



DIGITAL 2021

JULY GLOBAL STATSHOT REPORT

THE LATEST INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE
THE INTERNET, SOCIAL MEDIA, MOBILE DEVICES, AND ECOMMERCE

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PARTNERS THAT MAKE THE GLOBAL DIGITAL REPORTS SERIES POSSIBLE:



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STATISTA



KEPIOS



SEMRUSH



APP ANNIE



SKAI



LOCOWISE



SIMILARWEB



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 this 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 or calculate the data 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 figures). 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 them using data from previous reports. Wherever we're aware of the potential for historical mismatches, we've also included a **◆ COMPARABILITY ADVISORY** 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 also 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 such as animals, groups and organisations, locations, and more. As a result, the figures we publish for social media users may **exceed** the figures we publish for internet users. While this may seem counter-intuitive, such differences do not represent mistakes. For further information, please see the "*notes on data variance, mismatches, and curiosities*" at the end of this report.



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GLOBAL OVERVIEW REPORT

THE LATEST INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE
THE INTERNET, SOCIAL MEDIA, MOBILE DEVICES, AND ECOMMERCE

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LOCAL COUNTRY HEADLINES

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD

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200 PAGES OF ESSENTIAL CHARTS
AND INSIGHTS FROM AROUND THE WORLD

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LOCAL COUNTRY HEADLINES REPORT,
WITH ESSENTIAL DIGITAL OVERVIEWS
FOR EVERY COUNTRY IN THE WORLD

CLICK THE LINKS BELOW TO ACCESS OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

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



GLOBAL OVERVIEW

JUL
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DIGITAL AROUND THE WORLD

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL
POPULATION



7.87
BILLION

URBANISATION:

56.6%

UNIQUE MOBILE
PHONE USERS



5.27
BILLION

vs. POPULATION:

66.9%

INTERNET
USERS*



4.80
BILLION

vs. POPULATION:

60.9%

ACTIVE SOCIAL
MEDIA USERS*



4.48
BILLION

vs. POPULATION:

56.8%



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GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN DIGITAL ADOPTION

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL
POPULATION



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+1.0%

JUL 2021 vs. JUL 2020

+80 MILLION

UNIQUE MOBILE
PHONE USERS



+2.3%

JUL 2021 vs. JUL 2020

+117 MILLION

INTERNET
USERS*



+5.7%

JUL 2021 vs. JUL 2020

+257 MILLION

ACTIVE SOCIAL
MEDIA USERS*



+13.1%

JUL 2021 vs. JUL 2020

+520 MILLION

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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 (ALL DEVICES)



6H 55M

▲QOQ: -0.2%

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



3H 20M

▲QOQ: +1.5%

TIME SPENT USING
SOCIAL MEDIA



2H 24M

▲QOQ: +1.4%

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



2H 03M

▲QOQ: +6.0%

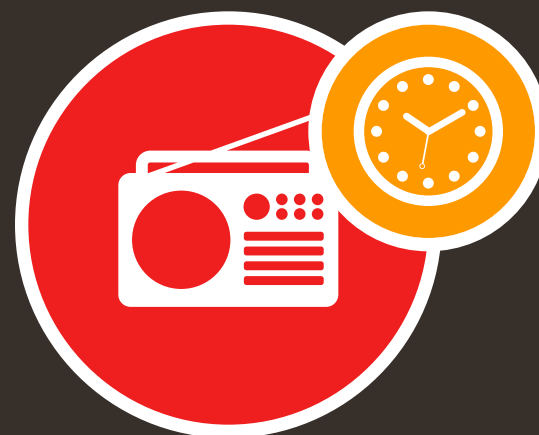
TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



1H 33M

▲QOQ: 0%

TIME SPENT LISTENING
TO BROADCAST RADIO



1H 00M

▲QOQ: +3.4%

TIME SPENT LISTENING
TO PODCASTS



0H 55M

▲QOQ: +5.8%

TIME SPENT PLAYING VIDEO
GAMES ON A GAMES CONSOLE



1H 12M

▲QOQ: +2.9%

SOURCE: GWI (Q1 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. ***NOTES:** CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY. "▲QOQ" REPRESENTS QUARTER-ON-QUARTER CHANGE. TELEVISION INCLUDES BROADCAST (LINEAR) TV AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.



USE OF THE INTERNET

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OVERVIEW OF GLOBAL INTERNET USE

A SNAPSHOT OF INTERNET USE AROUND THE WORLD



INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL NUMBER
OF GLOBAL
INTERNET USERS



4.80
BILLION

INTERNET USERS AS A
PERCENTAGE OF TOTAL
GLOBAL POPULATION



60.9%

ANNUAL CHANGE
IN THE NUMBER OF
GLOBAL INTERNET USERS



+5.7%
+257 MILLION

AVERAGE DAILY TIME SPENT
USING THE INTERNET BY
EACH INTERNET USER



GWl.

6H 55M

PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA MOBILE DEVICES



92.1%



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DIFFERENT PERSPECTIVES: GLOBAL INTERNET USERS

GLOBAL INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES, OFFERED FOR REFERENCE AND PERSPECTIVE

GLOBAL INTERNET USERS:
ITU DATA*



4.05
BILLION

vs. POPULATION:

51.4%

GLOBAL INTERNET USERS:
CIA WORLD FACTBOOK DATA



4.02
BILLION

vs. POPULATION:

51.0%

GLOBAL INTERNET USERS:
INTERNETWORLDSTATS DATA



5.17
BILLION

vs. POPULATION:

65.6%

GLOBAL INTERNET USERS:
INTERNETLIVESTATS DATA



4.98
BILLION

vs. POPULATION:

63.2%

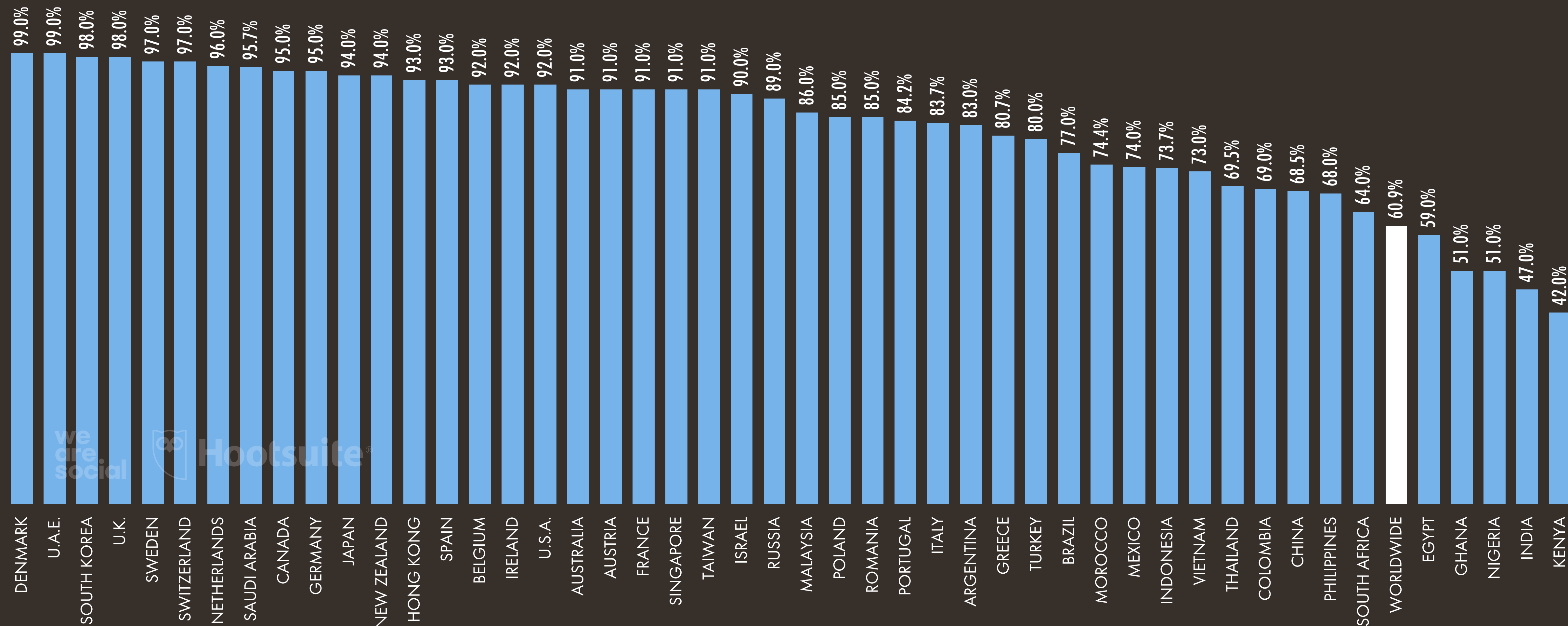


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INTERNET ADOPTION

PERCENTAGE OF THE POPULATION THAT USES THE INTERNET

⚠️ INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



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MOBILE INTERNET USE

INTERNET USERS WHO ACCESS THE INTERNET VIA **MOBILE PHONES**



INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL NUMBER OF
MOBILE INTERNET USERS
(CELLULAR AND / OR WIFI)



4.42
BILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
TOTAL INTERNET USERS



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92.1%

SMARTPHONE INTERNET
USERS AS A PERCENTAGE
OF TOTAL INTERNET USERS



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90.8%

FEATURE PHONE INTERNET
USERS AS A PERCENTAGE
OF TOTAL INTERNET USERS



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4.6%

AVERAGE DAILY TIME SPENT
USING THE INTERNET
ON MOBILE DEVICES



3H 36M



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INTERNET CONNECTION SPEEDS: OVERVIEW

AVERAGE **DOWNLOAD** AND **UPLOAD** SPEEDS AND **LATENCY** FOR MOBILE AND FIXED INTERNET CONNECTIONS, WITH YEAR-ON-YEAR COMPARISONS

AVERAGE SPEED OF
MOBILE INTERNET
CONNECTIONS



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DOWNLOAD (MBPS):

55.34

UPLOAD (MBPS):

12.69

LATENCY (MS):

37

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



KEPIOS

DOWNLOAD:

+60%

UPLOAD:

+15%

LATENCY*:

-7.5%

AVERAGE SPEED OF
FIXED INTERNET
CONNECTIONS



owl

DOWNLOAD (MBPS):

106.61

UPLOAD (MBPS):

57.67

LATENCY (MS):

20

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



DOWNLOAD:

+36%

UPLOAD:

+37%

LATENCY*:

-13%

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MOBILE INTERNET CONNECTION SPEED RANKINGS

COUNTRIES AND TERRITORIES* WITH THE FASTEST AND SLOWEST MOBILE INTERNET CONNECTION SPEEDS

FASTEST MOBILE INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
01	U.A.E.	193.51	+8.4%
02	SOUTH KOREA	180.48	+5.8%
03	QATAR	171.76	+2.6%
04	NORWAY	167.60	+41.8%
05	CYPRUS	161.80	+84.8%
06	CHINA	159.47	+6.0%
07	SAUDI ARABIA	153.18	+14.5%
08	KUWAIT	137.51	+48.0%
09	AUSTRALIA	127.14	+16.3%
10	LUXEMBOURG	112.64	+22.8%

SLOWEST MOBILE INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
137	AFGHANISTAN	7.37	+16.2%
136	VENEZUELA	8.05	+17.2%
135	BANGLADESH	12.48	+20.0%
134	ZIMBABWE	12.69	-15.0%
133	SUDAN	12.85	+13.4%
132	GHANA	13.23	+17.8%
131	SOMALIA	13.31	+12.2%
130	TANZANIA	14.14	+16.5%
129	SRI LANKA	14.38	-15.7%
128	ZAMBIA	15.44	+15.8%

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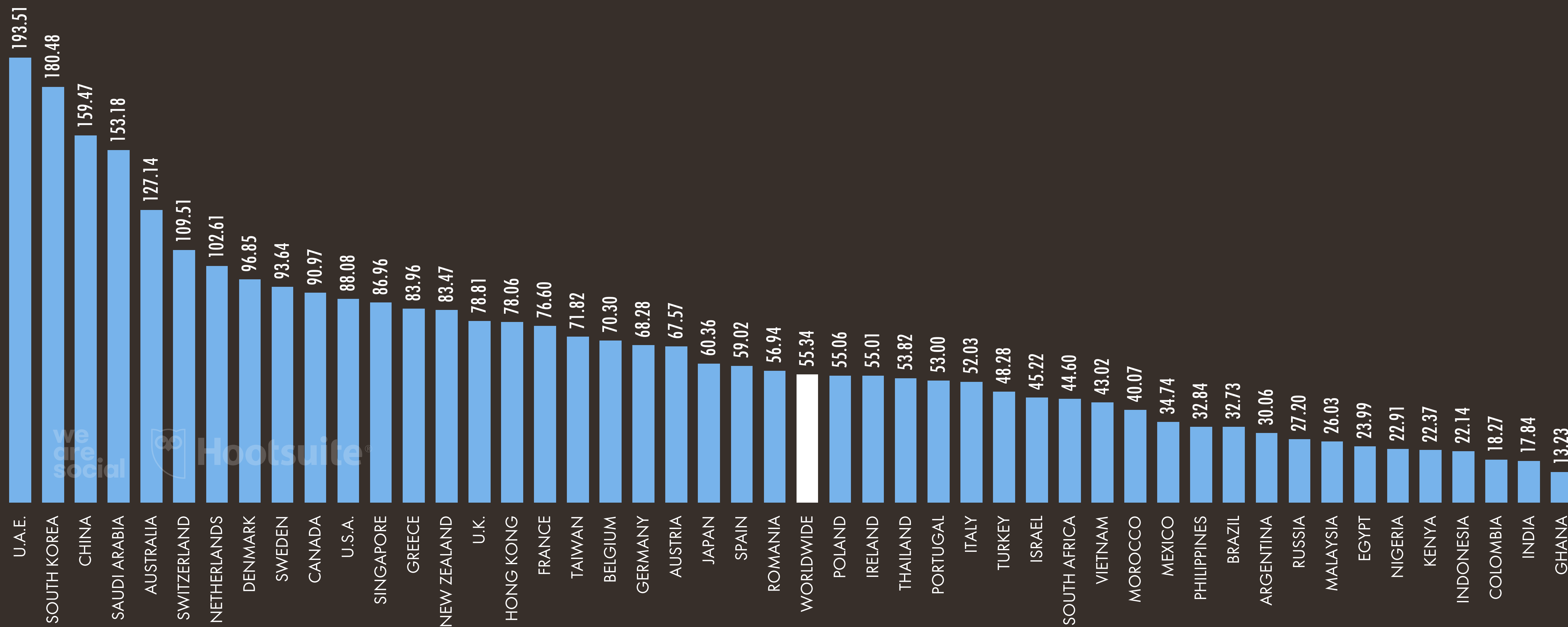


SOURCE: OOKLA (JUL 2021). ***NOTES:** FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS IN JUNE 2021, AND COMPARISONS TO AVERAGE DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS IN JUNE 2020. DATA ARE NOT AVAILABLE FOR ALL COUNTRIES AND TERRITORIES, AND RANKINGS ONLY INCLUDE THOSE COUNTRIES AND TERRITORIES FOR WHICH DATA ARE AVAILABLE IN JULY 2021.

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MOBILE INTERNET CONNECTION SPEEDS

AVERAGE **MOBILE** INTERNET CONNECTION SPEED, IN MBPS



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FIXED INTERNET CONNECTION SPEED RANKINGS

COUNTRIES AND TERRITORIES* WITH THE FASTEST AND SLOWEST FIXED INTERNET CONNECTION SPEEDS

FASTEST FIXED INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
01	MONACO	260.74	+26.9%
02	SINGAPORE	252.68	+7.8%
03	HONG KONG	248.94	+10.8%
04	ROMANIA	220.67	+4.7%
05	DENMARK	217.18	+7.4%
06	SWITZERLAND	215.57	+15.5%
07	THAILAND	214.47	-7.0%
08	SOUTH KOREA	212.12	+14.7%
09	FRANCE	208.15	+7.6%
10	CHILE	203.61	+19.8%

SLOWEST FIXED INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
181	TURKMENISTAN	4.49	+27.9%
180	YEMEN	6.14	+8.5%
179	CUBA	6.80	+73.9%
178	SUDAN	8.24	-5.7%
177	ALGERIA	8.45	+46.2%
176	MALAWI	9.08	-30.2%
175	GUINEA	9.24	+30.1%
174	NIGER	10.20	+34.7%
173	SYRIA	10.37	+11.0%
172	GAMBIA	10.69	-3.1%

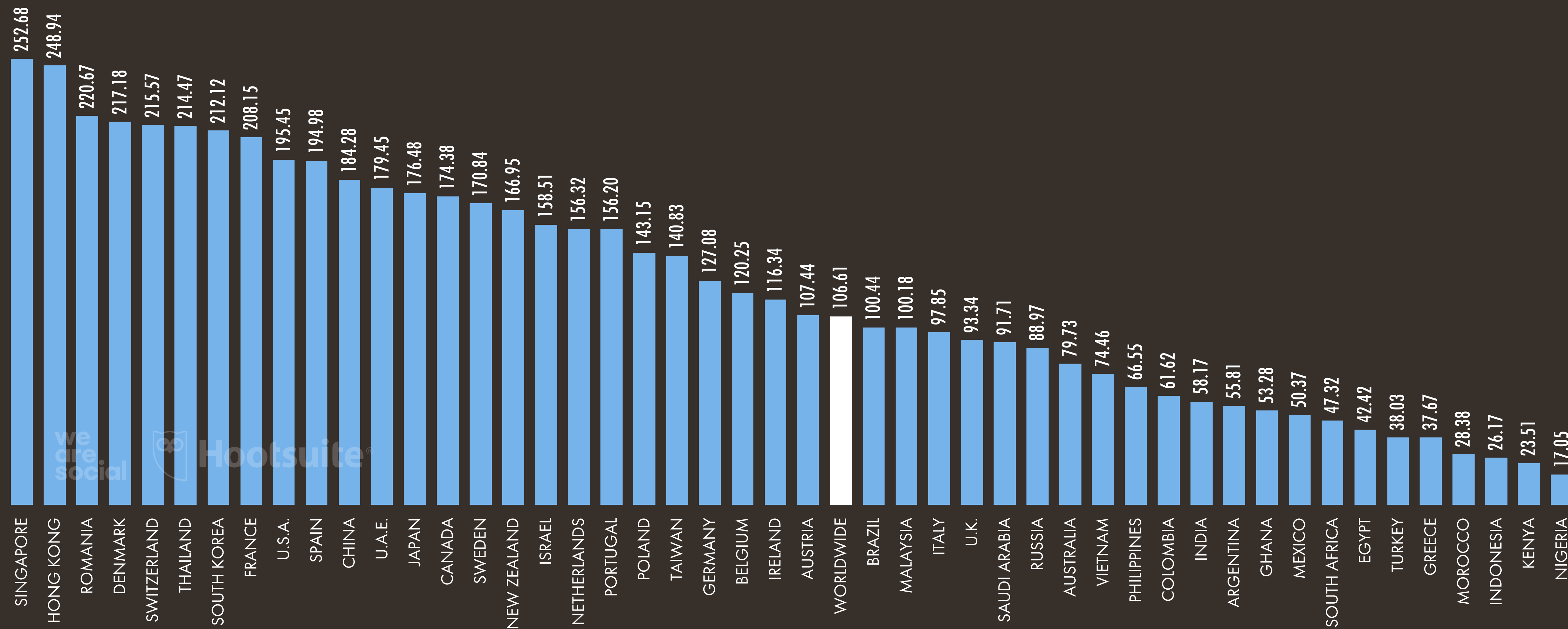
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FIXED INTERNET CONNECTION SPEEDS

AVERAGE **FIXED** INTERNET CONNECTION SPEED, IN MBPS



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SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL **WEB PAGES** SERVED TO **WEB BROWSERS**

 THE FIGURES ON THIS CHART ARE BASED ON TRAFFIC TO WEB BROWSERS ONLY, AND **DO NOT INCLUDE** DATA FOR OTHER CONNECTED ACTIVITIES (E.G. USE OF NATIVE MOBILE APPS)

MOBILE
PHONES



55.35%

JUN 2021 vs. JUN 2020:

+11%

+526 BPS

LAPTOPS &
DESKTOPS



41.93%

JUN 2021 vs. JUN 2020:

-11%

-510 BPS

TABLET
COMPUTERS



2.64%

JUN 2021 vs. JUN 2020:

-5.7%

-16 BPS

OTHER
DEVICES



0.08%

JUN 2021 vs. JUN 2020:

0%

[UNCHANGED]



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SOURCE: STATCOUNTER (ACCESSED JUL 2021). FIGURES REPRESENT EACH DEVICE'S SHARE OF WEB PAGES SERVED TO WEB BROWSERS ONLY. **NOTES:** FIGURES FOR DEVICE SHARE ARE FOR JUNE 2021; ANNUAL CHANGE FIGURES COMPARE MONTHLY SHARE VALUES FOR JUNE 2021 TO JUNE 2020. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE IN SHARE VALUES.

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SHARE OF GLOBAL WEB TRAFFIC BY BROWSER

BASED ON WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE

CHROME



65.27%

▲YOY: -0.3% (-20 BPS)

SAFARI



18.34%

▲YOY: +8.1% (+137 BPS)

FIREFOX



3.29%

▲YOY: -23% (-96 BPS)

SAMSUNG INTERNET



3.18%

▲YOY: -3.0% (-10 BPS)

MICROSOFT EDGE*



3.63%

▲YOY: +29% (+82 BPS)

OPERA



2.19%

▲YOY: +13% (+25 BPS)

UC BROWSER



1.32%

▲YOY: -26% (-47 BPS)

OTHER



2.79%

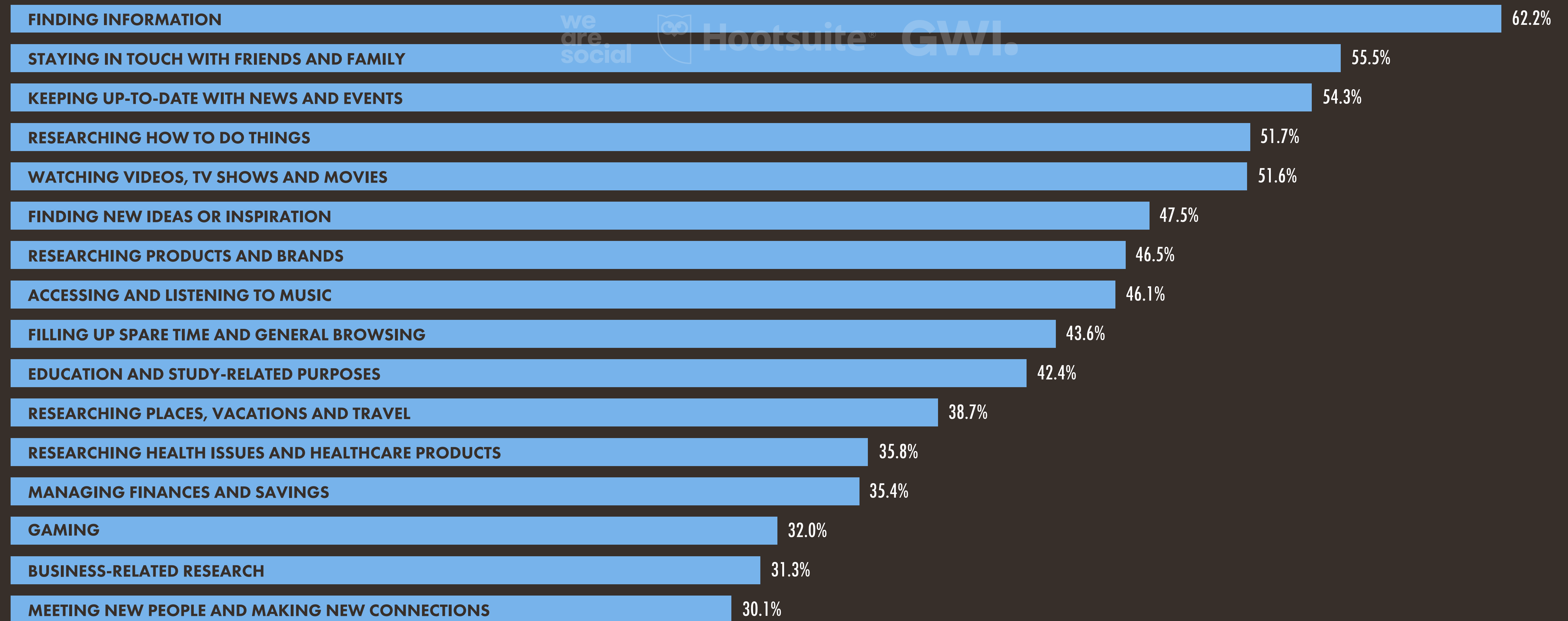
▲YOY: -20% (-69 BPS)



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REASONS FOR USING THE INTERNET

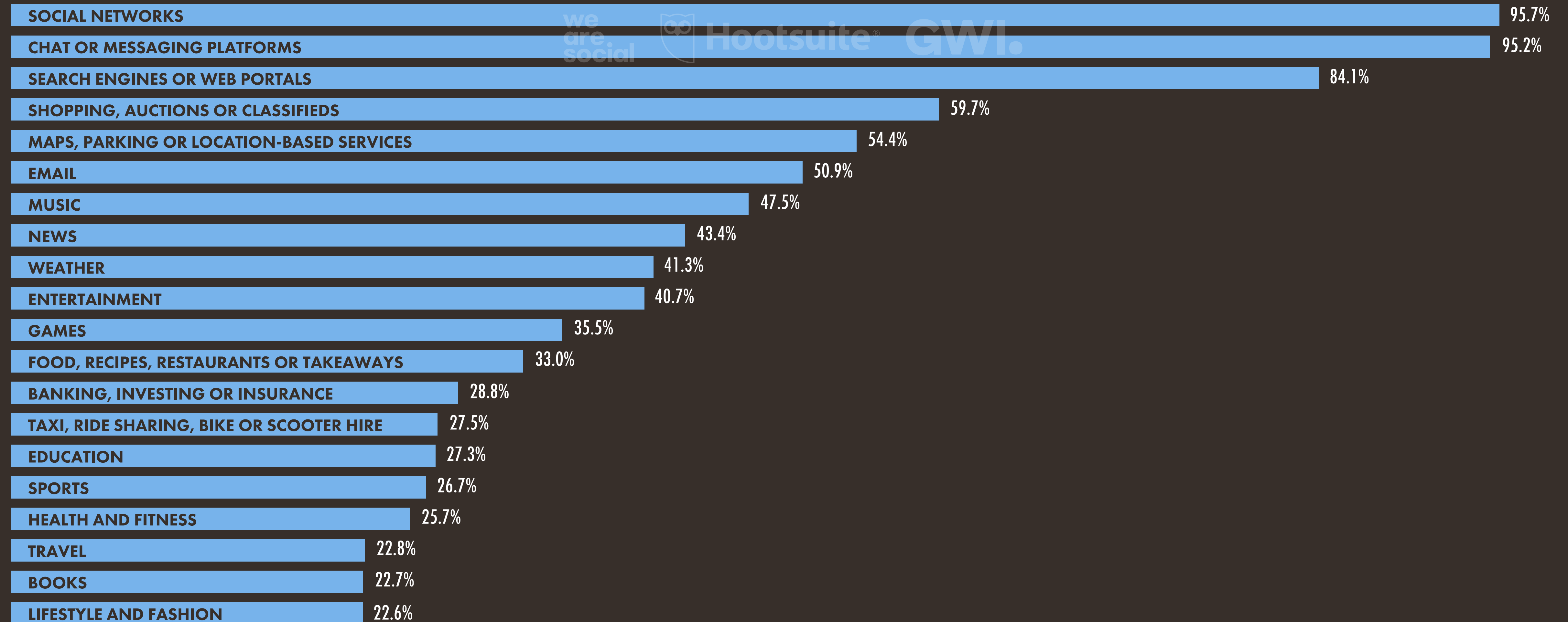
PRIMARY REASONS WHY GLOBAL INTERNET USERS AGED 16 TO 64 USE THE INTERNET



**JUL
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TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH



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WORLD'S MOST VISITED WEBSITES (SEMRUSH)

RANKING OF THE WORLD'S MOST VISITED WEBSITES ACCORDING TO SEMRUSH, BASED ON TOTAL WEBSITE TRAFFIC

#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	86.9B	4.4B	22M 44S	6.7
02	YOUTUBE.COM	22.8B	2.3B	9M 15S	4.2
03	FACEBOOK.COM	20.0B	2.4B	22M 43S	6.0
04	WIKIPEDIA.ORG	13.6B	2.5B	8M 47S	2.1
05	YAHOO.CO.JP	5.2B	0.23B	16M 54S	7.1
06	AMAZON.COM	4.4B	0.88B	12M 37S	6.8
07	INSTAGRAM.COM	4.4B	0.99B	17M 53S	4.7
08	XVIDEOS.COM	3.7B	0.57B	17M 39S	9.4
09	YAHOO.COM	3.5B	0.53B	16M 08S	4.1
10	PORNHUB.COM	3.6B	0.61B	14M 25S	8.3

#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
11	TWITTER.COM	3.6B	0.85B	15M 28S	4.4
12	YANDEX.RU	3.5B	0.27B	22M 29S	7.4
13	XNXX.COM	2.3B	0.41B	17M 38S	9.3
14	REDDIT.COM	2.3B	0.37B	19M 49S	4.0
15	NAVER.COM	2.1B	0.08B	3M 14S	10.2
16	LIVE.COM	2.1B	0.36B	7M 34S	4.2
17	VK.COM	2.0B	0.19B	0M 54S	11.1
18	FANDOM.COM	1.9B	0.40B	11M 15S	3.2
19	WHATSAPP.COM	1.7B	0.33B	20M 01S	1.6
20	GLOBO.COM	1.5B	0.17B	13M 22S	2.9

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WORLD'S MOST VISITED WEBSITES (SIMILARWEB)

RANKING OF THE WORLD'S MOST VISITED WEBSITES ACCORDING TO **SIMILARWEB**, BASED ON TOTAL WEBSITE TRAFFIC

#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT	#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	89.5B	3.0B	11M 31S	8.8	11	WHATSAPP.COM	2.9B	0.44B	3M 24S	1.6
02	YOUTUBE.COM	34.0B	1.9B	21M 54S	11.0	12	AMAZON.COM	2.7B	0.53B	7M 17S	9.0
03	FACEBOOK.COM	22.0B	1.8B	10M 14S	8.7	13	XNXX.COM	2.5B	0.31B	8M 27S	11.3
04	TWITTER.COM	6.6B	0.92B	10M 41S	11.5	14	NETFLIX.COM	2.4B	0.26B	9M 43S	4.1
05	INSTAGRAM.COM	6.1B	1.0B	7M 46S	11.3	15	LIVE.COM	2.4B	0.29B	7M 34S	8.4
06	BAIDU.COM	5.7B	0.26B	6M 08S	8.3	16	PORNHUB.COM	2.3B	0.33B	7M 58S	7.0
07	WIKIPEDIA.ORG	5.6B	1.1B	3M 51S	3.0	17	YAHOO.CO.JP	2.3B	0.09B	9M 17S	6.9
08	YANDEX.RU	3.8B	0.21B	11M 38S	9.6	18	ZOOM.US	2.1B	0.45B	3M 39S	3.0
09	YAHOO.COM	3.6B	0.46B	7M 42S	5.7	19	REDDIT.COM	1.7B	0.24B	9M 25S	6.5
10	XVIDEOS.COM	3.3B	0.43B	9M 50S	9.0	20	OFFICE.COM	1.5B	0.16B	10M 02S	8.1

SOURCE: SIMILARWEB (JUL 2021). FIGURES REPRESENT TRAFFIC FOR JUNE 2021. **NOTE:** 'UNIQUE VISITORS' REPRESENTS THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN SITES.

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WORLD'S MOST VISITED WEBSITES (ALEXA)

RANKING OF THE WORLD'S MOST VISITED WEBSITES ACCORDING TO ALEXA*, BASED ON TOTAL WEBSITE TRAFFIC

#	WEBSITE	TIME / DAY	PAGES / DAY	#	WEBSITE	TIME / DAY	PAGES / DAY
01	GOOGLE.COM	17M 25S	18.2	11	AMAZON.COM	10M 44S	9.8
02	YOUTUBE.COM	19M 13S	10.2	12	YAHOO.COM	5M 08S	4.7
03	TMALL.COM	6M 59S	3.8	13	WIKIPEDIA.ORG	3M 45S	3.1
04	QQ.COM	3M 43S	3.9	14	WEIBO.COM	2M 56S	3.5
05	BAIDU.COM	5M 13S	5.1	15	SINA.COM.CN	2M 49S	3.3
06	SOHU.COM	3M 37S	4.5	16	XINHUANET.COM	3M 01S	5.8
07	FACEBOOK.COM	18M 41S	8.8	17	ZOOM.US	7M 09S	3.6
08	TAOBAO.COM	4M 35S	3.5	18	LIVE.COM	5M 30S	5.6
09	360.CN	3M 14S	4.2	19	REDDIT.COM	5M 39S	4.5
10	JD.COM	3M 34S	4.4	20	NETFLIX.COM	4M 49S	3.4



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SOURCE: ALEXA (JUL 2021). ***NOTES:** 'ALEXA' IS THE NAME OF AMAZON'S INSIGHTS ARM, AND DATA SHOWN HERE ARE **NOT** RESTRICTED TO ACTIVITIES ON 'ALEXA' VOICE PLATFORMS. 'TIME / DAY' FIGURES REPRESENT ALEXA'S ESTIMATES OF THE AVERAGE DAILY AMOUNT OF TIME THAT GLOBAL VISITORS SPEND ON EACH SITE, MEASURED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

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SEARCH ENGINE MARKET SHARE

PERCENTAGE OF GLOBAL WEB SEARCH TRAFFIC GOING TO EACH SEARCH ENGINE'S WEBSITE

GOOGLE



92.47%

▲YOY: +0.8% (+72 BPS)

BING



2.31%

▲YOY: -16% (-44 BPS)

YAHOO!



1.53%

▲YOY: -10.0% (-17 BPS)

BAIDU



1.29%

▲YOY: +26% (+27 BPS)

YANDEX*



1.15%

▲YOY: -17% (-24 BPS)

DUCKDUCKGO



0.60%

▲YOY: +22% (+11 BPS)

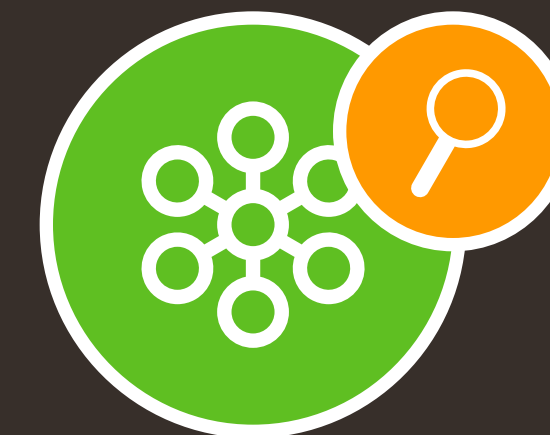
SOGOU



0.18%

▲YOY: -45% (-15 BPS)

OTHER



0.47%

▲YOY: -18% (-10 BPS)

JUL
2021

TOP GOOGLE SEARCH QUERIES IN Q2 2021

BASED ON WORLDWIDE GOOGLE SEARCHES* BETWEEN 01 APRIL AND 30 JUNE 2021

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	GOOGLE	100
02	YOUTUBE	88
03	FACEBOOK	85
04	YOU	70
05	WEATHER	65
06	NEWS	48
07	WHATSAPP	43
08	TRANSLATE	42
09	AMAZON	38
10	INSTAGRAM	36

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	WHATSAPP WEB	29
12	TIEMPO	26
13	GMAIL	24
14	TRADUCTOR	22
15	TWITTER	22
16	ПОГОДА	22
17	METEO	20
18	YAHOO	19
19	HOTMAIL	19
20	GOOGLE TRANSLATE	17

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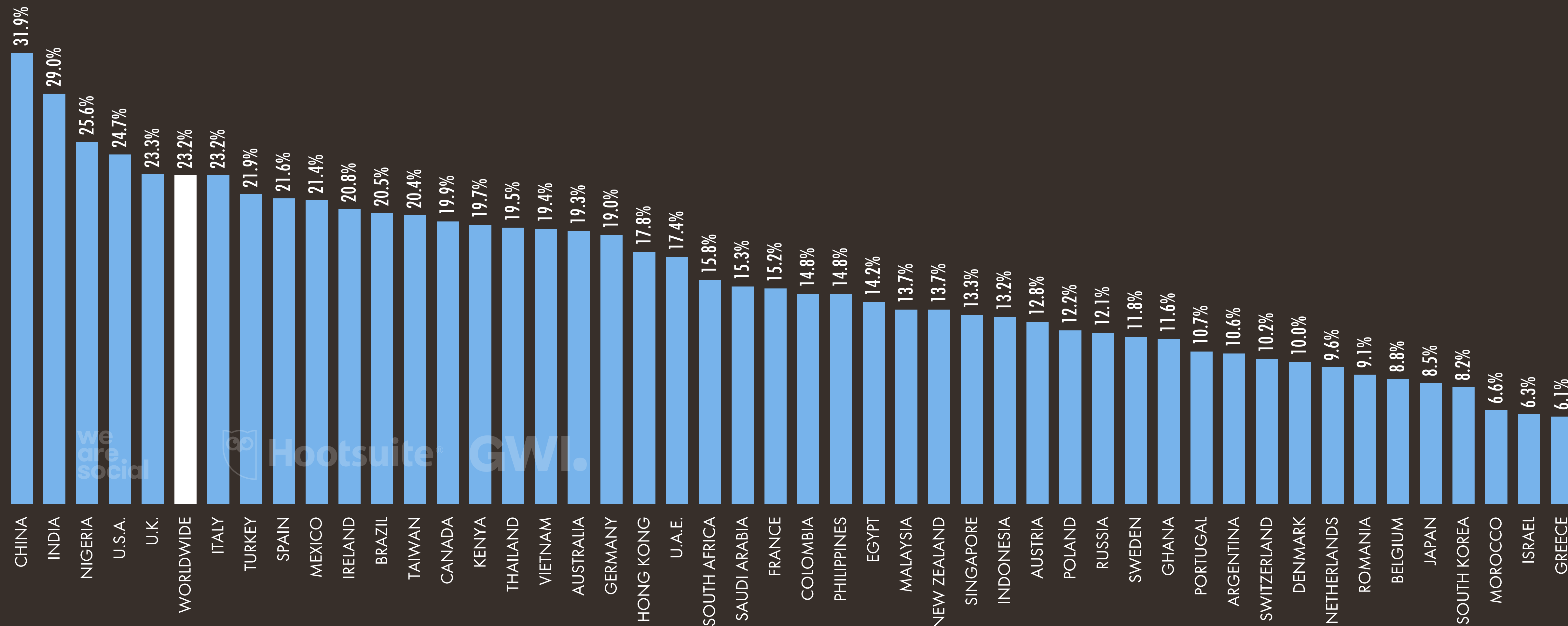
JUL
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USE OF VOICE ASSISTANTS TO FIND INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USED A VOICE ASSISTANT (E.G. SIRI, ALEXA) TO FIND INFORMATION IN THE PAST WEEK



DUE TO SURVEY CHANGES, THE VALUES ON THIS CHART ARE NOT COMPARABLE TO VALUES PUBLISHED IN PREVIOUS REPORTS

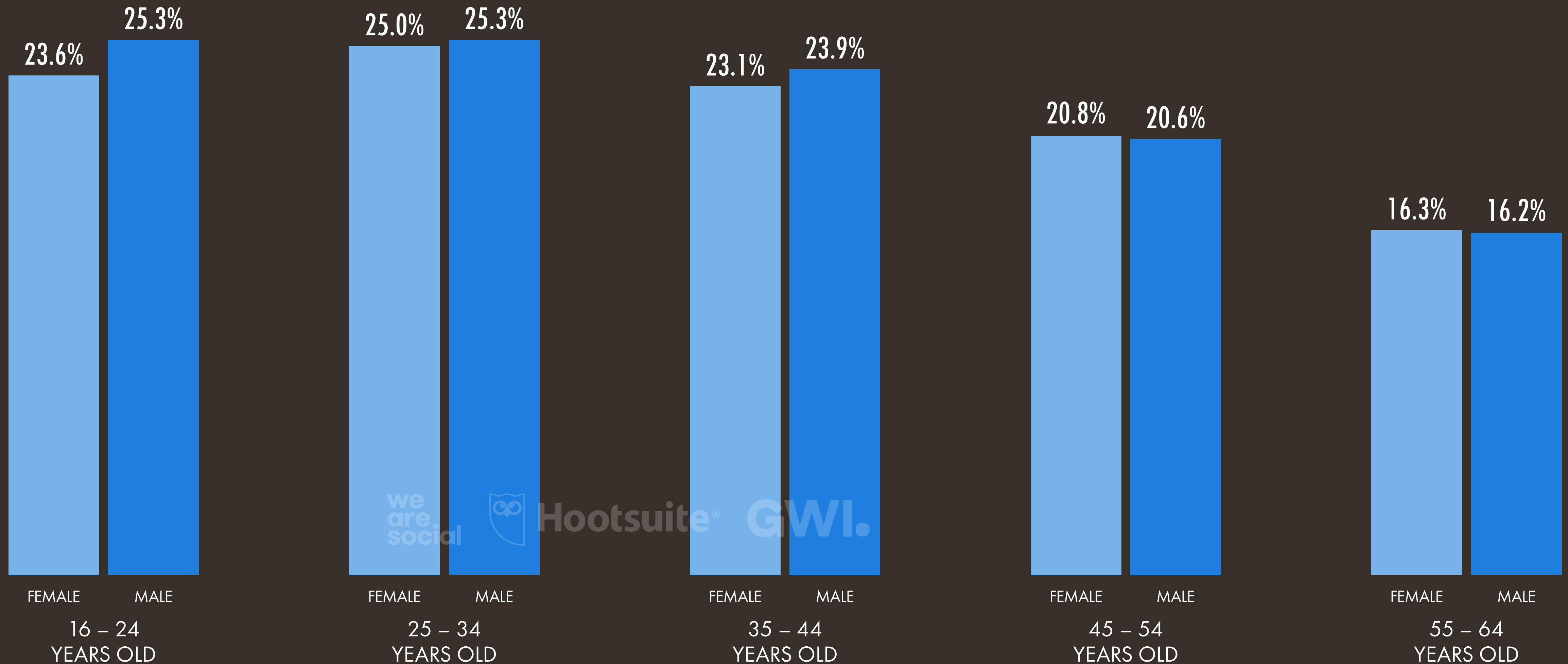


JUL
2021

USE OF VOICE ASSISTANTS TO FIND INFORMATION

PERCENTAGE OF GLOBAL INTERNET USERS WHO USED A VOICE ASSISTANT (E.G. SIRI, ALEXA) TO FIND INFORMATION IN THE PAST WEEK

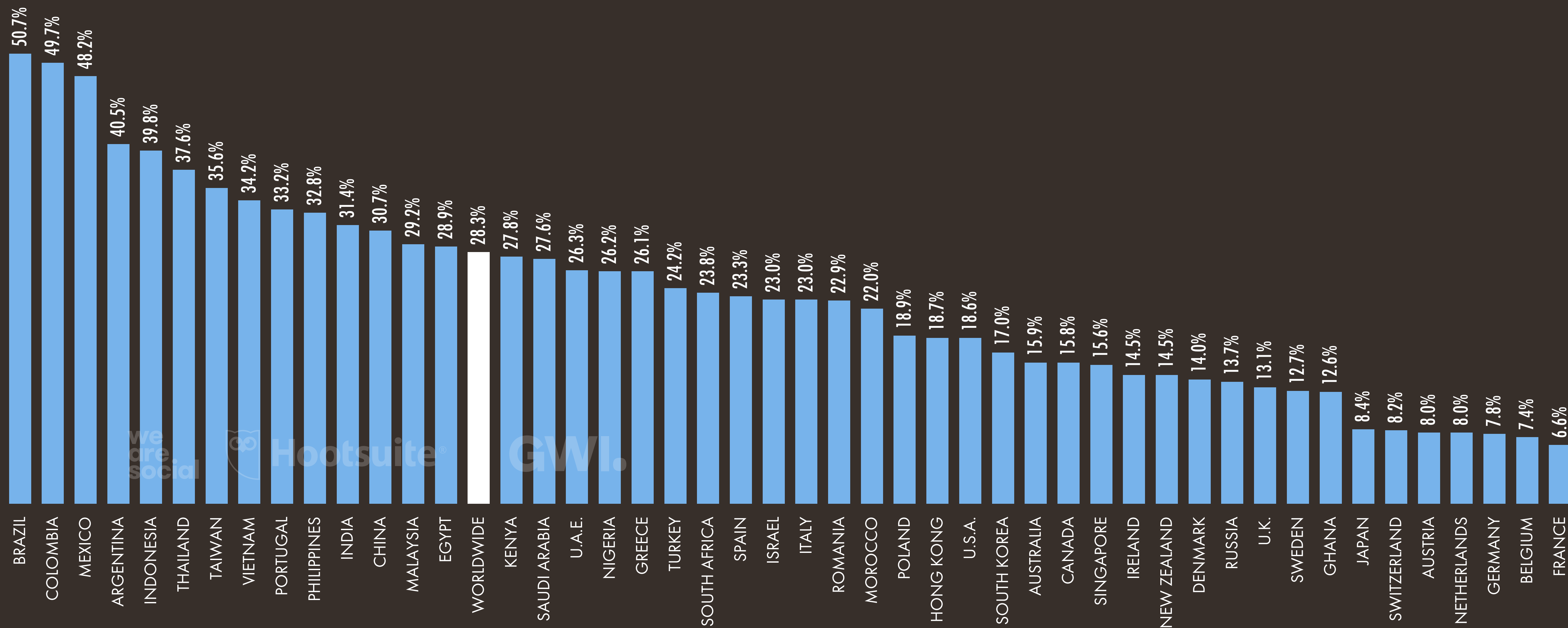
⚠ DUE TO SURVEY CHANGES, THE VALUES ON THIS CHART ARE NOT COMPARABLE TO VALUES PUBLISHED IN PREVIOUS REPORTS



JUL
2021

USE OF IMAGE RECOGNITION TOOLS ON MOBILE

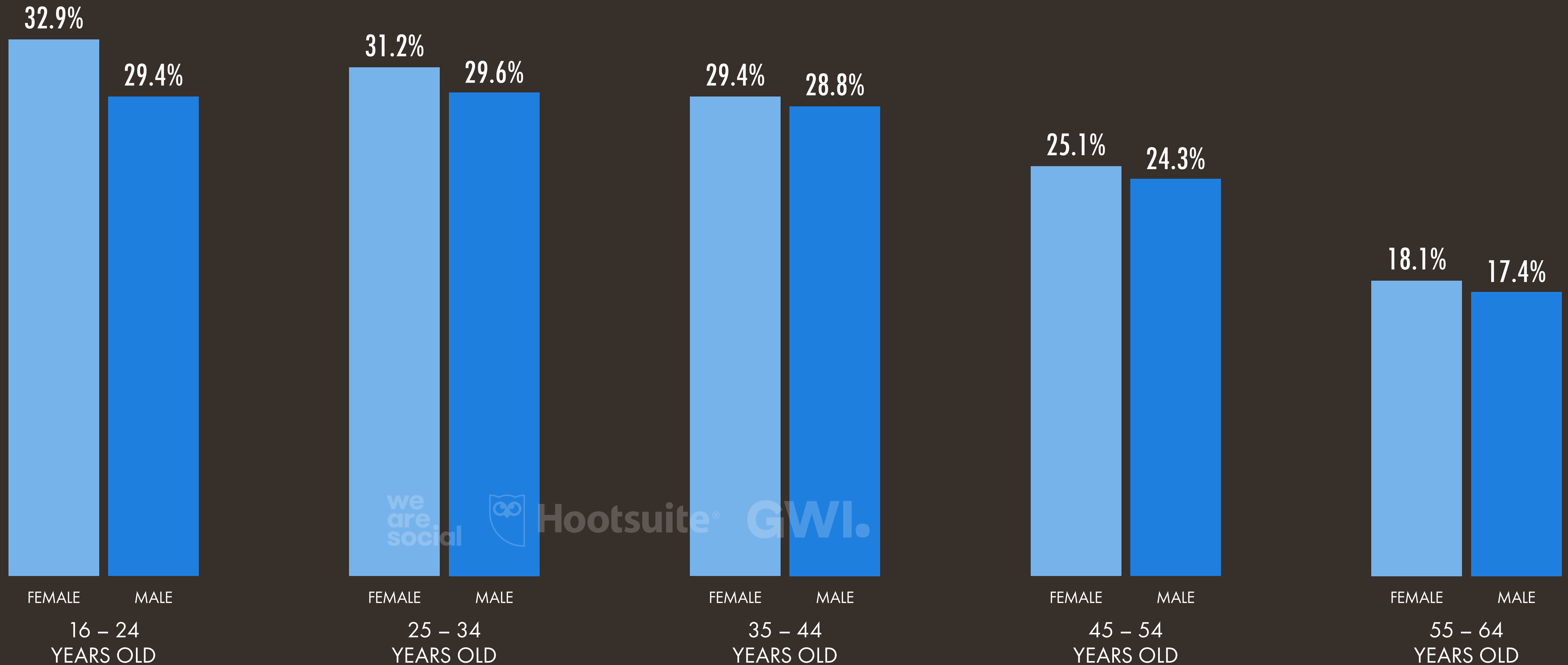
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE IMAGE RECOGNITION TOOLS (E.G. SEARCH 'LENSES') ON THEIR MOBILE EACH MONTH



JUL
2021

USE OF IMAGE RECOGNITION TOOLS ON MOBILE

PERCENTAGE OF GLOBAL INTERNET USERS WHO USE IMAGE RECOGNITION TOOLS (E.G. SEARCH 'LENSES') ON THEIR MOBILE EACH MONTH



JUL
2021

TYPES OF ONLINE VIDEO CONTENT WATCHED EACH WEEK

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO VIA THE INTERNET EACH WEEK

ANY KIND
OF VIDEO



GWl.

93.4%

MUSIC
VIDEO



KEPIOS

52.1%

COMEDY, MEME,
OR 'VIRAL' VIDEO



GWl.

