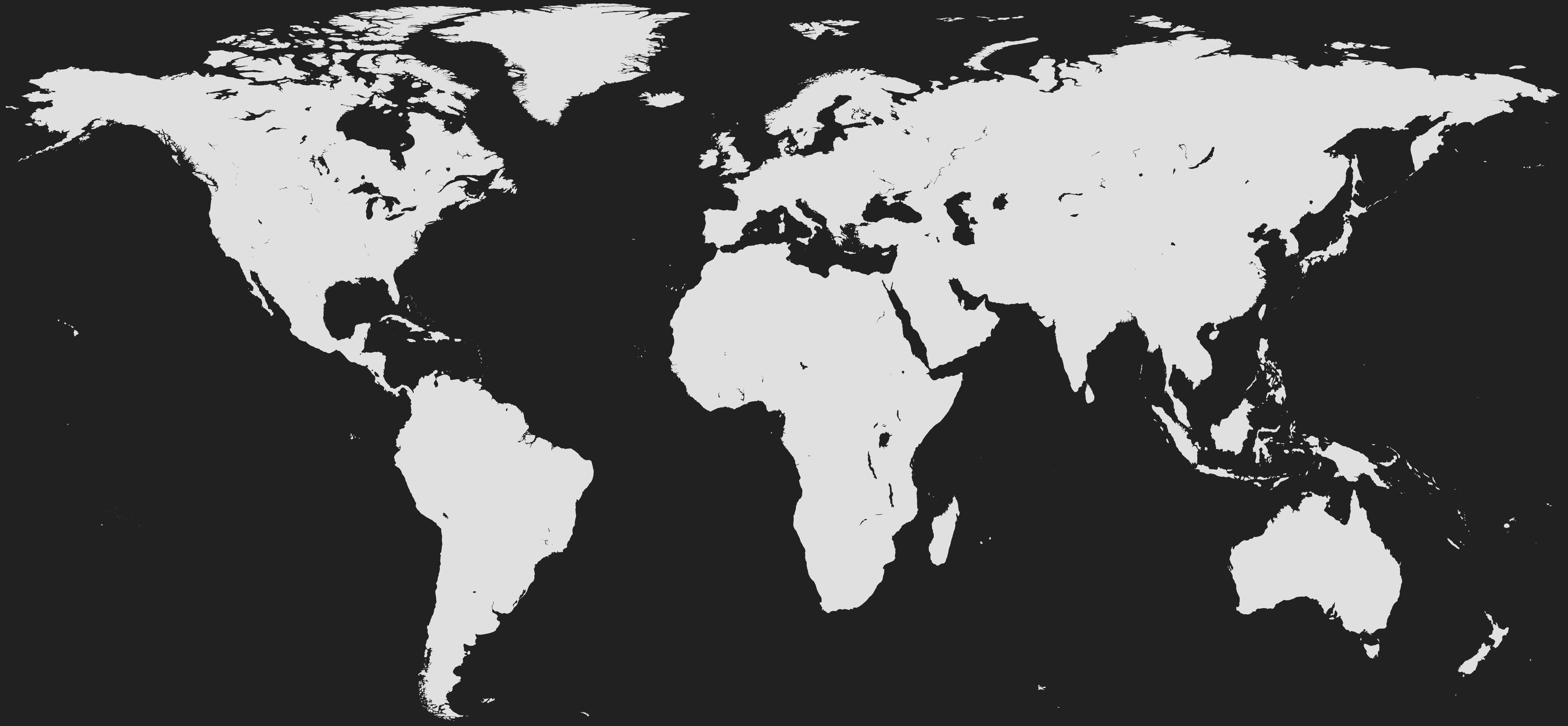

DIGITAL 2023

GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS

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THE CHANGING WORLD OF DIGITAL IN 2023

Over the past twelve months, the world's digital behaviours have shown some of the most profound changes we've seen in years, even compared with "the pandemic years". And in fact, our top story in this year's report doesn't relate to digital growth, but to an overall *decline* in the amount of time that each individual spends using the internet.

It's important to stress that this decline *doesn't* indicate that the internet is becoming less important in our lives, however. Rather, it suggests that people are becoming more purposeful in their use of digital technologies, and are prioritising the *quality* of their connected experiences over the quantity.

Despite the decline in overall time spent, however, people are actually spending more time than ever using social media, and in stark contradiction to the endless click-bait foretelling an imminent "demise" of social media, global user numbers continue to grow.

We've seen some important revisions in the advertising reach figures published by individual platforms though, so marketers will want to pay close attention to the latest numbers, to ensure they're making the best informed decisions. Moreover, we've got some great insights into how the audiences of each platform overlap, as well as what people are actually doing on these platforms.

For example, one of the most intriguing stories in that data is how social media's role in search is evolving, with ever more people turning to social platforms to find information and discover new things. There's been plenty of evolution in the world's broader search behaviours too, and some of those changes may come as a surprise.

The world isn't just going online to find information though, even if that remains the primary reason why people use the internet today. We're also spending more time than ever streaming content over the internet, more people than ever are buying things online, and we're also using an ever wider range of connected devices.

Mobile phones remain at the centre of the world's digital behaviours, with the typical user now spending more than five hours per day interacting with their smartphone. However, computers continue to play an essential role in the world's digital activities, and these devices still account for more than half of all connected time across countries in Northern America and Western Europe.

We've also seen some of the "hottest" digital trends cool over recent months, with rising economic challenges and a series of scandals unwinding much of the recent growth in areas such as cryptocurrencies and NFTs.

But with the latest trends revealing that internet users everywhere are becoming more *discerning* in their use of connected tech, we can expect all of these online behaviours to continue evolving during the course of 2023. Macroeconomic trends will likely have the most widespread influence, but the rise of technologies like generative AI may also have a profound impact on the ways we work, rest, and play online.

If you'd like to explore a more detailed analysis of this year's numbers, you'll find my complete Digital 2023 review in this article over on DataReportal, but click on to the next page here to start reading our biggest ever collection of digital stats and trends.

But with that, I'd like to wish you the very best of luck for your year in digital in 2023 – here's to more purposeful and discerning success for all of us.

Simon Kemp
Chief Analyst
DataReportal

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CLICK HERE TO READ OUR DIGITAL 2023 LOCAL COUNTRY HEADLINES REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD

FOR ADDITIONAL CONTEXT INTO HOW DIGITAL BEHAVIOURS HAVE EVOLVED THIS YEAR, CLICK HERE TO READ LAST YEAR'S DIGITAL 2022 GLOBAL OVERVIEW REPORT

CLICK THE LINKS BELOW TO READ OUR FULL SUITE OF GLOBAL DIGITAL 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	NORTH 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	CZECHIA	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NAURU	ST. HELENA	TAIWAN	ZIMBABWE

IMPORTANT NOTES ON COMPARING DATA

The findings published in this report use the latest data available at the time of production. This may include revised figures for historical data points that were not available when we produced previous reports in the Global Digital Reports series. From time to time, we may also change the data sources that we use to inform specific data points, and we may also change how we calculate certain values. Similarly, our data partners may change the ways in which they source, calculate, or report the data that they share with us. As a result, findings published in this report **may not correlate** with findings published in our previous reports, especially where such findings represent change over time (e.g. annual growth). Where we report figures for change over time, such figures will use the latest available data, so we recommend using the **values published in this report**, rather than trying to recalculate such values using data from previous reports. Wherever we're aware of the potential for historical mismatches, we've included a note on comparability in the footnotes of each relevant slide. Please read these advisories carefully to understand how data sources or calculations have changed since previous reports, and beware of making any comparisons with historical data. Where we report values for change over time as "[N/A]", the most recent data **do not correlate** with the equivalent data point(s) published in our previous reports, so we **strongly advise readers not to compare** the associated current figures with the equivalents published in previous reports. In particular, the social media platforms featured in this report regularly revise the figures that they report for advertising reach, and this may result in the latest numbers appearing to be lower than the values for the same data points published in previous reports in this series. However, these source data revisions **do not** necessarily imply any change in the overall active use of these platforms, and should not be interpreted as such. Furthermore, in addition to changes in data sources and calculations, please note that social media user numbers **may not** represent unique individuals. This is because some individuals may manage multiple social media accounts, and because some social media accounts may represent 'non-human' entities (e.g. businesses, animals, music bands, etc.). As a result, the figures we publish for social media users may **exceed** the figures that we publish for total population or for internet users. This may seem counter-intuitive, but such differences do not represent mistakes. For more information, please read our notes on data variance, mismatches, and curiosities: https://datareportal.com/notes-on-data.

REPORT CONTENTS

GLOBAL HEADLINES

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

TOTAL POPULATION	UNIQUE MOBILE PHONE USERS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
8.01 BILLION	5.44 BILLION	5.16 BILLION	4.76 BILLION
URBANISATION	vs. POPULATION	vs. POPULATION	vs. POPULATION
57.2%	68.0%	64.4%	59.4%

SOURCES: UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; APJII; IAMAI & KANTAR; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE NOTES ON DATA FOR FULL DETAILS.

DIGITAL GROWTH

CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME

TOTAL POPULATION	UNIQUE MOBILE PHONE USERS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
+0.8%	+3.2%	+1.9%	+3.0%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+67 MILLION	+168 MILLION	+98 MILLION	+137 MILLION

SOURCES: UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; APJII; IAMAI & KANTAR; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE NOTES ON DATA FOR FULL DETAILS.

Meltwater Insights

Global Overview

Our **2023 Marketing Trends** guide provides a glimpse at what the next generation of digital marketing has to offer.

Short-Form Video's Heyday

Short-form video is here to stay. And though what qualifies as "short" varies, easily-digestible video content remains a priority for social platforms.

Marketers: Now is the time to embrace short-form video and experiment with length and new platform features, especially as social commerce gains even more traction in 2023.

Goodbye Third-Party Cookies

The death of third-party cookies is imminent. Until then, marketers need to spend 2023 overhauling their performance metrics.

Expect widespread shifts to gathering first-party data and using contextual marketing. Understanding who your audience is, where they are active online, and how they interact with your brand across the web is going to be an important part of strategy building in 2023 and beyond.

Accessibility Visibility

Thanks in part to Gen-Z's love of subtitles, closed-captions are now a regular sight in short-form video content across the internet.

Social platforms are continuing to invest in those and other accessibility features, but there's still a long way to go. A 2022 Business Disability Forum survey of disabled consumers found that 42% of respondents couldn't complete an online purchase because of inaccessible websites or apps.

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THINK FORWARD 2023

FRAGMENTED FUTURES

Last year, we emerged from the pandemic into a new online landscape. IRL and URL life were already impossibly entangled, and much was on the horizon: metaverses in which to while away our days, NFTs to deck the walls of digital houses, crypto wallets for paying for goods and services in virtual malls. But this year, what was cracked has now shattered into many segmented realities. An accurate vision of the future is now less like looking through a telescope, more like looking through a kaleidoscope: it's coming through as several diverse fragments, not one single perspective.

In this fragmented space, online factions are carving out their own customs, niches, and territories – their own marginal worlds that have the power to become the mainstream.

On a social level, gone are the days of feeds clustered around friends and family – here are the days of For You Pages guided by individual interests. On a cultural level, gone is the universal watercooler chat dictated by shared popular culture – today's agenda is set by ever-more niche and transient corners of the internet. And on a personal level, identities are more layered and fluid than ever before, more like an 'avatar du jour' than a static understanding of self.

In the eighth issue of our annual report ***Think Forward***, we unpick the complex and ever-changing web of digital culture and behaviour, and explore the role brands can play in reflecting and shaping it.

FIND OUT MORE IN THINK FORWARD 2023 >

THE TRENDS

1. TEXTURED DISCOVERY
PEOPLE WANT SOCIAL TO BE LESS PRECISE AND MORE EXPLORATORY

2.COLLAPSING NARRATIVES
STORYTELLING IS NO LONGER LINEAR NOR FOLLOWING ESTABLISHED STRUCTURES

3. MARGIN-CHASERS
ON SOCIAL, EXTREME BEHAVIOUR IS SEEN AS MORE AUTHENTIC, GAINING TRACTION AND CUTTING THROUGH

4. NEW COOPERATIVES
THE CULT OF THE INDIVIDUAL HAS GIVEN WAY TO LESS EGO-DRIVEN COMMUNITIES

5. EXPANDING IDENTITIES
VIRTUAL WORLDS ARE MAKING ONLINE IDENTITY MORE FLEXIBLE AND EXPANSIVE

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POPULATION ESSENTIALS

JAN 2023

POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS

GLOBAL OVERVIEW

TOTAL POPULATION	FEMALE POPULATION	MALE POPULATION	YEAR-ON-YEAR CHANGE IN TOTAL POPULATION	MEDIAN AGE OF THE POPULATION
8.01 BILLION	49.7%	50.3%	+0.8% +67 MILLION	30.4

URBAN POPULATION	POPULATION DENSITY (PEOPLE PER KM^2)	OVERALL LITERACY (ADULTS AGED 15+)	FEMALE LITERACY (ADULTS AGED 15+)	MALE LITERACY (ADULTS AGED 15+)
57.2%	61.6	86.7%	83.3%	90.1%

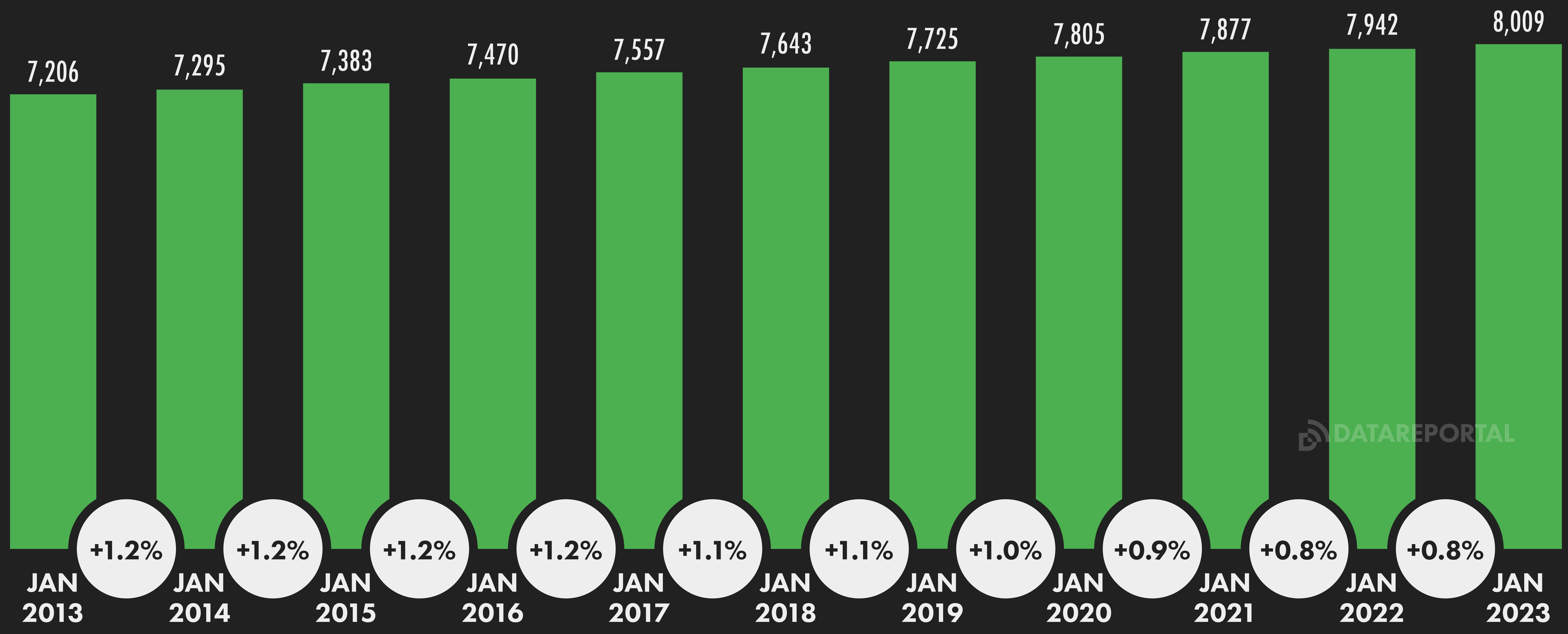
SOURCES: UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; WORLD BANK; UNESCO; CIA WORLD FACTBOOK; OUR WORLD IN DATA; INDEXMUNDI; KNOEMA; KEPIOS ANALYSIS.

JAN 2023

GLOBAL POPULATION OVER TIME

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

GLOBAL OVERVIEW



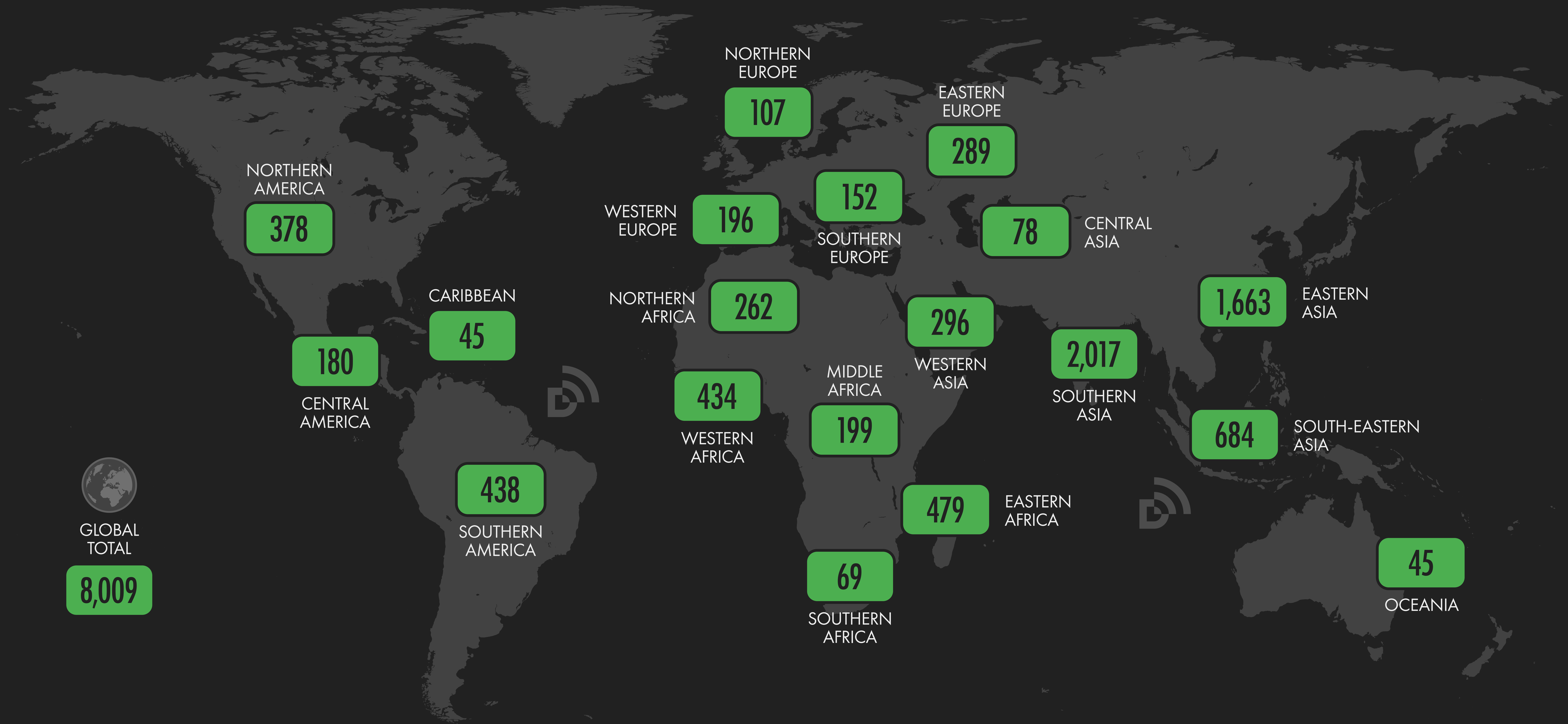
SOURCES: UNITED NATIONS; KEPIOS ANALYSIS.

JAN 2023

POPULATION BY GEOGRAPHIC REGION

THE NUMBER OF PEOPLE LIVING IN EACH REGION (IN MILLIONS)

GLOBAL OVERVIEW

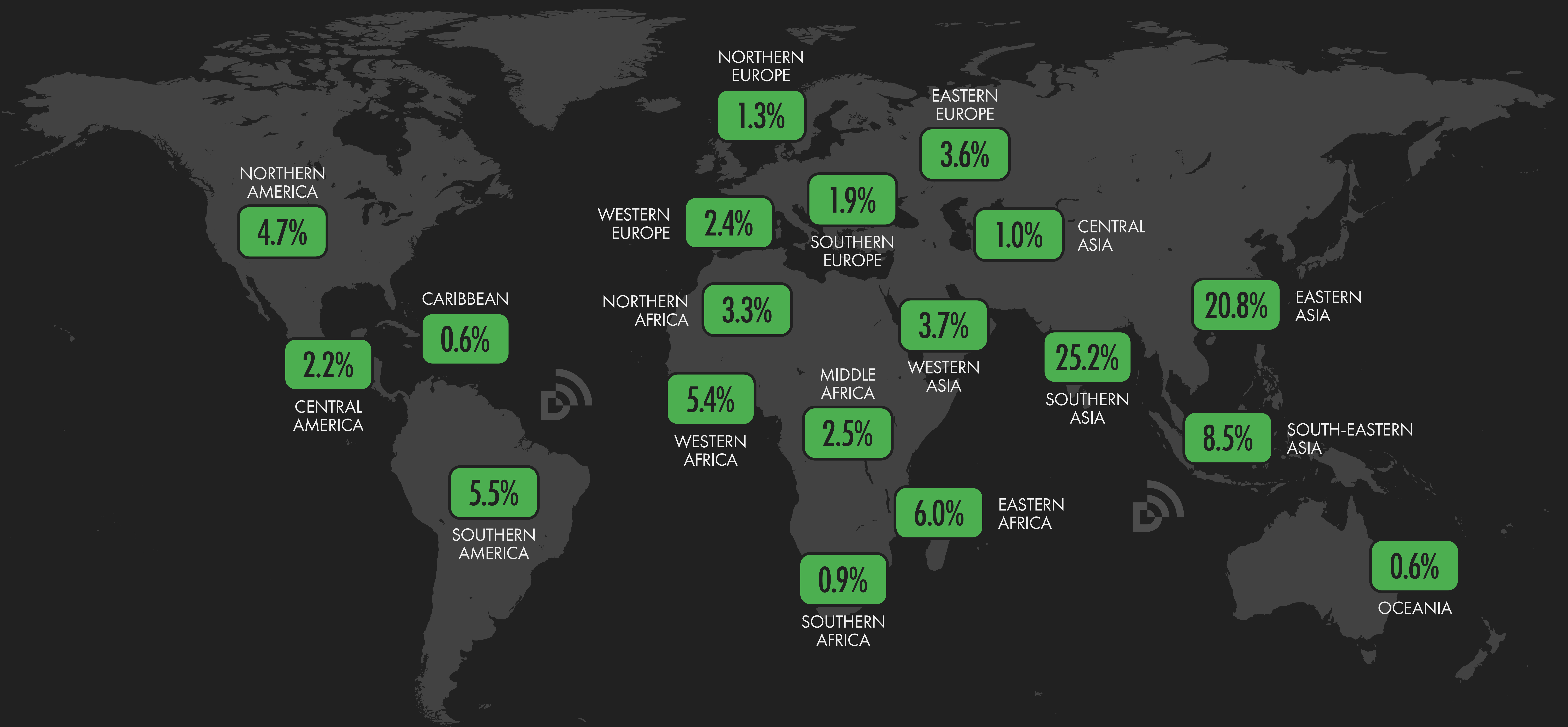


SOURCES: UNITED NATIONS. **NOTE:** REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. INDIVIDUAL FIGURES MAY NOT SUM TO TOTAL DUE TO ROUNDING.

JAN 2023

SHARE OF THE GLOBAL POPULATION BY REGION

THE NUMBER OF PEOPLE LIVING IN EACH REGION AS A PERCENTAGE OF THE TOTAL GLOBAL POPULATION



SOURCES: UNITED NATIONS; KEPIOS ANALYSIS. **NOTE:** REGIONS BASED ON THE UNITED NATIONS GEOSCHEME.

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COUNTRIES WITH THE LARGEST POPULATIONS

THE COUNTRIES AND TERRITORIES WITH THE LARGEST POPULATIONS

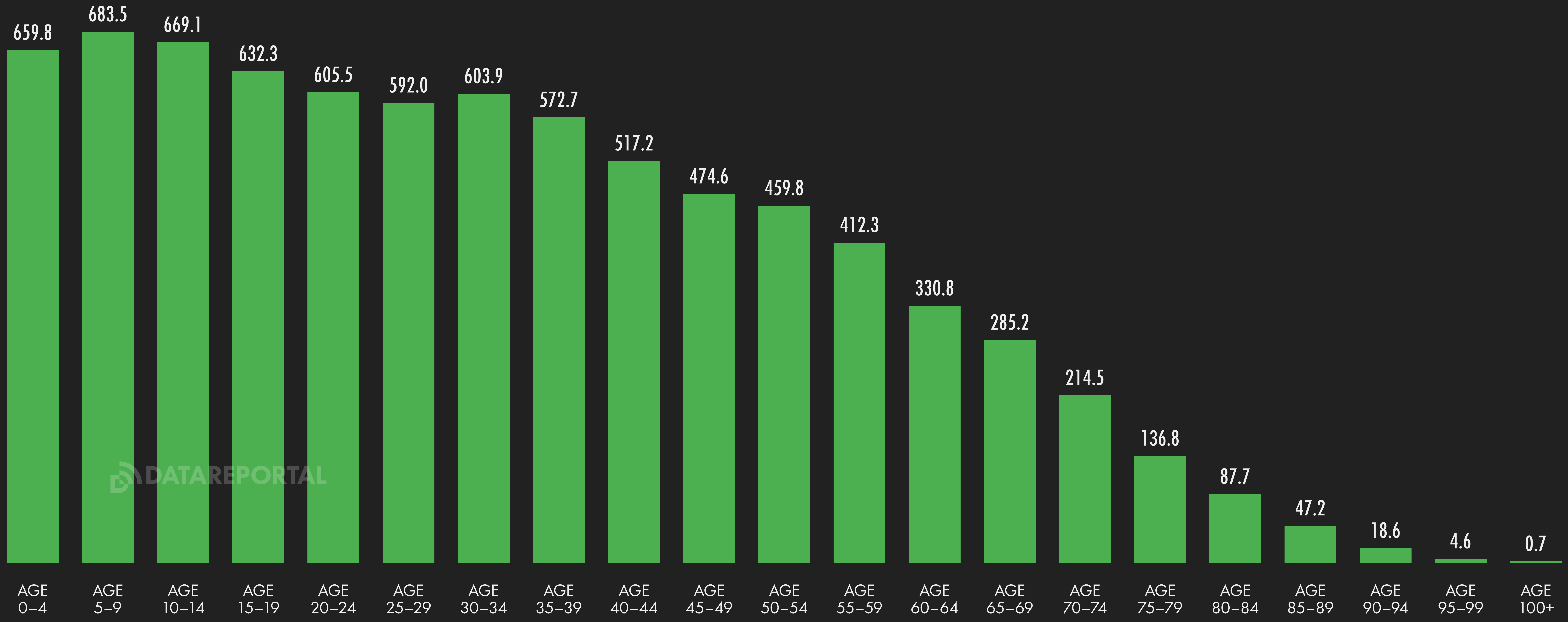
GLOBAL OVERVIEW

#	COUNTRY	POPULATION	▲YOY	vs. 🌍
01	CHINA	1,425,849,000	-0.01%	17.8%
02	INDIA	1,422,027,000	+0.7%	17.8%
03	UNITED STATES OF AMERICA	339,080,000	+0.5%	4.2%
04	INDONESIA	276,386,000	+0.6%	3.5%
05	PAKISTAN	238,126,000	+2.0%	3.0%
06	NIGERIA	221,154,000	+2.4%	2.8%
07	BRAZIL	215,802,000	+0.5%	2.7%
08	BANGLADESH	172,075,000	+1.0%	2.1%
09	RUSSIAN FEDERATION	144,694,000	-0.03%	1.8%
10	MEXICO	127,984,000	+0.8%	1.6%
11	ETHIOPIA	124,937,000	+2.6%	1.6%
12	JAPAN	123,625,000	-0.5%	1.5%
13	PHILIPPINES	116,452,000	+1.6%	1.5%
14	EGYPT	111,847,000	+1.6%	1.4%
15	DEM. REP. OF THE CONGO	100,607,000	+3.3%	1.3%
16	VIETNAM	98,531,000	+0.7%	1.2%
17	IRAN	88,844,000	+0.7%	1.1%
18	TURKEY	85,591,000	+0.6%	1.1%
19	GERMANY	83,313,000	-0.1%	1.0%
20	THAILAND	71,754,000	+0.2%	0.9%

SOURCE: EXTRAPOLATED FROM UNITED NATIONS WORLD POPULATION PROSPECTS DATA. **NOTES:** POPULATION VALUES HAVE BEEN ROUNDED TO THE NEAREST 1,000. FIGURES IN THE "▲YOY" COLUMN SHOW THE YEAR-ON-YEAR CHANGE IN TOTAL POPULATION. FIGURES IN THE "vs. 🌍" COLUMN SHOW EACH COUNTRY'S POPULATION AS A PERCENTAGE OF THE TOTAL GLOBAL POPULATION.

AGE DISTRIBUTION OF THE GLOBAL POPULATION

THE NUMBER OF PEOPLE IN EACH AGE GROUP (IN MILLIONS)



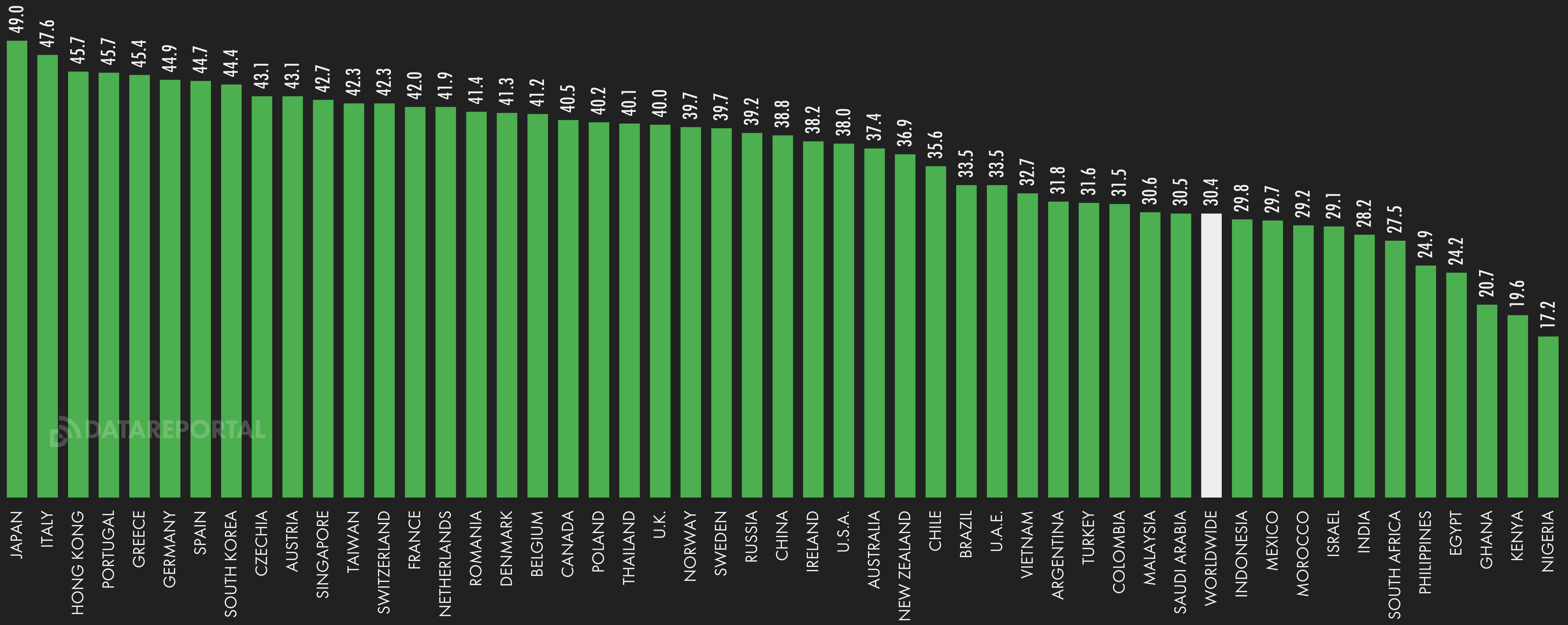
SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED BY THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES.

JAN 2023

MEDIAN AGE OF THE POPULATION

THE AGE AT WHICH THERE IS AN EQUAL NUMBER OF PEOPLE BOTH ABOVE AND BELOW THAT AGE IN THE TOTAL POPULATION

GLOBAL OVERVIEW



SOURCES: UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES.

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LITERACY RATES BY REGION AND GENDER

PERCENTAGE OF THE POPULATION AGED 15+ THAT CAN READ AND WRITE

GLOBAL OVERVIEW

SOURCES: WORLD BANK; UNESCO; CIA WORLD FACTBOOK; LOCAL GOVERNMENT AUTHORITIES; OUR WORLD IN DATA; INDEXMUNDI; KNOEMA.
NOTE: REGIONS BASED ON THE UNITED NATIONS GEOSCHEME.

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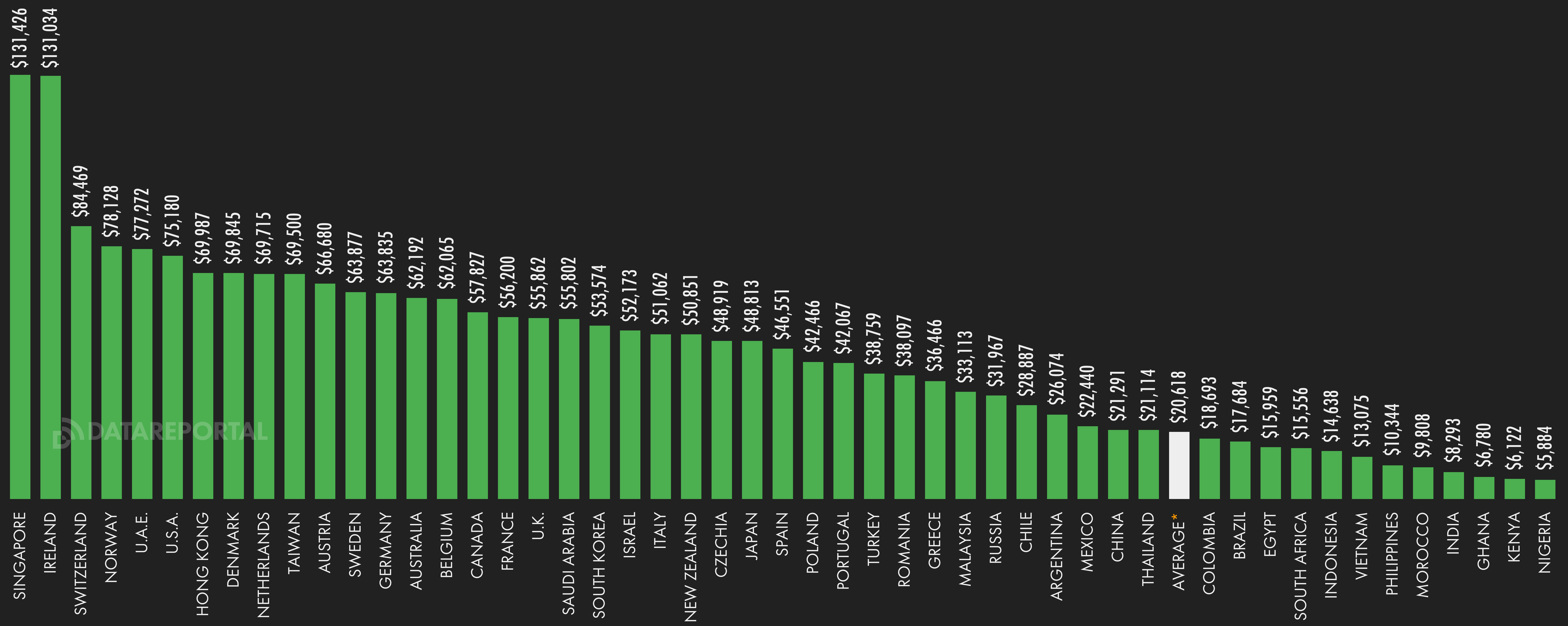
JAN
2023

GDP PER CAPITA (PPP, INTERNATIONAL DOLLARS)

GROSS DOMESTIC PRODUCT PER CAPITA, REPORTED ON A PURCHASING POWER PARITY (PPP) BASIS IN CURRENT INTERNATIONAL DOLLARS

GLOBAL OVERVIEW



SOURCES: IMF (FIGURES FOR 2022 OR MOST RECENT YEAR PRIOR TO 2022); KEPIOS ANALYSIS. **NOTES:** '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 vs. WHAT ONE U.S. DOLLAR WOULD BUY IN THE UNITED STATES. **COMPARABILITY:** FIGURES REPRESENT LATEST PUBLISHED VALUES; DATA MAY NOT ALL BE FROM THE SAME YEAR. (*) "AVERAGE" VALUE REPRESENTS A WEIGHTED MEAN, BASED ON THE LATEST AVAILABLE VALUES FOR EACH COUNTRY UP TO 2022.

GDP PER CAPITA (PPP) RANKINGS

RANKING OF COUNTRIES AND TERRITORIES BY GROSS DOMESTIC PRODUCT PER CAPITA (PPP, CURRENT INTERNATIONAL DOLLARS)

HIGHEST GDP PER CAPITA (PPP, CURRENT INTERNATIONAL DOLLARS)

#	COUNTRY OR TERRITORY	GDP PER CAPITA (PPP, CURRENT INTERNATIONAL $)	GDP PER CAPITA (CURRENT US$)
01	LUXEMBOURG	$141,587	$127,673
02	SINGAPORE	$131,426	$79,426
03	IRELAND	$131,034	$102,217
04	QATAR	$113,675	$82,887
05	SWITZERLAND	$84,469	$92,434
06	NORWAY	$78,128	$92,646
07	UNITED ARAB EMIRATES	$77,272	$47,793
08	UNITED STATES OF AMERICA	$75,180	$75,180
09	BRUNEI	$74,196	$42,939
10	SAN MARINO	$72,070	$47,700

LOWEST GDP PER CAPITA (PPP, CURRENT INTERNATIONAL DOLLARS)

#	COUNTRY OR TERRITORY	GDP PER CAPITA (PPP, CURRENT INTERNATIONAL $)	GDP PER CAPITA (CURRENT US$)
195	BURUNDI	$865	$293
194	SOUTH SUDAN	$934	$328
193	CENTRAL AFRICAN REPUBLIC	$1,088	$496
192	SOMALIA	$1,322	$539
191	DEM. REP. OF THE CONGO	$1,328	$660
190	NIGER	$1,443	$561
189	MOZAMBIQUE	$1,457	$542
188	MALAWI	$1,588	$523
187	LIBERIA	$1,667	$735
186	CHAD	$1,719	$743

SOURCES: IMF (FIGURES FOR 2022 OR MOST RECENT YEAR PRIOR TO 2022); KEPIOS ANALYSIS. **NOTES:** '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 vs. WHAT ONE U.S. DOLLAR WOULD BUY IN THE UNITED STATES. **COMPARABILITY:** FIGURES REPRESENT LATEST PUBLISHED VALUES; DATA MAY NOT ALL BE FROM THE SAME YEAR.

DEVICE OWNERSHIP

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

		YEAR-ON-YEAR CHANGE
ANY KIND OF MOBILE PHONE	96.2%	-0.4% (-40 BPS)
SMART PHONE	95.9%	-0.3% (-30 BPS)
FEATURE PHONE	7.9%	-10.2% (-90 BPS)
LAPTOP OR DESKTOP COMPUTER	58.0%	-8.1% (-510 BPS)
TABLET DEVICE	33.7%	-3.2% (-110 BPS)
GAMES CONSOLE	20.3%	[UNCHANGED]
SMART WATCH OR SMART WRISTBAND	29.9%	+9.1% (+250 BPS)
TV STREAMING DEVICE	16.5%	+6.5% (+100 BPS)
SMART HOME DEVICE	16.4%	+16.3% (+230 BPS)
VIRTUAL REALITY DEVICE	5.6%	+16.7% (+80 BPS)

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR 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

DAILY TIME SPENT WITH MEDIA

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

TIME SPENT USING THE INTERNET	TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)	TIME SPENT USING SOCIAL MEDIA	TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)
6H 37M	3H 23M	2H 31M	2H 10M
YEAR-ON-YEAR CHANGE -4.8% (-20 MINS)	YEAR-ON-YEAR CHANGE +1.5% (+3 MINS)	YEAR-ON-YEAR CHANGE +2.0% (+3 MINS)	YEAR-ON-YEAR CHANGE +7.4% (+9 MINS)

TIME SPENT LISTENING TO MUSIC STREAMING SERVICES	TIME SPENT LISTENING TO BROADCAST RADIO	TIME SPENT LISTENING TO PODCASTS	TIME SPENT USING A GAMES CONSOLE
1H 38M	0H 59M	1H 02M	1H 14M
YEAR-ON-YEAR CHANGE +5.4% (+5 MINS)	YEAR-ON-YEAR CHANGE -3.3% (-2 MINS)	YEAR-ON-YEAR CHANGE +12.7% (+7 MINS)	YEAR-ON-YEAR CHANGE +2.8% (+2 MINS)

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY. TELEVISION INCLUDES BOTH LINEAR (BROADCAST AND CABLE) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.

INTERNET

JAN 2023

OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

GLOBAL OVERVIEW

TOTAL INTERNET USERS	INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION	YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF INTERNET USERS	PERCENTAGE OF THE TOTAL FEMALE POPULATION THAT USES THE INTERNET	PERCENTAGE OF THE TOTAL MALE POPULATION THAT USES THE INTERNET
5.16 BILLION	64.4% YOY: +1.1% (+70 BPS)	+1.9% +98 MILLION	61.6% YOY: +1.4% (+87 BPS)	67.2% YOY: +0.8% (+53 BPS)

AVERAGE DAILY TIME SPENT USING THE INTERNET BY EACH INTERNET USER	PERCENTAGE OF USERS ACCESSING THE INTERNET VIA MOBILE DEVICES	PERCENTAGE OF USERS ACCESSING THE INTERNET VIA COMPUTERS AND TABLETS	PERCENTAGE OF THE TOTAL URBAN POPULATION THAT USES THE INTERNET	PERCENTAGE OF THE TOTAL RURAL POPULATION THAT USES THE INTERNET
6H 37M YOY: -4.8% (-20M)	92.3% YOY: +0.2% (+20 BPS)	65.6% YOY: -7.9% (-560 BPS)	78.3%	45.8%

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM GWI (Q3 2022). SEE GWI.COM FOR MORE DETAILS. **NOTES:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". PERCENTAGE CHANGE FIGURES IN THE BOTTOM ROWS OF DATA SHOW RELATIVE YEAR-ON-YEAR CHANGE. "BPS" FIGURES REPRESENT BASIS POINTS, AND SHOW ABSOLUTE YEAR-ON-YEAR CHANGE. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE NOTES ON DATA FOR DETAILS.

GWI. Connecting the dots

GWI's top trends for 2023

The world wide ebb

Time spent online has hit a ceiling, a potential side-effect of growing distrust in the things we see on the web and their impact on our wellbeing. The way we view the internet has also changed; it's become more entertainment-based and less functional. As heads turn to Web3 and social platforms adjust to a post-TikTok world, our data gives us an idea of what to expect, and what to do about it.

-14%

drop in the number who say finding information is an important reason for using the internet since Q3 2018

As seen on social media

The way we search for products is shifting. The number of consumers doing their brand research on social media has shot up since 2015, with fewer relying on search engines. This has big implications for many retailers, who need to rethink their approach to succeeding online. Younger audiences in particular increasingly want to be inspired when browsing, rather than directed to a list of items.

36%

of impulse buyers make unplanned purchases because they enjoy discovering new things

You, me, and my avatar in Web3

No "true" metaverse exists yet, but consumers and brands are experimenting in online spaces like Roblox, Fortnite, and The Sandbox. These help us understand what the metaverse could eventually be, and its huge disruptive potential. But building a truly open world means creating an environment for self-expression, and early metaverse adopters have a key role to play in defining this landscape.

62%

of those interested in creating an avatar say they'd want to customize its physical appearance

Live a little

Past recessions have shown that people often seek small luxuries during hard times. But none of these downturns followed a time of such severe restrictions, which means pent-up demand is especially high right now. We asked consumers what products or services they'd treat themselves to on a limited budget, and the answers they gave shed light on where their spending might be headed in 2023.

23%

of consumers say they would treat themselves to clothing if they were on a limited budget

Buy now, save the planet later

In many of the countries we track, sustainability-related trend lines are pointing down; this includes interest in environmental issues, self-reported recycling, and willingness to spend more on eco-friendly products. People are struggling to find the means or headspace to live and demand a more sustainable lifestyle, which is why consumer sentiment shouldn't be the main incentive for industry action.

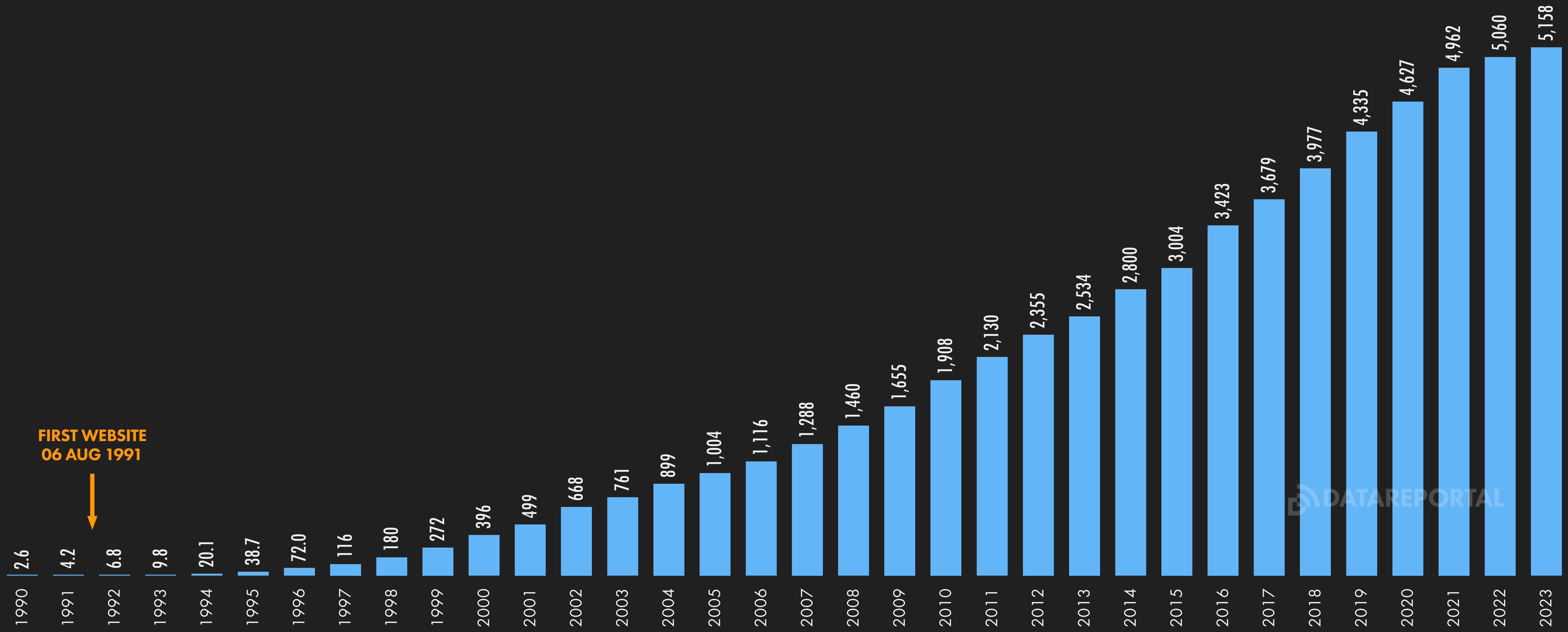
-13%

drop in the number of global consumers who say they expect brands to be eco-friendly since Q3 2019

Learn more

INTERNET USERS: TIMELINE

NUMBER OF INTERNET USERS BY YEAR (IN MILLIONS)



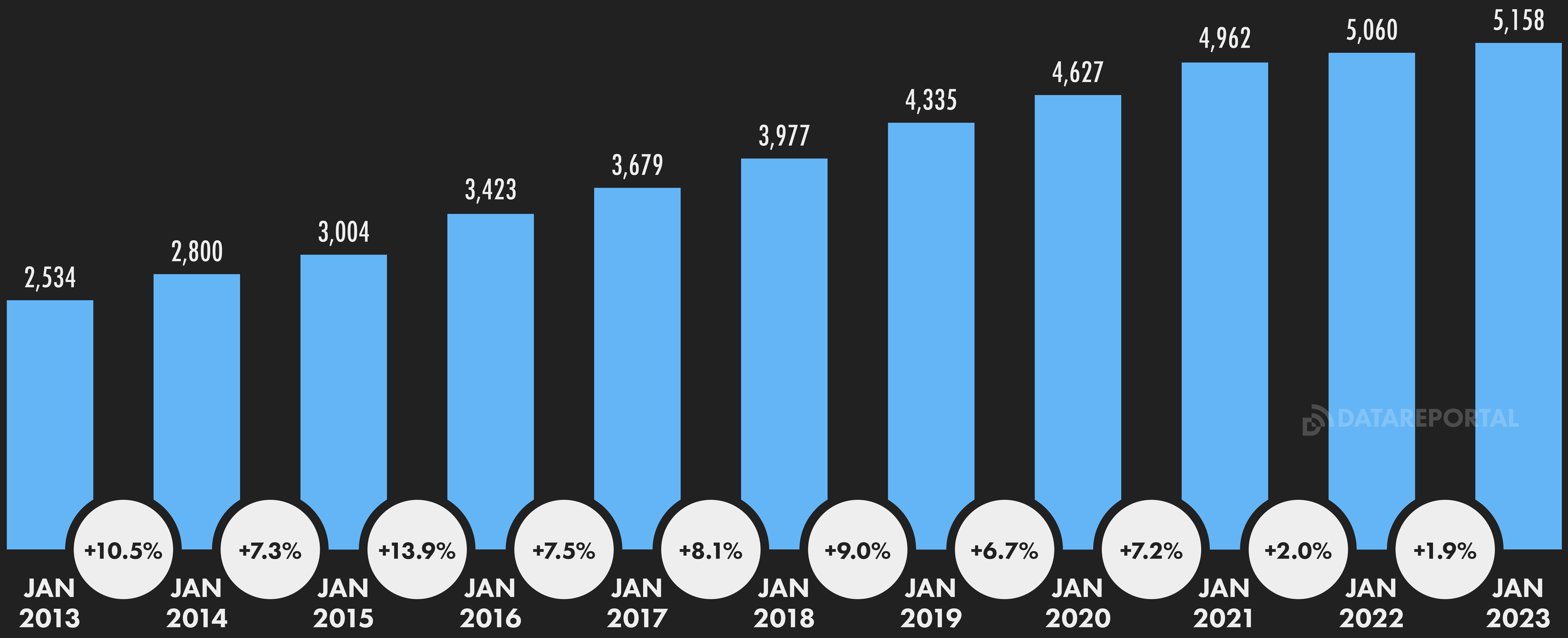
SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTES:** THE TIME REQUIRED TO COLLECT, PROCESS, AND REPORT INTERNET USER RESEARCH DATA MAY MEAN THAT USER FIGURES AND GROWTH TRENDS FOR RECENT PERIODS UNDER-REPRESENT ACTUAL VALUES. SEE NOTES ON DATA FOR FURTHER DETAILS. **COMPARABILITY:** SOURCE AND BASE CHANGES. FIGURES MAY NOT MATCH OR CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE NOTES ON DATA FOR DETAILS.

JAN 2023

INTERNET USERS OVER TIME

NUMBER OF INTERNET USERS (IN MILLIONS) AND YEAR-ON-YEAR CHANGE

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTES:** ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. THE TIME REQUIRED TO COLLECT, PROCESS, AND REPORT INTERNET USER RESEARCH DATA MAY MEAN THAT USER FIGURES AND GROWTH TRENDS FOR RECENT PERIODS UNDER-REPRESENT ACTUAL VALUES. SEE NOTES ON DATA FOR FURTHER DETAILS. **COMPARABILITY:** SOURCE AND BASE CHANGES. FIGURES MAY NOT MATCH OR CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

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INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

GLOBAL OVERVIEW

INTERNET USERS: ITU	INTERNET USERS: WORLD BANK	INTERNET USERS: CIA WORLD FACTBOOK	INTERNET USERS: INTERNETWORLDSTATS
5.31 BILLION	4.80 BILLION	5.05 BILLION	5.47 BILLION
vs. POPULATION 66.3%	vs. POPULATION 59.9%	vs. POPULATION 63.0%	vs. POPULATION 68.3%

SOURCES: AS STATED ABOVE EACH ICON. **NOTES:** WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), VALUES SHOWN HERE COMPARE THE LATEST PUBLISHED ADOPTION RATES IN EACH COUNTRY WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, VALUES SHOWN HERE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR "vs. POPULATION". **COMPARABILITY:** POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT USE DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT FEATURED ON THIS SLIDE.

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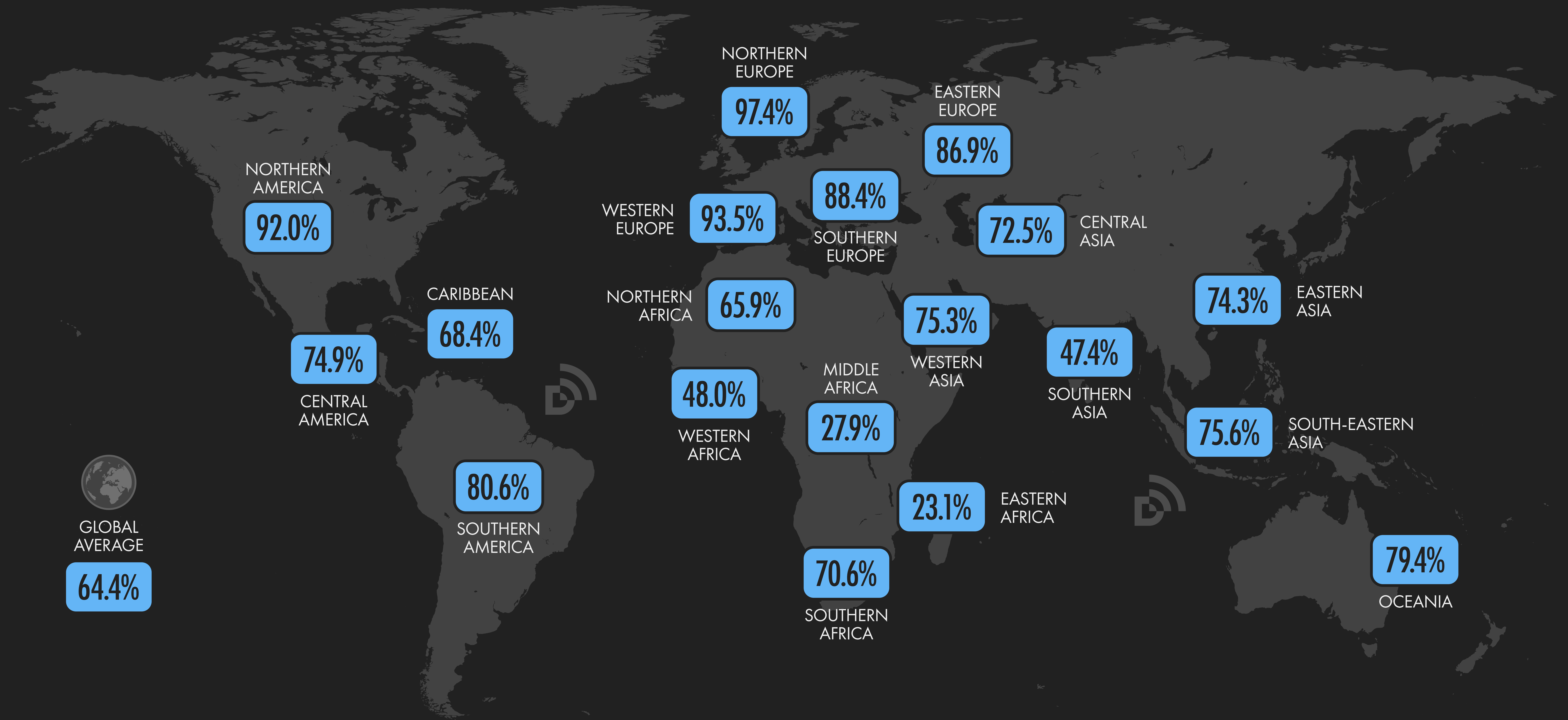
INTERNET ADOPTION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. NOTE: REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. COMPARABILITY: SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE NOTES ON DATA FOR DETAILS.

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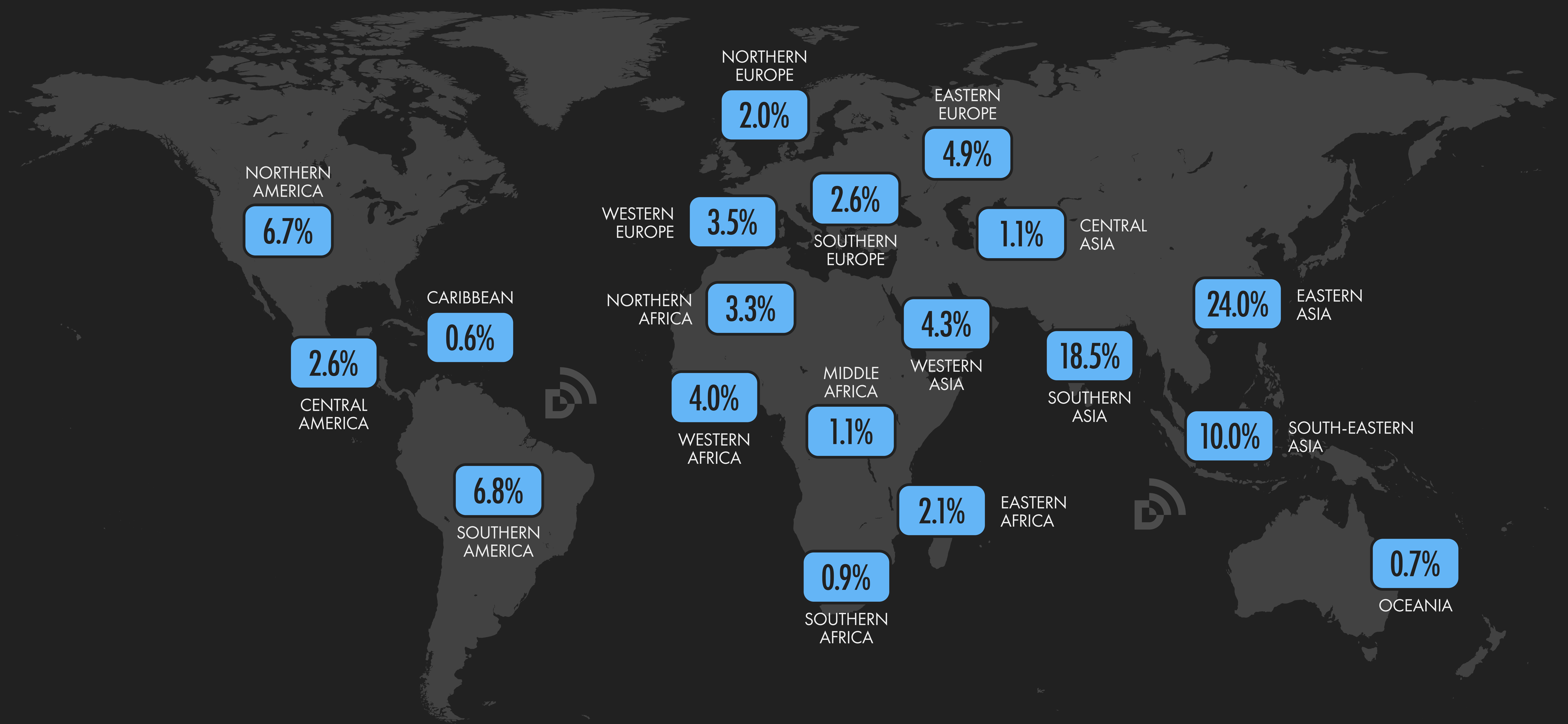
SHARE OF GLOBAL INTERNET USERS

INTERNET USERS AS A PERCENTAGE OF TOTAL GLOBAL INTERNET USERS

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTES:** FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE NOTES ON DATA FOR DETAILS.

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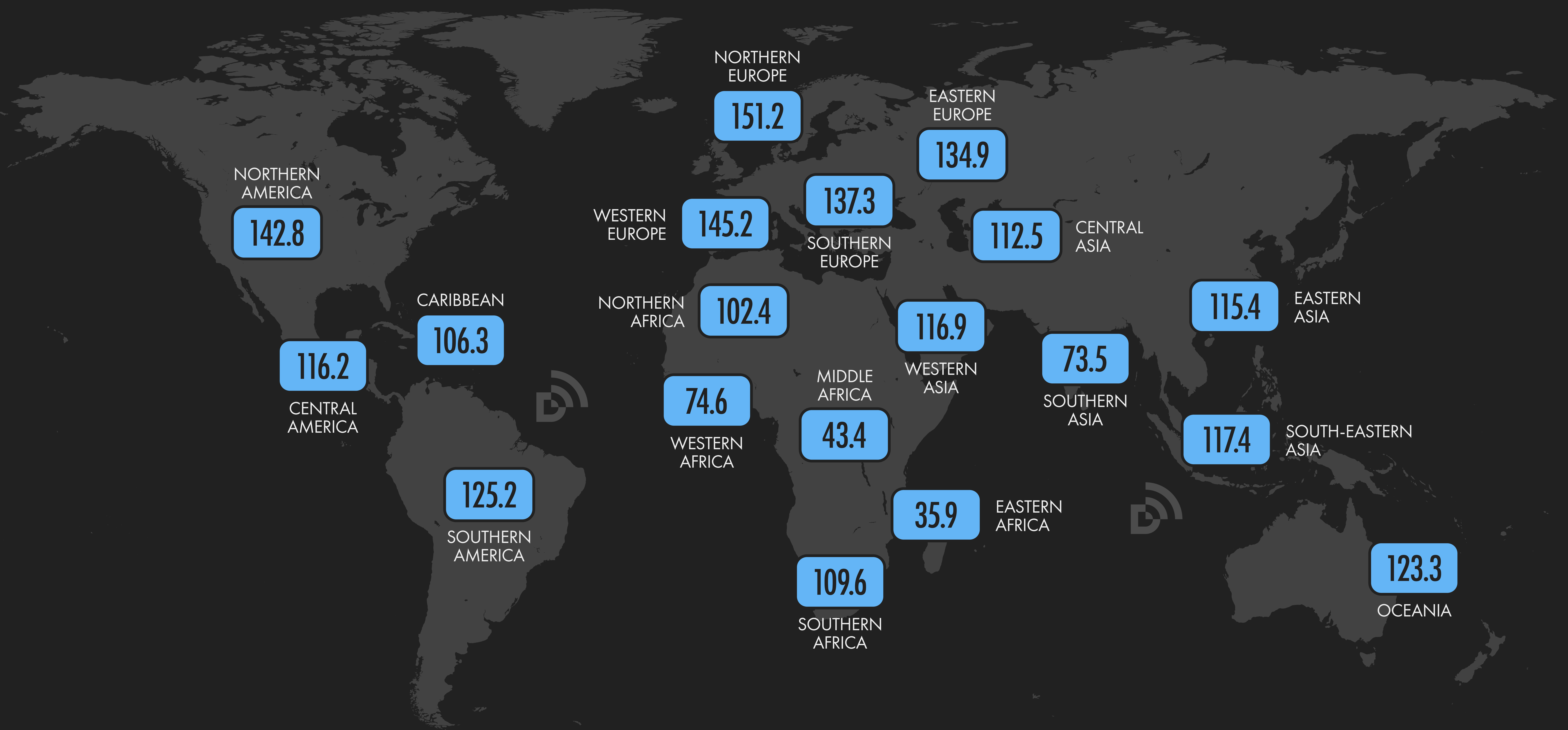
INTERNET ADOPTION: INDEXED SHARE

COMPARING EACH REGION'S SHARE OF GLOBAL INTERNET USERS WITH EACH REGION'S RESPECTIVE SHARE OF THE GLOBAL POPULATION

GLOBAL OVERVIEW



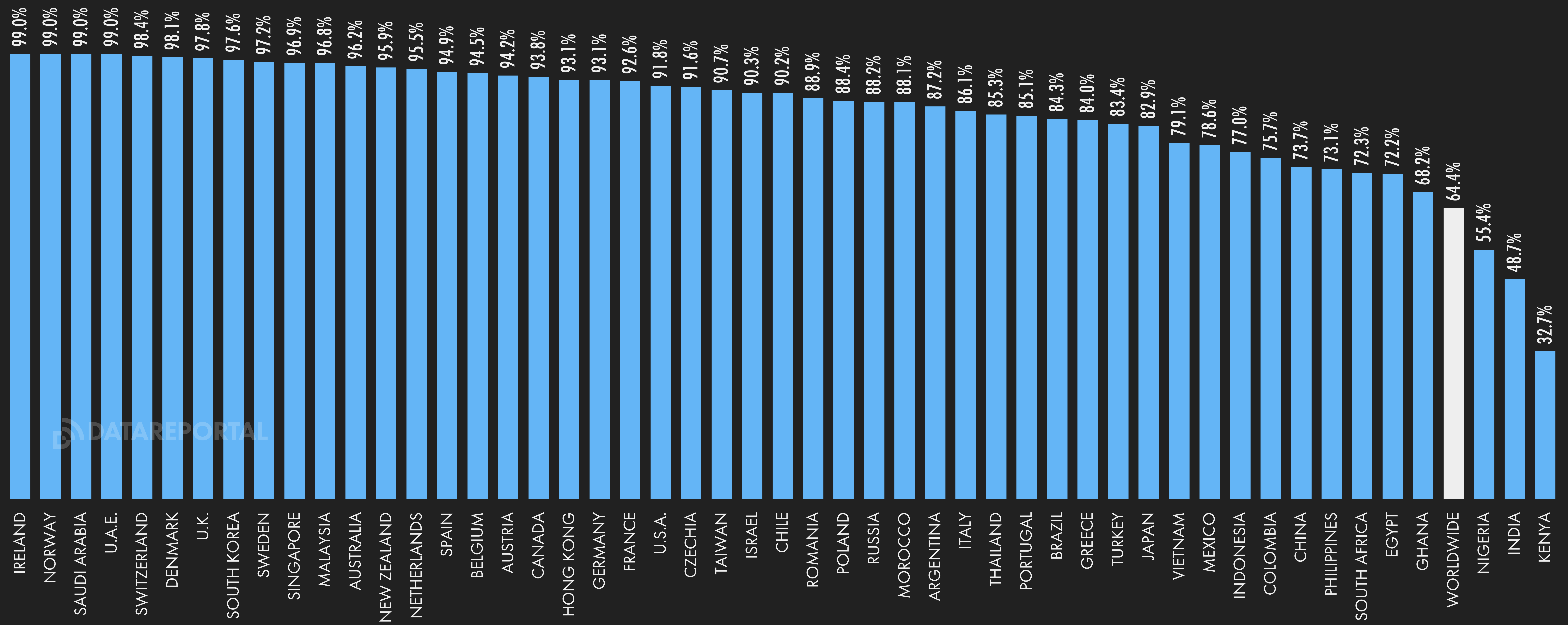
SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTES:** VALUES REPRESENT INDICES THAT COMPARE EACH REGION'S SHARE OF GLOBAL INTERNET USERS WITH EACH REGION'S SHARE OF THE TOTAL GLOBAL POPULATION. INDEX VALUES ABOVE 100 SHOW THAT PEOPLE IN THAT REGION ARE MORE LIKELY TO USE THE INTERNET COMPARED WITH THE GLOBAL AVERAGE, WHEREAS VALUES BELOW 100 MEAN THAT PEOPLE IN THAT REGION ARE LESS LIKELY TO USE THE INTERNET COMPARED WITH THE GLOBAL AVERAGE. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME.

JAN 2023

INTERNET ADOPTION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTE:** VALUES HAVE BEEN CAPPED AT 99% OF THE TOTAL POPULATION. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE NOTES ON DATA FOR DETAILS.

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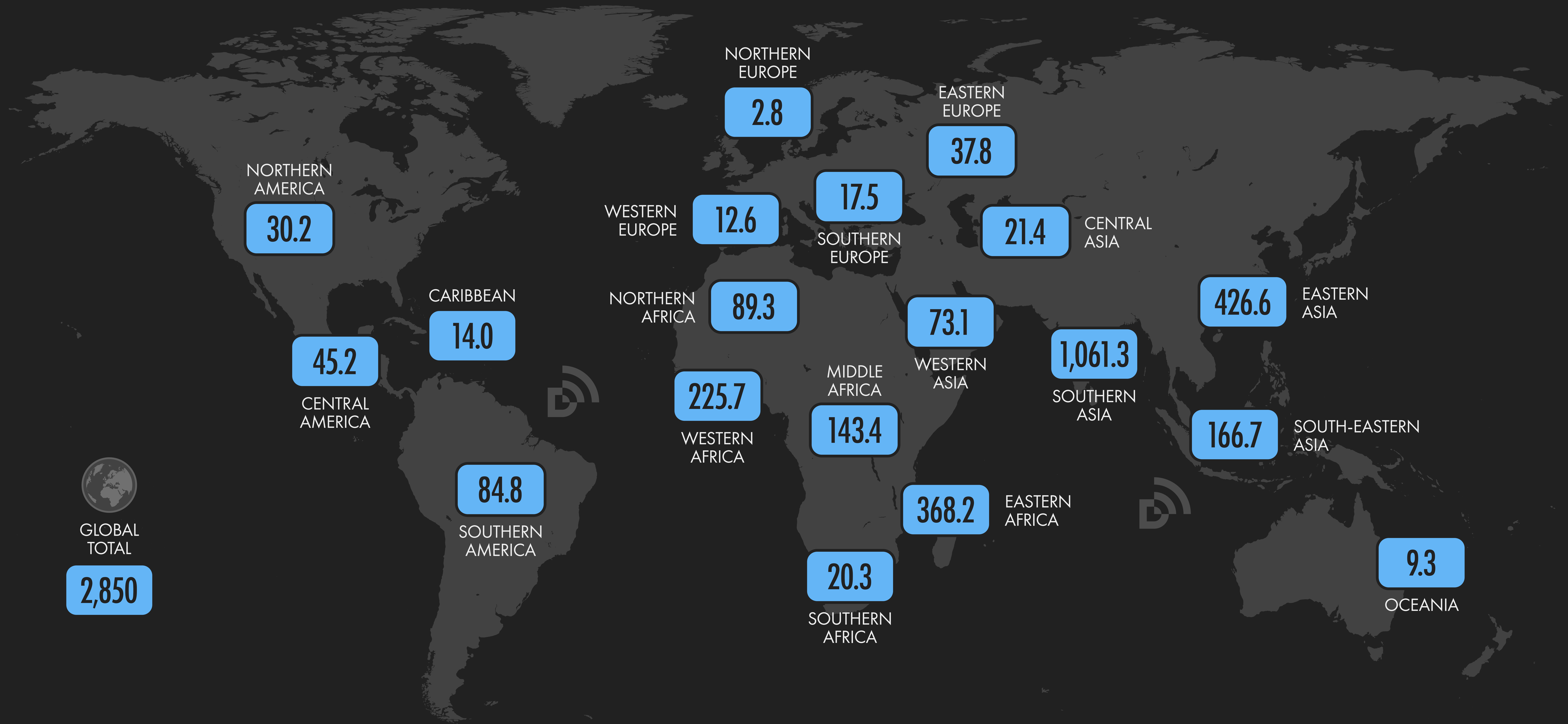
UNCONNECTED POPULATIONS

NUMBER OF PEOPLE (IN MILLIONS) WHO DO NOT USE THE INTERNET



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTE:** REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE NOTES ON DATA FOR DETAILS.

JAN 2023

UNCONNECTED POPULATIONS

COUNTRIES AND TERRITORIES WITH THE LARGEST UNCONNECTED POPULATIONS AND THE LOWEST LEVELS OF INTERNET ADOPTION

ABSOLUTE: LARGEST UNCONNECTED POPULATIONS

#	LOCATION	UNCONNECTED POPULATION	% OF POP. OFFLINE
01	INDIA	730,027,000	51.3%
02	CHINA	374,709,000	26.3%
03	PAKISTAN	150,779,000	63.3%
04	BANGLADESH	105,138,000	61.1%
05	ETHIOPIA	104,073,000	83.3%
06	NIGERIA	98,635,000	44.6%
07	DEM. REP. OF THE CONGO	77,568,000	77.1%
08	INDONESIA	63,514,000	23.0%
09	TANZANIA	45,456,000	68.4%
10	KENYA	36,699,000	67.3%

RELATIVE: LOWEST LEVELS OF INTERNET ADOPTION

#	LOCATION	% OF POP. OFFLINE	UNCONNECTED POPULATION
01	NORTH KOREA[1]	>99.9%	[BLOCKED]
02	SOUTH SUDAN	93.0%	10,223,000
03	SOMALIA	90.2%	16,108,000
04	BURUNDI	89.8%	11,734,000
05	CENTRAL AFRICAN REPUBLIC	89.4%	5,058,000
06	ETHIOPIA	83.3%	104,073,000
07	CHAD	82.1%	14,776,000
08	AFGHANISTAN	81.6%	34,008,000
09	MADAGASCAR	80.3%	24,061,000
10	MOZAMBIQUE	79.3%	26,504,000

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTES:** FIGURES IN THE "% OF POP. OFFLINE" COLUMN REPRESENT THE PERCENTAGE OF THE POPULATION THAT DOES NOT YET USE THE INTERNET. ABSOLUTE VALUES HAVE BEEN ROUNDED TO THE NEAREST THOUSAND. (1) THE INTERNET (AT LEAST AS THE REST OF THE WORLD KNOWS IT) REMAINS BLOCKED FOR EVERYDAY CITIZENS IN NORTH KOREA. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE NOTES ON DATA FOR DETAILS.

LOW LEVELS OF INTERNET ADOPTION IN CONTEXT

COMPARING LEVELS OF INTERNET ADOPTION WITH ACCESS TO EVERYDAY LIFE ESSENTIALS

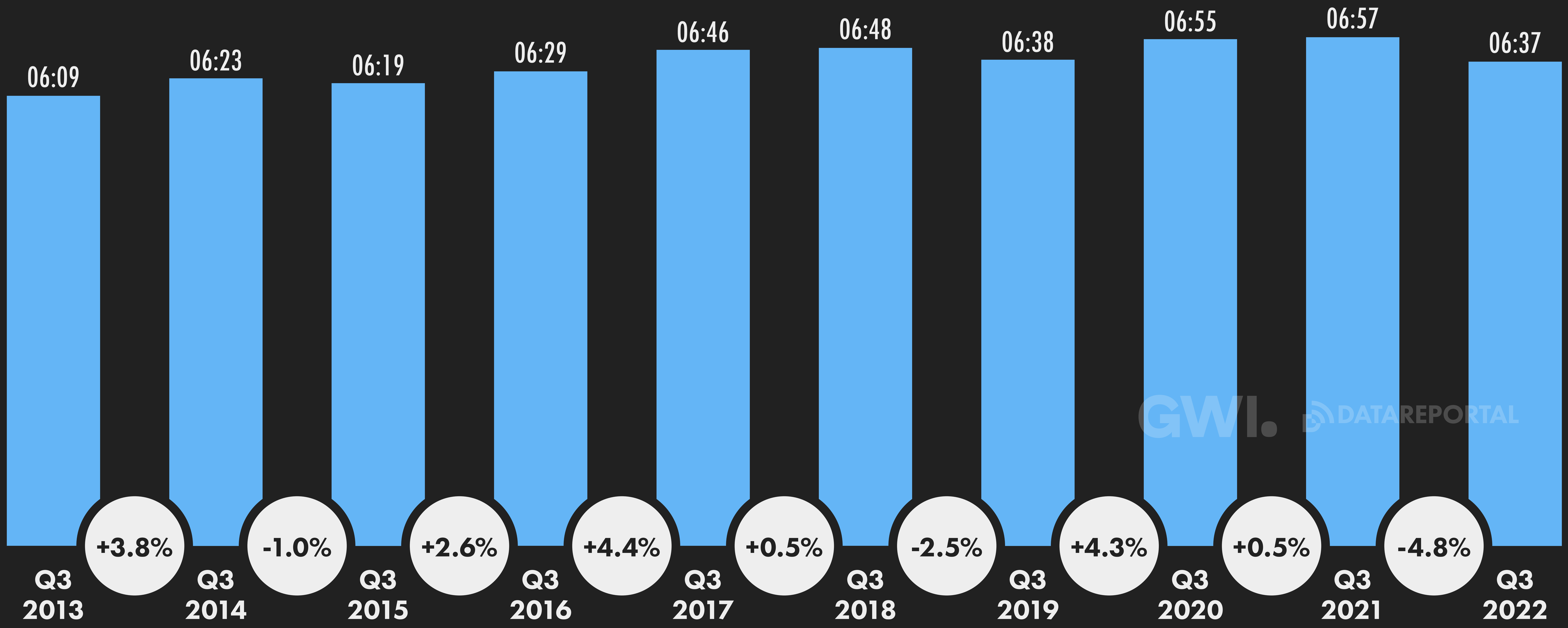
LOCATION	INTERNET ADOPTION	ACCESS TO ELECTRICITY	BASIC DRINKING WATER	BASIC SANITATION SERVICES
NORTH KOREA[1]	<0.01%	52.3%	93.8%	84.7%
SOUTH SUDAN	7.0%	7.2%	41.0%	15.8%
SOMALIA	9.8%	49.7%	56.5%	39.3%
BURUNDI	10.2%	11.7%	62.2%	45.7%
CENTRAL AFRICAN REPUBLIC	10.6%	15.5%	37.2%	14.1%
ETHIOPIA	16.7%	51.1%	49.6%	8.9%
CHAD	17.9%	11.1%	46.2%	12.1%
AFGHANISTAN	18.4%	97.7%	75.1%	50.5%
MADAGASCAR	19.7%	33.7%	53.4%	12.3%
MOZAMBIQUE	20.7%	30.6%	63.4%	37.2%

LOCATION	INTERNET ADOPTION	ACCESS TO ELECTRICITY	BASIC DRINKING WATER	BASIC SANITATION SERVICES
SIERRA LEONE	21.2%	26.2%	63.8%	16.5%
ZAMBIA	21.2%	44.5%	65.4%	31.9%
BURKINA FASO	21.6%	19.0%	47.2%	21.7%
ERITREA	21.7%	52.2%	51.8%	11.9%
REP. OF THE CONGO	22.0%	49.5%	73.8%	20.5%
NIGER	22.4%	19.3%	46.9%	14.8%
DEM. REP. OF THE CONGO	22.9%	19.1%	46.0%	15.4%
MALAWI	24.4%	14.9%	70.0%	26.6%
UGANDA	24.6%	42.1%	55.9%	19.8%
YEMEN	26.7%	73.8%	60.7%	54.1%

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **DEFINITIONS:** "BASIC DRINKING WATER": PERCENTAGE OF THE TOTAL POPULATION THAT DRINKS WATER FROM AN IMPROVED SOURCE, PROVIDED COLLECTION TIME IS NOT MORE THAN 30 MINUTES FOR A ROUND TRIP. "BASIC SANITATION SERVICES": PERCENTAGE OF THE TOTAL POPULATION USING IMPROVED SANITATION FACILITIES THAT ARE NOT SHARED WITH OTHER HOUSEHOLDS. **NOTE:** (1) THE INTERNET (AT LEAST AS THE REST OF THE WORLD KNOWS IT) REMAINS BLOCKED FOR EVERYDAY CITIZENS IN NORTH KOREA.

DAILY TIME SPENT USING THE INTERNET (YOY)

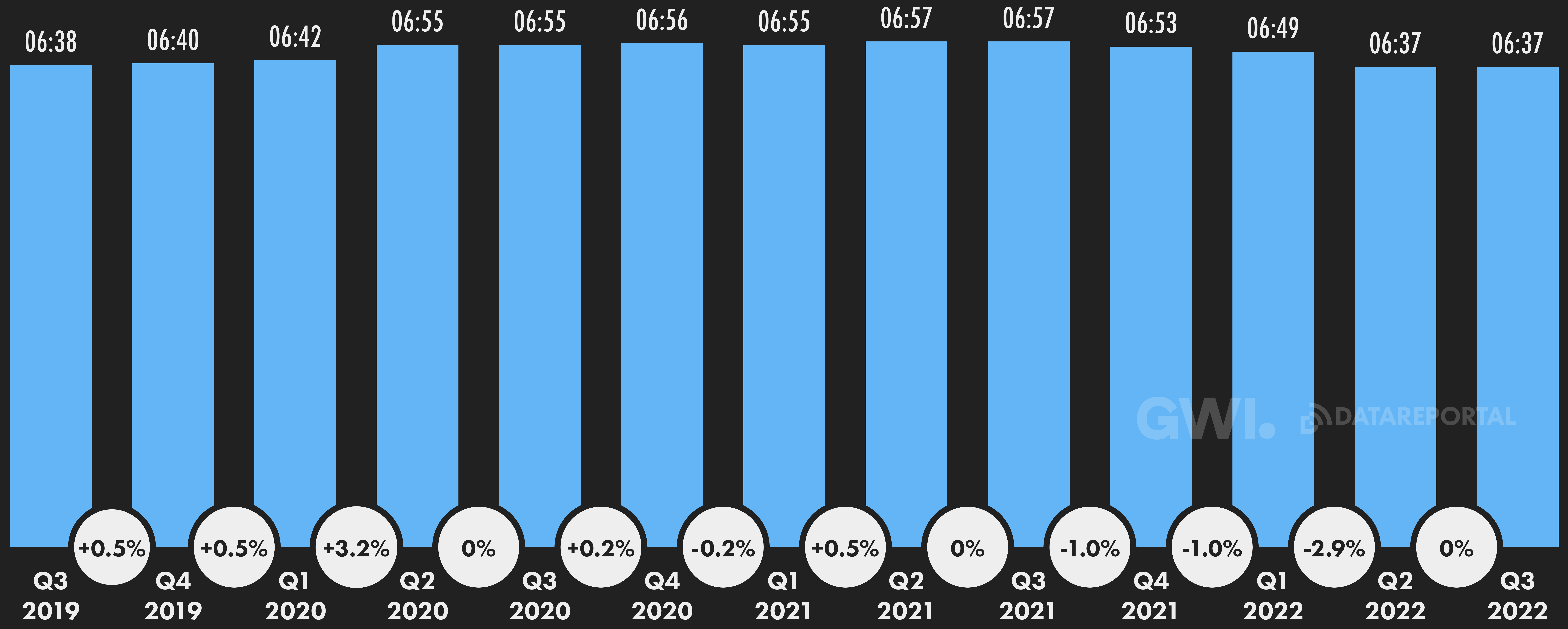
THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY



SOURCE: GWI (Q3 2013 TO Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

DAILY TIME SPENT USING THE INTERNET (QOQ)

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



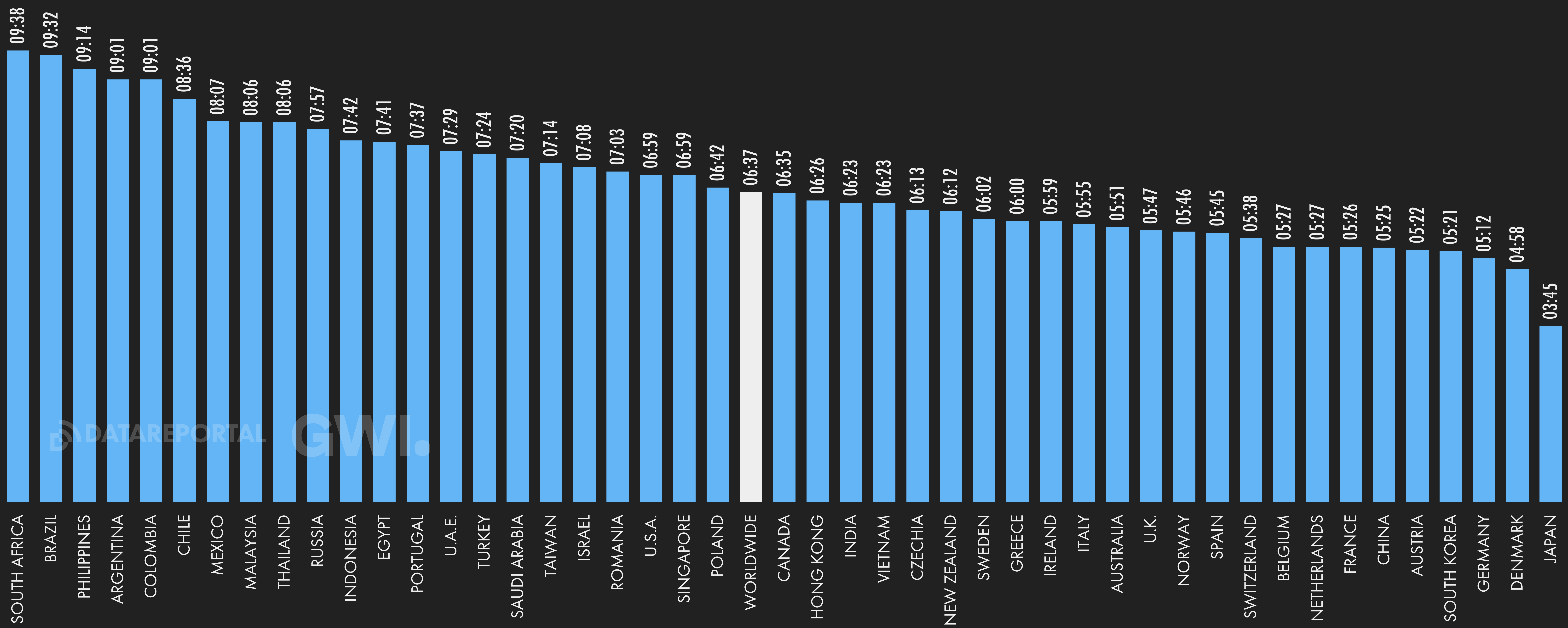
SOURCE: GWI (Q3 2019 TO Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

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

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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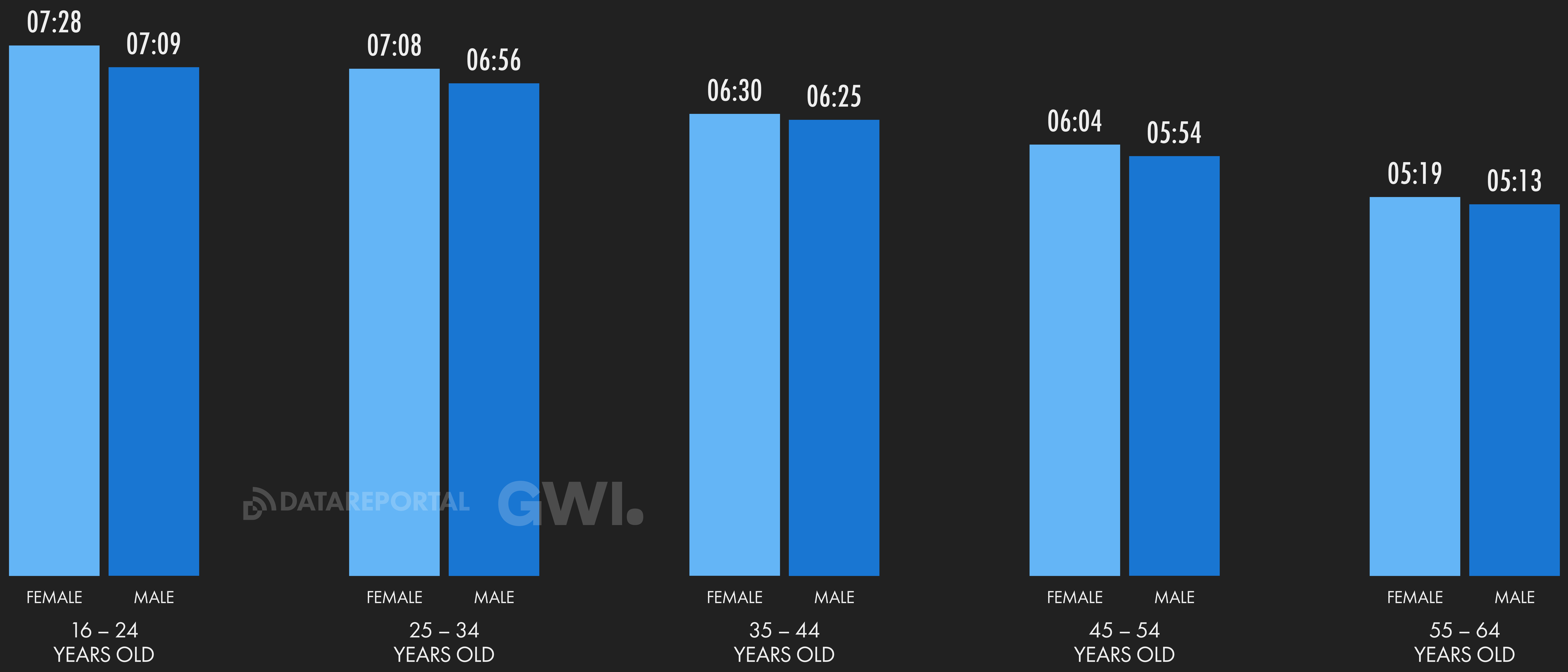
DAILY TIME SPENT USING THE INTERNET

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

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET

GLOBAL OVERVIEW

		YEAR-ON-YEAR CHANGE
MOBILE PHONE (ANY)	92.3%	+0.2% (+20 BPS)
LAPTOP OR DESKTOP (ANY)	65.6%	-7.9% (-560 BPS)
SMART PHONE	91.0%	+0.3% (+30 BPS)
FEATURE PHONE	5.2%	+4.0% (+20 BPS)
TABLET DEVICE	27.3%	-3.2% (-90 BPS)
PERSONAL LAPTOP OR DESKTOP	59.1%	-8.4% (-540 BPS)
WORK LAPTOP OR DESKTOP	28.6%	-2.7% (-80 BPS)
CONNECTED TELEVISION	31.9%	+4.9% (+150 BPS)
SMART HOME DEVICE	15.4%	+11.6% (+160 BPS)
GAMES CONSOLE	12.7%	+0.8% (+10 BPS)

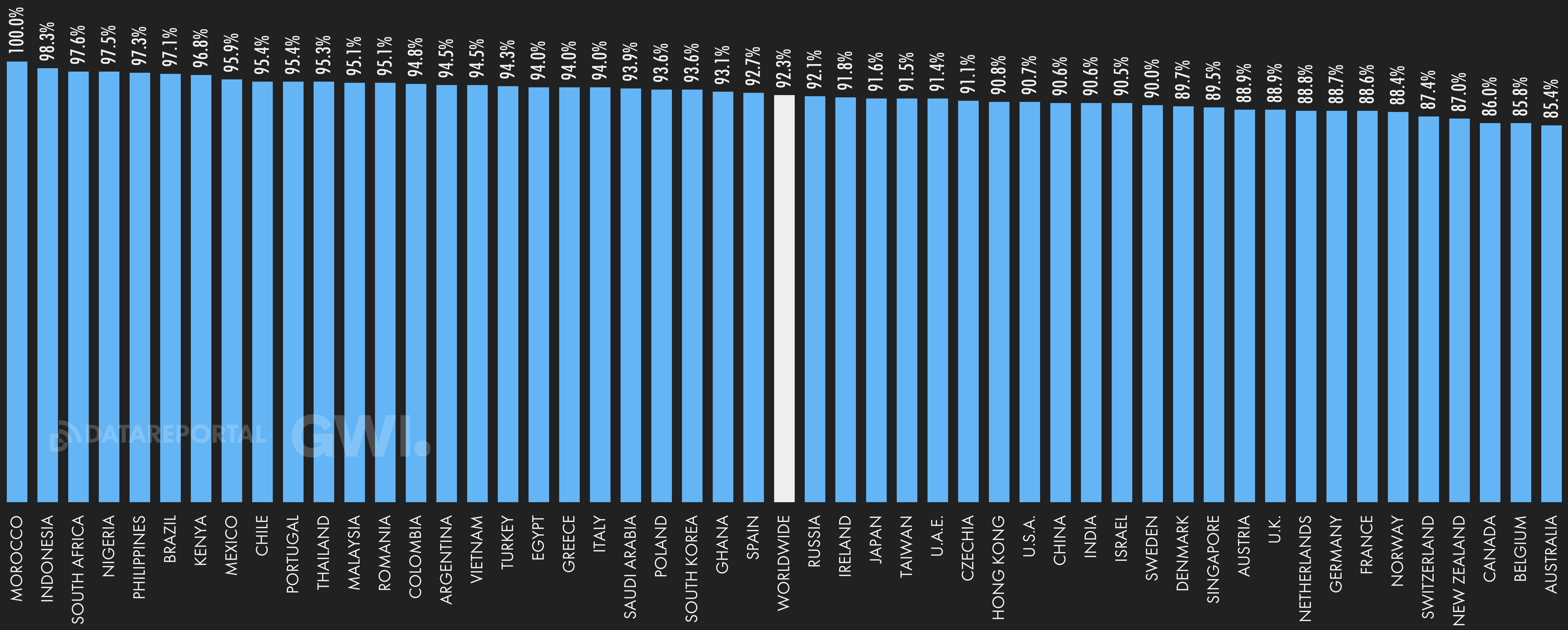
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** "MOBILE PHONE (ANY)" INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR A FEATURE PHONE. "LAPTOP OR DESKTOP (ANY)" INCLUDES USERS WHO ACCESS VIA THEIR OWN COMPUTER OR A COMPUTER PROVIDED BY THEIR EMPLOYER. PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGE. "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE.

JAN 2023

USING MOBILE PHONES TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE A SMARTPHONE OR A FEATURE PHONE TO ACCESS THE INTERNET

GLOBAL OVERVIEW



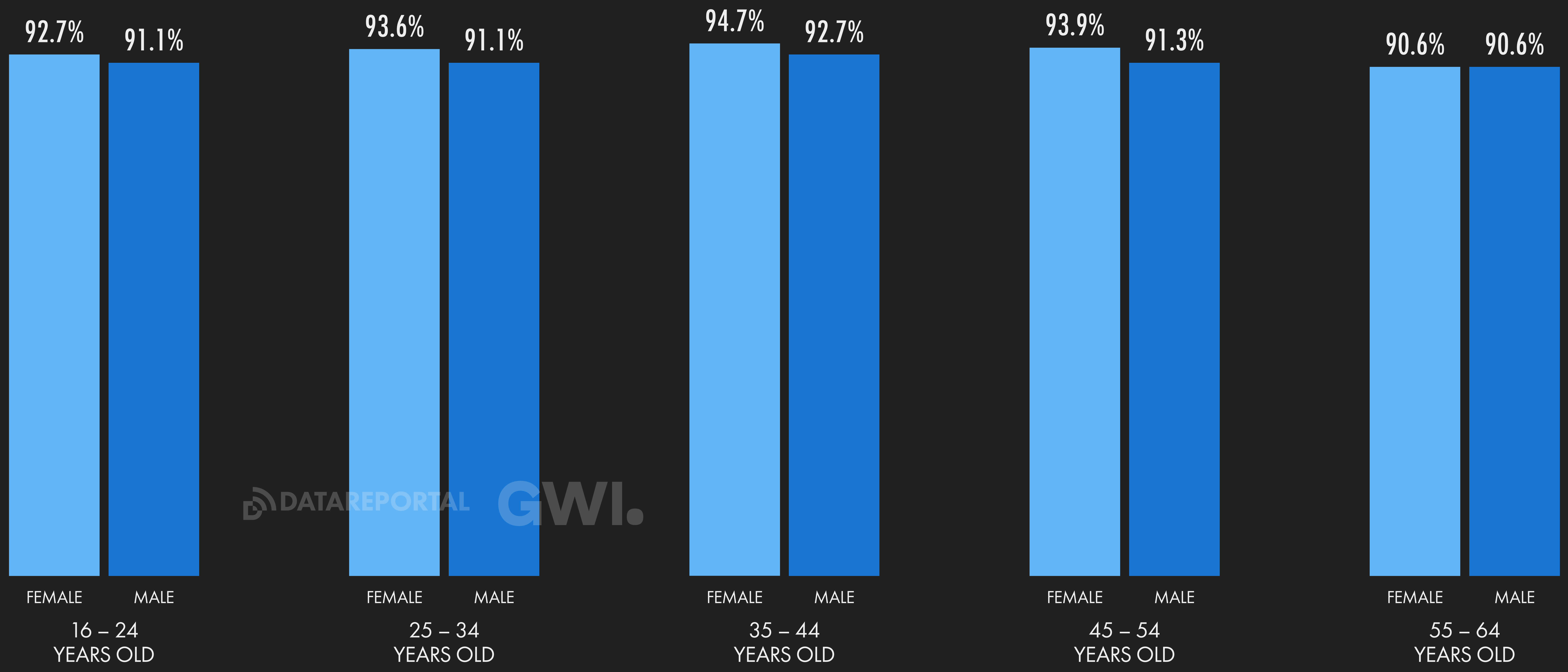
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** USERS MAY ALSO USE OTHER DEVICES TO ACCESS THE INTERNET.

JAN 2023

USING MOBILE PHONES TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS WHO USE A SMARTPHONE OR A FEATURE PHONE TO ACCESS THE INTERNET

GLOBAL OVERVIEW

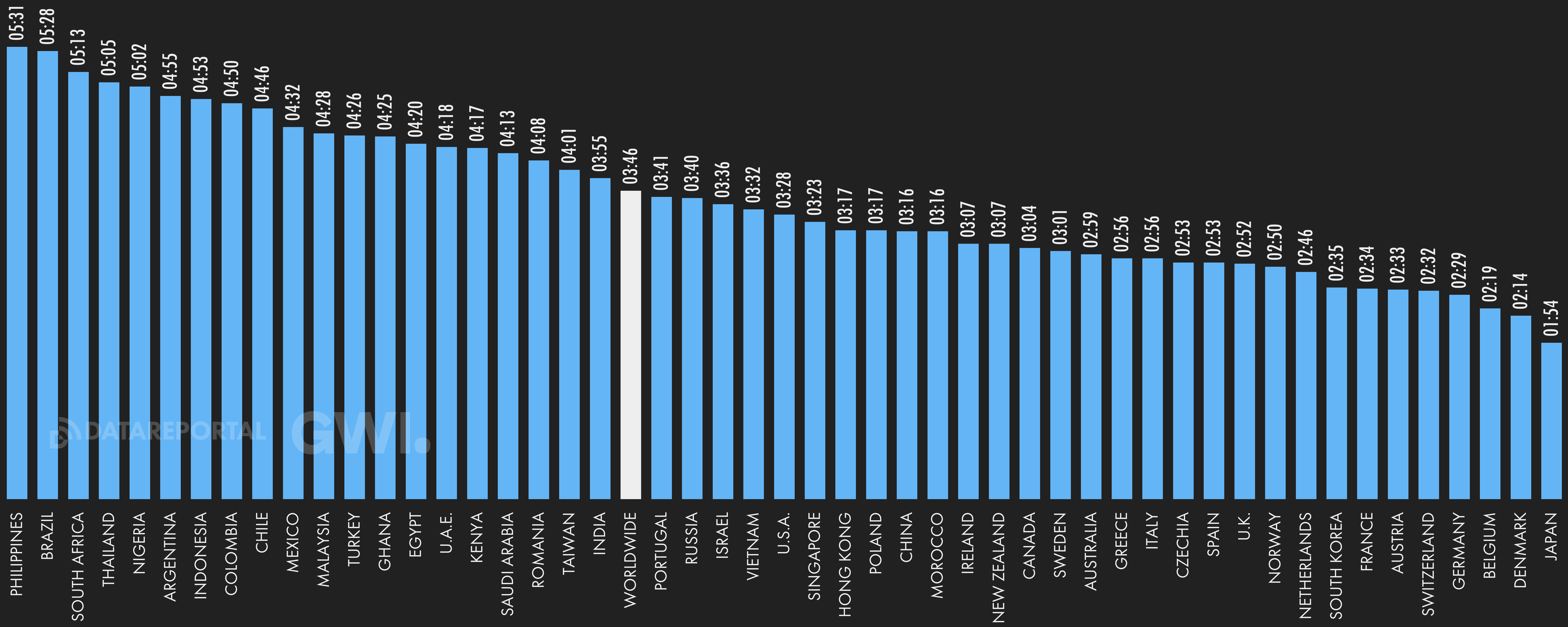


SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTE: USERS MAY ALSO USE OTHER DEVICES TO ACCESS THE INTERNET.

JAN 2023

TIME SPENT USING THE INTERNET ON MOBILES

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



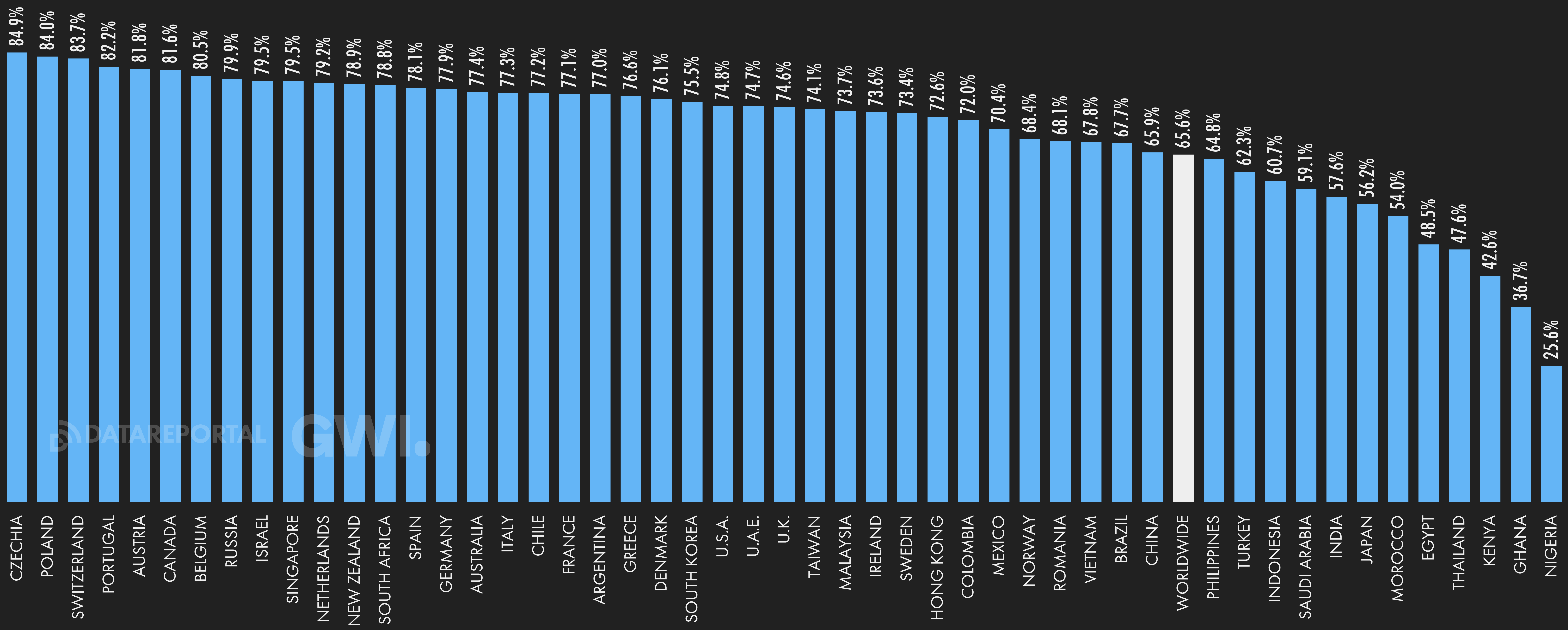
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

USING COMPUTERS TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE A LAPTOP OR A DESKTOP COMPUTER TO ACCESS THE INTERNET

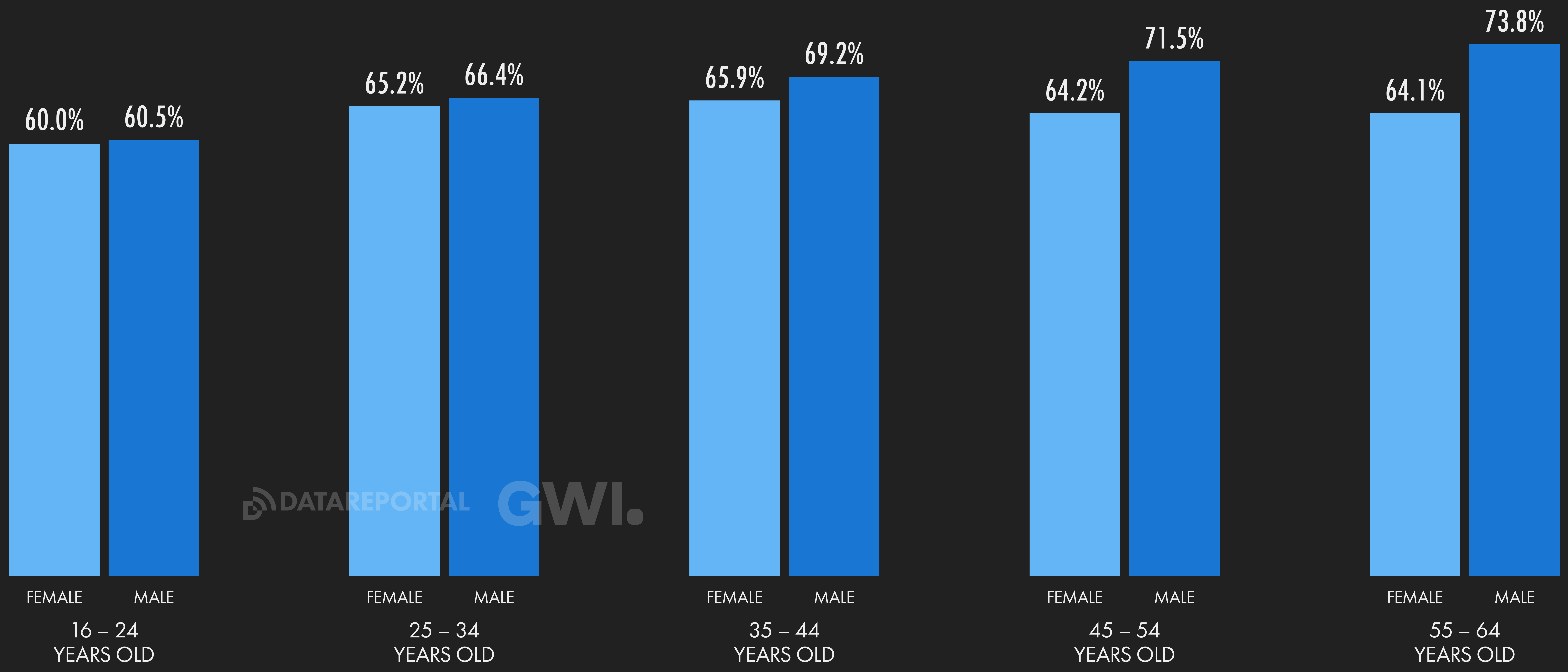
GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** INCLUDES USERS WHO ACCESS THE INTERNET VIA A LAPTOP OR COMPUTER OF THEIR OWN, AS WELL AS USERS WHO ACCESS THE INTERNET VIA A LAPTOP OR DESKTOP COMPUTER PROVIDED BY THEIR PLACE OF WORK. USERS MAY ALSO USE OTHER DEVICES TO ACCESS THE INTERNET.

USING COMPUTERS TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS WHO USE A LAPTOP OR A DESKTOP COMPUTER TO ACCESS THE INTERNET



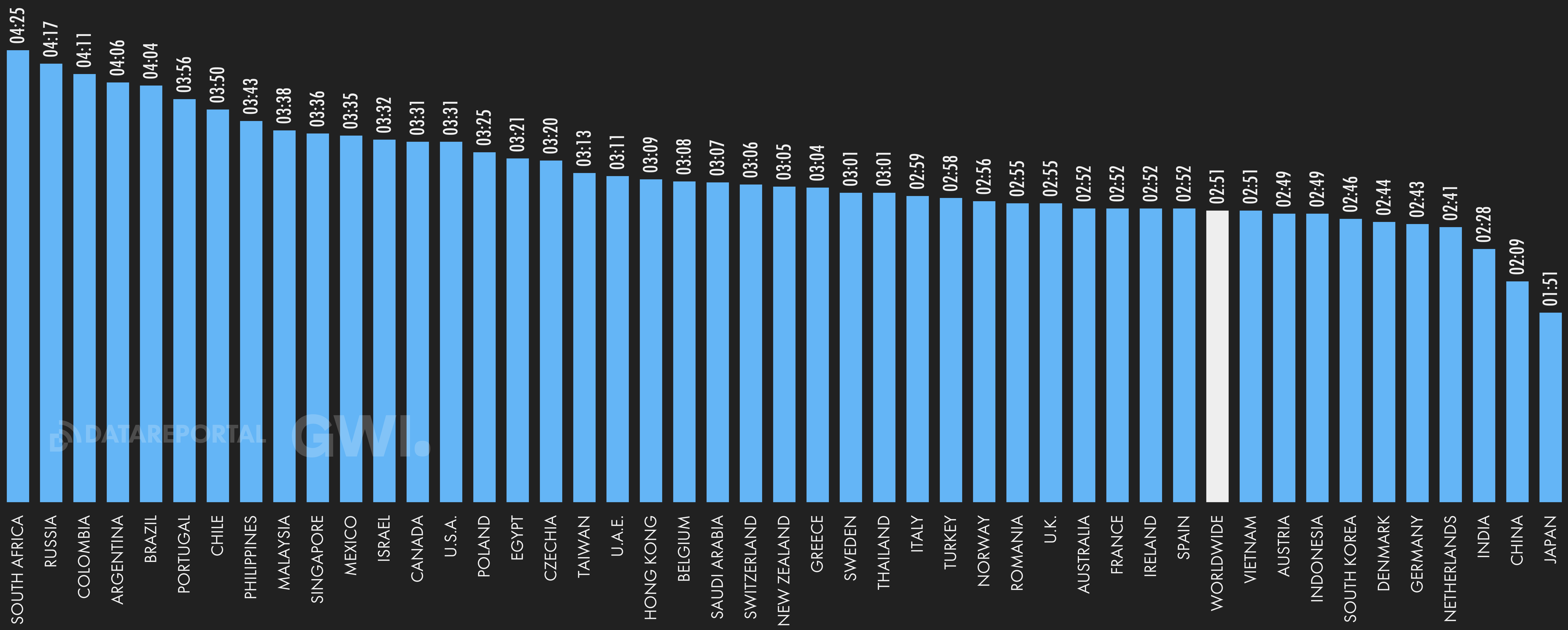
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** INCLUDES USERS WHO ACCESS THE INTERNET VIA A LAPTOP OR COMPUTER OF THEIR OWN, AS WELL AS USERS WHO ACCESS THE INTERNET VIA A LAPTOP OR DESKTOP COMPUTER PROVIDED BY THEIR PLACE OF WORK. USERS MAY ALSO USE OTHER DEVICES TO ACCESS THE INTERNET.

JAN 2023

TIME SPENT USING THE INTERNET ON COMPUTERS

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

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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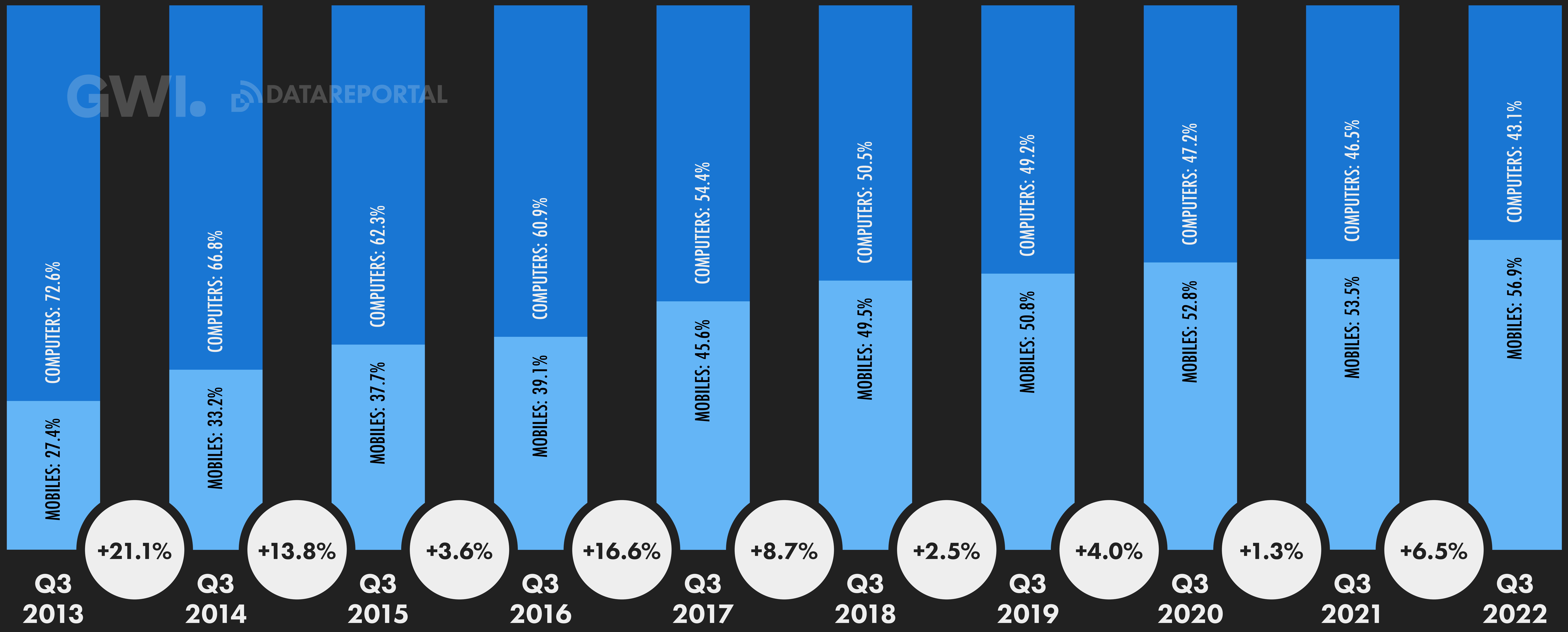
SHARE OF DAILY INTERNET TIME BY DEVICE (YOY)

DAILY TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET ON EACH DEVICE AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME

GLOBAL OVERVIEW



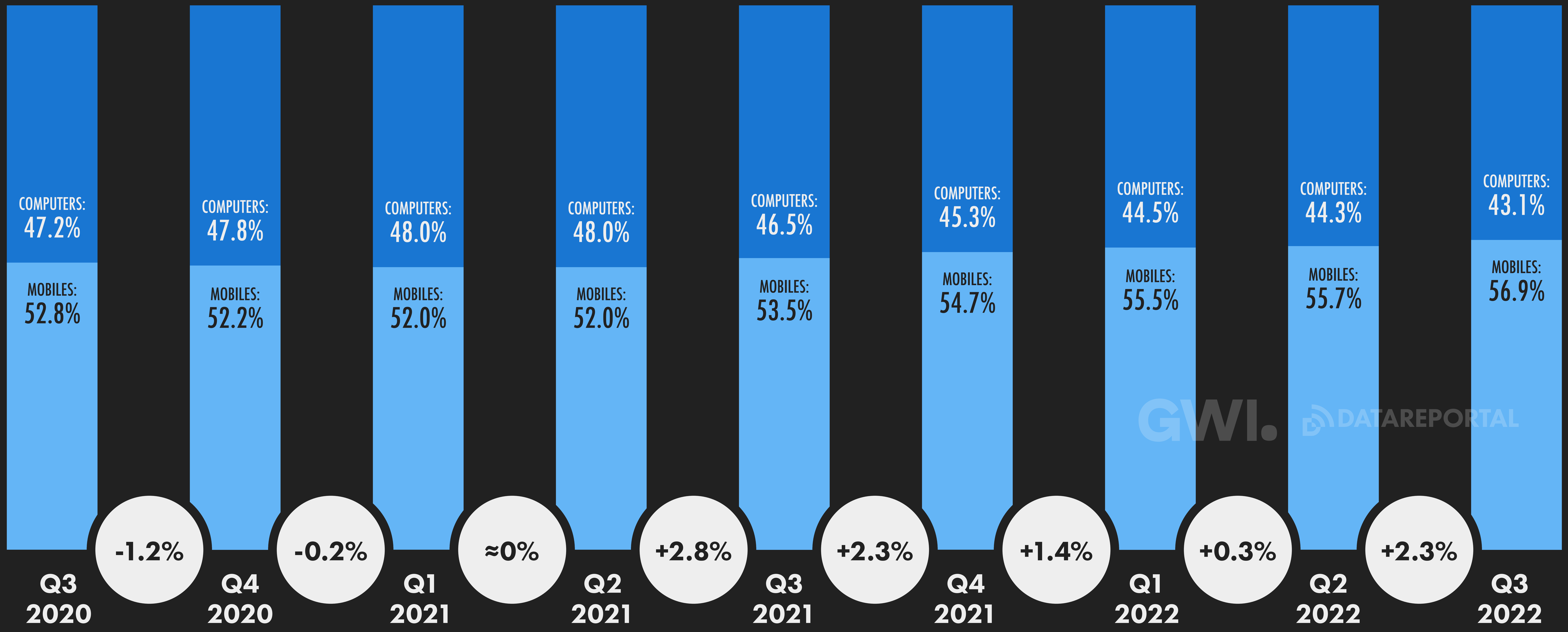
SOURCE: GWI (Q3 2013 TO Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** "MOBILES" INCLUDES SMARTPHONES AND FEATURE PHONES. "COMPUTERS" INCLUDES LAPTOPS, DESKTOPS, AND TABLET DEVICES. PERCENTAGES IN THE WHITE CIRCLES SHOW THE RELATIVE CHANGE IN MOBILE'S SHARE OF TOTAL INTERNET TIME vs. THE PREVIOUS PERIOD.

JAN 2023

SHARE OF DAILY INTERNET TIME BY DEVICE (QOQ)

DAILY TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET ON EACH DEVICE AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME

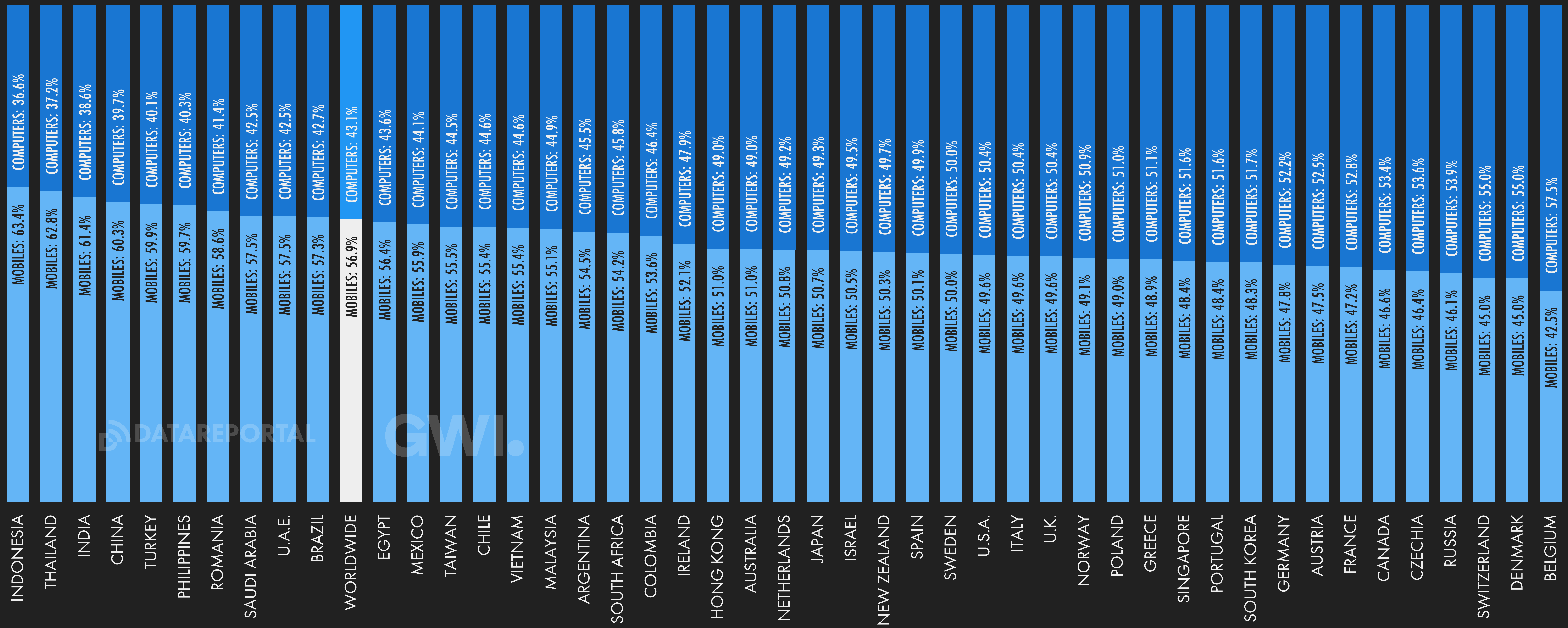
GLOBAL OVERVIEW



SOURCE: GWI (Q3 2020 TO Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** "MOBILES" INCLUDES SMARTPHONES AND FEATURE PHONES. "COMPUTERS" INCLUDES LAPTOPS, DESKTOPS, AND TABLET DEVICES. PERCENTAGES IN THE WHITE CIRCLES SHOW THE RELATIVE CHANGE IN MOBILE'S SHARE OF TOTAL INTERNET TIME vs. THE PREVIOUS PERIOD.

SHARE OF DAILY INTERNET TIME BY DEVICE

DAILY TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET ON EACH DEVICE AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME



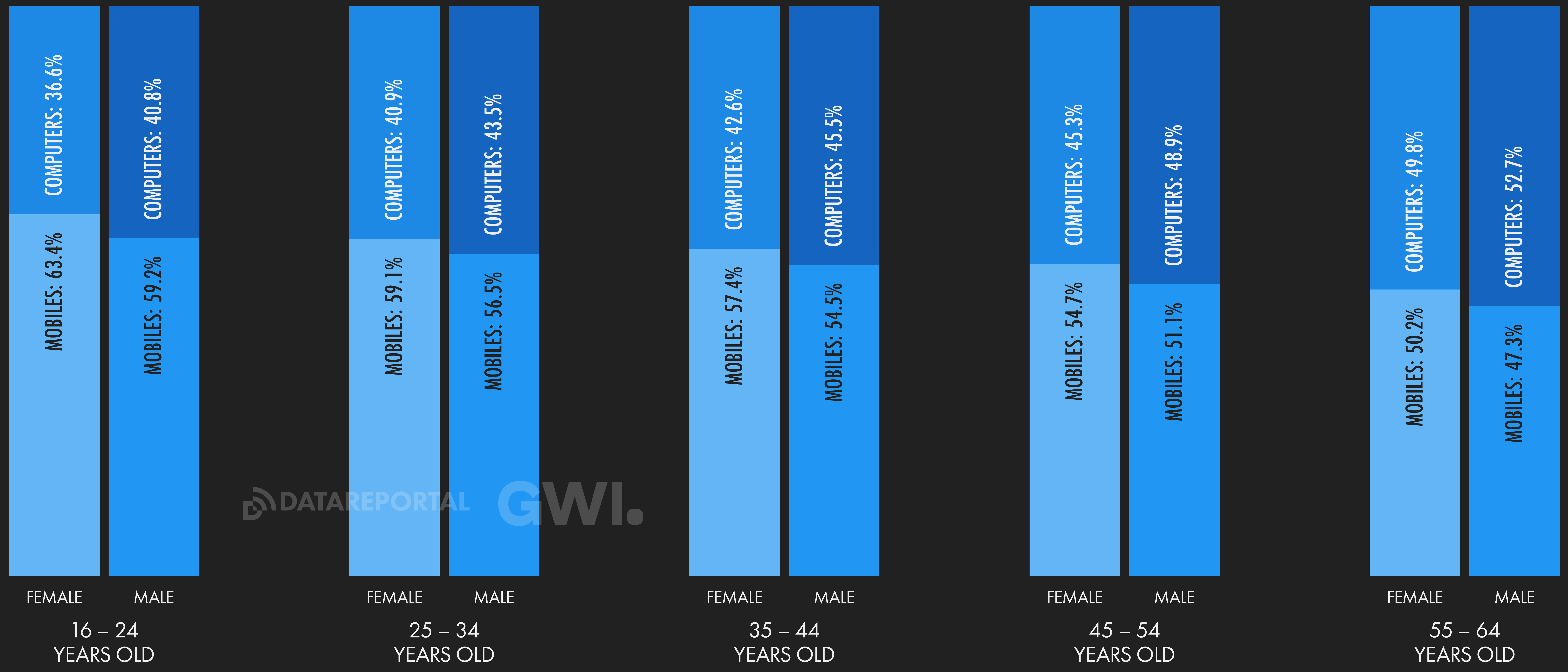
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

SHARE OF DAILY INTERNET TIME BY DEVICE

DAILY TIME THAT INTERNET USERS SPEND USING THE INTERNET ON EACH DEVICE AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS	YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS	MEDIAN SPEED OF FIXED INTERNET CONNECTIONS	YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF FIXED INTERNET CONNECTIONS
DOWNLOAD (MBPS) 33.97	DOWNLOAD +17.0%	DOWNLOAD (MBPS) 74.54	DOWNLOAD +28.5%
UPLOAD (MBPS) 9.34	UPLOAD +9.5%	UPLOAD (MBPS) 31.75	UPLOAD +30.8%
LATENCY (MS) 28	LATENCY -3.4%	LATENCY (MS) 10	LATENCY 0%

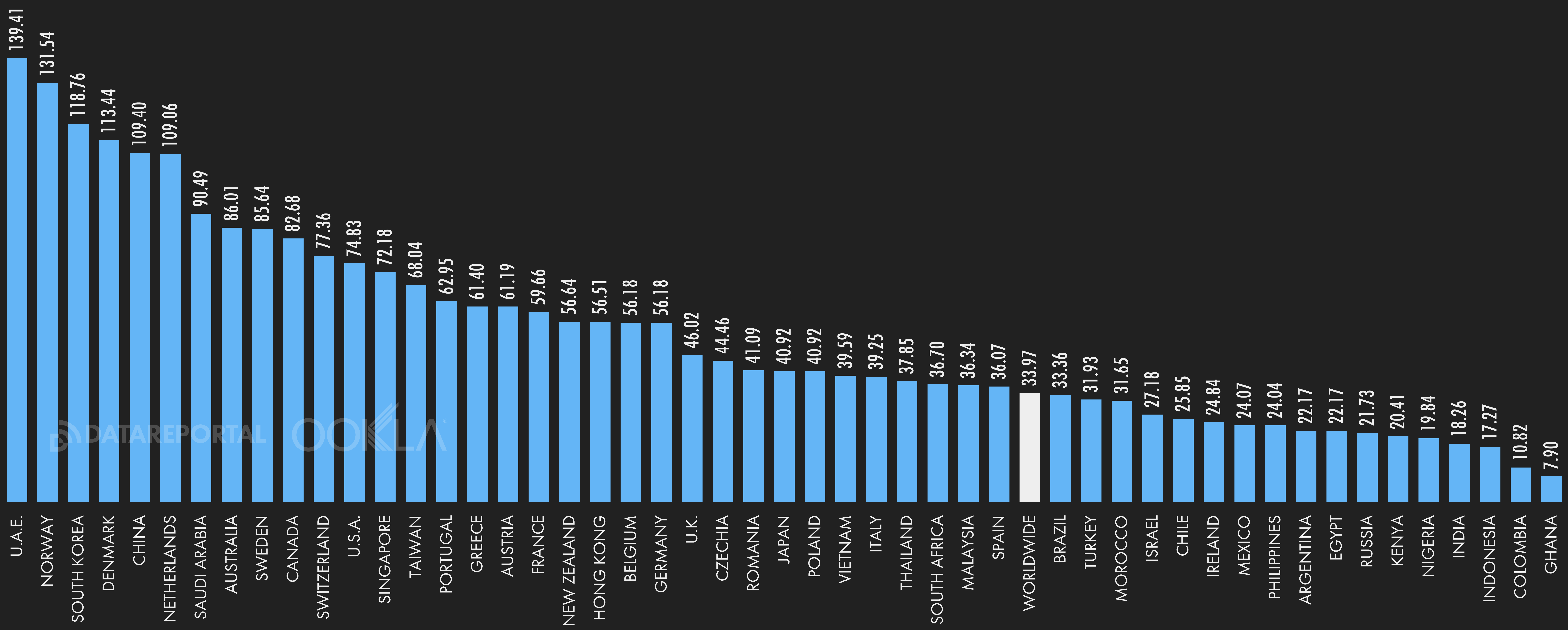
SOURCE: OOKLA. **NOTE:** FIGURES REPRESENT MEDIAN DOWNLOAD AND UPLOAD SPEEDS IN MEGABITS PER SECOND, AND MEDIAN CONNECTION LATENCY IN MILLISECONDS IN NOVEMBER 2022. **TIP:** A NEGATIVE VALUE FOR YEAR-ON-YEAR CHANGE IN LATENCY REPRESENTS AN IMPROVEMENT, BECAUSE LOWER LATENCY SHOULD RESULT IN FASTER CONTENT DELIVERY. **COMPARABILITY:** FIGURES PUBLISHED IN PREVIOUS REPORTS IN THIS SERIES FEATURED MEAN CONNECTION SPEED VALUES, WHEREAS WE NOW FEATURE MEDIAN VALUES. CONSEQUENTLY, VALUES SHOWN HERE ARE NOT COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS.

JAN 2023

MOBILE INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS (IN MBPS)

GLOBAL OVERVIEW



SOURCE: OOKLA. **NOTE:** FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND) IN NOVEMBER 2022. **COMPARABILITY:** VERSIONS OF THIS CHART THAT FEATURED IN PREVIOUS REPORTS IN THIS SERIES USED MEAN VALUES (RATHER THAN MEDIAN VALUES), SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH THOSE SHOWN IN PREVIOUS REPORTS.

JAN 2023

MOBILE INTERNET CONNECTION SPEEDS

COUNTRIES AND TERRITORIES WITH THE FASTEST AND SLOWEST MEDIAN INTERNET DOWNLOAD SPEEDS VIA MOBILE CONNECTIONS

GLOBAL OVERVIEW

FASTEST MEDIAN MOBILE INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
01	QATAR	176.18	+79.6%	25.13	19
02	UNITED ARAB EMIRATES	139.41	+2.3%	21.60	20
03	NORWAY	131.54	+12.8%	18.81	27
04	SOUTH KOREA	118.76	+13.1%	16.19	44
05	DENMARK	113.44	+39.1%	18.89	19
06	CHINA	109.40	+12.7%	24.82	27
07	NETHERLANDS	109.06	+14.9%	16.15	23
08	MACAU	106.38	+159.0%	34.22	15
09	BULGARIA	103.29	+22.1%	20.15	20
10	BRUNEI	102.06	+64.5%	32.64	16

SLOWEST MEDIAN MOBILE INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
142	AFGHANISTAN	5.27	0%	2.10	31
141	VENEZUELA	5.71	-0.9%	3.32	37
140	CUBA	5.74	-62.8%	3.70	123
139	HAITI	6.30	-41.2%	4.53	26
138	PAPUA NEW GUINEA	6.75	[N/A]	8.14	42
137	GHANA	7.90	-2.1%	7.21	29
136	TAJIKISTAN	8.17	+7.9%	4.91	25
135	SYRIA	9.27	-18.9%	6.29	28
134	YEMEN	9.63	[N/A]	6.09	22
133	BELIZE	9.73	[N/A]	7.38	26

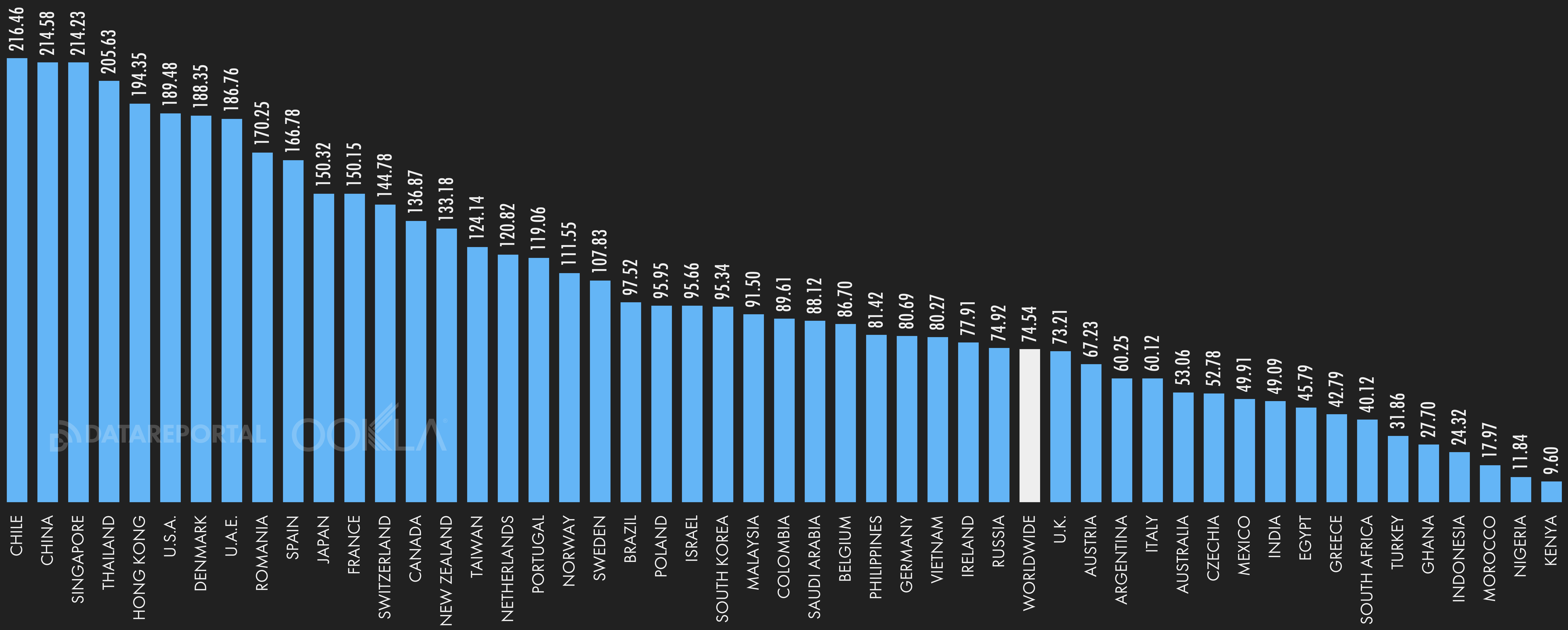
SOURCE: OOKLA. **NOTES:** FIGURES REPRESENT MEDIAN VALUES FOR NOVEMBER 2022. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. "DL" COLUMN SHOWS DOWNLOAD SPEEDS IN MEGABITS PER SECOND. "▲YOY" COLUMN SHOWS YEAR-ON-YEAR CHANGE IN DOWNLOAD SPEEDS. "UL" COLUMN SHOWS UPLOAD SPEEDS IN MEGABITS PER SECOND. LATENCY VALUES ARE IN MILLISECONDS. **COMPARABILITY:** PREVIOUS REPORTS FEATURED MEAN VALUES (NOT MEDIAN VALUES), SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

FIXED INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS (IN MBPS)

GLOBAL OVERVIEW



SOURCE: OOKLA. NOTE: FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND) IN NOVEMBER 2022. COMPARABILITY: VERSIONS OF THIS CHART THAT FEATURED IN PREVIOUS REPORTS IN THIS SERIES USED MEAN VALUES (RATHER THAN MEDIAN VALUES), SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH THOSE SHOWN IN PREVIOUS REPORTS.

