



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



SIMON KEMP
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



we
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7.476
BILLION

URBANISATION:
54%

INTERNET
USERS



3.773
BILLION

PENETRATION:
50%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.789
BILLION

PENETRATION:
37%

UNIQUE
MOBILE USERS



4.917
BILLION

PENETRATION:
66%

ACTIVE MOBILE
SOCIAL USERS



2.549
BILLION

PENETRATION:
34%



JAN
2017

ANNUAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET
USERS



we
are
social

+10%

SINCE JAN 2016

+354 MILLION

ACTIVE SOCIAL
MEDIA USERS



+21%

SINCE JAN 2016

+482 MILLION

UNIQUE
MOBILE USERS



we
are
social

+5%

SINCE FEB 2016

+222 MILLION

ACTIVE MOBILE
SOCIAL USERS



+30%

SINCE JAN 2016

+581 MILLION



JAN
2017

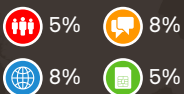
DIGITAL USER DISTRIBUTION BY REGION

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

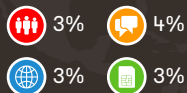
we
are
social

we
are
social

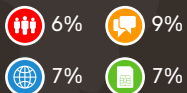
NORTH AMERICA



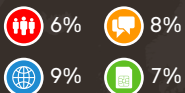
CENTRAL AMERICA



SOUTH AMERICA



WEST EUROPE



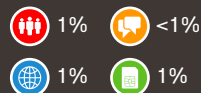
EAST EUROPE



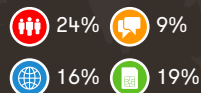
MIDDLE EAST



CENTRAL ASIA



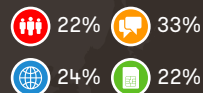
SOUTH ASIA



AFRICA



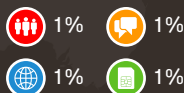
EAST ASIA



SOUTHEAST ASIA



OCEANIA



TOTAL POPULATION

INTERNET USERS

ACTIVE SOCIAL MEDIA ACCOUNTS

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



we
are
social

1,231
MILLION

URBANISATION:

41%

INTERNET
USERS



362
MILLION

PENETRATION:

29%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

170
MILLION

PENETRATION:

14%

MOBILE
SUBSCRIPTIONS



995
MILLION

vs. POPULATION:

81%

ACTIVE MOBILE
SOCIAL USERS



150
MILLION

PENETRATION:

12%



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ANNUAL GROWTH IN AFRICA

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET
USERS



+4%

SINCE JAN 2016

+13 MILLION

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+32%

SINCE JAN 2016

+42 MILLION

MOBILE
SUBSCRIPTIONS



+1%

SINCE JAN 2016

+9 MILLION

ACTIVE MOBILE
SOCIAL USERS



+47%

SINCE JAN 2016

+48 MILLION



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DIGITAL IN THE AMERICAS

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

TOTAL
POPULATION



we
are
social

1,006
MILLION

URBANISATION:

81%

INTERNET
USERS



718
MILLION

PENETRATION:

71%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

599
MILLION

PENETRATION:

60%

MOBILE
SUBSCRIPTIONS



1,069
MILLION

vs. POPULATION:

106%

ACTIVE MOBILE
SOCIAL USERS



535
MILLION

PENETRATION:

53%



JAN
2017

ANNUAL GROWTH IN THE AMERICAS

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET
USERS



+8%

SINCE JAN 2016

+53 MILLION

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+17%

SINCE JAN 2016

+88 MILLION

MOBILE
SUBSCRIPTIONS



-0.3%

SINCE JAN 2016

-3 MILLION

ACTIVE MOBILE
SOCIAL USERS



+22%

SINCE JAN 2016

+98 MILLION



JAN
2017

DIGITAL IN ASIA-PACIFIC

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

TOTAL
POPULATION



4.153
BILLION

URBANISATION:

47%

INTERNET
USERS



we
are
social

1.909
BILLION

PENETRATION:

46%

ACTIVE SOCIAL
MEDIA USERS



1.514
BILLION

PENETRATION:

36%

MOBILE
SUBSCRIPTIONS



we
are
social

3.999
BILLION

vs. POPULATION:

96%

ACTIVE MOBILE
SOCIAL USERS



1.441
BILLION

PENETRATION:

35%



JAN
2017

ANNUAL GROWTH IN ASIA-PACIFIC

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET
USERS



+15%

SINCE JAN 2016

+247 MILLION

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+25%

SINCE JAN 2016

+303 MILLION

MOBILE
SUBSCRIPTIONS



+4%

SINCE JAN 2016

+140 MILLION

ACTIVE MOBILE
SOCIAL USERS



+35%

SINCE JAN 2016

+375 MILLION



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DIGITAL IN EUROPE

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

TOTAL
POPULATION



we
are
social

839
MILLION

URBANISATION:

73%

INTERNET
USERS



637
MILLION

PENETRATION:

76%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

412
MILLION

PENETRATION:

49%

MOBILE
SUBSCRIPTIONS



1,101
MILLION

vs. POPULATION:

131%

ACTIVE MOBILE
SOCIAL USERS



340
MILLION

PENETRATION:

40%



JAN
2017

ANNUAL GROWTH IN EUROPE

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET
USERS



+3%

SINCE JAN 2016

+21 MILLION

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+5%

SINCE JAN 2016

+20 MILLION

MOBILE
SUBSCRIPTIONS



-0.1%

SINCE JAN 2016

-1 MILLION

ACTIVE MOBILE
SOCIAL USERS



+11%

SINCE JAN 2016

+35 MILLION



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DIGITAL IN THE MIDDLE EAST

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

TOTAL
POPULATION



we
are
social

246
MILLION

URBANISATION:

68%

INTERNET
USERS



147
MILLION

PENETRATION:

60%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

93
MILLION

PENETRATION:

38%

MOBILE
SUBSCRIPTIONS



312
MILLION

vs. POPULATION:

127%

ACTIVE MOBILE
SOCIAL USERS



83
MILLION

PENETRATION:

34%



JAN
2017

ANNUAL GROWTH IN THE MIDDLE EAST

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET
USERS



+15%

SINCE JAN 2016

+19 MILLION

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+47%

SINCE JAN 2016

+30 MILLION

MOBILE
SUBSCRIPTIONS



+5%

SINCE JAN 2016

+15 MILLION

ACTIVE MOBILE
SOCIAL USERS



+44%

SINCE JAN 2016

+25 MILLION





GLOBAL POPULATION OVERVIEW

JAN
2017

GLOBAL POPULATION BY AGE GROUPS

THE WORLD'S POPULATION BROKEN DOWN INTO VARIOUS AGE GROUPS

TOTAL GLOBAL
POPULATION



7.476
BILLION

ANNUAL GROWTH RATE:

+1.1%

GLOBAL POPULATION
AGED 0-12 YEARS



1.655
BILLION

PERCENTAGE OF TOTAL:

22%

GLOBAL POPULATION
AGED 0-15 YEARS



2.017
BILLION

PERCENTAGE OF TOTAL:

27%

GLOBAL POPULATION
AGED 16-64 YEARS



4.803
BILLION

PERCENTAGE OF TOTAL:

64%

GLOBAL POPULATION
AGED 65+ YEARS



0.657
BILLION

PERCENTAGE OF TOTAL:

9%

we
are
social



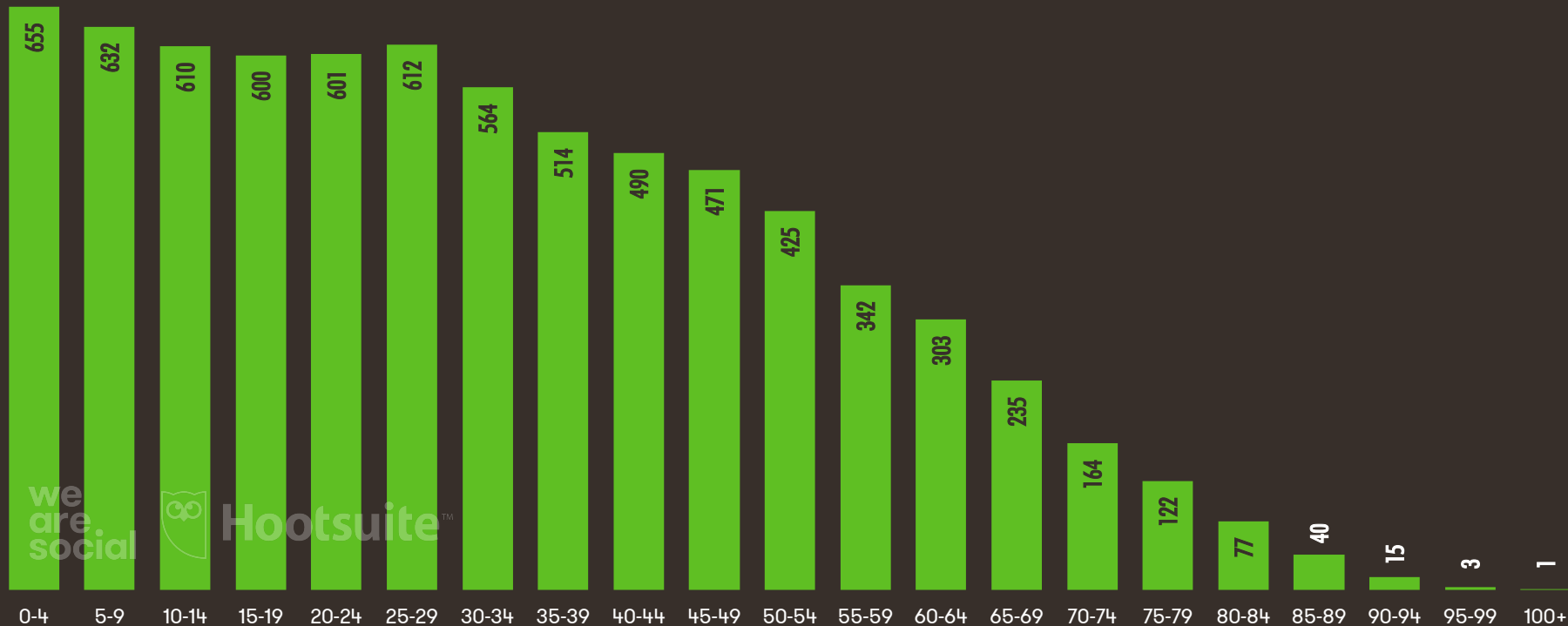
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are
social



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DISTRIBUTION OF GLOBAL POPULATION BY AGE

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





GLOBAL INTERNET USE

JAN
2017

GLOBAL INTERNET USE AND PENETRATION

INTERNET AND MOBILE INTERNET USER NUMBERS COMPARED TO POPULATION

TOTAL NUMBER
OF ACTIVE
INTERNET USERS



3.773
BILLION

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

50%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



3.448
BILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



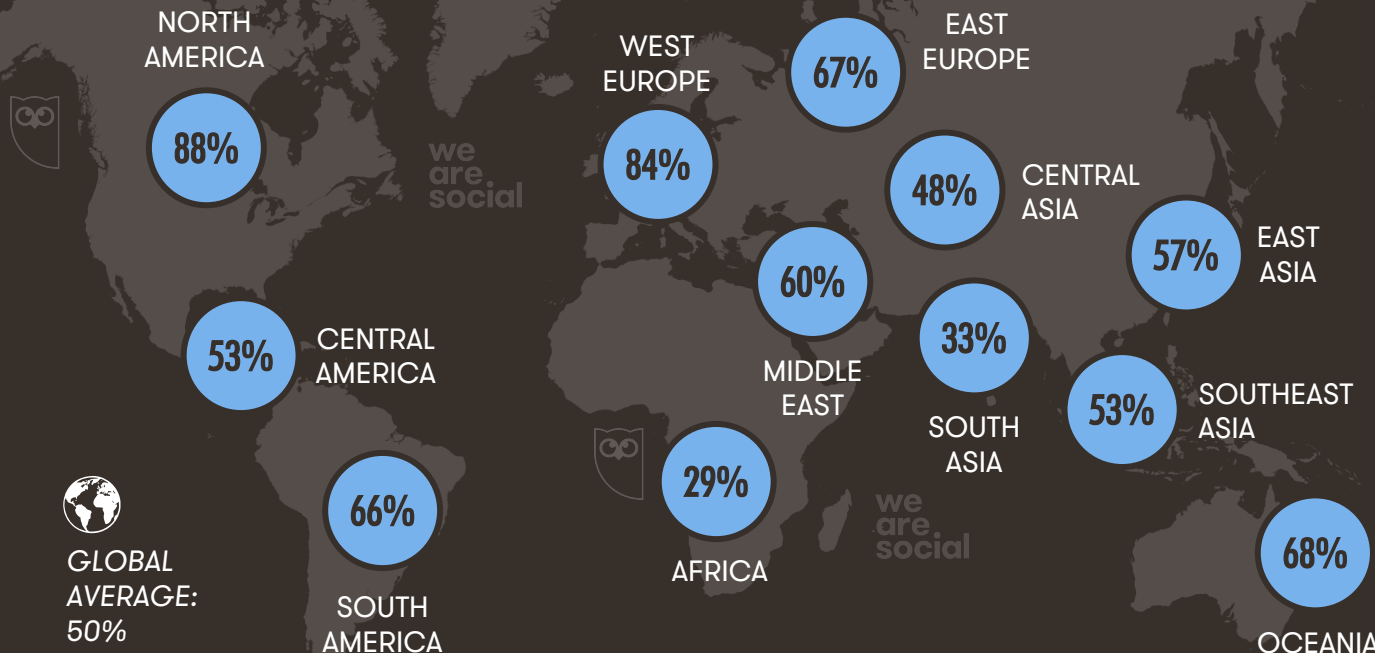
46%



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INTERNET PENETRATION BY REGION

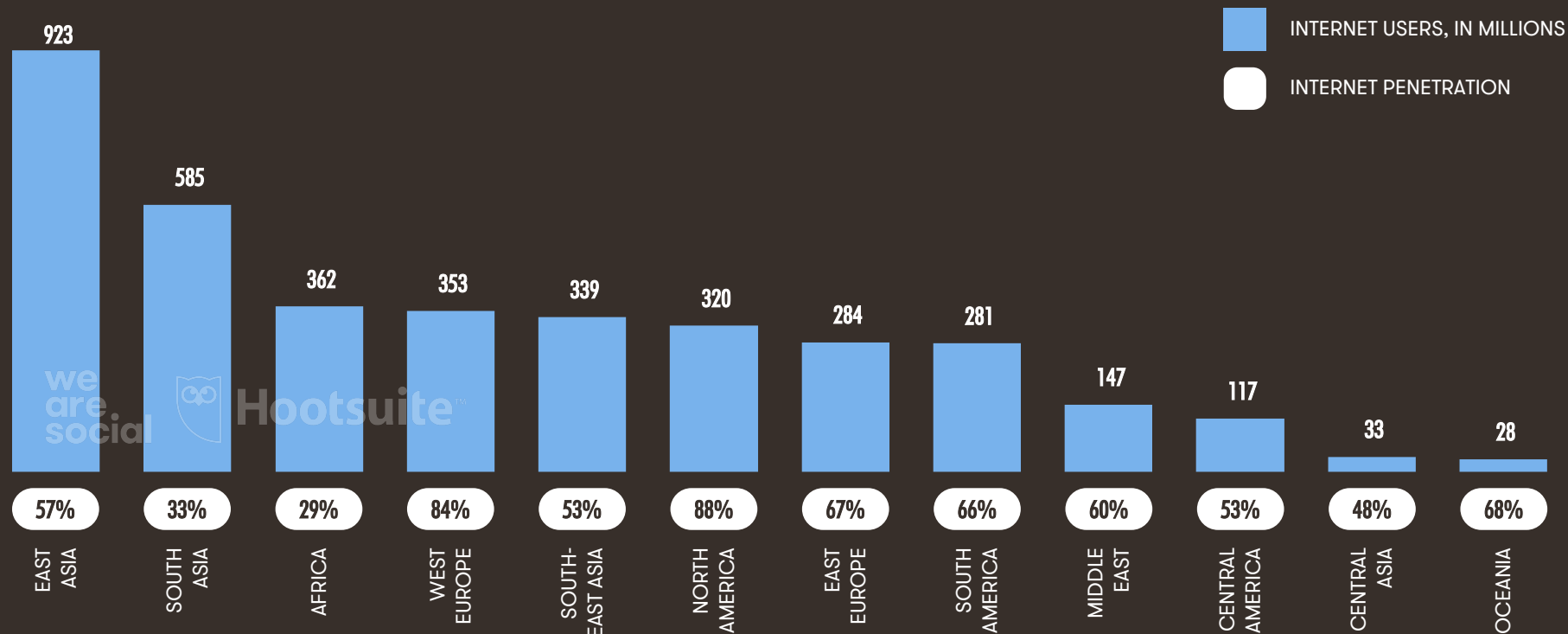
REGIONAL PENETRATION FIGURES, COMPARING INTERNET USERS TO TOTAL POPULATION



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INTERNET USE: REGIONAL OVERVIEW

