DIGITAL IN 2017: NORTHERN AMERICA

A STUDY OF INTERNET, SOCIAL MEDIA, AND MOBILE USE THROUGHOUT THE REGION

we are social

Hootsuite™

we are social

Hootsuite™

COUNTRIES COVERED IN DETAIL IN THIS REPORT

01 BERMUDA
02 CANADA
03 GREENLAND
04 ST PIERRE & MIQUELON
05 UNITED STATES OF AMERICA

COUNTRIES IN THE AMERICAS BY REGIONAL REPORT

NORTHERN AMERICA

BERMUDA
CANADA
GREENLAND
ST PIERRE & MIQUELON
UNITED STATES

CENTRAL AMERICA

BELIZE
COSTA RICA
EL SALVADOR
GUATEMALA
HONDURAS
MEXICO
NICARAGUA
PANAMA

THE CARIBBEAN

ANGUILLA
ANTIGUA & BARBUDA
ARUBA
BAHAMAS
BARBADOS
DUTCH CARIBBEAN
BRITISH VIRGIN ISLANDS
CAYMAN ISLANDS
CUBA
CURAÇAO
DOMINICA
DOMINICAN REPUBLIC
GRENADA
GUADELOUPE
HAITI
JAMAICA
MARTINIQUE
MONTSERRAT
PUERTO RICO
ST BARTHÉLEMY
ST KITTS & NEVIS
ST LUCIA
ST MARTIN & ST MAARTEN
ST VINCENT & GRENADINES
TRINIDAD & TOBAGO
TURKS & CAICOS ISLANDS
U.S. VIRGIN ISLANDS

SOUTH AMERICA

ARGENTINA
BOLIVIA
BRAZIL
CHILE
COLOMBIA
ECUADOR
FALKLAND ISLANDS
FRENCH GUIANA
GUYANA
PARAGUAY
PERU
SURINAME
URUGUAY
VENEZUELA

CLICK THE COVER IMAGES BELOW TO ACCESS THE FULL SET OF RESOURCES IN OUR 2017 GLOBAL DIGITAL REPORTS SUITE

2017 GLOBAL OVERVIEW

2017 DIGITAL YEARBOOK

NORTHERN AMERICA

CENTRAL AMERICA

THE CARIBBEAN

SOUTH AMERICA

WESTERN EUROPE

NORTHERN EUROPE

SOUTHERN EUROPE

EASTERN EUROPE

NORTHERN AFRICA

WESTERN AFRICA

MIDDLE AFRICA

EASTERN AFRICA

SOUTHERN AFRICA

WESTERN ASIA

CENTRAL ASIA

SOUTHERN ASIA

SOUTHEAST ASIA

EASTERN ASIA

ANZ & PACIFIC

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

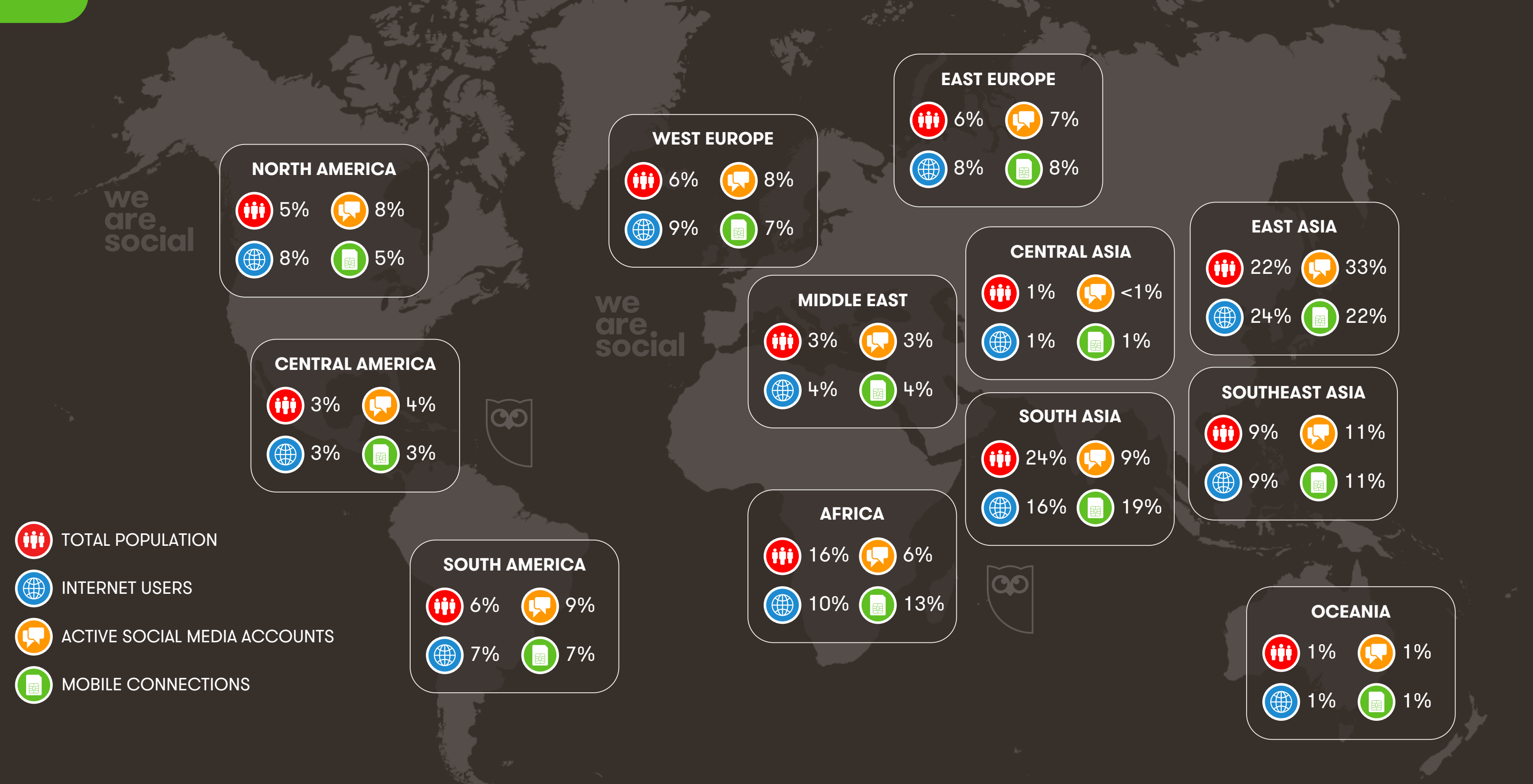
INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL USERS
+10%	**+21%**	**+5%**	**+30%**
SINCE JAN 2016	SINCE JAN 2016	SINCE FEB 2016	SINCE JAN 2016
+354 MILLION	**+482 MILLION**	**+222 MILLION**	**+581 MILLION**

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.

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



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.

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

50%

TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS

3.448 BILLION

MOBILE INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION

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.

JAN 2017

SHARE OF WEB TRAFFIC BY DEVICE

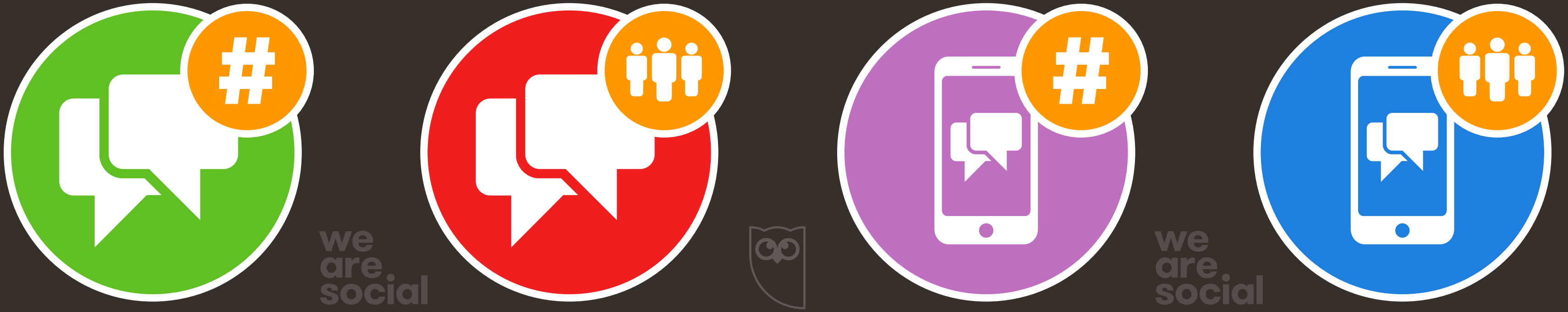
BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS

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.

