PARTNERS THAT MAKE THE GLOBAL DIGITAL REPORTS SERIES POSSIBLE

GWI  STATISTA  GSMA INTELLIGENCE  SEMRUSH

APP ANNIE  SIMILARWEB  LOCOWISE  SKAI
IMPORTANT NOTES ON COMPARING DATA

The findings published in this report use the latest data available at the time of production. This may include revised figures for historical data points that were not available when we published previous reports in the Global Digital Reports series. From time to time, we may also change the data sources that we use to inform specific data points, and we may also change how we calculate certain values. Similarly, our data partners may change the ways in which they source, calculate, or report the data that they share with us. As a result, findings published in this report may not correlate with findings published in our previous reports, especially where such findings represent change over time (e.g. annual growth). Where we report figures for change over time, such figures will use the latest available data, so we recommend using the values published in this report, rather than trying to recalculate such values using data from previous reports. Wherever we’re aware of the potential for historical mismatches, we’ve included a note on comparability in the footnotes of each relevant slide. Please read these advisories carefully to understand how data sources or calculations have changed since previous reports, and beware of making any comparisons with historical data. In addition to changes in data sources and calculations, please note that social media user numbers may not represent unique individuals. This is because some people may manage multiple social media accounts, and because some social media accounts may represent ‘non-human’ entities (e.g. businesses, animals, bands, etc.). As a result, the figures we publish for social media users may exceed the figures we publish for total population or for internet users. This may seem counter-intuitive, but such differences do not represent mistakes. For more information, please read our notes on data variance, mismatches, and curiosities: https://datareportal.com/notes-on-data.
GLOBAL DIGITAL HEADLINES
OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES AT A WORLDWIDE LEVEL

TOTAL POPULATION
7.91 BILLION
YEAR-ON-YEAR CHANGE +1.0%
URBANISATION 57.0%

MOBILE CONNECTIONS
8.28 BILLION
YEAR-ON-YEAR CHANGE +2.9%
TOTAL vs. POPULATION 104.6%

INTERNET USERS
4.95 BILLION
YEAR-ON-YEAR CHANGE +4.0%
TOTAL vs. POPULATION 62.5%

ACTIVE SOCIAL MEDIA USERS
4.62 BILLION
YEAR-ON-YEAR CHANGE +10.1%
TOTAL vs. POPULATION 58.4%

SOURCE: UNITED NATIONS, U.S. CENSUS BUREAU, GOVERNMENT BODIES, GMA INTELLIGENCE, IN-GMB EUPRATIS-QMNC, ARTICIA, WORLD FACTBOOK, COMPANY ATTRIBUTING RESOURCES AND

WE
SOCIAL MEDIA USERS vs. TOTAL POPULATION

ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

FEB 2022

NORTHERN EUROPE: 85%
EASTERN EUROPE: 70%
NORTHERN AMERICA: 82%
CARIBBEAN: 73%
CENTRAL AMERICA: 55%
NORTHERN AFRICA: 56%
SOUTHERN AFRICA: 45%
WESTERN AFRICA: 16%
MIDDLE AFRICA: 8%
SOUTHERN ASIA: 34%
CENTRAL ASIA: 33%
EASTERN ASIA: 69%
EASTERN ASIA: 72%
SOUTH-EASTERN ASIA: 72%
OCEANIA: 66%
SHARE OF GLOBAL SOCIAL MEDIA USERS

ACTIVE SOCIAL MEDIA USERS IN EACH REGION AS A PERCENTAGE OF TOTAL GLOBAL ACTIVE SOCIAL MEDIA USERS

NORTHERN AMERICA: 7.2%
CENTRAL AMERICA: 3.2%
SOUTHERN AMERICA: 8.2%
NORTHERN EUROPE: 2.1%
EASTERN EUROPE: 4.9%
NORTHERN AFRICA: 2.8%
SOUTHERN AFRICA: 0.7%
SOUTHERN EUROPE: 2.8%
WESTERN EUROPE: 3.9%
CARIBBEAN: 0.6%
MIDDLE AFRICA: 1.6%
WESTERN AFRICA: 1.6%
EASTERN AFRICA: 1.1%
CENTRAL ASIA: 0.6%
SOUTHERN ASIA: 15.7%
EASTERN ASIA: 27.6%
SOUTH-EASTERN ASIA: 11.6%
OCEANIA: 0.7%
EXPLORE OUR COMPLETE COLLECTION OF DIGITAL 2022 GLOBAL DATA

CLICK HERE TO READ OUR FLAGSHIP DIGITAL 2022 GLOBAL OVERVIEW REPORT, PACKED WITH ALL THE NUMBERS YOU NEED TO MAKE SENSE OF THE CURRENT STATE OF DIGITAL

CLICK HERE TO READ OUR DIGITAL 2022 LOCAL COUNTRY HEADLINES REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD
THINK FORWARD 2022

BRAVE NEW WORLDS

You’ve heard about the metaverse, right? Actually, 87% of social media users globally haven’t. But does that even matter, when businesses from Facebook to Fortnite are vying to stake their claim in it? What about web3? Or blockchain? Do you know what an NFT is?

As we’ve renegotiated our relationship with digital in the wake of Covid-19, from the fringes of the internet, a wealth of new terms have become mainstays in the marketing press and mainstream media alike, rushing to alleviate the tensions of our new reality.

We’re at a tipping point, and the gold rush is in full swing.

We’re stepping into Brave New Worlds.

In the seventh issue of our annual report Think Forward, we unpick the complex and ever-changing web of digital culture and behaviour, and explore the role brands can play in reflecting and shaping it.

The report was informed by ongoing intelligence from our global Cultural Insights team, and supported by a survey of 3,000 people aged 18+ who use social media daily from the US, UK, France, Italy, China and Australia.

THE TRENDS

1. IN-FEED SYLLABUSES
   SOCIAL IS BEING REPURPOSED AS A SPACE FOR SELF-DIRECTED LEARNING

2. THE VIBE ECONOMY
   THE CURATION OF MOODS AND FEELINGS HAS BECOME A COVETED CREATIVE SKILL

3. PRIME TIME PLATFORMS
   SOCIAL HAS LEVELLED UP FROM ITS ROLE AS A SECOND SCREEN

4. SOCIAL CYNICISM
   CREATORS ARE FIGHTING TO OVERCOME THE TROPS OF SOCIAL

5. NEW MATERIALISTS
   PEOPLE ARE INVESTING IN DIGITAL CONTENT AND CREATIVITY
ESSENTIAL DIGITAL HEADLINES
OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

TOTAL POPULATION
- 277.7 MILLION
- URBANISATION 57.9%

CELLULAR MOBILE CONNECTIONS
- 370.1 MILLION
- vs. POPULATION 133.3%

INTERNET USERS
- 204.7 MILLION
- vs. POPULATION 73.7%

ACTIVE SOCIAL MEDIA USERS
- 191.4 MILLION
- vs. POPULATION 68.9%

SOURCES: UNITED NATIONS, U.S. CENSUS BUREAU, GOVERNMENT BODIES, GSM A INTELLIGENCE, TR, GAWA, PORTAL, SING, AET, GI, MOBILE FACTBOOK, COMPANY ADVERTISING RESOURCES AND WE
DIGITAL GROWTH
CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME

**TOTAL POPULATION**
- **+1.0%**
- **+2.8 MILLION YEAR-ON-YEAR CHANGE**

**CELLULAR MOBILE CONNECTIONS**
- **+3.6%**
- **+13 MILLION YEAR-ON-YEAR CHANGE**

**INTERNET USERS**
- **+1.0%**
- **+2.1 MILLION YEAR-ON-YEAR CHANGE**

**ACTIVE SOCIAL MEDIA USERS**
- **+12.6%**
- **+21 MILLION YEAR-ON-YEAR CHANGE**

**SOURCES:** UNITED NATIONS, U.S. CENSUS BUREAU, GOVERNMENT BODIES, GSMA INTELLIGENCE, ITU, GSMA, EUROPEAN COMMISSION, CNIC, ARIB, CII, WORLD FACTBOOK, COMPANY ADVERTISING RESOURCES AND WEATHER WEBSITES.
FEB 2022
POPULATION BY AGE
SHARE OF THE TOTAL POPULATION BY AGE GROUP

TOTAL POPULATION: 277.7 MILLION

- Population aged 0-4: 8.3%
- Population aged 5-12: 13.9%
- Population aged 13-17: 8.2%
- Population aged 18-24: 11.6%
- Population aged 25-34: 14.9%
- Population aged 35-44: 14.7%
- Population aged 45-54: 12.7%
- Population aged 55-64: 9.0%
- Population aged 65+: 6.8%
DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

- **Time spent using the internet**: 8h 36m (Year-on-Year change: -3.0% (-16 mins))
- **Time spent watching television (broadcast and streaming)**: 2h 50m (Year-on-Year change: -0.6% (-1 min))
- **Time spent using social media**: 3h 17m (Year-on-Year change: +1.5% (+3 mins))
- **Time spent reading press media (online and physical print)**: 1h 47m (Year-on-Year change: +9.2% (+9 mins))

- **Time spent listening to music streaming services**: 1h 40m (Year-on-Year change: +11.1% (+10 mins))
- **Time spent listening to broadcast radio**: 0h 37m (Year-on-Year change: +12.1% (+4 mins))
- **Time spent listening to podcasts**: 0h 55m (Year-on-Year change: +25.0% (+11 mins))
- **Time spent using a games console**: 1h 19m (Year-on-Year change: +3.9% (+3 mins))

**Source:** GWI (Q3 2021). Figures represent the findings of a broad global survey of internet users aged 16 to 64. See GWI.com for full details.
OVERVIEW OF INTERNET USE
ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

TOTAL INTERNET USERS: 204.7 MILLION
INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION: 73.7%
YEAR-ON-YEAR CHANGE IN THE NUMBER OF INTERNET USERS: +1.0%
AVERAGE DAILY TIME SPENT USING THE INTERNET BY EACH INTERNET USER: 8H 36M -3.0% (-16 MINS)
PERCENTAGE OF USERS ACCESSING THE INTERNET VIA MOBILE PHONES: 94.1%

SOURCE: KIRGIS, ANALYSIS, GWA, GSMA INTELLIGENCE, EUROSTAT, GWI, CIA WORLD FACTBOOK, ONNIC, APA, LOCAL GOVERNMENT AUTHORITIES, UNITED NATIONS, TIME SPENT AND MOBILE SHARE DATA FROM GWI COM auf WWW.GWI.COM FOR MORE DETAILS.
INTERNET USER PERSPECTIVES
INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

INTERNET USERS:
ITU
CIA WORLD FACTBOOK
INTERNETWORLDSTATS

149.2 MILLION vs. POPULATION 53.7%
149.2 MILLION vs. POPULATION 53.7%
212.4 MILLION vs. POPULATION 76.5%

SOURCES: AS STATED ABOVE EACH ICON. NOTES: WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), WE COMPARE THE LATEST PUBLISHED ADOPTION RATES IN EACH COUNTRY TO OUR LATEST SOURCES FOR POPULATION. WHERE SOURCES PUBLISH APPROPRIATE NUMBERS, WE COMPARE THESE WITH INTERNET USER NUMBERS TO DETERMINE LATEST PENETRATION RATES.
INTERNET ACCESS IN PERSPECTIVE

Access to the internet in the context of access to other life essentials, as a percentage of total population.

