



# DIGITAL 2019

## IRAN

ALL THE DATA AND TRENDS YOU NEED TO UNDERSTAND INTERNET,  
SOCIAL MEDIA, MOBILE, AND E-COMMERCE BEHAVIOURS IN 2019

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Hootsuite™

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**Hootsuite™**



# DIGITAL 2019

ALL THE DATA AND TRENDS YOU NEED TO UNDERSTAND INTERNET, SOCIAL MEDIA, MOBILE, AND E-COMMERCE BEHAVIOURS IN 2019



# DIGITAL 2019

## GLOBAL DIGITAL YEARBOOK

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD



[CLICK HERE](#) TO READ OUR DIGITAL 2019 **GLOBAL OVERVIEW REPORT**, WITH MORE THAN 200 PAGES OF ESSENTIAL CHARTS AND INSIGHTS FROM AROUND THE WORLD

[CLICK HERE](#) TO READ OUR DIGITAL 2019 **GLOBAL DIGITAL YEARBOOK**, WITH ESSENTIAL HEADLINE DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD

# CLICK THE LINKS BELOW TO ACCESS OUR IN-DEPTH LOCAL REPORTS

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



# GLOBAL OVERVIEW

JAN  
2019

# DIGITAL AROUND THE WORLD IN 2019

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

TOTAL  
POPULATION



**7.676**

**BILLION**

URBANISATION:

**56%**

UNIQUE  
MOBILE USERS



**5.112**

**BILLION**

PENETRATION:

**67%**

INTERNET  
USERS



**4.388**

**BILLION**

PENETRATION:

**57%**

ACTIVE SOCIAL  
MEDIA USERS



**3.484**

**BILLION**

PENETRATION:

**45%**

MOBILE SOCIAL  
MEDIA USERS



**3.256**

**BILLION**

PENETRATION:

**42%**



we  
are  
social



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are  
social

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2019

# ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

TOTAL  
POPULATION



**+1.1%**

JAN 2018 – JAN 2019

**+84 MILLION**

UNIQUE  
MOBILE USERS



**+2.0%**

JAN 2018 – JAN 2019

**+100 MILLION**

INTERNET  
USERS



**+9.1%**

JAN 2018 – JAN 2019

**+367 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+9.0%**

JAN 2018 – JAN 2019

**+288 MILLION**

MOBILE SOCIAL  
MEDIA USERS



**+10%**

JAN 2018 – JAN 2019

**+297 MILLION**



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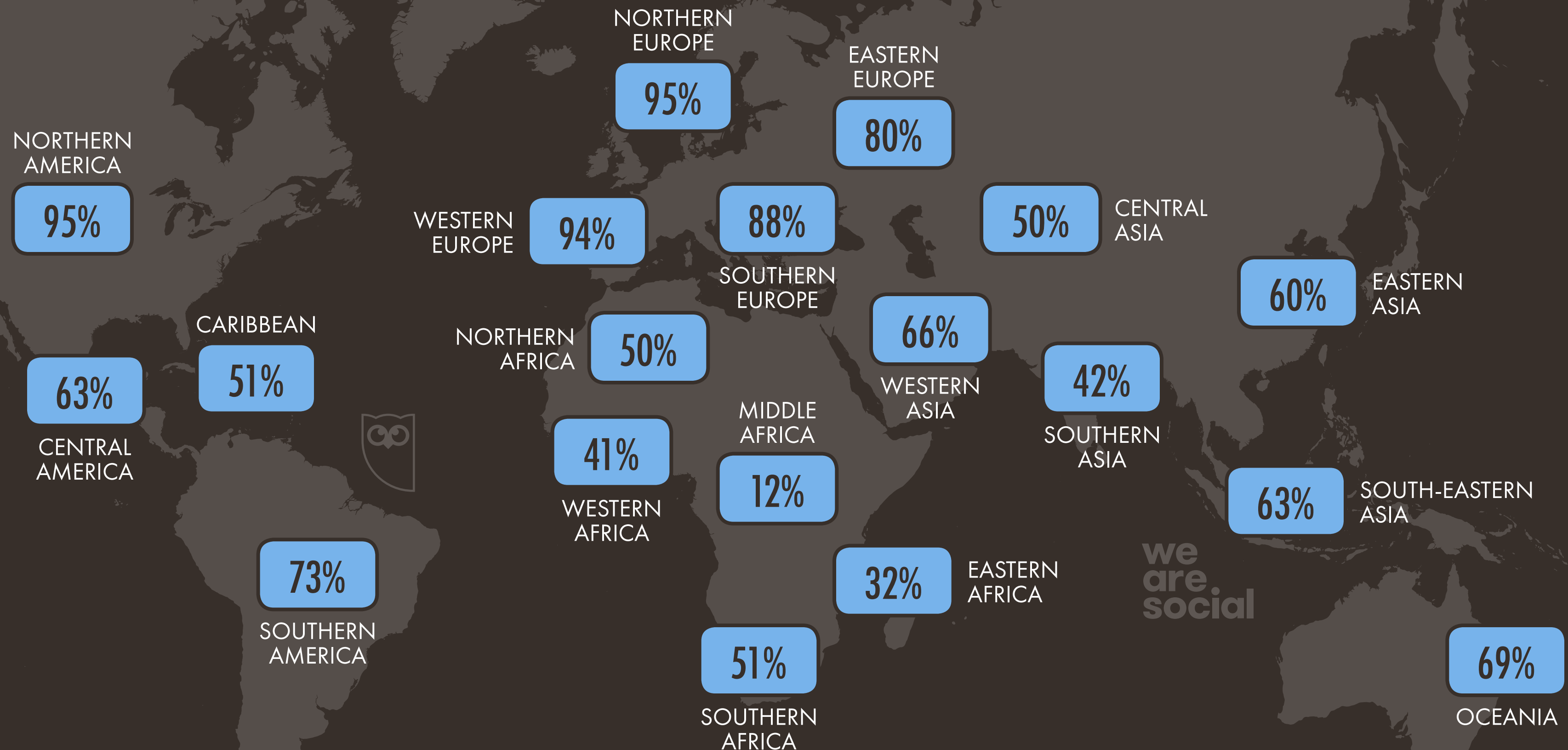


