DIGITAL 2021

GLOBAL OVERVIEW REPORT

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

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DIGITAL IN 2021: BUSINESS AS UNUSUAL

It's unlikely that 2020 will go down as a 'good' year in the record books, but it was certainly an interesting year in digital.

Many people connected to the internet for the first time as they adapted to the challenges of COVID-19, while existing users embraced new digital tools and rediscovered old favourites.

As a result, many of the indicators in our Global Digital Reports have seen remarkable levels of growth over the past 12 months.

Social media delivered some of the most impressive numbers, with users increasing by more than 13 percent since our 2020 reports. Almost half a billion users joined social media in the past year, taking the global total to 4.2 billion in early 2021.

Growth hasn't just been about user numbers, though. The world's mobile users now spend more time on their phones than they do watching television, clearly positioning the smartphone as today's 'first screen'.

Ecommerce is another area that saw rapid growth in 2020, with many people moving their shopping online to mitigate the health risks associated with COVID-19.

However, research suggests that the new ecommerce habits people adopted during lockdown will last well beyond the pandemic.

More than three-quarters of the world's internet users say that they buy something online each month, with the value of these purchases adding up to trillions of dollars in ecommerce revenue in 2020 alone.

The ways in which people discover new brands and decide what to buy are evolving though, with 7 in 10 internet users saying that they now go beyond search engines when they're looking for information about products and services to buy.

Meanwhile, internet connection speeds have accelerated to meet the world's growing digital demands, with the average mobile connection now almost 50 percent faster than it was this time last year.

The demographics of digital audiences have also evolved. Users over the age of 65 accounted for Facebook's fastest growing audience over the past 12 months, while women aged 55 to 64 are now more likely to make online purchases than men aged 16 to 24.

However, 3.2 billion people around the world still don't use the internet, and women in developing nations are still under-represented online.

Various aspects of digital have also become more politicised over the past year; we've seen total internet blocks in some countries, while others have opted for more targeted platform restrictions.

Issues relating to individual privacy and political sovereignty will likely add to the complexities of the ongoing coronavirus pandemic in 2021, resulting in another year of change, uncertainty, and disruption.

However, with ever more people relying on connected tech to help them manage almost every aspect of daily life, 2021 may bring as many opportunities as it does challenges.

I hope that these reports help you prepare equally well for both, and that 2021 goes down as a much better year in the record books.

SIMON KEMP
CEO, KEPIOS
REPORT AUTHOR

DIGITAL 2021

LOCAL COUNTRY HEADLINES

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD

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CLICK HERE TO READ OUR DIGITAL 2021 LOCAL COUNTRY HEADLINES REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD

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

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

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.

GLOBAL OVERVIEW

JAN 2021

DIGITAL AROUND THE WORLD

آمار دنیای دیجیتال

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	UNIQUE MOBILE PHONE USERS	INTERNET USERS* کاربران اینترنت	ACTIVE SOCIAL MEDIA USERS* کاربران شبکه های اجتماعی
7.83 BILLION	**5.22 BILLION**	**4.66 BILLION**	**4.20 BILLION**
شهرنشین URBANISATION:	ضریب نفوذ vs. POPULATION:	ضریب نفوذ vs. POPULATION:	ضریب نفوذ vs. POPULATION:
56.4%	**66.6%**	**59.5%**	**53.6%**

SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE. ***ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE TO DATA PUBLISHED IN PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

JAN
2021

GLOBAL DIGITAL GROWTH

رشد سالیانه دیجیتال

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	UNIQUE MOBILE PHONE USERS	INTERNET USERS*	ACTIVE SOCIAL MEDIA USERS*
+1.0%	**+1.8%**	**+7.3%**	**+13.2%**
از ژانویه 2020 تا ژانویه 2021			
JAN 2021 vs. JAN 2020	JAN 2021 vs. JAN 2020	JAN 2021 vs. JAN 2020	JAN 2021 vs. JAN 2020
+81 MILLION	**+93 MILLION**	**+316 MILLION**	**+490 MILLION**

SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE. ***ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE TO DATA PUBLISHED IN PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

HOOTSUITE'S PERSPECTIVE: DIGITAL TRENDS

THREE WAYS TO PAVE A NEW PATH TO GROWTH ONLINE IN 2021

BURST YOUR OWN BUBBLE

People aged 65+ are the fastest growing audience on Facebook. Politicians are going live on Twitch while gaming. A viral TikTok helped a 90-year-old cranberry juice company transform its brand overnight. Challenge your preconceived notions about digital consumption, creation, and communities to open up new opportunities for growth in 2021.

STAND OUT WITH PURPOSE

In 2021, more consumers will turn to digital channels to discover products. But without retail, events, and other in-person experiences, it's harder than ever to differentiate. Purpose-driven initiatives make a difference—more than a quarter of consumers have bought a brand for the first time because of the company's values. But simply creating the veneer of purpose on social media is a recipe for disaster. True purpose must be driven from the top.

MOVE WITH CUSTOMER DEMAND

At the onset of the pandemic, analyzing real-time conversations on social helped brands pivot their offering based on changing customer needs. These deep customer insights, and the ability to quickly adapt in response, will remain a critical competitive advantage in 2021 at a time when public opinion changes so quickly.

WE ARE SOCIAL'S PERSPECTIVE: DIGITAL IN 2021

SHIFTS IMPACTING THE ROLE OF DIGITAL IN OUR LIVES

THE SIMPLE LIFE

The internet has become highly individualistic and politicised, which, is leaving people rethinking the role digital plays in their lives. They're investing more time in life's simple joys – the calm of being in nature or the comfort of feeling part of a local community – and shifting the way they engage with their feeds, to complement and nurture these priorities.

In 2021, brands will focus on the importance and appreciation of the little things, not just the big things

IN-FEED INTIMACY

Recent years have seen rising anxieties around the damaging impact social can play on offline relationships. But as people reconnect with the original purpose of social – to feel connected to loved ones and like-minded others – some of these are beginning to fall away. Magnified by necessity during lockdowns, people are getting comfortable with humanising their digital communications, seeking out higher quality connections online.

In 2021, brands will humanise their customer experience online through intimate in-feed formats

POP METAVERSES

Pop culture has always been about bringing societies and communities together. But today, pop is playing a even greater role. In a multi-platform, socially distanced and increasingly fragmented media landscape, people are engaging with shared musical experiences as a way to connect and have fun in virtual and digital spaces.

In 2021, brands will get more comfortable with cross-channel experiences, using accessible media as a bridge between channels

POPULATION ESSENTIALS

JAN 2021

POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS

TOTAL POPULATION	FEMALE POPULATION	MALE POPULATION	ANNUAL CHANGE IN TOTAL POPULATION	MEDIAN AGE
7.83 BILLION	49.6%	50.4%	+1.0%	31.0

URBAN POPULATION	POPULATION DENSITY (PEOPLE PER KM²)	OVERALL LITERACY (ADULTS AGED 15+)	FEMALE LITERACY (ADULTS AGED 15+)	MALE LITERACY (ADULTS AGED 15+)
56.4%	60.2	86.5%	83.0%	89.9%

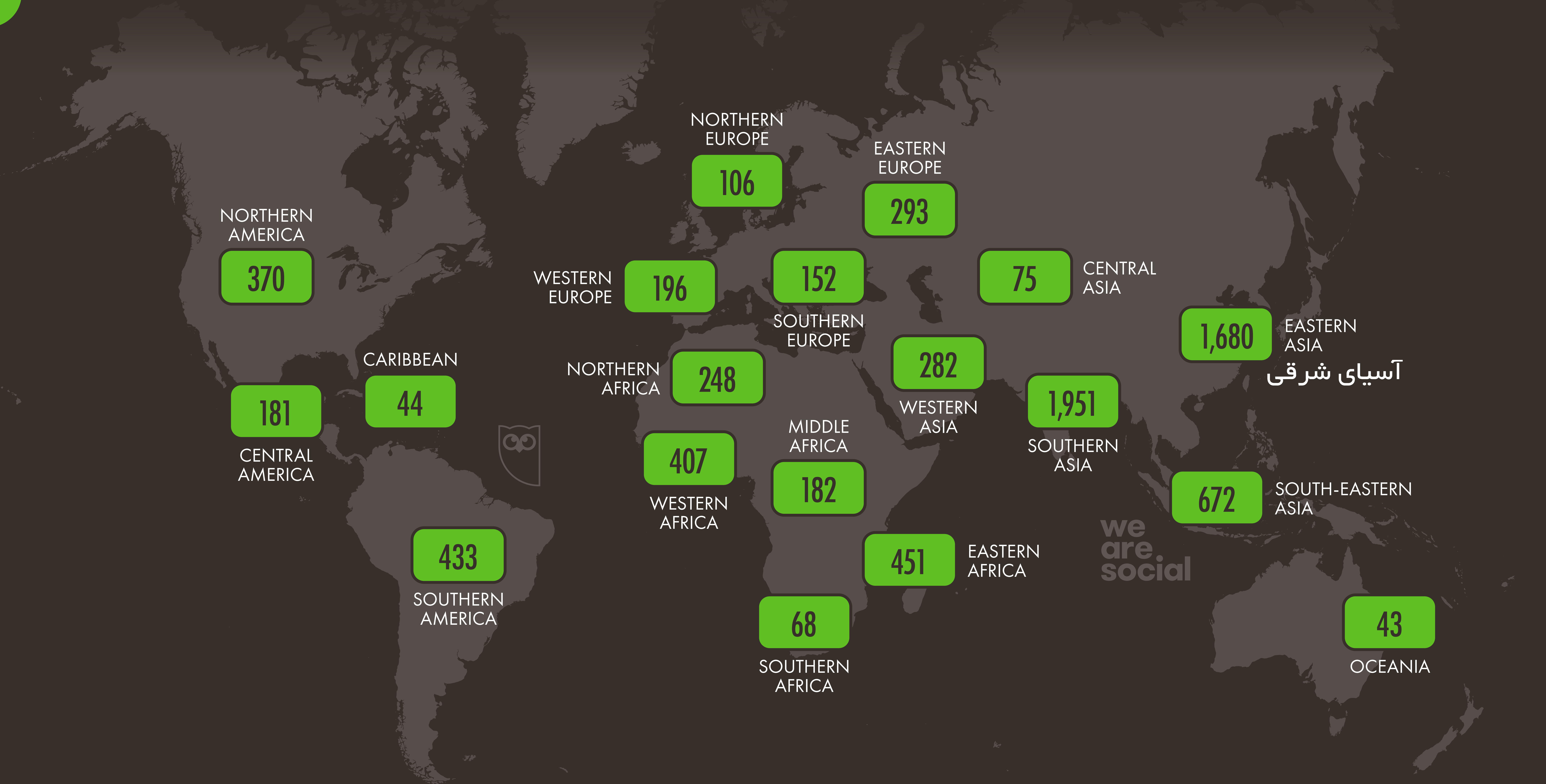
SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED BY: THE UNITED NATIONS; THE U.S. CENSUS BUREAU; THE WORLD BANK; UNESCO; UNICEF; THE CIA WORLD FACTBOOK; PEW RESEARCH; INDEXMUNDI; PHRASEBASE; ETHNOLOGUE (ALL ACCESSED JAN 2021). **NOTE:** THE UNITED NATIONS DOES NOT PUBLISH POPULATION DATA FOR GENDERS OTHER THAN 'FEMALE' OR 'MALE'.

JAN 2021

POPULATION BY REGION

جمعیت هر منطقه

THE TOTAL NUMBER OF PEOPLE LIVING IN EACH REGION, IN MILLIONS



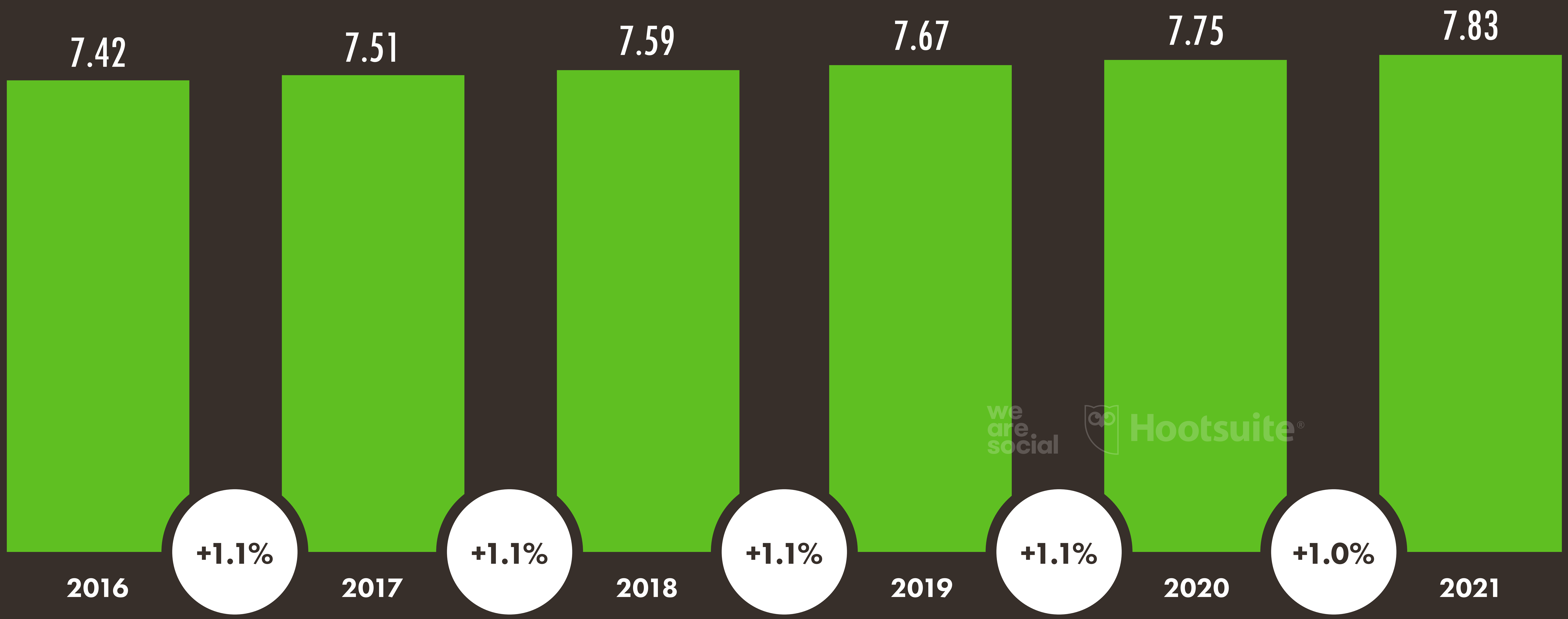
SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED BY: THE UNITED NATIONS; THE U.S. CENSUS BUREAU; LOCAL GOVERNMENT AUTHORITIES (ALL ACCESSED JAN 2021).
NOTE: REGIONS BASED ON THE UNITED NATIONS GEOSCHEME.

JAN 2021

THE GLOBAL POPULATION OVER TIME

رشد جمعیت جهانی

THE GLOBAL POPULATION BY YEAR (IN BILLIONS), WITH YEAR-ON-YEAR CHANGE



SOURCE: EXTRAPOLATION OF DATA PUBLISHED BY THE UNITED NATIONS (ACCESSED JAN 2021).

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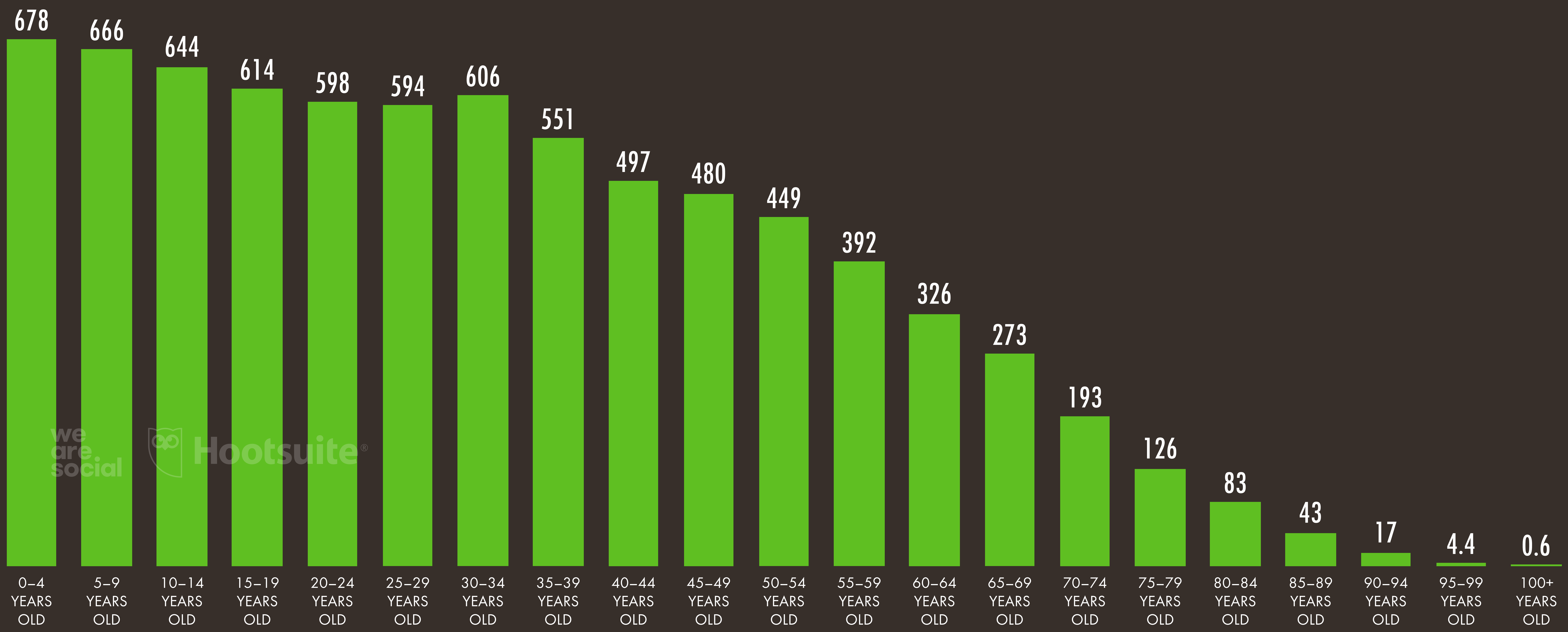
AGE DISTRIBUTION OF THE GLOBAL POPULATION

THE WORLD'S POPULATION BY FIVE-YEAR AGE GROUP (IN MILLIONS)

توزیع سن جمعیت جهانی

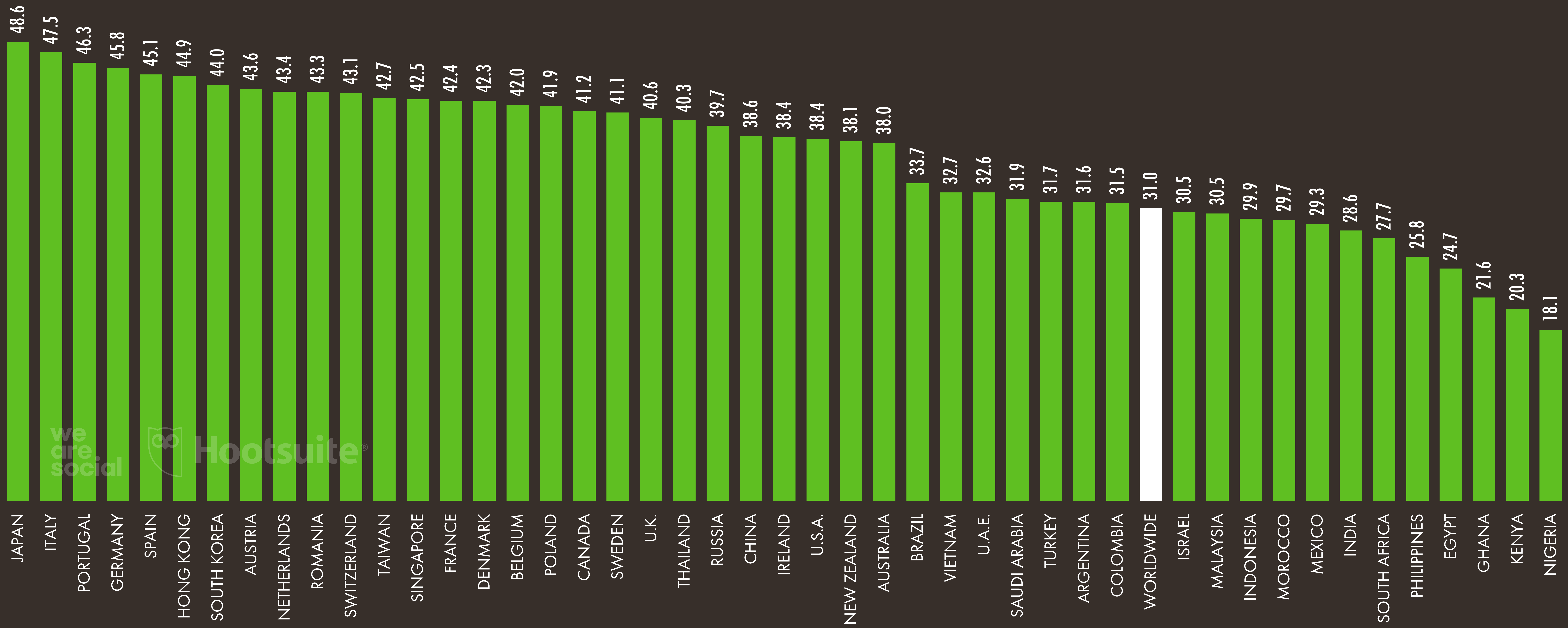


SOURCE: EXTRAPOLATION OF DATA PUBLISHED BY THE UNITED NATIONS (ACCESSED JAN 2021).

JAN 2021

MEDIAN AGE BY COUNTRY

THE AGE AT WHICH THERE ARE AN EQUAL NUMBER OF PEOPLE ABOVE AND BELOW THAT AGE IN EACH COUNTRY OR REGION



SOURCES: DATA PUBLISHED BY THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES (ALL ACCESSED JAN 2021).

نرخ با سوادی با توجه به منطقه و جنسیت

JAN 2021

LITERACY RATES BY REGION AND GENDER

PERCENTAGE OF EACH REGION'S POPULATION AGED 15+ THAT CAN READ AND WRITE, DETAILED BY GENDER

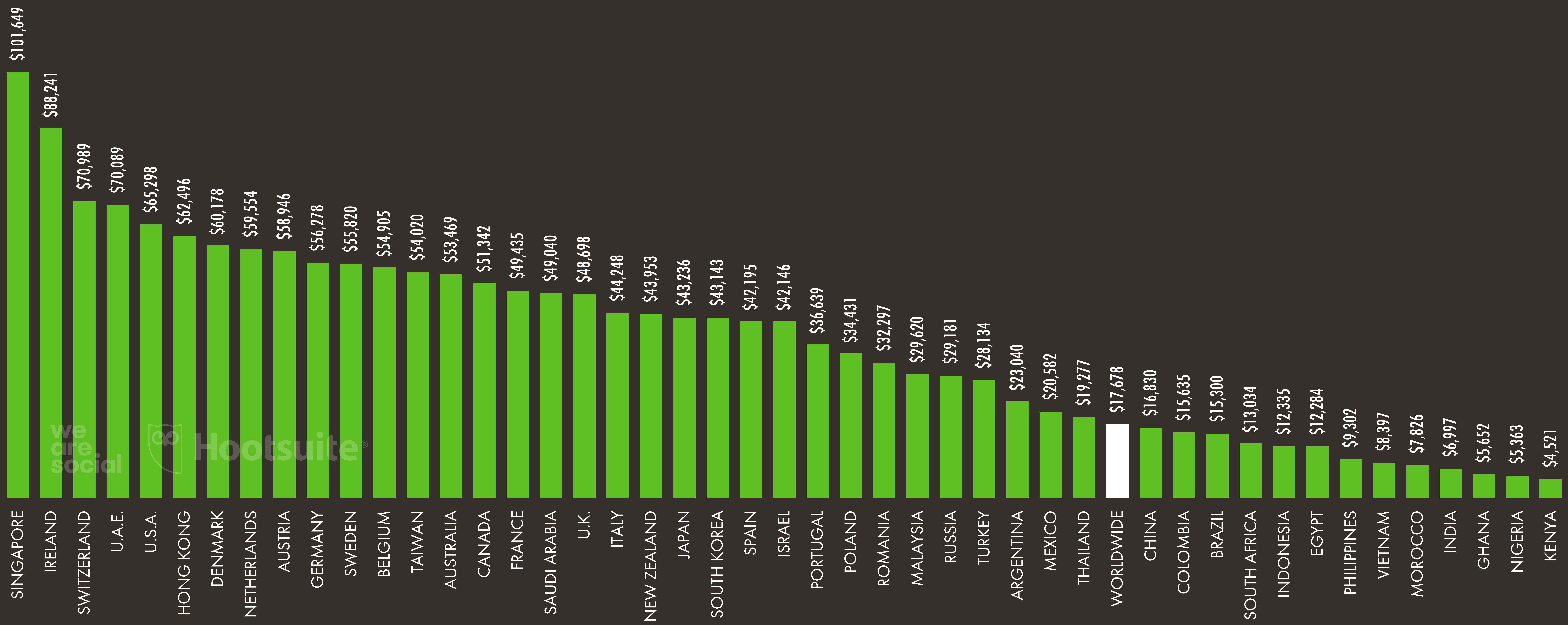
SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED BY: UNESCO; UNICEF; THE WORLD BANK; THE CIA WORLD FACTBOOK; PEW RESEARCH; INDEXMUNDI; PHRASEBASE; ETHNOLOGUE; THE UNITED NATIONS (ALL ACCESSED JAN 2021). **NOTE:** REGIONS BASED ON THE UNITED NATIONS GEOSCHEME.

JAN 2021

تولید ناخالص داخلی به ازای هر نفر

GDP PER CAPITA (PPP, INTERNATIONAL DOLLARS)

GDP PER CAPITA, REPORTED ON A PURCHASING POWER PARITY (PPP) BASIS IN CURRENT INTERNATIONAL DOLLARS*



SOURCES: THE WORLD BANK; KNOEMA (BOTH ACCESSED JAN 2021). ***NOTE:** 'INTERNATIONAL DOLLARS' ARE NOTIONAL MEASURES THAT PROVIDE A CONSISTENT BASIS FOR COMPARISON. ONE 'INTERNATIONAL DOLLAR' WOULD BUY A COMPARABLE QUANTITY OF GOODS AND SERVICES IN THE LOCAL COUNTRY TO WHAT ONE U.S. DOLLAR WOULD BUY IN THE UNITED STATES.

DEVICE OWNERSHIP

مالکیت شخصی

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE

MOBILE PHONE (ANY TYPE)	SMART PHONE	NON-SMARTPHONE MOBILE PHONE	LAPTOP OR DESKTOP COMPUTER	TABLET DEVICE
97.1%	96.6%	9.0%	64.4%	34.3%

TV STREAMING STICK OR DEVICE	GAMES CONSOLE	SMART HOME DEVICE	SMART WATCH OR WRISTBAND	VIRTUAL REALITY DEVICE
14.4%	21.4%	12.3%	23.3%	4.4%

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

DAILY TIME SPENT WITH MEDIA

مدت زمان صرف شده با رسانه ها

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

اینترنت	تماشای تلویزیون	شبکه های اجتماعی	مطالعه
TIME SPENT USING THE INTERNET (ALL DEVICES)	TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)	TIME SPENT USING SOCIAL MEDIA	TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)
6H 54M	3H 24M	2H 25M	2H 02M

گوش دادن به موزیک	گوش دادن به رادیو	پادکست	بازی های ویدئوئی
TIME SPENT LISTENING TO MUSIC STREAMING SERVICES	TIME SPENT LISTENING TO BROADCAST RADIO	TIME SPENT LISTENING TO PODCASTS	TIME SPENT PLAYING VIDEO GAMES ON A GAMES CONSOLE
1H 31M	1H 00M	0H 54M	1H 12M

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***NOTES:** CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY. TELEVISION INCLUDES BROADCAST (LINEAR) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES ONLINE AS WELL AS PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.

GLOBAL INTERNET USE

مرور کلی استفاده از اینترنت

JAN 2021

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	INTERNET USERS AS A PERCENTAGE OF TOTAL GLOBAL POPULATION	ANNUAL CHANGE IN THE NUMBER OF GLOBAL INTERNET USERS	AVERAGE DAILY TIME SPENT USING THE INTERNET BY EACH INTERNET USER	PERCENTAGE OF USERS ACCESSING THE INTERNET VIA MOBILE DEVICES
4.66 BILLION	**59.5%**	**+7.3% +316 MILLION**	**6H 54M**	**92.6%**

KEPIOS GWI.

SOURCES: KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC; THE UNITED NATIONS. DATA FOR TIME SPENT AND MOBILE INTERNET SHARE FROM GWI (Q3 2020). SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE NOT COMPARABLE WITH DATA PUBLISHED IN PREVIOUS REPORTS.

DIFFERENT PERSPECTIVES: GLOBAL INTERNET USERS

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

GLOBAL INTERNET USERS: ITU DATA*	GLOBAL INTERNET USERS: CIA WORLD FACTBOOK DATA	GLOBAL INTERNET USERS: INTERNETWORLDSTATS DATA	GLOBAL INTERNET USERS: INTERNETLIVESTATS DATA
4.03 BILLION	4.10 BILLION	4.93 BILLION	4.79 BILLION
vs. POPULATION: 51.4%	vs. POPULATION: 53.9%	vs. POPULATION: 62.9%	vs. POPULATION: 61.2%

SOURCES: ITU; CIA WORLD FACTBOOK; INTERNETWORLDSTATS; INTERNETLIVESTATS (ALL ACCESSED JAN 2021). ***NOTE:** ITU USER NUMBER BASED ON THE PUBLISHED PENETRATION FIGURE COMPARED TO LATEST POPULATION DATA FROM THE UNITED NATIONS. ◈ **COMPARABILITY ADVISORY:** THE FIGURE THAT WE REPORT FOR INTERNET USERS REFERENCES DATA FROM VARIOUS DIFFERENT SOURCES, INCLUDING SOME SOURCES NOT FEATURED ON THIS SLIDE. AS A RESULT, OUR OVERALL FIGURE MAY NOT MATCH ANY OF THE TOTALS REPORTED ON THIS SLIDE.

JAN 2021

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)	MOBILE INTERNET USERS AS A PERCENTAGE OF TOTAL INTERNET USERS	SMARTPHONE INTERNET USERS AS A PERCENTAGE OF TOTAL INTERNET USERS	FEATURE PHONE INTERNET USERS AS A PERCENTAGE OF TOTAL INTERNET USERS	AVERAGE DAILY TIME SPENT USING THE INTERNET ON MOBILE DEVICES
4.32 BILLION	**92.6%**	**91.5%**	**3.5%**	**3H 39M**

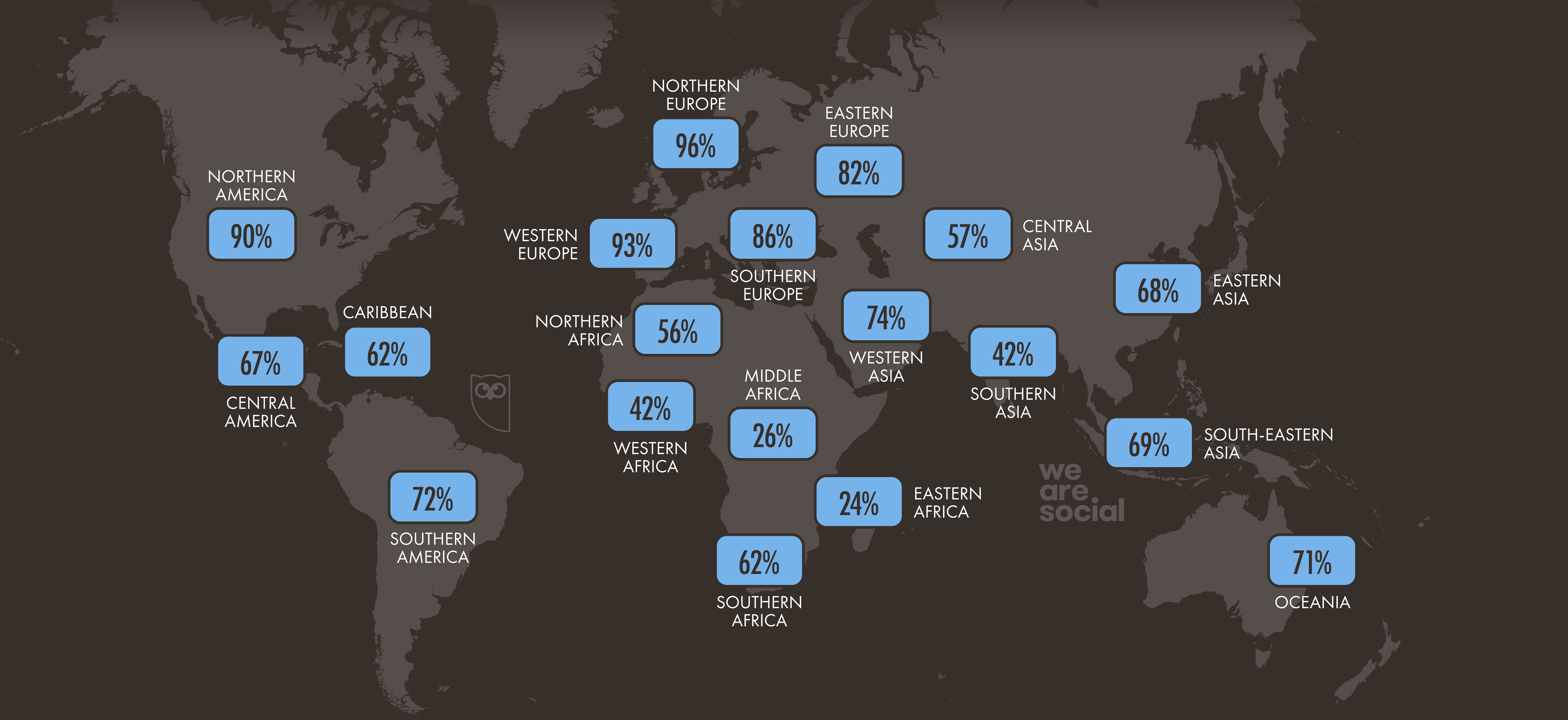
SOURCES: KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC; THE UNITED NATIONS. DATA FOR TIME SPENT AND MOBILE INTERNET SHARE FROM GWI (Q3 2020). SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE NOT COMPARABLE WITH DATA PUBLISHED IN PREVIOUS REPORTS.

JAN 2021

INTERNET USERS vs. TOTAL POPULATION BY REGION

NUMBER OF INTERNET USERS IN EACH REGION COMPARED TO TOTAL POPULATION

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

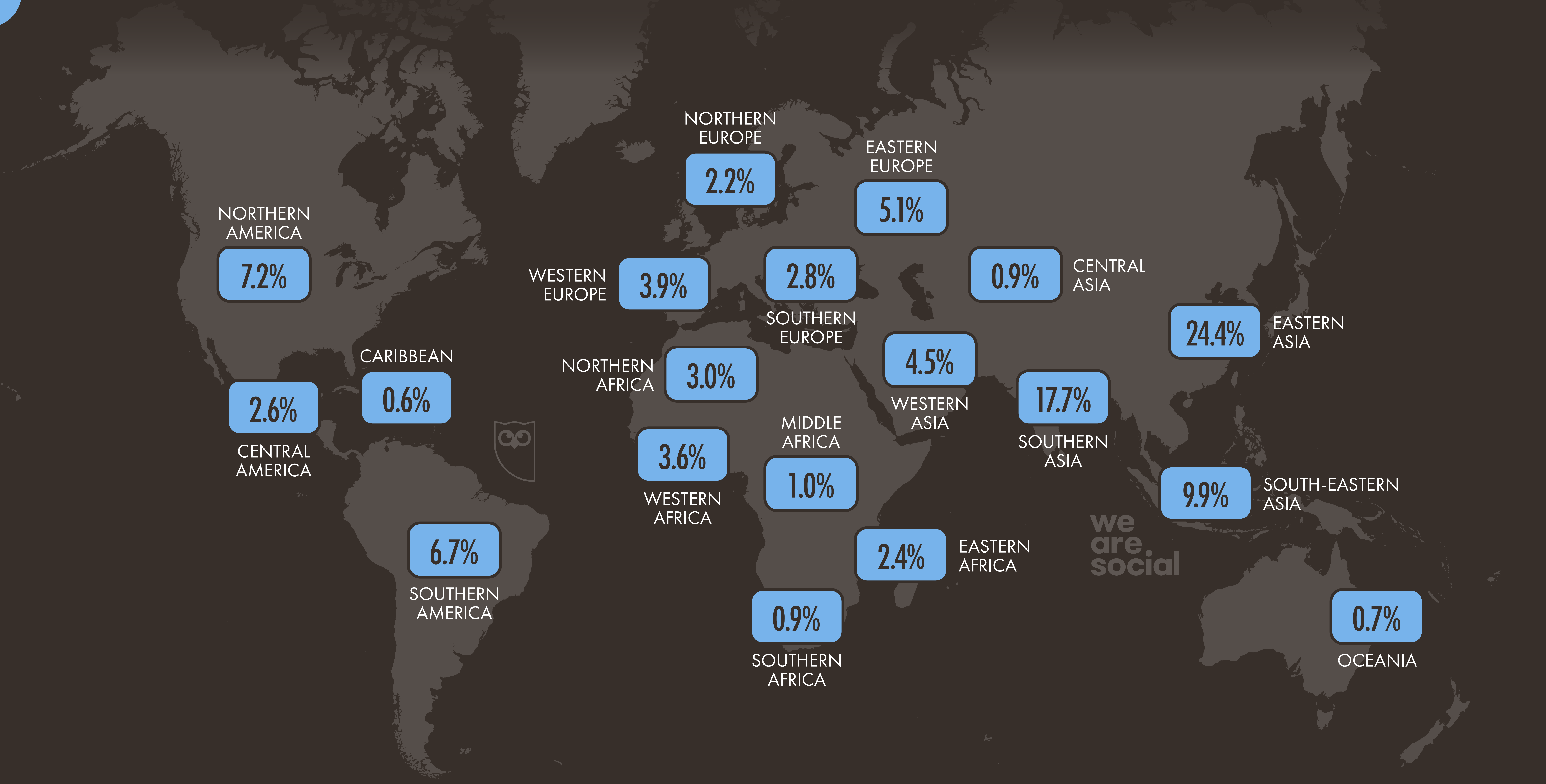


SOURCES: KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC; THE U.N. **ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE NOT COMPARABLE WITH DATA PUBLISHED IN PREVIOUS REPORTS. **NOTES:** PERCENTAGES REPRESENT SHARE OF TOTAL POPULATION. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME.

JAN 2021

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

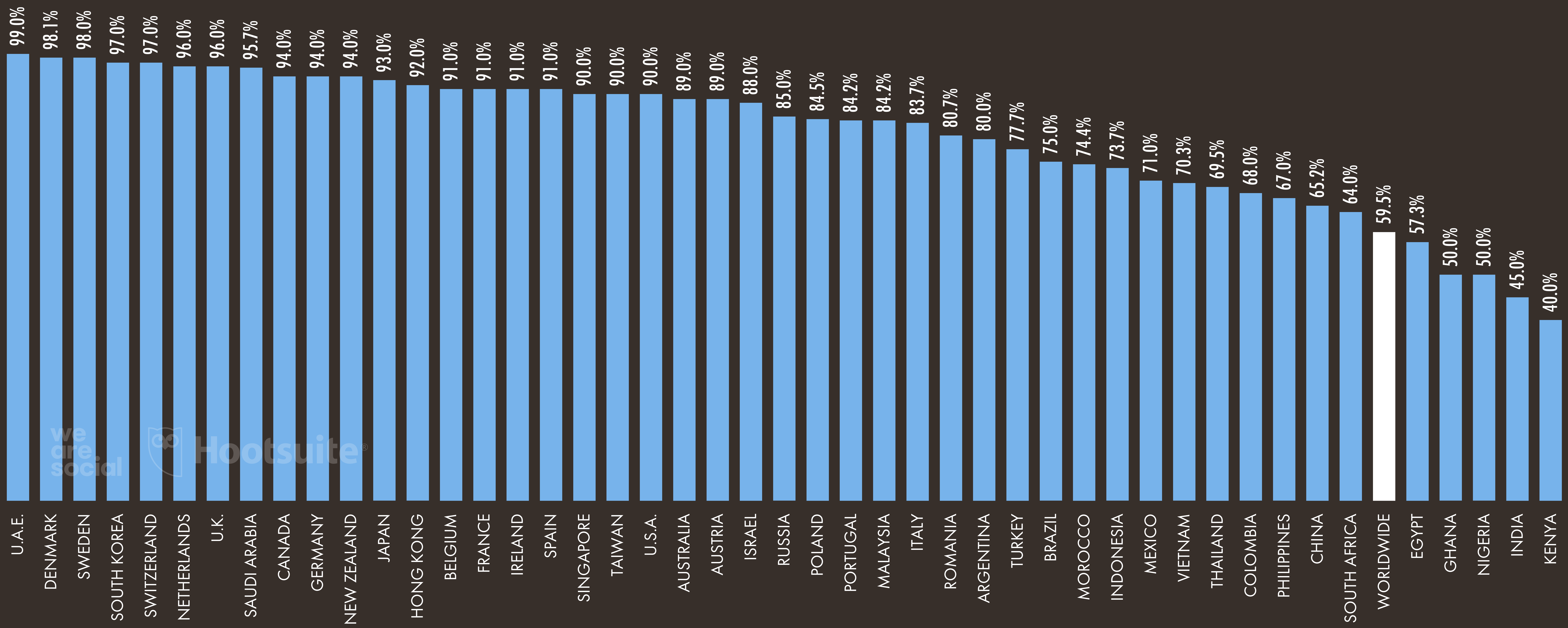


SOURCES: KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC.
NOTES: FIGURES REPRESENT SHARE OF TOTAL GLOBAL INTERNET USERS. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME.

JAN 2021

INTERNET ADOPTION BY COUNTRY

PERCENTAGE OF THE TOTAL POPULATION THAT USES THE INTERNET



SOURCES: KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC; THE U.N. **NOTE:** VALUES HAVE BEEN CAPPED AT 99%. **ADVISORY:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE NOT COMPARABLE WITH DATA PUBLISHED IN PREVIOUS REPORTS.

JAN 2021

INTERNET ADOPTION RANKINGS

COUNTRIES AND TERRITORIES* WITH THE HIGHEST AND LOWEST LEVELS OF INTERNET ADOPTION

HIGHEST LEVELS OF INTERNET ADOPTION

#	HIGHEST ADOPTION	% POP.	Nº OF USERS
01=	BAHRAIN	99.0%*	1,707,533
01=	ICELAND	99.0%*	338,880
01=	KUWAIT	99.0%*	4,256,466
01=	NORWAY	99.0%*	5,388,956
01=	QATAR	99.0%*	2,876,630
01=	U.A.E.	99.0%*	9,841,208
07	BERMUDA	98.4%	61,169
08	DENMARK	98.1%	5,689,589
09	SWEDEN	98.0%	9,927,075
10	ARUBA	97.2%	103,953

LOWEST LEVELS OF INTERNET ADOPTION

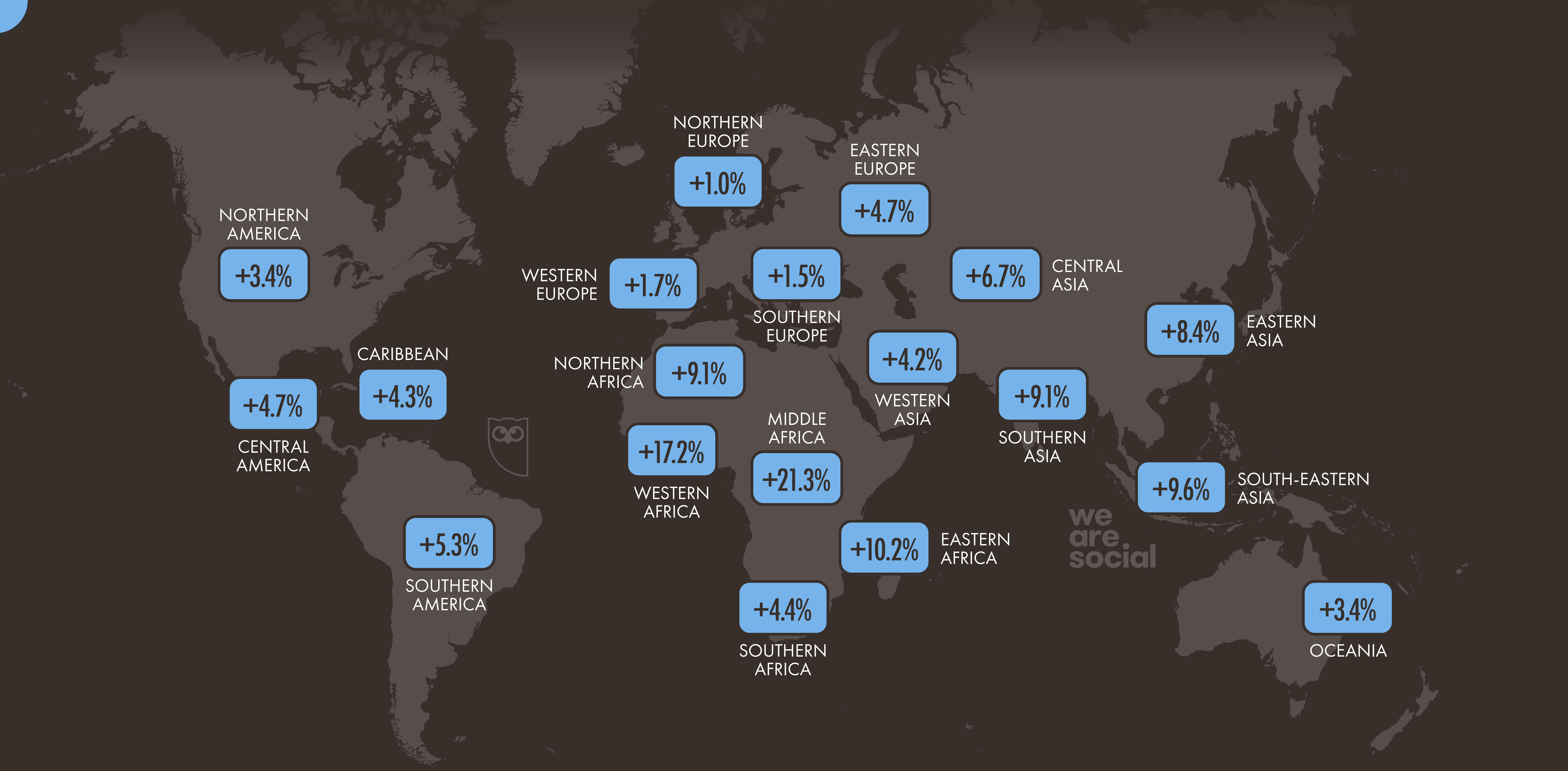
#	LOWEST ADOPTION	% POP.	Nº OF USERS
215	NORTH KOREA	<0.1%	[INTERNET BLOCKED]
214	ERITREA	6.9%	248,199
213	SOUTH SUDAN	8.0%	900,716
212	COMOROS	8.5%	74,537
211	CENTRAL AFRICAN REP.	11.4%	557,085
210	SOMALIA	12.1%	1,954,774
209	BURUNDI	13.3%	1,606,122
208	NIGER	13.6%	3,363,848
207	KIRIBATI	14.6%	17,558
206	LIBERIA	14.9%	760,994

SOURCES: KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC; THE U.N. ***NOTES:** VALUES HAVE BEEN CAPPED AT 99%. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **ADVISORY:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE NOT COMPARABLE WITH DATA PUBLISHED IN PREVIOUS REPORTS.

JAN
2021

GROWTH IN INTERNET USERS BY REGION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF PEOPLE USING THE INTERNET BY REGION

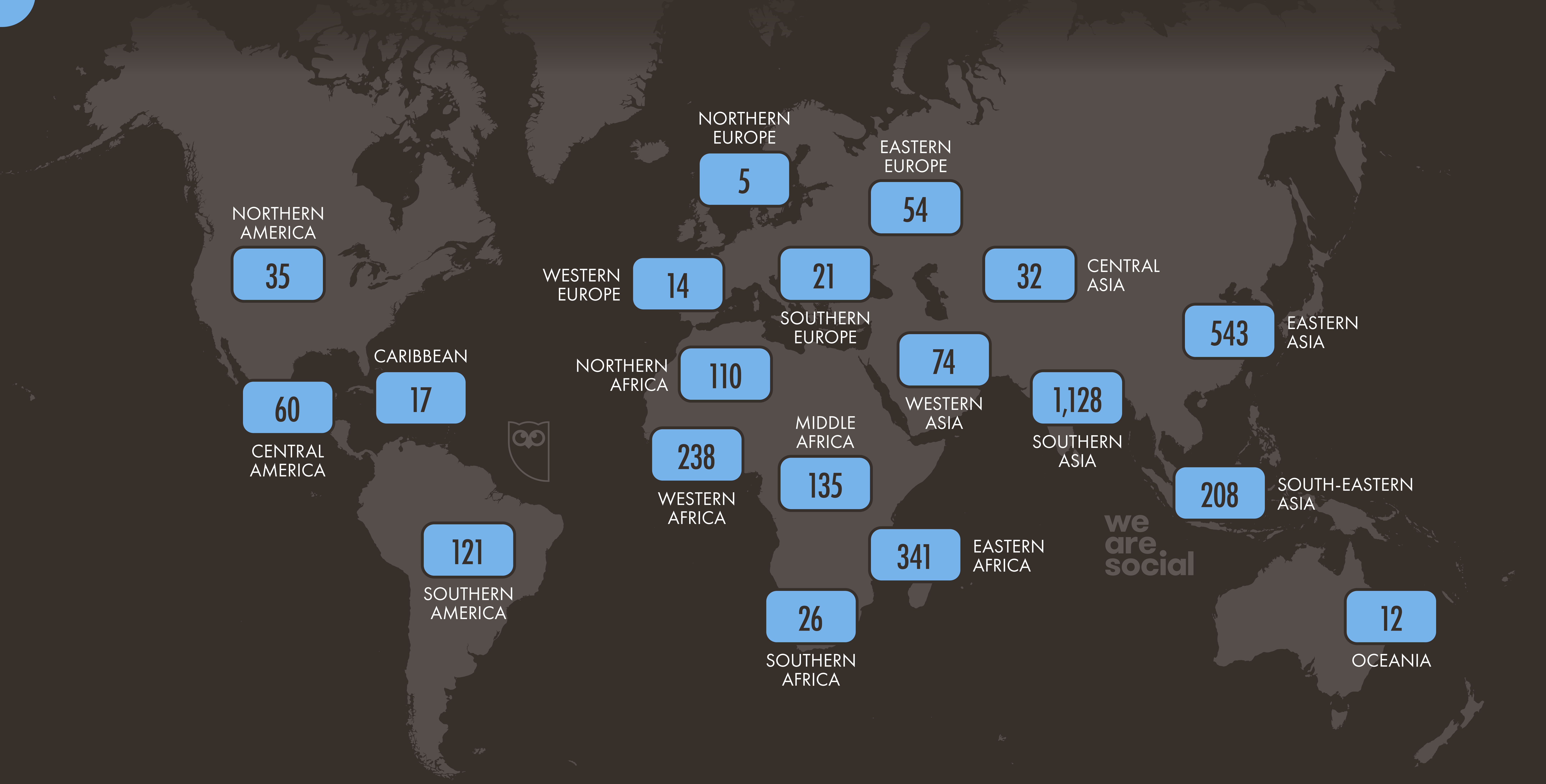


SOURCES: KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC. **ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE NOT COMPARABLE WITH DATA PUBLISHED IN PREVIOUS REPORTS. **NOTES:** REGIONS BASED ON THE UNITED NATIONS GEOSCHEME.

JAN 2021

THE 'NEXT BILLION': UNCONNECTED AUDIENCES

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



SOURCES: KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC; THE U.N. **ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE NOT COMPARABLE WITH DATA PUBLISHED IN PREVIOUS REPORTS. **NOTES:** FIGURES REPRESENT THE NUMBER OF PEOPLE (IN MILLIONS) WHO DO NOT USE THE INTERNET. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME.

JAN 2021

THE 'NEXT BILLION': UNCONNECTED AUDIENCES

COUNTRIES AND TERRITORIES* WITH THE GREATEST NUMBER AND HIGHEST PERCENTAGE OF PEOPLE WHO DO NOT USE THE INTERNET

GREATEST NUMBER OF PEOPLE NOT USING THE INTERNET

#	COUNTRY / TERRITORY	UNCONNECTED	% POP.
01	INDIA	762,679,782	55.0%
02	CHINA	501,927,863	34.8%
03	PAKISTAN	161,693,674	72.5%
04	BANGLADESH	117,888,798	71.2%
05	NIGERIA	104,376,786	50.0%
06	ETHIOPIA	92,453,081	79.4%
07	INDONESIA	72,308,968	26.3%
08	DEM. REP. OF THE CONGO	69,819,115	76.8%
09	BRAZIL	53,318,805	25.0%
10	TANZANIA	45,457,430	75.0%

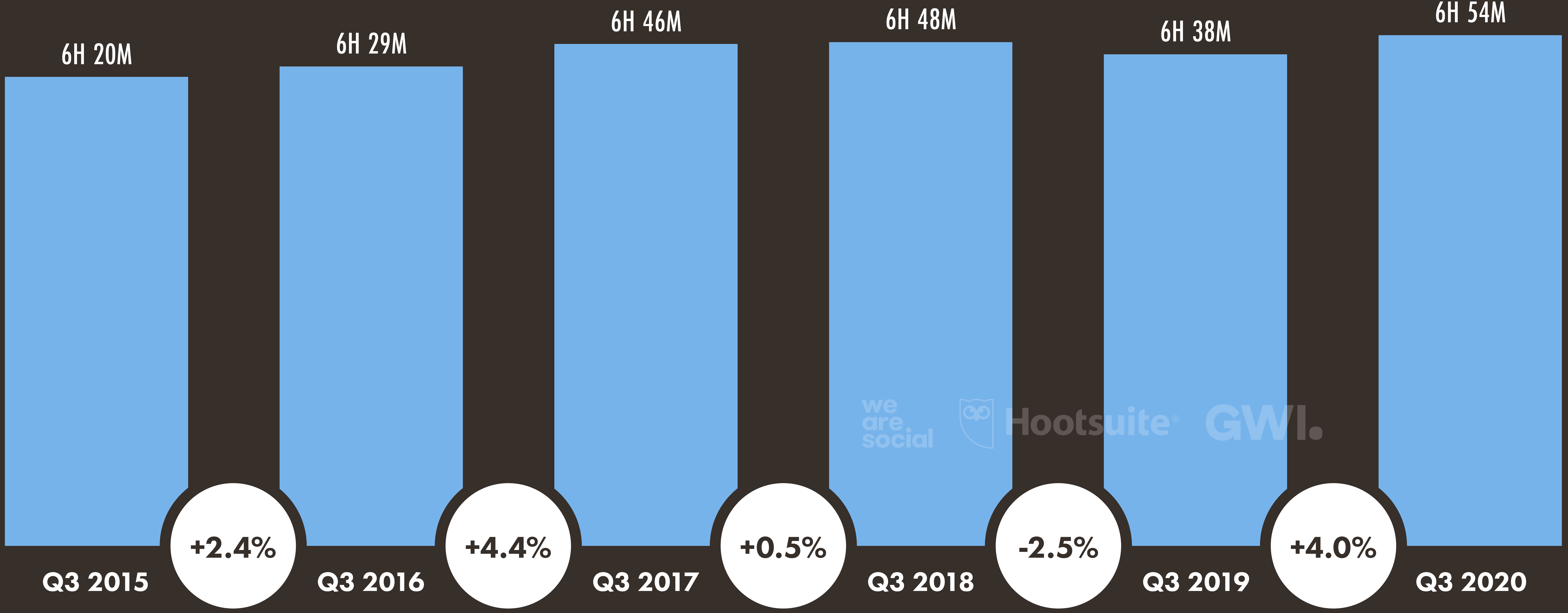
HIGHEST SHARE OF POPULATION NOT USING THE INTERNET

#	COUNTRY / TERRITORY	% POP.	UNCONNECTED
01	NORTH KOREA	>99.9%*	25,832,873
02	ERITREA	93.1%	3,325,640
03	SOUTH SUDAN	92.0%	10,386,447
04	COMOROS	91.5%	804,438
05	CENTRAL AFRICAN REP.	88.6%	4,317,582
06	SOMALIA	87.9%	14,169,900
07	BURUNDI	86.7%	10,465,606
08	NIGER	86.4%	21,300,547
09	KIRIBATI	85.4%	102,855
10	LIBERIA	85.1%	4,357,582

SOURCES: KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC; THE U.N. **ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE NOT COMPARABLE WITH DATA PUBLISHED IN PREVIOUS REPORTS. ***NOTE:** THE INTERNET (AS THE REST OF THE WORLD KNOWS IT) REMAINS BLOCKED FOR EVERYDAY CITIZENS IN NORTH KOREA.

EVOLUTION OF DAILY TIME SPENT USING THE INTERNET

EVOLUTION IN THE AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET VIA ANY DEVICE

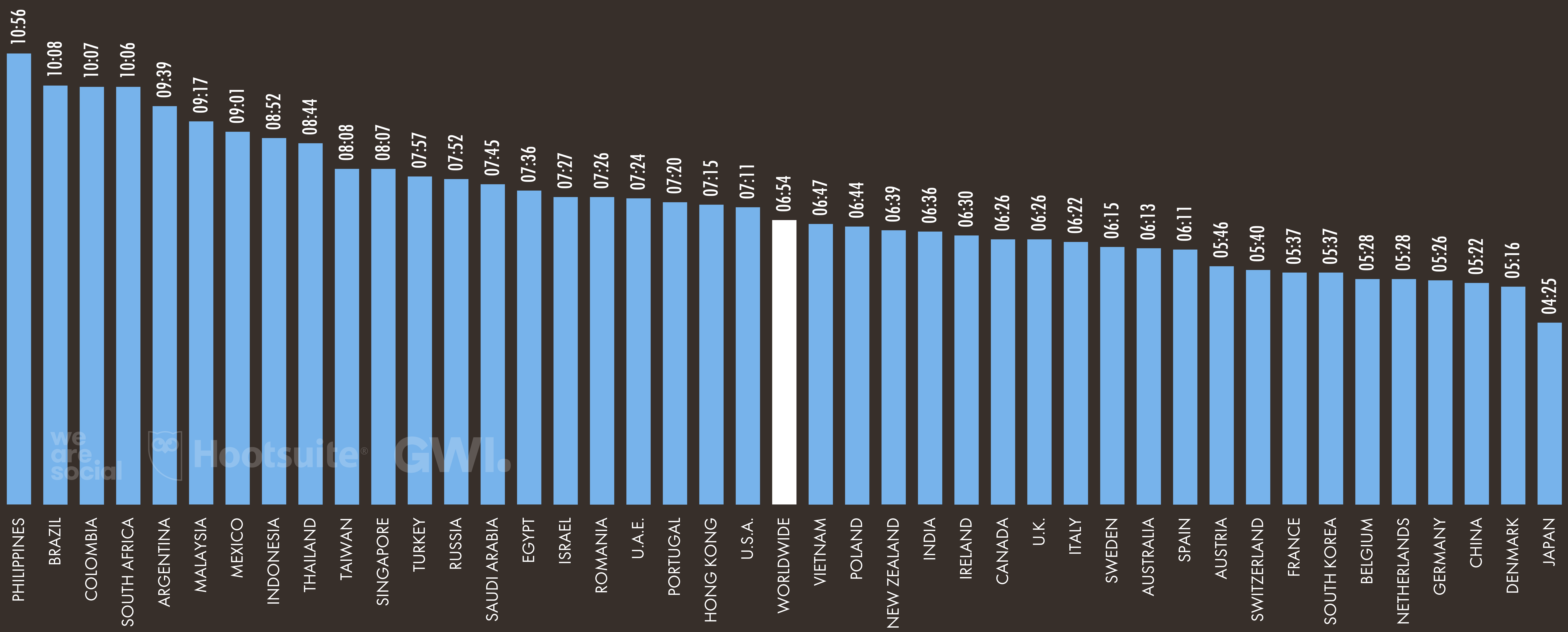


SOURCE: GWI (Q3 2015 – Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

DAILY TIME SPENT USING THE INTERNET

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY ON ANY DEVICE

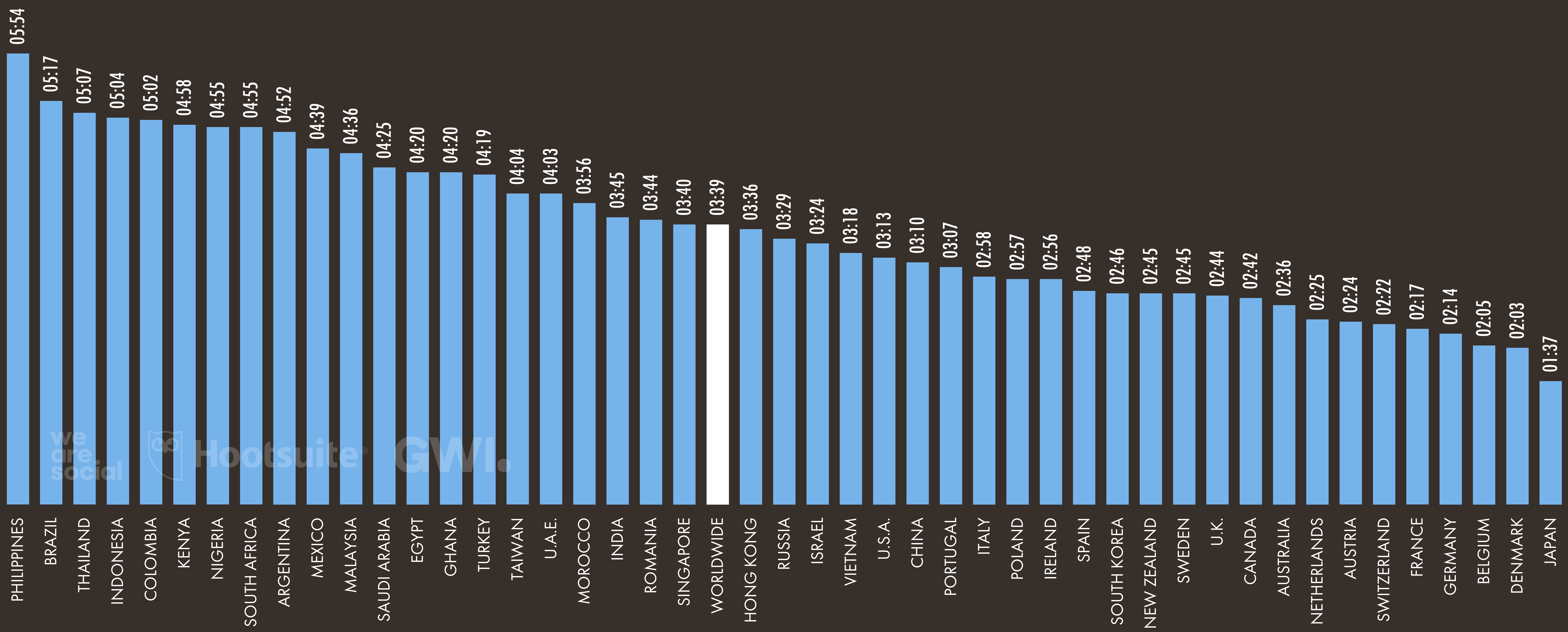


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

DAILY TIME SPENT USING THE INTERNET VIA MOBILES

AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET VIA MOBILE PHONES

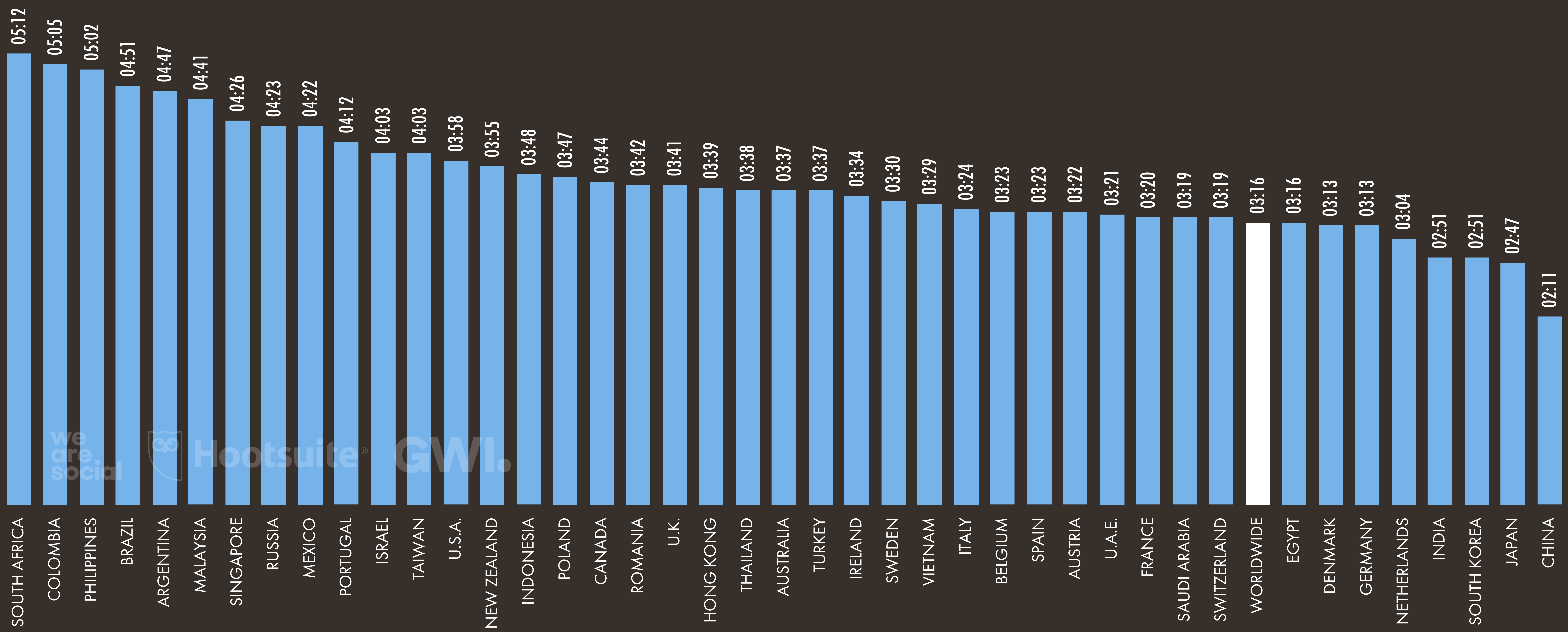


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

DAILY TIME SPENT USING THE INTERNET VIA COMPUTERS

AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET VIA LAPTOPS, DESKTOPS, OR TABLETS



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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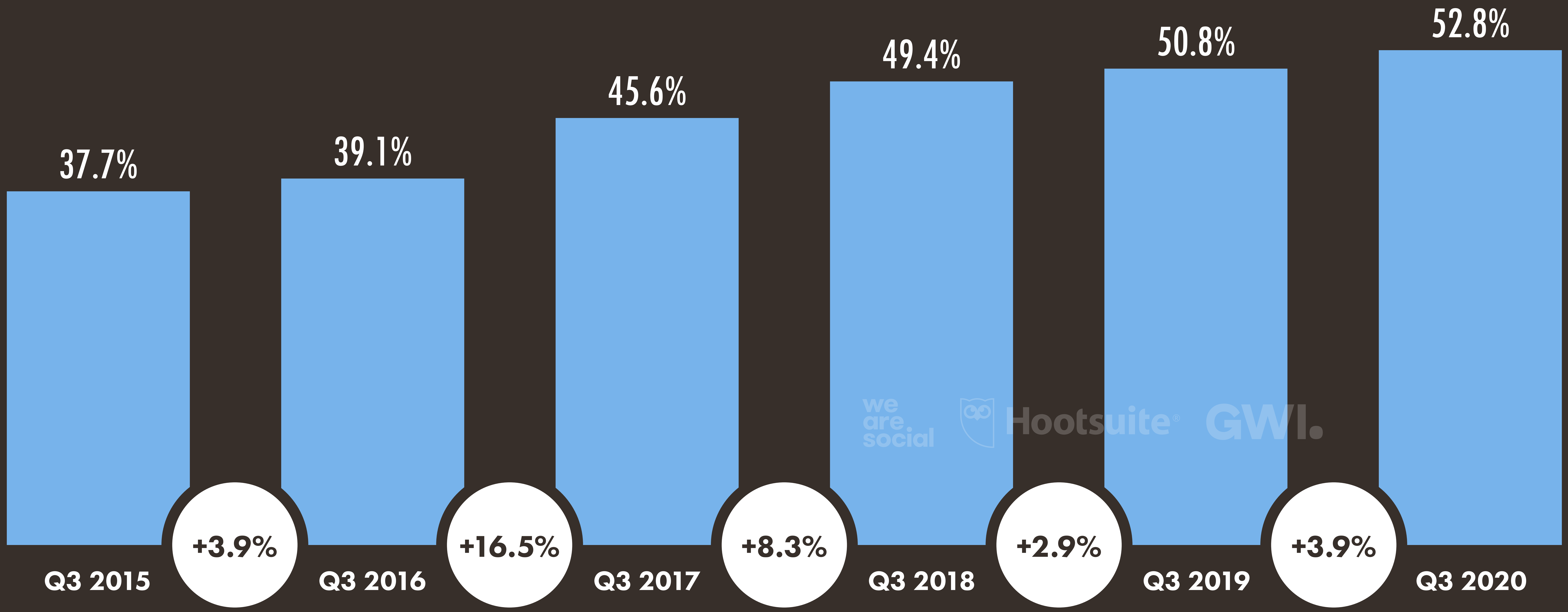
MOBILE'S SHARE OF DAILY INTERNET TIME

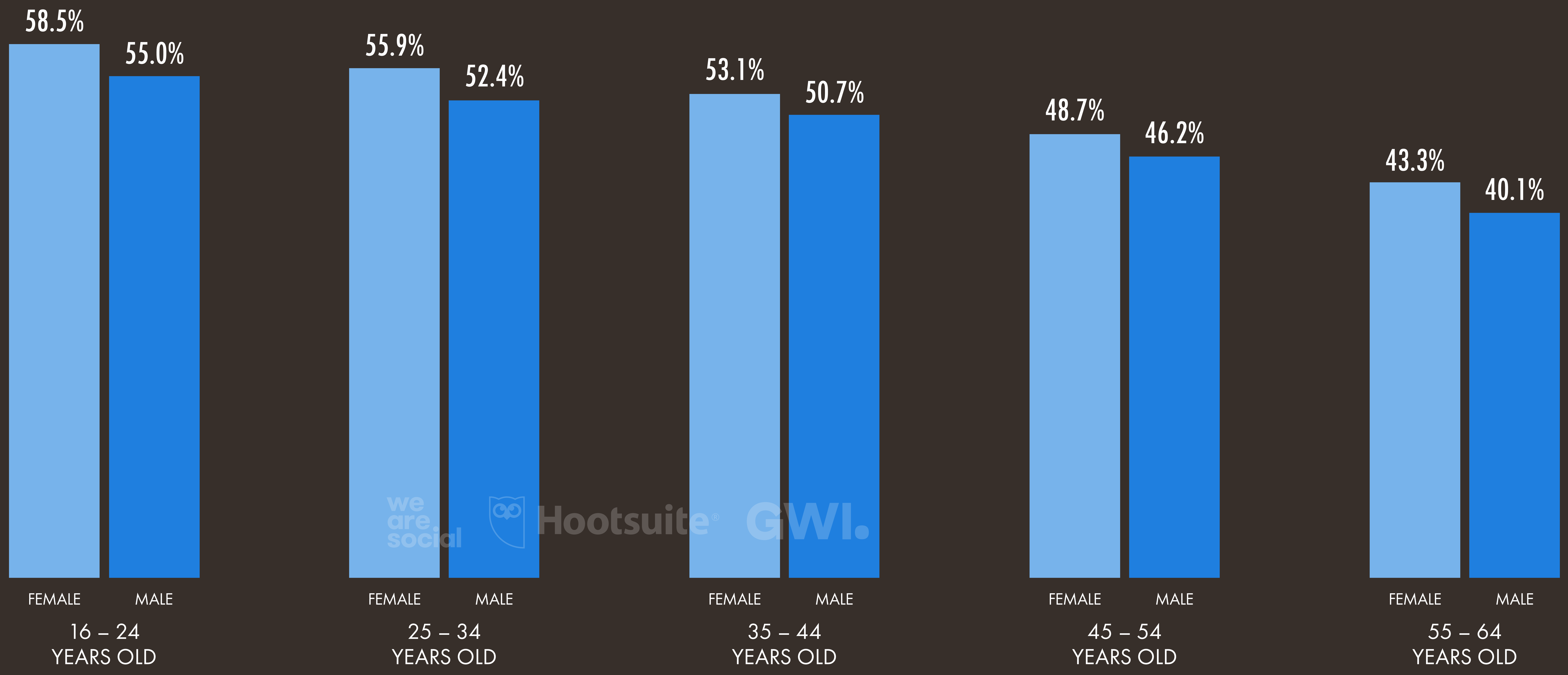
DAILY TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET VIA MOBILE DEVICES AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME



SOURCE: GWI (Q3 2015 – Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
NOTE: GROWTH FIGURES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE YEAR-ON-YEAR GROWTH, NOT THE ABSOLUTE CHANGE.

MOBILE'S SHARE OF DAILY INTERNET TIME

DAILY TIME THAT GLOBAL INTERNET USERS SPEND USING THE INTERNET VIA MOBILE DEVICES AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

INTERNET CONNECTION SPEEDS: OVERVIEW

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

AVERAGE SPEED OF MOBILE INTERNET CONNECTIONS

DOWNLOAD (MBPS):
47.20

UPLOAD (MBPS):
12.67

LATENCY (MS):
36

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

DOWNLOAD:
+47.5%

UPLOAD:
+5.4%

LATENCY*:
-22.2%

AVERAGE SPEED OF FIXED INTERNET CONNECTIONS

DOWNLOAD (MBPS):
96.43

UPLOAD (MBPS):
52.31

LATENCY (MS):
21

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

DOWNLOAD:
+31.1%

UPLOAD:
+29.3%

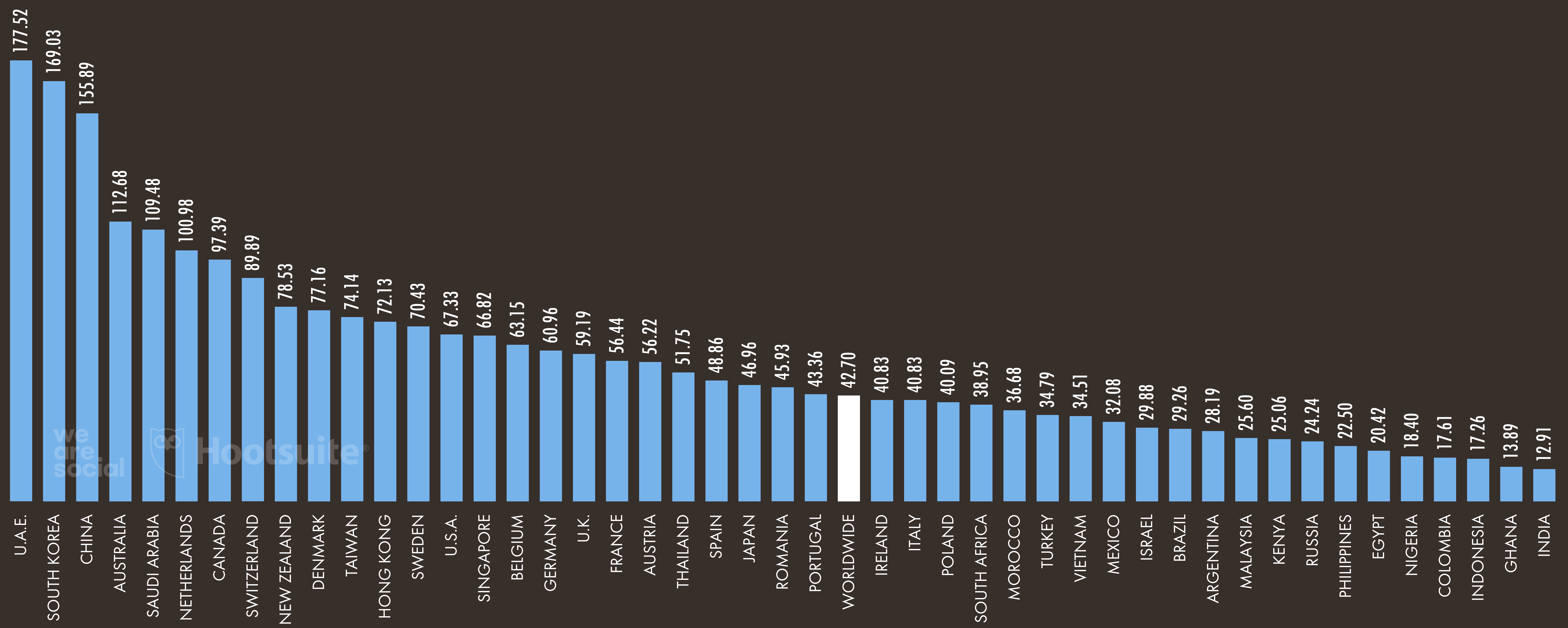
LATENCY*:
-22.5%

SOURCE: OOKLA (JAN 2021). FIGURES REPRESENT AVERAGE DOWNLOAD AND UPLOAD SPEEDS (IN MEGABITS PER SECOND) AND CONNECTION LATENCY (IN MILLISECONDS) IN DECEMBER 2020, WITH COMPARISONS TO THE EQUIVALENT VALUES IN DECEMBER 2019. ***NOTE:** A NEGATIVE VALUE FOR YEAR-ON-YEAR CHANGE IN LATENCY REPRESENTS AN IMPROVEMENT, BECAUSE LOWER LATENCY RESULTS IN FASTER CONTENT DELIVERY.

JAN 2021

AVERAGE MOBILE INTERNET CONNECTION SPEEDS

THE AVERAGE DOWNLOAD SPEED OF MOBILE INTERNET CONNECTIONS, IN MEGABITS PER SECOND (MBPS)



SOURCE: OOKLA SPEEDTEST (JAN 2021). FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS IN DECEMBER 2020.

