



DIGITAL 2021

APRIL 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:



GWI



STATISTA



KEPIOS



SEMRUSH



APP ANNIE



KENSHOO



LOCOWISE



SIMILARWEB



IMPORTANT NOTES ON CHANGES TO DATA

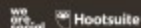
Findings published in this report use the latest available data at the time of production. In order to provide the most accurate and up-to-date information, we have changed the sources we use to inform some of the numbers, and we have also changed the ways in which we calculate certain values. Consequently, various figures in this report **will not be comparable** with similar figures that we published in previous Global Digital Reports. Wherever such changes affect data in this report, we have included a **◆ COMPARABILITY ADVISORY** in the footnotes of each relevant slide, and in some cases we've also added an alert beneath the chart's headline. In particular, please note that we **no longer include data sourced from social media platforms** in our internet user figures. As a result, the internet user numbers in this year's reports may appear lower than those in previous reports, but this does not necessarily imply an actual drop in internet users. We have recalculated historical internet user figures in order to provide accurate growth figures in this year's reports, but **overall values will not be comparable** with data published in previous reports in this series. Please also note that **social media user numbers may not represent unique individuals**, because some people may manage multiple social media accounts, and because some active 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. This may seem counter-intuitive, but the numbers in such instances are not incorrect. Separating social media user numbers from internet user numbers in this way allows readers to make more informed choices, and enables them to use the data that has the greatest relevance to their needs. Please see the complete list of data sources at the end of this report for further details.



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GLOBAL OVERVIEW REPORT

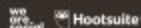
THE LATEST INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE THE INTERNET, SOCIAL MEDIA, MOBILE DEVICES, AND ECOMMERCE



DIGITAL 2021

LOCAL COUNTRY HEADLINES

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD



[CLICK HERE](#) TO READ OUR DIGITAL 2021 **GLOBAL OVERVIEW REPORT**, WITH MORE THAN 200 PAGES OF ESSENTIAL CHARTS AND INSIGHTS FROM AROUND THE WORLD

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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	FUJI	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
BEARUS	COOK IS.	GHANA	KIRIBATI	MONGOLIA	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONTENEGRO	PUERTO RICO	SUDAN	VATICAN
BEUIZE	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
BOONAIRE, ST. EUSTATIUS & SABA	CZECHIA	GUATEMALA	LATVIA	NAIPIRI	ST. BARTHÉLEMY	SYRIA	ZAMBIA



GLOBAL OVERVIEW

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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



7.85
BILLION

URBANISATION:

56.5%



UNIQUE MOBILE
PHONE USERS



5.27
BILLION

vs. POPULATION:

67.1%

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INTERNET
USERS*



4.72
BILLION

vs. POPULATION:

60.1%



ACTIVE SOCIAL
MEDIA USERS*



4.33
BILLION

vs. POPULATION:

55.1%

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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%

APR 2021 vs. APR 2020

+80 MILLION

UNIQUE MOBILE
PHONE USERS



+1.9%

APR 2021 vs. APR 2020

+97 MILLION

INTERNET
USERS*



+7.6%

APR 2021 vs. APR 2020

+332 MILLION

ACTIVE SOCIAL
MEDIA USERS*



+13.7%

APR 2021 vs. APR 2020

+521 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 56M

QOQ: +0.5%



TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



3H 17M

QOQ: -3.4%



TIME SPENT USING
SOCIAL MEDIA



2H 22M

QOQ: -2.1%

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



1H 56M

QOQ: -4.9%

GWI.

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



1H 33M

QOQ: +2.2%

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TIME SPENT LISTENING
TO BROADCAST RADIO



0H 58M

QOQ: -3.3%

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TIME SPENT LISTENING
TO PODCASTS



0H 52M

QOQ: -3.7%



TIME SPENT PLAYING VIDEO
GAMES ON A GAMES CONSOLE



1H 10M

QOQ: -2.8%



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



4.72
BILLION

INTERNET USERS AS A
PERCENTAGE OF TOTAL
GLOBAL POPULATION



60.1%

ANNUAL CHANGE
IN THE NUMBER OF
GLOBAL INTERNET USERS



+7.6%
+332 MILLION

AVERAGE DAILY TIME SPENT
USING THE INTERNET BY
EACH INTERNET USER



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6H 56M

PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA MOBILE DEVICES



92.8%

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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*



4.04
BILLION

vs. POPULATION:

51.4%

GLOBAL INTERNET USERS:
CIA WORLD FACTBOOK DATA



4.23
BILLION

vs. POPULATION:

53.9%

GLOBAL INTERNET USERS:
INTERNETWORLDSTATS DATA



5.05
BILLION

vs. POPULATION:

64.3%

GLOBAL INTERNET USERS:
INTERNETLIVESTATS DATA



4.88
BILLION

vs. POPULATION:

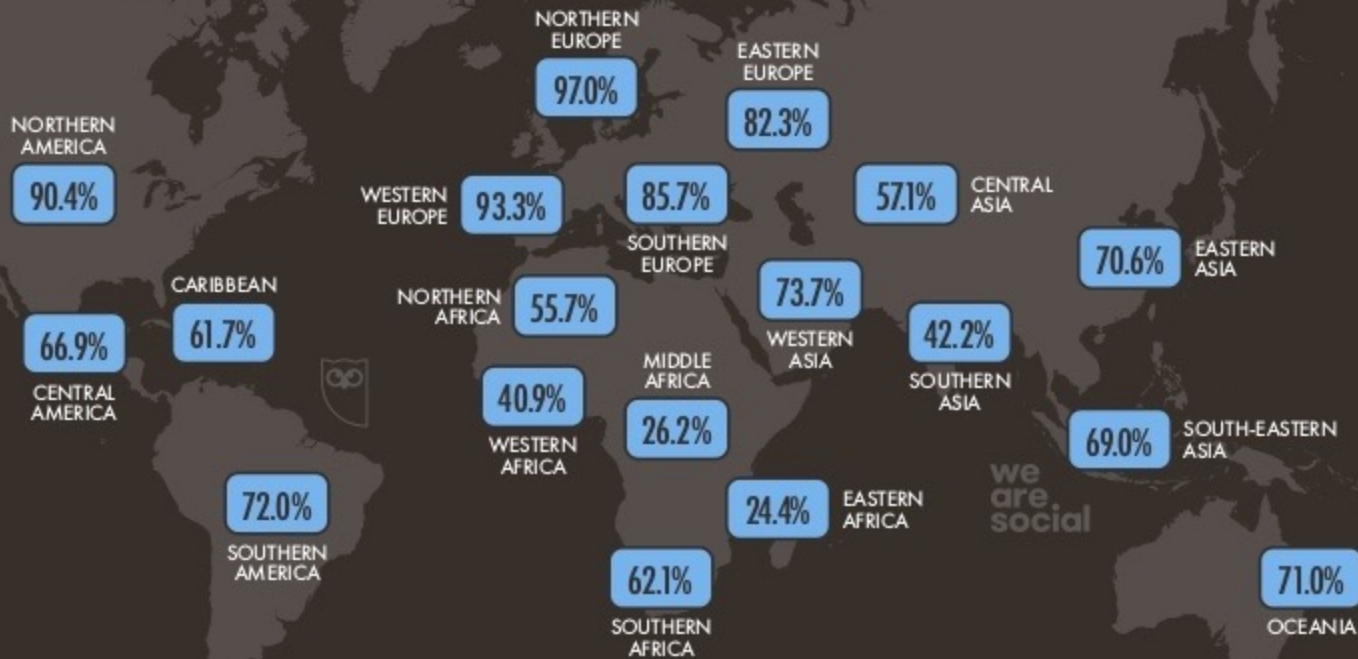
62.2%

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INTERNET ADOPTION AROUND THE WORLD

INTERNET ADOPTION IN EACH REGION, SHOWN AS A PERCENTAGE OF TOTAL POPULATION

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



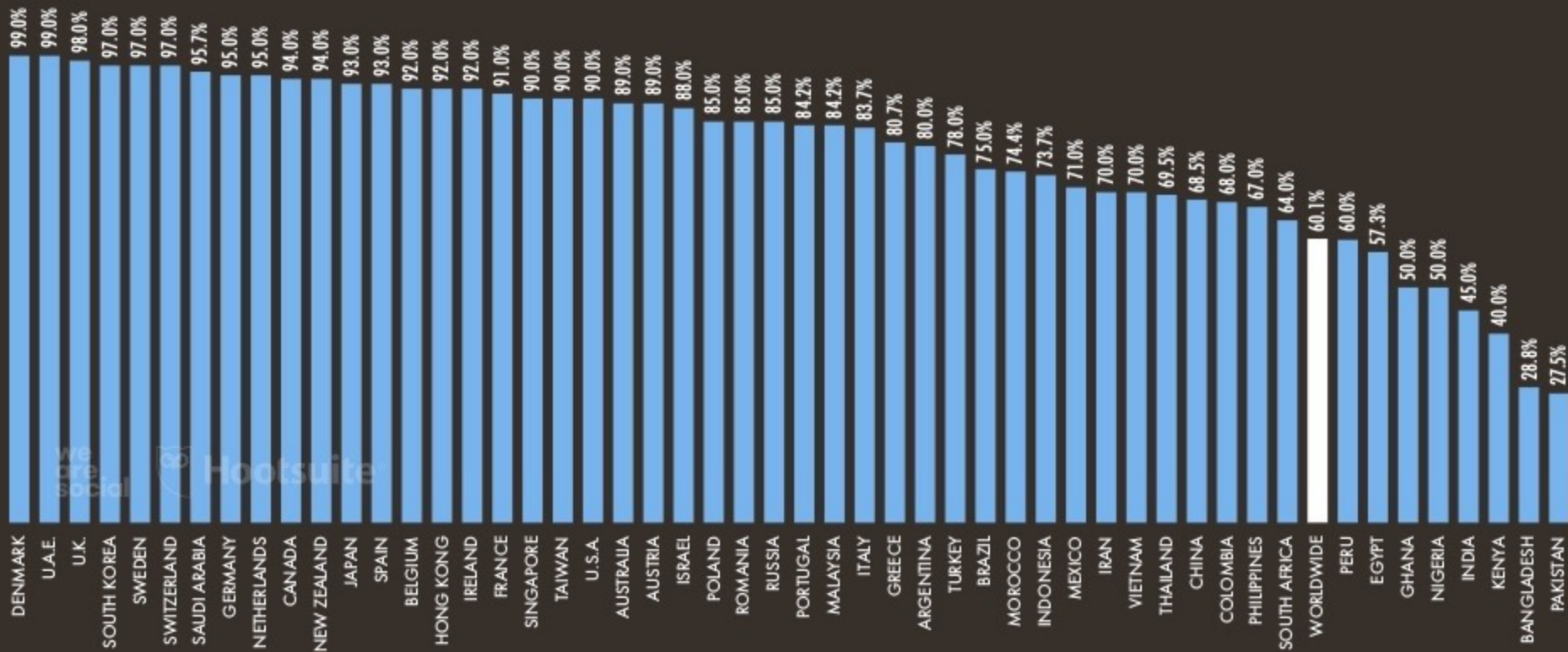
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INTERNET ADOPTION

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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SHARE OF GLOBAL INTERNET USERS BY REGION

THE NUMBER OF INTERNET USERS IN EACH REGION AS A PERCENTAGE OF THE TOTAL NUMBER OF GLOBAL INTERNET USERS


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



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THE 'NEXT 3 BILLION': UNCONNECTED POPULATIONS

THE NUMBER OF PEOPLE (IN MILLIONS) IN EACH REGION WHO ARE **NOT** CONNECTED TO 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)



4.38
BILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
TOTAL INTERNET USERS



92.8%

SMARTPHONE INTERNET
USERS AS A PERCENTAGE
OF TOTAL INTERNET USERS



91.5%

FEATURE PHONE INTERNET
USERS AS A PERCENTAGE
OF TOTAL INTERNET USERS



4.8%

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 COMPARISON

AVERAGE SPEED OF
MOBILE INTERNET
CONNECTIONS



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DOWNLOAD (MBPS):

48.40

UPLOAD (MBPS):

12.60

LATENCY (MS):

37

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



KEPIOS

DOWNLOAD:

+58.8%

UPLOAD:

+17.4%

LATENCY*:

-11.9%

AVERAGE SPEED OF
FIXED INTERNET
CONNECTIONS



OPEN

DOWNLOAD (MBPS):

98.67

UPLOAD (MBPS):

53.22

LATENCY (MS):

20

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



DOWNLOAD:

+32.2%

UPLOAD:

+32.5%

LATENCY*:

-16.7%

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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	UNITED ARAB EMIRATES	178.52	+113.7%
02	SOUTH KOREA	170.52	+109.5%
03	QATAR	167.40	+113.6%
04	CHINA	150.40	+105.0%
05	SAUDI ARABIA	133.73	+147.1%
06	NORWAY	118.20	+70.5%
07	AUSTRALIA	109.33	+70.9%
08	NETHERLANDS	103.37	+43.4%
09	BULGARIA	96.27	+47.3%
10	SWITZERLAND	95.27	+84.9%

SLOWEST MOBILE INTERNET CONNECTION SPEEDS

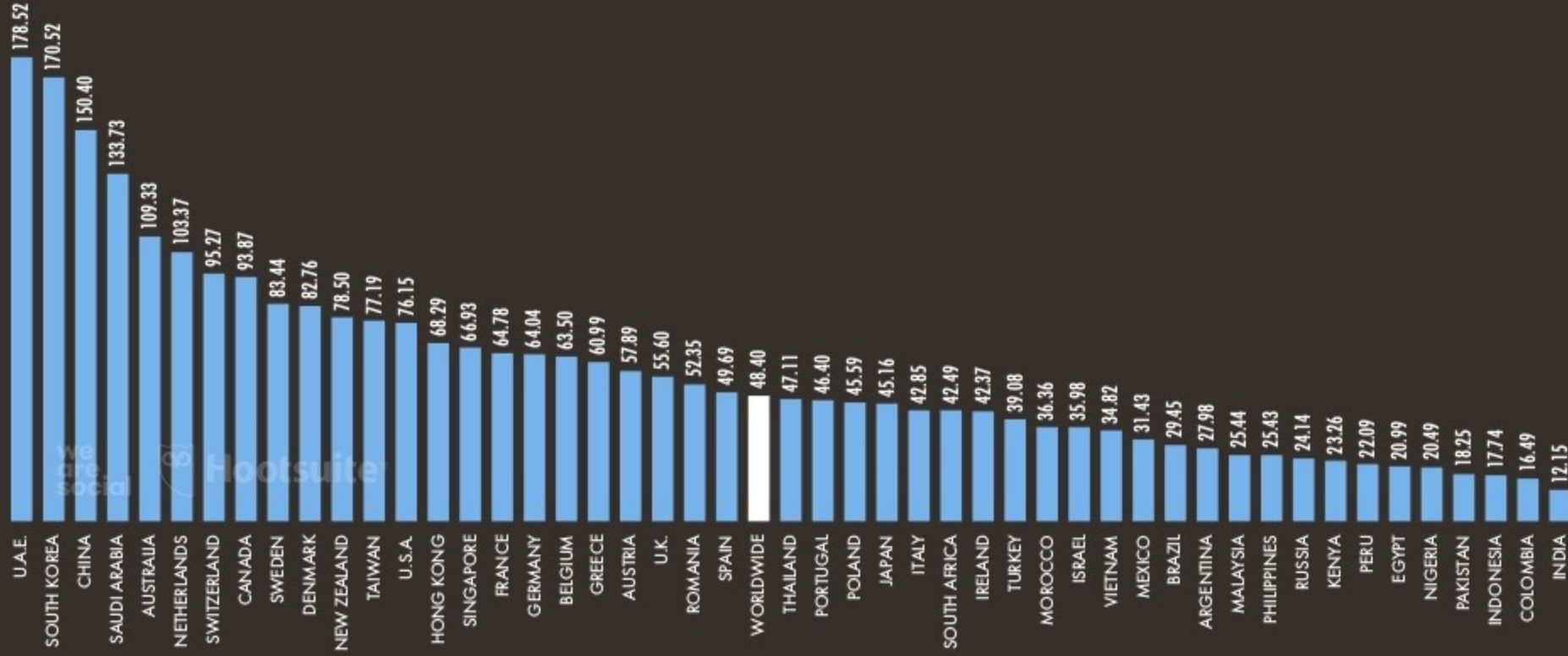
#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
140	TURKMENISTAN	4.18	[N/A]
139	AFGHANISTAN	6.34	+5.5%
138	VENEZUELA	6.87	+9.0%
137	PALESTINE	7.34	+3.8%
136	BANGLADESH	10.40	+5.4%
135	GHANA	11.23	-21.7%
134	SUDAN	11.33	+63.5%
133	SOMALIA	11.86	-9.7%
132	TANZANIA	12.14	+20.2%
131	INDIA	12.15	+19.7%

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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	SINGAPORE	234.40	+18.8%
02	THAILAND	230.59	+53.8%
03	HONG KONG	224.73	+33.0%
04	ROMANIA	210.82	+39.1%
05	MONACO	205.44	+48.3%
06	DENMARK	202.16	+50.7%
07	FRANCE	193.46	+41.8%
08	LIECHTENSTEIN	192.39	+50.4%
09	HUNGARY	186.88	+47.3%
10	SWITZERLAND	186.56	+25.8%

SLOWEST FIXED INTERNET CONNECTION SPEEDS

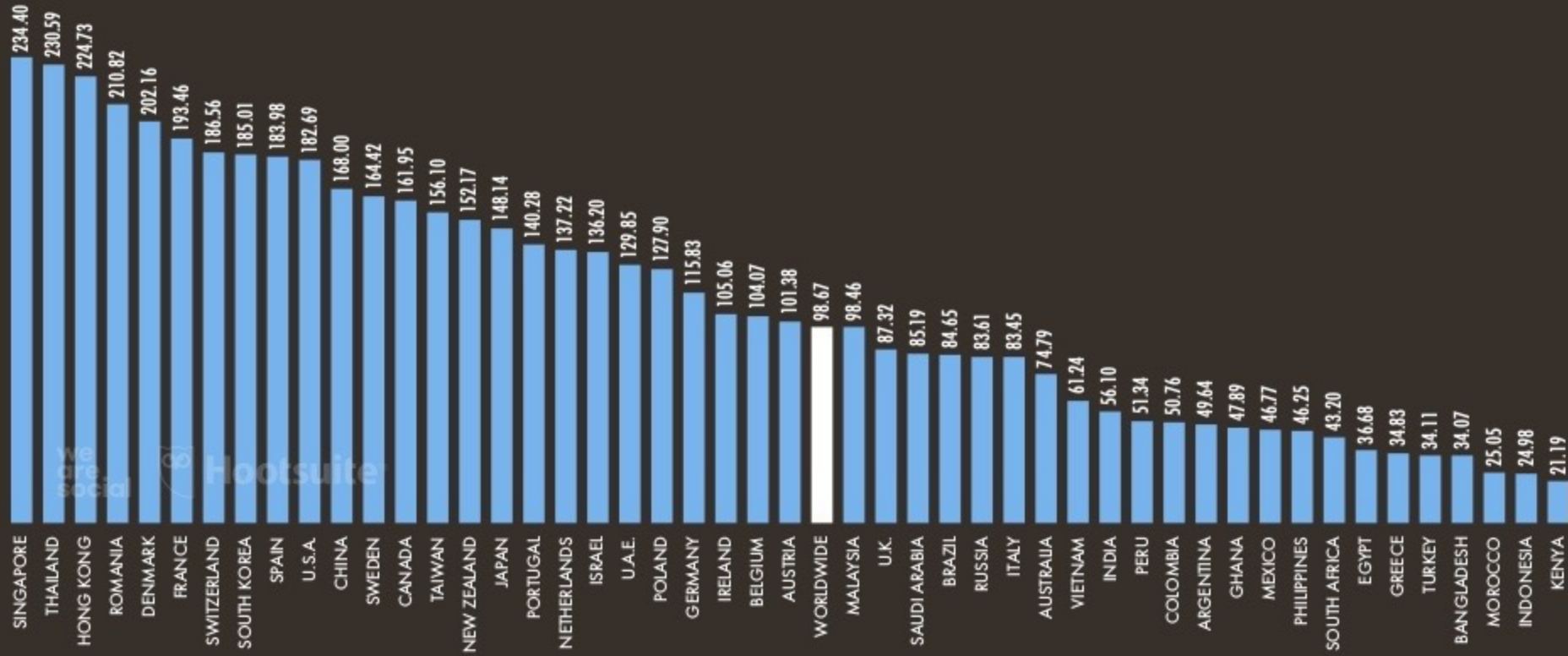
#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
177	TURKMENISTAN	3.51	+85.7%
176	CUBA	3.91	-20.7%
175	YEMEN	5.66	+41.1%
174	ALGERIA	5.78	+59.2%
173	GUINEA	7.10	-36.1%
172	NIGER	7.57	[N/A]
171	MAURITANIA	7.87	+42.1%
170	DEM. REP. OF THE CONGO	8.66	+54.6%
169	SUDAN	8.74	+61.6%
168	SYRIA	9.34	+58.0%

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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



54.18%

MAR 2021 vs. MAR 2020:

+4.3%

+221 BPS

LAPTOPS &
DESKTOPS



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42.90%

MAR 2021 vs. MAR 2020:

-5.2%

-236 BPS

TABLET
COMPUTERS



2.84%

MAR 2021 vs. MAR 2020:

+7.2%

+19 BPS

OTHER
DEVICES



0.08%

MAR 2021 vs. MAR 2020:

-33.3%

-4 BPS

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SHARE OF GLOBAL WEB TRAFFIC BY BROWSER

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

CHROME



64.2%

YOY: +0.8% (+50 BPS)

SAFARI



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19.0%

YOY: +3.7% (+68 BPS)

FIREFOX



3.7%

YOY: -16.7% (-74 BPS)

SAMSUNG INTERNET



3.3%

YOY: -2.7% (-9 BPS)

MICROSOFT EDGE*



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3.7%

YOY: +53.3% (+130 BPS)

OPERA



2.1%

YOY: +30.7% (+50 BPS)

INTERNET EXPLORER



0.7%

YOY: -57.3% (-98 BPS)

OTHER



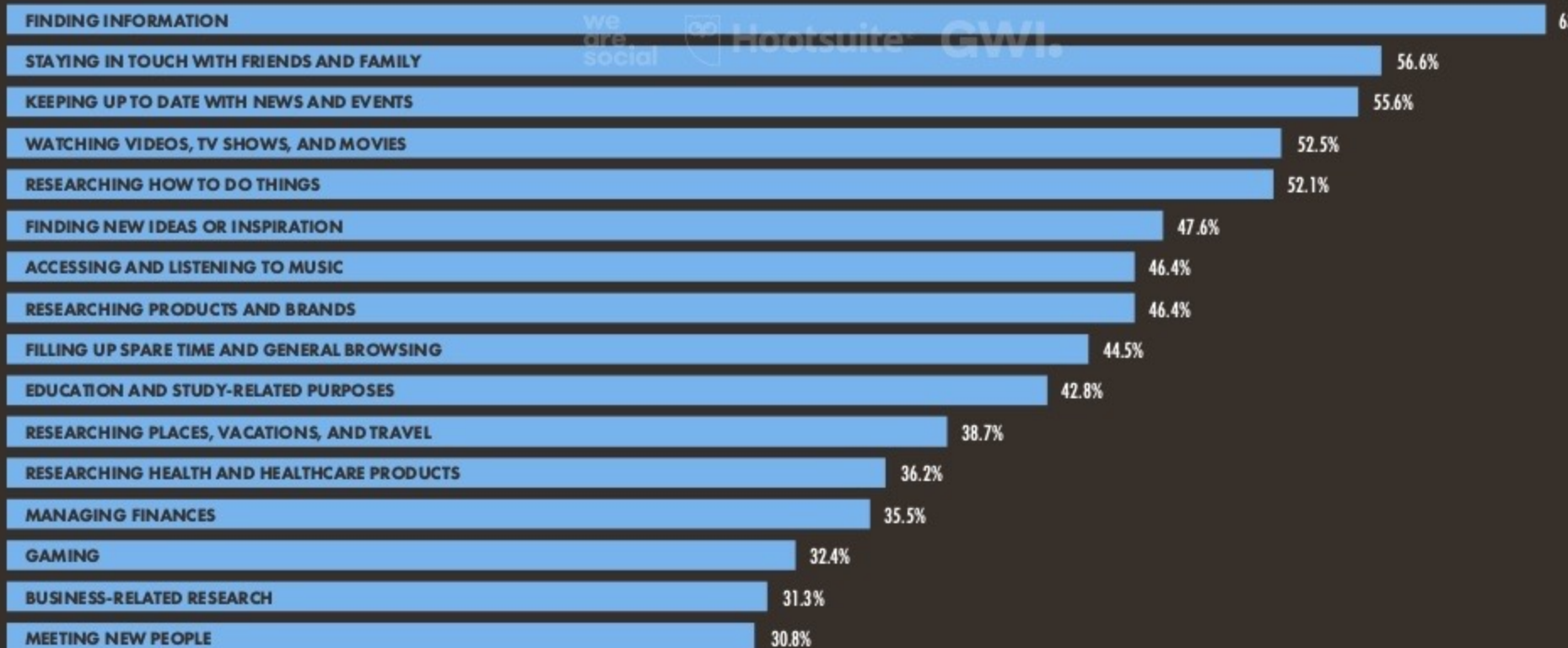
3.2%

YOY: -27.0% (-117 BPS)

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REASONS FOR USING THE INTERNET

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



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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 VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	75.1B	3.4B	23M 11S	7.0
02	YOUTUBE.COM	21.9B	2.2B	9M 03S	4.2
03	FACEBOOK.COM	16.4B	2.0B	22M 42S	6.0
04	WIKIPEDIA.ORG	14.3B	2.6B	8M 53S	2.1
05	YAHOO.CO.JP	5.4B	0.2B	16M 25S	6.8
06	INSTAGRAM.COM	4.1B	0.9B	17M 27S	4.4
07	AMAZON.COM	4.1B	0.8B	12M 44S	6.6
08	PORNHUB.COM	3.8B	0.6B	14M 14S	8.5
09	XVIDEOS.COM	3.7B	0.6B	17M 28S	9.4
10	TWITTER.COM	3.6B	0.8B	15M 10S	4.5

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	YAHOO.COM	3.5B	0.5B	16M 07S	3.9
12	YANDEX.RU	3.4B	0.2B	22M 31S	7.5
13	XNXX.COM	2.3B	0.4B	17M 28S	9.7
14	LIVE.COM	2.3B	0.4B	7M 08S	4.1
15	REDDIT.COM	2.2B	0.4B	19M 17S	4.0
16	NAVER.COM	1.9B	0.1B	1M 52S	9.8
17	VK.COM	1.8B	0.2B	0M 46S	11.4
18	FANDOM.COM	1.6B	0.4B	11M 01S	3.2
19	WHATSAPP.COM	1.6B	0.3B	22M 05S	1.6
20	RAKUTEN.CO.JP	1.5B	0.2B	7M 58S	5.8

SOURCE: SEMRUSH [APR 2021]. FIGURES REPRESENT TRAFFIC FOR MARCH 2021. NOTES: 'UNIQUE VISITS' REPRESENTS THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT

we



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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 VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	92.1B	3.0B	11M 58S	8.9
02	YOUTUBE.COM	33.7B	1.8B	21M 53S	11.4
03	FACEBOOK.COM	22.6B	1.8B	10M 13S	8.5
04	TWITTER.COM	6.4B	0.9B	10M 48S	11.7
05	INSTAGRAM.COM	6.1B	1.0B	7M 34S	11
06	WIKIPEDIA.ORG	5.9B	1.2B	3M 55S	3
07	BAIDU.COM	5.8B	0.3B	6M 26S	8.3
08	YAHOO.COM	3.8B	0.5B	7M 46S	5.8
09	XVIDEOS.COM	3.4B	0.4B	9M 49S	9
10	YANDEX.RU	3.4B	0.2B	11M 57S	9.5

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	WHATSAPP.COM	2.9B	0.4B	3M 12S	1.5
12	ZOOM.US	2.8B	0.5B	3M 35S	3
13	XNXX.COM	2.6B	0.3B	8M 23S	11.2
14	AMAZON.COM	2.6B	0.5B	6M 59S	8.5
15	LIVE.COM	2.5B	0.3B	7M 43S	8.3
16	PORNHUB.COM	2.3B	0.3B	7M 58S	7
17	NETFLIX.COM	2.3B	0.2B	9M 49S	4.2
18	YAHOO.CO.JP	2.3B	0.1B	9M 24S	7
19	OFFICE.COM	1.7B	0.2B	9M 38S	7.5
20	REDDIT.COM	1.7B	0.2B	9M 24S	6.4

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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
01	GOOGLE.COM	16M 52S	18.1
02	YOUTUBE.COM	18M 26S	10.2
03	TMALL.COM	7M 00S	3.9
04	BAIDU.COM	5M 29S	5.1
05	QQ.COM	3M 38S	3.9
06	SOHU.COM	3M 37S	4.5
07	FACEBOOK.COM	18M 30S	9.0
08	TAOBAO.COM	4M 38S	3.5
09	360.CN	3M 15S	4.2
10	JD.COM	3M 28S	4.3

#	WEBSITE	TIME / DAY	PAGES / DAY
11	AMAZON.COM	10M 28S	9.7
12	YAHOO.COM	5M 29S	5.0
13	WIKIPEDIA.ORG	3M 45S	3.0
14	WEIBO.COM	2M 59S	3.4
15	SINA.COM.CN	2M 49S	3.3
16	ZOOM.US	7M 22S	3.7
17	XINHUANET.COM	3M 02S	5.9
18	LIVE.COM	5M 34S	5.6
19	REDDIT.COM	5M 55S	4.6
20	NETFLIX.COM	4M 32S	3.2

SOURCE: ALEXA (APR 2021). *NOTES: 'ALEXA' IS THE NAME OF AMAZON'S INSIGHTS ARM, AND DATA SHOWN HERE ARE NOT RESTRICTED TO ACTIVITIES ON 'ALEXA' VOICE PLATFORMS.

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ONLINE SEARCH BEHAVIOURS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF SEARCH TOOL OR VISIT EACH KIND OF PLATFORM* FOR ONLINE SEARCH

USED A CONVENTIONAL
SEARCH ENGINE (E.G. GOOGLE)
IN THE PAST MONTH



98.0%

USED VOICE SEARCH
OR VOICE COMMANDS
IN THE PAST MONTH



46.7%

USE SOCIAL NETWORKS AS A MAIN
SOURCE WHEN LOOKING FOR
INFORMATION ABOUT BRANDS



44.7%

USED IMAGE RECOGNITION TOOLS
(E.G. PINTEREST LENS)
ON A MOBILE
DEVICE IN THE PAST MONTH



33.8%

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SEARCH ENGINE MARKET SHARE

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

GOOGLE



92.4%

YOY: +0.5% (+42 BPS)

BING



2.5%

YOY: -3.9% (-10 BPS)

YAHOO!



1.5%

YOY: -10.8% (-18 BPS)

YANDEX



1.0%

YOY: +5.2% (+5 BPS)

BAIDU



1.3%

YOY: -9.0% (-13 BPS)

DUCKDUCKGO



0.6%

YOY: +43.9% (+18 BPS)

SOGOU



0.3%

YOY: -10.3% (-3 BPS)

OTHER



0.5%

YOY: -30.8% (-20 BPS)



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TOP GOOGLE SEARCH QUERIES IN Q1 2021

BASED ON WORLDWIDE GOOGLE SEARCHES * BETWEEN 01 JANUARY AND 31 MARCH 2021

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	GOOGLE	100
02	YOUTUBE	85
03	FACEBOOK	82
04	YOU	71
05	WEATHER	60
06	NEWS	47
07	AMAZON	47
08	TRANSLATE	40
09	WHATSAPP	38
10	VIDEOS	32

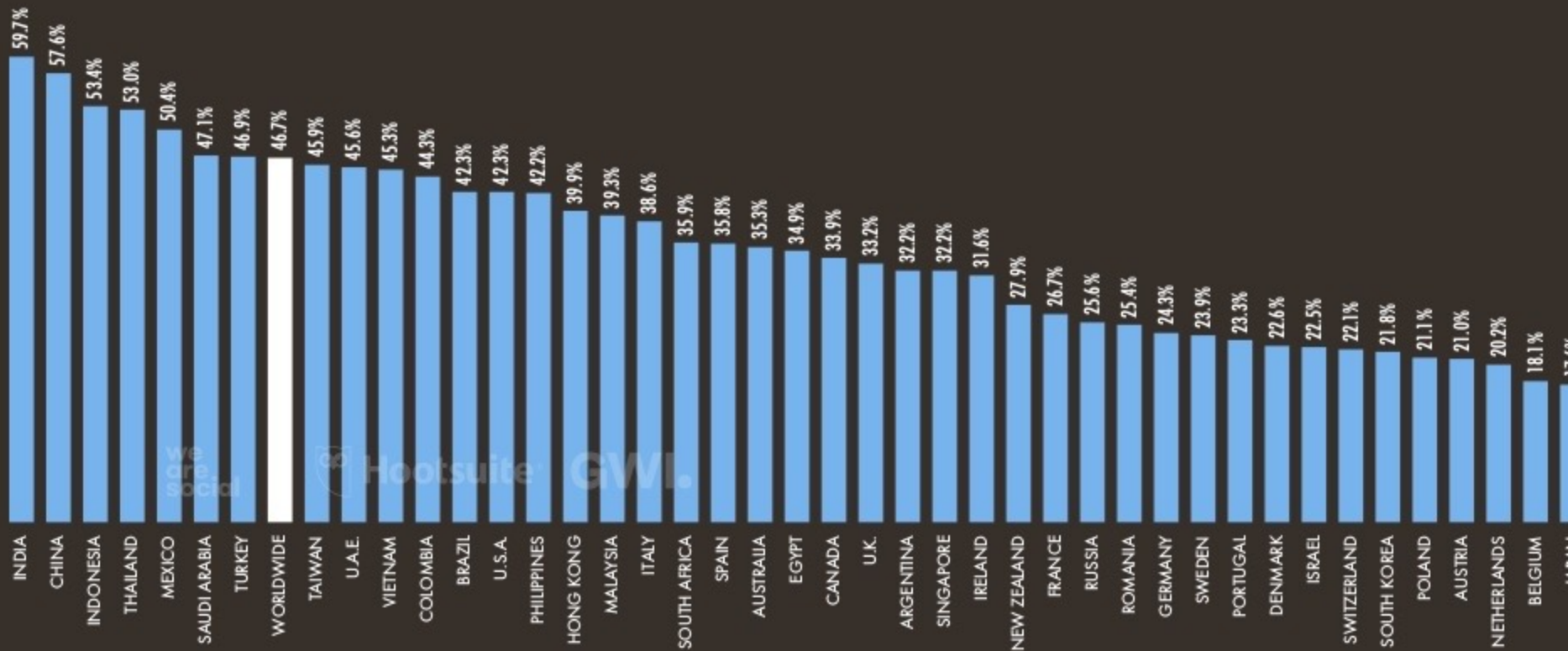
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#	SEARCH QUERY	INDEX vs. TOP QUERY
11	INSTAGRAM	31
12	GMAIL	24
13	TIEMPO 	24
14	WHATSAPP WEB	23
15	TWITTER	21
16	ПОГОДА	19
17	TRADUCTOR	19
18	HOTMAIL	19
19	CLIMA	19
20	YAHOO	18

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USE OF VOICE SEARCH AND VOICE COMMANDS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE VOICE INTERFACES EACH MONTH (ANY DEVICE)

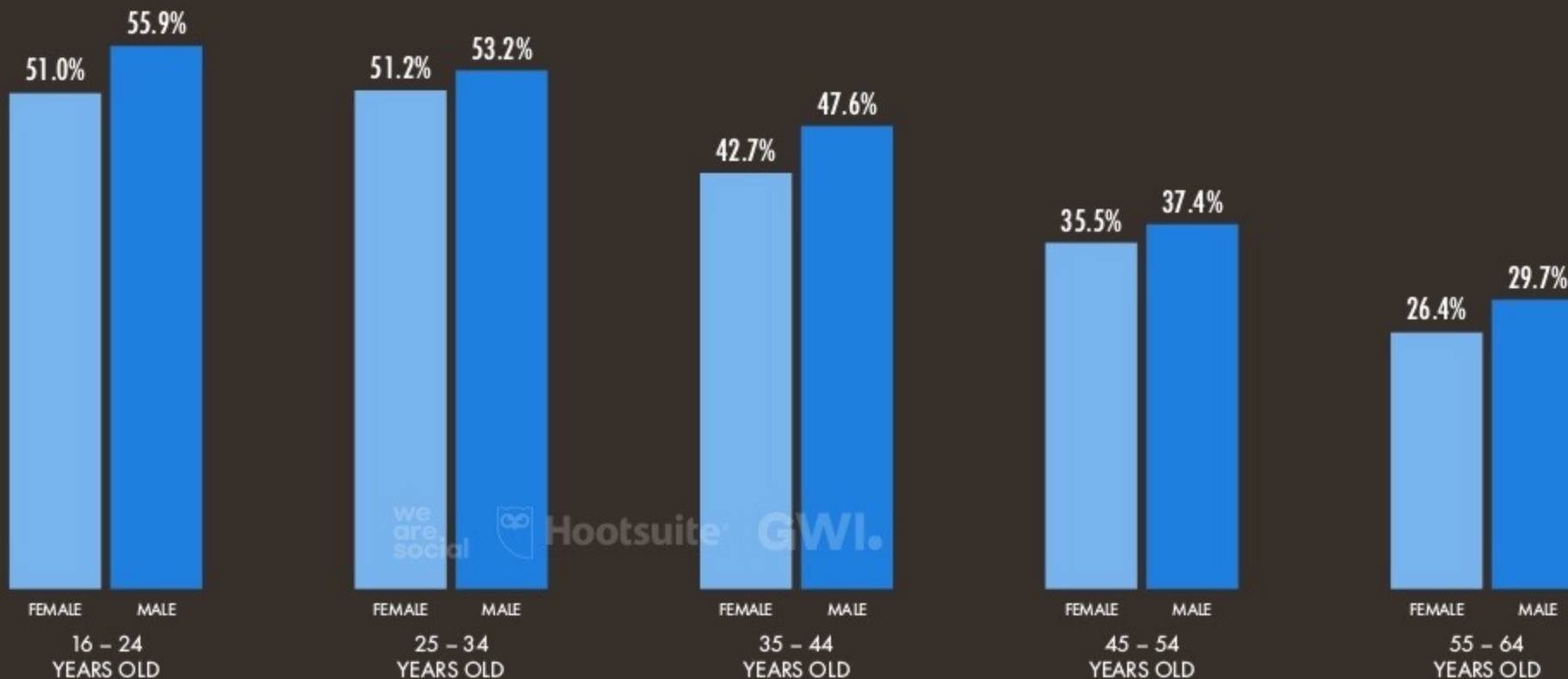


Hootsuite GWI

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USE OF VOICE INTERFACES BY AGE AND GENDER

