



# DIGITAL IN 2018 IN WESTERN ASIA

ESSENTIAL INSIGHTS INTO INTERNET, SOCIAL MEDIA, MOBILE, AND ECOMMERCE USE ACROSS THE REGION

**we  
are  
social**



**Hootsuite™**

**we  
are.  
social**



**Hootsuite™**

# COUNTRIES INCLUDED IN EACH ASIA REPORT

 <b>DIGITAL IN 2018 IN WESTERN ASIA</b> <small>Part 1: North-West</small>	 <b>DIGITAL IN 2018 IN WESTERN ASIA</b> <small>Part 2: South-East</small>	 <b>DIGITAL IN 2018 IN CENTRAL ASIA</b> <small>Part 1: North-West</small>	 <b>DIGITAL IN 2018 IN SOUTHERN ASIA</b> <small>Part 1: North-West</small>	 <b>DIGITAL IN 2018 IN SOUTHEAST ASIA</b> <small>Part 1: North-West</small>	 <b>DIGITAL IN 2018 IN SOUTHEAST ASIA</b> <small>Part 1: South-East</small>	 <b>DIGITAL IN 2018 IN EASTERN ASIA</b> <small>Part 1: North-West</small>
<b>WESTERN ASIA PART 1: NORTH-WEST</b>	<b>WESTERN ASIA PART 2: SOUTH-EAST</b>	<b>CENTRAL ASIA</b>	<b>SOUTHERN ASIA</b>	<b>SOUTHEAST ASIA PART 1: NORTH-WEST</b>	<b>SOUTHEAST ASIA PART 1: SOUTH-EAST</b>	<b>EASTERN ASIA</b>
ARMENIA AZERBAIJAN CYPRUS GEORGIA ISRAEL JORDAN LEBANON PALESTINE SYRIA TURKEY	BAHRAIN IRAQ KUWAIT OMAN QATAR SAUDI ARABIA UNITED ARAB EMIRATES YEMEN	KAZAKHSTAN KYRGYZSTAN TAJIKISTAN TURKMENISTAN UZBEKISTAN	AFGHANISTAN BANGLADESH BHUTAN INDIA IRAN MALDIVES NEPAL PAKISTAN SRI LANKA	CHINA HONG KONG JAPAN KOREA, NORTH KOREA, SOUTH MACAU MONGOLIA TAIWAN	CAMBODIA LAOS MYANMAR THAILAND VIETNAM	BRUNEI INDONESIA MALAYSIA PHILIPPINES SINGAPORE TIMOR-LESTE

Click the country names below to access our in-depth country reports							
Global Yearbook	Brunei	Dominican Rep.	Guyana	Liberia	Nepal	St Kitts & Nevis	Tajikistan
Afghanistan	Bulgaria	Ecuador	Haiti	Libya	Netherlands	St Lucia	Tanzania
Albania	Burkina Faso	Egypt	Honduras	Liechtenstein	New Caledonia	St Martin	Thailand
Algeria	Burundi	El Salvador	Hong Kong	Lithuania	New Zealand	St Pierre & Miquelon	Timor-Leste
American Samoa	Cabo Verde	Equatorial Guinea	Hungary	Luxembourg	Nicaragua	St Vincent, Grenadines	Togo
Andorra	Cambodia	Eritrea	Iceland	Macau	Niger	Samoa	Tokelau
Angola	Cameroon	Estonia	India	TFYR Macedonia	Nigeria	San Marino	Tonga
Anguilla	Canada	Ethiopia	Indonesia	Madagascar	Niue	São Tomé & Príncipe	Trinidad & Tobago
Antigua & Barbuda	Cayman Is.	Faroe Is.	Iran	Malawi	Norfolk Is.	Saudi Arabia	Tunisia
Argentina	Central African Rep.	Falkland Is.	Iraq	Malaysia	Northern Mariana Is.	Senegal	Turkey
Armenia	Chad	Fiji	Ireland	Maldives	Norway	Serbia	Turkmenistan
Aruba	Chile	Finland	Isle of Man	Mali	Oman	Seychelles	Turks & Caicos Is.
Australia	China	France	Israel	Malta	Pakistan	Sierra Leone	Tuvalu
Austria	Christmas Is.	French Guiana	Italy	Marshall Is.	Palau	Singapore	Uganda
Azerbaijan	Cocos Is.	French Polynesia	Jamaica	Martinique	Palestine	St Maarten	Ukraine
Bahamas	Colombia	Gabon	Japan	Mauritania	Panama	Slovakia	U.A.E.
Bahrain	Comoros	Gambia	Jersey	Mauritius	Papua New Guinea	Slovenia	U.K.
Bangladesh	Congo, Dem. Rep.	Georgia	Jordan	Mayotte	Paraguay	Solomon Is.	U.S.A.
Barbados	Congo, Rep.	Germany	Kazakhstan	Mexico	Peru	Somalia	Uruguay
Belarus	Cook Is.	Ghana	Kenya	Micronesia	Philippines	South Africa	Uzbekistan
Belgium	Costa Rica	Gibraltar	Kiribati	Moldova	Poland	South Sudan	Vanuatu
Belize	Côte d'Ivoire	Greece	Korea, North	Monaco	Portugal	Spain	Venezuela
Benin	Croatia	Greenland	Korea, South	Mongolia	Puerto Rico	Sri Lanka	Vietnam
Bermuda	Cuba	Grenada	Kosovo	Montenegro	Qatar	Sudan	British Virgin Is.
Bhutan	Curaçao	Guadeloupe	Kuwait	Montserrat	Réunion	Suriname	U.S. Virgin Is.
Bolivia	Cyprus	Guam	Kyrgyzstan	Morocco	Romania	Swaziland	Wallis & Futuna
Bonaire, St Eustatius, Saba	Czech Rep.	Guatemala	Laos	Mozambique	Russia	Sweden	Western Sahara
Bosnia & Herzegovina	Denmark	Guernsey	Latvia	Myanmar	Rwanda	Switzerland	Yemen
Botswana	Djibouti	Guinea	Lebanon	Namibia	St Barthélemy	Syria	Zambia
Brazil	Dominica	Guinea-Bissau	Lesotho	Nauru	St Helena	Taiwan	Zimbabwe



# GLOBAL OVERVIEW

JAN  
2018

# DIGITAL AROUND THE WORLD IN 2018

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

TOTAL  
POPULATION



we  
are  
social

**7.593**  
BILLION

URBANISATION:

**55%**

INTERNET  
USERS



**4.021**  
BILLION

PENETRATION:

**53%**

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**3.196**  
BILLION

PENETRATION:

**42%**

UNIQUE  
MOBILE USERS



**5.135**  
BILLION

PENETRATION:

**68%**

ACTIVE MOBILE  
SOCIAL USERS



**2.958**  
BILLION

PENETRATION:

**39%**



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2018

# ANNUAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET  
USERS



we  
are  
social

**+7%**

SINCE JAN 2017

**+248 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+13%**

SINCE JAN 2017

**+362 MILLION**

UNIQUE  
MOBILE USERS



we  
are  
social

**+4%**

SINCE JAN 2017

**+218 MILLION**

ACTIVE MOBILE  
SOCIAL USERS



**+14%**

SINCE JAN 2017

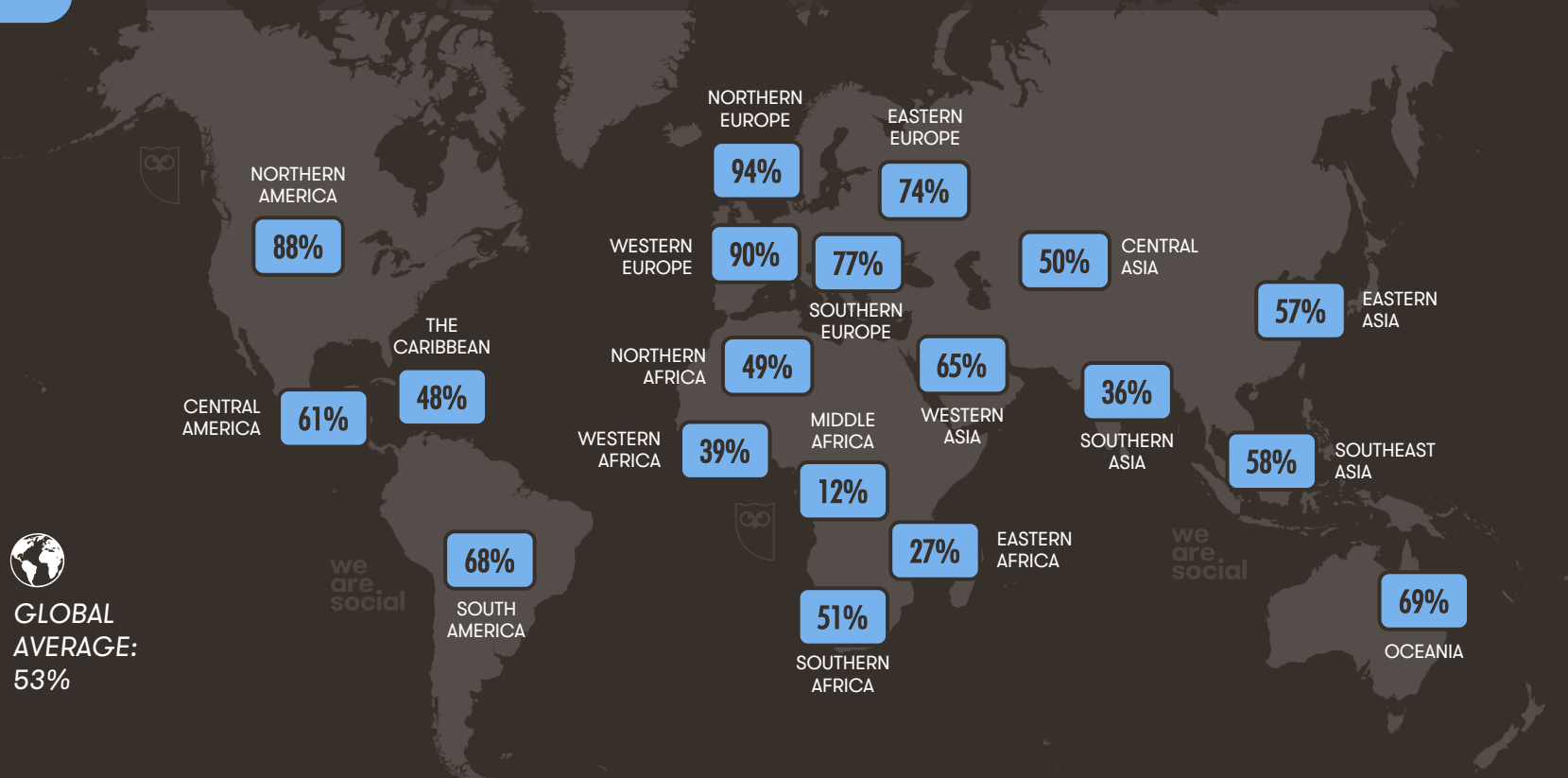
**+360 MILLION**



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# INTERNET PENETRATION BY REGION

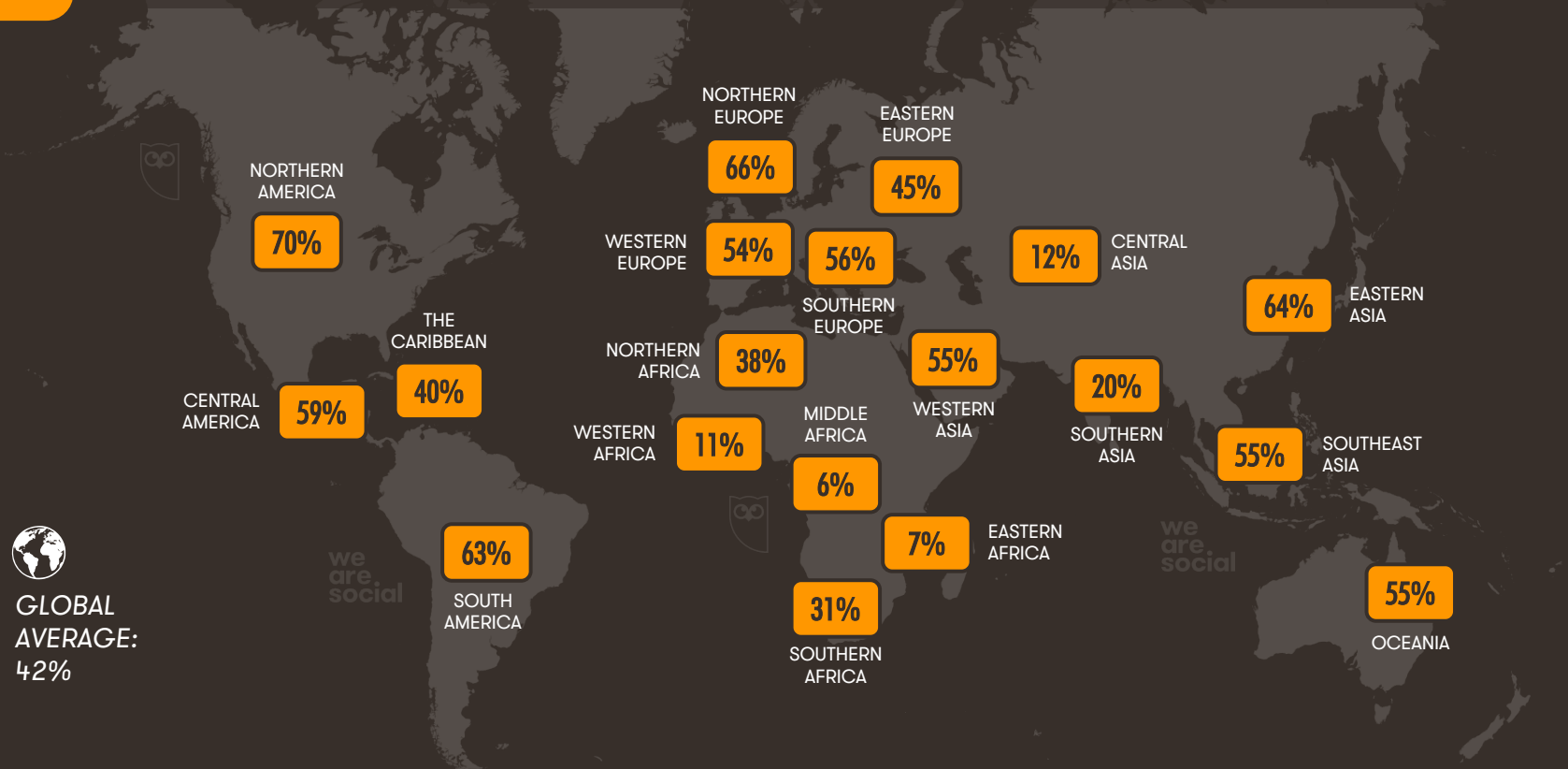
REGIONAL PENETRATION FIGURES, COMPARING INTERNET USERS TO TOTAL POPULATION



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# SOCIAL MEDIA PENETRATION BY REGION

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

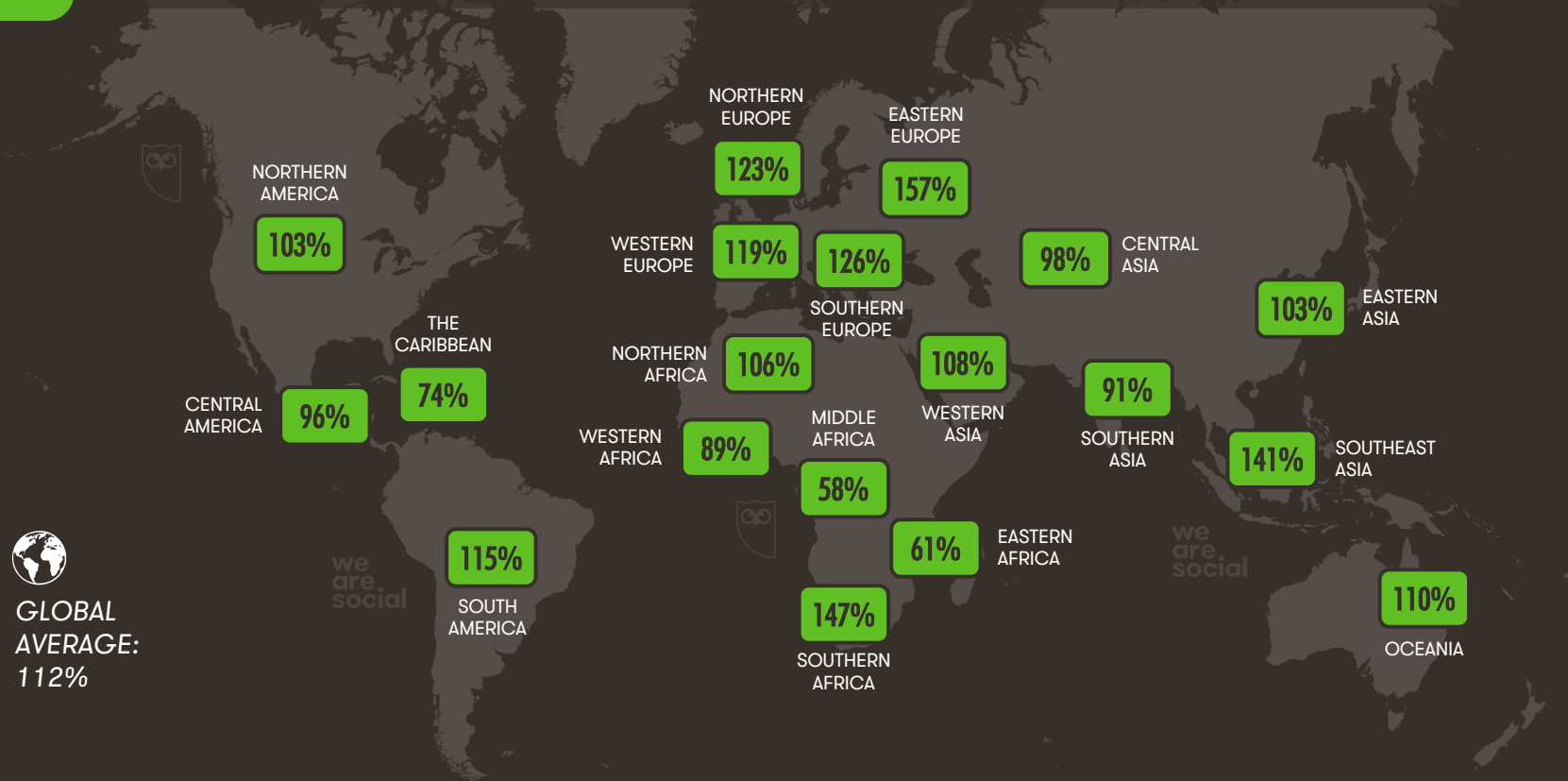


**SOURCES:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.  
**NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