SOCIAL MEDIA USE

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

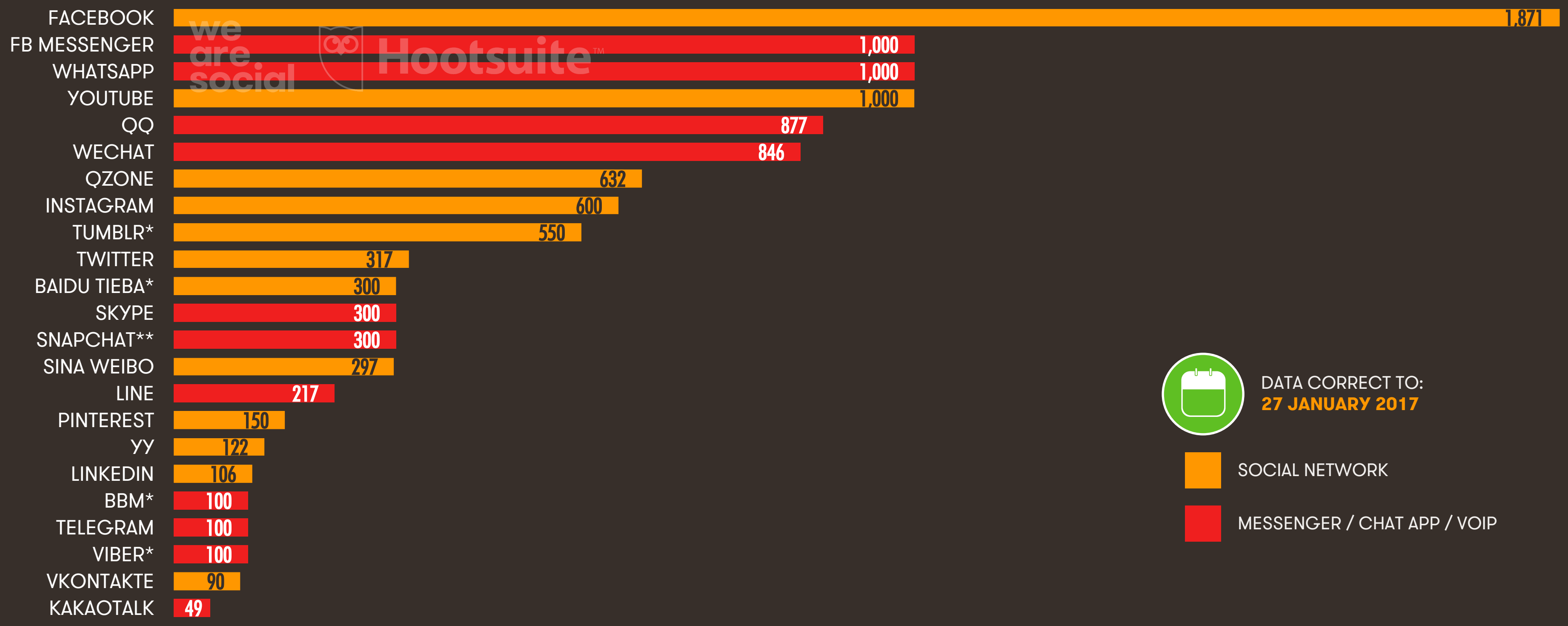


TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS	ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION	TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE	ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION
2.789 BILLION	37%	2.549 BILLION	34%

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

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.

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.

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.

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.

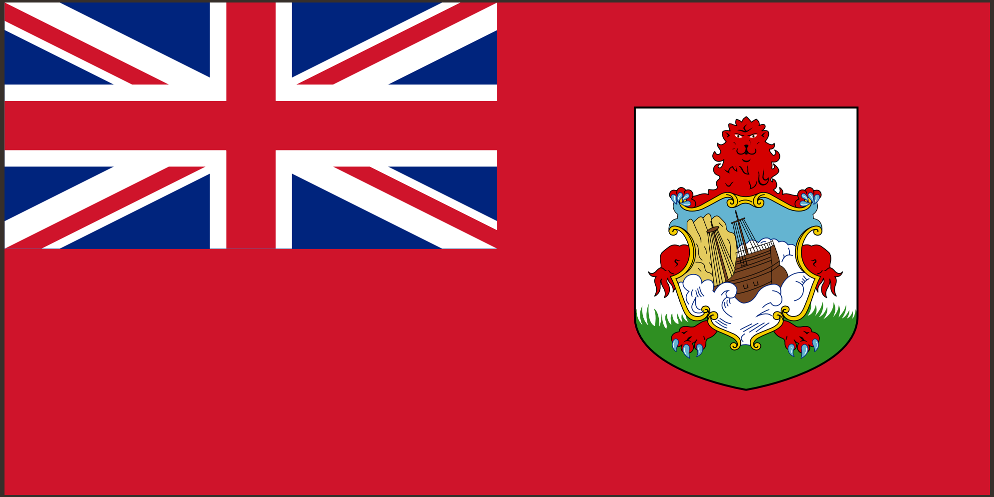
DIGITAL IN 2017: WE ARE SOCIAL'S ANALYSIS

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?

CLICK HERE TO READ OUR FULL GLOBAL OVERVIEW REPORT, TOGETHER WITH OUR IN-DEPTH ANALYSIS AND INSIGHTS

COUNTRY PROFILES



BERMUDA

JAN 2017

BERMUDA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SUBSCRIPTIONS	ACTIVE MOBILE SOCIAL USERS
61.51 THOUSAND	59.23 THOUSAND	40.00 THOUSAND	72.17 THOUSAND	35.00 THOUSAND
URBANISATION: 100%	PENETRATION: 96%	PENETRATION: 65%	vs. POPULATION: 117%	PENETRATION: 57%

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 DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS (vs. JANUARY 2016)

INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SUBSCRIPTIONS	ACTIVE MOBILE SOCIAL USERS
-13%	+14%	+6%	+17%
SINCE JAN 2016	SINCE JAN 2016	SINCE JAN 2016	SINCE JAN 2016
-9 THOUSAND	+5 THOUSAND	+4 THOUSAND	+5 THOUSAND

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

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
74%	8%	17%	0.18%
YEAR-ON-YEAR CHANGE: -1%	YEAR-ON-YEAR CHANGE: +9%	YEAR-ON-YEAR CHANGE: +2%	YEAR-ON-YEAR CHANGE: +6%

SOURCES: STATCOUNTER, JANUARY 2017.

JAN 2017

FACEBOOK USAGE ANALYSIS

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

TOTAL NUMBER OF MONTHLY ACTIVE FACEBOOK USERS	PERCENTAGE OF FACEBOOK USERS ACCESSING VIA MOBILE	PERCENTAGE OF FACEBOOK USERS USING FACEBOOK EACH DAY	PERCENTAGE OF FACEBOOK PROFILES DECLARED AS FEMALE	PERCENTAGE OF FACEBOOK PROFILES DECLARED AS MALE
40.00 THOUSAND	88%	68%	54%	46%

SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2017.

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)
72.17 THOUSAND	117%	19%	81%	55%

SOURCES: GSMA INTELLIGENCE, Q4 2016.

