DIGITAL 2019

SAUDI ARABIA

ALL THE DATA AND TRENDS YOU NEED TO UNDERSTAND INTERNET, SOCIAL MEDIA, MOBILE, AND E-COMMERCE BEHAVIOURS IN 2019

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DIGITAL 2019

ALL THE DATA AND TRENDS YOU NEED TO UNDERSTAND INTERNET,
SOCIAL MEDIA, MOBILE, AND E-COMMERCE BEHAVIOURS IN 2019

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DIGITAL 2019
GLOBAL DIGITAL YEARBOOK

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD

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CLICK HERE TO READ OUR DIGITAL 2019
GLOBAL OVERVIEW REPORT, WITH MORE
THAN 200 PAGES OF ESSENTIAL CHARTS
AND INSIGHTS FROM AROUND THE WORLD

CLICK HERE TO READ OUR DIGITAL 2019
GLOBAL DIGITAL YEARBOOK, WITH
ESSENTIAL HEADLINE DIGITAL DATA
FOR EVERY COUNTRY IN THE WORLD

CLICK THE LINKS BELOW TO ACCESS OUR IN-DEPTH LOCAL REPORTS

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

GLOBAL OVERVIEW

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DIGITAL AROUND THE WORLD IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL POPULATION	UNIQUE MOBILE USERS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SOCIAL MEDIA USERS
7.676 BILLION	**5.112 BILLION**	**4.388 BILLION**	**3.484 BILLION**	**3.256 BILLION**
URBANISATION:	PENETRATION:	PENETRATION:	PENETRATION:	PENETRATION:
56%	**67%**	**57%**	**45%**	**42%**

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ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

TOTAL POPULATION	UNIQUE MOBILE USERS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SOCIAL MEDIA USERS
+1.1%	+2.0%	+9.1%	+9.0%	+10%
JAN 2018 – JAN 2019	JAN 2018 – JAN 2019	JAN 2018 – JAN 2019	JAN 2018 – JAN 2019	JAN 2018 – JAN 2019
+84 MILLION	+100 MILLION	+367 MILLION	+288 MILLION	+297 MILLION

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INTERNET PENETRATION BY REGION

JAN 2019

INTERNET USE BY REGION, COMPARING THE NUMBER OF INTERNET USERS TO TOTAL POPULATION (REGARDLESS OF AGE)
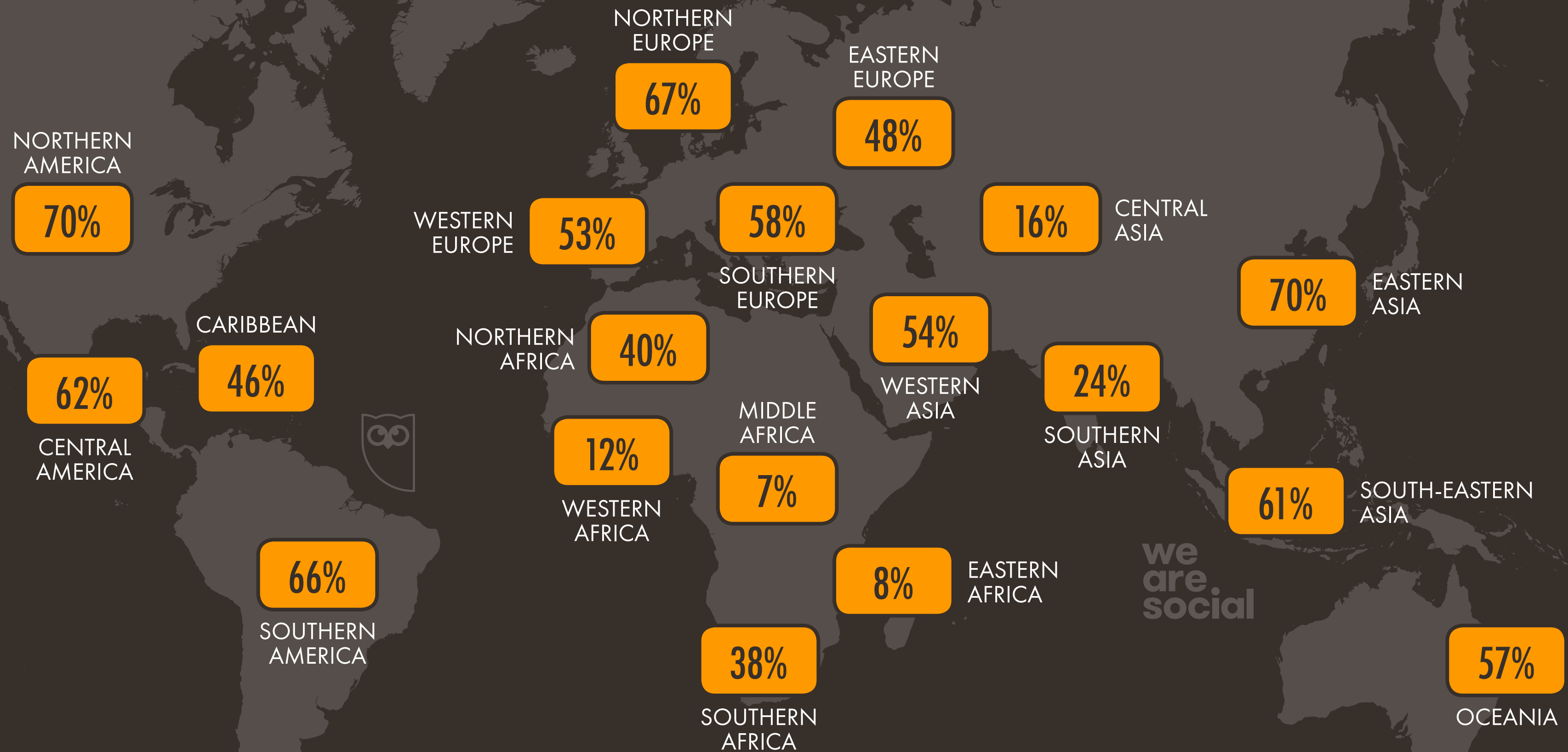
NORTHERN EUROPE **95%**

EASTERN EUROPE **80%**

NORTHERN AMERICA **95%**

WESTERN EUROPE **94%**

SOUTHERN EUROPE **88%**

CENTRAL ASIA **50%**

EASTERN ASIA **60%**

CARIBBEAN **51%**

NORTHERN AFRICA **50%**

WESTERN ASIA **66%**

CENTRAL AMERICA **63%**

MIDDLE AFRICA **12%**

SOUTHERN ASIA **42%**

WESTERN AFRICA **41%**

SOUTH-EASTERN ASIA **63%**

EASTERN AFRICA **32%**

SOUTHERN AMERICA **73%**

SOUTHERN AFRICA **51%**

OCEANIA **69%**

8

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SOCIAL PLATFORMS: ACTIVE USER ACCOUNTS

