



DIGITAL 2018

LEBANON

ALL THE DATA AND TRENDS YOU NEED TO UNDERSTAND INTERNET,
SOCIAL MEDIA, MOBILE, AND E-COMMERCE BEHAVIOURS IN 2018

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



GLOBAL OVERVIEW

JAN
2018

GLOBAL DIGITAL IN 2018

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

TOTAL
POPULATION



7.593
BILLION

URBANISATION:
55%

INTERNET
USERS



4.021
BILLION

PENETRATION:
53%

ACTIVE SOCIAL
MEDIA USERS



3.196
BILLION

PENETRATION:
42%

UNIQUE
MOBILE USERS



5.135
BILLION

PENETRATION:
68%

ACTIVE MOBILE
SOCIAL USERS



2.958
BILLION

PENETRATION:
39%

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ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET
USERS



+7%

SINCE JAN 2017

+248 MILLION

ACTIVE SOCIAL
MEDIA USERS



+13%

SINCE JAN 2017

+362 MILLION

UNIQUE
MOBILE USERS



+4%

SINCE JAN 2017

+218 MILLION

ACTIVE MOBILE
SOCIAL USERS



+14%

SINCE JAN 2017

+360 MILLION



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LEBANON

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DIGITAL IN LEBANON

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



6.09
MILLION

URBANISATION:

88%

INTERNET
USERS



5.54
MILLION

PENETRATION:

91%

ACTIVE SOCIAL
MEDIA USERS



4.00
MILLION

PENETRATION:

66%

MOBILE
CONNECTIONS



4.56
MILLION

vs. POPULATION:

75%

ACTIVE MOBILE
SOCIAL USERS



3.60
MILLION

PENETRATION:

59%

JAN
2018

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET
USERS



+22%

SINCE JAN 2017

+995 THOUSAND

ACTIVE SOCIAL
MEDIA USERS



+14%

SINCE JAN 2017

+500 THOUSAND

MOBILE
CONNECTIONS



+2%

SINCE JAN 2017

+79 THOUSAND

ACTIVE MOBILE
SOCIAL USERS



+16%

SINCE JAN 2017

+500 THOUSAND



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POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL
POPULATION



6.09
MILLION

FEMALE
POPULATION



49.8%

MALE
POPULATION



50.2%

ANNUAL CHANGE IN
POPULATION SIZE



+0.2%

MEDIAN
AGE



31.3
YEARS OLD

POPULATION LIVING
IN URBAN AREAS



88%

GDP PER
CAPITA



\$14,337

LITERACY
(TOTAL)



94%

FEMALE
LITERACY



92%

MALE
LITERACY



96%

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INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



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5.54
MILLION

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



91%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



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4.99
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF THE
TOTAL POPULATION



82%

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INTERNET USERS: DIFFERENT PERSPECTIVES

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



INTERNET
WORLD STATS



4.60
MILLION

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



4.63
MILLION

INTERNET
LIVE STATS



4.55
MILLION

CIA WORLD
FACTBOOK



4.63
MILLION

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SHARE OF WEB TRAFFIC BY DEVICE

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



LAPTOPS &
DESKTOPS



51%

YEAR-ON-YEAR CHANGE:

+18%

MOBILE
PHONES



46%

YEAR-ON-YEAR CHANGE:

-13%

TABLET
DEVICES



3%

YEAR-ON-YEAR CHANGE:

-24%

OTHER
DEVICES



0.07%

YEAR-ON-YEAR CHANGE:

+133%



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ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES
01	GOOGLE.COM.LB	7M 51S	10.21	11	SAIDAONLINE.COM	6M 35S	4.37
02	YOUTUBE.COM	8M 18S	4.79	12	INSTAGRAM.COM	5M 23S	3.34
03	GOOGLE.COM	7M 32S	8.56	13	AL-AKHBAR.COM	4M 25S	2.83
04	FACEBOOK.COM	10M 21S	4.00	14	LEBANON-LOTTO.COM	3M 20S	2.80
05	LIVE.COM	4M 03S	3.41	15	MSN.COM	3M 51S	2.53
06	YASOUR.ORG	4M 39S	3.50	16	ALIEXPRESS.COM	14M 15S	11.29
07	WIKIPEDIA.ORG	4M 16S	3.31	17	DELOTON.COM	1M 02S	1.52
08	BINTJBEIL.ORG	4M 20S	2.20	18	BLOGSPOT.COM	2M 38S	2.12
09	GREENAREA.ME	2M 55S	2.20	19	TXXX.COM	5M 04S	2.84
10	YAHOO.COM	4M 02S	3.61	20	LEBANONFILES.COM	17M 41S	4.34