CANADA

JAN 2017

CANADA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SUBSCRIPTIONS	ACTIVE MOBILE SOCIAL USERS
36.46 MILLION	33.00 MILLION	23.00 MILLION	31.61 MILLION	20.00 MILLION
URBANISATION: 82%	PENETRATION: 91%	PENETRATION: 63%	vs. POPULATION: 87%	PENETRATION: 55%

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 DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS (vs. JANUARY 2016)

INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SUBSCRIPTIONS	ACTIVE MOBILE SOCIAL USERS
0%	+10%	+4%	+18%
SINCE JAN 2016	SINCE JAN 2016	SINCE JAN 2016	SINCE JAN 2016
(UNCHANGED)	+2 MILLION	+1 MILLION	+3 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

DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION* THAT CURRENTLY USES EACH KIND OF DEVICE

MOBILE PHONE (ANY TYPE)	SMART PHONE	LAPTOP OR DESKTOP COMPUTER	TABLET COMPUTER
82%	73%	78%	40%

TELEVISION (ANY KIND)	DEVICE FOR STREAMING INTERNET CONTENT TO TV	E-READER DEVICE	WEARABLE TECH DEVICE
85%	20%	5%	5%

SOURCES: GOOGLE CONSUMER BAROMETER, JANUARY 2017. FIGURES BASED ON RESPONSES TO A SURVEY. ***NOTE:** DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS.

JAN 2017

TIME SPENT WITH MEDIA

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

AVERAGE DAILY USE OF THE INTERNET VIA A PC OR TABLET	AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE	AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE	AVERAGE DAILY TELEVISION VIEWING TIME
5H 49M	1H 42M	1H 47M	2H 18M

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

JAN 2017

INTERNET USE

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

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
33.00 MILLION	91%	26.96 MILLION	74%

SOURCES: INTERNETWORLDSTATS; INTERNATIONAL TELECOMMUNICATION UNION (ITU), INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; GLOBALWEBINDEX, Q3 & Q4 2016. **NOTE:** GLOBALWEBINDEX DATE IS BASED ON A SURVEY OF INTERNET USERS AGED 16-64, BUT 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.

INTERNET USERS: DIFFERENT PERSPECTIVES

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

INTERNET WORLD STATS	ITU (INTERNATIONAL TELECOMMUNICATION UNION)	INTERNET LIVE STATS	CIA WORLD FACTBOOK
33.00 MILLION	32.25 MILLION	32.12 MILLION	32.40 MILLION

SOURCES: INTERNETWORLDSTATS; INTERNATIONAL TELECOMMUNICATION UNION (ITU); INTERNETLIVESTATS; CIA WORLD FACTBOOK.

JAN 2017

FREQUENCY OF INTERNET USE

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

EVERY DAY	AT LEAST ONCE PER WEEK	AT LEAST ONCE PER MONTH	LESS THAN ONCE PER MONTH
1	7	31	?
88%	8%	3%	1%

SOURCES: GOOGLE CONSUMER BAROMETER, JANUARY 2017. FIGURES BASED ON RESPONSES TO A SURVEY. **NOTE:** DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS.

JAN 2017

INTERNET CONNECTIONS: SPEED & DEVICES

AVERAGE INTERNET CONNECTION SPEEDS (IN KBPS), AND THE DEVICE THAT PEOPLE USE MOST OFTEN TO ACCESS THE INTERNET

AVERAGE INTERNET SPEED VIA FIXED CONNECTIONS	AVERAGE INTERNET SPEED VIA MOBILE CONNECTIONS	ACCESS THE INTERNET MOST OFTEN VIA A COMPUTER OR TABLET	ACCESS EQUALLY VIA A SMARTPHONE AND COMPUTER OR TABLET	ACCESS THE INTERNET MOST OFTEN VIA A SMARTPHONE
13,768 KBPS	8,902 KBPS	38%	33%	24%

SOURCES: AKAMAI STATE OF THE INTERNET REPORT, Q3 2016; GOOGLE CONSUMER BAROMETER, JANUARY 2017. FIGURES BASED ON RESPONSES TO A SURVEY.
NOTES: DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS. DEVICE USAGE PERCENTAGES MAY NOT SUM TO 100% DUE TO "DON'T KNOW" OR INCOMPLETE ANSWERS.

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
59%	29%	12%	0.28%
YEAR-ON-YEAR CHANGE: -16%	YEAR-ON-YEAR CHANGE: +51%	YEAR-ON-YEAR CHANGE: +17%	YEAR-ON-YEAR CHANGE: +47%

SOURCES: STATCOUNTER, JANUARY 2017.

WEEKLY ONLINE ACTIVITIES BY DEVICE

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

	CHECK EMAIL	VISIT A SOCIAL NETWORK	USE A SEARCH ENGINE	LOOK FOR PRODUCT INFORMATION	LISTEN TO MUSIC
SMARTPHONE:	55%	50%	56%	28%	22%
COMPUTER:	57%	45%	62%	30%	20%
TABLET:	20%	18%	25%	12%	5%

SOURCES: GOOGLE CONSUMER BAROMETER, JANUARY 2017. FIGURES BASED ON RESPONSES TO A SURVEY. **NOTE:** DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS.

JAN 2017

FREQUENCY OF WATCHING ONLINE VIDEO

HOW OFTEN INTERNET USERS WATCH ONLINE VIDEOS (ANY DEVICE)

WATCH ONLINE VIDEOS EVERY DAY	WATCH ONLINE VIDEOS EVERY WEEK	WATCH ONLINE VIDEOS EVERY MONTH	WATCH ONLINE VIDEOS LESS THAN ONCE A MONTH	NEVER WATCH ONLINE VIDEOS
1	7	31	?	X
36%	26%	12%	3%	22%

SOURCES: GOOGLE CONSUMER BAROMETER, JANUARY 2017. FIGURES BASED ON RESPONSES TO A SURVEY. **NOTE:** DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS.

JAN 2017

HOW INTERNET USERS WATCH TELEVISION

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

REGULAR TELEVISION ON A TV SET	RECORDED CONTENT ON A TV SET	CATCH-UP / ON-DEMAND SERVICE ON TV SET	ONLINE CONTENT STREAMED ON A TV SET	ONLINE CONTENT STREAMED ON ANOTHER DEVICE
77%	45%	34%	27%	24%

SOURCES: GOOGLE CONSUMER BAROMETER, JANUARY 2017. FIGURES BASED ON RESPONSES TO A SURVEY. **NOTE:** DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS.

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	ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION	TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE	ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION
23.00 MILLION	63%	20.00 MILLION	55%

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA. PENETRATION FIGURES BASED ON POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU.

FACEBOOK USAGE ANALYSIS

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

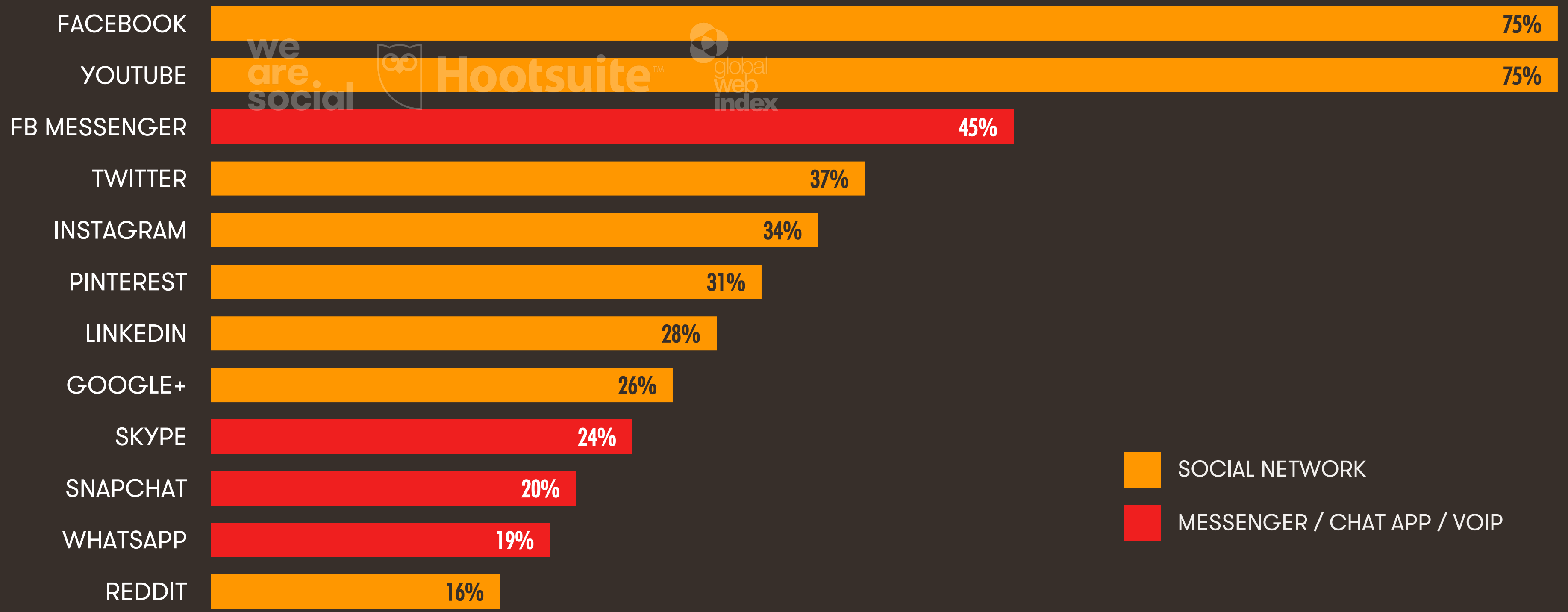
TOTAL NUMBER OF MONTHLY ACTIVE FACEBOOK USERS	PERCENTAGE OF FACEBOOK USERS ACCESSING VIA MOBILE	PERCENTAGE OF FACEBOOK USERS USING FACEBOOK EACH DAY	PERCENTAGE OF FACEBOOK PROFILES DECLARED AS FEMALE	PERCENTAGE OF FACEBOOK PROFILES DECLARED AS MALE
23.00 MILLION	87%	70%	53%	47%

SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2017.

JAN 2017

MOST ACTIVE SOCIAL MEDIA PLATFORMS

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

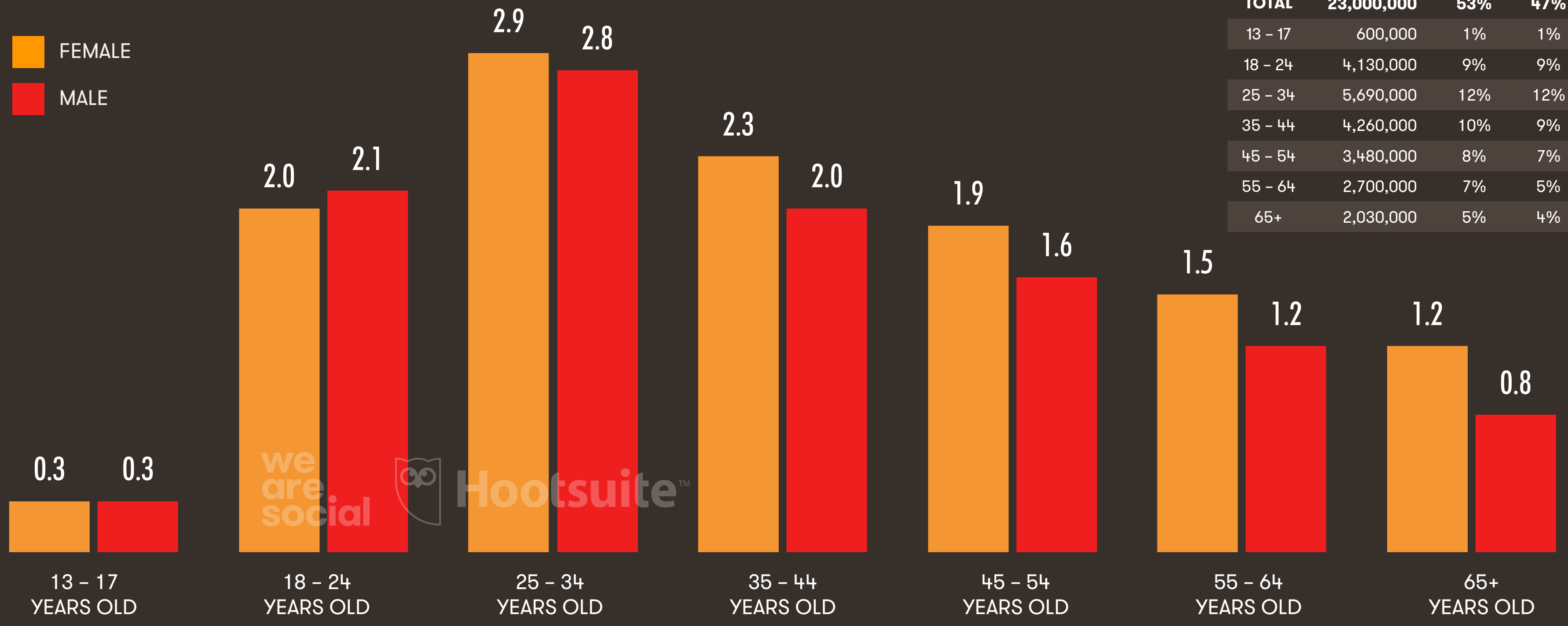


SOURCES: GLOBALWEBINDEX, Q3 & Q4 2016. BASED ON A SURVEY OF INTERNET USERS AGED 16-64. **NOTE:** DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION. PENETRATION FIGURES BASED ON POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU.

JAN 2017

PROFILE OF FACEBOOK USERS

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



AGE	TOTAL	FEMALE	MALE
TOTAL	23,000,000	53%	47%
13 – 17	600,000	1%	1%
18 – 24	4,130,000	9%	9%
25 – 34	5,690,000	12%	12%
35 – 44	4,260,000	10%	9%
45 – 54	3,480,000	8%	7%
55 – 64	2,700,000	7%	5%
65+	2,030,000	5%	4%

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 NATIONAL FACEBOOK USERS. TABLE VALUES MAY NOT SUM EXACTLY DUE TO ROUNDING IN THE SOURCE DATA.

JAN 2017

MOBILE USERS vs. MOBILE CONNECTIONS

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

NUMBER OF UNIQUE MOBILE USERS (ANY TYPE OF HANDSET)	MOBILE PENETRATION (UNIQUE USERS vs. TOTAL POPULATION)	NUMBER OF MOBILE CONNECTIONS (SUBSCRIPTIONS)	MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION	AVERAGE NUMBER OF CONNECTIONS PER UNIQUE MOBILE USER
29.81 MILLION	82%	31.61 MILLION	87%	1.06

SOURCES: UNIQUE MOBILE USERS: EXTRAPOLATION OF DATA FROM GSMA INTELLIGENCE, EMARKETER, AND ERICSSON; MOBILE CONNECTIONS: GSMA INTELLIGENCE, Q4 2016.

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)
31.61	87%	15%	85%	92%

SOURCES: GSMA INTELLIGENCE, Q4 2016.

JAN 2017

GSMA MOBILE CONNECTIVITY INDEX

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

OVERALL COUNTRY INDEX SCORE	MOBILE NETWORK INFRASTRUCTURE	AFFORDABILITY OF DEVICES & SERVICES	CONSUMER READINESS	AVAILABILITY OF RELEVANT CONTENT & SERVICES
80.98	70.10	76.12	91.44	88.15
OUT OF A MAXIMUM POSSIBLE SCORE OF 100	OUT OF A MAXIMUM POSSIBLE SCORE OF 100	OUT OF A MAXIMUM POSSIBLE SCORE OF 100	OUT OF A MAXIMUM POSSIBLE SCORE OF 100	OUT OF A MAXIMUM POSSIBLE SCORE OF 100

SOURCES: GSMA INTELLIGENCE, Q4 2016. TO ACCESS THE COMPLETE MOBILE CONNECTIVITY INDEX, VISIT HTTP://WWW.MOBILECONNECTIVITYINDEX.COM/

JAN 2017

MOBILE ACTIVITIES

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

PERCENTAGE OF THE POPULATION USING MOBILE MESSENGERS	PERCENTAGE OF THE POPULATION WATCHING VIDEOS ON MOBILE	PERCENTAGE OF THE POPULATION PLAYING GAMES ON MOBILE	PERCENTAGE OF THE POPULATION USING MOBILE BANKING	PERCENTAGE OF THE POPULATION USING MOBILE MAP SERVICES
52%	82%	46%	43%	46%

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

E-COMMERCE ACTIVITIES IN PAST 30 DAYS

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

SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY	VISITED AN ONLINE RETAIL STORE	PURCHASED A PRODUCT OR SERVICE ONLINE	MADE AN ONLINE PURCHASE VIA A LAPTOP OR DESKTOP COMPUTER	MADE AN ONLINE PURCHASE VIA A MOBILE DEVICE
77%	79%	60%	51%	25%

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.

