



DIGITAL 2021

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ALL THE DATA, TRENDS, AND INSIGHTS YOU NEED TO HELP YOU UNDERSTAND
HOW PEOPLE USE THE INTERNET, MOBILE, SOCIAL MEDIA, AND ECOMMERCE

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IMPORTANT NOTES ON CHANGES TO DATA

Findings published in this report use the latest available data at the time of production. In order to provide the most accurate and up-to-date information, we have changed the sources we use to inform some of the numbers, and we have also changed the ways in which we calculate certain values. Consequently, various figures in this report **will not be comparable** with 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, and in some cases we've also added an alert beneath the chart's headline. In particular, please note that we **no longer include data sourced from social media platforms** in our internet user figures. As a result, the internet user numbers in this year's reports may appear lower than those in previous reports, but this does not necessarily imply an actual drop in internet users. We have recalculated historical internet user figures in order to provide accurate growth figures in this year's reports, but **overall values will not be comparable** with data published in previous reports in this series. Please also note that **social media user numbers may not represent unique individuals**, because some people may manage multiple social media accounts, and because some active social media accounts may represent 'non-human' entities such as animals, groups and organisations, locations, and more. As a result, the figures we publish for social media users may **exceed** the figures we publish for internet users. This may seem counter-intuitive, but the numbers in such instances are not incorrect. Separating social media user numbers from internet user numbers in this way allows readers to make more informed choices, and enables them to use the data that has the greatest relevance to their needs. Please see the complete list of data sources at the end of this report for further details.



DIGITAL 2021

GLOBAL OVERVIEW REPORT

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

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LOCAL COUNTRY HEADLINES

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD

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GLOBAL OVERVIEW REPORT, WITH CLOSE
TO 300 PAGES OF ESSENTIAL CHARTS AND
INSIGHTS FROM AROUND THE WORLD

[CLICK HERE](#) TO READ OUR DIGITAL 2021
LOCAL COUNTRY HEADLINES REPORT,
WITH ESSENTIAL DIGITAL OVERVIEWS
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	NETHERLANDS	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NEW CALEDONIA	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW ZEALAND	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NICARAGUA	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NIGER	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGERIA	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIUE	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	MADAGASCAR	NORFOLK IS.	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MALAWI	NORTH MACEDONIA	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAYSIA	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALDIVES	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FALKLAND IS.	IRAQ	MALI	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALTA	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE OF MAN	MARSHALL IS.	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARTINIQUE	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MAURITANIA	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITIUS	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAYOTTE	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MEXICO	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MICRONESIA	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MOLDOVA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MONACO	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONGOLIA	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONTENEGRO	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTSERRAT	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MOROCCO	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOZAMBIQUE	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MYANMAR	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	NAMIBIA	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECHIA	GUATEMALA	LATVIA	NAURU	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NEPAL	ST. HELENA	TAIWAN	ZIMBABWE



GLOBAL HEADLINES

JAN
2021

GLOBAL DIGITAL HEADLINES

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE AROUND THE WORLD

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



TOTAL
POPULATION



7.83
BILLION

URBANISATION:

56.4%

UNIQUE MOBILE
PHONE USERS



5.22
BILLION

vs. POPULATION:

66.6%

INTERNET
USERS*



4.66
BILLION

vs. POPULATION:

59.5%

ACTIVE SOCIAL
MEDIA USERS*



4.20
BILLION

vs. POPULATION:

53.6%



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GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN GLOBAL DIGITAL ADOPTION