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# MOBILE CONNECTIVITY BY REGION

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



GLOBAL  
AVERAGE:  
112%

we  
are.  
social

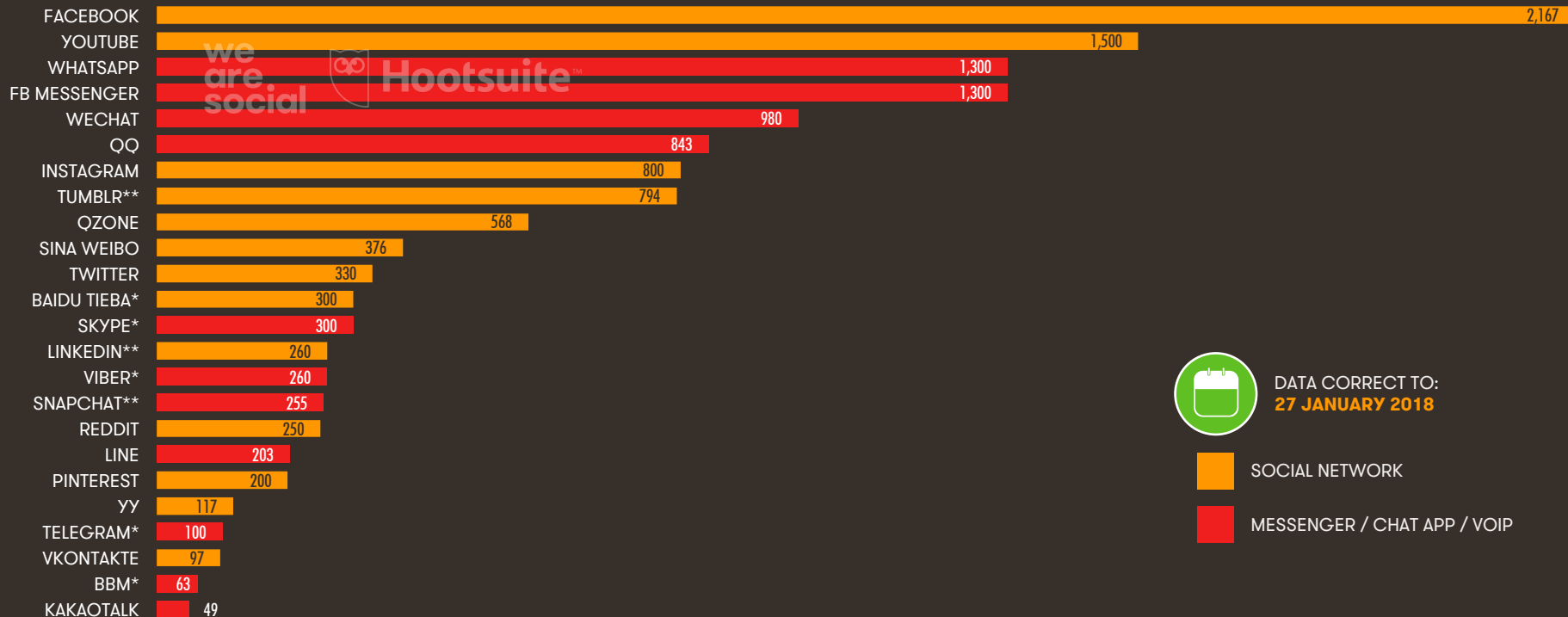
we  
are  
social



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# ACTIVE USERS OF KEY GLOBAL SOCIAL PLATFORMS

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



DATA CORRECT TO:  
**27 JANUARY 2018**



SOCIAL NETWORK



MESSENGER / CHAT APP / VOIP

## TOP MESSENGER APPS BY COUNTRY

- 12



# WE ARE SOCIAL'S ANALYSIS: DIGITAL IN 2018

With more than 4 billion people using the internet for an average of 6 hours each per day, digital has become an essential part of everyday life for most of us. We're using that connectivity in almost every aspect of our lives, whether it's chatting with friends, playing games, researching products, tracking our health, or even finding love. As a result, brands need to evolve beyond today's siloed approach to digital, and build seamless digital integration into everything they do – just as our audiences already have. Here are some tips to help with that:



Start with what people really need and want, and not just what the technology can do



Focus on creating mutual value at every opportunity, instead of simply 'selling more stuff'



Make it easy for people to buy online as soon as they're ready, wherever they are



Harness digital tools to keep the conversation going, even after you make a successful sale

**To learn more about what these Digital, Social and Mobile trends mean for your brand, [click here to download our Think Forward report.](#)**

# HOOTSUITE'S PERSPECTIVE: 2018 SOCIAL TRENDS



**The evolution of social ROI.** It's the end of the road for vanity metrics. Expect to see more organisations evolve their metrics as they look to quantify social's contribution to tangible business challenges such as lowering costs, increasing revenue, mitigating risk, and attracting talent.



**Mobile fuels the growth of social TV.** In 2018, social networks will encourage brands to become broadcasters as mobile video and social-TV content take the spotlight. We advise caution here as the metrics that bump the stock price of social networks—such as mobile video views—might not help your organisation achieve your own business outcomes.



**Trust declines, while peer influence rises.** From Trump's tumultuous triumph over traditional media to the fake news phenomenon, we saw a shift in media culture in 2017. It's clear we're moving away from trusting traditional institutions—and moving towards smaller spheres of influence where customer communities and engaged employees matter more than ever.



**Humans, meet AI.** The machines have risen. And marketers have discovered they can be delightfully useful. But while marketers rush ahead with chatbots and AI-generated content, it's still unclear whether customers will value these human-less engagements.



**The promise (and reality) of social data.** From tying together analytics systems to CRM integrations, marketers underestimated the complexity of social data initiatives. Organisations must recalculate the effort and resources needed to turn social data into a true—and unified—source of customer insights.

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

**CLICK HERE** TO READ 'DIGITAL IN 2018',  
OUR MAIN GLOBAL OVERVIEW REPORT



# **DIGITAL IN 2018**

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

**we  
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social**



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# IN-DEPTH COUNTRY PROFILES



**ARMENIA**

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# DIGITAL IN ARMENIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



we  
are  
social

**2.93**  
MILLION

URBANISATION:

**62%**

INTERNET  
USERS



**2.13**  
MILLION

PENETRATION:

**73%**

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**1.20**  
MILLION

PENETRATION:

**41%**

MOBILE  
CONNECTIONS



**3.80**  
MILLION

vs. POPULATION:

**130%**

ACTIVE MOBILE  
SOCIAL USERS



**0.99**  
MILLION

PENETRATION:

**34%**



JAN  
2018

# ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET  
USERS



0%

SINCE JAN 2017

(UNCHANGED)

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

+9%

SINCE JAN 2017

+100 THOUSAND

MOBILE  
CONNECTIONS



+4%

SINCE JAN 2017

+143 THOUSAND

ACTIVE MOBILE  
SOCIAL USERS



+16%

SINCE JAN 2017

+140 THOUSAND



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2018

# POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL  
POPULATION



we  
are  
social

**2.93**  
MILLION

FEMALE  
POPULATION



**53.0%**

MALE  
POPULATION



we  
are  
social

**47.0%**

ANNUAL CHANGE IN  
POPULATION SIZE



**+0.1%**

MEDIAN  
AGE



**35.6**  
YEARS OLD

POPULATION LIVING  
IN URBAN AREAS



**62%**

GDP PER  
CAPITA



we  
are  
social

**\$8,850**

LITERACY  
(TOTAL)



**100%**

FEMALE  
LITERACY



we  
are  
social

**100%**

MALE  
LITERACY



**100%**



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2018

# INTERNET USE

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



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



we  
are  
social

2.13  
MILLION

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



73%

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



we  
are  
social

1.75  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



60%



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# INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET  
WORLD STATS



**2.13**  
MILLION

ITU (INTERNATIONAL  
TELECOMMUNICATION UNION)



**1.82**  
MILLION

INTERNET  
LIVE STATS



**1.51**  
MILLION

CIA WORLD  
FACTBOOK



**1.82**  
MILLION

we  
are  
social



we  
are  
social



JAN  
2018

# SHARE OF WEB TRAFFIC BY DEVICE

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



LAPTOPS &  
DESKTOPS



81%

YEAR-ON-YEAR CHANGE:

-4%

MOBILE  
PHONES



16%

YEAR-ON-YEAR CHANGE:

+31%

TABLET  
DEVICES



2%

YEAR-ON-YEAR CHANGE:

-15%

OTHER  
DEVICES



0.01%

YEAR-ON-YEAR CHANGE:

-50%



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2018

# ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES
01	YOUTUBE.COM	8M 18S	4.79
02	GOOGLE.AM	5M 06S	7.21
03	OK.RU	4M 48S	2.15
04	GOOGLE.COM	7M 32S	8.56
05	LIST.AM	20M 15S	21.40
06	GOOGLE.RU	5M 50S	9.76
07	BONGACAMS.COM	4M 22S	2.03
08	VK.COM	10M 28S	4.74
09	MAIL.RU	5M 23S	3.63
10	FACEBOOK.COM	10M 21S	4.00

#	WEBSITE	TIME	PAGES
11	YANDEX.RU	5M 21S	3.22
12	MEROJAX.TV	5M 42S	5.36
13	NEWS.AM	8M 53S	4.59
14	INSTAGRAM.COM	5M 23S	3.34
15	WIKIPEDIA.ORG	4M 16S	3.31
16	DASARAN.AM	9M 11S	5.49
17	GISHER.ORG	4M 03S	3.94
18	ALIEXPRESS.COM	14M 15S	11.29
19	BLOGNEWS.AM	4M 11S	2.56
20	FRIV.COM	3M 06S	1.21



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# TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	FACEBOOK	100
02	YOUTUBE	69
03	ODNOKLASSNIKI	45
04	OK	43
05	GOOGLE	36
06	MERJVACE	30
07	MEXRAMIS	28
08	LIST	23
09	YUTUBE	20
10	TRANSLATE	19

#	QUERY	INDEX
11	PEREVODCHIK	19
12	MEROJAX	16
13	VK	16
14	LIST AM	15
15	ПЕРЕВОДЧИК	15
16	FRIV	13
17	LIST.AM	13
18	INSTAGRAM	12
19	KINO	11
20	KAK NAZVAT ETU LYUBOV	11



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# SOCIAL MEDIA USE

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



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

1.20  
MILLION

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



41%

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



we  
are  
social

0.99  
MILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



34%

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2018

# FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF  
MONTHLY ACTIVE  
FACEBOOK USERS



1.20  
MILLION

ANNUAL CHANGE IN  
FACEBOOK USERS  
vs. JANUARY 2017



+9%

PERCENTAGE OF  
FACEBOOK USERS  
ACCESSING VIA MOBILE



83%

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS FEMALE



51%

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS MALE



49%

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2018

# AVERAGE FACEBOOK PAGE POST REACH

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



AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



+0.08%



AVERAGE POST REACH  
vs. PAGE LIKES



16.7%



AVERAGE ORGANIC  
REACH vs. PAGE LIKES



10.8%



PERCENTAGE OF PAGES  
USING PAID MEDIA



22.5%



AVERAGE PAID REACH  
vs. TOTAL REACH



21.3%



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2018

# AVERAGE FACEBOOK ENGAGEMENT RATES

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



AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS (ALL TYPES)



we  
are  
social

3.13%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS



locowise

3.22%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE PHOTO POSTS



4.12%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS



locowise

3.48%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS



4.33%



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2018

# INSTAGRAM USAGE ANALYSIS

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



TOTAL NUMBER OF  
MONTHLY ACTIVE  
INSTAGRAM USERS



we  
are  
social

480.0  
THOUSAND

ACTIVE INSTAGRAM  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



16%

FEMALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



we  
are  
social

52%

MALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



48%



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2018

# MOBILE CONNECTIONS BY TYPE

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



TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



3.80  
MILLION

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



130%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



80%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



20%

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



53%

we  
are  
social

GSMA



GSMA



JAN  
2018

# FINANCIAL INCLUSION FACTORS

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



HAS A BANK  
ACCOUNT



18%

we  
are  
social

HAS A  
CREDIT CARD



5%



MAKES AND / OR RECEIVES  
MOBILE PAYMENTS VIA GSMA



0.7%

we  
are  
social

MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



5%

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



7%



PERCENTAGE OF MEN  
WITH A CREDIT CARD



4%

we  
are  
social

PERCENTAGE OF WOMEN  
MAKING INTERNET PAYMENTS



4%



PERCENTAGE OF MEN  
MAKING INTERNET PAYMENTS



6%





**AZERBAIJAN**

JAN  
2018

# DIGITAL IN AZERBAIJAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



9.88  
MILLION

URBANISATION:  
55%

INTERNET  
USERS



7.90  
MILLION

PENETRATION:  
80%

ACTIVE SOCIAL  
MEDIA USERS



2.70  
MILLION

PENETRATION:  
27%

MOBILE  
CONNECTIONS



11.28  
MILLION

vs. POPULATION:  
114%

ACTIVE MOBILE  
SOCIAL USERS



1.80  
MILLION

PENETRATION:  
18%

we  
are  
social



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA** AND **MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).



JAN  
2018

# ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET  
USERS



**+3%**

SINCE JAN 2017

**+261 THOUSAND**

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**+29%**

SINCE JAN 2017

**+600 THOUSAND**

MOBILE  
CONNECTIONS



**+10%**

SINCE JAN 2017

**+990 THOUSAND**

ACTIVE MOBILE  
SOCIAL USERS



**+13%**

SINCE JAN 2017

**+200 THOUSAND**



JAN  
2018

# POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL  
POPULATION



we  
are  
social

**9.88**  
MILLION

FEMALE  
POPULATION



**50.2%**

MALE  
POPULATION



we  
are  
social

**49.8%**

ANNUAL CHANGE IN  
POPULATION SIZE



**+1.0%**

MEDIAN  
AGE



**31.7**  
YEARS OLD

POPULATION LIVING  
IN URBAN AREAS



**55%**

GDP PER  
CAPITA



we  
are  
social

**\$17,282**

LITERACY  
(TOTAL)



**100%**

FEMALE  
LITERACY



we  
are  
social

**100%**

MALE  
LITERACY



**100%**



JAN  
2018

# INTERNET USE

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



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



we  
are  
social

7.90  
MILLION

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



80%

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



we  
are  
social

5.27  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



53%



JAN  
2018

# INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET  
WORLD STATS



**7.80**  
MILLION

ITU (INTERNATIONAL  
TELECOMMUNICATION UNION)



**7.72**  
MILLION

INTERNET  
LIVE STATS



**6.03**  
MILLION

CIA WORLD  
FACTBOOK



**7.72**  
MILLION

we  
are  
social



we  
are  
social



JAN  
2018

# SHARE OF WEB TRAFFIC BY DEVICE

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



LAPTOPS &  
DESKTOPS



**39%**

YEAR-ON-YEAR CHANGE:

**-15%**

MOBILE  
PHONES



**59%**

YEAR-ON-YEAR CHANGE:

**+15%**

TABLET  
DEVICES



**3%**

YEAR-ON-YEAR CHANGE:

**-29%**

OTHER  
DEVICES



**0.03%**

YEAR-ON-YEAR CHANGE:

**+50%**

JAN  
2018

# ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES
01	YOUTUBE.COM	8M 18S	4.79
02	GOOGLE.AZ	6M 02S	8.44
03	GOOGLE.COM	7M 32S	8.56
04	OK.RU	4M 48S	2.15
05	VK.COM	10M 28S	4.74
06	GOOGLE.RU	5M 50S	9.76
07	WIKIPEDIA.ORG	4M 16S	3.31
08	MAIL.RU	5M 23S	3.63
09	INSTAGRAM.COM	5M 23S	3.34
10	TURBO.AZ	18M 54S	20.00

#	WEBSITE	TIME	PAGES
11	YOUTUBE.COM	8M 18S	4.79
12	GOOGLE.AZ	6M 02S	8.44
13	GOOGLE.COM	7M 32S	8.56
14	OK.RU	4M 48S	2.15
15	VK.COM	10M 28S	4.74
16	GOOGLE.RU	5M 50S	9.76
17	WIKIPEDIA.ORG	4M 16S	3.31
18	MAIL.RU	5M 23S	3.63
19	INSTAGRAM.COM	5M 23S	3.34
20	TURBO.AZ	18M 54S	20.00



JAN  
2018

# TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	YOUTUBE	100
02	MP3	66
03	FACEBOOK	54
04	GOOGLE	48
05	INSTAGRAM	37
06	TRANSLATE	32
07	TURBO	24
08	TURBO AZ	21
09	XEBERLER	20
10	HAVA	16

#	QUERY	INDEX
11	SEKILLER	15
12	OK	15
13	FB	14
14	MP3 YUKLE	14
15	YUTUBE	14
16	GOOGLE TRANSLATE	13
17	YOU	13
18	WHATSAPP	13
19	OXU	12
20	TURBO.AZ	12