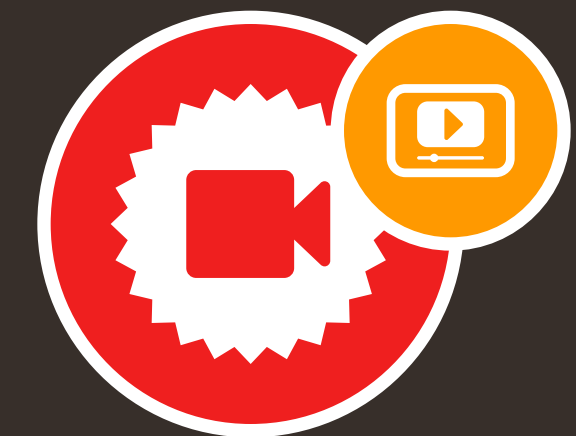
35.8%

TUTORIAL OR
HOW-TO VIDEO



31.2%

VIDEO LIVE
STREAM



30.2%

EDUCATIONAL
VIDEO



29.4%

PRODUCT
REVIEW VIDEO



GWl.

27.0%

GAMING
VIDEO



26.9%

SPORTS CLIPS OR
HIGHLIGHTS VIDEO



GWl.

25.8%

'INFLUENCER'
VIDEOS AND VLOGS



25.5%

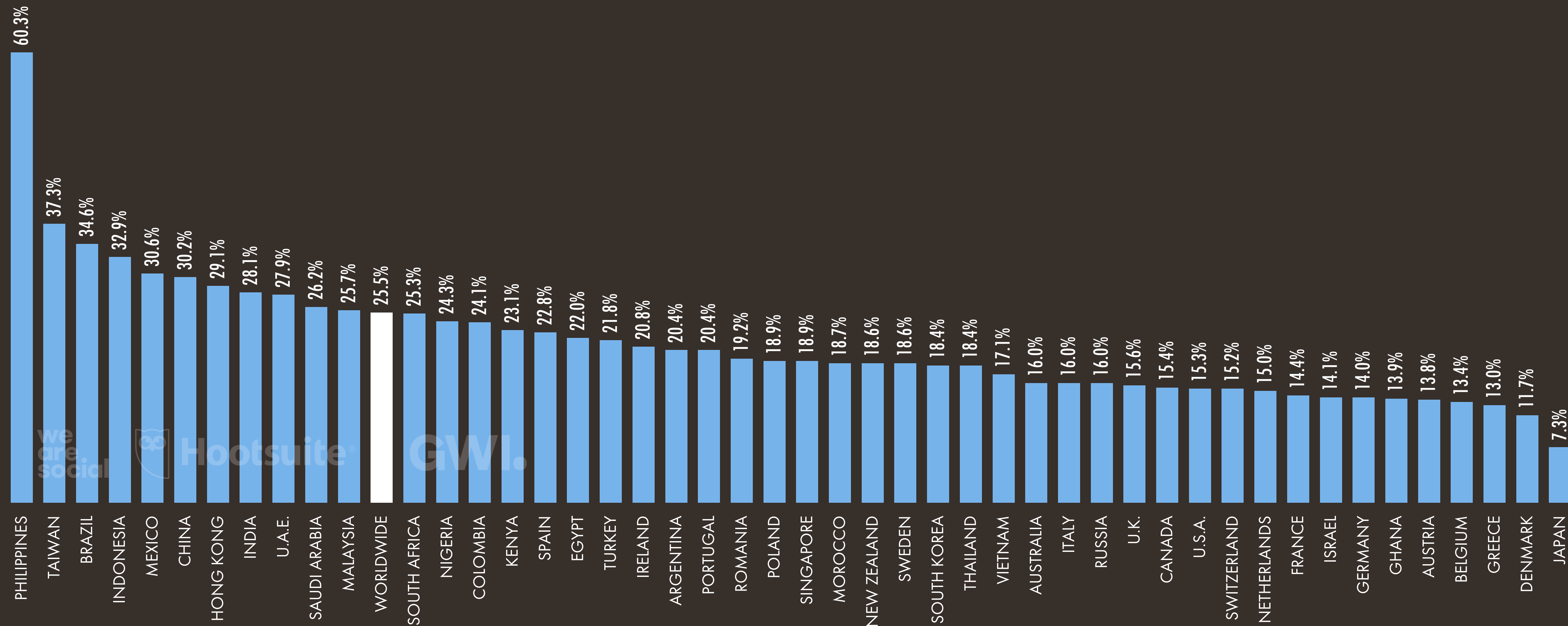
JUL
2021

WATCHING VLOGS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE WATCHED A VLOG IN THE PAST WEEK



DUE TO SURVEY CHANGES, THE VALUES ON THIS CHART ARE NOT COMPARABLE TO VALUES PUBLISHED IN PREVIOUS REPORTS



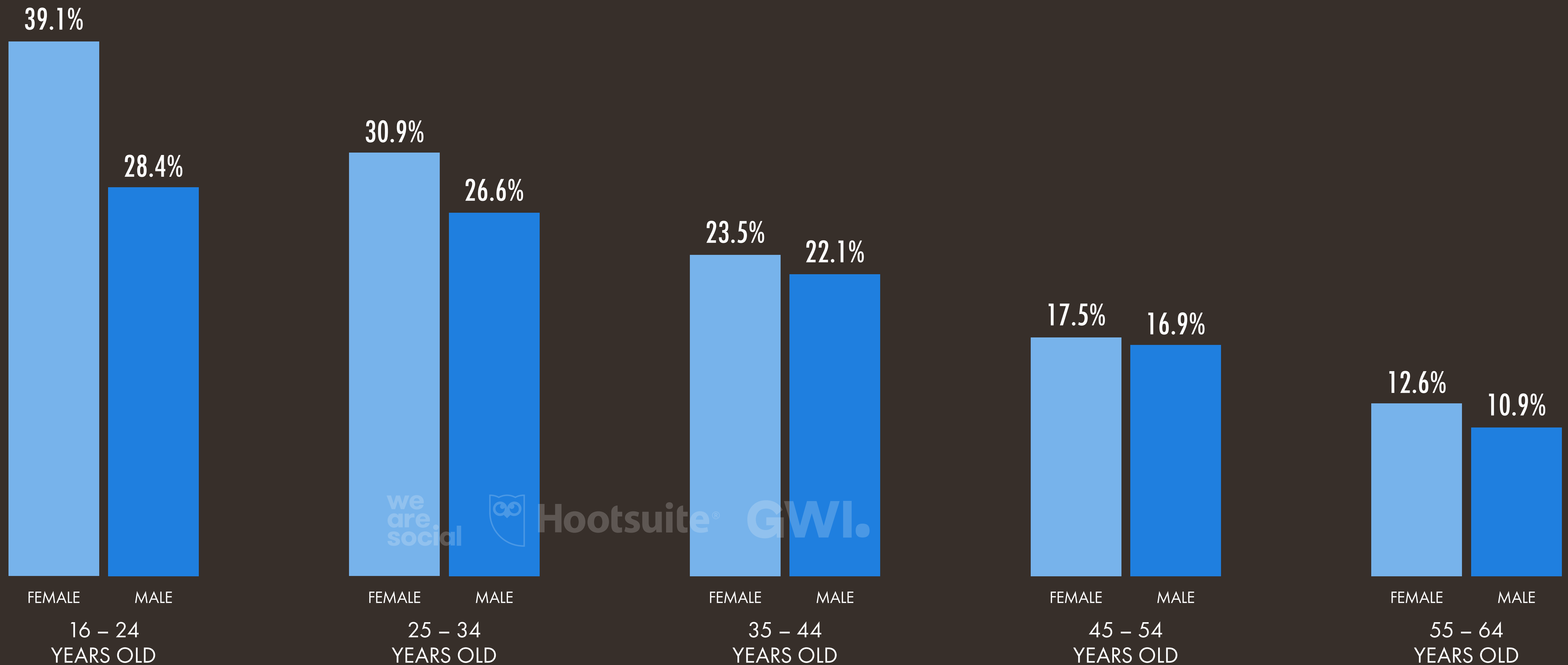
JUL
2021

WATCHING VLOGS BY AGE AND GENDER

PERCENTAGE OF GLOBAL INTERNET USERS WHO HAVE WATCHED A VLOG IN THE PAST WEEK



DUE TO SURVEY CHANGES, THE VALUES ON THIS CHART ARE NOT COMPARABLE TO VALUES PUBLISHED IN PREVIOUS REPORTS



JUL
2021

LISTENING TO ONLINE AUDIO EACH WEEK

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



DUE TO SURVEY CHANGES, THE VALUES ON THIS CHART ARE NOT COMPARABLE TO VALUES PUBLISHED IN PREVIOUS REPORTS

LISTEN TO MUSIC
STREAMING SERVICES



GWl.

38.6%

LISTEN TO ONLINE RADIO
SHOWS OR STATIONS



KEPIOS

22.8%

LISTEN TO
AUDIO BOOKS



GWl.

19.5%

LISTEN TO
PODCASTS



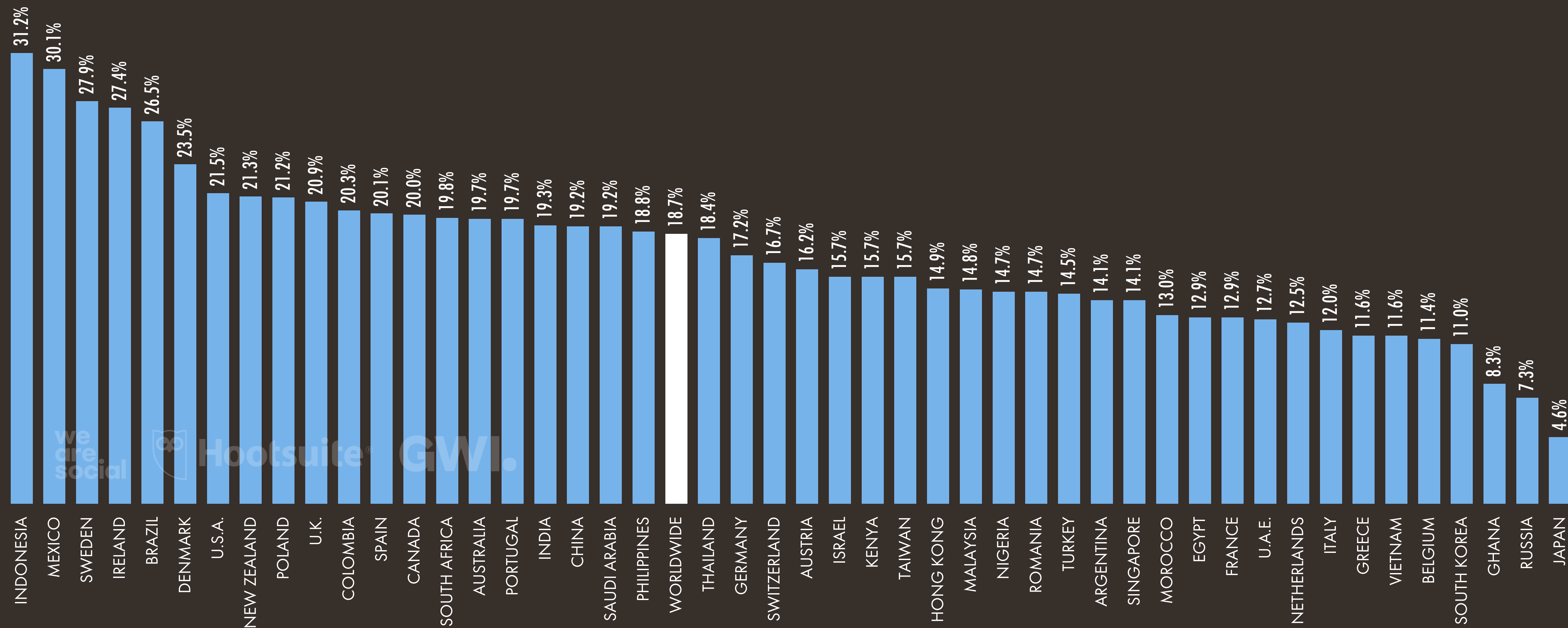
18.7%

JUL
2021

LISTENING TO PODCASTS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE LISTENED TO OR WATCHED A PODCAST IN THE PAST WEEK

⚠ DUE TO SURVEY CHANGES, THE VALUES ON THIS CHART ARE NOT COMPARABLE TO VALUES PUBLISHED IN PREVIOUS REPORTS



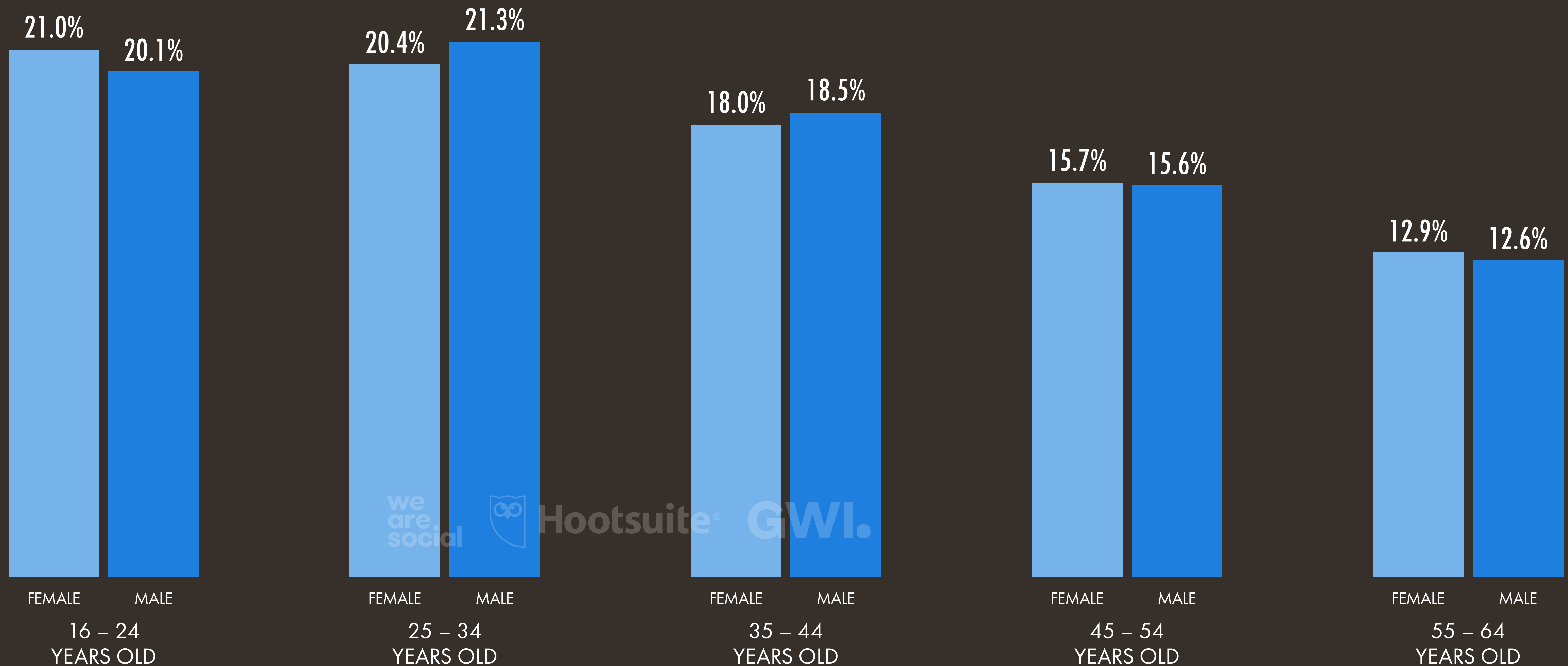
JUL
2021

LISTENING TO PODCASTS BY AGE AND GENDER

PERCENTAGE OF GLOBAL INTERNET USERS WHO HAVE LISTENED TO OR WATCHED A PODCAST IN THE PAST WEEK



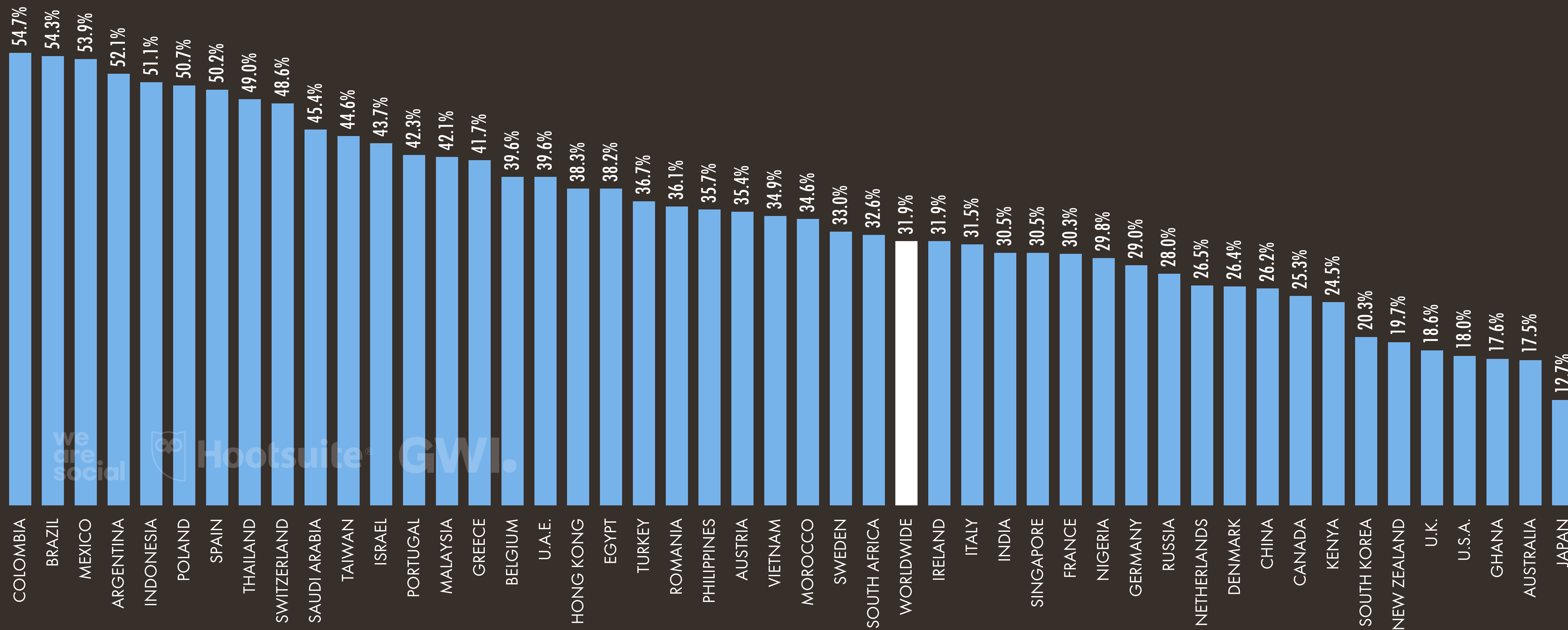
DUE TO SURVEY CHANGES, THE VALUES ON THIS CHART ARE NOT COMPARABLE TO VALUES PUBLISHED IN PREVIOUS REPORTS



JUL
2021

USE OF ONLINE TRANSLATION TOOLS

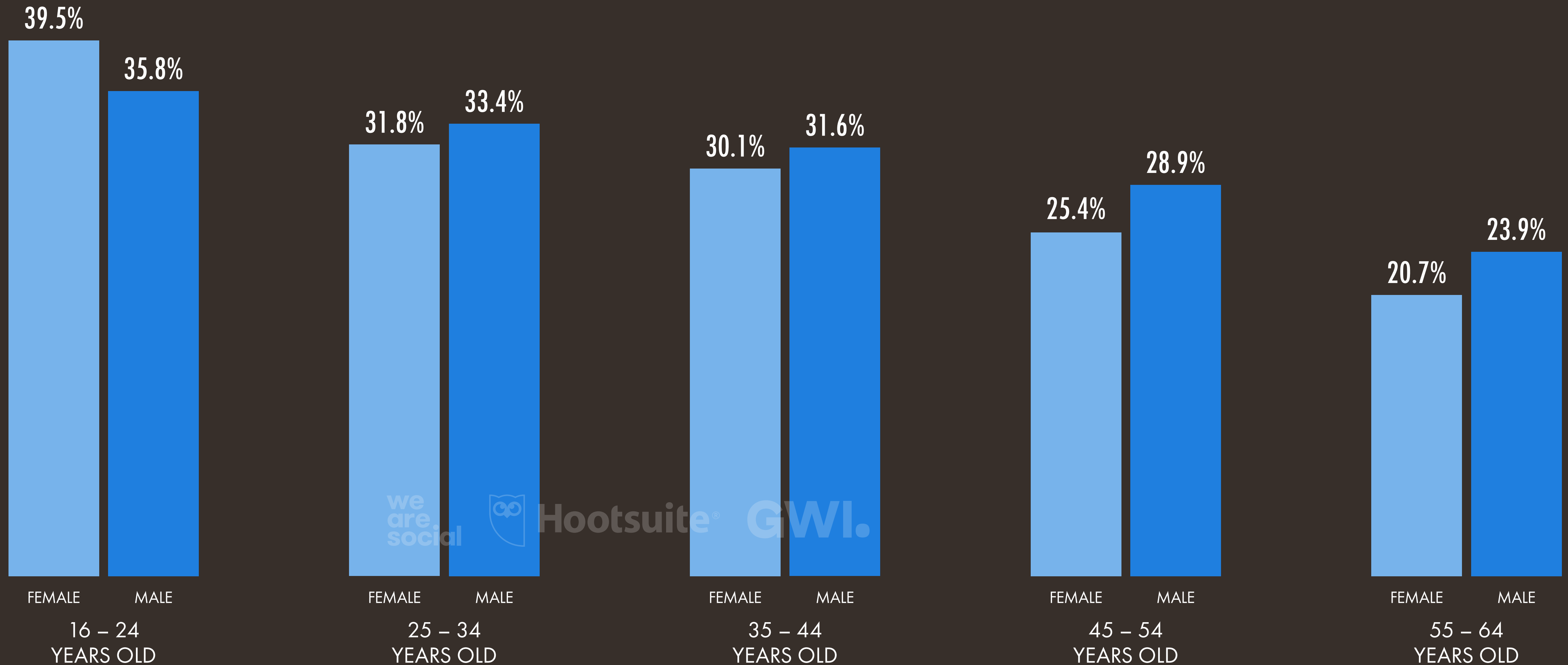
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE USED ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES IN THE PAST WEEK



**JUL
2021**

USE OF ONLINE TRANSLATION TOOLS

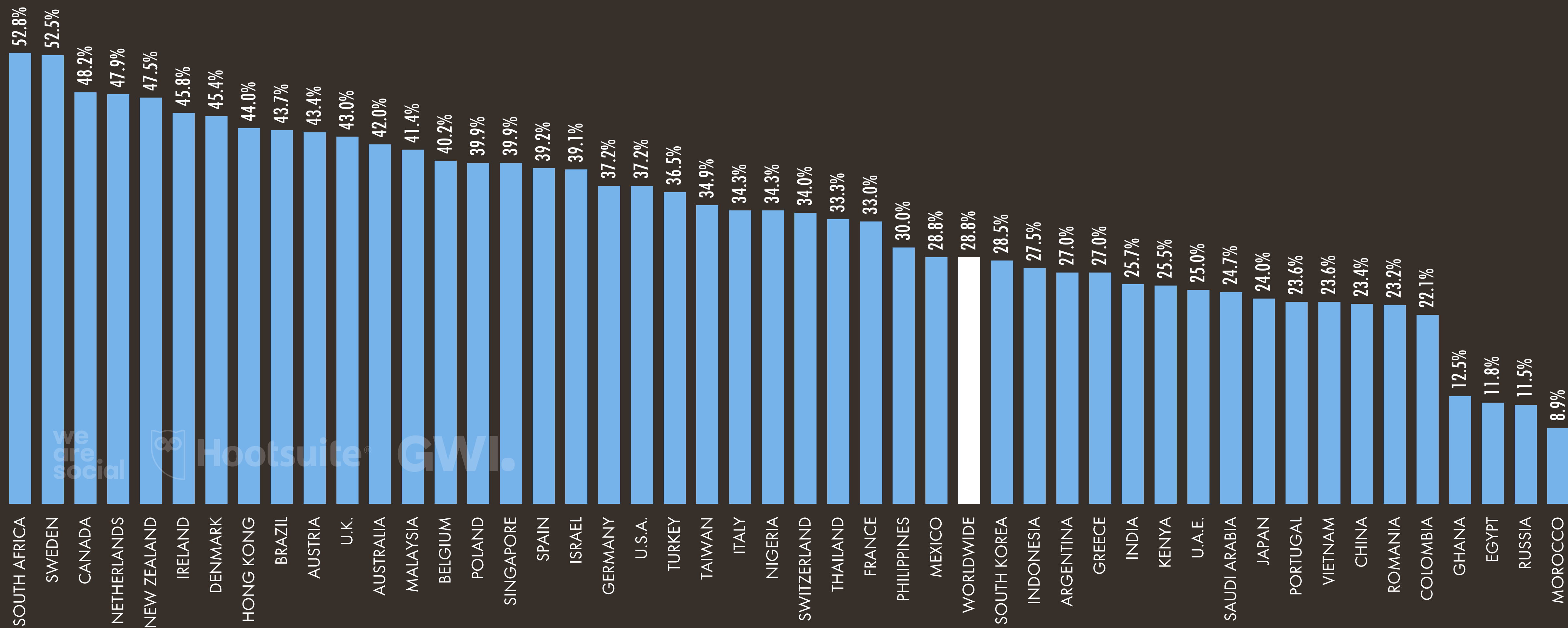
PERCENTAGE OF GLOBAL INTERNET USERS WHO HAVE USED ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES IN THE PAST WEEK



JUL
2021

USE OF ONLINE FINANCIAL SERVICES

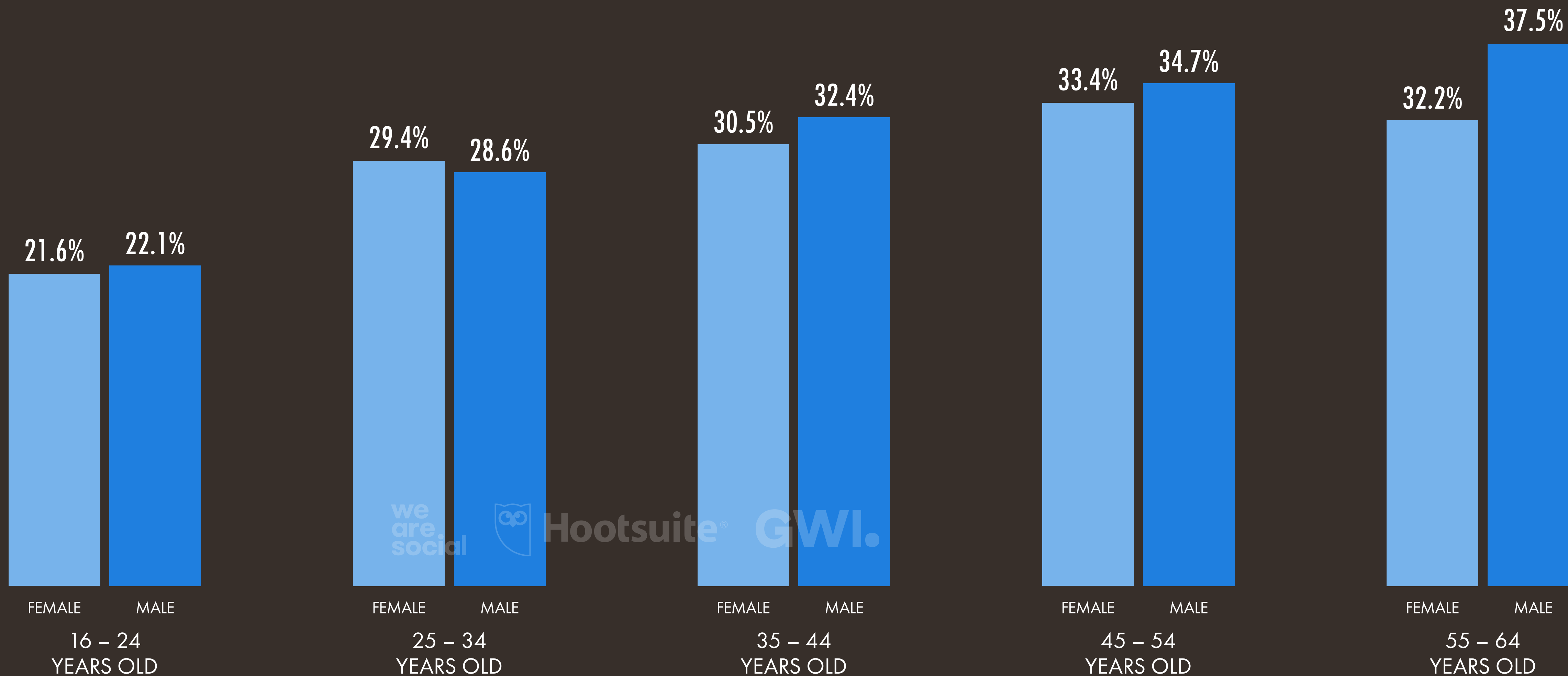
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAVE USED A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR APP IN THE PAST MONTH



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2021

USE OF ONLINE FINANCIAL SERVICES

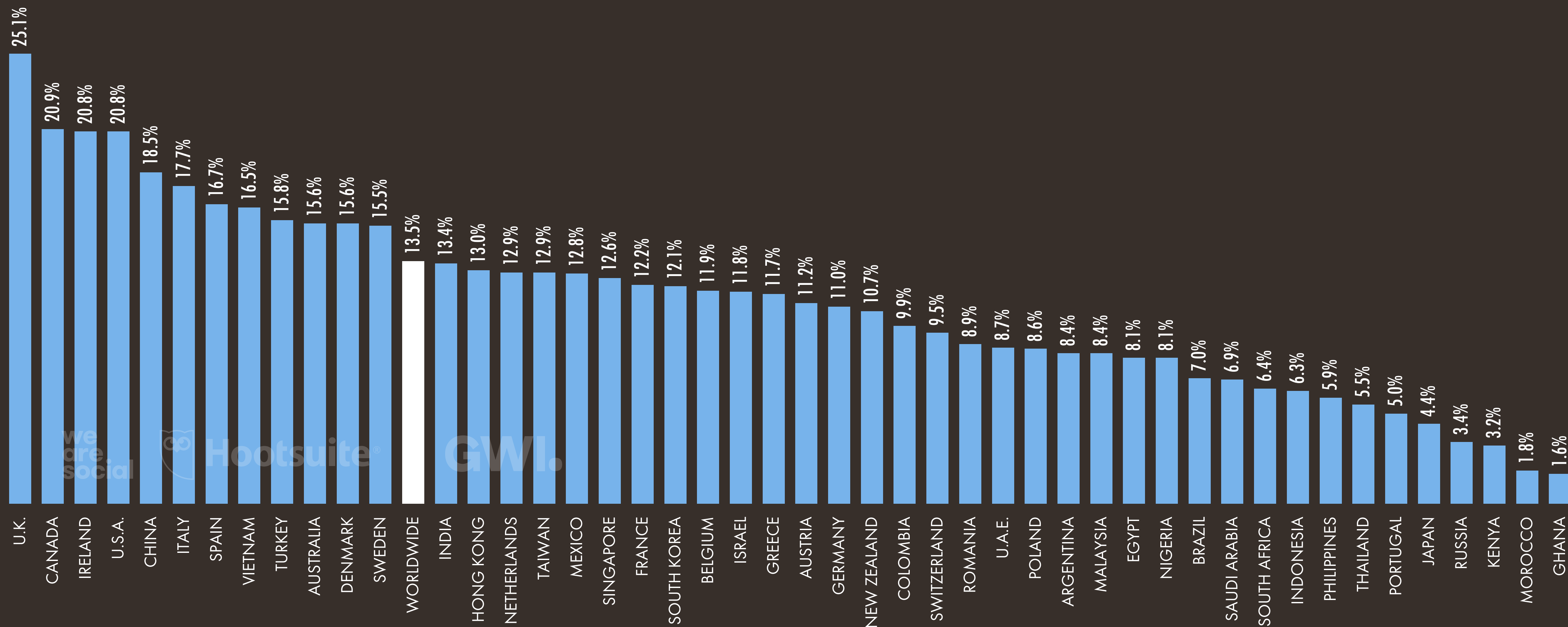
PERCENTAGE OF GLOBAL INTERNET USERS THAT HAVE USED A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR APP IN THE PAST MONTH



JUL
2021

SMART HOME DEVICE OWNERSHIP

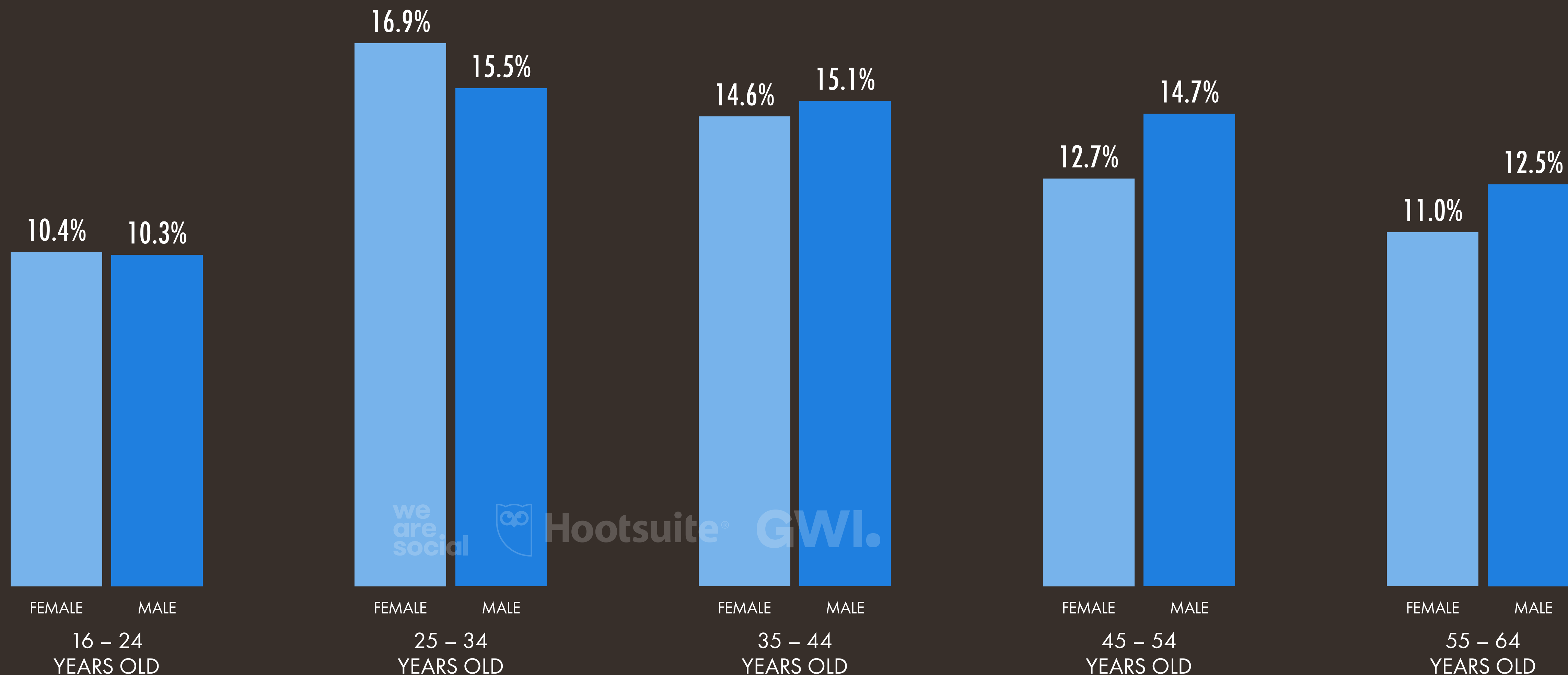
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT THEY OWN SOME FORM OF SMART HOME DEVICE



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2021

SMART HOME DEVICE OWNERSHIP BY AGE AND GENDER

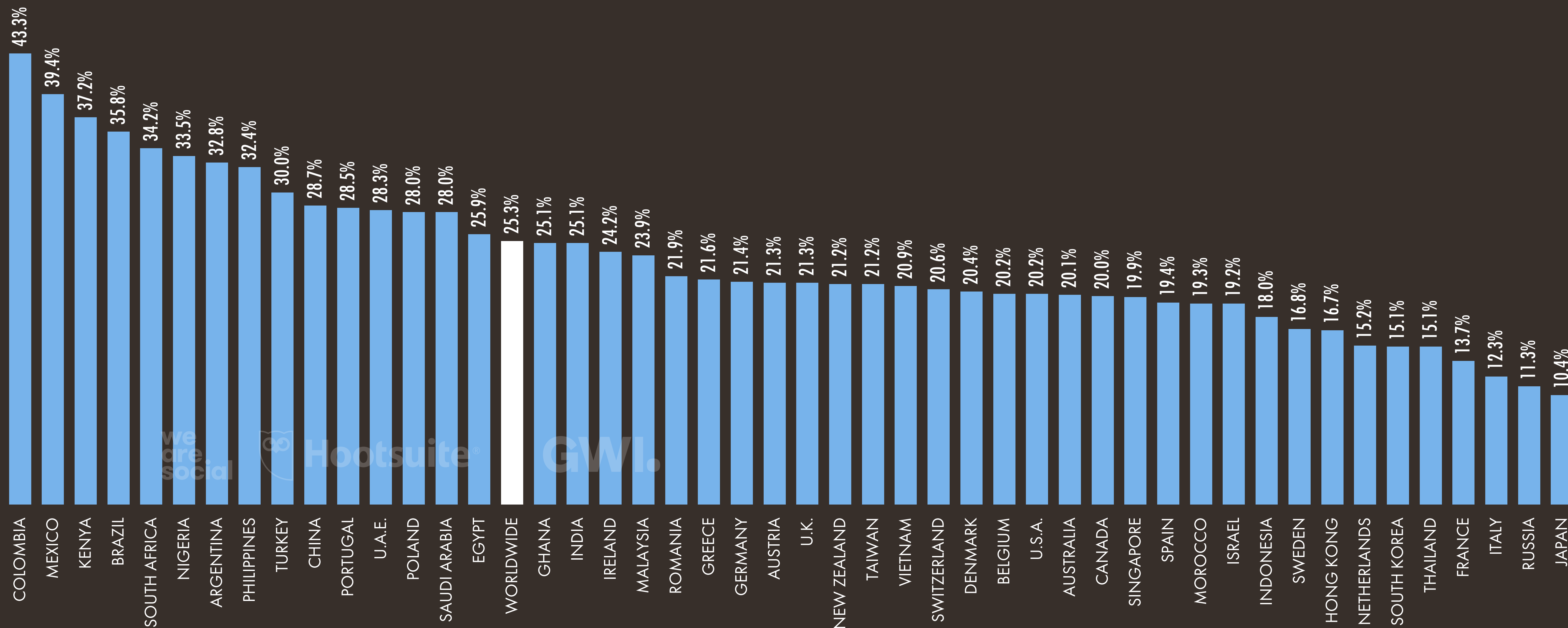
PERCENTAGE OF GLOBAL INTERNET USERS WHO SAY THAT THEY OWN SOME FORM OF SMART HOME DEVICE



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2021

CHECKING HEALTH SYMPTOMS ONLINE

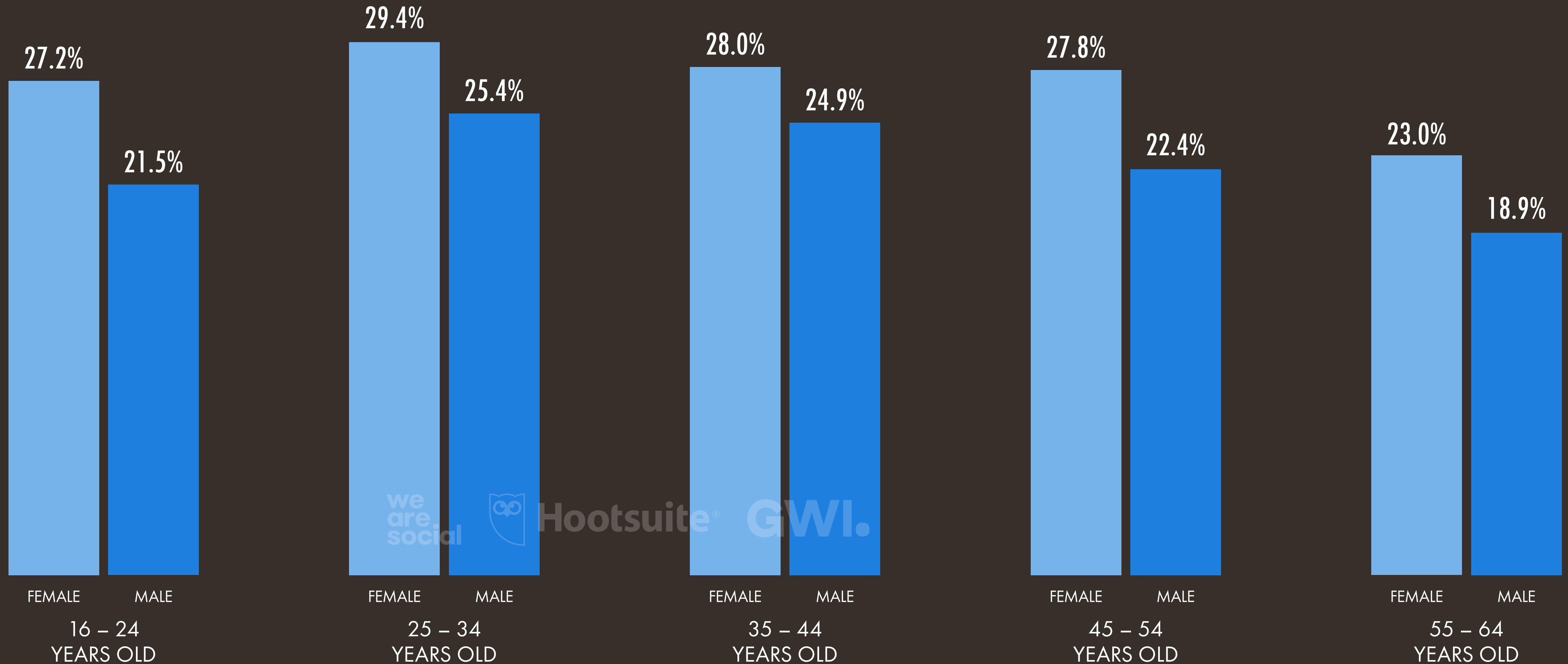
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE CHECKED HEALTH SYMPTOMS ONLINE IN THE PAST WEEK



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CHECKING HEALTH SYMPTOMS ONLINE

PERCENTAGE OF GLOBAL INTERNET USERS WHO HAVE CHECKED HEALTH SYMPTOMS ONLINE IN THE PAST WEEK

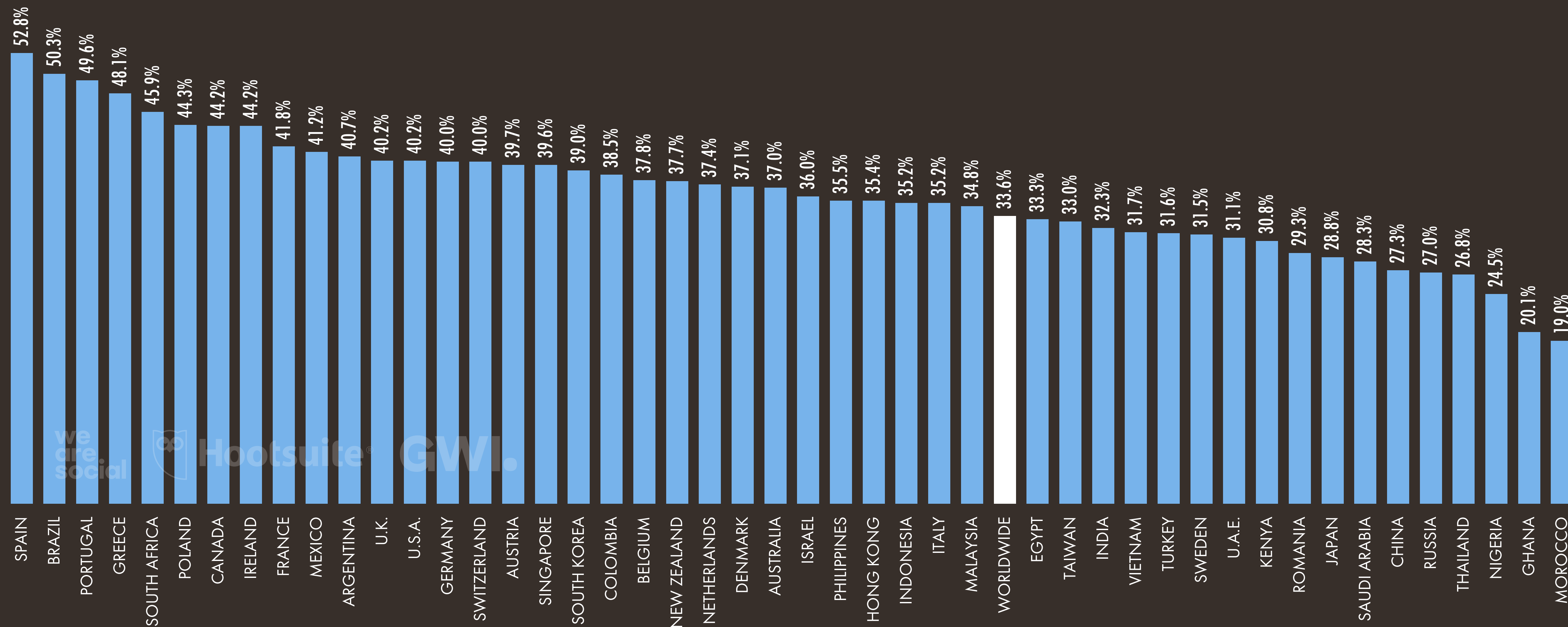


JUL
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CONCERNS ABOUT MISUSE OF PERSONAL DATA

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO SAY THEY'RE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA ONLINE

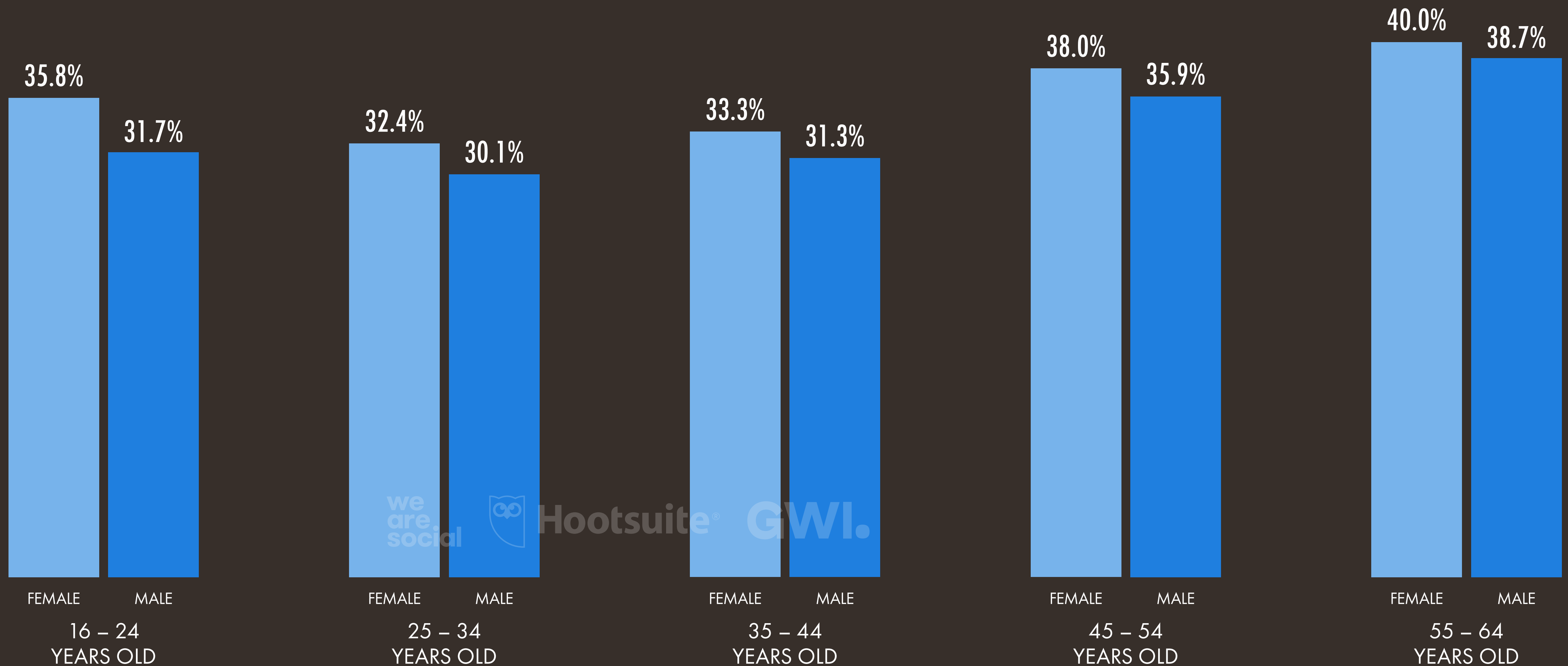
 THE SURVEY QUESTION THAT INFORMS THIS CHART HAS CHANGED, SO **VALUES ARE NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS



JUL
2021

CONCERNS ABOUT MISUSE OF PERSONAL DATA

PERCENTAGE OF GLOBAL INTERNET USERS WHO SAY THEY'RE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA ONLINE





IN FOCUS: VIDEO GAMES

JUL
2021

PLAYING VIDEO GAMES: DEVICE PERSPECTIVE

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE

ANY DEVICE



85.0%

GWl.

SMARTPHONE



70.6%



LAPTOP OR DESKTOP



40.1%



GAMES CONSOLE



28.5%

TABLET DEVICE



17.8%

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HANDHELD GAMING DEVICE



14.6%

GWl.