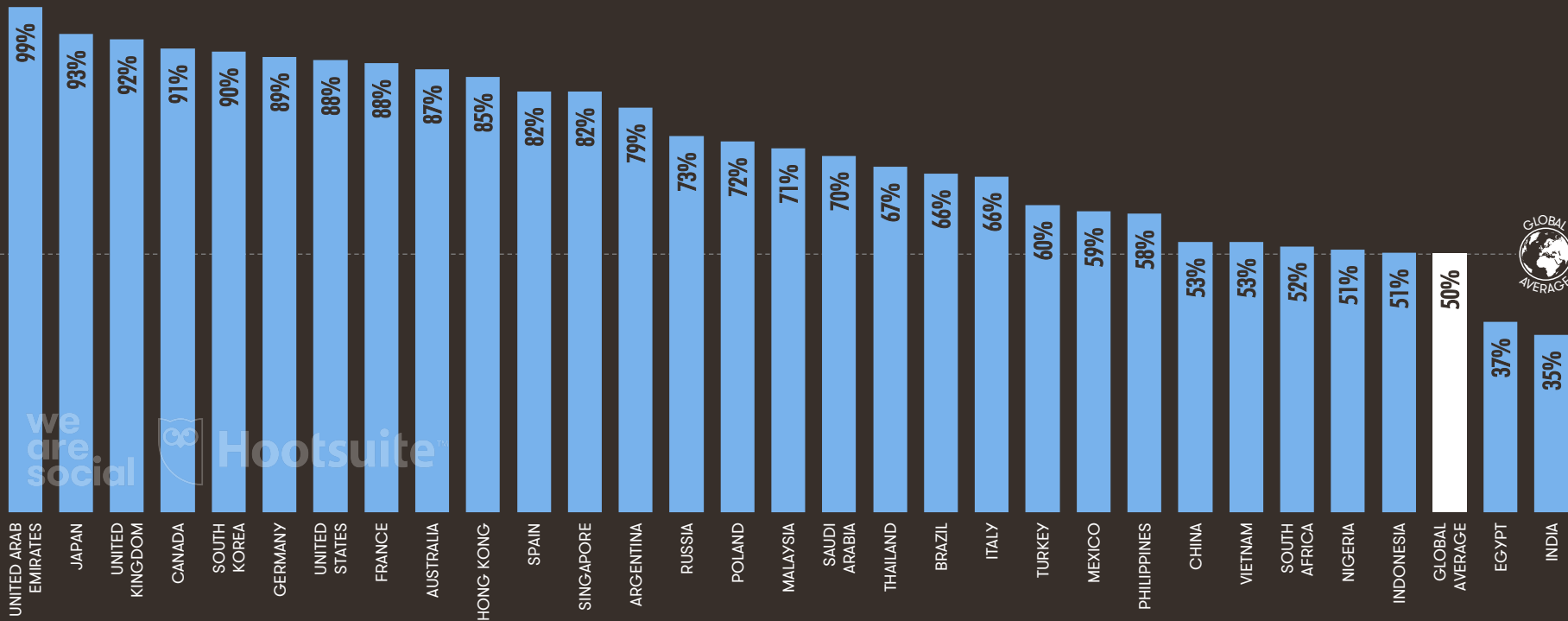
INTERNET USERS (IN MILLIONS), AND INTERNET PENETRATION, BY REGION



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INTERNET PENETRATION BY COUNTRY

NATIONAL INTERNET PENETRATION FIGURES



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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

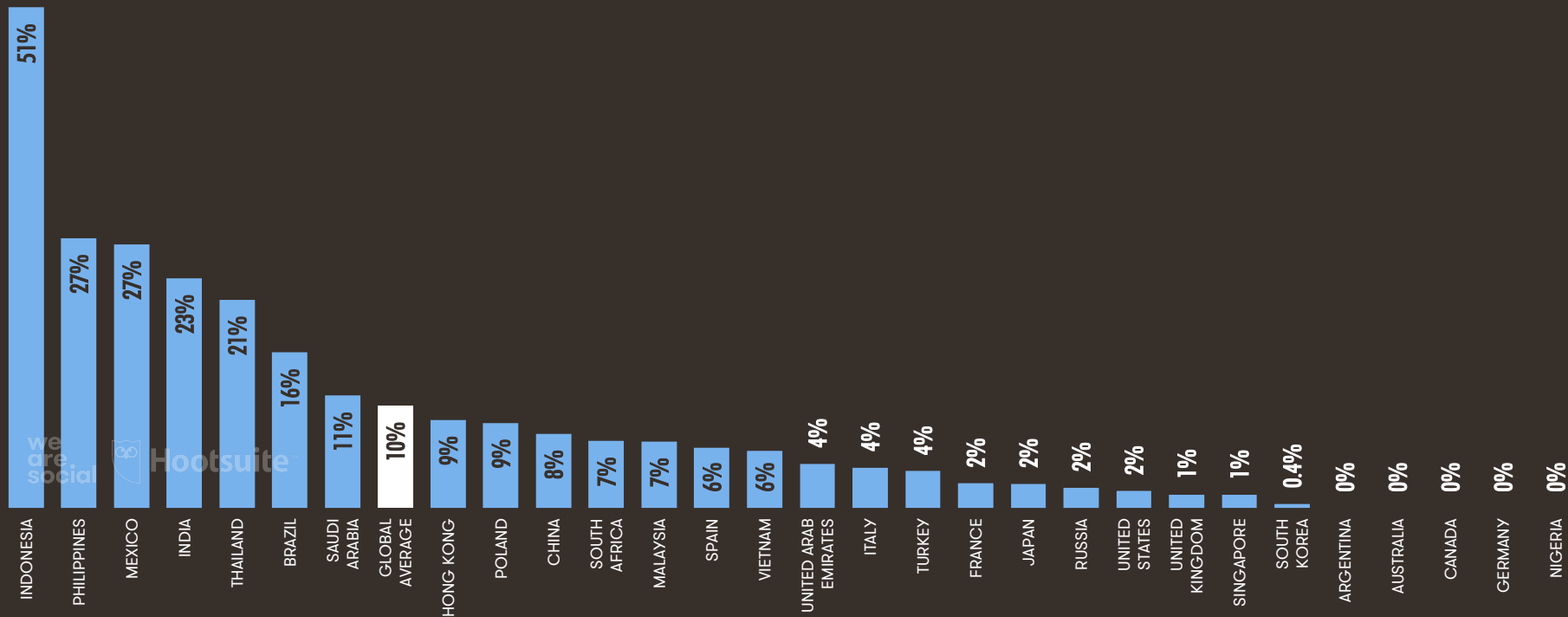
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social



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GROWTH IN INTERNET USERS

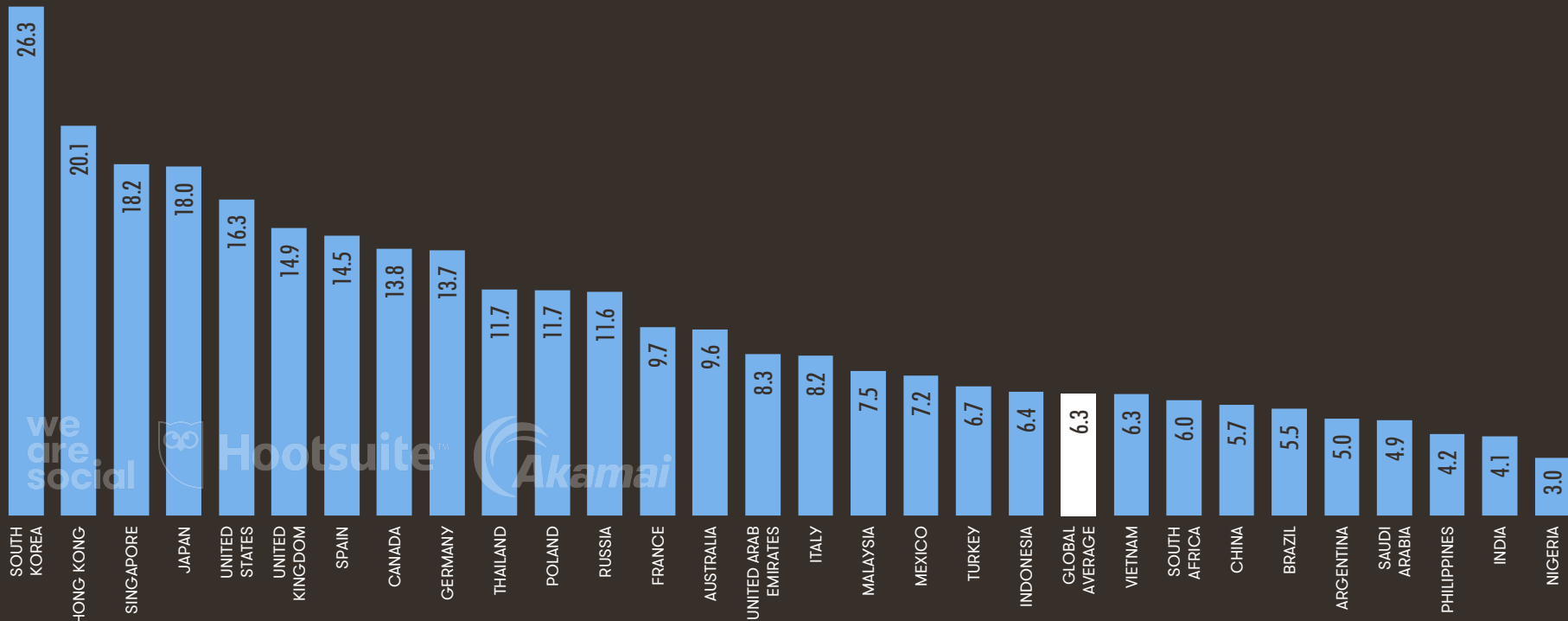
YEAR-ON-YEAR CHANGE IN THE NUMBER OF INTERNET USERS IN EACH COUNTRY vs. JANUARY 2016



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AVERAGE FIXED INTERNET CONNECTION SPEEDS

AVERAGE SPEED OF FIXED INTERNET CONNECTIONS BY COUNTRY, IN MBPS

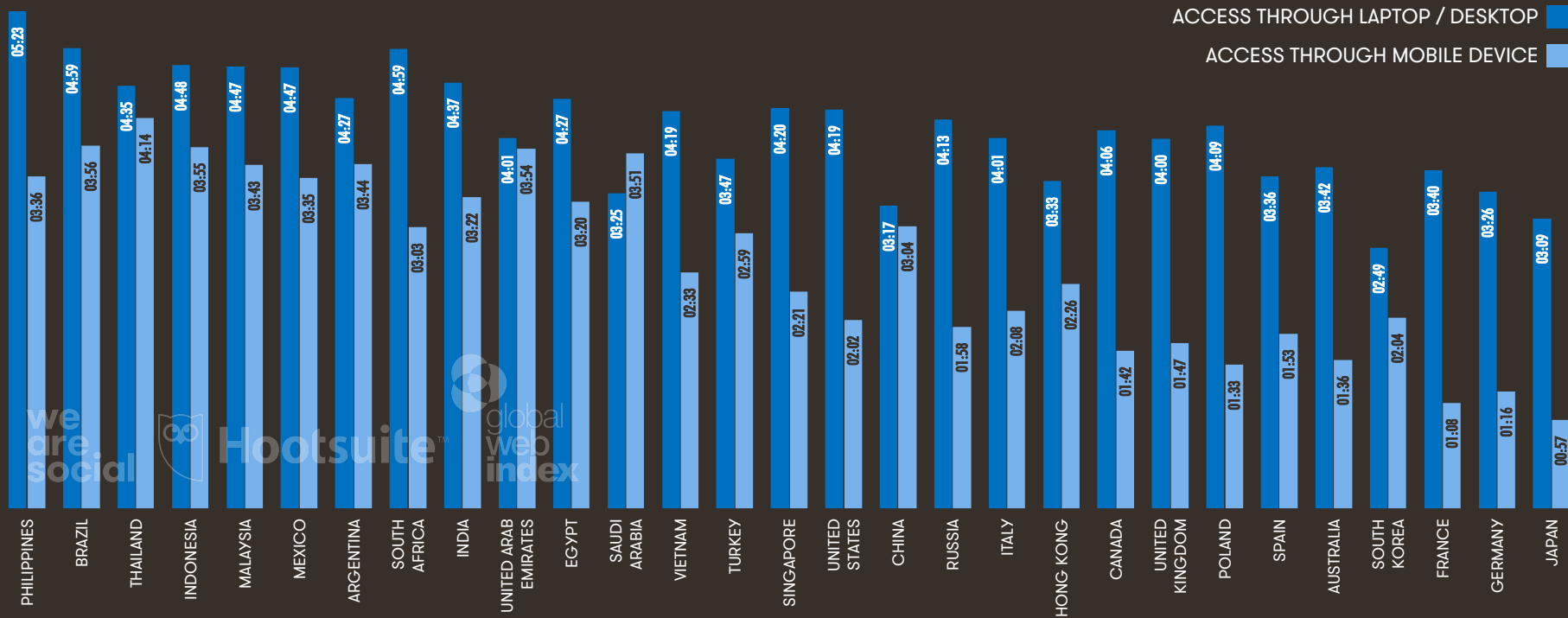


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2017

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



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2017

SHARE OF WEB TRAFFIC BY DEVICE

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

LAPTOPS &
DESKTOPS



45%

YEAR-ON-YEAR CHANGE:

-20%

MOBILE
PHONES



50%

YEAR-ON-YEAR CHANGE:

+30%

TABLET
DEVICES



5%

YEAR-ON-YEAR CHANGE:

-5%

OTHER
DEVICES



0.12%

YEAR-ON-YEAR CHANGE:

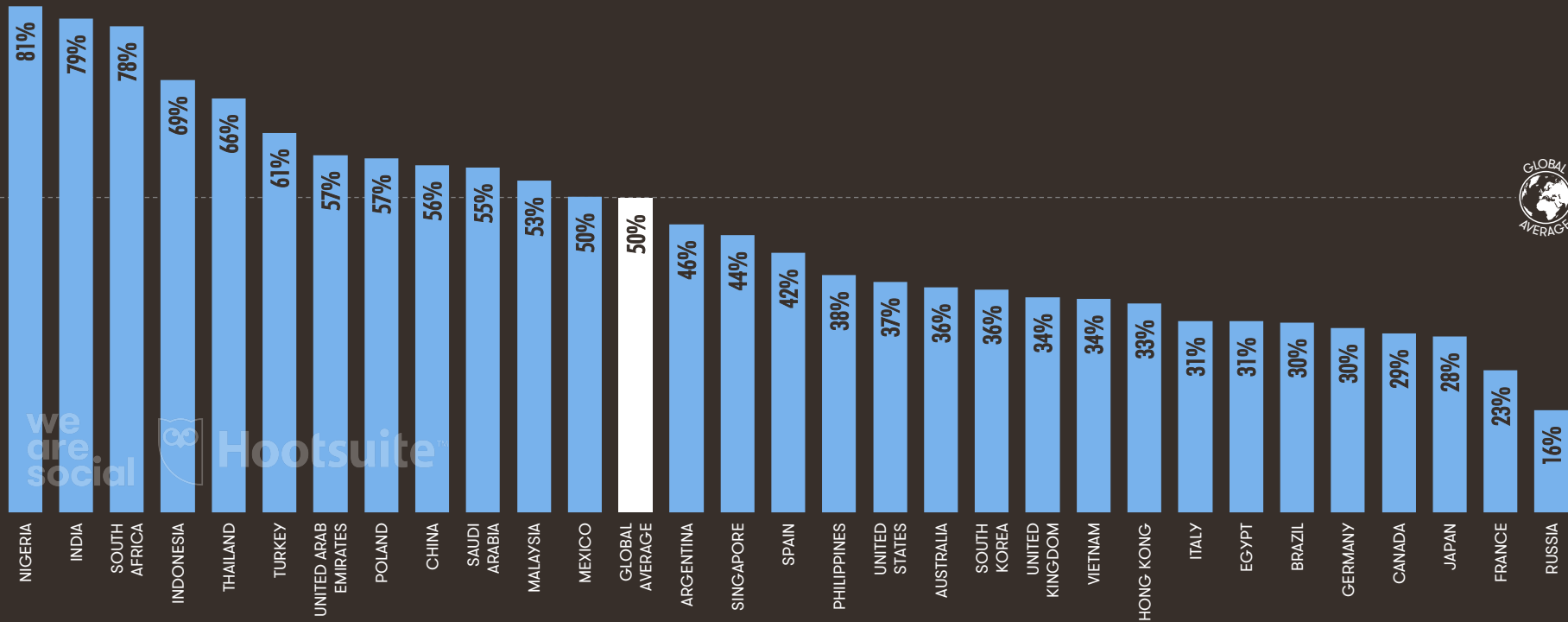
+33%



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2017

MOBILE'S SHARE OF WEB TRAFFIC

PERCENTAGE OF TOTAL WEB PAGES SERVED TO MOBILE PHONES



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%

we
are
social



we
are
social



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SOCIAL MEDIA PENETRATION BY REGION

