM CLOUD MEETINGS	ZOOM VIDEO COMMS.
03	FACEBOOK	FACEBOOK
04	WHATSAPP	FACEBOOK
05	INSTAGRAM	FACEBOOK
06	FACEBOOK MESSENGER	FACEBOOK
07	GOOGLE MEET	GOOGLE
08	TELEGRAM	TELEGRAM
09	SNAPCHAT	SNAP
10	NETFLIX	NETFLIX

RANKING OF MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS

#	GAME NAME	COMPANY
01	SAVE THE GIRL	APPLOVIN
02	GARDENSCAPES – NEW ACRES	PLAYRIX
03	FREE FIRE	SEA
04	PUBG MOBILE	TENCENT
05	LUDO KING	GAMETION
06	SUBWAY SURFERS	KILOO
07	MY TALKING TOM FRIENDS	JINKE CULTURE - OUTFIT7
08	FISHDOM: DEEP DIVE	PLAYRIX
09	BRAIN TEST: TRICKY PUZZLES	UNICO STUDIO
10	HUNTER ASSASSIN	RUBY GAME

JUL
2020

GLOBAL MOBILE APP RANKINGS: CONSUMER SPEND

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY CONSUMER SPEND BETWEEN 01 APRIL AND 30 JUNE 2020

RANKING OF MOBILE APPS BY CONSUMER SPEND

#	APP NAME	COMPANY
01	TIKTOK	BYTEDANCE
02	TINDER	INTERACTIVE CORP. (IAC)
03	YOUTUBE	GOOGLE
04	TENCENT VIDEO	TENCENT
05	DISNEY+	DISNEY
06	NETFLIX	NETFLIX
07	IQIYI	BAIDU
08	GOOGLE ONE	GOOGLE
09	BIGO LIVE	BIGO
10	PANDORA MUSIC	SIRIUS XM RADIO

RANKING OF MOBILE GAMES BY CONSUMER SPEND

#	GAME NAME	COMPANY
01	HONOUR OF KINGS	TENCENT
02	ROBLOX	ROBLOX
03	MONSTER STRIKE	MIXI
04	POKÉMON GO	NIANTIC
05	COIN MASTER	MOON ACTIVE
06	PUBG MOBILE	TENCENT
07	GARDENSCAPES – NEW ACRES	PLAYRIX
08	GAME FOR PEACE	TENCENT
09	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
10	FATE / GRAND ORDER	SONY

JUL
2020

COVID-19: RANKING OF TOP APPS IN JUNE 2020

GLOBAL RANKINGS OF TOP MOBILE APPS BY **NUMBER OF DOWNLOADS** AND **CONSUMER SPEND** BETWEEN 01 JUNE AND 30 JUNE 2020

RANKING OF MOBILE APPS AND GAMES BY GLOBAL DOWNLOADS

#	DOWNLOADS	COMPANY
01	TIKTOK	BYTEDANCE
02	ZOOM CLOUD MEETINGS	ZOOM VIDEO COMMS.
03	WHATSAPP	FACEBOOK
04	MY TALKING TOM FRIENDS	JINKE CULTURE - OUTFIT7
05	FACEBOOK	FACEBOOK
06	INSTAGRAM	FACEBOOK
07	FACEBOOK MESSENGER	FACEBOOK
08	GOOGLE MEET	GOOGLE
09	SAVE THE GIRL	APPLOVIN
10	FACEAPP	FACEAPP

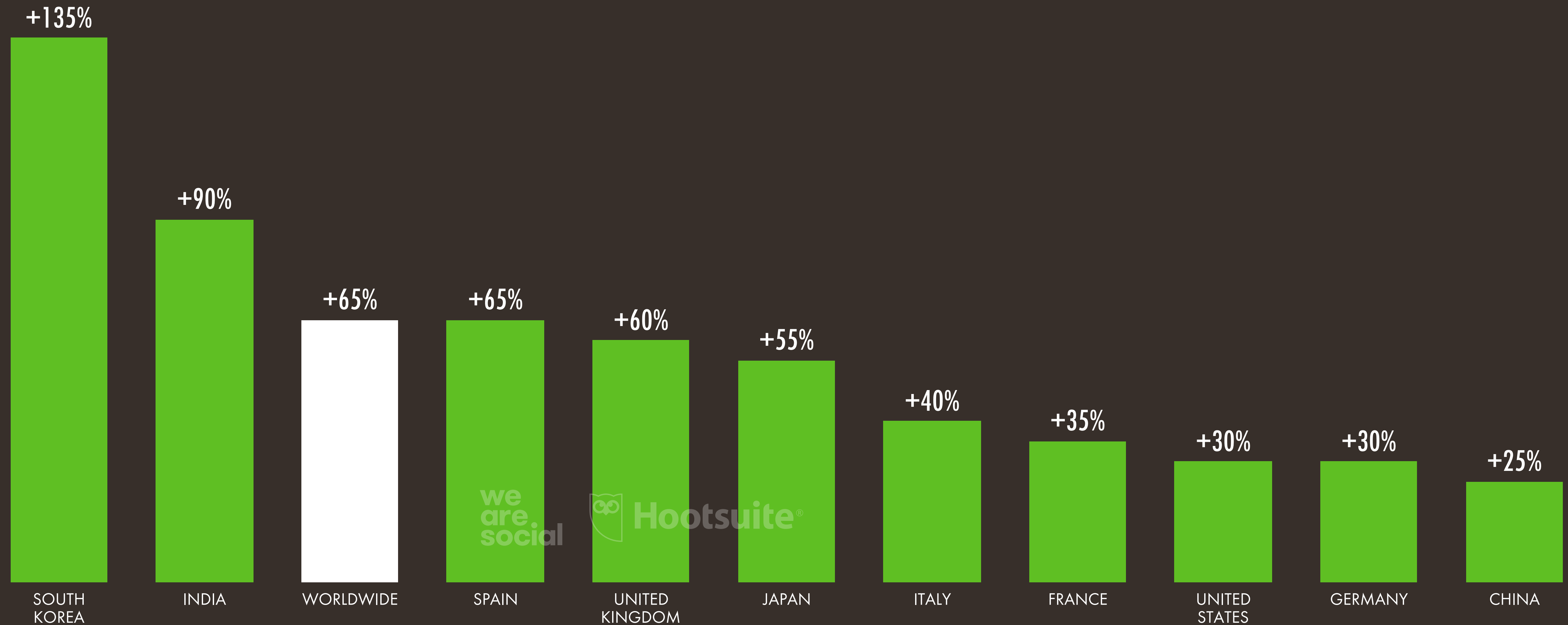
RANKING OF MOBILE APPS AND GAMES BY GLOBAL CONSUMER SPEND

#	CONSUMER SPEND	COMPANY
01	HONOUR OF KINGS	TENCENT
02	POKÉMON GO	NIANTIC
03	ROBLOX	ROBLOX
04	MONSTER STRIKE	MIXI
05	COIN MASTER	MOON ACTIVE
06	GARDENSCAPES - NEW ACRES	PLAYRIX
07	TIKTOK	BYTEDANCE
08	BRAWL STARS	SUPERCCELL
09	FATE / GRAND ORDER	SONY
10	CANDY CRUSH SAGA	ACTIVISION BLIZZARD

JUL
2020

COVID-19: GROWTH IN MEDICAL APP DOWNLOADS

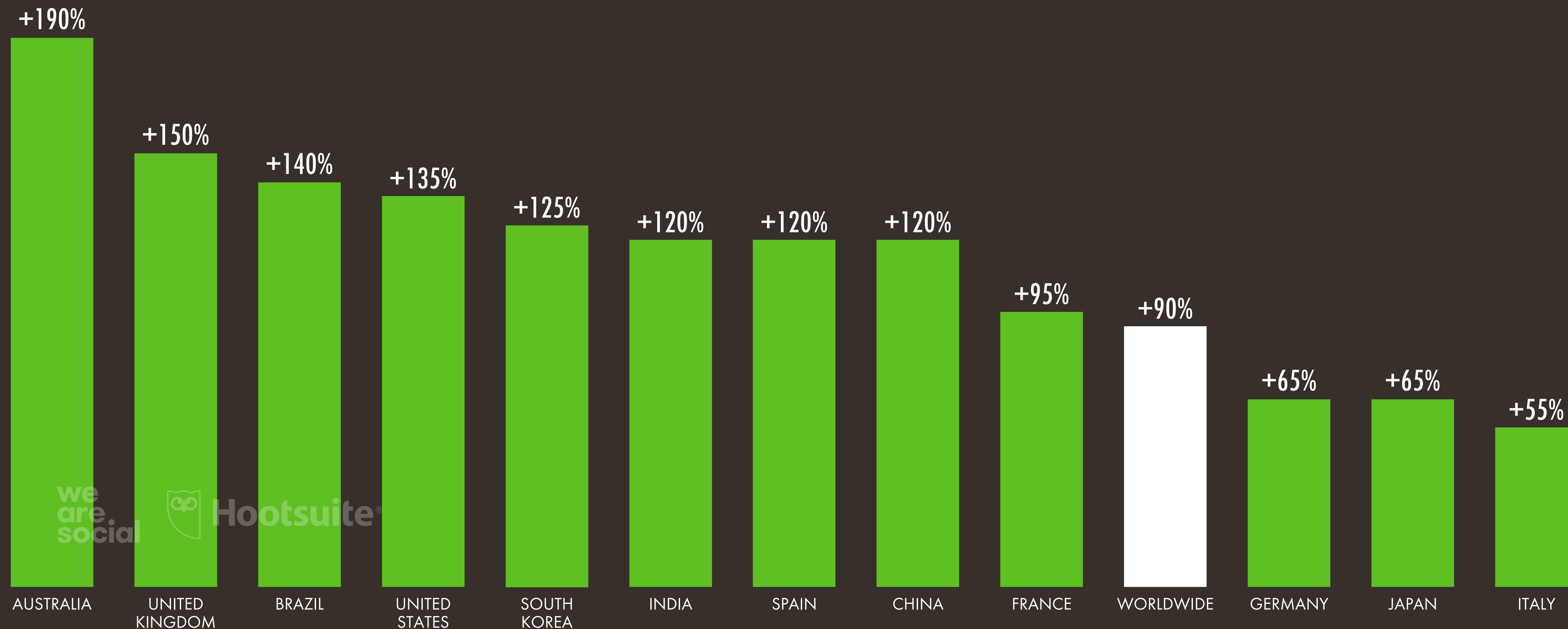
GROWTH IN THE NUMBER OF MEDICAL APPS DOWNLOADED DURING THE 'PEAK' LOCAL MONTH FOR THE COVID-19 CRISIS*, COMPARED TO JAN 2020



JUL
2020

COVID-19: GROWTH IN EDUCATION APP DOWNLOADS

NUMBER OF EDUCATION APPS DOWNLOADED DURING THE WEEK WITH THE MOST DOWNLOADS IN 2020*, COMPARED TO THE Q4 2019 AVERAGE



we
are
social



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JUL
2020

SHARE OF WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF **WEB PAGE REQUESTS** ORIGINATING FROM MOBILE HANDSETS RUNNING DIFFERENT MOBILE OPERATING SYSTEMS

SHARE OF WEB TRAFFIC
ORIGINATING FROM
ANDROID DEVICES



we
are
social

74.1%

JUN 2020 vs. JUN 2019:

-2.5%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
APPLE IOS DEVICES



KEPIOS

25.3%

JUN 2020 vs. JUN 2019:

+15%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
KAI OS DEVICES



owl

0.13%

JUN 2020 vs. JUN 2019:

-84%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
SAMSUNG OS DEVICES*



lightbulb

0.21%

JUN 2020 vs. JUN 2019:

[UNCHANGED]

SHARE OF WEB TRAFFIC
ORIGINATING FROM
OTHER OS DEVICES



0.26%

JUN 2020 vs. JUN 2019:

-73%



GLOBAL ECOMMERCE USE

JUL
2020

ECOMMERCE ACTIVITY OVERVIEW

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH

SEARCHED ONLINE FOR
A PRODUCT OR SERVICE
TO BUY (ANY DEVICE)*



global
web
index

81%

VISITED AN ONLINE
RETAIL SITE OR STORE
(ANY DEVICE)



