



DIGITAL 2019

BRAZIL

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

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social



Hootsuite™

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DIGITAL 2019

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



DIGITAL 2019

GLOBAL DIGITAL YEARBOOK

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD



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

[CLICK HERE](#) TO READ OUR DIGITAL 2019 **GLOBAL DIGITAL YEARBOOK**, WITH ESSENTIAL HEADLINE DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD

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

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



GLOBAL OVERVIEW

JAN
2019

DIGITAL AROUND THE WORLD IN 2019

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

TOTAL
POPULATION



7.676

BILLION

URBANISATION:

56%

UNIQUE
MOBILE USERS



5.112

BILLION

PENETRATION:

67%

INTERNET
USERS



4.388

BILLION

PENETRATION:

57%

ACTIVE SOCIAL
MEDIA USERS



3.484

BILLION

PENETRATION:

45%

MOBILE SOCIAL
MEDIA USERS



3.256

BILLION

PENETRATION:

42%



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ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

TOTAL
POPULATION



+1.1%

JAN 2018 – JAN 2019

+84 MILLION

UNIQUE
MOBILE USERS



+2.0%

JAN 2018 – JAN 2019

+100 MILLION

INTERNET
USERS



+9.1%

JAN 2018 – JAN 2019

+367 MILLION

ACTIVE SOCIAL
MEDIA USERS



+9.0%

JAN 2018 – JAN 2019

+288 MILLION

MOBILE SOCIAL
MEDIA USERS



+10%

JAN 2018 – JAN 2019

+297 MILLION



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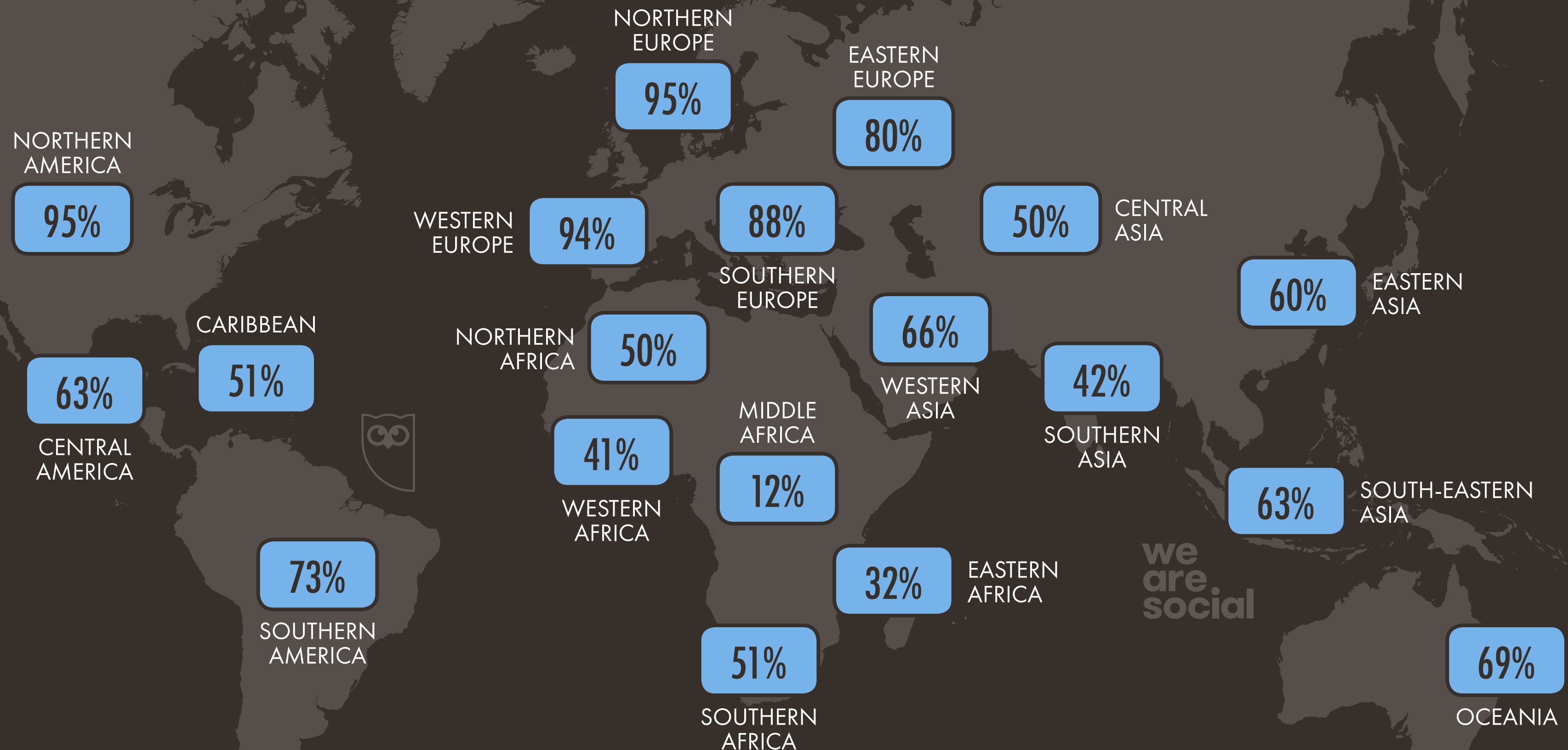


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INTERNET PENETRATION BY REGION

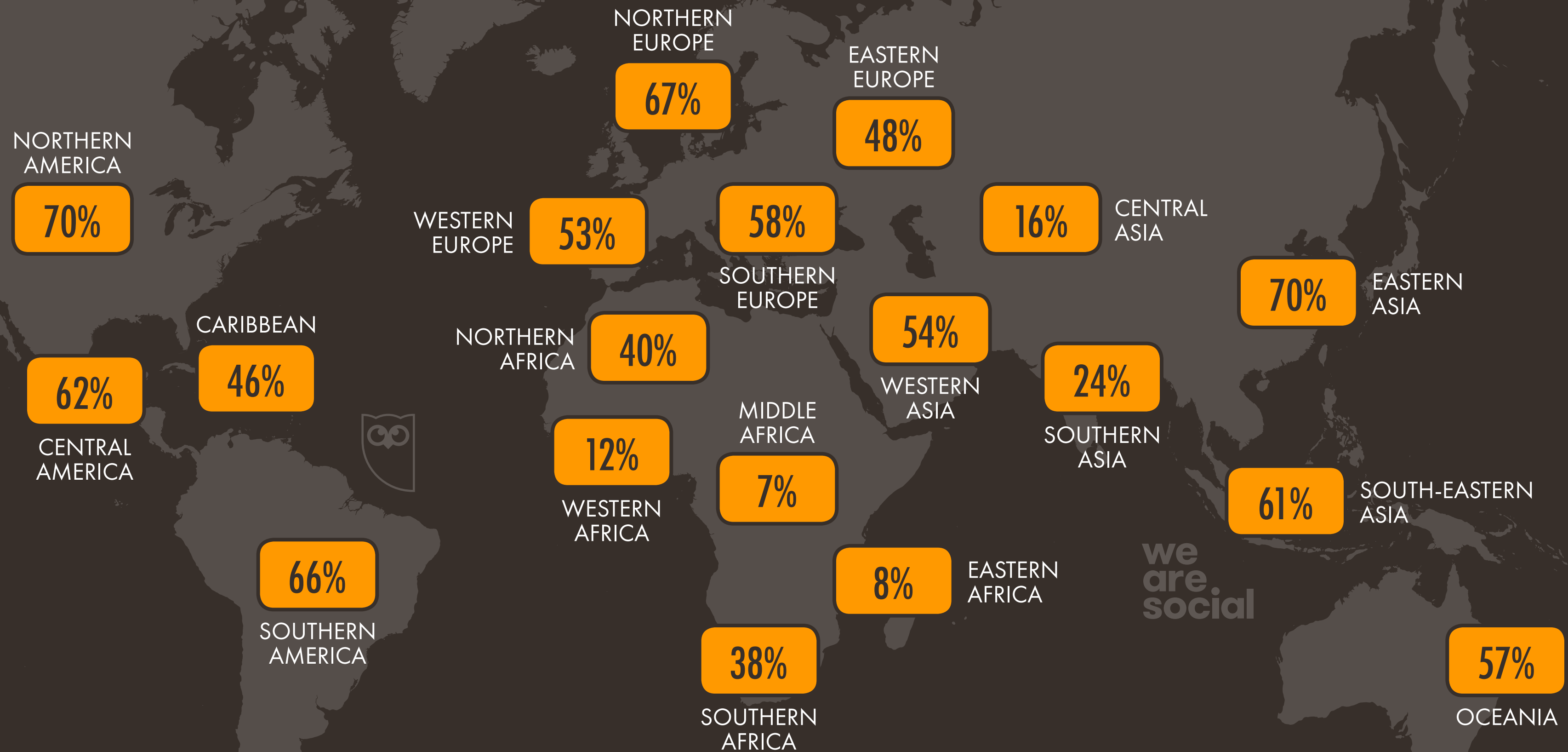
INTERNET USE BY REGION, COMPARING THE NUMBER OF INTERNET USERS TO TOTAL POPULATION (REGARDLESS OF AGE)