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# INTERNET PENETRATION BY REGION

INTERNET USE BY REGION, COMPARING THE NUMBER OF INTERNET USERS TO TOTAL POPULATION (REGARDLESS OF AGE)

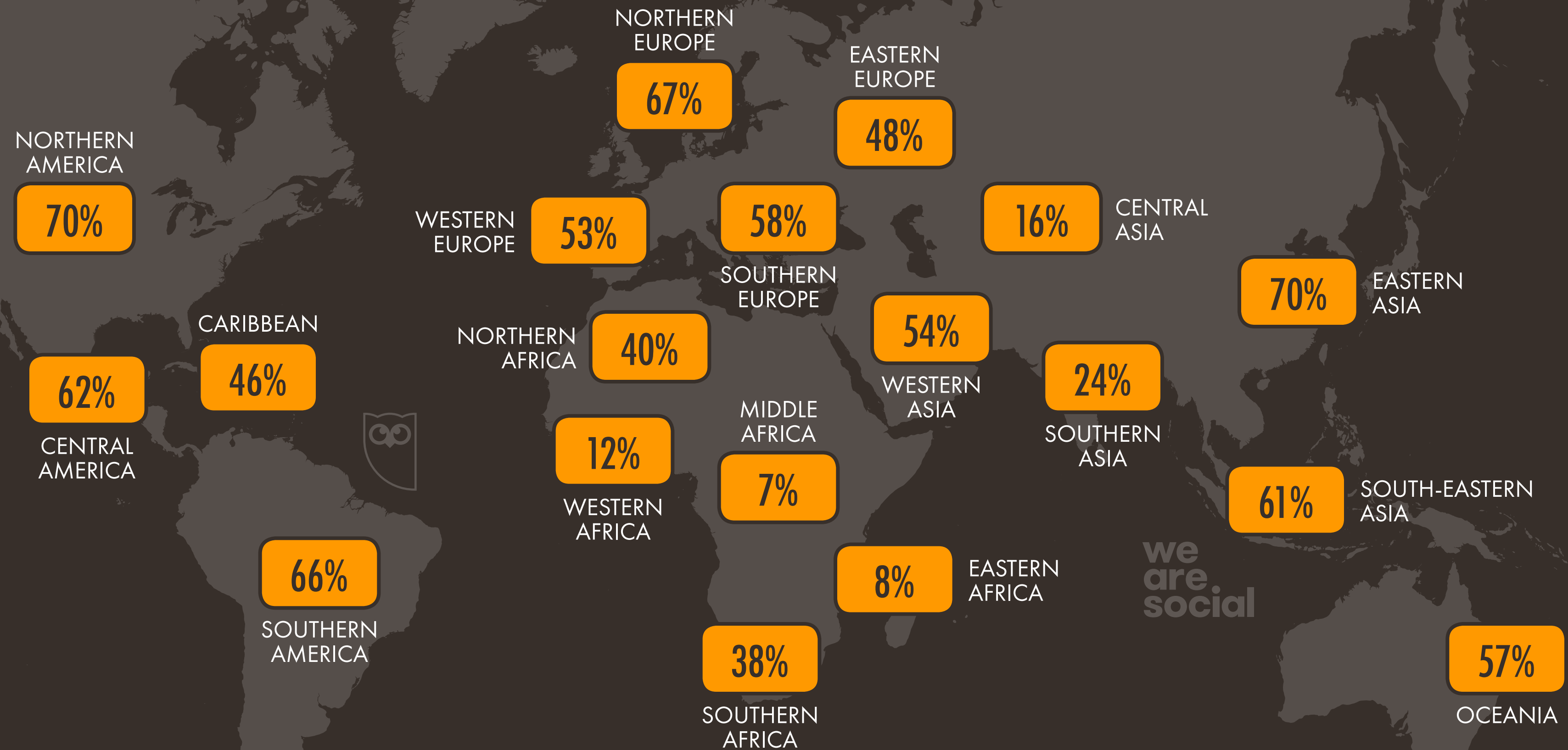




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# SOCIAL MEDIA PENETRATION BY REGION

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE PLATFORMS IN EACH COUNTRY / TERRITORY, COMPARED TO TOTAL POPULATION