MEDIA STREAMING DEVICE



9.6%



VIRTUAL REALITY HEADSET

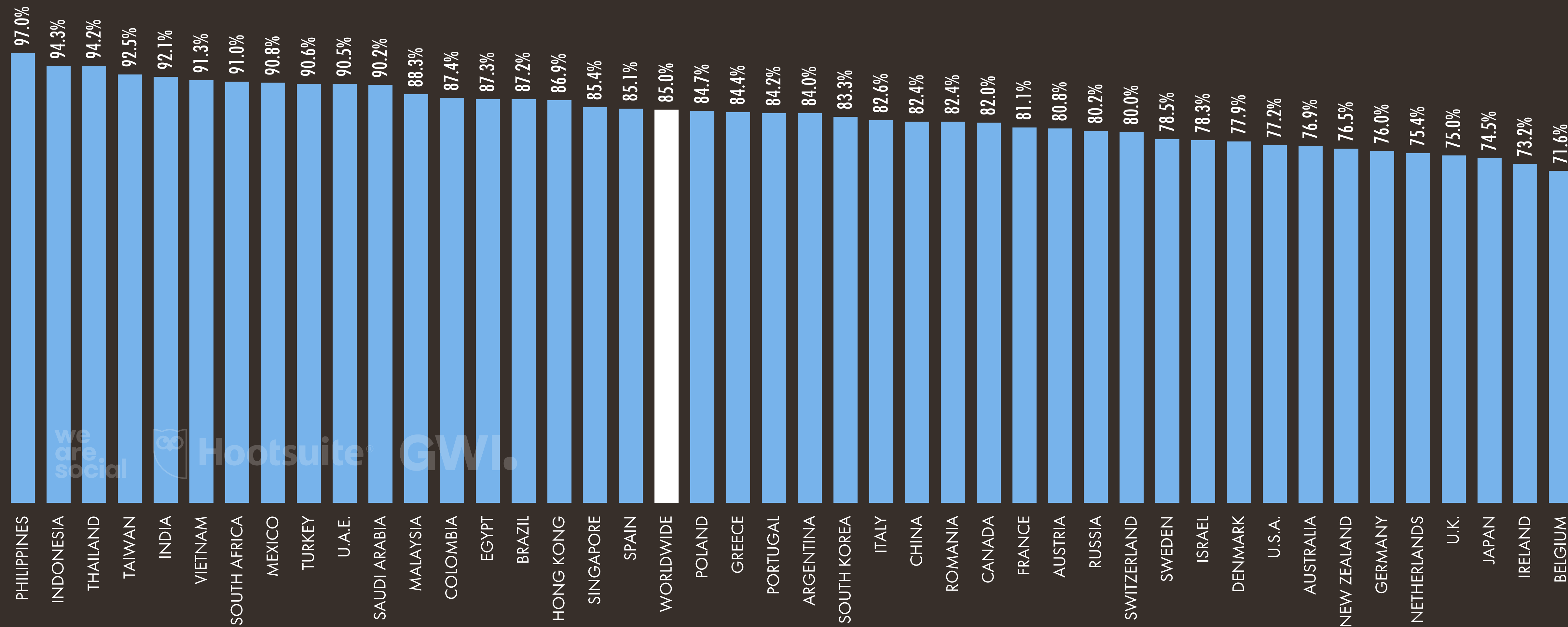


8.7%

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PLAYING VIDEO GAMES

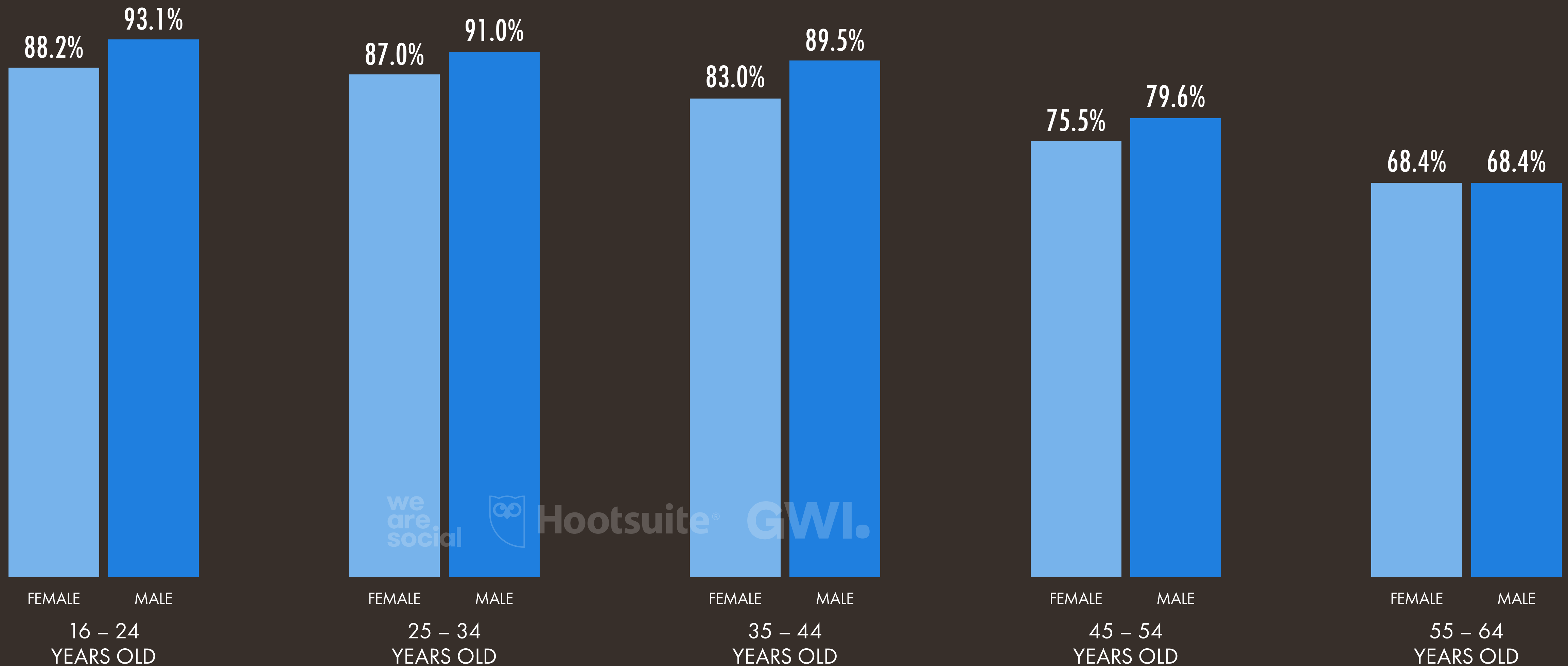
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON ANY DEVICE



JUL
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PLAYING VIDEO GAMES BY AGE AND GENDER

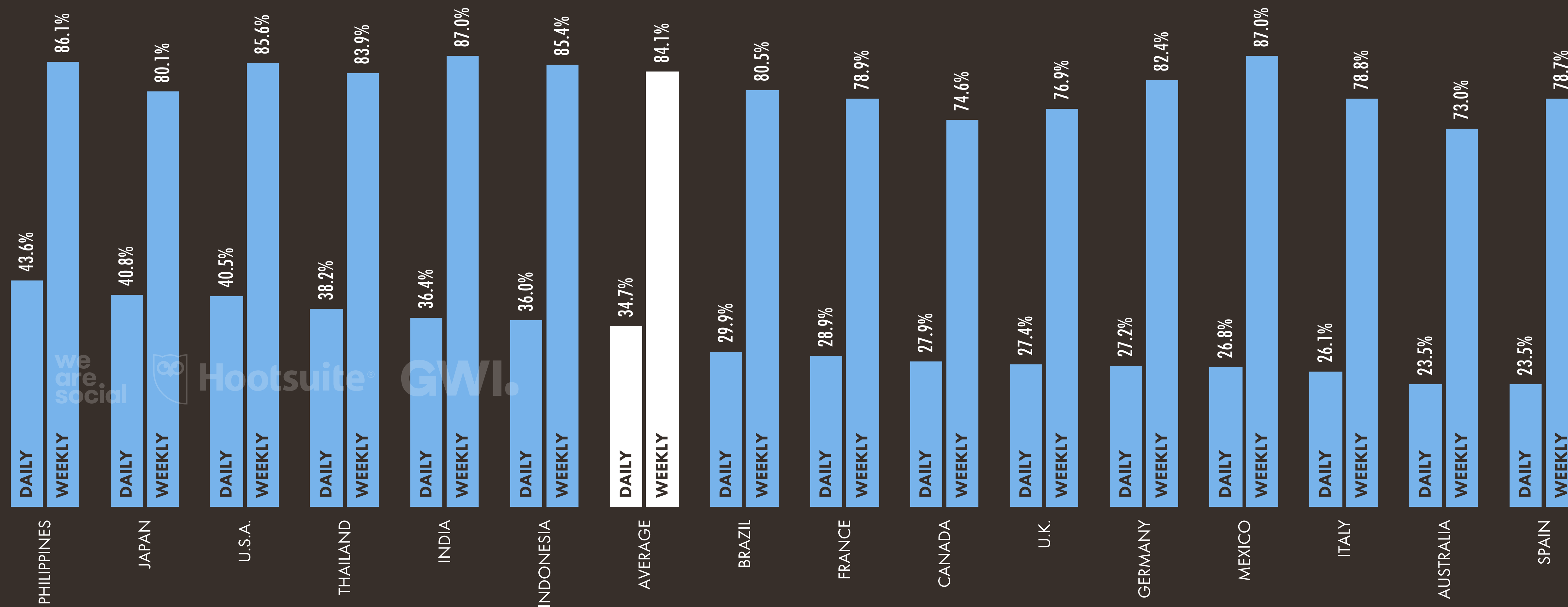
PERCENTAGE OF GLOBAL INTERNET USERS WHO PLAY VIDEO GAMES ON ANY DEVICE



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2021

VIDEO GAMERS: FREQUENCY OF PLAY

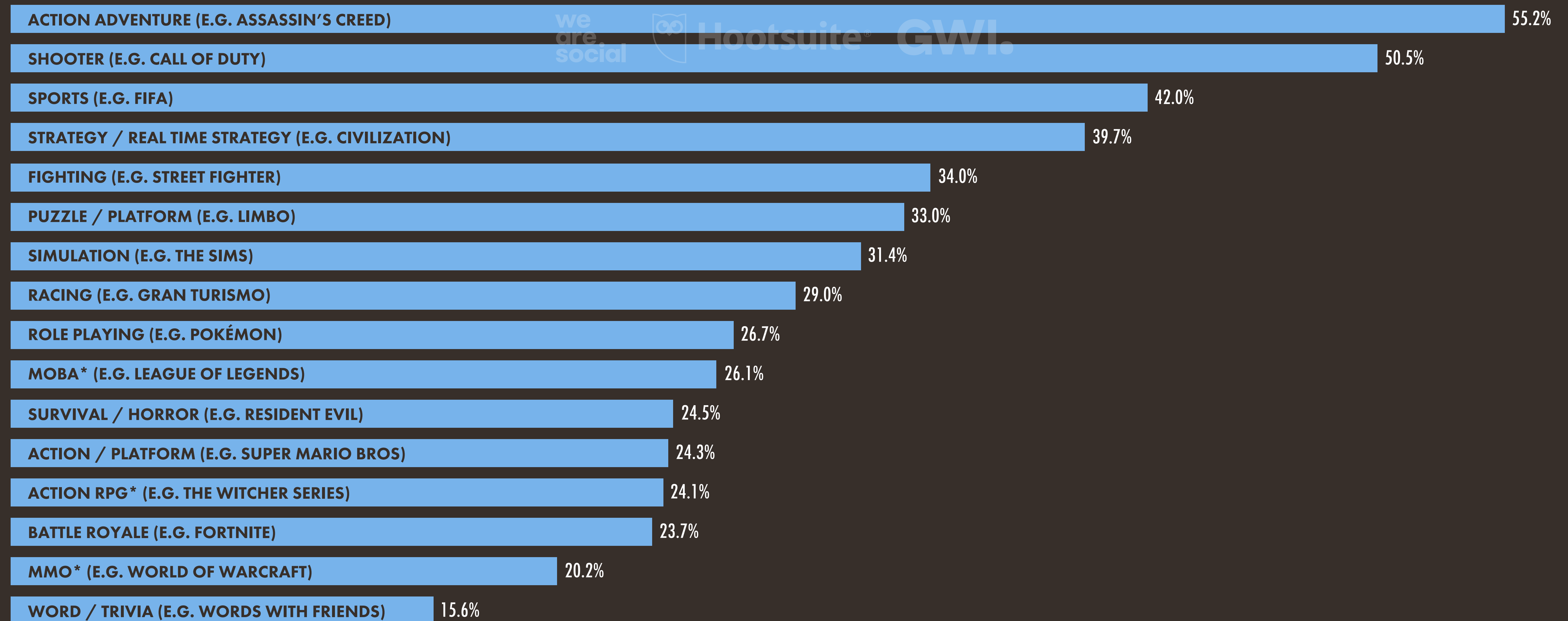
PERCENTAGE OF VIDEO GAMERS AGED 16 TO 64 WHO PLAY VIDEO GAMES AT LEAST ONCE PER WEEK



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2021

VIDEO GAMERS: VIDEO GAME GENRES PLAYED

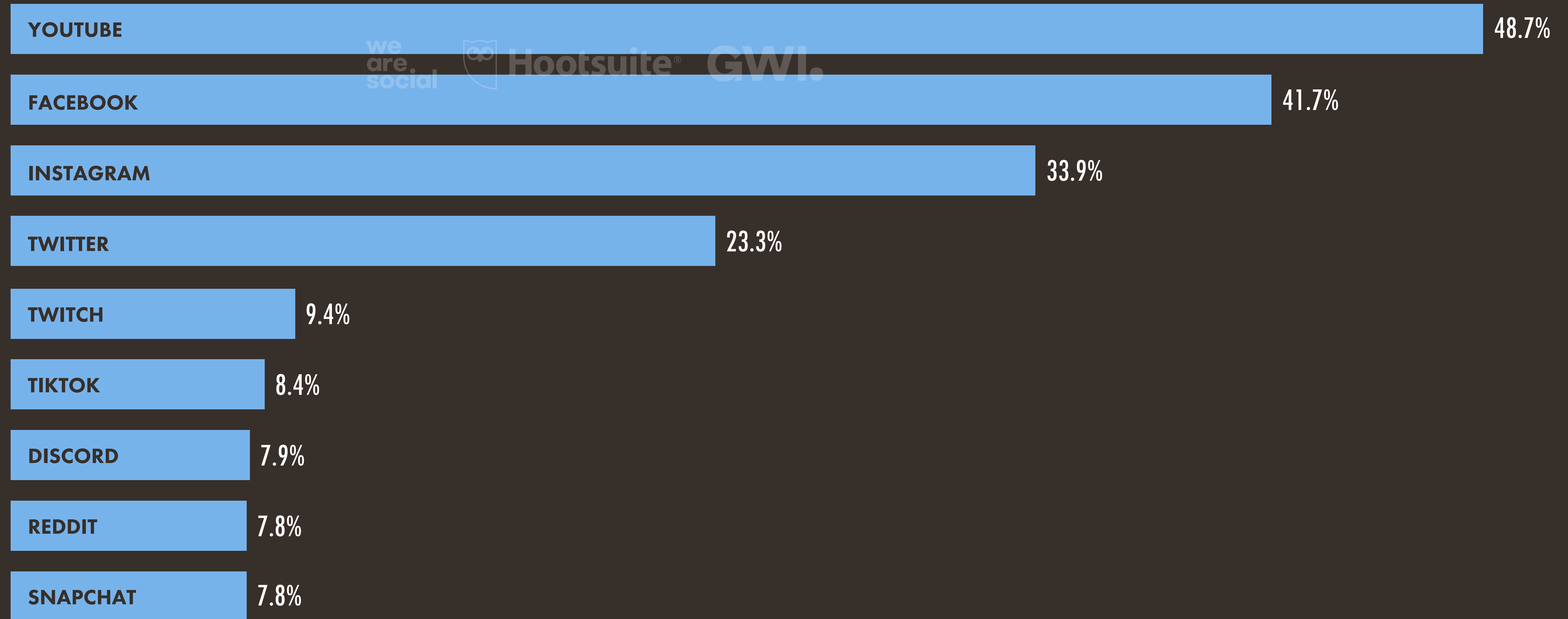
PERCENTAGE OF VIDEO GAMERS AGED 16 TO 64 WHO HAVE PLAYED A GAME IN EACH GENRE IN THE PAST 12 MONTHS



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VIDEO GAMERS: SOCIAL MEDIA PREFERENCES

PERCENTAGE OF VIDEO GAMERS AGED 16 TO 64 WHO USE EACH PLATFORM FOR INFORMATION AND CONTENT (SELECTED MARKETS ONLY)



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2021

GAMING-RELATED ACTIVITIES

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 WHO PARTICIPATED IN EACH GAMING-RELATED ACTIVITY IN THE PAST MONTH

PURCHASED AN IN-GAME
ITEM OR FEATURE, GAME
ADD-ON, OR DLC*



14.5%

PLAYED A GAME ON
A CLOUD GAMING OR
STREAMING PLATFORM



GWl.

8.9%

SHARED IMAGES
OR VIDEOS OF
OWN GAMEPLAY



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12.2%

WATCHED A LIVE STREAM
OF OTHER PEOPLE
PLAYING GAMES



GWl.

16.2%

WATCHED
AN ESPORTS
TOURNAMENT



12.9%



IN FOCUS: DIGITAL NEWS

JUL
2021

MEDIA CHANNELS USED FOR NEWS

PERCENTAGE OF **WORLDWIDE SURVEY RESPONDENTS*** WHO SAY THEY USE EACH MEDIUM TO ACCESS NEWS CONTENT

ONLINE MEDIA
(INC. SOCIAL MEDIA)



82%

FEMALE: 81%
MALE: 82%

TELEVISION
(BROADCAST & CABLE)



64%

FEMALE: 65%
MALE: 64%

SOCIAL MEDIA
(INC. MESSENGERS)



56%

FEMALE: 58%
MALE: 54%

PRINT
MEDIA



24%

FEMALE: 21%
MALE: 26%

BROADCAST
RADIO



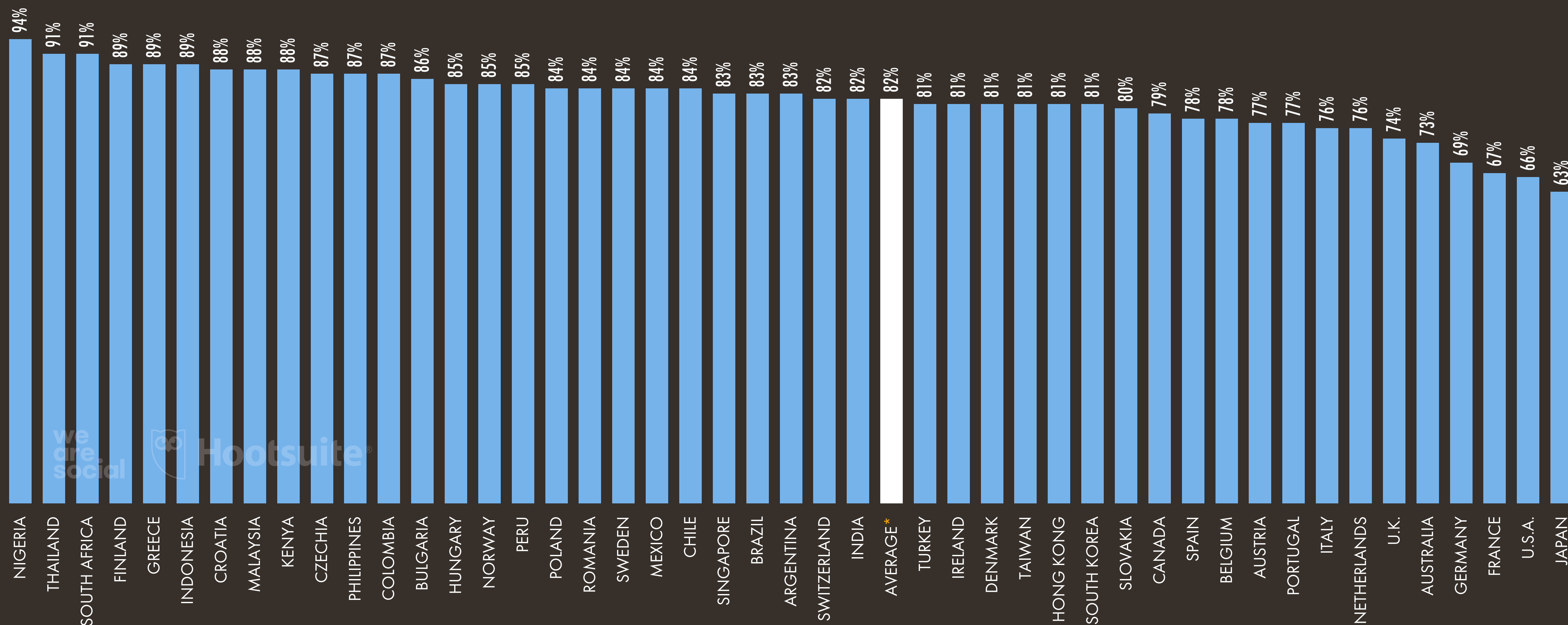
26%

FEMALE: 24%
MALE: 29%

JUL
2021

ONLINE NEWS CONSUMPTION

PERCENTAGE OF SURVEY RESPONDENTS* WHO SAY THEY USE DIGITAL MEDIA (INCLUDING SOCIAL MEDIA) TO ACCESS NEWS CONTENT



JUL
2021

DEVICES USED TO ACCESS DIGITAL NEWS

PERCENTAGE OF **WORLDWIDE SURVEY RESPONDENTS*** WHO SAY THEY USE EACH DEVICE TO ACCESS ONLINE NEWS CONTENT

SMARTPHONE



73%

COMPUTER



46%

TABLET



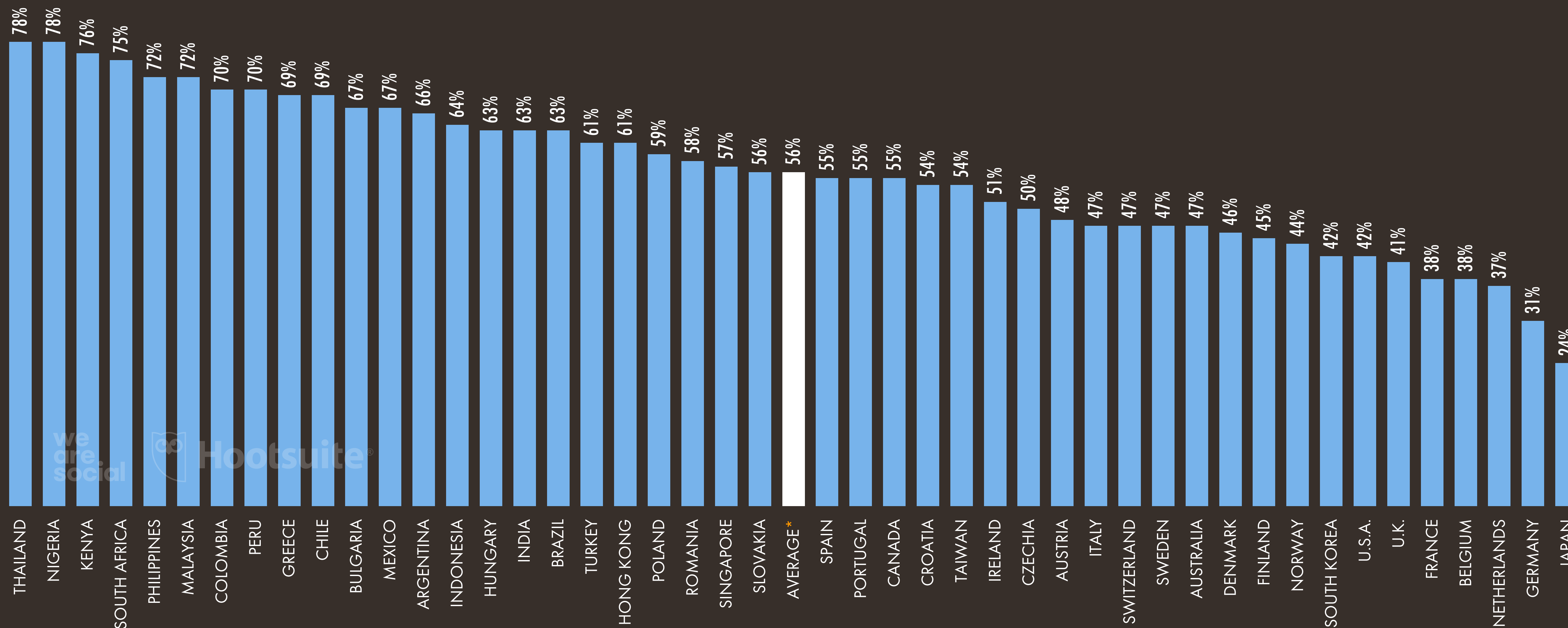
16%



JUL
2021

USE OF SOCIAL MEDIA AS A SOURCE OF NEWS

PERCENTAGE OF **WORLDWIDE SURVEY RESPONDENTS*** WHO SAY THEY USE **SOCIAL MEDIA** TO ACCESS NEWS CONTENT



JUL
2021

USE OF SOCIAL MEDIA AS A SOURCE OF NEWS

PERCENTAGE OF **WORLDWIDE SURVEY RESPONDENTS** IN EACH AGE GROUP* WHO SAY THEY USE SOCIAL MEDIA TO ACCESS NEWS CONTENT

PERCENTAGE OF TOTAL
SURVEY RESPONDENTS
WHO USE SOCIAL MEDIA
AS A SOURCE OF NEWS:
18 TO 24 YEARS OLD



KEPIOS

66%

PERCENTAGE OF TOTAL
SURVEY RESPONDENTS
WHO USE SOCIAL MEDIA
AS A SOURCE OF NEWS:
25 TO 34 YEARS OLD



we are social

63%

PERCENTAGE OF TOTAL
SURVEY RESPONDENTS
WHO USE SOCIAL MEDIA
AS A SOURCE OF NEWS:
35 TO 44 YEARS OLD



we are social

59%

PERCENTAGE OF TOTAL
SURVEY RESPONDENTS
WHO USE SOCIAL MEDIA
AS A SOURCE OF NEWS:
45 TO 54 YEARS OLD



we are social

54%

PERCENTAGE OF TOTAL
SURVEY RESPONDENTS
WHO USE SOCIAL MEDIA
AS A SOURCE OF NEWS:
55 YEARS OLD AND ABOVE



48%

JUL
2021

USE OF SOCIAL PLATFORMS AS SOURCES OF NEWS

PERCENTAGE OF **WORLDWIDE SURVEY RESPONDENTS*** WHO SAY THEY USE EACH SOCIAL PLATFORM TO DISCOVER AND ACCESS NEWS CONTENT

FACEBOOK



44%

YOUTUBE



29%

WHATSAPP



23%

INSTAGRAM



15%

TWITTER



13%

FB MESSENGER



12%

TELEGRAM



6%

TIKTOK



4%

LINKEDIN



4%

SNAPCHAT

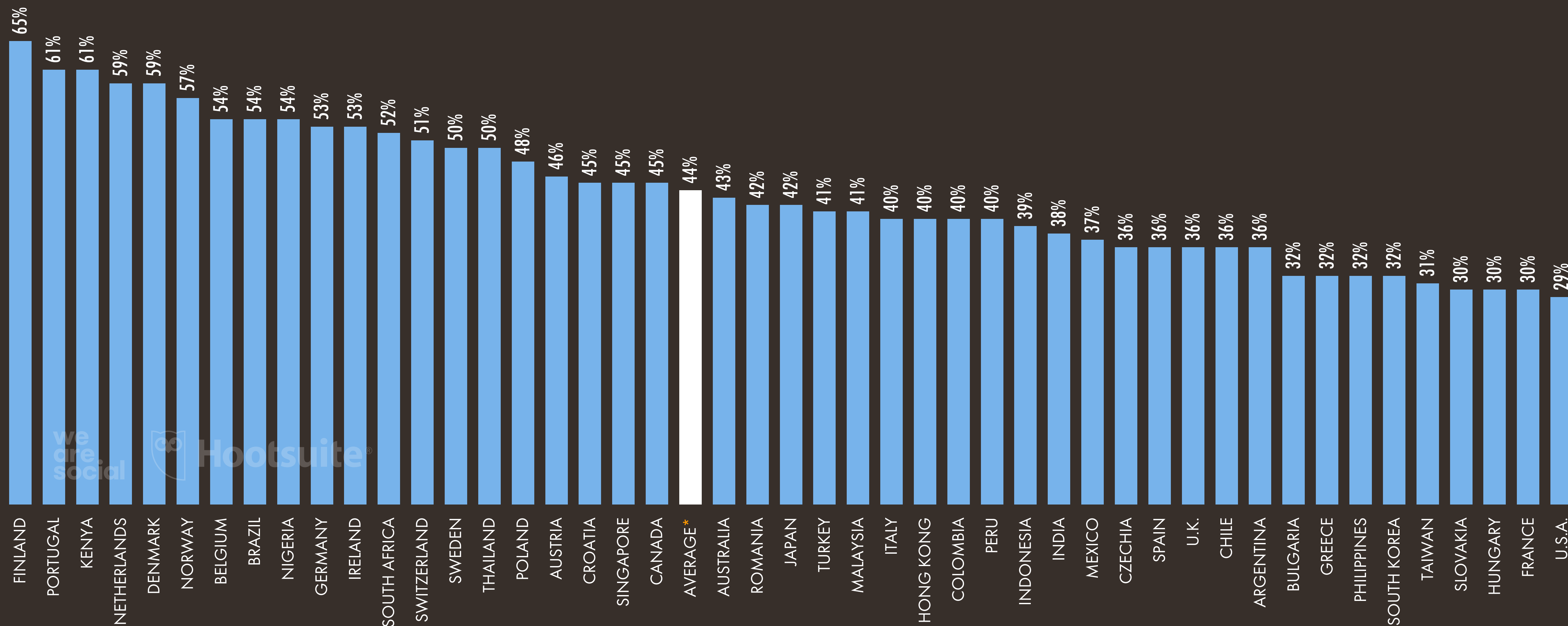


2%

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2021

OVERALL TRUST IN NEWS MEDIA

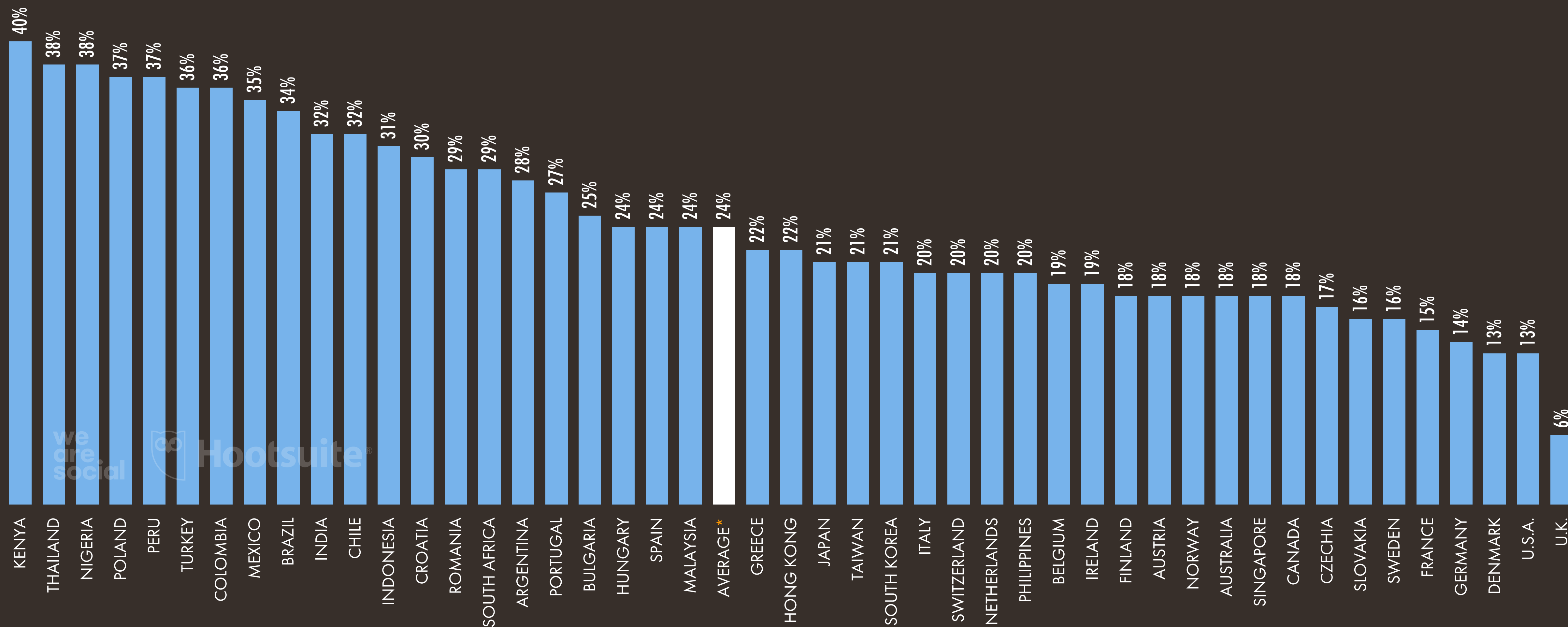
PERCENTAGE OF SURVEY RESPONDENTS* WHO SAY THAT THEY CAN TRUST MOST NEWS MOST OF THE TIME (REGARDLESS OF MEDIUM OR CHANNEL)



JUL
2021

TRUST IN SOCIAL MEDIA FOR NEWS

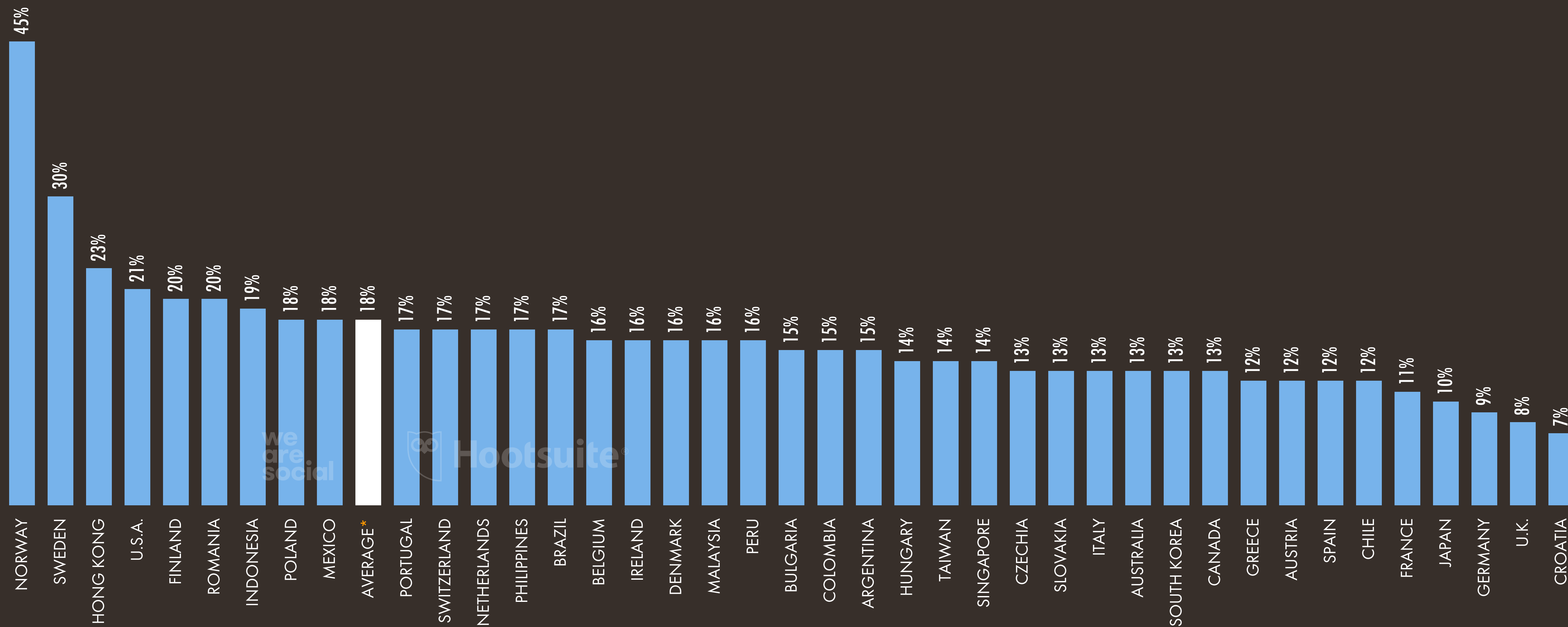
PERCENTAGE OF SURVEY RESPONDENTS* WHO SAY THAT THEY TRUST SOCIAL MEDIA AS A SOURCE OF NEWS



JUL
2021

PAYING FOR DIGITAL NEWS

PERCENTAGE OF SURVEY RESPONDENTS* WHO SAY THAT THEY PAY FOR ONLINE NEWS CONTENT



JUL
2021

PAYING FOR DIGITAL NEWS

PERCENTAGE OF **WORLDWIDE SURVEY RESPONDENTS*** IN EACH AGE GROUP WHO SAY THAT THEY PAY FOR ONLINE NEWS CONTENT

PERCENTAGE OF TOTAL
SURVEY RESPONDENTS
WHO SAY THAT THEY
PAY FOR ONLINE NEWS:
18 TO 24 YEARS OLD



KEPIOS

20%

PERCENTAGE OF TOTAL
SURVEY RESPONDENTS
WHO SAY THAT THEY
PAY FOR ONLINE NEWS:
25 TO 34 YEARS OLD



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23%

PERCENTAGE OF TOTAL
SURVEY RESPONDENTS
WHO SAY THAT THEY
PAY FOR ONLINE NEWS:
35 TO 44 YEARS OLD



20%

PERCENTAGE OF TOTAL
SURVEY RESPONDENTS
WHO SAY THAT THEY
PAY FOR ONLINE NEWS:
45 TO 54 YEARS OLD



16%

PERCENTAGE OF TOTAL
SURVEY RESPONDENTS
WHO SAY THAT THEY
PAY FOR ONLINE NEWS:
55 YEARS OLD AND ABOVE



14%

JUL
2021

CONTEXT: PAYING FOR ANY KIND OF DIGITAL CONTENT

PERCENTAGE OF **INTERNET USERS** IN EACH AGE GROUP WHO SAY THAT THEY HAVE PAID FOR SOME FORM OF DIGITAL CONTENT IN THE **PAST MONTH**

PERCENTAGE OF INTERNET
USERS WHO PAID FOR SOME
FORM OF DIGITAL CONTENT
IN THE PAST MONTH:
16 TO 24 YEARS OLD



GW.

PERCENTAGE OF INTERNET
USERS WHO PAID FOR SOME
FORM OF DIGITAL CONTENT
IN THE PAST MONTH:
25 TO 34 YEARS OLD



we
are
social

PERCENTAGE OF INTERNET
USERS WHO PAID FOR SOME
FORM OF DIGITAL CONTENT
IN THE PAST MONTH:
35 TO 44 YEARS OLD



GW.

PERCENTAGE OF INTERNET
USERS WHO PAID FOR SOME
FORM OF DIGITAL CONTENT
IN THE PAST MONTH:
45 TO 54 YEARS OLD



we
are
social

PERCENTAGE OF INTERNET
USERS WHO PAID FOR SOME
FORM OF DIGITAL CONTENT
IN THE PAST MONTH:
55 TO 64 YEARS OLD



we
are
social



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USE OF SOCIAL MEDIA

JUL
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SOCIAL MEDIA USE AROUND THE WORLD

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE



SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS*



we
are
social

4.48
BILLION

SOCIAL MEDIA USERS AS
A PERCENTAGE OF THE
GLOBAL POPULATION



KEPIOS

56.8%

ANNUAL CHANGE IN
THE NUMBER OF GLOBAL
SOCIAL MEDIA USERS



GWI.

+13.1%
+520 MILLION

PERCENTAGE OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



GWI.

99.0%

AVERAGE AMOUNT
OF TIME PER DAY SPENT
USING SOCIAL MEDIA

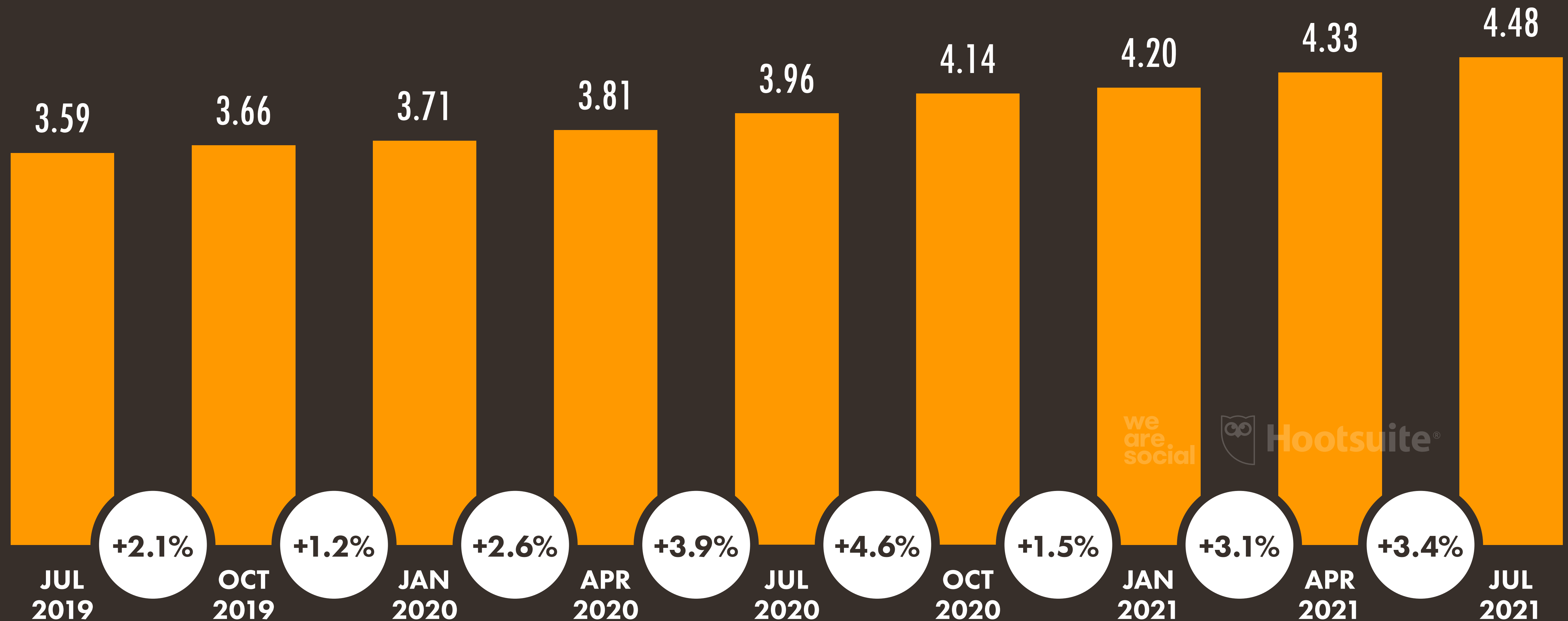


2H 24M

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GLOBAL SOCIAL MEDIA USERS OVER TIME

THE TOTAL NUMBER OF GLOBAL SOCIAL MEDIA USERS* BY QUARTER, WITH RELATIVE QUARTER-ON-QUARTER CHANGE



SOURCE: KEPIOS ANALYSIS (JUL 2021), BASED ON DATA FROM SOCIAL MEDIA COMPANIES' EARNINGS ANNOUNCEMENTS, SELF-SERVICE ADVERTISING TOOLS, AND PUBLIC STATEMENTS (ALL TO JUL 2021); MEDIASCOPE (JUL 2021); CNNIC (ACCESSED JUL 2021). ***ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.

◆ **COMPARABILITY ADVISORY:** SOURCE CHANGES. VALUES MAY NOT MATCH PREVIOUS REPORTS.

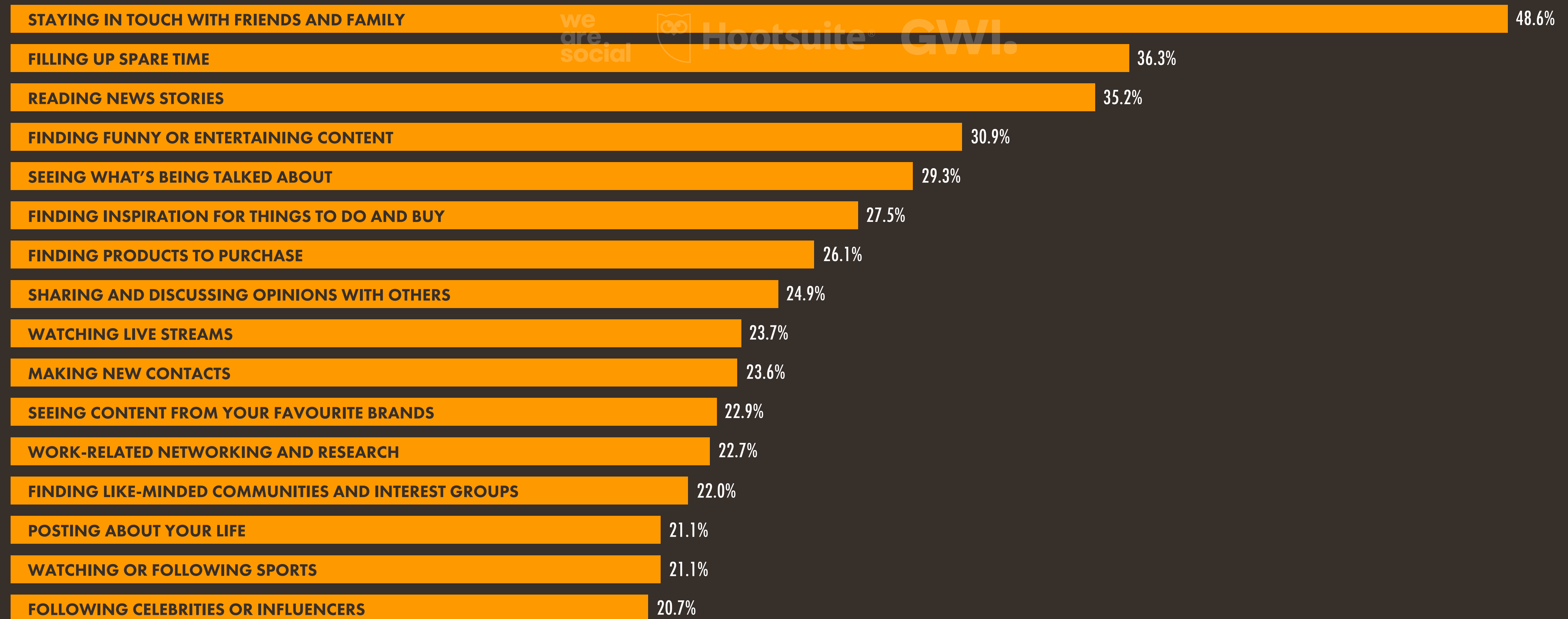
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REASONS FOR USING SOCIAL MEDIA

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 WHO CITE EACH ACTIVITY AS A MAIN REASON* FOR USING SOCIAL MEDIA



THE SURVEY QUESTION THAT INFORMS THIS CHART HAS CHANGED, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS



SOURCE: GWI (Q1 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS.

***NOTE:** VALUES ONLY REPRESENT THE PERCENTAGE OF SURVEY RESPONDENTS WHO SAY EACH MOTIVATION IS ONE OF THE MAIN REASONS WHY THEY USE SOCIAL MEDIA, AND DO NOT REPRESENT ALL PEOPLE WHO USE SOCIAL MEDIA FOR EACH STATED PURPOSE OR ACTIVITY.

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SOCIAL MEDIA BEHAVIOURS

PERSPECTIVES ON HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA



THE SURVEY QUESTIONS THAT INFORM THIS CHART HAVE CHANGED, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS

VISITED OR USED A SOCIAL
NETWORK OR A MESSAGING
SERVICE IN THE PAST MONTH



98.2%

AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH
MONTH PER INTERNET USER



GWl.

6.6

VISIT SOCIAL PLATFORMS
TO FIND FUNNY OR
ENTERTAINING CONTENT



we
are
social

83.5%

FOLLOW BRANDS OR
RESEARCH BRANDS AND
PRODUCTS ON SOCIAL MEDIA



GWl.

75.2%

VISIT SOCIAL PLATFORMS FOR
WORK-RELATED NETWORKING
OR WORK-RELATED RESEARCH



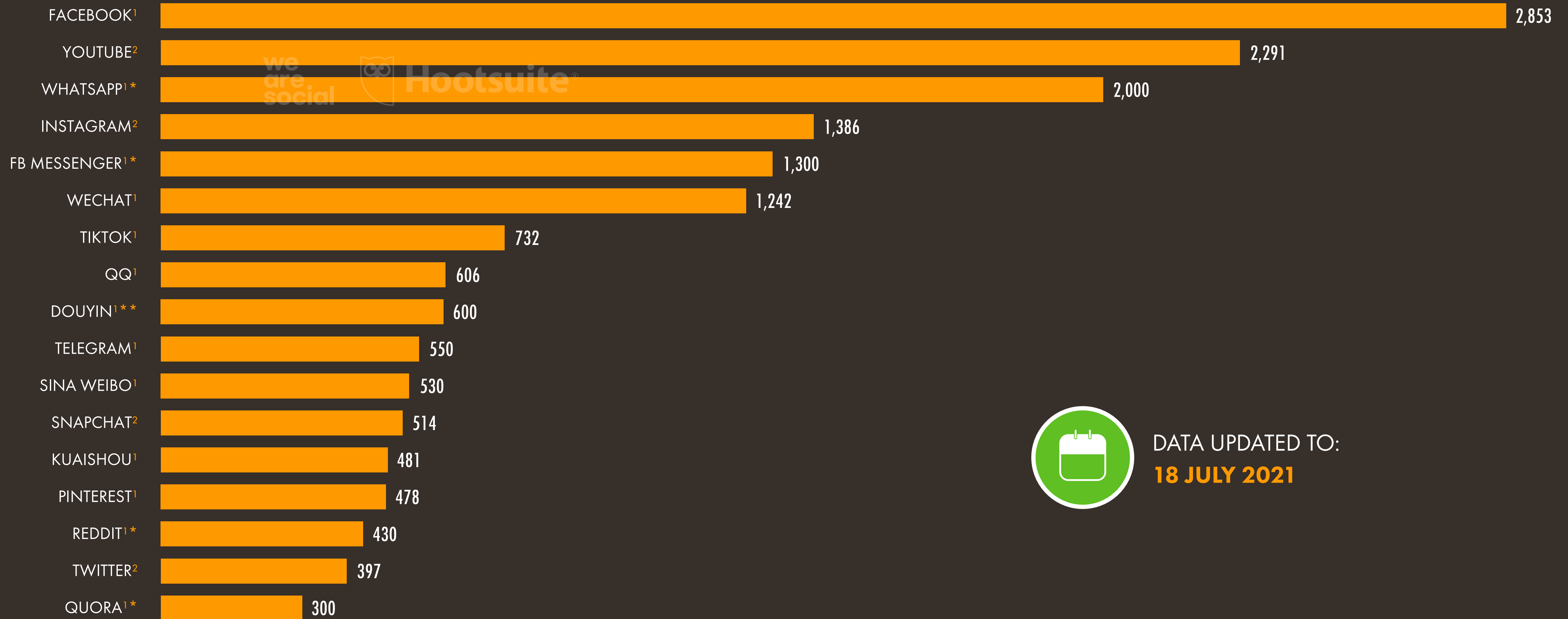
22.7%



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THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS*



DATA UPDATED TO:
18 JULY 2021

SOURCES: KEPIOS ANALYSIS (JUL 2021), BASED ON DATA PUBLISHED IN: (1) COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; (2) PLATFORMS' SELF-SERVICE AD TOOLS.