JAN  
2018

# SOCIAL MEDIA USE

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



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

2.70  
MILLION

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



27%

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



we  
are  
social

1.80  
MILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



18%

JAN  
2018

# FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF  
MONTHLY ACTIVE  
FACEBOOK USERS



**2.70**  
MILLION

ANNUAL CHANGE IN  
FACEBOOK USERS  
vs. JANUARY 2017



**+29%**

PERCENTAGE OF  
FACEBOOK USERS  
ACCESSING VIA MOBILE



**67%**

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS FEMALE



**34%**

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS MALE



**66%**

we  
are  
social



we  
are  
social



JAN  
2018

# AVERAGE FACEBOOK PAGE POST REACH

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



AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



+0.16%

AVERAGE POST REACH  
vs. PAGE LIKES



14.3%

AVERAGE ORGANIC  
REACH vs. PAGE LIKES



7.5%

PERCENTAGE OF PAGES  
USING PAID MEDIA



22.9%

AVERAGE PAID REACH  
vs. TOTAL REACH



31.7%



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



Hootsuite™

we  
are  
social

JAN  
2018

# AVERAGE FACEBOOK ENGAGEMENT RATES

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



AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS (ALL TYPES)



we  
are  
social

4.36%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS



locowise

5.11%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE PHOTO POSTS



5.01%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS



locowise

5.38%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS



6.49%

JAN  
2018

# INSTAGRAM USAGE ANALYSIS

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



TOTAL NUMBER OF  
MONTHLY ACTIVE  
INSTAGRAM USERS



we  
are  
social

2.00  
MILLION

ACTIVE INSTAGRAM  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



20%

FEMALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



we  
are  
social

35%

MALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



65%



JAN  
2018

# MOBILE CONNECTIONS BY TYPE

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



TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



11.28  
MILLION

we  
are  
social

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



114%

GSMA

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



82%



PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



18%

GSMA

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



43%



JAN  
2018

# MOBILE CONNECTIVITY INDEX

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



OVERALL COUNTRY  
INDEX SCORE



60.38

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

MOBILE NETWORK  
INFRASTRUCTURE



47.67

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AFFORDABILITY OF  
DEVICES & SERVICES



68.98

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

CONSUMER  
READINESS



71.43

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT  
CONTENT & SERVICES



56.61

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100



JAN  
2018

# FINANCIAL INCLUSION FACTORS

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



HAS A BANK  
ACCOUNT



29%

we  
are  
social

HAS A  
CREDIT CARD



9%



MAKES AND / OR RECEIVES  
MOBILE PAYMENTS VIA GSMA



[N/A]

we  
are  
social

MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



4%

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



6%



PERCENTAGE OF MEN  
WITH A CREDIT CARD



11%

we  
are  
social

PERCENTAGE OF WOMEN  
MAKING INTERNET PAYMENTS



3%



PERCENTAGE OF MEN  
MAKING INTERNET PAYMENTS



6%





**CYPRUS**

JAN  
2018

# DIGITAL IN CYPRUS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



we  
are  
social

**1.18**  
MILLION

URBANISATION:

**67%**

INTERNET  
USERS



**0.97**  
MILLION

PENETRATION:

**82%**

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**0.97**  
MILLION

PENETRATION:

**82%**

MOBILE  
CONNECTIONS



**1.69**  
MILLION

vs. POPULATION:

**143%**

ACTIVE MOBILE  
SOCIAL USERS



**0.87**  
MILLION

PENETRATION:

**73%**



JAN  
2018

# ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET  
USERS



**+4%**

SINCE JAN 2017

**+40 THOUSAND**

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**+4%**

SINCE JAN 2017

**+40 THOUSAND**

MOBILE  
CONNECTIONS



**+1%**

SINCE JAN 2017

**+22 THOUSAND**

ACTIVE MOBILE  
SOCIAL USERS



**+5%**

SINCE JAN 2017

**+40 THOUSAND**



JAN  
2018

# POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL  
POPULATION



we  
are  
social

**1.18**  
MILLION

FEMALE  
POPULATION



**50.0%**

MALE  
POPULATION



we  
are  
social

**50.0%**

ANNUAL CHANGE IN  
POPULATION SIZE



**+0.8%**

MEDIAN  
AGE



**37.2**  
YEARS OLD

POPULATION LIVING  
IN URBAN AREAS



**67%**

GDP PER  
CAPITA



we  
are  
social

**\$32,580**

LITERACY  
(TOTAL)



**99%**

FEMALE  
LITERACY



we  
are  
social

**99%**

MALE  
LITERACY



**100%**



JAN  
2018

# INTERNET USE

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



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



we  
are  
social

970.0  
THOUSAND

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



82%

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



we  
are  
social

870.0  
THOUSAND

MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



73%



JAN  
2018

# INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET  
WORLD STATS



**901.4**  
THOUSAND

ITU (INTERNATIONAL  
TELECOMMUNICATION UNION)



**898.9**  
THOUSAND

INTERNET  
LIVE STATS



**844.7**  
THOUSAND

CIA WORLD  
FACTBOOK



**898.9**  
THOUSAND

we  
are  
social



we  
are  
social



JAN  
2018

# SHARE OF WEB TRAFFIC BY DEVICE

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



LAPTOPS &  
DESKTOPS



**56%**

YEAR-ON-YEAR CHANGE:

**-5%**

MOBILE  
PHONES



**38%**

YEAR-ON-YEAR CHANGE:

**+12%**

TABLET  
DEVICES



we  
are  
social

**6%**

YEAR-ON-YEAR CHANGE:

**-17%**

OTHER  
DEVICES



**0.10%**

YEAR-ON-YEAR CHANGE:

**+43%**



JAN  
2018

# ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES
01	GOOGLE.COM.CY	6M 17S	9.67
02	YOUTUBE.COM	8M 18S	4.79
03	GOOGLE.COM	7M 32S	8.56
04	SIGMALIVE.COM	4M 27S	2.91
05	PHILENEWS.COM	4M 27S	3.19
06	FACEBOOK.COM	10M 21S	4.00
07	TOTHEMAONLINE.COM	7M 28S	4.00
08	POLITIS.COM.CY	3M 31S	2.22
09	BONGACAMS.COM	4M 22S	2.03
10	WIKIPEDIA.ORG	4M 16S	3.31



#	WEBSITE	TIME	PAGES
11	YAHOO.COM	4M 02S	3.61
12	LIVE.COM	4M 03S	3.41
13	TILESTWRA.COM	4M 07S	1.91
14	VK.COM	10M 28S	4.74
15	THEMASPORTS.COM	4M 51S	3.40
16	INSTAGRAM.COM	5M 23S	3.34
17	BANKOFCYPRUS.COM	5M 17S	4.06
18	EBAY.COM	9M 41S	7.22
19	DIAFORETIKO.GR	3M 18S	1.58
20	YANDEX.RU	5M 21S	3.22

we  
are  
social



JAN  
2018

# TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	FACEBOOK	100
02	YOUTUBE	77
03	GOOGLE	60
04	TRANSLATE	50
05	YOU	23
06	WEATHER	21
07	NEWS	20
08	GOOGLE TRANSLATE	18
09	GMAIL	18
10	HOTMAIL	17

#	QUERY	INDEX
11	SIGMALIVE	16
12	MP3	15
13	EBAY	13
14	KERKIDA	13
15	INSTAGRAM	11
16	BAZARAKI	10
17	FACEBOOK LOGIN	10
18	BBC	9
19	ÇEVİRİ	9
20	XSCORES	8



JAN  
2018

# SOCIAL MEDIA USE

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



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

970.0  
THOUSAND

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



82%

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



we  
are  
social

870.0  
THOUSAND

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



73%

JAN  
2018

# FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF  
MONTHLY ACTIVE  
FACEBOOK USERS



we  
are  
social

970.0  
THOUSAND

ANNUAL CHANGE IN  
FACEBOOK USERS  
vs. JANUARY 2017



+4%

PERCENTAGE OF  
FACEBOOK USERS  
ACCESSING VIA MOBILE



we  
are  
social

90%

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS FEMALE



46%

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS MALE



54%



JAN  
2018

# AVERAGE FACEBOOK PAGE POST REACH

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



AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



+0.07%

AVERAGE POST REACH  
vs. PAGE LIKES



9.2%

AVERAGE ORGANIC  
REACH vs. PAGE LIKES



17.0%

PERCENTAGE OF PAGES  
USING PAID MEDIA



18.8%

AVERAGE PAID REACH  
vs. TOTAL REACH



22.7%

JAN  
2018

# AVERAGE FACEBOOK ENGAGEMENT RATES

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



AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS (ALL TYPES)



we  
are  
social

2.81%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS



locowise

2.10%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE PHOTO POSTS



3.64%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS



locowise

3.55%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS



2.97%



JAN  
2018

# INSTAGRAM USAGE ANALYSIS

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



TOTAL NUMBER OF  
MONTHLY ACTIVE  
INSTAGRAM USERS



we  
are  
social

500.0  
THOUSAND

ACTIVE INSTAGRAM  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



42%

FEMALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



we  
are  
social

49%

MALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



51%

JAN  
2018

# MOBILE CONNECTIONS BY TYPE

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



TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



1.69  
MILLION

we  
are  
social

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



143%

GSMA

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



49%



PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



51%

GSMA

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



83%



JAN  
2018

# MOBILE CONNECTIVITY INDEX

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



OVERALL COUNTRY  
INDEX SCORE



77.60

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

MOBILE NETWORK  
INFRASTRUCTURE



69.23

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AFFORDABILITY OF  
DEVICES & SERVICES



76.27

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

CONSUMER  
READINESS



83.14

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT  
CONTENT & SERVICES



82.61

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100



JAN  
2018

# FINANCIAL INCLUSION FACTORS

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



HAS A BANK  
ACCOUNT



90%

we  
are  
social

HAS A  
CREDIT CARD



26%



MAKES AND / OR RECEIVES  
MOBILE PAYMENTS VIA GSMA



[N/A]

we  
are  
social

MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



31%

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



28%



PERCENTAGE OF MEN  
WITH A CREDIT CARD



25%

we  
are  
social

PERCENTAGE OF WOMEN  
MAKING INTERNET PAYMENTS



27%

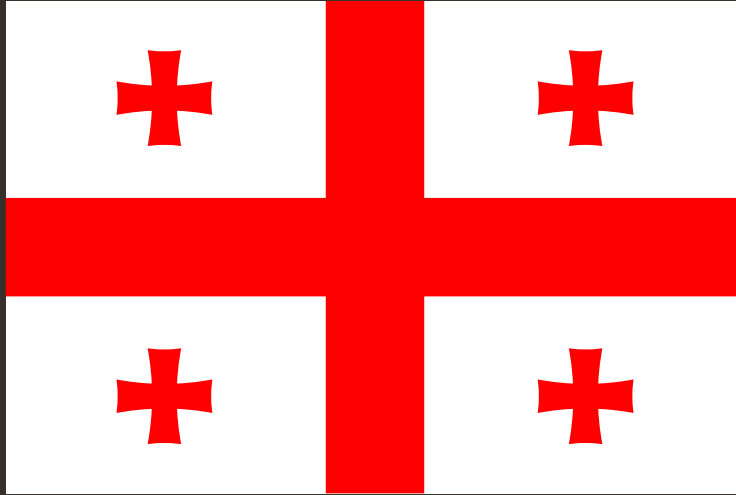


PERCENTAGE OF MEN  
MAKING INTERNET PAYMENTS



35%





**GEORGIA**

JAN  
2018

# DIGITAL IN GEORGIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**3.91**  
MILLION

URBANISATION:

**54%**

INTERNET  
USERS



**2.60**  
MILLION

PENETRATION:

**67%**

ACTIVE SOCIAL  
MEDIA USERS



**2.60**  
MILLION

PENETRATION:

**67%**

MOBILE  
CONNECTIONS



**5.85**  
MILLION

vs. POPULATION:

**150%**

ACTIVE MOBILE  
SOCIAL USERS



**2.10**  
MILLION

PENETRATION:

**54%**

we  
are  
social



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA** AND **MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).



JAN  
2018

# ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET  
USERS



**+4%**

SINCE JAN 2017

**+100 THOUSAND**

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**+18%**

SINCE JAN 2017

**+400 THOUSAND**

MOBILE  
CONNECTIONS



**+0.4%**

SINCE JAN 2017

**+23 THOUSAND**

ACTIVE MOBILE  
SOCIAL USERS



**+17%**

SINCE JAN 2017

**+300 THOUSAND**



JAN  
2018

# POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL  
POPULATION



we  
are  
social

**3.91**  
MILLION

FEMALE  
POPULATION



**52.3%**

MALE  
POPULATION



we  
are  
social

**47.7%**

ANNUAL CHANGE IN  
POPULATION SIZE



**-0.1%**

MEDIAN  
AGE



**38.3**  
YEARS OLD

POPULATION LIVING  
IN URBAN AREAS



**54%**

GDP PER  
CAPITA



we  
are  
social

**\$10,024**

LITERACY  
(TOTAL)



**100%**

FEMALE  
LITERACY



we  
are  
social

**100%**

MALE  
LITERACY



**100%**



JAN  
2018

# INTERNET USE

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



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



we  
are  
social

2.60  
MILLION

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



67%

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



we  
are  
social

2.10  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



54%



JAN  
2018

# INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET  
WORLD STATS



**2.41**  
MILLION

ITU (INTERNATIONAL  
TELECOMMUNICATION UNION)



**1.95**  
MILLION

INTERNET  
LIVE STATS



**2.10**  
MILLION

CIA WORLD  
FACTBOOK



**1.95**  
MILLION

we  
are  
social



we  
are  
social



JAN  
2018

# SHARE OF WEB TRAFFIC BY DEVICE

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



LAPTOPS &  
DESKTOPS



**79%**

YEAR-ON-YEAR CHANGE:

**-1%**

MOBILE  
PHONES



**20%**

YEAR-ON-YEAR CHANGE:

**+3%**

TABLET  
DEVICES



we  
are  
social

**1%**

YEAR-ON-YEAR CHANGE:

**-7%**

OTHER  
DEVICES



**0.02%**

YEAR-ON-YEAR CHANGE:

**+100%**



JAN  
2018

# ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES
01	YOUTUBE.COM	8M 18S	4.79
02	GOOGLE.GE	4M 53S	6.94
03	GOOGLE.COM	7M 32S	8.56
04	OK.RU	4M 48S	2.15
05	ADJARA.COM	2M 41S	2.21
06	FACEBOOK.COM	10M 21S	4.00
07	MYAUTO.GE	20M 55S	14.30
08	GOOGLE.RU	5M 50S	9.76
09	VK.COM	10M 28S	4.74
10	MYVIDEO.GE	2M 39S	2.19



#	WEBSITE	TIME	PAGES
11	YAHOO.COM	4M 02S	3.61
12	ADJARABET.COM	9M 15S	3.05
13	YANDEX.RU	5M 21S	3.22
14	MAIL.RU	5M 23S	3.63
15	SAITEBI.GE	3M 57S	5.63
16	BONGACAMS.COM	4M 22S	2.03
17	WIKIPEDIA.ORG	4M 16S	3.31
18	FLASHSCORE.COM	14M 53S	7.77
19	CRYSTALBET.COM	0M 29S	5.83
20	INSTAGRAM.COM	5M 23S	3.34

we  
are  
social



JAN  
2018

# TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	FACEBOOK	100
02	YOUTUBE	66
03	GOOGLE	34
04	TRANSLATE	27
05	MP3	18
06	ADJARANET	16
07	ODNOKLASSNIKI	16
08	OK	14
09	AMINDI	14
10	ADJARABET	13

#	QUERY	INDEX
11	GOOGLE TRANSLATE	13
12	OK.RU	12
13	FLASHSCORE	11
14	CRYSTALBET	9
15	ПОГОДА	9
16	KRISTALBET	8
17	MP3 YOUTUBE	8
18	YOU	8
19	AMINDI.GE	7
20	MYAUTO.GE	7

JAN  
2018

# SOCIAL MEDIA USE

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



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

2.60  
MILLION

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



67%

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



we  
are  
social

2.10  
MILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



54%



JAN  
2018

# FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF  
MONTHLY ACTIVE  
FACEBOOK USERS



2.60  
MILLION

ANNUAL CHANGE IN  
FACEBOOK USERS  
vs. JANUARY 2017



+18%

PERCENTAGE OF  
FACEBOOK USERS  
ACCESSING VIA MOBILE



81%

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS FEMALE



52%

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS MALE



48%

we  
are  
social



we  
are  
social



JAN  
2018

# AVERAGE FACEBOOK PAGE POST REACH

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



AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



+0.08%

AVERAGE POST REACH  
vs. PAGE LIKES



11.2%

AVERAGE ORGANIC  
REACH vs. PAGE LIKES



4.7%

PERCENTAGE OF PAGES  
USING PAID MEDIA



12.9%

AVERAGE PAID REACH  
vs. TOTAL REACH



25.2%

JAN  
2018

# AVERAGE FACEBOOK ENGAGEMENT RATES

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



AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS (ALL TYPES)



we  
are  
social

4.41%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS



locowise

4.89%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE PHOTO POSTS



4.46%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS



locowise

2.66%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS



2.62%



JAN  
2018

# INSTAGRAM USAGE ANALYSIS

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



TOTAL NUMBER OF  
MONTHLY ACTIVE  
INSTAGRAM USERS



we  
are  
social

750.0  
THOUSAND

ACTIVE INSTAGRAM  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



19%

FEMALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



we  
are  
social

58%

MALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



42%



JAN  
2018

# MOBILE CONNECTIONS BY TYPE

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



TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



5.85  
MILLION

we  
are  
social

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



150%

GSMA

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



83%



PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



17%

GSMA

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



43%

JAN  
2018

# MOBILE CONNECTIVITY INDEX

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



OVERALL COUNTRY  
INDEX SCORE



66.34

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

MOBILE NETWORK  
INFRASTRUCTURE



53.16

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AFFORDABILITY OF  
DEVICES & SERVICES



68.42

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

CONSUMER  
READINESS



80.47

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT  
CONTENT & SERVICES



66.19

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

JAN  
2018

# FINANCIAL INCLUSION FACTORS

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



HAS A BANK  
ACCOUNT



40%

we  
are  
social

HAS A  
CREDIT CARD



18%



MAKES AND / OR RECEIVES  
MOBILE PAYMENTS VIA GSMA



[N/A]

we  
are  
social

MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



5%

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



17%



PERCENTAGE OF MEN  
WITH A CREDIT CARD



18%

we  
are  
social

PERCENTAGE OF WOMEN  
MAKING INTERNET PAYMENTS



5%



PERCENTAGE OF MEN  
MAKING INTERNET PAYMENTS



5%





**ISRAEL**

JAN  
2018

# DIGITAL IN ISRAEL

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



we  
are  
social

8.39  
MILLION

URBANISATION:

92%

INTERNET  
USERS



6.70  
MILLION

PENETRATION:

80%

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

6.70  
MILLION

PENETRATION:

80%

UNIQUE  
MOBILE USERS



5.72  
MILLION

PENETRATION:

68%

ACTIVE MOBILE  
SOCIAL USERS



5.80  
MILLION

PENETRATION:

69%



JAN  
2018

# ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET  
USERS



**+3%**

SINCE JAN 2017

**+186 THOUSAND**

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**+16%**

SINCE JAN 2017

**+900 THOUSAND**

UNIQUE  
MOBILE USERS



**+5%**

SINCE JAN 2017

**+264 THOUSAND**

ACTIVE MOBILE  
SOCIAL USERS



**+14%**

SINCE JAN 2017

**+700 THOUSAND**



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2018

# POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL  
POPULATION



we  
are  
social

**8.39**  
MILLION

FEMALE  
POPULATION



**50.3%**

MALE  
POPULATION



we  
are  
social

**49.7%**

ANNUAL CHANGE IN  
POPULATION SIZE



**+1.6%**

MEDIAN  
AGE



**30.1**  
YEARS OLD

POPULATION LIVING  
IN URBAN AREAS



**92%**

GDP PER  
CAPITA



we  
are  
social

**\$37,783**

LITERACY  
(TOTAL)



**97%**

FEMALE  
LITERACY



we  
are  
social

**97%**

MALE  
LITERACY



**99%**



JAN  
2018

# DEVICE USAGE

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



MOBILE PHONE  
(ANY TYPE)



96%

we  
are  
social

SMART  
PHONE



79%

Google

LAPTOP OR  
DESKTOP COMPUTER



79%



TABLET  
COMPUTER



27%

TELEVISION  
(ANY KIND)



75%

Google

DEVICE FOR STREAMING  
INTERNET CONTENT TO TV



12%



E-READER  
DEVICE



4%

we  
are  
social

WEARABLE  
TECH DEVICE



4%



JAN  
2018

# INTERNET USE

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



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



we  
are  
social

6.70  
MILLION

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



80%

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



we  
are  
social

5.80  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



69%



JAN  
2018

# INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET  
WORLD STATS



**6.64**  
MILLION

ITU (INTERNATIONAL  
TELECOMMUNICATION UNION)



**6.69**  
MILLION

INTERNET  
LIVE STATS



**5.94**  
MILLION

CIA WORLD  
FACTBOOK



**6.69**  
MILLION

we  
are  
social



we  
are  
social



JAN  
2018

# FREQUENCY OF INTERNET USE

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



EVERY  
DAY



93%

AT LEAST ONCE  
PER WEEK



6%

AT LEAST ONCE  
PER MONTH



1%

LESS THAN ONCE  
PER MONTH



0%

we  
are  
social

Google



JAN  
2018

# INTERNET CONNECTIONS: SPEED & DEVICES

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



AVERAGE INTERNET  
SPEED VIA FIXED  
CONNECTIONS



OOKLA

**44.75**  
MBPS

AVERAGE INTERNET  
SPEED VIA MOBILE  
CONNECTIONS



**21.75**  
MBPS

ACCESS THE INTERNET  
MOST OFTEN VIA A  
COMPUTER OR TABLET



we  
are  
social

**13%**

ACCESS EQUALLY VIA  
A SMARTPHONE AND  
COMPUTER OR TABLET



Google

**47%**

ACCESS THE INTERNET  
MOST OFTEN VIA A  
SMARTPHONE



**33%**



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2018

# SHARE OF WEB TRAFFIC BY DEVICE

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



LAPTOPS &  
DESKTOPS



55%

YEAR-ON-YEAR CHANGE:

-11%

MOBILE  
PHONES



42%

YEAR-ON-YEAR CHANGE:

+19%

TABLET  
DEVICES



3%

YEAR-ON-YEAR CHANGE:

-7%

OTHER  
DEVICES



0.05%

YEAR-ON-YEAR CHANGE:

-17%



JAN  
2018

# SIMILARWEB'S RANKING OF TOP WEBSITES

RANKINGS BASED ON AVERAGE MONTHLY TRAFFIC TO EACH WEBSITE IN Q4 2017



#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.CO.IL	SEARCH	343,200,000	8M 09S	6.4
02	GOOGLE.COM	SEARCH	185,900,000	7M 59S	8.6
03	FACEBOOK.COM	SOCIAL	161,300,000	11M 59S	10.7
04	YOUTUBE.COM	TV & VIDEO	140,600,000	18M 57S	9.2
05	YNET.CO.IL	NEWS & MEDIA	56,500,000	34M 33S	6.2
06	WIKIPEDIA.ORG	REFERENCE	44,600,000	3M 59S	2.9
07	WALLA.CO.IL	NEWS & MEDIA	41,800,000	9M 34S	4.4
08	XNXX.COM	ADULT	31,100,000	13M 37S	9.7
09	MAKO.CO.IL	NEWS & MEDIA	24,600,000	7M 06S	3.0
10	GOOGLE.PS	SEARCH	19,000,000	5M 42S	5.0



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2018

# ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES
01	GOOGLE.CO.IL	5M 40S	9.77
02	YOUTUBE.COM	8M 18S	4.79
03	GOOGLE.COM	7M 32S	8.56
04	FACEBOOK.COM	10M 21S	4.00
05	WIKIPEDIA.ORG	4M 16S	3.31
06	YNET.CO.IL	11M 11S	3.12
07	WALLA.CO.IL	8M 10S	2.88
08	ALIEXPRESS.COM	14M 15S	11.29
09	PANET.CO.IL	5M 41S	3.30
10	EBAY.COM	9M 41S	7.22

#	WEBSITE	TIME	PAGES
11	VK.COM	10M 28S	4.74
12	BONGACAMS.COM	4M 22S	2.03
13	GOOGLE.RU	5M 50S	9.76
14	AMAZON.COM	8M 29S	8.62
15	OK.RU	4M 48S	2.15
16	MAKO.CO.IL	4M 38S	2.69
17	YAD2.CO.IL	12M 06S	11.70
18	LINKEDIN.COM	5M 19S	4.19
19	YANDEX.RU	5M 21S	3.22
20	WHATSAPP.COM	3M 50S	1.23

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2018

# WEEKLY ONLINE ACTIVITIES BY DEVICE

PERCENTAGE OF THE TOTAL POPULATION\* ENGAGING IN EACH ACTIVITY AT LEAST ONCE PER WEEK [SURVEY-BASED]



USE A SEARCH  
ENGINE



we  
are  
social

SMARTPHONE:

**56%**

COMPUTER:

**50%**

VISIT A SOCIAL  
NETWORK



Google

SMARTPHONE:

**49%**

COMPUTER:

**34%**

PLAY  
GAMES



SMARTPHONE:

**13%**

COMPUTER:

**9%**

WATCH  
VIDEOS



Google

SMARTPHONE:

**47%**

COMPUTER:

**39%**

LOOK FOR PRODUCT  
INFORMATION



SMARTPHONE:

**29%**

COMPUTER:

**22%**



JAN  
2018

# TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	FACEBOOK	100
02	וואלה	96
03	פייסבוק	95
04	YNET	91
05	GOOGLE	90
06	יוטיוב	78
07	YOUTUBE	78
08	فيس	63
09	יד 2	57
10	לאומי	56

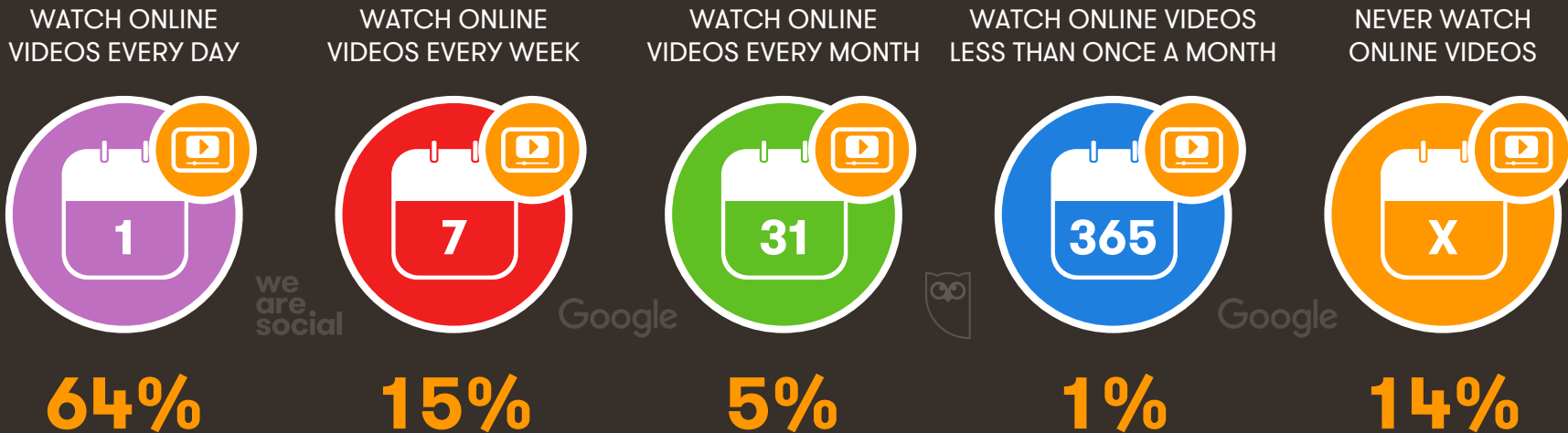
#	QUERY	INDEX
11	חדשות	56
12	ספורט	55
13	תרגום	53
14	TRANSLATE	50
15	GMAIL	45
16	גוגל	43
17	WALLA	39
18	מזג אוויר	39
19	ONE	36
20	فيس بوك	35



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2018

# FREQUENCY OF WATCHING ONLINE VIDEO

HOW OFTEN INTERNET USERS WATCH ONLINE VIDEOS (ANY DEVICE)



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2018

# HOW INTERNET USERS WATCH TELEVISION

COMPARISON OF THE METHODS AND DEVICES USED FOR ACCESSING AND DISPLAYING 'TELEVISION' CONTENT



REGULAR  
TELEVISION  
ON A TV SET



74%

we  
are  
social

RECORDED  
CONTENT  
ON A TV SET



37%

Google

CATCH-UP /  
ON-DEMAND  
SERVICE ON TV SET



30%



ONLINE CONTENT  
STREAMED ON  
A TV SET



22%

Google

ONLINE CONTENT  
STREAMED ON  
ANOTHER DEVICE



20%



JAN  
2018

# SOCIAL MEDIA USE

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



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

6.70  
MILLION

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



80%

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



we  
are  
social

5.80  
MILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



69%

JAN  
2018

# FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF  
MONTHLY ACTIVE  
FACEBOOK USERS



**6.70**  
MILLION

ANNUAL CHANGE IN  
FACEBOOK USERS  
vs. JANUARY 2017



**+16%**

PERCENTAGE OF  
FACEBOOK USERS  
ACCESSING VIA MOBILE



**87%**

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS FEMALE



**47%**

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS MALE



**53%**

we  
are  
social



we  
are  
social



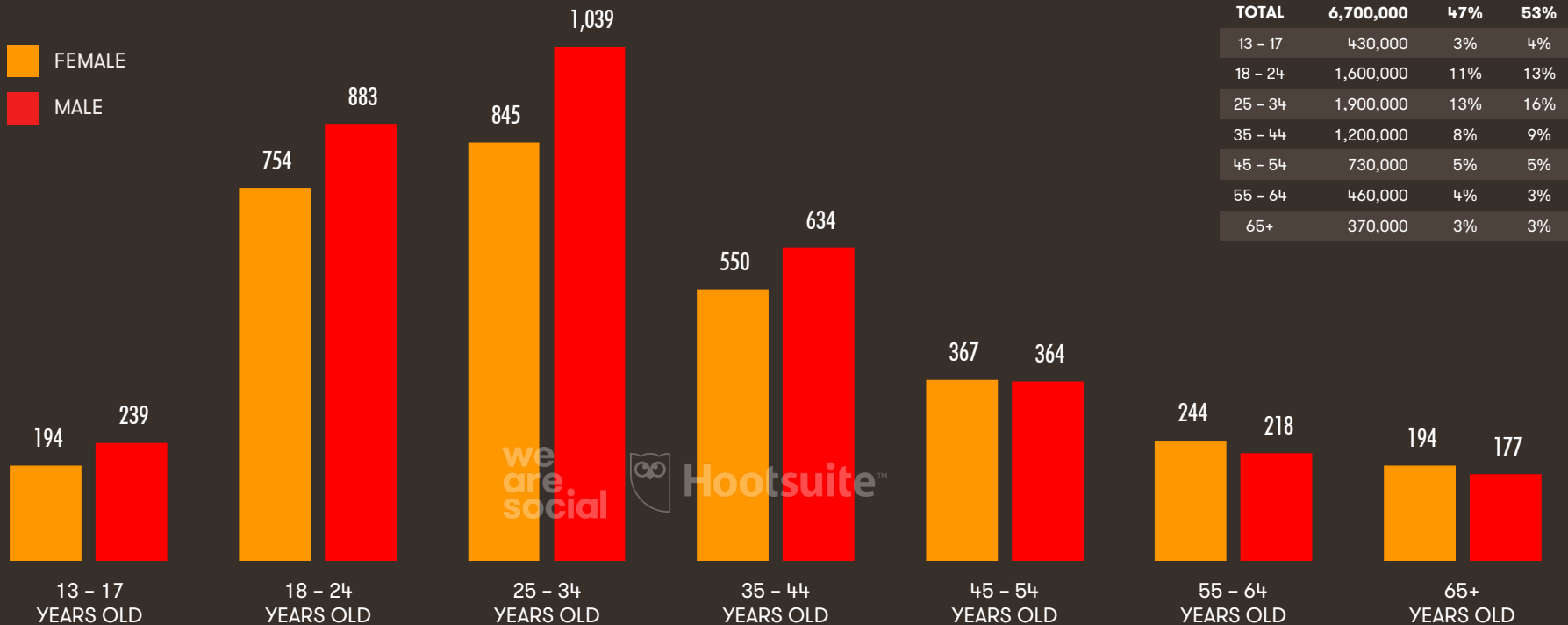
JAN  
2018

# PROFILE OF FACEBOOK USERS

A BREAKDOWN OF THE COUNTRY'S FACEBOOK'S USERS BY AGE AND GENDER, IN THOUSANDS



FEMALE  
MALE



JAN  
2018

# AVERAGE FACEBOOK PAGE POST REACH

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



AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



+0.02%

AVERAGE POST REACH  
vs. PAGE LIKES



9.1%

AVERAGE ORGANIC  
REACH vs. PAGE LIKES



5.8%

PERCENTAGE OF PAGES  
USING PAID MEDIA



8.9%

AVERAGE PAID REACH  
vs. TOTAL REACH



11.0%

JAN  
2018

# AVERAGE FACEBOOK ENGAGEMENT RATES

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



AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS (ALL TYPES)



4.06%

we  
are  
social

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS



6.18%

locowise

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE PHOTO POSTS



5.99%



AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS



3.70%

locowise

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS



4.22%



JAN  
2018

# INSTAGRAM USAGE ANALYSIS

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



TOTAL NUMBER OF  
MONTHLY ACTIVE  
INSTAGRAM USERS



we  
are  
social

**3.30**  
MILLION

ACTIVE INSTAGRAM  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**39%**

FEMALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



we  
are  
social

**50%**

MALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



**50%**

JAN  
2018

# MOBILE USERS vs. MOBILE CONNECTIONS

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



NUMBER OF UNIQUE  
MOBILE USERS (ANY  
TYPE OF HANDSET)



we  
are  
social

5.72  
MILLION

MOBILE PENETRATION  
(UNIQUE USERS vs.  
TOTAL POPULATION)



GSMA

68%

TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



10.07  
MILLION

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



GSMA

120%

AVERAGE NUMBER OF  
CONNECTIONS PER  
UNIQUE MOBILE USER



1.76

JAN  
2018

# MOBILE CONNECTIONS BY TYPE

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



TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



10.07  
MILLION

we  
are  
social

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



120%

GSMA

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



19%



PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



81%

GSMA

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



93%

JAN  
2018

# MOBILE CONNECTIVITY INDEX

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



OVERALL COUNTRY  
INDEX SCORE



75.83

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

MOBILE NETWORK  
INFRASTRUCTURE



62.54

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AFFORDABILITY OF  
DEVICES & SERVICES



75.40

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

CONSUMER  
READINESS



84.46

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT  
CONTENT & SERVICES



83.02

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100



JAN  
2018

# SMARTPHONE LIFE MANAGEMENT ACTIVITIES

PERCENTAGE OF THE TOTAL POPULATION USING A SMARTPHONE TO PERFORM EACH TASK [SURVEY-BASED]



USE THE ALARM  
CLOCK FUNCTION



50%



MANAGE DIARY  
OR APPOINTMENTS



32%

Google

CHECK THE  
WEATHER



23%

we  
are  
social

TRACK HEALTH, DIET,  
OR ACTIVITY LEVELS



5%

TAKE PHOTOS  
OR VIDEOS



51%

Google

CHECK  
THE NEWS



35%

we  
are  
social

READ E-BOOKS  
OR E-MAGAZINES



3%



MANAGE LISTS  
[E.G. SHOPPING, TASKS]



19%

JAN  
2018

# FINANCIAL INCLUSION FACTORS

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



HAS A BANK  
ACCOUNT



90%

we  
are  
social

HAS A  
CREDIT CARD



76%



MAKES AND / OR RECEIVES  
MOBILE PAYMENTS VIA GSMA



[N/A]

we  
are  
social

MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



36%

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



76%



PERCENTAGE OF MEN  
WITH A CREDIT CARD



76%

we  
are  
social

PERCENTAGE OF WOMEN  
MAKING INTERNET PAYMENTS



30%



PERCENTAGE OF MEN  
MAKING INTERNET PAYMENTS



41%



JAN  
2018

# E-COMMERCE SPEND BY CATEGORY

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



FASHION  
& BEAUTY



**\$737.3**  
MILLION

we  
are  
social

ELECTRONICS &  
PHYSICAL MEDIA



**\$921.5**  
MILLION

statista

FOOD &  
PERSONAL CARE



**\$188.7**  
MILLION



FURNITURE &  
APPLIANCES



**\$182.6**  
MILLION

TOYS, DIY  
& HOBBIES



**\$736.4**  
MILLION

statista

TRAVEL (INCLUDING  
ACCOMMODATION)