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



TOTAL
POPULATION



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+1.0%

JAN 2021 vs. JAN 2020

+81 MILLION

UNIQUE MOBILE
PHONE USERS



+1.8%

JAN 2021 vs. JAN 2020

+93 MILLION

INTERNET
USERS*



+7.3%

JAN 2021 vs. JAN 2020

+316 MILLION

ACTIVE SOCIAL
MEDIA USERS*



+13.2%

JAN 2021 vs. JAN 2020

+490 MILLION

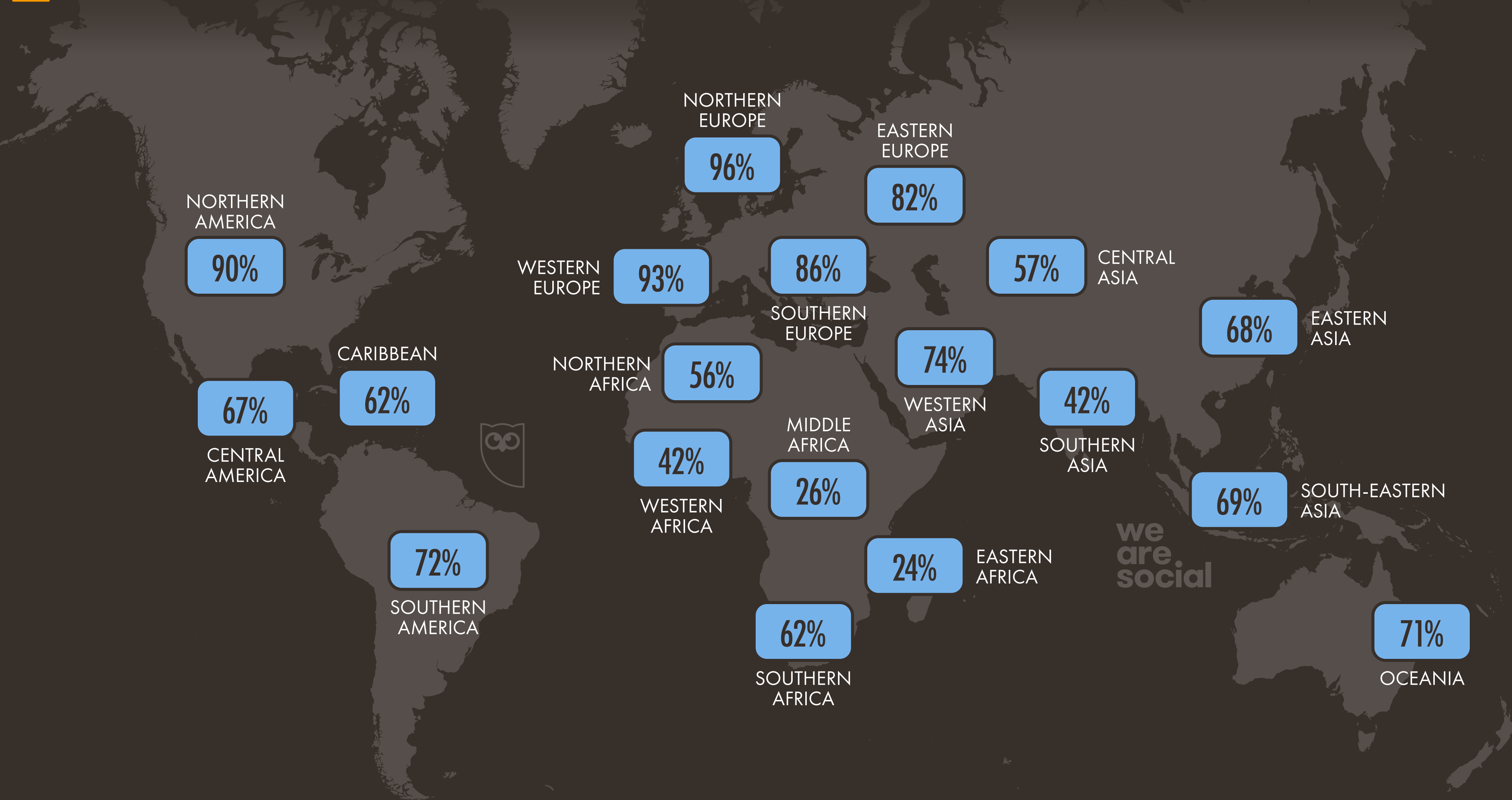


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INTERNET USERS vs. TOTAL POPULATION

NUMBER OF INTERNET USERS IN EACH REGION COMPARED TO TOTAL POPULATION

⚠️ INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

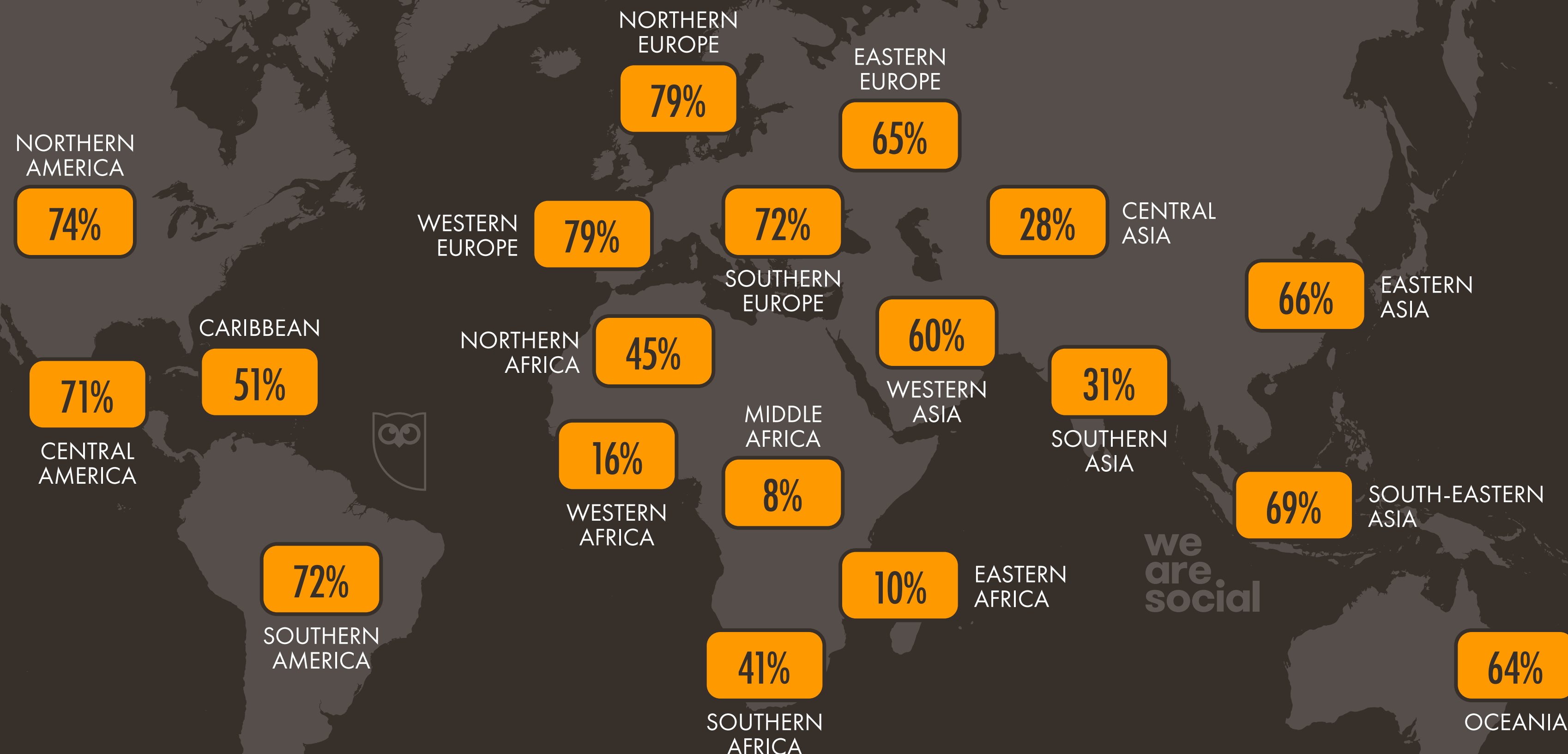


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SOCIAL MEDIA USERS vs. TOTAL POPULATION