JAN 2021

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	QATAR	178.01	+124.7%
02	U.A.E.	177.52	+104.6%
03	SOUTH KOREA	169.03	+63.8%
04	CHINA	155.89	+130.2%
05	AUSTRALIA	112.68	+66.5%
06	KUWAIT	110.59	+137.7%
07	SAUDI ARABIA	109.48	+97.0%
08	NORWAY	105.79	+58.1%
09	NETHERLANDS	100.98	+50.5%
10	CANADA	97.39	+37.7%

SLOWEST MOBILE INTERNET CONNECTION SPEEDS

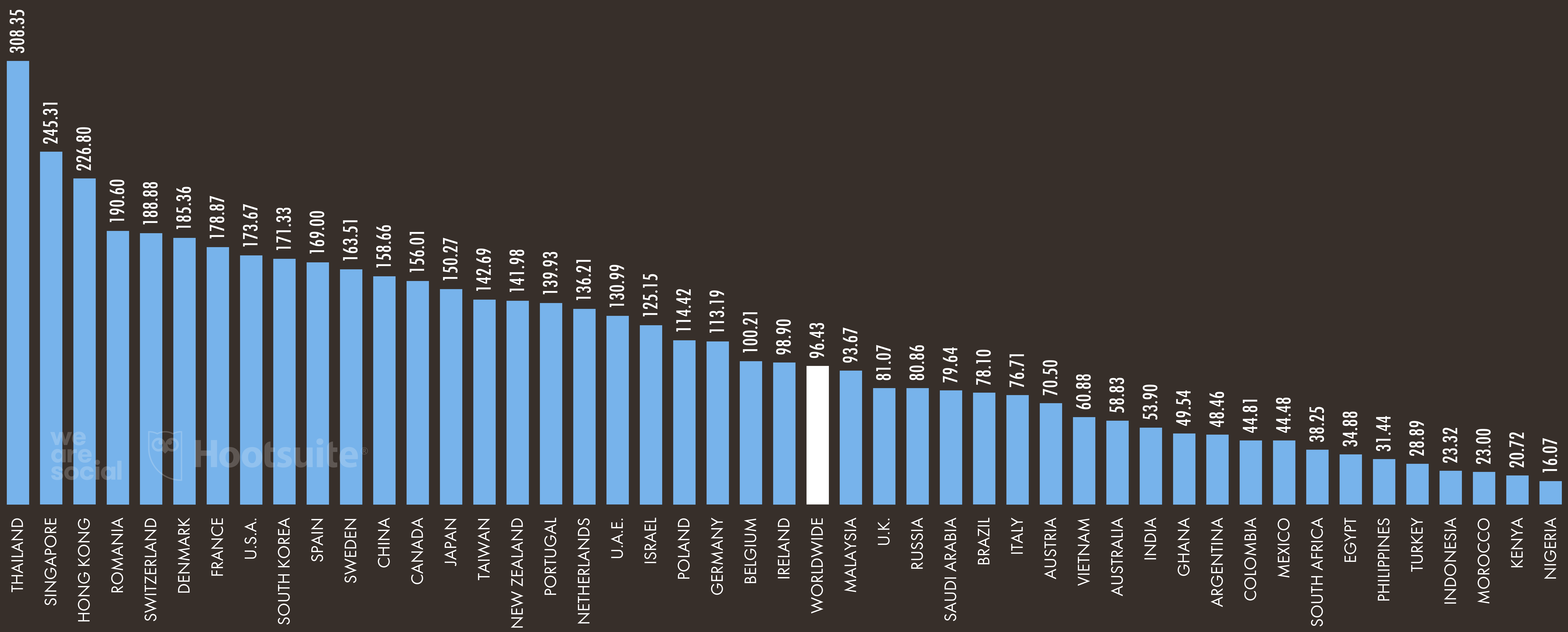
#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
139	AFGHANISTAN	6.62	-2.9%
138	VENEZUELA	7.48	-10.4%
137	PALESTINE	7.55	+22.4%
136	SUDAN	10.26	+19.3%
135	BANGLADESH	10.64	-1.5%
134	SOMALIA	11.39	-0.2%
133	ZAMBIA	11.42	-10.1%
132	UGANDA	12.52	-21.1%
131	TANZANIA	12.58	-1.0%
130	UZBEKISTAN	12.66	+33.1%

SOURCE: OOKLA SPEEDTEST (JAN 2021). FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS IN DECEMBER 2020, WITH COMPARISONS TO AVERAGE MOBILE DOWNLOAD SPEEDS IN DECEMBER 2019. ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE FOR WHICH RELEVANT DATA ARE AVAILABLE IN JANUARY 2021.

JAN 2021

AVERAGE FIXED INTERNET CONNECTION SPEEDS

THE AVERAGE DOWNLOAD SPEED OF FIXED INTERNET CONNECTIONS, IN MEGABITS PER SECOND (MBPS)



SOURCE: OOKLA SPEEDTEST (JAN 2021). FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS IN DECEMBER 2020.

JAN 2021

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	THAILAND	308.35	+146.4%
02	SINGAPORE	245.31	+22.6%
03	HONG KONG	226.80	+37.6%
04	ROMANIA	190.60	+31.5%
05	SWITZERLAND	188.88	+30.9%
06	DENMARK	185.36	+54.6%
07	HUNGARY	183.29	+43.1%
08	FRANCE	178.87	+36.3%
09	U.S.A.	173.67	+32.8%
10	ANDORRA	172.81	+59.4%

SLOWEST FIXED INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
173	TURKMENISTAN	3.09	+80.7%
172	CUBA	4.30	-19.9%
171	YEMEN	4.67	+6.4%
170	ALGERIA	5.29	+34.9%
169	MAURITANIA	5.90	+20.2%
168	SUDAN	6.23	-8.5%
167	SYRIA	8.54	+16.8%
166	DEM. REP. OF THE CONGO	8.78	+40.5%
165	AFGHANISTAN	8.91	+28.8%
164	TUNISIA	9.52	+4.4%

SOURCE: OOKLA SPEEDTEST (JAN 2021). FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS IN DECEMBER 2020, WITH COMPARISONS TO AVERAGE DOWNLOAD SPEEDS IN DECEMBER 2019. *NOTE: ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE FOR WHICH RELEVANT DATA ARE AVAILABLE IN JANUARY 2021.

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	LAPTOPS & DESKTOPS	TABLET COMPUTERS	OTHER DEVICES
55.7%	41.4%	2.8%	0.07%
DEC 2020 vs. DEC 2019:	DEC 2020 vs. DEC 2019:	DEC 2020 vs. DEC 2019:	DEC 2020 vs. DEC 2019:
+4.6%	-5.8%	+3.3%	[UNCHANGED]
+244 BPS	-253 BPS	+9 BPS	

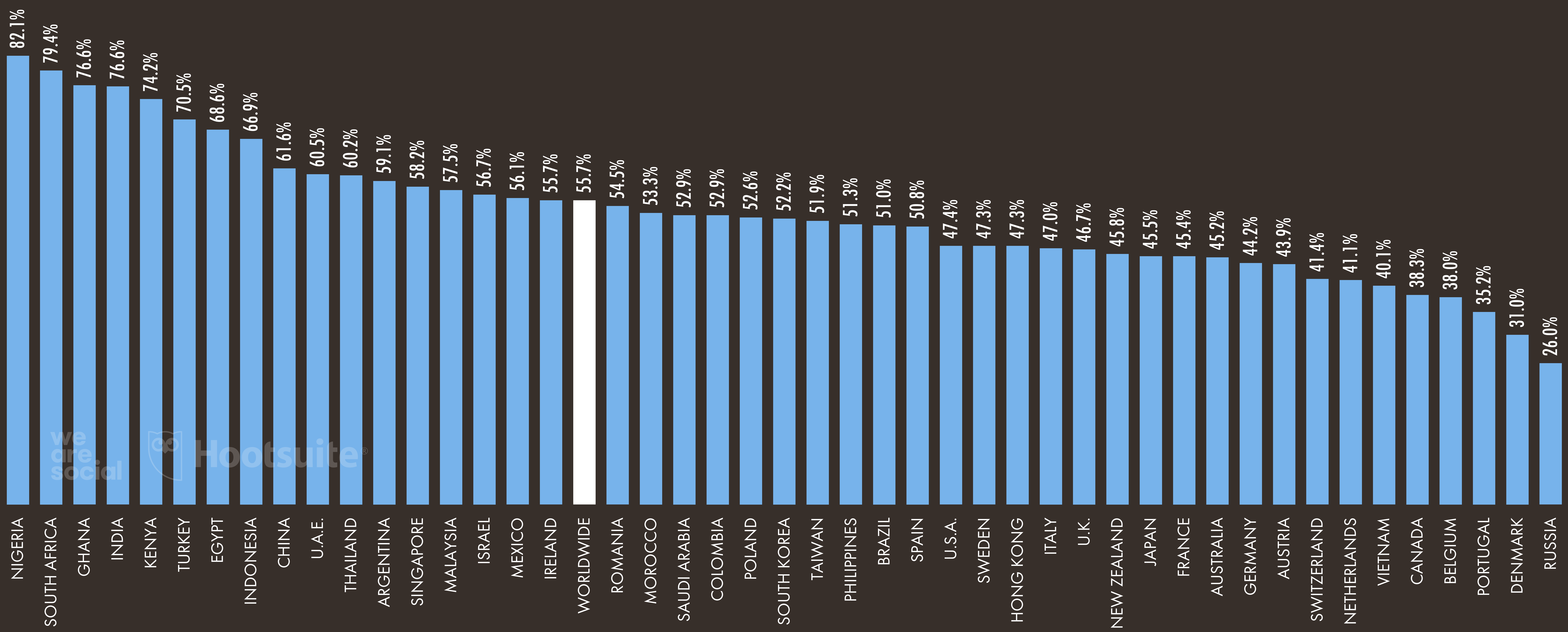
SOURCE: STATCOUNTER (ACCESSED JAN 2021). FIGURES REPRESENT EACH DEVICE'S SHARE OF WEB PAGES SERVED TO WEB BROWSERS ONLY. **NOTES:** FIGURES FOR DEVICE SHARE ARE FOR DECEMBER 2020; ANNUAL CHANGE FIGURES COMPARE MONTHLY SHARE VALUES FOR DECEMBER 2020 TO DECEMBER 2019. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). 'BPS' VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE IN SHARE VALUES.

JAN 2021

MOBILE'S SHARE OF WEB TRAFFIC

PERCENTAGE OF ALL WEB PAGES SERVED TO WEB BROWSERS ON MOBILE PHONES

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)



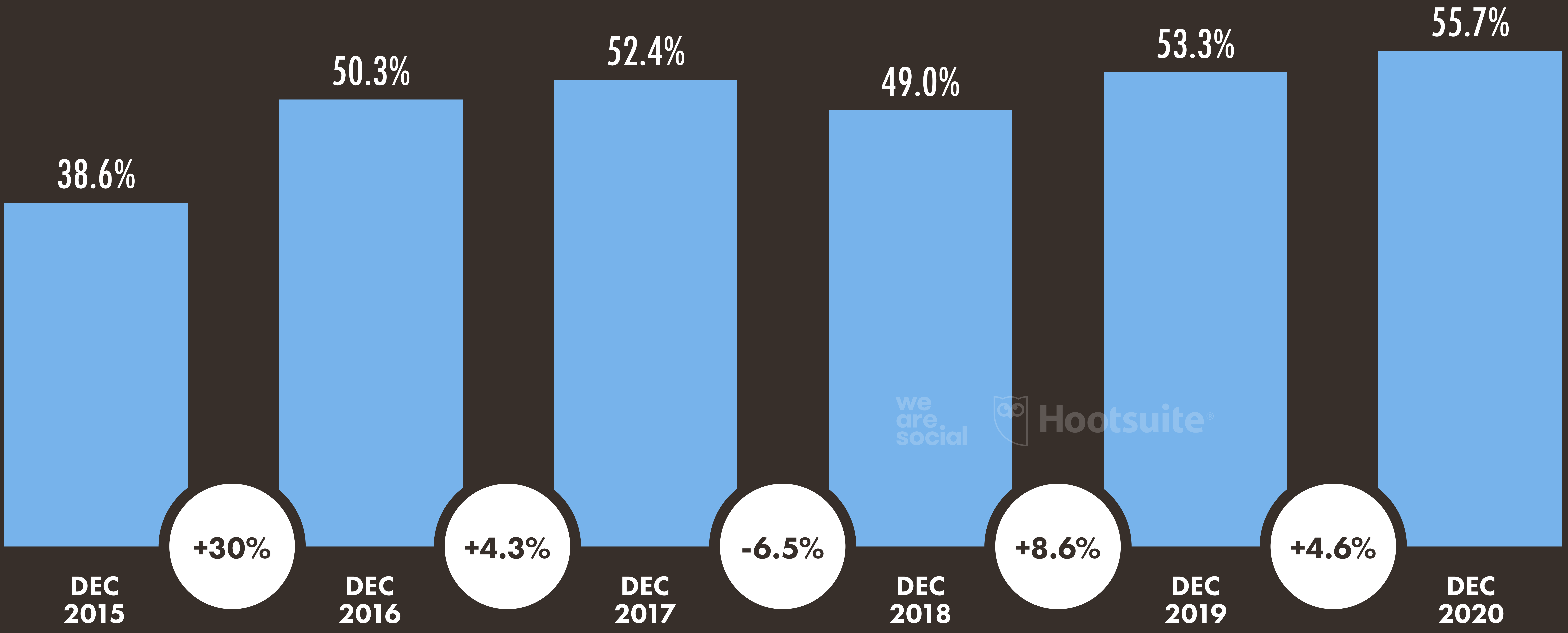
SOURCE: STATCOUNTER (JAN 2021), BASED ON WEB TRAFFIC IN DECEMBER 2020.

JAN 2021

EVOLUTION OF MOBILE'S SHARE OF WEB TRAFFIC

SHARE OF TOTAL WEB TRAFFIC SERVED TO WEB BROWSERS ON MOBILE PHONES OVER TIME, WITH YEAR-ON-YEAR CHANGE

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)



SOURCE: STATCOUNTER (ACCESSED JAN 2021). **NOTES:** FIGURES REPRESENT MOBILE'S SHARE OF WEB PAGES SERVED TO WEB BROWSERS ONLY. YEAR-ON-YEAR CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

JAN 2021

SHARE OF GLOBAL WEB TRAFFIC BY BROWSER

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

CHROME	SAFARI	FIREFOX	SAMSUNG INTERNET
63.4%	19.3%	3.8%	3.5%
-0.4% Y-O-Y	+8.9% Y-O-Y	-14% Y-O-Y	+0.3% Y-O-Y

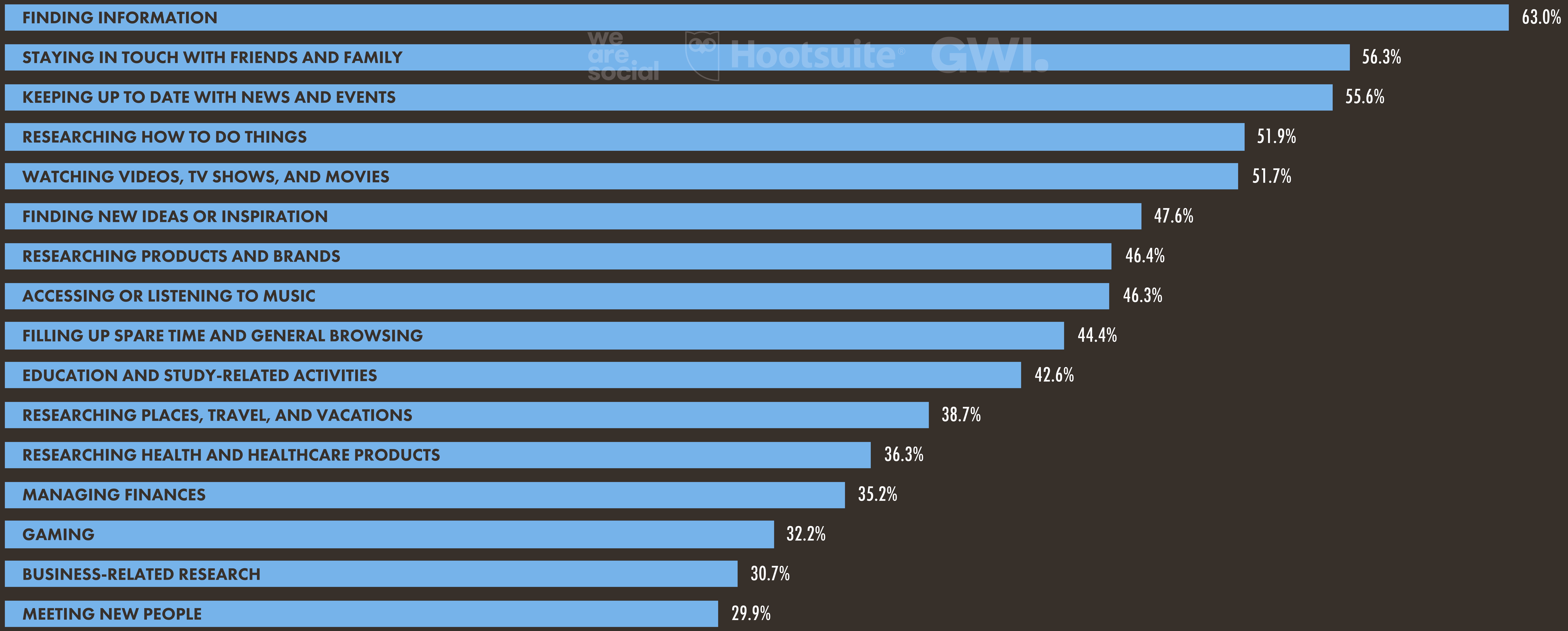
MICROSOFT EDGE*	OPERA	INTERNET EXPLORER	OTHER
3.4%	2.3%	1.1%	3.4%
+66% Y-O-Y	-0.9% Y-O-Y	-33% Y-O-Y	-31% Y-O-Y

SOURCE: STATCOUNTER (ACCESSED JANUARY 2021). ***NOTES:** VALUES FOR MICROSOFT EDGE INCLUDE EDGE LEGACY. BROWSER SHARE VALUES ARE FOR DECEMBER 2020; CHANGE FIGURES COMPARE EACH BROWSER'S SHARE IN DECEMBER 2020 TO ITS SHARE IN DECEMBER 2019. CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

JAN 2021

REASONS FOR USING THE INTERNET

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



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

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	66.52B	2,995M	23M 07S	6.87
02	YOUTUBE.COM	20.42B	1,947M	33M 11S	4.17
03	FACEBOOK.COM	15.52B	1,794M	23M 02S	5.96
04	WIKIPEDIA.ORG	12.96B	2,291M	8M 42S	2.14
05	YAHOO.CO.JP	4.90B	198M	17M 31S	6.80
06	AMAZON.COM	4.34B	753M	13M 08S	7.01
07	PORNHUB.COM	3.94B	594M	14M 07S	8.91
08	INSTAGRAM.COM	3.76B	836M	17M 23S	4.46
09	XVIDEOS.COM	3.51B	523M	17M 36S	9.46
10	YAHOO.COM	3.37B	498M	15M 48S	3.97

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	TWITTER.COM	3.24B	723M	15M 21S	4.48
12	YANDEX.RU	2.95B	202M	22M 35S	7.57
13	XNXX.COM	2.29B	397M	17M 35S	9.68
14	LIVE.COM	2.20B	369M	7M 16S	4.09
15	REDDIT.COM	2.17B	344M	17M 10S	4.23
16	NAVER.COM	1.81B	67M	27M 07S	9.89
17	VK.COM	1.66B	150M	26M 43S	11.73
18	FANDOM.COM	1.49B	351M	10M 51S	3.11
19	WHATSAPP.COM	1.34B	276M	21M 44S	1.54
20	RAKUTEN.CO.JP	1.33B	143M	8M 34S	5.74

SOURCE: SEMRUSH (JAN 2021). FIGURES REPRESENT TRAFFIC FOR DECEMBER 2020. **NOTES:** 'UNIQUE VISITS' REPRESENTS THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN SITES.

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	92.21B	3,113M	10M 58S	8.3
02	YOUTUBE.COM	35.75B	1,926M	21M 10S	11.1
03	FACEBOOK.COM	25.33B	2,003M	10M 36S	8.3
04	TWITTER.COM	6.54B	902M	10M 49S	11.9
05	INSTAGRAM.COM	6.18B	1,009M	7M 45S	10.9
06	WIKIPEDIA.ORG	5.83B	1,148M	3M 55S	3.0
07	BAIDU.COM	5.70B	260M	6M 15S	8.1
08	YAHOO.COM	3.95B	517M	7M 35S	5.8
09	XVIDEOS.COM	3.75B	479M	10M 13S	8.9
10	YANDEX.RU	3.27B	183M	11M 06S	9.0

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	PORNHUB.COM	3.24B	445M	8M 33S	7.2
12	AMAZON.COM	3.10B	552M	7M 24S	9.6
13	XNXX.COM	3.08B	382M	8M 27S	11.1
14	WHATSAPP.COM	3.02B	457M	2M 42S	1.5
15	NETFLIX.COM	2.66B	261M	9M 54S	4.3
16	LIVE.COM	2.51B	293M	7M 25S	8.2
17	YAHOO.CO.JP	2.44B	100M	9M 28S	6.7
18	ZOOM.US	2.26B	462M	4M 09S	3.2
19	VK.COM	1.81B	128M	16M 51S	19.8
20	REDDIT.COM	1.74B	236M	9M 11S	6.3

SOURCE: SIMILARWEB (JAN 2021). FIGURES REPRESENT TRAFFIC FOR DECEMBER 2020. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN SITES.

JAN 2021

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	15M 41S	17.02
02	YOUTUBE.COM	17M 23S	9.86
03	TMALL.COM	7M 09S	3.92
04	BAIDU.COM	9M 23S	4.63
05	QQ.COM	3M 44S	4.00
06	SOHU.COM	3M 38S	4.61
07	FACEBOOK.COM	18M 47S	8.82
08	TAOBAO.COM	4M 37S	3.61
09	AMAZON.COM	10M 40S	9.94
10	360.CN	3M 18S	4.15

#	WEBSITE	TIME / DAY	PAGES / DAY
11	YAHOO.COM	5M 08S	4.74
12	JD.COM	3M 30S	4.40
13	WIKIPEDIA.ORG	3M 48S	3.10
14	WEIBO.COM	3M 00S	3.62
15	SINA.COM.CN	2M 53S	3.43
16	LIVE.COM	5M 23S	5.43
17	REDDIT.COM	5M 32S	4.40
18	ZOOM.US	8M 14S	3.93
19	NETFLIX.COM	4M 26S	3.23
20	XINHUANET.COM	2M 53S	5.53

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

JAN 2021

MOST COMMON LANGUAGES FOR WEB CONTENT

BASED ON THE LANGUAGES USED ON THE WORLD'S TOP 10 MILLION WEBSITES*

#	LANGUAGE	% WEBSITES	SHARE OF POP.
01	ENGLISH	60.4%	16.2%
02	RUSSIAN	8.5%	3.3%
03	SPANISH	4.0%	6.9%
04	TURKISH	3.7%	1.1%
05	PERSIAN	3.0%	0.7%
06	FRENCH	2.6%	3.5%
07	GERMAN	2.4%	1.7%
08	JAPANESE	2.1%	1.6%
09	VIETNAMESE	1.7%	1.0%
10	SIMPLIFIED CHINESE	1.4%	14.3%

#	LANGUAGE	% WEBSITES	SHARE OF POP.
11	PORTUGUESE	1.3%	3.2%
12	STANDARD ARABIC	1.1%	3.5%
13	ITALIAN	0.8%	0.9%
14	INDONESIAN	0.7%	2.5%
15	GREEK	0.7%	0.2%
16	POLISH	0.6%	0.6%
17	DUTCH (INC. FLEMISH)	0.6%	0.3%
18	KOREAN	0.6%	1.0%
19	THAI	0.5%	0.8%
20	UKRAINIAN	0.4%	0.5%

SOURCES: W3TECHS (ACCESSED JAN 2021); ETHNOLOGUE (ACCESSED JAN 2021); UNITED NATIONS (JAN 2021). ***NOTES:** TOP 10 MILLION WEBSITES BASED ON TRAFFIC RANKING DATA FROM ALEXA.COM. FIGURES IN THE "SHARE OF POP." COLUMN SHOW THE PERCENTAGE OF THE WORLD'S TOTAL POPULATION THAT IDENTIFIES AS A SPEAKER OF EACH LANGUAGE (EITHER AS THEIR NATIVE TONGUE OR AS A SECOND LANGUAGE), BASED ON DATA REPORTED BY ETHNOLOGUE AND THE UNITED NATIONS.

JAN 2021

SEARCH ENGINE MARKET SHARE

PERCENTAGE OF GLOBAL WEB SEARCH TRAFFIC GOING TO EACH SEARCH ENGINE'S WEBSITE IN DECEMBER 2020

GOOGLE	91.4%	-1.4%
BING	2.7%	+6%
YAHOO!	1.5%	-8.2%
YANDEX	1.5%	+38%
BAIDU	1.4%	+28%
DUCKDUCKGO	0.6%	+40%
SOGOU	0.5%	+69%
OTHER	0.6%	+3.7%

SOURCE: STATCOUNTER (JAN 2021).

JAN 2021

GOOGLE SEARCH: TOP WORLDWIDE QUERIES IN 2020

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO GOOGLE SEARCH BETWEEN 01 JANUARY AND 31 DECEMBER 2020

#	SEARCH QUERY	INDEX	▲ Y-O-Y
01	GOOGLE	100	-6.6%
02	FACEBOOK	93	-16%
03	YOUTUBE	84	-7.7%
04	VIDEO	69	-14%
05	YOU	68	+3.1%
06	CORONAVIRUS	61	[NEW]
07	NEWS	53	+12%
08	WEATHER	52	-5.9%
09	AMAZON	41	+11%
10	TRANSLATE	36	+16%

#	SEARCH QUERY	INDEX	▲ Y-O-Y
11	INSTAGRAM	33	+2.1%
12	CORONA	30	+1,200%
13	WHATSAPP	29	+72%
14	GMAIL	28	-4.4%
15	MP3	21	-15%
16	TWITTER	21	+27%
17	TIEMPO	21	+30%
18	TRADUCTOR	20	+20%
19	CLIMA	20	-13%
20	HOTMAIL	19	-11%

SOURCE: GOOGLE TRENDS (ACCESSED JAN 2021); KEPIOS ANALYSIS. **NOTES:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY). YEAR-ON-YEAR CHANGE FIGURES COMPARE AVERAGE INDEX VALUES FOR EACH QUERY IN Q4 2020 TO Q4 2019.

JAN 2021

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 SEARCHES

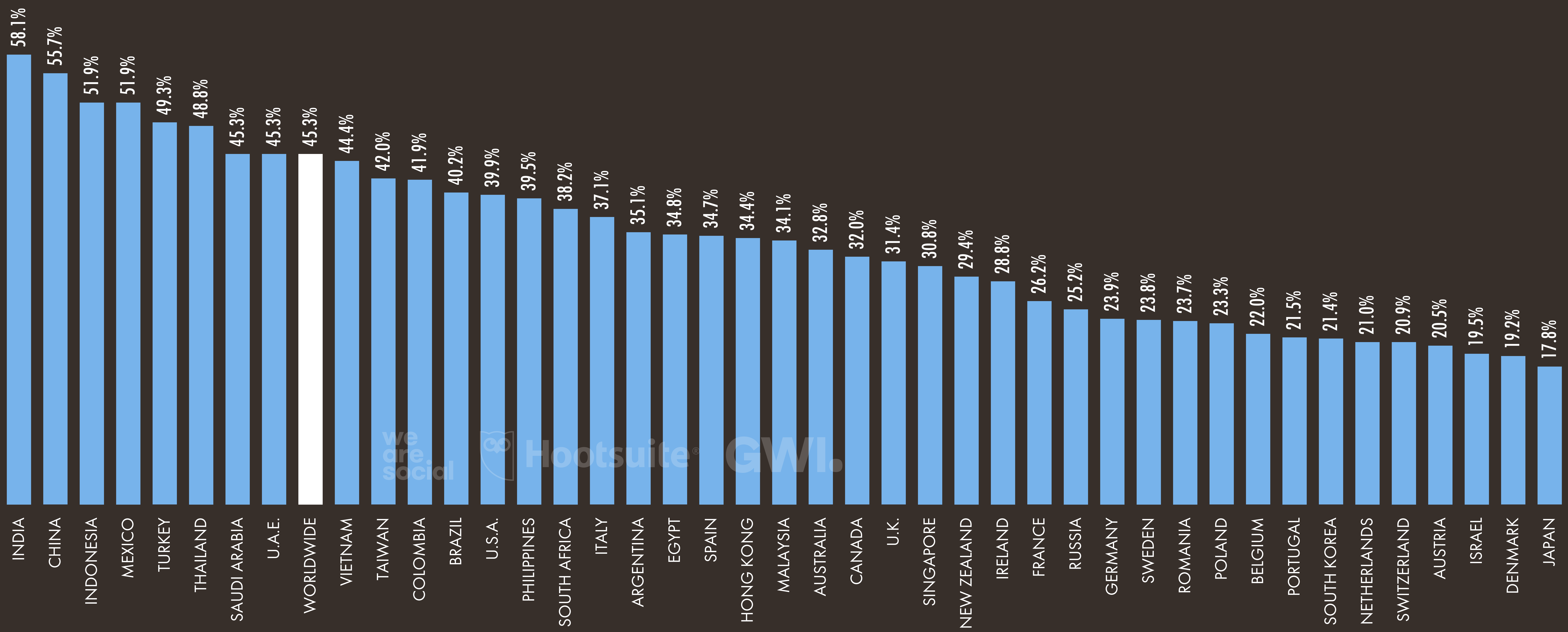
USE A CONVENTIONAL SEARCH ENGINE (ANY DEVICE)	USE VOICE SEARCH OR VOICE COMMANDS (ANY DEVICE)	SEARCH FOR BRAND INFORMATION ON SOCIAL MEDIA (ANY DEVICE)	USE IMAGE RECOGNITION TOOLS (MOBILE DEVICES ONLY)
98.0%	45.3%	44.8%	32.9%

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
*NOTE: THE QUESTIONS INFORMING THESE DATA POINTS APPEAR IN DIFFERENT PARTS OF GWI'S SURVEY, SO FIGURES MAY NOT BE DIRECTLY COMPARABLE WITH ONE ANOTHER.

JAN 2021

USE OF VOICE SEARCH AND VOICE COMMANDS

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

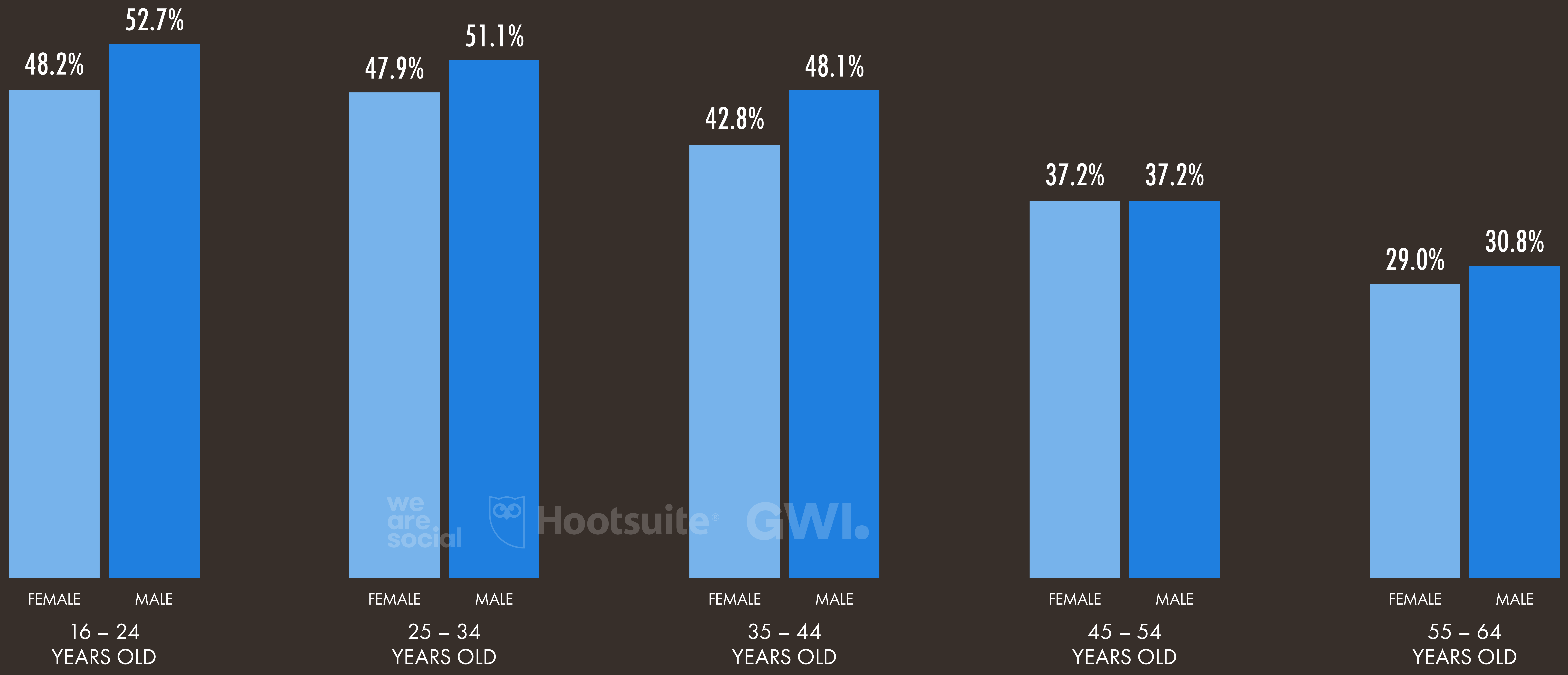


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

USE OF VOICE INTERFACES BY AGE AND GENDER

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



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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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)

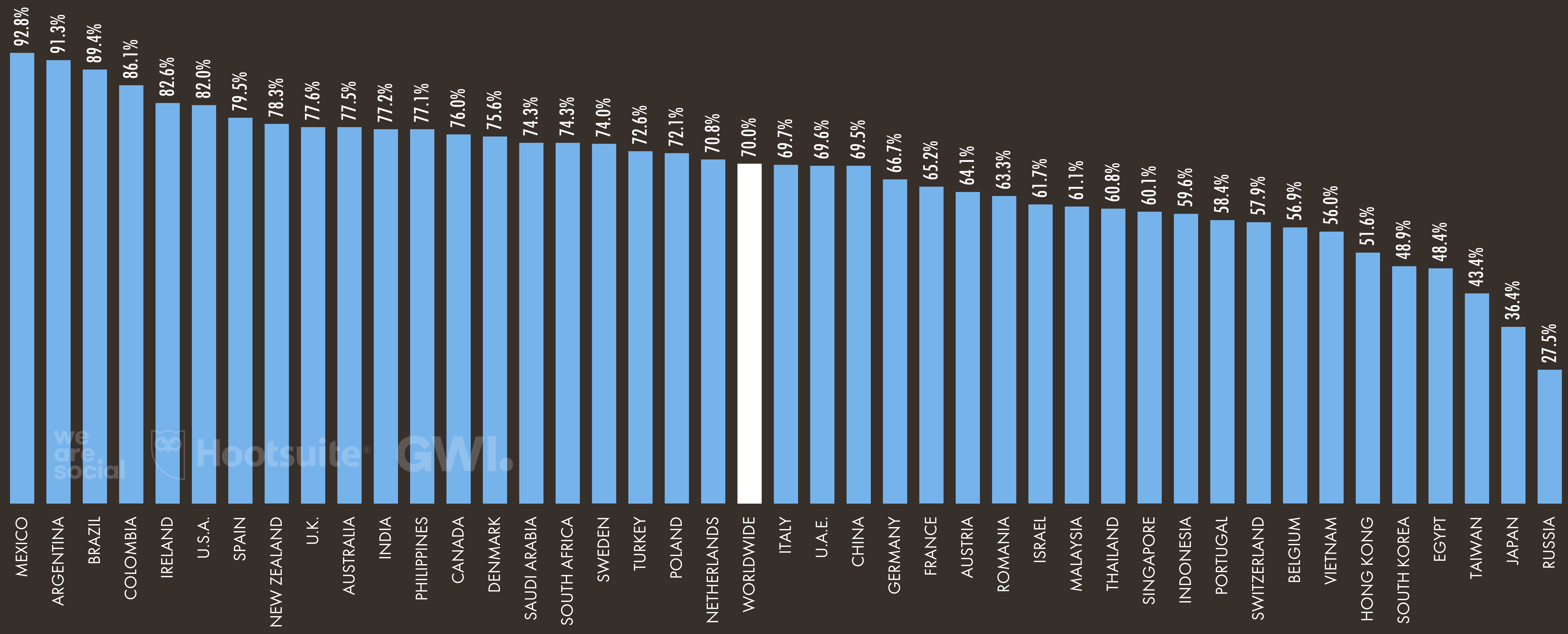
WATCH ONLINE VIDEOS	WATCH VLOGS	LISTEN TO MUSIC STREAMING SERVICES	LISTEN TO ONLINE RADIO STATIONS	LISTEN TO OR WATCH PODCASTS
90.6%	51.4%	73.2%	47.1%	44.1%

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

STREAMING TV CONTENT VIA THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH TV CONTENT VIA STREAMING SERVICES (E.G. NETFLIX) EACH MONTH

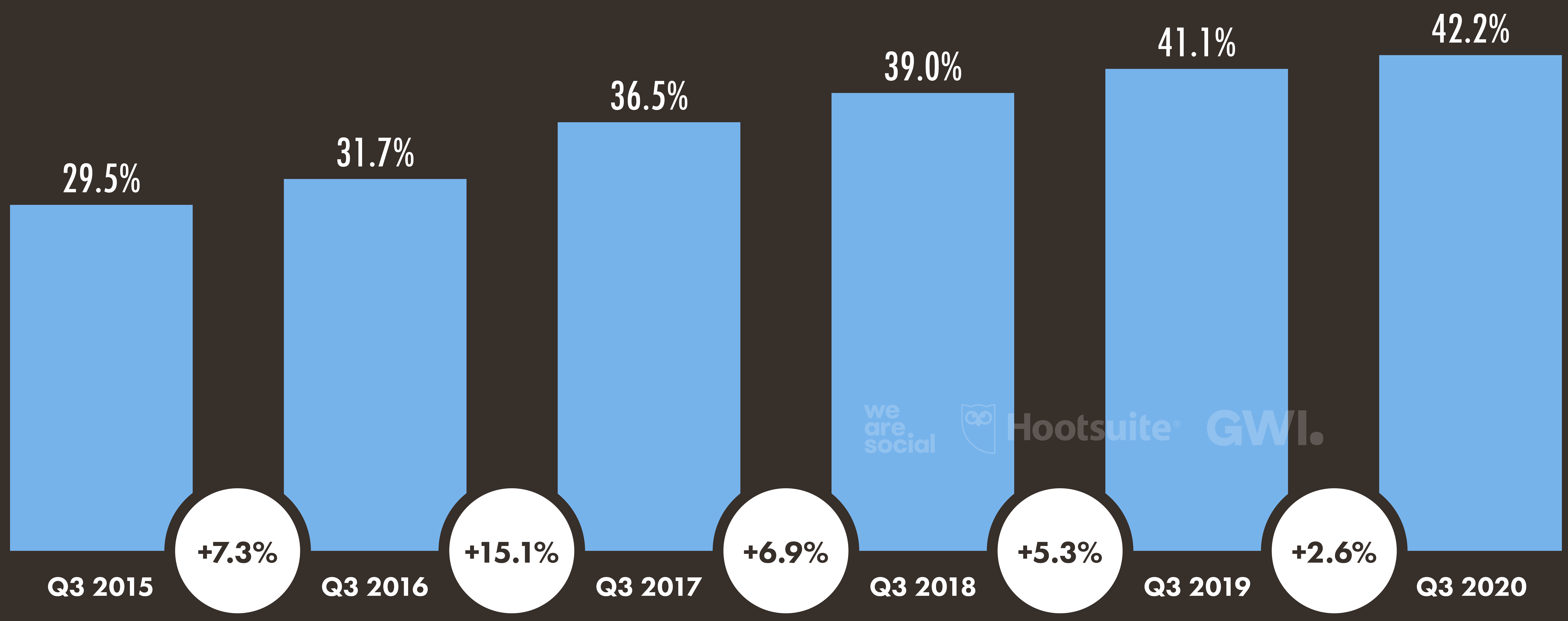


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

STREAMING TV'S SHARE OF DAILY TV WATCH TIME

DAILY TIME INTERNET USERS* SPEND WATCHING TV CONTENT VIA STREAMING SERVICES AS A SHARE OF THE TOTAL TIME THEY SPEND WATCHING TV



SOURCE: GWI (Q3 2015 – Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. ***NOTES:** BASED ON THE BEHAVIOURS OF INTERNET USERS AGED 16 TO 64 ONLY. GROWTH FIGURES SHOWN IN THE WHITE CIRCLES REFLECT RELATIVE YEAR-ON-YEAR GROWTH, NOT THE ABSOLUTE CHANGE.

PLAYING VIDEO GAMES: DEVICE PERSPECTIVE

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

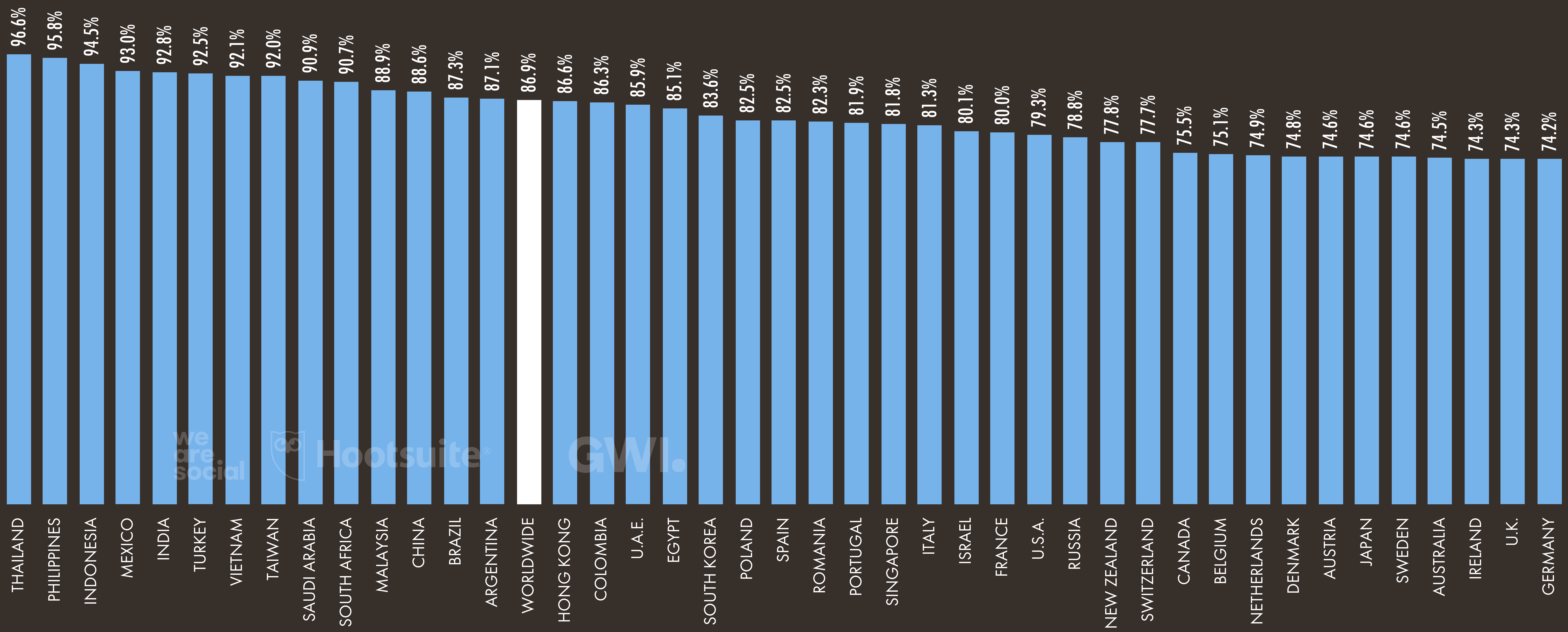
ANY DEVICE	SMART PHONE	PC (LAPTOP OR DESKTOP)	GAMES CONSOLE	TABLET DEVICE
86.9%	74.9%	44.4%	26.1%	19.6%

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN
2021

PLAYING VIDEO GAMES

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

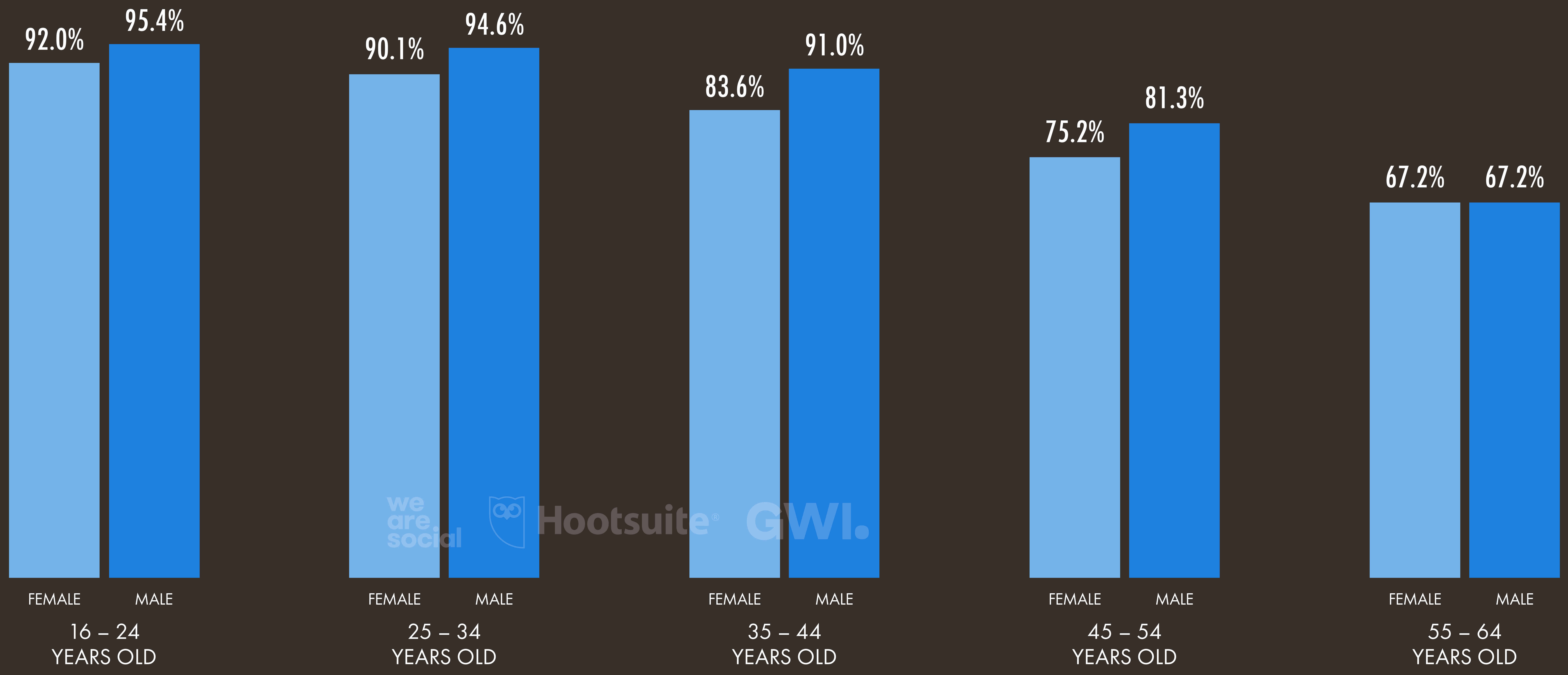


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN
2021

PLAYING VIDEO GAMES BY AGE AND GENDER

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



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

MOST POPULAR VIDEO GAME FORMATS BY AGE GROUP

PERCENTAGE OF GLOBAL INTERNET USERS* IN EACH AGE GROUP WHO SAY THEY PLAY EACH TYPE OF VIDEO GAME ON ANY DIGITAL DEVICE

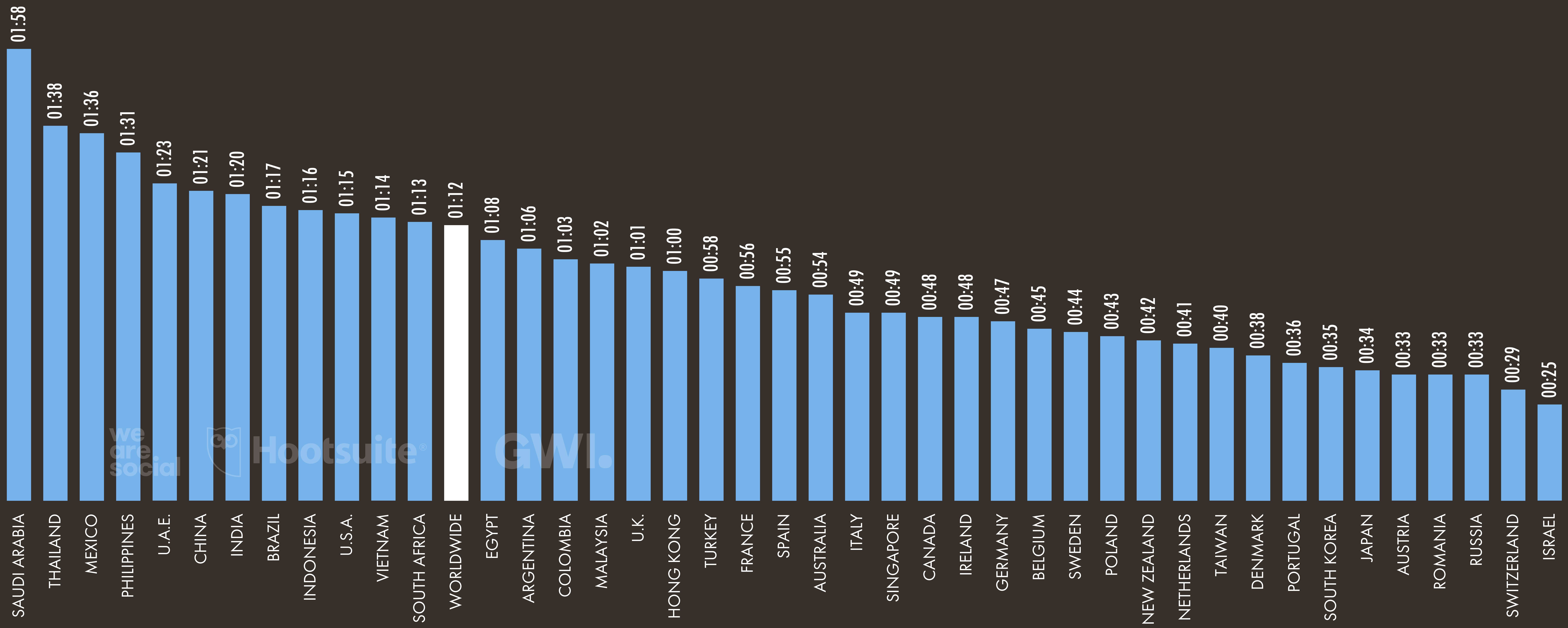
16-24 YEARS OLD		25-34 YEARS OLD		35-44 YEARS OLD		45-54 YEARS OLD		55-64 YEARS OLD	
SHOOTER	62%	SHOOTER	59%	SHOOTER	47%	SHOOTER	32%	PUZZLE PLATFORM	18%
ACTION ADVENTURE	56%	ACTION ADVENTURE	51%	ACTION ADVENTURE	44%	ACTION ADVENTURE	31%	SHOOTER	16%
M.O.B.A.	41%	RACING	41%	RACING	35%	PUZZLE PLATFORM	27%	ACTION ADVENTURE	15%
SIMULATION	38%	M.O.B.A.	40%	PUZZLE PLATFORM	33%	RACING	24%	ONLINE BOARD GAMES	13%
RACING	38%	SPORTS	36%	SPORTS	32%	SPORTS	21%	RACING	12%
BATTLE ROYALE	36%	SIMULATION	34%	STRATEGY	31%	STRATEGY	21%	SIMULATION	11%
STRATEGY	35%	STRATEGY	34%	M.O.B.A.	30%	SIMULATION	20%	SPORTS	11%
PUZZLE PLATFORM	34%	PUZZLE PLATFORM	34%	SIMULATION	29%	ACTION PLATFORM	19%	ACTION PLATFORM	10%
SPORTS	33%	ACTION PLATFORM	33%	ACTION PLATFORM	29%	M.M.O.	19%	STRATEGY	10%
ACTION PLATFORM	32%	M.M.O.	32%	M.M.O.	28%	M.O.B.A.	18%	M.M.O.	9%

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***NOTE:** PERCENTAGES REPRESENT SHARE OF ALL INTERNET USERS IN EACH AGE GROUP, REGARDLESS OF WHETHER THEY PLAY VIDEO GAMES.

JAN 2021

DAILY TIME SPENT USING A GAMES CONSOLE

AVERAGE AMOUNT OF TIME PER DAY (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING A GAMES CONSOLE

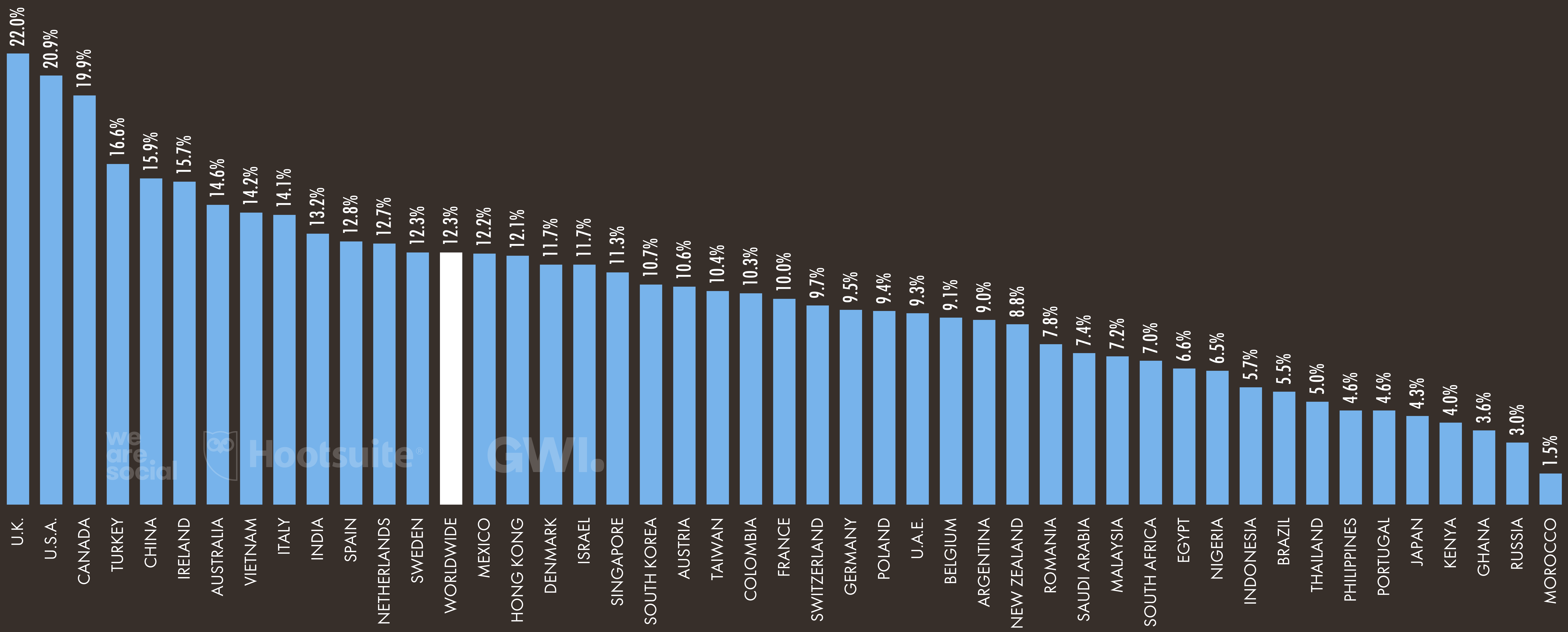


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

SMART HOME DEVICE OWNERSHIP

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



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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OVERVIEW OF THE SMART HOME DEVICE MARKET

VALUE OF THE GLOBAL MARKET FOR SMART HOME DEVICES, WITH VALUE BY DEVICE SUB-CATEGORY (IN U.S. DOLLARS)

REVISIONS TO HISTORICAL FIGURES MEAN VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS

NUMBER OF HOMES WITH SMART HOME DEVICES

221.7 MILLION

TOTAL ANNUAL VALUE OF SMART HOME DEVICES MARKET

$77.39 BILLION

VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET*

$14.98 BILLION

VALUE OF SMART HOME APPLIANCES MARKET

$28.51 BILLION

VALUE OF SMART HOME SECURITY DEVICE MARKET

$11.92 BILLION

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET

$9.24 BILLION

VALUE OF SMART HOME COMFORT & LIGHTING MARKET

$6.62 BILLION

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET

$6.12 BILLION

SOURCE: STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSED JAN 2021). FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2020, IN U.S. DOLLARS. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. ***NOTES:** THE "CONTROL AND CONNECTIVITY" SEGMENT INCLUDES HUBS AND INTERFACES FOR "INTELLIGENT HOME NETWORKS" (E.G. SMART SPEAKERS, CENTRAL CONTROL UNITS, SMART PLUGS, ETC.). ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. DATA NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2021

AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (IN U.S. DOLLARS)

REVISIONS TO HISTORICAL FIGURES MEAN VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS

PENETRATION OF SMART HOME DEVICES*

10.6%

ARPU*: COMBINED SPEND ON ALL SMART HOME DEVICES

$349

ARPU*: SMART HOME CONTROL & CONNECTIVITY DEVICES

$165

ARPU*: SMART HOME APPLIANCES

$406

ARPU*: SMART HOME SECURITY DEVICES

$144

ARPU*: SMART HOME ENTERTAINMENT DEVICES

$120

ARPU*: SMART HOME COMFORT & LIGHTING

$77

ARPU*: SMART HOME ENERGY MANAGEMENT

$91

SOURCE: STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSED JAN 2021). FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUE FOR 2020, IN U.S. DOLLARS. SEE STATISTA.COM FOR MORE DETAILS. ***NOTES:** "PENETRATION" REFERS TO THE NUMBER OF HOMES WITH SMART HOME DEVICES; "ARPU" REFERS TO AVERAGE REVENUE PER HOME WITH EACH KIND OF DEVICE. ARPU FOR SUB-CATEGORIES MAY EXCEED COMBINED ARPU DUE TO DIFFERENCES IN THE NUMBER OF HOMES. **COMPARABILITY ADVISORY:** BASE CHANGES.

SMART HOME MARKET: ANNUAL VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE SIZE AND VALUE OF THE SMART HOME MARKET, WITH DETAIL BY SUB-CATEGORY

REVISIONS TO HISTORICAL FIGURES MEAN VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS

ANNUAL CHANGE IN SMART HOME PENETRATION*

+14%

Y-O-Y VALUE CHANGE: OVERALL SMART HOME DEVICES MARKET

+16%

Y-O-Y VALUE CHANGE: SMART HOME CONTROL & CONNECTIVITY MARKET

+16%

Y-O-Y VALUE CHANGE: SMART HOME APPLIANCES MARKET

+16%

Y-O-Y VALUE CHANGE: SMART HOME SECURITY DEVICE MARKET

+20%

Y-O-Y VALUE CHANGE: SMART HOME ENTERTAINMENT DEVICE MARKET

+13%

Y-O-Y VALUE CHANGE: SMART HOME COMFORT & LIGHTING MARKET

+13%

Y-O-Y VALUE CHANGE: SMART HOME ENERGY MANAGEMENT MARKET

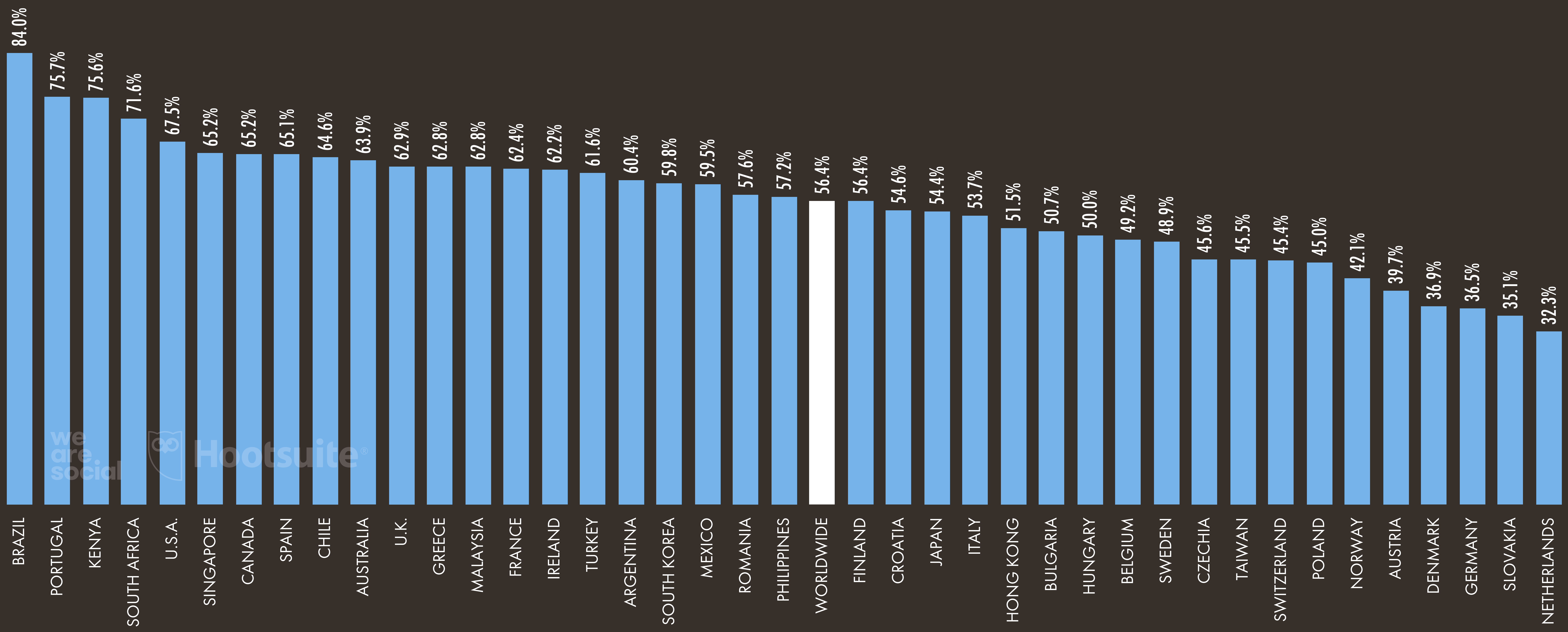
+21%

SOURCE: STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSED JAN 2021). GROWTH FIGURES REPRESENT THE YEAR-ON-YEAR CHANGE IN ESTIMATES OF FULL-YEAR REVENUE FOR 2020 COMPARED TO 2019. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. ***NOTES:** "PENETRATION" REFERS TO THE NUMBER OF HOMES WITH SMART HOME DEVICES. "Y-O-Y VALUE CHANGE" FIGURES REFER TO THE YEAR-ON-YEAR CHANGE IN REVENUE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2021

CONCERNS ABOUT MISINFORMATION AND 'FAKE NEWS'

PERCENTAGE OF ADULTS AGED 18+ WHO SAY THEY'RE CONCERNED ABOUT WHAT IS REAL AND FAKE WHEN IT COMES TO NEWS ON THE INTERNET

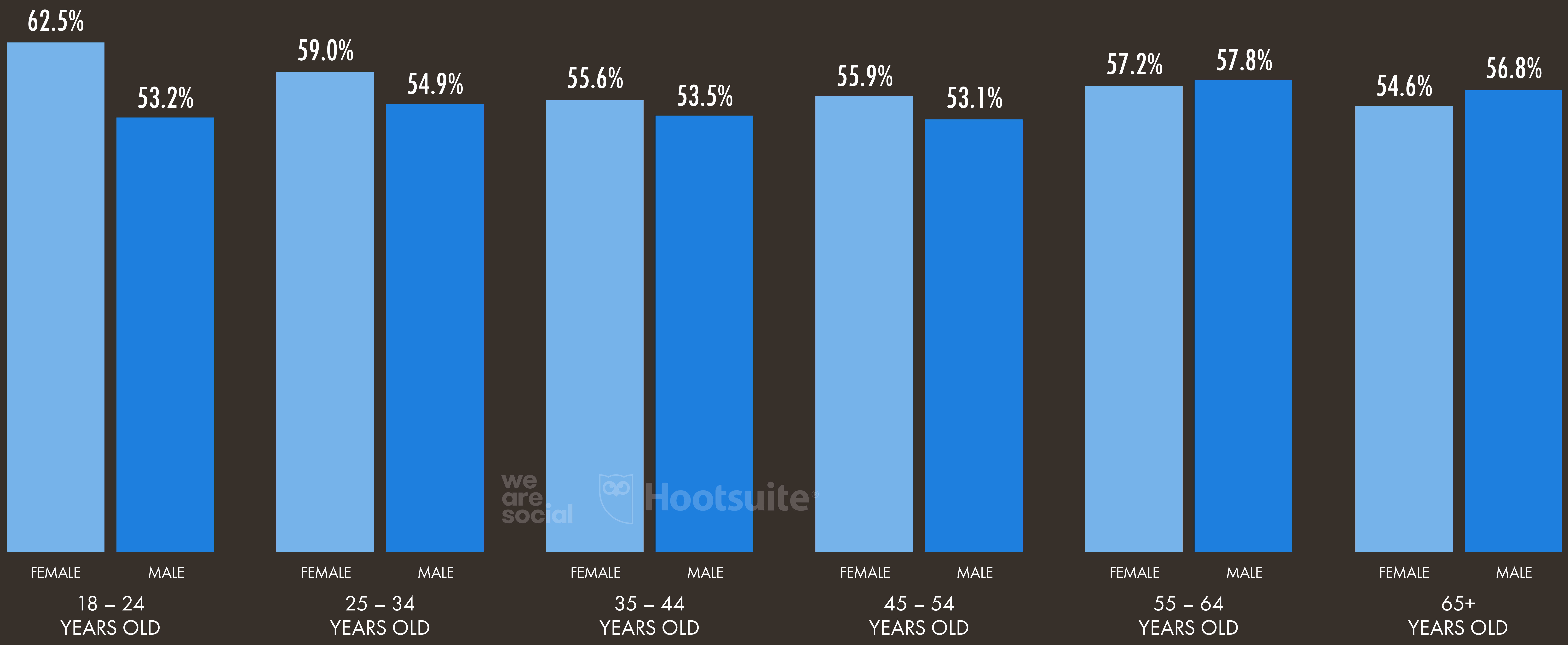


SOURCE: REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM DIGITAL NEWS REPORT 2020. FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF ADULTS AGED 18 AND ABOVE.

JAN 2021

CONCERNS ABOUT MISINFORMATION AND 'FAKE NEWS'

PERCENTAGE OF SURVEY RESPONDENTS WHO SAY THEY'RE CONCERNED ABOUT WHAT IS REAL AND FAKE WHEN IT COMES TO NEWS ON THE INTERNET



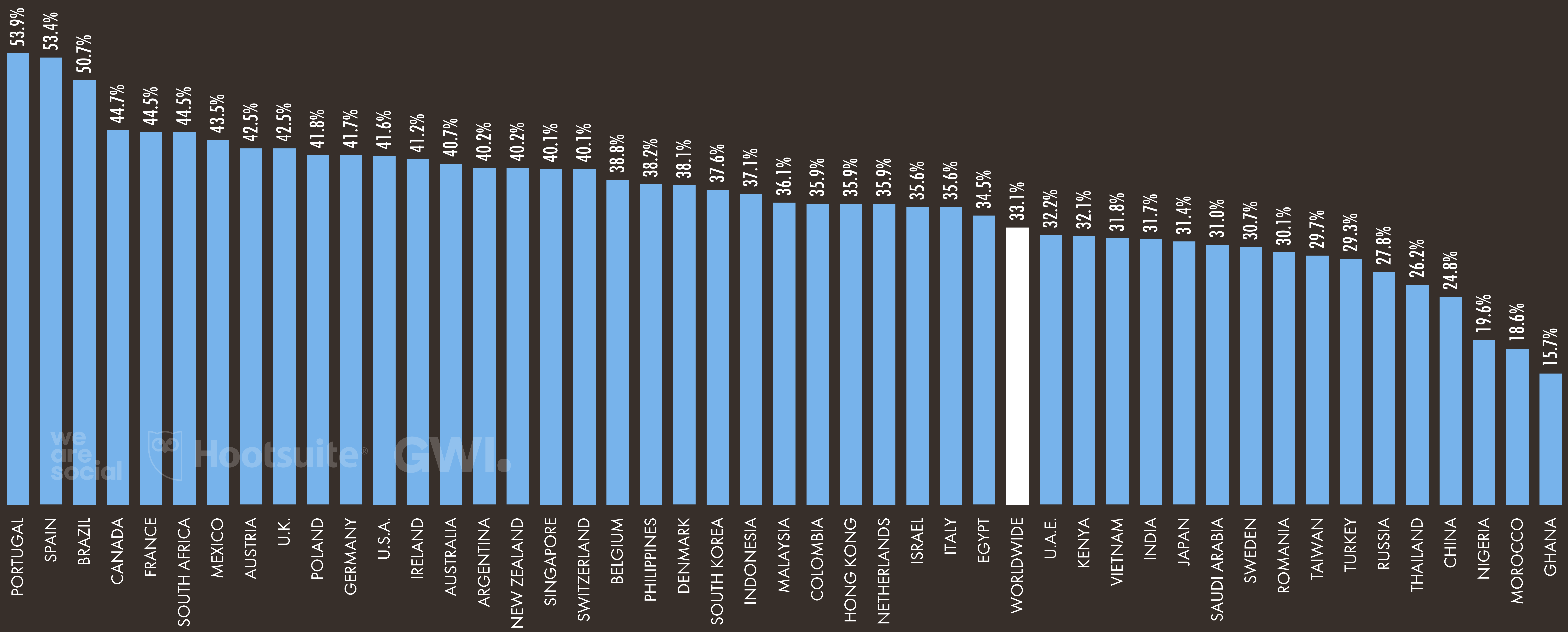
SOURCE: REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM DIGITAL NEWS REPORT 2020. FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF ADULTS AGED 18 AND ABOVE.

JAN 2021

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

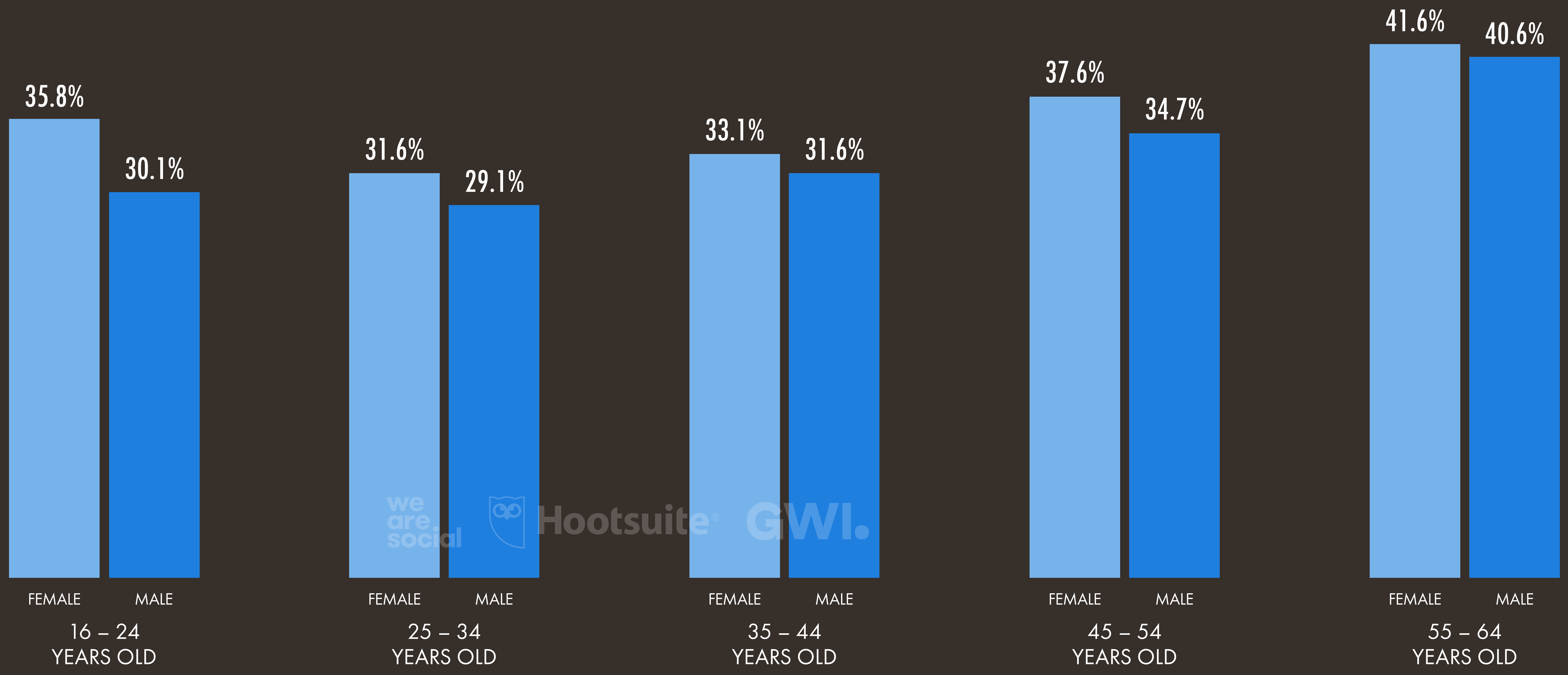


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. **◈ COMPARABILITY ADVISORY:** THE SURVEY QUESTION THAT INFORMS THIS CHART HAS CHANGED COMPARED TO A SIMILAR CHART THAT APPEARED IN OUR REPORTS IN PREVIOUS YEARS, SO VALUES ARE NOT COMPARABLE WITH DATA PUBLISHED IN OUR PREVIOUS REPORTS.

JAN 2021

CONCERNS ABOUT MISUSE OF PERSONAL DATA

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



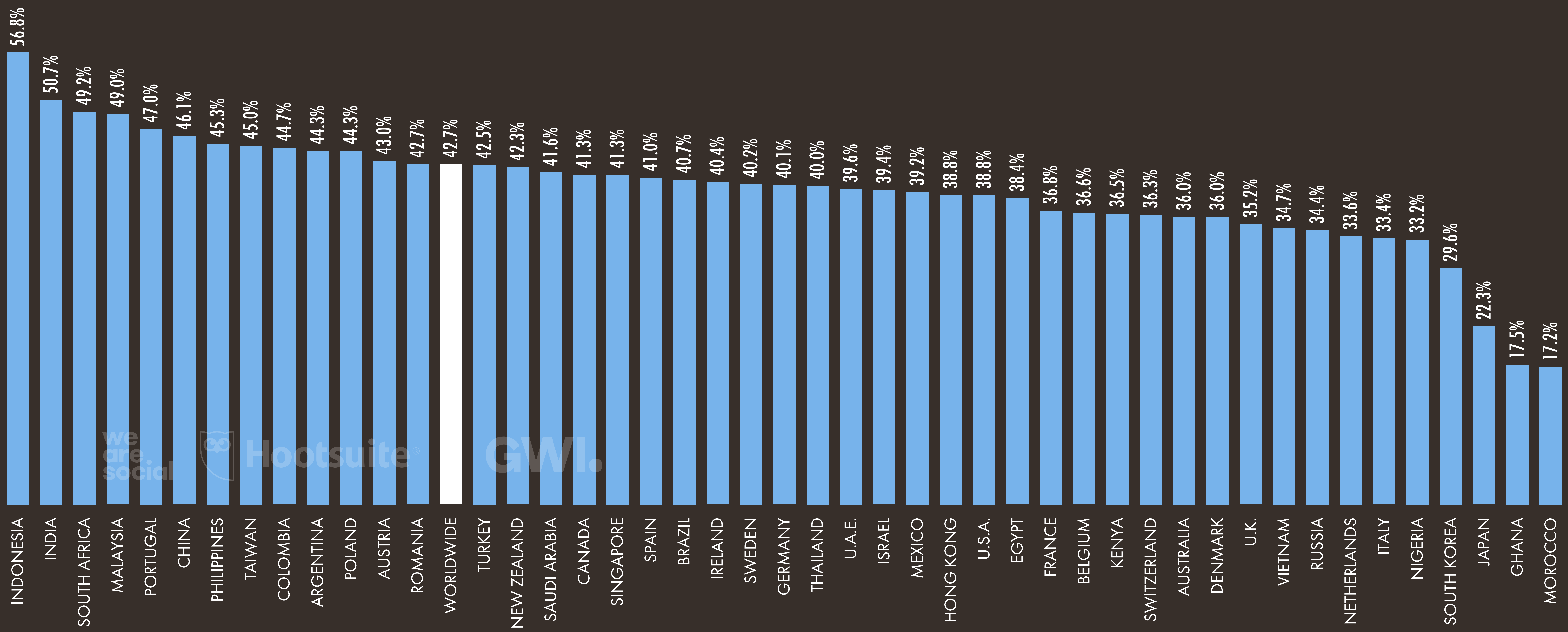
SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

USE OF AD BLOCKERS

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

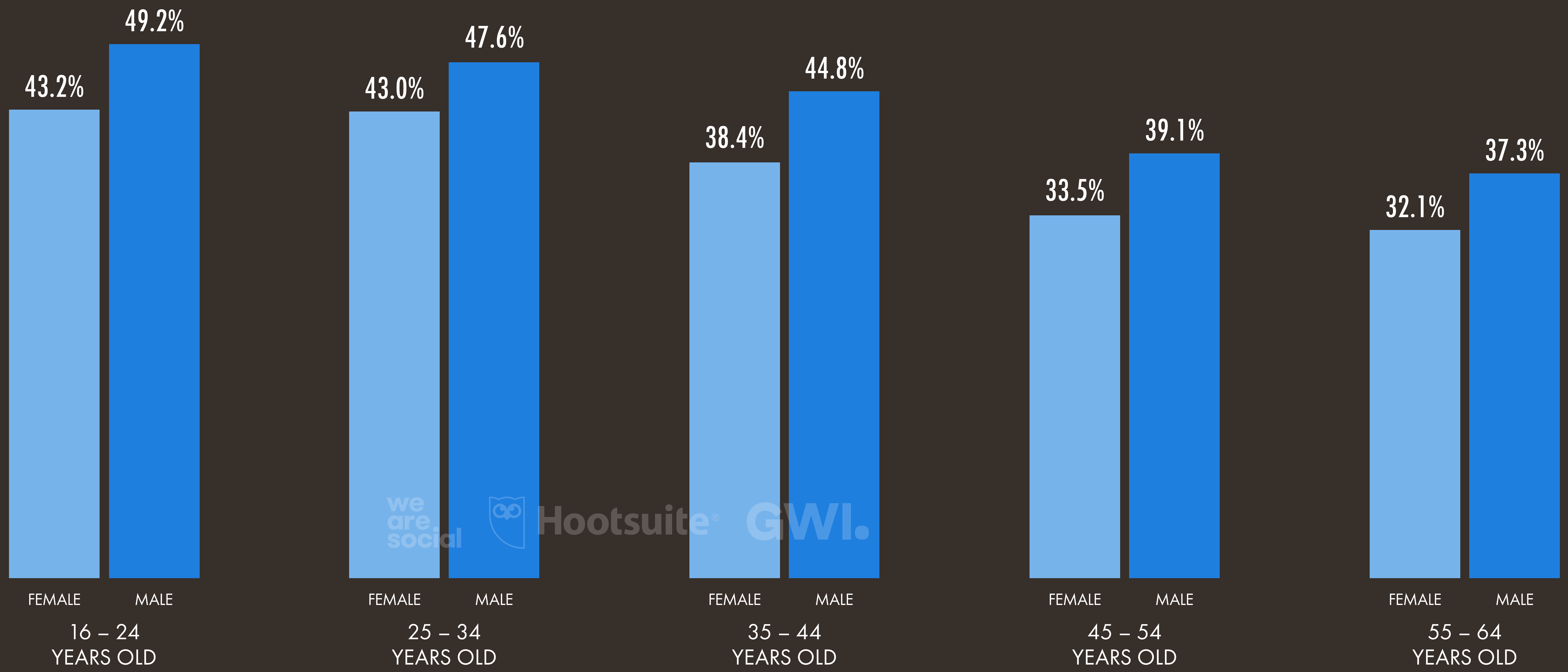
THE CONTEXT OF THE SURVEY QUESTION THAT INFORMS THIS CHART HAS CHANGED, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

USE OF AD BLOCKERS

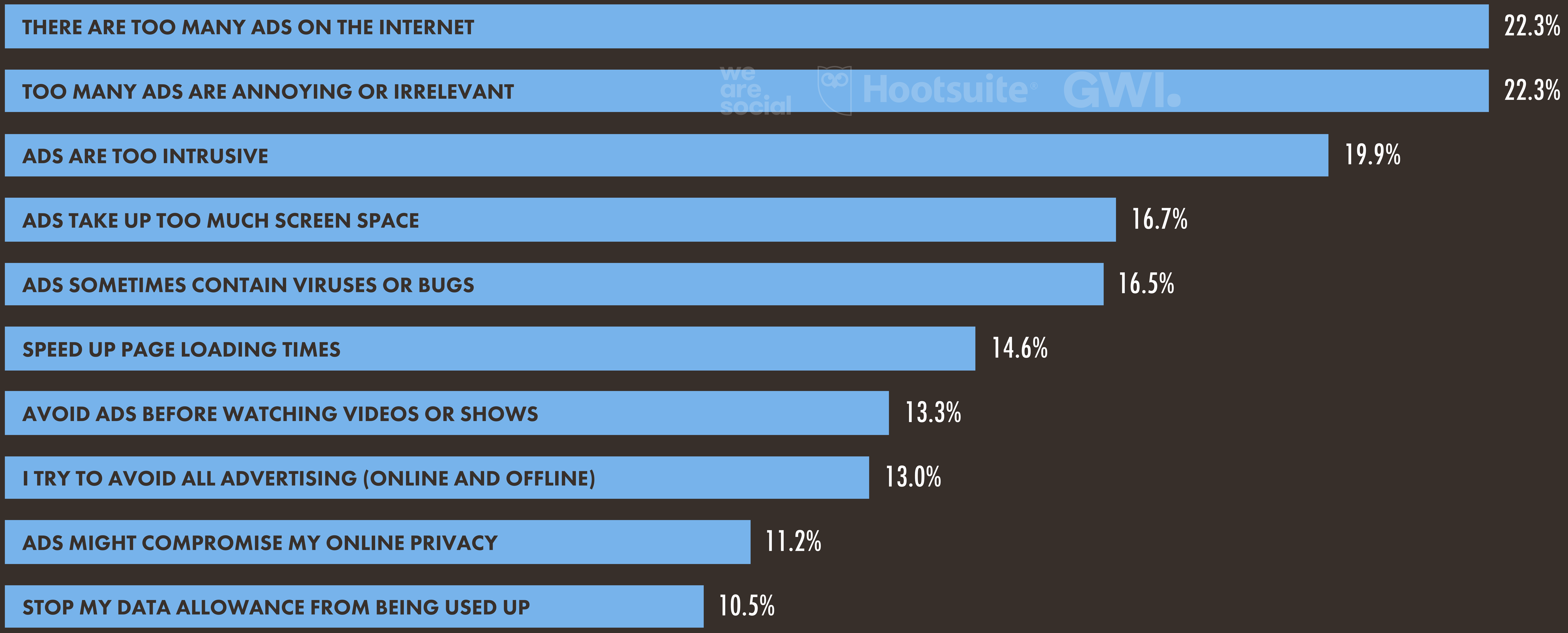
PERCENTAGE OF GLOBAL INTERNET USERS WHO USE TOOLS TO BLOCK ONLINE ADVERTISING EACH MONTH



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

REASONS FOR USING AD BLOCKERS

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE AD BLOCKING TOOLS



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

WE ARE SOCIAL'S PERSPECTIVE: INTERNET IN 2021

SHIFTS IMPACTING OUR ONLINE BEHAVIOUR

SYNTHETIC MEDIA

Synthetic media is a term used to describe any media that's created using artificial production or manipulation. Recent years have seen this type of media enter the mainstream – from virtual influencers to deepfakes to ageless actors in films like The Irishman. As a result, they're starting to lose the creep factor. People are getting comfortable with 'fake' media and it's fundamentally changing the way we create and consume content.