90%

USED A SHOPPING
APP ON A MOBILE
PHONE OR ON A TABLET



global
web
index

67%

PURCHASED A
PRODUCT ONLINE
(ANY DEVICE)



we
are
social

74%

PURCHASED A
PRODUCT ONLINE
VIA A MOBILE PHONE

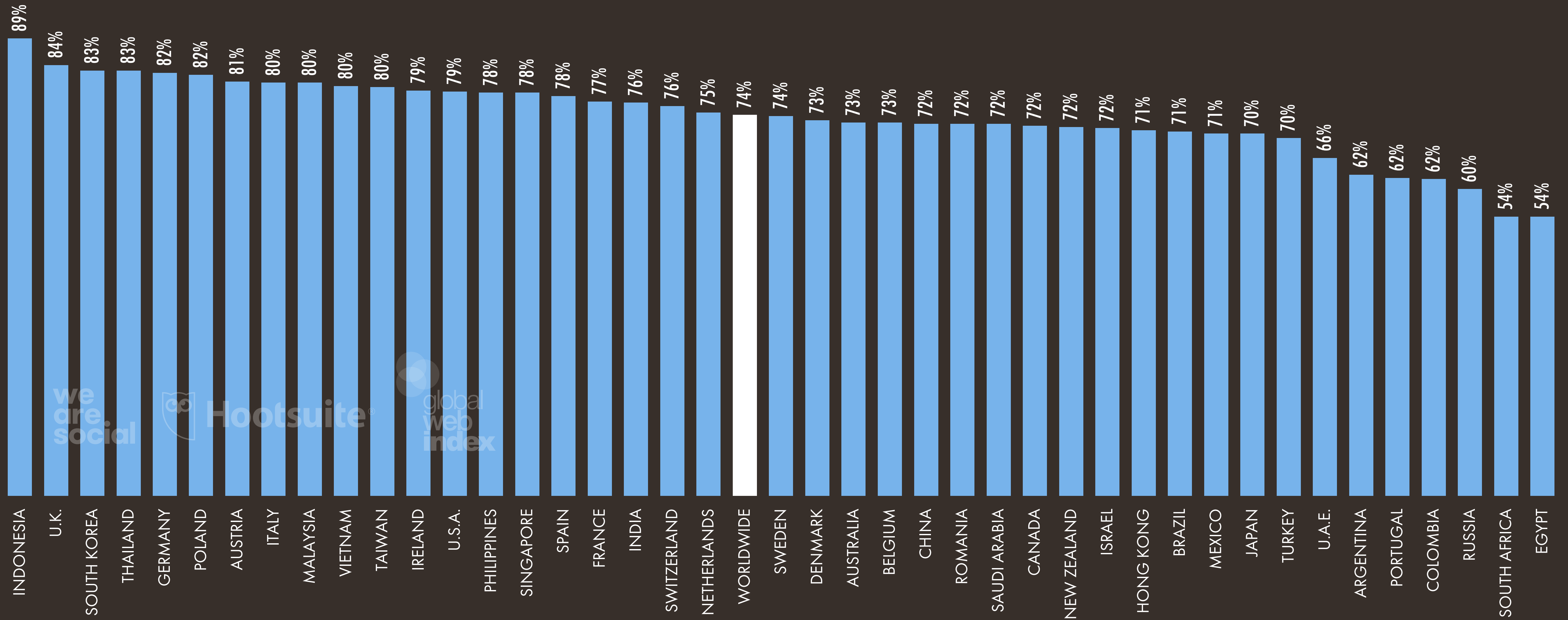


52%

JUL
2020

ECOMMERCE ADOPTION

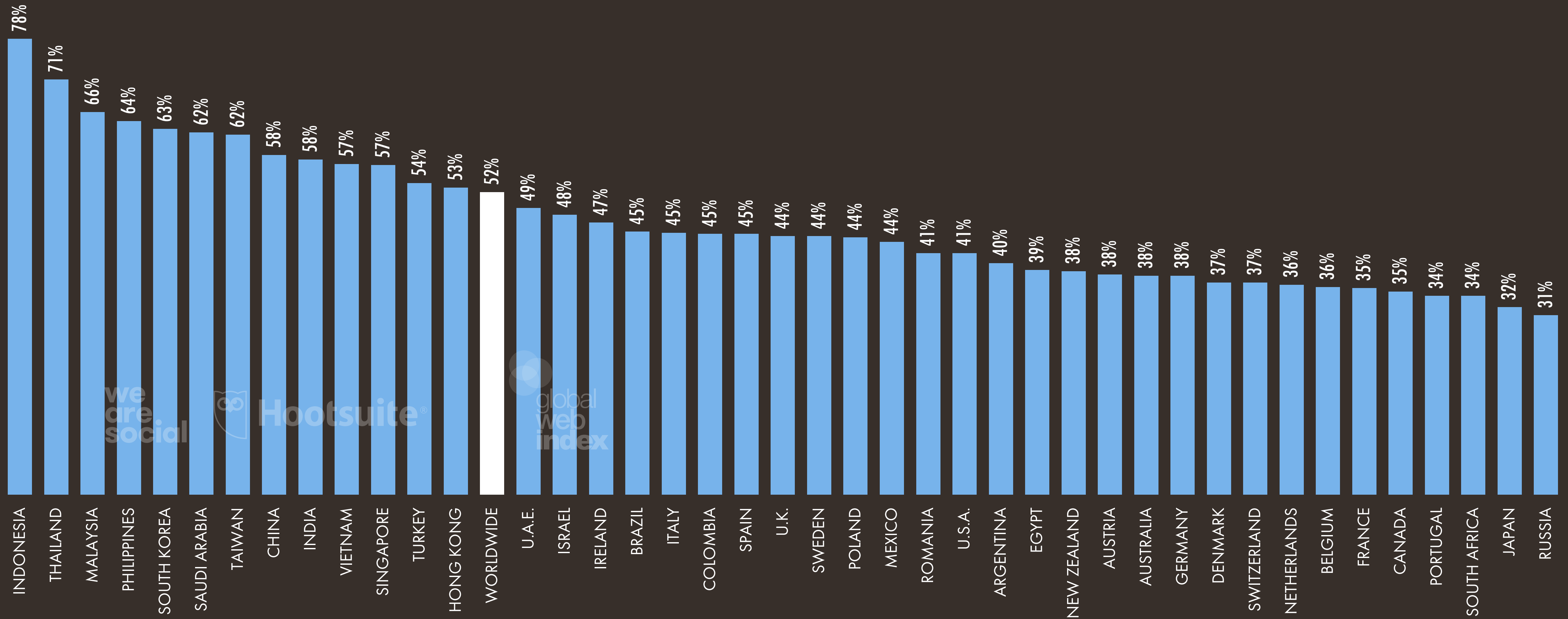
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY BOUGHT SOMETHING ONLINE VIA ANY DEVICE IN THE PAST MONTH



JUL
2020

MOBILE ECOMMERCE ADOPTION

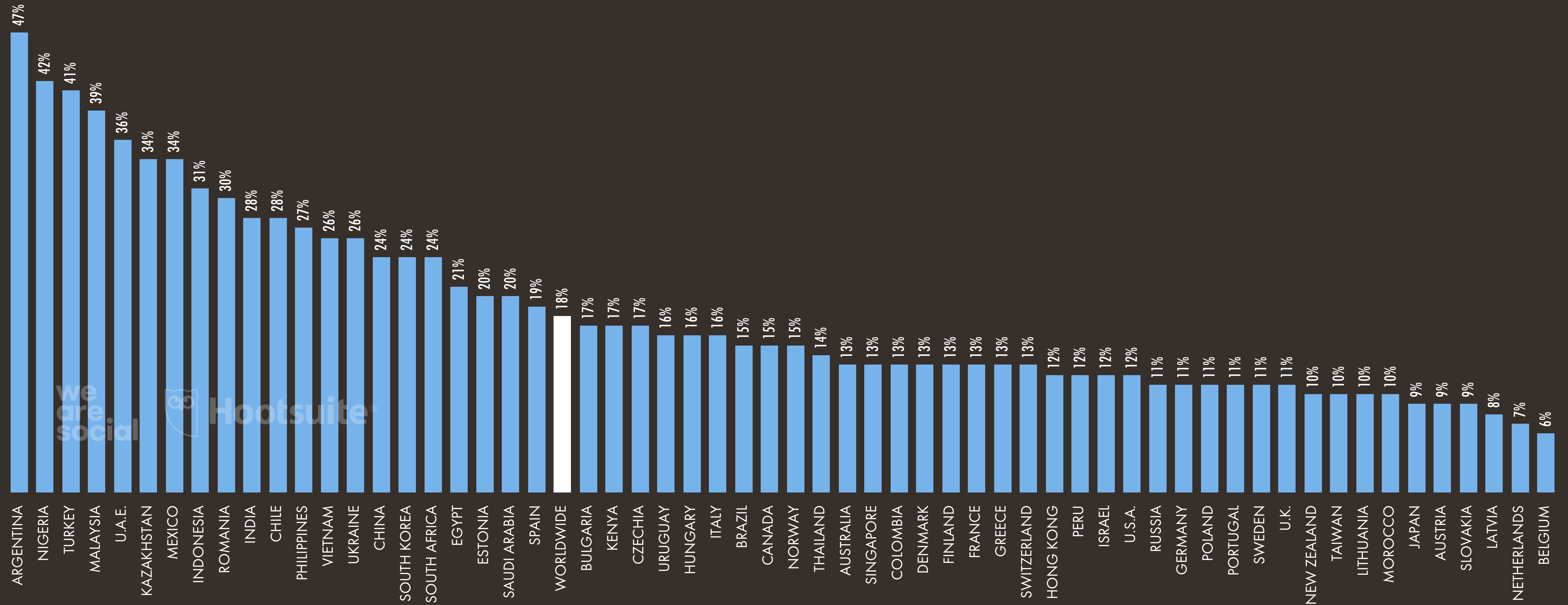
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY BOUGHT SOMETHING ONLINE VIA A MOBILE DEVICE IN THE PAST MONTH



JUL
2020

ANNUAL ECOMMERCE GROWTH RATE

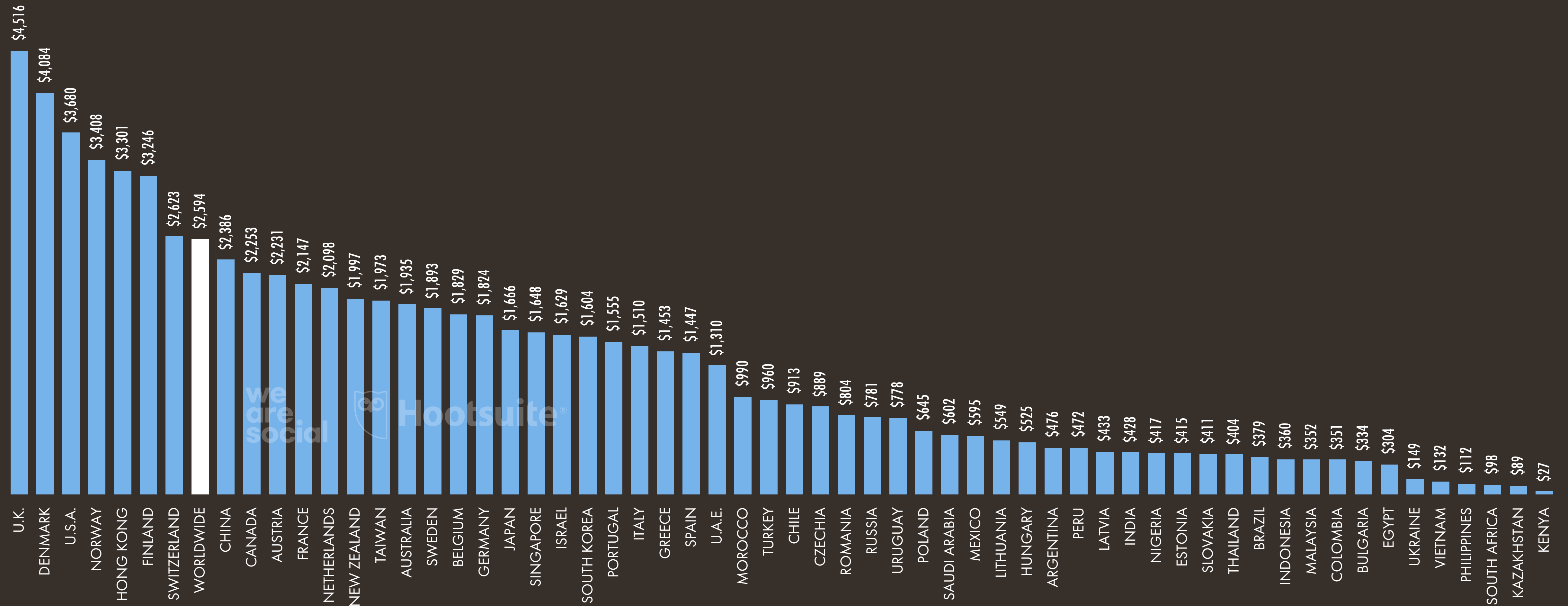
ANNUAL GROWTH IN THE VALUE OF THE ECOMMERCE MARKET (PPRO DATA)