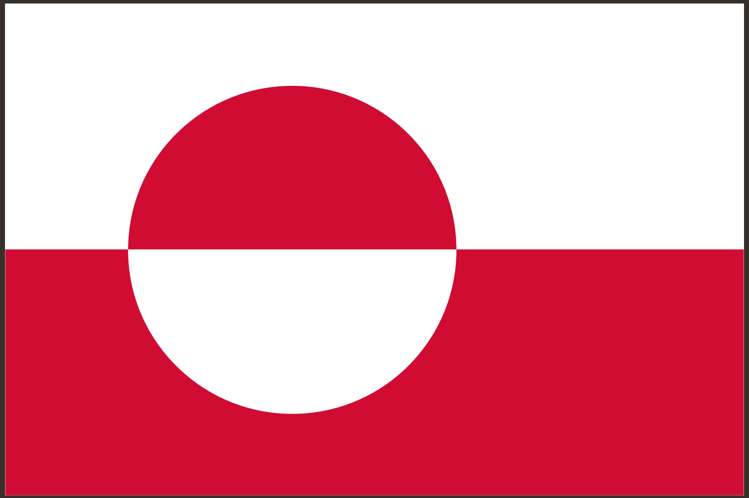
JAN 2017

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 NATIONAL E-COMMERCE MARKET IN 2016 (IN US$)	AVERAGE ANNUAL E-COMMERCE REVENUE PER USER IN 2016 (IN US$)
17.43 MILLION	48%	$18.3 BILLION	$1,052

SOURCES: STATISTA DIGITAL MARKET OUTLOOK, E-COMMERCE INDUSTRY, JANUARY 2017. **NOTE:** NUMBERS HAVE BEEN REBASED TO SHOW PENETRATION AGAINST TOTAL POPULATION.



GREENLAND

JAN 2017

GREENLAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SUBSCRIPTIONS	ACTIVE MOBILE SOCIAL USERS
56.22 THOUSAND	**52.00 THOUSAND**	**39.00 THOUSAND**	**61.39 THOUSAND**	**35.00 THOUSAND**
URBANISATION: **87%**	PENETRATION: **92%**	PENETRATION: **69%**	vs. POPULATION: **109%**	PENETRATION: **62%**

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 DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS (vs. JANUARY 2016)

INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SUBSCRIPTIONS	ACTIVE MOBILE SOCIAL USERS
0%	**+5%**	**+9%**	**+6%**
SINCE JAN 2016	SINCE JAN 2016	SINCE JAN 2016	SINCE JAN 2016
(UNCHANGED)	**+2 THOUSAND**	**+5 THOUSAND**	**+2 THOUSAND**

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

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
57%	29%	14%	0.14%
YEAR-ON-YEAR CHANGE: +1%	YEAR-ON-YEAR CHANGE: -12%	YEAR-ON-YEAR CHANGE: +31%	YEAR-ON-YEAR CHANGE: -22%

SOURCES: STATCOUNTER, JANUARY 2017.

FACEBOOK USAGE ANALYSIS

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

TOTAL NUMBER OF MONTHLY ACTIVE FACEBOOK USERS	PERCENTAGE OF FACEBOOK USERS ACCESSING VIA MOBILE	PERCENTAGE OF FACEBOOK USERS USING FACEBOOK EACH DAY	PERCENTAGE OF FACEBOOK PROFILES DECLARED AS FEMALE	PERCENTAGE OF FACEBOOK PROFILES DECLARED AS MALE
39.00 THOUSAND	90%	69%	50%	50%

SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2017.

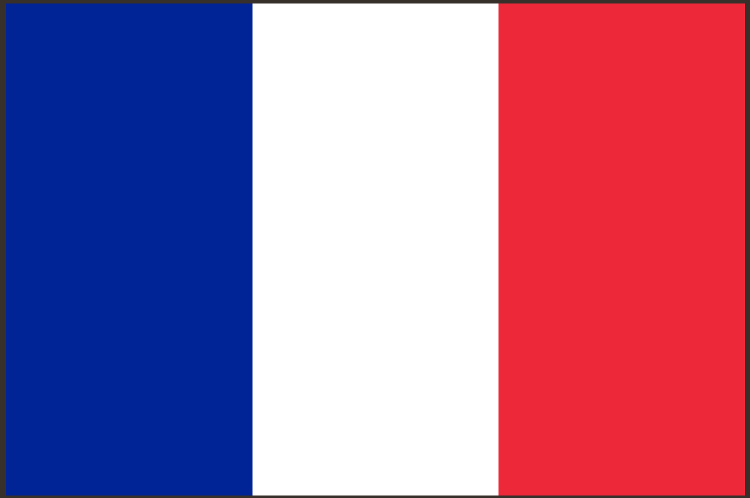
JAN 2017

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)
61.39 THOUSAND	109%	66%	34%	20%

SOURCES: GSMA INTELLIGENCE, Q4 2016.



SAINT PIERRE & MIQUELON

JAN 2017

SAINT PIERRE & MIQUELON

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

SAINT PIERRE & MIQUELON

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SUBSCRIPTIONS	ACTIVE MOBILE SOCIAL USERS
6,310	4,500	4,000	4,665	2,900
URBANISATION: 91%	PENETRATION: 71%	PENETRATION: 63%	vs. POPULATION: 74%	PENETRATION: 46%

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 DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS (vs. JANUARY 2016)

SAINT PIERRE & MIQUELON

INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SUBSCRIPTIONS	ACTIVE MOBILE SOCIAL USERS
[N/A]	[N/A]	+5%	[N/A]
SINCE JAN 2016	SINCE JAN 2016	SINCE JAN 2016	SINCE JAN 2016
[N/A]	[N/A]	+220	[N/A]

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

SHARE OF WEB TRAFFIC BY DEVICE

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

SAINT PIERRE & MIQUELON

LAPTOPS & DESKTOPS	MOBILE PHONES	TABLET DEVICES	OTHER DEVICES
72%	7%	21%	0.10%
YEAR-ON-YEAR CHANGE:	YEAR-ON-YEAR CHANGE:	YEAR-ON-YEAR CHANGE:	YEAR-ON-YEAR CHANGE:
-10%	+71%	+36%	-90%

SOURCES: STATCOUNTER, JANUARY 2017.