In 2021, brands will use affordable synthetic media technologies to create immersive digital brand experiences

PRACTICAL ADVOCACY

'Armchair activism' has long been considered the lazier cousin of getting out in the world. But amid the constraints of 2020, and bolstered by the normalisation of long-form formats and the availability of practical digital tools, online advocacy has undergone a practical transformation. Digital spaces are evolving into active arenas for accountability, learning and impact.

In 2021, brands will harness this shift to educate others where they can, and educate themselves where they need to

VIRTUAL LIFESTYLES

People are spending more time in virtual spaces than ever – social channels, 9-5 Zoom calls and games like Animal Crossing are all keeping people behind their screens. As a result, they're making more lifestyle choices within them. From in-game clothing lines to virtual beauty products exclusively for Zoom calls, people are investing in the customisation of their digital selves.

In 2021, brands will create virtual product lines for audiences keen to bridge the gap between their offline and online personas

GLOBAL SOCIAL MEDIA USE

JAN 2021

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*	SOCIAL MEDIA USERS AS A PERCENTAGE OF THE GLOBAL POPULATION	ANNUAL CHANGE IN THE NUMBER OF GLOBAL SOCIAL MEDIA USERS	TOTAL NUMBER OF SOCIAL MEDIA USERS ACCESSING VIA MOBILE PHONES	PERCENTAGE OF TOTAL SOCIAL MEDIA USERS ACCESSING VIA MOBILE
4.20 BILLION	53.6%	+13.2% +490 MILLION	4.15 BILLION	98.8%

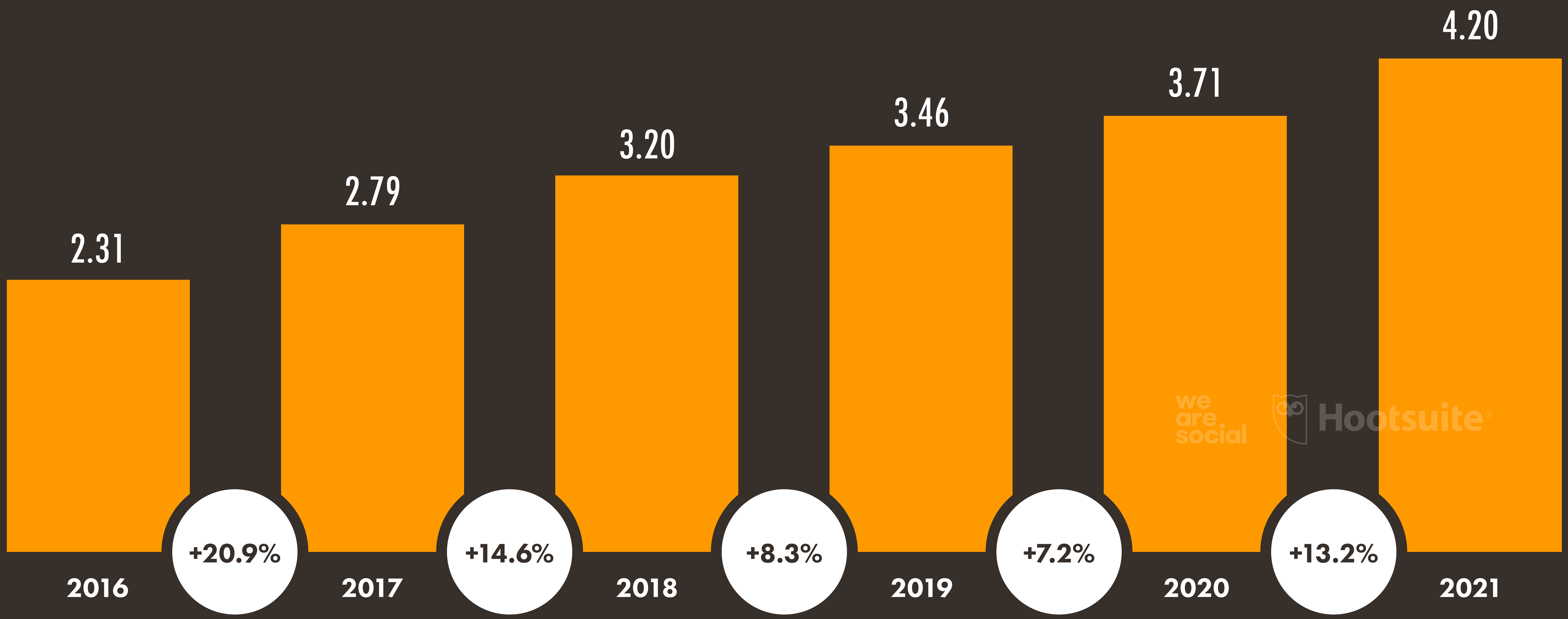
SOURCES: KEPIOS (JAN 2021), BASED ON EXTRAPOLATIONS OF DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; MEDIASCOPE. ***ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY EXCEED INTERNET USER NUMBERS IN SOME COUNTRIES. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES AND HISTORICAL REVISIONS. DATA MAY NOT CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN 2021

GLOBAL SOCIAL MEDIA USERS OVER TIME

NUMBER OF GLOBAL SOCIAL MEDIA USERS* BY YEAR (IN BILLIONS), WITH YEAR-ON-YEAR CHANGE

SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS



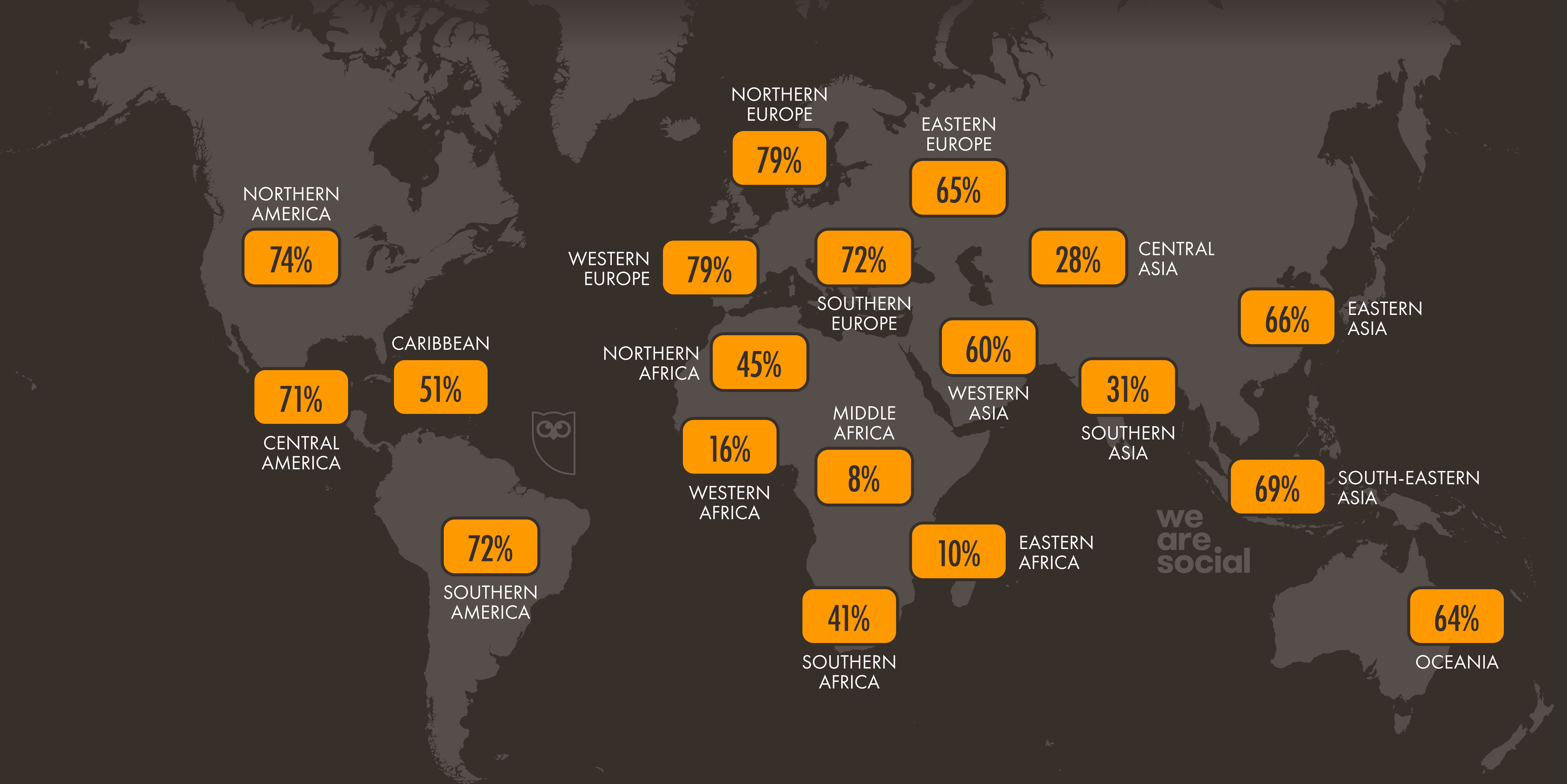
SOURCES: KEPIOS (JAN 2021), BASED ON EXTRAPOLATIONS OF DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; MEDIASCOPE. ***ADVISORY:** "USER" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES AND HISTORICAL REVISIONS. DATA MAY NOT CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN 2021

SOCIAL MEDIA USERS vs. TOTAL POPULATION

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS* IN EACH REGION COMPARED TO TOTAL POPULATION

THIS CHART INCLUDES DATA FROM NEW SOURCES, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS



SOURCES: KEPIOS (JAN 2021), BASED ON DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; CAFEBAZAAR; OCDH. ***ADVISORY:** "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO FIGURES MAY EXCEED INTERNET PENETRATION VALUES. **NOTES:** DIFFERENCES IN DATA AVAILABILITY MEAN REGIONAL FIGURES MAY NOT CORRELATE WITH GLOBAL TOTALS. REGIONS AS PER THE U.N. GEOSCHEME. **COMPARABILITY ADVISORY:** DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2021

SOCIAL MEDIA USERS vs. POPULATION BY GENDER

ACTIVE FEMALE AND MALE SOCIAL MEDIA USERS*, SHOWN AS A PERCENTAGE OF TOTAL FEMALE AND MALE POPULATIONS

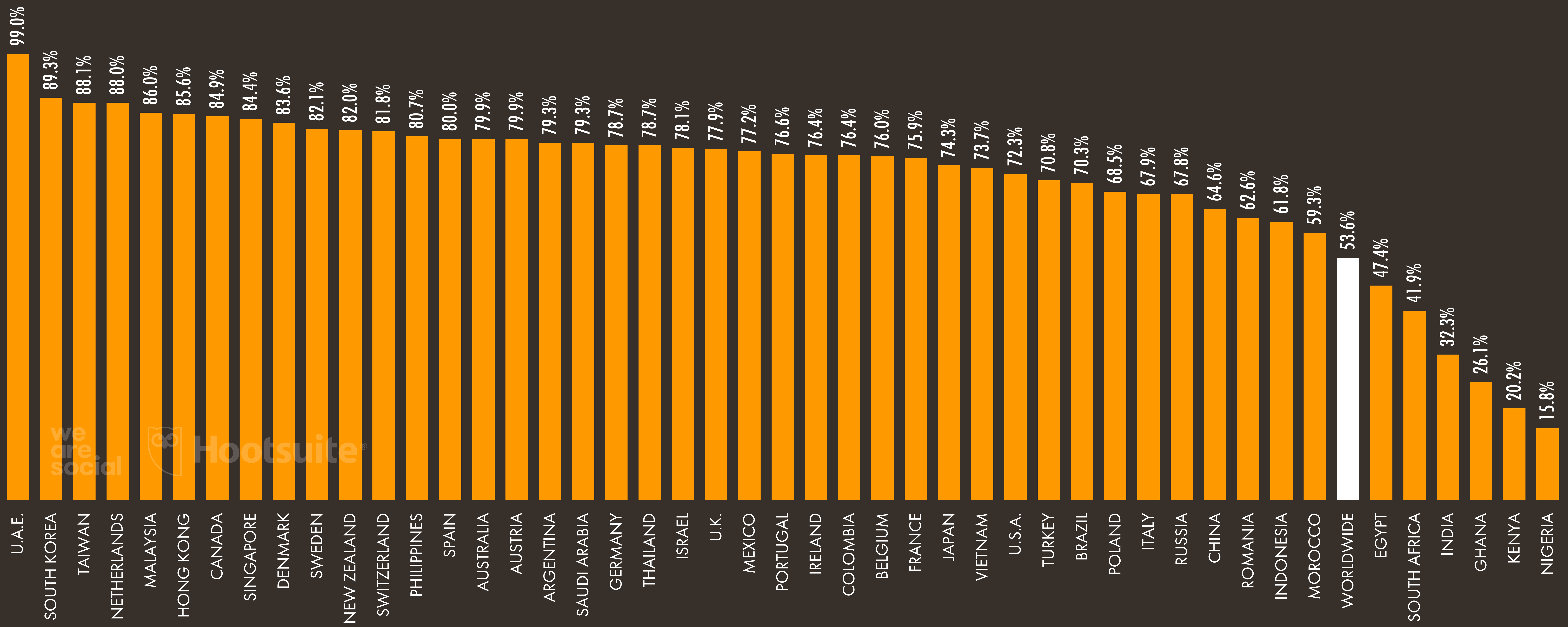
SOURCES: KEPIOS (JAN 2021), BASED ON DATA FROM: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; THE UNITED NATIONS; THE U.S. CENSUS BUREAU. ***ADVISORIES:** "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS. USERS MAY IDENTIFY AS DIFFERENT GENDERS ON SOCIAL MEDIA, WHICH MAY AFFECT THE COMPARABILITY OF SOCIAL MEDIA DATA vs. DEMOGRAPHIC DATA FROM OTHER SOURCES. REGIONAL FIGURES MAY NOT CORRELATE WITH GLOBAL TOTALS DUE TO DIFFERENCES IN LOCAL AVAILABILITY. **NOTE:** REGIONS BASED ON THE U.N. GEOSCHEME.

JAN 2021

SOCIAL MEDIA USERS vs. TOTAL POPULATION

ACTIVE SOCIAL MEDIA USERS* AS A PERCENTAGE OF THE TOTAL POPULATION

SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS DUE TO SOURCE CHANGES.



SOURCES: KEPIOS (JAN 2021), BASED ON DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; CAFEBAZAAR; OCDH. VALUES CAPPED AT 99%. NOTES: DIFFERENCES IN LOCAL DATA AVAILABILITY MEAN COUNTRY FIGURES MAY NOT CORRELATE WITH GLOBAL TOTALS. *ADVISORY: "USER" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES. DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2021

SOCIAL MEDIA USER GROWTH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST YEAR-ON-YEAR CHANGE IN THE NUMBER OF SOCIAL MEDIA USERS

HIGHEST LEVELS OF RELATIVE GROWTH

#	HIGHEST RELATIVE GROWTH	▲%	▲ USERS
01	TURKMENISTAN	+108.3%	+78,000
02	SOUTH SUDAN	+60.7%	+170,000
03	TAJIKISTAN	+51.5%	+340,000
04	BENIN	+45.5%	+500,000
05	UZBEKISTAN	+43.8%	+1,400,000
06	CHAD	+42.4%	+140,000
07	RWANDA	+39.3%	+240,000
08	TOGO	+36.9%	+240,000
09	GHANA	+36.7%	+2,200,000
10	ANGOLA	+36.4%	+800,000

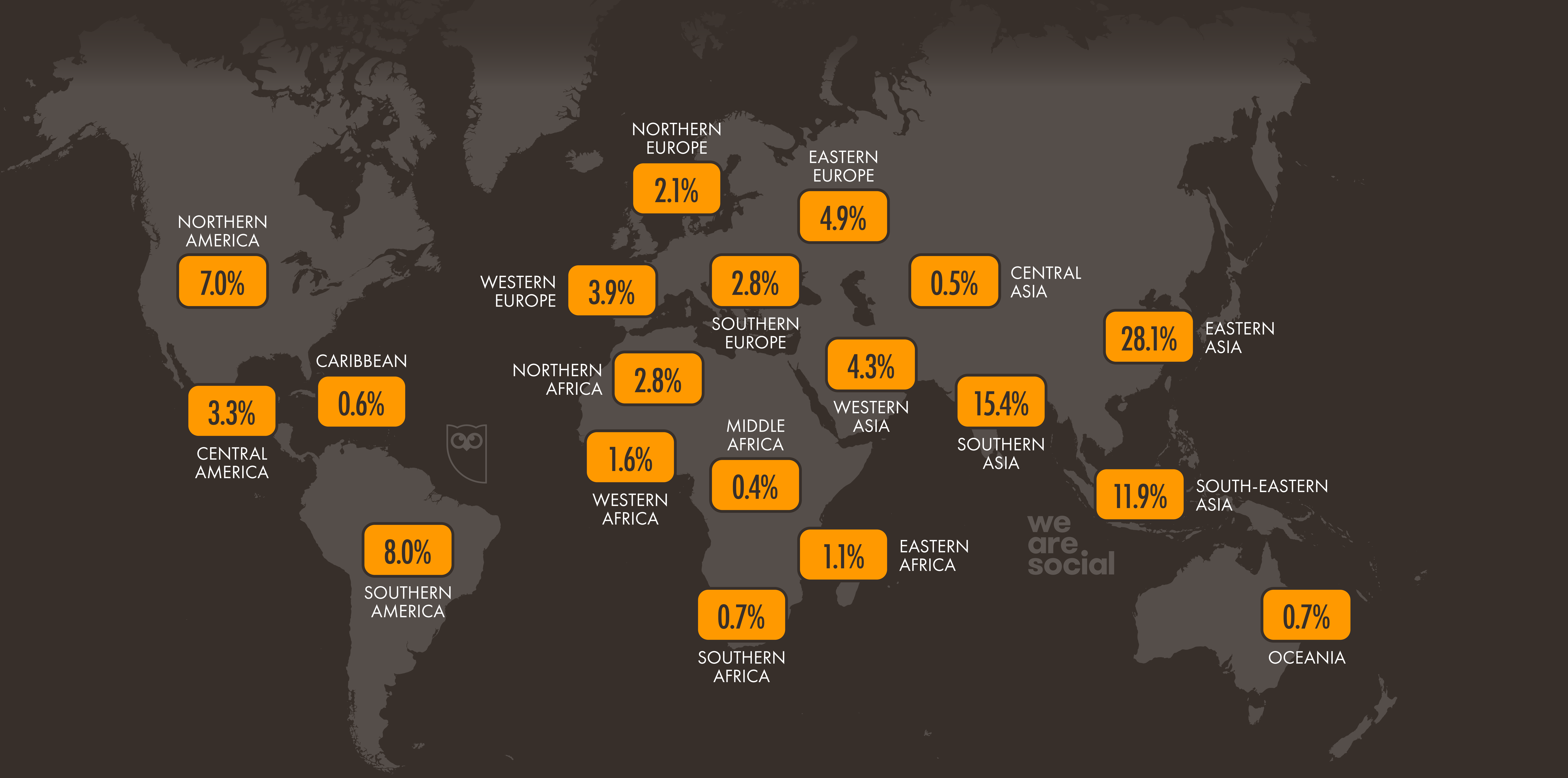
HIGHEST LEVELS OF ABSOLUTE GROWTH

#	LARGEST ABSOLUTE GROWTH	▲ USERS	▲%
01	CHINA	+110,000,000	+12.9%
02	INDIA	+78,000,000	+21.2%
03	PHILIPPINES	+16,000,000	+21.9%
04	MEXICO	+11,000,000	+12.4%
05=	BRAZIL	+10,000,000	+7.1%
05=	INDONESIA	+10,000,000	+6.3%
05=	U.S.A.	+10,000,000	+4.3%
08=	BANGLADESH	+9,000,000	+25.0%
08=	PAKISTAN	+9,000,000	+24.3%
10	SPAIN	+8,100,000	+27.6%

SOURCES: KEPIOS (JAN 2021), BASED ON DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; CAFEBAZAAR; OCDH. **NOTES:** DIFFERENCES IN LOCAL DATA AVAILABILITY MEAN COUNTRY FIGURES MAY NOT CORRELATE WITH GLOBAL TOTALS. ***ADVISORY:** "USER" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

SHARE OF THE WORLD'S SOCIAL MEDIA USERS

SOCIAL MEDIA USERS IN EACH REGION AS A PERCENTAGE OF THE WORLDWIDE TOTAL OF SOCIAL MEDIA USERS

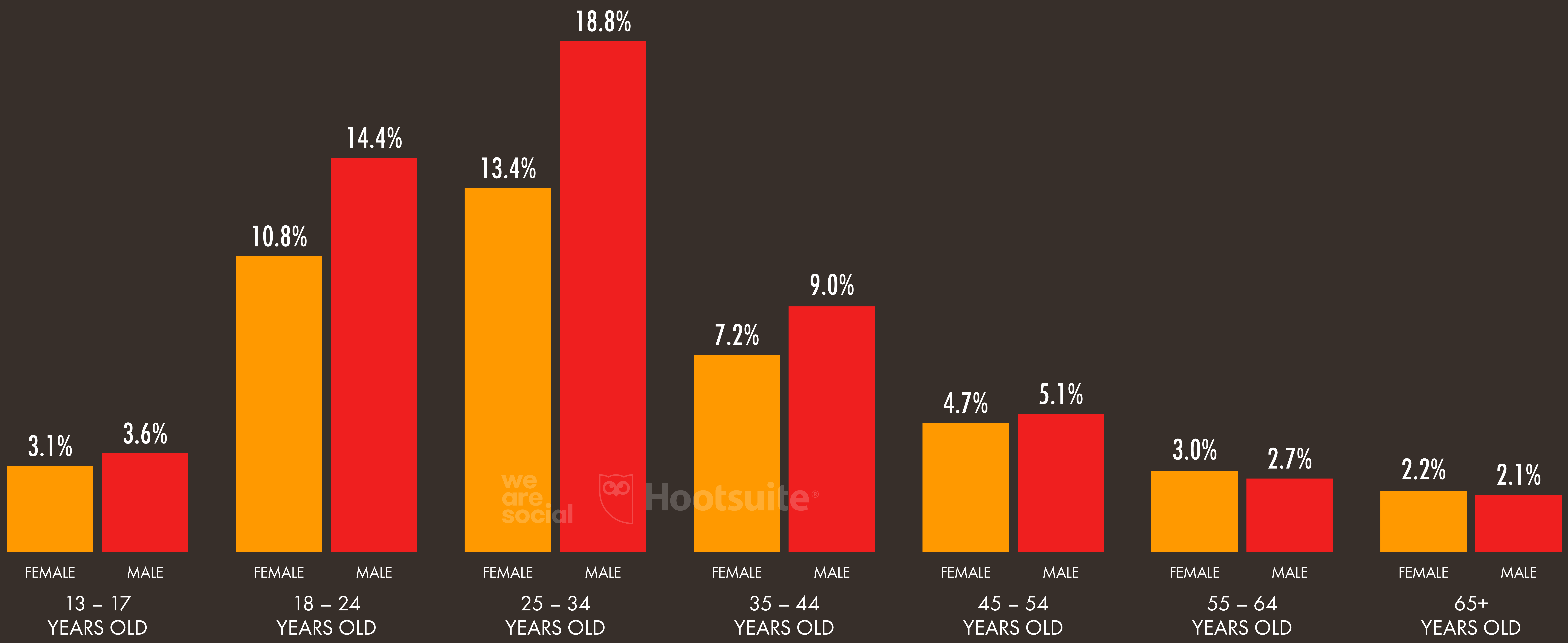


SOURCES: KEPIOS (JAN 2021), BASED ON DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; CAFEBAZAAR; OCDH. **NOTES:** DIFFERENCES IN LOCAL DATA AVAILABILITY MEAN THAT REGIONAL FIGURES MAY NOT CORRELATE WITH GLOBAL TOTALS. REGIONS AS PER THE U.N. GEOSCHEME. ***ADVISORY:** "USER" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ **COMPARABILITY ADVISORY:** IMPORTANT SOURCE CHANGES. DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2021

SHARE OF SOCIAL MEDIA USERS BY AGE AND GENDER

SOCIAL MEDIA USERS OF EACH GENDER* IN EACH AGE GROUP* AS A PERCENTAGE OF TOTAL SOCIAL MEDIA USERS AGED 13 AND ABOVE



SOURCES: EXTRAPOLATIONS OF DATA FROM SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS (JAN 2021). ***NOTE:** MOST SOCIAL MEDIA PLATFORMS DO NOT REPORT DATA FOR GENDERS OTHER THAN 'FEMALE' OR 'MALE'. ***ADVISORIES:** USERS MAY IDENTIFY BY DIFFERENT GENDERS AND / OR MISREPRESENT THEIR AGE ON SOCIAL MEDIA, WHICH MAY AFFECT THE COMPARABILITY OF SOCIAL MEDIA DATA vs. DEMOGRAPHIC DATA FROM OTHER SOURCES. "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS.

JAN 2021

SHARE OF SOCIAL MEDIA USERS BY GENDER

FEMALE AND MALE SOCIAL MEDIA USERS AS A PERCENTAGE OF EACH REGION'S TOTAL SOCIAL MEDIA USERS*

SOURCES: KEPIOS (JAN 2021), BASED ON DATA FROM: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; THE U.N.; THE U.S. CENSUS BUREAU. ***ADVISORIES:** "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS. MOST PLATFORMS ONLY REPORT DATA FOR 'FEMALE' OR 'MALE' USERS, SO FIGURES REFLECT THOSE GENDERS' SHARE OF THE COMBINED TOTAL. USERS MAY IDENTIFY AS DIFFERENT GENDERS ON SOCIAL MEDIA, WHICH MAY AFFECT THE COMPARABILITY OF SOCIAL MEDIA DATA vs. OTHER SOURCES. **NOTE:** REGIONS AS PER U.N. GEOSCHEME.

JAN 2021

URBAN CONCENTRATION OF SOCIAL MEDIA USERS

COMPARING THE CONCENTRATION OF NATIONAL POPULATIONS AND SOCIAL MEDIA USERS LOCATED IN CITIES WITH 100,000 OR MORE INHABITANTS

#	COUNTRY	POPULATION IN CITIES (100K+)	SOCIAL USERS IN CITIES (100K+)	SOCIAL vs. POPULATION
01	INDIA	16%	63%	3.8x
02	U.S.A.	32%	42%	1.3x
03	INDONESIA	35%	65%	1.9x
04	PAKISTAN	19%	87%	4.5x
05	BRAZIL	54%	62%	1.1x
06	NIGERIA	21%	91%	4.4x
07	BANGLADESH	14%	71%	5.1x
08	MEXICO	64%	69%	1.1x
09	ETHIOPIA	6%	49%	8.4x
10	PHILIPPINES	29%	65%	2.3x
11	EGYPT	21%	88%	4.1x
12	VIETNAM	12%	67%	5.7x
13	D.R. CONGO	17%	78%	4.6x
14	TURKEY	81%	87%	1.1x
15	GERMANY	35%	51%	1.5x

#	COUNTRY	POPULATION IN CITIES (100K+)	SOCIAL USERS IN CITIES (100K+)	SOCIAL vs. POPULATION
16	THAILAND	41%	44%	1.1x
17	U.K.	44%	53%	1.2x
18	FRANCE	15%	34%	2.3x
19	TANZANIA	12%	91%	7.4x
20	ITALY	23%	41%	1.7x
21	SOUTH AFRICA	41%	60%	1.5x
22	MYANMAR	20%	52%	2.6x
23	KENYA	12%	70%	5.8x
24	COLOMBIA	60%	74%	1.2x
25	SPAIN	50%	51%	1.0x
26	UGANDA	7%	91%	12.5x
27	ARGENTINA	60%	56%	0.9x
28	ALGERIA	54%	76%	1.4x
29	UKRAINE	43%	68%	1.6x
30	IRAQ	61%	88%	1.4x

SOURCES: KEPIOS (JAN 2021), BASED ON DATA FROM: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS; UNITED NATIONS; WORLD POPULATION REVIEW.
ADVISORIES: POPULATION DATA MAY BE CONSIDERABLY OLDER THAN SOCIAL MEDIA DATA. SOCIAL MEDIA USER FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS.

JAN 2021

SOCIAL MEDIA BEHAVIOURS

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

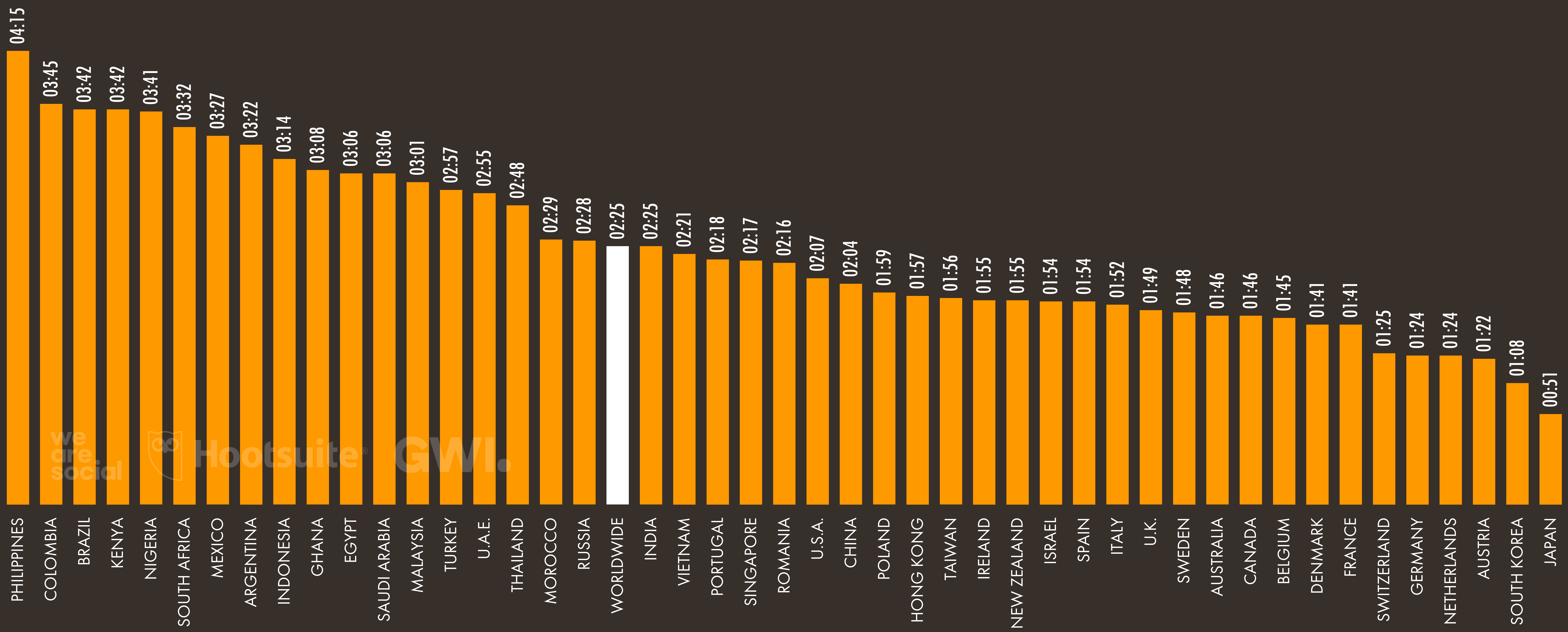
VISITED OR USED A SOCIAL NETWORK OR A MESSAGING SERVICE IN THE PAST MONTH	ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH	AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA	AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*	PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES*
98.1%	90.2%	2H 25M	8.4	40.4%

SOURCE: GLOBALWEBINDEX (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***NOTE:** FIGURE FOR SOCIAL MEDIA ACCOUNTS MAY NOT INDICATE ACTIVE USE OF ALL ACCOUNTS EVERY MONTH. IN THIS CONTEXT, USING SOCIAL MEDIA FOR WORK PURPOSES INCLUDES PEOPLE WHO USE SOCIAL MEDIA TO NETWORK FOR WORK, TO FOLLOW WORK CONTACTS, OR TO FOLLOW ENTREPRENEURS AND / OR BUSINESS PEOPLE.

JAN 2021

DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

DAILY TIME SPENT USING SOCIAL MEDIA

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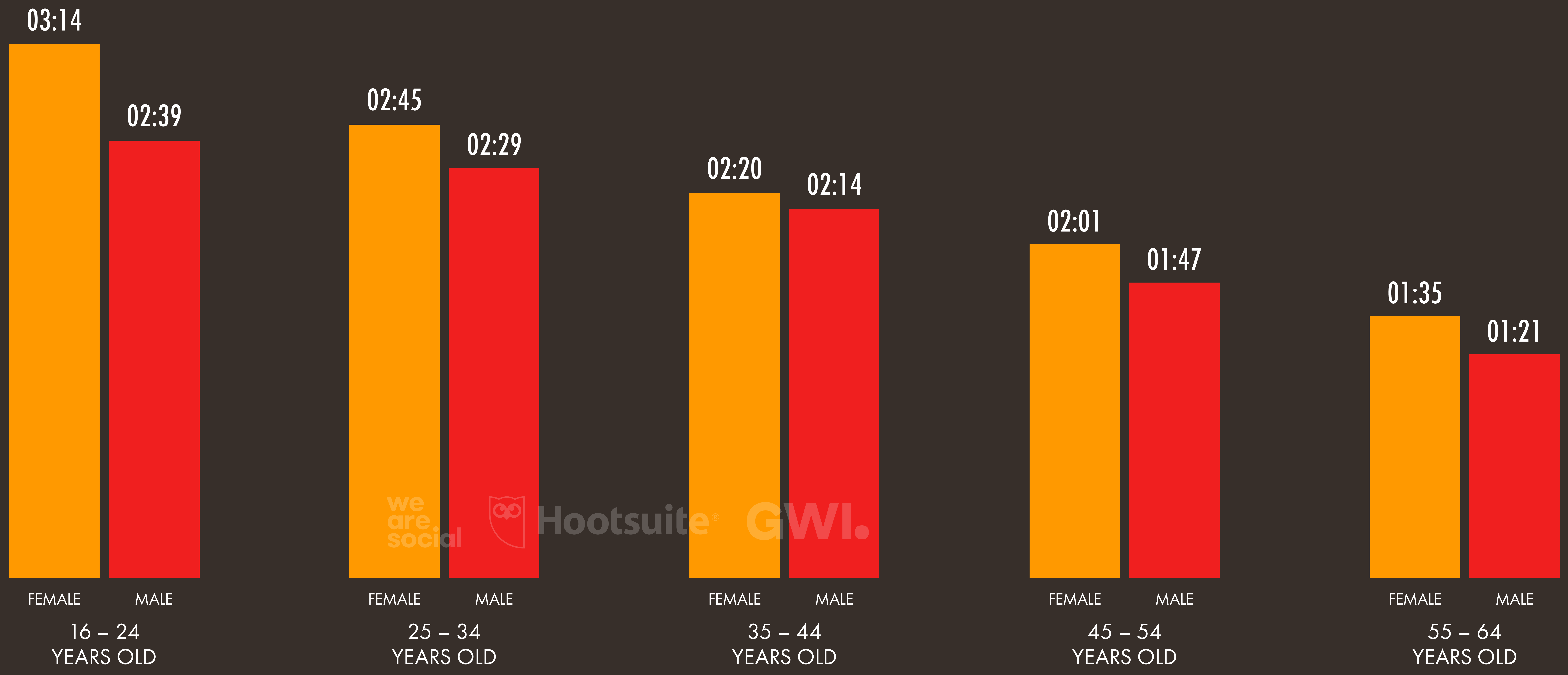
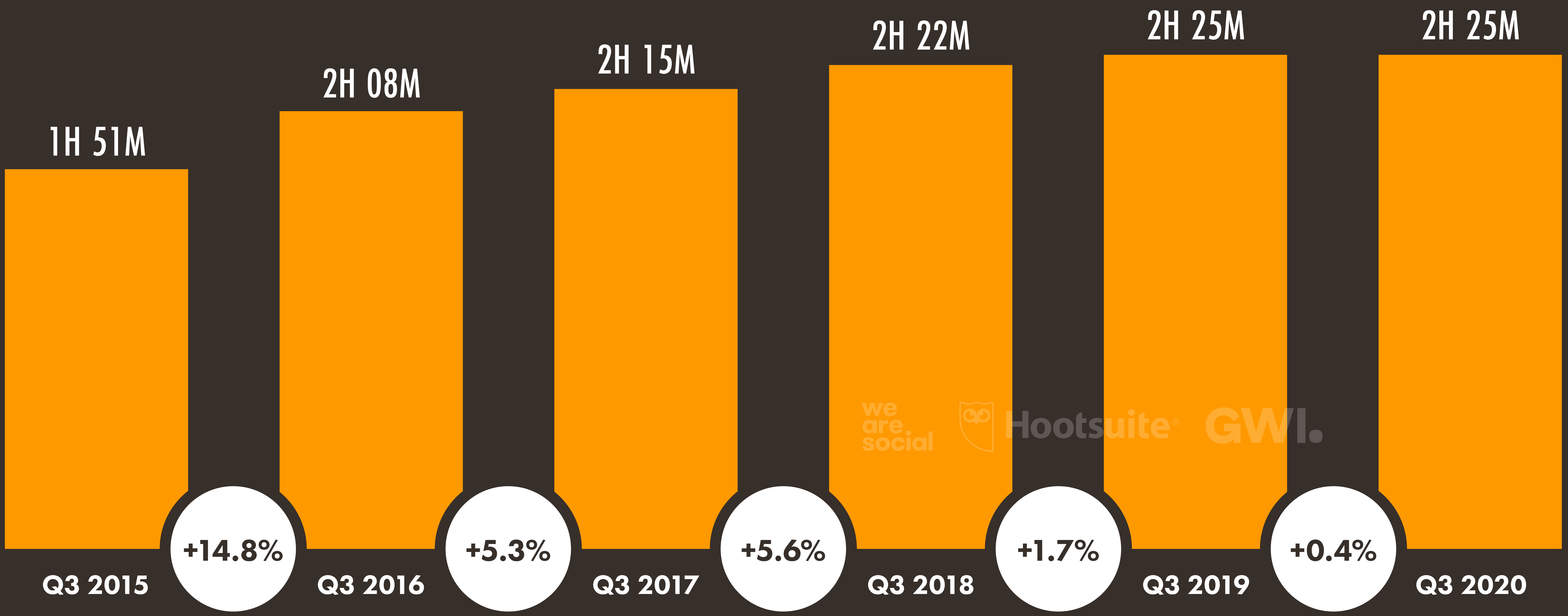


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

EVOLUTION OF DAILY TIME SPENT USING SOCIAL MEDIA

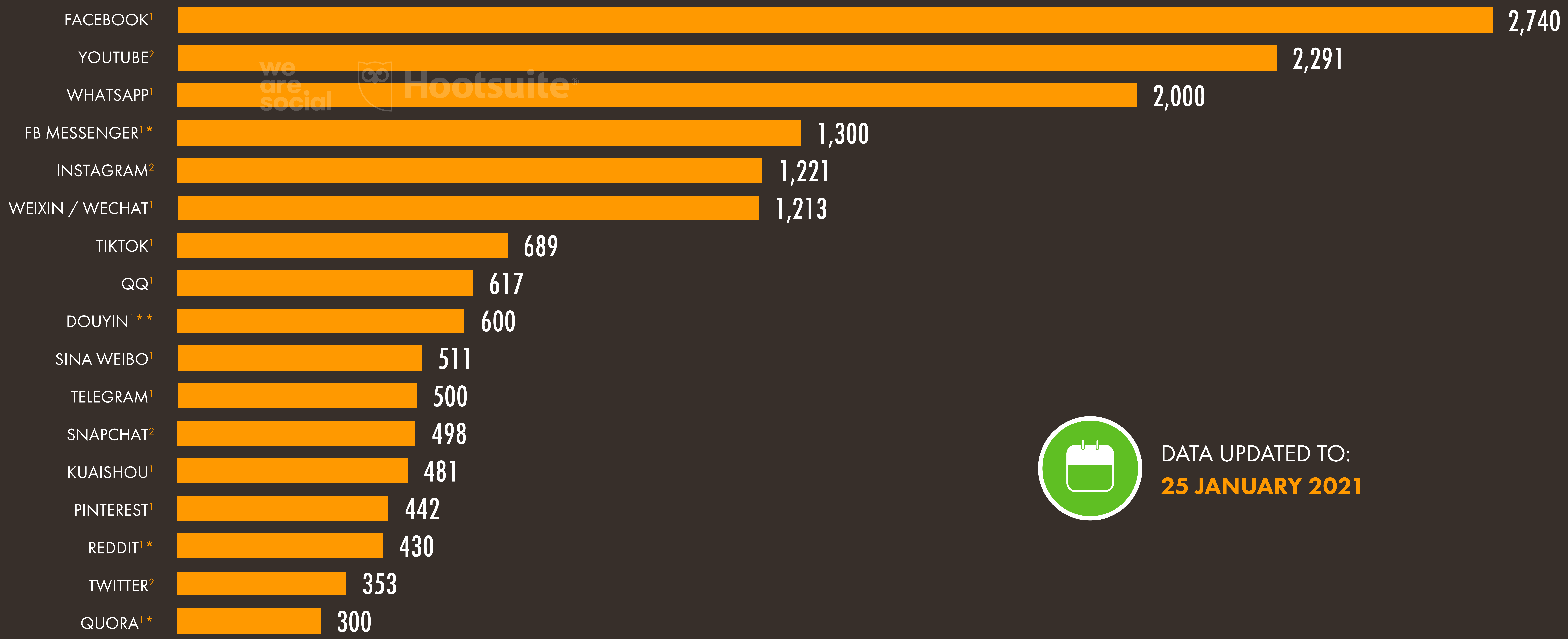
EVOLUTION IN THE AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA



JAN 2021

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:
25 JANUARY 2021

SOURCES: KEPIOS ANALYSIS (JAN 2021), BASED ON DATA PUBLISHED IN: (1) COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; (2) PLATFORMS' SELF-SERVICE AD TOOLS.
***NOTES:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS, SO FIGURES WILL BE LESS RELIABLE. (**) FIGURE FOR DOUYIN USES THE REPORTED DAILY ACTIVE USER FIGURE, SO MONTHLY ACTIVE USER FIGURE IS LIKELY HIGHER.

JAN 2021

TOP SOCIAL AND VIDEO STREAMING APPS BY TIME SPENT

RANKINGS OF THE TOP SOCIAL MEDIA AND VIDEO STREAMING MOBILE APPS ON ANDROID PHONES, BASED ON TOTAL CUMULATIVE TIME SPENT IN 2020

TOP SOCIAL MEDIA MOBILE APPS BY GLOBAL CUMULATIVE TIME SPENT*

#	SOCIAL MEDIA APP	AVE. TIME PER USER
01	FACEBOOK	19.5 HOURS / MONTH
02	WHATSAPP	19.4 HOURS / MONTH
03	INSTAGRAM	10.3 HOURS / MONTH
04	TIKTOK	13.3 HOURS / MONTH
05	FACEBOOK MESSENGER	2.7 HOURS / MONTH
06	TWITTER	5.6 HOURS / MONTH
07	LINE	10.6 HOURS / MONTH
08	TELEGRAM	2.9 HOURS / MONTH
09	VK	13.9 HOURS / MONTH
10	WHATSAPP BUSINESS	9.3 HOURS / MONTH

TOP VIDEO STREAMING MOBILE APPS BY GLOBAL CUMULATIVE TIME SPENT*

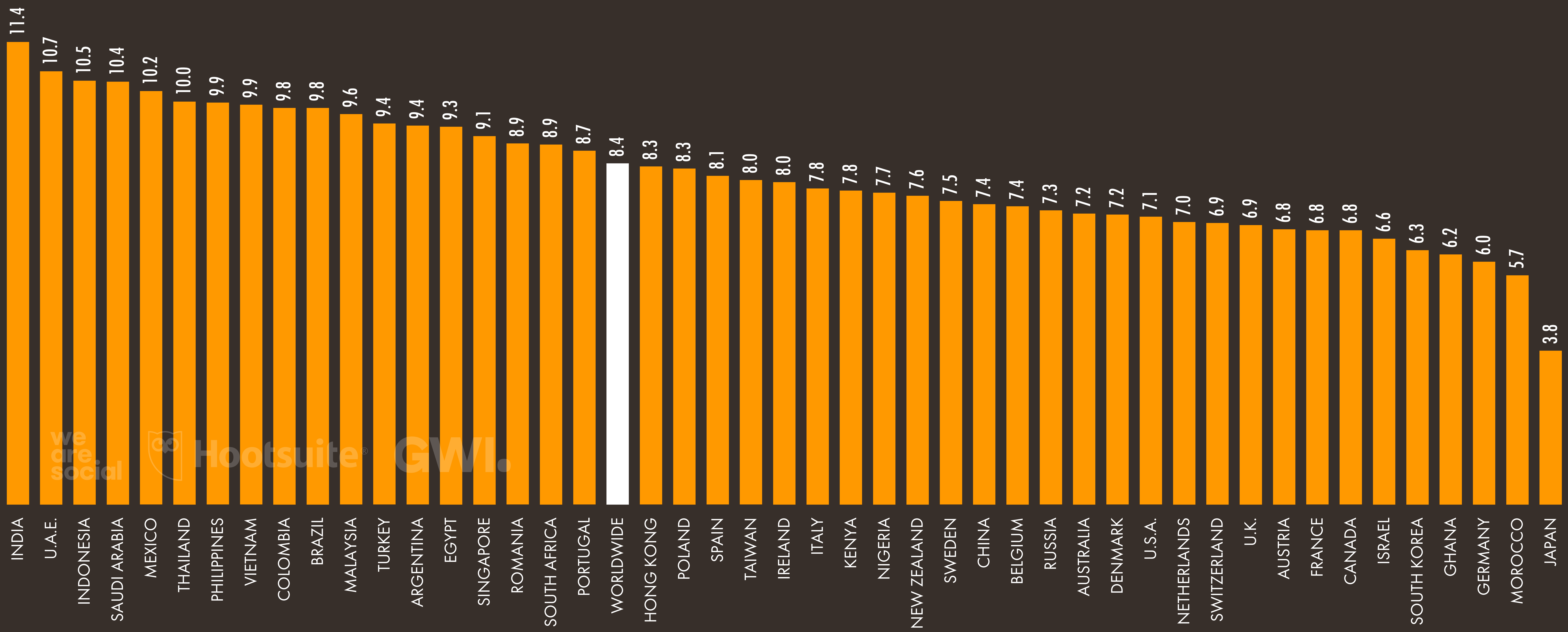
#	VIDEO STREAMING APP	AVE. TIME PER USER
01	YOUTUBE	23.2 HOURS / MONTH
02	MX PLAYER	7.6 HOURS / MONTH
03	NETFLIX	7.0 HOURS / MONTH
04	HOTSTAR	4.5 HOURS / MONTH
05	AMAZON PRIME VIDEO	3.7 HOURS / MONTH
06	YOUTUBE GO	9.5 HOURS / MONTH
07	TWITCH	5.1 HOURS / MONTH
08	JIOTV	2.5 HOURS / MONTH
09	YOUTUBE KIDS	6.2 HOURS / MONTH
10	VOOT	4.2 HOURS / MONTH

SOURCE: APP ANNIE (JAN 2021). SEE STATEOFMOBILE2021.COM FOR MORE DETAILS. **NOTE:** RANK ORDER BASED ON THE TOTAL, CUMULATIVE TIME THAT ANDROID USERS AROUND THE WORLD SPENT USING EACH MOBILE APP RESPECTIVE TO OTHER APPS IN EACH CATEGORY THROUGHOUT THE WHOLE OF 2020. ***ADVISORIES:** ONLY INCLUDES DATA FOR ANDROID PHONE DEVICES. DOES NOT INCLUDE DATA FOR CHINA. DOES NOT INCLUDE NEWS APPS OR SPORTS STREAMING APPS.

JAN 2021

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS ON WHICH INTERNET USERS AGED 16 TO 64 HAVE ACCOUNTS (NOT NECESSARILY ACTIVE USERS*)



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
*NOTE: FIGURES REPRESENT THE AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS ON WHICH SURVEY RESPONDENTS REPORT HAVING AN ACCOUNT, AND DO NOT NECESSARILY INDICATE ACTIVE USE ACROSS ALL ACCOUNTS OR PLATFORMS EACH MONTH.

JAN 2021

SOCIAL MEDIA PLATFORMS: USER OVERLAPS

PERCENTAGE OF USERS AGED 16 TO 64* OF EACH SOCIAL MEDIA PLATFORM WHO USE OTHER SOCIAL MEDIA PLATFORMS

THE PLATFORMS INCLUDED IN THE "WHO USE ANY OTHER PLATFORM" COLUMN HAVE CHANGED, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS

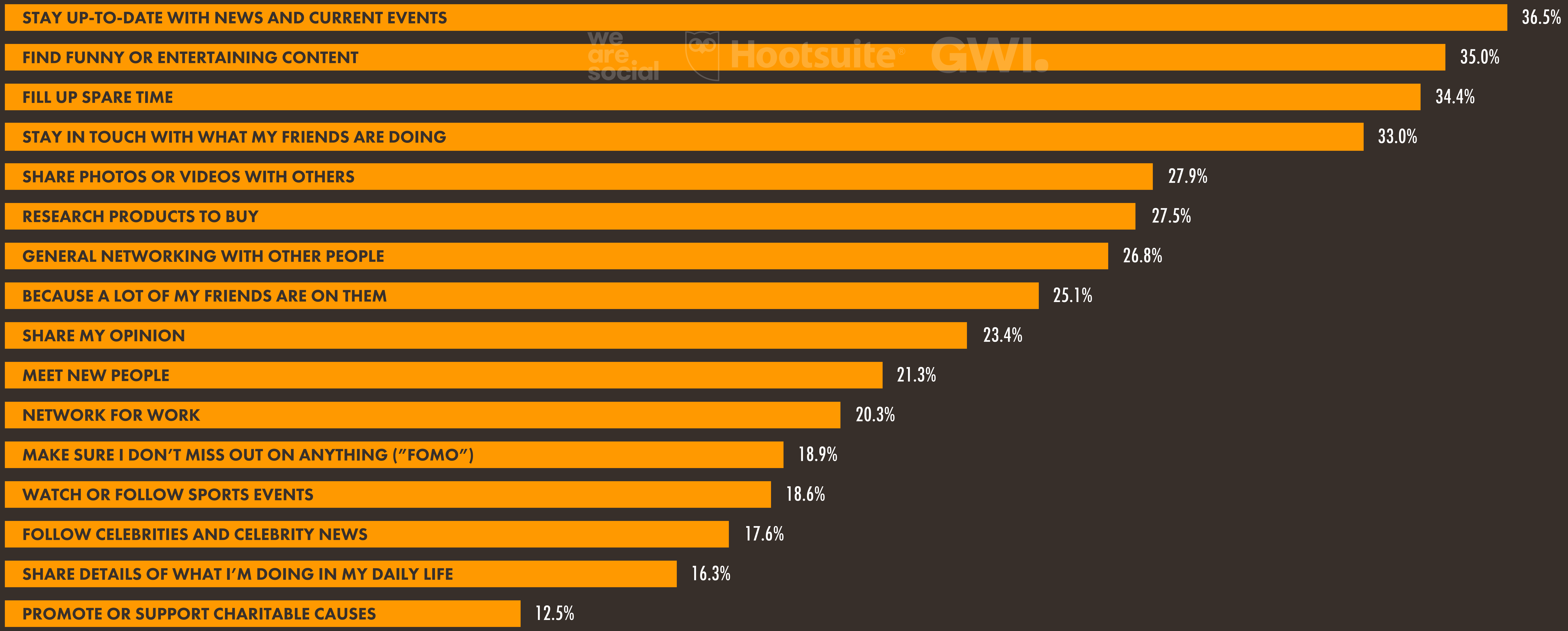
	WHO USE ANY OTHER PLATFORM	WHO ALSO USE FACEBOOK	WHO ALSO USE YOUTUBE	WHO ALSO USE INSTAGRAM	WHO ALSO USE REDDIT	WHO ALSO USE SNAPCHAT	WHO ALSO USE TWITTER	WHO ALSO USE TIKTOK	WHO ALSO USE PINTEREST
FACEBOOK USERS	**98.9%**	100.0%	92.3%	74.8%	17.7%	29.6%	53.8%	35.8%	35.2%
YOUTUBE USERS	**98.7%**	81.4%	100.0%	72.9%	17.6%	28.9%	52.0%	34.6%	34.3%
INSTAGRAM USERS	**99.8%**	85.5%	94.5%	100.0%	20.6%	35.3%	60.7%	40.5%	39.6%
REDDIT USERS	**100.0%**	84.1%	94.7%	85.5%	100.0%	56.8%	76.1%	56.5%	64.3%
SNAPCHAT USERS	**99.9%**	85.3%	94.4%	89.0%	34.4%	100.0%	68.3%	57.9%	53.8%
TWITTER USERS	**99.8%**	86.9%	95.3%	85.7%	25.9%	38.2%	100.0%	42.5%	42.3%
TIKTOK USERS	**99.7%**	85.0%	93.3%	84.2%	28.2%	47.7%	62.5%	100.0%	47.0%
PINTEREST USERS	**99.8%**	85.5%	94.6%	84.1%	32.9%	45.3%	63.7%	48.1%	100.0%

SOURCE: GWI (Q3 2020). SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. ***NOTES:** ONLY INCLUDES USERS AGED 16 TO 64. DOES NOT INCLUDE USERS IN CHINA. PERCENTAGES REPRESENT THE USERS OF THE PLATFORM IDENTIFIED IN THE LEFT-HAND COLUMN WHO ALSO USE THE PLATFORM IDENTIFIED IN THE ROW AT THE TOP OF EACH COLUMN. PERCENTAGES IN THE "WHO USE ANY OTHER PLATFORM" COLUMN REPRESENT USERS WHO USE ANY OTHER SOCIAL MEDIA PLATFORM, INCLUDING PLATFORMS NOT LISTED IN THIS TABLE.

JAN 2021

REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY GLOBAL INTERNET USERS AGED 16 TO 64 USE SOCIAL MEDIA

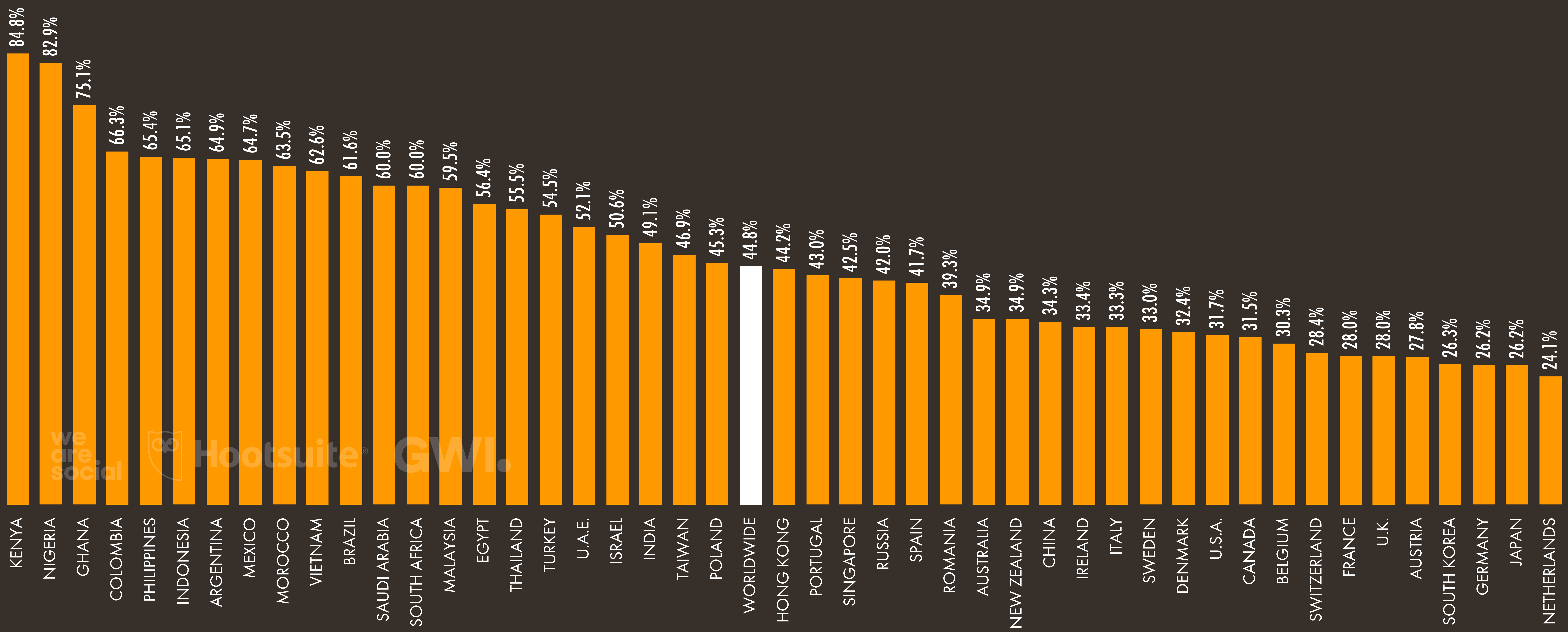


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

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



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JAN 2021

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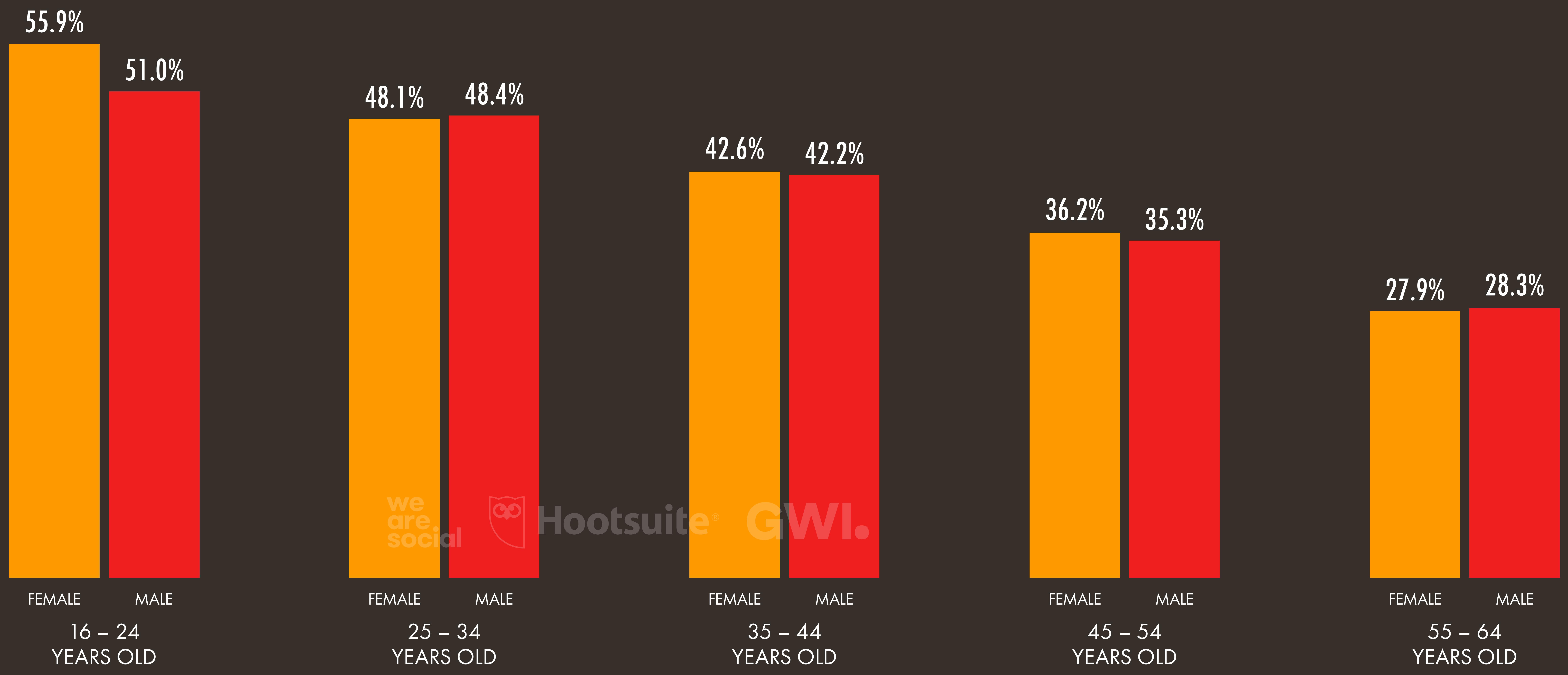
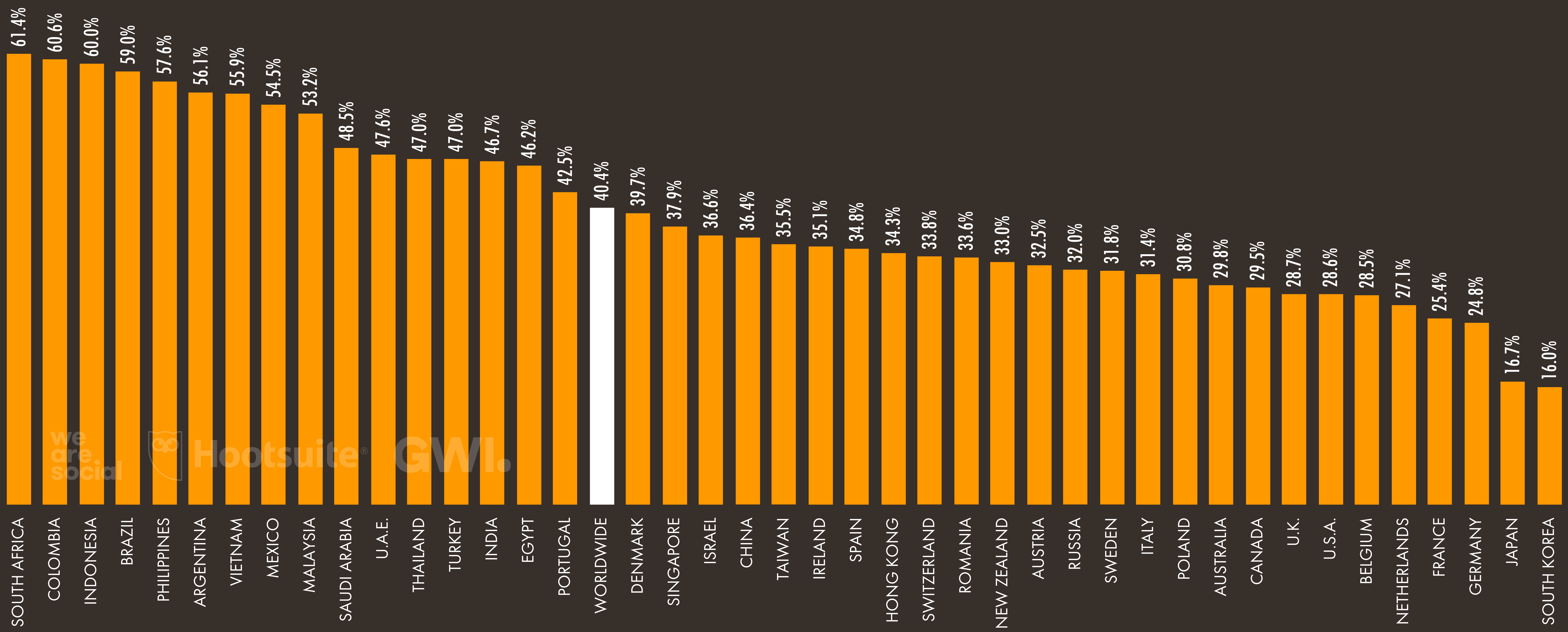


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

INDIVIDUAL USE OF SOCIAL MEDIA FOR WORK

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE SOCIAL MEDIA FOR WORK PURPOSES*



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***NOTE:** IN THIS CONTEXT, USING SOCIAL MEDIA FOR WORK PURPOSES INCLUDES PEOPLE WHO USE SOCIAL MEDIA TO NETWORK FOR WORK, TO FOLLOW WORK CONTACTS, OR TO FOLLOW ENTREPRENEURS AND / OR BUSINESS PEOPLE.

JAN 2021

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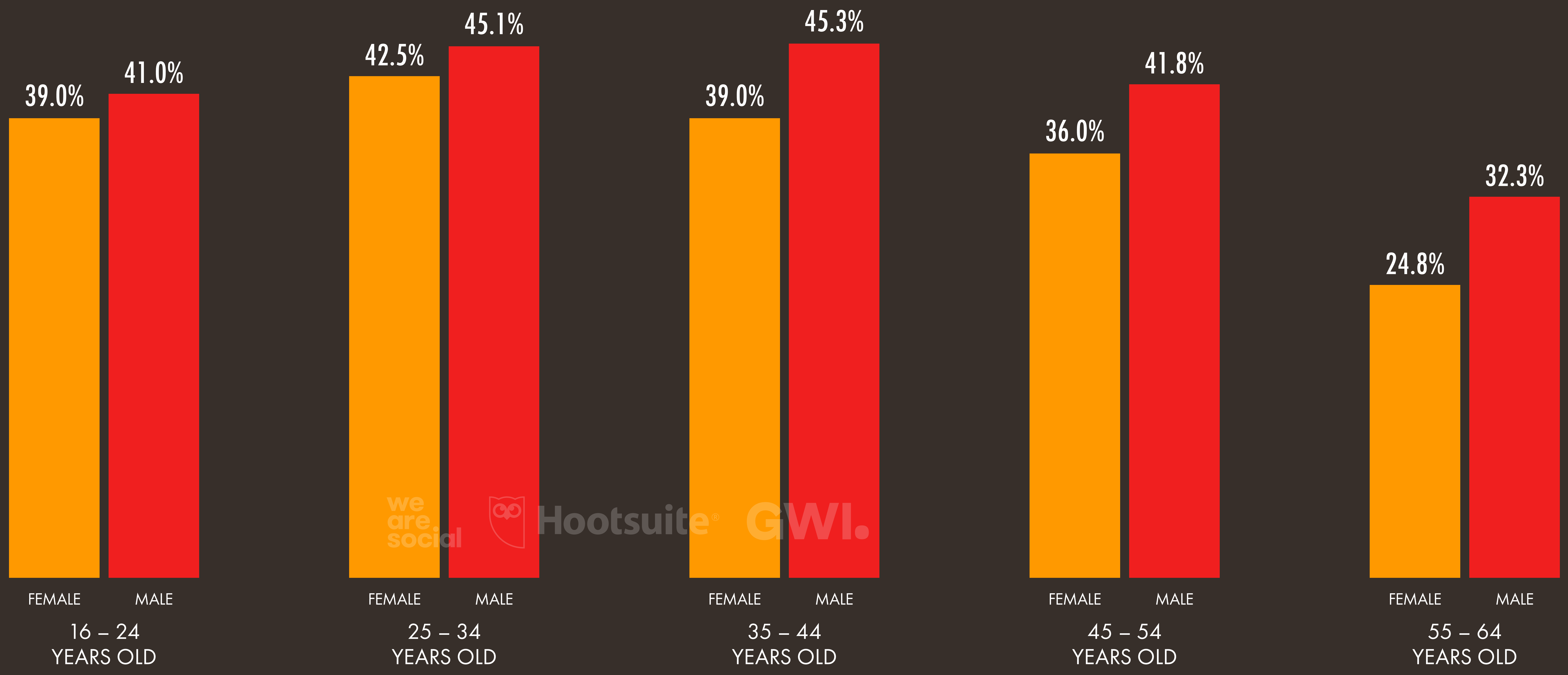

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WE ARE SOCIAL'S PERSPECTIVE: SOCIAL IN 2021

SHIFTS IN HOW PEOPLE BEHAVE AND INTERACT ON SOCIAL

OPEN-SOURCE CREATIVITY

Creativity on social has always thrived through the removal of gatekeepers and the fluidity of remixing what's already available online. But the process of content creation is becoming notably more communal, with TikTok's meteoric rise serving as a tipping point. Major platforms are becoming spaces for people to co-create, not just engage.

In 2021, brands will harness emerging tools and formats to foster creativity and participation from their social followings

RELIABLE IDOLS

In the wake of the influencer backlash, a growing emphasis is being placed on the tangible value public figures can bring to our lives. People aren't unfollowing beautiful people. But they want them to be more than a pretty face, and to prove that they're worth their place in the feed.

In 2021, brands will need to be more discerning about who they partner with and why

DIGITAL PLAYGROUNDS

Amid our new content needs, the horizons of gaming have expanded. Titles like Fortnite and Animal Crossing established themselves as legitimate social platforms, while YouTube reports that gaming is its biggest breakout genre. With people seeking digital-first social experiences, gaming is coming into its own as a social medium for the masses.

In 2021, brands will look to build communities and digital brands moments that exist entirely within games

HOOTSUITE'S PERSPECTIVE: SOCIAL TRENDS

Backed by data from 11,189 survey respondents and in-depth interviews with top experts at agencies, brands, and social platforms, Hootsuite's global report shines a light on the top trends in social.

THE RACE TO ROI

Using social to recover revenue lost in the wake of the pandemic will still be a high priority in 2021. But to differentiate and win long-term loyalty, use social to rejuvenate the online customer experience with discovery, connection, and fun.

BRANDS FIND THEIR PLACE IN THE CONVERSATION

Many brands miss the mark on social by jumping into conversations too soon. The smart ones will be those who sit back, listen, and then find creative ways of fitting into the social conversation instead of trying to lead it.

A GENERATIONAL BOOM ON SOCIAL

2020 was a tipping point for baby boomers online. Marketers that diversify how they reach this increasingly digitally savvy and lucrative demographic can leapfrog others that are still blinded by ageism and stereotypes.

TYING ENGAGEMENT DATA TO CUSTOMER IDENTITY

With renewed momentum and executive attention on social, focus on using data to prove that top-line social engagement is leading to more valuable customer relationships.

THE PERILS (AND PROMISE) OF PURPOSE

Bold brands start in the boardroom, not the front lines of social. Strong CMOs will use intelligence gathered by social teams to help the organization adapt to new buyer beliefs while balancing the twin demands of building a better business and a better world.

Click here to read Hootsuite's full Social Trends 2021 report.

FACEBOOK

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FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

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

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

2.18 BILLION

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

36%

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

+2.2%

+48 MILLION

PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE*

44%

PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE*

56%

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). ***NOTE:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. ***ADVISORY:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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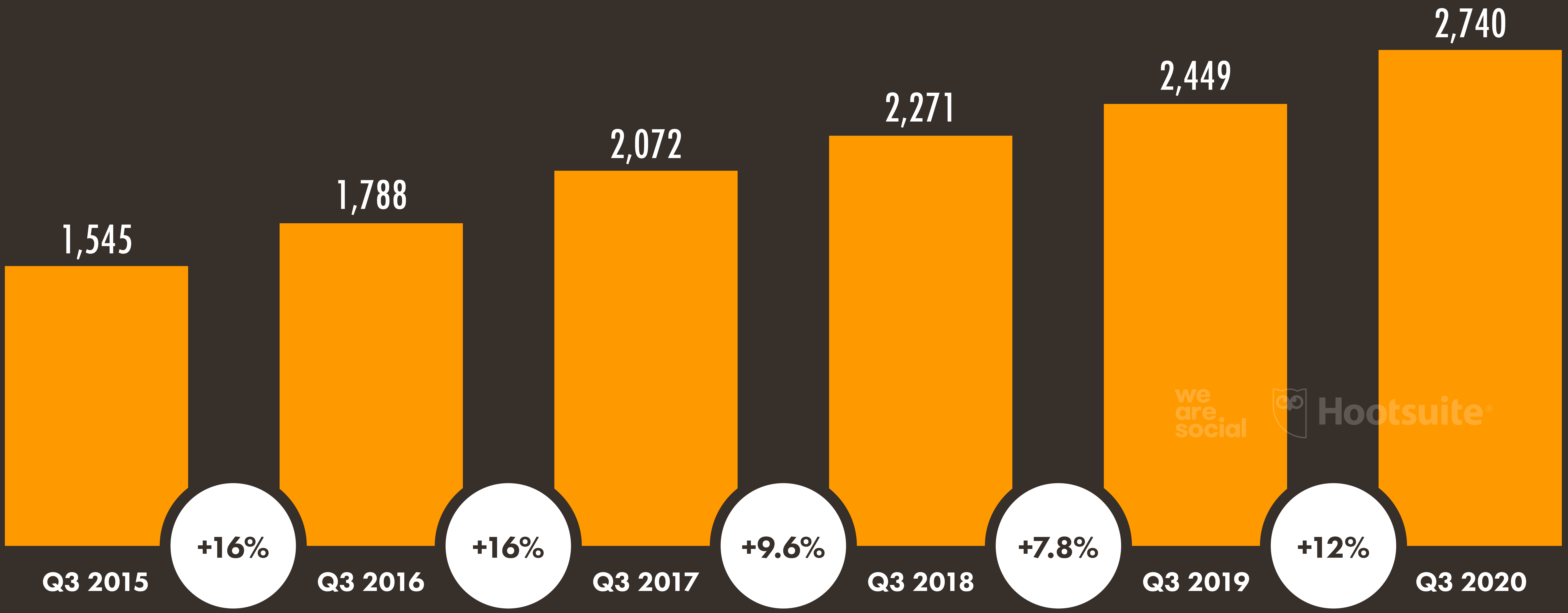
FACEBOOK'S MONTHLY ACTIVE USERS OVER TIME

THE LATEST REPORTED NUMBER OF MONTHLY ACTIVE FACEBOOK USERS AT THE START OF EACH YEAR (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE



SOURCE: FACEBOOK'S Q3 EARNINGS ANNOUNCEMENTS (EACH OCTOBER, FROM 2015 TO 2020). **NOTE:** FOR A VARIETY OF REASONS, THE MONTHLY ACTIVE USER FIGURES SHOWN ON THIS CHART MAY BE HIGHER THAN THE ADVERTISING REACH FIGURES CITED ELSEWHERE IN THIS REPORT.

