DIGITAL IN 2017 GLOBAL OVERVIEW

A COLLECTION OF INTERNET, SOCIAL MEDIA, AND MOBILE DATA FROM AROUND THE WORLD

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WELCOME TO DIGITAL IN 2017

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REPORT AUTHOR

It's been another year of exceptional growth across all things digital, and our 2017 Global Digital reports herald some particularly important milestones. The most exciting of these milestones is that more than half of the world's population now uses the internet, with more than 3.75 billion people online today.

Internet use continues to grow all over the world, with global users up 8% year-on-year. An increasing share of online activity takes place on mobile, with more than half of all web traffic now going to mobile phones.

The number of social media users across the globe grew by more than 20% over the past 12 months, with well over one-third of the world's population now using social media every month. Mobile social media use is growing even faster, with global monthly active user numbers up 30% year-on-year to reach more than 2.5 billion.

Mobile connectivity continues to grow too, and the average mobile connection is getting faster as well. Nearly two-thirds of the world's population now uses a mobile phone, and with 55% of all active connections now coming from smartphones, it's likely that more than half of the world's population now uses a smartphone.

To help you take advantage of the opportunities presented by this increased connectivity, **We Are Social** and **Hootsuite** have teamed up to bring you a suite of reports detailing digital statistics and trends for 239 countries around the world. You'll find global and regional overviews in this report, and we'll be publishing the rest of the reports over the coming days.

If you'd like to discuss what these numbers mean for you and your work, send us a message on social media; you'll find us on Twitter as **@hootsuite** and **@wearesocial**, or you can **click here** to contact me on LinkedIn.

We hope you find these reports useful, and we wish you a year of impressive digital growth of your own in 2017.

GLOBAL OVERVIEW

JAN 2017

GLOBAL DIGITAL SNAPSHOT

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

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL USERS
7.476 BILLION	3.773 BILLION	2.789 BILLION	4.917 BILLION	2.549 BILLION
URBANISATION: 54%	PENETRATION: 50%	PENETRATION: 37%	PENETRATION: 66%	PENETRATION: 34%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.

JAN 2017

ANNUAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL USERS
+10%	**+21%**	**+5%**	**+30%**
SINCE JAN 2016	SINCE JAN 2016	SINCE FEB 2016	SINCE JAN 2016
+354 MILLION	**+482 MILLION**	**+222 MILLION**	**+581 MILLION**

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA. COMPARISONS TO WE ARE SOCIAL'S "DIGITAL IN 2016" REPORT.

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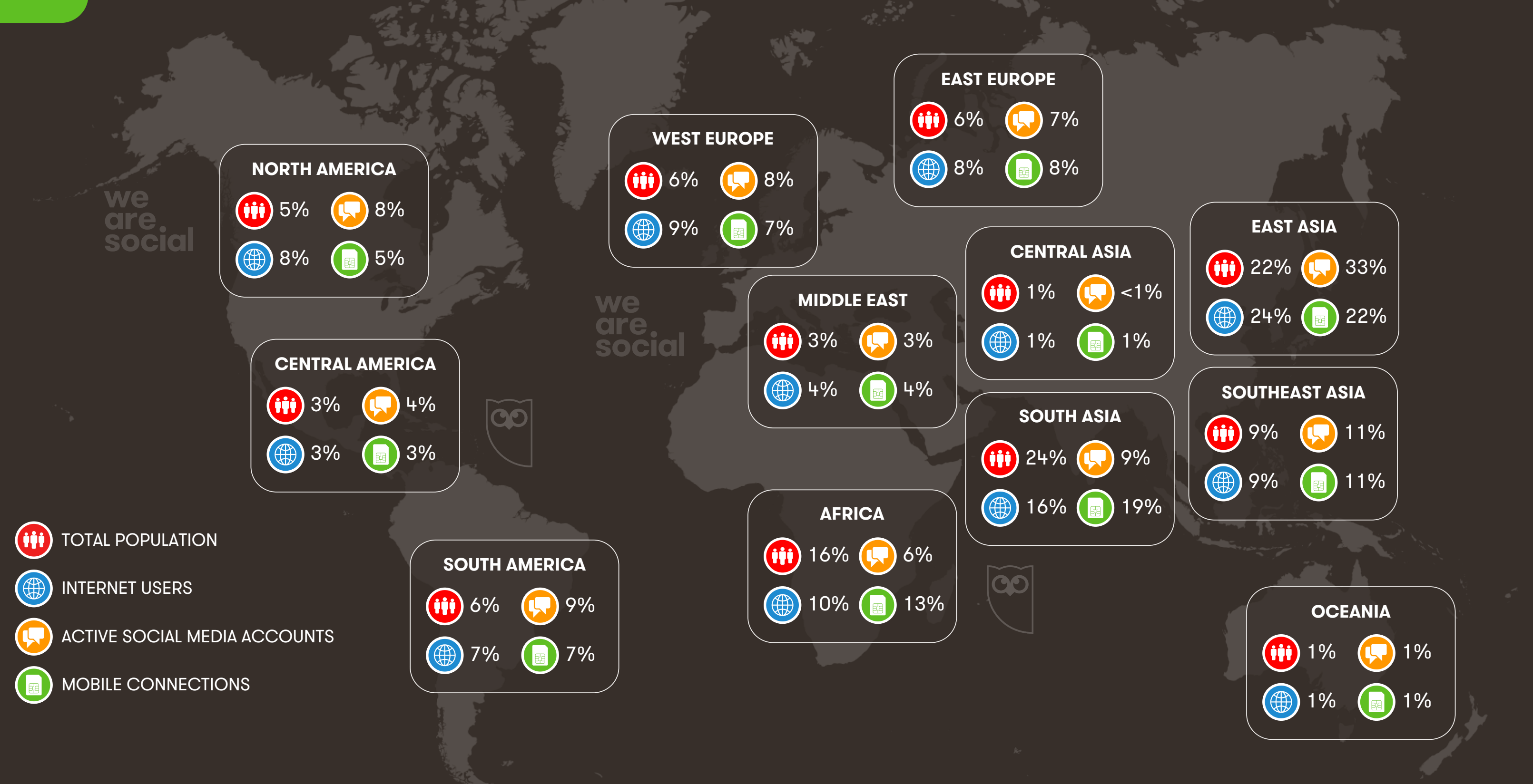
DIGITAL USER DISTRIBUTION BY REGION

EACH REGION'S SHARE OF THE WORLD'S POPULATION, GLOBAL INTERNET AND SOCIAL MEDIA USERS, AND GLOBAL MOBILE CONNECTIONS



SOURCES: POPULATION: UNITED NATIONS; US CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; SOCIAL MEDIA: FACEBOOK, TENCENT, VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; SIMILARWEB; MAIL.RU; DING; WE ARE SOCIAL ANALYSIS AND EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; WE ARE SOCIAL ANALYSIS AND EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.

HOOTSUITE'S PERSPECTIVE: 2017 TRENDS

Social catches up with search for discovery. Search is still king for helping consumers research and evaluate products and services, but social is starting to rival search for discovery, especially among younger buyers.

Social commerce shows new promise. Social commerce has been hyped before. However, adoption in APAC and new features by Instagram and Pinterest makes this an inevitable evolution in consumer behaviour on social.

Dark social rising. Fueled by mobile and messaging, dark social is gaining ground. Dark social is critical for marketers to understand, as if you only track social traffic with traditional web analytics, you're drastically underreporting the value that social delivers to your business.

Video ignites social advertising. Last year, we saw the domination of social video. The next evolution is to combine the emotional power of social video with the scale and reach of social advertising.

Organisations turn to connected workforces. Organisations are increasingly investing in the online reach and customer influence of their workforces with employee advocacy, social selling, and digital skills training.

Click here to download our 2017 Social Media Trends Toolkit to align your 2017 social strategy with the year's top social network trends.

DIGITAL IN 2017: WE ARE SOCIAL'S ANALYSIS

With more than half of the world's population now online, including billions of people using social platforms, it's clear that digital and social should be a central part of every brand's toolkit. The top marketing priority now is to **integrate** digital marketing and social thinking into everything that our brands do, from products and services, to creating more compelling digital communication, and even finding new pricing, distribution, and innovation strategies that take full advantage of our ever-more connected world. Marketers should explore:

Contextual reach: which websites, platforms, apps, and connected services do your audiences use? Which have the greatest relevance to your brand and its activities?

Engagement: what motivates your audiences to use these digital properties? How can you use content to inform, educate, or entertain them in ways that will add value to their lives?

Conversion: how can you take advantage of opportunities like e-commerce and social selling to help audiences complete their 'buyer's journey', and enjoy your brand's benefits wherever and whenever they want?

REGIONAL OVERVIEWS

JAN 2017

DIGITAL IN AFRICA

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

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SUBSCRIPTIONS	ACTIVE MOBILE SOCIAL USERS
1,231 MILLION	362 MILLION	170 MILLION	995 MILLION	150 MILLION
URBANISATION: 41%	PENETRATION: 29%	PENETRATION: 14%	vs. POPULATION: 81%	PENETRATION: 12%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.

JAN 2017

ANNUAL GROWTH IN AFRICA

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SUBSCRIPTIONS	ACTIVE MOBILE SOCIAL USERS
+4%	+32%	+1%	+47%
SINCE JAN 2016	SINCE JAN 2016	SINCE JAN 2016	SINCE JAN 2016
+13 MILLION	+42 MILLION	+9 MILLION	+48 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA. COMPARISONS TO WE ARE SOCIAL'S "DIGITAL IN 2016" REPORT.

JAN 2017

DIGITAL IN THE AMERICAS

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

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SUBSCRIPTIONS	ACTIVE MOBILE SOCIAL USERS
1,006 MILLION	718 MILLION	599 MILLION	1,069 MILLION	535 MILLION
URBANISATION: 81%	PENETRATION: 71%	PENETRATION: 60%	vs. POPULATION: 106%	PENETRATION: 53%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; **SOCIAL MEDIA** AND **MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; **MOBILE:** GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.

JAN 2017

ANNUAL GROWTH IN THE AMERICAS

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SUBSCRIPTIONS	ACTIVE MOBILE SOCIAL USERS
+8%	+17%	-0.3%	+22%
SINCE JAN 2016	SINCE JAN 2016	SINCE JAN 2016	SINCE JAN 2016
+53 MILLION	+88 MILLION	-3 MILLION	+98 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA. COMPARISONS TO WE ARE SOCIAL'S "DIGITAL IN 2016" REPORT.

JAN 2017

DIGITAL IN ASIA-PACIFIC

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

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SUBSCRIPTIONS	ACTIVE MOBILE SOCIAL USERS
4.153 BILLION	1.909 BILLION	1.514 BILLION	3.999 BILLION	1.441 BILLION
URBANISATION: 47%	PENETRATION: 46%	PENETRATION: 36%	vs. POPULATION: 96%	PENETRATION: 35%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.

JAN 2017

ANNUAL GROWTH IN ASIA-PACIFIC

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SUBSCRIPTIONS	ACTIVE MOBILE SOCIAL USERS
+15%	+25%	+4%	+35%
SINCE JAN 2016	SINCE JAN 2016	SINCE JAN 2016	SINCE JAN 2016
+247 MILLION	+303 MILLION	+140 MILLION	+375 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA. COMPARISONS TO WE ARE SOCIAL'S "DIGITAL IN 2016" REPORT.

JAN 2017

DIGITAL IN EUROPE

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

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SUBSCRIPTIONS	ACTIVE MOBILE SOCIAL USERS
839 MILLION	637 MILLION	412 MILLION	1,101 MILLION	340 MILLION
URBANISATION: 73%	PENETRATION: 76%	PENETRATION: 49%	vs. POPULATION: 131%	PENETRATION: 40%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.

JAN 2017

ANNUAL GROWTH IN EUROPE

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SUBSCRIPTIONS	ACTIVE MOBILE SOCIAL USERS
+3%	+5%	-0.1%	+11%
SINCE JAN 2016	SINCE JAN 2016	SINCE JAN 2016	SINCE JAN 2016
+21 MILLION	+20 MILLION	-1 MILLION	+35 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA. COMPARISONS TO WE ARE SOCIAL'S "DIGITAL IN 2016" REPORT.

JAN 2017

DIGITAL IN THE MIDDLE EAST

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

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SUBSCRIPTIONS	ACTIVE MOBILE SOCIAL USERS
246 MILLION	147 MILLION	93 MILLION	312 MILLION	83 MILLION
URBANISATION: 68%	PENETRATION: 60%	PENETRATION: 38%	vs. POPULATION: 127%	PENETRATION: 34%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.

JAN 2017

ANNUAL GROWTH IN THE MIDDLE EAST

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SUBSCRIPTIONS	ACTIVE MOBILE SOCIAL USERS
+15%	+47%	+5%	+44%
SINCE JAN 2016	SINCE JAN 2016	SINCE JAN 2016	SINCE JAN 2016
+19 MILLION	+30 MILLION	+15 MILLION	+25 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA. COMPARISONS TO WE ARE SOCIAL'S "DIGITAL IN 2016" REPORT.

GLOBAL POPULATION OVERVIEW

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GLOBAL POPULATION BY AGE GROUPS

THE WORLD'S POPULATION BROKEN DOWN INTO VARIOUS AGE GROUPS

TOTAL GLOBAL POPULATION	GLOBAL POPULATION AGED 0-12 YEARS	GLOBAL POPULATION AGED 0-15 YEARS	GLOBAL POPULATION AGED 16-64 YEARS	GLOBAL POPULATION AGED 65+ YEARS
7.476 BILLION	1.655 BILLION	2.017 BILLION	4.803 BILLION	0.657 BILLION
ANNUAL GROWTH RATE: +1.1%	PERCENTAGE OF TOTAL: 22%	PERCENTAGE OF TOTAL: 27%	PERCENTAGE OF TOTAL: 64%	PERCENTAGE OF TOTAL: 9%

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU.

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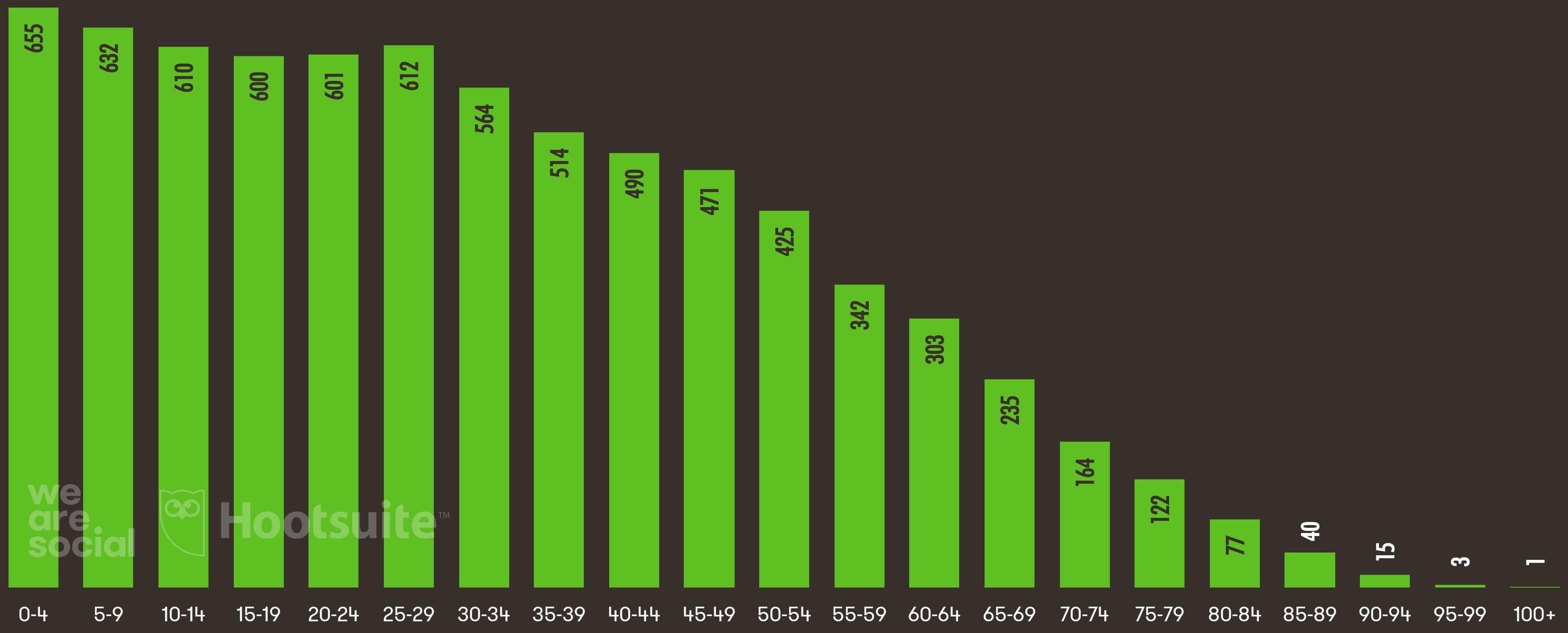
DISTRIBUTION OF GLOBAL POPULATION BY AGE

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



SOURCES: EXTRAPOLATED FROM DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU.

GLOBAL INTERNET USE

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GLOBAL INTERNET USE AND PENETRATION

INTERNET AND MOBILE INTERNET USER NUMBERS COMPARED TO POPULATION

TOTAL NUMBER OF ACTIVE INTERNET USERS	INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION	TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS	MOBILE INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION
3.773 BILLION	50%	3.448 BILLION	46%

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; GOVERNMENT REGULATORY AUTHORITIES; TENCENT, VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATIONS OF ALL THE ABOVE.

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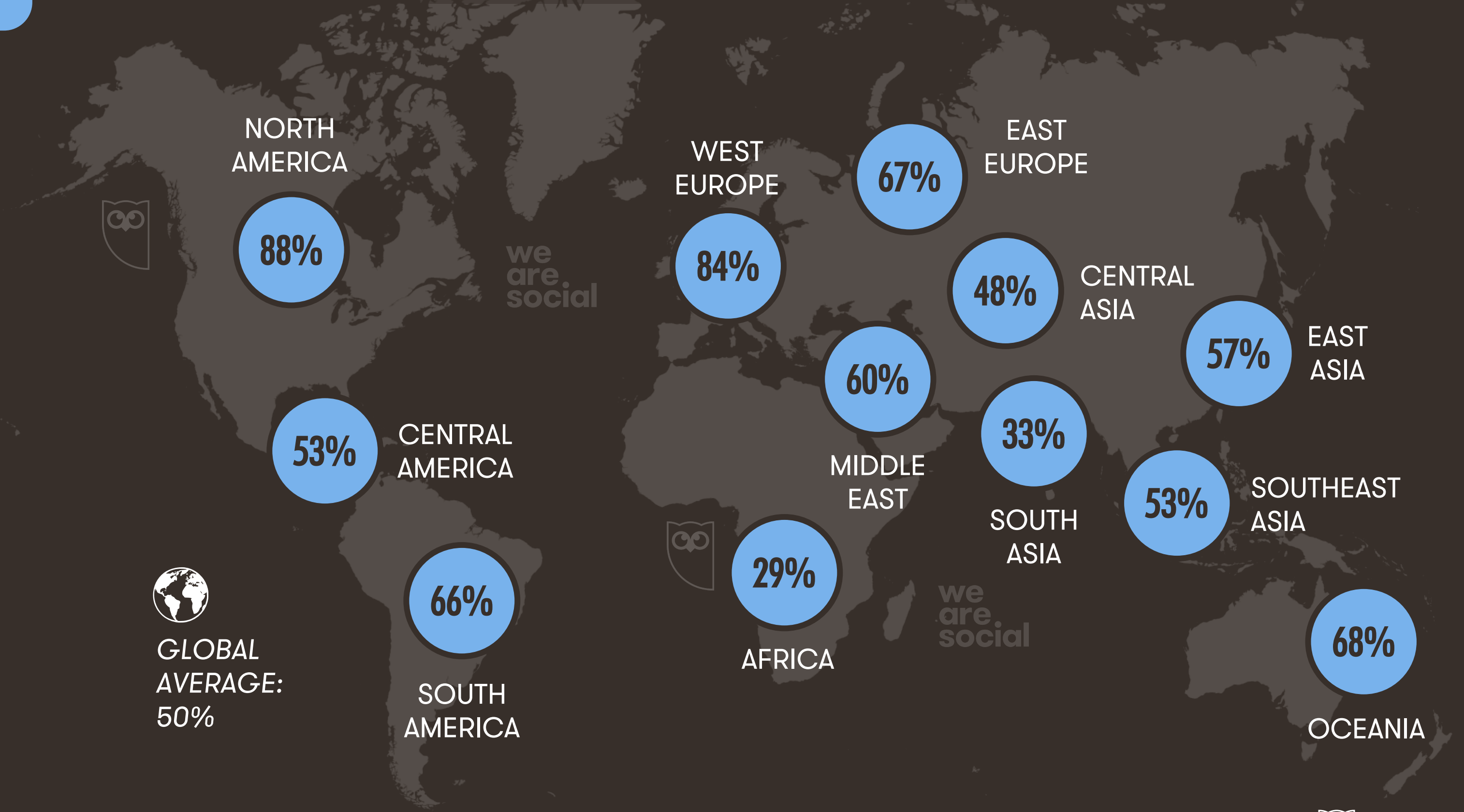
INTERNET PENETRATION BY REGION

REGIONAL PENETRATION FIGURES, COMPARING INTERNET USERS TO TOTAL POPULATION



SOURCES: INTERNETWORLDSTATS; INTERNATIONAL TELECOMMUNICATION UNION (ITU); INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES.