***NOTES:** 'USERS' MAY NOT REPRESENT UNIQUE INDIVIDUALS. PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS, SO FIGURES WILL BE LESS RELIABLE. (**) FIGURE USES THE REPORTED DAILY ACTIVE USER FIGURE, SO MONTHLY ACTIVE USER FIGURE IS LIKELY HIGHER.

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SOCIAL MEDIA PLATFORMS: USER OVERLAPS

PERCENTAGE OF **USERS AGED 16 TO 64*** OF EACH SOCIAL MEDIA PLATFORM (OUTSIDE OF CHINA) WHO ALSO USE OTHER SOCIAL MEDIA PLATFORMS

 THE QUESTIONS THAT INFORM THIS CHART HAVE CHANGED, SO **VALUES ARE NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS

	UNIQUE TO PLATFORM	ALSO USING FACEBOOK	ALSO USING YOUTUBE	ALSO USING INSTAGRAM	ALSO USING REDDIT	ALSO USING SNAPCHAT	ALSO USING TWITTER	ALSO USING TIKTOK	ALSO USING PINTEREST	ALSO USING LINKEDIN
FACEBOOK USERS	0.7%	100%	75.7%	77.2%	13.0%	30.6%	48.6%	40.4%	35.6%	30.2%
YOUTUBE USERS	1.0%	80.9%	100%	77.2%	15.2%	29.1%	51.2%	38.6%	38.2%	30.2%
INSTAGRAM USERS	0.1%	84.3%	78.5%	100%	14.1%	35.0%	54.6%	43.6%	39.6%	30.2%
REDDIT USERS	0.1%	82.3%	79.4%	81.9%	100%	50.1%	73.1%	48.6%	60.5%	50.2%
SNAPCHAT USERS	0.1%	84.8%	78.3%	88.8%	21.9%	100%	62.9%	57.1%	49.3%	36.7%
TWITTER USERS	0.2%	84.9%	80.2%	87.4%	20.1%	39.7%	100%	47.9%	43.8%	39.2%
TIKTOK USERS	0.0%	85.8%	81.3%	84.6%	16.2%	43.7%	58.1%	100%	43.6%	30.5%
PINTEREST USERS	0.2%	84.3%	80.2%	86.0%	22.6%	42.2%	59.3%	48.7%	100%	41.0%
LINKEDIN USERS	0.2%	89.3%	77.8%	81.6%	23.3%	39.1%	66.2%	42.5%	51.1%	100%

SOURCE: GWI (Q1 2021). SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. ***NOTES:** ONLY INCLUDES USERS AGED 16 TO 64. **DOES NOT INCLUDE USERS IN CHINA.** VALUES REPRESENT THE USERS OF THE PLATFORM IN THE LEFT-HAND COLUMN WHO ALSO USE THE PLATFORM IN THE ROW AT THE TOP OF EACH COLUMN. PERCENTAGES IN THE "UNIQUE TO PLATFORM" COLUMN REPRESENT USERS WHO SAY THEY **DO NOT** USE ANY OTHER SOCIAL MEDIA PLATFORM, **INCLUDING PLATFORMS NOT LISTED IN THIS TABLE.**  **COMPARABILITY ADVISORY:** SURVEY CHANGES.

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FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 (EXCLUDING CHINA) WHO SAY THAT EACH OPTION IS THEIR 'FAVOURITE' SOCIAL MEDIA PLATFORM*



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FAVOURITE SOCIAL PLATFORMS BY AGE AND GENDER

PERCENTAGE OF GLOBAL INTERNET USERS (EXCLUDING CHINA) WHO SAY THAT EACH OPTION IS THEIR 'FAVOURITE' SOCIAL MEDIA PLATFORM*

FAVOURITE SOCIAL PLATFORMS AMONGST FEMALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
WHATSAPP	17.3%	20.2%	23.1%	24.2%	23.6%
FACEBOOK	10.7%	21.1%	25.5%	25.4%	25.2%
INSTAGRAM	33.4%	24.8%	17.0%	12.0%	7.1%
TWITTER	6.7%	3.7%	2.9%	2.8%	2.4%
FB MESSENGER	2.8%	3.8%	4.0%	4.2%	4.6%
TIKTOK	9.1%	5.7%	3.7%	2.2%	1.7%
LINE	1.2%	1.6%	3.3%	4.7%	5.1%
TELEGRAM	2.3%	2.1%	1.9%	1.2%	1.0%
PINTEREST	4.3%	2.9%	3.3%	5.2%	5.4%
SNAPCHAT	3.8%	1.5%	1.1%	0.7%	0.4%

FAVOURITE SOCIAL PLATFORMS AMONGST MALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
WHATSAPP	19.2%	21.5%	24.6%	25.2%	25.8%
FACEBOOK	16.2%	23.9%	27.1%	26.5%	24.7%
INSTAGRAM	29.1%	17.8%	11.4%	7.7%	4.4%
TWITTER	5.1%	5.2%	5.1%	5.6%	2.8%
FB MESSENGER	2.7%	4.1%	4.0%	3.3%	3.9%
TIKTOK	5.1%	3.8%	2.6%	2.2%	1.1%
LINE	1.0%	1.4%	2.5%	3.4%	4.6%
TELEGRAM	4.0%	4.3%	3.7%	2.4%	2.3%
PINTEREST	0.9%	1.0%	0.9%	1.4%	1.7%
SNAPCHAT	2.6%	1.3%	0.8%	0.6%	0.2%

SOURCE: GWI (Q1 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. ***NOTES:** DOES NOT INCLUDE USERS IN CHINA. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER SOCIAL PLATFORMS NOT INCLUDED IN THE TABLES SHOWN ABOVE, SO VALUES FOR EACH COLUMN MAY NOT SUM TO 100%. INDIVIDUAL RESPONDENTS MAY USE DIFFERENT CRITERIA TO DETERMINE THEIR "FAVOURITE" PLATFORM.

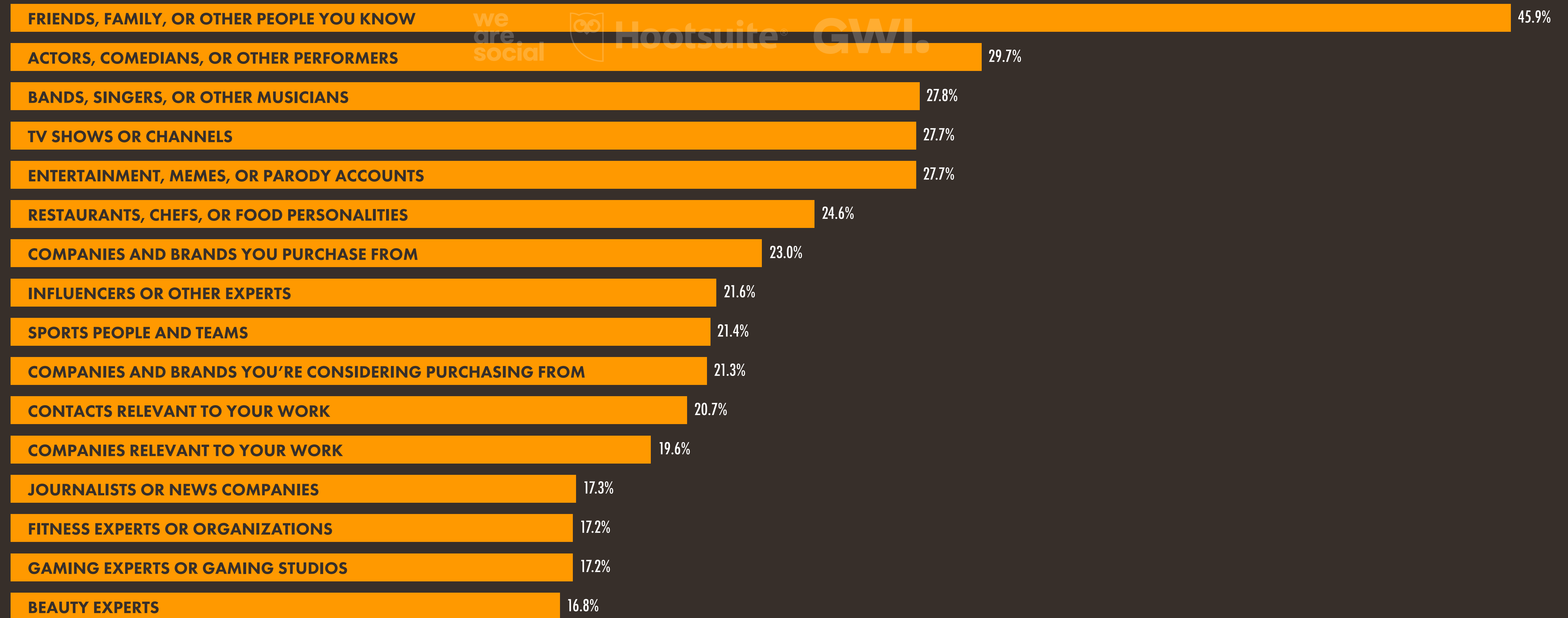
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TYPES OF SOCIAL MEDIA ACCOUNTS FOLLOWED

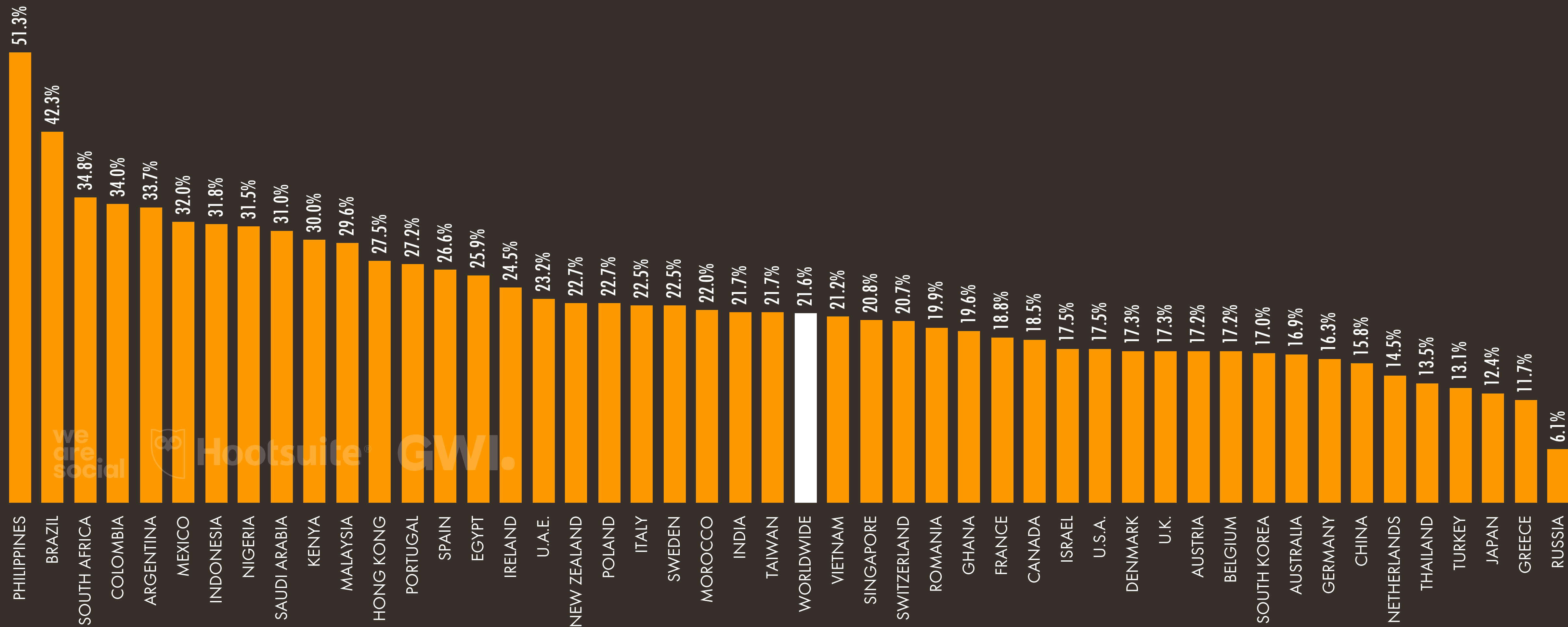
PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 WHO SAY THEY FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA



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FOLLOWING INFLUENCERS ON SOCIAL MEDIA

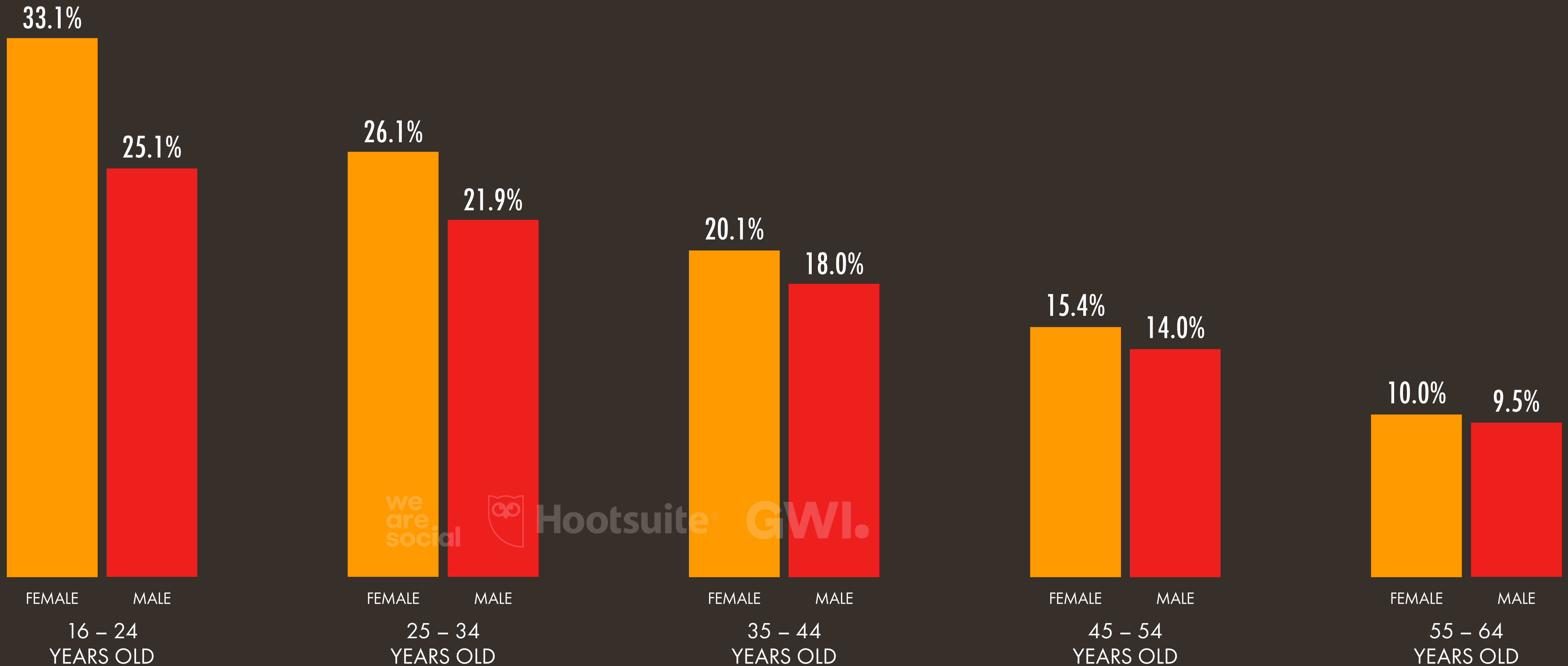
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY FOLLOW INFLUENCERS OR OTHER EXPERTS ON SOCIAL MEDIA



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FOLLOWING INFLUENCERS ON SOCIAL MEDIA

PERCENTAGE OF GLOBAL INTERNET USERS WHO SAY THEY FOLLOW INFLUENCERS OR OTHER EXPERTS ON SOCIAL MEDIA



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USE OF SOCIAL MEDIA FOR RESEARCHING BRANDS

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 WHO USE DIFFERENT KINDS OF SOCIAL MEDIA WHEN RESEARCHING BRANDS

ANY KIND OF SOCIAL
MEDIA PLATFORM*



71.6%



SOCIAL
NETWORKS



43.4%

GWI.

QUESTION AND ANSWER
SITES (E.G. QUORA)



20.2%



FORUMS AND
MESSAGE BOARDS



16.0%

MESSAGING AND
LIVE CHAT SERVICES



15.2%

GWI.

MICRO-BLOGS
(E.G. TWITTER)



14.7%

we
are
social

VLOGS (I.E. BLOGS RECORDED
IN A VIDEO FORMAT)



13.6%



ONLINE PINBOARDS
(E.G. PINTEREST)

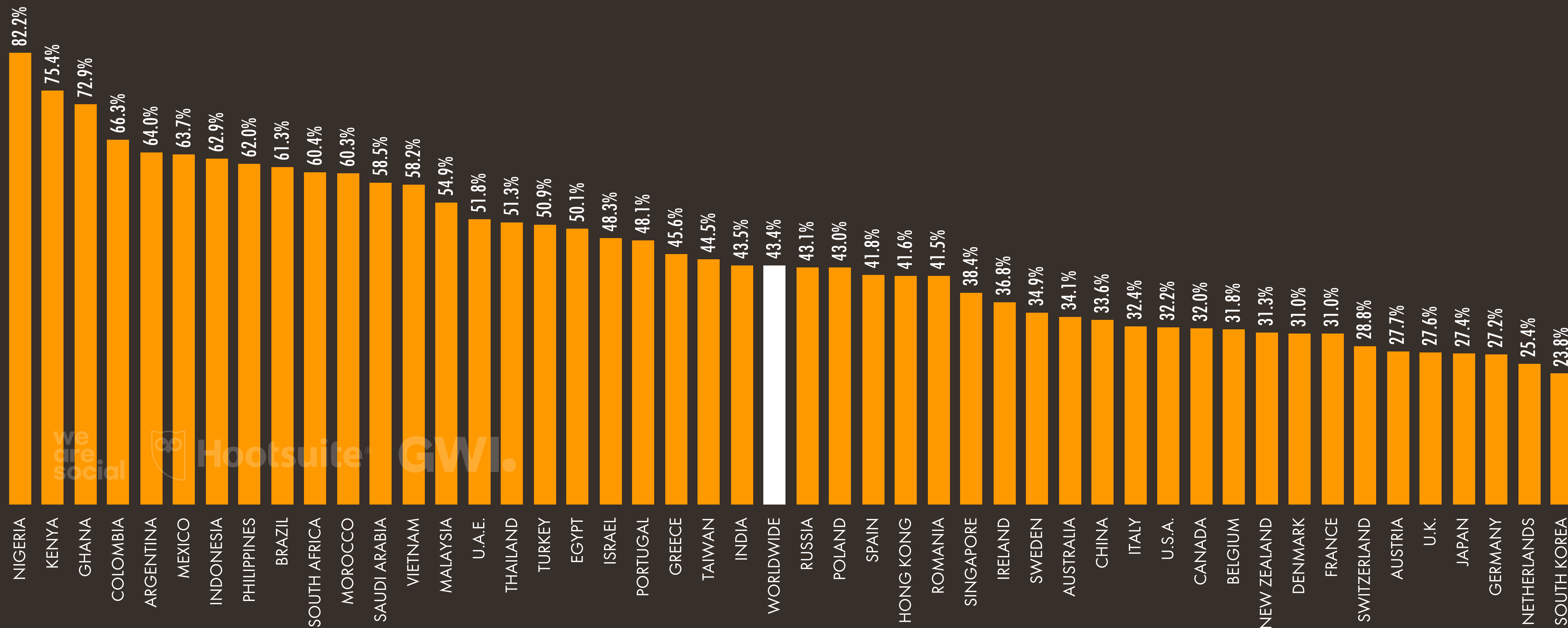


10.3%

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USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

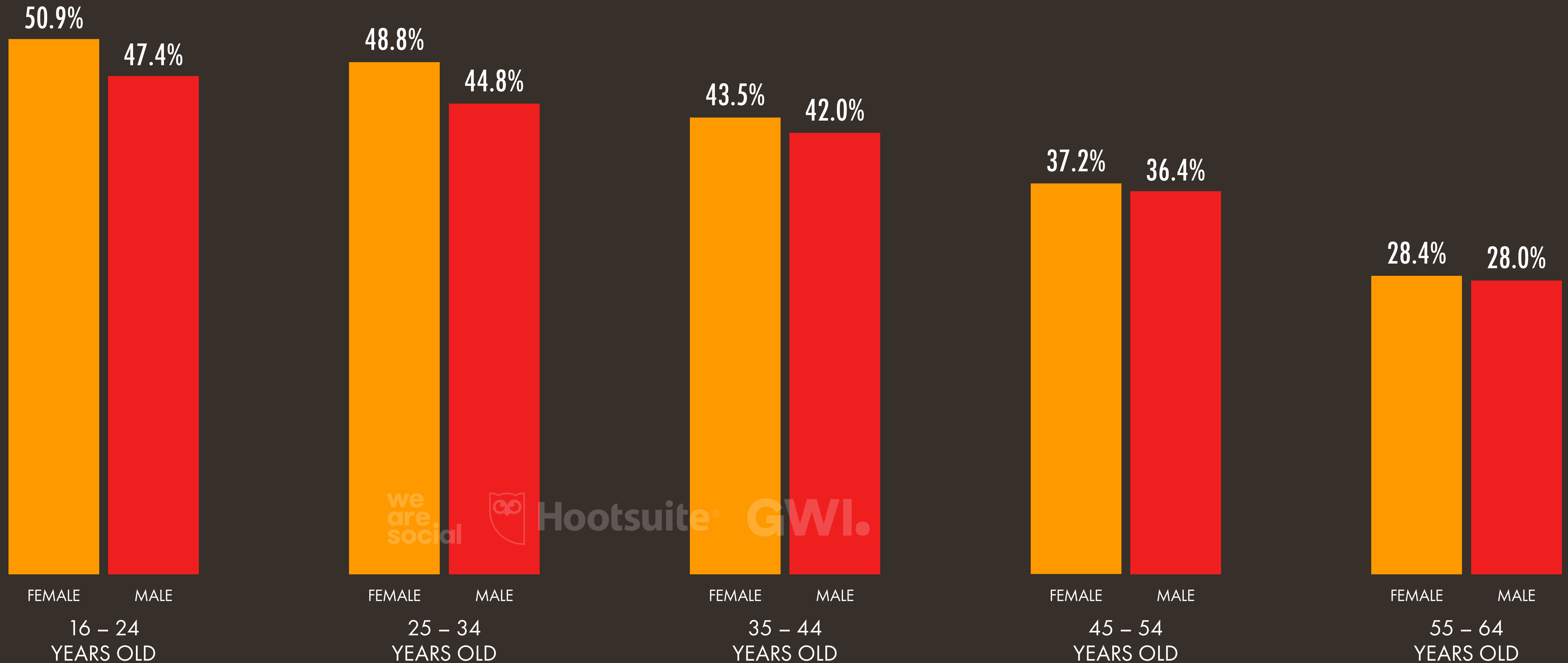
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO VISIT SOCIAL NETWORKS WHEN SEARCHING FOR INFORMATION ABOUT BRANDS



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USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

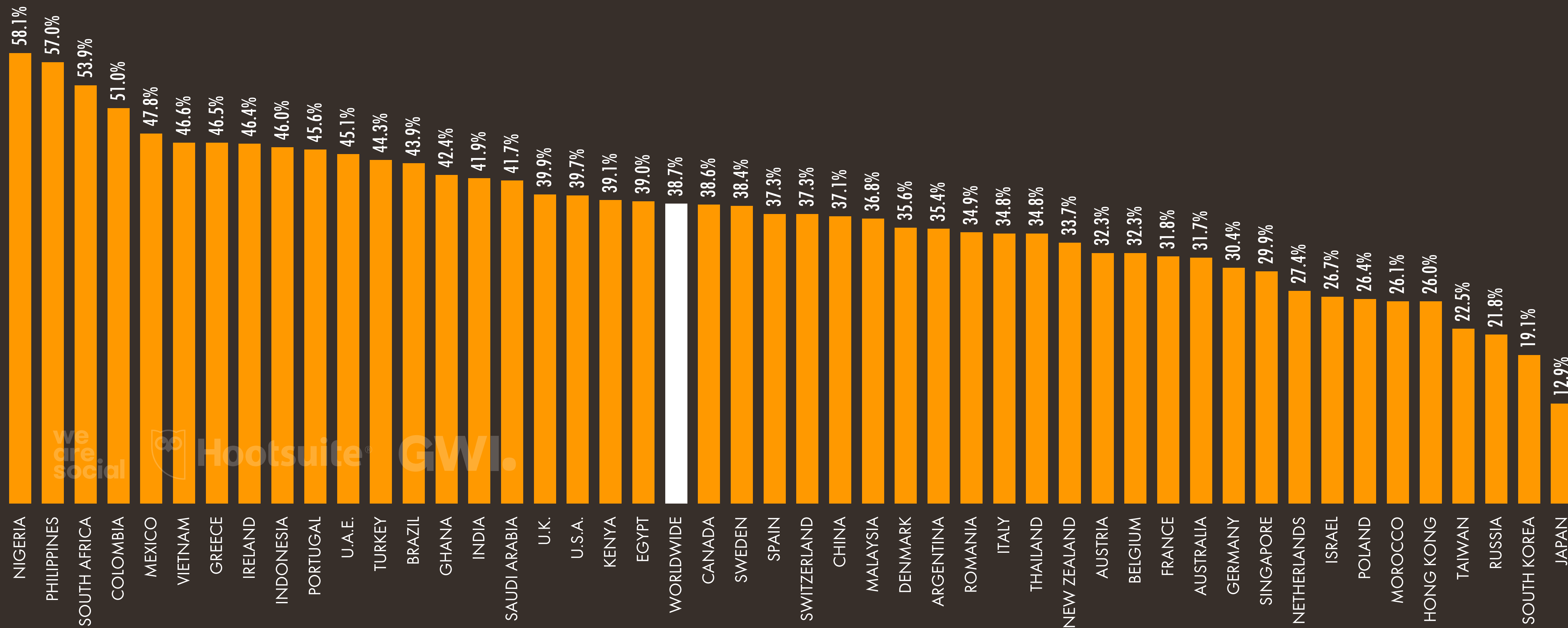
PERCENTAGE OF GLOBAL INTERNET USERS WHO VISIT SOCIAL NETWORKS WHEN SEARCHING FOR INFORMATION ABOUT BRANDS



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MOBILE VIDEO CALLING

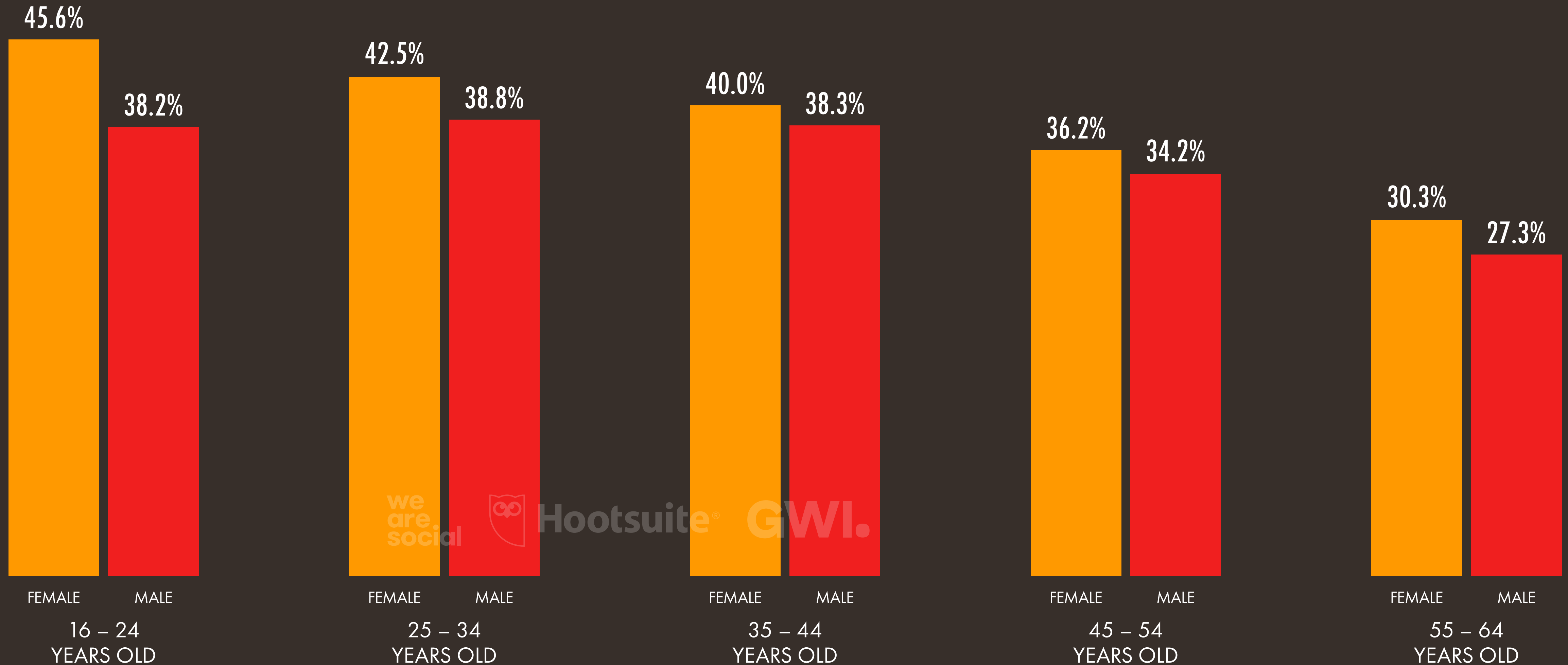
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE MADE A VIDEO CALL ON THEIR MOBILE PHONE IN THE PAST MONTH



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MOBILE VIDEO CALLING BY AGE AND GENDER

PERCENTAGE OF GLOBAL INTERNET USERS WHO HAVE MADE A VIDEO CALL ON THEIR MOBILE PHONE IN THE PAST MONTH





FACEBOOK

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FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK

POTENTIAL AUDIENCE*
THAT FACEBOOK REPORTS
CAN BE REACHED USING
ADVERTS ON FACEBOOK



2.25
BILLION

FACEBOOK'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



36.7%

QUARTER-ON-
QUARTER CHANGE
IN FACEBOOK'S
ADVERTISING REACH



+1.8%
+40 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



43.6%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*

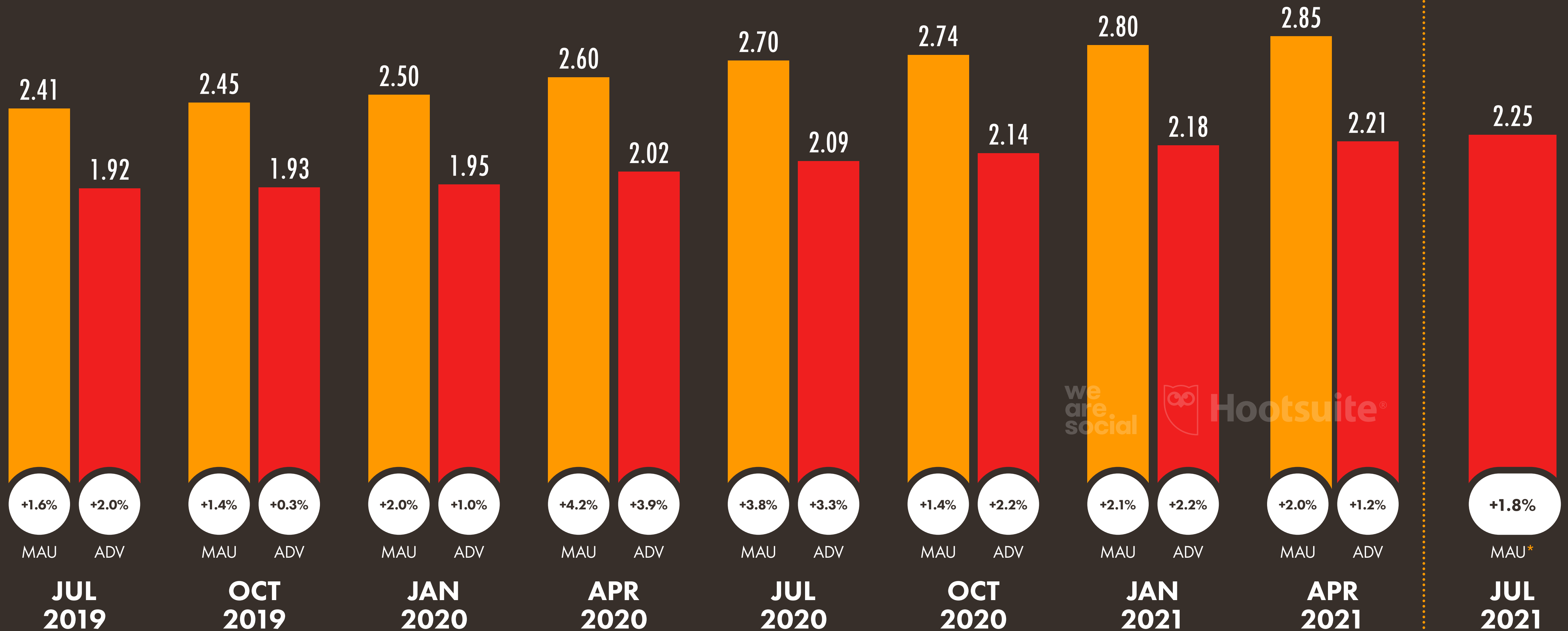


56.4%

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FACEBOOK'S ACTIVE USERS vs. AD AUDIENCE OVER TIME

FACEBOOK'S MONTHLY ACTIVE USERS (MAU) AND GLOBAL ADVERTISING REACH (ADV) OVER TIME (IN BILLIONS), WITH QUARTER-ON-QUARTER CHANGE*

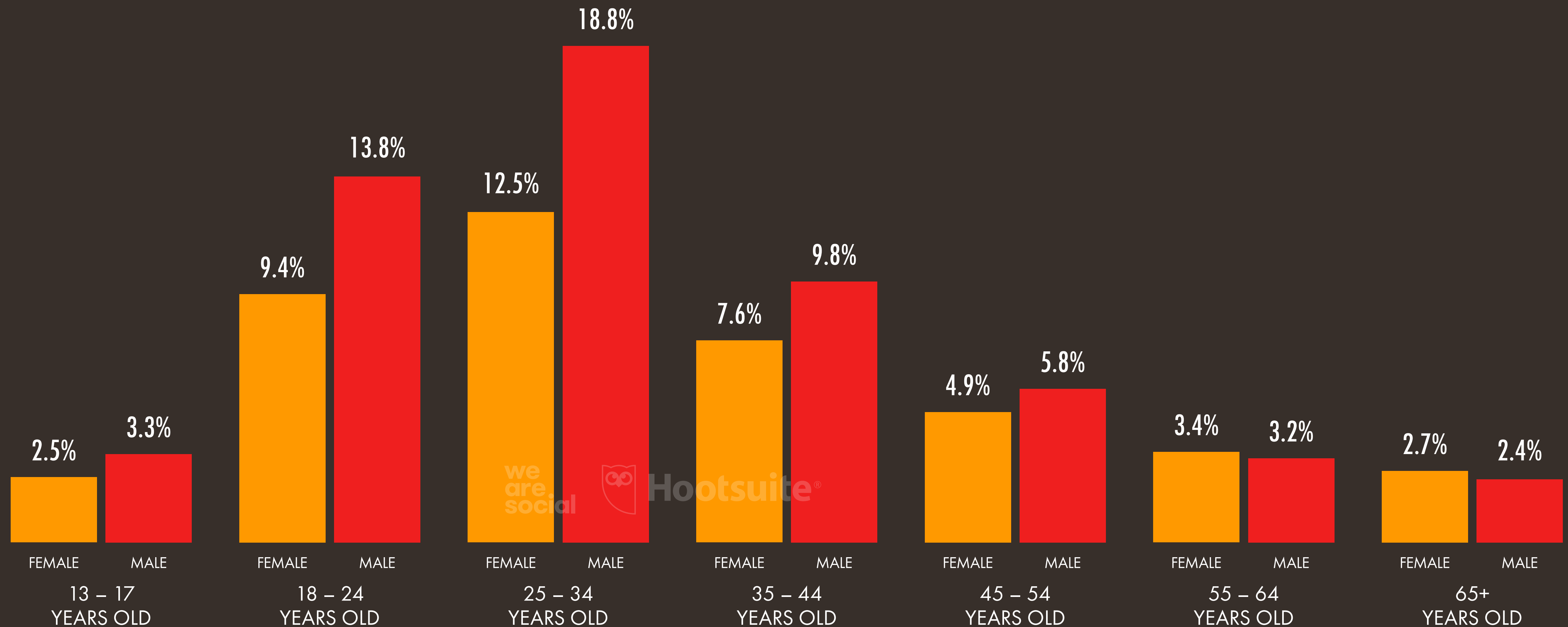


SOURCES: MAU FIGURES TAKEN FROM DATA PUBLISHED IN FACEBOOK'S QUARTERLY EARNINGS ANNOUNCEMENTS (DATES AS STATED BENEATH GRAPH); ADVERTISING AUDIENCE FIGURES BASED ON KEPIOS ANALYSIS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (DATES AS STATED BENEATH GRAPH). ***NOTES:** FIGURES IN WHITE CIRCLES REPRESENT RELATIVE CHANGE vs. PREVIOUS QUARTER. MAU FIGURES ARE NOT AVAILABLE FOR THE CURRENT QUARTER AT THE TIME OF REPORT PUBLICATION.

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PROFILE OF FACEBOOK'S ADVERTISING AUDIENCE

SHARE OF FACEBOOK'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



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FACEBOOK AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES

#	COUNTRY OR TERRITORY	REACH	▲QOQ
01	INDIA	340,000,000	+3.0%
02	U.S.A.	200,000,000	+5.3%
03	INDONESIA	140,000,000	0%
04	BRAZIL	130,000,000	0%
05	MEXICO	98,000,000	+3.2%
06	PHILIPPINES	88,000,000	+3.5%
07	VIETNAM	71,000,000	+1.4%
08	THAILAND	54,000,000	+3.8%
09	EGYPT	47,000,000	+2.2%
10	BANGLADESH	46,000,000	+7.0%

#	COUNTRY OR TERRITORY	REACH	▲Q-O-Q
11	PAKISTAN	45,000,000	+4.7%
12=	COLOMBIA	38,000,000	+2.7%
12=	U.K.	38,000,000	0%
14	TURKEY	37,000,000	-2.6%
15	FRANCE	33,000,000	0%
16=	ARGENTINA	31,000,000	0%
16=	ITALY	31,000,000	0%
16=	NIGERIA	31,000,000	0%
19	GERMANY	28,000,000	0%
20	PERU	27,000,000	+3.8%

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ELIGIBLE AUDIENCE REACH RATE RANKING: FACEBOOK

COUNTRIES AND TERRITORIES* WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES COMPARED TO POPULATION AGED 13+

#	COUNTRY OR TERRITORY	REACH OF POP. 13+	TOTAL REACH	QOQ CHANGE
01	MONGOLIA	108.4%*	2,600,000	0%
02	LIBYA	107.9%*	5,700,000	+1.8%
03	PHILIPPINES	106.9%*	88,000,000	+3.5%
04	PERU	103.0%*	27,000,000	+3.8%
05	ECUADOR	102.7%*	14,000,000	+7.7%
06	MALTA	100.7%*	390,000	0%
07	TONGA	100.4%*	75,000	+1.4%
08	ARUBA	98.5%	90,000	+1.1%
09	CAMBODIA	97.0%	12,000,000	0%
10	MEXICO	96.7%	98,000,000	+3.2%

#	COUNTRY OR TERRITORY	REACH OF POP. 13+	TOTAL REACH	QOQ CHANGE
11	SAMOA	96.5%	130,000	0%
12	BOLIVIA	92.6%	8,100,000	+1.3%
13	MALAYSIA	91.9%	24,000,000	0%
14	COLOMBIA	91.5%	38,000,000	+2.7%
15	VIETNAM	90.8%	71,000,000	+1.4%
16	ICELAND	90.8%	260,000	0%
17	GREENLAND	90.0%	42,000	0%
18	U.A.E.	89.8%	7,800,000	0%
19	THAILAND	89.8%	54,000,000	+3.8%
20	GUAM	88.8%	120,000	0%

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FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA ANY
KIND OF MOBILE PHONE



98.5%

PERCENTAGE OF FACEBOOK
USERS WHO ONLY ACCESS VIA A
LAPTOP OR DESKTOP COMPUTER



1.5%

PERCENTAGE OF FACEBOOK
USERS WHO ACCESS VIA BOTH
PHONES AND COMPUTERS



16.7%

PERCENTAGE OF FACEBOOK
USERS WHO ONLY ACCESS
VIA A MOBILE PHONE



81.8%

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SHARE OF FACEBOOK ACCESS BY MOBILE OS

PERCENTAGE OF FACEBOOK'S **MOBILE AUDIENCE** THAT ACCESSES THE PLATFORM USING EACH OPERATING SYSTEM

PERCENTAGE OF MOBILE
FACEBOOK USERS ACCESSING
VIA APPS ON ANDROID DEVICES



81.8%

PERCENTAGE OF MOBILE
FACEBOOK USERS ACCESSING
VIA APPS ON IOS DEVICES



14.9%

PERCENTAGE OF MOBILE FACEBOOK
USERS ACCESSING VIA OTHER OPERATING
SYSTEMS OR MOBILE WEB BROWSERS*



3.4%

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SOURCE: KEPIOS ANALYSIS OF EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JUL 2021), BASED ON ACTIVE FACEBOOK USERS AGED 18 AND ABOVE USING MOBILE DEVICES. ***NOTES:** FIGURES BASED ON ALL MOBILE DEVICES USED, INCLUDING TABLET DEVICES RUNNING ANDROID OR IOS OPERATING SYSTEMS. DATA FOR MOBILE WEB BROWSERS MAY ALSO INCLUDE USERS ACCESSING VIA EITHER ANDROID OR IOS DEVICES. **COMPARABILITY ADVISORY:** BASE CHANGES.