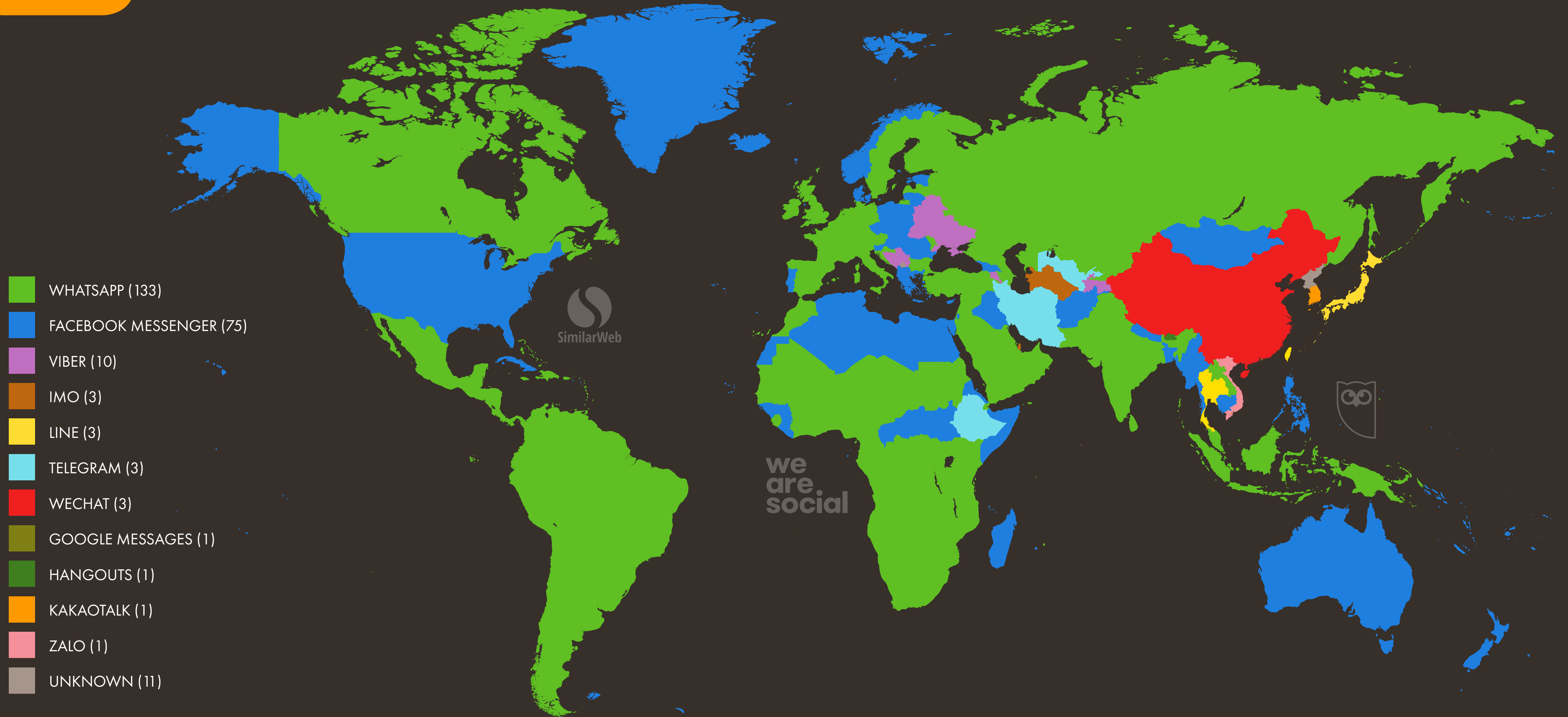BASED ON MONTHLY ACTIVE USERS, USER ACCOUNTS, OR UNIQUE VISITORS TO EACH PLATFORM, IN MILLIONS
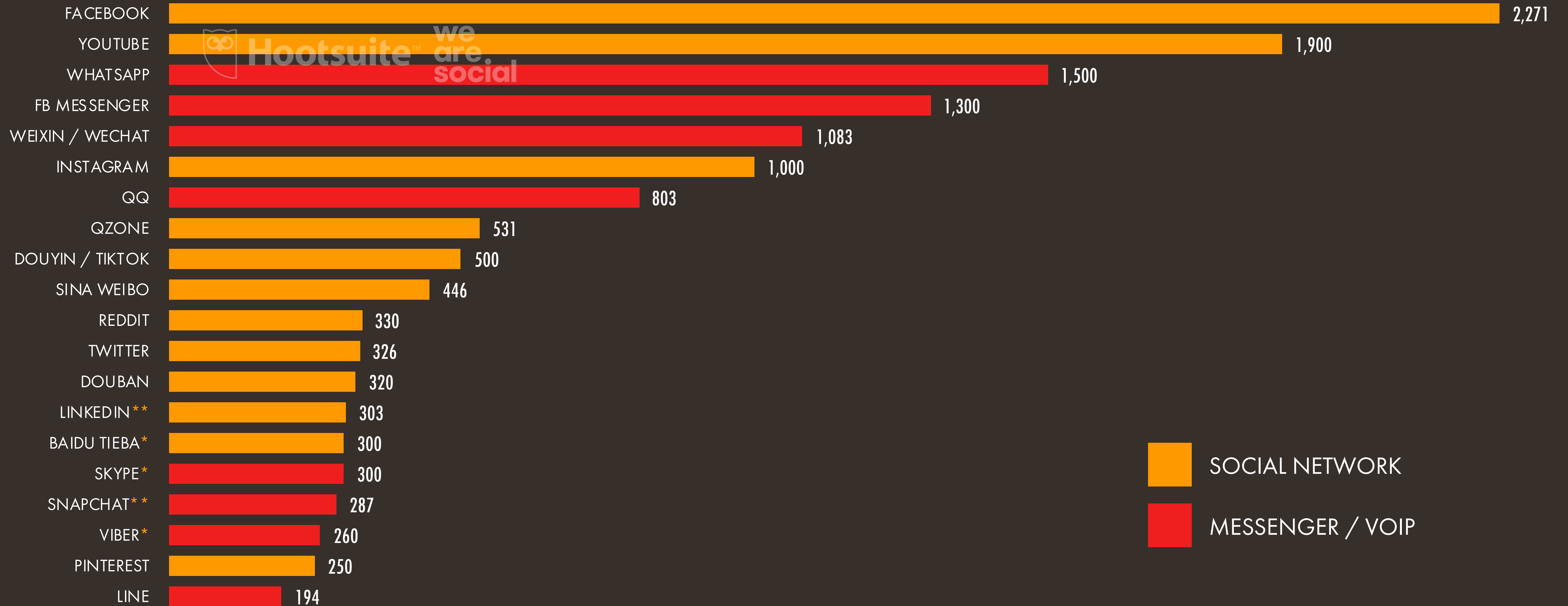
Platform	Value
FACEBOOK	2,271
YOUTUBE	1,900
WHATSAPP	1,500
FB MESSENGER	1,300
WEIXIN / WECHAT	1,083
INSTAGRAM	1,000
QQ	803
QZONE	531
DOUYIN / TIKTOK	500
SINA WEIBO	446
REDDIT	330
TWITTER	326
DOUBAN	320
LINKEDIN**	303
BAIDU TIEBA*	300
SKYPE*	300
SNAPCHAT**	287
VIBER*	260
PINTEREST	250
LINE	194