NUMBER OF ACTIVE SOCIAL MEDIA USERS* IN EACH REGION COMPARED TO TOTAL POPULATION

⚠️ THIS CHART INCLUDES DATA FROM NEW SOURCES, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS



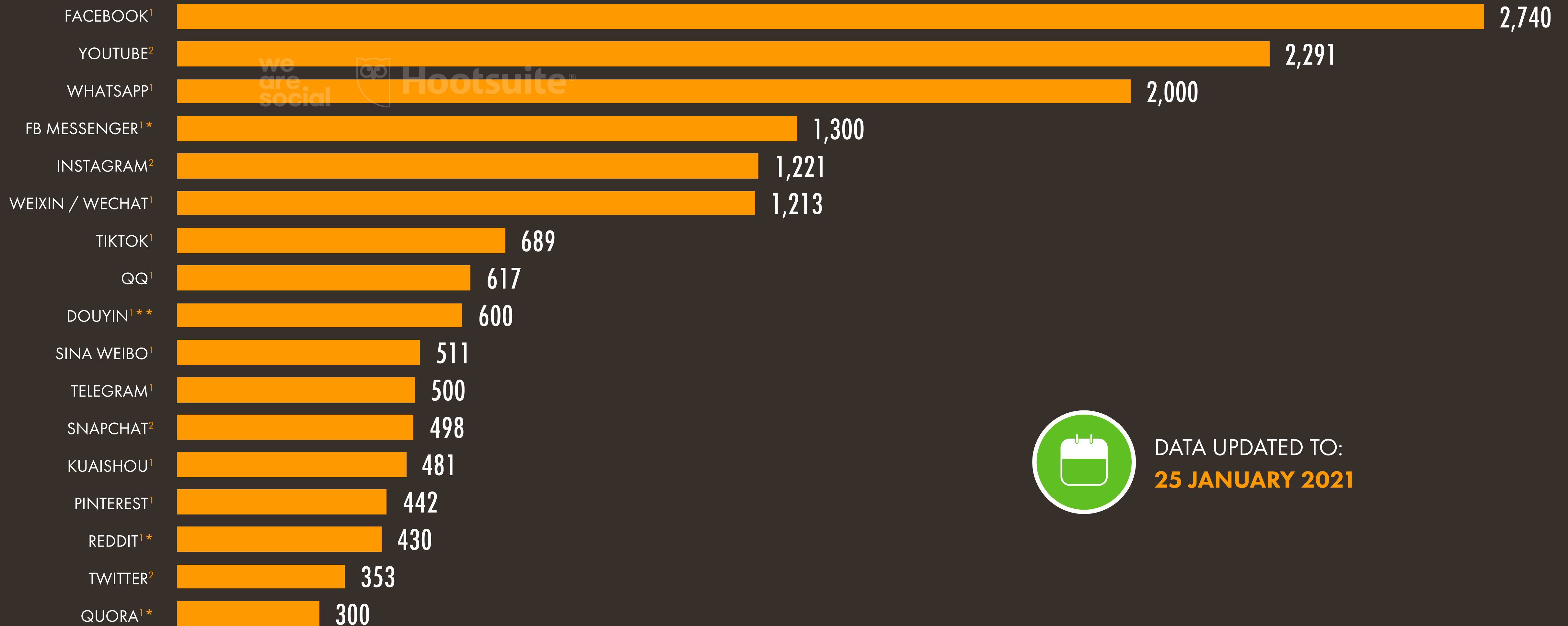
SOURCES: KEPIOS (JAN 2021), BASED ON DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; CAFEBAZAAR; OCDH.

***ADVISORY:** "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO FIGURES MAY EXCEED INTERNET PENETRATION VALUES. **NOTES:** DIFFERENCES IN DATA AVAILABILITY MEAN REGIONAL FIGURES MAY NOT CORRELATE WITH GLOBAL TOTALS. REGIONS AS PER THE U.N. GEOScheme. **COMPARABILITY ADVISORY:** DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS*



DATA UPDATED TO:
25 JANUARY 2021

SOURCES: KEPIOS ANALYSIS (JAN 2021), BASED ON DATA PUBLISHED IN: (1) COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; (2) PLATFORMS' SELF-SERVICE AD TOOLS.
***NOTES:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS, SO FIGURES WILL BE LESS RELIABLE. (**) FIGURE FOR DOUYIN USES THE REPORTED DAILY ACTIVE USER FIGURE, SO MONTHLY ACTIVE USER FIGURE IS LIKELY HIGHER.

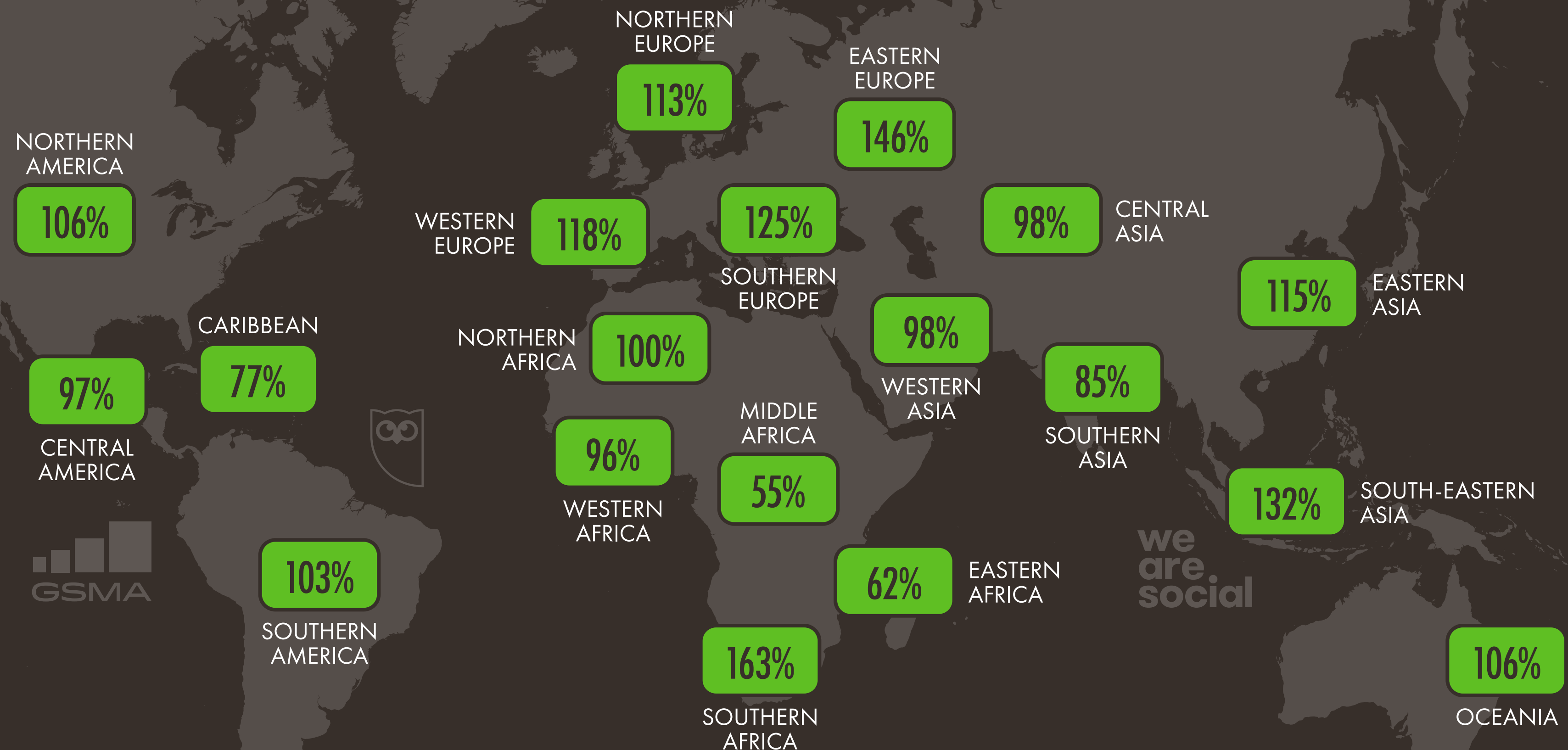
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MOBILE CONNECTIONS vs. TOTAL POPULATION

NUMBER OF MOBILE CONNECTIONS IN EACH REGION COMPARED TO TOTAL POPULATION



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MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL (EX. CHINA) RANKINGS OF TOP MOBILE APPS AND GAMES BY MONTHLY ACTIVE USERS IN 2020



RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	FACEBOOK	FACEBOOK
02	WHATSAPP	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	INSTAGRAM	FACEBOOK
05	AMAZON	AMAZON
06	TWITTER	TWITTER
07	NETFLIX	NETFLIX
08	TIKTOK	BYTEDANCE
09	SPOTIFY	SPOTIFY
10	SNAPCHAT	SNAP

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME	COMPANY
01	PUBG MOBILE	TENCENT
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	LUDO KING	GAMETION
04	AMONG US!	INNER SLOTH
05	FREE FIRE	SEA
06	ROBLOX	ROBLOX
07	CALL OF DUTY: MOBILE	ACTIVISION BLIZZARD
08	SUBWAY SURFERS	KILOO
09	MINECRAFT POCKET EDITION	MOJANG
10	POKÉMON GO	NIANTIC

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GLOBAL ECOMMERCE ACTIVITY OVERVIEW

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 THAT REPORTS PERFORMING EACH ACTIVITY IN THE PAST MONTH



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



GWl.

81.5%

VISITED AN ONLINE
RETAIL SITE OR STORE
(ANY DEVICE)



90.4%

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



GWl.

69.4%

PURCHASED A
PRODUCT ONLINE
(ANY DEVICE)



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76.8%

PURCHASED A
PRODUCT ONLINE
VIA A MOBILE PHONE



55.4%



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SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT DISCOVERS NEW BRANDS AND PRODUCTS THROUGH EACH CHANNEL



SEARCH ENGINES

33.9%

ADS ON TELEVISION

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GWl.

32.6%

WORD-OF-MOUTH RECOMMENDATIONS

29.4%

ADS ON SOCIAL MEDIA

28.2%

BRAND OR PRODUCT WEBSITES

27.6%

ONLINE RETAIL WEBSITES

26.0%

ADS ON WEBSITES

25.3%

RECOMMENDATIONS OR COMMENTS ON SOCIAL MEDIA

24.4%

TV SHOWS OR FILMS

24.2%

CONSUMER REVIEW WEBSITES

24.0%





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ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

 CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



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TOTAL
POPULATION



4.03
MILLION

URBANISATION:

42.9%

MOBILE
CONNECTIONS



4.07
MILLION

vs. POPULATION:

101.0%

INTERNET
USERS



3.07
MILLION

vs. POPULATION:

76.1%

ACTIVE SOCIAL
MEDIA USERS



1.70
MILLION

vs. POPULATION:

42.2%



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ANNUAL DIGITAL GROWTH

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



CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



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TOTAL
POPULATION



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-0.2%

JAN 2021 vs. JAN 2020

-9,620

MOBILE
CONNECTIONS



-7.1%

JAN 2021 vs. JAN 2020

-310 THOUSAND

INTERNET
USERS



-0.2%

JAN 2021 vs. JAN 2020

-7,323

ACTIVE SOCIAL
MEDIA USERS



+21.4%

JAN 2021 vs. JAN 2020

+300 THOUSAND



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POPULATION ESSENTIALS

POPULATION DEMOGRAPHICS AND OTHER KEY INDICATORS



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TOTAL
POPULATION



4.03
MILLION

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FEMALE
POPULATION



52.1%



MALE
POPULATION



47.9%



ANNUAL CHANGE
IN TOTAL POPULATION



-0.2%



MEDIAN
AGE



37.8

URBANISATION
OF POPULATION



42.9%



POPULATION DENSITY
(PEOPLE PER KM²)



122.6



OVERALL LITERACY
(ADULTS AGED 15+)



99.4%



FEMALE LITERACY
(ADULTS AGED 15+)



99.1%

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MALE LITERACY
(ADULTS AGED 15+)



99.6%



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POPULATION BY AGE GROUP

THE TOTAL NUMBER OF PEOPLE WITHIN EACH AGE GROUP



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TOTAL
POPULATION



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4.03
MILLION

POPULATION AGED
13 AND ABOVE



KEPIOS

86.3%
3.5 MILLION

POPULATION AGED
18 AND ABOVE



owl

81.1%
3.3 MILLION

POPULATION
AGED 16 TO 64



70.4%
2.8 MILLION



INTERNET USE

JAN
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OVERVIEW OF INTERNET USE

KEY INDICATORS OF INTERNET ADOPTION AND USE

 USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



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TOTAL NUMBER OF
INTERNET USERS
(ANY DEVICE)



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3.07
MILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



KEPIOS

76.1%

ANNUAL CHANGE
IN THE NUMBER
OF INTERNET USERS



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-0.2%
-7,323

PROXY FOR MOBILE INTERNET USE:
SHARE OF SOCIAL MEDIA USERS
ACCESSING VIA MOBILE DEVICES*



97.2%

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DIFFERENT PERSPECTIVES: INTERNET ADOPTION

INDICATORS OF INTERNET ADOPTION PUBLISHED BY DIFFERENT SOURCES, OFFERED FOR REFERENCE AND PERSPECTIVE

 OUR HEADLINE VALUE FOR INTERNET USERS INCLUDES ADDITIONAL DATA SOURCES, AND MAY NOT MATCH ANY OF THE VALUES SHOWN ON THIS CHART



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ITU: INDIVIDUALS
USING THE
INTERNET



3.07
MILLION

vs. POPULATION:

76.1%

CIA WORLD
FACTBOOK:
INTERNET USERS*



3.07
MILLION

vs. POPULATION:

76.1%

INTERNET
WORLD STATS:
INTERNET USERS



3.07
MILLION

vs. POPULATION:

76.1%

WORLD BANK:
INDIVIDUALS USING
THE INTERNET



3.07
MILLION

vs. POPULATION:

76.1%



SOURCES: AS STATED ABOVE EACH ICON (ALL ACCESSED JAN 2021); POPULATION DATA VIA THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. ***NOTE:** THE FIGURE FOR CIA WORLD FACTBOOK COMPARES THE PUBLISHED INTERNET PENETRATION RATE WITH THE LATEST POPULATION DATA FROM THE U.N. **◆ COMPARABILITY ADVISORY:** THE HEADLINE FIGURE FOR INTERNET USERS CITED ELSEWHERE IN THIS REPORT INCLUDES DATA FROM SOURCES NOT FEATURED ON THIS SLIDE, AND MAY NOT MATCH ANY OF THE VALUES SHOWN HERE.