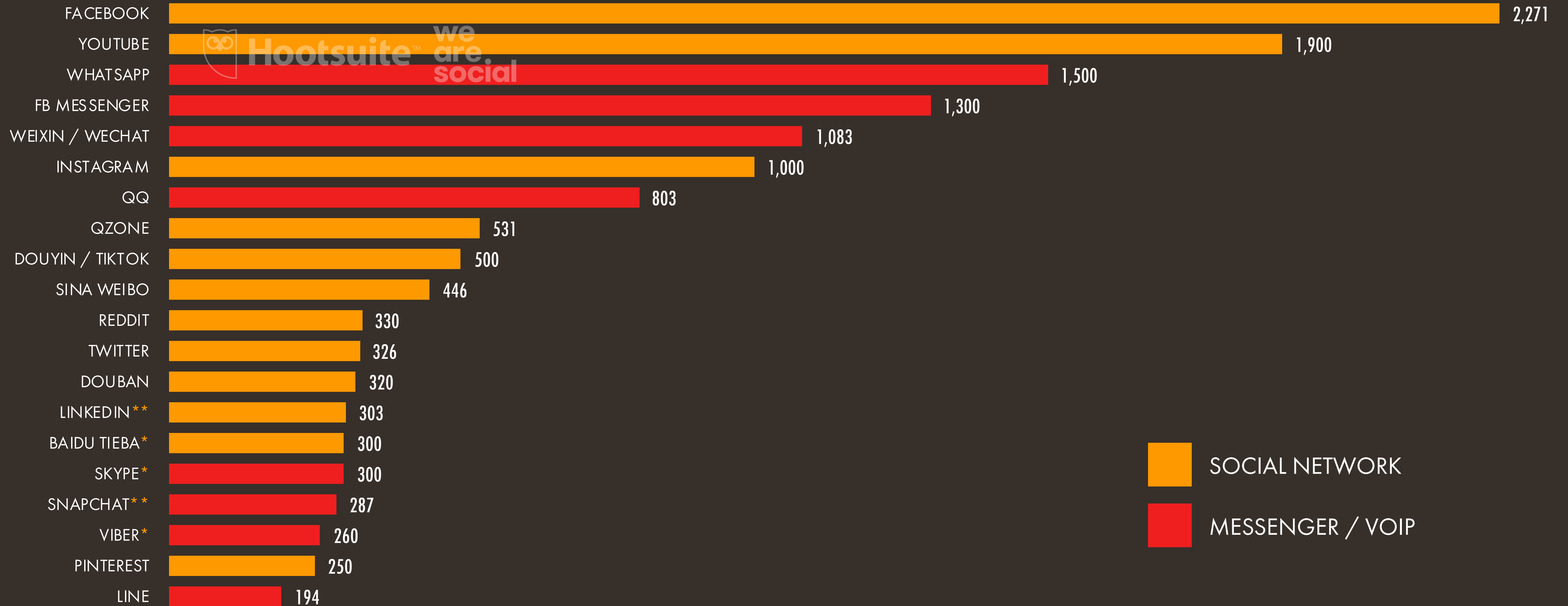


**SOURCES:** LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE BASED ON TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOScheme.

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# SOCIAL PLATFORMS: ACTIVE USER ACCOUNTS