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FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A 'TYPICAL' USER AGED 18+ PERFORMS EACH ACTIVITY ON FACEBOOK

NUMBER OF
FACEBOOK PAGES
LIKED (LIFETIME)



KEPIOS

1

FEMALE: MALE:

1

1

POSTS LIKED IN
THE PAST 30 DAYS
(ALL POST TYPES)



KEPIOS

11

FEMALE: MALE:

12

10

COMMENTS MADE IN
THE PAST 30 DAYS
(ALL POST TYPES)



we
are
social

5

FEMALE: MALE:

7

4

FACEBOOK POSTS
SHARED IN THE PAST 30
DAYS (ALL POST TYPES)



we
are
social

1

FEMALE: MALE:

1

1

FACEBOOK ADVERTS
CLICKED IN THE PAST 30
DAYS (ANY CLICK TYPE)



12

FEMALE: MALE:

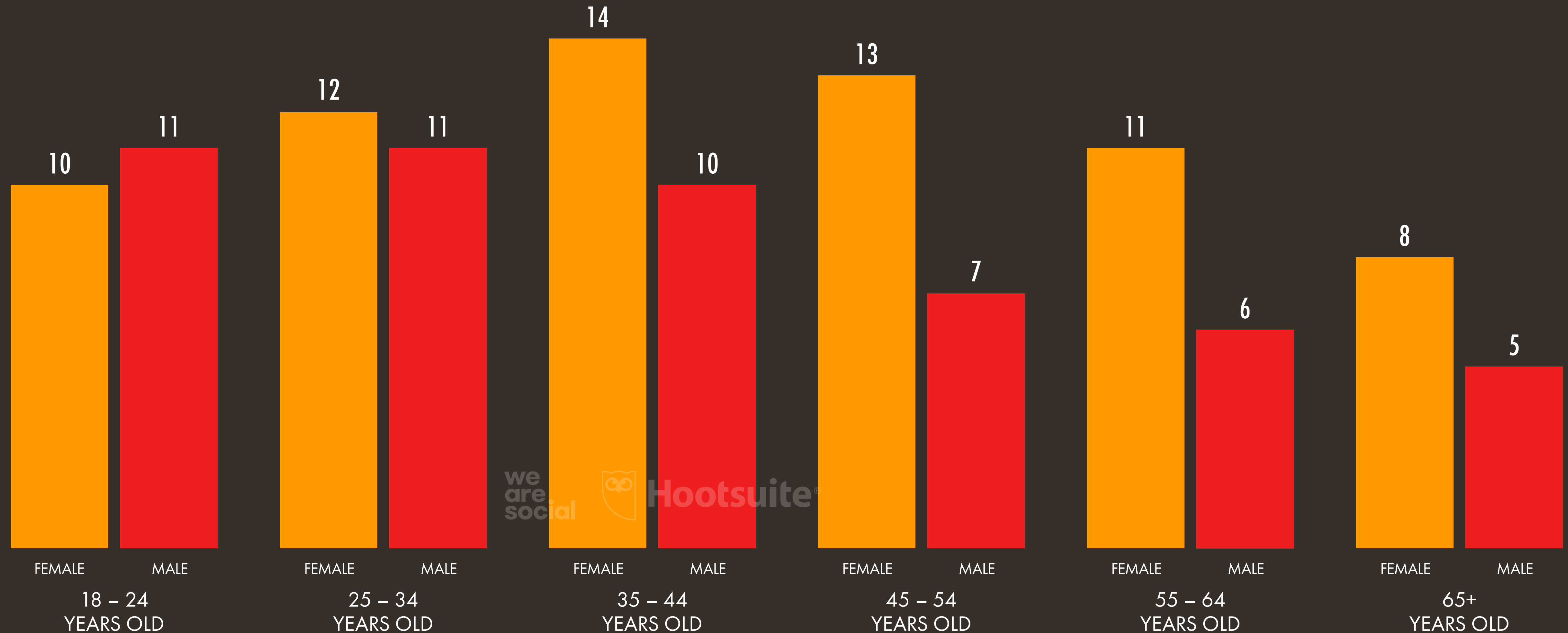
14

10

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FACEBOOK MONTHLY POST LIKES BY AGE AND GENDER

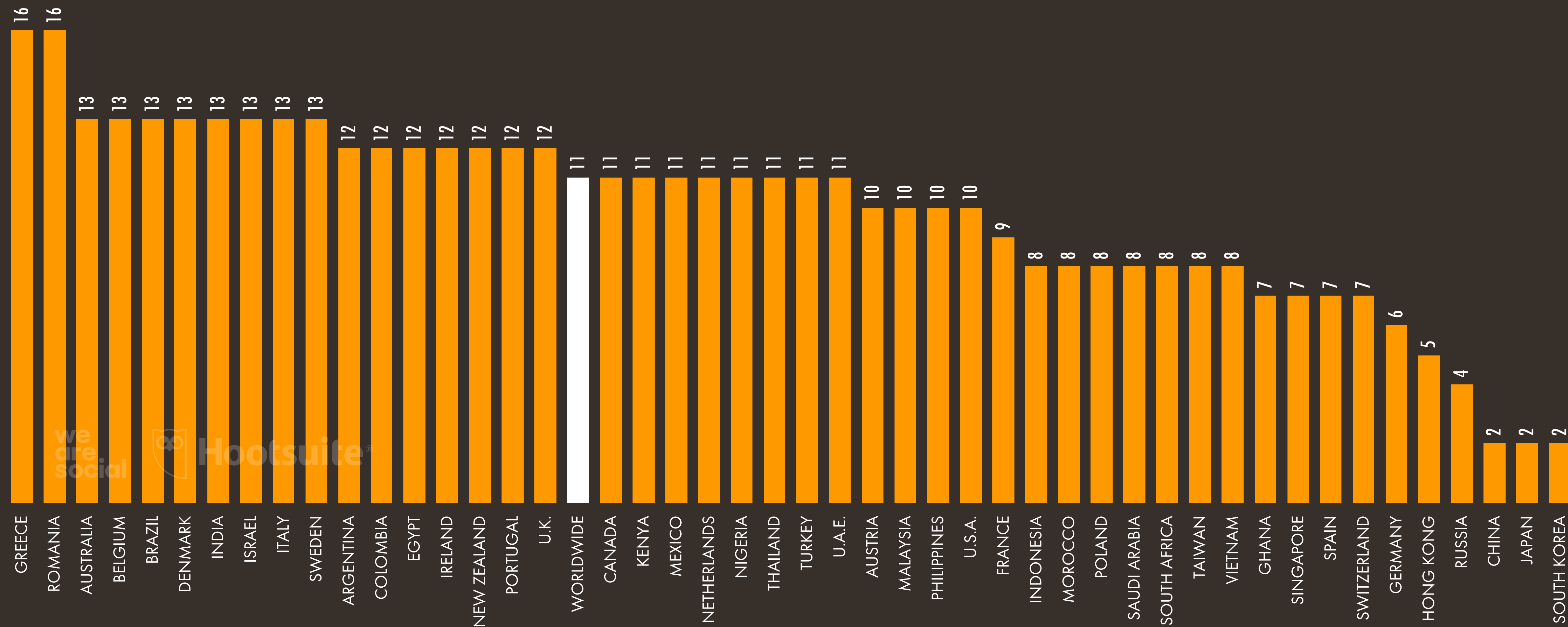
MEDIAN NUMBER OF TIMES EACH MONTH THAT GLOBAL FACEBOOK USERS* LIKE A POST ON FACEBOOK



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FACEBOOK MONTHLY POST LIKES BY GEOGRAPHY

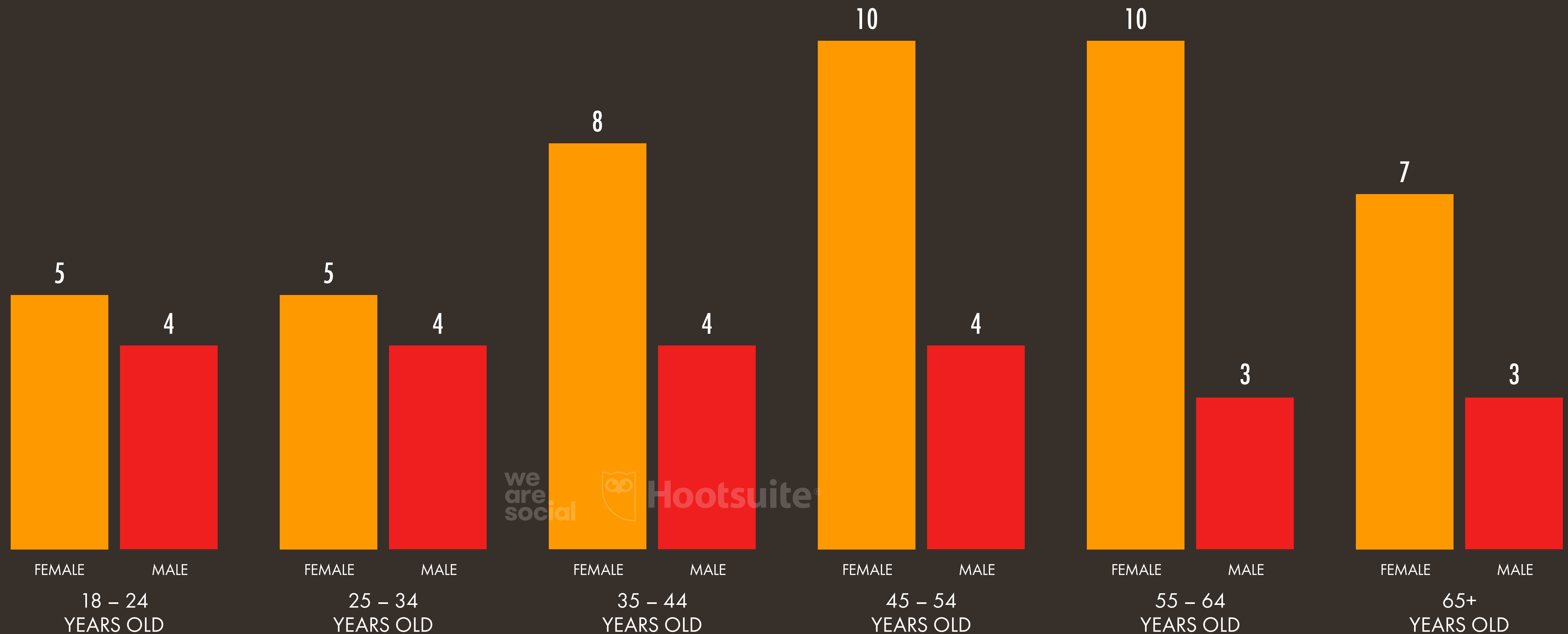
MEDIAN NUMBER OF TIMES EACH MONTH THAT THE 'TYPICAL' FACEBOOK USER AGED 18+* LIKES A POST ON FACEBOOK



JUL
2021

FACEBOOK MONTHLY COMMENTS BY AGE AND GENDER

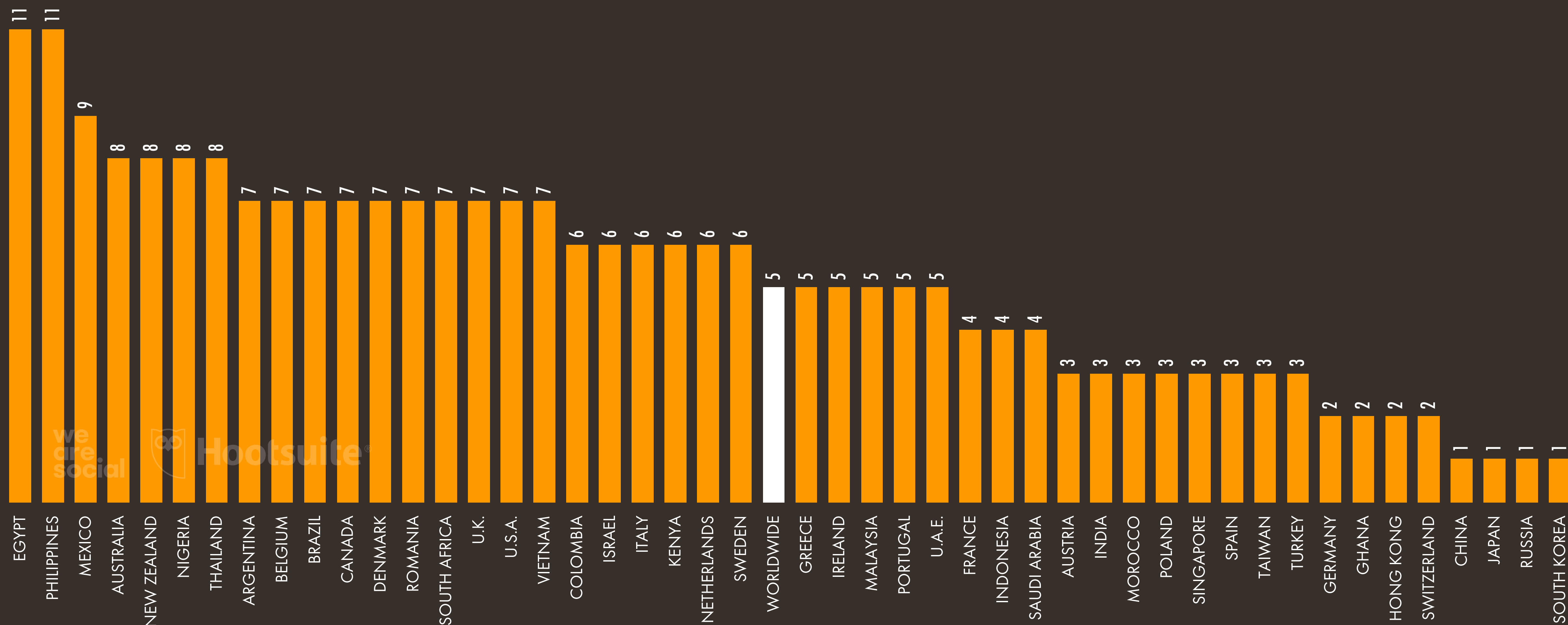
MEDIAN NUMBER OF TIMES EACH MONTH THAT GLOBAL FACEBOOK USERS* COMMENT ON A FACEBOOK POST



JUL
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FACEBOOK MONTHLY COMMENTS BY GEOGRAPHY

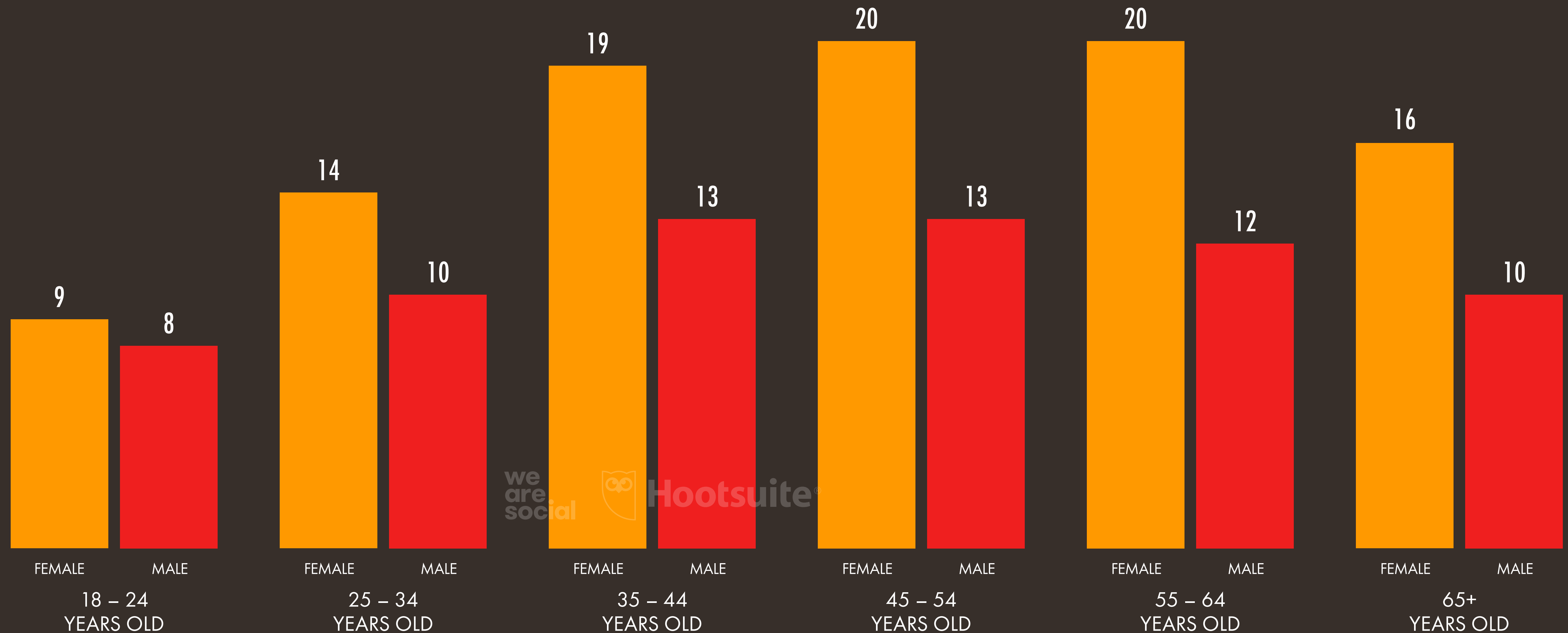
MEDIAN NUMBER OF TIMES EACH MONTH THAT THE 'TYPICAL' FACEBOOK USER AGED 18+* COMMENTS ON A FACEBOOK POST



JUL
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FACEBOOK MONTHLY AD CLICKS BY AGE AND GENDER

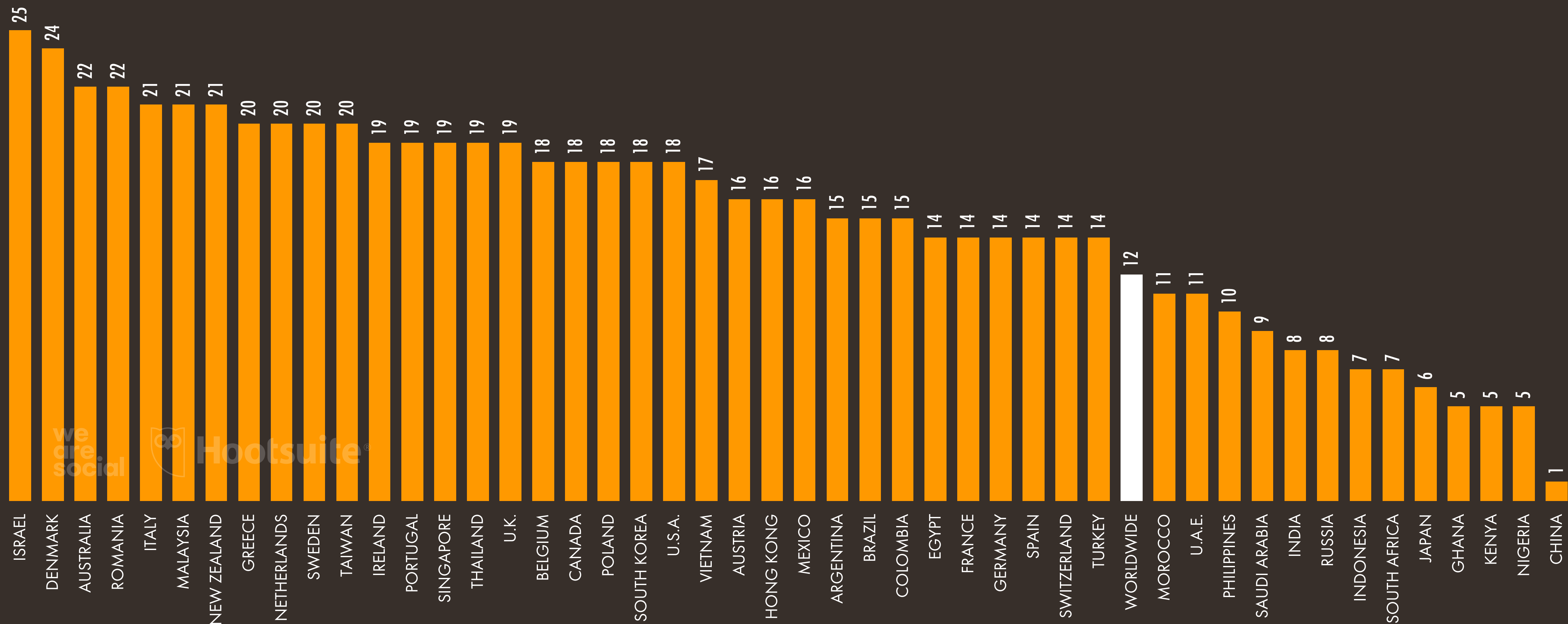
MEDIAN NUMBER OF TIMES EACH MONTH THAT GLOBAL FACEBOOK USERS* CLICK ON FACEBOOK ADS*



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FACEBOOK MONTHLY AD CLICKS BY GEOGRAPHY

MEDIAN NUMBER OF TIMES EACH MONTH THAT THE 'TYPICAL' FACEBOOK USER AGED 18+* CLICKS ON FACEBOOK ADS*



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SHARE OF FACEBOOK PAGE POSTS BY POST TYPE

EACH POST TYPE'S SHARE OF THE TOTAL NUMBER OF POSTS MADE BY **FACEBOOK PAGES**

AVERAGE NUMBER OF
PAGE POSTS PER DAY



1.30

PHOTO POSTS' SHARE
OF TOTAL PAGE POSTS



38.0%

VIDEO POSTS' SHARE
OF TOTAL PAGE POSTS



16.9%

LINK POSTS' SHARE
OF TOTAL PAGE POSTS



43.9%

STATUS POSTS' SHARE
OF TOTAL PAGE POSTS



1.2%

JUL
2021

FACEBOOK POST ENGAGEMENT BENCHMARKS

THE NUMBER OF **FACEBOOK PAGE** POST ENGAGEMENTS* (REACTIONS, COMMENTS, AND SHARES) COMPARED TO THE **TOTAL NUMBER OF PAGE FANS**

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: **ALL POST TYPES**



0.11%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: **PHOTO POSTS**



0.16%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: **VIDEO POSTS**



0.13%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: **LINK POSTS**



0.05%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: **STATUS POSTS**



0.17%

JUL
2021

FACEBOOK POST ENGAGEMENT RATE BY PAGE SIZE

COMPARING THE AVERAGE **FACEBOOK PAGE** POST ENGAGEMENT RATE ACROSS PAGES WITH DIFFERENT NUMBERS OF FANS

AVERAGE FACEBOOK PAGE POST
ENGAGEMENT RATE*: PAGES
WITH FEWER THAN 10,000 FANS



0.39%

we
are
social

AVERAGE FACEBOOK PAGE POST
ENGAGEMENT RATE*: PAGES
WITH 10,000 – 100,000 FANS



0.22%



AVERAGE FACEBOOK PAGE POST
ENGAGEMENT RATE*: PAGES
WITH MORE THAN 100,000 FANS



0.08%





YOUTUBE

JUL
2021

YOUTUBE OVERVIEW

ESSENTIAL HEADLINES FOR YOUTUBE USE AROUND THE WORLD

POTENTIAL AUDIENCE*
THAT GOOGLE REPORTS
CAN BE REACHED USING
ADVERTS ON YOUTUBE



2.29
BILLION



TOTAL NUMBER OF
HOURS OF VIDEO
WATCHED ON
YOUTUBE EACH DAY



1
BILLION



SHARE OF TOTAL
YOUTUBE WATCH TIME
THAT TAKES PLACE
ON MOBILE DEVICES



70%

we
are
social

YOUTUBE'S FEMALE
AD AUDIENCE AS A
PERCENTAGE OF ITS TOTAL
ADVERTISING AUDIENCE*



45.8%



YOUTUBE'S MALE
AD AUDIENCE AS A
PERCENTAGE OF ITS TOTAL
ADVERTISING AUDIENCE*

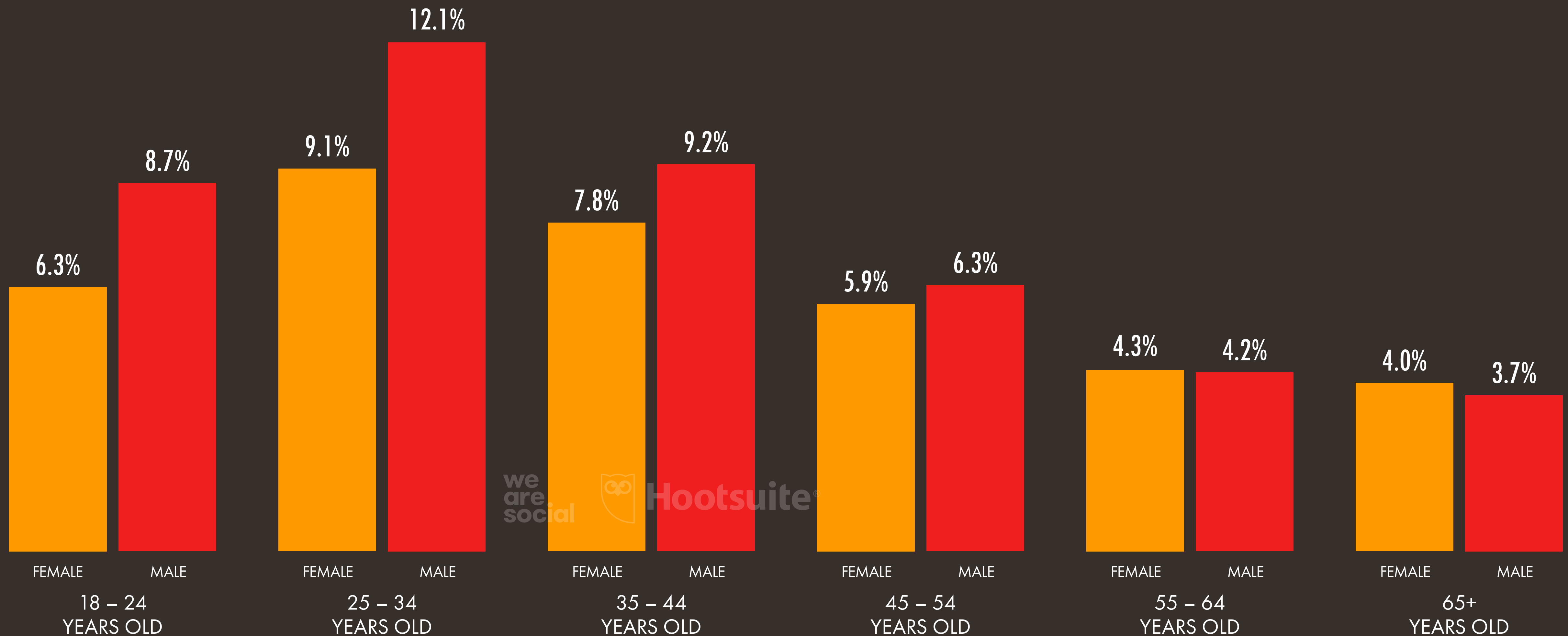


54.2%

JUL
2021

PROFILE OF YOUTUBE'S ADVERTISING AUDIENCE

SHARE OF YOUTUBE'S ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



JUL
2021

YOUTUBE AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST YOUTUBE ADVERTISING AUDIENCES

#	COUNTRY OR TERRITORY	REACH	% POP. 18+	#	COUNTRY OR TERRITORY	REACH	% POP. 18+
01	INDIA	448,000,000	36.2%	11	U.K.	53,000,000	83.8%
02	U.S.A.	240,000,000	78.6%	12	TURKEY	50,600,000	64.6%
03	BRAZIL	127,000,000	64.5%	13	FRANCE	49,600,000	83.9%
04	INDONESIA	107,000,000	42.4%	14	SOUTH KOREA	43,100,000	86.3%
05	RUSSIA	99,000,000	74.1%	15	EGYPT	40,500,000	47.5%
06	JAPAN	93,800,000	79.1%	16	ITALY	39,300,000	67.0%
07	MEXICO	74,100,000	63.0%	17	SPAIN	37,400,000	84.8%
08	GERMANY	66,000,000	82.4%	18	THAILAND	37,300,000	54.2%
09	VIETNAM	55,700,000	61.4%	19	PAKISTAN	36,100,000	21.2%
10	PHILIPPINES	54,200,000	59.3%	20	CANADA	32,200,000	89.5%



INSTAGRAM

JUL
2021

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM

POTENTIAL AUDIENCE*
THAT FACEBOOK REPORTS
CAN BE REACHED USING
ADVERTS ON INSTAGRAM



1.39
BILLION

INSTAGRAM'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



22.6%

QUARTER-ON-
QUARTER CHANGE
IN INSTAGRAM'S
ADVERTISING REACH



we
are
social

+7.7%
+100 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



51.4%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*

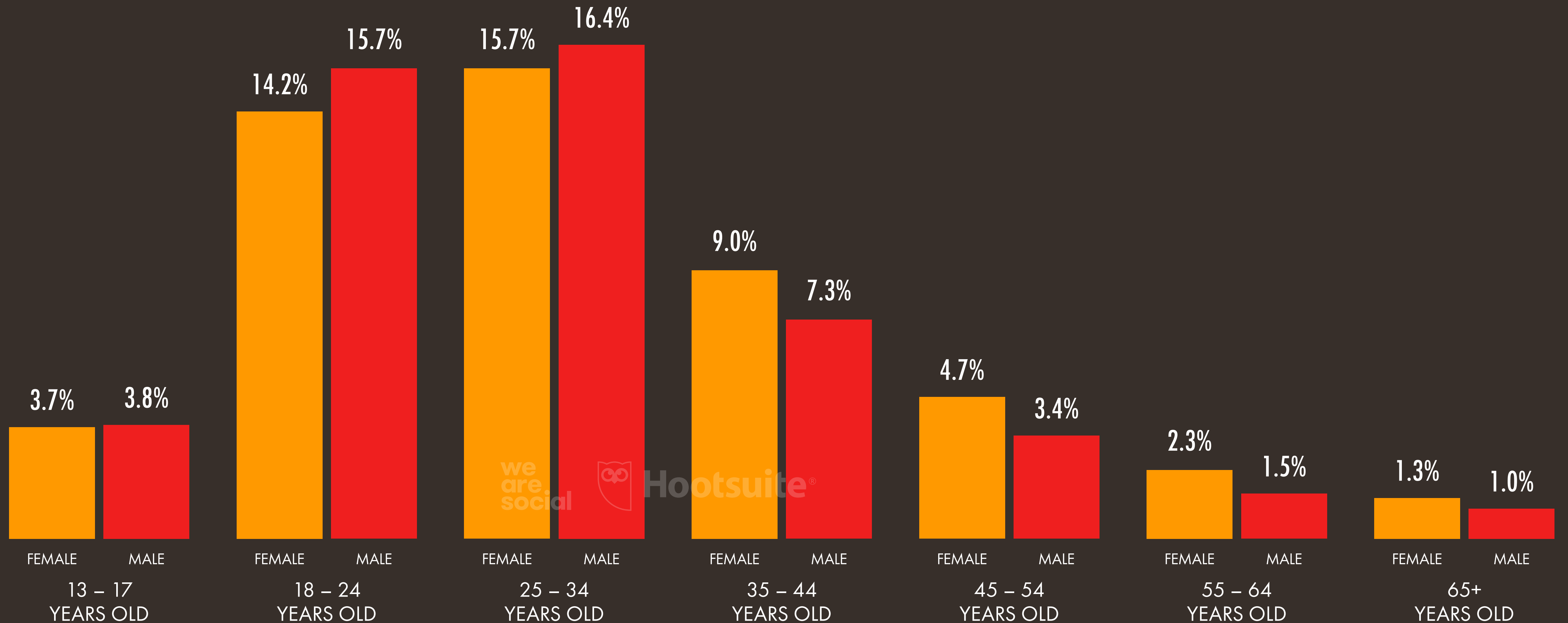


48.6%

JUL
2021

PROFILE OF INSTAGRAM'S ADVERTISING AUDIENCE

SHARE OF INSTAGRAM'S ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



JUL
2021

INSTAGRAM AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST INSTAGRAM ADVERTISING AUDIENCES

#	COUNTRY OR TERRITORY	REACH	▲QOQ
01	INDIA	180,000,000	+20.0%
02	U.S.A.	170,000,000	+21.4%
03	BRAZIL	110,000,000	+10.0%
04	INDONESIA	93,000,000	+8.1%
05	RUSSIA	61,000,000	+7.0%
06	TURKEY	50,000,000	+6.4%
07	JAPAN	48,000,000	+6.7%
08	MEXICO	37,000,000	+8.8%
09	U.K.	29,000,000	-14.7%
10	GERMANY	27,000,000	-10.0%
11	ITALY	25,000,000	-10.7%
12	FRANCE	24,000,000	-7.7%

#	COUNTRY OR TERRITORY	REACH	▲QOQ
13	ARGENTINA	22,000,000	+4.8%
14	SPAIN	21,000,000	-12.5%
15	SOUTH KOREA	20,000,000	+17.6%
16	THAILAND	19,000,000	+11.8%
17=	CANADA	18,000,000	+20.0%
17=	COLOMBIA	18,000,000	+12.5%
17=	PHILIPPINES	18,000,000	+5.9%
20=	EGYPT	16,000,000	+6.7%
20=	SAUDI ARABIA	16,000,000	+6.7%
22=	IRAQ	15,000,000	+7.1%
22=	MALAYSIA	15,000,000	+7.1%
22=	UKRAINE	15,000,000	0%

SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JUL 2021). **NOTE:** DATA ARE NOT AVAILABLE FOR ALL COUNTRIES. RANKINGS BASED SOLELY ON COUNTRIES FOR WHICH DATA ARE AVAILABLE AT THE TIME OF REPORT PUBLICATION. **ADVISORY:** "REACH" MAY NOT REPRESENT UNIQUE INDIVIDUALS.
COMPARABILITY ADVISORY: BASE CHANGES.

JUL
2021

ELIGIBLE AUDIENCE REACH RATE RANKING: INSTAGRAM

COUNTRIES AND TERRITORIES* WITH THE LARGEST INSTAGRAM ADVERTISING AUDIENCES COMPARED TO POPULATION AGED 13+

#	COUNTRY OR TERRITORY	REACH OF POP. 13+	TOTAL REACH	QOQ CHANGE
01	BRUNEI	84.2%	300,000	+15.4%
02	GUAM	81.4%	110,000	+32.5%
03	KAZAKHSTAN	78.2%	11,000,000	0%
04	CAYMAN IS.	78.2%	44,000	+18.9%
05	ICELAND	76.8%	220,000	0%
06	TURKEY	74.0%	50,000,000	+6.4%
07	CYPRUS	73.9%	770,000	0%
08	KUWAIT	73.7%	2,600,000	+8.3%
09	CHILE	68.6%	11,000,000	+10.0%
10	PANAMA	68.2%	2,300,000	+9.5%

#	COUNTRY OR TERRITORY	REACH OF POP. 13+	TOTAL REACH	QOQ CHANGE
11	BAHRAIN	68.2%	1,000,000	+8.7%
12	ARUBA	67.8%	62,000	+14.8%
13	MONTENEGRO	67.8%	360,000	+16.1%
14	BERMUDA	67.7%	36,000	+20.0%
15	URUGUAY	66.2%	1,900,000	+11.8%
16	BARBADOS	64.8%	160,000	+14.3%
17	ISRAEL	64.8%	4,300,000	+13.2%
18	BRAZIL	62.5%	110,000,000	+10.0%
19	U.A.E.	62.2%	5,400,000	+8.0%
20	NEW ZEALAND	61.7%	2,500,000	+19.0%

JUL
2021

INSTAGRAM BUSINESS ACCOUNT BENCHMARKS

AVERAGE ACCOUNT GROWTH AND PUBLISHING BENCHMARKS FOR **INSTAGRAM BUSINESS ACCOUNTS**

AVERAGE MONTHLY
GROWTH IN
ACCOUNT FOLLOWERS



locowise

+1.71%

AVERAGE NUMBER
OF MAIN FEED
POSTS PER DAY



we
are
social

1.6

PHOTO POSTS AS
A PERCENTAGE OF
ALL MAIN FEED POSTS



locowise

63.6%

VIDEO POSTS AS
A PERCENTAGE OF
ALL MAIN FEED POSTS



we
are
social

16.9%

CAROUSEL POSTS AS
A PERCENTAGE OF
ALL MAIN FEED POSTS



19.4%

JUL
2021

INSTAGRAM ENGAGEMENT BENCHMARKS

AVERAGE ENGAGEMENT RATES* FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS

AVERAGE
ENGAGEMENT RATE
FOR ALL POST TYPES



0.82%

AVERAGE
ENGAGEMENT RATE
FOR PHOTO POSTS



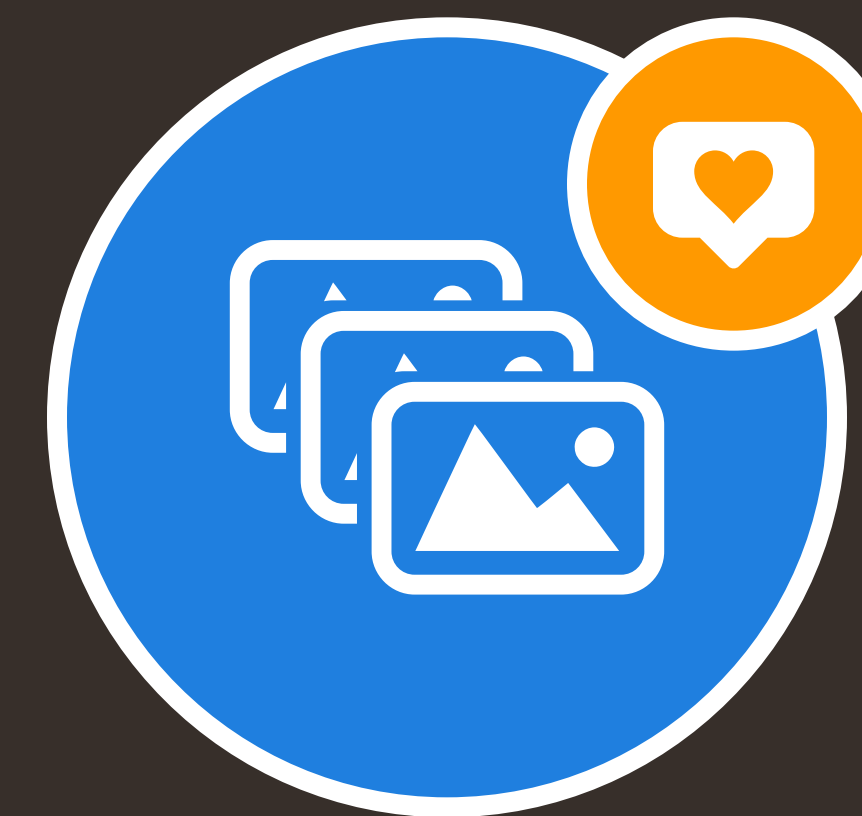
0.81%

AVERAGE
ENGAGEMENT RATE
FOR VIDEO POSTS



0.61%

AVERAGE
ENGAGEMENT RATE
FOR CAROUSEL POSTS



1.01%

JUL
2021

INSTAGRAM ENGAGEMENT RATES BY FOLLOWERS

COMPARING THE AVERAGE ENGAGEMENT RATE OF INSTAGRAM POSTS PUBLISHED BY BUSINESS ACCOUNTS WITH DIFFERENT NUMBERS OF FOLLOWERS

AVERAGE INSTAGRAM ENGAGEMENT
RATE*: BUSINESS ACCOUNTS WITH
FEWER THAN 10,000 FOLLOWERS



1.18%

we
are
social

AVERAGE INSTAGRAM ENGAGEMENT
RATE*: BUSINESS ACCOUNTS WITH
10,000 – 100,000 FOLLOWERS



0.94%



AVERAGE INSTAGRAM ENGAGEMENT
RATE*: BUSINESS ACCOUNTS WITH
MORE THAN 100,000 FOLLOWERS



0.73%



FACEBOOK MESSENGER

JUL
2021

FACEBOOK MESSENGER: AD AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK MESSENGER

POTENTIAL AUDIENCE*
THAT FACEBOOK REPORTS
CAN BE REACHED USING
ADVERTS ON MESSENGER



1.07
BILLION

MESSENGER'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



17.5%

QUARTER-ON-
QUARTER CHANGE IN
FACEBOOK MESSENGER'S
ADVERTISING REACH



+5.6%
+57 MILLION

PERCENTAGE OF
MESSENGER'S AD
AUDIENCE THAT FACEBOOK
REPORTS IS FEMALE*



44.1%

PERCENTAGE OF
MESSENGER'S AD
AUDIENCE THAT FACEBOOK
REPORTS IS MALE*

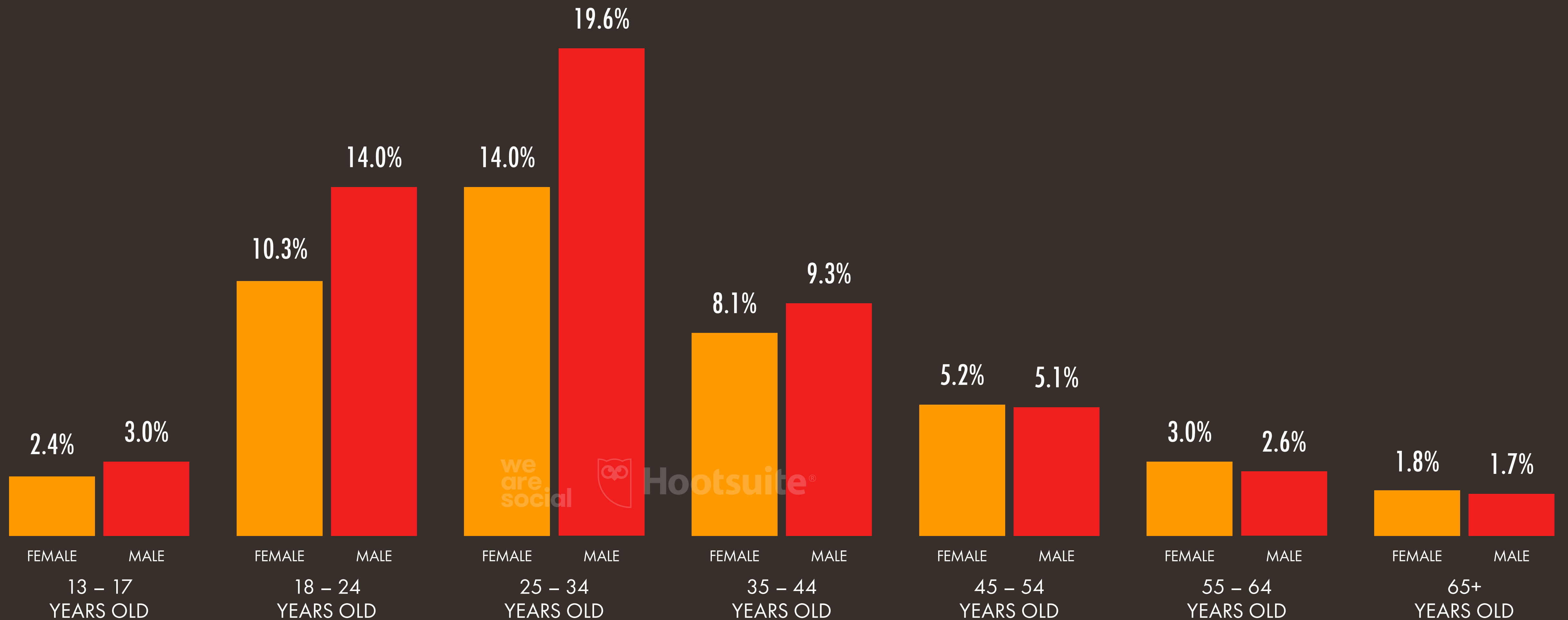


55.9%

JUL
2021

PROFILE OF MESSENGER'S ADVERTISING AUDIENCE

SHARE OF FACEBOOK MESSENGER'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



JUL
2021

FACEBOOK MESSENGER AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST FACEBOOK MESSENGER ADVERTISING AUDIENCES

#	COUNTRY OR TERRITORY	REACH	▲QOQ
01	INDIA	140,000,000	+7.7%
02	BRAZIL	73,000,000	+4.3%
03	MEXICO	69,000,000	+7.8%
04	VIETNAM	56,000,000	+5.7%
05	PHILIPPINES	50,000,000	+6.4%
06	THAILAND 	39,000,000	+5.4%
07	EGYPT	37,000,000	+8.8%
08	INDONESIA	31,000,000	+3.3%
09	BANGLADESH	30,000,000	+11.1%
10	U.K.	29,000,000	+3.6%
11	COLOMBIA	22,000,000	+4.8%

#	COUNTRY OR TERRITORY	REACH	▲QOQ
12=	ITALY	19,000,000	+5.6%
12=	TURKEY	19,000,000	+5.6%
14	IRAQ	18,000,000	+5.9%
15=	ARGENTINA	16,000,000	+14.3%
15=	GERMANY	16,000,000	+6.7%
15=	PERU	16,000,000	+6.7%
15=	POLAND	16,000,000	0%
19	ALGERIA	15,000,000	0%
20=	MALAYSIA	14,000,000	+7.7%
20=	MYANMAR	14,000,000	+7.7%
22	PAKISTAN	13,000,000	0%

JUL
2021

ELIGIBLE AUDIENCE REACH RATE RANKING: MESSENGER

COUNTRIES AND TERRITORIES* WITH THE LARGEST FACEBOOK MESSENGER ADVERTISING AUDIENCES COMPARED TO POPULATION AGED 13+

#	COUNTRY OR TERRITORY	REACH OF POP. 13+	TOTAL REACH	QOQ CHANGE
01	MONGOLIA	91.7%	2,200,000	0%
02	MALTA	85.2%	330,000	+3.1%
03	LIBYA	83.3%	4,400,000	+7.3%
04	GUAM	81.4%	110,000	+10.0%
05	ICELAND	80.3%	230,000	0%
06	GREENLAND	79.3%	37,000	+2.8%
07	TONGA	77.7%	58,000	+3.6%
08	FIJI	74.2%	500,000	+8.7%
09	GEORGIA	73.4%	2,400,000	+4.3%
10	PALESTINE	72.2%	2,500,000	+4.2%

#	COUNTRY OR TERRITORY	REACH OF POP. 13+	TOTAL REACH	QOQ CHANGE
11	ARUBA	72.2%	66,000	+4.8%
12	VIETNAM	71.6%	56,000,000	+5.7%
13	CYPRUS	71.0%	740,000	+2.8%
14	BHUTAN	70.0%	430,000	-2.3%
15	FRENCH POLYNESIA	69.8%	160,000	0%
16	NEW ZEALAND	69.2%	2,800,000	+3.7%
17	SAMOA	68.3%	92,000	+2.2%
18	MEXICO	68.1%	69,000,000	+7.8%
19	ECUADOR	66.8%	9,100,000	+5.8%
20	NORWAY	66.6%	3,100,000	+3.3%

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JUL 2021); POPULATION DATA FROM THE U.N. AND U.S. CENSUS BUREAU (ACCESSED JUL 2021). ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ***ADVISORIES:** "REACH" MAY NOT REPRESENT UNIQUE INDIVIDUALS.
COMPARABILITY ADVISORY: BASE CHANGES.



LINKEDIN

JUL
2021

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN

POTENTIAL AUDIENCE*
THAT LINKEDIN REPORTS
CAN BE REACHED WITH
ADVERTS ON LINKEDIN



768.2
MILLION

LINKEDIN'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 18+



14.0%

QUARTER-ON-
QUARTER CHANGE
IN LINKEDIN'S
ADVERTISING REACH



+3.0%
+23 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS FEMALE*



43.1%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS MALE*

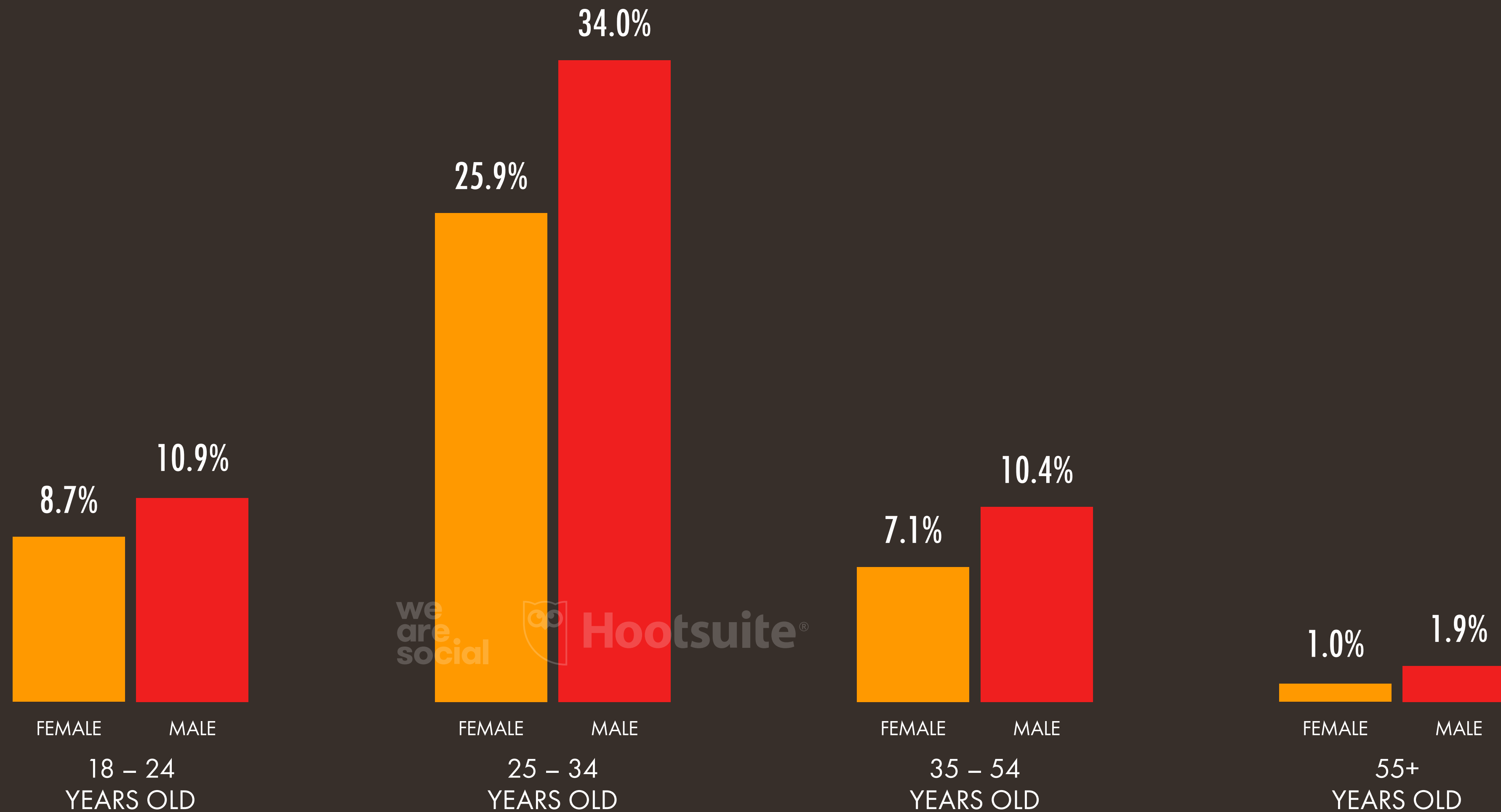


56.9%

JUL
2021

PROFILE OF LINKEDIN'S ADVERTISING AUDIENCE

SHARE OF LINKEDIN'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



JUL
2021

LINKEDIN AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST LINKEDIN ADVERTISING AUDIENCES

#	COUNTRY OR TERRITORY	REACH	▲QOQ	#	COUNTRY OR TERRITORY	REACH	▲QOQ
01	U.S.A.	180,000,000	+5.9%	11	SPAIN	14,000,000	0%
02	INDIA	78,000,000	+4.0%	12=	AUSTRALIA	12,000,000	0%
03	CHINA	50,000,000	0%	12=	GERMANY	12,000,000	0%
04	BRAZIL	49,000,000	+2.1%	14	TURKEY	11,000,000	+10.0%
05	U.K.	31,000,000	0%	15	PHILIPPINES	10,000,000	0%
06	FRANCE	22,000,000	0%	16	COLOMBIA	9,900,000	+4.2%
07	INDONESIA	19,000,000	+5.6%	17	NETHERLANDS	9,400,000	+1.1%
08	CANADA	18,000,000	0%	18=	ARGENTINA	8,900,000	+3.5%
09	MEXICO	17,000,000	+6.3%	18=	SOUTH AFRICA	8,900,000	+3.5%
10	ITALY	15,000,000	0%	20	PAKISTAN	7,300,000	+4.3%

JUL
2021

ELIGIBLE AUDIENCE REACH RATE RANKING: LINKEDIN

COUNTRIES AND TERRITORIES* WITH THE LARGEST LINKEDIN ADVERTISING AUDIENCES COMPARED TO POPULATION AGED 18+

#	COUNTRY OR TERRITORY	REACH OF POP. 18+	TOTAL REACH	QOQ CHANGE
01	AMERICAN SAMOA	103.1%*	38,000	0%
02	BERMUDA	102.7%*	51,000	+2.0%
03	ICELAND	94.7%	250,000	0%
04	CAYMAN IS.	87.6%	46,000	+2.2%
05	ANDORRA	81.8%	53,000	0%
06	U.S. VIRGIN IS.	76.1%	61,000	+1.7%
07	U.S.A.	69.4%	180,000,000	+5.9%
08	NETHERLANDS	67.7%	9,400,000	+1.1%
09	IRELAND	63.9%	2,400,000	0%
10	ARUBA	62.9%	53,000	+1.9%

#	COUNTRY OR TERRITORY	REACH OF POP. 18+	TOTAL REACH	QOQ CHANGE
11	MALTA	62.7%	230,000	+4.5%
12	SINGAPORE	61.8%	3,100,000	0%
13	U.A.E.	61.7%	5,100,000	+2.0%
14	NEW ZEALAND	61.6%	2,300,000	0%
15	AUSTRALIA	60.4%	12,000,000	0%
16	DENMARK	60.0%	2,800,000	0%
17	CANADA	58.3%	18,000,000	0%
18	LUXEMBOURG	58.2%	300,000	+3.4%
19	U.K.	57.5%	31,000,000	0%
20	GUAM	56.8%	69,000	+1.5%

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (APR 2021); POPULATION DATA FROM THE U.N. AND U.S. CENSUS BUREAU (ACCESSED APR 2021). ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF 50,000+. ***ADVISORIES:** "REACH" MAY NOT REPRESENT UNIQUE INDIVIDUALS. "REACH OF POP. 18+" VALUES SHOULD NOT TECHNICALLY EXCEED 100%, BUT DATA ARE SHOWN 'AS-IS', TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS. **◆ COMPARABILITY ADVISORY:** BASE CHANGES.



SNAPCHAT

JUL
2021

SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON SNAPCHAT

POTENTIAL AUDIENCE*
THAT SNAP REPORTS
CAN BE REACHED WITH
ADVERTS ON SNAPCHAT



513.9
MILLION

SNAPCHAT'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



8.4%

QUARTER-ON-
QUARTER CHANGE
IN SNAPCHAT'S
ADVERTISING REACH



-2.7%
-14 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS FEMALE*



56.0%

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS MALE*

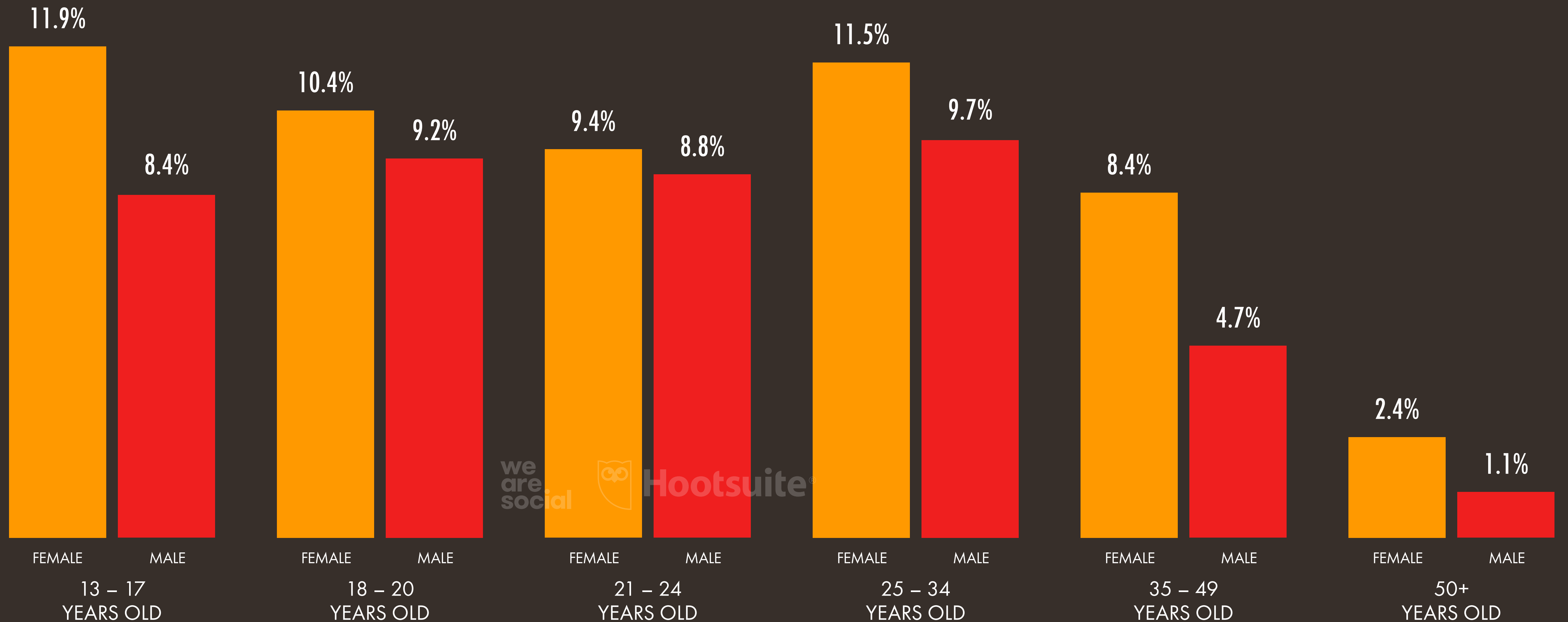


43.1%

JUL
2021

PROFILE OF SNAPCHAT'S ADVERTISING AUDIENCE

SHARE OF SNAPCHAT'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



JUL
2021

SNAPCHAT AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST SNAPCHAT ADVERTISING AUDIENCES

#	COUNTRY OR TERRITORY	REACH	▲QOQ
01	U.S.A.	105,250,000	-3.1%
02	INDIA	99,800,000	+6.2%
03	FRANCE	23,400,000	-5.6%
04	U.K.	19,800,000	-7.0%
05	SAUDI ARABIA	19,100,000	-6.1%
06	MEXICO 	17,650,000	-3.0%
07	PAKISTAN	14,800,000	+6.5%
08	GERMANY	14,450,000	-7.4%
09	IRAQ	12,150,000	-2.4%
10	EGYPT	12,050,000	0%
11	PHILIPPINES	11,750,000	-11.3%

#	COUNTRY OR TERRITORY	REACH	▲QOQ
12	TURKEY	11,700,000	-3.7%
13	CANADA	10,250,000	-2.4%
14	BRAZIL	8,850,000	-20.6%
15	NIGERIA	7,850,000	0%
16	RUSSIA	7,350,000	-14.5%
17	AUSTRALIA	7,150,000	-5.3%
18	COLOMBIA	6,200,000	-5.3%
19	NETHERLANDS	5,650,000	-5.8%
20=	ALGERIA	5,400,000	-0.9%
20=	MOROCCO	5,400,000	0%
22	SOUTH AFRICA	5,100,000	-1.9%

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN SNAP'S SELF-SERVICE ADVERTISING TOOLS (JUL 2021); POPULATION DATA FROM THE U.N. AND U.S. CENSUS BUREAU (ACCESSED JUL 2021).
***NOTES:** DATA ARE NOT AVAILABLE FOR ALL COUNTRIES. RANKINGS BASED SOLELY ON COUNTRIES FOR WHICH DATA ARE AVAILABLE AT THE TIME OF PUBLICATION. **ADVISORY:** "REACH" MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY ADVISORY:** BASE CHANGES.