- Uses the internet: 73.7%
- Has access to electricity: 98.9%
- Has access to basic drinking water: 92.4%
- Has access to basic sanitation: 86.5%
- Earns less than USD $3.20 per day: 19.9%
DAILY TIME SPENT USING THE INTERNET

FEB 2022

AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY

- DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES: 8H 36M
- TIME SPENT USING THE INTERNET ON MOBILE PHONES: 4H 56M
- TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS: 3H 41M
- MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME: 57.2%
MAIN REASONS FOR USING THE INTERNET

FEB 2022

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

1. Finding information: 80.0%
2. Finding new ideas and inspiration: 72.9%
3. Staying in touch with friends and family: 68.2%
4. Filling up spare time: 63.4%
5. Following news and current events: 61.4%
6. Watching videos, TV shows, and movies: 58.8%
7. Listening to music: 56.7%
8. Researching how to do things: 51.8%
9. Researching brands: 50.5%
10. Meeting new people: 45.6%
11. Education and study: 44.1%
12. Gaming: 41.2%
13. Researching places and travel: 40.3%
14. Researching health issues and products: 39.1%
15. Sharing opinions: 39.0%
DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET

- **MOBILE PHONE (ANY)**: 94.1%
  - Year-on-year change: -2.4% (-230 BPS)

- **LAPTOP OR DESKTOP (ANY)**: 71.3%
  - Year-on-year change: -3.3% (-240 BPS)

- **SMART PHONE**: 93.3%
  - Year-on-year change: -2.8% (-270 BPS)

- **FEATURE PHONE**: 3.8%
  - Year-on-year change: +52.0% (+130 BPS)

- **TABLET DEVICE**: 14.2%
  - Year-on-year change: -7.8% (-120 BPS)

- **PERSONAL LAPTOP OR DESKTOP**: 66.2%
  - Year-on-year change: -3.5% (-240 BPS)

- **WORK LAPTOP OR DESKTOP**: 20.3%
  - Year-on-year change: -11.4% (-260 BPS)

- **CONNECTED TELEVISION**: 19.9%
  - Year-on-year change: +27.6% (+430 BPS)

- **SMART HOME DEVICE**: 5.9%
  - Year-on-year change: [NEW DATA POINT]

- **GAMES CONSOLE**: 6.3%
  - Year-on-year change: +10.5% (+60 BPS)

**Source**: GWI (Q3 2021). Figures represent findings of a broad global survey of internet users aged 16 to 64. See GWI.com for full details. **Notes**: “MOBILE PHONE (ANY)” includes smartphones and feature phones.
SHARE OF WEB TRAFFIC BY DEVICE

Percentage of total web pages served to web browsers running on each kind of device.

- **Mobile phones**: 62.76%, year-on-year change +10.8% (+611 BPS)
- **Laptop and desktop computers**: 36.90%, year-on-year change -13.8% (-592 BPS)
- **Tablet devices**: 0.35%, year-on-year change -34.0% (-18 BPS)
- **Other devices**: 0%, year-on-year change [UNCHANGED]

Source: StatCounter. Notes: Figures represent the number of web pages served to browsers running on each type of device compared with the total number of web pages served.
FEB 2022

SHARE OF WEB TRAFFIC BY BROWSER

PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE

- CHROME: 81.99% (Y.O.Y. Change: +5.5% (+425 BPS))
- SAFARI: 6.09% (Y.O.Y. Change: -16.5% (-120 BPS))
- MICROSOFT EDGE: 2.20% (Y.O.Y. Change: +74.6% (+94 BPS))
- FIREFOX: 3.87% (Y.O.Y. Change: -26.7% (-141 BPS))

- SAMSUNG INTERNET: 1.99% (Y.O.Y. Change: -32.3% (-95 BPS))
- OPERA: 2.07% (Y.O.Y. Change: -11.5% (-27 BPS))
- UC BROWSER: 1.26% (Y.O.Y. Change: -42.2% (-92 BPS))
- OTHER: 0.53% (Y.O.Y. Change: -45.4% (-44 BPS))

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND.
## Most-Visited Websites: SEMRush Ranking

**February 2022**

Ranking of the most-visited websites according to SEMRush, based on total monthly website traffic in November 2021.

<table>
<thead>
<tr>
<th>#</th>
<th>Website</th>
<th>Total Visits</th>
<th>Unique Visitors</th>
<th>Time Per Visit</th>
<th>Pages Per Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Google.com</td>
<td>583M</td>
<td>52.6M</td>
<td>23M 41S</td>
<td>6.06</td>
</tr>
<tr>
<td>02</td>
<td>YouTube.com</td>
<td>241M</td>
<td>37.6M</td>
<td>11M 52S</td>
<td>4.85</td>
</tr>
<tr>
<td>03</td>
<td>Detik.com</td>
<td>119M</td>
<td>21.1M</td>
<td>16M 37S</td>
<td>3.87</td>
</tr>
<tr>
<td>04</td>
<td>Facebook.com</td>
<td>103M</td>
<td>17.4M</td>
<td>20M 35S</td>
<td>6.74</td>
</tr>
<tr>
<td>05</td>
<td>Tribunnews.com</td>
<td>102M</td>
<td>21.9M</td>
<td>10M 49S</td>
<td>2.87</td>
</tr>
<tr>
<td>06</td>
<td>Kompas.com</td>
<td>91.6M</td>
<td>21.6M</td>
<td>22M 26S</td>
<td>2.65</td>
</tr>
<tr>
<td>07</td>
<td>Blogspot.com</td>
<td>83.9M</td>
<td>25.0M</td>
<td>10M 41S</td>
<td>2.20</td>
</tr>
<tr>
<td>08</td>
<td>Wikipedia.org</td>
<td>72.0M</td>
<td>20.9M</td>
<td>10M 10S</td>
<td>2.12</td>
</tr>
<tr>
<td>09</td>
<td>Google.co.id</td>
<td>50.3M</td>
<td>13.7M</td>
<td>16M 40S</td>
<td>6.59</td>
</tr>
<tr>
<td>10</td>
<td>Brainly.co.id</td>
<td>46.6M</td>
<td>12.5M</td>
<td>12M 23S</td>
<td>2.79</td>
</tr>
<tr>
<td>11</td>
<td>Shopee.co.id</td>
<td>46.1M</td>
<td>15.4M</td>
<td>23M 09S</td>
<td>4.98</td>
</tr>
<tr>
<td>12</td>
<td>Tokopedia.com</td>
<td>42.0M</td>
<td>14.0M</td>
<td>18M 28S</td>
<td>3.77</td>
</tr>
<tr>
<td>13</td>
<td>Zoom.us</td>
<td>41.6M</td>
<td>13.3M</td>
<td>13M 51S</td>
<td>2.67</td>
</tr>
<tr>
<td>14</td>
<td>Instagram.com</td>
<td>38.2M</td>
<td>10.3M</td>
<td>18M 09S</td>
<td>6.35</td>
</tr>
<tr>
<td>15</td>
<td>Klkbca.com</td>
<td>32.9M</td>
<td>3.98M</td>
<td>11M 07S</td>
<td>8.74</td>
</tr>
<tr>
<td>16</td>
<td>Bit.ly</td>
<td>31.8M</td>
<td>11.4M</td>
<td>10M 09S</td>
<td>1.39</td>
</tr>
<tr>
<td>17</td>
<td>Twitter.com</td>
<td>31.2M</td>
<td>7.55M</td>
<td>19M 37S</td>
<td>8.43</td>
</tr>
<tr>
<td>18</td>
<td>Yahoo.com</td>
<td>30.6M</td>
<td>8.17M</td>
<td>17M 47S</td>
<td>3.66</td>
</tr>
<tr>
<td>19</td>
<td>Liputan6.com</td>
<td>30.2M</td>
<td>15.2M</td>
<td>5M 21S</td>
<td>2.01</td>
</tr>
<tr>
<td>20</td>
<td>Suara.com</td>
<td>30.0M</td>
<td>12.2M</td>
<td>6M 14S</td>
<td>1.60</td>
</tr>
</tbody>
</table>

**Source:** SEMRush. Figures represent traffic values for November 2021. Note: “Unique Visitors” represents the number of distinct ‘identities’ accessing each site, but may not exactly correspond to ‘visitors’ or ‘unique users.’
### Top Website Traffic Detail (SEMrush)

*Share of website traffic by device, and share of website traffic referred by a selection of social media platforms in November 2021.*

<table>
<thead>
<tr>
<th>#</th>
<th>Website</th>
<th>Share of Traffic from Mobiles</th>
<th>Share of Traffic from Computers</th>
<th>Traffic from Facebook Referrals</th>
<th>Traffic from YouTube Referrals</th>
<th>Traffic from Instagram Referrals</th>
<th>Traffic from Twitter Referrals</th>
<th>Traffic from LinkedIn Referrals</th>
<th>Traffic from Pinterest Referrals</th>
<th>Traffic from Reddit Referrals</th>
<th>Traffic from Referral</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Google.com</td>
<td>52.1%</td>
<td>47.9%</td>
<td>0.87%</td>
<td>0.83%</td>
<td>0.30%</td>
<td>0.32%</td>
<td>0.04%</td>
<td>0.02%</td>
<td>0.06%</td>
<td>&lt;0.01%</td>
</tr>
<tr>
<td>02</td>
<td>YouTube.com</td>
<td>14.9%</td>
<td>85.1%</td>
<td>0.43%</td>
<td>0.10%</td>
<td>0.08%</td>
<td>0.15%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>0.02%</td>
<td>&lt;0.01%</td>
</tr>
<tr>
<td>03</td>
<td>Detik.com</td>
<td>81.0%</td>
<td>19.0%</td>
<td>0.31%</td>
<td>0.01%</td>
<td>0.04%</td>
<td>0.80%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
</tr>
<tr>
<td>04</td>
<td>Facebook.com</td>
<td>86.3%</td>
<td>13.7%</td>
<td>&lt;0.01%</td>
<td>0.06%</td>
<td>0.12%</td>
<td>0.04%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
</tr>
<tr>
<td>05</td>
<td>Tribunnews.com</td>
<td>90.9%</td>
<td>9.1%</td>
<td>0.16%</td>
<td>0.07%</td>
<td>0.03%</td>
<td>0.18%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
</tr>
<tr>
<td>06</td>
<td>Kompas.com</td>
<td>78.2%</td>
<td>21.8%</td>
<td>0.16%</td>
<td>0.02%</td>
<td>0.02%</td>
<td>0.51%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
</tr>
<tr>
<td>07</td>
<td>Blogspot.com</td>
<td>70.3%</td>
<td>29.7%</td>
<td>0.19%</td>
<td>0.08%</td>
<td>0.02%</td>
<td>0.15%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
</tr>
<tr>
<td>08</td>
<td>Wikipedia.org</td>
<td>61.0%</td>
<td>39.0%</td>
<td>0.02%</td>
<td>0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
</tr>
<tr>
<td>09</td>
<td>Google.co.id</td>
<td>38.9%</td>
<td>61.2%</td>
<td>0.03%</td>
<td>0.02%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
</tr>
<tr>
<td>10</td>
<td>Brainly.co.id</td>
<td>41.7%</td>
<td>58.3%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
<td>&lt;0.01%</td>
</tr>
</tbody>
</table>

*Source: SEMrush. Figures represent traffic values for November 2021. Note: Traffic from social media referrals represent the share of total website visits that originated from a specific social media platform.*
# MOST-VISITED WEBSITES: SIMILARWEB RANKING

Ranking of the most-visited websites according to SimilarWeb, based on annual website traffic for full-year 2021.