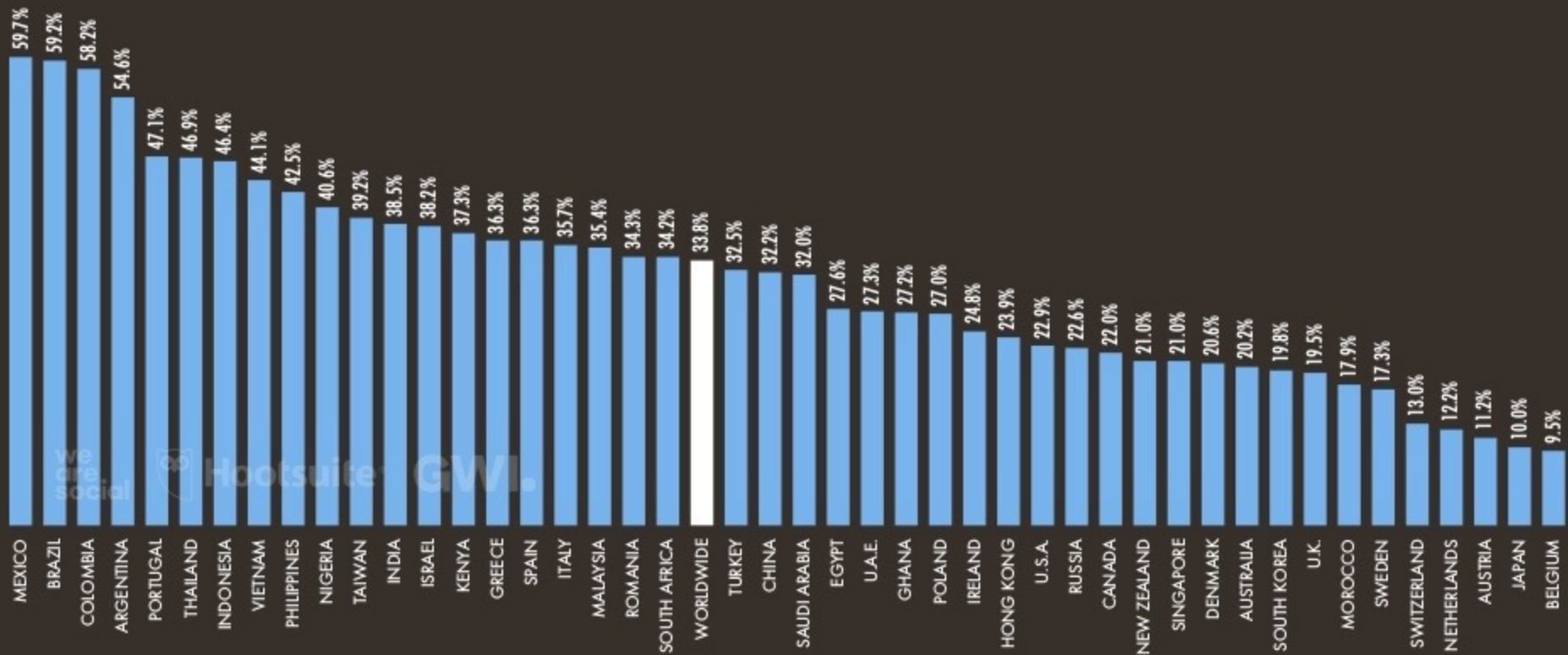
PERCENTAGE OF GLOBAL INTERNET USERS WHO USE VOICE SEARCH OR VOICE COMMANDS EACH MONTH (ANY DEVICE)



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USE OF IMAGE RECOGNITION TOOLS ON MOBILE

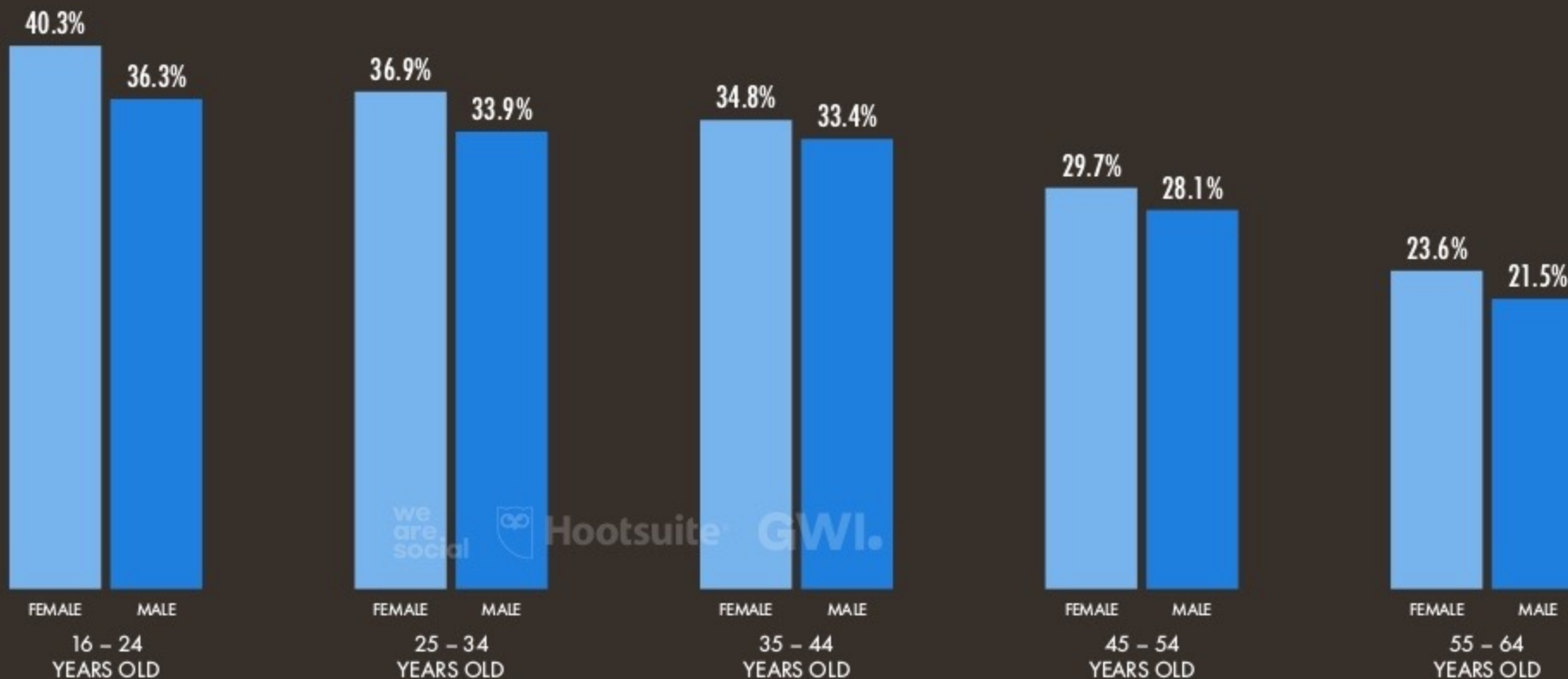
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE IMAGE RECOGNITION TOOLS (E.G. SEARCH 'LENSES') ON THEIR MOBILE EACH MONTH



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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



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INTERNET-POWERED COMMUNICATION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE DIFFERENT KINDS OF INTERNET-POWERED SERVICES TO STAY IN TOUCH WITH OTHERS

VISITED OR
USED A SOCIAL
NETWORK



GWI.

98.0%

USED A CHAT
APP OR INSTANT
MESSAGING SERVICE



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94.5%

USED A WEBMAIL
SERVICE TO ACCESS,
READ, OR SEND EMAIL



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78.7%

USED A VOIP SERVICE (OR
SIMILAR) TO MAKE PHONE
CALLS OVER THE INTERNET



47.5%

MADE A VIDEO
CALL ON A
MOBILE DEVICE

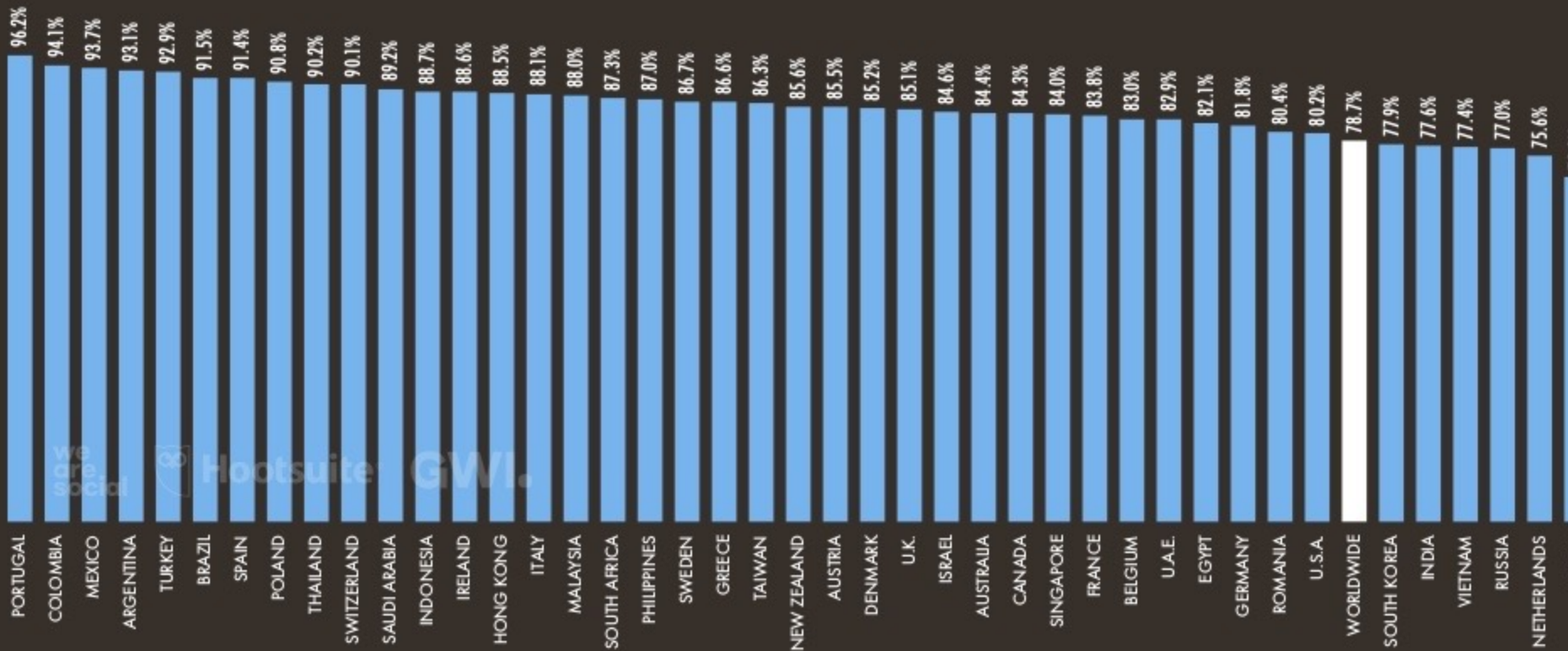


47.5%

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USE OF WEB-BASED EMAIL

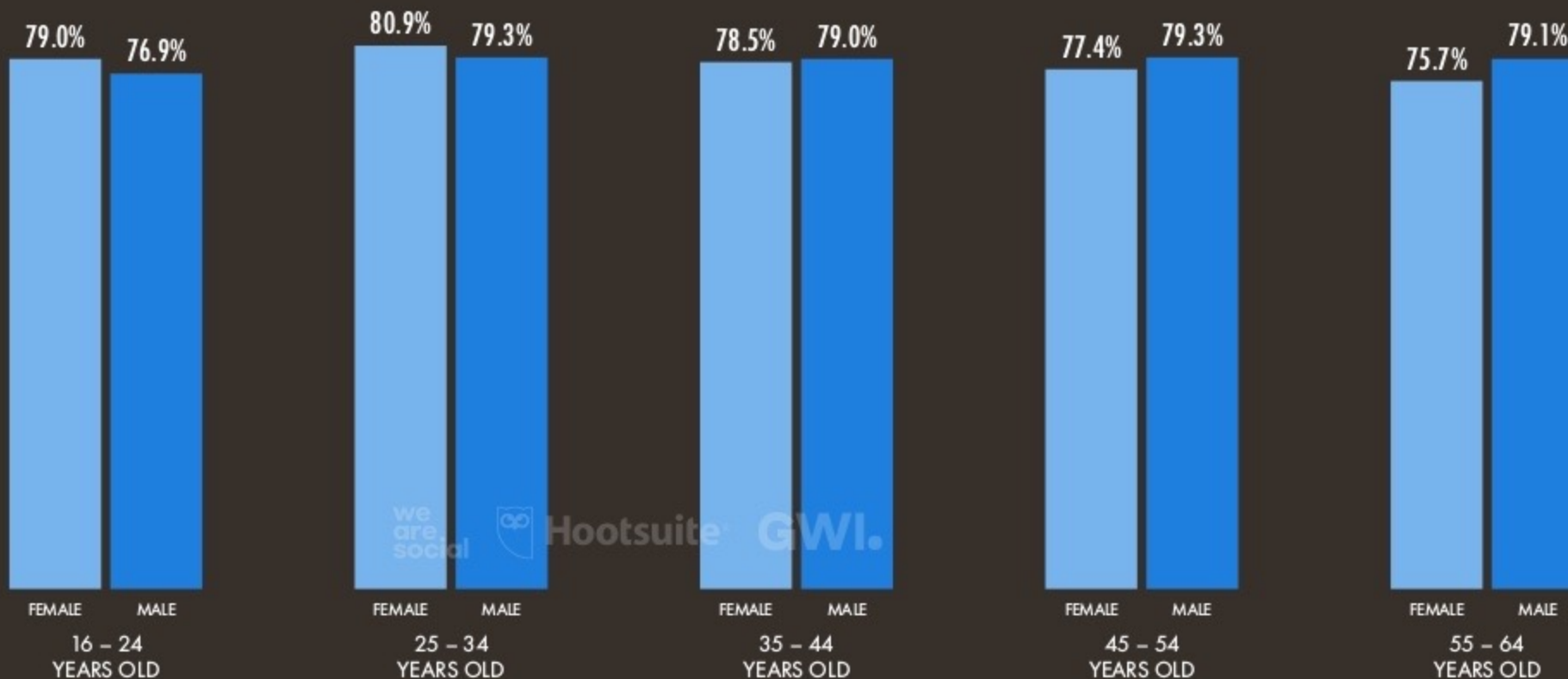
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE USED A WEBMAIL SERVICE TO ACCESS, READ, OR SEND EMAIL IN THE PAST MONTH



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USE OF WEB-BASED EMAIL BY AGE AND GENDER

PERCENTAGE OF GLOBAL INTERNET USERS WHO HAVE USED A WEBMAIL SERVICE TO ACCESS, READ, OR SEND EMAIL IN THE PAST MONTH



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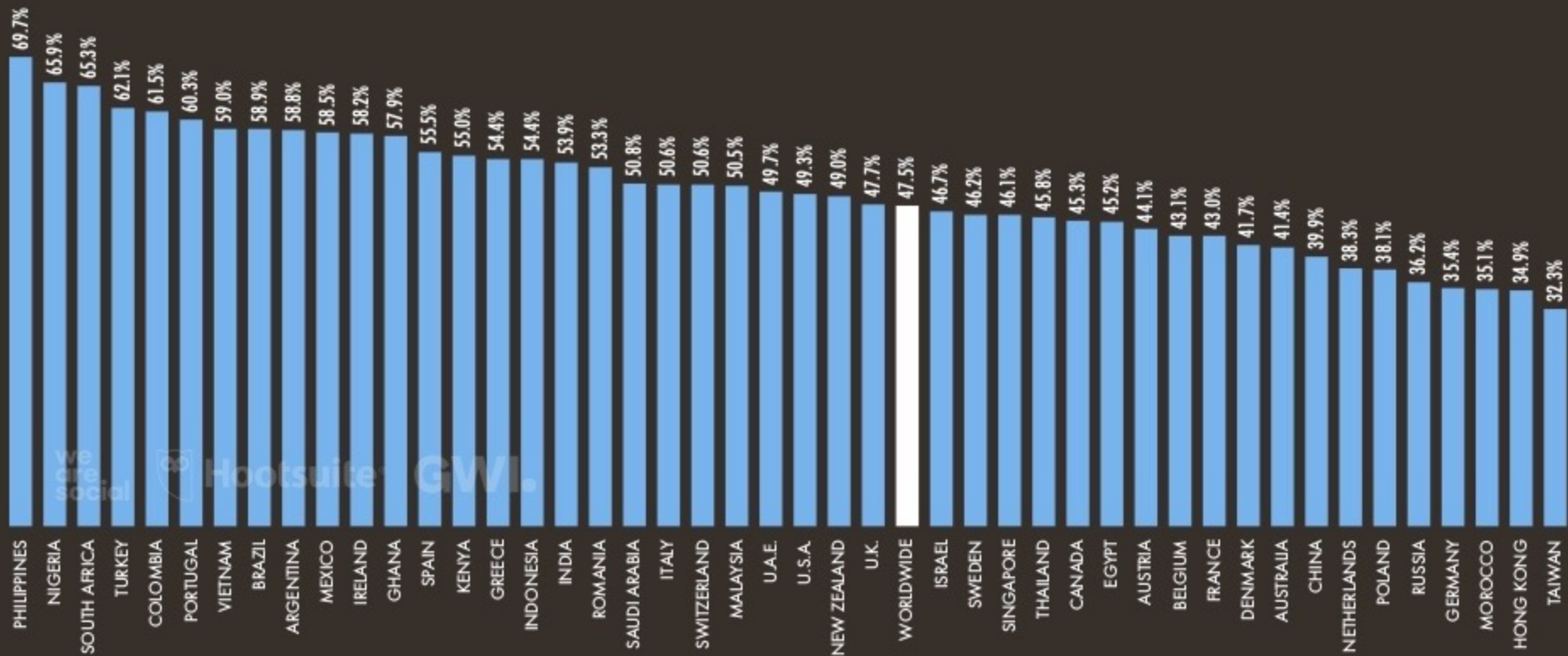
we



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MOBILE VIDEO CALLING

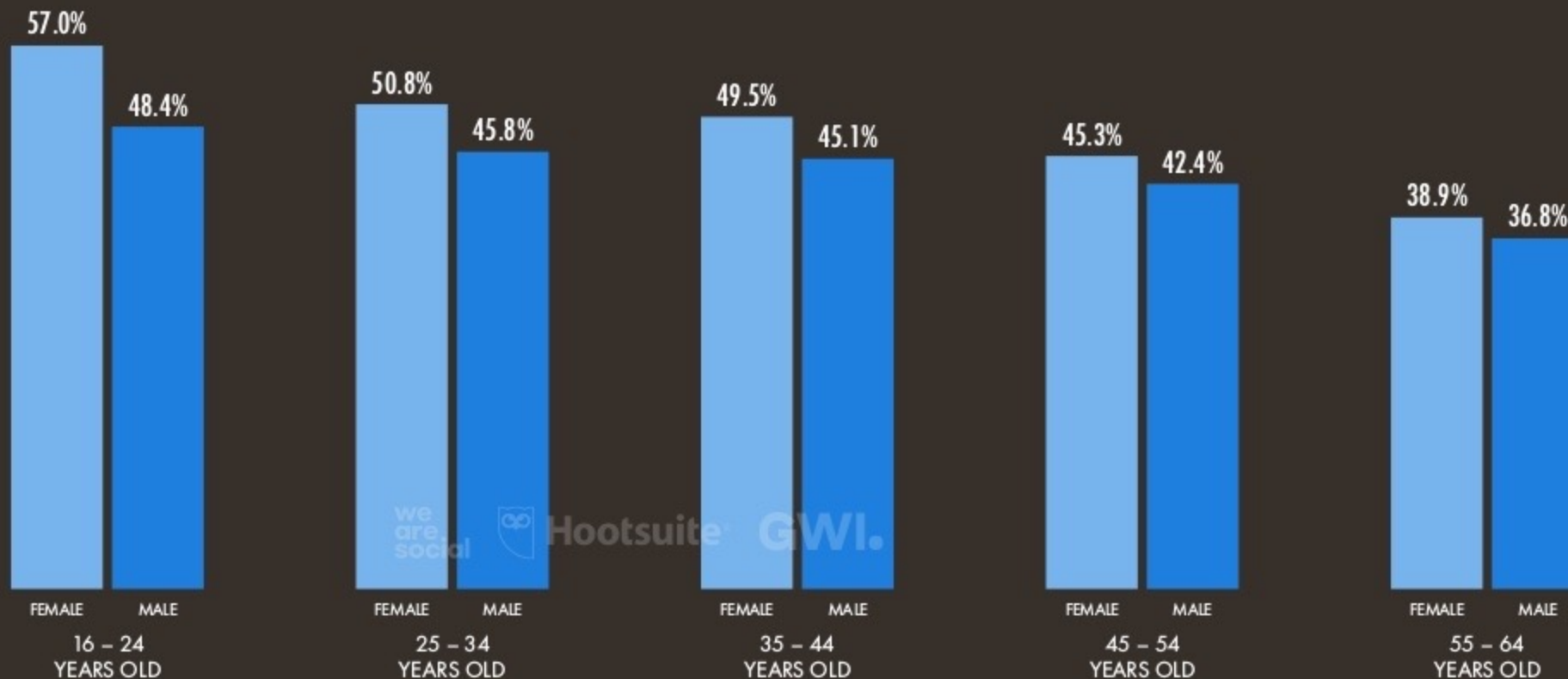
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE MADE A VIDEO CALL ON THEIR MOBILE PHONE IN THE PAST MONTH



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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



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ONLINE CONTENT ACTIVITIES

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF CONTENT* VIA THE INTERNET EACH MONTH (ANY DEVICE)

ACCESS VIDEOS, TV
SHOWS, OR MOVIES
VIA THE INTERNET



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93.3%

WATCH 'VLOGS'
(BLOGS RECORDED
IN VIDEO FORMAT)



51.7%

LISTEN TO ONLINE
MUSIC STREAMING
SERVICES (E.G. SPOTIFY)



GWJ.

64.3%

LISTEN TO
ONLINE RADIO
STATIONS



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48.2%

LISTEN TO PODCASTS
(INCLUDES PODCASTS
IN VIDEO FORMAT)



44.8%

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WATCHING VLOGS

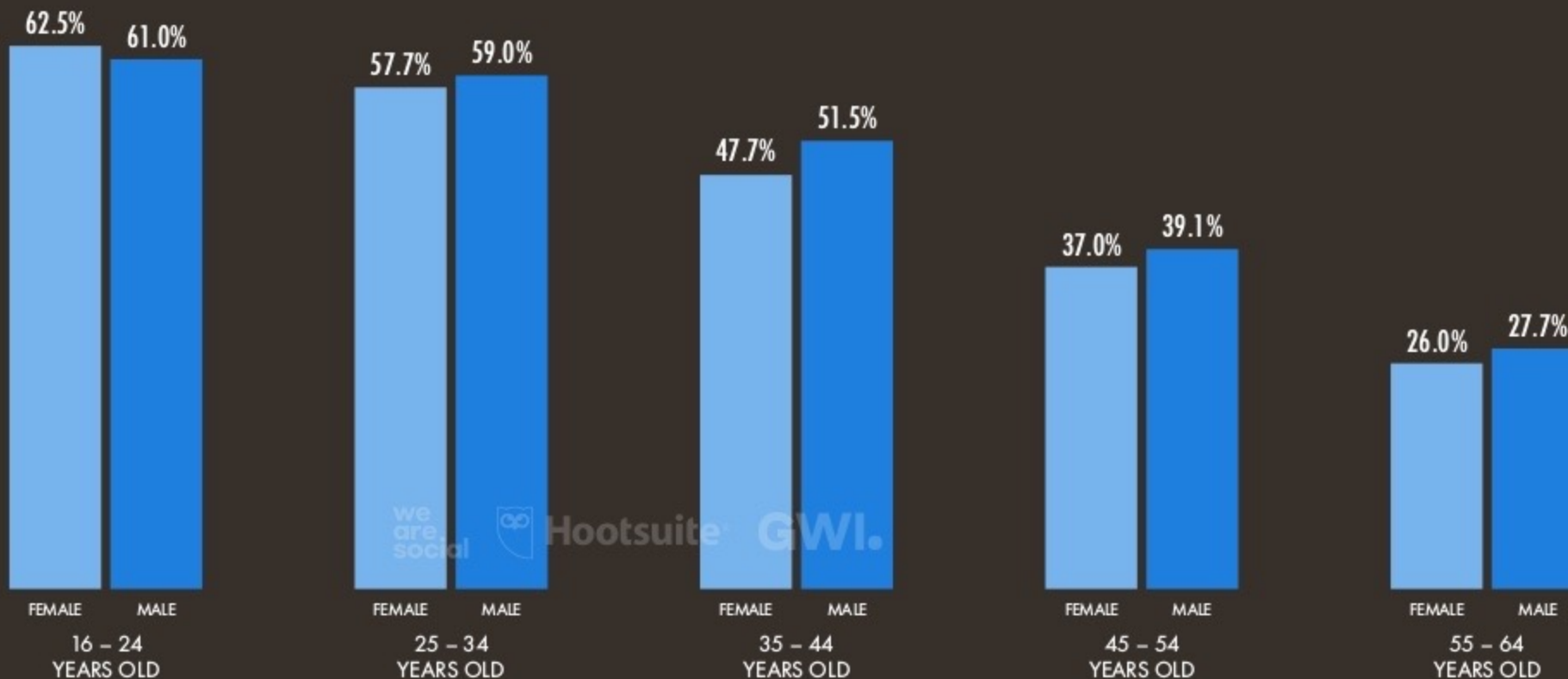
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE WATCHED A VLOG IN THE PAST MONTH



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WATCHING VLOGS BY AGE AND GENDER

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



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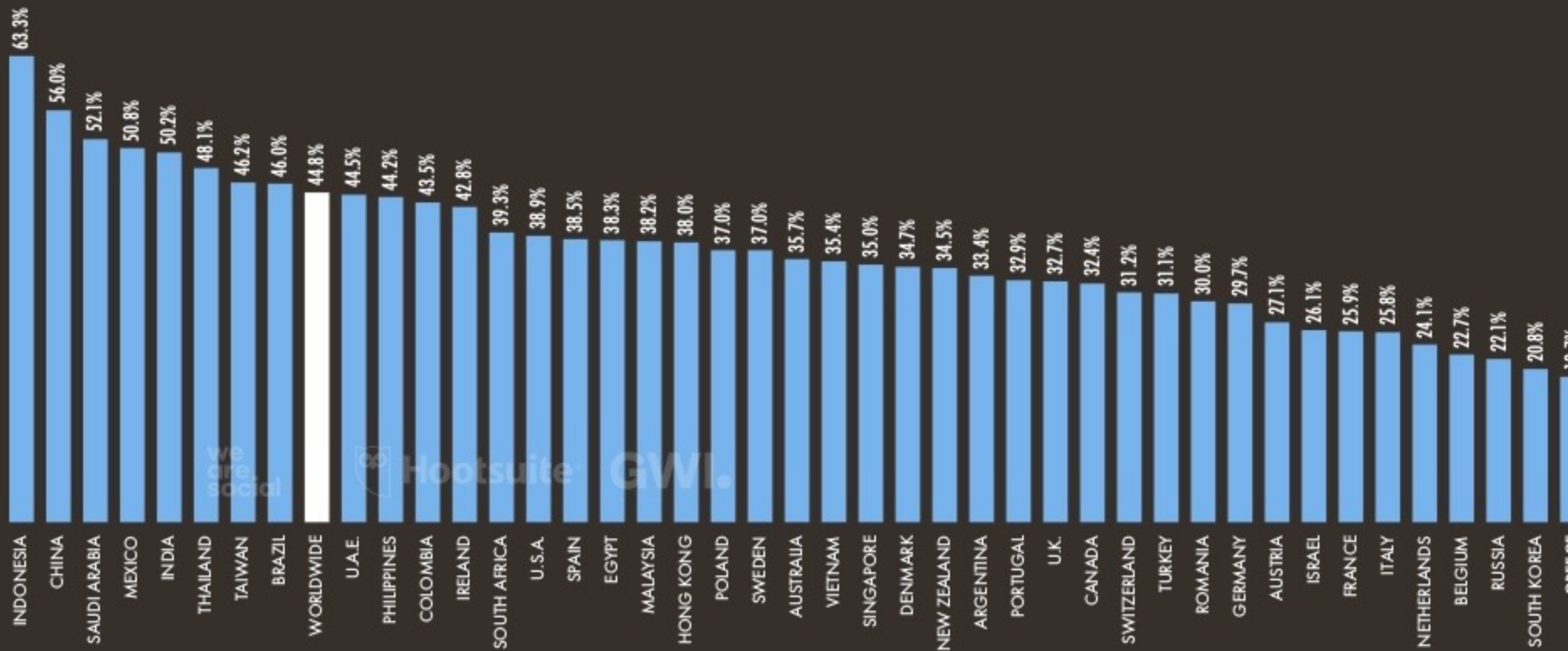
we



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LISTENING TO PODCASTS

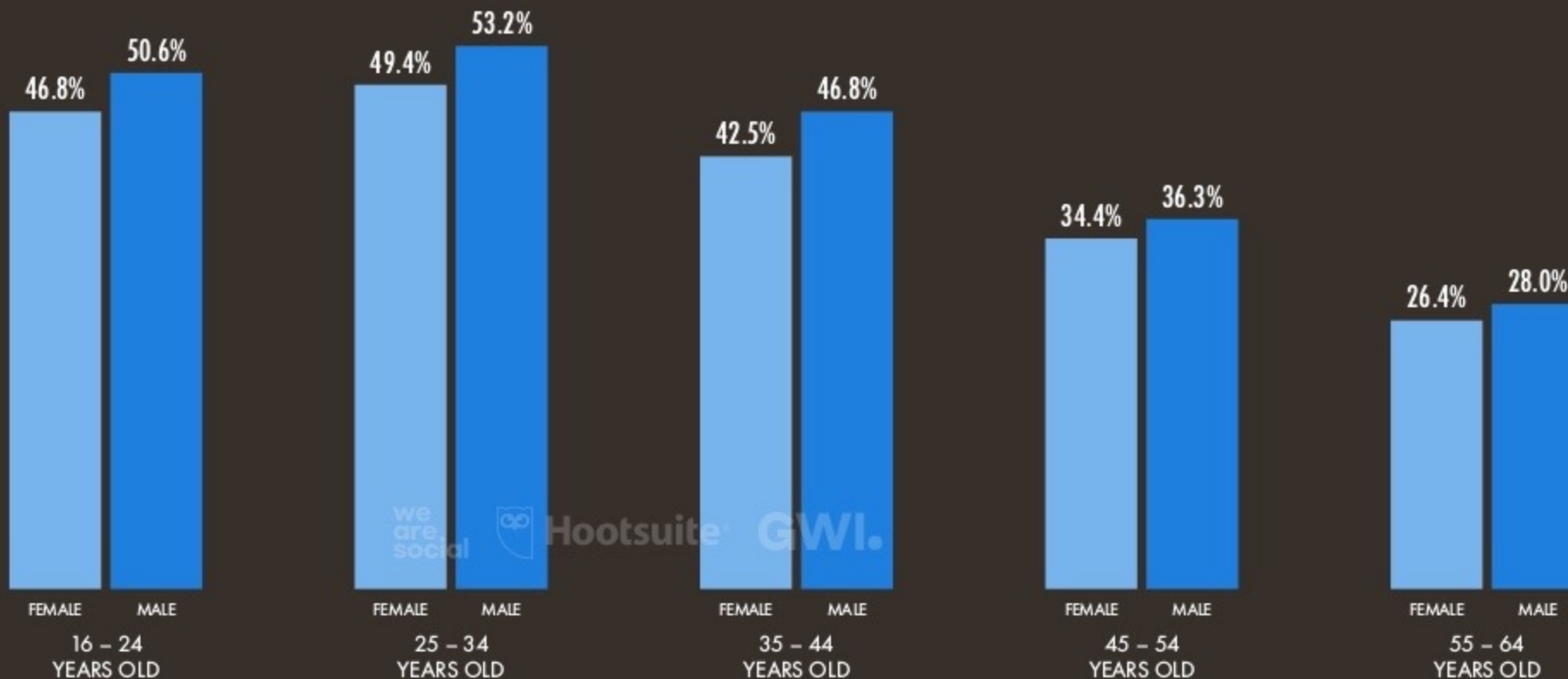
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE LISTENED TO OR WATCHED A PODCAST IN THE PAST MONTH



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LISTENING TO PODCASTS BY AGE AND GENDER

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



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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



86.1%

GWJ.

SMARTPHONE



72.5%



LAPTOP OR DESKTOP



39.7%



GAMES CONSOLE



27.8%

TABLET DEVICE



18.2%

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HANDHELD GAMING DEVICE



13.3%

GWJ.