**\$386.6**  
MILLION



DIGITAL  
MUSIC



**\$4.7**  
MILLION

we  
are  
social

VIDEO  
GAMES



**\$80.2**  
MILLION



JAN  
2018

# E-COMMERCE GROWTH BY CATEGORY

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



FASHION  
& BEAUTY



+11%

we  
are  
social

ELECTRONICS &  
PHYSICAL MEDIA



+6%

statista

FOOD &  
PERSONAL CARE



+10%



FURNITURE &  
APPLIANCES



+15%

TOYS, DIY  
& HOBBIES



+6%

statista

TRAVEL (INCLUDING  
ACCOMMODATION)



+11%



DIGITAL  
MUSIC



+2%

we  
are  
social

VIDEO  
GAMES



+13%



JAN  
2018

# E-COMMERCE DETAIL: CONSUMER GOODS

AN OVERVIEW OF THE E-COMMERCE MARKET FOR CONSUMER GOODS, WITH VALUES IN UNITED STATES DOLLARS



TOTAL NUMBER OF PEOPLE  
PURCHASING CONSUMER  
GOODS VIA E-COMMERCE



**4.10**  
MILLION

YEAR-ON-YEAR CHANGE:

**+6%**

PENETRATION OF CONSUMER  
GOODS E-COMMERCE  
(TOTAL POPULATION)



**49%**

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



**\$2.767**  
BILLION

YEAR-ON-YEAR CHANGE:

**+8%**

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



**\$675**

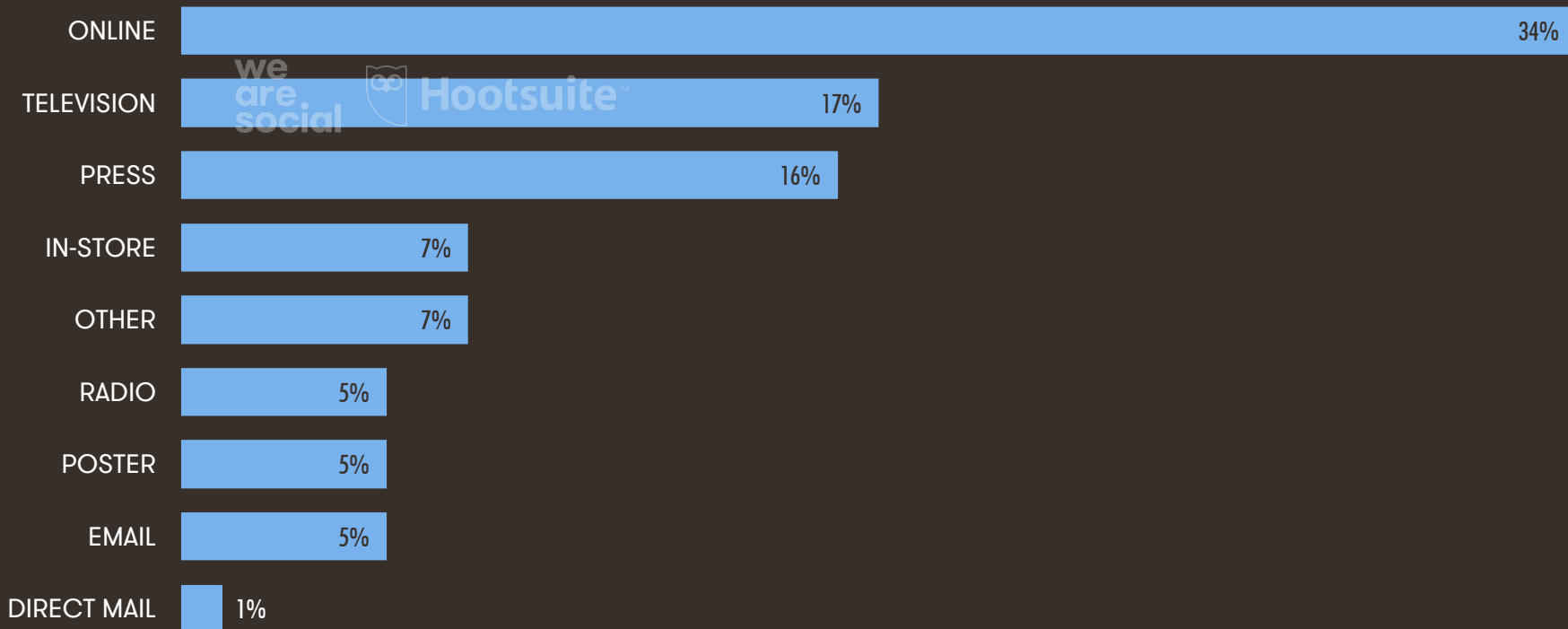
YEAR-ON-YEAR CHANGE:

**+2%**

JAN  
2018

# ADVERTISING MEDIA: FIRST AWARENESS

THE CHANNEL THAT FIRST INTRODUCED INTERNET USERS\* TO A PRODUCT OR SERVICE THAT THEY SUBSEQUENTLY PURCHASED





**JORDAN**

JAN  
2018

# DIGITAL IN JORDAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



we  
are  
social

9.80  
MILLION

URBANISATION:  
84%

INTERNET  
USERS



8.70  
MILLION

PENETRATION:  
89%

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

5.80  
MILLION

PENETRATION:  
59%

MOBILE  
CONNECTIONS



11.34  
MILLION

vs. POPULATION:  
116%

ACTIVE MOBILE  
SOCIAL USERS



5.30  
MILLION

PENETRATION:  
54%



JAN  
2018

# ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET  
USERS



**+53%**

SINCE JAN 2017

**+3 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**+7%**

SINCE JAN 2017

**+400 THOUSAND**

MOBILE  
CONNECTIONS



**+9%**

SINCE JAN 2017

**+915 THOUSAND**

ACTIVE MOBILE  
SOCIAL USERS



**+10%**

SINCE JAN 2017

**+500 THOUSAND**



JAN  
2018

# POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL  
POPULATION



we  
are  
social

**9.80**  
MILLION

FEMALE  
POPULATION



**49.4%**

MALE  
POPULATION



we  
are  
social

**50.6%**

ANNUAL CHANGE IN  
POPULATION SIZE



**+2.1%**

MEDIAN  
AGE



**22.8**  
YEARS OLD

POPULATION LIVING  
IN URBAN AREAS



**84%**

GDP PER  
CAPITA



we  
are  
social

**\$9,065**

LITERACY  
(TOTAL)



**97%**

FEMALE  
LITERACY



we  
are  
social

**95%**

MALE  
LITERACY



**98%**



JAN  
2018

# INTERNET USE

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



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



we  
are  
social

8.70  
MILLION

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



89%

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



we  
are  
social

7.95  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



81%



JAN  
2018

# INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET  
WORLD STATS



**6.30**  
MILLION

ITU (INTERNATIONAL  
TELECOMMUNICATION UNION)



**6.11**  
MILLION

INTERNET  
LIVE STATS



**3.54**  
MILLION

CIA WORLD  
FACTBOOK



**6.11**  
MILLION

we  
are  
social



we  
are  
social



JAN  
2018

# SHARE OF WEB TRAFFIC BY DEVICE

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



LAPTOPS &  
DESKTOPS



**48%**

YEAR-ON-YEAR CHANGE:

**+19%**

MOBILE  
PHONES



**50%**

YEAR-ON-YEAR CHANGE:

**-12%**

TABLET  
DEVICES



we  
are  
social

**2%**

YEAR-ON-YEAR CHANGE:

**-35%**

OTHER  
DEVICES



**0.17%**

YEAR-ON-YEAR CHANGE:

**+240%**



JAN  
2018

# ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES
01	GOOGLE.JO	6M 39S	9.46
02	YOUTUBE.COM	8M 18S	4.79
03	GOOGLE.COM	7M 32S	8.56
04	SARAYANEWS.COM	14M 45S	4.40
05	ALWAKEELNEWS.COM	5M 10S	3.38
06	AMMONNEWS.NET	8M 42S	2.90
07	GARAANEWS.COM	3M 33S	2.50
08	KHABERNI.COM	5M 44S	3.96
09	FACEBOOK.COM	10M 21S	4.00
10	FACTJO.COM	4M 34S	2.80

#	WEBSITE	TIME	PAGES
11	ALKAWNNEWS.COM	5M 12S	4.40
12	YAHOO.COM	4M 02S	3.61
13	ROYANEWS.TV	3M 22S	2.10
14	ARABI21.COM	8M 17S	3.70
15	ALQUDS.CO.UK	4M 53S	3.10
16	SAWALEIF.COM	3M 57S	2.06
17	AHDATH24.COM	2M 35S	2.10
18	SARAHANNEWS.NET	1M 48S	1.20
19	WIKIPEDIA.ORG	4M 16S	3.31
20	RAIALYOU.COM	7M 06S	4.05

**SOURCE:** ALEXA, JANUARY 2018. **NOTES:** 'TIME' REPRESENTS TIME SPENT ON SITE PER DAY. 'PAGES' REPRESENTS NUMBER OF PAGE VIEWS PER DAY. ALEXA USES A COMBINATION OF AVERAGE DAILY VISITORS AND PAGE VIEWS OVER A ONE-MONTH PERIOD TO CALCULATE ITS RANKING. RANKINGS ON THIS SLIDE ARE BASED ON THE MONTH TO 16 JANUARY 2018. **ADVISORY:** SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

JAN  
2018

# TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	صور	100
02	فيس	97
03	FACEBOOK	73
04	فيس بوك	64
05	GOOGLE	50
06	YOUTUBE	43
07	مترجم	39
08	يوتيوب	36
09	كورة	30
10	MP3	30

#	QUERY	INDEX
11	اغاني	29
12	TRANSLATE	28
13	ترجمة	26
14	افلام	26
15	الطقس	24
16	سرايا	22
17	العاب	20
18	السوق المفتوح	20
19	جوجل	15
20	يلا شوت	15



JAN  
2018

# SOCIAL MEDIA USE

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



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

5.80  
MILLION

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



59%

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



we  
are  
social

5.30  
MILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



54%

JAN  
2018

# FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF  
MONTHLY ACTIVE  
FACEBOOK USERS



**5.80**  
MILLION

we  
are  
social

ANNUAL CHANGE IN  
FACEBOOK USERS  
vs. JANUARY 2017



**+7%**



PERCENTAGE OF  
FACEBOOK USERS  
ACCESSING VIA MOBILE



**91%**

we  
are  
social

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS FEMALE



**42%**



PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS MALE



**58%**



JAN  
2018

# AVERAGE FACEBOOK PAGE POST REACH

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



AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



+0.05%

AVERAGE POST REACH  
vs. PAGE LIKES



10.2%

AVERAGE ORGANIC  
REACH vs. PAGE LIKES



10.2%

PERCENTAGE OF PAGES  
USING PAID MEDIA



22.1%

AVERAGE PAID REACH  
vs. TOTAL REACH



37.0%

JAN  
2018

# AVERAGE FACEBOOK ENGAGEMENT RATES

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



AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS (ALL TYPES)



we  
are  
social

5.63%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS



locowise

7.58%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE PHOTO POSTS



6.87%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS



locowise

4.82%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS



9.43%



JAN  
2018

# INSTAGRAM USAGE ANALYSIS

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



TOTAL NUMBER OF  
MONTHLY ACTIVE  
INSTAGRAM USERS



**1.80**  
MILLION

we  
are  
social

ACTIVE INSTAGRAM  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**18%**



FEMALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



**45%**

we  
are  
social

MALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



**55%**

JAN  
2018

# MOBILE CONNECTIONS BY TYPE

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



TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



11.34  
MILLION

we  
are  
social

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



116%

GSMA

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



90%



PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



10%

GSMA

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



66%



JAN  
2018

# MOBILE CONNECTIVITY INDEX

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



OVERALL COUNTRY  
INDEX SCORE



59.11

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

MOBILE NETWORK  
INFRASTRUCTURE



54.83

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AFFORDABILITY OF  
DEVICES & SERVICES



48.63

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

CONSUMER  
READINESS



62.52

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT  
CONTENT & SERVICES



73.24

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

JAN  
2018

# FINANCIAL INCLUSION FACTORS

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



HAS A BANK  
ACCOUNT



25%

we  
are  
social

HAS A  
CREDIT CARD



2%



MAKES AND / OR RECEIVES  
MOBILE PAYMENTS VIA GSMA



0.5%

we  
are  
social

MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



3%

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



0.9%



PERCENTAGE OF MEN  
WITH A CREDIT CARD



4%

we  
are  
social

PERCENTAGE OF WOMEN  
MAKING INTERNET PAYMENTS



0.5%



PERCENTAGE OF MEN  
MAKING INTERNET PAYMENTS



5%





**LEBANON**

JAN  
2018

# DIGITAL IN LEBANON

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



we  
are  
social

6.09  
MILLION

URBANISATION:

88%

INTERNET  
USERS



5.54  
MILLION

PENETRATION:

91%

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

4.00  
MILLION

PENETRATION:

66%

MOBILE  
CONNECTIONS



4.56  
MILLION

vs. POPULATION:

75%

ACTIVE MOBILE  
SOCIAL USERS



3.60  
MILLION

PENETRATION:

59%



JAN  
2018

# ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET  
USERS



**+22%**

SINCE JAN 2017

**+995 THOUSAND**

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**+14%**

SINCE JAN 2017

**+500 THOUSAND**

MOBILE  
CONNECTIONS



**+2%**

SINCE JAN 2017

**+79 THOUSAND**

ACTIVE MOBILE  
SOCIAL USERS



**+16%**

SINCE JAN 2017

**+500 THOUSAND**



JAN  
2018

# POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL  
POPULATION



we  
are  
social

**6.09**  
MILLION

FEMALE  
POPULATION



**49.8%**

MALE  
POPULATION



we  
are  
social

**50.2%**

ANNUAL CHANGE IN  
POPULATION SIZE



**+0.2%**

MEDIAN  
AGE



**31.3**  
YEARS OLD

POPULATION LIVING  
IN URBAN AREAS



**88%**

GDP PER  
CAPITA



we  
are  
social

**\$14,337**

LITERACY  
(TOTAL)



**94%**

FEMALE  
LITERACY



we  
are  
social

**92%**

MALE  
LITERACY



**96%**



JAN  
2018

# INTERNET USE

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



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



we  
are  
social

5.54  
MILLION

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



91%

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



we  
are  
social

4.99  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



82%



JAN  
2018

# INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET  
WORLD STATS



**4.60**  
MILLION

ITU (INTERNATIONAL  
TELECOMMUNICATION UNION)



**4.63**  
MILLION

INTERNET  
LIVE STATS



**4.55**  
MILLION

CIA WORLD  
FACTBOOK



**4.63**  
MILLION

we  
are  
social



we  
are  
social



JAN  
2018

# SHARE OF WEB TRAFFIC BY DEVICE

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



LAPTOPS &  
DESKTOPS



**51%**

YEAR-ON-YEAR CHANGE:

**+18%**

MOBILE  
PHONES



**46%**

YEAR-ON-YEAR CHANGE:

**-13%**

TABLET  
DEVICES



**3%**

YEAR-ON-YEAR CHANGE:

**-24%**

OTHER  
DEVICES



**0.07%**

YEAR-ON-YEAR CHANGE:

**+133%**



JAN  
2018

# ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES
01	GOOGLE.COM.LB	7M 51S	10.21
02	YOUTUBE.COM	8M 18S	4.79
03	GOOGLE.COM	7M 32S	8.56
04	FACEBOOK.COM	10M 21S	4.00
05	LIVE.COM	4M 03S	3.41
06	YASOUR.ORG	4M 39S	3.50
07	WIKIPEDIA.ORG	4M 16S	3.31
08	BINTJBEIL.ORG	4M 20S	2.20
09	GREENAREA.ME	2M 55S	2.20
10	YAHOO.COM	4M 02S	3.61



#	WEBSITE	TIME	PAGES
11	SAIDAONLINE.COM	6M 35S	4.37
12	INSTAGRAM.COM	5M 23S	3.34
13	AL-AKHBAR.COM	4M 25S	2.83
14	LEBANON-LOTTO.COM	3M 20S	2.80
15	MSN.COM	3M 51S	2.53
16	ALIEXPRESS.COM	14M 15S	11.29
17	DELOTON.COM	1M 02S	1.52
18	BLOGSPOT.COM	2M 38S	2.12
19	TXXX.COM	5M 04S	2.84
20	LEBANONFILES.COM	17M 41S	4.34

we  
are  
social



JAN  
2018

# TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	LEBANON	100
02	صور	61
03	TRANSLATE	53
04	GOOGLE	45
05	FACEBOOK	45
06	YOUTUBE	27
07	GOOGLE TRANSLATE	22
08	WEATHER	22
09	YOU	20
10	الطقس	18

#	QUERY	INDEX
11	افلام	15
12	QUOTES	14
13	اغاني	13
14	فيس	11
15	مترجم	11
16	LOGIN FACEBOOK	9
17	فيس بوك	9
18	WHATSAPP	8
19	HOTMAIL	8
20	INSTAGRAM	7



JAN  
2018

# SOCIAL MEDIA USE

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



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

4.00  
MILLION

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



66%

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



we  
are  
social

3.60  
MILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



59%

JAN  
2018

# FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF  
MONTHLY ACTIVE  
FACEBOOK USERS



4.00  
MILLION

ANNUAL CHANGE IN  
FACEBOOK USERS  
vs. JANUARY 2017



+14%

PERCENTAGE OF  
FACEBOOK USERS  
ACCESSING VIA MOBILE



90%

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS FEMALE



43%

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS MALE



58%

we  
are  
social



we  
are  
social



JAN  
2018

# AVERAGE FACEBOOK PAGE POST REACH

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



AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



+0.79%

AVERAGE POST REACH  
vs. PAGE LIKES



11.4%

AVERAGE ORGANIC  
REACH vs. PAGE LIKES



12.8%

PERCENTAGE OF PAGES  
USING PAID MEDIA



12.9%

AVERAGE PAID REACH  
vs. TOTAL REACH



29.7%

JAN  
2018

# AVERAGE FACEBOOK ENGAGEMENT RATES

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



AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS (ALL TYPES)



we  
are  
social

7.87%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS



locowise

9.05%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE PHOTO POSTS



5.31%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS



locowise

5.15%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS



6.30%



JAN  
2018

# INSTAGRAM USAGE ANALYSIS

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



TOTAL NUMBER OF  
MONTHLY ACTIVE  
INSTAGRAM USERS



we  
are  
social

1.40  
MILLION

ACTIVE INSTAGRAM  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



23%

FEMALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



we  
are  
social

48%

MALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



52%

JAN  
2018

# MOBILE CONNECTIONS BY TYPE

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



TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



4.56  
MILLION

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



75%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



80%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



20%

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



82%

we  
are  
social

GSMA



GSMA

JAN  
2018

# MOBILE CONNECTIVITY INDEX

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



OVERALL COUNTRY  
INDEX SCORE



63.22

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

MOBILE NETWORK  
INFRASTRUCTURE



55.27

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AFFORDABILITY OF  
DEVICES & SERVICES