SOCIAL NETWORK

MESSENGER / VOIP

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JAN 2019

TOP SOCIAL MESSENGERS AROUND THE WORLD

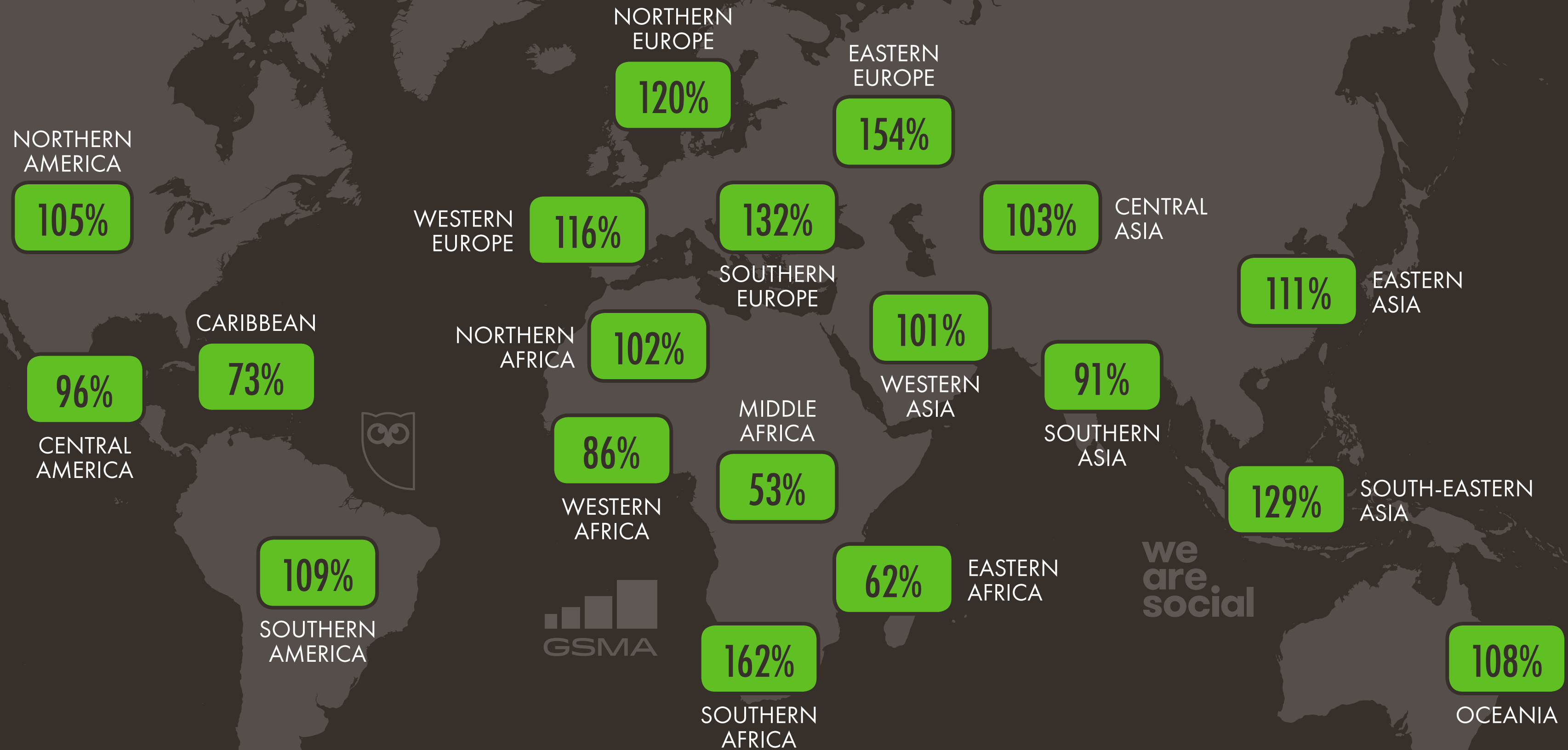THE MOST POPULAR MESSENGER APP BY COUNTRY / TERRITORY IN DECEMBER 2018

- WHATSAPP (133)
- FACEBOOK MESSENGER (75)
- VIBER (10)
- IMO (3)
- LINE (3)
- TELEGRAM (3)
- WECHAT (3)
- GOOGLE MESSAGES (1)
- HANGOUTS (1)
- KAKAOTALK (1)
- ZALO (1)
- UNKNOWN (11)
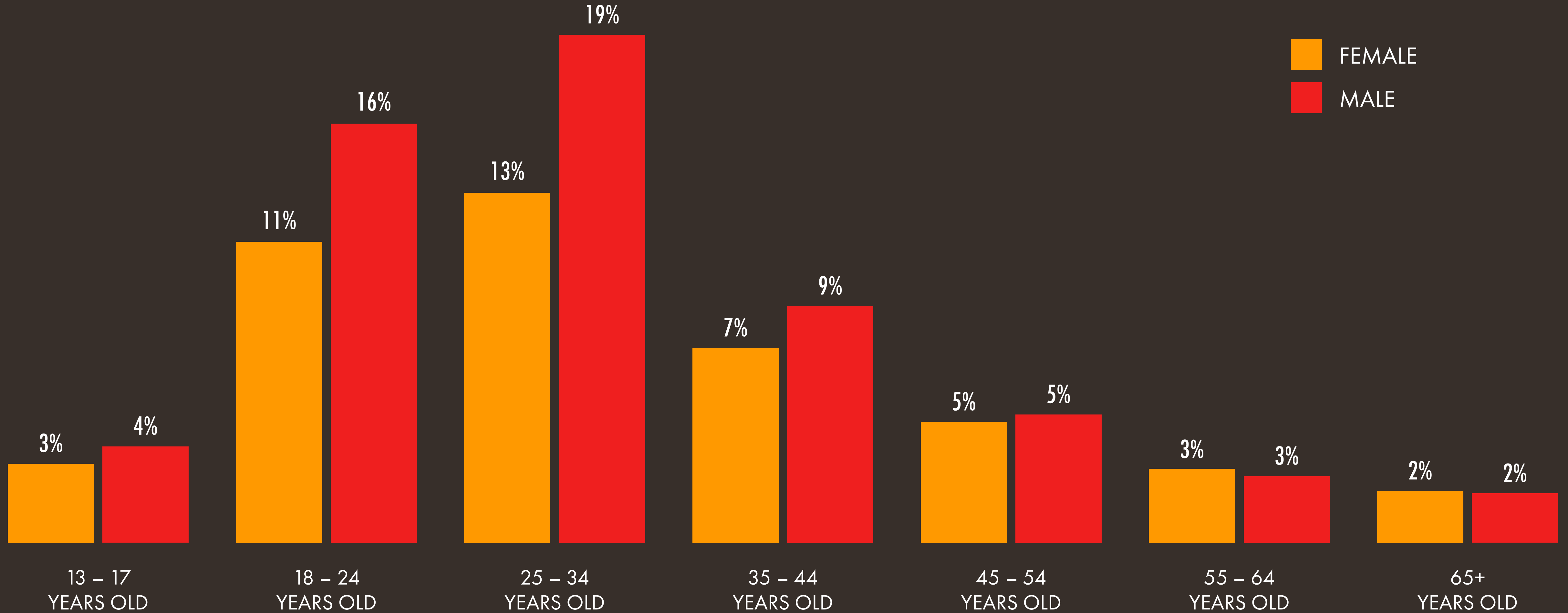
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SAUDI ARABIA

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL POPULATION	MOBILE SUBSCRIPTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SOCIAL MEDIA USERS
33.85 MILLION	**43.80 MILLION**	**30.26 MILLION**	**23.00 MILLION**	**16.00 MILLION**
URBANISATION:	vs. POPULATION:	PENETRATION:	PENETRATION:	PENETRATION:
84%	**129%**	**89%**	**68%**	**47%**

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OVERVIEW: POPULATION & ECONOMY

ESSENTIAL DEMOGRAPHIC AND ECONOMIC INDICATORS

TOTAL
POPULATION

33.85
MILLION

FEMALE
POPULATION

42.7%

MALE
POPULATION

57.3%

ANNUAL CHANGE
IN POPULATION SIZE

+1.8%

MEDIAN
AGE

31.9

URBAN
POPULATION

84%

GDP PER CAPITA (PPP)
(CURRENT INTERNATIONAL $)*

$53,845

OVERALL LITERACY
(ADULTS AGED 15+)