**JUL
2021**

ELIGIBLE AUDIENCE REACH RATE RANKING: SNAPCHAT

COUNTRIES AND TERRITORIES* WITH THE LARGEST SNAPCHAT ADVERTISING AUDIENCES COMPARED TO POPULATION AGED 13+

#	COUNTRY OR TERRITORY	REACH OF POP. 13+	TOTAL REACH	QOQ CHANGE
01	LUXEMBOURG	75.2%	412,500	+12.2%
02	SAUDI ARABIA	69.0%	19,100,000	-6.1%
03	NORWAY	68.7%	3,200,000	-3.0%
04	KUWAIT	52.5%	1,850,000	-7.5%
05	DENMARK	49.0%	2,450,000	-3.9%
06	SWEDEN	45.3%	3,900,000	-4.9%
07	IRAQ	44.1%	12,150,000	-2.4%
08	IRELAND	42.7%	1,750,000	-12.5%
09	FRANCE	42.1%	23,400,000	-5.6%
10	BAHRAIN	41.9%	615,000	0%

#	COUNTRY OR TERRITORY	REACH OF POP. 13+	TOTAL REACH	QOQ CHANGE
11	JORDAN	40.6%	3,000,000	+1.7%
12	NETHERLANDS	38.0%	5,650,000	-5.8%
13	U.S.A.	37.5%	105,250,000	-3.1%
14	U.K.	34.3%	19,800,000	-7.0%
15	OMAN	33.7%	1,400,000	-9.7%
16	NEW ZEALAND	33.3%	1,350,000	-6.9%
17	AUSTRALIA	33.3%	7,150,000	-5.3%
18	PALESTINE	33.2%	1,150,000	0%
19	BELGIUM	32.8%	3,250,000	0%
20	CANADA	31.2%	10,250,000	-2.4%

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN SNAP'S SELF-SERVICE ADVERTISING TOOLS (JUL 2021); POPULATION DATA FROM THE U.N. AND U.S. CENSUS BUREAU (ACCESSED JUL 2021). ***NOTES:** DATA ARE NOT AVAILABLE FOR ALL COUNTRIES. RANKINGS BASED SOLELY ON COUNTRIES FOR WHICH DATA ARE AVAILABLE AT THE TIME OF PUBLICATION. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF 50,000+. **ADVISORY:** "REACH" MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY ADVISORY:** BASE CHANGES.



TWITTER

JUL
2021

TWITTER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER

POTENTIAL AUDIENCE*
THAT TWITTER REPORTS
CAN BE REACHED WITH
ADVERTS ON TWITTER



KEPIOS

396.5
MILLION

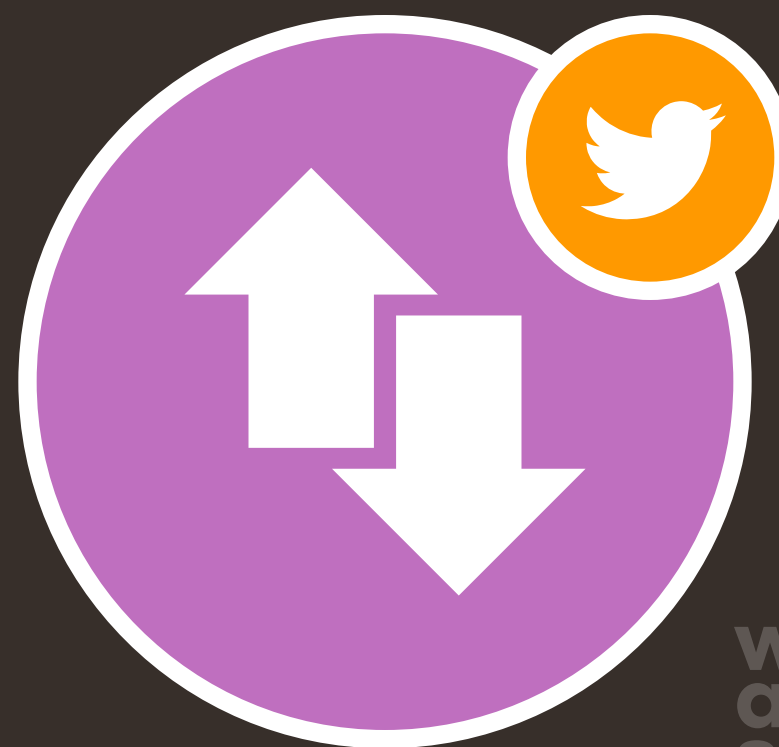
TWITTER'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



we are social

6.5%

QUARTER-ON-
QUARTER CHANGE
IN TWITTER'S
ADVERTISING REACH



we are social

+0.2%
+651 THOUSAND

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS FEMALE*



we are social

31.9%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS MALE*



68.1%

JUL
2021

TWITTER AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST TWITTER ADVERTISING AUDIENCES

#	COUNTRY OR TERRITORY	REACH	▲QOQ	#	COUNTRY OR TERRITORY	REACH	▲QOQ
01	U.S.A.	73,000,000	-0.3%	12	PHILIPPINES	9,000,000	+1.1%
02	JAPAN	55,550,000	+2.6%	13	SPAIN	8,100,000	-4.1%
03	INDIA	22,100,000	+17.6%	14	GERMANY	7,000,000	-4.8%
04	U.K.	17,550,000	-4.1%	15	CANADA	6,900,000	-9.2%
05	BRAZIL	17,250,000	-3.6%	16	SOUTH KOREA	6,000,000	-1.6%
06	INDONESIA 	15,700,000	+4.0%	17	ARGENTINA	5,450,000	-1.8%
07	TURKEY	15,600,000	+3.3%	18	EGYPT	4,500,000	+7.1%
08	SAUDI ARABIA	12,700,000	-2.3%	19	COLOMBIA	4,100,000	+7.9%
09	MEXICO	12,000,000	-0.4%	20=	MALAYSIA	4,000,000	+5.3%
10	THAILAND	9,450,000	+13.2%	20=	NETHERLANDS	4,000,000	+2.6%
11	FRANCE	9,050,000	-2.2%	22	CHINA	3,850,000	+18.5%

JUL
2021

ELIGIBLE AUDIENCE REACH RATE RANKING: TWITTER

COUNTRIES AND TERRITORIES* WITH THE LARGEST TWITTER ADVERTISING AUDIENCES COMPARED TO POPULATION AGED 13+

#	COUNTRY OR TERRITORY	REACH OF POP. 13+	TOTAL REACH	QOQ CHANGE	#	COUNTRY OR TERRITORY	REACH OF POP. 13+	TOTAL REACH	QOQ CHANGE
01	JAPAN	49.3%	55,550,000	+2.6%	11	U.K.	30.4%	17,550,000	-4.1%
02	SAUDI ARABIA	45.9%	12,700,000	-2.3%	12	HONG KONG	29.9%	2,000,000	+17.6%
03	SINGAPORE	42.7%	2,250,000	+7.1%	13	IRELAND	29.3%	1,200,000	-11.1%
04	ANDORRA	40.6%	28,000	+18.9%	14	BERMUDA	29.2%	15,550	-15.3%
05	KUWAIT	38.3%	1,350,000	-6.9%	15	ISLE OF MAN	28.8%	21,150	-28.4%
06	JERSEY	36.9%	34,000	+63.9%	16	U.S. VIRGIN IS.	27.5%	24,000	+3.7%
07	LUXEMBOURG	36.7%	201,550	+3.7%	17	ANTIGUA & BARBUDA	27.5%	22,000	+34.6%
08	PUERTO RICO	36.7%	909,650	-17.3%	18	NETHERLANDS	26.9%	4,000,000	+2.6%
09	ARUBA	32.3%	29,550	+25.5%	19	U.S.A.	26.0%	73,000,000	-0.3%
10	ICELAND	32.0%	91,550	+2.2%	20	CAYMAN IS.	24.9%	14,000	-20.2%



PINTEREST

JUL
2021

PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON PINTEREST

POTENTIAL AUDIENCE*
THAT PINTEREST REPORTS
CAN BE REACHED WITH
ADVERTS ON PINTEREST



223.3
MILLION

PINTEREST'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



3.6%

QUARTER-ON-
QUARTER CHANGE
IN PINTEREST'S
ADVERTISING REACH



+2.0%
+4 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT PINTEREST
REPORTS IS FEMALE*



77.1%

PERCENTAGE OF
ITS AD AUDIENCE
THAT PINTEREST
REPORTS IS MALE*



14.9%

we
are
social



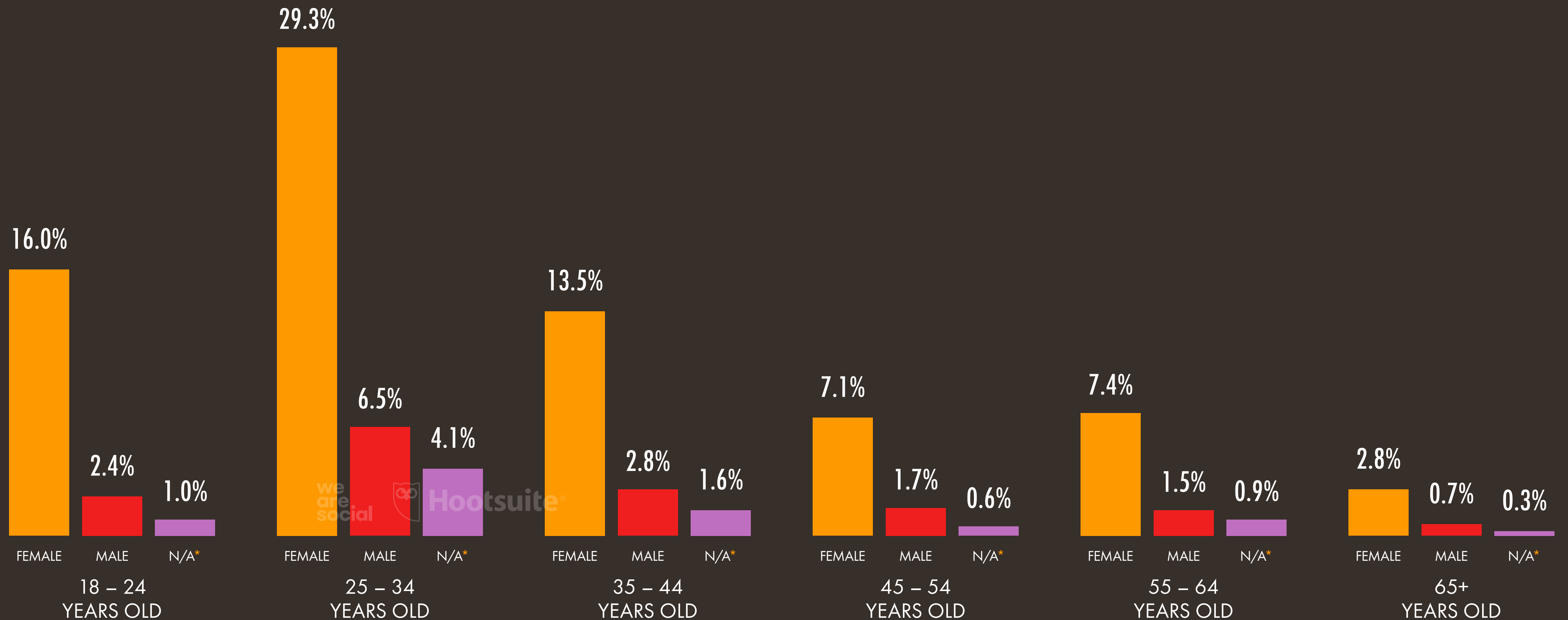
KEPIOS



JUL
2021

PROFILE OF PINTEREST'S ADVERTISING AUDIENCE

SHARE OF PINTEREST'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



JUL
2021

PINTEREST AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST PINTEREST ADVERTISING AUDIENCES

#	COUNTRY OR TERRITORY	REACH	▲QOQ	#	COUNTRY OR TERRITORY	REACH	▲QOQ
01	U.S.A.	89,900,000	-5.8%	11	NETHERLANDS	4,375,000	-15.1%
02	BRAZIL	27,500,000	+47.8%	12	POLAND	3,796,000	-9.9%
03	MEXICO	14,500,000	[NEW]	13	BELGIUM	2,341,500	-17.4%
04	GERMANY	14,100,000	-16.2%	14	AUSTRIA	1,920,500	-0.4%
05	U.K.	10,375,000	-19.1%	15	ROMANIA	1,740,000	+16.0%
06	FRANCE	9,780,000	-17.1%	16	PORTUGAL	1,710,000	+3.3%
07	CANADA	9,205,000	-10.2%	17	SWEDEN	1,620,000	-14.7%
08	ITALY	7,465,000	-14.3%	18	SWITZERLAND	1,617,000	-10.5%
09	SPAIN	6,545,000	-10.6%	19	GREECE	1,561,000	+2.0%
10	AUSTRALIA	4,575,000	-2.9%	20	HUNGARY	1,441,000	+3.0%

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN PINTEREST'S SELF-SERVICE ADVERTISING TOOLS (JUL 2021); POPULATION DATA FROM THE U.N. AND U.S. CENSUS BUREAU (ACCESSED JUL 2021). ***NOTES:** DATA ARE NOT AVAILABLE FOR ALL COUNTRIES. RANKINGS BASED SOLELY ON COUNTRIES FOR WHICH DATA ARE AVAILABLE AT THE TIME OF PUBLICATION. **ADVISORY:** "REACH" MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY ADVISORY:** BASE CHANGES.

**JUL
2021**

ELIGIBLE AUDIENCE REACH RATE RANKING: PINTEREST

COUNTRIES AND TERRITORIES* WITH THE LARGEST PINTEREST ADVERTISING AUDIENCES COMPARED TO POPULATION AGED 13+

#	COUNTRY OR TERRITORY	REACH OF POP. 13+	TOTAL REACH	QOQ CHANGE
01	U.S.A.	32.0%	89,900,000	-5.8%
02	MALTA	32.0%	124,000	+30.5%
03	GUAM	30.7%	41,500	+20.3%
04	NETHERLANDS	29.4%	4,375,000	-15.1%
05	CANADA	28.0%	9,205,000	-10.2%
06	AUSTRIA	24.3%	1,920,500	-0.4%
07	BELGIUM	23.6%	2,341,500	-17.4%
08	LUXEMBOURG	23.1%	126,500	+0.8%
09	NEW ZEALAND	22.3%	904,500	-0.2%
10	SWITZERLAND	21.4%	1,617,000	-10.5%

#	COUNTRY OR TERRITORY	REACH OF POP. 13+	TOTAL REACH	QOQ CHANGE
11	AUSTRALIA	21.3%	4,575,000	-2.9%
12	PUERTO RICO	20.8%	515,500	-6.3%
13	GERMANY	19.1%	14,100,000	-16.2%
14	IRELAND	19.1%	783,500	-24.6%
15	PORTUGAL	18.9%	1,710,000	+3.3%
16	DENMARK	18.9%	945,500	-28.1%
17	SWEDEN	18.8%	1,620,000	-14.7%
18	U.K.	18.0%	10,375,000	-19.1%
19	NORWAY	17.9%	834,500	-19.7%
20	FRANCE	17.6%	9,780,000	-17.1%

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN PINTEREST'S SELF-SERVICE ADVERTISING TOOLS (JUL 2021); POPULATION DATA FROM THE U.N. AND U.S. CENSUS BUREAU (ACCESSED JUL 2021). ***NOTES:** DATA ARE NOT AVAILABLE FOR ALL COUNTRIES. RANKINGS BASED SOLELY ON COUNTRIES FOR WHICH DATA ARE AVAILABLE AT THE TIME OF PUBLICATION. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF 50,000+. **ADVISORY:** "REACH" MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY ADVISORY:** BASE CHANGES.



OTHER SOCIAL PLATFORMS

JUL
2021

WHATSAPP OVERVIEW

ESSENTIAL HEADLINES FOR WHATSAPP USE AROUND THE WORLD

MONTHLY ACTIVE
WHATSAPP USERS*
AROUND THE WORLD



we
are
social

2

BILLION

ACTIVE WHATSAPP USERS
COMPARED TO THE TOTAL
POPULATION AGED 13+*



we
are
social

33%

TOTAL NUMBER OF
WORLDWIDE USERS OF
WHATSAPP BUSINESS



KEPIOS

50

MILLION

FEMALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS*



GWl.

46.1%

MALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS*



53.9%

JUL
2021

WECHAT OVERVIEW

ESSENTIAL HEADLINES FOR WECHAT USE AROUND THE WORLD

COMBINED MONTHLY
ACTIVE WECHAT
AND WEIXIN USERS*
AROUND THE WORLD



KEPIOS

1.24
BILLION

ACTIVE WECHAT
AND WEIXIN USERS
COMPARED TO THE TOTAL
POPULATION AGED 13+



we
are
social

20.2%

QUARTER-ON-QUARTER
CHANGE IN GLOBAL
MONTHLY ACTIVE USERS
OF WECHAT OR WEIXIN



owl

+1.4%
+39 MILLION

FEMALE USERS AS
A PERCENTAGE
OF TOTAL FEMALE
AND MALE USERS*



GWl.

45.8%

MALE USERS AS
A PERCENTAGE
OF TOTAL FEMALE
AND MALE USERS*



54.2%

JUL
2021

TIKTOK OVERVIEW

ESSENTIAL HEADLINES FOR TIKTOK USE AROUND THE WORLD

MONTHLY ACTIVE
TIKTOK USERS*
AROUND THE WORLD



KEPIOS

732
MILLION

ACTIVE TIKTOK USERS
COMPARED TO THE TOTAL
POPULATION AGED 13+



we
are
social

11.9%

NUMBER OF NEW TIKTOK
APP INSTALLS AROUND THE
WORLD IN JUNE 2021*



owl

57
MILLION

FEMALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS*



GWl.

49.6%

MALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS*



50.4%

JUL
2021

QQ OVERVIEW

ESSENTIAL HEADLINES FOR QQ USE AROUND THE WORLD

MONTHLY ACTIVE QQ
USERS AROUND THE
WORLD ACCESSING
VIA SMART DEVICES



606
MILLION

QQ USERS ACCESSING
VIA SMART DEVICES
COMPARED TO THE TOTAL
POPULATION AGED 13+



9.9%

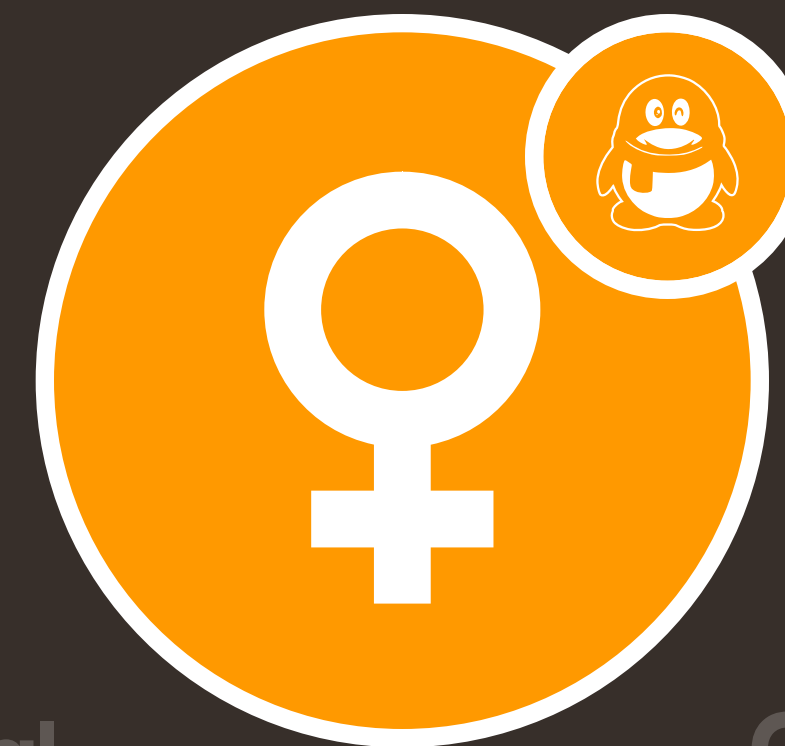
QUARTER-ON-QUARTER
CHANGE IN QQ USERS
ACCESSING VIA SMART
DEVICES EACH MONTH



we
are
social

+1.9%
+12 MILLION

FEMALE USERS AS
A PERCENTAGE
OF TOTAL FEMALE
AND MALE USERS*



GWl.

45.5%

MALE USERS AS
A PERCENTAGE
OF TOTAL FEMALE
AND MALE USERS*



54.5%

JUL
2021

TELEGRAM OVERVIEW

ESSENTIAL HEADLINES FOR TELEGRAM USE AROUND THE WORLD

MONTHLY ACTIVE
TELEGRAM USERS*
AROUND THE WORLD



KEPIOS

550
MILLION

ACTIVE TELEGRAM USERS
COMPARED TO THE TOTAL
POPULATION AGED 16+*



we are social

9.6%

WORLDWIDE TELEGRAM
APP DOWNLOADS
IN JUNE 2021



we are social

26
MILLION

FEMALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS*



GWl.

41.4%

MALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS*



58.6%

JUL
2021

SINA WEIBO OVERVIEW

ESSENTIAL HEADLINES FOR SINA WEIBO USE AROUND THE WORLD

NUMBER OF
WORLDWIDE
MONTHLY ACTIVE
SINA WEIBO USERS



we
are
social

530
MILLION

MONTHLY ACTIVE
SINA WEIBO USERS
COMPARED TO THE TOTAL
POPULATION AGED 14+



8.8%

QUARTER-ON-QUARTER
CHANGE IN THE GLOBAL
NUMBER OF MONTHLY
ACTIVE SINA WEIBO USERS



+1.7%
+9 MILLION

FEMALE USERS AS
A PERCENTAGE
OF TOTAL FEMALE
AND MALE USERS*



GWl.

48.7%

MALE USERS AS
A PERCENTAGE
OF TOTAL FEMALE
AND MALE USERS*



51.3%

JUL
2021

REDDIT OVERVIEW

ESSENTIAL HEADLINES FOR REDDIT USE AROUND THE WORLD

MONTHLY ACTIVE
REDDIT USERS*
AROUND THE WORLD



we
are
social

430
MILLION

MONTHLY REDDIT USERS
COMPARED TO THE TOTAL
POPULATION AGED 13+



KEPIOS

7.0%

NUMBER OF
WORLDWIDE DAILY
ACTIVE REDDIT USERS



KEPIOS

52
MILLION

FEMALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS*



GWl.

38.2%

MALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS*



61.8%

JUL
2021

QUORA OVERVIEW

ESSENTIAL HEADLINES FOR QUORA USE AROUND THE WORLD

MONTHLY ACTIVE
QUORA USERS*
AROUND THE WORLD



300
MILLION

MONTHLY QUORA USERS
COMPARED TO THE TOTAL
POPULATION AGED 13+



4.9%

AVERAGE DURATION
OF EACH VISIT TO
QUORA'S WEBSITE



9M 24S

FEMALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS*



42.9%

MALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS*



57.1%



USE OF MOBILE DEVICES

JUL
2021

GLOBAL CELLULAR CONNECTIVITY

GLOBAL ADOPTION AND USE OF DEVICES THAT CONNECT TO CELLULAR NETWORKS

 THIS CHART SHOWS DIFFERENT DATA POINTS COMPARED WITH PREVIOUS REPORTS

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)



we
are
social

5.27
BILLION

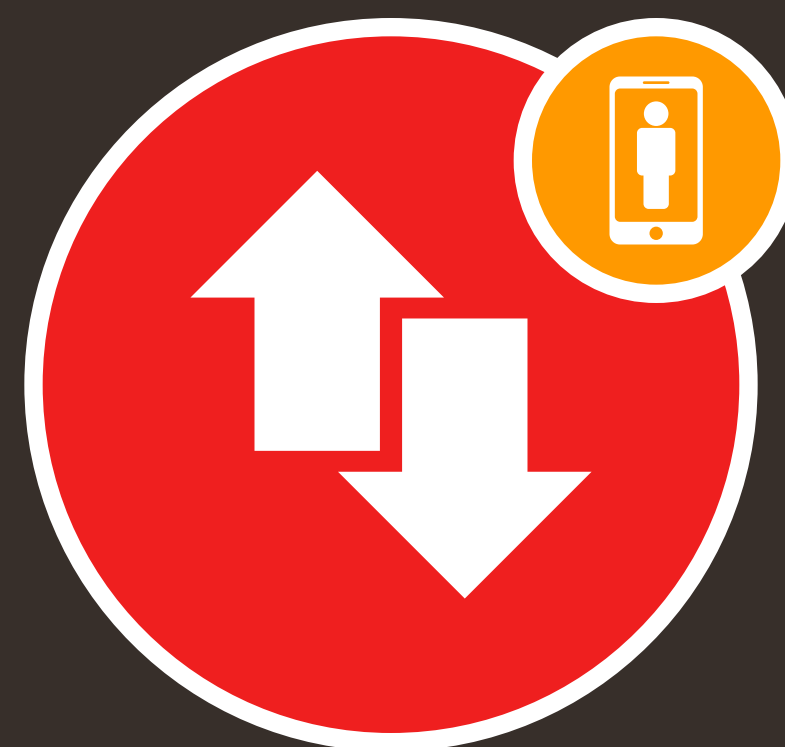
UNIQUE MOBILE
USERS AS A PERCENTAGE
OF TOTAL POPULATION



KEPIOS

66.9%

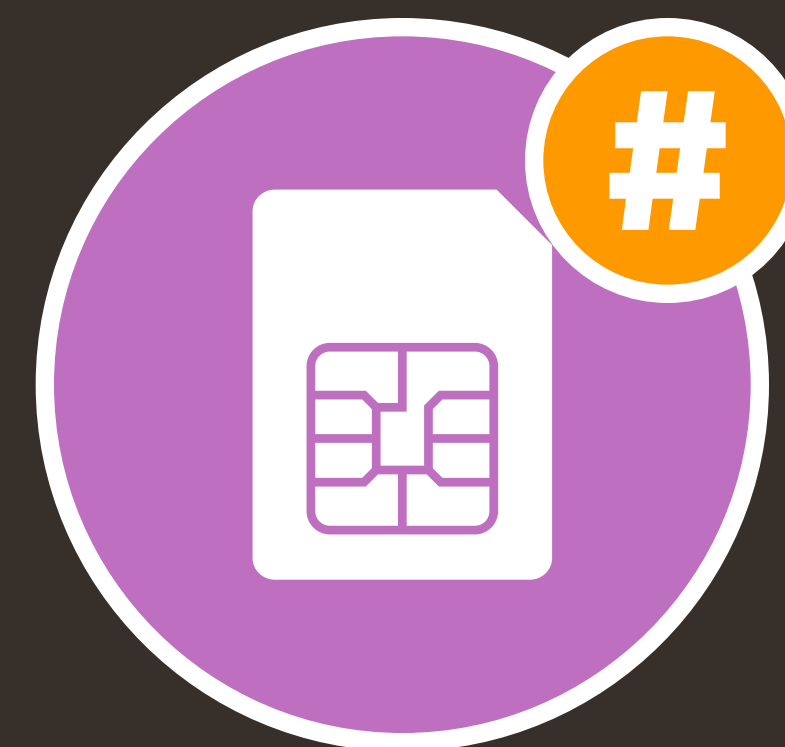
ANNUAL CHANGE IN
THE NUMBER OF UNIQUE
MOBILE SUBSCRIBERS



owl

+2.3%
+117 MILLION

TOTAL CELLULAR
CONNECTIONS
(INCLUDING IOT)



lightbulb

10.39
BILLION

ANNUAL CHANGE IN THE
NUMBER OF CELLULAR
CONNECTIONS (INC. IOT)



+6.9%
+670 MILLION

JUL
2021

MOBILE SUBSCRIBERS vs. CELLULAR CONNECTIONS

COMPARING THE NUMBER OF UNIQUE INDIVIDUALS USING MOBILE PHONES TO THE TOTAL NUMBER OF CELLULAR CONNECTIONS

 THIS CHART SHOWS DIFFERENT DATA POINTS COMPARED WITH PREVIOUS REPORTS

GSMA INTELLIGENCE DATA

TOTAL NUMBER OF
MOBILE SUBSCRIBERS
(UNIQUE INDIVIDUALS)



we
are
social

5.27
BILLION

TOTAL NUMBER OF MOBILE
CONNECTIONS (INCLUDING
CELLULAR IOT CONNECTIONS)



KEPIOS

10.39
BILLION

ERICSSON MOBILITY VISUALIZER DATA

TOTAL NUMBER OF
MOBILE SUBSCRIBERS
(UNIQUE INDIVIDUALS)



we
are
social

6.04
BILLION

TOTAL NUMBER OF MOBILE
CONNECTIONS (INCLUDING
CELLULAR IOT CONNECTIONS)



10.04
BILLION

JUL
2021

SHARE OF GLOBAL MOBILE CONNECTIONS BY DEVICE

PERCENTAGE OF GLOBAL CELLULAR CONNECTIONS* ASSOCIATED WITH EACH TYPE OF MOBILE DEVICE

SHARE OF CONNECTIONS
ASSOCIATED WITH
SMARTPHONES



79.0%

6.40 BILLION DEVICES

SHARE OF CONNECTIONS
ASSOCIATED WITH
FEATURE PHONES



17.2%

1.39 BILLION DEVICES

SHARE OF CONNECTIONS
ASSOCIATED WITH ROUTERS,
TABLETS, AND MOBILE PCS



3.8%

310 MILLION DEVICES

we
are
social



JUL
2021

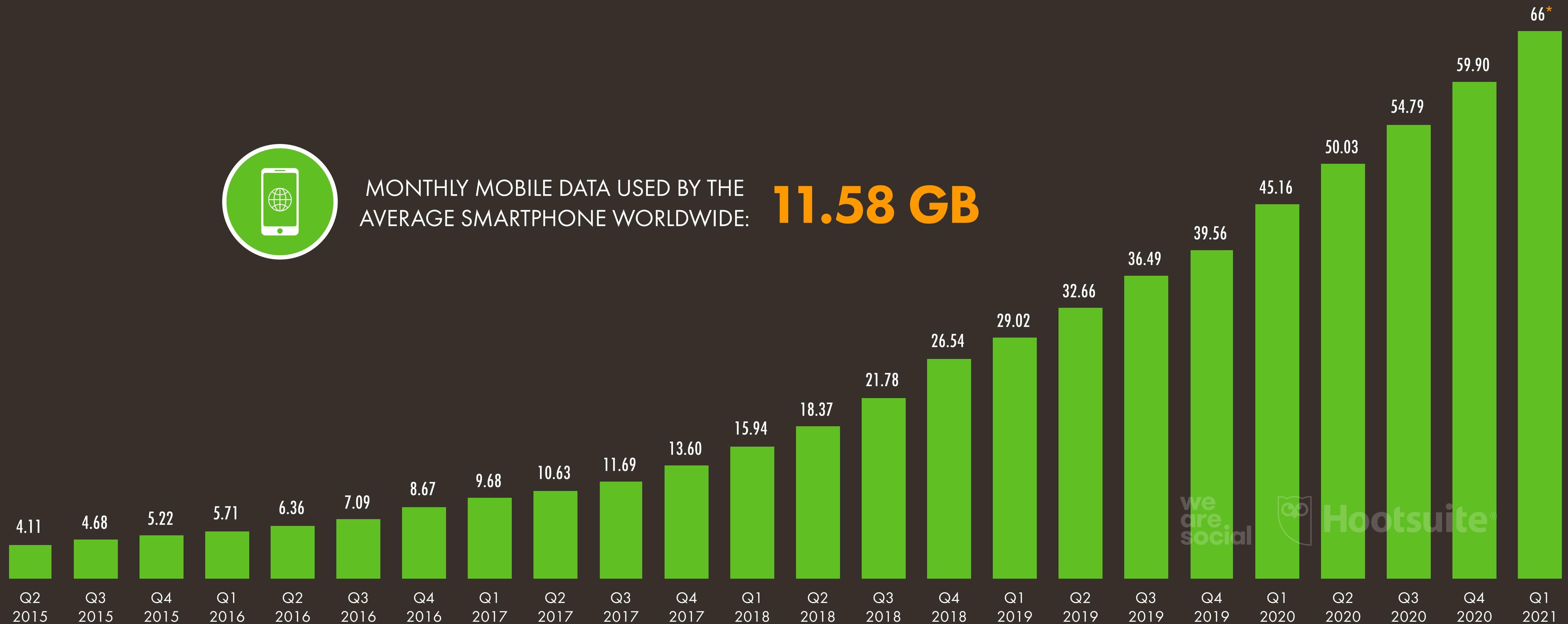
EVOLUTION OF GLOBAL MOBILE NETWORK DATA TRAFFIC

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



MONTHLY MOBILE DATA USED BY THE
AVERAGE SMARTPHONE WORLDWIDE:

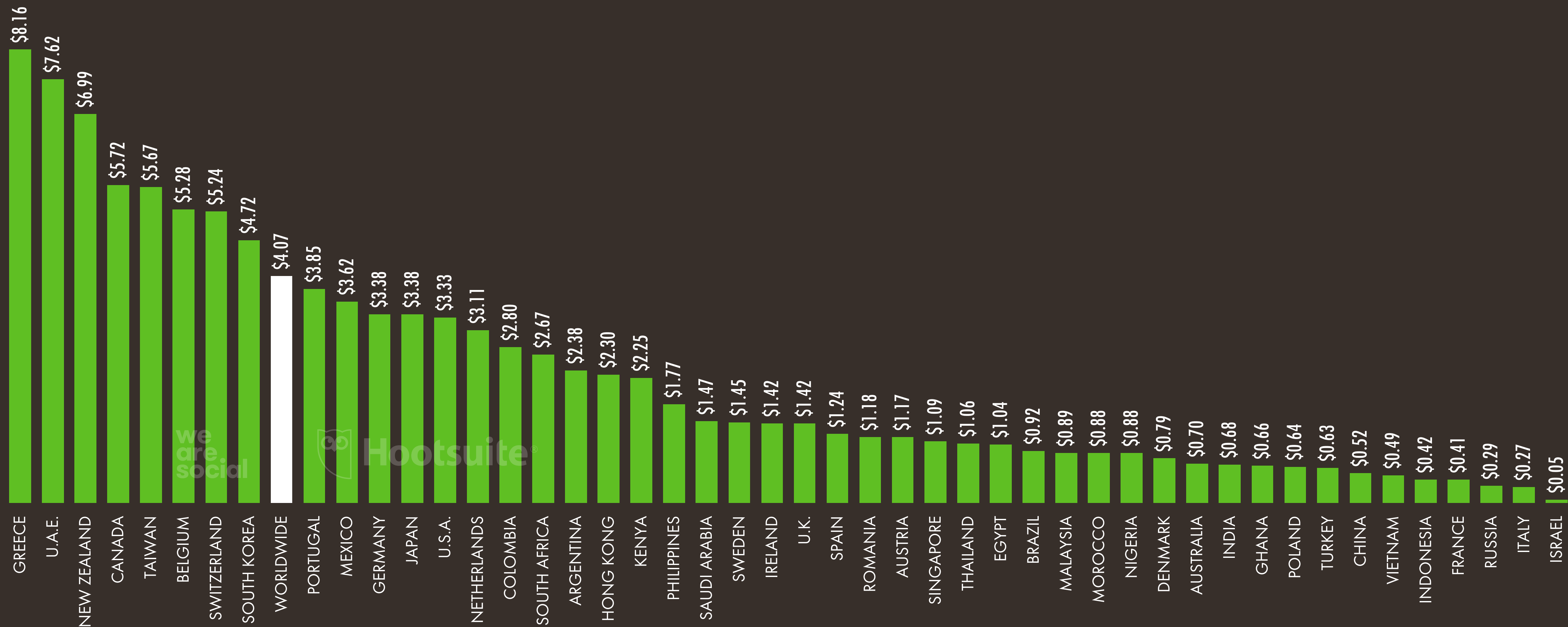
11.58 GB



JUL
2021

THE COST OF MOBILE DATA

THE **MEDIAN PRICE** (IN U.S. DOLLARS) OF **1GB** OF **MOBILE DATA**, BASED ON DATA PRICES IN EARLY 2021



JUL
2021

THE COST OF MOBILE DATA

RANKINGS OF COUNTRIES AND TERRITORIES WITH THE LOWEST AND HIGHEST **MEDIAN PRICE OF 1GB OF MOBILE DATA**

LOWEST MEDIAN PRICE OF **1GB OF MOBILE DATA** (IN U.S. DOLLARS)

#	COUNTRY	MEDIAN	▲ YOY	MIN vs. MAX
01	ISRAEL	\$0.05	-54.5%	\$20.93
02	KYRGYZSTAN	\$0.15	-28.6%	\$6.98
03	FIJI	\$0.19	-67.8%	\$0.80
04	ITALY	\$0.27	-37.2%	\$3.45
05	SUDAN	\$0.27	-57.1%	\$0.89
06	RUSSIA	\$0.29	-44.2%	\$1.73
07	MOLDOVA	\$0.32	-71.4%	\$2.72
08	BANGLADESH	\$0.34	-51.4%	\$2.11
09	SRI LANKA	\$0.38	-25.5%	\$5.53
10	CHILE	\$0.39	-45.1%	\$1.59

HIGHEST MEDIAN PRICE OF **1GB OF MOBILE DATA** (IN U.S. DOLLARS)

#	COUNTRY	MEDIAN	▲ YOY	MIN vs. MAX
230	EQUATORIAL GUINEA	\$49.67	+288.7%	\$18.06
229	FALKLANDS	\$44.56	+10.3%	\$52.55
228	SAINT HELENA	\$39.87	-24.1%	\$12.85
227	SÃO TOMÉ & PRÍNCIPE	\$30.97	+9.6%	\$108.38
226	MALAWI	\$25.46	-7.1%	\$5.09
225	CHAD	\$23.33	0%	\$42.95
224	NAMIBIA	\$22.37	+368.0%	\$70.86
223	TURKMENISTAN	\$21.41	+87.2%	\$23.30
222	TOKELAU	\$20.48	+15.4%	\$12.44
221	BERMUDA	\$19.80	-31.1%	\$95.83

we
are
social



JUL
2021

SHARE OF WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF **WEB PAGE REQUESTS** ORIGINATING FROM MOBILE HANDSETS RUNNING DIFFERENT MOBILE OPERATING SYSTEMS

SHARE OF WEB TRAFFIC
ORIGINATING FROM
ANDROID DEVICES



72.83%

JUN 2021 vs. JUN 2020:

-1.8%

-131 BPS

SHARE OF WEB TRAFFIC
ORIGINATING FROM
APPLE IOS DEVICES



26.35%

JUN 2021 vs. JUN 2020:

+4.3%

+109 BPS

SHARE OF WEB TRAFFIC
ORIGINATING FROM
SAMSUNG OS DEVICES*



0.41%

JUN 2021 vs. JUN 2020:

+95%

+20 BPS

SHARE OF WEB TRAFFIC
ORIGINATING FROM
KAI OS DEVICES



0.18%

JUN 2021 vs. JUN 2020:

+38%

+5 BPS

SHARE OF WEB TRAFFIC
ORIGINATING FROM
OTHER OS DEVICES



0.25%

JUN 2021 vs. JUN 2020:

0%

[UNCHANGED]

we
are
social

KEPIOS

owl

lightbulb

SOURCE: STATCOUNTER (ACCESSED JUL 2021). FIGURES REPRESENT EACH OPERATING SYSTEM'S SHARE OF WEB PAGES SERVED TO WEB BROWSERS ONLY. SHARE FIGURES ARE FOR JUNE 2021 ANNUAL CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). ***NOTES:** FIGURES FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. BADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID.

JUL
2021

APPS: GLOBAL TRENDS (APP ANNIE)

GLOBAL APP DOWNLOADS AND CONSUMER SPEND ON MOBILE APPS (IN US\$) IN Q2 2021, ACCORDING TO APP ANNIE

NUMBER OF MOBILE
APP DOWNLOADS
(GLOBAL, ALL PLATFORMS)



33
BILLION

ANNUAL GROWTH IN
THE NUMBER OF MOBILE
APP DOWNLOADS



-5.7%
-2 BILLION

TOTAL VALUE OF
GLOBAL CONSUMER
SPEND ON MOBILE APPS



\$34
BILLION

ANNUAL GROWTH IN THE
VALUE OF CONSUMER
SPEND ON MOBILE APPS



+25%
+\$7 BILLION

AVERAGE CONSUMER
SPEND ON APPS
PER SMARTPHONE*



\$5.31

JUL
2021

APPS: GLOBAL TRENDS (SENSORTOWER)

GLOBAL APP DOWNLOADS AND CONSUMER SPEND ON MOBILE APPS (IN US\$) IN Q2 2021, ACCORDING TO SENSORTOWER

NUMBER OF MOBILE
APP DOWNLOADS
(GLOBAL, ALL PLATFORMS)



KEPIOS

35.5
BILLION

ANNUAL GROWTH IN
THE NUMBER OF MOBILE
APP DOWNLOADS



we
are
social

-5.7%
-2 BILLION

TOTAL VALUE OF
GLOBAL CONSUMER
SPEND ON MOBILE APPS



we
are
social

\$33.1
BILLION

ANNUAL GROWTH IN THE
VALUE OF CONSUMER
SPEND ON MOBILE APPS



we
are
social

+19.4%

AVERAGE CONSUMER
SPEND ON APPS
PER SMARTPHONE*



\$5.17

JUL
2021

MOBILE APP RANKINGS: WEEKLY USAGE PENETRATION

RANKINGS OF TOP MOBILE APPS BY **WORLDWIDE USAGE PENETRATION** BETWEEN 27 JUNE AND 03 JULY 2021

RANKING OF APPS ON ANDROID PHONES BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	GOOGLE CHROME	GOOGLE
02	YOUTUBE	GOOGLE
03	GOOGLE	GOOGLE
04	WHATSAPP	FACEBOOK
05	GOOGLE PLAY SERVICES	GOOGLE
06	FACEBOOK	FACEBOOK
07	EMAIL	GOOGLE
08	INSTAGRAM	FACEBOOK
09	GOOGLE MAPS	GOOGLE
10	[N/A]	[N/A]

RANKING OF APPS ON IPHONES BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	MAIL	APPLE
02	CALENDAR	APPLE
03	CAMERA	APPLE
04	PHONE	APPLE
05	SAFARI	APPLE
06	MESSAGES	APPLE
07	SETTINGS	APPLE
08	PHOTOS	APPLE
09	MUSIC	APPLE
10	YOUTUBE	GOOGLE

JUL
2021

MOBILE APP RANKINGS: DOWNLOADS

RANKINGS OF TOP MOBILE APPS AND GAMES BY **TOTAL NUMBER OF WORLDWIDE DOWNLOADS** IN Q2 2021

RANKING OF MOBILE **APPS** BY **TOTAL NUMBER OF DOWNLOADS**

#	APP NAME	COMPANY
01	TIKTOK	BYTEDANCE
02	INSTAGRAM	FACEBOOK
03	FACEBOOK	FACEBOOK
04	WHATSAPP	FACEBOOK
05	ZOOM CLOUD MEETINGS	ZOOM
06	SNAPCHAT	SNAP
07	FACEBOOK MESSENGER	FACEBOOK
08	TELEGRAM	TELEGRAM
09	CAPCUT	BYTEDANCE
10	GOOGLE MEET	GOOGLE

RANKING OF MOBILE **GAMES** BY **TOTAL NUMBER OF DOWNLOADS**

#	GAME NAME	COMPANY
01	BRIDGE RACE	IRONSOURCE
02	HAIR CHALLENGE	ZYNGA
03	LUDO KING	GAMETION
04	FREE FIRE	SEA
05	HIGH HEELS!	ZYNGA
06	SUBWAY SURFERS	SYBO
07	COUNT MASTERS	ASCELLA MOBILE
08	GOING BALLS	GAMETION
09	ROBLOX	ROBLOX
10	PAPER FOLD	GOOD JOB GAMES

JUL
2021

MOBILE APP RANKINGS: CONSUMER SPEND

RANKINGS OF TOP MOBILE APPS AND GAMES BY **TOTAL WORLDWIDE CONSUMER SPEND** IN Q2 2021

RANKING OF MOBILE **APPS** BY **CONSUMER SPEND**

#	APP NAME	COMPANY
01	TIKTOK	BYTEDANCE
02	YOUTUBE	GOOGLE
03	TINDER	MATCH GROUP
04	DISNEY+	DISNEY
05	TENCENT VIDEO	TENCENT
06	HBO MAX	AT&T
07	PICCOMA	KAKAO JAPAN CORP
08	GOOGLE ONE	GOOGLE
09	TWITCH	AMAZON
10	BIGO LIVE	JOYY INC.

RANKING OF MOBILE **GAMES** BY **CONSUMER SPEND**

#	GAME NAME	COMPANY
01	ROBLOX	ROBLOX
02	UMA MUSUME PRETTY DERBY	CYBERAGENT
03	PUBG MOBILE	TENCENT
04	HONOUR OF KINGS	TENCENT
05	COIN MASTER	MOON ACTIVE
06	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
07	GENSHIN IMPACT	MIHOYO
08	CLASH OF CLANS	SUPERCELL
09	POKÉMON GO	NIANTIC
10	RISE OF KINGDOMS	LILITH

JUL
2021

BREAKOUT APPS: DOWNLOADS IN Q2 2021

APP ANNIE'S RANKING OF MOBILE APPS WITH THE MOST SIGNIFICANT QUARTER-ON-QUARTER GROWTH IN WORLDWIDE DOWNLOADS

BREAKOUT MOBILE APPS BY DOWNLOADS

#	APP NAME	COMPANY
01	SKINS TOOLS FOR FF	KASIN DEV
02	TIKTOK	BYTEDANCE
03	FAST VPN SECURE*	SUPER VPN LAB
04	TIKI – SHORT VIDEO COMMUNITY	DOL TECHNOLOGY
05	INSTAGRAM	FACEBOOK
06	SUPERNET VPN	SNOW HEAVEN STUDIO
07	TOONAPP: AI CARTOON PHOTO	LYREBIRD STUDIO
08	SMART VPN	EMPIRAFT
09	VOILÀ AI ARTIST	WEMAGINE.AI
10	RESSO	BYTEDANCE

BREAKOUT MOBILE GAMES BY DOWNLOADS

#	GAME NAME	COMPANY
01	BRIDGE RACE	IRONSOURCE
02	HAIR CHALLENGE	ROLIC
03	COUNT MASTERS	ASCELLA MOBILE
04	PAPER FOLD	GOOD JOB GAMES
05	BODY RACE	GISMART
06	ANIMAL TRANSFORM RACE	APPLOVIN
07	MUSCLE RUSH	SAYGAMES
08	CATWALK BEAUTY	WORD GAME STUDIO
09	LUDO KING	GAMETION
10	PRISON ESCAPE: STICKMAN STORY	ONESOFT

JUL
2021

BREAKOUT APPS: CONSUMER SPEND IN Q2 2021

APP ANNIE'S RANKING OF MOBILE APPS WITH THE MOST SIGNIFICANT QUARTER-ON-QUARTER GROWTH IN WORLDWIDE CONSUMER SPEND

BREAKOUT MOBILE APPS BY CONSUMER SPEND

#	APP NAME	COMPANY
01	TIKTOK	BYTEDANCE
02	HBO MAX	AT&T
03	YOUTUBE	GOOGLE
04	PICCOMA	KAKAO JAPAN CORP
05	TINDER	MATCH GROUP
06	DISNEY+	DISNEY
07	PICTURETHIS	GLORITY
08	QQ MUSIC	TENCENT
09	GOOGLE ONE	GOOGLE
10	BOSS 直聘-招聘求职找工作平台	KANZHUN

BREAKOUT MOBILE GAMES BY CONSUMER SPEND

#	GAME NAME	COMPANY
01	UMA MUSUME PRETTY DERBY	CYBERAGENT
02	CLASH OF CLANS	SUPERCCELL
03	NI NO KUNI: CROSS WORLDS	NETMARBLE
04	CLASH ROYALE	SUPERCCELL
05	ROBLOX	ROBLOX
06	ONE PIECE FIGHTING PATH	BYTEDANCE
07	DUOLO CONTINENT 斗罗大陆: 武魂觉醒	37GAMES
08	ROYAL MATCH	DREAM GAMES
09	LINEAGE 2M	NCSoft
10	PUZZLES & SURVIVAL	37GAMES



USE OF ECOMMERCE

JUL
2021

WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 WHO HAVE ENGAGED IN EACH ECOMMERCE ACTIVITY IN THE PAST WEEK



DUE TO SURVEY CHANGES, THE VALUES ON THIS CHART ARE NOT COMPARABLE TO VALUES PUBLISHED IN PREVIOUS REPORTS

SHOPPED OR BROWSED
FOR PRODUCTS ONLINE



GWl.