BASED ON MONTHLY ACTIVE USERS, USER ACCOUNTS, OR UNIQUE VISITORS TO EACH PLATFORM, IN MILLIONS

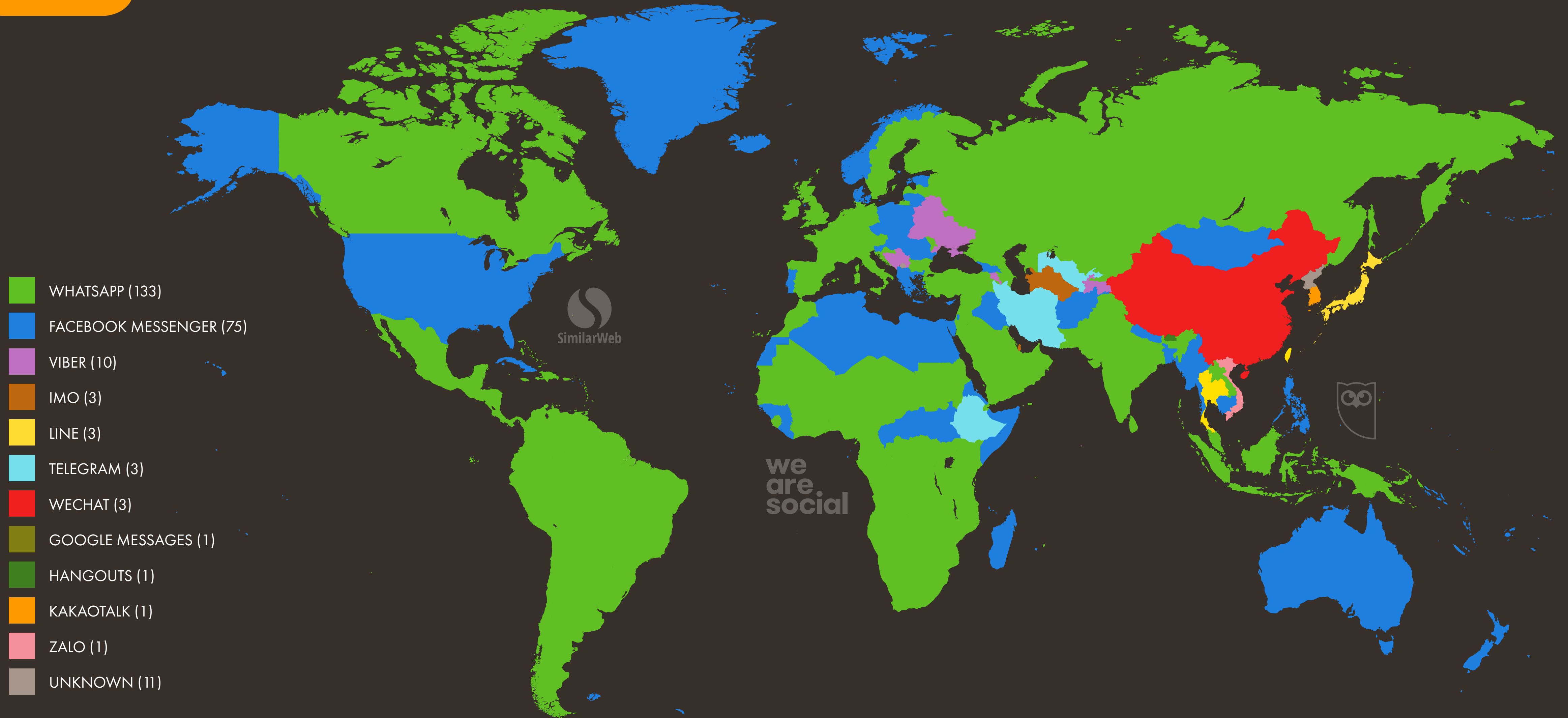


**SOURCES:** KEPIOS ANALYSIS; LATEST COMPANY EARNINGS RELEASES, PRESS RELEASES OR MEDIA STATEMENTS; REPORTS IN REPUTABLE MEDIA (ALL UP TO JAN 2019). **\*ADVISORY:** PLATFORMS IDENTIFIED BY (\*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES MAY BE LESS RELIABLE. **\*\*NOTES:** THESE PLATFORMS DO NOT PUBLISH MAU DATA. LINKEDIN FIGURE IS BASED ON MONTHLY UNIQUE WEBSITE VISITORS IN DEC 2018, VIA SIMILARWEB. SNAPCHAT FIGURE EXTRAPOLATED FROM DATA REPORTED IN TECHCRUNCH (JUN 2017).

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# TOP SOCIAL MESSENGERS AROUND THE WORLD

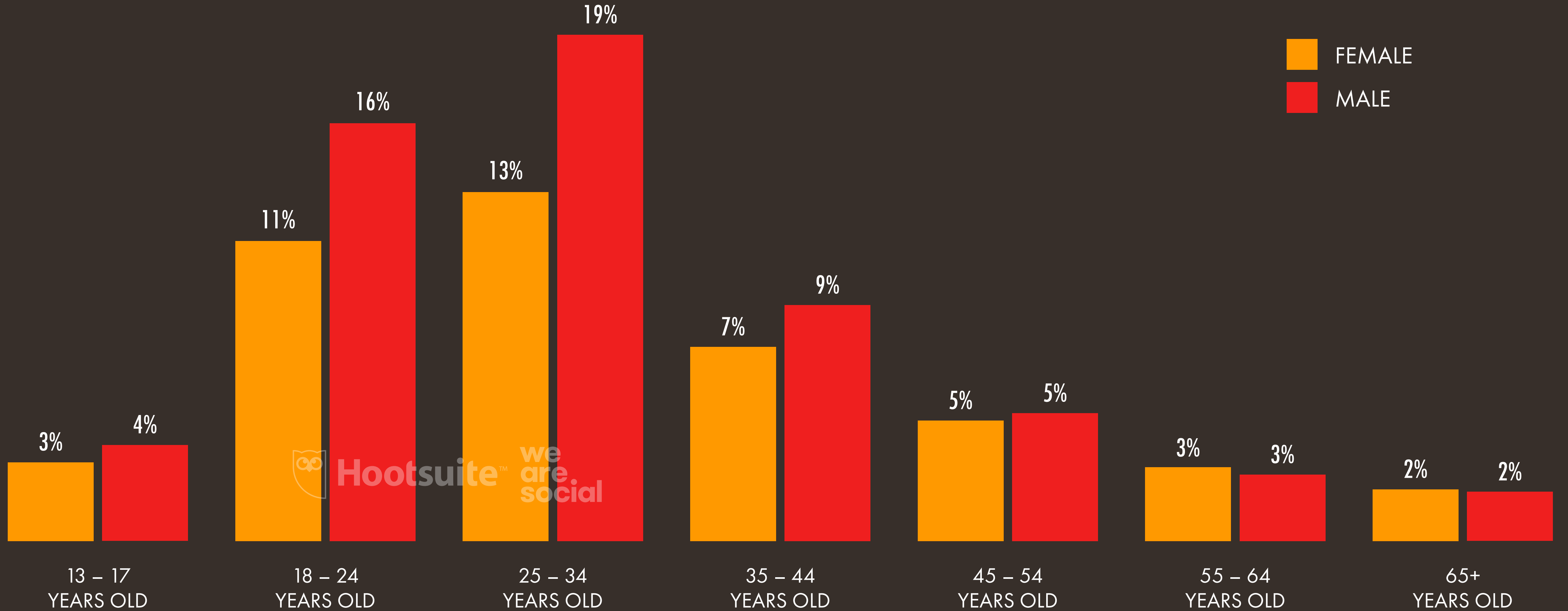
THE MOST POPULAR MESSENGER APP BY COUNTRY / TERRITORY IN DECEMBER 2018



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# SOCIAL MEDIA AUDIENCE PROFILE