63.56

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

CONSUMER  
READINESS



62.54

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT  
CONTENT & SERVICES



72.72

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100



JAN  
2018

# FINANCIAL INCLUSION FACTORS

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



HAS A BANK  
ACCOUNT



47%

we  
are  
social

HAS A  
CREDIT CARD



11%



MAKES AND / OR RECEIVES  
MOBILE PAYMENTS VIA GSMA



0.7%

we  
are  
social

MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



4%

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



7%



PERCENTAGE OF MEN  
WITH A CREDIT CARD



15%

we  
are  
social

PERCENTAGE OF WOMEN  
MAKING INTERNET PAYMENTS



4%



PERCENTAGE OF MEN  
MAKING INTERNET PAYMENTS



5%





**PALESTINE**

JAN  
2018

# DIGITAL IN PALESTINE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



we  
are  
social

**4.99**  
MILLION

URBANISATION:

**76%**

INTERNET  
USERS



**3.05**  
MILLION

PENETRATION:

**61%**

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**1.60**  
MILLION

PENETRATION:

**32%**

MOBILE  
CONNECTIONS



**3.78**  
MILLION

vs. POPULATION:

**76%**

ACTIVE MOBILE  
SOCIAL USERS



**1.40**  
MILLION

PENETRATION:

**28%**



JAN  
2018

# ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET  
USERS



**+1%**

SINCE JAN 2017

**+43 THOUSAND**

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**-5.9%**

SINCE JAN 2017

**-100 THOUSAND**

MOBILE  
CONNECTIONS



**-0.3%**

SINCE JAN 2017

**-12 THOUSAND**

ACTIVE MOBILE  
SOCIAL USERS



**0%**

SINCE JAN 2017

**(UNCHANGED)**



JAN  
2018

# POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL  
POPULATION



we  
are  
social

**4.99**  
MILLION

FEMALE  
POPULATION



**49.3%**

MALE  
POPULATION



we  
are  
social

**50.7%**

ANNUAL CHANGE IN  
POPULATION SIZE



**+2.7%**

MEDIAN  
AGE



**19.8**  
YEARS OLD

POPULATION LIVING  
IN URBAN AREAS



**76%**

GDP PER  
CAPITA



we  
are  
social

**[N/A]**

LITERACY  
[TOTAL]



**97%**

FEMALE  
LITERACY



we  
are  
social

**95%**

MALE  
LITERACY



**99%**



JAN  
2018

# INTERNET USE

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



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



we  
are  
social

3.05  
MILLION

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



61%

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



we  
are  
social

2.67  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



54%



JAN  
2018

# INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET  
WORLD STATS



**3.02**  
MILLION

ITU (INTERNATIONAL  
TELECOMMUNICATION UNION)



**3.05**  
MILLION

INTERNET  
LIVE STATS



**3.01**  
MILLION

CIA WORLD  
FACTBOOK



**2.86**  
MILLION

we  
are  
social



we  
are  
social



JAN  
2018

# SHARE OF WEB TRAFFIC BY DEVICE

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



LAPTOPS &  
DESKTOPS



61%

YEAR-ON-YEAR CHANGE:

-1%

MOBILE  
PHONES



37%

YEAR-ON-YEAR CHANGE:

+3%

TABLET  
DEVICES



we  
are  
social

2%

YEAR-ON-YEAR CHANGE:

-17%

OTHER  
DEVICES



0.01%

YEAR-ON-YEAR CHANGE:

[N/A]



JAN  
2018

# ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES
01	ALWATANVOICE.COM	9M 44S	2.57
02	GOOGLE.PS	6M 16S	8.70
03	YOUTUBE.COM	8M 18S	4.79
04	JAWABKOM.COM	1M 18S	1.41
05	GOOGLE.COM	7M 32S	8.56
06	FACEBOOK.COM	10M 21S	4.00
07	SHOBIDDAK.COM	7M 08S	4.40
08	SAMANEWS.PS	6M 42S	2.63
09	PANET.CO.IL	5M 41S	3.30
10	WATTAN.TV	5M 22S	1.70



#	WEBSITE	TIME	PAGES
11	NABLUS.NEWS	4M 56S	2.80
12	PALTODAY.PS	6M 15S	2.63
13	ALFAJERTV.COM	4M 03S	3.10
14	FREEARABSEXX.COM	3M 11S	3.78
15	YAHOO.COM	4M 02S	3.61
16	RMIX.PS	2M 40S	1.70
17	ALQUDS.COM	4M 22S	2.10
18	NNPRESS.COM	5M 06S	2.20
19	LIVE.COM	4M 03S	3.41
20	INSTAGRAM.COM	5M 23S	3.34

we  
are  
social



JAN  
2018

# TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	فيس	100
02	فيس بوك	67
03	صور	61
04	FACEBOOK	52
05	القدس	30
06	يوتيوب	29
07	GOOGLE	28
08	الطقس	24
09	مترجم	24
10	ترجمة	22

#	QUERY	INDEX
11	اغاني	21
12	معا	21
13	شو بدك من فلسطين	20
14	YOUTUBE	20
15	العاب	18
16	كورة	17
17	جامعة القدس	17
18	MP3	17
19	جامعة القدس المفتوحة	15
20	طقس فلسطين	15

JAN  
2018

# SOCIAL MEDIA USE

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



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

1.60  
MILLION

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



32%

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



we  
are  
social

1.40  
MILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



28%



JAN  
2018

# FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF  
MONTHLY ACTIVE  
FACEBOOK USERS



1.60  
MILLION

ANNUAL CHANGE IN  
FACEBOOK USERS  
vs. JANUARY 2017



-6%

PERCENTAGE OF  
FACEBOOK USERS  
ACCESSING VIA MOBILE



88%

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS FEMALE



47%

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS MALE



53%

we  
are  
social



we  
are  
social



JAN  
2018

# AVERAGE FACEBOOK PAGE POST REACH

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



AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



+0.04%

AVERAGE POST REACH  
vs. PAGE LIKES



4.7%

AVERAGE ORGANIC  
REACH vs. PAGE LIKES



0.7%

PERCENTAGE OF PAGES  
USING PAID MEDIA



21.1%

AVERAGE PAID REACH  
vs. TOTAL REACH



23.7%

JAN  
2018

# AVERAGE FACEBOOK ENGAGEMENT RATES

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



AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS (ALL TYPES)



we  
are  
social

4.67%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS



locowise

4.27%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE PHOTO POSTS



2.58%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS



locowise

1.19%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS



4.65%

JAN  
2018

# INSTAGRAM USAGE ANALYSIS

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



TOTAL NUMBER OF  
MONTHLY ACTIVE  
INSTAGRAM USERS



660.0  
THOUSAND

we  
are  
social

ACTIVE INSTAGRAM  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



13%



FEMALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



50%

we  
are  
social

MALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



50%

JAN  
2018

# MOBILE CONNECTIONS BY TYPE

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



TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



3.78  
MILLION

we  
are  
social

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



76%

GSMA

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



88%



PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



12%

GSMA

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



[N/A]



JAN  
2018

# FINANCIAL INCLUSION FACTORS

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



HAS A BANK  
ACCOUNT



24%

we  
are  
social

HAS A  
CREDIT CARD



1%



MAKES AND / OR RECEIVES  
MOBILE PAYMENTS VIA GSMA



[N/A]

we  
are  
social

MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



2%

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



0.6%



PERCENTAGE OF MEN  
WITH A CREDIT CARD



2%

we  
are  
social

PERCENTAGE OF WOMEN  
MAKING INTERNET PAYMENTS



1%



PERCENTAGE OF MEN  
MAKING INTERNET PAYMENTS



2%





**SYRIA**

JAN  
2018

# DIGITAL IN SYRIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



we  
are  
social

**18.28**  
MILLION

URBANISATION:

**59%**

INTERNET  
USERS



**6.03**  
MILLION

PENETRATION:

**33%**

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**5.50**  
MILLION

PENETRATION:

**30%**

MOBILE  
CONNECTIONS



**14.24**  
MILLION

vs. POPULATION:

**78%**

ACTIVE MOBILE  
SOCIAL USERS



**4.90**  
MILLION

PENETRATION:

**27%**



JAN  
2018

# ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET  
USERS



**+7%**

SINCE JAN 2017

**+409 THOUSAND**

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**+8%**

SINCE JAN 2017

**+400 THOUSAND**

MOBILE  
CONNECTIONS



**+3%**

SINCE JAN 2017

**+456 THOUSAND**

ACTIVE MOBILE  
SOCIAL USERS



**+9%**

SINCE JAN 2017

**+400 THOUSAND**



JAN  
2018

# POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL  
POPULATION



we  
are  
social

**18.28**  
MILLION

FEMALE  
POPULATION



**49.5%**

MALE  
POPULATION



we  
are  
social

**50.5%**

ANNUAL CHANGE IN  
POPULATION SIZE



**+0.1%**

MEDIAN  
AGE



**24.5**  
YEARS OLD

POPULATION LIVING  
IN URBAN AREAS



**59%**

GDP PER  
CAPITA



we  
are  
social

**\$5,100**

LITERACY  
(TOTAL)



**86%**

FEMALE  
LITERACY



we  
are  
social

**81%**

MALE  
LITERACY



**92%**



JAN  
2018

# INTERNET USE

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



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



we  
are  
social

6.03  
MILLION

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



33%

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



we  
are  
social

5.37  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



29%

JAN  
2018

# INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET  
WORLD STATS



**6.03**  
MILLION

ITU (INTERNATIONAL  
TELECOMMUNICATION UNION)



**5.82**  
MILLION

INTERNET  
LIVE STATS



**5.50**  
MILLION

CIA WORLD  
FACTBOOK



**5.83**  
MILLION

we  
are  
social



we  
are  
social



JAN  
2018

# SHARE OF WEB TRAFFIC BY DEVICE

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



LAPTOPS &  
DESKTOPS



33%

YEAR-ON-YEAR CHANGE:

+4%

MOBILE  
PHONES



65%

YEAR-ON-YEAR CHANGE:

0%

TABLET  
DEVICES



2%

YEAR-ON-YEAR CHANGE:

-36%

OTHER  
DEVICES



[N/A]

YEAR-ON-YEAR CHANGE:

[N/A]



JAN  
2018

# ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES
01	GOOGLE.COM	7M 32S	8.56
02	YOUTUBE.COM	8M 18S	4.79
03	FACEBOOK.COM	10M 21S	4.00
04	WIKIPEDIA.ORG	4M 16S	3.31
05	DELOTON.COM	1M 02S	1.52
06	XNXX.COM	12M 46S	9.27
07	LIVE.COM	4M 03S	3.41
08	BLOGSPOT.COM	2M 38S	2.12
09	YAHOO.COM	4M 02S	3.61
10	EGY.BEST	3M 38S	3.77



#	WEBSITE	TIME	PAGES
11	XVIDEOS.COM	14M 04S	10.15
12	KOOORA.COM	7M 59S	5.95
13	TWITTER.COM	6M 21S	3.21
14	INSTAGRAM.COM	5M 23S	3.34
15	RT.COM	4M 23S	2.77
16	AKSALSER.COM	4M 03S	2.46
17	HITCPM.COM	0M 31S	1.39
18	PORNHUB.COM	8M 29S	3.19
19	SVUONLINE.ORG	8M 37S	5.42
20	DOUBLECLICK.NET	2M 39S	1.90

we  
are  
social



JAN  
2018

# TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	صور	100
02	فيس	44
03	فيس بوك	31
04	تحميل	25
05	FACEBOOK	25
06	بنات	23
07	افلام	22
08	اغاني	20
09	مترجم	15
10	GOOGLE	14

#	QUERY	INDEX
11	ترجمة	11
12	العاب	11
13	فيسبوك	11
14	يوتيوب	9
15	YOUTUBE	8
16	صور بنات	7
17	TRANSLATE	6
18	واتس اب	5
19	الطقس	5
20	دمشق الان	5

JAN  
2018

# SOCIAL MEDIA USE

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



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

5.50  
MILLION

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



30%

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



we  
are  
social

4.90  
MILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



27%

JAN  
2018

# FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF  
MONTHLY ACTIVE  
FACEBOOK USERS



**5.50**  
MILLION

ANNUAL CHANGE IN  
FACEBOOK USERS  
vs. JANUARY 2017



[N/A]

PERCENTAGE OF  
FACEBOOK USERS  
ACCESSING VIA MOBILE



**89%**

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS FEMALE



[N/A]

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS MALE



[N/A]

we  
are  
social



we  
are  
social



JAN  
2018

# AVERAGE FACEBOOK PAGE POST REACH

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



AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



+0.01%

AVERAGE POST REACH  
vs. PAGE LIKES



7.9%

AVERAGE ORGANIC  
REACH vs. PAGE LIKES



2.2%

PERCENTAGE OF PAGES  
USING PAID MEDIA



21.2%

AVERAGE PAID REACH  
vs. TOTAL REACH



32.3%



JAN  
2018

# AVERAGE FACEBOOK ENGAGEMENT RATES

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



AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS (ALL TYPES)



we  
are  
social

2.57%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS



locowise

0.74%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE PHOTO POSTS



1.77%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS



locowise

0.66%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS



1.18%



JAN  
2018

# MOBILE CONNECTIONS BY TYPE

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



TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



14.24  
MILLION

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



78%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



90%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



10%

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



54%

we  
are  
social

GSMA



GSMA

JAN  
2018

# FINANCIAL INCLUSION FACTORS

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



HAS A BANK  
ACCOUNT



23%

we  
are  
social

HAS A  
CREDIT CARD



3%



MAKES AND / OR RECEIVES  
MOBILE PAYMENTS VIA GSMA



[N/A]

we  
are  
social

MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



[N/A]

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



3%



PERCENTAGE OF MEN  
WITH A CREDIT CARD



2%

we  
are  
social

PERCENTAGE OF WOMEN  
MAKING INTERNET PAYMENTS



[N/A]



PERCENTAGE OF MEN  
MAKING INTERNET PAYMENTS



[N/A]



**TURKEY**

JAN  
2018

# DIGITAL IN TURKEY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



we  
are  
social

81.33  
MILLION

URBANISATION:  
75%

INTERNET  
USERS



54.33  
MILLION

PENETRATION:  
67%

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

51.00  
MILLION

PENETRATION:  
63%

UNIQUE  
MOBILE USERS



59.05  
MILLION

PENETRATION:  
73%

ACTIVE MOBILE  
SOCIAL USERS



44.00  
MILLION

PENETRATION:  
54%



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# ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET  
USERS



**+13%**

SINCE JAN 2017

**+6 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**+6%**

SINCE JAN 2017

**+3 MILLION**

UNIQUE  
MOBILE USERS



**+5%**

SINCE JAN 2017

**+3 MILLION**

ACTIVE MOBILE  
SOCIAL USERS



**+5%**

SINCE JAN 2017

**+2 MILLION**



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# POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL  
POPULATION



we  
are  
social

**81.33**  
MILLION

FEMALE  
POPULATION



**50.7%**

MALE  
POPULATION



we  
are  
social

**49.3%**

ANNUAL CHANGE IN  
POPULATION SIZE



**+1.5%**

MEDIAN  
AGE



**31.4**  
YEARS OLD

POPULATION LIVING  
IN URBAN AREAS



**75%**

GDP PER  
CAPITA



we  
are  
social

**\$24,412**

LITERACY  
(TOTAL)



**95%**

FEMALE  
LITERACY



we  
are  
social

**92%**

MALE  
LITERACY



**98%**



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# DEVICE USAGE

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



MOBILE PHONE  
(ANY TYPE)



98%

we  
are  
social

SMART  
PHONE



77%

Google

LAPTOP OR  
DESKTOP COMPUTER



48%



TABLET  
COMPUTER



25%

TELEVISION  
(ANY KIND)



99%

Google

DEVICE FOR STREAMING  
INTERNET CONTENT TO TV



15%



E-READER  
DEVICE



2%

we  
are  
social

WEARABLE  
TECH DEVICE



9%



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# TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



AVERAGE DAILY TIME  
SPENT USING THE  
INTERNET VIA ANY DEVICE



7H 09M

AVERAGE DAILY TIME  
SPENT USING SOCIAL  
MEDIA VIA ANY DEVICE



we  
are  
social

2H 48M

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



global  
web  
index

2H 44M

AVERAGE DAILY TIME  
SPENT LISTENING TO  
STREAMING MUSIC



1H 22M

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# ATTITUDES TOWARDS DIGITAL

HOW INTERNET USERS\* PERCEIVE THE ROLE OF TECHNOLOGY, AND THEIR PERSPECTIVE ON PRIVACY ISSUES



BELIEVE THAT NEW  
TECHNOLOGIES OFFER MORE  
OPPORTUNITIES THAN RISKS



Google

70%

PREFER TO COMPLETE  
TASKS DIGITALLY  
WHENEVER POSSIBLE



51%

BELIEVE DATA PRIVACY  
AND PROTECTION ARE  
VERY IMPORTANT



we  
are  
social

73%

DELETE COOKIES FROM  
INTERNET BROWSER  
TO PROTECT PRIVACY



global  
web  
index

48%

USE AN AD-BLOCKING  
TOOL TO STOP ADVERTS  
BEING DISPLAYED



40%



Hootsuite™

we  
are  
social

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2018

# INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



we  
are  
social

54.33  
MILLION

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



67%

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



global  
web  
index

51.45  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



63%



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we  
are  
social

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# INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET  
WORLD STATS



56.00  
MILLION

ITU (INTERNATIONAL  
TELECOMMUNICATION UNION)