<table>
<thead>
<tr>
<th>#</th>
<th>WEBSITE</th>
<th>TOTAL VISITS</th>
<th>MOBILE SHARE</th>
<th>DESKTOP SHARE</th>
<th>TIME PER VISIT</th>
<th>PAGES PER VISIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>GOOGLE.COM</td>
<td>24.4B</td>
<td>72.8%</td>
<td>27.2%</td>
<td>9M 59S</td>
<td>8.61</td>
</tr>
<tr>
<td>02</td>
<td>YOUTUBE.COM</td>
<td>9.51B</td>
<td>44.5%</td>
<td>55.5%</td>
<td>22M 05S</td>
<td>11.15</td>
</tr>
<tr>
<td>03</td>
<td>FACEBOOK.COM</td>
<td>6.33B</td>
<td>86.1%</td>
<td>13.9%</td>
<td>8M 29S</td>
<td>7.97</td>
</tr>
<tr>
<td>04</td>
<td>INSTAGRAM.COM</td>
<td>2.39B</td>
<td>75.5%</td>
<td>24.5%</td>
<td>7M 59S</td>
<td>12.11</td>
</tr>
<tr>
<td>05</td>
<td>BRAINLY.CO.ID</td>
<td>2.36B</td>
<td>94.2%</td>
<td>5.8%</td>
<td>9M 09S</td>
<td>6.64</td>
</tr>
<tr>
<td>06</td>
<td>KOMPAS.COM</td>
<td>2.36B</td>
<td>92.3%</td>
<td>7.7%</td>
<td>5M 24S</td>
<td>2.44</td>
</tr>
<tr>
<td>07</td>
<td>WHATSAPP.COM</td>
<td>2.15B</td>
<td>27.7%</td>
<td>72.3%</td>
<td>2M 52S</td>
<td>1.59</td>
</tr>
<tr>
<td>08</td>
<td>TRIBUNNEWS.COM</td>
<td>2.06B</td>
<td>96.5%</td>
<td>3.5%</td>
<td>5M 29S</td>
<td>3.20</td>
</tr>
<tr>
<td>09</td>
<td>DETIK.COM</td>
<td>2.00B</td>
<td>90.2%</td>
<td>9.8%</td>
<td>5M 29S</td>
<td>2.83</td>
</tr>
<tr>
<td>10</td>
<td>TWITTER.COM</td>
<td>1.95B</td>
<td>75.1%</td>
<td>24.9%</td>
<td>11M 59S</td>
<td>14.80</td>
</tr>
<tr>
<td>11</td>
<td>TOKOPEDIA.COM</td>
<td>1.65B</td>
<td>62.4%</td>
<td>37.6%</td>
<td>6M 29S</td>
<td>6.50</td>
</tr>
<tr>
<td>12</td>
<td>GRID.ID</td>
<td>1.46B</td>
<td>98.1%</td>
<td>1.9%</td>
<td>2M 57S</td>
<td>3.21</td>
</tr>
<tr>
<td>13</td>
<td>SHOPEE.CO.ID</td>
<td>1.44B</td>
<td>71.7%</td>
<td>28.3%</td>
<td>6M 43S</td>
<td>7.12</td>
</tr>
<tr>
<td>14</td>
<td>WIKIPEDIA.ORG</td>
<td>1.03B</td>
<td>77.3%</td>
<td>22.7%</td>
<td>3M 37S</td>
<td>2.57</td>
</tr>
<tr>
<td>15</td>
<td>HOTSTAR.COM</td>
<td>1.00B</td>
<td>95.2%</td>
<td>4.8%</td>
<td>6M 40S</td>
<td>6.01</td>
</tr>
<tr>
<td>16</td>
<td>XNXX.COM</td>
<td>934M</td>
<td>98.9%</td>
<td>1.1%</td>
<td>6M 33S</td>
<td>13.33</td>
</tr>
<tr>
<td>17</td>
<td>ZOOM.US</td>
<td>869M</td>
<td>66.7%</td>
<td>33.3%</td>
<td>3M 31S</td>
<td>2.77</td>
</tr>
<tr>
<td>18</td>
<td>SUARA.COM</td>
<td>794M</td>
<td>95.3%</td>
<td>4.7%</td>
<td>1M 39S</td>
<td>1.66</td>
</tr>
<tr>
<td>19</td>
<td>JPNN.COM</td>
<td>763M</td>
<td>99.4%</td>
<td>0.6%</td>
<td>0M 23S</td>
<td>2.38</td>
</tr>
<tr>
<td>20</td>
<td>BONGACAMS.COM</td>
<td>706M</td>
<td>99.9%</td>
<td>0.1%</td>
<td>0M 08S</td>
<td>2.44</td>
</tr>
</tbody>
</table>

Source: SimilarWeb. Figures represent traffic values between January and December 2021. Advisory: Some websites featured in this ranking may contain adult content. Please use discretion.
# MOST-VISITED WEBSITES: ALEXA RANKING

Ranking of the most-visited websites according to Alexa Internet, based on total monthly website traffic.

<table>
<thead>
<tr>
<th>#</th>
<th>WEBSITE</th>
<th>TIME PER DAY</th>
<th>PAGES PER DAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>GOOGLE.COM</td>
<td>17M 26S</td>
<td>18.49</td>
</tr>
<tr>
<td>02</td>
<td>YOUTUBE.COM</td>
<td>19M 22S</td>
<td>10.53</td>
</tr>
<tr>
<td>03</td>
<td>OKEZONE.COM</td>
<td>04M 00S</td>
<td>4.06</td>
</tr>
<tr>
<td>04</td>
<td>PIKIRAN-RAKYAT.COM</td>
<td>04M 04S</td>
<td>2.24</td>
</tr>
<tr>
<td>05</td>
<td>TRIBUNNEWS.COM</td>
<td>03M 31S</td>
<td>1.94</td>
</tr>
<tr>
<td>06</td>
<td>KOMPAS.COM</td>
<td>03M 23S</td>
<td>1.84</td>
</tr>
<tr>
<td>07</td>
<td>DETIK.COM</td>
<td>06M 31S</td>
<td>4.21</td>
</tr>
<tr>
<td>08</td>
<td>SINDONEWS.COM</td>
<td>03M 41S</td>
<td>2.53</td>
</tr>
<tr>
<td>09</td>
<td>JPITALAN6.COM</td>
<td>04M 39S</td>
<td>2.33</td>
</tr>
<tr>
<td>10</td>
<td>GRID.ID</td>
<td>04M 04S</td>
<td>1.97</td>
</tr>
<tr>
<td>11</td>
<td>KUMPARAN.COM</td>
<td>03M 29S</td>
<td>3.94</td>
</tr>
<tr>
<td>12</td>
<td>SUARA.COM</td>
<td>03M 34S</td>
<td>2.17</td>
</tr>
<tr>
<td>13</td>
<td>TOKOPEDINA.COM</td>
<td>12M 25S</td>
<td>7.84</td>
</tr>
<tr>
<td>14</td>
<td>SHOPEE.CO.ID</td>
<td>13M 05S</td>
<td>7.65</td>
</tr>
<tr>
<td>15</td>
<td>MERDEKA.COM</td>
<td>03M 01S</td>
<td>1.69</td>
</tr>
<tr>
<td>16</td>
<td>GOOGLE.CO.ID</td>
<td>05M 20S</td>
<td>5.16</td>
</tr>
<tr>
<td>17</td>
<td>RCTIPPLUS.COM</td>
<td>03M 37S</td>
<td>2.66</td>
</tr>
<tr>
<td>18</td>
<td>IDNTIMES.COM</td>
<td>06M 29S</td>
<td>6.68</td>
</tr>
<tr>
<td>19</td>
<td>JAWAPOS.COM</td>
<td>08M 39S</td>
<td>3.18</td>
</tr>
<tr>
<td>20</td>
<td>YAHOO.COM</td>
<td>05M 16S</td>
<td>4.88</td>
</tr>
</tbody>
</table>

**Source:** Alexa Internet, using figures published in December 2021.

**Notes:** Alexa Internet is the name of Amazon’s Insights Arm, and data shown here are not restricted to activities on Alexa's Open Platform. Time per day represents the average amount of time visitors spend on each domain, aggregated on Alexa accounts. Times are shown in hours and minutes.
<table>
<thead>
<tr>
<th>#</th>
<th>Search Query</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>TRANSLATE</td>
<td>100</td>
</tr>
<tr>
<td>02</td>
<td>GOOGLE</td>
<td>57</td>
</tr>
<tr>
<td>03</td>
<td>HK</td>
<td>52</td>
</tr>
<tr>
<td>04</td>
<td>GOOGLE TRANSLATE</td>
<td>31</td>
</tr>
<tr>
<td>05</td>
<td>YOUTUBE</td>
<td>30</td>
</tr>
<tr>
<td>06</td>
<td>YANDEX</td>
<td>27</td>
</tr>
<tr>
<td>07</td>
<td>WA</td>
<td>21</td>
</tr>
<tr>
<td>08</td>
<td>TIKTOK DOWNLOAD</td>
<td>20</td>
</tr>
<tr>
<td>09</td>
<td>MP3</td>
<td>18</td>
</tr>
<tr>
<td>10</td>
<td>FB</td>
<td>17</td>
</tr>
<tr>
<td>11</td>
<td>FACEBOOK</td>
<td>17</td>
</tr>
<tr>
<td>12</td>
<td>BAHASA INGGRIS</td>
<td>15</td>
</tr>
<tr>
<td>13</td>
<td>DOWNLOAD VIDEO TIKTOK</td>
<td>14</td>
</tr>
<tr>
<td>14</td>
<td>INGGRIS INDONESIA</td>
<td>13</td>
</tr>
<tr>
<td>15</td>
<td>WHATSAPP</td>
<td>12</td>
</tr>
<tr>
<td>16</td>
<td>FF</td>
<td>12</td>
</tr>
<tr>
<td>17</td>
<td>TWITTER</td>
<td>11</td>
</tr>
<tr>
<td>18</td>
<td>CUACA</td>
<td>11</td>
</tr>
<tr>
<td>19</td>
<td>TRANSLATE INGGRIS</td>
<td>11</td>
</tr>
<tr>
<td>20</td>
<td>WA WEB</td>
<td>10</td>
</tr>
</tbody>
</table>