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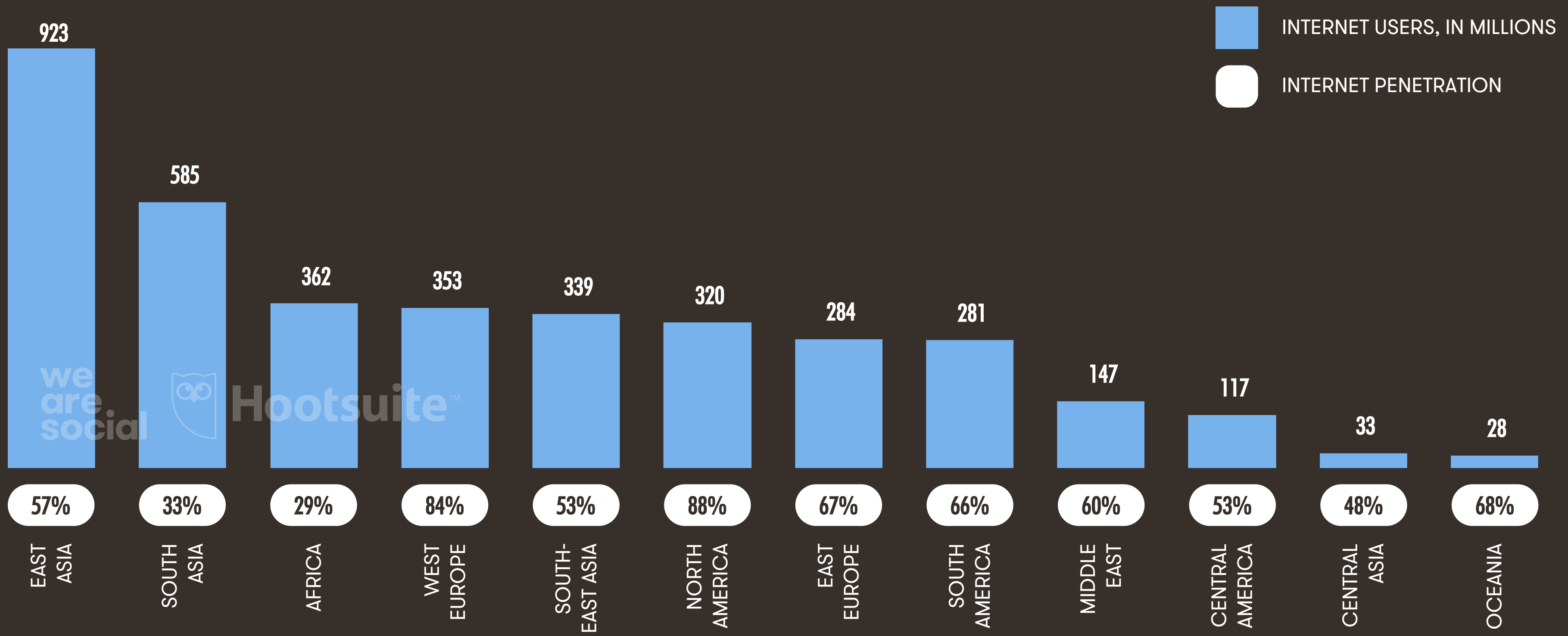
INTERNET USE: REGIONAL OVERVIEW

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



SOURCES: INTERNETWORLDSTATS; INTERNATIONAL TELECOMMUNICATION UNION (ITU); INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES.

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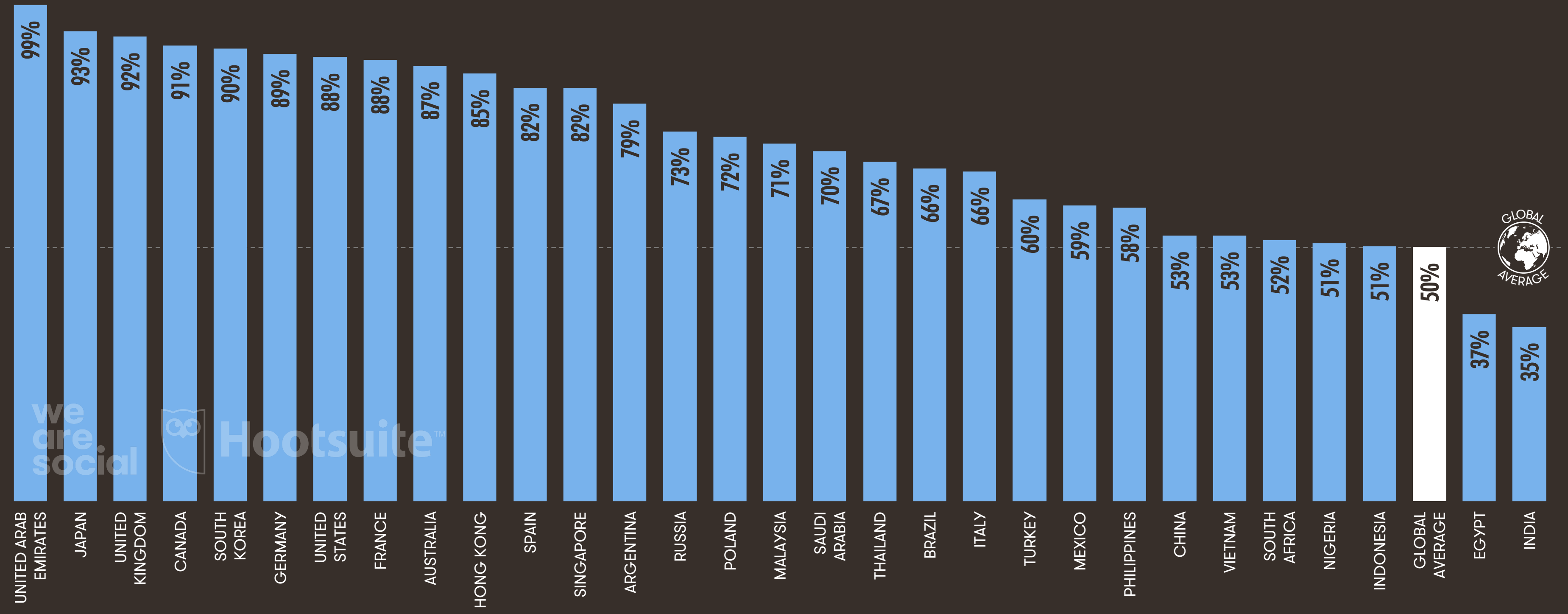
INTERNET PENETRATION BY COUNTRY

NATIONAL INTERNET PENETRATION FIGURES



SOURCES: INTERNETWORLDSTATS; INTERNATIONAL TELECOMMUNICATION UNION (ITU); INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES.

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INTERNET PENETRATION RANKINGS

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

HIGHEST INTERNET PENETRATION

#	HIGHEST PENETRATION	%	USERS
01	UNITED ARAB EMIRATES	99%	9,200,000
02	ICELAND	98%	327,046
03	NORWAY	97%	5,167,573
04	LUXEMBOURG	97%	564,706
05	DENMARK	96%	5,492,085
06	BERMUDA	96%	59,231
07	ANDORRA	96%	65,913
08	NETHERLANDS	95%	16,200,000
09	BAHRAIN	93%	1,316,045
10	JAPAN	93%	117,767,216

LOWEST INTERNET PENETRATION

#	LOWEST PENETRATION	%	USERS
213	NORTH KOREA	0.1%	16,000
212	ERITREA	1%	67,000
211	NIGER	2%	469,331
210	CHAD	3%	397,740
209	DEM. REP. OF THE CONGO	4%	3,101,210
208	CENTRAL AFRICAN REPUBLIC	5%	230,384
207	GUINEA-BISSAU	5%	90,000
206	BURUNDI	5%	571,515
205	WESTERN SAHARA	5%	29,000
204	SIERRA LEONE	6%	370,000

SOURCES: INTERNETWORLDSTATS; INTERNATIONAL TELECOMMUNICATION UNION (ITU); INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES.

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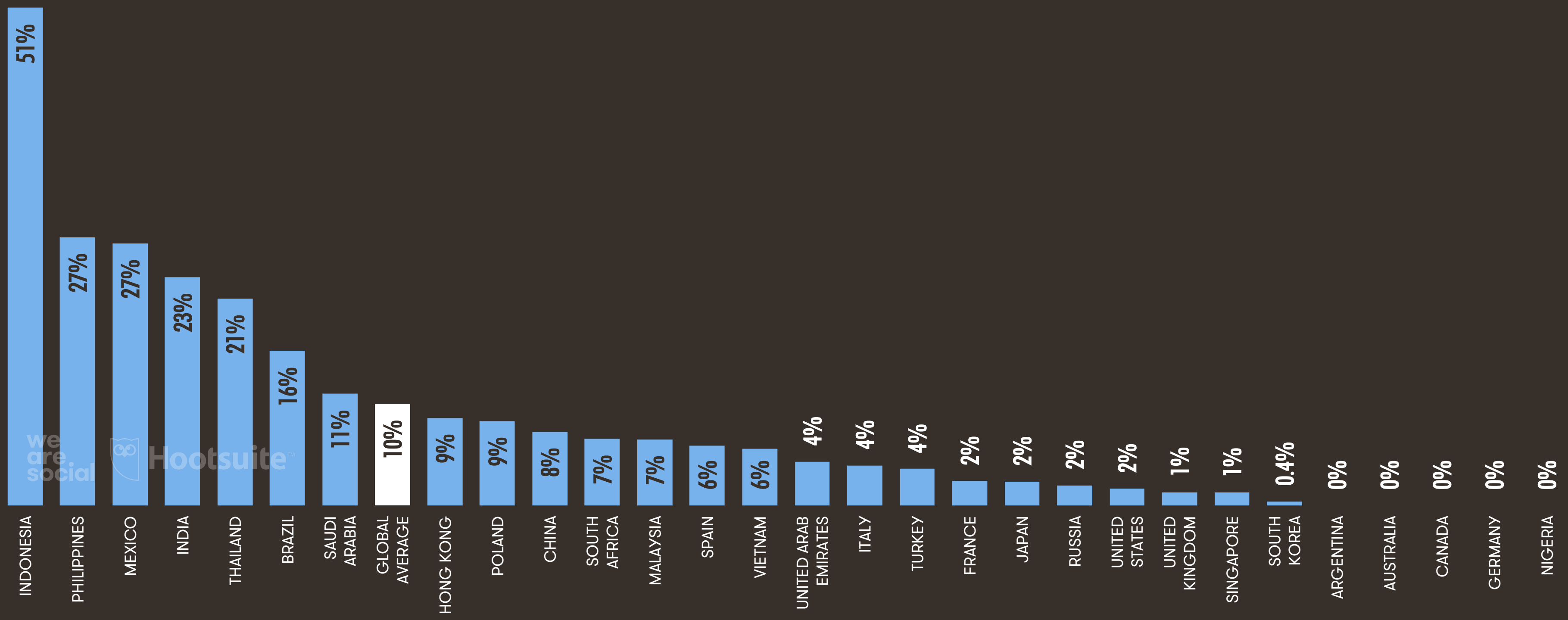
GROWTH IN INTERNET USERS

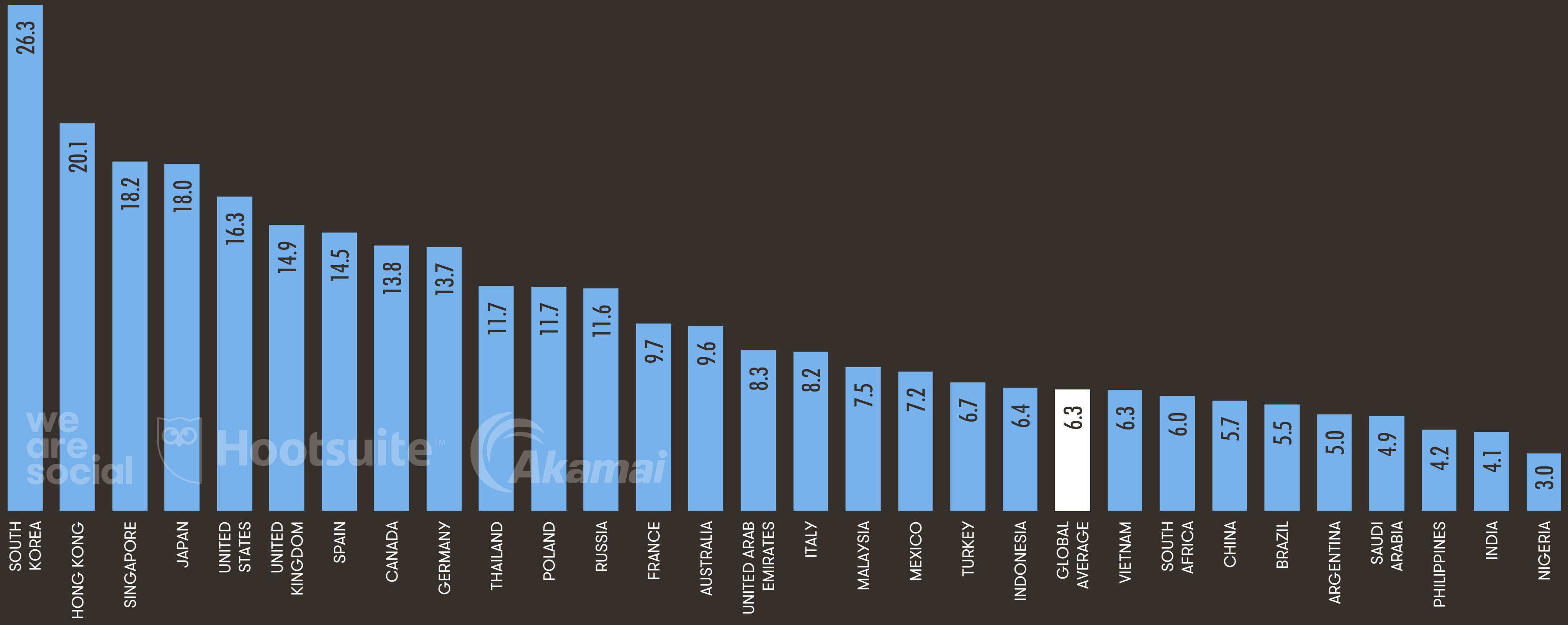
YEAR-ON-YEAR CHANGE IN THE NUMBER OF INTERNET USERS IN EACH COUNTRY vs. JANUARY 2016



SOURCES: INTERNETWORLDSTATS; INTERNATIONAL TELECOMMUNICATION UNION (ITU); INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES.

AVERAGE FIXED INTERNET CONNECTION SPEEDS

AVERAGE SPEED OF FIXED INTERNET CONNECTIONS BY COUNTRY, IN MBPS



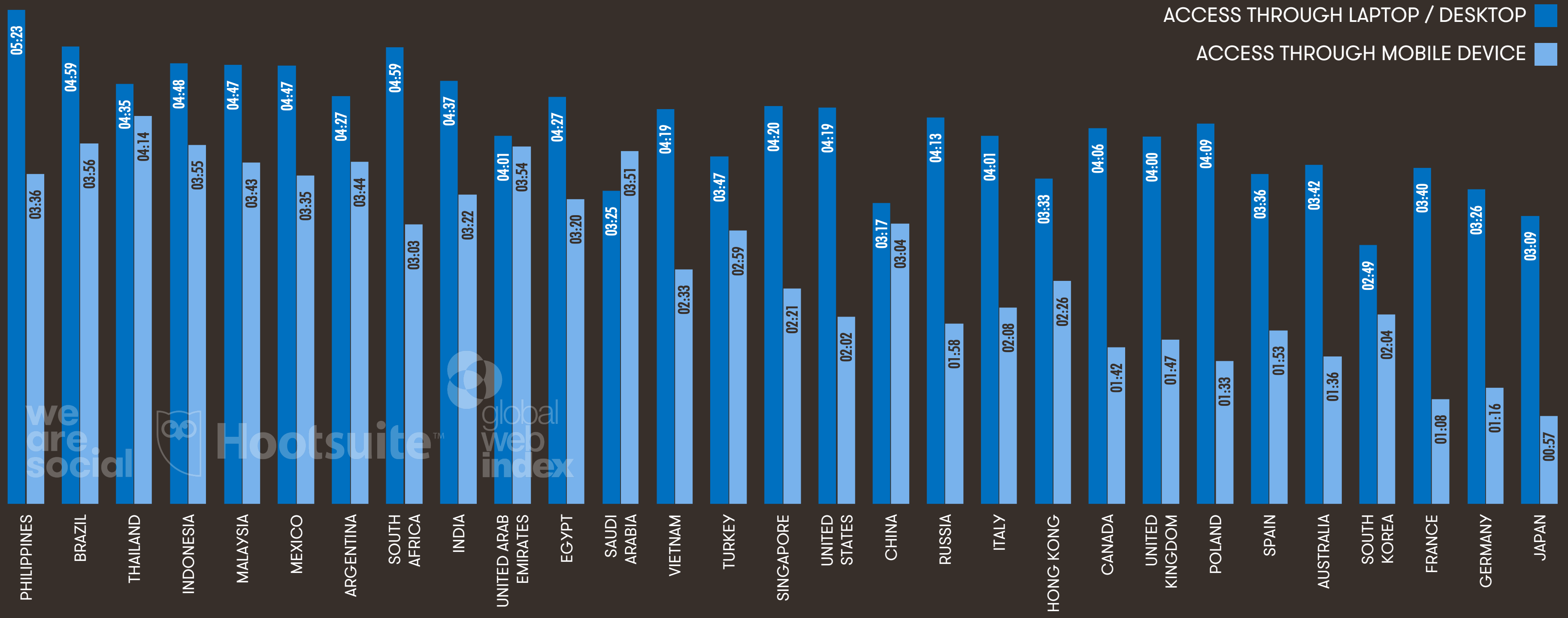
SOURCES: AKAMAI STATE OF THE INTERNET REPORT, Q3 2016.

JAN 2017

TIME SPENT ON THE INTERNET

AVERAGE NUMBER OF HOURS SPENT USING THE INTERNET PER DAY, SPLIT BY COMPUTER USE AND MOBILE PHONE USE [SURVEY BASED]

NOTE THAT TIMES CAN BE ADDED TOGETHER TO FIND TOTAL INTERNET TIME BY COUNTRY; RANKINGS ARE IN ORDER OF TOTAL TIME SPENT USING THE INTERNET EACH DAY



SOURCES: GLOBALWEBINDEX, Q3 & Q4 2016. BASED ON A SURVEY OF INTERNET USERS AGED 16-64.

JAN 2017

SHARE OF WEB TRAFFIC BY DEVICE

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

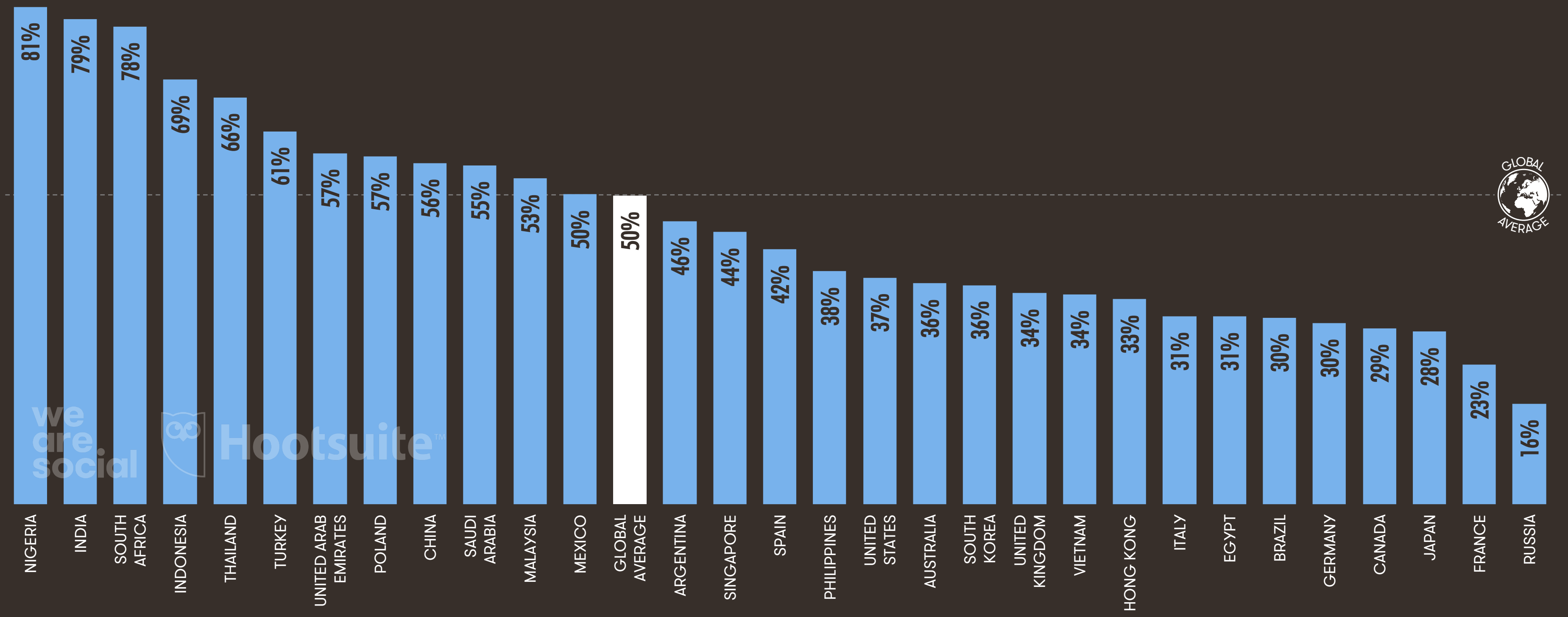
LAPTOPS & DESKTOPS	MOBILE PHONES	TABLET DEVICES	OTHER DEVICES
45%	50%	5%	0.12%
YEAR-ON-YEAR CHANGE: -20%	YEAR-ON-YEAR CHANGE: +30%	YEAR-ON-YEAR CHANGE: -5%	YEAR-ON-YEAR CHANGE: +33%

SOURCES: STATCOUNTER, JANUARY 2017.

JAN 2017

MOBILE'S SHARE OF WEB TRAFFIC

PERCENTAGE OF TOTAL WEB PAGES SERVED TO MOBILE PHONES



SOURCES: STATCOUNTER, JANUARY 2017.

WE ARE SOCIAL'S ANALYSIS: INTERNET

The internet is now an integral part of everyday life for most people around the world, so marketers must stop treating digital separately, and identify ways to deliver **seamlessly** integrated digital activities into their audiences' lives. Some things to consider are:

- **Physical setting:** where in the world does your audience go online? Will they be comfortable on the couch at home, or squeezed into a crowded bus or train?
- **Social setting:** who are they with when they're online? Are they with friends, family members, colleagues, or on their own?
- **Digital connection:** how are people accessing the internet? Do they have lightning fast broadband, or will they be suffering from slow mobile data networks?
- **Digital delivery:** what's the optimum way to deliver value to your audience? Would they be most receptive to shareable video content, a mobile app, a chatbot, or an agile website?
- **Desired consequence:** what do you want people to do next, both in the short- and long-term? Are you trying to convince them at the point of purchase? Inspire them to share a video? Join a community?
- **Measurement:** which data and tools will tell you whether your marketing efforts are adding tangible value to your brand's bottom line? How will you use them?