JAN 2017

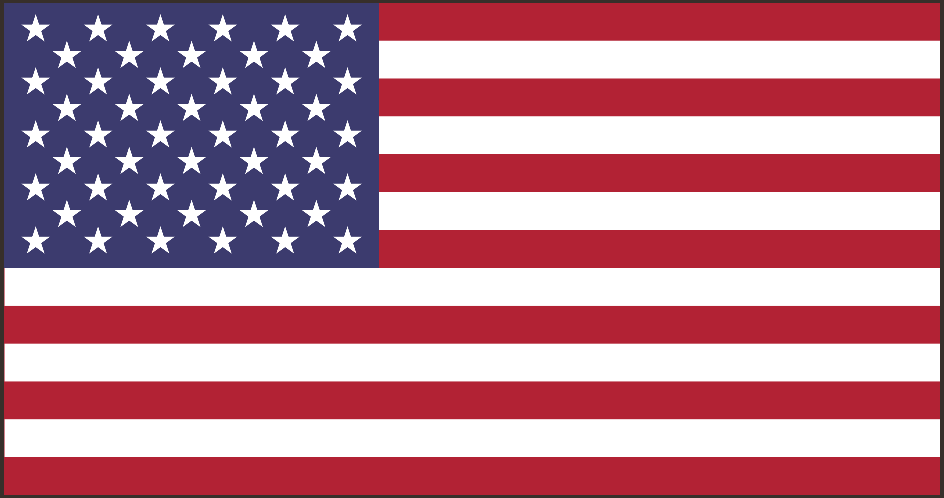
FACEBOOK USAGE ANALYSIS

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

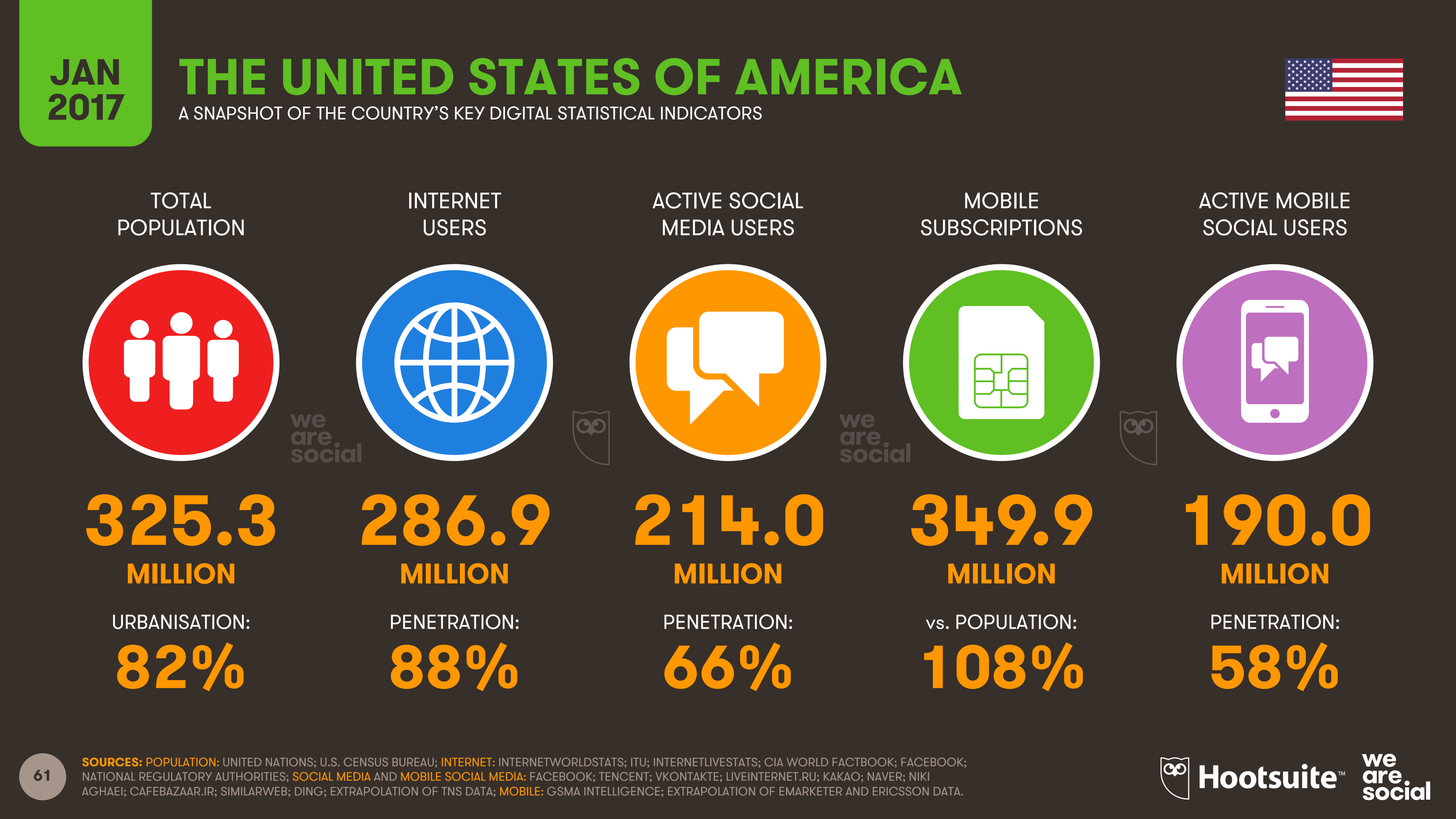
SAINT PIERRE & MIQUELON

TOTAL NUMBER OF MONTHLY ACTIVE FACEBOOK USERS	PERCENTAGE OF FACEBOOK USERS ACCESSING VIA MOBILE	PERCENTAGE OF FACEBOOK USERS USING FACEBOOK EACH DAY	PERCENTAGE OF FACEBOOK PROFILES DECLARED AS FEMALE	PERCENTAGE OF FACEBOOK PROFILES DECLARED AS MALE
4,000	73%	40%	54%	46%

SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2017.



UNITED STATES OF AMERICA


JAN 2017
THE UNITED STATES OF AMERICA
A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS
TOTAL POPULATION
325.3 MILLION
URBANISATION:
82%
INTERNET USERS
286.9 MILLION
PENETRATION:
88%
ACTIVE SOCIAL MEDIA USERS
214.0 MILLION
PENETRATION:
66%
MOBILE SUBSCRIPTIONS
349.9 MILLION
vs. POPULATION:
108%
ACTIVE MOBILE SOCIAL USERS
190.0 MILLION
PENETRATION:
58%
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.
61
Hootsuite
we are social

JAN 2017

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS (vs. JANUARY 2016)

INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SUBSCRIPTIONS	ACTIVE MOBILE SOCIAL USERS
+2%	**+11%**	**+2%**	**+12%**
SINCE JAN 2016	SINCE JAN 2016	SINCE JAN 2016	SINCE JAN 2016
+5 MILLION	**+22 MILLION**	**+7 MILLION**	**+21 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

DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION* THAT CURRENTLY USES EACH KIND OF DEVICE

MOBILE PHONE (ANY TYPE)	SMART PHONE	LAPTOP OR DESKTOP COMPUTER	TABLET COMPUTER
85%	72%	75%	42%

TELEVISION (ANY KIND)	DEVICE FOR STREAMING INTERNET CONTENT TO TV	E-READER DEVICE	WEARABLE TECH DEVICE
86%	25%	5%	8%

SOURCES: GOOGLE CONSUMER BAROMETER, JANUARY 2017. FIGURES BASED ON RESPONSES TO A SURVEY. ***NOTE:** DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS.

JAN 2017

TIME SPENT WITH MEDIA

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

AVERAGE DAILY USE OF THE INTERNET VIA A PC OR TABLET	AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE	AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE	AVERAGE DAILY TELEVISION VIEWING TIME
6H 22M	2H 02M	2H 06M	3H 19M

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

JAN 2017

INTERNET USE

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

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
286.9 MILLION	88%	239.0 MILLION	73%

SOURCES: INTERNETWORLDSTATS; INTERNATIONAL TELECOMMUNICATION UNION (ITU), INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; GLOBALWEBINDEX, Q3 & Q4 2016. **NOTE:** GLOBALWEBINDEX DATE IS BASED ON A SURVEY OF INTERNET USERS AGED 16-64, BUT 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

INTERNET USERS: DIFFERENT PERSPECTIVES

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

INTERNET WORLD STATS	ITU (INTERNATIONAL TELECOMMUNICATION UNION)	INTERNET LIVE STATS	CIA WORLD FACTBOOK
286.9 MILLION	242.5 MILLION	286.9 MILLION	276.6 MILLION

SOURCES: INTERNETWORLDSTATS; INTERNATIONAL TELECOMMUNICATION UNION (ITU); INTERNETLIVESTATS; CIA WORLD FACTBOOK.

JAN 2017

FREQUENCY OF INTERNET USE

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

EVERY DAY	AT LEAST ONCE PER WEEK	AT LEAST ONCE PER MONTH	LESS THAN ONCE PER MONTH
1	7	31	?
86%	9%	4%	1%

SOURCES: GOOGLE CONSUMER BAROMETER, JANUARY 2017. FIGURES BASED ON RESPONSES TO A SURVEY. **NOTE:** DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS.

JAN 2017

INTERNET CONNECTIONS: SPEED & DEVICES

AVERAGE INTERNET CONNECTION SPEEDS (IN KBPS), AND THE DEVICE THAT PEOPLE USE MOST OFTEN TO ACCESS THE INTERNET

AVERAGE INTERNET SPEED VIA FIXED CONNECTIONS	AVERAGE INTERNET SPEED VIA MOBILE CONNECTIONS	ACCESS THE INTERNET MOST OFTEN VIA A COMPUTER OR TABLET	ACCESS EQUALLY VIA A SMARTPHONE AND COMPUTER OR TABLET	ACCESS THE INTERNET MOST OFTEN VIA A SMARTPHONE
16,341 KBPS	7,501 KBPS	29%	39%	26%

Akamai

we are social

Google

SOURCES: AKAMAI STATE OF THE INTERNET REPORT, Q3 2016; GOOGLE CONSUMER BAROMETER, JANUARY 2017. FIGURES BASED ON RESPONSES TO A SURVEY. **NOTES:** DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS. DEVICE USAGE PERCENTAGES MAY NOT SUM TO 100% DUE TO "DON'T KNOW" OR INCOMPLETE ANSWERS.