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TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	LEBANON	100
02	صور	61
03	TRANSLATE	53
04	GOOGLE	45
05	FACEBOOK	45
06	YOUTUBE	27
07	GOOGLE TRANSLATE	22
08	WEATHER	22
09	YOU	20
10	الطقس	18

#	QUERY	INDEX
11	افلام	15
12	QUOTES	14
13	اغاني	13
14	فيس	11
15	مترجم	11
16	LOGIN FACEBOOK	9
17	فيس بوك	9
18	WHATSAPP	8
19	HOTMAIL	8
20	INSTAGRAM	7

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SOCIAL MEDIA USE

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



4.00
MILLION

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



66%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



3.60
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



59%

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FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



4.00
MILLION

ANNUAL CHANGE IN
FACEBOOK USERS
vs. JANUARY 2017



+14%

PERCENTAGE OF
FACEBOOK USERS
ACCESSING VIA MOBILE



90%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



43%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE



58%

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AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY
CHANGE IN PAGE LIKES



+0.79%

AVERAGE POST REACH
vs. PAGE LIKES



11.4%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



12.8%

PERCENTAGE OF PAGES
USING PAID MEDIA



12.9%

AVERAGE PAID REACH
vs. TOTAL REACH



29.7%

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AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. PAGE REACH



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS (ALL TYPES)



7.87%

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AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



9.05%

locowise

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS



5.31%



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



5.15%

locowise

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



6.30%

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INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF
MONTHLY ACTIVE
INSTAGRAM USERS



1.40
MILLION

ACTIVE INSTAGRAM USERS
AS A PERCENTAGE OF
TOTAL POPULATION



23%

FEMALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



48%

MALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



52%

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MOBILE CONNECTIONS BY TYPE

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



TOTAL NUMBER
OF MOBILE
CONNECTIONS



4.56
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



75%

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
PRE-PAID



80%

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
POST-PAID



20%

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



82%

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GSMA



GSMA

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MOBILE CONNECTIVITY INDEX

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



OVERALL COUNTRY
INDEX SCORE



63.22

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



55.27

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AFFORDABILITY OF
DEVICES & SERVICES



63.56

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



62.54

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



72.72

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

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FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



HAS A BANK
ACCOUNT



47%

HAS A
CREDIT CARD



11%

MAKES AND / OR RECEIVES
MOBILE PAYMENTS VIA GSMA



0.7%

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



4%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



7%

PERCENTAGE OF MEN
WITH A CREDIT CARD



15%

PERCENTAGE OF WOMEN
MAKING INTERNET PAYMENTS



4%

PERCENTAGE OF MEN MAKING
INTERNET PAYMENTS



5%

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MORE INFORMATION

CLICK THE LINKS BELOW TO READ AND DOWNLOAD THE FULL SET OF **2018 GLOBAL DIGITAL** REPORTS, AND ACCESS ADDITIONAL INSIGHTS AND RESOURCES FROM BOTH **HOOTSUITE** AND **WE ARE SOCIAL**:



CLICK HERE TO ACCESS
WE ARE SOCIAL'S RESOURCES



CLICK HERE TO ACCESS
HOOTSUITE'S RESOURCES

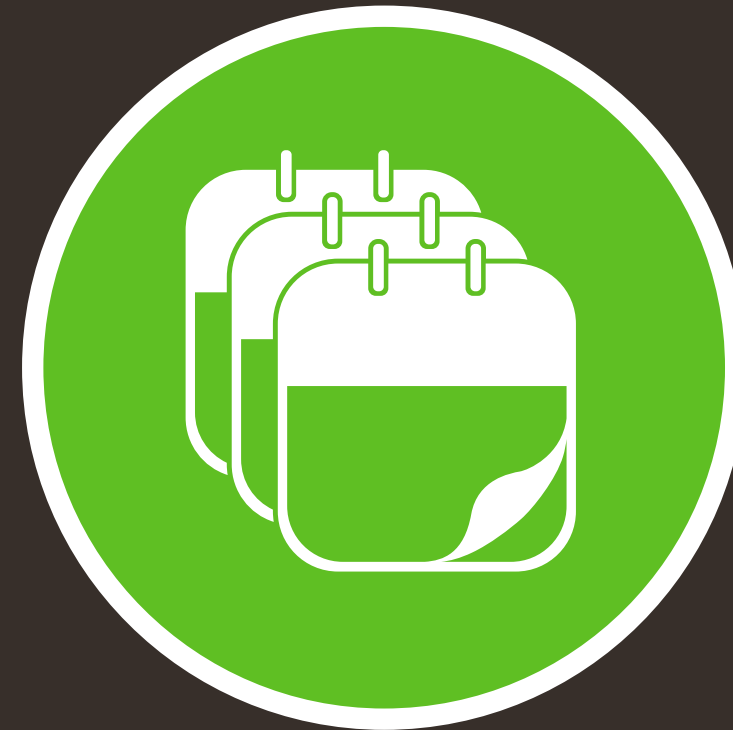
SPECIAL THANKS: GLOBALWEBINDEX



GlobalWebIndex is the leading provider of audience profiling data to agencies, publishers and brands worldwide.