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SOCIAL MEDIA PENETRATION BY REGION

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE PLATFORMS IN EACH COUNTRY / TERRITORY, COMPARED TO TOTAL POPULATION

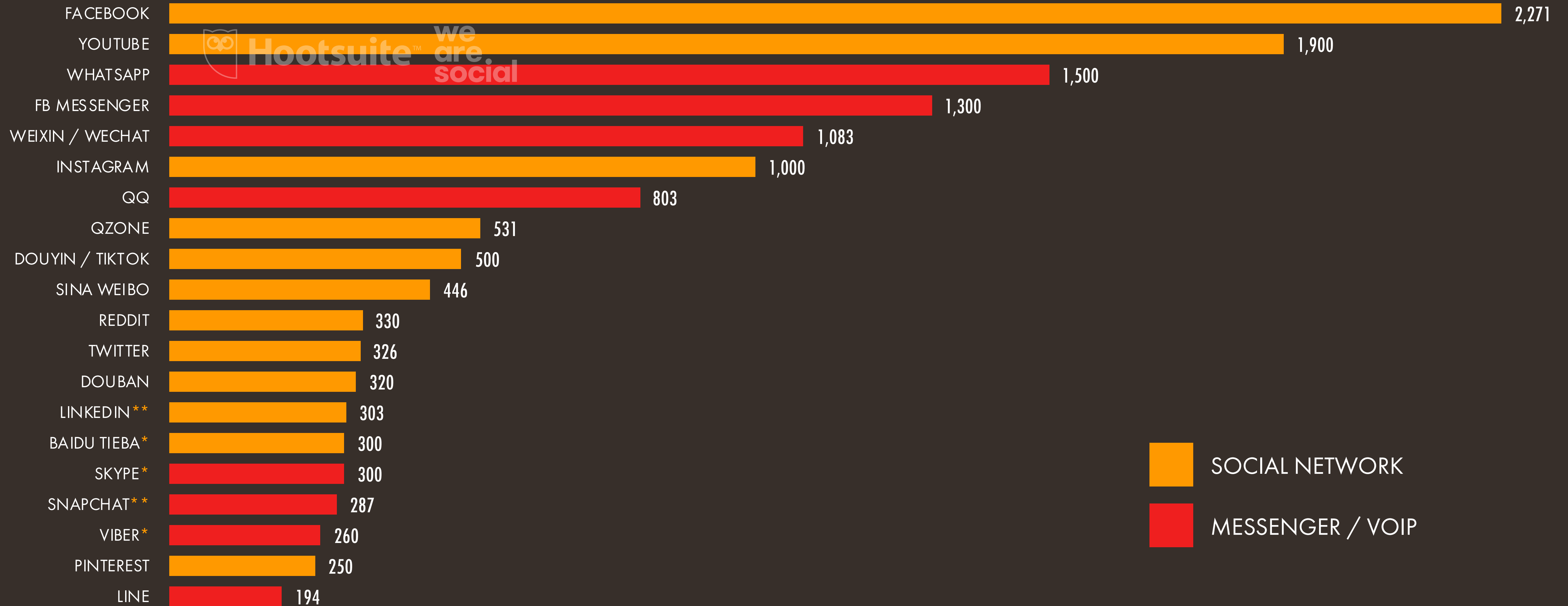


SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE BASED ON TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOScheme.

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SOCIAL PLATFORMS: ACTIVE USER ACCOUNTS

BASED ON MONTHLY ACTIVE USERS, USER ACCOUNTS, OR UNIQUE VISITORS TO EACH PLATFORM, IN MILLIONS

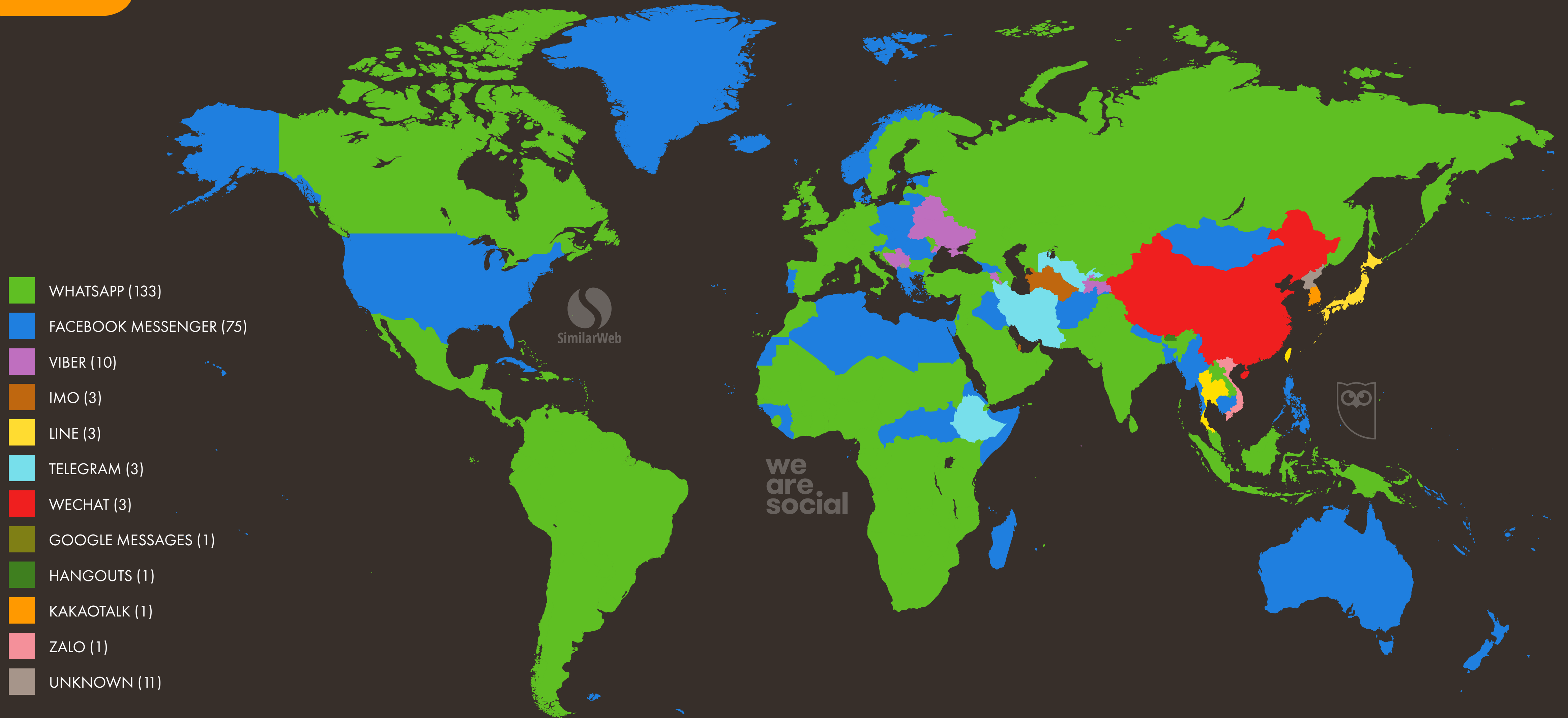


SOURCES: KEPIOS ANALYSIS; LATEST COMPANY EARNINGS RELEASES, PRESS RELEASES OR MEDIA STATEMENTS; REPORTS IN REPUTABLE MEDIA (ALL UP TO JAN 2019). ***ADVISORY:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES MAY BE LESS RELIABLE. ****NOTES:** THESE PLATFORMS DO NOT PUBLISH MAU DATA. LINKEDIN FIGURE IS BASED ON MONTHLY UNIQUE WEBSITE VISITORS IN DEC 2018, VIA SIMILARWEB. SNAPCHAT FIGURE EXTRAPOLATED FROM DATA REPORTED IN TECHCRUNCH (JUN 2017).