FIXED INTERNET CONNECTION SPEEDS

COUNTRIES AND TERRITORIES WITH THE FASTEST AND SLOWEST MEDIAN INTERNET DOWNLOAD SPEEDS VIA FIXED CONNECTIONS

FASTEST MEDIAN FIXED INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
01	CHILE	216.46	+25.1%	130.66	6
02	CHINA	214.58	+46.4%	38.32	12
03	SINGAPORE	214.23	+16.0%	178.57	4
04	THAILAND	205.63	+20.0%	175.09	5
05	HONG KONG	194.35	+26.2%	137.16	4
06	UNITED STATES OF AMERICA	189.48	+41.3%	22.54	14
07	DENMARK	188.35	+23.7%	104.41	7
08	UNITED ARAB EMIRATES	186.76	+80.1%	94.26	5
09	MONACO	181.26	+28.0%	121.95	5
10	ROMANIA	170.25	+36.9%	102.19	5

SLOWEST MEDIAN FIXED INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
180	CUBA	1.91	+0.5%	0.87	126
179	AFGHANISTAN	2.25	+34.7%	2.71	22
178	TURKMENISTAN	2.45	+23.7%	2.16	93
177	SOUTH SUDAN	2.81	[N/A]	3.30	30
176	SYRIA	3.16	+9.0%	3.69	24
175	YEMEN	3.90	+41.3%	0.96	38
174	NIGER	4.47	+32.2%	2.45	23
173	BURUNDI	4.90	-1.4%	6.43	24
172	SUDAN	5.04	+40.4%	3.49	28
171	ESWATINI	5.16	+17.3%	4.17	28

SOURCE: OOKLA. **NOTES:** FIGURES REPRESENT MEDIAN VALUES FOR NOVEMBER 2022. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. "DL" COLUMN SHOWS DOWNLOAD SPEEDS IN MEGABITS PER SECOND. "▲YOY" COLUMN SHOWS YEAR-ON-YEAR CHANGE IN DOWNLOAD SPEEDS. "UL" COLUMN SHOWS UPLOAD SPEEDS IN MEGABITS PER SECOND. LATENCY VALUES ARE IN MILLISECONDS. **COMPARABILITY:** PREVIOUS REPORTS FEATURED MEAN VALUES (NOT MEDIAN VALUES), SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

COMPARING MOBILE AND FIXED SPEEDS

COUNTRIES AND TERRITORIES WITH THE GREATEST DIFFERENCES BETWEEN MEDIAN DOWNLOAD SPEEDS FOR MOBILE AND FIXED CONNECTIONS

LOCATIONS WITH BIGGEST GAPS IN FAVOUR OF MOBILE CONNECTION SPEEDS

#	LOCATION	MOBILE DL SPEED	FIXED DL SPEED	RATIO
01	MALDIVES	71.40 MBPS	10.45 MBPS	6.8 : 1
02	BOTSWANA	33.05 MBPS	7.52 MBPS	4.4 : 1
03	LEBANON	28.39 MBPS	7.27 MBPS	3.9 : 1
04	ETHIOPIA	19.10 MBPS	5.19 MBPS	3.7 : 1
05	IRAN	40.97 MBPS	11.62 MBPS	3.5 : 1
06	MOZAMBIQUE	19.13 MBPS	6.29 MBPS	3.0 : 1
07	CUBA	5.74 MBPS	1.91 MBPS	3.0 : 1
08	SYRIA	9.27 MBPS	3.16 MBPS	2.9 : 1
09	SUDAN	13.38 MBPS	5.04 MBPS	2.7 : 1
10	TUNISIA	21.42 MBPS	8.15 MBPS	2.6 : 1

LOCATIONS WITH BIGGEST GAPS IN FAVOUR OF FIXED CONNECTION SPEEDS

#	LOCATION	FIXED DL SPEED	MOBILE DL SPEED	RATIO
01	PANAMA	118.01 MBPS	13.92 MBPS	8.5 : 1
02	CHILE	216.46 MBPS	25.85 MBPS	8.4 : 1
03	COLOMBIA	89.61 MBPS	10.82 MBPS	8.3 : 1
04	THAILAND	205.63 MBPS	37.85 MBPS	5.4 : 1
05	UKRAINE	60.00 MBPS	11.23 MBPS	5.3 : 1
06	SPAIN	166.78 MBPS	36.07 MBPS	4.6 : 1
07	JORDAN	74.46 MBPS	16.60 MBPS	4.5 : 1
08	BELARUS	50.27 MBPS	11.71 MBPS	4.3 : 1
09	BELIZE	40.72 MBPS	9.73 MBPS	4.2 : 1
10	ROMANIA	170.25 MBPS	41.09 MBPS	4.1 : 1

SOURCE: OOKLA. **NOTES:** "DL SPEED" FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS IN MEGABITS PER SECOND IN NOVEMBER 2022. "RATIO" FIGURES OFFER A COMPARISON BETWEEN THE TWO DOWNLOAD SPEEDS. RANKING ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. **COMPARABILITY:** INTERNET CONNECTION SPEEDS FEATURED IN PREVIOUS REPORTS IN THIS SERIES USED MEAN VALUES (RATHER THAN MEDIAN VALUES), SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH THOSE SHOWN IN PREVIOUS REPORTS.

Meltwater Insights

Internet Use

The social listening data around why we go online

Community and commiseration

When inflation and supply chain issues began shifting how the world eats, food-lovers turned to social media platforms to document and discuss the changes.

The rise in Twitter conversations about the costs of food and value of fine dining highlights the internet as a place to find mutual understanding.

+46%

period-over-period change in Twitter conversations about the cost of food.

Guidance and influence

From runway show stills to "get ready with me" (aka GRWM) shorts, fashion netizens are experts at finding, creating, and sharing style inspiration online.

They, like many consumers, scroll their feeds looking for "tour guides" for their interests.
Social listening data gives marketers endless ways to meet their curiosity.

91%

of luxury fashion netizens make purchases influenced by social media, compared to 67% of the global general public.

Context and information

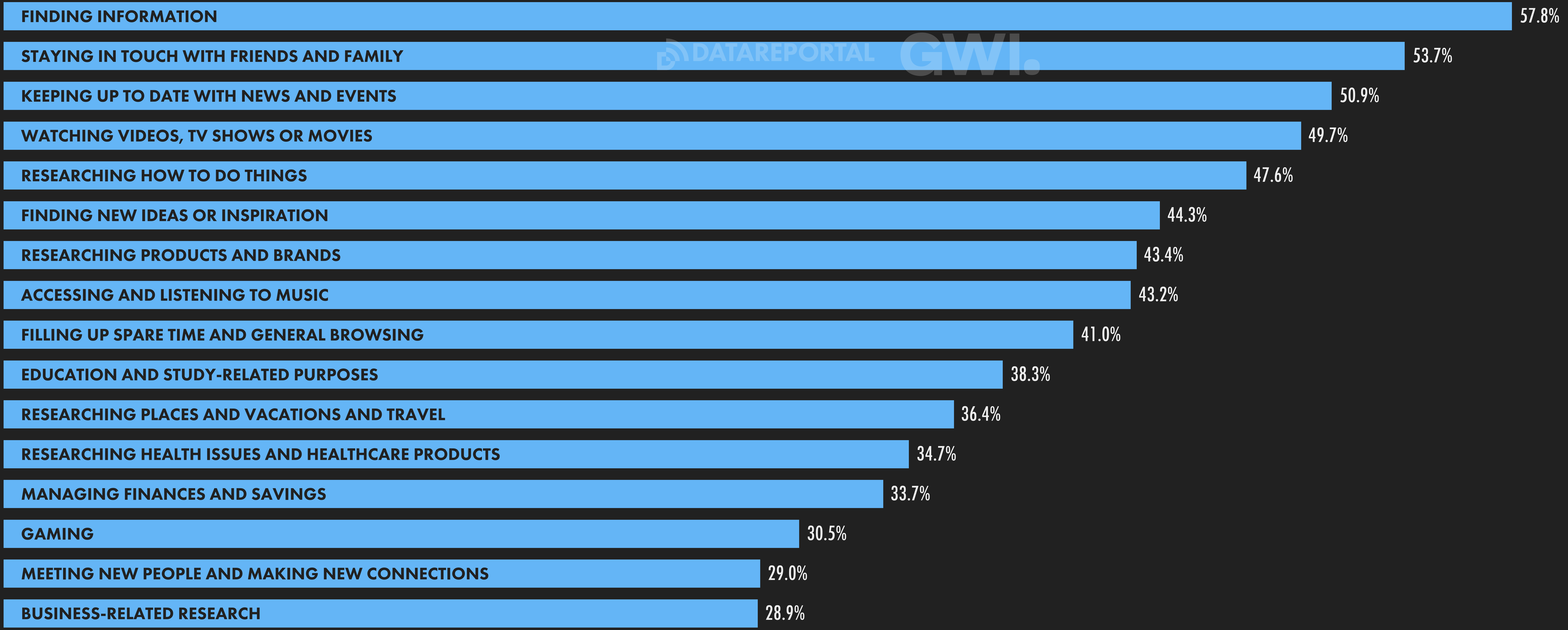
What's the streaming series everyone's talking about? Who sings that hit song and are they on tour? What's behind the latest craze that popped up out of nowhere? The internet has always been informative and has only gotten more immediate with time.

+6,024%

period-over-period change in Twitter conversations about the metaverse and sports.

MAIN REASONS FOR USING THE INTERNET

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



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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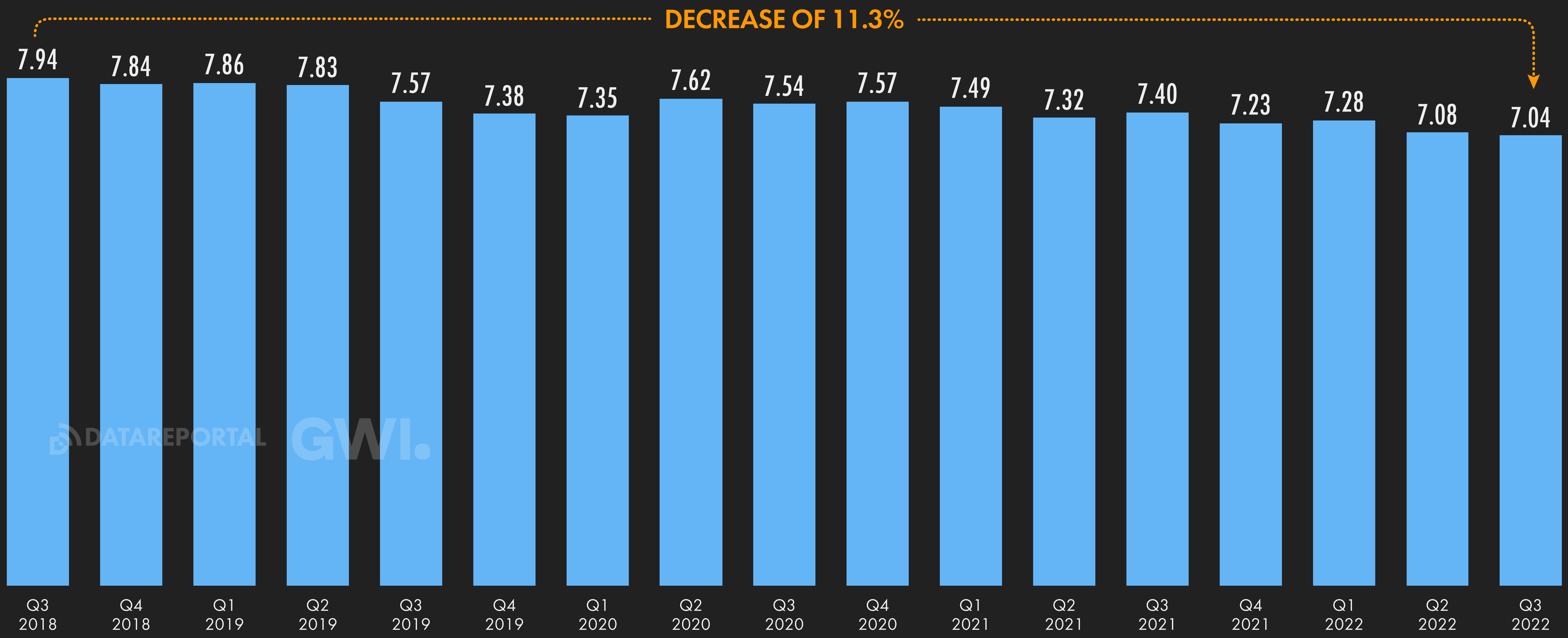
NUMBER OF REASONS FOR USING THE INTERNET

AVERAGE NUMBER OF REASONS CITED BY INTERNET USERS AGED 16 TO 64 AS PRIMARY MOTIVATIONS FOR USING THE INTERNET

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2018 TO Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** SURVEY RESPONDENTS COULD SELECT FROM THE SAME DEFINED LIST OF 19 OPTIONS IN EACH WAVE OF RESEARCH.

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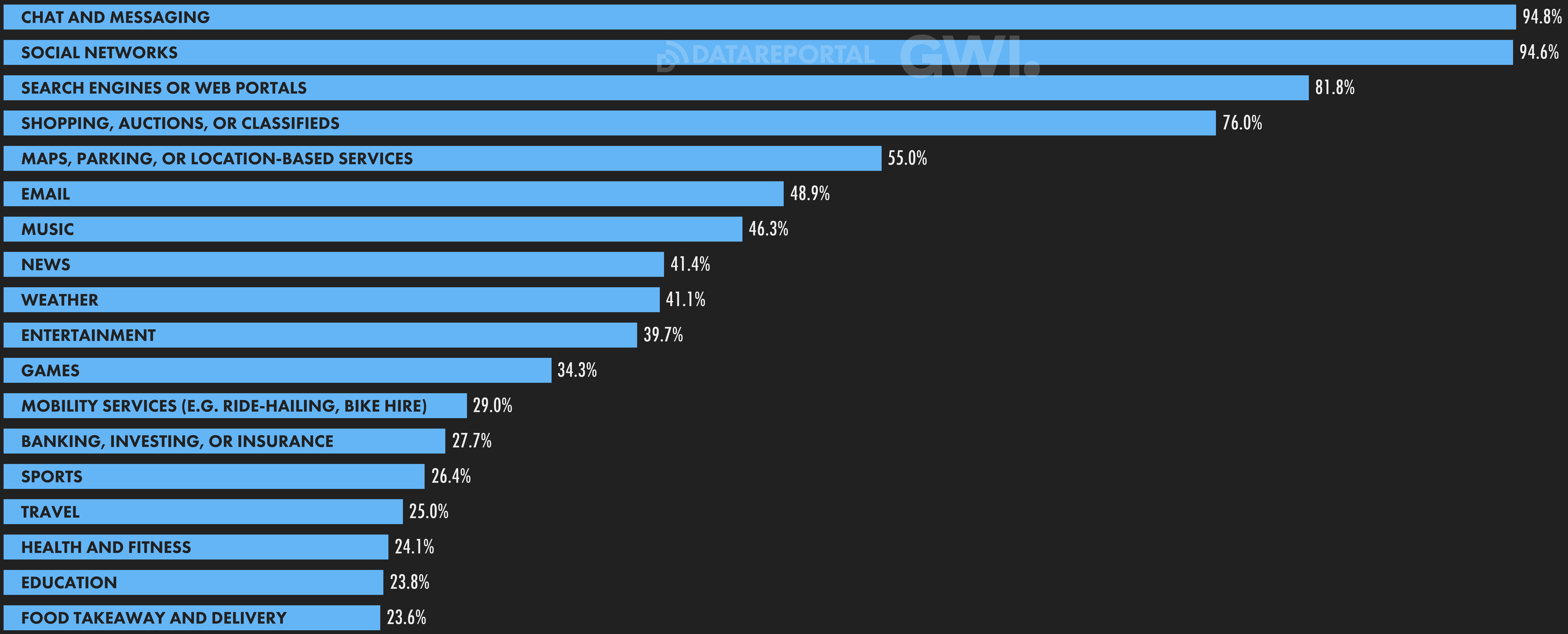
TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE

MOBILE PHONES	LAPTOP AND DESKTOP COMPUTERS	TABLET DEVICES	OTHER DEVICES
59.00%	38.99%	1.98%	0.02%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+9.3%	-10.4%	-19.8%	-33.3%
+504 BPS	-454 BPS	-49 BPS	-1 BP

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN NOVEMBER 2022. 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. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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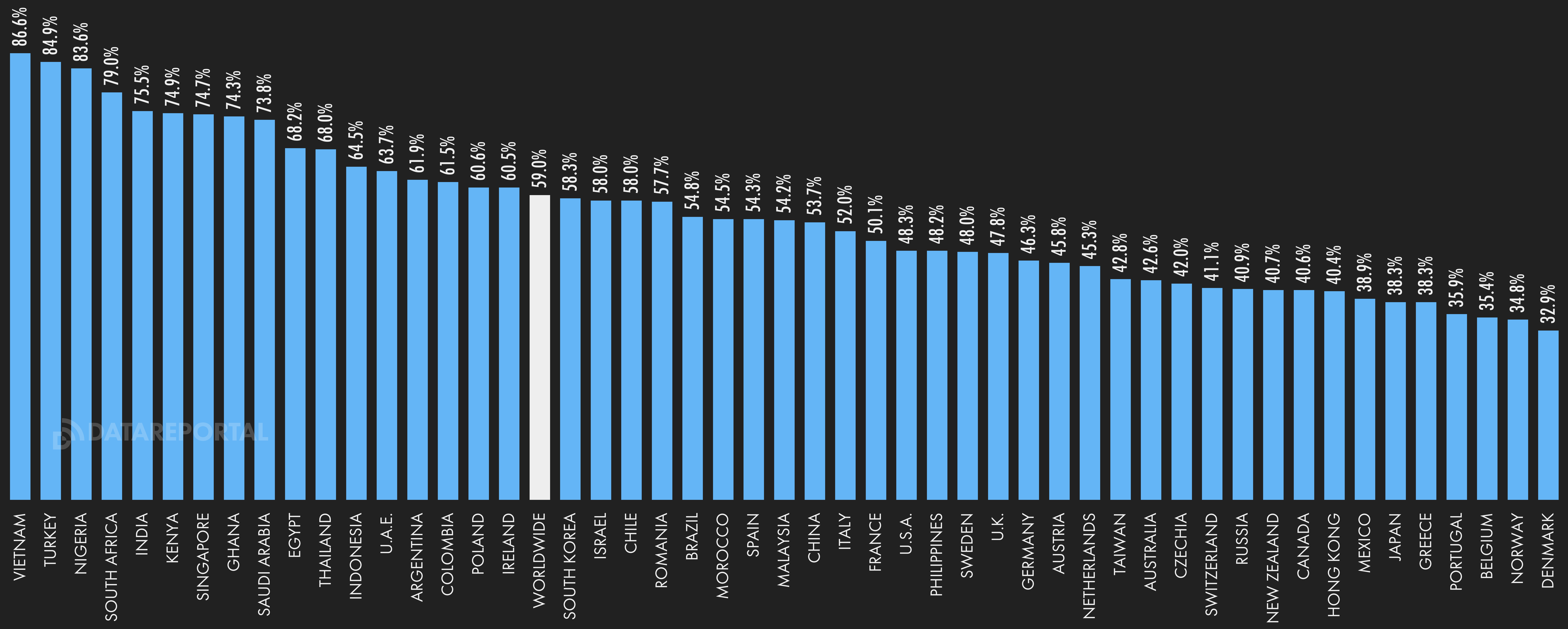
MOBILE'S SHARE OF WEB TRAFFIC

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES

GLOBAL OVERVIEW



SOURCE: STATCOUNTER. **NOTE:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN NOVEMBER 2022.

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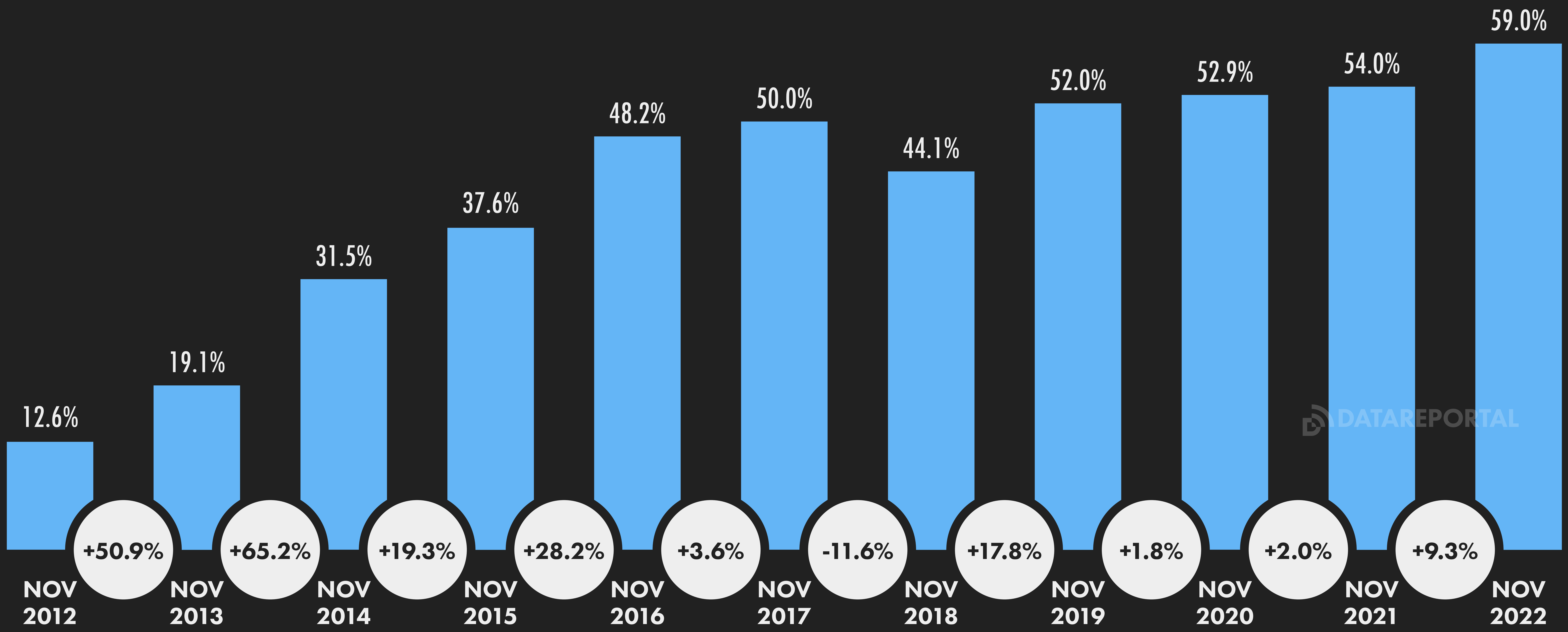
MOBILE'S SHARE OF WEB TRAFFIC

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES

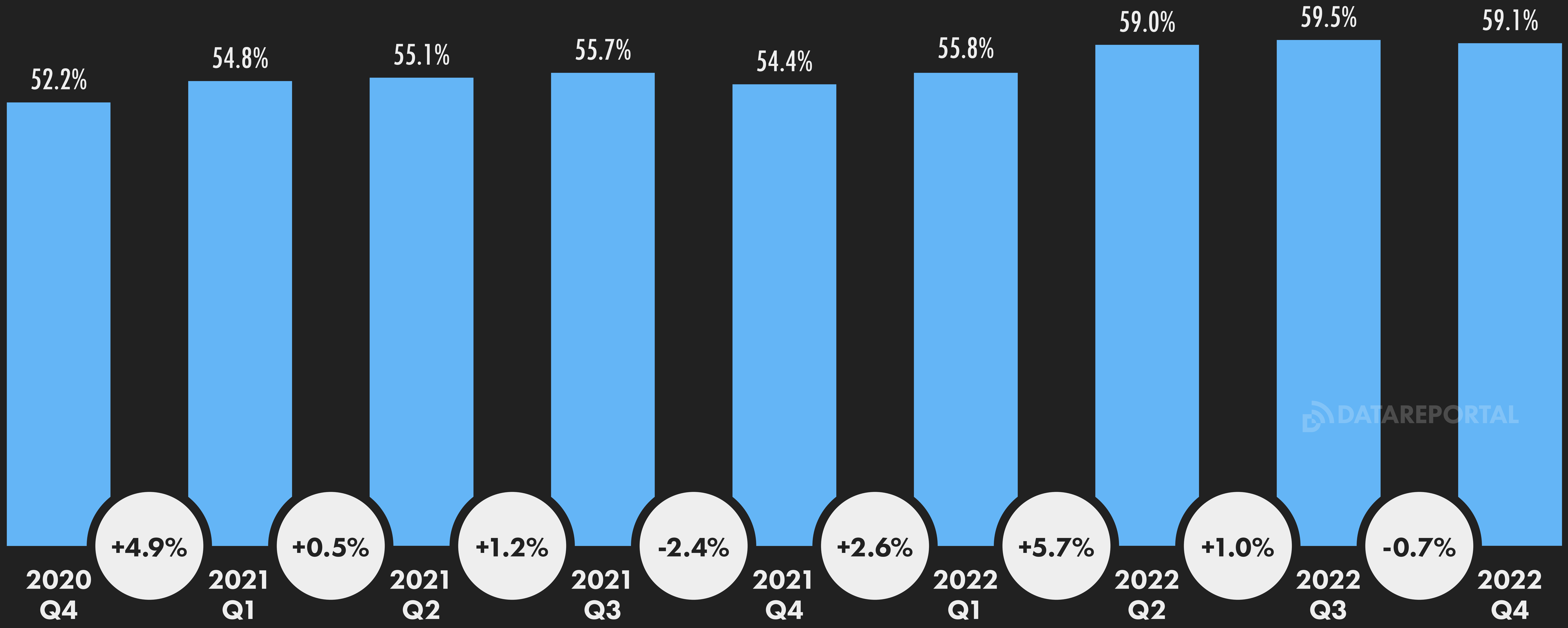
GLOBAL OVERVIEW



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

MOBILE'S SHARE OF WEB TRAFFIC

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES (QUARTERLY AVERAGES)



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE, AVERAGED ACROSS THE 3 MONTHS OF EACH RESPECTIVE QUARTER. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

SHARE OF WEB TRAFFIC BY BROWSER

PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE

BROWSER	SHARE	YEAR-ON-YEAR CHANGE
CHROME	65.86%	+2.8% (+180 BPS)
SAFARI	18.67%	-2.9% (-55 BPS)
MICROSOFT EDGE	4.45%	+6.2% (+26 BPS)
FIREFOX	3.04%	-22.3% (-87 BPS)
SAMSUNG INTERNET	2.68%	-4.3% (-12 BPS)
OPERA	2.27%	-3.0% (-7 BPS)
ANDROID	0.72%	+7.5% (+5 BPS)
OTHER	2.31%	-17.8% (-50 BPS)

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN NOVEMBER 2022. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR 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. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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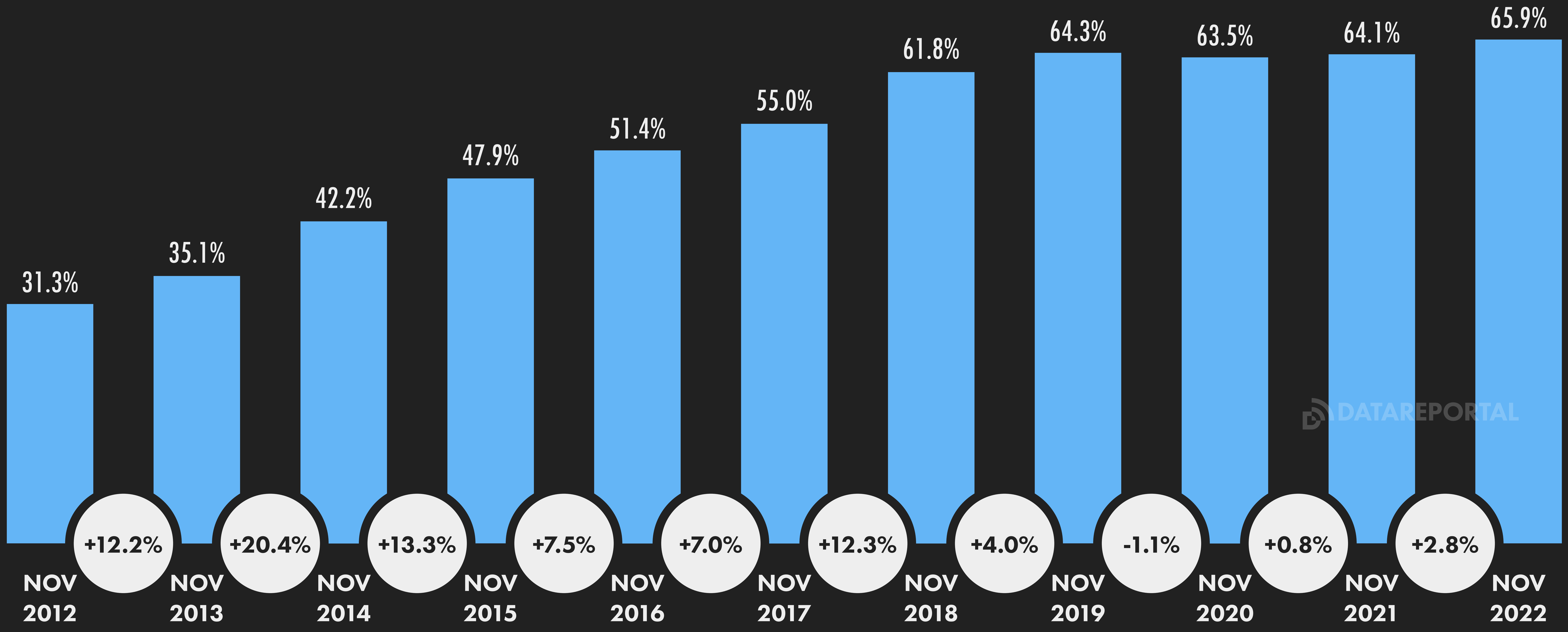
2023

GOOGLE CHROME'S SHARE OF WEB TRAFFIC

NUMBER OF WEB PAGES SERVED TO GOOGLE CHROME AS A PERCENTAGE OF ALL WEB PAGES SERVED TO WEB BROWSERS (ANY DEVICE)

GLOBAL OVERVIEW



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO GOOGLE'S CHROME BROWSER COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

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TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2022

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	88.4 B	8.13 B	21M 51S	3.6
02	YOUTUBE.COM	74.8 B	5.85 B	36M 04S	6.1
03	FACEBOOK.COM	10.7 B	2.48 B	22M 43S	3.0
04	PORNHUB.COM	10.2 B	2.14 B	10M 35S	6.9
05	XVIDEOS.COM	8.77 B	1.79 B	12M 10S	7.3
06	TWITTER.COM	8.18 B	2.10 B	21M 55S	1.8
07	WIKIPEDIA.ORG	6.67 B	1.97 B	11M 09S	2.1
08	REDDIT.COM	4.82 B	1.25 B	17M 53S	3.0
09	INSTAGRAM.COM	4.46 B	1.57 B	17M 27S	2.2
10	XNXX.COM	3.74 B	991 M	10M 55S	7.0

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	YAHOO.COM	3.34 B	614 M	17M 36S	3.2
12	SPANKBANG.COM	3.02 B	743 M	13M 25S	7.7
13	AMAZON.COM	2.70 B	898 M	13M 01S	5.8
14	FANDOM.COM	2.65 B	803 M	13M 16S	3.1
15	XHAMSTER.COM	2.62 B	756 M	14M 06S	6.1
16	YANDEX.RU	2.59 B	314 M	17M 22S	2.6
17	WEATHER.COM	2.54 B	1.14 B	7M 56S	1.5
18	TIKTOK.COM	2.18 B	995 M	9M 37S	2.0
19	YAHOO.CO.JP	1.95 B	208 M	21M 53S	5.4
20	LIVEDOOR.JP	1.70 B	107 M	19M 10S	5.0

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2022. **NOTE:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. FIGURES ENDING IN "B" REPRESENT BILLIONS; FIGURES ENDING IN "M" REPRESENT MILLIONS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS. **COMPARABILITY:** SOURCE METHODOLOGY CHANGES. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2021 AND NOVEMBER 2022

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	87.1 B	3.11 B	11M 09S	9
02	YOUTUBE.COM	34.3 B	1.94 B	21M 32S	12
03	FACEBOOK.COM	19.4 B	1.61 B	9M 58S	9
04	TWITTER.COM	6.91 B	966 M	10M 45S	10
05	INSTAGRAM.COM	6.39 B	1.04 B	7M 46S	11
06	BAIDU.COM	5.40 B	253 M	5M 43S	8
07	ALIEXPRESS.COM	5.08 B	156 M	3M 54S	3
08	WIKIPEDIA.ORG	5.02 B	1.03 B	7M 44S	6
09	YAHOO.COM	3.41 B	411 M	3M 44S	2
10	XVIDEOS.COM	3.08 B	408 M	9M 42S	9

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	WHATSAPP.COM	2.86 B	420 M	7M 15S	2
12	PORNHUB.COM	2.69 B	401 M	8M 21S	9
13	AMAZON.COM	2.49 B	473 M	8M 37S	11
14	XNXX.COM	2.45 B	308 M	8M 36S	11
15	YAHOO.CO.JP	2.24 B	93.1 M	5M 41S	5
16	REDDIT.COM	1.82 B	234 M	9M 36S	7
17	LINKEDIN.COM	1.60 B	298 M	9M 44S	8
18	OFFICE.COM	1.58 B	148 M	9M 44S	7
19	VK.COM	1.43 B	118 M	2M 06S	2
10	SAMSUNG.COM	1.41 B	328 M	2M 39S	2

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2021 AND NOVEMBER 2022. **NOTES:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISTS" AND "UNIQUE VISITORS" REPRESENT MONTHLY AVERAGES. FIGURES ENDING IN "B" REPRESENT BILLIONS; FIGURES ENDING IN "M" REPRESENT MILLIONS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS.

JAN 2023

SHARE OF SEARCH ENGINE REFERRALS

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE

GLOBAL OVERVIEW

SEARCH SERVICE	SHARE	YEAR-ON-YEAR CHANGE
GOOGLE	92.21%	+0.9% (+79 BPS)
BING	3.42%	+8.9% (+28 BPS)
YAHOO!	1.23%	-19.6% (-30 BPS)
YANDEX	0.97%	+5.4% (+5 BPS)
BAIDU	0.78%	-55.4% (-97 BPS)
DUCKDUCKGO	0.60%	-9.1% (-6 BPS)
NAVER	0.17%	+54.5% (+6 BPS)
OTHER	0.62%	+31.9% (+15 BPS)

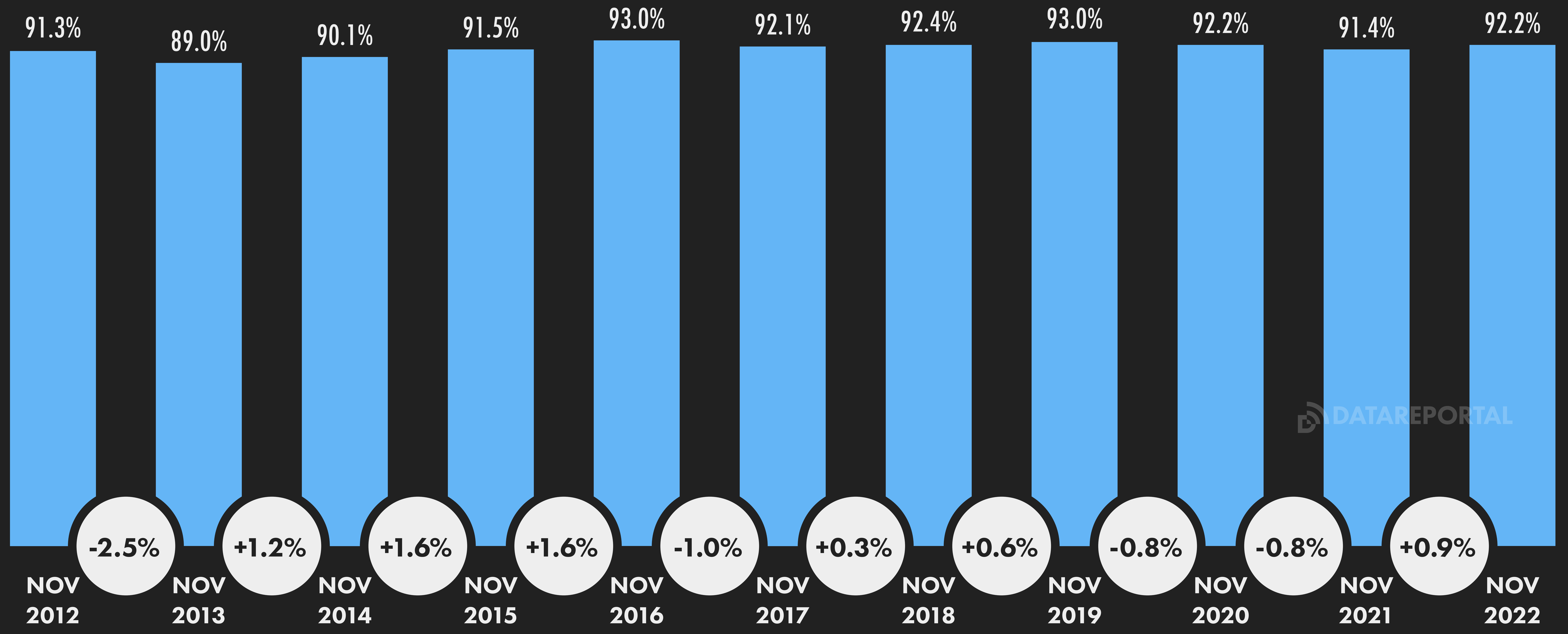
SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN NOVEMBER 2022. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

JAN 2023

GOOGLE'S SHARE OF SEARCH ENGINE REFERRALS

WEB TRAFFIC REFERRED BY GOOGLE AS A PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES (ANY DEVICE)

GLOBAL OVERVIEW



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO GOOGLE'S CHROME BROWSER COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

JAN 2023

TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2022 AND 31 DECEMBER 2022

GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX	▲ 1 YEAR	▲ 5 YEAR
01	GOOGLE	100	0%	-33%
02	YOUTUBE	75	-12%	-44%
03	VIDEO	68	+11%	-4%
04	FACEBOOK	62	-21%	-69%
05	WEATHER	58	-8%	+4%
06	TRANSLATE	46	+16%	+62%
07	WHATSAPP	44	+10%	+162%
08	NEWS	38	-20%	-29%
09	AMAZON	37	+6%	+16%
10	INSTAGRAM	33	+12%	+42%

#	SEARCH QUERY	INDEX	▲ 1 YEAR	▲ 5 YEAR
11	WHATSAPP WEB	28	+23%	+515%
12	VIDEOS	28	+3%	-18%
13	GMAIL	25	+2%	-47%
14	TIEMPO	25	0%	+38%
15	AS	23	+22%	+20%
16	TRADUCTOR	21	+14%	+8%
17	SATTA	19	+27%	+178%
18	GOOGLE TRANSLATE	18	+8%	+22%
19	TWITTER	18	+3%	+29%
20	SAMSUNG	18	+11%	0%

SOURCE: GOOGLE TRENDS. RANKING BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2022 AND 31 DECEMBER 2022. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES ARE AS PUBLISHED BY GOOGLE TRENDS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. FIGURES IN THE "▲ 1 YEAR" AND "▲ 5 YEAR " COLUMNS SHOW THE RELATIVE CHANGE IN INDEXED SEARCH VOLUME FOR EACH QUERY OVER TIME. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

WE ARE SOCIAL INSIGHT_THINK FORWARD 2023

TEXTURED DISCOVERY

PEOPLE WANT SEARCH TO BE LESS PRECISE, AND MORE EXPLORATORY

We are experiencing a shift in how people explore the internet and discover new content. Users are questioning the old ways and capitalising on the rich data social offers, supplementing traditional modes of search with ones that are visual, collaborative, serendipitous, and brimming with personal experience.

Personalisation and simplicity used to be the markers of good search and discovery. Now, however, there's more value in brands that make search feel collaborative and surprising. Brands can bring users together in a shared act of discovery, or use the spatial landscape of the metaverse to make online shoppers feel like they're stumbling upon unlikely discoveries.

In the eighth issue of our annual report ***Think Forward***, we unpick the complex and ever-changing web of digital culture and behaviour, and explore the role brands can play in reflecting and shaping it.

Brands can turn discovery into a collaborative process to see a slice of the internet that would've otherwise been hidden from view. That's what **Spotify** did when it let people collaboratively discover music: its 'blend mixes' let people peer outside of their own algo-recommended filter bubble, pushing them onto a pathway of discovery guided by their music partner's taste.

In collaboration with Universal Pictures and Monkeypaw Productions, **Meta** launched Nope World on its Horizon Worlds platform - based on the Jordan Peele film, Nope. The experience had a virtual train ride in which visitors could discover Easter eggs based on the film throughout. This type of the spatial, multi-sensory landscape of virtual worlds lends itself well in the new type of the discovery process.

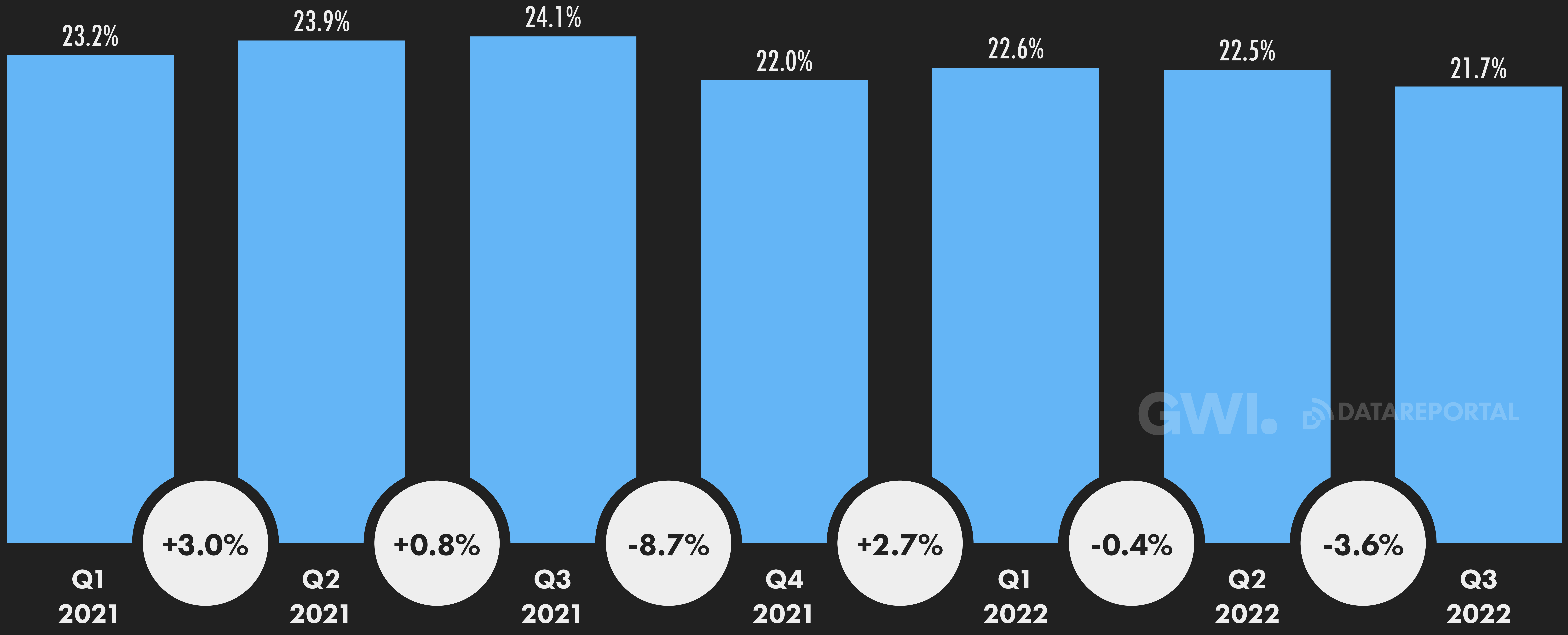
FIND OUT MORE IN THINK FORWARD 2023 >

JAN 2023

USE OF VOICE ASSISTANTS TO FIND INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE VOICE ASSISTANTS (E.G. SIRI, ALEXA) TO FIND INFORMATION EACH WEEK

GLOBAL OVERVIEW



SOURCE: GWI (Q1 2021 TO Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTE: PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

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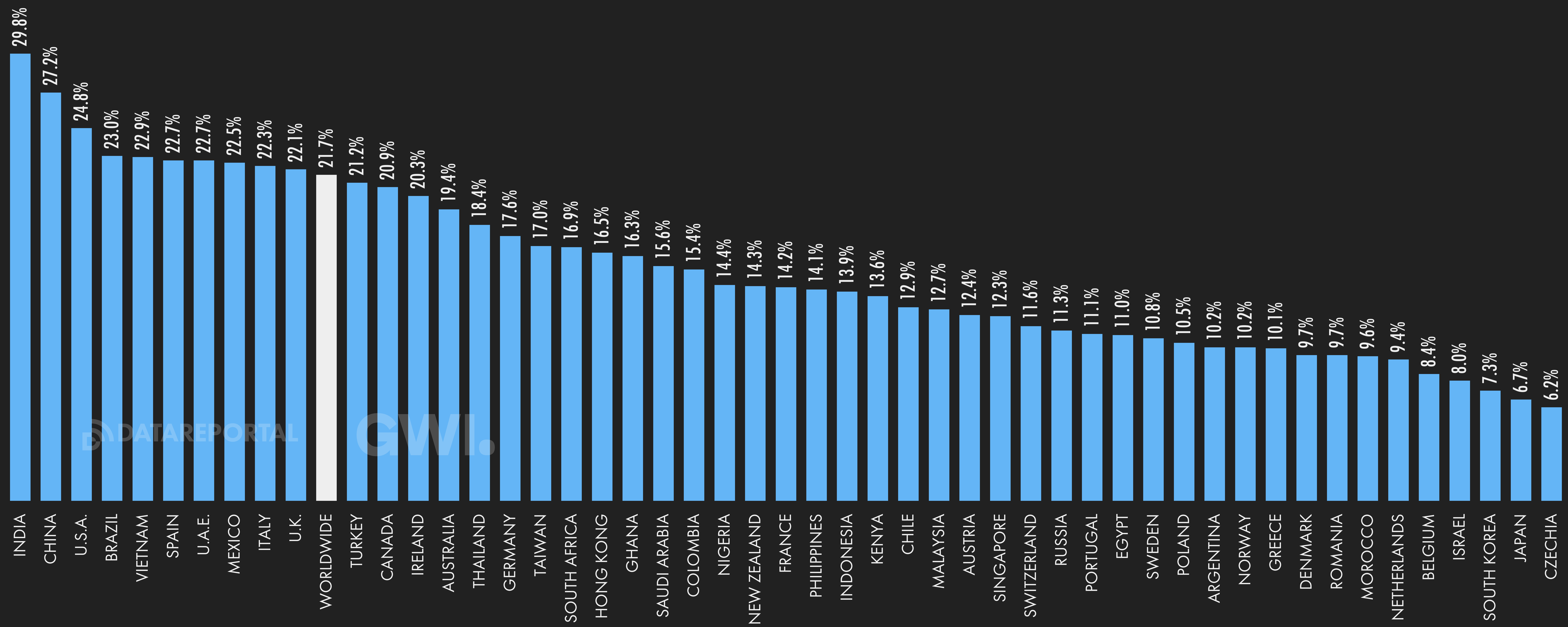

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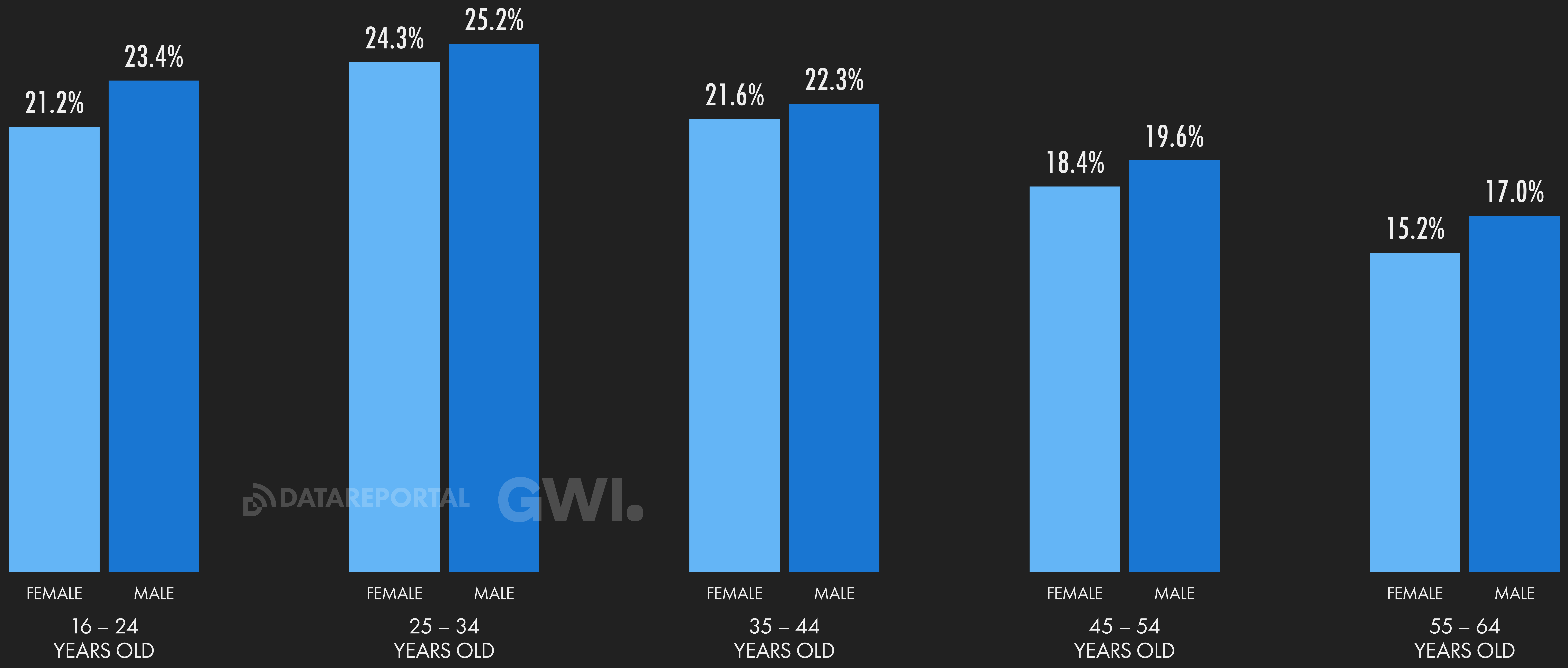

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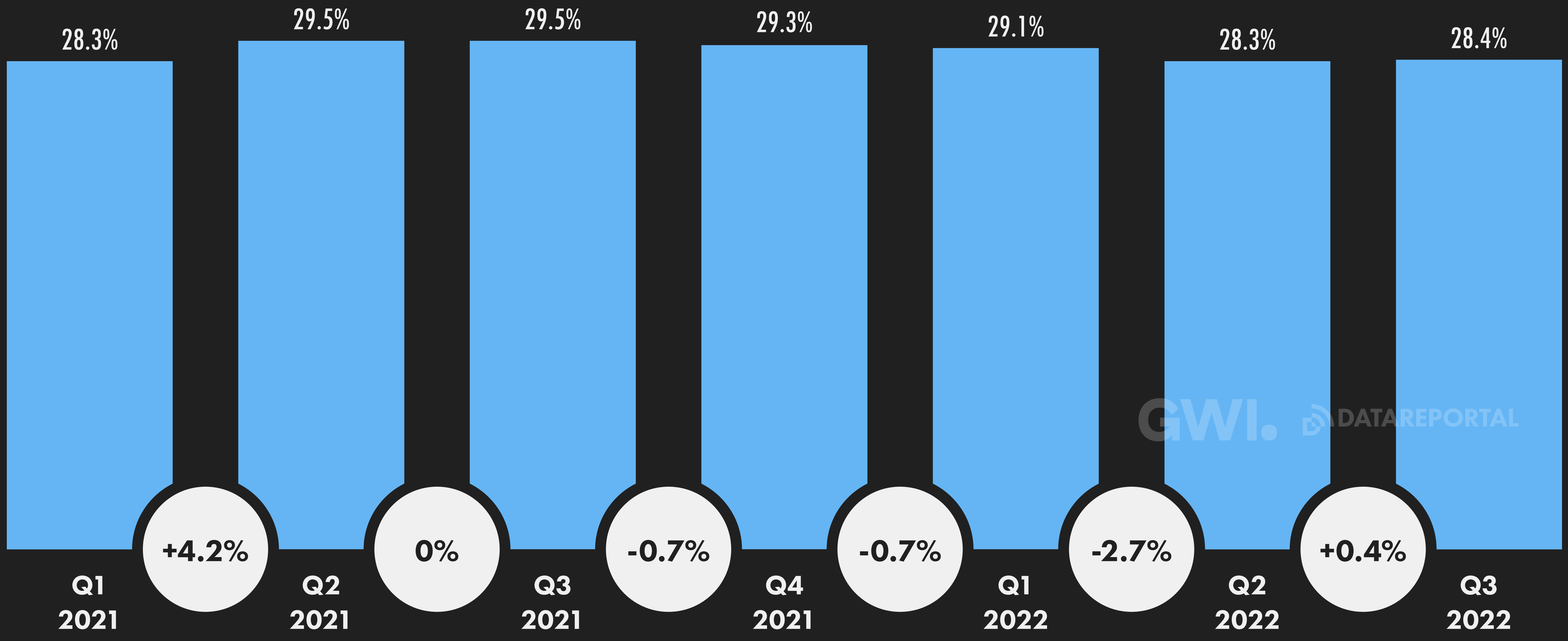
USE OF IMAGE RECOGNITION TOOLS ON MOBILE

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



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JAN 2023

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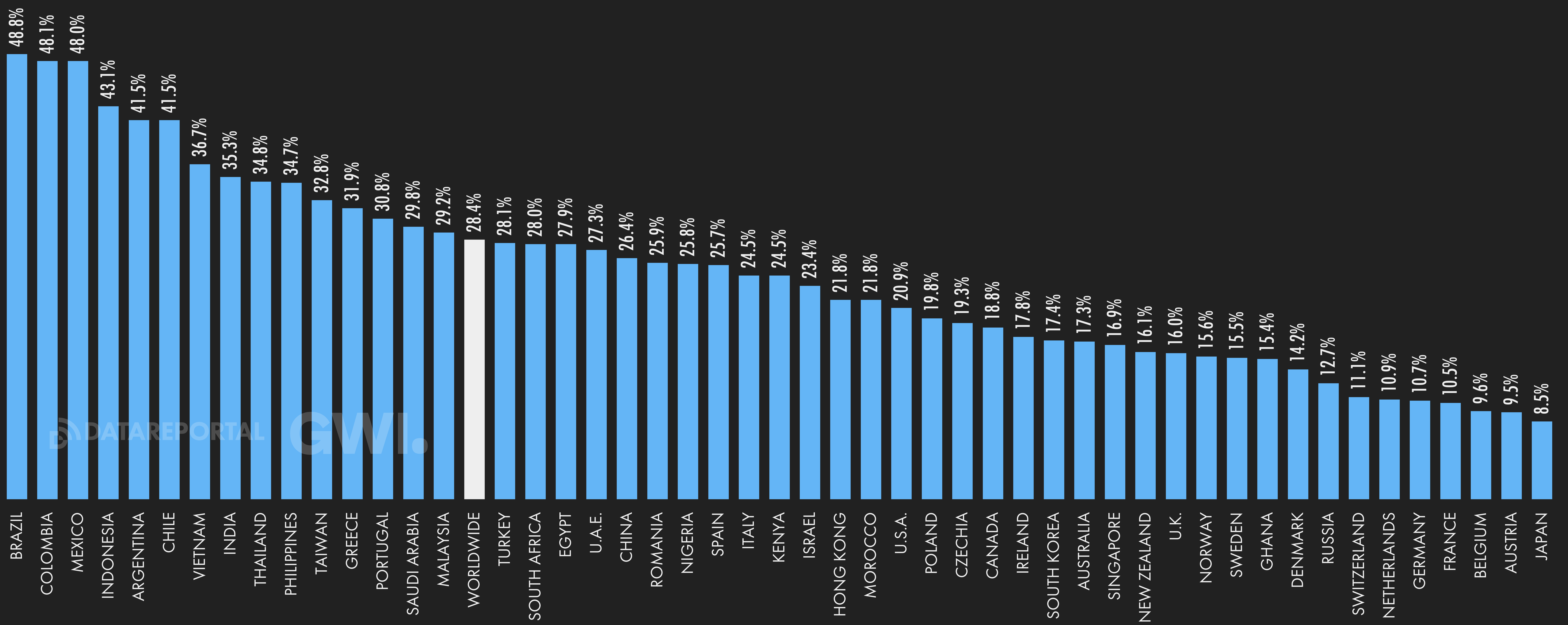
GLOBAL OVERVIEW



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JAN 2023

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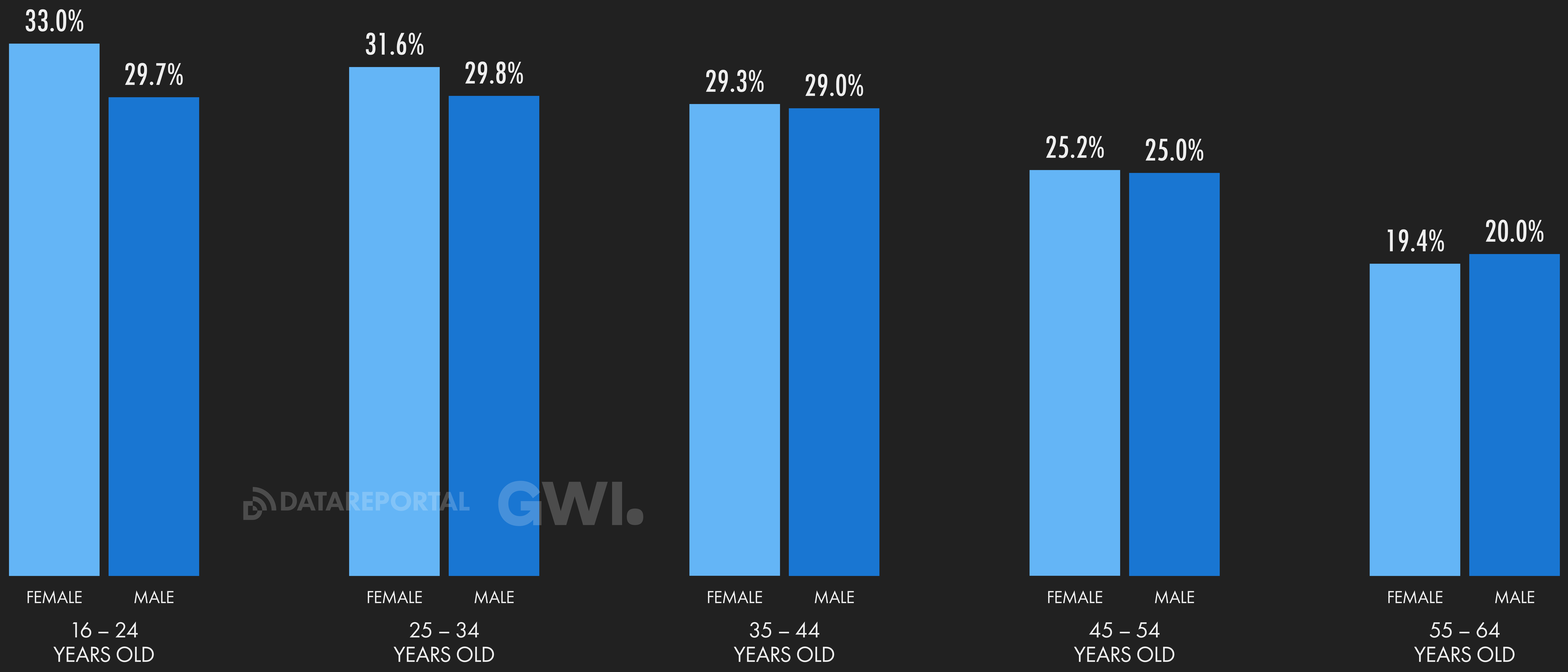

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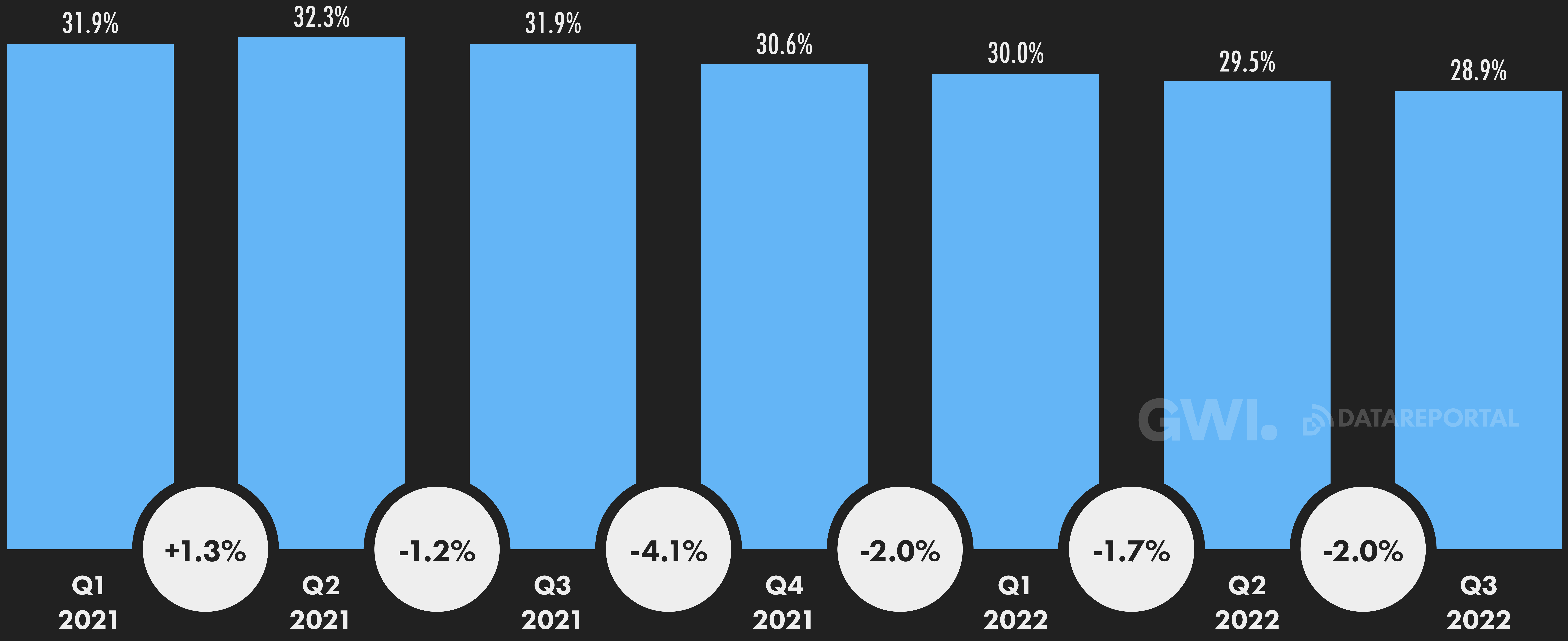
USE OF ONLINE TRANSLATION TOOLS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK



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JAN 2023

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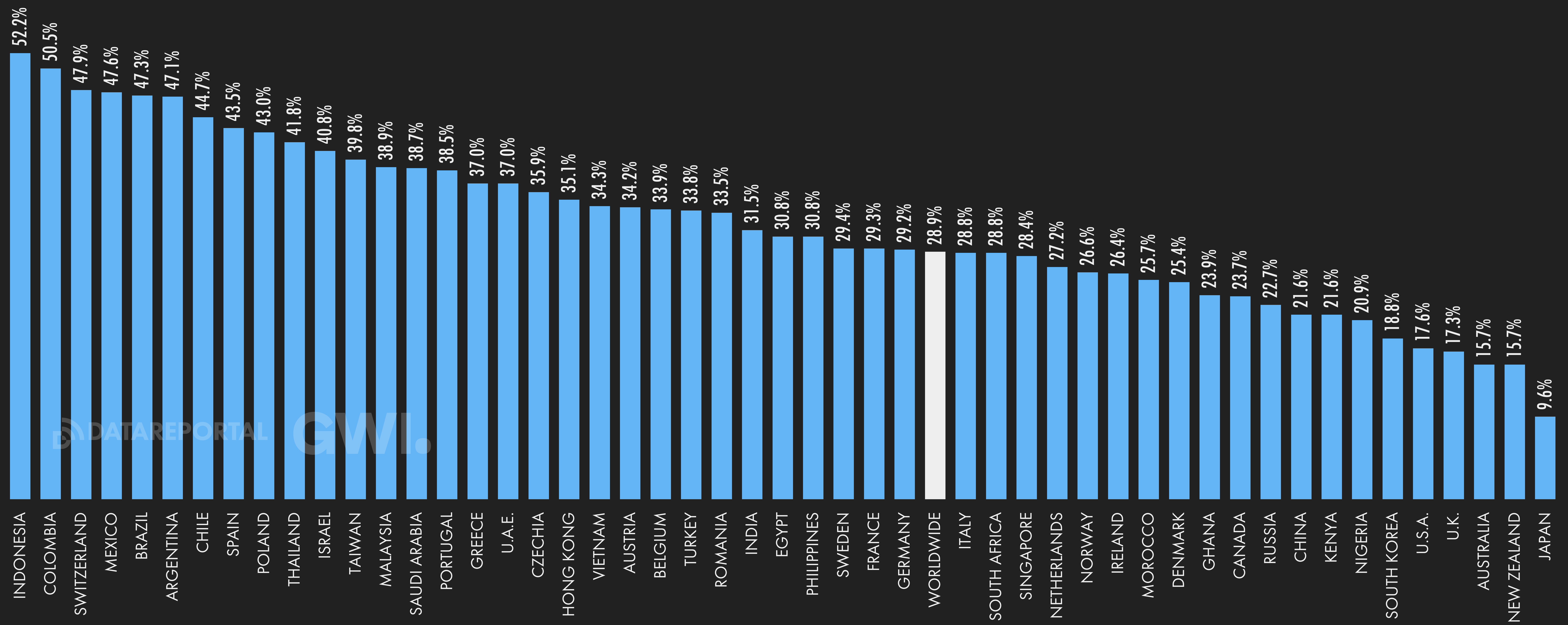
GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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JAN 2023

USE OF ONLINE TRANSLATION TOOLS

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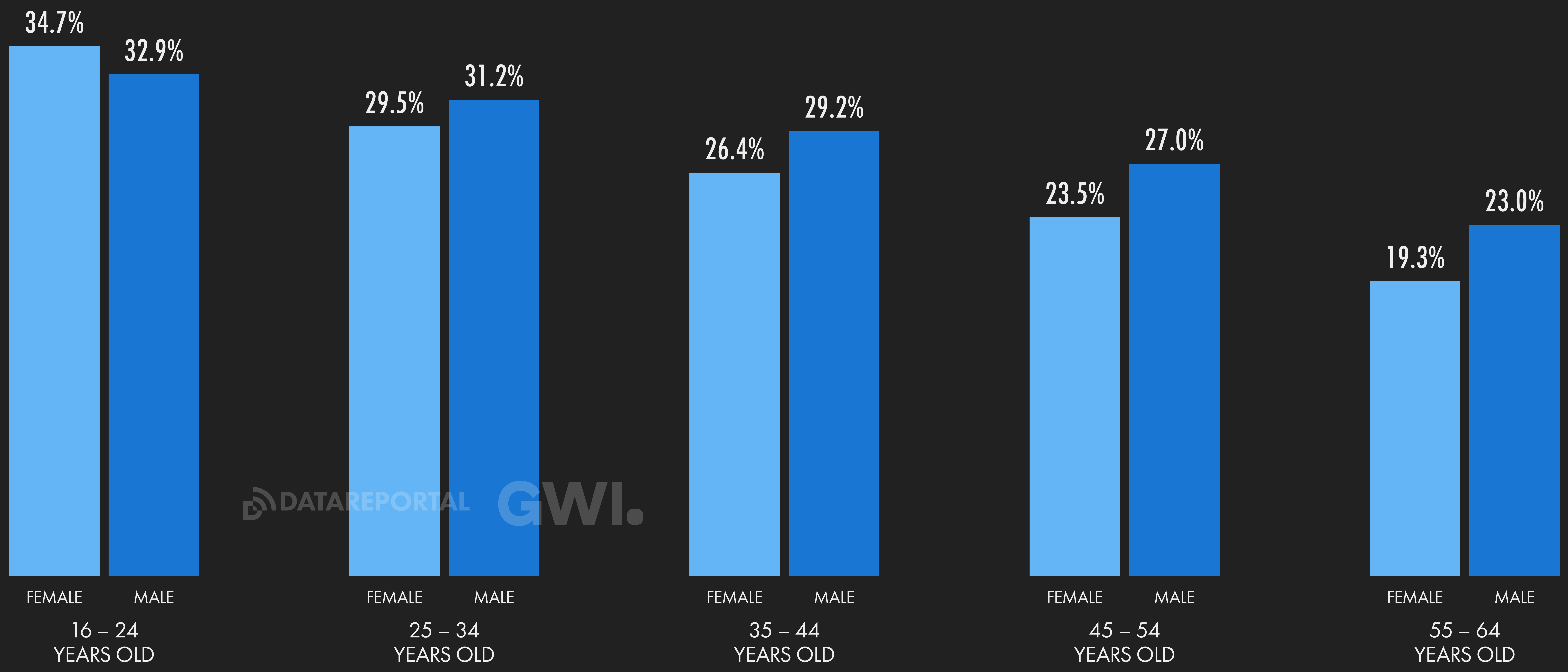
GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

MOST COMMON LANGUAGES FOR WEB CONTENT

SHARE OF WEB PAGES THAT FEATURE CONTENT IN EACH LANGUAGE, COMPARED WITH SHARE OF GLOBAL POPULATION THAT SPEAKS EACH LANGUAGE

GLOBAL OVERVIEW

#	LANGUAGE	SHARE OF WEBSITES	SHARE OF POPULATION
01	ENGLISH	58.8%	18.1%
02	RUSSIAN	5.3%	3.2%
03	SPANISH	4.3%	6.8%
04	FRENCH	3.7%	3.4%
05	GERMAN	3.7%	1.7%
06	JAPANESE	3.0%	1.6%
07	TURKISH	2.8%	1.1%
08	PERSIAN	2.3%	1.0%
09	CHINESE	1.7%	18.7%
10	ITALIAN	1.6%	0.8%

#	LANGUAGE	SHARE OF WEBSITES	SHARE OF POPULATION
11	PORTUGUESE	1.5%	3.2%
12	VIETNAMESE	1.4%	1.1%
13	DUTCH, FLEMISH	1.2%	0.4%
14	POLISH	1.1%	0.5%
15	ARABIC	0.9%	4.9%
16	KOREAN	0.6%	1.0%
17	INDONESIAN	0.6%	2.5%
18	UKRAINIAN	0.6%	0.6%
19	CZECH	0.5%	0.1%
20	THAI	0.5%	0.8%

SOURCES: W3TECHS; ETHNOLOGUE; U.N; KEPIOS ANALYSIS. **NOTES:** WEBSITE LANGUAGES AS DEFINED BY W3TECHS. LANGUAGES INCLUDE SUB-LANGUAGES (E.G. "CHINESE" INCLUDES MANDARIN, YUE, ETC.). FIGURES IN THE "SHARE OF WEBSITES" COLUMN ARE BASED ON W3TECH'S ANALYSIS OF TRAFFIC FOR THE TOP 10 MILLION WEBSITES, AS RANKED BY ALEXA INTERNET. FIGURES IN THE "SHARE OF POPULATION" COLUMN COMPARE THE TOTAL NUMBER OF FIRST- AND SECOND-LANGUAGE SPEAKERS OF EACH LANGUAGE (INCLUDING SUB-LANGUAGES) TO THE TOTAL GLOBAL POPULATION.

JAN 2023

MOST VIEWED WIKIPEDIA PAGES IN 2022

WIKIPEDIA PAGES WITH THE GREATEST NUMBER OF PAGE VIEWS BETWEEN JANUARY AND DECEMBER 2022

GLOBAL OVERVIEW

#	PAGE	VIEWS	EDITS
01	JEFFREY DAHMER	54,850,000	536
02	2022 RUSSIAN INVASION OF UKRAINE	50,310,000	11,994
03	DEATHS IN 2022	46,510,000	3
04	2022 FIFA WORLD CUP	46,440,000	3,163
05	ELIZABETH II	43,570,000	2,338
06	YOUTUBE	39,230,000	322
07	ELON MUSK	27,880,000	3,481
08	VLADIMIR PUTIN	25,460,000	1,186
09	UKRAINE	23,560,000	1,134
10	CRISTIANO RONALDO	22,690,000	689

#	PAGE	VIEWS	EDITS
11	LIONEL MESSI	21,710,000	716
12	AMBER HEARD	20,400,000	1,061
13	FIFA WORLD CUP	20,110,000	465
14	JOHNNY DEPP	19,900,000	408
15	MICROSOFT OFFICE	19,620,000	60
16	WIKIPEDIA	18,510,000	430
17	RUSSO-UKRAINIAN WAR	17,830,000	1,633
18	HOUSE OF THE DRAGON	17,580,000	2,440
19	UNITED STATES	17,550,000	3,220
20	TOP GUN: MAVERICK	17,520,000	3,816

SOURCE: WMCLOUD. **NOTES:** VIEWS REPRESENT TOTAL (CUMULATIVE) PAGE VIEWS BETWEEN JANUARY AND DECEMBER 2022. VIEW COUNTS HAVE BEEN ROUNDED TO THE NEAREST 10,000; FIGURES FOR EDITS ARE SHOWN AS IS. AS PER GUIDANCE FROM THE WIKIMEDIA FOUNDATION, THIS RANKING EXCLUDES PAGES WITH HIGH VOLUMES OF SUSPECTED AUTOMATED TRAFFIC (I.E. WHERE MOBILE PAGE VIEWS ACCOUNT FOR LESS THAN 5% OR MORE THAN 95% OF TOTAL PAGE VIEWS).

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JAN 2023

WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK

GLOBAL OVERVIEW

ANY KIND OF VIDEO	92.8%	YOY: +1.0% (+90 BPS)
MUSIC VIDEO	50.0%	YOY: -2.7% (-140 BPS)
COMEDY, MEME, OR VIRAL VIDEO	35.8%	YOY: -3.5% (-130 BPS)
TUTORIAL OR HOW-TO VIDEO	28.7%	YOY: -8.3% (-260 BPS)
VIDEO LIVESTREAM	29.7%	YOY: -2.3% (-70 BPS)
EDUCATIONAL VIDEO	27.1%	YOY: -9.1% (-270 BPS)
PRODUCT REVIEW VIDEO	26.4%	YOY: -4.7% (-130 BPS)
SPORTS CLIP OR HIGHLIGHTS VIDEO	26.7%	YOY: -6.3% (-180 BPS)
GAMING VIDEO	26.2%	YOY: -4.4% (-120 BPS)
INFLUENCER VIDEOS AND VLOGS	25.5%	YOY: -4.5% (-120 BPS)

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** "YOY" PERCENTAGE VALUES REPRESENT THE RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT THE ABSOLUTE CHANGE (IN BASIS POINTS).

JAN 2023

VIDEO ENTERTAINMENT: TOP MOBILE APPS

RANKINGS OF THE MOST USED VIDEO-CENTRIC ENTERTAINMENT APPS ON MOBILE PHONES THROUGHOUT 2022

GLOBAL OVERVIEW

TOP VIDEO ENTERTAINMENT APPS BY ACTIVE USERS

#	APP NAME	COMPANY
01	YOUTUBE	GOOGLE
02	TIKTOK	BYTEDANCE
03	NETFLIX	NETFLIX
04	MX PLAYER	TIMES GROUP
05	AMAZON PRIME VIDEO	AMAZON
06	MI VIDEO – VIDEO PLAYER	XIAOMI
07	HOTSTAR	DISNEY
08	GOOGLE PLAY MOVIES AND TV	GOOGLE
09	VLC MEDIA PLAYER	VIDEOLAN
10	DISNEY+	DISNEY

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TOP VIDEO ENTERTAINMENT APPS BY TOTAL TIME SPENT

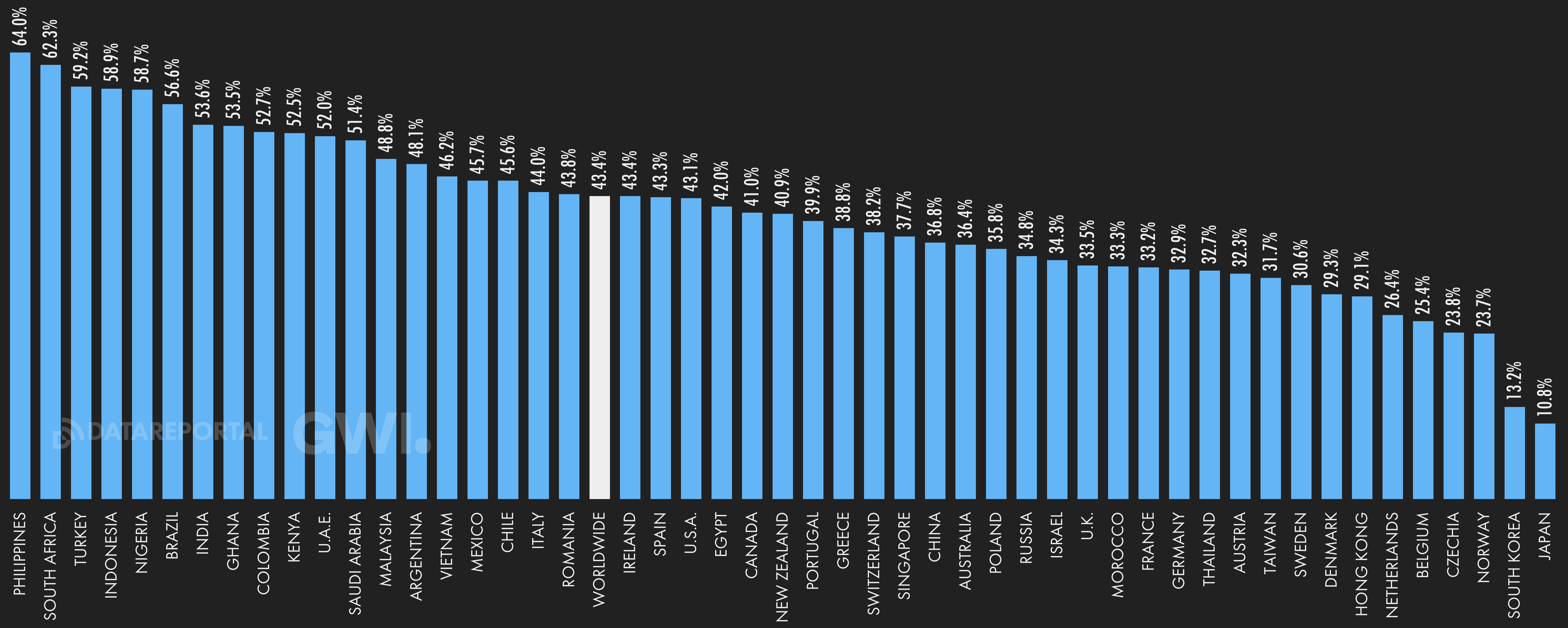
#	APP NAME	COMPANY
01	YOUTUBE	GOOGLE
02	TIKTOK	BYTEDANCE
03	NETFLIX	NETFLIX
04	MX PLAYER	KUAISHOU
05	HOTSTAR	DISNEY
06	KWAI	KUAISHOU
07	VLC MEDIA PLAYER	VIDEOLAN
08	AMAZON PRIME VIDEO	AMAZON
09	PLAYIT	PLAYIT
10	TWITCH	AMAZON

data.ai

SOURCE: DATA AI INTELLIGENCE. SEE DATA.AI FOR MORE DETAILS. **NOTES:** ONLY INCLUDES MOBILE APPS THAT ARE PRIMARILY INTENDED TO STREAM VIDEO CONTENT. DOES NOT INCLUDE USERS ACCESSING SERVICES THROUGH DEVICES OTHER THAN MOBILE PHONES. RANKINGS BASED ON USER ACTIVITY BETWEEN JANUARY AND DECEMBER 2022. ACTIVE USER RANKING REFLECTS WORLDWIDE ACTIVITY ON IPHONES AND ANDROID PHONES, EXCLUDING CHINA. RANKING BY TOTAL TIME REFLECTS ACTIVITY ON ANDROID PHONES ONLY.

ONLINE VIDEO AS A SOURCE OF LEARNING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH HOW-TO VIDEOS, TUTORIAL VIDEOS, OR EDUCATIONAL VIDEOS EACH WEEK



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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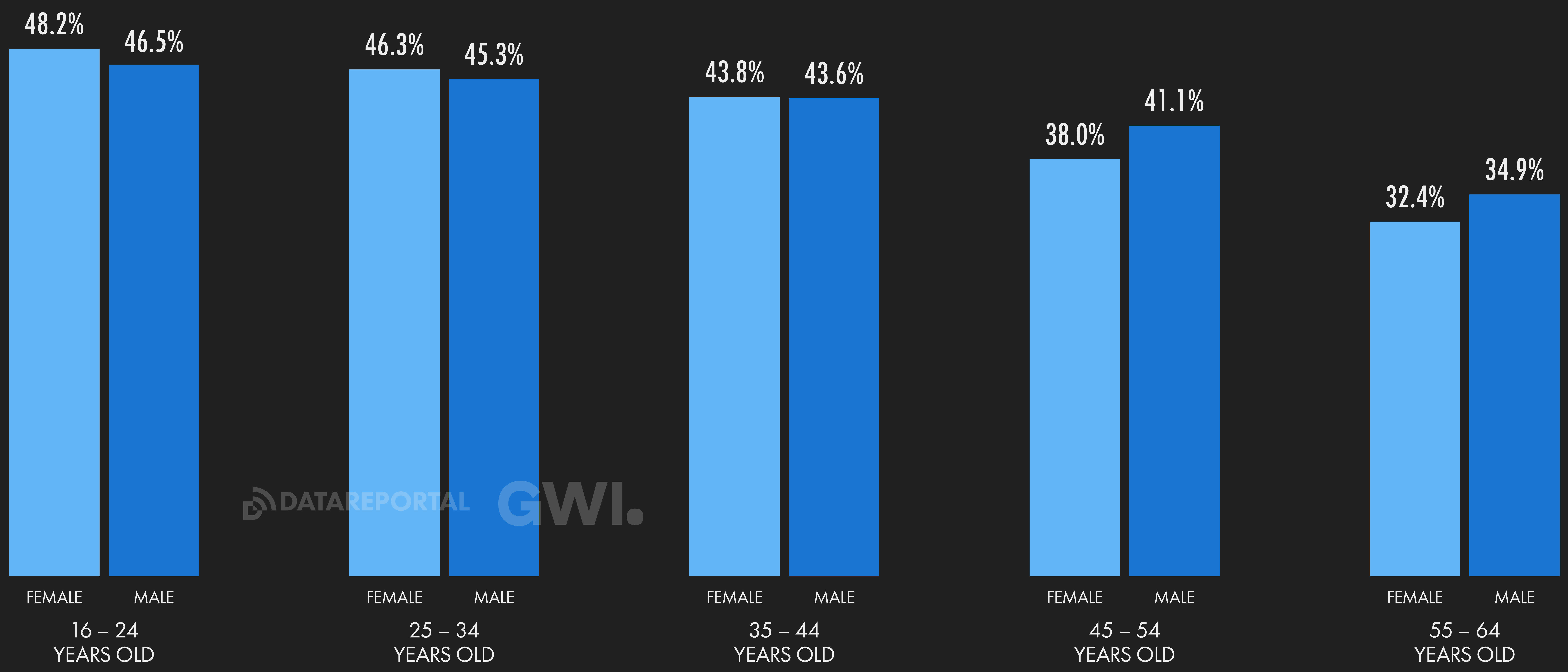

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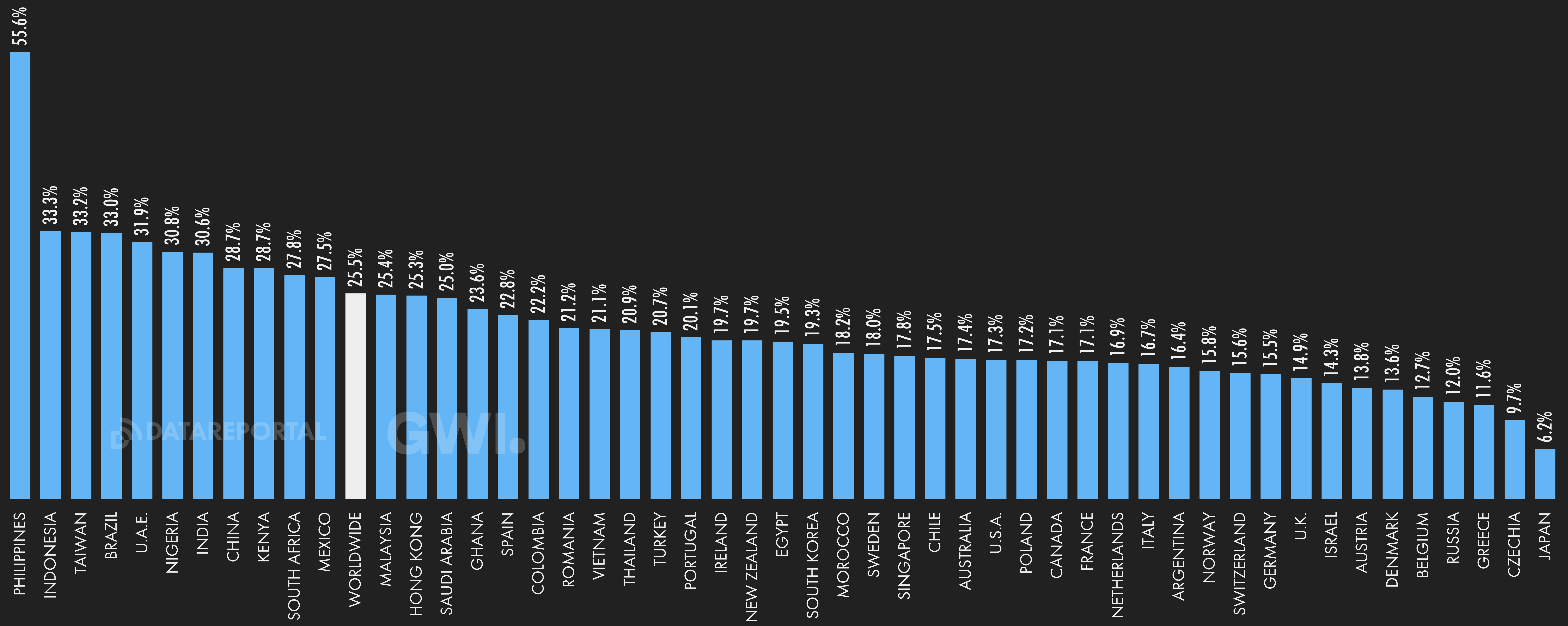
JAN 2023

WATCHING VLOGS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH VLOGS EACH WEEK

GLOBAL OVERVIEW



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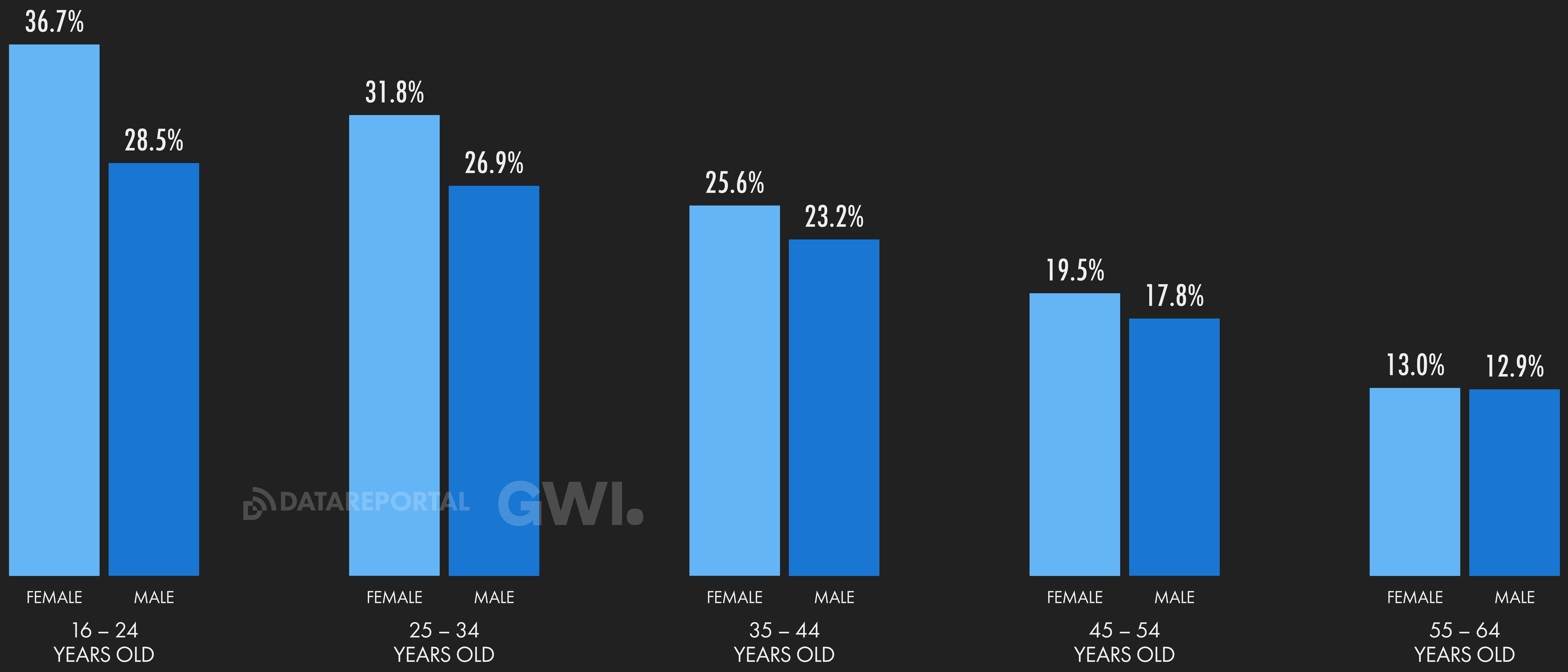
WATCHING VLOGS

PERCENTAGE OF INTERNET USERS WHO WATCH VLOGS EACH WEEK



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

HOW INTERNET USERS WATCH TV

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH TV VIA EACH MEANS OF CONTENT DELIVERY EACH MONTH

WATCH ANY KIND OF TV CONTENT VIA ANY MEANS OF CONTENT DELIVERY	WATCH LIVE OR "LINEAR" TV PROGRAMMING (E.G. BROADCAST OR CABLE TV)	WATCH TV CONTENT VIA AN ON-DEMAND SERVICE (E.G. A STREAMING PLATFORM)	WATCH TV CONTENT SAVED TO A RECORDING DEVICE (E.G. A DVR)	DO NOT WATCH ANY KIND OF TV CONTENT
95.5%	87.1%	90.9%	23.7%	4.5%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-2.2% (-210 BPS)	-2.1% (-190 BPS)	-2.8% (-260 BPS)	-6.7% (-170 BPS)	+87.5% (+210 BPS)

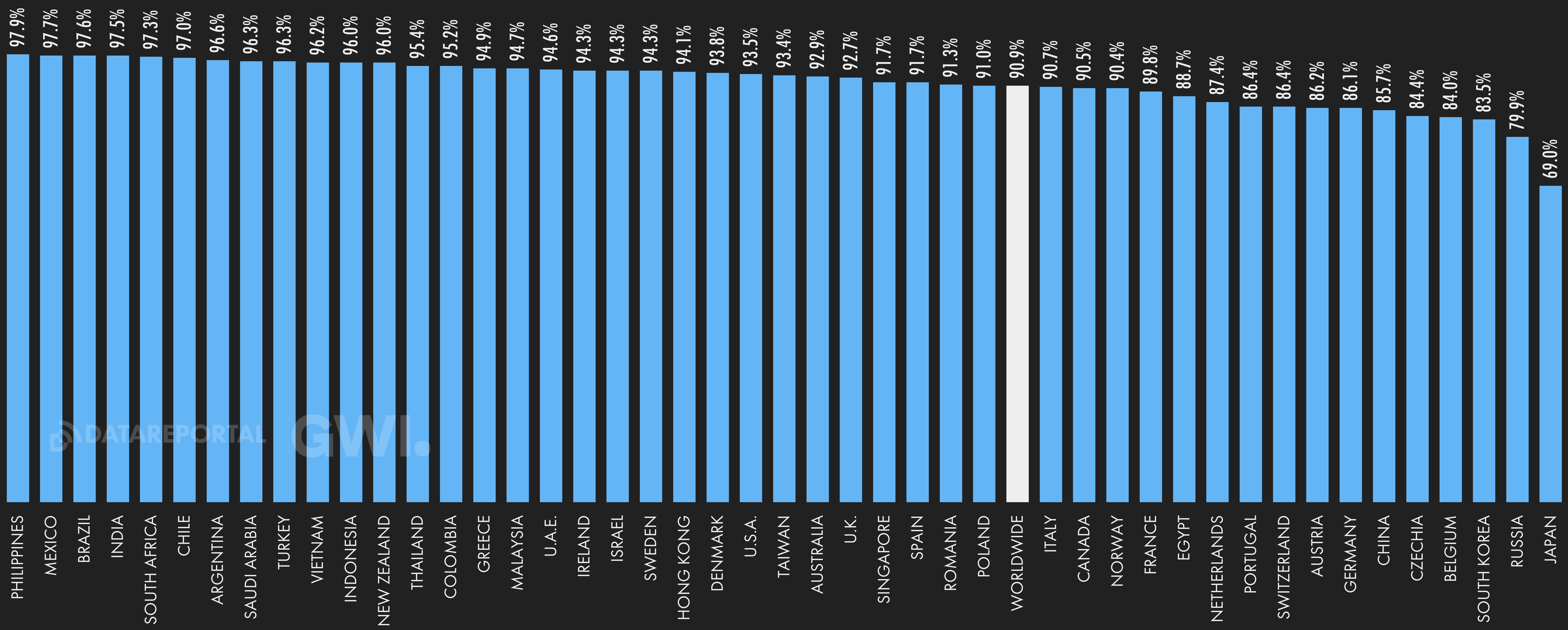
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** YEAR-ON-YEAR CHANGE VALUES REPRESENT THE RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT THE ABSOLUTE CHANGE (IN BASIS POINTS).

JAN 2023

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

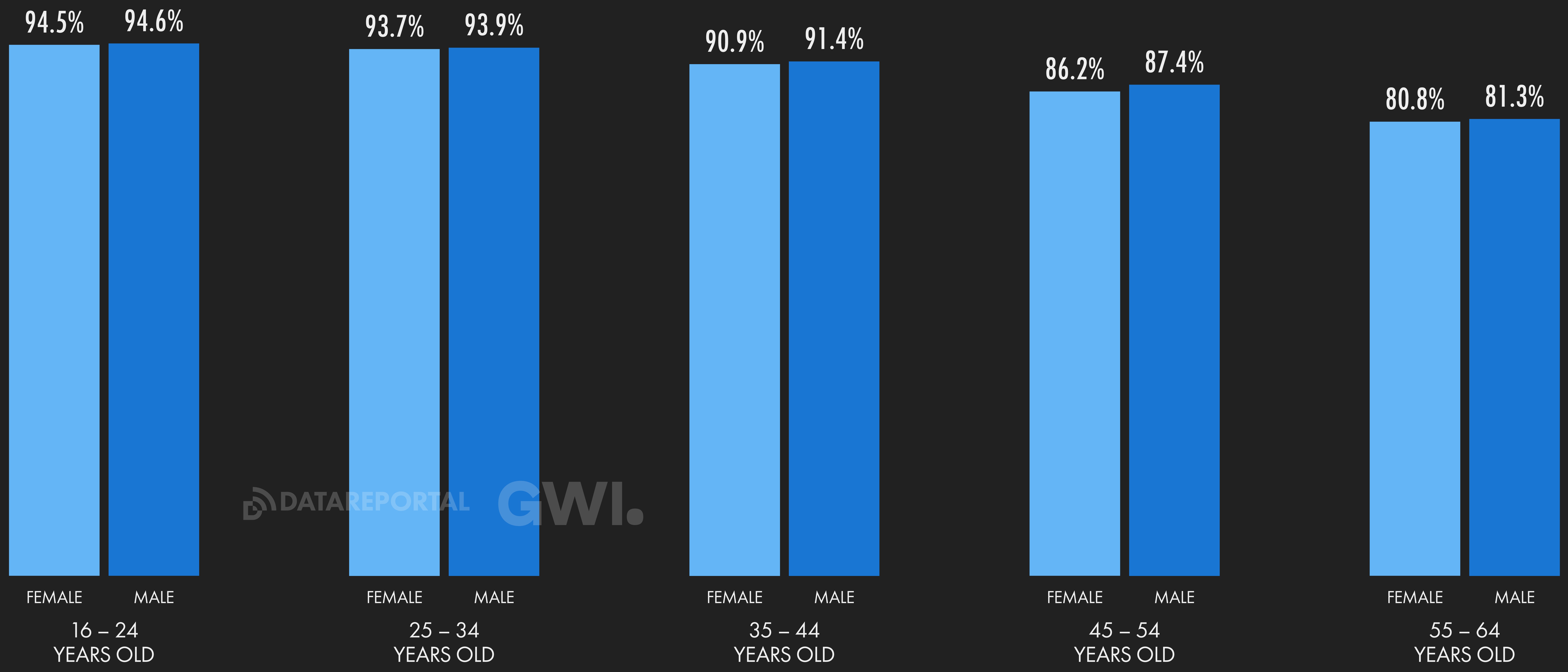
GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

STREAMING TV CONTENT VIA THE INTERNET

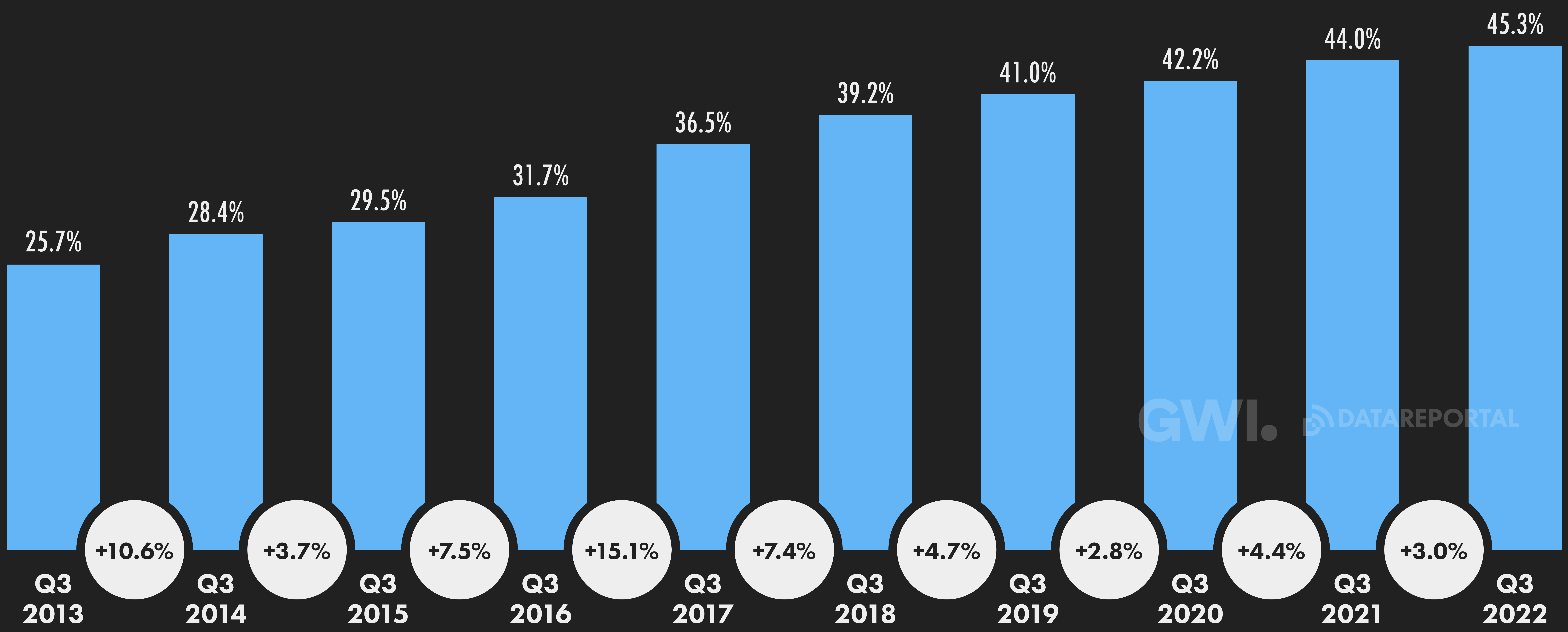
PERCENTAGE OF INTERNET USERS WHO WATCH TV CONTENT VIA STREAMING SERVICES (E.G. NETFLIX) EACH MONTH



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

STREAMING'S SHARE OF TOTAL TV TIME (YOY)

TIME SPENT WATCHING STREAMING TV SERVICES AS A PERCENTAGE OF THE TOTAL DAILY TIME INTERNET USERS AGED 16 TO 64 SPEND WATCHING TV



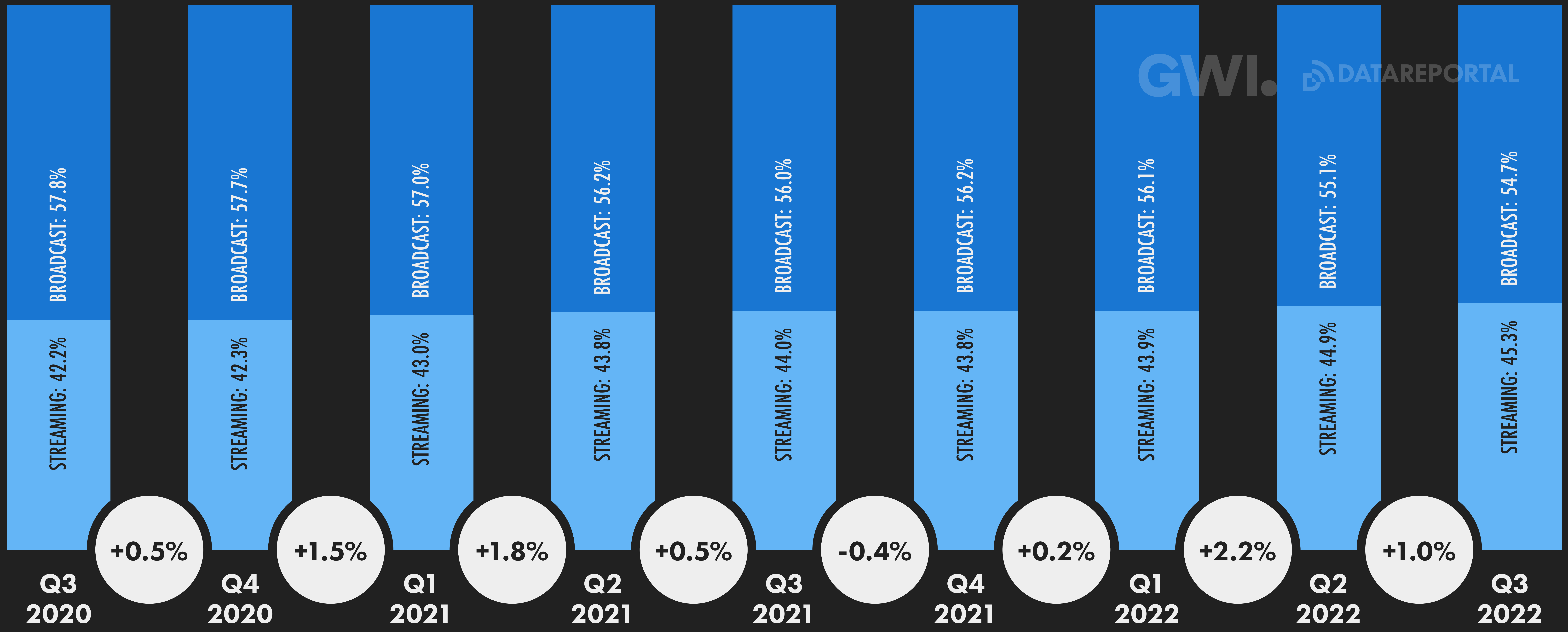
SOURCE: GWI (Q3 2013 TO Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

STREAMING'S SHARE OF TOTAL TV TIME (QOQ)

TIME SPENT WATCHING STREAMING TV SERVICES AS A PERCENTAGE OF THE TOTAL DAILY TIME INTERNET USERS AGED 16 TO 64 SPEND WATCHING TV

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2020 TO Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE IN STREAMING'S SHARE OF TOTAL TV TIME (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

JAN 2023

TOP TV SHOWS OF 2022 BY STREAMING PLATFORM

FLIXPATROL'S RANKING OF THE MOST POPULAR TV SHOWS ON SELECTED STREAMING PLATFORMS IN 2022 (FULL-YEAR)

GLOBAL OVERVIEW

#	NETFLIX	INDEX	DISNEY+	INDEX	AMAZON PRIME	INDEX	HBO	INDEX
01	STRANGER THINGS	100	THE SIMPSONS	100	THE LORD OF THE RINGS: THE RINGS OF POWER	100	GAME OF THRONES	100
02	MANIFEST	84	GREY'S ANATOMY	76	THE BOYS	82	THE BIG BANG THEORY	82
03	INVENTING ANNA	54	FAMILY GUY	61	REACHER	71	FRIENDS	79
04	DAHMER – MONSTER: THE JEFFREY DAHMER STORY	53	BLUEY	58	THE TERMINAL LIST	65	EUPHORIA	75
05	BRIDGERTON	47	MODERN FAMILY	49	THE PERIPHERAL	56	HOUSE OF THE DRAGON	69
06	WEDNESDAY	47	MALCOLM IN THE MIDDLE	39	THE WHEEL OF TIME	43	LOVE IS IN THE AIR	50
07	CAFÉ CON AROMA DE MUJER	45	SHE-HULK: ATTORNEY AT LAW	34	TOM CLANCY'S JACK RYAN	32	RICK AND MORTY	48
08	PASIÓN DE GAVILANES	43	HOW I MET YOUR MOTHER	30	THE SUMMER I TURNED PRETTY	20	THE HANDMAID'S TALE	34
09	ALL OF US ARE DEAD	42	STAR WARS: ANDOR	29	ALL OR NOTHING: ARSENAL	19	AND JUST LIKE THAT...	32
10	THE CROWN	41	MOON KNIGHT	28	THE GRAND TOUR	16	THE STAIRCASE	32

SOURCE: FLIXPATROL. **NOTES:** THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF WORLDWIDE VIEWING ACTIVITY IN 2022 (FULL-YEAR) "INDEX" VALUES COMPARE THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

TOP MOVIES OF 2022 BY STREAMING PLATFORM

FLIXPATROL'S RANKING OF THE MOST POPULAR MOVIES ON SELECTED STREAMING PLATFORMS IN 2022 (FULL-YEAR)

#	NETFLIX	INDEX	DISNEY+	INDEX	AMAZON PRIME	INDEX	HBO	INDEX
01	THE TINDER SWINDLER	100	ENCANTO	100	SAMARITAN	100	THE BATMAN	100
02	THE ADAM PROJECT	98	TURNING RED	65	THE LORD OF THE RINGS: THE FELLOWSHIP OF THE RING	52	DUNE	94
03	THE SEA BEAST	95	MOANA	53	THE TOMORROW WAR	42	FANTASTIC BEASTS: THE SECRETS OF DUMBLEDORE	68
04	DON'T LOOK UP	92	AVENGERS: ENDGAME	36	THE HOBBIT: AN UNEXPECTED JOURNEY	34	KING RICHARD	66
05	THE GRAY MAN	88	DOCTOR STRANGE IN THE MULTIVERSE OF MADNESS	25	NO TIME TO DIE	33	KIMI	61
06	PURPLE HEARTS	84	LIGHTYEAR	21	THE LORD OF THE RINGS: THE TWO TOWERS	31	THE MATRIX RESURRECTIONS	51
07	THE MAN FROM TORONTO	84	ETERNALS	21	TOM CLANCY'S WITHOUT REMORSE	28	ELVIS	44
08	HUSTLE	81	THOR: LOVE AND THUNDER	20	THIRTEEN LIVES	28	FATHER OF THE BRIDE	39
09	SENIOR YEAR	70	HOCUS POCUS 2	17	CLARKSON'S FARM	27	THE LITTLE THINGS	34
10	ENOLA HOLMES 2	61	AVATAR	16	OVERDOSE	27	THE FALLOUT	29

SOURCE: FLIXPATROL. **NOTES:** THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF WORLDWIDE VIEWING ACTIVITY IN 2022 (FULL-YEAR) "INDEX" VALUES COMPARE THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

JAN 2023

ALL-TIME NETFLIX CHARTS (ENGLISH)

ENGLISH-LANGUAGE TITLES THAT GAINED THE GREATEST CUMULATIVE VIEW TIME IN THEIR FIRST 28 DAYS ON NETFLIX (ALL-TIME)

GLOBAL OVERVIEW

MOST POPULAR TV SHOWS (ENGLISH-LANGUAGE CONTENT)

#	TV SHOW (SEASON)	HOURS IN FIRST 28 DAYS
01	STRANGER THINGS (S4)	1,352,090,000
02	WEDNESDAY (S1)	1,237,120,000
03	DAHMER: MONSTER	856,220,000
04	BRIDGERTON (S2)	656,260,000
05	BRIDGERTON (S1)	625,490,000
06	STRANGER THINGS (S3)	582,100,000
07	LUCIFER (S5)	569,480,000
08	THE WITCHER (S1)	541,010,000
09	INVENTING ANNA	511,920,000
10	13 REASONS WHY (S2)	496,120,000

MOST POPULAR MOVIES (ENGLISH-LANGUAGE CONTENT)

#	MOVIE	HOURS IN FIRST 28 DAYS
01	RED NOTICE	364,020,000
02	DON'T LOOK UP	359,790,000
03	BIRD BOX	282,020,000
04	THE GRAY MAN	253,870,000
05	THE ADAM PROJECT	233,160,000
06	EXTRACTION	231,340,000
07	PURPLE HEARTS	228,690,000
08	THE UNFORGIVABLE	214,700,000
09	THE IRISHMAN	214,570,000
10	THE KISSING BOOTH 2	209,250,000

SOURCE: NETFLIX. **NOTES:** THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. ONLY INCLUDES NETFLIX-BRANDED CONTENT. FIGURES REPRESENT THE NUMBER OF HOURS WATCHED IN THE FIRST 28 DAYS AFTER EACH TITLE BECOMES AVAILABLE ON NETFLIX.

JAN 2023

ALL-TIME NETFLIX CHARTS (NON-ENGLISH)

NON-ENGLISH-LANGUAGE TITLES THAT GAINED THE GREATEST CUMULATIVE VIEW TIME IN THEIR FIRST 28 DAYS ON NETFLIX (ALL-TIME)

GLOBAL OVERVIEW

MOST POPULAR TV SHOWS (NON-ENGLISH-LANGUAGE CONTENT)

#	TV SHOW (SEASON)	HOURS IN FIRST 28 DAYS
01	SQUID GAME (S1)	1,650,450,000
02	MONEY HEIST (S5)	792,230,000
03	MONEY HEIST (S4)	619,010,000
04	ALL OF US ARE DEAD (S1)	560,780,000
05	MONEY HEIST (S3)	426,400,000
06	EXTRAORDINARY ATTORNEY WOO (S1)	402,470,000
07	CAFÉ CON AROMA DE MUJER (S1)	326,910,000
08	LUPIN (S1)	316,830,000
09	ELITE (S3)	275,300,000
10	WHO KILLED SARA? (S1)	266,430,000

MOST POPULAR MOVIES (NON-ENGLISH-LANGUAGE CONTENT)

#	MOVIE	HOURS IN FIRST 28 DAYS
01	TROLL	152,350,000
02	BLOOD RED SKY	110,520,000
03	THE PLATFORM	108,090,000
04	ALL QUIET ON THE WESTERN FRONT	101,360,000
05	BLACK CRAB	94,130,000
06	THROUGH MY WINDOW	92,440,000
07	THE TAKEDOWN	78,630,000
08	BELOW ZERO	78,300,000
09	LOVING ADULTS	67,340,000
10	MY NAME IS VENDETTA	67,280,000

SOURCE: NETFLIX. **NOTES:** THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. ONLY INCLUDES NETFLIX-BRANDED CONTENT. FIGURES REPRESENT THE NUMBER OF HOURS WATCHED IN THE FIRST 28 DAYS AFTER EACH TITLE BECOMES AVAILABLE ON NETFLIX.

JAN 2023

LISTENING TO ONLINE AUDIO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO LISTEN TO EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

GLOBAL OVERVIEW

LISTEN TO MUSIC STREAMING SERVICES	LISTEN TO ONLINE RADIO SHOWS OR STATIONS	LISTEN TO PODCASTS	LISTEN TO AUDIO BOOKS
39.1%	21.9%	21.2%	19.8%
YEAR-ON-YEAR CHANGE: -1.3% (-50 BPS)	YEAR-ON-YEAR CHANGE -4.4% (-100 BPS)	YEAR-ON-YEAR CHANGE +3.9% (+80 BPS)	YEAR-ON-YEAR CHANGE -2.5% (-50 BPS)

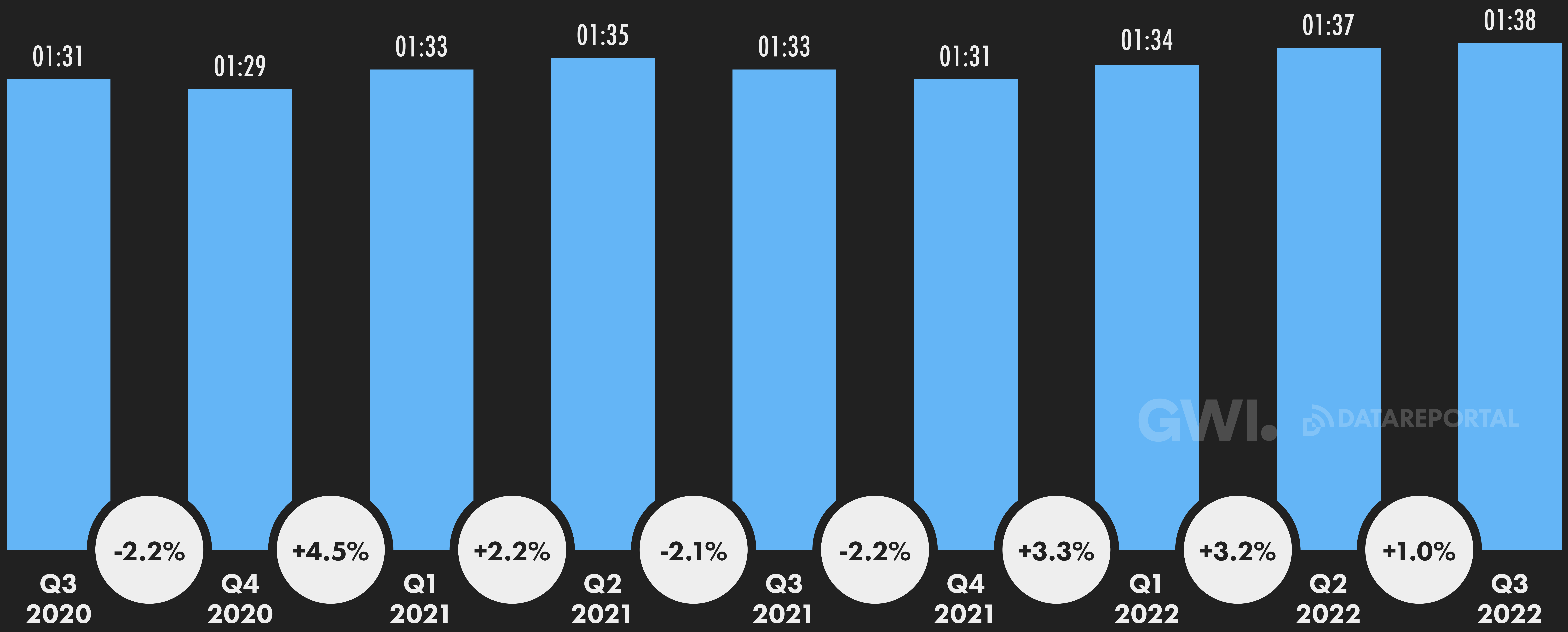
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** YEAR-ON-YEAR CHANGE VALUES REPRESENT THE RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT THE ABSOLUTE CHANGE (IN BASIS POINTS).

JAN 2023

TIME SPENT LISTENING TO STREAMING MUSIC

DAILY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND LISTENING TO MUSIC STREAMING SERVICES

GLOBAL OVERVIEW



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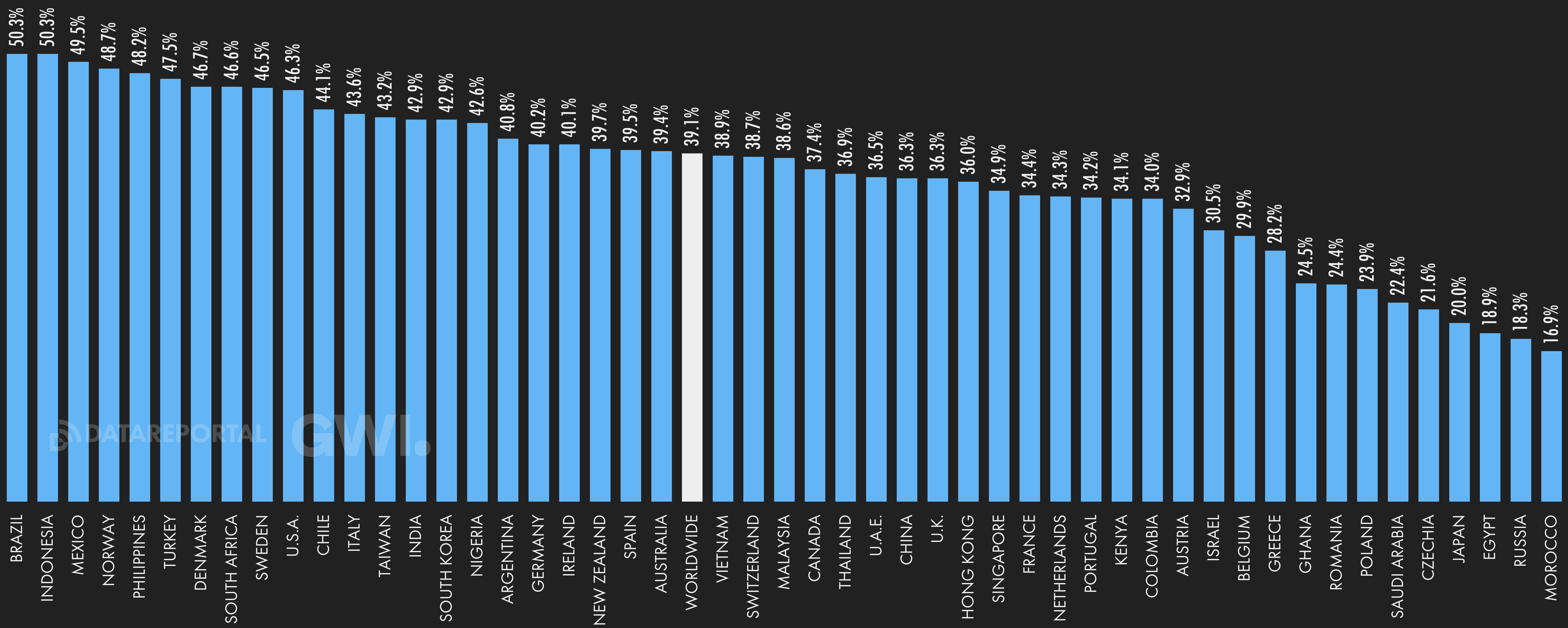
JAN 2023

LISTENING TO STREAMING MUSIC

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO LISTEN TO MUSIC STREAMING SERVICES EACH WEEK

GLOBAL OVERVIEW



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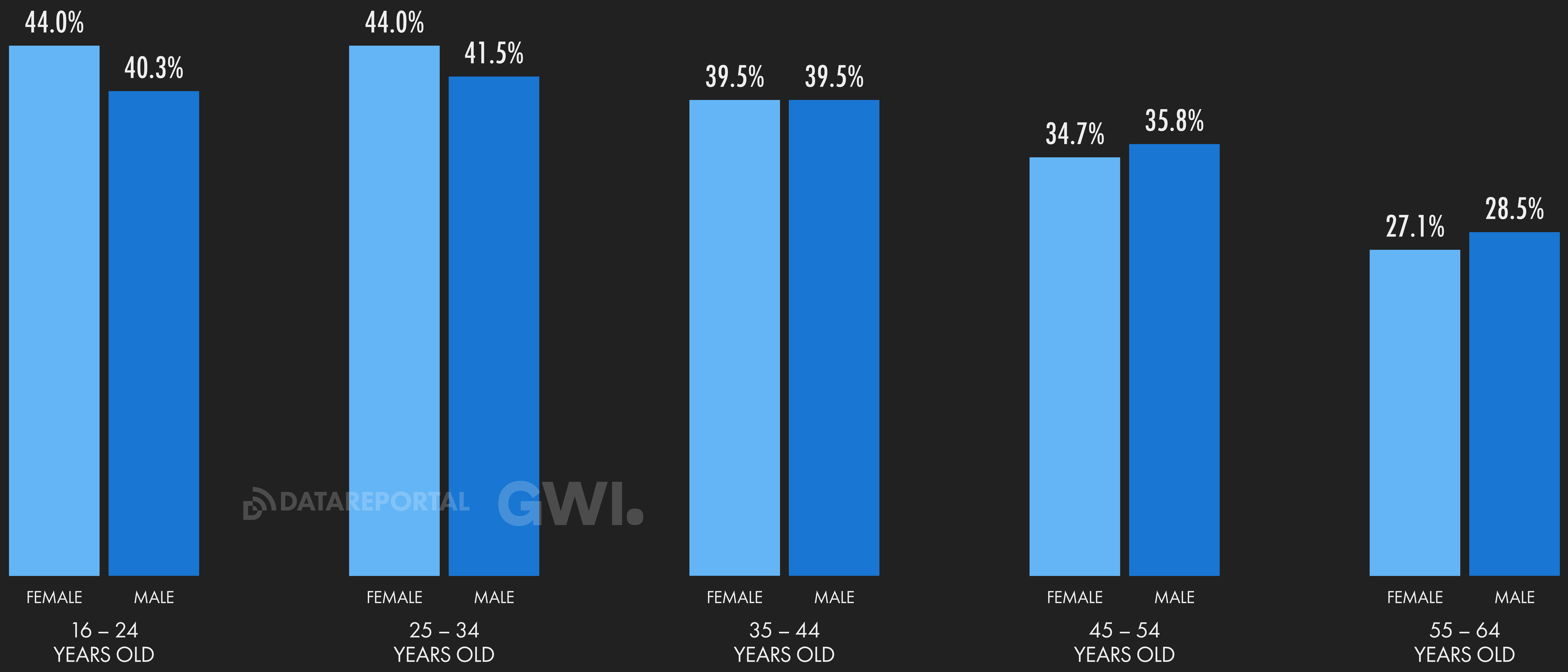
LISTENING TO STREAMING MUSIC

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO LISTEN TO MUSIC STREAMING SERVICES EACH WEEK



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MUSIC: TOP MOBILE APPS

RANKINGS OF THE MOST USED MUSIC-RELATED APPS ON MOBILE PHONES THROUGHOUT 2022

TOP MUSIC-RELATED MOBILE APPS BY ACTIVE USERS

#	APP NAME	COMPANY
01	SPOTIFY	SPOTIFY
02	YOUTUBE MUSIC	GOOGLE
03	SHAZAM	APPLE
04	MI MUSIC	XIAOMI
05	GOOGLE PLAY MUSIC	GOOGLE
06	AMAZON MUSIC	AMAZON
07	SOUNDCLOUD	SOUNDCLOUD
08	SAMSUNG MUSIC	SAMSUNG
09	JIOSAAVN	RELIANCE INDUSTRIES
10	WYNK	BHARTI AIRTEL

TOP MUSIC-RELATED MOBILE APPS BY TOTAL TIME SPENT

#	APP NAME	COMPANY
01	SPOTIFY	SPOTIFY
02	YOUTUBE MUSIC	GOOGLE
03	RESSO	BYTEDANCE
04	SAMSUNG MUSIC	SAMSUNG
05	MI MUSIC	XIAOMI
06	AMAZON MUSIC	AMAZON
07	LARK PLAYER	DYWX
08	DEEZER	DEEZER
09	SOUNDCLOUD	SOUNDCLOUD
10	TUNEIN RADIO	TUNEIN

SOURCE: DATA AI INTELLIGENCE. SEE DATA.AI FOR MORE DETAILS. NOTES: RANKINGS BASED ON USER ACTIVITY BETWEEN JANUARY AND DECEMBER 2022. ACTIVE USER RANKING REFLECTS WORLDWIDE ACTIVITY ON IPHONES AND ANDROID PHONES, EXCLUDING CHINA. RANKING BY TOTAL TIME REFLECTS ACTIVITY ON ANDROID PHONES ONLY.

SPOTIFY'S MOST STREAMED SONGS OF 2022

RANKING OF THE MOST STREAMED SONGS WORLDWIDE ON SPOTIFY BETWEEN JANUARY AND NOVEMBER 2022

#	ARTIST – "SONG TITLE"
01	HARRY STYLES – "AS IT WAS"
02	GLASS ANIMALS – "HEAT WAVES"
03	THE KID LAROI WITH JUSTIN BIEBER – "STAY"
04	BAD BUNNY FEAT. CHENCHO CORLEONE – "ME PORTO BONITO"
05	BAD BUNNY – "TITÍ ME PREGUNTÓ"
06	ELTON JOHN & DUA LIPA – "COLD HEART" (PNAU REMIX)
07	IMAGINE DRAGONS x J.I.D. – "ENEMY"
08	BIZARRAP & QUEVEDO – "QUEVEDO: BZRP MUSIC SESSIONS, VOL. 52"
09	BAD BUNNY FEAT. BOMBA ESTÉRO – "OJITOS LINDOS"
10	KATE BUSH – "RUNNING UP THAT HILL (A DEAL WITH GOD)"

#	ARTIST – "SONG TITLE"
11	LIL NAS X FEAT. JACK HARLOW – "INDUSTRY BABY"
12	GAYLE – "ABCDEFU"
13	BAD BUNNY – "EFECTO"
14	JUSTIN BIEBER – "GHOST"
15	JOJI – "GLIMPSE OF US"
16	BAD BUNNY – "MOSCOW MULE"
17	ED SHEERAN – "SHIVERS"
18	ADELE – "EASY ON ME"
19	ELLEY DUHÉ – "MIDDLE OF THE NIGHT"
20	DOJA CAT – "WOMAN"

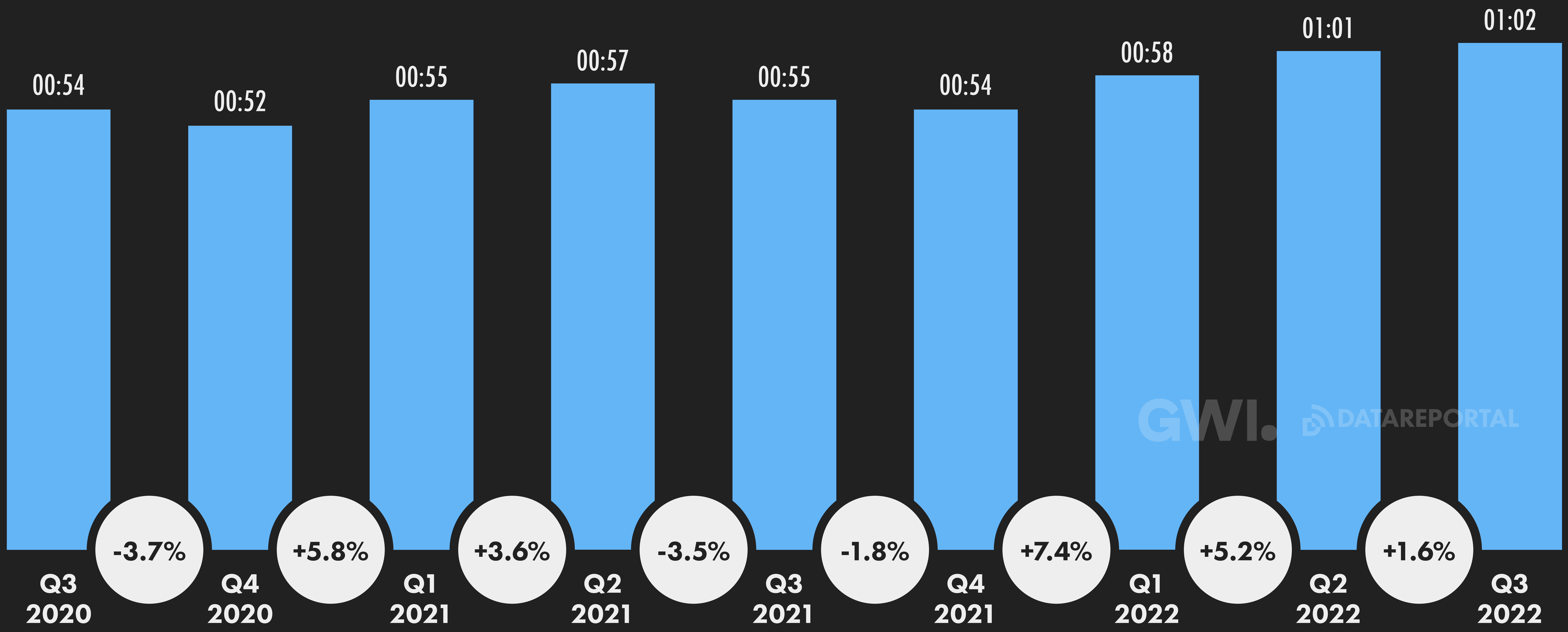
SOURCE: SPOTIFY "TOP TRACKS OF 2022" PLAYLIST. **NOTE:** RANKINGS ARE BASED ON WORLDWIDE SPOTIFY STREAMS BETWEEN JANUARY AND NOVEMBER 2022

JAN 2023

TIME SPENT LISTENING TO PODCASTS

DAILY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND LISTENING TO PODCASTS

GLOBAL OVERVIEW



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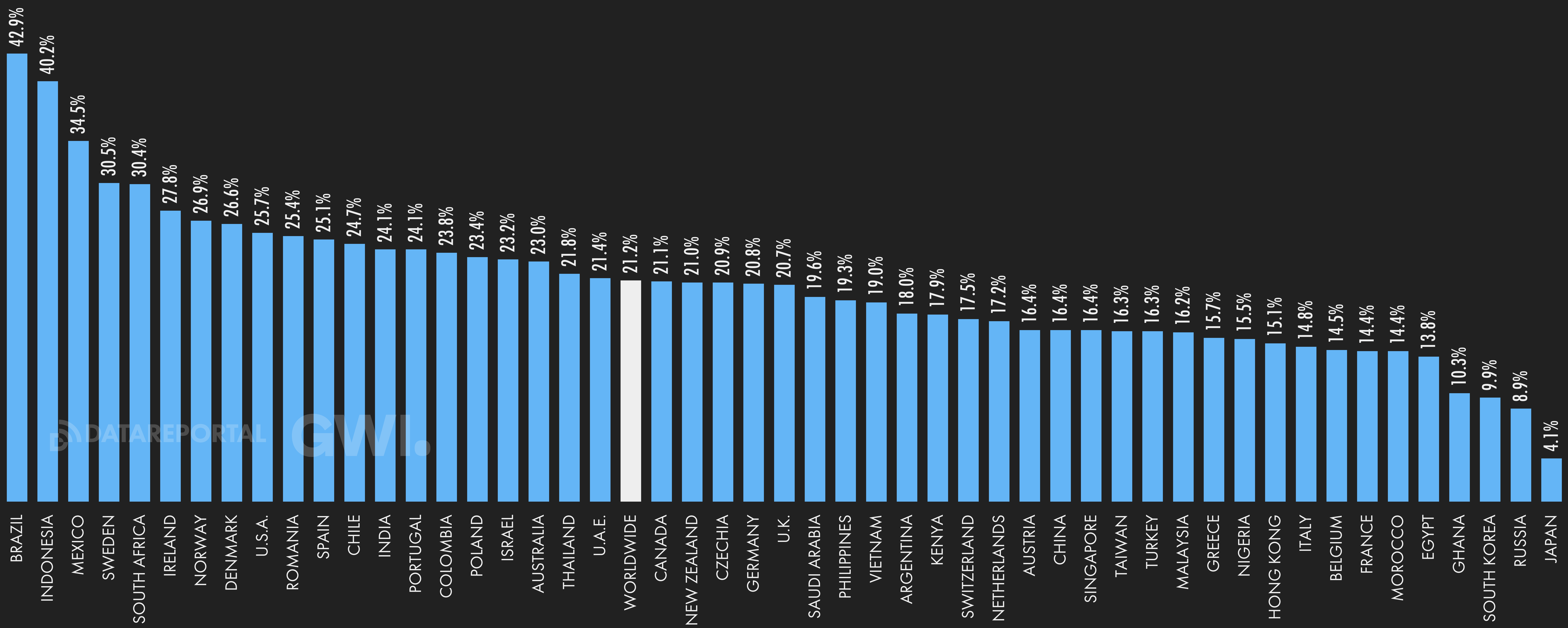
JAN 2023

LISTENING TO PODCASTS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO LISTEN TO PODCASTS EACH WEEK

GLOBAL OVERVIEW



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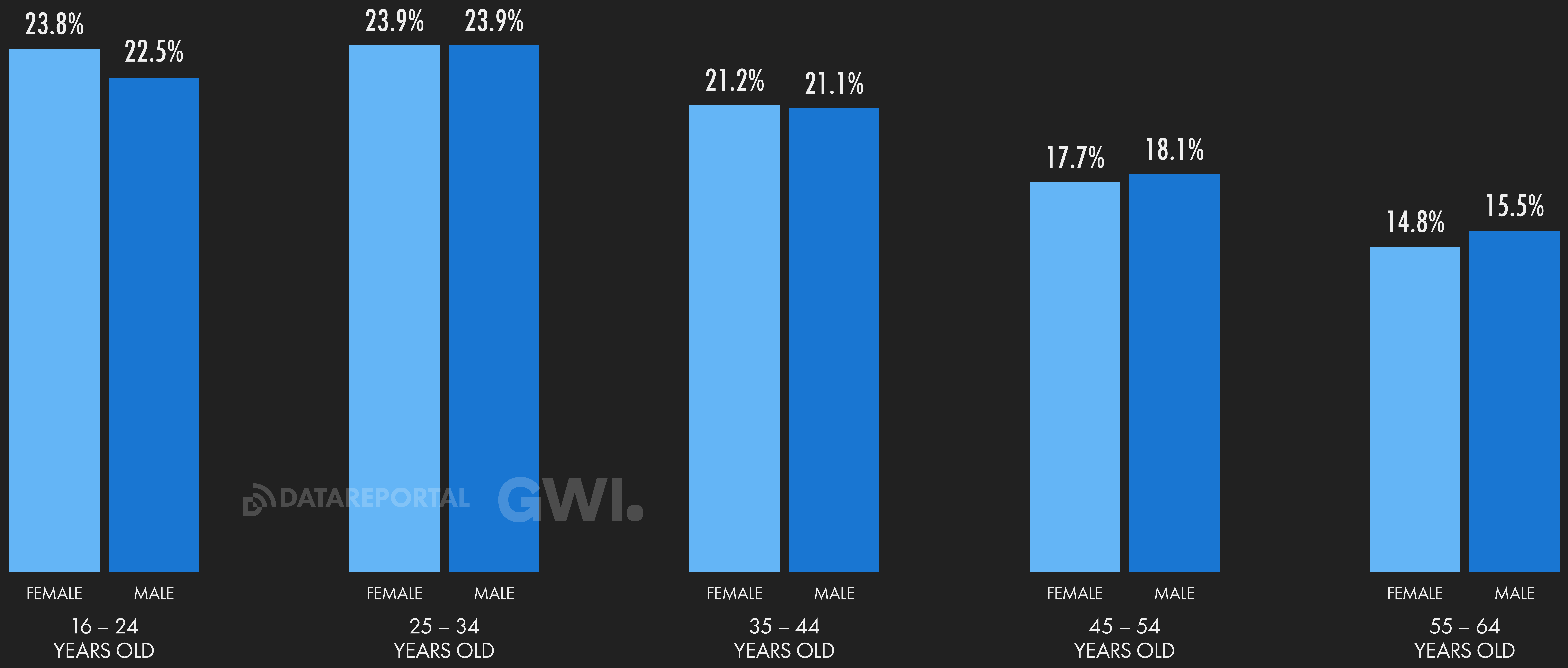
LISTENING TO PODCASTS

PERCENTAGE OF INTERNET USERS WHO LISTEN TO PODCASTS EACH WEEK



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

DEVICES USED TO PLAY VIDEO GAMES

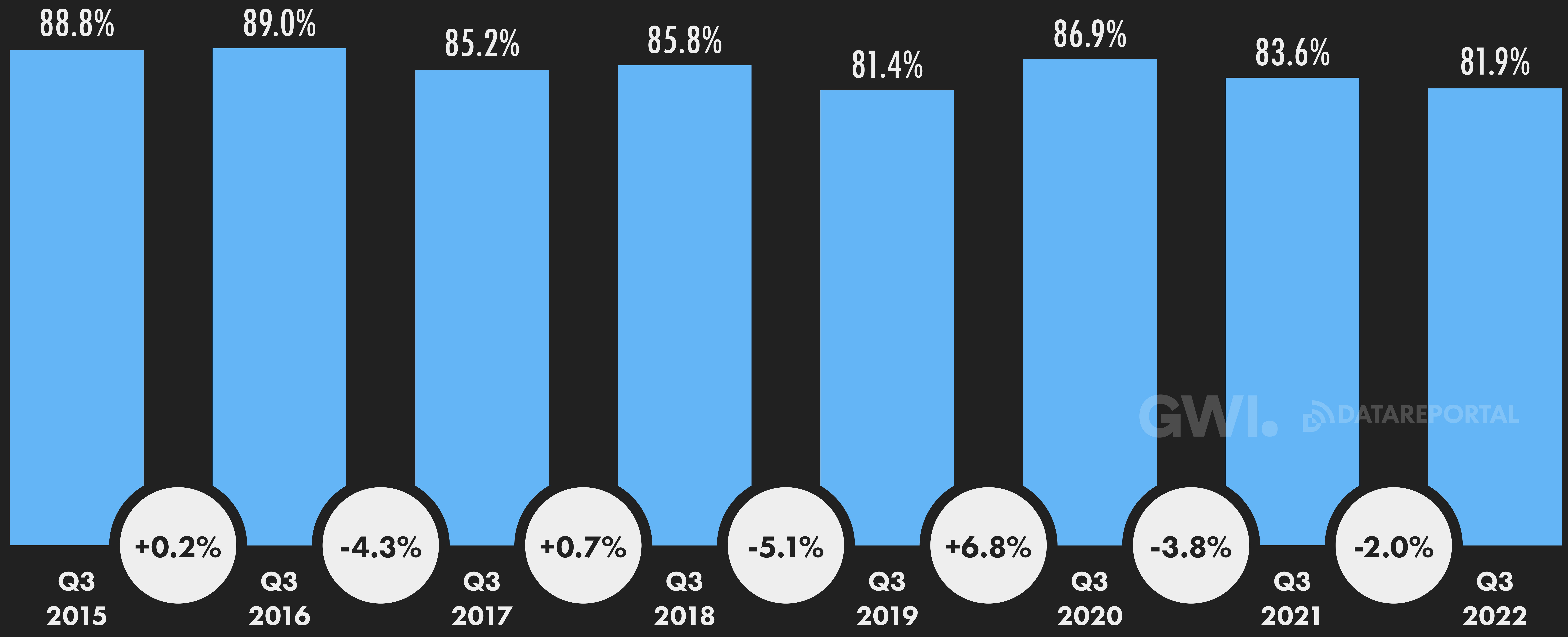
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE

ANY DEVICE	81.9%	YOY: -2.0% (-170 BPS)
SMARTPHONE	66.2%	YOY: -2.8% (-190 BPS)
LAPTOP OR DESKTOP	37.9%	YOY: +3.0% (+110 BPS)
GAMES CONSOLE	25.3%	YOY: -1.9% (-50 BPS)
TABLET	16.5%	YOY: -4.1% (-70 BPS)
HAND-HELD GAMING DEVICE	13.1%	YOY: -3.7% (-50 BPS)
MEDIA STREAMING DEVICE	9.4%	YOY: -3.1% (-30 BPS)
VIRTUAL REALITY HEADSET	8.7%	YOY: UNCHANGED

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** "YOY" PERCENTAGE VALUES REPRESENT THE RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT THE ABSOLUTE CHANGE (IN BASIS POINTS).