51.2%

PURCHASED A PRODUCT
OR SERVICE ONLINE



KEPIOS

39.3%

ORDERED GROCERIES
VIA AN ONLINE STORE



GWl.

26.1%

USED AN ONLINE PRICE
COMPARISON SERVICE



24.8%

USED A 'BUY NOW,
PAY LATER' SERVICE



17.5%

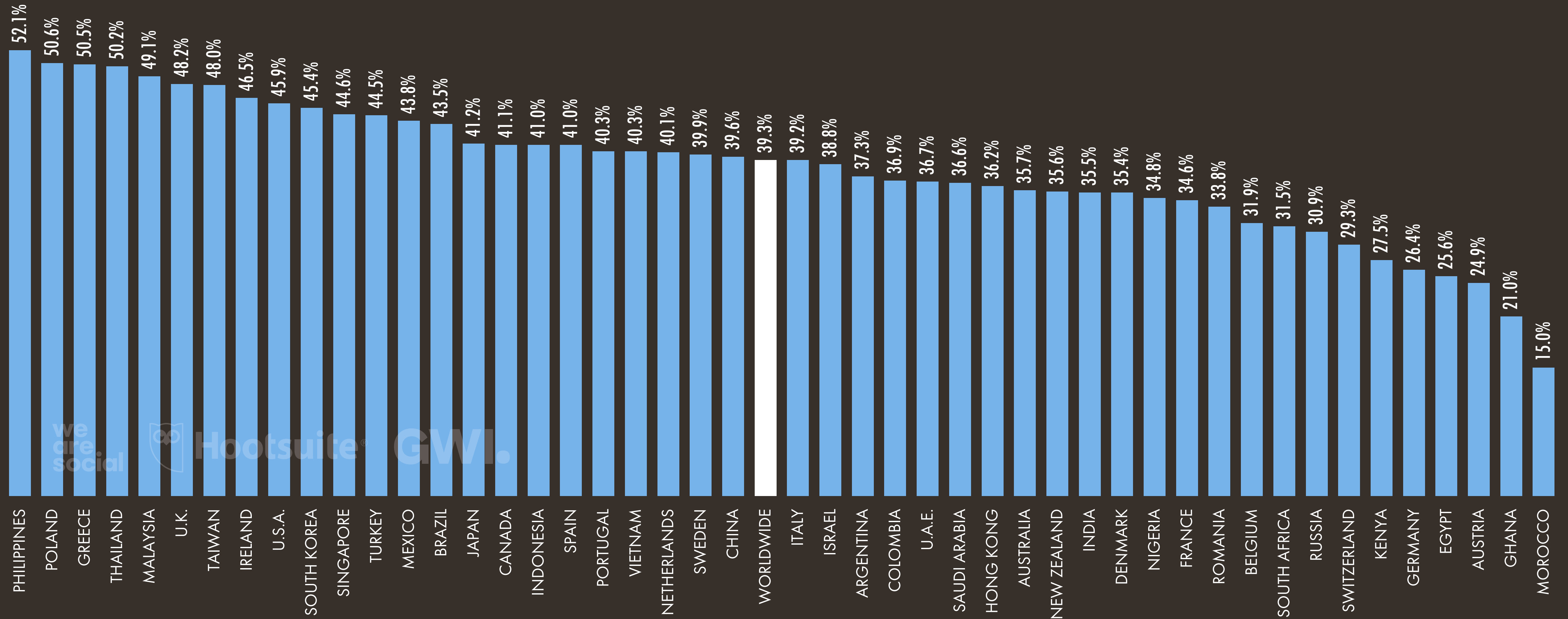
JUL
2021

WEEKLY ONLINE PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BOUGHT SOMETHING ONLINE VIA ANY DEVICE IN THE PAST WEEK



DUE TO SURVEY CHANGES, THE VALUES ON THIS CHART ARE NOT COMPARABLE TO VALUES PUBLISHED IN PREVIOUS REPORTS



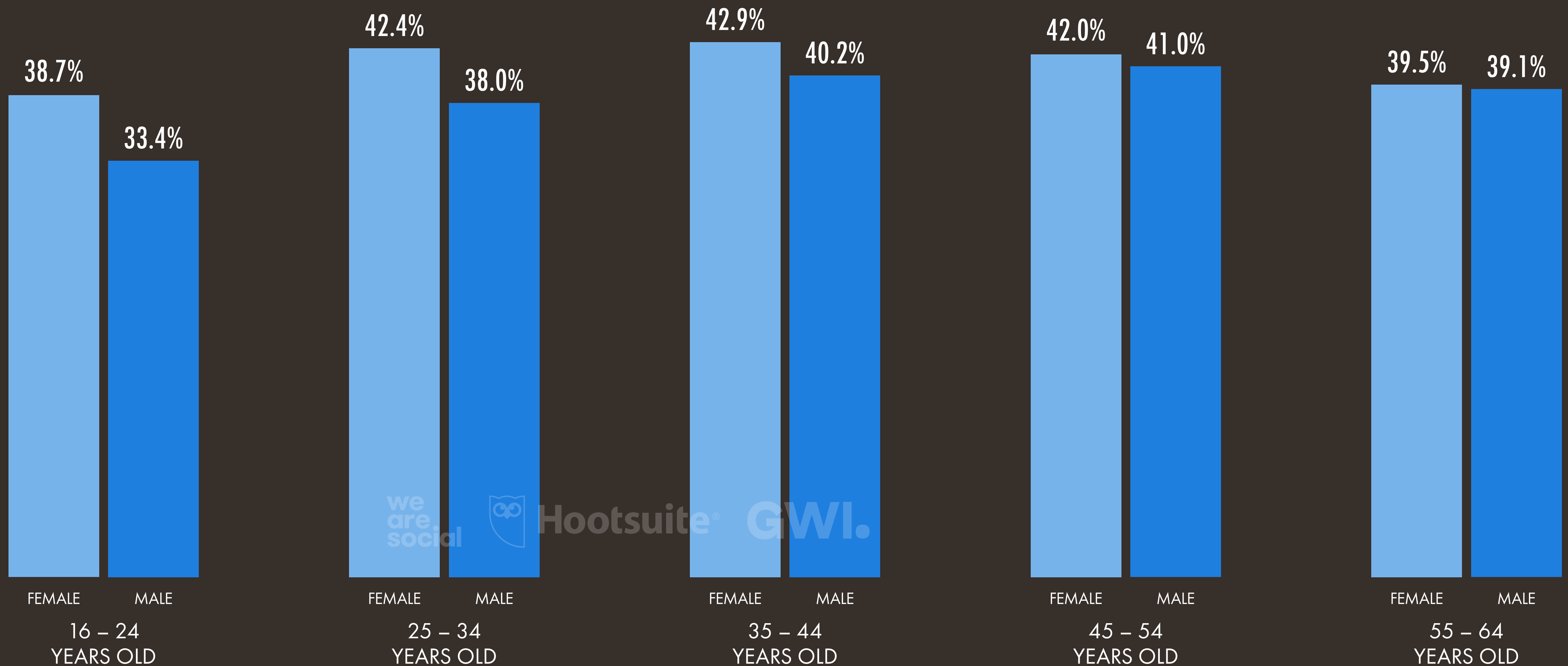
JUL
2021

WEEKLY ONLINE PURCHASES BY AGE AND GENDER

PERCENTAGE OF GLOBAL INTERNET USERS WHO BOUGHT SOMETHING ONLINE VIA ANY DEVICE IN THE PAST WEEK



DUE TO SURVEY CHANGES, THE VALUES ON THIS CHART ARE NOT COMPARABLE TO VALUES PUBLISHED IN PREVIOUS REPORTS



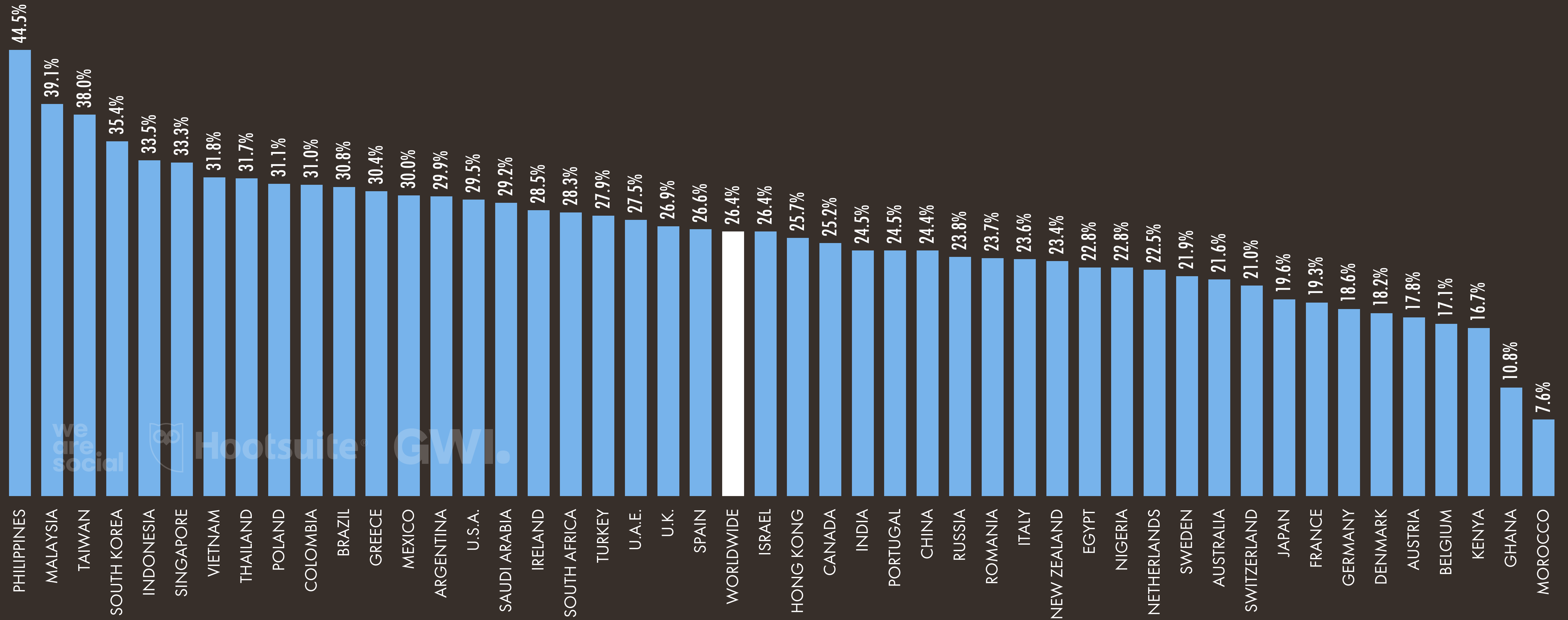
JUL
2021

WEEKLY MOBILE COMMERCE PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BOUGHT SOMETHING ONLINE VIA A MOBILE DEVICE IN THE PAST WEEK



DUE TO SURVEY CHANGES, THE VALUES ON THIS CHART ARE NOT COMPARABLE TO VALUES PUBLISHED IN PREVIOUS REPORTS



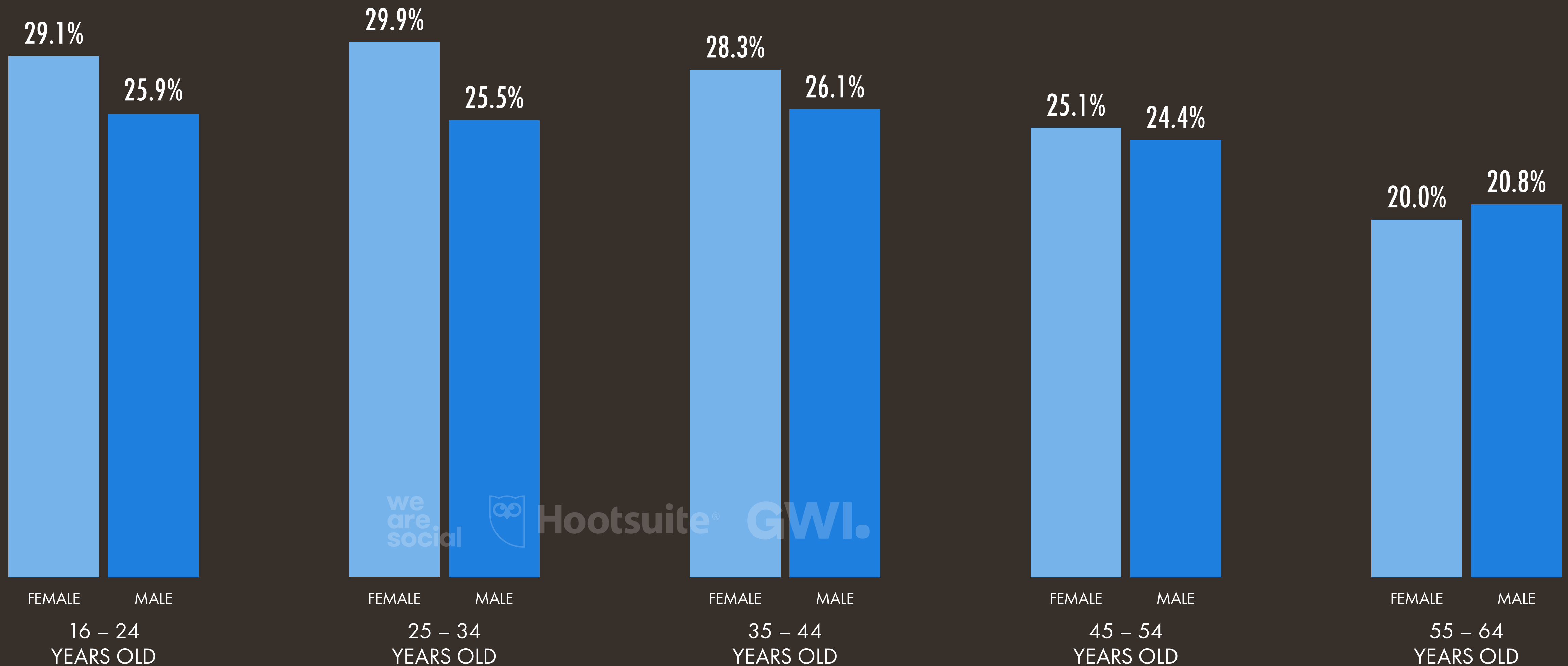
JUL
2021

WEEKLY MOBILE COMMERCE PURCHASES

PERCENTAGE OF GLOBAL INTERNET USERS WHO BOUGHT SOMETHING ONLINE VIA A MOBILE DEVICE IN THE PAST WEEK



DUE TO SURVEY CHANGES, THE VALUES ON THIS CHART ARE NOT COMPARABLE TO VALUES PUBLISHED IN PREVIOUS REPORTS



JUL
2021

ECOMMERCE ACTIVITY DASHBOARD

YEAR-ON-YEAR CHANGE IN KEY ECOMMERCE PERFORMANCE METRICS, ACCORDING TO CONTENTSQUARE

ANNUAL CHANGE
IN TRAFFIC (VISITS) TO
ECOMMERCE PROPERTIES



we
are
social

-11.1%

ANNUAL CHANGE IN THE
NUMBER OF PAGE VIEWS
ON ECOMMERCE PROPERTIES



KEPIOS

-15.0%

ANNUAL CHANGE IN THE
TIME SPENT ON ECOMMERCE
PROPERTIES PER SESSION



owl

-18.8%

ANNUAL CHANGE
IN THE ECOMMERCE
CONVERSION RATE

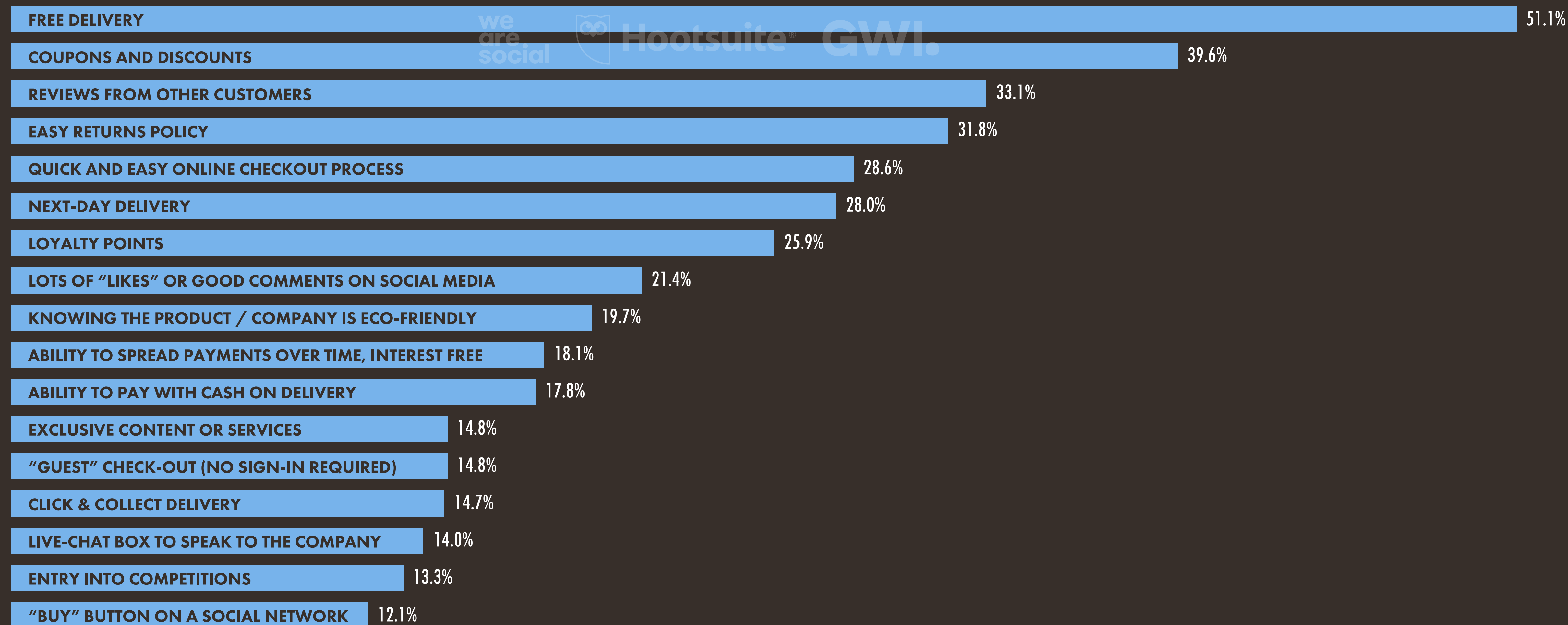


-4.3%

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2021**

ONLINE PURCHASE DRIVERS

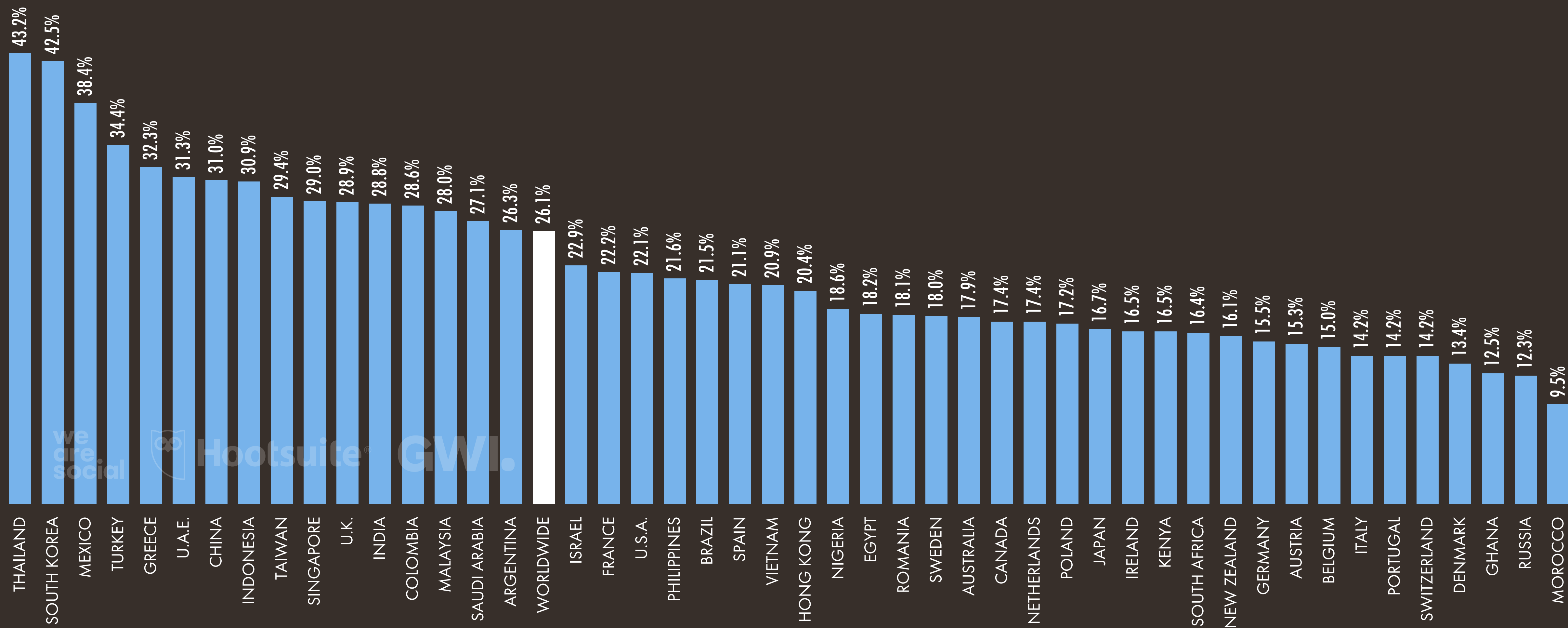
PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 WHO SAY THAT EACH FEATURE WOULD INCREASE THEIR LIKELIHOOD OF BUYING A PRODUCT



JUL
2021

ORDERING GROCERIES ONLINE

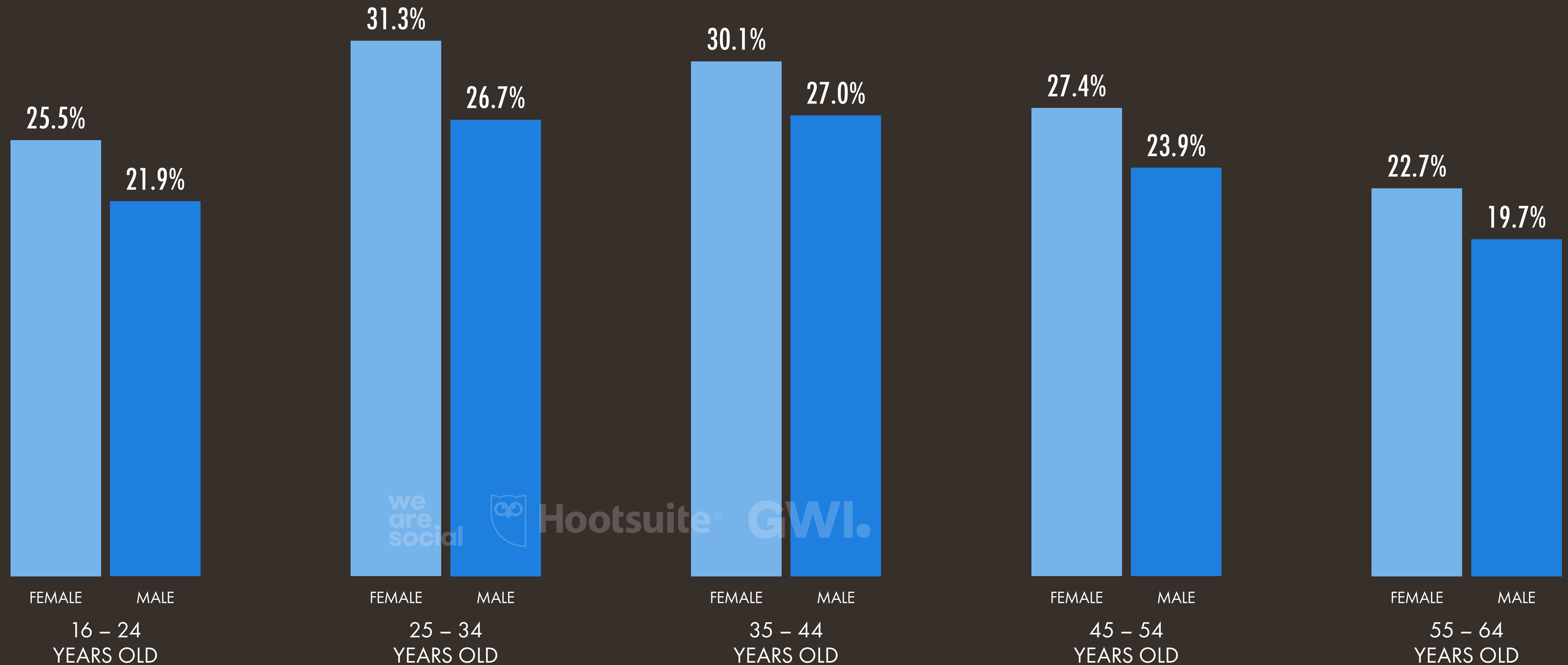
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ORDERED GROCERIES ONLINE IN THE PAST WEEK (VIA ANY DEVICE)



**JUL
2021**

ORDERING GROCERIES ONLINE

PERCENTAGE OF GLOBAL INTERNET USERS WHO ORDERED GROCERIES ONLINE IN THE PAST WEEK (VIA ANY DEVICE)



JUL
2021

DIGITAL CONTENT PURCHASES

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 WHO HAVE PAID FOR EACH TYPE OF DIGITAL CONTENT IN THE PAST MONTH

MOVIE OR TV STREAMING
SERVICE (E.G. NETFLIX)



30.7%



MUSIC STREAMING
SERVICE (E.G. SPOTIFY)



23.0%

GWl.

MUSIC
DOWNLOAD



20.0%



MOBILE
APP



16.8%

GWl.

MOVIE OR TV
DOWNLOAD



17.1%

MOBILE
GAME



16.6%

GWl.

STUDY PROGRAM OR
LEARNING MATERIALS



14.3%

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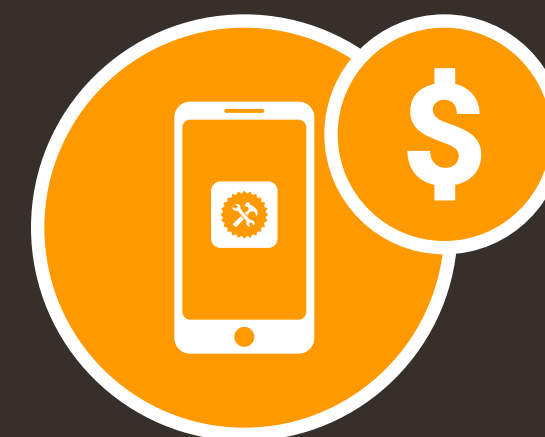
E-BOOK



12.6%

GWl.

IN-APP
PURCHASE



11.0%



ONLINE
NEWS SERVICE



10.7%

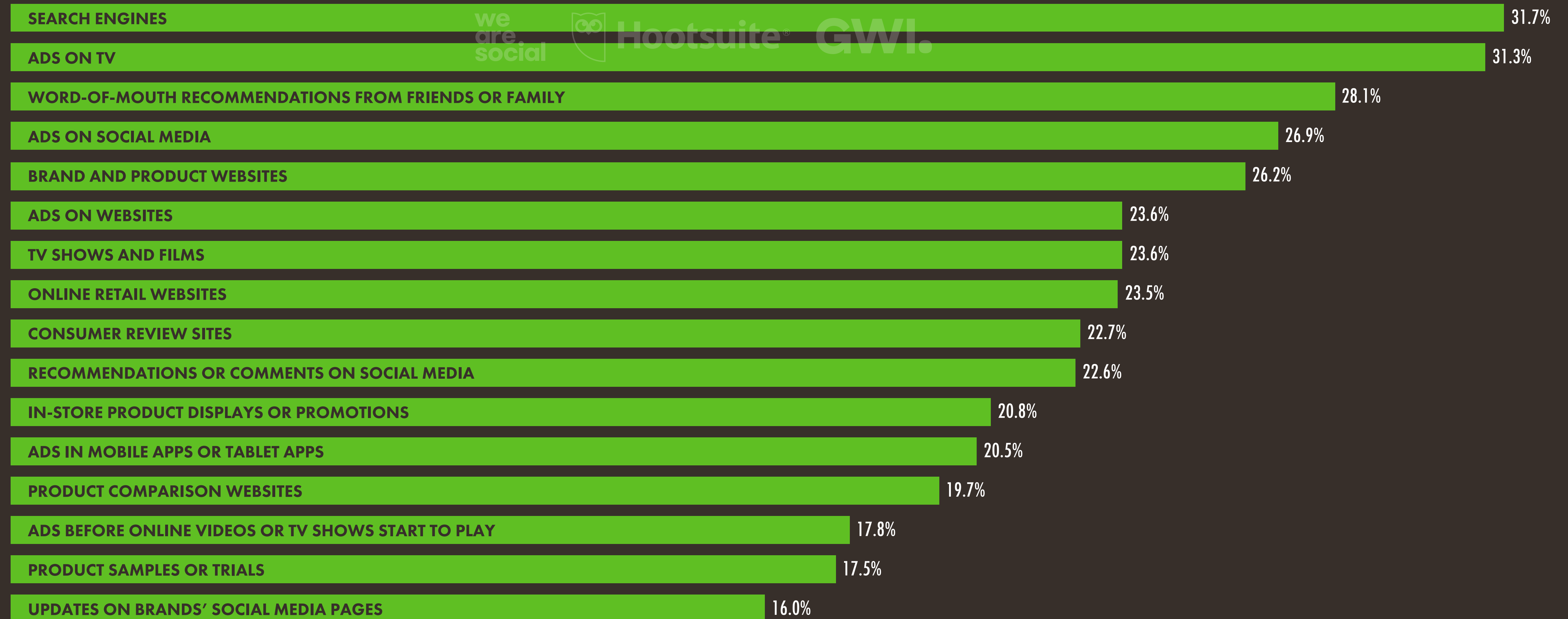


DIGITAL MARKETING

JUL
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SOURCES OF NEW BRAND DISCOVERY

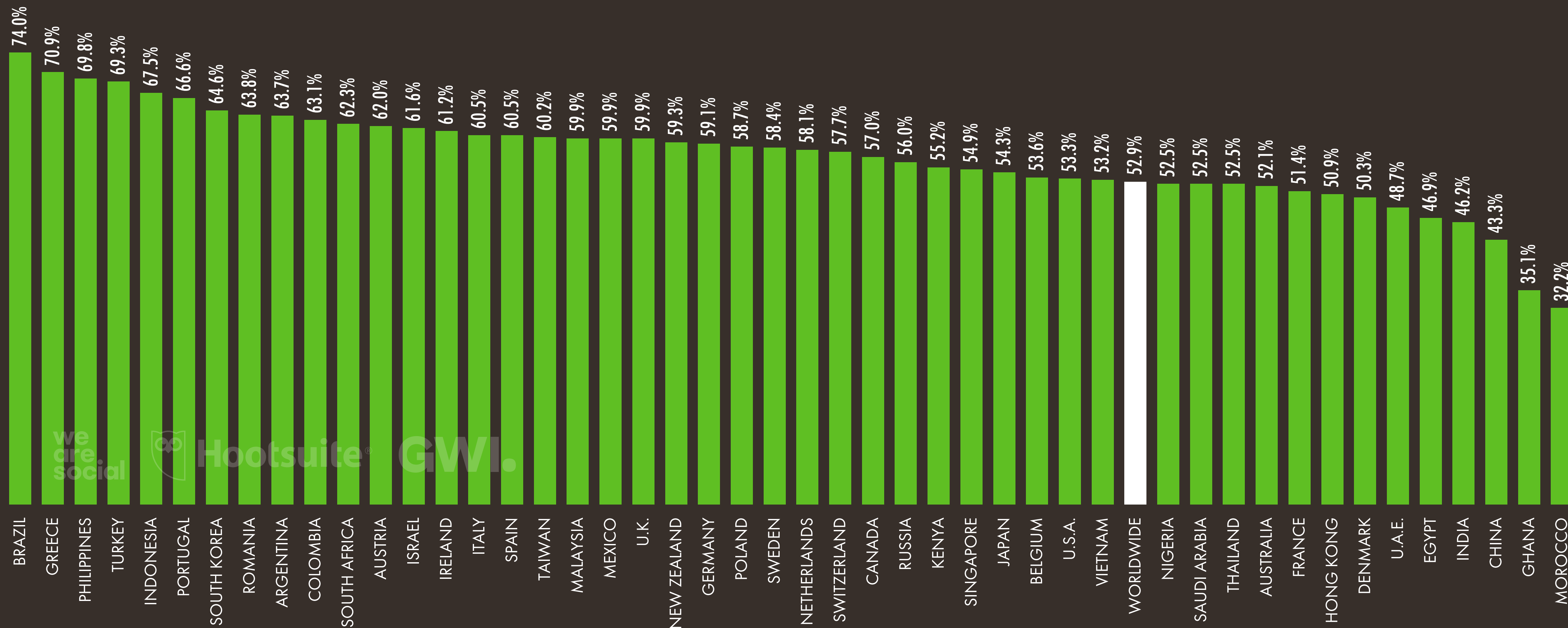
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY DISCOVER NEW BRANDS AND PRODUCTS THROUGH EACH MEDIUM OR ACTIVITY



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2021

ONLINE BRAND RESEARCH

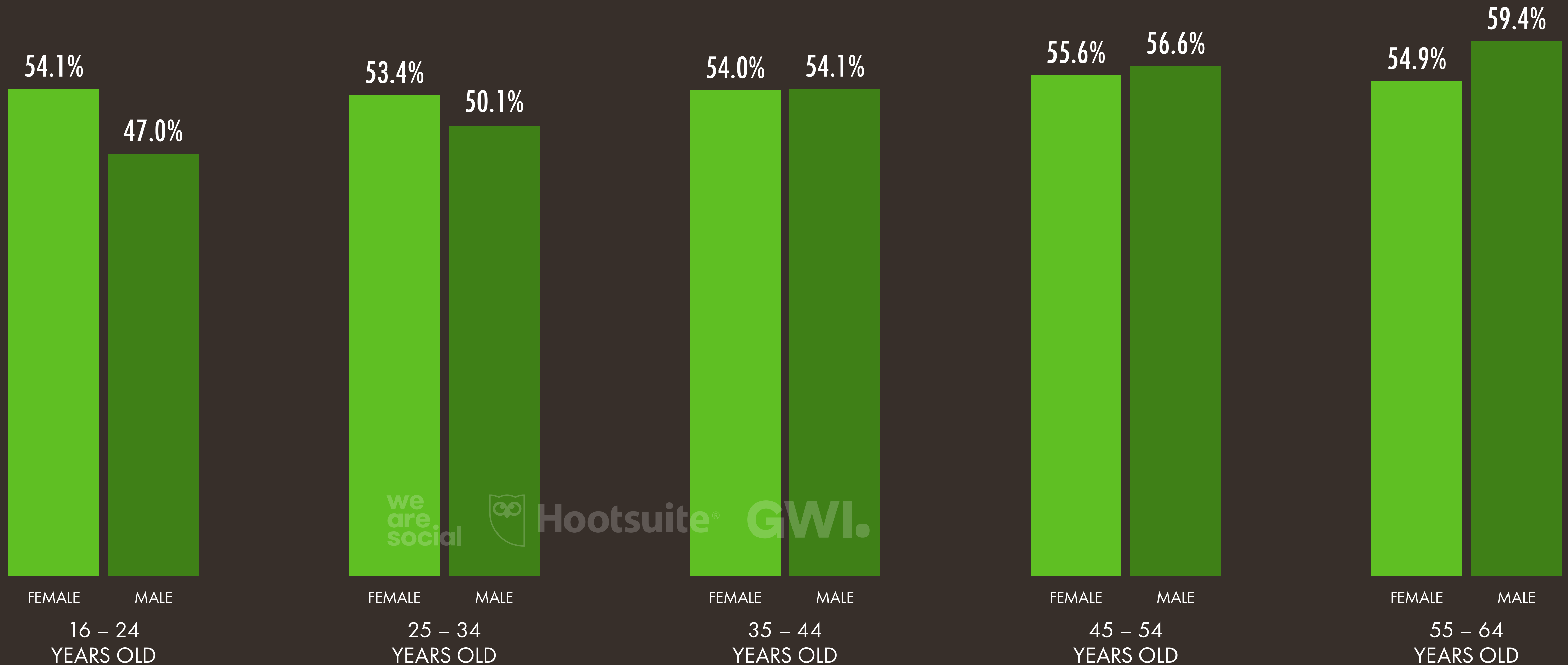
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY RESEARCH BRANDS AND PRODUCTS ONLINE BEFORE MAKING A PURCHASE



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2021

ONLINE BRAND RESEARCH

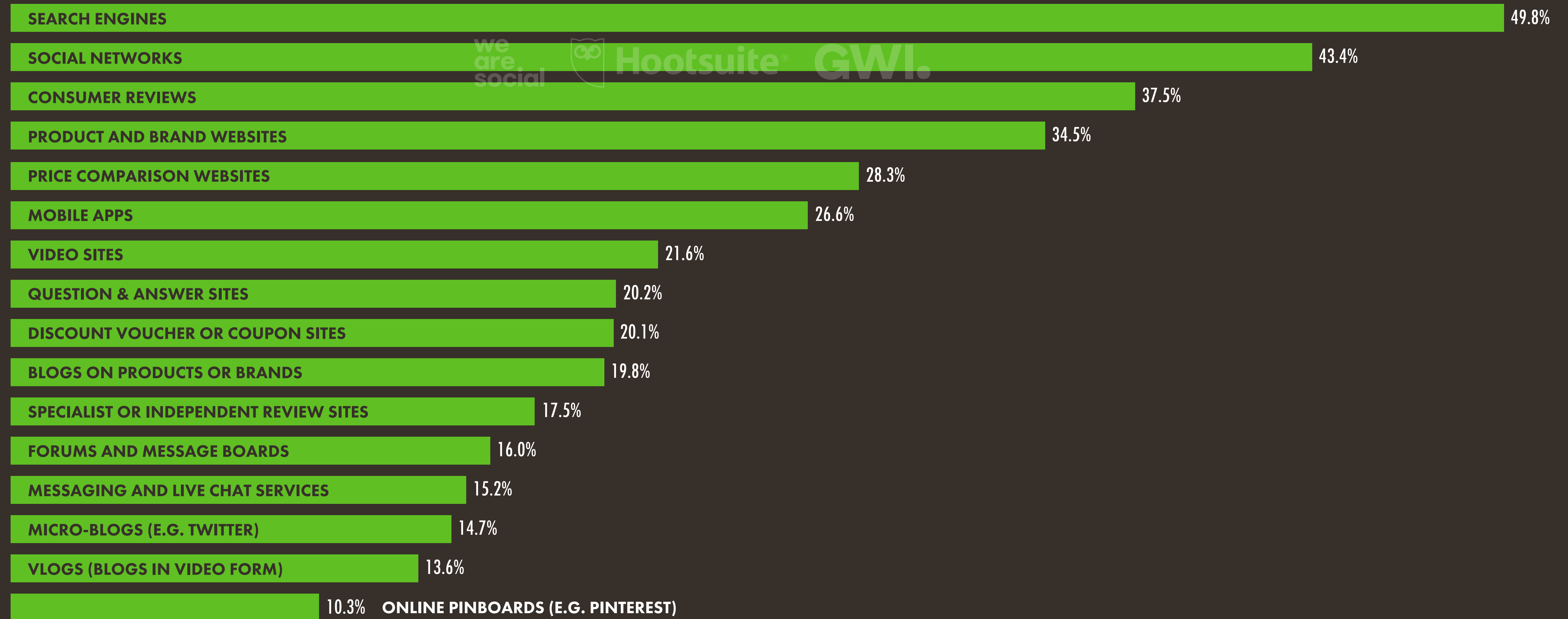
PERCENTAGE OF GLOBAL INTERNET USERS WHO SAY THEY RESEARCH BRANDS AND PRODUCTS ONLINE BEFORE MAKING A PURCHASE



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2021

PRIMARY CHANNELS FOR ONLINE BRAND RESEARCH

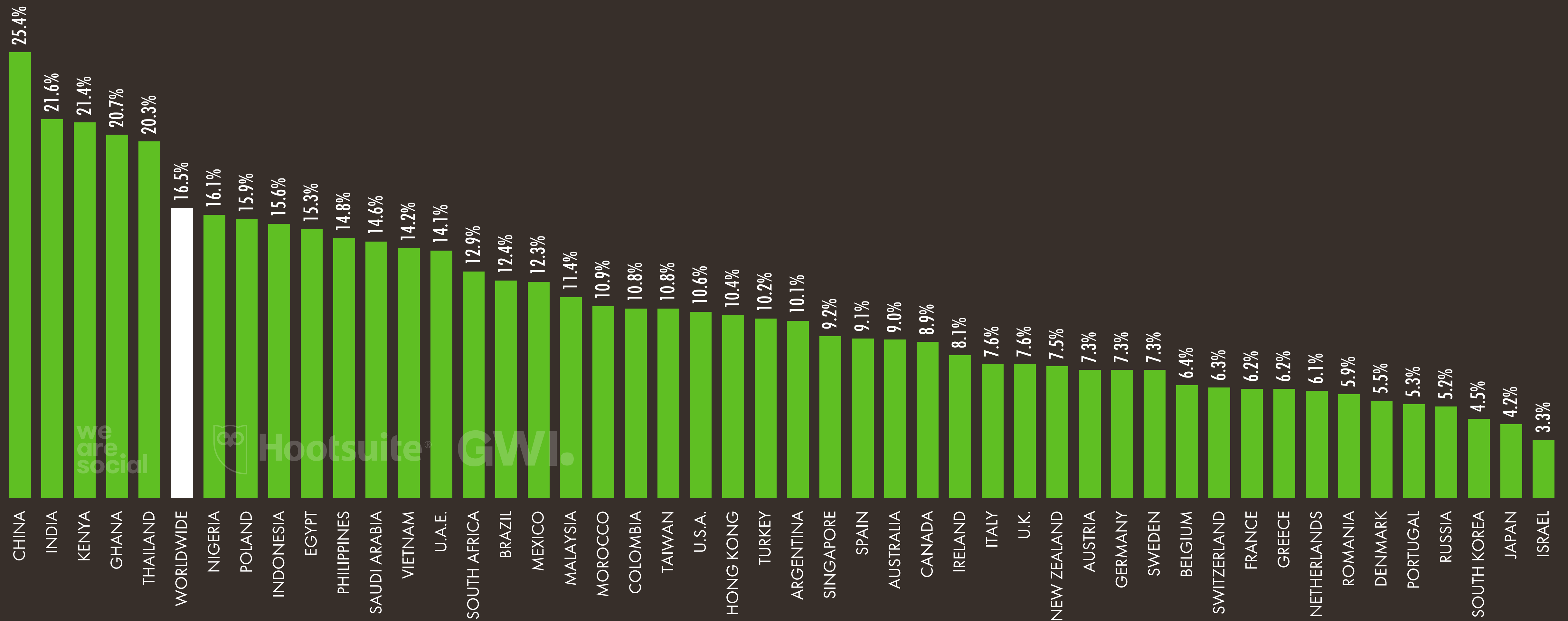
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS



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DOES ADVERTISING REPRESENT ITS AUDIENCES?

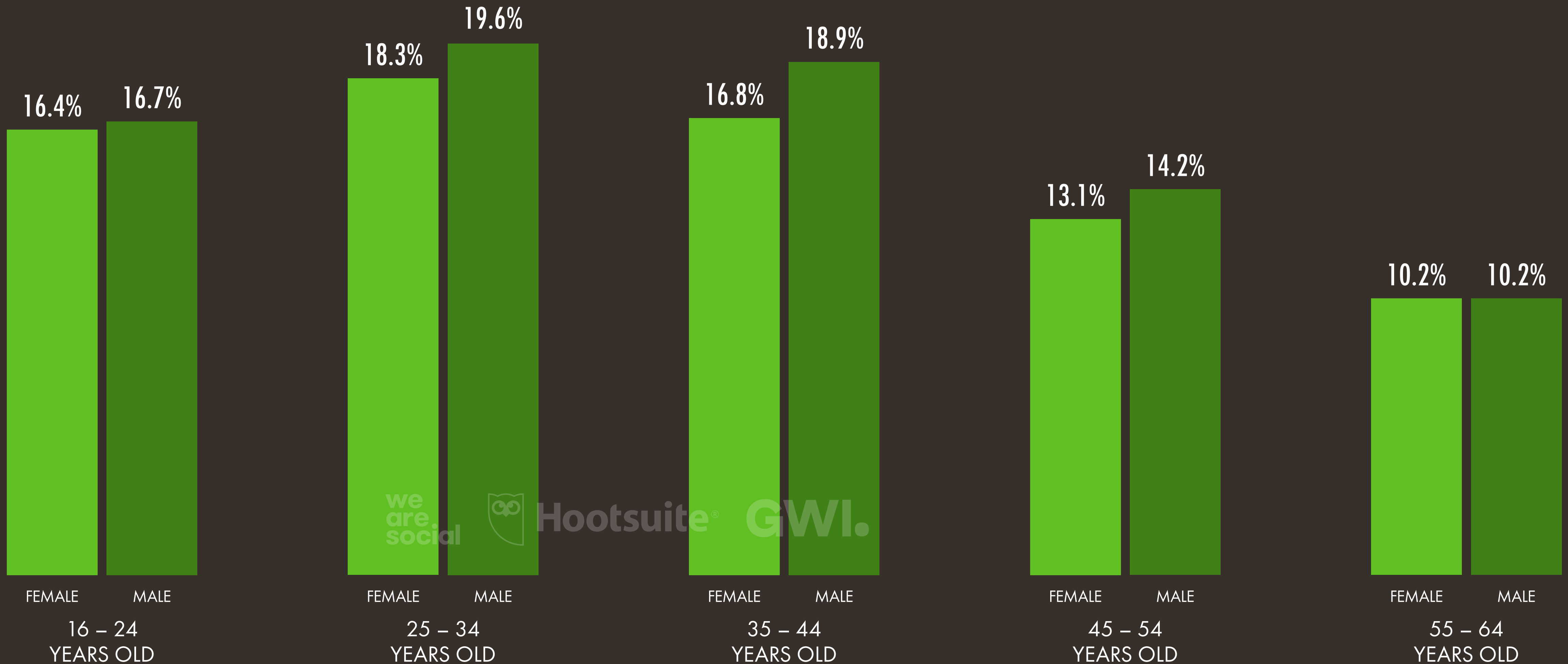
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT THEY FEEL REPRESENTED IN THE ADVERTISING THEY SEE (ANY MEDIUM / CHANNEL)



JUL
2021

DOES ADVERTISING REPRESENT ITS AUDIENCES?