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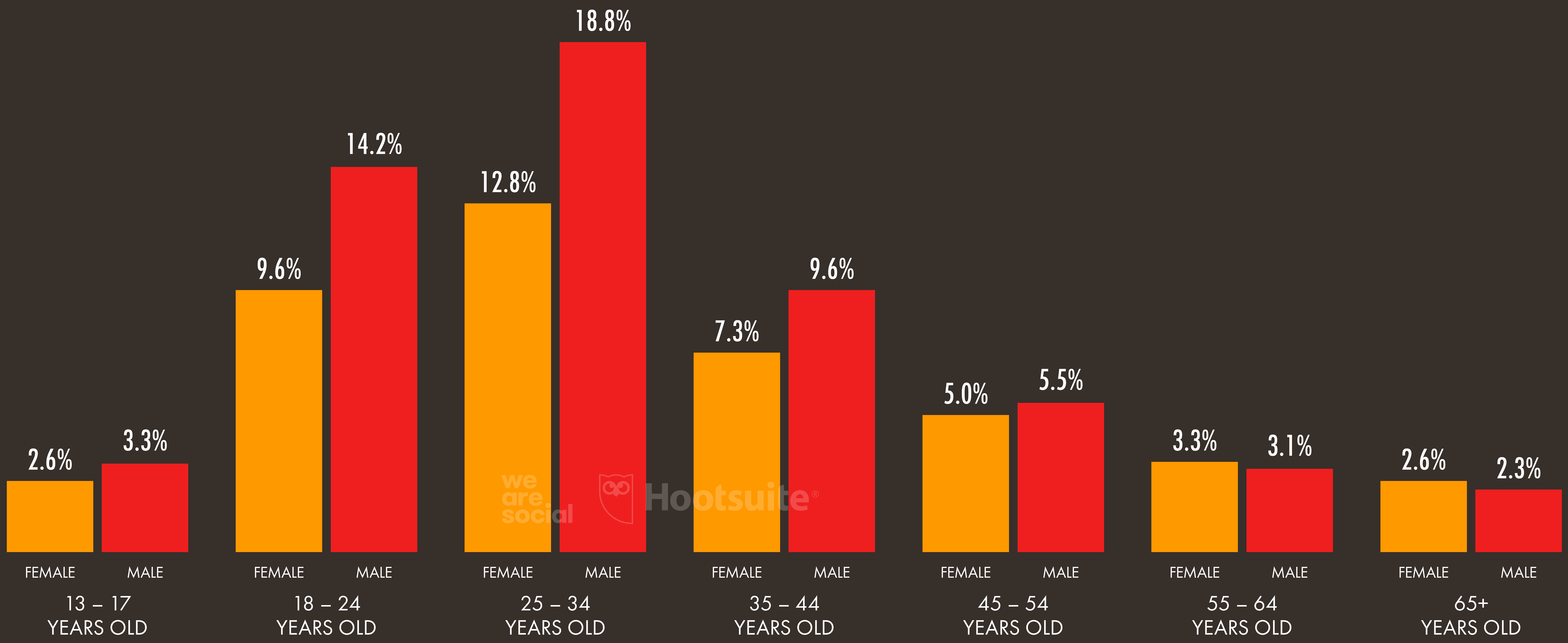
PROFILE OF FACEBOOK'S ADVERTISING AUDIENCE

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



SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). ***NOTES:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORY:** DATA ON THIS CHART REPRESENT FACEBOOK'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE WITH RESPECTIVE SHARES OF TOTAL MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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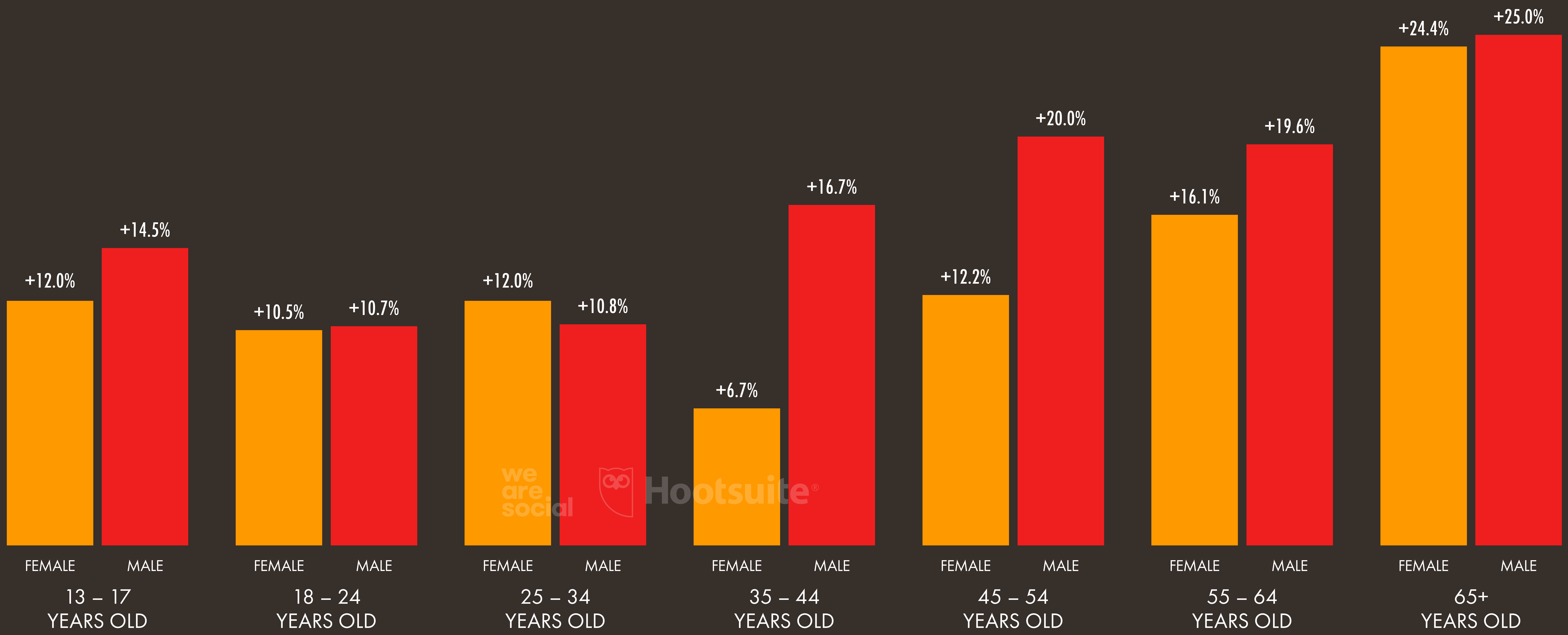
ANNUAL CHANGE IN FACEBOOK ADVERTISING REACH

YEAR-ON-YEAR CHANGE IN FACEBOOK'S ADVERTISING REACH BY AGE GROUP AND GENDER*



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JAN 2021

FACEBOOK REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES

#	COUNTRY / TERRITORY	REACH	▲QOQ
01	INDIA	320,000,000	+3.2%
02	U.S.A.	190,000,000	0%
03	INDONESIA	140,000,000	0%
04	BRAZIL	130,000,000	0%
05	MEXICO	93,000,000	+1.1%
06	PHILIPPINES	83,000,000	+2.5%
07	VIETNAM	68,000,000	+4.6%
08	THAILAND	51,000,000	+2.0%
09	EGYPT	45,000,000	+2.3%
10	BANGLADESH	41,000,000	+5.1%

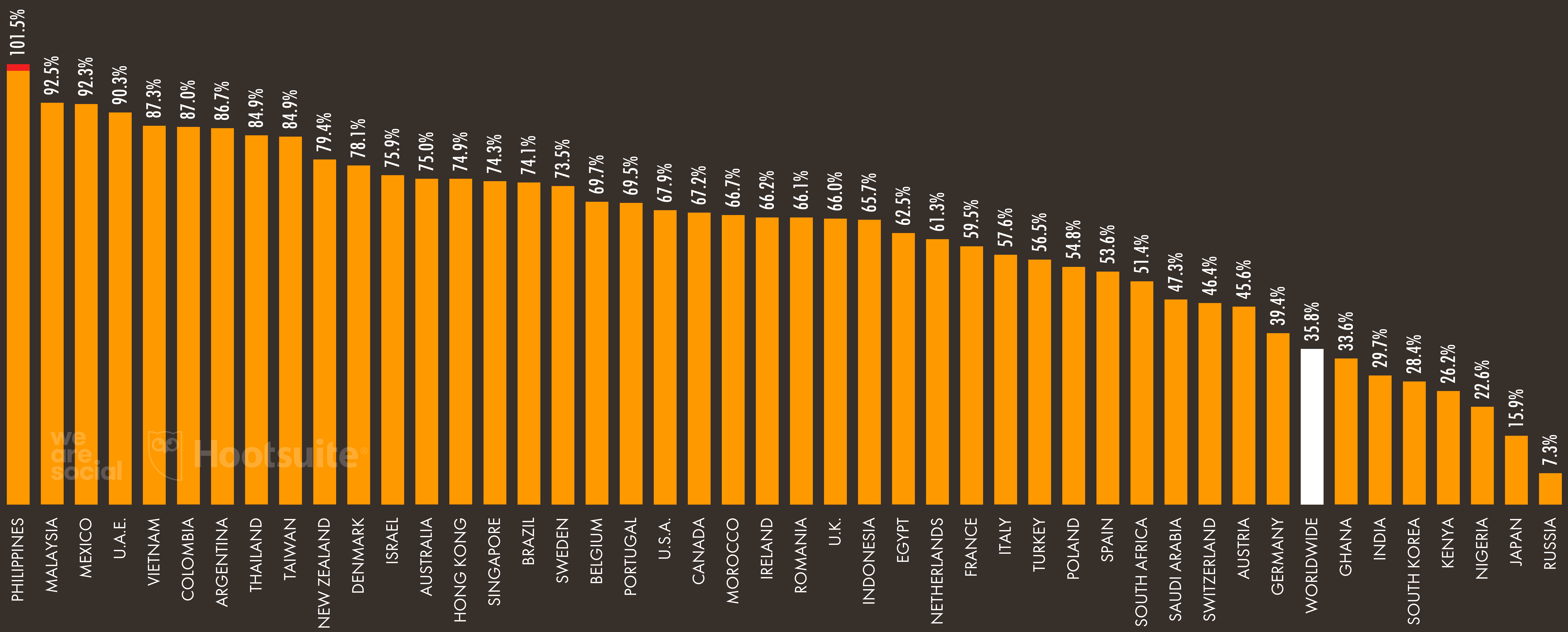
#	COUNTRY / TERRITORY	REACH	▲QOQ
11	PAKISTAN	40,000,000	+2.6%
12=	TURKEY	38,000,000	+2.7%
12=	U.K.	38,000,000	0%
14	COLOMBIA	36,000,000	0%
15	FRANCE	33,000,000	+3.1%
16=	ARGENTINA	31,000,000	0%
16=	ITALY	31,000,000	+3.3%
18=	GERMANY	29,000,000	+3.6%
18=	NIGERIA	29,000,000	+3.6%
20	MYANMAR	27,000,000	+3.8%

SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). ***NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **ADVISORY:** "REACH" MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2021

ELIGIBLE AUDIENCE REACH RATE: FACEBOOK

THE NUMBER OF USERS THAT ADVERTISERS CAN REACH ON FACEBOOK COMPARED TO THE POPULATION AGED 13+



SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021); POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU (ACCESSED JAN 2021). ***ADVISORIES:** "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS. VALUES SHOULD NOT TECHNICALLY EXCEED 100%, BUT DATA ARE SHOWN 'AS-IS', TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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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	% 13+	REACH	▲QOQ
01	MONGOLIA	105.0%*	2,500,000	+8.7%
02	LIBYA	104.7%*	5,500,000	+5.8%
03	PHILIPPINES	101.5%*	83,000,000	+2.5%
04	PERU	99.8%	26,000,000	+4.0%
05	TONGA	99.6%	74,000	+4.2%
06	MALTA	98.3%	380,000	0%
07	ARUBA	97.6%	89,000	0%
08	SAMOA	96.9%	130,000	0%
09	ECUADOR	96.0%	13,000,000	0%
10	MALAYSIA	92.5%	24,000,000	+4.3%
11	MEXICO	92.3%	93,000,000	+1.1%
12	ICELAND	91.1%	260,000	0%
13	U.A.E.	90.3%	7,800,000	-2.5%
14	BRUNEI	90.2%	320,000	0%
15	GREENLAND	90.1%	42,000	+5.0%
16	QATAR	90.0%	2,300,000	0%
17	CAMBODIA	89.5%	11,000,000	0%
18	GUAM	89.2%	120,000	0%
19	BOLIVIA	88.6%	7,700,000	+1.3%
20	VIETNAM	87.3%	68,000,000	+4.6%

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021); POPULATION DATA FROM THE U.N. AND U.S. CENSUS BUREAU (ACCESSED JAN 2021). ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ***ADVISORIES:** "REACH" MAY NOT REPRESENT UNIQUE INDIVIDUALS. "% 13+" VALUES SHOULD NOT TECHNICALLY EXCEED 100%, BUT DATA ARE SHOWN 'AS-IS', TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2021

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	PERCENTAGE OF FACEBOOK USERS WHO ONLY ACCESS VIA A LAPTOP OR DESKTOP COMPUTER	PERCENTAGE OF FACEBOOK USERS WHO ACCESS VIA BOTH PHONES AND COMPUTERS	PERCENTAGE OF FACEBOOK USERS WHO ONLY ACCESS VIA A MOBILE PHONE
98.3%	1.7%	17.3%	81.0%

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). BASED ON FACEBOOK USERS AGED 18 AND ABOVE.

JAN 2021

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	PERCENTAGE OF MOBILE FACEBOOK USERS ACCESSING VIA APPS ON IOS DEVICES	PERCENTAGE OF MOBILE FACEBOOK USERS ACCESSING VIA OTHER OPERATING SYSTEMS OR MOBILE WEB BROWSERS*
80.7%	14.7%	4.6%

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

JAN 2021

FACEBOOK USERS BY LANGUAGE

THE NUMBER OF USERS IN FACEBOOK'S ADVERTISING AUDIENCE* WHO SPEAK EACH LANGUAGE, WITH RESPECTIVE SHARE OF TOTAL AUDIENCE

#	LANGUAGE	USERS	SHARE
01	ENGLISH	1,100,000,000	50.4%
02	SPANISH	340,000,000	15.6%
03	HINDI	180,000,000	8.2%
04	ARABIC	160,000,000	7.3%
05=	INDONESIAN	150,000,000	6.9%
05=	PORTUGUESE	150,000,000	6.9%
07	FRENCH	120,000,000	5.5%
08	FILIPINO	75,000,000	3.4%
09	VIETNAMESE	72,000,000	3.3%
10	BENGALI	71,000,000	3.3%

#	LANGUAGE	USERS	SHARE
11	JAVANESE	58,000,000	2.7%
12	THAI	55,000,000	2.5%
13	TURKISH	41,000,000	1.9%
14	URDU	40,000,000	1.8%
15	RUSSIAN	36,000,000	1.6%
16	ITALIAN	34,000,000	1.6%
17	GERMAN	33,000,000	1.5%
18	TRADITIONAL CHINESE	29,000,000	1.3%
19	POLISH	20,000,000	0.9%
20	JAPANESE	18,000,000	0.8%

SOURCE: KEPIOS ANALYSIS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). ***NOTES:** FIGURES IN THE "SHARE" COLUMN REPRESENT THE NUMBERS OF ACTIVE FACEBOOK USERS WHO SPEAK EACH LANGUAGE AS A PERCENTAGE OF FACEBOOK'S TOTAL GLOBAL ADVERTISING AUDIENCE. FIGURES REPRESENT FACEBOOK'S ADVERTISING AUDIENCE, AND MAY NOT CORRELATE WITH MONTHLY ACTIVE USERS. **ADVISORY:** "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2021

FACEBOOK'S TOP CITIES BY ACTIVE USERS

CITIES AND BROADER URBAN AREAS WITH THE GREATEST NUMBER OF ACTIVE FACEBOOK USERS

CITIES WITH THE LARGEST NUMBER OF ACTIVE FACEBOOK USERS

#	CITY	CITY ONLY	CITY + 40KM
01	DHAKA	17,000,000	20,000,000
02	MUMBAI	16,000,000	18,000,000
03=	DELHI	13,000,000	19,000,000
03=	CAIRO	13,000,000	19,000,000
05=	MEXICO CITY	12,000,000	19,000,000
05=	KARACHI	12,000,000	12,000,000
07=	ISTANBUL	11,000,000	11,000,000
07=	LIMA	11,000,000	12,000,000
07=	HO CHI MINH	11,000,000	16,000,000
10	SÃO PAULO	10,000,000	15,000,000

URBAN AREAS WITH THE LARGEST NUMBER OF ACTIVE FACEBOOK USERS

#	URBAN AREA	CITY + 40KM	CITY ONLY
01	MANILA	26,000,000	3,500,000
02	BEKASI*	21,000,000	2,700,000
03	DHAKA	20,000,000	17,000,000
04=	DELHI	19,000,000	13,000,000
04=	CAIRO	19,000,000	13,000,000
04=	MEXICO CITY	19,000,000	12,000,000
07=	MUMBAI	18,000,000	16,000,000
07=	JAKARTA*	18,000,000	8,600,000
09	HO CHI MINH	16,000,000	11,000,000
10	SÃO PAULO	15,000,000	10,000,000

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). ***NOTE:** THE FIGURES FOR "CITY + 40KM" FOR BEKASI AND JAKARTA INCLUDE SOME OVERLAP. **ADVISORY:** "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◇ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2021

FACEBOOK ACTIVITY FREQUENCY

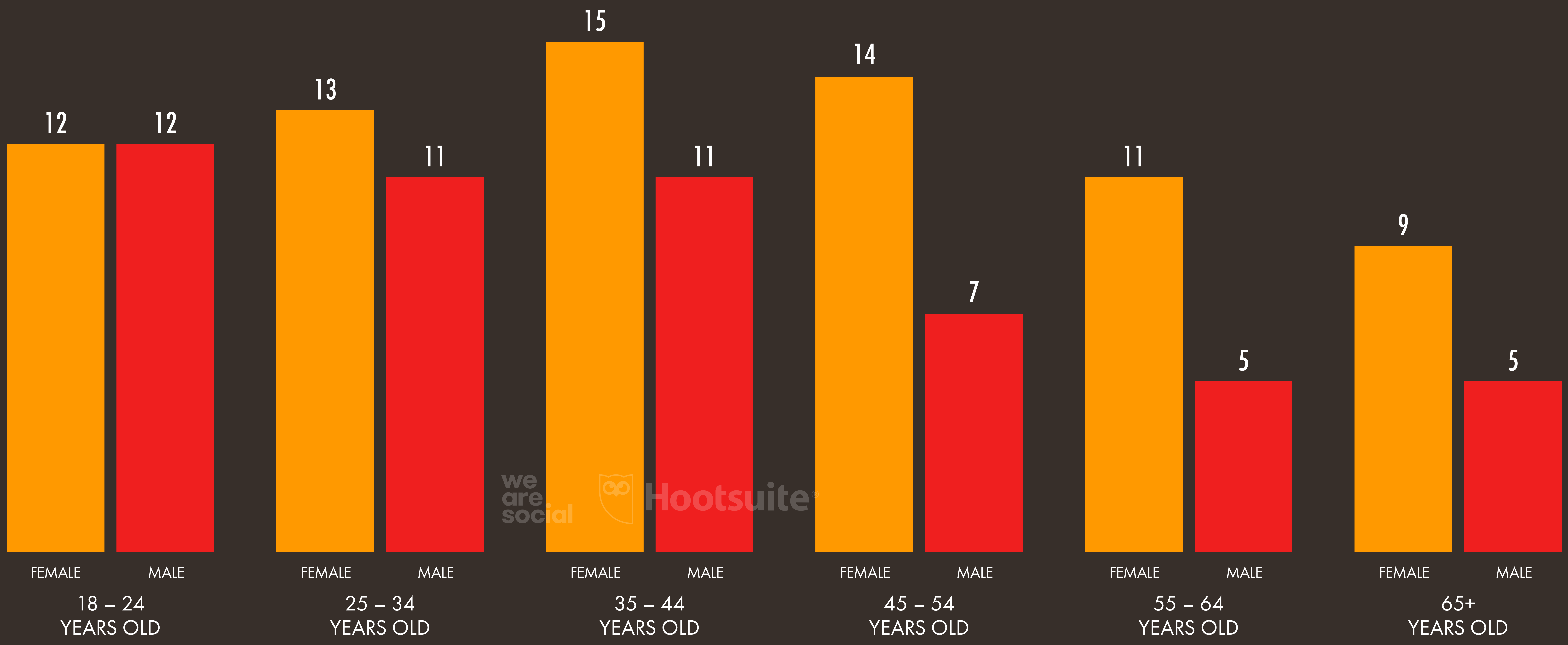
THE NUMBER OF TIMES A 'TYPICAL' USER AGED 18+ PERFORMS EACH ACTIVITY ON FACEBOOK

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	11	5	1	11
FEMALE: 1	FEMALE: 12	FEMALE: 7	FEMALE: 1	FEMALE: 14
MALE: 1	MALE: 10	MALE: 4	MALE: 1	MALE: 9

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). **NOTE:** FIGURES REPRESENT MEDIAN VALUES FOR ACTIVE FACEBOOK USERS AGED 18 AND ABOVE.

FACEBOOK MONTHLY POST LIKES BY AGE AND GENDER

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



SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). ***NOTES:** FACEBOOK'S SELF-SERVICE TOOLS DO NOT PUBLISH ACTIVITY DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE', OR ACTIVITY DATA FOR USERS BELOW THE AGE OF 18.

JAN 2021

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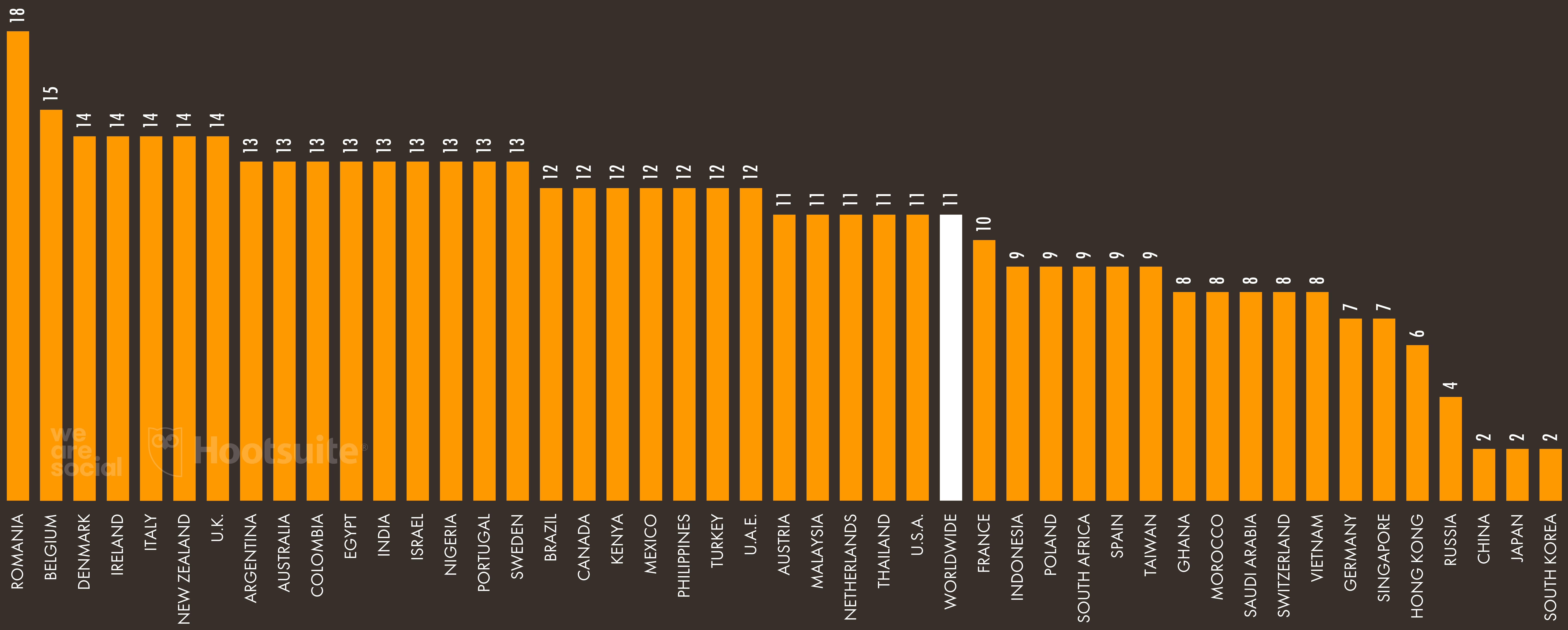

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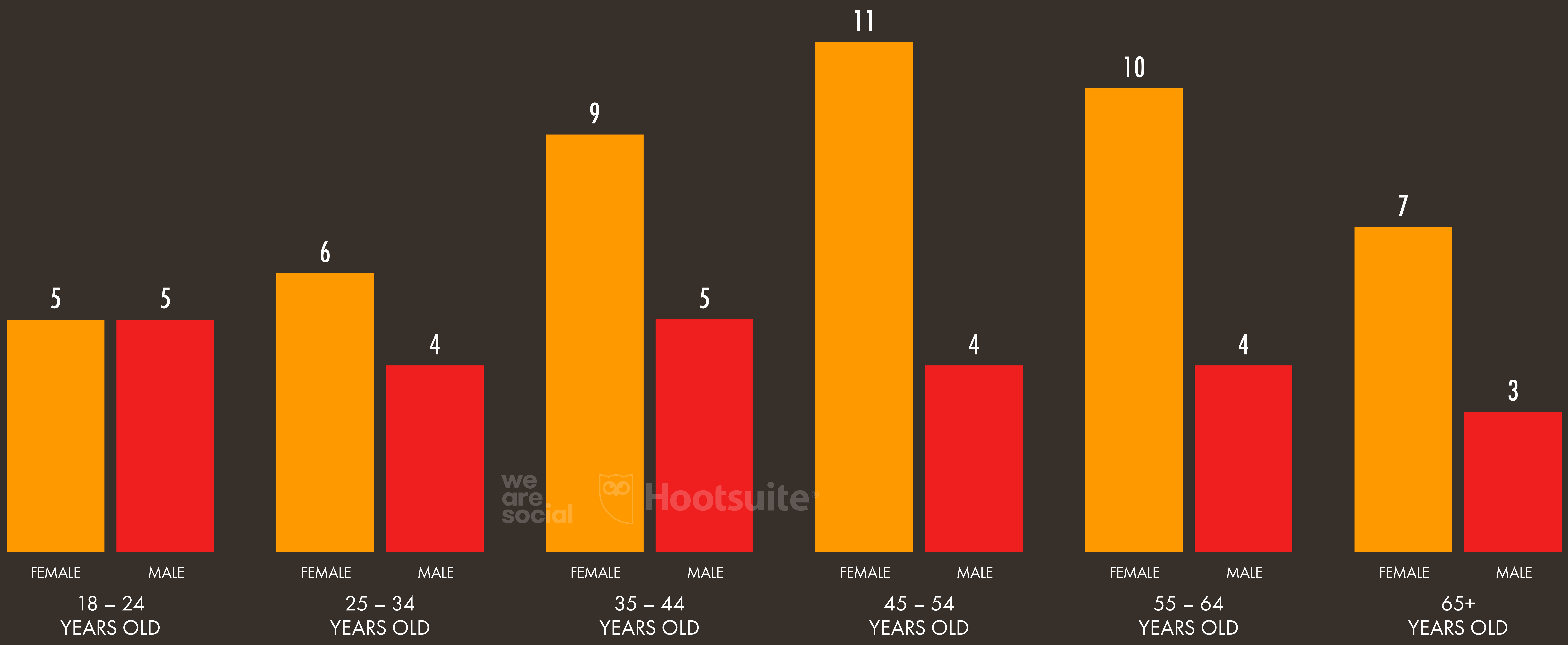
JAN 2021

FACEBOOK MONTHLY COMMENTS BY AGE AND GENDER

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



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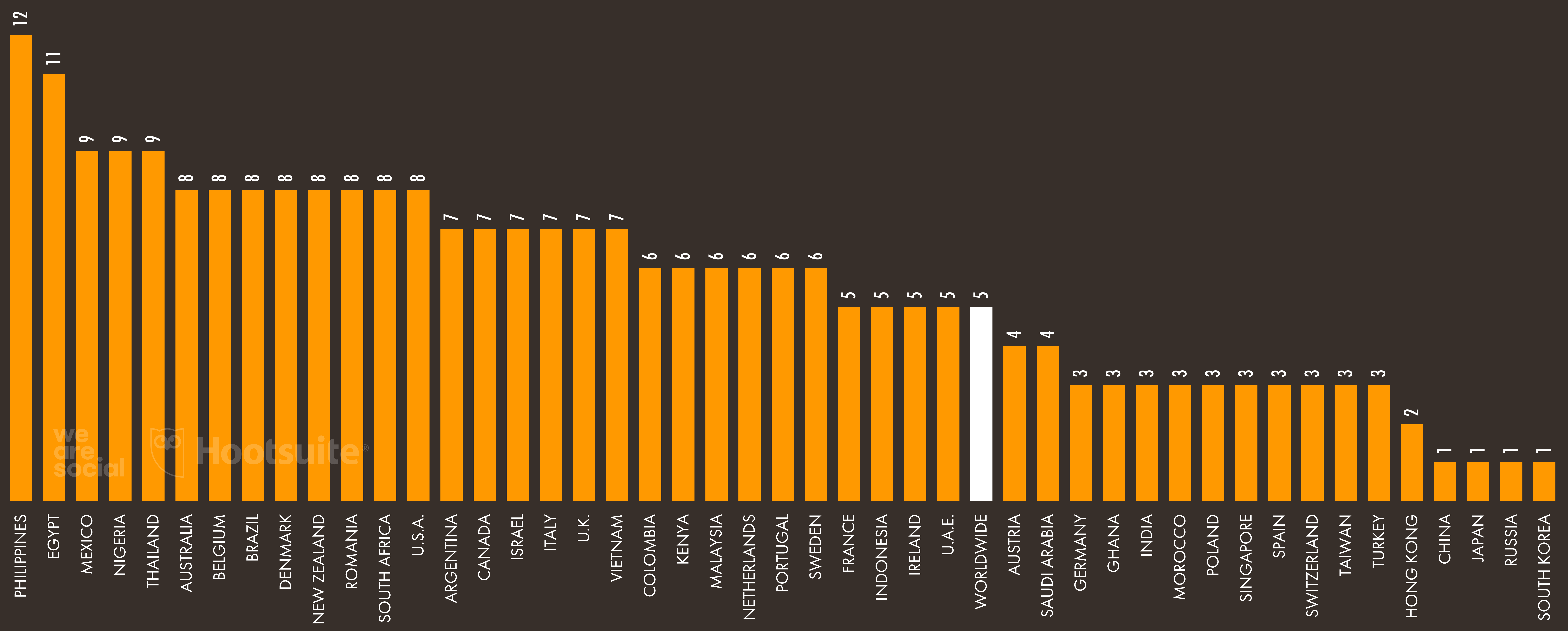

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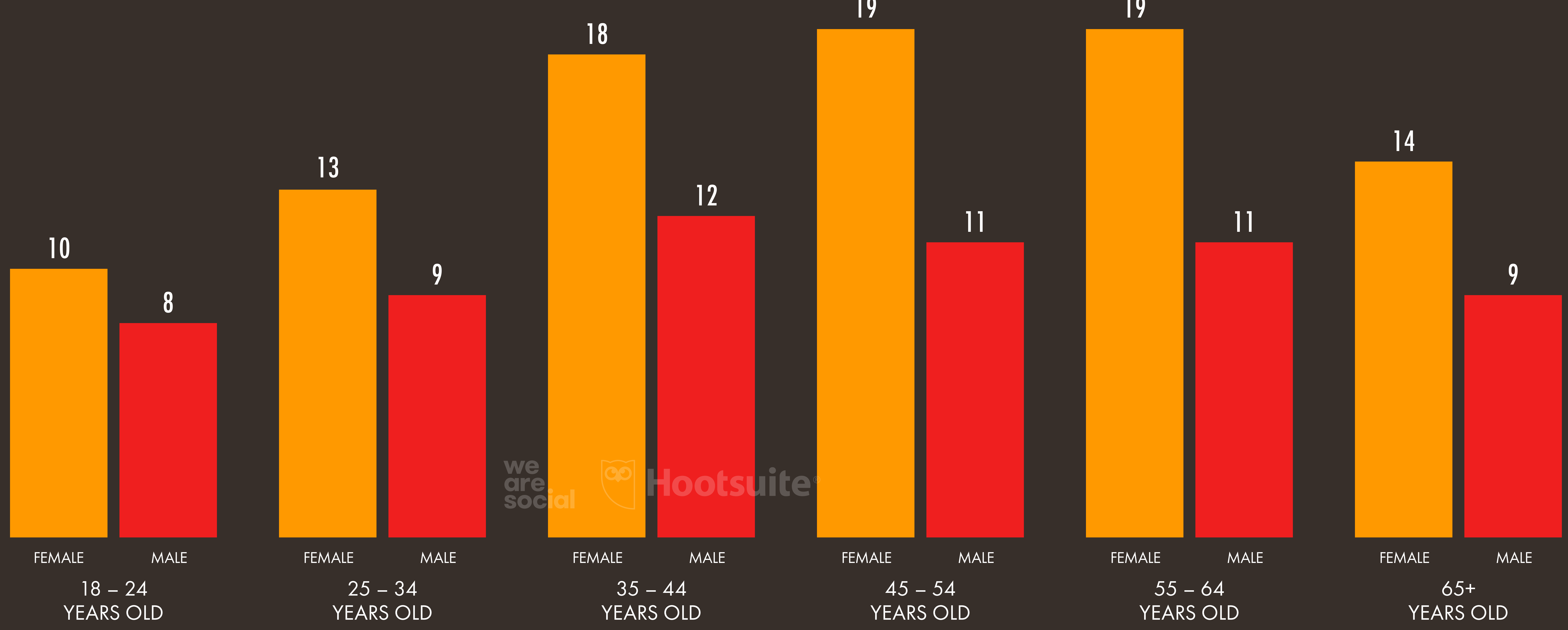
FACEBOOK MONTHLY AD CLICKS BY AGE AND GENDER

JAN 2021

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



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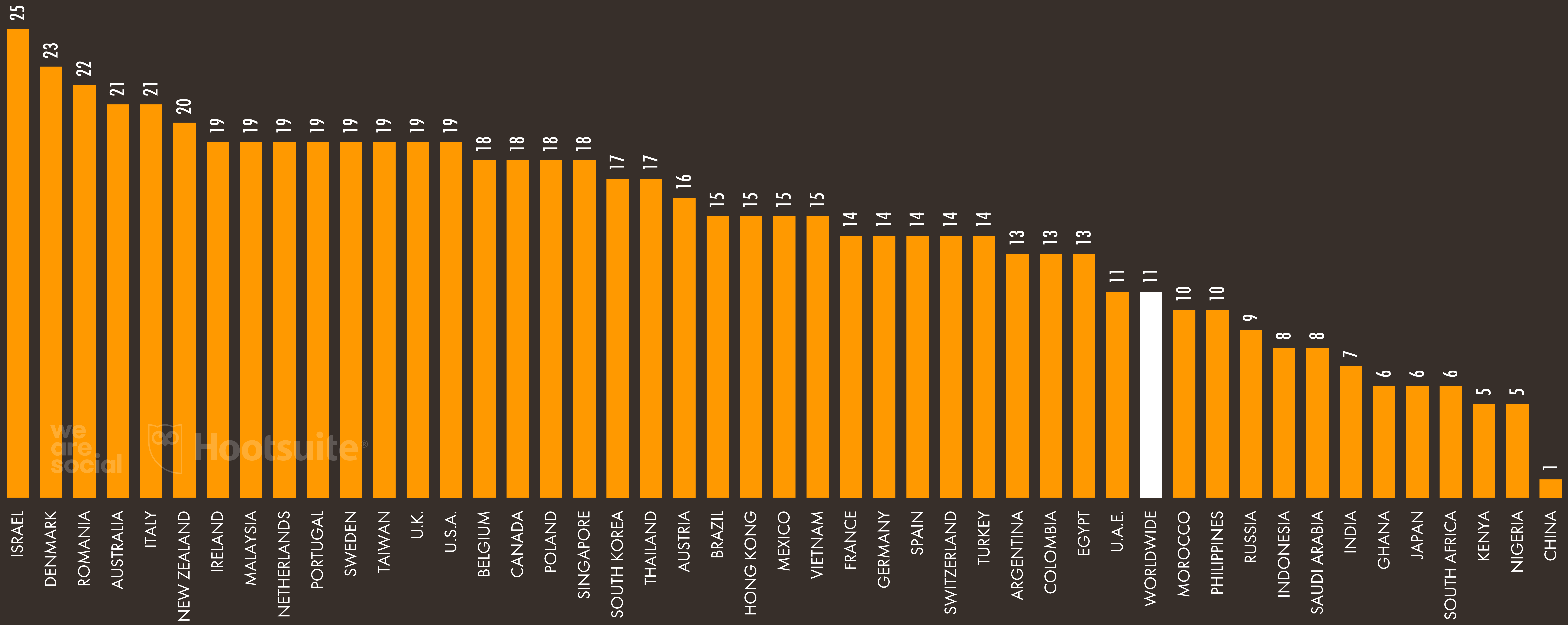

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JAN 2021

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	PHOTO POSTS' SHARE OF TOTAL PAGE POSTS	VIDEO POSTS' SHARE OF TOTAL PAGE POSTS	LINK POSTS' SHARE OF TOTAL PAGE POSTS	STATUS POSTS' SHARE OF TOTAL PAGE POSTS
2.37	35.6%	15.1%	47.2%	2.1%

SOURCE: LOCOWISE (JAN 2021). FIGURES REPRESENT AVERAGES FOR Q4 2020. **NOTES:** FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD. VALUES MAY NOT SUM TO 100% DUE TO ROUNDING.

JAN 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*

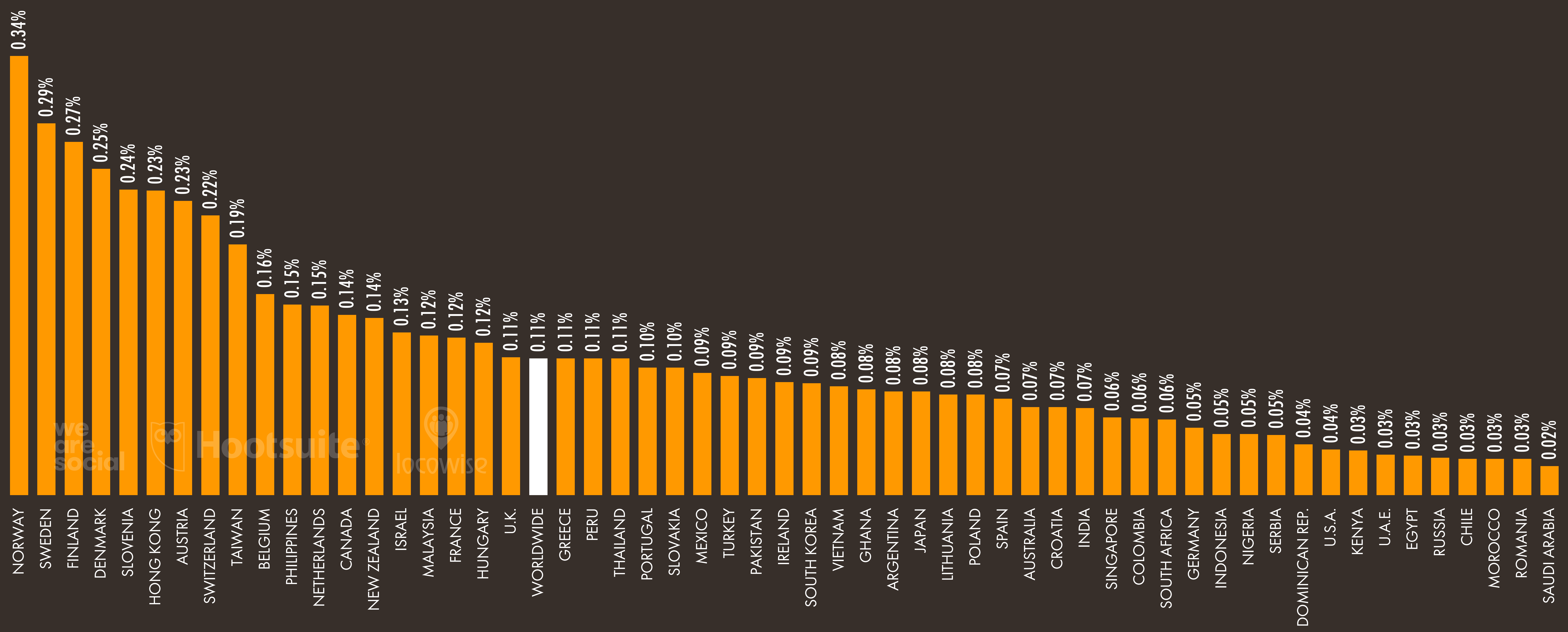
AVERAGE TOTAL POST ENGAGEMENTS* vs. PAGE FANS: ALL POST TYPES	AVERAGE TOTAL POST ENGAGEMENTS* vs. PAGE FANS: PHOTO POSTS	AVERAGE TOTAL POST ENGAGEMENTS* vs. PAGE FANS: VIDEO POSTS	AVERAGE TOTAL POST ENGAGEMENTS* vs. PAGE FANS: LINK POSTS	AVERAGE TOTAL POST ENGAGEMENTS* vs. PAGE FANS: STATUS POSTS
0.11%	0.18%	0.13%	0.05%	0.19%

SOURCE: LOCOWISE (JAN 2021). FIGURES REPRESENT AVERAGES FOR Q4 2020. ***NOTES:** PERCENTAGES COMPARE THE COMBINED TOTAL OF REACTIONS, COMMENTS, AND SHARES TO THE TOTAL NUMBER OF PAGE FANS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD. ◈ **COMPARABILITY ADVISORY:** NEW DEFINITIONS AND A NEW METHODOLOGY MEAN DATA SHOWN HERE ARE NOT COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN 2021

FACEBOOK: AVERAGE POST ENGAGEMENTS vs. PAGE FANS

AVERAGE OF THE TOTAL ENGAGEMENTS ON EACH FACEBOOK PAGE POST vs. THE NUMBER OF PAGE FANS AT THE TIME OF POSTING



SOURCE: LOCOWISE (JAN 2021). FIGURES REPRESENT AVERAGES FOR Q4 2020. **NOTE:** PERCENTAGES COMPARE THE COMBINED TOTAL OF REACTIONS, COMMENTS, AND SHARES TO THE TOTAL NUMBER OF PAGE FANS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD. ◈ **COMPARABILITY ADVISORY:** NEW DEFINITIONS AND A NEW METHODOLOGY MEAN DATA SHOWN HERE ARE NOT COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN 2021

FACEBOOK POST ENGAGEMENT RATE BY PAGE SIZE

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

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

<10K

0.45%

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

10K-100K

0.25%

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

>100K

0.08%

SOURCE: LOCOWISE (JAN 2021). FIGURES REPRESENT AVERAGES FOR Q4 2020. ***NOTES:** "ENGAGEMENT RATE" (AS USED HERE) COMPARES THE COMBINED TOTAL OF A POST'S REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FANS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD.

JAN 2021

MOST POPULAR FACEBOOK PAGES

FACEBOOK PAGES WITH THE GREATEST NUMBER OF FOLLOWERS IN JANUARY 2021

#	FACEBOOK PAGE	FOLLOWERS	PAGE LIKES
01	FACEBOOK APP	211,830,000	211,830,000
02	SAMSUNG	161,150,000	161,150,000
03	CRISTIANO RONALDO	146,290,000	124,410,000
04	CGTN	113,270,000	113,200,000
05	REAL MADRID C.F.	110,320,000	110,960,000
06	SHAKIRA	108,730,000	99,160,000
07	COCA-COLA	105,770,000	105,770,000
08	TASTY	105,550,000	98,190,000
09	CHINA DAILY	103,890,000	102,850,000
10	MR. BEAN	104,000,000	86,110,000
11	WILL SMITH	103,770,000	77,350,000
12	FC BARCELONA	102,740,000	103,250,000
13	VIN DIESEL	103,000,000	96,120,000
14	LIONEL MESSI	101,810,000	90,930,000
15	5-MINUTE CRAFTS	98,790,000	65,400,000
16	YOUTUBE	98,110,000	86,080,000
17	RIHANNA	93,460,000	78,880,000
18	EMINEM	89,090,000	85,950,000
19	XINHUA NEWS AGENCY	88,070,000	87,670,000
20	PEOPLE'S DAILY	86,220,000	86,280,000

SOURCE: KEPIOS ANALYSIS (JAN 2021), BASED ON DATA PUBLISHED ON FACEBOOK.COM. VALUES HAVE BEEN ROUNDED TO THE NEAREST 10,000.

INSTAGRAM

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

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

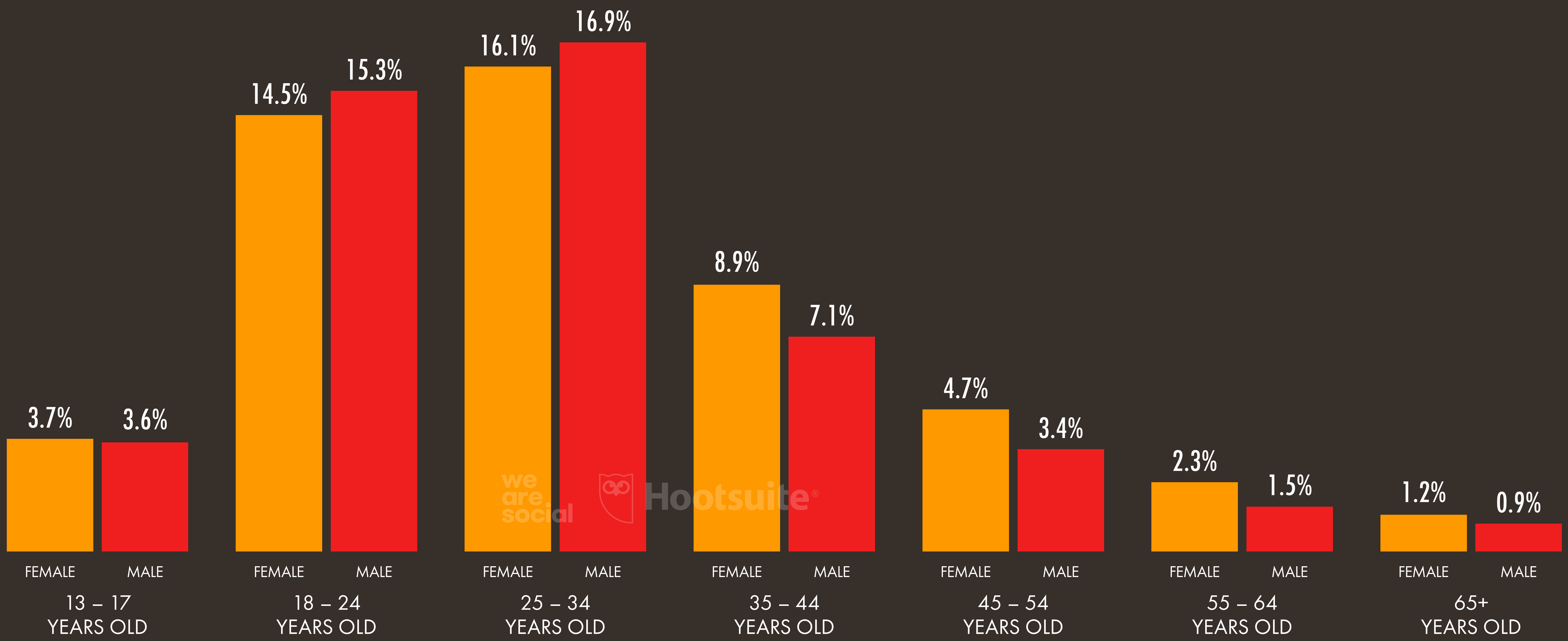
POTENTIAL AUDIENCE* THAT FACEBOOK REPORTS CAN BE REACHED USING ADVERTS ON INSTAGRAM	INSTAGRAM'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+	QUARTER-ON-QUARTER CHANGE IN INSTAGRAM'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS MALE*
1.22 BILLION	20%	+5.4% +63 MILLION	50.8%	49.2%

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). **NOTE:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. ***ADVISORY:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2021

PROFILE OF INSTAGRAM'S ADVERTISING AUDIENCE

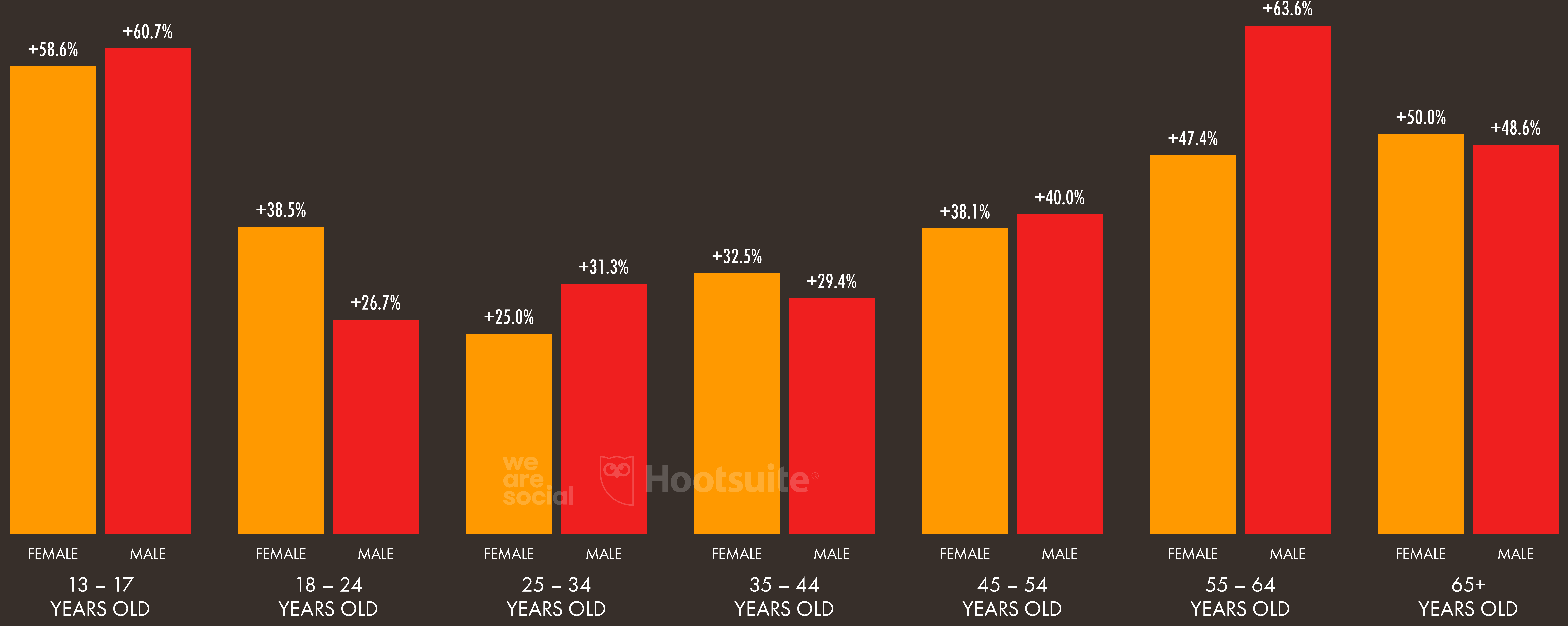
SHARE OF INSTAGRAM'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



SOURCE: EXTRAPOLATIONS OF INSTAGRAM DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). ***NOTES:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORY:** DATA ON THIS CHART REPRESENT INSTAGRAM'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE WITH RESPECTIVE SHARES OF TOTAL MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

ANNUAL CHANGE IN INSTAGRAM ADVERTISING REACH

YEAR-ON-YEAR CHANGE IN INSTAGRAM'S ADVERTISING REACH BY AGE GROUP AND GENDER*



SOURCE: EXTRAPOLATIONS OF INSTAGRAM DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). ***NOTES:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORY:** DATA ON THIS CHART REPRESENT INSTAGRAM'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE WITH RESPECTIVE SHARES OF TOTAL MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2021

INSTAGRAM REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE LARGEST INSTAGRAM ADVERTISING AUDIENCES

#	COUNTRY / TERRITORY	REACH	▲QOQ
01=	INDIA	140,000,000	+16.7%
01=	U.S.A.	140,000,000	0%
03	BRAZIL	99,000,000	+4.2%
04	INDONESIA	85,000,000	+9.0%
05	RUSSIA	56,000,000	+3.7%
06	TURKEY	46,000,000	+4.5%
07	JAPAN	38,000,000	+2.7%
08	MEXICO	32,000,000	+3.2%
09	U.K.	31,000,000	+10.7%
10	GERMANY	26,000,000	+4.0%

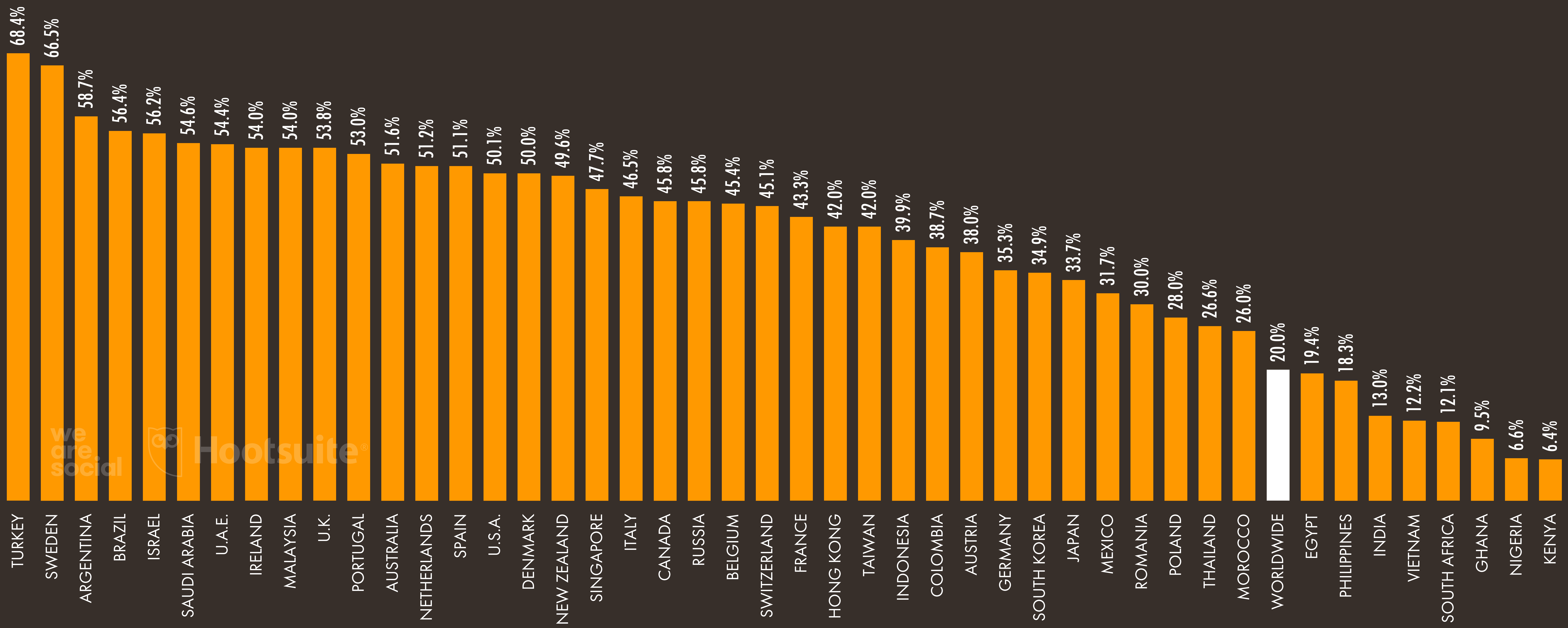
#	COUNTRY / TERRITORY	REACH	▲QOQ
11	ITALY	25,000,000	+4.2%
12	FRANCE	24,000,000	+9.1%
13=	ARGENTINA	21,000,000	+5.0%
13=	SPAIN	21,000,000	+5.0%
15=	COLOMBIA	16,000,000	+6.7%
15=	SOUTH KOREA	16,000,000	0%
15=	THAILAND	16,000,000	+6.7%
18=	CANADA	15,000,000	0%
18=	PHILIPPINES	15,000,000	+7.1%
18=	SAUDI ARABIA	15,000,000	0%

SOURCE: EXTRAPOLATIONS OF INSTAGRAM DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **ADVISORY:** "REACH" MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2021

ELIGIBLE AUDIENCE REACH RATE: INSTAGRAM

THE NUMBER OF USERS THAT ADVERTISERS CAN REACH ON INSTAGRAM COMPARED TO THE POPULATION AGED 13+



SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021); POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU (ACCESSED JAN 2021). ***ADVISORY:** "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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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	% 13+	REACH	▲QOQ
01	KAZAKHSTAN	78.7%	11,000,000	+10.0%
02	BRUNEI	70.5%	250,000	0%
03	TURKEY	68.4%	46,000,000	+4.5%
04	ICELAND	66.5%	190,000	0%
05	SWEDEN	66.5%	5,700,000	+5.6%
06	KUWAIT	65.7%	2,300,000	0%
07	CYPRUS	64.5%	670,000	+8.1%
08	CAYMAN IS.	64.3%	36,000	0%
09	MALTA	62.1%	240,000	+26.3%
10	GUAM	61.7%	83,000	-1.2%
11	BAHRAIN	61.5%	890,000	+1.1%
12	CHILE	60.6%	9,700,000	+2.1%
13	PANAMA	59.7%	2,000,000	+5.3%
14	URUGUAY	59.3%	1,700,000	+6.3%
15	ARUBA	59.2%	54,000	+1.9%
16	ARGENTINA	58.7%	21,000,000	+5.0%
17	NORWAY	58.2%	2,700,000	+3.8%
18	KYRGYZSTAN	58.0%	2,700,000	+3.8%
19	BARBADOS	56.7%	140,000	+7.7%
20	MONTENEGRO	56.5%	300,000	0%

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

JAN 2021

INSTAGRAM BUSINESS ACCOUNT BENCHMARKS

AVERAGE ACCOUNT GROWTH AND PUBLISHING BENCHMARKS FOR INSTAGRAM BUSINESS ACCOUNTS

AVERAGE MONTHLY GROWTH IN ACCOUNT FOLLOWERS	AVERAGE NUMBER OF MAIN FEED POSTS PER DAY	PHOTO POSTS AS A PERCENTAGE OF ALL MAIN FEED POSTS	VIDEO POSTS AS A PERCENTAGE OF ALL MAIN FEED POSTS	CAROUSEL POSTS AS A PERCENTAGE OF ALL MAIN FEED POSTS
+1.68%	1.56	64.9%	17.8%	17.3%

SOURCE: LOCOWISE (JAN 2021). FIGURES REPRESENT AVERAGES FOR Q4 2020. **NOTES:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT INSTAGRAM BUSINESS ACCOUNTS. VALUES MAY NOT SUM TO 100% DUE TO ROUNDING.

JAN 2021

INSTAGRAM ENGAGEMENT BENCHMARKS

AVERAGE ENGAGEMENT RATES* FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS

AVERAGE ENGAGEMENT RATE FOR ALL POST TYPES	AVERAGE ENGAGEMENT RATE FOR PHOTO POSTS	AVERAGE ENGAGEMENT RATE FOR VIDEO POSTS	AVERAGE ENGAGEMENT RATE FOR CAROUSEL POSTS
0.85%	0.88%	0.55%	1.05%

SOURCE: LOCOWISE (JAN 2021). FIGURES REPRESENT AVERAGES FOR Q4 2020. ***NOTE:** "ENGAGEMENT RATE" (AS USED HERE) REFERS TO THE COMBINED NUMBER OF LIKES AND COMMENTS ON A POST COMPARED TO THE NUMBER OF ACCOUNT FOLLOWERS AT THE TIME OF POST PUBLICATION. **ADVISORY:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT ACCOUNTS, AND ACCOUNTS WITH A LARGER FOLLOWING WILL TYPICALLY EXPERIENCE SIGNIFICANTLY LOWER ENGAGEMENT RATES vs. THE AVERAGES CITED HERE.

JAN 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

<10K

1.29%

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

10K-100K

1.00%

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

>100K

0.73%

SOURCE: LOCOWISE (JAN 2021). FIGURES REPRESENT AVERAGES FOR Q4 2020. ***NOTE:** "ENGAGEMENT RATE" (AS USED HERE) REFERS TO THE COMBINED NUMBER OF LIKES AND COMMENTS ON A POST COMPARED TO THE NUMBER OF ACCOUNT FOLLOWERS AT THE TIME OF POST PUBLICATION. **ADVISORY:** FIGURES REPRESENT AVERAGES FOR BUSINESS ACCOUNTS ACROSS A VARIETY OF DIFFERENT CATEGORIES AND COUNTRIES.

MOST POPULAR INSTAGRAM ACCOUNTS

INSTAGRAM ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS IN JANUARY 2021

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	INSTAGRAM	@INSTAGRAM	383,220,000
02	CRISTIANO RONALDO	@CRISTIANO	252,240,000
03	ARIANA GRANDE	@ARIANAGRANDE	214,920,000
04	DWAYNE JOHNSON	@THEROCK	210,470,000
05	KYLIE JENNER	@KYLIEJENNER	208,250,000
06	SELENA GOMEZ	@SELENAGOMEZ	201,670,000
07	KIM KARDASHIAN	@KIMKARDASHIAN	198,280,000
08	LIONEL MESSI	@LEOMESSI	175,800,000
09	BEYONCÉ	@BEYONCE	160,030,000
10	JUSTIN BIEBER	@JUSTINBIEBER	157,000,000

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
11	NATIONAL GEOGRAPHIC	@NATGEO	149,100,000
12	KENDALL JENNER	@KENDALLJENNER	146,890,000
13	NEYMAR	@NEYMARJR	144,860,000
14	TAYLOR SWIFT	@TAYLORSWIFT	143,930,000
15	JENNIFER LOPEZ	@JLO	137,410,000
16	NIKE	@NIKE	127,490,000
17	NICKI MINAJ	@NICKIMINAJ	126,400,000
18	KHLOÉ KARDASHIAN	@KHLOEKARDASHIAN	126,370,000
19	MILEY CYRUS	@MILEYCYRUS	119,700,000
20	KATY PERRY	@KATYPERRY	110,310,000

SOURCE: KEPIOS ANALYSIS (JAN 2021), BASED ON DATA PUBLISHED ON INSTAGRAM.COM. VALUES HAVE BEEN ROUNDED TO THE NEAREST 10,000.

MOST FREQUENTLY USED HASHTAGS ON INSTAGRAM

HASHTAGS THAT HAVE BEEN USED ON THE GREATEST NUMBER OF INSTAGRAM POSTS (ALL-TIME)

#	HASHTAG	Nº OF POSTS
01	#LOVE	2,000,000,000
02	#INSTAGOOD	1,276,000,000
03	#FASHION	908,000,000
04	#PHOTOOFTHEDAY	879,000,000
05	#ART	746,000,000
06	#BEAUTIFUL	714,000,000
07	#PHOTOGRAPHY	693,000,000
08	#PICOFTHEDAY	623,000,000
09	#FOLLOW	617,000,000
10	#HAPPY	615,000,000

#	HASHTAG	Nº OF POSTS
11	#CUTE	606,000,000
12	#NATURE	592,000,000
13	#INSTAGRAM	586,000,000
14	#TBT	559,000,000
15	#FOLLOWME	557,000,000
16	#TRAVEL	539,000,000
17	#LIKE4LIKE	528,000,000
18	#STYLE	524,000,000
19	#REPOST	509,000,000
20	#INSTADAILY	491,000,000

#	HASHTAG	Nº OF POSTS
21	#SUMMER	486,000,000
22	#SELFIE	440,000,000
23	#ME	438,000,000
24	#FITNESS	429,000,000
25	#BEAUTY	426,000,000
26	#FOOD	425,000,000
27	#GIRL	417,000,000
28	#FRIENDS	413,000,000
29	#FUN	407,000,000
30	#INSTALIKE	405,000,000

SOURCE: KEPIOS ANALYSIS (JAN 2021), BASED ON VALUES PUBLISHED ON INSTAGRAM.COM. VALUES HAVE BEEN ROUNDED TO THE NEAREST MILLION.

YOUTUBE

JAN 2021

YOUTUBE OVERVIEW

ESSENTIAL HEADLINES FOR YOUTUBE USE AROUND THE WORLD

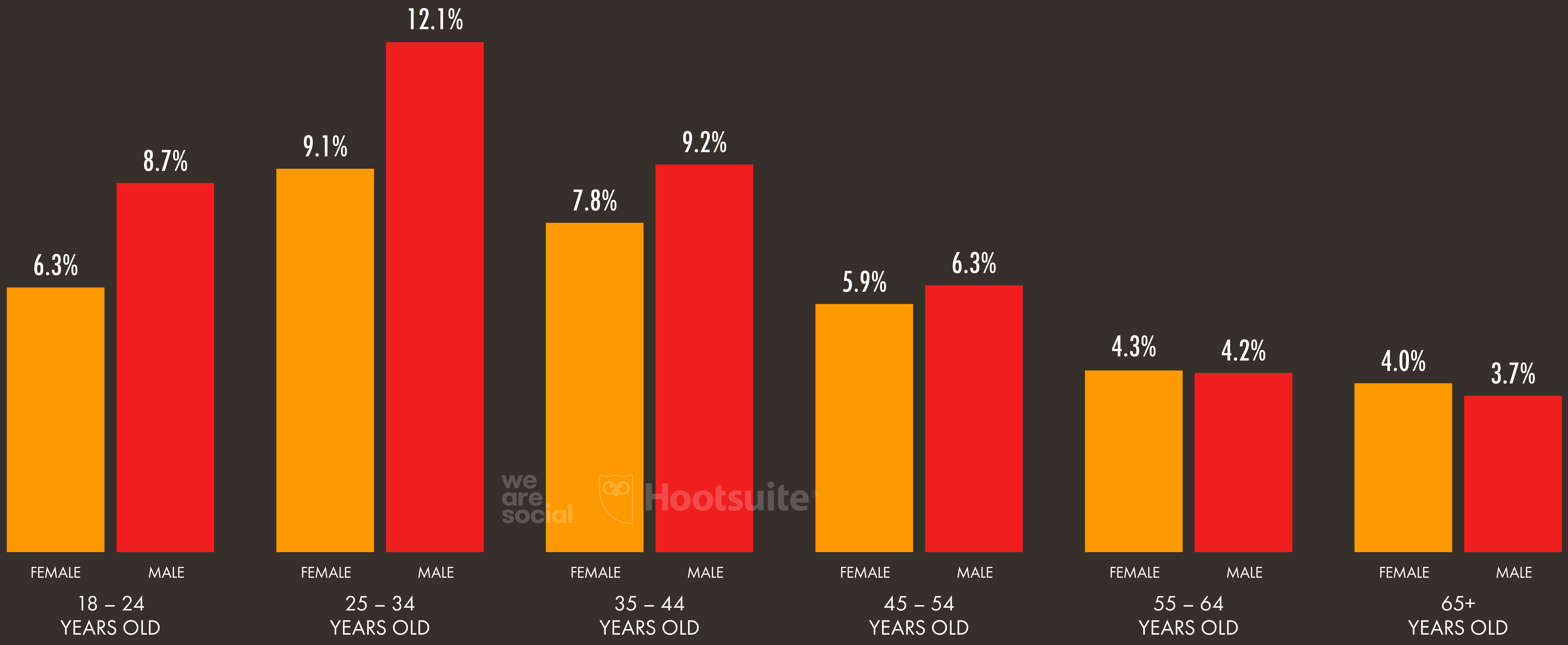
NUMBER OF USERS THAT VISIT YOUTUBE WHILE LOGGED IN EACH MONTH	TOTAL NUMBER OF HOURS OF VIDEO WATCHED ON YOUTUBE EACH DAY	SHARE OF TOTAL YOUTUBE WATCH TIME THAT TAKES PLACE ON MOBILE DEVICES	YOUTUBE'S FEMALE AD AUDIENCE AS A PERCENTAGE OF ITS TOTAL ADVERTISING AUDIENCE*	YOUTUBE'S MALE AD AUDIENCE AS A PERCENTAGE OF ITS TOTAL ADVERTISING AUDIENCE*
2 BILLION	1 BILLION	70%	45.8%	54.2%

SOURCES: KEPIOS ANALYSIS (JAN 2021), BASED ON DATA PUBLISHED IN YOUTUBE'S MARKETING MATERIALS AND GOOGLE'S SELF-SERVICE ADVERTISING TOOLS. ***NOTES:** VALUES BASED ON DATA FOR AVAILABLE MARKETS ONLY. GOOGLE'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORY:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE.

JAN 2021

PROFILE OF YOUTUBE'S ADVERTISING AUDIENCE

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



SOURCE: KEPIOS ANALYSIS (JAN 2021) BASED ON DATA PUBLISHED IN GOOGLE'S SELF-SERVICE ADVERTISING TOOLS. ***NOTES:** PERCENTAGES REPRESENT SHARE OF TOTAL AUDIENCE, NOT JUST AUDIENCES AGED 18+, SO WILL NOT SUM TO 100%. BASED ON DATA FOR AVAILABLE MARKETS ONLY. GOOGLE'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORY:** DATA SHOWN HERE REPRESENT YOUTUBE'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE WITH RESPECTIVE SHARES OF TOTAL MONTHLY ACTIVE USERS.

JAN 2021

YOUTUBE REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE LARGEST YOUTUBE ADVERTISING AUDIENCES

#	COUNTRY / TERRITORY	REACH	% 18+
01	INDIA	448,000,000	36.4%
02	U.S.A.	240,000,000	78.8%
03	BRAZIL	127,000,000	64.7%
04	INDONESIA	107,000,000	42.6%
05	RUSSIA	99,000,000	74.1%
06	JAPAN	93,800,000	79.0%
07	MEXICO	74,100,000	63.4%
08	GERMANY	66,000,000	82.5%
09	VIETNAM	55,700,000	61.6%
10	PHILIPPINES	54,200,000	59.7%

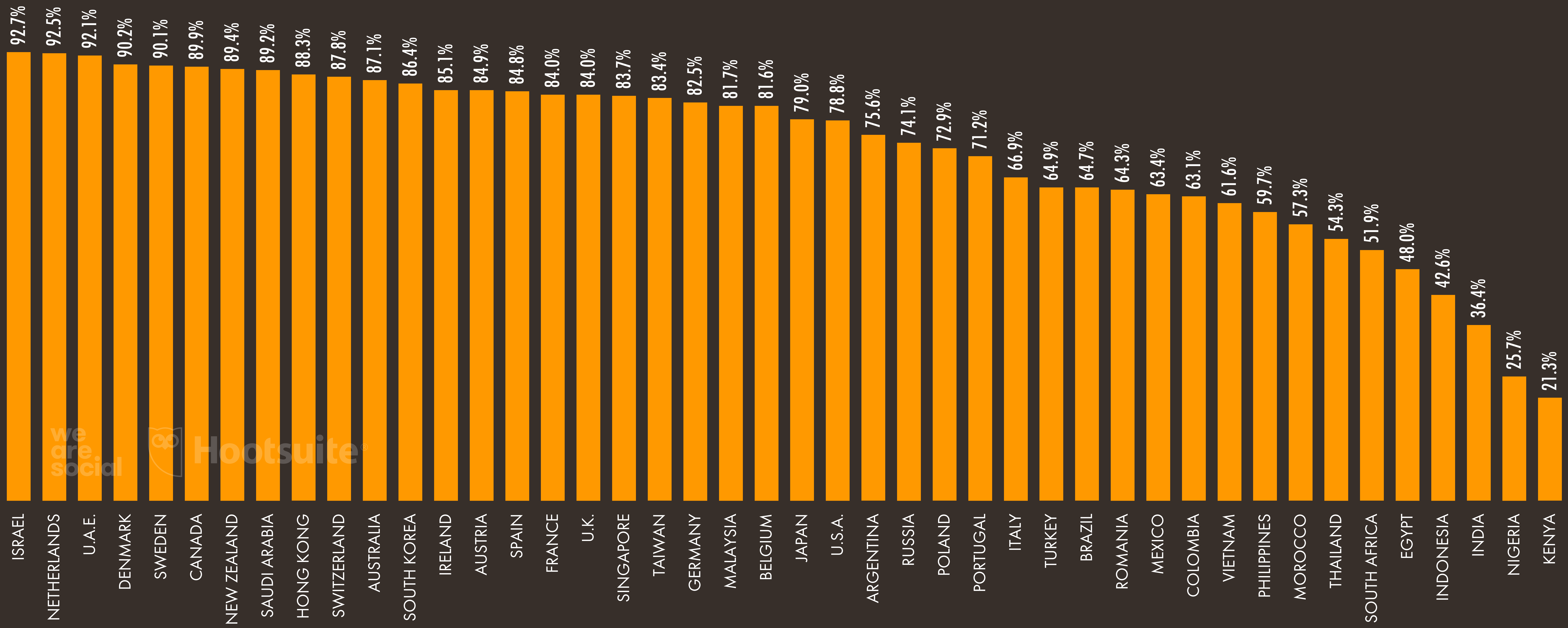
#	COUNTRY / TERRITORY	REACH	% 18+
11	U.K.	53,000,000	84.0%
12	TURKEY	50,600,000	64.9%
13	FRANCE	49,600,000	84.0%
14	SOUTH KOREA	43,100,000	86.4%
15	EGYPT	40,500,000	48.0%
16	ITALY	39,300,000	66.9%
17	SPAIN	37,400,000	84.8%
18	THAILAND	37,300,000	54.3%
19	PAKISTAN	36,100,000	21.4%
20	CANADA	32,200,000	89.9%

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN GOOGLE'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021); POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU (ACCESSED JAN 2021). *NOTES: ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ADVISORY: "REACH" MAY NOT REPRESENT UNIQUE INDIVIDUALS.

JAN
2021

ADULT AUDIENCE REACH RATE: YOUTUBE

THE NUMBER OF USERS AGED 18+ THAT ADVERTISERS CAN REACH ON YOUTUBE COMPARED TO THE POPULATION AGED 18+



SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN GOOGLE'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021); POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU (ACCESSED JAN 2021). ***ADVISORY:** "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS.

JAN 2021

TOP YOUTUBE SEARCH QUERIES

USERS' TOP SEARCH QUERIES ON YOUTUBE AROUND THE WORLD IN 2020

#	SEARCH QUERY	INDEX
01	SONG	100
02	SONGS	40
03	DJ	24
04	MUSIC	17
05	TIK TOK	15
06	KARAOKE	15
07	NEW SONG	14
08	MINECRAFT	13
09	CARTOON	12
10	FREE FIRE	12

#	SEARCH QUERY	INDEX
11	BTS	11
12	TIKTOK	10
13	FORTNITE	9
14	ASMR	8
15	DJ SONG	7
16	CANCIONES	6
17	เพลง	6
18	MÚSICA	6
19	HINDI SONG	5
20	اغاني	5

SOURCE: GOOGLE TRENDS (ACCESSED JAN 2021).

JAN 2021

MOST-VIEWED YOUTUBE VIDEOS OF ALL TIME

BASED ON THE TOTAL NUMBER OF ALL-TIME GLOBAL VIEWS UP TO JANUARY 2021

#	VIDEO	VIDEO VIEWS	LIKES	DISLIKES
01	PINKFONG KIDS' SONGS & STORIES – BABY SHARK DANCE	7,619,000,000	24,000,000	10,000,000
02	LUIS FONSI FEATURING DADDY YANKEE – DESPACITO	7,148,000,000	42,000,000	4,800,000
03	ED SHEERAN – SHAPE OF YOU	5,139,000,000	25,000,000	1,300,000
04	WIZ KHALIFA FEATURING CHARLIE PUTH – SEE YOU AGAIN	4,904,000,000	31,000,000	936,000
05	LOOLOO KIDS – JOHNY JOHNY YES PAPA	4,537,000,000	12,000,000	8,400,000
06	GET MOVIES – MASHA AND THE BEAR – RECIPE FOR DISASTER	4,393,000,000	7,400,000	4,000,000
07	MARK RONSON FEATURING BRUNO MARS – UPTOWN FUNK	4,060,000,000	15,000,000	921,000
08	PSY – GANGNAM STYLE	3,923,000,000	20,000,000	2,600,000
09	MIROSHKA TV – LEARNING COLORS – COLORFUL EGGS ON A FARM	3,659,000,000	10,000,000	6,900,000
10	COCOMELON – NURSERY RHYMES – BATH SONG	3,497,000,000	8,300,000	5,700,000

SOURCE: KEPIOS ANALYSIS (JAN 2021), BASED ON DATA PUBLISHED ON YOUTUBE.COM. VIDEO VIEW VALUES HAVE BEEN ROUNDED TO THE NEAREST MILLION.

JAN 2021

MOST POPULAR YOUTUBE ACCOUNTS

YOUTUBE ACCOUNTS WITH THE GREATEST NUMBER OF SUBSCRIBERS IN JANUARY 2021

#	ACCOUNT NAME	SUBSCRIBERS	TOTAL VIEWS
01	T-SERIES	167,000,000	138,420,000,000
02	PEWDIEPIE	108,000,000	26,774,000,000
03	COCOMELON	102,000,000	89,174,000,000
04	SET INDIA	92,600,000	75,203,000,000
05	✿ KIDS DIANA SHOW	72,300,000	48,618,000,000
06	WWE	71,500,000	53,318,000,000
07	5-MINUTE CRAFTS	70,400,000	19,240,000,000
08	ZEE MUSIC COMPANY	67,100,000	33,085,000,000
09	LIKE NASTYA	66,900,000	49,685,000,000
10	CANAL KONDZILLA	62,600,000	33,214,000,000

#	ACCOUNT NAME	SUBSCRIBERS	TOTAL VIEWS
11	VLAD AND NIKITA	60,800,000	41,158,000,000
12	JUSTIN BIEBER	60,100,000	23,452,000,000
13	BLACKPINK	55,400,000	15,029,000,000
14	ZEE TV	55,000,000	57,056,000,000
15	DUDE PERFECT	54,700,000	12,232,000,000
16	CHUCHU TV	54,700,000	37,069,000,000
17	MARSHMELLO	50,700,000	10,800,000,000
18	MRBEAST	50,200,000	8,548,000,000
19	BIG HIT LABELS	49,900,000	13,883,000,000
20	MOVIECLIPS	48,300,000	46,465,000,000

SOURCE: KEPIOS ANALYSIS (JAN 2021), BASED ON DATA PUBLISHED ON YOUTUBE.COM. TOTAL VIEWS HAVE BEEN ROUNDED TO THE NEAREST MILLION.