PLAYING VIDEO GAMES (YOY)

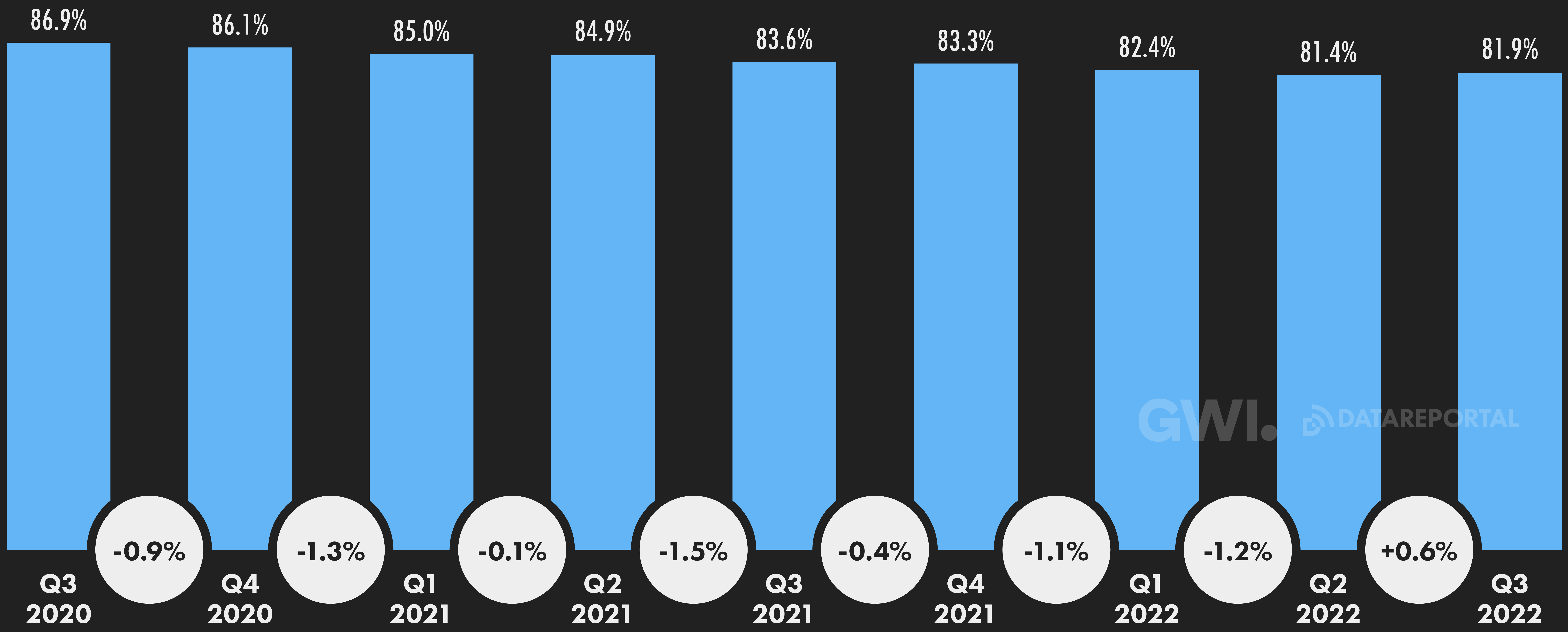
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON ANY DEVICE



SOURCE: GWI (Q3 2015 TO Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** NO TIME PERIOD IS ASSOCIATED WITH THIS QUESTION IN GWI'S SURVEY (E.G. "PAST WEEK").

PLAYING VIDEO GAMES (QOQ)

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



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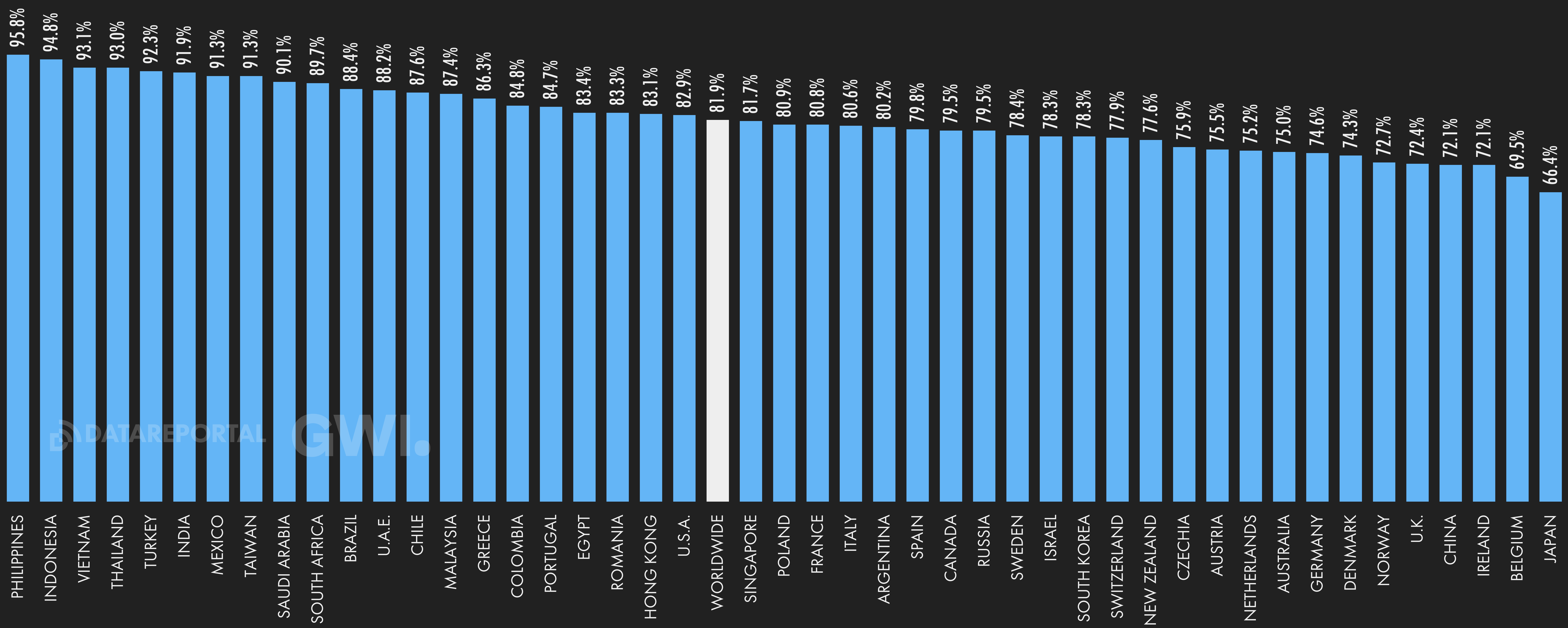
PLAYING VIDEO GAMES

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



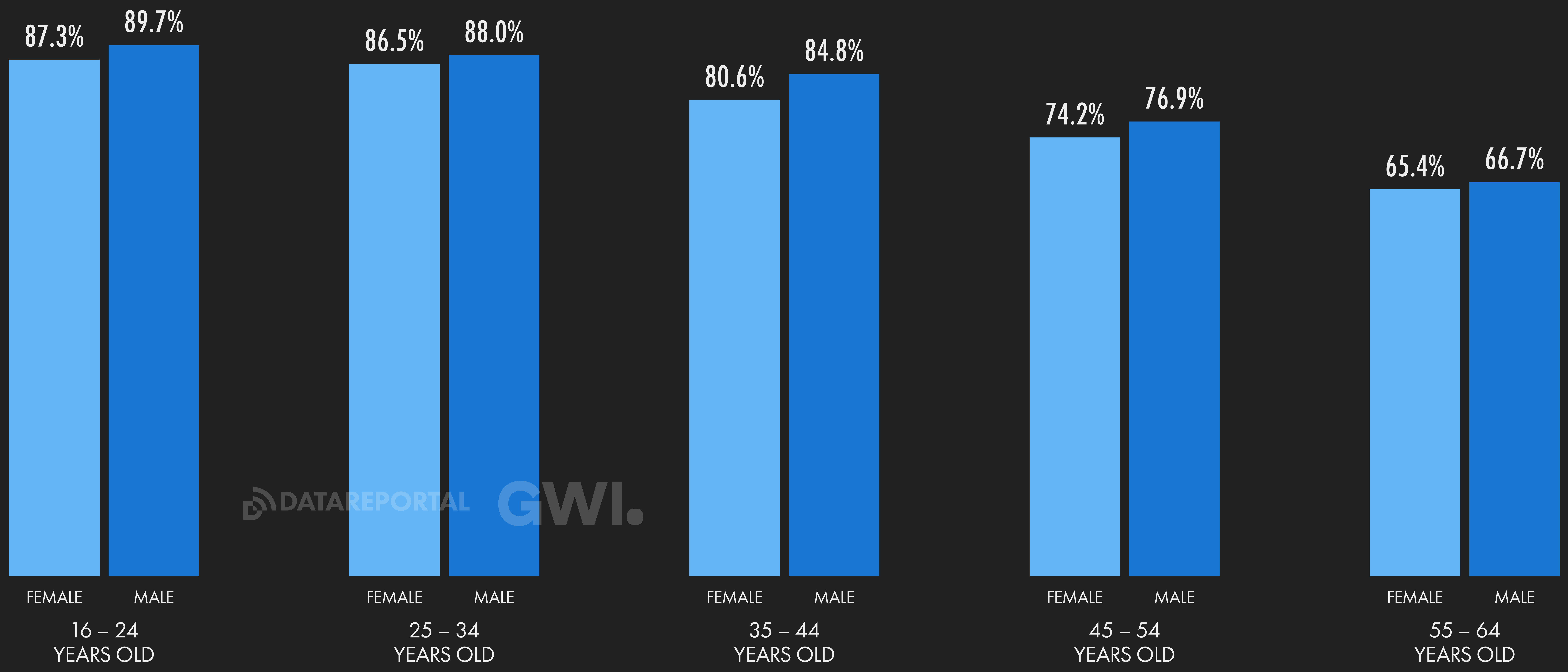
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** NO TIME PERIOD (E.G. "PAST WEEK") IS ASSOCIATED WITH THIS QUESTION IN GWI'S SURVEY.

JAN 2023

PLAYING VIDEO GAMES

PERCENTAGE OF INTERNET USERS WHO PLAY VIDEO GAMES ON ANY DEVICE

GLOBAL OVERVIEW



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DAILY TIME SPENT USING A GAMES CONSOLE

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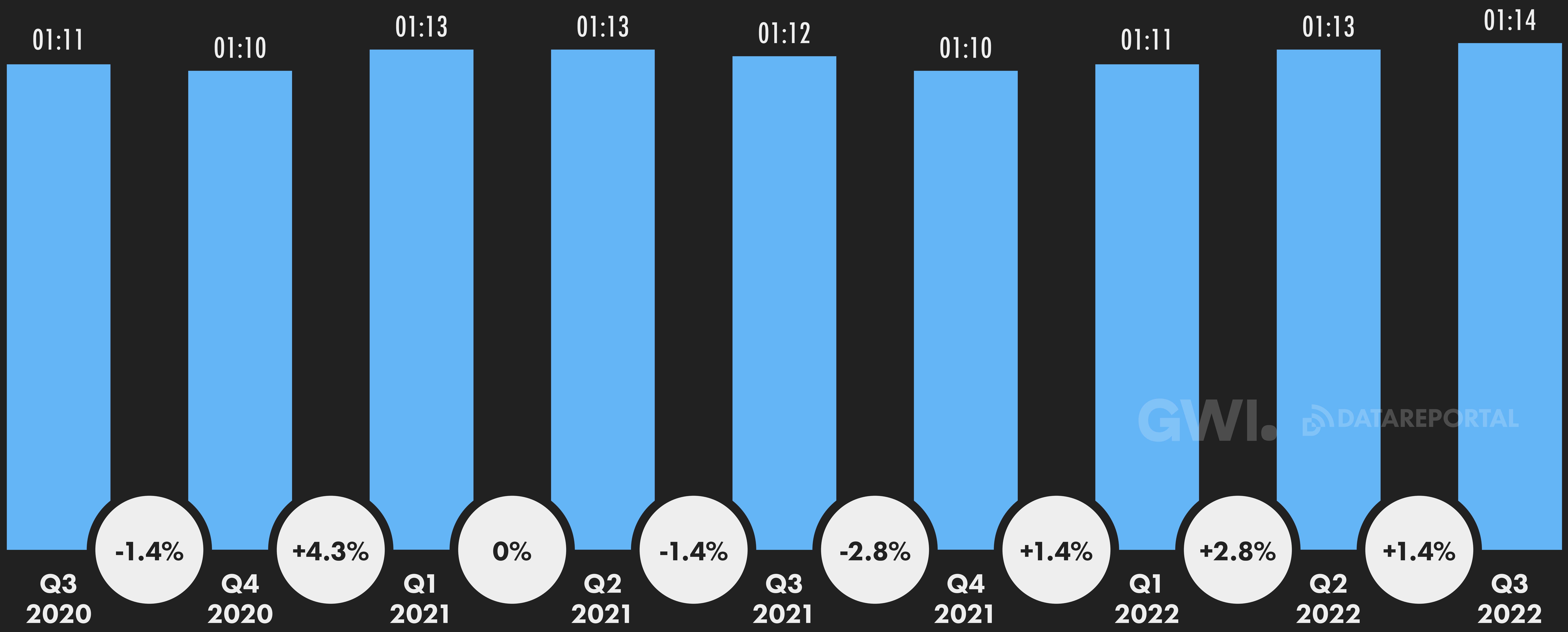

SOURCE: GWI (Q3 2020 TO Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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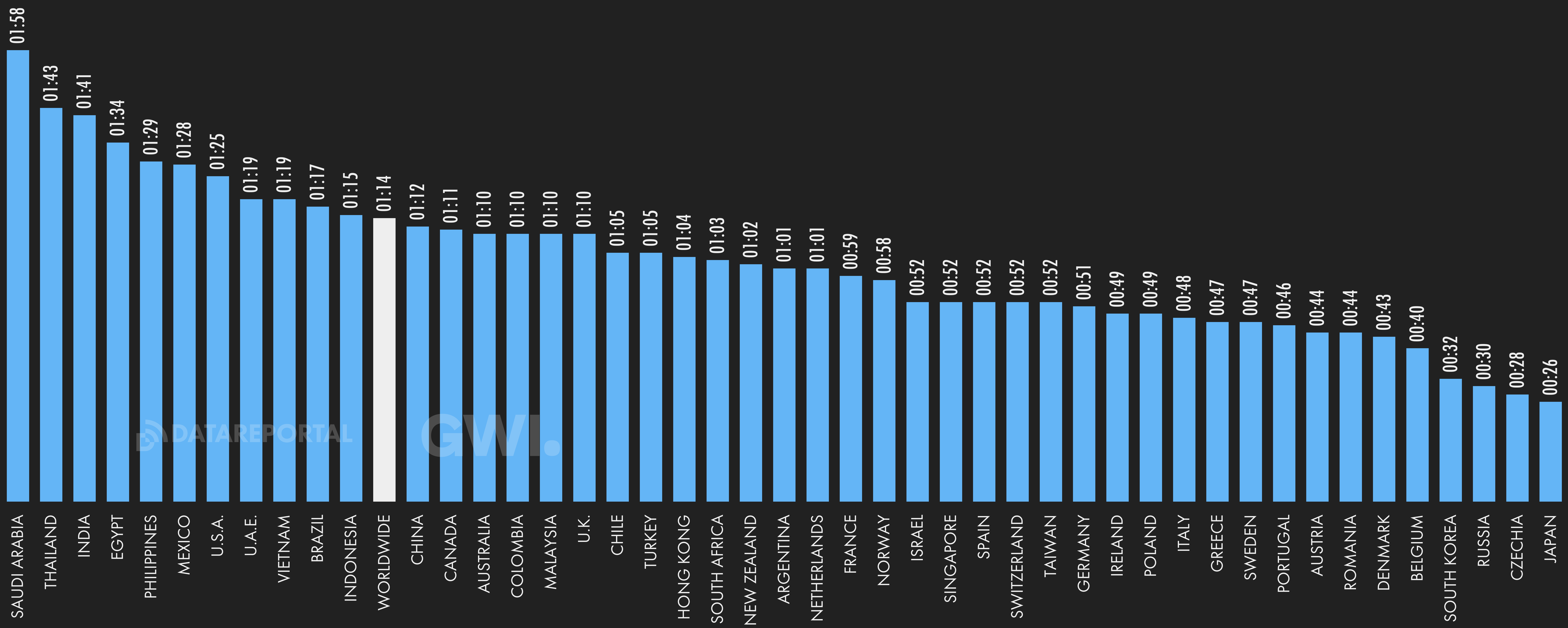

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JAN 2023

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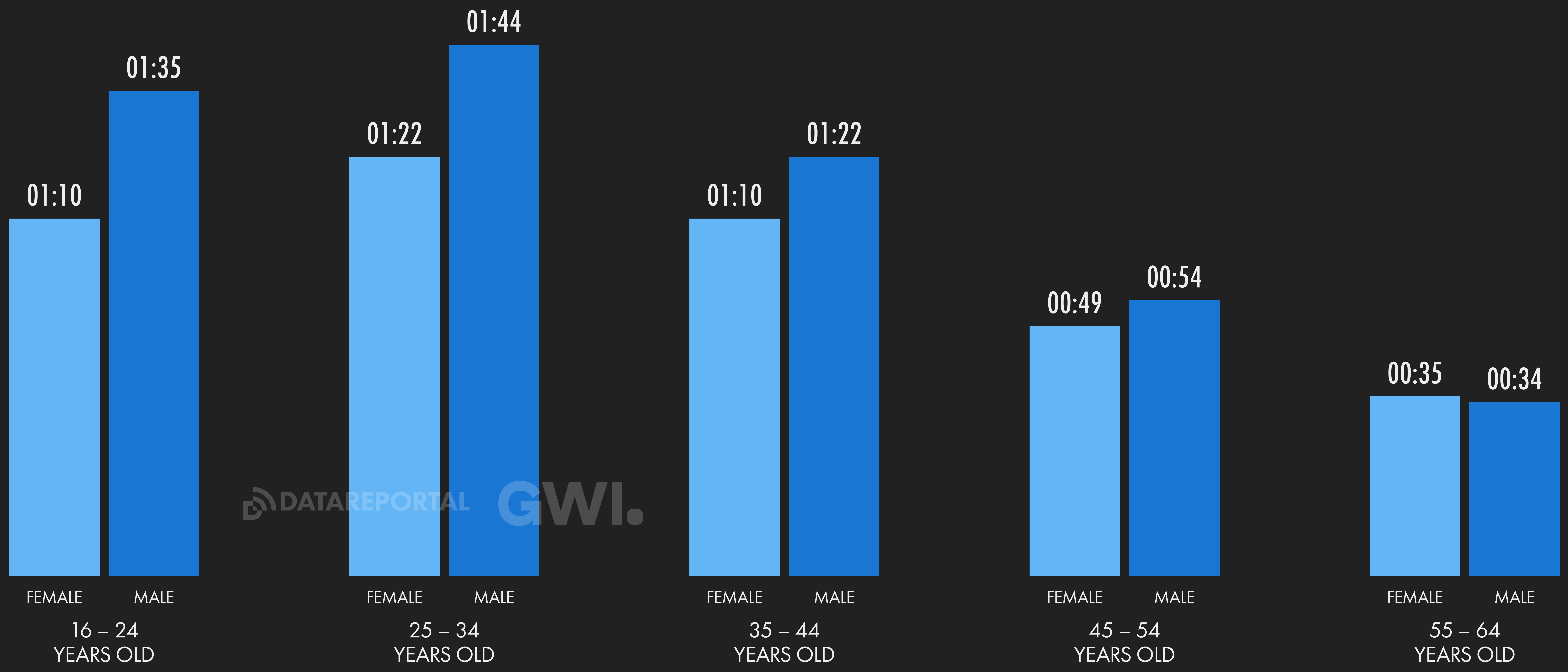

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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MOST POPULAR VIDEO GAME FORMATS

PERCENTAGE OF INTERNET USERS WHO PLAY VIDEO GAMES EACH MONTH WHO ALSO PLAY EACH GENRE OF VIDEO GAME ON ANY DEVICE

16 TO 24 YEARS OLD		25 TO 34 YEARS OLD		35 TO 44 YEARS OLD		45 TO 54 YEARS OLD		55 TO 64 YEARS OLD	
SHOOTER	66%	SHOOTER	64%	SHOOTER	56%	ACTION ADVENTURE	44%	ACTION ADVENTURE	33%
ACTION ADVENTURE	62%	ACTION ADVENTURE	60%	ACTION ADVENTURE	54%	SHOOTER	43%	SHOOTER	32%
SIMULATION	43%	RACING	45%	SPORTS	42%	PUZZLE PLATFORM	34%	PUZZLE PLATFORM	31%
M.O.B.A.	42%	SPORTS	44%	RACING	41%	RACING	32%	SPORTS	24%
SPORTS	41%	M.O.B.A.	43%	PUZZLE PLATFORM	40%	SPORTS	31%	RACING	23%
RACING	40%	SIMULATION	43%	STRATEGY	39%	STRATEGY	30%	SIMULATION	22%
BATTLE ROYALE	40%	STRATEGY	43%	SIMULATION	38%	SIMULATION	29%	STRATEGY	22%
STRATEGY	40%	PUZZLE PLATFORM	41%	ACTION PLATFORM	35%	ACTION PLATFORM	26%	ACTION PLATFORM	20%
PUZZLE PLATFORM	36%	FIGHTING	38%	M.O.B.A.	35%	FIGHTING	25%	ONLINE BOARD GAMES	19%
FIGHTING	34%	ACTION PLATFORM	37%	FIGHTING	34%	M.O.B.A.	24%	M.O.B.A.	18%

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.
NOTE: PERCENTAGES REPRESENT SHARE OF INTERNET USERS IN EACH AGE GROUP WHO PLAY VIDEO GAMES EACH MONTH, AND WHO ALSO SAY THEY PLAY EACH GENRE OF VIDEO GAME

JAN 2023

TOP MOBILE GAMES

RANKINGS OF MOBILE GAMES BY VARIOUS METRICS, BASED ON ACTIVITY THROUGHOUT 2022

GLOBAL OVERVIEW

#	MONTHLY ACTIVE USERS	TOTAL TIME SPENT	DOWNLOADS	CONSUMER SPEND
01	ROBLOX	ROBLOX	SUBWAY SURFERS	HONOR OF KINGS
02	CANDY CRUSH SAGA	FREE FIRE	FREE FIRE	GENSHIN IMPACT
03	FREE FIRE	MOBILE LEGENDS: BANG BANG	LUDO KING	CANDY CRUSH SAGA
04	SUBWAY SURFERS	CANDY CRUSH SAGA	STUMBLE GUYS	ROBLOX
05	MINECRAFT POCKET EDITION	PUBG MOBILE	CANDY CRUSH SAGA	GAME FOR PEACE
06	LUDO KING	POKÉMON GO	ROBLOX	COIN MASTER
07	PUBG MOBILE	BATTLEGROUNDS MOBILE INDIA	BRIDGE RACE	POKÉMON GO
08	CLASH ROYALE	MINECRAFT POCKET EDITION	RACE MASTER	UMA MUSUME PRETTY DERBY
09	POKÉMON GO	CALL OF DUTY: MOBILE	MY TALKING TOM 2	THREE KINGDOMS TACTICS
10	MOBILE LEGENDS: BANG BANG	CLASH OF CLANS	8 BALL POOL	LINEAGE W

data.ai

data.ai

SOURCE: DATA AI INTELLIGENCE. SEE DATA.AI FOR MORE DETAILS. **NOTES:** ONLY INCLUDES PLAYERS ACCESSING EACH TITLE VIA A MOBILE PHONE. RANKING BY MONTHLY ACTIVE USERS BASED ON ACTIVITY ON IPHONES AND ANDROID PHONES THROUGHOUT 2022, EXCLUDING CHINA. RANKING BY TOTAL TIME SPENT BASED ON USER ACTIVITY ON ANDROID PHONES ONLY THROUGHOUT 2022. RANKINGS BY DOWNLOADS AND CONSUMER SPEND BASED ON CUMULATIVE, COMBINED ACTIVITY ACROSS THE IOS APP STORE AND GOOGLE PLAY STORE BETWEEN JANUARY AND DECEMBER 2022, EXCEPT FOR CHINA, WHERE DATA IS FOR THE IOS APP STORE ONLY.

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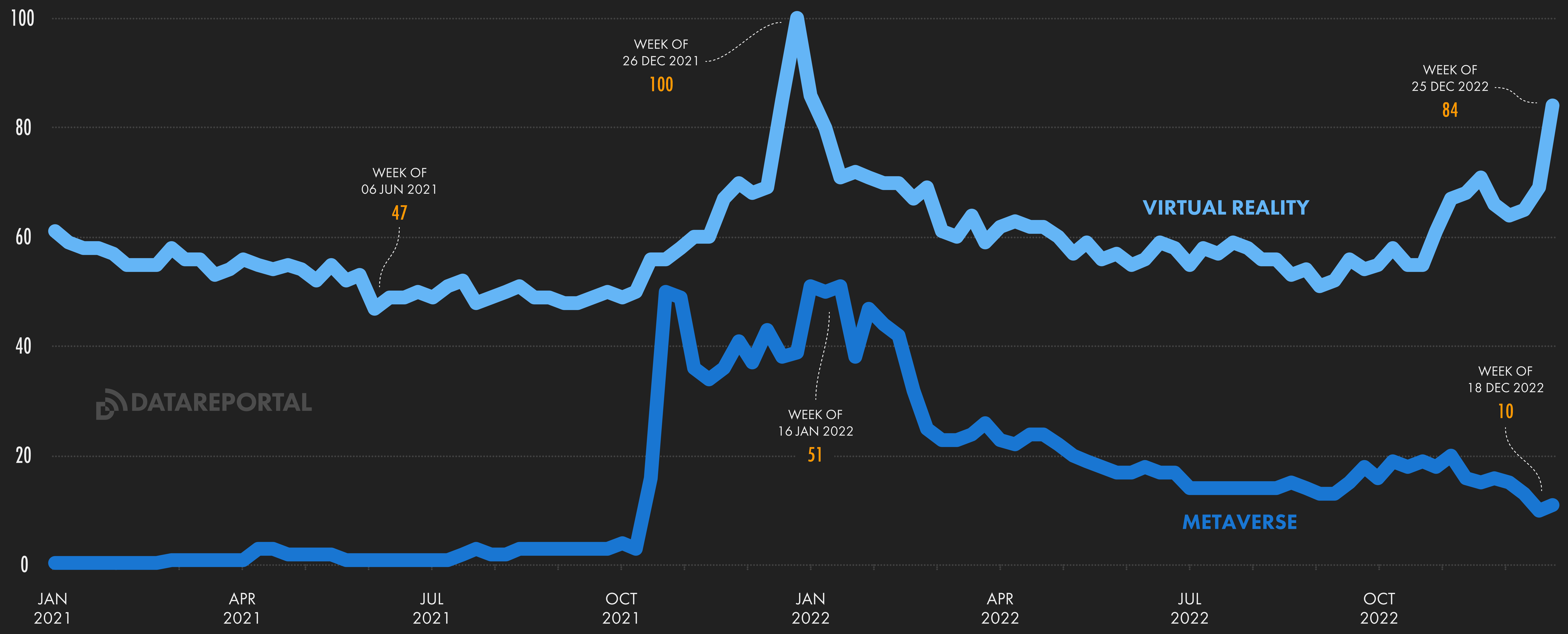
INTEREST IN VIRTUAL WORLDS AND VR DEVICES

WORLDWIDE GOOGLE SEARCH VOLUMES FOR TOPICS RELATED TO THE "METAVERSE" AND "VIRTUAL REALITY"



SOURCE: GOOGLE TRENDS, BASED ON WORLDWIDE GOOGLE SEARCH ACTIVITY BETWEEN 01 JAN 2021 AND 31 DEC 2022. FIGURES REPRESENT SEARCH VOLUMES FOR OVERALL "TOPICS", RATHER THAN EACH TERM AS A STANDALONE QUERY. **COMPARABILITY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERIES AND TIME PERIOD. AS A RESULT, READERS MAY NOT BE ABLE TO REPLICATE THE RESULTS SHOWN HERE. VALUES REPORTED IN GOOGLE TRENDS ARE INDEXED TO THE HIGHEST SEARCH VOLUME FOR THE INCLUDED TOPICS DURING THE CHOSEN PERIOD, AND VALUES SHOWN HERE MAY NOT IDENTIFY ALL-TIME HIGHS OR LOWS.

POPULAR METAVERSE GAMING WORLDS

ACTIVE USERS OF SOME OF THE WORLD'S MOST POPULAR "METAVERSE" (VIRTUAL WORLD) GAMES

FORTNITE: MONTHLY ACTIVE PLAYERS

251.7 MILLION

ROBLOX: MONTHLY ACTIVE PLAYERS

203.1 MILLION

MINECRAFT: MONTHLY ACTIVE PLAYERS

172.8 MILLION

AXIE INFINITY: MONTHLY ACTIVE PLAYERS

468.8 THOUSAND

SANDBOX: MONTHLY ACTIVE PLAYERS

201 THOUSAND

HORIZON WORLDS: MONTHLY ACTIVE PLAYERS

200 THOUSAND

DECENTRALAND: MONTHLY ACTIVE PLAYERS

56.7 THOUSAND

SECOND LIFE: DAILY ACTIVE PLAYERS

200 THOUSAND

SOURCES: FORTNITE, ROBLOX, MINECRAFT, AXIE INFINITY: ACTIVEPLAYER.IO ESTIMATES FOR ACTIVE PLAYERS IN DECEMBER 2022; SANDBOX: COMPANY STATEMENT (OCT 2022); HORIZON WORLDS: WALL STREET JOURNAL (OCT 2022); DECENTRALAND: COMPANY STATEMENT (OCT 2022); SECOND LIFE: DANIEL VOYAGER (OCT 2022). **NOTE:** VALUES FROM DIFFERENT SOURCES MAY NOT BE COMPARABLE DUE TO DIFFERENCES IN DEFINITIONS AND VARYING DATA COLLECTION AND REPORTING METHODOLOGIES.

WE ARE SOCIAL INSIGHT_THINK FORWARD 2023

EXPANDING IDENTITIES

VIRTUAL WORLDS ARE MAKING ONLINE IDENTITY MORE FLEXIBLE AND EXPANSIVE

As we enter an even more VR- and AR-inflected realm of social, it's opening up new avenues for identity expression. It's part of why the ability to self-represent in virtual worlds – whether with accuracy, playfulness, or nuance – is a major cultural touchpoint. For the young and online, a fluctuating or fluid self isn't just allowed – it's table stakes. Against this backdrop, legacy brands and creators alike are furiously flexing their IP to support more open self-expression in online worlds.

As people venture into new virtual worlds, they're looking for brands to support more flexible and elaborate self-expression in these spaces. Brands should think creatively about how to help people convey and build on their identities – whether that's giving them the tools to execute the most accurate self-portrayal, or creatively reinterpret what defines identity altogether.

In the eighth issue of our annual report ***Think Forward,*** we unpick the complex and ever-changing web of digital culture and behaviour, and explore the role brands can play in reflecting and shaping it.

Brands can think outside the box about how avatars can convey personal identity. It's what **adidas** did with its Originals' Ozworld platform, where users answered questions about their personalities and were given bespoke avatars that embodied their psychological identity, rather than their physical traits.

Bakeup is a metaverse-first beauty brand. Its products work across multiple worlds: they can be worn in real life, but come with a matching AR filter for social, plus an NFT version that can be worn, collected, traded, and sold in the metaverse. In doing so, it creates a through-line between a person's many selves – their IRL self, self on social, and self in virtual worlds – cementing the sense that our digital identities are not only real and valid, but entangled with who we are offline.

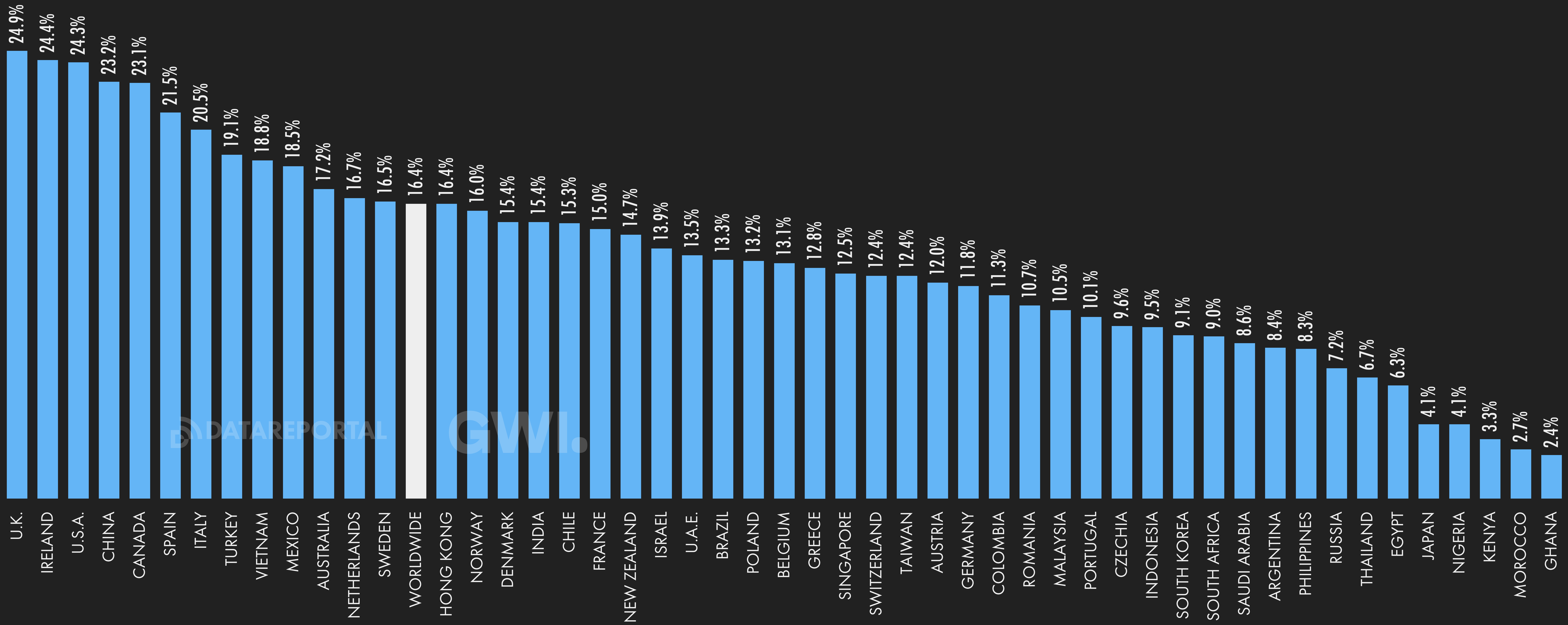
FIND OUT MORE IN THINK FORWARD 2023 >

JAN 2023

SMART HOME DEVICE OWNERSHIP

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

GLOBAL OVERVIEW



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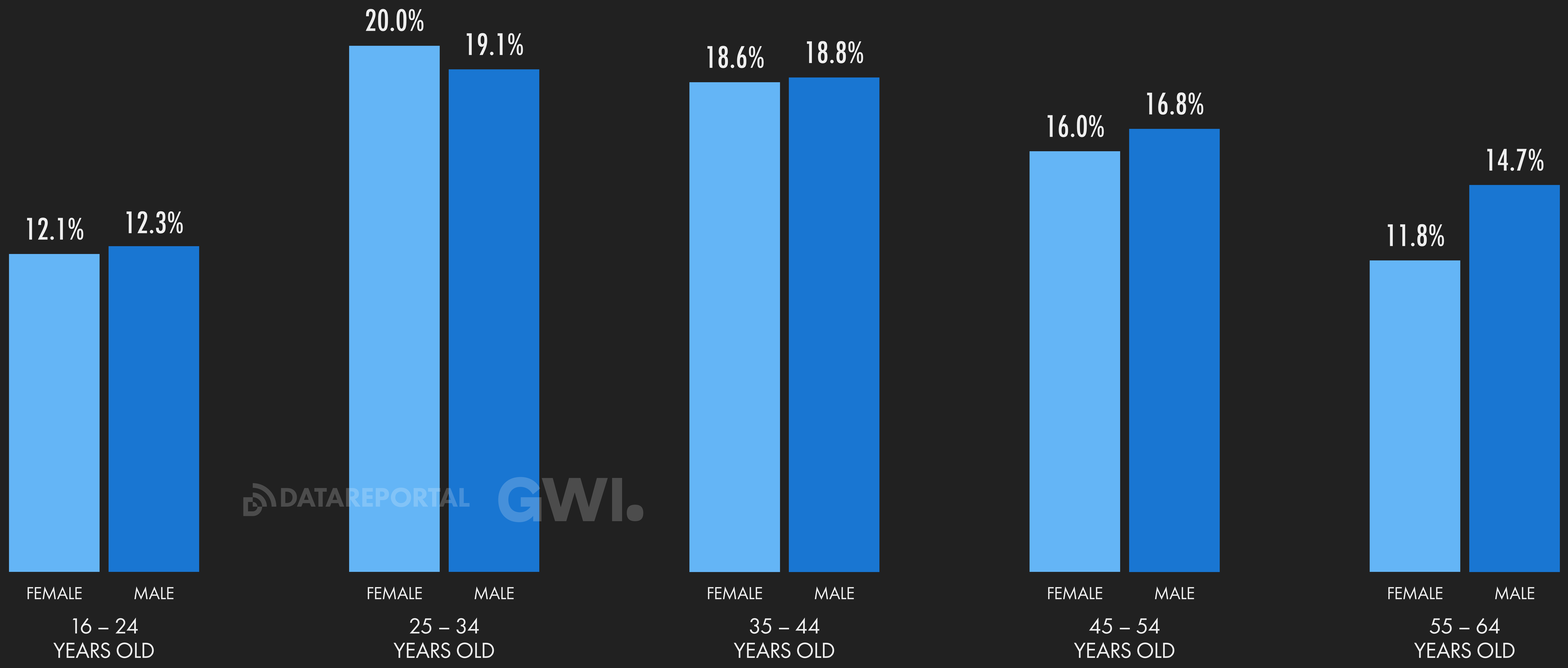

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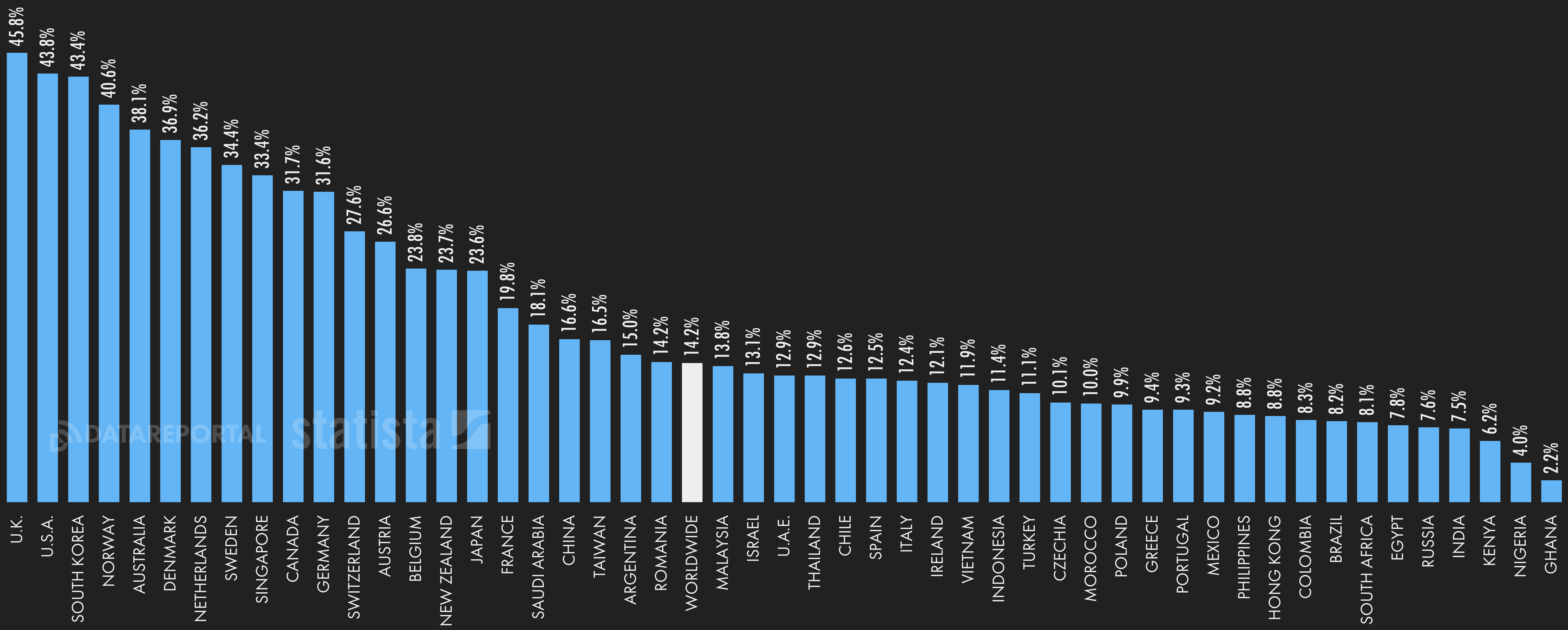
JAN 2023

HOMES CONTAINING SMART HOME DEVICES

PERCENTAGE OF HOUSEHOLDS THAT CONTAIN AT LEAST ONE SMART HOME DEVICE

GLOBAL OVERVIEW



SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER. DOES NOT INCLUDE SMART TVS. FIGURES REPRESENT ESTIMATES FOR 2022. **COMPARABILITY:** BASE CHANGES.

SMART HOME MARKET OVERVIEW

VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS)

NUMBER OF HOMES WITH SMART HOME DEVICES	TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET	VALUE OF SMART HOME APPLIANCES MARKET	VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET
307.8 MILLION	$115.7 BILLION	$44.25 BILLION	$23.18 BILLION
YEAR-ON-YEAR CHANGE +17.2% (+45 MILLION)	YEAR-ON-YEAR CHANGE +10.8% (+$11 BILLION)	YEAR-ON-YEAR CHANGE +12.4% (+$4.9 BILLION)	YEAR-ON-YEAR CHANGE +11.7% (+$2.4 BILLION)

VALUE OF SMART HOME SECURITY DEVICE MARKET	VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET	VALUE OF SMART HOME COMFORT & LIGHTING MARKET	VALUE OF SMART HOME ENERGY MANAGEMENT MARKET
$17.41 BILLION	$12.11 BILLION	$9.65 BILLION	$9.07 BILLION
YEAR-ON-YEAR CHANGE +10.8% (+$1.7 BILLION)	YEAR-ON-YEAR CHANGE +4.4% (+$510 MILLION)	YEAR-ON-YEAR CHANGE +10.4% (+$911 MILLION)	YEAR-ON-YEAR CHANGE +10.3% (+$845 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2022 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES.

AVERAGE ANNUAL REVENUE PER SMART HOME

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

PENETRATION OF SMART HOME DEVICES	ARPU: SPEND ON ALL SMART HOME DEVICES	ARPU: SMART HOME APPLIANCES	ARPU: SMART HOME CONTROL & CONNECTIVITY DEVICES
14.2%	$375.80	$370.60	$156.20
YEAR-ON-YEAR CHANGE +15.3% (+189 BPS)	YEAR-ON-YEAR CHANGE -5.4% (-$21.60)	YEAR-ON-YEAR CHANGE -13.4% (-$57.50)	YEAR-ON-YEAR CHANGE -12.3% (-$21.90)

ARPU: SMART HOME SECURITY DEVICES	ARPU: SMART HOME ENTERTAINMENT DEVICES	ARPU: SMART HOME COMFORT & LIGHTING	ARPU: SMART HOME ENERGY MANAGEMENT
$126.20	$96.37	$67.34	$77.82
YEAR-ON-YEAR CHANGE -13.7% (-$20.10)	YEAR-ON-YEAR CHANGE -17.0% (-$19.73)	YEAR-ON-YEAR CHANGE -14.0% (-$10.94)	YEAR-ON-YEAR CHANGE -15.8% (-$14.58)

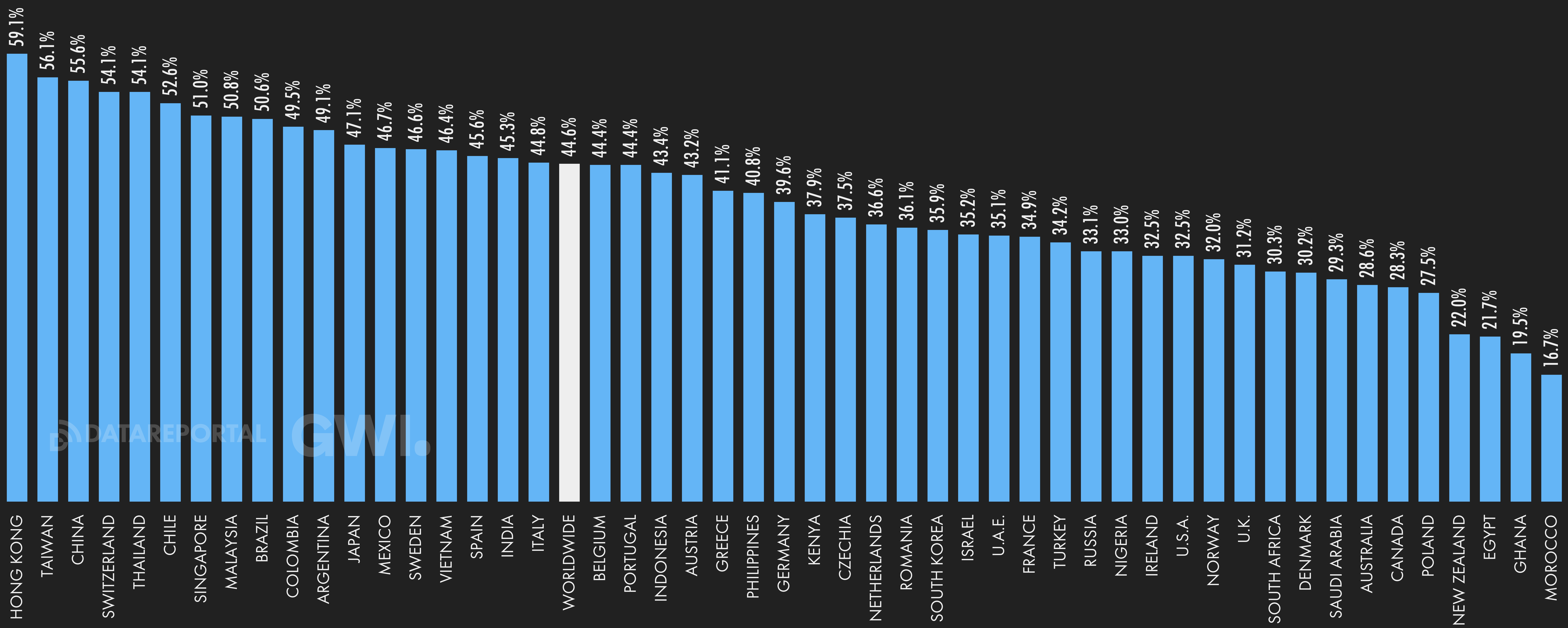
SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR SPEND PER SMART HOME FOR 2022 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES.

JAN 2023

USE OF QR CODES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE OR SCAN QR CODES ON THEIR MOBILE EACH MONTH

GLOBAL OVERVIEW



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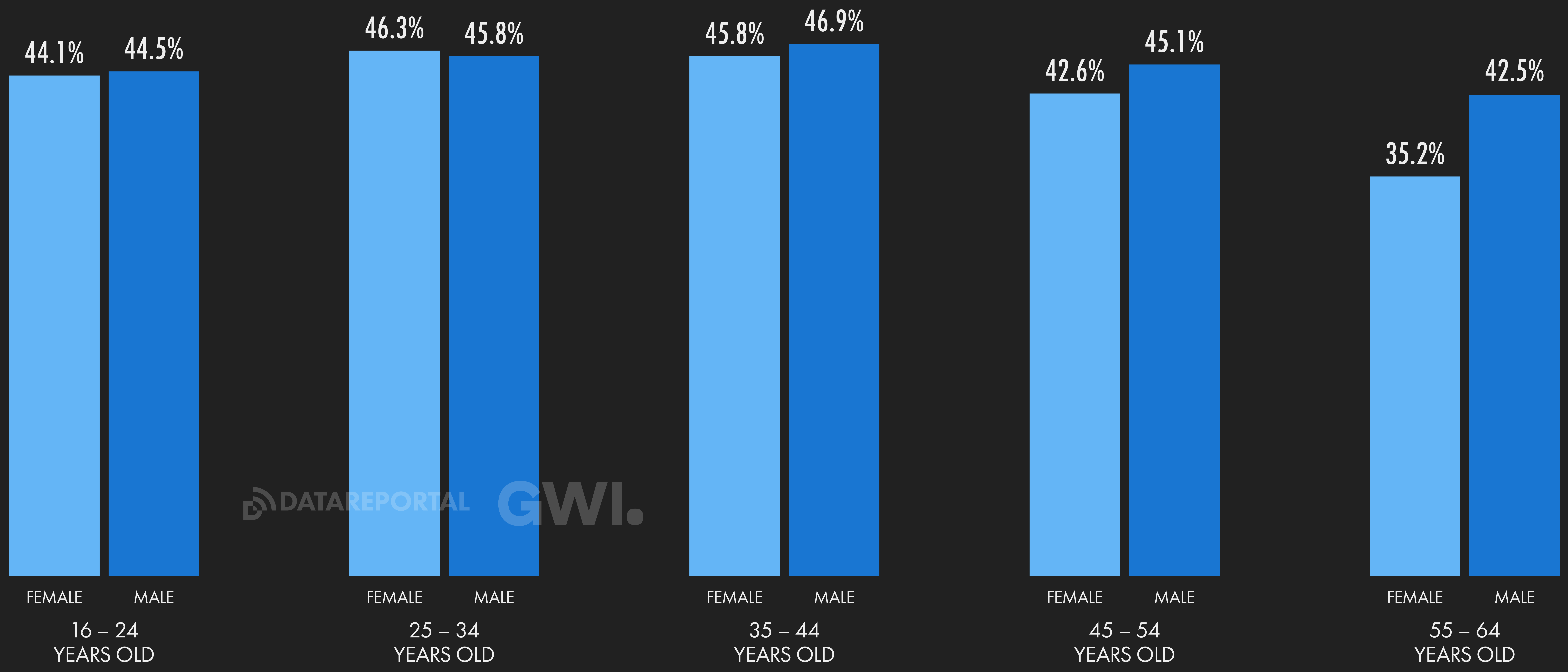

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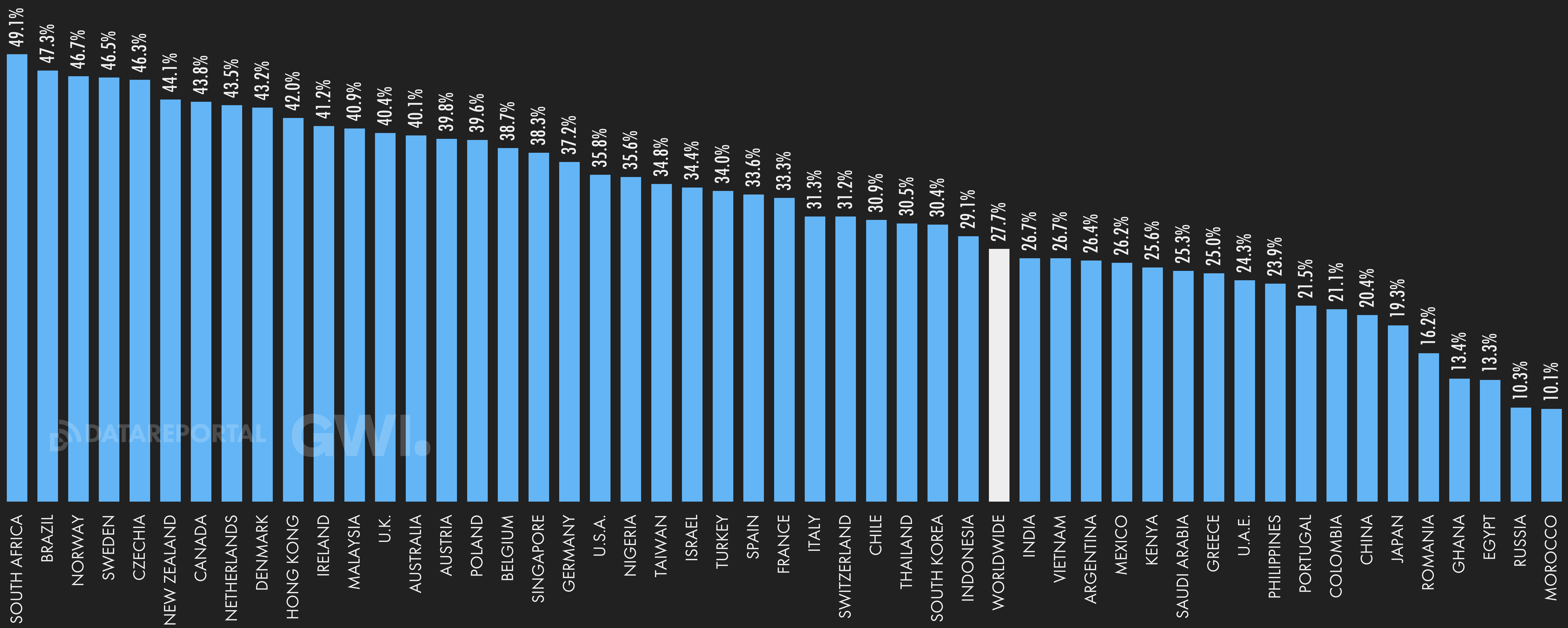
JAN 2023

USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR APP EACH MONTH

GLOBAL OVERVIEW



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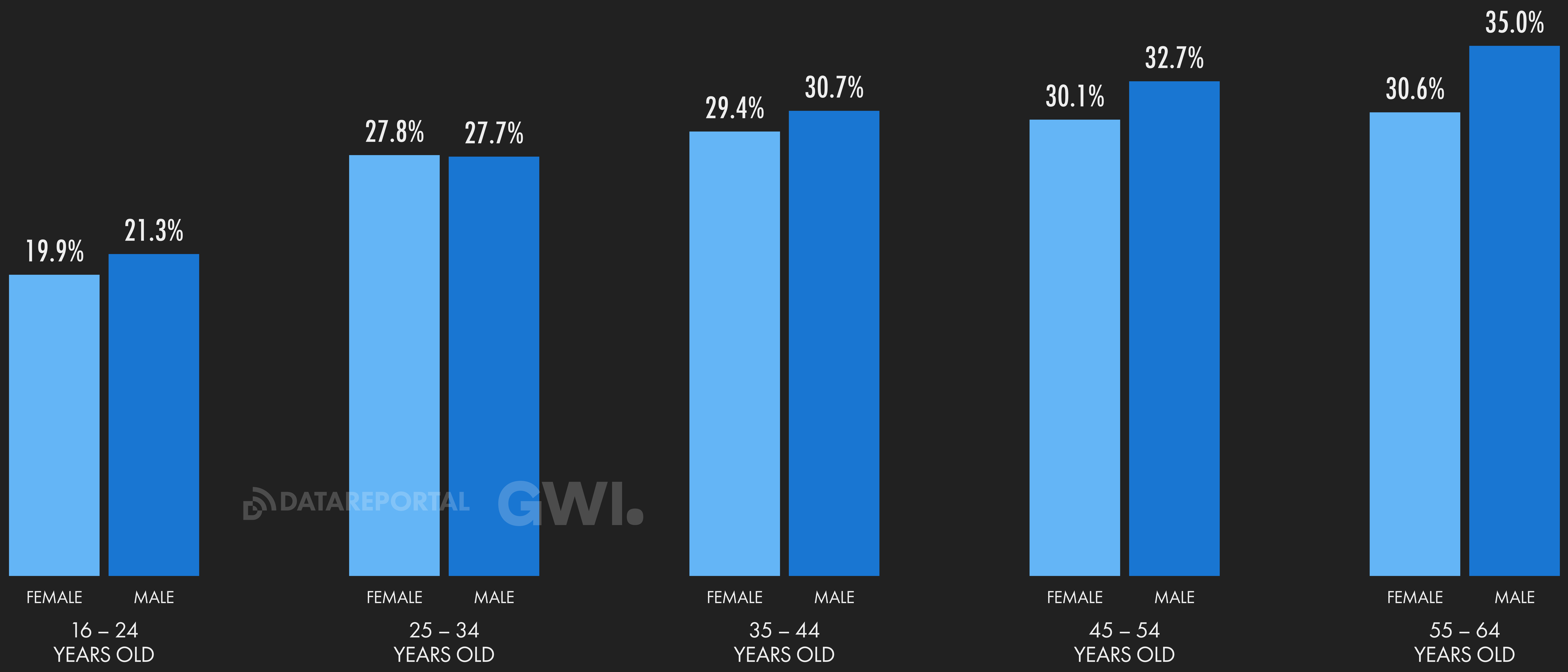

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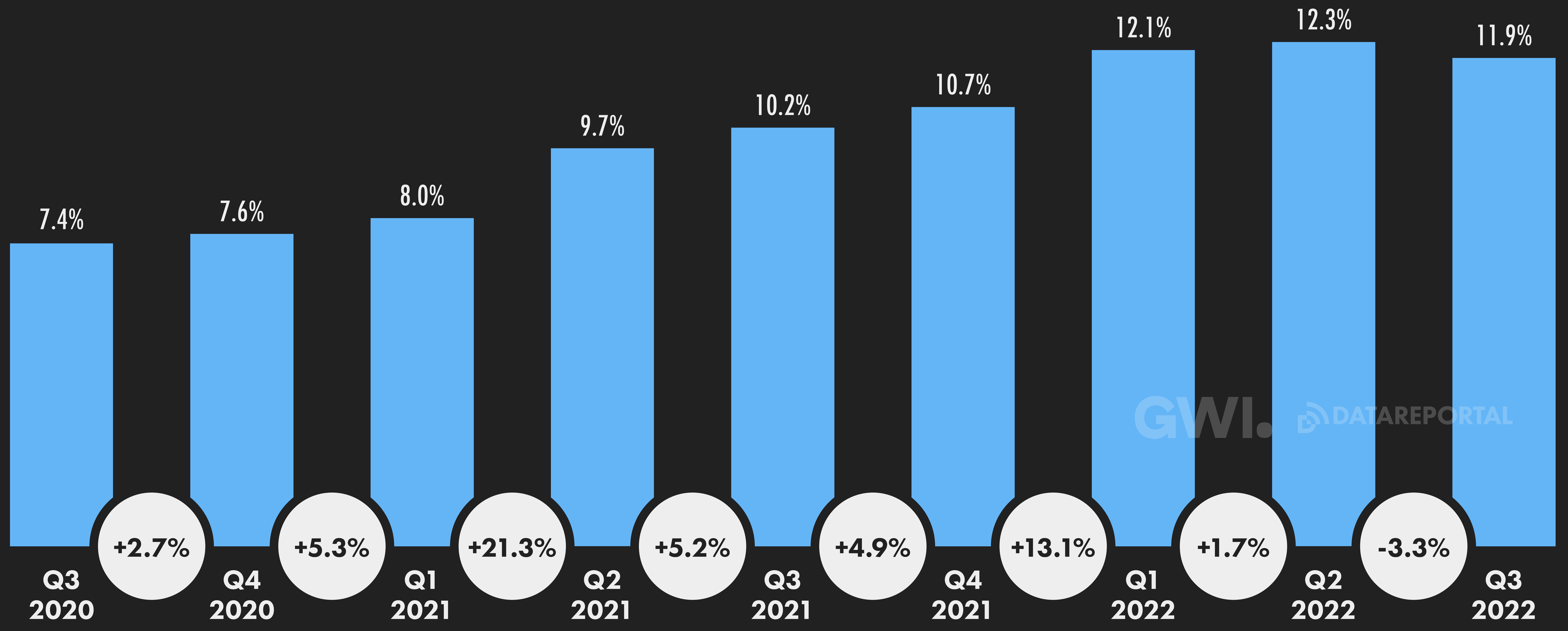
OWNERSHIP OF CRYPTOCURRENCY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN SOME FORM OF CRYPTOCURRENCY



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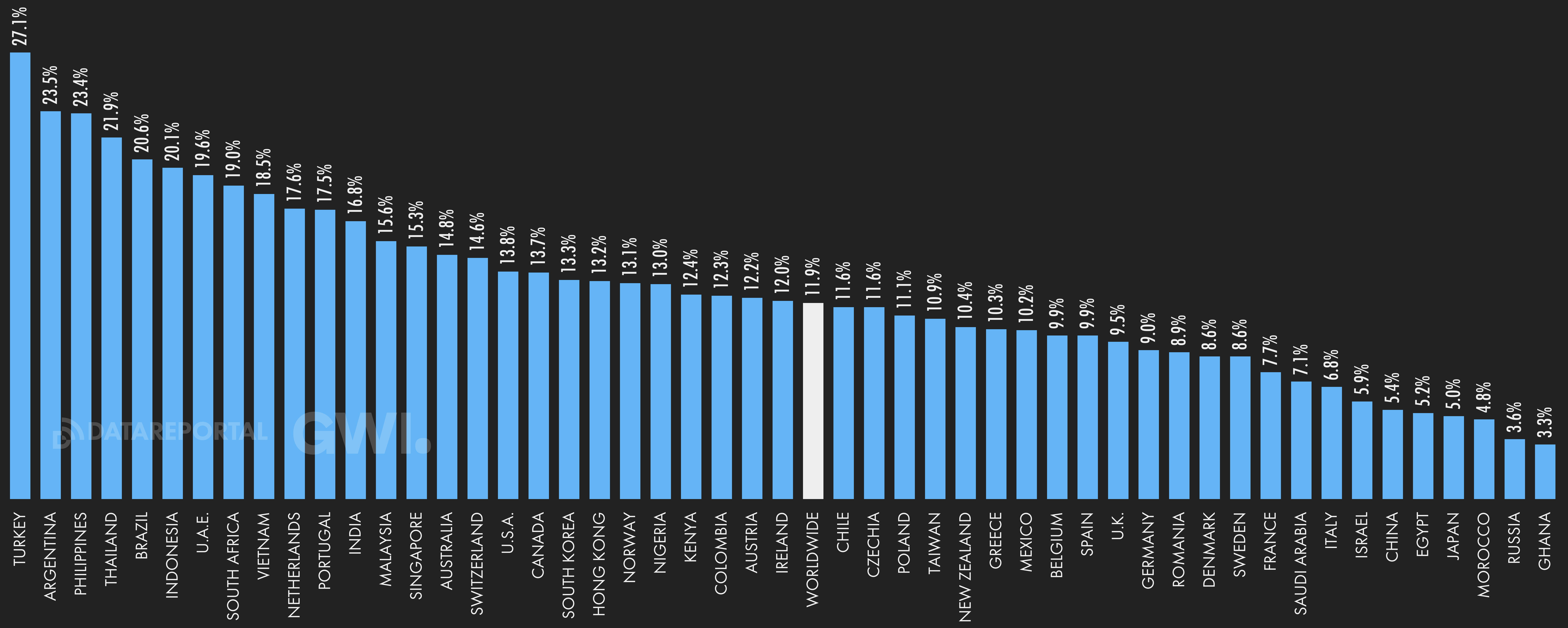

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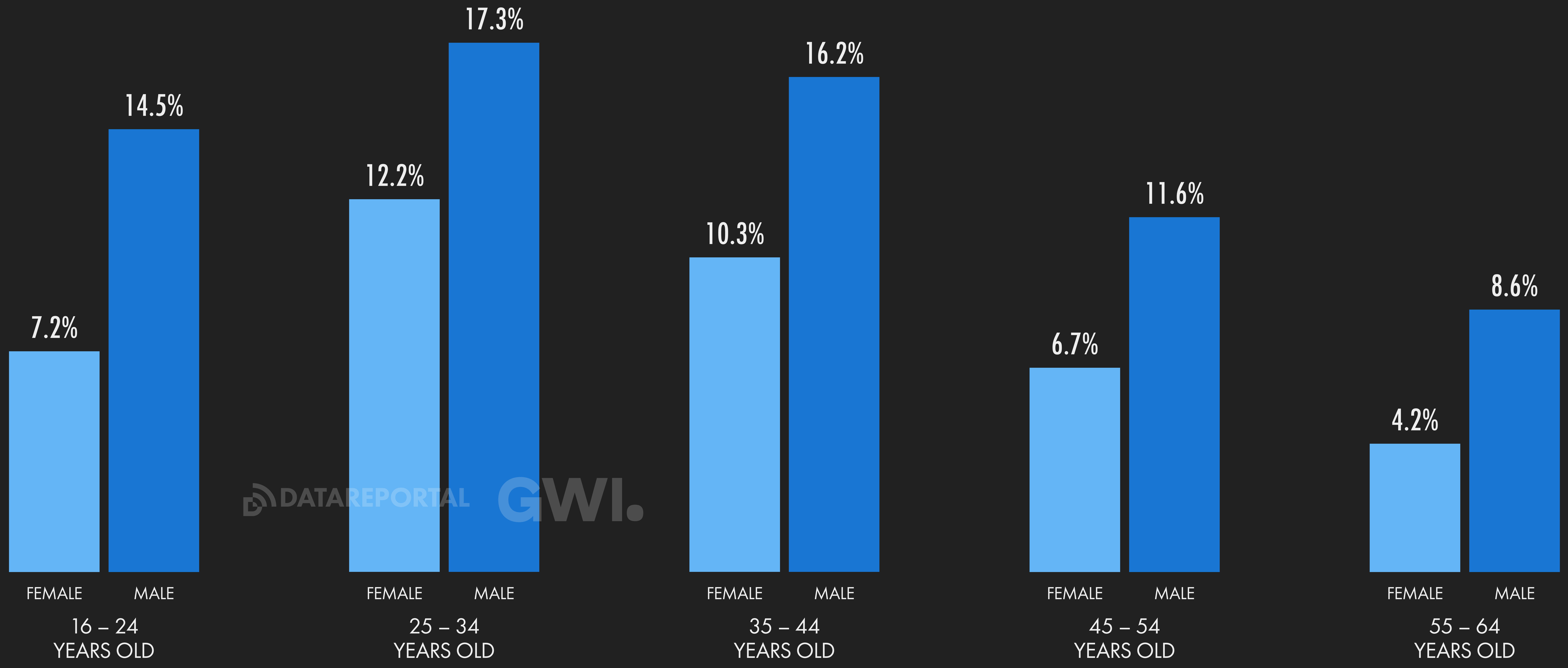

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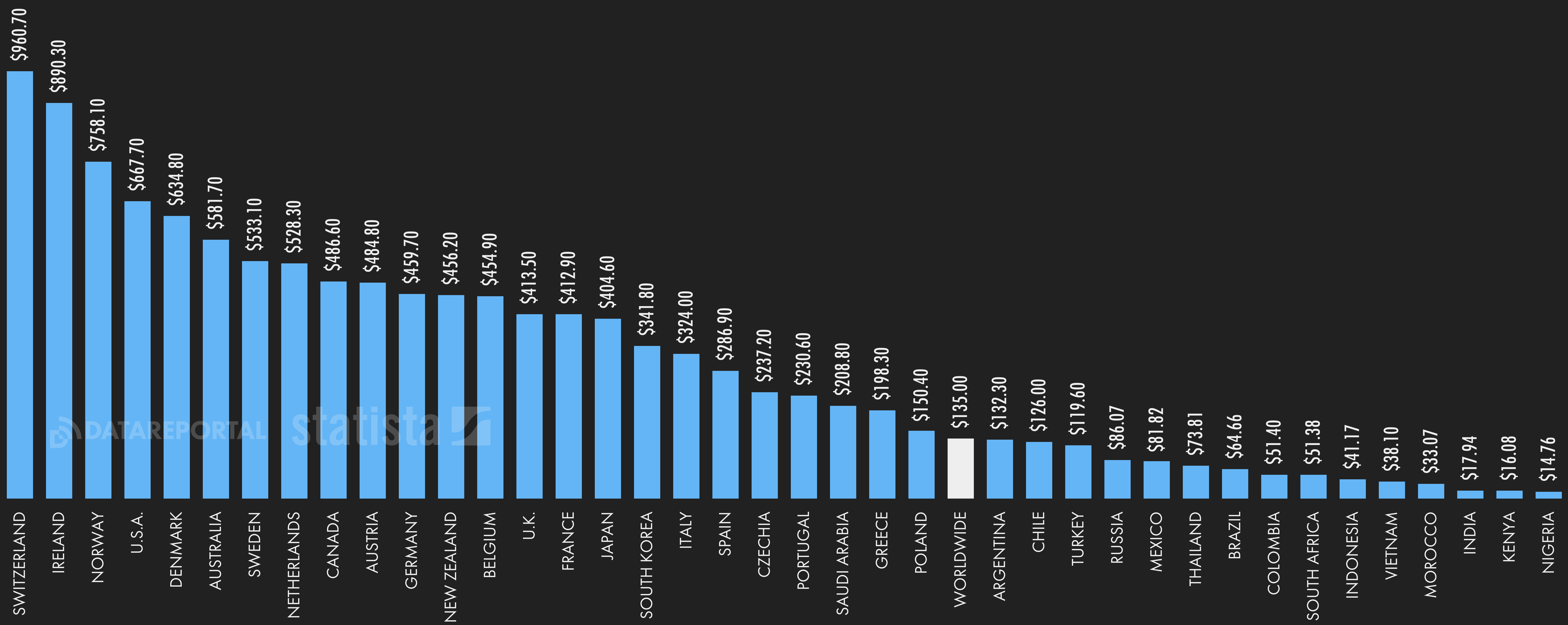
JAN 2023

CRYPTO: AVERAGE ANNUAL SPEND PER USER

AVERAGE TOTAL VALUE OF CRYPTO PURCHASES IN 2022 PER "RETAIL" TRADER WHO BOUGHT ANY FORM OF CRYPTO IN 2022 (U.S. DOLLAR EQUIVALENT)

GLOBAL OVERVIEW



SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF THE AVERAGE CUMULATIVE TRANSACTION VALUE PER TRADER (IN U.S. DOLLAR EQUIVALENTS) OF ALL CRYPTOCURRENCY PURCHASES MADE BY "RETAIL" (I.E. NON-PROFESSIONAL) CRYPTOCURRENCY TRADERS THROUGHOUT 2022. **COMPARABILITY:** THE AVERAGE VALUE OF CRYPTOCURRENCY PURCHASES VARIES SIGNIFICANTLY FROM ONE "COIN" TO ANOTHER, AND VALUES SHOWN HERE INCLUDE AVERAGES ACROSS ALL KINDS OF CRYPTOCURRENCY, NOT JUST BITCOIN. AVERAGE PURCHASE VALUES AMONGST PROFESSIONAL CRYPTOCURRENCY TRADERS MAY BE CONSIDERABLY HIGHER THAN THE RETAIL AVERAGES SHOWN HERE.

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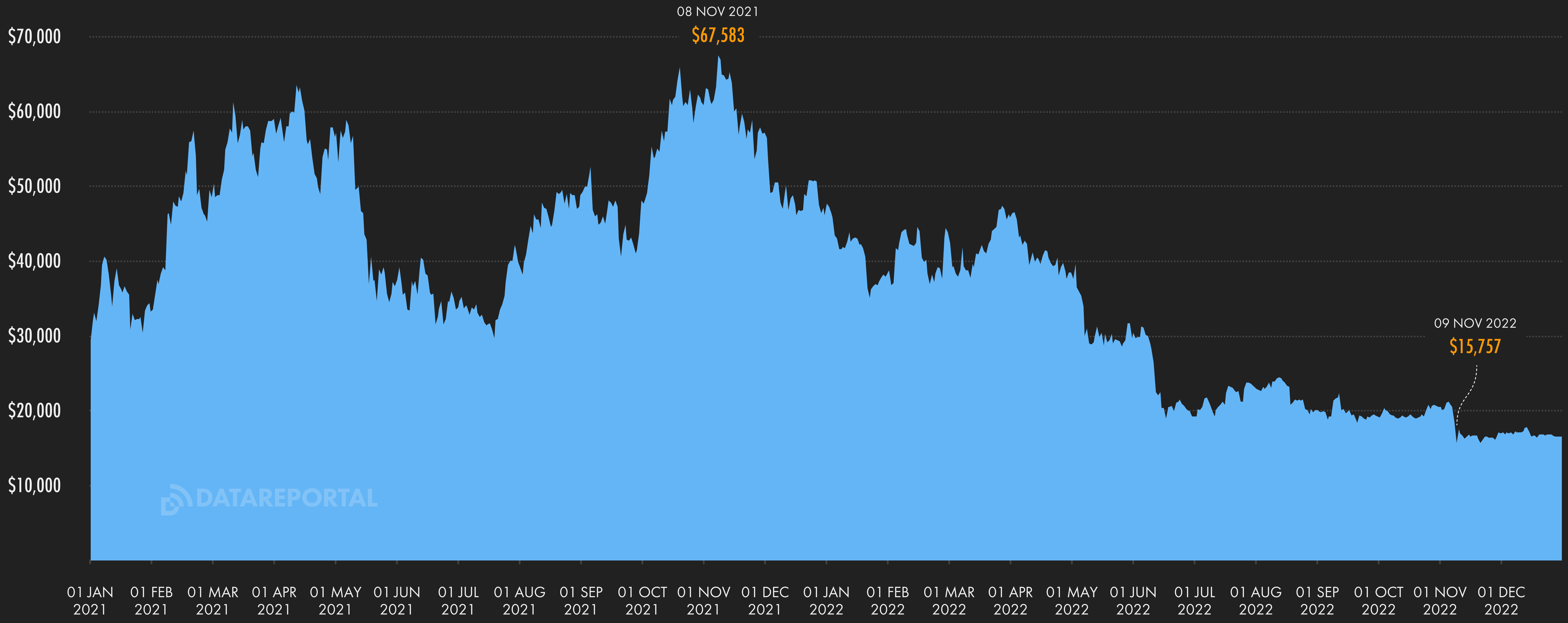
EQUIVALENT VALUE OF BITCOIN IN USD

THE EXCHANGE RATE BETWEEN BITCOIN AND THE UNITED STATES DOLLAR AT THE END OF EACH TRADING DAY, AS PUBLISHED BY GOOGLE FINANCE

GLOBAL OVERVIEW



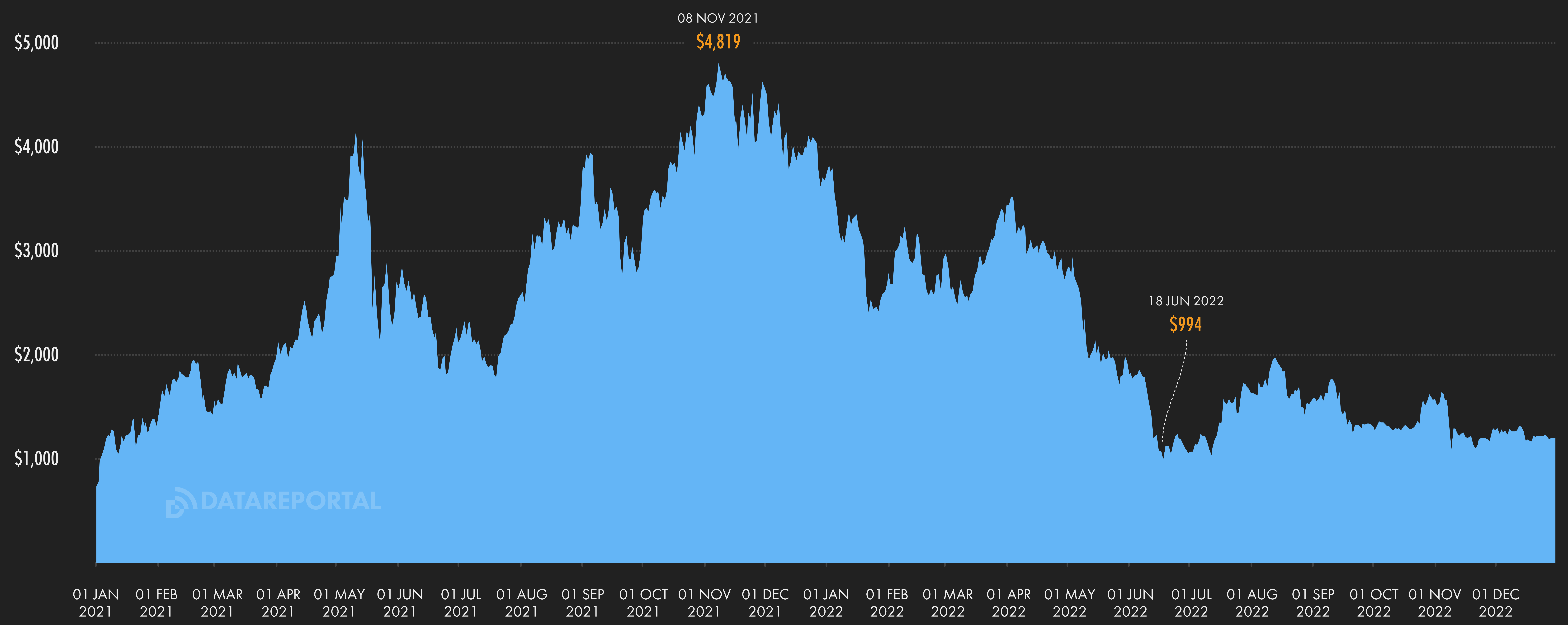
SOURCE: GOOGLE FINANCE. **NOTES:** FIGURES REPRESENT THE PUBLISHED EXCHANGE RATE BETWEEN BITCOIN AND THE UNITED STATES DOLLAR AT 23:58 (UTC) ON EACH DAY. **COMPARABILITY:** INTRA-DAY EXCHANGE RATE VALUES MAY HAVE VARIED SIGNIFICANTLY COMPARED WITH THE VALUES SHOWN HERE.

JAN 2023

EQUIVALENT VALUE OF ETHER IN USD

THE EXCHANGE RATE BETWEEN ETHER AND THE UNITED STATES DOLLAR AT THE END OF EACH TRADING DAY, AS PUBLISHED BY GOOGLE FINANCE

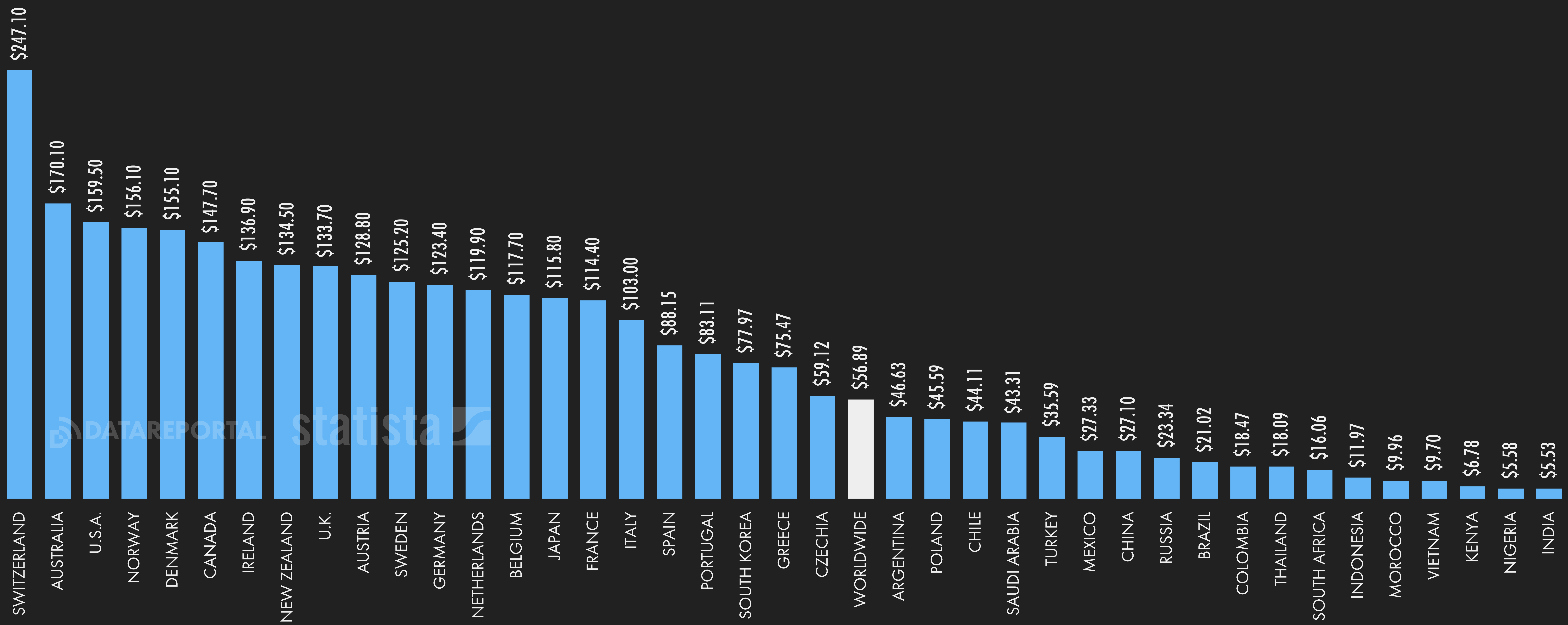
GLOBAL OVERVIEW



SOURCE: GOOGLE FINANCE. **NOTES:** FIGURES REPRESENT THE PUBLISHED EXCHANGE RATE BETWEEN ETHER (THE CRYPTOCURRENCY USED ON THE ETHEREUM BLOCKCHAIN NETWORK) AND THE UNITED STATES DOLLAR AT 23:58 (UTC) ON EACH DAY. **COMPARABILITY:** INTRA-DAY EXCHANGE RATE VALUES MAY HAVE VARIED SIGNIFICANTLY COMPARED WITH THE VALUES SHOWN HERE.

NFTS: AVERAGE ANNUAL SPEND PER USER

AVERAGE FULL-YEAR SPEND ON NON-FUNGIBLE TOKENS (NFTS) PER PERSON WHO BOUGHT AT LEAST ONE NFT IN 2022 (U.S. DOLLAR EQUIVALENT)



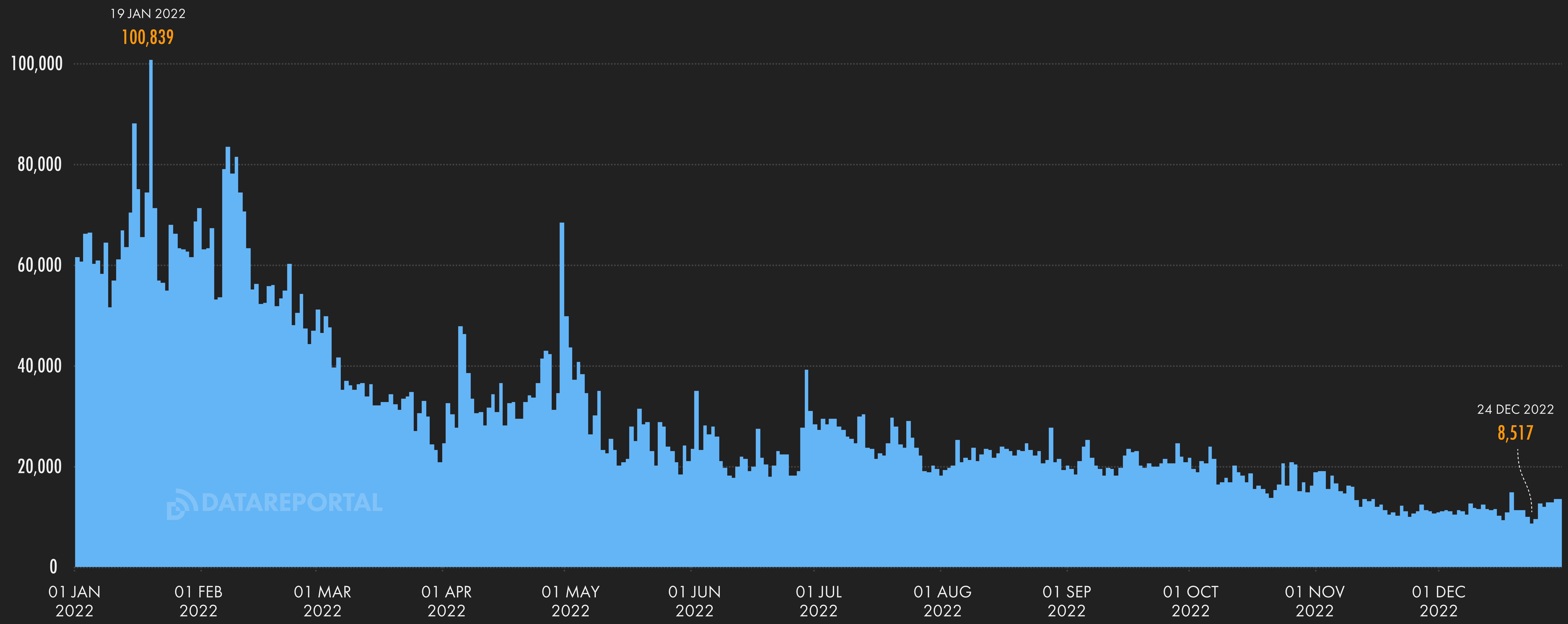
SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** DOES NOT INCLUDE B2B TRADES. FIGURES REPRESENT ESTIMATES OF THE AVERAGE TOTAL AMOUNT SPENT ON NON-FUNGIBLE TOKENS IN 2022 (IN U.S. DOLLAR EQUIVALENTS) BY EACH PERSON WHO BOUGHT AT LEAST ONE NFT IN 2022.

JAN 2023

NUMBER OF BLOCKCHAIN WALLETS TRADING NFTS

NUMBER OF BLOCKCHAIN WALLETS THAT ACTIVELY TRADED NFTS EACH DAY (BUY OR SELL)

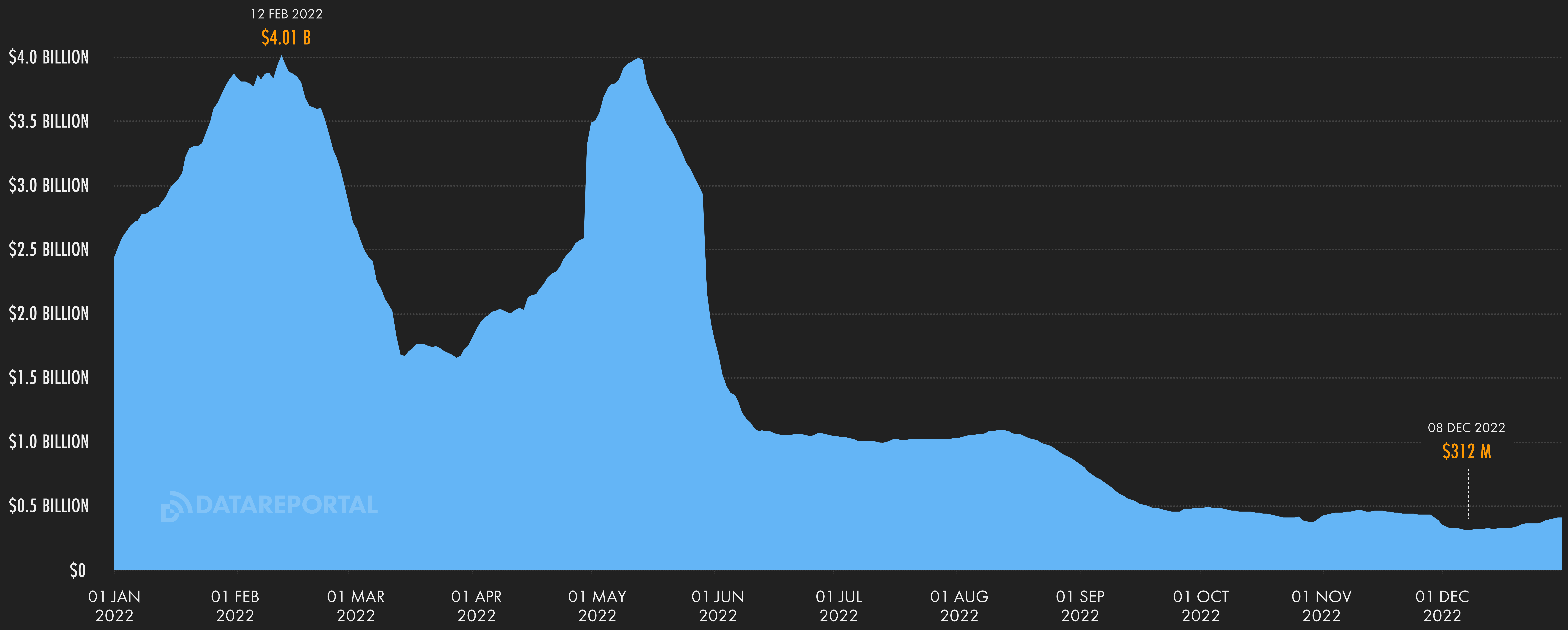
GLOBAL OVERVIEW



SOURCE: NONFUNGIBLE.COM.

MONTHLY VALUE OF NFT TRADES

ROLLING TOTAL VALUE OF NFT TRADES DURING THE PRECEDING 30 DAYS (IN U.S. DOLLARS).



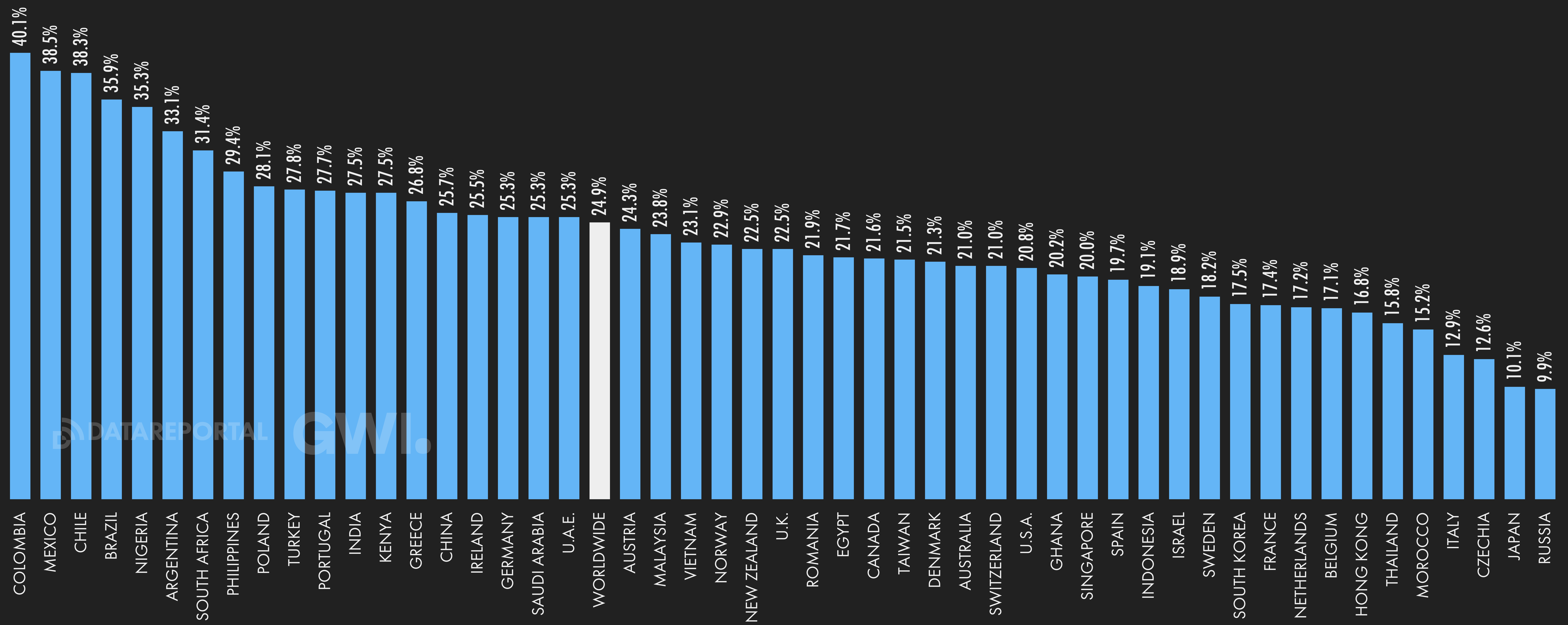
SOURCE: NONFUNGIBLE.COM. **NOTES:** VALUES REPRESENT THE TOTAL (CUMULATIVE) VALUE OF NFT TRADES DURING THE PRECEDING 30 DAYS, IN THE EQUIVALENT U.S. DOLLAR VALUE OF THE RELEVANT TRADING CURRENCY. FLUCTUATION IN UNDERLYING CURRENCY EXCHANGE RATES MAY IMPACT VALUATIONS. TOTALS MAY INCLUDE MULTIPLE TRADES OF THE SAME NFT.

JAN 2023

CHECKING HEALTH SYMPTOMS ONLINE

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CHECK HEALTH SYMPTOMS ONLINE EACH WEEK

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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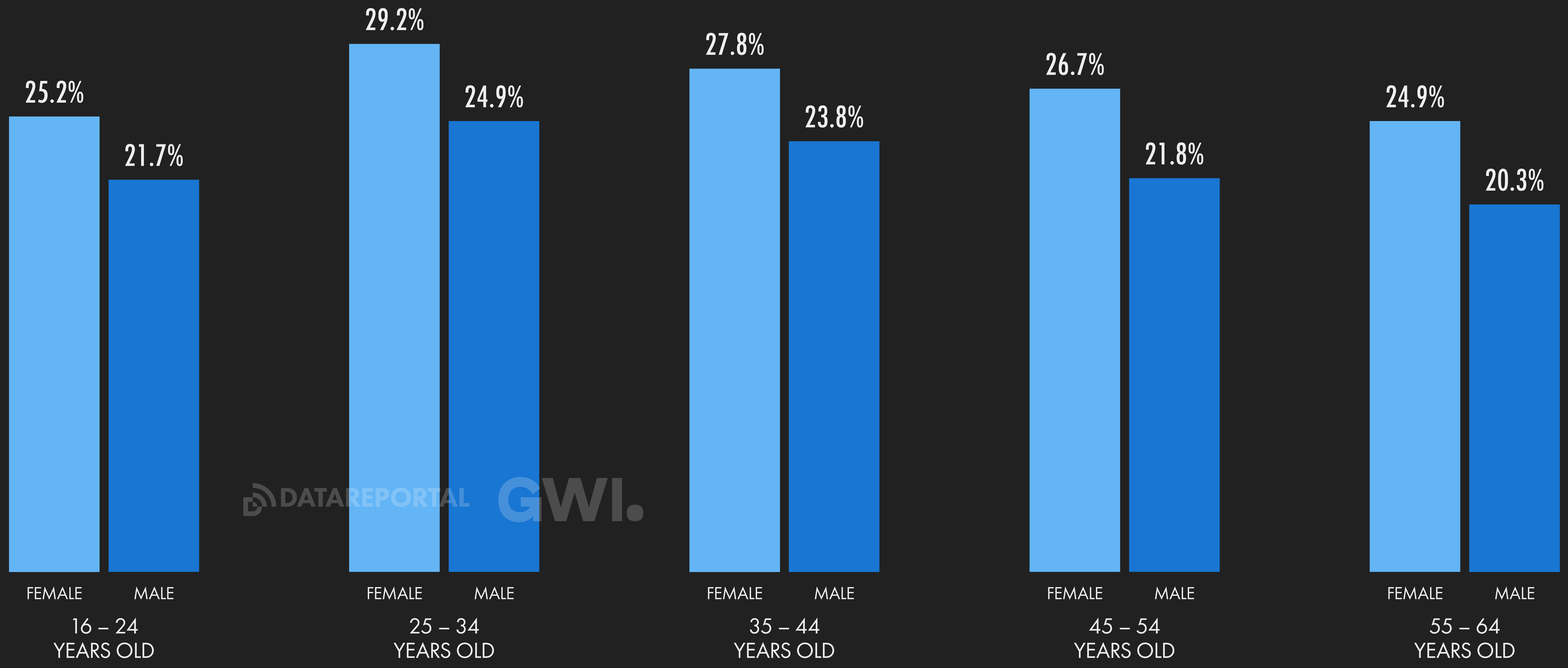
CHECKING HEALTH SYMPTOMS ONLINE

PERCENTAGE OF INTERNET USERS WHO CHECK HEALTH SYMPTOMS ONLINE EACH WEEK



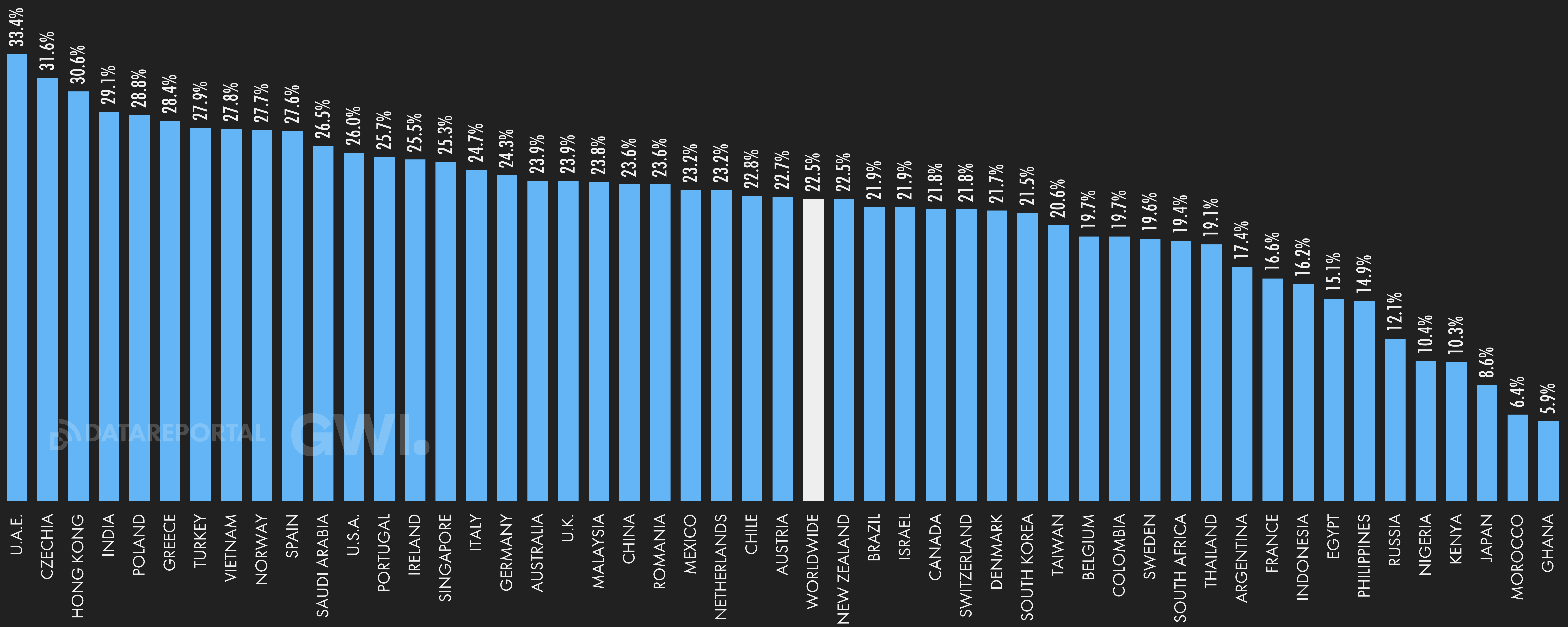
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

OWNERSHIP OF SMARTWATCHES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN A SMARTWATCH (E.G. APPLE WATCH)

GLOBAL OVERVIEW



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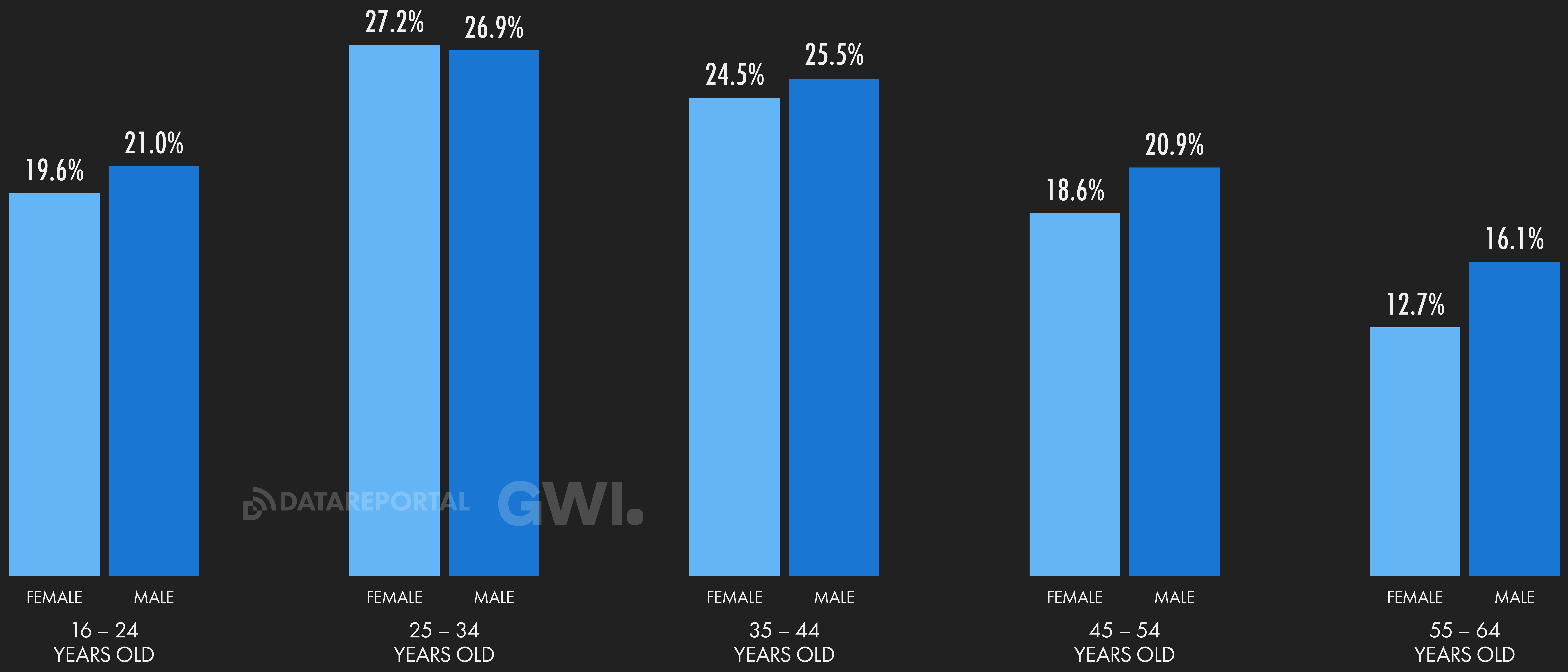


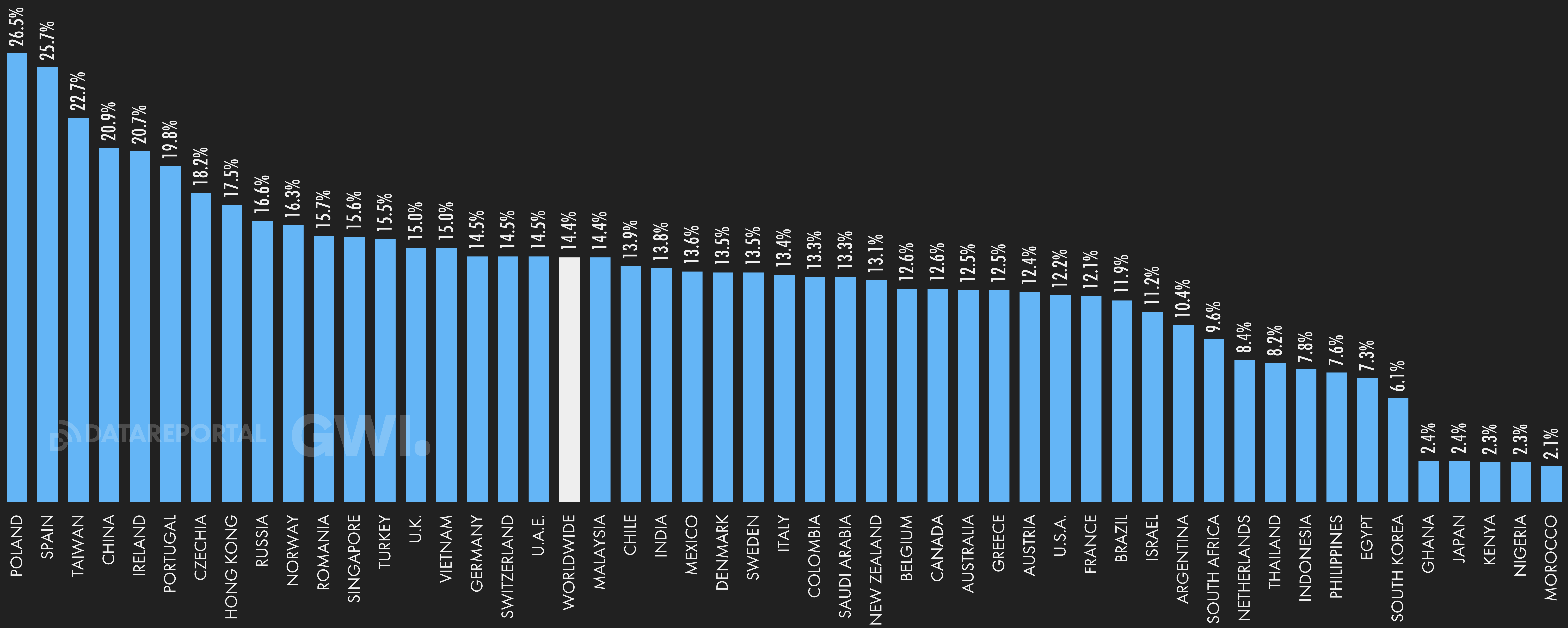
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

OWNERSHIP OF SMART WRISTBANDS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN A SMART WRISTBAND DEVICE (E.G. FITBIT)

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

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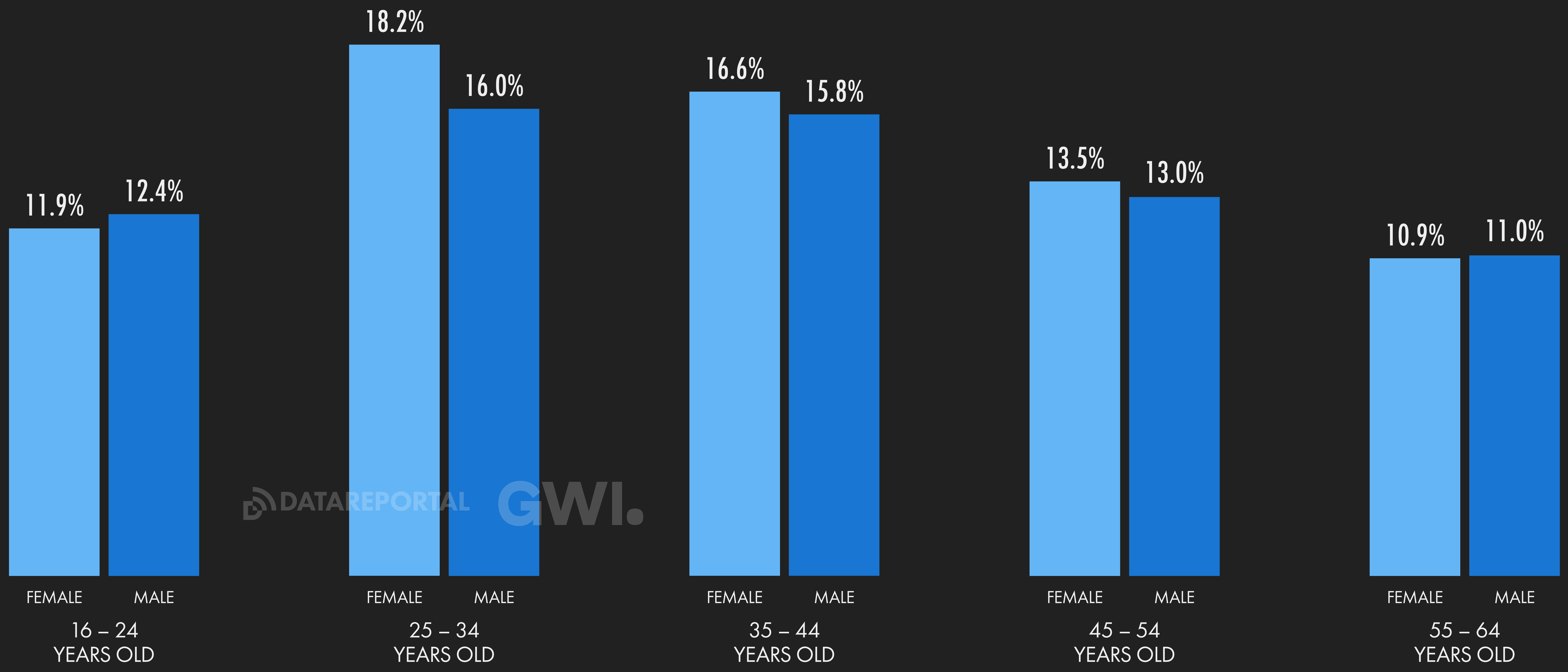
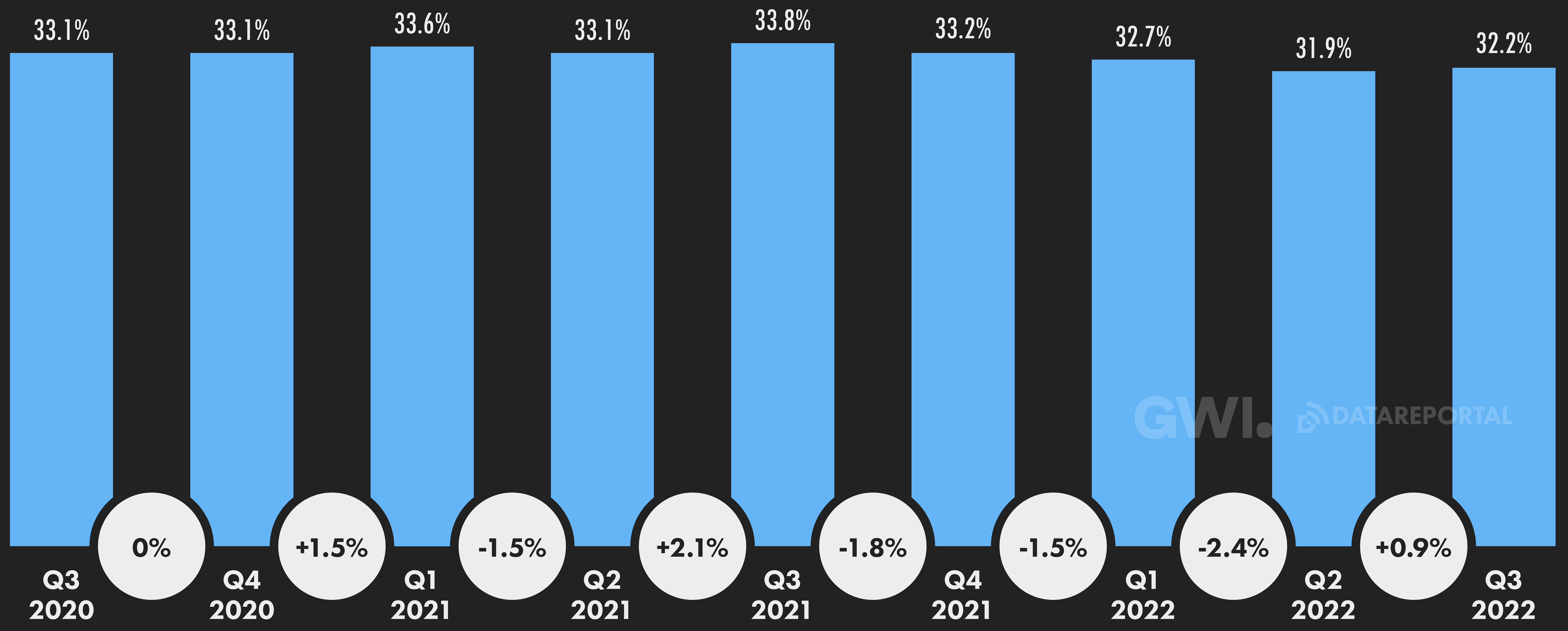


SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

CONCERNS ABOUT MISUSE OF PERSONAL DATA

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ARE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA ONLINE



SOURCE: GWI (Q3 2020 TO Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

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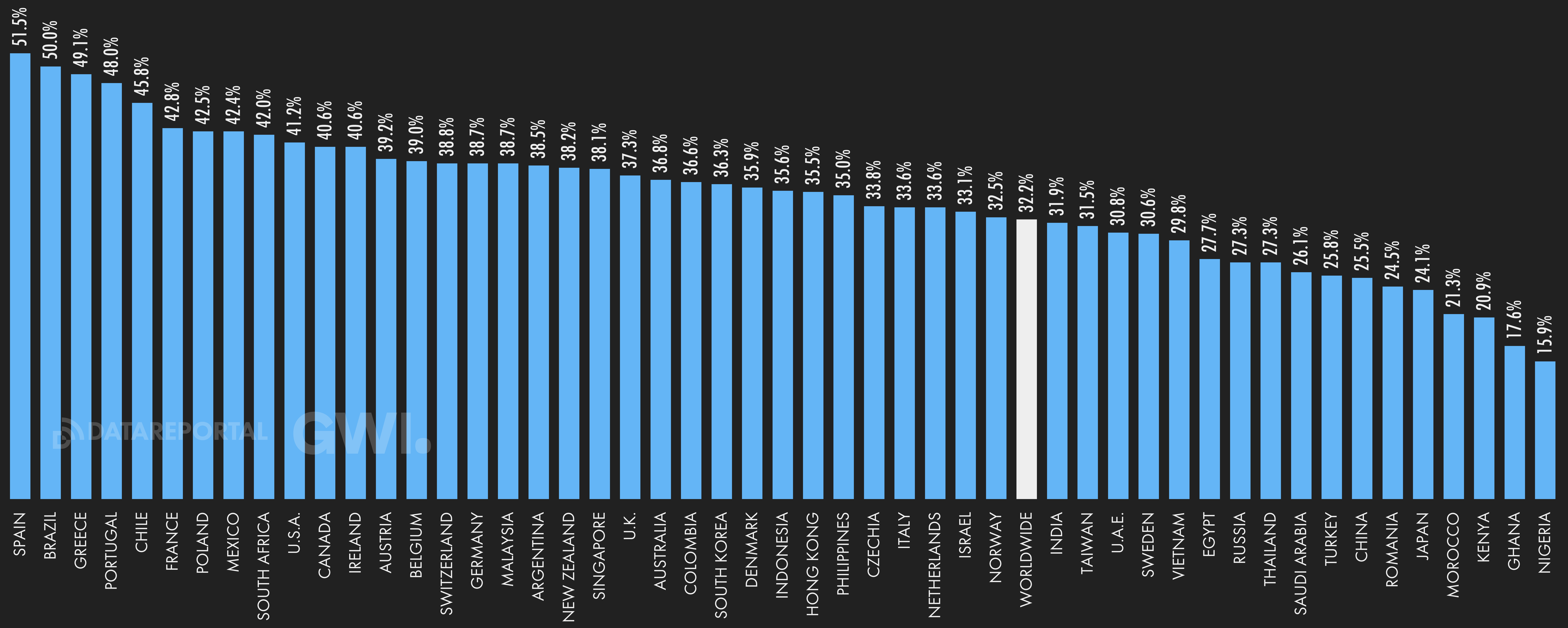

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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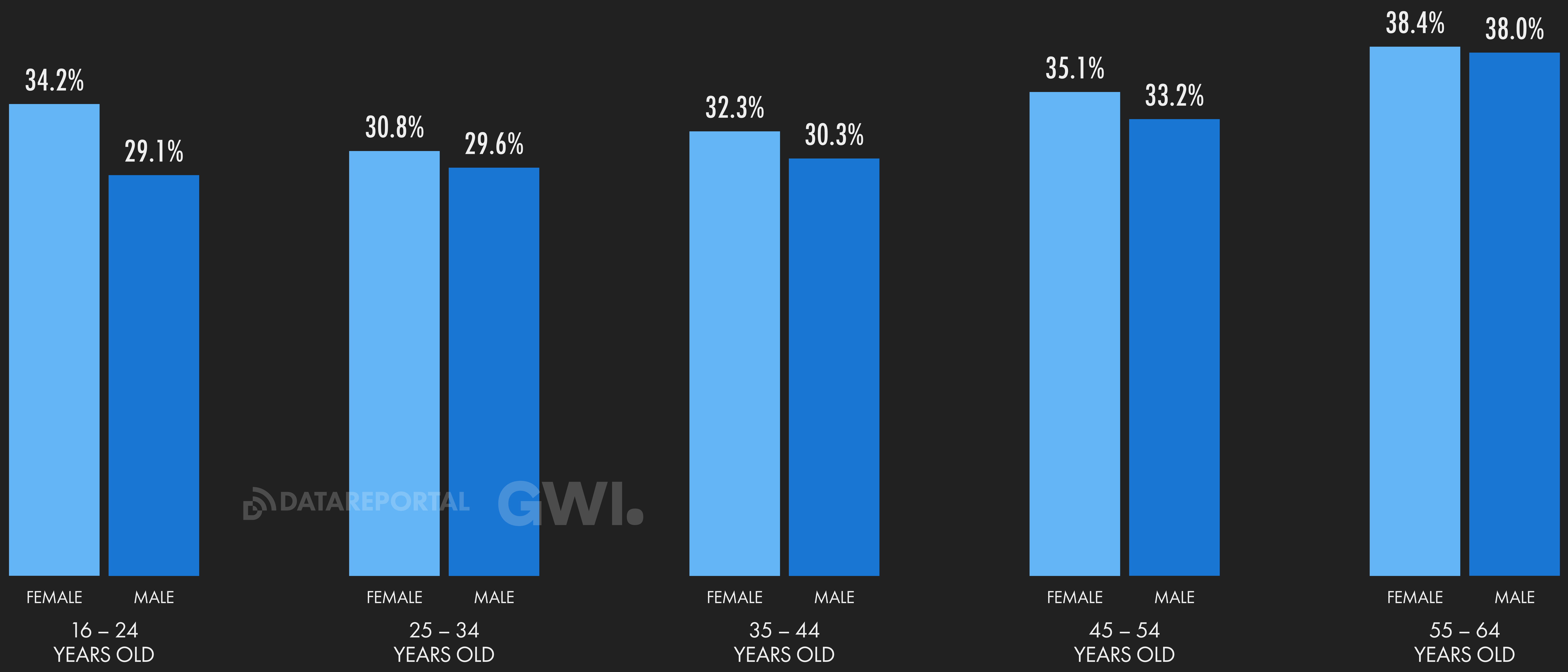


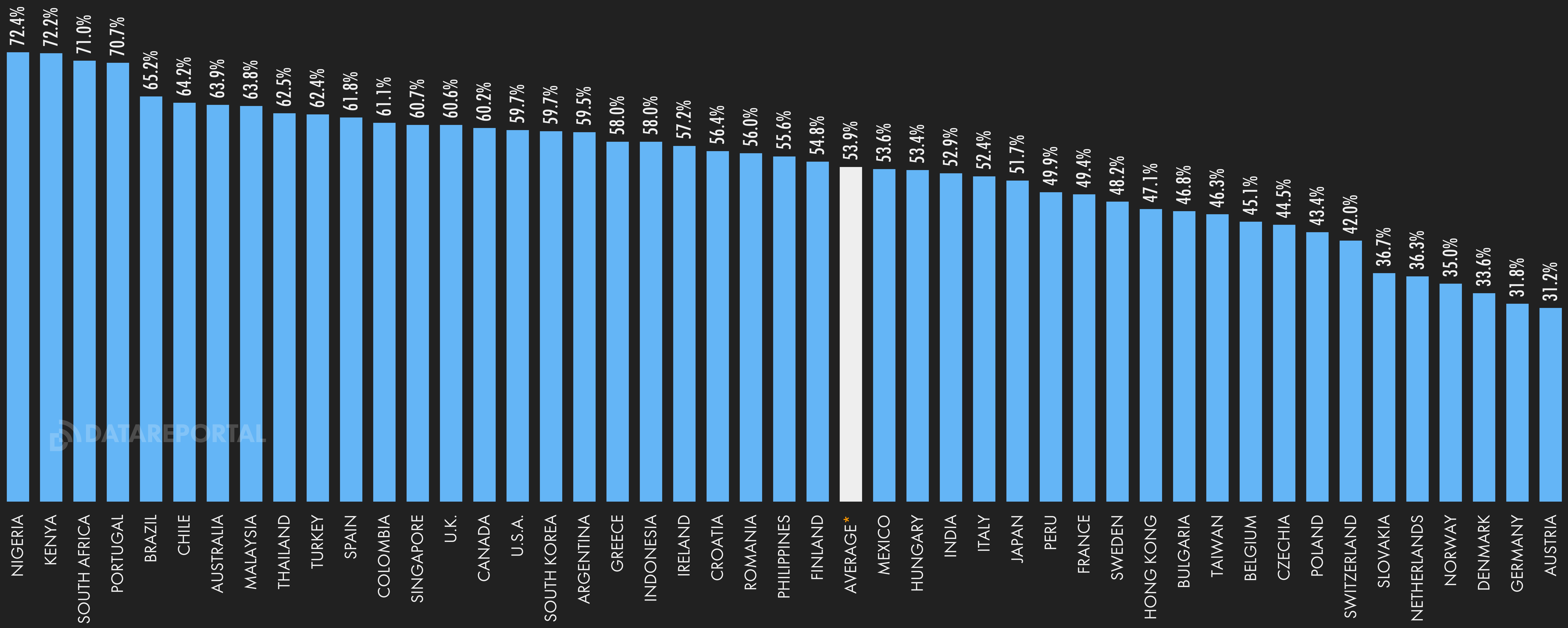
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

CONCERNS ABOUT ONLINE MISINFORMATION

PERCENTAGE OF ADULTS AGED 18+ WHO ARE CONCERNED ABOUT WHAT IS REAL OR FAKE ON THE INTERNET

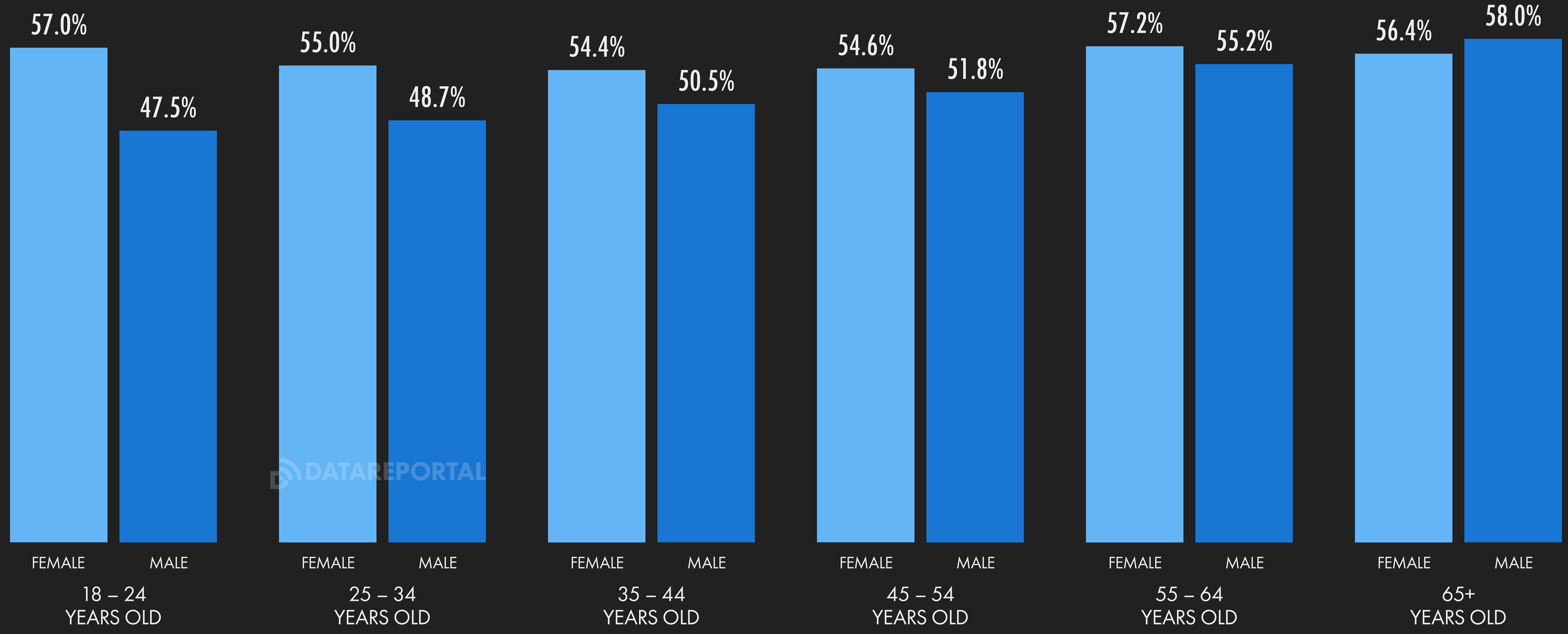
GLOBAL OVERVIEW



SOURCE: REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM, "DIGITAL NEWS REPORT 2022". FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF ADULTS AGED 18 AND ABOVE.
***NOTE:** THE "AVERAGE" VALUE REPRESENTS A SIMPLE MEAN ACROSS ALL SURVEY RESPONDENTS, AND HAS NOT BEEN WEIGHTED BY THE POPULATION OR INTERNET ADOPTION RATE OF EACH COUNTRY.

CONCERNS ABOUT ONLINE MISINFORMATION

PERCENTAGE OF ADULTS WHO ARE CONCERNED ABOUT WHAT IS REAL OR FAKE ON THE INTERNET



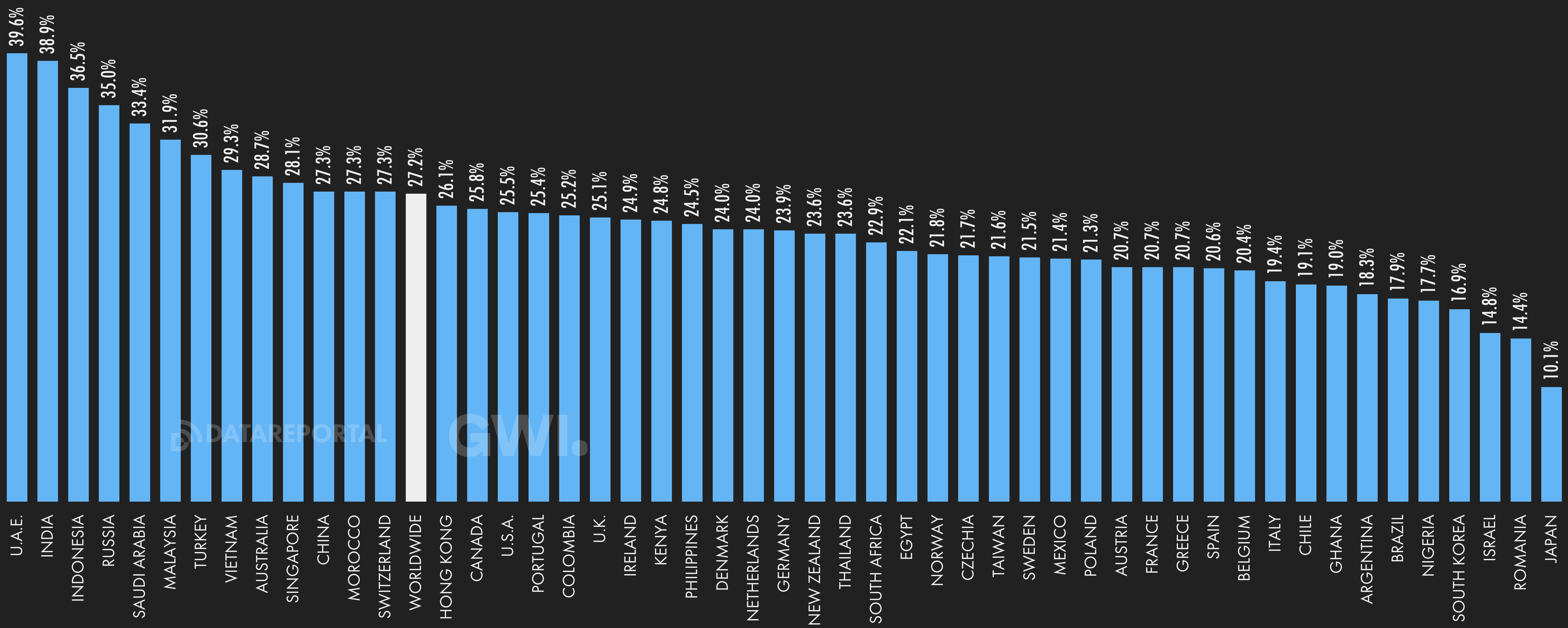
SOURCE: REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM, "DIGITAL NEWS REPORT 2022". **NOTE:** VALUES REPRESENT A SIMPLE MEAN ACROSS ALL SURVEY RESPONDENTS IN EACH DEMOGRAPHIC, AND HAVE NOT BEEN WEIGHTED BY THE POPULATION OR INTERNET ADOPTION RATE OF EACH COUNTRY.