47.45  
MILLION

INTERNET  
LIVE STATS



46.20  
MILLION

CIA WORLD  
FACTBOOK



47.42  
MILLION

we  
are  
social



we  
are  
social



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# FREQUENCY OF INTERNET USE

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



EVERY  
DAY



84%

AT LEAST ONCE  
PER WEEK



12%

AT LEAST ONCE  
PER MONTH



2%

LESS THAN ONCE  
PER MONTH



2%

we  
are  
social

Google



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2018

# INTERNET CONNECTIONS: SPEED & DEVICES

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



AVERAGE INTERNET  
SPEED VIA FIXED  
CONNECTIONS



OOKLA

**15.71**  
MBPS

AVERAGE INTERNET  
SPEED VIA MOBILE  
CONNECTIONS



**31.17**  
MBPS

ACCESS THE INTERNET  
MOST OFTEN VIA A  
COMPUTER OR TABLET



we  
are  
social

**8%**

ACCESS EQUALLY VIA  
A SMARTPHONE AND  
COMPUTER OR TABLET



Google

**28%**

ACCESS THE INTERNET  
MOST OFTEN VIA A  
SMARTPHONE



**56%**



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# SHARE OF WEB TRAFFIC BY DEVICE

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



LAPTOPS &  
DESKTOPS



**36%**

YEAR-ON-YEAR CHANGE:

**-1%**

MOBILE  
PHONES



**62%**

YEAR-ON-YEAR CHANGE:

**+1%**

TABLET  
DEVICES



we  
are  
social

**3%**

YEAR-ON-YEAR CHANGE:

**-14%**

OTHER  
DEVICES



**0.05%**

YEAR-ON-YEAR CHANGE:

**+67%**



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2018

# SIMILARWEB'S RANKING OF TOP WEBSITES

RANKINGS BASED ON AVERAGE MONTHLY TRAFFIC TO EACH WEBSITE IN Q4 2017



#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM.TR	SEARCH	2,337,700,000	8M 44S	6.9
02	YOUTUBE.COM	TV & VIDEO	845,800,000	22M 23S	11.3
03	FACEBOOK.COM	SOCIAL	785,500,000	11M 28S	11.6
04	GOOGLE.COM	SEARCH	741,000,000	5M 34S	6.1
05	TWITTER.COM	SOCIAL	188,000,000	10M 37S	9.9
06	YANDEX.COM.TR	NEWS & MEDIA	166,700,000	8M 22S	8.9
07	HURRIYET.COM.TR	NEWS & MEDIA	157,500,000	11M 04S	7.9
08	INSTAGRAM.COM	SOCIAL	136,800,000	7M 33S	14.3
09	SAHIBINDEN.COM	SHOPPING	132,200,000	12M 11S	21.0
10	EKSISOZLUK.COM	REFERENCE	127,000,000	6M 40S	4.8

**SOURCE:** SIMILARWEB, JANUARY 2018, BASED ON AVERAGE MONTHLY DATA FOR Q4 2017. **NOTES:** MONTHLY TRAFFIC REPRESENTS TOTAL VISITS TO EACH SITE, NOT UNIQUE VISITORS. DATA FOR SOME COUNTRIES REPRESENTS DESKTOP TRAFFIC, WHILST OTHERS REPRESENTS TRAFFIC FROM BOTH DESKTOP AND MOBILE DEVICES. **ADVISORY:** SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

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2018

# ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES
01	GOOGLE.COM.TR	6M 27S	11.27
02	YOUTUBE.COM	8M 18S	4.79
03	GOOGLE.COM	7M 32S	8.56
04	SABAH.COM.TR	5M 14S	3.72
05	HABER7.COM	12M 51S	7.17
06	FACEBOOK.COM	10M 21S	4.00
07	ENSONHABER.COM	13M 27S	3.99
08	ONEDIO.COM	6M 49S	3.54
09	SAHIBINDEN.COM	16M 14S	17.95
10	INSTAGRAM.COM	5M 23S	3.34



#	WEBSITE	TIME	PAGES
11	HURRIYET.COM.TR	10M 48S	7.85
12	KIZLARSORUYOR.COM	3M 07S	2.27
13	LIVE.COM	4M 03S	3.41
14	YENISAFAK.COM	5M 12S	2.15
15	MEB.GOV.TR	8M 23S	6.27
16	MILLIYET.COM.TR	12M 25S	10.11
17	EKSISOZLUK.COM	8M 31S	6.59
18	HEPSIBURADA.COM	7M 14S	8.53
19	N11.COM	8M 28S	6.12
20	YANDEX.COM.TR	3M 28S	3.15

we  
are  
social



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we  
are  
social

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2018

# WEEKLY ONLINE ACTIVITIES BY DEVICE

PERCENTAGE OF THE TOTAL POPULATION\* ENGAGING IN EACH ACTIVITY AT LEAST ONCE PER WEEK [SURVEY-BASED]



USE A SEARCH  
ENGINE



we  
are  
social

SMARTPHONE:

**50%**

COMPUTER:

**24%**

VISIT A SOCIAL  
NETWORK



Google

SMARTPHONE:

**53%**

COMPUTER:

**25%**

PLAY  
GAMES



SMARTPHONE:

**26%**

COMPUTER:

**11%**

WATCH  
VIDEOS



Google

SMARTPHONE:

**47%**

COMPUTER:

**20%**

LOOK FOR PRODUCT  
INFORMATION



SMARTPHONE:

**17%**

COMPUTER:

**7%**



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# TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	FACEBOOK	100
02	YOUTUBE	77
03	HAVA DURUMU	49
04	SAHIBINDEN	29
05	SON DAKIKA	28
06	GOOGLE	28
07	HABER	28
08	ÇEVİRİ	21
09	HABERLER	20
10	INSTAGRAM	17

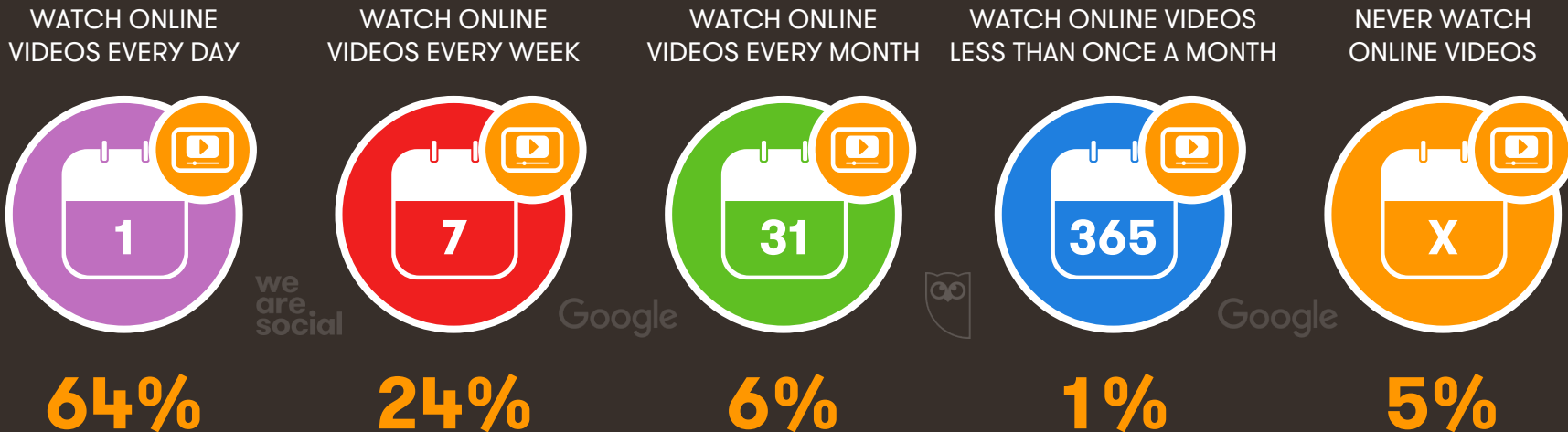
#	QUERY	INDEX
11	MYNET	17
12	FILM	17
13	MILLİYET	17
14	HÜRRİYET	14
15	E OKUL	13
16	HOTMAIL	13
17	TWITTER	12
18	FACE	11
19	SPOR	10
20	TRANSLATE	10



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# FREQUENCY OF WATCHING ONLINE VIDEO

HOW OFTEN INTERNET USERS WATCH ONLINE VIDEOS (ANY DEVICE)



we  
are  
social

Google



Google



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# HOW INTERNET USERS WATCH TELEVISION

COMPARISON OF THE METHODS AND DEVICES USED FOR ACCESSING AND DISPLAYING 'TELEVISION' CONTENT



REGULAR  
TELEVISION  
ON A TV SET



81%

we  
are  
social

RECORDED  
CONTENT  
ON A TV SET



19%

Google

CATCH-UP /  
ON-DEMAND  
SERVICE ON TV SET



21%



ONLINE CONTENT  
STREAMED ON  
A TV SET



26%

Google

ONLINE CONTENT  
STREAMED ON  
ANOTHER DEVICE



25%



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# SOCIAL MEDIA USE

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



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

51.00  
MILLION

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



63%

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



we  
are  
social

44.00  
MILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



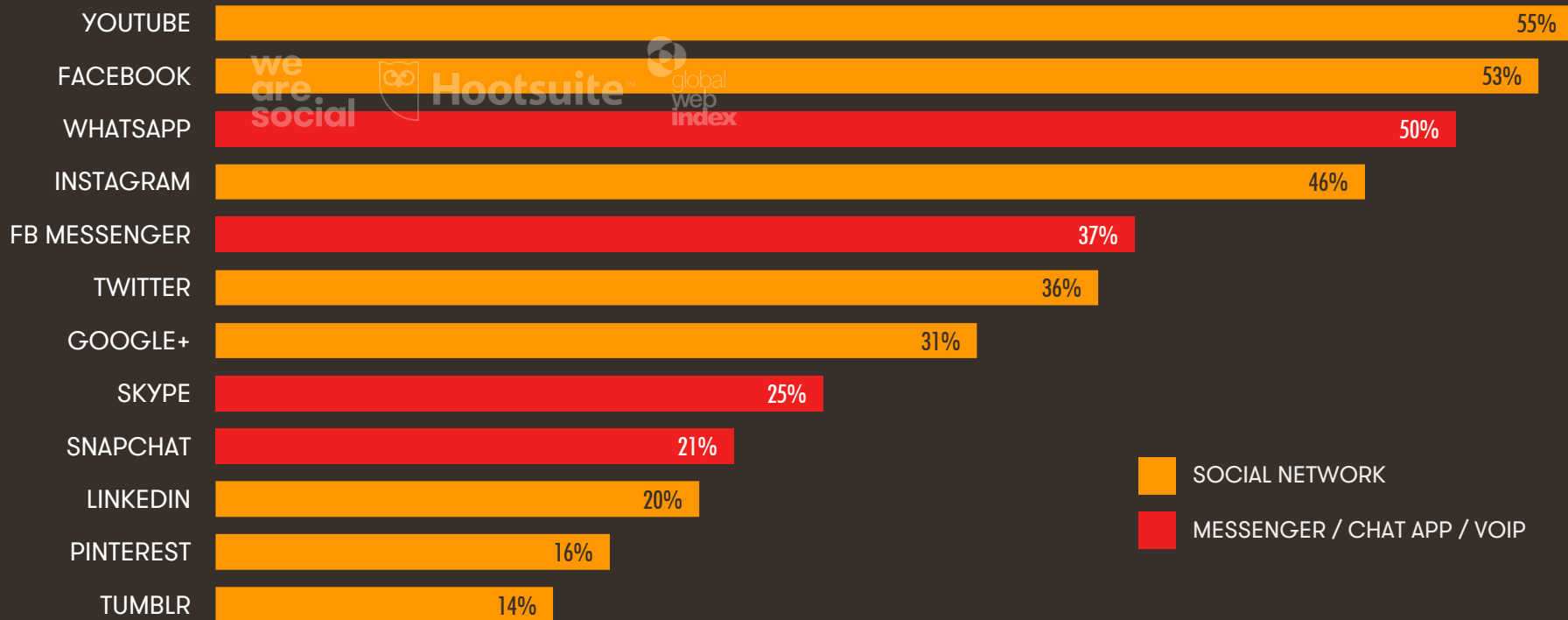
54%



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# MOST ACTIVE SOCIAL MEDIA PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



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# FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF  
MONTHLY ACTIVE  
FACEBOOK USERS



51.00  
MILLION

ANNUAL CHANGE IN  
FACEBOOK USERS  
vs. JANUARY 2017



+6%

PERCENTAGE OF  
FACEBOOK USERS  
ACCESSING VIA MOBILE



86%

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS FEMALE



37%

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS MALE



63%

we  
are  
social



we  
are  
social



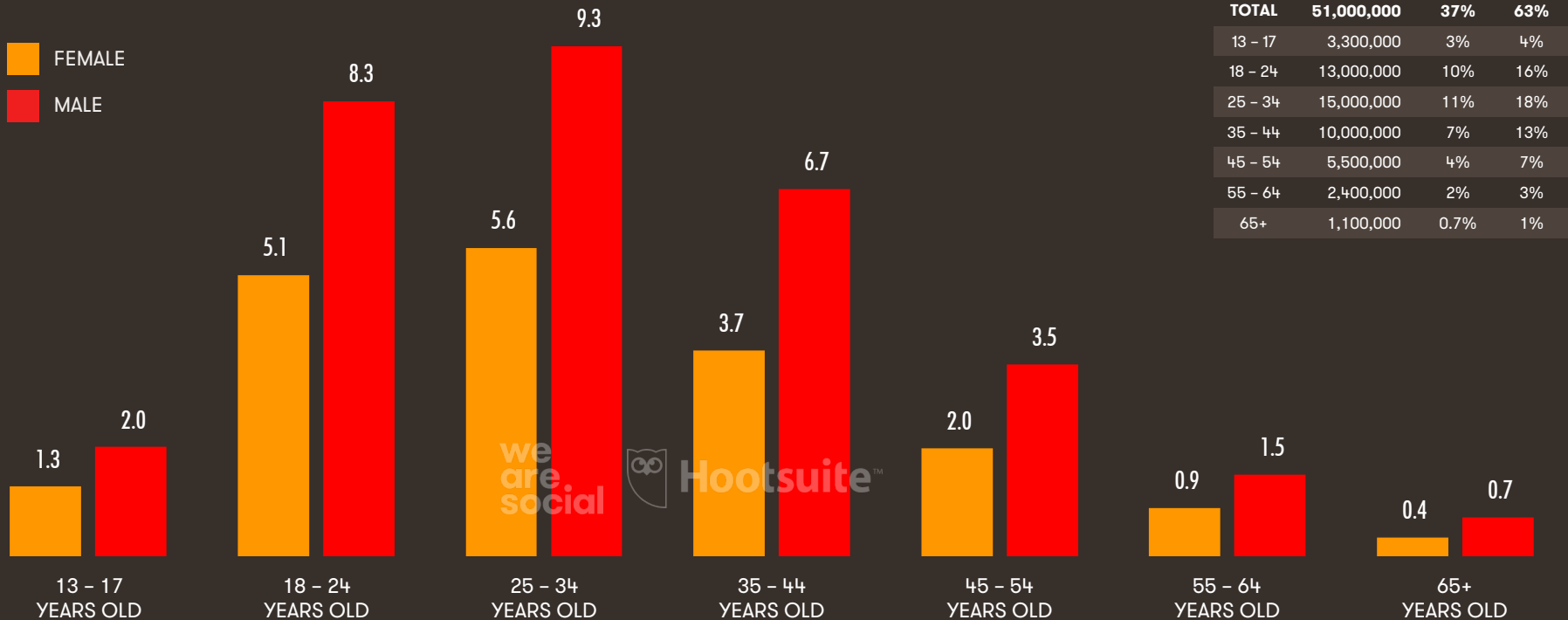
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# PROFILE OF FACEBOOK USERS

A BREAKDOWN OF THE COUNTRY'S FACEBOOK'S USERS BY AGE AND GENDER, IN MILLIONS



FEMALE  
MALE



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# AVERAGE FACEBOOK PAGE POST REACH

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



AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



+1.58%



AVERAGE POST REACH  
vs. PAGE LIKES



9.6%



AVERAGE ORGANIC  
REACH vs. PAGE LIKES



11.4%



PERCENTAGE OF PAGES  
USING PAID MEDIA



12.7%



AVERAGE PAID REACH  
vs. TOTAL REACH



38.2%



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# AVERAGE FACEBOOK ENGAGEMENT RATES

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



AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS (ALL TYPES)



we  
are  
social

2.91%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS



locowise

2.35%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE PHOTO POSTS



2.67%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS



locowise

4.13%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS



2.86%



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# INSTAGRAM USAGE ANALYSIS

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



TOTAL NUMBER OF  
MONTHLY ACTIVE  
INSTAGRAM USERS



**33.00**  
MILLION

we  
are  
social

ACTIVE INSTAGRAM  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**41%**



FEMALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



**41%**

we  
are  
social

MALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



**59%**



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# MOBILE USERS vs. MOBILE CONNECTIONS

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



NUMBER OF UNIQUE  
MOBILE USERS (ANY  
TYPE OF HANDSET)



we  
are  
social

59.05  
MILLION

MOBILE PENETRATION  
(UNIQUE USERS vs.  
TOTAL POPULATION)



GSMA

73%

TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



72.90  
MILLION

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



GSMA

90%

AVERAGE NUMBER OF  
CONNECTIONS PER  
UNIQUE MOBILE USER



1.23



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# MOBILE CONNECTIONS BY TYPE

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



TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



72.90  
MILLION

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



90%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



50%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



50%

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



55%

we  
are  
social

GSMA



GSMA



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# MOBILE CONNECTIVITY INDEX

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



OVERALL COUNTRY  
INDEX SCORE



64.33

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

MOBILE NETWORK  
INFRASTRUCTURE



62.91

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AFFORDABILITY OF  
DEVICES & SERVICES



54.48

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

CONSUMER  
READINESS



68.60

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT  
CONTENT & SERVICES



72.86

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

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# MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION USING  
MOBILE MESSENGERS