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INTERNET CONNECTION SPEEDS: OVERVIEW

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



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AVERAGE DOWNLOAD
SPEED OF MOBILE
INTERNET CONNECTIONS



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37.46
MBPS

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



KEPIOS

+10.8%

AVERAGE DOWNLOAD
SPEED OF FIXED
INTERNET CONNECTIONS



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93.84
MBPS

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



+67.2%

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SHARE OF WEB TRAFFIC BY DEVICE

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

 THE FIGURES ON THIS CHART ARE BASED ON WEB TRAFFIC TO WEB BROWSERS ONLY, AND **DO NOT INCLUDE** DATA FOR OTHER ICT-RELATED ACTIVITIES



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MOBILE
PHONES



50.8%

DEC 2020 vs. DEC 2019:

+22%

+918 BPS

LAPTOPS &
DESKTOPS



48.3%

DEC 2020 vs. DEC 2019:

-16%

-918 BPS

TABLET
COMPUTERS



1.0%

DEC 2020 vs. DEC 2019:

0%

[UNCHANGED]

OTHER
DEVICES



0.01%

DEC 2020 vs. DEC 2019:

0%

[UNCHANGED]

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SHARE OF WEB TRAFFIC BY BROWSER

BASED ON WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE



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CHROME



77.1%

Y-O-Y: +6.4%



SAFARI



9.9%

Y-O-Y: -15%



FIREFOX



2.7%

Y-O-Y: -31%



SAMSUNG INTERNET



3.2%

Y-O-Y: -1.5%

MICROSOFT EDGE*



1.6%

Y-O-Y: +66%



OPERA



2.9%

Y-O-Y: +1.4%



INTERNET EXPLORER



0.4%

Y-O-Y: -29%



OTHER



2.3%

Y-O-Y: -49%



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TOP WEBSITES BY TRAFFIC (ALEXA)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO ALEXA*



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#	WEBSITE	TIME / DAY	PAGES / DAY
01	GOOGLE.COM	15M 41S	17.02
02	YOUTUBE.COM	17M 23S	9.86
03	BONGACAMS.COM	2M 46S	1.59
04	OK.RU	4M 11S	2.36
05	VK.COM	7M 21S	3.77
06	999.MD	18M 41S	11.00
07	MAIL.RU	3M 33S	2.76
08	GOOGLE.RU	3M 50S	4.76
09	YANDEX.RU	6M 16S	3.85
10	WIKIPEDIA.ORG	3M 48S	3.10

#	WEBSITE	TIME / DAY	PAGES / DAY
11	POINT.MD	9M 24S	5.20
12	GOOGLE.MD	4M 26S	4.70
13	GISMETEO.MD	2M 38S	2.60
14	GOV.MD	4M 54S	2.70
15	CHATURBATE.COM	11M 36S	8.54
16	FILMIX.CO	1M 53S	2.71
17	FACEBOOK.COM	18M 47S	8.82
18	IVI.RU	2M 53S	2.64
19	ZOOM.US	8M 14S	3.93
20	REZKA.AG	2M 33S	3.17

SOURCE: ALEXA (JAN 2021). ***NOTES:** 'ALEXA' IS THE NAME OF AMAZON'S INSIGHTS ARM, AND DATA SHOWN HERE ARE NOT RESTRICTED TO ACTIVITIES ON 'ALEXA' VOICE PLATFORMS. VALUES FOR "TIME / DAY" AND "PAGES / DAY" REPRESENT ALEXA'S ESTIMATES OF AVERAGES FOR GLOBAL VISITORS, NOT JUST LOCAL MARKET VISITORS. "TIME / DAY" VALUES REPORTED 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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GOOGLE SEARCH: TOP QUERIES IN 2020

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO GOOGLE SEARCH BETWEEN 01 JANUARY AND 31 DECEMBER 2020



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#	SEARCH QUERY	INDEX
01	ПОГОДА	100
02	999	55
03	TRANSLATE	45
04	METEO	44
05	GOOGLE	43
06	YOUTUBE	35
07	НОВОСТИ	32
08	FACEBOOK	31
09	ПЕРЕВОДЧИК	31
10	ЮТУБ	17

#	SEARCH QUERY	INDEX
11	ОДНОКЛАССНИКИ	16
12	GOOGLE TRANSLATE	16
13	POINT	16
14	БК	15
15	MP3	15
16	ОК	14
17	ЯНДЕКС	13
18	DEX	13
19	ФИЛЬМЫ	13
20	ПОГОДА ЗАВТРА	13

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SOCIAL MEDIA USE

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SOCIAL MEDIA USE

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE

 DATA ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS DUE TO CHANGES IN DATA SOURCES. USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.



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TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS*



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1.70
MILLION

SOCIAL MEDIA USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



KEPIOS

42.2%

ANNUAL CHANGE
IN THE NUMBER OF
SOCIAL MEDIA USERS



KEPIOS

+21.4%
+300 THOUSAND

NUMBER OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



KEPIOS

1.65
MILLION

PERCENTAGE OF TOTAL
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



97.2%

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FACEBOOK: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK



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POTENTIAL AUDIENCE*
THAT FACEBOOK REPORTS
CAN BE REACHED USING
ADVERTS ON FACEBOOK



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1.30
MILLION

FACEBOOK'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



37.4%

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



+8.3%
+100 THOUSAND

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



56.6%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*



43.4%



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2021

FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM



MOLDOVA

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA ANY
KIND OF MOBILE PHONE



97.2%

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA LAPTOP
OR DESKTOP COMPUTERS ONLY



2.8%

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA BOTH
PHONES AND COMPUTERS



21.0%

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA
MOBILE PHONES ONLY



76.2%



JAN
2021

FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A 'TYPICAL' USER AGED 18+ PERFORMS EACH ACTIVITY ON FACEBOOK



MOLDOVA

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

17

FEMALE: MALE:

24

11

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



we are social

4

FEMALE: MALE:

8

2

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



we are social

2

FEMALE: MALE:

3

1

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



17

FEMALE: MALE:

22

12

JAN
2021

TOP YOUTUBE SEARCH QUERIES

USERS' TOP SEARCH QUERIES ON YOUTUBE IN 2020



MOLDOVA

#	SEARCH QUERY	INDEX
01	ФИЛЬМ	100
02	MUZICA	79
03	ФИЛЬМЫ	78
04	ПЕЧИ	62
05	МУЗЫКА	58
06	ПЕЧНЯ	54
07	FILM	50
08	A4	46
09	DESENE ANIMATE	42
10	MUSIC	42

#	SEARCH QUERY	INDEX
11	МУЛЬТИКИ	36
12	ФИЛЬМЫ 2020	29
13	VORBESTE MOLDOVA	28
14	MAXINFINITE	27
15	ДИАНА	25
16	FILME	25
17	НАСТЯ	23
18	МАША И МЕДВЕДЬ	22
19	МЕЛОДРАМЫ	22
20	MINECRAFT	22

JAN
2021

INSTAGRAM: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM



MOLDOVA

POTENTIAL AUDIENCE*
THAT FACEBOOK REPORTS
CAN BE REACHED USING
ADVERTS ON INSTAGRAM



860.0
THOUSAND

INSTAGRAM'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



24.7%

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



+3.6%
+30 THOUSAND

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



58.8%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*



41.2%



JAN
2021

FACEBOOK MESSENGER: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK MESSENGER