JAN 2023

USE OF VIRTUAL PRIVATE NETWORKS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE A VIRTUAL PRIVATE NETWORK (VPN) FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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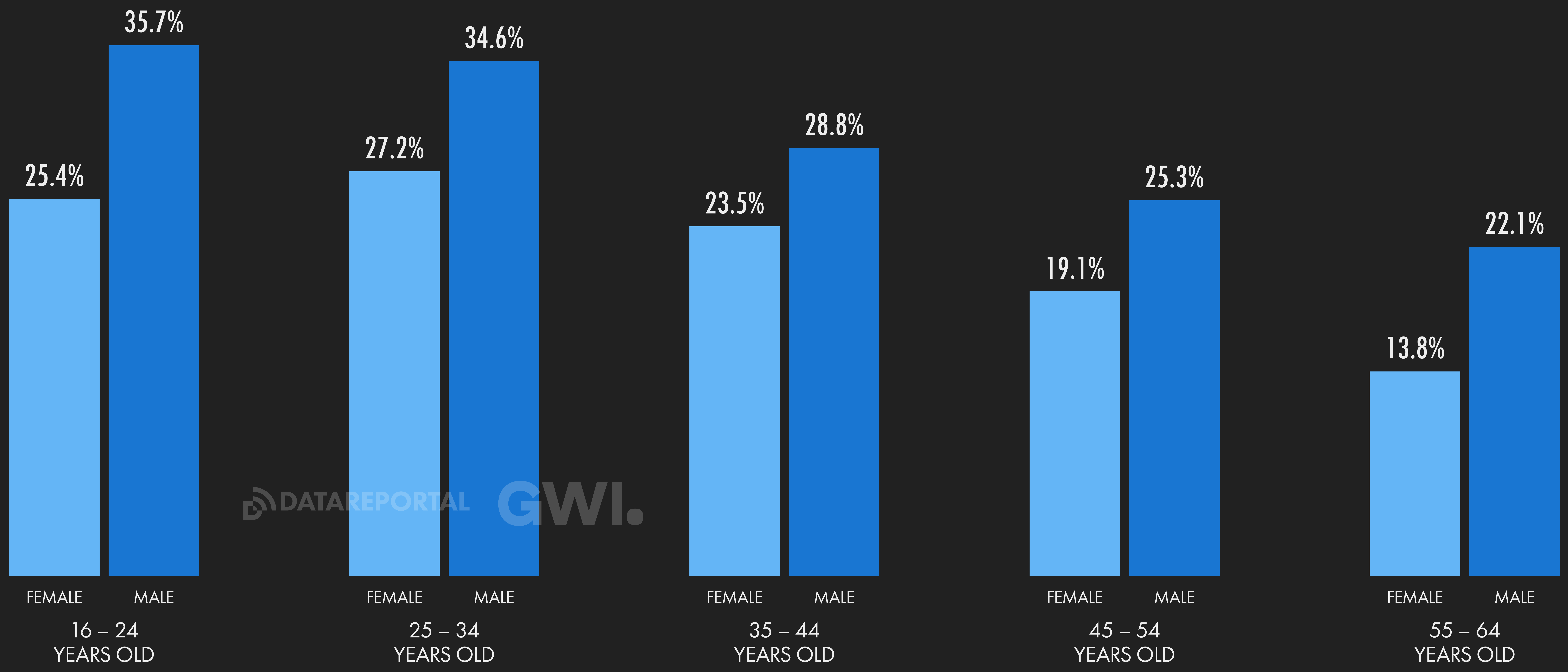


SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

MOST FREQUENTLY USED EMOJI

THE WORLD'S MOST FREQUENTLY USED EMOJI

GLOBAL OVERVIEW

01	😂	11	🎉	21	🙄	31	😎	41	😢	51	😡	61	😀	71	😱	81	✌️	91	🎁
02	❤️	12	😁	22	😆	32	👌	42	👉	52	💐	62	💋	72	😴	82	🎊	92	💥
03	🤣	13	💕	23	🤗	33	💜	43	💗	53	😜	63	💀	73	🤭	83	🥵	93	🙋
04	👍	14	🥺	24	😉	34	😔	44	😩	54	🙈	64	👇	74	😐	84	😞	94	☹️
05	😭	15	😅	25	🎂	35	💪	45	💯	55	🤞	65	💔	75	🌞	85	💚	95	😑
06	🙏	16	🔥	26	🤔	36	✨	46	🌹	56	😄	66	😌	76	😒	86	☀️	96	🥴
07	😘	17	☺️	27	👏	37	💖	47	💞	57	🤤	67	💓	77	😇	87	🖤	97	👈
08	🥰	18	🤦	28	🙂	38	👀	48	🎈	58	🙌	68	🤩	78	🌸	88	💰	98	💩
09	😍	19	♥️	29	😳	39	😋	49	💙	59	🤪	69	🙃	79	😈	89	😚	99	✅
10	😊	20	🤷	30	🥳	40	😏	50	😃	60	❣️	70	😬	80	🎶	90	👑	100	👋

SOURCE: UNICODE CONSORTIUM, BASED ON VALUES FOR USE IN 2021.

SOCIAL MEDIA

JAN 2023

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW

NUMBER OF SOCIAL MEDIA USERS	QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USERS	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USERS	AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA	AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH
4.76 BILLION	+0.5% +23 MILLION	+3.0% +137 MILLION	2H 31M YOY: +2.0% (+3M)	7.2 YOY: -4.6%

SOCIAL MEDIA USERS vs. TOTAL POPULATION	SOCIAL MEDIA USERS AGE 18+ vs. POPULATION AGE 18+	SOCIAL MEDIA USERS vs. TOTAL INTERNET USERS	FEMALE SOCIAL MEDIA USERS: SHARE OF TOTAL USERS	MALE SOCIAL MEDIA USERS: SHARE OF TOTAL USERS
59.4%	77.8%	92.3%	46.3%	53.7%

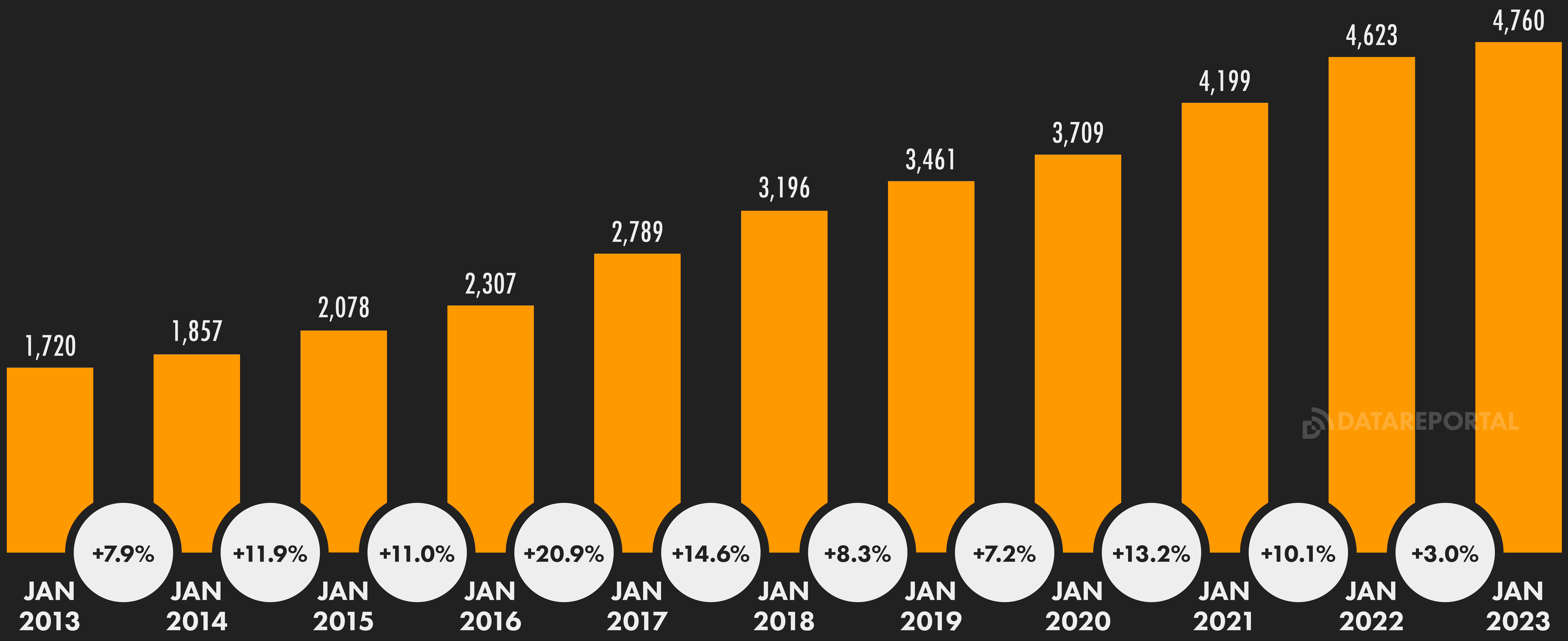
SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q3 2022). **NOTE:** AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. SEE NOTES ON DATA FOR FURTHER DETAILS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

SOCIAL MEDIA USERS OVER TIME (YOY)

NUMBER OF SOCIAL MEDIA USERS (IN MILLIONS) AND YEAR-ON-YEAR CHANGE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

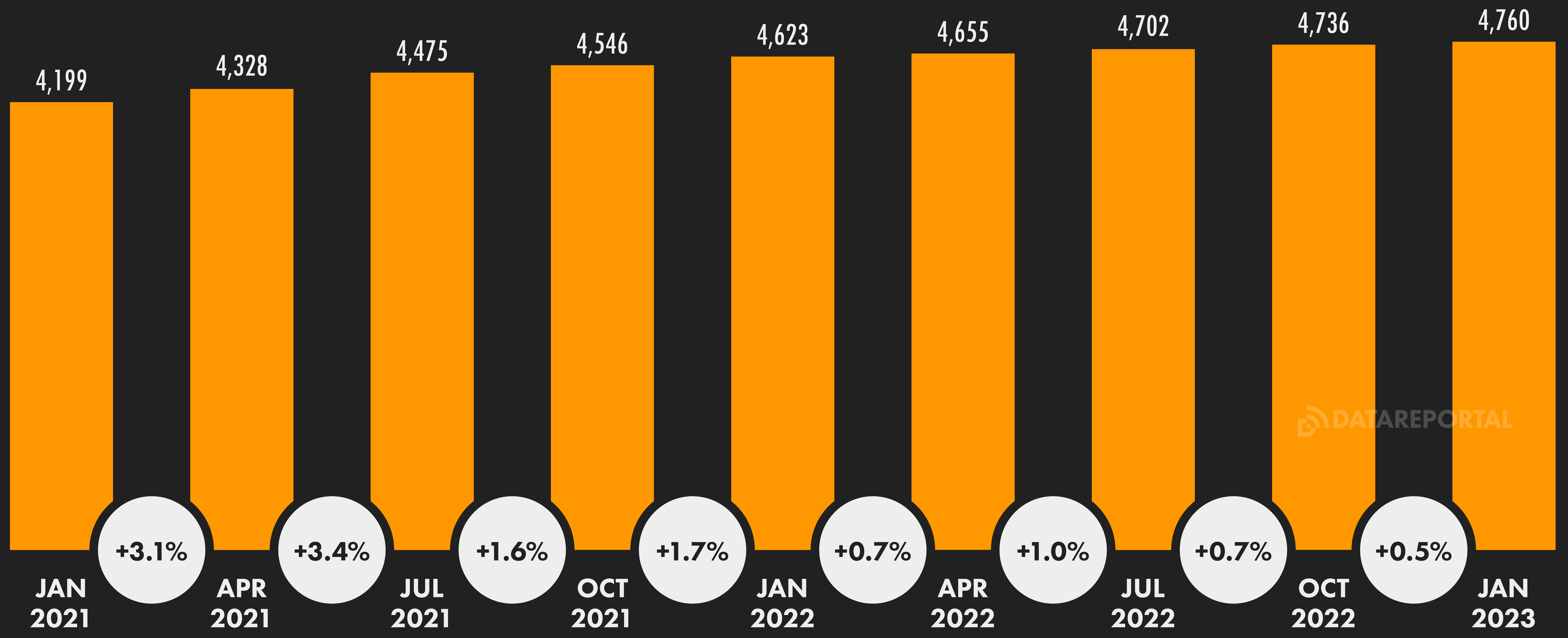
GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH. ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARABILITY: SOURCE CHANGES, BASE CHANGES, AND METHODOLOGY CHANGES. VALUES MAY NOT CORRELATE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

SOCIAL MEDIA USERS OVER TIME (QOQ)

NUMBER OF SOCIAL MEDIA USERS (IN MILLIONS) AND QUARTER-ON-QUARTER CHANGE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

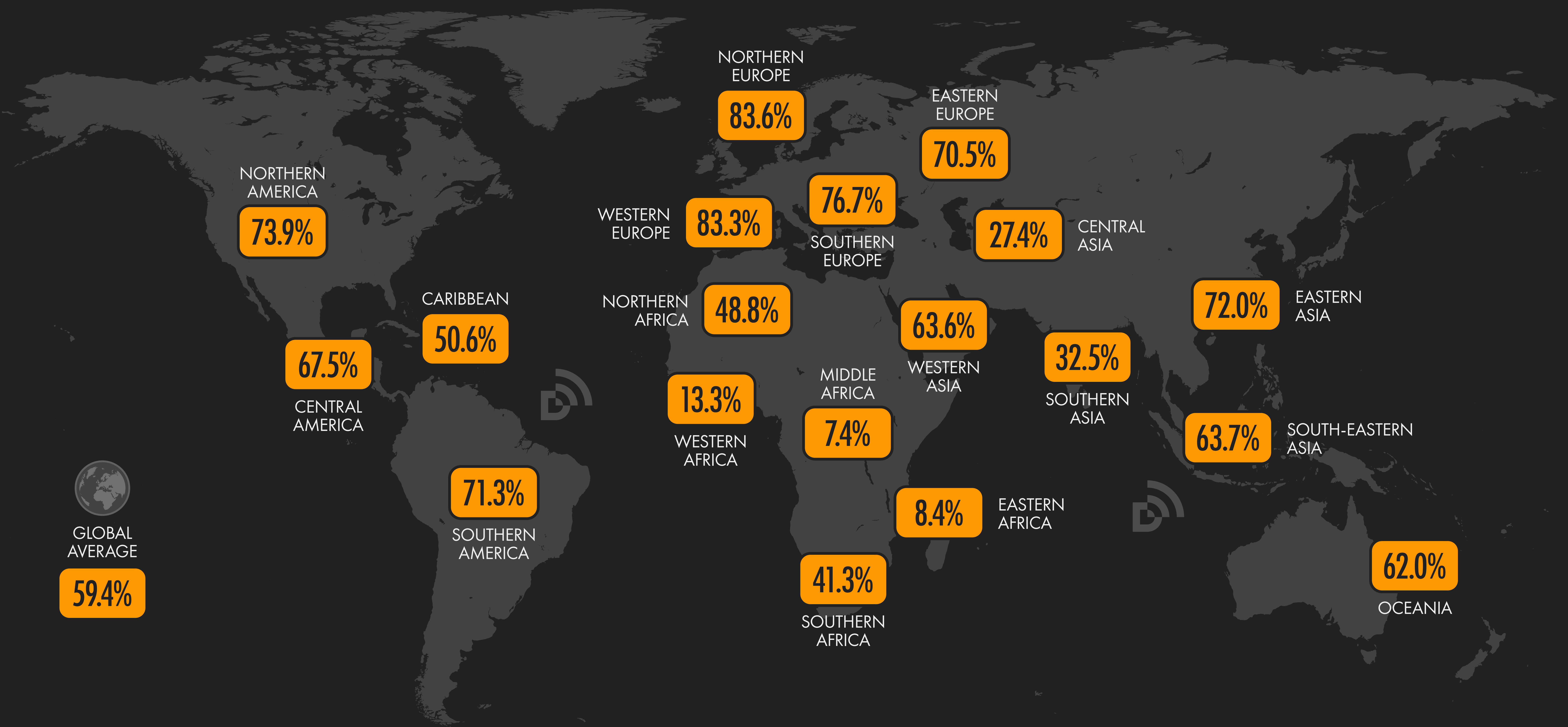


SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES, BASE CHANGES, AND METHODOLOGY CHANGES. VALUES MAY NOT CORRELATE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

JAN 2023

SOCIAL MEDIA USERS vs. TOTAL POPULATION

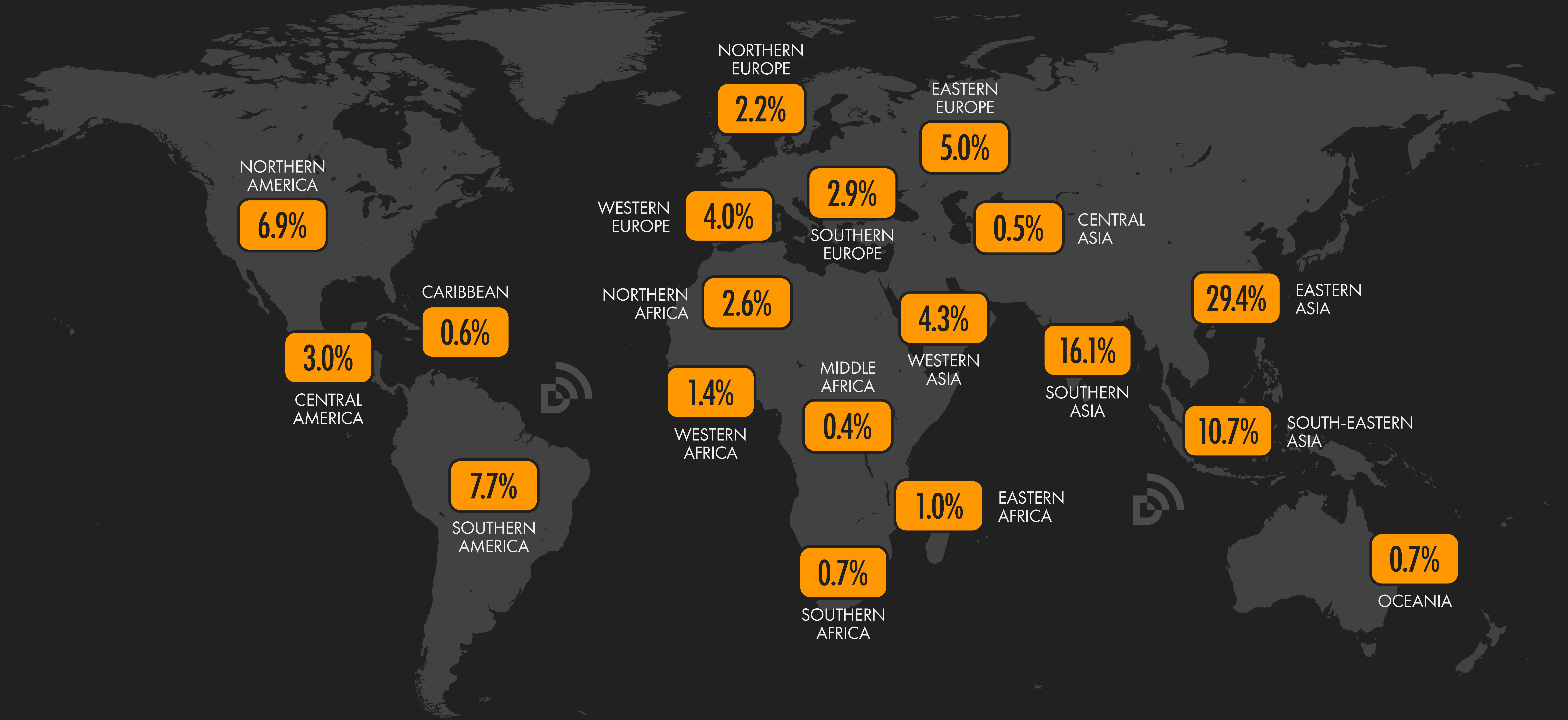
ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE NOTES ON DATA FOR FURTHER DETAILS.

SHARE OF GLOBAL SOCIAL MEDIA USERS

ACTIVE SOCIAL MEDIA USERS IN EACH REGION AS A PERCENTAGE OF TOTAL GLOBAL ACTIVE SOCIAL MEDIA USERS



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE NOTES ON DATA FOR FURTHER DETAILS.

JAN 2023

SOCIAL MEDIA: AUDIENCE GENDER BALANCE

FEMALE AND MALE ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF TOTAL SOCIAL MEDIA USERS

GLOBAL OVERVIEW

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR CUBA, IRAN, SUDAN, OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. SOURCE DATA ARE ONLY AVAILABLE FOR BINARY GENDERS. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE NOTES ON DATA FOR FURTHER DETAILS.

SOCIAL MEDIA USERS: INDEXED SHARE

COMPARING EACH REGION'S SHARE OF GLOBAL SOCIAL MEDIA USERS WITH EACH REGION'S RESPECTIVE SHARE OF THE GLOBAL POPULATION

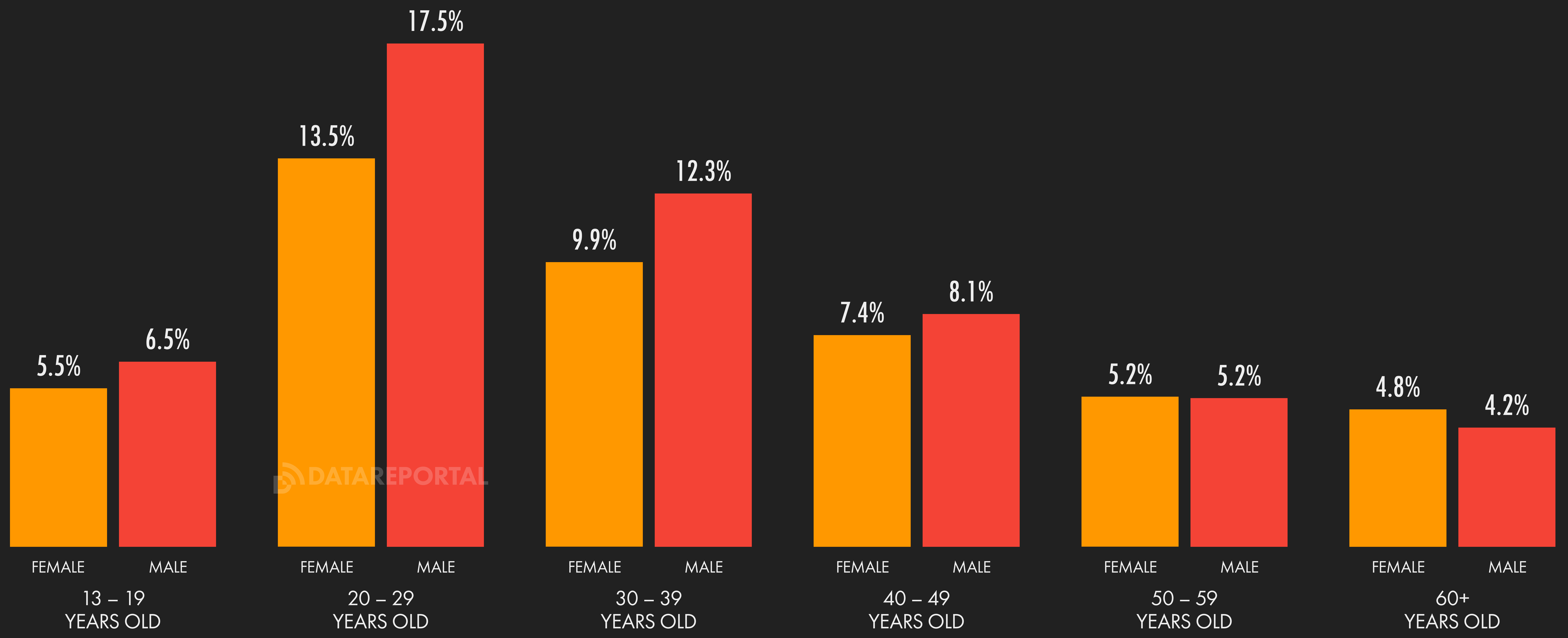
SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. VALUES REPRESENT INDICES THAT COMPARE EACH REGION'S SHARE OF GLOBAL SOCIAL MEDIA USERS WITH EACH REGION'S SHARE OF THE TOTAL GLOBAL POPULATION. INDEX VALUES ABOVE 100 SHOW THAT PEOPLE IN THAT REGION ARE MORE LIKELY TO USE SOCIAL MEDIA COMPARED WITH THE GLOBAL AVERAGE, WHEREAS VALUES BELOW 100 MEAN THAT PEOPLE IN THAT REGION ARE LESS LIKELY TO USE SOCIAL MEDIA COMPARED WITH THE GLOBAL AVERAGE. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME.

JAN 2023

SHARE OF GLOBAL SOCIAL MEDIA USERS

ACTIVE SOCIAL MEDIA USERS IN EACH DEMOGRAPHIC GROUP AS A PERCENTAGE OF TOTAL GLOBAL ACTIVE SOCIAL MEDIA USERS

GLOBAL OVERVIEW



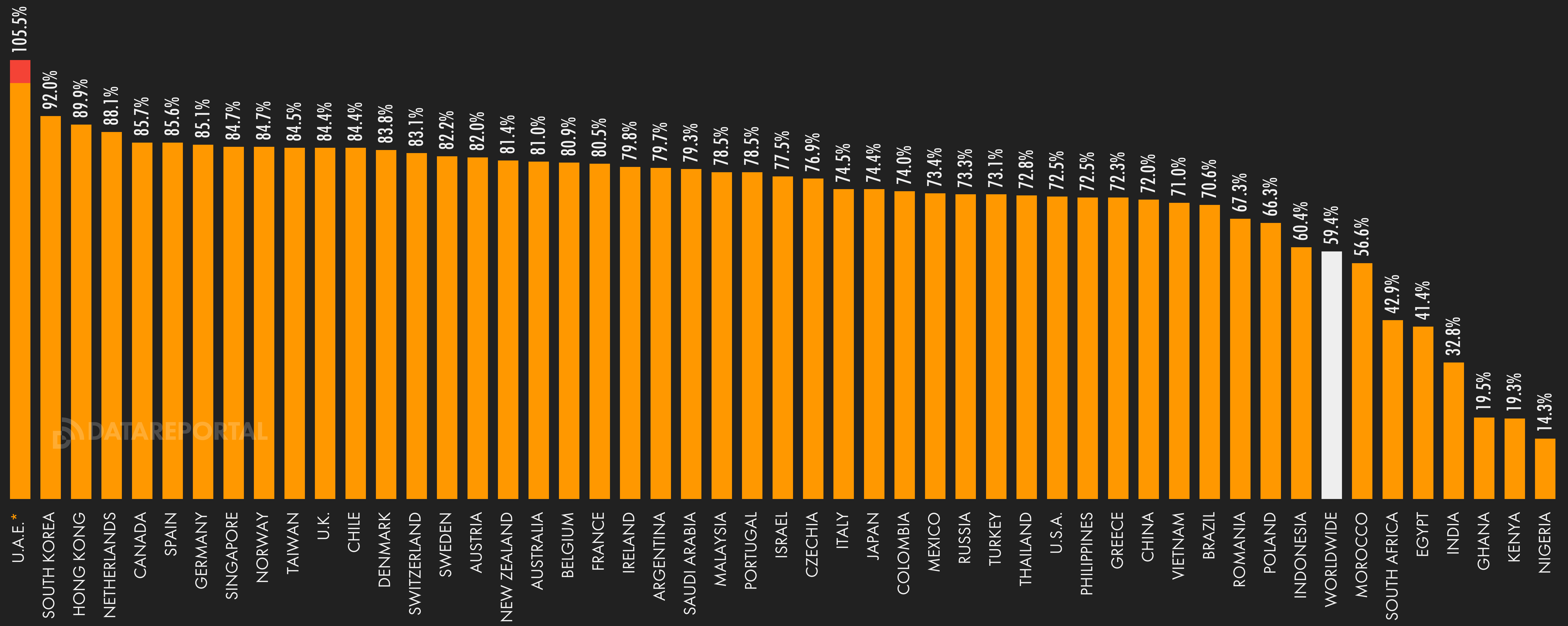
SOURCES: KEPIOS ANALYSIS; COMPANIES' ADVERTISING RESOURCES; CNNIC. **NOTES:** MOST SOCIAL MEDIA COMPANIES DO NOT ALLOW CHILDREN TO USE THEIR PLATFORMS, SO WHILE THERE MAY BE SOCIAL MEDIA USERS BELOW THE AGE OF 13, THEY DO NOT FEATURE IN THE AVAILABLE DATA. SOURCE DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** USERS MAY MISSTATE THEIR ACTUAL AGE, WHICH MAY RESULT IN DISTORTIONS IN THE SOURCE DATA. **COMPARABILITY:** DUE TO VARIATIONS IN DATA AVAILABILITY, NOTE THAT THE AGE GROUPS USED ON THIS CHART ARE NOT THE SAME AS THE AGE GROUPS USED FOR MANY OF THE INDIVIDUAL SOCIAL MEDIA PLATFORM AUDIENCE PROFILES FEATURED ELSEWHERE IN THIS REPORT. SOURCE DATA REVISIONS; SEE NOTES ON DATA FOR FURTHER DETAILS.

JAN 2023

SOCIAL MEDIA USERS vs. POPULATION

ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF TOTAL POPULATION (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **NOTE:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL MEDIA PLATFORM(S) IN EACH COUNTRY. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. (*) PERCENTAGES MAY EXCEED 100% IN SOME COUNTRIES DUE TO ISSUES SUCH AS DUPLICATE AND "FAKE" ACCOUNTS, AND DIFFERENCES BETWEEN CENSUS DATA AND ACTUAL RESIDENT POPULATIONS. SEE NOTES ON DATA FOR FURTHER DETAILS. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

SOCIAL MEDIA USE vs. TOTAL POPULATION

COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST LEVELS OF SOCIAL MEDIA USE vs. POPULATION

HIGHEST RATES OF SOCIAL MEDIA USE vs. POPULATION

#	HIGHEST ADOPTION	% OF POP.	№ OF USERS
01	UNITED ARAB EMIRATES	105.5%*	10,000,000
02	BAHRAIN	98.7%	1,460,000
03	QATAR	96.8%	2,620,000
04	BRUNEI	94.4%	425,600
05	SOUTH KOREA	92.0%	47,637,000
06	LEBANON	90.5%	4,910,000
07	OMAN	90.5%	4,170,000
08	HONG KONG	89.9%	6,730,000
09	NETHERLANDS	88.1%	15,500,000
10	CAYMAN ISLANDS	88.0%	60,750

LOWEST RATES OF SOCIAL MEDIA USE vs. POPULATION

#	LOWEST ADOPTION	% OF POP.	№ OF USERS
231	NORTH KOREA[1]	[N/A]	[BLOCKED]
230	ERITREA	0.3%	10,000
229	NIGER	1.8%	467,850
228	CENTRAL AFRICAN REPUBLIC	2.1%	117,000
227	CHAD	2.7%	491,650
226	TURKMENISTAN	2.8%	180,350
225	MALAWI	3.8%	783,750
224	SOUTH SUDAN	4.3%	470,350
223	UGANDA	4.3%	2,050,000
222	DEM. REP. OF THE CONGO	4.9%	4,900,000

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **NOTES:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL PLATFORM(S) IN EACH COUNTRY. (1) THE INTERNET IS BLOCKED IN NORTH KOREA, SO EVERYDAY CITIZENS DO NOT HAVE ACCESS TO SOCIAL MEDIA. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. (*) PERCENTAGES MAY EXCEED 100% DUE TO DUPLICATE AND "FAKE" ACCOUNTS, AND DIFFERENCES BETWEEN CENSUS DATA AND RESIDENT POPULATIONS. SEE NOTES ON DATA FOR FURTHER DETAILS. **COMPARABILITY:** SOURCE CHANGES; SIGNIFICANT REVISIONS TO SOURCE BASE DATA AND REPORTING METHODOLOGIES. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

SOCIAL MEDIA USE vs. POPULATION: AGE 18+

COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST LEVELS OF SOCIAL MEDIA USE AMONGST ADULTS AGE 18+ vs. POPULATION AGE 18+

HIGHEST RATES OF SOCIAL MEDIA USE vs. POPULATION: ADULTS AGE 18+

#	HIGHEST ADULT ADOPTION	% OF POP. AGE 18+	Nº OF USERS AGE 18+
01	UNITED ARAB EMIRATES	124.6%*	9,750,000
02	BRUNEI	120.6%*	401,000
03	LIBYA	115.8%*	5,250,000
04	QATAR	115.5%*	2,562,700
05	BAHRAIN	115.0%*	1,300,000
06	GUAM	111.7%*	133,300
07	LEBANON	111.5%*	4,060,000
08	OMAN	108.0%*	3,450,000
09	CAYMAN ISLANDS	107.2%*	59,700
10	PALAU	106.9%*	14,450

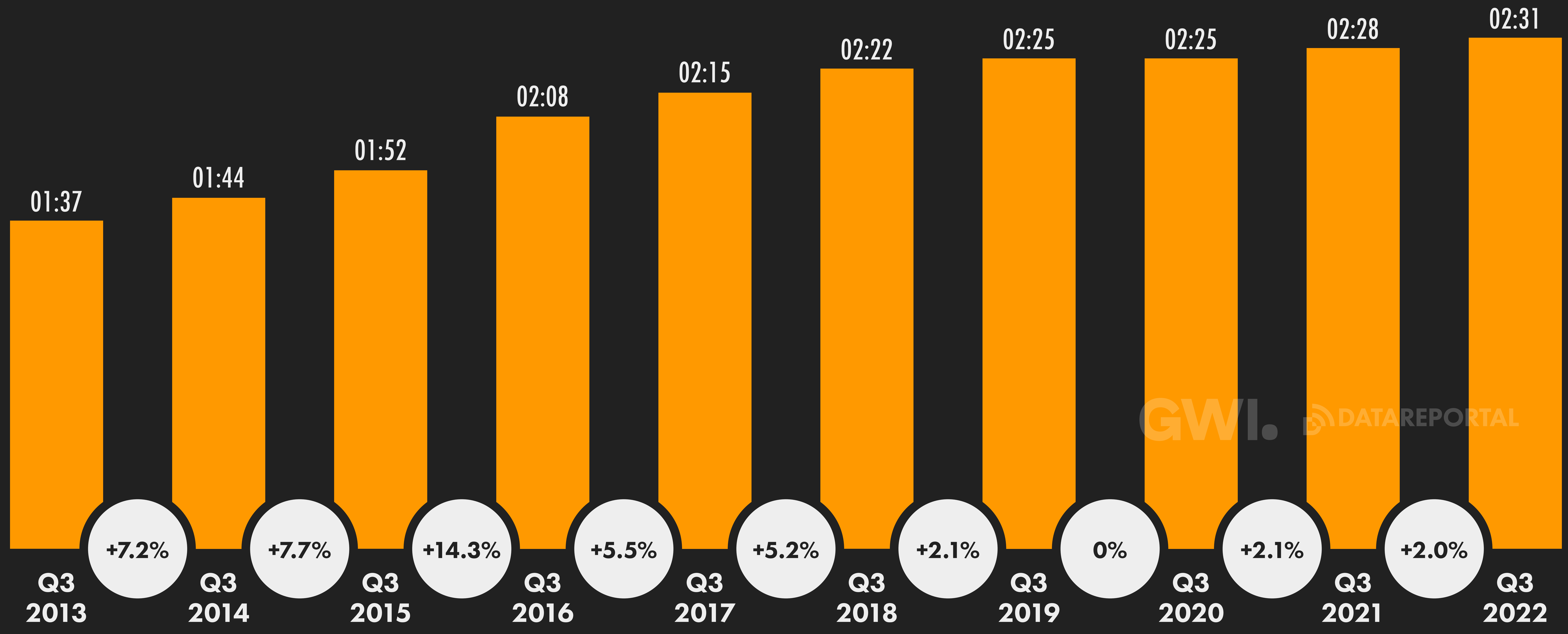
LOWEST RATES OF SOCIAL MEDIA USE vs. POPULATION: ADULTS AGE 18+

#	LOWEST ADULT ADOPTION	% OF POP. AGE 18+	Nº OF USERS AGE 18+
226	NORTH KOREA[1]	[N/A]	[BLOCKED]
225	ERITREA	0.5%	9,900
224	TURKMENISTAN	3.7%	155,400
223	NIGER	3.9%	462,850
222	CENTRAL AFRICAN REPUBLIC	4.4%	111,550
221	CHAD	5.6%	462,950
220	MALAWI	7.3%	756,950
219	SOUTH SUDAN	8.4%	450,300
218	UGANDA	8.9%	2,050,000
217	ETHIOPIA	9.2%	6,150,000

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC. **NOTES:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL MEDIA PLATFORM(S) IN EACH COUNTRY. (1) THE INTERNET IS BLOCKED IN NORTH KOREA, SO EVERYDAY CITIZENS DO NOT HAVE ACCESS TO SOCIAL MEDIA. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. (*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND "FAKE" ACCOUNTS, AND DIFFERENCES BETWEEN CENSUS DATA AND RESIDENT POPULATIONS. SEE NOTES ON DATA FOR FURTHER DETAILS. **COMPARABILITY:** SOURCE CHANGES; SIGNIFICANT REVISIONS TO SOURCE BASE DATA AND REPORTING METHODOLOGIES. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

DAILY TIME SPENT USING SOCIAL MEDIA (YOY)

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



SOURCE: GWI (Q3 2013 TO Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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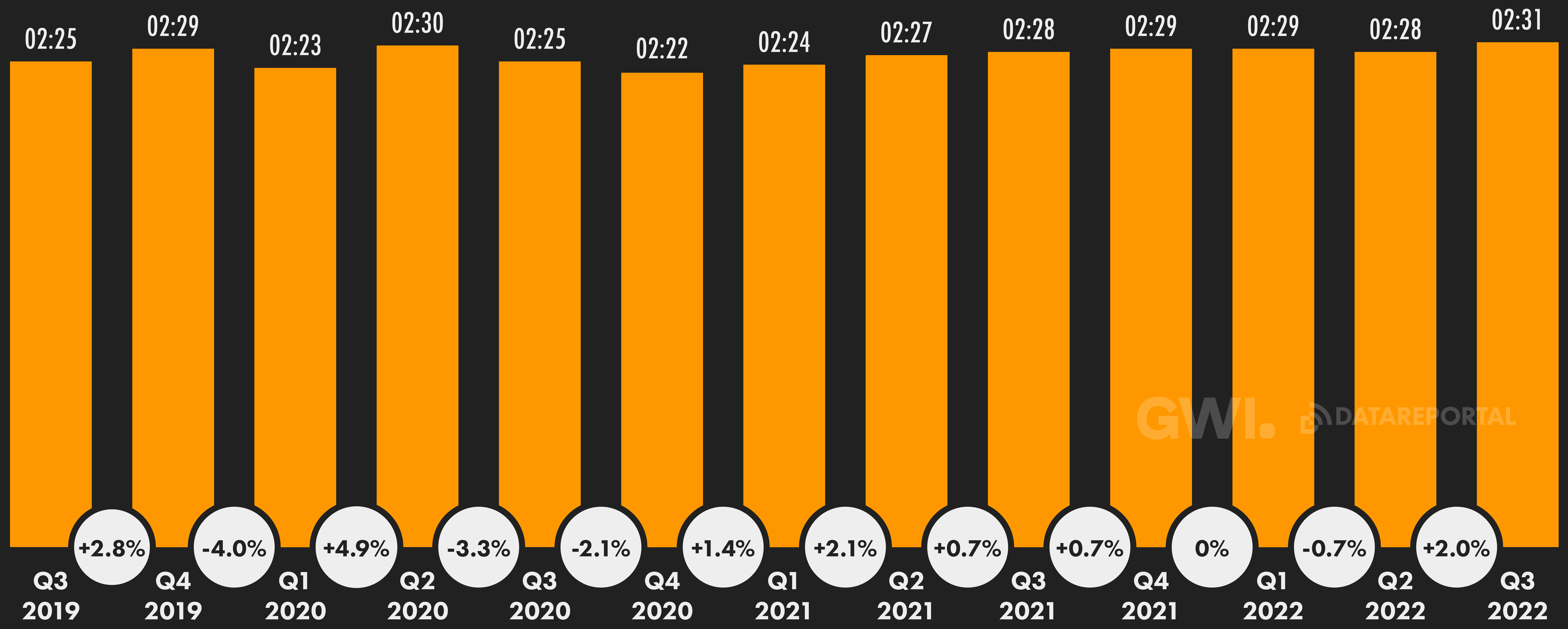
DAILY TIME SPENT USING SOCIAL MEDIA (QOQ)

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

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2019 TO Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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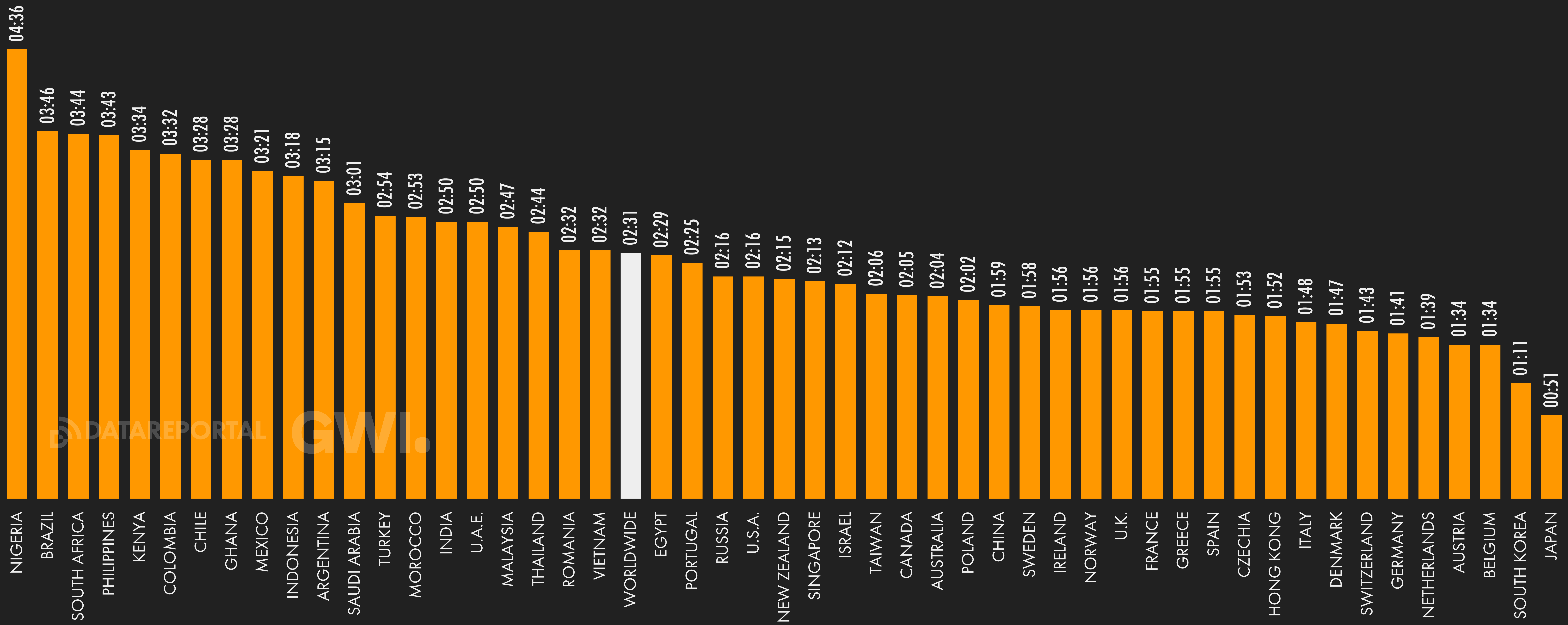
DAILY TIME SPENT USING SOCIAL MEDIA

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

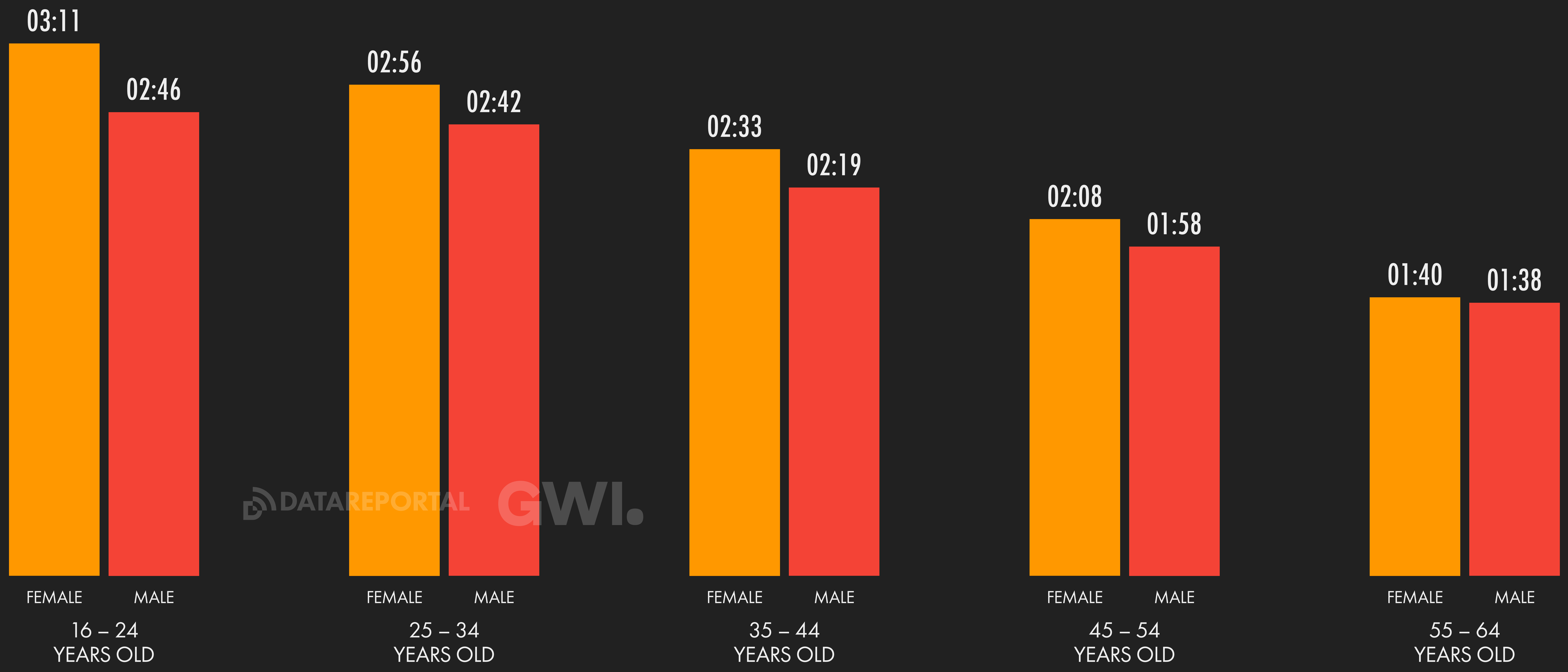
GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

DAILY TIME SPENT USING SOCIAL MEDIA

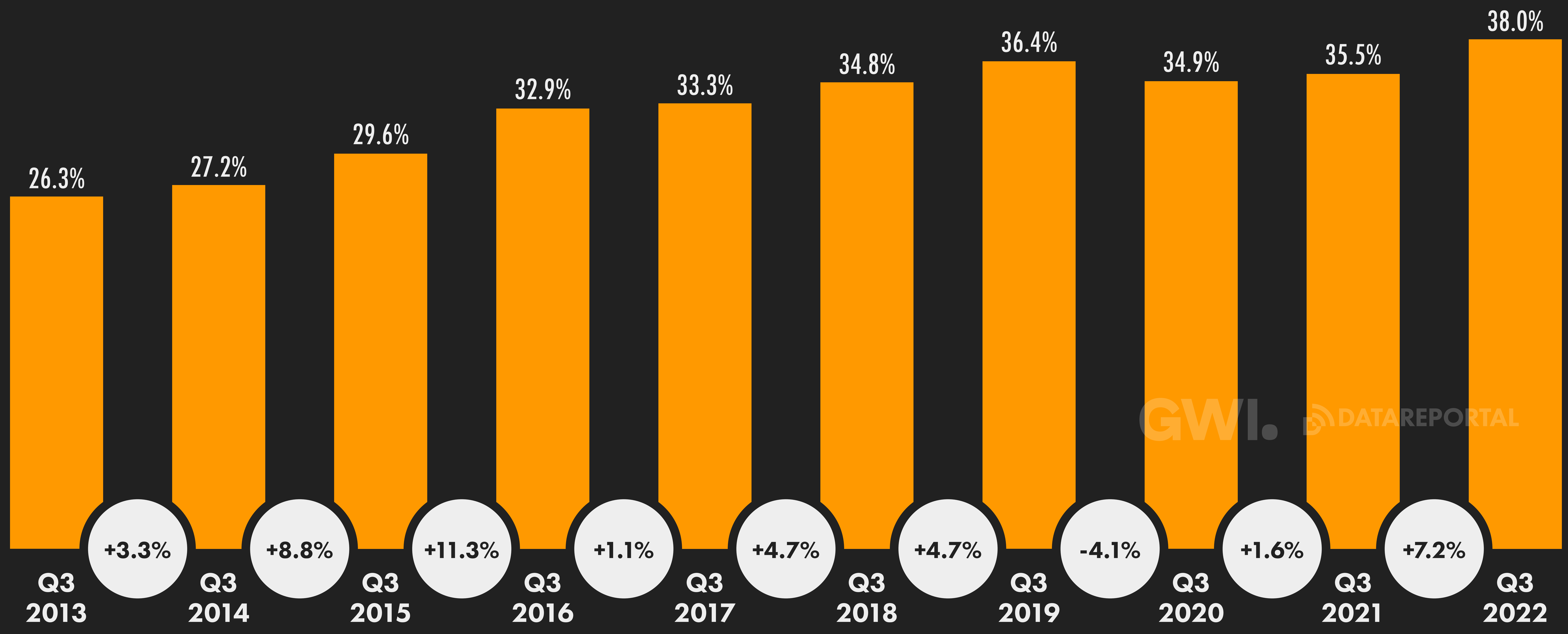
AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

SOCIAL MEDIA'S SHARE OF ONLINE TIME (YOY)

TIME SPENT USING SOCIAL MEDIA AS A PERCENTAGE OF TOTAL TIME SPENT USING THE INTERNET BY INTERNET USERS AGED 16 TO 64



SOURCE: GWI (Q3 2013 TO Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

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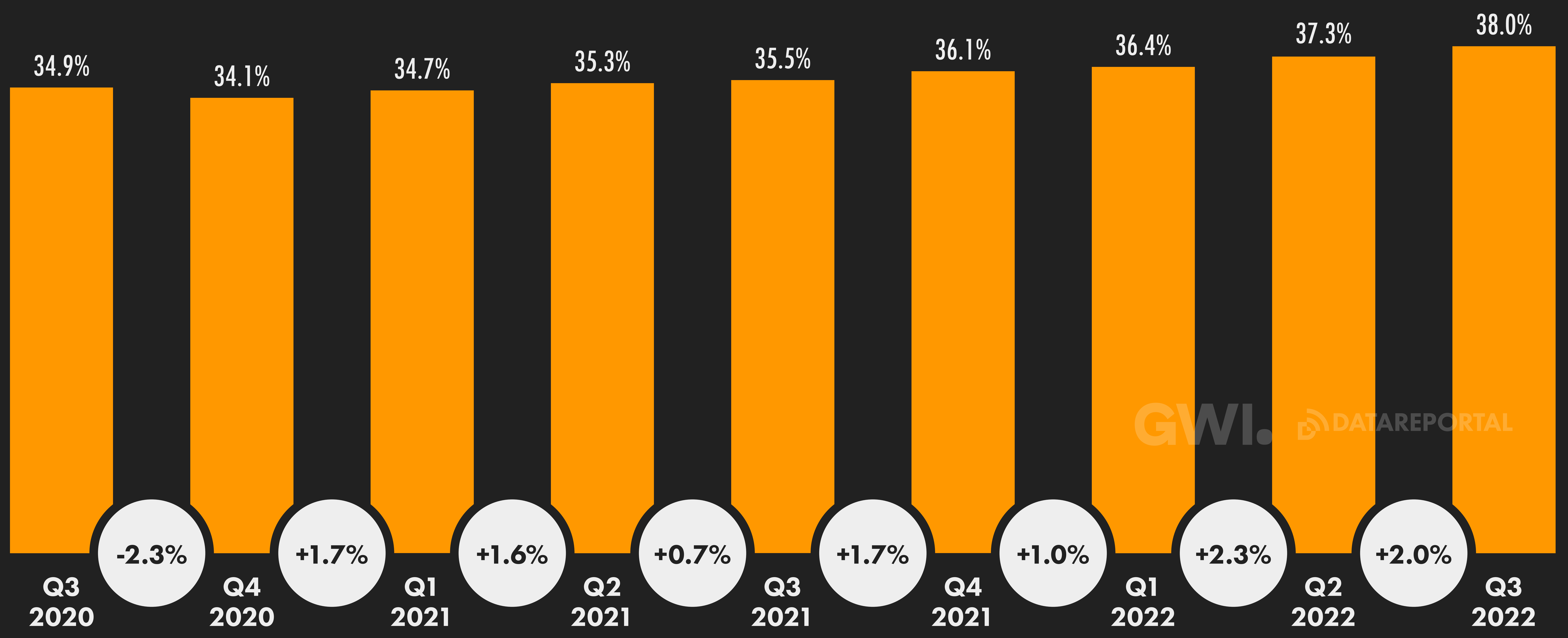
SOCIAL MEDIA'S SHARE OF ONLINE TIME (QOQ)

TIME SPENT USING SOCIAL MEDIA AS A PERCENTAGE OF TOTAL TIME SPENT USING THE INTERNET BY INTERNET USERS AGED 16 TO 64

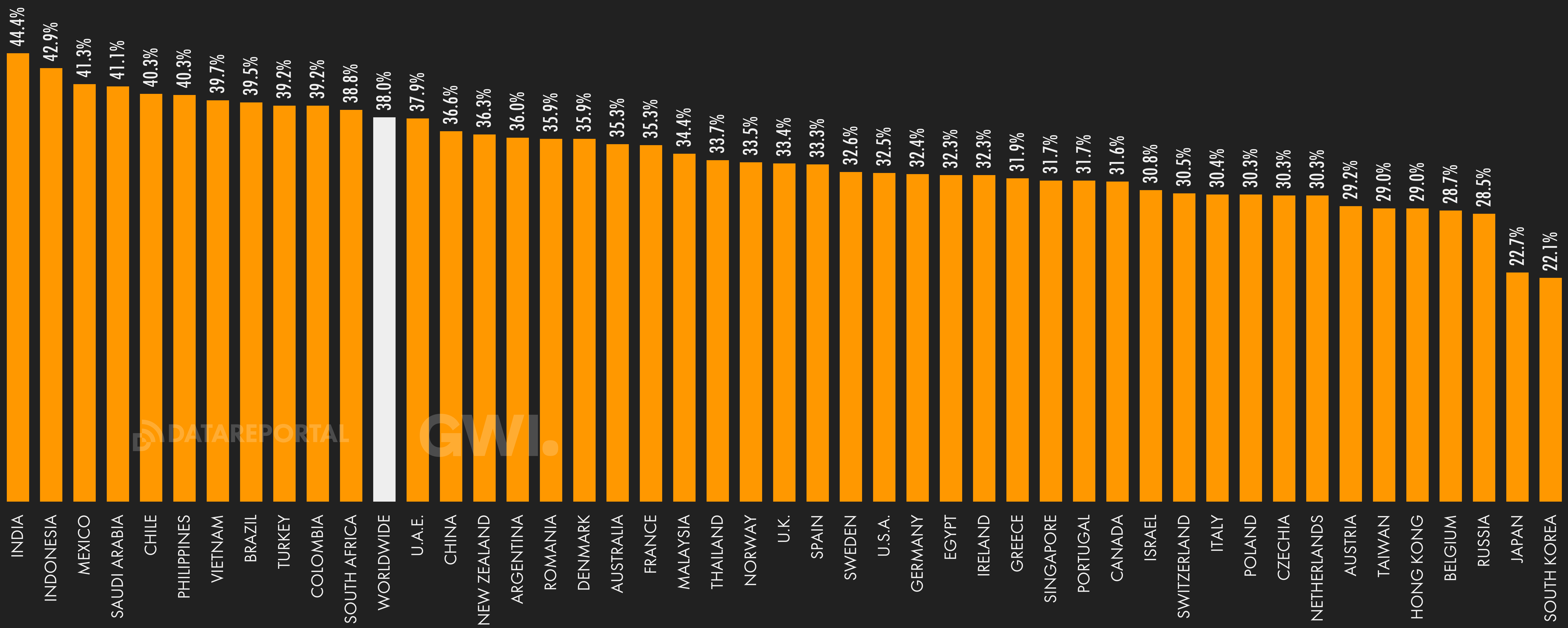
GLOBAL OVERVIEW



SOURCE: GWI (Q3 2020 TO Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

SOCIAL MEDIA'S SHARE OF ONLINE TIME

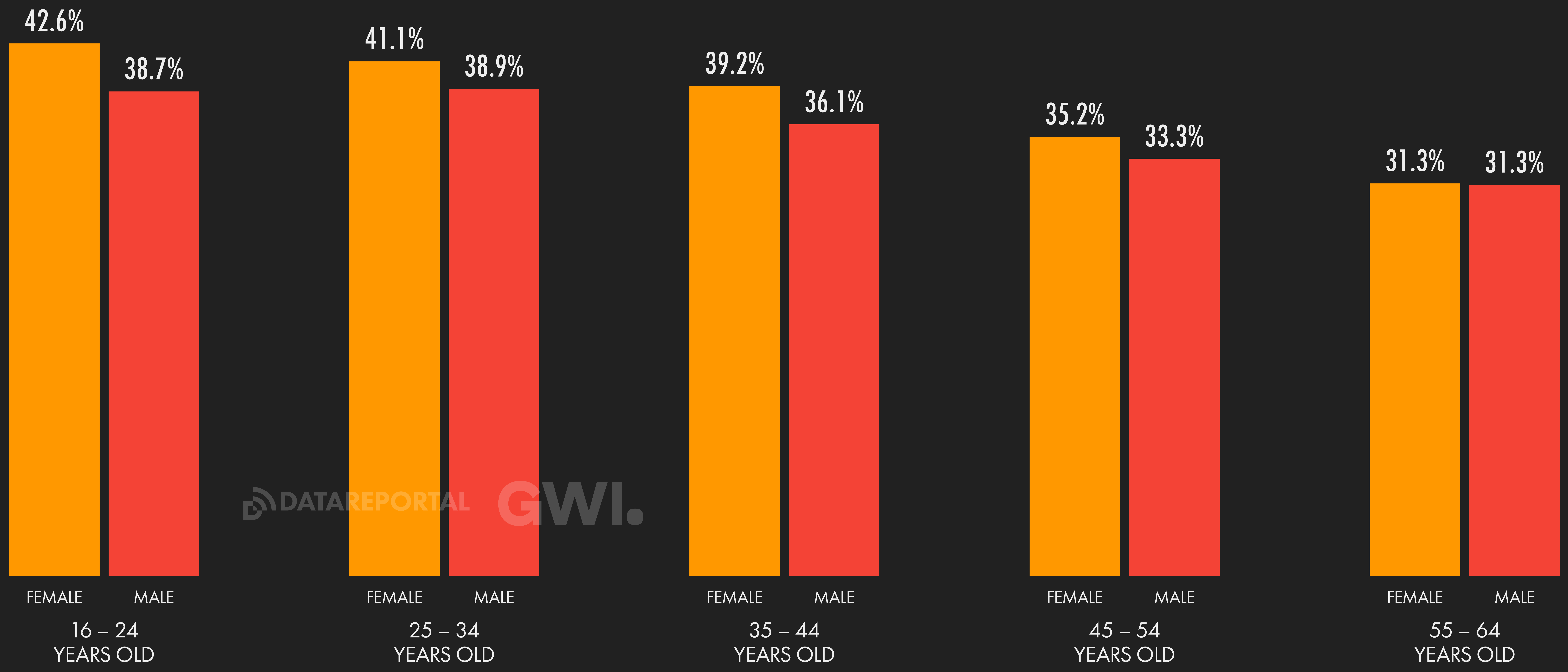
TIME SPENT USING SOCIAL MEDIA AS A PERCENTAGE OF TOTAL TIME SPENT USING THE INTERNET BY INTERNET USERS AGED 16 TO 64



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

SOCIAL MEDIA'S SHARE OF ONLINE TIME

TIME SPENT USING SOCIAL MEDIA AS A PERCENTAGE OF TOTAL TIME SPENT USING THE INTERNET



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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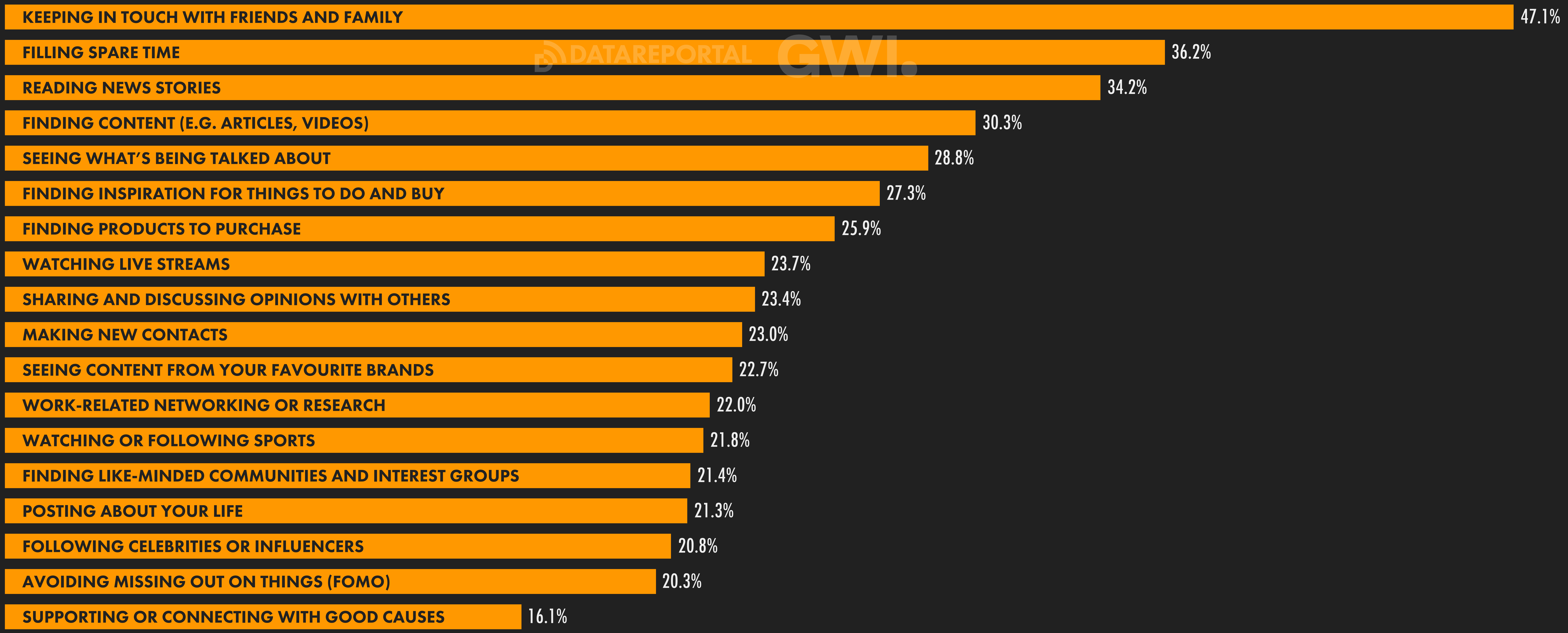
MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

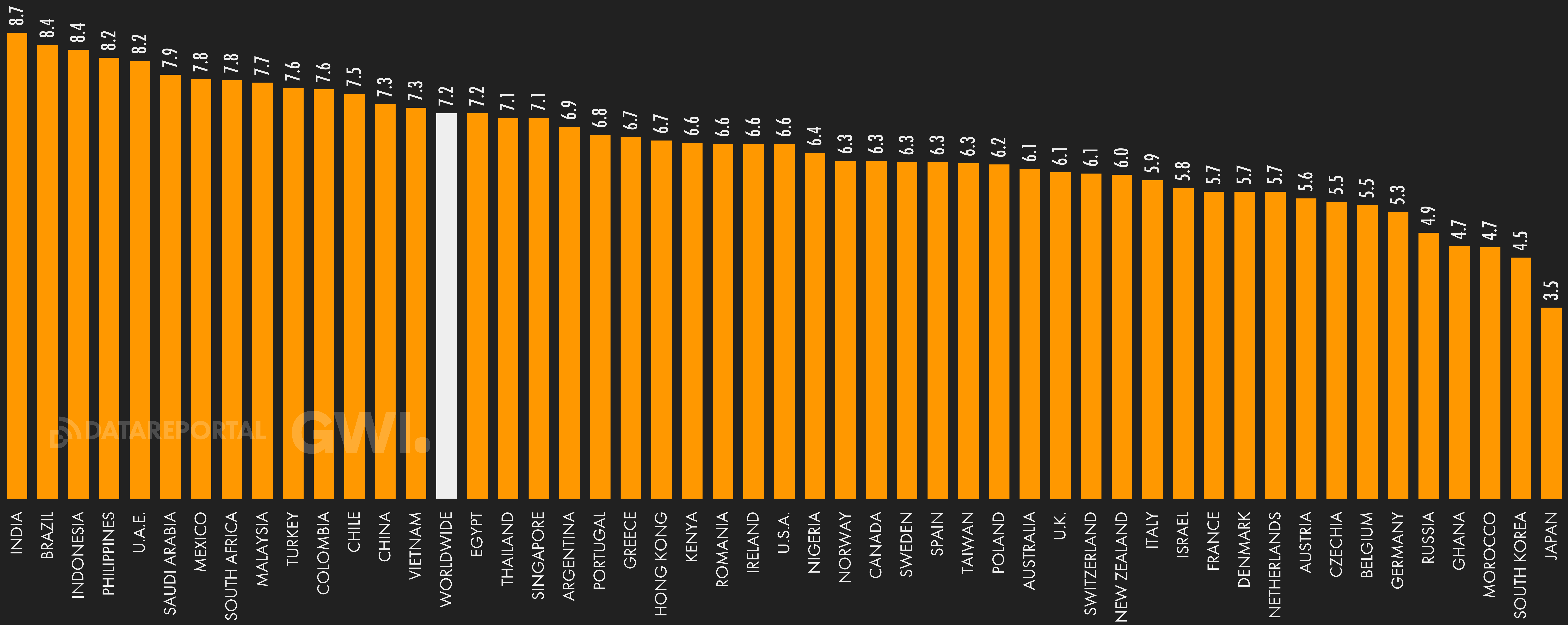
GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING AT LEAST ONE SOCIAL MEDIA OR MESSENGER PLATFORM IN THE PAST MONTH.

AVERAGE NUMBER OF SOCIAL PLATFORMS USED

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS THAT INTERNET USERS AGED 16 TO 64 USE ACTIVELY EACH MONTH



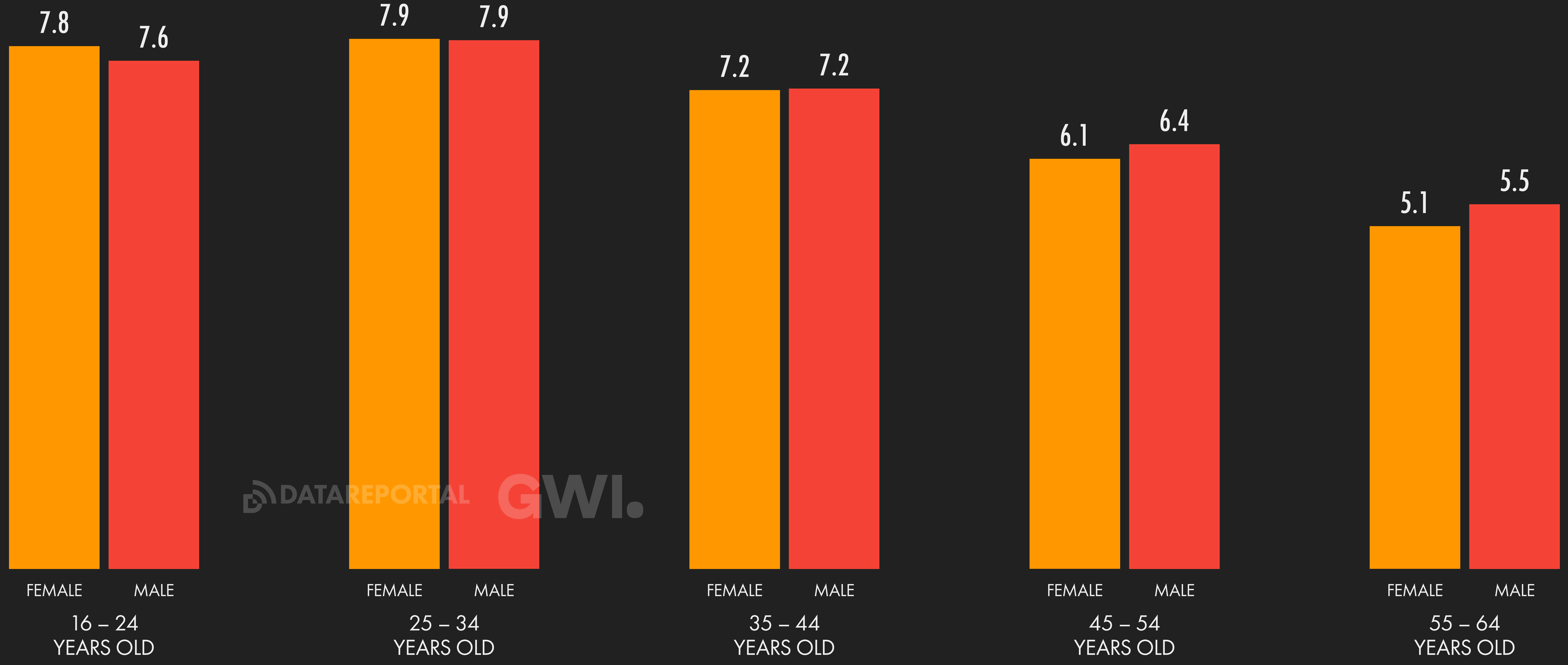
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** INCLUDES DATA FOR YOUTUBE. **COMPARABILITY:** A CHART WITH A SIMILAR TITLE APPEARED IN PREVIOUS REPORTS IN THIS SERIES, BUT THOSE PREVIOUS VERSIONS INCLUDED DATA FOR ACCOUNT OWNERSHIP RATHER THAN ACTIVE USE. FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

AVERAGE NUMBER OF SOCIAL PLATFORMS USED

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS THAT INTERNET USERS USE ACTIVELY EACH MONTH

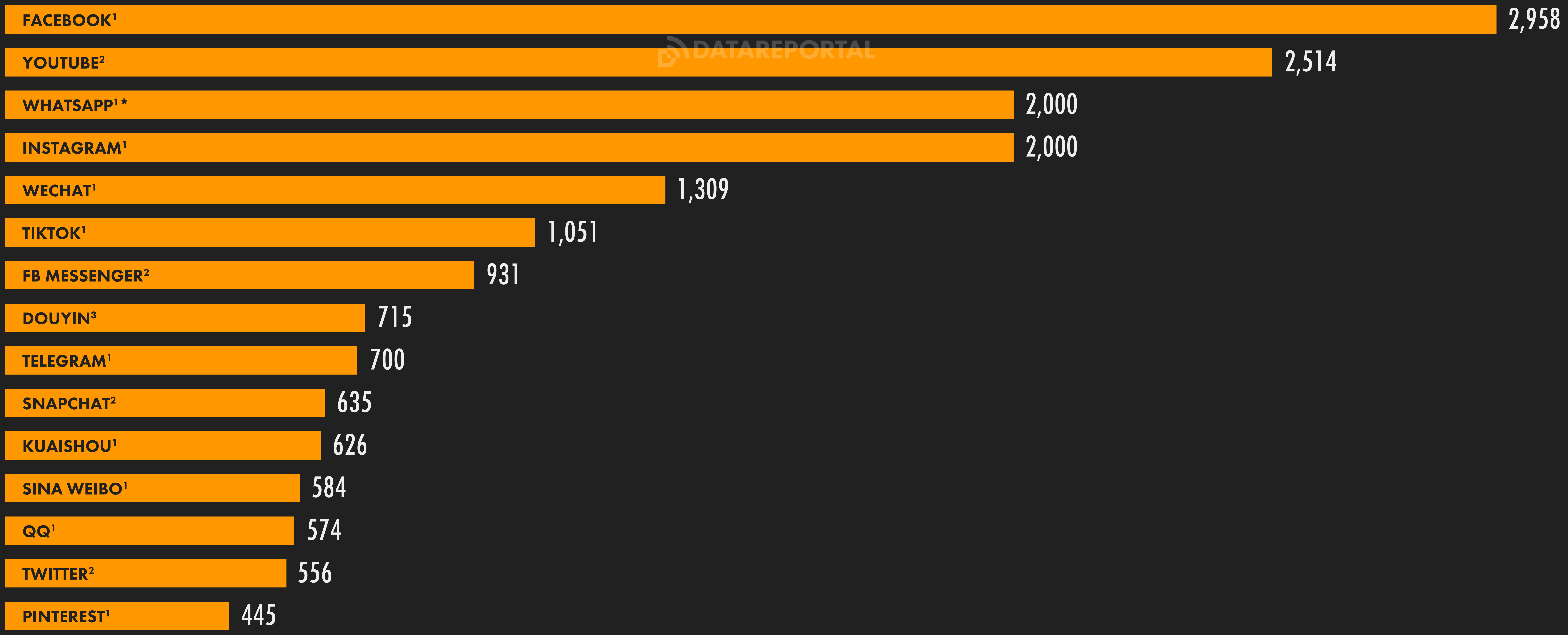
GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** INCLUDES DATA FOR YOUTUBE.

THE WORLD'S MOST USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)



SOURCES: KEPIOS ANALYSIS OF (1) COMPANY ANNOUNCEMENTS OF MONTHLY ACTIVE USERS; (2) PLATFORMS' SELF-SERVICE ADVERTISING RESOURCES; (3) ANALYSYS.CN. **ADVISORY:** USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES ARE LESS REPRESENTATIVE. BASE CHANGES AND METHODOLOGY CHANGES IN SOURCE DATA MEAN THAT FIGURES MAY NOT BE DIRECTLY COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

SOCIAL MEDIA PLATFORM AUDIENCE OVERLAPS

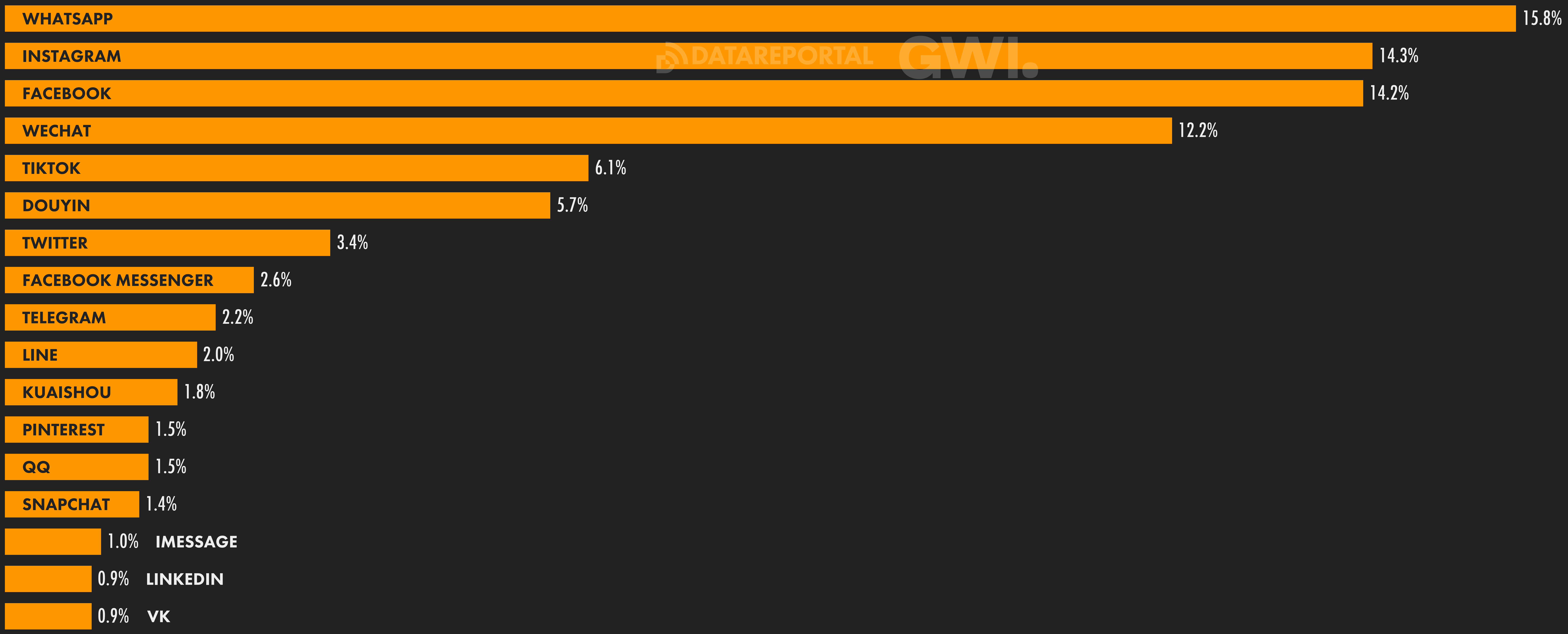
PERCENTAGE OF ACTIVE USERS OF EACH PLATFORM AGED 16 TO 64 OUTSIDE OF CHINA WHO ALSO USE OTHER SOCIAL MEDIA PLATFORMS

	UNIQUE TO PLATFORM	ALSO USING FACEBOOK	ALSO USING YOUTUBE	ALSO USING WHATSAPP	ALSO USING INSTAGRAM	ALSO USING TIKTOK	ALSO USING TELEGRAM	ALSO USING SNAPCHAT	ALSO USING TWITTER	ALSO USING REDDIT	ALSO USING PINTEREST	ALSO USING LINKEDIN
FACEBOOK USERS	0.6%	100%	72.3%	72.0%	77.4%	52.3%	44.2%	33.1%	49.0%	14.0%	33.4%	30.6%
YOUTUBE USERS	1.0%	77.4%	100%	70.9%	75.8%	49.0%	46.6%	30.4%	50.6%	16.4%	35.6%	30.7%
WHATSAPP USERS	0.8%	79.4%	74.1%	100%	78.0%	50.5%	51.3%	34.7%	48.9%	13.1%	34.8%	31.4%
INSTAGRAM USERS	0.2%	82.1%	74.9%	75.1%	100%	54.2%	48.7%	37.4%	54.8%	15.2%	37.4%	31.0%
TIKTOK USERS	0.1%	82.5%	76.9%	72.2%	80.5%	100%	49.2%	39.8%	56.5%	16.3%	39.7%	29.4%
TELEGRAM USERS	0.1%	80.1%	79.2%	84.3%	83.3%	56.5%	100%	39.8%	59.5%	16.5%	39.3%	36.4%
SNAPCHAT USERS	0.1%	82.0%	76.1%	78.1%	87.3%	62.5%	54.5%	100%	60.7%	22.3%	45.5%	37.3%
TWITTER USERS	0.1%	82.4%	77.1%	74.6%	86.8%	60.3%	55.2%	41.2%	100%	21.3%	41.0%	38.7%
REDDIT USERS	0.1%	79.1%	78.1%	67.1%	81.3%	58.5%	51.5%	50.9%	71.6%	100%	57.3%	50.1%
PINTEREST USERS	0.2%	81.0%	76.9%	76.5%	85.5%	61.2%	52.6%	44.6%	59.2%	24.6%	100%	42.1%
LINKEDIN USERS	0.2%	86.6%	75.2%	80.4%	82.6%	52.8%	56.8%	42.5%	65.1%	25.0%	49.0%	100%

SOURCE: GWI (Q3 2022). SEE GWI.COM FOR MORE DETAILS. **NOTES:** ONLY INCLUDES USERS AGED 16 TO 64. DOES NOT INCLUDE DATA FOR CHINA. TIKTOK IS CURRENTLY BLOCKED IN INDIA, WHICH MAY RESULT IN LOWER VALUES IN THE TIKTOK COLUMN COMPARED WITH OTHER PLATFORMS. VALUES 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 "UNIQUE TO PLATFORM" COLUMN REPRESENT USERS WHO SAY THEY DO NOT USE ANY OTHER SOCIAL NETWORK OR MESSENGER SERVICE, INCLUDING PLATFORMS NOT FEATURED IN THIS TABLE. **COMPARABILITY:** REVISED METHODOLOGY. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM



SOURCE: GWI (Q3 2022). SEE GWI.COM FOR FULL DETAILS. **NOTES:** ONLY INCLUDES INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. WE REPORT GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS DOUYIN, AS PER BYTEDANCE'S CORPORATE REPORTING.

FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST FEMALE INTERNET USERS

SOCIAL PLATFORM	AGE 16–24	AGE 25–34	AGE 35–44	AGE 45–54	AGE 55–64
WHATSAPP	12.3%	13.3%	**15.4%**	16.4%	**20.3%**
INSTAGRAM	**23.1%**	**17.6%**	13.2%	10.6%	7.6%
FACEBOOK	6.9%	13.5%	14.7%	**16.9%**	18.9%
WECHAT	8.0%	13.4%	15.0%	13.1%	11.7%
TIKTOK	12.0%	7.5%	5.5%	4.6%	3.2%
DOUYIN	4.7%	6.8%	7.6%	6.3%	3.6%
TWITTER	5.0%	2.6%	2.1%	2.1%	1.9%
FB MESSENGER	2.1%	2.5%	2.7%	2.9%	3.3%
TELEGRAM	2.0%	1.6%	1.6%	1.9%	1.8%
LINE	1.0%	1.4%	2.2%	3.4%	4.6%

FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST MALE INTERNET USERS

SOCIAL PLATFORM	AGE 16–24	AGE 25–34	AGE 35–44	AGE 45–54	AGE 55–64
WHATSAPP	15.5%	15.4%	**17.1%**	**18.5%**	**19.5%**
INSTAGRAM	**21.3%**	14.6%	9.4%	7.0%	4.9%
FACEBOOK	10.5%	**15.7%**	**17.1%**	16.8%	18.4%
WECHAT	8.4%	12.1%	13.8%	14.1%	15.0%
TIKTOK	7.7%	5.1%	4.4%	4.1%	2.2%
DOUYIN	4.1%	6.0%	6.7%	5.3%	4.7%
TWITTER	4.2%	3.9%	3.8%	3.8%	3.5%
FB MESSENGER	2.1%	2.8%	2.8%	2.6%	2.7%
TELEGRAM	3.0%	2.8%	2.3%	2.4%	2.3%
LINE	0.8%	1.3%	1.9%	2.9%	3.7%

SOURCE: GWI (Q3 2022). SEE GWI.COM FOR FULL DETAILS. **NOTES:** ONLY INCLUDES INTERNET USERS WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. WE REPORT GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS DOUYIN, AS PER BYTEDANCE'S CORPORATE REPORTING. **COMPARABILITY:** VALUES NOW REPRESENT SHARE OF ACTIVE SOCIAL MEDIA USERS ONLY, RATHER THAN SHARE OF ALL INTERNET USERS. VERSIONS OF THIS CHART THAT FEATURED IN OUR PREVIOUS REPORTS DID NOT INCLUDE DATA FOR CHINA, SO VALUES ARE NOT COMPARABLE.

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TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT USERS SPEND USING EACH PLATFORM'S ANDROID APP, RANKED BY CUMULATIVE TIME ACROSS ALL ANDROID USERS

GLOBAL OVERVIEW

RANK: PLATFORM	TIME PER MONTH	YEAR-ON-YEAR CHANGE
01: YOUTUBE	23H 09M	-2.3% (-32 MINS)
02: FACEBOOK	19H 43M	+0.7% (+8 MINS)
03: WHATSAPP	17H 20M	-6.7% (-1H 15M)
04: INSTAGRAM	12H 00M	+6.9% (+46 MINS)
05: TIKTOK	23H 28M	+19.7% (+3H 51M)
06: FACEBOOK MESSENGER	3H 07M	+5.5% (+10 MINS)
07: TELEGRAM	3H 57M	+33.2% (+59 MINS)
08: TWITTER	5H 28M	+6.7% (+21 MINS)
09: LINE	10H 59M	-5.5% (-39 MINS)
10: SNAPCHAT	3H 10M	+7.0% (+12 MINS)

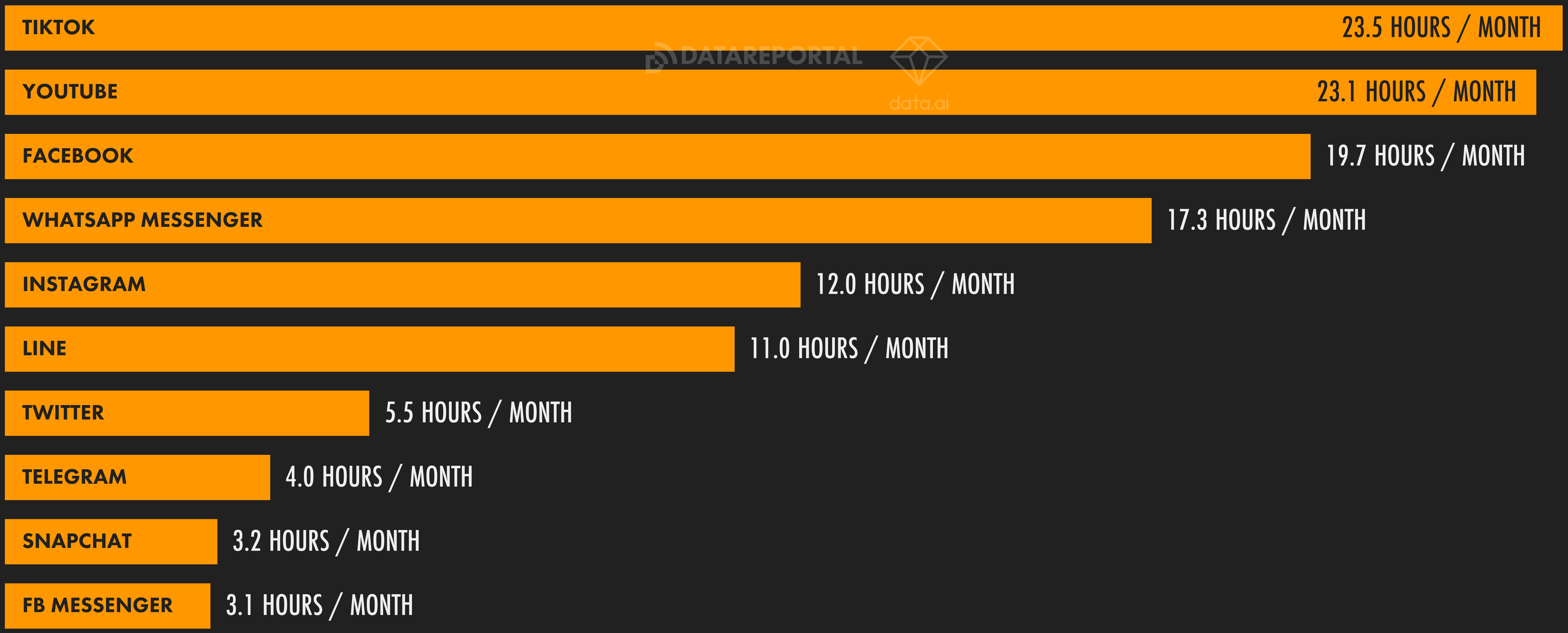
SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI FOR MORE DETAILS. **NOTE:** FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES THROUGHOUT 2022. DOES NOT INCLUDE DATA FOR CHINA. FIGURE FOR TIKTOK DOES NOT INCLUDE DOUYIN.

JAN 2023

TIME SPENT USING SOCIAL APPS

AVERAGE TIME PER MONTH THAT GLOBAL USERS SPENT USING EACH PLATFORM'S ANDROID APP THROUGHOUT 2022

GLOBAL OVERVIEW



SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI FOR MORE DETAILS. **NOTE:** FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES THROUGHOUT 2022. FIGURES DO NOT INCLUDE DATA FOR CHINA, SO FIGURE FOR TIKTOK DOES NOT INCLUDE DOUYIN.

SOCIAL MEDIA ACTIVITIES BY PLATFORM

PERCENTAGE OF ACTIVE USERS OF EACH SOCIAL MEDIA PLATFORM AGED 16 TO 64 WHO SAY THEY USE THAT PLATFORM FOR EACH KIND OF ACTIVITY

SOCIAL MEDIA PLATFORM	LOOK FOR FUNNY OR ENTERTAINING CONTENT	FOLLOW OR RESEARCH BRANDS AND PRODUCTS	KEEP UP TO DATE WITH NEWS AND CURRENT EVENTS	MESSAGE FRIENDS AND FAMILY	POST OR SHARE PHOTOS OR VIDEOS
FACEBOOK[1]	54.5%	55.2%	59.5%	**71.1%**	62.9%
INSTAGRAM	59.9%	60.9%	49.2%	49.7%	**67.9%**
LINKEDIN	13.6%	27.1%	**29.7%**	14.6%	17.4%
PINTEREST	23.3%	**38.1%**	15.5%	8.7%	16.8%
REDDIT	**36.9%**	30.6%	34.1%	13.4%	19.1%
SNAPCHAT	35.4%	23.2%	21.9%	36.6%	**42.6%**
TIKTOK	**78.9%**	37.5%	33.5%	17.5%	37.4%
TWITTER	36.2%	37.9%	**61.2%**	22.4%	30.7%

SOURCE: GWI (Q3 2022). SEE GWI.COM FOR FULL DETAILS. **NOTES:** DOES NOT INCLUDE DATA FOR USERS IN CHINA. FIGURES REPRESENT THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT THEY HAVE USED THE SOCIAL MEDIA PLATFORM DETAILED IN THE LEFTMOST COLUMN OF EACH ROW AT LEAST ONCE IN THE PAST MONTH, AND WHO ALSO SAY THAT THEY USE THAT PLATFORM FOR THE ACTIVITY DETAILED IN THE ROW AT THE TOP OF EACH COLUMN. TABLE VALUES IN **BOLD ORANGE TEXT** IDENTIFY THE TOP VALUE IN EACH ROW, AND DENOTE THE MOST POPULAR ACTIVITY AMONGST USERS OF EACH PLATFORM. (1) FIGURES FOR FACEBOOK INCLUDE FACEBOOK MESSENGER.

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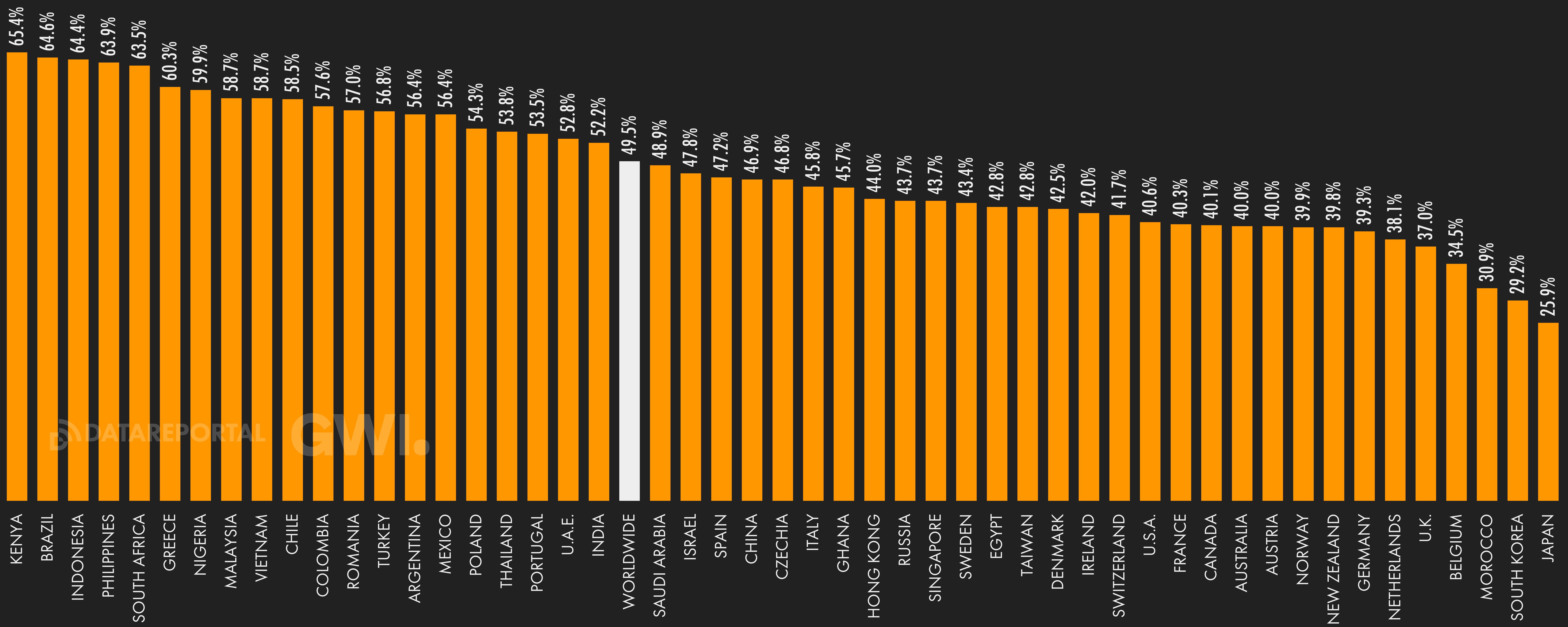
SEEKING OUT BRANDS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO VISIT SOCIAL MEDIA IN ORDER TO LEARN ABOUT BRANDS AND SEE THEIR CONTENT

GLOBAL OVERVIEW



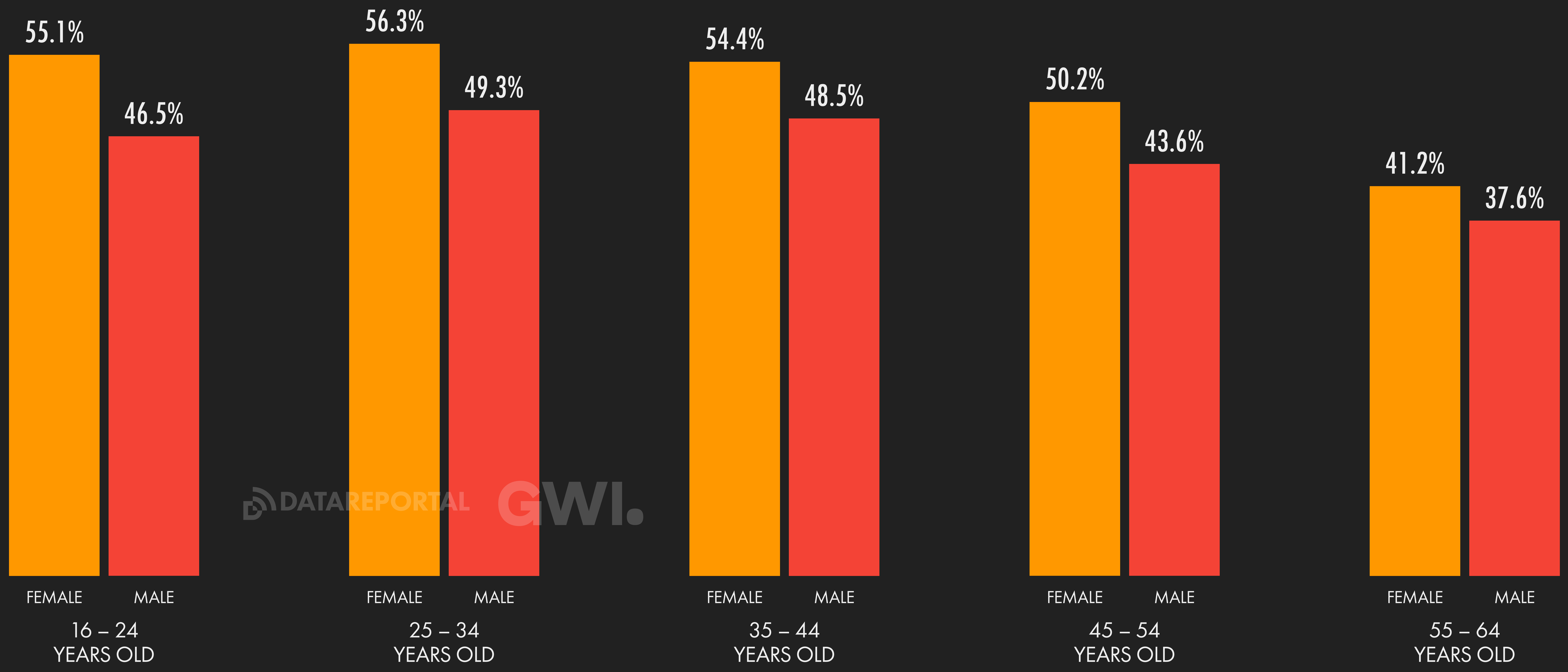
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** FIGURES REPRESENT THE SHARE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT AT LEAST ONE OF THE FOLLOWING ACTIVITIES IS A PRIMARY REASON WHY THEY VISIT SOCIAL MEDIA PLATFORMS: FINDING INSPIRATION FOR THINGS TO DO AND BUY; FINDING PRODUCTS TO PURCHASE; SEEING CONTENT FROM YOUR FAVOURITE BRANDS. **COMPARABILITY:** THIS CHART NOW SHOWS SHARE OF SOCIAL MEDIA USERS. A VERSION OF THIS CHART THAT APPEARED IN PREVIOUS REPORTS SHOWED THE PERCENTAGE OF INTERNET USERS.

JAN 2023

SEEKING OUT BRANDS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS WHO VISIT SOCIAL MEDIA IN ORDER TO LEARN ABOUT BRANDS AND SEE THEIR CONTENT

GLOBAL OVERVIEW



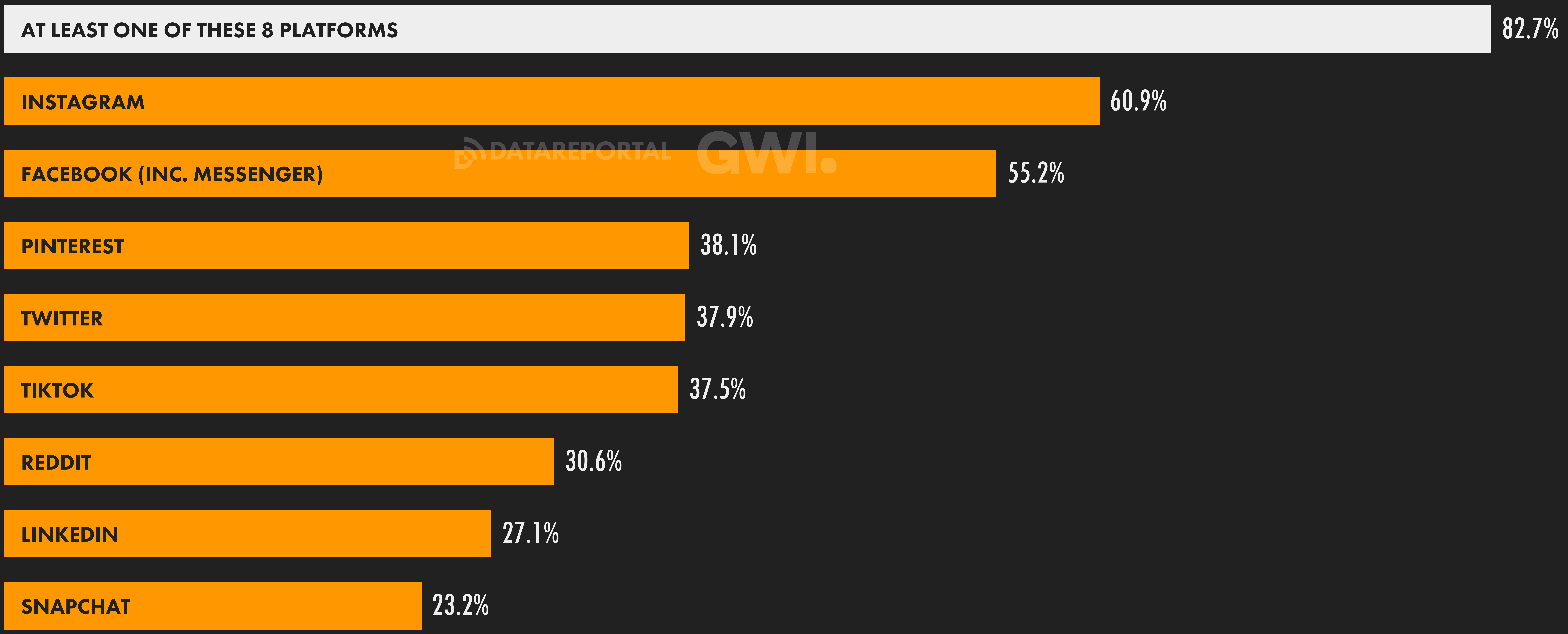
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** FIGURES REPRESENT THE SHARE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT AT LEAST ONE OF THE FOLLOWING ACTIVITIES IS A PRIMARY REASON WHY THEY VISIT SOCIAL MEDIA PLATFORMS: FINDING INSPIRATION FOR THINGS TO DO AND BUY; FINDING PRODUCTS TO PURCHASE; SEEING CONTENT FROM YOUR FAVOURITE BRANDS. **COMPARABILITY:** THIS CHART NOW SHOWS SHARE OF SOCIAL MEDIA USERS. A VERSION OF THIS CHART THAT APPEARED IN PREVIOUS REPORTS SHOWED THE PERCENTAGE OF INTERNET USERS.

JAN 2023

BRAND RESEARCH BY SOCIAL PLATFORM

PERCENTAGE OF ACTIVE USERS OF EACH PLATFORM AGED 16 TO 64 WHO USE EACH PLATFORM TO FOLLOW OR RESEARCH BRANDS AND PRODUCTS

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT THEY HAVE USED EACH RESPECTIVE SOCIAL MEDIA PLATFORM AT LEAST ONCE IN THE PAST 30 DAYS, AND WHO ALSO SAY THAT THEY USE THAT RESPECTIVE PLATFORM TO FOLLOW OR FIND INFORMATION ABOUT PRODUCTS AND BRANDS. DOES NOT INCLUDE DATA FOR USERS IN CHINA.

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USE OF SOCIAL MEDIA FOR BRAND RESEARCH

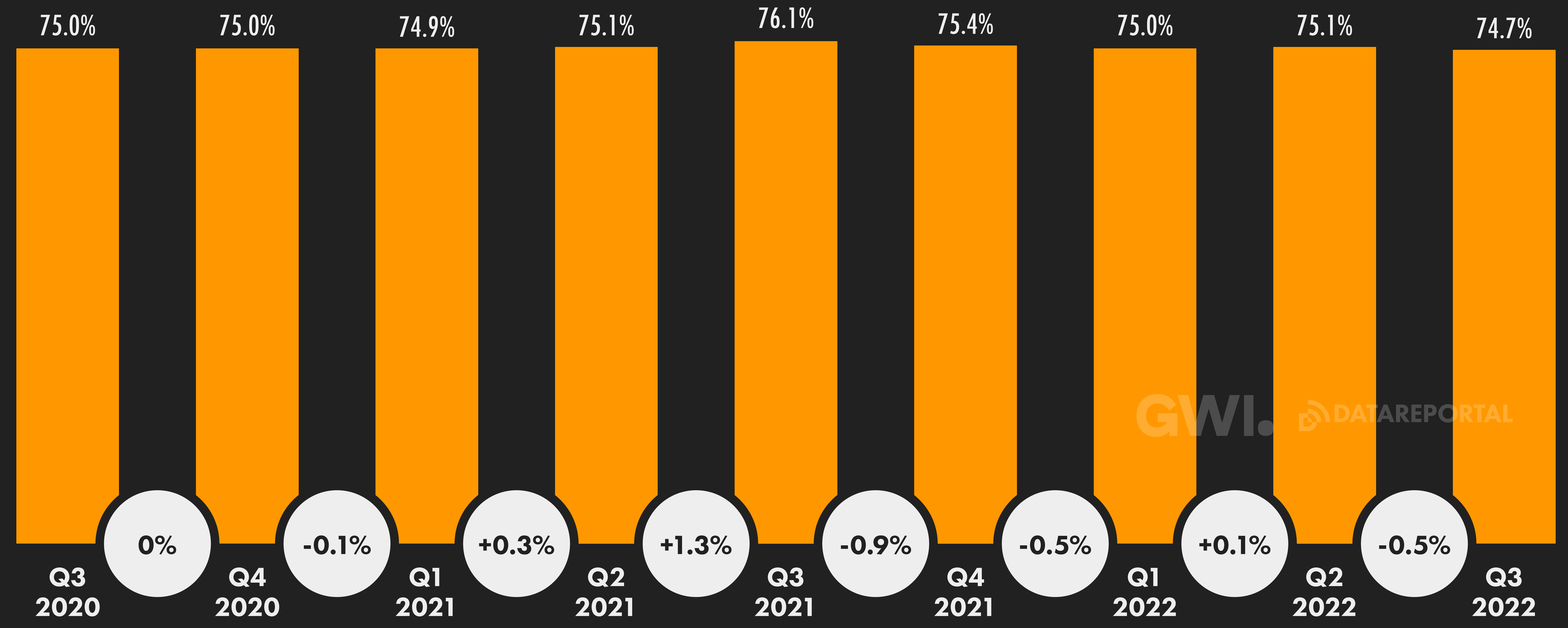
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

ANY KIND OF SOCIAL MEDIA PLATFORM	74.7%	YOY: -1.8% (-140 BPS)
SOCIAL NETWORKS	43.1%	YOY: -0.9% (-40 BPS)
QUESTION & ANSWER SITES (E.G. QUORA)	20.6%	YOY: -4.2% (-90 BPS)
FORUMS AND MESSAGE BOARDS	15.7%	YOY: -8.7% (-150 BPS)
MESSAGING AND LIVE CHAT SERVICES	16.2%	YOY: -1.2% (-20 BPS)
MICRO-BLOGS (E.G. TWITTER)	15.4%	YOY: -3.8% (-60 BPS)
VLOGS (BLOGS IN A VIDEO FORMAT)	13.6%	YOY: -7.5% (-110 BPS)
ONLINE PINBOARDS (E.G. PINTEREST)	10.5%	YOY: -2.8% (-30 BPS)

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** VALUES FOR "ANY KIND OF SOCIAL MEDIA PLATFORM" INCLUDE AT LEAST ONE OF: SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. TWITTER), BLOGS ON PRODUCTS / BRANDS (NOT SHOWN AS AN INDIVIDUAL VALUE ON THIS CHART), VLOGS (I.E. BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST).

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE SOCIAL MEDIA TO RESEARCH BRANDS AND PRODUCTS THEY'RE CONSIDERING BUYING



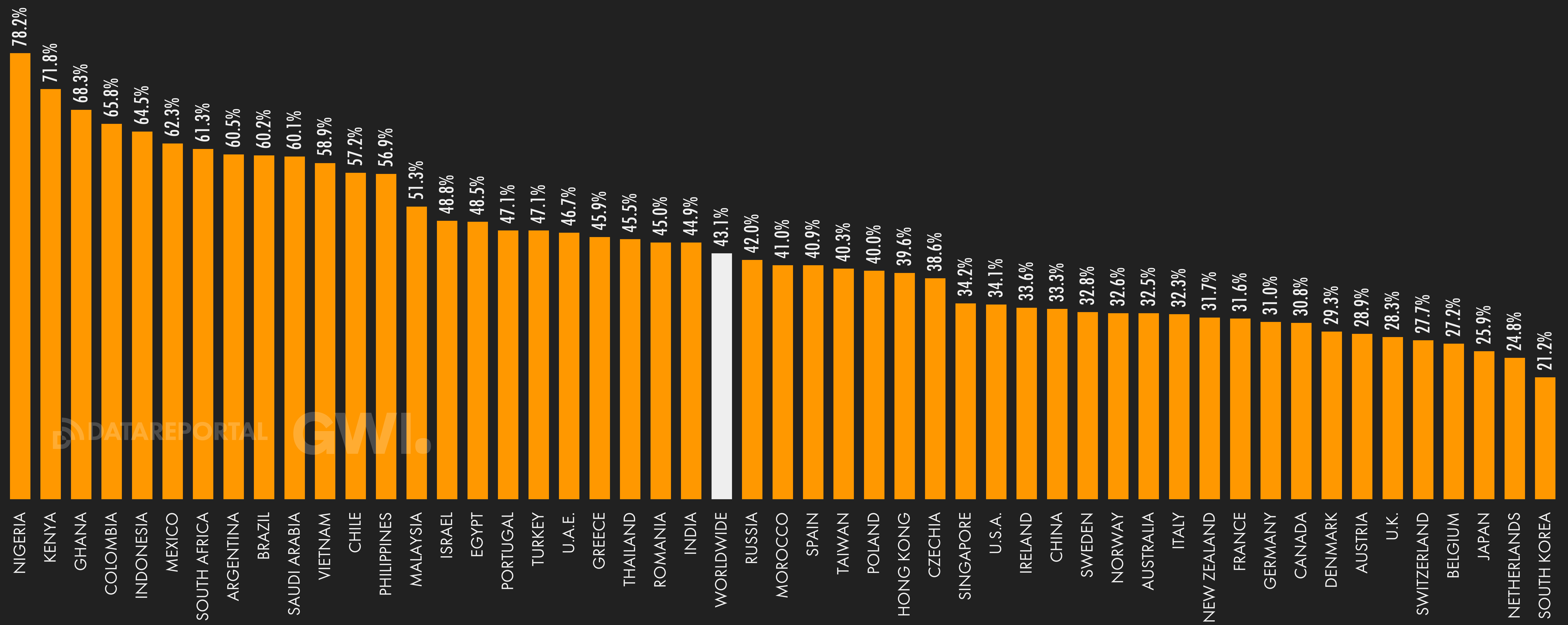
SOURCE: GWI (Q3 2020 TO Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** VALUES REPRESENT PEOPLE WHO SAY THAT THEY RESEARCH BRANDS AND PRODUCTS THAT THEY'RE CONSIDERING BUYING ON AT LEAST ONE OF THE FOLLOWING: SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. TWITTER), BLOGS ON PRODUCTS / BRANDS, VLOGS (I.E. BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST).

JAN 2023

USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE SOCIAL NETWORKS TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

GLOBAL OVERVIEW



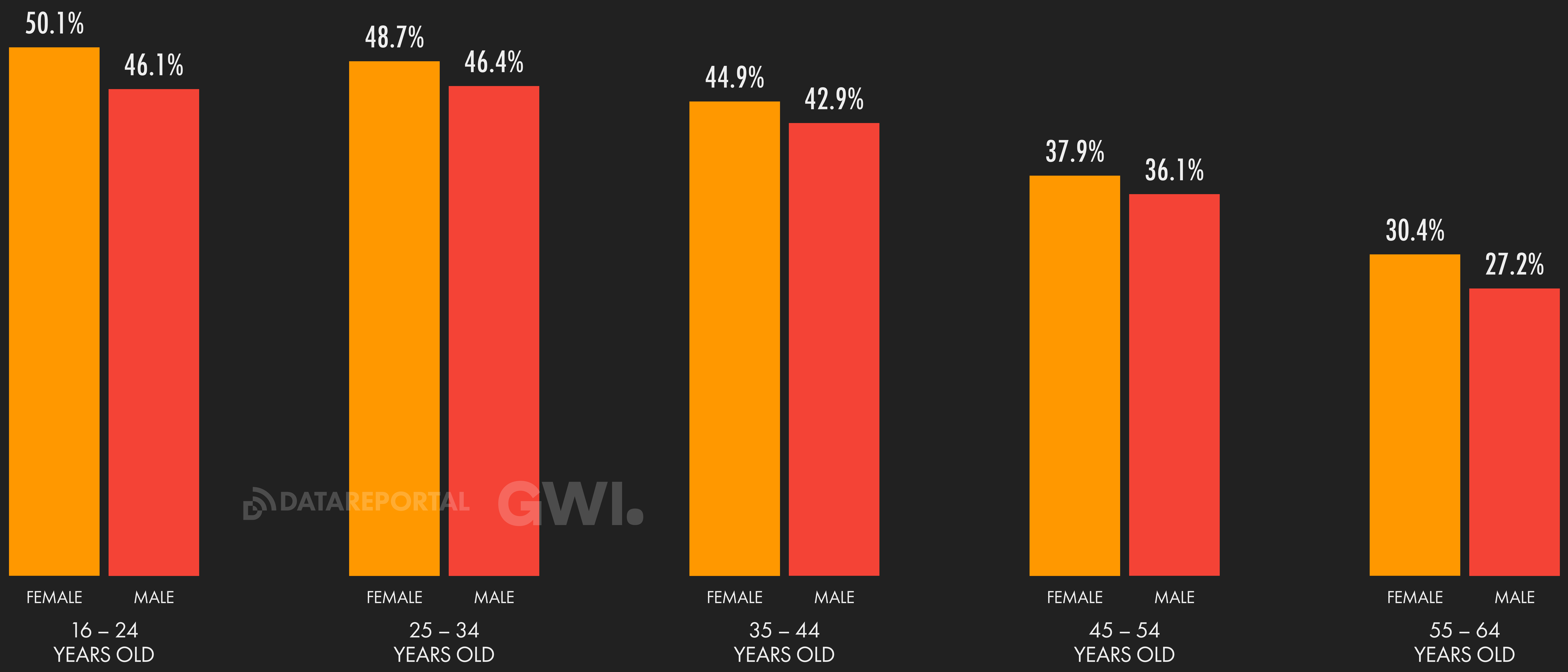
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL NETWORKS TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)

GLOBAL OVERVIEW

		YEAR-ON-YEAR CHANGE
FACEBOOK	67.13%	-9.4% (-700 BPS)
TWITTER	10.38%	+34.3% (+265 BPS)
INSTAGRAM	9.65%	+114.4% (+515 BPS)
PINTEREST	7.44%	-2.7% (-21 BPS)
YOUTUBE	3.38%	-12.9% (-50 BPS)
REDDIT	1.02%	-3.8% (-4 BPS)
TUMBLR	0.42%	-8.7% (-4 BPS)
LINKEDIN	0.35%	+6.1% (+2 BPS)
VKONTAKTE	0.11%	-26.7% (-4 BPS)
OTHER	0.12%	+9.1% (+1 BP)

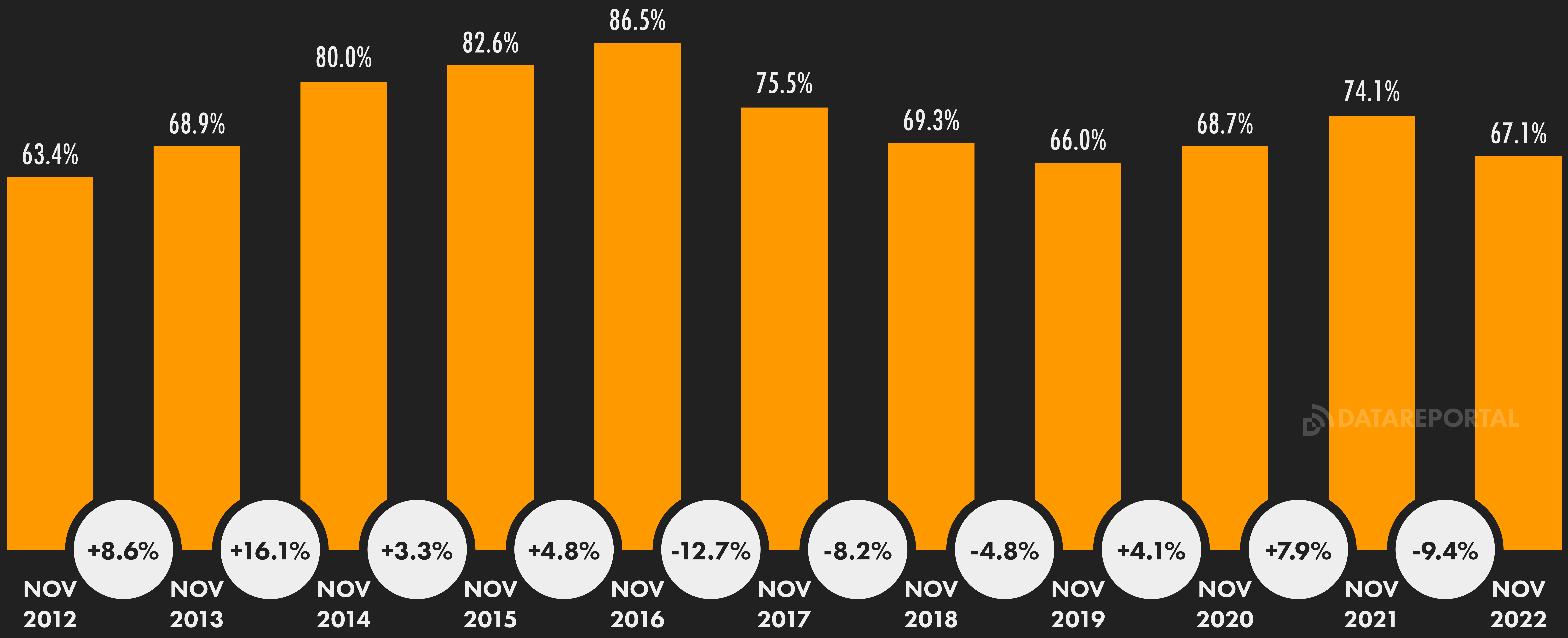
SOURCE: STATCOUNTER. **NOTES:** SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH PLATFORM AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL PLATFORMS IN NOVEMBER 2022. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR 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. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

JAN 2023

FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)

GLOBAL OVERVIEW



SOURCE: STATCOUNTER. **NOTES:** DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB PAGE TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR 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.

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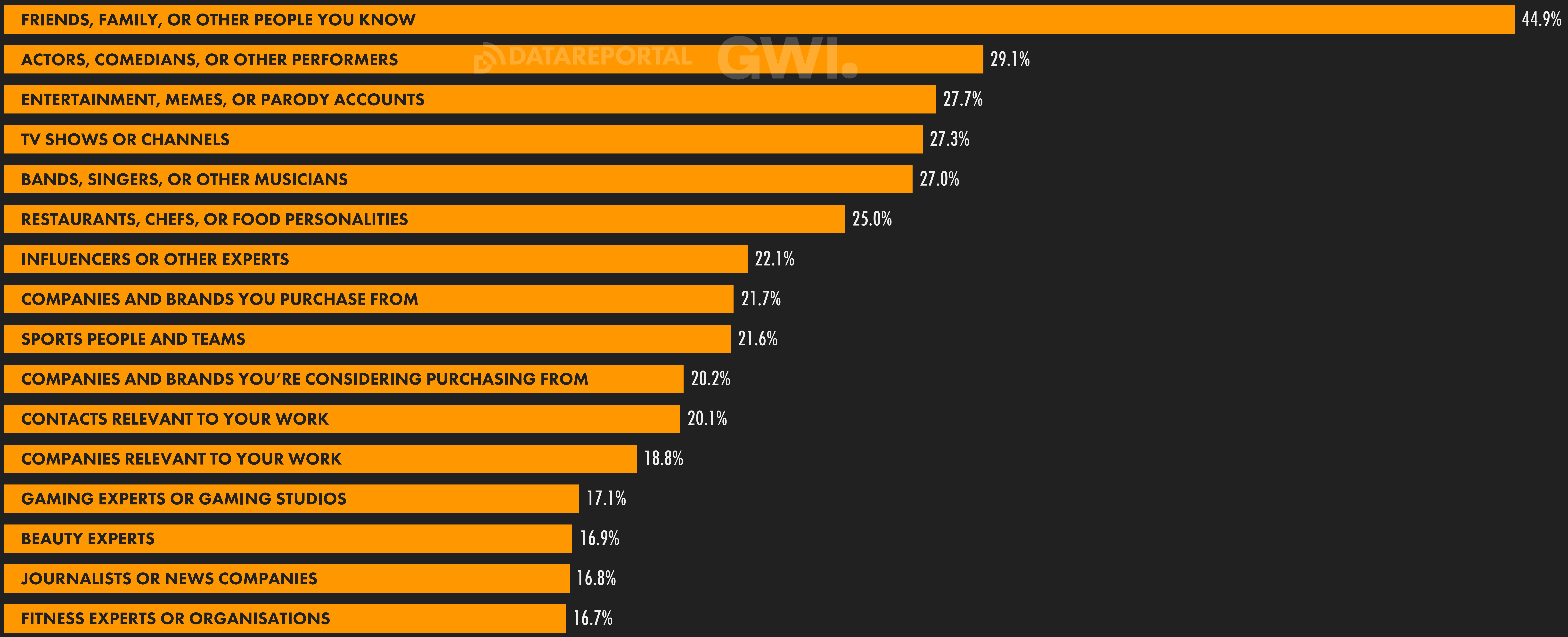
TYPES OF SOCIAL MEDIA ACCOUNTS FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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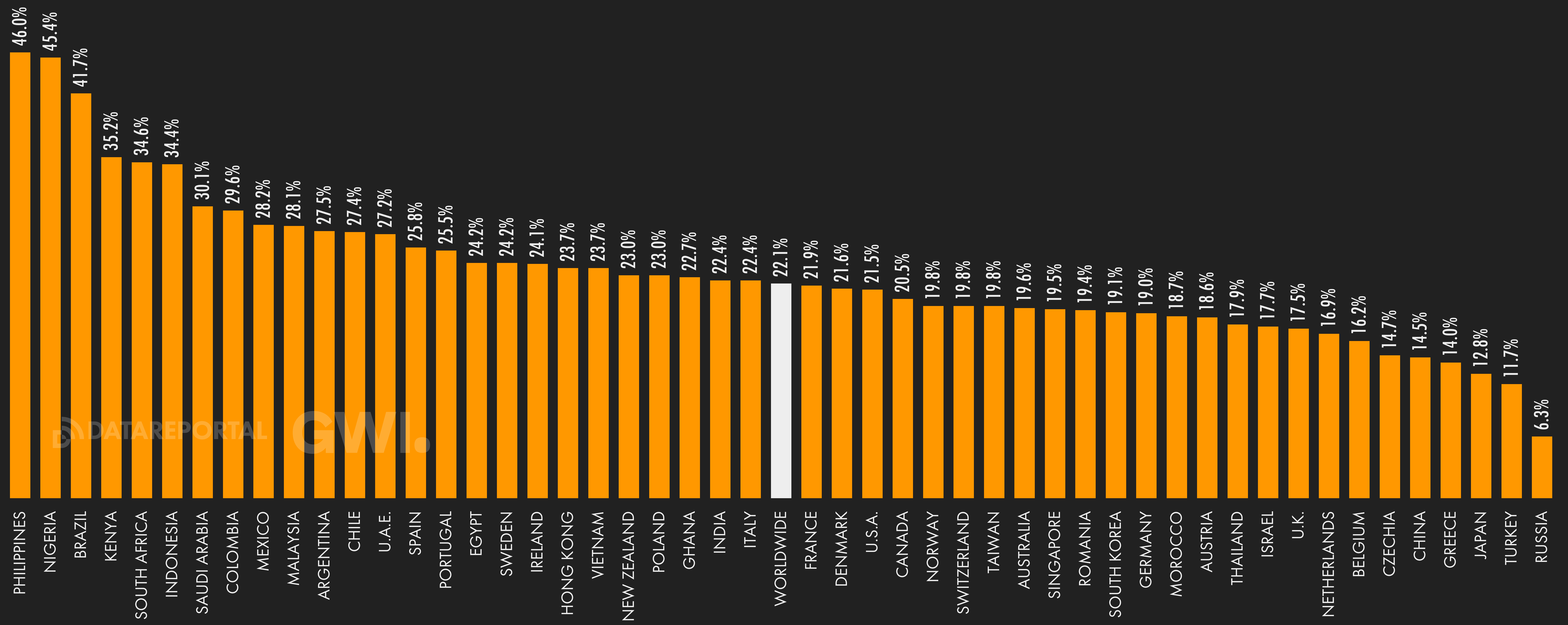
FOLLOWING INFLUENCERS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT THEY FOLLOW INFLUENCERS OR OTHER EXPERTS ON SOCIAL MEDIA

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. COMPARABILITY: REVISED METHODOLOGY AND DEFINITIONS. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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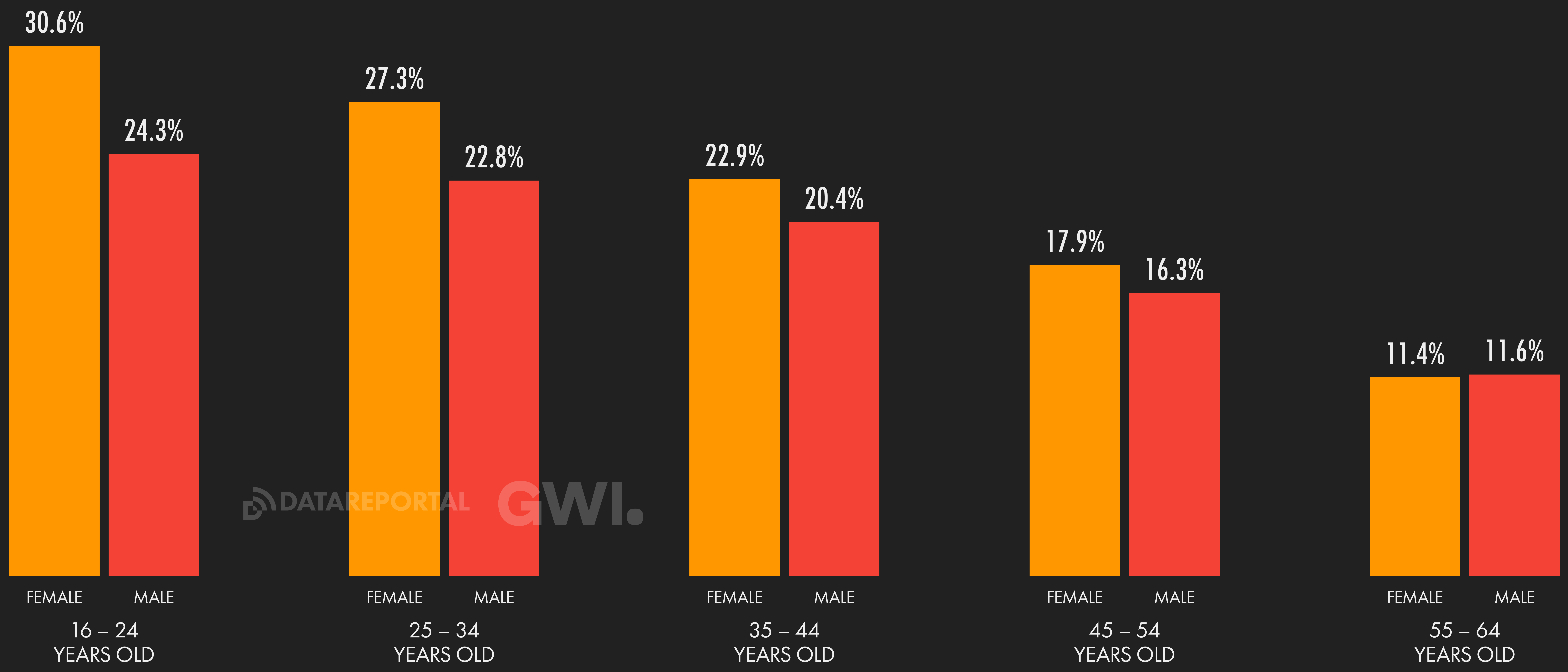
FOLLOWING INFLUENCERS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS WHO SAY THAT THEY FOLLOW INFLUENCERS OR OTHER EXPERTS ON SOCIAL MEDIA



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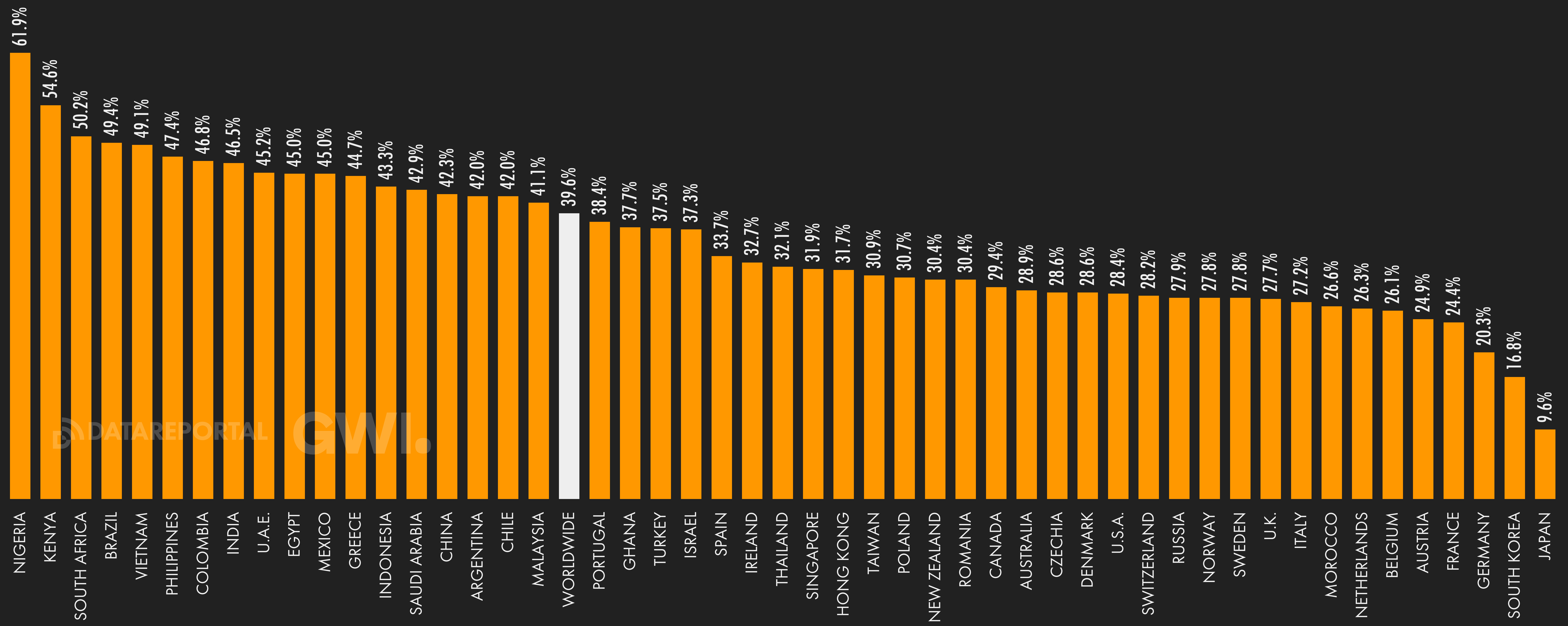
USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT THEY USE SOCIAL MEDIA FOR WORK-RELATED ACTIVITIES

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** FIGURES REPRESENT THE SHARE OF INTERNET USERS WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST 30 DAYS. IN THIS CONTEXT, "WORK-RELATED ACTIVITIES" INCLUDE USING SOCIAL MEDIA FOR WORK-RELATED NETWORKING AND RESEARCH, AND FOLLOWING CONTACTS OR COMPANIES THAT ARE RELEVANT TO WORK. **COMPARABILITY:** CHARTS WITH SIMILAR TITLES APPEARED IN PREVIOUS REPORTS, BUT THOSE CHARTS USED DIFFERENT DEFINITIONS OF USING SOCIAL MEDIA FOR WORK, AND DIFFERENT AUDIENCE BASES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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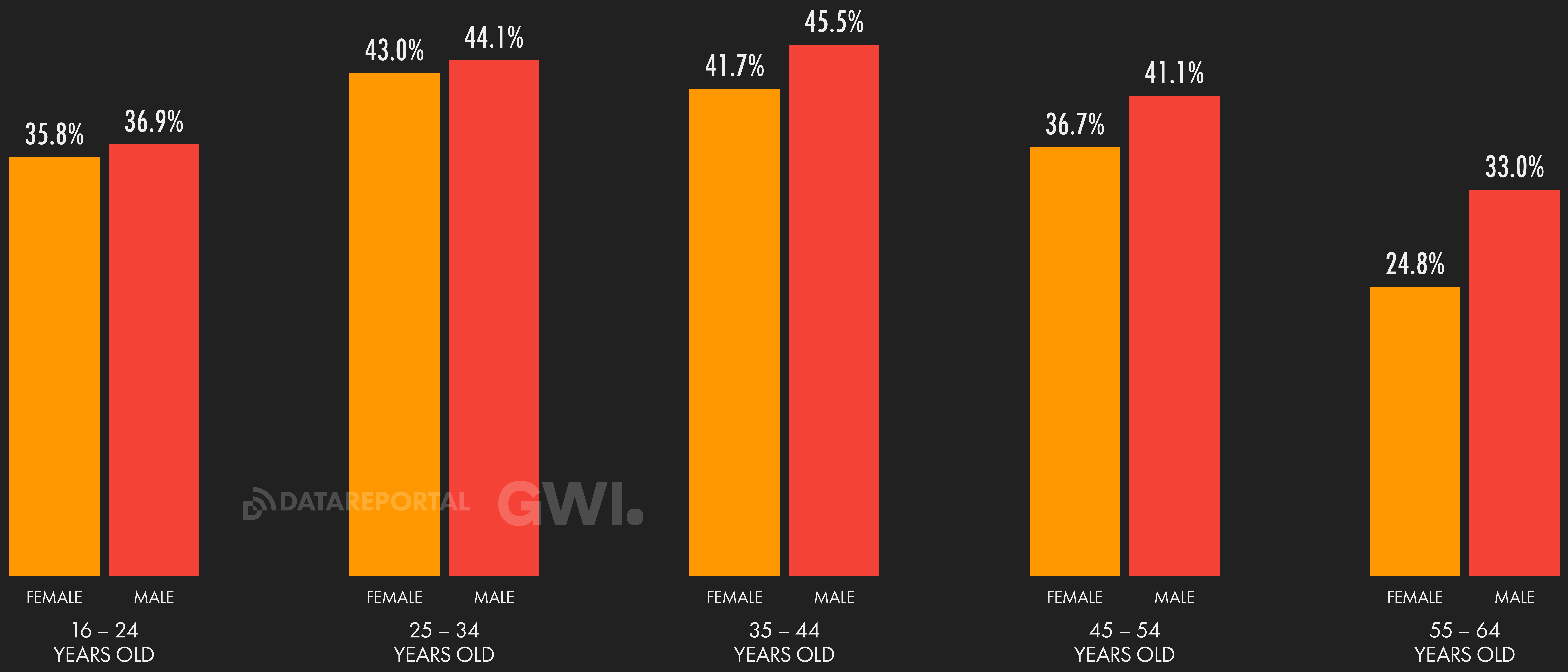
USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

PERCENTAGE OF SOCIAL MEDIA USERS WHO SAY THAT THEY USE SOCIAL MEDIA FOR WORK-RELATED ACTIVITIES

GLOBAL OVERVIEW



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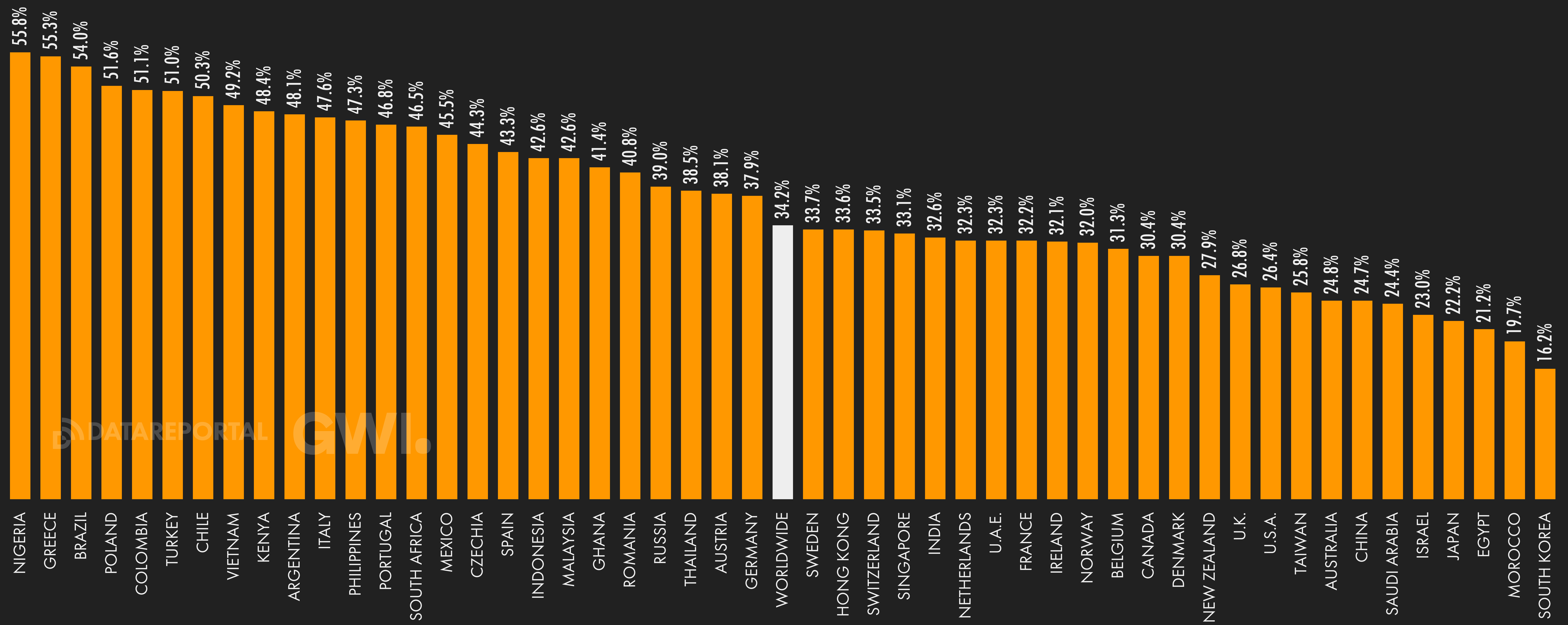
JAN 2023

SOCIAL MEDIA AS A SOURCE OF NEWS

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT READING NEWS STORIES IS A MAIN REASON FOR USING SOCIAL MEDIA

GLOBAL OVERVIEW



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SOCIAL MEDIA AS A SOURCE OF NEWS

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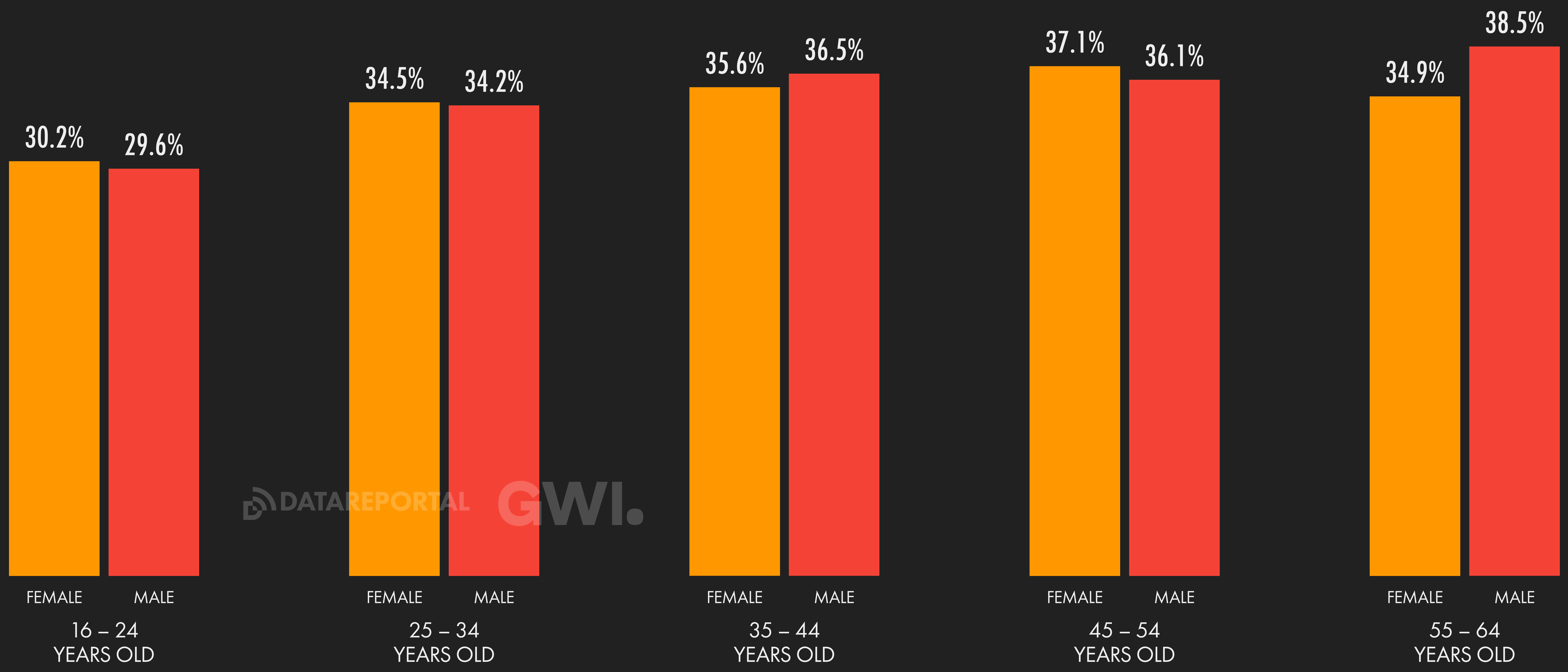

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WE ARE SOCIAL INSIGHT_THINK FORWARD 2023

NEW COOPERATIVES

THE CULT OF THE INDIVIDUAL HAS GIVEN WAY TO LESS EGO-DRIVEN COMMUNITIES

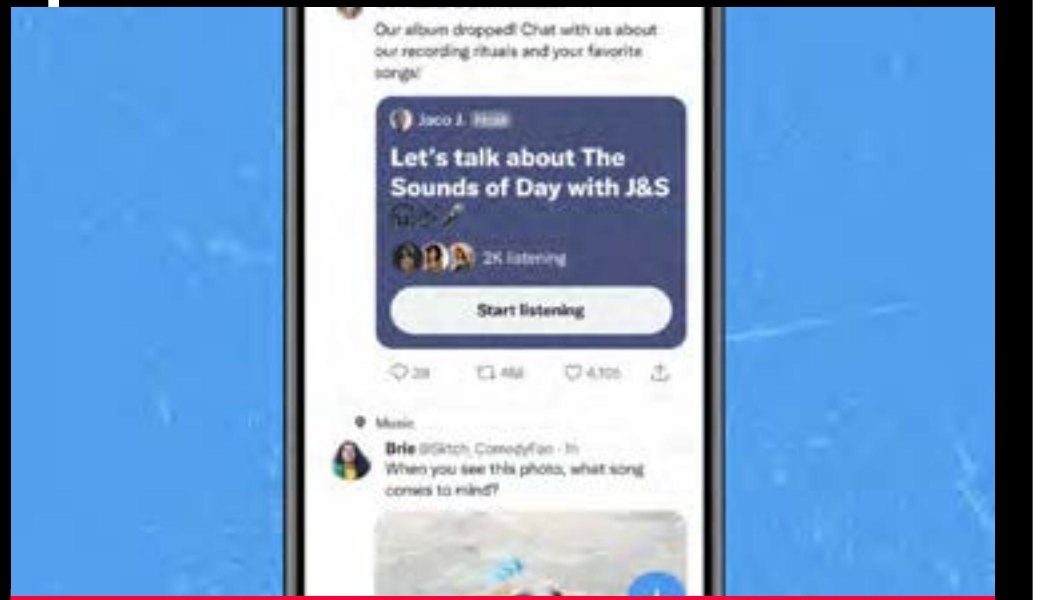
Once so closely related, two core tenets of online behaviour – connecting with friends and consuming content – have begun to drift apart. The vacuum they've created is being filled by forms of connection that are open, dynamic, and far less focused on the individual.