90% GLOBAL
COVERAGE



QUARTERLY DATA COLLECTION
ACROSS 42 MARKETS



CROSS-DEVICE
COVERAGE

Sign up for free: <http://www.globalwebindex.net/>

SPECIAL THANKS: GSMA INTELLIGENCE



GSMA Intelligence is the unit within the GSMA that houses the organisation's extensive database of mobile operator statistics, forecasts, and industry reports. GSMA Intelligence's data covers every operator group, network and MVNO in every country – from Afghanistan to Zimbabwe. Updated daily, it is the most accurate and complete set of industry metrics available, comprising tens of millions of individual data points.

Leading operators, vendors, regulators, financial institutions and third-party industry players rely on GSMA Intelligence to support strategic decision-making and long-term investment planning. The data is used as an industry reference point and is frequently cited by the media and by the industry itself. GSMA Intelligence's team of analysts and experts produce regular thought-leading research reports across a range of industry topics.

Learn more about GSMA Intelligence at <http://www.gsmainelligence.com>

SPECIAL THANKS: STATISTA

statista

Statista is one of the world's largest online statistics databases. Its **Digital Market Outlook** products provide forecasts, detailed market insights, and key indicators on 8 digital verticals including e-commerce, digital media, advertising, and smart home with 33 segments across more than 50 regions and countries.



78% OF GLOBAL
INTERNET POPULATION



50 DIGITAL
ECONOMIES



90% OF WORLDWIDE
ECONOMIC POWER



MORE THAN 30,000
INTERACTIVE STATISTICS

Learn more about Statista's Digital Market Outlook at <http://www.statista.com/>

SPECIAL THANKS: LOCOWISE



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



CUSTOM REPORT
BUILDER WITH OVER
300 METRICS



CAMPAIGN
ANALYSIS, TRACKING
AND REPORTING



INSIGHTS FROM ALL
YOUR NETWORKS
IN ONE PLACE



PREDICTIVE
METRICS TO DRIVE
FUTURE STRATEGY

Find out more: <https://locowise.com/>

SPECIAL THANKS: SIMILARWEB



SimilarWeb is the pioneer of market intelligence and the standard for understanding the digital world. SimilarWeb provides granular insights about any website or app across all industries in every region.



WEB
INTELLIGENCE



APP
INTELLIGENCE



GLOBAL
COVERAGE



GRANULAR
ANALYSIS

Find out more: <http://similarweb.com/>

SPECIAL THANKS: APPANNIE



App Annie delivers the most trusted app market data for businesses to succeed in the global app economy. Over 1 million registered members rely on App Annie to better understand the app market, and how to improve user acquisition strategies (paid and ASO), retention, product development to further grow their businesses, and leverage the opportunities around them.



1 MILLION
REGISTERED USERS



BEST-IN-CLASS
DATA



COVERAGE ACROSS
150 COUNTRIES



UNPARALLELED
SERVICE & SUPPORT

Find out more: <http://www.appannie.com/>

SPECIAL THANKS: KLEAR



Klear is a big data search engine for influencers. Klear is trusted by the world's leading brands and agencies to help build, scale, and measure influencer programs.



GLOBAL COVERAGE,
DOWN TO CITY LEVEL



500 MILLION
PROFILES



60,000 INFLUENCE
CATEGORIES



FULL INFLUENCER
CAMPAIGN SOLUTION

Find out more: <http://klear.com/>

SPECIAL THANKS

We'd also like to offer our thanks to the following data providers for publishing much of the remaining data included in this year's reports:



GOOGLE



STATCOUNTER



OOKLA



ALEXA



ERICSSON

Lastly, a big thank you to the **The Noun Project**, who supply and inspire the icons we use in these reports.

DATA SOURCES USED IN THIS REPORT & NOTES ON METHODOLOGIES

POPULATION DATA: United Nations World Population Prospects, 2017 Revision; US Census Bureau (accessed January 2018); United Nations World Urbanization Prospects, 2014 Revision. Literacy rates from UNESCO (accessed January 2018). GDP data from World Bank (accessed January 2018). Median age data from US Census Bureau (accessed January 2018).

DIGITAL DEVICE OWNERSHIP DATA: Google Consumer Barometer (accessed January 2018)**.

DIGITAL ATTITUDES DATA: GlobalWebIndex (Q2 & Q3 2017)*; Google Consumer Barometer (accessed January 2018)**.