MOLDOVA

POTENTIAL AUDIENCE*
THAT FACEBOOK REPORTS
CAN BE REACHED USING
ADVERTS ON MESSENGER



1.10
MILLION

we
are
social

MESSENGER'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



31.6%



PERCENTAGE OF
MESSENGER'S AD
AUDIENCE THAT FACEBOOK
REPORTS IS FEMALE*



56.6%



PERCENTAGE OF
MESSENGER'S AD
AUDIENCE THAT FACEBOOK
REPORTS IS MALE*



43.4%

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). **NOTE:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'.
***ADVISORIES:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. SOME FACEBOOK MESSENGER ADVERTISING OPTIONS ARE CURRENTLY UNAVAILABLE IN SOME COUNTRIES, SO "POTENTIAL AUDIENCE" FIGURES MAY BE MUCH LOWER THAN TOTAL MONTHLY ACTIVE USERS.



JAN
2021

LINKEDIN: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN



MOLDOVA

POTENTIAL AUDIENCE*
THAT LINKEDIN REPORTS
CAN BE REACHED WITH
ADVERTS ON LINKEDIN



260.0
THOUSAND

LINKEDIN'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 18+



8.0%

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



0%
[UNCHANGED]

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS FEMALE*



54.5%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS MALE*



45.5%

JAN
2021

TWITTER: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER



MOLDOVA

POTENTIAL AUDIENCE*
THAT TWITTER REPORTS
CAN BE REACHED WITH
ADVERTS ON TWITTER



KEPIOS

38.4
THOUSAND

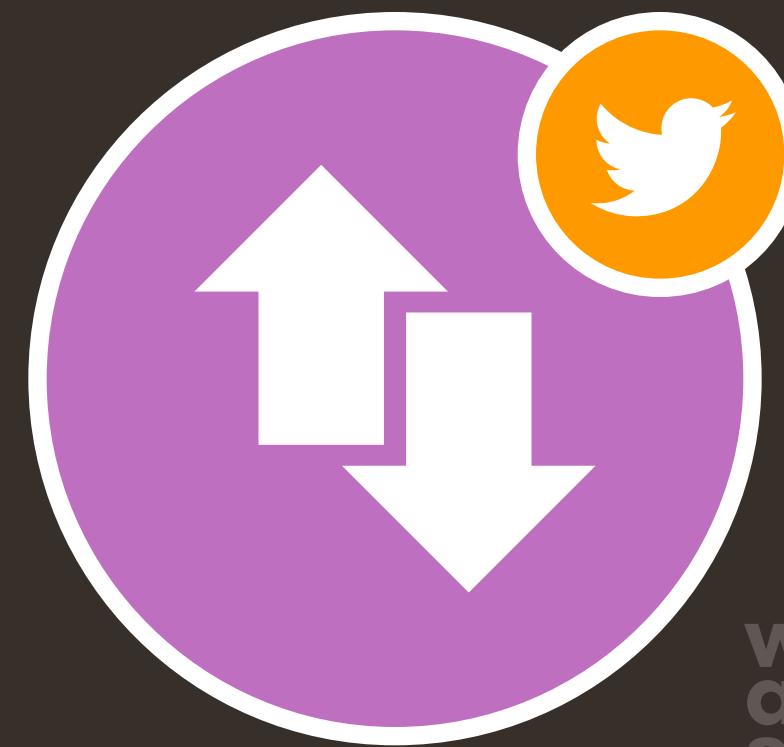
TWITTER'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



we
are
social

1.1%

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



we
are
social

+19.8%
+6,350

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS FEMALE*



we
are
social

30.0%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS MALE*



we
are
social

70.0%



MOBILE USE

JAN
2021

MOBILE CONNECTIONS BY TYPE

OVERVIEW OF MOBILE CONNECTIONS WITH SHARE BY PAYMENT TYPE AND CONNECTION BANDWIDTH



MOLDOVA

NUMBER OF MOBILE
CONNECTIONS
(EXCLUDING IOT)



GSMA

4.07
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



GSMA

101.0%

PRE-PAID CONNECTIONS
AS A PERCENTAGE OF ALL
MOBILE CONNECTIONS



GSMA

65.4%

POST-PAID CONNECTIONS
AS A PERCENTAGE OF ALL
MOBILE CONNECTIONS



we
are
social

34.7%

BROADBAND CONNECTIONS
(3G-5G) AS A PERCENTAGE OF
ALL MOBILE CONNECTIONS



82.4%

SOURCE: GSMA INTELLIGENCE (JAN 2021). **NOTE:** PERCENTAGES vs. POPULATION MAY EXCEED 100% DUE TO INDIVIDUAL USE OF MULTIPLE CONNECTIONS. TOTAL GLOBAL CONNECTIONS FIGURE QUOTED HERE DOES NOT INCLUDE IOT CELLULAR CONNECTIONS. **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE WITH DATA IN OUR PREVIOUS REPORTS.

JAN
2021

MOBILE CONNECTIVITY INDEX

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



MOLDOVA

OVERALL COUNTRY
INDEX SCORE



63.83

MOBILE NETWORK
INFRASTRUCTURE



67.51

AFFORDABILITY OF
DEVICES AND SERVICES



51.15

CONSUMER
READINESS



80.20

AVAILABILITY OF RELEVANT
CONTENT AND SERVICES



59.92



JAN
2021

SHARE OF WEB TRAFFIC BY MOBILE OS

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



MOLDOVA

SHARE OF WEB TRAFFIC
ORIGINATING FROM
ANDROID DEVICES



we
are
social

82.2%

DEC 2020 vs. DEC 2019:

-7.4%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
APPLE IOS DEVICES



KEPIOS

17.6%

DEC 2020 vs. DEC 2019:

+66%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
KAI OS DEVICES



owl

0%

DEC 2020 vs. DEC 2019:

[N/A]

SHARE OF WEB TRAFFIC
ORIGINATING FROM
SAMSUNG OS DEVICES*



lightbulb

0.2%

DEC 2020 vs. DEC 2019:

+11%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
OTHER OS DEVICES



0.07%

DEC 2020 vs. DEC 2019:

-86%



ECOMMERCE USE

JAN
2021

FINANCIAL INCLUSION FACTORS

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



MOLDOVA

HAS AN ACCOUNT WITH
A FINANCIAL INSTITUTION



43.8%



HAS A
CREDIT CARD



17.0%



HAS A MOBILE
MONEY ACCOUNT*



[N/A]



MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



37.1%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



15.5%



PERCENTAGE OF MEN
WITH A CREDIT CARD



18.7%



PERCENTAGE OF WOMEN
MAKING ONLINE TRANSACTIONS



32.0%



PERCENTAGE OF MEN
MAKING ONLINE TRANSACTIONS



42.8%

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

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

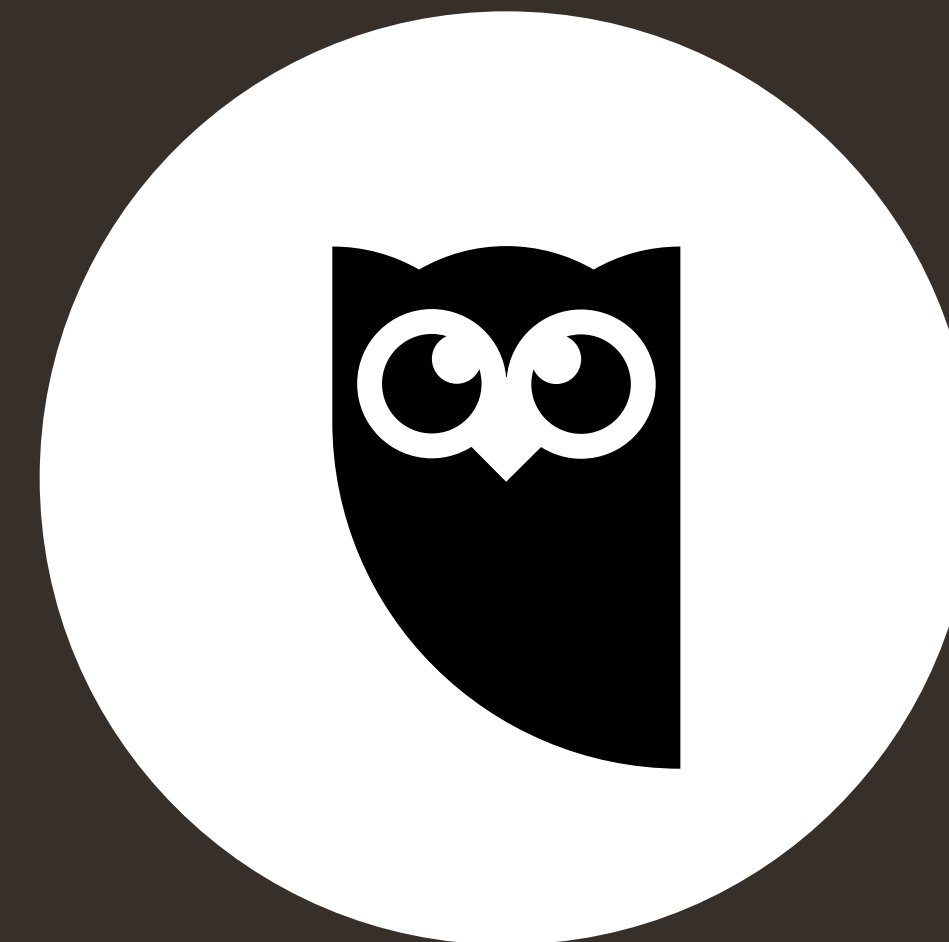


MORE INFORMATION

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



WE ARE SOCIAL



HOOTSUITE

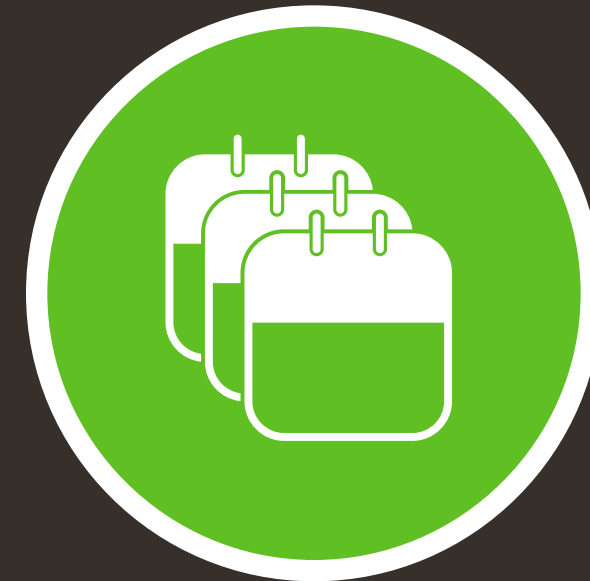
SPECIAL THANKS: GWI



GWI (formerly GlobalWebIndex) is a target audience company that provides consumer insight across 46 countries to the world's leading brands, communication agencies and media organizations. The company runs a global survey representing more than 2 billion connected consumers, which offers up over 40,000 data points on the behaviors and perceptions of internet users around the world. Using the subscription-based platform, clients can gather in-depth insights into audience behaviors, attitudes and interests through a combination of survey data and analytics.



**90% GLOBAL
COVERAGE**



**ONGOING DATA COLLECTION
ACROSS 46 MARKETS**



**CROSS-DEVICE
COVERAGE**

Learn more at <https://www.globalwebindex.com>

SPECIAL THANKS: STATISTA

statista 

Statista is one of the world's largest online statistics databases. Its Digital Market Outlook products provide forecasts, detailed market insights, and key indicators on over 90 digital markets within verticals including e-commerce, digital media, advertising, smart home, and fintech for over 150 countries and regions.



**96% OF THE GLOBAL
INTERNET POPULATION**



**OVER 150 COUNTRIES
AND REGIONS**



**98% OF WORLDWIDE
ECONOMIC POWER**



**MORE THAN 30,000
INTERACTIVE STATISTICS**

Learn more about Statista at <https://www.statista.com>

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: SEMRUSH



Semrush is an online visibility management and content marketing SaaS platform that ensures businesses get measurable results from their online marketing.



**7+ MILLION
GLOBAL USERS**



**190 GEOGRAPHICAL
DATABASES**



**DATA FOR MOBILE
AND DESKTOP**



**HISTORICAL DATA
BACK TO 2012**

Learn more at <https://www.semrush.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. Founded in 2010, the company launched the first mobile market data solution. In 2020, App Annie launched App Annie Ascend, an advertising analytics solution, making it the first company in its space to offer a side-by-side view of market data and companies' own data to support mission-critical business decisions. Together, these solutions comprise the industry's most complete mobile performance platform. More than 1,100 enterprise clients and 1 million registered users across all geographies and industries rely on App Annie to drive their mobile business. The company is headquartered in San Francisco with 12 offices worldwide.