As the social web reorganises itself, individuality is out – at least in its earlier form. Identity curation, self-presentation, hierarchy and status-seeking are being gently set aside to make more space for effective community-building.

With growing emphasis on community over individuality, brands are better received when they act as connectors, rather than frontmen. In this context, brand identity is built bottom-up, through the collective, rather than top-down through the brand-as-figurehead.

In the eighth issue of our annual report ***Think Forward***, we unpick the complex and ever-changing web of digital culture and behaviour, and explore the role brands can play in reflecting and shaping it.

When the latest Minions release prompted a chaotic fan-led "activation", **Universal** chose to revel in the delights of a viral campaign with no recognised instigator. Rather than platforming individual voices, #Gentleminions relied on collective, anonymous mass mobilisation, in a more light-hearted example of how less ego-driven means of connection can affect real world action. The studio showed savvy by leaning in and embracing the absurdity.



Brands can lay the groundwork for communities to co-create content. **Twitter** has started testing a CoTweets feature, letting users in the US, Canada, and Korea co-author posts. This means that individual users, or even brands and influencers, can share the creative and editing responsibilities for a given post, making it a truly collaborative effort.

FIND OUT MORE IN THINK FORWARD 2023 >

PARTNER CONTENT

Meltwater Insights

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Social Media Use

The shifts creating new opportunities for marketers

Rising trust in social commerce

Social commerce is here to stay, with sales projected to account for 16.7% of all e-commerce sales by 2025.

As more consumers make their first in-app purchases in 2023, building trust through social proof, influencer marketing, social customer service, and multi-channel purchase options is crucial. Brands need to get creative with new platform features while emphasizing the legitimacy, value, and quality of social shopping.

Social media as search engine

Step aside, search engines. Gen-Z flocks to TikTok and Instagram to discover products and services. And older generations may not be far behind.

Marketers targeting older audiences should take stock of their current advertising channels and consider expanding. TikTok, in particular, is courting advertisers with marketing integrations and educational resources, making now an easy time to get on board.

Bringing “offline” online

With more social geotargeting features and demand for in-person events, expect “offline” to start to play a bigger role with influencers.

For marketers, tangible experiences have the potential for big social media impacts. From memorable in-store activations to installations and challenges geared for UGC, “offline” digital content presents an opportunity to differentiate and strengthen your brand.

Take control of your social media scheduling with Meltwater’s **social media management solution**.

FACEBOOK

FACEBOOK: MONTHLY ACTIVE USERS

FACEBOOK'S TOTAL MONTHLY ACTIVE USER BASE, BASED ON DATA PUBLISHED IN THE COMPANY'S INVESTOR EARNINGS REPORTS

TOTAL MONTHLY ACTIVE FACEBOOK USERS (MAU)
2.96
BILLION

TOTAL FACEBOOK MAU vs. TOTAL POPULATION
36.9%

QUARTER-ON-QUARTER CHANGE IN TOTAL FACEBOOK MAU
+0.8%
+24 MILLION

YEAR-ON-YEAR CHANGE IN TOTAL FACEBOOK MAU
+1.6%
+48 MILLION

TOTAL FACEBOOK MAU vs. TOTAL INTERNET USERS
57.3%

TOTAL FACEBOOK MAU vs. POPULATION AGED 13+
47.2%

FACEBOOK DAILY ACTIVE USERS vs. MONTHLY ACTIVE USERS
67.1%

FACEBOOK ADVERTISING REACH vs. TOTAL FACEBOOK MAU
67.0%

SOURCES: META'S INVESTOR EARNINGS ANNOUNCEMENTS AND ADVERTISING RESOURCES; KEPIOS ANALYSIS. **COMPARABILITY:** USER FIGURES SHOWN ON THIS CHART REPRESENT MONTHLY ACTIVE USERS, AND ARE DIFFERENT TO THE FACEBOOK ADVERTISING AUDIENCE REACH FIGURES SHOWN ELSEWHERE IN THIS REPORT. SEE NOTES ON DATA FOR DETAILS OF WHY ADVERTISING REACH DOES NOT EQUATE TO THE TOTAL MAU FIGURE.

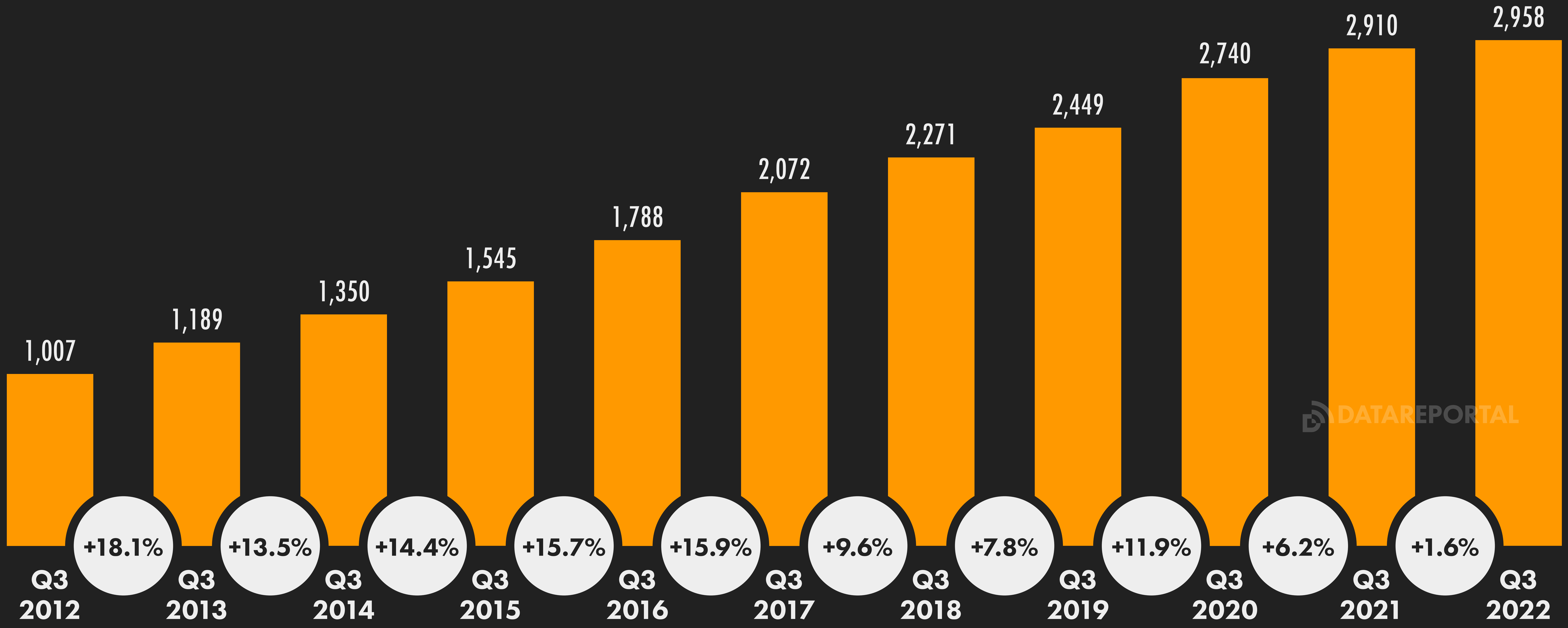
JAN 2023

FACEBOOK MONTHLY ACTIVE USERS (YOY)

MONTHLY ACTIVE FACEBOOK USERS (IN MILLIONS), AND RELATIVE CHANGE OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW

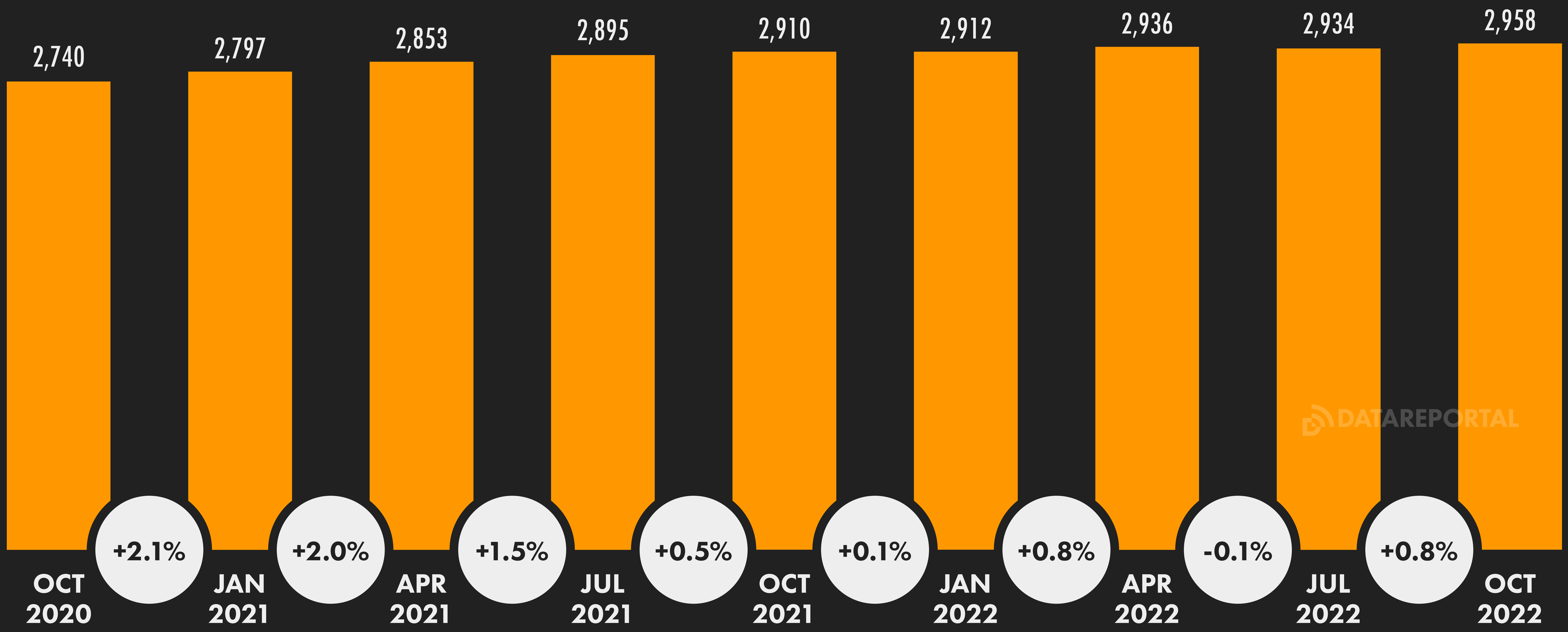


SOURCE: META'S INVESTOR EARNINGS ANNOUNCEMENTS.

FACEBOOK MONTHLY ACTIVE USERS (QOQ)

MONTHLY ACTIVE FACEBOOK USERS (IN MILLIONS), AND RELATIVE CHANGE OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



SOURCE: META'S INVESTOR EARNINGS ANNOUNCEMENTS.

FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK	FACEBOOK AD REACH vs. TOTAL POPULATION	QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH
1.98 BILLION	24.8%	-4.6% -96 MILLION	-6.0% -127 MILLION

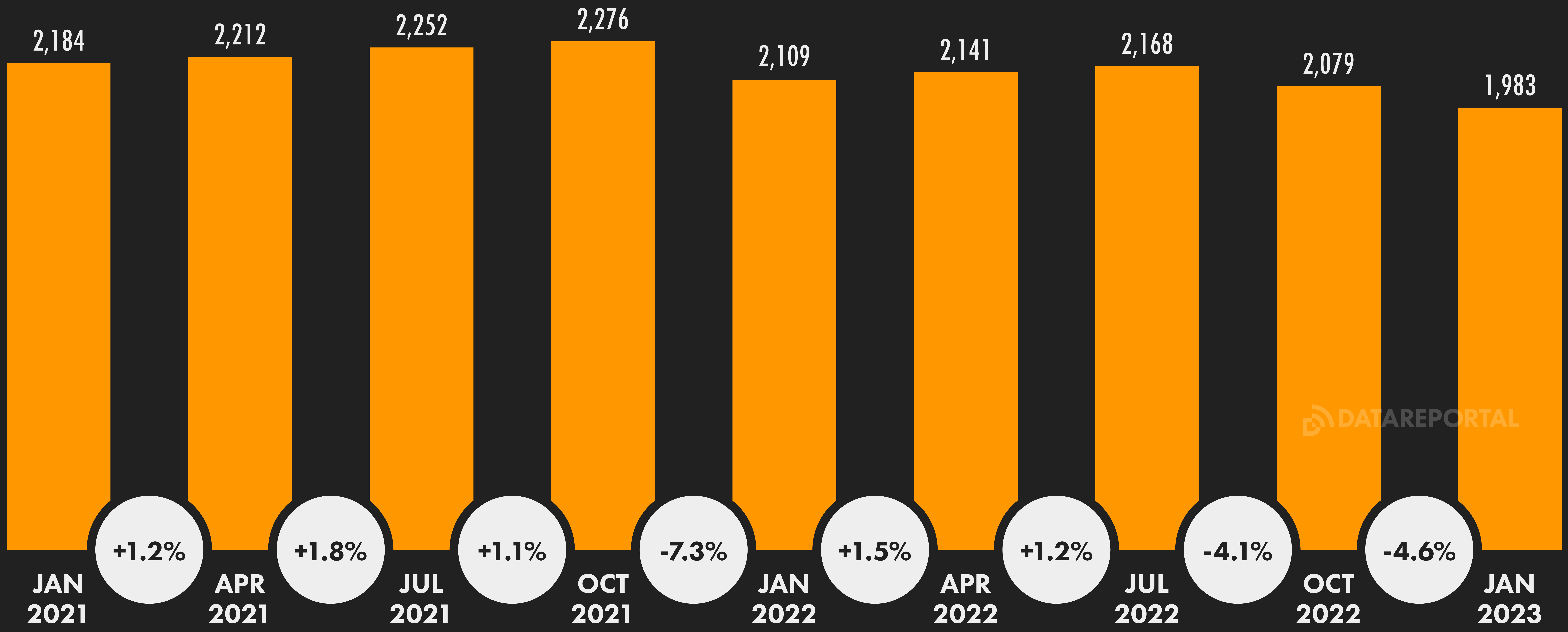
FACEBOOK AD REACH vs. TOTAL INTERNET USERS	FACEBOOK AD REACH vs. POPULATION AGED 13+	FEMALE FACEBOOK AD REACH vs. TOTAL FACEBOOK AD REACH	MALE FACEBOOK AD REACH vs. TOTAL FACEBOOK AD REACH
38.4%	31.7%	43.7%	56.3%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

FACEBOOK ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON FACEBOOK (IN MILLIONS OF USERS), AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

JAN
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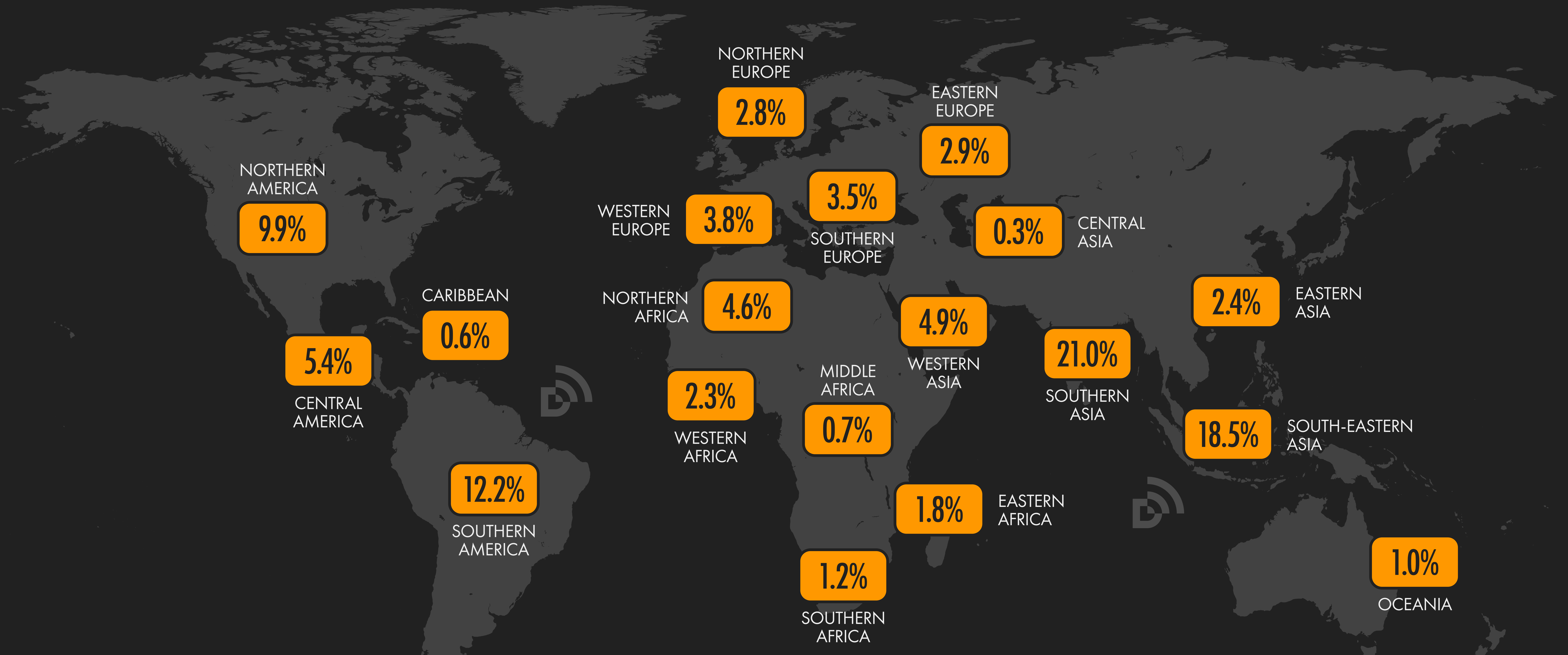
SHARE OF FACEBOOK ADVERTISING AUDIENCE

POTENTIAL FACEBOOK ADVERTISING REACH IN EACH REGION AS A PERCENTAGE OF TOTAL FACEBOOK ADVERTISING REACH

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



SOURCE: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTE:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

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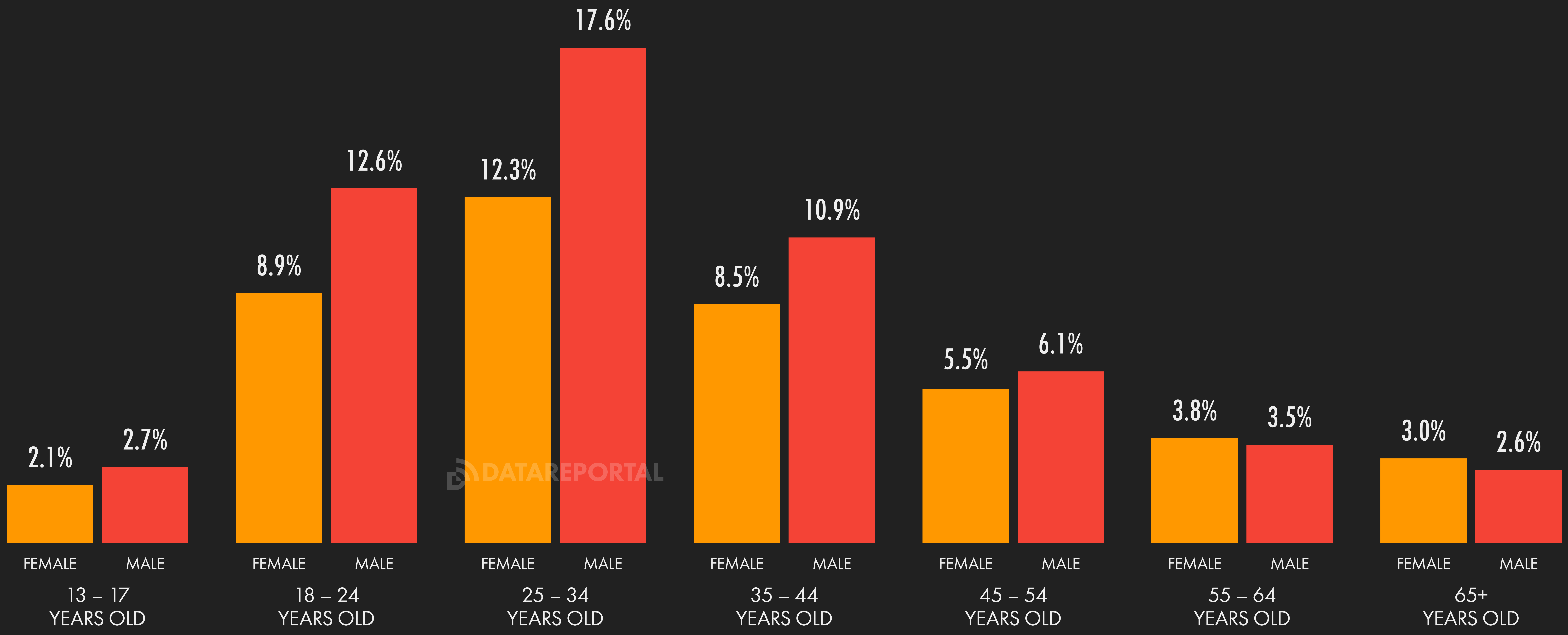
FACEBOOK: ADVERTISING AUDIENCE PROFILE

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

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. USERS MAY MISSTATE THEIR ACTUAL AGE, WHICH MAY RESULT IN DISTORTIONS IN THE SOURCE DATA. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

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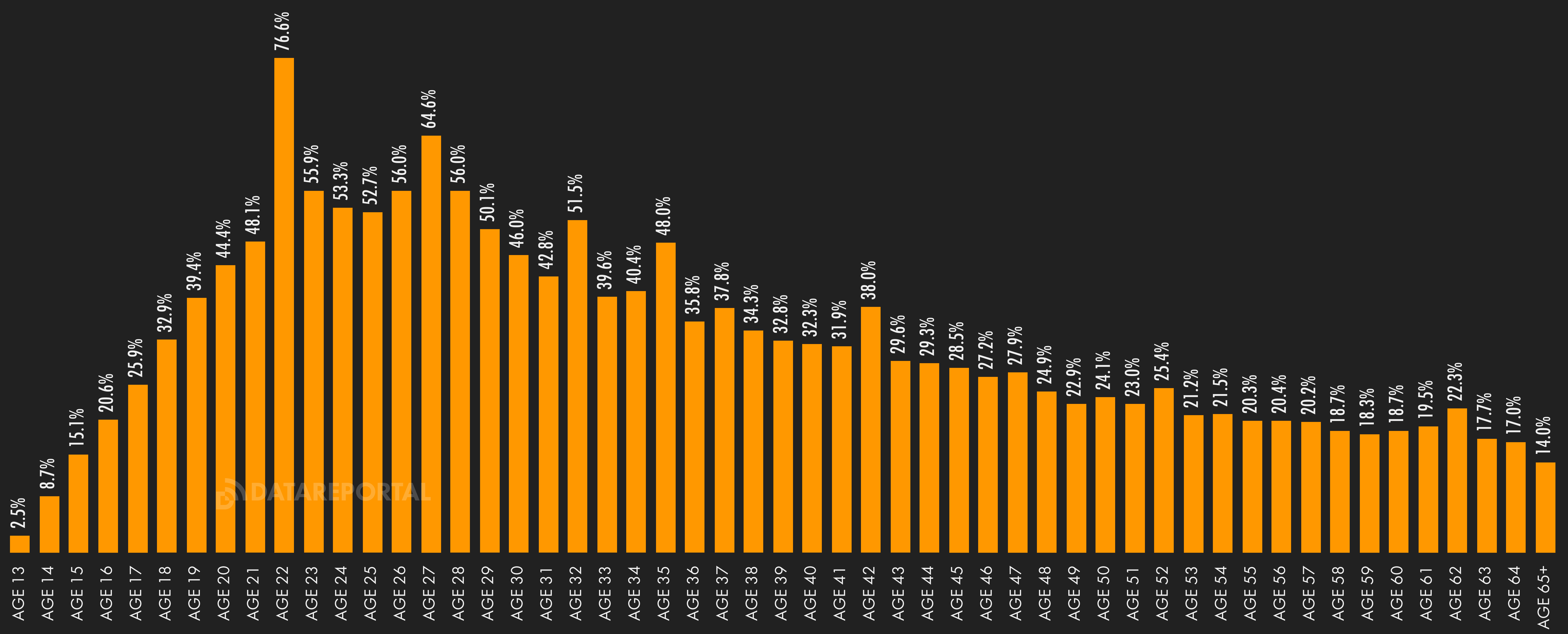
FACEBOOK ADVERTISING REACH RATE BY AGE

POTENTIAL GLOBAL REACH OF FACEBOOK ADS AT EACH AGE, COMPARED WITH THE TOTAL GLOBAL POPULATION AT THE SAME AGE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. USERS MAY MISSTATE THEIR ACTUAL AGE, WHICH MAY RESULT IN DISTORTIONS IN THE SOURCE DATA. VALUES MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

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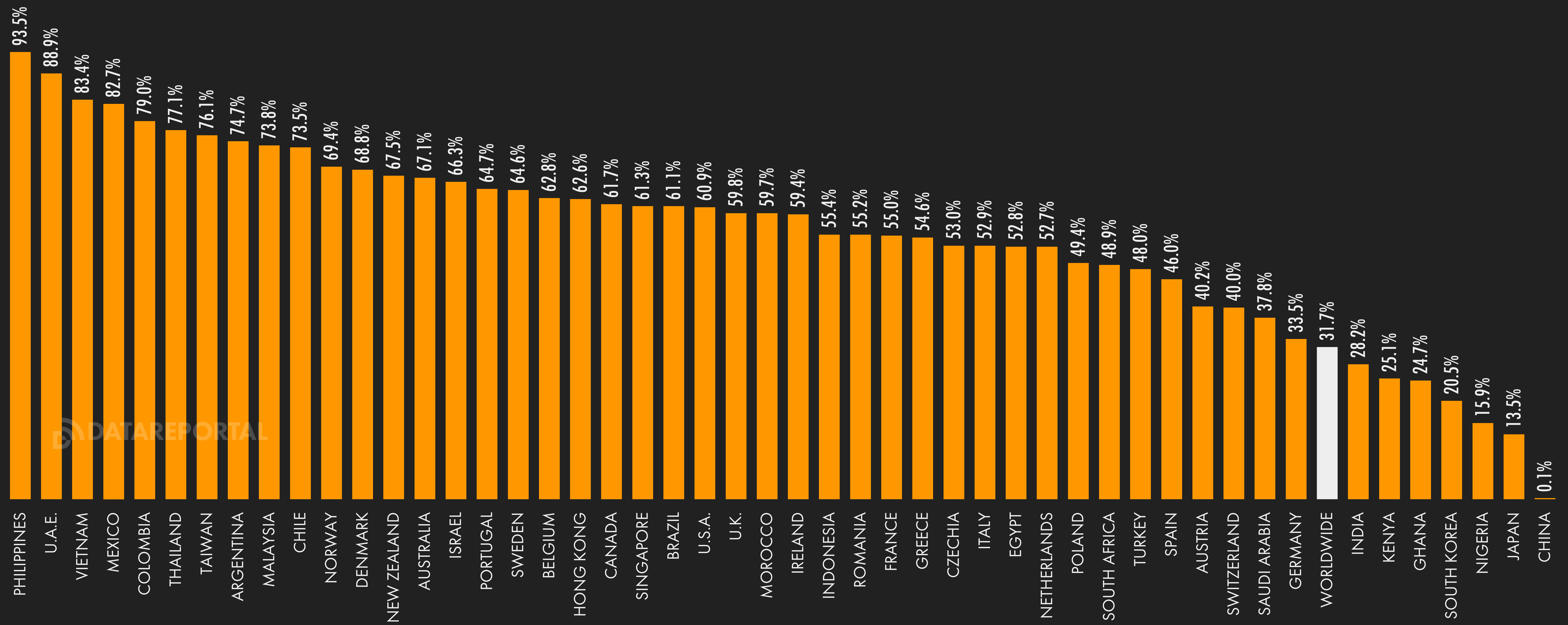
FACEBOOK ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF FACEBOOK ADS COMPARED WITH POPULATION AGED 13+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

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FACEBOOK AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	INDIA	314,600,000	28.2%
02	UNITED STATES OF AMERICA	175,000,000	60.9%
03	INDONESIA	119,900,000	55.4%
04	BRAZIL	109,050,000	61.1%
05	MEXICO	83,750,000	82.7%
06	PHILIPPINES	80,300,000	93.5%
07	VIETNAM	66,200,000	83.4%
08	THAILAND	48,100,000	77.1%
09	BANGLADESH	43,250,000	32.3%
10	EGYPT	42,000,000	52.8%

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
11	PAKISTAN	37,300,000	23.0%
12	UNITED KINGDOM	34,400,000	59.8%
13	COLOMBIA	33,500,000	79.0%
14	TURKEY	32,800,000	48.0%
15	FRANCE	30,400,000	55.0%
16	ITALY	27,950,000	52.9%
17	ARGENTINA	27,350,000	74.7%
18	GERMANY	24,500,000	33.5%
19	PERU	22,850,000	86.0%
20	SOUTH AFRICA	22,150,000	48.9%

SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

FACEBOOK ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE FACEBOOK ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	LIBYA	96.1%	5,000,000
02	MONGOLIA	94.1%	2,300,000
03	PHILIPPINES	93.5%	80,300,000
04	UNITED ARAB EMIRATES	88.9%	7,300,000
05	PERU	86.0%	22,850,000
06	GEORGIA	85.5%	2,600,000
07	ECUADOR	85.0%	12,000,000
08	QATAR	83.6%	1,950,000
09	VIETNAM	83.4%	66,200,000
10	MEXICO	82.7%	83,750,000
11	CAMBODIA	82.6%	10,450,000
12	ARUBA	82.6%	76,000
13	TONGA	81.9%	61,750
14	GREENLAND	81.9%	37,900
15	FAROE ISLANDS	80.1%	34,950
16	COLOMBIA	79.0%	33,500,000
17	BOLIVIA	78.7%	7,100,000
18	ICELAND	77.5%	244,200
19	THAILAND	77.1%	48,100,000
20	CAYMAN ISLANDS	76.2%	44,800

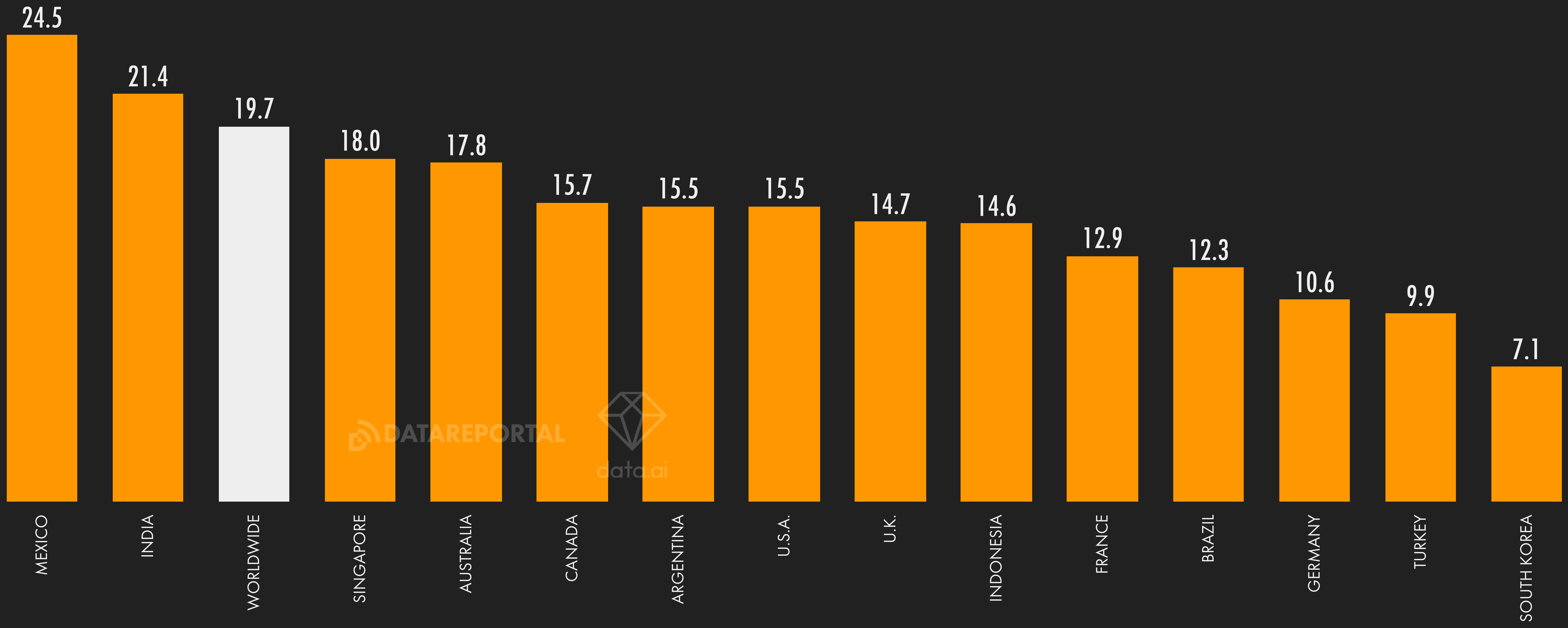
SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

JAN 2023

FACEBOOK: TIME SPENT USING MOBILE APP

AVERAGE NUMBER OF HOURS PER MONTH THAT EACH FACEBOOK USER SPENDS USING THE FACEBOOK APP ON ANDROID PHONES

GLOBAL OVERVIEW



SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI FOR MORE DETAILS, OR CONTACT DATA.AI FOR DETAILS OF HOW TO ACCESS DATA FOR ADDITIONAL LOCATIONS. **NOTE:** FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING THE FACEBOOK MOBILE APP ON ANDROID PHONES THROUGHOUT 2022. WORLDWIDE FIGURE DOES NOT INCLUDE DATA FOR CHINA.

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FACEBOOK USERS BY LANGUAGE

SHARE OF FACEBOOK'S ADVERTISING AUDIENCE BY LANGUAGE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

#	LANGUAGE	USERS	SHARE
01	ENGLISH	959,300,000	49.9%
02	SPANISH	289,900,000	15.1%
03	HINDI	160,550,000	8.3%
04	ARABIC	137,550,000	7.2%
05	PORTUGUESE	123,200,000	6.4%
06	INDONESIAN	105,150,000	5.5%
07	FRENCH	100,550,000	5.2%
08	BENGALI	70,100,000	3.6%
09	VIETNAMESE	64,850,000	3.4%
10	FILIPINO	58,200,000	3.0%

#	LANGUAGE	USERS	SHARE
11	JAVANESE	49,000,000	2.5%
12	THAI	46,650,000	2.4%
13	URDU	37,000,000	1.9%
14	TURKISH	35,500,000	1.8%
15	ITALIAN	30,250,000	1.6%
16	GERMAN	28,400,000	1.5%
17	CHINESE	27,300,000	1.4%
18	RUSSIAN	23,500,000	1.2%
19	POLISH	18,650,000	1.0%
20	SWAHILI	15,100,000	0.8%

SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** USER FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE.
NOTE: LANGUAGE NAMES AND CATEGORISATION AS PER META'S ADVERTISING RESOURCES. SEE NOTES ON DATA FOR FURTHER DETAILS.

FACEBOOK'S TOP CITIES

URBAN AREAS WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

#	CITY	CITY ONLY	CITY +40KM
01	DHAKA	14,800,000	20,550,000
02	DELHI	12,950,000	20,200,000
03	BANGKOK	10,450,000	15,800,000
04	HO CHI MINH CITY	9,900,000	15,750,000
05	LIMA	9,350,000	10,550,000
06	MEXICO CITY	9,250,000	16,650,000
07	CAIRO	8,900,000	15,350,000
08	KOLKATA	8,700,000	12,550,000
09	MUMBAI	8,450,000	12,700,000
10	SÃO PAULO	7,800,000	12,850,000

#	CITY	CITY ONLY	CITY +40KM
11	ISTANBUL	7,700,000	8,750,000
12	JAKARTA	7,600,000	16,100,000
13	KARACHI	7,400,000	8,350,000
14=	BOGOTÁ	6,500,000	7,500,000
14=	PHNOM PENH	6,500,000	7,700,000
16	BANGALORE	6,100,000	7,700,000
17	LAGOS	5,350,000	6,100,000
18	HANOI	5,300,000	10,400,000
19	BAGHDAD	5,000,000	5,350,000
20	CHENNAI	4,900,000	5,900,000

SOURCE: META'S ADVERTISING RESOURCES. **NOTE:** RANK ORDER DETERMINED BY VALUES IN THE "CITY ONLY" COLUMN. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

FACEBOOK REELS: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS WITHIN THE FACEBOOK REELS ENVIRONMENT

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

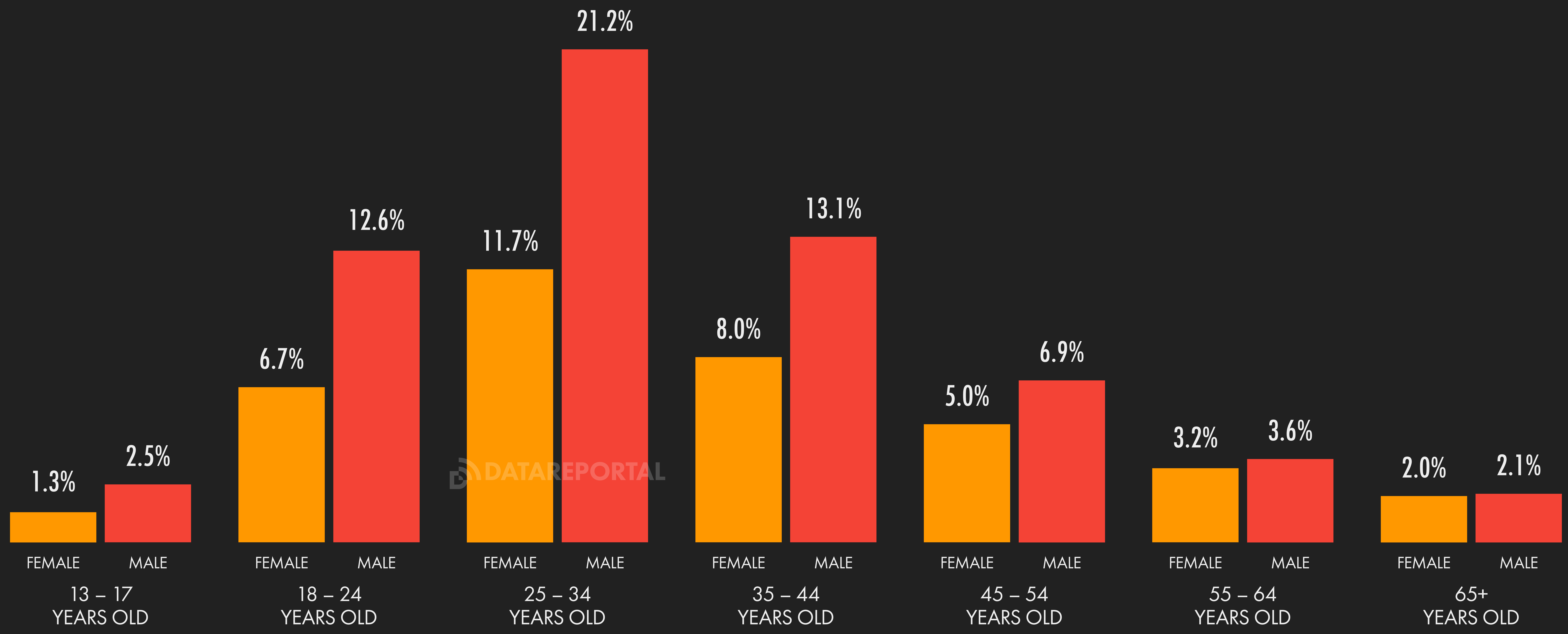
POTENTIAL AUDIENCE THAT META REPORTS CAN BE REACHED WITH ADS IN FACEBOOK REELS	POTENTIAL REACH OF ADS IN FACEBOOK REELS AS A PERCENTAGE OF FACEBOOK'S TOTAL AD REACH	FACEBOOK REELS AD AUDIENCE AS A PERCENTAGE OF TOTAL POPULATION AGED 13+	PERCENTAGE OF THE FACEBOOK REELS AD AUDIENCE THAT META REPORTS IS FEMALE	PERCENTAGE OF THE FACEBOOK REELS AD AUDIENCE THAT META REPORTS IS MALE
616.8 MILLION	31.1%	9.9%	37.6%	62.4%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

FACEBOOK REELS: AD AUDIENCE PROFILE

DEMOGRAPHIC PROFILE OF THE AUDIENCE THAT MARKETERS CAN REACH WITH ADS WITHIN THE FACEBOOK REELS ENVIRONMENT

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



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JAN 2023

SHARE OF FACEBOOK PAGE POSTS BY POST TYPE

POSTS OF EACH TYPE AS A PERCENTAGE OF ALL POSTS MADE BY FACEBOOK PAGES

GLOBAL OVERVIEW

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
1.27	30.2%	17.4%	50.6%	1.8%

SOURCE: LOCOWISE. FIGURES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER 2022 AND 30 NOVEMBER 2022. 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.

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FACEBOOK POST ENGAGEMENT BENCHMARKS

FACEBOOK PAGE POST ENGAGEMENTS (REACTIONS, COMMENTS, AND SHARES) AS A PERCENTAGE OF TOTAL PAGE FANS

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: ALL POST TYPES	AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: PHOTO POSTS	AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: VIDEO POSTS	AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: LINK POSTS	AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: STATUS POSTS
0.07%	0.12%	0.08%	0.03%	0.11%

SOURCE: LOCOWISE. FIGURES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER 2022 AND 30 NOVEMBER 2022. **NOTES:** PERCENTAGES COMPARE THE COMBINED TOTAL OF 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. VALUES MAY NOT SUM TO 100% DUE TO ROUNDING.

FACEBOOK POST ENGAGEMENT COMPARISONS

FACEBOOK PAGE POST ENGAGEMENTS (REACTIONS, COMMENTS, AND SHARES) AS A PERCENTAGE OF TOTAL PAGE FANS

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

0.31%

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

0.20%

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

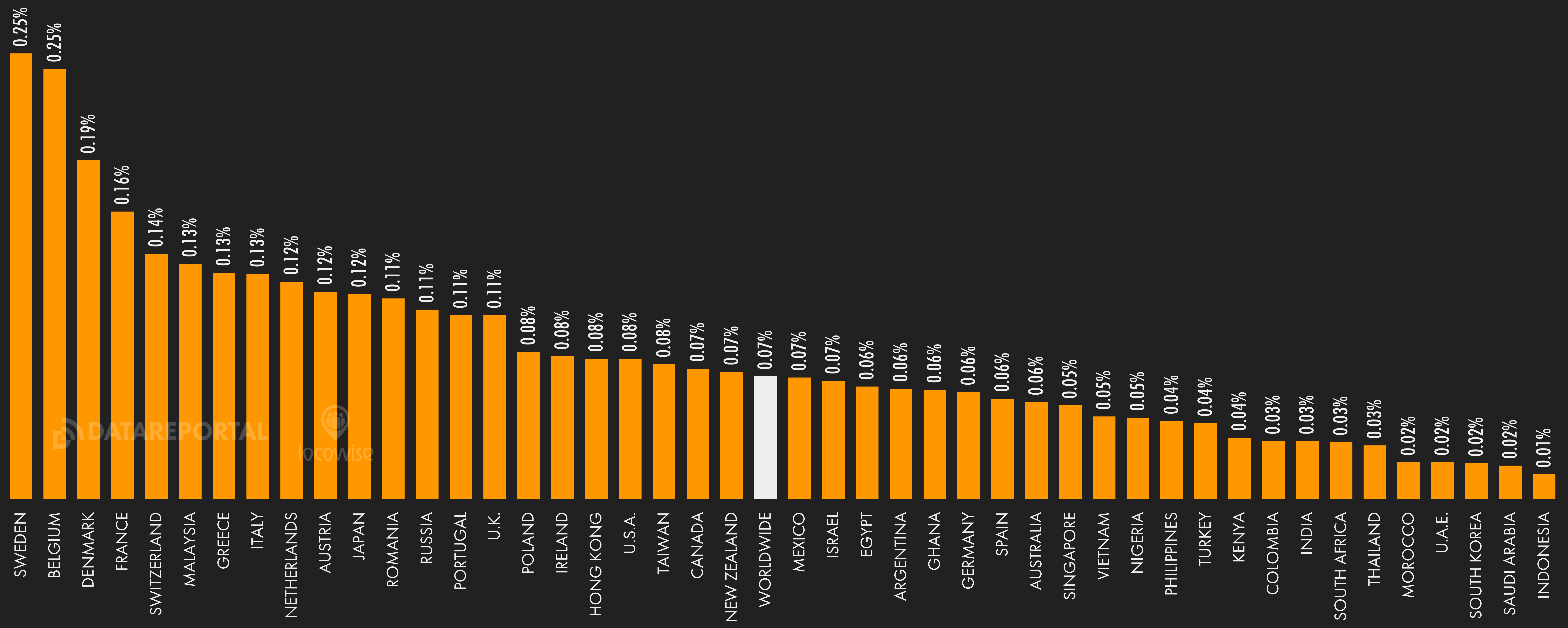
0.05%

locowise

SOURCE: LOCOWISE. FIGURES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER 2022 AND 30 NOVEMBER 2022. **NOTES:** PERCENTAGES COMPARE THE COMBINED TOTAL OF 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. VALUES MAY NOT SUM TO 100% DUE TO ROUNDING.

FACEBOOK POST ENGAGEMENT BENCHMARKS

FACEBOOK PAGE POST ENGAGEMENTS (REACTIONS, COMMENTS, AND SHARES) AS A PERCENTAGE OF TOTAL PAGE FANS



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MOST FOLLOWED FACEBOOK PAGES

FACEBOOK PAGES WITH THE GREATEST NUMBER OF FOLLOWERS

#	FACEBOOK PAGE	FOLLOWERS
01	FACEBOOK APP	182,400,000
02	SAMSUNG	162,000,000
03	CRISTIANO RONALDO	159,000,000
04	MR. BEAN	134,000,000
05	5-MINUTE CRAFTS	125,300,000
06	CGTN	119,000,000
07	SHAKIRA	119,000,000
08	REAL MADRID C.F.	115,600,000
09	WILL SMITH	113,000,000
10	LIONEL MESSI	113,000,000
11	FC BARCELONA	110,400,000
12	COCA-COLA	109,000,000
13	TASTY	106,300,000
14	VIN DIESEL	106,000,000
15	YOUTUBE	105,800,000
16	CHINA DAILY	105,000,000
17	RIHANNA	102,000,000
18	EMINEM	95,000,000
19	XINHUA NEWS AGENCY	94,500,000
20	JUSTIN BIEBER	91,000,000
21	NEYMAR JR.	90,000,000
22	SELENA GOMEZ	88,100,000
23	NETFLIX	86,100,000
24	PEOPLE'S DAILY, CHINA	84,000,000
25	MCDONALD'S	82,000,000
26	UEFA CHAMPIONS LEAGUE	81,300,000
27	LALIGA	81,300,000
28	MANCHESTER UNITED	79,400,000
29	META	79,000,000
30	TAYLOR SWIFT	77,000,000

SOURCE: KEPIOS ANALYSIS, BASED ON RANKINGS PUBLISHED BY SOCIALBLADE AND FOLLOWER DATA PUBLISHED ON FACEBOOK.COM. **NOTES:** VALUES HAVE BEEN ROUNDED TO THE NEAREST 100,000. FACEBOOK ALSO ROUNDS VALUES FOR SOME PAGES TO THE NEAREST MILLION. WHERE PAGES HAVE AN EQUAL NUMBERS OF FOLLOWERS, RANK ORDER IS BASED ON THE TOTAL NUMBER OF PAGE LIKES. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

YOUTUBE

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

POTENTIAL REACH OF ADS ON YOUTUBE	YOUTUBE AD REACH vs. TOTAL POPULATION	YOUTUBE AD REACH vs. TOTAL INTERNET USERS	YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH
2.51 BILLION	31.4%	48.7%	-1.9% -48 MILLION

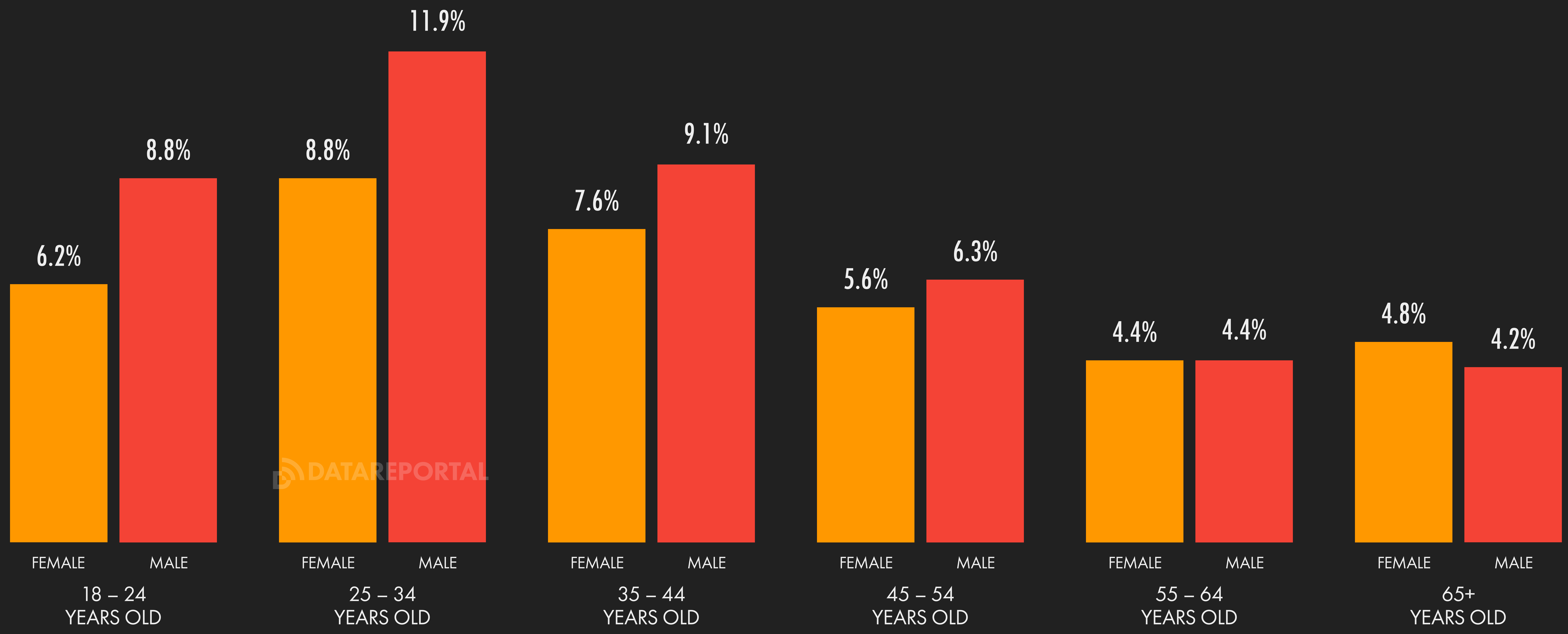
YOUTUBE'S ADVERTISING REACH: USERS AGED 18+	YOUTUBE'S AD REACH AGE 18+ vs. TOTAL POPULATION AGE 18+	FEMALE YOUTUBE AD REACH AGE 18+ vs. TOTAL YOUTUBE AD REACH AGE 18+	MALE YOUTUBE AD REACH AGE 18+ vs. TOTAL YOUTUBE AD REACH AGE 18+
2.07 BILLION	36.8%	45.6%	54.4%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. GOOGLE'S RESOURCES ONLY PUBLISH GENDER AND AGE DATA FOR USERS AGED 18 AND ABOVE, AND ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". FIGURE FOR POTENTIAL REACH AGE 18+ USES A DIFFERENT AUDIENCE TOTAL TO THE ONE USED FOR REACH OF TOTAL POPULATION. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS, INCLUDING LOSS OF AUDIENCE DATA FOR RUSSIA. DATA ARE NOT COMPARABLE WITH FIGURES PUBLISHED IN OUR PREVIOUS REPORTS.

YOUTUBE: ADVERTISING AUDIENCE PROFILE

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

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE DATA ONLY. AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+, BUT GOOGLE'S RESOURCES ALSO PUBLISH A VALUE FOR TOTAL AUDIENCE. PERCENTAGES SHOWN HERE REPRESENT SHARE OF THE TOTAL AUDIENCE FIGURE, SO WILL NOT SUM TO 100%. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. USERS MAY MISSTATE THEIR ACTUAL AGE, WHICH MAY RESULT IN DISTORTIONS IN THE SOURCE DATA. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

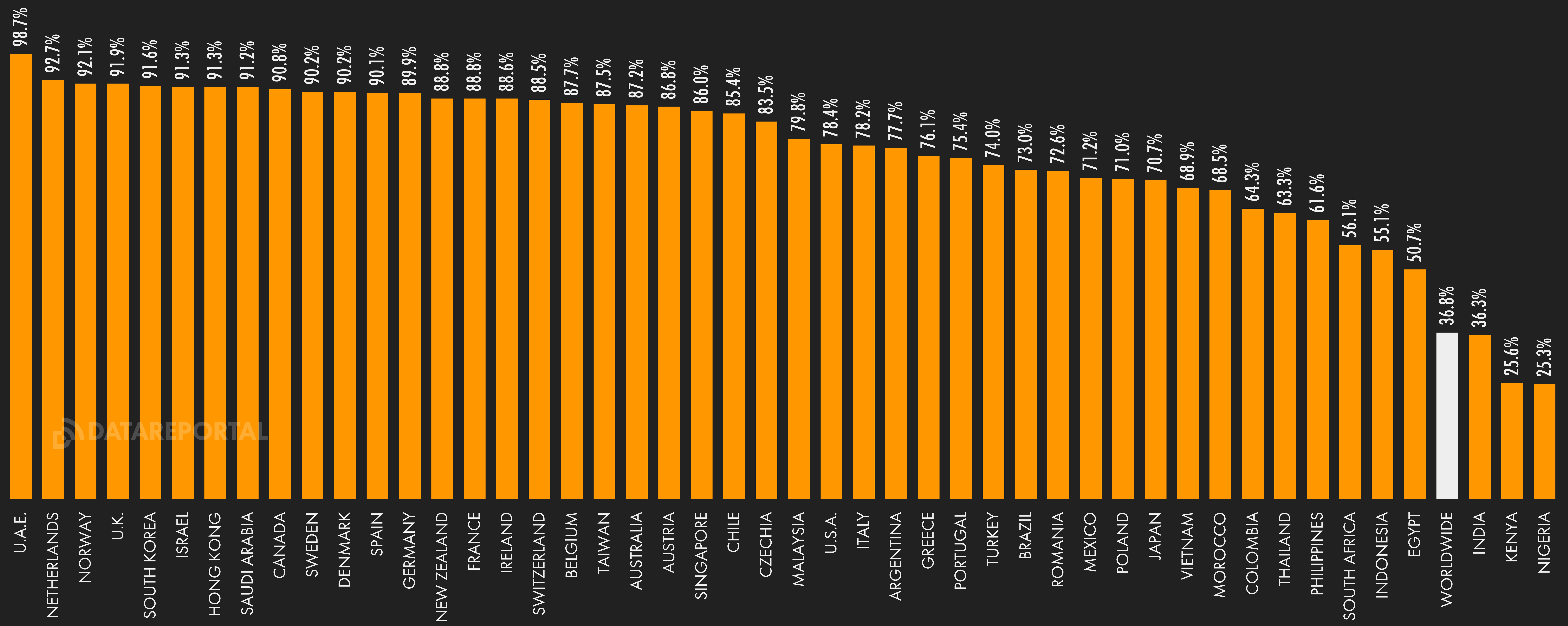
JAN
2023

YOUTUBE ADVERTISING: REACH RATE AGE 18+

YOUTUBE'S POTENTIAL REACH AMONGST AUDIENCES AGED 18+ COMPARED WITH POPULATION AGED 18+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



SOURCES: GOOGLE'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

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YOUTUBE AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST YOUTUBE ADVERTISING AUDIENCES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH 18+ vs. POP. 18+
01	INDIA	467,000,000	36.3%
02	UNITED STATES OF AMERICA	246,000,000	78.4%
03	BRAZIL	142,000,000	73.0%
04	INDONESIA	139,000,000	55.1%
05	MEXICO	81,800,000	71.2%
06	JAPAN	78,400,000	70.7%
07	PAKISTAN	71,700,000	39.1%
08	GERMANY	70,900,000	89.9%
09	VIETNAM	63,000,000	68.9%
10	TURKEY	57,900,000	74.0%

#	LOCATION	TOTAL REACH	REACH 18+ vs. POP. 18+
11	PHILIPPINES	57,700,000	61.6%
12	UNITED KINGDOM	57,100,000	91.9%
13	FRANCE	52,100,000	88.8%
14	SOUTH KOREA	46,000,000	91.6%
15	EGYPT	45,900,000	50.7%
16=	ITALY	43,900,000	78.2%
16=	THAILAND	43,900,000	63.3%
18	SPAIN	40,700,000	90.1%
19	BANGLADESH	34,400,000	23.2%
20	CANADA	33,100,000	90.8%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON AVAILABLE DATA ONLY. "TOTAL REACH" FIGURE INCLUDES USERS OF ALL AGES; "REACH 18+ vs. POP. 18+" ONLY INCLUDES USERS AGED 18+. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE ACTIVE USER BASE. VALUES vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES NOT COMPARABLE WITH PREVIOUS REPORTS.

YOUTUBE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE YOUTUBE ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

#	LOCATION	REACH 18+ vs. POP. 18+	TOTAL REACH
01	LEBANON	111.5%*	4,910,000
02	BAHRAIN	109.8%*	1,460,000
03	OMAN	108.0%*	4,170,000
04	QATAR	102.7%*	2,620,000
05	UNITED ARAB EMIRATES	98.7%	8,990,000
06	NETHERLANDS	92.7%	15,500,000
07	NORWAY	92.1%	4,620,000
08	UNITED KINGDOM	91.9%	57,100,000
09	SOUTH KOREA	91.6%	46,000,000
10	KUWAIT	91.6%	3,590,000

#	LOCATION	REACH 18+ vs. POP. 18+	TOTAL REACH
11	ISRAEL	91.3%	7,060,000
12	HONG KONG	91.3%	6,730,000
13	SAUDI ARABIA	91.2%	29,100,000
14	CANADA	90.8%	33,100,000
15	SWEDEN	90.2%	8,700,000
16	DENMARK	90.2%	4,940,000
17	SPAIN	90.1%	40,700,000
18	GERMANY	89.9%	70,900,000
19	NEW ZEALAND	88.8%	4,240,000
20	FRANCE	88.8%	52,100,000

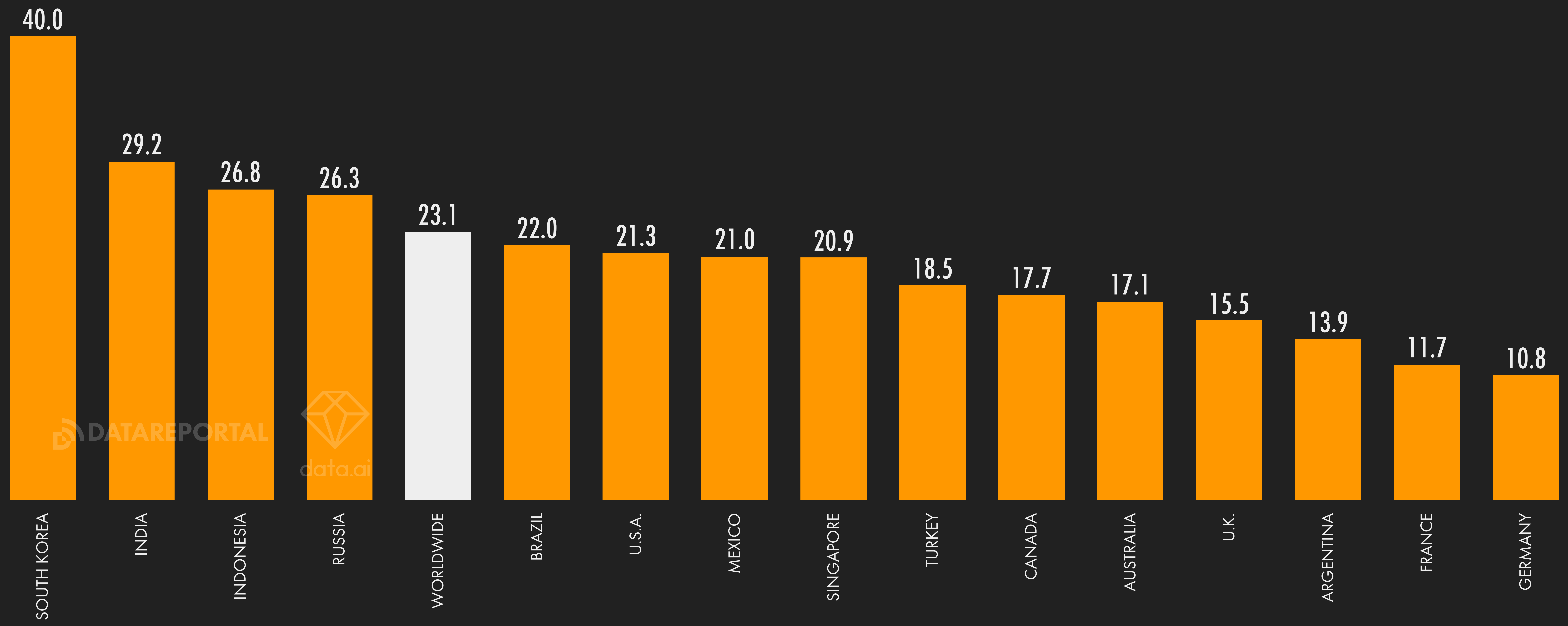
SOURCES: GOOGLE'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON AVAILABLE DATA ONLY. "TOTAL REACH" FIGURE INCLUDES USERS OF ALL AGES; "REACH 18+ vs. POP. 18+" ONLY INCLUDES USERS AGED 18+. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE ACTIVE USER BASE. (*) VALUES vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES NOT COMPARABLE WITH PREVIOUS REPORTS.

YOUTUBE: TIME SPENT USING MOBILE APP

JAN 2023

AVERAGE NUMBER OF HOURS PER MONTH THAT EACH YOUTUBE USER SPENDS USING THE YOUTUBE APP ON ANDROID PHONES

GLOBAL OVERVIEW



SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI FOR MORE DETAILS, OR CONTACT DATA.AI FOR DETAILS OF HOW TO ACCESS DATA FOR ADDITIONAL LOCATIONS. **NOTE:** FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING THE YOUTUBE MOBILE APP ON ANDROID PHONES THROUGHOUT 2022. WORLDWIDE FIGURE DOES NOT INCLUDE DATA FOR CHINA.

JAN 2023

TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2022 AND 31 DECEMBER 2022

GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX
1	SONG	100
2	MOVIE	55
3	VIDEO	38
4	SONGS	37
5	DJ	22
6	FILM	17
7	STATUS	17
8	MUSIC	16
9	CARTOON	15
10	CARTOON CARTOON	15

#	SEARCH QUERY	INDEX
11	NEW SONG	14
12	GANA	14
13	TIKTOK	13
14	MOVIES	13
15	HINDI MOVIE	13
16	KARAOKE	13
17	NEWS	13
18	COMEDY	9
19	MINECRAFT	9
20	ASMR	8

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2022 AND 31 DECEMBER 2022. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

MOST POPULAR YOUTUBE CHANNELS

YOUTUBE CHANNELS WITH THE GREATEST NUMBER OF SUBSCRIBERS

#	CHANNEL NAME	SUBSCRIBERS	CHANNEL VIEWS
01	T-SERIES	233,000,000	211,647,300,000
02	COCOMELON - NURSERY RHYMES	151,000,000	147,963,100,000
03	SET INDIA	149,000,000	136,916,900,000
04	MRBEAST	126,000,000	21,042,100,000
05	PEWDIEPIE	111,000,000	28,835,300,000
06	✿ KIDS DIANA SHOW	106,000,000	86,237,300,000
07	LIKE NASTYA	103,000,000	86,791,500,000
08	WWE	92,600,000	73,311,300,000
09	VLAD AND NIKI	92,200,000	72,128,000,000
10	ZEE MUSIC COMPANY	91,200,000	53,011,500,000

#	CHANNEL NAME	SUBSCRIBERS	CHANNEL VIEWS
11	BLACKPINK	83,700,000	28,563,300,000
12	GOLDMINES	80,600,000	21,029,900,000
13	5-MINUTE CRAFTS	78,400,000	24,908,600,000
14	SONY SAB	75,900,000	90,450,100,000
15	BANGTANTV	73,000,000	19,106,700,000
16	JUSTIN BIEBER	70,800,000	29,517,900,000
17	HYBE LABELS	69,500,000	25,788,000,000
18	CANAL KONDZILLA	66,300,000	37,135,100,000
19	ZEE TV	65,200,000	30,925,900,000
20	PINKFONG BABY SHARK	64,100,000	35,625,600,000

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON YOUTUBE. **NOTES:** SUBSCRIBER NUMBERS ROUNDED AT SOURCE. VIEW COUNTS HAVE BEEN ROUNDED TO THE NEAREST 100,000. **COMPARABILITY:** SUBSCRIBER AND VIEW COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

MOST VIEWED YOUTUBE VIDEOS

YOUTUBE VIDEOS WITH THE GREATEST NUMBER OF ALL-TIME VIEWS

#	YOUTUBE CHANNEL – "VIDEO TITLE"	VIEWS	UPLOADED	LIKES
01	PINK FONG – "BABY SHARK DANCE"	12,055,900,000	18 JUN 2016	38,000,000
02	LUIS FONSI FEATURING DADDY YANKEE – "DESPACITO"	8,055,700,000	13 JAN 2017	50,000,000
03	LOOLOO KIDS – "JOHNY JOHNY YES PAPA"	6,576,900,000	08 OCT 2016	18,000,000
04	COCOMELON - NURSERY RHYMES – "BATH SONG"	5,918,300,000	02 MAY 2018	15,000,000
05	ED SHEERAN – "SHAPE OF YOU"	5,882,100,000	30 JAN 2017	30,000,000
06	WIZ KHALIFA FEATURING CHARLIE PUTH – "SEE YOU AGAIN "	5,745,300,000	07 APR 2015	39,000,000
07	CHUCHU TV NURSERY RHYMES & KIDS SONGS – "PHONICS SONG WITH TWO WORDS"	5,093,400,000	07 MAR 2014	[HIDDEN]
08	COCOMELON - NURSERY RHYMES – "WHEELS ON THE BUS"	4,800,900,000	24 MAY 2018	14,000,000
09	MARK RONSON FEATURING BRUNO MARS – "UPTOWN FUNK"	4,794,200,000	19 NOV 2014	19,000,000
10	МИРОШКА ТВ – "LEARNING COLORS - COLORFUL EGGS ON A FARM"	4,774,900,000	27 FEB 2018	13,000,000

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON YOUTUBE. **NOTES:** VIEWS HAVE BEEN ROUNDED TO THE NEAREST 100,000. LIKES ARE ROUNDED AT SOURCE. **COMPARABILITY:** VIEW AND LIKE COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

INSTAGRAM

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM	INSTAGRAM AD REACH vs. TOTAL POPULATION	QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH
1.32 BILLION	16.5%	-4.9% -68 MILLION	-10.8% -160 MILLION

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS	INSTAGRAM AD REACH vs. POPULATION AGED 13+	FEMALE INSTAGRAM AD REACH vs. TOTAL INSTAGRAM AD REACH	MALE INSTAGRAM AD REACH vs. TOTAL INSTAGRAM AD REACH
25.6%	21.1%	48.2%	51.8%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

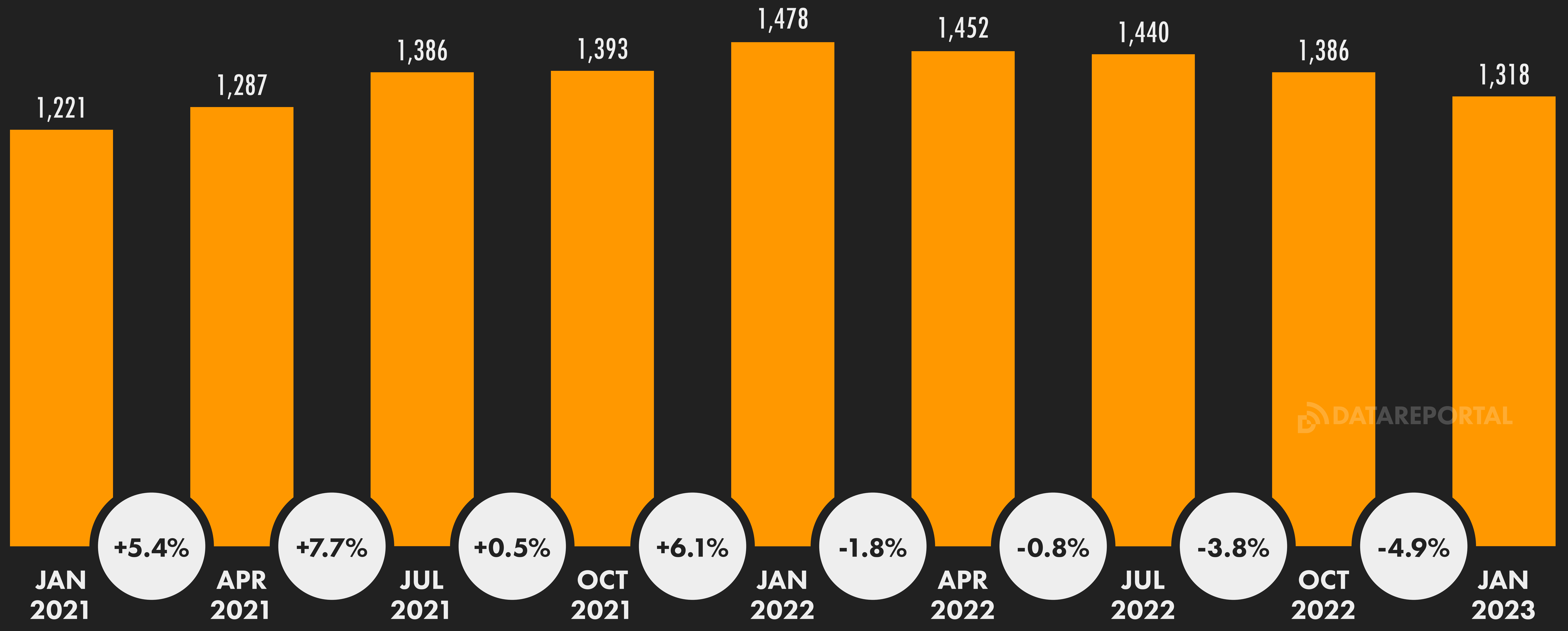
JAN 2023

INSTAGRAM ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON INSTAGRAM (IN MILLIONS OF USERS), AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

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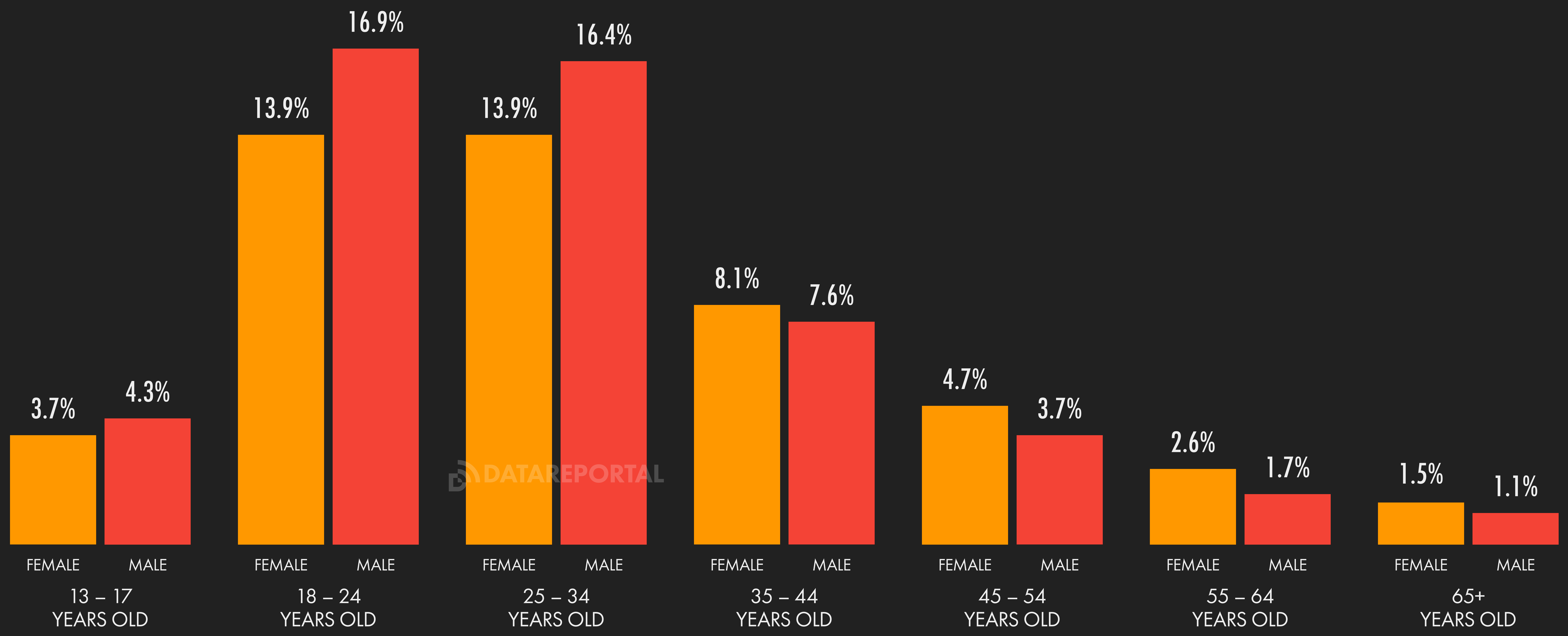
INSTAGRAM: ADVERTISING AUDIENCE PROFILE

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

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

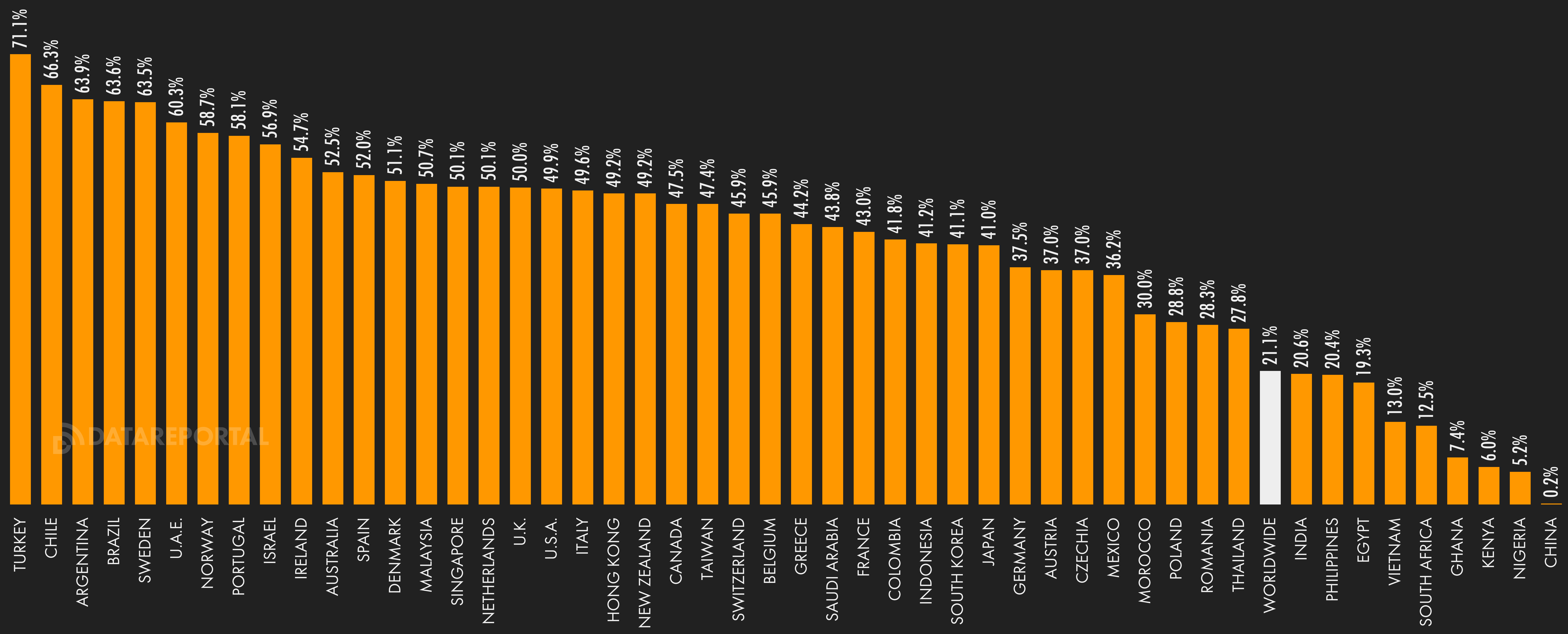


SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. USERS MAY MISSTATE THEIR ACTUAL AGE, WHICH MAY RESULT IN DISTORTIONS IN THE SOURCE DATA. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

INSTAGRAM ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF INSTAGRAM ADS COMPARED WITH POPULATION AGED 13+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

JAN 2023

INSTAGRAM AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST INSTAGRAM ADVERTISING AUDIENCES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	INDIA	229,550,000	20.6%
02	UNITED STATES OF AMERICA	143,350,000	49.9%
03	BRAZIL	113,500,000	63.6%
04	INDONESIA	89,150,000	41.2%
05	TURKEY	48,650,000	71.1%
06	JAPAN	45,700,000	41.0%
07	MEXICO	36,700,000	36.2%
08	UNITED KINGDOM	28,750,000	50.0%
09	GERMANY	27,450,000	37.5%
10	ITALY	26,200,000	49.6%

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
11	FRANCE	23,750,000	43.0%
12	ARGENTINA	23,400,000	63.9%
13	SPAIN	21,900,000	52.0%
14	SOUTH KOREA	19,250,000	41.1%
15	COLOMBIA	17,750,000	41.8%
16	PHILIPPINES	17,550,000	20.4%
17	THAILAND	17,350,000	27.8%
18	CANADA	15,900,000	47.5%
19	EGYPT	15,350,000	19.3%
20	IRAQ	14,000,000	46.5%

SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

JAN 2023

INSTAGRAM ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE INSTAGRAM ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	BRUNEI	74.1%	270,550
02	KAZAKHSTAN	72.5%	10,450,000
03	BAHRAIN	72.0%	879,750
04	TURKEY	71.1%	48,650,000
05	CYPRUS	66.8%	722,900
06	CHILE	66.3%	10,950,000
07	MONTENEGRO	66.2%	350,850
08	CAYMAN ISLANDS	65.6%	38,550
09	URUGUAY	64.5%	1,850,000
10	PANAMA	64.1%	2,200,000

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
11	ARGENTINA	63.9%	23,400,000
12	BRAZIL	63.6%	113,500,000
13	SWEDEN	63.5%	5,700,000
14	ICELAND	63.1%	199,050
15	GUAM	61.6%	82,250
16	BARBADOS	61.3%	148,300
17	UNITED ARAB EMIRATES	60.3%	4,950,000
18	NORWAY	58.7%	2,750,000
19	PORTUGAL	58.1%	5,300,000
20	KUWAIT	58.0%	2,050,000

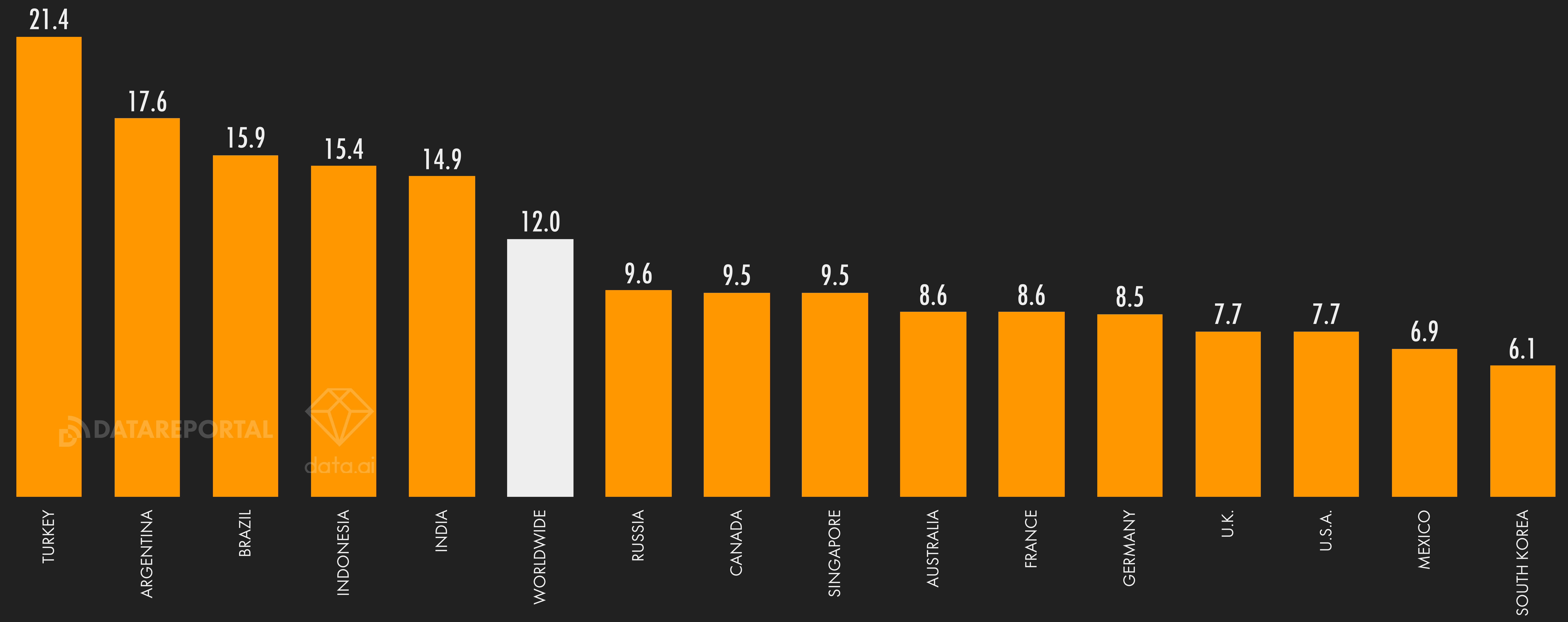
SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

JAN 2023

INSTAGRAM: TIME SPENT USING MOBILE APP

AVERAGE NUMBER OF HOURS PER MONTH THAT EACH INSTAGRAM USER SPENDS USING THE INSTAGRAM APP ON ANDROID PHONES

GLOBAL OVERVIEW



SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI FOR MORE DETAILS, OR CONTACT DATA.AI FOR DETAILS OF HOW TO ACCESS DATA FOR ADDITIONAL LOCATIONS. **NOTE:** FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING THE INSTAGRAM MOBILE APP ON ANDROID PHONES THROUGHOUT 2022. WORLDWIDE FIGURE DOES NOT INCLUDE DATA FOR CHINA.

INSTAGRAM STORIES AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH INSTAGRAM STORIES ADS

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

POTENTIAL AUDIENCE THAT META REPORTS CAN BE REACHED WITH INSTAGRAM STORIES ADS	INSTAGRAM STORIES AD REACH AS A PERCENTAGE OF INSTAGRAM'S TOTAL ADVERTISING REACH	INSTAGRAM STORIES ADVERTISING REACH AS A PERCENTAGE OF TOTAL POPULATION AGED 13+	PERCENTAGE OF THE INSTAGRAM STORIES AD AUDIENCE THAT META REPORTS IS FEMALE	PERCENTAGE OF THE INSTAGRAM STORIES AD AUDIENCE THAT META REPORTS IS MALE
959.7 MILLION	72.8%	15.3%	50.2%	49.8%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

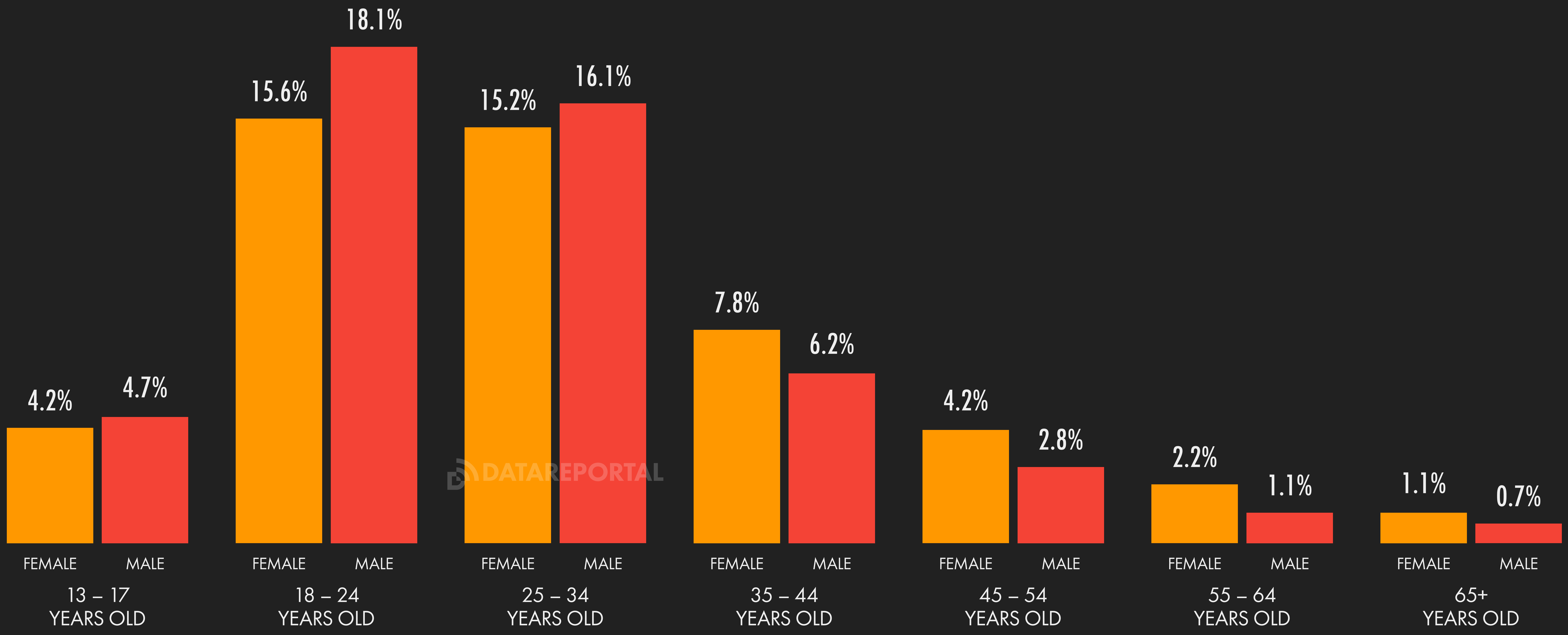
JAN 2023

INSTAGRAM STORIES: AD AUDIENCE PROFILE

DEMOGRAPHIC PROFILE OF THE AUDIENCE THAT MARKETERS CAN REACH WITH ADS IN THE INSTAGRAM STORIES ENVIRONMENT

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. USERS MAY MISSTATE THEIR ACTUAL AGE, WHICH MAY RESULT IN DISTORTIONS IN THE SOURCE DATA. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

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INSTAGRAM REELS AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH AD PLACEMENTS IN INSTAGRAM REELS

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

POTENTIAL AUDIENCE THAT META REPORTS CAN BE REACHED WITH ADS IN INSTAGRAM REELS	INSTAGRAM REELS AD REACH AS A PERCENTAGE OF INSTAGRAM'S TOTAL ADVERTISING REACH	INSTAGRAM REELS ADVERTISING REACH AS A PERCENTAGE OF TOTAL POPULATION AGED 13+	PERCENTAGE OF THE INSTAGRAM REELS AD AUDIENCE THAT META REPORTS IS FEMALE	PERCENTAGE OF THE INSTAGRAM REELS AD AUDIENCE THAT META REPORTS IS MALE
726.8 MILLION	55.1%	11.6%	45.3%	54.7%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

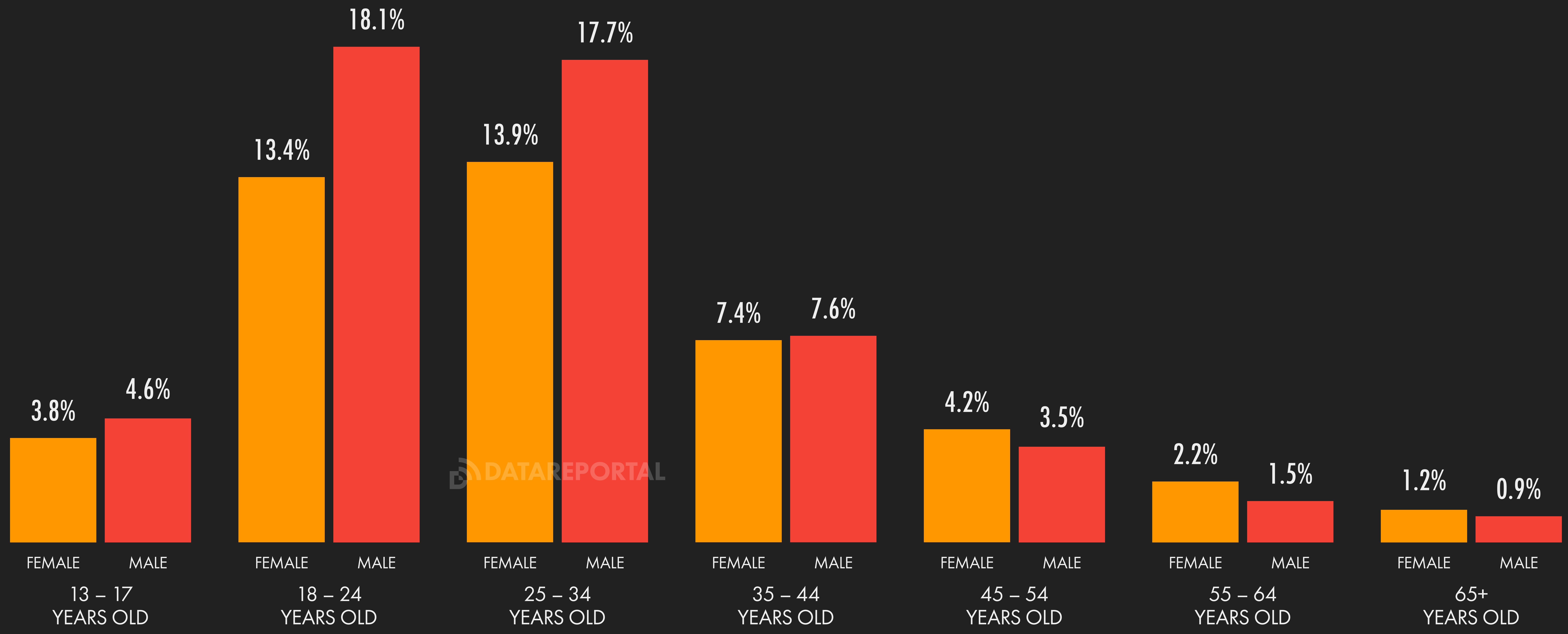
JAN 2023

INSTAGRAM REELS: AD AUDIENCE PROFILE

DEMOGRAPHIC PROFILE OF THE AUDIENCE THAT MARKETERS CAN REACH USING AD PLACEMENTS WITHIN THE INSTAGRAM REELS ENVIRONMENT

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. USERS MAY MISSTATE THEIR ACTUAL AGE, WHICH MAY RESULT IN DISTORTIONS IN THE SOURCE DATA. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

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JAN 2023

INSTAGRAM BUSINESS ACCOUNT BENCHMARKS

AVERAGE ACCOUNT GROWTH AND PUBLISHING BENCHMARKS FOR INSTAGRAM BUSINESS ACCOUNTS

GLOBAL OVERVIEW

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
+0.79%	1.77	45.3%	35.9%	18.9%

SOURCE: LOCOWISE. FIGURES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER 2022 AND 30 NOVEMBER 2022. **NOTES:** FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF INSTAGRAM BUSINESS ACCOUNT, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD. VALUES MAY NOT SUM TO 100% DUE TO ROUNDING.

INSTAGRAM ENGAGEMENT BENCHMARKS

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR ALL POST TYPES

0.65%

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR PHOTO POSTS

0.59%

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR VIDEO POSTS

0.66%

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR CAROUSEL POSTS

0.76%

SOURCE: LOCOWISE. FIGURES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER 2022 AND 30 NOVEMBER 2022. **NOTES:** "ENGAGEMENT RATE" (AS USED HERE) REFERS TO THE COMBINED NUMBER OF LIKES AND COMMENTS ON A POST COMPARED WITH THE NUMBER OF ACCOUNT FOLLOWERS AT THE TIME OF POST PUBLICATION. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF INSTAGRAM BUSINESS ACCOUNT, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD. VALUES MAY NOT SUM TO 100% DUE TO ROUNDING.

INSTAGRAM ENGAGEMENT RATES COMPARISON

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS

AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH FEWER THAN 10,000 FOLLOWERS

0.93%

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

0.76%

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

0.58%

SOURCE: LOCOWISE. FIGURES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER 2022 AND 30 NOVEMBER 2022. **NOTES:** "ENGAGEMENT RATE" (AS USED HERE) REFERS TO THE COMBINED NUMBER OF LIKES AND COMMENTS ON A POST COMPARED WITH THE NUMBER OF ACCOUNT FOLLOWERS AT THE TIME OF POST PUBLICATION. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF INSTAGRAM BUSINESS ACCOUNT, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD. VALUES MAY NOT SUM TO 100% DUE TO ROUNDING.

JAN 2023

MOST POPULAR INSTAGRAM ACCOUNTS

INSTAGRAM ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

GLOBAL OVERVIEW

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	INSTAGRAM	@INSTAGRAM	587,200,000
02	CRISTIANO RONALDO	@CRISTIANO	529,400,000
03	LIONEL MESSI	@LEOMESSI	415,200,000
04	KYLIE JENNER	@KYLIEJENNER	377,600,000
05	SELENA GOMEZ	@SELENAGOMEZ	367,900,000
06	DWAYNE JOHNSON	@THEROCK	356,900,000
07	ARIANA GRANDE	@ARIANAGRANDE	348,100,000
08	KIM KARDASHIAN	@KIMKARDASHIAN	339,600,000
09	BEYONCÉ	@BEYONCE	289,700,000
10	KHLOÉ KARDASHIAN	@KHLOEKARDASHIAN	287,600,000

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
11	JUSTIN BIEBER	@JUSTINBIEBER	272,400,000
12	KENDALL JENNER	@KENDALLJENNER	269,300,000
13	NIKE	@NIKE	261,200,000
14	NATIONAL GEOGRAPHIC	@NATGEO	254,500,000
15	TAYLOR SWIFT	@TAYLORSWIFT	239,400,000
16	JENNIFER LOPEZ	@JLO	230,700,000
17	VIRAT KOHLI	@VIRAT.KOHLI	230,500,000
18	KOURTNEY KARDASHIAN	@KOURTNEYKARDASH	208,500,000
19	NICKI MINAJ	@NICKIMINAJ	207,700,000
20	NEYMAR	@NEYMARJR	200,800,000

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON INSTAGRAM. **NOTE:** FOLLOWER COUNTS HAVE BEEN ROUNDED TO THE NEAREST 100,000. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

MOST USED INSTAGRAM HASHTAGS

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

#	HASHTAG	POSTS
01	#LOVE	2,147,500,000
02	#INSTAGOOD	1,586,000,000
03	#FASHION	1,073,000,000
04	#PHOTOOFTHEDAY	1,010,400,000
05	#INSTAGRAM	972,100,000
06	#ART	964,400,000
07	#PHOTOGRAPHY	958,400,000
08	#BEAUTIFUL	803,100,000
09	#NATURE	748,100,000
10	#PICOFTHEDAY	703,200,000

#	HASHTAG	POSTS
11	#HAPPY	683,500,000
12	#FOLLOW	673,000,000
13	#TRAVEL	662,100,000
14	#CUTE	654,600,000
15	#STYLE	617,800,000
16	#INSTADAILY	603,500,000
17	#TBT	580,300,000
18	#FOLLOWME	555,100,000
19	#REPOST	550,800,000
20	#SUMMER	536,000,000

#	HASHTAG	POSTS
21	#BEAUTY	509,700,000
22	#FITNESS	502,600,000
23	#LIKE4LIKE	502,400,000
24	#FOOD	492,000,000
25	#INSTALIKE	475,100,000
26	#PHOTO	466,700,000
27	#SELFIE	451,300,000
28	#ME	450,100,000
29	#FRIENDS	432,500,000
30	#FUN	427,300,000

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON INSTAGRAM. **NOTES:** POST COUNTS HAVE BEEN ROUNDED TO THE NEAREST 100,000. INSTAGRAM NO LONGER PUBLISHES POST COUNTS FOR SOME POPULAR HASHTAGS, SO THESE TAGS ARE NOT INCLUDED IN THIS RANKING. **COMPARABILITY:** POST COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

TIKTOK

TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

POTENTIAL REACH OF ADS ON TIKTOK (AGE 18+ ONLY)

1.05 BILLION

TIKTOK AD REACH AGE 18+ vs. TOTAL POPULATION

13.1%

QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH

90

+11.2%

+106 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH

365

+18.8%

+166 MILLION

TIKTOK AD REACH AGE 18+ vs. TOTAL INTERNET USERS

20.4%

TIKTOK AD REACH AGE 18+ vs. POPULATION AGE 18+

18.7%

FEMALE TIKTOK AD REACH vs. TOTAL TIKTOK AD REACH

54.1%

MALE TIKTOK AD REACH vs. TOTAL TIKTOK AD REACH

45.9%

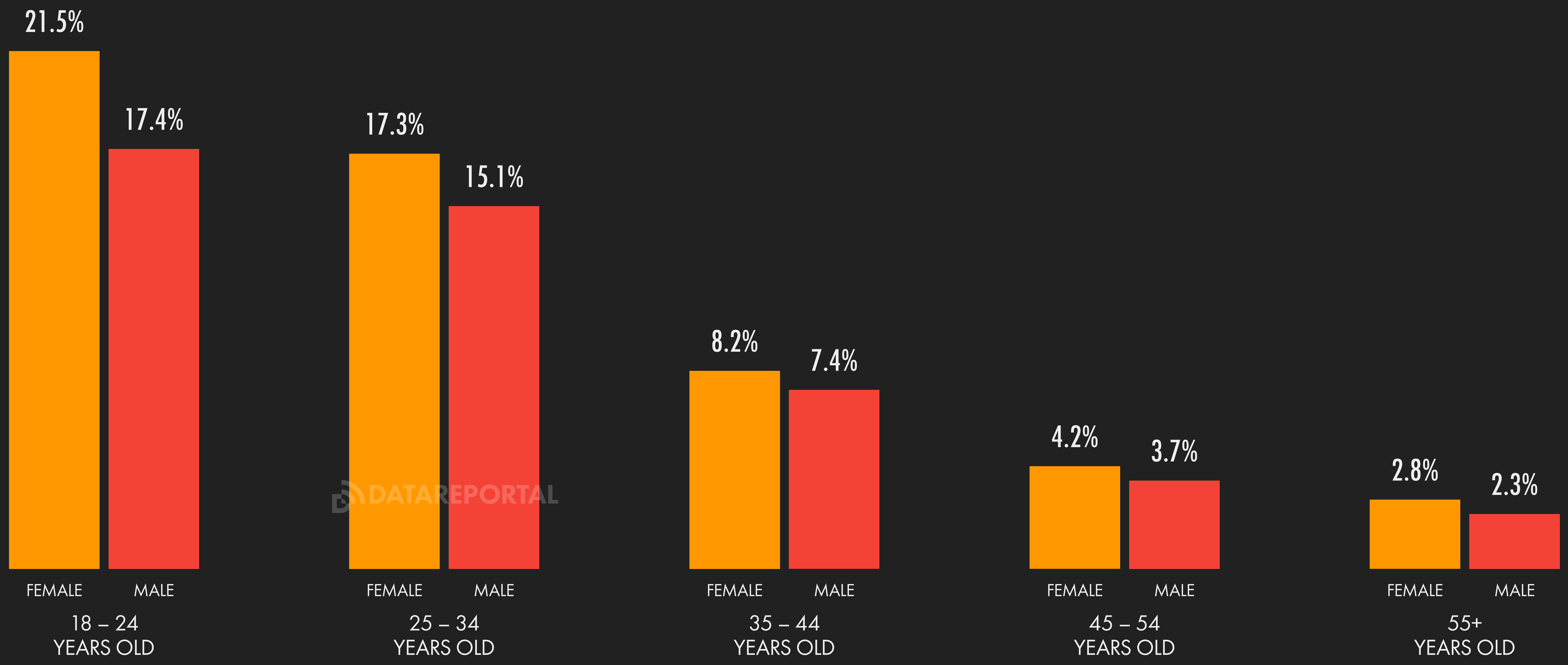
SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES vs. POPULATION AND vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

TIKTOK: ADVERTISING AUDIENCE PROFILE

SHARE OF TIKTOK'S ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. USERS MAY MISSTATE THEIR ACTUAL AGE, WHICH MAY RESULT IN DISTORTIONS IN THE SOURCE DATA. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

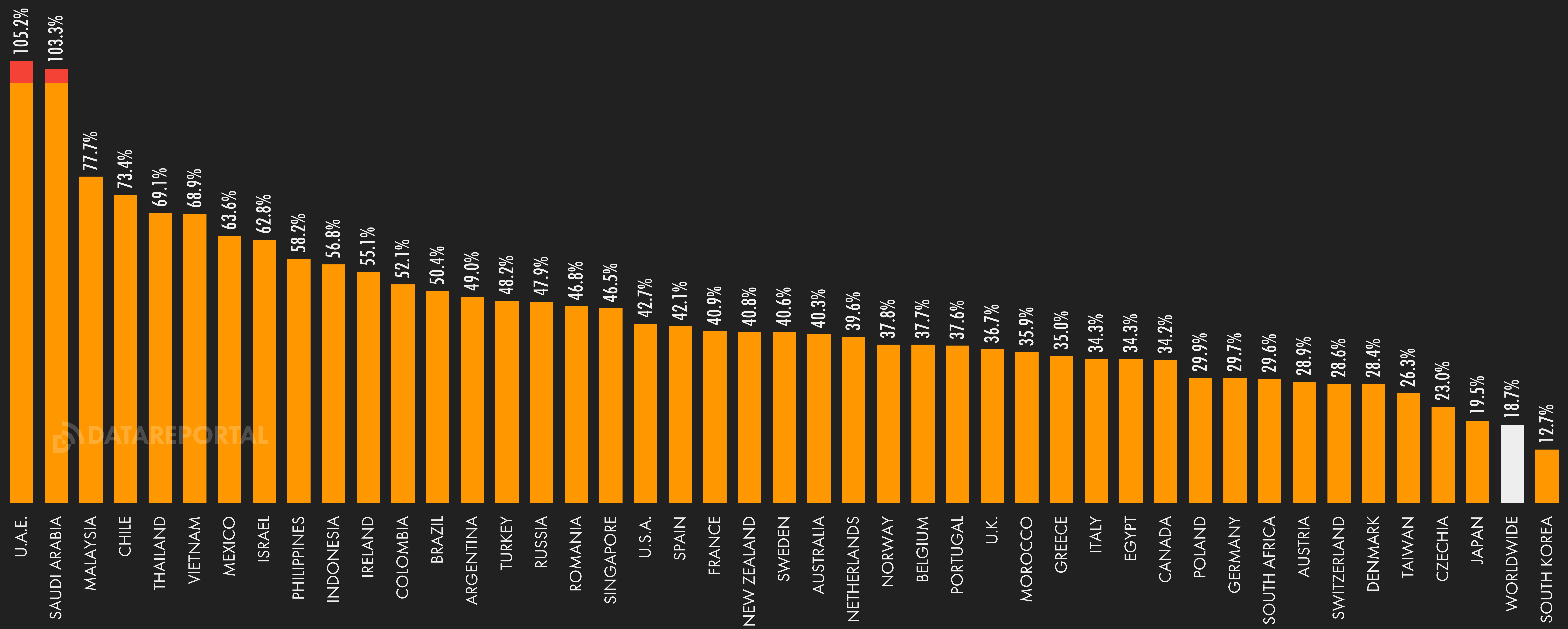
JAN 2023

TIKTOK ADVERTISING: REACH RATE AGE 18+

TIKTOK'S POTENTIAL REACH AMONGST AUDIENCES AGED 18+ COMPARED WITH POPULATION AGED 18+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



SOURCES: TIKTOK'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. USERS MAY MISSTATE THEIR ACTUAL AGE, WHICH MAY RESULT IN DISTORTIONS IN THE SOURCE DATA. VALUES MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

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TIKTOK AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST TIKTOK ADVERTISING AUDIENCES AGED 18+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW

#	LOCATION	REACH AGE 18+	REACH 18+ vs. POP. 18+
01	UNITED STATES OF AMERICA	113,250,500	42.7%
02	INDONESIA	109,903,000	56.8%
03	BRAZIL	82,207,000	50.4%
04	MEXICO	57,516,000	63.6%
05	RUSSIAN FEDERATION	54,864,000	47.9%
06	VIETNAM	49,862,500	68.9%
07	PHILIPPINES	43,428,500	58.2%
08	THAILAND	40,277,500	69.1%
09	TURKEY	29,862,500	48.2%
10	SAUDI ARABIA	26,391,500	103.3%*
11	IRAQ	23,879,500	94.5%
12	EGYPT	23,729,500	34.3%
13	FRANCE	20,954,000	40.9%
14	JAPAN	20,696,000	19.5%
15	GERMANY	20,648,000	29.7%
16	COLOMBIA	20,114,000	52.1%
17	UNITED KINGDOM	19,658,500	36.7%
18	MALAYSIA	19,302,500	77.7%
19	ITALY	17,153,000	34.3%
20	PERU	16,868,500	71.6%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (*) VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

JAN 2023

TIKTOK AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE TIKTOK ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	UNITED ARAB EMIRATES	105.2%*	8,229,500
02	SAUDI ARABIA	103.3%*	26,391,500
03	KUWAIT	98.8%	3,215,000
04	QATAR	96.5%	2,140,500
05	IRAQ	94.5%	23,879,500
06	KAZAKHSTAN	81.3%	10,410,500
07	BAHRAIN	78.7%	889,500
08	MALAYSIA	77.7%	19,302,500
09	ECUADOR	77.0%	9,653,500
10	LEBANON	76.3%	2,776,000

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
11	CHILE	73.4%	11,251,500
12	PERU	71.6%	16,868,500
13	THAILAND	69.1%	40,277,500
14	VIETNAM	68.9%	49,862,500
15	CAMBODIA	63.7%	7,061,500
16	MEXICO	63.6%	57,516,000
17	JORDAN	62.9%	4,427,500
18	ISRAEL	62.8%	3,847,000
19	PHILIPPINES	58.2%	43,428,500
20	INDONESIA	56.8%	109,903,000

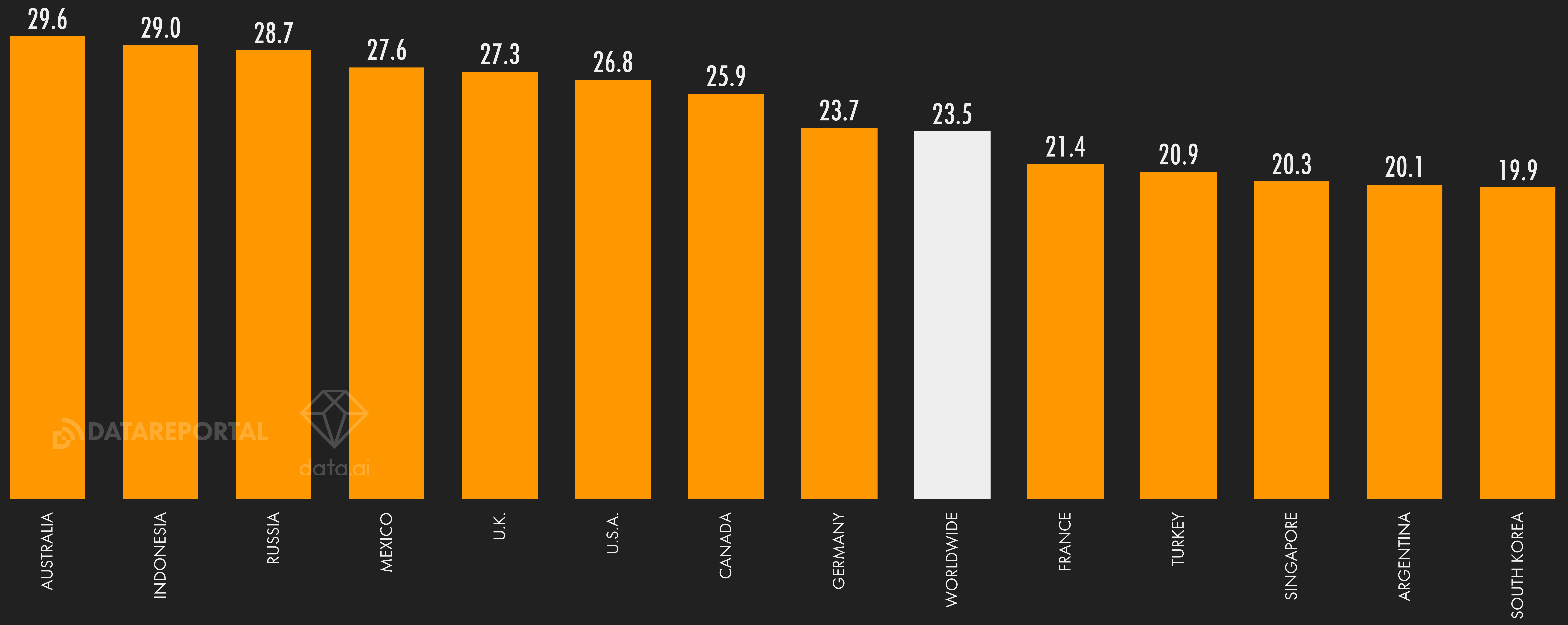
SOURCES: TIKTOK'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (*) VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

JAN 2023

TIKTOK: TIME SPENT USING MOBILE APP

AVERAGE NUMBER OF HOURS PER MONTH THAT EACH TIKTOK USER SPENDS USING THE TIKTOK APP ON ANDROID PHONES

GLOBAL OVERVIEW



SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI FOR MORE DETAILS, OR CONTACT DATA.AI FOR DETAILS OF HOW TO ACCESS DATA FOR ADDITIONAL LOCATIONS. **NOTE:** FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING THE TIKTOK MOBILE APP ON ANDROID PHONES THROUGHOUT 2022.. **COMPARABILITY:** DOES NOT INCLUDE DATA FOR DOUYIN. WORLDWIDE FIGURE DOES NOT INCLUDE DATA FOR CHINA.

JAN 2023

MOST POPULAR TIKTOK ACCOUNTS

TIKTOK ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

GLOBAL OVERVIEW

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	KHABANE LAME	@KHABY.LAME	153,900,000
02	CHARLI D'AMELIO	@CHARLIDAMELIO	149,400,000
03	BELLA POARCH	@BELLAPOARCH	92,700,000
04	ADDISON RAE	@ADDISONRE	88,900,000
05	WILL SMITH	@WILLSMITH	73,000,000
06	ZACH KING	@ZACHKING	72,400,000
07	KIMBERLY LOAIZA	@KIMBERLY.LOAIZA	71,400,000
08	MRBEAST	@MRBEAST	68,500,000
09	TIKTOK	@TIKTOK	66,900,000
10	BURAK ÖZDEMIR	@CZNBURAK	66,800,000
11	THE ROCK	@THEROCK	65,000,000
12	DOMINIK LIPA	@DOMELIPA	62,500,000
13	DIXIE D'AMELIO	@DIXIEDAMELIO	57,500,000
14	JASON DERULO	@JASONDERULO	56,900,000
15	BTS	@BTS_OFFICIAL_BIGHIT	56,200,000
16	SPENCER POLANCO KNIGHT	@SPENCERX	55,400,000
17	LOREN GRAY	@LORENGRAY	54,400,000
18	MICHAEL LE	@JUSTMAIKO	52,200,000
19	WON JEONG	@OX_ZUNG	51,500,000
20	KYLIE JENNER	@KYLIEJENNER	51,400,000

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON TIKTOK. **NOTE:** FOLLOWER COUNTS HAVE BEEN ROUNDED TO THE NEAREST 100,000. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

TOP TIKTOK HASHTAGS

HASHTAGS THAT HAVE ATTRACTED THE GREATEST NUMBER OF VIEWS ON TIKTOK (ALL TIME)

#	HASHTAG	POST VIEWS
01	#FYP	34,989,700,000,000
02	#FORYOU	21,110,700,000,000
03	#FORYOUPAGE	13,307,800,000,000
04	#VIRAL	12,937,400,000,000
05	#TIKTOK	4,276,800,000,000
06	#TRENDING	3,059,800,000,000
07	#DUET	3,011,200,000,000
08	#FUNNY	2,613,300,000,000
09	#COMEDY	1,893,300,000,000
10	#TREND	1,632,100,000,000

#	HASHTAG	POST VIEWS
11	#HUMOR	1,527,600,000,000
12	#GREENSCREEN	1,248,200,000,000
13	#ANIME	1,131,600,000,000
14	#LOVE	1,014,600,000,000
15	#STITCH	947,000,000,000
16	#MEME	756,800,000,000
17	#POV	710,000,000,000
18	#FOOTBALL	709,600,000,000
19	#EXPLORE	599,300,000,000
20	#LIKE	533,700,000,000

#	HASHTAG	POST VIEWS
21	#DANCE	519,800,000,000
22	#BTS	497,800,000,000
23	#LEARNONTIKTOK	476,400,000,000
24	#FOOD	439,100,000,000
25	#MEMES	416,600,000,000
26	#GREENSCREENVIDEO	405,200,000,000
27	#VIDEO	394,000,000,000
28	#ART	378,300,000,000
29	#GAMING	371,700,000,000
30	#MINECRAFT	367,700,000,000

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON TIKTOK. **NOTES:** POST VIEW COUNTS REPRESENT THE NUMBER OF VIEWS ON POSTS THAT INCLUDE THE RELEVANT HASHTAG. POSTS MAY INCLUDE MULTIPLE HASHTAGS, SO THE SAME VIEW MAY REGISTER IN THE VIEW COUNTS FOR MULTIPLE HASHTAGS AT THE SAME TIME. POST VIEW COUNTS ROUNDED AT SOURCE. **COMPARABILITY:** POST COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

FACEBOOK MESSENGER

MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON MESSENGER	MESSENGER AD REACH vs. TOTAL POPULATION	QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH
931.0 MILLION	11.6%	-4.6% -45 MILLION	-5.8% -57 MILLION

MESSENGER AD REACH vs. TOTAL INTERNET USERS	MESSENGER AD REACH vs. POPULATION AGED 13+	FEMALE MESSENGER AD REACH vs. TOTAL MESSENGER AD REACH	MALE MESSENGER AD REACH vs. TOTAL MESSENGER AD REACH
18.0%	14.9%	44.8%	55.2%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

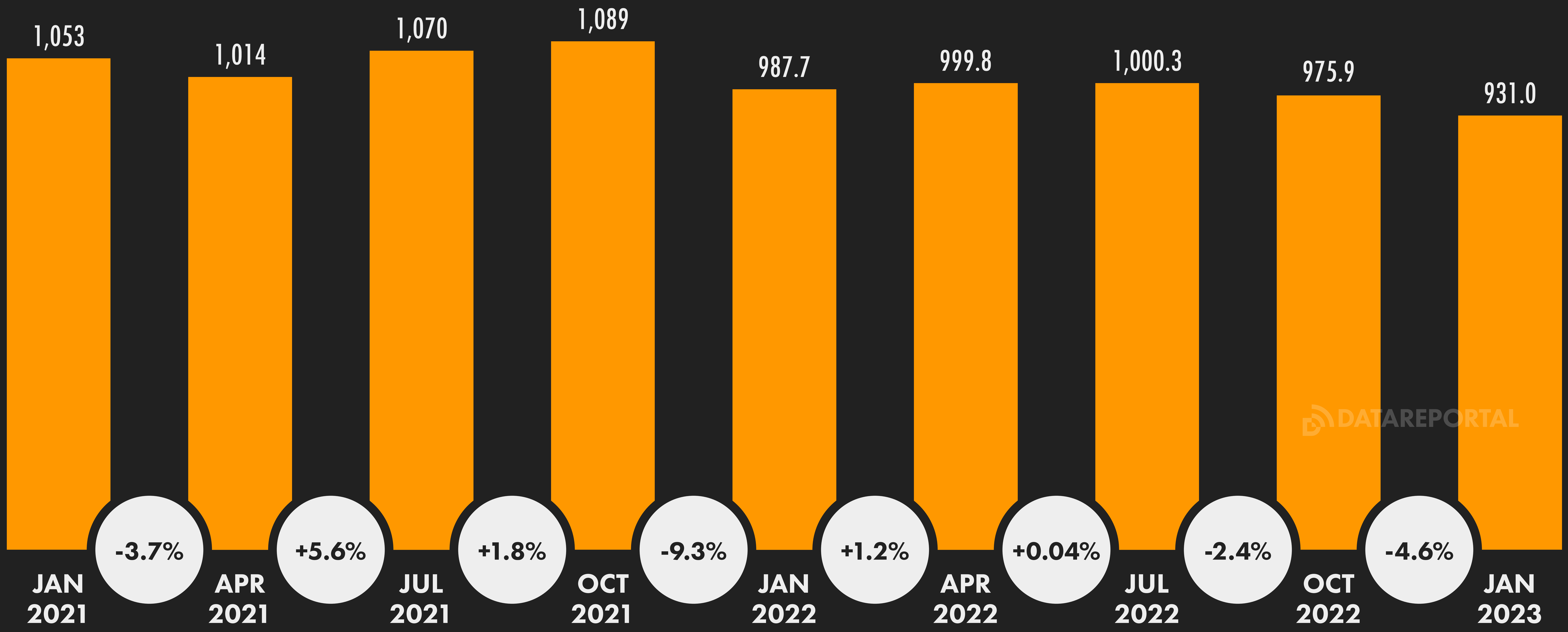
JAN 2023

MESSENGER ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON FACEBOOK MESSENGER (IN MILLIONS OF USERS), AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW

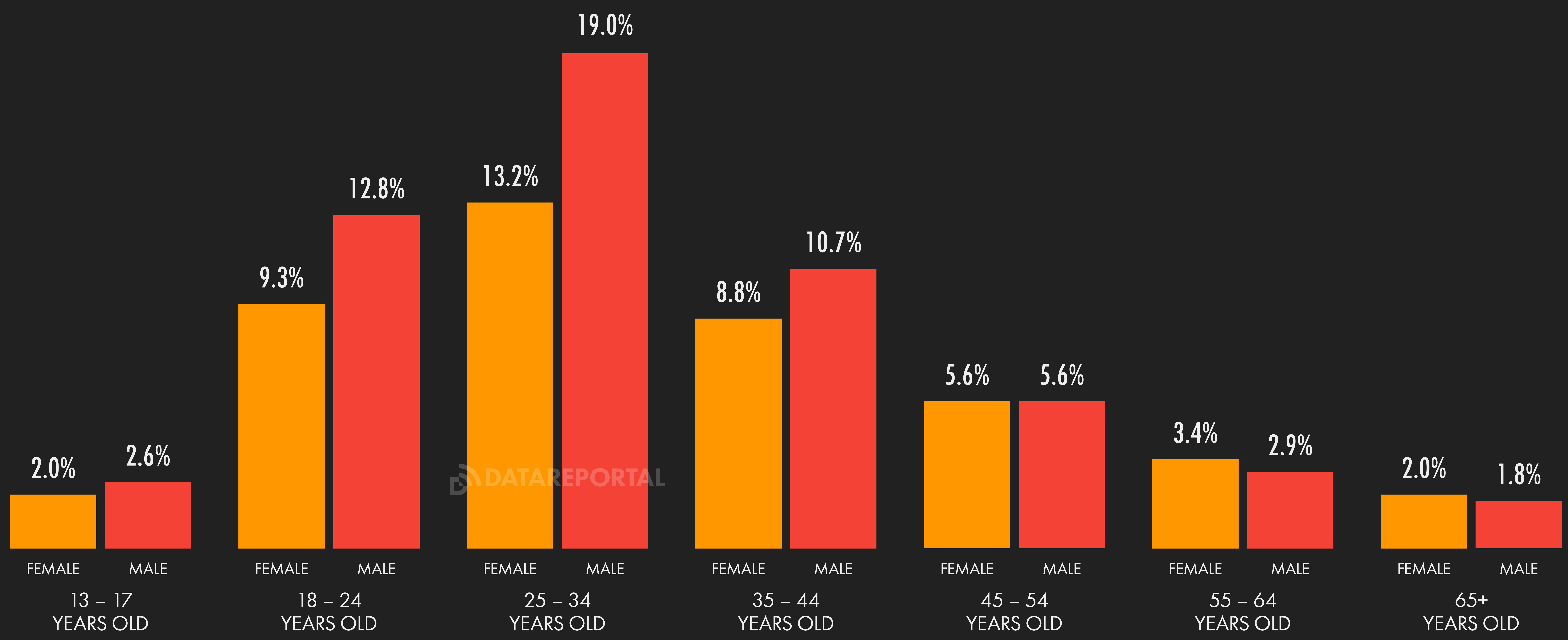


SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

MESSENGER: ADVERTISING AUDIENCE PROFILE

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

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

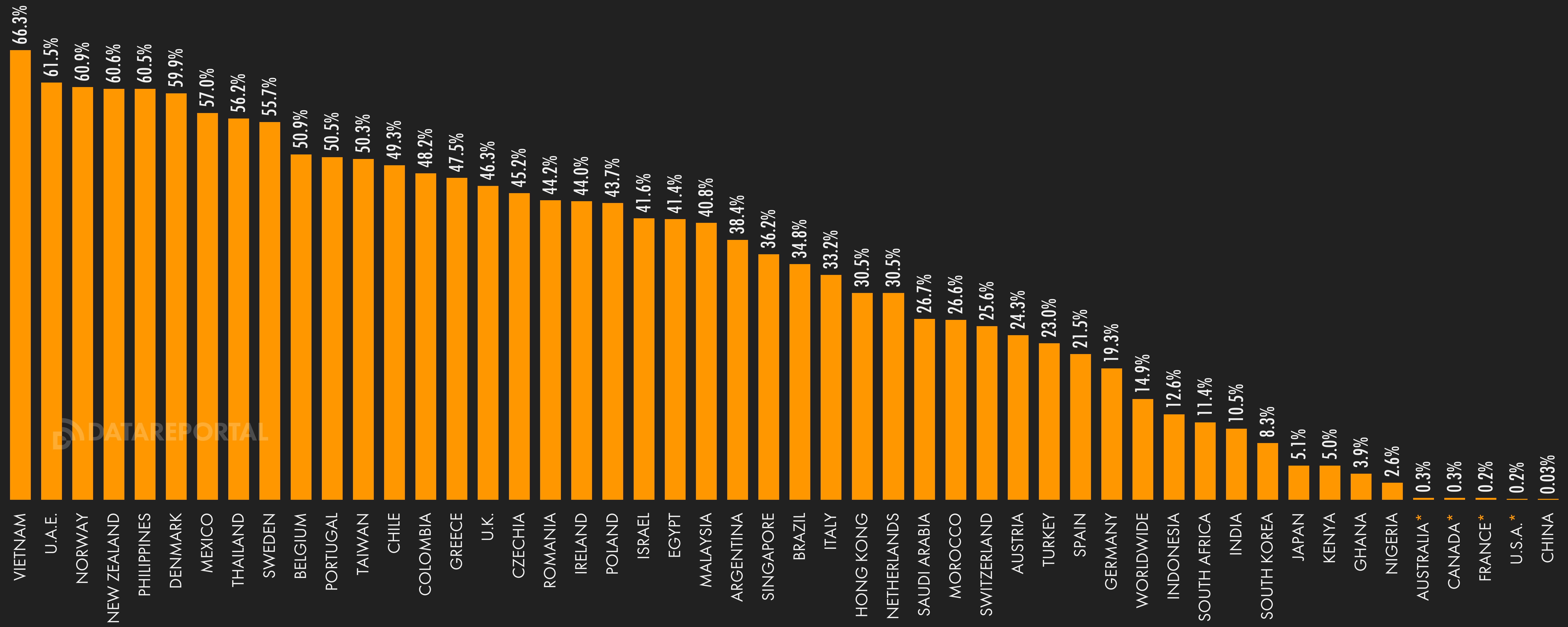


SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. USERS MAY MISSTATE THEIR ACTUAL AGE, LEADING TO DISTORTIONS IN THE SOURCE DATA. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

MESSENGER ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF FACEBOOK MESSENGER ADS COMPARED WITH POPULATION AGED 13+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN COUNTRIES IDENTIFIED BY (*), WHICH MAY IMPACT POTENTIAL REACH. VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

JAN 2023

MESSENGER AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST FACEBOOK MESSENGER ADVERTISING AUDIENCES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	INDIA	117,550,000	10.5%
02	BRAZIL	62,050,000	34.8%
03	MEXICO	57,750,000	57.0%
04	VIETNAM	52,650,000	66.3%
05	PHILIPPINES	52,000,000	60.5%
06	THAILAND	35,050,000	56.2%
07	EGYPT	32,950,000	41.4%
08	INDONESIA	27,300,000	12.6%
09	UNITED KINGDOM	26,650,000	46.3%
10	COLOMBIA	20,450,000	48.2%

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
11	BANGLADESH	20,350,000	15.2%
12	ITALY	17,550,000	33.2%
13	POLAND	15,800,000	43.7%
14	TURKEY	15,750,000	23.0%
15	IRAQ	15,100,000	50.1%
16	GERMANY	14,150,000	19.3%
17	ARGENTINA	14,050,000	38.4%
18	ALGERIA	13,600,000	41.2%
19	PERU	13,250,000	49.9%
20	PAKISTAN	11,650,000	7.2%

SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN SOME COUNTRIES, WHICH MAY IMPACT REACH VALUES FOR THOSE COUNTRIES AND THEIR RESPECTIVE RANKING. VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS.

MESSENGER ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE FACEBOOK MESSENGER ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	MONGOLIA	79.8%	1,950,000
02	LIBYA	75.0%	3,900,000
03	FAROE ISLANDS	74.8%	32,650
04	GREENLAND	73.6%	34,100
05	GEORGIA	72.3%	2,200,000
06	ICELAND	70.8%	223,100
07	VIETNAM	66.3%	52,650,000
08	TONGA	66.2%	49,950
09	MALTA	65.4%	309,400
10	LITHUANIA	63.4%	1,500,000
11	PALESTINE	62.8%	2,200,000
12	CYPRUS	61.9%	669,650
13	UNITED ARAB EMIRATES	61.5%	5,050,000
14	NORWAY	60.9%	2,850,000
15	NEW ZEALAND	60.6%	2,650,000
16	PHILIPPINES	60.5%	52,000,000
17	ARUBA	60.5%	55,700
18	QATAR	60.1%	1,400,000
19	DENMARK	59.9%	3,050,000
20	FIJI	59.6%	418,900

SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN SOME COUNTRIES, WHICH MAY IMPACT REACH VALUES FOR THOSE COUNTRIES AND THEIR RESPECTIVE RANKING. VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS.

LINKEDIN

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN	LINKEDIN AD REACH vs. TOTAL POPULATION	QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH
900.2 MILLION	11.2%	+5.0% +43 MILLION	+11.4% +92 MILLION

LINKEDIN AD REACH vs. TOTAL INTERNET USERS	LINKEDIN AD REACH vs. POPULATION AGED 18+	FEMALE LINKEDIN AD REACH vs. TOTAL LINKEDIN AD REACH	MALE LINKEDIN AD REACH vs. TOTAL LINKEDIN AD REACH
17.5%	16.0%	43.7%	56.3%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER OR REGISTERED MEMBER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS.