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TOP SOCIAL MESSENGERS AROUND THE WORLD

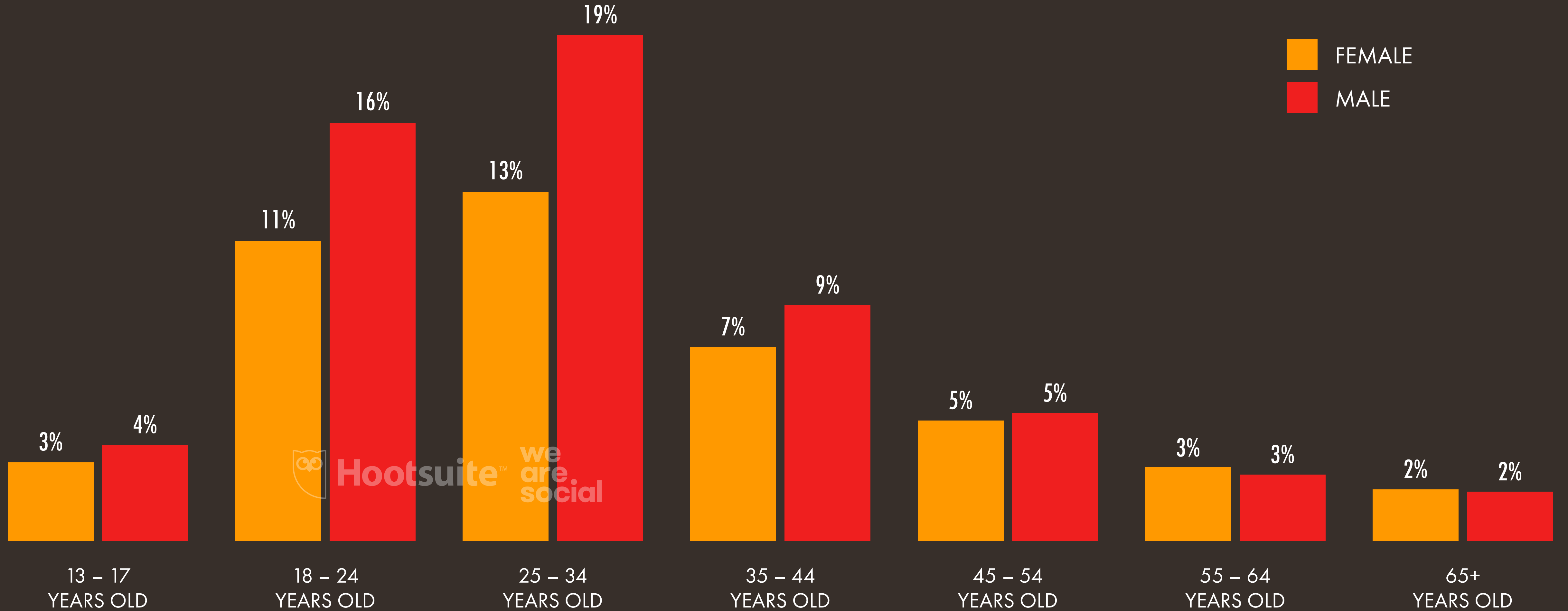
THE MOST POPULAR MESSENGER APP BY COUNTRY / TERRITORY IN DECEMBER 2018



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SOCIAL MEDIA AUDIENCE PROFILE

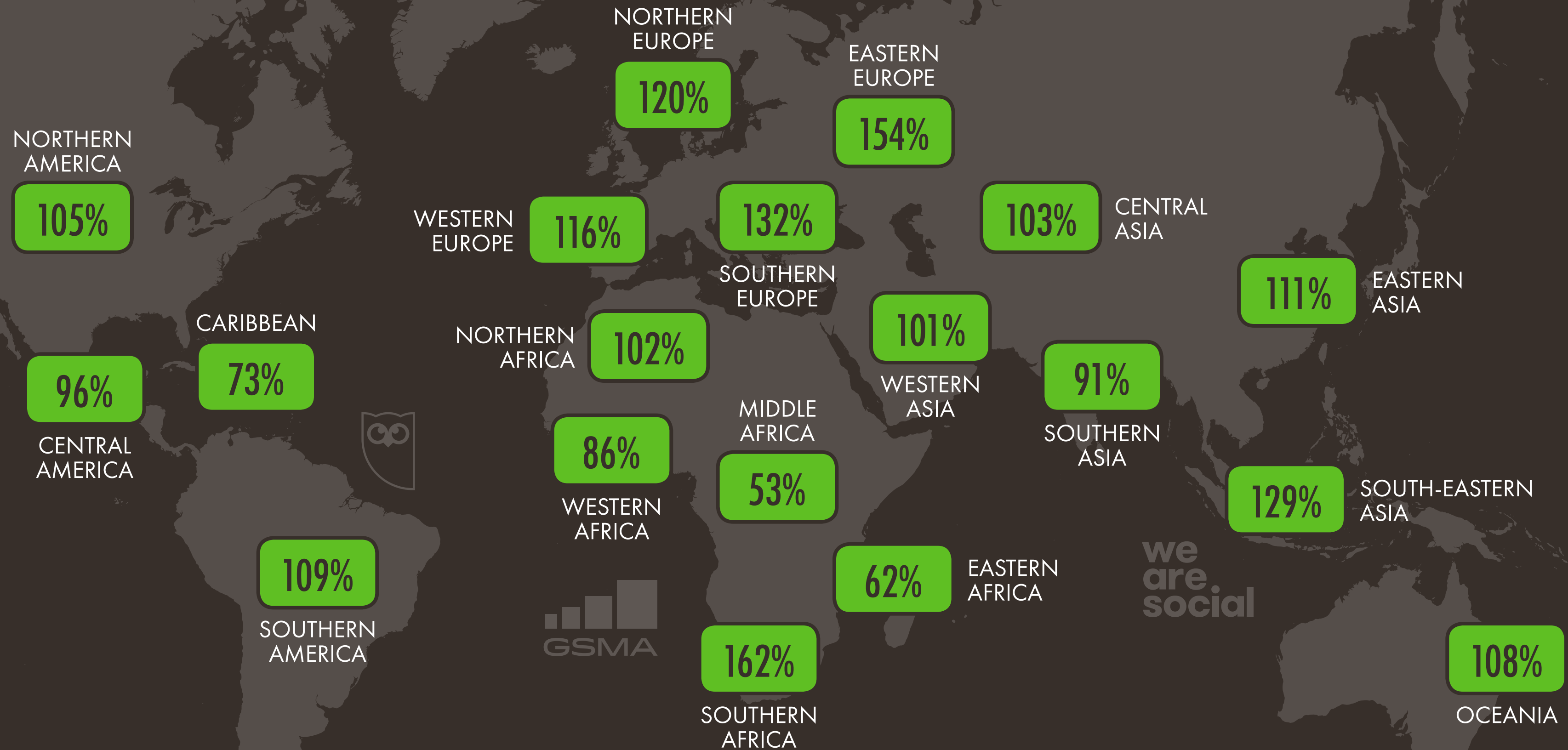
BASED ON THE COMBINED ADVERTISING AUDIENCES OF FACEBOOK, INSTAGRAM, AND FACEBOOK MESSENGER



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MOBILE CONNECTIVITY BY REGION

THE NUMBER OF MOBILE SUBSCRIPTIONS COMPARED TO TOTAL POPULATION (NOTE: NOT UNIQUE USERS)



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



TOTAL
POPULATION



211.6
MILLION

URBANISATION:

87%

MOBILE
SUBSCRIPTIONS



215.2
MILLION

vs. POPULATION:

102%

INTERNET
USERS



149.1
MILLION

PENETRATION:

70%

ACTIVE SOCIAL
MEDIA USERS



140.0
MILLION

PENETRATION:

66%

MOBILE SOCIAL
MEDIA USERS



130.0
MILLION

PENETRATION:

61%



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ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



TOTAL
POPULATION



+0.7%

JAN 2018 – JAN 2019

+2 MILLION

MOBILE
SUBSCRIPTIONS



-2.9%

JAN 2018 – JAN 2019

-6 MILLION

INTERNET
USERS



+7.2%

JAN 2018 – JAN 2019

+10 MILLION

ACTIVE SOCIAL
MEDIA USERS



+7.7%

JAN 2018 – JAN 2019

+10 MILLION

MOBILE SOCIAL
MEDIA USERS



+8.3%

JAN 2018 – JAN 2019

+10 MILLION



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OVERVIEW: POPULATION & ECONOMY

ESSENTIAL DEMOGRAPHIC AND ECONOMIC INDICATORS



TOTAL
POPULATION



211.6
MILLION

FEMALE
POPULATION



50.9%

MALE
POPULATION



49.1%

ANNUAL CHANGE
IN POPULATION SIZE



+0.7%

MEDIAN
AGE



33.5

URBAN
POPULATION



87%

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



\$15,484

OVERALL LITERACY
(ADULTS AGED 15+)



92%

FEMALE LITERACY
(ADULTS AGED 15+)



92%

MALE LITERACY
(ADULTS AGED 15+)



92%



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DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION* THAT USES EACH KIND OF DEVICE [SURVEY-BASED]



MOBILE PHONE
(ANY TYPE)



89%

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SMART
PHONE



67%



LAPTOP OR DESKTOP
COMPUTER



38%

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TABLET
DEVICE



15%

TELEVISION
(ANY KIND)



95%



DEVICE FOR STREAMING
INTERNET CONTENT TO TV



7%

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E-READER
DEVICE



2%



WEARABLE
TECH DEVICE



2%

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TIME SPENT WITH MEDIA

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



AVERAGE DAILY TIME
SPENT USING THE
INTERNET VIA ANY DEVICE



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9H 29M

AVERAGE DAILY TIME
SPENT USING SOCIAL
MEDIA VIA ANY DEVICE



global
web
index

3H 34M

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



3H 26M

AVERAGE DAILY TIME
SPENT LISTENING TO
STREAMING MUSIC



1H 19M



INTERNET USE

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INTERNET USE: DEVICE PERSPECTIVE

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



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



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social

149.1
MILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



global
web
index

70%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

139.4
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE
OF TOTAL POPULATION



66%

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INTERNET USERS: DIFFERENT PERSPECTIVES

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



INTERNET
WORLD STATS



149.1
MILLION

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



128.8
MILLION

WORLD
BANK



128.8
MILLION

CIA WORLD
FACTBOOK



122.8
MILLION

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FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)



EVERY
DAY



85%

AT LEAST ONCE
PER WEEK



9%

AT LEAST ONCE
PER MONTH



5%

LESS THAN ONCE
PER MONTH



1%

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INTERNET CONNECTION SPEEDS

AVERAGE DOWNLOAD SPEEDS FOR MOBILE AND FIXED INTERNET CONNECTIONS, WITH YEAR-ON-YEAR COMPARISON



AVERAGE SPEED OF
MOBILE INTERNET
CONNECTIONS



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21.16
MBPS

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



+29%

AVERAGE SPEED OF
FIXED INTERNET
CONNECTIONS



29.99
MBPS

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



+68%

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SIMILARWEB'S TOP WEBSITES

RANKING OF WEBSITES BY AVERAGE MONTHLY TRAFFIC



#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM.BR	SEARCH	2,374,200,000	09M 29S	7.3
02	GOOGLE.COM	SEARCH	2,096,400,000	09M 06S	8.6
03	YOUTUBE.COM	TV & VIDEO	1,426,000,000	22M 28S	9.3
04	FACEBOOK.COM	SOCIAL	1,394,000,000	12M 29S	11.1
05	GLOBO.COM	NEWS	633,200,000	08M 22S	4.0
06	UOL.COM.BR	NEWS	493,600,000	10M 27S	5.8
07	WHATSAPP.COM	COMMUNICATION	328,100,000	02M 55S	2.0
08	MERCADOLIVRE.COM.BR	SHOPPING	296,400,000	06M 58S	8.8
09	LIVE.COM	EMAIL	282,200,000	08M 04S	9.8
10	XVIDEOS.COM	ADULT	254,900,000	11M 57S	10.0

SOURCE: SIMILARWEB (JANUARY 2019). FIGURES BASED ON MONTHLY AVERAGES FOR Q4 2018. **NOTES:** 'MONTHLY TRAFFIC' DOES NOT REPRESENT UNIQUE VISITORS. 'TIME PER VISIT' FIGURES REPRESENT THE AVERAGE DURATION OF USERS' VISITS, MEASURED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

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ALEXA'S TOP WEBSITES

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



#	WEBSITE	TIME / DAY	PAGES / VISIT	#	WEBSITE	TIME / DAY	PAGES / VISIT
01	GOOGLE.COM	07M 42S	9.54	11	BLOGSPOT.COM	03M 07S	2.43
02	YOUTUBE.COM	08M 47S	5.02	12	WIKIPEDIA.ORG	04M 15S	3.15
03	GOOGLE.COM.BR	07M 06S	8.43	13	INSTAGRAM.COM	05M 47S	3.86
04	FACEBOOK.COM	09M 43S	4.03	14	WHATSAPP.COM	02M 30S	1.27
05	MERCADOLIVRE.COM.BR	10M 03S	9.20	15	TWITTER.COM	06M 23S	3.21
06	GLOBO.COM	08M 17S	3.38	16	XVIDEOS.COM	14M 42S	10.70
07	LIVE.COM	03M 53S	3.76	17	OLX.COM.BR	13M 59S	9.42
08	UOL.COM.BR	08M 48S	3.38	18	METROPOLES.COM	03M 38S	3.28
09	NETFLIX.COM	02M 04S	1.79	19	AMERICANAS.COM.BR	05M 04S	3.95
10	YAHOO.COM	04M 01S	3.60	20	CAIXA.GOV.BR	06M 30S	4.20

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TOP GOOGLE SEARCH QUERIES IN 2018

BASED ON SEARCHES THROUGHOUT 2018



#	SEARCH QUERY	INDEX
01	FACEBOOK	100
02	TEMPO	56
03	YOUTUBE	49
04	GOOGLE	47
05	CLIMA	44
06	BRASIL	42
07	GLOBO	40
08	TRADUTOR	38
09	HOTMAIL	34
10	PREVISÃO DO TEMPO	33

#	SEARCH QUERY	INDEX
11	FACEBOOK ENTRAR	26
12	VIVO	25
13	FRASES	24
14	WHATSAPP	22
15	OLX	22
16	UOL	20
17	MERCADO LIVRE	19
18	CAIXA	19
19	JOGOS	18
20	GMAIL	16

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CONTENT STREAMING ACTIVITIES

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



WATCH VIDEOS
ONLINE



98%

STREAM TV CONTENT
VIA THE INTERNET



73%

PLAY GAMES STREAMED
LIVE VIA THE INTERNET



16%

WATCH LIVE STREAMS OF
OTHERS PLAYING GAMES



19%

WATCH E-SPORTS
TOURNAMENTS



13%



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USE OF INTERNET TECHNOLOGIES

PERCENTAGE OF INTERNET USERS THAT USE EACH TOOL OR SERVICE EACH MONTH



VOICE SEARCH OR
VOICE COMMANDS



we
are
social

34%

RIDE-HAILING
SERVICES



global
web
index

45%

AD-BLOCKING
TOOLS



45%

VIRTUAL PRIVATE
NETWORK (VPN)



29%



SOCIAL MEDIA USE

JAN
2019

SOCIAL MEDIA OVERVIEW

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



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



140.0
MILLION

ACTIVE SOCIAL MEDIA
USERS AS A PERCENTAGE
OF TOTAL POPULATION



66%

TOTAL NUMBER OF ACTIVE
SOCIAL USERS ACCESSING
VIA MOBILE DEVICES



130.0
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



61%

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SOCIAL MEDIA BEHAVIOURS

HOW INTERNET USERS ENGAGE WITH SOCIAL MEDIA [SURVEY BASED]