Source: Google Trends, based on searches conducted between 01 January 2021 and 31 December 2021. Notes: Any spelling errors or language inconsistencies in search queries are due to manual data entry and the language in which the search query is conducted. Google Trends do not provide the volume of searches for non-English languages.
ACCESSING ONLINE INFORMATION

FEB 2022

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH KIND OF ONLINE ACTIVITY

USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK: 13.7%

VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS: 61.1%

USE IMAGE RECOGNITION TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH: 41.1%

USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK: 49.7%
## Watching Online Video Content

Percentage of Internet Users Aged 16 to 64 Who Watch Each Kind of Video Content via the Internet Each Week

<table>
<thead>
<tr>
<th>Kind of Video</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any Kind of Video</td>
<td>96.9%</td>
</tr>
<tr>
<td>Music Video</td>
<td>64.4%</td>
</tr>
<tr>
<td>Comedy, Meme, or Viral Video</td>
<td>50.6%</td>
</tr>
<tr>
<td>Tutorial or How-to Video</td>
<td>46.5%</td>
</tr>
<tr>
<td>Video Livestream</td>
<td>37.8%</td>
</tr>
<tr>
<td>Educational Video</td>
<td>39.6%</td>
</tr>
<tr>
<td>Product Review Video</td>
<td>37.4%</td>
</tr>
<tr>
<td>Sports Clip or Highlights Video</td>
<td>25.7%</td>
</tr>
<tr>
<td>Gaming Video</td>
<td>29.9%</td>
</tr>
<tr>
<td>Influencer Videos and Vlogs</td>
<td>33.4%</td>
</tr>
</tbody>
</table>
LISTENING TO ONLINE AUDIO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO LISTEN TO EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

- **Listen to Music Streaming Services**: 47.5%
- **Listen to Online Radio Shows or Stations**: 14.6%
- **Listen to Podcasts**: 35.6%
- **Listen to Audio Books**: 11.2%
USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN OR USE EACH KIND OF DIGITAL FINANCIAL SERVICE

- Use a banking, investment, or insurance website or mobile app each month: 28.8%
- Use a mobile payment service (e.g., Apple Pay, Samsung Pay) each month: 21.6%
- Own any form of cryptocurrency (e.g., Bitcoin, Ether): 16.4%
FEB 2022

ONLINE PRIVACY AND SECURITY
PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY

EXPRESS CONCERN ABOUT WHAT IS REAL vs. WHAT IS FAKE ON THE INTERNET

WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA

DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME

USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME OF THE TIME

USE A VIRTUAL PRIVATE NETWORK (VPN) TO ACCESS THE INTERNET AT LEAST SOME OF THE TIME

60.3%
36.4%
36.3%
41.7%
40.8%

SOURCES: DATA FOR “CONCERNS ABOUT WHAT IS REAL vs. WHAT IS FAKE ON THE INTERNET” VIA REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM’S “DIGITAL NEWS REPORT 2021”. FIGURES REPRESENT THE PERCENTAGE OF ONLINE ADULTS WHO HAVE ENGAGED IN THE HIGHLIGHTED ACTIVITY AT LEAST SOME OF THE TIME.
OVERVIEW OF SOCIAL MEDIA USE
HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTICE USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NUMBER OF SOCIAL MEDIA USERS: 191.4 MILLION
YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USERS: +12.6%, +21 MILLION
AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA: 3H 17M
YEAR-ON-YEAR CHANGE IN TIME SPENT USING SOCIAL MEDIA: +1.5%, +3 MINS
AVERAGE NUMBER OF PLATFORMS USED EACH MONTH: 8.5

SOCIAL MEDIA USERS vs. TOTAL POPULATION: 68.9%
SOCIAL MEDIA USERS vs. POPULATION AGE 13+: 88.5%
SOCIAL MEDIA USERS vs. TOTAL INTERNET USERS: 93.5%
FEMALE SOCIAL MEDIA USERS vs. TOTAL SOCIAL MEDIA USERS: 46.5%
MALE SOCIAL MEDIA USERS vs. TOTAL SOCIAL MEDIA USERS: 53.5%

SOURCES: KEPPOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CHINIC, TECHRASA; OICER, U.N.; U.S. CENSUS BUREAU. DATA FOR TIME SPENT AND AVERAGE NUMBER OF PLATFORMS USED EACH MONTH IS OSMI AND FOR MORE INFORMATION AND MORE FACTS, VISIT THE KEPPOS WEBSITE.
SOCIAL MEDIA USERS OVER TIME

NUMBER OF SOCIAL MEDIA USERS AND YEAR-ON-YEAR CHANGE

FEB 2022

SOURCE: KEPIC ANALYSIS; COMPANY ADVERTISING RESOURCES AND EARNINGS ANNOUNCEMENTS. NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "M" DENOTES THOUSANDS (E.G., 2020M = 200,000). AND 100,000 1K) NOT SHOWN. 1K = 1,000. VALUES ARE SHOWN ACROSS BARS.
FEB 2022

DEMOGRAPHIC PROFILE OF META’S AD AUDIENCE
SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER

SOURCE: KIPIOS ANALYSIS; META’S ADVERTISING RESOURCES
NOTE: META ONLY PERMITS PEOPLE AGED 13 AND ABOVE TO USE ITS PLATFORMS, SO WHILE THERE MAY BE USERS BELOW THE AGE OF 13, THEY WERE NOT INCLUDED IN THIS ANALYSIS.
<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keeping in touch with friends and family</td>
<td>58.0%</td>
</tr>
<tr>
<td>Filling spare time</td>
<td>57.5%</td>
</tr>
<tr>
<td>Seeing what’s being talked about</td>
<td>50.1%</td>
</tr>
<tr>
<td>Looking for things to do or buy</td>
<td>50.0%</td>
</tr>
<tr>
<td>Finding content</td>
<td>48.8%</td>
</tr>
<tr>
<td>Reading news stories</td>
<td>44.9%</td>
</tr>
<tr>
<td>Finding products to purchase</td>
<td>36.2%</td>
</tr>
<tr>
<td>Watching live streams</td>
<td>36.2%</td>
</tr>
<tr>
<td>Finding like-minded people</td>
<td>34.7%</td>
</tr>
<tr>
<td>Making new contacts</td>
<td>34.7%</td>
</tr>
<tr>
<td>Sharing opinions</td>
<td>32.9%</td>
</tr>
<tr>
<td>Posting about your life</td>
<td>31.9%</td>
</tr>
<tr>
<td>Activities for work</td>
<td>31.0%</td>
</tr>
<tr>
<td>Avoiding missing out (FOMO)</td>
<td>29.8%</td>
</tr>
<tr>
<td>Supporting good causes</td>
<td>24.9%</td>
</tr>
</tbody>
</table>
FAVOURITE SOCIAL MEDIA PLATFORMS
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

- WHATSAPP: 35.6%
- INSTAGRAM: 22.9%
- FACEBOOK: 13.1%
- TIKTOK: 9.1%
- TWITTER: 6.4%
- TELEGRAM: 2.7%
- KUAISHOU: 1.3%
- PINTEREST: 1.3%
- LINE: 1.1%
- DISCORD: 0.7%

SOURCE: GWI Q2 2022. FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTE: YOUTUBE IS NOT OFFERED AS AN OPTION.
TIME SPENT USING SOCIAL MEDIA APPS

FEB 2022

AVERAGE TIME PER MONTH THAT USERS SPEND USING EACH PLATFORM’S ANDROID APP

<table>
<thead>
<tr>
<th>Platform</th>
<th>Hours/Month</th>
<th>Year-on-Year Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>WhatsApp</td>
<td>31.4</td>
<td>+2%</td>
</tr>
<tr>
<td>Youtube</td>
<td>26.4</td>
<td>+2%</td>
</tr>
<tr>
<td>Facebook</td>
<td>15.2</td>
<td>-11%</td>
</tr>
<tr>
<td>Instagram</td>
<td>16.0</td>
<td>-6%</td>
</tr>
<tr>
<td>TikTok</td>
<td>23.1</td>
<td>+67%</td>
</tr>
</tbody>
</table>

SOURCE: App Anzu. SEE STATE OF MOBILE 2022.COM FOR MORE DETAILS. NOTE: FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER PER MONTH USING EACH PLATFORM’S MOBILE APP ON ANDROID PLATFORMS.
USE OF SOCIAL MEDIA FOR BRAND RESEARCH

Percentage of internet users aged 16 to 64 who use each social media channel to find information about brands and products.

- Any kind of social media platform: 82.7%
- Social networks: 61.1%
- Question & answer sites (e.g., Quora): 22.3%
- Forums and message boards: 11.4%
- Messaging and live chat services: 13.8%
- Micro-blogs (e.g., Twitter): 13.2%
- Vlogs (blogs in a video format): 21.2%
- Online pinboards (e.g., Pinterest): 8.8%

Source: GWI (Q3 2021). Figures represent the findings of a broad global survey of internet users aged 16 to 64. See GWI.com for full details. Note: Values for "any kind of social media platform" include all social media channels listed above.

We
TYPES OF SOCIAL MEDIA ACCOUNTS FOLLOWED

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA

FRIENDS, FAMILY, AND PEOPLE YOU KNOW: 52.5%
ENTERTAINMENT & MEMES: 42.7%
BANDS, SINGERS, AND MUSICIANS: 42.1%
ACTORS, COMEDIANS, AND PERFORMERS: 35.6%
INFLUENCERS AND EXPERTS: 34.5%
RESTAURANTS, CHEFS, AND FOODIES: 27.0%
TV SHOWS OR CHANNELS: 26.2%
BRANDS YOU’RE RESEARCHING: 22.8%
SPORTS PEOPLE AND TEAMS: 22.2%
WORK-RELATED CONTACTS: 21.7%
BRANDS YOU BUY FROM: 21.6%
WORK-RELATED COMPANIES: 21.5%
BEAUTY EXPERTS: 18.9%
GAMING EXPERTS OR STUDIOS: 18.4%
PUBLICATIONS YOU READ: 15.9%
WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

Share of web traffic arriving on third-party websites via clicks or taps on links published in social media platforms (any device)

<table>
<thead>
<tr>
<th>Platform</th>
<th>Share</th>
<th>Year-on-Year Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>72.49%</td>
<td>+55.0% (+2,571 BPS)</td>
</tr>
<tr>
<td>Twitter</td>
<td>2.80%</td>
<td>-40.9% (-194 BPS)</td>
</tr>
<tr>
<td>Pinterest</td>
<td>1.59%</td>
<td>-74.9% (-474 BPS)</td>
</tr>
<tr>
<td>Instagram</td>
<td>3.33%</td>
<td>-45.3% (-276 BPS)</td>
</tr>
<tr>
<td>YouTube</td>
<td>19.49%</td>
<td>-45.4% (-1,623 BPS)</td>
</tr>
<tr>
<td>Reddit</td>
<td>0.10%</td>
<td>+66.7% (+4 BPS)</td>
</tr>
<tr>
<td>Tumblr</td>
<td>0.06%</td>
<td>-45.5% (-5 BPS)</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>0.06%</td>
<td>+50.0% (+2 BPS)</td>
</tr>
<tr>
<td>VKontakte</td>
<td>0.07%</td>
<td>-41.7% (-5 BPS)</td>
</tr>
<tr>
<td>Other</td>
<td>0.01%</td>
<td>[UNCHANGED]</td>
</tr>
</tbody>
</table>