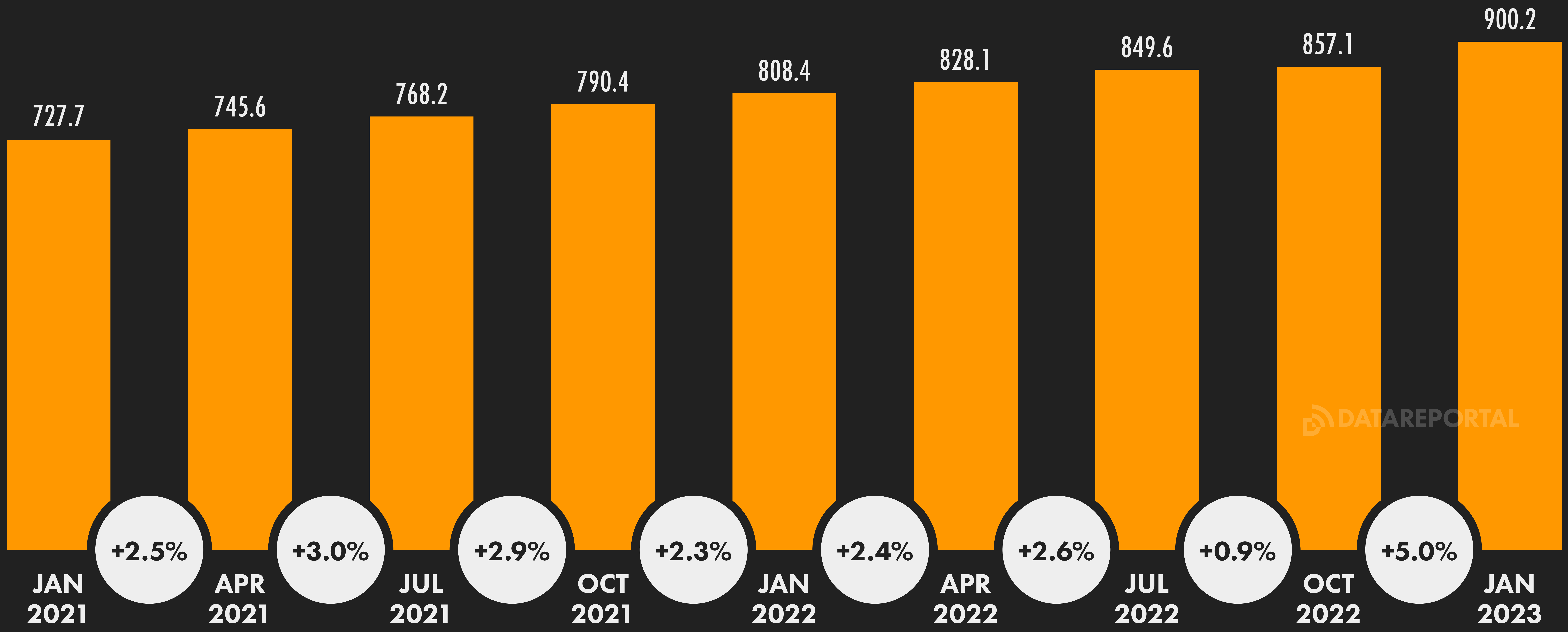
JAN 2023

LINKEDIN ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON LINKEDIN (IN MILLIONS OF USERS), AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW

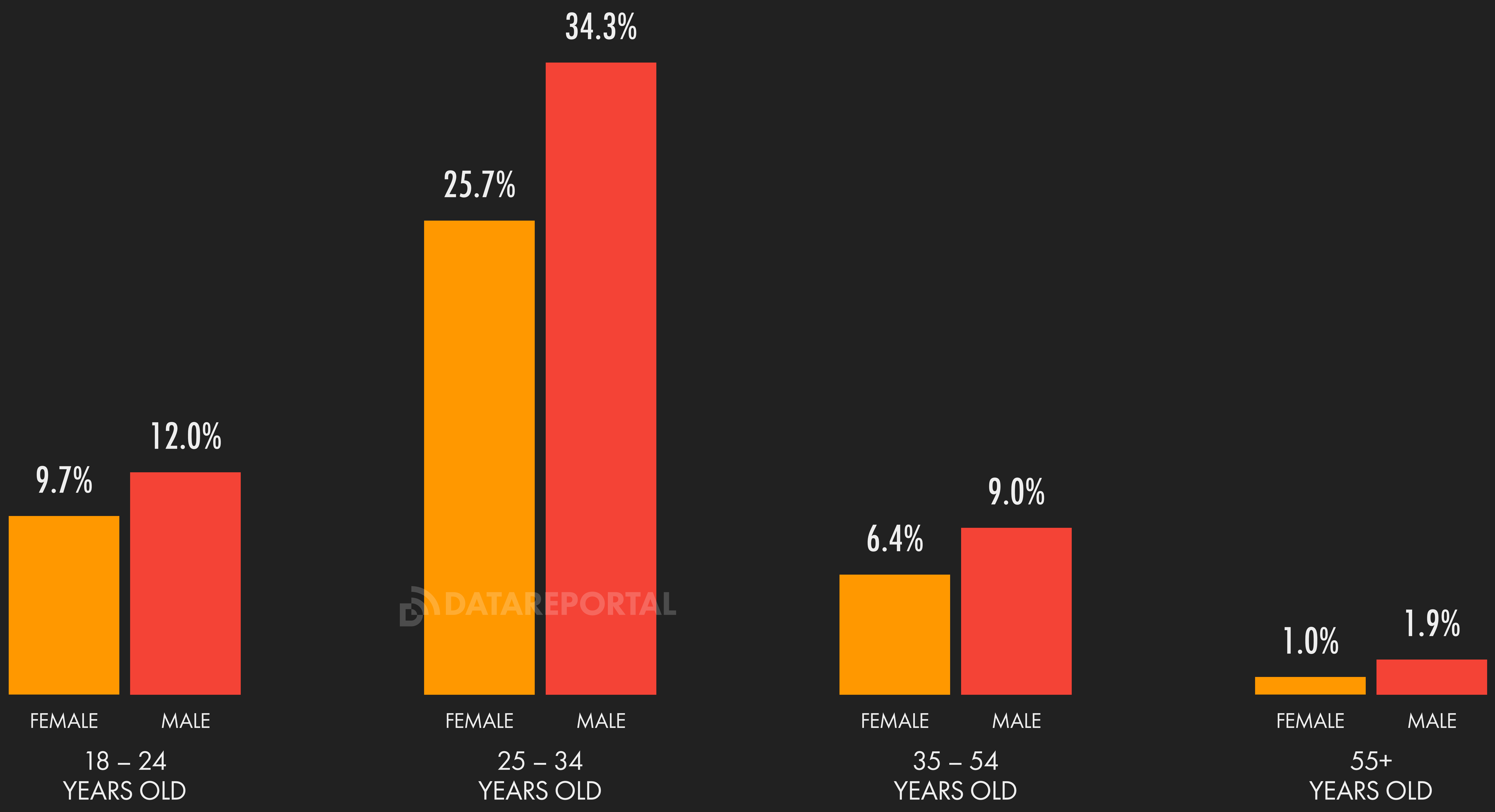


SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTE:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER OR REGISTERED MEMBER BASE. IN ADDITION TO CHANGES IN USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

LINKEDIN: ADVERTISING AUDIENCE PROFILE

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

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER OR REGISTERED MEMBER BASE. USERS MAY MISSTATE THEIR ACTUAL AGE, WHICH MAY RESULT IN DISTORTIONS IN THE SOURCE DATA. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

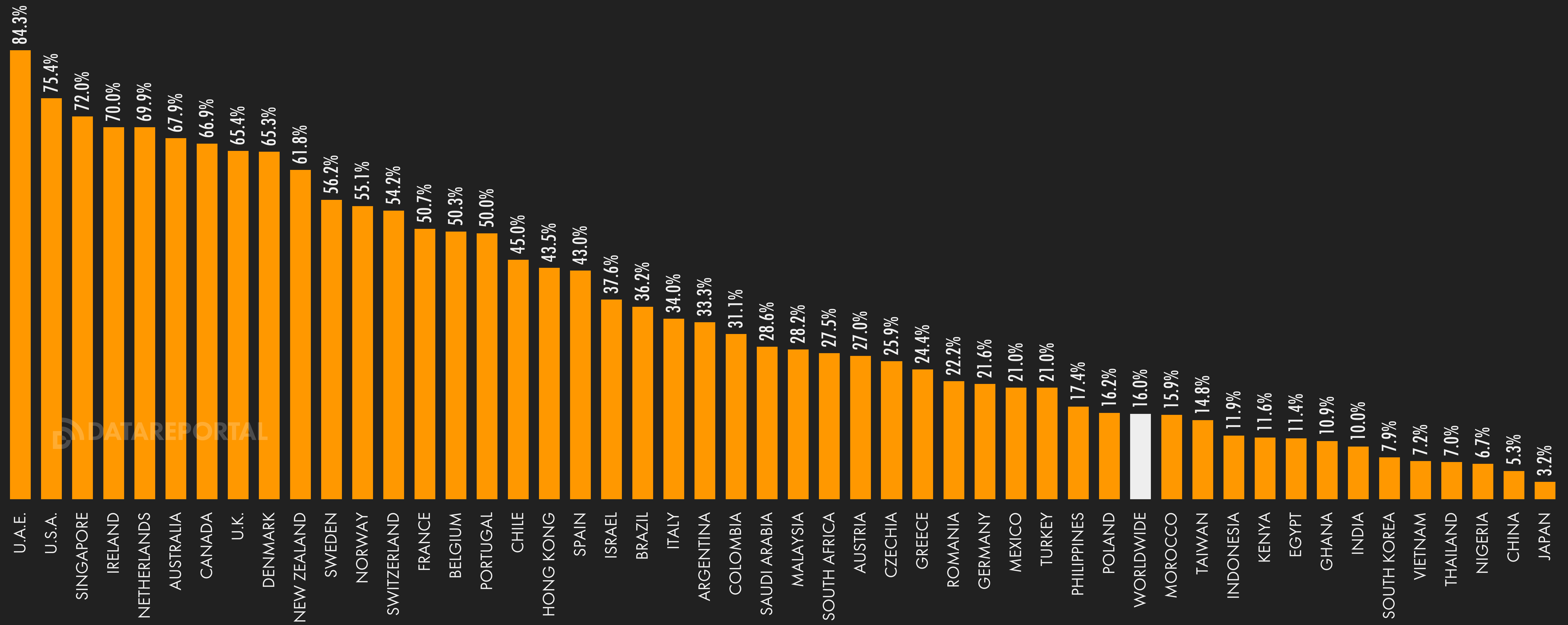
JAN 2023

LINKEDIN ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF LINKEDIN ADS COMPARED WITH POPULATION AGED 18+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



SOURCES: LINKEDIN'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER OR REGISTERED MEMBER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

LINKEDIN AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST LINKEDIN ADVERTISING AUDIENCES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

#	LOCATION	TOTAL REACH	REACH vs. POP. 18+
01	UNITED STATES OF AMERICA	200,000,000	75.4%
02	INDIA	99,000,000	10.0%
03	CHINA	60,000,000	5.3%
04	BRAZIL	59,000,000	36.2%
05	UNITED KINGDOM	35,000,000	65.4%
06	FRANCE	26,000,000	50.7%
07	INDONESIA	23,000,000	11.9%
08	CANADA	21,000,000	66.9%
09	MEXICO	19,000,000	21.0%
10=	ITALY	17,000,000	34.0%
10=	SPAIN	17,000,000	43.0%
12	GERMANY	15,000,000	21.6%
13	AUSTRALIA	14,000,000	67.9%
14=	PHILIPPINES	13,000,000	17.4%
14=	TURKEY	13,000,000	21.0%
16	COLOMBIA	12,000,000	31.1%
17=	ARGENTINA	11,000,000	33.3%
17=	SOUTH AFRICA	11,000,000	27.5%
19	NETHERLANDS	10,000,000	69.9%
20	PAKISTAN	9,300,000	6.8%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER OR REGISTERED MEMBER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

JAN 2023

LINKEDIN ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE LINKEDIN ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

#	LOCATION	REACH vs. POP. 18+	TOTAL REACH
01	BERMUDA	102.4%*	54,000
02	CAYMAN ISLANDS	97.0%	54,000
03	ICELAND	89.2%	260,000
04	ANDORRA	86.0%	58,000
05	U.S. VIRGIN ISLANDS	84.8%	65,000
06	UNITED ARAB EMIRATES	84.3%	6,600,000
07	UNITED STATES OF AMERICA	75.4%	200,000,000
08	SINGAPORE	72.0%	3,700,000
09	IRELAND	70.0%	2,700,000
10	NETHERLANDS	69.9%	10,000,000

#	LOCATION	REACH vs. POP. 18+	TOTAL REACH
11	ARUBA	68.1%	58,000
12	AUSTRALIA	67.9%	14,000,000
13	CANADA	66.9%	21,000,000
14	LUXEMBOURG	66.2%	350,000
15	UNITED KINGDOM	65.4%	35,000,000
16	DENMARK	65.3%	3,100,000
17	GUAM	62.0%	74,000
18	NEW ZEALAND	61.8%	2,500,000
19	GUERNSEY	60.7%	31,000
20	MALTA	59.9%	270,000

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER OR REGISTERED MEMBER BASE. (*) VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR DETAILS.

JAN 2023

MOST FOLLOWED ORGANISATIONS ON LINKEDIN

LINKEDIN COMPANY ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW

#	ORGANISATION	FOLLOWERS
01	AMAZON	29,040,000
02	GOOGLE	27,390,000
03	LINKEDIN	24,240,000
04	TED CONFERENCES	23,160,000
05	MICROSOFT	18,680,000
06	UNILEVER	18,360,000
07	APPLE	17,970,000
08	FORBES	17,960,000
09	IBM	14,880,000
10	NESTLÉ	14,160,000

#	ORGANISATION	FOLLOWERS
11	HARVARD BUSINESS REVIEW	13,960,000
12	THE ECONOMIST	13,110,000
13	TATA CONSULTANCY SERVICES	11,630,000
14	DELOITTE	11,440,000
15	INSIDER BUSINESS	11,350,000
16	TESLA	10,980,000
17	ACCENTURE	10,030,000
18	THE WALL STREET JOURNAL	9,590,000
19	META	9,510,000
20	NETFLIX	9,400,000

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON LINKEDIN. **NOTE:** FOLLOWER COUNTS HAVE BEEN ROUNDED TO THE NEAREST 10,000. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

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MOST FOLLOWED PEOPLE ON LINKEDIN

LINKEDIN PERSONAL ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

#	ACCOUNT HOLDER	FOLLOWERS
01	BILL GATES	36,120,000
02	RICHARD BRANSON	19,770,000
03	JEFF WEINER	10,750,000
04	SATYA NADELLA	10,260,000
05	ARIANA HUFFINGTON	10,200,000
06	MARK CUBAN	7,630,000
07	TONY ROBBINS	7,300,000
08	MELINDA FRENCH GATES	7,220,000
09	JACK WELCH	7,160,000
10	SIMON SINEK	6,540,000

#	ACCOUNT HOLDER	FOLLOWERS
11	DEEPAK CHOPRA	5,820,000
12	DANIEL GOLEMAN	5,730,000
13	JUSTIN TRUDEAU	5,490,000
14	GARY VAYNERCHUK	5,370,000
15	ADAM GRANT	5,030,000
16	ANTHONY J JAMES	4,070,000
17	NARENDRA MODI	3,940,000
18	BRENÉ BROWN	3,900,000
19	IAN BREMMER	3,800,000
20	KEVIN O'LEARY	3,760,000

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON LINKEDIN. **NOTE:** FOLLOWER COUNTS HAVE BEEN ROUNDED TO THE NEAREST 10,000. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

MOST FOLLOWED WOMEN ON LINKEDIN

WOMEN WITH THE GREATEST NUMBER OF FOLLOWERS ON LINKEDIN

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

#	ACCOUNT HOLDER	FOLLOWERS
01	ARIANA HUFFINGTON	10,200,000
02	MELINDA FRENCH GATES	7,220,000
03	BRENÉ BROWN	3,900,000
04	LIZ RYAN	3,120,000
05	GRETCHEN RUBIN	3,040,000
06	SALLIE KRAWCHECK	2,820,000
07	NAOMI SIMSON B.COMM	2,790,000
08	CHRISTINE LAGARDE	2,660,000
09	J.T. O'DONNELL	2,640,000
10	MARLA GOTTSCHALK, PH.D.	2,200,000

#	ACCOUNT HOLDER	FOLLOWERS
11	SARA BLAKELY	2,100,000
12	SUSAN CAIN	2,000,000
13	JESSICA ALBA	1,790,000
14	WHITNEY JOHNSON	1,790,000
15	SHRADHA SHARMA	1,760,000
16	DR. DAMBISA MOYO	1,620,000
17	INDRA NOOYI	1,430,000
18	BARBARA CORCORAN	1,390,000
19	ALLIE K. MILLER	1,380,000
20	VANI KOLA	1,340,000

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON LINKEDIN. **NOTE:** FOLLOWER COUNTS HAVE BEEN ROUNDED TO THE NEAREST 10,000. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

JAN 2023

MOST FOLLOWED HASHTAGS ON LINKEDIN

HASHTAGS WITH THE GREATEST NUMBER OF FOLLOWERS ON LINKEDIN

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW

#	HASHTAG	FOLLOWERS
01	#INDIA	67,300,000
02	#INNOVATION	38,600,000
03	#MANAGEMENT	35,800,000
04	#HUMANRESOURCES	33,100,000
05	#DIGITALMARKETING	27,200,000
06	#TECHNOLOGY	26,300,000
07	#CREATIVITY	25,100,000
08	#FUTURE	24,400,000
09	#FUTURISM	23,400,000
10	#ENTREPRENEURSHIP	22,600,000

#	HASHTAG	FOLLOWERS
11	#CAREERS	22,400,000
12	#MARKETS	22,100,000
13	#STARTUPS	21,100,000
14	#MARKETING	20,300,000
15	#SOCIALMEDIA	19,600,000
16	#VENTURECAPITAL	19,200,000
17	#SOCIALNETWORKING	18,900,000
18	#LEANSTARTUPS	18,900,000
19	#ECONOMY	18,600,000
20	#ECONOMICS	17,900,000

#	HASHTAG	FOLLOWERS
21	#BRANDING	17,900,000
22	#PROFESSIONALWOMEN	17,800,000
23	#ADVERTISINGANDMARKETING	17,100,000
24	#GENDER	16,600,000
25	#WOMENINSCIENCE	16,500,000
26	#FEMINISM	16,200,000
27	#MOTIVATION	15,700,000
28	#PERSONALDEVELOPMENT	14,600,000
29	#INVESTING	14,300,000
30	#JOBINTERVIEWS	14,300,000

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON LINKEDIN. **NOTE:** FOLLOWER COUNTS HAVE BEEN ROUNDED TO THE NEAREST 10,000. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

SNAPCHAT

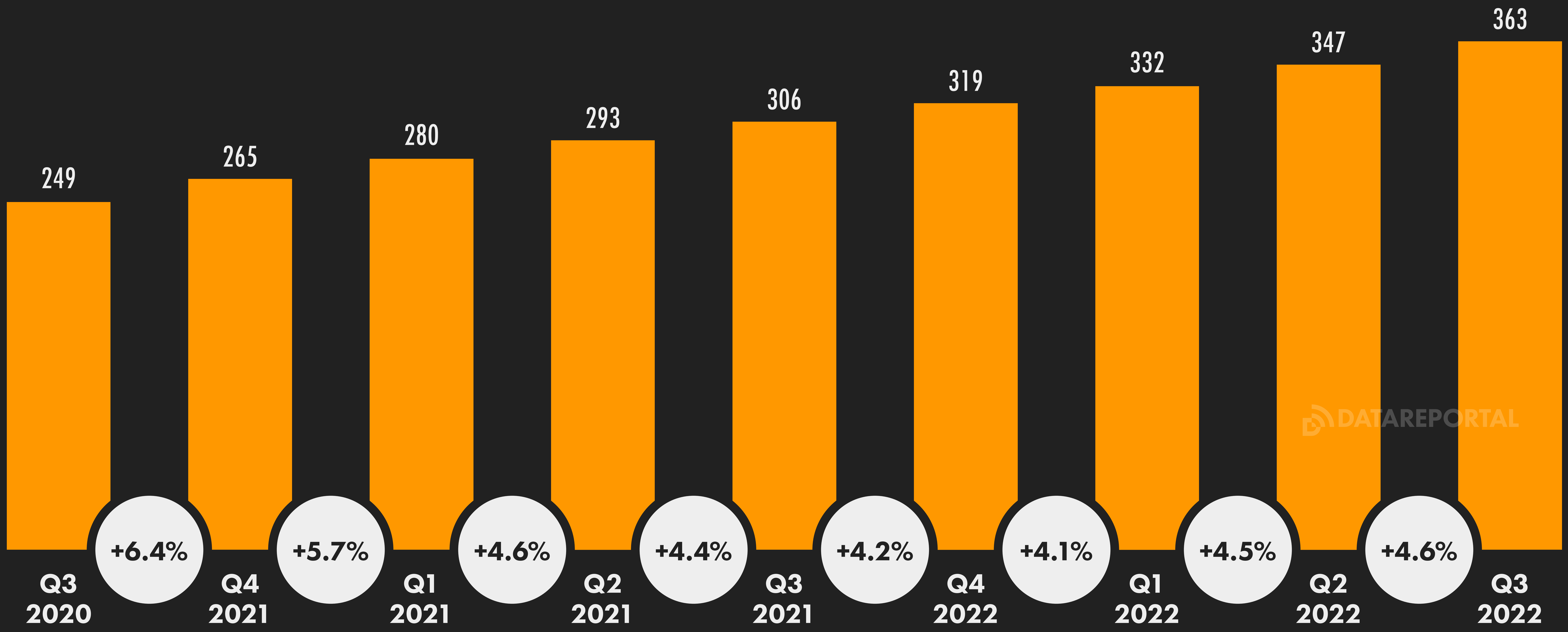
JAN 2023

SNAPCHAT DAILY ACTIVE USERS

AVERAGE DAILY ACTIVE SNAPCHAT USERS (IN MILLIONS), WITH RELATIVE GROWTH RATES OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



SOURCE: SNAP COMPANY ANNOUNCEMENTS. **COMPARABILITY:** SNAP'S EARNINGS ANNOUNCEMENTS REPORT DAILY ACTIVE USERS, WHEREAS THE COMPANY'S ADVERTISING RESOURCES REPORT FIGURES BASED ON MONTHLY ACTIVE USERS.

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SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT

634.8
MILLION

SNAPCHAT AD REACH vs. TOTAL POPULATION

7.9%

QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH

+10.3%
+59 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH

+13.9%
+78 MILLION

SNAPCHAT AD REACH vs. TOTAL INTERNET USERS

12.3%

SNAPCHAT AD REACH vs. POPULATION AGED 13+

10.1%

FEMALE SNAPCHAT AD REACH vs. TOTAL SNAPCHAT AD REACH*

51.0%

MALE SNAPCHAT AD REACH vs. TOTAL SNAPCHAT AD REACH*

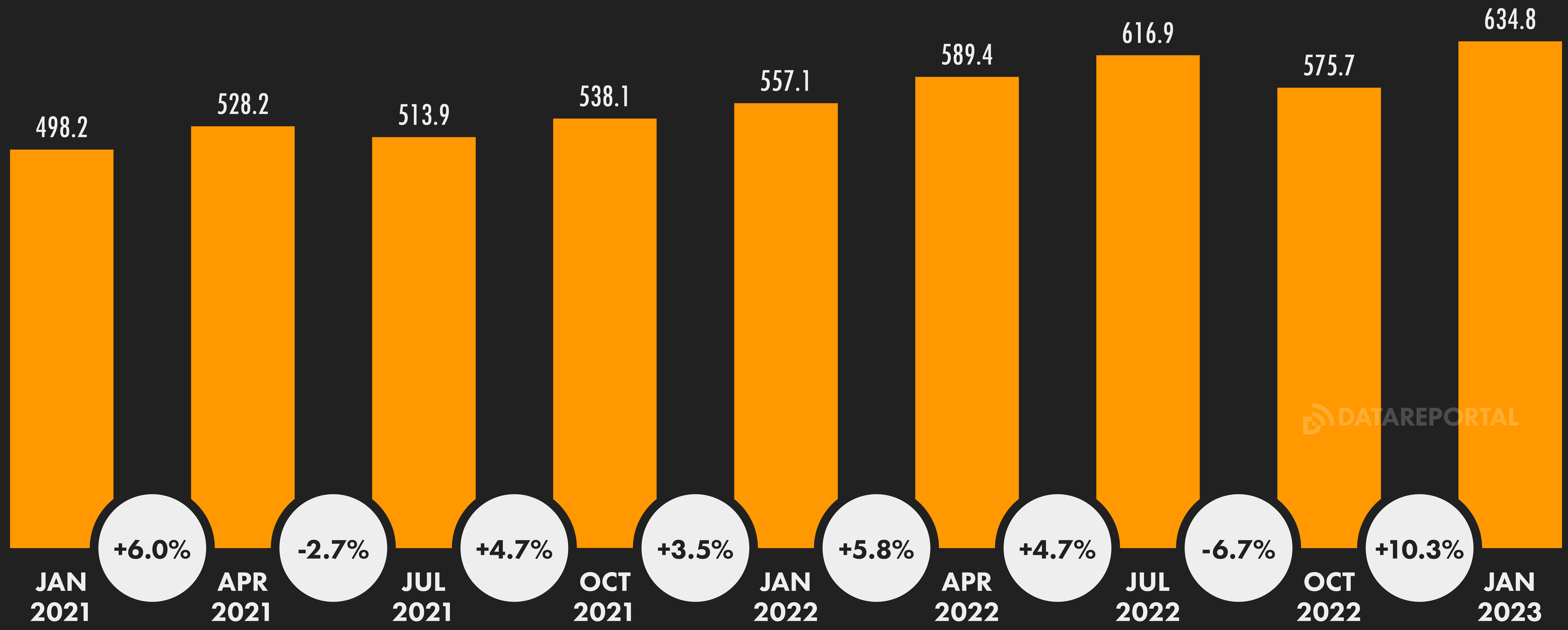
48.2%

SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. (*) GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE", BUT GENDER VALUES DO NOT SUM TO TOTAL. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES vs. POPULATION AND vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES NOT COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

SNAPCHAT ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON SNAPCHAT (IN MILLIONS OF USERS), AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

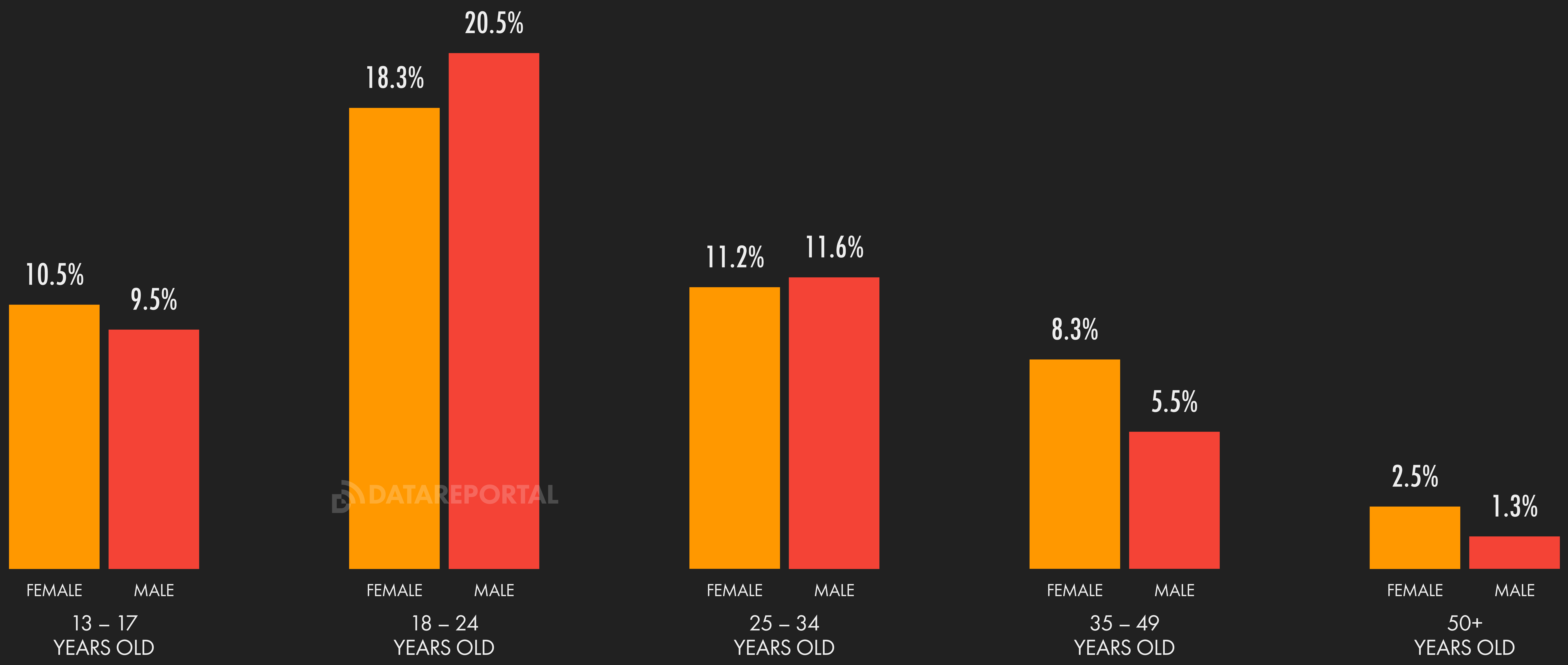


SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

SNAPCHAT: ADVERTISING AUDIENCE PROFILE

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

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

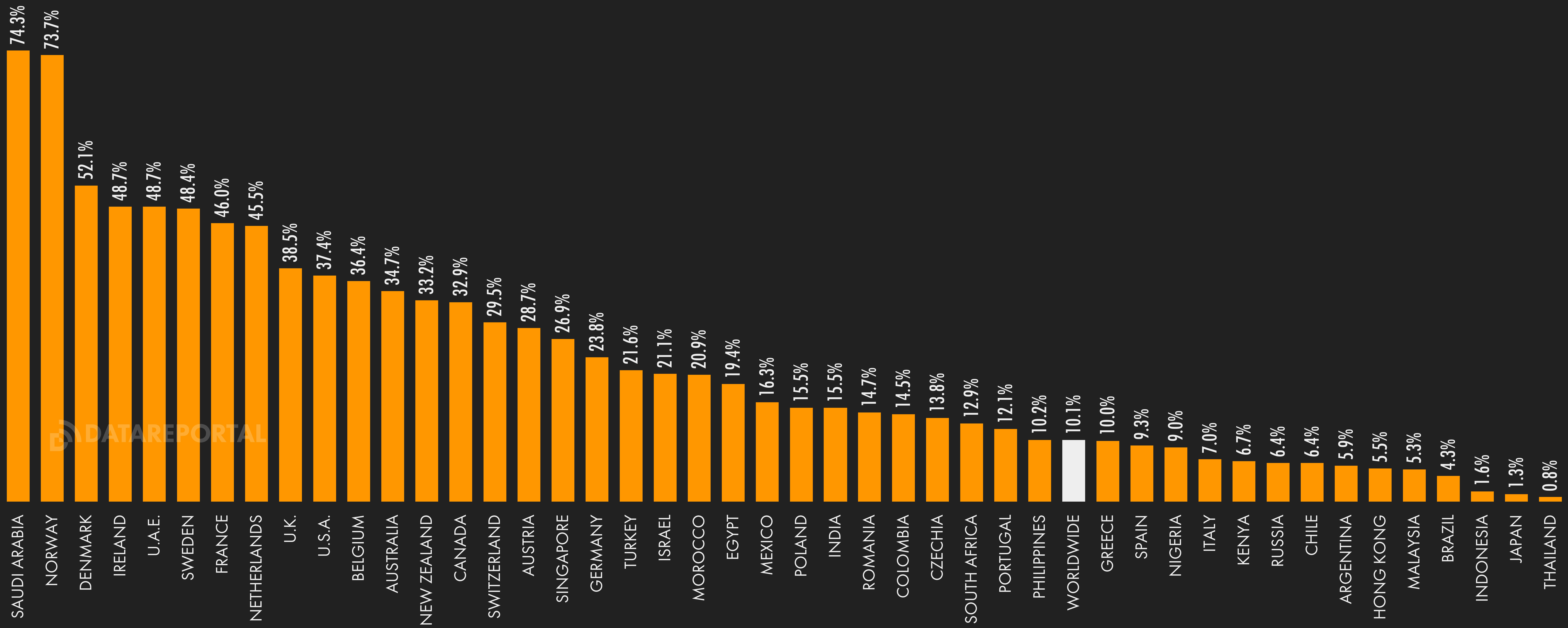


SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE", BUT GENDER VALUES DO NOT SUM TO TOTAL, SO VALUES WILL NOT ADD UP TO TO 100%. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. USERS MAY MISSTATE THEIR ACTUAL AGE, WHICH MAY RESULT IN DISTORTIONS IN THE SOURCE DATA. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

SNAPCHAT ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF SNAPCHAT ADS COMPARED WITH POPULATION AGED 13+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



SOURCES: SNAP'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

JAN 2023

SNAPCHAT AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST SNAPCHAT ADVERTISING AUDIENCES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	INDIA	172,450,000	15.5%
02	UNITED STATES OF AMERICA	107,350,000	37.4%
03	PAKISTAN	25,700,000	15.8%
04	FRANCE	25,400,000	46.0%
05	UNITED KINGDOM	22,150,000	38.5%
06	SAUDI ARABIA	21,150,000	74.3%
07	GERMANY	17,450,000	23.8%
08	MEXICO	16,550,000	16.3%
09	IRAQ	16,100,000	53.4%
10	EGYPT	15,400,000	19.4%

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
11	TURKEY	14,800,000	21.6%
12	NIGERIA	12,350,000	9.0%
13	CANADA	11,000,000	32.9%
14	PHILIPPINES	8,750,000	10.2%
15	RUSSIAN FEDERATION	7,800,000	6.4%
16	AUSTRALIA	7,700,000	34.7%
17	BRAZIL	7,650,000	4.3%
18=	ALGERIA	6,950,000	21.0%
18=	NETHERLANDS	6,950,000	45.5%
20	COLOMBIA	6,150,000	14.5%

SOURCES: SNAP'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

SNAPCHAT ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE SNAPCHAT ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	BAHRAIN	79.8%	975,000
02	LUXEMBOURG	76.0%	427,500
03	SAUDI ARABIA	74.3%	21,150,000
04	NORWAY	73.7%	3,450,000
05	KUWAIT	60.8%	2,150,000
06	IRAQ	53.4%	16,100,000
07	DENMARK	52.1%	2,650,000
08	OMAN	50.0%	1,750,000
09	IRELAND	48.7%	2,050,000
10	UNITED ARAB EMIRATES	48.7%	4,000,000

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
11	SWEDEN	48.4%	4,350,000
12	PALESTINE	47.1%	1,650,000
13	FRANCE	46.0%	25,400,000
14	NETHERLANDS	45.5%	6,950,000
15	QATAR	41.8%	975,000
16	JORDAN	39.6%	3,250,000
17	UNITED KINGDOM	38.5%	22,150,000
18	FINLAND	38.3%	1,850,000
19	UNITED STATES OF AMERICA	37.4%	107,350,000
20	BELGIUM	36.4%	3,650,000

SOURCES: SNAP'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

TWITTER

TWITTER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON TWITTER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON TWITTER	TWITTER AD REACH vs. TOTAL POPULATION	QUARTER-ON-QUARTER CHANGE IN REPORTED TWITTER AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED TWITTER AD REACH
556.0 MILLION	6.9%	+2.1% +12 MILLION	+27.4% +120 MILLION

TWITTER AD REACH vs. TOTAL INTERNET USERS	TWITTER AD REACH vs. POPULATION AGED 13+	FEMALE TWITTER AD REACH vs. TOTAL TWITTER AD REACH	MALE TWITTER AD REACH vs. TOTAL TWITTER AD REACH
10.8%	8.9%	37.0%	63.0%

SOURCES: TWITTER'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES vs. POPULATION AND vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR DETAILS.

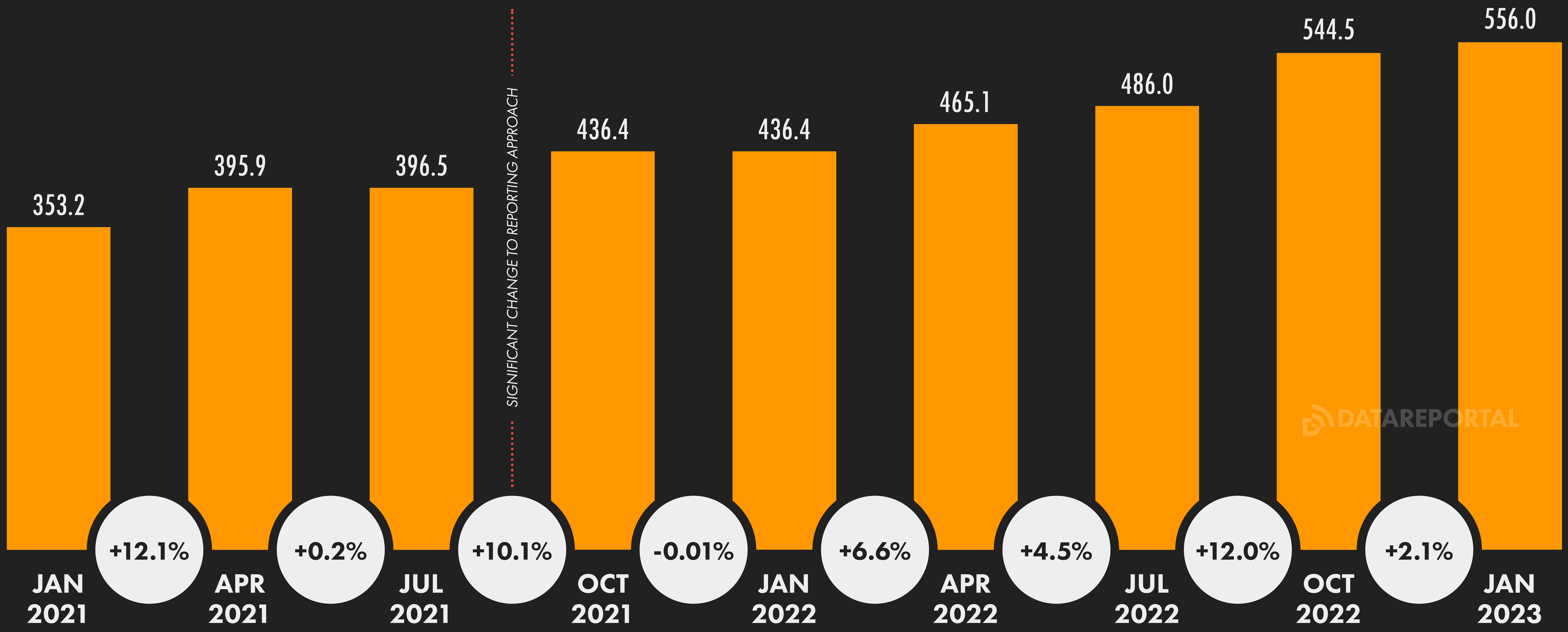
JAN 2023

TWITTER ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON TWITTER (IN MILLIONS OF USERS), AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW

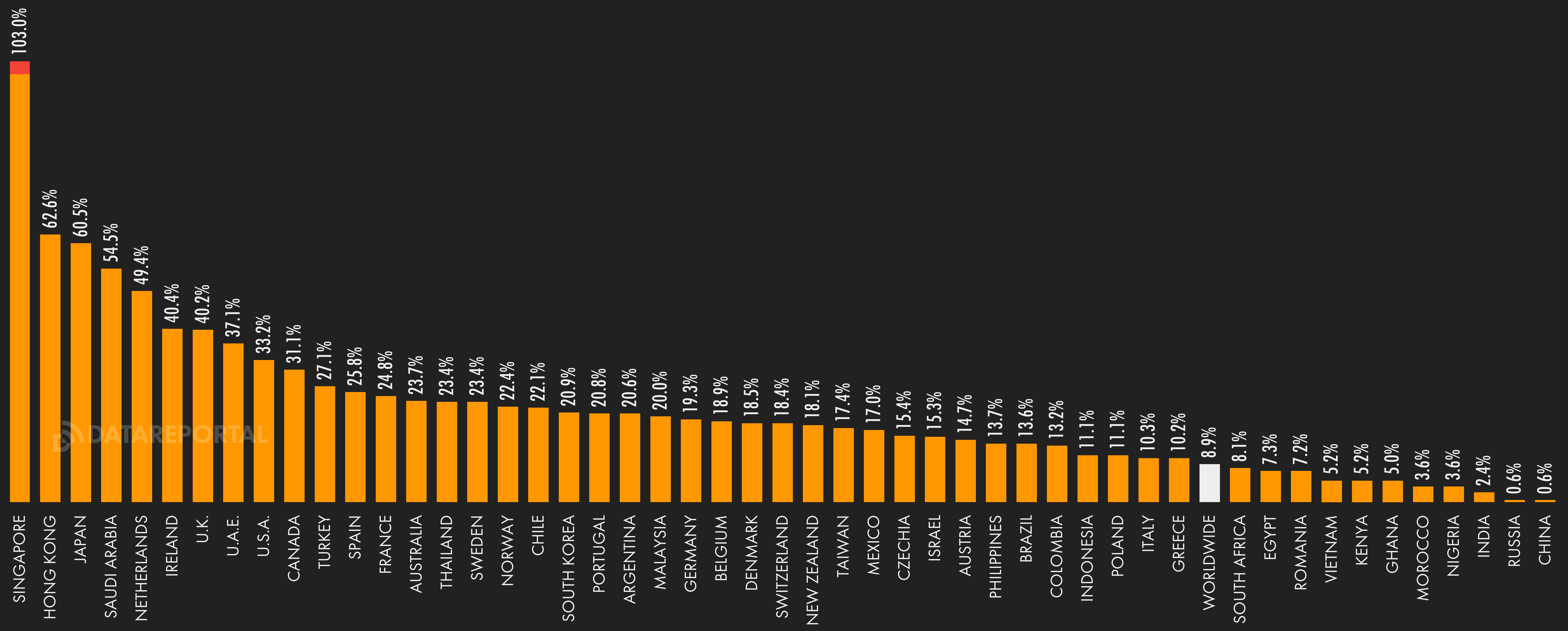


SOURCES: TWITTER'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

TWITTER ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF TWITTER ADS COMPARED WITH POPULATION AGED 13+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



SOURCES: TWITTER'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

TWITTER AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST TWITTER ADVERTISING AUDIENCES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	UNITED STATES OF AMERICA	95,400,000	33.2%
02	JAPAN	67,450,000	60.5%
03	INDIA	27,250,000	2.4%
04	BRAZIL	24,300,000	13.6%
05	INDONESIA	24,000,000	11.1%
06	UNITED KINGDOM	23,150,000	40.2%
07	TURKEY	18,550,000	27.1%
08	MEXICO	17,200,000	17.0%
09	SAUDI ARABIA	15,500,000	54.5%
10	THAILAND	14,600,000	23.4%

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
11	GERMANY	14,100,000	19.3%
12	FRANCE	13,700,000	24.8%
13	PHILIPPINES	11,800,000	13.7%
14	SPAIN	10,850,000	25.8%
15	CANADA	10,400,000	31.1%
16	SOUTH KOREA	9,800,000	20.9%
17=	ARGENTINA	7,550,000	20.6%
17=	NETHERLANDS	7,550,000	49.4%
19	CHINA	7,250,000	0.6%
20	EGYPT	5,800,000	7.3%

SOURCES: TWITTER'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDIALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

TWITTER ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE TWITTER ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	SINGAPORE	103.0%*	5,550,000
02	SEYCHELLES	101.3%*	86,950
03	ANDORRA	82.9%	59,400
04	LUXEMBOURG	76.6%	430,750
05	HONG KONG	62.6%	4,200,000
06	JAPAN	60.5%	67,450,000
07	SAUDI ARABIA	54.5%	15,500,000
08	BAHRAIN	51.0%	622,850
09	GUERNSEY	50.0%	27,450
10	NETHERLANDS	49.4%	7,550,000

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
11	KUWAIT	45.2%	1,600,000
12	QATAR	45.0%	1,050,000
13	CAYMAN ISLANDS	43.3%	25,450
14	ARUBA	43.0%	39,550
15	ISLE OF MAN	41.4%	30,750
16	ANTIGUA & BARBUDA	40.9%	32,550
17	IRELAND	40.4%	1,700,000
18	UNITED KINGDOM	40.2%	23,150,000
19	ICELAND	39.1%	123,350
20	UNITED ARAB EMIRATES	37.1%	3,050,000

SOURCES: TWITTER'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (*) VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDIALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

JAN 2023

MOST POPULAR TWITTER ACCOUNTS

TWITTER ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

GLOBAL OVERVIEW

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	BARACK OBAMA	@BARACKOBAMA	133,300,000
02	ELON MUSK	@ELONMUSK	124,700,000
03	JUSTIN BIEBER	@JUSTINBIEBER	113,600,000
04	KATY PERRY	@KATYPERRY	108,700,000
05	RIHANNA	@RIHANNA	107,600,000
06	CRISTIANO RONALDO	@CRISTIANO	106,800,000
07	DONALD TRUMP	@REALDONALDTRUMP	87,800,000
08	NARENDRA MODI	@NARENDRAMODI	85,700,000
09	LADY GAGA	@LADYGAGA	84,900,000
10	YOUTUBE	@YOUTUBE	78,200,000
11	ELLEN DEGENERES	@ELLENDEGENERES	76,900,000
12	KIM KARDASHIAN	@KIMKARDASHIAN	74,700,000
13	NASA	@NASA	69,300,000
14	TWITTER	@TWITTER	65,200,000
15	CNN BREAKING NEWS	@CNNBRK	64,100,000
16	JUSTIN TIMBERLAKE	@JTIMBERLAKE	62,700,000
17	BILL GATES	@BILLGATES	61,600,000
18	NEYMAR	@NEYMARJR	61,000,000
19	CNN	@CNN	60,900,000
20	BRITNEY SPEARS	@BRITNEYSPEARS	56,100,000

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON TWITTER. **NOTES:** THE ACCOUNT OF @ARIANAGRANDE WAS UNAVAILABLE AT THE TIME OF REPORT PRODUCTION, SO HAS NOT BEEN INCLUDED IN THIS RANKING. HOWEVER, BASED ON PREVIOUS FOLLOWER COUNTS, ARIANA'S ACCOUNT WOULD OTHERWISE HAVE FEATURED IN THIS RANKING. FOLLOWER COUNTS HAVE BEEN ROUNDED TO THE NEAREST 100,000. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

JAN 2023

MOST USED EMOJI ON TWITTER

EMOJI THAT HAVE BEEN USED IN THE GREATEST NUMBER OF TWEETS

GLOBAL OVERVIEW

#	EMOJI	POSTS
01	😂	3,787,100,000
02	❤️	2,012,800,000
03	😭	1,705,200,000
04	😍	1,338,200,000
05	♻️	986,100,000
06	♥️	892,900,000
07	😊	830,100,000
08	😔	618,600,000
09	💕	616,900,000
10	😘	607,600,000

#	EMOJI	POSTS
11	😒	569,600,000
12	😩	559,400,000
13	😬	545,800,000
14	☺️	492,700,000
15	🔥	492,500,000
16	🙏	492,300,000
17	👍	468,000,000
18	😅	456,000,000
19	👀	454,600,000
20	😉	447,400,000

#	EMOJI	POSTS
21	👌	431,400,000
22	😏	422,000,000
23	✨	403,100,000
24	💔	360,400,000
25	😌	359,100,000
26	😎	356,300,000
27	💜	355,600,000
28	💙	351,100,000
29	😢	331,300,000
30	😳	328,100,000

#	EMOJI	POSTS
31	✅	316,700,000
32	💯	280,700,000
33	💖	272,100,000
34	🎶	263,600,000
35	🙌	249,600,000
36	⬅️	241,100,000
37	🙈	234,300,000
38	😋	232,400,000
39	😄	219,600,000
40	💀	218,700,000

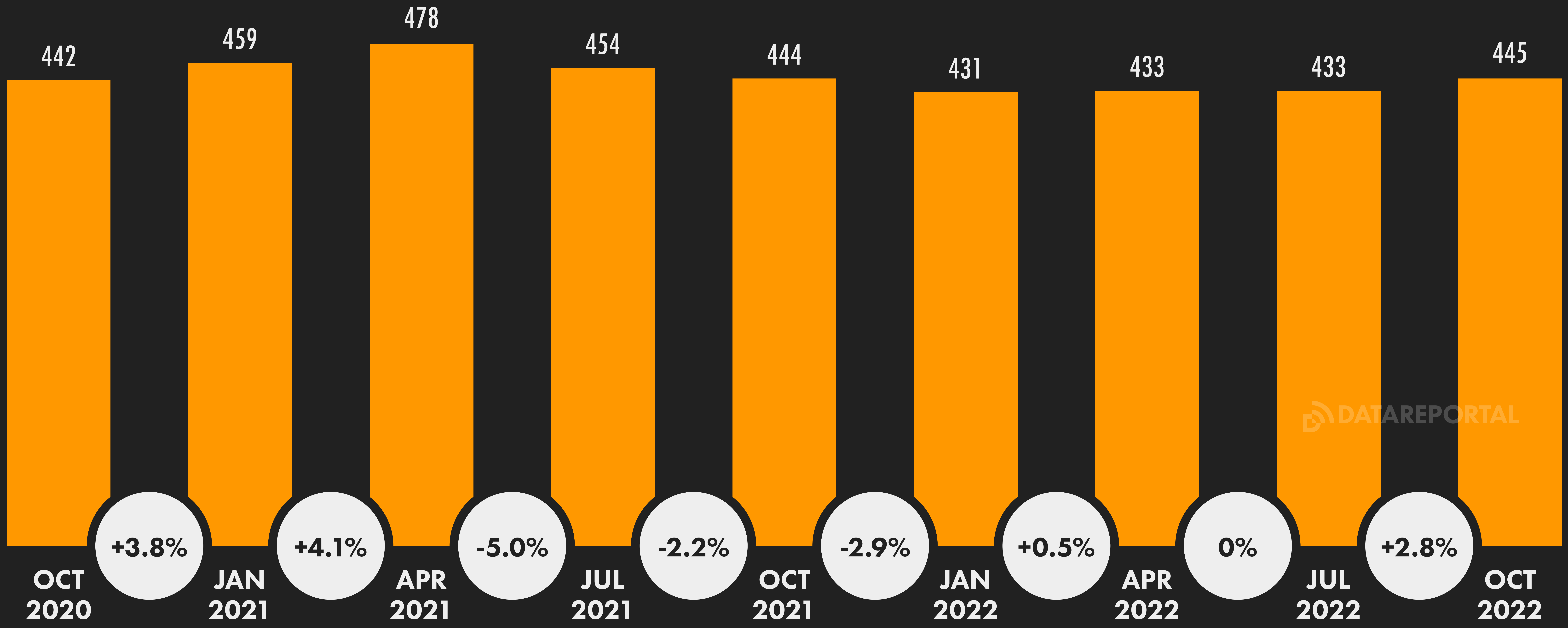
SOURCE: EMOJITRACKER. **NOTES:** FIGURES REPRESENT THE NUMBER OF TWEETS CONTAINING AT LEAST ONE INSTANCE OF EACH EMOJI THAT HAVE BEEN PUBLISHED TO TWITTER SINCE 04 JULY 2013. TWEETS CONTAINING MULTIPLE INSTANCES OF THE SAME EMOJI ARE ONLY COUNTED ONCE. POST COUNTS HAVE BEEN ROUNDED TO THE NEAREST 100,000. **COMPARABILITY:** POST COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

PINTEREST

PINTEREST MONTHLY ACTIVE USERS

PINTEREST MONTHLY ACTIVE USERS (IN MILLIONS), WITH RELATIVE GROWTH RATES OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



SOURCE: PINTEREST COMPANY ANNOUNCEMENTS. **COMPARABILITY:** PINTEREST'S EARNINGS ANNOUNCEMENTS REPORT TOTAL MONTHLY ACTIVE USERS, WHEREAS THE COMPANY'S ADVERTISING RESOURCES ONLY PUBLISH DATA FOR A SELECTION OF COUNTRIES AND TERRITORIES.

PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON PINTEREST

242.7 MILLION

PINTEREST AD REACH vs. TOTAL POPULATION

3.0%

QUARTER-ON-QUARTER CHANGE IN REPORTED PINTEREST AD REACH

90

-10.4%

-28 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED PINTEREST AD REACH

365

+7.5%

+17 MILLION

PINTEREST AD REACH vs. TOTAL INTERNET USERS

4.7%

PINTEREST AD REACH vs. POPULATION AGED 13+

3.9%

FEMALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH

76.2%

MALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH

17.2%

SOURCES: PINTEREST'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. GENDER DATA ARE ALSO AVAILABLE FOR "UNSPECIFIED", .SO VALUES FOR "FEMALE" AND "MALE" MAY NOT SUM TO 100%. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

PINTEREST ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON PINTEREST (IN MILLIONS OF USERS), AND CHANGE IN REPORTED REACH OVER TIME

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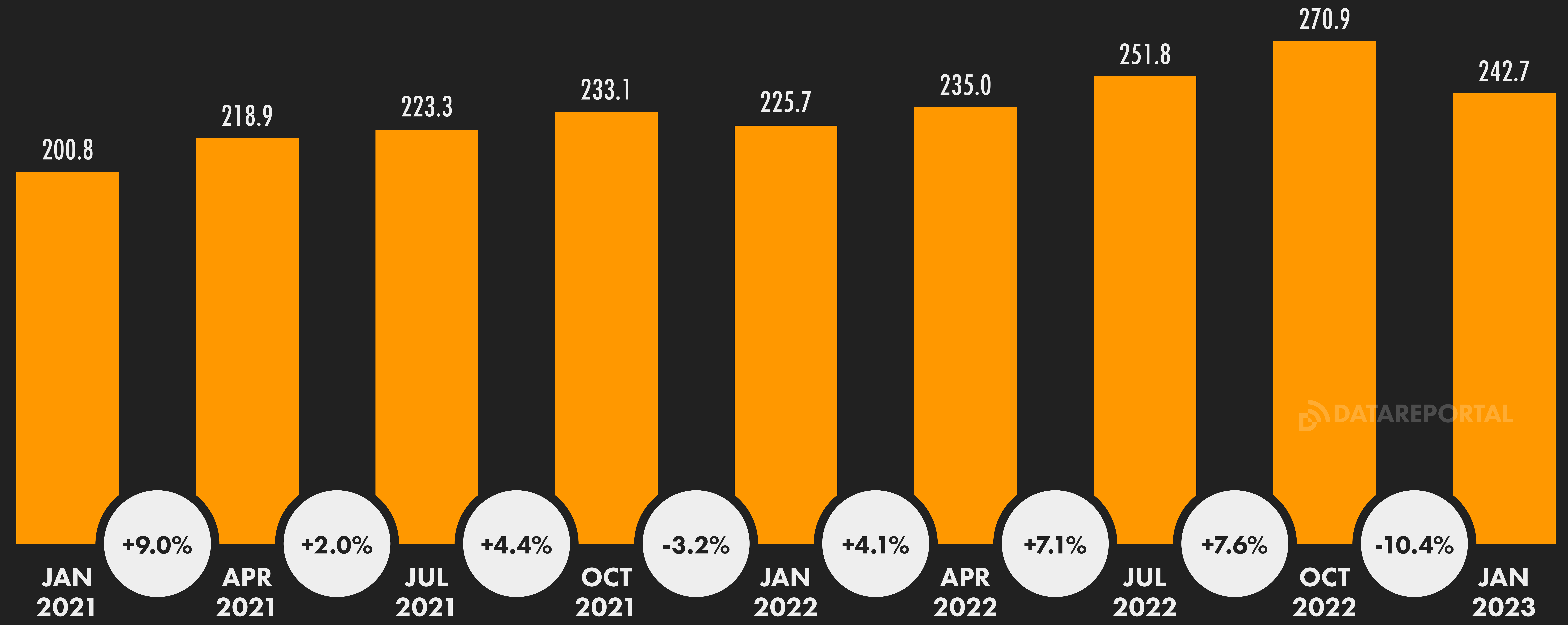
GLOBAL OVERVIEW



SOURCE: PINTEREST'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, FIGURES FOR GROWTH RATE OVER TIME MAY BE IMPACTED BY REVISIONS TO BASE DATA AND CHANGES IN LOCATION COVERAGE. **COMPARABILITY:** PINTEREST ADDED A NUMBER OF NEW COUNTRIES TO ITS AD TARGETING TOOL IN Q2 2022, SO FIGURES FOR JULY 2022 ONWARDS MAY NOT BE DIRECTLY COMPARABLE WITH FIGURES FOR PRIOR PERIODS.

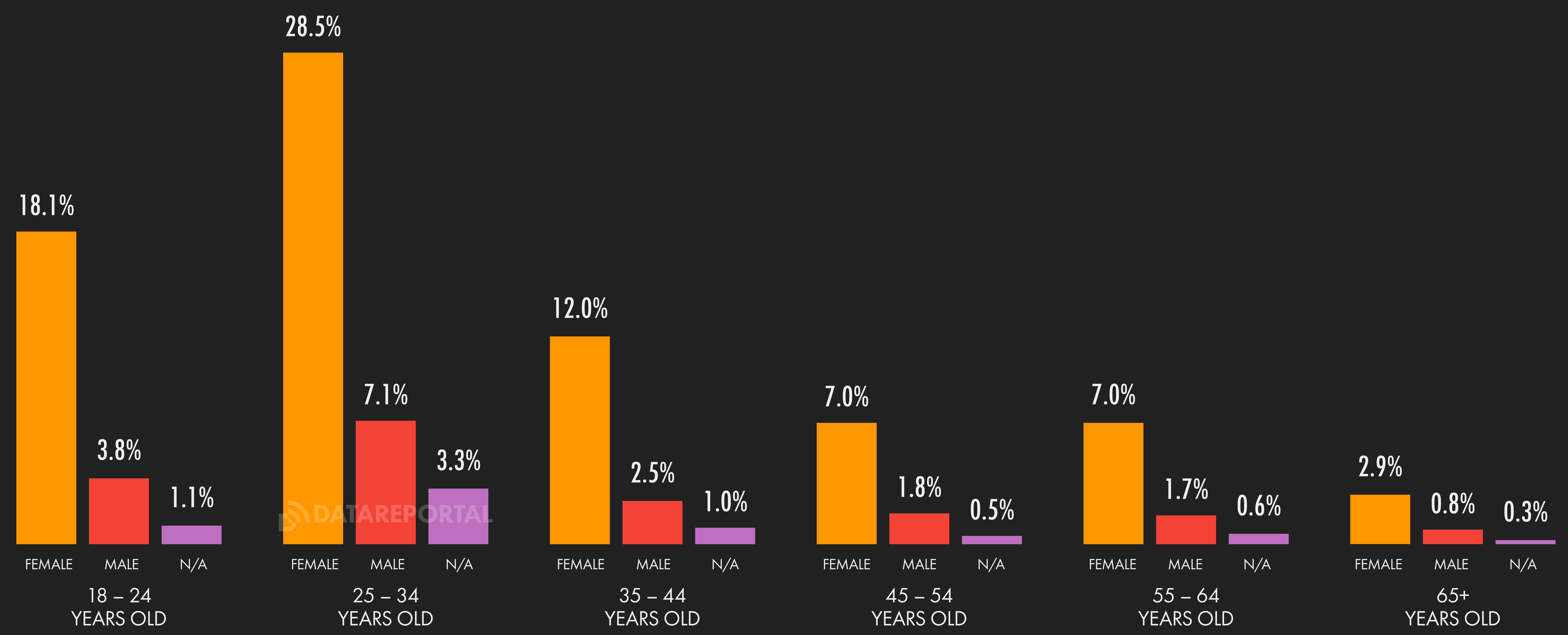
JAN 2023

PINTEREST: ADVERTISING AUDIENCE PROFILE

SHARE OF PINTEREST'S ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



SOURCES: PINTEREST'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. VALUES FOR "N/A" REPRESENT SHARE OF USERS OF "UNSPECIFIED" GENDER, AS REPORTED IN PINTEREST'S TOOLS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. USERS MAY MISSTATE THEIR ACTUAL AGE, WHICH MAY RESULT IN DISTORTIONS IN THE SOURCE DATA. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

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PINTEREST AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST PINTEREST ADVERTISING AUDIENCES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	UNITED STATES OF AMERICA	84,595,000	29.4%
02	BRAZIL	28,050,000	15.7%
03	MEXICO	19,445,000	19.2%
04	GERMANY	15,875,000	21.7%
05	FRANCE	10,650,000	19.3%
06	CANADA	8,440,000	25.2%
07	ITALY	8,075,000	15.3%
08	UNITED KINGDOM	7,610,000	13.2%
09	ARGENTINA	7,090,000	19.4%
10	SPAIN	7,010,000	16.7%

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
11	COLOMBIA	5,970,000	14.1%
12	POLAND	5,420,000	15.0%
13	NETHERLANDS	4,430,000	29.0%
14	CHILE	3,570,000	21.6%
15	AUSTRALIA	3,445,000	15.5%
16	BELGIUM	2,687,000	26.8%
17	PORTUGAL	2,060,000	22.6%
18	ROMANIA	2,005,000	11.6%
19	GREECE	1,835,000	20.0%
20	HUNGARY	1,755,000	19.6%

SOURCES: PINTEREST'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

PINTEREST ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE PINTEREST ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	UNITED STATES OF AMERICA	29.4%	84,595,000
02	LUXEMBOURG	29.1%	163,500
03	NETHERLANDS	29.0%	4,430,000
04	GUAM	27.7%	37,000
05	BELGIUM	26.8%	2,687,000
06	CANADA	25.2%	8,440,000
07	U.S. VIRGIN ISLANDS	24.2%	20,000
08	PORTUGAL	22.6%	2,060,000
09	AUSTRIA	22.3%	1,743,500
10	MALTA	22.1%	104,500

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
11	GERMANY	21.7%	15,875,000
12	CHILE	21.6%	3,570,000
13	DENMARK	20.9%	1,065,000
14	SWITZERLAND	20.8%	1,583,500
15	GREECE	20.0%	1,835,000
16	CYPRUS	19.9%	215,500
17	HUNGARY	19.6%	1,755,000
18	FINLAND	19.5%	943,000
19	ARGENTINA	19.4%	7,090,000
20	FRANCE	19.3%	10,650,000

SOURCES: PINTEREST'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

OTHER SOCIAL PLATFORMS

WHATSAPP OVERVIEW

ESSENTIAL HEADLINES FOR WHATSAPP USE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL MONTHLY ACTIVE WHATSAPP USERS	MONTHLY ACTIVE WHATSAPP USERS vs. TOTAL POPULATION	MONTHLY ACTIVE WHATSAPP USERS vs. POPULATION AGED 13+	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS
2 BILLION	25.0%	31.9%	46.5%	53.5%

SOURCES: COMPANY ANNOUNCEMENTS; GENDER SHARE DATA FROM GWI (Q3 2022), BASED ON VALUES FOR "FEMALE" AND "MALE" USERS ONLY.

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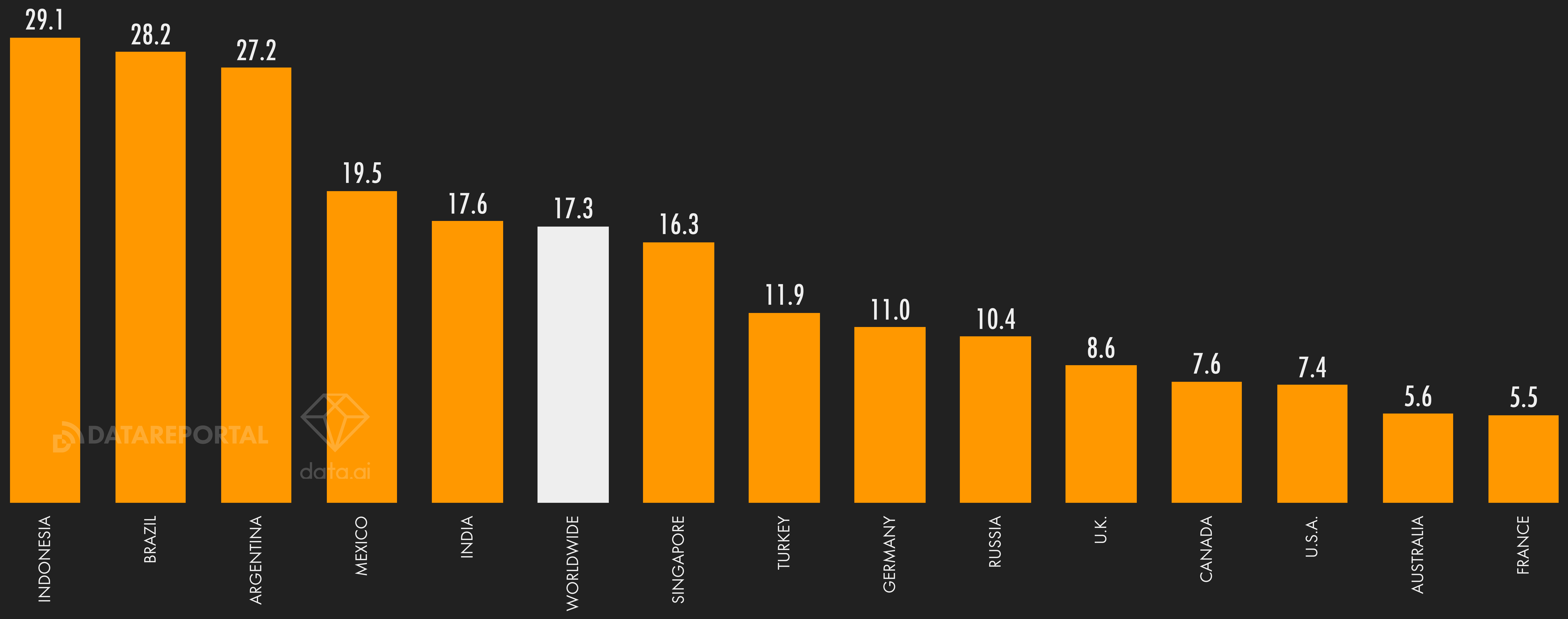
WHATSAPP: TIME SPENT USING MOBILE APP

AVERAGE NUMBER OF HOURS PER MONTH THAT EACH WHATSAPP USER SPENDS USING THE WHATSAPP APP ON ANDROID PHONES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI FOR MORE DETAILS, OR CONTACT DATA.AI FOR DETAILS OF HOW TO ACCESS DATA FOR ADDITIONAL LOCATIONS. **NOTE:** FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING THE WHATSAPP MOBILE APP ON ANDROID PHONES THROUGHOUT 2022. WORLDWIDE FIGURE DOES NOT INCLUDE DATA FOR CHINA.

WECHAT OVERVIEW

ESSENTIAL HEADLINES FOR WECHAT AND WEIXIN USE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

COMBINED GLOBAL MONTHLY ACTIVE USERS OF WECHAT AND WEIXIN	MONTHLY ACTIVE WECHAT AND WEIXIN USERS vs. TOTAL POPULATION	MONTHLY ACTIVE WECHAT AND WEIXIN USERS vs. POPULATION AGED 13+	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS
1.31 BILLION	16.3%	20.9%	47.7%	52.3%

SOURCES: TENCENT EARNINGS REPORTS; GENDER SHARE DATA FROM GWI (Q3 2022), BASED ON VALUES FOR "FEMALE" AND "MALE" USERS ONLY. SEE GWI.COM FOR FULL DETAILS.

TELEGRAM OVERVIEW

ESSENTIAL HEADLINES FOR TELEGRAM USE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL MONTHLY ACTIVE TELEGRAM USERS	MONTHLY ACTIVE TELEGRAM USERS vs. TOTAL POPULATION	MONTHLY ACTIVE TELEGRAM USERS vs. POPULATION AGED 16+	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS
700 MILLION	8.7%	11.9%	42.6%	57.4%

SOURCES: COMPANY ANNOUNCEMENTS; GENDER SHARE DATA FROM GWI (Q3 2022), BASED ON VALUES FOR "FEMALE" AND "MALE" USERS ONLY. SEE GWI.COM FOR FULL DETAILS.

DOUYIN OVERVIEW

ESSENTIAL HEADLINES FOR DOUYIN USE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

DAILY ACTIVE DOUYIN USERS	DAILY ACTIVE DOUYIN USERS vs. TOTAL POPULATION	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS
715.0 MILLION	8.9%	48.5%	51.5%

SOURCES: COMPANY ANNOUNCEMENTS; GENDER SHARE DATA FROM GWI (Q3 2022), BASED ON VALUES FOR "FEMALE" AND "MALE" USERS ONLY. SEE GWI.COM FOR FULL DETAILS. **NOTE:** BOTH DOUYIN AND TIKTOK ARE OWNED BY BYTEDANCE, AND THERE ARE MANY SIMILARITIES BETWEEN THE TWO PLATFORMS, BUT THE COMPANY OPERATES THEM AS SEPARATE ENTITIES, AND REPORTS DISTINCT USER FIGURES FOR EACH PLATFORM.

KUAISHOU OVERVIEW

ESSENTIAL HEADLINES FOR KUAISHOU USE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

MONTHLY ACTIVE KUAISHOU USERS	MONTHLY ACTIVE KUAISHOU USERS vs. TOTAL POPULATION	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS
626.0 MILLION	7.8%	46.9%	53.1%

SOURCES: COMPANY ANNOUNCEMENTS; GENDER SHARE DATA FROM GWI (Q3 2022), BASED ON VALUES FOR "FEMALE" AND "MALE" USERS ONLY. SEE GWI.COM FOR FULL DETAILS.

SINA WEIBO OVERVIEW

ESSENTIAL HEADLINES FOR SINA WEIBO USE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

MONTHLY ACTIVE SINA WEIBO USERS	MONTHLY ACTIVE SINA WEIBO USERS vs. TOTAL POPULATION	MONTHLY ACTIVE SINA WEIBO USERS vs. POPULATION AGED 14+	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS
584 MILLION	7.3%	9.5%	49.0%	51.0%

SOURCES: SINA CORP EARNINGS REPORTS; GENDER SHARE DATA FROM GWI (Q3 2022), BASED ON VALUES FOR "FEMALE" AND "MALE" USERS ONLY. SEE GWI.COM FOR FULL DETAILS.

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QQ OVERVIEW

ESSENTIAL HEADLINES FOR QQ USE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW

GLOBAL MONTHLY ACTIVE QQ USERS ACCESSING VIA SMART DEVICES	MONTHLY ACTIVE SMART DEVICE QQ USERS vs. TOTAL POPULATION	MONTHLY ACTIVE SMART DEVICE QQ USERS vs. POPULATION AGED 13+	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS
574.4 MILLION	7.2%	9.2%	48.3%	51.7%

SOURCES: TENCENT EARNINGS REPORTS; GENDER SHARE DATA FROM GWI (Q3 2022), BASED ON VALUES FOR "FEMALE" AND "MALE" USERS ONLY. SEE GWI.COM FOR FULL DETAILS. **NOTE:** DATA IS ONLY AVAILABLE FOR "SMART DEVICE" USE; TOTAL ACTIVE USER BASE MAY BE HIGHER.

REDDIT OVERVIEW

ESSENTIAL HEADLINES FOR REDDIT USE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

DAILY ACTIVE REDDIT USERS	DAILY ACTIVE REDDIT USERS vs. TOTAL POPULATION	DAILY ACTIVE REDDIT USERS vs. POPULATION AGED 13+	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS
50 MILLION	0.6%	0.8%	38.0%	62.0%

SOURCES: COMPANY ANNOUNCEMENTS; GENDER SHARE DATA FROM GWI (Q3 2022), BASED ON VALUES FOR "FEMALE" AND "MALE" USERS ONLY. SEE GWI.COM FOR FULL DETAILS. **COMPARABILITY:** NOTE THAT THE ACTIVE USER FIGURES SHOWN HERE REPRESENT DAILY ACTIVE REDDIT USERS, AS OPPOSED TO THE MONTHLY ACTIVE USER FIGURES THAT WE PUBLISH FOR MOST OTHER SOCIAL MEDIA PLATFORMS.

QUORA OVERVIEW

ESSENTIAL HEADLINES FOR QUORA USE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

MONTHLY ACTIVE QUORA USERS	MONTHLY ACTIVE QUORA USERS vs. TOTAL POPULATION	MONTHLY ACTIVE QUORA USERS vs. POPULATION AGED 13+	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS
300 MILLION	3.7%	4.8%	42.4%	57.6%

SOURCES: COMPANY ANNOUNCEMENTS; GENDER SHARE DATA FROM GWI (Q3 2022), BASED ON VALUES FOR "FEMALE" AND "MALE" USERS ONLY. SEE GWI.COM FOR FULL DETAILS. **COMPARABILITY:** QUORA HAS NOT PUBLISHED ANY UPDATES TO ITS MONTHLY ACTIVE USER FIGURE IN THE PAST 12 MONTHS, SO FIGURES SHOWN HERE MAY BE LESS REPRESENTATIVE OF CURRENT AUDIENCES COMPARED WITH FIGURES FOR OTHER PLATFORMS FEATURED IN THIS REPORT.

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DISCORD OVERVIEW

ESSENTIAL HEADLINES FOR DISCORD USE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW

MONTHLY ACTIVE DISCORD USERS

150 MILLION

MONTHLY ACTIVE DISCORD USERS vs. TOTAL POPULATION

1.9%

MONTHLY ACTIVE DISCORD USERS vs. POPULATION AGED 13+

2.4%

FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS

34.5%

MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS

65.5%

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SOURCES: COMPANY ANNOUNCEMENTS; GENDER SHARE DATA FROM GWI (Q3 2022), BASED ON VALUES FOR "FEMALE" AND "MALE" USERS ONLY. SEE GWI.COM FOR FULL DETAILS.

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MOBILE

MOBILE CONNECTIVITY

ADOPTION AND USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

NUMBER OF UNIQUE MOBILE USERS (ANY TYPE OF HANDSET)	UNIQUE MOBILE USERS AS A PERCENTAGE OF TOTAL POPULATION	ANNUAL CHANGE IN THE NUMBER OF UNIQUE MOBILE SUBSCRIBERS	AVERAGE NUMBER OF MOBILE CONNECTIONS PER UNIQUE MOBILE SUBSCRIBER
5.44 BILLION	68.0% YOY: +2.8% (+182 BPS)	+3.2% +168 MILLION	1.55 YOY: -1.0%

CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)	ANNUAL CHANGE IN THE NUMBER OF CELLULAR CONNECTIONS (EX. IOT)	TOTAL NUMBER OF BROADBAND MOBILE CONNECTIONS	NUMBER OF BROADBAND MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL MOBILE CONNECTIONS
8.46 BILLION	+2.2% +180 MILLION	7.41 BILLION	87.6% YOY: +3.1% (+236 BPS)

SOURCE: GSMA INTELLIGENCE. **NOTES:** CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. CONNECTION FIGURES MAY EXCEED FIGURES FOR POPULATION AND UNIQUE SUBSCRIBERS DUE TO MULTIPLE CONNECTIONS PER PERSON. "YOY" FIGURES SHOW YEAR-ON-YEAR CHANGE. 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 SHOW ABSOLUTE CHANGE. **COMPARABILITY:** REGULAR BASE REVISIONS. FIGURES SHOWN HERE MAY NOT CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

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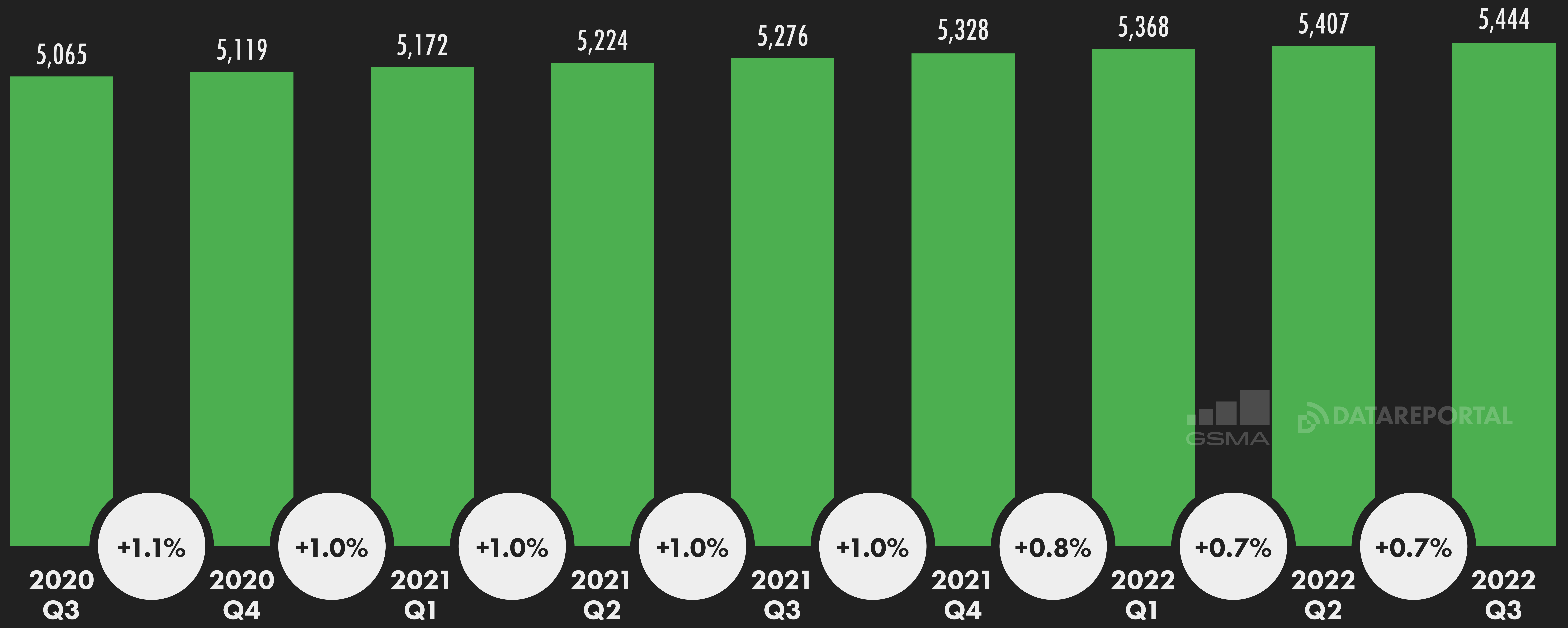
UNIQUE MOBILE USERS OVER TIME

NUMBER OF UNIQUE INDIVIDUALS (IN MILLIONS) USING MOBILE PHONES (ANY KIND OF HANDSET)

GLOBAL OVERVIEW



SOURCE: GSMA INTELLIGENCE. **COMPARABILITY:** BASE CHANGES. FIGURES MAY NOT CORRELATE WITH THOSE PUBLISHED IN OUR PREVIOUS REPORTS.

MOBILE SUBSCRIBERS vs. CELLULAR CONNECTIONS

PERSPECTIVES ON THE ADOPTION AND USE OF MOBILE TECHNOLOGIES

GSMA INTELLIGENCE DATA

TOTAL NUMBER OF MOBILE SUBSCRIBERS (UNIQUE INDIVIDUALS)

5.44 BILLION

TOTAL NUMBER OF CELLULAR CONNECTIONS (EXCLUDING CELLULAR IOT)

8.46 BILLION

ERICSSON DATA

TOTAL NUMBER OF MOBILE SUBSCRIBERS (UNIQUE INDIVIDUALS)

6.15 BILLION

TOTAL NUMBER OF CELLULAR CONNECTIONS (EXCLUDING CELLULAR IOT)

8.39 BILLION

SOURCES: GSMA INTELLIGENCE; ERICSSON MOBILITY VISUALIZER. **COMPARABILITY:** BASE CHANGES. FIGURES MAY NOT BE DIRECTLY COMPARABLE WITH PREVIOUS REPORTS.

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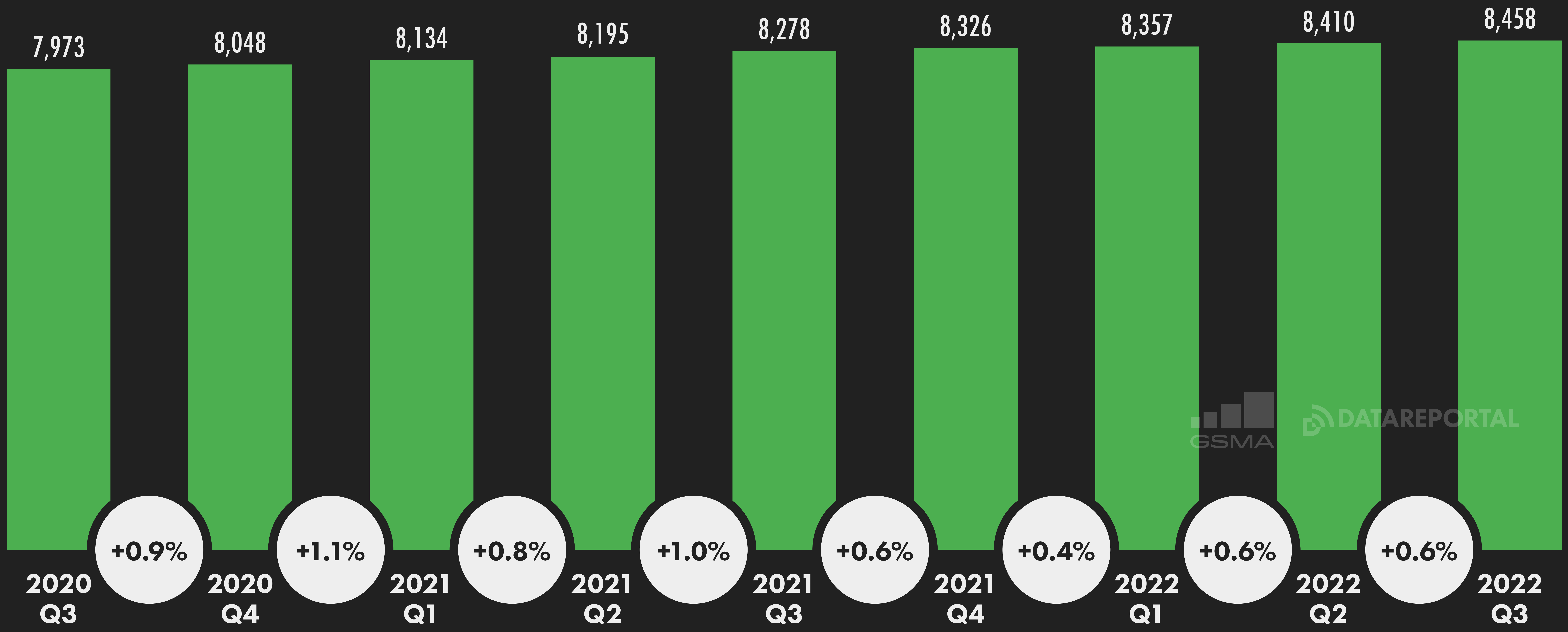
CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF MOBILE CELLULAR CONNECTIONS (IN MILLIONS) OVER TIME

GLOBAL OVERVIEW



SOURCE: GSMA INTELLIGENCE. **NOTE:** EXCLUDES CELLULAR IOT CONNECTIONS. **COMPARABILITY:** BASE CHANGES. FIGURES MAY NOT CORRELATE WITH THOSE PUBLISHED IN OUR PREVIOUS REPORTS.

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CONNECTED MOBILE DEVICES

EACH DEVICE TYPE'S SHARE OF CELLULAR CONNECTIONS (EXCLUDING IOT)

SHARE OF CONNECTIONS ASSOCIATED WITH SMARTPHONES

78.7%

6.60 BILLION

SHARE OF CONNECTIONS ASSOCIATED WITH FEATURE PHONES

16.5%

1.38 BILLION

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

4.9%

408 MILLION

SOURCE: ERICSSON MOBILITY VISUALIZER. **NOTE:** EXCLUDES CELLULAR IOT CONNECTIONS. **COMPARABILITY:** BASE CHANGES.

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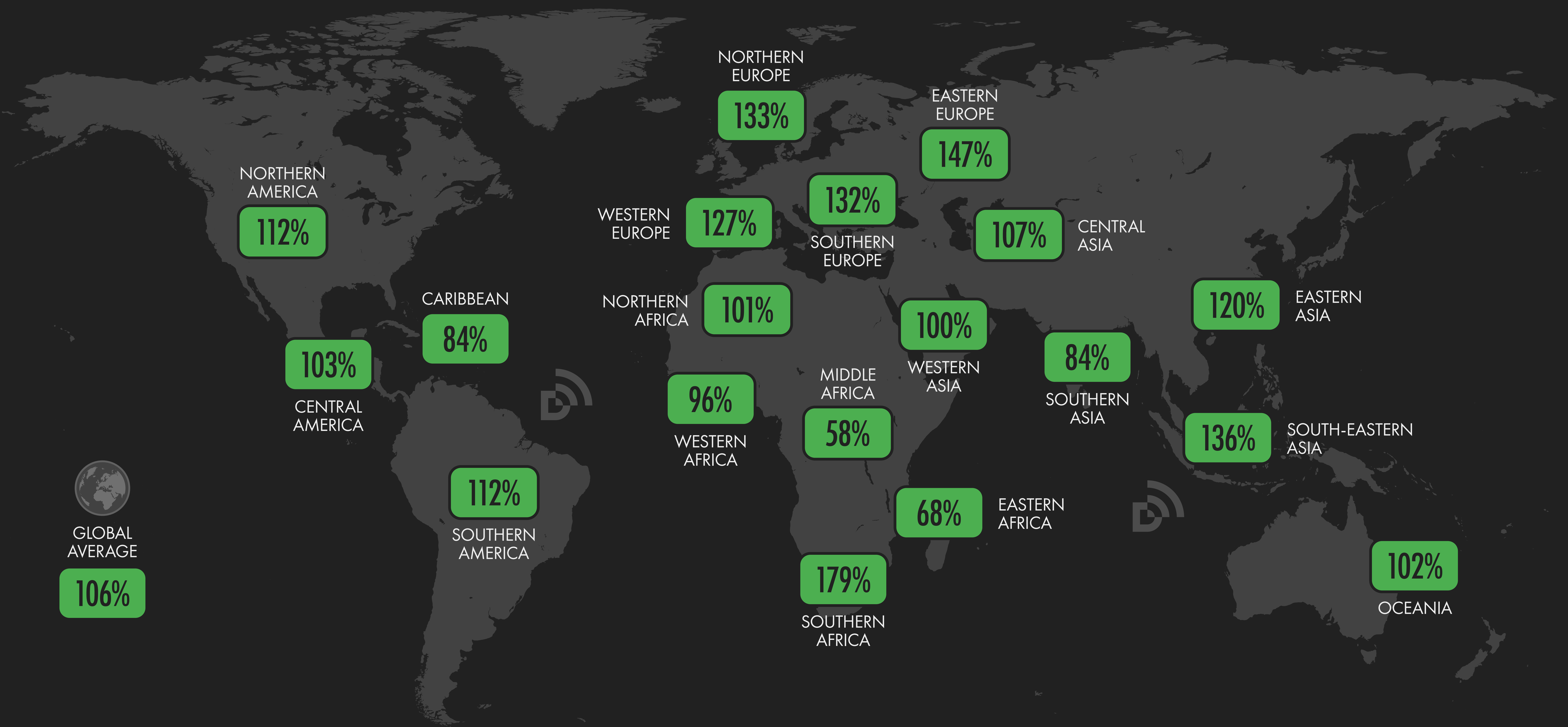
MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION

GLOBAL OVERVIEW



SOURCES: GSMA INTELLIGENCE; UNITED NATIONS. **NOTE:** FIGURES MAY EXCEED 100% BECAUSE SOME INDIVIDUALS MAY USE MORE THAN ONE CELLULAR CONNECTION. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** BASE CHANGES.

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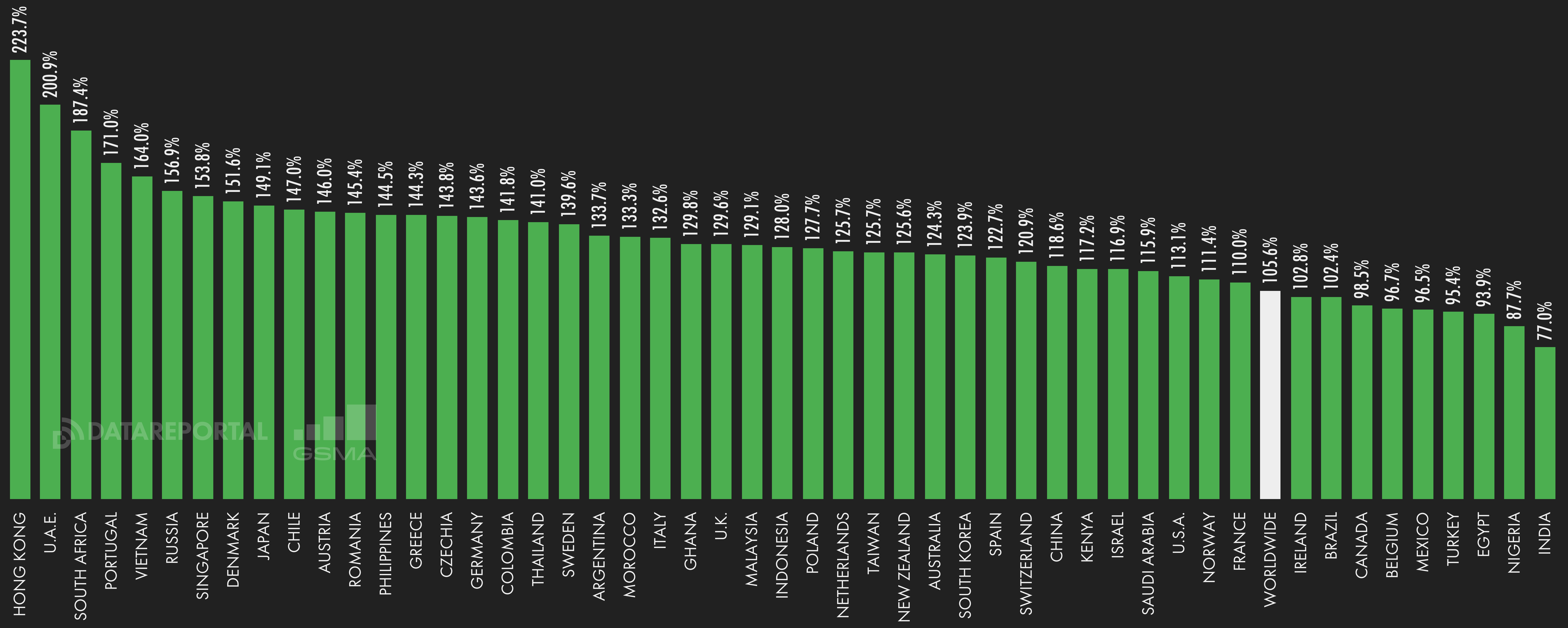
MOBILE CONNECTIVITY

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION



SOURCES: GSMA INTELLIGENCE; UNITED NATIONS. **NOTE:** FIGURES MAY EXCEED 100% BECAUSE SOME INDIVIDUALS MAY USE MORE THAN ONE CELLULAR CONNECTION. **COMPARABILITY:** BASE CHANGES.

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MOBILE CONNECTIVITY RANKING

COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST RATES OF CELLULAR MOBILE CONNECTIVITY

GLOBAL OVERVIEW

HIGHEST RATES OF CELLULAR MOBILE CONNECTIVITY

#	HIGHEST CONNECTIVITY	vs. POP	CONNECTIONS
01	HONG KONG	223.7%	16,749,691
02	MONTENEGRO	216.0%	1,353,642
03	U.S. VIRGIN ISLANDS	211.6%	209,696
04	ANTIGUA & BARBUDA	210.9%	198,336
05	UNITED ARAB EMIRATES	200.9%	19,048,000
06	MACAU	198.6%	1,389,706
07	SOUTH AFRICA	187.4%	112,691,887
08	QATAR	180.9%	4,894,648
09	KUWAIT	178.0%	7,635,967
10	LIBYA	175.9%	12,051,646

LOWEST RATES OF CELLULAR MOBILE CONNECTIVITY

#	LOWEST CONNECTIVITY	vs. POP	CONNECTIONS
208	NORTH KOREA	20.9%	5,470,625
207	ERITREA	23.5%	871,486
206	CENTRAL AFRICAN REPUBLIC	31.6%	1,785,723
205	SOUTH SUDAN	32.5%	3,575,536
204	PAPUA NEW GUINEA	36.5%	3,740,831
203	DJIBOUTI	41.0%	462,519
202	MADAGASCAR	43.8%	13,112,761
201	SOMALIA	44.7%	7,988,306
200	DEM. REP. OF THE CONGO	47.9%	48,150,914
199	EQUATORIAL GUINEA	49.3%	834,782

SOURCES: GSMA INTELLIGENCE; UNITED NATIONS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES MAY EXCEED 100% BECAUSE SOME INDIVIDUALS MAY USE MORE THAN ONE CELLULAR MOBILE CONNECTION. **COMPARABILITY:** BASE CHANGES.

CONNECTED DEVICES

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
0.82 BILLION	7.98 BILLION	1.64 BILLION	10.29 BILLION	2.86 BILLION
SHARE OF CONNECTIONS 3.5%	SHARE OF CONNECTIONS 33.8%	SHARE OF CONNECTIONS 6.9%	SHARE OF CONNECTIONS 43.6%	SHARE OF CONNECTIONS 12.1%

SOURCE: ERICSSON MOBILITY VISUALIZER. **NOTES:** 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 NETWORKS TO OFFER CONNECTIVITY ACROSS MUCH WIDER RANGES. **COMPARABILITY:** ERICSSON AND GSMA INTELLIGENCE REPORT DIFFERENT FIGURES FOR THE NUMBER OF CELLULAR MOBILE CONNECTIONS.

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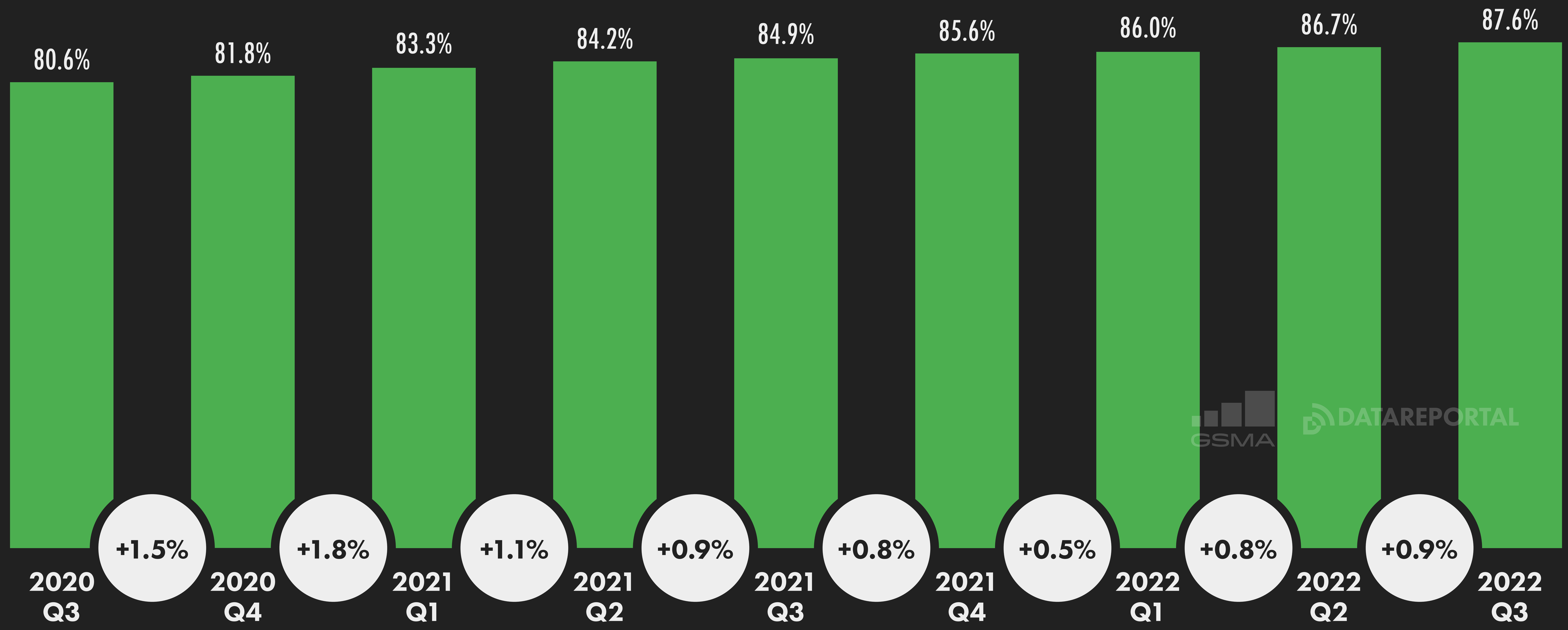
BROADBAND: SHARE OF CELLULAR CONNECTIONS

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

GLOBAL OVERVIEW



SOURCE: GSMA INTELLIGENCE. **NOTES:** EXCLUDES CELLULAR IOT CONNECTIONS. VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE CHANGES. FIGURES MAY NOT CORRELATE WITH THOSE PUBLISHED IN OUR PREVIOUS REPORTS.

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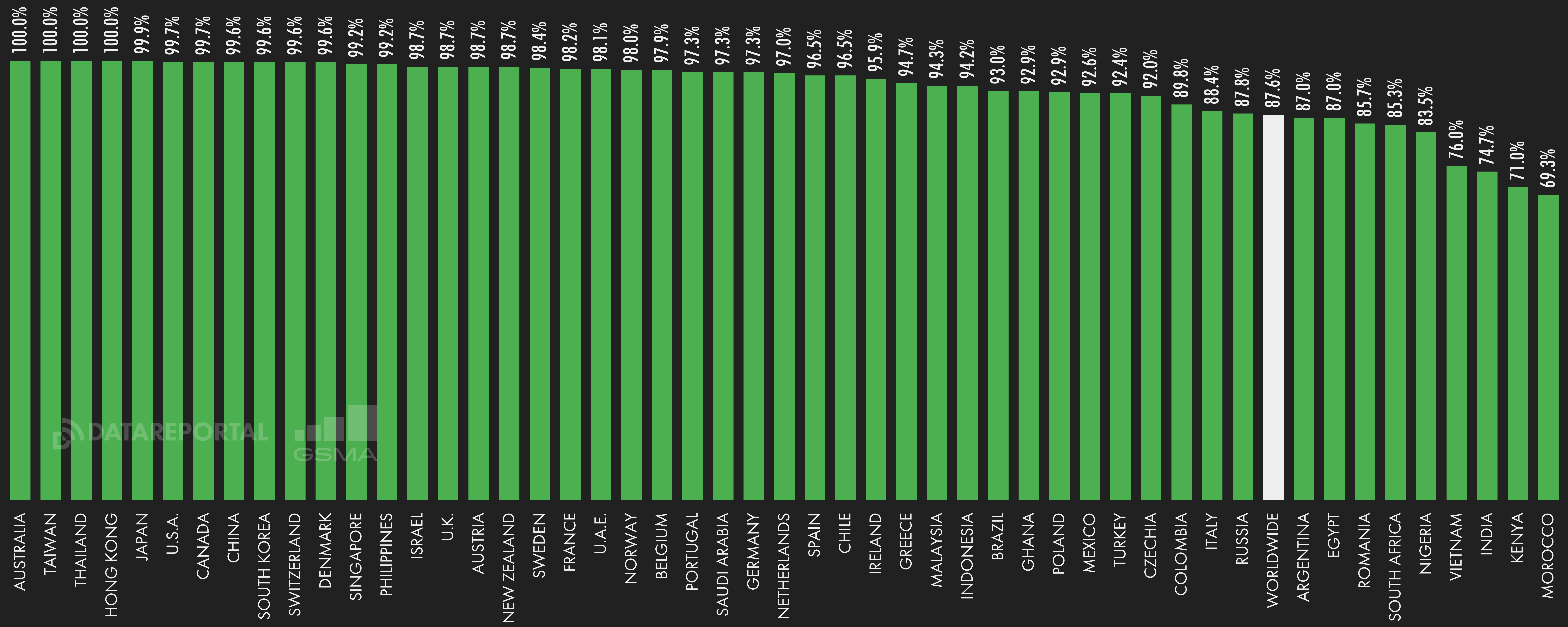
BROADBAND: SHARE OF CELLULAR CONNECTIONS

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

GLOBAL OVERVIEW



SOURCE: GSMA INTELLIGENCE. **NOTE:** EXCLUDES CELLULAR IOT CONNECTIONS. **COMPARABILITY:** BASE CHANGES. FIGURES MAY NOT CORRELATE WITH THOSE PUBLISHED IN OUR PREVIOUS REPORTS.

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AFFORDABILITY OF SMARTPHONES

COUNTRIES AND TERRITORIES WHERE SMARTPHONES ARE THE MOST AND LEAST AFFORDABLE, BASED ON HANDSET PRICES vs. AVERAGE INCOME

COUNTRIES WHERE SMARTPHONE HANDSETS ARE THE MOST AFFORDABLE

#	LOCATION	PRICE OF CHEAPEST SMARTPHONE HANDSET (USD)	SMARTPHONE COST vs. AVERAGE MONTHLY INCOME
01	UNITED KINGDOM	$33.53	0.9%
02	IRELAND	$56.07	1.0%
03	AUSTRALIA	$49.91	1.0%
04	UNITED STATES OF AMERICA	$79.99	1.4%
05	NEW ZEALAND	$53.38	1.4%
06	UNITED ARAB EMIRATES	$53.74	1.8%
07	FRANCE	$66.18	1.9%
08	BULGARIA	$17.21	1.9%
09	CANADA	$82.90	2.0%
10	HONG KONG	$89.42	2.0%

COUNTRIES WHERE SMARTPHONE HANDSETS ARE THE LEAST AFFORDABLE

#	LOCATION	PRICE OF CHEAPEST SMARTPHONE HANDSET (USD)	SMARTPHONE COST vs. AVERAGE MONTHLY INCOME
154	AZERBAIJAN	$734.71	167.8%
153	MALDIVES	$1,033.66	152.3%
152	MALAWI	$59.89	115.6%
151	CENTRAL AFRICAN REPUBLIC	$49.45	114.5%
150	MADAGASCAR	$45.03	111.3%
149	LIBERIA	$49.00	94.8%
148	ETHIOPIA	$59.03	77.1%
147	UGANDA	$44.86	61.8%
146	SIERRA LEONE	$24.25	61.4%
145	KIRIBATI	$136.72	55.2%

SOURCE: ALLIANCE FOR AFFORDABLE INTERNET (A4AI). **NOTES:** USES A4AI'S 2022 DATASET. RANKING BASED ON "SMARTPHONE COST vs. AVERAGE MONTHLY INCOME". FIGURES IN THE "PRICE OF CHEAPEST SMARTPHONE HANDSET" COLUMN REFLECT THE PRICE AT THE TIME OF DATA COLLECTION, IN U.S. DOLLARS. CURRENCY CONVERSION AND COMPARISONS TO AVERAGE MONTHLY INCOME AS PER A4AI'S METHODOLOGY AND CALCULATIONS. **ADVISORY:** DATA ARE ONLY AVAILABLE FOR SELECTED LOCATIONS; RANKING BASED ON AVAILABLE DATA ONLY.

WHERE MOBILE DATA IS LEAST AFFORDABLE

COUNTRIES AND TERRITORIES WHERE MOBILE DATA IS THE LEAST AFFORDABLE, BASED ON THE AVERAGE PRICE OF 1GB OF MOBILE DATA

#	LOCATION	AVE. PRICE OF 1GB OF DATA vs. AVE. MONTHLY INCOME	AVERAGE PRICE (USD) OF 1GB OF MOBILE DATA
179	YEMEN	27.6%	$16.58
178	CENTRAL AFRICAN REPUBLIC	26.7%	$8.93
177	SÃO TOMÉ & PRÍNCIPE	21.7%	$29.49
176	TOGO	18.8%	$12.94
175	CHAD	13.4%	$5.10
174	BURUNDI	12.8%	$1.86
173	LIBERIA	9.9%	$2.63
172	GAMBIA	9.3%	$4.60
171	SYRIA	9.0%	$8.57
170	BURKINA FASO	6.5%	$3.83

#	LOCATION	AVE. PRICE OF 1GB OF DATA vs. AVE. MONTHLY INCOME	AVERAGE PRICE (USD) OF 1GB OF MOBILE DATA
169	ZIMBABWE	5.2%	$4.26
168	MALAWI	5.2%	$2.42
167	MOZAMBIQUE	4.9%	$1.33
166	MADAGASCAR	4.7%	$1.52
165	MALI	4.6%	$2.76
164	NIGER	4.3%	$1.85
163	SOLOMON ISLANDS	3.9%	$6.74
162	BOTSWANA	3.7%	$15.55
161	SOUTH SUDAN	3.7%	$2.51
160	EQUATORIAL GUINEA	3.6%	$9.57

SOURCE: CABLE.CO.UK; WORLD BANK; KEPIOS ANALYSIS. **NOTES:** COMPARISONS WITH AVERAGE MONTHLY INCOME USE LATEST REPORTED WORLD BANK FIGURES FOR "ADJUSTED NET NATIONAL INCOME PER CAPITA (CURRENT US$)". FIGURES FOR "AVERAGE PRICE (USD) OF 1GB OF MOBILE DATA" REPRESENT MEDIAN PRICE OF SIM-ONLY MOBILE PLANS OFFERING AT LEAST 1GB OF MOBILE DATA. PRICES SHOWN IN U.S. DOLLARS; CURRENCY CONVERSION AS PER CABLE.CO.UK'S METHODOLOGY AND CALCULATIONS. PLEASE REFER TO DETAILED SOURCE NOTES HERE. **ADVISORY:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON AVAILABLE DATA ONLY. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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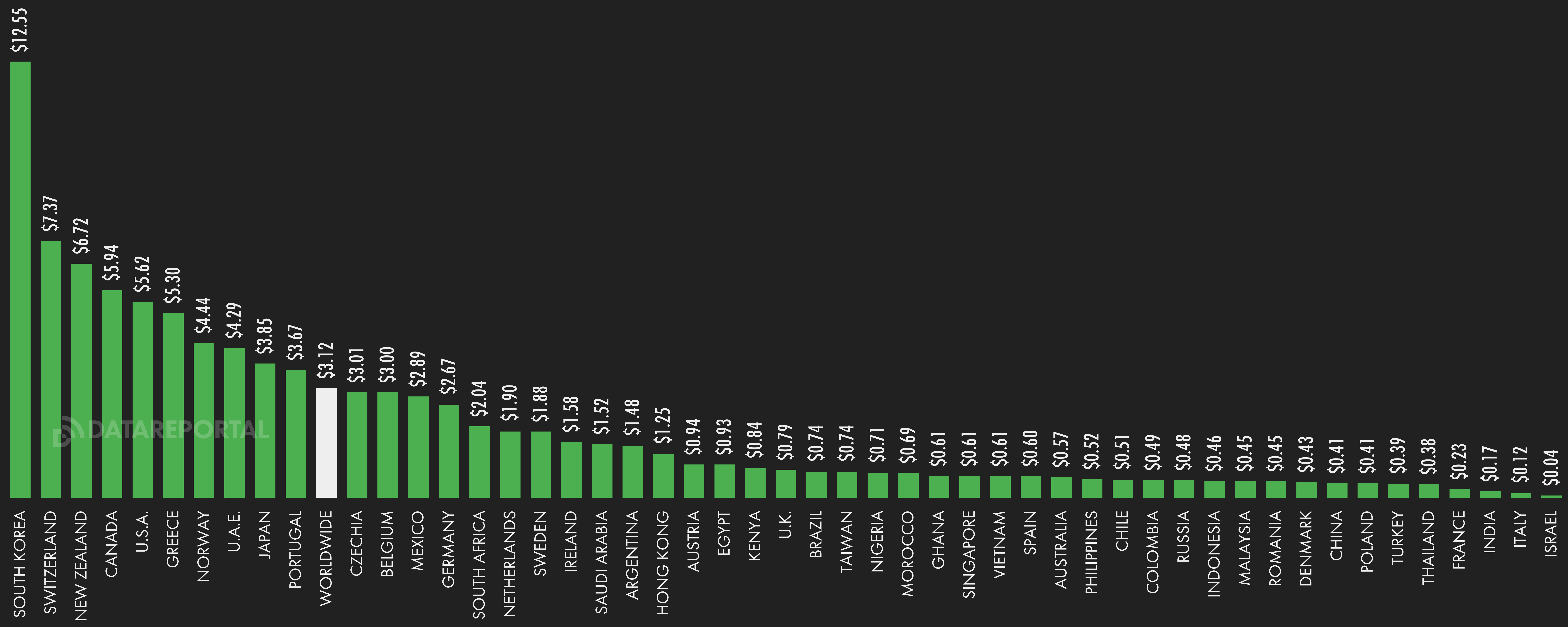
COST OF MOBILE DATA: AVERAGE PRICE FOR 1GB

MEDIAN PRICE (IN U.S. DOLLARS) FOR A SIM-ONLY PLAN OFFERING AT LEAST 1GB OF MOBILE DATA

GLOBAL OVERVIEW



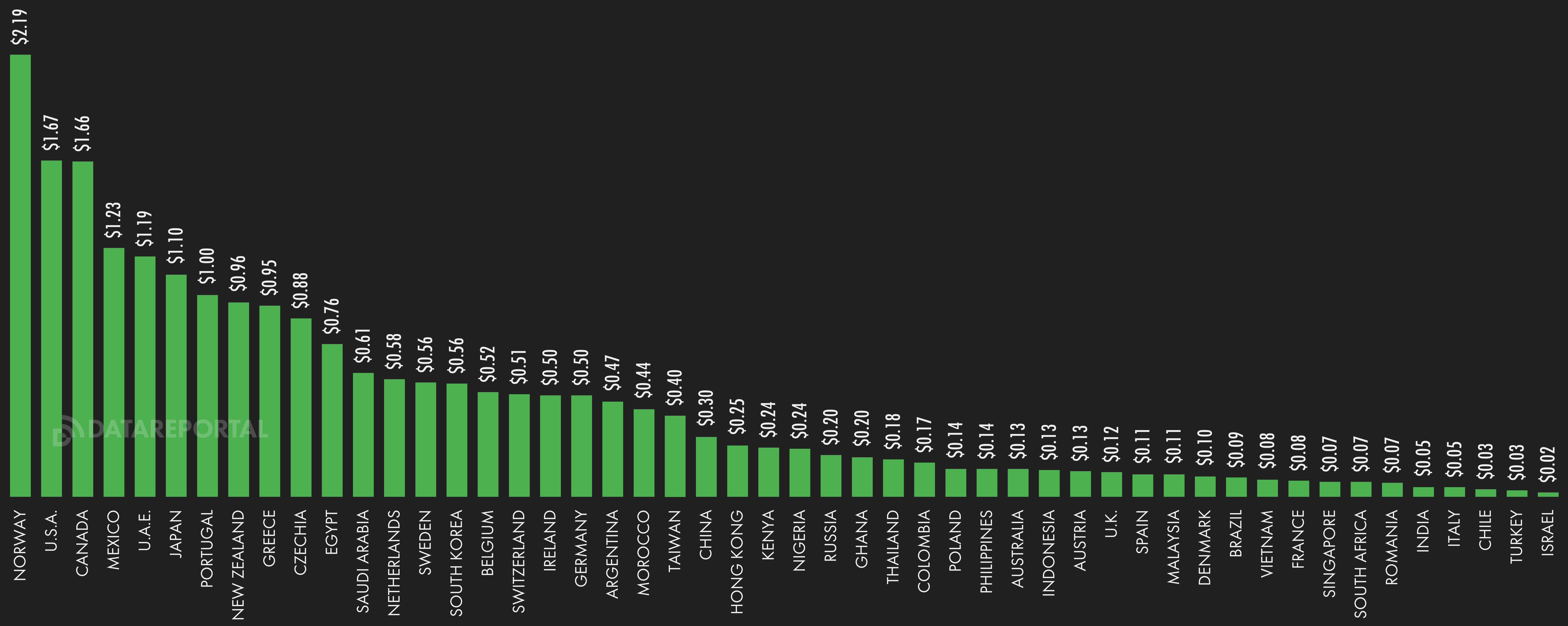
SOURCE: CABLE.CO.UK. NOTE: FIGURES REPRESENT THE MEDIAN PRICE OF SIM-ONLY MOBILE PLANS OFFERING AT LEAST 1GB OF MOBILE DATA. VALUES TRANSLATED FROM LOCAL CURRENCIES INTO U.S. DOLLAR EQUIVALENTS BY CABLE.CO.UK USING THE PREVAILING EXCHANGE RATES AT THE TIME OF SOURCE DATA PUBLICATION.

JAN 2023

COST OF MOBILE DATA: CHEAPEST 1GB PLAN

CHEAPEST PRICE (IN U.S. DOLLARS) FOR A SIM-ONLY PLAN THAT INCLUDES AT LEAST 1GB OF MOBILE DATA

GLOBAL OVERVIEW



SOURCE: CABLE.CO.UK. **NOTE:** FIGURES REPRESENT THE COST OF THE CHEAPEST SIM-ONLY MOBILE PLAN OFFERING AT LEAST 1GB OF MOBILE DATA. VALUES TRANSLATED FROM LOCAL CURRENCIES INTO U.S. DOLLAR EQUIVALENTS BY CABLE.CO.UK USING THE PREVAILING EXCHANGE RATES AT THE TIME OF SOURCE DATA PUBLICATION.

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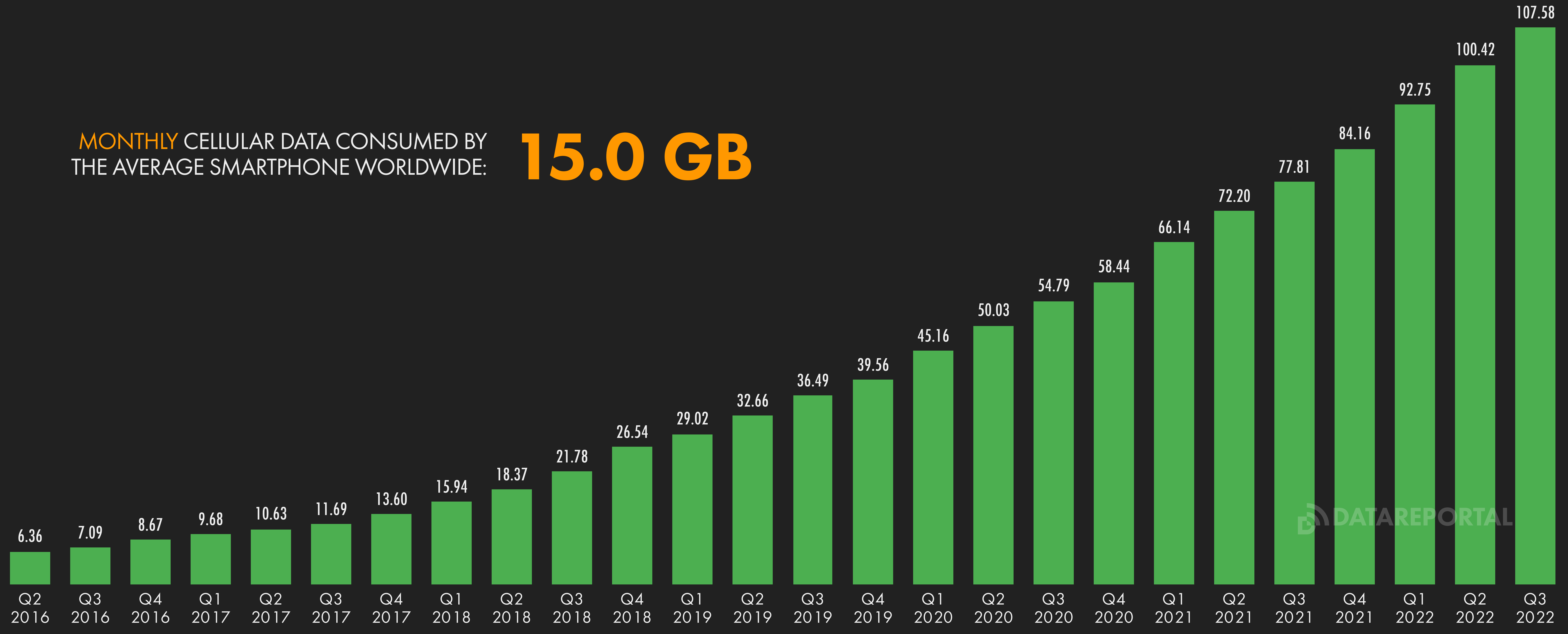
CELLULAR DATA TRAFFIC

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

GLOBAL OVERVIEW

MONTHLY CELLULAR DATA CONSUMED BY THE AVERAGE SMARTPHONE WORLDWIDE: **15.0 GB**



SOURCE: ERICSSON MOBILE VISUALIZER. **NOTES:** GRAPH VALUES REPRESENT THE AVERAGE WORLDWIDE MONTHLY MOBILE NETWORK DATA TRAFFIC FOR EACH QUARTER, IN EXABYTES (BILLIONS OF GIGABYTES) PER MONTH. VALUES INCLUDE TRAFFIC GENERATED BY FIXED WIRELESS ACCESS (FWA) SERVICES. **COMPARABILITY:** BASE CHANGES.

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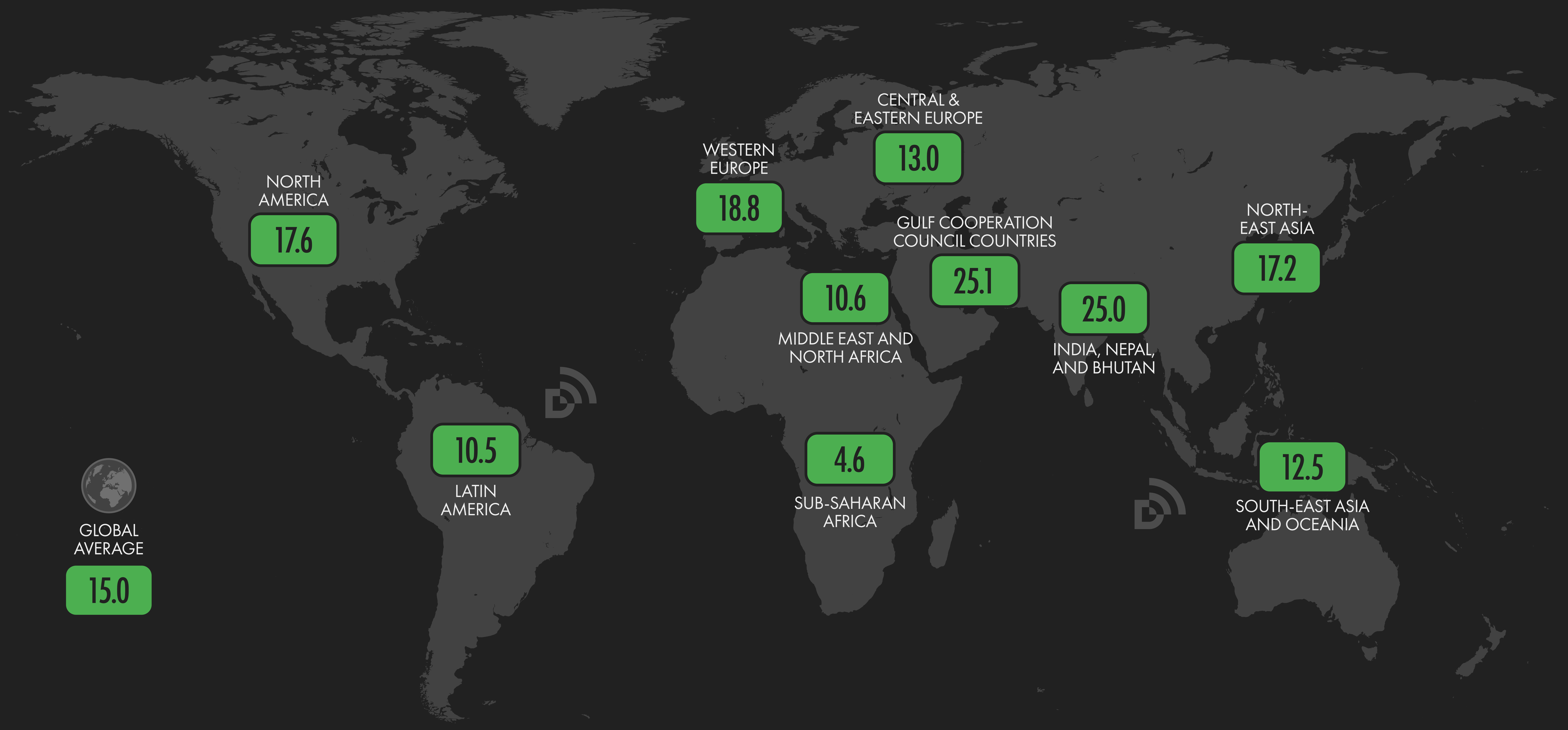
MONTHLY CELLULAR DATA PER SMARTPHONE

AVERAGE MONTHLY CELLULAR MOBILE DATA CONSUMPTION PER SMARTPHONE (GIGABYTES PER MONTH)

GLOBAL OVERVIEW



SOURCE: ERICSSON MOBILE VISUALIZER. **NOTES:** VALUES REPRESENT THE AVERAGE MONTHLY MOBILE CELLULAR (NETWORK) DATA TRAFFIC PER SMARTPHONE, IN GIGABYTES PER MONTH. DOES NOT INCLUDE DATA TRANSFERRED VIA WIFI CONNECTIONS. REGIONS AS PER ERICSSON'S DEFINITIONS. **COMPARABILITY:** BASE CHANGES.

SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN NOVEMBER 2022

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
71.96%	27.48%	0.34%	0.07%	0.15%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+1.7% (+122 BPS)	-3.7% (-106 BPS)	-10.5% (-4 BPS)	-50.0% (-7 BPS)	-25.0% (-5 BPS)

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN NOVEMBER 2022. 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. 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. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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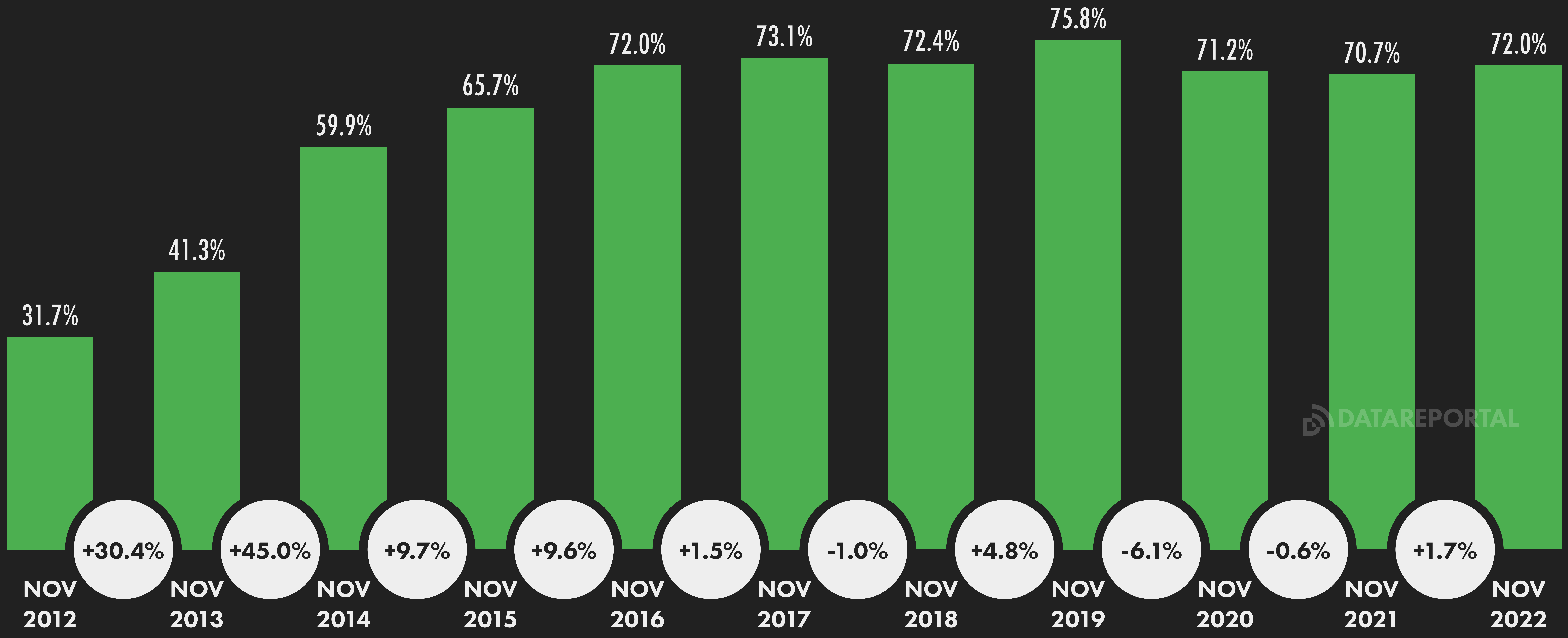
ANDROID'S SHARE OF MOBILE WEB TRAFFIC

WEB PAGE REQUESTS ORIGINATING FROM ANDROID PHONES AS A PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM ALL MOBILE PHONES

GLOBAL OVERVIEW



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES REQUESTED BY WEB BROWSERS RUNNING ON ANDROID PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES REQUESTED BY WEB BROWSERS RUNNING ON ANY MOBILE PHONE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

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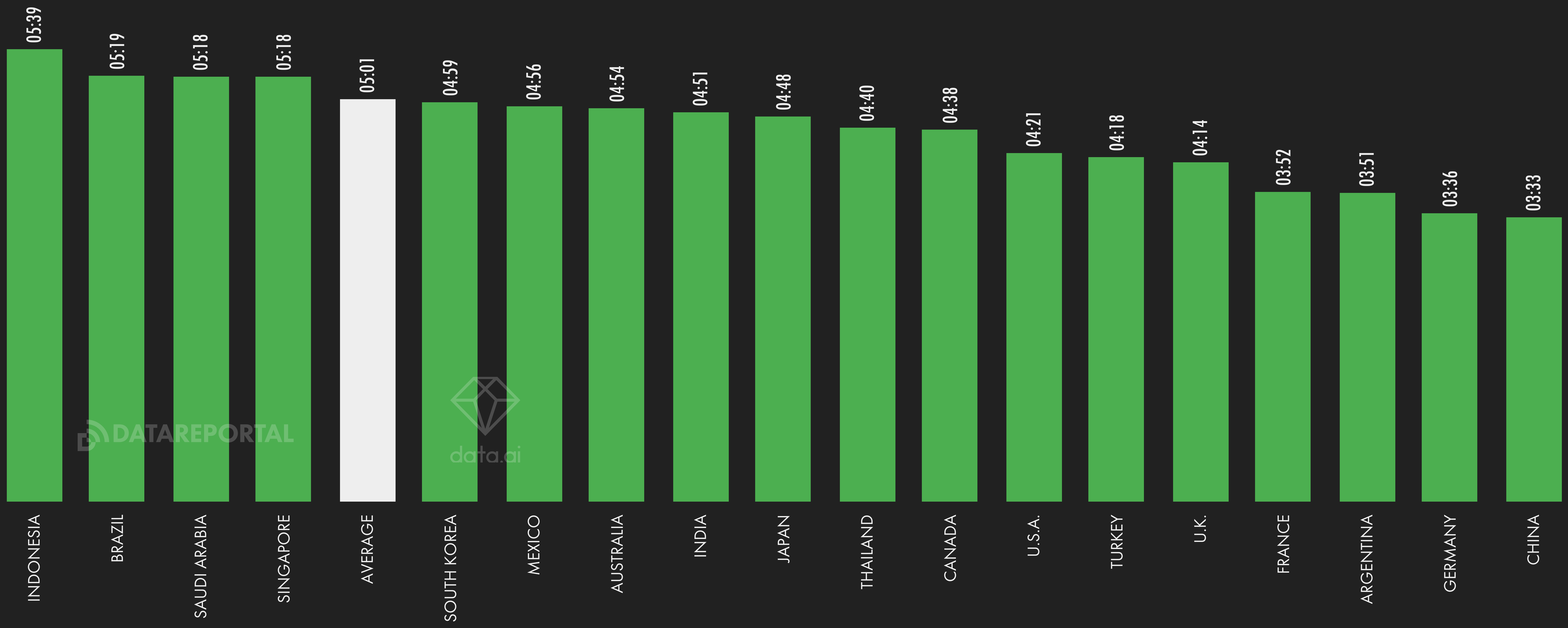
DAILY TIME SPENT USING MOBILE PHONES

AVERAGE DAILY TIME SPENT USING MOBILE PHONES (ALL ACTIVITIES, IN HOURS AND MINUTES)

GLOBAL OVERVIEW



SOURCE: DATA.AI "STATE OF MOBILE 2022" REPORT. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT AVERAGE DAILY TIME SPENT USING ANDROID PHONES FOR FULL-YEAR 2021. VALUE FOR "WORLDWIDE" BASED ON THE WEIGHTED AVERAGE OF THE TOP 10 COUNTRIES.

SHARE OF MOBILE TIME BY APP CATEGORY

TIME SPENT USING APPS IN EACH APP CATEGORY AS A PERCENTAGE OF TOTAL TIME SPENT USING ANDROID PHONES OVERALL

TOTAL TIME SPENT USING SMARTPHONES EACH DAY	SHARE OF SMARTPHONE TIME: SOCIAL & COMMUNICATION APPS	SHARE OF SMARTPHONE TIME: PHOTO & VIDEO APPS	SHARE OF SMARTPHONE TIME: MOBILE WEB BROWSERS
5H 01M YOY: +2.4% (+7 MINS)	42.4%	25.1%	8.1%

SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)	SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS	SHARE OF SMARTPHONE TIME: SHOPPING APPS	SHARE OF SMARTPHONE TIME: ALL OTHER APPS
8.0%	3.1%	2.7%	10.6%

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT SHARE OF TIME SPENT USING ANDROID PHONES THROUGHOUT 2022. **COMPARABILITY:** CHANGE IN THE DEFINITIONS USED FOR EACH APP CATEGORY; FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

SHARE OF CELLULAR DATA BY APP CATEGORY

EACH APPLICATION CATEGORY'S SHARE OF CELLULAR DATA

GLOBAL OVERVIEW

AVERAGE MONTHLY CELLULAR DATA TRAFFIC PER SMARTPHONE	SHARE OF CELLULAR DATA: VIDEO APPLICATIONS	SHARE OF CELLULAR DATA: SOCIAL NETWORKING	SHARE OF CELLULAR DATA: SOFTWARE UPDATES
15.0 GB	70.9%	9.0%	3.3%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+26.9% (+3.2 GB / MONTH)	+3.1% (+216 BPS)	-5.3% (-50 BPS)	-7.4% (-27 BPS)

SHARE OF CELLULAR DATA: WEB BROWSING	SHARE OF CELLULAR DATA: AUDIO APPLICATIONS	SHARE OF CELLULAR DATA: FILE SHARING	SHARE OF CELLULAR DATA: OTHER KINDS OF APPS
2.3%	1.4%	0.6%	12.4%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-14.2% (-39 BPS)	-7.2% (-11 BPS)	-7.9% (-5 BPS)	-6.4% (-85 BPS)

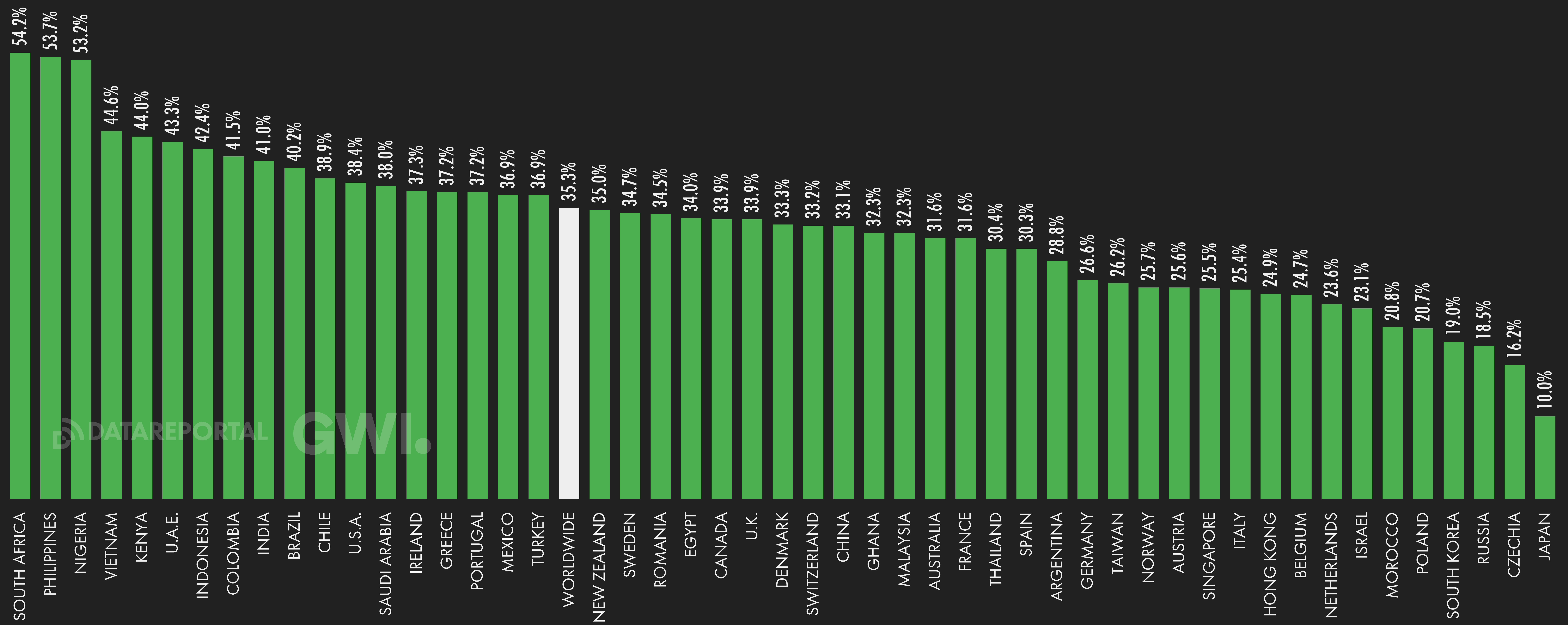
SOURCE: ERICSSON MOBILITY VISUALIZER. **NOTES:** SHARE FIGURES INCLUDE DATA FOR SMARTPHONES, MOBILE PCS, TABLETS, AND MOBILE ROUTER, BUT EXCLUDE DATA GENERATED BY FIXED WIRELESS ACCESS (FWA) DEVICES. YEAR-ON-YEAR PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

JAN 2023

MOBILE VIDEO CALLING

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

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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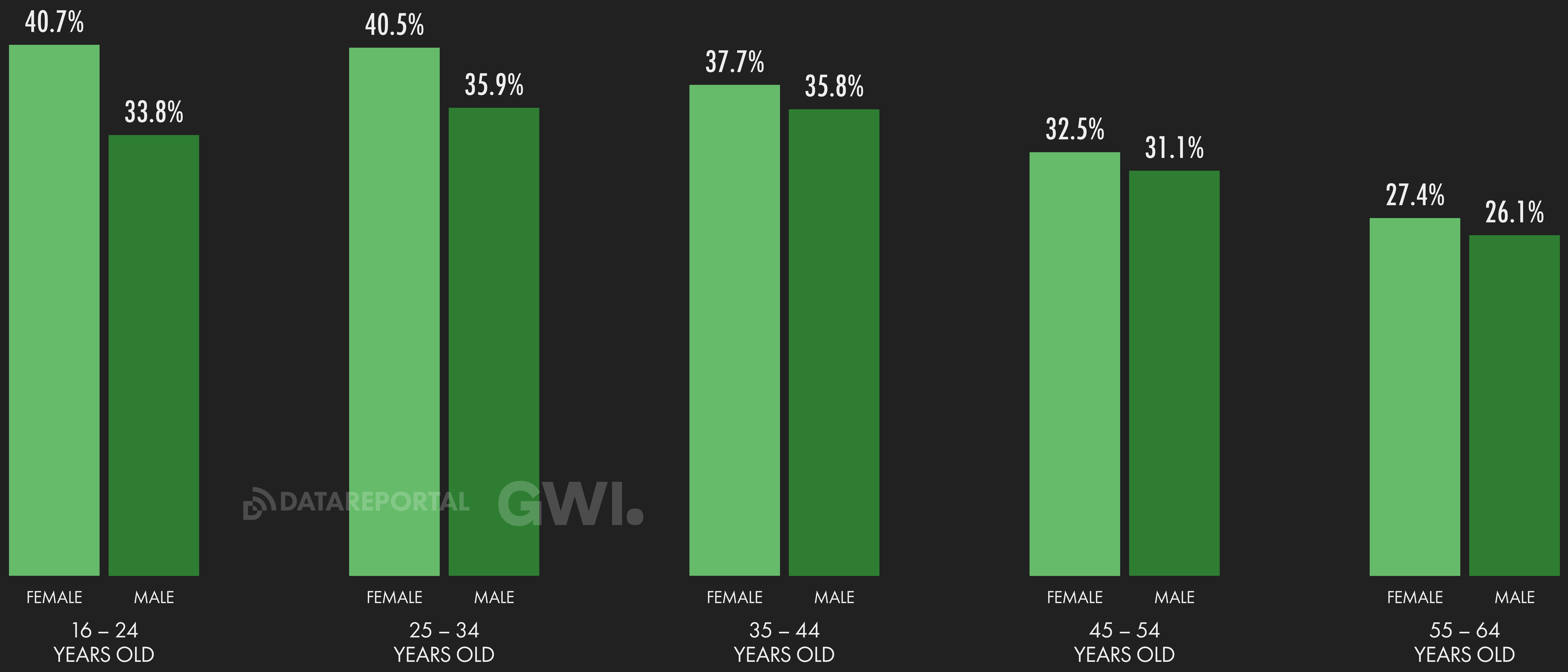
JAN 2023

MOBILE VIDEO CALLING

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

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

MOBILE APP MARKET OVERVIEW: DATA.AI

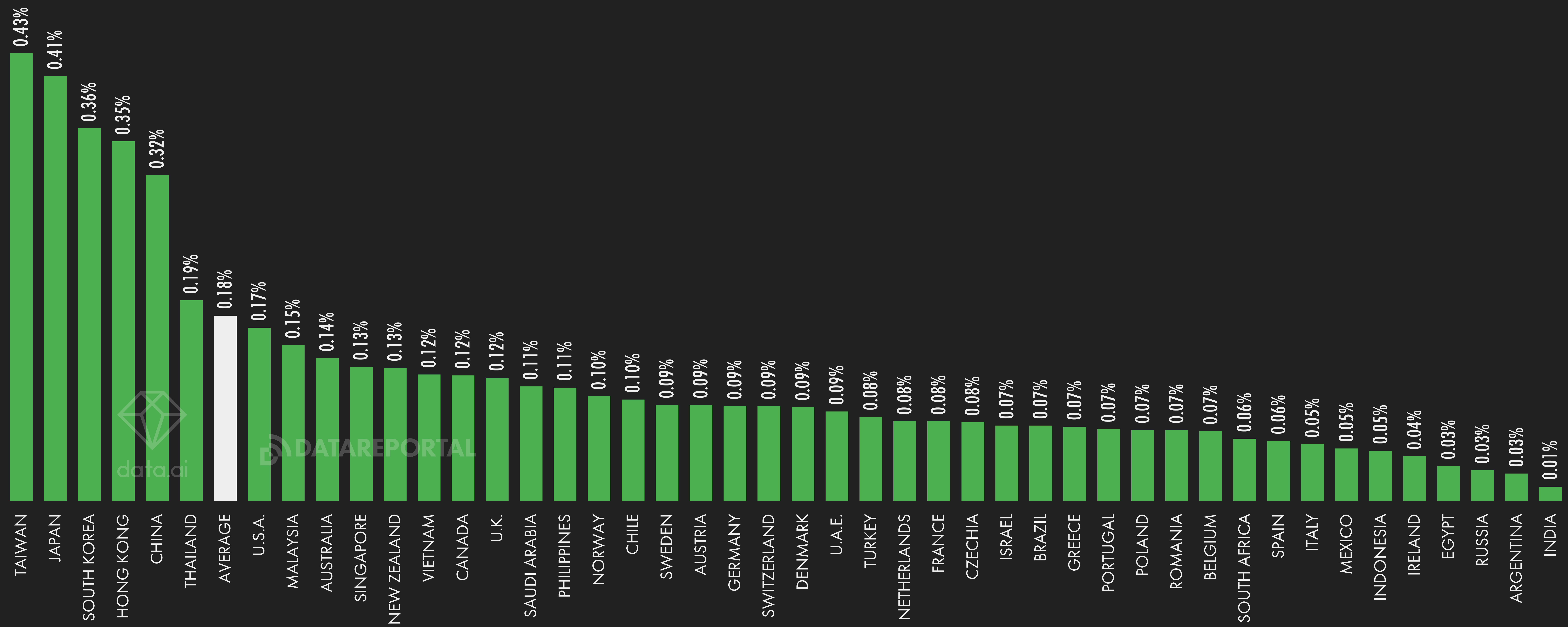
HEADLINES FOR MOBILE APP DOWNLOADS AND SPEND BETWEEN JANUARY AND DECEMBER 2022, BASED ON DATA FROM DATA.AI

NUMBER OF MOBILE APP DOWNLOADS	YEAR-ON-YEAR CHANGE IN MOBILE APP DOWNLOADS	CONSUMER SPEND ON MOBILE APPS (USD)	YEAR-ON-YEAR CHANGE IN CONSUMER APP SPEND	AVERAGE CONSUMER APP SPEND PER HANDSET (USD)
254.9 BILLION	+11.0% +25 BILLION	$167.1 BILLION	-1.7% -$2.9 BILLION	$25.32

SOURCES: DATA.AI INTELLIGENCE (SEE DATA.AI FOR MORE DETAILS); ERICSSON MOBILITY VISUALIZER; KEPIOS ANALYSIS. **NOTES:** FIGURES REPRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2022. FINANCIAL VALUES ARE IN U.S. DOLLARS. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING. **COMPARABILITY:** FIGURE FOR "AVERAGE CONSUMER APP SPEND PER HANDSET" USES DATA FROM MULTIPLE SOURCES.