FACEBOOK MESSENGER

FACEBOOK MESSENGER: AD AUDIENCE OVERVIEW

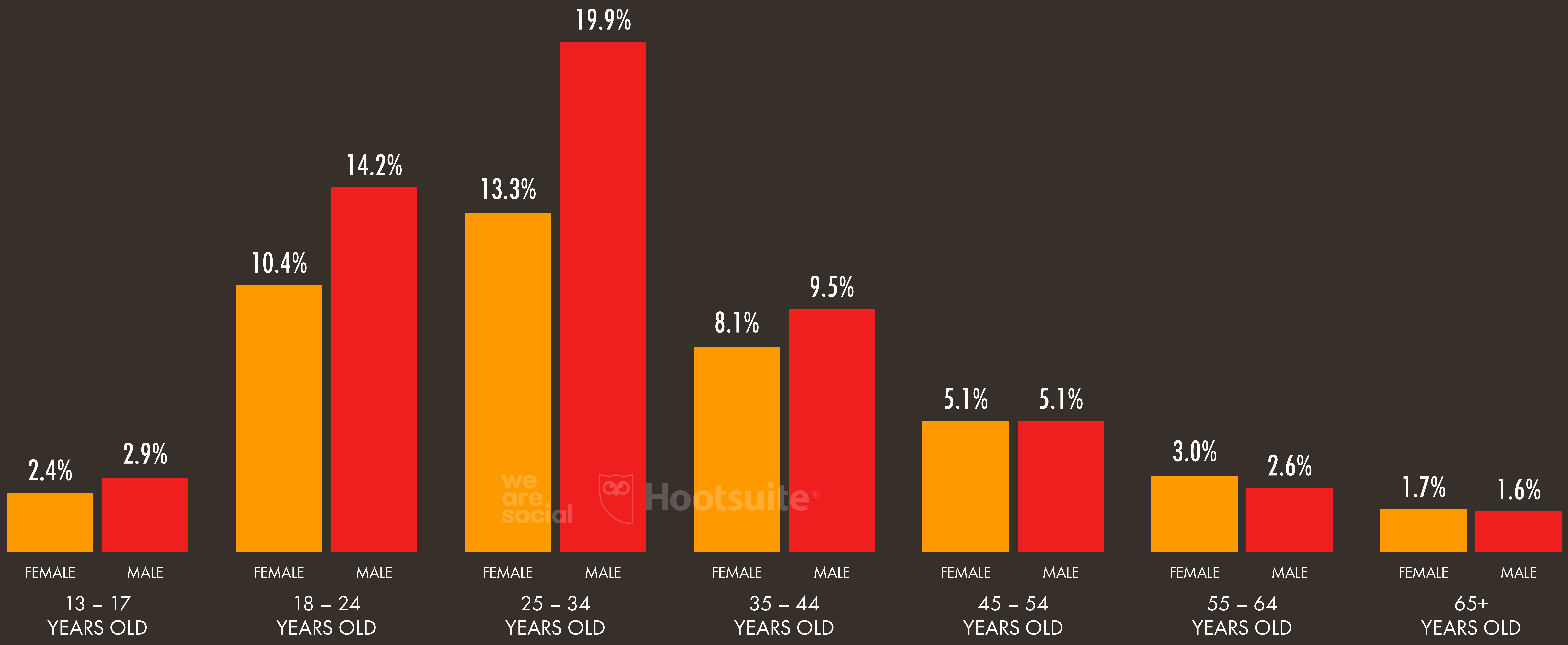
THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK MESSENGER

POTENTIAL AUDIENCE* THAT FACEBOOK REPORTS CAN BE REACHED USING ADVERTS ON MESSENGER	MESSENGER'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+	QUARTER-ON-QUARTER CHANGE IN FACEBOOK MESSENGER'S ADVERTISING REACH	PERCENTAGE OF MESSENGER'S AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE*	PERCENTAGE OF MESSENGER'S AD AUDIENCE THAT FACEBOOK REPORTS IS MALE*
1.05 BILLION	17%	-0.6% -6 MILLION	43.8%	56.2%

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). **NOTE:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. ***ADVISORY:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

PROFILE OF FACEBOOK MESSENGER'S AD AUDIENCE

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



SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). ***NOTES:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORY:** DATA ON THIS CHART REPRESENT FACEBOOK MESSENGER'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE WITH RESPECTIVE SHARES OF TOTAL MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2021

FACEBOOK MESSENGER REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE LARGEST FACEBOOK MESSENGER ADVERTISING AUDIENCES

#	COUNTRY / TERRITORY	REACH	% 13+
01	INDIA	140,000,000	13.0%
02	BRAZIL	77,000,000	43.9%
03	MEXICO	66,000,000	65.5%
04	VIETNAM	53,000,000	68.1%
05	PHILIPPINES	45,000,000	55.0%
06	THAILAND	37,000,000	61.6%
07	EGYPT	33,000,000	45.8%
08	INDONESIA	31,000,000	14.5%
09	U.K.	30,000,000	52.1%
10	BANGLADESH	25,000,000	19.6%

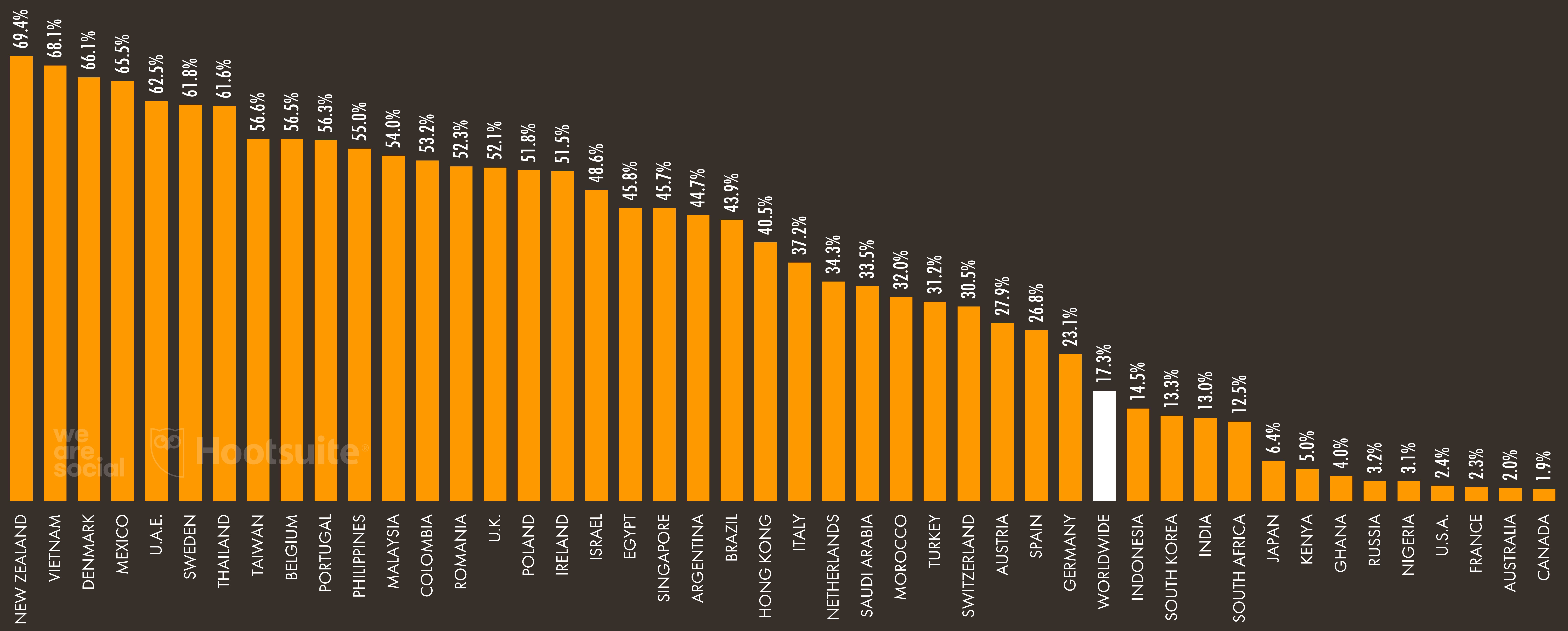
#	COUNTRY / TERRITORY	REACH	% 13+
11	COLOMBIA	22,000,000	53.2%
12	TURKEY	21,000,000	31.2%
13	ITALY	20,000,000	37.2%
14=	GERMANY	17,000,000	23.1%
14=	IRAQ	17,000,000	62.5%
14=	MYANMAR	17,000,000	39.8%
14=	POLAND	17,000,000	51.8%
18	ARGENTINA	16,000,000	44.7%
19=	ALGERIA	14,000,000	43.7%
19=	MALAYSIA	14,000,000	54.0%

SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **ADVISORY:** "REACH" MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2021

ELIGIBLE AUDIENCE REACH RATE: FACEBOOK MESSENGER

THE NUMBER OF USERS THAT ADVERTISERS CAN REACH ON FACEBOOK MESSENGER COMPARED TO THE POPULATION AGED 13+



SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021); POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU (ACCESSED JAN 2021). **ADVISORY:** "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

LINKEDIN

JAN 2021

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

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

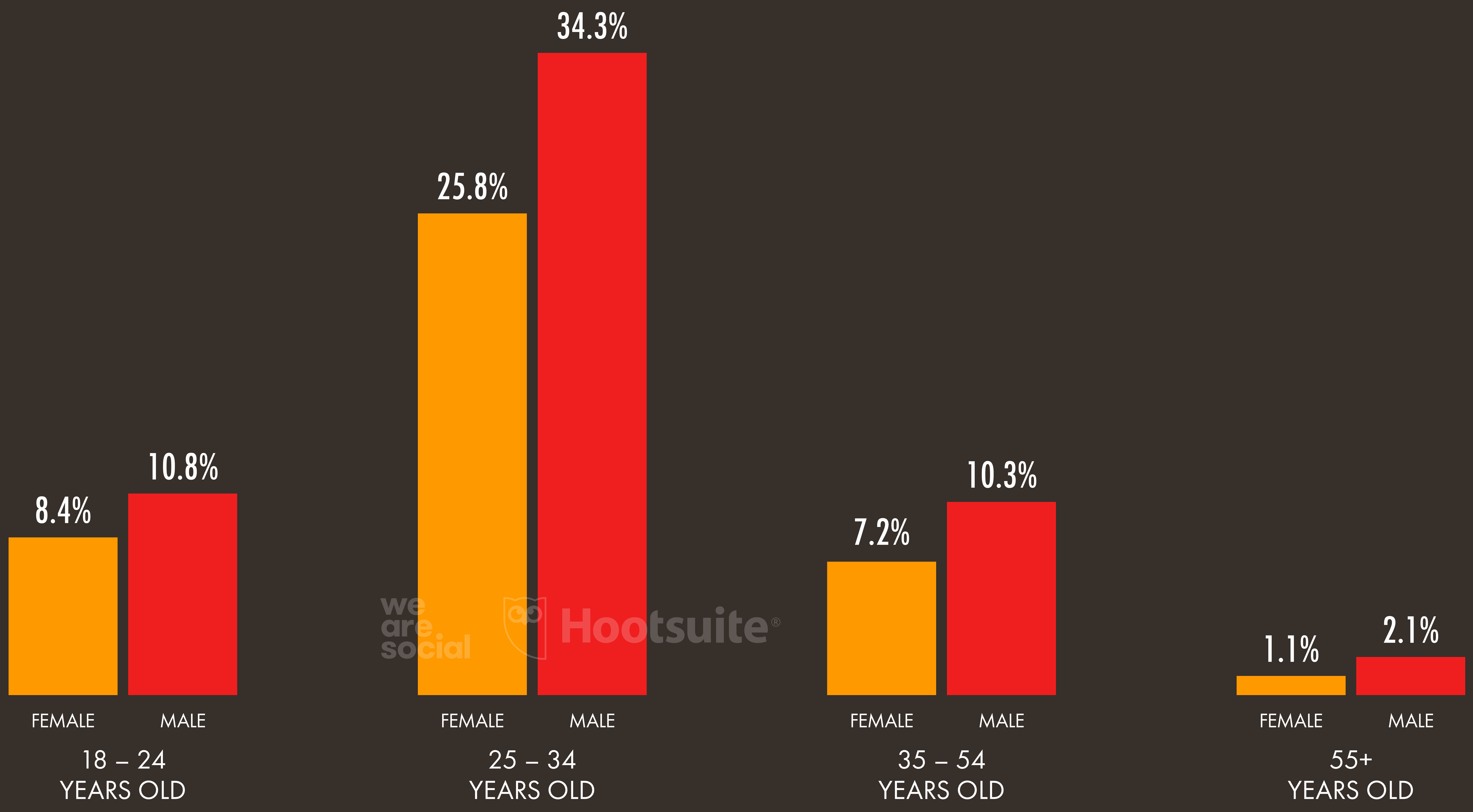
POTENTIAL AUDIENCE* THAT LINKEDIN REPORTS CAN BE REACHED WITH ADVERTS ON LINKEDIN	LINKEDIN'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 18+	QUARTER-ON-QUARTER CHANGE IN LINKEDIN'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS MALE*
727.6 MILLION	13%	+0.1% +810 THOUSAND	43.1%	56.9%

SOURCE: LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021).***NOTES:** LINKEDIN'S TOOLS REPORT TOTAL MEMBERS, NOT MONTHLY ACTIVE USERS, SO FIGURES ON THIS CHART ARE NOT COMPARABLE WITH SIMILAR DATA POINTS FOR OTHER PLATFORMS. LINKEDIN DOES NOT REPORT AUDIENCE FIGURES FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. GENDER SHARE FIGURES HAVE BEEN EXTRAPOLATED FROM AVAILABLE DATA. ***ADVISORY:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE.

JAN 2021

PROFILE OF LINKEDIN'S ADVERTISING AUDIENCE

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



SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED IN LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021), BASED ON SHARE OF AVAILABLE DATA FOR GENDER AND AGE GROUP.
***ADVISORY:** DATA ON THIS CHART REPRESENT LINKEDIN'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE WITH RESPECTIVE SHARES OF TOTAL MEMBERS OR ACTIVE USERS.
◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2021

LINKEDIN REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE LARGEST LINKEDIN ADVERTISING AUDIENCES

#	COUNTRY / TERRITORY	REACH	▲QOQ
01	U.S.A.	170,000,000	0%
02	INDIA	71,000,000	+1.4%
03	CHINA	50,000,000	-16.7%
04	BRAZIL	45,000,000	0%
05	U.K.	30,000,000	+3.4%
06	FRANCE	21,000,000	0%
07	CANADA	18,000,000	0%
08	INDONESIA	17,000,000	0%
09	MEXICO	16,000,000	+6.7%
10	ITALY	15,000,000	+7.1%

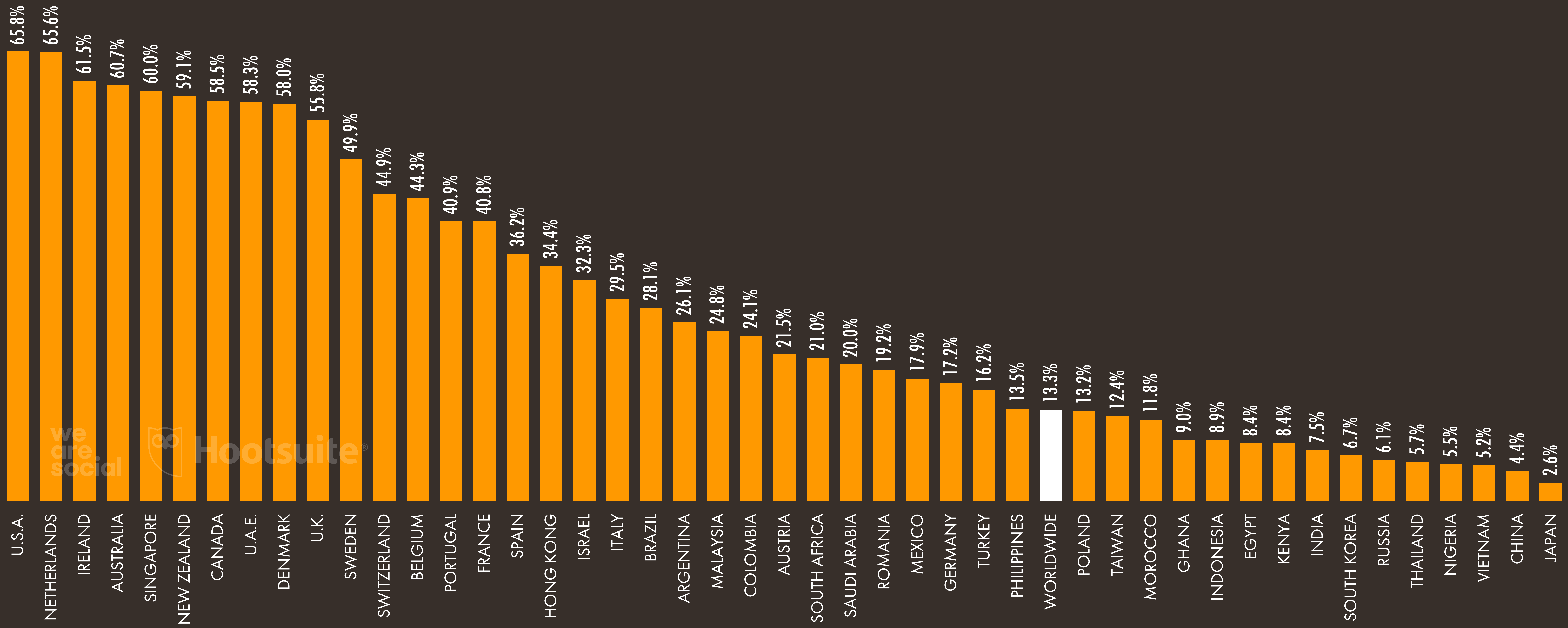
#	COUNTRY / TERRITORY	REACH	▲QOQ
11	SPAIN	14,000,000	+7.7%
12=	AUSTRALIA	12,000,000	0%
12=	GERMANY	12,000,000	+9.1%
14	TURKEY	9,800,000	+3.2%
15	PHILIPPINES	9,600,000	+4.3%
16	NETHERLANDS	9,100,000	+2.2%
17	COLOMBIA	9,000,000	+1.1%
18	ARGENTINA	8,400,000	+2.4%
19	SOUTH AFRICA	8,300,000	+2.5%
20	RUSSIA*	7,000,000	0%

SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED IN LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). ***NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ***ADVISORIES:** "REACH" MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MONTHLY ACTIVE USERS. ACCESS TO LINKEDIN IS BLOCKED FOR MANY USERS IN RUSSIA, SO THE REACH FIGURE SHOWN HERE MAY NOT ACCURATELY REFLECT THE CURRENT ADDRESSABLE AUDIENCE IN THE RUSSIAN FEDERATION. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2021

ELIGIBLE AUDIENCE REACH RATE: LINKEDIN

THE NUMBER OF MEMBERS THAT ADVERTISERS CAN REACH ON LINKEDIN COMPARED TO THE POPULATION AGED 18+



SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021); POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU (ACCESSED JAN 2021). **ADVISORY:** "MEMBERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2021

ELIGIBLE AUDIENCE REACH RATE RANKING: LINKEDIN

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

#	COUNTRY	% 18+	REACH	▲QOQ
01	AMERICAN SAMOA	103.0%*	38,000	0%
02	BERMUDA	100.6%*	50,000	+2.0%
03	ICELAND	91.2%	240,000	0%
04	CAYMAN IS.	84.3%	44,000	+2.3%
05	ANDORRA	80.3%	52,000	0%
06	U.S. VIRGIN IS.	73.5%	59,000	+3.5%
07	U.S.A.	65.8%	170,000,000	0%
08	NETHERLANDS	65.6%	9,100,000	+2.2%
09	IRELAND	61.5%	2,300,000	0%
10	AUSTRALIA	60.7%	12,000,000	0%

#	COUNTRY	% 18+	REACH	▲QOQ
11	ARUBA	60.6%	51,000	-1.9%
12	MALTA	60.0%	220,000	0%
13	SINGAPORE	60.0%	3,000,000	+3.4%
14	NEW ZEALAND	59.1%	2,200,000	0%
15	CANADA	58.5%	18,000,000	0%
16	U.A.E.	58.3%	4,800,000	+2.1%
17	DENMARK	58.0%	2,700,000	0%
18	LUXEMBOURG	56.6%	290,000	+3.6%
19	U.K.	55.8%	30,000,000	+3.4%
20	CURAÇAO	55.4%	71,000	0%

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021); POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU (ACCESSED JAN 2021). ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **ADVISORIES:** "REACH" MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MONTHLY ACTIVE USERS. "% 18+" VALUES SHOULD NOT TECHNICALLY EXCEED 100%, BUT DATA ARE SHOWN 'AS-IS', TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS.

SNAPCHAT

JAN 2021

SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

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

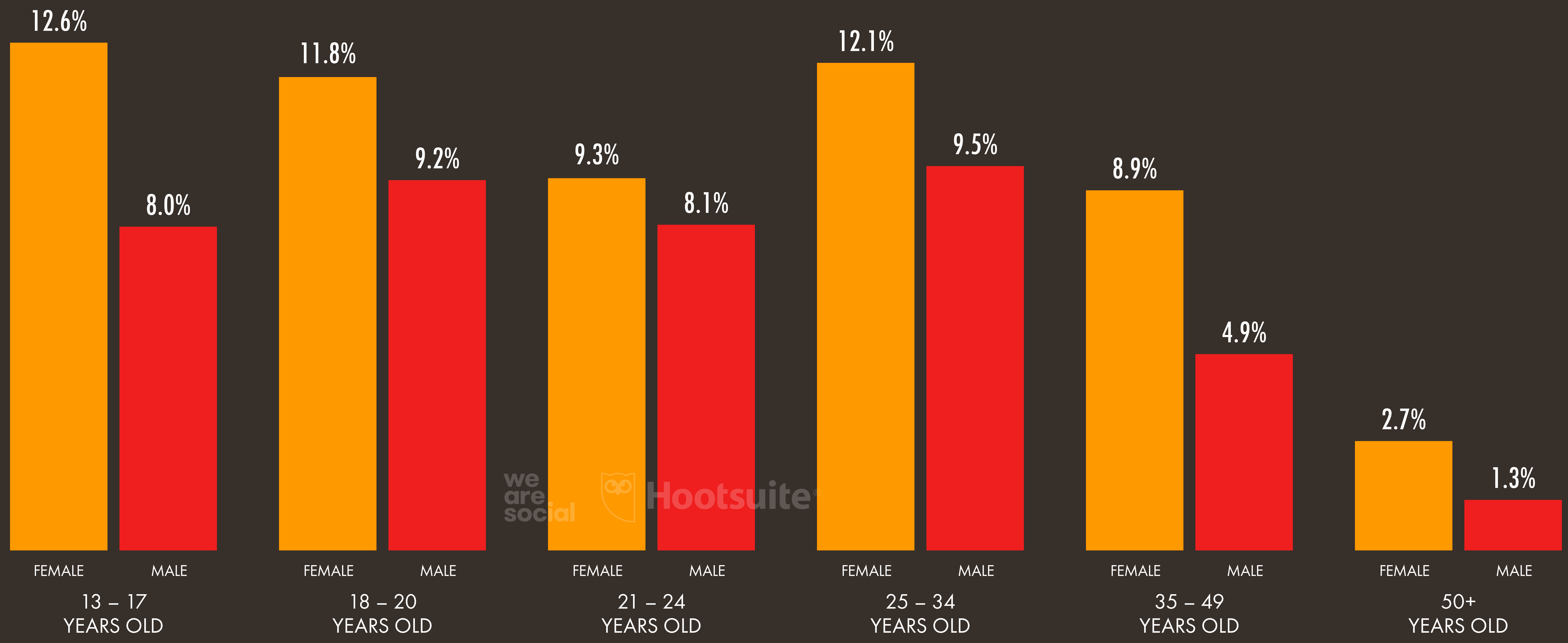
POTENTIAL AUDIENCE* THAT SNAP REPORTS CAN BE REACHED WITH ADVERTS ON SNAPCHAT	SNAPCHAT'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+	QUARTER-ON-QUARTER CHANGE IN SNAPCHAT'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT SNAPCHAT REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT SNAPCHAT REPORTS IS MALE*
498.2 MILLION	8.2%	+15% +65 MILLION	57.4%	40.9%

SOURCE: SNAP'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021), BASED ON THE MID-POINT OF PUBLISHED RANGES. ***NOTE:** SNAP'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE', BUT FIGURES FOR MALE AND FEMALE AUDIENCES DO NOT SUM TO THE TOTAL AUDIENCE FIGURE, SO GENDER SHARE FIGURES WILL NOT SUM TO 100%. ***ADVISORY:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE.

JAN 2021

PROFILE OF SNAPCHAT'S ADVERTISING AUDIENCE

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

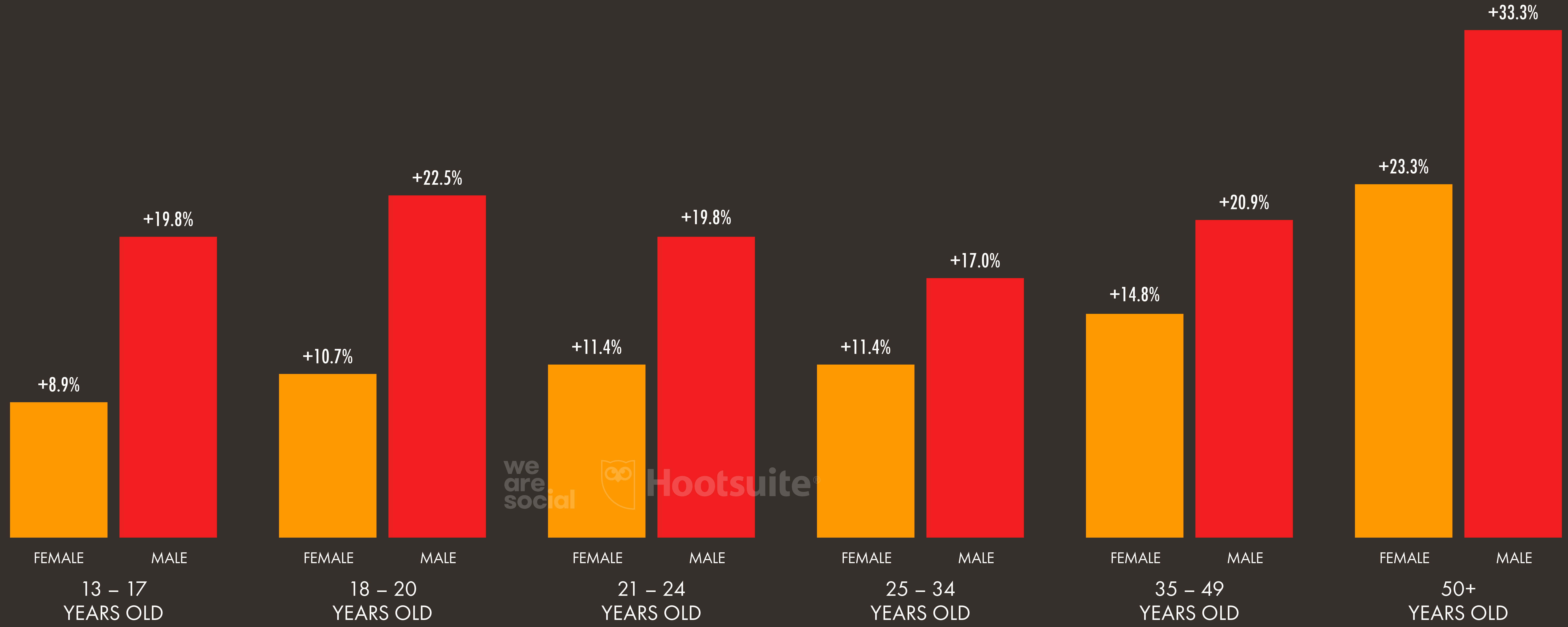


SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED IN SNAP'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). **NOTE:** SNAP'S TOOLS DO NOT PUBLISH DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE', BUT FIGURES PUBLISHED IN THESE TOOLS FOR TOTAL AUDIENCE ARE HIGHER THAN THE SUM OF MALE AND FEMALE AUDIENCES, SO SHARE FIGURES MAY NOT SUM TO 100%. ***ADVISORY:** DATA ON THIS CHART REPRESENT SNAPCHAT'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE WITH RESPECTIVE SHARES OF TOTAL ACTIVE USERS.

JAN 2021

QUARTERLY CHANGE IN SNAPCHAT ADVERTISING REACH

QUARTER-ON-QUARTER CHANGE IN SNAPCHAT'S ADVERTISING REACH BY AGE GROUP AND GENDER*



SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED IN SNAP'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). **NOTE:** SNAP'S TOOLS DO NOT PUBLISH DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORY:** DATA ON THIS CHART REPRESENT SNAPCHAT'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE WITH RESPECTIVE CHANGES IN TOTAL ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2021

SNAPCHAT REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE LARGEST SNAPCHAT ADVERTISING AUDIENCES

#	COUNTRY / TERRITORY	REACH	▲QOQ
01	U.S.A.	108,000,000	+6.0%
02	INDIA	74,350,000	+49.3%
03	FRANCE	24,500,000	+10.6%
04	U.K.	21,100,000	+10.2%
05	SAUDI ARABIA	19,600,000	+9.5%
06	MEXICO	17,950,000	+14.3%
07	GERMANY	15,350,000	+12.9%
08	PHILIPPINES	12,750,000	+18.6%
09	BRAZIL	11,950,000	+6.7%
10	IRAQ	11,250,000	+17.2%

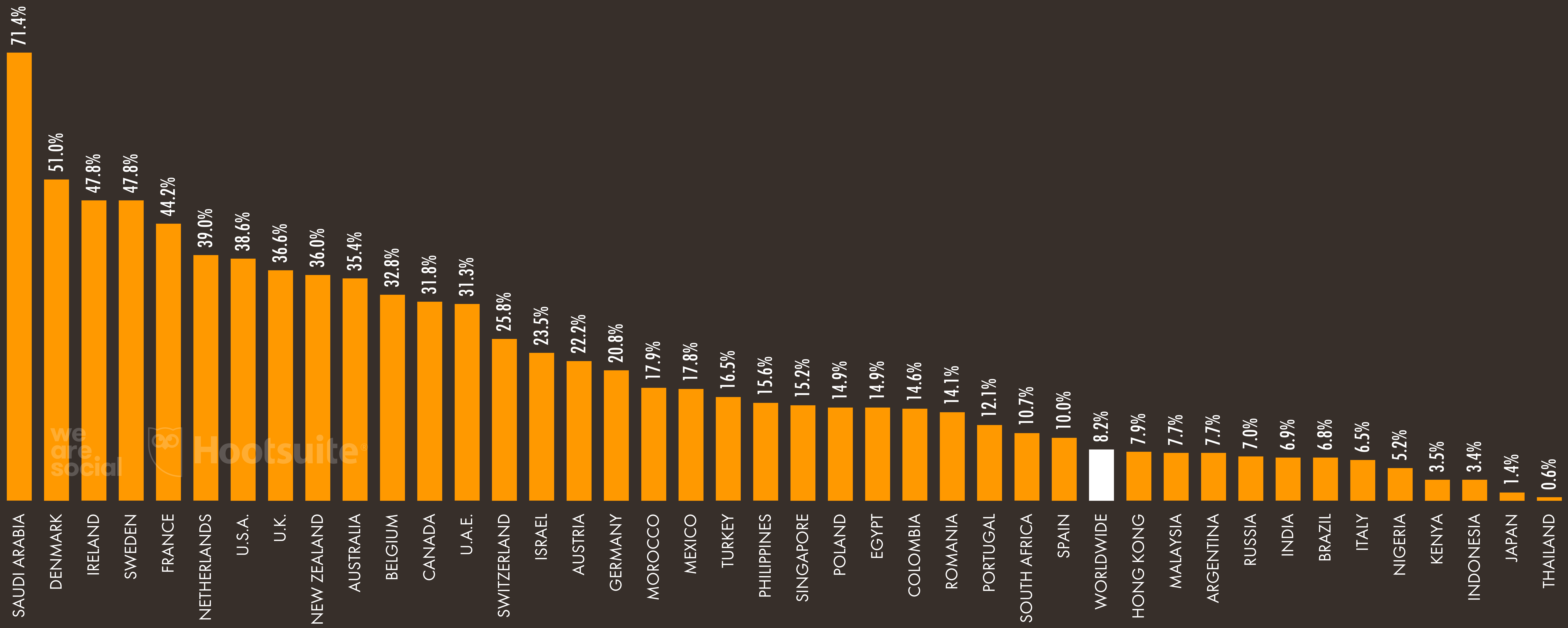
#	COUNTRY / TERRITORY	REACH	▲QOQ
11=	PAKISTAN	11,100,000	+35.4%
11=	TURKEY	11,100,000	+14.4%
13	EGYPT	10,700,000	+20.2%
14	CANADA	10,400,000	+10.6%
15	RUSSIA	8,600,000	+5.5%
16	AUSTRALIA	7,550,000	+11.0%
17	INDONESIA	7,250,000	-16.2%
18	NIGERIA	6,650,000	+27.9%
19	COLOMBIA	6,050,000	+14.2%
20	NETHERLANDS	5,800,000	+11.5%

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN SNAP'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **ADVISORY:** "REACH" MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2021

ELIGIBLE AUDIENCE REACH RATE: SNAPCHAT

THE NUMBER OF USERS THAT ADVERTISERS CAN REACH ON SNAPCHAT COMPARED TO THE POPULATION AGED 13+



SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN SNAP'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021); POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU (ACCESSED JAN 2021). **ADVISORY:** "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2021

ELIGIBLE AUDIENCE REACH RATE RANKING: SNAPCHAT

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

#	COUNTRY	% 13+	REACH	▲QOQ
01	SAUDI ARABIA	71.4%	19,600,000	+9.5%
02	NORWAY	71.2%	3,300,000	+6.5%
03	LUXEMBOURG	64.7%	352,500	0%
04	KUWAIT	57.1%	2,000,000	+14.3%
05	DENMARK	51.0%	2,550,000	+8.5%
06	IRELAND	47.8%	1,950,000	+11.4%
07	SWEDEN	47.8%	4,100,000	+9.3%
08	FRANCE	44.2%	24,500,000	+10.6%
09	IRAQ	41.4%	11,250,000	+17.2%
10	BAHRAIN	40.4%	585,000	+5.4%
11	NETHERLANDS	39.0%	5,800,000	+11.5%
12	U.S.A.	38.6%	108,000,000	+6.0%
13	JORDAN	37.4%	2,750,000	+12.2%
14	U.K.	36.6%	21,100,000	+10.2%
15	NEW ZEALAND	36.0%	1,450,000	+7.4%
16	AUSTRALIA	35.4%	7,550,000	+11.0%
17	OMAN	34.0%	1,400,000	+12.0%
18	BELGIUM	32.8%	3,250,000	+10.2%
19	PALESTINE	32.1%	1,100,000	+10.6%
20	CANADA	31.8%	10,400,000	+10.6%

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

TWITTER

TWITTER: ADVERTISING AUDIENCE OVERVIEW

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

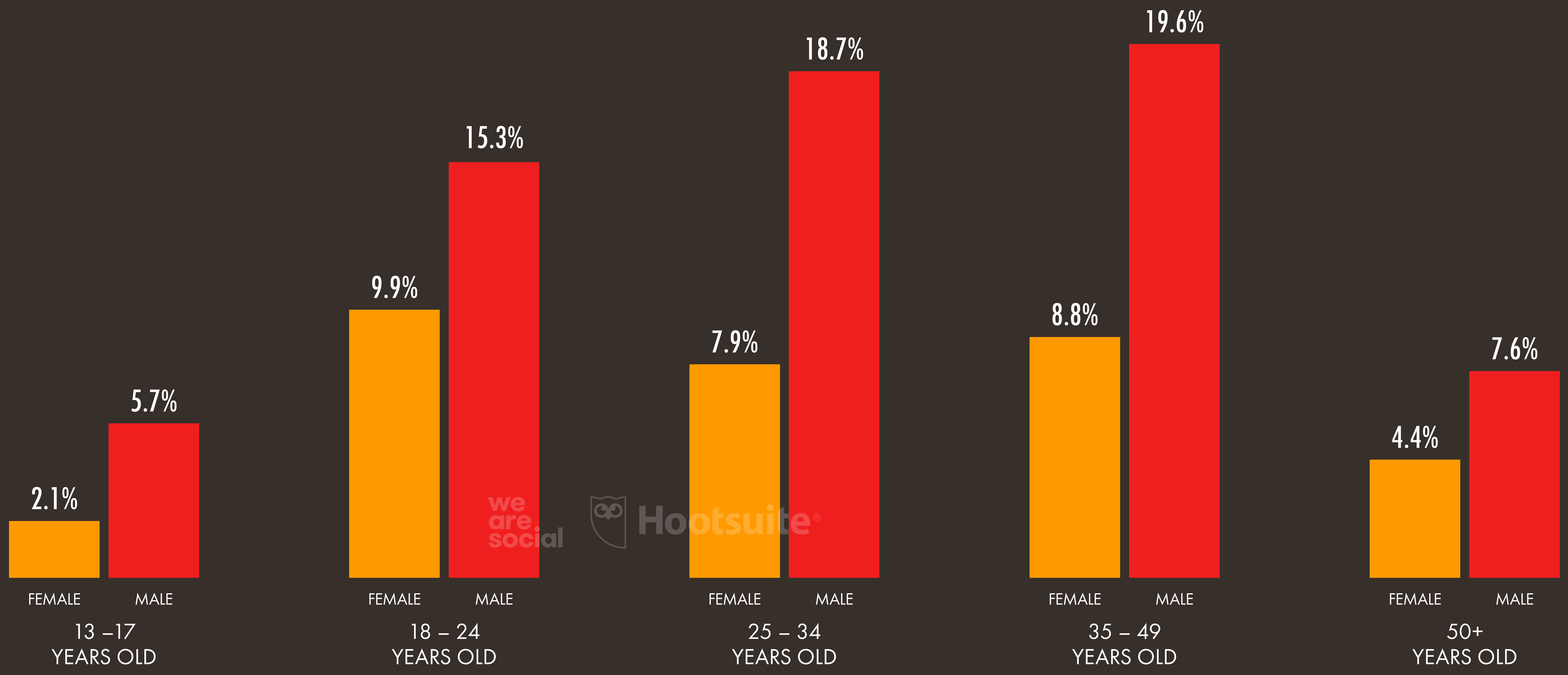
POTENTIAL AUDIENCE* THAT TWITTER REPORTS CAN BE REACHED WITH ADVERTS ON TWITTER	TWITTER'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+	QUARTER-ON-QUARTER CHANGE IN TWITTER'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS MALE*
353.1 MILLION	5.8%	+0.1% +387 THOUSAND	31.5%	68.5%

SOURCE: TWITTER'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021), BASED ON THE MID-POINT OF PUBLISHED RANGES. ***NOTE:** TWITTER DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. GENDER SHARE FIGURES EXTRAPOLATED FROM AVAILABLE DATA. ***ADVISORY:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. ◈ **COMPARABILITY ADVISORY:** LARGE BASE CHANGES. DATA REPORTED BY TWITTER'S SELF-SERVICE TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION.

JAN 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 (JAN 2021), BASED ON MID-POINTS OF PUBLISHED RANGES FOR GENDER AND AGE GROUP. **NOTE:** TWITTER'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORY:** DATA REPRESENT TWITTER'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE WITH ACTIVE USERS. DATA REPORTED BY TWITTER'S SELF-SERVE ADVERTISING TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION.

JAN 2021

TWITTER REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE LARGEST TWITTER ADVERTISING AUDIENCES

#	COUNTRY / TERRITORY	REACH	▲QOQ
01	U.S.A.	69,300,000	+0.9%
02	JAPAN	50,900,000	-1.9%
03	INDIA	17,500,000	-7.4%
04	U.K.	16,450,000	-1.2%
05	BRAZIL	16,200,000	-2.7%
06	INDONESIA	14,050,000	+6.4%
07	TURKEY	13,600,000	+1.1%
08	SAUDI ARABIA	12,450,000	+0.8%
09	MEXICO	11,000,000	+3.3%
10	FRANCE	8,000,000	+1.3%

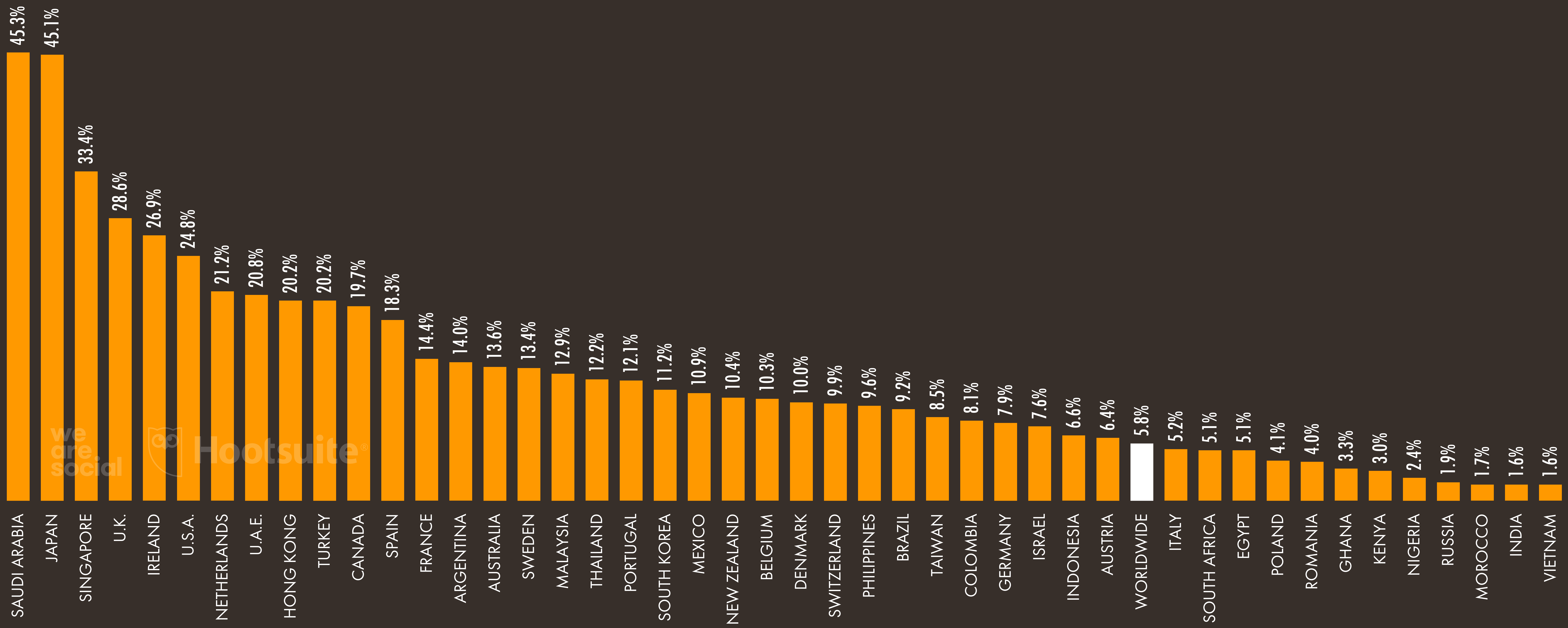
#	COUNTRY / TERRITORY	REACH	▲QOQ
11	PHILIPPINES	7,850,000	+0.6%
12	SPAIN	7,500,000	+0.7%
13	THAILAND	7,350,000	0%
14	CANADA	6,450,000	+3.2%
15	GERMANY	5,800,000	+6.4%
16	SOUTH KOREA	5,150,000	-1.0%
17	ARGENTINA	5,000,000	-3.8%
18	EGYPT	3,700,000	0%
19=	COLOMBIA	3,350,000	-2.9%
19=	MALAYSIA	3,350,000	+6.3%

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN TWITTER'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021); POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU (ACCESSED JAN 2021). ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **ADVISORY:** "REACH" MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ **COMPARABILITY ADVISORY:** SIGNIFICANT BASE CHANGES. DATA REPORTED BY TWITTER'S SELF-SERVICE TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION.

JAN 2021

ELIGIBLE AUDIENCE REACH RATE: TWITTER

THE NUMBER OF USERS THAT ADVERTISERS CAN REACH ON TWITTER COMPARED TO THE POPULATION AGED 13+



SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN TWITTER'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021); POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU (ACCESSED JAN 2021). **ADVISORY:** "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ **COMPARABILITY ADVISORY:** SIGNIFICANT BASE CHANGES. DATA REPORTED BY TWITTER'S SELF-SERVICE TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION.

JAN 2021

ELIGIBLE AUDIENCE REACH RATE RANKING: TWITTER

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

#	COUNTRY	% 13+	REACH	▲QOQ
01	SAUDI ARABIA	45.3%	12,450,000	+0.8%
02	JAPAN	45.1%	50,900,000	-1.9%
03	KUWAIT	35.7%	1,250,000	-7.4%
04	SINGAPORE	33.4%	1,750,000	+6.1%
05	U.K.	28.6%	16,450,000	-1.2%
06	GUERNSEY	28.2%	15,550	+22.0%
07	IRELAND	26.9%	1,095,700	+0.0%
08	ARUBA	26.3%	24,000	+88.2%
09	LUXEMBOURG	25.1%	136,750	+3.3%
10	U.S.A.	24.8%	69,300,000	+0.9%

#	COUNTRY	% 13+	REACH	▲QOQ
11	SEYCHELLES	24.5%	19,150	+183.7%
12	ISLE OF MAN	23.4%	17,150	-8.5%
13	BERMUDA	22.5%	12,000	+7.6%
14	BAHRAIN	22.4%	324,000	-2.4%
15	ICELAND	21.7%	62,000	0%
16	NETHERLANDS	21.2%	3,150,000	+1.6%
17	U.S. VIRGIN IS.	21.0%	18,350	+119.8%
18	U.A.E.	20.8%	1,800,000	+5.9%
19	ANTIGUA & BARBUDA	20.5%	16,350	+63.5%
20	HONG KONG	20.2%	1,350,000	-6.9%

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN TWITTER'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021); POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU (ACCESSED JAN 2021). ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **ADVISORY:** "REACH" MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ **COMPARABILITY ADVISORY:** SIGNIFICANT BASE CHANGES. DATA REPORTED BY TWITTER'S SELF-SERVICE TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION.

JAN 2021

MOST POPULAR TWITTER ACCOUNTS

TWITTER ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS IN JANUARY 2021

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	BARACK OBAMA	@BARACKOBAMA	127,770,000
02	JUSTIN BIEBER	@JUSTINBIEBER	113,640,000
03	KATY PERRY	@KATYPERRY	109,150,000
04	RIHANNA	@RIHANNA	100,350,000
05	CRISTIANO RONALDO	@CRISTIANO	90,280,000
06	DONALD TRUMP	@REALDONALDTRUMP	88,750,000
07	TAYLOR SWIFT	@TAYLORSWIFT13	88,000,000
08	LADY GAGA	@LADYGAGA	83,200,000
09	ARIANA GRANDE	@ARIANAGRANDE	80,780,000
10	ELLEN DEGENERES	@THEELLENSHOW	79,390,000

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
11	YOUTUBE	@YOUTUBE	72,740,000
12	KIM KARDASHIAN	@KIMKARDASHIAN	68,450,000
13	NARENDRA MODI	@NARENDRAMODI	64,670,000
14	JUSTIN TIMBERLAKE	@JTIMBERLAKE	64,210,000
15	SELENA GOMEZ	@SELENAGOMEZ	64,050,000
16	CNN BREAKING NEWS	@CNNBRK	60,160,000
17	TWITTER	@TWITTER	58,850,000
18	BRITNEY SPEARS	@BRITNEYSPEARS	55,910,000
19	DEMI LOVATO	@DDLOVATO	55,410,000
20	BILL GATES	@BILLGATES	53,070,000

SOURCE: KEPIOS ANALYSIS (JAN 2021), BASED ON DATA PUBLISHED ON TWITTER.COM. VALUES HAVE BEEN ROUNDED TO THE NEAREST 10,000.

JAN 2021

MOST FREQUENTLY USED EMOJI ON TWITTER

EMOJI THAT HAVE BEEN USED IN THE GREATEST NUMBER OF TWEETS ON TWITTER

#	EMOJI	TIMES USED
01	😂	3,128,000,000
02	❤️	1,564,000,000
03	😭	1,117,000,000
04	😍	1,110,000,000
05	♻️	969,000,000
06	❤	803,000,000
07	😊	708,000,000
08	💕	544,000,000
09	😒	529,000,000
10	😘	525,000,000
11	😔	493,000,000
12	😩	472,000,000
13	😁	430,000,000
14	☺️	425,000,000
15	👌	390,000,000
16	😏	369,000,000
17	😉	360,000,000
18	👍	338,000,000
19	😅	327,000,000
20	🙏	321,000,000
21	👀	315,000,000
22	🔥	296,000,000
23	💔	287,000,000
24	😌	286,000,000
25	💙	277,000,000
26	😎	276,000,000
27	😢	274,000,000
28	💜	269,000,000
29	✨	258,000,000
30	😳	256,000,000
31	⬅️	239,000,000
32	🎶	235,000,000
33	💖	222,000,000
34	💯	215,000,000
35	🙌	210,000,000
36	🙈	203,000,000
37	✌️	185,000,000
38	😄	184,000,000
39	😋	183,000,000
40	😑	178,000,000

SOURCE: EMOJITRACKER (ACCESSED JAN 2021). **NOTES:** FIGURES REPRESENT THE NUMBER OF TWEETS CONTAINING AT LEAST ONE INSTANCE OF EACH EMOJI THAT HAVE BEEN PUBLISHED TO TWITTER SINCE 04 JULY 2013. TWEETS CONTAINING MULTIPLE INSTANCES OF THE SAME EMOJI ARE ONLY COUNTED ONCE. VALUES HAVE BEEN ROUNDED TO THE NEAREST MILLION.

PINTEREST

PINTEREST: ADVERTISING AUDIENCE OVERVIEW

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

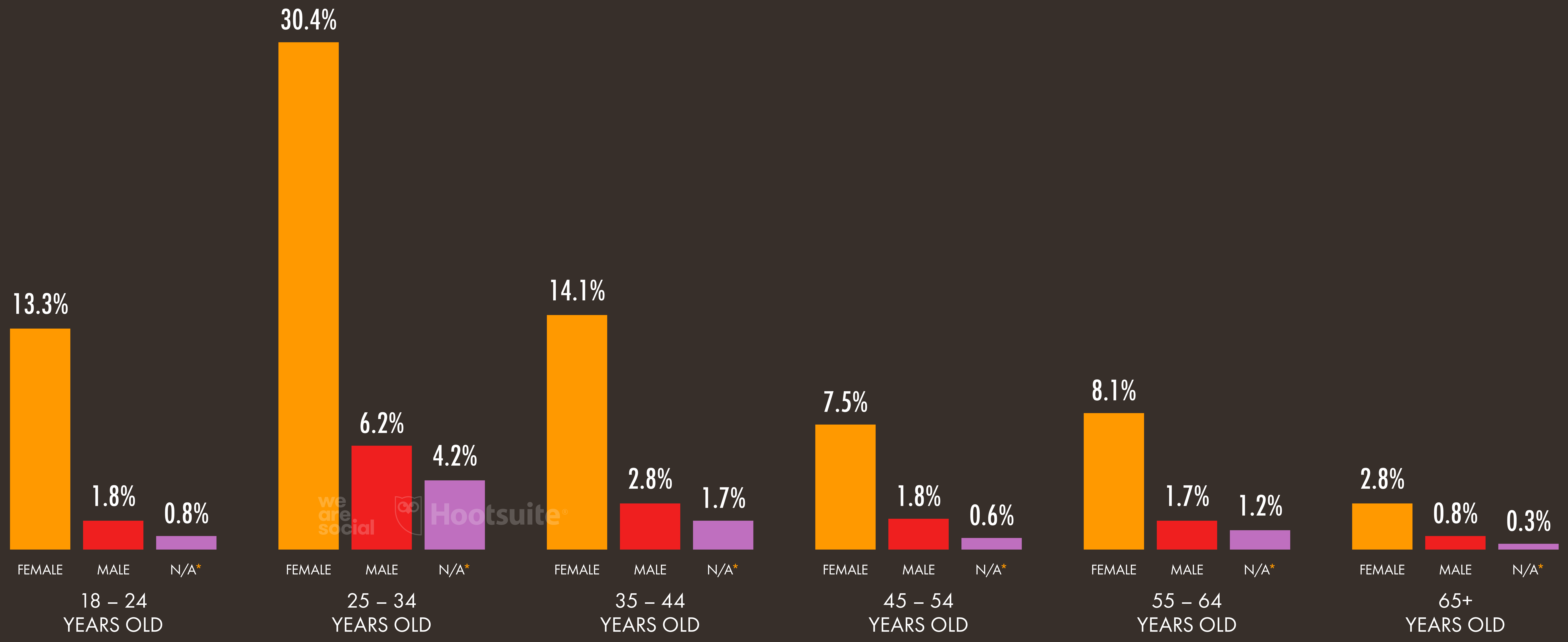
POTENTIAL AUDIENCE* THAT PINTEREST REPORTS CAN BE REACHED WITH ADVERTS ON PINTEREST	PINTEREST'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+	QUARTER-ON-QUARTER CHANGE IN PINTEREST'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT PINTEREST REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT PINTEREST REPORTS IS MALE*
200.8 MILLION	3.3%	+6.2% +12 MILLION	77.1%	14.5%

SOURCE: PINTEREST'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). FIGURES USE MID-POINTS OF PUBLISHED RANGES. ***NOTE:** PINTEREST PUBLISHES DATA FOR USERS OF 'UNSPECIFIED' GENDER IN ADDITION TO 'MALE' AND 'FEMALE', SO GENDER SHARE FIGURES WILL NOT SUM TO 100%. ***ADVISORY:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2021

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 TOOLS (JAN 2021). ***NOTES:** "N/A" CORRESPONDS TO "UNSPECIFIED" GENDER, AS REPORTED BY PINTEREST'S TOOLS. DATA BASED ON THE SELECTION OF COUNTRIES AVAILABLE IN PINTEREST'S SELF-SERVICE TOOLS. ***ADVISORY:** DATA ON THIS CHART REPRESENT PINTEREST'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE WITH RESPECTIVE SHARES OF TOTAL ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

JAN 2021

PINTEREST REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE LARGEST PINTEREST ADVERTISING AUDIENCES

#	COUNTRY / TERRITORY	REACH	▲QOQ
01	U.S.A.	100,750,000	+3.6%
02	GERMANY	17,560,000	+14.6%
03	FRANCE	12,220,000	+15.8%
04	U.K.	10,750,000	-10.8%
05	CANADA	10,255,000	+2.5%
06	ITALY	8,005,000	+20.7%
07	SPAIN	7,130,000	+15.7%
08	NETHERLANDS	5,340,000	+12.8%
09	AUSTRALIA	4,300,000	-6.6%
10	POLAND	3,390,000	+19.2%

#	COUNTRY / TERRITORY	REACH	▲QOQ
11	BELGIUM	2,950,000	+21.6%
12	SWITZERLAND	1,762,500	+8.1%
13	AUSTRIA	1,743,500	+7.0%
14	SWEDEN	1,710,000	-1.6%
15	GREECE	1,667,500	+49.0%
16	PORTUGAL	1,627,000	+8.0%
17	HUNGARY	1,397,500	+33.1%
18	ROMANIA	1,309,000	+11.8%
19	CZECHIA	1,183,000	+16.3%
20	DENMARK	1,104,000	-2.4%

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED IN PINTEREST'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **ADVISORY:** "REACH" MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

OTHER SOCIAL PLATFORMS

WHATSAPP OVERVIEW

ESSENTIAL HEADLINES FOR WHATSAPP USE AROUND THE WORLD

MONTHLY ACTIVE WHATSAPP USERS* AROUND THE WORLD	ACTIVE WHATSAPP USERS COMPARED TO THE TOTAL POPULATION AGED 13+*	TOTAL NUMBER OF WORLDWIDE USERS OF WHATSAPP BUSINESS	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS*	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS*
2 BILLION	33%	50 MILLION	45.5%	54.5%

SOURCES: FACEBOOK (LATEST AVAILABLE DATA IN JAN 2021); GENDER DATA FROM GLOBALWEBINDEX (Q3 2020). *NOTES: WHATSAPP RESTRICTS USE TO PEOPLE AGED 13 AND ABOVE, AND TO PEOPLE AGED 16 AND ABOVE IN THE EU. GENDER DATA ARE ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' USERS AGED 16 TO 64. *ADVISORY: "USER" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ COMPARABILITY ADVISORY: DATA ON THIS CHART ARE NOT DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS FOR OTHER PLATFORMS INCLUDED IN THIS REPORT.

JAN 2021

WECHAT OVERVIEW

ESSENTIAL HEADLINES FOR WECHAT USE AROUND THE WORLD

COMBINED MONTHLY ACTIVE WECHAT AND WEIXIN USERS* AROUND THE WORLD	ACTIVE WECHAT AND WEIXIN USERS COMPARED TO THE TOTAL POPULATION AGED 13+	QUARTER-ON-QUARTER INCREASE IN GLOBAL MONTHLY ACTIVE USERS OF WECHAT OR WEIXIN	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS*	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS*
1.21 BILLION	19.9%	+0.6% +7 MILLION	45.4%	54.6%

SOURCES: TENCENT Q3 2020 EARNINGS ANNOUNCEMENT (NOV 2020); GENDER DATA FROM GWI (Q3 2020). *NOTE: FIGURES REPRESENT USE OF EITHER WECHAT OR WEIXIN (THE VERSION OF WECHAT AVAILABLE IN MAINLAND CHINA). GENDER DATA ARE ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' USERS AGED 16 TO 64. *ADVISORY: "USER" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ COMPARABILITY ADVISORY: DATA ON THIS CHART ARE NOT DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS FOR OTHER PLATFORMS INCLUDED IN THIS REPORT.

JAN 2021

TIKTOK OVERVIEW

ESSENTIAL HEADLINES FOR TIKTOK USE AROUND THE WORLD

MONTHLY ACTIVE TIKTOK USERS* AROUND THE WORLD	ACTIVE TIKTOK USERS COMPARED TO THE TOTAL POPULATION AGED 13+	NUMBER OF NEW TIKTOK APP INSTALLS AROUND THE WORLD IN DECEMBER 2020	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS*	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS*
689 MILLION	11.3%	56 MILLION	49.0%	51.0%

SOURCES: TIKTOK LEGAL DOCUMENTS (AUG 2020); APP INSTALL DATA FROM SENSORTOWER (JAN 2021); GENDER SHARE DATA FROM GLOBALWEBINDEX (Q3 2020). ***NOTES:** DOES NOT INCLUDE DOUYIN. GENDER DATA ONLY REPRESENTS USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. ***ADVISORY:** "USER" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ **COMPARABILITY ADVISORY:** DATA ON THIS CHART ARE NOT DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS FOR OTHER PLATFORMS INCLUDED IN THIS REPORT.

JAN 2021

SINA WEIBO OVERVIEW

ESSENTIAL HEADLINES FOR SINA WEIBO USE AROUND THE WORLD

NUMBER OF WORLDWIDE MONTHLY ACTIVE SINA WEIBO USERS	MONTHLY ACTIVE SINA WEIBO USERS COMPARED TO THE TOTAL POPULATION AGED 14+	YEAR-ON-YEAR INCREASE IN THE NUMBER OF MONTHLY ACTIVE SINA WEIBO USERS	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS*	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS*
511 MILLION	8.6%	+2.8% +14 MILLION	46.6%	53.4%

SOURCES: WEIBO CORPORATION Q3 2020 EARNINGS ANNOUNCEMENT (DEC 2020); GENDER DATA FROM GWI (Q3 2020). *NOTE: GENDER DATA ARE ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' USERS AGED 16 TO 64. PERCENTAGES MAY NOT SUM TO 100% DUE TO ROUNDING. *ADVISORY: "USER" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ COMPARABILITY ADVISORY: DATA ON THIS CHART ARE NOT DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS FOR OTHER PLATFORMS INCLUDED IN THIS REPORT.

JAN 2021

REDDIT OVERVIEW

ESSENTIAL HEADLINES FOR REDDIT USE AROUND THE WORLD

MONTHLY ACTIVE REDDIT USERS* AROUND THE WORLD	MONTHLY REDDIT USERS COMPARED TO THE TOTAL POPULATION AGED 13+	NUMBER OF WORLDWIDE DAILY ACTIVE REDDIT USERS	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS*	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS*
430 MILLION	7.0%	52 MILLION	40.3%	59.7%

SOURCES: REDDIT (ACCESSED JAN 2021); GENDER SHARE DATA FROM GWI (Q3 2020). ***NOTES:** GENDER DATA ARE ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' USERS AGED 16 TO 64. PERCENTAGES MAY NOT SUM TO 100% DUE TO ROUNDING. ***ADVISORY:** "USER" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ **COMPARABILITY ADVISORY:** DATA ON THIS CHART ARE NOT DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS FOR OTHER PLATFORMS INCLUDED IN THIS REPORT.

JAN 2021

TELEGRAM OVERVIEW

ESSENTIAL HEADLINES FOR TELEGRAM USE AROUND THE WORLD

MONTHLY ACTIVE TELEGRAM USERS* AROUND THE WORLD	ACTIVE TELEGRAM USERS COMPARED TO THE TOTAL POPULATION AGED 16+*	YEAR-ON-YEAR GROWTH IN GLOBAL MONTHLY ACTIVE TELEGRAM USERS*	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS*	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS*
500 MILLION	8.7%	+25% +100 MILLION	41.4%	58.6%

SOURCES: TELEGRAM (JAN 2021); GENDER SHARE DATA FROM GWI (Q3 2020). *NOTES: TELEGRAM'S TERMS OF SERVICE LIMIT USE TO PEOPLE AGED 16 AND ABOVE. GENDER DATA ARE ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' USERS AGED 16 TO 64. PERCENTAGES MAY NOT SUM TO 100% DUE TO ROUNDING. *ADVISORY: "USER" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ COMPARABILITY ADVISORY: DATA ON THIS CHART ARE NOT DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS FOR OTHER PLATFORMS INCLUDED IN THIS REPORT.

JAN 2021

QUORA OVERVIEW

ESSENTIAL HEADLINES FOR QUORA USE AROUND THE WORLD

MONTHLY ACTIVE QUORA USERS* AROUND THE WORLD	MONTHLY QUORA USERS COMPARED TO THE TOTAL POPULATION AGED 13+	AVERAGE DURATION OF EACH VISIT TO QUORA'S WEBSITE	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS*	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS*
300 MILLION	4.9%	9 MINUTES	40.8%	59.2%

SOURCES: QUORA (ACCESSED JAN 2021); VISIT DURATION FROM SEMRUSH (JAN 2021); GENDER SHARE DATA FROM GWI (Q3 2020). ***NOTES:** GENDER DATA ARE ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' USERS AGED 16 TO 64. PERCENTAGES MAY NOT SUM TO 100% DUE TO ROUNDING. ***ADVISORY:** "USER" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ **COMPARABILITY ADVISORY:** DATA ON THIS CHART ARE NOT DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS FOR OTHER PLATFORMS INCLUDED IN THIS REPORT.

GLOBAL MOBILE USE

JAN 2021

MOBILE USERS vs. MOBILE CONNECTIONS

A COMPARISON OF UNIQUE MOBILE USERS TO MOBILE CONNECTIONS

NUMBER OF UNIQUE MOBILE USERS (ANY TYPE OF HANDSET)	UNIQUE MOBILE USERS AS A PERCENTAGE OF TOTAL POPULATION	NUMBER OF MOBILE CONNECTIONS (EXCLUDING IOT)	MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION	AVERAGE NUMBER OF CONNECTIONS PER UNIQUE MOBILE USER
5.22 BILLION	66.6%	8.02 BILLION	102.4%	1.54

SOURCE: GSMA INTELLIGENCE (JAN 2021). **NOTE:** PERCENTAGES MAY EXCEED 100% DUE TO INDIVIDUAL USE OF MULTIPLE CONNECTIONS. TOTAL GLOBAL CONNECTIONS FIGURE QUOTED HERE DOES NOT INCLUDE IOT CELLULAR CONNECTIONS. **◈ COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE WITH DATA IN OUR PREVIOUS REPORTS.

JAN 2021

PERSPECTIVES: MOBILE USERS vs. CONNECTIONS

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

GSMA INTELLIGENCE DATA

TOTAL NUMBER OF MOBILE USERS (UNIQUE INDIVIDUALS)

5.22 BILLION

TOTAL NUMBER OF MOBILE CONNECTIONS

8.02 BILLION

ERICSSON MOBILITY REPORT DATA

TOTAL NUMBER OF MOBILE USERS (UNIQUE INDIVIDUALS)

6.01 BILLION

TOTAL NUMBER OF MOBILE CONNECTIONS

8.08 BILLION

SOURCES: GSMA INTELLIGENCE (JAN 2021); ERICSSON MOBILITY REPORT (NOV 2020); ERICSSON MOBILITY CALCULATOR (ACCESSED JAN 2021). **NOTE:** CONNECTIONS FIGURES DO NOT INCLUDE CELLULAR IOT CONNECTIONS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE WITH DATA IN OUR PREVIOUS REPORTS.

JAN 2021

SHARE OF GLOBAL MOBILE CONNECTIONS BY DEVICE

PERCENTAGE OF GLOBAL MOBILE 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

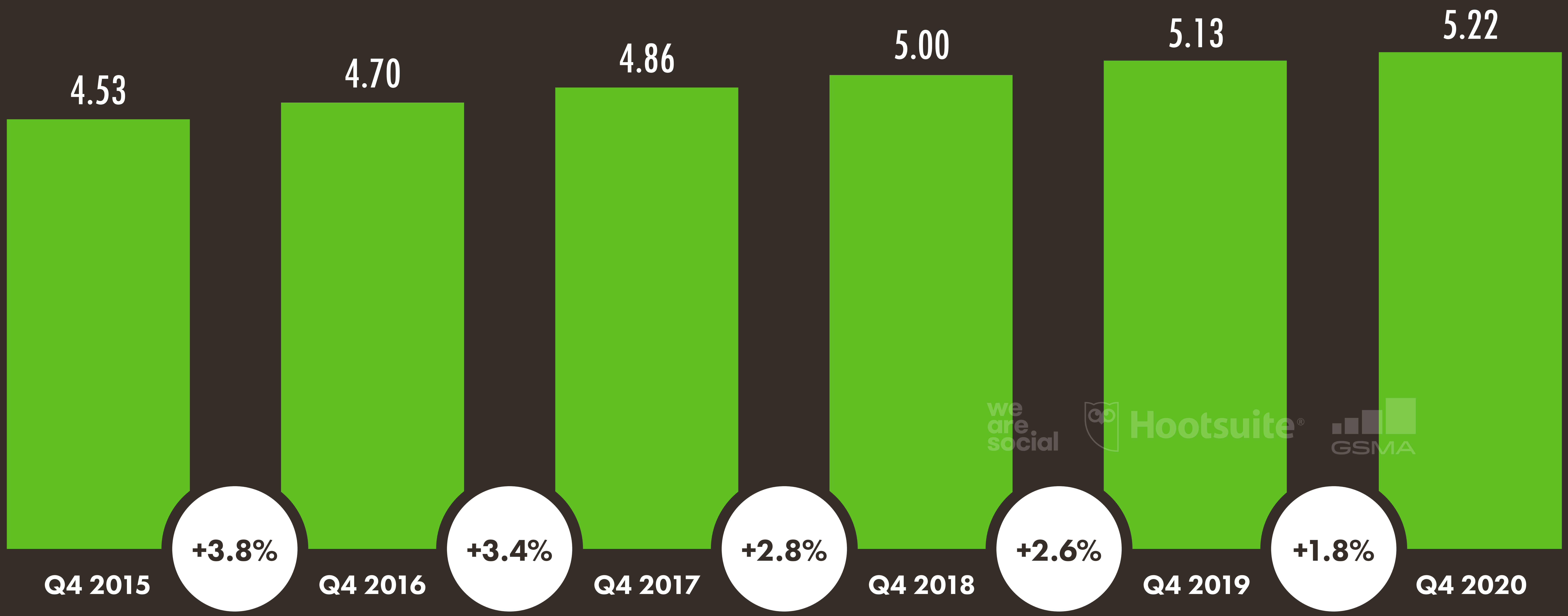
3.6%

SOURCE: ERICSSON MOBILITY VISUALIZER (ACCESSED JAN 2021). ***NOTE:** EXCLUDES MOBILE IOT CONNECTIONS. FIGURES REPRESENT LATEST REPORTED VALUES FOR 2020.

JAN 2021

UNIQUE MOBILE USERS OVER TIME

GLOBAL NUMBER OF UNIQUE MOBILE SUBSCRIBERS* (IN MILLIONS), WITH RESPECTIVE YEAR-ON-YEAR CHANGE



SOURCE: GSMA INTELLIGENCE (JAN 2021). ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. HISTORICAL FIGURES MAY NOT MATCH NUMBERS PUBLISHED IN PREVIOUS REPORTS.

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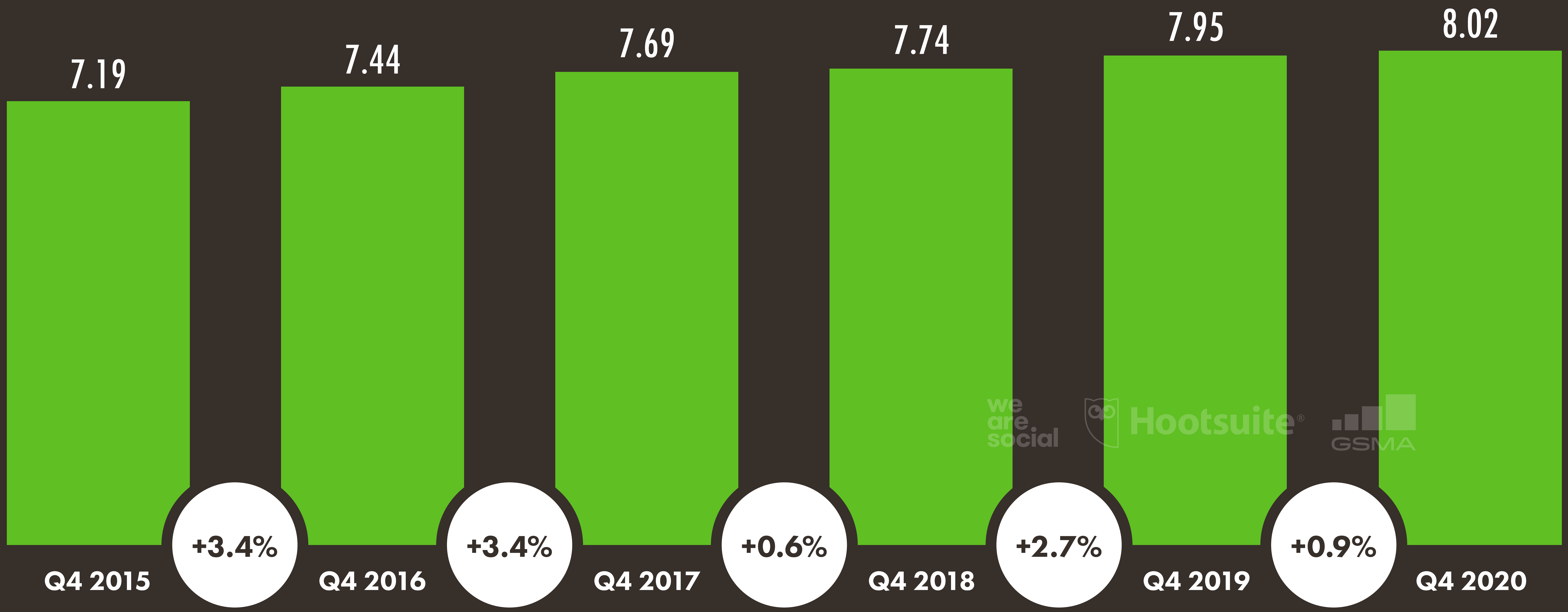
GLOBAL MOBILE CONNECTIONS OVER TIME

NUMBER OF GLOBAL MOBILE CONNECTIONS* (IN MILLIONS), WITH RESPECTIVE YEAR-ON-YEAR CHANGE

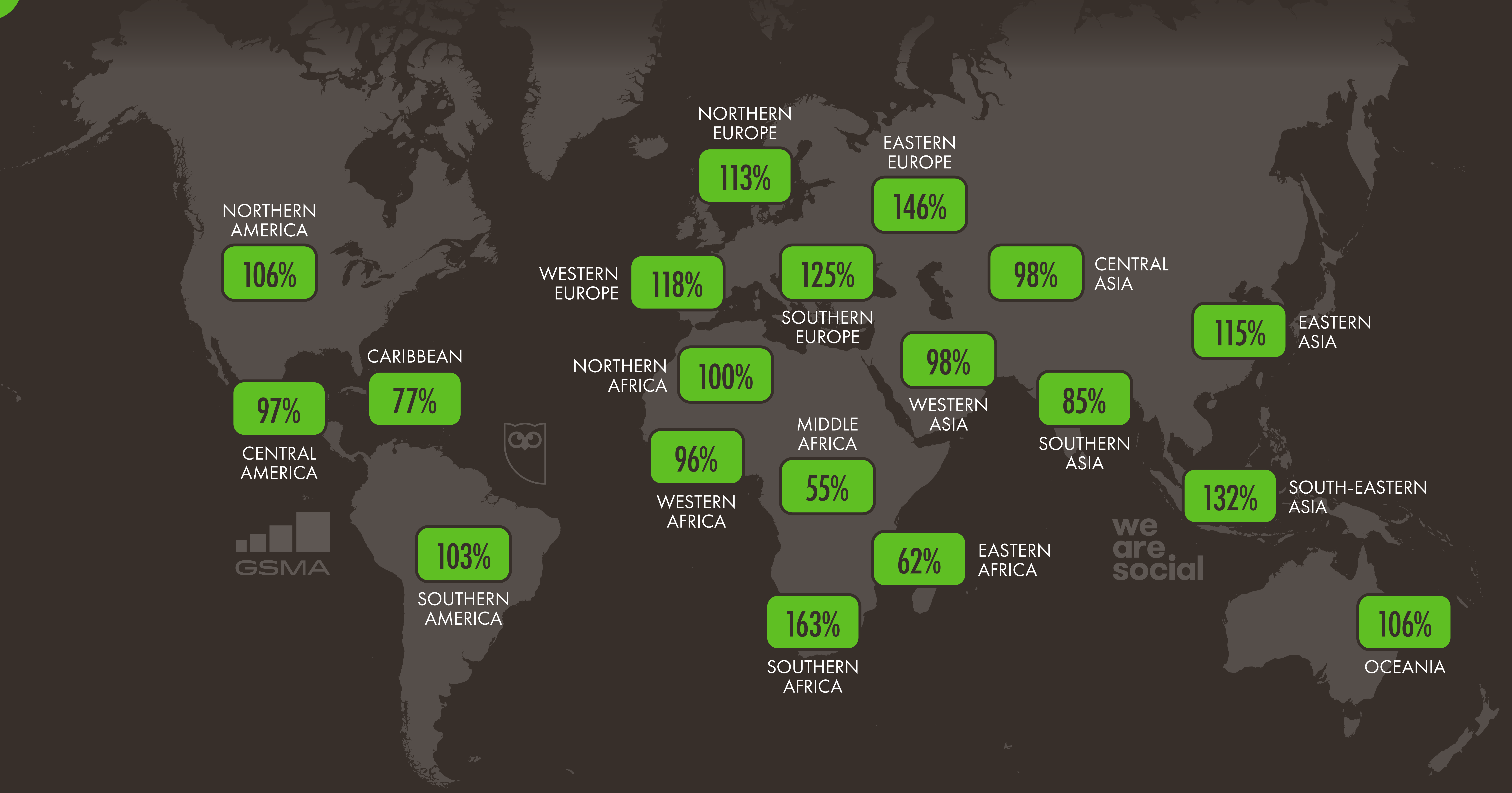


SOURCE: GSMA INTELLIGENCE (JAN 2021). ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. HISTORICAL FIGURES MAY NOT MATCH NUMBERS PUBLISHED IN PREVIOUS REPORTS.

JAN 2021

MOBILE CONNECTIONS vs. TOTAL POPULATION

THE NUMBER OF MOBILE CONNECTIONS IN EACH REGION COMPARED TO TOTAL POPULATION

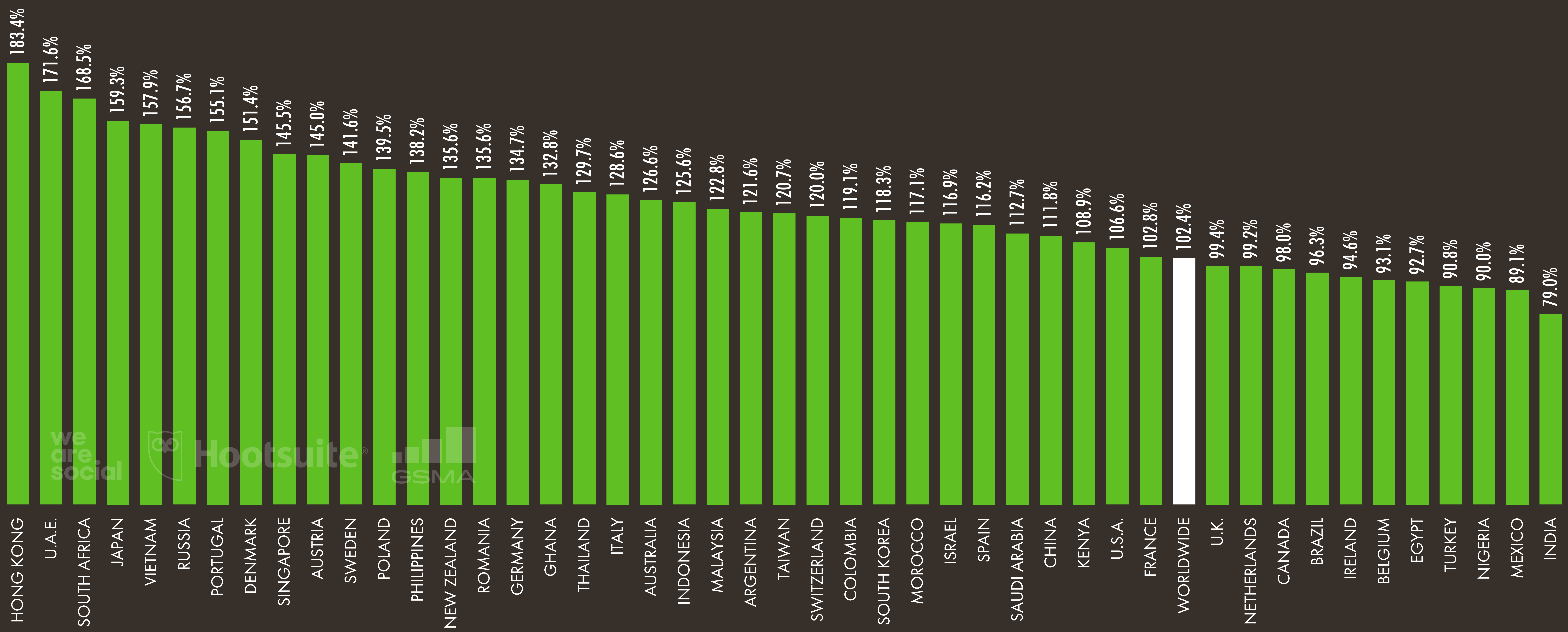


SOURCES: GSMA INTELLIGENCE (JAN 2021); POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU (ACCESSED JAN 2021).
◈ **COMPARABILITY ADVISORY:** BASE CHANGES. DATA MAY NOT BE COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN 2021

MOBILE CONNECTIONS vs. TOTAL POPULATION

THE NUMBER OF MOBILE CONNECTIONS IN EACH COUNTRY OR TERRITORY COMPARED TO TOTAL POPULATION



SOURCES: GSMA INTELLIGENCE (JAN 2021); POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU (BOTH ACCESSED JAN 2021).
◈ COMPARABILITY ADVISORY: BASE CHANGES. DATA MAY NOT BE COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN 2021

MOBILE CONNECTION RATE RANKINGS

RANKINGS BASED ON THE NUMBER OF MOBILE CONNECTIONS* COMPARED TO TOTAL POPULATION (REGARDLESS OF AGE)

HIGHEST LEVELS OF MOBILE CONNECTIVITY

#	HIGHEST CONNECTIVITY	vs. POP	CONNECTIONS
01	MACAU	270.1%	1,765,999
02	U.S. VIRGIN IS.	198.2%	206,796
03	ANTIGUA & BARBUDA	196.7%	193,387
04	HONG KONG	183.4%	13,798,962
05	FINLAND	178.3%	9,888,302
06	SEYCHELLES	176.9%	174,436
07	SURINAME	174.5%	1,027,972
08	COSTA RICA	174.4%	8,925,679
09	U.A.E.	171.6%	17,058,563
10	MONTENEGRO	171.5%	1,077,391

LOWEST LEVELS OF MOBILE CONNECTIVITY

#	LOWEST CONNECTIVITY	vs. POP	CONNECTIONS
212	MARSHALL IS.	12.0%	7,114
211	NORTH KOREA	18.4%	4,764,932
210	ERITREA	21.5%	767,517
209	FED. STATES OF MICRONESIA	22.4%	25,862
208	SOUTH SUDAN	23.1%	2,607,558
207	CENTRAL AFRICAN REP.	30.7%	1,497,951
206	MADAGASCAR	34.2%	9,601,572
205	PAPUA NEW GUINEA	34.4%	3,109,033
204	ETHIOPIA	38.5%	44,861,834
203	MALAWI	42.7%	8,268,645

SOURCES: GSMA INTELLIGENCE (JAN 2021); POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU (ACCESSED JAN 2021). *NOTE: ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ COMPARABILITY ADVISORY: BASE CHANGES. DATA ARE NOT COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN 2021

MOBILE CONNECTION GROWTH RANKINGS

GREATEST CHANGES IN THE NUMBER OF MOBILE CONNECTIONS*

GREATEST PERCENTAGE CHANGE IN MOBILE CONNECTIVITY

#	COUNTRY / TERRITORY	▲%	▲ CONNECTIONS
01	SOUTH SUDAN	+17.3%	+384,558
02	BURUNDI	+14.4%	+938,296
03	SIERRA LEONE	+13.9%	+982,967
04	ZIMBABWE	+11.8%	+1,558,843
05	KENYA	+11.1%	+5,921,383
06	CAMEROON	+11.0%	+2,639,097
07	NIGERIA	+10.0%	+17,106,382
08	GUINEA	+9.9%	+1,278,931
09	TOGO	+9.5%	+593,542
10	BHUTAN	+9.2%	+64,408

GREATEST ABSOLUTE CHANGE IN MOBILE CONNECTIVITY

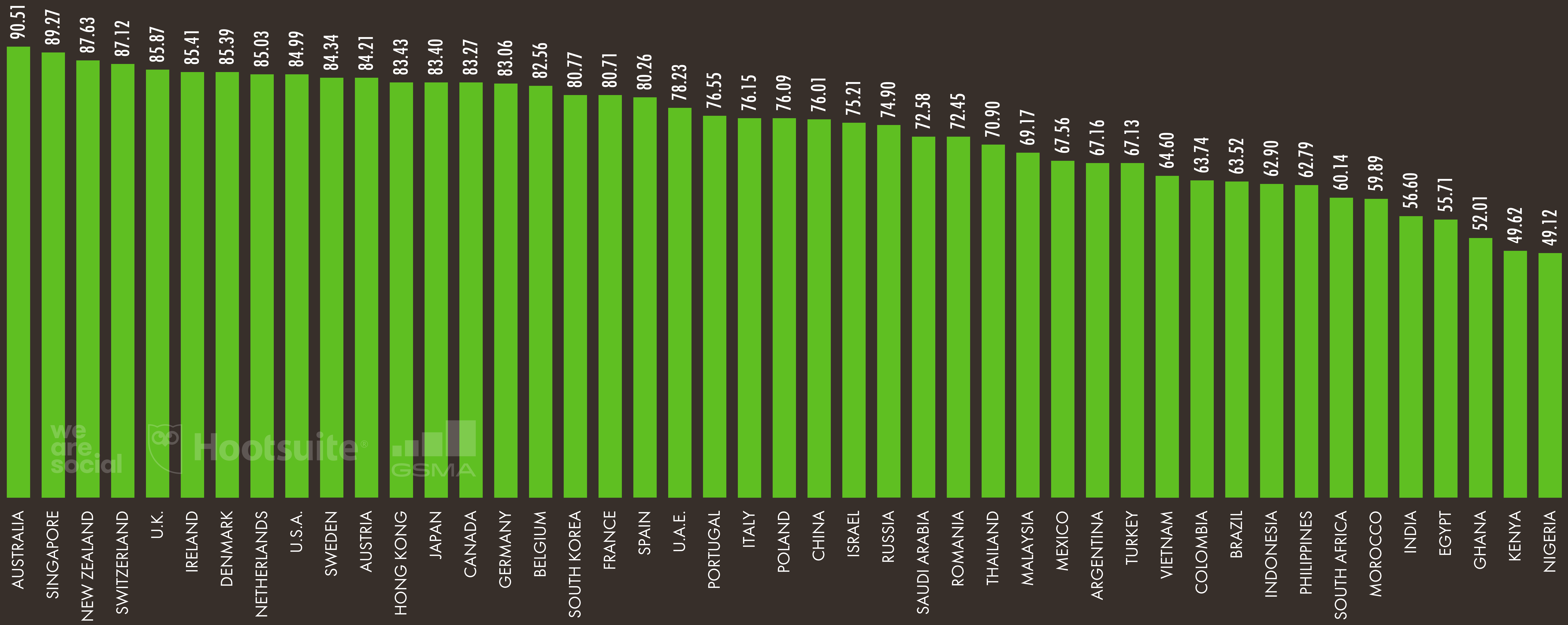
#	COUNTRY / TERRITORY	▲ CONNECTIONS	▲%
01	INDIA	+22,816,431	+2.1%
02	NIGERIA	+17,106,382	+10.0%
03	CHINA	+7,952,779	+0.5%
04	PAKISTAN	+6,929,240	+4.2%
05	JAPAN	+6,129,347	+3.1%
06	KENYA	+5,921,383	+11.1%
07	U.S.A.	+5,177,623	+1.5%
08	INDONESIA	+3,988,840	+1.2%
09	IRAN	+3,147,611	+2.5%
10	GHANA	+3,107,862	+8.1%

SOURCES: GSMA INTELLIGENCE (JAN 2021); POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU (ACCESSED JAN 2021). ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. DATA ARE NOT COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN 2021

GSMA INTELLIGENCE'S MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF MOBILE CONNECTIVITY DRIVERS AND ENABLERS BY COUNTRY OR TERRITORY



SOURCE: GSMA INTELLIGENCE'S MOBILE CONNECTIVITY INDEX (ACCESSED JAN 2021). **NOTES:** THE MOBILE CONNECTIVITY INDEX MEASURES COUNTRIES' PERFORMANCE AGAINST KEY ENABLERS OF MOBILE INTERNET ADOPTION. COUNTRIES ARE SCORED WITHIN A RANGE OF 0 TO 100 ACROSS A NUMBER OF INDICATORS, WITH A HIGHER SCORE REPRESENTING STRONGER PERFORMANCE IN DELIVERING MOBILE INTERNET CONNECTIVITY. VISIT MOBILECONNECTIVITYINDEX.COM FOR MORE DETAILS.