Source: StatCounter. Notes: Share does not include traffic from Messenger platforms. Data are only available for a selection of platforms, and percentages reflect share of overall traffic.
SOCIAL MEDIA PLATFORMS
Changes in Meta’s Data Reporting

In Q4 2021, Meta made some important changes to how its self-service tools report the potential advertising reach of its platforms, including a move to publishing audience figures as a range instead of as an absolute number. Our analysis suggests that Meta also revised its base data, resulting in some important corrections to published audience figures for Facebook and Messenger. As a result, we are currently unable to provide any figures for changes over time in these platforms’ audiences, and we advise readers not to compare the advertising audience figures for Facebook and Messenger contained within this report with figures published for those platforms in previous reports. For more information, please read our complete notes on data variance, potential mismatches, and curiosities: https://datareportal.com/notes-on-data.
Facebook: Advertising Audience Overview

- Potential audience that Meta reports can be reached with ads on Facebook: 129.9 million
- Facebook’s potential advertising reach as a percentage of total population: 46.8%
- Facebook’s potential advertising reach as a percentage of population aged 13+: 60.0%
- Percentage of its ad audience that Facebook reports is female: 44.0%
- Percentage of its ad audience that Facebook reports is male: 56.0%

Source: Meta’s Advertising Resources

Advisory: Audience figures may not represent unique individuals, and may not match equivalent figures for the total active user base.
DEVICES USED TO ACCESS FACEBOOK

Percentage of Facebook's advertising audience that uses each device to access the platform, either via an app or a web browser.

- Use any kind of mobile phone: 99.3%
- Only use laptop or desktop computer: 0.7%
- Use both computers and mobile phones: 6.6%
- Only use mobile phones (any type): 92.6%
FEB 2022
FACEBOOK ACTIVITY FREQUENCY
THE NUMBER OF TIMES A “TYPICAL” USER AGED 18+ PERFORMS EACH ACTIVITY ON FACEBOOK

FACEBOOK PAGES “LIKED” (LIFETIME)
POSTS “LIKED” IN THE PREVIOUS 30 DAYS
COMMENTS MADE IN THE PREVIOUS 30 DAYS
POSTS SHARED IN THE PREVIOUS 30 DAYS
ADS CLICKED OR TAPPED IN THE PREVIOUS 30 DAYS

1
8
4
1
7

FEMALE
1
9
4
1
8

MALE
1
8
4
1
7

SOURCE: META'S ADVERTISING RESOURCES, BASED ON DATA PUBLISHED IN JUNE 2021. NOTE: FIGURES REPRESENT MEDIAN VALUES FOR ACTIVE FACEBOOK USERS AGED 18 AND ABOVE. 2022 MAY INCLUDE LATER ACTIVITY.
FACEBOOK POST ENGAGEMENT BENCHMARKS

FACEBOOK PAGE POST ENGAGEMENTS (REACTIONS, COMMENTS, AND SHARES) AS A PERCENTAGE OF TOTAL PAGE FANS

AVERAGE FACEBOOK POST ENGAGEMENTS vs. PAGE FANS: ALL POST TYPES
AVERAGE FACEBOOK POST ENGAGEMENTS vs. PAGE FANS: PHOTO POSTS
AVERAGE FACEBOOK POST ENGAGEMENTS vs. PAGE FANS: VIDEO POSTS
AVERAGE FACEBOOK POST ENGAGEMENTS vs. PAGE FANS: LINK POSTS
AVERAGE FACEBOOK POST ENGAGEMENTS vs. PAGE FANS: STATUS POSTS

0.04%
0.14%
0.03%
0.02%
0.06%

SOURCE: LOCOWISE. FIGURES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER 2021 AND 30 NOVEMBER 2021. NOTES: PERCENTAGES COMPARE THE COMBINED TOTAL OF REACTIONS, COMMENTS, AND SHARES TO THE NUMBER OF PAGE FANS.
YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential Reach of Ads on YouTube</td>
<td>Millions</td>
</tr>
<tr>
<td>YouTube Ad Reach vs. Total Population</td>
<td>Percentage</td>
</tr>
<tr>
<td>YouTube Ad Reach vs. Total Internet Users</td>
<td>Percentage</td>
</tr>
<tr>
<td>Year-on-Year Change in YouTube Ad Reach</td>
<td>Percentage</td>
</tr>
</tbody>
</table>

- **139.0 Million**
- **50.0%**
- **67.9%**
- **+29.9%**
  - +32 Million

- **106.5 Million**
- **55.0%**
- **46.9%**
- **53.1%**

**Sources:** Google's Advertising Resources, Kepos Analysis.
**Advisory:** Audience figures may not represent unique individuals, and may not match equivalent figures for the total audience.

- The data is based on various sources and may not represent unique individuals.
<table>
<thead>
<tr>
<th>#</th>
<th>SEARCH QUERY</th>
<th>INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>LAGU</td>
<td>100</td>
</tr>
<tr>
<td>02</td>
<td>DJ</td>
<td>56</td>
</tr>
<tr>
<td>03</td>
<td>FILM</td>
<td>33</td>
</tr>
<tr>
<td>04</td>
<td>KARAOKE</td>
<td>23</td>
</tr>
<tr>
<td>05</td>
<td>TIKTOK</td>
<td>22</td>
</tr>
<tr>
<td>06</td>
<td>UPIN IPIN</td>
<td>12</td>
</tr>
<tr>
<td>07</td>
<td>TIK TOK</td>
<td>12</td>
</tr>
<tr>
<td>08</td>
<td>SHOLAWAT</td>
<td>11</td>
</tr>
<tr>
<td>09</td>
<td>LUCU</td>
<td>10</td>
</tr>
<tr>
<td>10</td>
<td>FILM INDONESIA</td>
<td>10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#</th>
<th>SEARCH QUERY</th>
<th>INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>FF</td>
<td>9</td>
</tr>
<tr>
<td>12</td>
<td>DJ TIKTOK</td>
<td>8</td>
</tr>
<tr>
<td>13</td>
<td>BTS</td>
<td>7</td>
</tr>
<tr>
<td>14</td>
<td>DJ TERBARU 2021</td>
<td>7</td>
</tr>
<tr>
<td>15</td>
<td>LAGU ANAK ANAK</td>
<td>7</td>
</tr>
<tr>
<td>16</td>
<td>LAGU DJ</td>
<td>7</td>
</tr>
<tr>
<td>17</td>
<td>MOBIL</td>
<td>6</td>
</tr>
<tr>
<td>18</td>
<td>ADELLA</td>
<td>6</td>
</tr>
<tr>
<td>19</td>
<td>MIAWAUG</td>
<td>6</td>
</tr>
<tr>
<td>20</td>
<td>DORAEMON</td>
<td>6</td>
</tr>
</tbody>
</table>

**Source:** Google Trends, based on searches conducted on YouTube between 01 January 2021 and 31 December 2021. **Note:** Any spelling errors or language inconsistencies may have been introduced during the transcription process.
INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

The potential audience that marketers can reach with ads on Instagram

**Total Potential Reach of Ads on Instagram:** 99.15 million

**Instgram Ad Reach vs. Total Population:** 35.7%

**Quarter-on-Quarter Change in Instagram Ad Reach:** +5.3%

**Year-on-Year Change in Instagram Ad Reach:** +16.6%

**Instgram Ad Reach vs. Total Internet Users:** 48.4%

**Instgram Ad Reach vs. Population Aged 13+:** 45.8%

**Female Instagram Ad Reach vs. Total Instagram Ad Reach:** 52.3%

**Male Instagram Ad Reach vs. Total Instagram Ad Reach:** 47.7%

**Sources:** Meta’s Advertising Resources, Kapos Analysis. **Advisory:** Audience figures may not represent unique individuals and may not match equivalent figures for the total number of active Instagram users. More information can be found on the Instagram EU Advertising Transparency Center. For more information, visit: https://adtransparency.instagram.com.
TIKTOK: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

- **Potential Reach of Ads on TikTok (Age 18+ Only)**: 92.07 million
- **TikTok Ad Reach Age 18+ vs. Total Population**: 33.1%
- **Quarter-on-Quarter Change in TikTok Ad Reach**: +5.2%
- **Year-on-Year Change in TikTok Ad Reach**: +4.6 million

**Gender Breakdown**:
- **Female TikTok Ad Reach vs. Total TikTok Ad Reach**: 66.0%
- **Male TikTok Ad Reach vs. Total TikTok Ad Reach**: 34.0%

**Sources**: Bytedance’s Advertising Resources, Kepos Analysis. Advisory: Audience figures may not represent unique individuals, and may not match equivalent figures for the total audience. Marketing data is not available for all networks on all devices. Kepos reserves the right to use this information for future research and report.
MESSENGER: ADVERTISING AUDIENCE OVERVIEW

The potential audience that marketers can reach with ads on Facebook Messenger.

- Potential audience that Meta reports can be reached with ads on Messenger: 28.40 million.
- Messenger’s potential advertising reach as a percentage of total population: 10.2%.
- Messenger’s potential advertising reach as a percentage of population aged 13+: 13.1%.
- Percentage of its ad audience that Messenger reports is female: 45.0%.
- Percentage of its ad audience that Messenger reports is male: 55.0%.