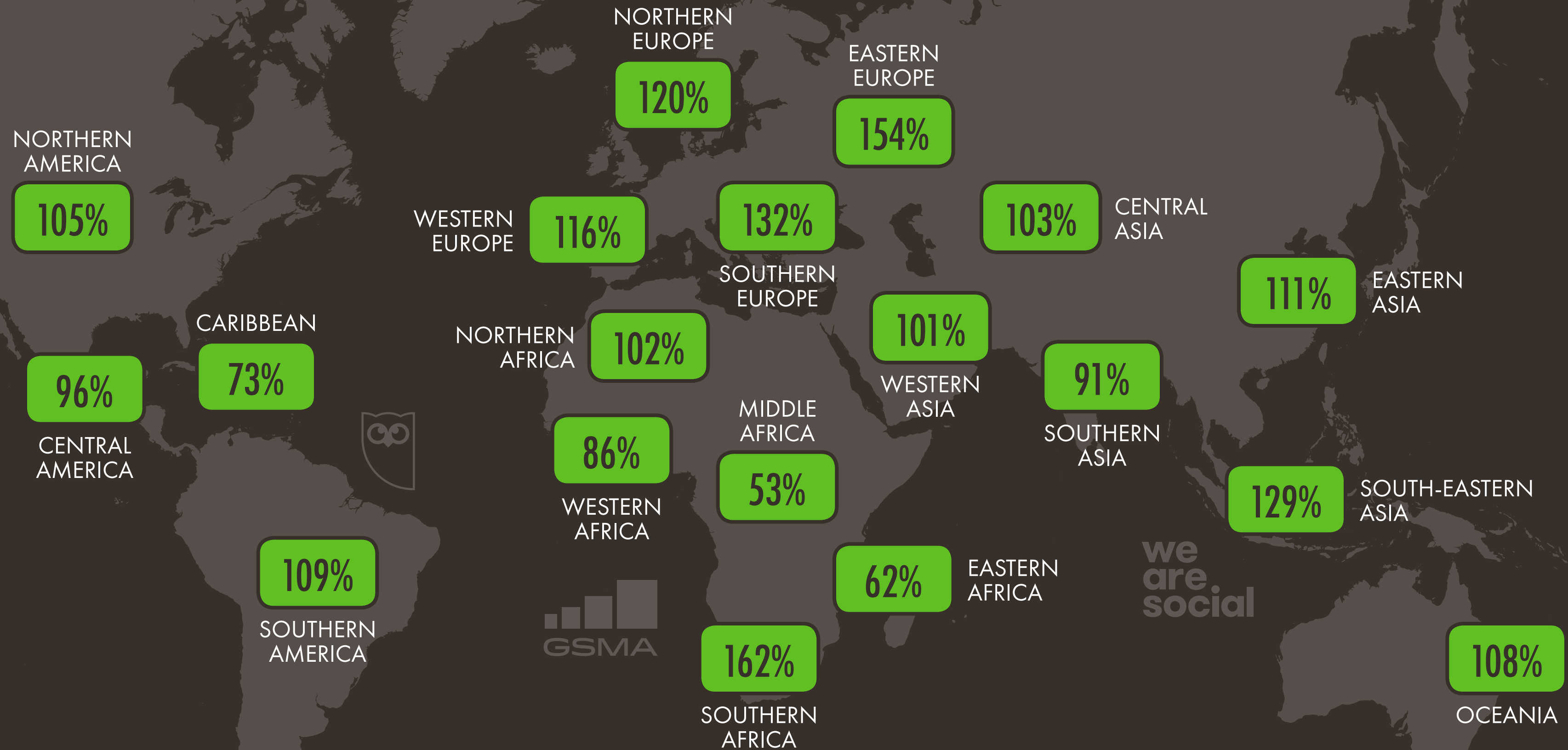
BASED ON THE COMBINED ADVERTISING AUDIENCES OF FACEBOOK, INSTAGRAM, AND FACEBOOK MESSENGER



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# MOBILE CONNECTIVITY BY REGION

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





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



TOTAL  
POPULATION



**82.42**  
MILLION

URBANISATION:

**75%**

MOBILE  
SUBSCRIPTIONS



**123.7**  
MILLION

vs. POPULATION:

**150%**

INTERNET  
USERS



**72.94**  
MILLION

PENETRATION:

**89%**

ACTIVE SOCIAL  
MEDIA USERS



**47.00**  
MILLION

PENETRATION:

**57%**

MOBILE SOCIAL  
MEDIA USERS



**41.00**  
MILLION

PENETRATION:

**50%**



we  
are  
social



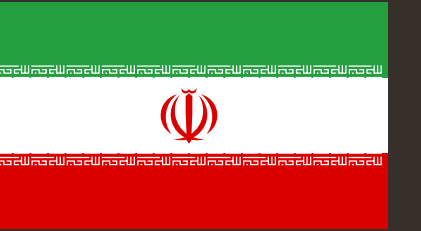
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are  
social



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# ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