57%

PERCENTAGE OF THE  
POPULATION WATCHING  
VIDEOS ON MOBILE



56%

PERCENTAGE OF THE  
POPULATION PLAYING  
GAMES ON MOBILE



44%

PERCENTAGE  
OF THE POPULATION  
USING MOBILE BANKING



40%

PERCENTAGE OF THE  
POPULATION USING  
MOBILE MAP SERVICES



47%

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2018

# SMARTPHONE LIFE MANAGEMENT ACTIVITIES

PERCENTAGE OF THE TOTAL POPULATION USING A SMARTPHONE TO PERFORM EACH TASK [SURVEY-BASED]



USE THE ALARM  
CLOCK FUNCTION



38%



MANAGE DIARY  
OR APPOINTMENTS



7%

Google

CHECK THE  
WEATHER



23%

we  
are  
social

TRACK HEALTH, DIET,  
OR ACTIVITY LEVELS



5%

TAKE PHOTOS  
OR VIDEOS



44%

Google

CHECK  
THE NEWS



25%

we  
are  
social

READ E-BOOKS  
OR E-MAGAZINES



7%



MANAGE LISTS  
[E.G. SHOPPING, TASKS]



9%

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# TOP APP RANKINGS

RANKINGS OF TOP MOBILE APPS BY MONTHLY ACTIVE USERS AND BY NUMBER OF DOWNLOADS



## RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	DEVELOPER / COMPANY
01	WHATSAPP MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	INSTAGRAM	FACEBOOK
04	FACEBOOK MESSENGER	FACEBOOK
05	TWITTER	TWITTER
06	SAHIBINDEN.COM	SAHIBINDEN
07	SNAPCHAT	SNAP
08	LETGO	LETGO
09	YANDEX.NAVIGATOR	YANDEX
10	İŞCEP	ISBANK

we  
are  
social

## RANKING OF MOBILE APPS BY NUMBER OF DOWNLOADS

#	APP NAME	DEVELOPER / COMPANY
01	WHATSAPP MESSENGER	FACEBOOK
02	FACEBOOK MESSENGER	FACEBOOK
03	INSTAGRAM	FACEBOOK
04	FACEBOOK	FACEBOOK
05	LETGO	LETGO
06	SNAPCHAT	SNAP
07	TURKCELL MY ACCOUNT	TURKCELL
08	MY VODAFONE TU	VODAFONE
09	BIP	TURKCELL
10	AZAR	HYPERCONNECT



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2018

# FINANCIAL INCLUSION FACTORS

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



HAS A BANK  
ACCOUNT



57%

we  
are  
social

HAS A  
CREDIT CARD



33%



MAKES AND / OR RECEIVES  
MOBILE PAYMENTS VIA GSMA



0.8%

we  
are  
social

MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



19%

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



22%



PERCENTAGE OF MEN  
WITH A CREDIT CARD



44%

we  
are  
social

PERCENTAGE OF WOMEN  
MAKING INTERNET PAYMENTS



13%



PERCENTAGE OF MEN  
MAKING INTERNET PAYMENTS



25%



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# E-COMMERCE ACTIVITIES IN PAST 30 DAYS

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



SEARCHED ONLINE  
FOR A PRODUCT  
OR SERVICE TO BUY



56%

VISITED  
AN ONLINE  
RETAIL STORE



60%

PURCHASED A  
PRODUCT OR  
SERVICE ONLINE



43%

MADE AN ONLINE  
PURCHASE VIA A LAPTOP  
OR DESKTOP COMPUTER



30%

MADE AN ONLINE  
PURCHASE VIA A  
MOBILE DEVICE



30%

we  
are  
social

global  
web  
index



global  
web  
index

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2018

# E-COMMERCE SPEND BY CATEGORY

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



FASHION  
& BEAUTY



**\$1.260**  
BILLION

ELECTRONICS &  
PHYSICAL MEDIA



**\$2.182**  
BILLION

FOOD &  
PERSONAL CARE



**\$0.410**  
BILLION

FURNITURE &  
APPLIANCES



**\$1.039**  
BILLION

TOYS, DIY  
& HOBBIES



**\$0.848**  
BILLION

TRAVEL (INCLUDING  
ACCOMMODATION)



**\$1.823**  
BILLION

DIGITAL  
MUSIC



**\$0.026**  
BILLION

VIDEO  
GAMES



**\$0.276**  
BILLION



JAN  
2018

# E-COMMERCE GROWTH BY CATEGORY

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



FASHION  
& BEAUTY



**+20%**

we  
are  
social

ELECTRONICS &  
PHYSICAL MEDIA



**+11%**

statista

FOOD &  
PERSONAL CARE



**+17%**



FURNITURE &  
APPLIANCES



**+18%**

TOYS, DIY  
& HOBBIES



**+15%**

statista

TRAVEL (INCLUDING  
ACCOMMODATION)



**+11%**



DIGITAL  
MUSIC



**+12%**

we  
are  
social

VIDEO  
GAMES



**+9%**



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2018

# E-COMMERCE DETAIL: CONSUMER GOODS

AN OVERVIEW OF THE E-COMMERCE MARKET FOR CONSUMER GOODS, WITH VALUES IN UNITED STATES DOLLARS



TOTAL NUMBER OF PEOPLE  
PURCHASING CONSUMER  
GOODS VIA E-COMMERCE



**31.70**  
MILLION

YEAR-ON-YEAR CHANGE:

**+6%**

PENETRATION OF CONSUMER  
GOODS E-COMMERCE  
[TOTAL POPULATION]



**39%**

VALUE OF THE CONSUMER  
GOODS E-COMMERCE MARKET  
[TOTAL ANNUAL SALES REVENUE]



**\$5.738**  
BILLION

YEAR-ON-YEAR CHANGE:

**+15%**

AVERAGE ANNUAL REVENUE  
PER USER OF CONSUMER  
GOODS E-COMMERCE [ARPU]



**\$181**

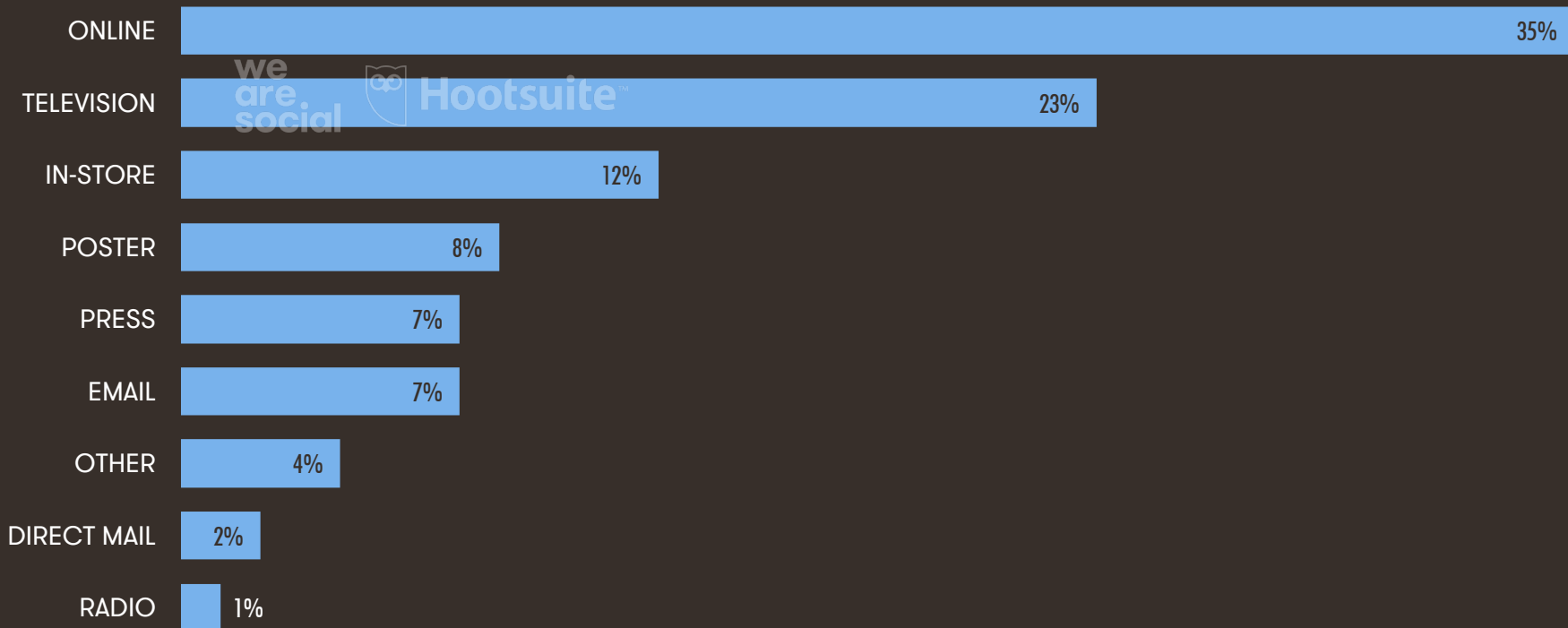
YEAR-ON-YEAR CHANGE:

**+9%**

JAN  
2018

# ADVERTISING MEDIA: FIRST AWARENESS

THE CHANNEL THAT FIRST INTRODUCED INTERNET USERS\* TO A PRODUCT OR SERVICE THAT THEY SUBSEQUENTLY PURCHASED



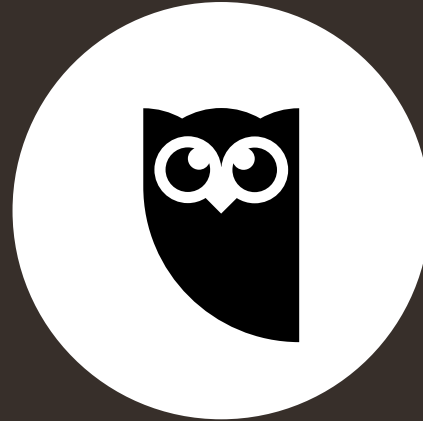


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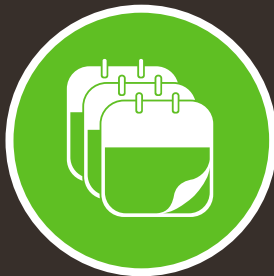


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COVERAGE



QUARTERLY DATA COLLECTION  
ACROSS 42 MARKETS



CROSS-DEVICE  
COVERAGE

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

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

Learn more about GSMA Intelligence at <http://www.gsmainelligence.com>

# SPECIAL THANKS: STATISTA

statista

Statista is one of the world's largest online statistics databases. Its **Digital Market Outlook** products provide forecasts, detailed market insights, and key indicators on 8 digital verticals including e-commerce, digital media, advertising, and smart home with 33 segments across more than 50 regions and countries.



78% OF GLOBAL  
INTERNET POPULATION



50 DIGITAL  
ECONOMIES



90% OF WORLDWIDE  
ECONOMIC POWER



MORE THAN 30,000  
INTERACTIVE STATISTICS

Learn more about Statista's Digital Market Outlook at <http://www.statista.com/>



# SPECIAL THANKS: LOCOWISE

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



CUSTOM REPORT  
BUILDER WITH OVER  
300 METRICS



CAMPAIGN  
ANALYSIS, TRACKING  
AND REPORTING



INSIGHTS FROM ALL  
YOUR NETWORKS  
IN ONE PLACE



PREDICTIVE  
METRICS TO DRIVE  
FUTURE STRATEGY

Find out more: <https://locowise.com/>



## SPECIAL THANKS: SIMILARWEB

SimilarWeb is the pioneer of market intelligence and the standard for understanding the digital world. SimilarWeb provides granular insights about any website or app across all industries in every region.



WEB  
INTELLIGENCE



APP  
INTELLIGENCE



GLOBAL  
COVERAGE



GRANULAR  
ANALYSIS

Find out more: <http://similarweb.com/>

# SPECIAL THANKS: APPANNIE



App Annie delivers the most trusted app market data for businesses to succeed in the global app economy. Over 1 million registered members rely on App Annie to better understand the app market, and how to improve user acquisition strategies (paid and ASO), retention, product development to further grow their businesses, and leverage the opportunities around them.



1 MILLION  
REGISTERED USERS



BEST-IN-CLASS  
DATA



COVERAGE ACROSS  
150 COUNTRIES



UNPARALLELED  
SERVICE & SUPPORT

Find out more: <http://www.appannie.com/>



## SPECIAL THANKS: KLEAR

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GLOBAL COVERAGE,  
DOWN TO CITY LEVEL



500 MILLION  
PROFILES



60,000 INFLUENCE  
CATEGORIES



FULL INFLUENCER  
CAMPAIGN SOLUTION

Find out more: <http://klear.com/>

## SPECIAL THANKS

We'd also like to offer our thanks to the following data providers for publishing much of the remaining data included in this year's reports:



GOOGLE



STATCOUNTER



OOKLA



ALEXA



ERICSSON

Lastly, a big thank you to the **The Noun Project**, who supply and inspire the icons we use in these reports.

# DATA SOURCES USED IN THIS REPORT & NOTES ON METHODOLOGIES

**POPULATION DATA:** United Nations World Population Prospects, 2017 Revision; US Census Bureau [accessed January 2018]; United Nations World Urbanization Prospects, 2014 Revision. Literacy rates from UNESCO [accessed January 2018]. GDP data from World Bank [accessed January 2018]. Median age data from US Census Bureau [accessed January 2018].

**DIGITAL DEVICE OWNERSHIP DATA:** Google Consumer Barometer [accessed January 2018]\*\*.

**DIGITAL ATTITUDES DATA:** GlobalWebIndex (Q2 & Q3 2017)\*; Google Consumer Barometer [accessed January 2018]\*\*.

**INTERNET USER DATA:** InternetWorldStats [accessed January 2018]; ITU, *Individuals Using the Internet*, 2016; Eurostat online database, *Individuals – internet use* [accessed January 2018]; CIA World Factbook [accessed January 2018]; Northwestern University in Qatar, *Media use in the Middle East, 2017* [accessed January 2018]; national government and regulatory body websites; government officials cited in reputable media. Mobile internet use data from GlobalWebIndex (Q2 & Q3 2017)\* and extrapolation of data from Facebook (January 2018). Time spent, and mobile internet usage and penetration data extrapolated from GlobalWebIndex (Q2 & Q3 2017)\*. Share of web traffic data from StatCounter (January 2018). Frequency of internet use data from Google Consumer Barometer [accessed January 2018]\*\*. Internet connection speed data from Ookla's Speed

Test (December 2017). Website rankings from SimilarWeb (Q4 2017) and Alexa (December 2017). Google search query rankings from Google Trends (data for 12 months to January 2018). Frequency of use and TV viewing habits from Google Consumer Barometer [accessed January 2018]\*\*.

**SOCIAL MEDIA AND MOBILE SOCIAL MEDIA DATA:** Latest reported monthly active user numbers from Facebook, Tencent, VKontakte, LINE, Kakao, Google, Sina, Twitter, Skype, Yahoo!, Viber, Baidu, and Snap, as quoted directly in company documents, or as reported by reputable media (all latest data available at time of publishing in January 2018). Time spent on social media from GlobalWebIndex (Q2 & Q3 2017)\*. Facebook and Instagram age and gender figures extrapolated from Facebook data (January 2018). Facebook reach and engagement data from Locowise; data represents monthly averages for full-year 2017.

**MOBILE PHONE USERS, MOBILE CONNECTIONS, AND MOBILE BROADBAND DATA:** Latest reported global and national data from GSMA Intelligence (Q4 2017); extrapolated global data from GSMA Intelligence (January 2018); Ericsson Mobility Report (November 2017). Usage data extrapolated from GlobalWebIndex (Q2 & Q3 2017)\*; Google Consumer Barometer [accessed January 2018]\*\*. GSMA Intelligence Mobile Connectivity Index [accessed January 2018]: <http://www.mobileconnectivityindex.com/> Smartphone Life Management Activity data from Google Consumer Barometer [accessed January

2018]. Mobile app rankings and app usage insights taken from App Annie's 2017 Retrospective and *Why You Mobile Strategy Needs Apps* reports – for more details, visit <http://bit.ly/AppAnnie2017>.

**E-COMMERCE DATA:** Statista *Digital Market Outlook*, e-Commerce, e-Travel, and digital media industry reports [accessed January 2018]. For more info, visit <http://www.statista.com>. GlobalWebIndex (Q2 & Q3 2017)\*; Google Consumer Barometer [accessed January 2018]\*\*.

**FINANCIAL INCLUSION DATA:** World Bank Global Financial Inclusion [accessed January 2018].

**NOTES:** Some 'annual growth' figures are calculated using the data reported in Hootsuite and We Are Social's *Digital in 2017* report: <http://bit.ly/GD2017GO>.

\*GlobalWebIndex manages a panel of more than 18 million connected consumers, collecting data every quarter across 40 countries around the world, and representing 90% of the global internet population. Visit <http://www.globalwebindex.net> for more details.

\*\*Google's Consumer Barometer polls a nationally representative total population (online & offline) aged 16+ in each country surveyed except in Argentina, Brazil, China, India, Japan, South Korea, Malaysia, Mexico, Philippines, Vietnam, and the USA, where the sample base is aged 18+. For more details, visit <http://www.consumerbarometer.com/>.

# NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

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

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

Furthermore, due to differing data collection and preparation methodologies used by these organisations, as well as the different sample periods during which the data were collected, there may be significant differences in the reported metrics for similar data points throughout this report.

In particular, data collected via surveys often vary from one report to another, even if those data have been collected by the same

organisation using the same methodology and approach in each wave.

Similarly, reports of internet user numbers vary considerably between different sources, due to the complex nature of collecting this data. In part, this is because there are fewer commercial imperatives for governments and regulators to collect and publish regular internet user data compared to, for example, the regular user number updates published by social media companies, who depend on such data to sell their products and services.

However, the latest user numbers published by these companies can be a useful proxy for the number of internet users in countries where no other reliable data are available, because all active social media users must have an active internet connection in order to access social media.

Because of this, on occasion, we've used the latest monthly active user data from social media companies to inform our internet user numbers, especially in less-developed economies, where 'official' internet user

numbers are published less frequently. As a result, there are a number of countries in this report where the number of social media users equals the number of internet users.

It's unlikely that 100 percent of internet users in any given country will use the same social media platform though, so in cases where internet and social media user numbers are the same, it's likely that the actual number of internet users will be higher than the number we've reported.

Lastly, in some instances in this year's report, metrics may have decreased year-on-year due to corrections in the source data, actual declines in user numbers, and changes in the primary data source we've used in our reporting due to reasons such as increased reliability, or the non-availability of updated numbers from previous providers.

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

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