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



100%



ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH



81%



AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA



3H 34M



AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*



9.4



PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES

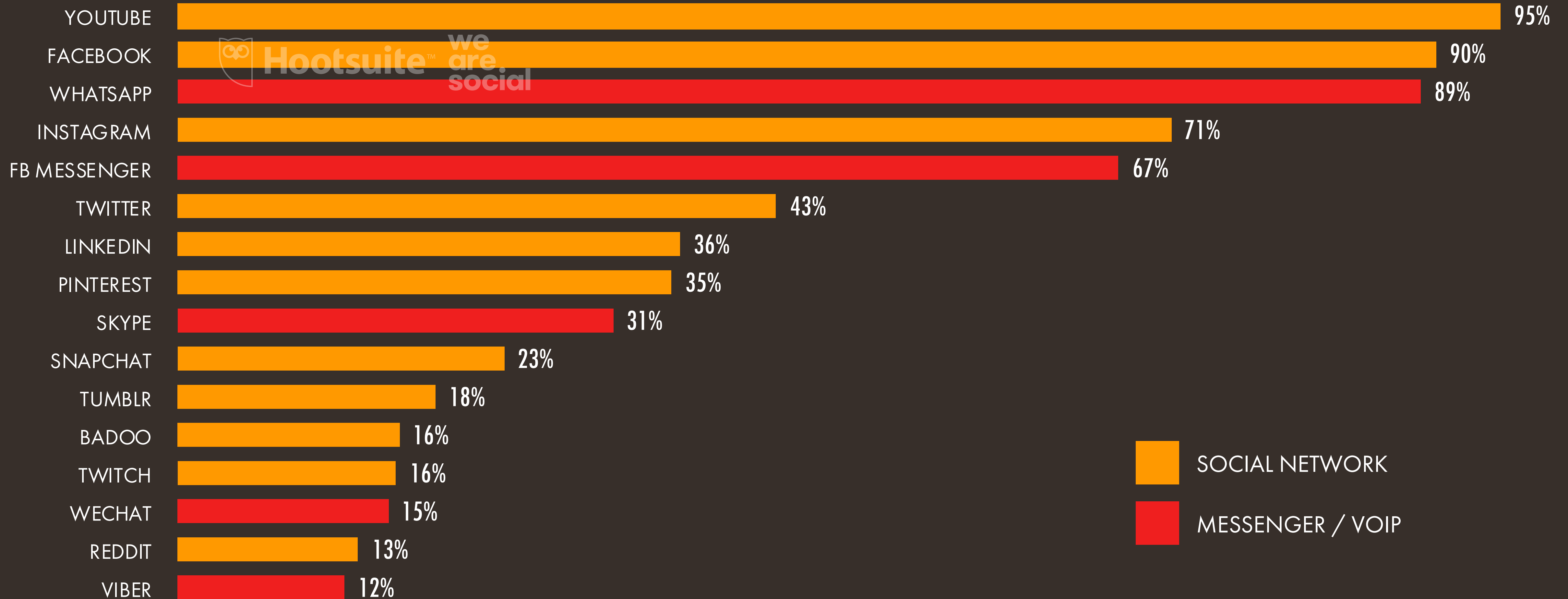


29%

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MOST ACTIVE SOCIAL MEDIA PLATFORMS

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



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SOCIAL MEDIA ADVERTISING AUDIENCES

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



TOTAL ADVERTISING
AUDIENCE ON FACEBOOK
(MONTHLY ACTIVE USERS)



130.0
MILLION

FEMALE 53%
MALE 47%

TOTAL ADVERTISING
AUDIENCE ON INSTAGRAM
(MONTHLY ACTIVE USERS)



69.00
MILLION

FEMALE 59%
MALE 41%

TOTAL ADVERTISING
AUDIENCE ON TWITTER
(MONTHLY ACTIVE USERS)



8.57
MILLION

FEMALE 34%
MALE 66%

TOTAL ADVERTISING
AUDIENCE ON SNAPCHAT
(MONTHLY ACTIVE USERS)



9.90
MILLION

FEMALE 71%
MALE 26%

TOTAL ADVERTISING
AUDIENCE ON LINKEDIN
(REGISTERED MEMBERS)



35.00
MILLION

FEMALE 47%
MALE 53%



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SOCIAL MEDIA AUDIENCES: QUARTERLY GROWTH

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



QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON FACEBOOK
(MONTHLY ACTIVE USERS)



we
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0%

QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON INSTAGRAM
(MONTHLY ACTIVE USERS)



+6.2%

QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON TWITTER
(MONTHLY ACTIVE USERS)



we
are
social

+1.0%

QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON SNAPCHAT
(MONTHLY ACTIVE USERS)



-20%

QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON LINKEDIN
(REGISTERED MEMBERS)

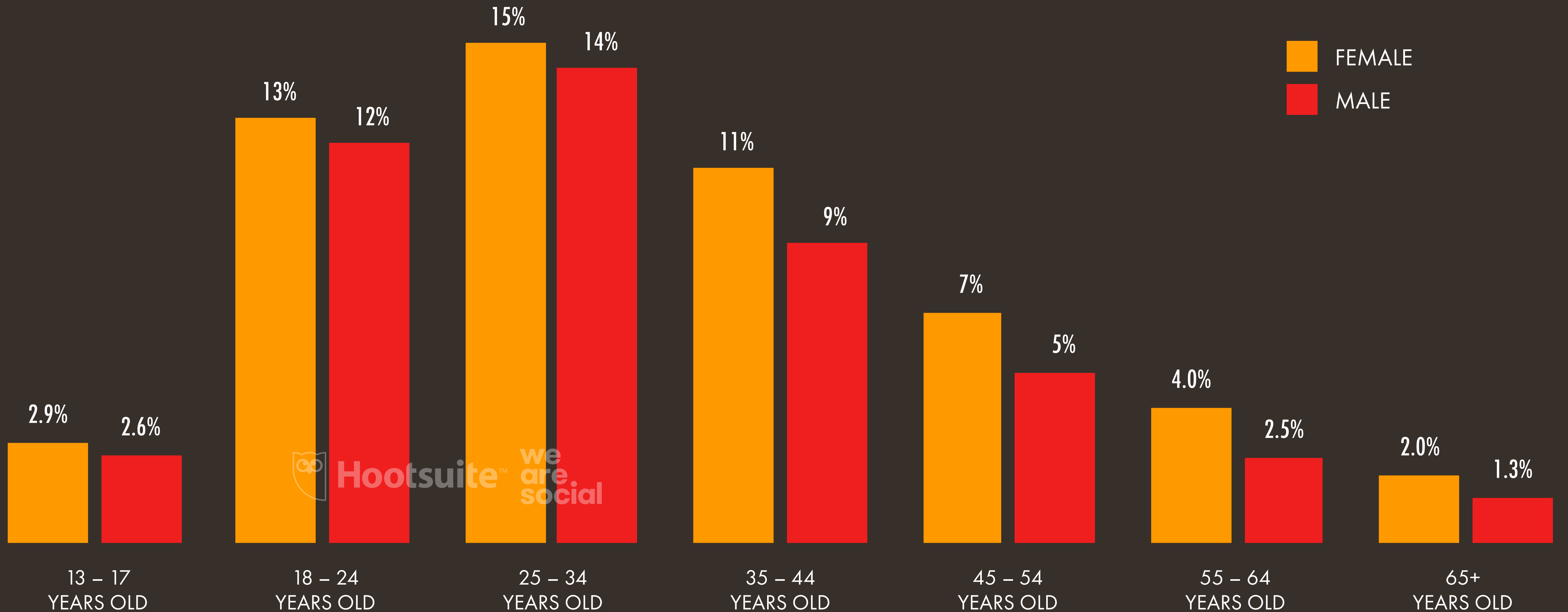


+2.9%

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SOCIAL MEDIA AUDIENCE PROFILE