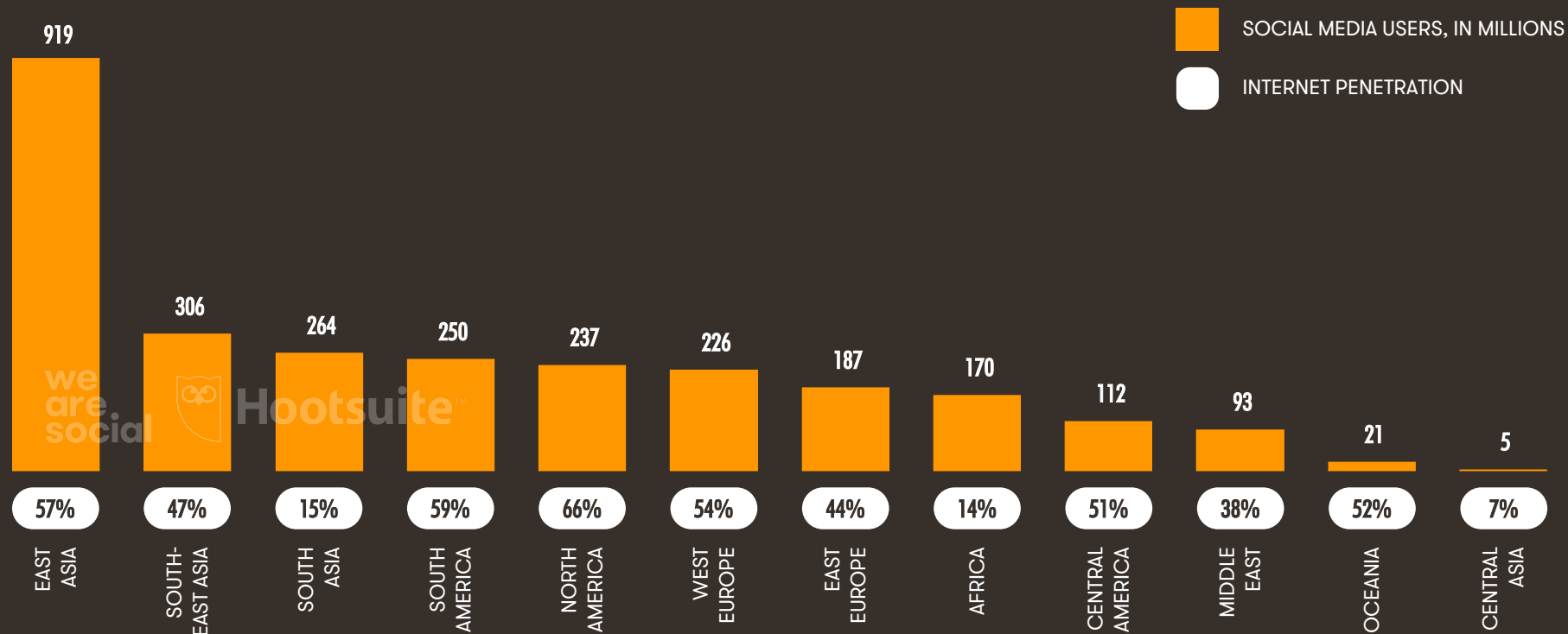
TOTAL ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION



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SOCIAL MEDIA USE: REGIONAL OVERVIEW

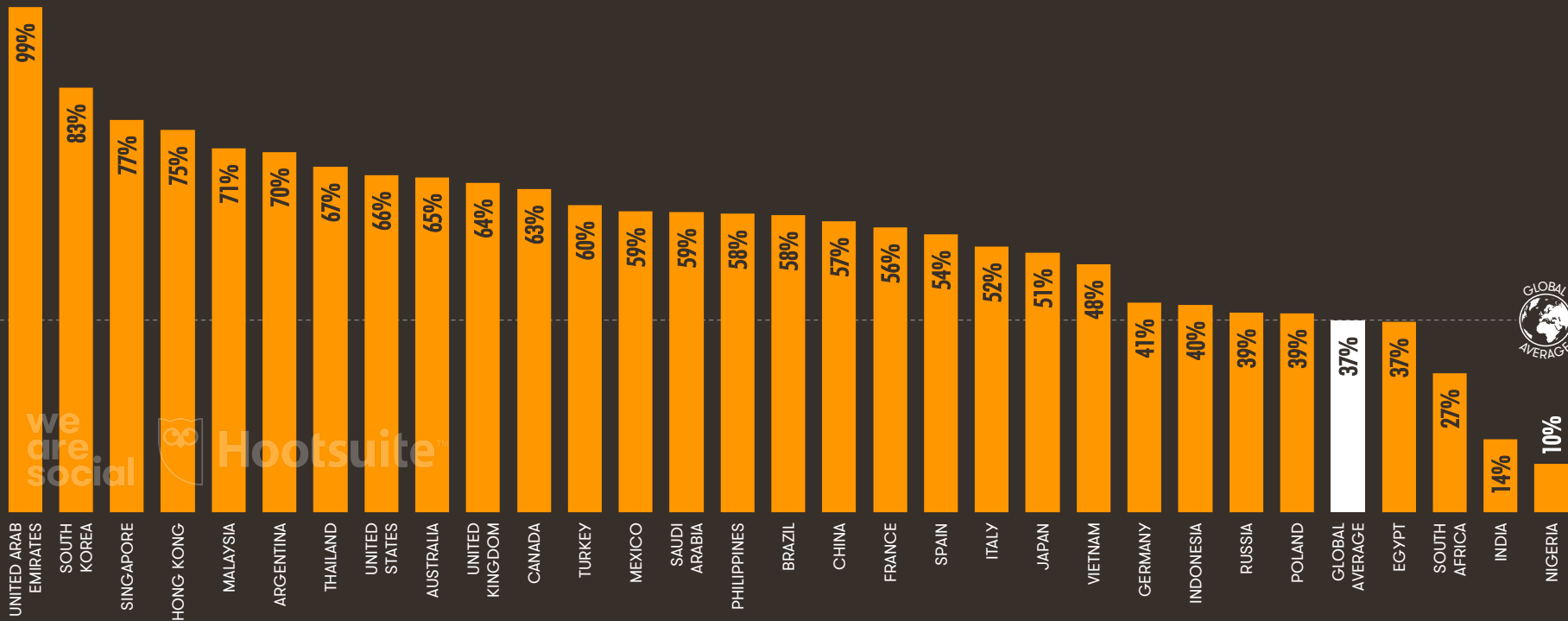
MONTHLY ACTIVE SOCIAL MEDIA USERS (IN MILLIONS), AND SOCIAL MEDIA PENETRATION, BY REGION



JAN
2017

SOCIAL MEDIA PENETRATION BY COUNTRY

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



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

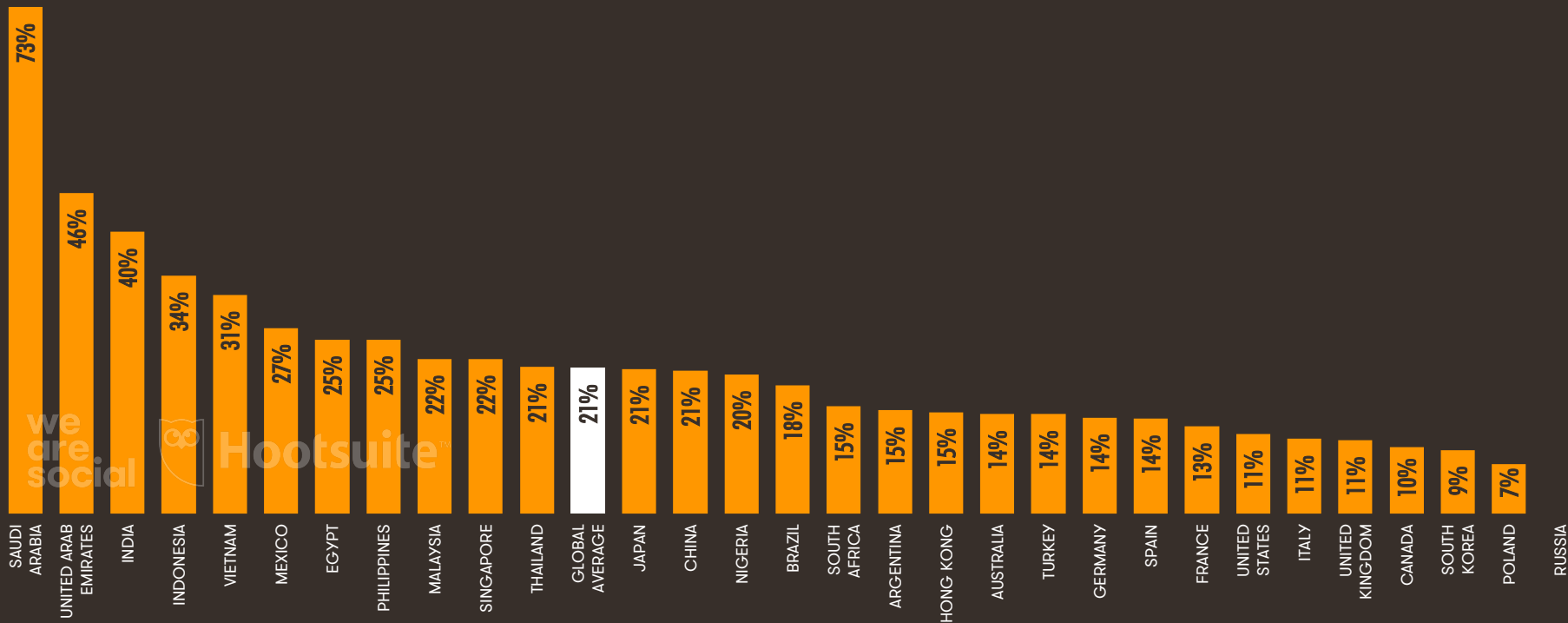
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GROWTH OF SOCIAL MEDIA USERS

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



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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



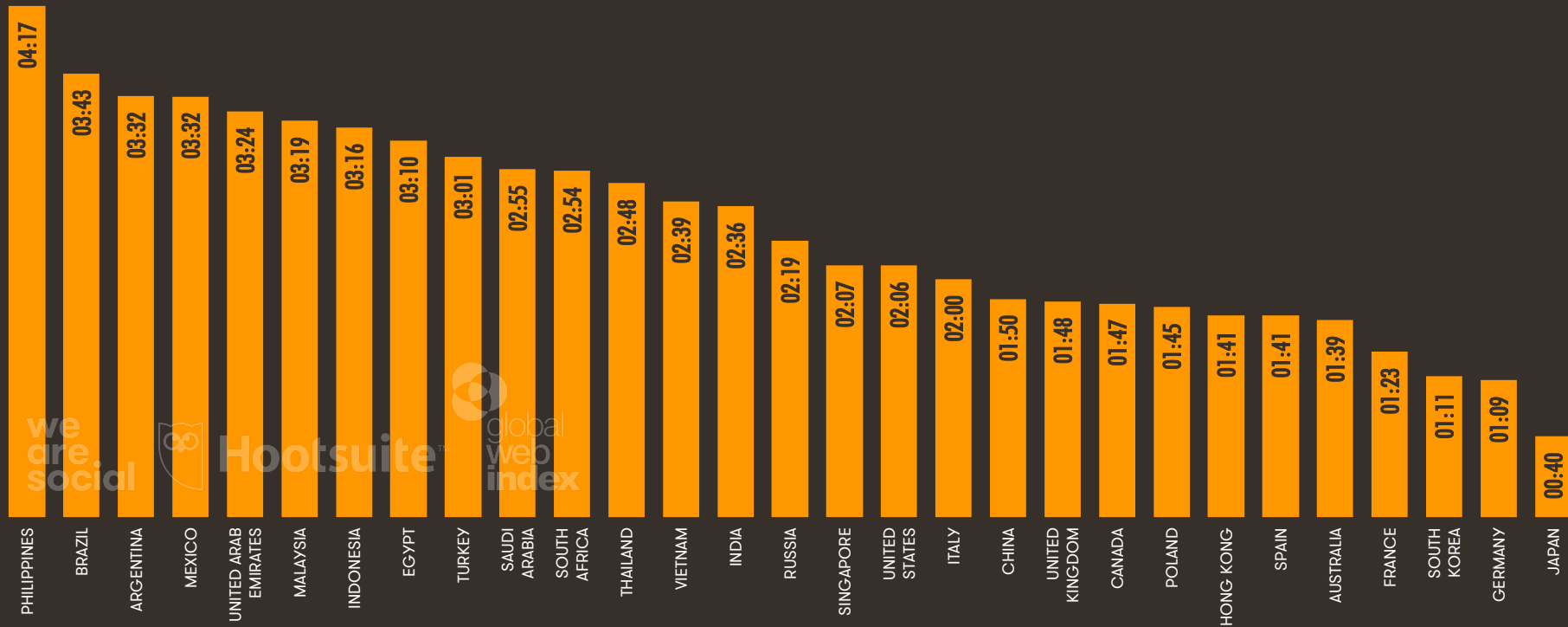
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TIME SPENT ON SOCIAL MEDIA

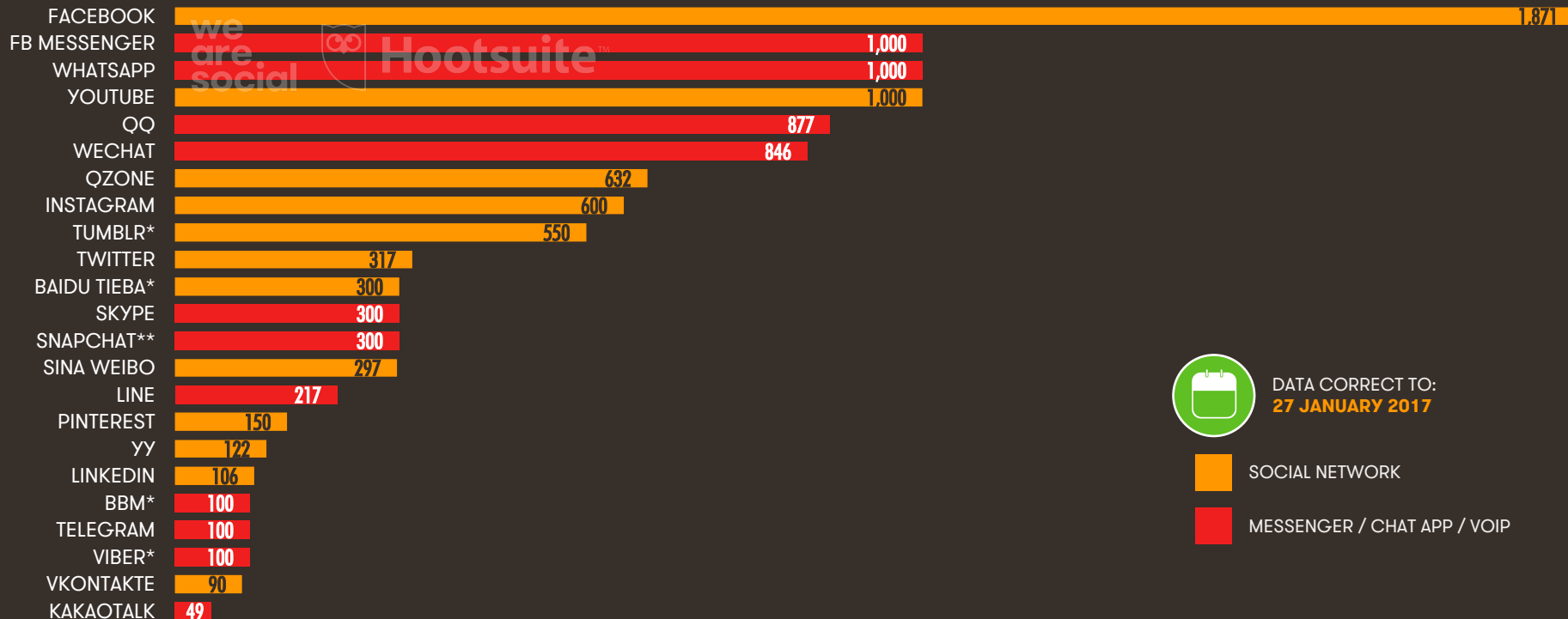
AVERAGE NUMBER OF HOURS THAT SOCIAL MEDIA USERS SPEND USING SOCIAL MEDIA EACH DAY [SURVEY BASED]



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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 2017



SOCIAL NETWORK



MESSENGER / CHAT APP / VOIP

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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