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
54%	37%	9%	0.25%
YEAR-ON-YEAR CHANGE: -17%	YEAR-ON-YEAR CHANGE: +37%	YEAR-ON-YEAR CHANGE: +13%	YEAR-ON-YEAR CHANGE: +39%

SOURCES: STATCOUNTER, JANUARY 2017.

WEEKLY ONLINE ACTIVITIES BY DEVICE

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

	CHECK EMAIL	VISIT A SOCIAL NETWORK	USE A SEARCH ENGINE	LOOK FOR PRODUCT INFORMATION	LISTEN TO MUSIC
SMARTPHONE:	58%	54%	59%	33%	33%
COMPUTER:	52%	36%	53%	28%	22%
TABLET:	19%	19%	23%	10%	7%

SOURCES: GOOGLE CONSUMER BAROMETER, JANUARY 2017. FIGURES BASED ON RESPONSES TO A SURVEY. **NOTE:** DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS.

JAN 2017

FREQUENCY OF WATCHING ONLINE VIDEO

HOW OFTEN INTERNET USERS WATCH ONLINE VIDEOS (ANY DEVICE)

WATCH ONLINE VIDEOS EVERY DAY	WATCH ONLINE VIDEOS EVERY WEEK	WATCH ONLINE VIDEOS EVERY MONTH	WATCH ONLINE VIDEOS LESS THAN ONCE A MONTH	NEVER WATCH ONLINE VIDEOS
1	7	31	?	X
36%	27%	13%	2%	22%

SOURCES: GOOGLE CONSUMER BAROMETER, JANUARY 2017. FIGURES BASED ON RESPONSES TO A SURVEY. **NOTE:** DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS.

HOW INTERNET USERS WATCH TELEVISION

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

REGULAR TELEVISION ON A TV SET	RECORDED CONTENT ON A TV SET	CATCH-UP / ON-DEMAND SERVICE ON TV SET	ONLINE CONTENT STREAMED ON A TV SET	ONLINE CONTENT STREAMED ON ANOTHER DEVICE
79%	46%	46%	27%	30%

SOURCES: GOOGLE CONSUMER BAROMETER, JANUARY 2017. FIGURES BASED ON RESPONSES TO A SURVEY. **NOTE:** DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS.

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	ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION	TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE	ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION
214.0 MILLION	66%	190.0 MILLION	58%

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA. PENETRATION FIGURES BASED ON POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU.

JAN 2017

FACEBOOK USAGE ANALYSIS

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

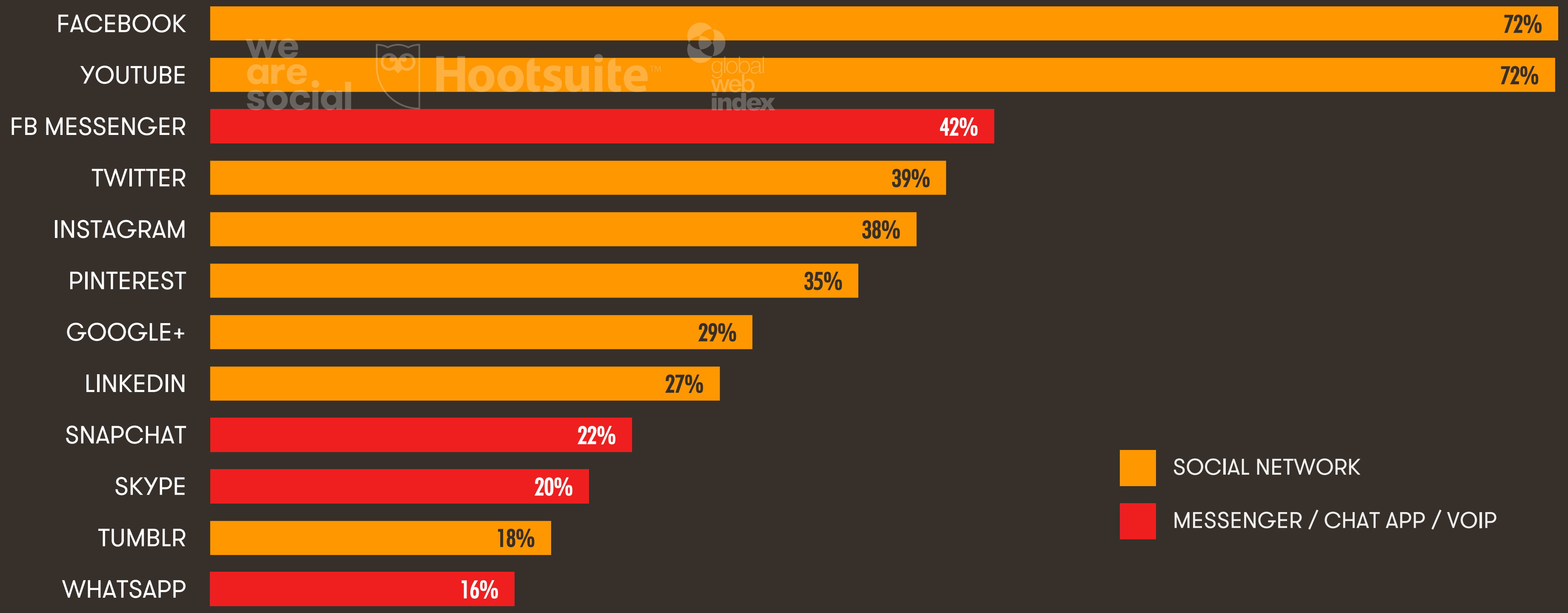
TOTAL NUMBER OF MONTHLY ACTIVE FACEBOOK USERS	PERCENTAGE OF FACEBOOK USERS ACCESSING VIA MOBILE	PERCENTAGE OF FACEBOOK USERS USING FACEBOOK EACH DAY	PERCENTAGE OF FACEBOOK PROFILES DECLARED AS FEMALE	PERCENTAGE OF FACEBOOK PROFILES DECLARED AS MALE
214.0 MILLION	89%	70%	52%	48%

SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2017.