94%

FEMALE LITERACY
(ADULTS AGED 15+)

91%

MALE LITERACY
(ADULTS AGED 15+)

97%

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DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION* THAT USES EACH KIND OF DEVICE [SURVEY-BASED]
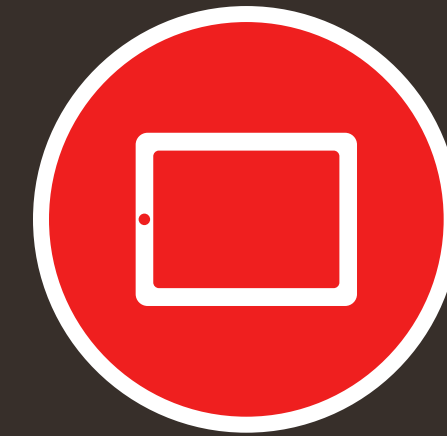
MOBILE PHONE
(ANY TYPE)

98%

SMART
PHONE

96%

LAPTOP OR DESKTOP
COMPUTER

56%

TABLET
DEVICE

22%

TELEVISION
(ANY KIND)

83%

DEVICE FOR STREAMING
INTERNET CONTENT TO TV

5%

E-READER
DEVICE

1%

WEARABLE
TECH DEVICE

2%

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TIME SPENT WITH MEDIA

AVERAGE DAILY TIME SPENT CONSUMING AND INTERACTING WITH MEDIA [SURVEY BASED]

AVERAGE DAILY TIME SPENT USING THE INTERNET VIA ANY DEVICE

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA VIA ANY DEVICE

AVERAGE DAILY TV VIEWING TIME (BROADCAST, STREAMING AND VIDEO ON DEMAND)

AVERAGE DAILY TIME SPENT LISTENING TO STREAMING MUSIC

6H 44M

2H 50M

3H 21M

1H 16M

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global web index

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INTERNET USE

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INTERNET USERS: DIFFERENT PERSPECTIVES

DIFFERENT PERSPECTIVES ON THE NUMBER OF INTERNET USERS, FROM SOME OF THE WORLD'S MOST COMPREHENSIVE STUDIES

INTERNET
WORLD STATS

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)

WORLD
BANK

CIA WORLD
FACTBOOK

30.26
MILLION

27.10
MILLION

27.10
MILLION

20.77
MILLION

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SIMILARWEB'S TOP WEBSITES

RANKING OF WEBSITES BY AVERAGE MONTHLY TRAFFIC

#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	YOUTUBE.COM	TV & VIDEO	83,000,000	26M 04S	11.1
02	GOOGLE.COM	SEARCH	70,300,000	11M 02S	10.6
03	GOOGLE.COM.SA	SEARCH	64,600,000	10M 35S	9.3
04	FACEBOOK.COM	SOCIAL	21,000,000	16M 08S	13.6
05	TWITTER.COM	SOCIAL	18,600,000	15M 14S	11.8
06	WHATSAPP.COM	COMMUNICATION	9,800,000	02M 33S	2.0
07	LIVE.COM	EMAIL	9,700,000	08M 40S	9.2
08	WIKIPEDIA.ORG	REFERENCE	7,100,000	04M 04S	3.0
09	AMAZON.COM	SHOPPING	6,700,000	09M 25S	11.2
10	NETFLIX.COM	TV & VIDEO	6,600,000	09M 38S	4.8

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ALEXA'S TOP WEBSITES

RANKING OF WEBSITES BY THE NUMBER OF VISITORS AND TOTAL PAGE VIEWS

#	WEBSITE	TIME / DAY	PAGES / VISIT	#	WEBSITE	TIME / DAY	PAGES / VISIT
01	GOOGLE.COM	07M 42S	9.54	11	ARGAAM.COM	08M 09S	4.36
02	YOUTUBE.COM	08M 47S	5.02	12	SO3ODY.COM	00M 05S	1.09
03	GOOGLE.COM.SA	05M 32S	6.87	13	MOE.GOV.SA	15M 11S	7.54
04	SABQ.ORG	03M 56S	3.10	14	MOI.GOV.SA	08M 12S	10.50
05	SPEAKOL.COM	02M 57S	2.83	15	STARZPLAY.COM	01M 31S	1.45
06	FACEBOOK.COM	09M 43S	4.03	16	WIKIPEDIA.ORG	04M 15S	3.15
07	LIVE.COM	03M 53S	3.76	17	ALMUBASHER.COM.SA	09M 06S	7.33
08	TWITTER.COM	06M 23S	3.21	18	BLOGSPOT.COM	03M 07S	2.43
09	SOUQ.COM	06M 27S	4.93	19	SAMTHISWIN.COM	00M 38S	1.87
10	YAHOO.COM	04M 01S	3.60	20	BODELEN.COM	01M 14S	1.10

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TOP GOOGLE SEARCH QUERIES IN 2018

BASED ON SEARCHES THROUGHOUT 2018

#	SEARCH QUERY	INDEX		#	SEARCH QUERY	INDEX
01	توبتر	100		11	الطقس	41
02	يوتيوب	80		12	نور	41
03	سبق	78		13	GOOGLE	36
04	الرياض	63		14	YOUTUBE	35
05	مترجم	61		15	قصة عشق	34
06	السعودية	57		16	كورة	25
07	حراج	55		17	FACEBOOK	24
08	صور	53		18	TRANSLATE	24
09	ترجمة	47		19	ترجمه	23
10	قوقل	43		20	الراجحي	22

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CONTENT STREAMING ACTIVITIES

PERCENTAGE OF INTERNET USERS WHO STREAM EACH KIND OF CONTENT EACH MONTH [SURVEY BASED]

WATCH VIDEOS ONLINE	STREAM TV CONTENT VIA THE INTERNET	PLAY GAMES STREAMED LIVE VIA THE INTERNET	WATCH LIVE STREAMS OF OTHERS PLAYING GAMES	WATCH E-SPORTS TOURNAMENTS
95%	52%	26%	20%	12%