JAN 2021

MOBILE CONNECTIONS BY TYPE

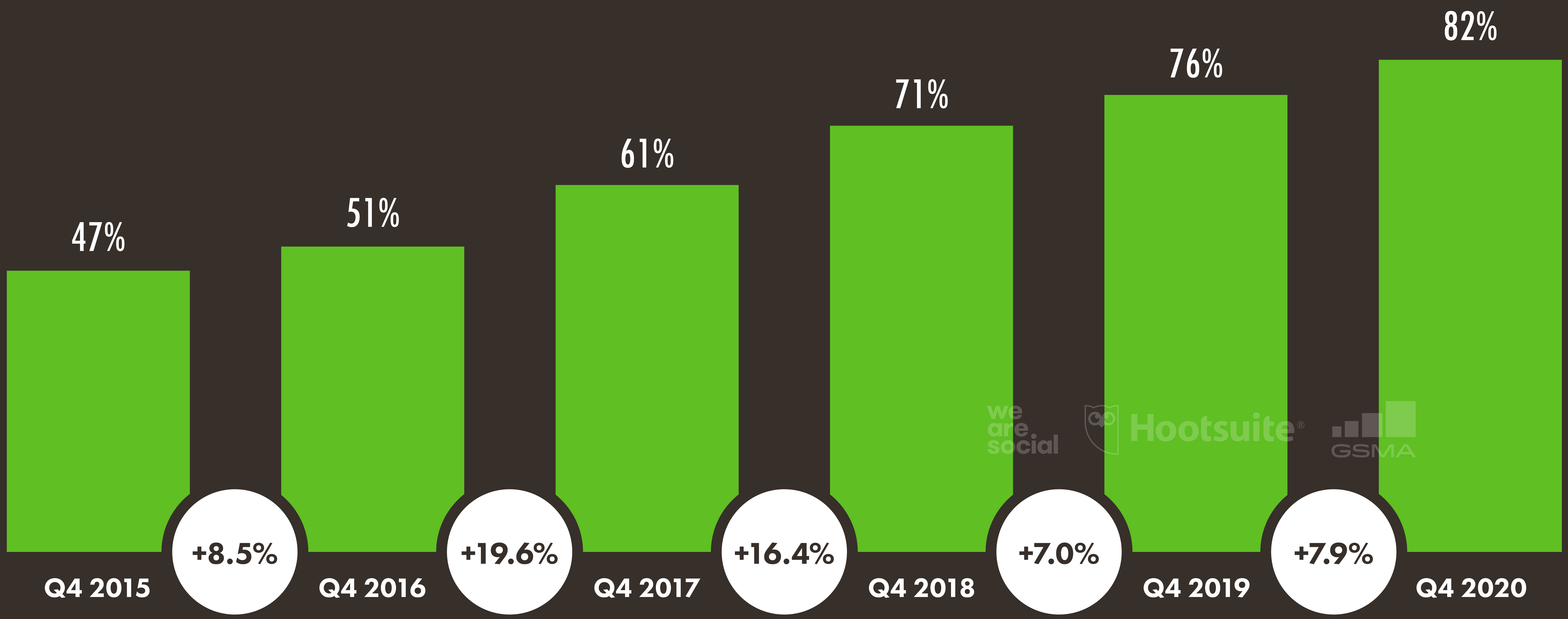
OVERVIEW OF MOBILE CONNECTIONS WITH SHARE BY PAYMENT TYPE AND CONNECTION BANDWIDTH

NUMBER OF MOBILE CONNECTIONS (EXCLUDING IOT)	MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAID	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE BROADBAND (3G – 5G)
8.02 BILLION	102.4%	71.9%	28.1%	81.7%

SOURCE: GSMA INTELLIGENCE (JAN 2021). **NOTE:** PERCENTAGES vs. POPULATION MAY EXCEED 100% DUE TO INDIVIDUAL USE OF MULTIPLE CONNECTIONS. TOTAL GLOBAL CONNECTIONS FIGURE QUOTED HERE DOES NOT INCLUDE IOT CELLULAR CONNECTIONS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE WITH DATA IN OUR PREVIOUS REPORTS.

MOBILE BROADBAND CONNECTIVITY OVER TIME

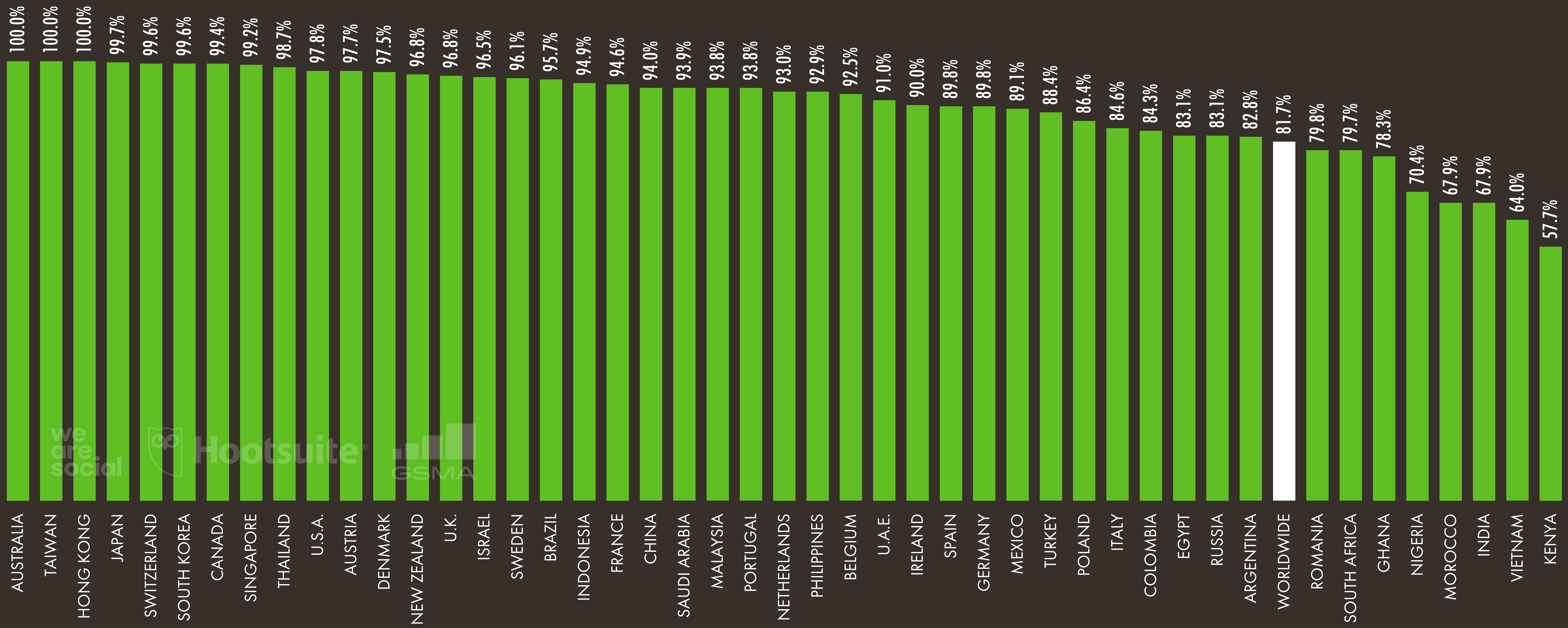
3G, 4G, AND 5G CONNECTIONS AS A SHARE OF TOTAL MOBILE CONNECTIONS, WITH YEAR-ON-YEAR RELATIVE CHANGE



SOURCE: GSMA INTELLIGENCE (JAN 2020, JAN 2021).

BROADBAND CONNECTIONS vs. ALL CONNECTIONS

3G, 4G, AND 5G MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL MOBILE CONNECTIONS*



SOURCE: GSMA INTELLIGENCE (JAN 2021). PERCENTAGES REPRESENT THE SHARE OF TOTAL MOBILE CONNECTIONS THAT ARE 3G AND ABOVE.

JAN 2021

MOBILE BROADBAND CONNECTIVITY RANKING

COUNTRIES AND TERRITORIES* WITH THE HIGHEST AND LOWEST SHARES OF MOBILE BROADBAND CONNECTIONS vs. TOTAL MOBILE CONNECTIONS*

HIGHEST SHARE OF BROADBAND CONNECTIONS vs. ALL CONNECTIONS

#	COUNTRY / TERRITORY	SHARE	CONNECTIONS
01=	AUSTRALIA	100.0%	32,467,860
01=	NORTH KOREA	100.0%	4,764,932
01=	MACAU	100.0%	1,765,999
01=	TAIWAN	100.0%	28,768,895
05	ETHIOPIA	99.98%	44,853,651
06	HONG KONG	99.97%	13,794,418
07	JAPAN	99.65%	200,388,105
08	SWITZERLAND	99.59%	10,375,104
09	SOUTH KOREA	99.58%	60,416,810
10	CANADA	99.40%	36,911,549

LOWEST SHARE OF BROADBAND CONNECTIONS vs. ALL CONNECTIONS

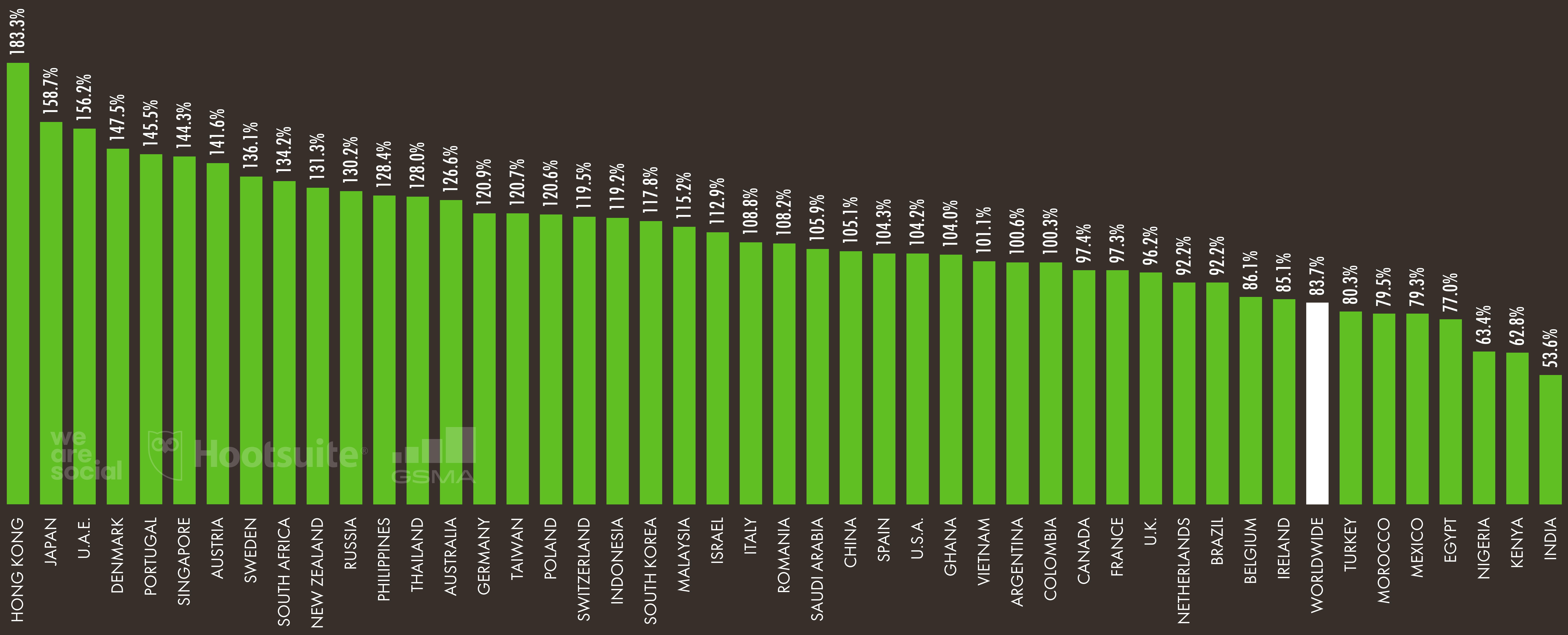
#	COUNTRY / TERRITORY	SHARE	CONNECTIONS
211	GREENLAND	5.4%	3,645
210	COMOROS	6.8%	32,482
209	EQUATORIAL GUINEA	9.7%	74,335
208	MARSHALL IS.	12.0%	854
207	CUBA	19.0%	1,167,159
206	YEMEN	19.5%	3,556,555
205	PALESTINE	22.8%	990,008
204	GRENADA	26.5%	34,864
203	CHAD	30.6%	2,477,598
202	FED. STATES OF MICRONESIA	31.1%	8,042

SOURCE: GSMA INTELLIGENCE (JAN 2021).

JAN 2021

BROADBAND CONNECTIONS vs. TOTAL POPULATION

3G, 4G, AND 5G MOBILE CONNECTIONS* AS A PERCENTAGE OF TOTAL POPULATION

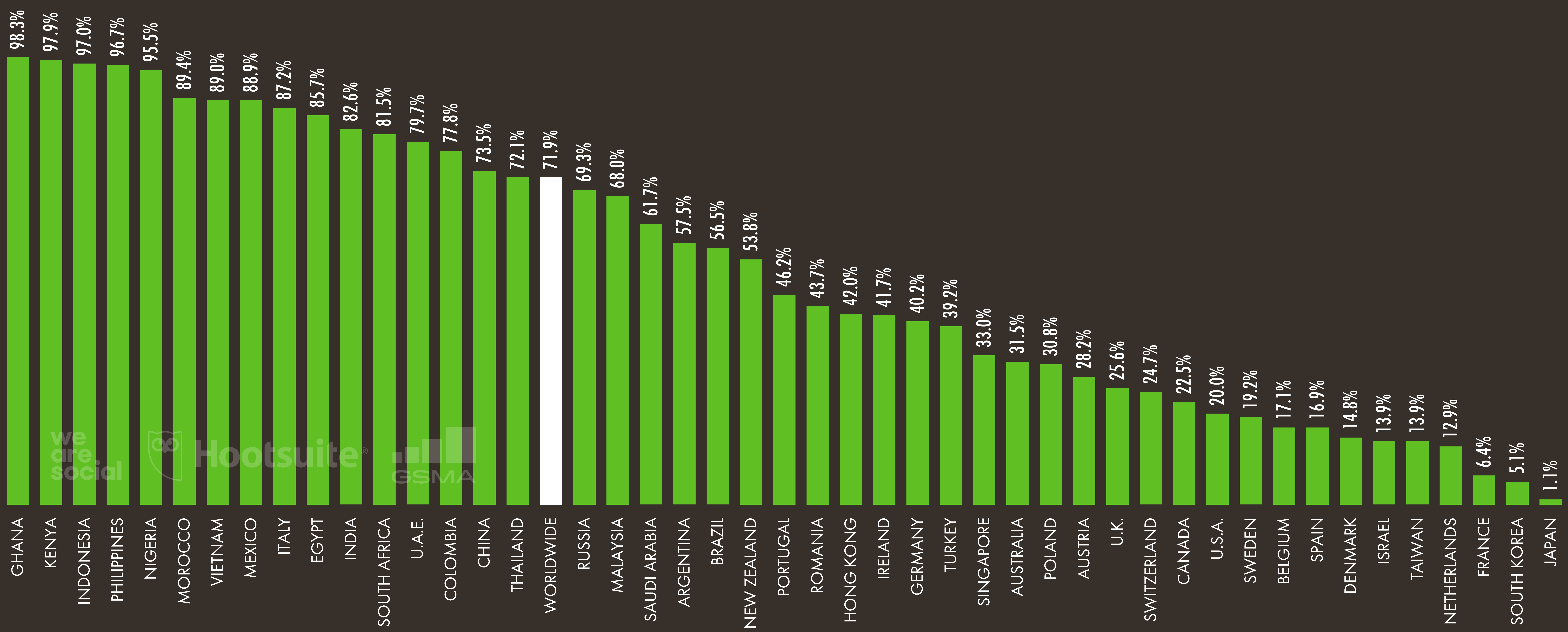


SOURCE: GSMA INTELLIGENCE (JAN 2021).

JAN 2021

PRE-PAID CONNECTIONS vs. ALL CONNECTIONS

MOBILE CONNECTIONS THAT ARE PAID IN ADVANCE ("PAY-AS-YOU-GO") AS A PERCENTAGE OF TOTAL MOBILE CONNECTIONS*



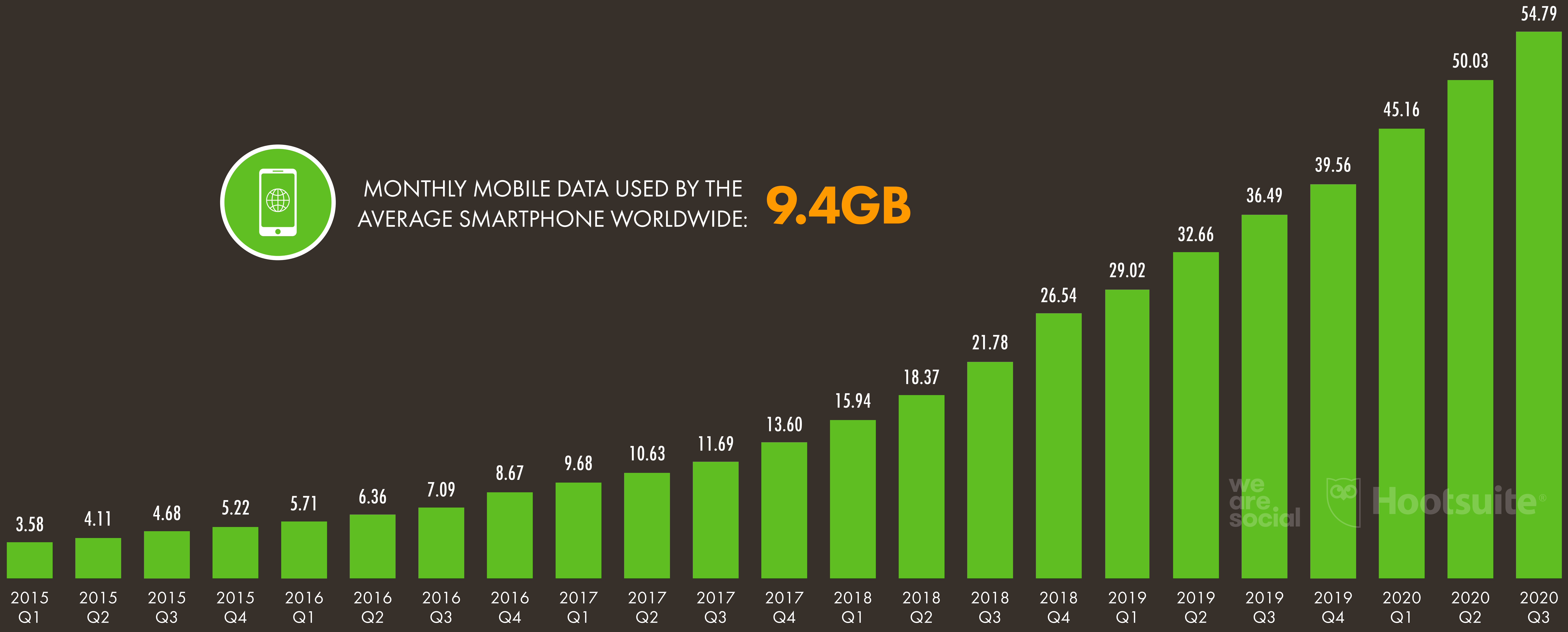
SOURCE: GSMA INTELLIGENCE (JAN 2021).

JAN 2021

EVOLUTION OF MOBILE DATA CONSUMPTION

AVERAGE GLOBAL MOBILE DATA TRAFFIC (UPLOAD & DOWNLOAD), IN EXABYTES* PER MONTH

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



SOURCE: ERICSSON MOBILE VISUALIZER (ACCESSED JAN 2021). ***NOTES:** GRAPH VALUES REPRESENT THE AVERAGE WORLDWIDE MONTHLY MOBILE NETWORK DATA TRAFFIC IN EXABYTES (BILLIONS OF GIGABYTES) PER MONTH. VALUE SHOWN IN THE AVERAGE MOBILE DATA PER SMARTPHONE INSET REPRESENTS THE LATEST PUBLISHED FIGURE FOR 2020.

JAN 2021

MONTHLY MOBILE DATA USE PER SMARTPHONE

AVERAGE MONTHLY MOBILE DATA TRAFFIC PER SMARTPHONE CONNECTION, BY REGION

NORTH AMERICA	10.8 GIGABYTES
LATIN AMERICA	4.8 GIGABYTES
WESTERN EUROPE	9.4 GIGABYTES
CENTRAL AND EASTERN EUROPE	5.4 GIGABYTES
MIDDLE EAST AND AFRICA	3.6 GIGABYTES
INDIA, NEPAL AND BHUTAN	12.6 GIGABYTES
NORTHEAST ASIA	9.6 GIGABYTES
SOUTHEAST ASIA AND OCEANIA	6.6 GIGABYTES

SOURCE: ERICSSON MOBILITY VISUALIZER (ACCESSED JAN 2021), BASED ON 2020 FIGURES FOR MOBILE DATA TRAFFIC PER DEVICE PER MONTH.

JAN 2021

CONNECTED DEVICES AND THE 'INTERNET OF THINGS'

THE TOTAL NUMBER OF CONNECTED DEVICES AROUND THE WORLD BY TYPE, AND EACH TYPE'S SHARE OF TOTAL CONNECTED DEVICES

FIXED PHONES	MOBILE PHONES (ANY TYPE)	PCS, LAPTOPS AND TABLETS	SHORT-RANGE IOT DEVICES*	WIDE-AREA IOT DEVICES*
1.36 BILLION	7.67 BILLION	1.58 BILLION	10.75 BILLION	1.89 BILLION
SHARE OF TOTAL: 5.8%	SHARE OF TOTAL: 33.0%	SHARE OF TOTAL: 6.8%	SHARE OF TOTAL: 46.2%	SHARE OF TOTAL: 8.1%

SOURCE: ERICSSON MOBILE VISUALIZER (ACCESSED JAN 2021), BASED ON PUBLISHED VALUES FOR 2020. ***NOTE:** TYPICAL SHORT-RANGE IOT DEVICES HAVE A RANGE OF UP TO 100 METRES, AND ARE POWERED BY TECHNOLOGIES SUCH AS WIFI AND BLUETOOTH. WIDE-AREA IOT DEVICES USE TECHNOLOGIES SUCH AS CELLULAR CONNECTIVITY TO OFFER MUCH WIDER RANGES. **ADVISORY:** ERICSSON AND GSMA INTELLIGENCE REPORT DIFFERENT FIGURES FOR THE NUMBER OF CELLULAR CONNECTIONS, SO DATA PUBLISHED BY EACH COMPANY MAY NOT CORRELATE.

JAN 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	SHARE OF WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES	SHARE OF WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES	SHARE OF WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES*	SHARE OF WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
72.5%	26.9%	0.1%	0.2%	0.3%
DEC 2020 vs. DEC 2019: -2.2%	DEC 2020 vs. DEC 2019: +8.6%	DEC 2020 vs. DEC 2019: -62.9%	DEC 2020 vs. DEC 2019: +27.8%	DEC 2020 vs. DEC 2019: -55.4%

SOURCE: STATCOUNTER (ACCESSED JAN 2021). FIGURES REPRESENT EACH OPERATING SYSTEM'S SHARE OF WEB PAGES SERVED TO WEB BROWSERS ONLY. SHARE FIGURES ARE FOR DECEMBER 2020. ANNUAL CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). ***NOTES:** FIGURES FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. BADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID.

JAN 2021

MOBILE TIME BY ACTIVITY

TOTAL TIME THAT MOBILE USERS SPEND USING MOBILE DEVICES EACH DAY, WITH COMPARISON OF TIME SPENT USING APPS AND WEB BROWSERS

AVERAGE TIME SPENT USING MOBILE DEVICES EACH DAY	YEAR-ON-YEAR INCREASE IN DAILY TIME SPENT USING MOBILE DEVICES	PERCENTAGE OF MOBILE TIME SPENT USING MOBILE APPLICATIONS*	PERCENTAGE OF MOBILE TIME SPENT USING A WEB BROWSER*
4H 10M	+20%	92%	8%

SOURCE: APP ANNIE (JAN 2021). ***NOTES:** DATA REFLECT ACTIVITY ON ANDROID PHONE DEVICES ONLY. PERCENTAGE SHARE FIGURES ONLY FACTOR TIME SPENT USING MOBILE APPS AND WEB BROWSERS.

JAN 2021

USE OF MOBILE APPS BY CATEGORY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING EACH TYPE OF MOBILE APP EACH MONTH

CATEGORY	PERCENTAGE
CHAT APPS (MESSENGERS)	90.7%
SOCIAL NETWORKING APPS	88.4%
ENTERTAINMENT AND VIDEO APPS	67.2%
MUSIC APPS	52.9%
GAME APPS	52.0%
SHOPPING APPS	69.4%
MAP APPS	61.8%
BANKING AND FINANCIAL SERVICES APPS	38.7%
HEALTH, FITNESS, AND NUTRITION APPS	29.4%
DATING AND FRIENDSHIP APPS*	11.4%

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***NOTE:** THIS ANSWER / OPTION IS NOT AVAILABLE IN ALL COUNTRIES IN GWI'S SURVEY. THE VALUE SHOWN HERE IS BASED ONLY ON THOSE COUNTRIES WHERE THE OPTION IS AVAILABLE.

JAN 2021

SHARE OF TIME SPENT IN MOBILE APPS BY CATEGORY

AVERAGE TIME SPENT USING MOBILE DEVICES EACH DAY WORLDWIDE, WITH SHARE OF TIME SPENT IN TOP MOBILE APP CATEGORIES

AVERAGE TIME SPENT USING MOBILE DEVICES EACH DAY	SHARE OF MOBILE TIME SPENT IN SOCIAL & COMMUNICATIONS APPS	SHARE OF MOBILE TIME SPENT IN VIDEO & ENTERTAINMENT APPS	SHARE OF MOBILE TIME SPENT PLAYING GAMES (ANY GAME KIND)	SHARE OF MOBILE TIME SPENT USING OTHER KINDS OF APPS
4H 10M	44%	26%	9%	21%

SOURCE: APP ANNIE (JAN 2021). SEE STATEOFMOBILE2021.COM FOR MORE DETAILS. **NOTE:** FIGURES ARE BASED ON USE OF ANDROID PHONE DEVICES ONLY.

JAN 2021

SHARE OF GLOBAL MOBILE DATA BY CATEGORY

SHARE OF TOTAL GLOBAL MOBILE DATA VOLUME* BY CATEGORY OF APPLICATION

AVERAGE MONTHLY MOBILE DATA VOLUME PER SMARTPHONE*	SHARE OF MOBILE DATA: VIDEO APPS	SHARE OF MOBILE DATA: SOCIAL NETWORKING	SHARE OF MOBILE DATA: SOFTWARE UPDATES
9.4 GIGABYTES	66.2%	10.1%	3.9%

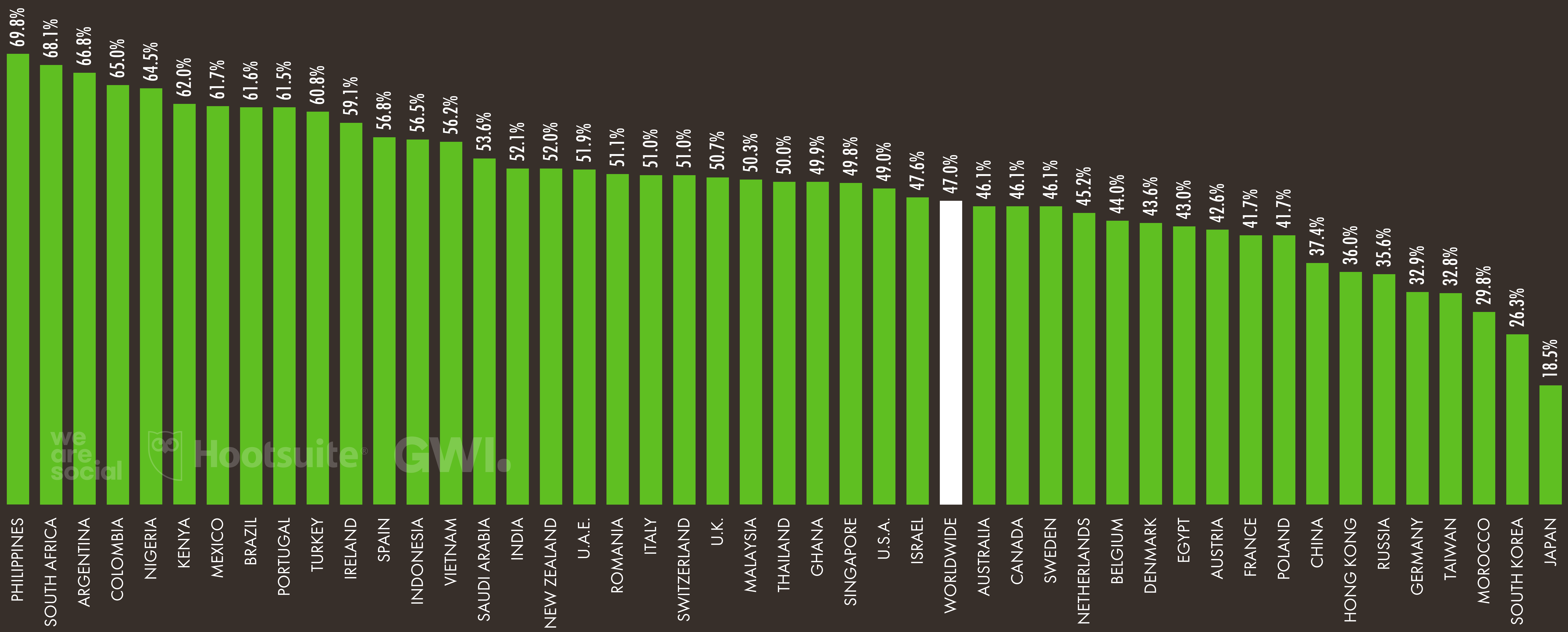
SHARE OF MOBILE DATA: WEB BROWSING	SHARE OF MOBILE DATA: AUDIO APPS	SHARE OF MOBILE DATA: FILE SHARING	SHARE OF MOBILE DATA: OTHER KINDS OF APP
3.2%	1.7%	0.7%	14.3%

SOURCE: ERICSSON MOBILITY VISUALIZER (ACCESSED JAN 2021). ***NOTES:** DATA VOLUME REFERS SOLELY TO MOBILE DATA NETWORKS, AND DOES NOT INCLUDE DATA TRANSMITTED OVER WIFI. VALUES ARE BASED ON THE LATEST REPORTED VALUES FOR 2020.

JAN
2021

USE OF VIDEO CALLING SERVICES ON MOBILE

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

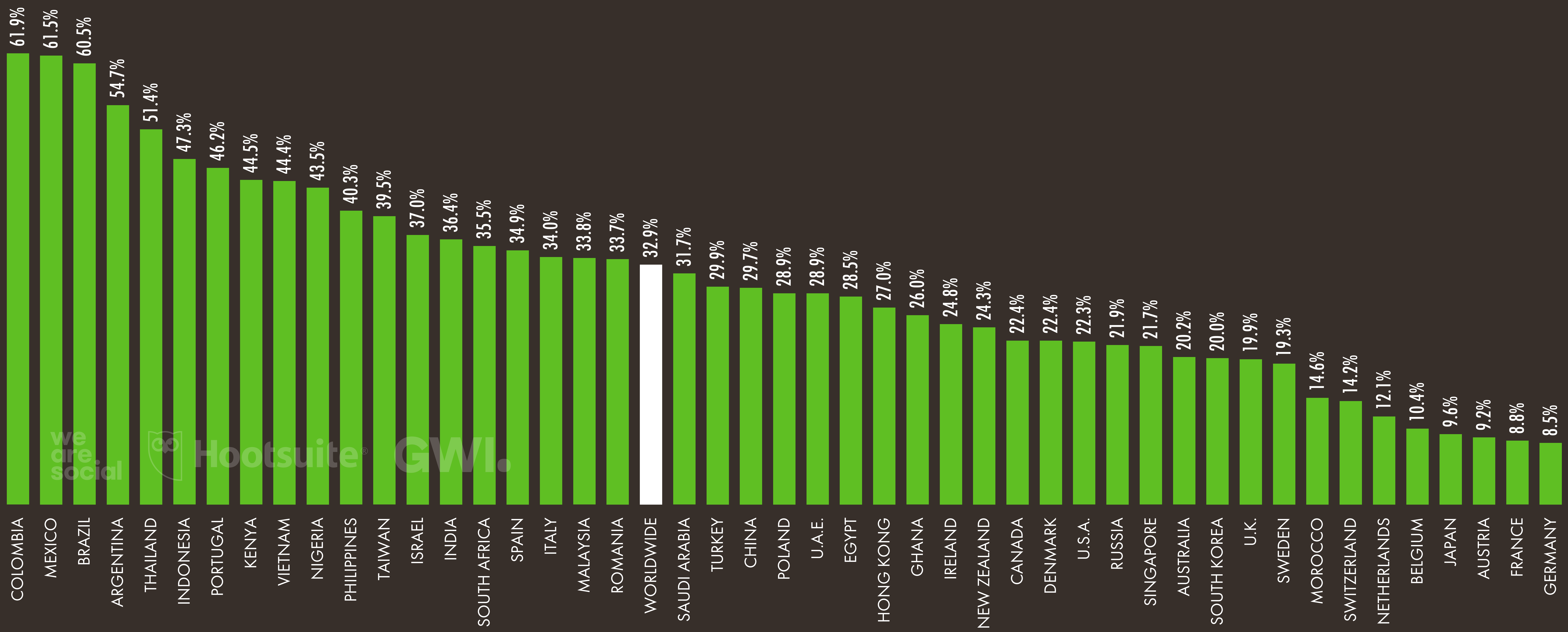


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

USE OF IMAGE RECOGNITION TOOLS ON MOBILE

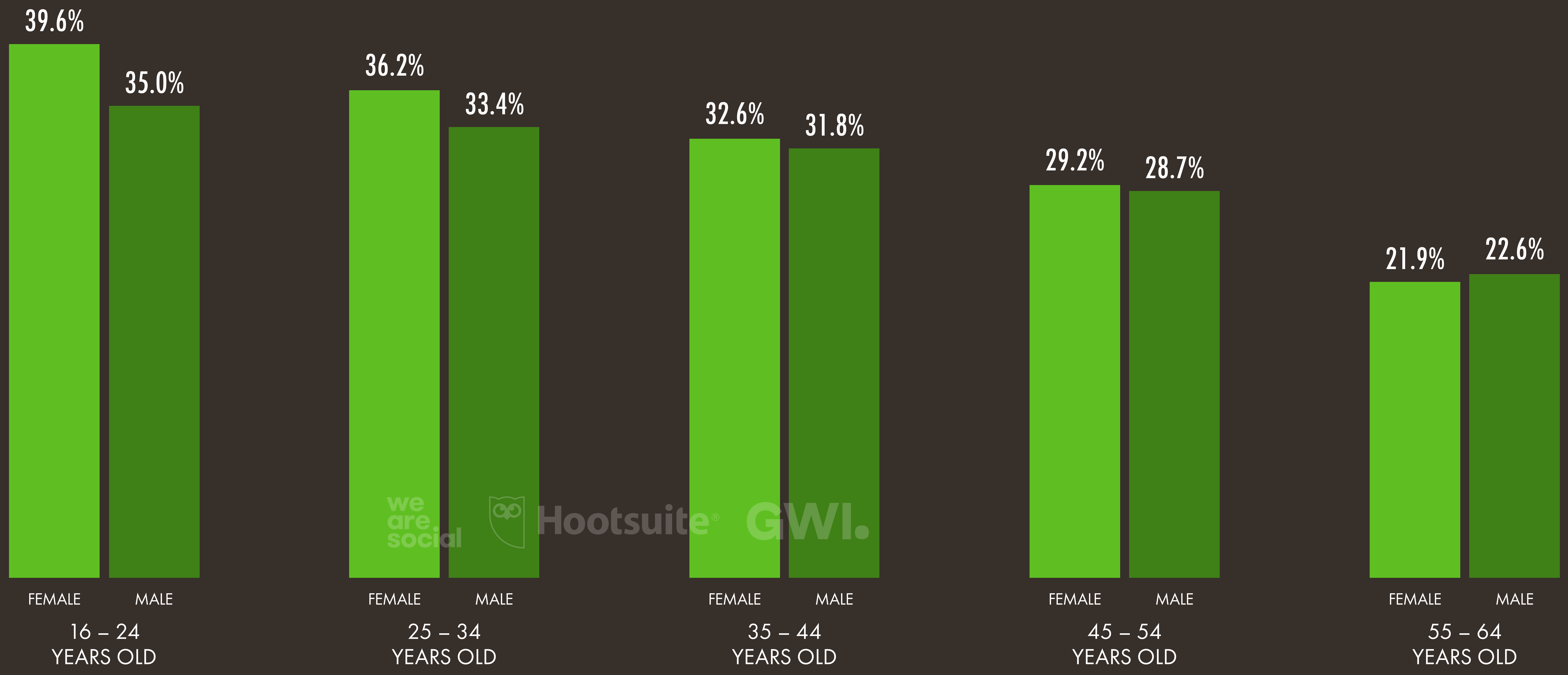
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE IMAGE RECOGNITION TOOLS (E.G. SEARCH 'LENSES') ON THEIR MOBILE EACH MONTH



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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

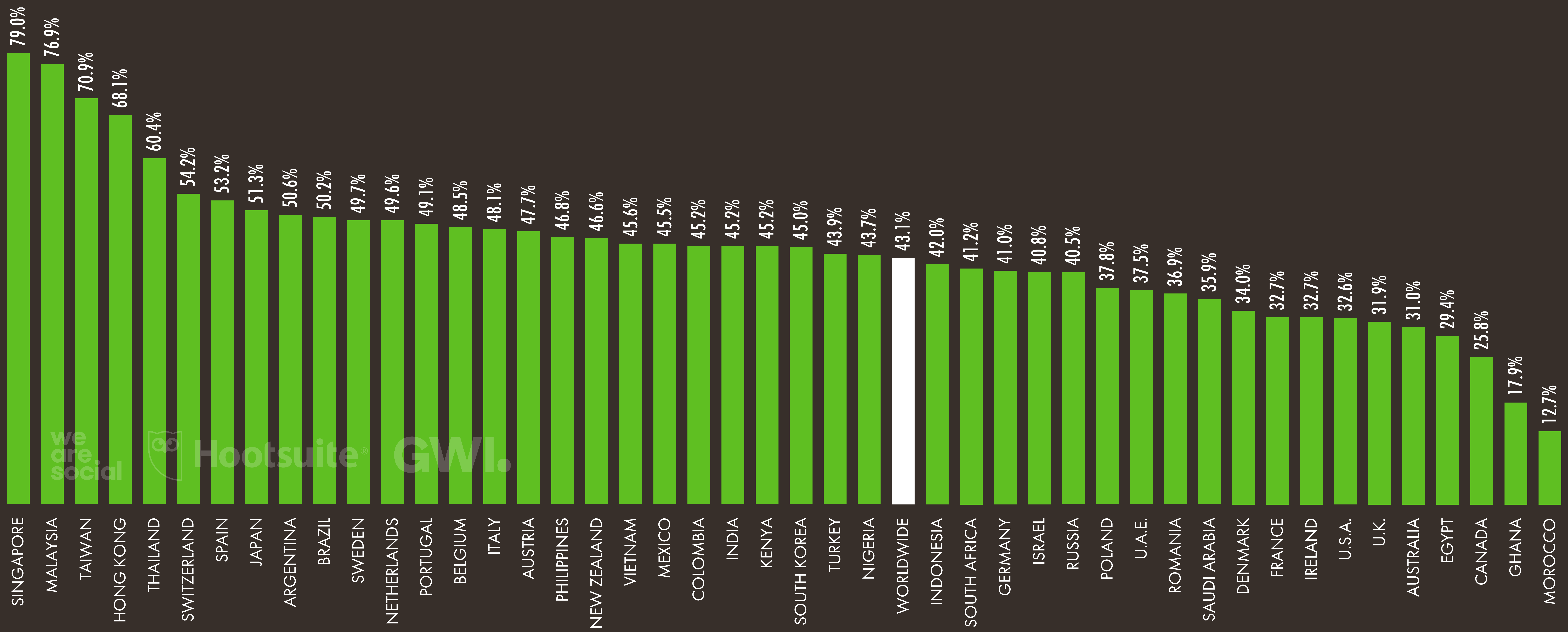


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

USE OF QR CODES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE USED OR SCANNED A QR CODE ON A MOBILE DEVICE IN THE PAST MONTH

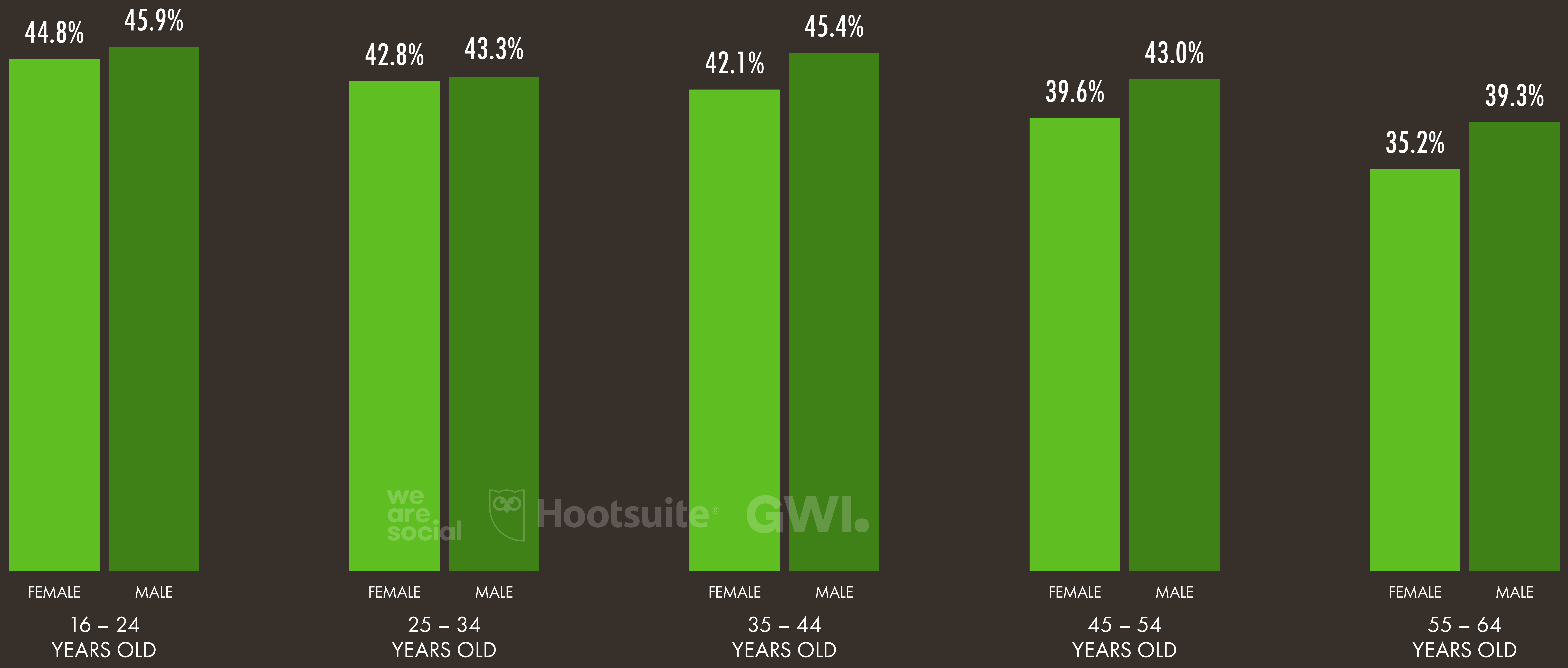


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

USE OF QR CODES

PERCENTAGE OF GLOBAL INTERNET USERS WHO HAVE USED OR SCANNED A QR CODE IN THE PAST MONTH



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

APPS: GLOBAL TRENDS (APP ANNIE)

GLOBAL APP DOWNLOADS AND CONSUMER SPEND ON MOBILE APPS (IN US$) FOR FULL-YEAR 2020, ACCORDING TO APP ANNIE

NUMBER OF MOBILE APP DOWNLOADS (GLOBAL, ALL PLATFORMS)	ANNUAL GROWTH IN THE NUMBER OF MOBILE APP DOWNLOADS	TOTAL VALUE OF GLOBAL CONSUMER SPEND ON MOBILE APPS	ANNUAL GROWTH IN THE VALUE OF CONSUMER SPEND ON MOBILE APPS	AVERAGE CONSUMER SPEND ON APPS PER SMARTPHONE*
218 BILLION	+7%	$143 BILLION	+20%	$23.62

SOURCES: APP ANNIE (JAN 2021); ERICSSON MOBILITY VISUALIZER (ACCESSED JAN 2021); KEPIOS ANALYSIS. SEE STATEOFMOBILE2021.COM FOR MORE DETAILS. *NOTES: DOWNLOAD FIGURES FACTOR DOWNLOADS FROM THE IOS AND GOOGLE PLAY STORES, AND THIRD-PARTY ANDROID APP STORES IN CHINA. "CONSUMER SPEND" ONLY INCLUDES SPEND THROUGH APP STORES, AND DOES NOT INCLUDE REVENUES FROM M-COMMERCE OR MOBILE ADVERTISING. CALCULATIONS FOR AVERAGE CONSUMER SPEND PER SMARTPHONE USE DATA FROM MULTIPLE SOURCES.

APPS: GLOBAL TRENDS (SENSORTOWER)

GLOBAL APP DOWNLOADS AND CONSUMER SPEND ON MOBILE APPS (IN US$) FOR FULL-YEAR 2020, ACCORDING TO SENSORTOWER

NUMBER OF MOBILE APP DOWNLOADS (GLOBAL, ALL PLATFORMS)	ANNUAL GROWTH IN THE NUMBER OF MOBILE APP DOWNLOADS	TOTAL VALUE OF GLOBAL CONSUMER SPEND ON MOBILE APPS	ANNUAL GROWTH IN THE VALUE OF CONSUMER SPEND ON MOBILE APPS	AVERAGE CONSUMER SPEND ON APPS PER SMARTPHONE*
142.9 BILLION	+23.7%	$110.9 BILLION	+30.2%	$18.32

SOURCE: SENSORTOWER (JAN 2021); ERICSSON MOBILITY VISUALIZER (ACCESSED JAN 2021); KEPIOS ANALYSIS.
***NOTE:** CALCULATIONS FOR AVERAGE CONSUMER SPEND PER SMARTPHONE USE DATA FROM MULTIPLE SOURCES.

MOBILE APPS: GLOBAL CATEGORY RANKINGS

RANKINGS OF MOBILE APP CATEGORIES BY GLOBAL DOWNLOADS AND GLOBAL CONSUMER SPEND (FULL-YEAR 2020)

GOOGLE PLAY: 2020 DOWNLOADS

#	APP CATEGORY
01	GAMES
02	TOOLS
03	ENTERTAINMENT
04	SOCIAL NETWORKING
05	VIDEO PLAYERS & EDITORS
06	COMMUNICATION
07	PHOTOGRAPHY
08	FINANCE
09	SHOPPING
10	MUSIC & AUDIO

GOOGLE PLAY: 2020 SPEND

#	APP CATEGORY
01	GAMES
02	SOCIAL
03	ENTERTAINMENT
04	PRODUCTIVITY
05	LIFESTYLE
06	HEALTH & FITNESS
07	MUSIC & AUDIO
08	COMMUNICATION
09	EDUCATION
10	DATING

IOS: 2020 DOWNLOADS

#	APP CATEGORY
01	GAMES
02	PHOTO AND VIDEO
03	ENTERTAINMENT
04	UTILITIES
05	SHOPPING
06	SOCIAL NETWORKING
07	LIFESTYLE
08	EDUCATION
09	PRODUCTIVITY
10	FINANCE

IOS: 2020 SPEND

#	APP CATEGORY
01	GAMES
02	ENTERTAINMENT
03	PHOTO AND VIDEO
04	SOCIAL NETWORKING
05	MUSIC
06	LIFESTYLE
07	BOOKS
08	EDUCATION
09	HEALTH & FITNESS
10	PRODUCTIVITY

SOURCE: APP ANNIE (JAN 2021). SEE STATEOFMOBILE2021.COM FOR MORE DETAILS. **NOTE:** RANKINGS BASED ON WORLDWIDE DOWNLOADS AND CONSUMER SPEND, EXCEPT FOR CHINA, WHERE DATA IS FOR THE IOS STORE ONLY.

MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL (EX. CHINA) RANKINGS OF TOP MOBILE APPS AND GAMES BY MONTHLY ACTIVE USERS IN 2020

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	TWITTER	TWITTER
07	NETFLIX	NETFLIX
08	TIKTOK	BYTEDANCE
09	SPOTIFY	SPOTIFY
10	SNAPCHAT	SNAP

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

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

SOURCE: APP ANNIE (JAN 2021). SEE STATEOFMOBILE2021.COM FOR MORE DETAILS. **NOTE:** RANKINGS BASED ON ACTIVE INSTALLS ACROSS IPHONE AND ANDROID PHONE DEVICES, EXCLUDING CHINA.

JAN 2021

MOBILE APP RANKINGS: DOWNLOADS

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY TOTAL NUMBER OF DOWNLOADS IN 2020

RANKING OF MOBILE APPS BY TOTAL NUMBER OF DOWNLOADS

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

RANKING OF MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS

#	GAME NAME	COMPANY
01	FREE FIRE	SEA
02	AMONG US!	INNER SLOTH
03	SUBWAY SURFERS	KILOO
04	PUBG MOBILE	TENCENT
05	GARDENSCAPES – NEW ACRES	PLAYRIX
06	HUNTER ASSASSIN	RUBY GAME
07	BRAIN OUT	EYEWIND
08	MY TALKING TOM FRIENDS	JINKE CULTURE – OUTFIT 7
09	TILES HOP: EDM RUSH	AMANOTES
10	LUDO KING	GAMETION

SOURCE: APP ANNIE (JAN 2021). SEE STATEOFMOBILE2021.COM FOR MORE DETAILS. **NOTE:** RANKINGS BASED ON COMBINED DOWNLOADS ACROSS THE IOS AND GOOGLE PLAY STORES, EXCEPT FOR CHINA, WHICH ONLY INCLUDES DATA FOR DOWNLOADS VIA THE IOS STORE.

JAN 2021

MOBILE APP RANKINGS: CONSUMER SPEND

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY CONSUMER SPEND IN 2020

RANKING OF MOBILE APPS BY CONSUMER SPEND

#	APP NAME	COMPANY
01	TINDER	MATCH GROUP
02	TIKTOK (INC. DOUYIN)	BYTEDANCE
03	YOUTUBE	GOOGLE
04	DISNEY+	DISNEY
05	TENCENT VIDEO	TENCENT
06	NETFLIX	NETFLIX
07	GOOGLE ONE	GOOGLE
08	IQIYI	BAIDU
09	BIGO LIVE	BIGO
10	PANDORA MUSIC	SIRIUS XM RADIO

RANKING OF MOBILE GAMES BY CONSUMER SPEND

#	GAME NAME	COMPANY
01	HONOUR OF KINGS	TENCENT
02	POKÉMON GO	NIANTIC
03	ROBLOX	ROBLOX
04	MONSTER STRIKE	MIXI
05	COIN MASTER	MOON ACTIVE
06	GAME FOR PEACE	TENCENT
07	PUBG MOBILE	TENCENT
08	FATE / GRAND ORDER	SONY
09	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
10	GARDENSCAPES – NEW ACRES	PLAYRIX

SOURCE: APP ANNIE (JAN 2021). **NOTE:** RANKINGS BASED ON COMBINED CONSUMER SPEND ACROSS THE IOS AND GOOGLE PLAY STORES, EXCEPT FOR CHINA, WHICH ONLY INCLUDES DATA FOR CONSUMER SPEND VIA THE IOS STORE. "CONSUMER SPEND" ONLY INCLUDES SPEND THROUGH APP STORES, AND DOES NOT INCLUDE MOBILE COMMERCE REVENUES, OR REVENUES FROM MOBILE ADVERTISING.

WE ARE SOCIAL'S PERSPECTIVE: APPS & MOBILE IN 2021

SHIFTS IN HOW WE'RE USING OUR PHONES

THROUGH THE LENS

As more apps get more sophisticated machine learning models built in – think Google Lens or Snapchat Scan – we're seeing the purpose of smartphone cameras evolve away from simply capturing the world, and towards better understanding it. The ability for apps to recognise buildings and products, for example, gives platforms the ability to serve the user more relevant information and services. It's a shift that the return of the QR code is a part of, too.

In 2021, brands will tap into this shift to help audiences better understand, search and engage the world around them.

MOBILE MEDICINE

Health and wellness have long been a thriving category in the app space, with emerging markets being especially reliant on small-screen services for access to certain services. But in the wake of the pandemic, this desire for accessible, convenient, contact-free healthcare has heightened the appeal for mobile healthcare. With the NHS seeking to partner with mobile health app Babylon, we are at a turning point in the mHealth space.

In 2021, brands will be expected to help people look after their health with increasing effectiveness from behind their screens.

MINDFUL DEVICES

Recent years have seen people take a more discerning approach to mobile use. People don't want to be cut off from their phones, but they do want a healthier relationship with them – especially given the emergence from a screen-centric year in lockdown. As a result, there's a rising desire for mobile services and providers to support users in creating healthier habits – it's why Apple's Screen Time function has become so popular. Moving forwards, people will expect apps and devices to take an even more proactive approach to user health.

In 2021, brands will be expected to help people create healthier habits with their devices.

GLOBAL ECOMMERCE USE

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	HAS A CREDIT CARD	HAS A MOBILE MONEY ACCOUNT*	MAKES ONLINE PURCHASES AND / OR PAYS BILLS ONLINE
68.5%	18.4%	4.4%	29.0%

PERCENTAGE OF WOMEN WITH A CREDIT CARD	PERCENTAGE OF MEN WITH A CREDIT CARD	PERCENTAGE OF WOMEN MAKING ONLINE TRANSACTIONS	PERCENTAGE OF MEN MAKING ONLINE TRANSACTIONS
17.0%	19.9%	27.7%	30.3%

SOURCE: WORLD BANK GLOBAL FINANCIAL INCLUSION DATA (LATEST DATA AVAILABLE IN JAN 2021). ***NOTES:** PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. MOBILE MONEY ACCOUNTS ONLY REFER TO SERVICES THAT STORE FUNDS IN AN ELECTRONIC WALLET LINKED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR MOBILE MONEY ACCOUNTS DO NOT INCLUDE PEOPLE WHO USE 'OVER-THE-TOP' MOBILE PAYMENT SERVICES SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY.

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ECOMMERCE ACTIVITY OVERVIEW

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

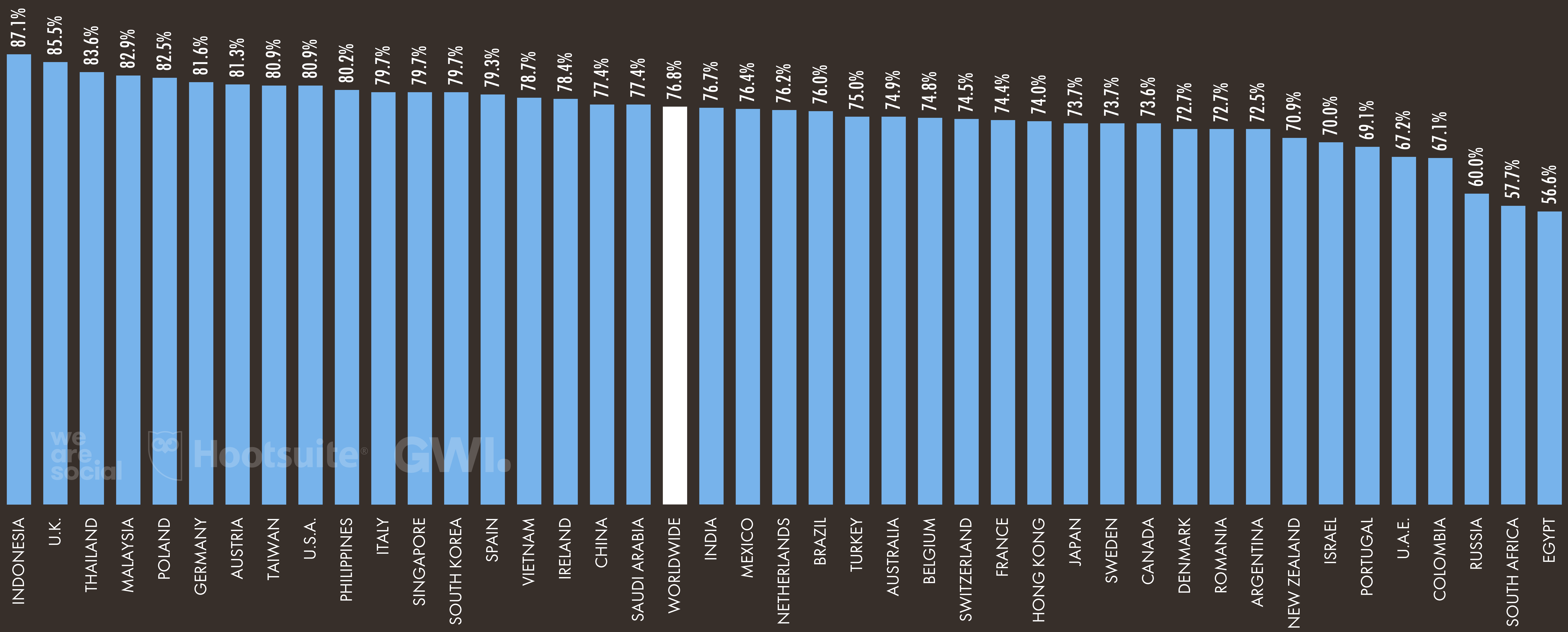
SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY (ANY DEVICE)	VISITED AN ONLINE RETAIL SITE OR STORE (ANY DEVICE)	USED A SHOPPING APP ON A MOBILE PHONE OR ON A TABLET	PURCHASED A PRODUCT ONLINE (ANY DEVICE)	PURCHASED A PRODUCT ONLINE VIA A MOBILE PHONE
81.5%	90.4%	69.4%	76.8%	55.4%

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

ECOMMERCE ADOPTION

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

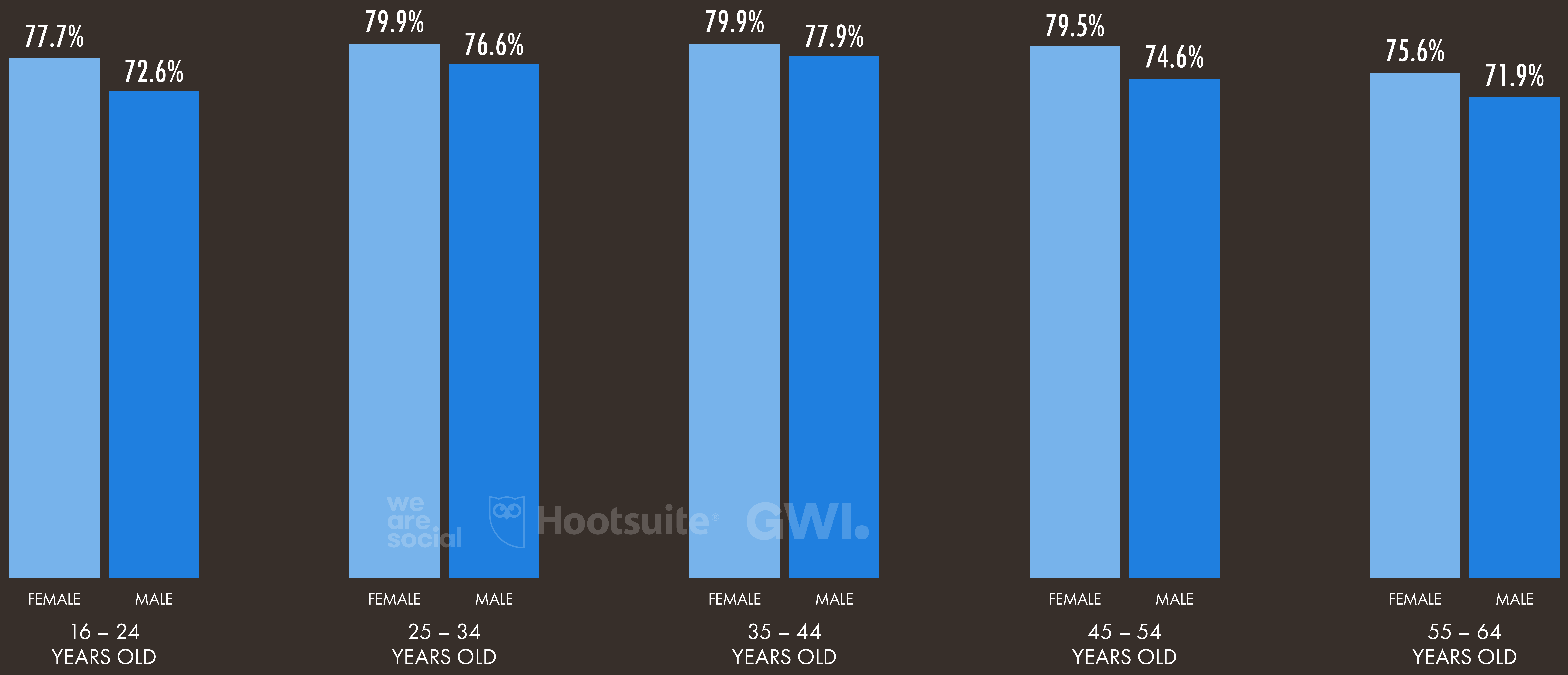


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

ECOMMERCE ADOPTION BY AGE AND GENDER

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

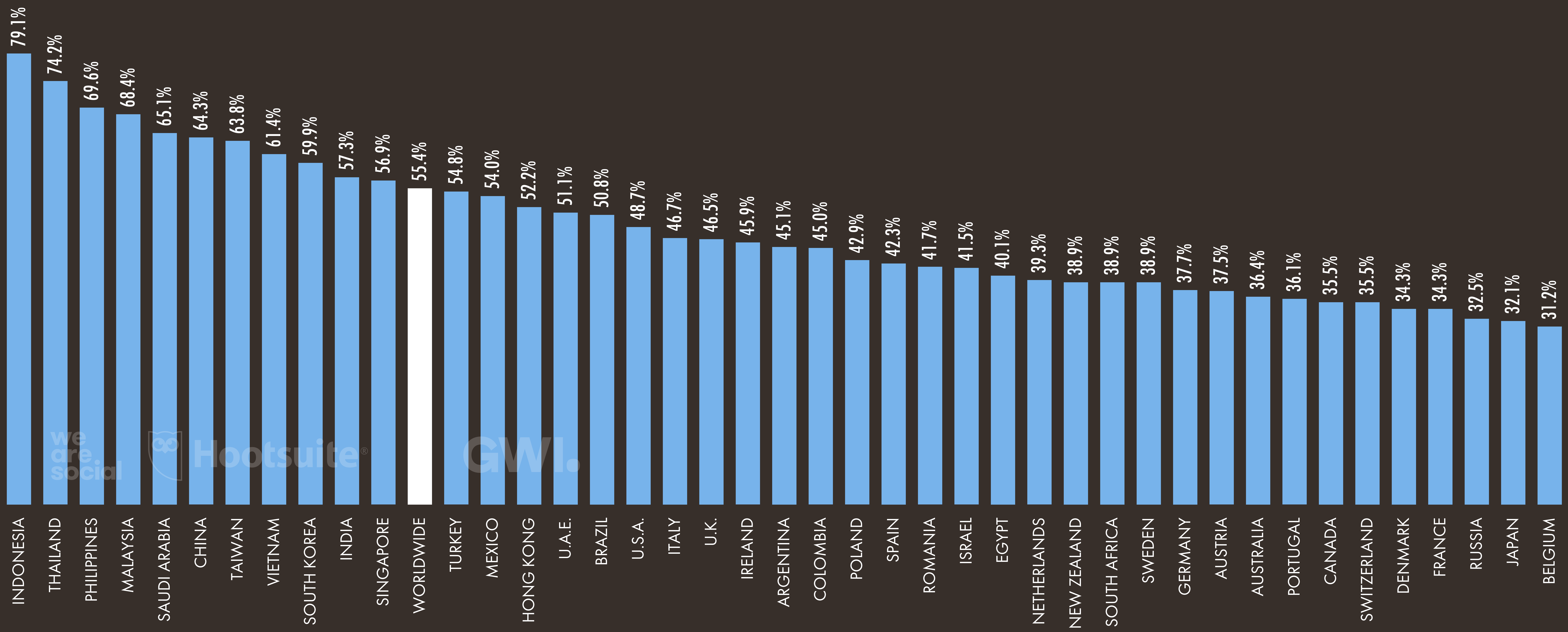


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

MOBILE ECOMMERCE ADOPTION

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

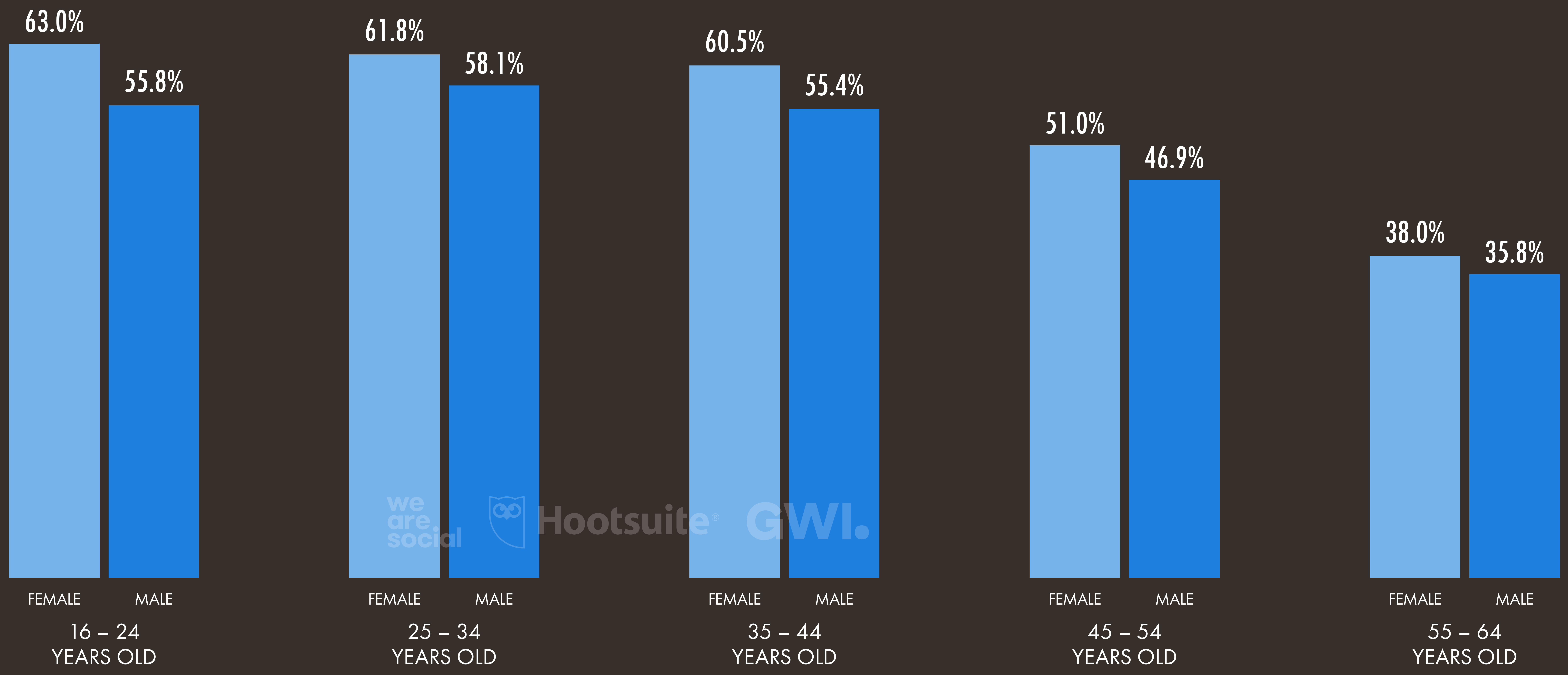


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

MOBILE ECOMMERCE ADOPTION BY AGE AND GENDER

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

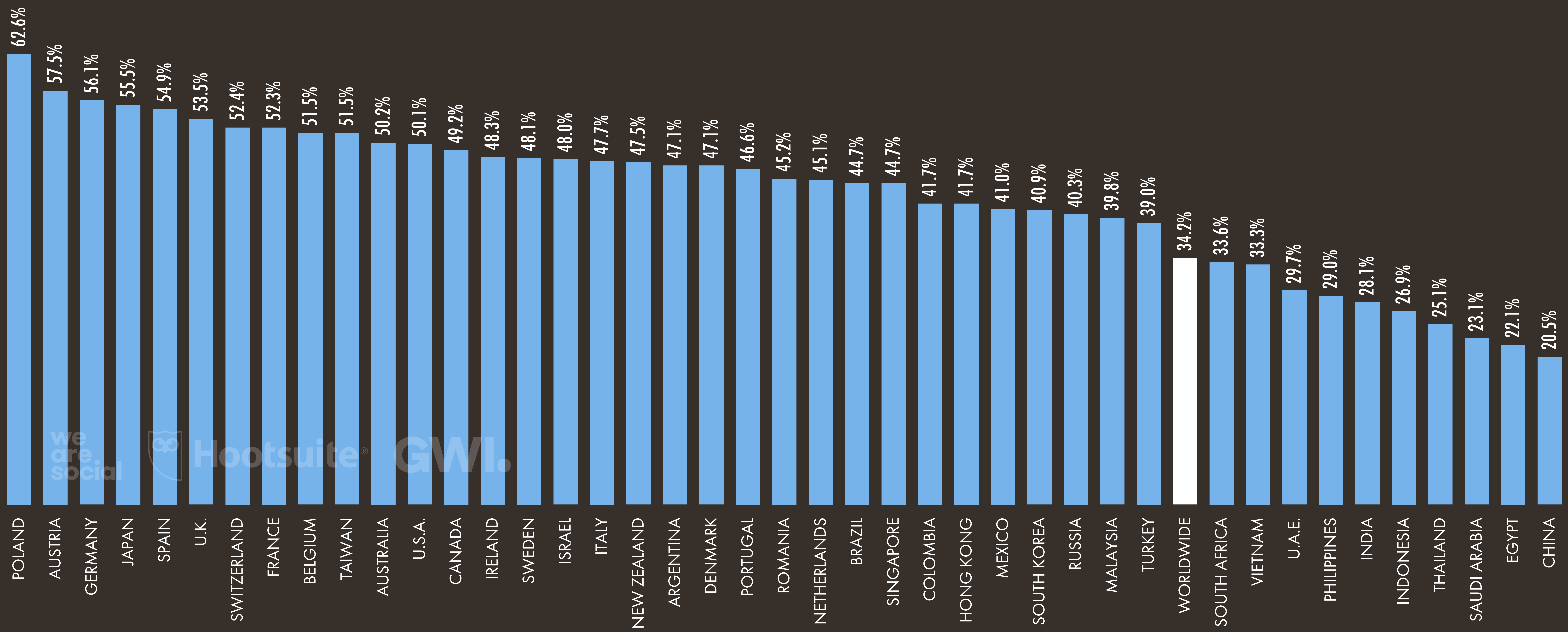


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

MAKING ECOMMERCE PURCHASES VIA A COMPUTER

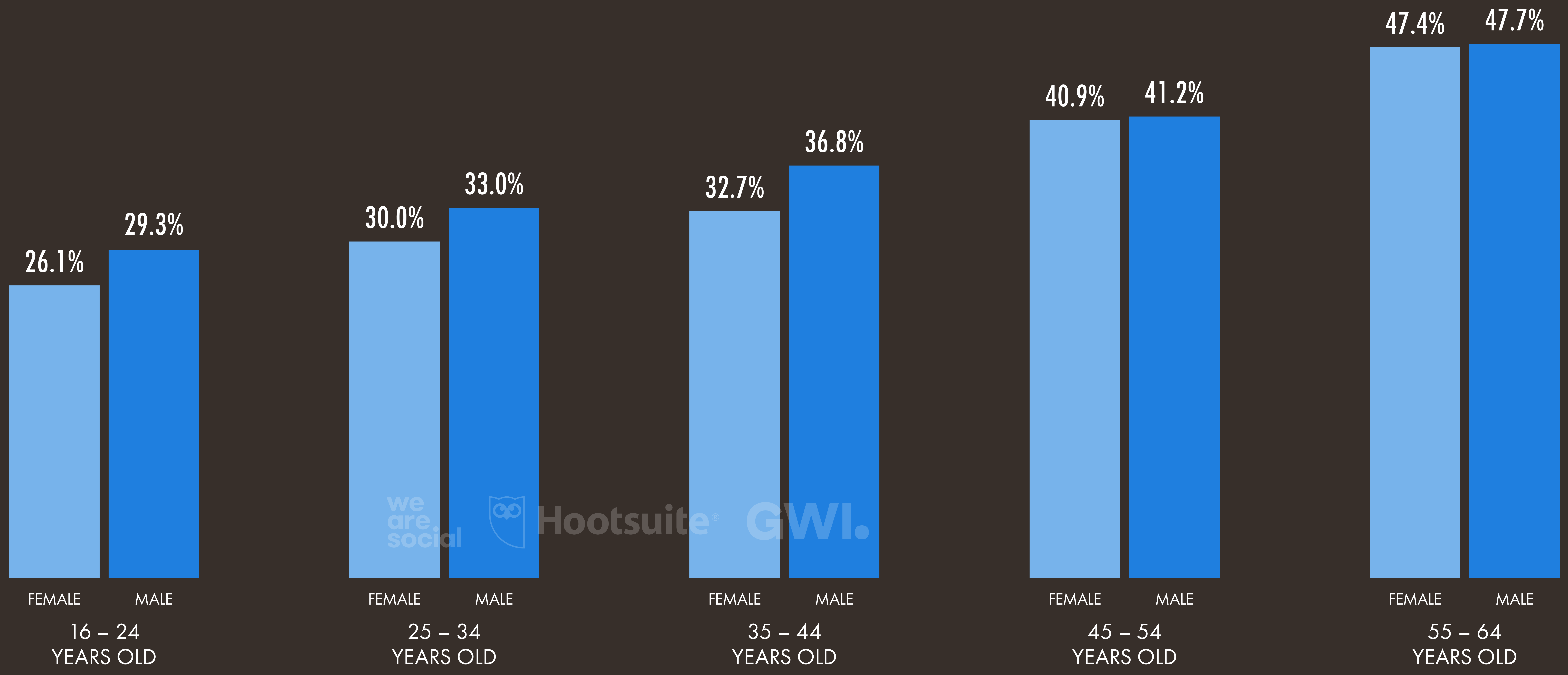
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BOUGHT SOMETHING ONLINE VIA A LAPTOP OR DESKTOP COMPUTER IN THE PAST MONTH



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

MAKING ECOMMERCE PURCHASES VIA A COMPUTER

PERCENTAGE OF GLOBAL INTERNET USERS WHO BOUGHT SOMETHING ONLINE VIA A LAPTOP OR DESKTOP COMPUTER IN THE PAST MONTH



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

GLOBAL ECOMMERCE SPEND BY CATEGORY

THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES AROUND THE WORLD IN 2020, IN U.S. DOLLARS

CHANGES TO CATEGORY DEFINITIONS AND REVISIONS TO HISTORICAL FIGURES MEAN VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS

TRAVEL, MOBILITY, & ACCOMMODATION*	FASHION & BEAUTY	ELECTRONICS & PHYSICAL MEDIA	FOOD & PERSONAL CARE
$593.6 BILLION	$665.6 BILLION	$501.8 BILLION	$413.8 BILLION

FURNITURE & APPLIANCES	TOYS, DIY & HOBBIES	DIGITAL MUSIC	VIDEO GAMES
$330.9 BILLION	$525.6 BILLION	$21.73 BILLION	$135.8 BILLION

SOURCES: STATISTA MARKET OUTLOOKS FOR E-COMMERCE, TRAVEL, MOBILITY, AND DIGITAL MEDIA (ACCESSED JAN 2021). FIGURES BASED ON ESTIMATES OF FULL-YEAR ONLINE CONSUMER SPEND FOR 2020, EXCLUDING B2B SPEND. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. **NOTES:** DATA FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. DEFINITIONS FOR CATEGORIES DENOTED BY (*) HAVE ALSO CHANGED. DATA MAY NOT BE DIRECTLY COMPARABLE WITH PREVIOUS REPORTS.