HOOTSUITE'S PERSPECTIVE: INTERNET THEMES

Organic reach will continue to decline for brands. To combat this, brands will need to pay-to-play and rely on social advertising to reach their audience.

As social adoption increases globally, we're seeing a decline in the role traditional websites play for brands and consumers.

Brands like Vox, Buzzfeed, and Vice are exploring what content distribution looks like **without a website at the centre** – this trend is very interesting, especially as social behaviours continue to increase.

Last year, **social video** stole the show and Cisco predicts that 82 percent of all consumer internet traffic will be video by 2020.

Looking forward into 2017, **social video advertising** will be a key strategic focus for brands – especially on Facebook, Snapchat, and Periscope.

In fact, 70% of marketers plan to use social video advertising in the next 12 months.

Click here to download our Social Video Toolkit to learn how you can drive results with social video this year.

GLOBAL SOCIAL MEDIA USE

JAN 2017

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

2.789
BILLION

ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

37%

TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE

2.549
BILLION

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

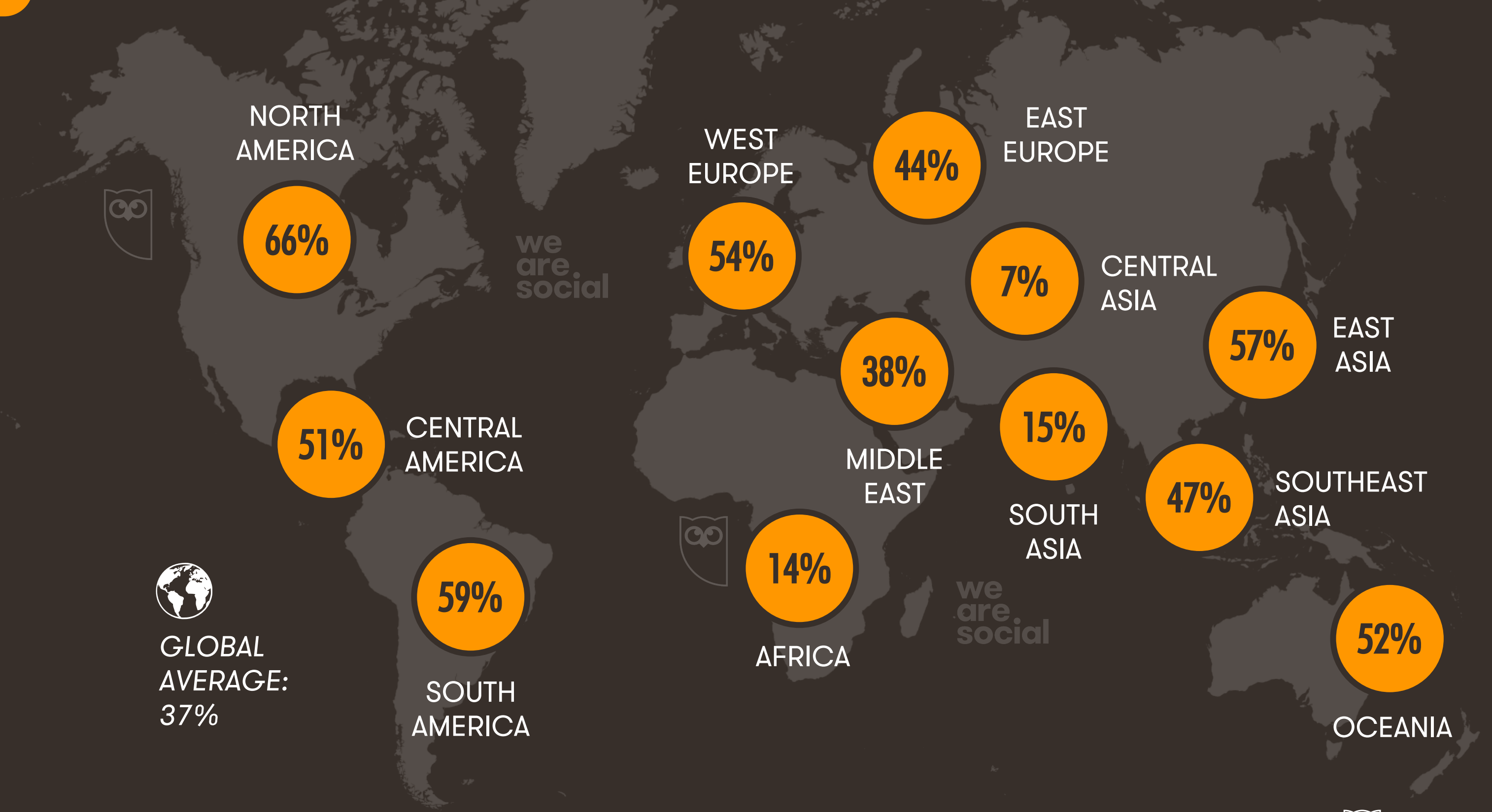
34%

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA.

JAN 2017

SOCIAL MEDIA PENETRATION BY REGION

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

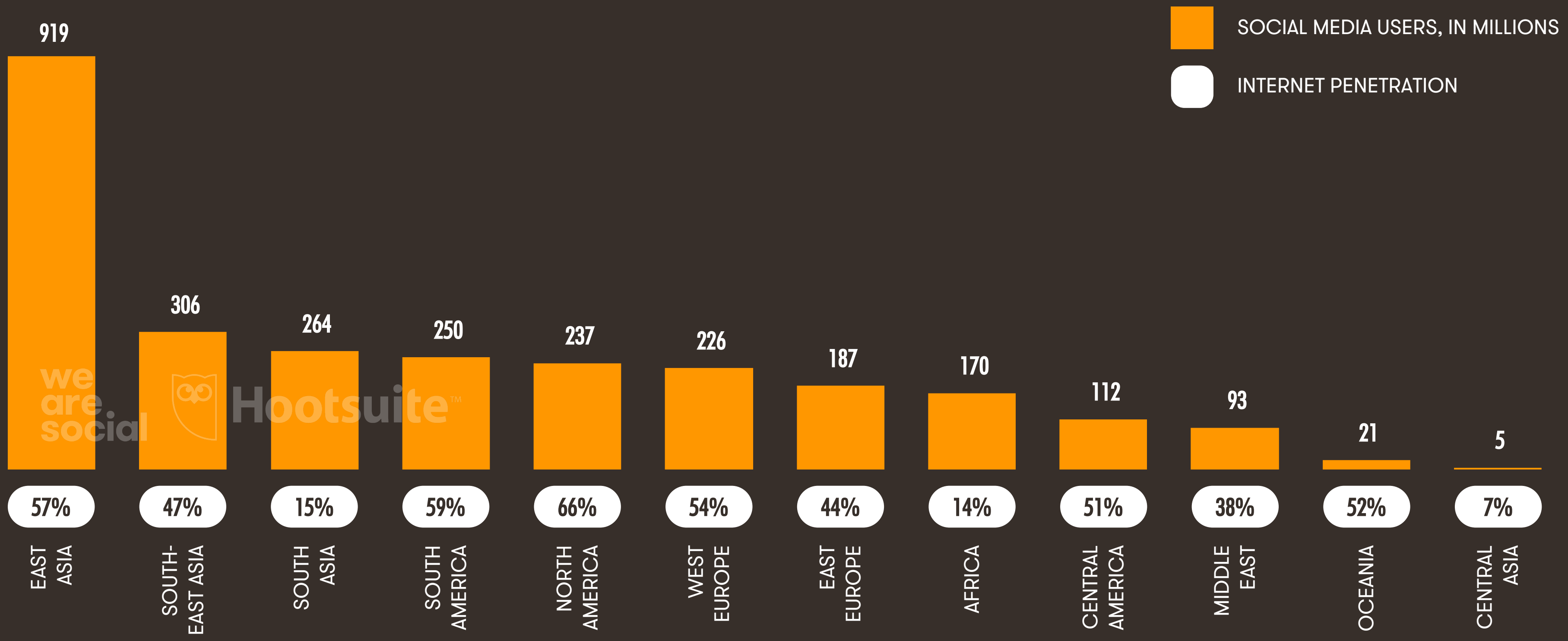


SOURCES: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA.

JAN 2017

SOCIAL MEDIA USE: REGIONAL OVERVIEW

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

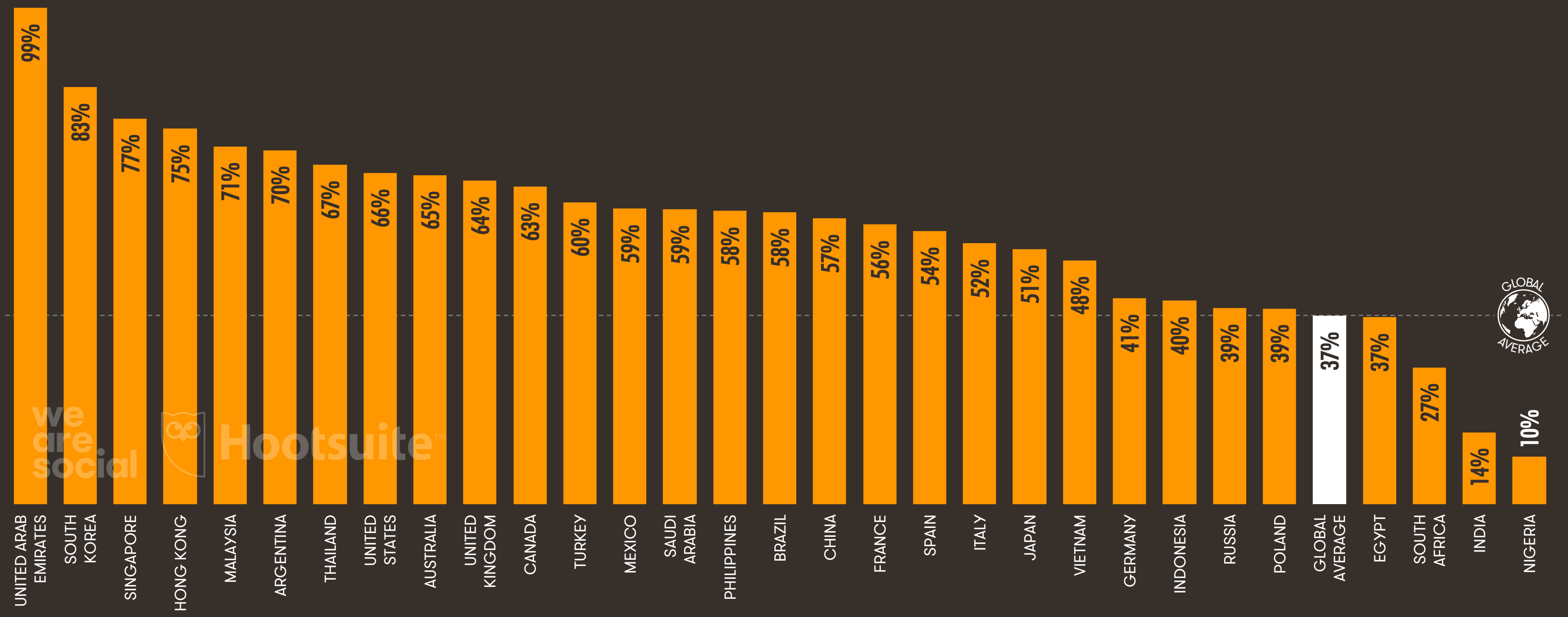


SOURCES: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA.

JAN 2017

SOCIAL MEDIA PENETRATION BY COUNTRY

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



SOURCES: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA.

JAN 2017

SOCIAL MEDIA PENETRATION RANKINGS

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

HIGHEST SOCIAL MEDIA PENETRATION

#	HIGHEST PENETRATION	%	USERS
01	QATAR	99%	2,400,000
02	UNITED ARAB EMIRATES	99%	9,200,000
03	BRUNEI	86%	370,000
04	ARUBA	85%	89,000
05	MALDIVES	83%	310,000
06	SOUTH KOREA	83%	41,915,000
07	CAYMAN ISLANDS	82%	50,000
08	TAIWAN	81%	19,000,000
09	CYPRUS	79%	930,000
10	MALTA	79%	330,000

LOWEST SOCIAL MEDIA PENETRATION

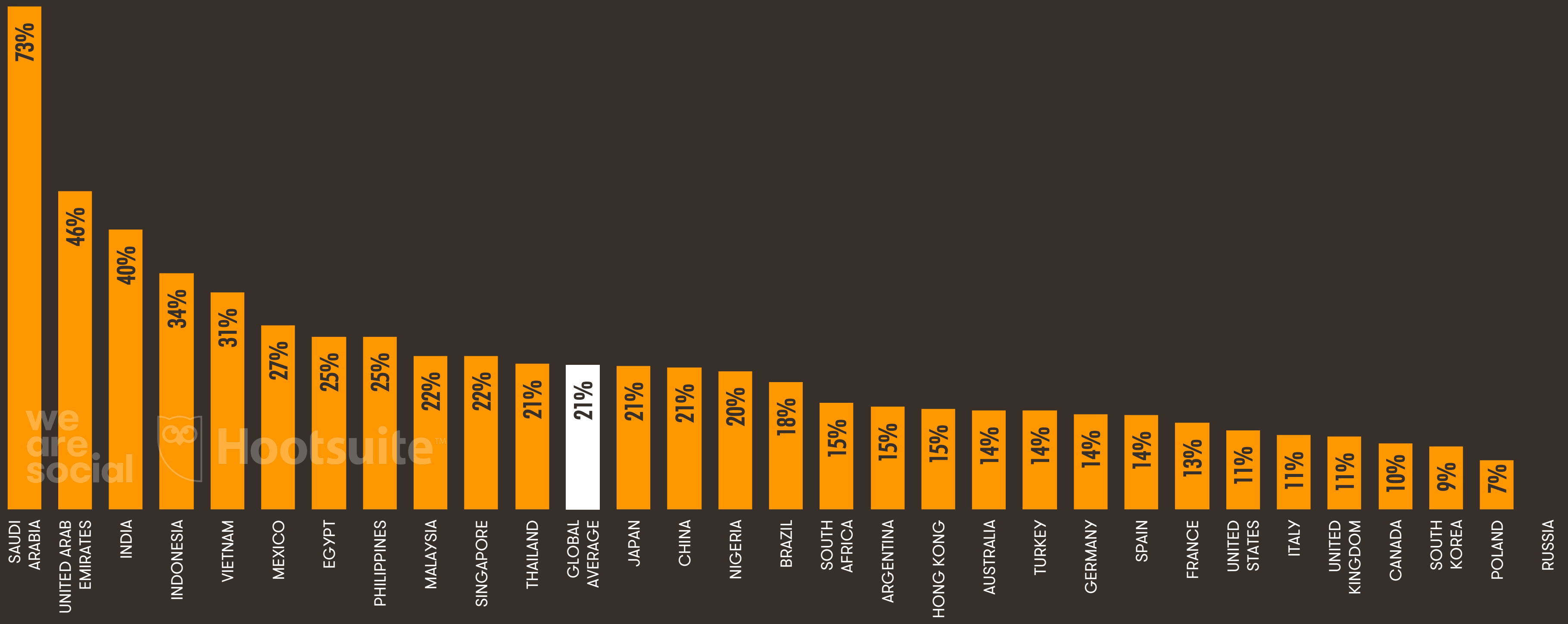
#	LOWEST PENETRATION	%	USERS
213	NORTH KOREA	0.06%	16,000
212	TURKMENISTAN	0.46%	25,000
211	ERITREA	1%	63,000
210	TAJIKISTAN	1%	110,000
209	SOUTH SUDAN	1%	170,000
208	CHAD	1%	220,000
207	CENTRAL AFRICAN REPUBLIC	2%	87,000
206	NIGER	2%	400,000
205	UZBEKISTAN	3%	770,000
204	DEM. REP. OF THE CONGO	3%	2,300,000

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA.

JAN 2017

GROWTH OF SOCIAL MEDIA USERS

YEAR-ON-YEAR INCREASE IN THE NUMBER OF PEOPLE USING SOCIAL MEDIA IN EACH COUNTRY vs. JANUARY 2016



SOURCES: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA.

JAN 2017

SOCIAL MEDIA GROWTH RANKINGS

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

LARGEST GROWTH IN NUMBER OF SOCIAL MEDIA USERS vs. 2016

#	HIGHEST GROWTH (#)	▲ USERS	▲ %
01	CHINA	133,870,000	21%
02	INDIA	55,000,000	40%
03	INDONESIA	27,000,000	34%
04	UNITED STATES	22,000,000	11%
05	BRAZIL	19,000,000	18%
06	MEXICO	16,000,000	27%
07	PHILIPPINES	12,000,000	25%
08	BANGLADESH	11,000,000	73%
09	JAPAN	11,000,000	21%
10	VIETNAM	11,000,000	31%

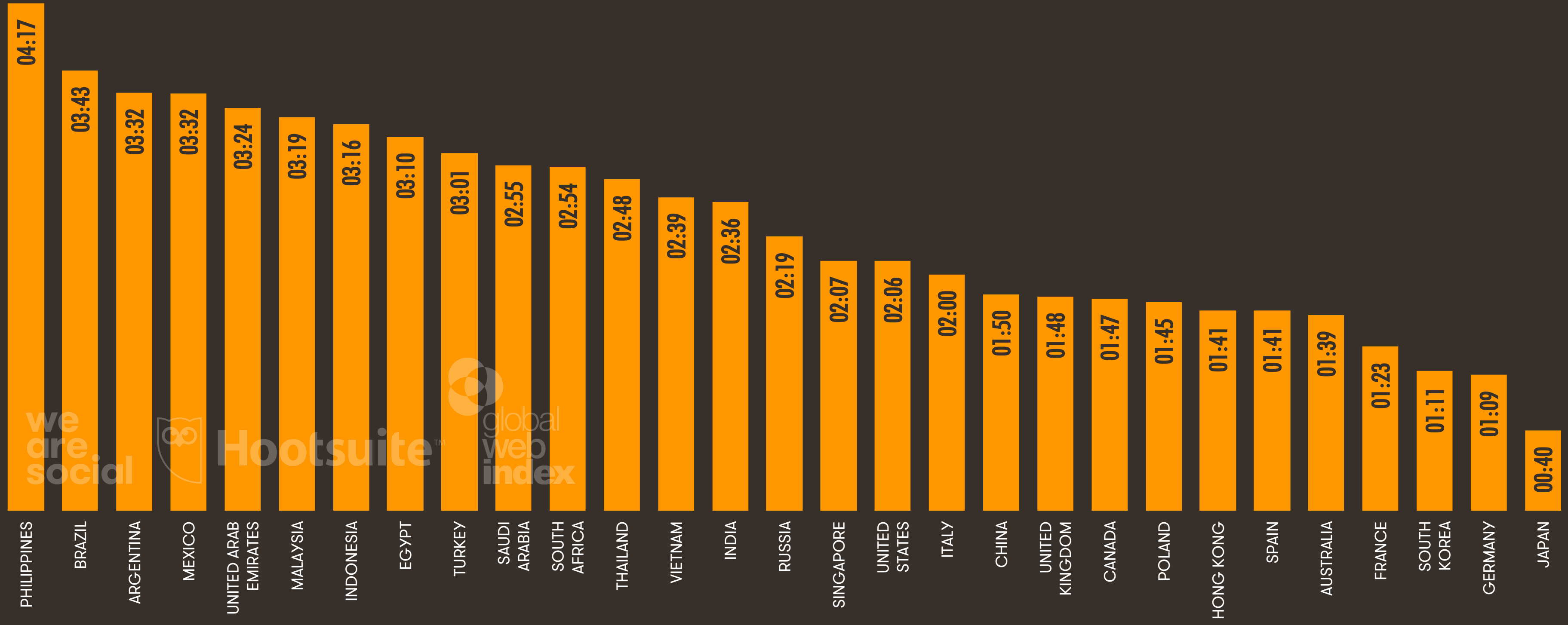
LARGEST PERCENTAGE GROWTH IN SOCIAL MEDIA USERS vs. 2016

#	HIGHEST GROWTH (%)	▲ %	▲ USERS
01	CUBA	368%	2,760,000
02	CURAÇAO	173%	76,000
03	NORTH KOREA	135%	9,200
04	NIGER	111%	210,000
05	TURKMENISTAN	108%	13,000
06	KYRGYZSTAN	107%	310,000
07	BENIN	90%	520,000
08	MAURITANIA	85%	220,000
09	MYANMAR	84%	6,400,000
10	LAOS	84%	820,000

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA.

TIME SPENT ON SOCIAL MEDIA

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

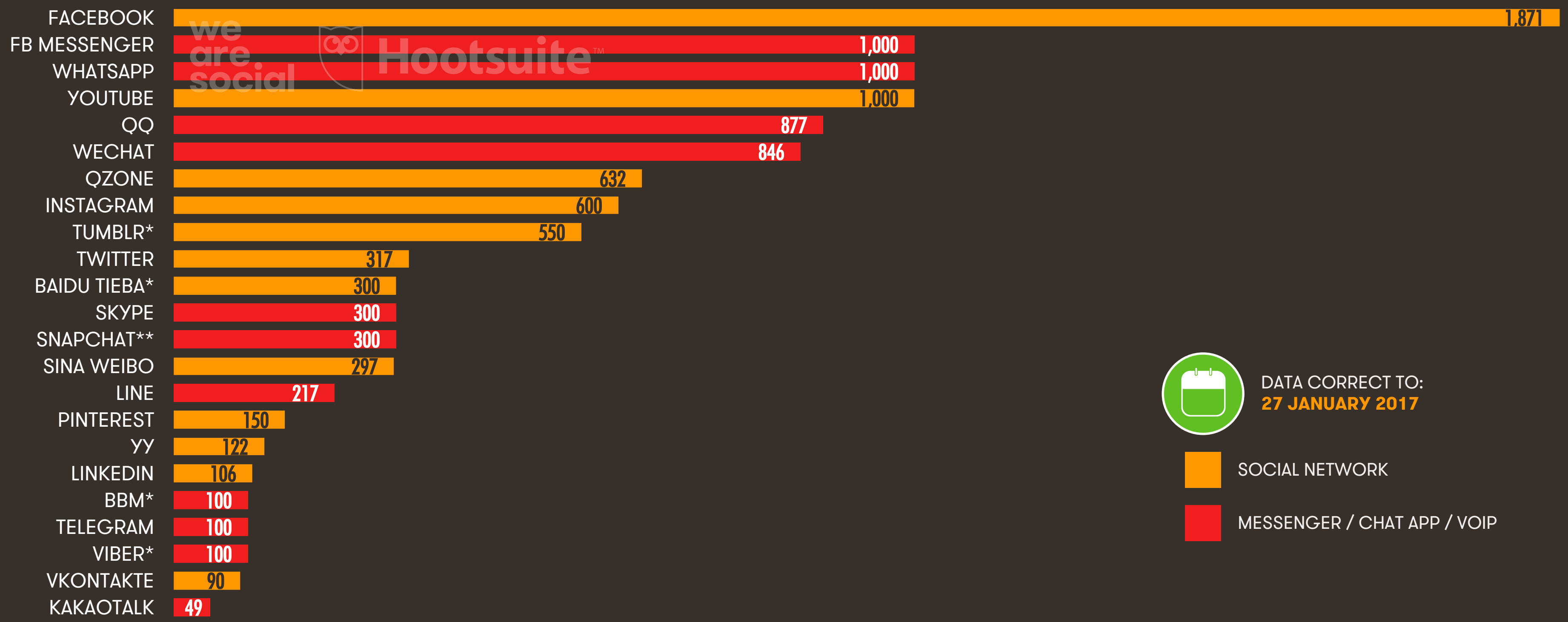


SOURCES: GLOBALWEBINDEX, Q3 & Q4 2016. BASED ON A SURVEY OF INTERNET USERS AGED 16-64.