JUL
2020

AVERAGE SPEND PER B2C ECOMMERCE CUSTOMER

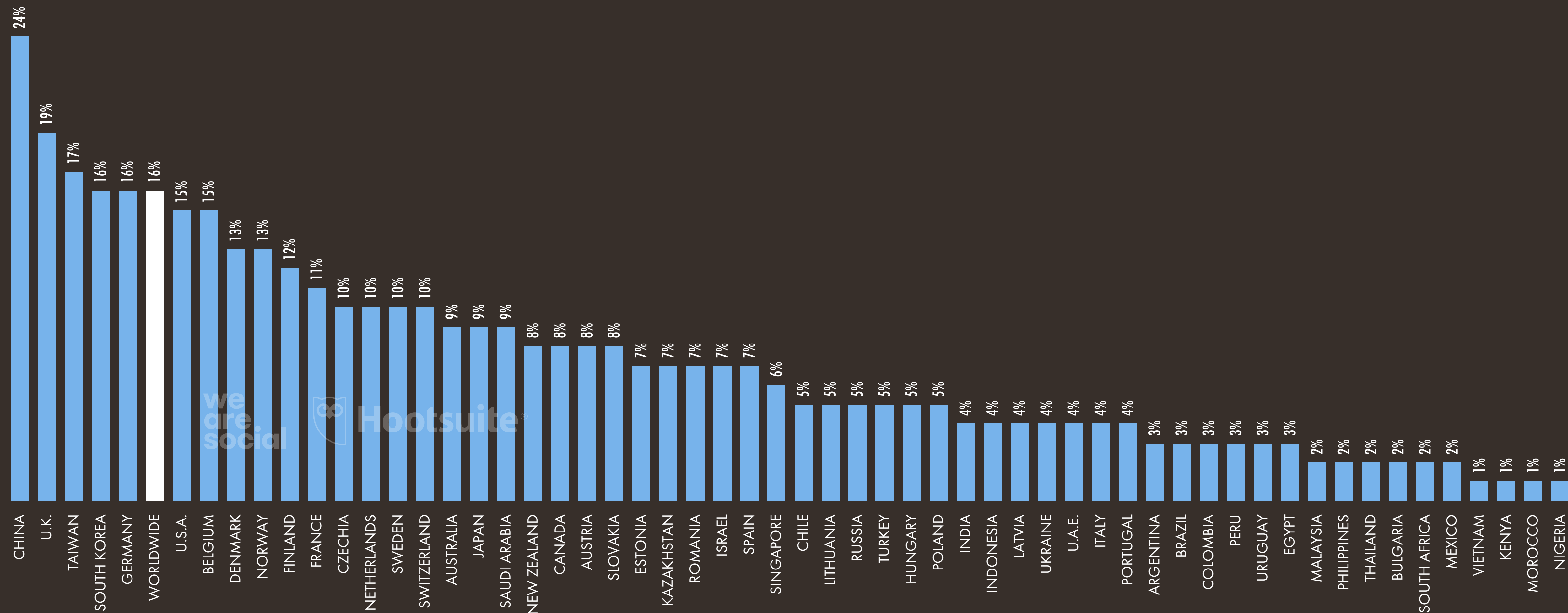
AVERAGE ANNUAL CONSUMER ECOMMERCE REVENUE PER USER, IN U.S. DOLLARS (PPRO DATA)



JUL
2020

ECOMMERCE SPEND vs. TOTAL RETAIL SPEND

CONSUMER ECOMMERCE SPEND AS A PERCENTAGE OF TOTAL CONSUMER RETAIL SPEND (PPRO DATA)



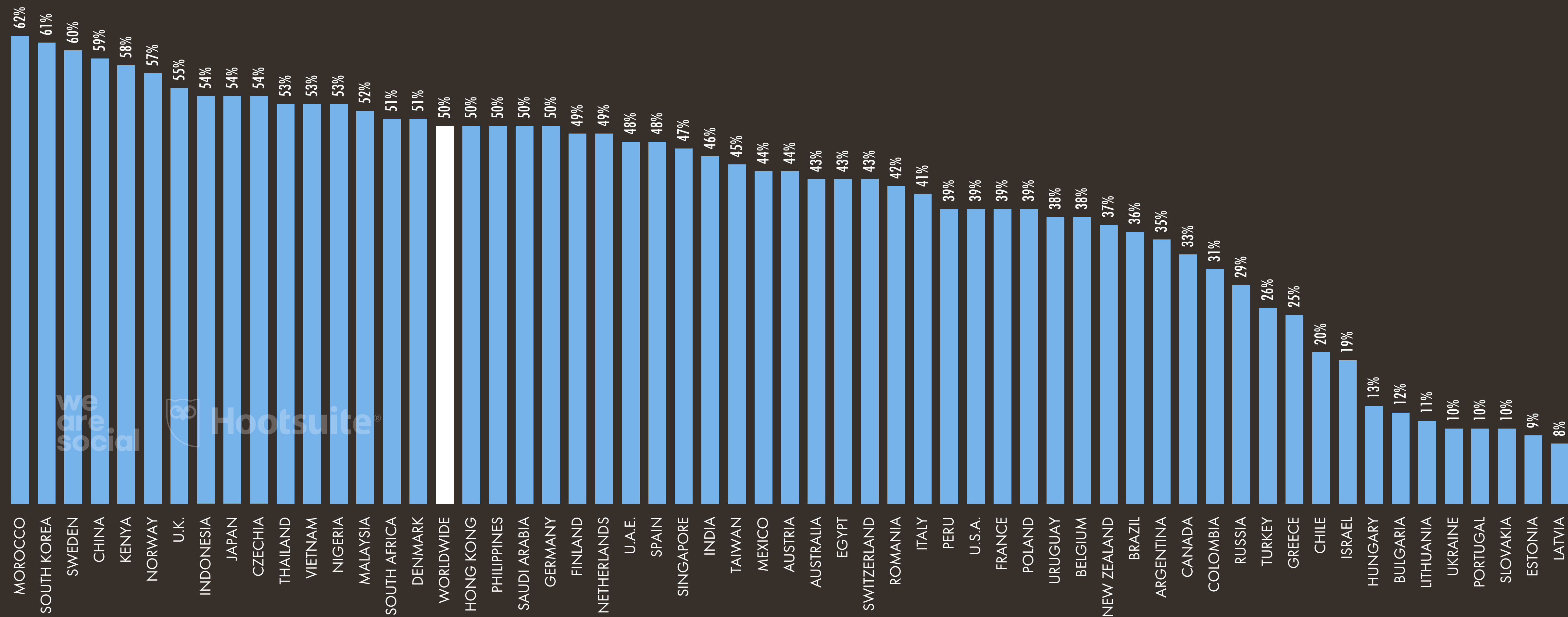
we
are
social

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THE ROLE OF MOBILE ECOMMERCE

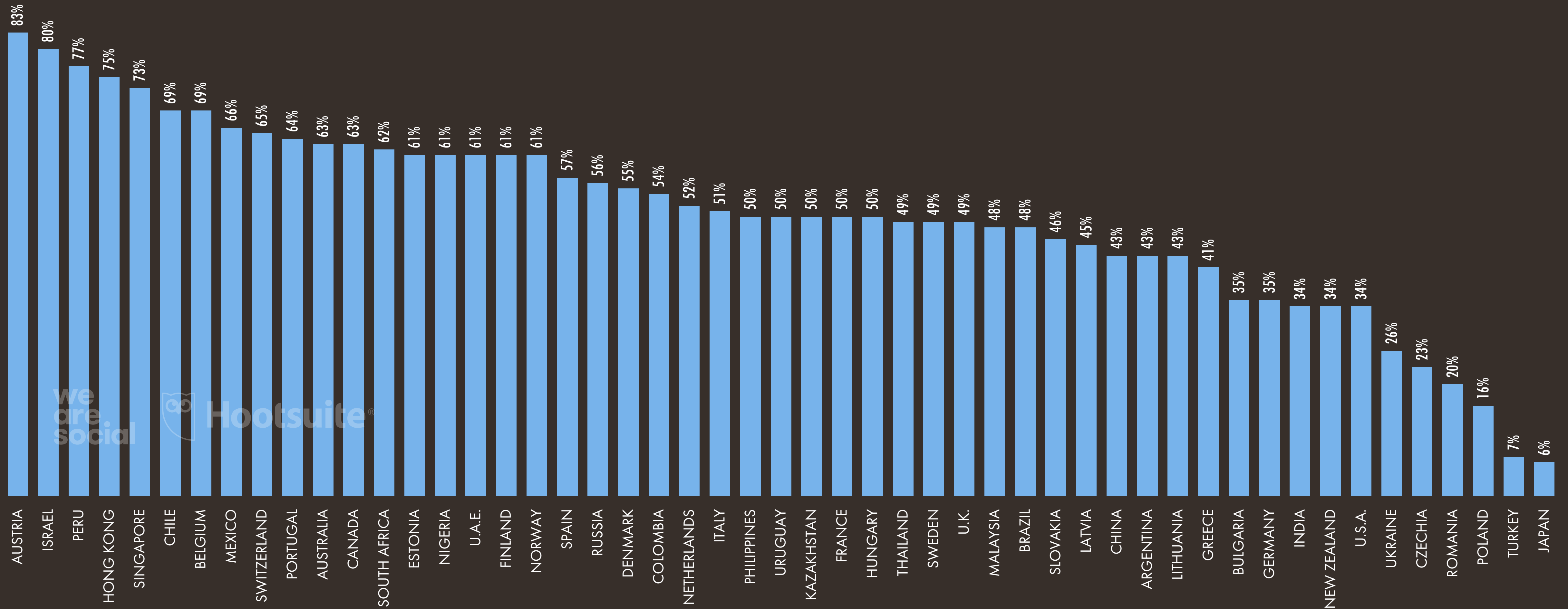
PERCENTAGE OF ALL CONSUMER ECOMMERCE TRANSACTIONS CONDUCTED ON A MOBILE DEVICE (PPRO DATA)