GLOBAL ECOMMERCE GROWTH BY CATEGORY

YEAR-ON-YEAR GROWTH IN THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES AROUND THE WORLD IN 2020, IN U.S. DOLLARS

CHANGES TO CATEGORY DEFINITIONS AND REVISIONS TO HISTORICAL FIGURES MEAN VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS

TRAVEL, MOBILITY, & ACCOMMODATION*	-51%
FASHION & BEAUTY	+27%
ELECTRONICS & PHYSICAL MEDIA	+18%
FOOD & PERSONAL CARE	+41%
FURNITURE & APPLIANCES	+20%
TOYS, DIY & HOBBIES	+25%
DIGITAL MUSIC	+26%
VIDEO GAMES	+23%

SOURCES: STATISTA MARKET OUTLOOKS FOR E-COMMERCE, TRAVEL, MOBILITY, AND DIGITAL MEDIA (ACCESSED JAN 2021). FIGURES BASED ON COMPARISONS OF ESTIMATES OF FULL-YEAR ONLINE CONSUMER SPEND IN 2020 AND 2019, EXCLUDING B2B SPEND. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. **NOTES:** DATA FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING. ◈ **COMPARABILITY ADVISORY:** SOME BASE CHANGES. DATA MAY NOT BE DIRECTLY COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

MARKET OVERVIEW: CONSUMER GOODS ECOMMERCE

SIZE AND GROWTH OF THE GLOBAL CONSUMER GOODS* ECOMMERCE MARKET (IN U.S. DOLLARS)

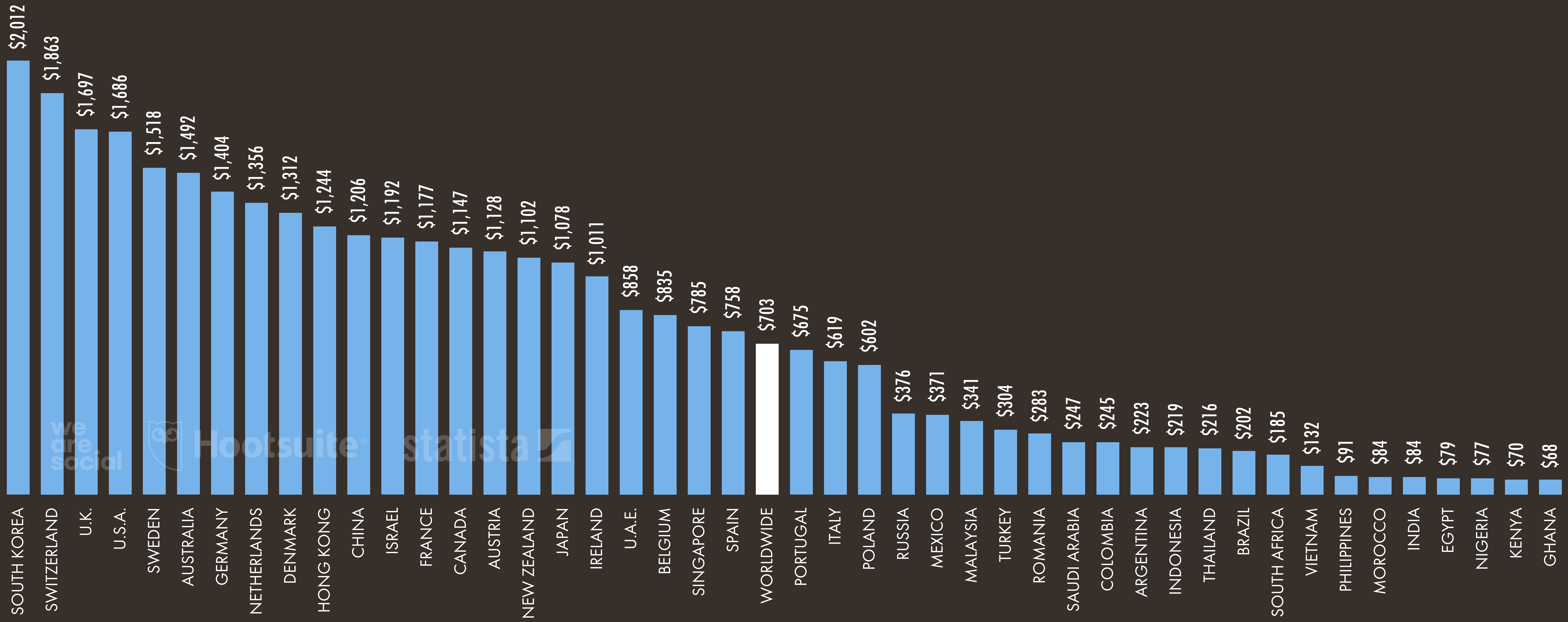
NUMBER OF PEOPLE PURCHASING CONSUMER GOODS VIA THE INTERNET*	TOTAL VALUE OF THE CONSUMER GOODS ECOMMERCE MARKET	ANNUAL GROWTH IN THE TOTAL VALUE OF THE CONSUMER GOODS ECOMMERCE MARKET	AVERAGE ANNUAL SPEND ON CONSUMER GOODS ECOMMERCE PURCHASES
3.47 BILLION	$2.44 TRILLION	+25.7%	$703

SOURCES: STATISTA MARKET OUTLOOK FOR E-COMMERCE (ACCESSED JAN 2021). FIGURES BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND FOR 2020 AND 2019, EXCLUDING B2B SPEND. SEE STATISTA.COM FOR DETAILS. **NOTES:** IN THIS CONTEXT, "CONSUMER GOODS" INCLUDE FASHION & BEAUTY PRODUCTS, ELECTRONICS & PHYSICAL MEDIA, FOOD & PERSONAL CARE PRODUCTS, FURNITURE & APPLIANCES, AND TOYS, HOBBY & DIY PRODUCTS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. DATA NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2021

ECOMMERCE ARPU: CONSUMER GOODS

AVERAGE AMOUNT SPENT ON ONLINE PURCHASES OF CONSUMER GOODS* BY EACH ECOMMERCE USER IN 2020, IN U.S. DOLLARS



SOURCES: STATISTA MARKET OUTLOOK FOR E-COMMERCE (ACCESSED JAN 2021). FIGURES BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND FOR 2020, EXCLUDING B2B SPEND. SEE STATISTA.COM FOR MORE DETAILS. ***NOTE:** IN THIS CONTEXT, "CONSUMER GOODS" INCLUDE FASHION & BEAUTY PRODUCTS, ELECTRONICS & PHYSICAL MEDIA, FOOD & PERSONAL CARE PRODUCTS, FURNITURE & APPLIANCES, AND TOYS, HOBBY & DIY PRODUCTS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. DATA NOT COMPARABLE WITH PREVIOUS REPORTS.

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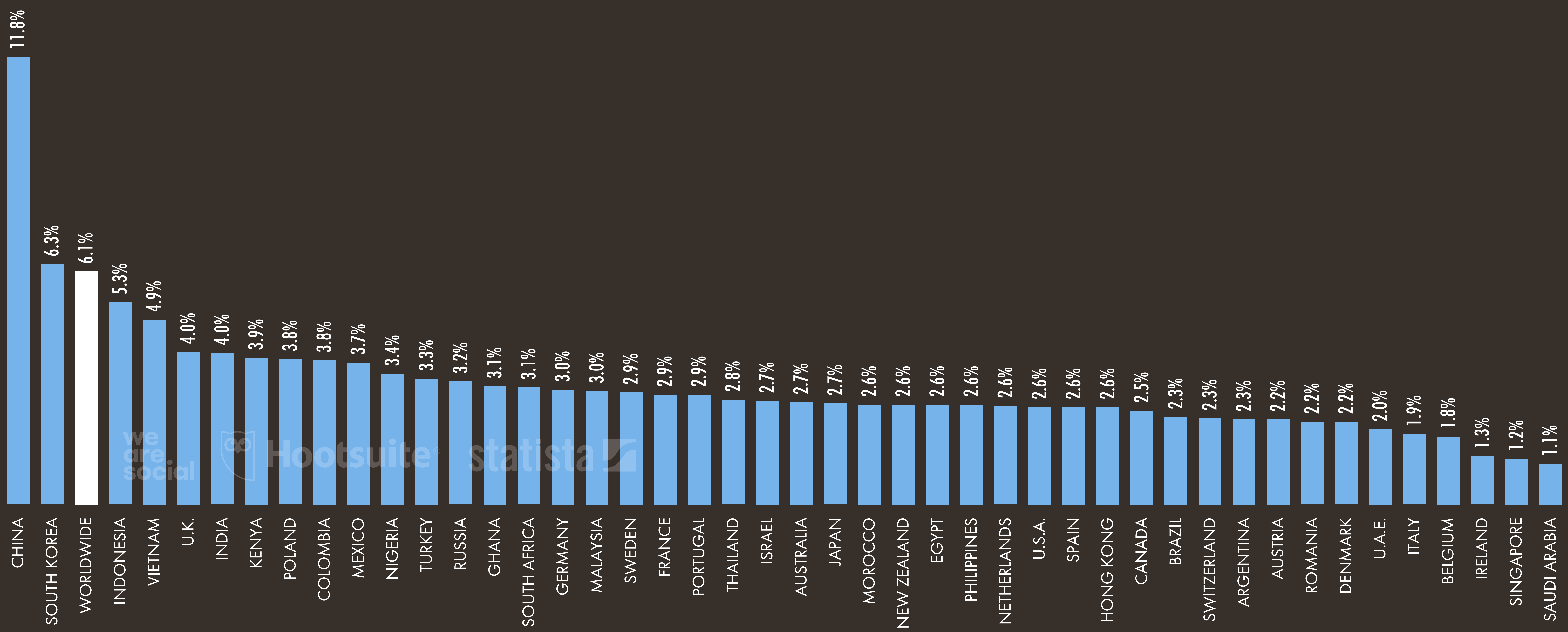
ECOMMERCE ARPU vs. GDP PER CAPITA

AVERAGE AMOUNT SPENT ON ONLINE PURCHASES OF CONSUMER GOODS* BY EACH ECOMMERCE USER IN 2020 vs. GDP PER CAPITA (CURRENT US$)*

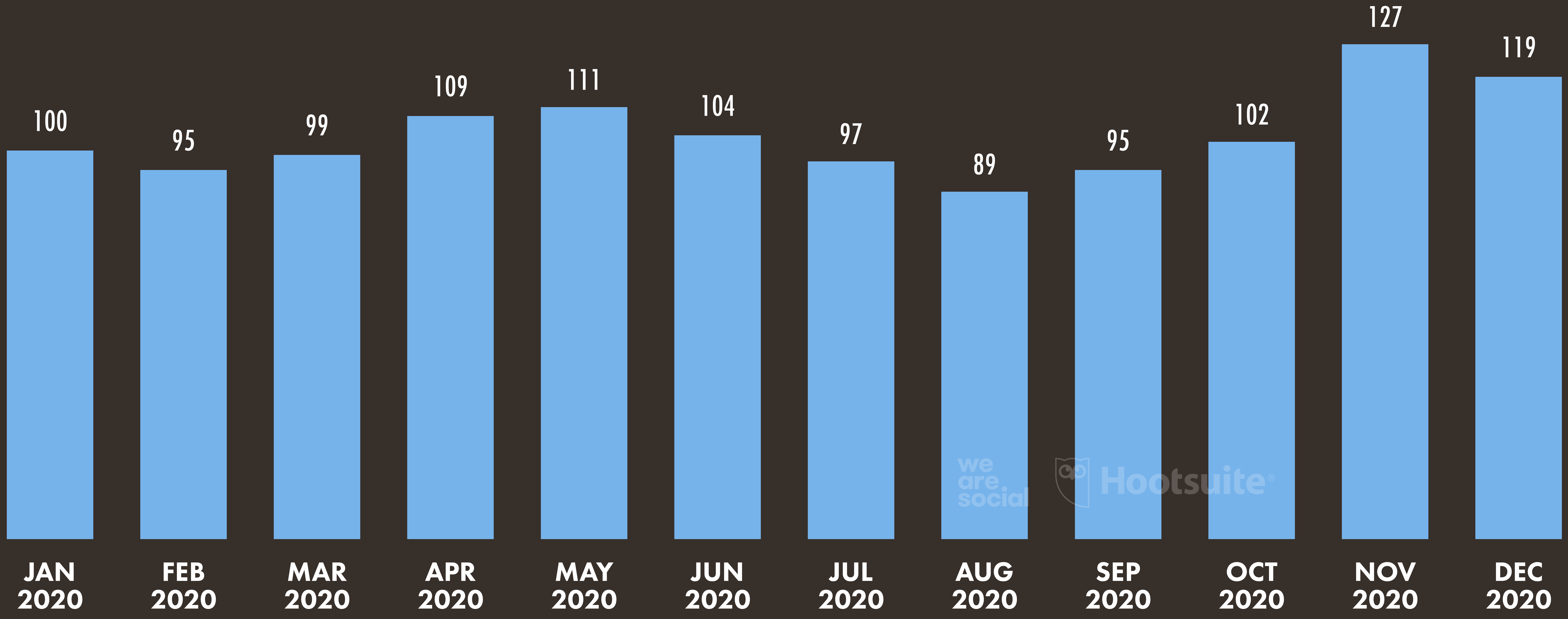


SOURCES: STATISTA DIGITAL MARKET OUTLOOK (JAN 2021). SEE STATISTA.COM FOR MORE DETAILS. GDP DATA FROM THE WORLD BANK (JAN 2021) *NOTES: ARPU VALUES REPRESENT ONLINE B2C SPEND ON CONSUMER GOODS ONLY, AND DO NOT INCLUDE SPEND ON CATEGORIES SUCH AS TRAVEL, ACCOMMODATION, OR DIGITAL CONTENT SUCH AS DOWNLOADS OR STREAMING SERVICES. GDP COMPARISONS USE CURRENT UNITED STATES DOLLARS VALUES, NOT THE 'INTERNATIONAL DOLLARS' USED TO REPORT GDP PER CAPITA ELSEWHERE IN THIS REPORT.

JAN 2021

ECOMMERCE: MONTHLY TRAFFIC INDEX

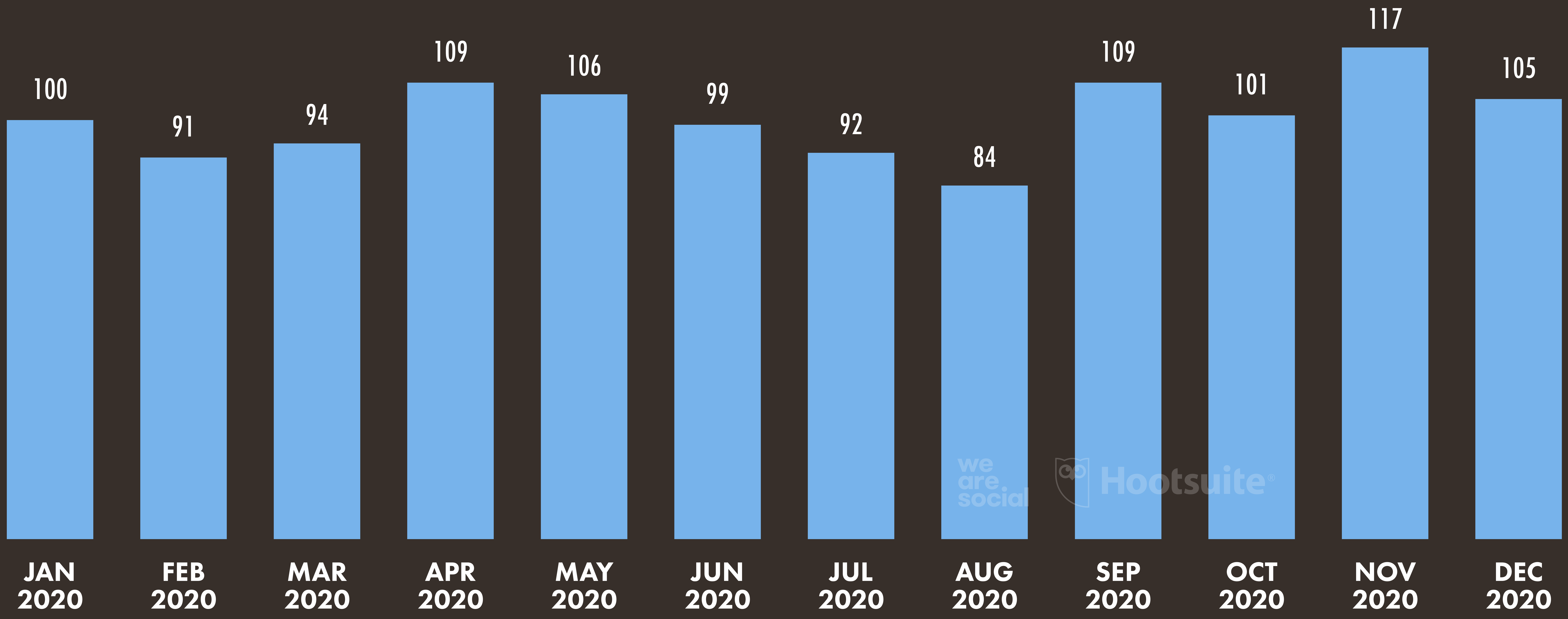
INDEXED COMPARISON OF MONTHLY ECOMMERCE TRAFFIC IN 2020, BASED ON BENCHMARK VALUES FOR JANUARY 2020



SOURCE: CONTENTSQUARE (JAN 2021). DATA BASED ON 30+ BILLION SESSIONS AND 150+ BILLION PAGE VIEWS AROUND THE WORLD BETWEEN JAN 2020 AND DEC 2020 ACROSS COMPUTERS, MOBILES, AND TABLET DEVICES. VALUES ABOVE EACH BAR REPRESENT INDICES COMPARED TO THE BENCHMARK VALUE FOR JANUARY 2020, WHICH HAS BEEN NORMALISED TO A STANDARD VALUE OF 100. VALUES ABOVE 100 REPRESENT AN INCREASE vs. THE BENCHMARK; VALUES BELOW 100 REPRESENT A DECREASE.

ECOMMERCE: INDEX OF TIME PER SESSION

INDEXED COMPARISON OF THE AVERAGE SESSION DURATION FOR ECOMMERCE PROPERTIES, BASED ON BENCHMARK VALUES FOR JANUARY 2020



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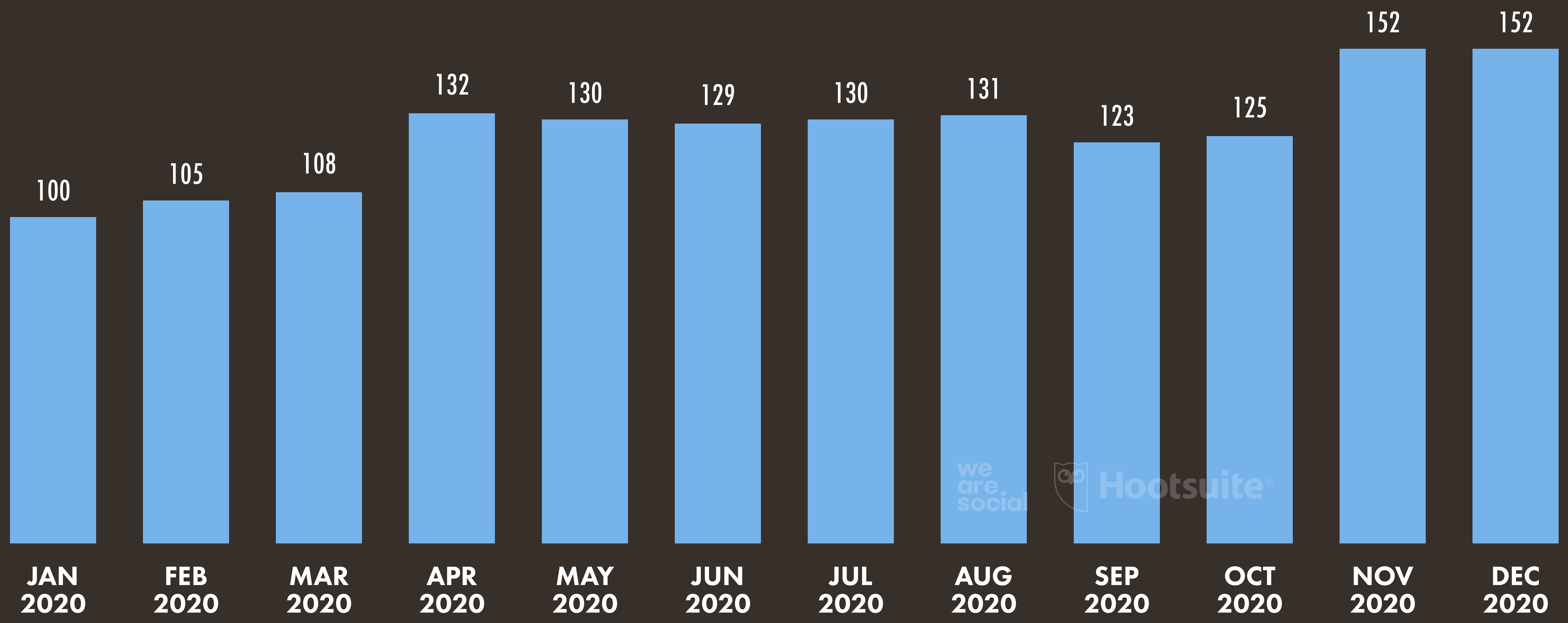
2021

ECOMMERCE: CONVERSION RATE INDEX

INDEXED COMPARISON OF AVERAGE MONTHLY ECOMMERCE CONVERSION RATES IN 2020, BASED ON BENCHMARK VALUES FOR JANUARY 2020



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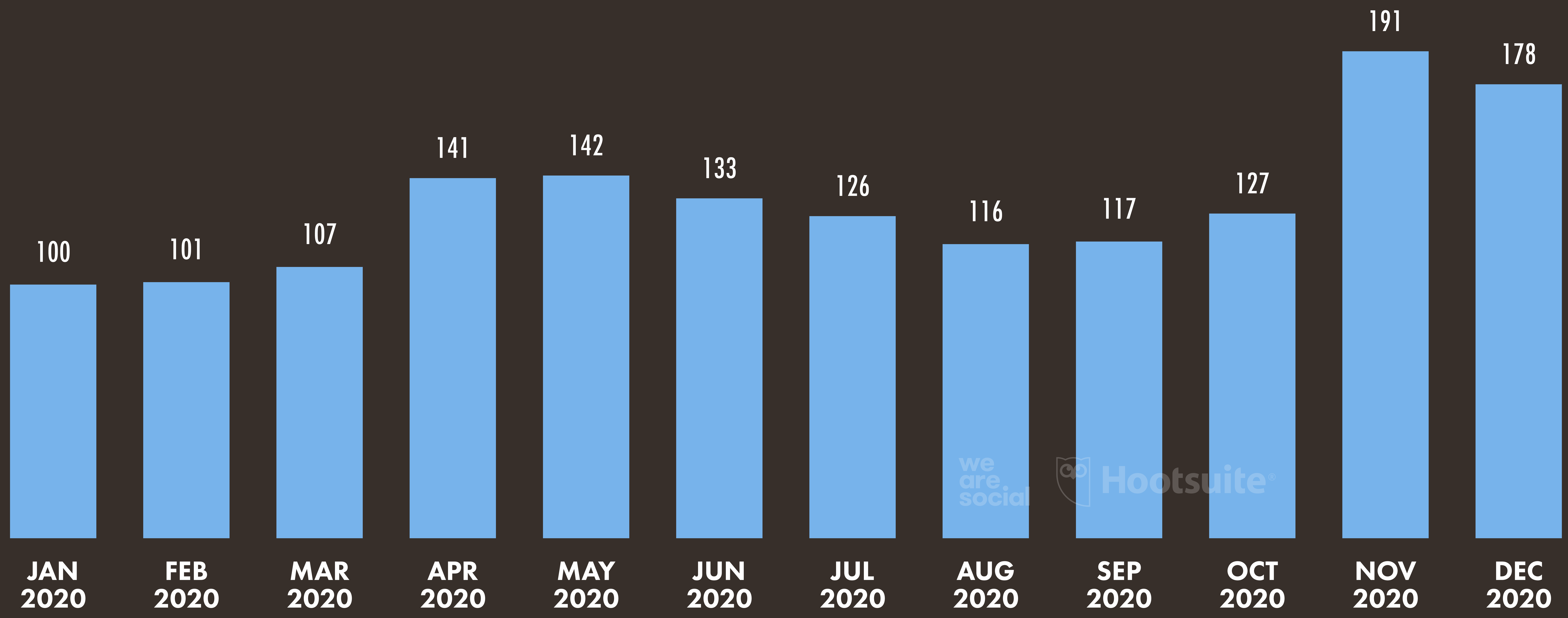
JAN 2021

ECOMMERCE TRANSACTION INDEX: ALL CATEGORIES

INDEXED COMPARISON OF MONTHLY ECOMMERCE TRANSACTIONS IN 2020, BASED ON BENCHMARK VALUES FOR JANUARY 2020



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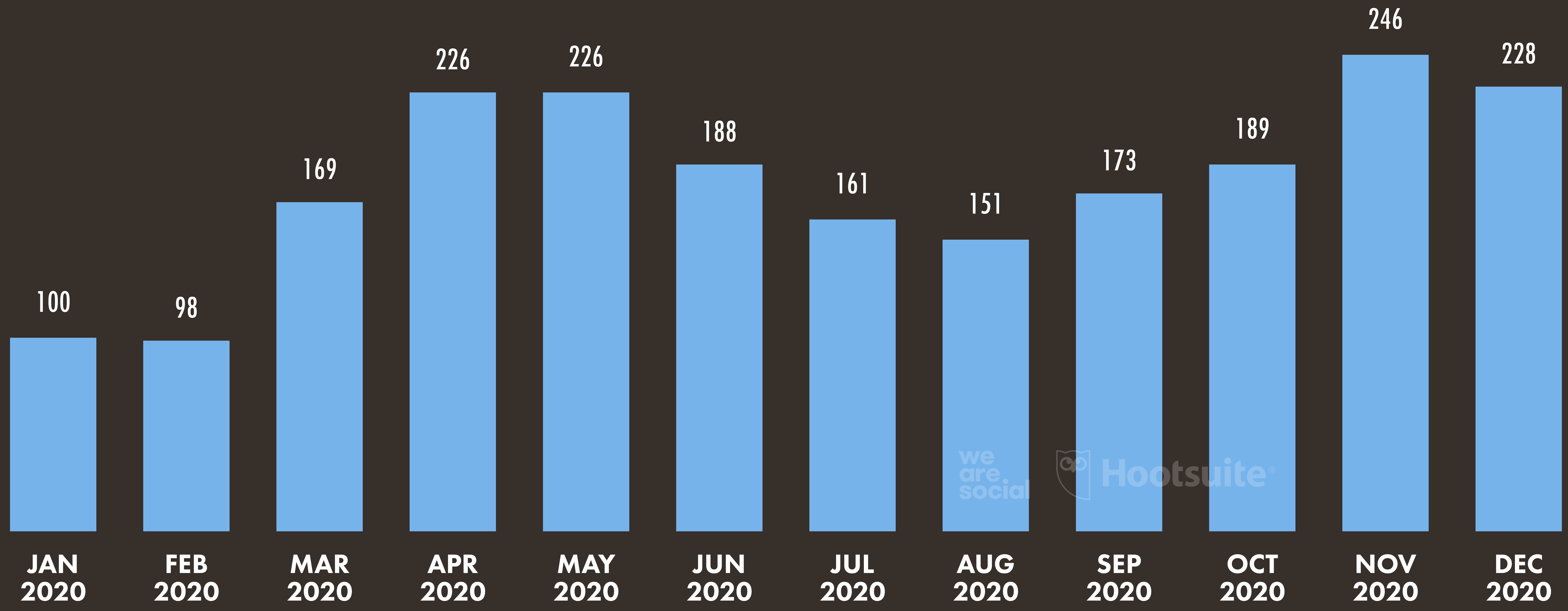
ECOMMERCE TRANSACTION INDEX: SUPERMARKETS

INDEXED COMPARISON OF ONLINE TRANSACTIONS IN THE SUPERMARKET CATEGORY, BASED ON BENCHMARK VALUES FOR JANUARY 2020



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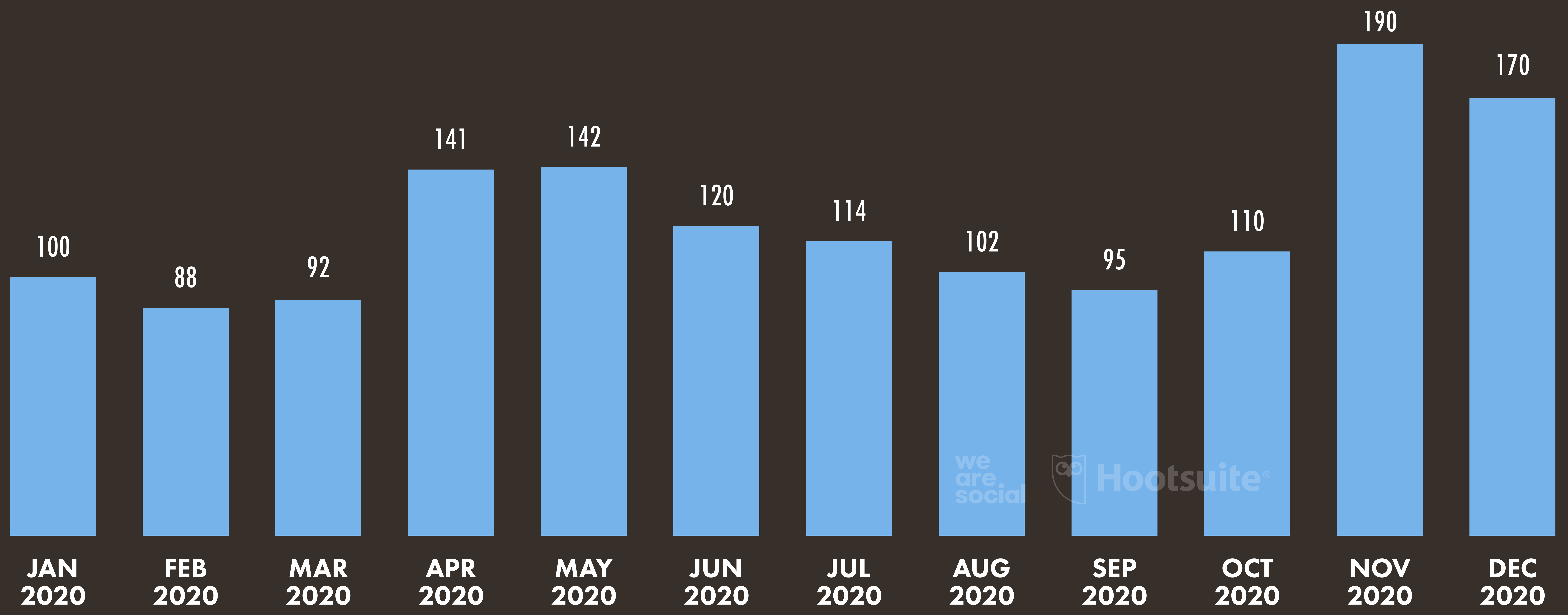
JAN 2021

ECOMMERCE TRANSACTION INDEX: FASHION

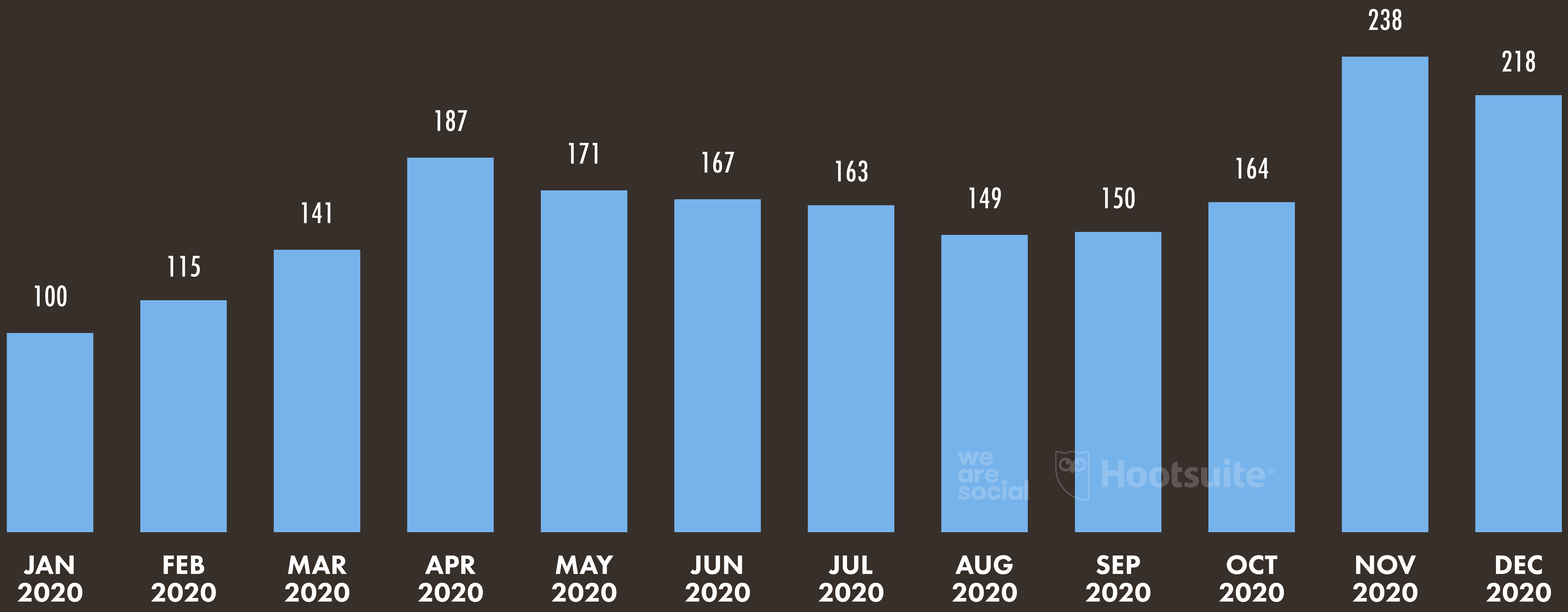
INDEXED COMPARISON OF ONLINE TRANSACTIONS IN THE FASHION CATEGORY, BASED ON BENCHMARK VALUES FOR JANUARY 2020



SOURCE: CONTENTSQUARE (JAN 2021). DATA BASED ON 30+ BILLION SESSIONS AND 150+ BILLION PAGE VIEWS AROUND THE WORLD BETWEEN JAN 2020 AND DEC 2020 ACROSS COMPUTERS, MOBILES, AND TABLET DEVICES. VALUES ABOVE EACH BAR REPRESENT INDICES COMPARED TO THE BENCHMARK VALUE FOR JANUARY 2020, WHICH HAS BEEN NORMALISED TO A STANDARD VALUE OF 100. VALUES ABOVE 100 REPRESENT AN INCREASE vs. THE BENCHMARK; VALUES BELOW 100 REPRESENT A DECREASE.

ECOMMERCE TRANSACTION INDEX: RETAIL TECH

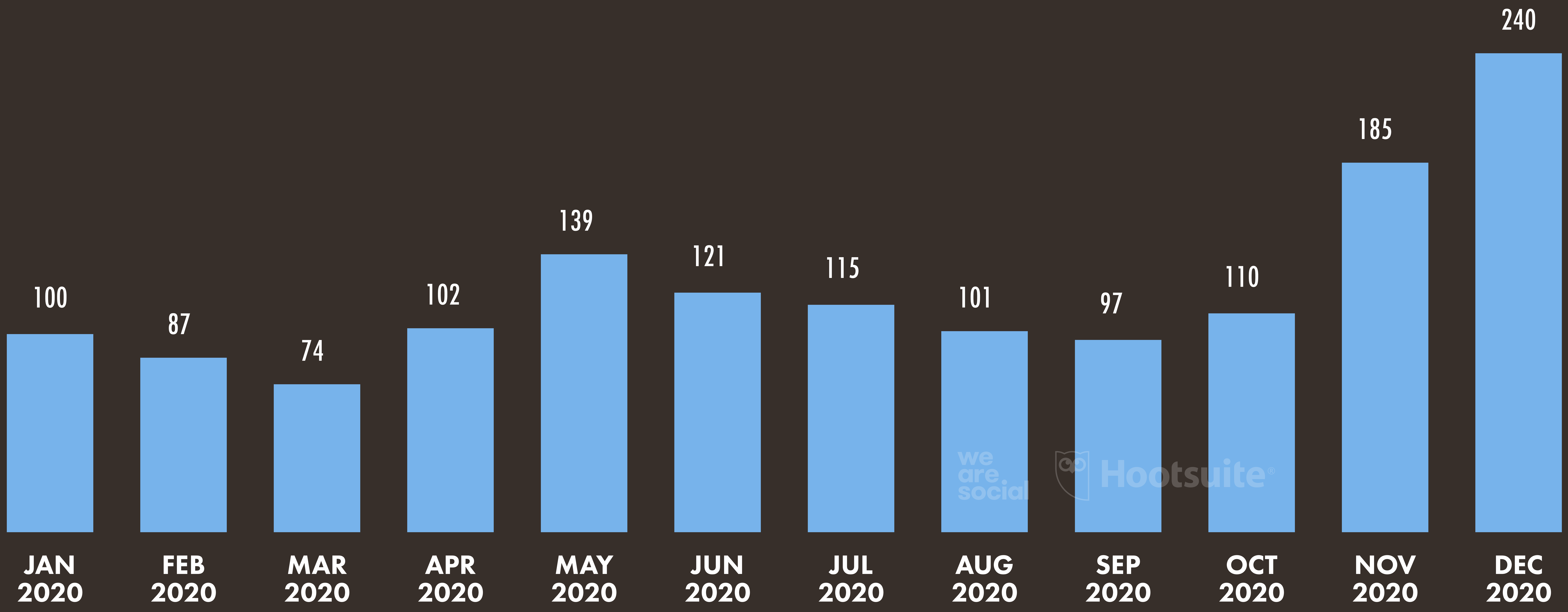
INDEXED COMPARISON OF ONLINE TRANSACTIONS IN THE RETAIL TECH CATEGORY, BASED ON BENCHMARK VALUES FOR JANUARY 2020



SOURCE: CONTENTSQUARE (JAN 2021). DATA BASED ON 30+ BILLION SESSIONS AND 150+ BILLION PAGE VIEWS AROUND THE WORLD BETWEEN JAN 2020 AND DEC 2020 ACROSS COMPUTERS, MOBILES, AND TABLET DEVICES. VALUES ABOVE EACH BAR REPRESENT INDICES COMPARED TO THE BENCHMARK VALUE FOR JANUARY 2020, WHICH HAS BEEN NORMALISED TO A STANDARD VALUE OF 100. VALUES ABOVE 100 REPRESENT AN INCREASE vs. THE BENCHMARK; VALUES BELOW 100 REPRESENT A DECREASE.

ECOMMERCE TRANSACTION INDEX: LUXURY ITEMS

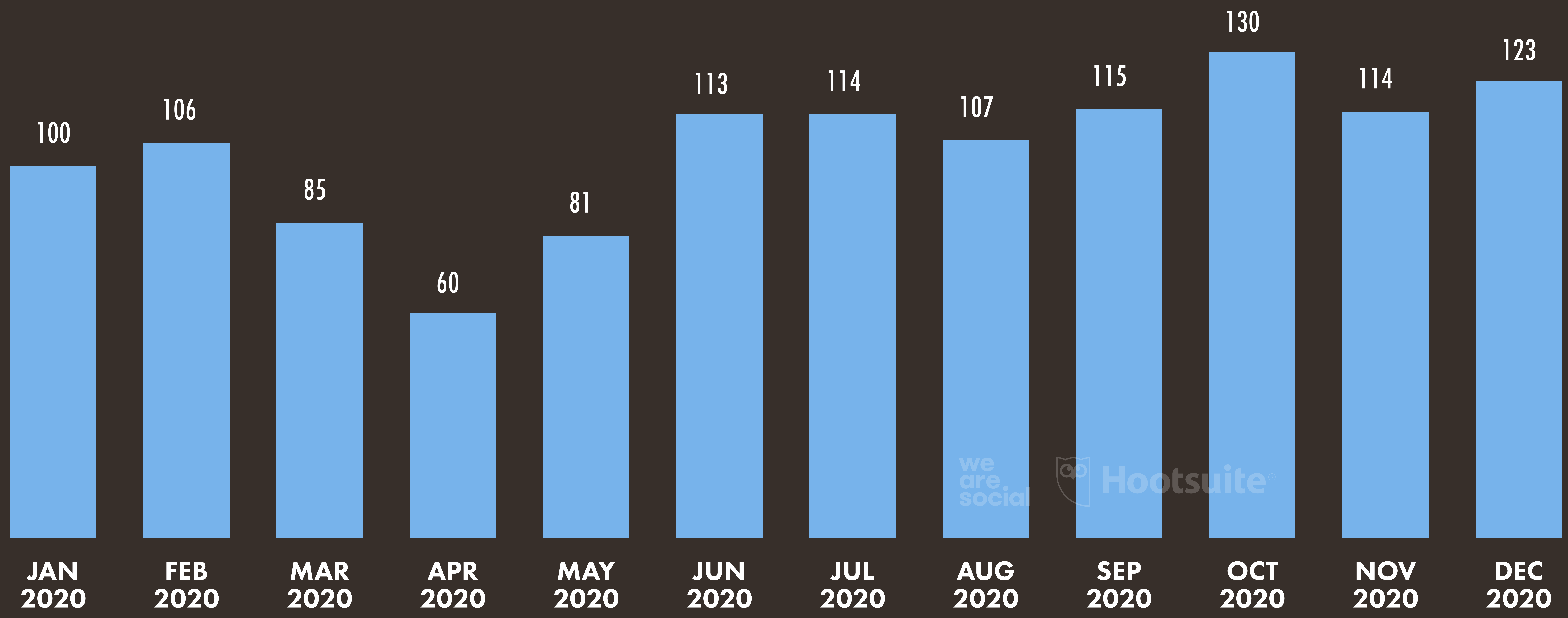
INDEXED COMPARISON OF ONLINE TRANSACTIONS IN THE LUXURY ITEMS CATEGORY, BASED ON BENCHMARK VALUES FOR JANUARY 2020



SOURCE: CONTENTSQUARE (JAN 2021). DATA BASED ON 30+ BILLION SESSIONS AND 150+ BILLION PAGE VIEWS AROUND THE WORLD BETWEEN JAN 2020 AND DEC 2020 ACROSS COMPUTERS, MOBILES, AND TABLET DEVICES. VALUES ABOVE EACH BAR REPRESENT INDICES COMPARED TO THE BENCHMARK VALUE FOR JANUARY 2020, WHICH HAS BEEN NORMALISED TO A STANDARD VALUE OF 100. VALUES ABOVE 100 REPRESENT AN INCREASE vs. THE BENCHMARK; VALUES BELOW 100 REPRESENT A DECREASE.

ECOMMERCE TRANSACTION INDEX: CONSUMER FINANCE

INDEXED COMPARISON OF ONLINE TRANSACTIONS IN THE CONSUMER FINANCE* CATEGORY, BASED ON BENCHMARK VALUES FOR JANUARY 2020

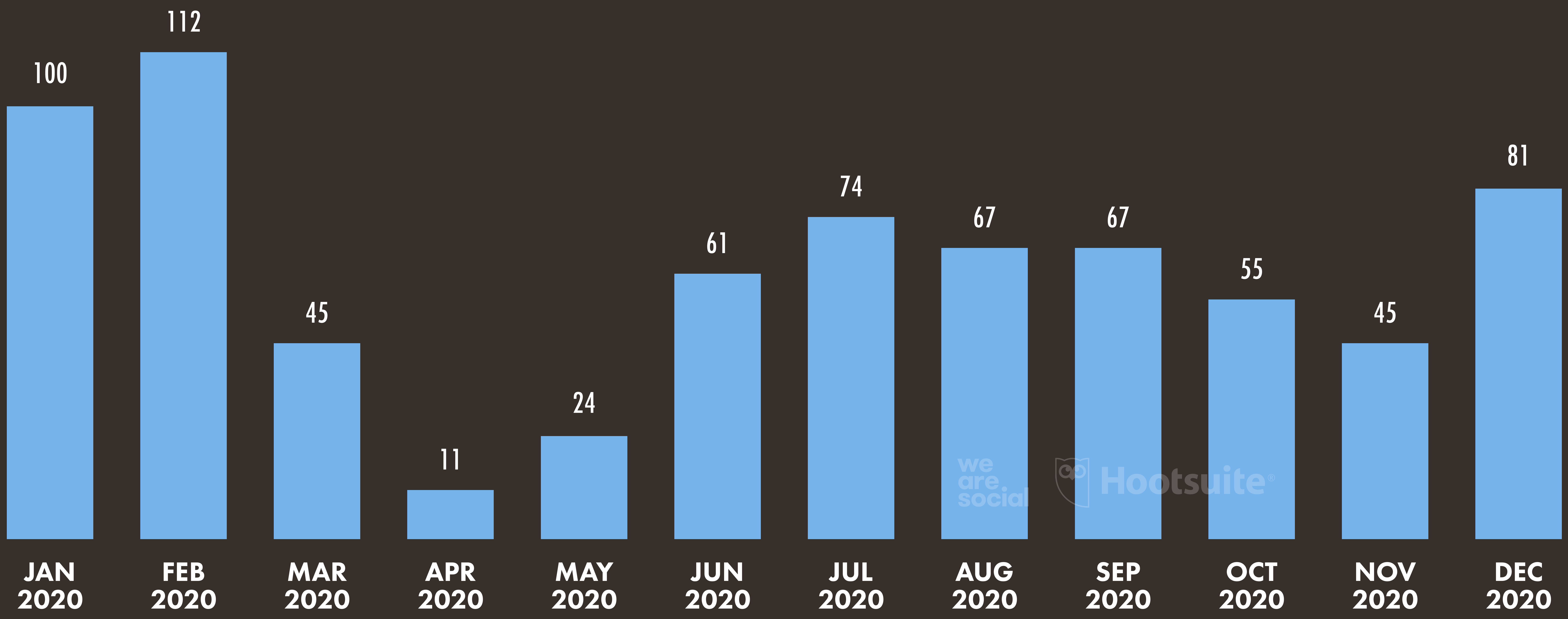


SOURCE: CONTENTSQUARE (JAN 2021). DATA BASED ON 30+ BILLION SESSIONS AND 150+ BILLION PAGE VIEWS AROUND THE WORLD BETWEEN 01 JAN 2020 TO 31 DEC 2020 ACROSS COMPUTERS, MOBILES, AND TABLET DEVICES. VALUES ABOVE EACH BAR REPRESENT INDICES COMPARED TO THE BENCHMARK VALUE FOR JANUARY 2020, WHICH HAS BEEN NORMALISED TO A STANDARD VALUE OF 100. VALUES ABOVE 100 REPRESENT AN INCREASE vs. THE BENCHMARK; VALUES BELOW 100 REPRESENT A DECREASE. ***NOTE:** INCLUDES BANKING AND INSURANCE.

JAN 2021

ECOMMERCE TRANSACTION INDEX: TOURISM

INDEXED COMPARISON OF ONLINE TRANSACTIONS IN THE TOURISM CATEGORY, BASED ON BENCHMARK VALUES FOR JANUARY 2020



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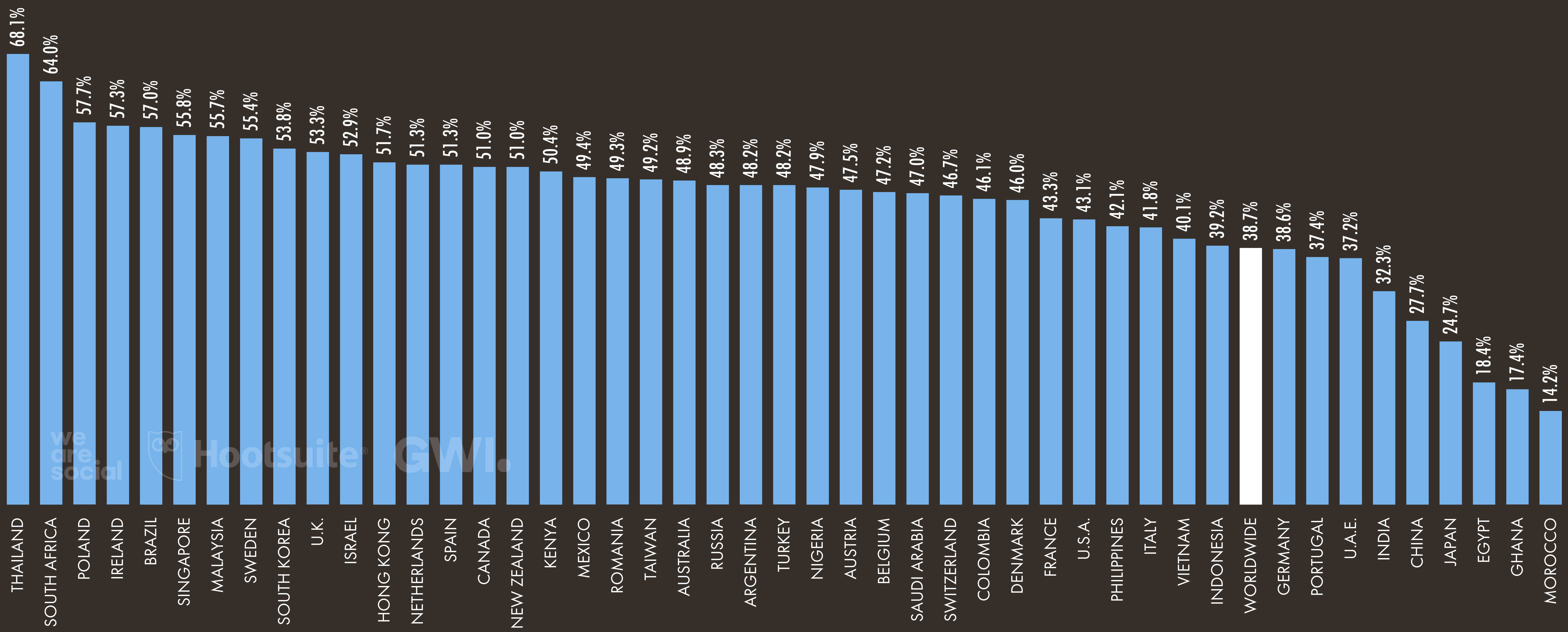
JAN 2021

USE OF BANKING AND FINANCIAL SERVICES APPS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY USE MOBILE BANKING OR FINANCIAL SERVICES APPS EACH MONTH

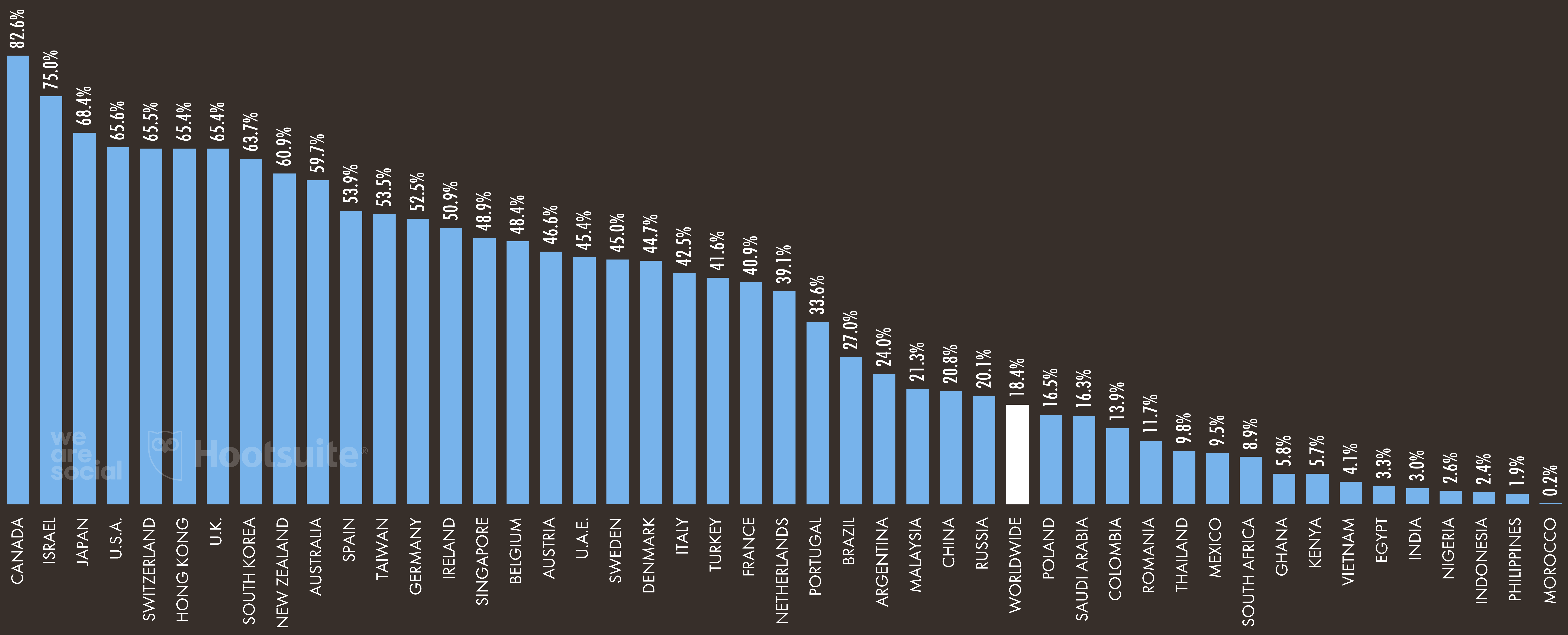


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

CREDIT CARD PENETRATION

PERCENTAGE OF ADULTS AGED 15+ THAT POSSESS A CREDIT CARD



SOURCE: THE WORLD BANK (ACCESSED JAN 2021).

MARKET OVERVIEW: DIGITAL PAYMENTS

SIZE AND GROWTH OF THE DIGITAL PAYMENTS MARKET (IN U.S. DOLLARS)

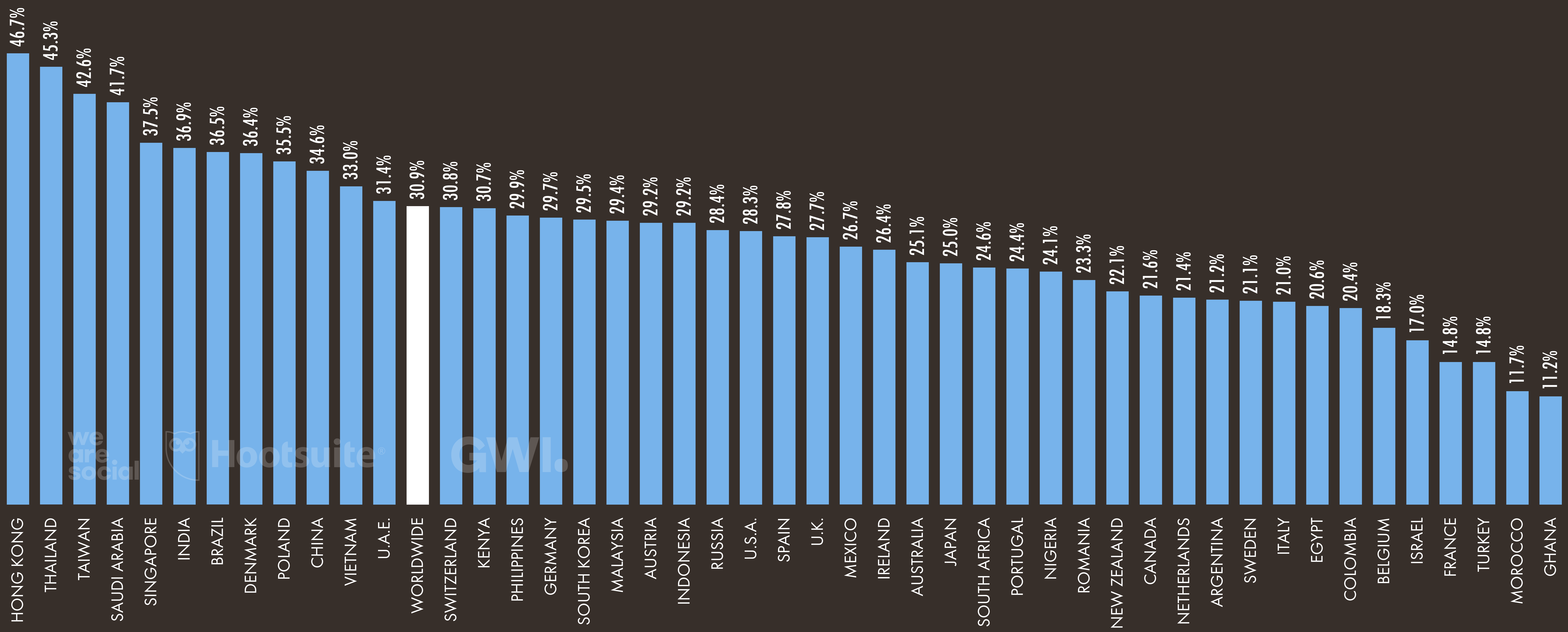
NUMBER OF PEOPLE MAKING DIGITALLY ENABLED PAYMENT TRANSACTIONS*	TOTAL ANNUAL VALUE OF DIGITALLY ENABLED CONSUMER PAYMENTS	ANNUAL CHANGE IN THE VALUE OF DIGITALLY ENABLED CONSUMER PAYMENTS	AVERAGE TOTAL ANNUAL VALUE OF DIGITAL PAYMENT TRANSACTIONS PER DIGITAL PAYMENTS USER
3.47 BILLION	$4.93 TRILLION	+24%	$1,421

SOURCE: STATISTA DIGITAL MARKET OUTLOOK FOR FINTECH (JAN 2021). FIGURES USE FULL-YEAR VALUES FOR 2020, WITH COMPARISONS TO EQUIVALENT 2019 DATA. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. ***NOTE:** IN THIS CONTEXT, "DIGITALLY ENABLED PAYMENTS" INCLUDE PAYMENTS FOR PRODUCTS AND SERVICES MADE OVER THE INTERNET, AND MOBILE PAYMENTS AT POINT-OF-SALE (POS) VIA SMARTPHONE APPS.

JAN 2021

USE OF MOBILE PAYMENT SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE USED A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) IN THE PAST MONTH



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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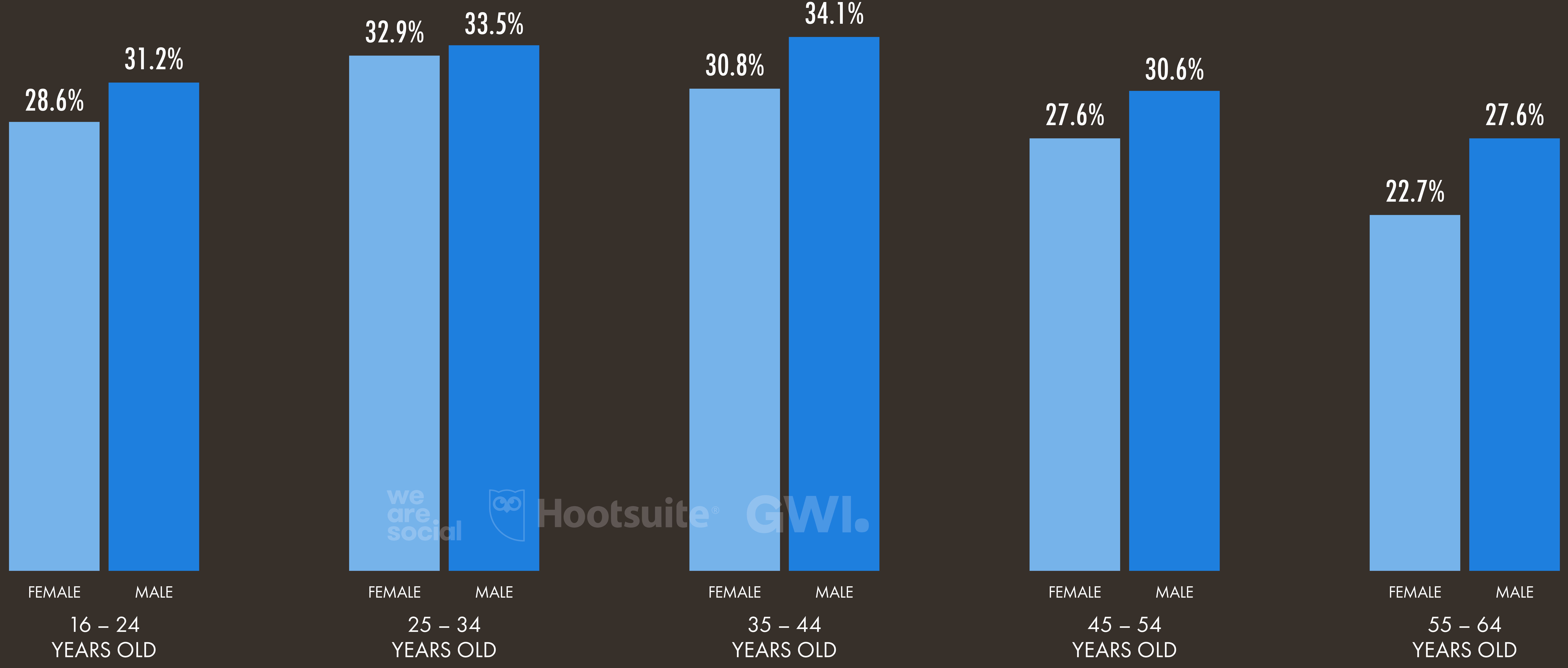
USE OF MOBILE PAYMENT SERVICES

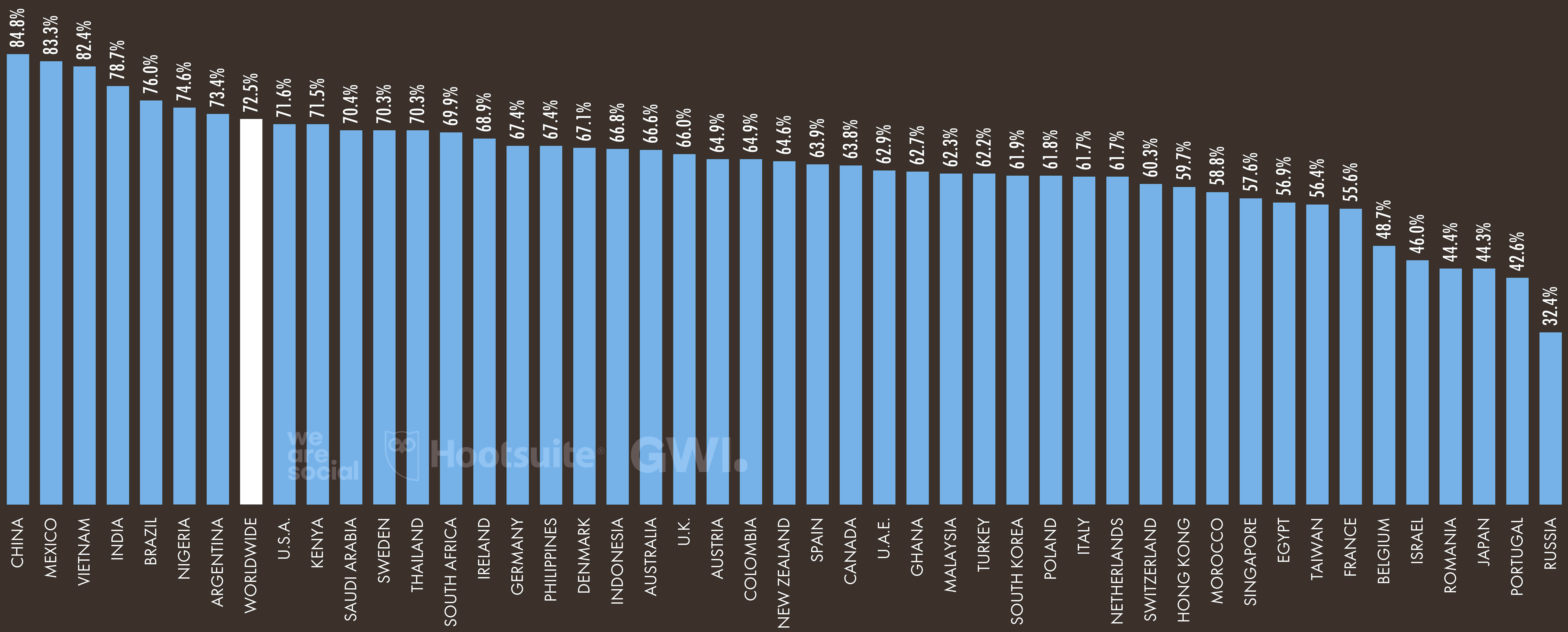
PERCENTAGE OF GLOBAL INTERNET USERS WHO HAVE USED A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) IN THE PAST MONTH



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

PAYING FOR DIGITAL CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE PURCHASED ANY TYPE OF DIGITAL CONTENT* IN THE PAST MONTH

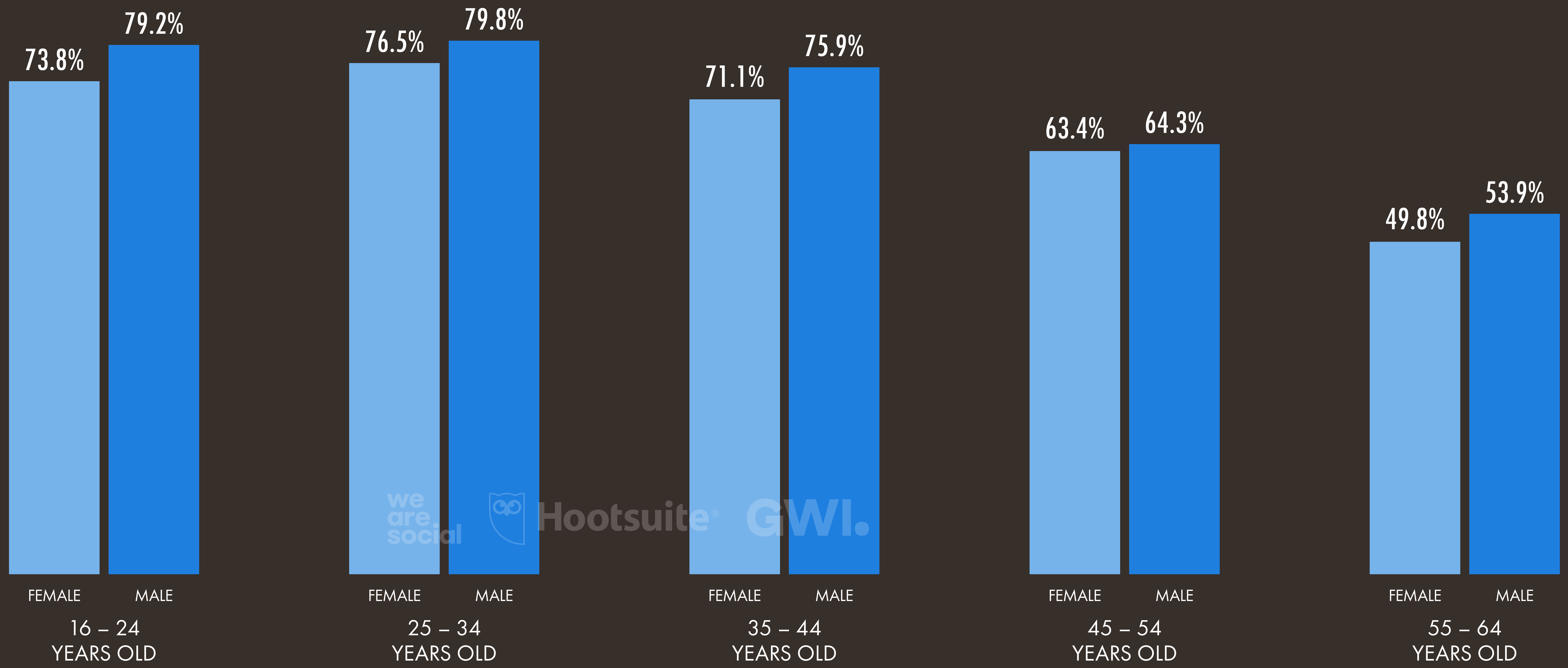


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
*NOTE: IN THIS CONTEXT, "DIGITAL CONTENT" INCLUDES ONLINE ACCESS TO, DOWNLOADS OF, AND SUBSCRIPTIONS TO A BROAD RANGE OF DIGITAL CONTENT, INCLUDING MOVIES, MUSIC, TV SHOWS, STREAMING SERVICES, NEWS SERVICES, E-BOOKS AND MAGAZINES, VIDEO GAMES, IN-APP PURCHASES, SOFTWARE, DATING SERVICES, AND DIGITAL GIFTS.

JAN 2021

PAYING FOR DIGITAL CONTENT

PERCENTAGE OF GLOBAL INTERNET USERS WHO HAVE PURCHASED ANY TYPE OF DIGITAL CONTENT* IN THE PAST MONTH



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
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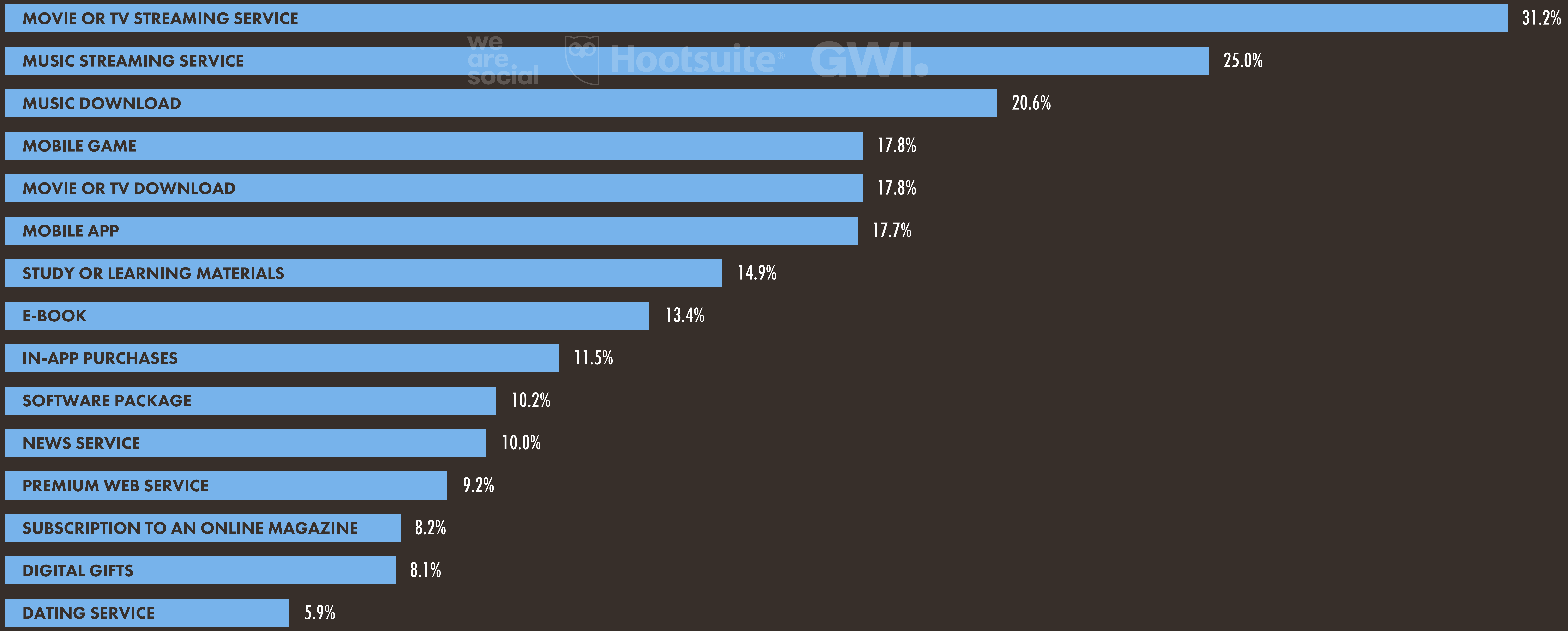
JAN 2021

TYPES OF DIGITAL CONTENT PEOPLE PAY FOR

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



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

MARKET OVERVIEW: RIDE-HAILING

SIZE AND GROWTH OF THE RIDE-HAILING MARKET (IN U.S. DOLLARS)

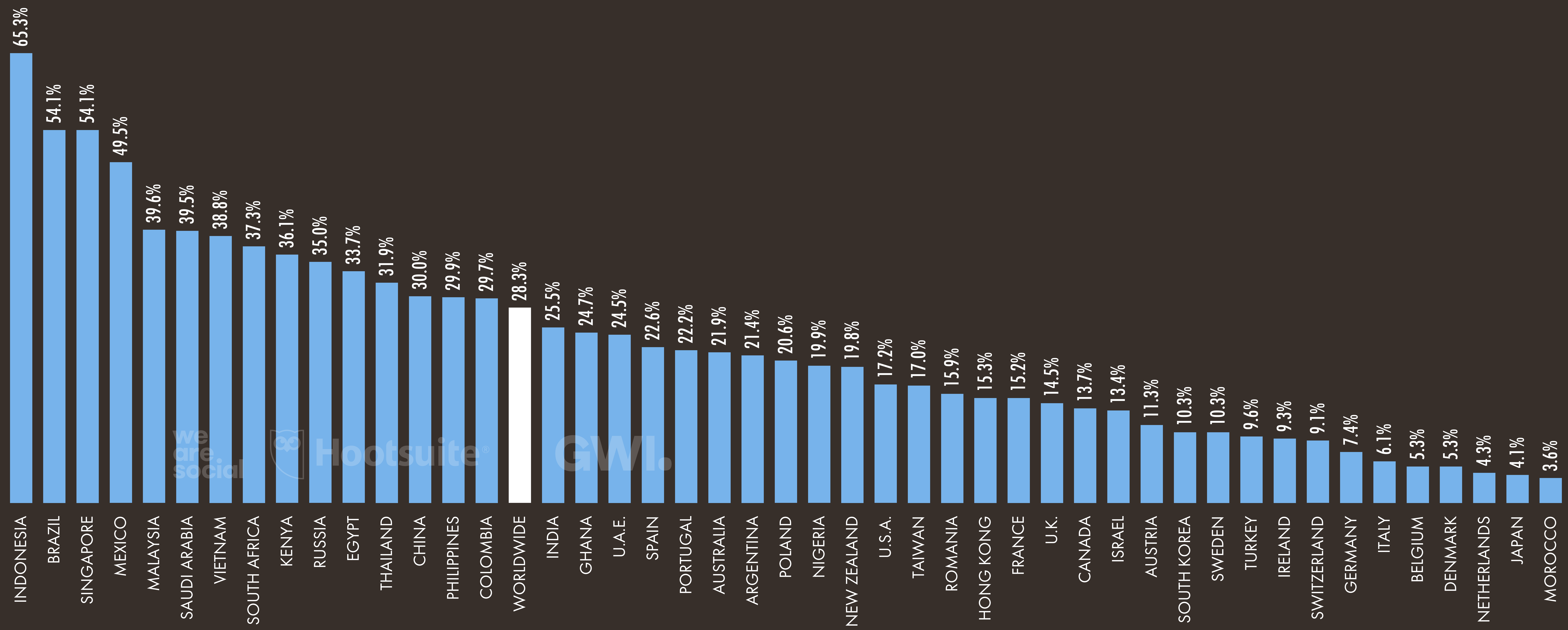
NUMBER OF PEOPLE USING DIGITALLY ENABLED RIDE-HAILING SERVICES*	TOTAL VALUE OF THE DIGITALLY ENABLED RIDE-HAILING MARKET	ANNUAL CHANGE IN THE TOTAL VALUE OF THE DIGITALLY ENABLED RIDE-HAILING MARKET	ANNUAL REVENUE PER USER OF DIGITALLY ENABLED RIDE-HAILING SERVICES
610 MILLION	$69.17 BILLION	-43.6%	$113.26

SOURCE: STATISTA MARKET OUTLOOK FOR ONLINE MOBILITY SERVICES (JAN 2021). FIGURES USE FULL-YEAR VALUES FOR 2020, WITH COMPARISONS TO EQUIVALENT 2019 DATA. SEE STATISTA.COM/OUTLOOK/MOBILITY-MARKETS FOR MORE DETAILS. ***NOTE:** IN THIS CONTEXT, "DIGITALLY ENABLED RIDE-HAILING SERVICES" INCLUDE TRANSPORTATION NETWORK COMPANIES THAT OFFER RIDES IN PRIVATE VEHICLES (E.G. UBER, DIDI, GRAB), RIDE-POOLING SERVICES, AND REGULAR TAXI SERVICES BOOKED ONLINE OR THROUGH A SMARTPHONE APP.