JAN 2017

ACTIVE USERS OF KEY GLOBAL SOCIAL PLATFORMS

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



SOURCES: WE ARE SOCIAL ANALYSIS; LATEST COMPANY EARNINGS RELEASES, PRESS RELEASES OR MEDIA STATEMENTS; REPORTS IN REPUTABLE MEDIA; ALL AS OF JANUARY 2017.
***NOTE:** PLATFORMS IDENTIFIED BY AN ASTERISK (*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES MAY BE OUT OF DATE AND LESS RELIABLE.
****NOTE:** SNAPCHAT DOES NOT PUBLISH MONTHLY ACTIVE USER DATA. THE FIGURE USED HERE WAS REPORTED BY BUSINESS INSIDER IN JUNE 2016, BASED ON DAILY ACTIVE USERS.

FACEBOOK USAGE ANALYSIS

A BREAKDOWN OF FACEBOOK'S GLOBAL USERS BY DEVICE, FREQUENCY OF USE, AND GENDER OF USER

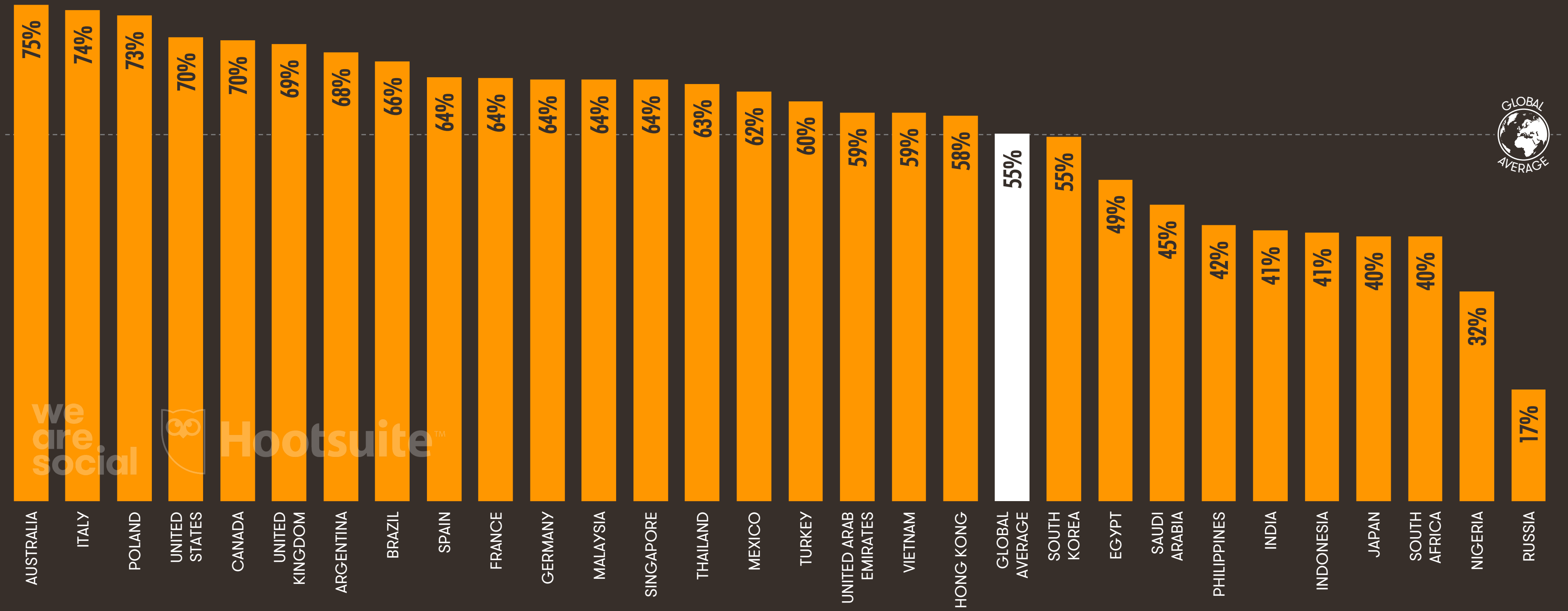
TOTAL NUMBER OF MONTHLY ACTIVE FACEBOOK USERS	FACEBOOK USERS ACCESSING VIA MOBILE DEVICES*	FACEBOOK USERS USING FACEBOOK EACH DAY	PERCENTAGE OF FACEBOOK PROFILES DECLARED AS FEMALE	PERCENTAGE OF FACEBOOK PROFILES DECLARED AS MALE
1.871 BILLION	87%	55%	44%	56%

SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2017. ***NOTE:** 'MOBILE DEVICES' INCLUDES SMARTPHONES, FEATURE PHONES, AND TABLETS.

JAN 2017

DAILY ACTIVE FACEBOOK USERS vs. TOTAL USERS

NUMBER OF FACEBOOK USERS WHO USE THE PLATFORM EACH DAY, COMPARED TO THE COUNTRY'S TOTAL FACEBOOK USERS

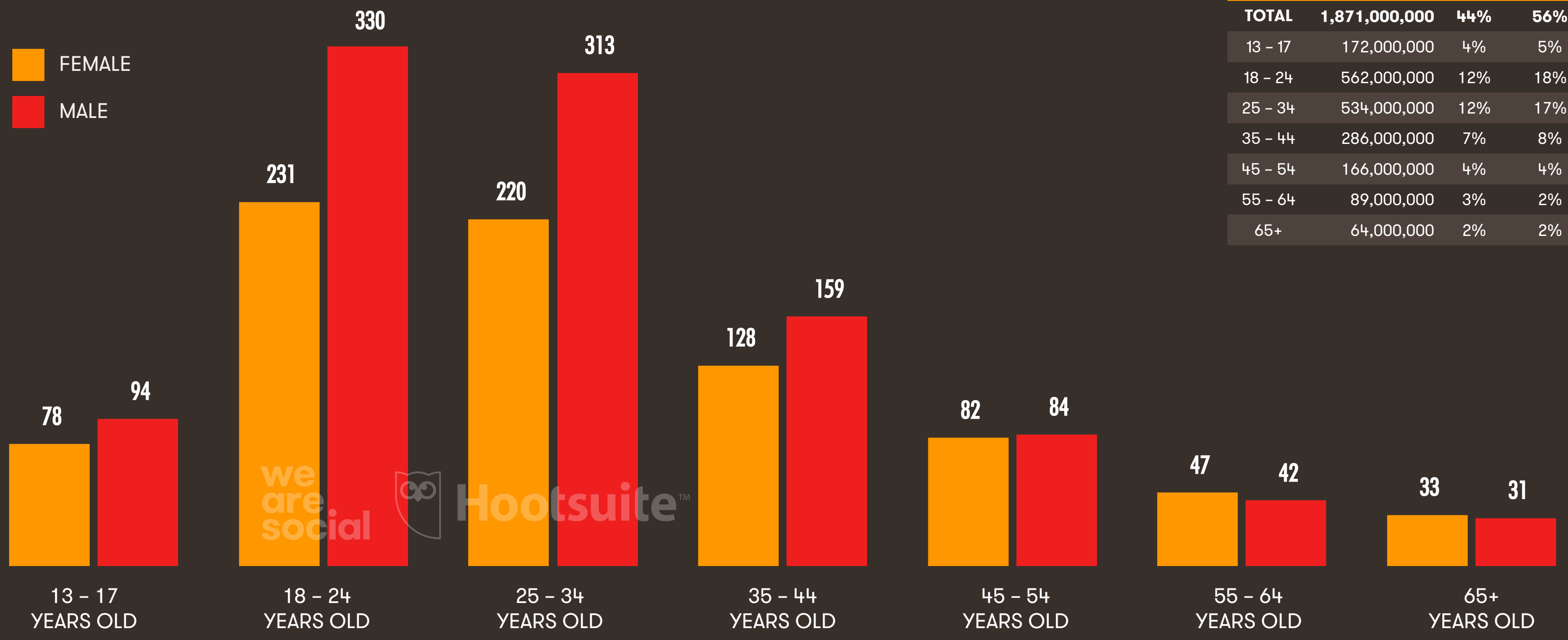


SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2017.

JAN 2017

PROFILE OF FACEBOOK USERS

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



AGE	TOTAL	FEMALE	MALE
TOTAL	**1,871,000,000**	**44%**	**56%**
13 – 17	172,000,000	4%	5%
18 – 24	562,000,000	12%	18%
25 – 34	534,000,000	12%	17%
35 – 44	286,000,000	7%	8%
45 – 54	166,000,000	4%	4%
55 – 64	89,000,000	3%	2%
65+	64,000,000	2%	2%

SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2017. **NOTES:** THE 'TOTAL' COLUMN OF THE INSET TABLE SHOWS ORIGINAL VALUES, WHILE GRAPH VALUES HAVE BEEN DIVIDED BY ONE MILLION. TABLE PERCENTAGES REPRESENT THE RESPECTIVE GENDER AND AGE GROUP'S SHARE OF TOTAL GLOBAL FACEBOOK USERS. TABLE VALUES MAY NOT SUM EXACTLY DUE TO ROUNDING IN THE SOURCE DATA.

JAN 2017

FACEBOOK GENDER BALANCE RANKINGS

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

COUNTRIES WITH THE MOST SIGNIFICANT MALE SKEW ON FACEBOOK

#	HIGHEST MALE RATIO	%	MALE USERS
01	YEMEN	86%	1,900,000
02	AFGHANISTAN	86%	2,600,000
03	CHAD	85%	200,000
04	SOUTH SUDAN	84%	100,000
05	OMAN	82%	1,600,000
06	NIGER	81%	300,000
07	QATAR	79%	1,900,000
08	SAUDI ARABIA	78%	15,000,000
09	MALI	78%	1,000,000
10	PAKISTAN	78%	24,000,000

COUNTRIES WITH THE MOST SIGNIFICANT FEMALE SKEW ON FACEBOOK

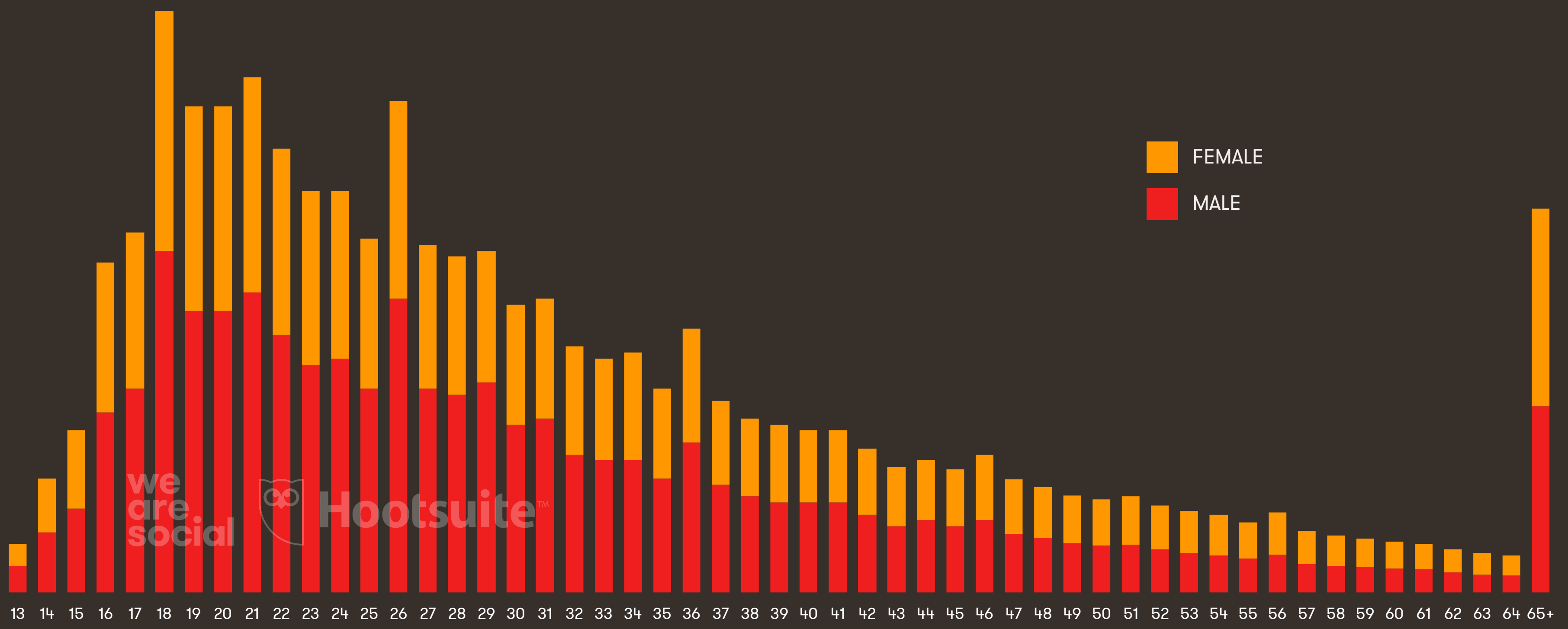
#	HIGHEST FEMALE RATIO	%	FEMALE USERS
01	KIRIBATI	58%	10,000
02	LATVIA	56%	500,000
03	MOLDOVA	56%	500,000
04	BELARUS	56%	700,000
05	FRENCH POLYNESIA	56%	100,000
06	UKRAINE	56%	4,200,000
07	NEW CALEDONIA	55%	100,000
08	CURAÇAO	55%	100,000
09	MACAU	55%	200,000
10	ESTONIA	55%	400,000

SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2017.

JAN 2017

DISTRIBUTION OF FACEBOOK USERS BY AGE

BREAKDOWN OF THE WORLD'S ACTIVE FACEBOOK USERS BY SINGLE AGE BANDS



SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2017.

FACEBOOK'S TOP COUNTRIES AND CITIES

COUNTRIES AND CITIES WITH THE LARGEST ACTIVE FACEBOOK USER BASES

COUNTRIES WITH THE LARGEST NUMBER OF ACTIVE FACEBOOK USERS

#	TOP COUNTRIES	USERS	% TOTAL*
01	UNITED STATES	214,000,000	11%
02	INDIA	191,000,000	10%
03	BRAZIL	122,000,000	7%
04	INDONESIA	106,000,000	6%
05	MEXICO	76,000,000	4%
06	PHILIPPINES	60,000,000	3%
07	TURKEY	48,000,000	3%
08	THAILAND	46,000,000	2%
09	VIETNAM	46,000,000	2%
10	UNITED KINGDOM	42,000,000	2%

CITIES WITH THE LARGEST NUMBER OF ACTIVE FACEBOOK USERS

#	TOP CITIES	USERS	% TOTAL*
01	BANGKOK	24,000,000	1.3%
02	MEXICO CITY	19,000,000	1.0%
03	DHAKA	16,000,000	0.9%
04	JAKARTA	16,000,000	0.9%
05	ISTANBUL	14,000,000	0.7%
06	CAIRO	13,000,000	0.7%
07	SÃO PAULO	12,000,000	0.6%
08	NEW DELHI	12,000,000	0.6%
09	LIMA	11,000,000	0.6%
10	HO CHI MINH	9,700,000	0.5%

SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2017. ***NOTE:** "% TOTAL" REPRESENTS THE PERCENTAGE SHARE OF TOTAL GLOBAL FACEBOOK MONTHLY ACTIVE USERS.

SHARE OF FACEBOOK USE BY DEVICE

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

LAPTOPS & DESKTOPS	SMART PHONES	FEATURE PHONES	TABLET DEVICES
39%	80%	1%	11%
ACTIVE USER ACCOUNTS: 727 MILLION	ACTIVE USER ACCOUNTS: 1,493 MILLION	ACTIVE USER ACCOUNTS: 25 MILLION	ACTIVE USER ACCOUNTS: 207 MILLION

SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2017.

HOOTSUITE'S PERSPECTIVE: SOCIAL MEDIA THEMES

Twitter: Moments in time. Customer experience and service.
Twitter will focus on being where consumers go to experience, create, and report on moments in time. From cultural events to breaking news, Twitter's focus will be on real-time moments.

Facebook: Driving conversions. Social marketing.
Facebook will remain the top network that marketers use to drive conversions from social. But businesses know they need to pay-to-play on Facebook. With the success of Facebook Live and new features like Facebook Marketplace, expect to see more opportunities to advertise, as well as a continued push for social commerce.

Instagram: Brand awareness. Community building and discovery.
In North America, Instagram hasn't been as successful as driving purchases as Facebook. But as retail brands such as Warby Parker and Kate Moss show, Instagram works well for brand awareness and engaging your community of customers, advocates, and supporters.

Snapchat: Content distribution. Audience engagement.
Snapchat has matured as a social marketing channel. But there's a greater focus on content than other networks. Brands such as MTV, National Geographic, and Vice have been successful at using Snapchat to distribute content.

LinkedIn: Content platform. Social selling and peer-to-peer influence.
With the acquisition of LinkedIn by Microsoft in 2016, expect LinkedIn to continue to invest in their content platform as they try to become the single marketplace for today's digital professionals. LinkedIn will also invest further in social selling, helping sales teams tap into the power of peer-to-peer connections on LinkedIn.

Click here to download our 2017 Social Media Trends Toolkit to align your 2017 social strategy with the year's top social network trends.

WE ARE SOCIAL'S ANALYSIS

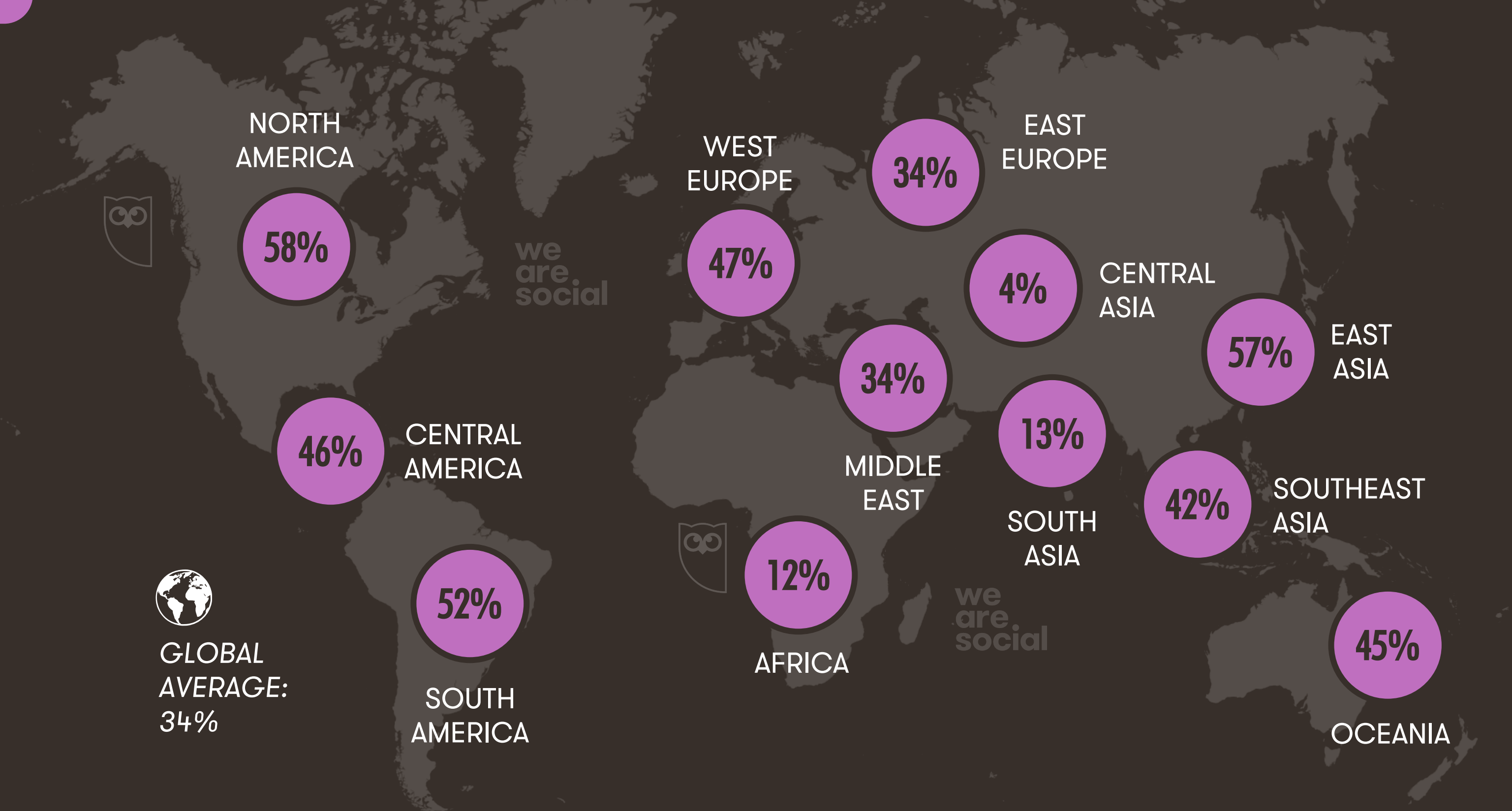
Today's social media platforms offer brands the opportunity to engage with billions of people. They make it possible for individuals, brands, and organisations everywhere to deliver relevant and compelling content, as well as interact with and understand communities of people. This wealth of opportunities can make it difficult to decide what to do though, so we suggest marketers explore the following questions:

- What is your brand trying to **achieve**? Which elements of your audience's thinking or behaviour do you most want to influence, and what will success look like?
- What are your audience's **motivations** for using social media? Can your brand help them to achieve these wants, needs, and desires via social content or other marketing activities?
- Where and when are the best **times** and **places** to engage your audiences? Which social **platforms** will deliver activities to them most effectively and efficiently in these settings?
- How **often** do you need to engage your audiences? Does it make sense to try to interact with them every day, or might it be better to invest in fewer, bigger, better activities?
- How will you identify and **measure** brand success (and not just content performance)?