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2020

CROSS-BORDER ECOMMERCE SHOPPING

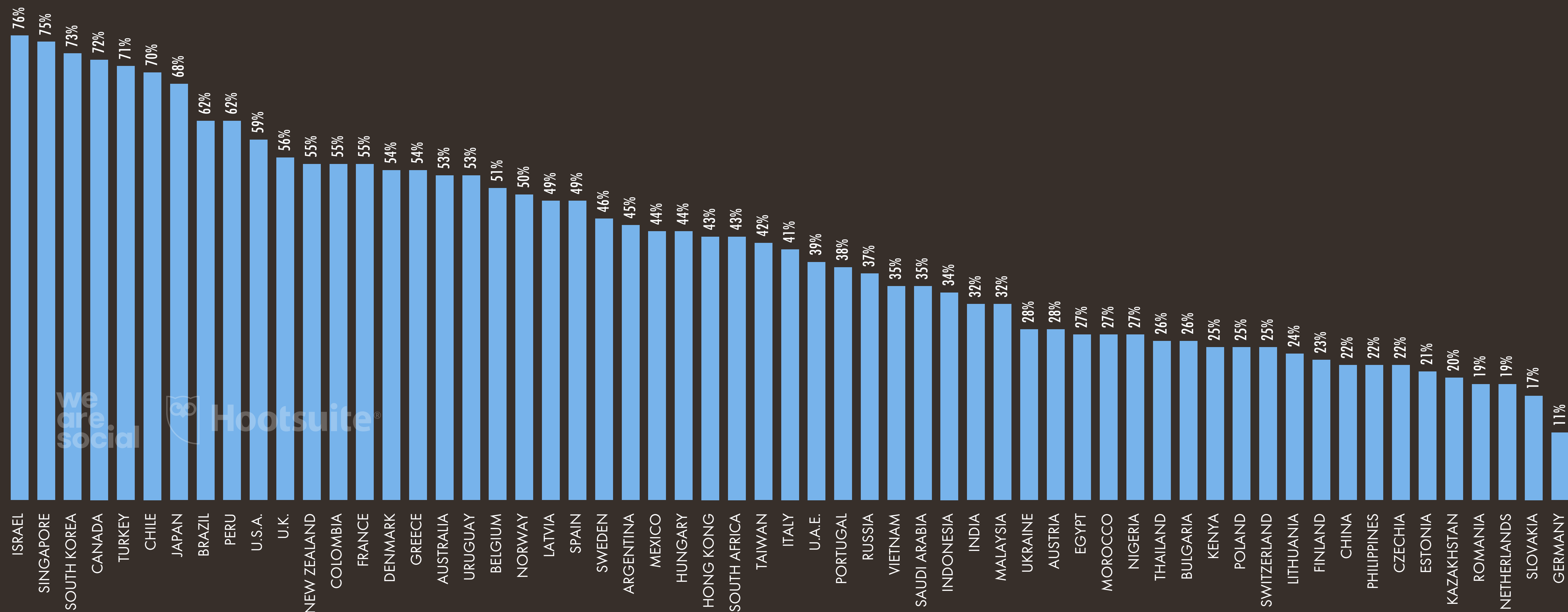
PERCENTAGE OF CONSUMER ECOMMERCE SHOPPERS WHO PURCHASE FROM ONLINE MERCHANTS OUTSIDE THEIR HOME COUNTRY (PPRO DATA)



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SHARE OF CONSUMER ECOMMERCE: CREDIT CARDS

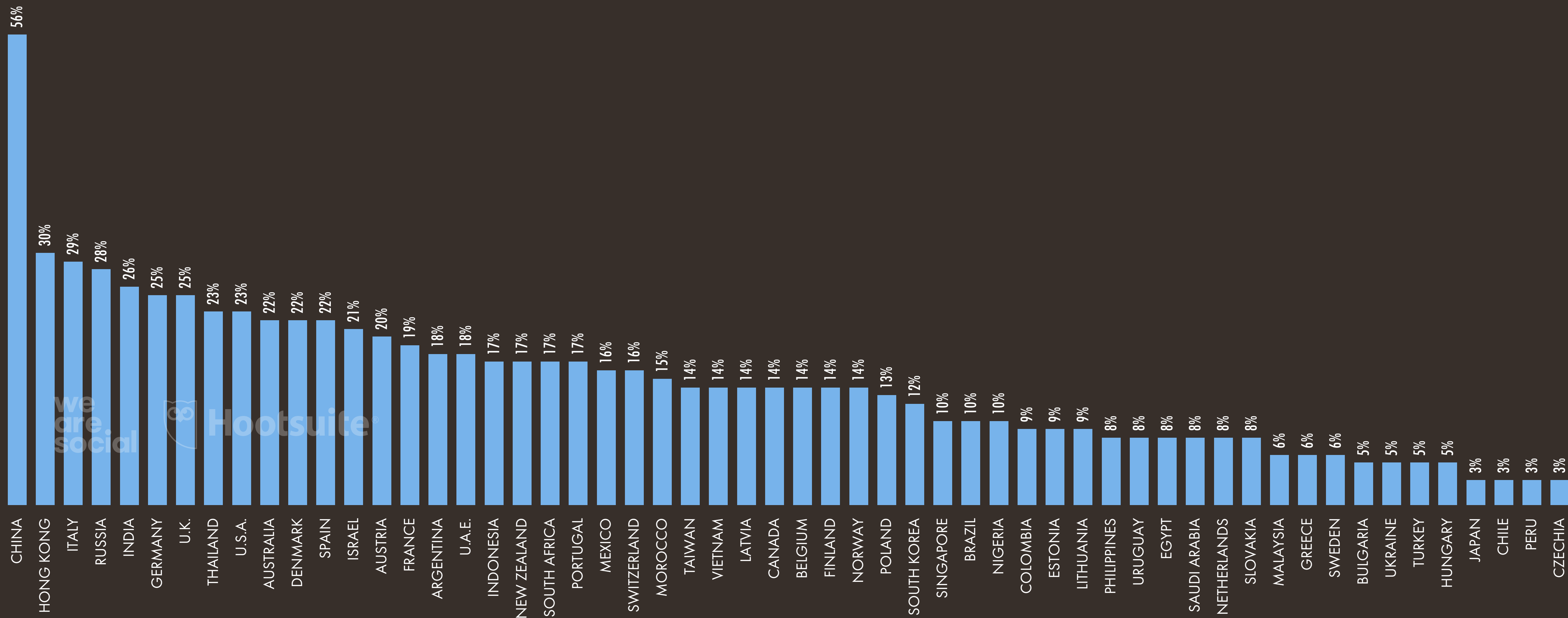
PERCENTAGE OF ALL ECOMMERCE TRANSACTIONS THAT ARE COMPLETED USING A CREDIT CARD (PPRO DATA)



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2020

SHARE OF CONSUMER ECOMMERCE: EWALLETS

PERCENTAGE OF ALL ECOMMERCE TRANSACTIONS THAT ARE COMPLETED USING AN EWALLET (PPRO DATA)



JUL
2020

COVID-19: MORE LIKELY TO SHOP ONLINE

PERCENTAGE OF **INTERNET USERS** IN EACH AGE GROUP* WHO SAY THEY EXPECT TO SHOP ONLINE MORE FREQUENTLY **EVEN AFTER** THE PANDEMIC ENDS

PERCENTAGE OF **16-24 YEAR-OLDS** WHO EXPECT TO SHOP ONLINE MORE FREQUENTLY



we
are
social

51%

PERCENTAGE OF **24-34 YEAR-OLDS** WHO EXPECT TO SHOP ONLINE MORE FREQUENTLY



global
web
index

49%

PERCENTAGE OF **35-44 YEAR-OLDS** WHO EXPECT TO SHOP ONLINE MORE FREQUENTLY



owl

51%

PERCENTAGE OF **45-54 YEAR-OLDS** WHO EXPECT TO SHOP ONLINE MORE FREQUENTLY



global
web
index

48%

PERCENTAGE OF **55-64 YEAR-OLDS** WHO EXPECT TO SHOP ONLINE MORE FREQUENTLY

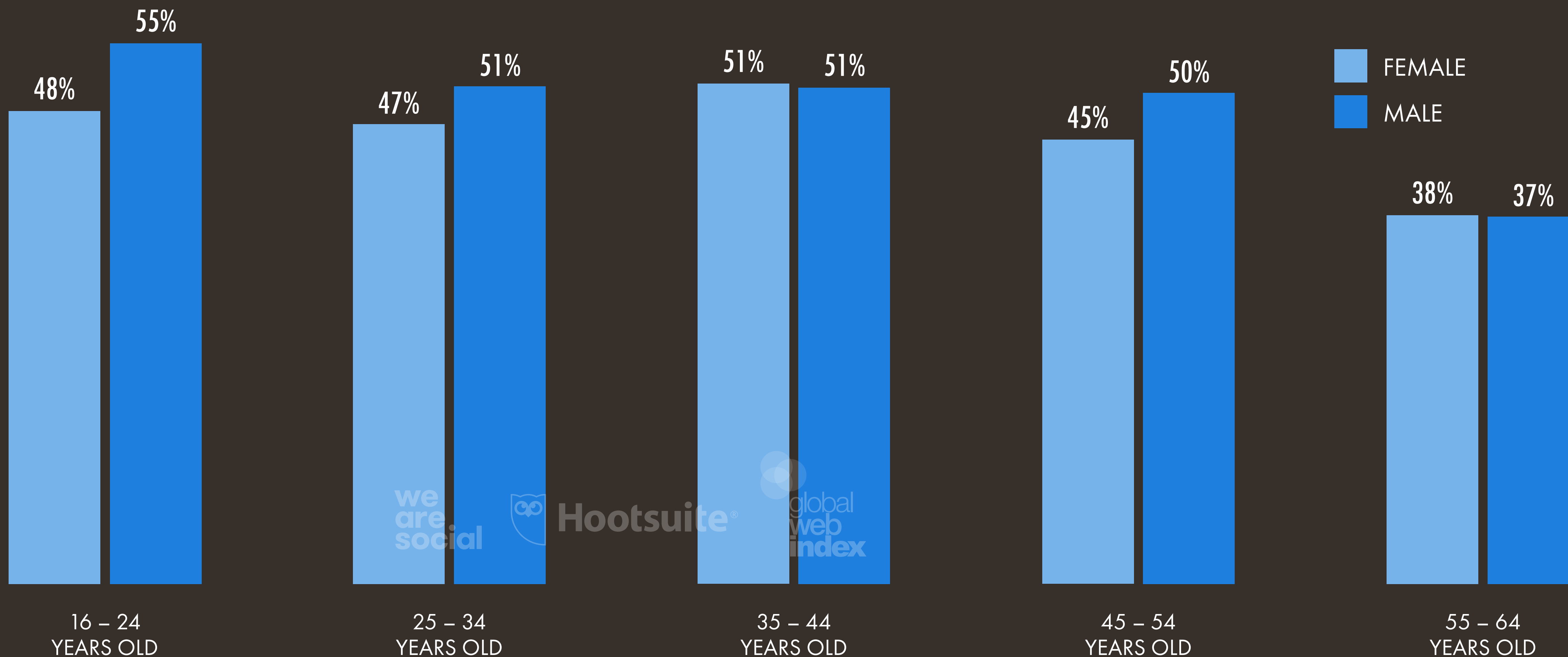


37%

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COVID-19: MORE LIKELY TO SHOP ONLINE