JAN 2017

MOST ACTIVE SOCIAL MEDIA PLATFORMS

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

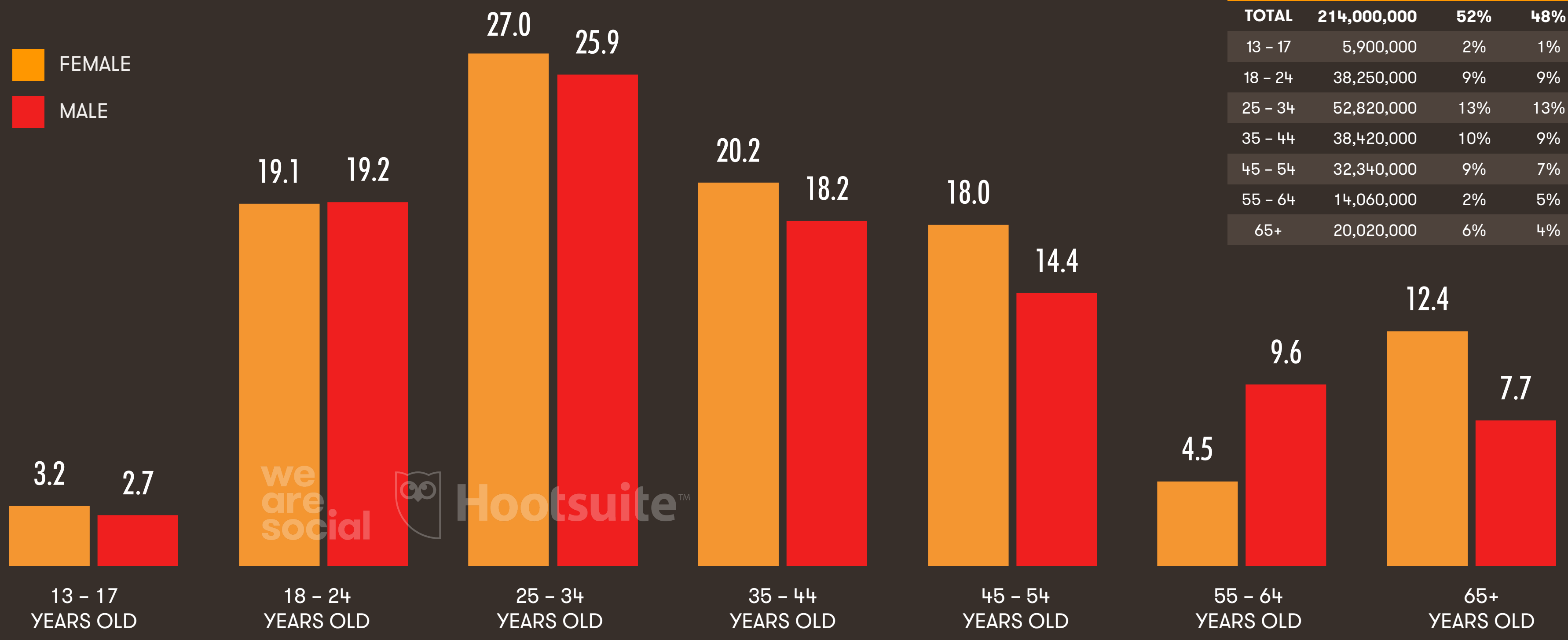


SOURCES: GLOBALWEBINDEX, Q3 & Q4 2016. BASED ON A SURVEY OF INTERNET USERS AGED 16-64. **NOTE:** DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION. PENETRATION FIGURES BASED ON POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU.

JAN 2017

PROFILE OF FACEBOOK USERS

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



AGE	TOTAL	FEMALE	MALE
TOTAL	214,000,000	52%	48%
13 – 17	5,900,000	2%	1%
18 – 24	38,250,000	9%	9%
25 – 34	52,820,000	13%	13%
35 – 44	38,420,000	10%	9%
45 – 54	32,340,000	9%	7%
55 – 64	14,060,000	2%	5%
65+	20,020,000	6%	4%

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 NATIONAL FACEBOOK USERS. TABLE VALUES MAY NOT SUM EXACTLY DUE TO ROUNDING IN THE SOURCE DATA.

MOBILE USERS vs. MOBILE CONNECTIONS

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

NUMBER OF UNIQUE MOBILE USERS (ANY TYPE OF HANDSET)	MOBILE PENETRATION (UNIQUE USERS vs. TOTAL POPULATION)	NUMBER OF MOBILE CONNECTIONS (SUBSCRIPTIONS)	MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION	AVERAGE NUMBER OF CONNECTIONS PER UNIQUE MOBILE USER
266.5 MILLION	82%	349.9 MILLION	108%	1.31

SOURCES: UNIQUE MOBILE USERS: EXTRAPOLATION OF DATA FROM GSMA INTELLIGENCE, EMARKETER, AND ERICSSON; MOBILE CONNECTIONS: GSMA INTELLIGENCE, Q4 2016.

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)
349.9	108%	26%	74%	90%

SOURCES: GSMA INTELLIGENCE, Q4 2016.

GSMA MOBILE CONNECTIVITY INDEX

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

OVERALL COUNTRY INDEX SCORE	MOBILE NETWORK INFRASTRUCTURE	AFFORDABILITY OF DEVICES & SERVICES	CONSUMER READINESS	AVAILABILITY OF RELEVANT CONTENT & SERVICES
82.64	80.72	72.53	92.25	86.36
OUT OF A MAXIMUM POSSIBLE SCORE OF 100	OUT OF A MAXIMUM POSSIBLE SCORE OF 100	OUT OF A MAXIMUM POSSIBLE SCORE OF 100	OUT OF A MAXIMUM POSSIBLE SCORE OF 100	OUT OF A MAXIMUM POSSIBLE SCORE OF 100

SOURCES: GSMA INTELLIGENCE, Q4 2016. TO ACCESS THE COMPLETE MOBILE CONNECTIVITY INDEX, VISIT HTTP://WWW.MOBILECONNECTIVITYINDEX.COM/

MOBILE ACTIVITIES

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

PERCENTAGE OF THE POPULATION USING MOBILE MESSENGERS	PERCENTAGE OF THE POPULATION WATCHING VIDEOS ON MOBILE	PERCENTAGE OF THE POPULATION PLAYING GAMES ON MOBILE	PERCENTAGE OF THE POPULATION USING MOBILE BANKING	PERCENTAGE OF THE POPULATION USING MOBILE MAP SERVICES
49%	79%	49%	41%	49%

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

E-COMMERCE ACTIVITIES IN PAST 30 DAYS

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

SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY	VISITED AN ONLINE RETAIL STORE	PURCHASED A PRODUCT OR SERVICE ONLINE	MADE AN ONLINE PURCHASE VIA A LAPTOP OR DESKTOP COMPUTER	MADE AN ONLINE PURCHASE VIA A MOBILE DEVICE
75%	79%	67%	57%	33%

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

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 NATIONAL E-COMMERCE MARKET IN 2016 (IN US$)	AVERAGE ANNUAL E-COMMERCE REVENUE PER USER IN 2016 (IN US$)
197.6 MILLION	61%	$322.2 BILLION	$1,630

SOURCES: STATISTA DIGITAL MARKET OUTLOOK, E-COMMERCE INDUSTRY, JANUARY 2017. **NOTE:** NUMBERS HAVE BEEN REBASED TO SHOW PENETRATION AGAINST TOTAL POPULATION.

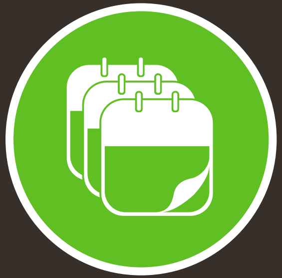
MORE INFORMATION

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.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

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/GD2017GR.

This report contains data, tables, figures, maps, flags, analyses and technical notes that relate to various geographical territories around the world. However, reference to these territories and any associated elements (including names and flags) does not imply the expression of any opinion whatsoever on the part of any of the featured brands, nor any of those organisations' employees, concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

This report has been compiled for informational purposes only, and relies on data from a wide variety of sources, including public and private companies, market research firms, government agencies, NGOs, and private individuals. We strive to ensure that all data and charts contained in this report are as accurate and up-to-date as possible, but none of We Are Social, Hootsuite or the brands or organisations featured or cited herein, nor any of their employees, contractors or subcontractors, (i) makes any representation or warranty, express or implied, as to the accuracy, completeness, correctness or non-infringement of this report, or (ii) to the fullest extent permitted by law, accepts any liability whatsoever for any direct, indirect, punitive, incidental, special, consequential or exemplary damages arising from any use of this report or the information contained herein.

All opinions and estimates contained in this report are as of the date of this report, are subject to change without notice and are provided in good faith but without legal responsibility. This report should not be construed as business advice and the insights are not to be used as the basis for investment or business decisions of any kind without your own research and validation.

This report contains references to organisations that are not affiliated with We Are Social or Hootsuite. This report does not endorse any product, segment, company or individual. Except for those portions of this report relating to Hootsuite, this report and any opinions contained herein have been prepared by We Are Social and have not been specifically approved or disapproved by Hootsuite.

Hootsuite™

Hootsuite is the most widely used social media management platform, used by over 15 million people around the globe and trusted by more than 800 of the Fortune 1000.

Hootsuite's battle-tested technology, extensive ecosystem, and social DNA help organizations create human connections at scale.

To learn more, visit http://www.hootsuite.com

We are a global agency. We deliver world-class creative ideas with forward-thinking brands. We believe in people, not platforms, and the power of social insight to drive business value.

We call this social thinking.

We work with clients including adidas, Netflix, Heineken, Google, HSBC and Audi on global, regional and local projects.

If you'd like to learn more about how we can help you too, visit http://wearesocial.com.

REPORT RESEARCHED & COMPILED BY:

SIMON KEMP

@ESKIMON

SIMON@KEPIOS.COM

KEPIOS.COM