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SOCIAL MEDIA USE

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SOCIAL MEDIA OVERVIEW

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE SOCIAL MEDIA PLATFORMS

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS

ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF TOTAL POPULATION

TOTAL NUMBER OF ACTIVE SOCIAL USERS ACCESSING VIA MOBILE DEVICES

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

23.00
MILLION

68%

16.00
MILLION

47%

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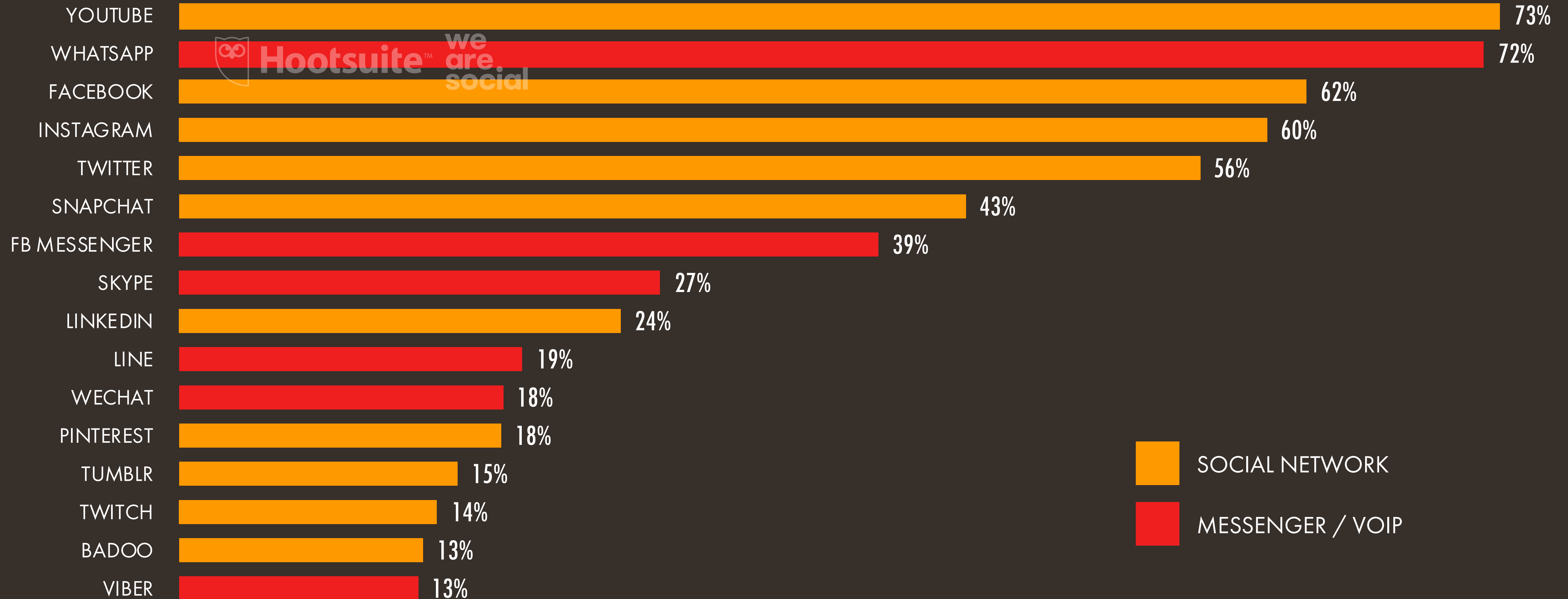
MOST ACTIVE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS WHO REPORT USING EACH PLATFORM [SURVEY BASED]

Platform	Percentage
YOUTUBE	73%
WHATSAPP	72%
FACEBOOK	62%
INSTAGRAM	60%
TWITTER	56%
SNAPCHAT	43%
FB MESSENGER	39%
SKYPE	27%
LINKEDIN	24%
LINE	19%
WECHAT	18%
PINTEREST	18%
TUMBLR	15%
TWITCH	14%
BADOO	13%
VIBER	13%

SOCIAL NETWORK

MESSENGER / VOIP

SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

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SOCIAL MEDIA ADVERTISING AUDIENCES

A COMPARISON OF THE TOTAL ADDRESSABLE ADVERTISING AUDIENCE* OF SELECTED SOCIAL MEDIA PLATFORMS

TOTAL ADVERTISING AUDIENCE ON FACEBOOK (MONTHLY ACTIVE USERS)	TOTAL ADVERTISING AUDIENCE ON INSTAGRAM (MONTHLY ACTIVE USERS)	TOTAL ADVERTISING AUDIENCE ON TWITTER (MONTHLY ACTIVE USERS)	TOTAL ADVERTISING AUDIENCE ON SNAPCHAT (MONTHLY ACTIVE USERS)	TOTAL ADVERTISING AUDIENCE ON LINKEDIN (REGISTERED MEMBERS)
15.00 MILLION	**13.00 MILLION**	**11.27 MILLION**	**13.65 MILLION**	**3.40 MILLION**
FEMALE 22% — MALE 78%	FEMALE 37% — MALE 63%	FEMALE 29% — MALE 71%	FEMALE 51% — MALE 47%	FEMALE 17% — MALE 83%

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SOCIAL MEDIA AUDIENCES: QUARTERLY GROWTH

THE QUARTERLY CHANGE IN THE TOTAL ADDRESSABLE ADVERTISING AUDIENCES* OF SELECTED SOCIAL MEDIA PLATFORMS

| QUARTERLY CHANGE IN THE TOTAL ADVERTISING AUDIENCE ON FACEBOOK (MONTHLY ACTIVE USERS)	QUARTERLY CHANGE IN THE TOTAL ADVERTISING AUDIENCE ON INSTAGRAM (MONTHLY ACTIVE USERS)	QUARTERLY CHANGE IN THE TOTAL ADVERTISING AUDIENCE ON TWITTER (MONTHLY ACTIVE USERS)	QUARTERLY CHANGE IN THE TOTAL ADVERTISING AUDIENCE ON SNAPCHAT (MONTHLY ACTIVE USERS)	QUARTERLY CHANGE IN THE TOTAL ADVERTISING AUDIENCE ON LINKEDIN (REGISTERED MEMBERS)
-6.3%	+8.3%	-0.7%	-15%	+6.3%

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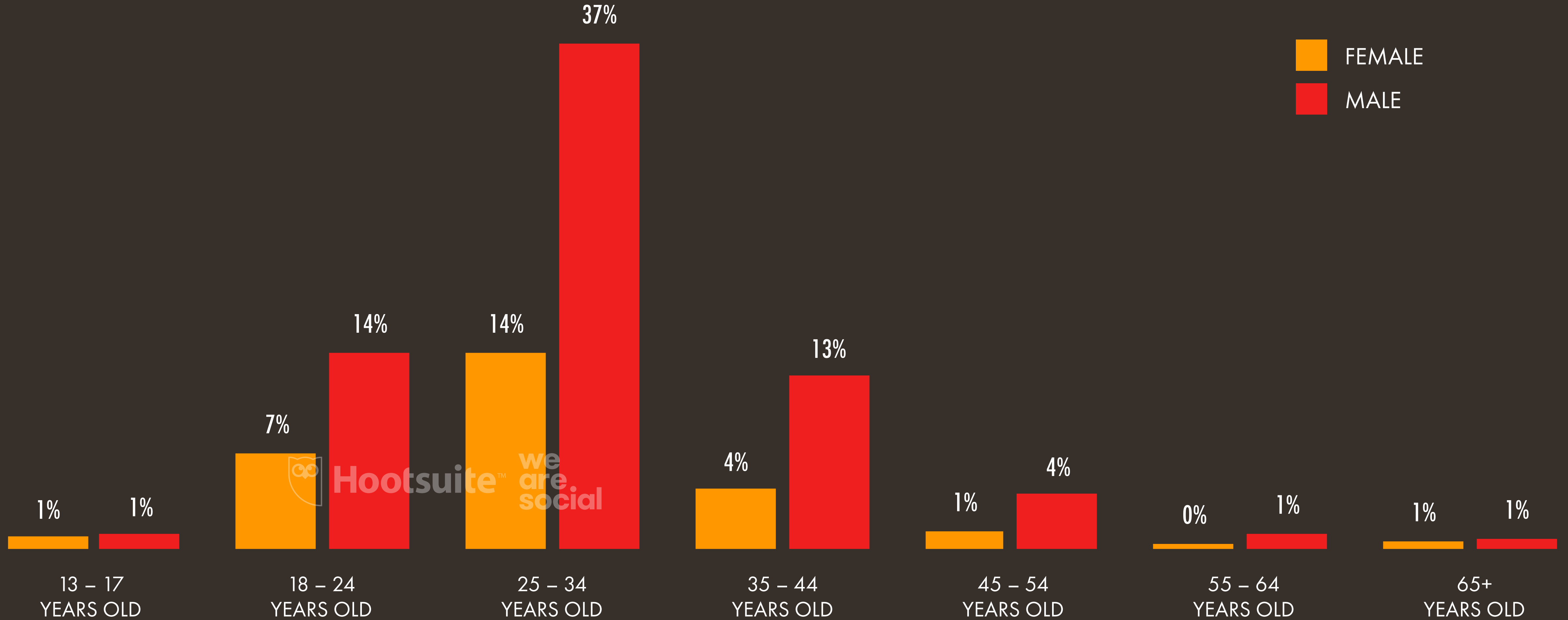
FACEBOOK AUDIENCE OVERVIEW