MEDIA STREAMING DEVICE



8.6%



VIRTUAL REALITY HEADSET

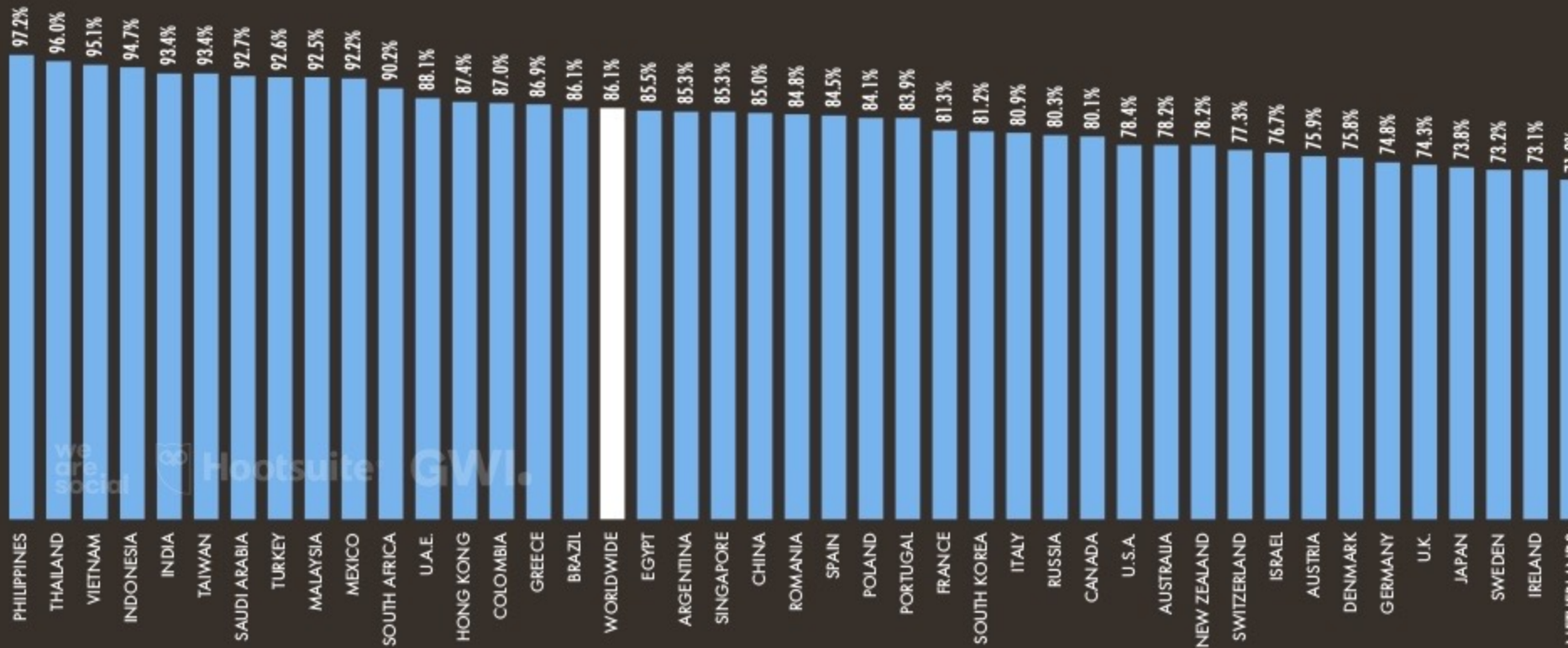


7.8%

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PLAYING VIDEO GAMES

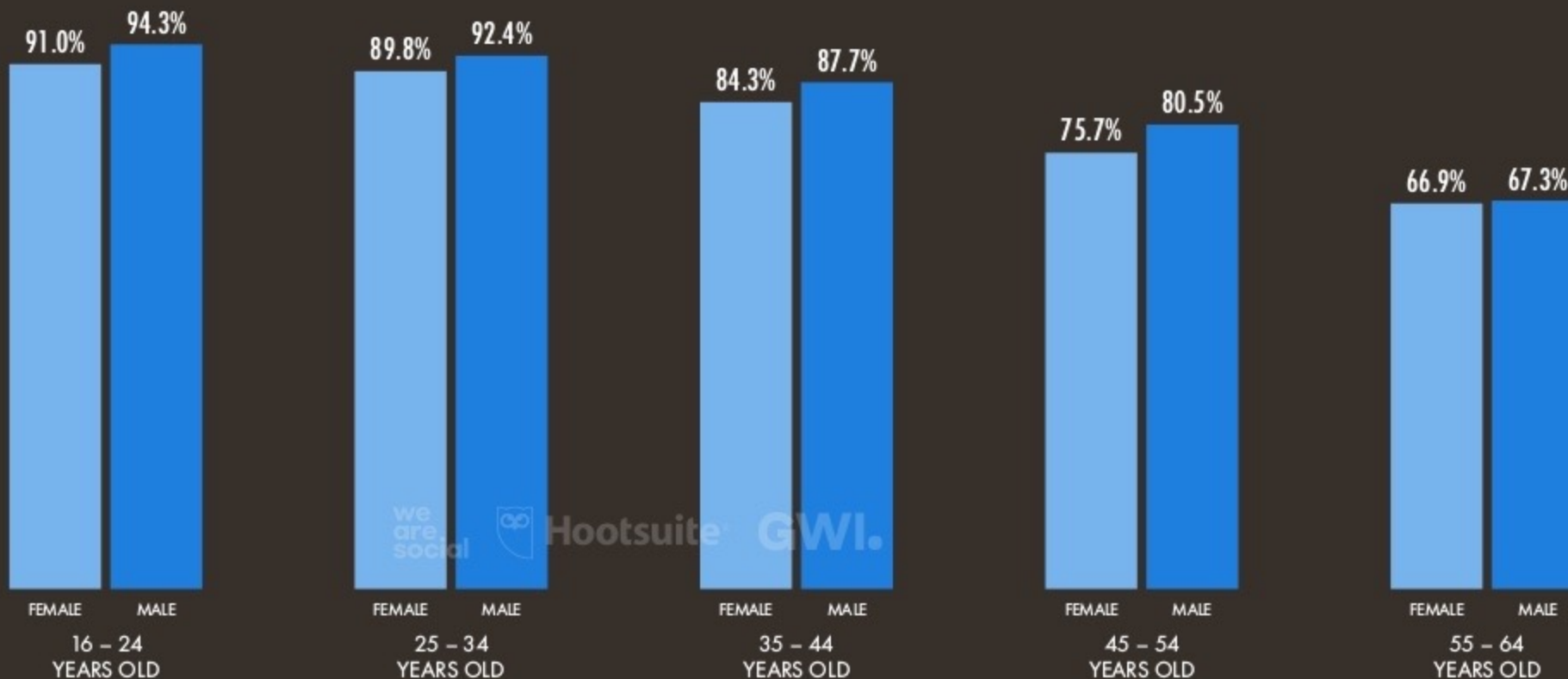
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON ANY DEVICE



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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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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*



14.9%

PLAYED A GAME ON
A CLOUD GAMING OR
STREAMING PLATFORM



GWJ.

9.5%

SHARED IMAGES
OR VIDEOS OF
OWN GAMEPLAY



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11.8%

WATCHED A LIVE STREAM
OF OTHER PEOPLE
PLAYING GAMES



GWJ.

15.1%

WATCHED
AN ESPORTS
TOURNAMENT

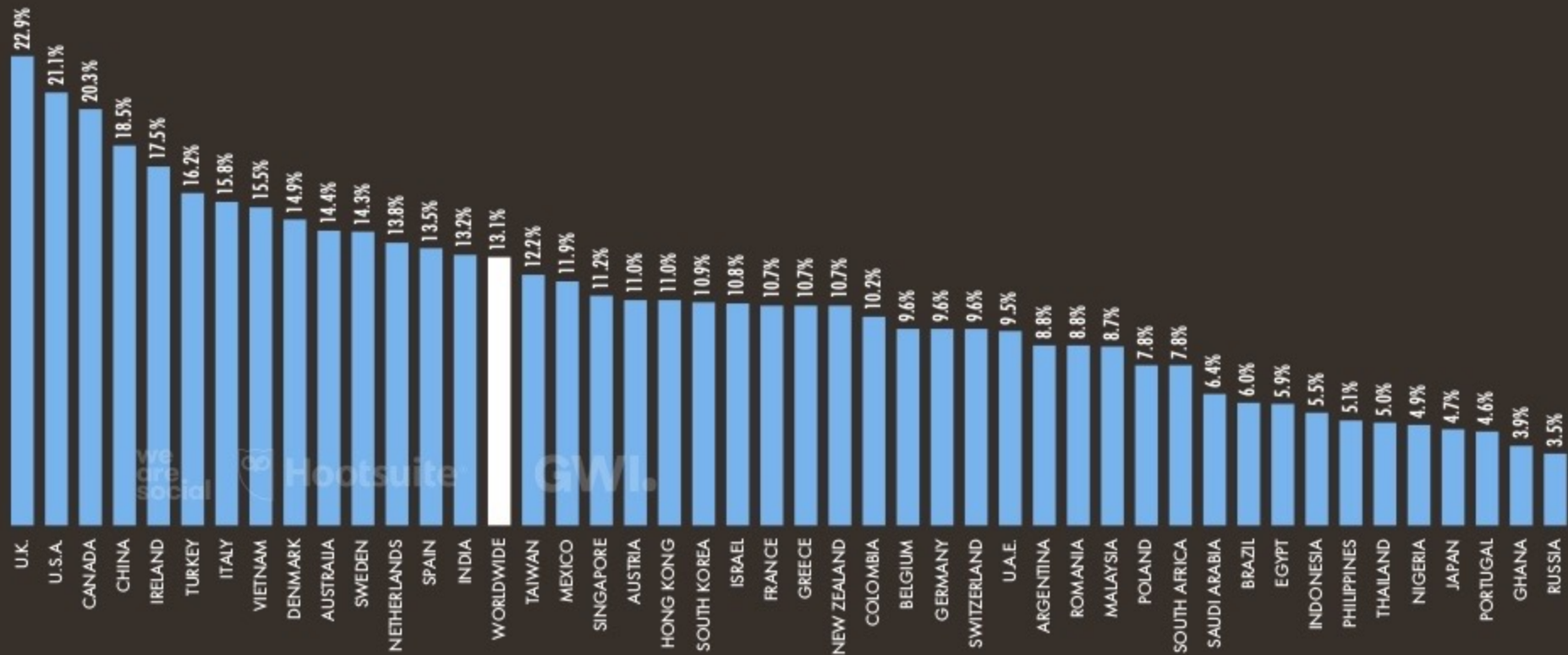


18.7%

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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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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

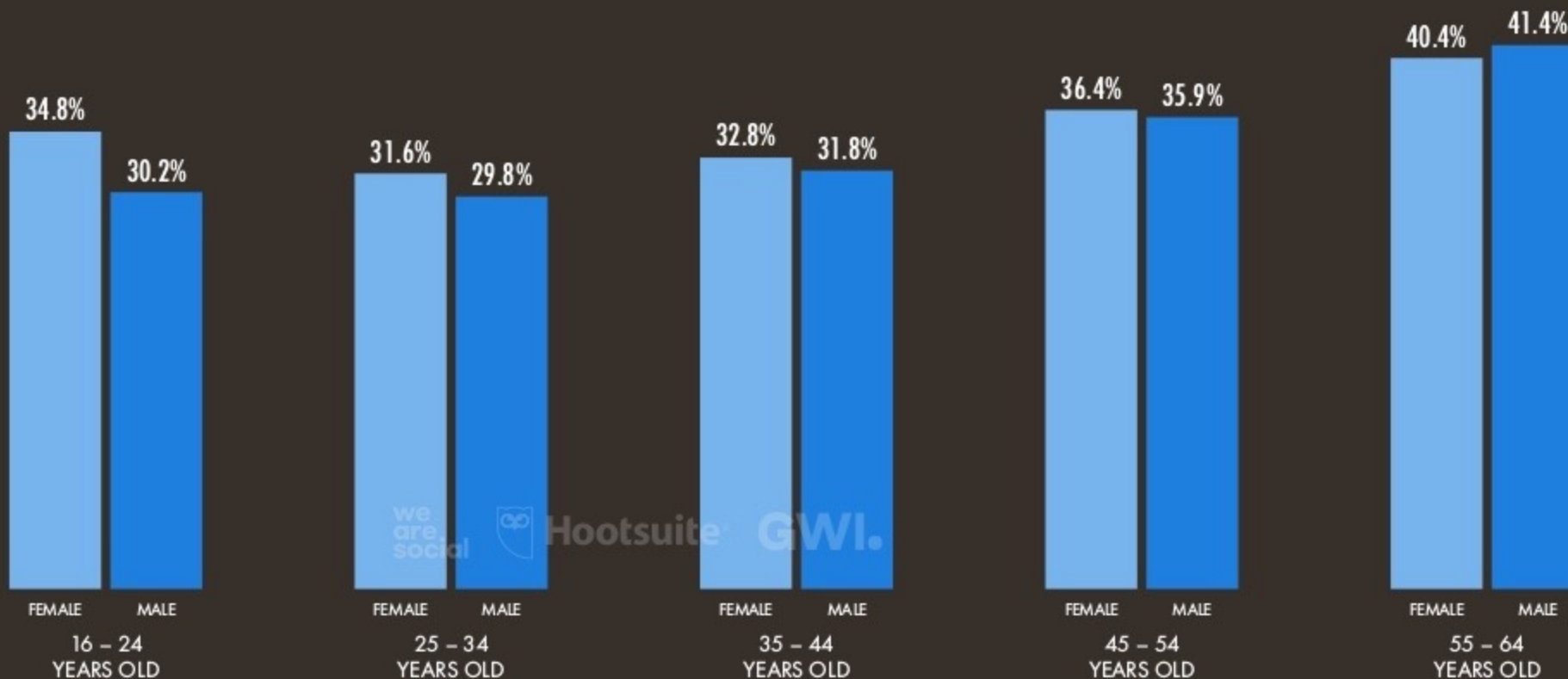
⚠️ THE SURVEY QUESTION THAT INFORMS THIS CHART HAS CHANGED, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS



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CONCERNS ABOUT MISUSE OF PERSONAL DATA

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



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USE OF SOCIAL MEDIA

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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*



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4.33
BILLION

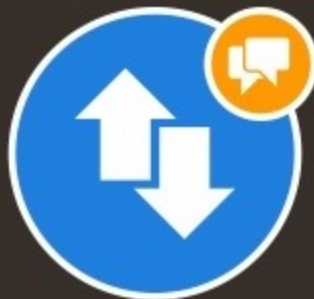
SOCIAL MEDIA USERS AS
A PERCENTAGE OF THE
GLOBAL POPULATION



KEPIOS

55.1%

ANNUAL CHANGE IN
THE NUMBER OF GLOBAL
SOCIAL MEDIA USERS



KEPIOS

+13.7%
+521 MILLION

PERCENTAGE OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



GWI.

99.0%

AVERAGE AMOUNT
OF TIME PER DAY SPENT
USING SOCIAL MEDIA

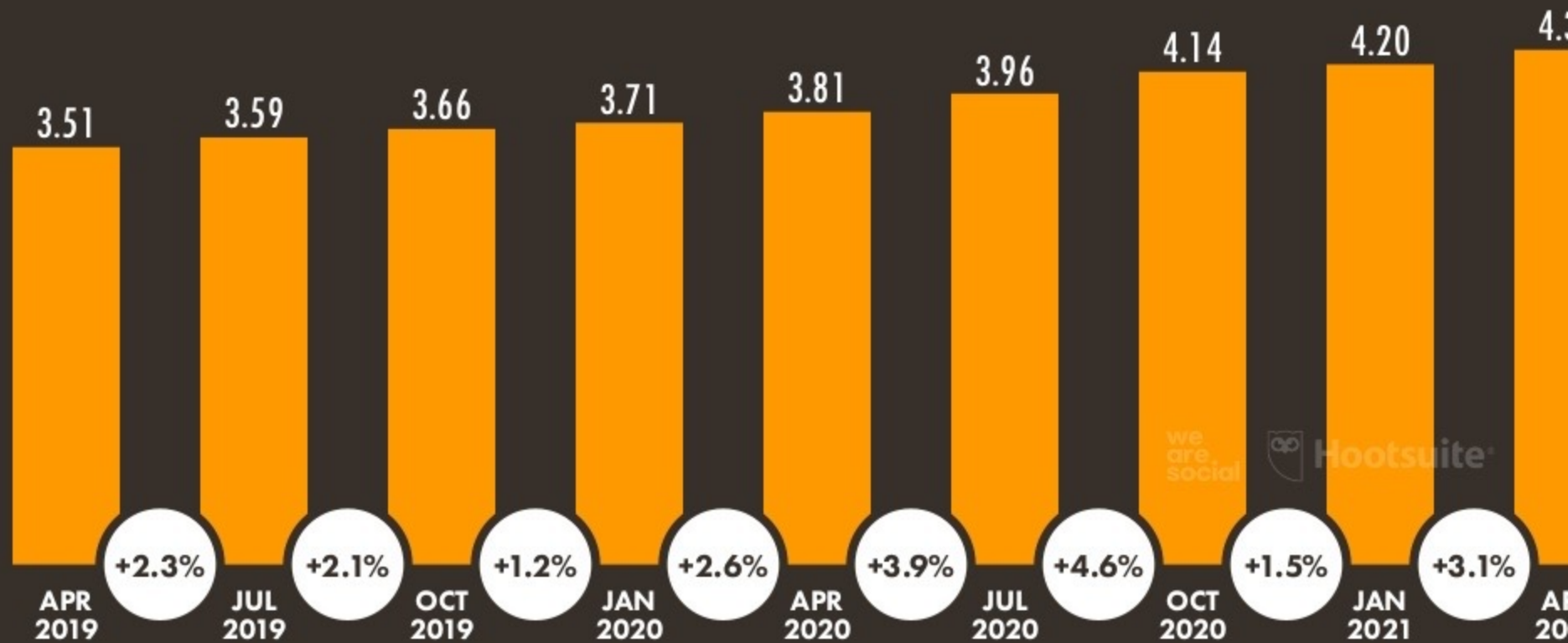


2H 22M

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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: KEPIO'S ANALYSIS (APR 2021), BASED ON DATA FROM SOCIAL MEDIA COMPANIES' EARNINGS ANNOUNCEMENTS, SELF-SERVICE ADVERTISING TOOLS, AND PUBLIC

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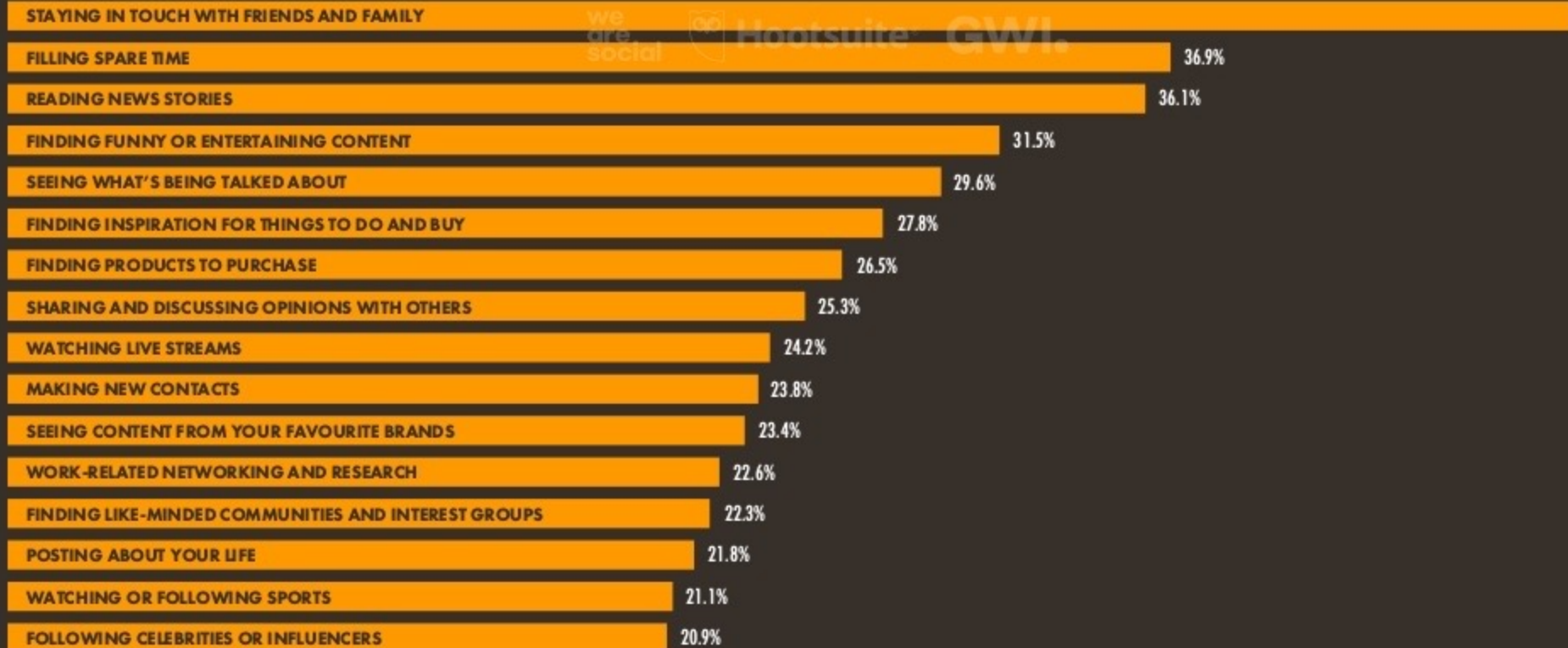
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REASONS FOR USING SOCIAL MEDIA

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



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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



98.9%

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH PER INTERNET USER



6.3

VISIT SOCIAL PLATFORMS TO FIND FUNNY OR ENTERTAINING CONTENT



82.2%

FOLLOW BRANDS OR RESEARCH BRANDS AND PRODUCTS ON SOCIAL MEDIA



73.5%

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

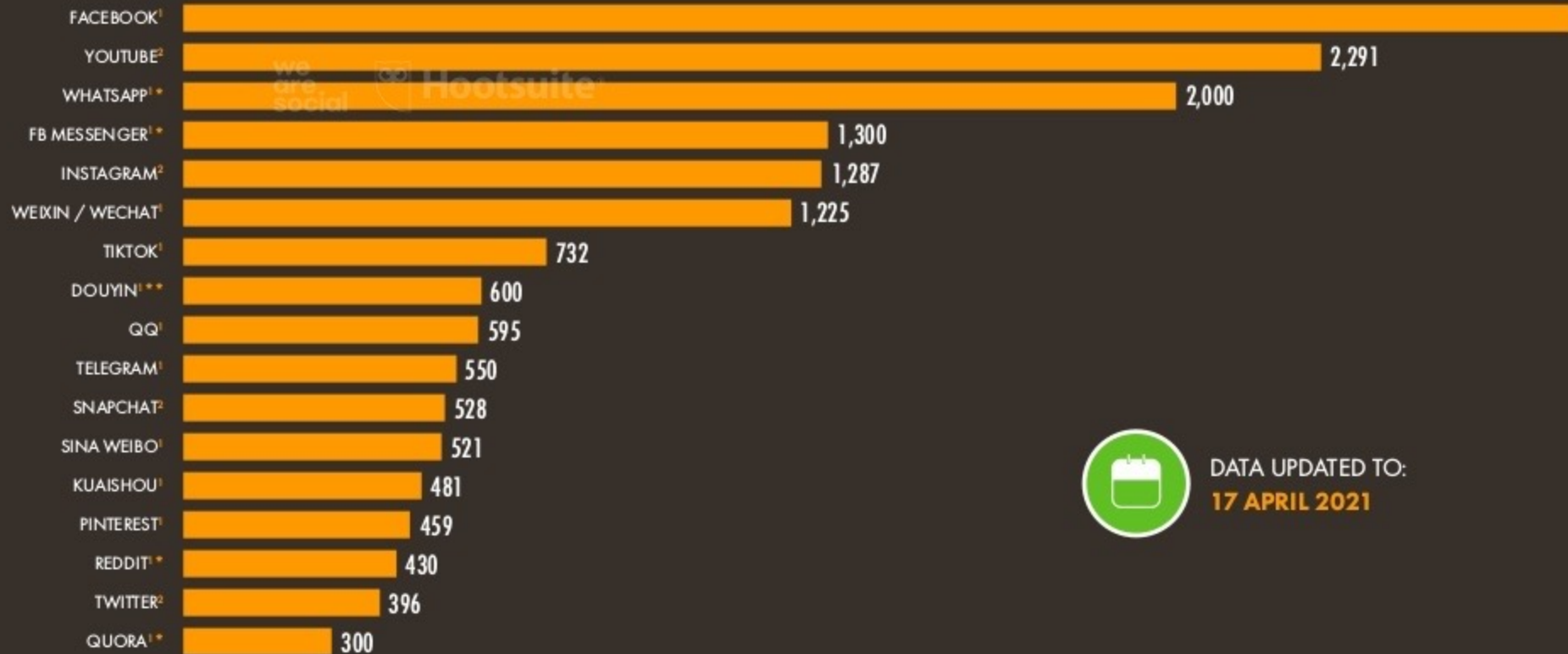


22.6%

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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:
17 APRIL 2021

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

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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

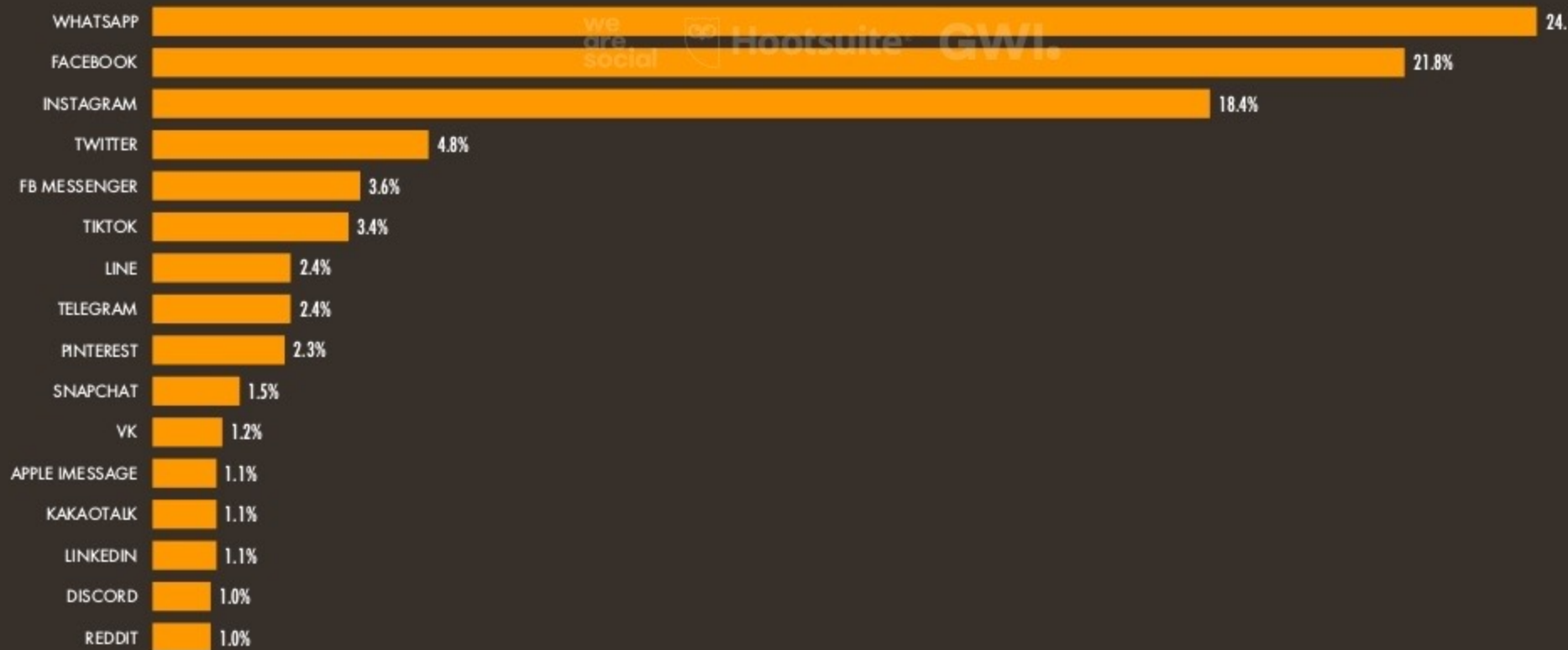
⚠️ THE QUESTIONS THAT INFORM THIS CHART HAVE CHANGED, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS

	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%	76.8%	76.9%	12.5%	29.6%	49.0%	35.9%	35.1%	30.4%
YOUTUBE USERS	1.0%	80.9%	100%	75.8%	14.1%	27.8%	50.4%	34.4%	36.5%	29.7%
INSTAGRAM USERS	0.1%	84.9%	80.0%	100%	13.7%	34.1%	55.3%	39.0%	38.9%	30.3%
REDDIT USERS	0.1%	82.8%	81.5%	82.4%	100%	49.1%	73.7%	44.4%	58.4%	49.6%
SNAPCHAT USERS	0%	85.2%	80.2%	88.9%	21.3%	100%	63.1%	54.3%	49.2%	36.8%
TWITTER USERS	0.2%	85.2%	81.0%	87.1%	19.3%	38.0%	100%	42.9%	43.1%	38.9%
TIKTOK USERS	0.1%	85.9%	81.9%	84.6%	16.0%	45.1%	59.1%	100%	43.7%	31.3%
PINTEREST USERS	0.2%	84.9%	80.7%	85.3%	21.3%	41.3%	60.0%	44.2%	100%	41.1%
LINKEDIN USERS	0.2%	89.6%	78.0%	81.0%	22.0%	37.7%	65.9%	38.5%	50.1%	100%

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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



SOURCE: GWI (Q4 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

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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	18.4%	23.1%	26.2%	27.0%	25.6%
FACEBOOK	11.2%	21.9%	25.6%	25.6%	25.1%
INSTAGRAM	32.9%	23.4%	15.6%	11.2%	6.1%
TWITTER	7.6%	3.8%	2.9%	3.0%	2.3%
FB MESSENGER	3.0%	3.6%	4.3%	3.8%	4.1%
TIKTOK	7.5%	4.3%	2.8%	1.9%	1.1%
LINE	1.3%	1.8%	3.3%	4.1%	5.5%
TELEGRAM	1.9%	1.9%	1.4%	1.0%	0.9%
PINTEREST	4.1%	2.8%	3.6%	4.5%	5.3%
SNAPCHAT	3.6%	1.7%	1.0%	0.5%	0.4%

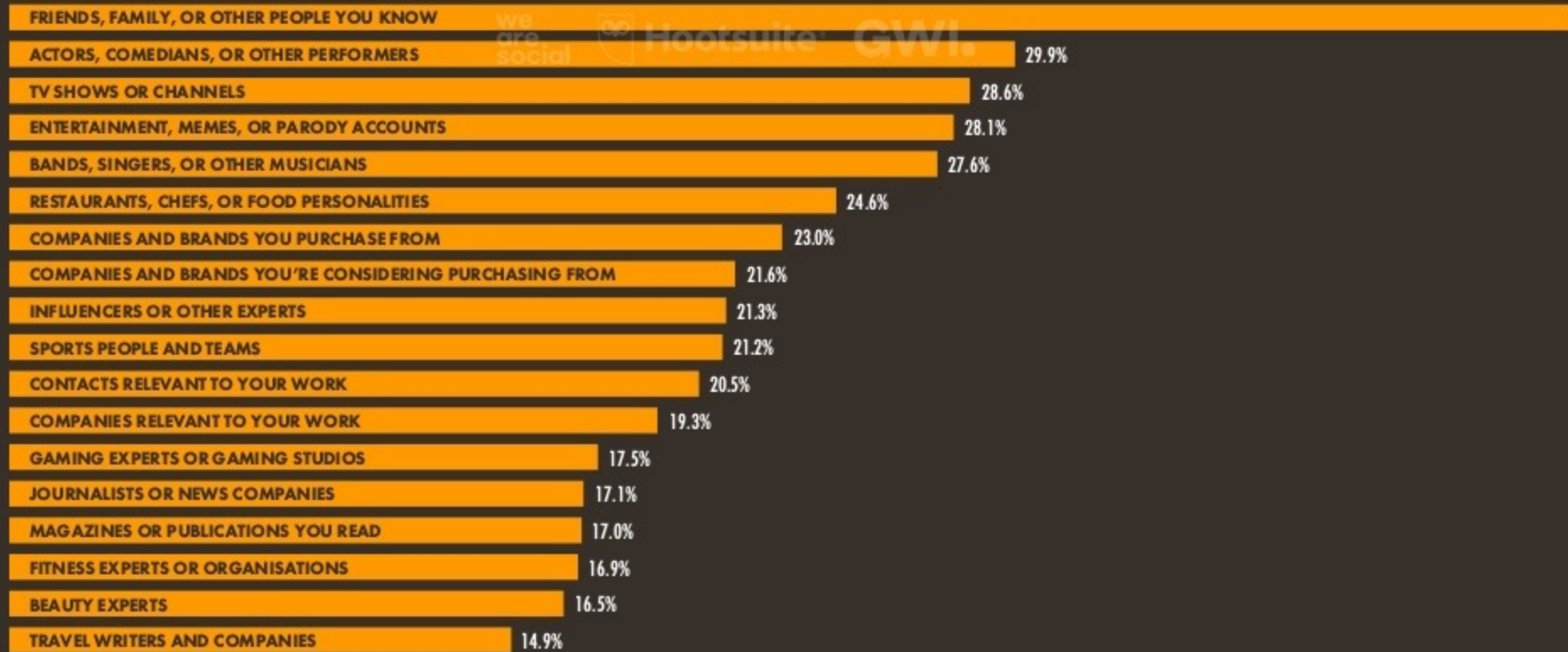
FAVOURITE SOCIAL PLATFORMS AMONGST MALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
WHATSAPP	21.6%	24.2%	27.8%	27.8%	26.0%
FACEBOOK	16.3%	24.7%	27.3%	25.4%	24.6%
INSTAGRAM	28.3%	16.0%	10.5%	7.0%	5.0%
TWITTER	5.6%	5.1%	5.0%	5.3%	3.7%
FB MESSENGER	3.1%	3.8%	3.6%	4.1%	3.3%
TIKTOK	3.6%	3.1%	2.2%	1.8%	1.1%
LINE	1.2%	1.4%	2.3%	3.5%	4.8%
TELEGRAM	3.7%	3.9%	3.0%	1.9%	1.0%
PINTEREST	0.7%	1.1%	1.1%	1.2%	1.6%
SNAPCHAT	2.6%	1.2%	0.7%	0.4%	0.3%

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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*



72.1%



SOCIAL
NETWORKS



44.7%

GWI.

QUESTION AND ANSWER
SITES (E.G. QUORA)



20.8%



FORUMS AND
MESSAGE BOARDS



16.7%

MESSAGING AND
LIVE CHAT SERVICES



16.1%

GWI.

MICRO-BLOGS
(E.G. TWITTER)



15.2%

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



13.8%



ONLINE PINBOARDS
(E.G. PINTEREST)

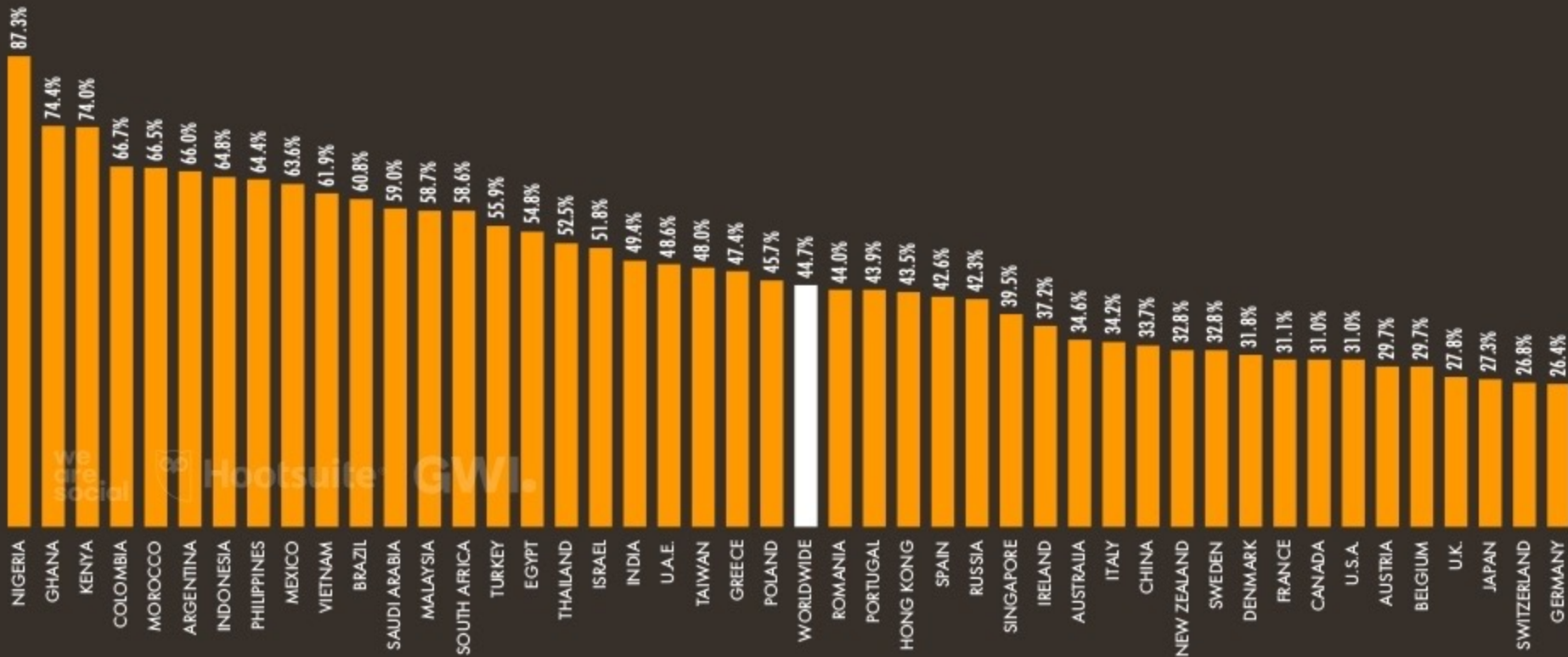


10.8%

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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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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



we
are.
social

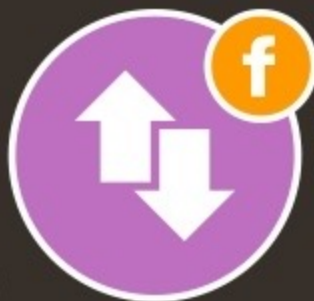
2.21
BILLION

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



36.2%

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



+1.2%
+27 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



43.7%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*

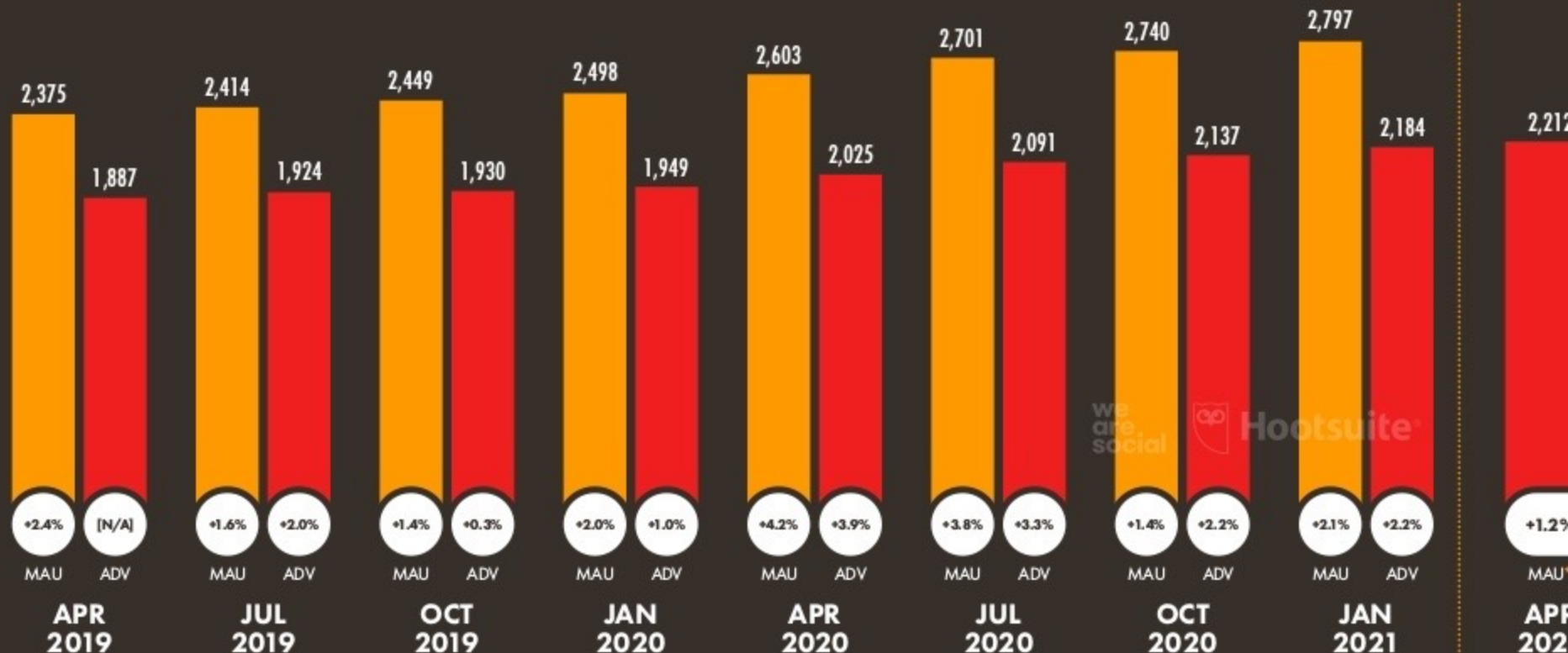


56.3%

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2021

FACEBOOK'S ACTIVE USERS vs. AD AUDIENCE OVER TIME

FACEBOOK'S MONTHLY ACTIVE USERS (MAU) AND GLOBAL ADVERTISING AUDIENCE REACH (ADV) OVER TIME, 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