1.871
BILLION

FACEBOOK USERS
ACCESSING VIA
MOBILE DEVICES*



87%

FACEBOOK USERS
USING FACEBOOK
EACH DAY



55%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



44%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE



56%

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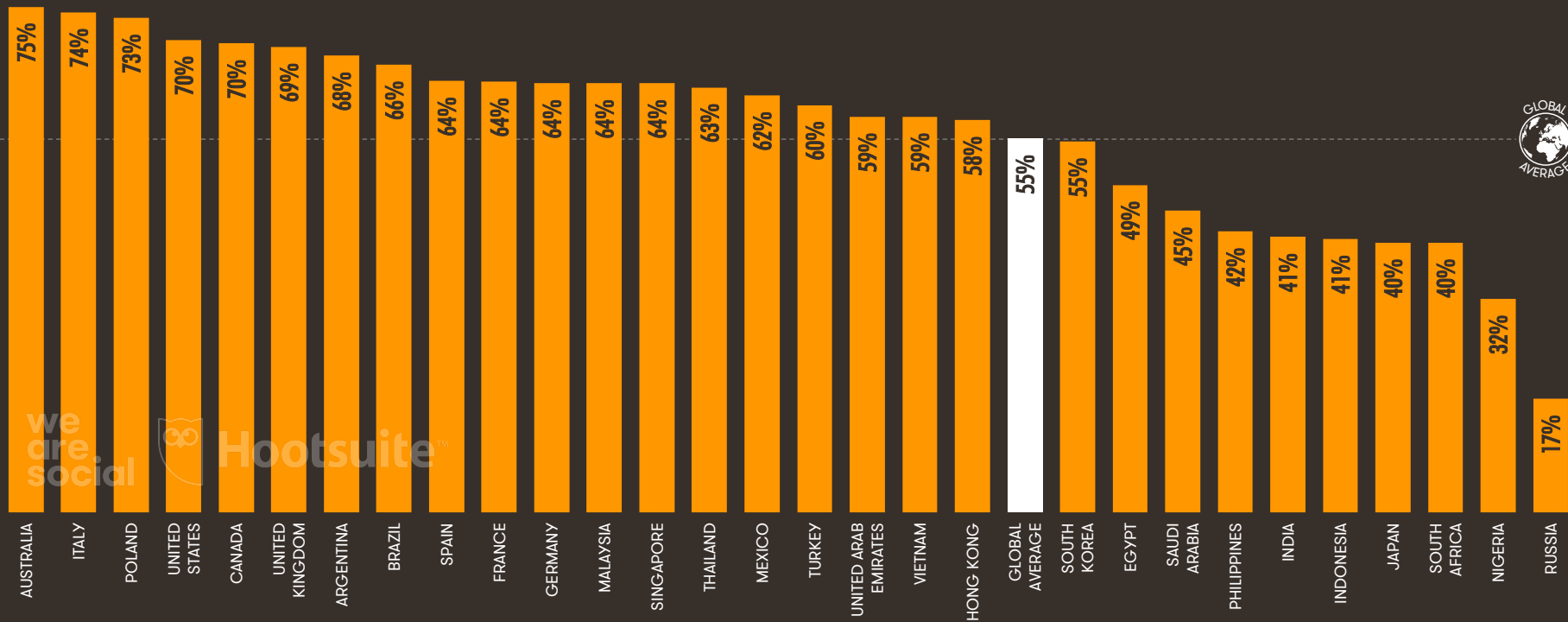
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DAILY ACTIVE FACEBOOK USERS vs. TOTAL USERS

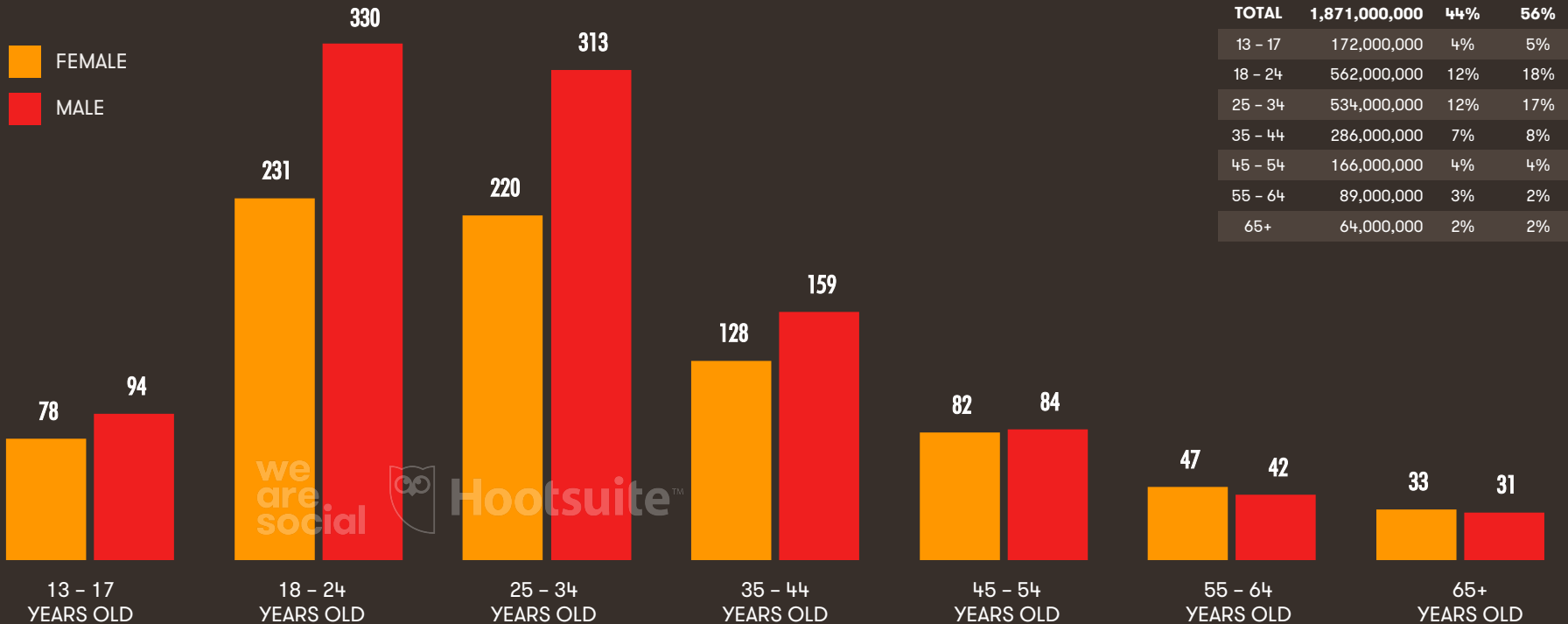
NUMBER OF FACEBOOK USERS WHO USE THE PLATFORM EACH DAY, COMPARED TO THE COUNTRY'S TOTAL FACEBOOK USERS



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PROFILE OF FACEBOOK USERS

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



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.

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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

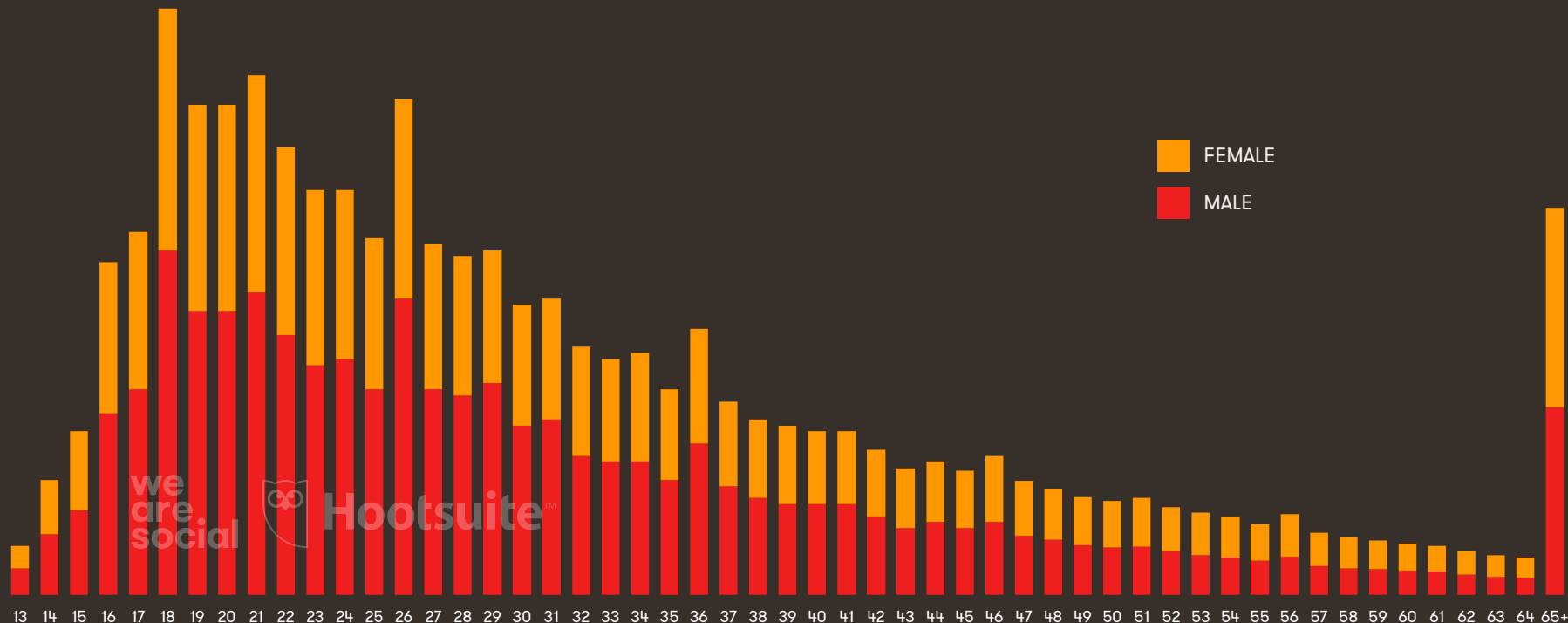
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DISTRIBUTION OF FACEBOOK USERS BY AGE

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



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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%



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SHARE OF FACEBOOK USE BY DEVICE

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

LAPTOPS &
DESKTOPS



39%

ACTIVE USER ACCOUNTS:
727 MILLION

SMART
PHONES



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80%

ACTIVE USER ACCOUNTS:
1,493 MILLION

FEATURE
PHONES



1%

ACTIVE USER ACCOUNTS:
25 MILLION

TABLET
DEVICES



11%

ACTIVE USER ACCOUNTS:
207 MILLION



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)?

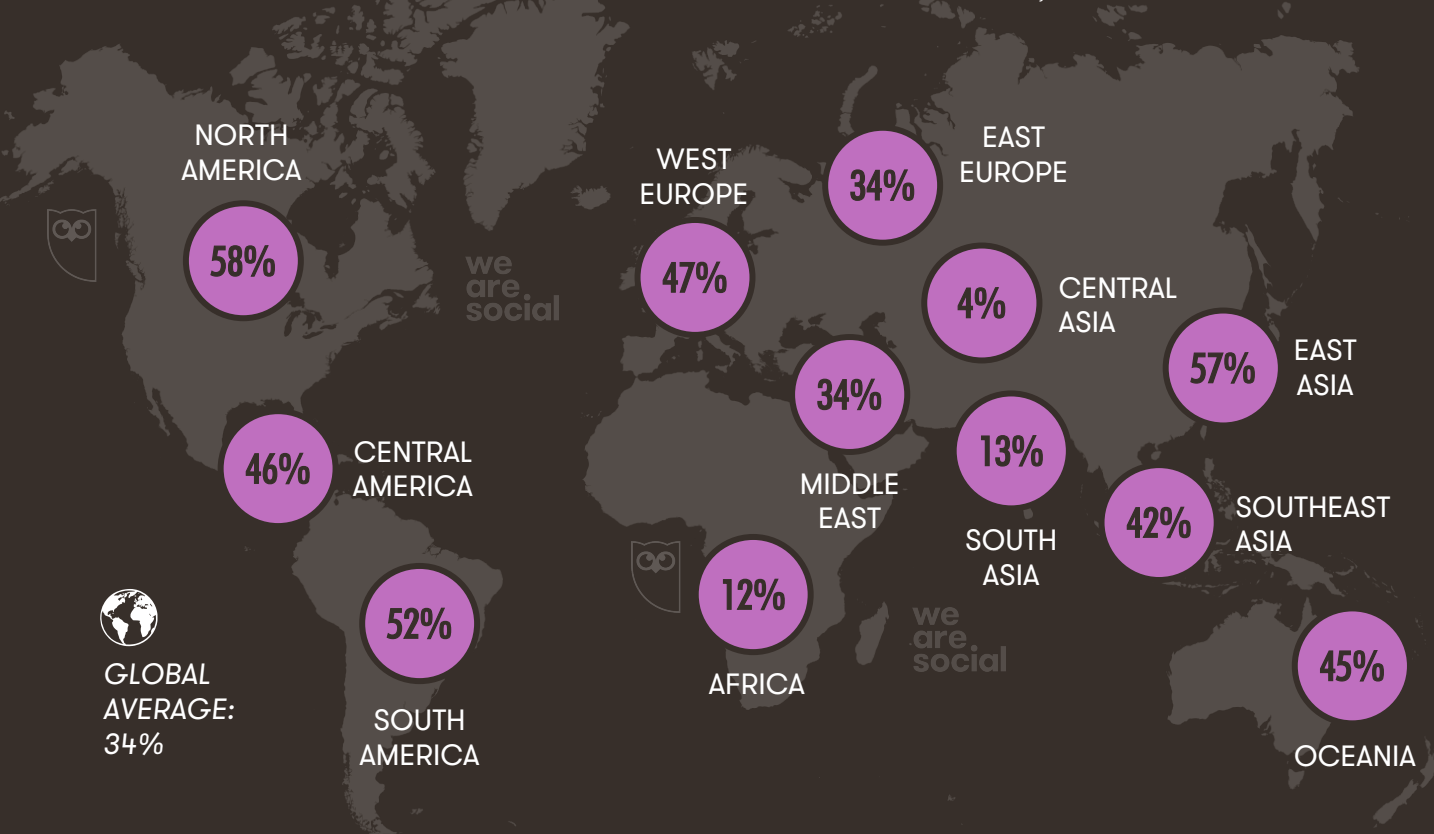


GLOBAL MOBILE SOCIAL MEDIA USE

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MOBILE SOCIAL MEDIA PENETRATION BY REGION

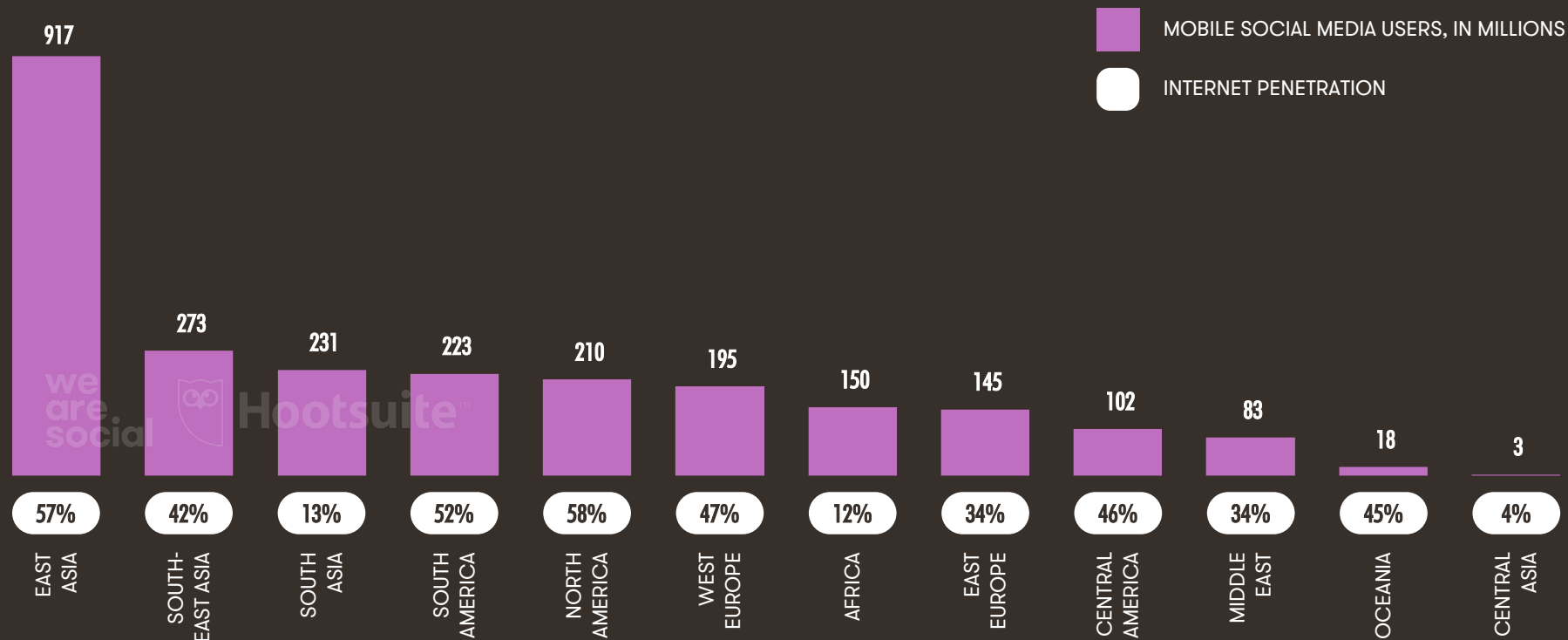
ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY ACCESSING VIA MOBILE, COMPARED TO POPULATION