BASED ON THE COMBINED ADVERTISING AUDIENCES OF FACEBOOK, INSTAGRAM, AND FACEBOOK MESSENGER



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FACEBOOK AUDIENCE OVERVIEW

BASED ON FACEBOOK'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



we
are
social

130.0
MILLION

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON FACEBOOK



75%

QUARTER-ON-
QUARTER GROWTH
IN FACEBOOK
ADVERTISING REACH



we
are
social

0%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



53%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*



47%

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FACEBOOK ACTIVITY FREQUENCY

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



NUMBER OF
FACEBOOK PAGES
LIKED (LIFETIME)



1

FEMALE

2

MALE

1

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



17

FEMALE

20

MALE

13

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



9

FEMALE

14

MALE

5

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



2

FEMALE

3

MALE

1

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



11

FEMALE

14

MALE

9



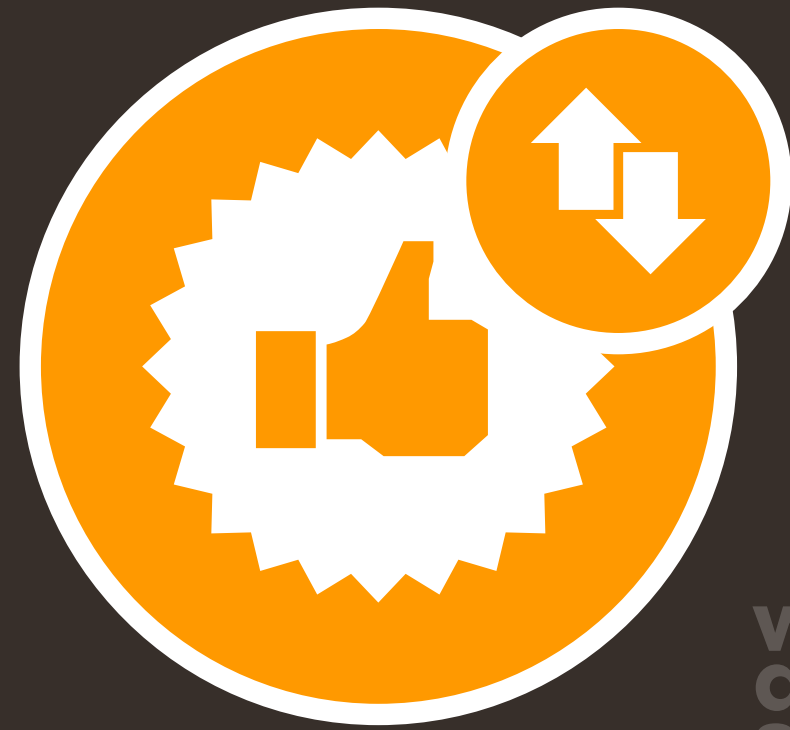
JAN
2019

FACEBOOK PAGE REACH BENCHMARKS

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



AVERAGE MONTHLY
CHANGE IN PAGE LIKES



we
are
social

+0.15%

AVERAGE POST REACH
vs. PAGE LIKES



locowise

8.5%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



locowise

5.9%

PERCENTAGE OF PAGES
USING PAID MEDIA



locowise

27%

AVERAGE PAID REACH
vs. TOTAL REACH



28%

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2019

FACEBOOK ENGAGEMENT BENCHMARKS

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



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



4.22%

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



6.74%

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



4.82%

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



4.23%

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



2.17%



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2019

INSTAGRAM AUDIENCE OVERVIEW

BASED ON INSTAGRAM'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



we
are
social

69.00
MILLION

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON INSTAGRAM



40%

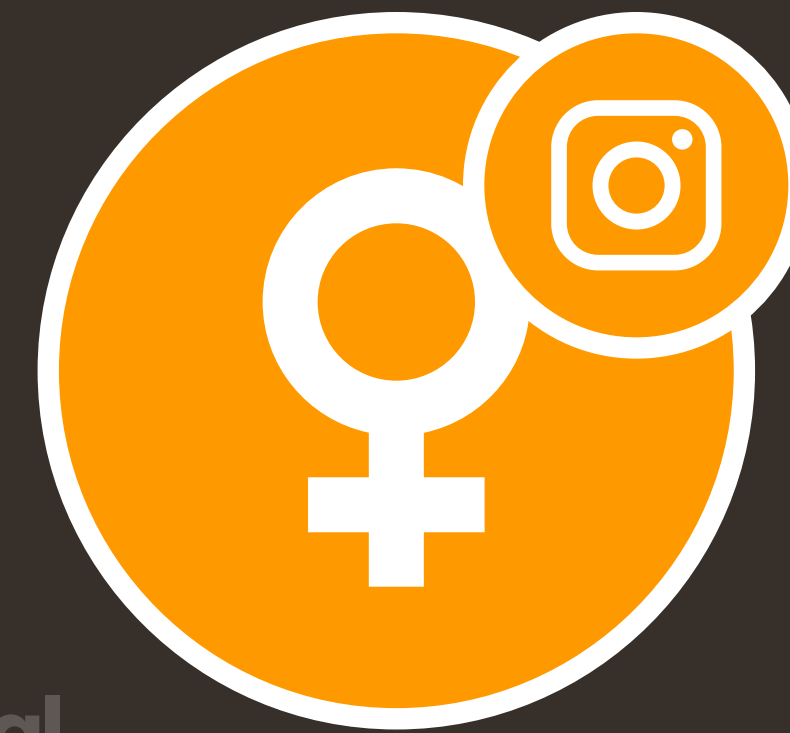
QUARTER-ON-
QUARTER GROWTH
IN INSTAGRAM
ADVERTISING REACH



we
are
social

+6.2%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



59%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*



41%

JAN
2019

TWITTER AUDIENCE OVERVIEW

BASED ON TWITTER'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



8.57
MILLION

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON TWITTER



5.0%

QUARTER-ON-
QUARTER GROWTH
IN TWITTER
ADVERTISING REACH



+1.0%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS FEMALE*



34%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS MALE*



66%

JAN
2019

SNAPCHAT AUDIENCE OVERVIEW

BASED ON SNAPCHAT'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



we
are
social

9.90
MILLION

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON SNAPCHAT



5.7%

QUARTER-ON-
QUARTER GROWTH
IN SNAPCHAT
ADVERTISING REACH



we
are
social

-20%

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS FEMALE*



71%

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS MALE*



26%

JAN
2019

LINKEDIN AUDIENCE OVERVIEW

BASED ON LINKEDIN'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



we
are
social

35.00
MILLION

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



23%

QUARTER-ON-
QUARTER GROWTH
IN LINKEDIN
ADVERTISING REACH



we
are
social

+2.9%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS FEMALE*



47%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS MALE*



53%

JAN
2019

TOP YOUTUBE SEARCH QUERIES IN 2018

BASED ON SEARCHES ON THE YOUTUBE PLATFORM THROUGHOUT 2018



#	SEARCH QUERY	INDEX
01	MC	100
02	MÚSICA	61
03	FILME	60
04	MUSICA	57
05	FUNK	45
06	MUSICAS	36
07	GALINHA PINTADINHA	33
08	AO VIVO	30
09	FILMES	27
10	DESENHO	25

#	SEARCH QUERY	INDEX
11	MINECRAFT	20
12	PEPPA	17
13	MÚSICAS	16
14	FELIPE NETO	14
15	RAP	14
16	SERTANEJO	14
17	GTA	14
18	PEPPA PIG	13
19	GOSPEL	12
20	FREE FIRE	12



MOBILE USE

JAN
2019

MOBILE CONNECTIONS BY TYPE

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



TOTAL NUMBER
OF MOBILE
CONNECTIONS



215.2
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



102%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



63%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



37%

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



89%

we
are
social

GSMA



GSMA

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2019

MOBILE CONNECTIVITY INDEX

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



OVERALL COUNTRY
INDEX SCORE



64.76

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



61.94

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AFFORDABILITY OF
DEVICES & SERVICES