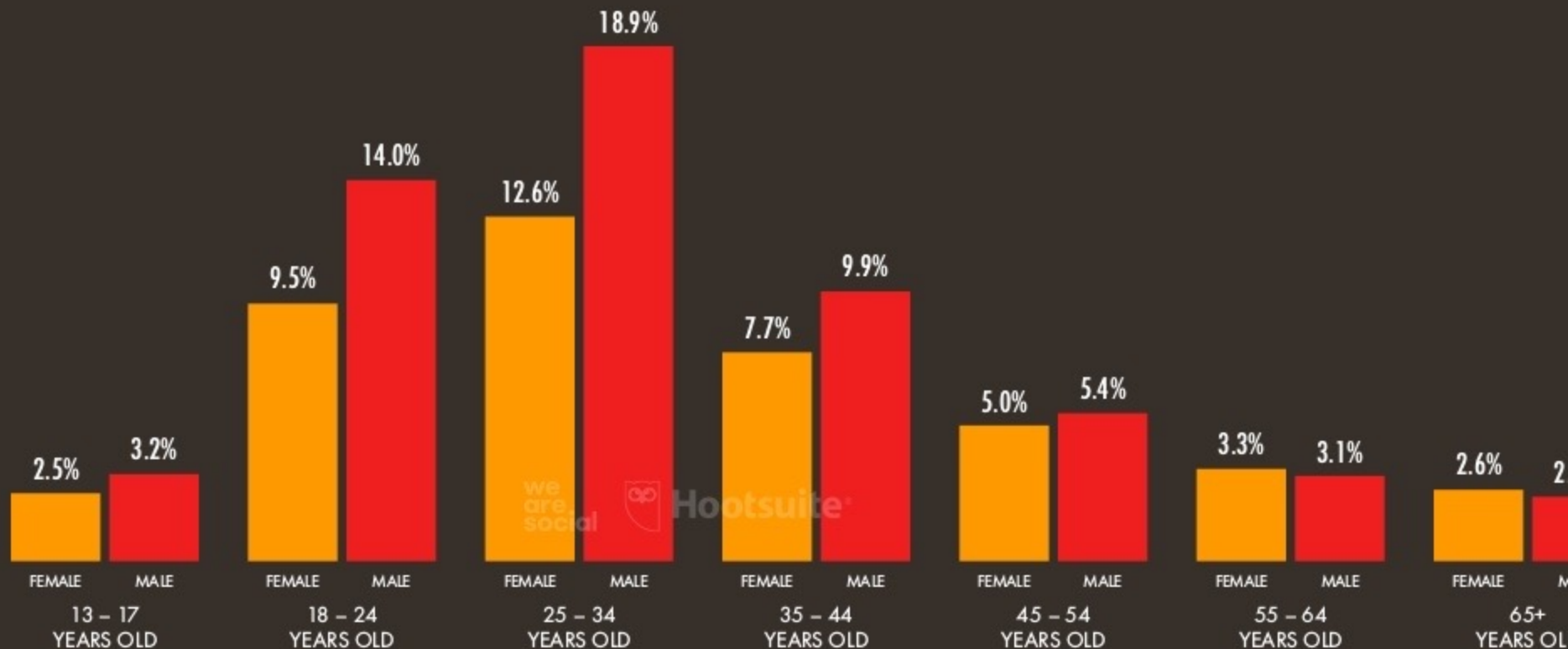
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PROFILE OF FACEBOOK'S ADVERTISING AUDIENCE

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



SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (APR 2021). *NOTES: FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS

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FACEBOOK AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES

#	COUNTRY OR TERRITORY	REACH	▲QOQ
01	INDIA	330,000,000	+3.1%
02	UNITED STATES	190,000,000	0%
03	INDONESIA	140,000,000	0%
04	BRAZIL	130,000,000	0%
05	MEXICO	95,000,000	+2.2%
06	PHILIPPINES	85,000,000	+2.4%
07	VIETNAM	70,000,000	+2.9%
08	THAILAND	52,000,000	+2.0%
09	EGYPT	46,000,000	+2.2%
10=	BANGLADESH	43,000,000	+4.9%

#	COUNTRY OR TERRITORY	REACH	▲QOQ
10=	PAKISTAN	43,000,000	+7.5%
12=	TURKEY	38,000,000	0%
12=	UNITED KINGDOM	38,000,000	0%
14	COLOMBIA	37,000,000	+2.8%
15	FRANCE	33,000,000	0%
16=	ARGENTINA	31,000,000	0%
16=	ITALY	31,000,000	0%
16=	NIGERIA	31,000,000	+6.9%
19	GERMANY	28,000,000	-3.4%
20	PERU	26,000,000	0%

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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	108.8%*	2,600,000	+4.0%
02	LIBYA	106.3%*	5,600,000	+1.8%
03	PHILIPPINES	103.6%*	85,000,000	+2.4%
04	MALTA	100.8%*	390,000	+2.6%
05	PERU	99.5%	26,000,000	0%
06	TONGA	99.3%	74,000	0%
07	ARUBA	97.5%	89,000	0%
08	CAMBODIA	97.4%	12,000,000	+9.1%
09	SAMOA	96.7%	130,000	0%
10	ECUADOR	95.7%	13,000,000	0%

#	COUNTRY OR TERRITORY	REACH OF POP. 13+	TOTAL REACH	QOQ CHANGE
11	MEXICO	94.0%	95,000,000	+2.2%
12	MALAYSIA	92.2%	24,000,000	0%
13	BOLIVIA	91.8%	8,000,000	+3.9%
14	ICELAND	90.9%	260,000	0%
15	U.A.E.	90.1%	7,800,000	0%
16	BRUNEI	90.0%	320,000	0%
17	GREENLAND	90.0%	42,000	0%
18	VIETNAM	89.7%	70,000,000	+2.9%
19	COLOMBIA	89.2%	37,000,000	+2.8%
20	GUAM	89.0%	120,000	0%

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (APR 2021); POPULATION DATA FROM THE U.N. AND U.S. CENSUS BUREAU (ACCESSED

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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



98.4%



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



1.6%



PERCENTAGE OF FACEBOOK
USERS WHO ACCESS VIA BOTH
PHONES AND COMPUTERS



17.4%



PERCENTAGE OF FACEBOOK
USERS WHO ONLY ACCESS
VIA A MOBILE PHONE



81.0%

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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



81.4%

PERCENTAGE OF MOBILE
FACEBOOK USERS ACCESSING
VIA APPS ON IOS DEVICES



14.7%

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



3.9%

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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)



1

FEMALE: MALE:

1 1

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



11

FEMALE: MALE:

11 10

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



5

FEMALE: MALE:

6 4

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



1

FEMALE: MALE:

1 1

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



11

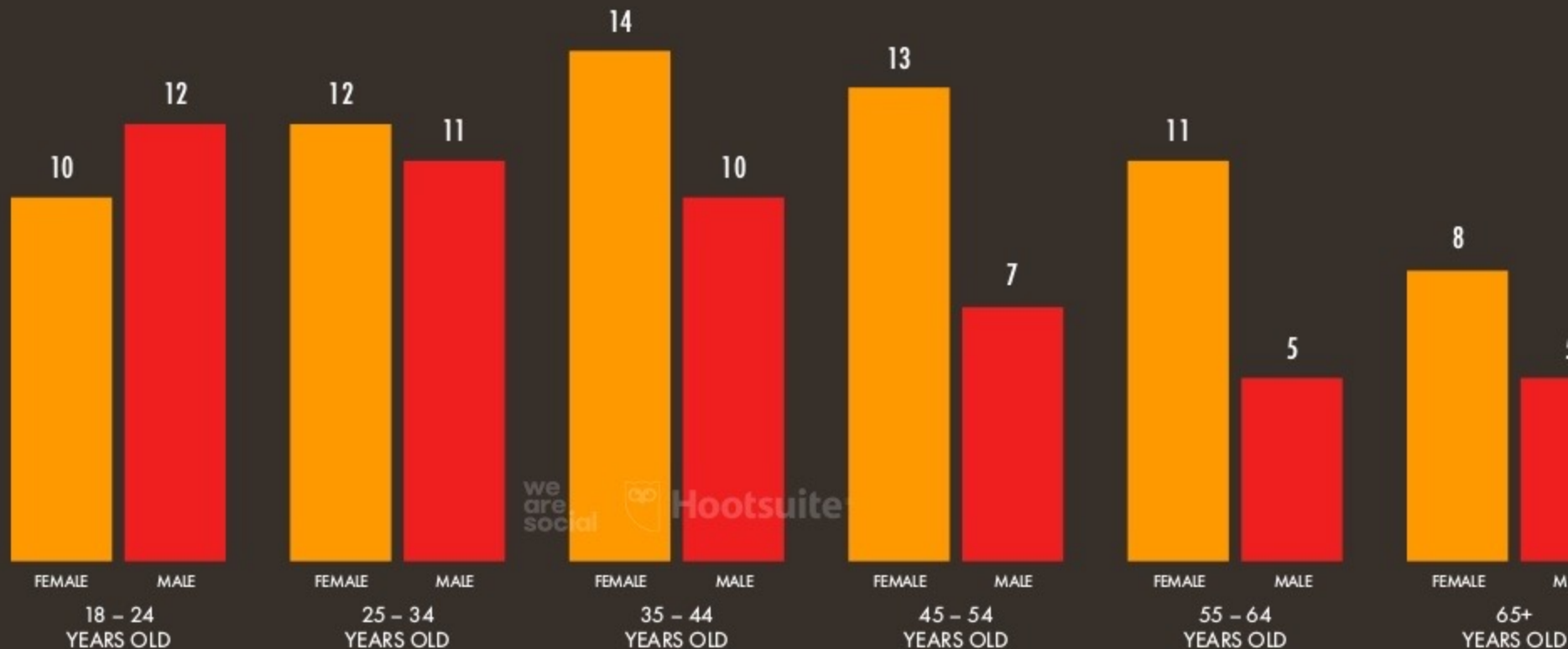
FEMALE: MALE:

14 10

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2021

FACEBOOK MONTHLY POST LIKES BY AGE AND GENDER

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



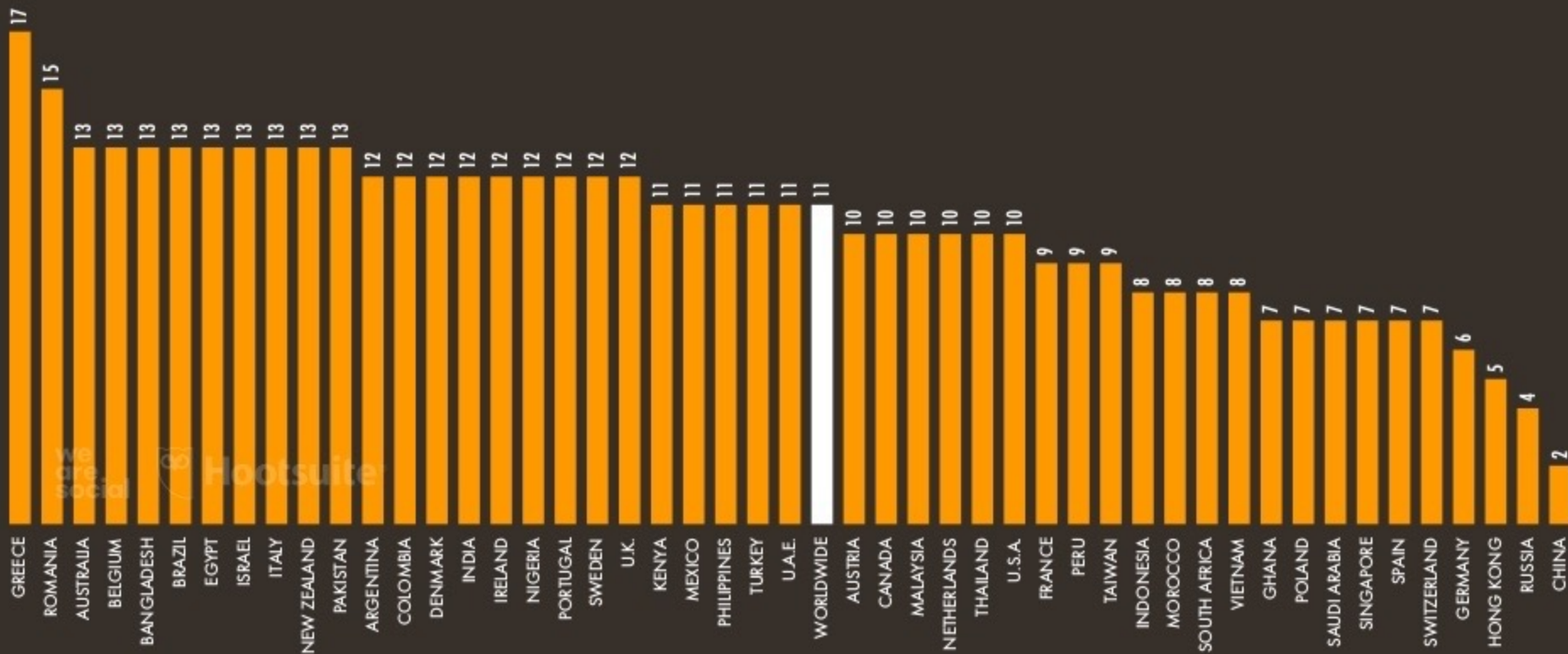
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FACEBOOK MONTHLY POST LIKES BY GEOGRAPHY

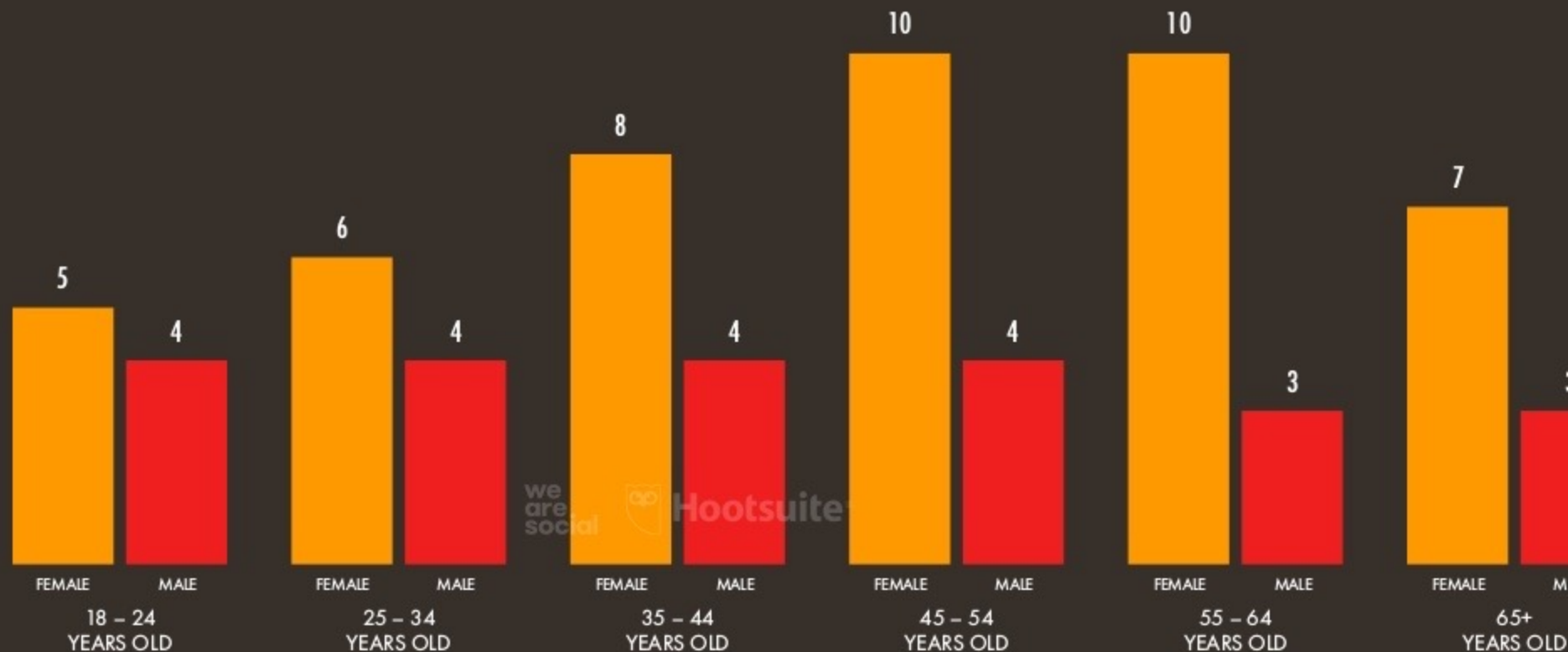
MEDIAN NUMBER OF TIMES EACH MONTH THAT THE TYPICAL FACEBOOK USER AGED 18+* LIKES A POST ON FACEBOOK



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FACEBOOK MONTHLY COMMENTS BY AGE AND GENDER

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



SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (APR 2021) *NOTES: FACEBOOK'S SELF-SERVICE TOOLS DO NOT BURUSH ACTIVITY DATA FOR GENDERS OTHER THAN 'MALE' OR

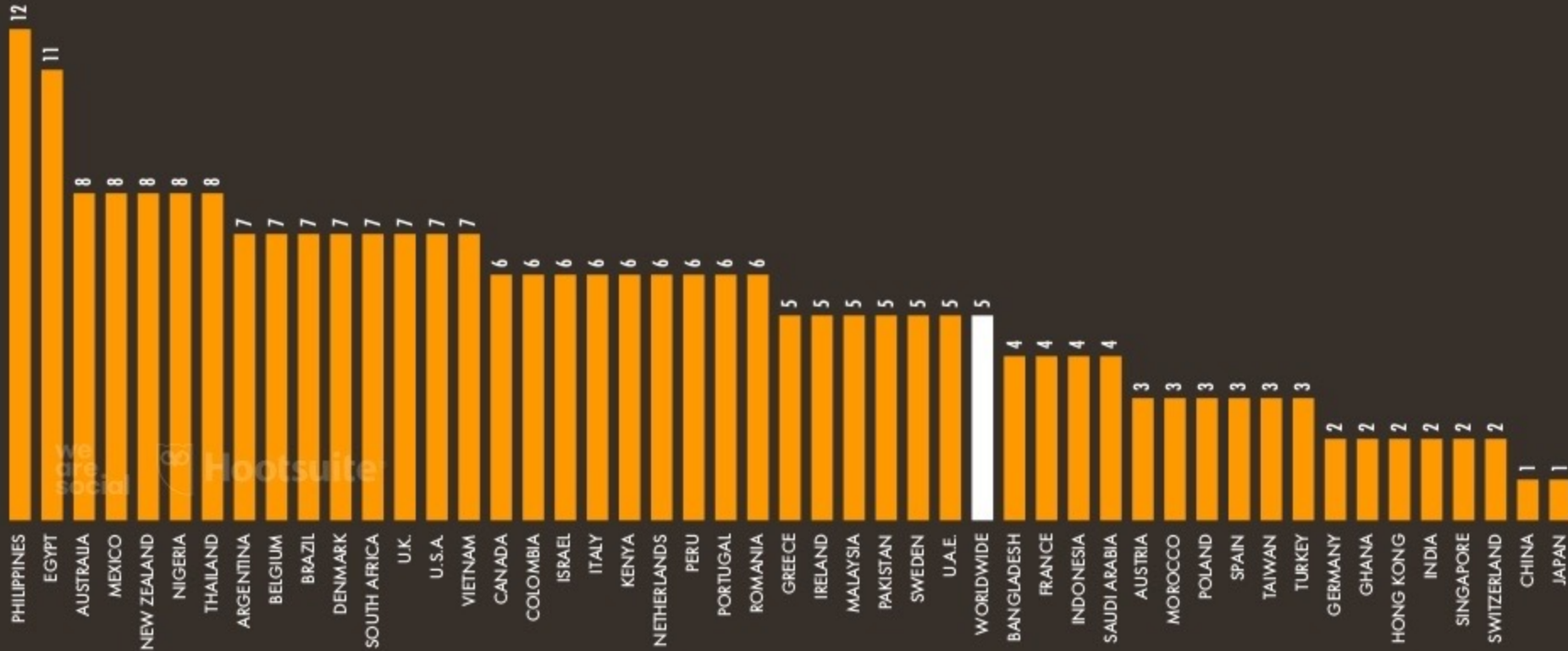
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2021

FACEBOOK MONTHLY COMMENTS BY GEOGRAPHY

MEDIAN NUMBER OF TIMES EACH MONTH THAT GLOBAL FACEBOOK USERS AGED 18+* COMMENT ON A FACEBOOK POST

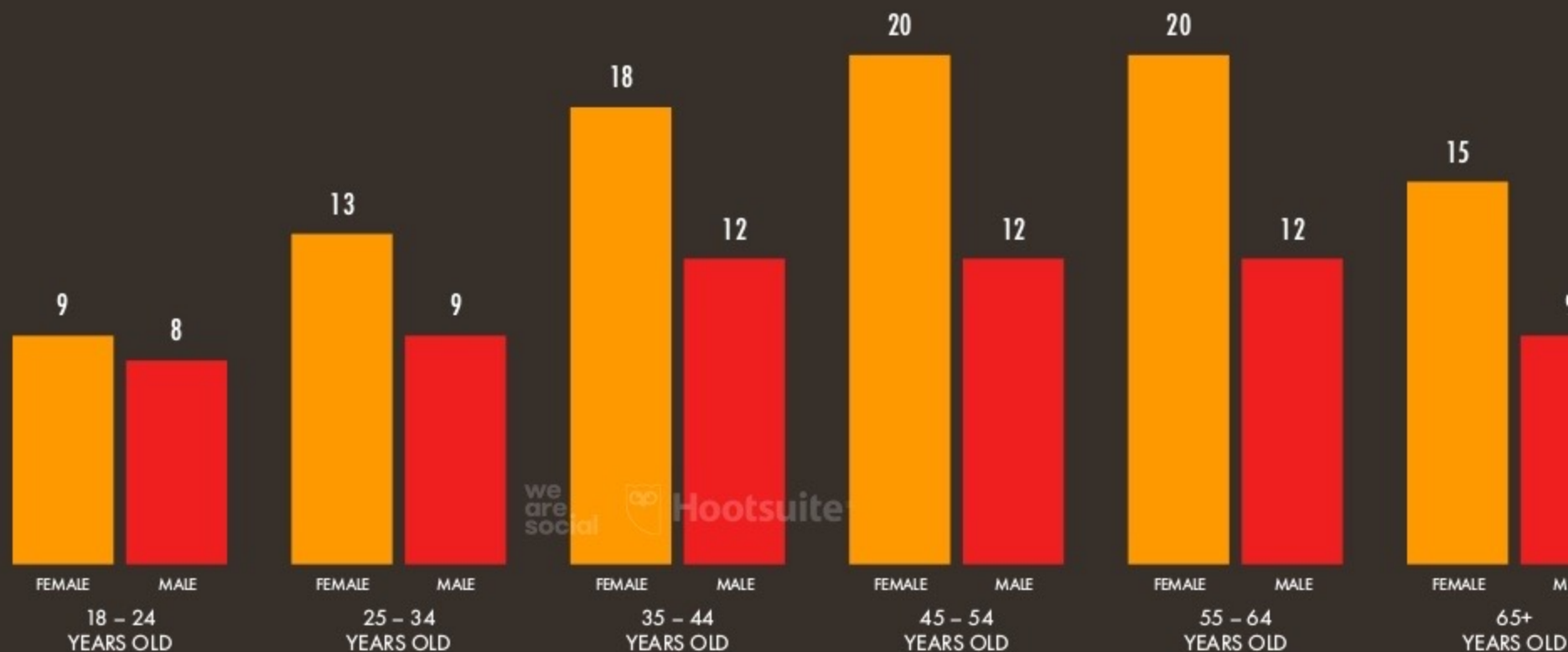


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FACEBOOK MONTHLY AD CLICKS BY AGE AND GENDER

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



SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (APR 2021) *NOTES: FACEBOOK'S SELF-SERVICE TOOLS DO NOT BURUSH ACTIVITY DATA FOR GENDERS OTHER THAN 'MALE' OR

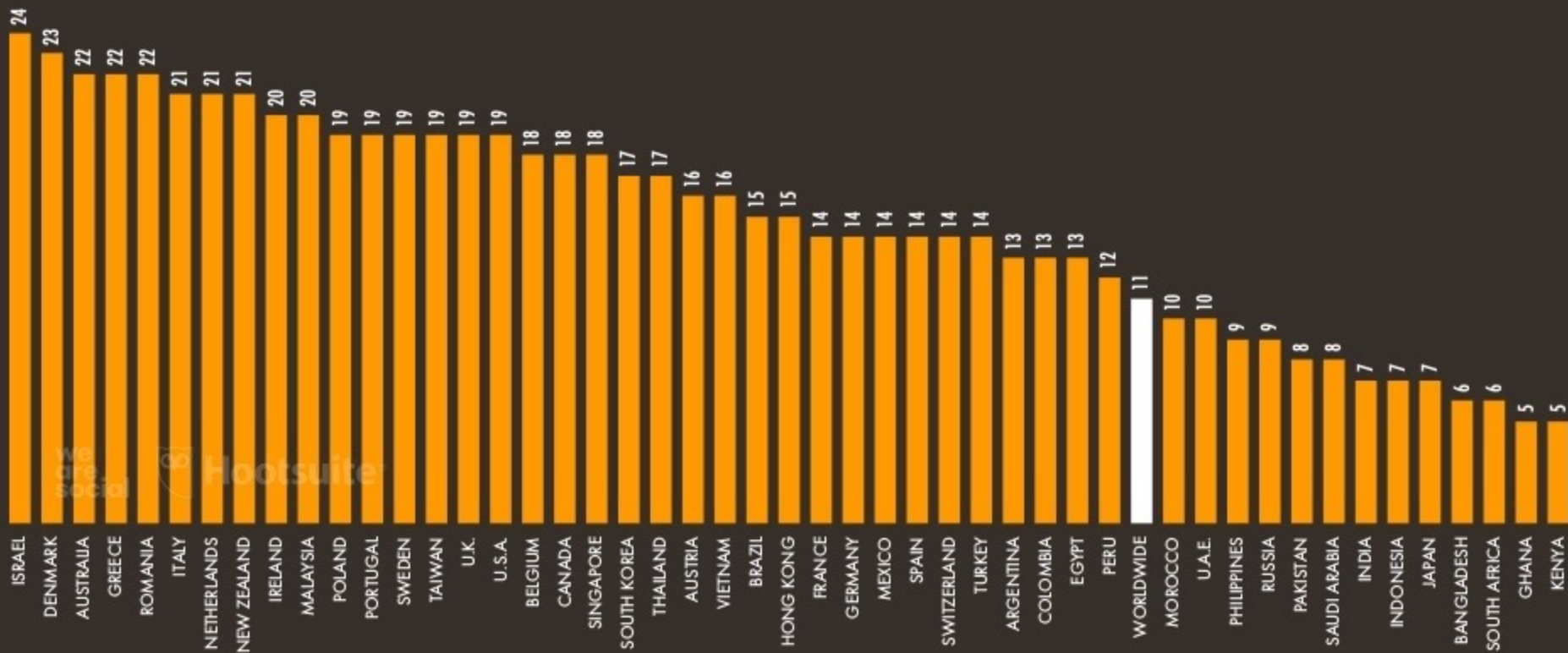
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FACEBOOK MONTHLY AD CLICKS BY GEOGRAPHY

MEDIAN NUMBER OF TIMES EACH MONTH THAT GLOBAL FACEBOOK USERS AGED 18+* CLICK ON FACEBOOK ADS*



SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (APR 2021). *NOTES: FACEBOOK'S SELF-SERVICE TOOLS DO NOT BURSH ACTIVITY DATA FOR USERS BELOW THE AGE OF 18. VALUES

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33

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2021

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



2.32

PHOTO POSTS' SHARE
OF TOTAL PAGE POSTS



34.5%

VIDEO POSTS' SHARE
OF TOTAL PAGE POSTS



14.1%

LINK POSTS' SHARE
OF TOTAL PAGE POSTS



49.5%

STATUS POSTS' SHARE
OF TOTAL PAGE POSTS



2.0%

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2021

FACEBOOK POST ENGAGEMENT BENCHMARKS

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

⚠️ DUE TO CHANGES IN FACEBOOK'S POLICIES, THE DATA ON THIS CHART USE A DIFFERENT METHODOLOGY AND DIFFERENT SOURCE DATA COMPARED TO OUR PREVIOUS REPORTS

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



0.10%

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



0.16%

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



0.12%

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



0.04%

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



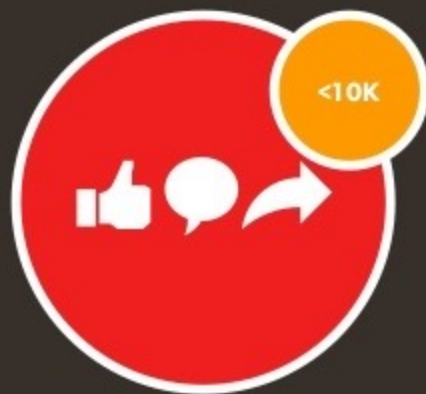
0.19%

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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%

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



0.23%

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



0.07%

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YOUTUBE

APR
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



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70%

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*

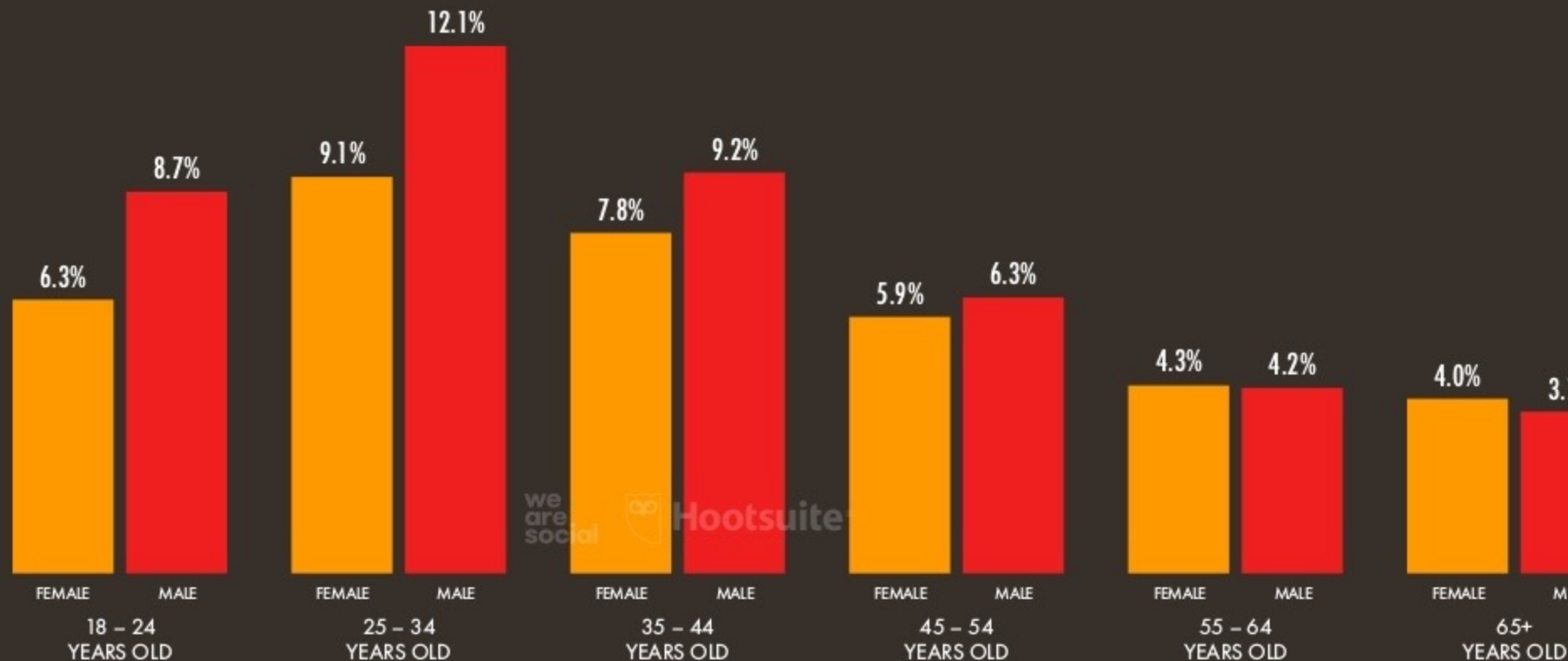


54.2%

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2021

PROFILE OF YOUTUBE'S ADVERTISING AUDIENCE

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



SOURCE: KEPIO'S ANALYSIS (APR 2021) BASED ON DATA PUBLISHED IN GOOGLE'S SELF-SERVICE ADVERTISING TOOLS. *NOTES: PERCENTAGES REPRESENT SHARE OF TOTAL AUDIENCE, NOT JUST

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YOUTUBE AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST YOUTUBE ADVERTISING AUDIENCES

#	COUNTRY OR TERRITORY	REACH	% POP. 18+
01	INDIA	448,000,000	36.3%
02	UNITED STATES	240,000,000	78.7%
03	BRAZIL	127,000,000	64.6%
04	INDONESIA	107,000,000	42.5%
05	RUSSIA	99,000,000	74.1%
06	JAPAN	93,800,000	79.0%
07	MEXICO	74,100,000	63.2%
08	GERMANY	66,000,000	82.4%
09	VIETNAM	55,700,000	61.5%
10	PHILIPPINES	54,200,000	59.5%

#	COUNTRY OR TERRITORY	REACH	% POP. 18+
11	UNITED KINGDOM	53,000,000	83.9%
12	TURKEY	50,600,000	64.8%
13	FRANCE	49,600,000	83.9%
14	SOUTH KOREA	43,100,000	86.3%
15	EGYPT	40,500,000	47.8%
16	ITALY	39,300,000	66.9%
17	SPAIN	37,400,000	84.8%
18	THAILAND	37,300,000	54.3%
19	PAKISTAN	36,100,000	21.3%
20	CANADA	32,200,000	89.7%

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INSTAGRAM

APR
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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



1.29
BILLION

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



21.0%

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



+5.4%
+66 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



51.1%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*

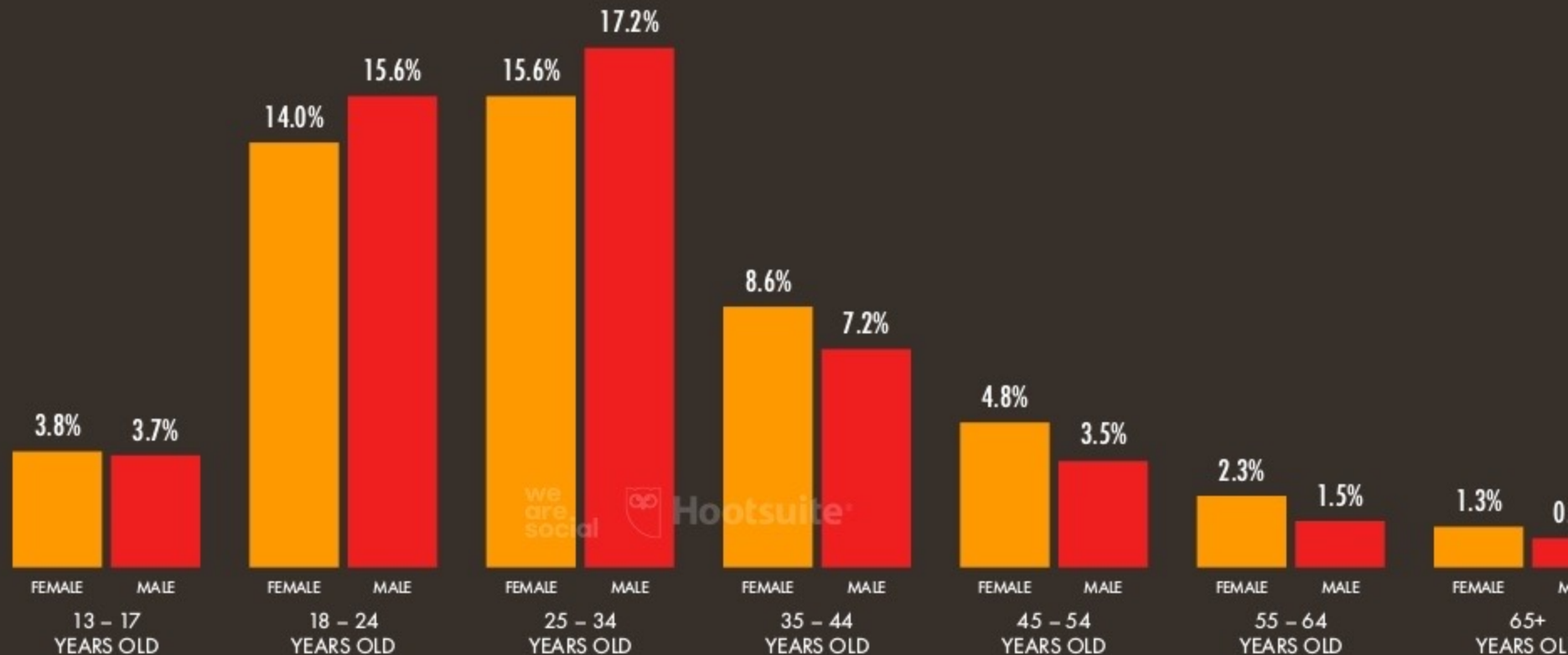


48.9%

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PROFILE OF INSTAGRAM'S ADVERTISING AUDIENCE

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



SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (APR 2021). *NOTES: FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS

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INSTAGRAM AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST INSTAGRAM ADVERTISING AUDIENCES

#	COUNTRY OR TERRITORY	REACH	▲QOQ
01	INDIA	150,000,000	+7.1%
02	UNITED STATES	140,000,000	0%
03	BRAZIL	100,000,000	+1.0%
04	INDONESIA	86,000,000	+1.2%
05	RUSSIA	57,000,000	+1.8%
06	TURKEY	47,000,000	+2.2%
07	JAPAN	45,000,000	+18.4%
08=	MEXICO	34,000,000	+6.3%
08=	UNITED KINGDOM	34,000,000	+9.7%
10	GERMANY	30,000,000	+15.4%
11	ITALY	28,000,000	+12.0%

#	COUNTRY OR TERRITORY	REACH	▲QOQ
12	FRANCE	26,000,000	+8.3%
13	SPAIN	24,000,000	+14.3%
14	ARGENTINA	21,000,000	0%
15=	SOUTH KOREA	17,000,000	+6.3%
15=	PHILIPPINES	17,000,000	+13.3%
15=	THAILAND	17,000,000	+6.3%
18	COLOMBIA	16,000,000	0%
19=	CANADA	15,000,000	0%
19=	EGYPT	15,000,000	+7.1%
19=	SAUDI ARABIA	15,000,000	0%
19=	UKRAINE	15,000,000	+7.1%

SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (APR 2021). NOTE: DATA ARE NOT AVAILABLE FOR ALL COUNTRIES. RANKINGS BASED SOLELY

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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	KAZAKHSTAN	78.5%	11,000,000	0%
02	ICELAND	76.9%	220,000	+15.8%
03	SWEDEN	74.5%	6,400,000	+12.3%
04	CYPRUS	74.0%	770,000	+14.9%
05	BRUNEI	73.1%	260,000	+4.0%
06	TURKEY	69.7%	47,000,000	+2.2%
07	KUWAIT	68.3%	2,400,000	+4.3%
08	ANDORRA	66.8%	46,000	+21.1%
09	NORWAY	66.7%	3,100,000	+14.8%
10	CAYMAN IS.	65.9%	37,000	+2.8%

#	COUNTRY OR TERRITORY	REACH OF POP. 13+	TOTAL REACH	QOQ CHANGE
11	BAHRAIN	63.1%	920,000	+3.4%
12	PANAMA	62.5%	2,100,000	+5.0%
13	CHILE	62.4%	10,000,000	+3.1%
14	GUAM	61.5%	83,000	0%
15	IRELAND	61.2%	2,500,000	+13.6%
16	PORTUGAL	60.7%	5,500,000	+14.6%
17	KYRGYZSTAN	59.9%	2,800,000	+3.7%
18	MALTA	59.5%	230,000	-4.2%
19	URUGUAY	59.2%	1,700,000	0%
20	ARUBA	59.1%	54,000	0%

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (APR 2021); POPULATION DATA FROM THE U.N. AND U.S. CENSUS BUREAU (ACCESSED APR

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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

1.58

PHOTO POSTS AS
A PERCENTAGE OF
ALL MAIN FEED POSTS



locowise

64.4%

VIDEO POSTS AS
A PERCENTAGE OF
ALL MAIN FEED POSTS



we

16.8%

CAROUSEL POSTS AS
A PERCENTAGE OF
ALL MAIN FEED POSTS



18.8%

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2021

INSTAGRAM ENGAGEMENT BENCHMARKS

AVERAGE ENGAGEMENT RATES* FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS

AVERAGE
ENGAGEMENT RATE
FOR ALL POST TYPES



0.84%

AVERAGE
ENGAGEMENT RATE
FOR PHOTO POSTS



0.84%

AVERAGE
ENGAGEMENT RATE
FOR VIDEO POSTS



0.60%

AVERAGE
ENGAGEMENT RATE
FOR CAROUSEL POSTS



1.04%

APR
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



1.25%

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



1.00%

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



0.73%

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are
social





FACEBOOK MESSENGER

APR
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



1.01
BILLION

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



16.6%

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



-3.7%
-39 MILLION

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



43.8%

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

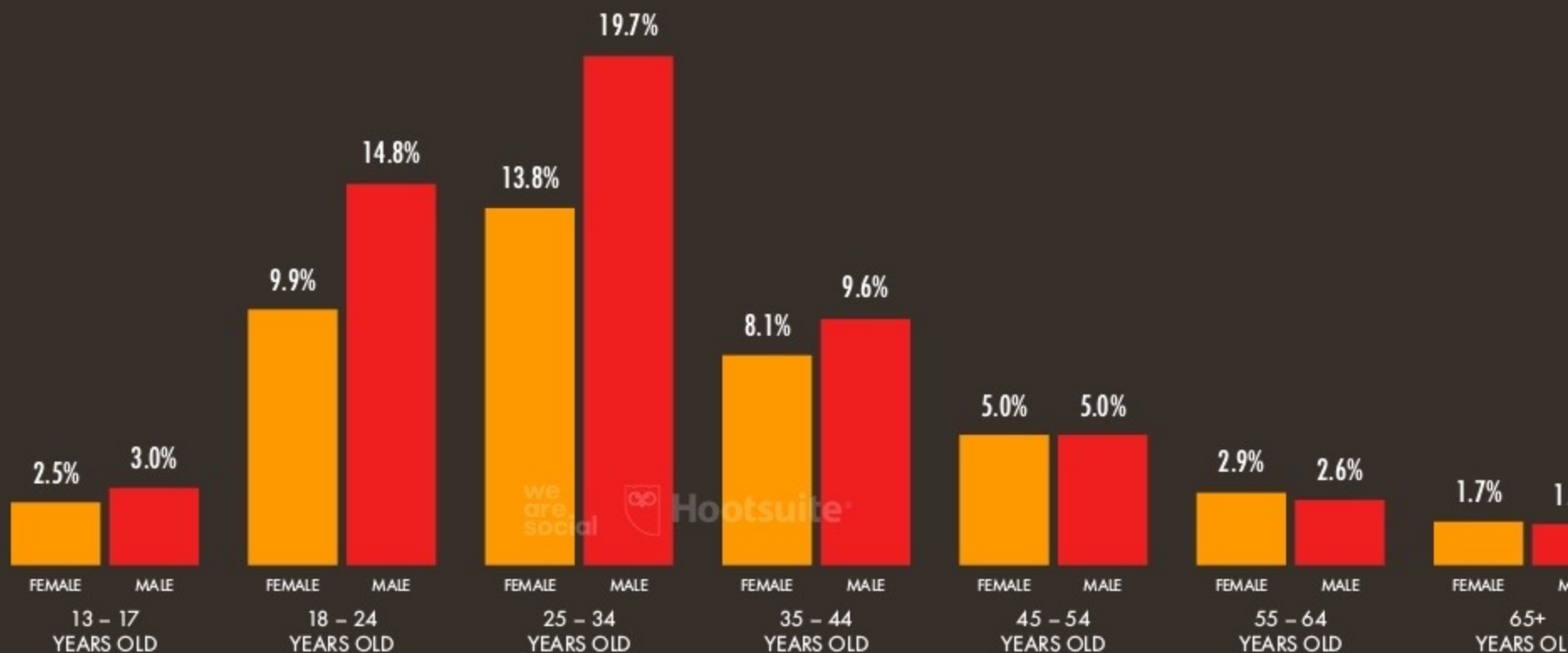


56.2%

APR
2021

PROFILE OF MESSENGER'S ADVERTISING AUDIENCE

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



SOURCE: EXTRAPOLOGATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (APR 2021). *NOTES: FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS

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2021

FACEBOOK MESSENGER AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST FACEBOOK MESSENGER ADVERTISING AUDIENCES

#	COUNTRY OR TERRITORY	REACH	▲QOQ
01	INDIA	130,000,000	-7.1%
02	BRAZIL	70,000,000	-9.1%
03	MEXICO	64,000,000	-3.0%
04	VIETNAM	53,000,000	0%
05	PHILIPPINES	47,000,000	+4.4%
06	THAILAND	37,000,000	0%
07	EGYPT	34,000,000	+3.0%
08	INDONESIA	30,000,000	-3.2%
09	UNITED KINGDOM	28,000,000	-6.7%
10	BANGLADESH	27,000,000	+8.0%
11	COLOMBIA	21,000,000	-4.5%

#	COUNTRY OR TERRITORY	REACH	▲QOQ
12=	ITALY	18,000,000	-10.0%
12=	TURKEY	18,000,000	-14.3%
14	IRAQ	17,000,000	0%
15	POLAND	16,000,000	-5.9%
16=	ALGERIA	15,000,000	+7.1%
16=	GERMANY	15,000,000	-11.8%
16=	PERU	15,000,000	+15.4%
19	ARGENTINA	14,000,000	-12.5%
20=	MALAYSIA	13,000,000	-7.1%
20=	MYANMAR	13,000,000	-23.5%
20=	PAKISTAN	13,000,000	+8.3%

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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	92.1%	2,200,000	+4.8%
02	MALTA	82.7%	320,000	-3.0%
03	ICELAND	80.4%	230,000	0%
04	LIBYA	77.8%	4,100,000	+2.5%
05	GREENLAND	77.2%	36,000	-2.7%
06	TONGA	75.2%	56,000	+3.7%
07	GUAM	74.2%	100,000	-9.1%
08	BHUTAN	71.8%	440,000	+2.3%
09	GEORGIA	70.3%	2,300,000	0%
10	FRENCH POLYNESIA	69.9%	160,000	0%

#	COUNTRY OR TERRITORY	REACH OF POP. 13+	TOTAL REACH	QOQ CHANGE
11	PALESTINE	69.7%	2,400,000	0%
12	CYPRUS	69.2%	720,000	-2.7%
13	ARUBA	69.0%	63,000	-7.4%
14	FIJI	68.4%	460,000	0%
15	VIETNAM	67.9%	53,000,000	0%
16	SAMOA	67.0%	90,000	-2.2%
17	NEW ZEALAND	66.8%	2,700,000	-3.6%
18	AMERICAN SAMOA	66.3%	28,000	0%
19	NORWAY	64.6%	3,000,000	-3.2%
20	LITHUANIA	64.5%	1,500,000	0%

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (APR 2021); POPULATION DATA FROM THE U.N. AND U.S. CENSUS BUREAU (ACCESSED APR

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LINKEDIN

APR
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



745.6
MILLION

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



13.3%

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



+2.5%
+18 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS FEMALE*



42.8%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS MALE*

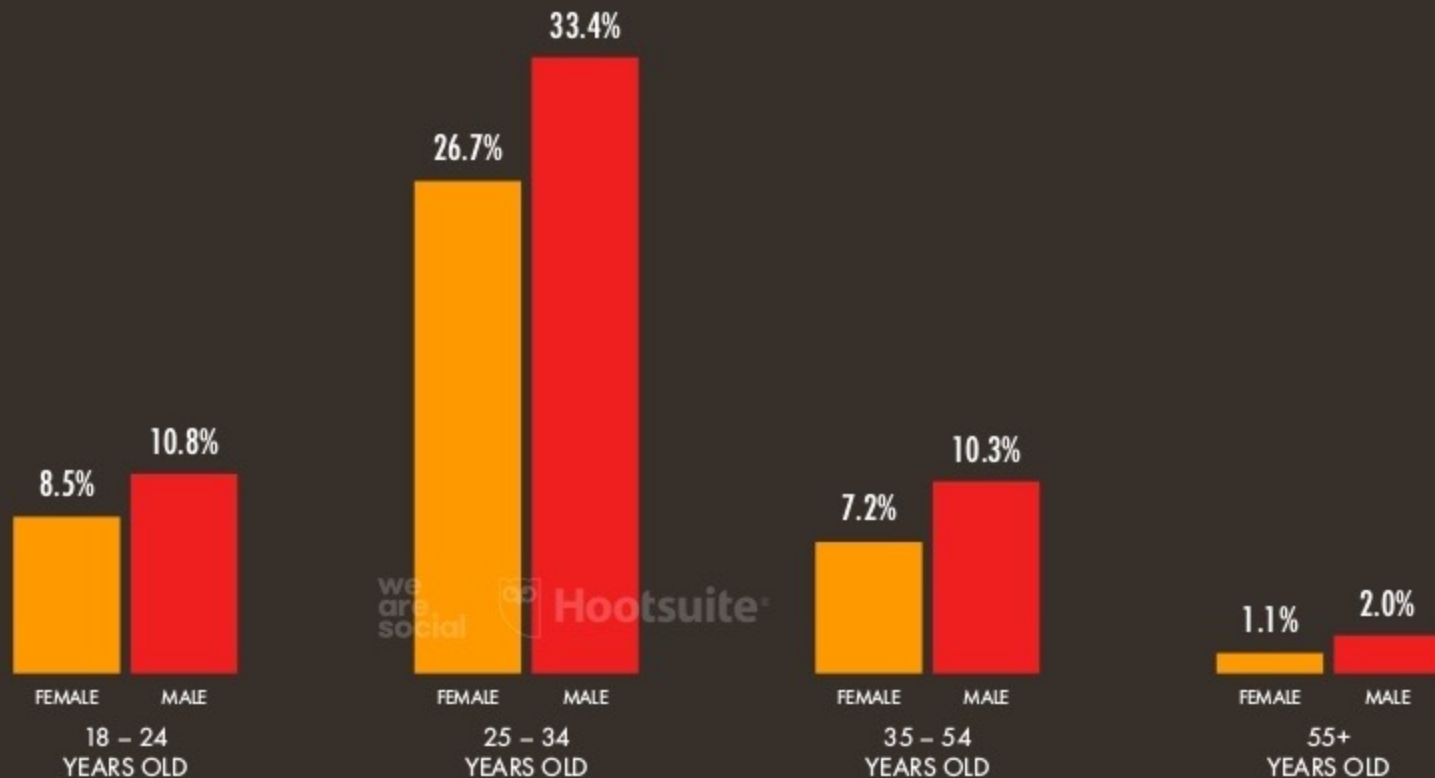


57.2%

APR
2021

PROFILE OF LINKEDIN'S ADVERTISING AUDIENCE

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



SOURCE: EXTRAPOLETIONS OF DATA PUBLISHED IN LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (APR 2021), BASED ON SHARE OF AVAILABLE DATA FOR GENDER AND AGE GROUP.

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APR
2021

LINKEDIN AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST LINKEDIN ADVERTISING AUDIENCES

#	COUNTRY OR TERRITORY	REACH	▲QOQ
01	UNITED STATES	170,000,000	0%
02	INDIA	75,000,000	+5.6%
03	CHINA	50,000,000	0%
04	BRAZIL	48,000,000	+6.7%
05	UNITED KINGDOM	31,000,000	+3.3%
06	FRANCE	22,000,000	+4.8%
07=	CANADA	18,000,000	0%
07=	INDONESIA	18,000,000	+5.9%
09	MEXICO	16,000,000	0%
10	ITALY	15,000,000	0%
11	SPAIN	14,000,000	0%

#	COUNTRY OR TERRITORY	REACH	▲QOQ
12=	AUSTRALIA	12,000,000	0%
12=	GERMANY	12,000,000	0%
14=	PHILIPPINES	10,000,000	+4.2%
14=	TURKEY	10,000,000	+2.0%
16	COLOMBIA	9,500,000	+5.6%
17	NETHERLANDS	9,300,000	+2.2%
18=	ARGENTINA	8,600,000	+2.4%
18=	SOUTH AFRICA	8,600,000	+3.6%
20=	PAKISTAN	7,000,000	+2.9%
20=	RUSSIAN FEDERATION	7,000,000	0%
22	PERU	6,300,000	+1.6%

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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	103.0%*	38,000	0%
02	BERMUDA	100.7%*	50,000	0%
03	ICELAND	94.9%	250,000	+4.2%
04	CAYMAN IS.	85.9%	45,000	+2.3%
05	ANDORRA	81.8%	53,000	+1.9%
06	U.S. VIRGIN IS.	74.8%	60,000	+1.7%
07	NETHERLANDS	67.0%	9,300,000	+2.2%
08	UNITED STATES	65.7%	170,000,000	0%
09	IRELAND	64.0%	2,400,000	+4.3%
10	SINGAPORE	61.9%	3,100,000	+3.3%

#	COUNTRY OR TERRITORY	REACH OF POP. 18+	TOTAL REACH	QOQ CHANGE
11	ARUBA	61.7%	52,000	+2.0%
12	NEW ZEALAND	61.7%	2,300,000	+4.5%
13	U.A.E.	60.6%	5,000,000	+4.2%
14	AUSTRALIA	60.5%	12,000,000	0%
15	DENMARK	60.1%	2,800,000	+3.7%
16	MALTA	60.0%	220,000	0%
17	CANADA	58.4%	18,000,000	0%
18	UNITED KINGDOM	57.5%	31,000,000	+3.3%
19	LUXEMBOURG	56.4%	290,000	0%
20	CURAÇAO	56.1%	72,000	+1.4%

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

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SNAPCHAT

APR
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



528.2
MILLION



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



8.6%

we
are
social

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



+6.0%
+30 MILLION



PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS FEMALE*



56.1%



PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS MALE*

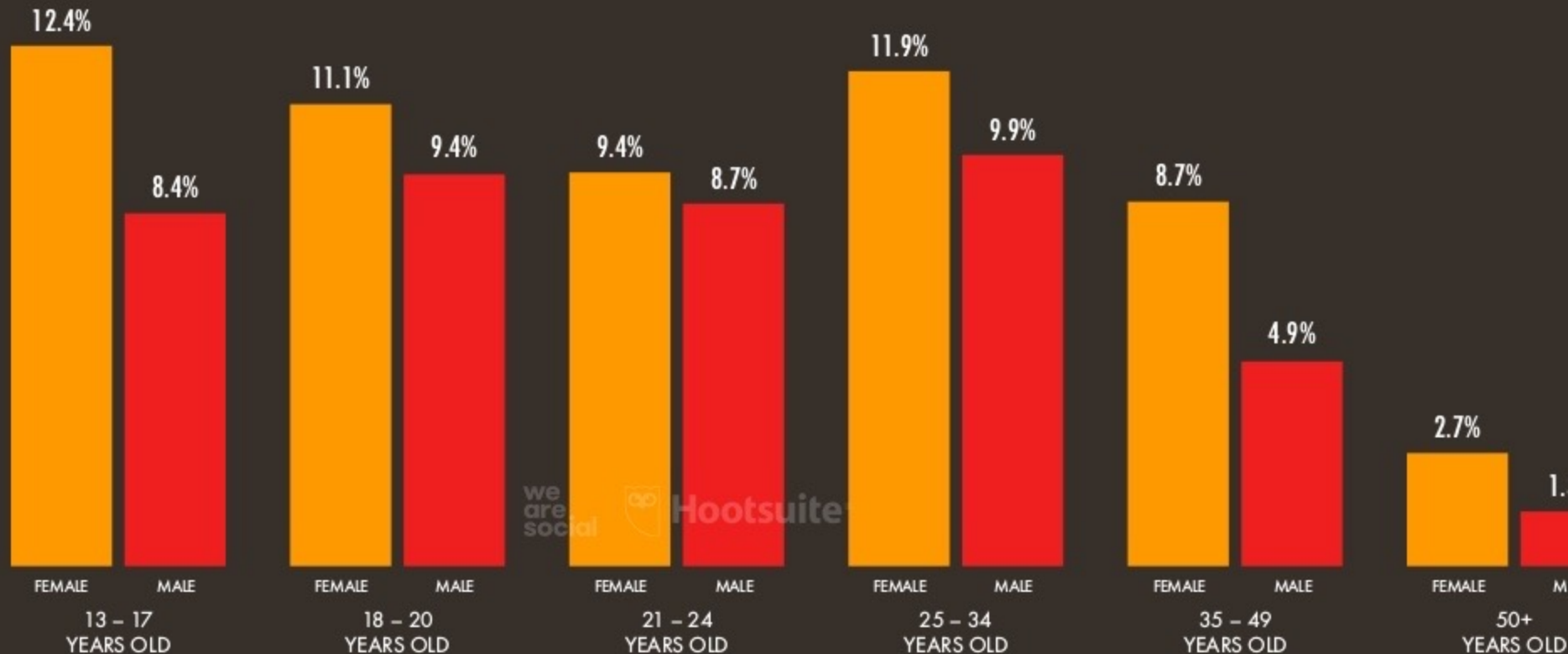


42.5%

APR
2021

PROFILE OF SNAPCHAT'S ADVERTISING AUDIENCE

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



SOURCE: EXTRAPOLOGATIONS OF DATA PUBLISHED IN SNAP'S SELF-SERVICE ADVERTISING TOOLS (APR 2021). NOTE: SNAP'S TOOLS DO NOT PUBLISH DATA FOR GENDERS OTHER THAN 'MALE'

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APR
2021

SNAPCHAT AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST SNAPCHAT ADVERTISING AUDIENCES

#	COUNTRY OR TERRITORY	REACH	▲QOQ
01	UNITED STATES	108,650,000	+0.6%
02	INDIA	93,950,000	+26.4%
03	FRANCE	24,800,000	+1.2%
04	UNITED KINGDOM	21,300,000	+0.9%
05	SAUDI ARABIA	20,350,000	+3.8%
06	MEXICO	18,200,000	+1.4%
07	GERMANY	15,600,000	+1.6%
08	PAKISTAN	13,900,000	+25.2%
09	PHILIPPINES	13,250,000	+3.9%
10	IRAQ	12,450,000	+10.7%

#	COUNTRY OR TERRITORY	REACH	▲QOQ
11	TURKEY	12,150,000	+9.5%
12	EGYPT	12,050,000	+12.6%
13	BRAZIL	11,150,000	-6.7%
14	CANADA	10,500,000	+1.0%
15	RUSSIA	8,600,000	0%
16	NIGERIA	7,850,000	+18.0%
17	AUSTRALIA	7,550,000	0%
18	COLOMBIA	6,550,000	+8.3%
19	NETHERLANDS	6,000,000	+3.4%
20	ALGERIA	5,450,000	+9.0%

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APR
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	SAUDI ARABIA	73.8%	20,350,000	+3.8%
02	NORWAY	71.0%	3,300,000	0%
03	LUXEMBOURG	67.2%	367,500	+4.3%
04	KUWAIT	56.9%	2,000,000	0%
05	DENMARK	51.0%	2,550,000	0%
06	IRELAND	48.9%	2,000,000	+2.6%
07	SWEDEN	47.7%	4,100,000	0%
08	IRAQ	45.5%	12,450,000	+10.7%
09	FRANCE	44.7%	24,800,000	+1.2%
10	BAHRAIN	42.2%	615,000	+5.1%

#	COUNTRY OR TERRITORY	REACH OF POP. 13+	TOTAL REACH	QOQ CHANGE
11	NETHERLANDS	40.4%	6,000,000	+3.4%
12	JORDAN	40.0%	2,950,000	+7.3%
13	UNITED STATES	38.8%	108,650,000	+0.6%
14	OMAN	37.5%	1,550,000	+10.7%
15	UNITED KINGDOM	36.9%	21,300,000	+0.9%
16	NEW ZEALAND	35.9%	1,450,000	0%
17	AUSTRALIA	35.3%	7,550,000	0%
18	PALESTINE	33.4%	1,150,000	+4.5%
19	PUERTO RICO	33.2%	825,000	+17.0%
20	U.A.E.	32.9%	2,850,000	+5.6%

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN SNAP'S SELF-SERVICE ADVERTISING TOOLS (APR 2021); POPULATION DATA FROM THE U.N. AND U.S. CENSUS BUREAU (ACCESSED APR

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TWITTER

APR
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



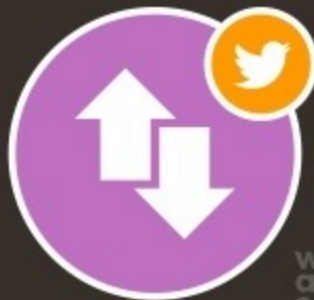
395.9
MILLION

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



6.5%

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



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+12.1%
+43 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS FEMALE*



36.3%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS MALE*

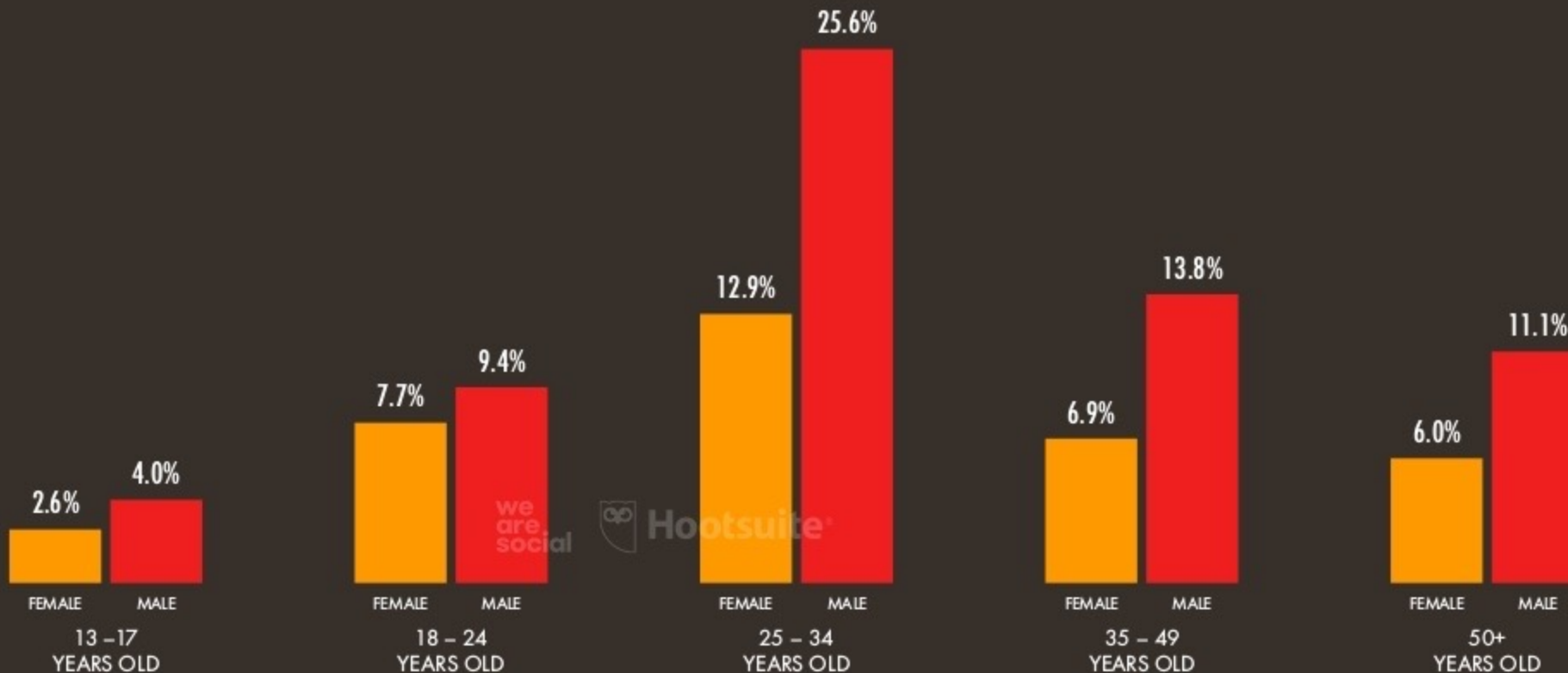


63.7%

APR
2021

PROFILE OF TWITTER'S ADVERTISING AUDIENCE

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



SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED IN TWITTER'S SELF-SERVICE ADVERTISING TOOLS (APR 2021), BASED ON MID-POINTS OF PUBLISHED RANGES FOR GENDER AND AGE GROUP.

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APR
2021

TWITTER AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST TWITTER ADVERTISING AUDIENCES

#	COUNTRY OR TERRITORY	REACH	▲QOQ
01	UNITED STATES	73,200,000	+5.6%
02	JAPAN	54,150,000	+6.4%
03	INDIA	18,800,000	+7.4%
04	UNITED KINGDOM	18,300,000	+11.2%
05	BRAZIL	17,900,000	+10.5%
06=	INDONESIA 	15,100,000	+7.5%
06=	TURKEY	15,100,000	+11.0%
08	SAUDI ARABIA	13,000,000	+4.4%
09	MEXICO	12,050,000	+9.5%
10	FRANCE	9,250,000	+15.6%
11	PHILIPPINES	8,900,000	+13.4%

#	COUNTRY OR TERRITORY	REACH	▲QOQ
12	SPAIN	8,450,000	+12.7%
13	THAILAND	8,350,000	+13.6%
14	CANADA	7,600,000	+17.8%
15	GERMANY	7,350,000	+26.7%
16	SOUTH KOREA	6,100,000	+18.4%
17	ARGENTINA	5,550,000	+11.0%
18	EGYPT	4,200,000	+13.5%
19	NETHERLANDS	3,900,000	+23.8%
20=	COLOMBIA	3,800,000	+13.4%
20=	MALAYSIA	3,800,000	+13.4%
22	ITALY	3,500,000	+25.0%

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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
01	JAPAN	48.0%	54,150,000	+6.4%
02	SAUDI ARABIA	47.2%	13,000,000	+4.4%
03	PUERTO RICO	44.2%	1,100,000	+141.0%
04	KUWAIT	41.3%	1,450,000	+16.0%
05	ISLE OF MAN	40.3%	29,550	+72.3%
06	SINGAPORE	39.9%	2,100,000	+20.0%
07	LUXEMBOURG	35.5%	194,350	+42.1%
08	BERMUDA	34.5%	18,350	+52.9%
09	ANDORRA	34.2%	23,550	+103.9%
10	IRELAND	33.0%	1,350,000	+23.2%

#	COUNTRY OR TERRITORY	REACH OF POP. 13+	TOTAL REACH	QOQ CHANGE
11	UNITED KINGDOM	31.7%	18,300,000	+11.2%
12	ICELAND	31.3%	89,550	+44.4%
13	CAYMAN IS.	31.3%	17,550	+63.3%
14	BAHRAIN	27.7%	404,000	+24.7%
15	U.S. VIRGIN IS.	26.5%	23,150	+26.2%
16	NETHERLANDS	26.2%	3,900,000	+23.8%
17	UNITED STATES	26.1%	73,200,000	+5.6%
18	ARUBA	25.8%	23,550	-1.9%
19	HONG KONG	25.4%	1,700,000	+25.9%
20	GUERNSEY	25.4%	14,000	-10.0%

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN TWITTER'S SELF-SERVICE ADVERTISING TOOLS [APR 2021]; POPULATION DATA FROM THE U.N. AND U.S. CENSUS BUREAU [ACCESSED APR

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PINTEREST

APR
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



we
are.
social

218.9
MILLION

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



4.0%

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



+9.0%
+18 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT PINTEREST
REPORTS IS FEMALE*



77.2%

PERCENTAGE OF
ITS AD AUDIENCE
THAT PINTEREST
REPORTS IS MALE*

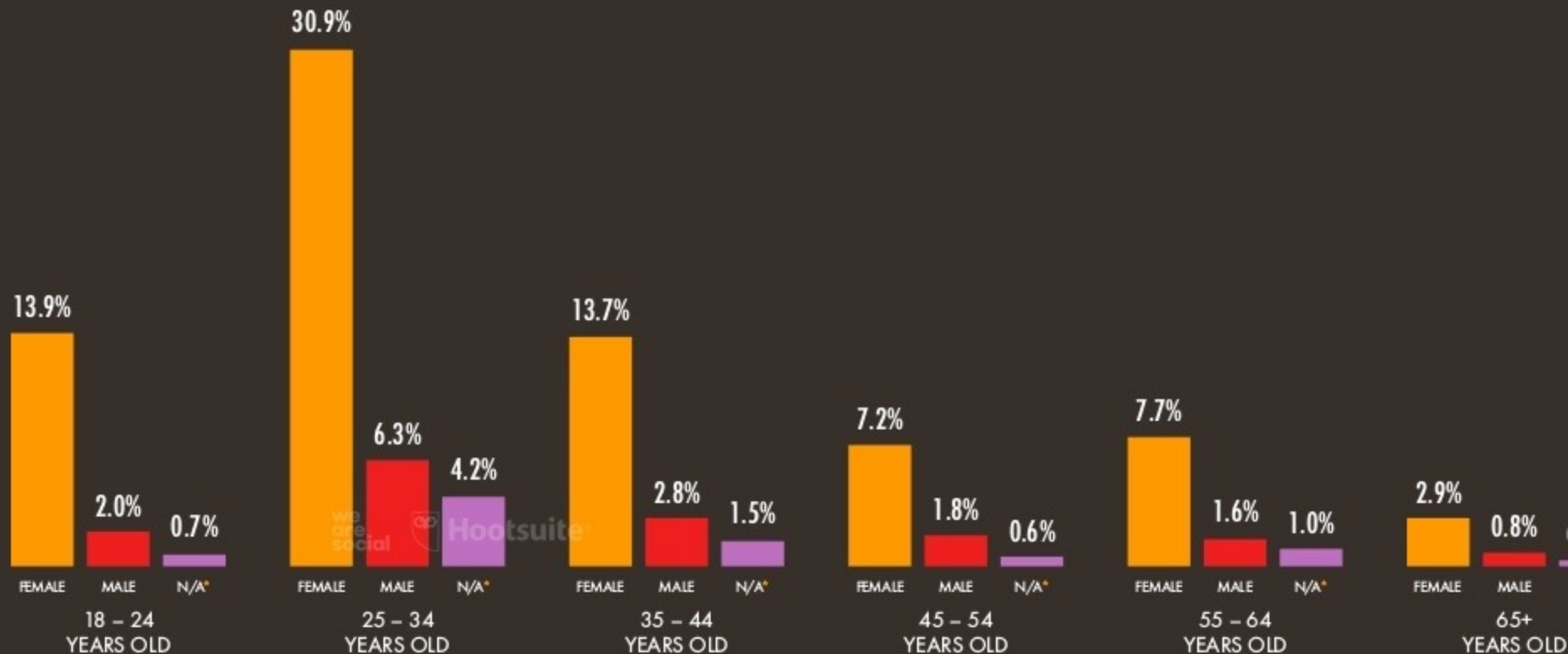


14.9%

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PROFILE OF PINTEREST'S ADVERTISING AUDIENCE

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



SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED IN PINTEREST'S SELF-SERVICE ADVERTISING TO OLS (APR 2021). *NOTES: "N/A" CORRESPONDS TO "UNSPECIFIED" GENDER, AS REPORTED BY

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2021

PINTEREST AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST PINTEREST ADVERTISING AUDIENCES

#	COUNTRY OR TERRITORY	REACH	▲QOQ
01	UNITED STATES	95,400,000	-5.3%
02	BRAZIL	18,600,000	[N/A]
03	GERMANY	16,835,000	-4.1%
04	UNITED KINGDOM	12,826,500	+19.3%
05	FRANCE	11,800,000	-3.4%
06	CANADA	10,245,000	-0.1%
07	ITALY	8,715,000	+8.9%
08	SPAIN	7,325,000	+2.7%
09	NETHERLANDS	5,155,000	-3.5%
10	AUSTRALIA	4,710,000	+9.5%

#	COUNTRY OR TERRITORY	REACH	▲QOQ
11	POLAND	4,215,000	+24.3%
12	BELGIUM	2,835,000	-3.9%
13	AUSTRIA	1,929,000	+10.6%
14	SWEDEN	1,900,000	+11.1%
15	SWITZERLAND	1,807,500	+2.6%
16	CZECHIA	1,686,500	+42.6%
17	PORTUGAL	1,655,000	+1.7%
18	GREECE	1,530,000	-8.2%
19	ROMANIA	1,500,000	+14.6%
20	HUNGARY	1,399,000	+0.1%

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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	NETHERLANDS	37.1%	5,155,000	-3.5%
02	UNITED STATES	36.9%	95,400,000	-5.3%
03	CANADA	33.2%	10,245,000	-0.1%
04	BELGIUM	30.6%	2,835,000	-3.9%
05	GUAM	28.4%	34,500	-20.7%
06	DENMARK	28.2%	1,314,500	+19.1%
07	IRELAND	27.7%	1,039,500	+39.0%
08	MALTA	25.9%	95,000	+8.0%
09	AUSTRIA	25.8%	1,929,000	+10.6%
10	SWITZERLAND	25.3%	1,807,500	+2.6%

#	COUNTRY OR TERRITORY	REACH OF POP. 13+	TOTAL REACH	QOQ CHANGE
11	LUXEMBOURG	24.4%	125,500	0%
12	NEW ZEALAND	24.3%	906,500	+8.4%
13	GERMANY	24.1%	16,835,000	-4.1%
14	PUERTO RICO	24.1%	550,000	+12.2%
15	NORWAY	24.0%	1,039,000	+41.6%
16	UNITED KINGDOM	23.8%	12,826,500	+19.3%
17	AUSTRALIA	23.8%	4,710,000	+9.5%
18	SWEDEN	23.7%	1,900,000	+11.1%
19	FRANCE	22.9%	11,800,000	-3.4%
20	FINLAND	20.5%	922,000	+10.8%

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN PINTEREST'S SELF-SERVICE ADVERTISING TOOLS (APR 2021); POPULATION DATA FROM THE U.N. AND U.S. CENSUS BUREAU (ACCESSED APR 2021)

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OTHER SOCIAL PLATFORMS

APR
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*



GWI.