CONSUMER SPEND ON MOBILE APPS vs. GDP

THE TOTAL AMOUNT SPENT BY CONSUMERS ON MOBILE APPS BETWEEN JANUARY AND DECEMBER 2022 AS A PERCENTAGE OF GDP



SOURCES: KEPIOS ANALYSIS; DATA.AI INTELLIGENCE (SEE DATA.AI FOR MORE DETAILS); IMF. **NOTES:** FIGURES BASED ON COMBINED USER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2022, COMPARED WITH THE LATEST VALUES (UP TO 2022) FOR GDP (CURRENT USD VALUES) PUBLISHED BY THE IMF. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING. "AVERAGE" FIGURE BASED ON VALUES FOR THE TOP 50 MOBILE MARKETS BY TOTAL ANNUAL CONSUMER SPEND, COMPARED WITH THE SUM OF GDP VALUES FOR THOSE SAME COUNTRIES.

MOBILE APPS: TOP CATEGORIES BY APP STORE

RANKING OF THE MOST POPULAR MOBILE APP CATEGORIES THROUGHOUT 2022

GOOGLE PLAY: DOWNLOADS

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

GOOGLE PLAY: CONSUMER SPEND

#	APP CATEGORY
01	GAMES
02	ENTERTAINMENT
03	SOCIAL
04	PRODUCTIVITY
05	DATING
06	HEALTH & FITNESS
07	SPORTS
08	COMICS
09	BOOKS & REFERENCE
10	LIFETSYLE

IOS APP STORE: DOWNLOADS

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

IOS APP STORE: CONSUMER SPEND

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

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI FOR MORE DETAILS. **NOTE:** RANKINGS BASED ON USER ACTIVITY BETWEEN JANUARY AND DECEMBER 2022. **COMPARABILITY:** CATEGORY DEFINITION CHANGES. RANKINGS ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

APP RANKING: MONTHLY ACTIVE USERS

MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS BETWEEN JANUARY AND DECEMBER 2022

#	MOBILE APP	COMPANY
01	YOUTUBE	GOOGLE
02	GOOGLE	GOOGLE
03	GOOGLE CHROME	GOOGLE
04	FACEBOOK	META
05	WHATSAPP	META
06	GOOGLE MAPS	GOOGLE
07	GMAIL	GOOGLE
08	INSTAGRAM	META
09	FACEBOOK MESSENGER	META
10	GOOGLE DRIVE	GOOGLE

#	MOBILE GAME	COMPANY
01	ROBLOX	ROBLOX
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	FREE FIRE	SEA
04	SUBWAY SURFERS	SYBO
05	MINECRAFT POCKET EDITION	MICROSOFT
06	LUDO KING	GAMETION
07	PUBG MOBILE	TENCENT
08	CLASH ROYALE	TENCENT
09	POKÉMON GO	NIANTIC
10	MOBILE LEGENDS: BANG BANG	BYTEDANCE

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI FOR MORE DETAILS. **NOTES:** DOES NOT INCLUDE DATA FOR CHINA. RANKINGS BASED ON AVERAGE COMBINED MONTHLY ACTIVE USERS ACROSS IPHONES AND ANDROID PHONES BETWEEN JANUARY AND DECEMBER 2022. **COMPARABILITY:** RANKINGS NOW INCLUDE PRE-INSTALLED APPS (E.G. YOUTUBE ON ANDROID PHONES, IMESSAGE ON IPHONES). VERSIONS OF THIS CHART THAT APPEARED IN PREVIOUS REPORTS DID NOT INCLUDE PRE-INSTALLED APPS, SO RANKINGS ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

APP RANKING: DOWNLOADS

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN JANUARY AND DECEMBER 2022

#	MOBILE APP	COMPANY
01	INSTAGRAM	META
02	TIKTOK[1]	BYTEDANCE
03	FACEBOOK	META
04	WHATSAPP	META
05	SNAPCHAT	SNAP
06	TELEGRAM	TELEGRAM
07	CAPCUT	BYTEDANCE
08	FACEBOOK MESSENGER	META
09	WHATSAPP BUSINESS	META
10	SPOTIFY	SPOTIFY

#	MOBILE GAME	COMPANY
01	SUBWAY SURFERS	SYBO
02	FREE FIRE	SEA
03	LUDO KING	GAMETION
04	STUMBLE GUYS	KITKA GAMES
05	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
06	ROBLOX	ROBLOX
07	BRIDGE RACE	UNITY TECHNOLOGIES
08	RACE MASTER	SAYGAMES
09	MY TALKING TOM 2	JINKE CULTURE – OUTFIT7
10	8 BALL POOL	TENCENT

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI FOR MORE DETAILS. **NOTES:** RANKINGS BASED ON COMBINED USER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN JANUARY AND DECEMBER 2022. VALUES FOR CHINA ONLY INCLUDE ACTIVITY ON THE APPLE IOS APP STORE. **COMPARABILITY:** (1) VALUES FOR TIKTOK INCLUDE DOUYIN. NOTE THAT FIGURES FOR TIKTOK AND DOUYIN ARE SEPARATED ELSEWHERE IN THIS REPORT.

MOBILE APPS: DOWNLOADS BY LOCATION

COUNTRIES AND TERRITORIES WITH THE GREATEST NUMBER OF MOBILE APP DOWNLOADS BETWEEN JULY AND SEPTEMBER 2022

#	LOCATION	DOWNLOADS	▲YOY
01	CHINA	111,110,000,000	+13%
02	INDIA	28,887,000,000	+8%
03	UNITED STATES OF AMERICA	12,238,000,000	0%
04	BRAZIL	10,607,000,000	+3%
05	INDONESIA	7,701,000,000	+5%
06	RUSSIA	5,475,000,000	-2%
07	MEXICO	5,080,000,000	+6%
08	TURKEY	3,732,000,000	+5%
09	PAKISTAN	3,523,000,000	+35%
10	VIETNAM	3,488,000,000	+4%

#	LOCATION	DOWNLOADS	▲YOY
11	PHILIPPINES	3,275,000,000	+8%
12	EGYPT	2,646,000,000	0%
13	BANGLADESH	2,545,000,000	[N/A]
14	JAPAN	2,432,000,000	-5%
15	THAILAND	2,266,000,000	-7%
16	GERMANY	2,242,000,000	+1%
17	UNITED KINGDOM	2,210,000,000	-1%
18	FRANCE	2,133,000,000	+3%
19	IRAQ	1,960,000,000	[N/A]
20	COLOMBIA	1,891,000,000	+5%

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI FOR MORE DETAILS. **NOTES:** RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2022. FIGURES IN "▲YOY" COLUMN REPRESENT YEAR-ON-YEAR CHANGE IN TOTAL DOWNLOADS.

APP RANKING: CONSUMER SPEND

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN JANUARY AND DECEMBER 2022

#	MOBILE APP	COMPANY
01	TIKTOK[1]	BYTEDANCE
02	YOUTUBE	GOOGLE
03	TINDER	MATCH GROUP
04	DISNEY+	DISNEY
05	HBO MAX	WARNER BROS. DISCOVERY
06	GOOGLE ONE	GOOGLE
07	PICCOMA	KAKAO PICCOMA CORP.
08	BUMBLE APP	BUMBLE
09	TENCENT VIDEO	TENCENT
10	IQIYI	BAIDU

#	MOBILE GAME	COMPANY
01	HONOR OF KINGS	TENCENT
02	GENSHIN IMPACT	MIHOYO
03	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
04	ROBLOX	ROBLOX
05	GAME FOR PEACE	TENCENT
06	COIN MASTER	MOON ACTIVE
07	POKÉMON GO	NIANTIC
08	UMA MUSUME PRETTY DERBY	CYBERAGENT
09	THREE KINGDOMS TACTICS	ALIBABA GROUP
10	LINEAGE W	NCSOFT

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI FOR MORE DETAILS. **NOTES:** RANKINGS BASED ON COMBINED USER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN JANUARY AND DECEMBER 2022. VALUES FOR CHINA ONLY INCLUDE ACTIVITY ON THE APPLE IOS APP STORE. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING. **COMPARABILITY:** (1) VALUES FOR TIKTOK INCLUDE DOUYIN. NOTE THAT FIGURES FOR TIKTOK AND DOUYIN ARE SEPARATED ELSEWHERE IN THIS REPORT.

JAN 2023

MOBILE APPS: CONSUMER SPEND BY LOCATION

COUNTRIES AND TERRITORIES WITH THE HIGHEST CONSUMER SPEND ON MOBILE APPS BETWEEN JULY AND SEPTEMBER 2022

GLOBAL OVERVIEW

#	LOCATION	TOTAL SPEND	▲YOY
01	CHINA	$58,070,000,000	+2%
02	UNITED STATES OF AMERICA	$42,192,200,000	-2%
03	JAPAN	$17,772,800,000	-14%
04	SOUTH KOREA	$6,287,500,000	-5%
05	UNITED KINGDOM	$3,819,100,000	-8%
06	GERMANY	$3,708,000,000	-7%
07	TAIWAN	$3,603,700,000	+15%
08	CANADA	$2,680,100,000	-3%
09	AUSTRALIA	$2,390,200,000	+3%
10	FRANCE	$2,136,000,000	-5%

#	LOCATION	TOTAL SPEND	▲YOY
11	BRAZIL	$1,370,100,000	+22%
12	HONG KONG	$1,287,700,000	+34%
13	SAUDI ARABIA	$1,119,500,000	-12%
14	ITALY	$1,084,500,000	-4%
15	THAILAND	$1,039,300,000	-4%
16	SPAIN	$806,200,000	+3%
17	NETHERLANDS	$764,100,000	-1%
18	SWITZERLAND	$741,600,000	+2%
19	MEXICO	$711,400,000	+17%
20	TURKEY	$693,700,000	-5%

data.ai

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI FOR MORE DETAILS. **NOTES:** RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2022. FIGURES IN "▲YOY" COLUMN REPRESENT YEAR-ON-YEAR CHANGE IN TOTAL CONSUMER SPEND. FIGURES IN THE "TOTAL SPEND" COLUMN ARE IN U.S. DOLLARS. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING.

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ECOMMERCE

WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK

PURCHASED A PRODUCT OR SERVICE ONLINE	ORDERED GROCERIES VIA AN ONLINE STORE	BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE	USED AN ONLINE PRICE COMPARISON SERVICE	USED A BUY NOW, PAY LATER SERVICE
57.6%	28.3%	14.2%	23.5%	18.4%
YOY: -1.4% (-80 BPS)	YOY: UNCHANGED	YOY: -1.4% (-20 BPS)	YOY: -4.5% (-110 BPS)	YOY: +3.4% (+60 BPS)

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** "YOY" PERCENTAGE VALUES REPRESENT THE RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT THE ABSOLUTE CHANGE (IN BASIS POINTS).

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE

INDICATOR	TOTAL	FEMALE	MALE
ACCOUNT WITH A FINANCIAL INSTITUTION	74.0%	71.9%	76.0%
CREDIT CARD OWNERSHIP	24.5%	23.6%	25.4%
DEBIT CARD OWNERSHIP	52.8%	49.1%	56.4%
MOBILE MONEY ACCOUNT (E.G. MPESA, GCASH)	10.2%	8.4%	12.1%
MADE A DIGITAL PAYMENT (PAST YEAR)	58.8%	55.2%	62.4%
MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)	39.0%	38.1%	39.9%
USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)	35.2%	31.7%	38.6%
USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)	34.5%	31.8%	37.0%

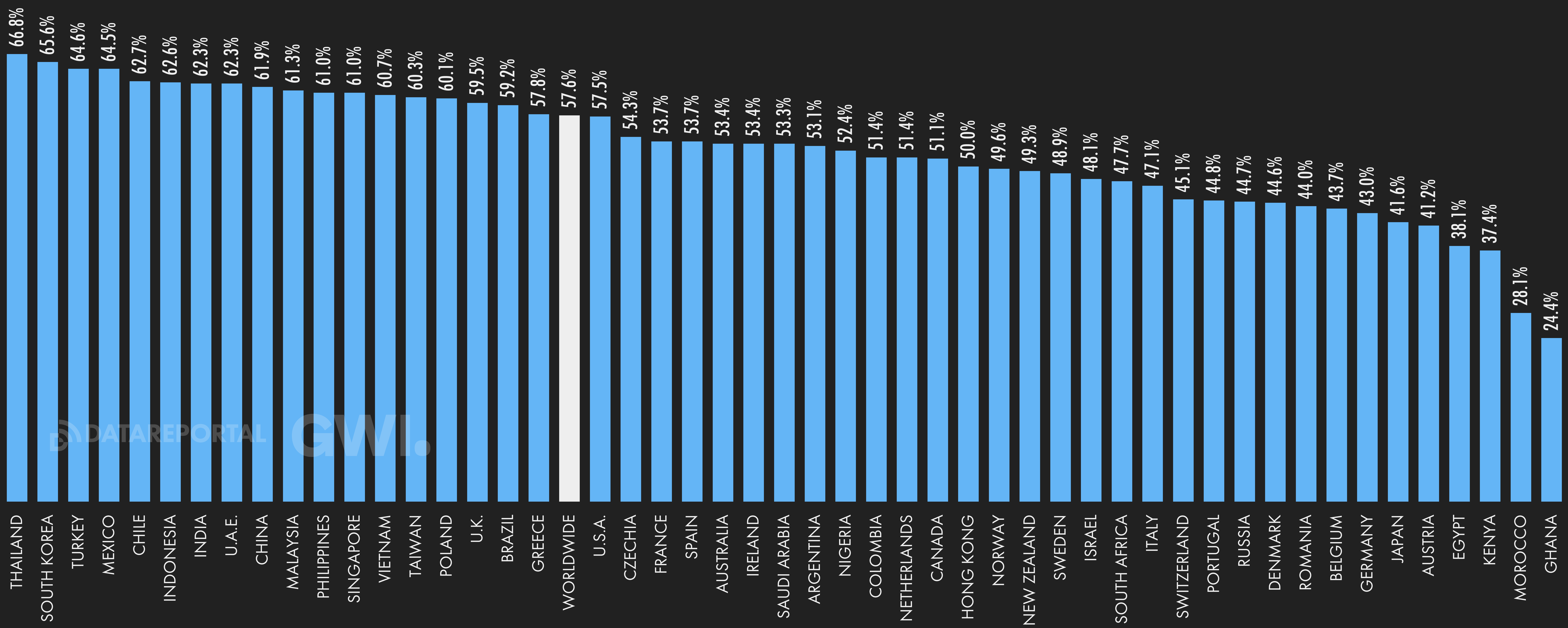
SOURCE: WORLD BANK. **NOTES:** SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIOURS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. MOBILE MONEY ACCOUNTS ONLY REFER TO SERVICES THAT STORE FUNDS IN AN ELECTRONIC WALLET LINKED DIRECTLY 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.

JAN 2023

WEEKLY ONLINE PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BUY SOMETHING ONLINE EACH WEEK

GLOBAL OVERVIEW



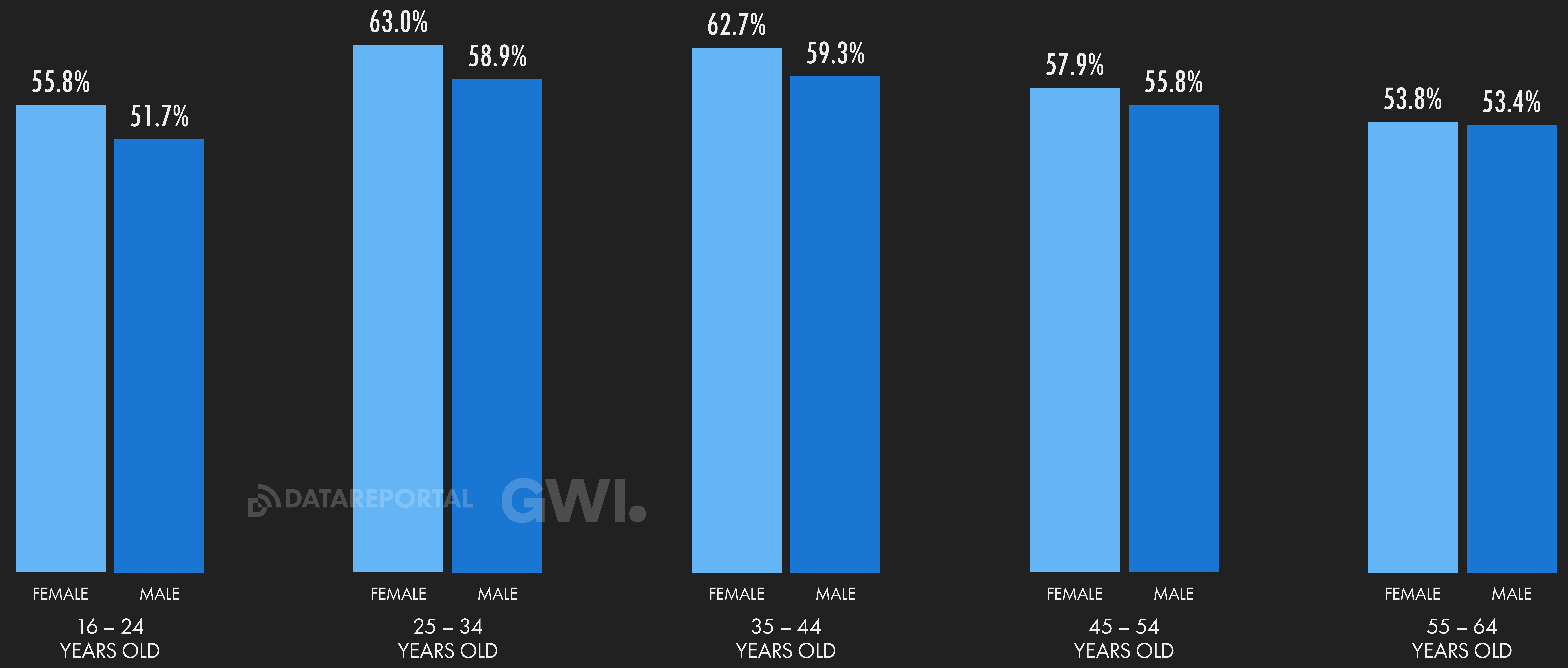
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

WEEKLY ONLINE PURCHASES

PERCENTAGE OF INTERNET USERS WHO BUY SOMETHING ONLINE EACH WEEK

GLOBAL OVERVIEW



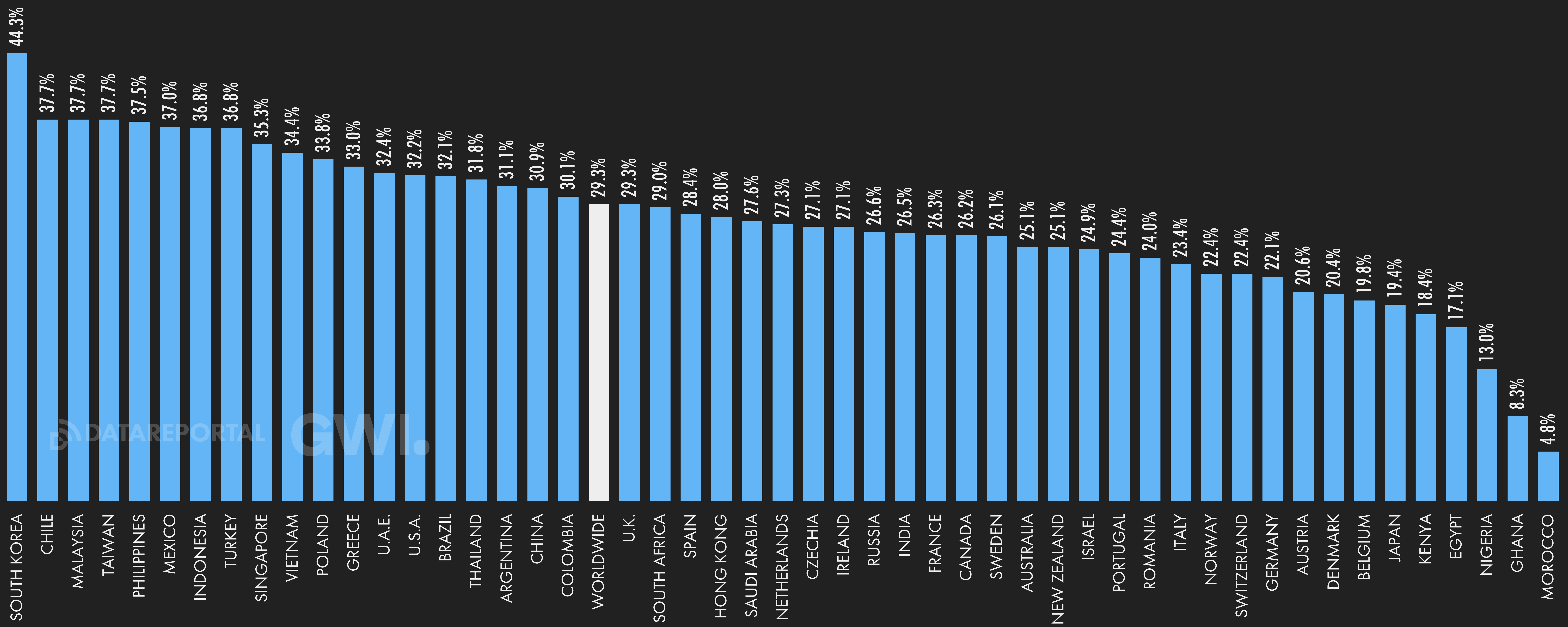
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

WEEKLY MOBILE COMMERCE PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BUY SOMETHING ONLINE EACH WEEK VIA A MOBILE PHONE

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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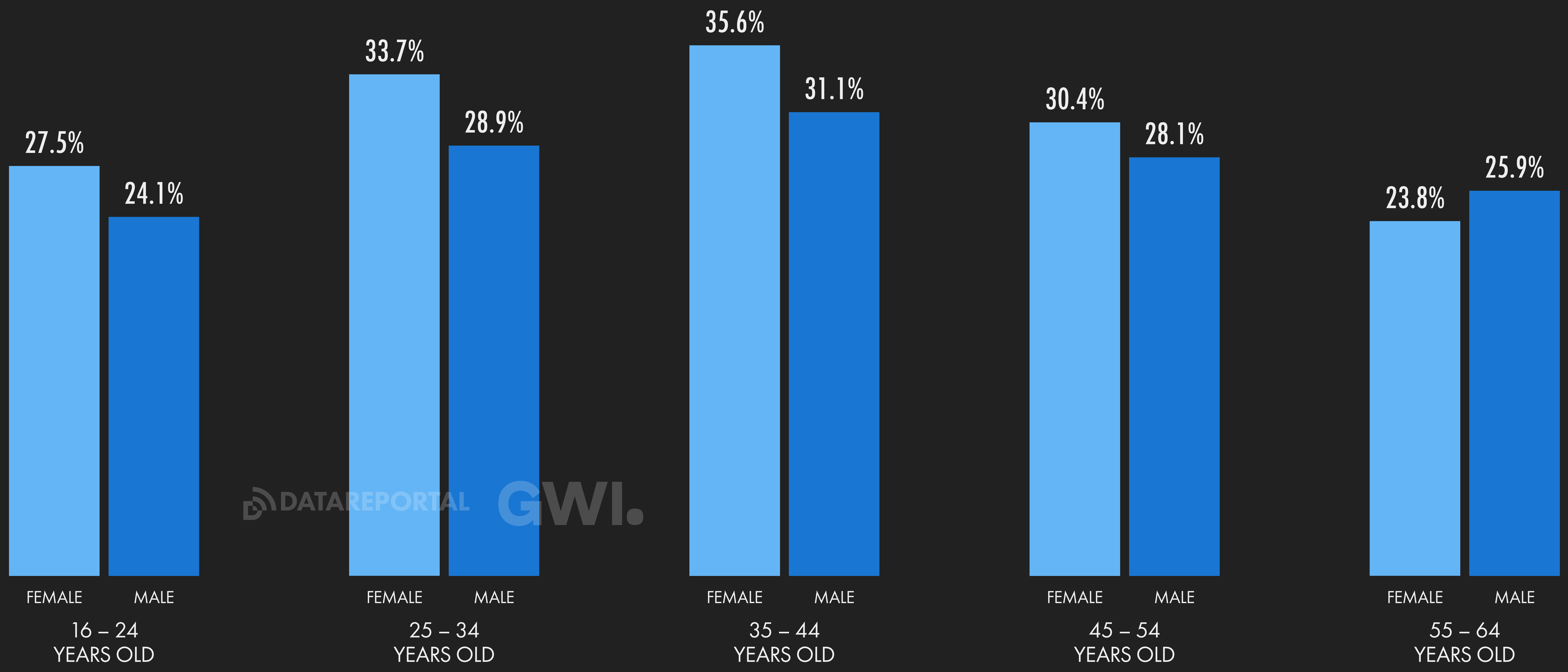
WEEKLY MOBILE COMMERCE PURCHASES

PERCENTAGE OF INTERNET USERS WHO BUY SOMETHING ONLINE EACH WEEK VIA A MOBILE PHONE

GLOBAL OVERVIEW



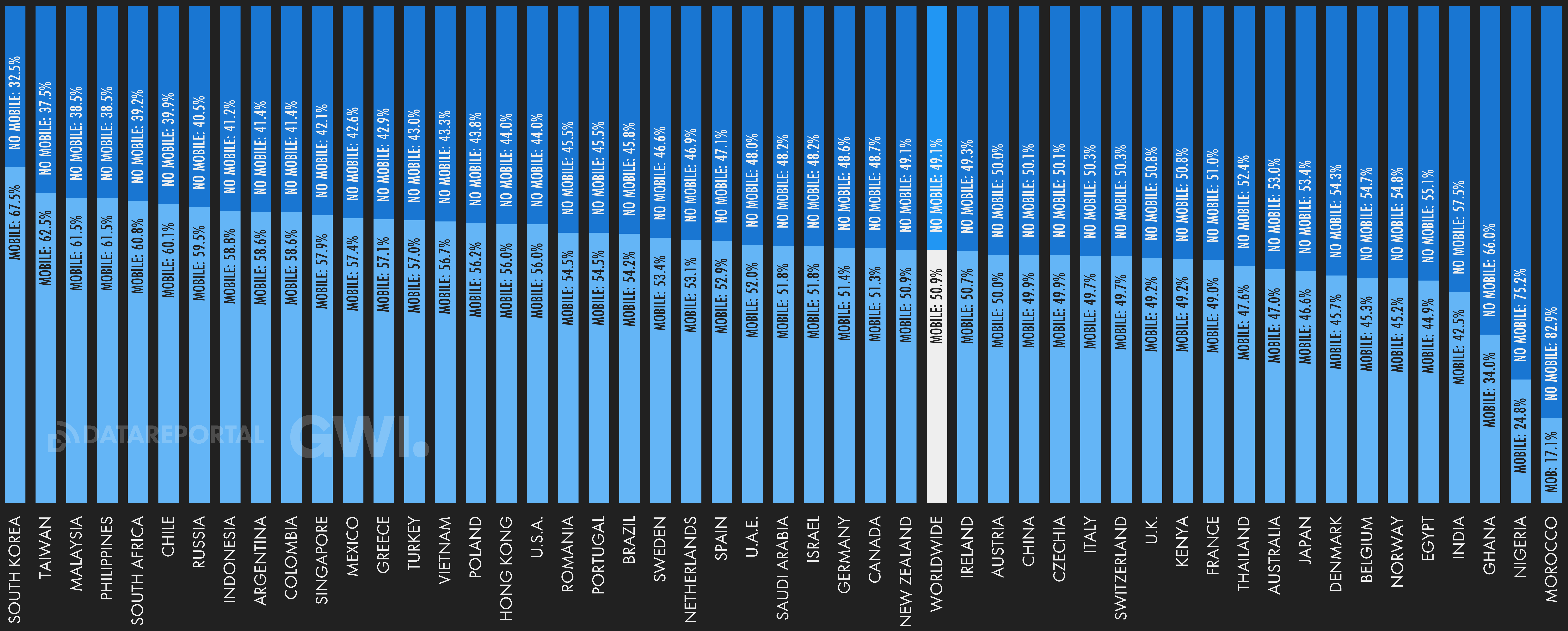
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

USE OF MOBILES TO MAKE ONLINE PURCHASES

PERCENTAGE OF ONLINE SHOPPERS AGED 16 TO 64 WHO USE A MOBILE PHONE TO MAKE AT LEAST ONE OF THEIR ONLINE PURCHASES EACH WEEK

GLOBAL OVERVIEW



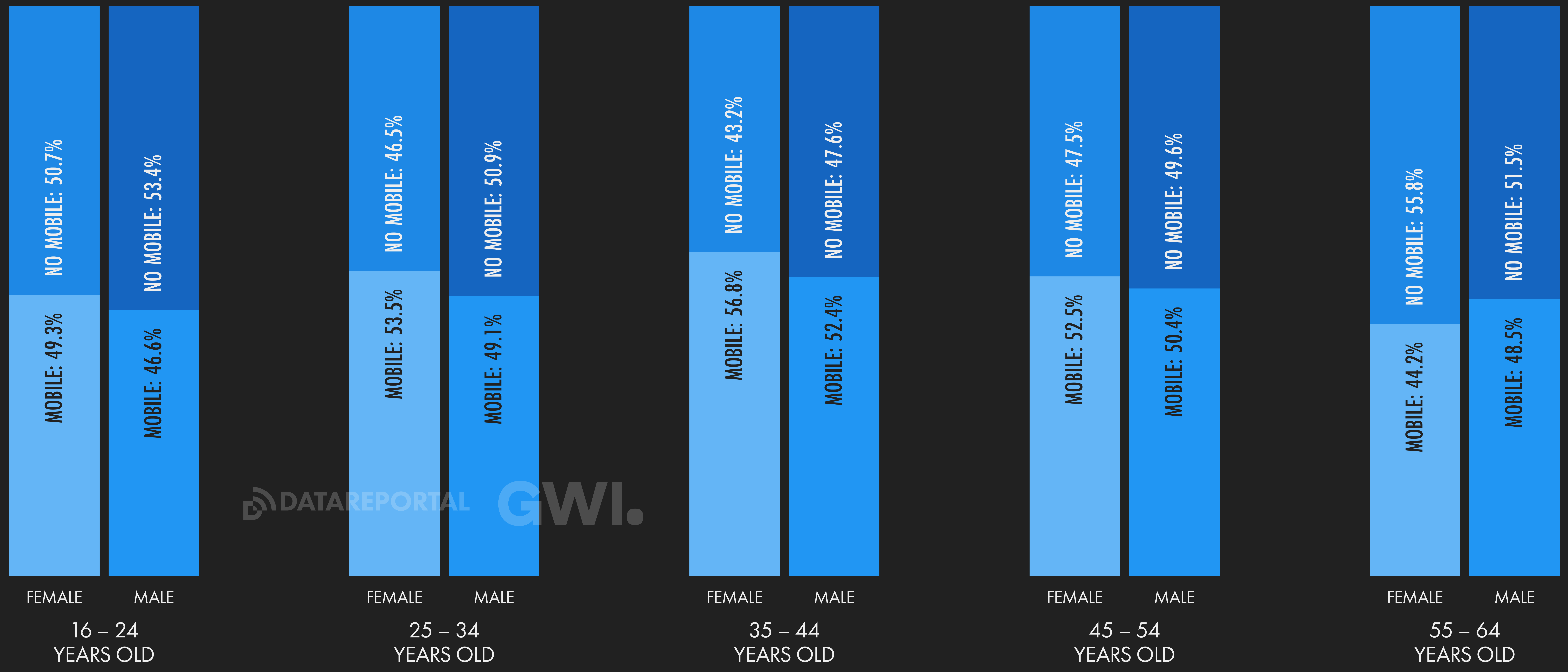
SOURCE: GWI (Q3 2022). SEE GWI.COM FOR FULL DETAILS. NOTES: FIGURES REPRESENT SHARE OF INTERNET USERS WHO MADE AT LEAST ONE ONLINE PURCHASE IN THE PAST WEEK. FIGURES FOR "MOBILE" REPRESENT THE PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY MADE AT LEAST ONE ONLINE PURCHASE IN THE PAST WEEK VIA A MOBILE PHONE. FIGURES FOR "NO MOBILE" REPRESENT THE SHARE OF INTERNET USERS WHO SAY THAT THEY MADE AT LEAST ONE ONLINE PURCHASE IN THE PAST WEEK, BUT DID NOT SAY THAT THEY MADE AN ONLINE PURCHASE VIA A MOBILE PHONE. ADVISORY: RESPONDENTS ONLY NEED TO HAVE MADE ONE PURCHASE VIA A MOBILE PHONE TO APPEAR IN THE VALUES FOR "MOBILE", EVEN IF THEY MADE ADDITIONAL PURCHASES VIA OTHER DEVICES.

JAN 2023

USE OF MOBILES TO MAKE ONLINE PURCHASES

PERCENTAGE OF ONLINE SHOPPERS WHO USE A MOBILE PHONE TO MAKE AT LEAST ONE OF THEIR ONLINE PURCHASES EACH WEEK

GLOBAL OVERVIEW



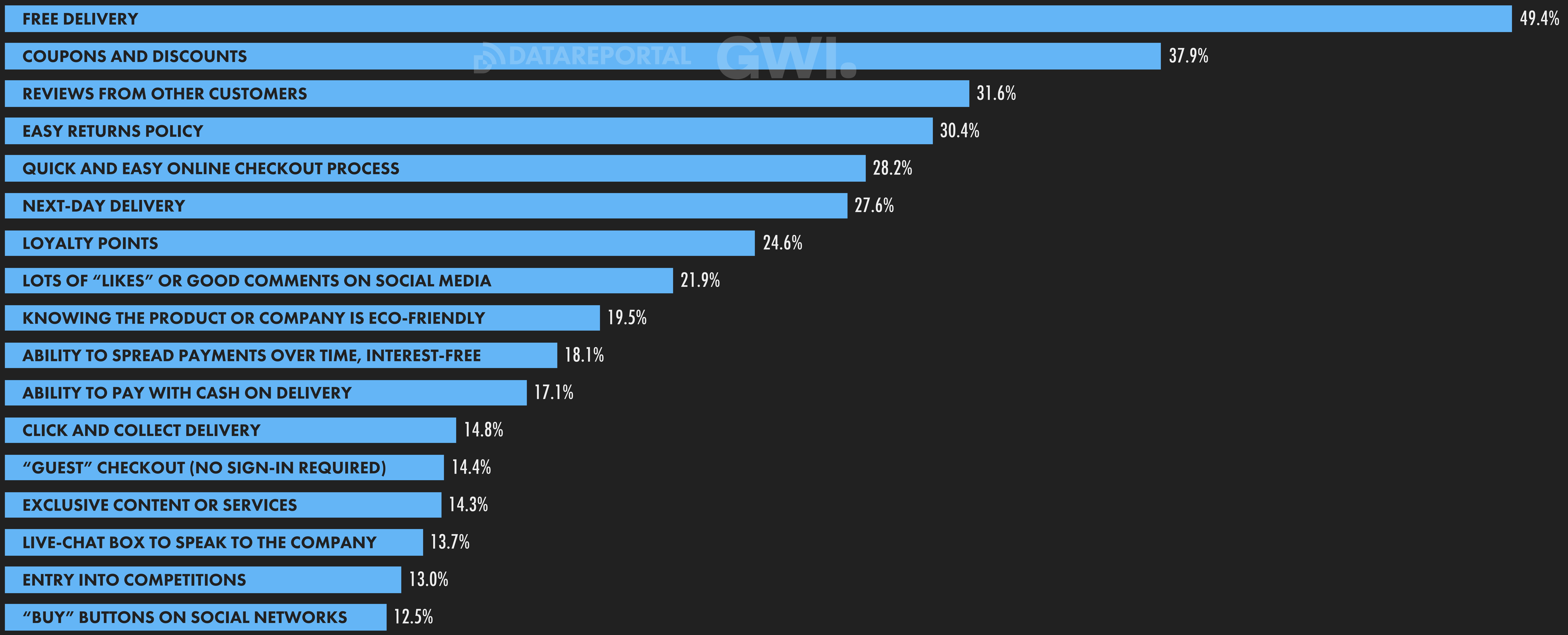
SOURCE: GWI (Q3 2022). SEE GWI.COM FOR FULL DETAILS. **NOTES:** FIGURES REPRESENT SHARE OF INTERNET USERS WHO MADE AT LEAST ONE ONLINE PURCHASE IN THE PAST WEEK. FIGURES FOR "MOBILE" REPRESENT THE PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY MADE AT LEAST ONE ONLINE PURCHASE IN THE PAST WEEK VIA A MOBILE PHONE. FIGURES FOR "NO MOBILE" REPRESENT THE SHARE OF INTERNET USERS WHO SAY THAT THEY MADE AT LEAST ONE ONLINE PURCHASE IN THE PAST WEEK, BUT DID NOT SAY THAT THEY MADE AN ONLINE PURCHASE VIA A MOBILE PHONE. **ADVISORY:** RESPONDENTS ONLY NEED TO HAVE MADE ONE PURCHASE VIA A MOBILE PHONE TO APPEAR IN THE VALUES FOR "MOBILE", EVEN IF THEY MADE ADDITIONAL PURCHASES VIA OTHER DEVICES.

JAN 2023

ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

OVERVIEW OF CONSUMER GOODS ECOMMERCE

HEADLINES FOR THE ADOPTION AND USE OF CONSUMER GOODS ECOMMERCE (B2C ONLY)

NUMBER OF PEOPLE PURCHASING CONSUMER GOODS VIA ONLINE CHANNELS IN 2022	ESTIMATED TOTAL ANNUAL SPEND ON ONLINE CONSUMER GOODS PURCHASES (USD, 2022)	AVERAGE ANNUAL REVENUE PER CONSUMER GOODS ECOMMERCE USER (USD, 2022)	SHARE OF 2022 CONSUMER GOODS ECOMMERCE SPEND ATTRIBUTABLE TO PURCHASES MADE VIA MOBILE PHONES	2022 ONLINE PURCHASES vs. TOTAL CONSUMER GOODS PURCHASE VALUE ACROSS ALL RETAIL CHANNELS
4.11 BILLION	**$3.59 TRILLION**	**$873**	**59.8%**	**17.1%**
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+8.3% (+315 MILLION)	**-6.5% (-$250 BILLION)**	**-13.7% (-$138)**	**+1.2% (+71 BPS)**	**+4.4% (+72 BPS)**

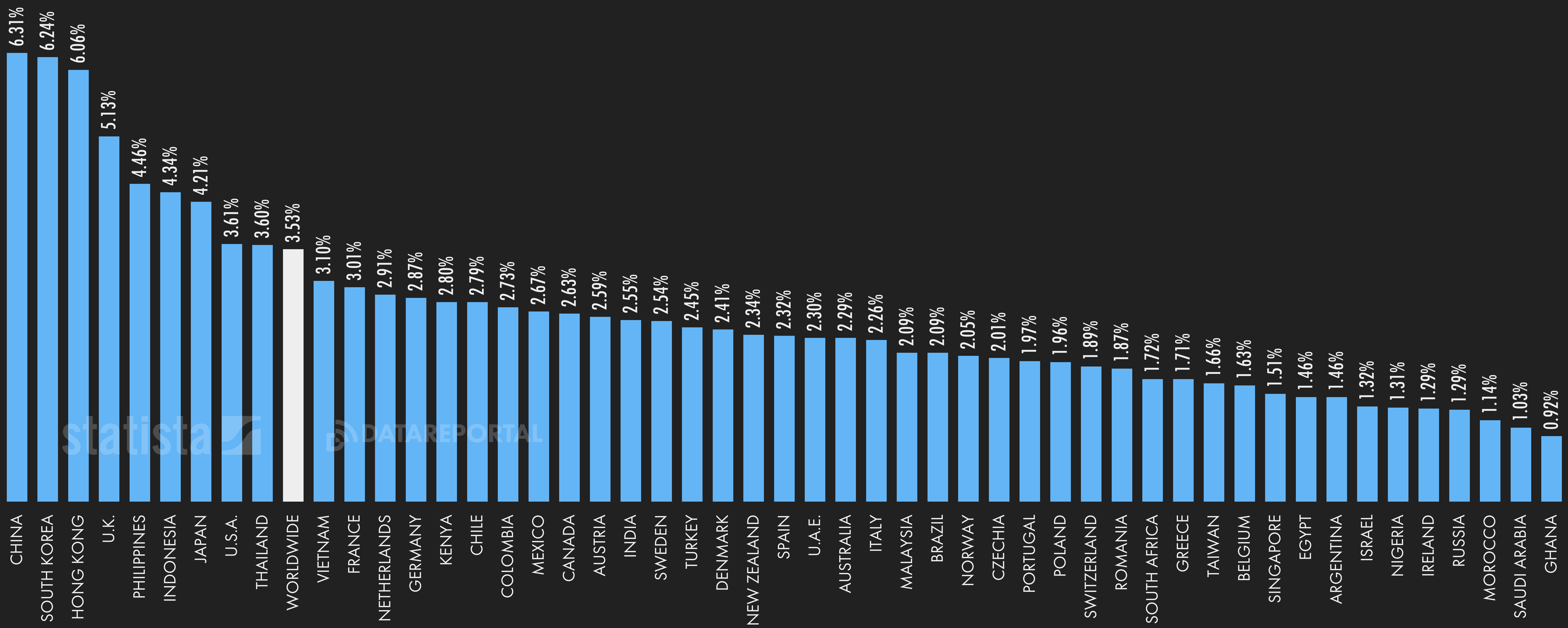
SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

ONLINE CONSUMER GOODS SPEND vs. GDP

ESTIMATED FULL-YEAR 2022 SPEND ON CONSUMER GOODS ECOMMERCE AS A PERCENTAGE OF GDP (CURRENT USD)

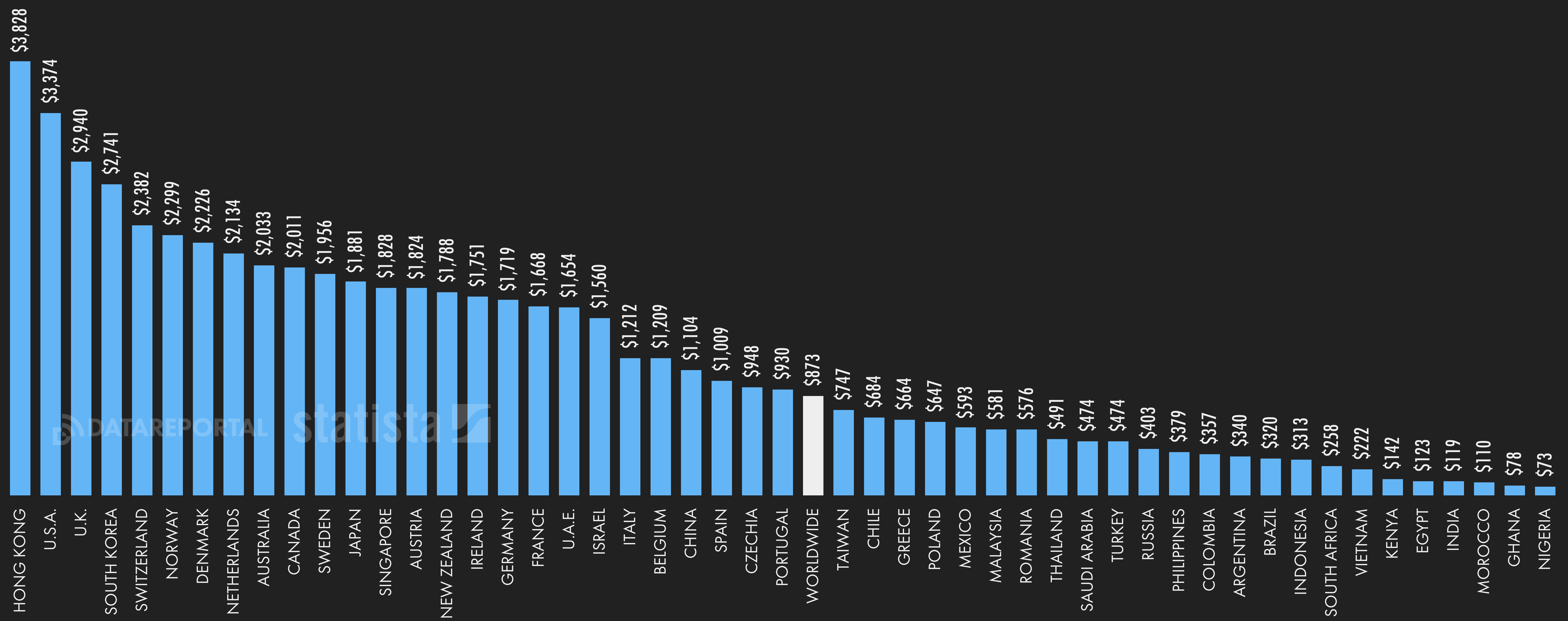
GLOBAL OVERVIEW



SOURCES: STATISTA DIGITAL MARKET OUTLOOK; IMF. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF TOTAL FULL-YEAR SPEND ON ONLINE CONSUMER GOODS PURCHASES FOR 2022 IN U.S. DOLLARS, COMPARED WITH THE LATEST VALUES FOR GDP IN CURRENT U.S. DOLLARS. "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

CONSUMER GOODS ECOMMERCE ARPU

AVERAGE FULL-YEAR 2022 ONLINE REVENUE PER CONSUMER GOODS ECOMMERCE USER (U.S. DOLLARS)



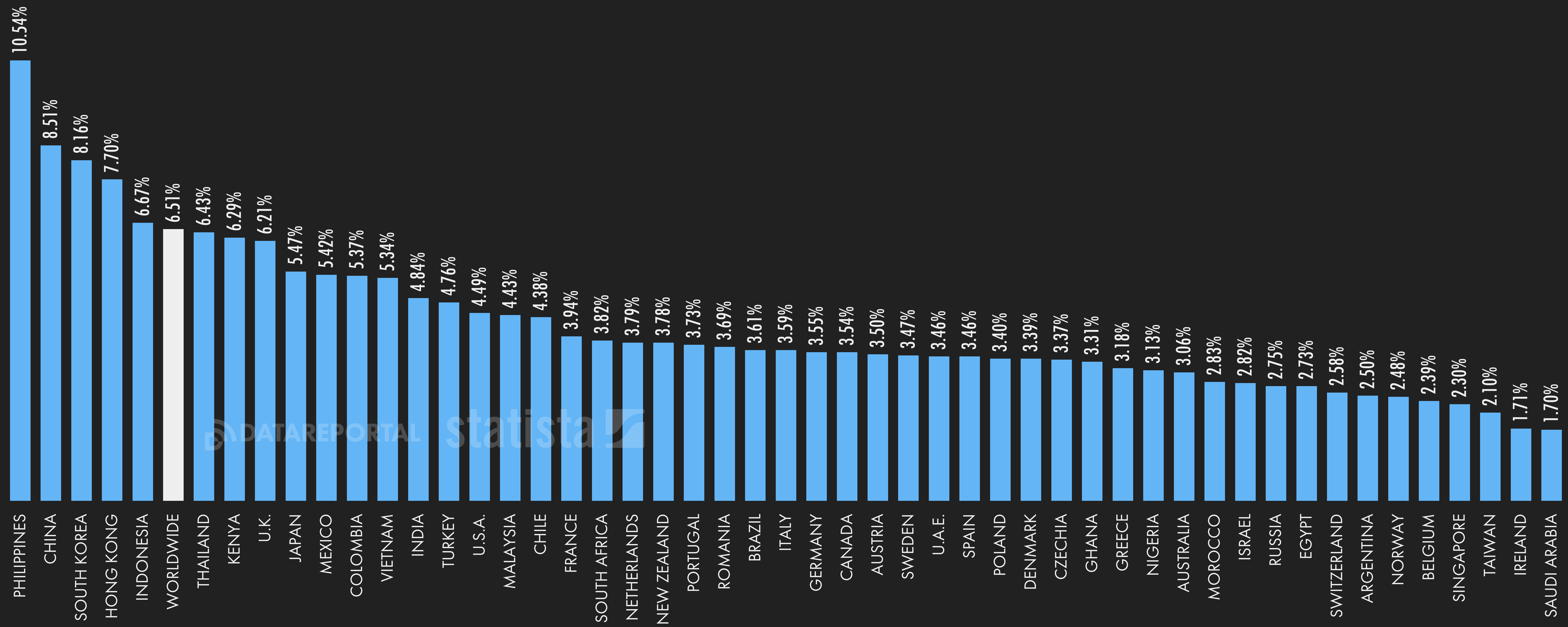
SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF AVERAGE FULL-YEAR SPEND PER ONLINE CONSUMER GOODS SHOPPER FOR 2022 IN U.S. DOLLARS. "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

CONSUMER GOODS ARPU vs. GDP PER CAPITA

AVERAGE FULL-YEAR 2022 ONLINE REVENUE PER CONSUMER GOODS ECOMMERCE USER AS A PERCENTAGE OF GDP PER CAPITA (CURRENT USD)

GLOBAL OVERVIEW



SOURCES: STATISTA DIGITAL MARKET OUTLOOK; IMF. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF AVERAGE FULL-YEAR SPEND PER ONLINE CONSUMER GOODS SHOPPER FOR 2022 IN U.S. DOLLARS, COMPARED WITH THE LATEST VALUES FOR GDP PER CAPITA IN CURRENT U.S. DOLLARS. "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2022)

FASHION	ELECTRONICS	TOYS, HOBBY, DIY	FURNITURE
$871.2 BILLION	$765.7 BILLION	$601.7 BILLION	$387.7 BILLION
YEAR-ON-YEAR CHANGE -2.4% (-$21 BILLION)	YEAR-ON-YEAR CHANGE -17.1% (-$158 BILLION)	YEAR-ON-YEAR CHANGE -2.7% (-$17 BILLION)	YEAR-ON-YEAR CHANGE -12.3% (-$54 BILLION)

PERSONAL & HOUSEHOLD CARE	FOOD	BEVERAGES	PHYSICAL MEDIA
$368.2 BILLION	$244.0 BILLION	$207.9 BILLION	$143.8 BILLION
YEAR-ON-YEAR CHANGE -1.7% (-$6.3 BILLION)	YEAR-ON-YEAR CHANGE +6.9% (+$16 BILLION)	YEAR-ON-YEAR CHANGE +0.5% (+$1.1 BILLION)	YEAR-ON-YEAR CHANGE -7.2% (-$11 BILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2022 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. THE "PERSONAL & HOUSEHOLD CARE" CATEGORY INCLUDES BEAUTY AND CONSUMER HEALTHCARE. THE "PHYSICAL MEDIA" CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

MOST USED MOBILE SHOPPING APPS

RANKING OF MOBILE APPS IN THE SHOPPING CATEGORY, BASED ON GLOBAL ACTIVE USERS BETWEEN JANUARY AND DECEMBER 2022

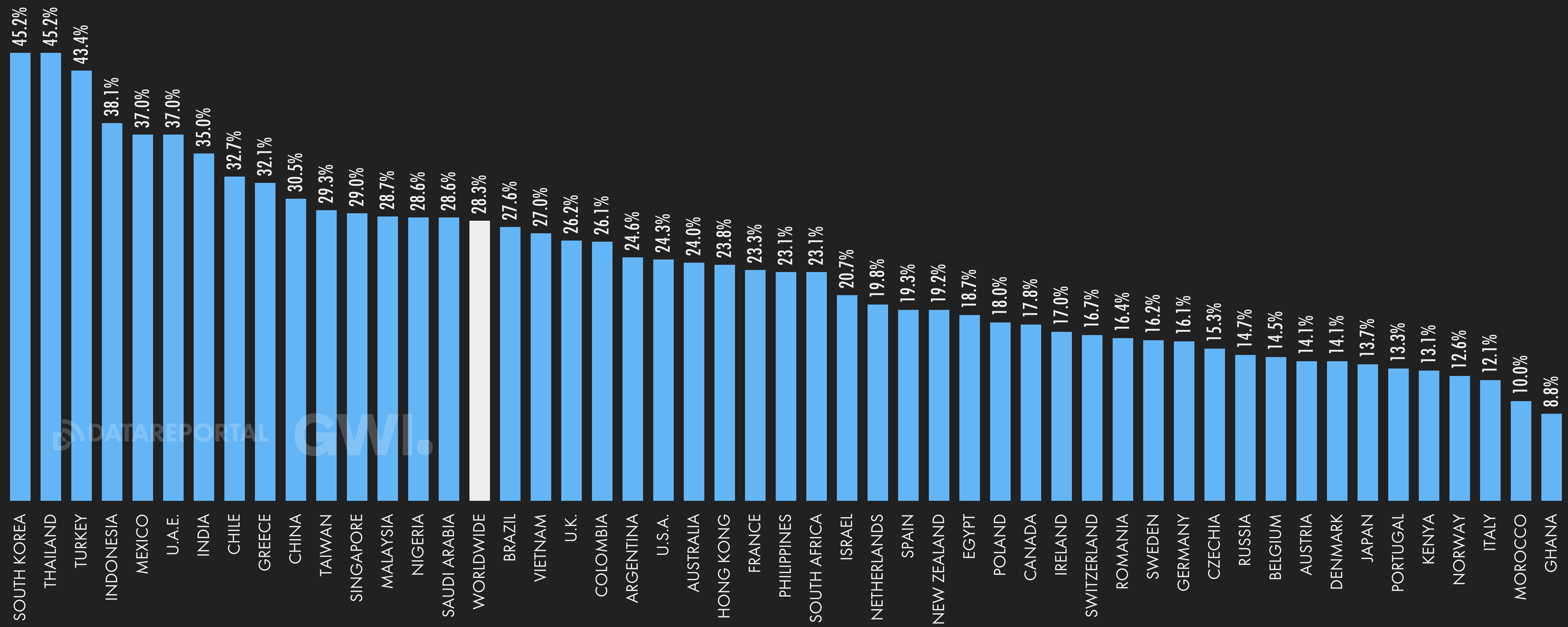
GLOBAL OVERVIEW

#	SHOPPING APP	COMPANY
01	AMAZON	AMAZON
02	SHOPEE	SEA
03	FLIPKART	FLIPKART
04	ALIEXPRESS	ALIBABA
05	LAZADA	ALIBABA
06	MERCADOLIBRE	MERCADOLIBRE
07	SHEIN	SHEIN
08	MEESHO	MEESHO
09	EBAY	EBAY
10	MYNTRA	WALMART
11	WALMART	WALMART
12	DARAZ	ALIBABA
13	TOKOPEDIA	GOTO GROUP
14	AVITO	KISMET CAPITAL GROUP
15	WISH	CONTEXTLOGIC
16	LIDL PLUS	LIDL
17	AJIO SHOPPING APP	RELIANCE INDUSTRIES
18	OZON	OZON
19	WILDBERRIES	WILDBERRIES
20	OLX	NASPERS

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI FOR MORE DETAILS. **NOTES:** ONLY INCLUDES MOBILE APPS WHICH FOCUS PRIMARILY ON PROVIDING ONLINE SHOPPING SERVICES. DOES NOT INCLUDE USERS WHO ACCESS MERCHANTS' PLATFORMS OR SERVICES VIA DEVICES OTHER THAN MOBILE PHONES. RANKINGS BASED ON COMBINED, WORLDWIDE ACTIVITY ON IPHONES AND ANDROID PHONES BETWEEN JANUARY AND DECEMBER 2022, EXCLUDING CHINA.

WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BUY GROCERIES ONLINE EACH WEEK



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

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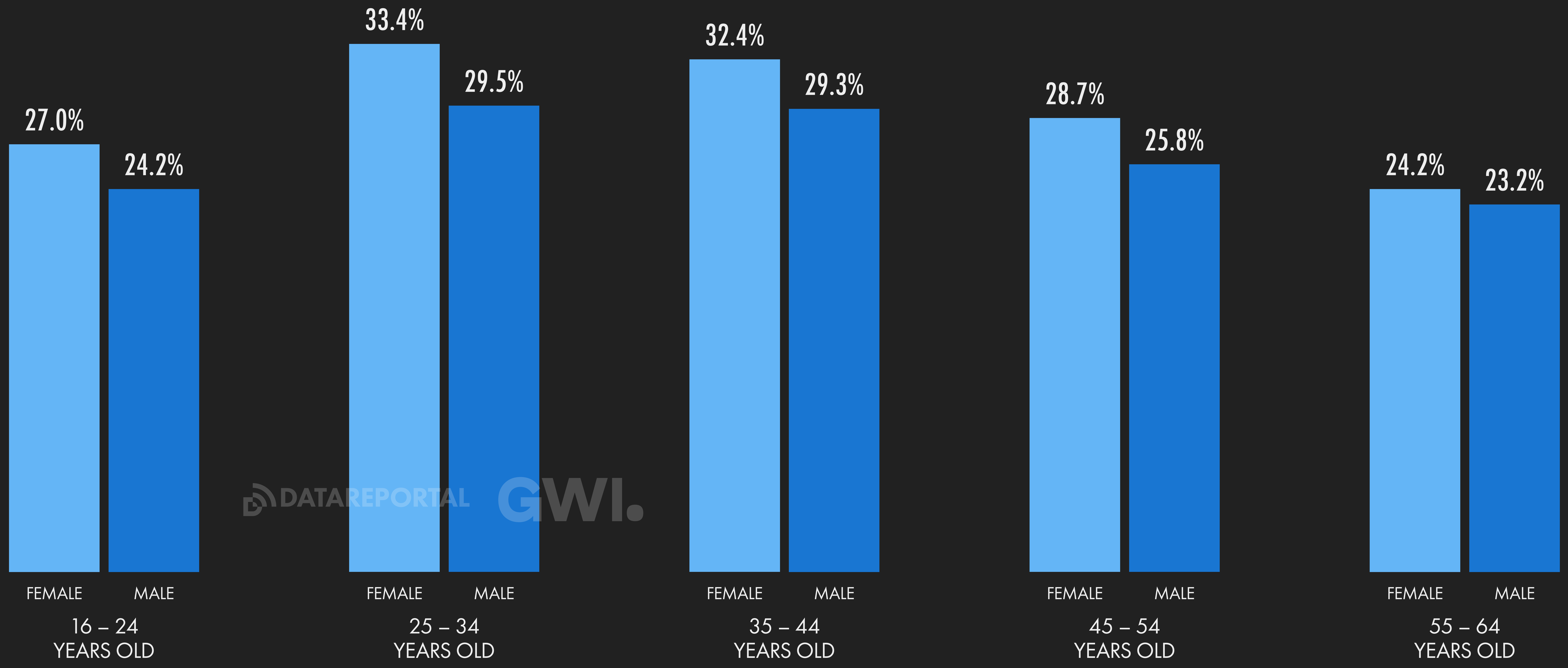


SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

ONLINE GROCERY SHOPPING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE GROCERY ORDERING AND DELIVERY SERVICES

NUMBER OF PEOPLE ORDERING GROCERIES VIA ONLINE PLATFORMS	YEAR-ON-YEAR CHANGE IN THE NUMBER OF PEOPLE BUYING GROCERIES ONLINE	TOTAL ANNUAL VALUE OF ONLINE GROCERY ORDERS (USD, 2022)	YEAR-ON-YEAR CHANGE IN THE VALUE OF ONLINE GROCERY ORDERS	AVERAGE ANNUAL VALUE OF ONLINE GROCERY ORDERS PER USER (USD, 2022)
1.25 BILLION	+6.5% +76 MILLION	$460.4 BILLION	+7.3% +$31 BILLION	$368 YOY: -2.2%

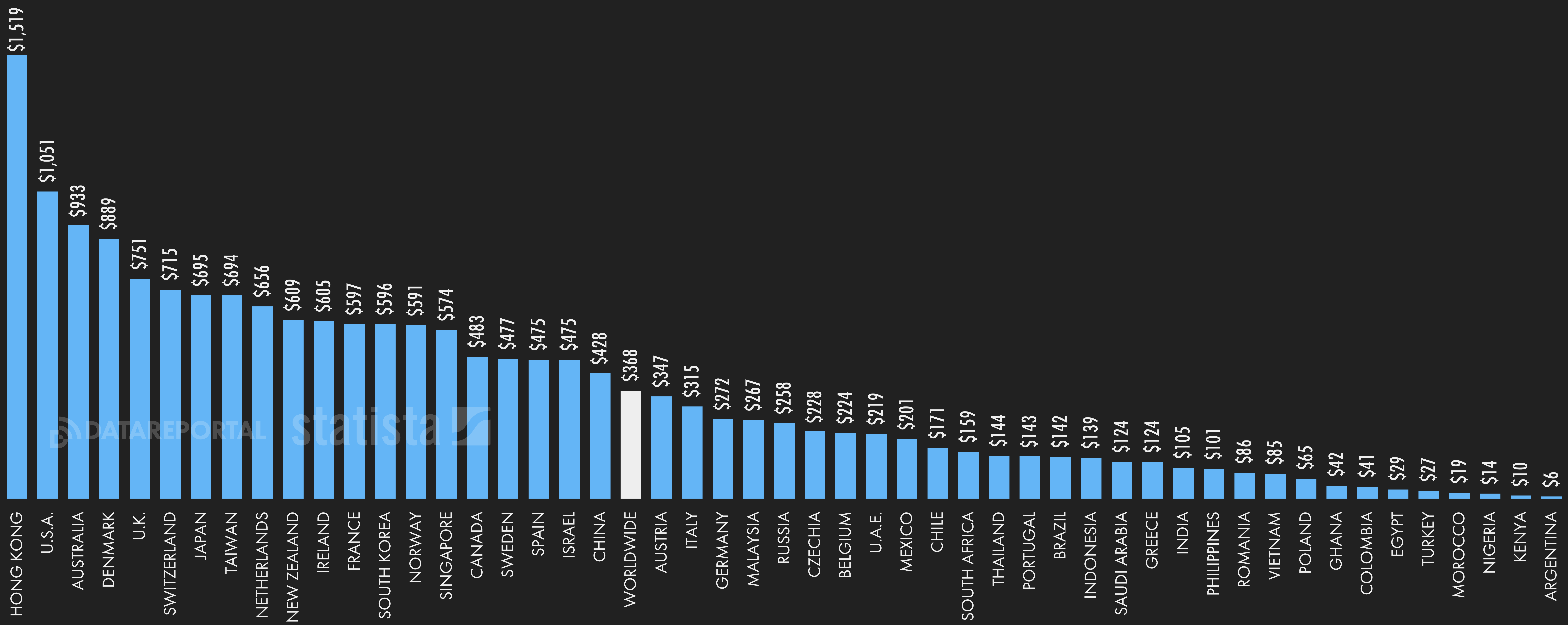
SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** INCLUDES QUICK COMMERCE AND MEAL RECIPE KITS (E.G. HELLOFRESH). ONLY INCLUDES ORDERS MADE VIA ONLINE SERVICES, BUT INCLUDES "CLICK-AND-COLLECT" ORDERS WHERE ITEMS ARE PURCHASED ONLINE BUT PICKED UP IN-STORE OR AT A COLLECTION POINT. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022 IN U.S. DOLLARS. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

ONLINE GROCERY SHOPPING ARPU

AVERAGE FULL-YEAR 2022 REVENUE PER USER OF ONLINE GROCERY ORDERING SERVICES (U.S. DOLLARS)

GLOBAL OVERVIEW



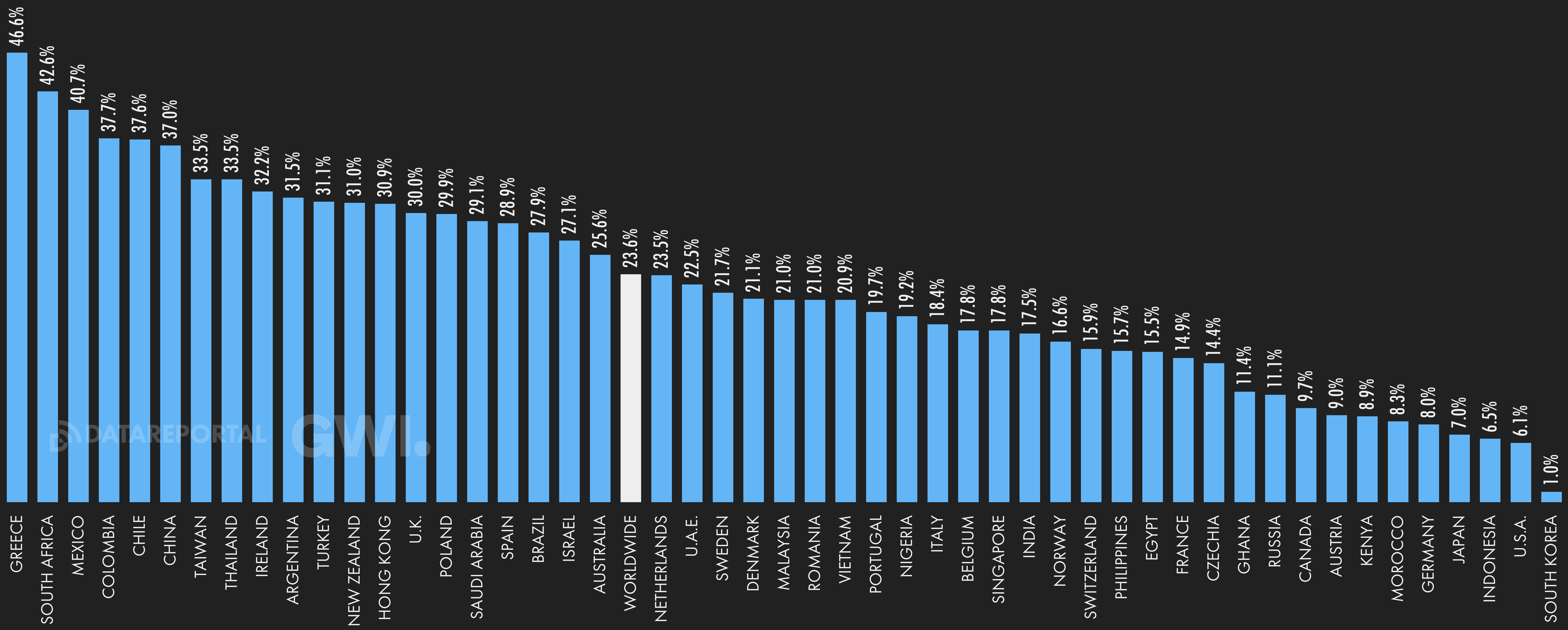
SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** ONLY INCLUDES ORDERS MADE VIA ONLINE SERVICES, BUT INCLUDES "CLICK-AND-COLLECT" ORDERS WHERE ITEMS ARE PURCHASED ONLINE BUT PICKED UP IN-STORE OR AT A WAREHOUSE COLLECTION POINT. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022 IN U.S. DOLLARS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN
2023

USE OF ONLINE MEAL DELIVERY SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE WEBSITES AND MOBILE APPS TO ORDER FOOD TAKEAWAY OR DELIVERY EACH MONTH

GLOBAL OVERVIEW



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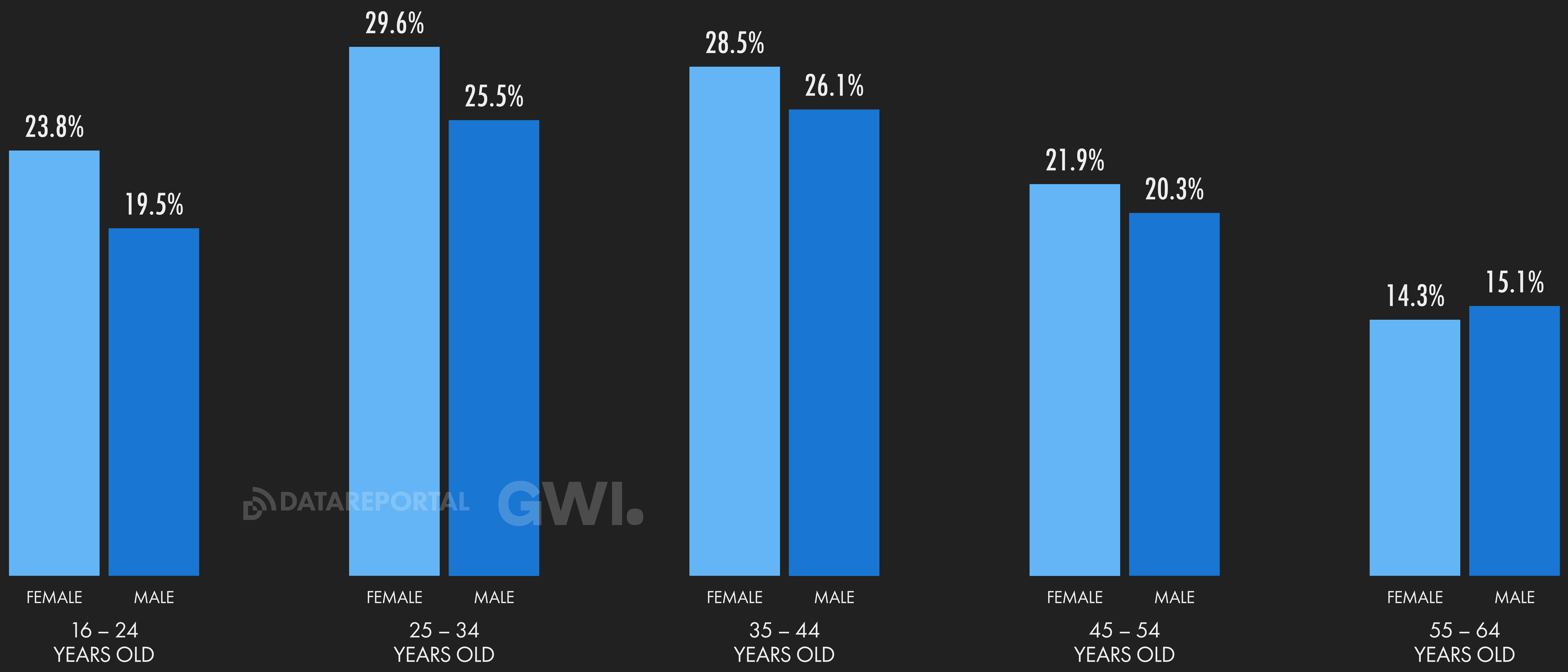


SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

ONLINE MEAL DELIVERY OVERVIEW

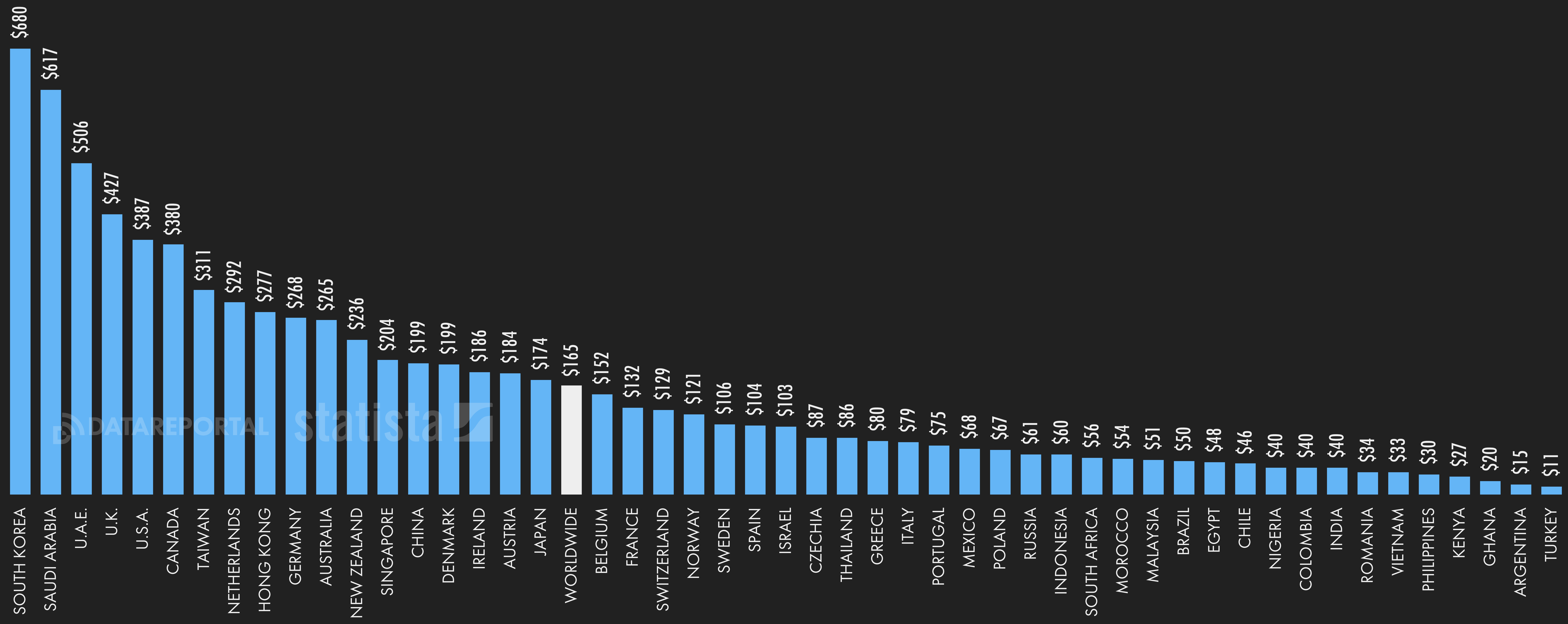
HEADLINES FOR THE ADOPTION AND USE OF ONLINE MEAL AND TAKEAWAY DELIVERY SERVICES

NUMBER OF PEOPLE ORDERING FOOD DELIVERY VIA ONLINE PLATFORMS	YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE FOOD DELIVERY USERS	TOTAL ANNUAL VALUE OF ONLINE FOOD DELIVERY ORDERS (USD, 2022)	YEAR-ON-YEAR CHANGE IN THE VALUE OF ONLINE FOOD DELIVERY ORDERS	AVERAGE ANNUAL VALUE OF ONLINE FOOD DELIVERY ORDERS PER USER (USD, 2022)
1.85 BILLION	+8.6% +146 MILLION	$304.8 BILLION	+6.2% +$18 BILLION	$165 YOY: -2.2%

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** ONLY INCLUDES ORDERS OF PREPARED FOOD THAT ARE MADE VIA ONLINE SERVICES. INCLUDES ONLINE ORDERS THAT ARE COLLECTED AT A RESTAURANT. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. ONLY INCLUDES ORDERS MADE VIA ONLINE SERVICES. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

ONLINE MEAL DELIVERY ARPU

AVERAGE FULL-YEAR 2022 REVENUE PER USER OF ONLINE FOOD DELIVERY SERVICES (U.S. DOLLARS)



SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** ONLY INCLUDES ORDERS OF PREPARED FOOD THAT ARE MADE VIA ONLINE SERVICES. INCLUDES ONLINE ORDERS THAT ARE COLLECTED AT A RESTAURANT. FIGURES REPRESENT ESTIMATES OF THE AVERAGE ANNUAL SPEND FOR USERS OF ONLINE MEAL DELIVERY SERVICES FOR FULL-YEAR 2022. VALUES ARE IN U.S. DOLLARS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

ONLINE TRAVEL AND TOURISM

ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2022)

GLOBAL OVERVIEW

FLIGHTS	TRAINS	CAR RENTALS	LONG-DISTANCE BUSES
$361.4 BILLION	$68.67 BILLION	$53.90 BILLION	$8.66 BILLION
YEAR-ON-YEAR CHANGE +78.9% (+$159 BILLION)	YEAR-ON-YEAR CHANGE +58.4% (+$25 BILLION)	YEAR-ON-YEAR CHANGE +17.1% (+$7.9 BILLION)	YEAR-ON-YEAR CHANGE +64.3% (+$3.4 BILLION)
HOTELS	PACKAGE HOLIDAYS	VACATION RENTALS	CRUISES
$269.1 BILLION	$148.4 BILLION	$58.11 BILLION	$4.17 BILLION
YEAR-ON-YEAR CHANGE +69.5% (+$110 BILLION)	YEAR-ON-YEAR CHANGE +44.2% (+$45 BILLION)	YEAR-ON-YEAR CHANGE +47.1% (+$19 BILLION)	YEAR-ON-YEAR CHANGE +38.2% (+$1.2 BILLION)

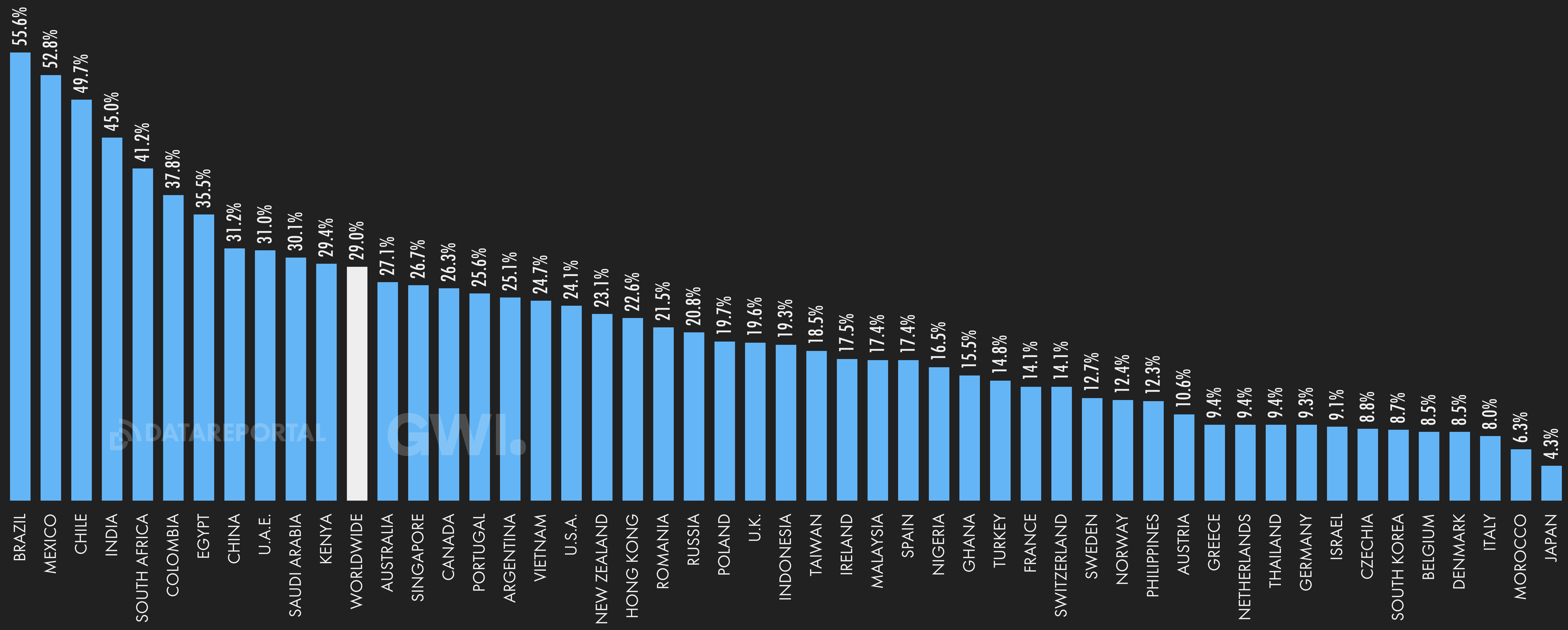
SOURCE: STATISTA DIGITAL MARKET OUTLOOK; STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2022 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT, NON-COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, RIDE-HAILING, OR CHAUFFEUR SERVICES. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

USE OF ONLINE MOBILITY SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE ONLINE MOBILITY SERVICES EACH MONTH

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** IN THIS CONTEXT, "ONLINE MOBILITY SERVICES" INCLUDE APPS, WEBSITES, AND SOFTWARE THAT ENABLE USERS TO BOOK TAXIS, RIDE-HAILING, OR RIDE-SHARE SERVICES, OR TO RENT BIKES OR SCOOTERS.

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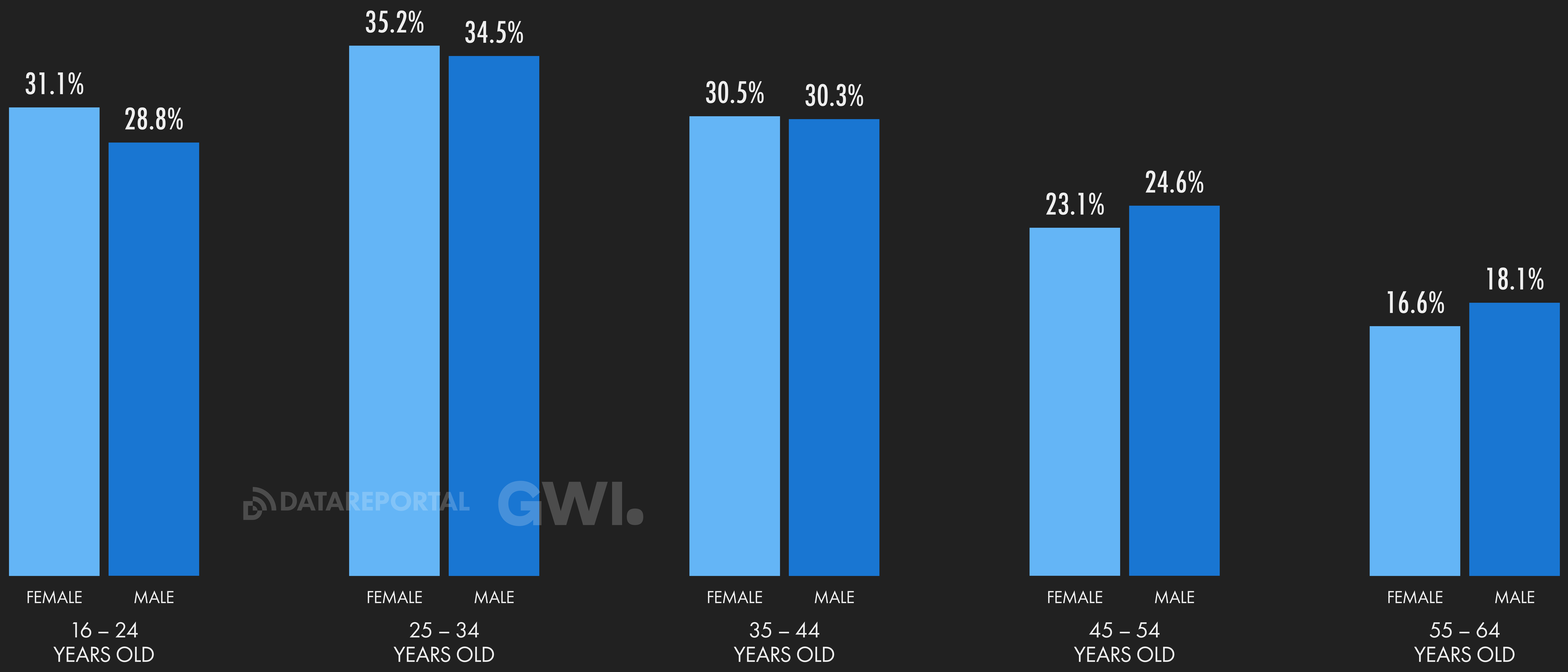
USE OF ONLINE MOBILITY SERVICES

PERCENTAGE OF INTERNET USERS WHO USE ONLINE MOBILITY SERVICES EACH MONTH



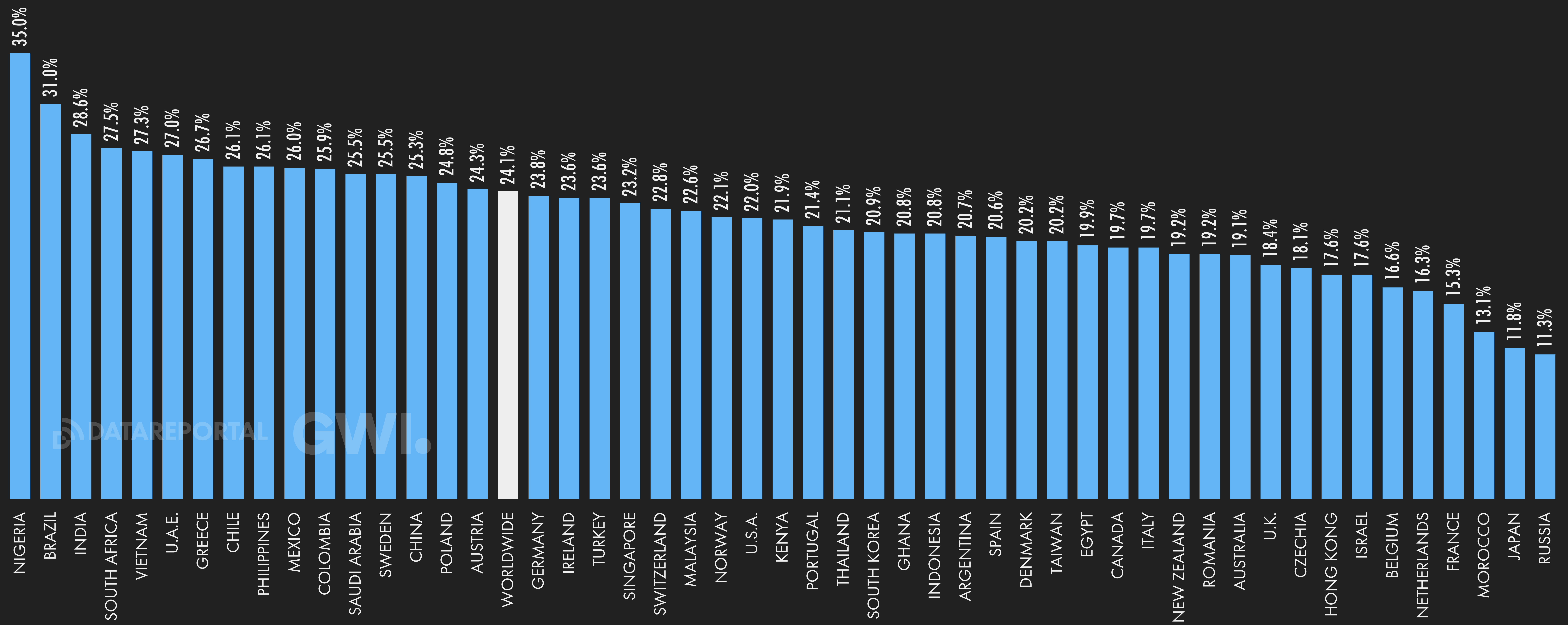
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTE: IN THIS CONTEXT, "ONLINE MOBILITY SERVICES" INCLUDE APPS, WEBSITES, AND SOFTWARE THAT ENABLE USERS TO BOOK TAXIS, RIDE-HAILING, OR RIDE-SHARE SERVICES, OR TO RENT BIKES OR SCOOTERS.

JAN 2023

USE OF ONLINE HEALTH AND FITNESS SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE HEALTH AND FITNESS WEBSITES AND MOBILE APPS EACH MONTH

GLOBAL OVERVIEW



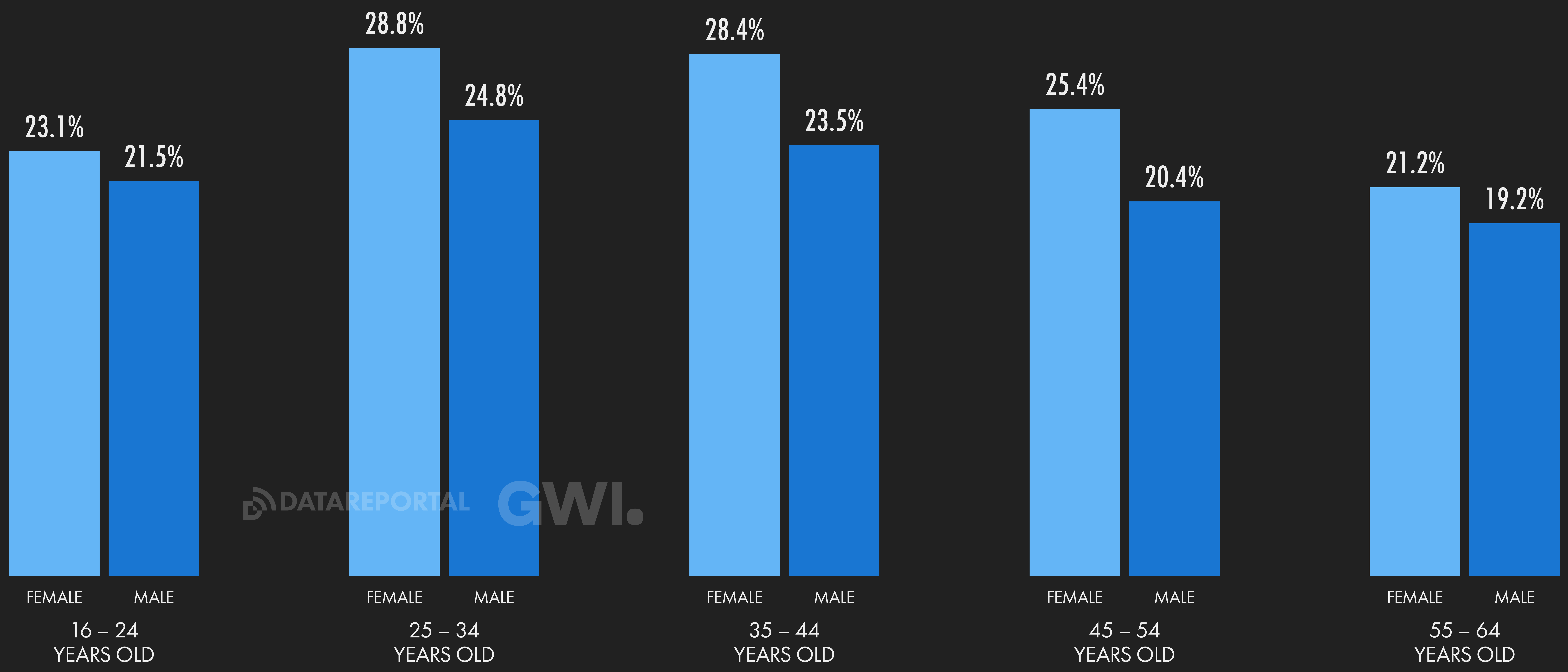
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** FIGURES INCLUDE PEOPLE WHO USE FREE ONLINE SERVICES AND APPS.

JAN 2023

USE OF ONLINE HEALTH AND FITNESS SERVICES

PERCENTAGE OF INTERNET USERS WHO USE HEALTH AND FITNESS WEBSITES AND MOBILE APPS EACH MONTH

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** FIGURES INCLUDE PEOPLE WHO USE FREE ONLINE SERVICES AND APPS.

E-HEALTH OVERVIEW

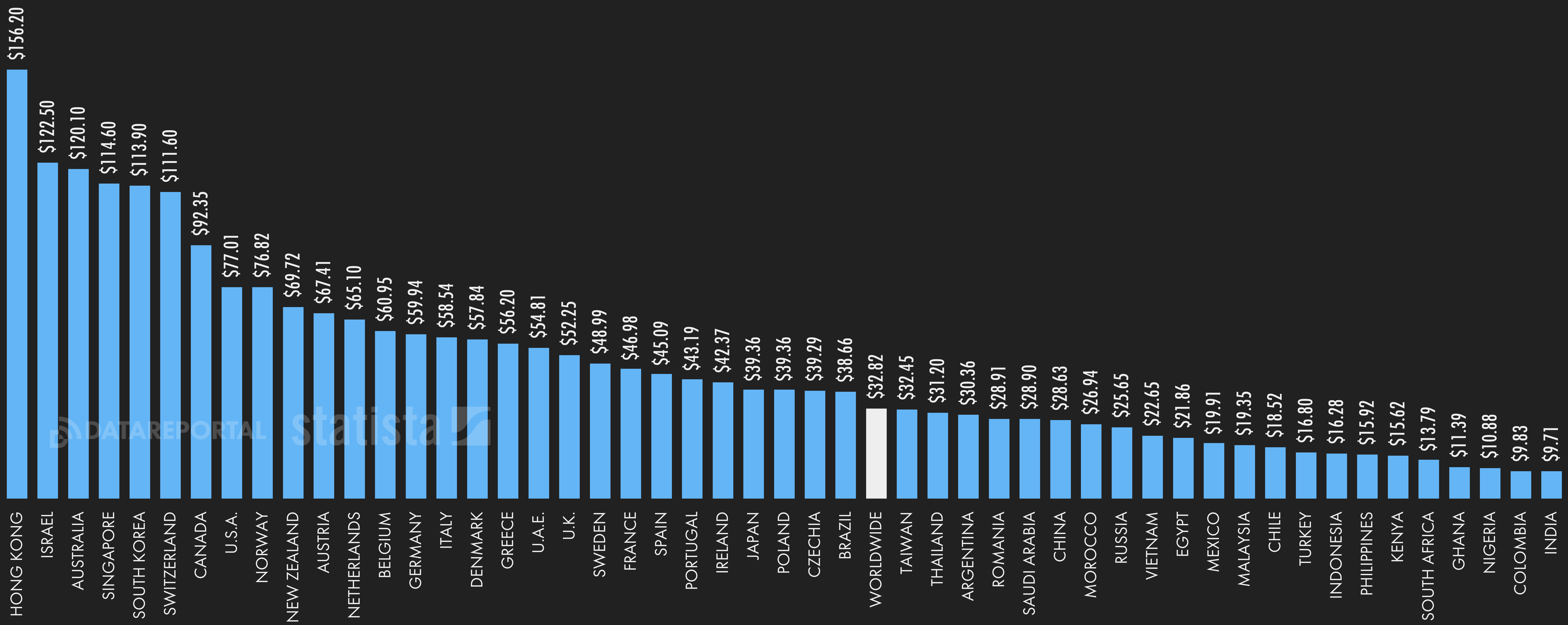
HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE DEVICES AND SERVICES

NUMBER OF PEOPLE USING E-HEALTH DEVICES AND SERVICES	YEAR-ON-YEAR CHANGE IN THE NUMBER OF E-HEALTH USERS	TOTAL ANNUAL VALUE OF THE E-HEALTH MARKET (USD, 2022)	YEAR-ON-YEAR CHANGE IN THE VALUE OF THE E-HEALTH MARKET	AVERAGE ANNUAL SPEND ON E-HEALTH PER USER (USD, 2022)
statista	Meltwater	statista	we are social	
1.95 BILLION	+0.3% +5.5 MILLION	$64.09 BILLION	+11.9% +$6.8 BILLION	$32.82 YOY: +12%

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** INCLUDES E-HEALTH DEVICES AND APPS, OVER-THE-COUNTER PHARMACEUTICALS SOLD VIA THE INTERNET, AND ONLINE DOCTOR CONSULTATIONS. DOES NOT INCLUDE DIGITAL FITNESS DEVICES AND SERVICES, SMART CLOTHING, SMART SHOES, OR SMART EYEWEAR; APPS FOR TRACKING SLEEP OR TRACKING HEALTH; MOOD IMPROVEMENT APPS; OR APPS TO MANAGE ADDICTION, DEPRESSION, EATING DISORDERS, OR SCHIZOPHRENIA. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES SHOW ABSOLUTE CHANGE.

E-HEALTH ARPU

AVERAGE FULL-YEAR 2022 REVENUE PER USER OF DIGITALLY ENABLED HEALTHCARE DEVICES AND SERVICES (U.S. DOLLARS)



SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** INCLUDES E-HEALTH DEVICES AND APPS, OVER-THE-COUNTER PHARMACEUTICALS SOLD VIA THE INTERNET, AND ONLINE DOCTOR CONSULTATIONS. DOES NOT INCLUDE DIGITAL FITNESS DEVICES AND SERVICES, SMART CLOTHING, SMART SHOES, OR SMART EYEWEAR; APPS FOR TRACKING SLEEP OR TRACKING HEALTH; MOOD IMPROVEMENT APPS; OR APPS TO MANAGE ADDICTION, DEPRESSION, EATING DISORDERS, OR SCHIZOPHRENIA. FIGURES REPRESENT ESTIMATES OF ANNUAL SPEND PER USER OF E-HEALTH DEVICES AND SERVICES FOR FULL-YEAR 2022 IN U.S. DOLLARS.

JAN 2023

DIGITAL FITNESS & WELL-BEING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELLBEING DEVICES AND SERVICES

GLOBAL OVERVIEW

NUMBER OF PEOPLE USING DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES	YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING USERS	TOTAL ANNUAL VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET (USD, 2022)	YEAR-ON-YEAR CHANGE IN THE VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET	AVERAGE ANNUAL SPEND ON DIGITAL FITNESS & WELL-BEING PER USER (USD, 2022)
1.28 BILLION	+0.3% +87 MILLION	$81.67 BILLION	+7.2% +$5.5 BILLION	$63.71 YOY: -0.06%

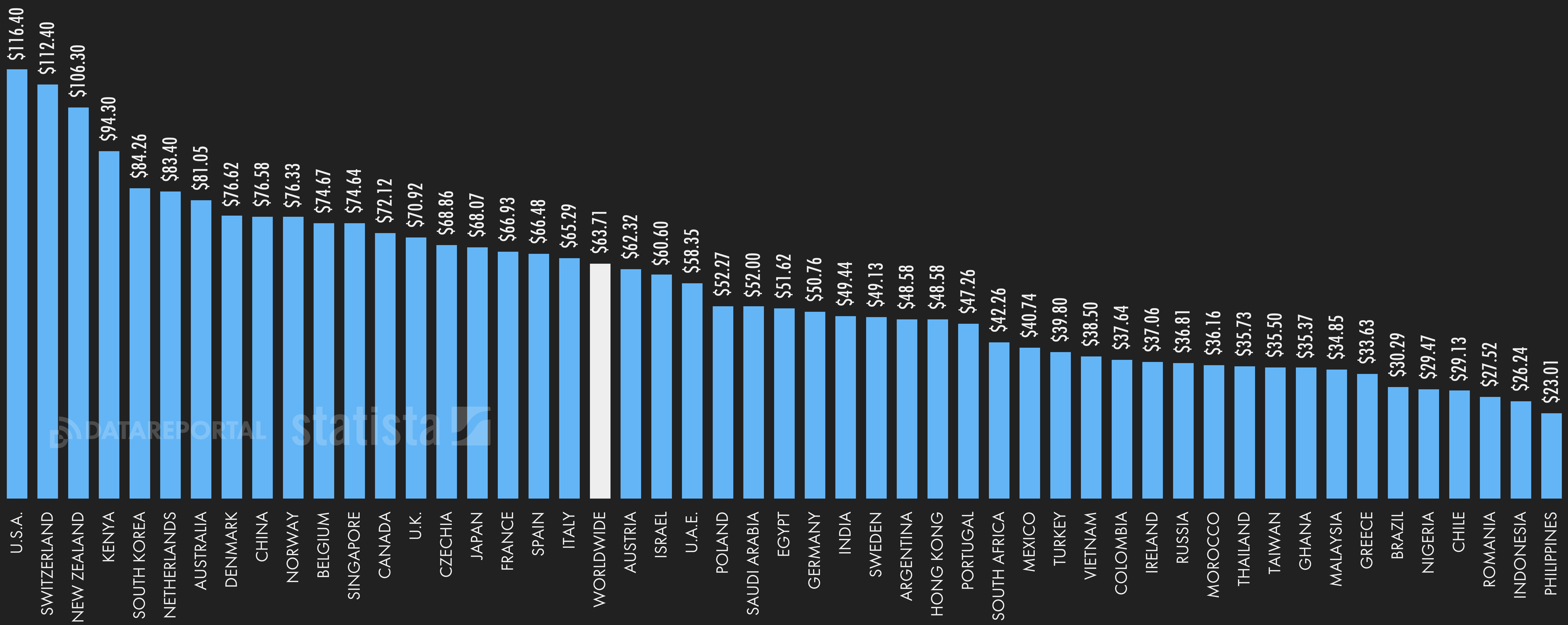
SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRIST-WEAR, SMART SCALES, FITNESS APPS THAT TRACK ACHIEVEMENTS, NUTRITION APPS (E.G. CALORIE COUNTING), AND MEDITATION AND MINDFULNESS APPS. DOES NOT INCLUDE SMART CLOTHING, SMART SHOES, SMART EYEWEAR, HEALTH TRACKING APPS, PARAMETER-SPECIFIC BIOSENSORS (E.G. BLOOD GLUCOSE MONITORS), OR APPS THAT FOCUS ON SPECIFIC DISEASES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES SHOW ABSOLUTE CHANGE.

JAN 2023

DIGITAL FITNESS & WELL-BEING ARPU

AVERAGE FULL-YEAR 2022 REVENUE PER USER OF DIGITAL FITNESS & WELLBEING DEVICES AND SERVICES (U.S. DOLLARS)

GLOBAL OVERVIEW



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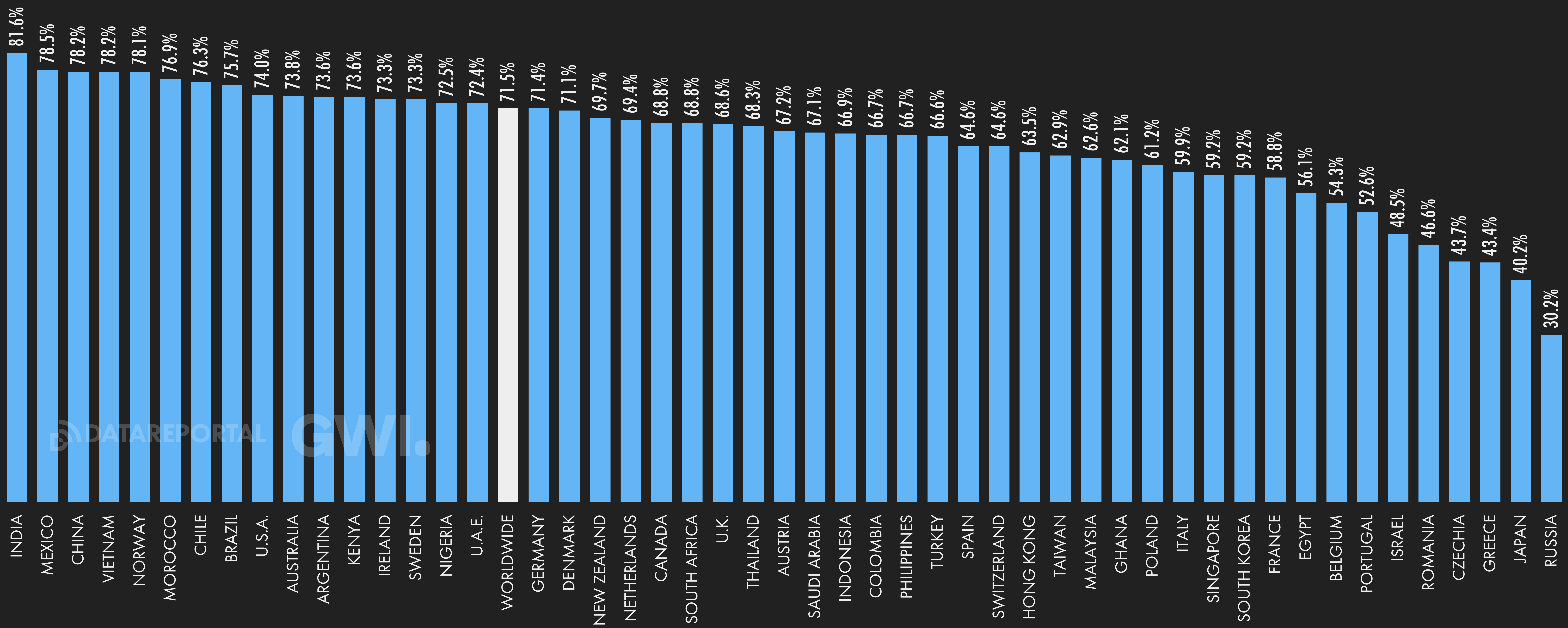
JAN 2023

DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR ANY KIND OF DIGITAL CONTENT EACH MONTH

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL 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, SOFTWARE, DATING SERVICES, AND DIGITAL GIFTS, AS WELL AS IN-APP PURCHASES.

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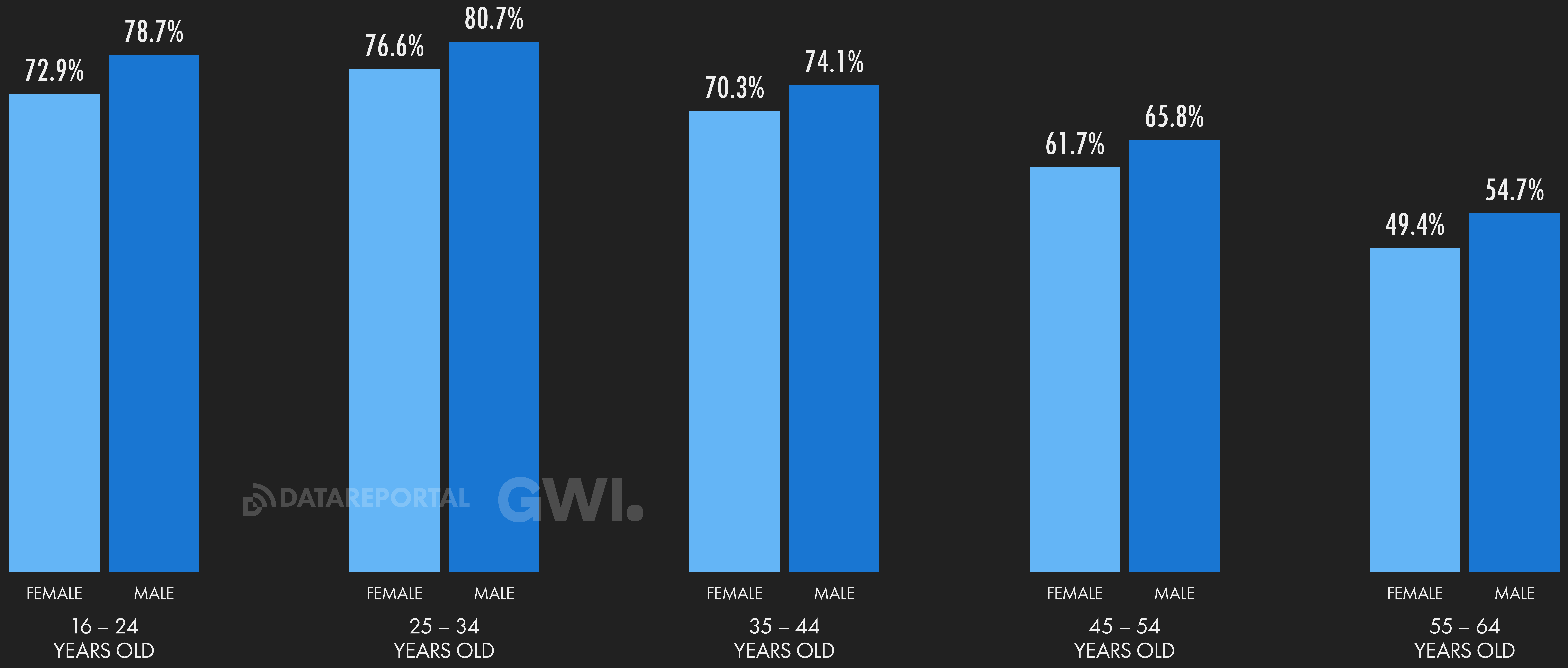
DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS WHO PAY FOR ANY KIND OF DIGITAL CONTENT EACH MONTH



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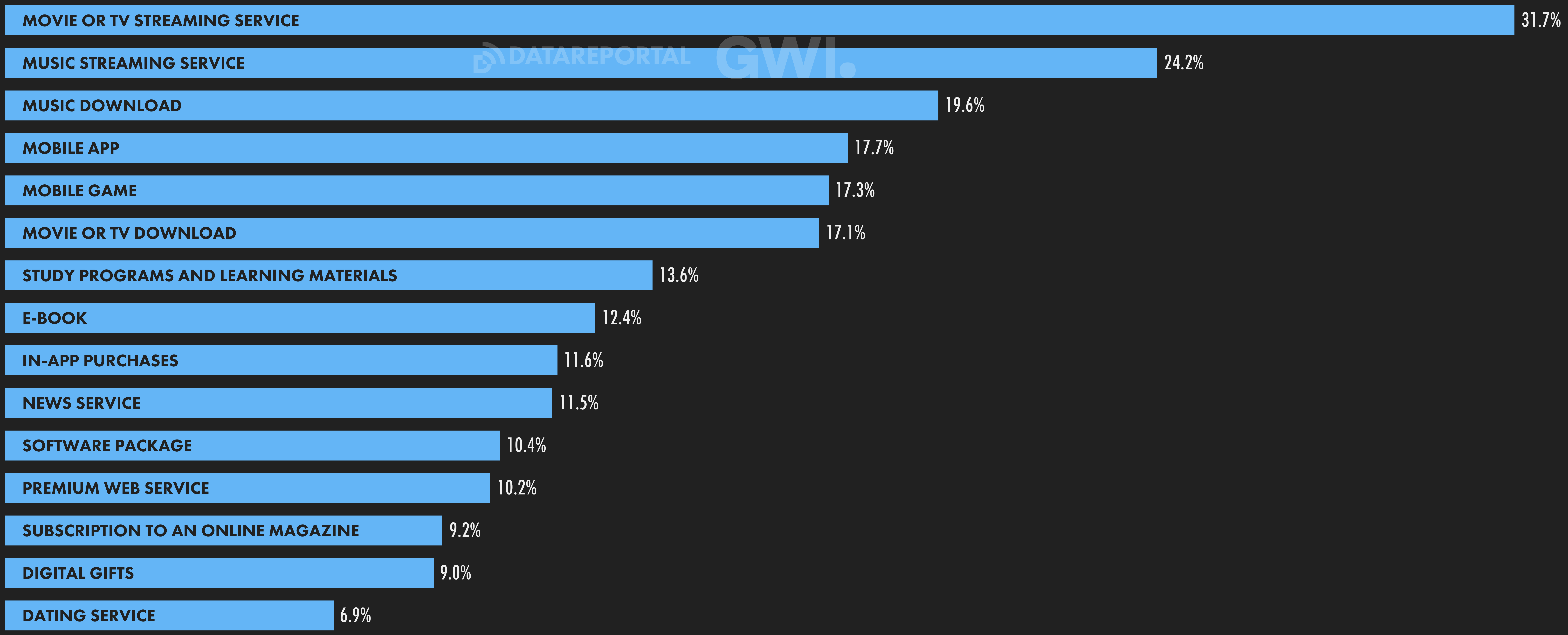
DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

DIGITAL MEDIA SPEND

FULL-YEAR 2022 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS (IN U.S. DOLLARS)

TOTAL	VIDEO GAMES	VIDEO-ON-DEMAND	EPUBLISHING	DIGITAL MUSIC
$331.8 BILLION	$197.0 BILLION	$94.88 BILLION	$24.87 BILLION	$15.07 BILLION
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+6.0% (+$19 BILLION)	+6.5% (+$12 BILLION)	+7.6% (+$6.7 BILLION)	-1.9% (-$470 MILLION)	+2.6% (+$380 MILLION)

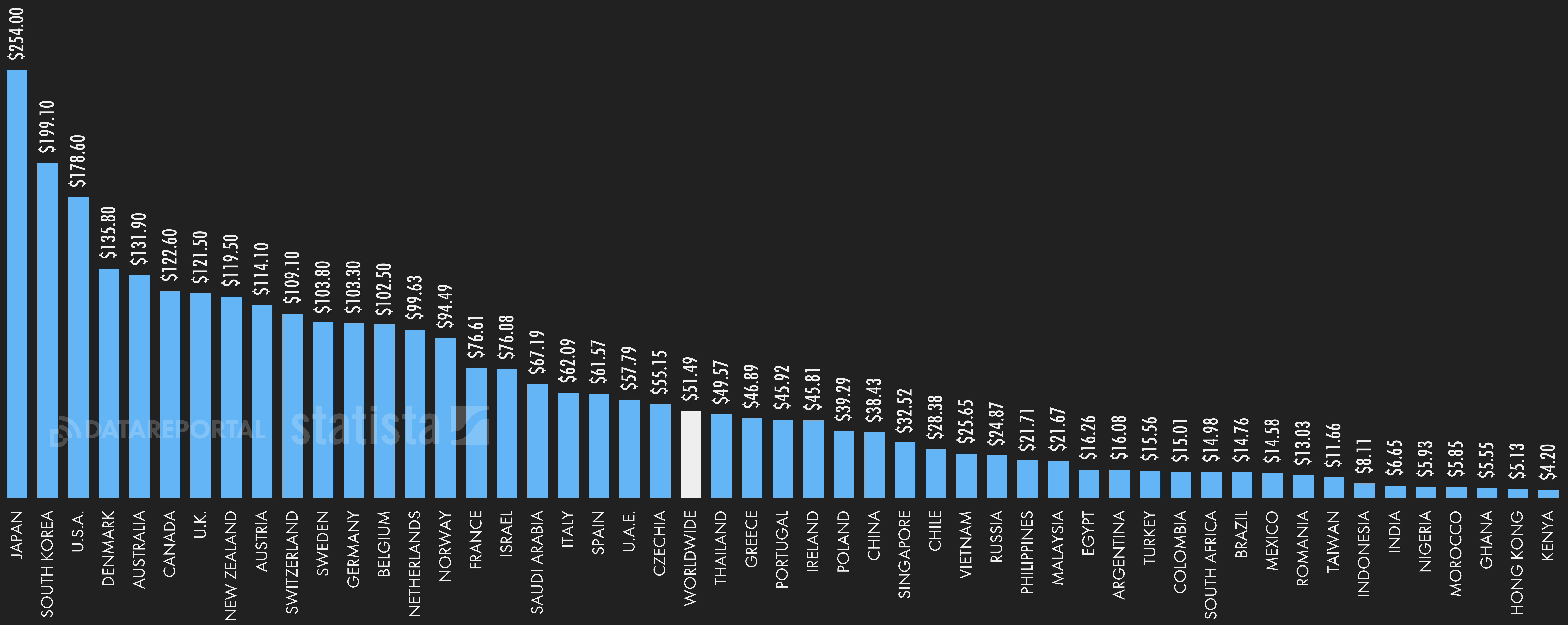
SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2022 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

DIGITAL MEDIA ARPU

AVERAGE FULL-YEAR 2022 SPEND PER USER (IN U.S. DOLLARS) ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS

GLOBAL OVERVIEW



SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF ANNUAL SPEND PER USER OF DIGITAL MEDIA DOWNLOADS AND SUBSCRIPTIONS FOR FULL-YEAR 2022 IN U.S. DOLLARS., AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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DIGITAL MEDIA: ANNUAL ARPU

AVERAGE FULL-YEAR 2022 SPEND (IN U.S. DOLLARS) PER ONLINE PURCHASER OF DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS

GLOBAL OVERVIEW

TOTAL	VIDEO GAMES	VIDEO-ON-DEMAND	EPUBLISHING	DIGITAL MUSIC
$51.49	$81.25	$63.92	$18.63	$12.56
PER SHOPPER, PER YEAR	PER SHOPPER, PER YEAR	PER SHOPPER, PER YEAR	PER SHOPPER, PER YEAR	PER SHOPPER, PER YEAR
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+9.5% (+$4.46)	+13.2% (+$9.50)	+7.8% (+$4.63)	-1.0% (-$0.19)	+6.5% (+$0.77)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR AVERAGE FULL-YEAR ONLINE SPEND (IN U.S. DOLLARS) PER ONLINE PURCHASER OF EACH MEDIA TYPE IN 2022, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. **ADVISORY:** FIGURES FOR INDIVIDUAL FORMATS MAY EXCEED THE VALUE FOR "TOTAL" DUE TO THE DIFFERENT NUMBER OF SHOPPERS IN EACH CATEGORY. **COMPARABILITY:** ACROSS EACH FORMAT. BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

PAYMENT METHODS USED FOR ECOMMERCE

PERCENTAGE OF ALL B2C ECOMMERCE TRANSACTIONS IN 2021 COMPLETED USING EACH TYPE OF PAYMENT METHOD

GLOBAL OVERVIEW

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DIGITAL AND MOBILE WALLETS	SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DEBIT AND CREDIT CARDS	SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK TRANSFERS	SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO CASH-ON-DELIVERY	SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO OTHER PAYMENT METHODS
45%	32%	11%	4%	6%

SOURCE: PPRO. **NOTE:** FIGURES REPRESENT SHARE OF THE TOTAL NUMBER OF B2C ECOMMERCE TRANSACTIONS IN 2021.

OVERVIEW OF CONSUMER DIGITAL PAYMENTS

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED PAYMENT SERVICES BY END CONSUMERS

NUMBER OF PEOPLE MAKING DIGITAL PAYMENTS	YEAR-ON-YEAR CHANGE IN THE NUMBER OF PEOPLE MAKING DIGITAL PAYMENTS	TOTAL ANNUAL VALUE OF DIGITAL PAYMENT TRANSACTIONS (USD, 2022)	YEAR-ON-YEAR CHANGE IN THE VALUE OF DIGITAL PAYMENT TRANSACTIONS	AVERAGE ANNUAL VALUE OF DIGITAL PAYMENTS PER USER (USD, 2022)
4.16 BILLION	+8.3% +321 MILLION	$8.49 TRILLION	+12.9% +$967 BILLION	$2,040 YOY: +4.1%

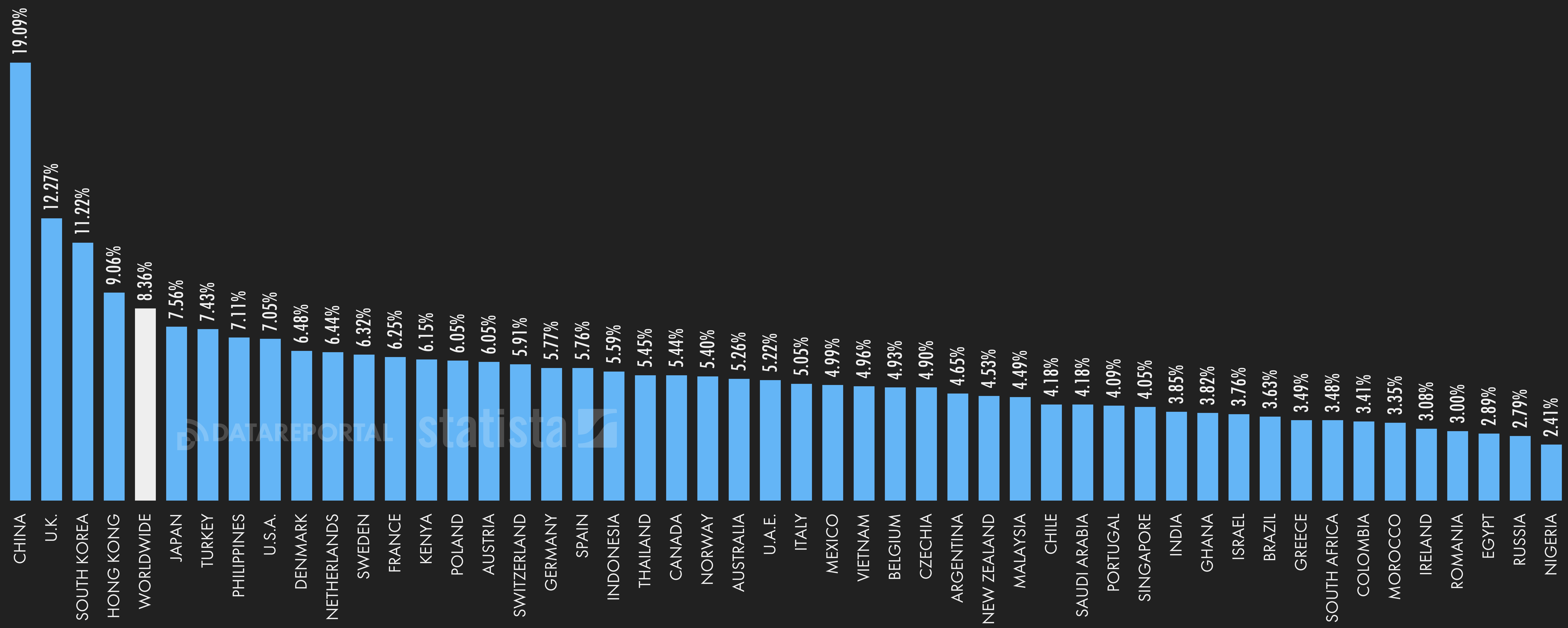
SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. VALUES DO NOT INCLUDE B2B TRANSACTIONS. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR FOR 2022, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

DIGITAL PAYMENTS TRANSACTION VALUE vs. GDP

TOTAL FULL-YEAR 2022 CONSUMER DIGITAL PAYMENTS TRANSACTION VALUE AS A PERCENTAGE OF GDP (CURRENT USD)

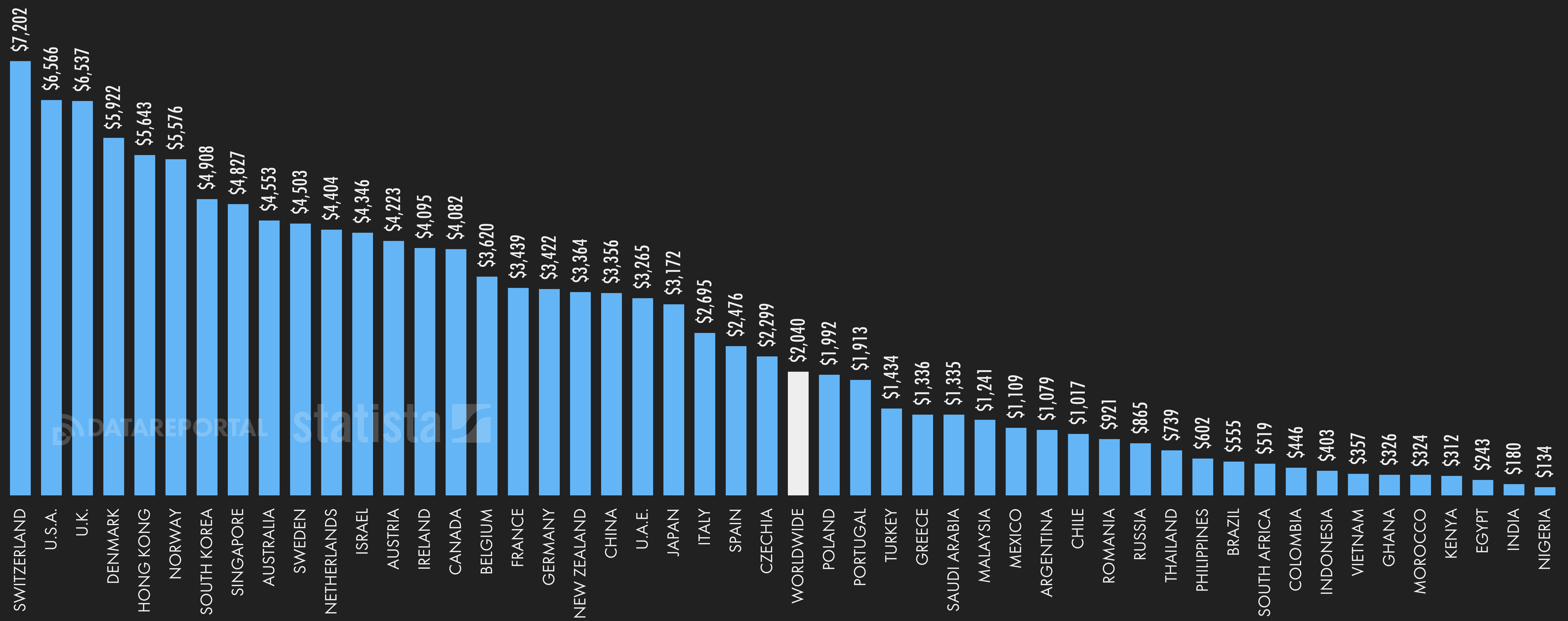
GLOBAL OVERVIEW



SOURCE: STATISTA DIGITAL MARKET OUTLOOK; IMF. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF THE TOTAL ANNUAL VALUE OF B2C DIGITAL PAYMENTS TRANSACTIONS IN 2022 IN U.S. DOLLARS, COMPARED WITH THE LATEST VALUES FOR GDP IN CURRENT U.S. DOLLARS. "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. VALUES DO NOT INCLUDE B2B TRANSACTIONS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

DIGITAL PAYMENTS ARPU

AVERAGE FULL-YEAR 2022 VALUE OF CONSUMER DIGITAL PAYMENTS PER USER (U.S. DOLLARS)



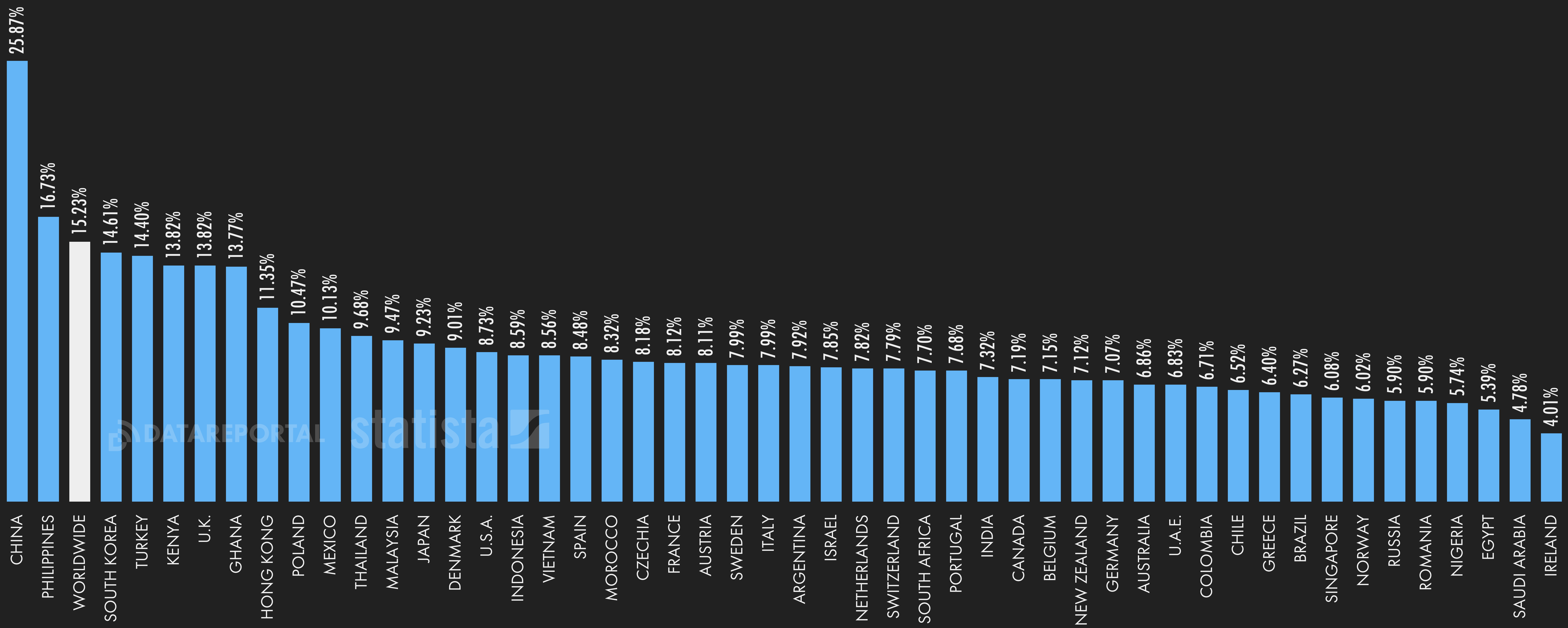
SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF THE TOTAL ANNUAL VALUE OF DIGITAL PAYMENTS MADE BY EACH USER OF DIGITAL PAYMENTS FOR FULL-YEAR 2022 IN U.S. DOLLARS. "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. DOES NOT INCLUDE B2B PAYMENTS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

DIGITAL PAYMENTS ARPU vs. GDP PER CAPITA

AVERAGE FULL-YEAR 2022 VALUE OF CONSUMER DIGITAL PAYMENTS PER USER, AS A PERCENTAGE OF GDP PER CAPITA (CURRENT USD VALUES)

GLOBAL OVERVIEW



SOURCES: STATISTA DIGITAL MARKET OUTLOOK; IMF. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF AVERAGE TOTAL ANNUAL TRANSACTION VALUE OF DIGITAL PAYMENTS PER USER OF DIGITAL PAYMENTS IN 2022 IN U.S. DOLLARS, COMPARED WITH THE LATEST VALUES FOR GDP PER CAPITA IN CURRENT U.S. DOLLARS. "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. VALUES DO NOT INCLUDE B2B TRANSACTIONS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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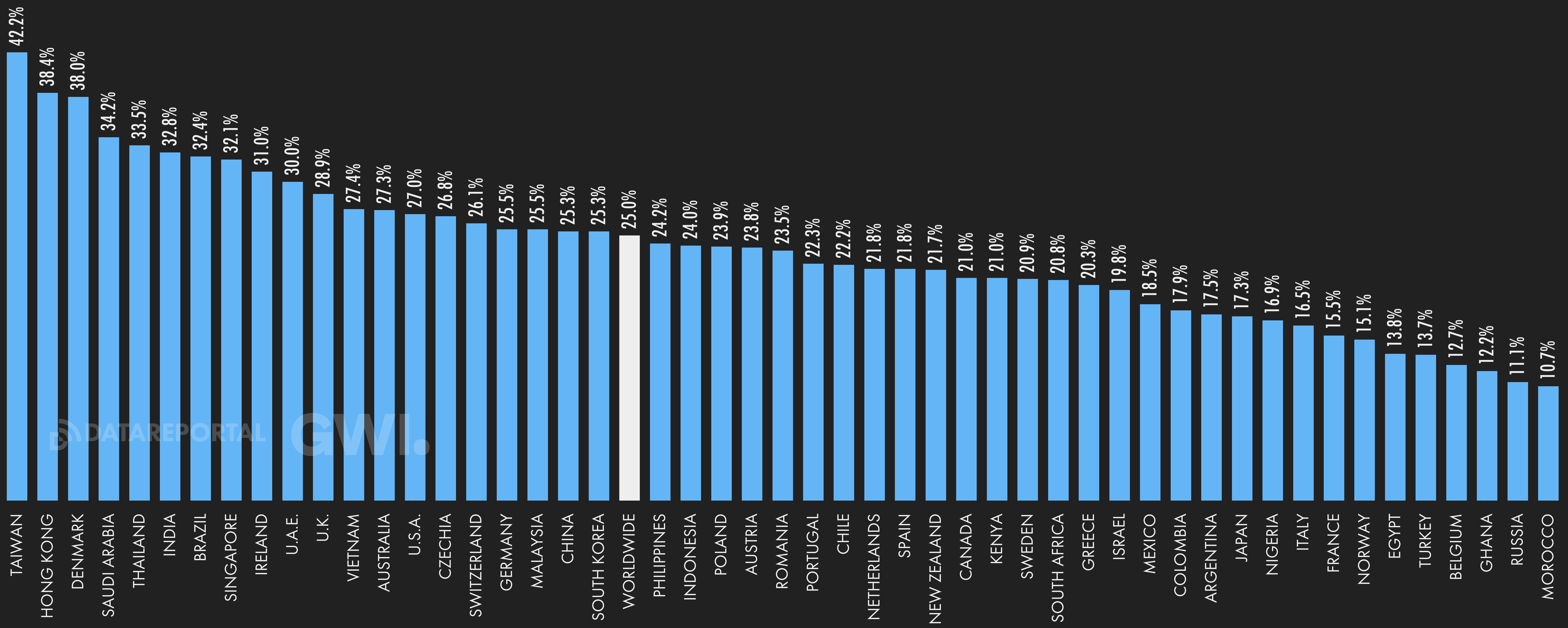
USE OF MOBILE PAYMENT SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE MOBILE PAYMENT SERVICES (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH

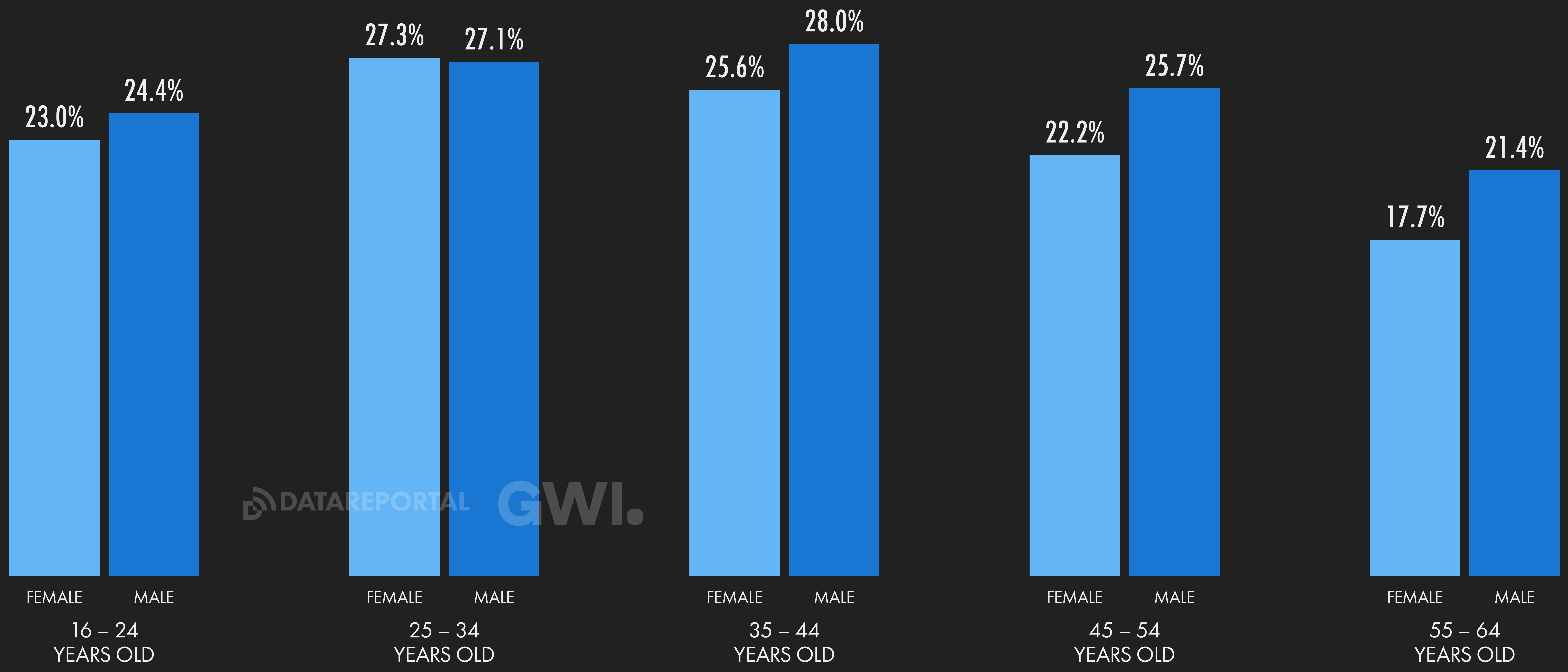
GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

USE OF MOBILE PAYMENT SERVICES

PERCENTAGE OF INTERNET USERS WHO USE MOBILE PAYMENT SERVICES (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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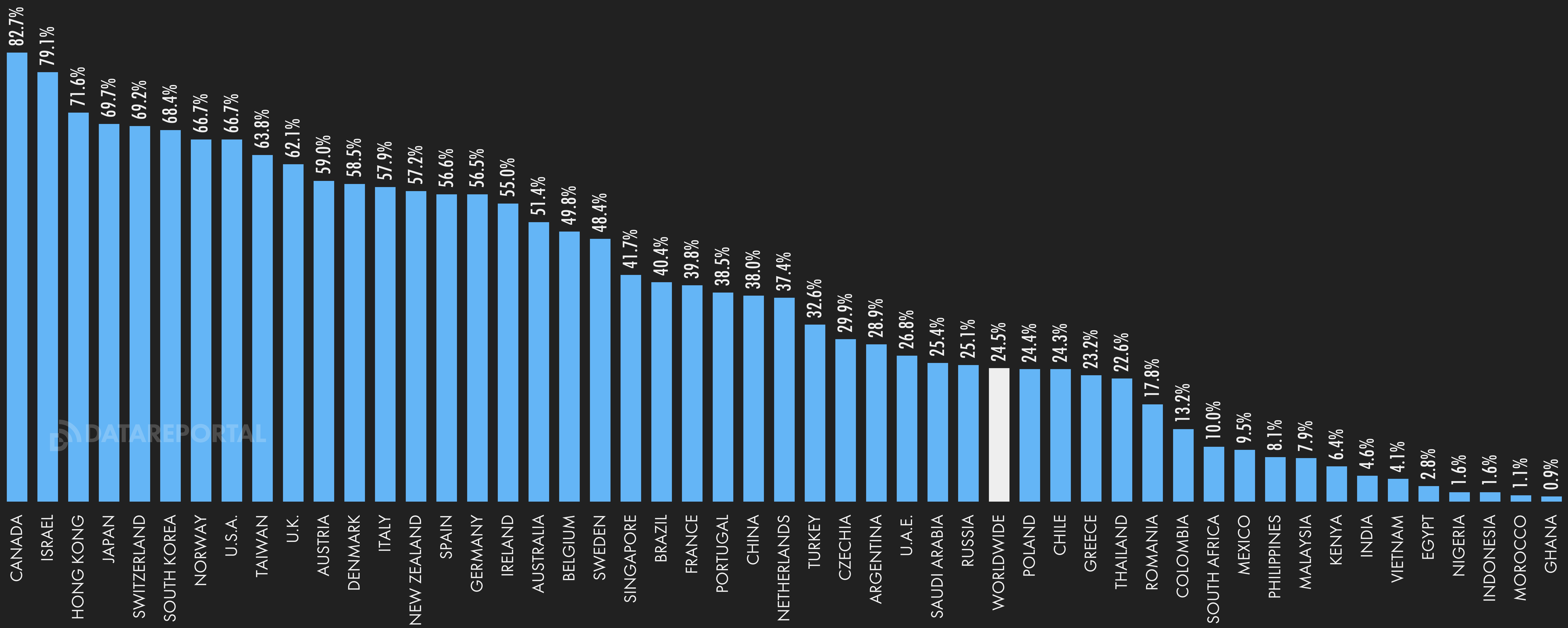
CREDIT CARD ADOPTION

PERCENTAGE OF ADULTS AGED 15+ WHO OWN A CREDIT CARD

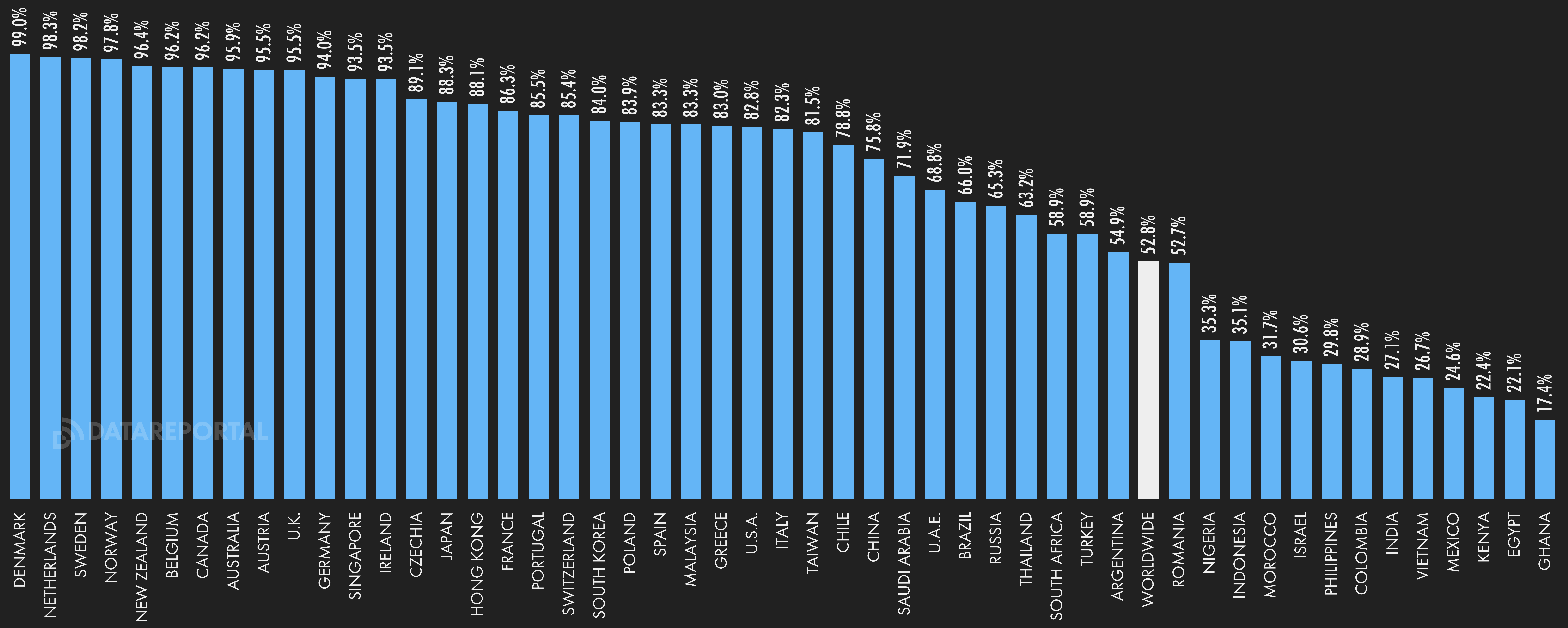
GLOBAL OVERVIEW



SOURCE: WORLD BANK, USING LATEST AVAILABLE DATA.