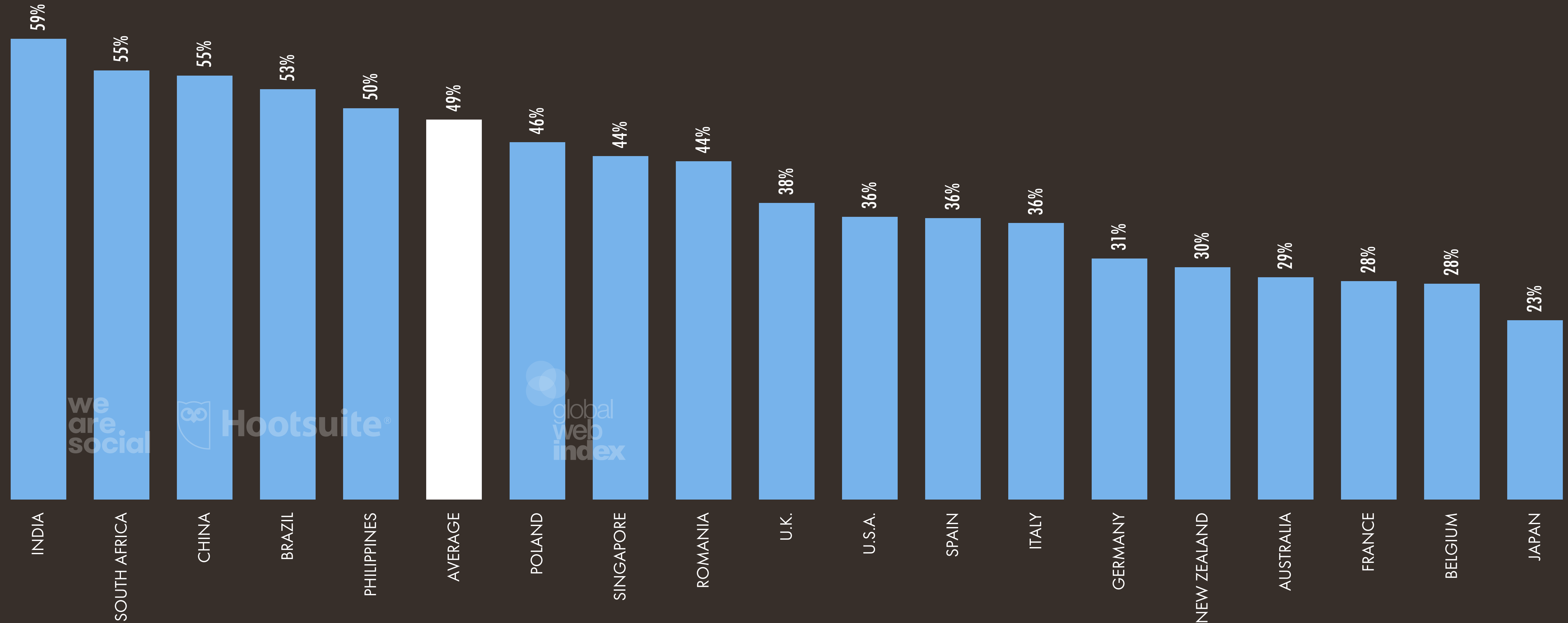
PERCENTAGE OF **INTERNET USERS** IN EACH AGE GROUP* WHO SAY THEY EXPECT TO SHOP ONLINE MORE FREQUENTLY **EVEN AFTER** THE PANDEMIC ENDS



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COVID-19: MORE LIKELY TO SHOP ONLINE

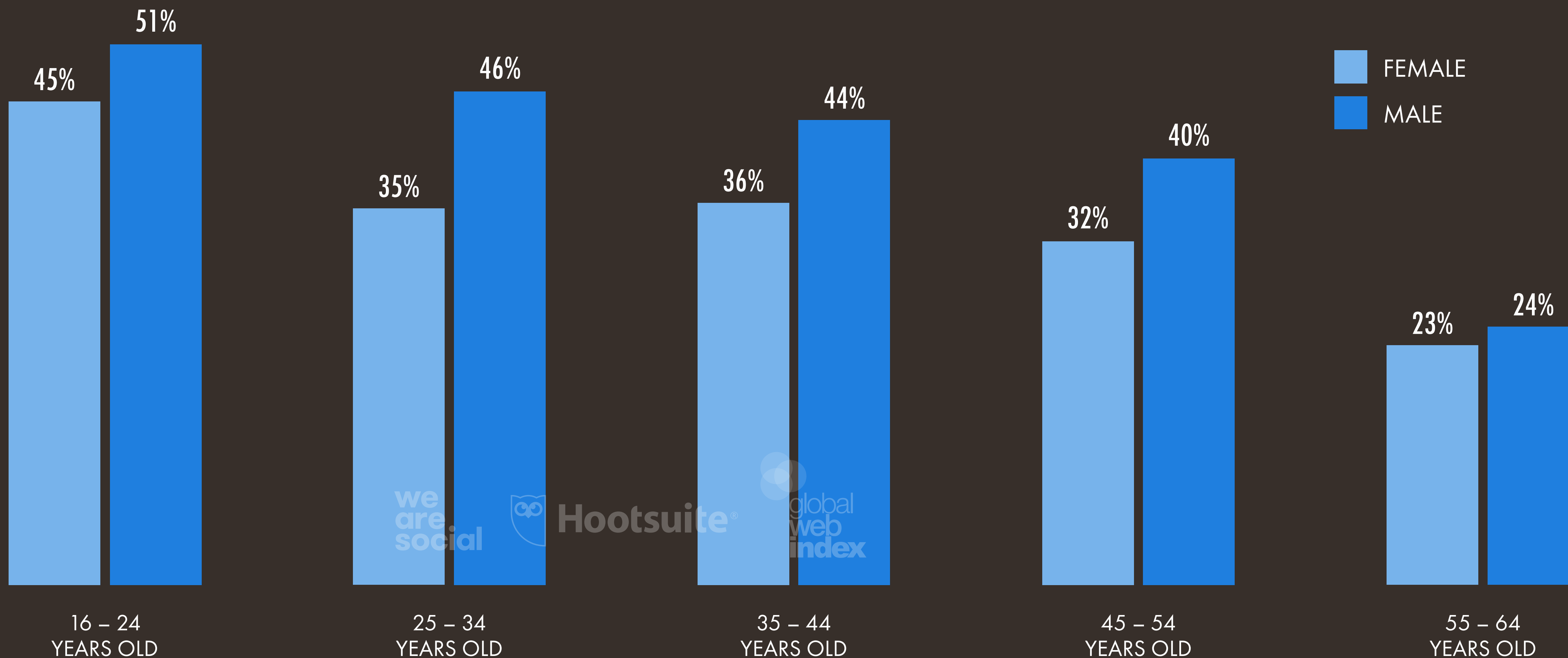
PERCENTAGE OF INTERNET USERS AGED 16 TO 64* WHO SAY THEY EXPECT TO SHOP ONLINE MORE FREQUENTLY EVEN AFTER THE PANDEMIC ENDS



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COVID-19: MORE LIKELY TO USE MOBILE PAYMENTS

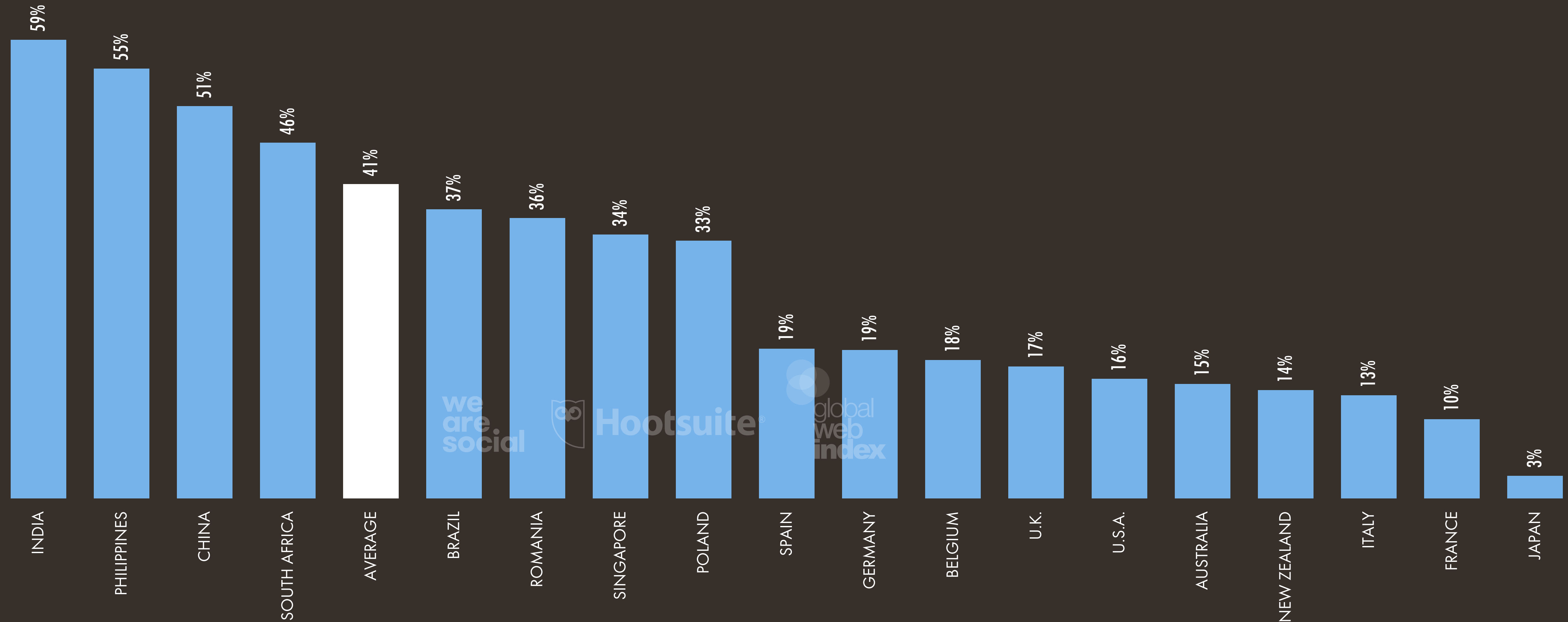
PERCENTAGE OF **INTERNET USERS*** WHO SAY THEY EXPECT TO USE MOBILE PAYMENT SERVICES MORE FREQUENTLY **EVEN AFTER** THE PANDEMIC ENDS



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2020

COVID-19: MORE LIKELY TO USE MOBILE PAYMENTS

PERCENTAGE OF **INTERNET USERS*** WHO SAY THEY EXPECT TO USE MOBILE PAYMENT SERVICES MORE FREQUENTLY **EVEN AFTER** THE PANDEMIC ENDS



JUL
2020

COVID-19: ECOMMERCE DASHBOARD

ESSENTIAL INDICATORS FOR UNDERSTANDING CHANGES IN ECOMMERCE BEHAVIOURS DUE TO THE EVOLVING PANDEMIC SITUATION

CHANGE IN ECOMMERCE
TRAFFIC (SITE VISITS)



vs. PRE-COVID BENCHMARK:

-1.7%

WEEK-ON-WEEK CHANGE:

-3.7%

CHANGE IN ECOMMERCE
SESSION DURATION



vs. PRE-COVID BENCHMARK:

-3.3%

WEEK-ON-WEEK CHANGE:

-0.8%

CHANGE IN THE NUMBER OF
ECOMMERCE TRANSACTIONS



vs. PRE-COVID BENCHMARK:

+19.1%

WEEK-ON-WEEK CHANGE:

-5.9%

CHANGE IN ECOMMERCE
CONVERSION RATE



vs. PRE-COVID BENCHMARK:

+21.6%

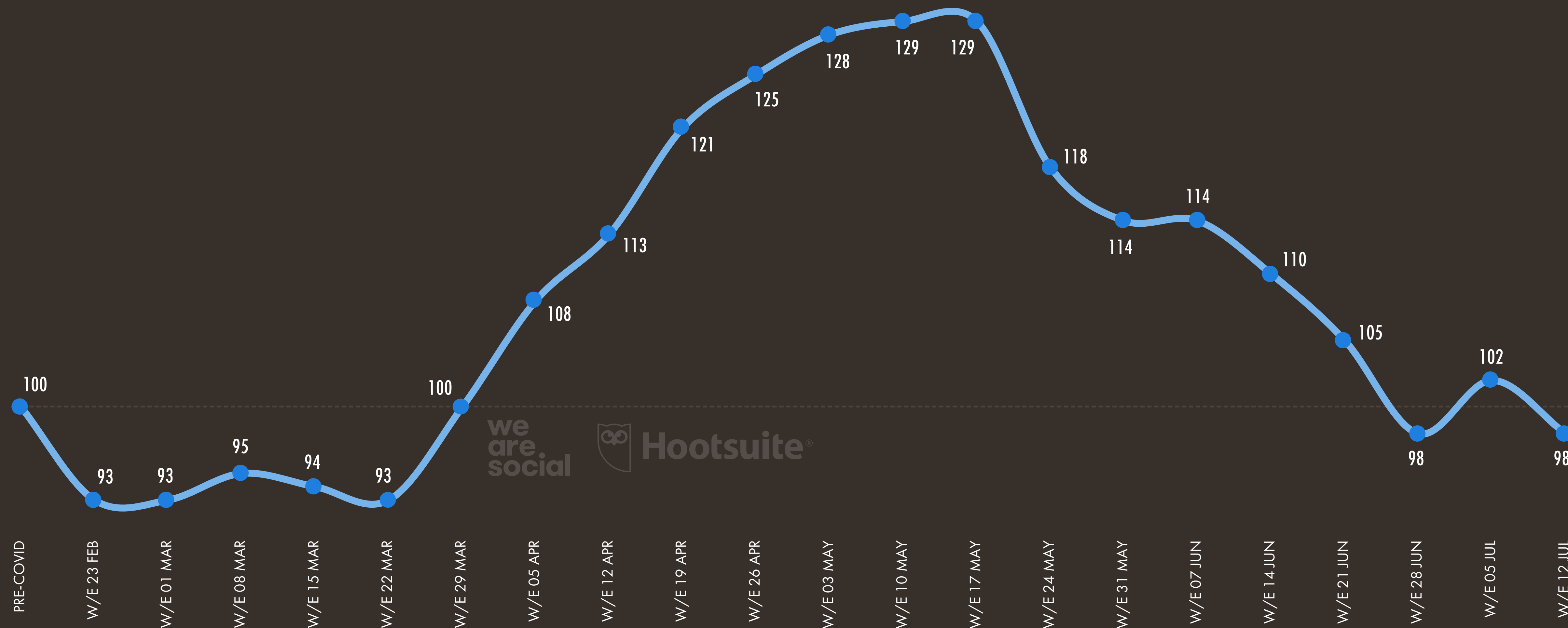
WEEK-ON-WEEK CHANGE:

-2.6%

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2020

COVID-19: ECOMMERCE TRAFFIC INDEX

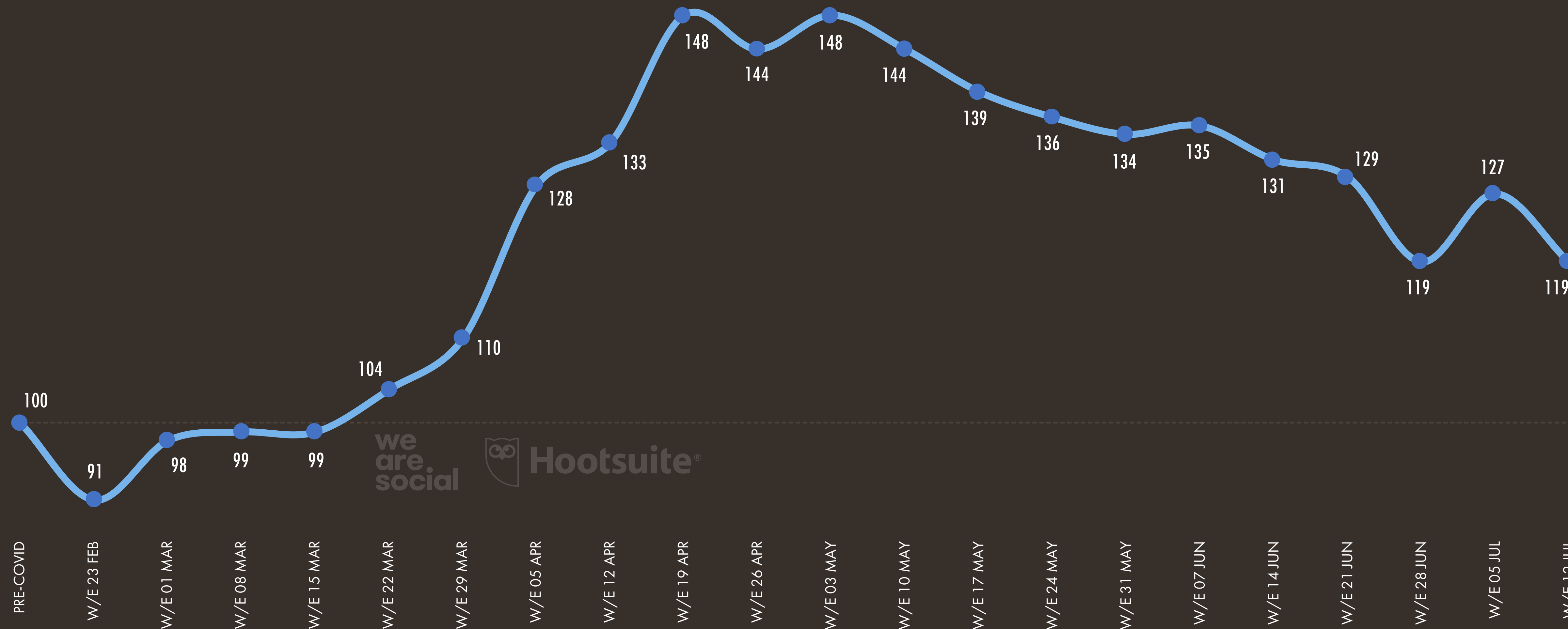
WEEKLY ECOMMERCE TRAFFIC INDEX OVER THE COURSE OF THE COVID-19 PANDEMIC, COMPARED TO PRE-PANDEMIC BENCHMARK LEVELS



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COVID-19: ECOMMERCE TRANSACTION INDEX

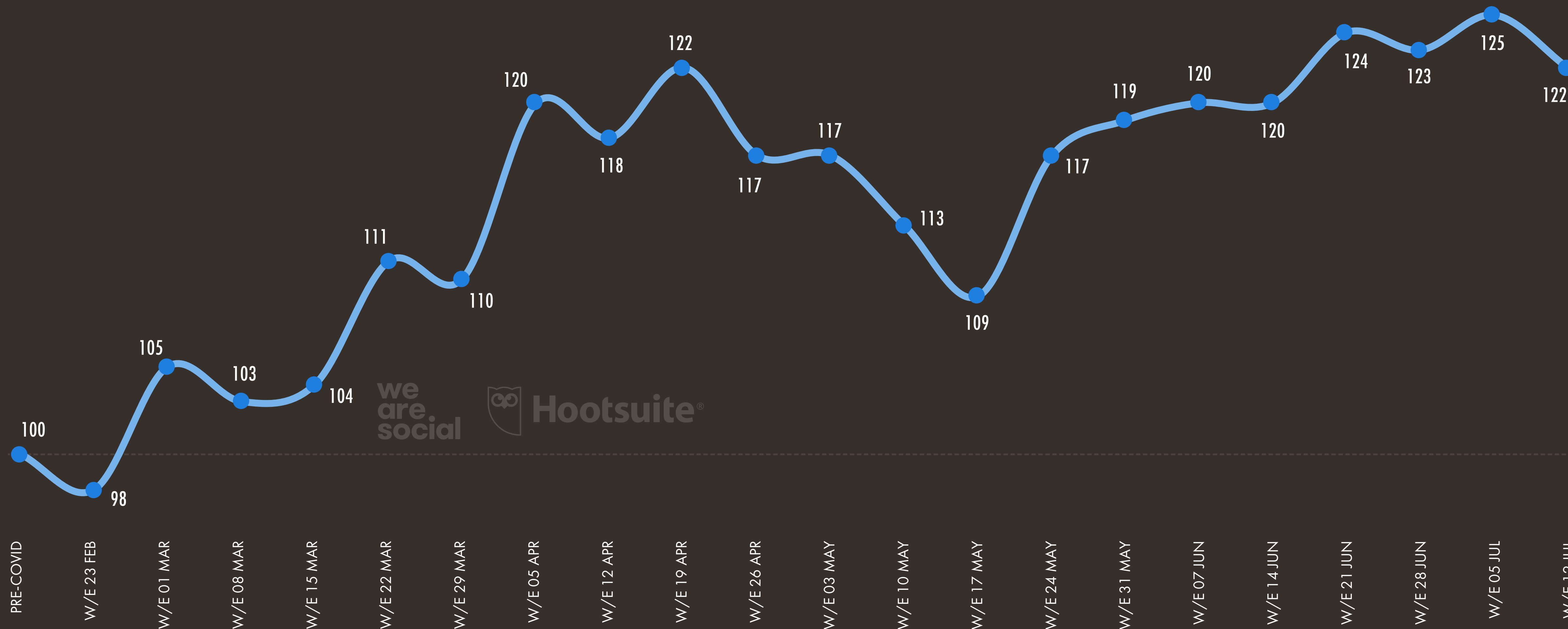
WEEKLY ECOMMERCE TRANSACTION INDEX OVER THE COURSE OF THE COVID-19 PANDEMIC, COMPARED TO PRE-PANDEMIC BENCHMARK LEVELS



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COVID-19: ECOMMERCE CONVERSION RATE INDEX

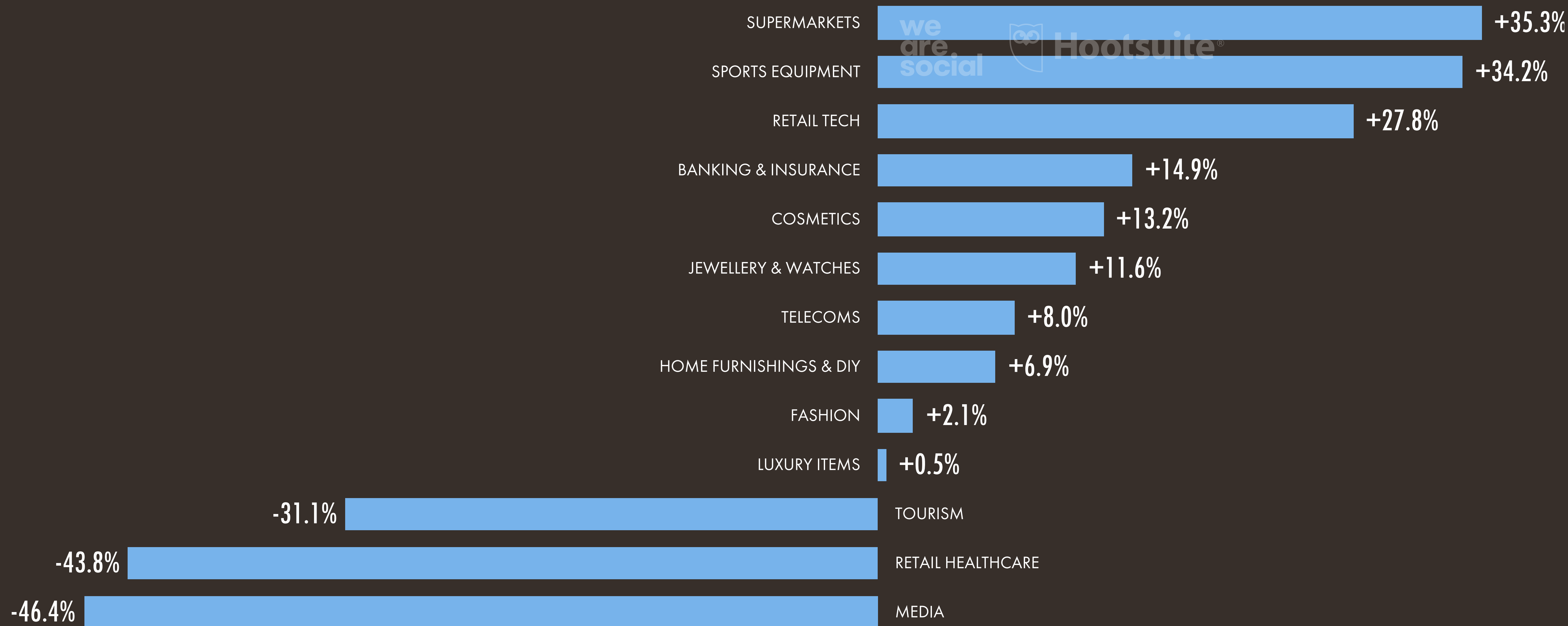
WEEKLY ECOMMERCE CONVERSION RATE INDEX OVER THE COURSE OF THE COVID-19 PANDEMIC, COMPARED TO PRE-PANDEMIC BENCHMARK LEVELS



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COVID-19: IMPACT ON ECOMMERCE TRAFFIC