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MOBILE SOCIAL MEDIA USE: REGIONAL OVERVIEW

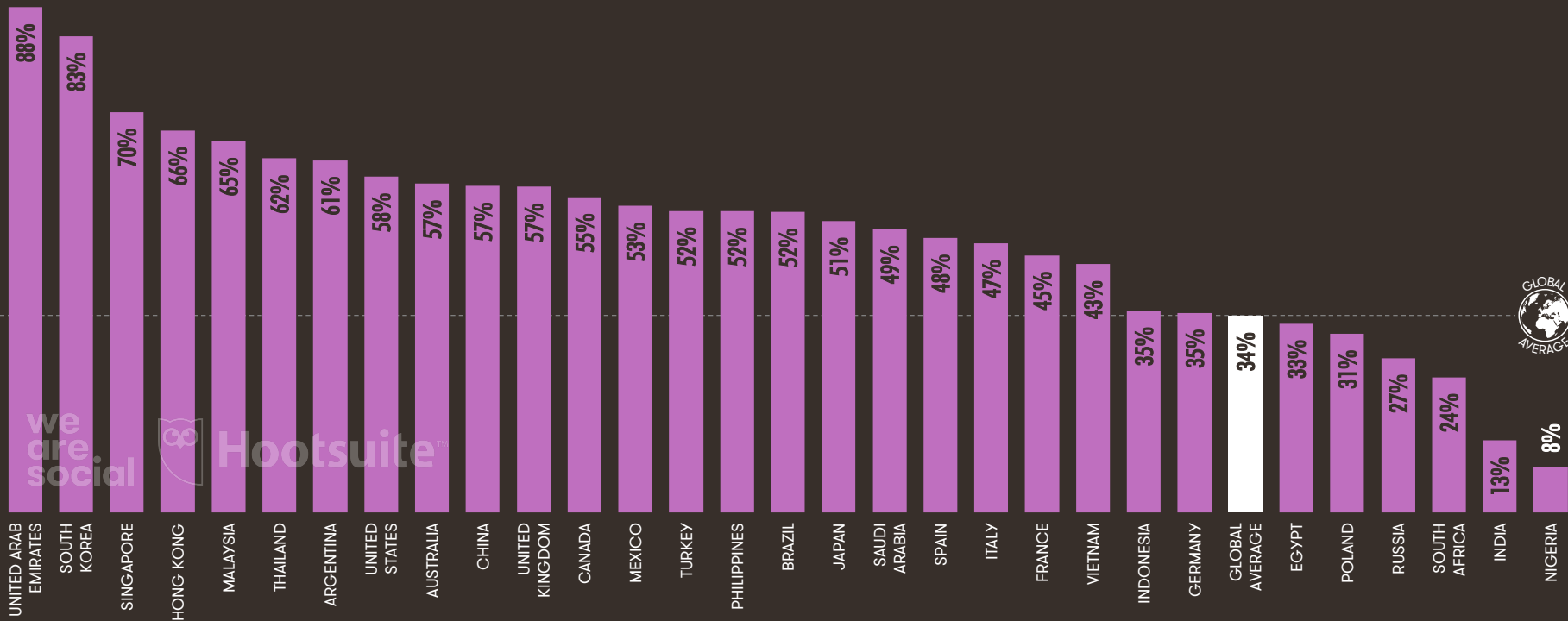
MONTHLY MOBILE-ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY (IN MILLIONS), COMPARED TO POPULATION



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MOBILE SOCIAL MEDIA PENETRATION BY COUNTRY

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



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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

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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



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:



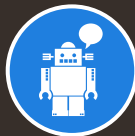
People use messengers to chat with the people they care about, so interruptive ads aren't welcome. Brands need to find ways to inspire **organic conversations** instead.



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.



GLOBAL MOBILE USE

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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]



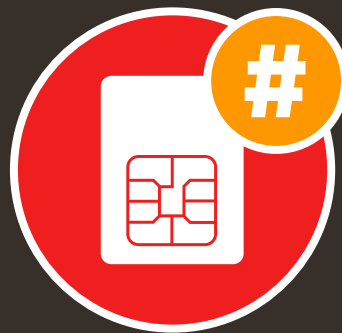
4.92
BILLION

MOBILE PENETRATION
[UNIQUE USERS vs.
TOTAL POPULATION]



66%

TOTAL NUMBER
OF MOBILE
CONNECTIONS



8.05
BILLION

AVERAGE NUMBER OF
MOBILE SUBSCRIPTIONS
PER UNIQUE USER



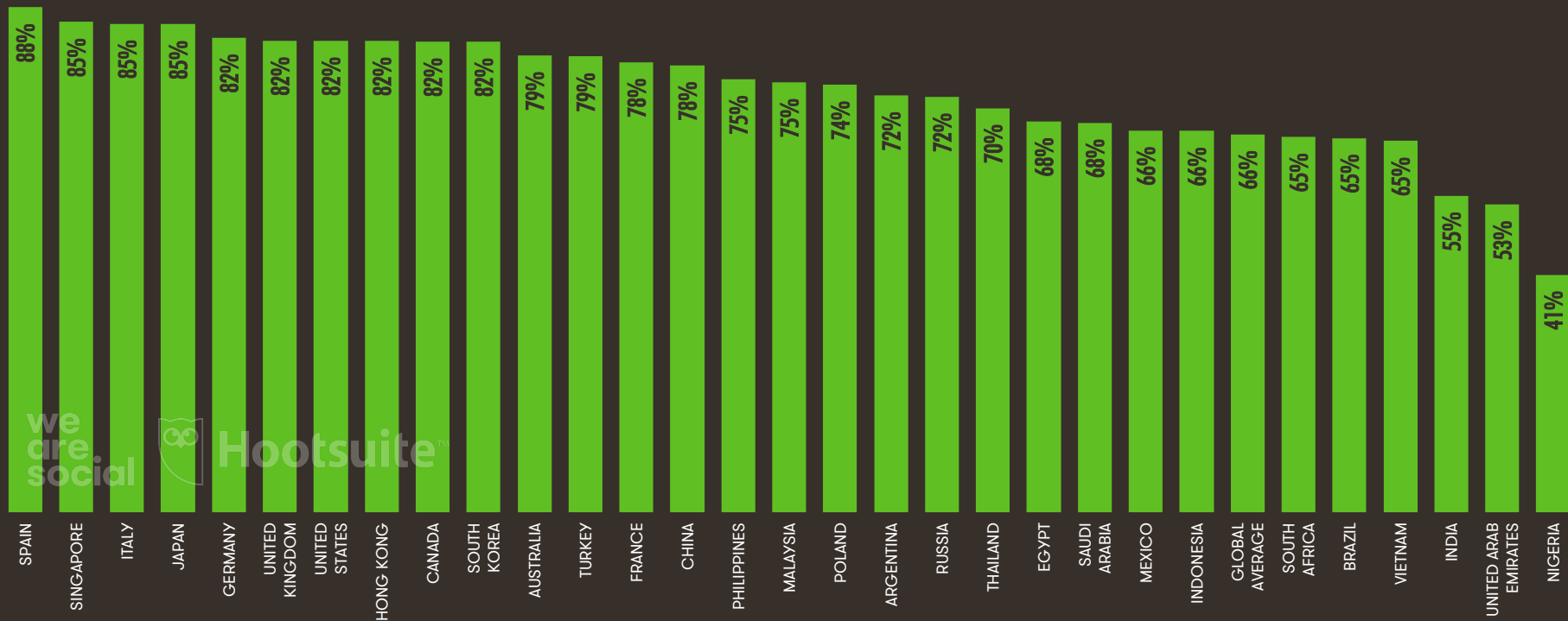
1.64



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UNIQUE MOBILE USER PENETRATION BY COUNTRY

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



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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



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ERICSSON MOBILITY REPORT DATA

TOTAL NUMBER
OF MOBILE USERS
(UNIQUE INDIVIDUALS)



5.1
BILLION

TOTAL NUMBER
OF MOBILE
CONNECTIONS



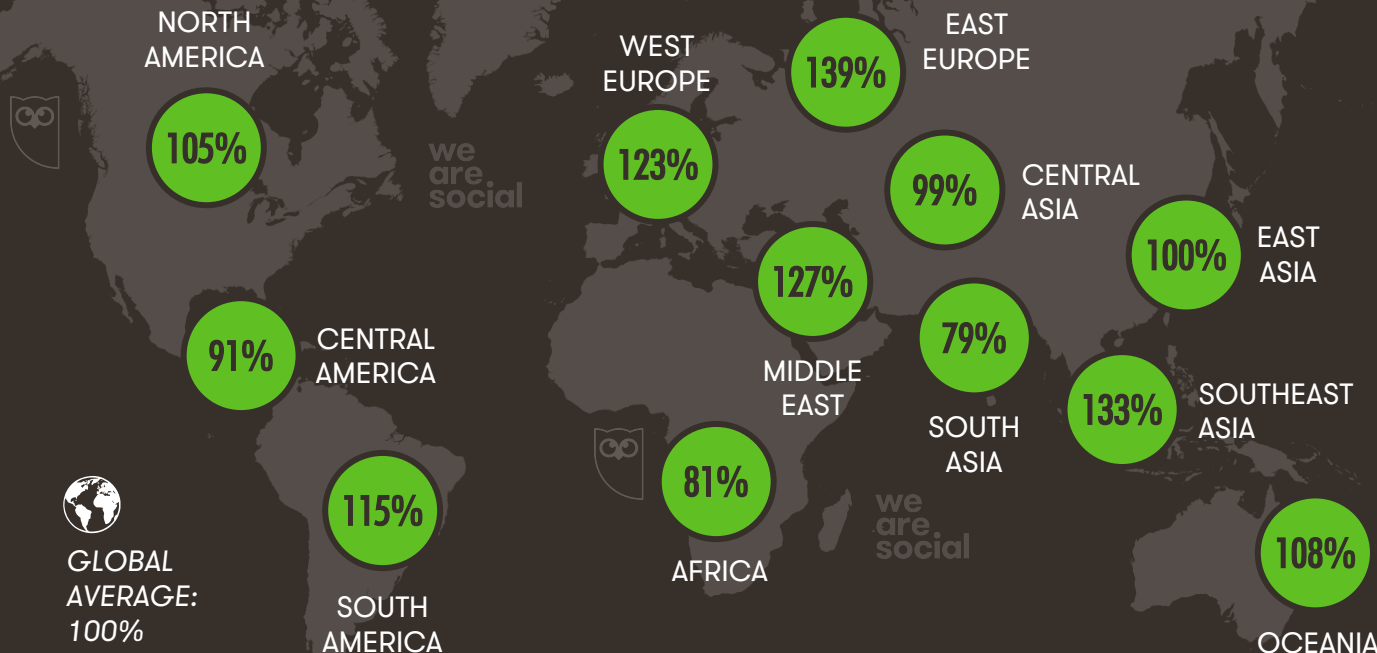
7.5
BILLION



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MOBILE CONNECTIVITY BY REGION

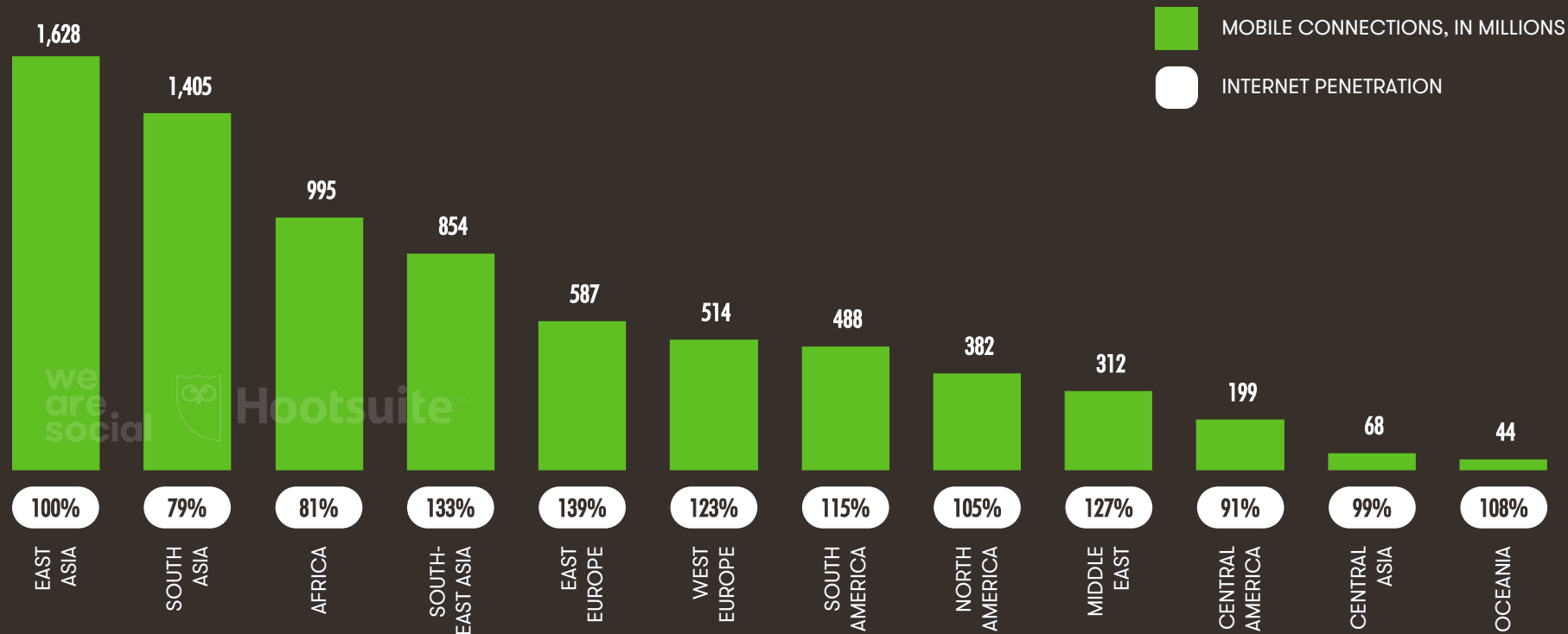
THE NUMBER OF MOBILE CONNECTIONS COMPARED TO POPULATION



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MOBILE CONNECTIVITY: REGIONAL OVERVIEW

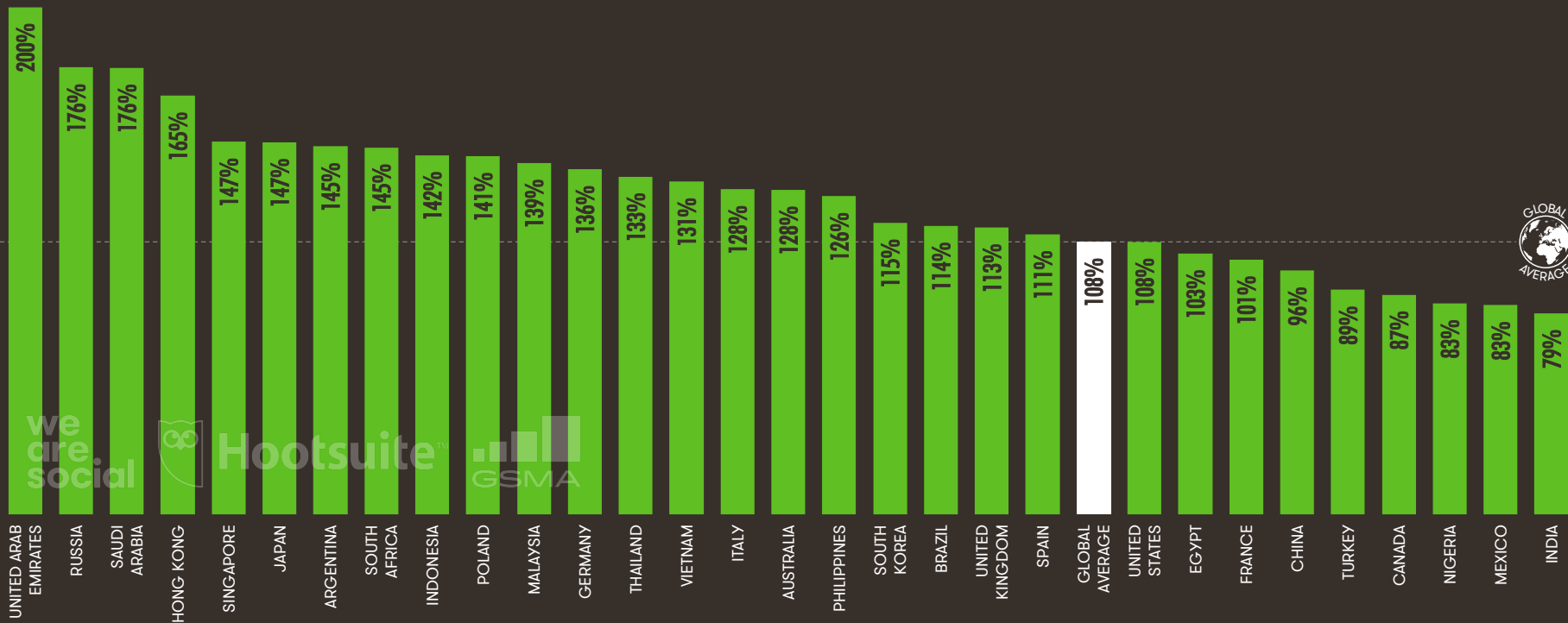
MOBILE CONNECTIONS (IN MILLIONS), AND MOBILE CONNECTIONS AS A PERCENTAGE OF POPULATION, BY REGION