Source: Meta's advertising resources. Advisory: Audience figures may not represent unique individuals, and may not match equivalent figures for the total active user base.
LinkedIn: Advertising Audience Overview

- **Total Potential Reach of Ads on LinkedIn**: 20.00 million
- **LinkedIn Ad Reach vs. Total Population**: 7.2% (7.2 million)
- **Quarter-on-Quarter Change in LinkedIn Ad Reach**: +5.3% (+1.0 million)
- **Year-on-Year Change in LinkedIn Ad Reach**: +17.6% (+3.0 million)

LinkedIn Ad Reach vs. Total Internet Users:
- 9.8%
- 10.3%

LinkedIn Ad Reach vs. Population Aged 18+:
- 44.6%
- 55.4%
SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

- **Total Potential Reach of Ads on Snapchat:** 3.30 million
  - **Snapchat Ad Reach vs. Total Population:** 1.2%
  - **Quarter-on-Quarter Change in Snapchat Ad Reach:** +3.1% (+100 thousand)
  - **Year-on-Year Change in Snapchat Ad Reach:** -54.5% (-4.0 million)

- **Snapchat Ad Reach vs. Total Internet Users:** 1.6%
- **Snapchat Ad Reach vs. Population Aged 13+:** 1.5%
- **Female Snapchat Ad Reach vs. Total Snapchat Ad Reach:** 77.6%
- **Male Snapchat Ad Reach vs. Total Snapchat Ad Reach:** 19.7%

**Sources:** Snap’s Advertising Resources, Kepos Analysis. **Advisory:** Audience figures may not represent unique individuals, and may not match equivalent figures for the total active user base. Population and demographic data is based on internet users, may be changed due to inaccurate and same age group data in data, and may be delayed.
TWITTER: ADVERTISING AUDIENCE OVERVIEW

The potential audience that marketers can reach with ads on Twitter

- Potential audience that Twitter reports can be reached with ads on Twitter: 18.45 million
- Twitter’s potential advertising reach as a percentage of total population: 6.6%
- Twitter’s potential advertising reach as a percentage of population aged 13+: 8.5%
- Twitter’s potential advertising reach as a percentage of total internet users: 9.0%
- Quarter-on-quarter change in Twitter’s potential advertising reach: +5.1%, +900 thousand

Sources: Twitter’s advertising resources, Kepios Analysis. Advisory: Audience figures may not represent unique individuals, and may not match equivalent figures for the total active user base due to reach and reach in internet users. Many users may be registered to multiple accounts; the not in use, recovering, and inactive accounts and preferences.
MOBILE CONNECTIVITY
USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

- Number of cellular mobile connections (excluding IoT): 370.1 million
- Number of cellular mobile connections compared with total population: 133.3%
- Year-on-year change in the number of cellular mobile connections: +3.6% (+13 million)
- Share of cellular mobile connections that are broadband (3G, 4G, 5G): 96.7%

Source: GSMA Intelligence
Notes: Total cellular connections include devices other than mobile phones, but exclude cellular IoT connections. Figures may significantly exceed 100% due to multiple connections per user.
CELLULAR MOBILE CONNECTIONS OVER TIME
NUMBER OF CELLULAR MOBILE CONNECTIONS AND YEAR-ON-YEAR CHANGE

Q4 2016: 386 M (+14.3%)
Q4 2017: 442 M (-26.1%)
Q4 2018: 326 M (+4.7%)
Q4 2019: 341 M (+4.7%)
Q4 2020: 357 M (+3.6%)
Q4 2021: 370 M

MOBILE APP MARKET OVERVIEW

AVERAGE TIME THAT EACH USER SPENDS USING A SMARTPHONE EACH DAY

5H 25M

TOTAL NUMBER OF MOBILE APP DOWNLOADS

7.31 BILLION

YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS

+16%

ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)

$532.0 MILLION

YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES

+12%

SOURCES: APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS.
NOTES: FIGURES REPRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE APP STORE.
## APP ANNIE APP RANKING: ACTIVE USERS

APP ANNIE’s ranking of mobile apps and mobile games by average number of monthly active users between January and December 2021.

<table>
<thead>
<tr>
<th>#</th>
<th>MOBILE APP</th>
<th>COMPANY</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>WHATSAPP</td>
<td>META</td>
</tr>
<tr>
<td>02</td>
<td>FACEBOOK</td>
<td>META</td>
</tr>
<tr>
<td>03</td>
<td>INSTAGRAM</td>
<td>META</td>
</tr>
<tr>
<td>04</td>
<td>SHOPEE</td>
<td>SEA</td>
</tr>
<tr>
<td>05</td>
<td>TELEGRAM</td>
<td>TELEGRAM</td>
</tr>
<tr>
<td>06</td>
<td>TOKOPEDIA</td>
<td>GOTO GROUP</td>
</tr>
<tr>
<td>07</td>
<td>TIKTOK</td>
<td>BYTEANCE</td>
</tr>
<tr>
<td>08</td>
<td>GOJEK</td>
<td>GOTO GROUP</td>
</tr>
<tr>
<td>09</td>
<td>FACEBOOK MESSENGER</td>
<td>META</td>
</tr>
<tr>
<td>10</td>
<td>MYTELMOSSEL</td>
<td>TELKOM INDONESIA</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#</th>
<th>MOBILE GAME</th>
<th>COMPANY</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>MOBILE LEGENDS: BANG BANG</td>
<td>BYTEANCE</td>
</tr>
<tr>
<td>02</td>
<td>PUBG MOBILE</td>
<td>TENCENT</td>
</tr>
<tr>
<td>03</td>
<td>FREE FIRE</td>
<td>SEA</td>
</tr>
<tr>
<td>04</td>
<td>HIGGS DOMINO ISLAND</td>
<td>BOKEH</td>
</tr>
<tr>
<td>05</td>
<td>WORMS.ZONE.IO</td>
<td>AZUR INTERACTIVE GAMES</td>
</tr>
<tr>
<td>06</td>
<td>MINECRAFT POCKET EDITION</td>
<td>MICROSOFT</td>
</tr>
<tr>
<td>07</td>
<td>ROBLOX</td>
<td>ROBLOX</td>
</tr>
<tr>
<td>08</td>
<td>CLASH OF CLANS</td>
<td>SUPERCCELL</td>
</tr>
<tr>
<td>09</td>
<td>SAKURA SCHOOL SIMULATOR</td>
<td>GARUSOFT DEVELOPMENT</td>
</tr>
<tr>
<td>10</td>
<td>CANDY CRUSH SAGA</td>
<td>ACTIVISION BLIZZARD</td>
</tr>
</tbody>
</table>
## APP ANNIE APP RANKING: DOWNLOADS

APP ANNIE’s ranking of mobile apps and mobile games by total number of downloads between January and December 2021.

### Mobile App

<table>
<thead>
<tr>
<th>#</th>
<th>Mobile App</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>TIKTOK</td>
<td>BYTEDANCE</td>
</tr>
<tr>
<td>02</td>
<td>CAP CUT</td>
<td>BYTEDANCE</td>
</tr>
<tr>
<td>03</td>
<td>SNACK VIDEO</td>
<td>ONESMILE</td>
</tr>
<tr>
<td>04</td>
<td>FACEBOOK</td>
<td>META</td>
</tr>
<tr>
<td>05</td>
<td>INSTAGRAM</td>
<td>META</td>
</tr>
<tr>
<td>06</td>
<td>DANA</td>
<td>E-S PAY DEBIT INDONESIA KOE</td>
</tr>
<tr>
<td>07</td>
<td>SHOPEE</td>
<td>SEA</td>
</tr>
<tr>
<td>08</td>
<td>WHATSAPP</td>
<td>META</td>
</tr>
<tr>
<td>09</td>
<td>PEDULILUNGGI</td>
<td>MINISTRY OF HEALTH REPUBLIC OF INDONESIA</td>
</tr>
<tr>
<td>10</td>
<td>TELEGRAM</td>
<td>TELEGRAM</td>
</tr>
</tbody>
</table>

### Mobile Game

<table>
<thead>
<tr>
<th>#</th>
<th>Mobile Game</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>HIGGS DOMINO ISLAND</td>
<td>BOKEH</td>
</tr>
<tr>
<td>02</td>
<td>MOBILE LEGENDS: BANG BANG</td>
<td>BYTEDANCE</td>
</tr>
<tr>
<td>03</td>
<td>FREE FIRE</td>
<td>SEA</td>
</tr>
<tr>
<td>04</td>
<td>WORMSZONE.IO</td>
<td>AZUR INTERACTIVE GAMES</td>
</tr>
<tr>
<td>05</td>
<td>SAKURA SCHOOL SIMULATOR</td>
<td>GARUSOFT DEVELOPMENT</td>
</tr>
<tr>
<td>06</td>
<td>ISLAND KING - COIN ADVENTURE</td>
<td>APPROVING</td>
</tr>
<tr>
<td>07</td>
<td>STICKMAN PARTY</td>
<td>PLAYMAX GAME STUDIO</td>
</tr>
<tr>
<td>08</td>
<td>LUDO KING</td>
<td>GAME42</td>
</tr>
<tr>
<td>09</td>
<td>POJU</td>
<td>ZAKEH</td>
</tr>
<tr>
<td>10</td>
<td>PK XD</td>
<td>NASPERS</td>
</tr>
</tbody>
</table>

**Source:** APP ANNIE STATE OF MOBILE 2022 REPORT. SEE STATEOFMOBILE2023.COM FOR MORE DETAILS. **Notes:** RANKING IS BASED ON CONSUMER CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE.
### APP ANNIE APP RANKING: CONSUMER SPEND

APP ANNE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN JANUARY AND DECEMBER 2021

<table>
<thead>
<tr>
<th>#</th>
<th>MOBILE APP</th>
<th>COMPANY</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>TIKTOK</td>
<td>BYTEDANCE</td>
</tr>
<tr>
<td>02</td>
<td>TENCENT VIDEO</td>
<td>TENCENT</td>
</tr>
<tr>
<td>03</td>
<td>LINE WEBTOON</td>
<td>NAVER</td>
</tr>
<tr>
<td>04</td>
<td>GOOGLE ONE</td>
<td>GOOGLE</td>
</tr>
<tr>
<td>05</td>
<td>VIU</td>
<td>PCCW</td>
</tr>
<tr>
<td>06</td>
<td>GOODNOVEL</td>
<td>GOODNOVEL</td>
</tr>
<tr>
<td>07</td>
<td>INNOVEL</td>
<td>DREAME</td>
</tr>
<tr>
<td>08</td>
<td>GETCONTACT</td>
<td>GETVERIFY</td>
</tr>
<tr>
<td>09</td>
<td>BIGO LIVE</td>
<td>JOYY INC.</td>
</tr>
<tr>
<td>10</td>
<td>WESING</td>
<td>TENCENT</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#</th>
<th>MOBILE GAME</th>
<th>COMPANY</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>FREE FIRE</td>
<td>SEAGA</td>
</tr>
<tr>
<td>02</td>
<td>MOBILE LEGENDS: BANG BANG</td>
<td>BYTEDANCE</td>
</tr>
<tr>
<td>03</td>
<td>HIGGS DOMINO ISLAND</td>
<td>BOKEH</td>
</tr>
<tr>
<td>04</td>
<td>GENSINH IMPACT</td>
<td>MIYOYO</td>
</tr>
<tr>
<td>05</td>
<td>STATE OF SURVIVAL</td>
<td>FUNPLUS</td>
</tr>
<tr>
<td>06</td>
<td>RISE OF KINGDOMS</td>
<td>LILITH</td>
</tr>
<tr>
<td>07</td>
<td>ROBLOX</td>
<td>ROBLOX</td>
</tr>
<tr>
<td>08</td>
<td>PUBG MOBILE</td>
<td>TENCENT</td>
</tr>
<tr>
<td>09</td>
<td>CLASH OF CLANS</td>
<td>SUPERCELL</td>
</tr>
<tr>
<td>10</td>
<td>RAGNAROK X: NEXT GENERATION</td>
<td>BYTEDANCE</td>
</tr>
</tbody>
</table>

**SOURCE:** APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS.

**NOTES:** RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APP STORE.
ECOMMERCE
FINANCIAL INCLUSION FACTORS

Percentage of the population aged 15+ that owns or uses each product or service.