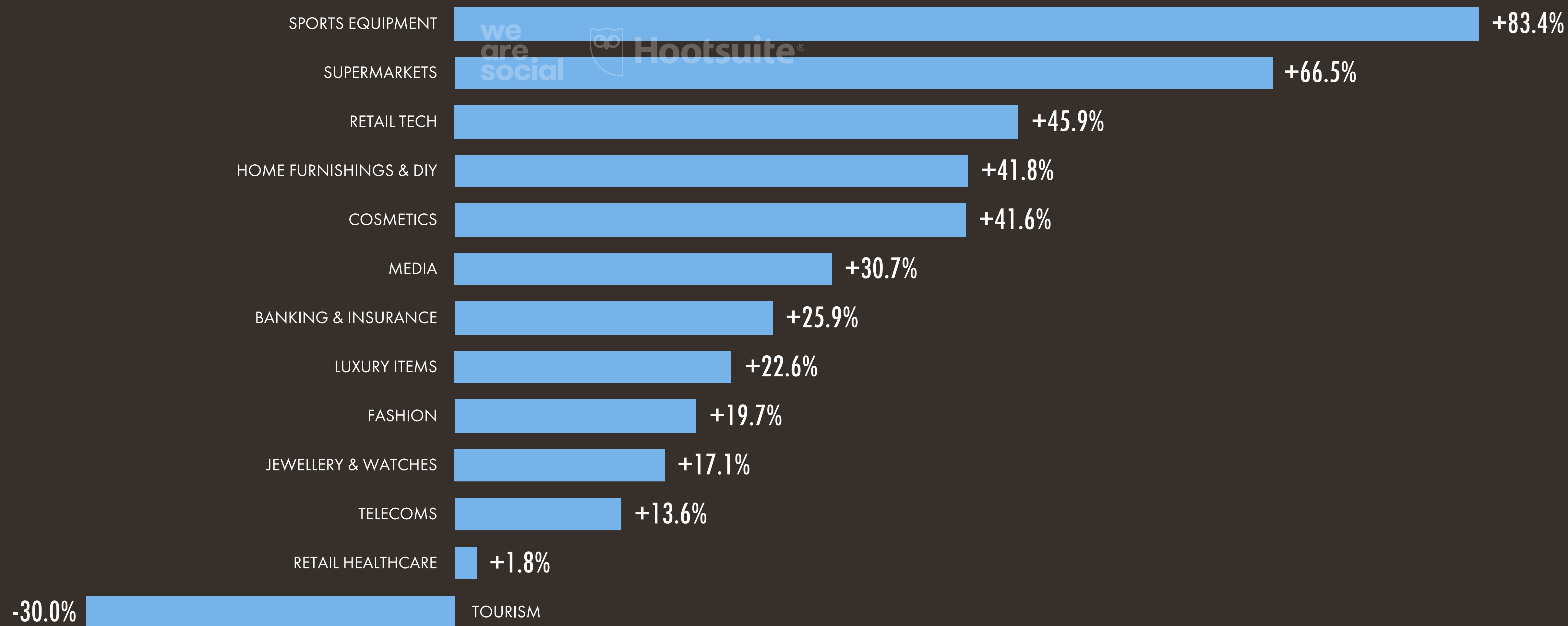
CHANGE IN ECOMMERCE TRAFFIC BY INDUSTRY IN THE WEEK ENDING 12 JULY 2020 COMPARED TO PRE-PANDEMIC BENCHMARKS



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2020

COVID-19: IMPACT ON ECOMMERCE TRANSACTIONS

CHANGE IN ECOMMERCE TRANSACTIONS BY INDUSTRY IN THE WEEK ENDING 12 JULY 2020, COMPARED TO PRE-PANDEMIC BENCHMARKS



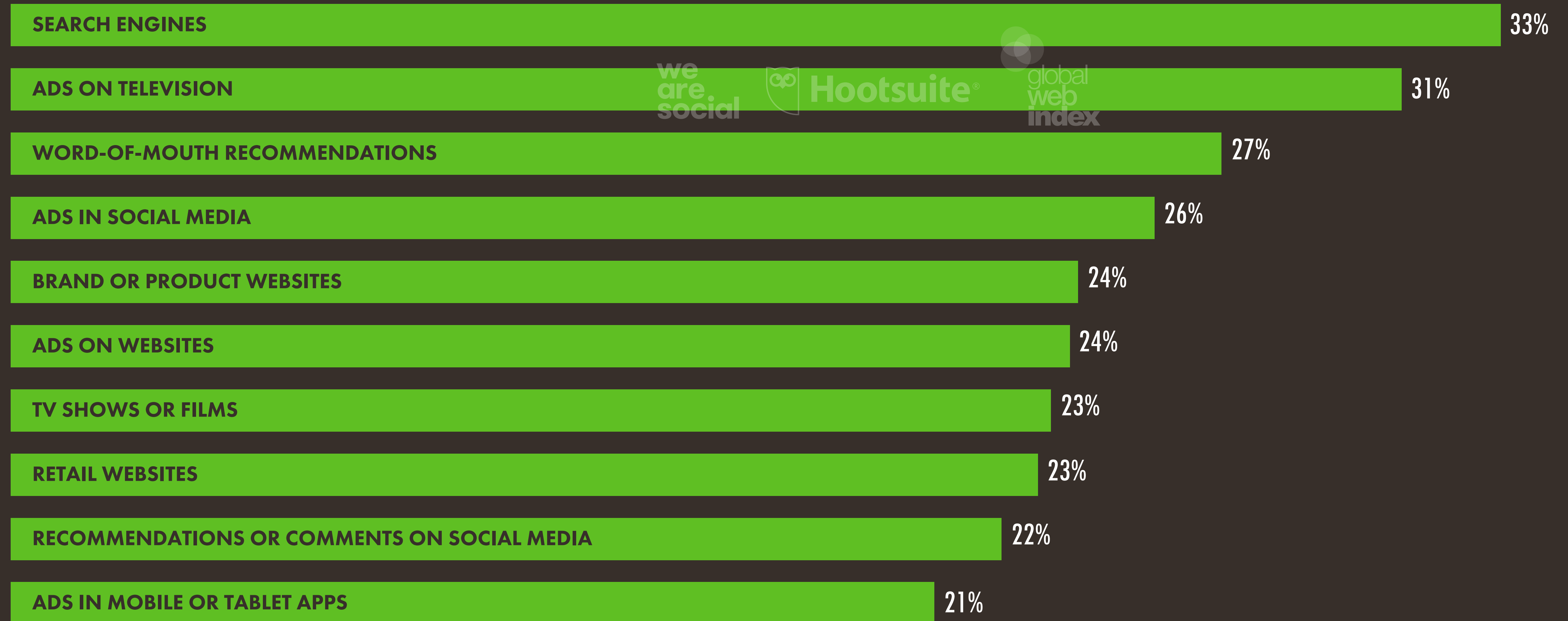


ADVERTISING

JUL
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SOURCES OF NEW BRAND DISCOVERY

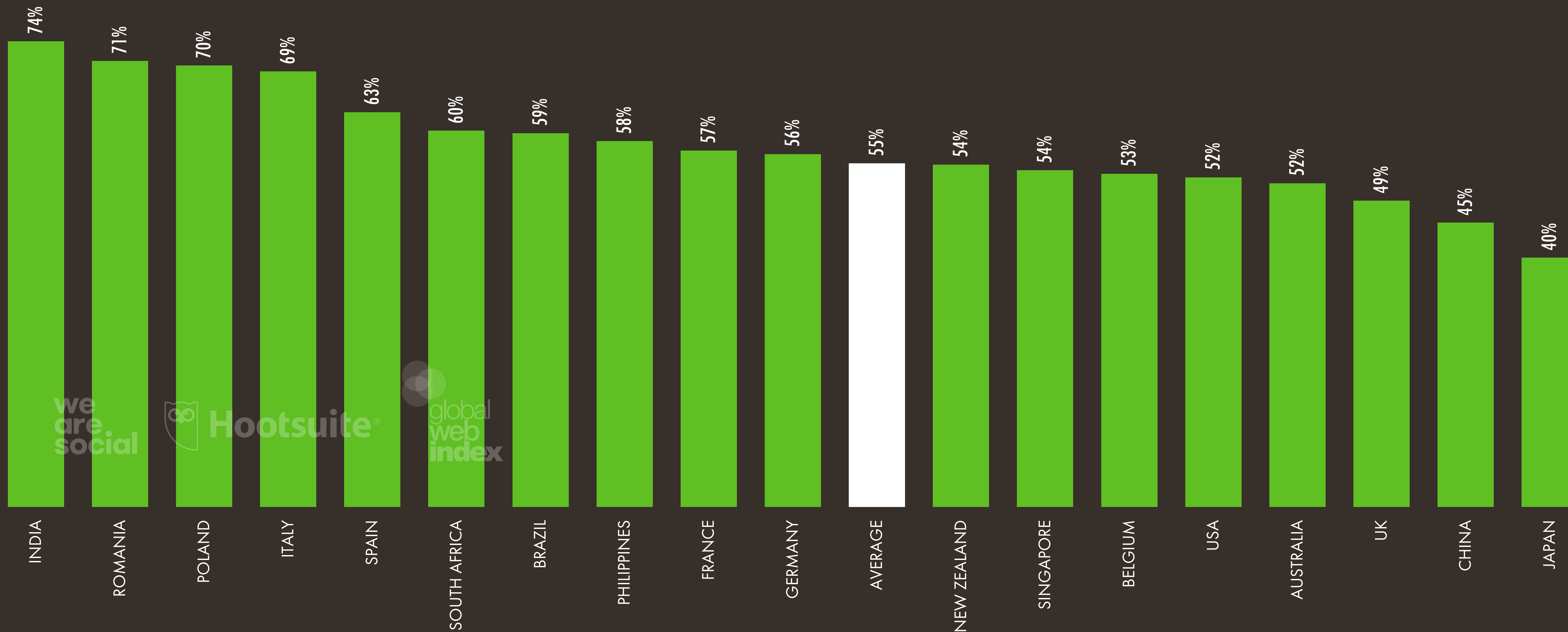
PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO SAY THEY DISCOVER NEW BRANDS AND PRODUCTS THROUGH EACH MEDIUM OR ACTIVITY



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COVID-19: SHOULD ADVERTISING GO ON AS NORMAL?

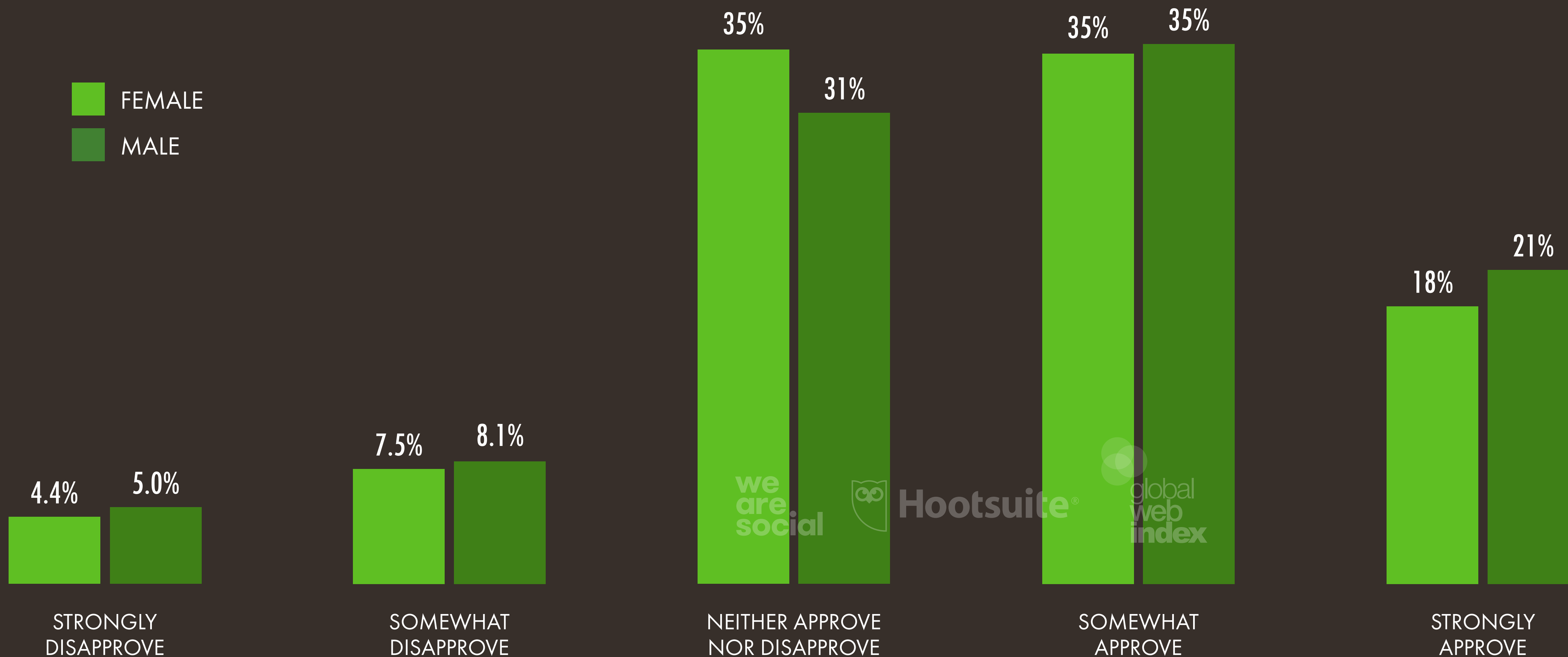
PERCENTAGE OF **INTERNET USERS AGED 16 TO 64*** WHO THINK BRANDS SHOULD CONTINUE TO ADVERTISE AS NORMAL DURING THE COVID-19 CRISIS



JUL
2020

COVID-19: SHOULD BRANDS ADVERTISE AS NORMAL?