INTERNET USER DATA: InternetWorldStats (accessed January 2018); ITU, *Individuals Using the Internet*, 2016; Eurostat online database, *Individuals – internet use* (accessed January 2018); CIA World Factbook (accessed January 2018); Northwestern University in Qatar, *Media use in the Middle East, 2017* (accessed January 2018); national government and regulatory body websites; government officials cited in reputable media. Mobile internet use data from GlobalWebIndex (Q2 & Q3 2017)* and extrapolation of data from Facebook (January 2018). Time spent, and mobile internet usage and penetration data extrapolated from GlobalWebIndex (Q2 & Q3 2017)*. Share of web traffic data from StatCounter (January 2018). Frequency of internet use data from Google Consumer Barometer (accessed January 2018)**. Internet connection speed data from Ookla's Speed

Test (December 2017). Website rankings from SimilarWeb (Q4 2017) and Alexa (December 2017). Google search query rankings from Google Trends (data for 12 months to January 2018). Frequency of use and TV viewing habits from Google Consumer Barometer (accessed January 2018)**.

SOCIAL MEDIA AND MOBILE SOCIAL MEDIA DATA: Latest reported monthly active user numbers from Facebook, Tencent, VKontakte, LINE, Kakao, Google, Sina, Twitter, Skype, Yahoo!, Viber, Baidu, and Snap, as quoted directly in company documents, or as reported by reputable media (all latest data available at time of publishing in January 2018). Time spent on social media from GlobalWebIndex (Q2 & Q3 2017)*. Facebook and Instagram age and gender figures extrapolated from Facebook data (January 2018). Facebook reach and engagement data from Locowise; data represents monthly averages for full-year 2017.

MOBILE PHONE USERS, MOBILE CONNECTIONS, AND MOBILE BROADBAND DATA: Latest reported global and national data from GSMA Intelligence (Q4 2017); extrapolated global data from GSMA Intelligence (January 2018); Ericsson Mobility Report (November 2017). Usage data extrapolated from GlobalWebIndex (Q2 & Q3 2017)*; Google Consumer Barometer (accessed January 2018)**. GSMA Intelligence Mobile Connectivity Index (accessed January 2018): <http://www.mobileconnectivityindex.com/> Smartphone Life Management Activity data from Google Consumer Barometer (accessed January

2018). Mobile app rankings and app usage insights taken from App Annie's *2017 Retrospective* and *Why You Mobile Strategy Needs Apps* reports – for more details, visit <http://bit.ly/AppAnnie2017>.

E-COMMERCE DATA: Statista *Digital Market Outlook*, e-Commerce, e-Travel, and digital media industry reports (accessed January 2018). For more info, visit <http://www.statista.com>. GlobalWebIndex (Q2 & Q3 2017)*; Google Consumer Barometer (accessed January 2018)**.

FINANCIAL INCLUSION DATA: World Bank Global Financial Inclusion (accessed January 2018).

NOTES: Some 'annual growth' figures are calculated using the data reported in Hootsuite and We Are Social's *Digital in 2017* report: <http://bit.ly/GD2017GO>.

*GlobalWebIndex manages a panel of more than 18 million connected consumers, collecting data every quarter across 40 countries around the world, and representing 90% of the global internet population. Visit <http://www.globalwebindex.net> for more details.

**Google's Consumer Barometer polls a nationally representative total population (online & offline) aged 16+ in each country surveyed except in Argentina, Brazil, China, India, Japan, South Korea, Malaysia, Mexico, Philippines, Vietnam, and the USA, where the sample base is aged 18+. For more details, visit <http://www.consumerbarometer.com/>.

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 preparation methodologies used by these organisations, as well as the different sample periods during which the 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 have been collected by the same

organisation using the same methodology and approach in each wave.

Similarly, reports of internet user numbers vary considerably between different sources, due to the complex nature of collecting this data. In part, this is because there are fewer commercial imperatives for governments and regulators to collect and publish regular internet user data compared to, for example, the regular user number updates published by social media companies, who depend on such data to sell their products and services.

However, the latest user numbers published by these companies can be a useful proxy for the number of internet users in countries where no other reliable data are available, because all active social media users must have an active internet connection in order to access social media.

Because of this, on occasion, we've used the latest monthly active user data from social media companies to inform our internet user numbers, especially in less-developed economies, where 'official' internet user

numbers are published less frequently. As a result, there are a number of countries in this report where the number of social media users equals the number of internet users.

It's unlikely that 100 percent of internet users in any given country will use the same social media platform though, so in cases where internet and social media user numbers are the same, it's likely that the actual number of internet users will be higher than the number we've reported.

Lastly, in some instances in this year's report, metrics may have decreased year-on-year due to corrections in the source data, actual declines in user numbers, and changes in the primary data source we've used in our reporting due to reasons such as increased reliability, or the non-availability of updated numbers from previous providers.

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

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