GLOBAL MOBILE SOCIAL MEDIA USE

MOBILE SOCIAL MEDIA PENETRATION BY REGION

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

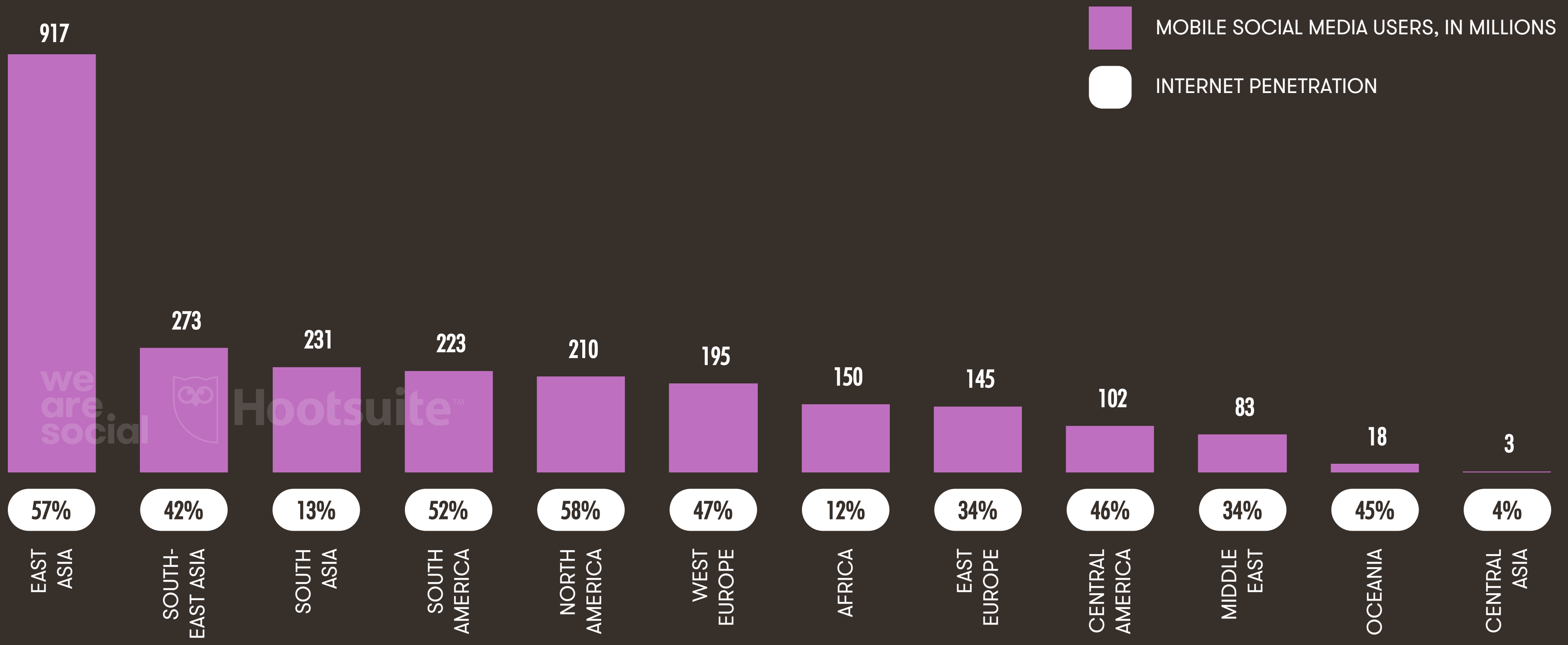


SOURCES: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA.

JAN 2017

MOBILE SOCIAL MEDIA USE: REGIONAL OVERVIEW

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

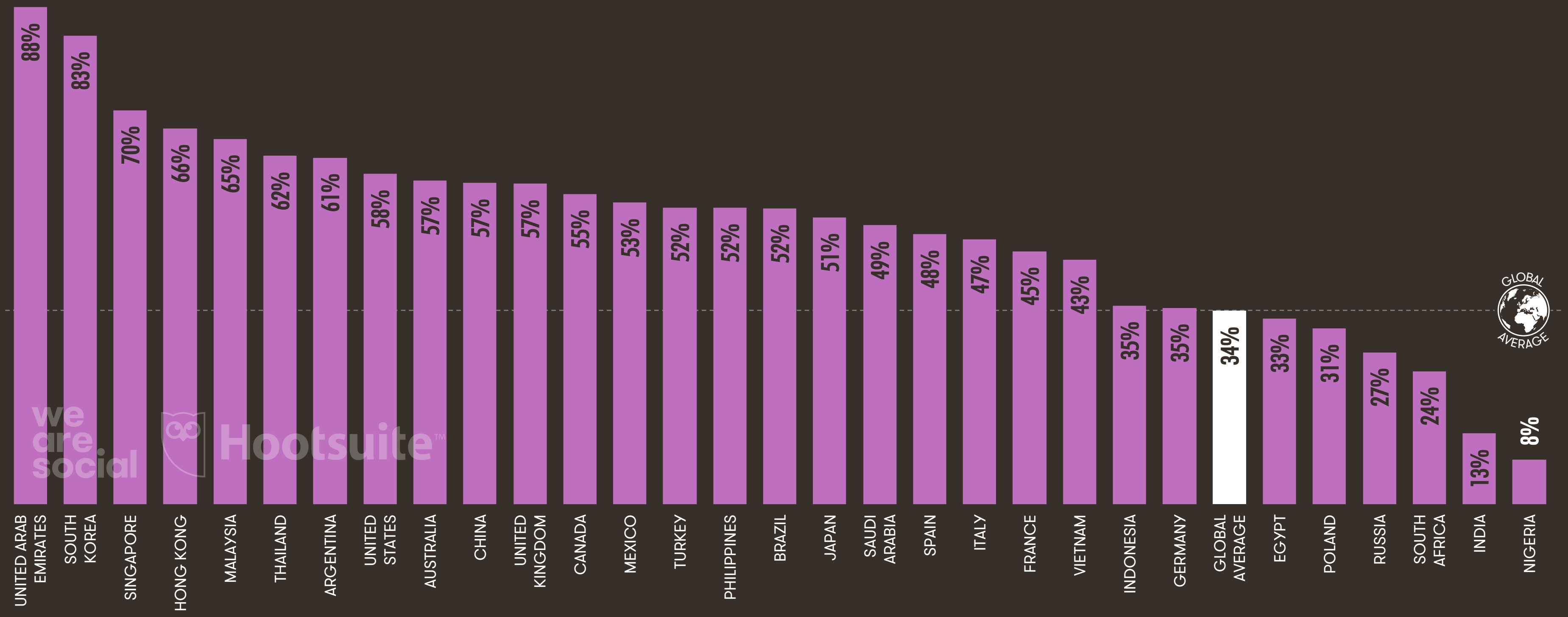


SOURCES: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA.

JAN 2017

MOBILE SOCIAL MEDIA PENETRATION BY COUNTRY

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



SOURCES: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA.

JAN 2017

MOBILE SOCIAL MEDIA PENETRATION RANKINGS

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

HIGHEST MOBILE SOCIAL MEDIA PENETRATION

#	HIGHEST PENETRATION	%	USERS
01	QATAR	95%	2,300,000
02	UNITED ARAB EMIRATES	88%	8,200,000
03	SOUTH KOREA	83%	41,915,000
04	ARUBA	79%	82,000
05	MALDIVES	78%	290,000
06	BRUNEI	76%	330,000
07	CAYMAN ISLANDS	74%	45,000
08	TAIWAN	72%	17,000,000
09	CYPRUS	70%	830,000
10	SINGAPORE	70%	4,000,000

LOWEST MOBILE SOCIAL MEDIA PENETRATION

#	LOWEST PENETRATION	%	USERS
213	NORTH KOREA	0.1%	13,000
212	TURKMENISTAN	0.3%	15,000
211	ERITREA	1%	45,000
210	TAJIKISTAN	1%	80,000
209	SOUTH SUDAN	1%	150,000
208	CHAD	1%	180,000
207	CENTRAL AFRICAN REPUBLIC	1%	71,000
206	NIGER	2%	360,000
205	UZBEKISTAN	2%	570,000
204	DEM. REP. OF THE CONGO	2%	2,000,000

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA.

JAN 2017

MOBILE SOCIAL MEDIA GROWTH RANKINGS

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

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

#	HIGHEST GROWTH (#)	▲ USERS	▲ %
01	CHINA	209,873,000	36%
02	INDIA	51,000,000	44%
03	INDONESIA	26,000,000	39%
04	BRAZIL	22,000,000	25%
05	UNITED STATES	21,000,000	12%
06	MEXICO	17,000,000	33%
07	PHILIPPINES	13,000,000	32%
08	VIETNAM	12,000,000	41%
09	JAPAN	11,000,000	21%
10	BANGLADESH	9,000,000	69%

LARGEST PERCENTAGE GROWTH IN MOBILE SOCIAL MEDIA USERS vs. 2016

#	HIGHEST GROWTH (%)	▲ %	▲ USERS
01	CUBA	385%	2,593,342
02	NORTH KOREA	225%	9,000
03	CURAÇAO	175%	70,000
04	NIGER	125%	200,000
05	EQUATORIAL GUINEA	117%	41,000
06	BENIN	117%	480,000
07	TOGO	116%	220,000
08	CÔTE D'IVOIRE	108%	1,400,000
09	MYANMAR	106%	6,700,000
10	DJIBOUTI	105%	87,000

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA.

WE ARE SOCIAL'S ANALYSIS: MOBILE SOCIAL

The popularity of mobile messengers has surged in recent years, to the extent that these platforms are now the most popular forms of social media in many countries around the world. Instant messaging services present some amazing opportunities for brands, but it's important for marketers to remember that they work quite differently to most other media. Here's our essential 'quick guide' to making messengers work for you and your brand:

People use messengers to chat with the people they care about, so interruptive ads aren't welcome. Brands need to find ways to inspire **organic conversations** instead.

Start from the perspective of **audience value**: what do people talk with their friends and family about? Is there any way for the brand to add value to these existing conversations?

Success in messengers isn't just about social content, either; brands can use every element of their **marketing mix** – across all 4Ps – to inspire relevant, organic conversations. **Click here** to see more of our thinking and advice on this topic.

Chat bots offer amazing potential, but brands need to use them to add distinct audience value if they are to deliver returns beyond initial novelty value.

HOOTSUITE'S PERSPECTIVE: MOBILE SOCIAL THEMES

Buyers today are researching brands and gathering information within mobile social apps; 90% of Facebook users access the platform via a mobile app.

1 in 4 people uses mobile apps for product research, with the highest growth in APAC, so we see a lot of opportunity in this region.

Traditional websites are becoming less relevant as social networks become "walled gardens", encouraging users to stay within the app for all online activities, purchases and engagement.

Click here to download our 2017 Social Media Trends Toolkit to align your 2017 social strategy with the year's top social network trends.

SOURCE: GLOBALWEBINDEX.

GLOBAL MOBILE USE

MOBILE USERS vs. MOBILE CONNECTIONS

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

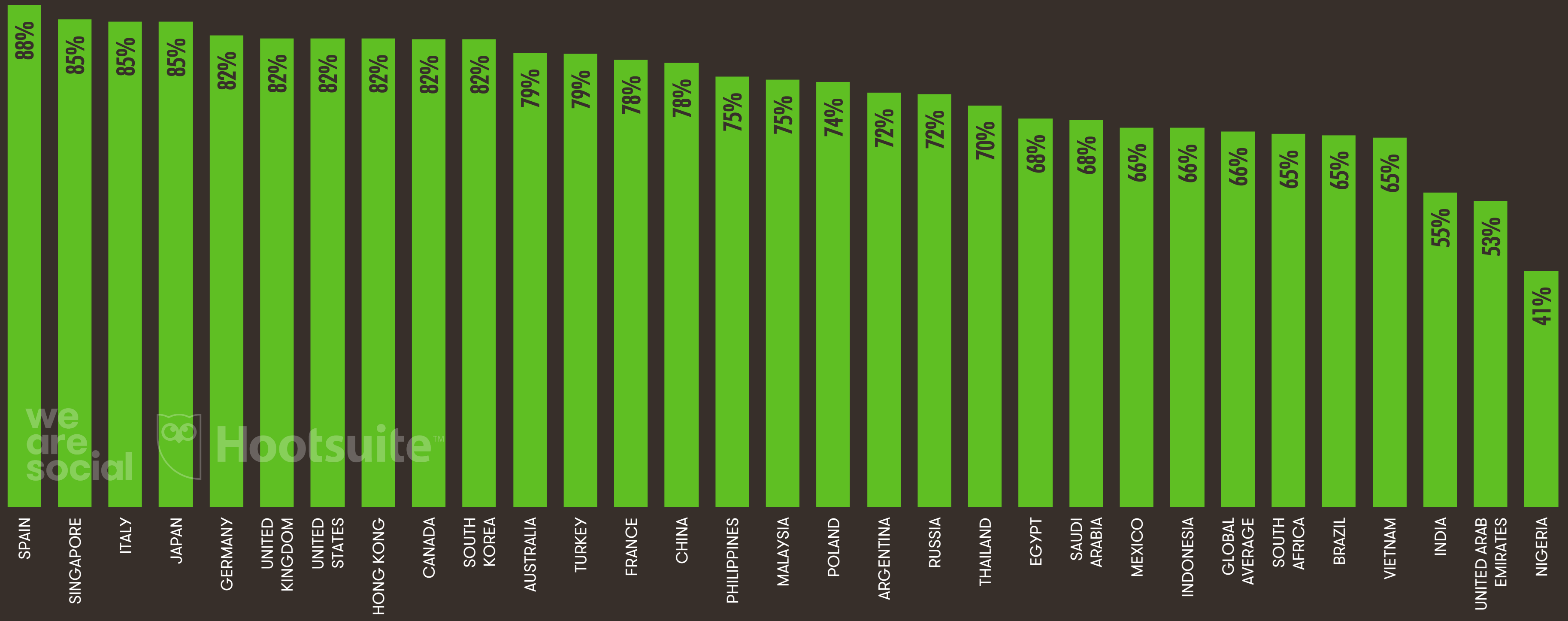
TOTAL NUMBER OF MOBILE USERS (UNIQUE INDIVIDUALS)	MOBILE PENETRATION (UNIQUE USERS vs. TOTAL POPULATION)	TOTAL NUMBER OF MOBILE CONNECTIONS	AVERAGE NUMBER OF MOBILE SUBSCRIPTIONS PER UNIQUE USER
4.92 BILLION	66%	8.05 BILLION	1.64

SOURCES: GSMA INTELLIGENCE, Q4 2016 & Q1 2017.

JAN 2017

UNIQUE MOBILE USER PENETRATION BY COUNTRY

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



SOURCES: GSMA INTELLIGENCE, Q4 2016; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.

JAN 2017

PERSPECTIVE: MOBILE USERS vs. CONNECTIONS

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

GSMA INTELLIGENCE DATA

TOTAL NUMBER OF MOBILE USERS (UNIQUE INDIVIDUALS)

4.9 BILLION

TOTAL NUMBER OF MOBILE CONNECTIONS

8.0 BILLION

ERICSSON MOBILITY REPORT DATA

TOTAL NUMBER OF MOBILE USERS (UNIQUE INDIVIDUALS)

5.1 BILLION

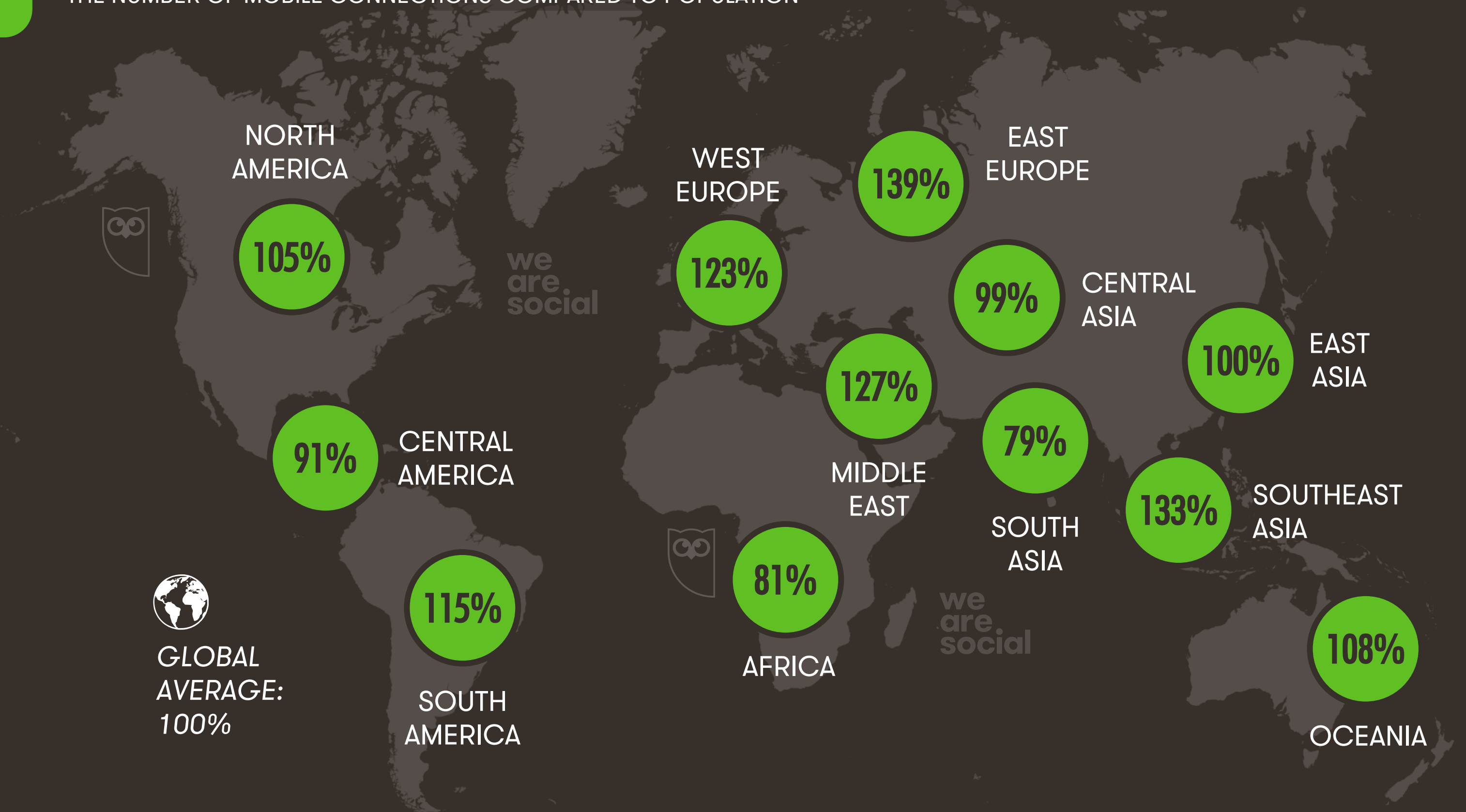
TOTAL NUMBER OF MOBILE CONNECTIONS

7.5 BILLION

SOURCES: GSMA INTELLIGENCE, Q4 2016 & Q1 2017; ERICSSON MOBILITY REPORT, NOVEMBER 2016.

MOBILE CONNECTIVITY BY REGION

THE NUMBER OF MOBILE CONNECTIONS COMPARED TO POPULATION

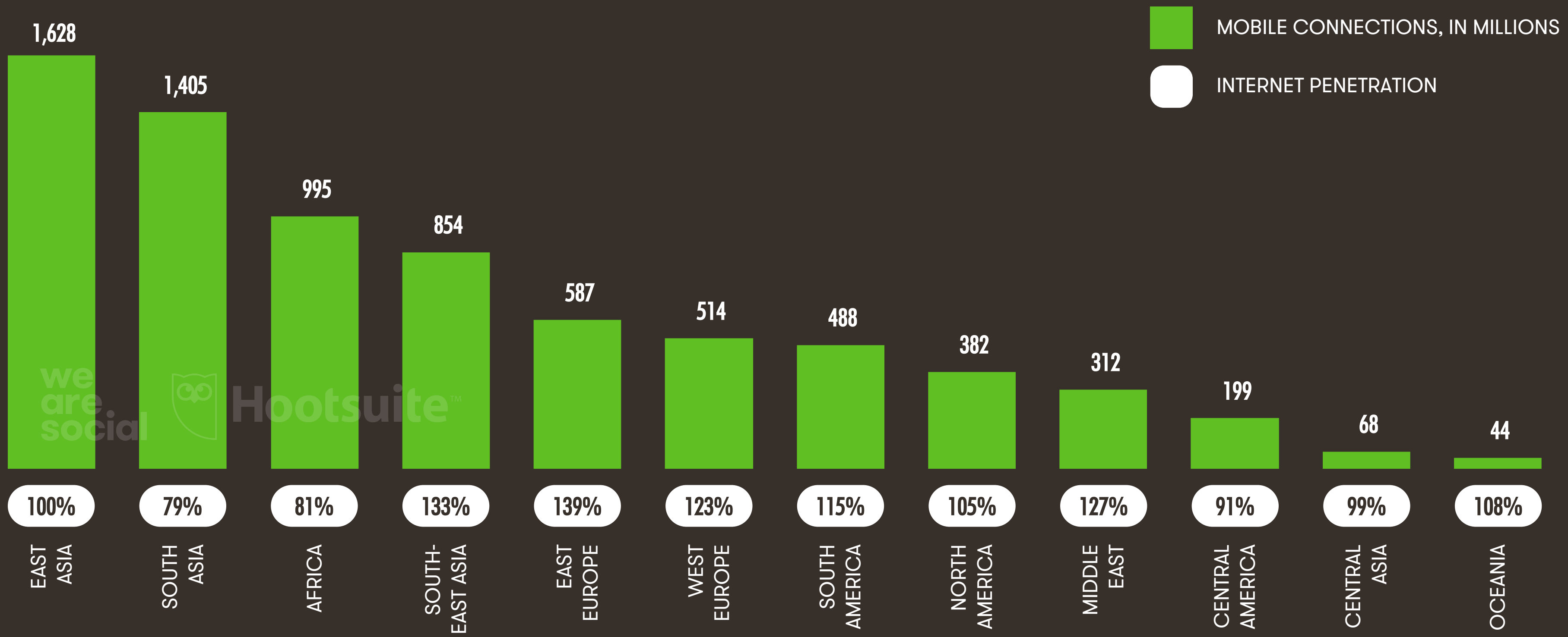


SOURCES: GSMA INTELLIGENCE, Q4 2016.