TOTAL  
POPULATION



**+1.0%**

JAN 2018 – JAN 2019

**+837 THOUSAND**

MOBILE  
SUBSCRIPTIONS



**+2.4%**

JAN 2018 – JAN 2019

**+3 MILLION**

INTERNET  
USERS



**+29%**

JAN 2018 – JAN 2019

**+16 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+18%**

JAN 2018 – JAN 2019

**+7 MILLION**

MOBILE SOCIAL  
MEDIA USERS



**+2.5%**

JAN 2018 – JAN 2019

**+1 MILLION**



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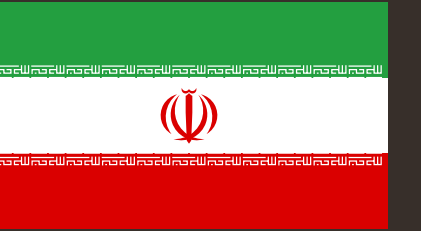
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social



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# OVERVIEW: POPULATION & ECONOMY

ESSENTIAL DEMOGRAPHIC AND ECONOMIC INDICATORS



TOTAL  
POPULATION



**82.42**  
MILLION

FEMALE  
POPULATION



we  
are  
social

**49.7%**

MALE  
POPULATION



**50.3%**

ANNUAL CHANGE  
IN POPULATION SIZE



we  
are  
social

**+1.0%**

MEDIAN  
AGE



**32.4**

URBAN  
POPULATION



we  
are  
social

**75%**

GDP PER CAPITA (PPP)  
(CURRENT INTERNATIONAL \$)\*



**\$20,950**

OVERALL LITERACY  
(ADULTS AGED 15+)



we  
are  
social

**86%**

FEMALE LITERACY  
(ADULTS AGED 15+)



**81%**

MALE LITERACY  
(ADULTS AGED 15+)



**90%**

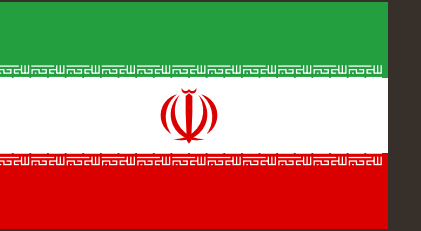


# INTERNET USE

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# INTERNET USE: DEVICE PERSPECTIVE

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



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



we  
are  
social

**72.94**  
MILLION

INTERNET USERS AS  
A PERCENTAGE OF  
TOTAL POPULATION



global  
web  
index

**89%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



we  
are  
social

**63.63**  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE  
OF TOTAL POPULATION



**77%**

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# INTERNET USERS: DIFFERENT PERSPECTIVES

DIFFERENT PERSPECTIVES ON THE NUMBER OF INTERNET USERS, FROM SOME OF THE WORLD'S MOST COMPREHENSIVE STUDIES



INTERNET  
WORLD STATS



**56.70**  
MILLION

ITU (INTERNATIONAL  
TELECOMMUNICATION UNION)



**49.79**  
MILLION

WORLD  
BANK



**49.79**  
MILLION

CIA WORLD  
FACTBOOK



**36.07**  
MILLION

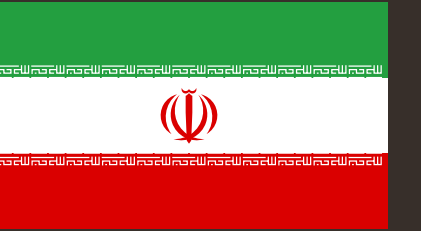
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# INTERNET CONNECTION SPEEDS

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



AVERAGE SPEED OF  
MOBILE INTERNET  
CONNECTIONS



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



AVERAGE SPEED OF  
FIXED INTERNET  
CONNECTIONS



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



**30.58**  
MBPS

**+75%**

**12.82**  
MBPS

**+36%**

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# ALEXA'S TOP WEBSITES

RANKING OF WEBSITES BY THE NUMBER OF VISITORS AND TOTAL PAGE VIEWS



#	WEBSITE	TIME / DAY	PAGES / VISIT	#	WEBSITE	TIME / DAY	PAGES / VISIT
01	GOOGLE.COM	07M 42S	9.54	11	YAHOO.COM	04M 01S	3.60
02	APARAT.COM	07M 25S	4.21	12	BEYTOOTE.COM	01M 59S	1.93
03	DIGIKALA.COM	10M 26S	8.97	13	NAMASHA.COM	10M 02S	4.34
04	NAMNAK.COM	03M 33S	2.97	14	NINISITE.COM	09M 23S	7.51
05	VARZESH3.COM	07M 55S	5.72	15	TARAFDARI.COM	04M 00S	3.45
06	INSTAGRAM.COM	05M 47S	3.86	16	BANKMELLAT.IR	09M 36S	5.51
07	WIKIPEDIA.ORG	04M 15S	3.15	17	TEBYAN.NET	04M 18S	4.30
08	SHAPARAK.IR	01M 57S	1.90	18	SETARE.COM	01M 29S	1.43
09	TELEWEBION.COM	10M 53S	7.11	19	STACKOVERFLOW.COM	05M 23S	3.53
10	DIVAR.IR	11M 53S	11.04	20	ASRIRAN.COM	02M 55S	2.30

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# TOP GOOGLE SEARCH QUERIES IN 2018