**1 MILLION
REGISTERED USERS**



**BEST-IN-CLASS
DATA**



**COVERAGE ACROSS
150 COUNTRIES**



**UNPARALLELED
SERVICE & SUPPORT**

Learn more about App Annie at <https://www.appannie.com>

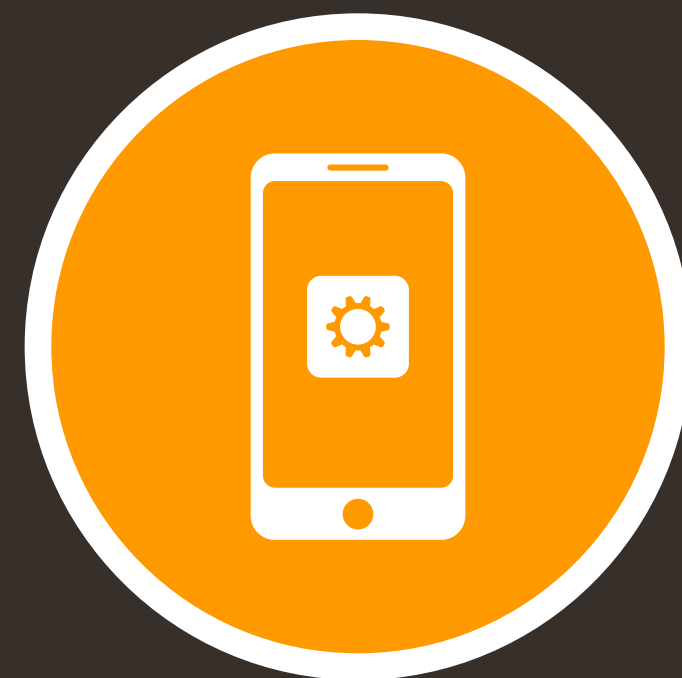
SPECIAL THANKS: SIMILARWEB



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.



**WEB
INTELLIGENCE**



**APP
INTELLIGENCE**



**GLOBAL
COVERAGE**



**GRANULAR
ANALYSIS**

Learn more about SimilarWeb at <https://www.similarweb.com>

SPECIAL THANKS: LOCOWISE



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



**CUSTOM REPORT
BUILDER WITH
OVER 300 METRICS**



**CAMPAIGN
ANALYSIS, TRACKING
AND REPORTING**



**INSIGHTS FROM ALL
YOUR NETWORKS
IN ONE PLACE**



**PREDICTIVE
METRICS TO DRIVE
FUTURE STRATEGY**

Learn more about Locowise at <https://locowise.com>

DATA SOURCES

GLOBAL HEADLINE SLIDES: All slides taken from **Digital 2021 Global Overview Report** ([click here](#) to read the complete report).

POPULATION & DEMOGRAPHICS: United Nations World Population Prospects, 2019 Revision; U.S. Census Bureau (accessed Jan 2021); United Nations World Urbanization Prospects, 2018 Revision; local government bodies (latest data available in Jan 2021). **Literacy rates:** UNESCO Institute for Statistics; UNICEF Data; World Bank DataBank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook (all accessed Jan 2021). **Device ownership and time spent by media:** GWI* (Q3 2020).

INTERNET: ITU Statistics; Eurostat Data Explorer; GWI; World Bank Data Bank; CNNIC; APJII; GSMA Intelligence; OCDH; local government authorities (all accessed January 2021). **Mobile internet share** based on data from GWI* (Q3 2020); extrapolations of data reported in Facebook's self-serve advertising tools. **Internet connection speeds** from Ookla Speedtest (accessed Jan 2021). **Web traffic by device, web browser share, and share of search market** from Statcounter (Jan 2021). **Time spent** on the internet from GWI* (Q3 2020). **World's top websites** from Semrush (Jan 2021); SimilarWeb (Jan 2021); Alexa

(monthly average, as reported in mid-January 2021). **Share of website traffic by device, age, and gender** from Semrush (Jan 2021). **Google search** insights from Google Trends (accessed Jan 2021). Data for **search behaviours, data misuse fears, and use of ad blockers** from GWI* (Q3 2020). Concerns about 'fake news' from Reuters Institute Digital News Report 2020. **Digital content** insights from GWI* (Q3 2020). **Smart home** insights from Statista Digital Market Outlook* (accessed Jan 2021).

SOCIAL MEDIA: platforms' self-service advertising tools and websites; company earnings announcements, marketing, promotional materials, and press releases; public remarks by senior executives; reports in reputable media; OCDH; CafeBazaar; Mediascope (all latest data available in January 2021). **Platform ranking and time spent** from GWI* (Q3 2020). **Facebook engagement benchmarks** from Locowise (Jan 2021). **YouTube search insights** from Google Trends (accessed Jan 2021). **Top social media apps and video streaming apps:** App Annie (Jan 2021).

MOBILE: Mobile Connections: GSMA Intelligence (Jan 2021). **Mobile app market overview, time spent, and mobile app rankings:** App Annie (Jan 2021). **Mobile actions and app categories:** GWI* (Q3 2020).

ECOMMERCE: GDP and financial inclusions data: World Bank DataBank; IMF Data; CIA World Factbook (all accessed Jan 2021). **Adoption by device, gender and age:** GWI* (Q3 2020); **Ecommerce spend:** Statista Digital Market Outlook and Statista Mobility Services Outlook* (both accessed Jan 2021); GWI* (Q3 2020). **Consumer goods:** Statista Digital Market Outlook* (accessed Jan 2021). **Mobile payments:** Statista Digital Market Outlook* (accessed Jan 2021); GWI* (Q3 2020). **Ride-hailing:** Statista Mobility Services Outlook* (accessed Jan 2021); GWI* (Q3 2020). **Online food delivery:** Statista Digital Market Outlook* (accessed Jan 2021); GWI* (Q3 2020).

MARKETING: Brand discovery and research channels: GWI* (Q3 2020). **Market value:** Statista Digital Market Outlook* and Statista Advertising & Media Outlook* (both accessed Jan 2021).

NOTE: All data points may include extrapolations.

*For more details about GWI including methodology, visit <https://www.globalwebindex.com>.

*For more details about Statista's Market Outlooks, visit <https://www.statista.com/outlook/digital-markets>.

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 of research.

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, collate, and publish regular internet user data.

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we no longer include this data in our internet user figures.

This is because the user numbers reported by social media platforms are typically based on active user accounts, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

Because we separate social media user numbers and internet user numbers, the figures we report for social media users may exceed

internet user numbers in some countries. In such instances, these figures do not represent errors. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple accounts, and / or of 'non-human' social media accounts.

Please also note that we've changed the source for a various data points in this year's reports, and a number of historical metrics that we reported in previous Global Digital reports have been revised by the original data provider. 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, because changes to base data may mean that values are not comparable.

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.

DISCLAIMER AND IMPORTANT NOTES

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While Kepios, We Are Social, and Hootsuite strive to ensure that all data and charts contained in this report are, as at the time of publication, accurate and up-to-date, neither Kepios, nor We Are Social, nor Hootsuite shall be responsible for any errors or omissions contained in this report, or for the results obtained from its use.

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