48.63

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



77.59

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



75.25

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100



JAN
2019

MOBILE ACTIVITIES

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



PERCENTAGE OF
INTERNET USERS USING
MOBILE MESSENGERS



we
are
social

91%

PERCENTAGE OF
INTERNET USERS WATCHING
VIDEOS ON MOBILE



global
web
index

92%

PERCENTAGE OF
INTERNET USERS PLAYING
GAMES ON MOBILE



65%

PERCENTAGE OF
INTERNET USERS USING
MOBILE BANKING



global
web
index

61%

PERCENTAGE OF
INTERNET USERS USING
MOBILE MAP SERVICES



77%

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2019

MOBILE APPS: INSTALLS vs. USAGE

A CLOSER LOOK AT THE NUMBER OF APPS DOWNLOADED AND INSTALLED, COMPARED TO THE NUMBER OF APPS USED



NUMBER OF MOBILE APPS DOWNLOADED DURING FULL YEAR 2018



we are social

7.292
BILLION

TOTAL CONSUMER SPENDING ON MOBILE APPS DURING 2018 (U.S. DOLLARS)



App Annie

\$528.6
MILLION

AVERAGE NUMBER OF APPS INSTALLED PER SMARTPHONE DEVICE



Hootsuite

74

AVERAGE NUMBER OF MOBILE APPS USED PER MONTH PER SMARTPHONE



34

JAN
2019

MOBILE APP RANKINGS: ACTIVE USERS

RANKINGS OF TOP MOBILE APPS AND GAMES BY AVERAGE MONTHLY ACTIVE USERS THROUGHOUT 2018



RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	DEVELOPER
01	WHATSAPP MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	INSTAGRAM	FACEBOOK
05	UBER	UBER TECHNOLOGIES
06	NETFLIX	NETFLIX
07	SPOTIFY	SPOTIFY
08	WAZE	GOOGLE
09	MERCADOLIBRE	MERCADOLIBRE
10	BANCO DO BRASIL	BANCO DO BRASIL

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	APP NAME	DEVELOPER
01	FREE FIRE	SEA
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	HELIX JUMP	VOODOO
04	CARTOLA FC OFICIAL	GRUPO GLOBO
05	CLASH ROYALE	SUPERCCELL
06	SUBWAY SURFERS	KILOO
07	FARM HEROES SAGA	ACTIVISION BLIZZARD
08	POKÉMON GO	NIANTIC
09	CANDY CRUSH SODA SAGA	ACTIVISION BLIZZARD
10	POU	ZAKEH

JAN
2019

MOBILE APP RANKINGS: DOWNLOADS

RANKINGS OF TOP MOBILE APPS AND GAMES BY THE NUMBER OF DOWNLOADS IN 2018



RANKING OF MOBILE APPS BY DOWNLOADS

#	APP NAME	DEVELOPER
01	FACEBOOK MESSENGER	FACEBOOK
02	WHATSAPP MESSENGER	FACEBOOK
03	FACEBOOK	FACEBOOK
04	INSTAGRAM	FACEBOOK
05	UBER	UBER TECHNOLOGIES
06	NETFLIX	NETFLIX
07	VIGO VIDEO	TOUTIAO
08	MERCADOLIBRE	MERCADOLIBRE
09	SPOTIFY	SPOTIFY
10	99TAXIS	XIAOJU

RANKING OF MOBILE GAMES BY DOWNLOADS

#	APP NAME	DEVELOPER
01	FREE FIRE	SEA
02	HELIX JUMP	VOODOO
03	SUBWAY SURFERS	KILOO
04	PUBG MOBILE	TENCENT
05	POU	ZAKEH
06	RISE UP	SERKAN OZYILMAZ
07	LOVE BALLS	SUPERTAPX
08	SLITHER.IO	LOWTECH STUDIOS
09	SNIPER 3D ASSASSIN	TFG CO
10	KICK THE BUDDY	PLAYGENDARY

JAN
2019

MOBILE APP RANKINGS: REVENUE

RANKINGS OF TOP MOBILE APPS AND GAMES BY TOTAL REVENUE GENERATED IN 2018



RANKING OF MOBILE APPS BY REVENUE

#	APP NAME	DEVELOPER
01	NETFLIX	NETFLIX
02	TINDER	INTERACTIVECORP (IAC)
03	PLAYKIDS	NASPERS
04	GLOBO PLAY	GRUPO GLOBO
05	DEEZER	DEEZER
06	GOOGLE DRIVE	GOOGLE
07	HAPPN	HAPPN
08	WHITEBOOK	PEBMED
09	LINKEDIN	MICROSOFT
10	SING! BY SMULE	SMULE

RANKING OF MOBILE GAMES BY REVENUE

#	APP NAME	DEVELOPER
01	FREE FIRE	SEA
02	CLASH ROYALE	SUPERCCELL
03	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
04	POKÉMON GO	NIANTIC
05	LORDS MOBILE	IGG
06	CLASH OF CLANS	SUPERCCELL
07	CANDY CRUSH SODA SAGA	ACTIVISION BLIZZARD
08	PRAIA BINGO	PIPA
09	CLASH OF KINGS	ELEX TECHNOLOGY
10	MARVEL CONTEST OF CHAMPIONS	NETMARBLE



E-COMMERCE USE

JAN
2019

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



we
are
social

70%

HAS A
CREDIT CARD



27%

HAS A MOBILE
MONEY ACCOUNT



we
are
social

4.8%

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



18%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



22%

PERCENTAGE OF MEN
WITH A CREDIT CARD



we
are
social

33%

PERCENTAGE OF WOMEN
MAKING ONLINE TRANSACTIONS



15%

PERCENTAGE OF MEN
MAKING ONLINE TRANSACTIONS



21%

JAN
2019

E-COMMERCE ACTIVITIES

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



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY



we
are
social

89%

VISITED AN ONLINE
RETAIL STORE ON THE
WEB (ANY DEVICE)



global
web
index

90%

PURCHASED A
PRODUCT OR SERVICE
ONLINE (ANY DEVICE)



68%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



global
web
index

50%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



45%

JAN
2019

E-COMMERCE SPEND BY CATEGORY

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



FASHION
& BEAUTY



\$5.016
BILLION

we
are
social

ELECTRONICS &
PHYSICAL MEDIA



\$3.883
BILLION

statista

FOOD &
PERSONAL CARE



\$1.223
BILLION



FURNITURE &
APPLIANCES



\$1.881
BILLION

TOYS, DIY
& HOBBIES



\$2.686
BILLION

statista

TRAVEL (INCLUDING
ACCOMMODATION)



\$19.14
BILLION



DIGITAL
MUSIC



\$194.0
MILLION

we
are
social

VIDEO
GAMES



\$686.0
MILLION

JAN
2019

E-COMMERCE GROWTH BY CATEGORY

ANNUAL CHANGE IN THE TOTAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES



FASHION
& BEAUTY



+13%

we
are
social

ELECTRONICS &
PHYSICAL MEDIA



+8.1%

statista

FOOD &
PERSONAL CARE



+15%



FURNITURE &
APPLIANCES



+12%

TOYS, DIY
& HOBBIES



+14%

statista

TRAVEL (INCLUDING
ACCOMMODATION)



+17%



DIGITAL
MUSIC



+9.6%

we
are
social

VIDEO
GAMES



+9.2%

JAN
2019

E-COMMERCE DETAIL: CONSUMER GOODS

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



TOTAL NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS VIA E-COMMERCE



119.1
MILLION

YEAR-ON-YEAR CHANGE

+2.6%

PENETRATION OF CONSUMER
GOODS E-COMMERCE
(TOTAL POPULATION)



56%

VALUE OF THE CONSUMER
GOODS E-COMMERCE MARKET
(TOTAL ANNUAL SALES REVENUE)



\$14.69
BILLION

YEAR-ON-YEAR CHANGE

+12%

AVERAGE ANNUAL REVENUE
PER USER OF CONSUMER
GOODS E-COMMERCE (ARPU)



\$123

YEAR-ON-YEAR CHANGE

+9.2%



statista

we
are
social

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2019

E-COMMERCE SPEND IN CONTEXT

COMPARING E-COMMERCE SPEND TO POINT-OF-SALE (P.O.S.) SPEND, WITH E-WALLET DETAIL



E-COMMERCE SPEND PER
CAPITA* IN U.S. DOLLARS



\$116

POINT-OF-SALE SPEND PER
CAPITA IN U.S. DOLLARS



\$3,746

E-COMMERCE SPEND AS
A SHARE OF RETAIL SPEND*



3.0%

E-WALLETS' SHARE OF
E-COMMERCE SPEND



13%

E-WALLETS' SHARE OF
POINT-OF-SALE SPEND



3.0%



we
are
social



we
are
social

JAN
2019

TOP GOOGLE SHOPPING QUERIES

BASED ON SEARCHES THROUGHOUT 2018



#	SEARCH QUERY	INDEX
01	MERCADO LIVRE	100
02	SAMSUNG	65
03	CELULAR	63
04	NIKE	60
05	IPHONE	57
06	AMERICANAS	48
07	CASAS BAHIA	43
08	ADIDAS	42
09	NOTEBOOK	34
10	MAGAZINE LUIZA	33