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MOBILE CONNECTIVITY BY COUNTRY

MOBILE CONNECTIONS BY COUNTRY, COMPARED TO NATIONAL POPULATIONS



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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



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MOBILE CONNECTIONS BY DEVICE

BASED ON GLOBAL SMARTPHONE CONNECTIONS COMPARED TO TOTAL GLOBAL MOBILE CONNECTIONS

TOTAL GLOBAL
CONNECTIONS
(ALL DEVICES)*



8.05
BILLION

CONNECTIONS
USED ON SMART-
PHONE DEVICES



4.42
BILLION

SHARE OF SMART-
PHONE CONNECTIONS
vs. TOTAL CONNECTIONS



55%

CONNECTIONS
USED ON FEATURE-
PHONE DEVICES



3.38
BILLION

SHARE OF FEATURE-
PHONE CONNECTIONS
vs. TOTAL CONNECTIONS



42%

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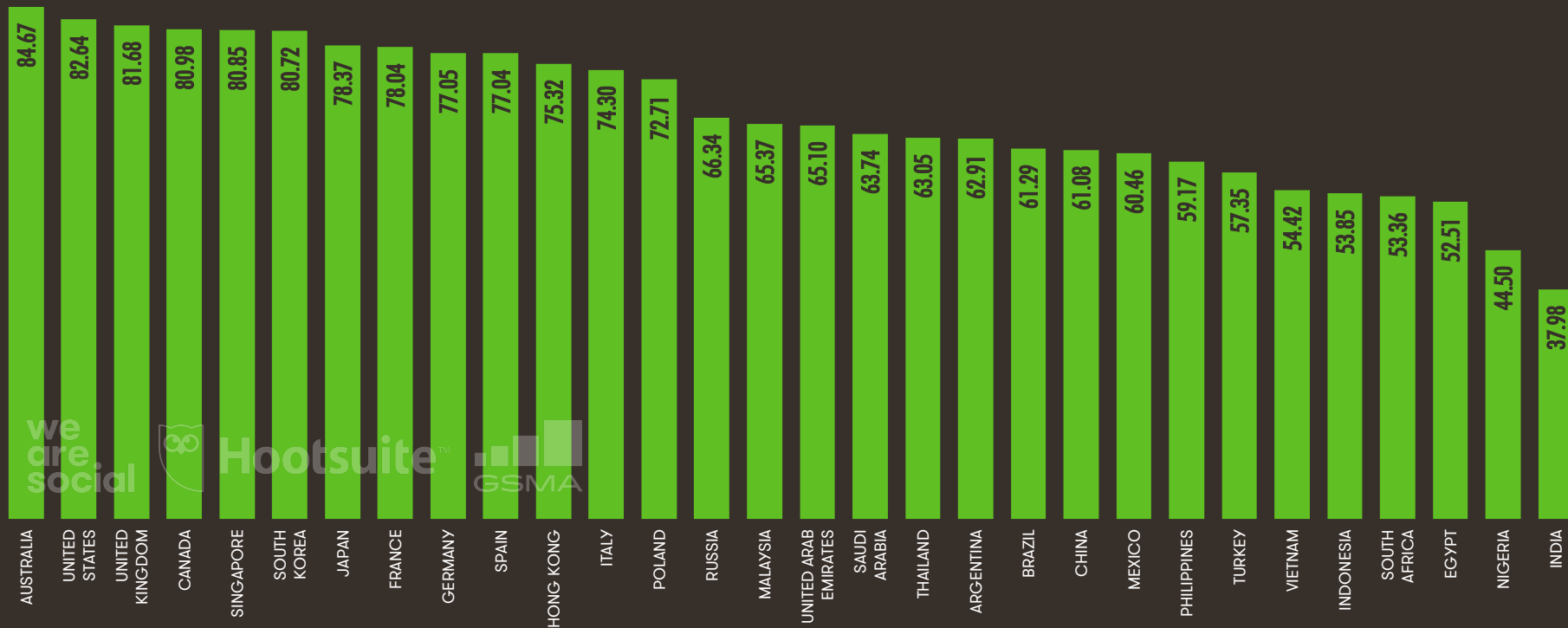
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GSMA MOBILE CONNECTIVITY INDEX

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



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MOBILE CONNECTIONS BY TYPE

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

TOTAL NUMBER
OF MOBILE
CONNECTIONS



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8.05
BILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



GSMA

108%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



GSMA

70%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



GSMA

30%

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

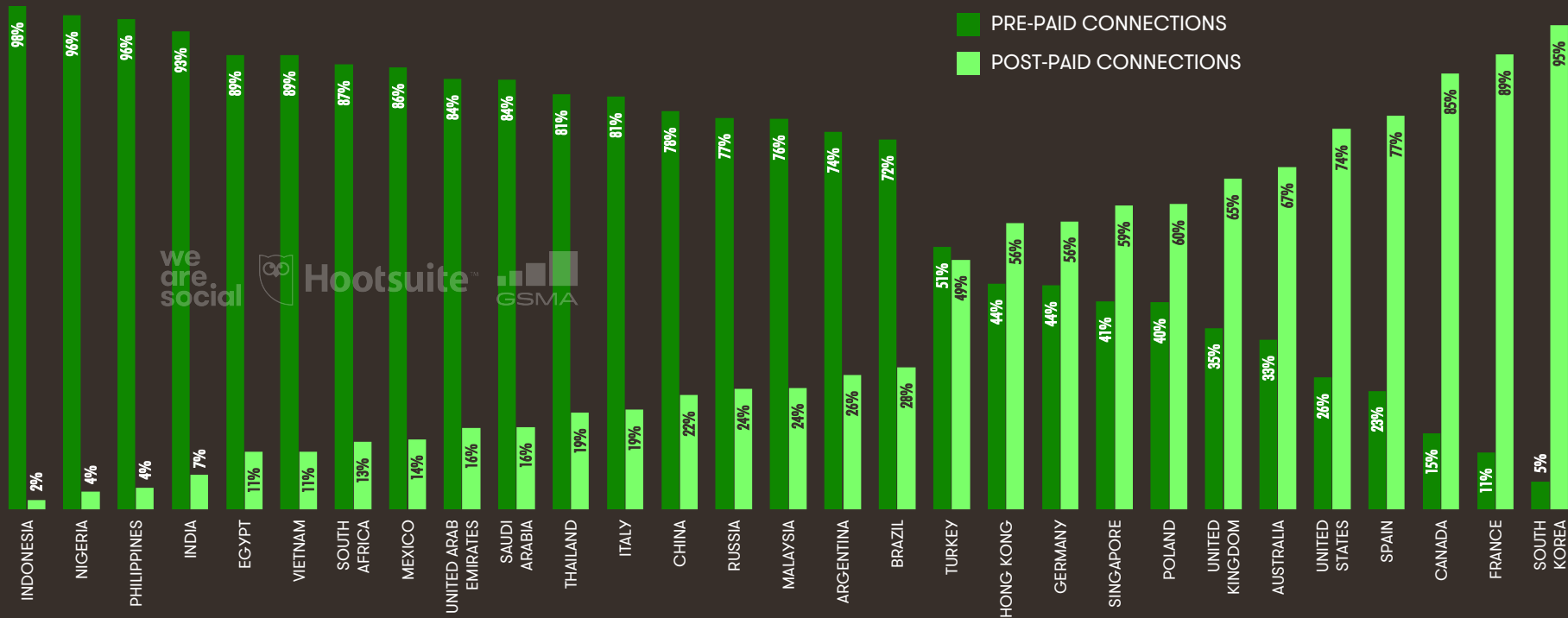


51%

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PRE-PAY vs POST-PAY CONNECTIONS

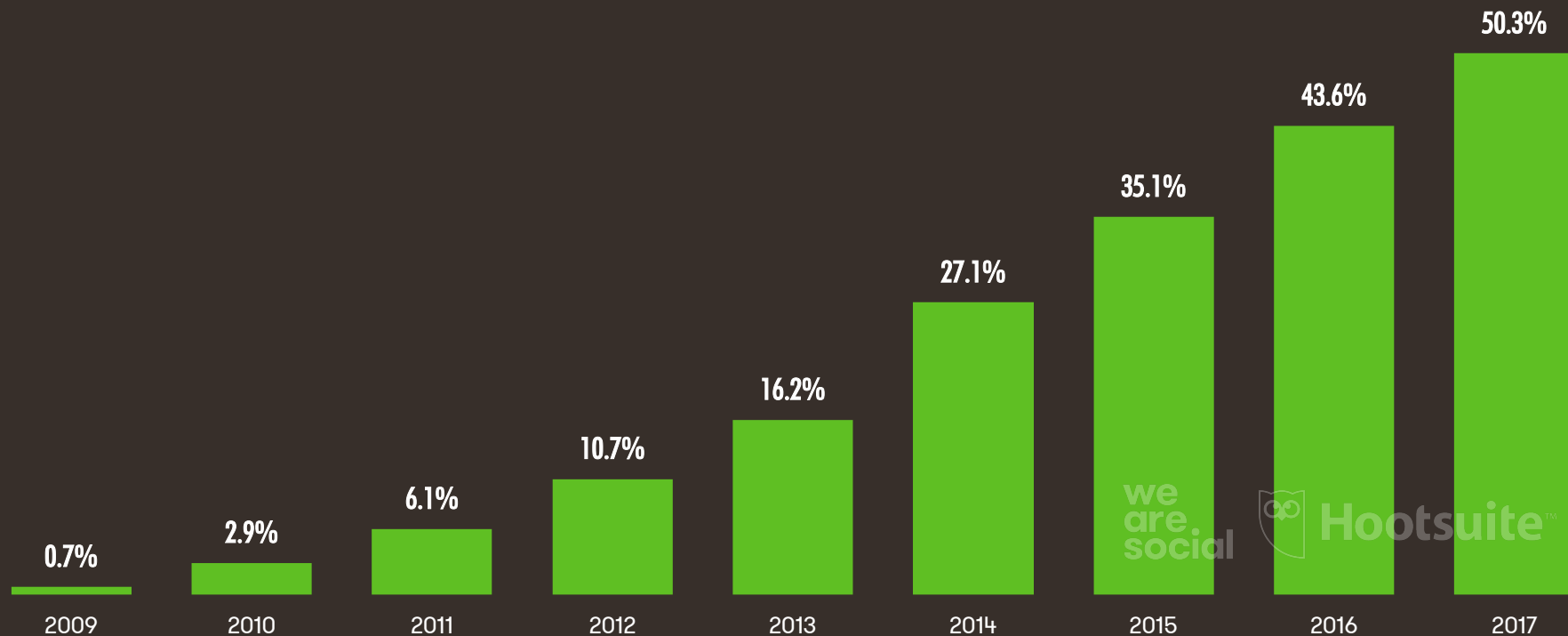
PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PAID IN ADVANCE vs. PAID AT THE END OF A CONTRACTUAL PERIOD



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MOBILE'S SHARE OF WEB TRAFFIC

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



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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



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StatCounter

71.6%

PERCENTAGE OF MOBILE
WEB REQUESTS FROM
APPLE IOS DEVICES



StatCounter

19.6%

PERCENTAGE OF MOBILE WEB
REQUESTS FROM OTHER
MOBILE OPERATING SYSTEMS



8.8%

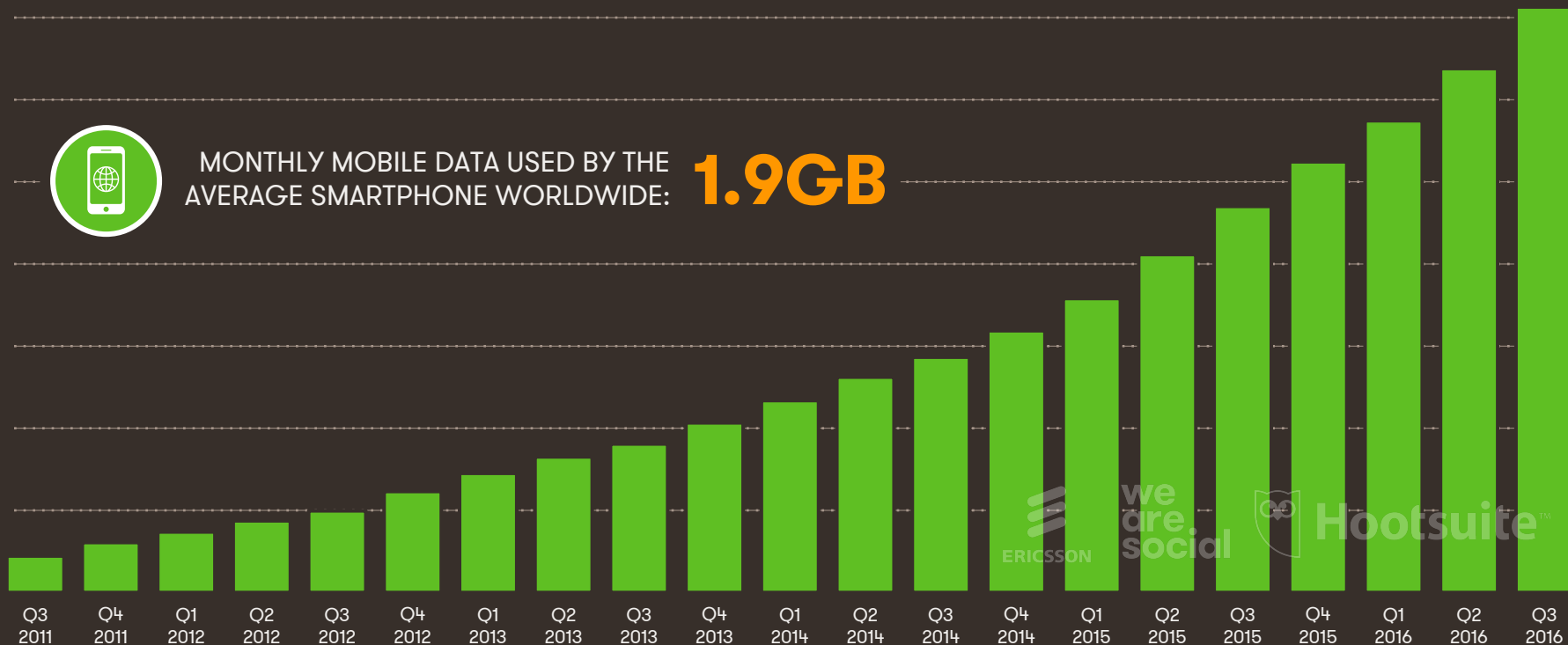
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GLOBAL MOBILE DATA GROWTH

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



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



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MOBILE DATA TRAFFIC BY REGION

MONTHLY MOBILE DATA TRAFFIC TO SMARTPHONES, BY REGION

LATIN
AMERICA



we
are
social

0.72

BILLION
GIGABYTES

NORTH
AMERICA



ERICSSON

1.83

BILLION
GIGABYTES

ASIA-
PACIFIC



4.12

BILLION
GIGABYTES

CENTRAL EUROPE,
MIDDLE EAST & AFRICA



ERICSSON

1.24

BILLION
GIGABYTES

WESTERN
EUROPE



1.09

BILLION
GIGABYTES



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 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?