ACCOUNT WITH A FINANCIAL INSTITUTION
- Female: 48.4%
  - Female: 51.1%
  - Male: 45.5%
- Male: 2.4%
  - Female: 1.9%
  - Male: 3.1%

CREDIT CARD OWNERSHIP
- Female: 30.8%
  - Female: 32.4%
  - Male: 29.1%
- Male: 3.1%
  - Female: 2.7%
  - Male: 3.5%

DEBIT CARD OWNERSHIP
- Female: 48.4%
  - Female: 51.1%
  - Male: 45.5%
- Male: 2.4%
  - Female: 1.9%
  - Male: 3.1%

MOBILE MONEY ACCOUNT (E.G. MPESA, GCASH)
- Female: 3.1%
  - Female: 2.7%
  - Male: 3.5%
- Male: 3.1%
  - Female: 2.7%
  - Male: 3.5%

MADE OR RECEIVED DIGITAL PAYMENTS IN THE PAST YEAR
- Female: 34.6%
  - Female: 35.5%
  - Male: 33.7%

MADE A PURCHASE ON THE INTERNET IN THE PAST YEAR
- Female: 9.9%
  - Female: 11.2%
  - Male: 8.5%

USED ONLINE BANKING IN THE PAST YEAR
- Female: 7.7%
  - Female: 8.3%
  - Male: 7.1%

USED THE INTERNET TO PAY BILLS IN THE PAST YEAR
- Female: 4.2%
  - Female: 5.7%
  - Male: 2.7%

SOURCE: WORLD BANK.
NOTES: SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO THEY MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIORS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE.
WEEKLY ONLINE SHOPPING ACTIVITIES

Percentage of internet users aged 16 to 64 who engage in selected ecommerce activities each week.

- Purchased a product or service online: 60.6%
- Ordered groceries via an online store: 36.0%
- Bought a second-hand item via an online store: 13.0%
- Used an online price comparison service: 18.3%
- Used a buy now, pay later service: 43.3%
<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free Delivery</td>
<td>50.0%</td>
</tr>
<tr>
<td>Coupons and Discounts</td>
<td>48.3%</td>
</tr>
<tr>
<td>Customer Reviews</td>
<td>48.3%</td>
</tr>
<tr>
<td>Simple Online Checkout</td>
<td>41.7%</td>
</tr>
<tr>
<td>&quot;Likes&quot; and Comments on Social</td>
<td>37.1%</td>
</tr>
<tr>
<td>Easy Returns</td>
<td>28.2%</td>
</tr>
<tr>
<td>Cash on Delivery Option</td>
<td>24.7%</td>
</tr>
<tr>
<td>Eco-friendly Credentials</td>
<td>24.0%</td>
</tr>
<tr>
<td>Next-Day Delivery</td>
<td>22.8%</td>
</tr>
<tr>
<td>Loyalty Points</td>
<td>16.6%</td>
</tr>
<tr>
<td>Exclusive Content</td>
<td>15.8%</td>
</tr>
<tr>
<td>Live-Chat Box</td>
<td>14.9%</td>
</tr>
<tr>
<td>Interest-Free Instalment Option</td>
<td>13.8%</td>
</tr>
<tr>
<td>Click &amp; Collect</td>
<td>12.5%</td>
</tr>
<tr>
<td>Social Media &quot;Buy&quot; Button</td>
<td>11.4%</td>
</tr>
</tbody>
</table>
Overview of Consumer Goods Ecommerce

Headlines for the adoption and use of consumer goods ecommerce (B2C only)

- Number of people purchasing consumer goods via the internet: 158.6 million
  - Year-on-year change: +14.9% (+21 million)

- Total annual spend on online consumer goods purchases (USD): $53.81 billion
  - Year-on-year change: +59.4% (+$20 billion)

- Average annual revenue per consumer goods ecommerce user (USD): $339
  - Year-on-year change: +38.7% (+$94.68)

- Share of consumer goods ecommerce spend attributable to purchases made via mobile phone: 63.8%
  - Year-on-year change: +2.5% (+158 BPS)

Notes: "Consumer goods" include electronics, fashion, furniture, toys, hobby, DIY, beauty, consumer.
<table>
<thead>
<tr>
<th>#</th>
<th>SEARCH QUERY</th>
<th>INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>HP</td>
<td>100</td>
</tr>
<tr>
<td>02</td>
<td>SAMSUNG</td>
<td>86</td>
</tr>
<tr>
<td>03</td>
<td>OPPO</td>
<td>63</td>
</tr>
<tr>
<td>04</td>
<td>IPHONE</td>
<td>55</td>
</tr>
<tr>
<td>05</td>
<td>SHOPEE</td>
<td>39</td>
</tr>
<tr>
<td>06</td>
<td>VIVO</td>
<td>37</td>
</tr>
<tr>
<td>07</td>
<td>LAPTOP</td>
<td>34</td>
</tr>
<tr>
<td>08</td>
<td>REALME</td>
<td>33</td>
</tr>
<tr>
<td>09</td>
<td>TRANSLATE</td>
<td>19</td>
</tr>
<tr>
<td>10</td>
<td>HP OPPO</td>
<td>18</td>
</tr>
<tr>
<td>11</td>
<td>HP SAMSUNG</td>
<td>16</td>
</tr>
<tr>
<td>12</td>
<td>LAZADA</td>
<td>12</td>
</tr>
<tr>
<td>13</td>
<td>HP VIVO</td>
<td>10</td>
</tr>
<tr>
<td>14</td>
<td>REDMI 9</td>
<td>10</td>
</tr>
<tr>
<td>15</td>
<td>IPHONE 11</td>
<td>8</td>
</tr>
<tr>
<td>16</td>
<td>IPHONE 12</td>
<td>8</td>
</tr>
<tr>
<td>17</td>
<td>NMAX</td>
<td>8</td>
</tr>
<tr>
<td>18</td>
<td>REDMI NOTE 9</td>
<td>8</td>
</tr>
<tr>
<td>19</td>
<td>REDMI 8</td>
<td>7</td>
</tr>
<tr>
<td>20</td>
<td>IPHONE XR</td>
<td>7</td>
</tr>
</tbody>
</table>
ONLINE TRAVEL AND TOURISM

ANNUAL SPEND ON ONLINE TRAVEL AND TOURISM SERVICES (U.S. DOLLARS)

FLIGHTS
- $1.58 billion
- Year-on-year change: -8.5% (-$148 million)

CAR RENTALS
- $170.8 million
- Year-on-year change: +8.5% (+$13 million)

TRAINS
- $46.76 million
- Year-on-year change: +32% (+$11 million)

LONG-DISTANCE BUSES
- $46.22 million
- Year-on-year change: +24% (+$9.1 million)

HOTELS
- $1.46 billion
- Year-on-year change: +51% (+$492 million)

PACKAGE HOLIDAYS
- $634.1 million
- Year-on-year change: +56% (+$229 million)

VACATION RENTALS
- $113.3 million
- Year-on-year change: +18% (+$17 million)

CRUISES
- $620 thousand
- Year-on-year change: +168% (+$389 thousand)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK; STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2021 IN INDONESIA.

FEB 2022
DIGITAL MEDIA SPEND
ANNUAL SPEND ON DIGITAL MEDIA DOWNLOADS AND SUBSCRIPTIONS

TOTAL: $2.65 BILLION
YEAR-ON-YEAR CHANGE: +19.9% (+$440 MILLION)

VIDEO GAMES: $1.83 BILLION
YEAR-ON-YEAR CHANGE: +18.5% (+$286 MILLION)

VIDEO-ON-DEMAND: $387.6 MILLION
YEAR-ON-YEAR CHANGE: +29.1% (+$87 MILLION)

EPUBLISHING: $212.3 MILLION
YEAR-ON-YEAR CHANGE: +16.0% (+$29 MILLION)

DIGITAL MUSIC: $221.0 MILLION
YEAR-ON-YEAR CHANGE: +20.6% (+$38 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2021 IN U.S. DOLLARS, AND COMPARISONS WITH PREVIOUS YEAR.
FEB 2022

ONLINE FOOD DELIVERY OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE FOOD DELIVERY SERVICES

NUMBER OF PEOPLE ORDERING FOOD DELIVERY VIA ONLINE PLATFORMS
- 17.77 million
  +68.1%
  +7.2 million

YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE FOOD DELIVERY USERS
- +7.2 million

TOTAL ANNUAL VALUE OF ONLINE FOOD DELIVERY ORDERS (USD)
- $803.1 million

YEAR-ON-YEAR CHANGE IN THE VALUE OF ONLINE FOOD DELIVERY ORDERS
- +$331 million
  +70.1%

AVERAGE ANNUAL VALUE OF ONLINE FOOD DELIVERY ORDERS PER USER (USD)
- $45.21
  YOY: +1.2%

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PRODUCT GROUPS: DIGITAL MARKET OUTLOOK. AVERAGE VALUES FOR ONLINE SERVICE ORDERS HAVING ONLINE PAYMENT. COMPARISON CHANGES ARE MEASURED AS AN INCREASE OF X% FROM A BASE VALUE.
OVERVIEW OF CONSUMER DIGITAL PAYMENTS

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED PAYMENT SERVICES BY END CONSUMERS

- Number of people making digital payments: 158.7 million
- Year-on-year change in the number of people making digital payments: +14.9%
- Total annual value of digital payment transactions (USD): $54.49 billion
- Year-on-year change in the value of digital payment transactions: +33.8%
- Average annual value of digital payments per user (USD): $343 YOY: +16%

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. NOTES: "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C PAYMENTS VIA E-COMMERCE PORTALS (E.G. PAYMENTS MADE THROUGH E-COMMERCE PORTALS), AND PUBLIC SECTOR PAYMENTS.
DIGITAL MARKETING
<table>
<thead>
<tr>
<th>Sources of Brand Discovery</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search Engines</td>
<td>40.0%</td>
</tr>
<tr>
<td>Social Media Ads</td>
<td>35.7%</td>
</tr>
<tr>
<td>Social Media Comments</td>
<td>35.0%</td>
</tr>
<tr>
<td>Brand Websites</td>
<td>31.5%</td>
</tr>
<tr>
<td>TV Ads</td>
<td>30.6%</td>
</tr>
<tr>
<td>Word-of-Mouth</td>
<td>30.0%</td>
</tr>
<tr>
<td>Consumer Review Sites</td>
<td>29.4%</td>
</tr>
<tr>
<td>Reviews from Expert Bloggers</td>
<td>23.7%</td>
</tr>
<tr>
<td>Ads in Mobile Apps</td>
<td>23.1%</td>
</tr>
<tr>
<td>In-Store Displays &amp; Promotions</td>
<td>23.0%</td>
</tr>
<tr>
<td>Product Comparison Sites</td>
<td>22.9%</td>
</tr>
<tr>
<td>Brochures &amp; Catalogues</td>
<td>22.7%</td>
</tr>
<tr>
<td>TV Shows and Films</td>
<td>21.7%</td>
</tr>
<tr>
<td>Ads on Websites</td>
<td>21.3%</td>
</tr>
<tr>
<td>Vlogs</td>
<td>19.4%</td>
</tr>
</tbody>
</table>
FEB 2022