BASED ON SEARCHES THROUGHOUT 2018



#	SEARCH QUERY	INDEX	#	SEARCH QUERY	INDEX
01	دانلود	100	11	اینستاگرام	8
02	فیلم	48	12	گل	8
03	عکس	39	13	قیمت طلا	8
04	بازی	19	14	دلار	7
05	دانلود فیلم	17	15	ورزش 3	7
06	طلا	12	16	خبر	7
07	تلگرام	11	17	فال	6
08	دیوار	10	18	ورزش	6
09	GOOGLE	9	19	بازار	6
10	اخبار	9	20	TRANSLATE	6

**SOURCE:** GOOGLE TRENDS (ACCESSED JANUARY 2019); KEPIOS ANALYSIS. **NOTES:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE 'INDEX' COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY). YEAR-ON-YEAR CHANGE FIGURES COMPARE INDEX VALUES FOR EACH QUERY IN DECEMBER 2018 TO DECEMBER 2017.



# SOCIAL MEDIA USE



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# SOCIAL MEDIA OVERVIEW

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE SOCIAL MEDIA PLATFORMS



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**47.00**  
MILLION

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**57%**

TOTAL NUMBER OF ACTIVE  
SOCIAL USERS ACCESSING  
VIA MOBILE DEVICES



**41.00**  
MILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**50%**

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# TOP YOUTUBE SEARCH QUERIES IN 2018

BASED ON SEARCHES ON THE YOUTUBE PLATFORM THROUGHOUT 2018



#	SEARCH QUERY	INDEX
01	فیلم	100
02	رقص	19
03	آهنگ	16
04	آهنگ	15
05	ایران	15
06	فیلم ایرانی	13
07	فیلم سینمایی	12
08	هنده	11
09	فیلم دو بله فارسی	8
10	شهرزاد	8

#	SEARCH QUERY	INDEX
11	بازی	7
12	سوپر	6
13	کلیپ	6
14	فیلم هنده	6
15	MUSIC	5
16	شاد	5
17	عکس	5
18	FILM	5
19	گلشیفته	5
20	SEXY	5



# MOBILE USE

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2019

# MOBILE CONNECTIONS BY TYPE

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



TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



**123.7**  
MILLION

we  
are  
social

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**150%**

GSMA

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



**74%**

GSMA

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



**26%**

GSMA

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

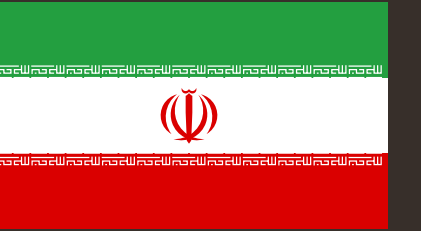


**59%**

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# MOBILE CONNECTIVITY INDEX

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



OVERALL COUNTRY  
INDEX SCORE



**59.43**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

MOBILE NETWORK  
INFRASTRUCTURE



**43.15**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AFFORDABILITY OF  
DEVICES & SERVICES



**81.61**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

CONSUMER  
READINESS



**71.67**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT  
CONTENT & SERVICES



**49.44**

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100





# E-COMMERCE INDICATORS

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# FINANCIAL INCLUSION FACTORS