JAN 2021

USE OF RIDE-HAILING APPS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE USED AN ONLINE RIDE-HAILING OR TAXI BOOKING SERVICE IN THE PAST MONTH

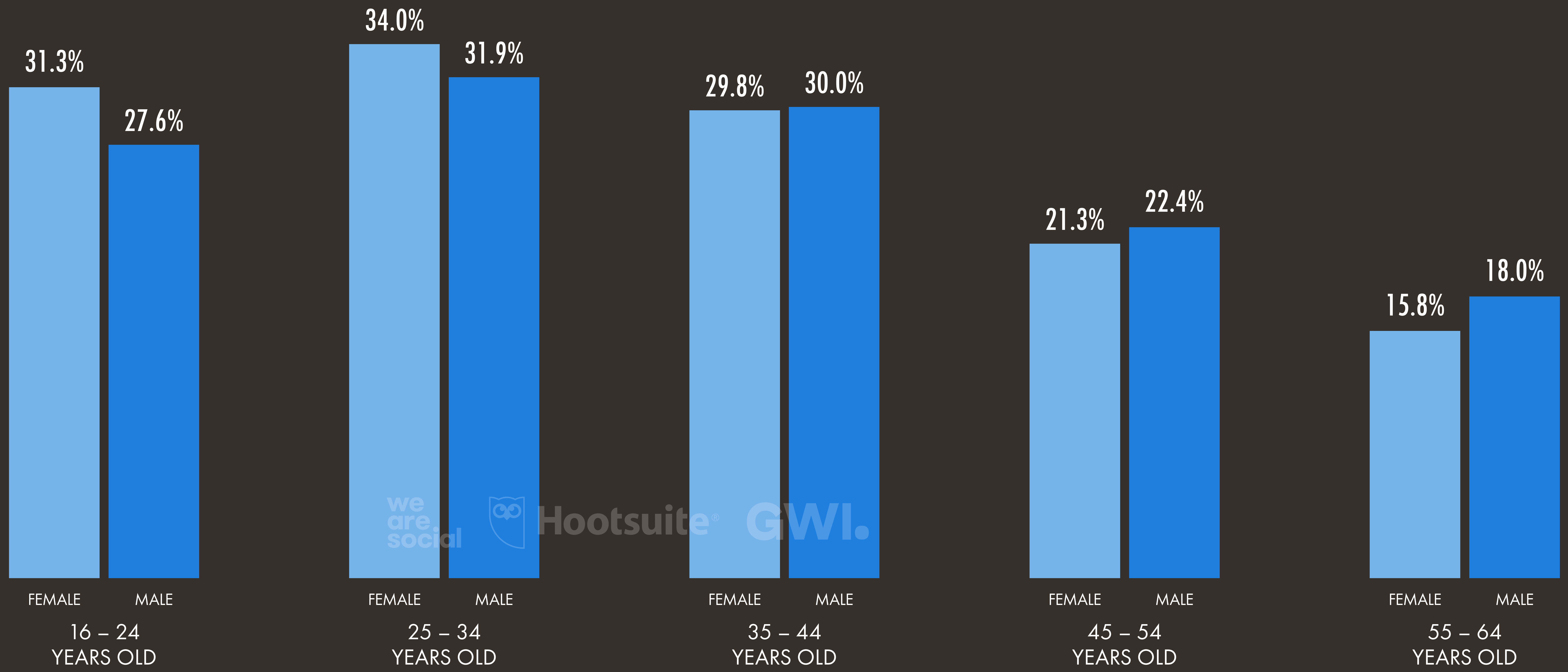


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

USE OF RIDE-HAILING APPS

PERCENTAGE OF GLOBAL INTERNET USERS WHO HAVE USED AN ONLINE RIDE-HAILING OR TAXI BOOKING SERVICE IN THE PAST MONTH



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

MARKET OVERVIEW: ONLINE FOOD DELIVERY

SIZE AND GROWTH OF THE MARKET FOR ONLINE SERVICES PROVIDING TAKE-AWAY FOOD DELIVERY (IN U.S. DOLLARS)

NUMBER OF PEOPLE USING ONLINE SERVICES TO ORDER TAKE-AWAY FOOD DELIVERY*

1.21 BILLION

TOTAL VALUE OF THE ONLINE FOOD DELIVERY MARKET

$136.4 BILLION

ANNUAL CHANGE IN THE TOTAL VALUE OF THE ONLINE FOOD DELIVERY MARKET

+27%

ANNUAL REVENUE PER USER OF ONLINE FOOD DELIVERY SERVICES

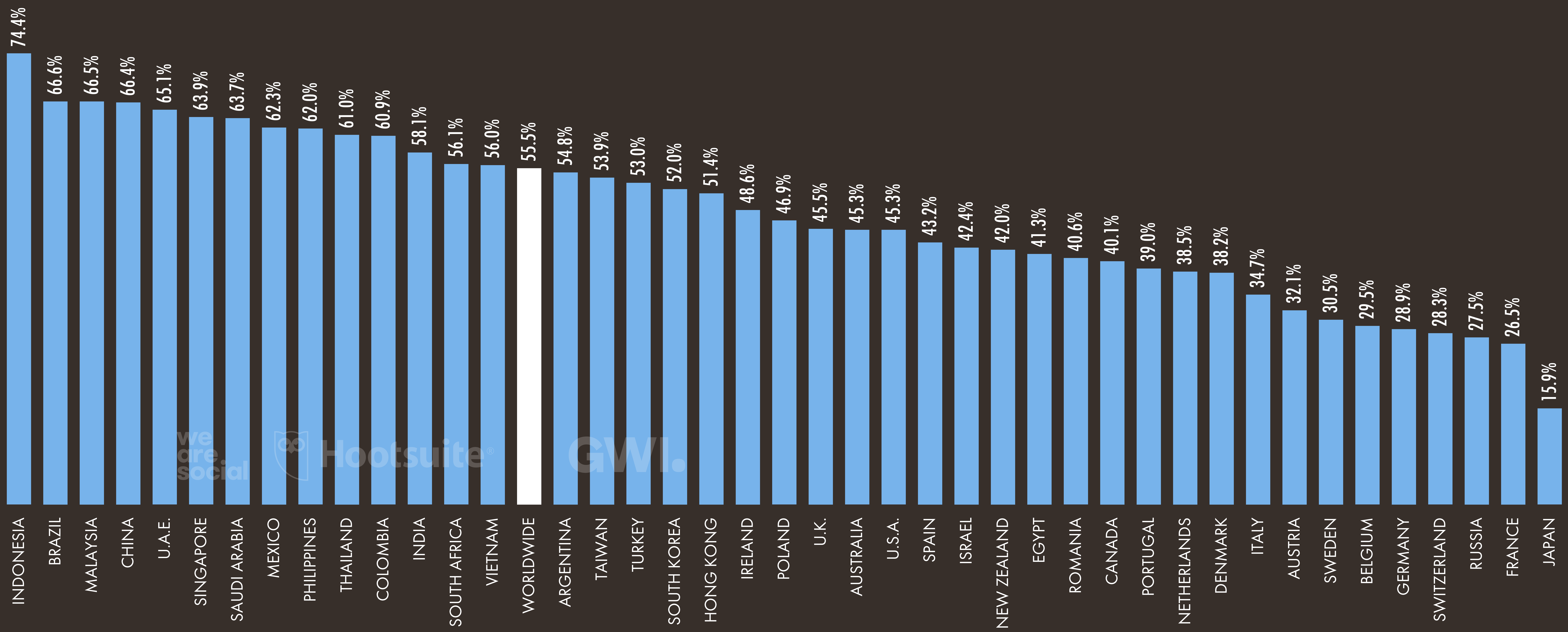
$112

SOURCE: STATISTA MARKET OUTLOOK FOR E-SERVICES (JAN 2021). FIGURES USE FULL-YEAR VALUES FOR 2020, WITH COMPARISONS TO EQUIVALENT 2019 DATA. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. ***NOTE:** IN THIS CONTEXT, "ONLINE FOOD DELIVERY" INCLUDES ORDERS FOR FOOD DELIVERY MADE THROUGH INTERNET-POWERED SERVICES, INCLUDING RESTAURANT-TO-CONSUMER AND PLATFORM-TO-CONSUMER DELIVERY SERVICES.

JAN 2021

ORDERING TAKE-AWAY FOOD ONLINE FOR DELIVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE USED AN ONLINE SERVICE TO ORDER TAKE-AWAY FOOD FOR DELIVERY IN THE PAST MONTH

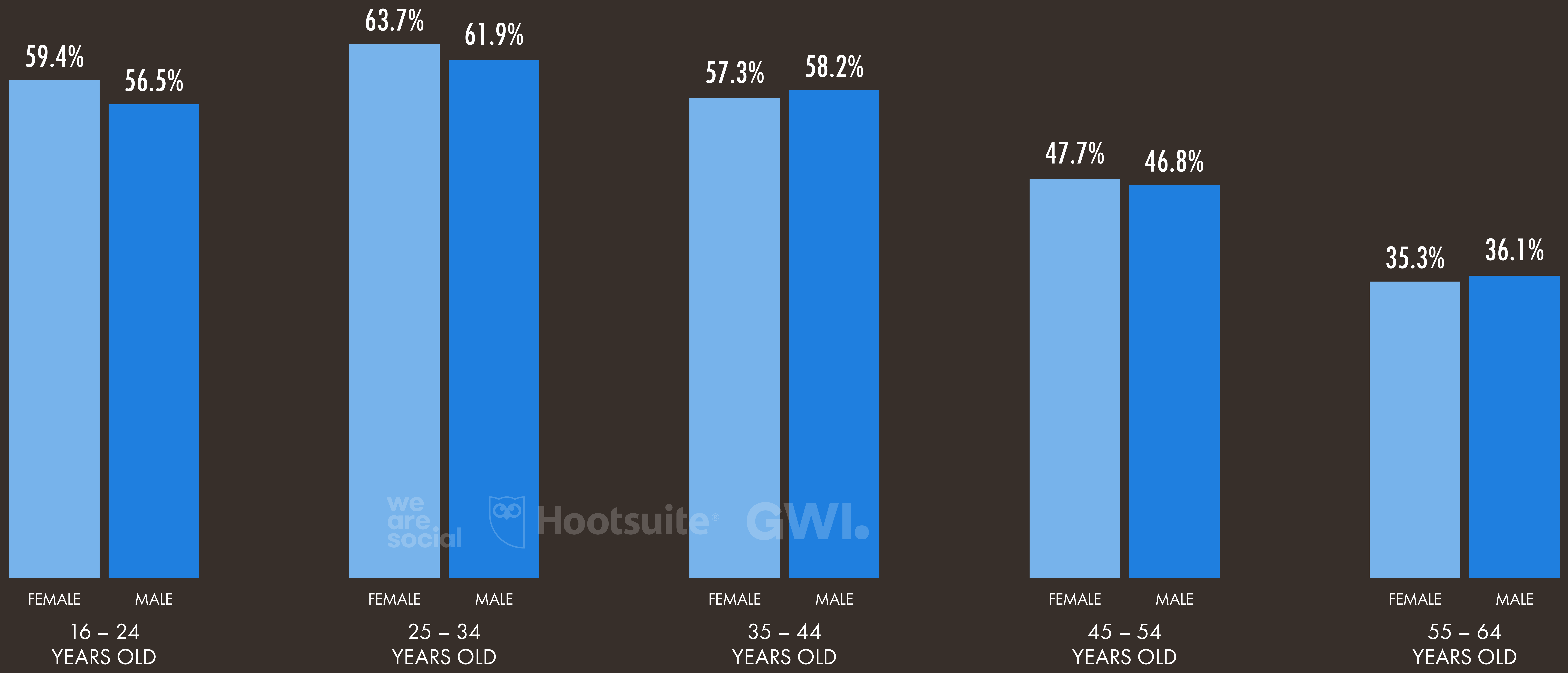


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

ORDERING TAKE-AWAY FOOD ONLINE FOR DELIVERY

PERCENTAGE OF GLOBAL INTERNET USERS WHO HAVE USED AN ONLINE SERVICE TO ORDER TAKE-AWAY FOOD FOR DELIVERY IN THE PAST MONTH



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

HOOTSUITE'S PERSPECTIVE: DIGITAL COMMERCE TRENDS

GO LIVE

Livestreaming on social platforms, already popularized in China's booming ecommerce industry, has given brands, experts, and influencers new ways to connect and sell to customers without relying on in-person events. Nearly half (49%) of online shoppers agree, "I would buy products directly from live videos where brands, celebrities or influencers I follow are launching new products."

FOCUS ON 1:1 CUSTOMER CARE

While social commerce features now enable people to browse and buy products directly within networks like Facebook and Instagram, social media is equally important in the pre-purchase and post-purchase experience. According to GWI, 3 out of 5 internet users say bad customer service negatively affects their purchasing decisions, more than bad press or a poor environmental record. Customers are looking for fast, empathetic, 1:1 human connection while navigating online purchases—exactly what social media was made for.

INSPIRE INCREMENTAL REVENUE

Online shopping is typically a very task-oriented activity, which takes a lot of fun and discovery out of the buying process. Use Instagram Live or Pinterest, for example, to show off lesser known products, or to inspire some of the impulse purchases that people would typically have made at the last minute in-store.

Click here to read Hootsuite's full Social Trends 2021 report.

WE ARE SOCIAL'S PERSPECTIVE: E-COMMERCE IN 2021

SHIFTS IN HOW WE SHOP AND SPEND ON SOCIAL

LIVE STREAMED SHOPPING

Livestream shopping generated $449.5 million in sales in a single day in China on 1 July 2020, with influencers like Viya and 'Lipstick King' Li Jiaqi engaging millions of potential consumers each day. But bolstered by the increase in online video viewing, and openness to e-commerce during lockdown, this behaviour is making its mark on the global internet.

In 2021, brands and creators will use live streaming tools to bring people closer to products, and online shopping experiences will double as entertainment

SOCIAL DISCOVERY

'Omnichannel shopping' is a phrase that's been making the rounds for a few years now, but data suggests that user behaviour has now began to truly reflect it. With GWI's research finding that social networks have overtaken search engines as the most popular method of online brand research for people aged 16 to 24, social media's role in the purchase journey continues to expand.

In 2021, brands will harness social channels and search as key drivers of brand and product discovery

PREMIUM E-COMMERCE

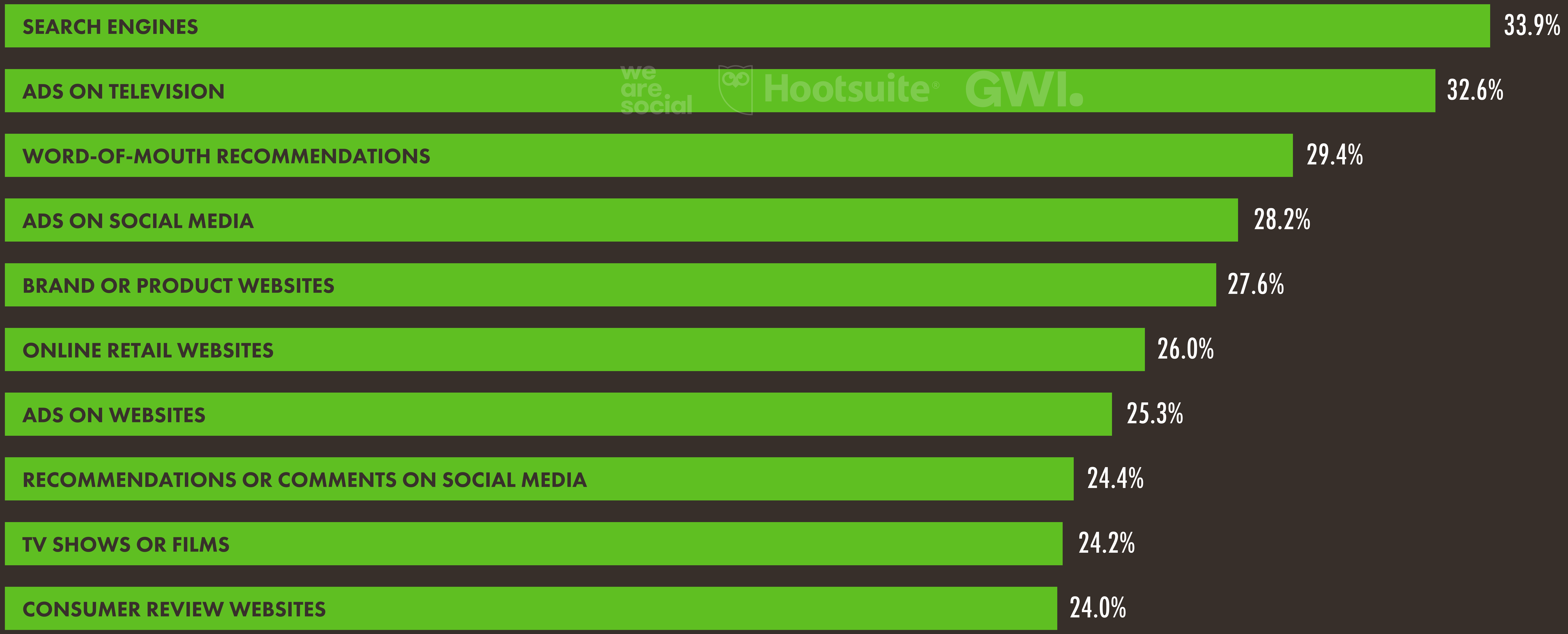
The accessibility of social media has often been considered at odds with exclusivity and the mystique of certain brands and industries. But with e-commerce now central to how people shop regardless of industry, no brand can ignore its importance. In this landscape, we're beginning to see people seek out more exclusive digital experiences, gained through more intimate formats and higher quality services.

In 2021, certain industries and brands will increasingly be expected to premiumise the digital customer experience

DIGITAL MARKETING

SOURCES OF BRAND DISCOVERY

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

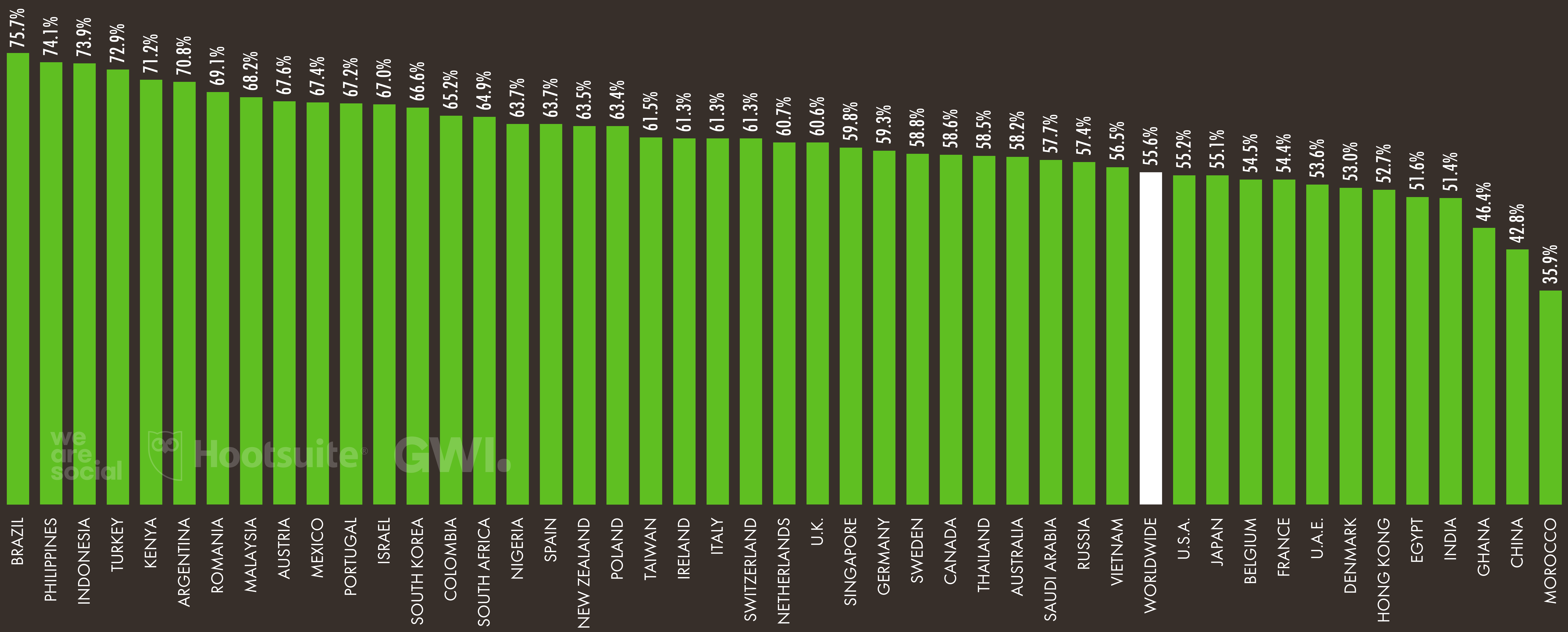


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

ONLINE PRODUCT RESEARCH

JAN 2021

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



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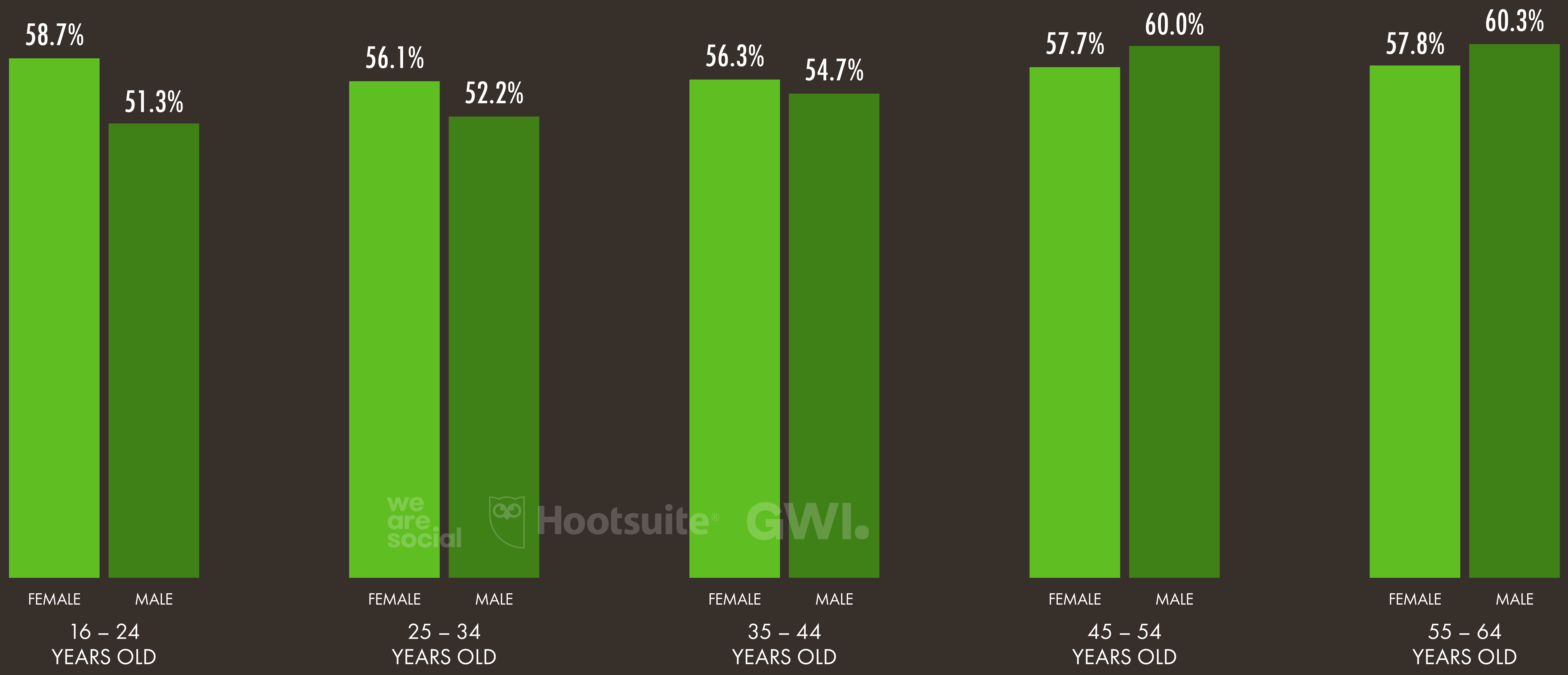
JAN 2021

RESEARCH PRODUCTS ONLINE

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

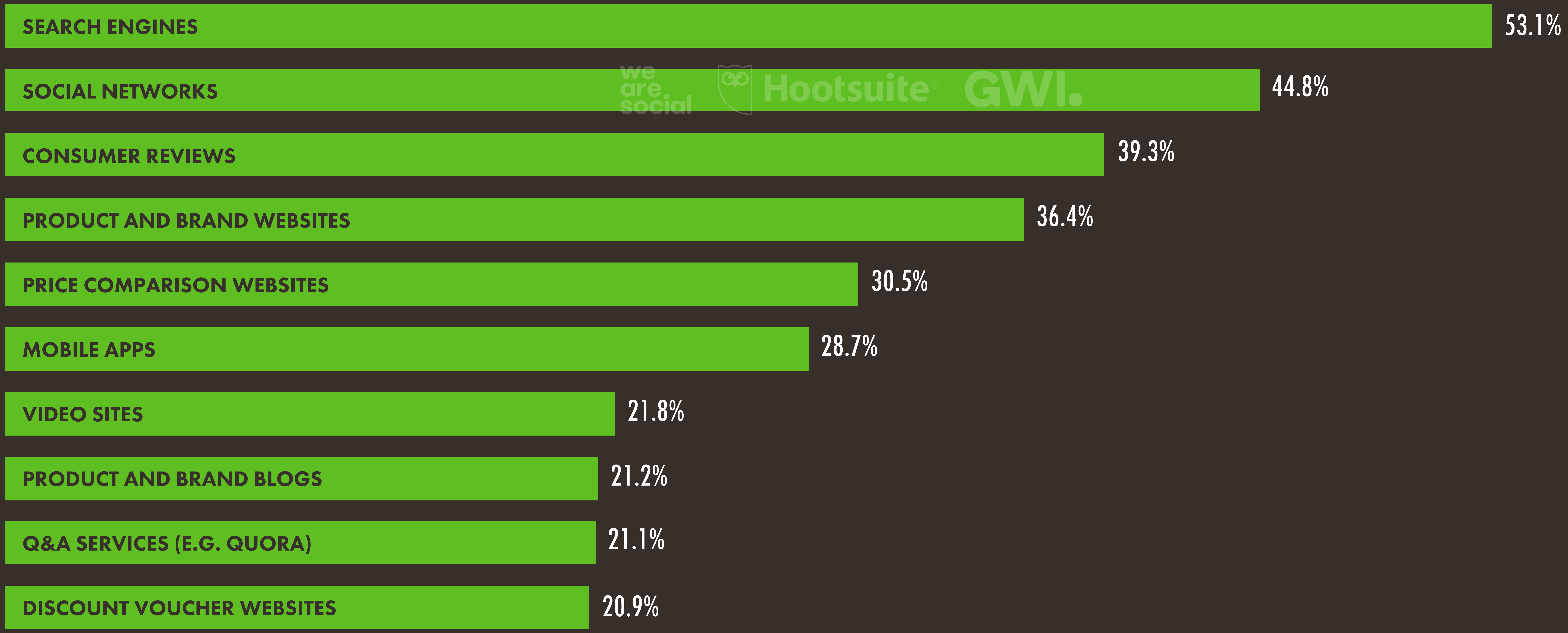


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

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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JAN 2021

PRIMARY CHANNELS FOR BRAND RESEARCH

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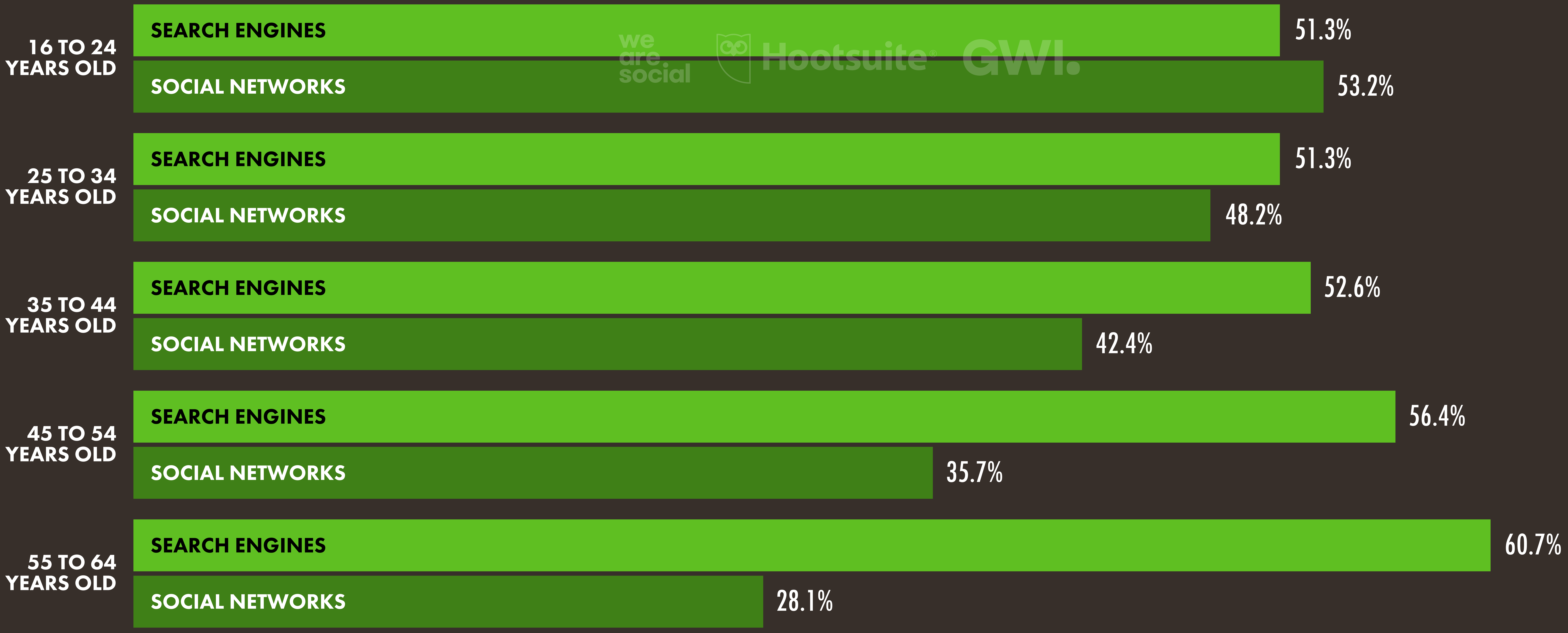
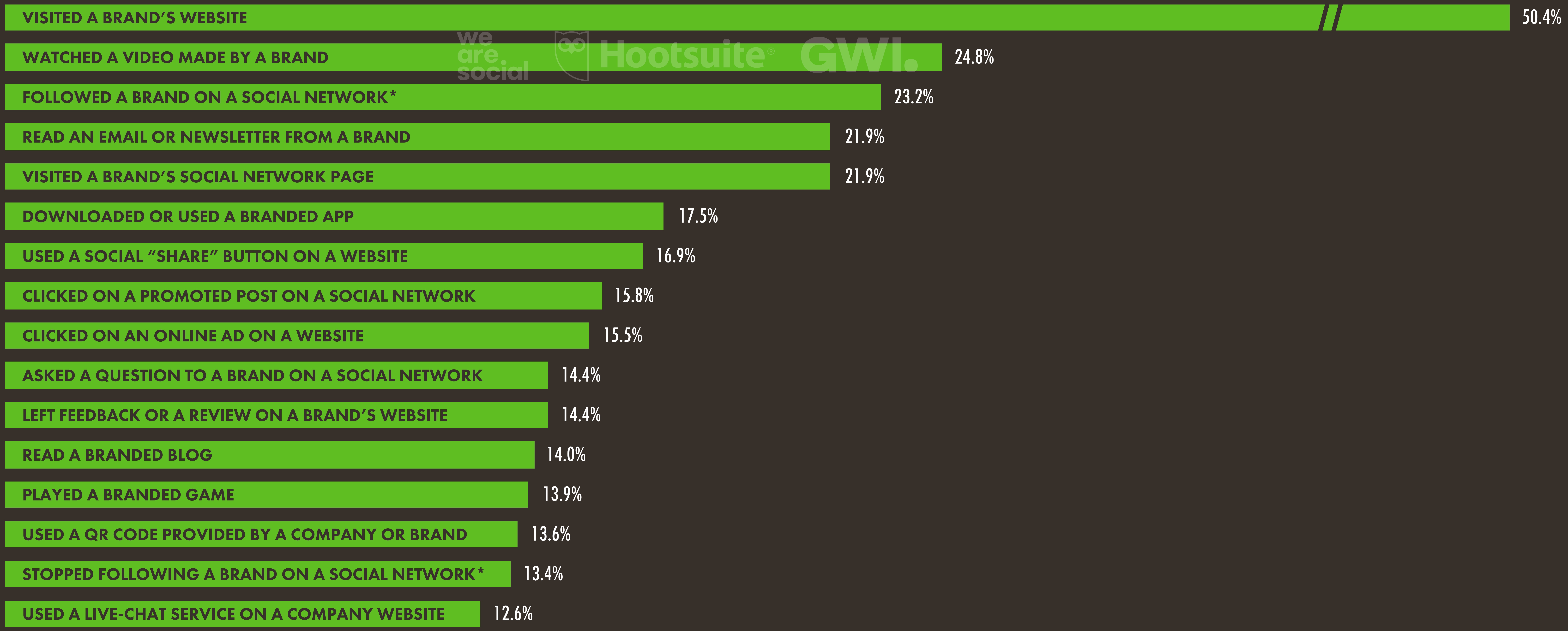


SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2021

BRAND-RELATED ONLINE ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE PERFORMED EACH ACTIVITY ONLINE IN THE PAST MONTH



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***NOTE:** "FOLLOWING" INCLUDES "LIKING" A BRAND'S SOCIAL MEDIA PAGE OR ACCOUNT.

JAN 2021

VALUE OF THE DIGITAL ADVERTISING MARKET

TOTAL SPEND (IN U.S. DOLLARS) ON DIGITAL ADVERTISING IN 2020, WITH DETAIL OF SPEND IN INDIVIDUAL DIGITAL ADVERTISING SUB-CATEGORIES

TOTAL DIGITAL AD SPEND IN 2020	SPEND ON DIGITAL SEARCH ADS IN 2020	SPEND ON SOCIAL MEDIA ADS IN 2020
$355.6 BILLION	**$152.7 BILLION**	**$97.66 BILLION**

SPEND ON DIGITAL BANNER ADS IN 2020	SPEND ON DIGITAL VIDEO ADS IN 2020	SPEND ON DIGITAL CLASSIFIED ADS IN 2020
$53.31 BILLION	**$33.27 BILLION**	**$18.64 BILLION**

SOURCE: STATISTA MARKET OUTLOOK FOR DIGITAL ADVERTISING (ACCESSED JAN 2021). FIGURES REPRESENT FULL-YEAR DIGITAL ADVERTISING SPEND FOR 2020. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. **NOTES:** SPEND VALUES ARE IN U.S. DOLLARS. INCLUDES ADVERTISING ON MOBILE AND DESKTOP DEVICES. VALUES DO NOT INCLUDE SPEND ON E-MAIL MARKETING, AUDIO ADVERTS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS.

JAN 2021

DIGITAL ADVERTISING MARKET: VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE VALUE OF THE DIGITAL ADVERTISING MARKET BETWEEN 2019 AND 2020, INCLUDING SUB-CATEGORY CHANGES

YEAR-ON-YEAR CHANGE IN TOTAL DIGITAL AD SPEND

+6.5%

YEAR-ON-YEAR CHANGE IN DIGITAL SEARCH AD SPEND

+6.8%

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA AD SPEND

+9.1%

YEAR-ON-YEAR CHANGE IN DIGITAL BANNER AD SPEND

+2.6%

YEAR-ON-YEAR CHANGE IN DIGITAL VIDEO AD SPEND

+9.3%

YEAR-ON-YEAR CHANGE IN DIGITAL CLASSIFIED AD SPEND

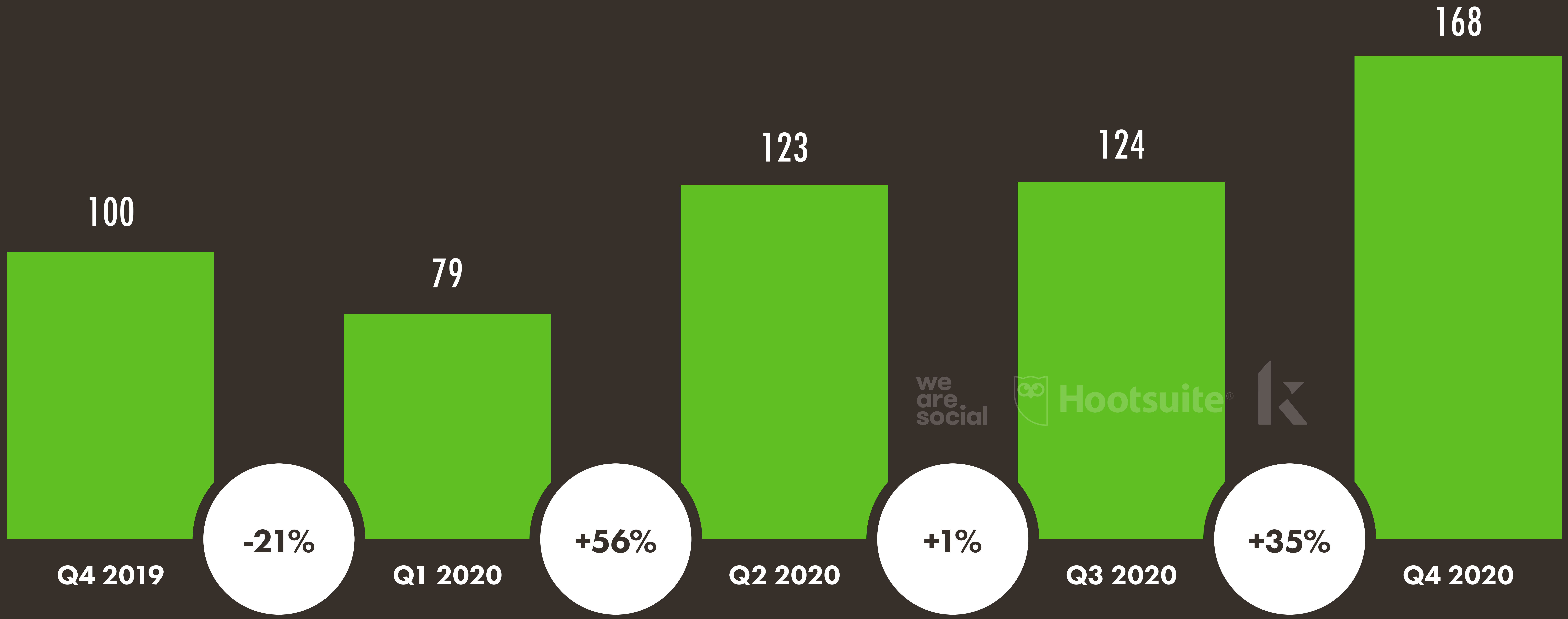
-1.6%

SOURCE: STATISTA MARKET OUTLOOK FOR DIGITAL ADVERTISING (ACCESSED JAN 2021). FIGURES COMPARE FULL-YEAR DIGITAL ADVERTISING SPEND IN 2020 TO EQUIVALENT DATA FOR 2019. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. **NOTES:** INCLUDES ADVERTISING ON MOBILE AND DESKTOP DEVICES. VALUES DO NOT INCLUDE SPEND ON E-MAIL MARKETING, AUDIO ADVERTS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS.

JAN 2021

QUARTERLY CHANGE IN PAID SEARCH AD IMPRESSIONS

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

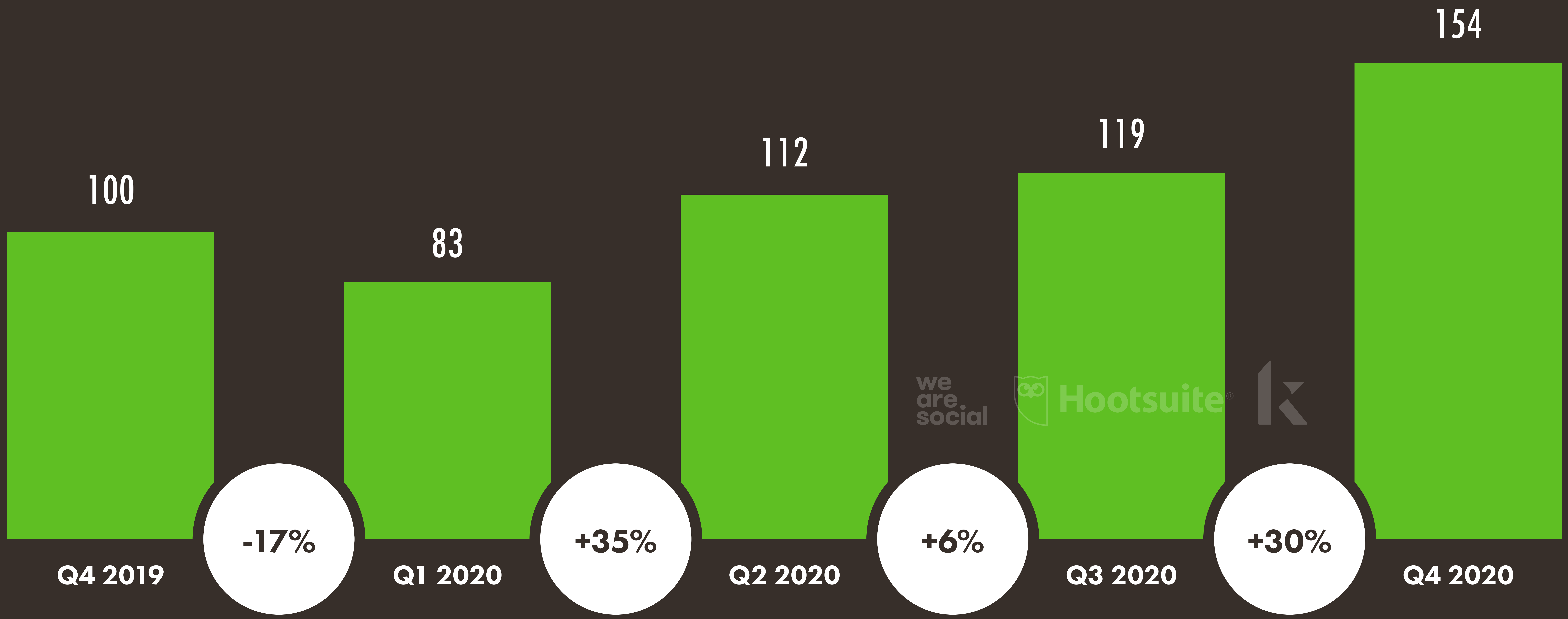


SOURCE: KENSHOO (JAN 2021). **NOTES:** VALUES ABOVE EACH BAR REPRESENT INDEXED VALUES COMPARED TO Q4 2019. PERCENTAGES IN THE WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE. VALUES HAVE BEEN EXTRAPOLATED FROM $7 BILLION IN AD SPEND ACROSS VARIOUS PUBLISHER SITES BY MORE THAN 3,000 ADVERTISER AND AGENCY ACCOUNTS IN 150 COUNTRIES. ◈ **COMPARABILITY ADVISORY:** KENSHOO RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT MATCH THOSE PUBLISHED IN PREVIOUS REPORTS.

JAN 2021

QUARTERLY CHANGE IN PAID SEARCH AD CLICKS

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



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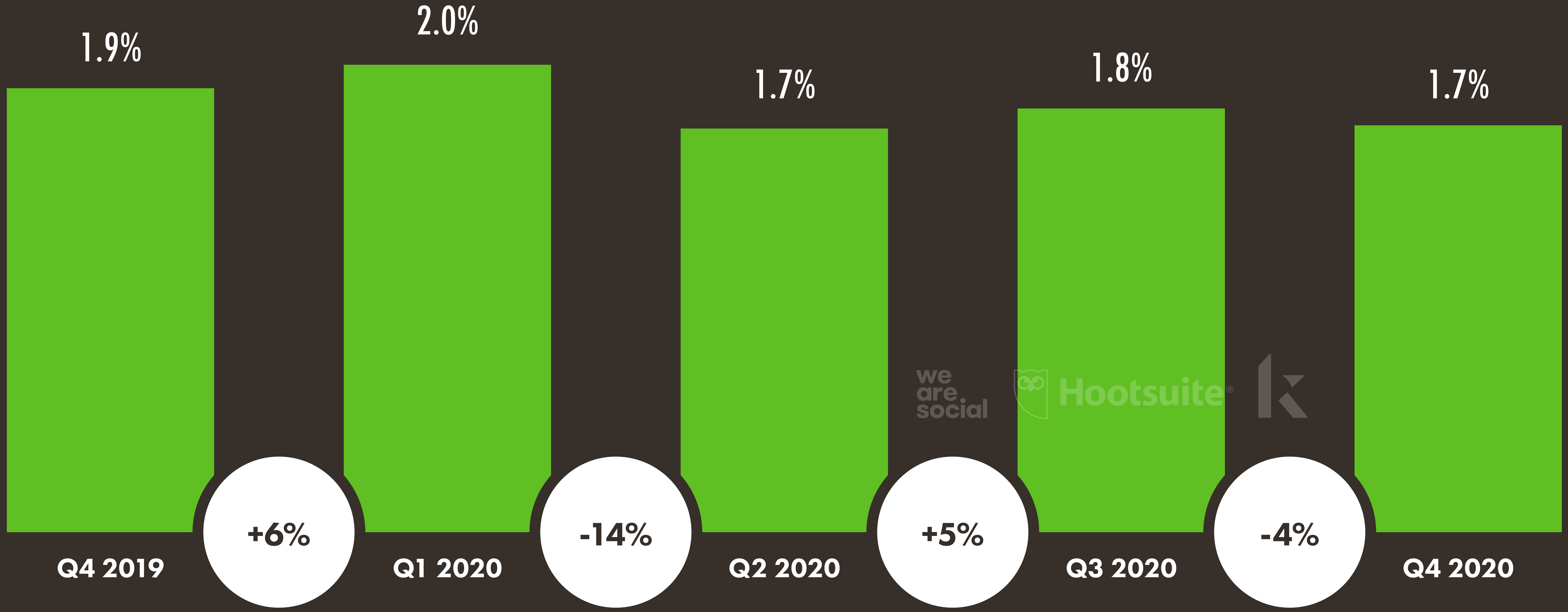
JAN 2021

QUARTERLY CHANGE IN PAID SEARCH AD CTR

QUARTER-ON-QUARTER CHANGE IN THE AVERAGE GLOBAL CLICK-THROUGH RATE (CLICKS vs. IMPRESSIONS) FOR PAID SEARCH ADS

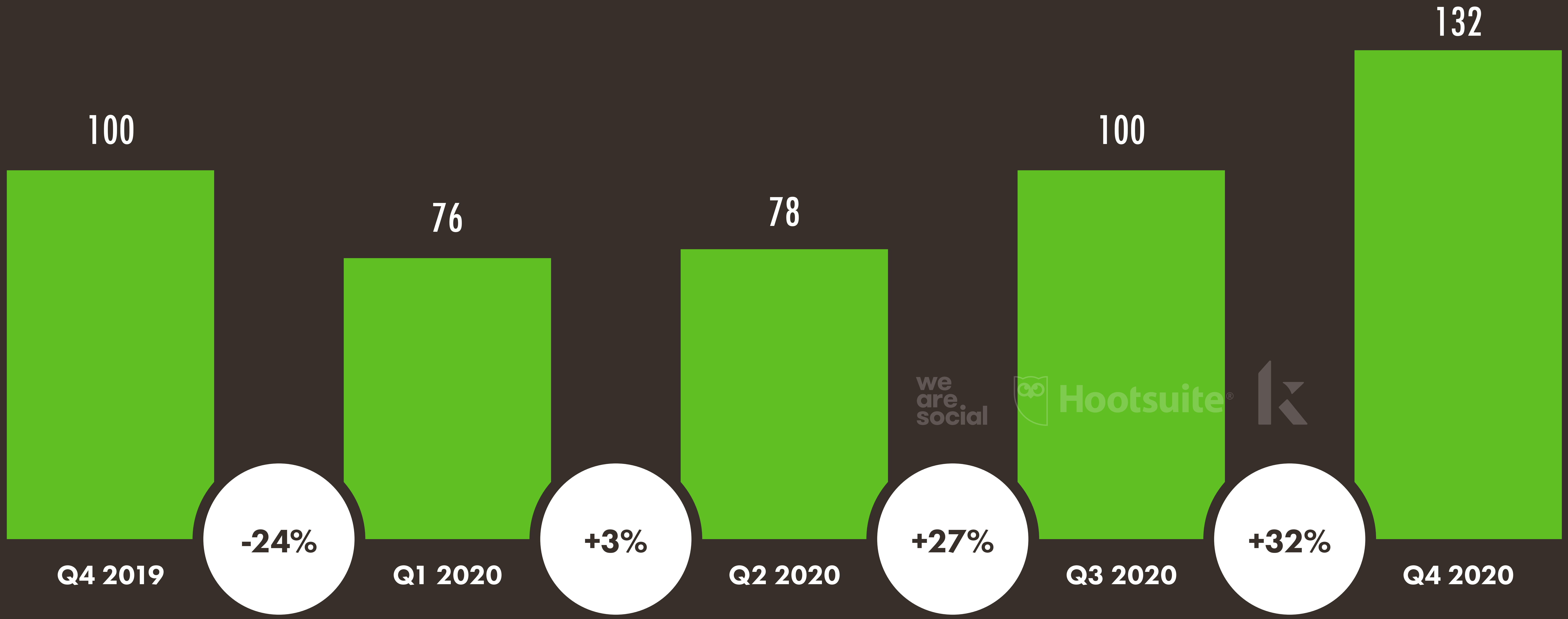


SOURCE: KENSHOO (JAN 2021). **NOTES:** VALUES ABOVE EACH BAR REPRESENT AVERAGE CLICK-THROUGH RATES. PERCENTAGES IN THE WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE. VALUES HAVE BEEN EXTRAPOLATED FROM $7 BILLION IN AD SPEND ACROSS VARIOUS PUBLISHER SITES BY MORE THAN 3,000 ADVERTISER AND AGENCY ACCOUNTS IN 150 COUNTRIES. ◈ **COMPARABILITY ADVISORY:** KENSHOO RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT MATCH THOSE PUBLISHED IN PREVIOUS REPORTS.

JAN 2021

QUARTERLY CHANGE IN PAID SEARCH AD SPEND

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



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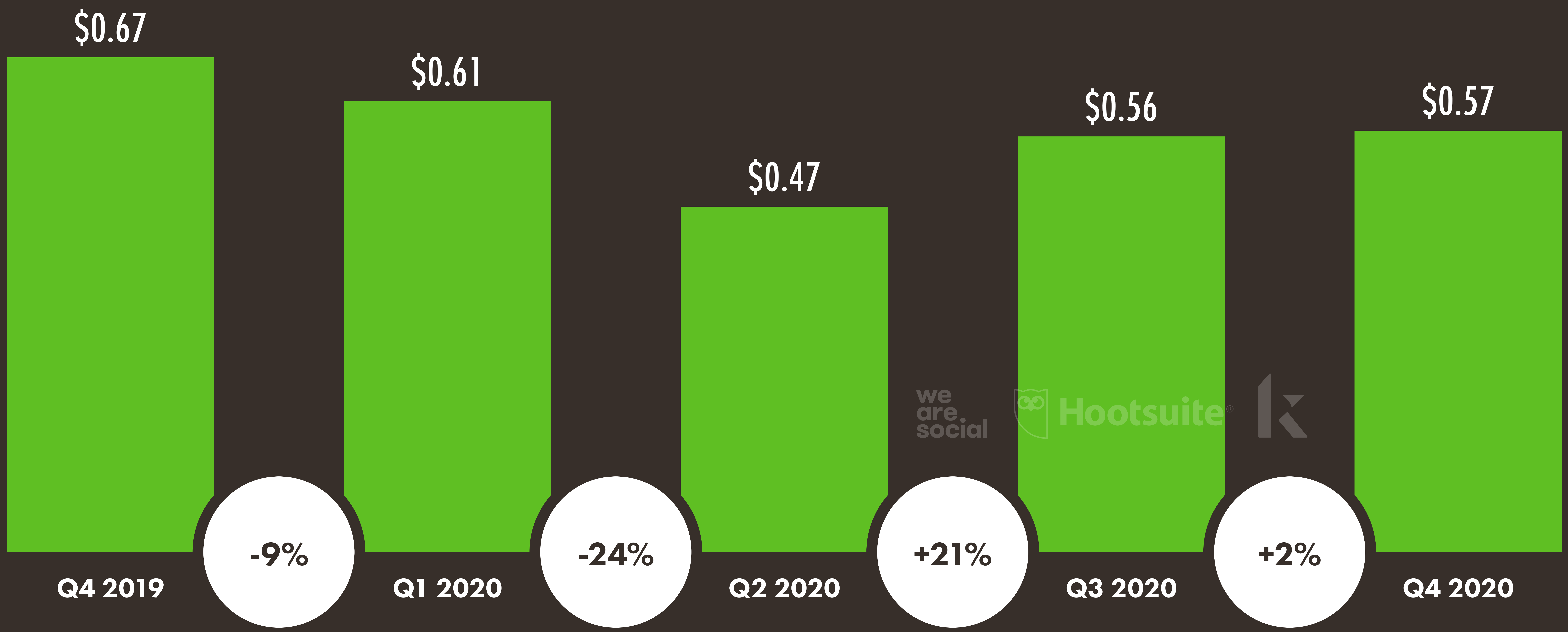
JAN 2021

QUARTERLY CHANGE IN PAID SEARCH AD CPC

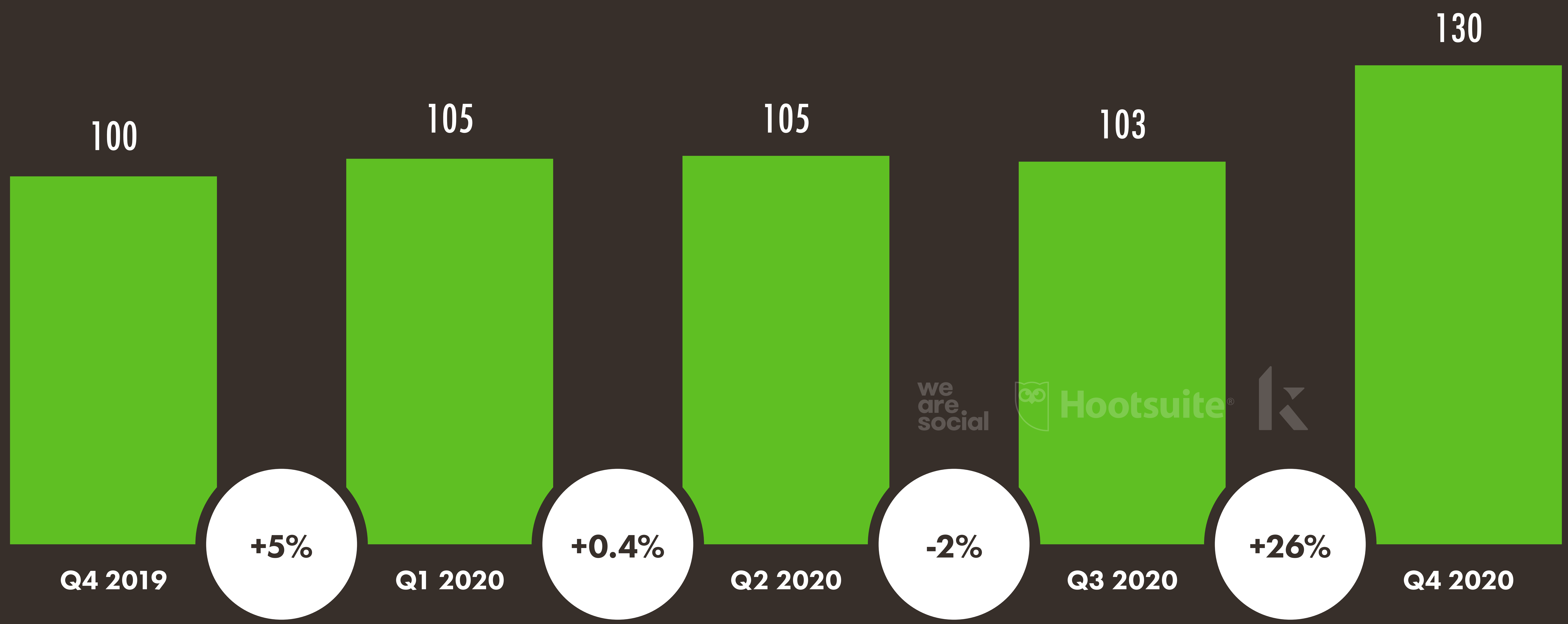
QUARTER-ON-QUARTER CHANGE IN THE GLOBAL AVERAGE 'COST-PER-CLICK' (CPC) OF PAID SEARCH ADS (IN U.S. DOLLARS)



SOURCE: KENSHOO (JAN 2021). **NOTES:** VALUES ABOVE EACH BAR REPRESENT AVERAGE COST-PER-CLICK. PERCENTAGES IN THE WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE. VALUES HAVE BEEN EXTRAPOLATED FROM $7 BILLION IN AD SPEND ACROSS VARIOUS PUBLISHER SITES BY MORE THAN 3,000 ADVERTISER AND AGENCY ACCOUNTS IN 150 COUNTRIES. ◈ **COMPARABILITY ADVISORY:** KENSHOO RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT MATCH THOSE PUBLISHED IN PREVIOUS REPORTS.

QUARTERLY CHANGE IN SOCIAL MEDIA AD IMPRESSIONS

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



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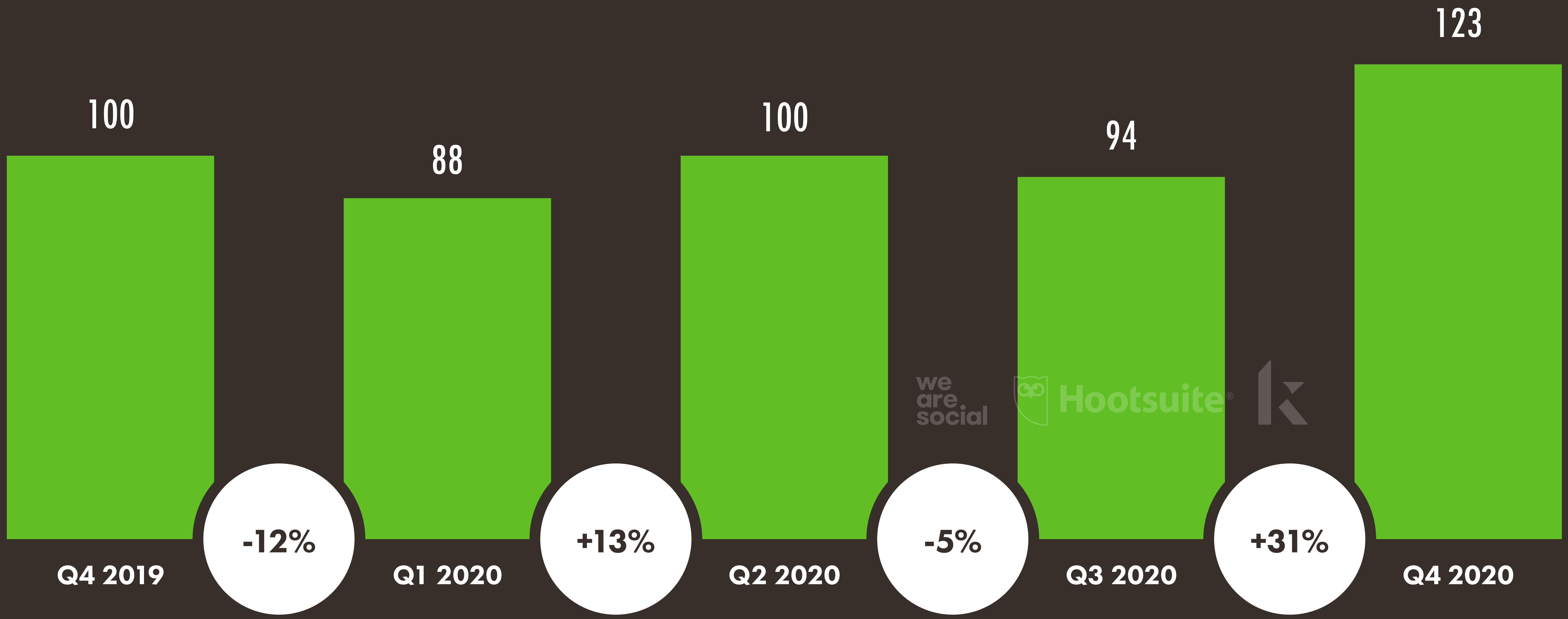
QUARTERLY CHANGE IN SOCIAL MEDIA AD CLICKS

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

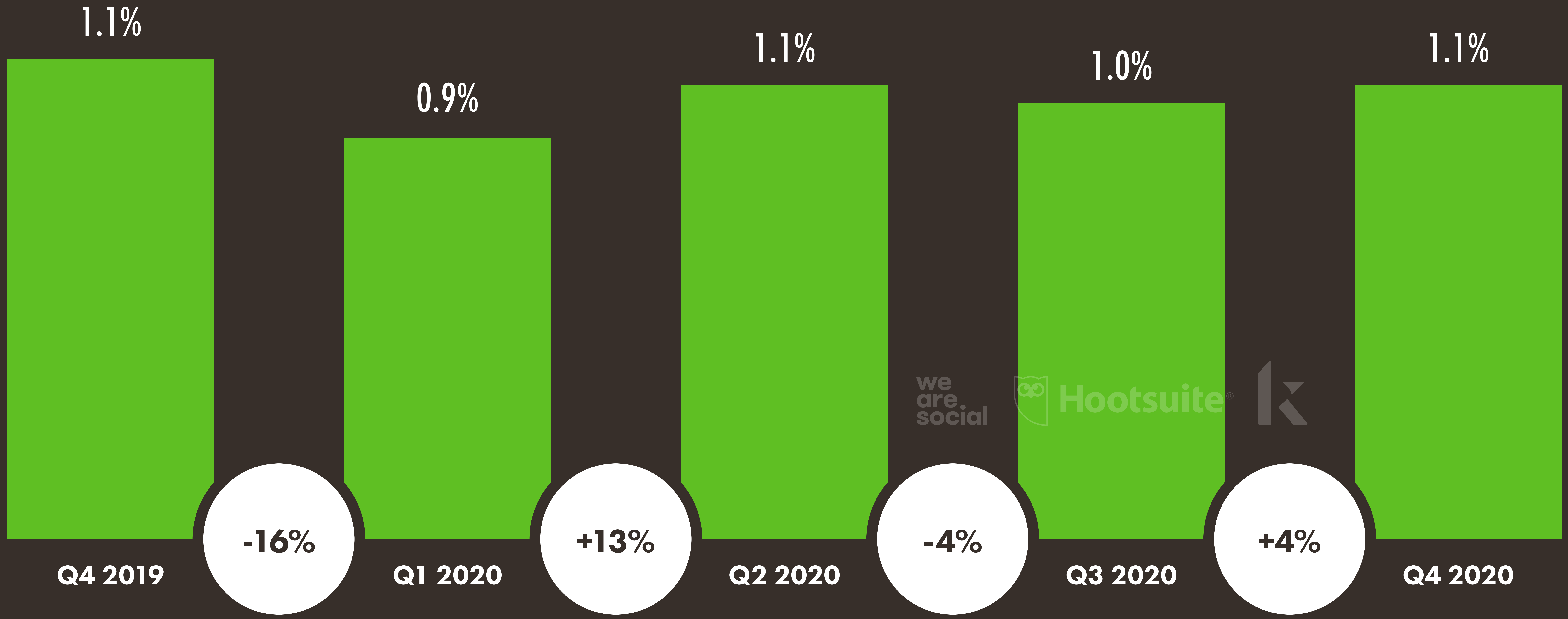


SOURCE: KENSHOO (JAN 2021). **NOTES:** VALUES ABOVE EACH BAR REPRESENT INDEXED VALUES COMPARED TO Q4 2019. PERCENTAGES IN THE WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE. VALUES HAVE BEEN EXTRAPOLATED FROM $7 BILLION IN AD SPEND ACROSS VARIOUS PUBLISHER SITES BY MORE THAN 3,000 ADVERTISER AND AGENCY ACCOUNTS IN 150 COUNTRIES. ◈ **COMPARABILITY ADVISORY:** KENSHOO RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT MATCH THOSE PUBLISHED IN PREVIOUS REPORTS.

JAN 2021

QUARTERLY CHANGE IN SOCIAL MEDIA AD CTR

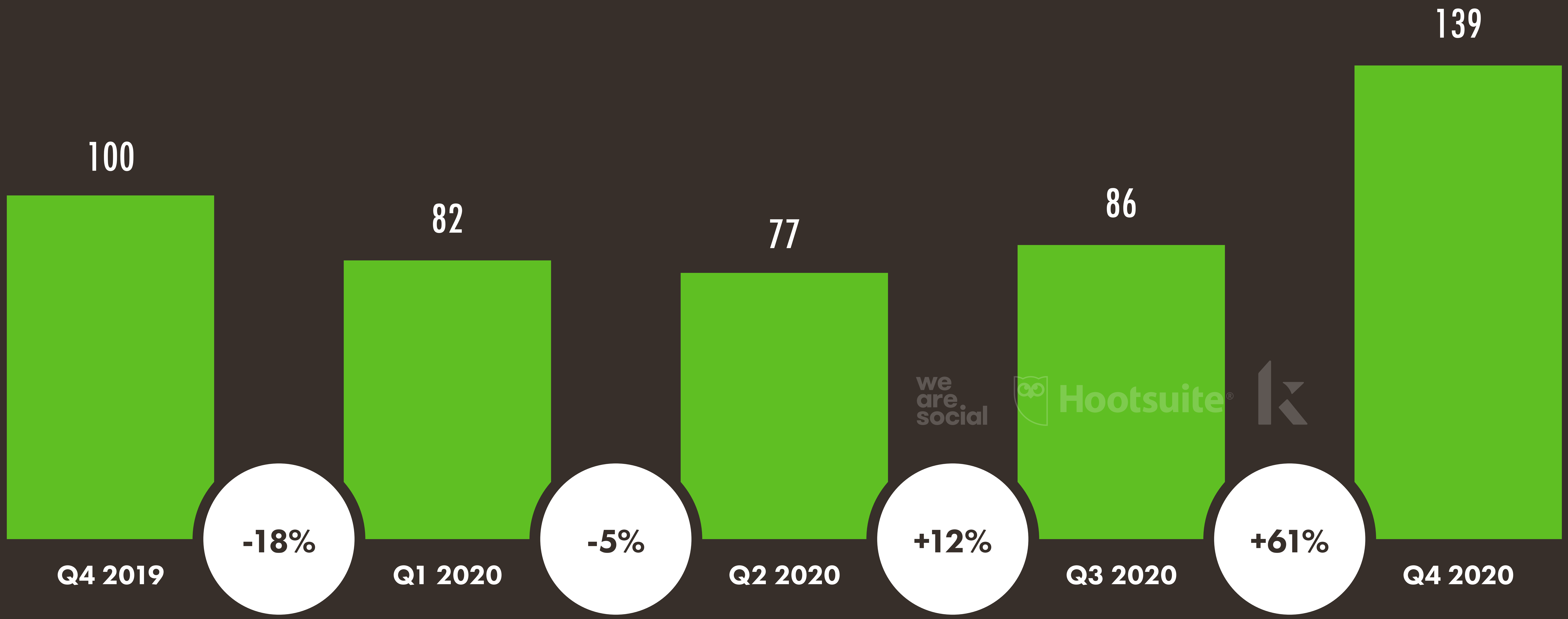
QUARTER-ON-QUARTER CHANGE IN THE AVERAGE GLOBAL CLICK-THROUGH RATE (CLICKS vs. IMPRESSIONS) ON SOCIAL MEDIA ADS



SOURCE: KENSHOO (JAN 2021). **NOTES:** VALUES ABOVE EACH BAR REPRESENT AVERAGE CLICK-THROUGH RATES. PERCENTAGES IN THE WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE. VALUES HAVE BEEN EXTRAPOLATED FROM $7 BILLION IN AD SPEND ACROSS VARIOUS PUBLISHER SITES BY MORE THAN 3,000 ADVERTISER AND AGENCY ACCOUNTS IN 150 COUNTRIES. ◈ **COMPARABILITY ADVISORY:** KENSHOO RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT MATCH THOSE PUBLISHED IN PREVIOUS REPORTS.

QUARTERLY CHANGE IN SOCIAL MEDIA AD SPEND

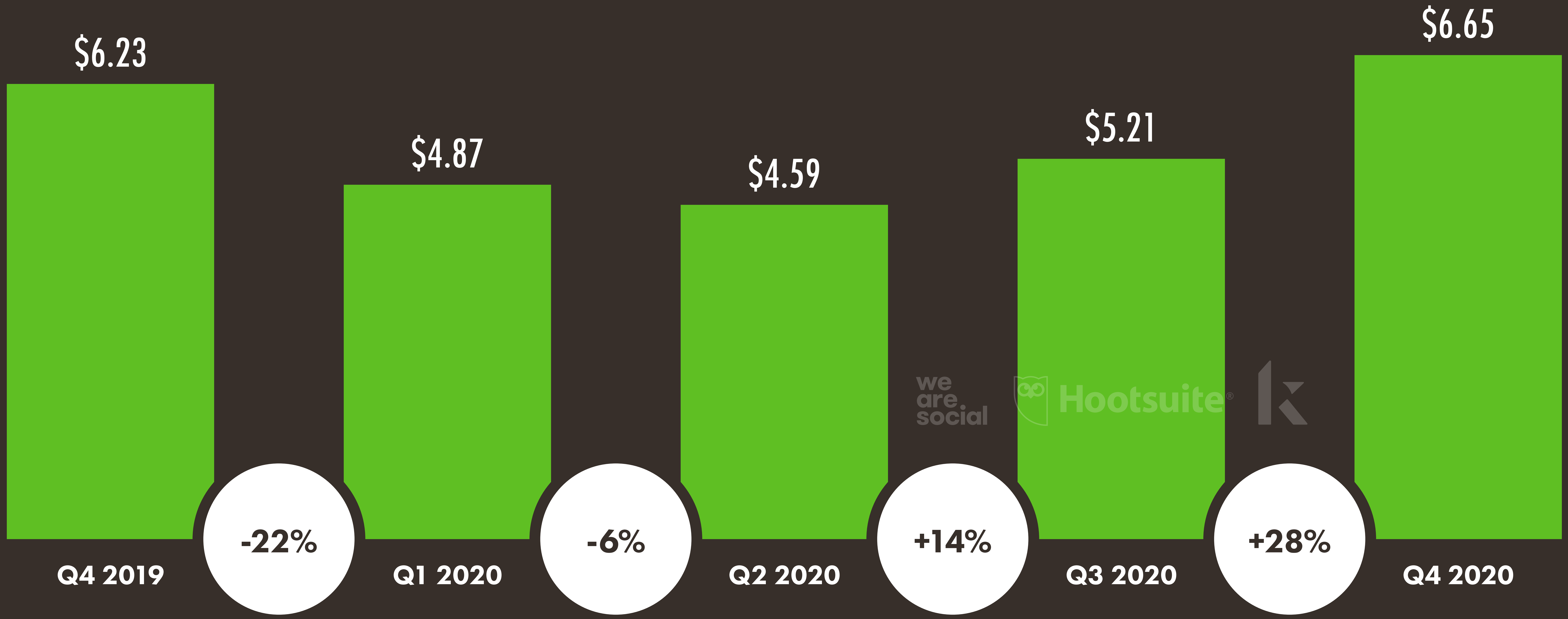
QUARTER-ON-QUARTER CHANGE IN THE TOTAL AMOUNT THAT ADVERTISERS SPENT ON SOCIAL MEDIA ADS, REPORTED AS AN INDEX



SOURCE: KENSHOO (JAN 2021). **NOTES:** VALUES ABOVE EACH BAR REPRESENT INDEXED VALUES COMPARED TO Q4 2019. PERCENTAGES IN THE WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE. VALUES HAVE BEEN EXTRAPOLATED FROM $7 BILLION IN AD SPEND ACROSS VARIOUS PUBLISHER SITES BY MORE THAN 3,000 ADVERTISER AND AGENCY ACCOUNTS IN 150 COUNTRIES. ◈ **COMPARABILITY ADVISORY:** KENSHOO RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT MATCH THOSE PUBLISHED IN PREVIOUS REPORTS.

QUARTERLY CHANGE IN SOCIAL MEDIA AD CPM

QUARTER-ON-QUARTER CHANGE IN THE GLOBAL AVERAGE 'COST-PER-MILLE' (CPM) OF SOCIAL MEDIA ADS (IN U.S. DOLLARS)



SOURCE: KENSHOO (JAN 2021). **NOTES:** VALUES ABOVE EACH BAR REPRESENT AVERAGE COST-PER-MILLE (COST PER 1,000 IMPRESSIONS). PERCENTAGES IN THE WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE. VALUES HAVE BEEN EXTRAPOLATED FROM $7 BILLION IN AD SPEND ACROSS VARIOUS PUBLISHER SITES BY MORE THAN 3,000 ADVERTISER AND AGENCY ACCOUNTS IN 150 COUNTRIES. ◈ **COMPARABILITY ADVISORY:** KENSHOO RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT MATCH THOSE PUBLISHED IN PREVIOUS REPORTS.

HOOTSUITE'S PERSPECTIVE: DIGITAL ADVERTISING TRENDS

SOCIAL AD BUDGETS GET A BOOST

With impressive reach and precise targeting capabilities, it's no surprise that social advertising budgets are set to increase in 2021. According to our Social Trends survey, 60% of organizations that run social ads intend to spend more on them in 2021.

ALL EYES ON INSTAGRAM

Our survey found that more than 60% of organizations are planning on increasing their investment in Instagram in 2021. With broad demographics, new social commerce features, and opportunities for both brand storytelling and lead generation in Stories, Instagram continues to deliver strong value for brands looking to balance brand and performance marketing.

Hootsuite makes it easy to publish photos, videos, stories,and carousels to Instagram. Learn more here.

MORE INFORMATION

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

WE ARE SOCIAL

HOOTSUITE

SPECIAL THANKS: GWI

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

90% GLOBAL COVERAGE

ONGOING DATA COLLECTION ACROSS 46 MARKETS

CROSS-DEVICE COVERAGE

Learn more at https://www.globalwebindex.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, advertising, smart home, and fintech for over 150 countries and regions.

96% OF THE GLOBAL INTERNET POPULATION

OVER 150 COUNTRIES AND REGIONS

98% OF WORLDWIDE ECONOMIC POWER

MORE THAN 30,000 INTERACTIVE STATISTICS

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

SPECIAL THANKS: 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 https://www.gsmaintelligence.com

SPECIAL THANKS: SEMRUSH

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

6+ MILLION GLOBAL USERS

190 GEOGRAPHICAL DATABASES

DATA FOR MOBILE AND DESKTOP

HISTORICAL DATA BACK TO 2012

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

SPECIAL THANKS: APP ANNIE

APP ANNIE

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

1 MILLION REGISTERED USERS

BEST-IN-CLASS DATA

COVERAGE ACROSS 150 COUNTRIES

UNPARALLELED SERVICE & SUPPORT

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

SPECIAL THANKS: SIMILARWEB

SimilarWeb

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

WEB INTELLIGENCE

APP INTELLIGENCE

GLOBAL COVERAGE

GRANULAR ANALYSIS

Learn more about SimilarWeb at https://www.similarweb.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 https://locowise.com

SPECIAL THANKS: KENSHOO

Kenshoo is the only independent, global marketing platform for strategy, measurement, and best-of-breed activation across all of the world's most important media.

2,000+ BRANDS AND AGENCIES

$350B CLIENT REVENUE GENERATED ANNUALLY

$7B SPEND UNDER MANAGEMENT

5,000 EVENTS TRACKED PER SECOND

Learn more about Kenshoo at https://kenshoo.com

DATA SOURCES

POPULATION & DEMOGRAPHICS: United Nations World Population Prospects, 2019 Revision; U.S. Census Bureau (accessed Jan 2021); United Nations World Urbanization Prospects, 2018 Revision; local government bodies (latest data available in Jan 2021). Literacy rates: UNESCO Institute for Statistics; UNICEF Data; World Bank DataBank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook (all accessed Jan 2021). GDP and financial inclusions data: World Bank DataBank; IMF Data; CIA World Factbook (all accessed Jan 2021). Device ownership and time spent by media: GWI* (Q3 2020).

INTERNET: ITU Statistics; Eurostat Data Explorer; GWI; local government authorities; CNNIC; APJII (all accessed January 2021). Mobile internet share based on data from GWI* (Q3 2020); extrapolations of data reported in Facebook's self-serve advertising tools. Internet connection speeds from Ookla Speedtest (accessed Jan 2021). Web traffic by device, web browser share, and share of search market from Statcounter (Jan 2021). Time spent on the internet from GWI* (Q3 2020). World's top websites from Semrush (Jan 2021); SimilarWeb (Jan 2021); Alexa (monthly average based on 3-month period to mid-January 2021). Web language insights via W3Techs (Jan 2021). Google search insights from Google Trends (accessed Jan 2021). Data on use of data misuse fears, voice search, and ad blockers from GWI* (Q3 2020). Concerns about 'fake news' from Reuters Institute Digital News Report 2020. Content streaming insights from GWI* (Q3 2020). Smart Home insights from Statista Digital Market Outlook* (accessed Jan 2021); GWI* (Q3 2020).

SOCIAL MEDIA: Social media platforms' self-service advertising tools; company earnings announcements; press releases and promotional materials; remarks by senior platform executives at public events; statements on company websites; reports in reputable media; OCDH (all latest data available in January 2021). Time spent from GWI* (Q3 2020). Facebook and Instagram engagement benchmarks from Locowise (Jan 2021). YouTube search insights from Google Trends (accessed Jan 2021). Twitter emoji insights from Emojitracker (accessed Jan 2021). Top pages, accounts, channels, and hashtags from Kepios analysis of public data published on each platform (Jan 2021).

MOBILE: GSMA Intelligence (Jan 2021); Ericsson Mobility Report (Nov 2020); Ericsson Mobility Calculator and Mobility Visualizer tools (accessed Jan 2021). Mobile Apps: App Annie (Jan 2021). Mobile actions: GWI* (Q3 2020).

ECOMMERCE: Adoption by device, gender and age: GWI* (Q3 2020); Ecommerce spend: Statista Digital Market Outlook and Statista Mobility Services Outlook* (both accessed Jan 2021); GWI* (Q3 2020). Consumer goods: Statista Digital Market Outlook* (accessed Jan 2021). Mobile payments: Statista Digital Market Outlook* (accessed Jan 2021); GWI* (Q3 2020). Ride-hailing: Statista Mobility Services Outlook* (accessed Jan 2021); GWI* (Q3 2020). Online food delivery: Statista Digital Market Outlook* (accessed Jan 2021); GWI* (Q3 2020). Credit card penetration: World Bank (accessed Jan 2021).

ADVERTISING: Brand discovery and research channels: GWI* (Q3 2020). Market value: Statista Digital Market Outlook* and Statista Advertising & Media Outlook* (both accessed Jan 2021). Quarterly evolution benchmarks: Kenshoo (Jan 2021).

NOTE: All data may include extrapolations.

*For more details about GWI including methodology, visit https://www.globalwebindex.com.

*For more details about Statista's Market Outlooks, visit https://www.statista.com/outlook/digital-markets.

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

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

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

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

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

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we no longer include this data in our internet user figures.

This is because the user numbers reported by social media platforms are typically based on active user accounts, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

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

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

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

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ALL THE NUMBERS YOU NEED

We are a socially-led creative agency. We are a global team of more than 850 people in 15 offices around the world 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 work with many of the world's biggest brands, including adidas, Netflix, Samsung, Lavazza, and Google on global, regional and local projects.

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

Hootsuite®

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

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

Hootsuite is built to help any team get started today and ready to extend as far as you need in the future with powerful add-ons including CRM integrations, scalable training for your team, and our ecosystem that plugs into your existing tools including Google My Business, Adobe Stock, Canva, Slack, and hundreds more.

Learn more at hootsuite.com

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REPORTS@KEPIOS.COM
DATAREPORTAL.COM

THE BATTLE FOR THE INTERNET CONTINUES

THE INTERNET WAS INVENTED FOR SHARING PICTURES OF CATS, BUT NOT EVERYONE GOT THE MEMO

NUMBER OF POSTS ON INSTAGRAM TAGGED WITH #DOG

292 MILLION

AVERAGE GOOGLE SEARCH INDEX OF SEARCHES RELATED TO DOGS IN 2020

90

NUMBER OF POSTS ON INSTAGRAM TAGGED WITH #CAT

230 MILLION

AVERAGE GOOGLE SEARCH INDEX OF SEARCHES RELATED TO CATS IN 2020

45

SOURCES: PUBLICLY DISPLAYED DATA ON INSTAGRAM (JAN 2021); GOOGLE TRENDS (ACCESSED JAN 2021). **NOTE:** GOOGLE TRENDS DATA IS FOR SEARCHES THROUGHOUT 2020.