JAN 2017

MOBILE CONNECTIVITY: REGIONAL OVERVIEW

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

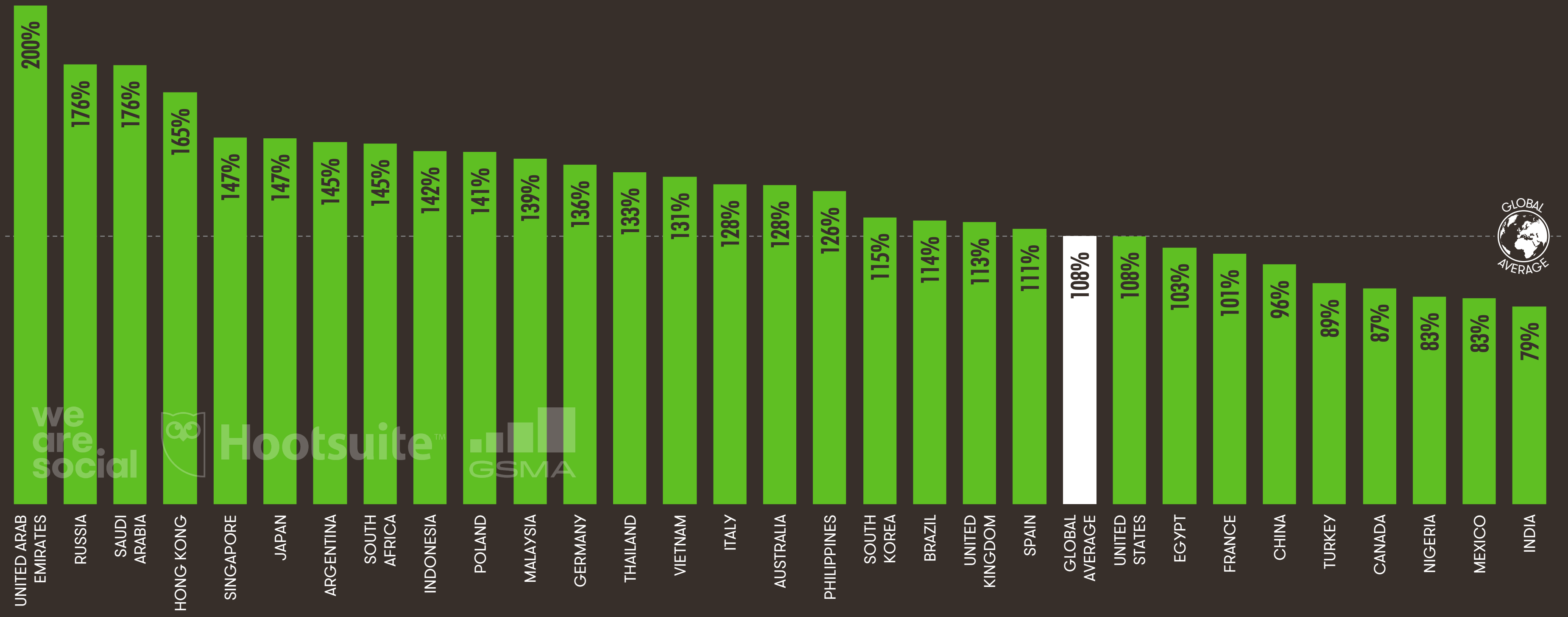


SOURCES: GSMA INTELLIGENCE, Q4 2016.

JAN 2017

MOBILE CONNECTIVITY BY COUNTRY

MOBILE CONNECTIONS BY COUNTRY, COMPARED TO NATIONAL POPULATIONS



SOURCES: GSMA INTELLIGENCE, Q4 2016.

JAN 2017

MOBILE CONNECTIVITY RANKINGS

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

HIGHEST RATIO OF MOBILE CONNECTIONS TO POPULATION

#	HIGHEST CONNECTIVITY	%	SUBS
01	MACAU	296%	1,780,745
02	BAHRAIN	241%	3,394,993
03	MALDIVES	216%	804,738
04	UNITED ARAB EMIRATES	200%	18,687,265
05	ANTIGUA & BARBUDA	194%	180,565
06	KUWAIT	192%	7,782,610
07	QATAR	188%	4,550,833
08	U.S. VIRGIN ISLANDS	188%	200,134
09	FINLAND	188%	10,384,833
10	SAINT KITTS & NEVIS	182%	102,575

LOWEST RATIO OF MOBILE CONNECTIONS TO POPULATION

#	LOWEST CONNECTIVITY	%	SUBS
212	MICRONESIA	4%	20,267
211	ERITREA	11%	591,826
210	NORTH KOREA	15%	3,773,420
209	KIRIBATI	20%	23,570
208	SOUTH SUDAN	21%	2,763,431
207	MADAGASCAR	33%	8,414,934
206	CUBA	36%	4,063,343
205	NIGER	37%	7,835,440
204	CENTRAL AFRICAN REPUBLIC	38%	1,905,981
203	DJIBOUTI	38%	343,977

SOURCES: GSMA INTELLIGENCE, Q4 2016.

JAN 2017

MOBILE CONNECTIONS BY DEVICE

BASED ON GLOBAL SMARTPHONE CONNECTIONS COMPARED TO TOTAL GLOBAL MOBILE CONNECTIONS

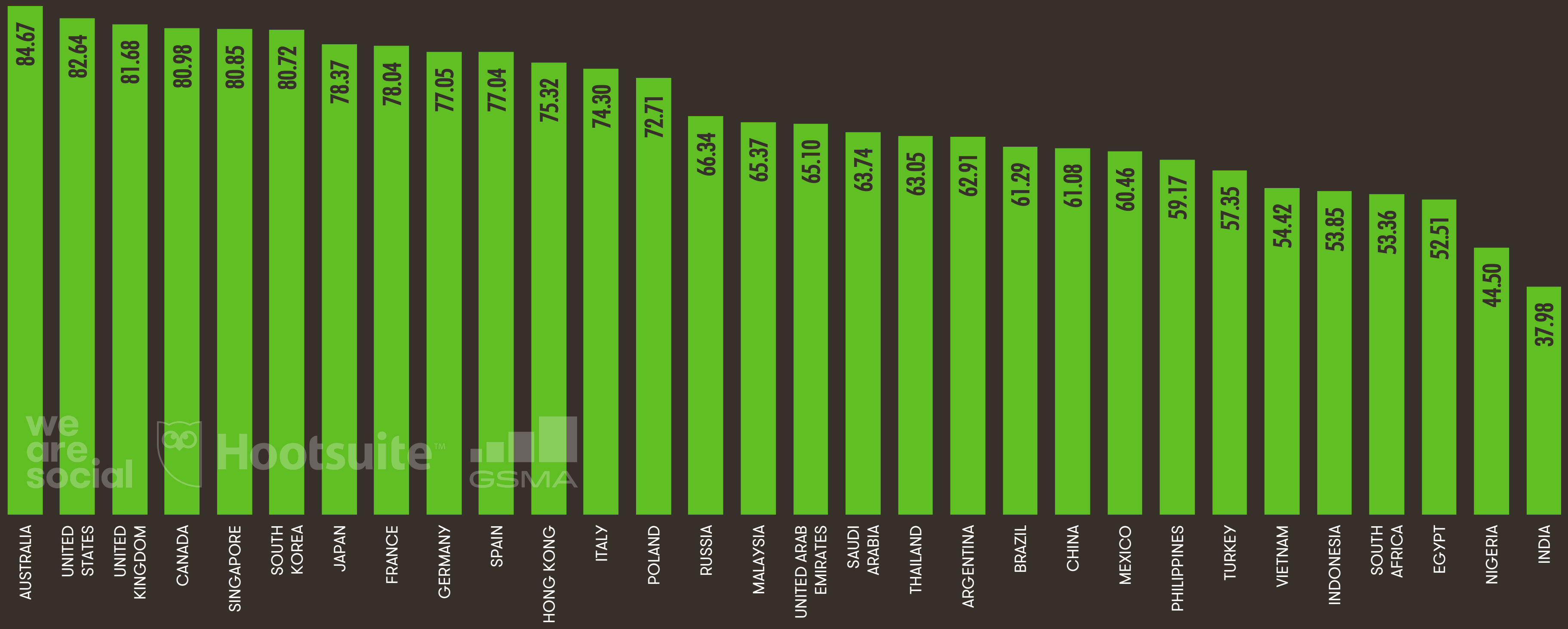
TOTAL GLOBAL CONNECTIONS (ALL DEVICES)*	CONNECTIONS USED ON SMART-PHONE DEVICES	SHARE OF SMART-PHONE CONNECTIONS vs. TOTAL CONNECTIONS	CONNECTIONS USED ON FEATURE-PHONE DEVICES	SHARE OF FEATURE-PHONE CONNECTIONS vs. TOTAL CONNECTIONS
8.05 BILLION	4.42 BILLION	55%	3.38 BILLION	42%

SOURCES: GSMA INTELLIGENCE, Q4 2016 & Q1 2017; ERICSSON MOBILITY REPORT, NOVEMBER 2016. ***NOTE:** TOTAL GLOBAL CONNECTIONS INCLUDE APPROXIMATELY 250 MILLION MOBILE CONNECTIONS (3.3% OF THE TOTAL) USED BY PCS, TABLETS, AND MOBILE ROUTER DEVICES.

JAN 2017

GSMA MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF KEY NATIONAL CONNECTIVITY DRIVERS AND ENABLERS (SCORES OUT OF A MAXIMUM OF 100)



SOURCES: GSMA INTELLIGENCE MOBILE CONNECTIVITY INDEX, Q1 2017. TO ACCESS THE COMPLETE MOBILE CONNECTIVITY INDEX, VISIT HTTP://WWW.MOBILECONNECTIVITYINDEX.COM/

JAN 2017

MOBILE CONNECTIONS BY TYPE

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

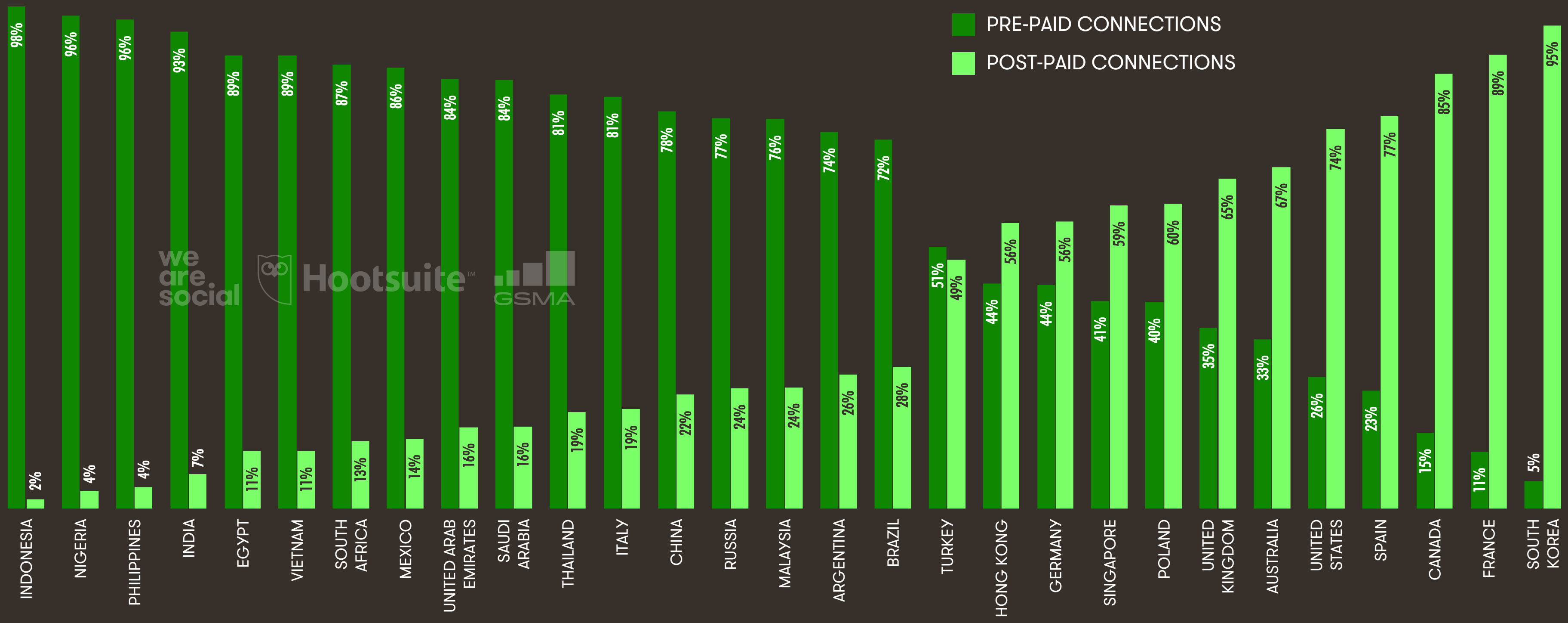
TOTAL NUMBER OF MOBILE CONNECTIONS	MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAID	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE BROADBAND (3G & 4G)
8.05 BILLION	108%	70%	30%	51%

SOURCES: GSMA INTELLIGENCE, Q4 2016.

JAN 2017

PRE-PAY vs POST-PAY CONNECTIONS

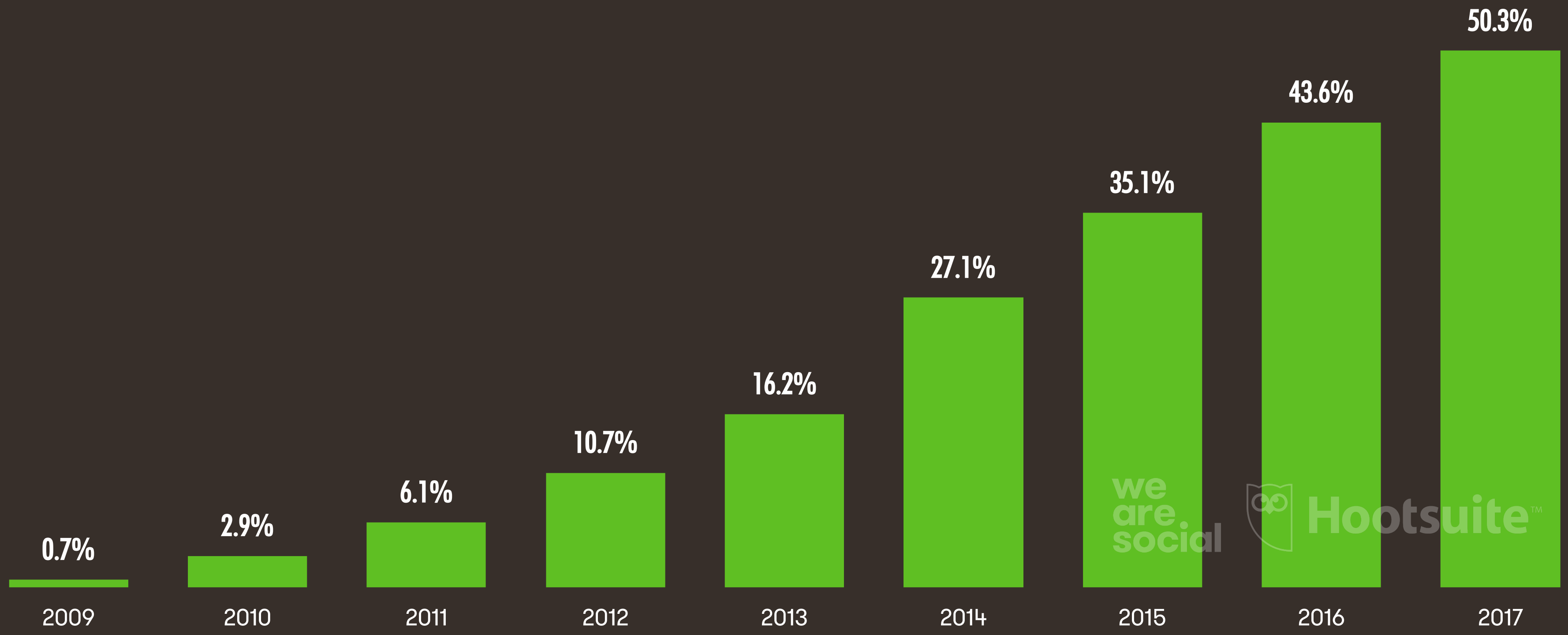
PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PAID IN ADVANCE vs. PAID AT THE END OF A CONTRACTUAL PERIOD



SOURCES: GSMA INTELLIGENCE, Q4 2016.

MOBILE'S SHARE OF WEB TRAFFIC

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



SOURCES: STATCOUNTER, JANUARY 2017.

SHARE OF MOBILE WEB BY MOBILE OS

BASED ON EACH OPERATING SYSTEM'S SHARE OF ALL GLOBAL MOBILE WEB REQUESTS

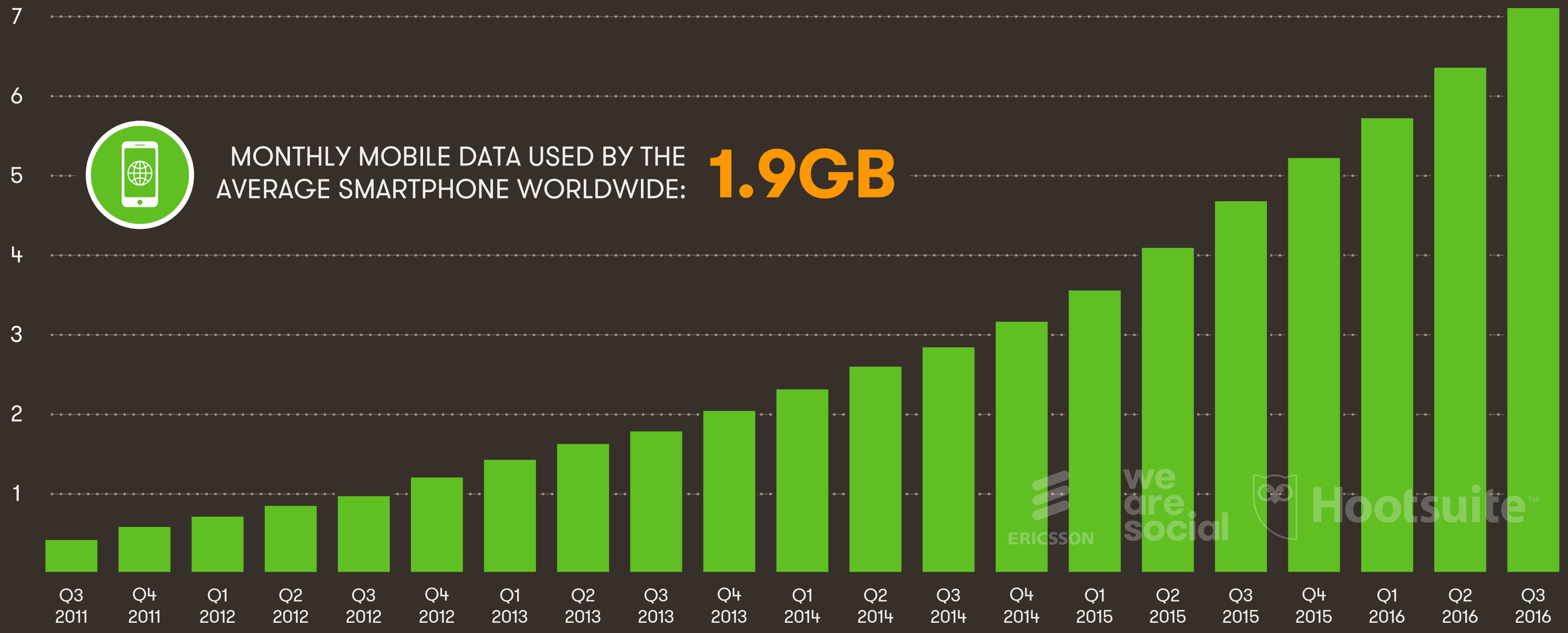
PERCENTAGE OF MOBILE WEB REQUESTS FROM ANDROID WEBKIT DEVICES	PERCENTAGE OF MOBILE WEB REQUESTS FROM APPLE IOS DEVICES	PERCENTAGE OF MOBILE WEB REQUESTS FROM OTHER MOBILE OPERATING SYSTEMS
71.6%	19.6%	8.8%

SOURCES: STATCOUNTER, JANUARY 2017.

GLOBAL MOBILE DATA GROWTH

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

MONTHLY MOBILE DATA USED BY THE AVERAGE SMARTPHONE WORLDWIDE: **1.9GB**



SOURCES: ERICSSON MOBILITY REPORT, NOVEMBER 2016.

JAN 2017

MOBILE DATA TRAFFIC BY REGION

MONTHLY MOBILE DATA TRAFFIC TO SMARTPHONES, BY REGION

LATIN AMERICA	NORTH AMERICA	ASIA-PACIFIC	CENTRAL EUROPE, MIDDLE EAST & AFRICA	WESTERN EUROPE
0.72 BILLION GIGABYTES	1.83 BILLION GIGABYTES	4.12 BILLION GIGABYTES	1.24 BILLION GIGABYTES	1.09 BILLION GIGABYTES

SOURCES: ERICSSON MOBILITY REPORT TRAFFIC EXPLORER TOOL, JANUARY 2017.

WE ARE SOCIAL'S ANALYSIS: MOBILE

More than half of the world's population now carries a powerful connected device wherever they go. Smartphones have moved beyond being just 'phones' though, and we need to start thinking of them in terms of what they are: remote controls for our lives. In a world where people can can check the news, watch a full-length movie, buy their groceries, plan a holiday, renew their passport, and even find love through online dating – wherever and whenever they choose – brands need to work much harder to earn and keep people's attention on mobile than they ever had to do with broadcast media. So how can brands cut through the clutter and ensure their mobile delivers meaningful ROI? Here are some ideas:

What specific **utility** can you offer to your audiences? Are they looking for information, education, entertainment, or distraction? Is there a meaningful way for you to deliver it?