45.8%

MALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS



54.2%

APR
2021

WECHAT OVERVIEW

ESSENTIAL HEADLINES FOR WECHAT USE AROUND THE WORLD

COMBINED MONTHLY
ACTIVE WECHAT
AND WEIXIN USERS*
AROUND THE WORLD



1.23
BILLION

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



we
are
social

20.0%

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



+1.0%
+12 MILLION

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



GWI.

46.4%

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



53.6%

APR
2021

TIKTOK OVERVIEW

ESSENTIAL HEADLINES FOR TIKTOK USE AROUND THE WORLD

MONTHLY ACTIVE
TIKTOK USERS*
AROUND THE WORLD



732
MILLION

ACTIVE TIKTOK USERS
COMPARED TO THE TOTAL
POPULATION AGED 13+



we
are
social

12.0%

NUMBER OF NEW TIKTOK
APP INSTALLS AROUND THE
WORLD IN MARCH 2021



58
MILLION

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



GWI.

50.1%

MALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS



49.9%

APR
2021

QQ OVERVIEW

ESSENTIAL HEADLINES FOR QQ USE AROUND THE WORLD

MONTHLY ACTIVE QQ
USERS AROUND THE
WORLD ACCESSING
VIA SMART DEVICES



594.9
MILLION

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



9.7%

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



we
are
social

-3.6%
-23 MILLION

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



GWI.

47.0%

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



53.0%

APR
2021

TELEGRAM OVERVIEW

ESSENTIAL HEADLINES FOR TELEGRAM USE AROUND THE WORLD

MONTHLY ACTIVE
TELEGRAM USERS*
AROUND THE WORLD



KEPIOS

550
MILLION

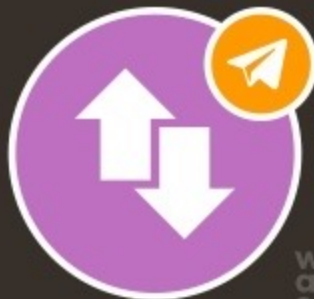
ACTIVE TELEGRAM USERS
COMPARED TO THE TOTAL
POPULATION AGED 16+*



KEPIOS

9.6%

QUARTER-ON-QUARTER
CHANGE IN GLOBAL
MONTHLY ACTIVE USERS*



we
are
social

+10%
+50 MILLION

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



GWI.

40.8%

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



59.2%

APR
2021

SINA WEIBO OVERVIEW

ESSENTIAL HEADLINES FOR SINA WEIBO USE AROUND THE WORLD

NUMBER OF
WORLDWIDE
MONTHLY ACTIVE
SINA WEIBO USERS



we
are.
social

521
MILLION

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



8.5%

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



+2.0%
+10 MILLION

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



GWI.

48.7%

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



51.3%

APR
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



GO

52
MILLION

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



GWI.

36.8%

MALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS



63.2%

APR
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 17S

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



41.8%

MALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS



58.2%




USE OF MOBILE DEVICES

APR
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

67.1%

ANNUAL CHANGE IN
THE NUMBER OF UNIQUE
MOBILE SUBSCRIBERS



∞

+1.9%
+97 MILLION

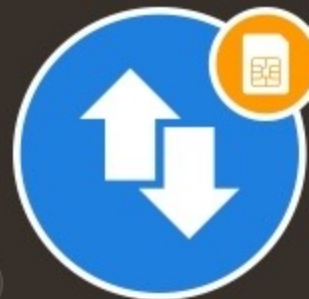
TOTAL CELLULAR
CONNECTIONS
(INCLUDING IOT)



💡

10.88
BILLION

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




+5.5%
+564 MILLION

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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

10.88
BILLION

ERICSSON MOBILITY REPORT DATA

TOTAL NUMBER OF
MOBILE SUBSCRIBERS
(UNIQUE INDIVIDUALS)



ERICSSON

5.90
BILLION

TOTAL NUMBER OF MOBILE
CONNECTIONS (INCLUDING
CELLULAR IOT CONNECTIONS)



9.67
BILLION

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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



76.3%

SHARE OF CONNECTIONS
ASSOCIATED WITH
FEATURE PHONES



20.1%

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



3.6%

we
are
social



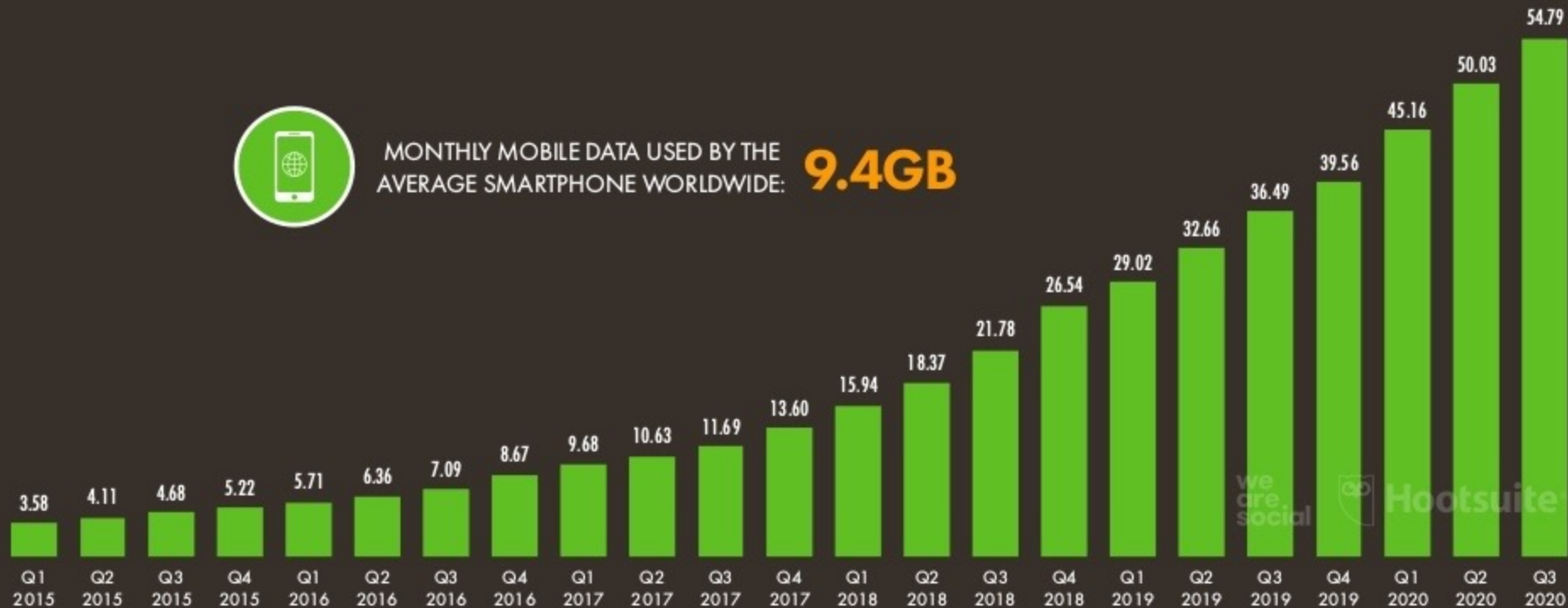
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EVOLUTION OF GLOBAL MOBILE NETWORK DATA TRAFFIC

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



MONTHLY MOBILE DATA USED BY THE
AVERAGE SMARTPHONE WORLDWIDE: **9.4GB**



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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



we
are
social

71.8%

MAR 2021 vs. MAR 2020:

-0.6%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
APPLE IOS DEVICES



KEPIOS

27.4%

MAR 2021 vs. MAR 2020:

+1.4%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
KAI OS DEVICES



OP

0.14%

MAR 2021 vs. MAR 2020:

-56.3%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
SAMSUNG OS DEVICES*



Lightbulb icon

0.39%

MAR 2021 vs. MAR 2020:

+116.7%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
OTHER OS DEVICES



0.24%

MAR 2021 vs. MAR 2020:

+26.3%

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2021

APPS: GLOBAL TRENDS (APP ANNIE)

GLOBAL APP DOWNLOADS AND CONSUMER SPEND ON MOBILE APPS (IN US\$) IN Q1 2021, ACCORDING TO APP ANNIE

NUMBER OF MOBILE
APP DOWNLOADS
(GLOBAL, ALL PLATFORMS)



31
BILLION

ANNUAL GROWTH IN
THE NUMBER OF MOBILE
APP DOWNLOADS



we
are
social

+10%

TOTAL VALUE OF
GLOBAL CONSUMER
SPEND ON MOBILE APPS



\$32
BILLION

ANNUAL GROWTH IN THE
VALUE OF CONSUMER
SPEND ON MOBILE APPS



+40%

AVERAGE CONSUMER
SPEND ON APPS
PER SMARTPHONE*



\$5.29

APR
2021

APPS: GLOBAL TRENDS (SENSORTOWER)

GLOBAL APP DOWNLOADS AND CONSUMER SPEND ON MOBILE APPS (IN US\$) IN Q1 2021, ACCORDING TO SENSORTOWER

NUMBER OF MOBILE
APP DOWNLOADS
(GLOBAL, ALL PLATFORMS)



36.7
BILLION

ANNUAL GROWTH IN
THE NUMBER OF MOBILE
APP DOWNLOADS



we
are
social

+9%

TOTAL VALUE OF
GLOBAL CONSUMER
SPEND ON MOBILE APPS



\$31.8
BILLION

ANNUAL GROWTH IN THE
VALUE OF CONSUMER
SPEND ON MOBILE APPS



+31%

AVERAGE CONSUMER
SPEND ON APPS
PER SMARTPHONE*



\$5.25

APR
2021

MOBILE APP RANKINGS: ACTIVE USERS

RANKINGS OF TOP MOBILE APPS AND GAMES BY **WORLDWIDE MONTHLY ACTIVE USERS** (EXCLUDING CHINA) IN Q1 2021

RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	FACEBOOK	FACEBOOK
02	WHATSAPP	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	INSTAGRAM	FACEBOOK
05	AMAZON	AMAZON
06	TELEGRAM	TELEGRAM
07	TWITTER	TWITTER
08	TIKTOK	BYTEDANCE
09	NETFLIX	NETFLIX
10	SPOTIFY	SPOTIFY

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME	COMPANY
01	AMONG US!	INNER SLOTH
02	PUBG MOBILE	TENCENT
03	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
04	ROBLOX	ROBLOX
05	FREE FIRE	SEA
06	CALL OF DUTY: MOBILE	ACTIVISION BLIZZARD
07	MINECRAFT POCKET EDITION	MOJANG
08	LUDO KING	GAMETION
09	POKÉMON GO	NIANTIC
10	SUBWAY SURFERS	SYBO

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2021

MOBILE APP RANKINGS: DOWNLOADS

RANKINGS OF TOP MOBILE APPS AND GAMES BY TOTAL NUMBER OF WORLDWIDE DOWNLOADS IN Q1 2021

RANKING OF MOBILE APPS BY TOTAL NUMBER OF DOWNLOADS

#	APP NAME	COMPANY
01	TIKTOK (INC. DOUYIN)	BYTEDANCE
02	FACEBOOK	FACEBOOK
03	INSTAGRAM	FACEBOOK
04	TELEGRAM	TELEGRAM
05	WHATSAPP	FACEBOOK
06	ZOOM CLOUD MEETINGS	ZOOM
07	MX TAKATAK	TIMES GROUP OF INDIA
08	SNAPCHAT	SNAP
09	FACEBOOK MESSENGER	FACEBOOK
10	CAPCUT	BYTEDANCE

RANKING OF MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS

#	GAME NAME	COMPANY
01	JOIN CLASH 3D	IRONSOURCE
02	AMONG US!	INNER SLOTH
03	DOP 2: DELETE ONE PART	SAYGAMES
04	PHONE CASE DIY	CRAZY LABS
05	FREE FIRE	SEA
06	WATER SORT PUZZLE	IEG
07	SUBWAY SURFERS	SYBO
08	STACKY DASH	IRONSOURCE
09	SUSHI ROLL 3D	SAYGAMES
10	FAU-G: FEARLESS & UNITED GUARDS	STUDIO NCORP

APR
2021

MOBILE APP RANKINGS: CONSUMER SPEND

RANKINGS OF TOP MOBILE APPS AND GAMES BY TOTAL WORLDWIDE CONSUMER SPEND IN Q1 2021

RANKING OF MOBILE APPS BY CONSUMER SPEND

#	APP NAME	COMPANY
01	YOUTUBE	GOOGLE
02	TIKTOK (INC. DOUYIN)	BYTEDANCE
03	TINDER	MATCH GROUP
04	DISNEY+	DISNEY
05	TENCENT VIDEO	TENCENT
06	BIGO LIVE	JOYY INC.
07	GOOGLE ONE	GOOGLE
08	TWITCH	AMAZON
09	PICCOMA	KAKAO JAPAN
10	IQIYI	BAIDU

RANKING OF MOBILE GAMES BY CONSUMER SPEND

#	GAME NAME	COMPANY
01	ROBLOX	ROBLOX
02	GENSHIN IMPACT	MIHOYO
03	COIN MASTER	MOON ACTIVE
04	POKÉMON GO	NIANTIC
05	HONOUR OF KINGS	TENCENT
06	PUBG MOBILE	TENCENT
07	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
08	HOMESCAPES	PLAYRISE
09	RISE OF KINGDOMS	LILITH
10	GAME FOR PEACE	TENCENT

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TOP BREAKOUT MOBILE APPS WORLDWIDE: Q1 2021

APP ANNIE'S RANKING OF LEADING MOBILE APPS WITH THE MOST SIGNIFICANT QUARTER-ON-QUARTER GROWTH IN KEY PERFORMANCE METRICS

BREAKOUT MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME
01	SIGNAL PRIVATE MESSENGER
02	TELEGRAM 
03	MX TAKATAK 
04	MOJ
05	TIKTOK
06	INSTAGRAM 
07	BIP
08	MICROSOFT OFFICE MOBILE
09	CAPCUT
10	PI NETWORK

BREAKOUT MOBILE APPS BY DOWNLOADS

#	APP NAME
01	MX TAKATAK
02	SIGNAL PRIVATE MESSENGER
03	TELEGRAM 
04	MOJ
05	VPN MASTER*
06	SHARARA VIDEO APP
07	TOONME – CARTOON PHOTO EDITOR
08	WOMBO 
09	SPEED VPN PRO
10	KWAI (快手)

BREAKOUT MOBILE APPS BY CONSUMER SPEND

#	APP NAME
01	YOUTUBE
02	TWITCH 
03	PICCOMA 
04	DISNEY+
05	HBO MAX
06	TIKTOK (INC. DOUYIN)
07	IQIYI
08	BIGO LIVE 
09	GOOGLE ONE
10	ESPN

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TOP BREAKOUT MOBILE GAMES WORLDWIDE: Q1 2021

APP ANNIE'S RANKING OF LEADING MOBILE GAMES WITH THE MOST SIGNIFICANT QUARTER-ON-QUARTER GROWTH IN KEY PERFORMANCE METR

BREAKOUT MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME
01	PROJECT MAKEOVER
02	PHONE CASE DIY 
03	HIGH HEELS 
04	DOP 2: DELETE ONE PART
05	OH GOD
06	STACKY DASH
07	FAU-G: FEARLESS AND UNITED GUARDS
08	SUSHI ROLL 3D 
09	GIANT RUSH
10	CHESS.COM

BREAKOUT MOBILE GAMES BY DOWNLOADS

#	GAME NAME
01	PHONE CASE DIY 
02	DOP 2: DELETE ONE PART 
03	FAU-G: FEARLESS AND UNITED GUARDS
04	HIGH HEELS
05	GIANT RUSH
06	STACKY DASH
07	HIT MASTER 3D: KNIFE ASSASSIN
08	OH GOD 
09	GIRL GENIUS 
10	BLOB RUNNER 3D

BREAKOUT MOBILE GAMES BY CONSUMER SPEND

#	GAME NAME
01	UMA MUSUME PRETTY DERBY
02	PROJECT MAKEOVER 
03	ROBLOX 
04	LORDS MOBILE
05	TOP WAR: BATTLE GAME
06	PUBG MOBILE
07	GAME FOR PEACE
08	COOKIE RUN: KINGDOM 
09	SANGOKUSHI STRATEGY
10	CANDY CRUSH SAGA



USE OF ECOMMERCE

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ECOMMERCE ACTIVITY OVERVIEW

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH (ANY DEVICE)

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY



GWI.

81.8%

VISITED AN
ONLINE RETAIL
SITE OR STORE



92.2%

VISITED
AN ONLINE
AUCTION SITE



GWI.

44.0%

PURCHASED
A PRODUCT
ONLINE



we
are
social

78.6%

SOLD A
PRODUCT
ONLINE

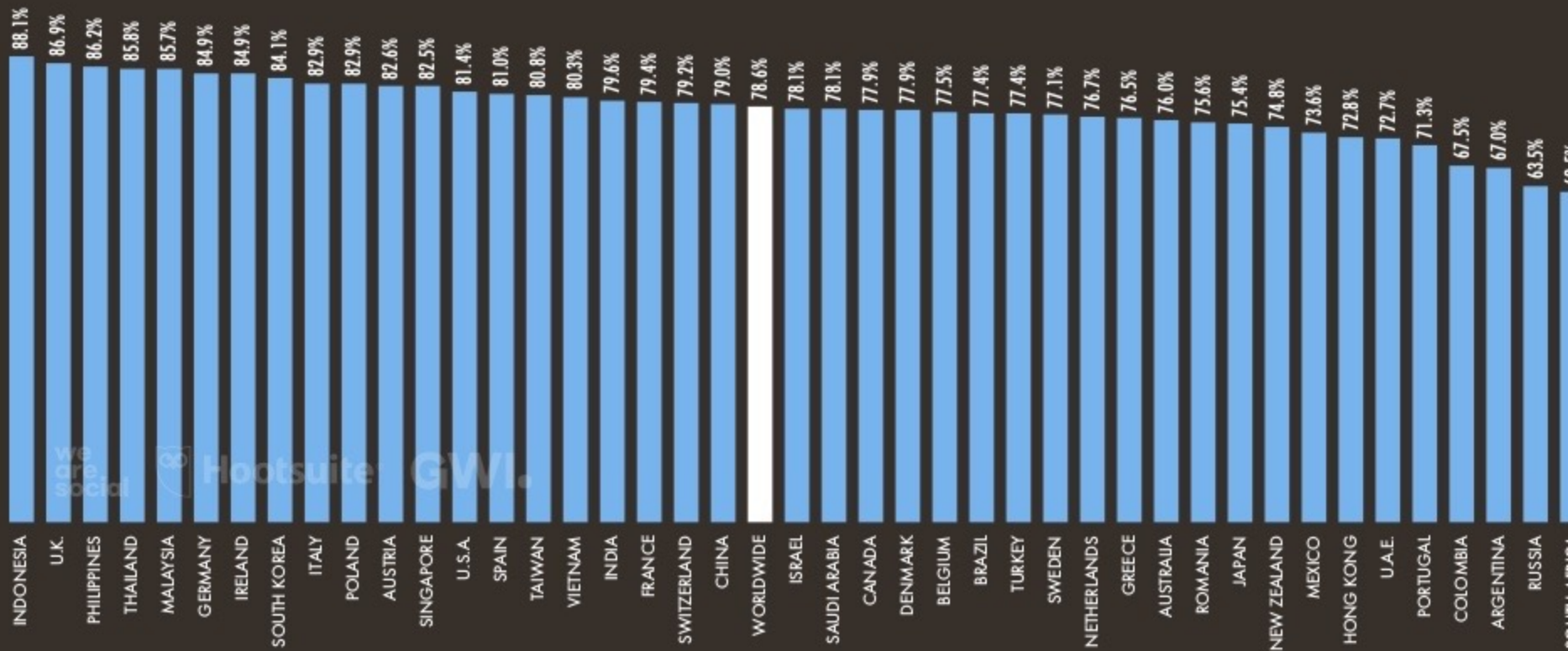


40.1%

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ECOMMERCE ADOPTION

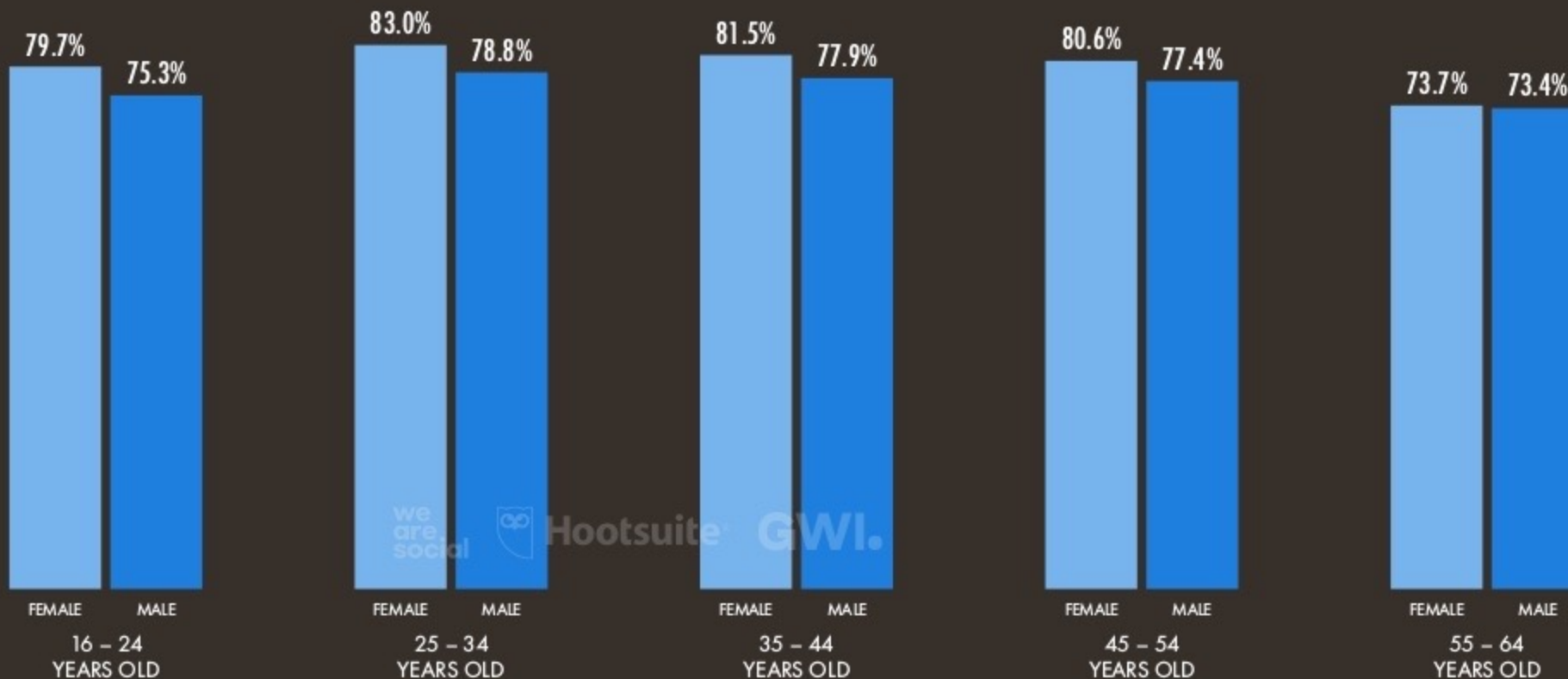
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BOUGHT SOMETHING ONLINE VIA ANY DEVICE IN THE PAST MONTH



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ECOMMERCE ADOPTION BY AGE AND GENDER

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



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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

+17.1%

ANNUAL CHANGE IN THE
NUMBER OF PAGE VIEWS
ON ECOMMERCE PROPERTIES



KEPIOS

+12.3%

ANNUAL CHANGE IN THE
TIME SPENT ON ECOMMERCE
PROPERTIES PER SESSION



we are social

+4.5%

ANNUAL CHANGE
IN THE ECOMMERCE
CONVERSION RATE



+21.6%

we



11

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2021

ECOMMERCE TRAFFIC BY USER TYPE AND DEVICE

NEW USERS vs. RETURNING USERS IN 2020, AND THE PERCENTAGE OF ECOMMERCE TRAFFIC THAT ORIGINATED FROM EACH DEVICE TYPE DURING 2020

NEW VISITORS AS
A PERCENTAGE OF
TOTAL VISITORS TO
ECOMMERCE PROPERTIES



44%

RETURNING VISITORS
AS A PERCENTAGE OF
TOTAL VISITORS TO
ECOMMERCE PROPERTIES



56%

PERCENTAGE OF
ECOMMERCE TRAFFIC
ORIGINATING FROM
MOBILE DEVICES



63.8%

YOY: +16% (+9 PPS)

PERCENTAGE OF
ECOMMERCE TRAFFIC
ORIGINATING FROM
LAPTOPS AND DESKTOPS



33.4%

YOY: -14% (-6 PPS)

PERCENTAGE OF
ECOMMERCE TRAFFIC
ORIGINATING FROM
TABLET DEVICES



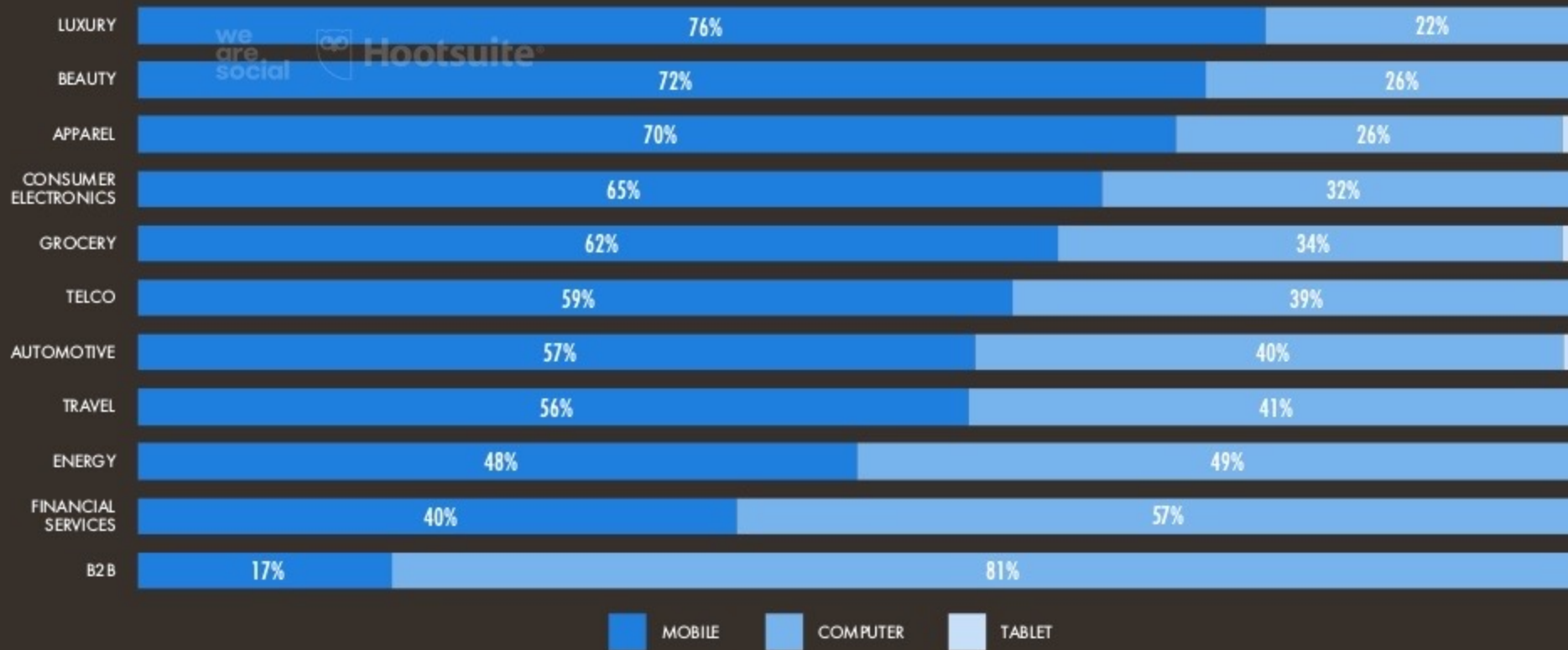
2.8%

YOY: -53% (-3 PPS)

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CATEGORY ECOMMERCE TRAFFIC BY DEVICE

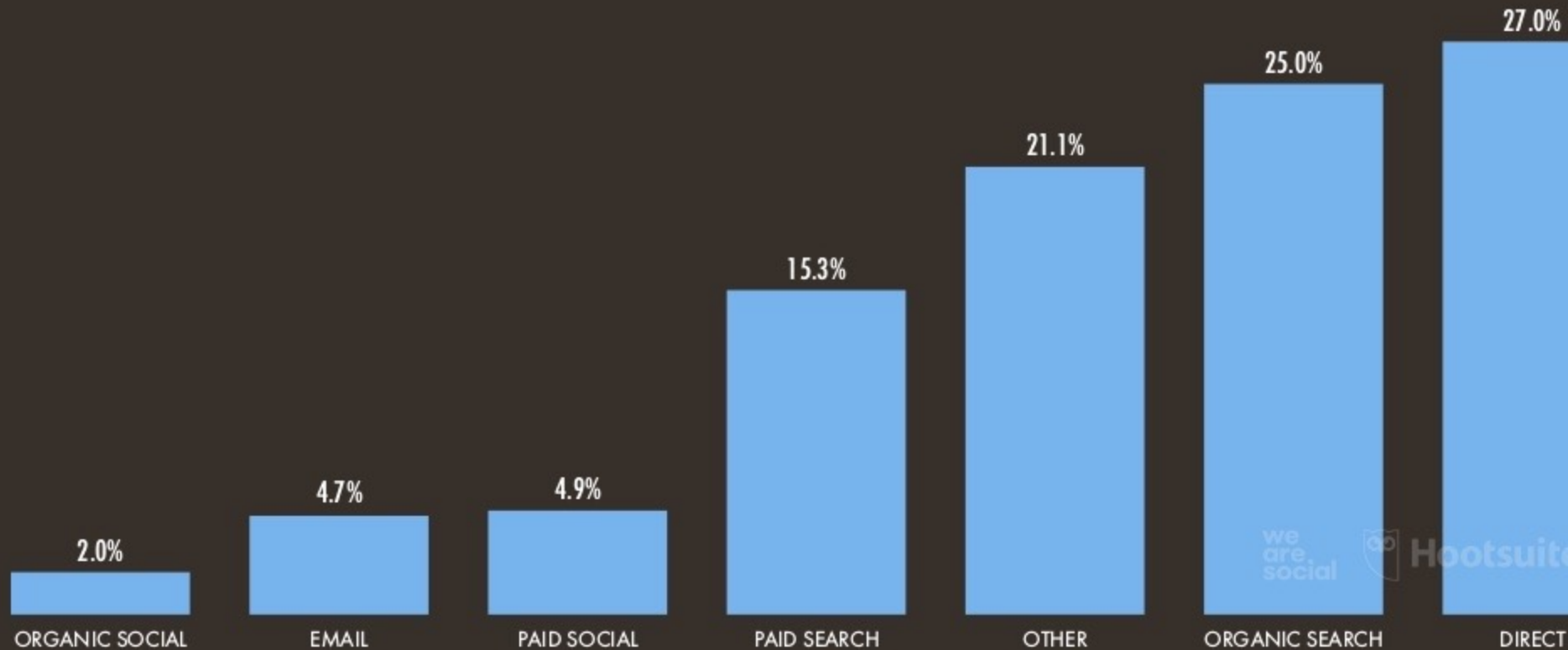
SHARE OF TRAFFIC TO ECOMMERCE PROPERTIES IN EACH CATEGORY THAT ORIGINATED FROM EACH KIND OF DEVICE DURING 2020



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SHARE OF ECOMMERCE TRAFFIC BY SOURCE

PERCENTAGE OF TRAFFIC TO ECOMMERCE PROPERTIES THAT ORIGINATED FROM EACH KIND OF TRAFFIC SOURCE DURING 2020



we
are
social



Hootsuite

we



Hootsuite

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AVERAGE ECOMMERCE 'BOUNCE' RATES

PERCENTAGE OF VISITORS WHO LEAVE ECOMMERCE PROPERTIES AFTER VIEWING JUST ONE PAGE, WITH DETAIL BY DEVICE

AVERAGE ECOMMERCE
BOUNCE RATE: OVERALL



we
are
social

47%

AVERAGE ECOMMERCE
BOUNCE RATE: MOBILE



KEPIOS

49%

AVERAGE ECOMMERCE
BOUNCE RATE: COMPUTER



we
are
social

45%

AVERAGE ECOMMERCE
BOUNCE RATE: TABLET



42%

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AVERAGE ECOMMERCE CONVERSION RATE

AVERAGE CONVERSION RATE FOR ECOMMERCE PROPERTIES DURING 2020

AVERAGE ECOMMERCE
CONVERSION RATE: OVERALL



1.82%

AVERAGE ECOMMERCE
CONVERSION RATE: MOBILE



1.5%

AVERAGE ECOMMERCE
CONVERSION RATE: COMPUTER



2.3%

AVERAGE ECOMMERCE
CONVERSION RATE: TABLET



2.6%

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AVERAGE ECOMMERCE CONVERSION RATE BY CATEGORY

AVERAGE CONVERSION RATE FOR ECOMMERCE PROPERTIES IN EACH CATEGORY DURING 2020

GROCERY

we
are
social



Hootsuite

BEAUTY

3.2%

APPAREL

2.6%

TRAVEL

2.4%

CONSUMER ELECTRONICS

1.2%

LUXURY

0.8%

TELCO

0.7%

we

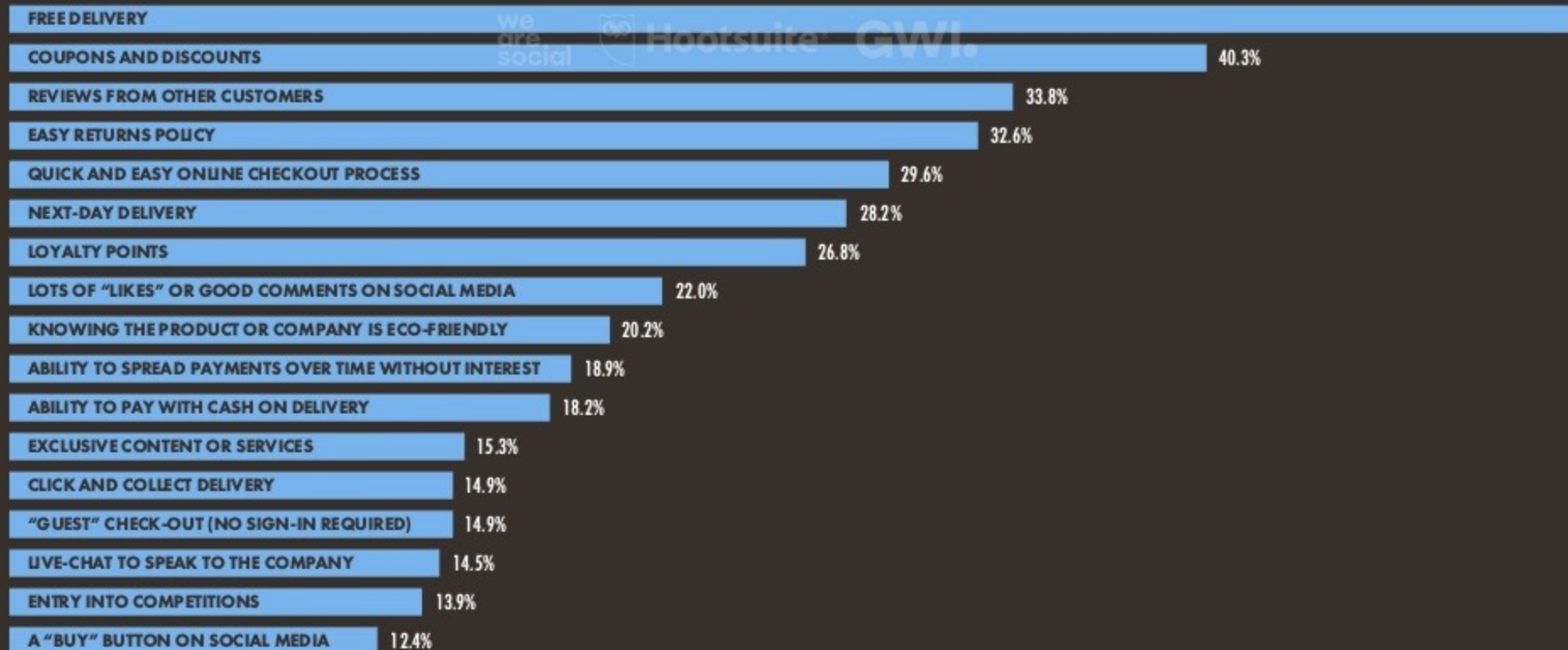


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ONLINE PURCHASE DRIVERS

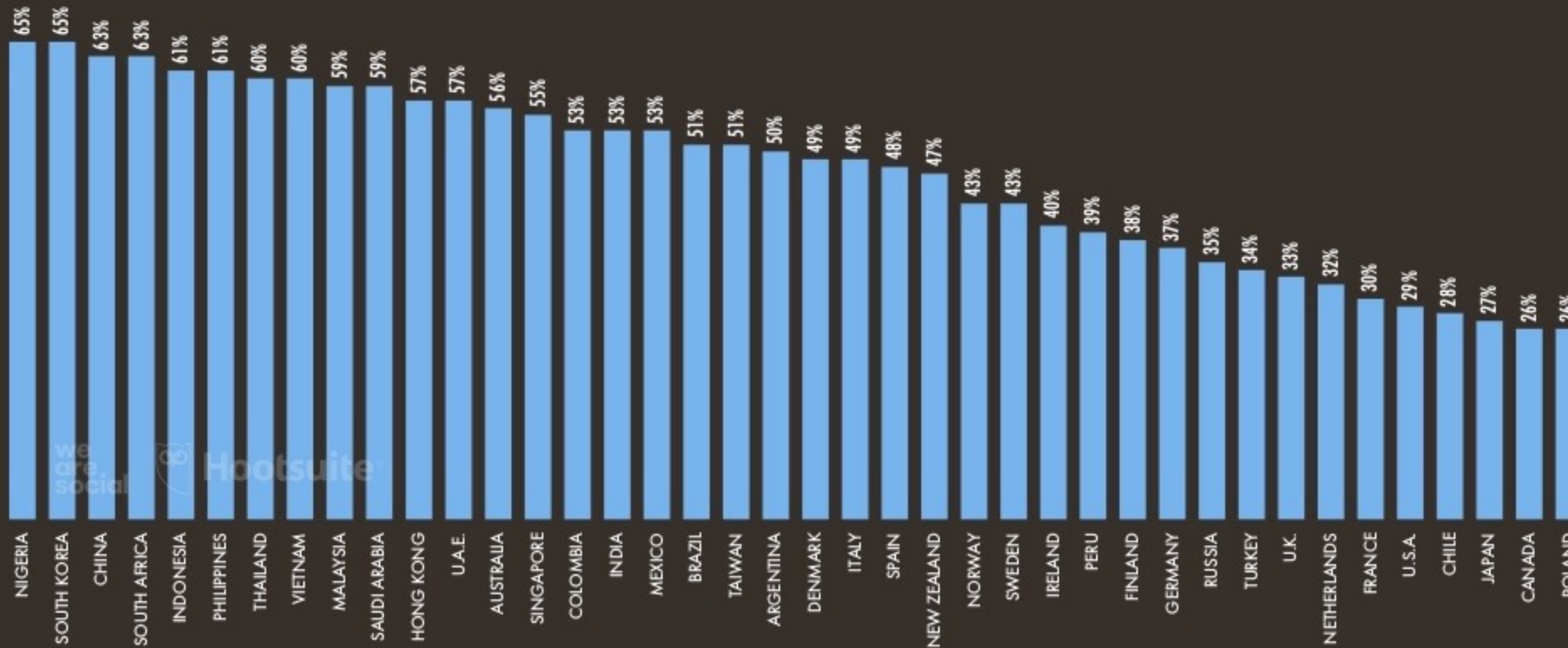
PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 WHO SAY THAT EACH FEATURE WOULD INCREASE THEIR LIKELIHOOD OF BUYING A PRODUCT