PERCENTAGE OF GLOBAL INTERNET USERS WHO SAY THAT THEY FEEL REPRESENTED IN THE ADVERTISING THEY SEE (ANY MEDIUM / CHANNEL)



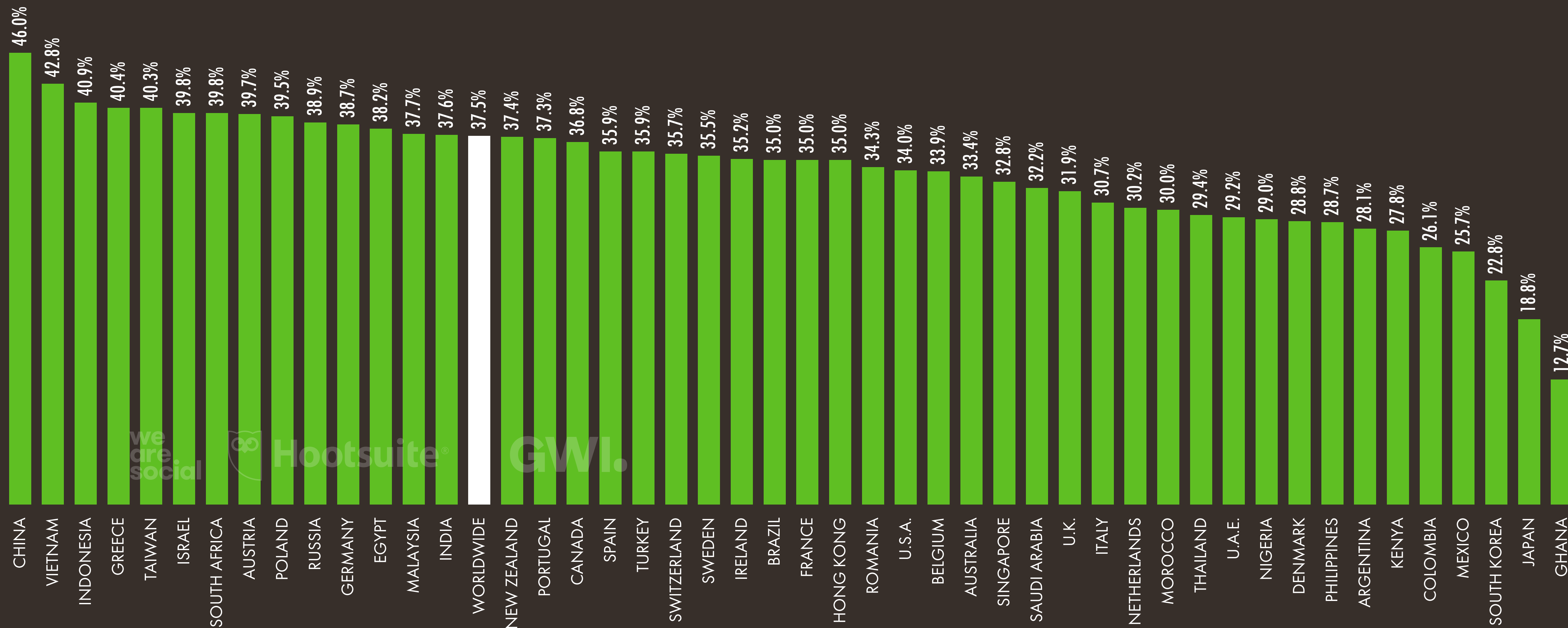
JUL
2021

USE OF AD BLOCKERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE TOOLS TO BLOCK ONLINE ADVERTISING



THE CONTEXT OF THE SURVEY QUESTION THAT INFORMS THIS CHART HAS CHANGED, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS



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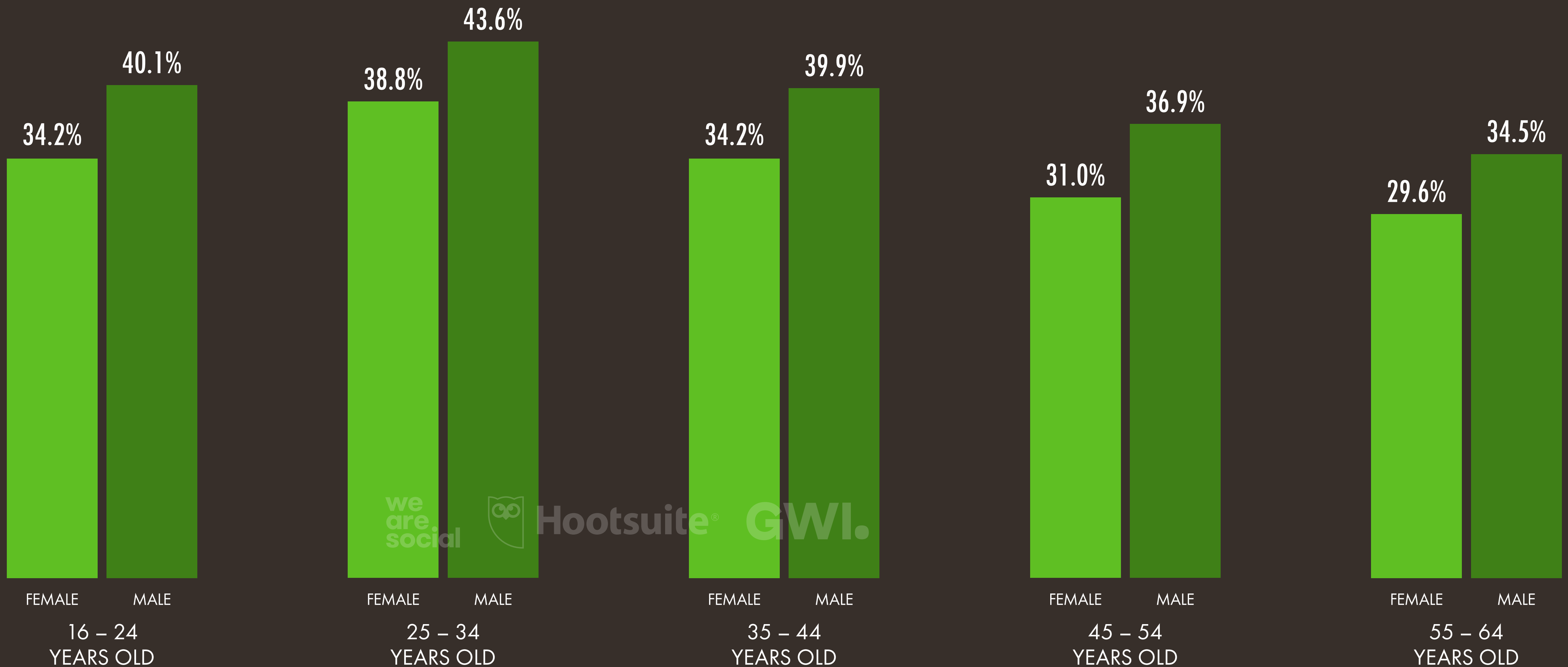
GWl.

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2021

USE OF AD BLOCKERS BY AGE AND GENDER

PERCENTAGE OF GLOBAL INTERNET USERS WHO USE TOOLS TO BLOCK ONLINE ADVERTISING

⚠️ THE CONTEXT OF THE SURVEY QUESTION THAT INFORMS THIS CHART HAS CHANGED, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS



JUL
2021

REASONS FOR USING AN AD BLOCKER

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 WHO USE AD-BLOCKING TOOLS WHO SAY THEY USE AN AD BLOCKER FOR EACH REASON

⚠ THE CONTEXT OF THE SURVEY QUESTION THAT INFORMS THIS CHART HAS CHANGED, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS

THERE ARE TOO MANY ADS

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GWl.

61.1%

ADS GET IN THE WAY

53.9%

TO STOP ANY INAPPROPRIATE CONTENT BEING SHOWN

40.0%

ADS AREN'T RELEVANT TO ME

39.2%

TO PROTECT MY PRIVACY

38.5%

TO IMPROVE MY DEVICE'S PERFORMANCE (E.G. BATTERY LIFE, PAGE LOAD TIMES)

33.4%

TO STOP COMPANIES COLLECTING DATA ABOUT ME

26.9%

1.4% OTHER



JUL
2021

ANNUAL WORLDWIDE DIGITAL AD SPEND

EMARKETER'S ESTIMATES OF WORLDWIDE SPEND ON DIGITAL ADVERTISING FOR FULL-YEAR 2020

WORLDWIDE SPEND ON DIGITAL
ADVERTISING (IN U.S. DOLLARS)



\$378.2
BILLION

ANNUAL CHANGE IN WORLDWIDE
DIGITAL AD SPEND, 2019-2020



+12.7%
+\$43 BILLION

DIGITAL'S SHARE OF TOTAL WORLDWIDE
SPEND ON ADVERTISING MEDIA

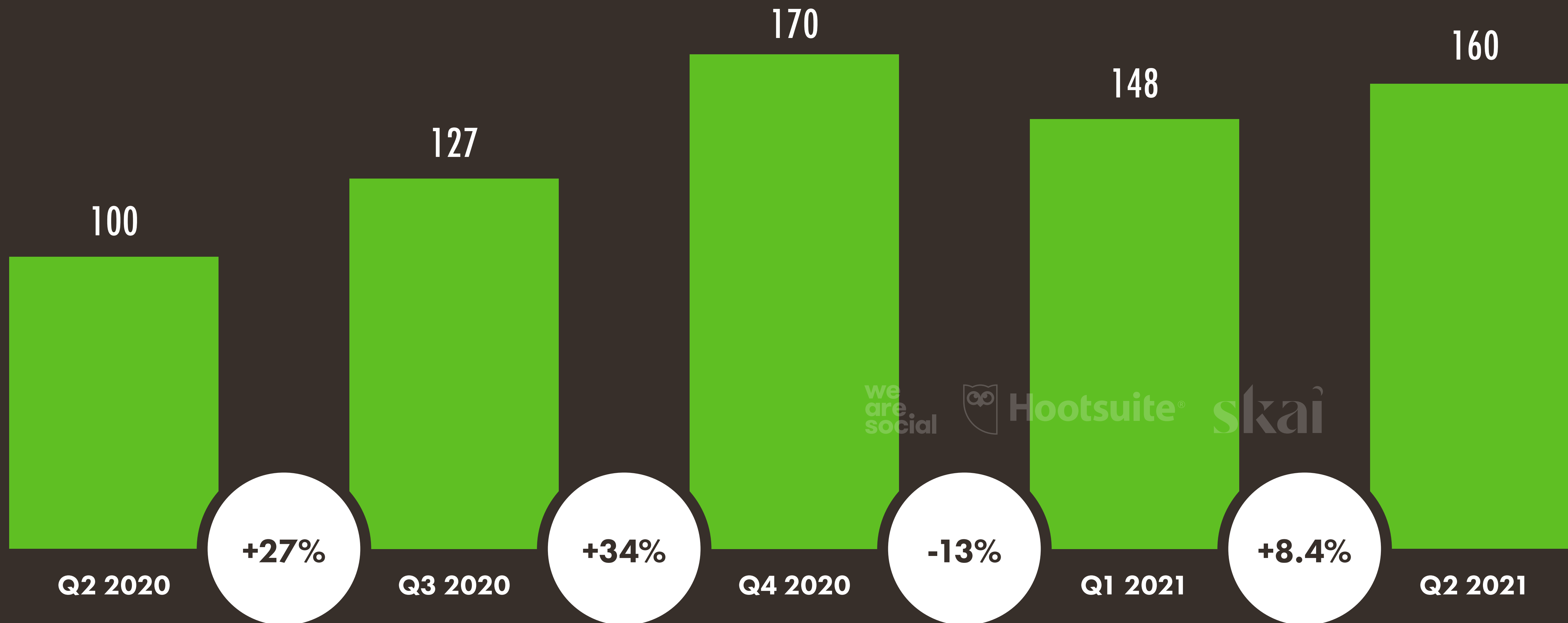


58.2%

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2021

QUARTERLY CHANGE IN PAID SEARCH AD SPEND

QUARTER-ON-QUARTER CHANGE IN THE TOTAL AMOUNT SPENT ON PAID ONLINE **SEARCH ADS**, REPORTED AS AN INDEX



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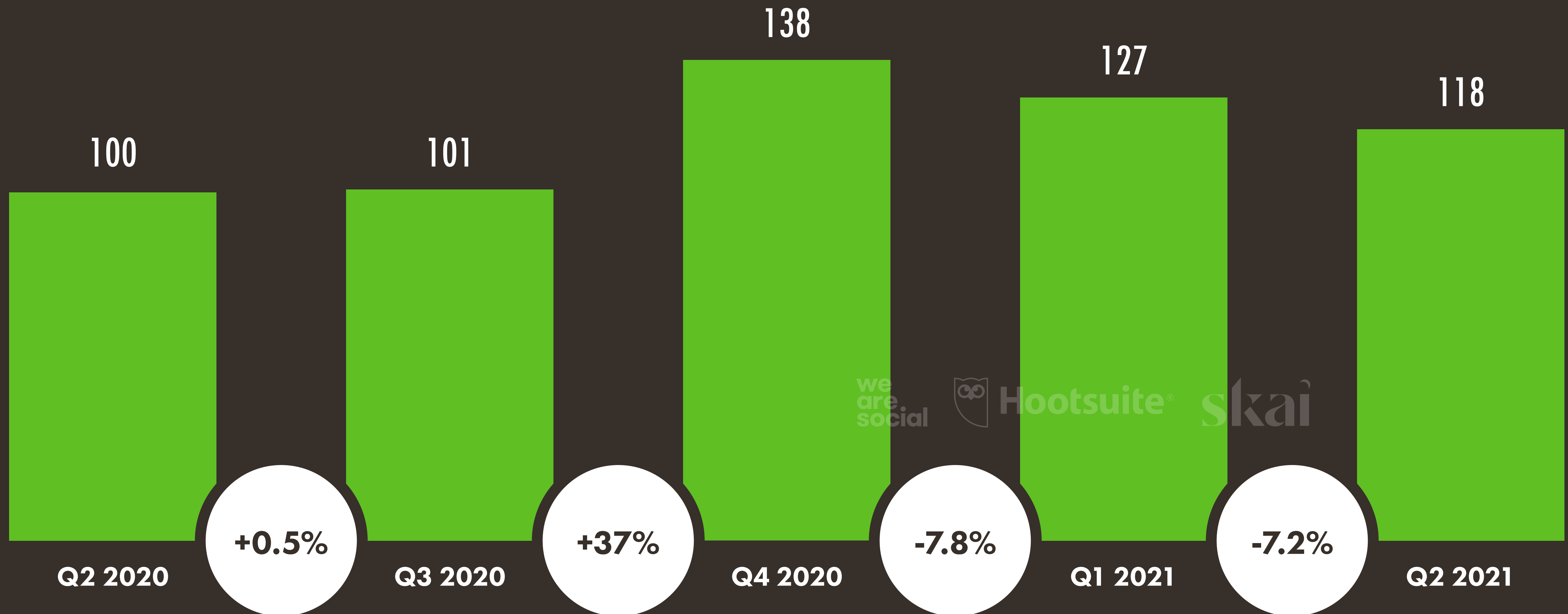
skai



JUL
2021

QUARTERLY CHANGE IN PAID SEARCH AD IMPRESSIONS

QUARTER-ON-QUARTER CHANGE IN THE TOTAL NUMBER OF PAID ONLINE SEARCH AD IMPRESSIONS, REPORTED AS AN INDEX



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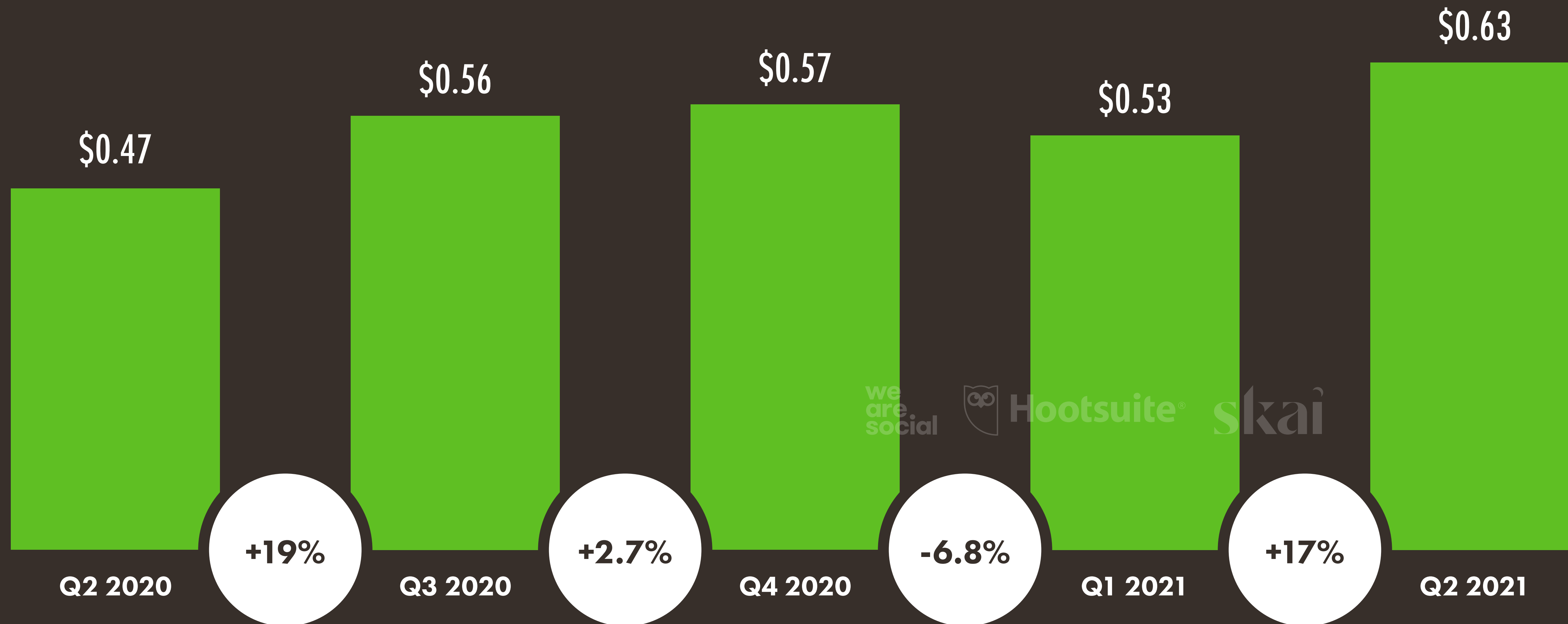
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JUL
2021

QUARTERLY CHANGE IN PAID SEARCH AD CPC

QUARTER-ON-QUARTER CHANGE IN THE AVERAGE COST-PER-CLICK FOR PAID ONLINE **SEARCH ADS** (IN USD)



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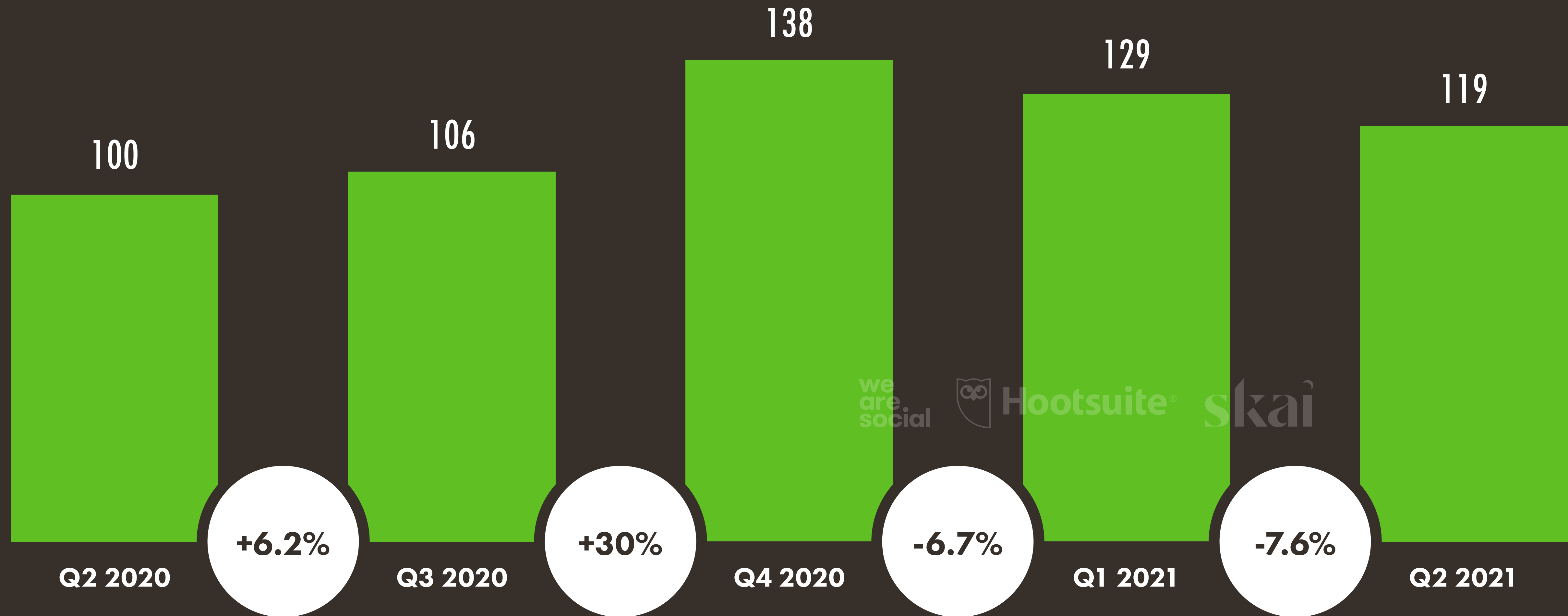
skai



JUL
2021

QUARTERLY CHANGE IN PAID SEARCH AD CLICKS

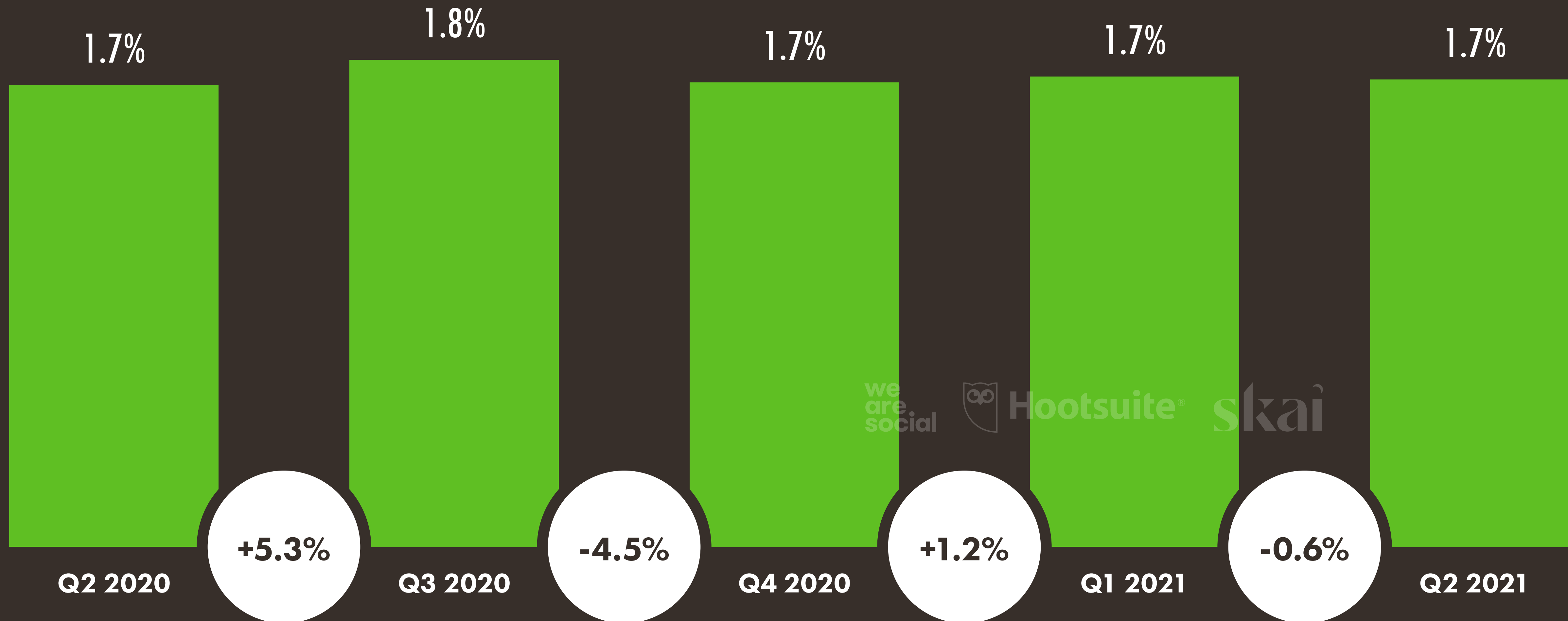
QUARTER-ON-QUARTER CHANGE IN THE TOTAL NUMBER OF CLICKS ON PAID ONLINE **SEARCH ADS**, REPORTED AS AN INDEX



JUL
2021

QUARTERLY CHANGE IN PAID SEARCH AD CTR

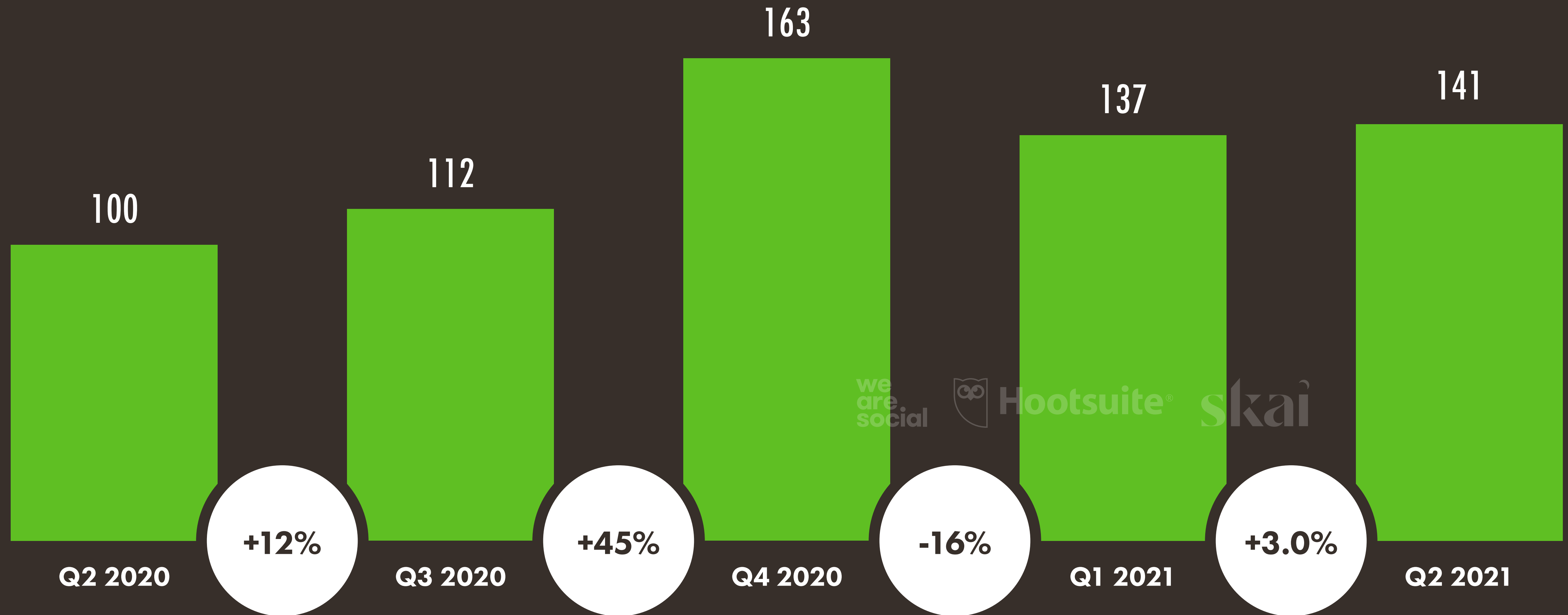
QUARTER-ON-QUARTER CHANGE IN THE AVERAGE CLICK-THROUGH RATE FOR PAID ONLINE **SEARCH ADS**



JUL
2021

QUARTERLY CHANGE IN SOCIAL MEDIA AD SPEND

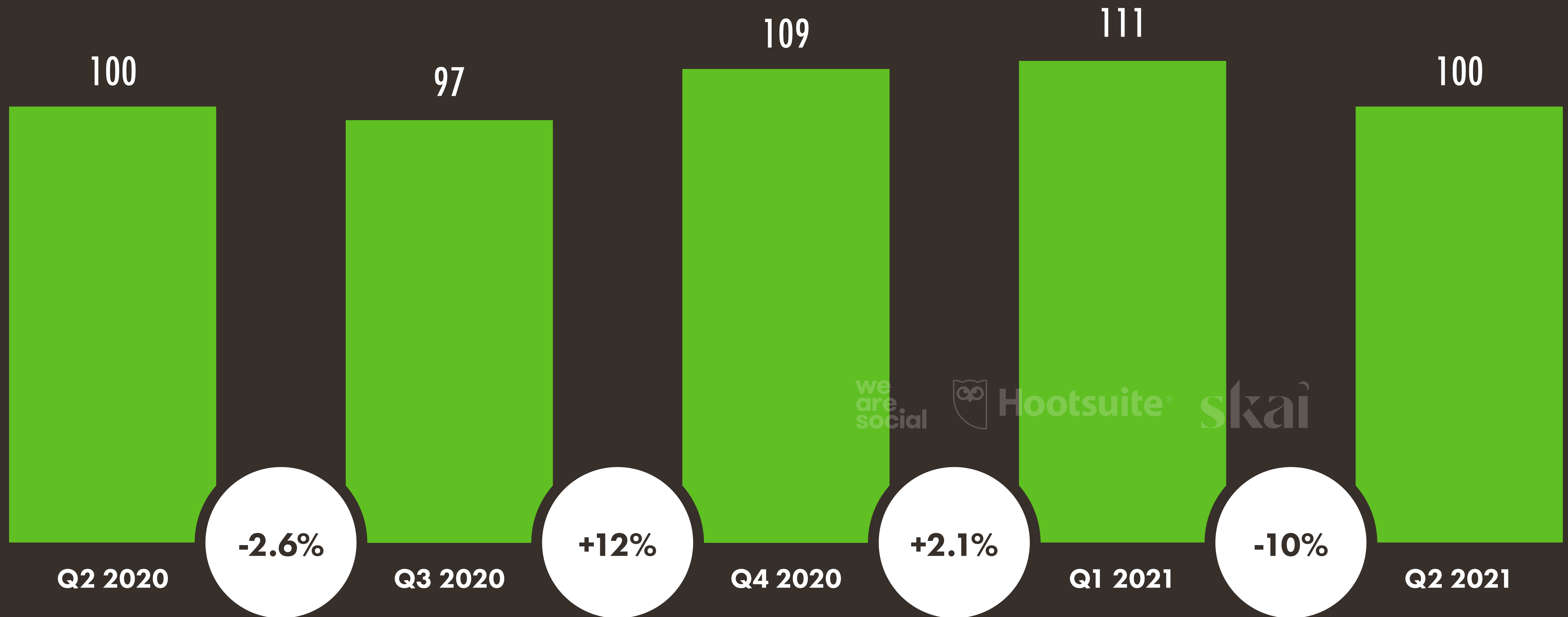
QUARTER-ON-QUARTER CHANGE IN THE TOTAL AMOUNT SPENT ON PAID SOCIAL MEDIA ADS, REPORTED AS AN INDEX



JUL
2021

QUARTERLY CHANGE IN SOCIAL MEDIA AD IMPRESSIONS

QUARTER-ON-QUARTER CHANGE IN THE TOTAL NUMBER OF PAID SOCIAL MEDIA AD IMPRESSIONS, REPORTED AS AN INDEX



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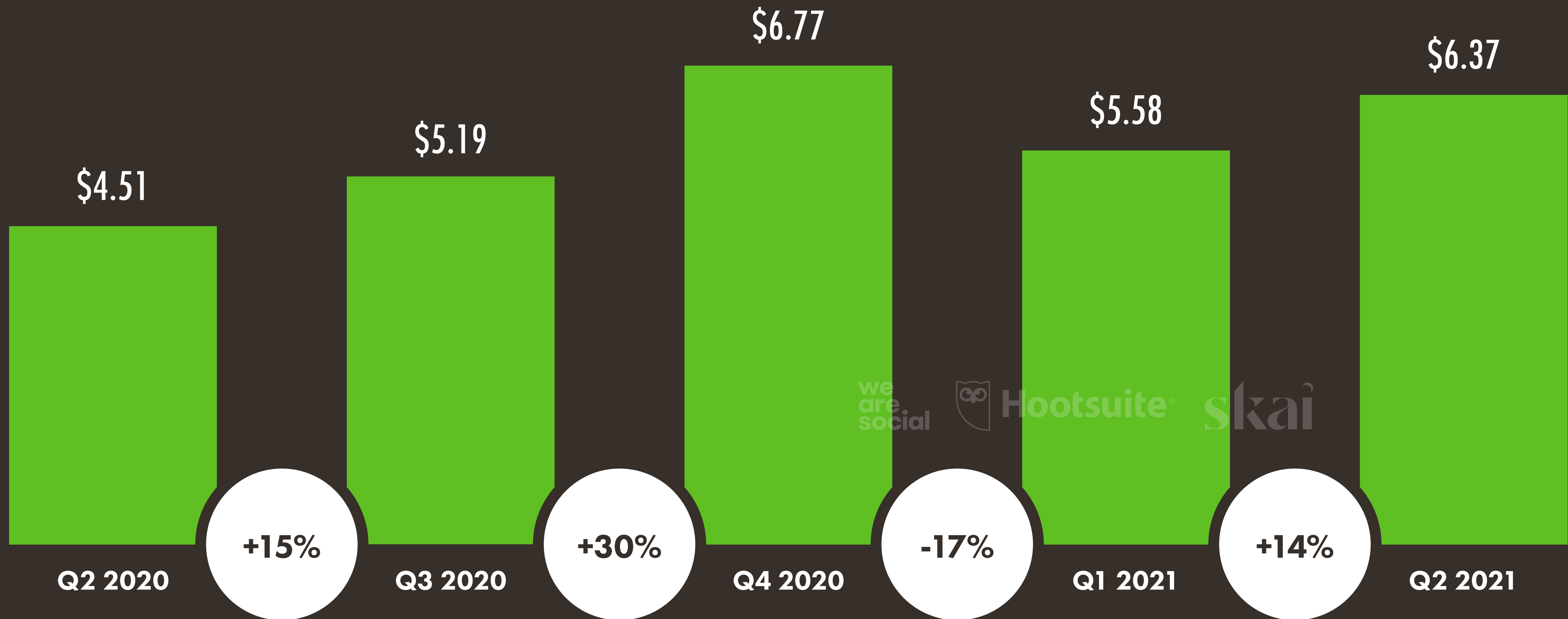
skai



JUL
2021

QUARTERLY CHANGE IN SOCIAL MEDIA AD CPM

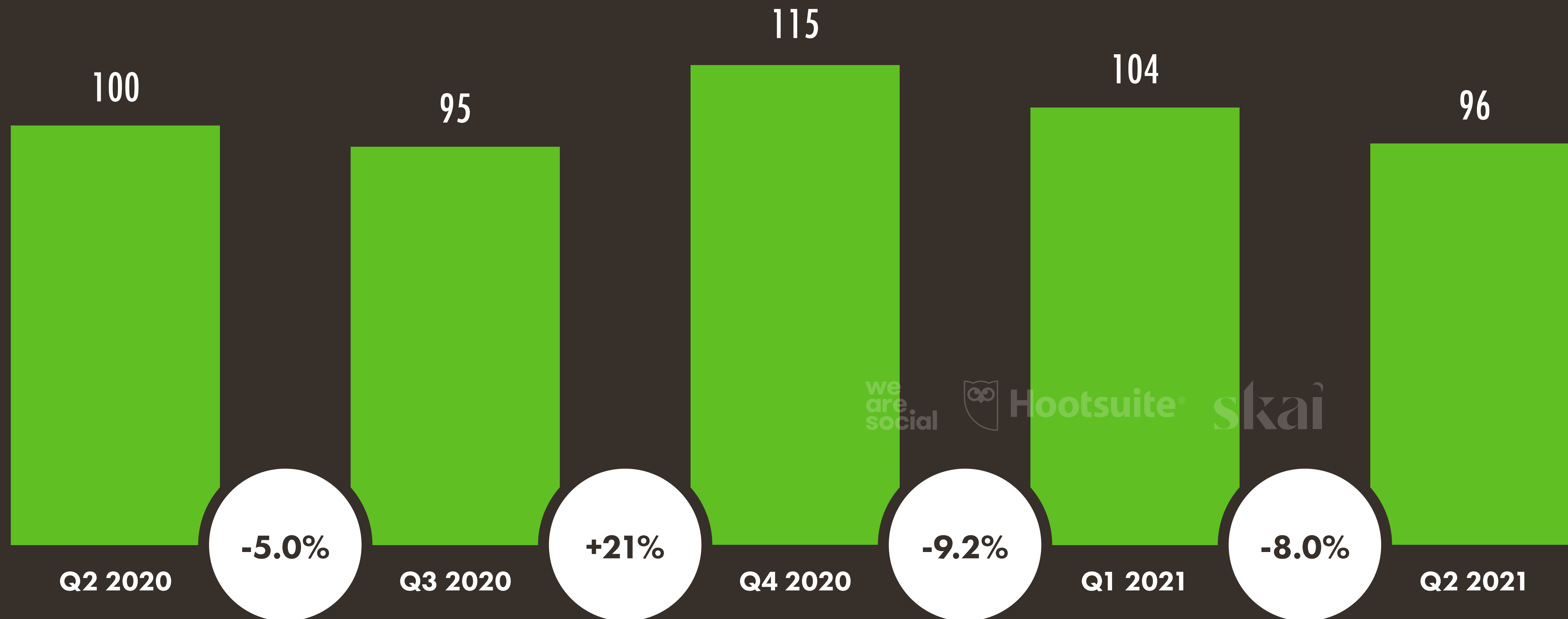
QUARTER-ON-QUARTER CHANGE IN THE AVERAGE COST-PER-MILLE (COST PER 1,000 IMPRESSIONS) FOR PAID SOCIAL MEDIA ADS (IN USD)



JUL
2021

QUARTERLY CHANGE IN SOCIAL MEDIA AD CLICKS

QUARTER-ON-QUARTER CHANGE IN THE TOTAL NUMBER OF CLICKS ON PAID SOCIAL MEDIA ADS, REPORTED AS AN INDEX



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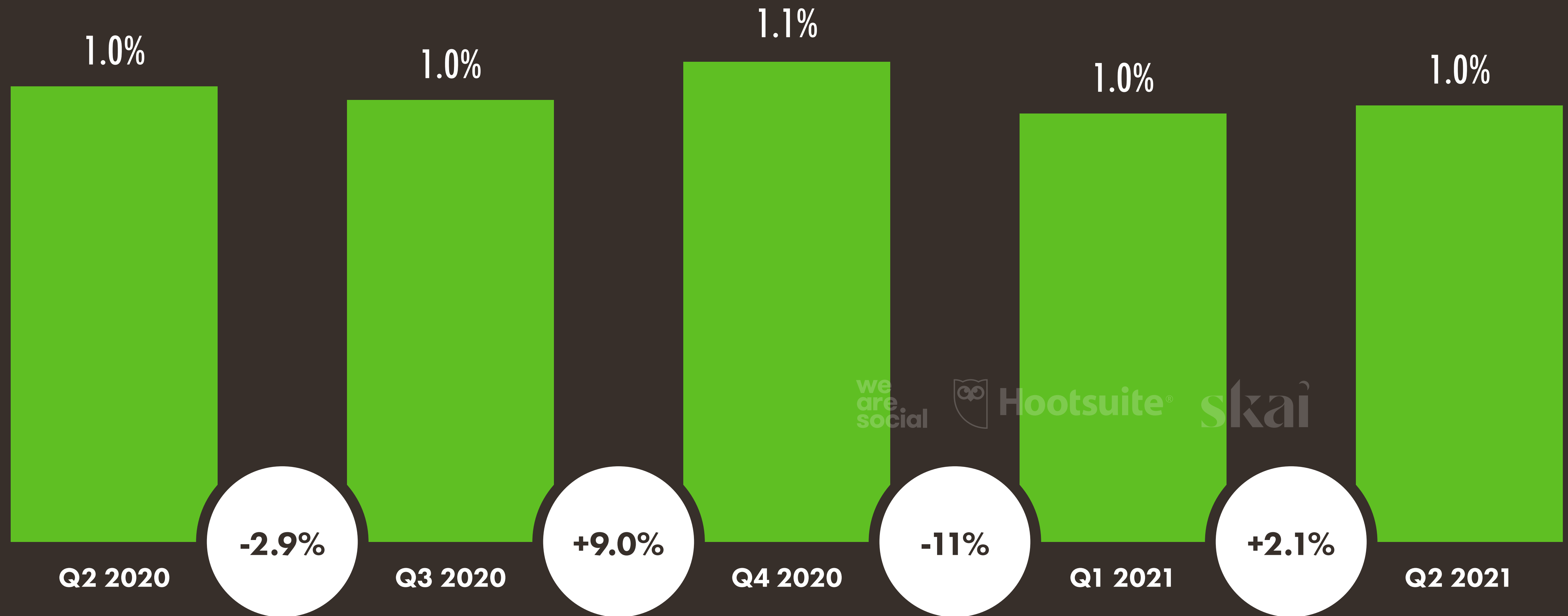
skai



JUL
2021

QUARTERLY CHANGE IN SOCIAL MEDIA AD CTR

QUARTER-ON-QUARTER CHANGE IN THE AVERAGE CLICK-THROUGH RATE FOR PAID SOCIAL MEDIA ADS



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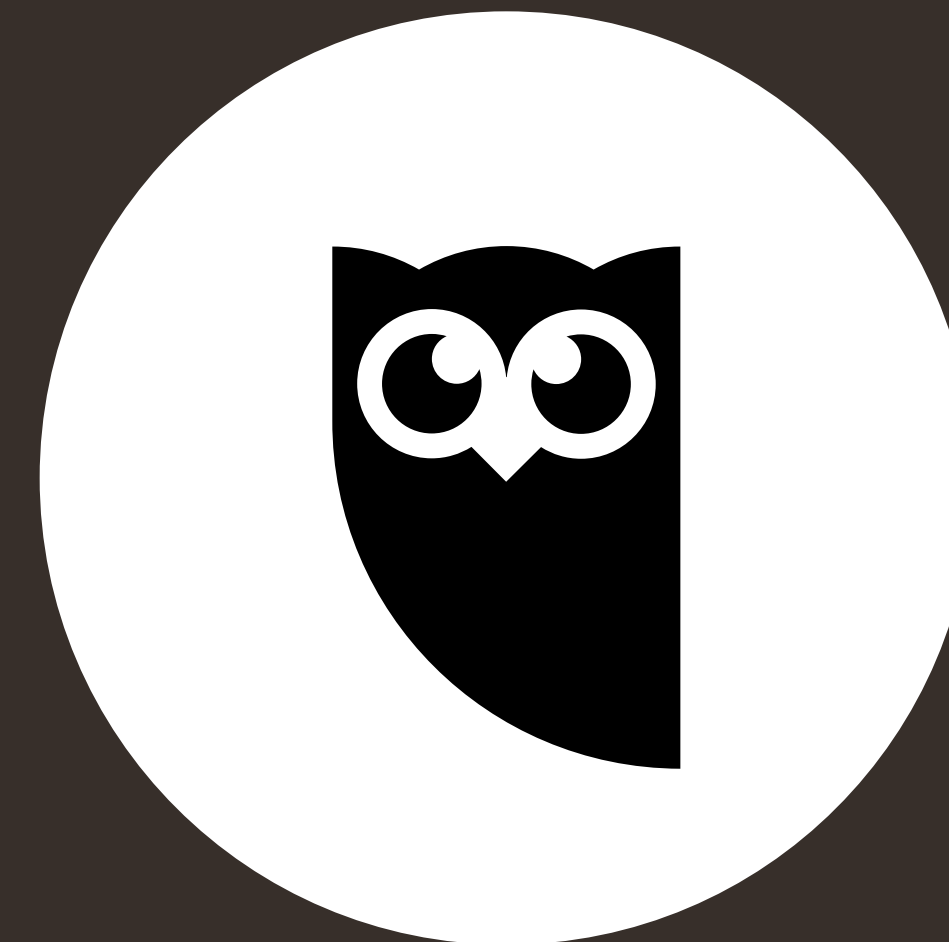


MORE INFORMATION

**CLICK THE LOGOS TO ACCESS ADDITIONAL
CONTENT, INSIGHTS, AND RESOURCES
FROM WE ARE SOCIAL AND HOOTSUITE:**



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CLICK HERE TO ACCESS OUR COMPLETE COLLECTION OF
FREE REPORTS: THOUSANDS OF CHARTS PACKED WITH
DATA AND TRENDS TO HELP YOU UNDERSTAND DIGITAL
BEHAVIOURS IN EVERY COUNTRY ACROSS THE WORLD



[HTTPS://DATAREPORTAL.COM](https://datareportal.com)

ALL THE NUMBERS YOU NEED

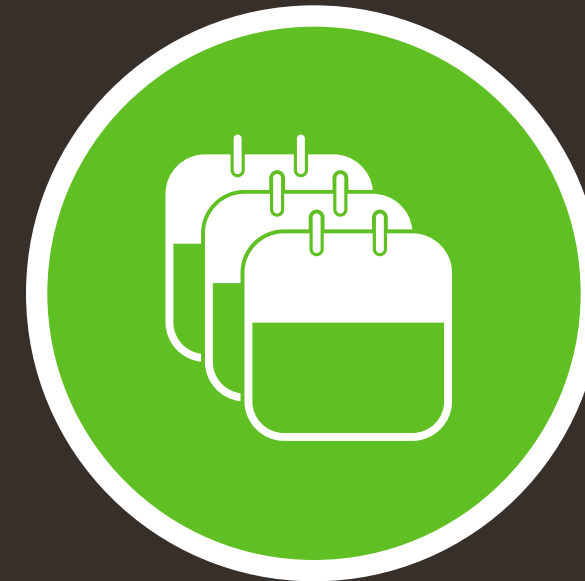
SPECIAL THANKS: GWI

GWI.

GWI (formerly GlobalWebIndex) is a target audience company that provides consumer insight across 46 countries to the world's leading brands, communication agencies and media organizations. The company runs a global survey representing more than 2 billion connected consumers, which offers up over 40,000 data points on the behaviors and perceptions of internet users around the world. Using the subscription-based platform, clients can gather in-depth insights into audience behaviors, attitudes and interests through a combination of survey data and analytics.



**90% GLOBAL
COVERAGE**



**ONGOING DATA COLLECTION
ACROSS 47 MARKETS**



**CROSS-DEVICE
COVERAGE**

Learn more at <https://www.gwi.com>

SPECIAL THANKS: STATISTA

statista 

Statista is one of the world's largest online statistics databases. Its Digital Market Outlook products provide forecasts, detailed market insights, and key indicators on over 90 digital markets within verticals including e-commerce, digital media, advertising, smart home, and fintech for over 150 countries and regions.



**96% OF THE GLOBAL
INTERNET POPULATION**



**OVER 150 COUNTRIES
AND REGIONS**



**98% OF WORLDWIDE
ECONOMIC POWER**



**MORE THAN 30,000
INTERACTIVE STATISTICS**

Learn more about Statista at <https://www.statista.com>

SPECIAL THANKS: SEMRUSH



Semrush is an online visibility management and content marketing SaaS platform that ensures businesses get measurable results from their online marketing.



**7+ MILLION USERS
HAVE TRIED SEMRUSH**



**TRAFFIC DATA FOR 190
COUNTRIES & REGIONS**



**DATA FOR MOBILE
AND DESKTOP**



**HISTORICAL DATA
BACK TO 2012**

Learn more at <https://www.semrush.com>

SPECIAL THANKS: APP ANNIE



App Annie is the industry's most trusted mobile data and analytics platform. App Annie's mission is to help customers create winning mobile experiences and achieve excellence. Founded in 2010, the company launched the first mobile market data solution. In 2020, App Annie launched App Annie Ascend, an advertising analytics solution, making it the first company in its space to offer a side-by-side view of market data and companies' own data to support mission-critical business decisions. Together, these solutions comprise the industry's most complete mobile performance platform. More than 1,100 enterprise clients and 1 million registered users across all geographies and industries rely on App Annie to drive their mobile business. The company is headquartered in San Francisco with 12 offices worldwide.



**1 MILLION
REGISTERED USERS**



**BEST-IN-CLASS
DATA**



**COVERAGE ACROSS
150 COUNTRIES**



**UNPARALLELED
SERVICE & SUPPORT**

Learn more about App Annie at <https://www.appannie.com>

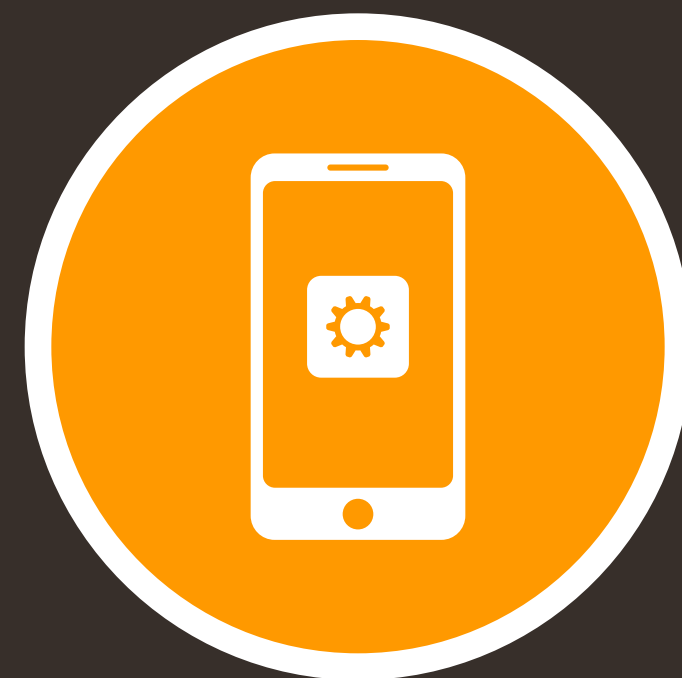
SPECIAL THANKS: SIMILARWEB



SimilarWeb provides the measure of the digital world. With an international online panel consisting of hundreds of millions of devices, SimilarWeb provides granular insights about any website or app across a wide array of industries. Global brands such as Google, eBay, and adidas rely on SimilarWeb to understand, track and grow their digital market share. The company has 450 employees and offices spanning four continents. SimilarWeb has been named one of Wall Street's Secret Weapons, and one of Calcalist's 2018 List of 50 Most Promising Israeli Startups.



**WEB
INTELLIGENCE**



**APP
INTELLIGENCE**



**GLOBAL
COVERAGE**



**GRANULAR
ANALYSIS**

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SPECIAL THANKS: LOCOWISE



Locowise is a social media performance measurement platform that helps agencies to manage clients, produce and prove value, and win new business.



**CUSTOM REPORT
BUILDER WITH
OVER 300 METRICS**



**CAMPAIGN
ANALYSIS, TRACKING
AND REPORTING**



**INSIGHTS FROM ALL
YOUR NETWORKS
IN ONE PLACE**



**PREDICTIVE
METRICS TO DRIVE
FUTURE STRATEGY**

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SPECIAL THANKS: SKAI

skai

Skai is the world's first insights-to-activation platform for driving success across the full circle of go-to-market.



**2,000+ BRANDS
AND AGENCIES**



**\$350B CLIENT REVENUE
GENERATED ANNUALLY**



**\$7B SPEND UNDER
MANAGEMENT**



**5,000 EVENTS
TRACKED PER SECOND**

Learn more about Skai at <https://skai.io>

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

This report uses data from a wide variety of sources, including market research agencies, internet and social media companies, governments and public bodies, news media, journalists, and our own internal analysis.

Wherever possible, we've prioritised data sources that provide broader geographical coverage, in order to minimise the potential variations between data points, and offer more reliable comparison across countries. However, where we believe that an individual metric provides a more reliable reference, we've used such individual numbers to ensure the most accurate reporting.

Furthermore, due to differing data collection and treatment methodologies used by these organisations, and the different sample periods during which data were collected, there may be significant differences in the reported metrics for similar data points throughout this report. In particular, data collected via surveys often vary from one report to another, even if those data were collected by the same organisation using the same approach in each wave of research.

Similarly, reports of internet user numbers vary considerably between different sources. In part, this is because there are fewer commercial imperatives for governments and regulators to collect, collate, and publish regular internet user data.

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.

Because we separate social media user numbers and internet user numbers, the figures we report for social media users may exceed

internet user numbers in some countries. In such instances, these figures do not represent errors. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple accounts, and / or of 'non-human' social media accounts.

Please also note that we've changed the source for a various data points in this year's reports, and a number of historical metrics that we reported in previous Global Digital reports have been revised by the original data provider. As a result, some figures in this year's reports may appear to have changed in unexpected ways. Wherever we're aware of these changes, we've included details in the footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to base data may mean that values are not comparable.

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.

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We believe in people before platforms and the power of social insight to drive business value. We call this social thinking.

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Hootsuite is the leader in social media management, trusted by more than 18 million users and 4,000+ enterprise organizations.

With one unified platform, you'll have the tools you need to find and join the conversations that matter to your brand across social channels, bring new customers in the door with social ads, and measure and grow the return on your investment in social.

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