How does mobile **complement** or **enhance** other media or activities? Is the mobile device at the centre of the experience, or should you merely use it to augment another activity?

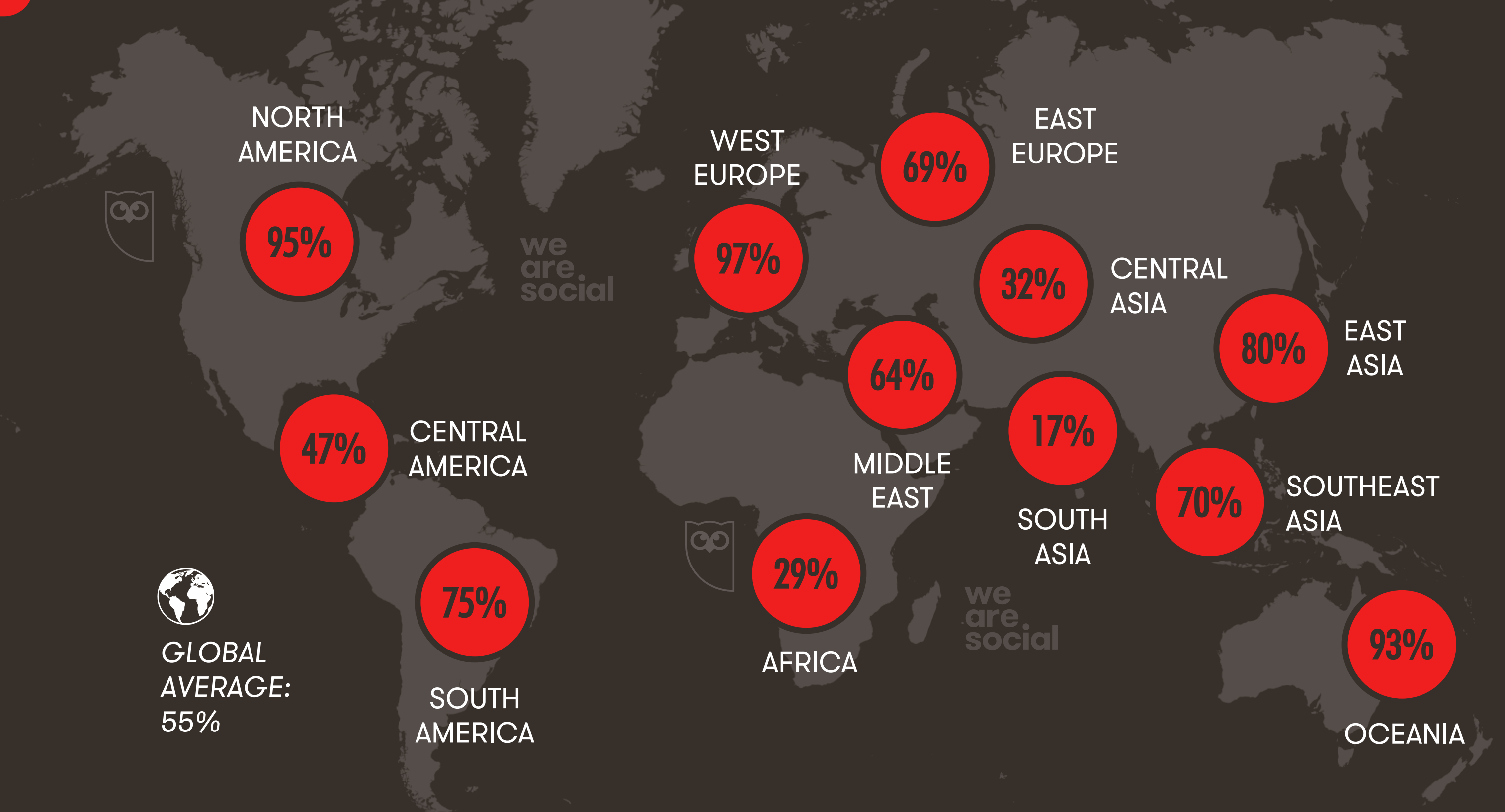
How do **physical location** and **context** influence the experience? Would people prefer short, focused content, or are they looking for richer experiences and longer distractions?

GLOBAL MOBILE BROADBAND USE

BROADBAND MOBILE CONNECTIVITY

JAN 2017

THE NUMBER OF BROADBAND MOBILE CONNECTIONS COMPARED TO POPULATION

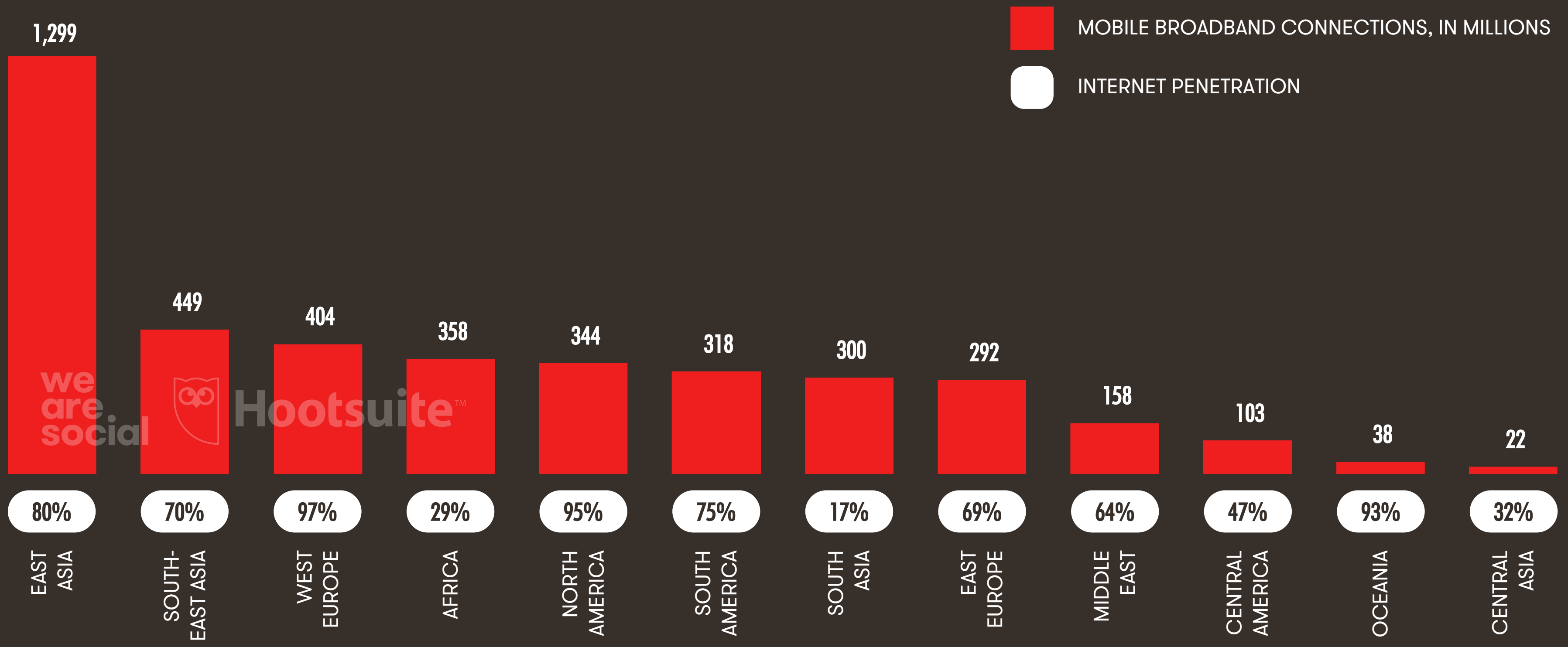


SOURCES: GSMA INTELLIGENCE, Q4 2016.

JAN 2017

MOBILE BROADBAND: REGIONAL OVERVIEW

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

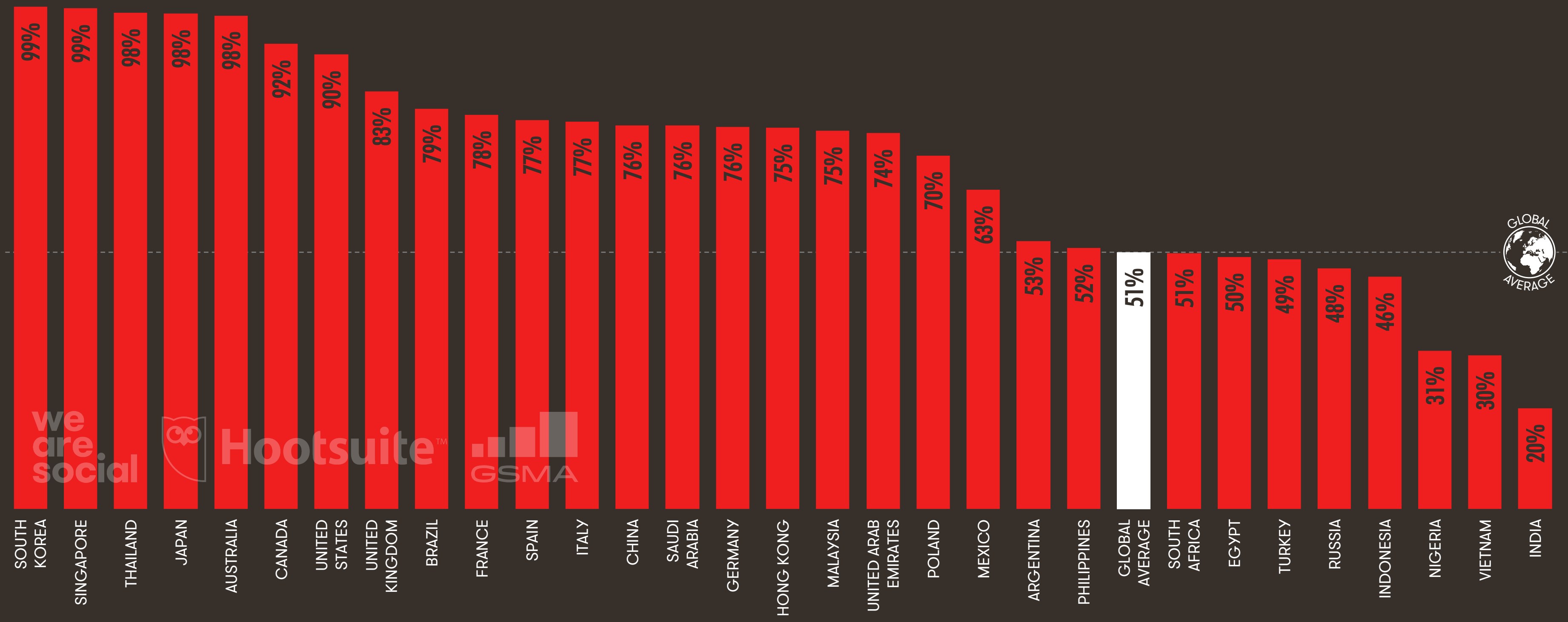


SOURCES: GSMA INTELLIGENCE, Q4 2016.

JAN 2017

MOBILE BROADBAND'S SHARE OF CONNECTIONS

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



SOURCES: GSMA INTELLIGENCE, Q4 2016.

JAN 2017

MOBILE BROADBAND CONNECTIVITY RANKINGS

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

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

#	HIGHEST CONNECTIVITY	%	SUBS
01	NORTH KOREA	100%	3,773,420
02	SOUTH KOREA	99%	57,940,360
03	SINGAPORE	99%	8,370,796
04	TAIWAN	99%	30,769,156
05	MACAU	99%	1,758,842
06	THAILAND	98%	89,414,203
07	JAPAN	98%	181,863,656
08	AUSTRALIA	98%	30,653,561
09	SWEDEN	93%	13,416,927
10	CANADA	92%	29,119,030

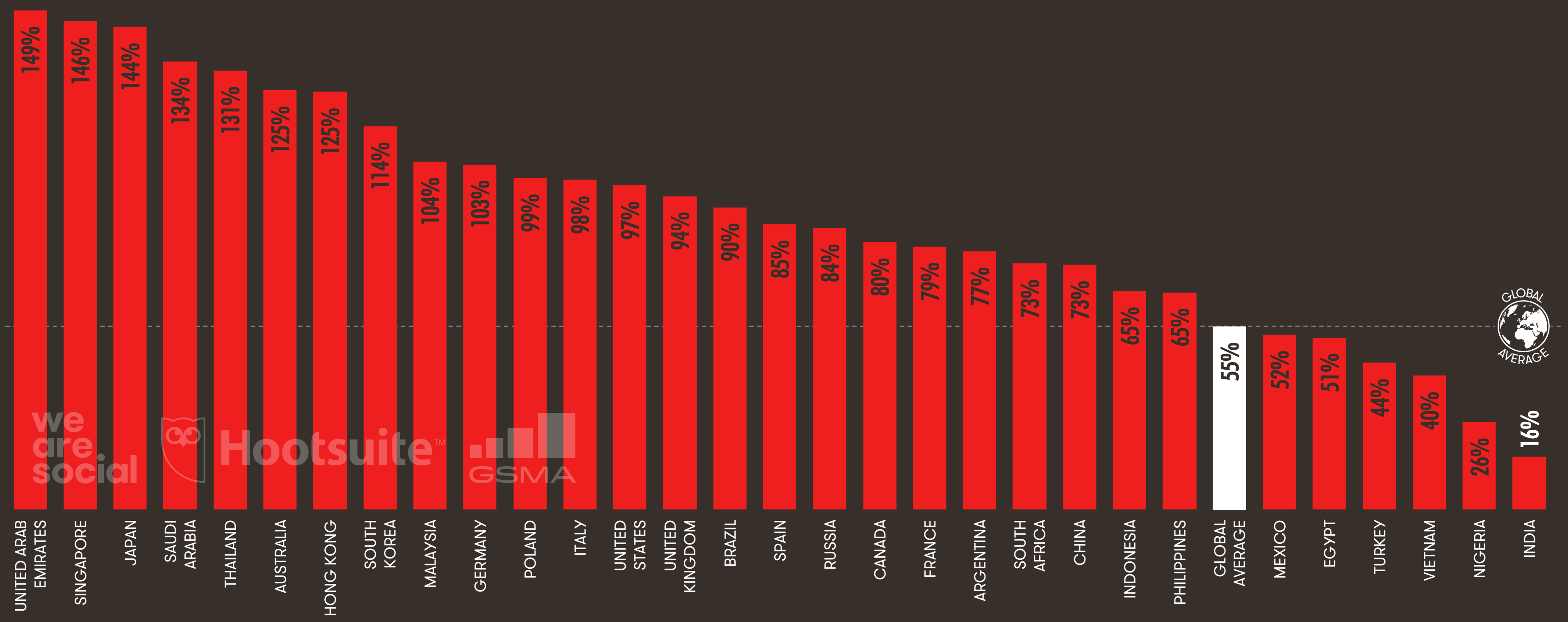
LOWEST RATIO OF 3G & 4G MOBILE CONNECTIONS vs. ALL CONNECTIONS

#	LOWEST CONNECTIVITY	%	SUBS
207	COMOROS	0.02%	67
206	EQUATORIAL GUINEA	0.1%	531
205	GUYANA	2%	12,246
204	CENTRAL AFRICAN REPUBLIC	3%	56,226
203	NIGER	3%	235,847
202	GUINEA-BISSAU	6%	77,690
201	GABON	6%	181,574
200	SOMALIA	6%	333,384
199	CAMEROON	7%	1,270,814
198	ST VINCENT & THE GRENADINES	7%	9,472

SOURCES: GSMA INTELLIGENCE, Q4 2016.

MOBILE BROADBAND PENETRATION

THE NUMBER OF ACTIVE MOBILE BROADBAND CONNECTIONS COMPARED TO TOTAL POPULATION



SOURCES: GSMA INTELLIGENCE, Q4 2016.

JAN 2017

MOBILE BROADBAND PENETRATION RANKINGS

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

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

#	HIGHEST CONNECTIVITY	%	SUBS
01	MACAU	292%	1,758,842
02	KUWAIT	164%	6,661,914
03	FINLAND	155%	8,577,872
04	UNITED ARAB EMIRATES	149%	13,907,063
05	BAHRAIN	149%	2,096,408
06	SINGAPORE	146%	8,370,796
07	JAPAN	144%	181,863,656
08	QATAR	142%	3,445,436
09	AUSTRIA	141%	12,109,475
10	DENMARK	136%	7,774,595

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

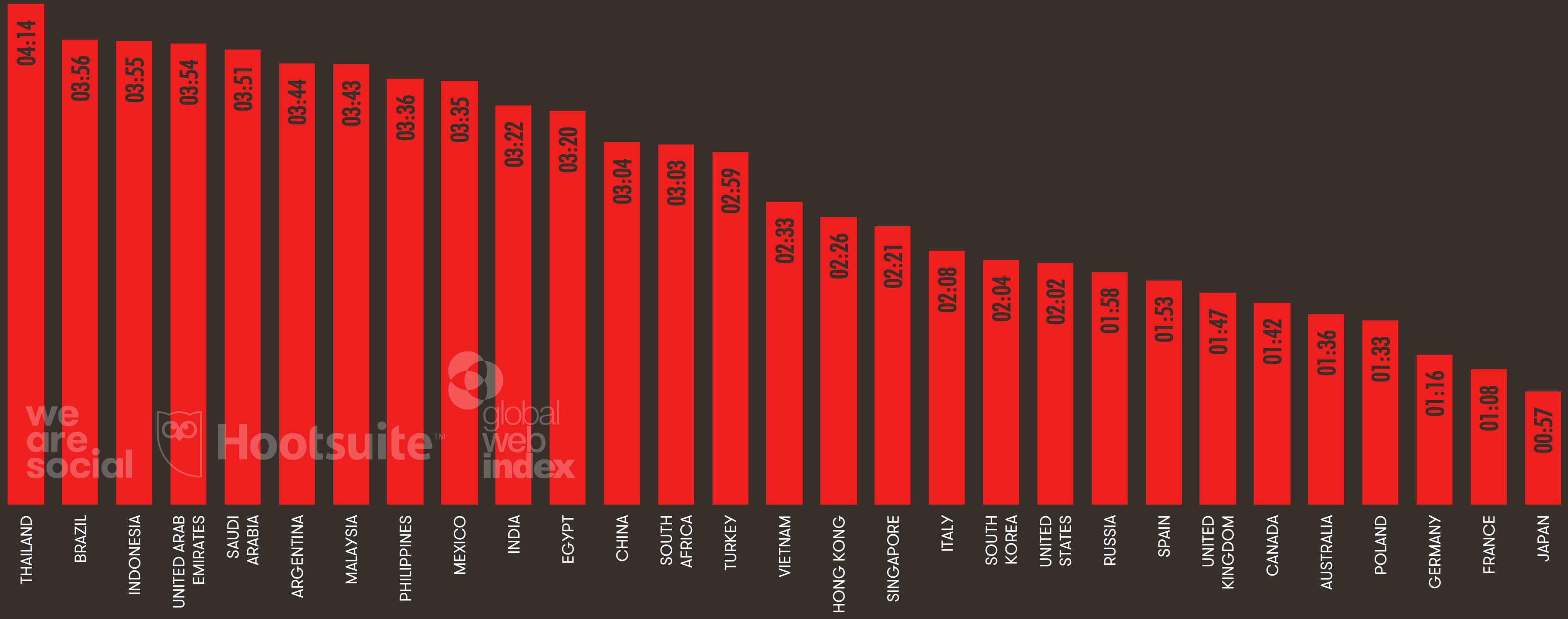
#	LOWEST CONNECTIVITY	%	SUBS
207	COMOROS	0.01%	67
206	EQUATORIAL GUINEA	0.06%	531
205	CENTRAL AFRICAN REPUBLIC	1%	56,226
204	NIGER	1%	235,847
203	GUYANA	2%	12,246
202	KIRIBATI	3%	3,033
201	SOMALIA	3%	333,384
200	BURUNDI	3%	391,723
199	CHAD	4%	585,525
198	GUINEA-BISSAU	4%	77,690

SOURCES: GSMA INTELLIGENCE, Q4 2016.

JAN 2017

TIME SPENT USING MOBILE INTERNET

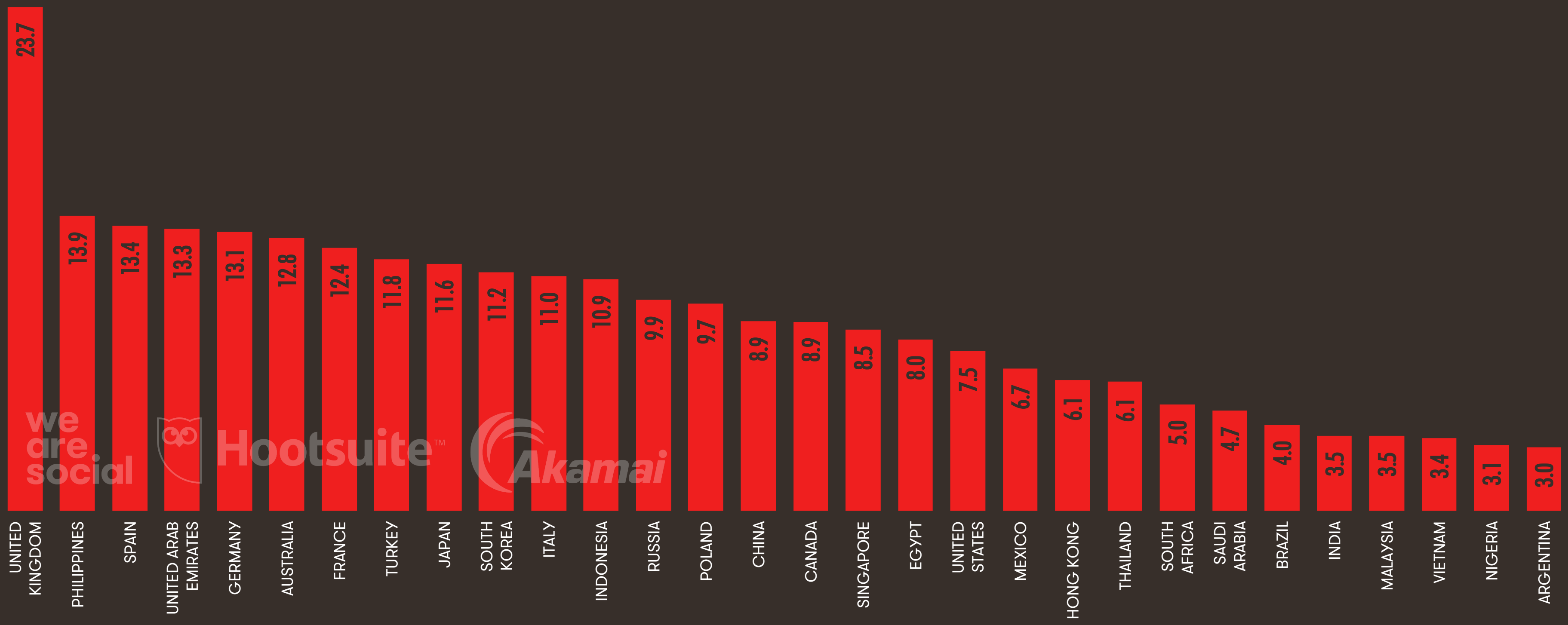
AVERAGE NUMBER OF HOURS THAT INTERNET USERS SPEND ACCESSING THE INTERNET VIA A MOBILE PHONE EACH DAY [SURVEY BASED]



SOURCES: GLOBALWEBINDEX, Q3 & Q4 2016. BASED ON A SURVEY OF INTERNET USERS AGED 16-64.