ENGAGEMENT WITH DIGITAL MARKETING

Percentage of internet users aged 16 to 64 who say they engage in each kind of online activity:

- Research brands online before making a purchase: 67.5%
- Visited a brand's website in the past 30 days: 47.1%
- Clicked or tapped on a banner ad on a website in the past 30 days: 16.2%
- Clicked or tapped on a sponsored social media post in the past 30 days: 21.5%
- Downloaded or used a branded mobile app in the past 30 days: 20.0%
FEB 2022

MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS

- Social Networks: 61%
- Search Engines: 56.5%
- Consumer Reviews: 48.6%
- Brand Websites: 34.4%
- Mobile Apps: 27.4%
- Brand & Product Blogs: 26.9%
- Price Comparison Sites: 24.6%
- Video Sites: 23.3%
- Specialist Review Sites: 22.6%
- Q&A Sites: 22.3%
- Discount Coupon Sites: 21.7%
- Vlogs: 21.2%
- Messaging & Live Chat: 13.8%
- Microblogs: 13.2%
- Forums & Message Boards: 11.4%
VALUE OF THE DIGITAL ADVERTISING MARKET

ANNUAL SPEND ON DIGITAL ADVERTISING, WITH DETAIL BY ADVERTISING FORMAT (U.S. DOLLARS)

TOTAL
SEARCH ADS
BANNER ADS
VIDEO ADS
CLASSIFIEDS

$2.12 BILLION
$678.8 MILLION
$977.5 MILLION
$484.9 MILLION
$44.83 MILLION

YEAR-ON-YEAR CHANGE
+26.3% (+$443 MILLION)
+32.5% (+$167 MILLION)
+19.7% (+$161 MILLION)
+25.8% (+$99 MILLION)
+12.4% (+$4.9 MILLION)

SOCIAL MEDIA ADVERTISING OVERVIEW
SOCIAL MEDIA'S SHARE OF THE DIGITAL ADVERTISING MARKET

SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND: 42.3%
YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND: -2.2%, -95 BPS
ANNUAL SPEND ON SOCIAL MEDIA ADVERTISING (USD): $899.4 MILLION
YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA ADVERTISING SPEND: +23.6%, +$171 MILLION

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS YEAR. FINANCIAL VALUES ARE Subject TO ERROR. DO NOT RELY ON ADVERTISING NUMBERS OR STATISTICS FOR MARKETING OR INVESTMENT DECISIONS.
FIND THOUSANDS OF REPORTS EXPLORING DIGITAL TRENDS IN EVERY COUNTRY IN THE WORLD IN OUR FREE ONLINE LIBRARY:

DATAREPORTAL.COM/LIBRARY
We are a global socially-led creative agency, with unrivaled social media expertise.

With 1,000+ people in 15 offices spanning four continents, we deliver a global perspective to our clients in a time when social media is shaping culture.

We make ideas powered by people. We understand social behaviours within online communities, cultures and subcultures, spanning the social and gaming landscape.

We work with the world’s biggest brands, including adidas, Samsung, Netflix and Google, to reach the right people in a strategic, relevant and effective way.

wearesocial.com
MAKE SENSE OF DIGITAL TRENDS

Kepios helps the world understand what’s really happening online. In addition to producing the Global Digital Reports, we also offer:

DIGITAL BRIEFINGS
Interactive briefings that make it easy to keep track of digital trends, and identify how evolving behaviours will impact future success.

LEARN MORE »

KEYNOTE PRESENTATIONS
Custom keynote presentations that bring the latest digital trends to life at conferences, events, and private meetings, whether online or in person.

LEARN MORE »

ADVISORY SERVICES
Add our team’s experience and insight to your decision-making. Available through regular, retained advisory, or ad hoc for one-off sessions.

LEARN MORE »

REPORTS & CONTENT
We research and produce white-label content and co-branded reports that offer rich insights into what people everywhere are doing online.

LEARN MORE »

CONSUMER RESEARCH
Go beyond headlines and hypotheses to understand what people are really doing online, and turn insights into actionable plans and results.

LEARN MORE »

Learn more at kepios.com
Get closer to your audience with the world’s largest study on the online consumer

18M+ consumers
40,000+ data points
4,000+ brands
40+ markets
Statista – a universe of data

Diversity of industries and topics
Statista bundles statistical data on over 80,000 topics from over 170 industries. The data comes from over 22,500 sources.

Quick help for all cases
With Statista, users can obtain comprehensive overviews and conduct targeted research – with minimal time expenditure.

Global data from numerous countries
Statista offers insights and facts on industries from 150+ countries. Markets, companies and consumers from all over the world are highlighted.

Reliable and efficient research basis
Statista has been the market leader in providing business data for 13 years. Companies, universities, schools and the media trust our service.

CLICK HERE TO DISCOVER OUR ACCOUNTS AND FIND DATA FOR YOUR BUSINESS COSMOS
Definitive data and analysis for the mobile industry

3 Global Offices
Delhi, Barcelona, London

Serves over 800 organisations

40,000 users worldwide

Extensive Datasets
We provide data on every mobile operator in every country worldwide, with over 30 million data points, updated daily.

Topical and Timely Research
Annually, GSMA Intelligence publishes over 100 reports and exclusive analyses, adding greater insight into our data and supporting our customers in making stronger business choices.

Pinpoint Accuracy
Our forecasting experts provide a five-year (and beyond) view into the future, enabling long-term investment planning. Updated quarterly, our forecasts are consistently accurate within +/- 2.5% of reported data.

Industry Trusted
We serve a wide array of industries in the mobile ecosystem and beyond, including almost all of the world's mobile operators, major vendors, regulators, international institutions and vertical sectors ranging from automotive to retail.
**Semrush .Trends**


*Semrush .Trends* provides instant market overview and competitive digital insights for those who are looking to grow their business.

It enables an in-depth view of market conditions and trends for creating a growth-driven marketing strategy.

- Accurate data for real-time market and competitive insights
- All-encompassing insights for any website, industry or market across 190 countries & regions
- A single solution with 50+ tools for your strategic vision
We Fuel Successful Mobile Experiences & Monetization

Competitive Intelligence

Product Development & Roadmap Planning

International Expansion

Driving Organic Search & Paid User Acquisition

Business Development

Ad Monetization Optimization

DEMO TODAY
Similarweb provides insights for any website, app, industry and market.

- 100M+ Websites
- 4.7M+ Apps
- 190+ Countries
- 210+ Industries
- 1B+ Search Terms
- 250M+ E-commerce product SKUs
The friend that can be ready in minutes.

Request a demo today
or visit locowise.com to learn more about your new best friend

Save time and money in minutes with our presentation ready social media reports.

Use our analytic expertise to quickly find vital data and insights about you, your clients, competitors and potential new business opportunities.

Be the one who can be ready in minutes.

locowise
Your best friend in social media management
NOTE ON DATA VARIANCE, MISMATCHES, AND CURiosITIES

Note: This page is a summary of our comprehensive notes on data variance, potential mismatches, and curiosities, which you can read in full at https://datareportal.com/notes-on-data.

This report features data from a wide variety of different sources, including market research agencies, internet and social media companies, governments, public bodies, news media, and private individuals, as well as extrapolations and analysis of that data.

Wherever possible, we’ve prioritised data sources that provide broader geographical coverage, in order to minimise potential variations between data points, and to offer more reliable comparison across countries. However, where we believe that standalone metrics provide more reliable reference, we use such standalone numbers to ensure more accurate reporting.

Please note that some data points may only be available for a limited selection of countries, so we may not be able to report the same data in all reports.

From time to time, we may also change the source(s) that we use to inform specific data points. As a result, some figures may appear to change in unexpected ways from one report to another. Where we’re aware of these changes, we include details in the footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to research samples, base data, research methodologies, and approaches to reporting may mean that values are not comparable.

Furthermore, due to the differing data collection and treatment methodologies, and the different periods during which data have been collected, there may be significant differences in the reported metrics for similar data points throughout this report. For example, data from surveys often varies over time, even if that data has been collected by the same organisation using the same approach in each wave of their research.

In particular, reports of internet user numbers vary considerably between different sources and over time. In part, this is because there are significant challenges associated with collecting, analysing, and publishing internet user data on a regular basis, not least because research into public internet use necessitates the use of face-to-face surveys. Different organisations may also adopt different approaches to sampling the population for research into internet use, and variations in areas such as the age range of the survey population, or the balance between urban and rural respondents, may play an important role in determining eventual findings. Note that COVID-19 has limited internet user research.

Prior to our Digital 2021 reports, we included data sourced from social media platforms’ self-service advertising tools in our calculations of internet user numbers, but we no longer include this data in our internet user figures. This is because the user numbers reported by social media platforms are typically based on active user accounts, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent ‘non-human’ entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

As a result, the figures we report for social media users may exceed internet user numbers. However, while this may seem counter-intuitive or surprising, such instances do not represent errors in the data or in our reporting. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple social media accounts, or ‘non-human’ social media accounts.

If you have any questions about specific data points in these reports, or if you’d like to offer your organisation’s data for consideration in future reports, please email our reports team: reports@kepios.com.
DISCLAIMER AND IMPORTANT NOTES

This report has been compiled by Kepios Pte. Ltd. ("Kepios") on behalf of We Are Social Ltd. ("We Are Social") for informational purposes only, and relies on data from a wide variety of sources, including but not limited to public and private companies, market research firms, government agencies, NGOs, and private individuals.

While Kepios and We Are Social strive to ensure that all data and charts contained in this report are, as at the time of publishing, accurate and up-to-date, neither Kepios, nor We Are Social, nor any of the other featured brands and organisations shall be responsible for any errors or omissions contained in this report, or for the results obtained from its use.

All information contained in this report is provided "as is", with no guarantee whatsoever of its accuracy, completeness, correctness or non-infringement of third-party rights and without warranty of any kind, express or implied, including without limitation, warranties of merchantability or fitness for any particular purpose.

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 Kepios, We Are Social, or any of the featured brands, nor any of those organisations' partners, affiliates, employees or agents, 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 is provided with the understanding that it does not constitute professional advice or services of any kind and should therefore not be substituted for independent investigations, thought or judgment. Accordingly, neither Kepios, nor We Are Social, nor any of the brands and organisations featured or cited herein, nor any of their partners, affiliates, group companies, employees or agents shall, to the fullest extent permitted by law, be liable to you or anyone else for any direct, indirect, punitive, incidental, special, consequential, exemplary, or similar loss or damage, or loss or damage of any kind, suffered by you or anyone else, as a result of any use, action or decision taken by you or anyone else in any way connected to this report or the information contained herein or the result(s) thereof, even if advised of the possibility of such loss or damage.

This report may contain reference to third-party data providers, however this report does not endorse any such third parties or their products or services, nor is this report sponsored by, endorsed by or associated with such third parties.

Except for those portions of this report related to the perspectives of We Are Social, this report and any opinions contained herein have been prepared by Kepios, and have not been specifically approved or disapproved by We Are Social. This report is subject to change without notice. To ensure you have the most recent version of this report, please visit our website at https://datareportal.com/