BASED ON FACEBOOK'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

NUMBER OF PEOPLE THAT FACEBOOK REPORTS CAN BE REACHED WITH ADVERTS ON FACEBOOK	PERCENTAGE OF ADULTS AGED 13+ THAT CAN BE REACHED WITH ADVERTS ON FACEBOOK	QUARTER-ON-QUARTER GROWTH IN FACEBOOK ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE*
15.00 MILLION	57%	-6.3%	22%	78%

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FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A 'TYPICAL' USER* PERFORMS EACH ACTIVITY ON FACEBOOK

NUMBER OF FACEBOOK PAGES LIKED (LIFETIME)	POSTS LIKED IN THE PAST 30 DAYS (ALL POST TYPES)	COMMENTS MADE IN THE PAST 30 DAYS (ALL POST TYPES)	FACEBOOK POSTS SHARED IN THE PAST 30 DAYS (ALL POST TYPES)	FACEBOOK ADVERTS CLICKED IN THE PAST 30 DAYS (ANY CLICK TYPE)
1	**4**	**2**	**1**	**6**

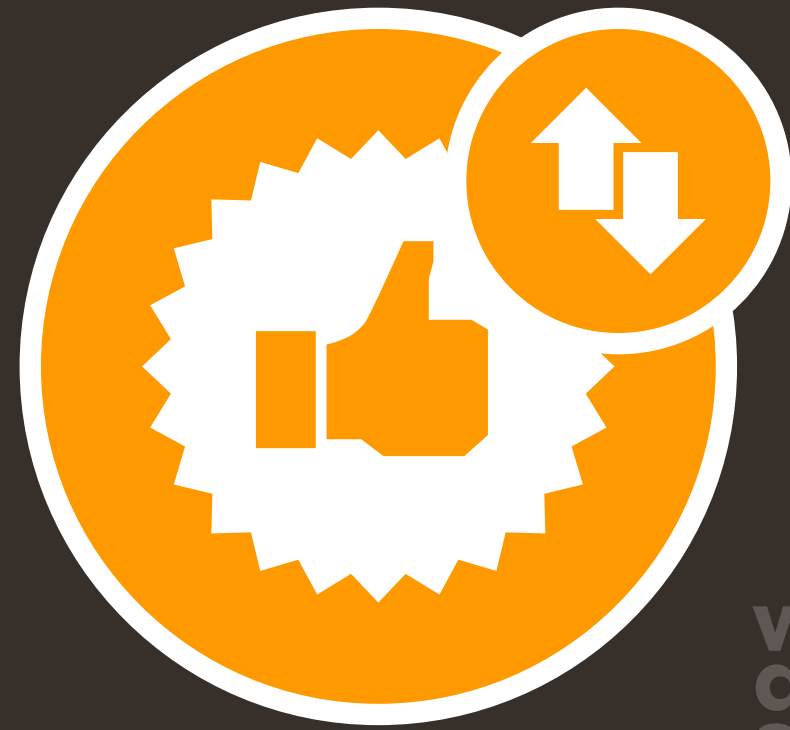| FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
1	1	2	5	1	2	1	1	5	6

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FACEBOOK PAGE REACH BENCHMARKS

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

AVERAGE MONTHLY CHANGE IN PAGE LIKES	AVERAGE POST REACH vs. PAGE LIKES	AVERAGE ORGANIC REACH vs. PAGE LIKES	PERCENTAGE OF PAGES USING PAID MEDIA	AVERAGE PAID REACH vs. TOTAL REACH
+0.15%	8.7%	5.8%	25%	27%

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FACEBOOK ENGAGEMENT BENCHMARKS

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

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE POSTS (ALL TYPES OF POST, ALL TYPES OF PAGE*)

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE VIDEO POSTS (ALL TYPES OF PAGE*)

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE PHOTO POSTS (ALL TYPES OF PAGE*)

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE LINK POSTS (ALL TYPES OF PAGE*)

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE STATUS POSTS (ALL TYPES OF PAGE*)

4.11%   **5.71%**   **5.91%**   **4.13%**   **2.03%**

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INSTAGRAM AUDIENCE OVERVIEW

BASED ON INSTAGRAM'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

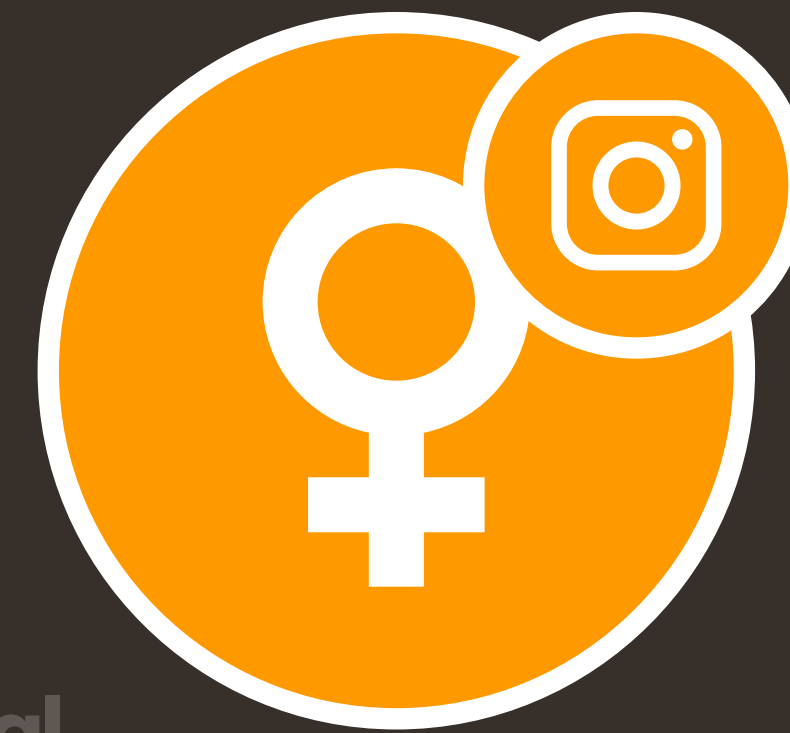| NUMBER OF PEOPLE THAT INSTAGRAM REPORTS CAN BE REACHED WITH ADVERTS ON INSTAGRAM	PERCENTAGE OF ADULTS AGED 13+ THAT CAN BE REACHED WITH ADVERTS ON INSTAGRAM	QUARTER-ON-QUARTER GROWTH IN INSTAGRAM ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS MALE*
13.00 MILLION	49%	+8.3%	37%	63%