AVERAGE MOBILE CONNECTION SPEEDS

AVERAGE SPEED OF MOBILE INTERNET CONNECTIONS BY COUNTRY, IN MBPS



SOURCES: AKAMAI STATE OF THE INTERNET REPORT, Q3 2016.

GLOBAL E-COMMERCE USE

JAN 2017

GLOBAL E-COMMERCE REVENUES

TOTAL VALUE OF THE CONSUMER (B2C) E-COMMERCE MARKET, AND AVERAGE E-COMMERCE REVENUE PER USER

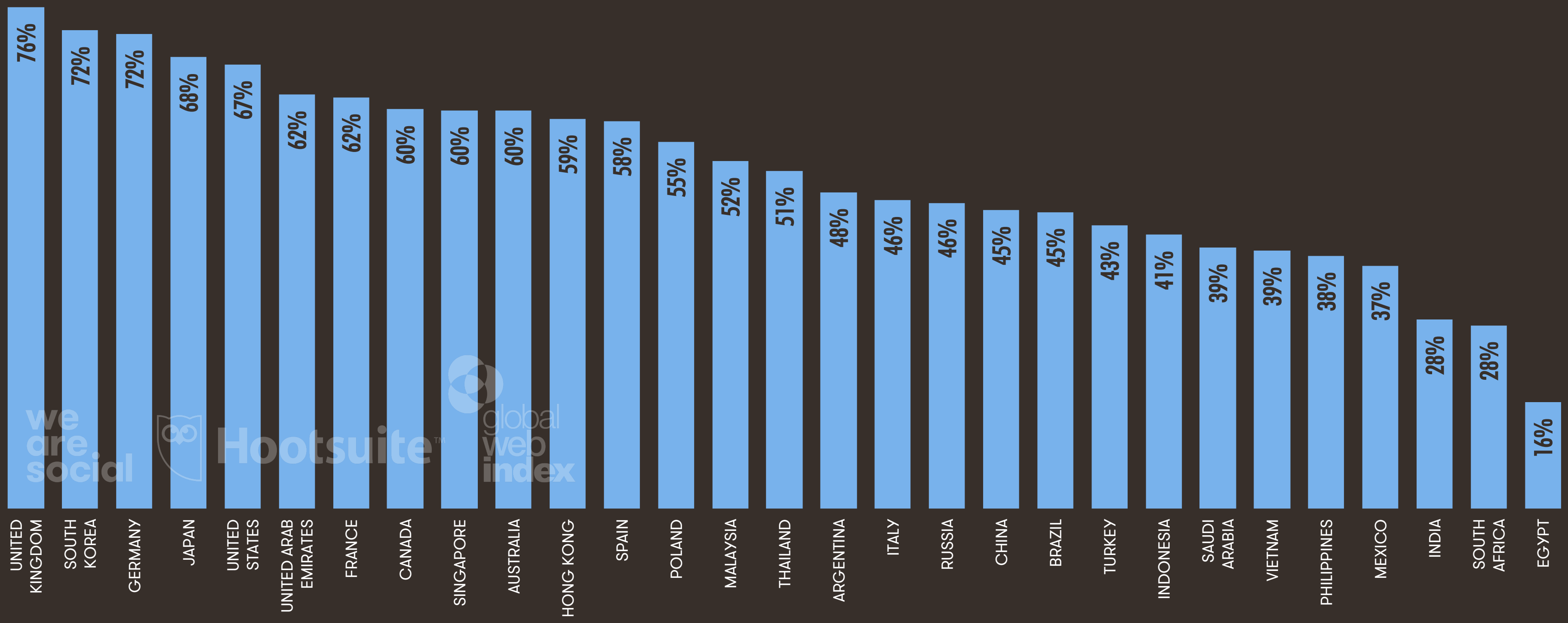
NUMBER OF PEOPLE PURCHASING VIA E-COMMERCE	E-COMMERCE PENETRATION (NUMBER OF PURCHASERS vs. TOTAL POPULATION)	TOTAL VALUE OF GLOBAL E-COMMERCE MARKET IN 2016 (IN US$)	AVERAGE ANNUAL E-COMMERCE REVENUE PER USER IN 2016 (IN US$)
1.61 BILLION	**22%**	**$1.915 TRILLION**	**$1,189**

SOURCES: EXTRAPOLATED FROM STATISTA DIGITAL MARKET OUTLOOK, E-COMMERCE INDUSTRY, JANUARY 2017; AND DATA FROM EMARKETER. **NOTE:** PENETRATION FIGURES REPRESENT PERCENTAGE OF TOTAL POPULATION, REGARDLESS OF AGE.

JAN 2017

ACTIVE E-COMMERCE PENETRATION

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

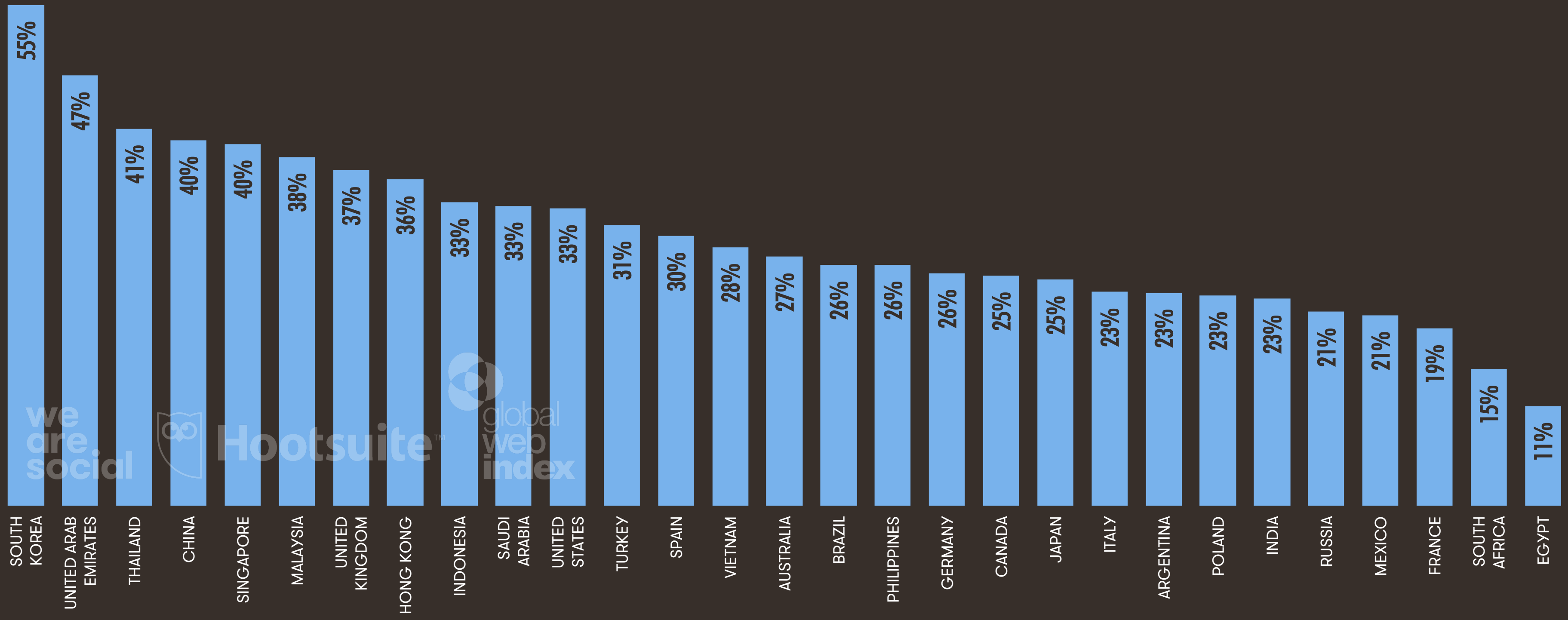


SOURCES: GLOBALWEBINDEX, Q3 & Q4 2016. BASED ON A SURVEY OF INTERNET USERS AGED 16-64. **NOTE:** DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION. PENETRATION FIGURES BASED ON POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU.

JAN 2017

ACTIVE M-COMMERCE PENETRATION

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

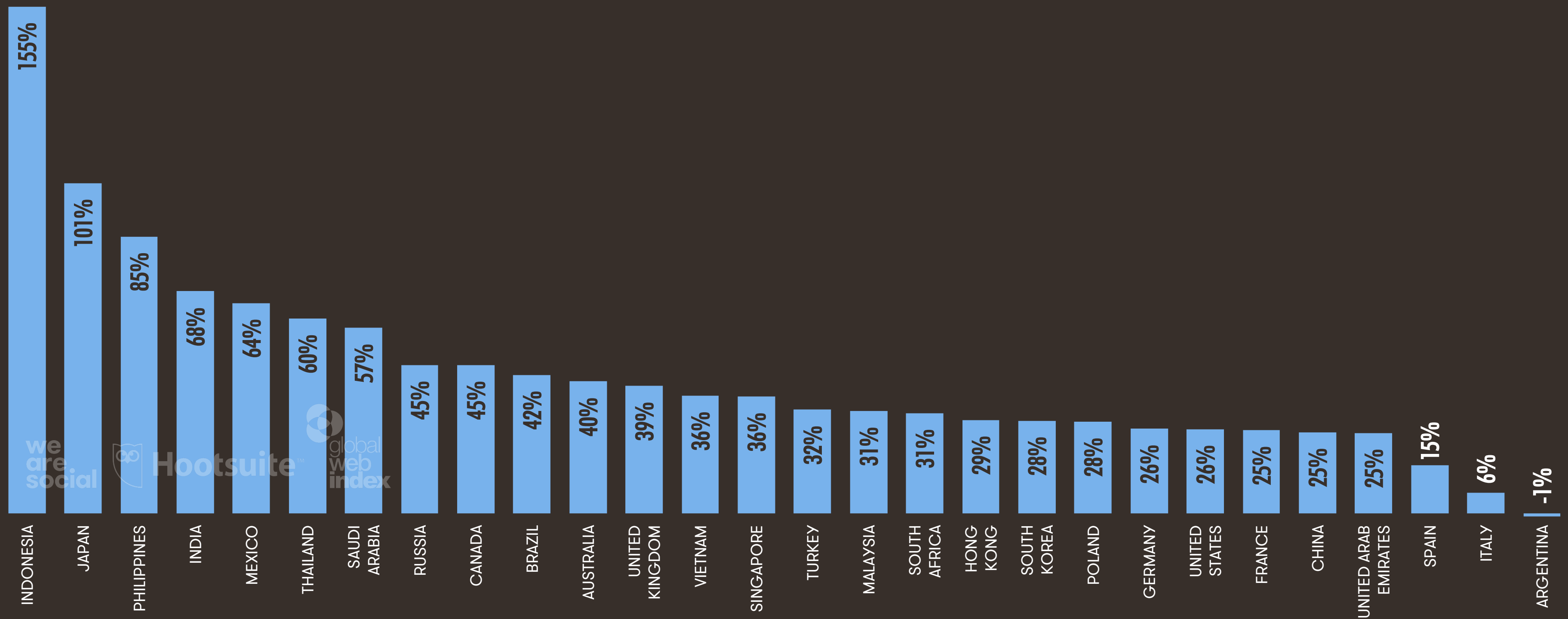


SOURCES: GLOBALWEBINDEX, Q3 & Q4 2016. BASED ON A SURVEY OF INTERNET USERS AGED 16-64. **NOTE:** DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION. PENETRATION FIGURES BASED ON POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU.

JAN 2017

GROWTH OF M-COMMERCE SHOPPERS

YEAR-ON-YEAR GROWTH IN THE NUMBER OF PEOPLE PURCHASING ONLINE VIA A PHONE [SURVEY-BASED]

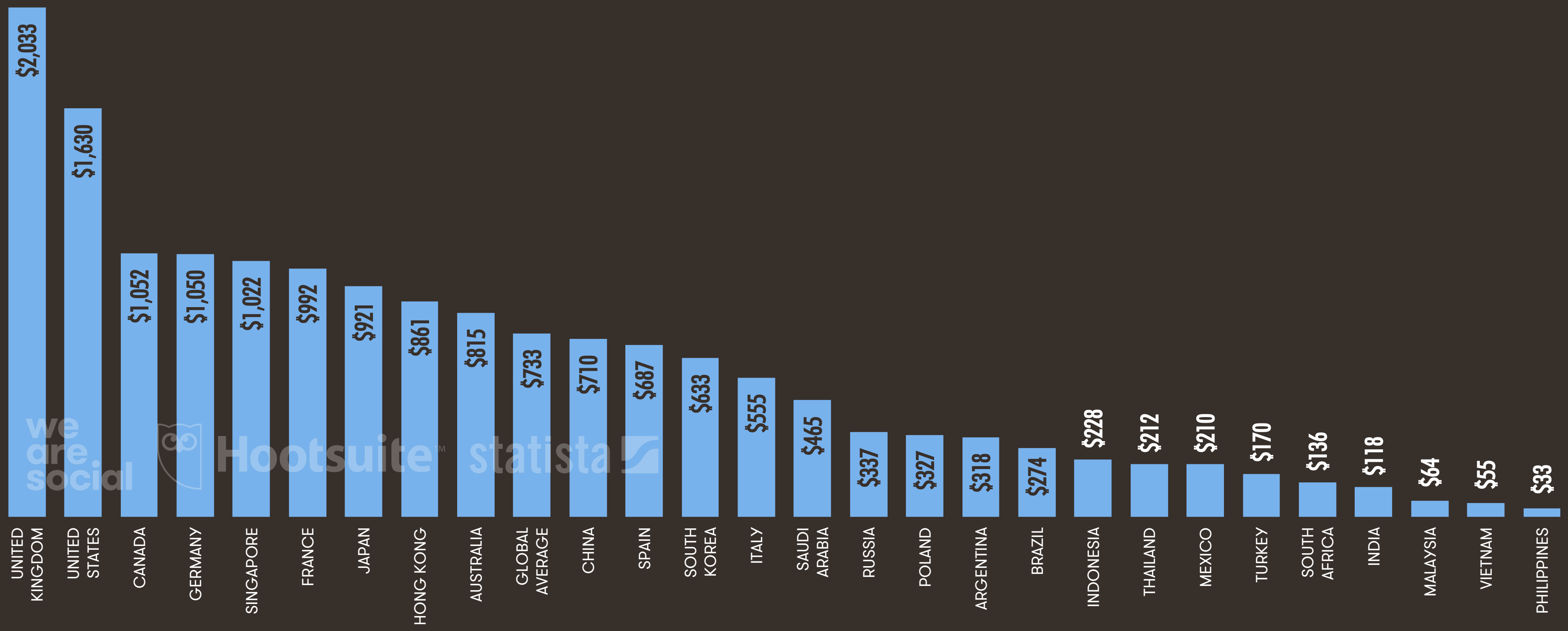


SOURCES: GLOBALWEBINDEX, Q4 2015, AND Q3 & Q4 2016. BASED ON A SURVEY OF INTERNET USERS AGED 16-64. PENETRATION FIGURES BASED ON POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU.

JAN 2017

AVERAGE E-COMMERCE REVENUE PER USER

AVERAGE TOTAL AMOUNT SPENT ON E-COMMERCE PURCHASES BY EACH E-COMMERCE USER IN 2016, IN UNITED STATES DOLLARS



SOURCES: STATISTA DIGITAL MARKET OUTLOOK, E-COMMERCE INDUSTRY. FIGURES CORRECT AS AT JANUARY 2017.

HOOTSUITE'S PERSPECTIVE: E-COMMERCE THEMES

The line between e-commerce and social commerce (increasing direct sales via tools such as buy buttons) is still undefined. According to Altimeter's 2016 Social Business report, 72 percent of strategists say the "responsibility for social commerce must shift from the social team to e-commerce teams."

With the success of Facebook Live and new features like Facebook Marketplace, expect to see more opportunities to advertise as well as a continued push for social commerce. We will see continued investment from Facebook to encourage this behaviour.

Social commerce has been hyped before. However, adoption in APAC and new features by Instagram and Pinterest make this an inevitable evolution in consumer behaviour on social. As KPCB's Mary Meeker 2016 Internet Trends Report found, there's been a 106 percent year-over-year growth in users who have made a purchase from WeChat.

Click here to download our Social Media Data Cookbook for 11 simple, useful, and completely practical recipes for effectively using social media data.

WE ARE SOCIAL'S ANALYSIS: E-COMMERCE

The world will spend well over US$2 trillion on e-commerce purchases in the coming 12 months, and many people will try online shopping for the first time. Developments such as more dedicated m-commerce services, improved online grocery stores, and optimised mobile payment infrastructures will all help to deliver greater choice and more convenience to shoppers from Los Angeles and London to Lagos and Lahore. However, before brands can take full advantage of these opportunities, they need to get better at integrating **all** of their marketing activities – regardless of whether those activities are on or offline.

Omnichannel thinking must evolve move beyond buzzwords to inform every aspect of the brand's thinking, including product development, advertising and promotion, point-of-sale, fulfilment and delivery, and even after-sales care.

We must break down the organisational **silos** that isolate digital thinking, and treat digital in the same way we treat electricity: a necessity that is available to all, for the benefit of all.

Marketers must start to understand the role and impact of **algorithms**; they may seem intimidating, but the future of every brand depends on successfully marketing to machines.

MORE INFORMATION

SPECIAL THANKS: GLOBALWEBINDEX

global web index

GlobalWebIndex is the world's largest market research study on the digital consumer, spanning 37 countries, 4,500 data points, and conducting fieldwork 4 times a year:

90% GLOBAL COVERAGE

37 MARKETS & 200,000 INTERVIEWS PER YEAR

QUARTERLY DATA COLLECTION

TOTAL DEVICE COVERAGE

Find out more: **http://www.globalwebindex.net/**

SPECIAL THANKS: GSMA INTELLIGENCE

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

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

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

SPECIAL THANKS: STATISTA

statista

We would like to offer our thanks to Statista for providing data from its Digital Market Outlook in the development of our 2017 Global Digital reports. Statista is one of the world's largest online statistics databases. Their Digital Market Outlook provides forecasts, detailed market insights, and key indicators on 9 digital verticals including e-commerce, digital media, smart home, and eHealth, with 36 segments across 50 international digital economies.

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

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

GOOGLE

AKAMAI

STATCOUNTER

ERICSSON

Lastly, we'd like to say a big thank you to the **TheNounProject.com**, who provided much of the inspiration for the icons used in this report.

DATA SOURCES USED IN THIS REPORT

POPULATION DATA: United Nations World Population Prospects, 2015 Revision; US Census Bureau (data up to January 2017); United Nations World Urbanization Prospects, 2014 Revision.

INTERNET USER DATA: InternetWorldStats (data up to January 2017); ITU *Individuals Using the Internet*, 2015; CIA World Factbook (data up to January 2017); The China Internet Network Information Center; The Telecom Regulatory Authority of India; Asosiasi Penyelenggara Jasa Internet Indonesia; Nigerian Communications Commission; Ugandan Communications Commission, Nepal Telecommunications Authority, various local regulatory authorities; Akamai's *State of the Internet* report (Q3 2016). Time spent, and mobile internet usage and penetration data extrapolated from GlobalWebIndex, Q3 & Q4 2016*. Share of web traffic data from StatCounter (data up to January 2017). Frequency of internet use data from Google Consumer Barometer (data up to January 2017)**.

SOCIAL MEDIA AND MOBILE SOCIAL MEDIA DATA: Latest reported monthly active user data from Facebook, Tencent, VKontakte, LINE, Kakao, Google, Sina, Twitter, Skype, Yahoo!, Viber, Baidu, and Snapchat (data up to January 2017). Social media usage data and time spent on social media taken directly or extrapolated from GlobalWebIndex, Q3 & Q4 2016. Facebook age and gender figures and daily usage figures extrapolated from Facebook-reported data, January 2017. Sincere thanks to Niki Aghaei for her assistance with collecting and understanding social media user data for Iran and the Middle East overall.

MOBILE PHONE USERS, CONNECTIONS AND MOBILE BROADBAND DATA: Latest reported national data from GSMA Intelligence (Q4 2016); extrapolated data from eMarketer; extrapolated global data from GSMA Intelligence (data up to January 2017); Ericsson Mobility Report (November 2016); usage data extrapolated from GlobalWebIndex Q3 & Q4 2016; Akamai's *State of the Internet* report (Q3 2016); Google Consumer Barometer (data up to January 2017)**; GSMA Intelligence Mobile Connectivity Index (data up to January 2017) – for more information, visit http://www.mobileconnectivityindex.com/

E-COMMERCE DATA: GlobalWebIndex Q3 & Q4 2016; Statista Digital Market Outlook , e-Commerce industry (data up to January 2017); Google Consumer Barometer (data up to January 2017)**.

DIGITAL DEVICE OWNERSHIP DATA: Google Consumer Barometer (data up to January 2017)**.

NOTES: 'Annual growth' figures are calculated using the data we reported in We Are Social's *Digital in 2016* report. *GlobalWebIndex surveys more than 700,000 internet users aged 16 to 64 ever quarter across 37 countries around the world, representing 90% of the global internet population. **Google's Consumer Barometer polls a nationally representative total population (online & offline) aged 16+ in each country surveyed except in Argentina, Brazil, China, India, South Korea, Malaysia, Mexico, Philippines, Vietnam, and the USA, where the sample base is aged 18+, and Japan, where the sample base is aged 20+. For more details, visit http://consumerbarometer.com/.

IMPORTANT NOTES

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