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MOBILE'S SHARE OF ECOMMERCE

TRANSACTION VALUE OF ONLINE PURCHASES MADE VIA MOBILE DEVICES AS A PERCENTAGE OF ALL ECOMMERCE TRANSACTIONS



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ECOMMERCE PAYMENT METHODS

SHARE OF GLOBAL ECOMMERCE TRANSACTIONS BY PAYMENT METHOD

DIGITAL OR
MOBILE WALLET



44.5%



CREDIT OR
DEBIT CARD



35.1%



BANK
TRANSFER



7.7%

we
are
social

CHARGE & DEFERRED
DEBIT CARD



3.3%

CASH ON
DELIVERY



3.3%

we
are
social

BUY NOW,
PAY LATER



2.1%



POST-
PAY



0.9%



ALL OTHER
PAYMENT METHODS



3.1%

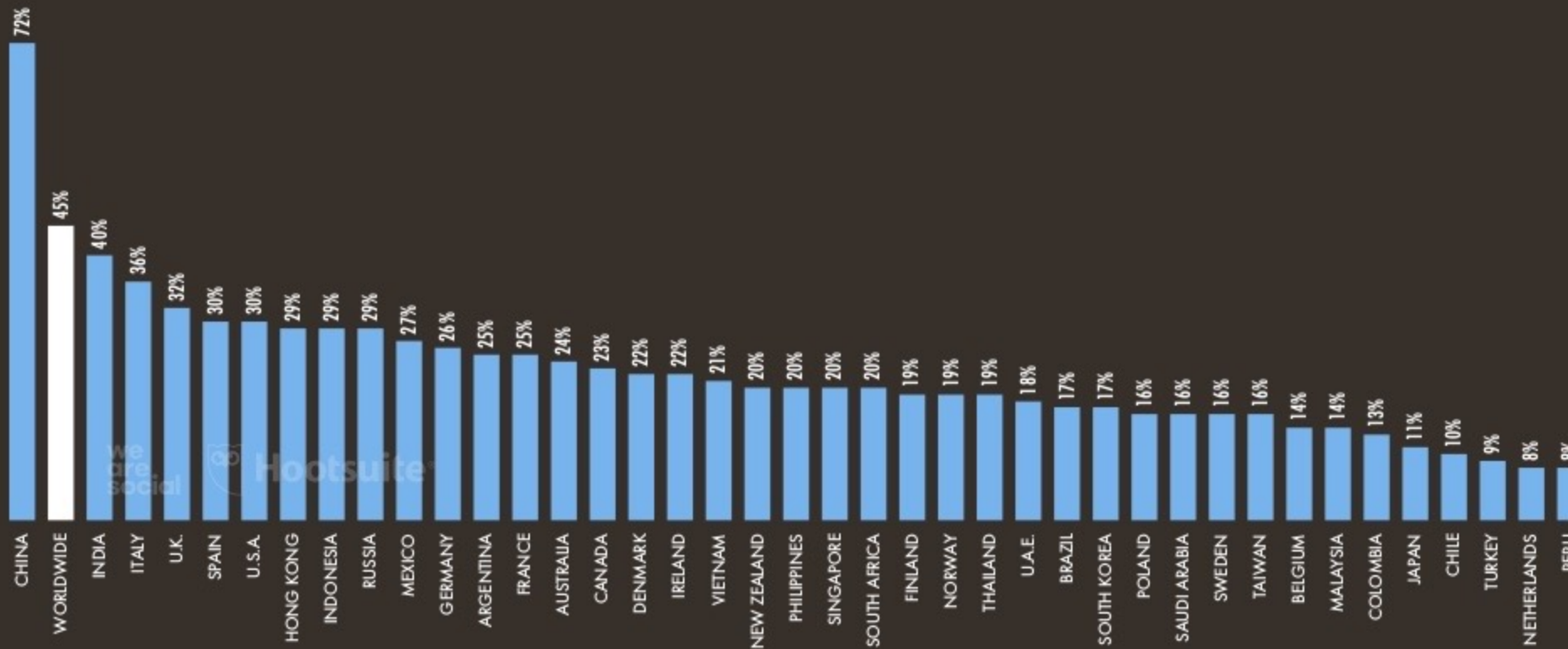
we



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2021

SHARE OF ECOMMERCE PAYMENTS: EWALLETS

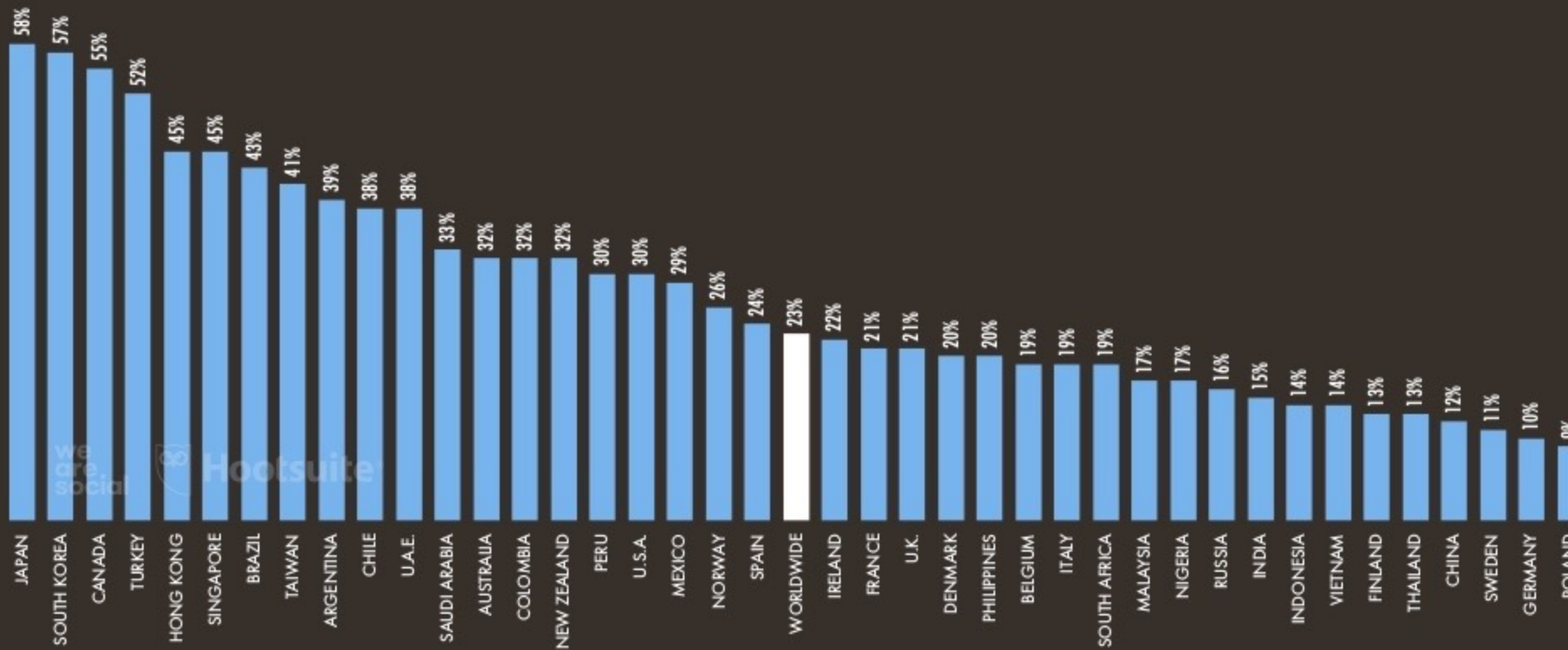
ECOMMERCE PAYMENTS MADE VIA MOBILE OR DIGITAL WALLETS AS A PERCENTAGE OF TOTAL ECOMMERCE TRANSACTIONS



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2021

SHARE OF ECOMMERCE PAYMENTS: CREDIT CARDS

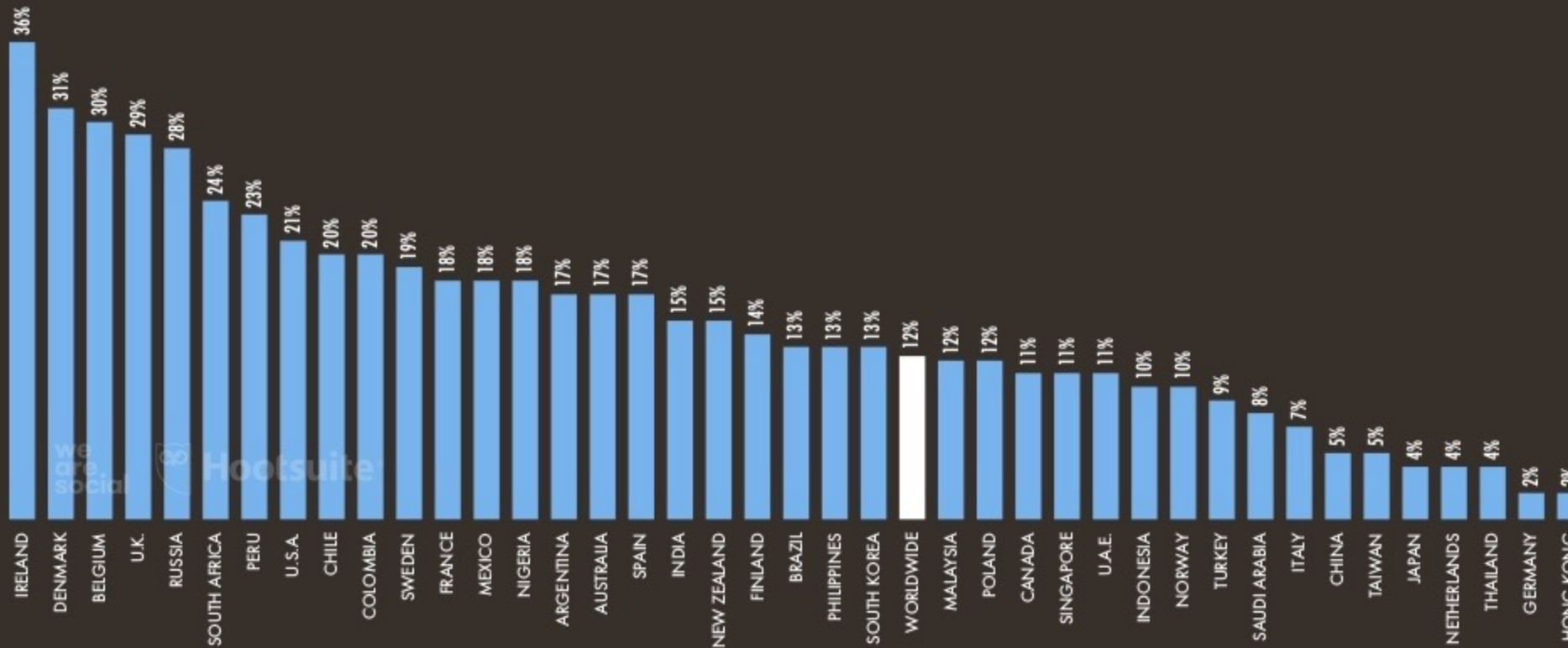
ECOMMERCE PAYMENTS MADE VIA CREDIT CARDS AS A PERCENTAGE OF TOTAL ECOMMERCE TRANSACTIONS



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2021

SHARE OF ECOMMERCE PAYMENTS: DEBIT CARDS

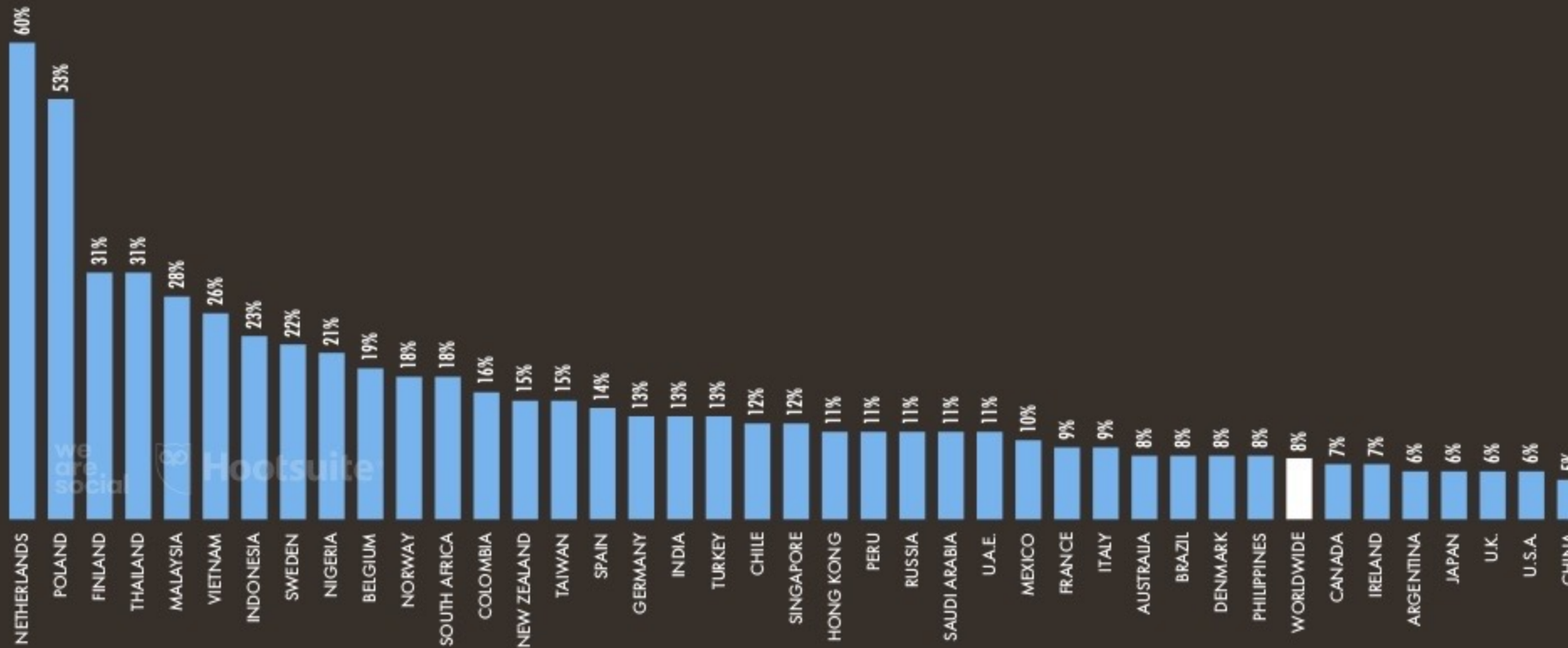
ECOMMERCE PAYMENTS MADE VIA DEBIT CARDS AS A PERCENTAGE OF TOTAL ECOMMERCE TRANSACTIONS



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2021

SHARE OF ECOMMERCE PAYMENTS: BANK TRANSFER

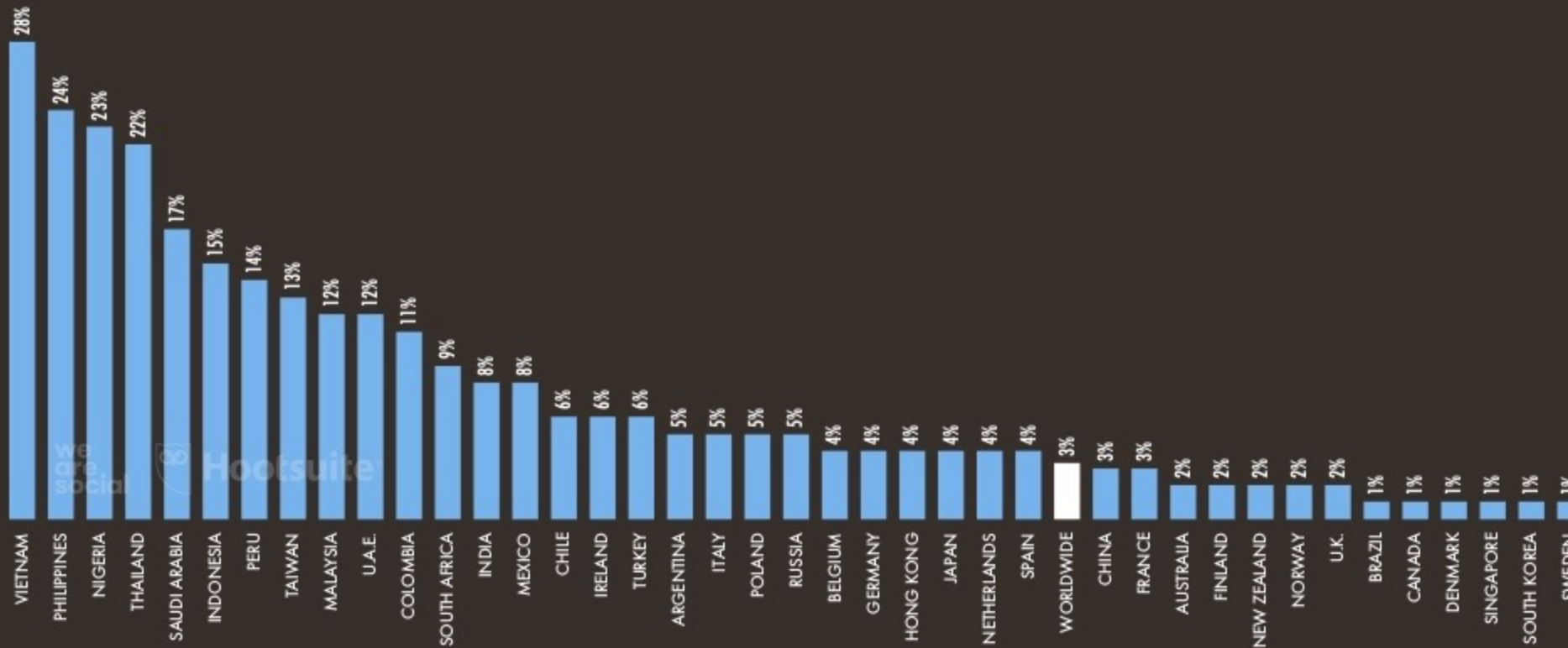
ECOMMERCE PAYMENTS MADE VIA BANK TRANSFER AS A PERCENTAGE OF TOTAL ECOMMERCE TRANSACTIONS



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SHARE OF ECOMMERCE PAYMENTS: CASH ON DELIVERY

ECOMMERCE PAYMENTS MADE VIA CASH ON DELIVERY AS A PERCENTAGE OF TOTAL ECOMMERCE TRANSACTIONS



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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)



31.0%

MUSIC STREAMING
SERVICE (E.G. SPOTIFY)



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24.5%

MUSIC
DOWNLOAD



20.7%

MOBILE
APP



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17.9%

MOVIE OR TV
DOWNLOAD



17.6%

MOBILE
GAME



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17.3%

STUDY PROGRAM OR
LEARNING MATERIALS



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14.8%

E-BOOK



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13.5%

IN-APP
PURCHASE



11.6%

ONLINE
NEWS SERVICE



10.6%



DIGITAL MARKETING

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SOURCES OF NEW BRAND DISCOVERY

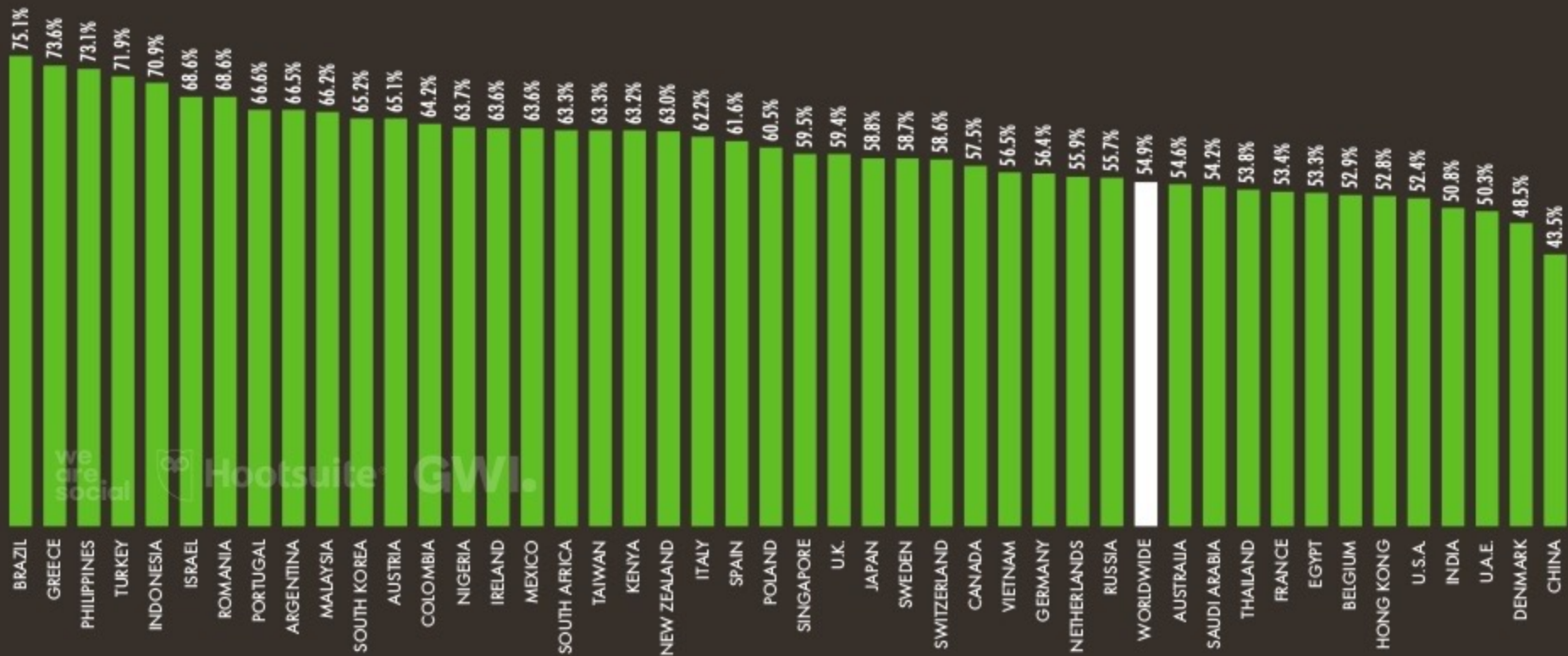
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY DISCOVER NEW BRANDS AND PRODUCTS THROUGH EACH MEDIUM OR ACTIVITY



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ONLINE BRAND RESEARCH

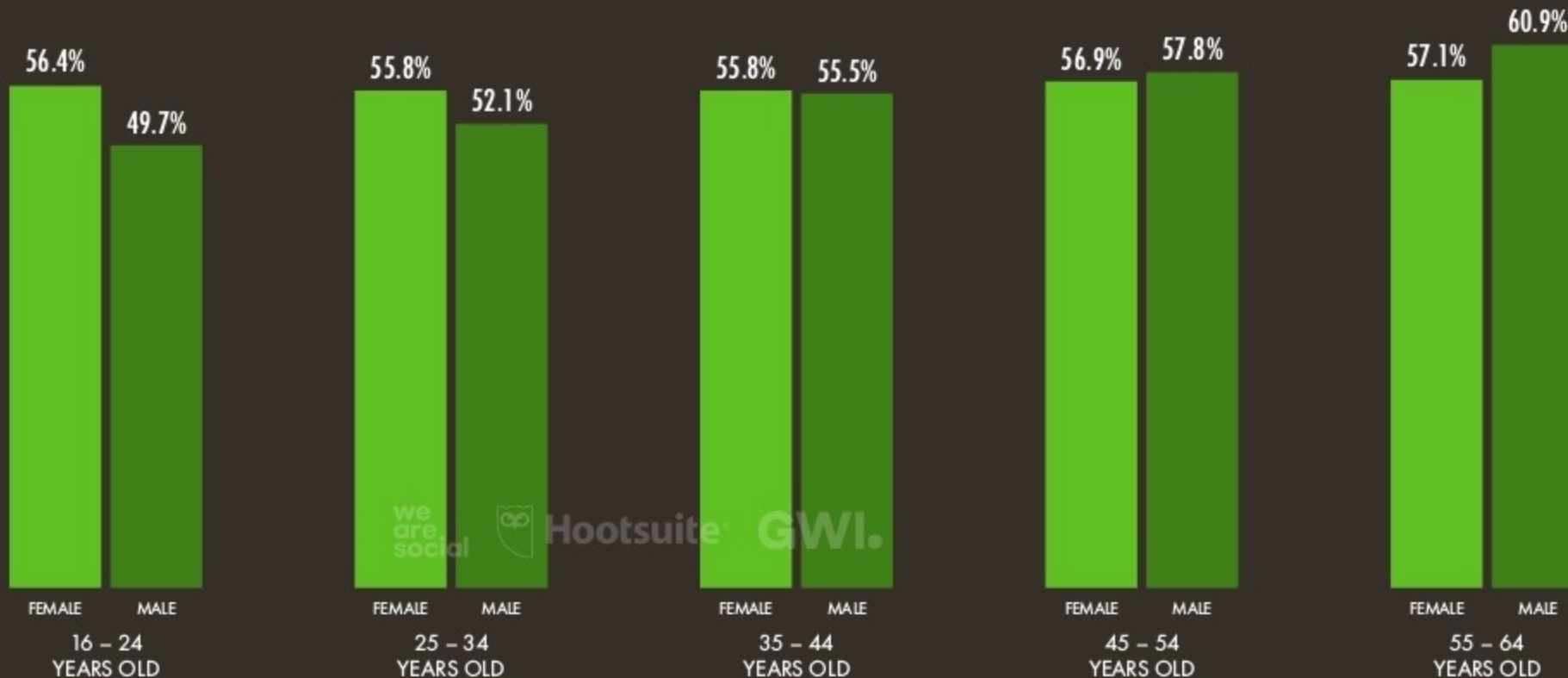
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY RESEARCH BRANDS AND PRODUCTS ONLINE BEFORE MAKING A PURCHASE



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ONLINE BRAND RESEARCH

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



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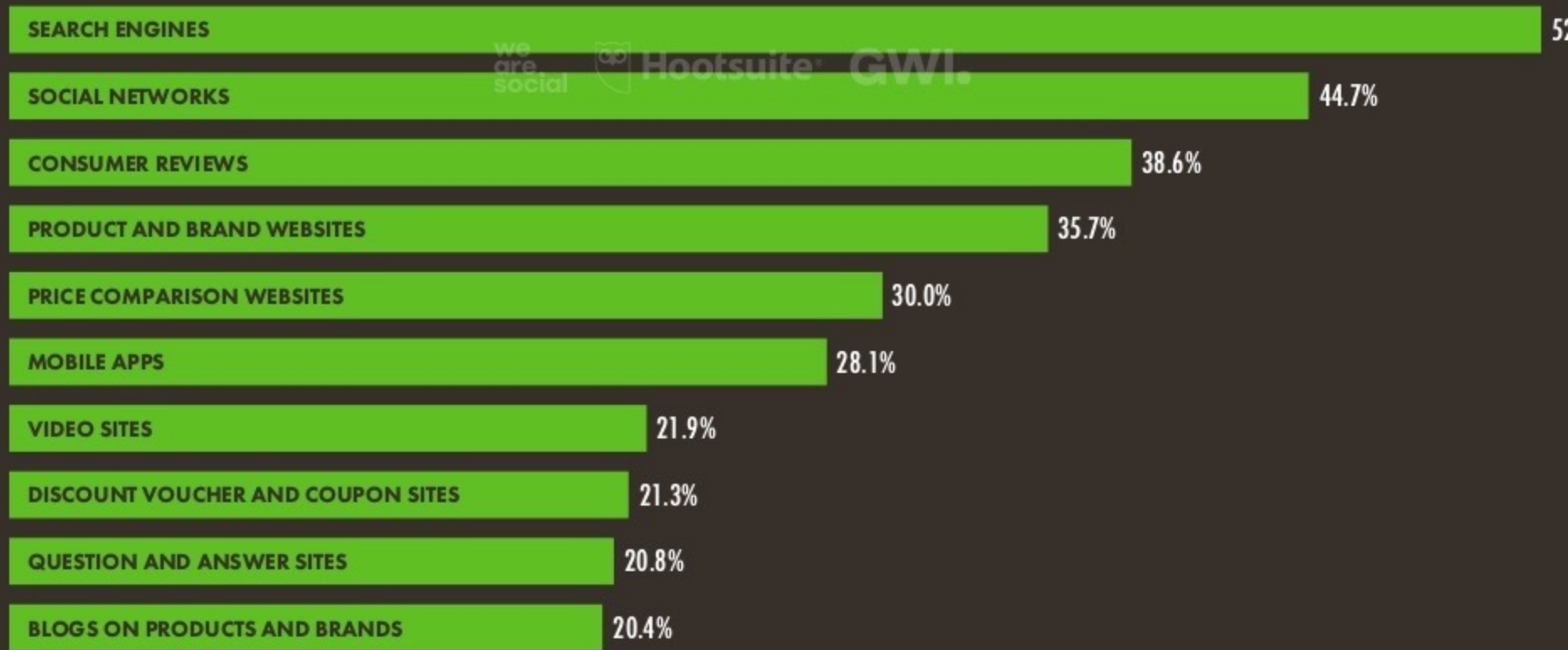
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PRIMARY CHANNELS FOR BRAND RESEARCH

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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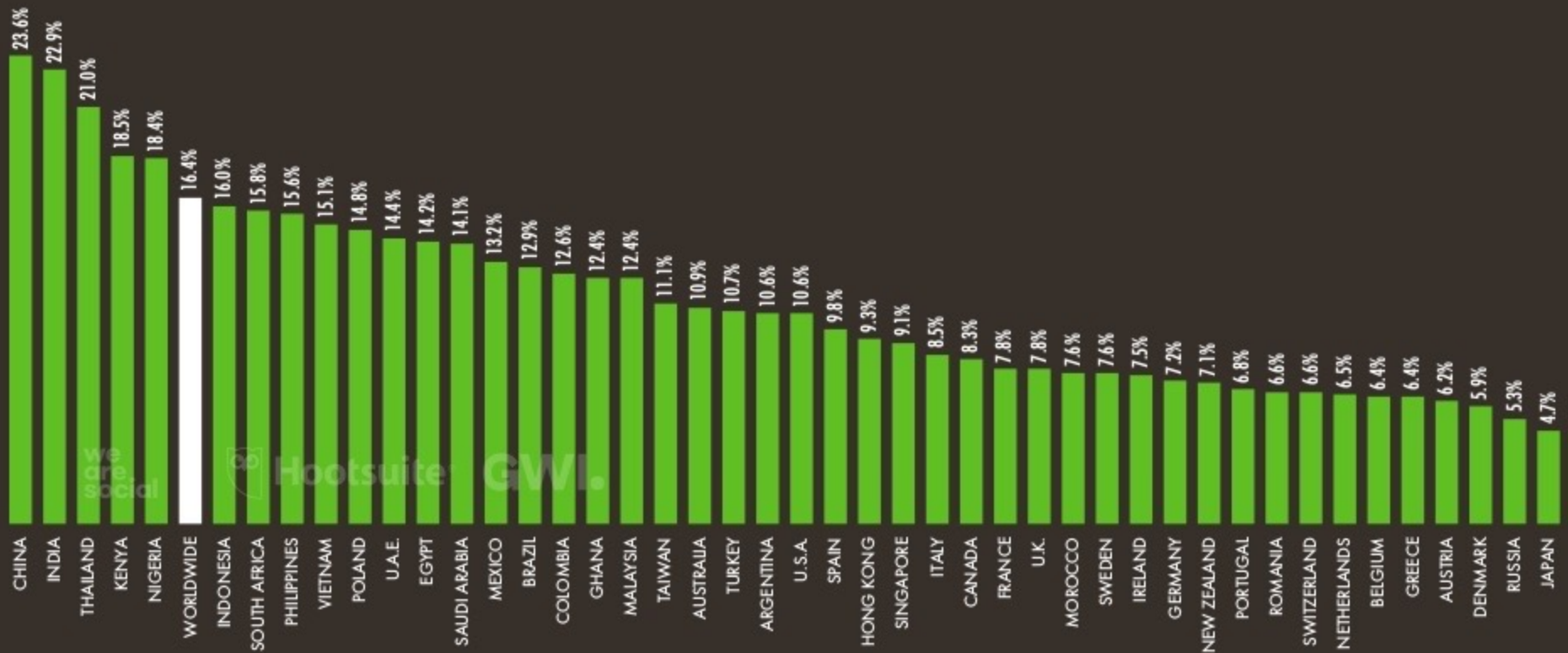


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DOES ADVERTISING REPRESENT ITS AUDIENCES?