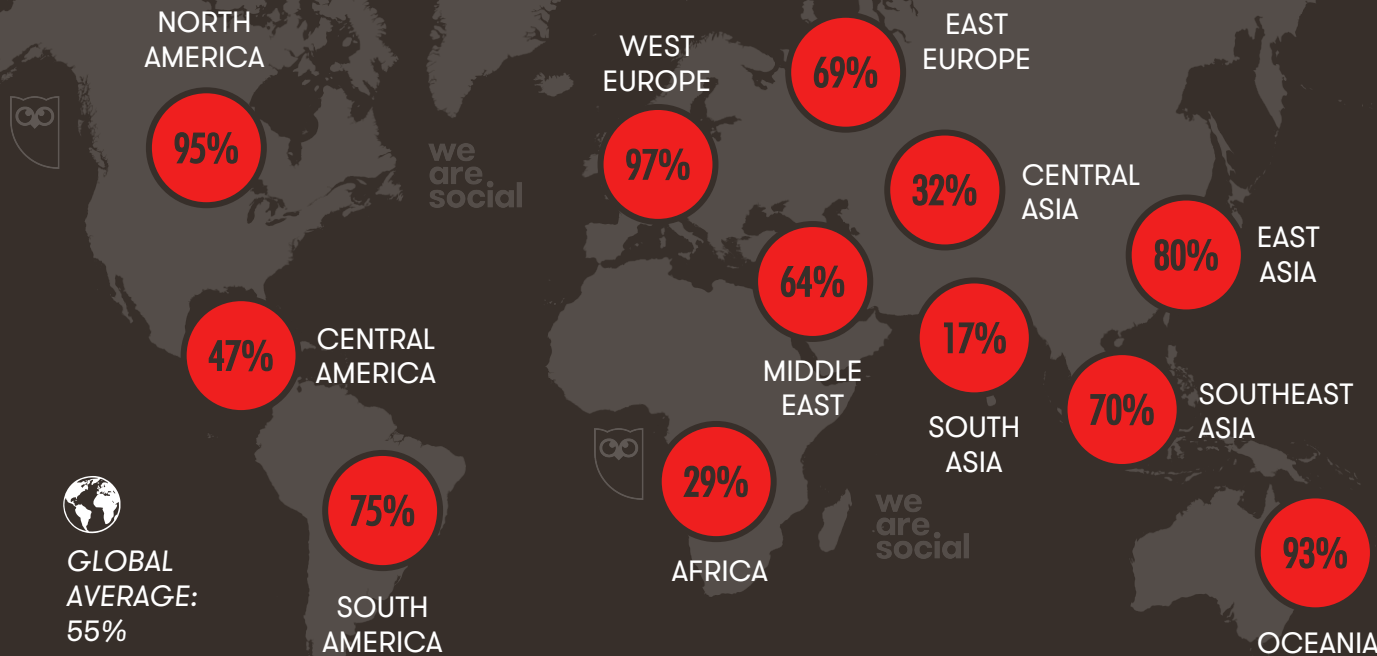


GLOBAL MOBILE BROADBAND USE

JAN
2017

BROADBAND MOBILE CONNECTIVITY

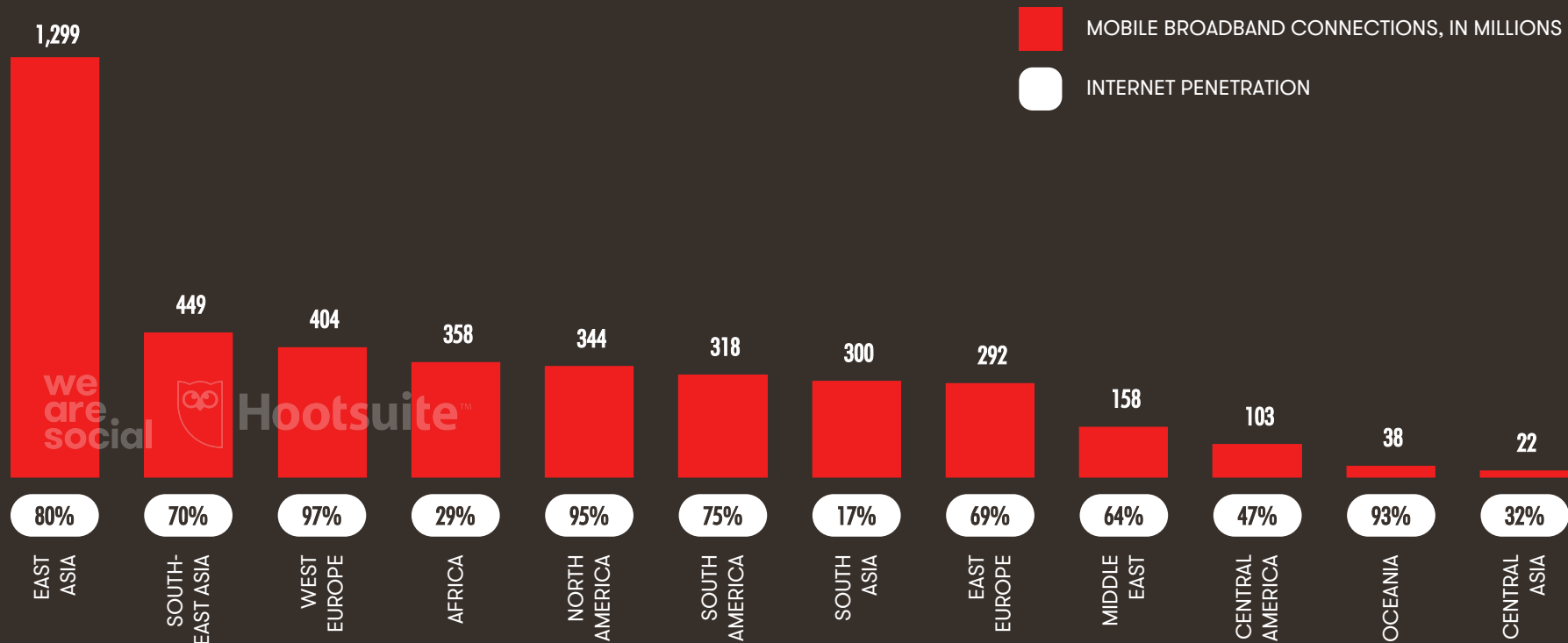
THE NUMBER OF BROADBAND MOBILE CONNECTIONS COMPARED TO POPULATION



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MOBILE BROADBAND: REGIONAL OVERVIEW

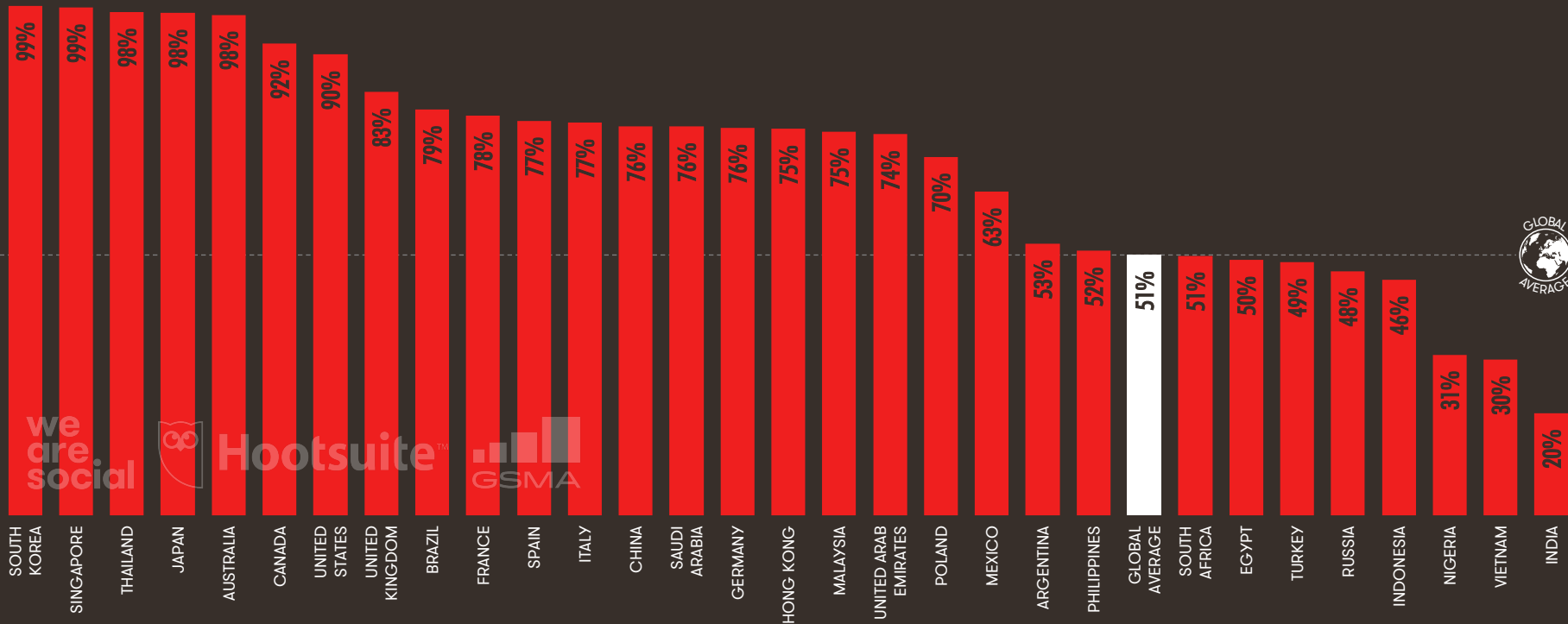
MOBILE BROADBAND CONNECTIONS (IN MILLIONS), AND AS A PERCENTAGE OF POPULATION, BY REGION



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MOBILE BROADBAND'S SHARE OF CONNECTIONS

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



**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

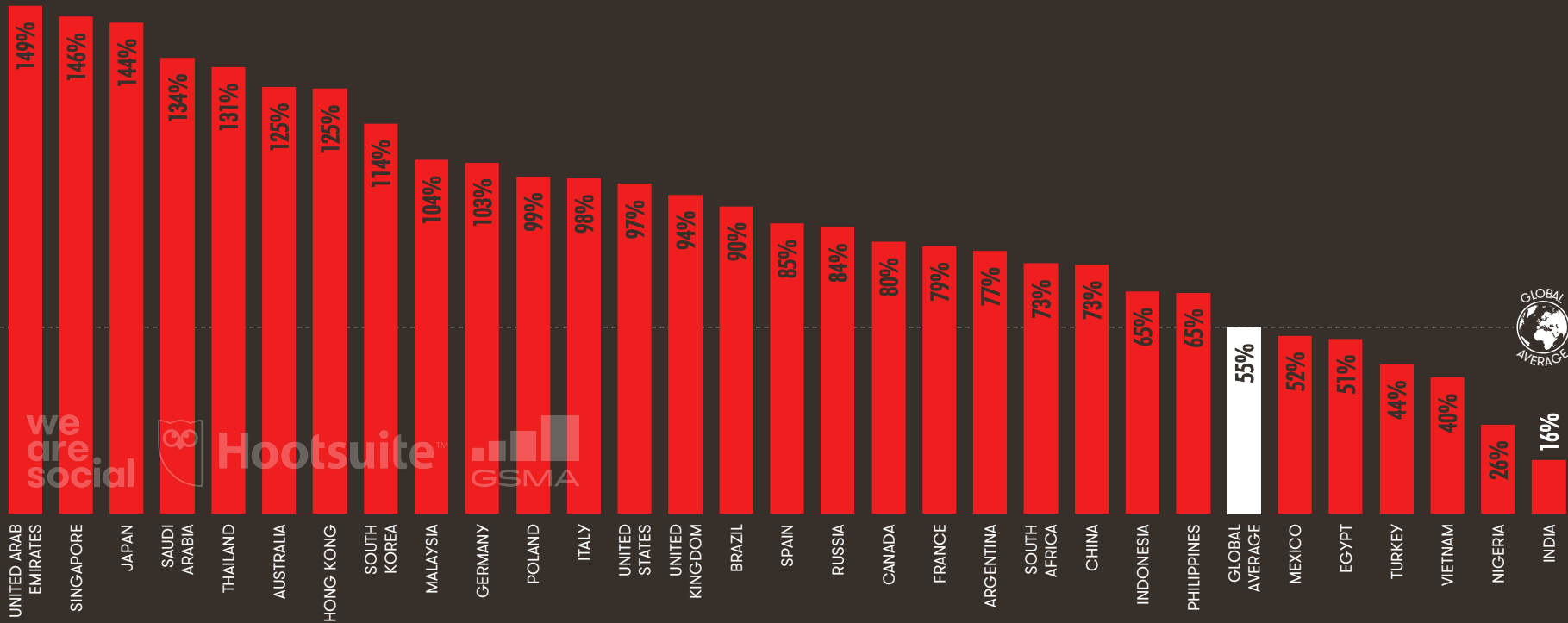
we
are
social



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MOBILE BROADBAND PENETRATION

THE NUMBER OF ACTIVE MOBILE BROADBAND CONNECTIONS COMPARED TO TOTAL POPULATION



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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

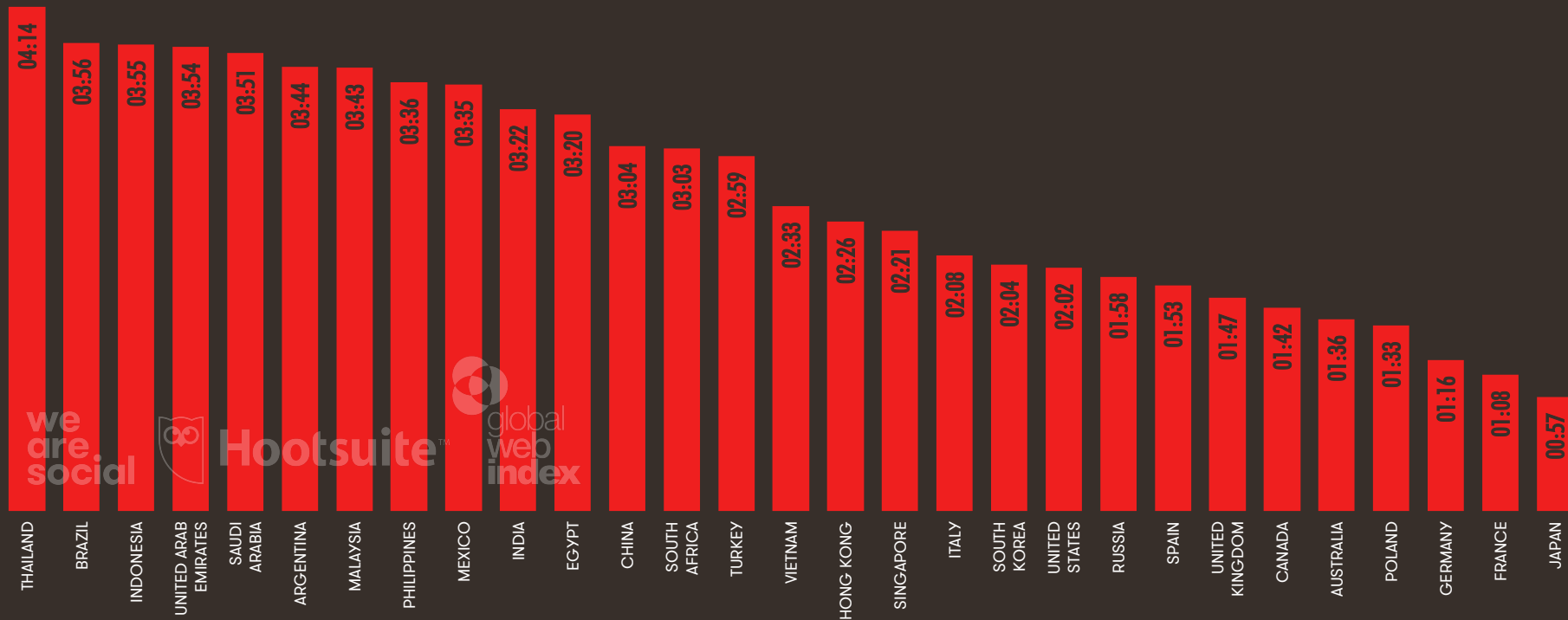
#	LOWEST CONNECTIVITY	%	SUBS
207	COMOROS	0.01%	67
206	EQUATORIAL GUINEA	0.06%	531
205	CENTRAL AFRICAN REPUBLIC	1%	56,226
204	NIGER	1%	235,847
203	GUYANA	2%	12,246
202	KIRIBATI	3%	3,033
201	SOMALIA	3%	333,384
200	BURUNDI	3%	391,723
199	CHAD	4%	585,525
198	GUINEA-BISSAU	4%	77,690



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TIME SPENT USING MOBILE INTERNET