#	SEARCH QUERY	INDEX
11	GELADEIRA	32
12	BICICLETA	28
13	GUARDA ROUPA	27
14	TENIS FEMININO	25
15	FOGÃO	24
16	SOFA	22
17	J7	21
18	LOJAS AMERICANAS	20
19	PS4	19
20	SMART TV	19

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CONNECTED MONEY

UNDERSTANDING INTERNET USERS' ONLINE FINANCIAL ACTIVITIES

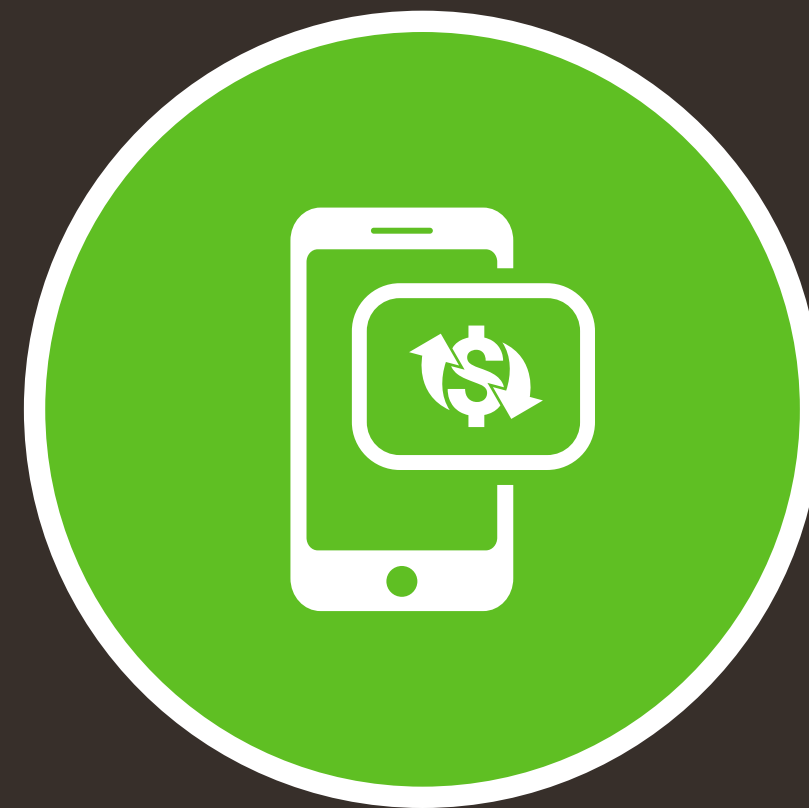


USE MOBILE
BANKING



61%

MAKE MOBILE
PAYMENTS



38%

PURCHASE ITEMS ONLINE
USING A MOBILE PHONE



45%

OWN SOME FORM
OF CRYPTOCURRENCY



8.2%

we
are
social





MORE INFORMATION

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



HOOTSUITE



WE ARE SOCIAL

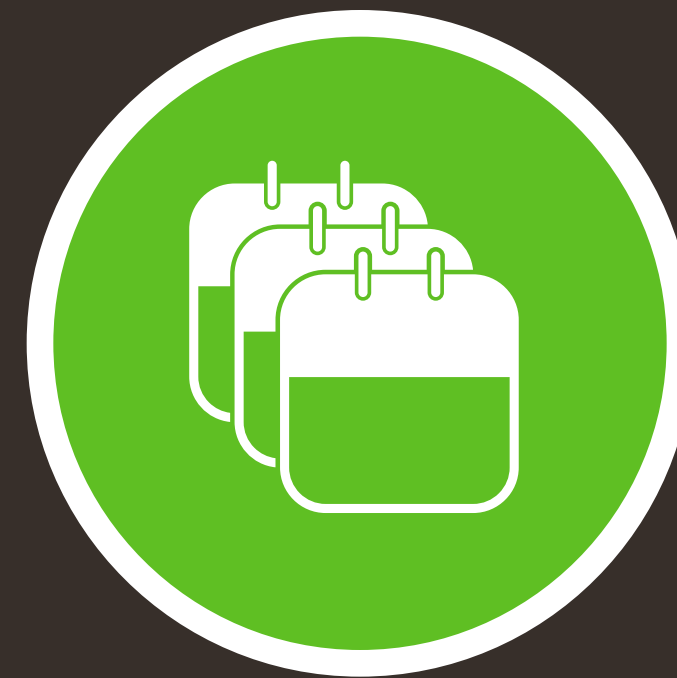
SPECIAL THANKS: GLOBALWEBINDEX



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



**90% GLOBAL
COVERAGE**



**ONGOING DATA COLLECTION
ACROSS 45 MARKETS**



**CROSS-DEVICE
COVERAGE**

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

SPECIAL THANKS: GSMA INTELLIGENCE

The logo for GSMA Intelligence, featuring the text "GSMA" in a small red font above the word "Intelligence" in a larger black font, all contained within a white circular background.

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

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

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

SPECIAL THANKS: STATISTA

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



**82% OF THE GLOBAL
INTERNET POPULATION**



**150 COUNTRIES
AND REGIONS**



**92% OF WORLDWIDE
ECONOMIC POWER**



**MORE THAN 30,000
INTERACTIVE STATISTICS**

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

SPECIAL THANKS: LOCOWISE



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



**CUSTOM REPORT
BUILDER WITH
OVER 300 METRICS**



**CAMPAIGN
ANALYSIS, TRACKING
AND REPORTING**



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



**PREDICTIVE
METRICS TO DRIVE
FUTURE STRATEGY**

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



SPECIAL THANKS: SIMILARWEB

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



**WEB
INTELLIGENCE**



**APP
INTELLIGENCE**



**GLOBAL
COVERAGE**



**GRANULAR
ANALYSIS**

Learn more about SimilarWeb at <http://www.similarweb.com>

SPECIAL THANKS: APP ANNIE

App Annie

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



**1 MILLION
REGISTERED USERS**



**BEST-IN-CLASS
DATA**



**COVERAGE ACROSS
150 COUNTRIES**



**UNPARALLELED
SERVICE & SUPPORT**

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

NOTES ON DATA SOURCES

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

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

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

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

INTERNET USERS: InternetWorldStats; ITU Statistics; World Bank DataBank; CIA World Factbook; Eurostat Data Explorer; Facebook's self-serve advertising tools; Techrasa; MidEastMedia.org; local government authorities and telecom regulatory bodies; reports in reputable media (all accessed January 2019). **Mobile Internet share** based on data from GlobalWebIndex (Q2 & Q3 2018)*, and extrapolations of data

reported in Facebook's self-serve advertising tools. **Internet connection speed** data from Ookla Speedtest (December 2018). **Time spent** on the internet from GlobalWebIndex (Q2 & Q3 2018)*. **World's top websites** from SimilarWeb (December 2018) and Alexa (30 days to 16 January 2019). **Google search** insights from Google Trends (data for full year 2018). Data on use of **voice search** and **ad blockers** from GlobalWebIndex (Q2 & Q3 2018)*. **Privacy concern** insights from Statista Global Consumer Survey 2018. **Content streaming** insights from GlobalWebIndex (Q2 & Q3 2018)*. **Internet use frequency** data from Google Consumer Barometer (accessed January 2018).

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

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

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

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

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

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

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

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

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

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

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

Similarly, reports of internet user numbers vary considerably between different sources. In part, this is because there are fewer commercial imperatives for governments and regulators to collect and publish regular internet user data. However, the user numbers published by social media platforms can be a useful proxy for the number of internet users in countries where no other reliable data are available, because all active social media users must have an active internet connection in order to access social media. These data are also more likely to be updated on a regular basis, as social media companies rely on this data to help sell their advertising products and services.

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

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

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

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

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