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TWITTER AUDIENCE OVERVIEW

BASED ON TWITTER'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

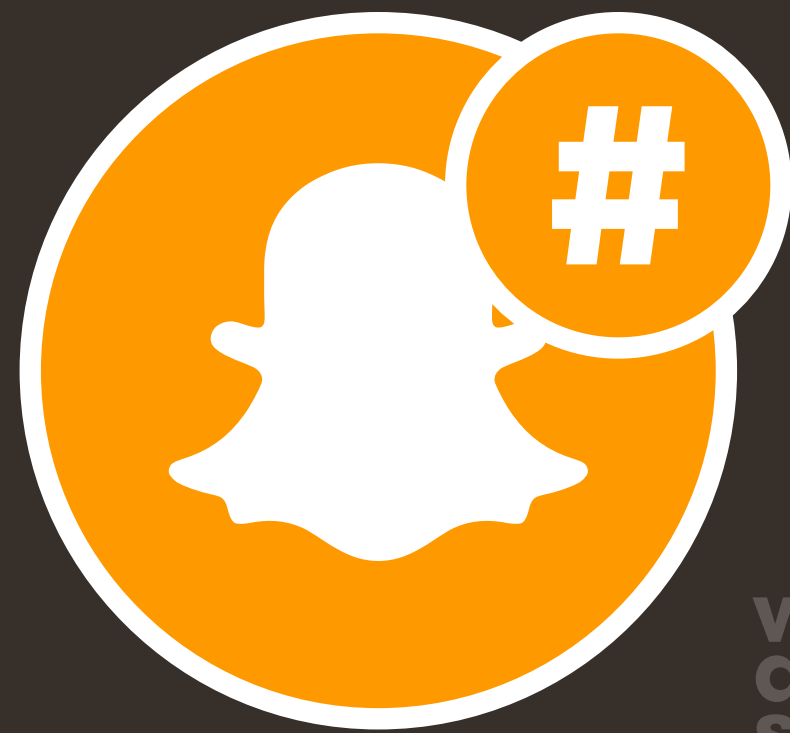| NUMBER OF PEOPLE THAT TWITTER REPORTS CAN BE REACHED WITH ADVERTS ON TWITTER	PERCENTAGE OF ADULTS AGED 13+ THAT CAN BE REACHED WITH ADVERTS ON TWITTER	QUARTER-ON-QUARTER GROWTH IN TWITTER ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS MALE*
11.27 MILLION	43%	-0.7%	29%	71%

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SNAPCHAT AUDIENCE OVERVIEW

BASED ON SNAPCHAT'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

NUMBER OF PEOPLE THAT SNAPCHAT REPORTS CAN BE REACHED WITH ADVERTS ON SNAPCHAT	PERCENTAGE OF ADULTS AGED 13+ THAT CAN BE REACHED WITH ADVERTS ON SNAPCHAT	QUARTER-ON-QUARTER GROWTH IN SNAPCHAT ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT SNAPCHAT REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT SNAPCHAT REPORTS IS MALE*
13.65 MILLION	52%	-15%	51%	47%

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LINKEDIN AUDIENCE OVERVIEW

BASED ON LINKEDIN'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

NUMBER OF PEOPLE THAT LINKEDIN REPORTS CAN BE REACHED WITH ADVERTS ON LINKEDIN

PERCENTAGE OF ADULTS AGED 18+ THAT CAN BE REACHED WITH ADVERTS ON LINKEDIN

QUARTER-ON-QUARTER GROWTH IN LINKEDIN ADVERTISING REACH

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS FEMALE*

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS MALE*

3.40 MILLION

14%

+6.3%

17%

83%

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TOP YOUTUBE SEARCH QUERIES IN 2018

BASED ON SEARCHES ON THE YOUTUBE PLATFORM THROUGHOUT 2018

#	SEARCH QUERY	INDEX	#	SEARCH QUERY	INDEX
01	مسلسل	100	11	افلام	26
02	اغنية	67	12	فيحان	25
03	اغاني	61	13	فورت نايت	24
04	شيلة	52	14	اطفال	24
05	اغنيه	49	15	بيبي	23
06	شيلات	41	16	فلم	20
07	لا لا	35	17	رقص	18
08	شيله	31	18	كرتون	15
09	فيلم	31	19	جوني جوني	13
10	شباب البومب	27	20	جوني	13

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MOBILE USE

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MOBILE CONNECTIVITY INDEX

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

OVERALL COUNTRY INDEX SCORE	MOBILE NETWORK INFRASTRUCTURE	AFFORDABILITY OF DEVICES & SERVICES	CONSUMER READINESS	AVAILABILITY OF RELEVANT CONTENT & SERVICES
70.41	**60.22**	**82.42**	**72.47**	**68.31**
OUT OF A MAXIMUM POSSIBLE SCORE OF 100	OUT OF A MAXIMUM POSSIBLE SCORE OF 100	OUT OF A MAXIMUM POSSIBLE SCORE OF 100	OUT OF A MAXIMUM POSSIBLE SCORE OF 100	OUT OF A MAXIMUM POSSIBLE SCORE OF 100

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MOBILE ACTIVITIES

PERCENTAGE OF INTERNET USERS PERFORMING EACH ACTIVITY ON A MOBILE PHONE EACH MONTH [SURVEY BASED]

PERCENTAGE OF INTERNET USERS USING MOBILE MESSENGERS

PERCENTAGE OF INTERNET USERS WATCHING VIDEOS ON MOBILE

PERCENTAGE OF INTERNET USERS PLAYING GAMES ON MOBILE

PERCENTAGE OF INTERNET USERS USING MOBILE BANKING

PERCENTAGE OF INTERNET USERS USING MOBILE MAP SERVICES

89%

90%

74%

57%

80%

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E-COMMERCE USE

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FINANCIAL INCLUSION FACTORS

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

HAS AN ACCOUNT WITH
A FINANCIAL INSTITUTION

72%

HAS A
CREDIT CARD

16%

HAS A MOBILE
MONEY ACCOUNT

[N/A]

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE

39%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD

8.4%

PERCENTAGE OF MEN
WITH A CREDIT CARD

21%

PERCENTAGE OF WOMEN
MAKING ONLINE TRANSACTIONS

29%

PERCENTAGE OF MEN
MAKING ONLINE TRANSACTIONS

45%

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E-COMMERCE ACTIVITIES

PERCENTAGE OF INTERNET USERS WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH [SURVEY BASED]

SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY	VISITED AN ONLINE RETAIL STORE ON THE WEB (ANY DEVICE)	PURCHASED A PRODUCT OR SERVICE ONLINE (ANY DEVICE)	MADE AN ONLINE PURCHASE VIA A LAPTOP OR DESKTOP COMPUTER	MADE AN ONLINE PURCHASE VIA A MOBILE DEVICE
79%	84%	64%	24%	51%

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E-COMMERCE SPEND BY CATEGORY

THE TOTAL ANNUAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES, IN U.S. DOLLARS

FASHION & BEAUTY

$1.728 BILLION

ELECTRONICS & PHYSICAL MEDIA

$1.660 BILLION

FOOD & PERSONAL CARE

$413.0 MILLION

FURNITURE & APPLIANCES

$727.0 MILLION

TOYS, DIY & HOBBIES

$1.832 BILLION

TRAVEL (INCLUDING ACCOMMODATION)

$3.442 BILLION

DIGITAL MUSIC

$68.00 MILLION

VIDEO GAMES

$242.0 MILLION

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E-COMMERCE DETAIL: CONSUMER GOODS

OVERVIEW OF THE E-COMMERCE MARKET FOR CONSUMER GOODS, WITH VALUES IN U.S. DOLLARS

TOTAL NUMBER OF PEOPLE PURCHASING CONSUMER GOODS VIA E-COMMERCE	PENETRATION OF CONSUMER GOODS E-COMMERCE (TOTAL POPULATION)	VALUE OF THE CONSUMER GOODS E-COMMERCE MARKET (TOTAL ANNUAL SALES REVENUE)	AVERAGE ANNUAL REVENUE PER USER OF CONSUMER GOODS E-COMMERCE (ARPU)
21.60 MILLION	**64%**	**$6.360 BILLION**	**$294**
YEAR-ON-YEAR CHANGE		YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+3.3%		**+15%**	**+11%**