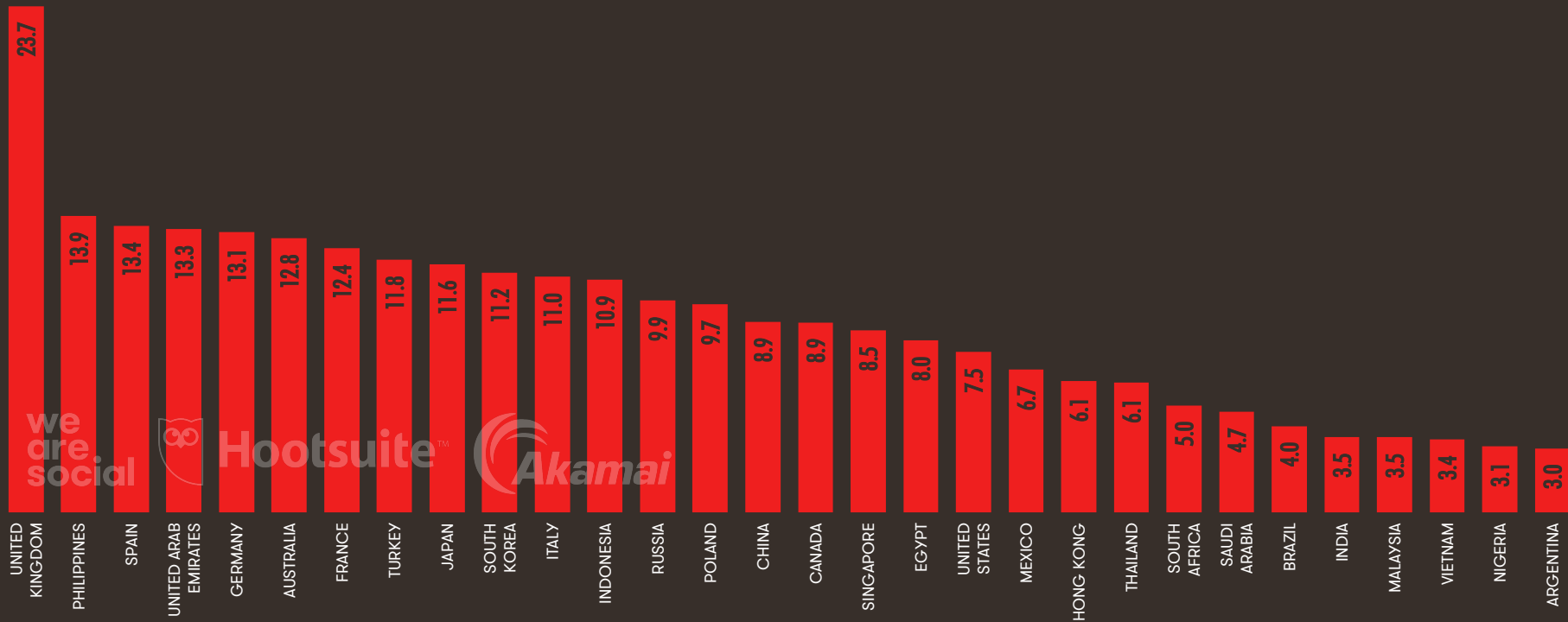
AVERAGE NUMBER OF HOURS THAT INTERNET USERS SPEND ACCESSING THE INTERNET VIA A MOBILE PHONE EACH DAY [SURVEY BASED]



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AVERAGE MOBILE CONNECTION SPEEDS

AVERAGE SPEED OF MOBILE INTERNET CONNECTIONS BY COUNTRY, IN MBPS





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



1.61
BILLION

E-COMMERCE PENETRATION
(NUMBER OF PURCHASERS
vs. TOTAL POPULATION)



22%

TOTAL VALUE OF
GLOBAL E-COMMERCE
MARKET IN 2016 (IN US\$)



\$1.915
TRILLION

AVERAGE ANNUAL
E-COMMERCE REVENUE
PER USER IN 2016 (IN US\$)



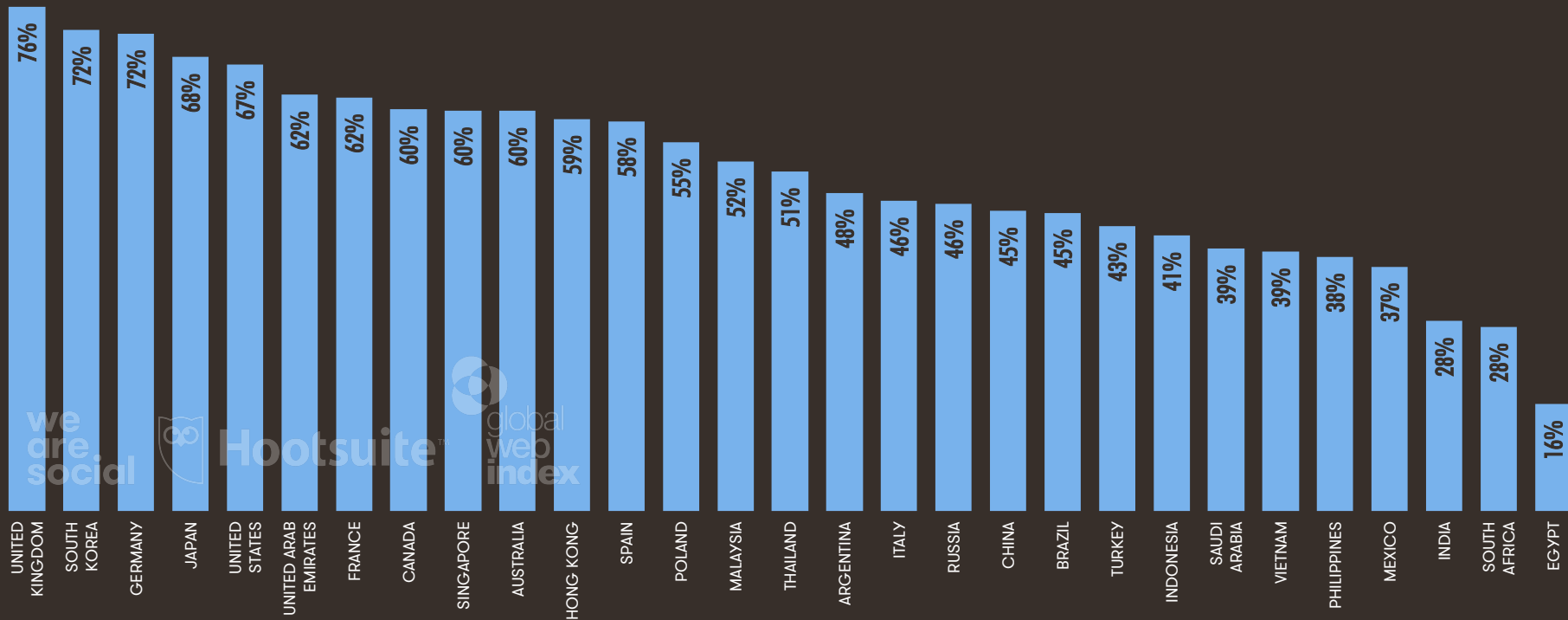
\$1,189



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ACTIVE E-COMMERCE PENETRATION

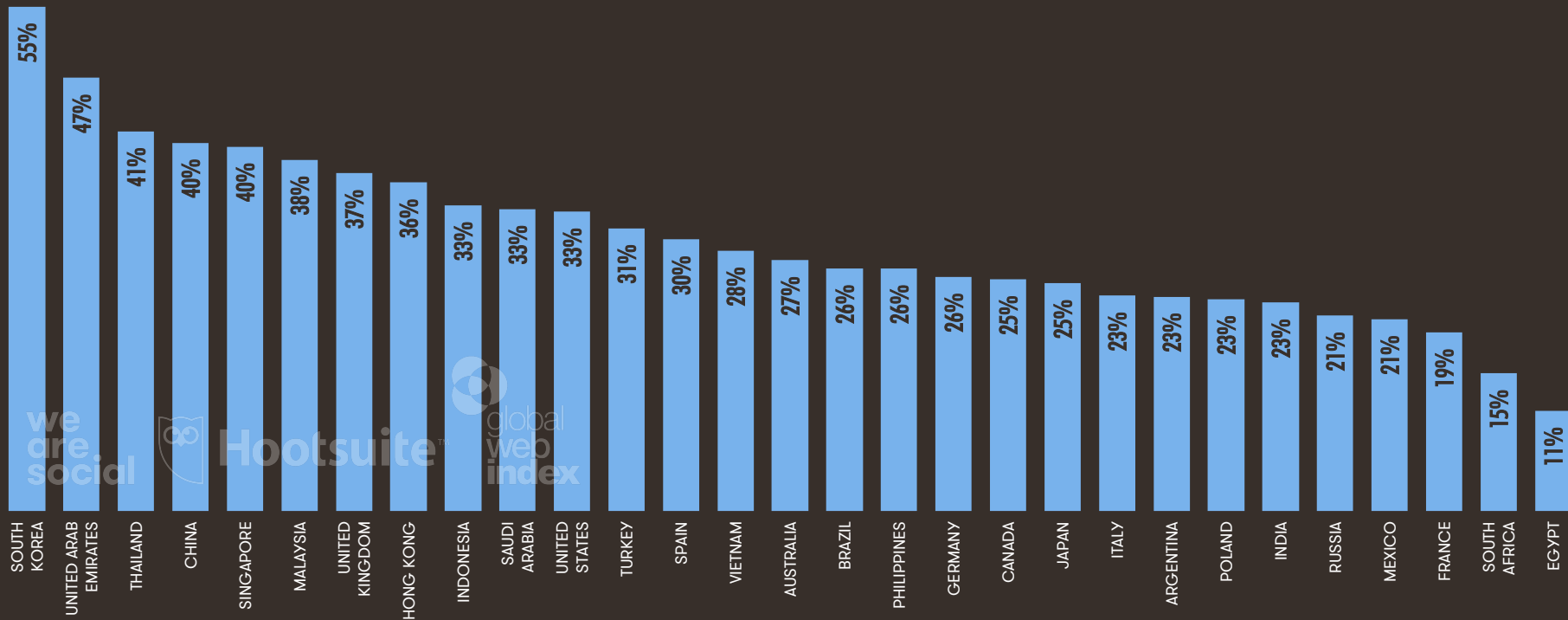
PERCENTAGE OF THE NATIONAL POPULATION WHO BOUGHT SOMETHING ONLINE IN THE PAST MONTH [SURVEY-BASED]



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ACTIVE M-COMMERCE PENETRATION

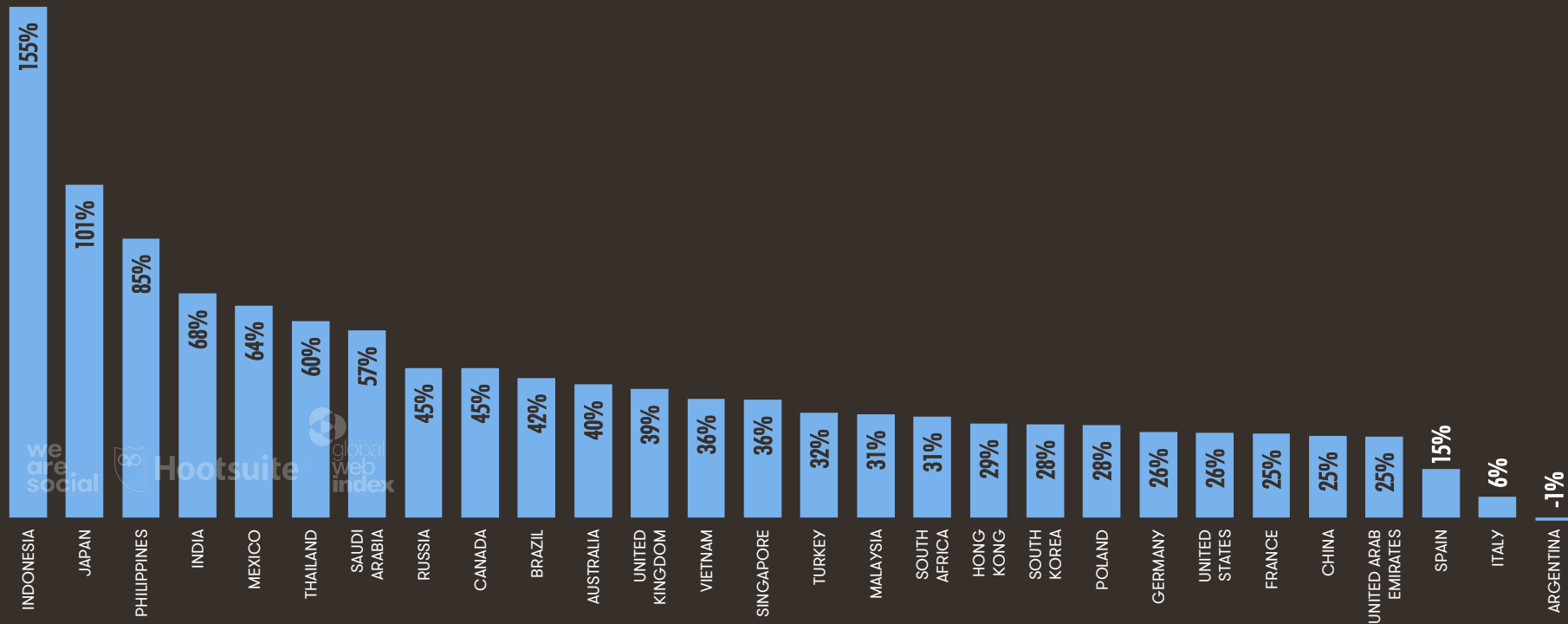
PERCENTAGE OF THE POPULATION WHO BOUGHT SOMETHING ONLINE VIA A PHONE IN THE PAST MONTH [SURVEY-BASED]



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GROWTH OF M-COMMERCE SHOPPERS

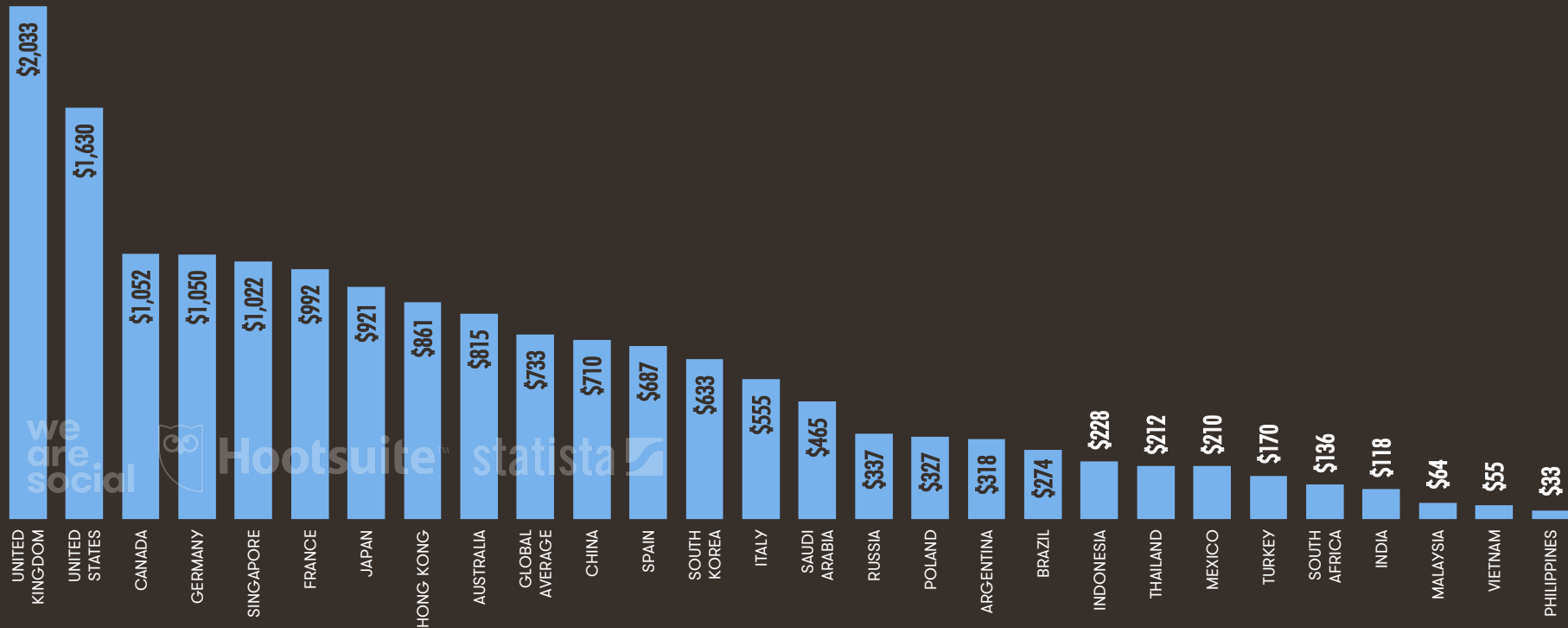
YEAR-ON-YEAR GROWTH IN THE NUMBER OF PEOPLE PURCHASING ONLINE VIA A PHONE [SURVEY-BASED]



JAN
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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



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



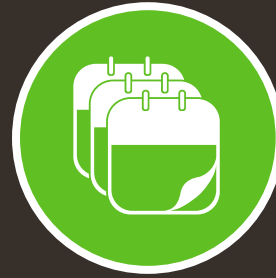
GlobalWebIndex is the world's largest market research study on the digital consumer, spanning 37 countries, 4,500 data points, and conducting fieldwork 4 times a year:



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.gsmainelligence.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

We Are Social and Hootsuite compiled this compendium of digital, social, and mobile media statistics on an ad-hoc basis, but on occasion, it may be necessary to alter or update the information and data contained herein. To ensure you have the most up-to-date version of this report, please visit <http://bit.ly/GD2017RO>.

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Hootsuite's battle-tested technology, extensive ecosystem, and social DNA help organizations to champion the power of human connections at scale.

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we are. social

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We believe in people, not platforms, and the power of social insight to drive business value.

We call this **social thinking**.

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