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



HAS AN ACCOUNT WITH  
A FINANCIAL INSTITUTION



we  
are  
social

94%

HAS A  
CREDIT CARD



9.1%

HAS A MOBILE  
MONEY ACCOUNT



we  
are  
social

26%

MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



46%

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



8.1%

PERCENTAGE OF MEN  
WITH A CREDIT CARD



we  
are  
social

10%

PERCENTAGE OF WOMEN  
MAKING ONLINE TRANSACTIONS



41%

PERCENTAGE OF MEN  
MAKING ONLINE TRANSACTIONS



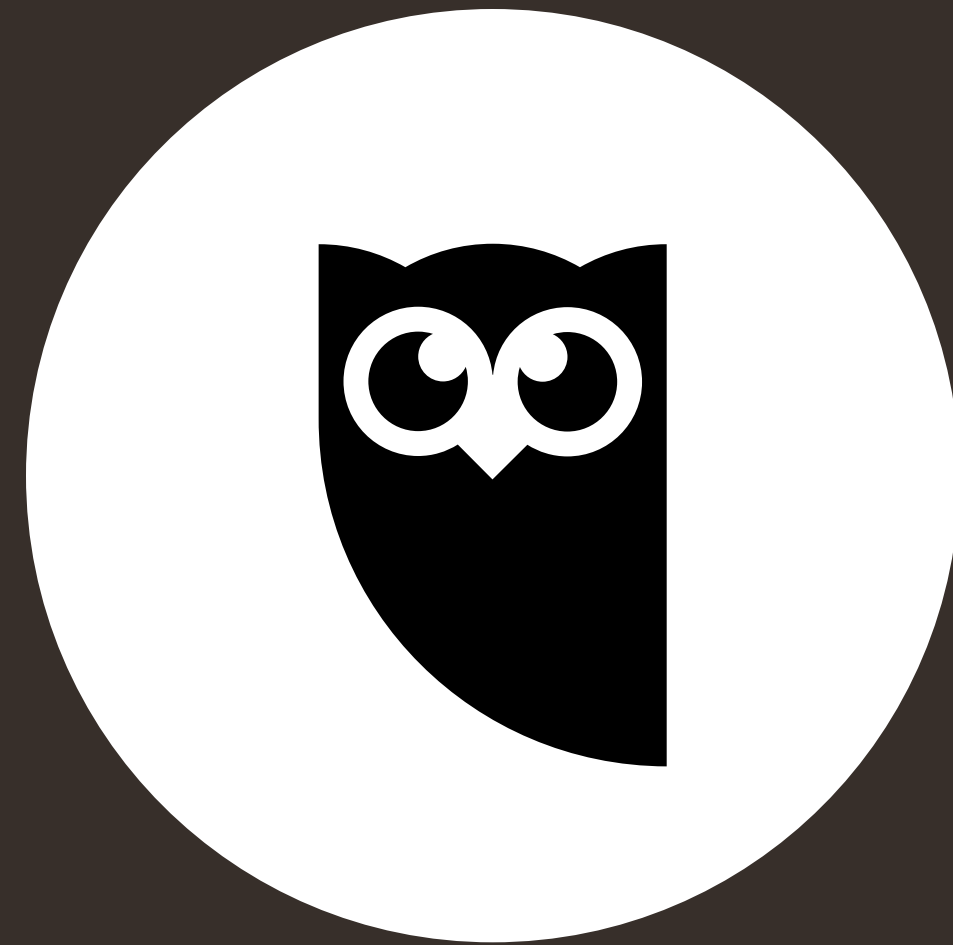
52%



**MORE INFORMATION**



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THE FULL COLLECTION OF DIGITAL 2019 REPORTS,  
AND ACCESS ADDITIONAL CONTENT, INSIGHTS AND  
RESOURCES FROM HOOTSUITE AND WE ARE SOCIAL:



**HOOTSUITE**



**WE ARE SOCIAL**

# SPECIAL THANKS: GSMA INTELLIGENCE

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

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

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

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



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**WEB  
INTELLIGENCE**



**APP  
INTELLIGENCE**



**GLOBAL  
COVERAGE**



**GRANULAR  
ANALYSIS**

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

# NOTES ON DATA SOURCES

**POPULATION & DEMOGRAPHICS:** United Nations World Population Prospects, 2017 Revision; US Census Bureau (accessed January 2019); United Nations World Urbanization Prospects, 2018 Revision.

**LITERACY RATES:** UNESCO Institute for Statistics; UNICEF Data; World Bank DataBank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook; Phrasebase (all accessed January 2019).

**GDP & FINANCIAL INCLUSION DATA:** World Bank DataBank; IMF Data; CIA World Factbook (all accessed January 2019).

**DEVICE USAGE:** Google Consumer Barometer (accessed January 2018). Note that data has not been updated in the past 12 months.

**INTERNET USERS:** InternetWorldStats; ITU Statistics; World Bank DataBank; CIA World Factbook; Eurostat Data Explorer; Facebook's self-serve advertising tools; Tchrasa; MidEastMedia.org; local government authorities and telecom regulatory bodies; reports in reputable media (all accessed January 2019). **Mobile Internet share** based on data from GlobalWebIndex (Q2 & Q3 2018)\*, and extrapolations of data

reported in Facebook's self-serve advertising tools. **Internet connection speed** data from Ookla Speedtest (December 2018). **Time spent** on the internet from GlobalWebIndex (Q2 & Q3 2018)\*. **World's top websites** from SimilarWeb (December 2018) and Alexa (30 days to 16 January 2019). **Google search** insights from Google Trends (data for full year 2018). Data on use of **voice search** and **ad blockers** from GlobalWebIndex (Q2 & Q3 2018)\*. **Privacy concern** insights from Statista Global Consumer Survey 2018. **Content streaming** insights from GlobalWebIndex (Q2 & Q3 2018)\*. **Internet use frequency** data from Google Consumer Barometer (accessed January 2018).

**SOCIAL MEDIA USERS:** Company earnings announcements; press releases; remarks by senior platform executives at public events; statements on company websites; reports in reputable media. **Top messenger platforms** from SimilarWeb (December 2018).

**SOCIAL MEDIA ADVERTISING AUDIENCES:** data extracted from each platform's self-serve advertising tools (January 2019 and October 2018). Many data points involve further extrapolations of this data.

**SOCIAL MEDIA BEHAVIOURS:** Time spent on social media from GlobalWebIndex (Q2 & Q3 2018)\*. **Facebook reach and engagement** data from Locowise (Q4 2018).

**MOBILE USERS & CONNECTIONS:** GSMA Intelligence (January 2019); Ericsson Mobility Report (November 2018); Ericsson Mobility Calculator and Visualizer tools (accessed January 2019);

**MOBILE APPS:** App Annie (January 2019); SimilarWeb (January 2019).

**E-COMMERCE USERS & SPEND:** Statista Digital Market Outlook (e-Commerce, e-Travel, and digital media industry reports) (accessed January 2019). GlobalWebIndex (Q2 & Q3 2018)\*; Worldpay Global Payments Report (November 2018).

**\* METHODOLOGY NOTE:** GlobalWebIndex conducts a quarterly survey of a panel of 22 million internet users across 45 countries around the world, representing 90% of the world's total internet users. For full details of the company's methodology, please visit <http://www.globalwebindex.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 treatment methodologies used by these organisations, and the different sample periods during which data were collected, there may be significant differences in the reported metrics for similar data points throughout this report. In particular, data collected via surveys often vary from one report to another, even if those data were collected by the same organisation using the same approach in each wave.

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

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

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

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

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

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