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

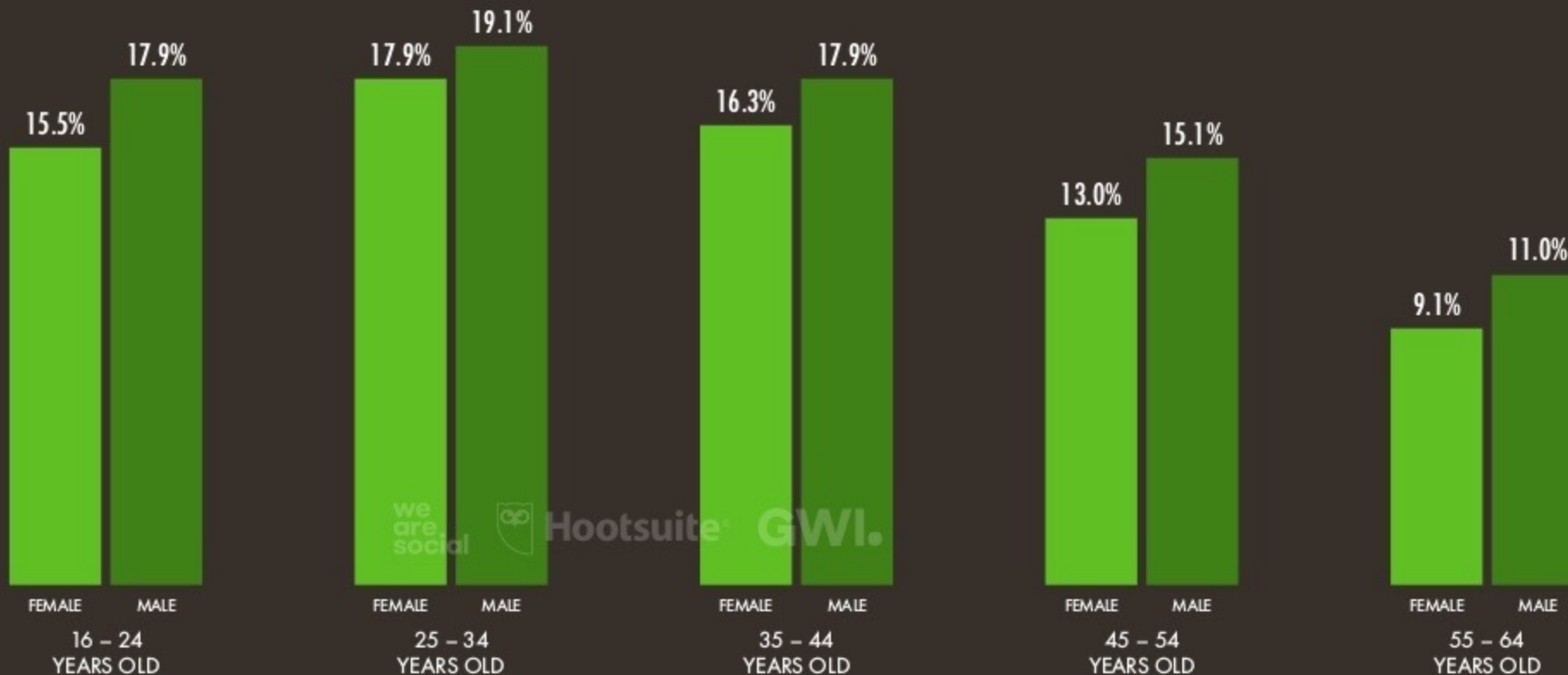


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DOES ADVERTISING REPRESENT ITS AUDIENCES?

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



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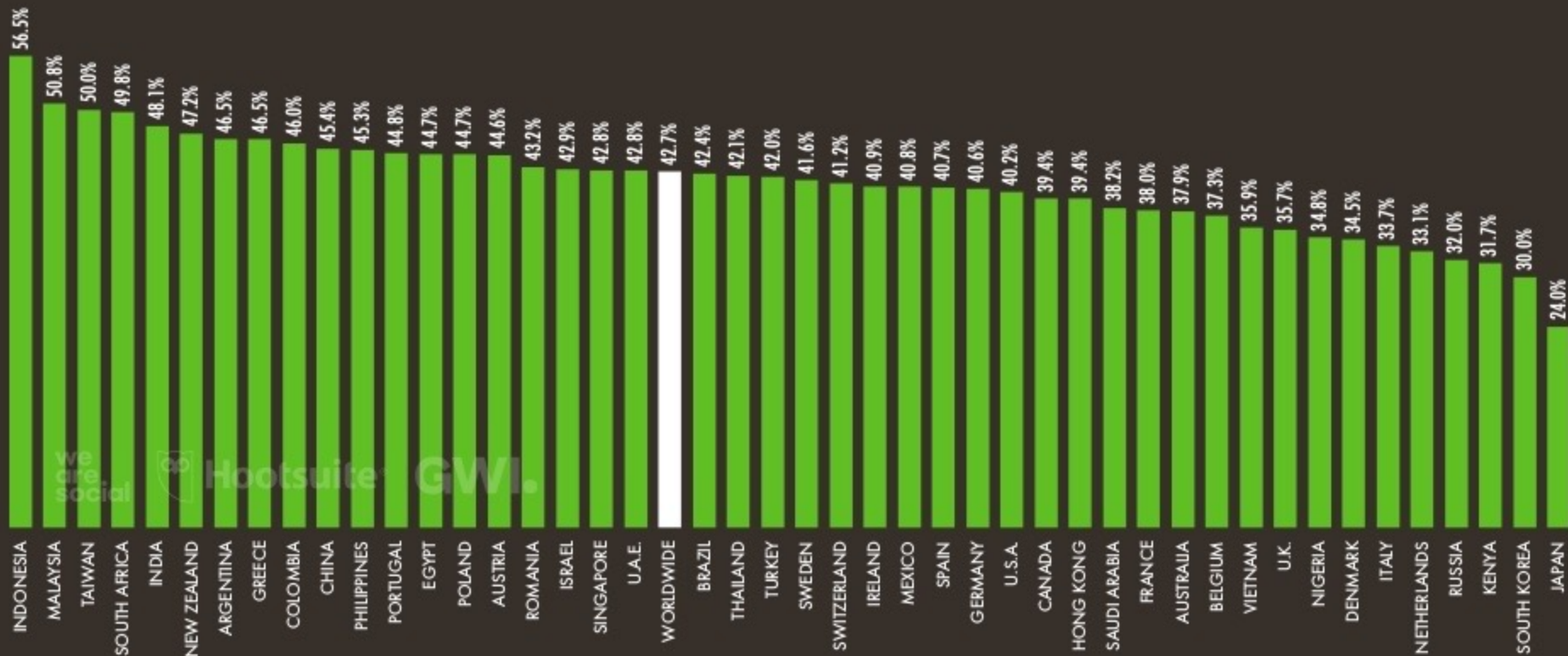


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USE OF AD BLOCKERS

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

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



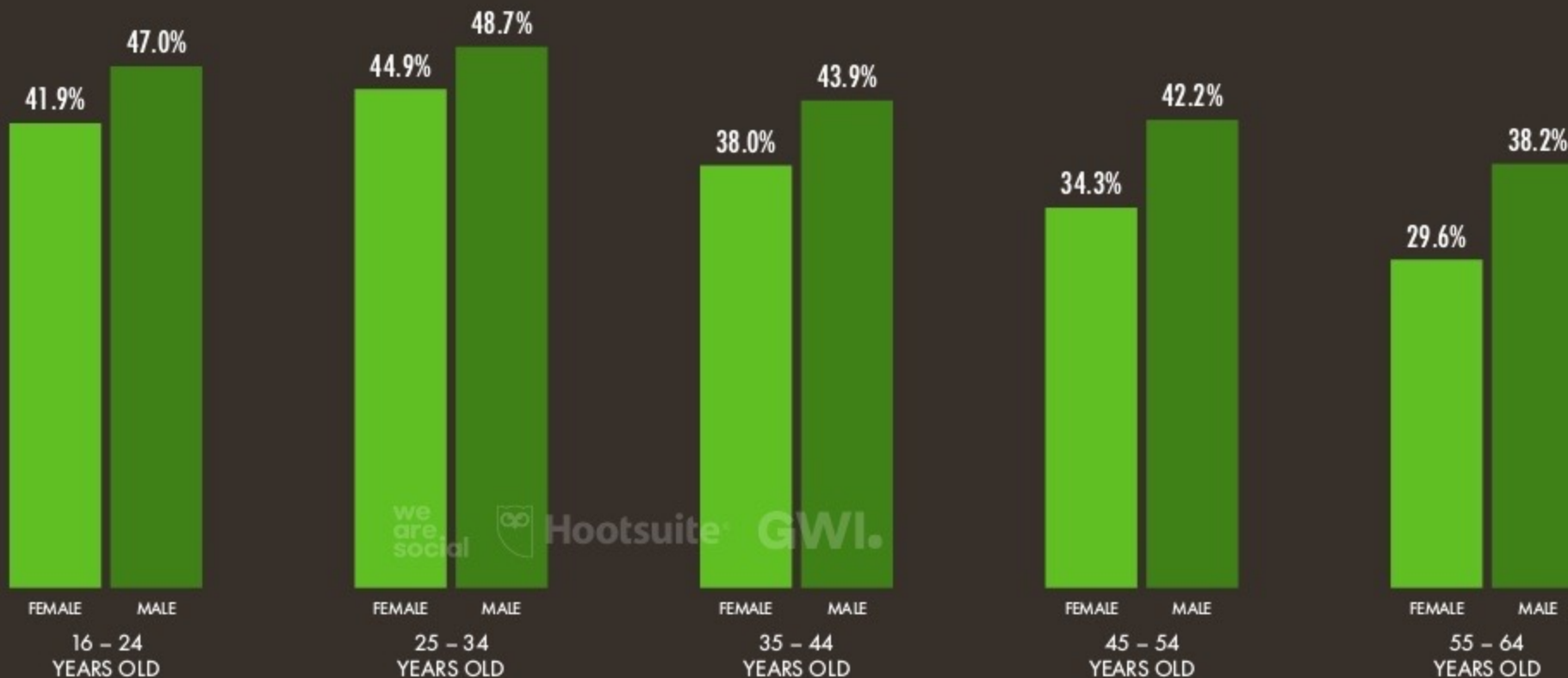
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USE OF AD BLOCKERS BY AGE AND GENDER

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

⚠️ 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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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

TOO MANY ADS ARE ANNOYING OR IRRELEVANT

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THERE ARE TOO MANY ADS ON THE INTERNET

ADS ARE TOO INTRUSIVE

41.9%

ADS TAKE UP TOO MUCH SCREEN SPACE

35.2%

ADS SOMETIMES CONTAIN VIRUSES OR BUGS

34.7%

TO SPEED UP PAGE LOADING TIMES

30.5%

TO AVOID ADS BEFORE WATCHING CLIPS / SHOWS

27.9%

I TRY TO AVOID ALL ADVERTISING

27.1%

ADS MIGHT COMPROMISE MY ONLINE PRIVACY

23.4%

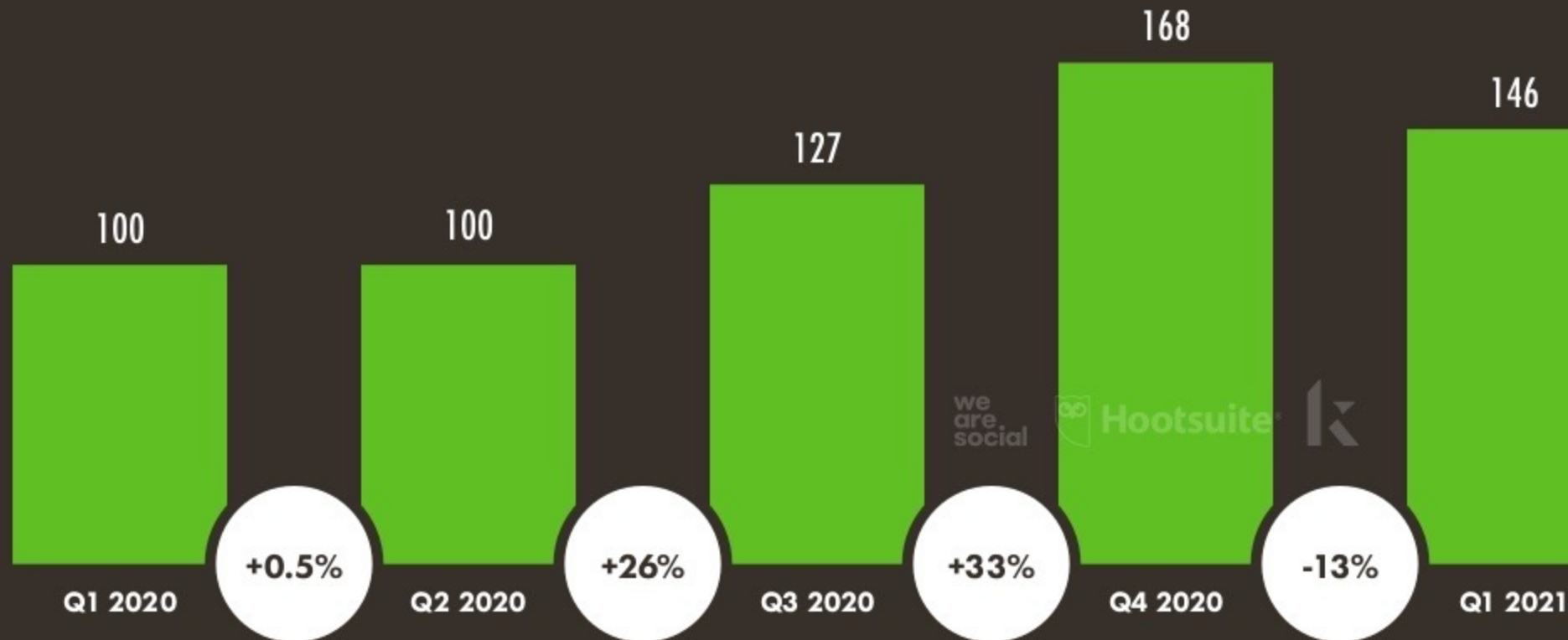
TO STOP MY DATA ALLOWANCE FROM BEING USED UP

21.0%

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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



SOURCE: KENSHOO (APR 2021). NOTES: VALUES ABOVE EACH BAR REPRESENT INDEXED VALUES COMPARED TO Q1 2020. PERCENTAGES IN THE WHITE CIRCLES SHOW QUARTER-ON-QUARTER

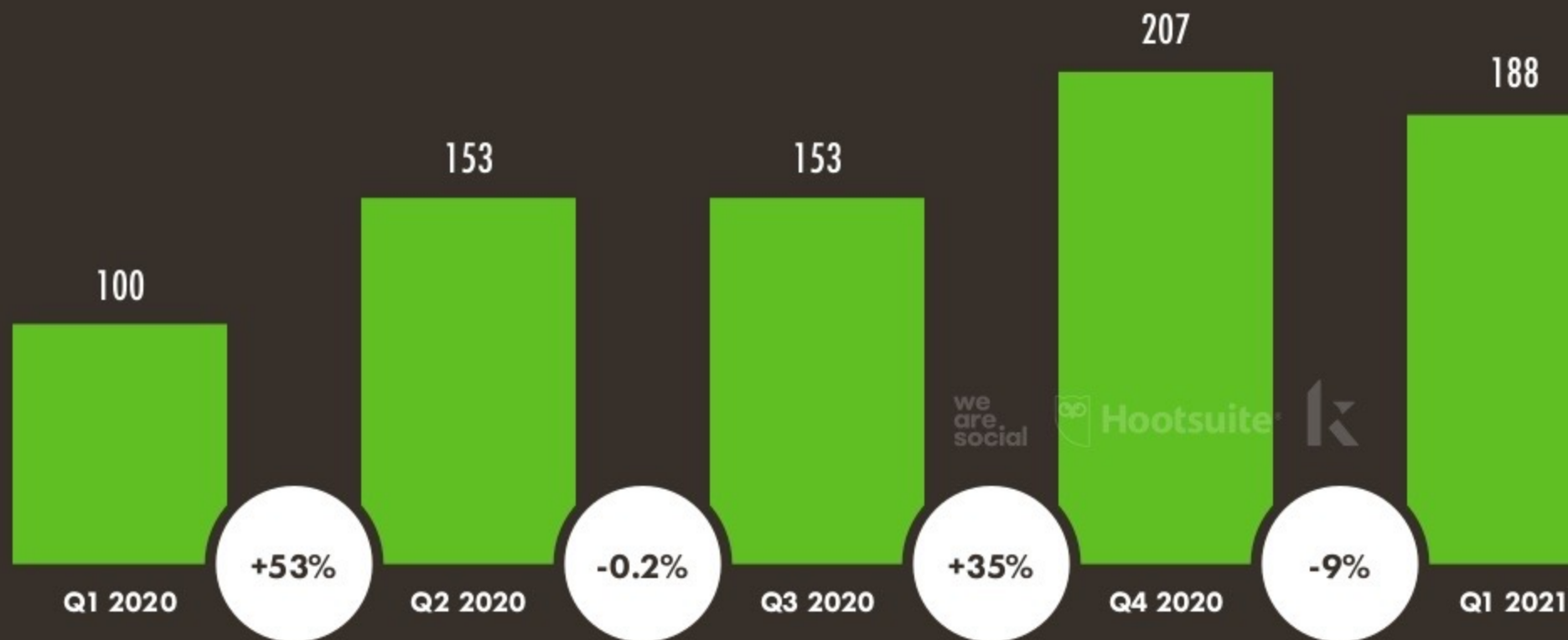
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QUARTERLY CHANGE IN PAID SEARCH AD IMPRESSIONS

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



SOURCE: KENSHOO (APR 2021). NOTES: VALUES ABOVE EACH BAR REPRESENT INDEXED VALUES COMPARED TO Q1 2020. PERCENTAGES IN THE WHITE CIRCLES SHOW QUARTER-ON-QUARTER

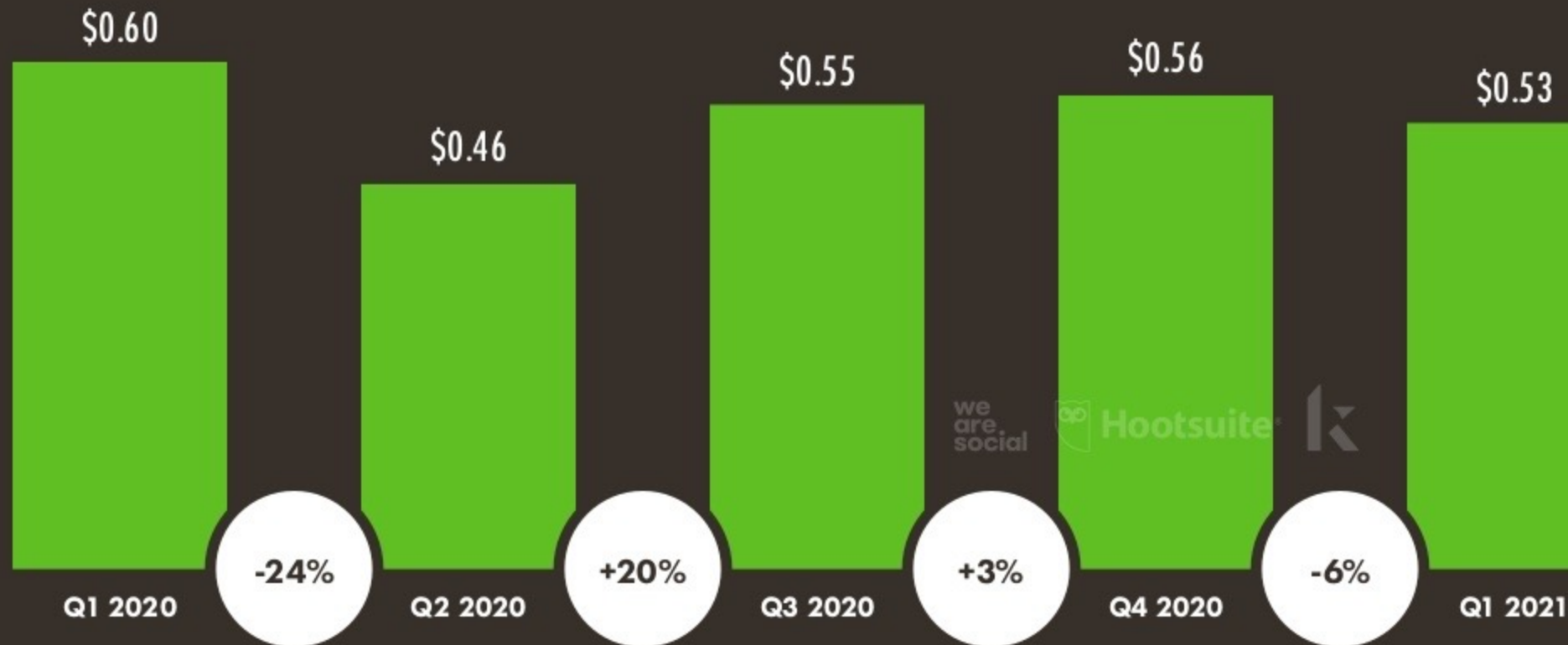
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QUARTERLY CHANGE IN PAID SEARCH AD CPC

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



SOURCE: KENSHOO (APR 2021). NOTES: PERCENTAGES IN THE WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE. VALUES HAVE BEEN EXTRAPOLATED FROM \$7 BILLION IN AD SPEND

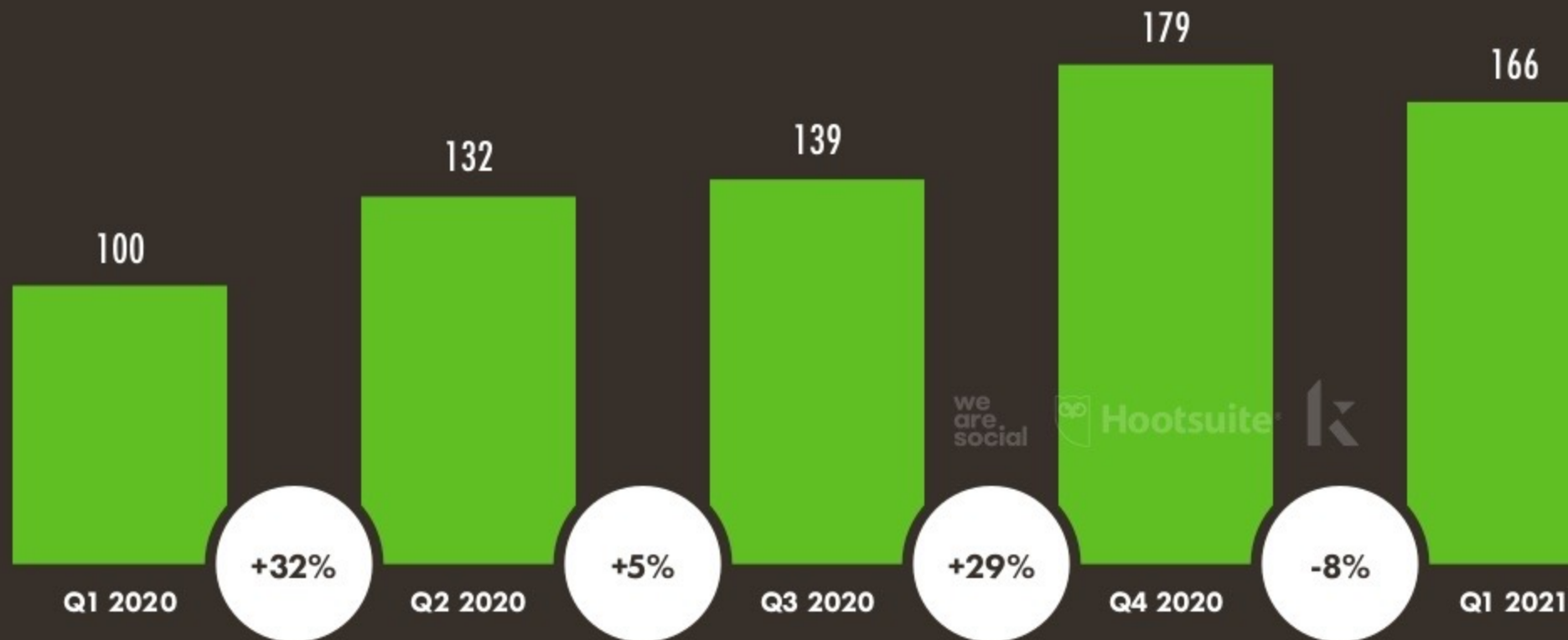
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QUARTERLY CHANGE IN PAID SEARCH AD CLICKS

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



SOURCE: KENSHOO (APR 2021). NOTES: VALUES ABOVE EACH BAR REPRESENT INDEXED VALUES COMPARED TO Q1 2020. PERCENTAGES IN THE WHITE CIRCLES SHOW QUARTER-ON-QUARTER

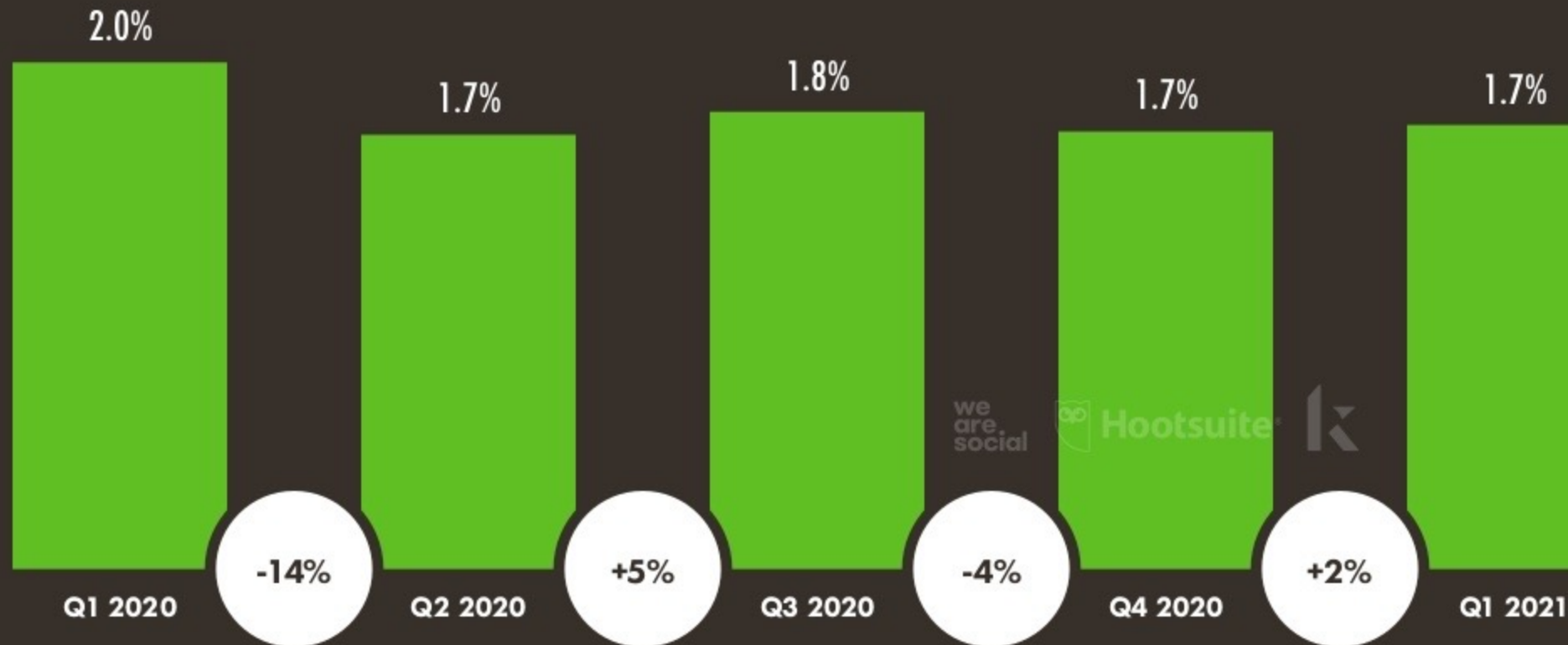
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QUARTERLY CHANGE IN PAID SEARCH AD CTR

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



SOURCE: KENSHOO (APR 2021). NOTES: PERCENTAGES IN THE WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE. VALUES HAVE BEEN EXTRAPOLATED FROM \$7 BILLION IN AD SPEND

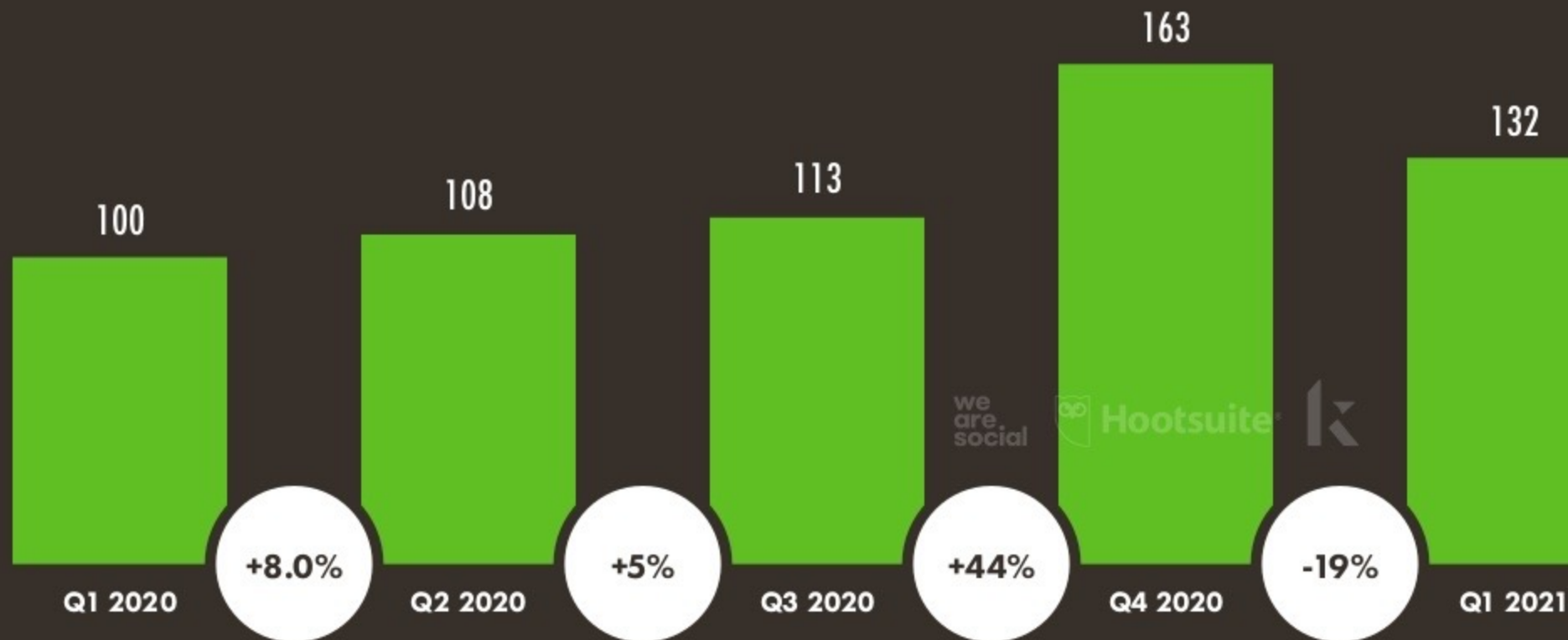
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QUARTERLY CHANGE IN SOCIAL MEDIA AD SPEND

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



SOURCE: KENSHOO (APR 2021). NOTES: VALUES ABOVE EACH BAR REPRESENT INDEXED VALUES COMPARED TO Q1 2020. PERCENTAGES IN THE WHITE CIRCLES SHOW QUARTER-ON-QUARTER

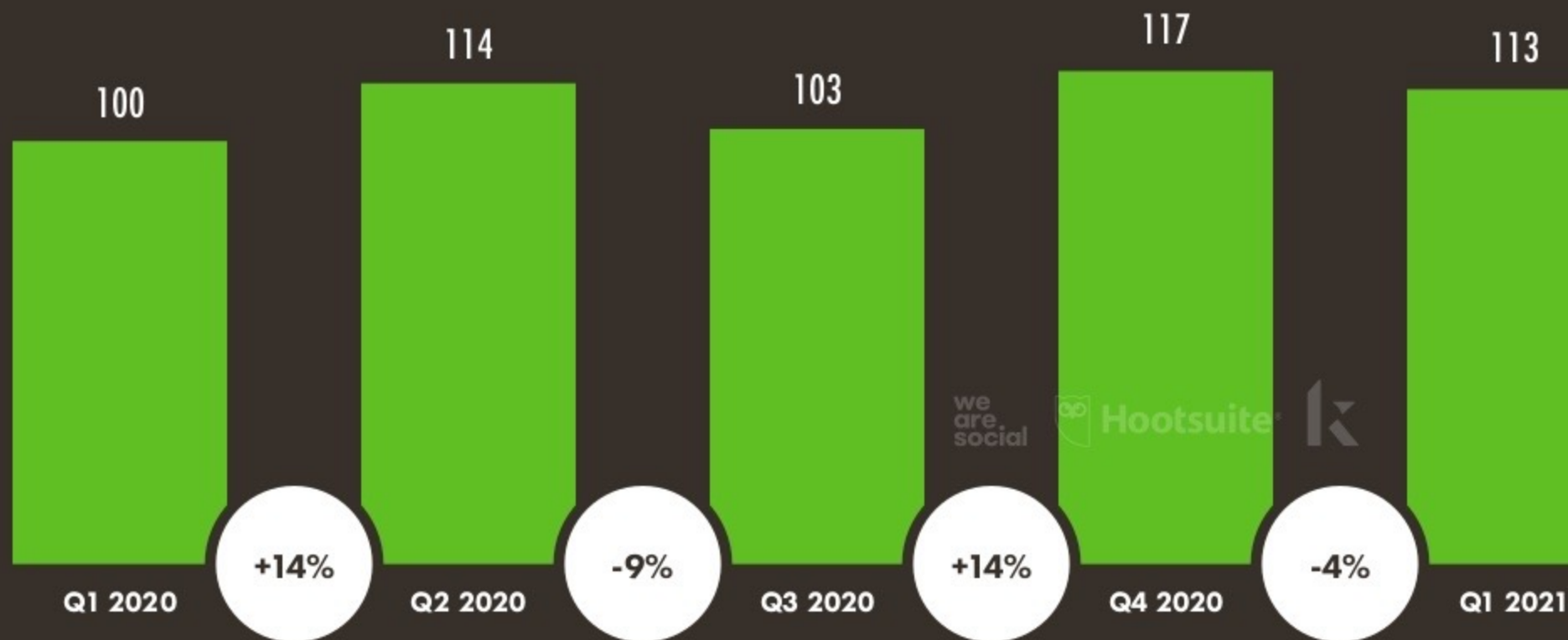
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QUARTERLY CHANGE IN SOCIAL MEDIA AD IMPRESSIONS

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



SOURCE: KENSHOO (APR 2021). NOTES: VALUES ABOVE EACH BAR REPRESENT INDEXED VALUES COMPARED TO Q1 2020. PERCENTAGES IN THE WHITE CIRCLES SHOW QUARTER-ON-QUARTER

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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)



SOURCE: KENSHOO (APR 2021). NOTES: PERCENTAGES IN THE WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE. VALUES HAVE BEEN EXTRAPOLATED FROM \$7 BILLION IN AD SPEND

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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



SOURCE: KENSHOO (APR 2021). NOTES: VALUES ABOVE EACH BAR REPRESENT INDEXED VALUES COMPARED TO Q1 2020. PERCENTAGES IN THE WHITE CIRCLES SHOW QUARTER-ON-QUARTER

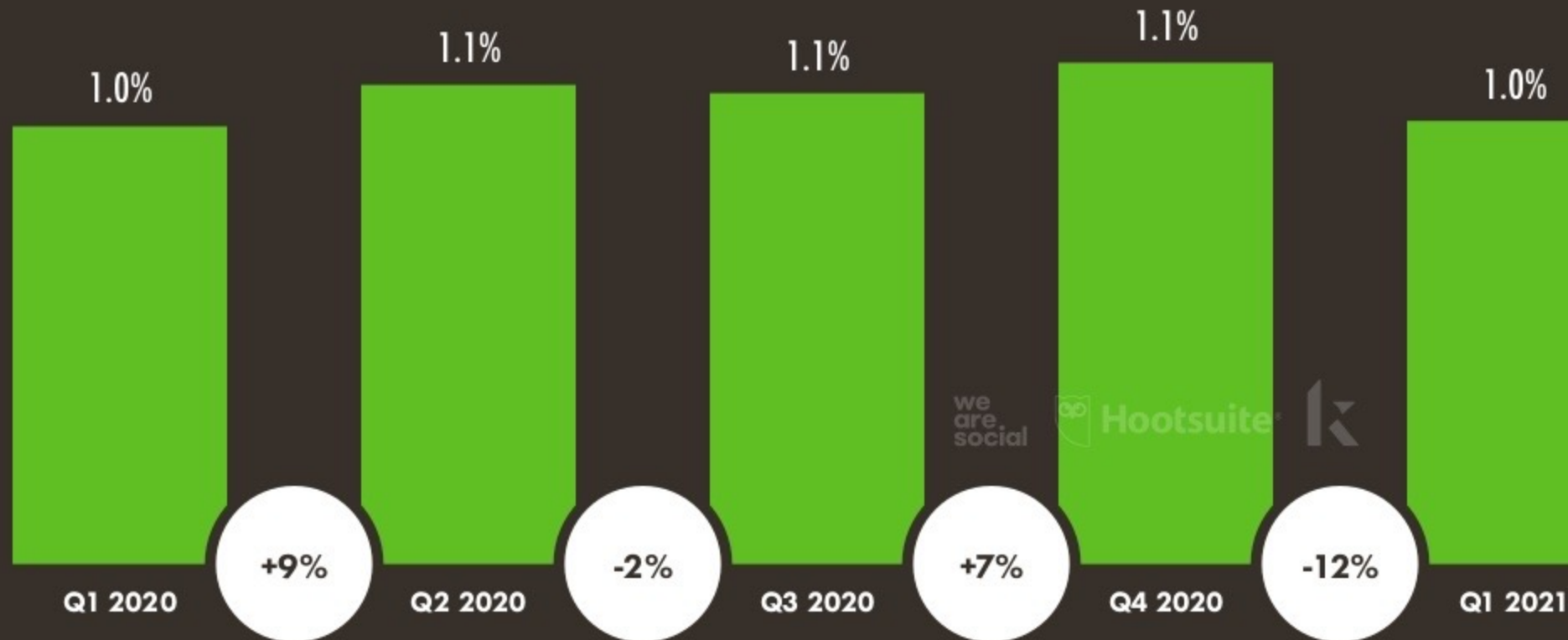
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QUARTERLY CHANGE IN SOCIAL MEDIA AD CTR

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



SOURCE: KENSHOO (APR 2021). NOTES: PERCENTAGES IN THE WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE. VALUES HAVE BEEN EXTRAPOLATED FROM \$7 BILLION IN AD SPEND

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DATA**



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**UNPARALLELED
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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 some 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 exercise 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 at reports@kepios.com.

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