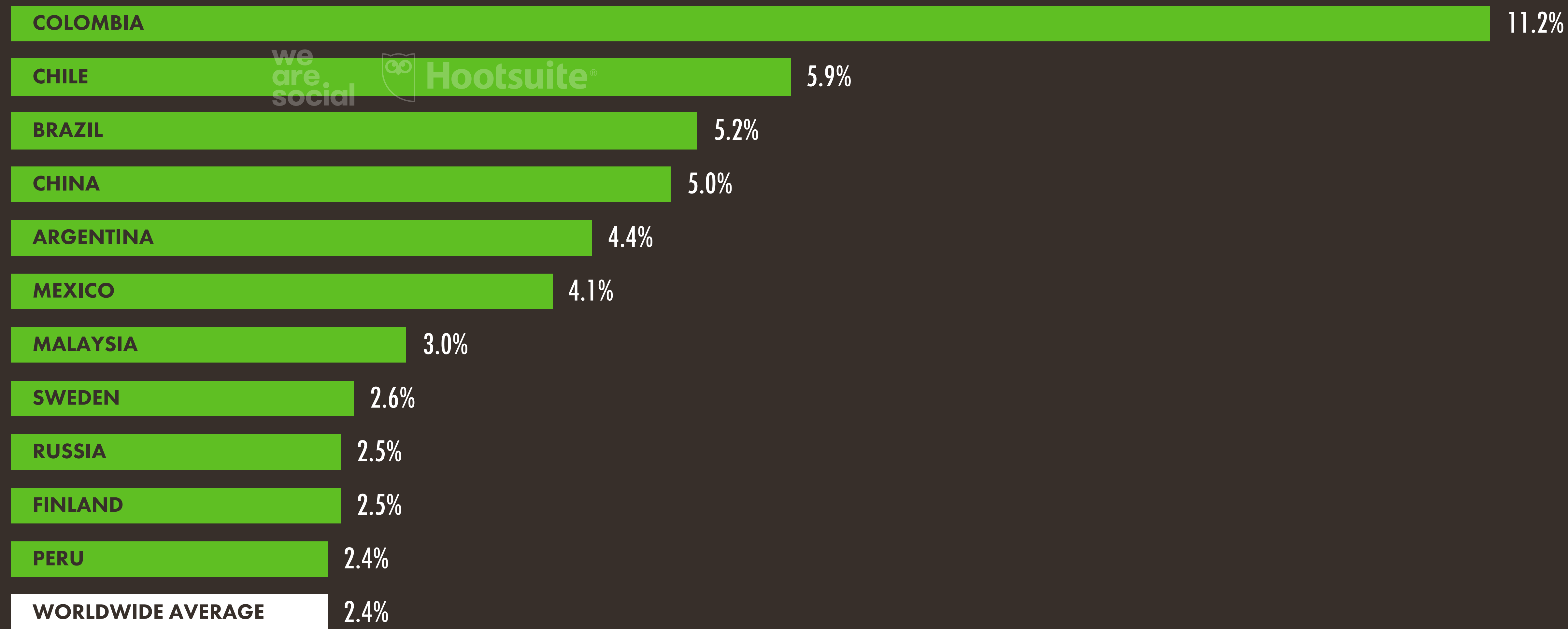
PERSPECTIVES OF INTERNET USERS AGED 16 TO 64 IN SELECT COUNTRIES* AS TO WHETHER BRANDS SHOULD CONTINUE TO ADVERTISE AS NORMAL



JUL
2020

FASTEST GROWING DIGITAL ADVERTISING MARKETS

COUNTRIES WITH THE FASTEST GROWTH IN DIGITAL ADVERTISING SPEND* IN 2020, ACCORDING TO EMARKETER



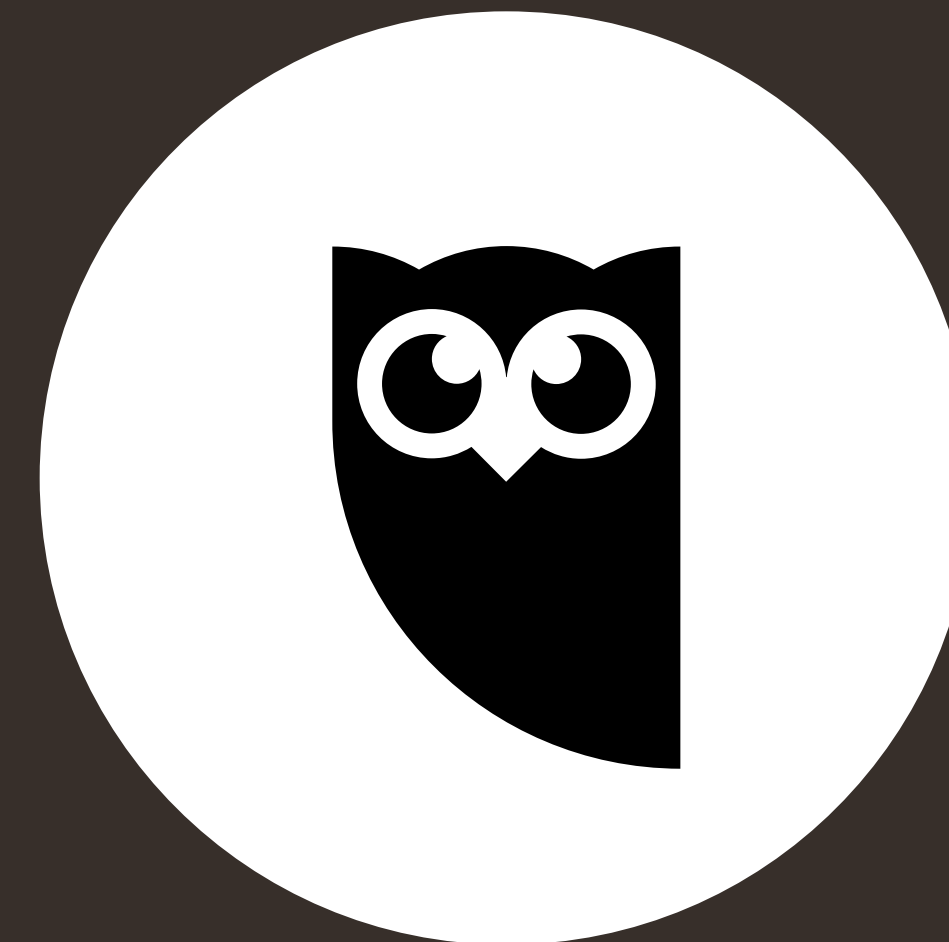


MORE INFORMATION

**CLICK THE LOGOS TO ACCESS ADDITIONAL
CONTENT, INSIGHTS, AND RESOURCES
FROM WE ARE SOCIAL AND HOOTSUITE:**



WE ARE SOCIAL



HOOTSUITE

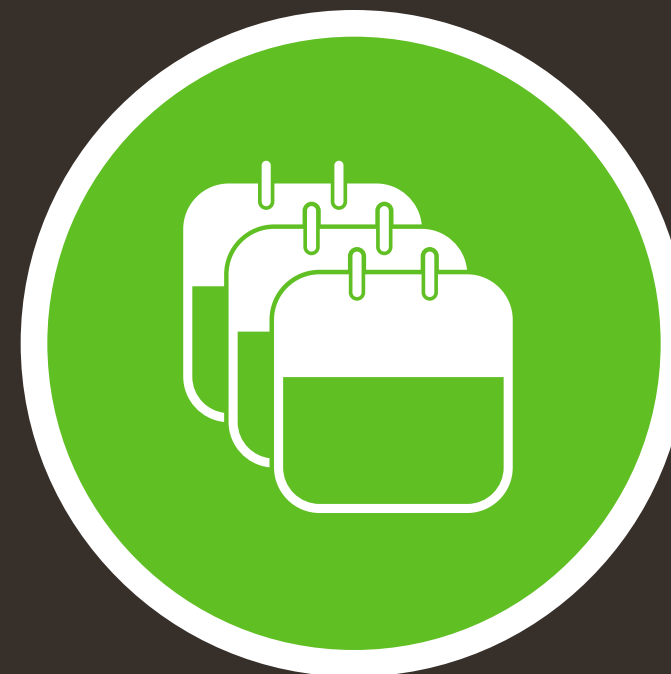
SPECIAL THANKS: GLOBALWEBINDEX



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



**90% GLOBAL
COVERAGE**



**ONGOING DATA COLLECTION
ACROSS 46 MARKETS**



**CROSS-DEVICE
COVERAGE**

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SPECIAL THANKS: STATISTA

statista 

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**96% OF THE GLOBAL
INTERNET POPULATION**



**OVER 150 COUNTRIES
AND REGIONS**



**98% OF WORLDWIDE
ECONOMIC POWER**



**MORE THAN 30,000
INTERACTIVE STATISTICS**

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SPECIAL THANKS: GSMA INTELLIGENCE

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

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

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 <https://www.gsmainelligence.com>

SPECIAL THANKS: APP ANNIE



App Annie is the industry's most trusted mobile data and analytics platform. App Annie's mission is to help customers create winning mobile experiences and achieve excellence. The company created the mobile app data market and is committed to delivering the industry's most complete mobile performance offering. More than 1,100 enterprise clients and 1 million registered users across the globe and spanning all industries rely on App Annie as the standard to revolutionize their mobile business. The company is headquartered in San Francisco with 12 offices worldwide.



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SPECIAL THANKS: SIMILARWEB



SimilarWeb provides the measure of the digital world. With an international online panel consisting of hundreds of millions of devices, SimilarWeb provides granular insights about any website or app across a wide array of industries. Global brands such as Google, eBay, and adidas rely on SimilarWeb to understand, track and grow their digital market share. The company has 450 employees and offices spanning four continents. SimilarWeb has been named one of Wall Street's Secret Weapons, and one of Calcalist's 2018 List of 50 Most Promising Israeli Startups.



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



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NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

This report uses data from a wide variety of sources, including market research agencies, internet and social media companies, governments and public bodies, news media, journalists, and our own internal analysis.

Wherever possible, we've prioritised data sources that provide broader geographical coverage, in order to minimise the potential variations between data points, and offer more reliable comparison across countries. However, where we believe that an individual metric provides a more reliable reference, we've used such individual numbers to ensure the most accurate reporting.

Furthermore, due to differing data collection and treatment methodologies used by these organisations, and the different sample periods during which data were collected, there may be significant differences in the reported metrics for similar data points throughout this report. In particular, data collected via surveys often vary from one report to another, even if those data were collected by the same organisation using the same approach in each wave.

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

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

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

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

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

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