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MORE INFORMATION

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CLICK THE LOGOS BELOW TO READ AND DOWNLOAD THE FULL COLLECTION OF DIGITAL 2019 REPORTS, AND ACCESS ADDITIONAL CONTENT, INSIGHTS AND RESOURCES FROM HOOTSUITE AND WE ARE SOCIAL:
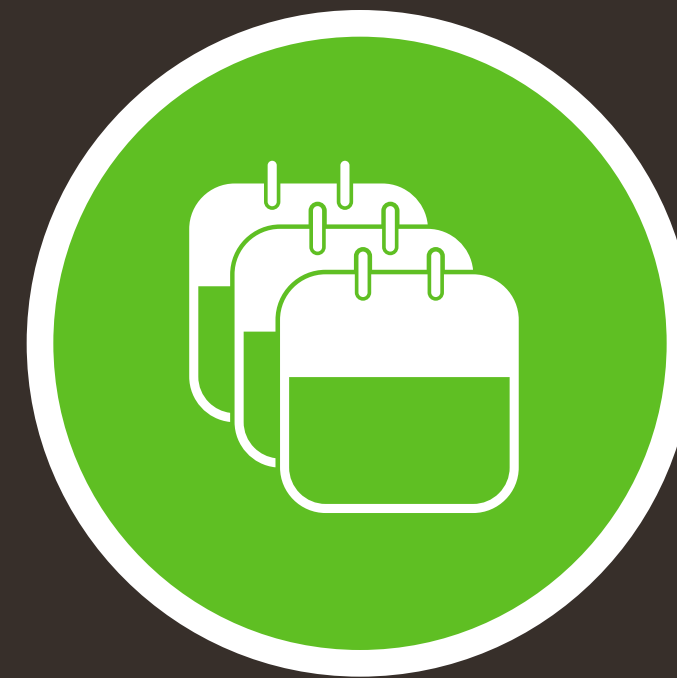
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SPECIAL THANKS: GLOBALWEBINDEX

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

**90% GLOBAL
COVERAGE**

**ONGOING DATA COLLECTION
ACROSS 45 MARKETS**

**CROSS-DEVICE
COVERAGE**

Learn more at http://www.globalwebindex.com

SPECIAL THANKS: GSMA INTELLIGENCE

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

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

Learn more about GSMA Intelligence at http://www.gsmaintelligence.com

SPECIAL THANKS: STATISTA

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

82% OF THE GLOBAL INTERNET POPULATION

150 COUNTRIES AND REGIONS

92% OF WORLDWIDE ECONOMIC POWER

MORE THAN 30,000 INTERACTIVE STATISTICS

Learn more about Statista 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

Learn more about Locowise at http://locowise.com

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SPECIAL THANKS: APP ANNIE

App Annie

App Annie is the industry's most trusted mobile data and analytics platform. The company created the mobile app data market and has been fueling world-class, mobile-first businesses since 2010. App Annie's mission is to power B2C companies' mobile transformation and enable clients to deliver winning consumer experiences. More than 1,000 enterprise clients and 1 million registered users across the globe and spanning all industries rely on App Annie as the gold standard to revolutionize their mobile business. The company is headquartered in San Francisco with offices in 13 countries.

1 MILLION REGISTERED USERS

BEST-IN-CLASS DATA

COVERAGE ACROSS 150 COUNTRIES

UNPARALLELED SERVICE & SUPPORT

Learn more about App Annie at http://www.appannie.com

NOTES ON DATA SOURCES

POPULATION & DEMOGRAPHICS: United Nations World Population Prospects, 2017 Revision; US Census Bureau (accessed January 2019); United Nations World Urbanization Prospects, 2018 Revision.

LITERACY RATES: UNESCO Institute for Statistics; UNICEF Data; World Bank DataBank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook; Phrasebase (all accessed January 2019).

GDP & FINANCIAL INCLUSION DATA: World Bank DataBank; IMF Data; CIA World Factbook (all accessed January 2019).

DEVICE USAGE: Google Consumer Barometer (accessed January 2018). Note that data has not been updated in the past 12 months.

INTERNET USERS: InternetWorldStats; ITU Statistics; World Bank DataBank; CIA World Factbook; Eurostat Data Explorer; Facebook's self-serve advertising tools; Techrasa; MidEastMedia.org; local government authorities and telecom regulatory bodies; reports in reputable media (all accessed January 2019). Mobile Internet share based on data from GlobalWebIndex (Q2 & Q3 2018)*, and extrapolations of data reported in Facebook's self-serve advertising tools. Internet connection speed data from Ookla Speedtest (December 2018). Time spent on the internet from GlobalWebIndex (Q2 & Q3 2018)*. World's top websites from SimilarWeb (December 2018) and Alexa (30 days to 16 January 2019). Google search insights from Google Trends (data for full year 2018). Data on use of voice search and ad blockers from GlobalWebIndex (Q2 & Q3 2018)*. Privacy concern insights from Statista Global Consumer Survey 2018. Content streaming insights from GlobalWebIndex (Q2 & Q3 2018)*. Internet use frequency data from Global Consumer Barometer (accessed January 2018)

SOCIAL MEDIA USERS: Company earnings announcements; press releases; remarks by senior platform executives at public events; statements on company websites; reports in reputable media. Top messenger platforms from SimilarWeb (December 2018).

SOCIAL MEDIA ADVERTISING AUDIENCES: data extracted from each platform's self-serve advertising tools (January 2019 and October 2018). Many data points involve further extrapolations of this data.

SOCIAL MEDIA BEHAVIOURS: Time spent on social media from GlobalWebIndex (Q2 & Q3 2018)*. Facebook reach and engagement data from Locowise (Q4 2018).

MOBILE USERS & CONNECTIONS: GSMA Intelligence (January 2019); Ericsson Mobility Report (November 2018); Ericsson Mobility Calculator and Visualizer tools (accessed January 2019);

MOBILE APPS: App Annie (January 2019); SimilarWeb (January 2019).

E-COMMERCE USERS & SPEND: Statista Digital Market Outlook (e-Commerce, e-Travel, and digital media industry reports) (accessed January 2019). GlobalWebIndex (Q2 & Q3 2018)*; Worldpay Global Payments Report (November 2018).

*METHODOLOGY NOTE: GlobalWebIndex conducts a quarterly survey of a panel of 22 million internet users across 45 countries around the world, representing 90% of the world's total internet users. For full details of the company's methodology, please visit http://www.globalwebindex.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 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.

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 and publish regular internet user data. However, the user numbers published by social media platforms 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. These data are also more likely to be updated on a regular basis, as social media companies relies on this data to help sell their advertising products and services.

As a result, on occasion, we've used the latest addressable advertising audience data from social media platforms' self-serve advertising tools to inform our internet user numbers, especially in less-developed economies, where 'official' internet user numbers are published less frequently. Consequently, there are a number of instances in this report where the reported number of social media users equals the reported number of internet users.

It's unlikely that one hundred 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, a number of metrics that we reported in last year's Global Digital reports have been revised by the original data provider since publication, and as a result, some figures in this year's reports may appear to have changed in unexpected ways. Wherever we're aware of these changes, we've included details in the footnotes of each relevant chart, but please use caution when comparing data from different reports in case the original base has changed.

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

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We are a socially-led creative agency.

We are a global team of more than 750 people with a common purpose: to connect people and brands in meaningful ways.

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

We already work with many of the world's top brands, including adidas, Netflix, Samsung, Lavazza, and Google.

If you'd like to work with us, visit https://wearesocial.com

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SIMON KEMP

@ESKIMON

REPORTS@KEPIOS.COM

DATAREPORTAL.COM