DEBIT CARD ADOPTION

PERCENTAGE OF ADULTS AGED 15+ WHO OWN A DEBIT CARD



SOURCE: WORLD BANK, USING LATEST AVAILABLE DATA.

DIGITAL MARKETING

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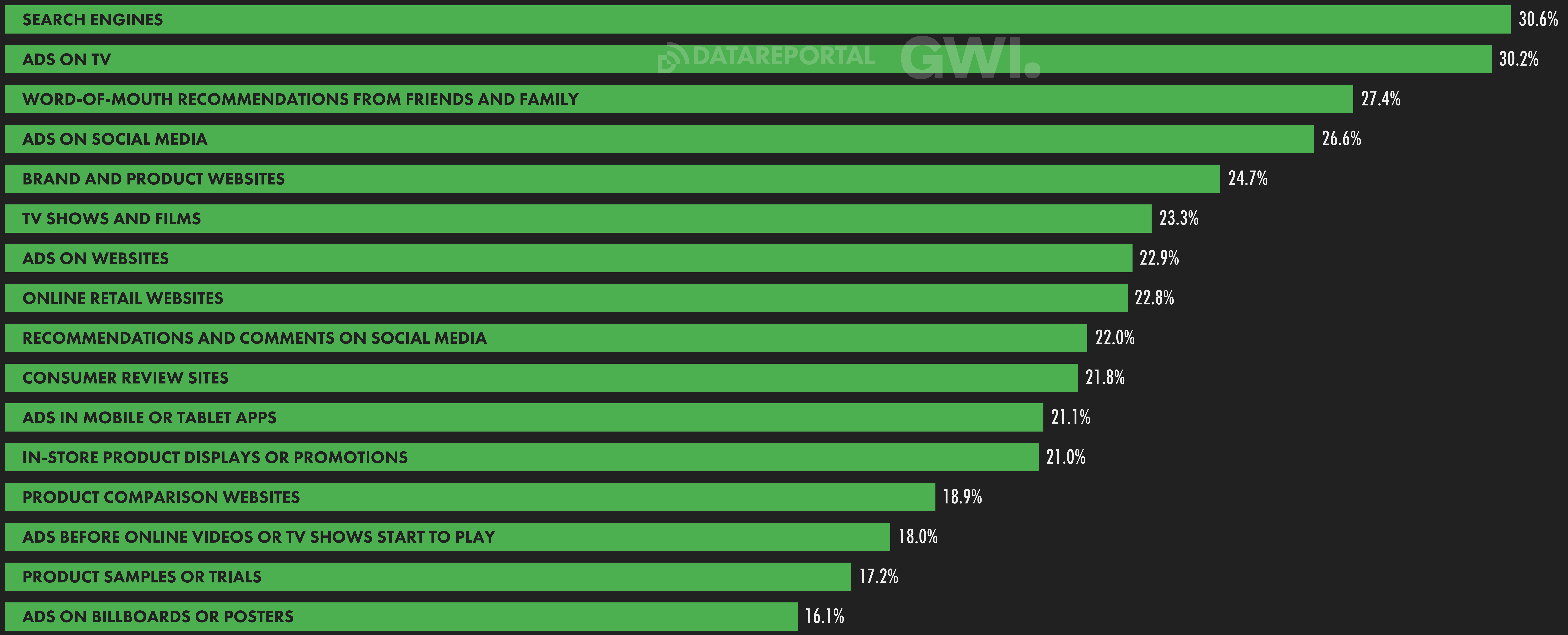
SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM

GLOBAL OVERVIEW

16 TO 24 YEARS OLD		25 TO 34 YEARS OLD		35 TO 44 YEARS OLD		45 TO 54 YEARS OLD		55 TO 64 YEARS OLD	
ADS ON SOCIAL MEDIA	28.4%	SEARCH ENGINES	29.5%	SEARCH ENGINES	31.8%	SEARCH ENGINES	34.3%	ADS ON TV	37.4%
ADS ON TV	26.5%	ADS ON TV	28.4%	ADS ON TV	30.9%	ADS ON TV	33.5%	SEARCH ENGINES	35.2%
SEARCH ENGINES	26.4%	ADS ON SOCIAL MEDIA	28.1%	WORD OF MOUTH	27.4%	WORD OF MOUTH	30.4%	WORD OF MOUTH	33.3%
WORD OF MOUTH	24.4%	WORD OF MOUTH	25.9%	ADS ON SOCIAL MEDIA	27.2%	ADS ON SOCIAL MEDIA	24.7%	IN-STORE PROMOS	24.2%
BRAND WEBSITES	23.4%	BRAND WEBSITES	25.6%	BRAND WEBSITES	26.2%	BRAND WEBSITES	24.2%	ONLINE RETAIL WEBSITES	23.4%
TV SHOWS AND FILMS	23.4%	TV SHOWS AND FILMS	24.0%	ONLINE RETAIL WEBSITES	23.9%	ONLINE RETAIL WEBSITES	23.7%	BRAND WEBSITES	23.2%
ADS ON WEBSITES	23.1%	SOCIAL MEDIA COMMENTS	23.9%	TV SHOWS AND FILMS	23.7%	IN-STORE PROMOS	23.1%	CONSUMER REVIEW SITES	21.9%
SOCIAL MEDIA COMMENTS	22.9%	ADS ON WEBSITES	23.4%	ADS ON WEBSITES	23.6%	ADS ON WEBSITES	22.6%	TV SHOWS AND FILMS	21.8%
ADS IN MOBILE APPS	22.8%	ONLINE RETAIL WEBSITES	22.8%	CONSUMER REVIEW SITES	22.9%	TV SHOWS AND FILMS	22.4%	ADS ON SOCIAL MEDIA	20.5%
ONLINE RETAIL WEBSITES	21.0%	ADS IN MOBILE APPS	22.7%	SOCIAL MEDIA COMMENTS	22.8%	CONSUMER REVIEW SITES	21.8%	ADS ON WEBSITES	20.4%

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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Top 4 Digital Marketing Trends

Our **2023 Marketing Trends** guide provides a glimpse at what the next generation of digital marketing has to offer.

Trend 1

Ditch demographics for communities

With so much consumer data now available for analysis, marketers can take advantage of more sophisticated audience segmentation than grouping people by qualities like location and age. Social media data can reveal how people form "digital tribes" based on their shared attitudes, behaviors, and interests, giving marketers a more useful understanding of audience segments.

We can finally say goodbye to basic demographics and hello to better relationships with our audiences.

Trend 2

Listen further

Your audiences aren't always where you expect them to be. Luckily, marketers now have stronger tools to find and understand them. A wider range of data sources is available to social listening platforms, like Reddit and Sina Weibo. AI has also enabled rich new data sources, including images and audio formats.

All of these new data sources mean that social listening is more powerful and useful than ever before.

Trend 3

Focus your influence

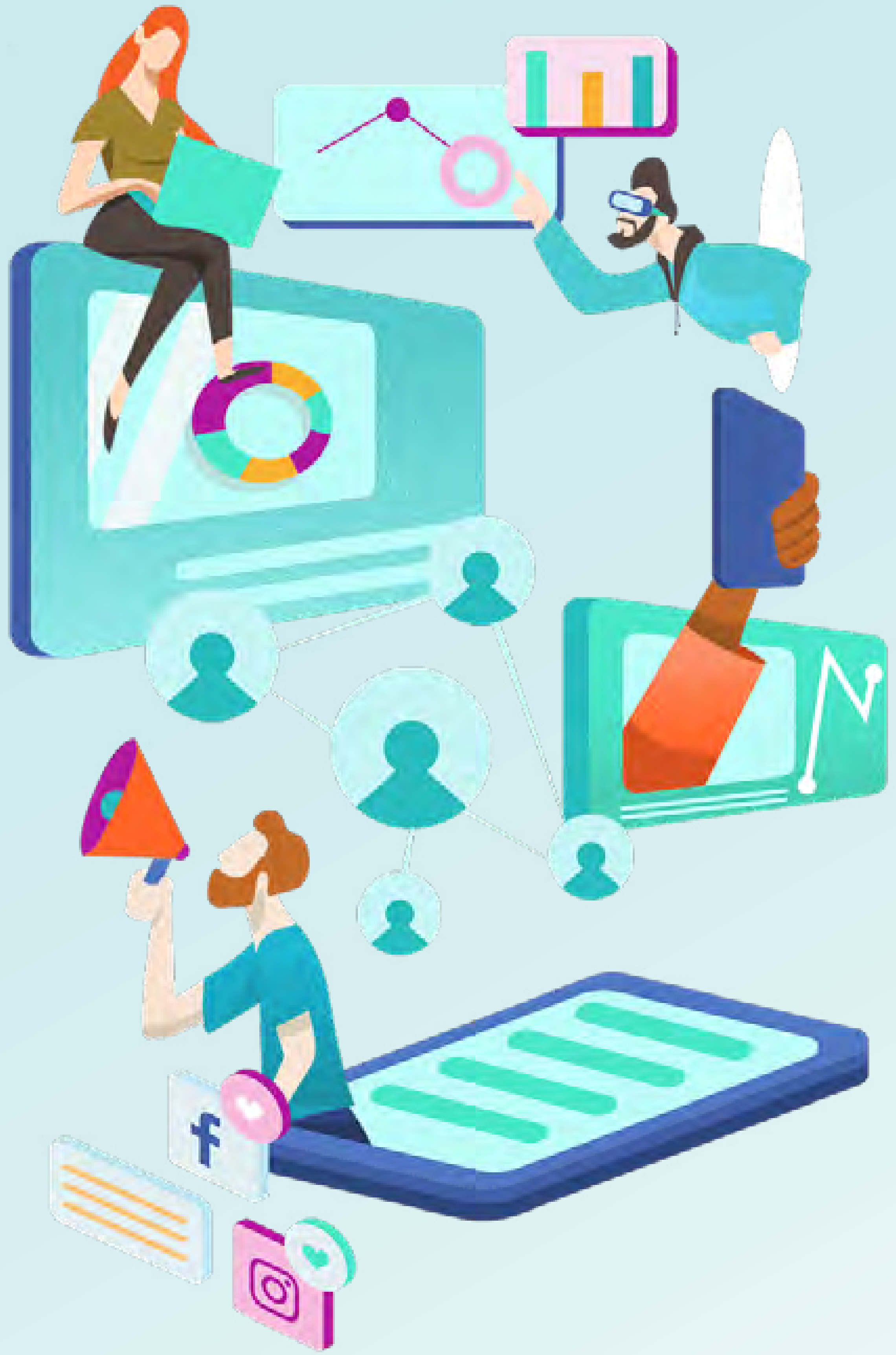
48% of consumers are starting to distrust influencers due to a sort of branded content fatigue, according to Shopify.com. So even if you as a brand have done your due diligence to vet your influencers, an influencer who posts more branded content than organic content could start to be less valuable. This means we could see a big move towards nano influencers or a resurgence of tapping into niche communities for ambassadorship.

Trend 4

Invest in brand value

The death of third-party cookies and the dominance of "infinite scroll" platforms like Instagram and TikTok mean the value of the brand will reach new highs in 2023. Winning attention is one thing, but it's the brands that consumers know, trust, and love that earn engagement.

Across industries, marketers and brands that get the clicks in 2023 will do so via in-depth consumer and audience intelligence that puts them in authentic conversation with their consumers.



Want to make the most of rising marketing trends?
Download our 2023 Marketing Trends guide.

WE ARE SOCIAL INSIGHT_THINK FORWARD 2023

COLLAPSING NARRATIVES

STORYTELLING IS NO LONGER LINEAR NOR FOLLOWING ESTABLISHED STRUCTURES

To survive the modern attention economy, storytelling on social is mutating. Once a formulaic art – beginning, middle, end – stories are no longer progressing through a full narrative arc, nor do they play out start-to-finish in one place. Instead, story arcs are collapsing and starting mid-narrative, or expanding and becoming scattered across platforms.

People no longer want to be passively fed simple, complete narratives by brands. Instead, there's growing satisfaction with brands that require users to puzzle together meaning – through niche or subcultural knowledge, fandom-based familiarity, or nostalgic knowledge of the past.

In the eighth issue of our annual report ***Think Forward***, we unpick the complex and ever-changing web of digital culture and behaviour, and explore the role brands can play in reflecting and shaping it.

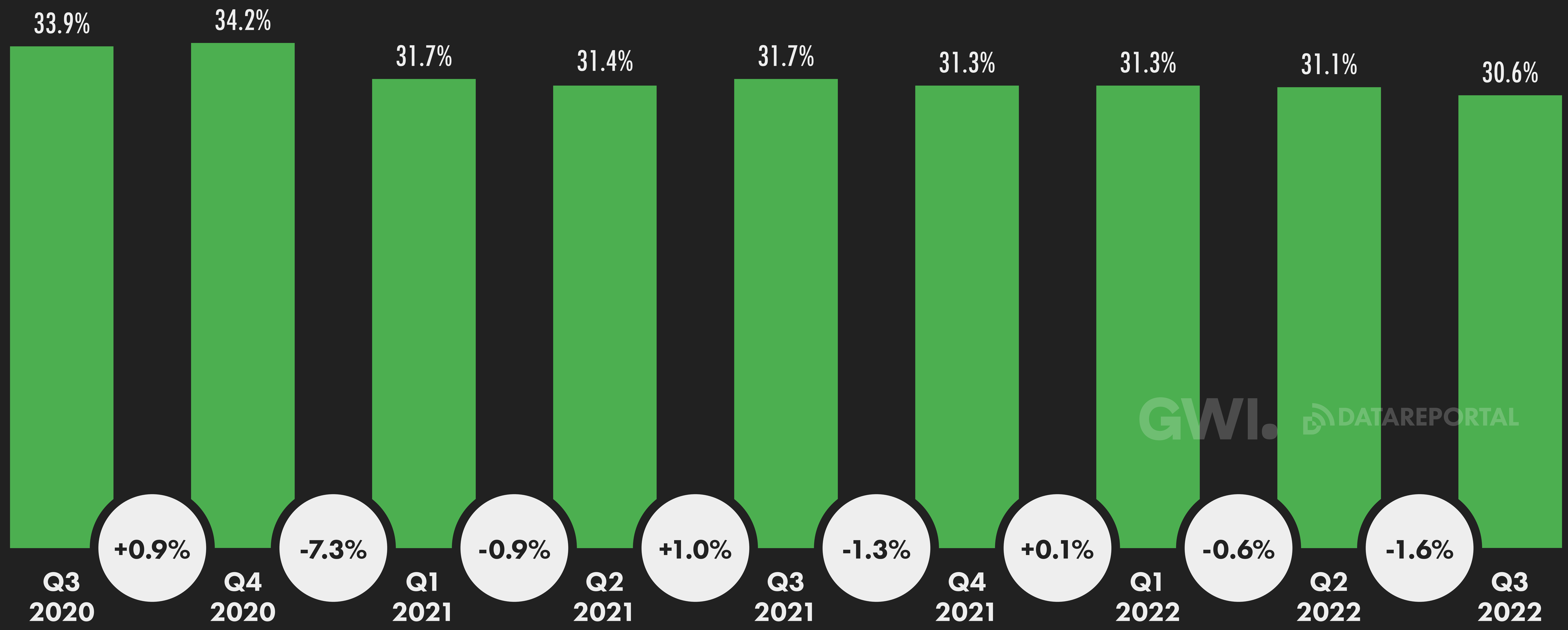
Brands can blend different genres and fandoms for greater effect. When NFL team **Los Angeles Chargers** released their season schedule, they didn't stick within sports culture, instead releasing an anime-themed announcement. The video expertly weaves in narratives from popular anime series and features a tonne of subtle easter eggs for in-the-know NFL fans, allowing them to decode subtle jabs at opposing teams.

Brands can use collapsing narratives to weave together the real and the virtual. In **Pringles**' recent activation, people could 'win a job' as a non-playable character - a 'vending machine filler' - inside Train Sim World 2. Fans were invited to post a selfie explaining why they'd be the ideal candidate. Pringles let people piece together their own narrative for their vending machine character, all while blurring the lines between platforms (on Instagram vs. within Train Sim World 2) as well as realities.

FIND OUT MORE IN THINK FORWARD 2023 >

BRAND DISCOVERY: SEARCH ENGINES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA SEARCH ENGINES



SOURCE: GWI (Q3 2020 TO Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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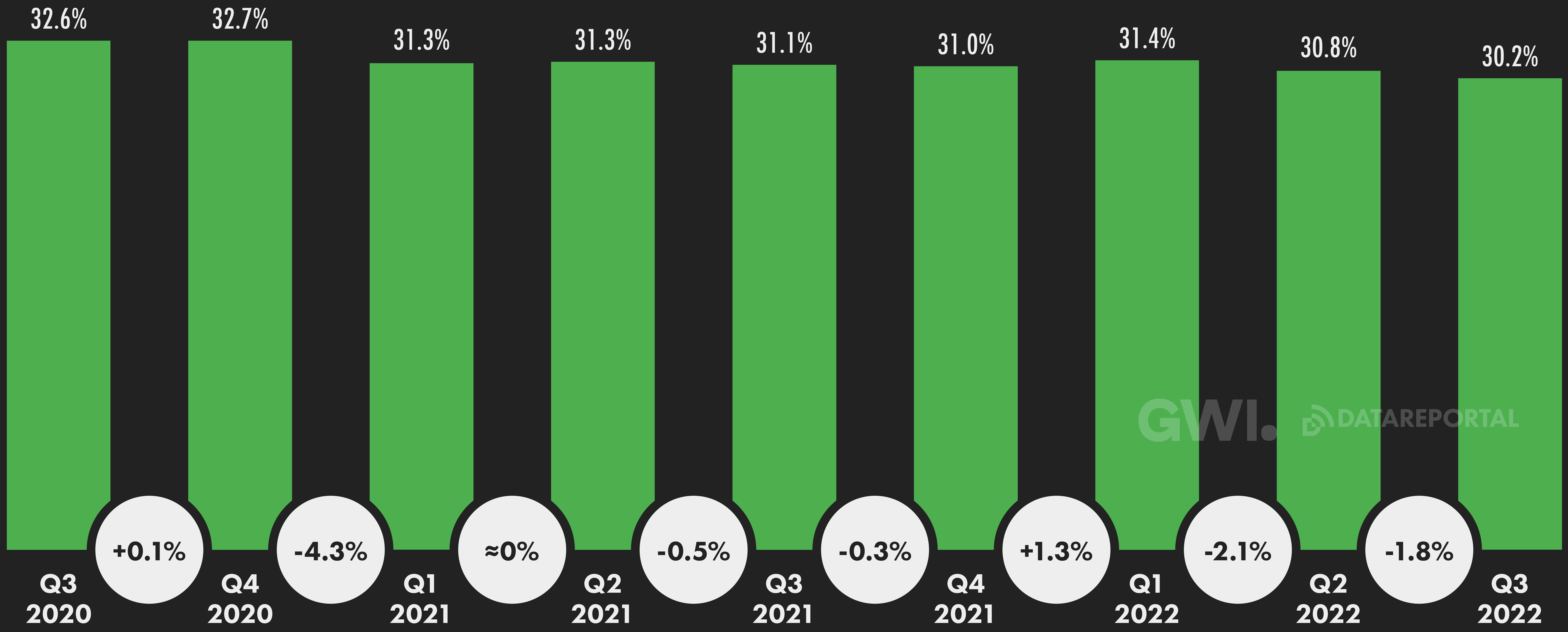
BRAND DISCOVERY: ADS ON TV

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA ADS ON TV

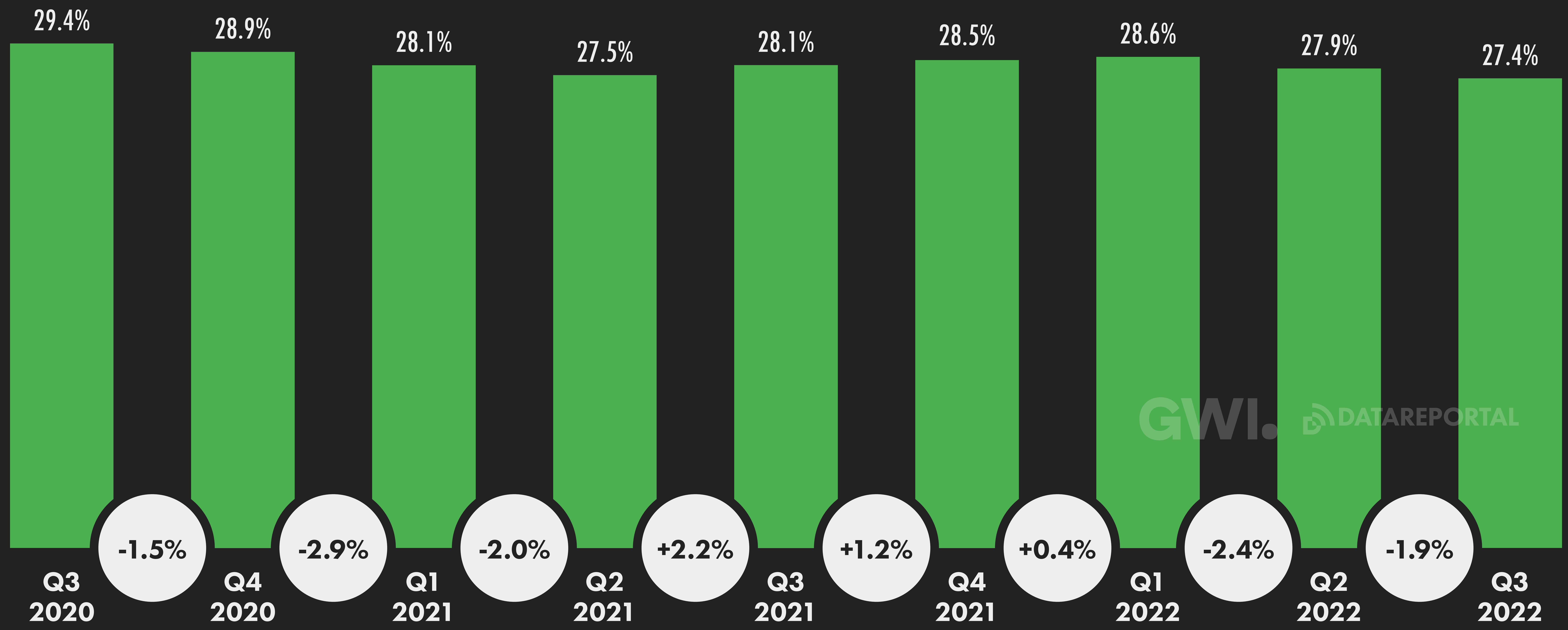
GLOBAL OVERVIEW



SOURCE: GWI (Q3 2020 TO Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

BRAND DISCOVERY: WORD OF MOUTH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA WORD-OF-MOUTH



SOURCE: GWI (Q3 2020 TO Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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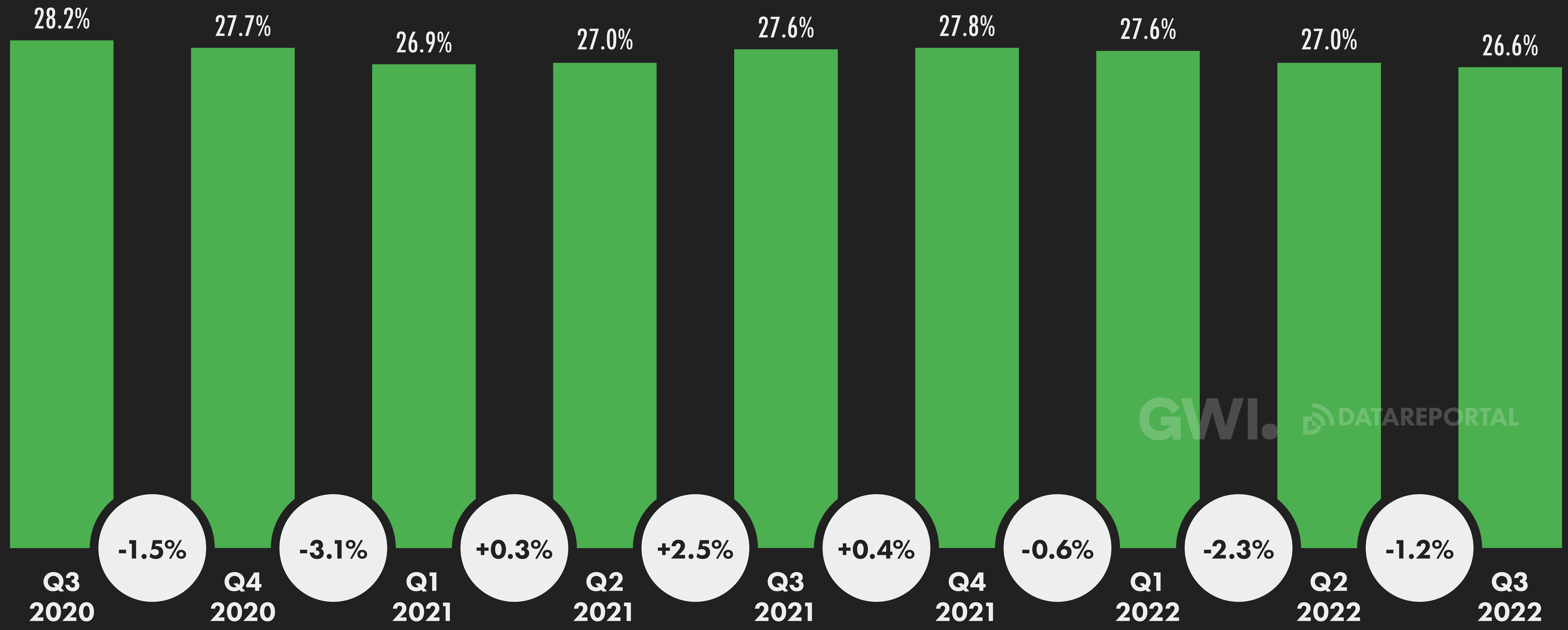
BRAND DISCOVERY: ADS ON SOCIAL MEDIA

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA ADS ON SOCIAL MEDIA

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2020 TO Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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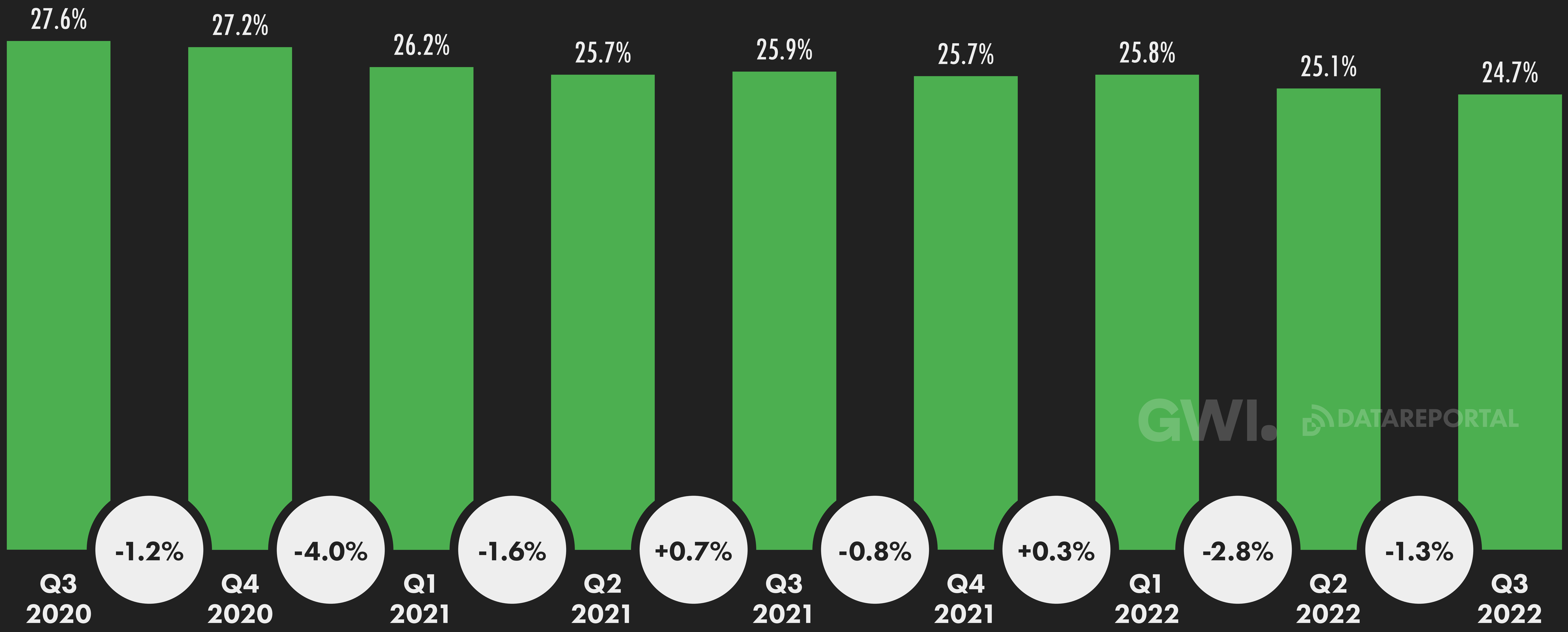
BRAND DISCOVERY: BRAND WEBSITES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA BRAND AND PRODUCT WEBSITES

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2020 TO Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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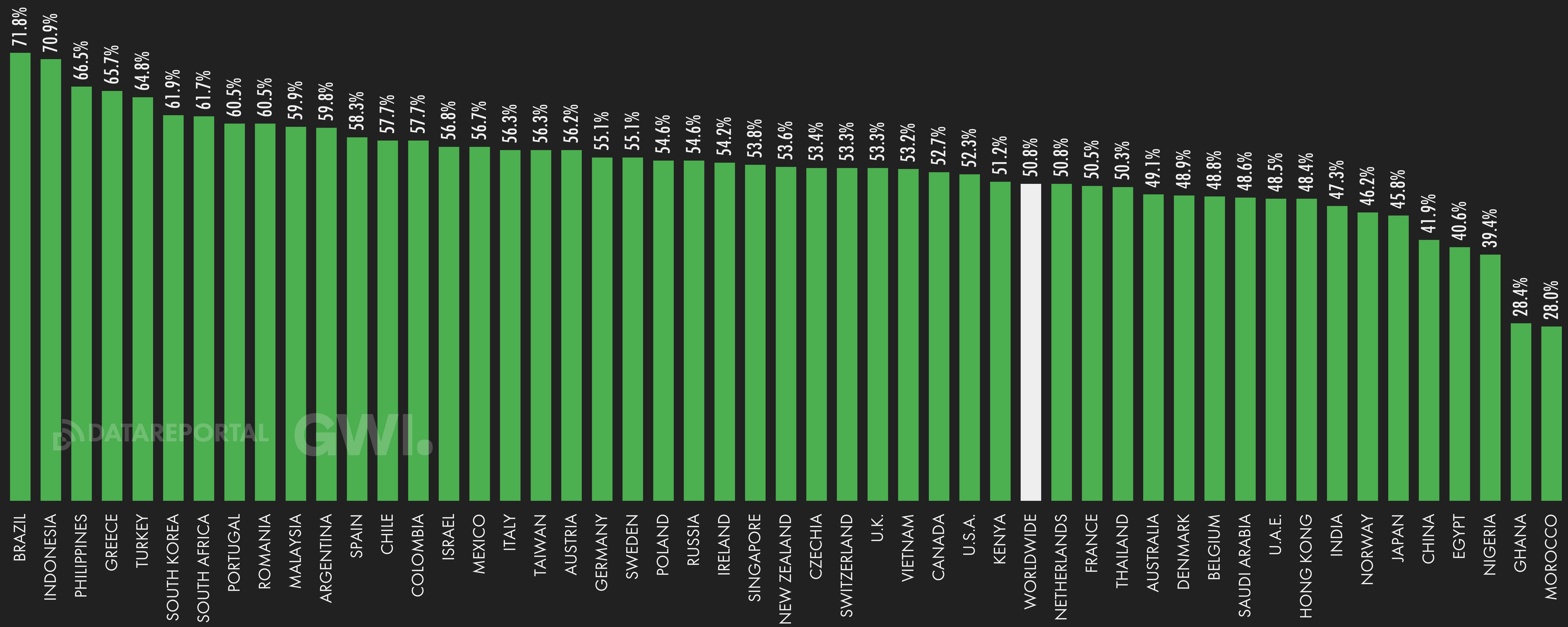
ONLINE BRAND RESEARCH

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

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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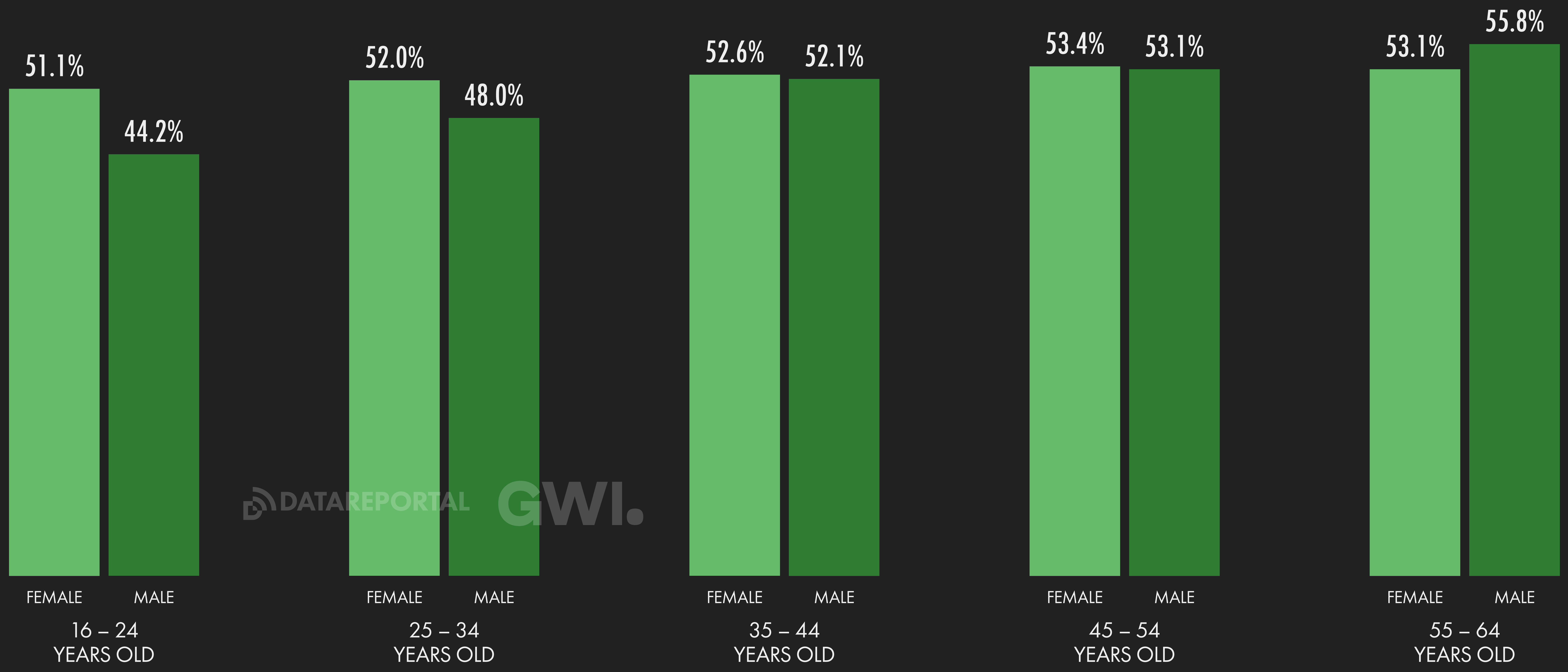
ONLINE BRAND RESEARCH

JAN 2023

PERCENTAGE OF INTERNET USERS WHO RESEARCH BRANDS, PRODUCTS, AND SERVICES ONLINE BEFORE MAKING A PURCHASE

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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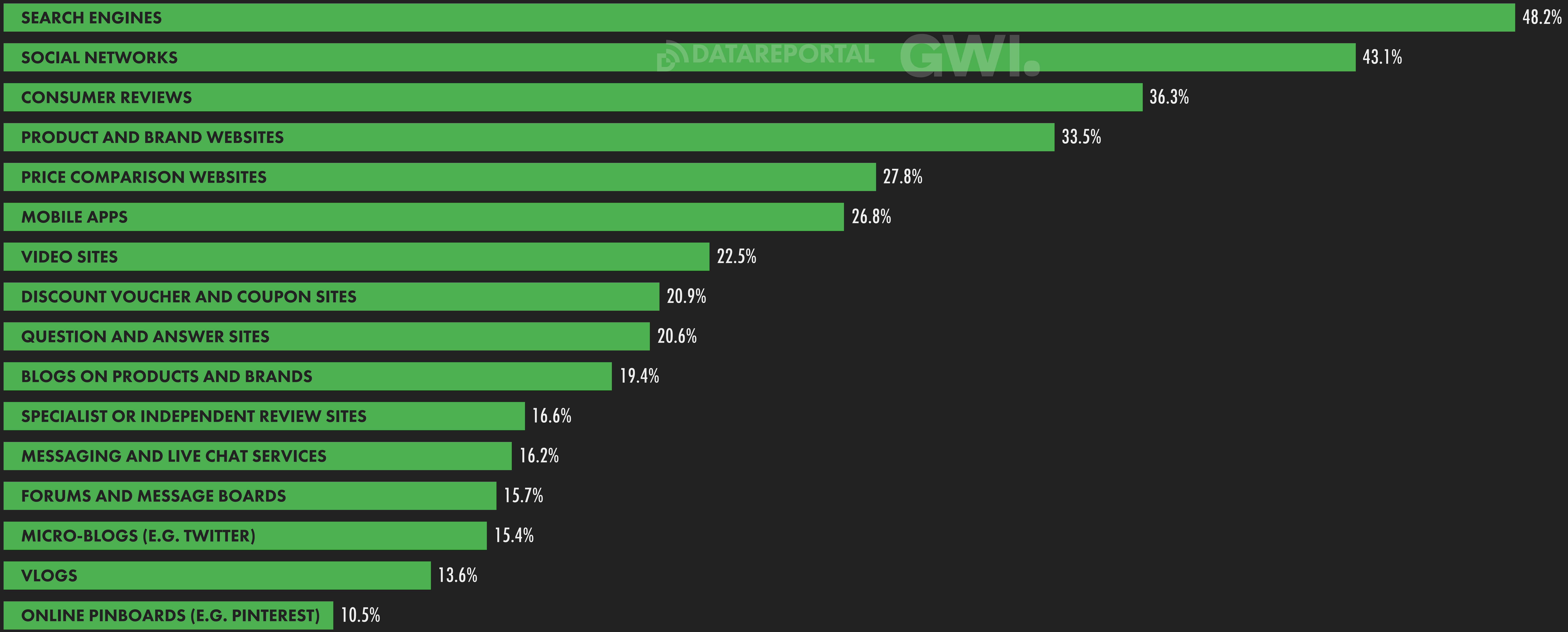
MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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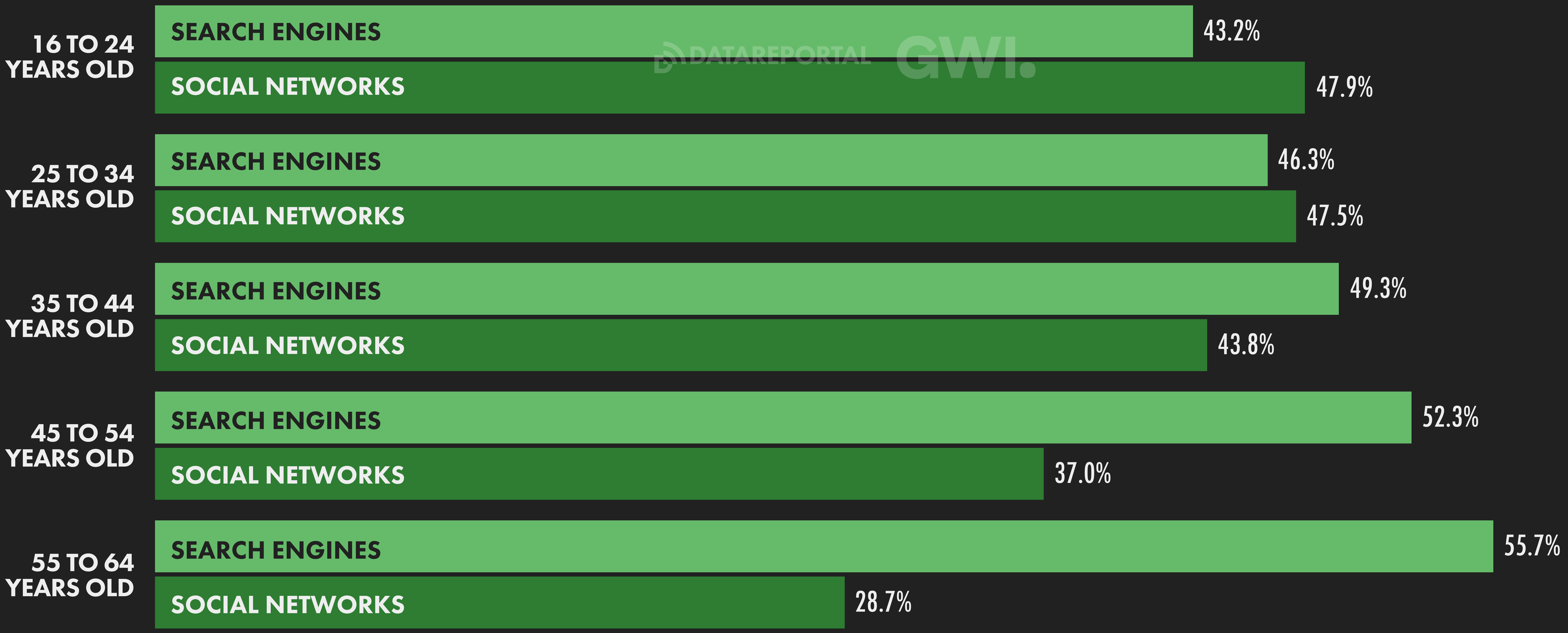
TOP CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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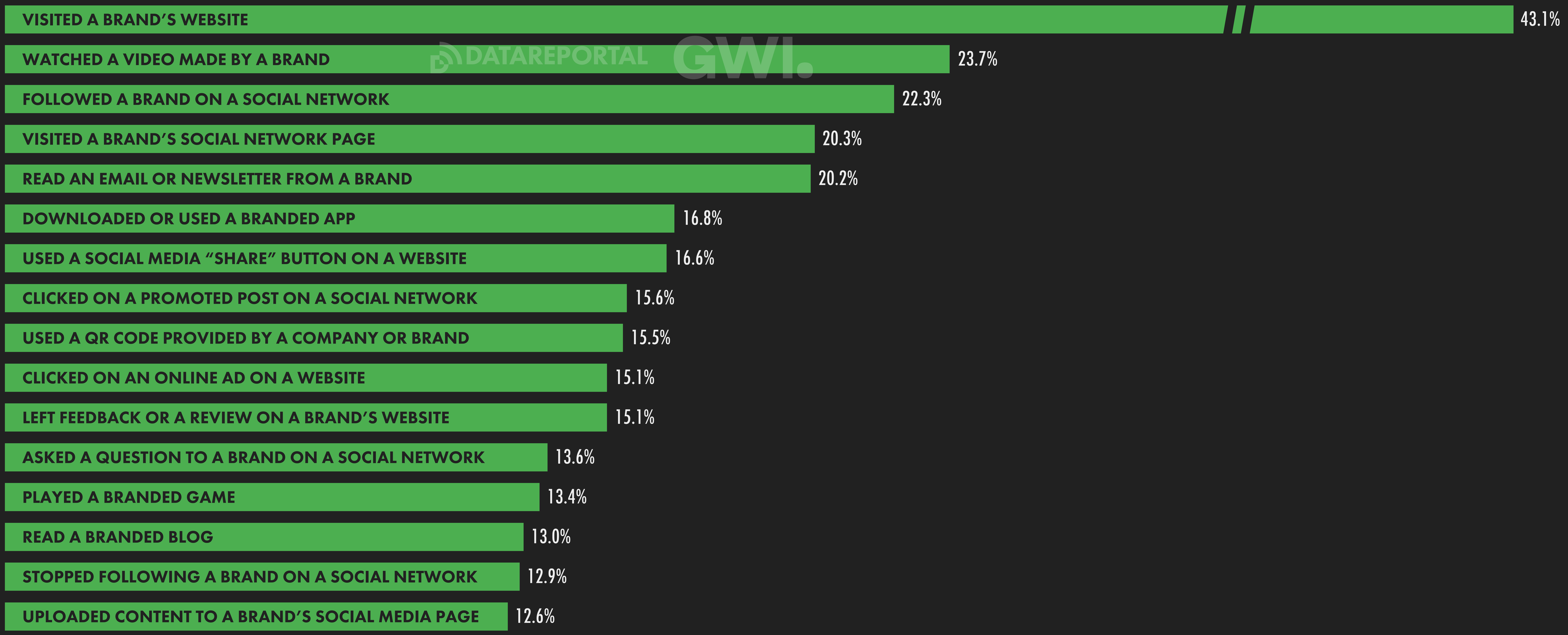
ONLINE BRAND INTERACTIONS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH ACTION EACH MONTH

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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ADVERTISING SPEND: TOTAL vs. DIGITAL

TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2022)

GLOBAL OVERVIEW

TOTAL AD SPEND (INCLUDING ONLINE AND OFFLINE CHANNELS)	YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)	DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)	YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND	DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND
$910.1 BILLION	+10.1% +$84 BILLION	$667.3 BILLION	+15.2% +$88 BILLION	73.3% +4.6% (+322 BPS)

statista
statista
KEPIOS

SOURCE: STATISTA MARKET OUTLOOKS. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE AND DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. **ADVISORY:** THE DEFINITION OF "DIGITAL ADVERTISING" USED ON THIS CHART INCLUDES A BROADER VARIETY OF CHANNELS AND ACTIVITIES THAN THE DEFINITION USED ON SOME OTHER CHARTS IN THIS REPORT, SO VALUES MAY NOT CORRELATE ACROSS CHARTS.

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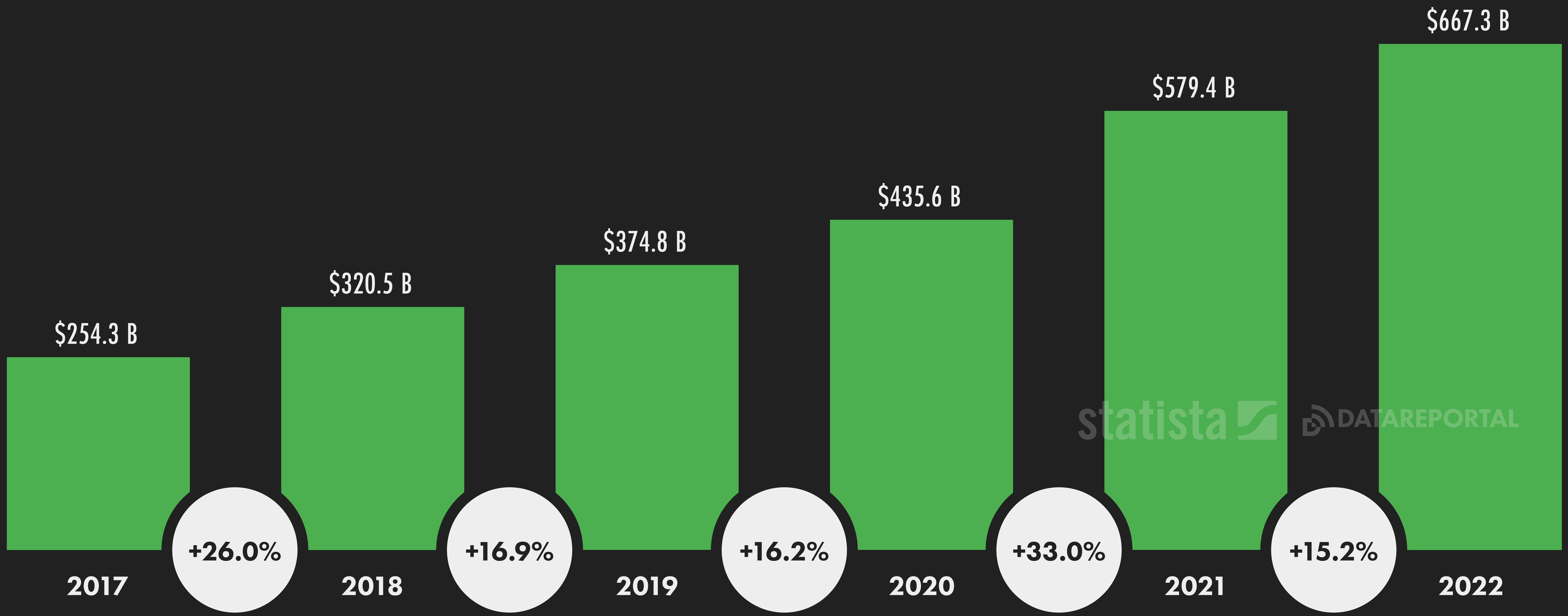
DIGITAL ADVERTISING SPEND

DIGITAL ADVERTISING REVENUES OVER TIME (IN BILLIONS OF U.S. DOLLARS)

GLOBAL OVERVIEW



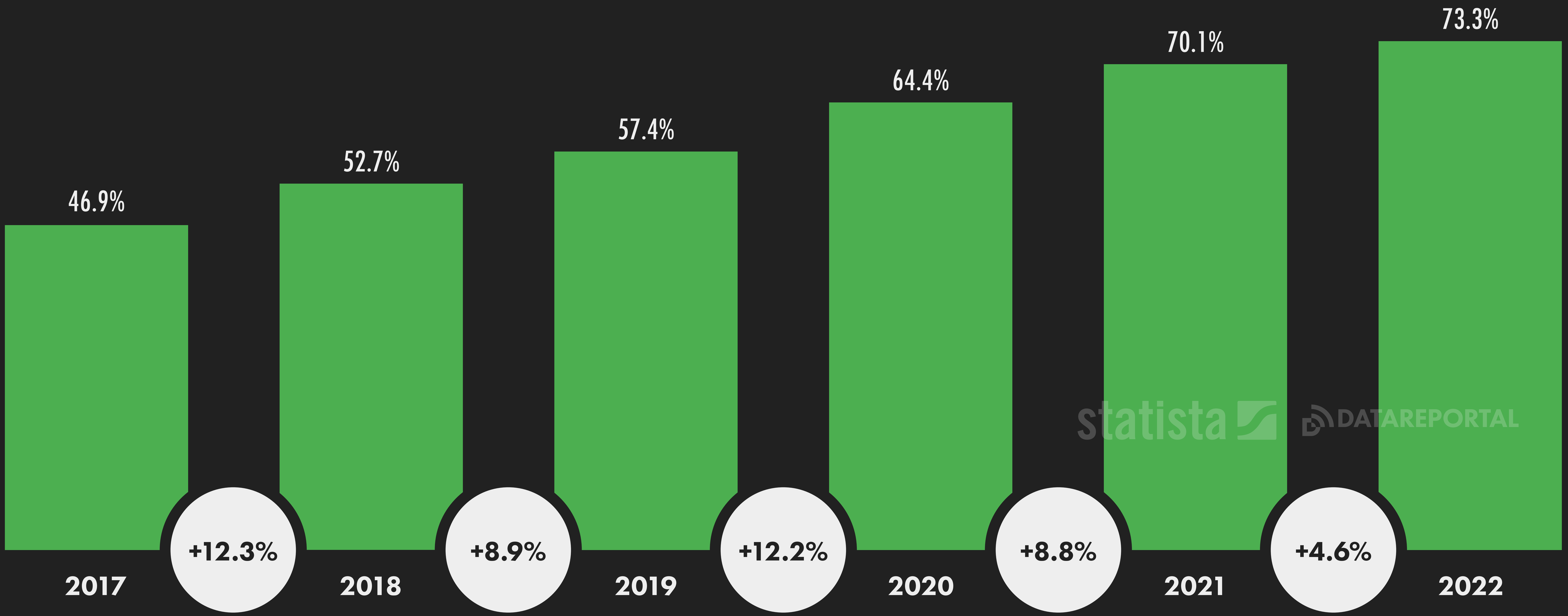
SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REFLECT ESTIMATES FOR FULL-YEAR SPEND. DOES NOT INCLUDE REVENUES ASSOCIATED WITH EMAIL MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

DIGITAL'S SHARE OF TOTAL ADVERTISING SPEND

DIGITAL ADVERTISING REVENUES COMPARED WITH TOTAL ADVERTISING REVENUES ACROSS ALL MEDIA AND CHANNELS

GLOBAL OVERVIEW



SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REFLECT ESTIMATES FOR FULL-YEAR SPEND. DOES NOT INCLUDE REVENUES ASSOCIATED WITH EMAIL MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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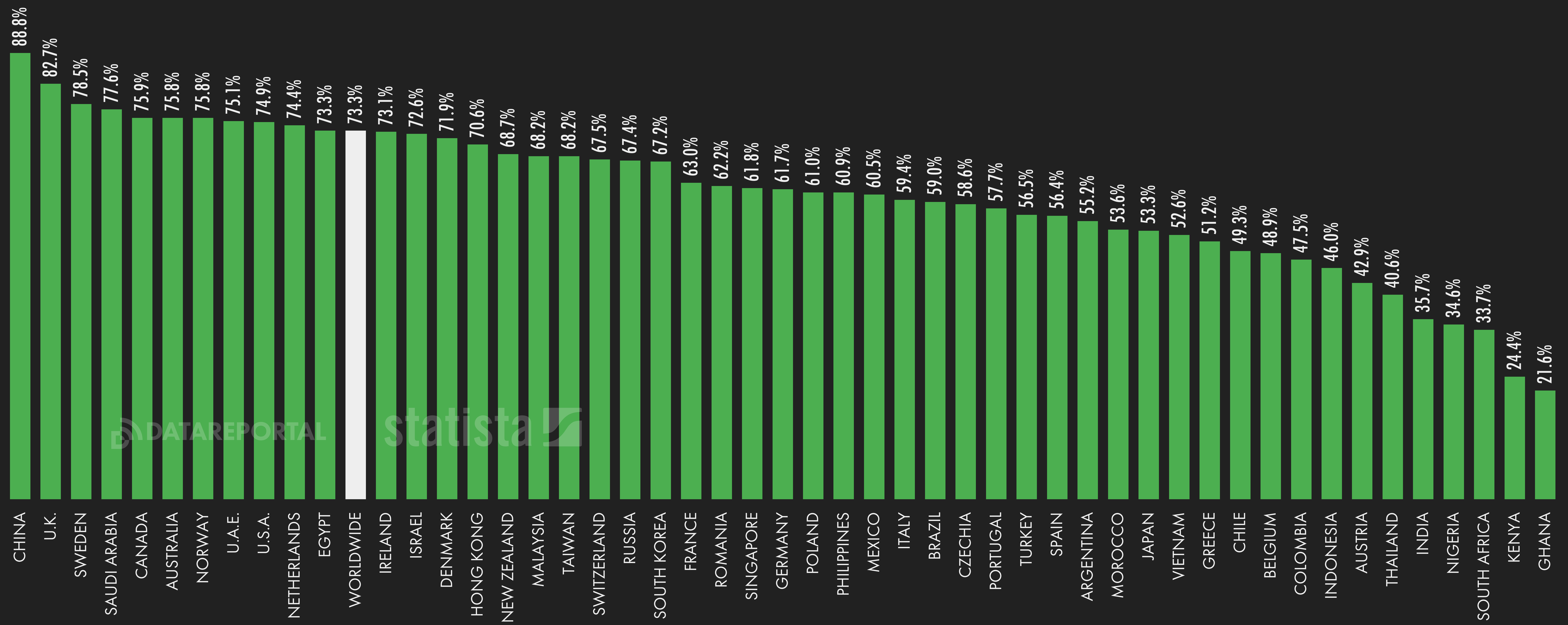
DIGITAL'S SHARE OF TOTAL ADVERTISING SPEND

DIGITAL ADVERTISING REVENUES COMPARED WITH TOTAL ADVERTISING REVENUES

GLOBAL OVERVIEW

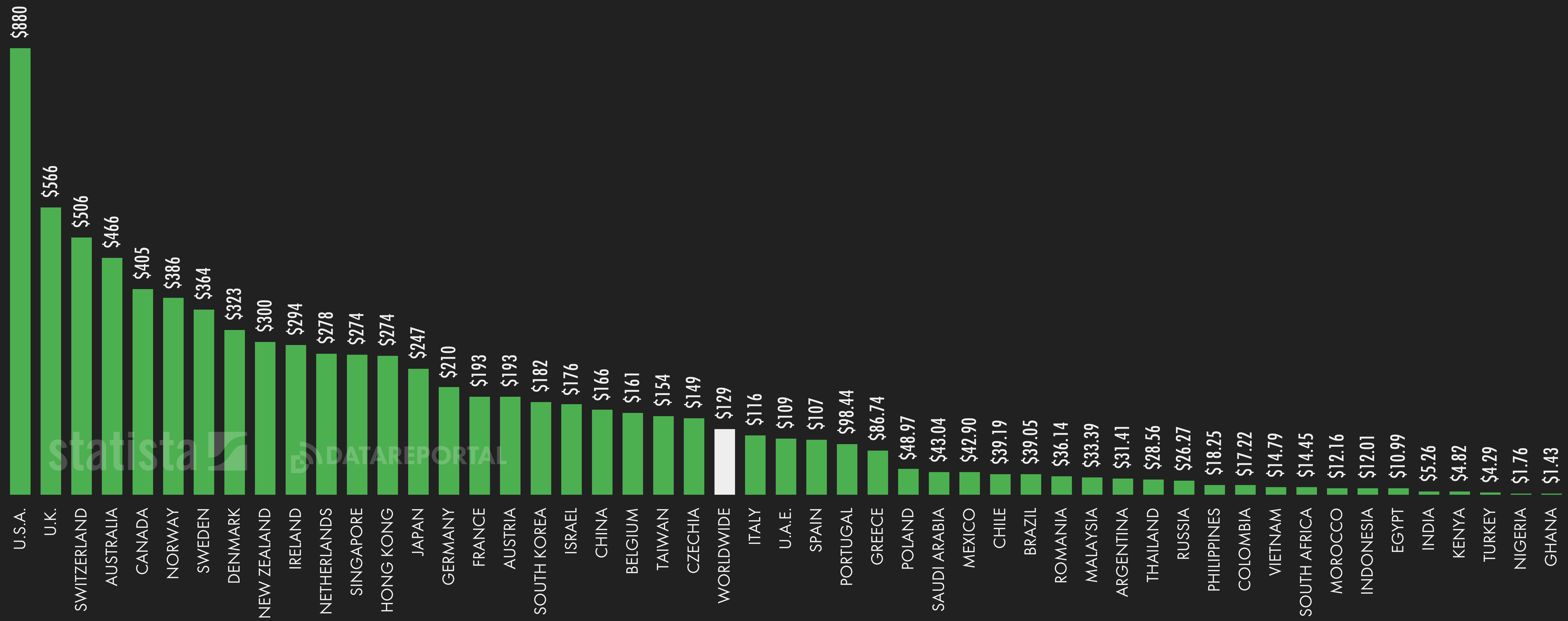


SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022. DIGITAL AD SPEND DOES NOT INCLUDE REVENUES ASSOCIATED WITH EMAIL MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

DIGITAL AD SPEND PER INTERNET USER

TOTAL ANNUAL SPEND ON DIGITAL ADS IN 2022 COMPARED WITH THE TOTAL NUMBER OF INTERNET USERS (U.S. DOLLARS)



SOURCE: KEPIOS ANALYSIS; STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022. VALUES ARE IN U.S. DOLLARS. DOES NOT INCLUDE REVENUES ASSOCIATED WITH EMAIL MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. FIGURES SHOWN HERE USE DIFFERENT BASES COMPARED WITH A SIMILAR METRIC PUBLISHED IN STATISTA'S DIGITAL MARKET OUTLOOK, SO FIGURES WILL NOT MATCH.

DIGITAL ADVERTISING SPEND

ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL-YEAR 2022)

TOTAL ANNUAL SPEND ON DIGITAL ADS (ALL TYPES)	ANNUAL SPEND ON ONLINE SEARCH ADS	ANNUAL SPEND ON DIGITAL VIDEO ADS	ANNUAL SPEND ON DIGITAL BANNER ADS	ANNUAL SPEND ON ONLINE INFLUENCER ACTIVITIES
$667.3 BILLION	$260.0 BILLION	$180.4 BILLION	$155.0 BILLION	$27.51 BILLION
Y-O-Y CHANGE IN SPEND +15.2% (+$88 BILLION)	Y-O-Y CHANGE IN SPEND +15.4% (+$35 BILLION)	Y-O-Y CHANGE IN SPEND +20.1% (+$30 BILLION)	Y-O-Y CHANGE IN SPEND +9.7% (+$14 BILLION)	Y-O-Y CHANGE IN SPEND +20.4% (+$4.7 BILLION)

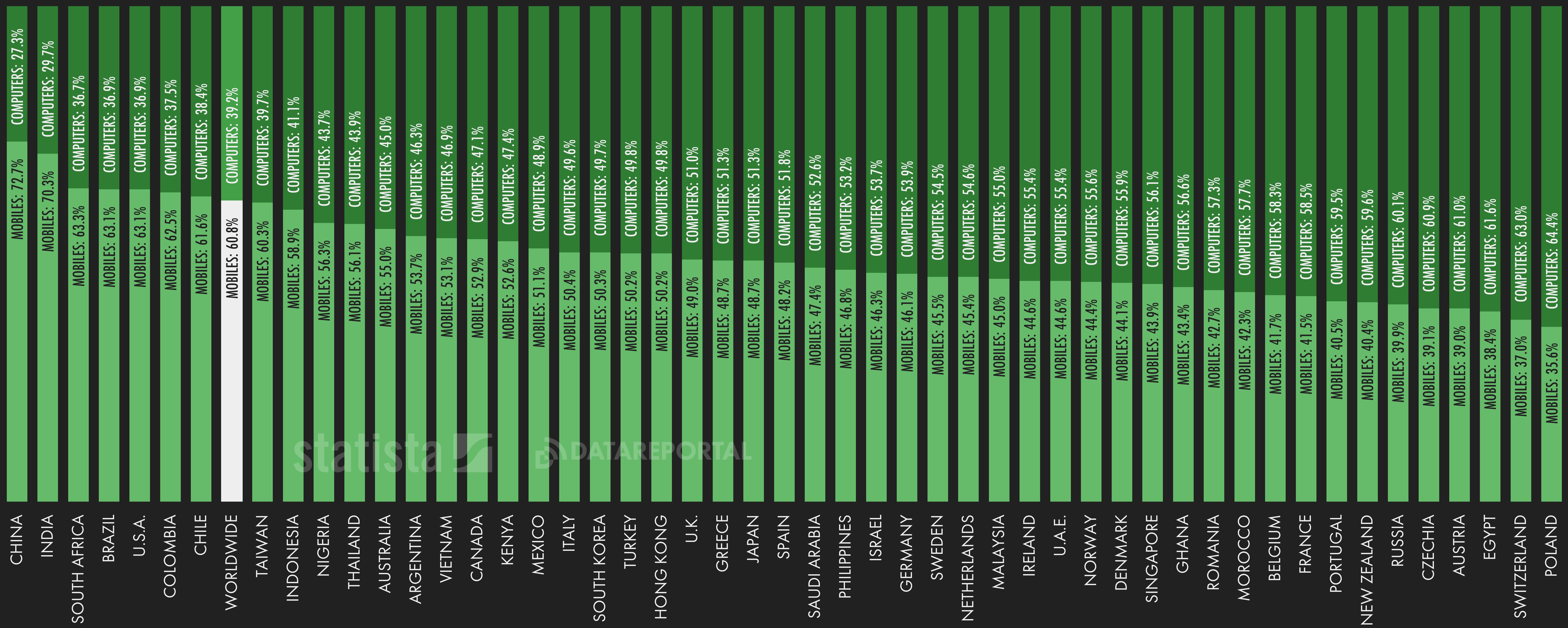
ANNUAL SPEND ON ONLINE CLASSIFIEDS	ANNUAL SPEND ON DIGITAL AUDIO ADS	SHARE OF TOTAL DIGITAL AD SPEND: MOBILE DEVICES*	SHARE OF TOTAL DIGITAL AD SPEND: SOCIAL MEDIA	SHARE OF TOTAL DIGITAL AD SPEND: PROGRAMMATIC
$20.52 BILLION	$7.65 BILLION	60.8% $406.0 BILLION	33.9% $226.0 BILLION	81.8% $545.6 BILLION
Y-O-Y CHANGE IN SPEND +1.5% (+$310 MILLION)	Y-O-Y CHANGE IN SPEND +20.5% (+$1.3 BILLION)	Y-O-Y CHANGE IN SPEND +20.5% (+$69 BILLION)	Y-O-Y CHANGE IN SPEND +23.2% (+$43 BILLION)	Y-O-Y CHANGE IN SPEND +17.7% (+$82 BILLION)

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2022 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. "Y-O-Y CHANGE IN SPEND" FIGURES REPRESENT THE YEAR-ON-YEAR CHANGE IN ANNUAL AD SPEND. PERCENTAGES MAY NOT CORRELATE WITH ABSOLUTE FIGURES DUE TO ROUNDING IN THE SOURCE DATA. ***ADVISORY:** REVENUE FIGURE FOR DIGITAL AD SPEND ATTRIBUTABLE TO MOBILE DEVICES IS BASED ON MOBILE'S SHARE OF SPEND ACROSS A SUBSET OF DIGITAL ADVERTISING ACTIVITIES, AS REPORTED IN STATISTA'S DIGITAL MARKET OUTLOOK. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

SHARE OF DIGITAL ADVERTISING BY USER DEVICE

EACH DEVICE'S SHARE OF TOTAL DIGITAL ADVERTISING REVENUES



SOURCE: STATISTA DIGITAL MARKETING OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REFLECT ESTIMATES FOR FULL-YEAR SPEND IN 2022. DOES NOT INCLUDE ADVERTISING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. VALUES ARE BASED ON A SMALLER SUBSET OF DIGITAL ADVERTISING ACTIVITIES COMPARED WITH OTHER CHARTS IN THIS REPORT.

PROGRAMMATIC ADVERTISING OVERVIEW

SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN PROGRAMMATIC ADVERTISING SPEND (USD)	PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	YEAR-ON-YEAR CHANGE IN PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
$545.6 BILLION	+17.7% +$82 BILLION	81.8%	+2.2% +174 BPS

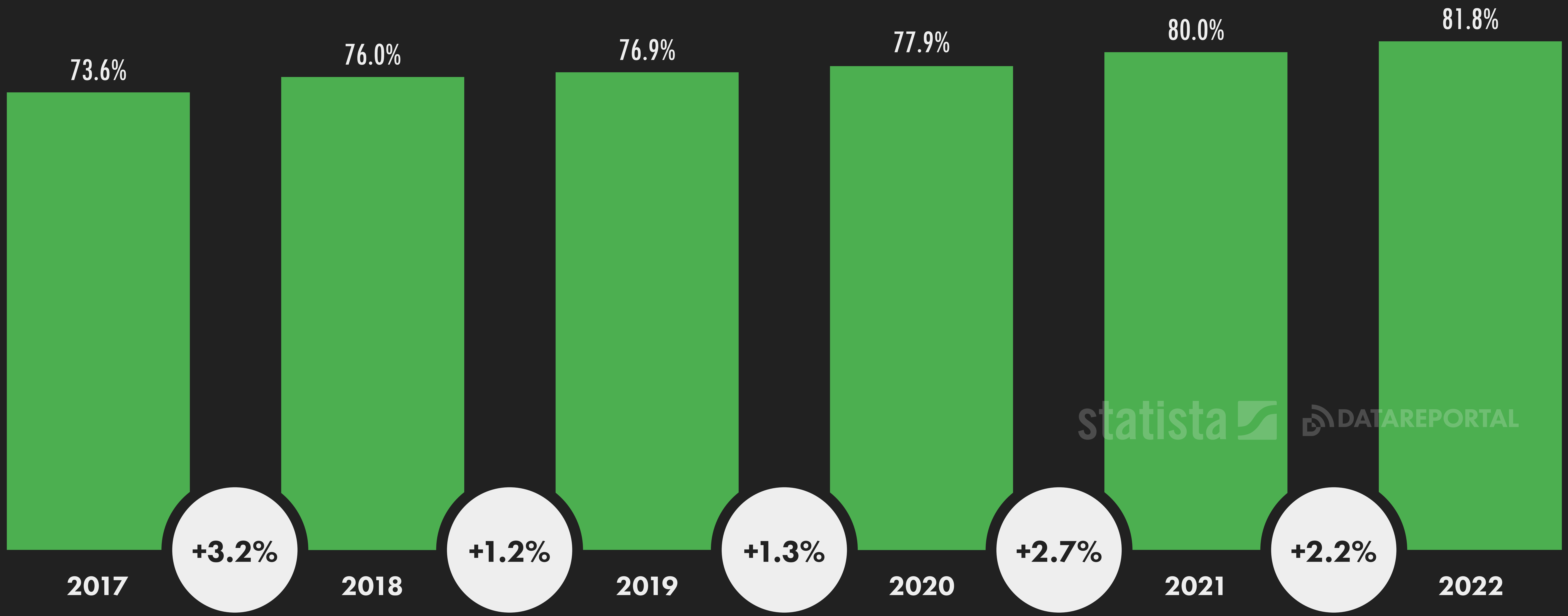
SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

SHARE OF DIGITAL ADVERTISING: PROGRAMMATIC

PROGRAMMATIC ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES

GLOBAL OVERVIEW



SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REFLECT ESTIMATES FOR FULL-YEAR SPEND. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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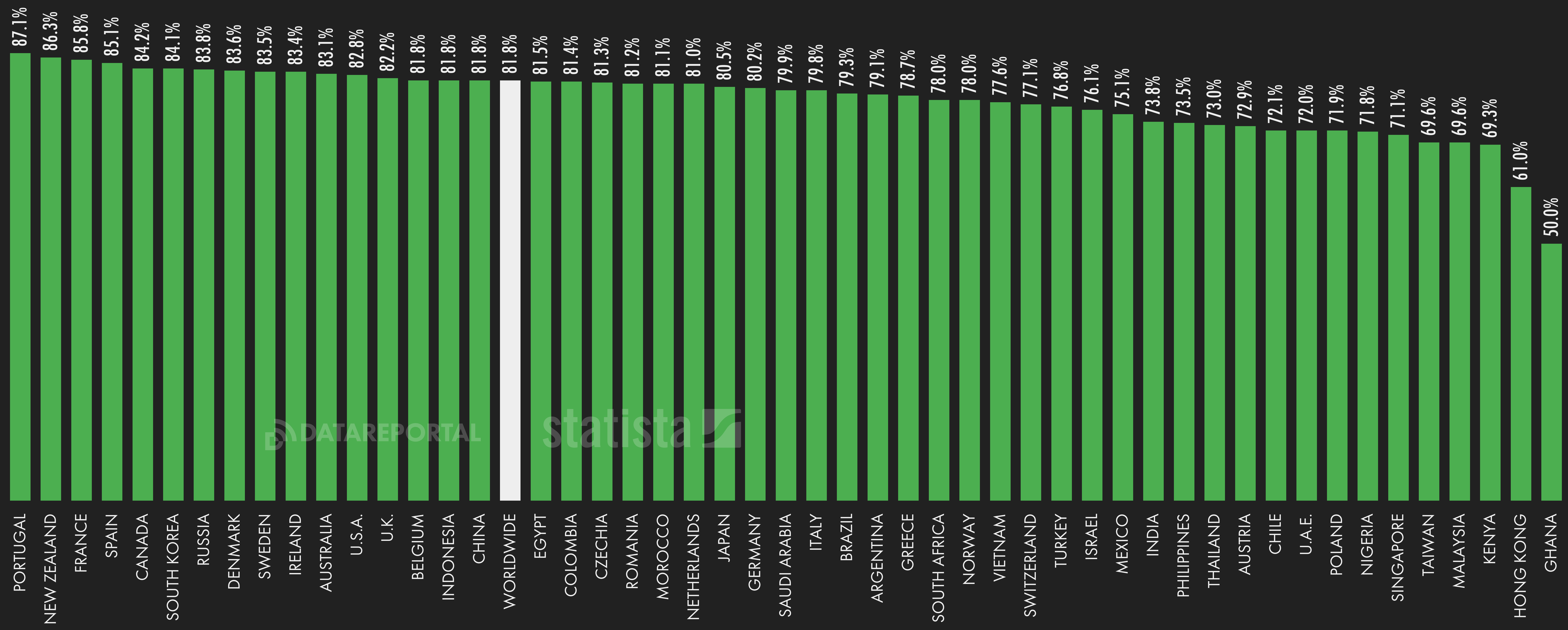
PROGRAMMATIC ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES

GLOBAL OVERVIEW



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SEARCH ADVERTISING OVERVIEW

SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

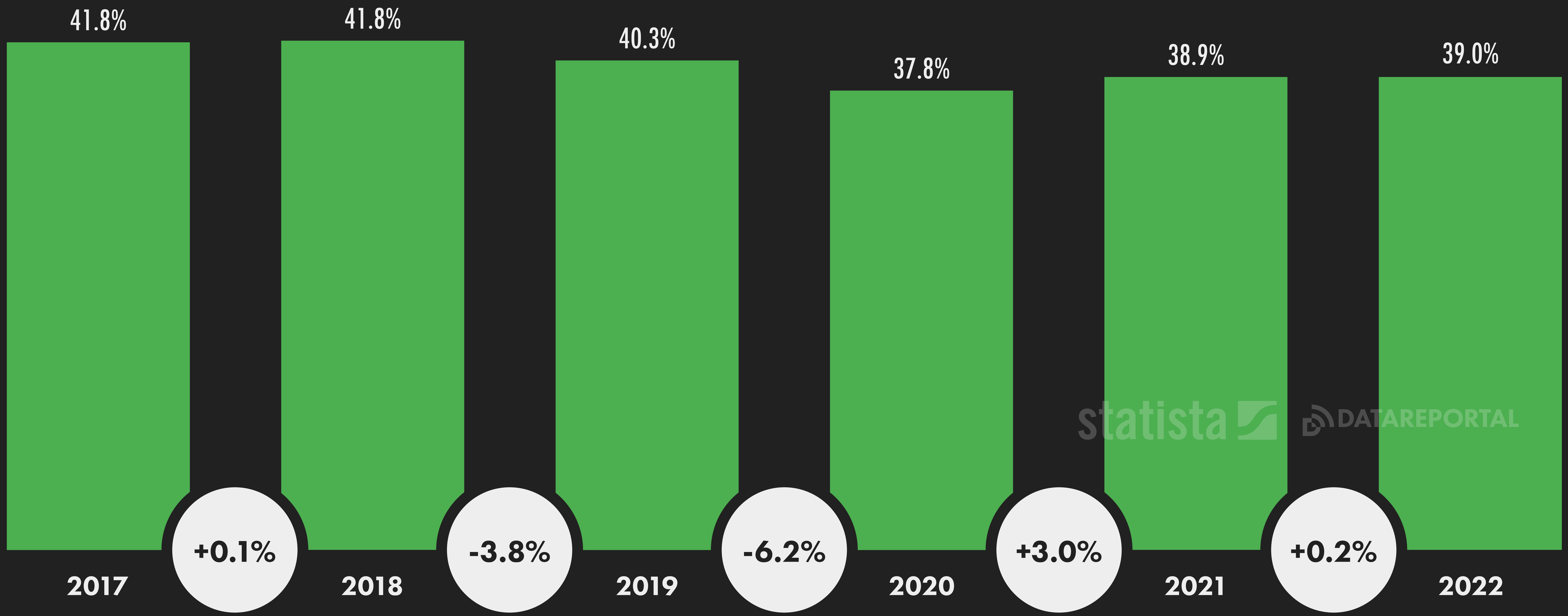
GLOBAL OVERVIEW

ANNUAL SPEND ON ONLINE SEARCH ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN ONLINE SEARCH ADVERTISING SPEND	ONLINE SEARCH'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	YEAR-ON-YEAR CHANGE IN ONLINE SEARCH'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
$260.0 BILLION	+15.4% +$35 BILLION	39.0%	+0.2% +8 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

SHARE OF DIGITAL ADVERTISING: SEARCH

ONLINE SEARCH ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES



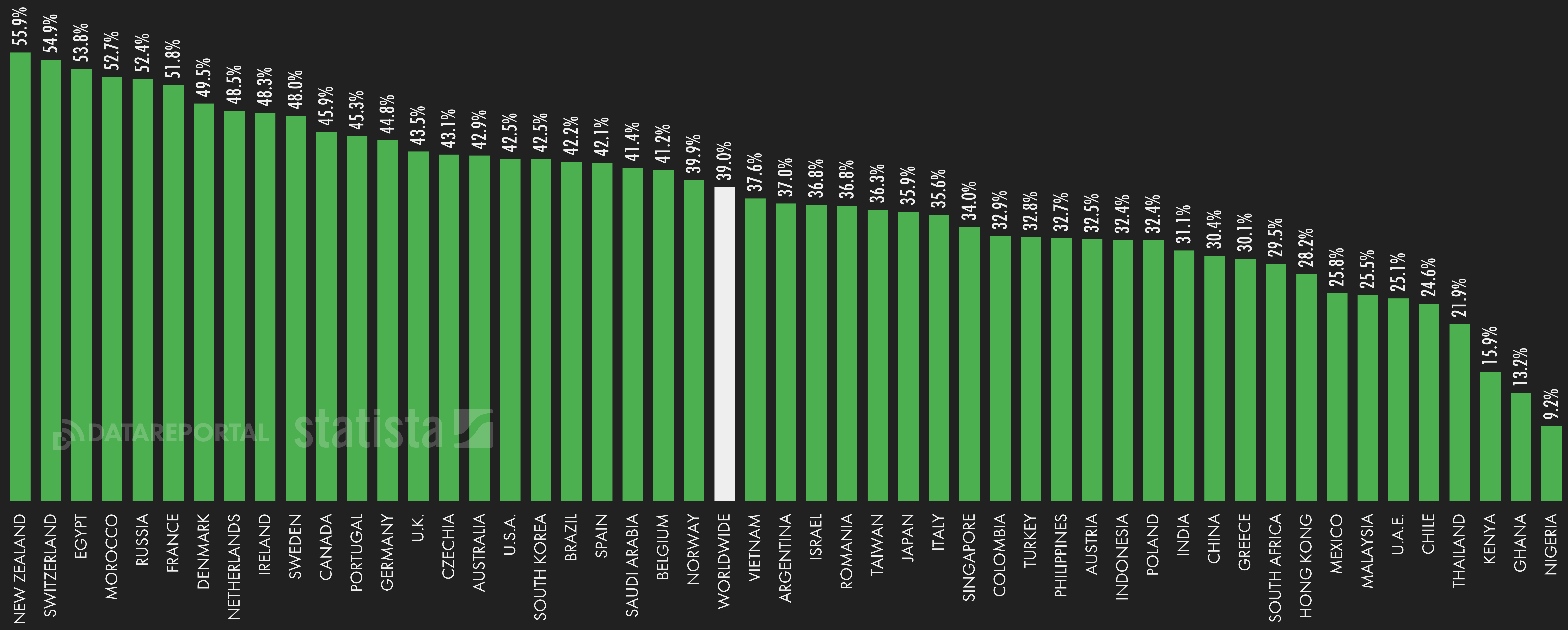
SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. NOTES: FIGURES REFLECT ESTIMATES FOR FULL-YEAR SPEND. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). COMPARABILITY: BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

SHARE OF DIGITAL ADVERTISING: SEARCH

ONLINE SEARCH ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES

GLOBAL OVERVIEW



SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REFLECT ESTIMATES FOR FULL-YEAR SPEND IN 2022. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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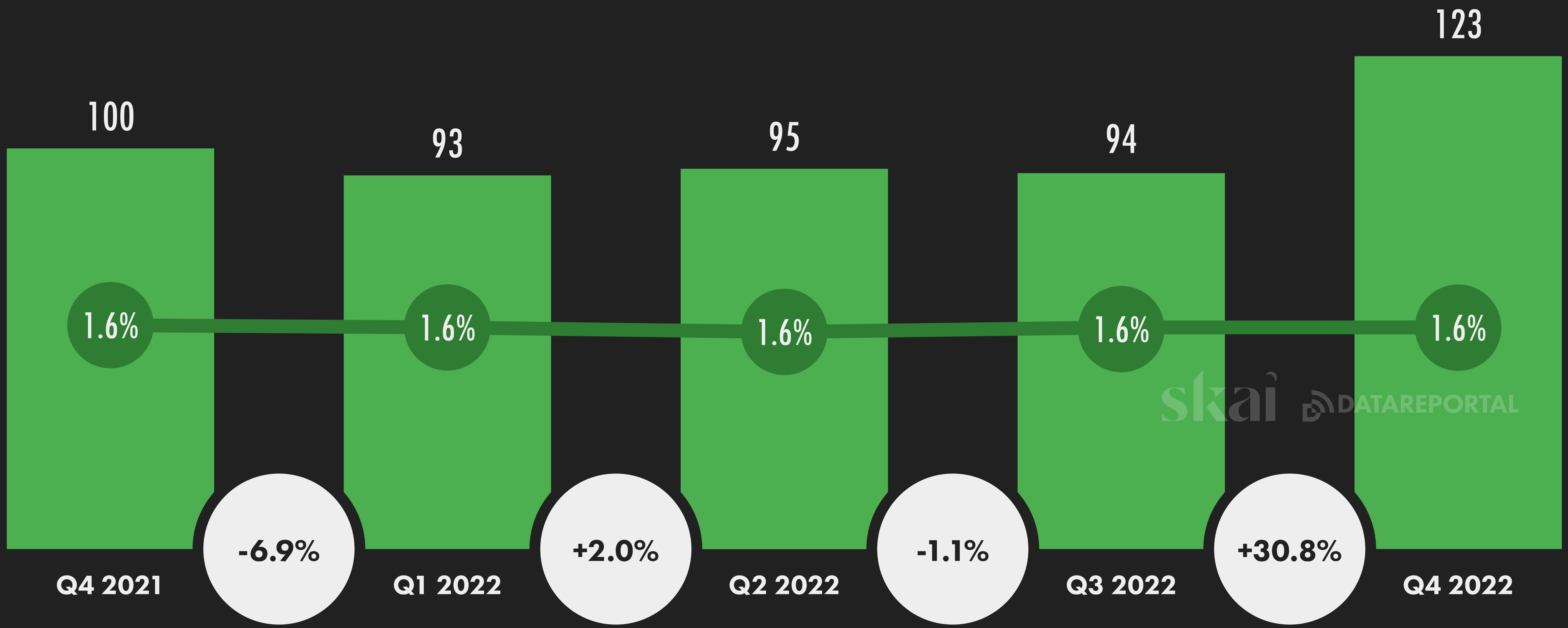
SEARCH ADVERTISING: IMPRESSIONS & CTR

TOTAL PAID ONLINE SEARCH AD IMPRESSIONS (REPORTED AS AN INDEX), AND AVERAGE SEARCH AD CLICK-THROUGH RATE (CTR)

GLOBAL OVERVIEW



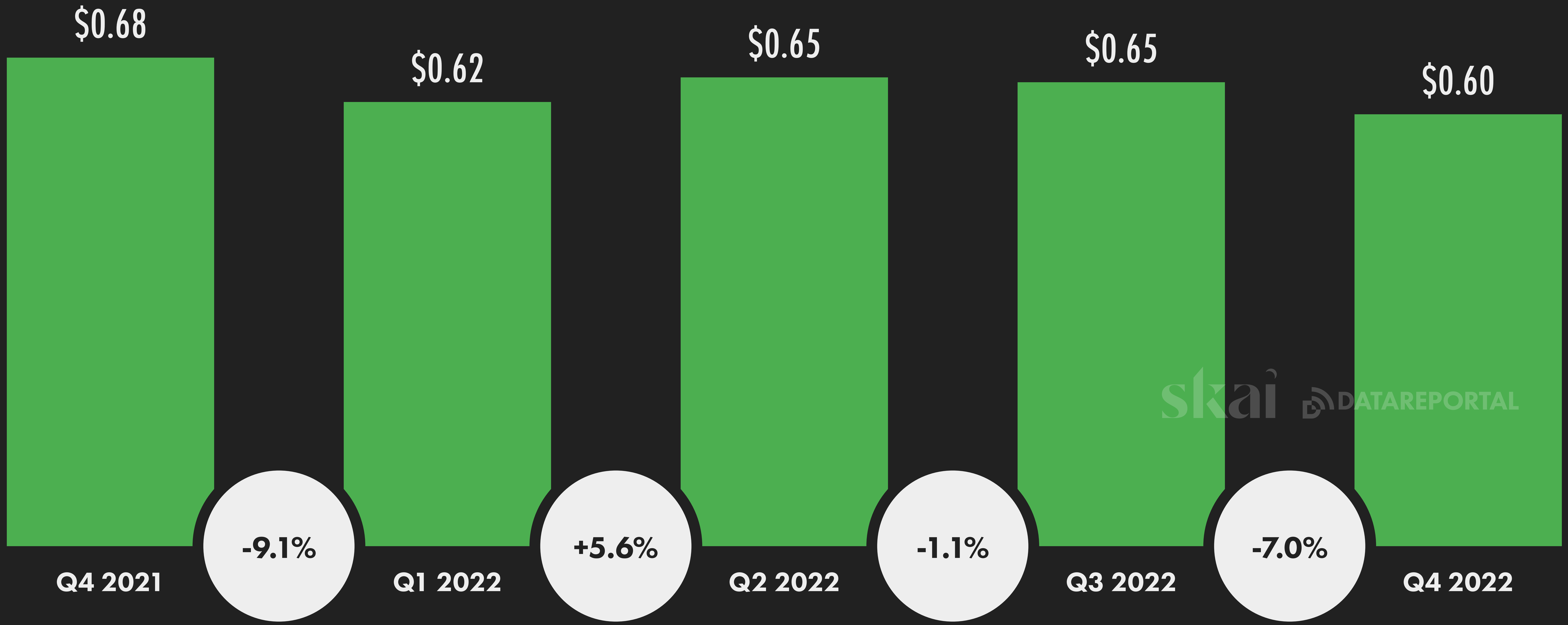
SOURCE: SKAI. **NOTES:** GREEN BARS SHOW TOTAL SEARCH AD IMPRESSIONS IN EACH QUARTER AS AN INDEX OF TOTAL SEARCH AD IMPRESSIONS IN THE LEFTMOST QUARTER. VALUES IN GREEN CIRCLES SHOW CLICK-THROUGH RATE ON SEARCH ADS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SEARCH AD IMPRESSIONS. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

JAN 2023

SEARCH ADVERTISING: AVERAGE CPC

AVERAGE COST-PER-CLICK OF PAID ONLINE SEARCH ADS (U.S. DOLLARS)

GLOBAL OVERVIEW

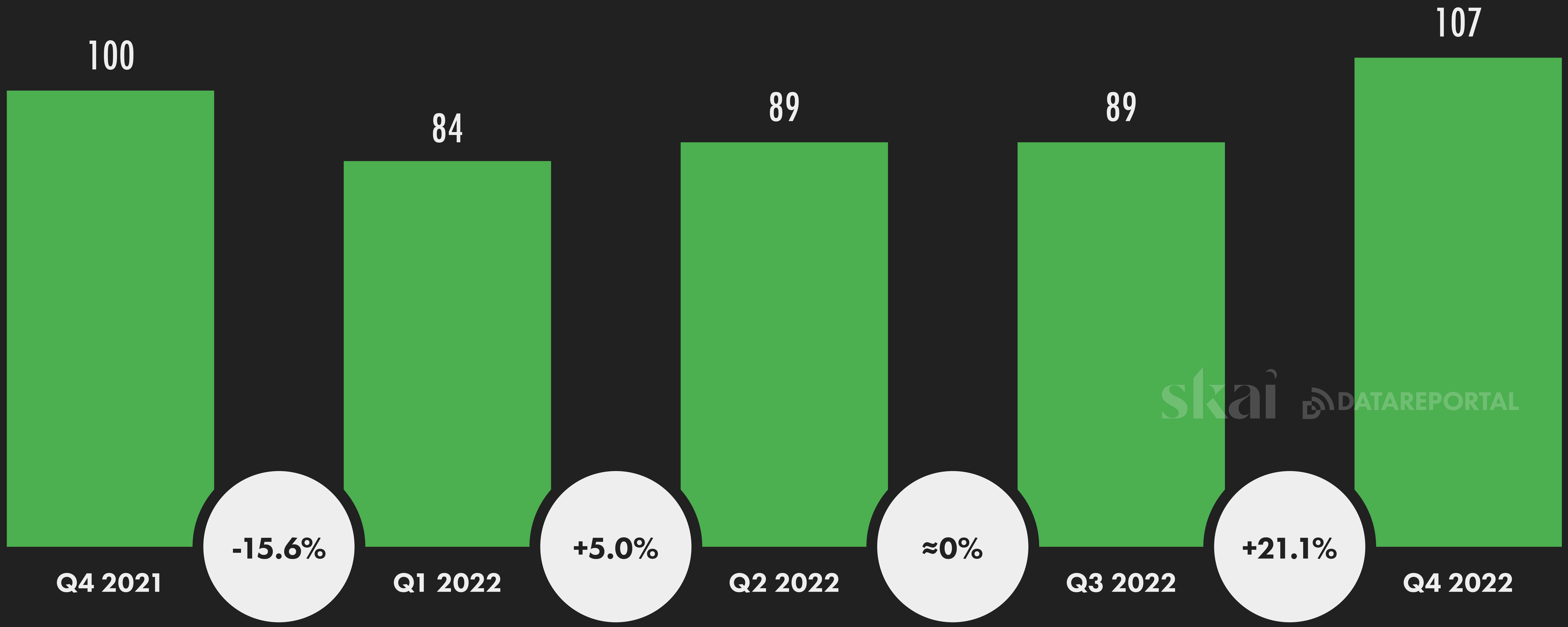


SOURCE: SKAI. **NOTES:** GREEN BARS SHOW AVERAGE SEARCH AD COST-PER-CLICK. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN AVERAGE SEARCH AD COST-PER-CLICK. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

JAN 2023

SEARCH ADVERTISING: TOTAL SPEND

TOTAL AMOUNT SPENT ON PAID ONLINE SEARCH AD PLACEMENTS (REPORTED AS AN INDEX)



SOURCE: SKAI. **NOTES:** GREEN BARS SHOW TOTAL SEARCH AD SPEND IN EACH QUARTER AS AN INDEX OF TOTAL SEARCH AD SPEND IN THE LEFTMOST QUARTER. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SEARCH AD SPEND. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

SOCIAL MEDIA ADVERTISING OVERVIEW

SPEND ON SOCIAL MEDIA ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

ANNUAL SPEND ON SOCIAL MEDIA ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA ADVERTISING SPEND	SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
$226.0 BILLION	+23.2% +$43 BILLION	33.9%	+6.9% +220 BPS

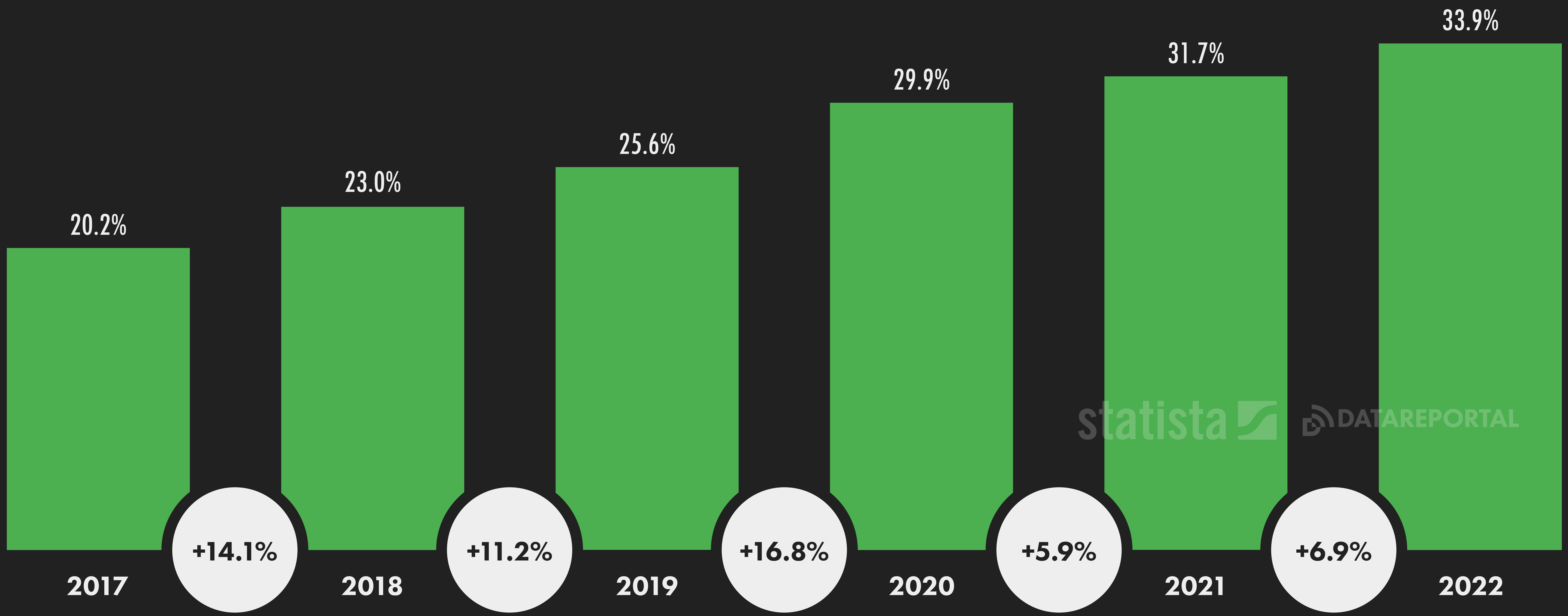
SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

SHARE OF DIGITAL ADVERTISING: SOCIAL MEDIA

SOCIAL MEDIA ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES

GLOBAL OVERVIEW



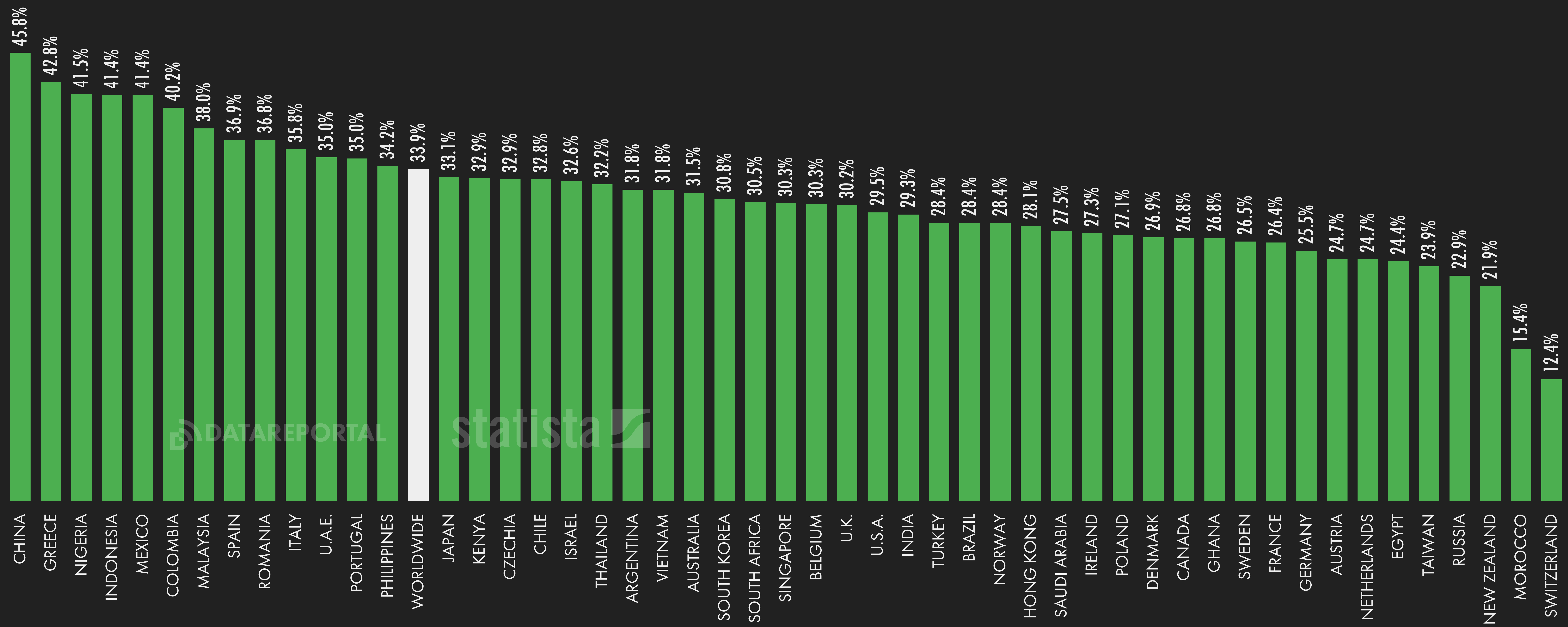
SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REFLECT ESTIMATES FOR FULL-YEAR SPEND. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

SHARE OF DIGITAL ADVERTISING: SOCIAL MEDIA

SOCIAL MEDIA ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES

GLOBAL OVERVIEW



SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REFLECT ESTIMATES FOR FULL-YEAR SPEND IN 2022. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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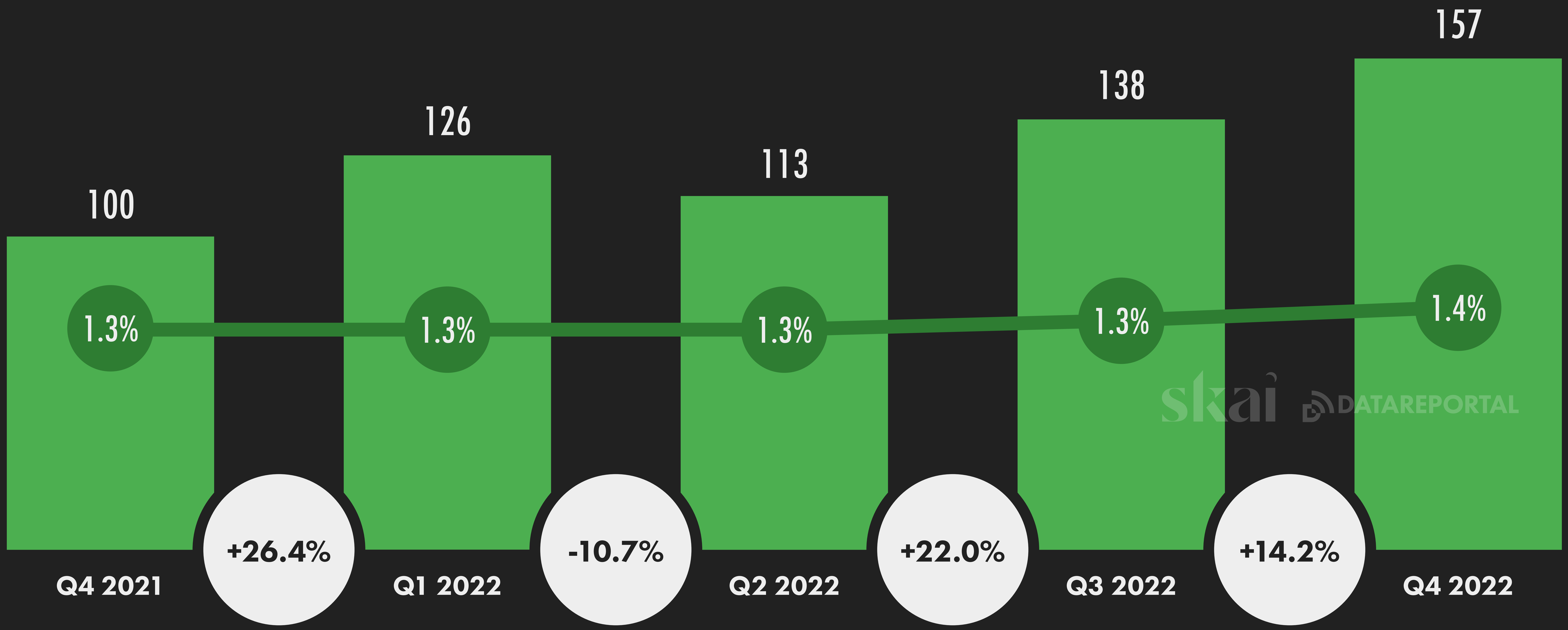
SOCIAL MEDIA ADVERTISING: IMPRESSIONS & CTR

TOTAL PAID SOCIAL MEDIA AD IMPRESSIONS (REPORTED AS AN INDEX), AND AVERAGE SOCIAL MEDIA AD CLICK-THROUGH RATE (CTR)



SOURCE: SKAI. **NOTES:** GREEN BARS SHOW TOTAL SOCIAL MEDIA AD IMPRESSIONS IN EACH QUARTER AS AN INDEX OF TOTAL SOCIAL MEDIA AD IMPRESSIONS IN THE LEFTMOST QUARTER. VALUES IN GREEN CIRCLES SHOW CLICK-THROUGH RATE ON SOCIAL MEDIA ADS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SOCIAL MEDIA AD IMPRESSIONS. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.


JAN 2023
SOCIAL MEDIA ADVERTISING: AVERAGE CPM
AVERAGE COST PER 1,000 PAID SOCIAL MEDIA AD IMPRESSIONS (U.S. DOLLARS)
GLOBAL OVERVIEW
$10.19
$7.58
$8.10
$7.03
$6.67
-25.5%
+6.8%
-13.2%
-5.1%
Q4 2021
Q1 2022
Q2 2022
Q3 2022
Q4 2022
skai
DATAREPORTAL
SOURCE: SKAI. NOTES: GREEN BARS SHOW THE AVERAGE COST OF 1,000 SOCIAL MEDIA AD IMPRESSIONS (CPM). VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN AVERAGE SOCIAL MEDIA AD CPM. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. COMPARABILITY: SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.
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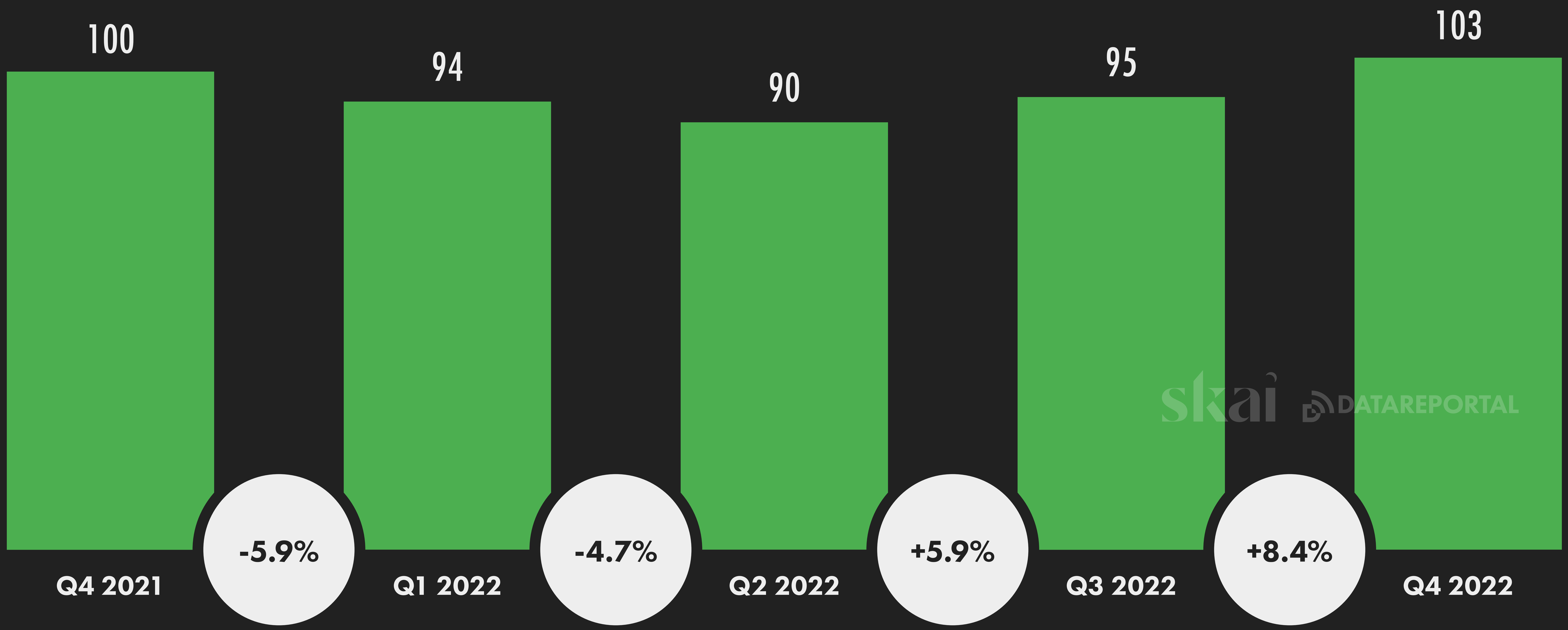
SOCIAL MEDIA ADVERTISING: TOTAL SPEND

TOTAL AMOUNT SPENT ON PAID SOCIAL MEDIA AD PLACEMENTS (REPORTED AS AN INDEX)



SOURCE: SKAI. **NOTES:** GREEN BARS SHOW TOTAL SOCIAL MEDIA AD SPEND IN EACH QUARTER AS AN INDEX OF TOTAL SOCIAL MEDIA AD SPEND IN THE LEFTMOST QUARTER. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SOCIAL MEDIA AD SPEND. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

PERSPECTIVE: DIGITAL AD REVENUE BY PLATFORM

INSIDER INTELLIGENCE ESTIMATES OF FULL-YEAR DIGITAL AD REVENUES BY PLATFORM IN 2022 (IN U.S. DOLLARS)

TOTAL GLOBAL SPEND ON DIGITAL ADS	$567.49 BILLION
ESTIMATED 2022 GLOBAL AD REVENUE: GOOGLE	$168.44 BILLION
ESTIMATED 2022 GLOBAL AD REVENUE: META	$112.68 BILLION
ESTIMATED 2022 GLOBAL AD REVENUE: ALIBABA	$41.01 BILLION
ESTIMATED 2022 GLOBAL AD REVENUE: AMAZON	$37.99 BILLION
ESTIMATED 2022 GLOBAL AD REVENUE: BYTEDANCE	$29.07 BILLION
ESTIMATED 2022 GLOBAL AD REVENUE: TENCENT	$12.51 BILLION
ESTIMATED 2022 GLOBAL AD REVENUE: MICROSOFT	$12.33 BILLION
ESTIMATED 2022 GLOBAL AD REVENUE: BAIDU	$10.33 BILLION
ESTIMATED 2022 GLOBAL AD REVENUE: APPLE	$7.06 BILLION
ESTIMATED 2022 GLOBAL AD REVENUE: TWITTER	$4.67 BILLION
ESTIMATED 2022 GLOBAL AD REVENUE: SNAP	$3.97 BILLION

SOURCE: INSIDER INTELLIGENCE. **NOTES:** FIGURES REPRESENT ESTIMATES OF GLOBAL REVENUES FOR FULL-YEAR 2022 IN UNITED STATES DOLLARS. **COMPARABILITY:** FIGURE FOR TOTAL GLOBAL SPEND ON DIGITAL ADS REFLECTS INSIDER INTELLIGENCE'S ESTIMATE, AND MAY NOT MATCH SIMILAR DATA POINTS FROM OTHER SOURCES INCLUDED ELSEWHERE IN THIS REPORT.

JAN 2023

INFLUENCER ADVERTISING OVERVIEW

SPEND ON INFLUENCER ADVERTISING ACTIVITIES (IN U.S. DOLLARS) AND THEIR SHARE OF THE DIGITAL ADVERTISING MARKET

GLOBAL OVERVIEW

ANNUAL SPEND ON INFLUENCER ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN INFLUENCER ADVERTISING SPEND	INFLUENCER ADVERTISING'S SHARE OF TOTAL DIGITAL AD SPEND	YEAR-ON-YEAR CHANGE IN INFLUENCER ADVERTISING'S SHARE OF TOTAL DIGITAL AD SPEND
$27.51 BILLION	+20.4% +$4.7 BILLION	4.1%	+4.6% +18 BPS

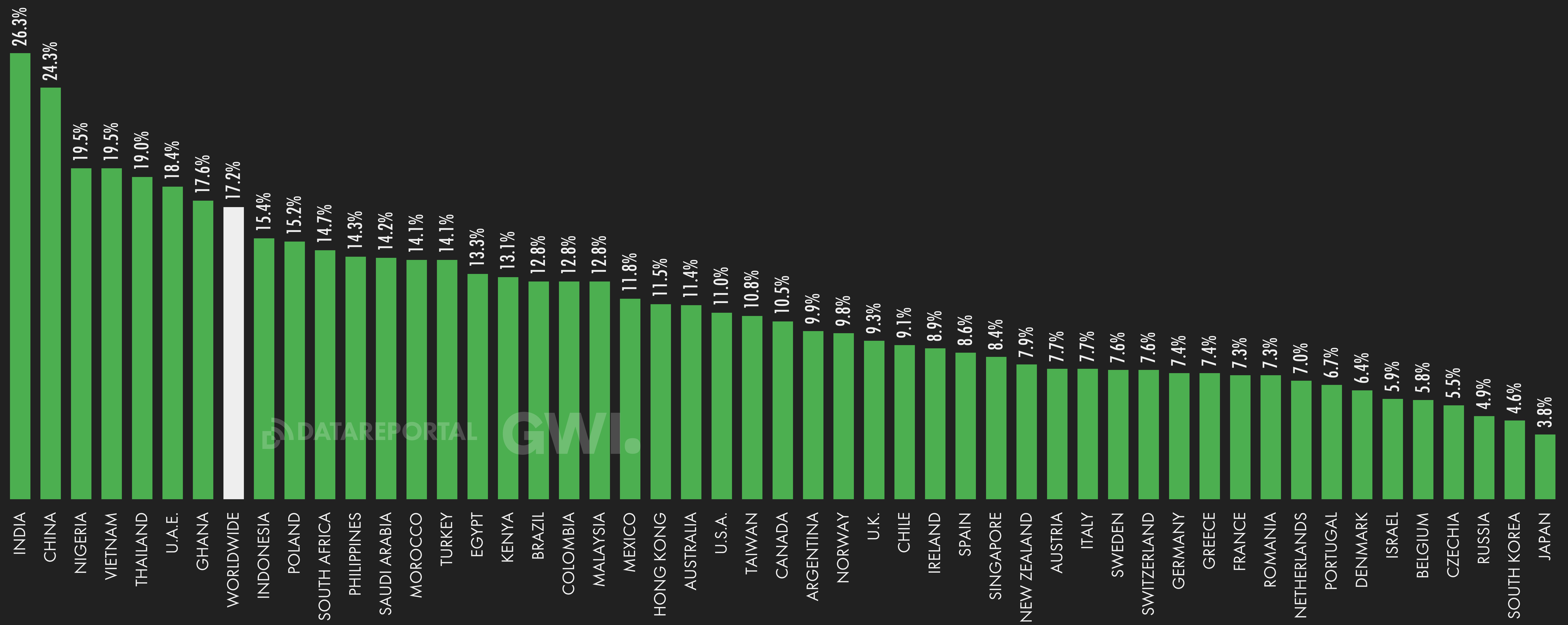
SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. FIGURES REPRESENT THE MONETARY VALUE PAID DIRECTLY TO INFLUENCERS OR THEIR AGENTS, AND DO NOT INCLUDE THE VALUE OF PRODUCT GIVEAWAYS, MEDIA SPEND TO "BOOST" POSTS, OR AFFILIATE COMMISSIONS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

REPRESENTATIVENESS OF ADVERTISING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE, REGARDLESS OF CHANNEL OR MEDIUM

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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REPRESENTATIVENESS OF ADVERTISING

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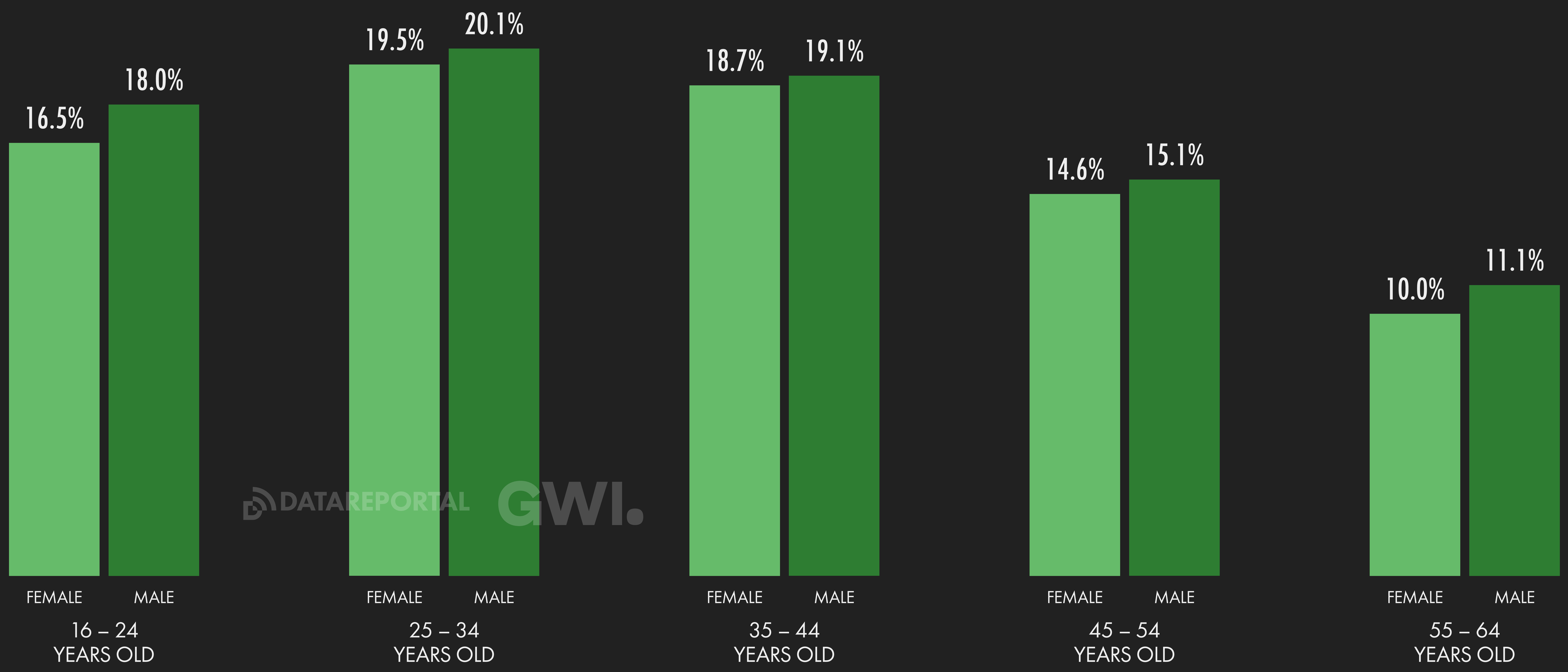


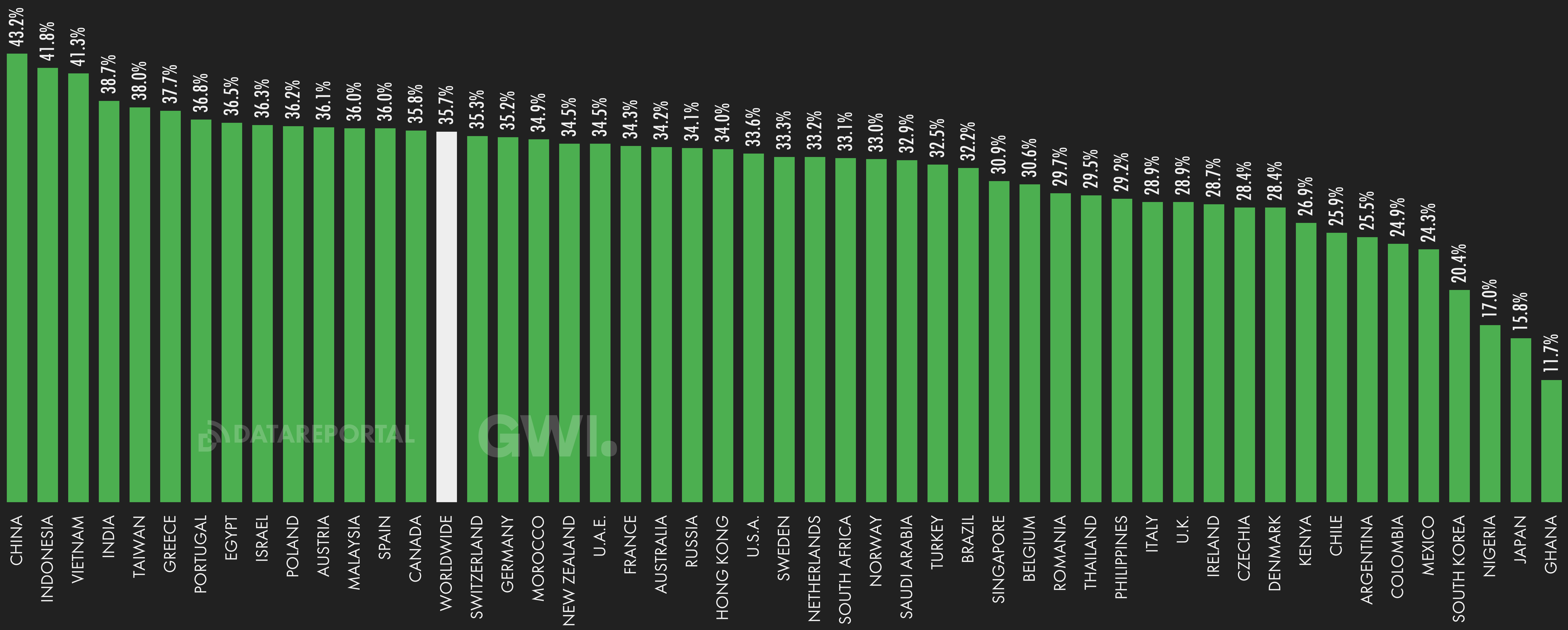
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

USE OF AD BLOCKERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE TOOLS TO BLOCK ADVERTISING FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES

GLOBAL OVERVIEW



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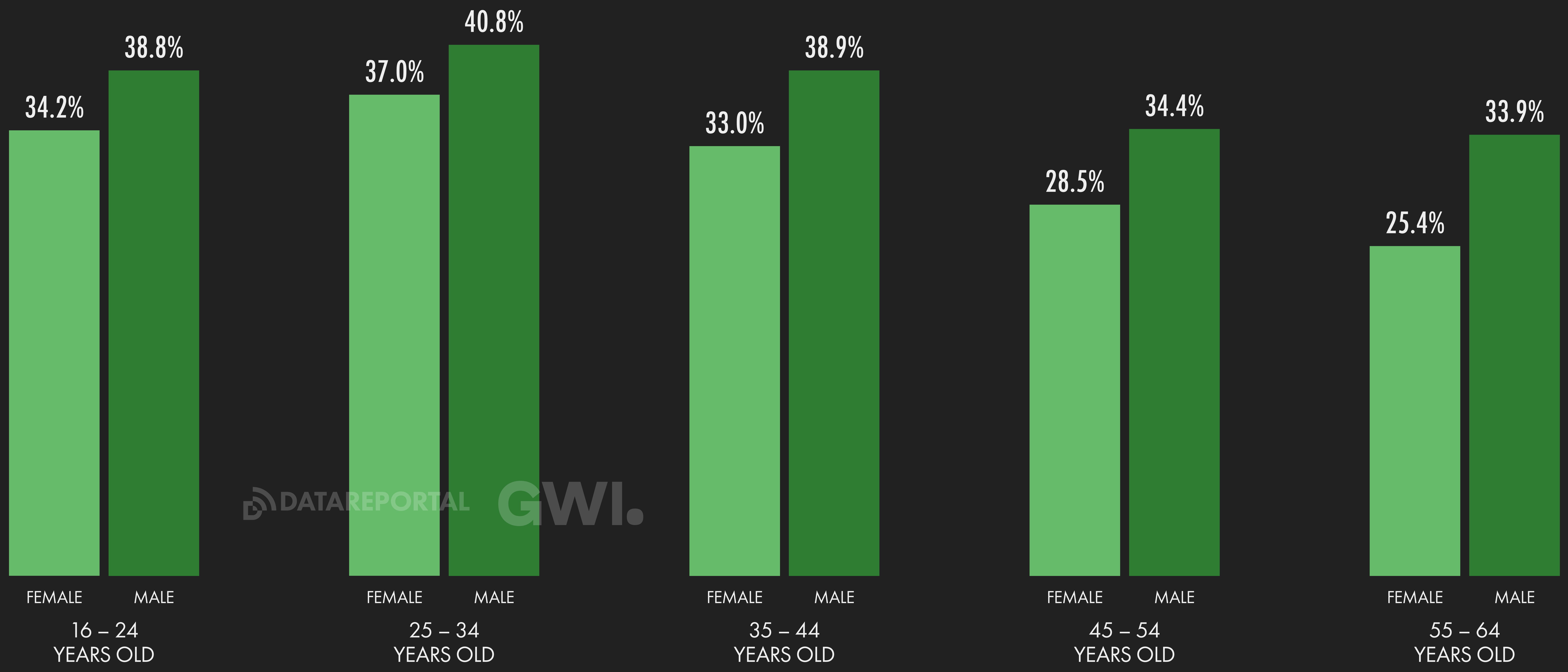

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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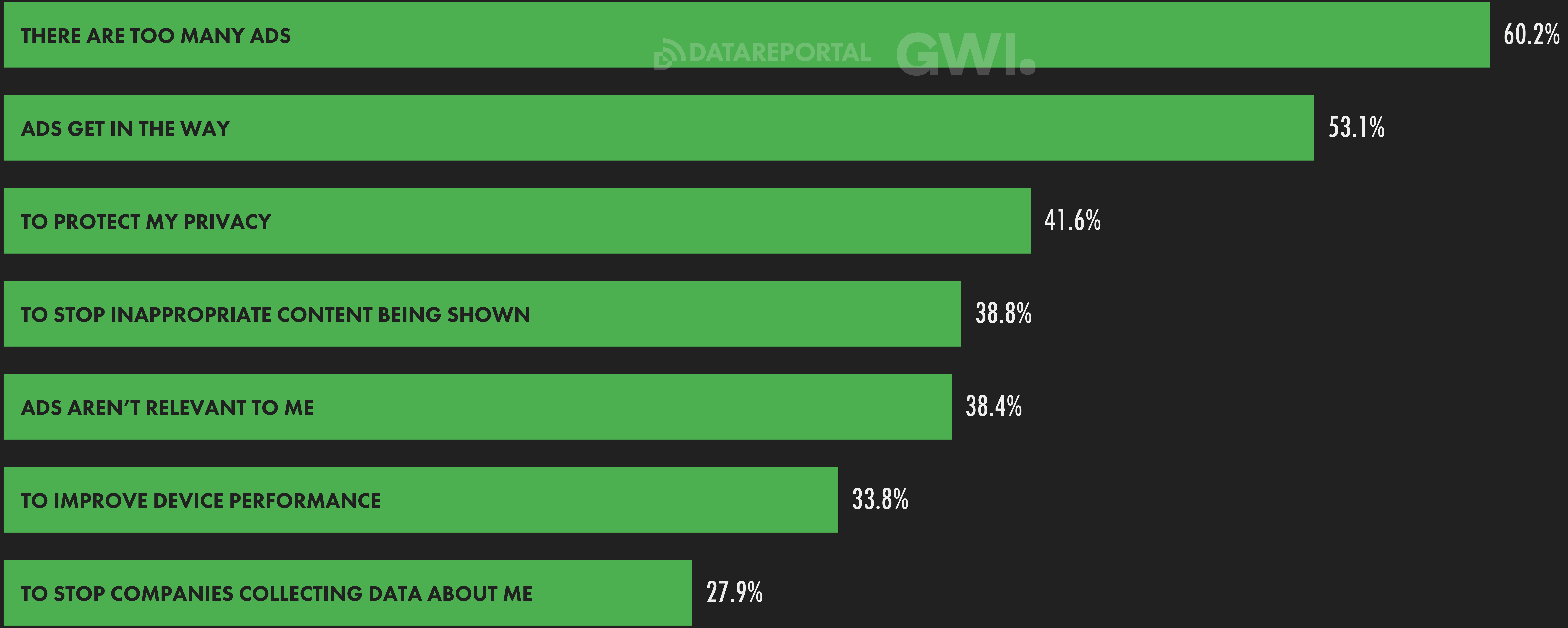
REASONS FOR USING AD BLOCKERS

PRIMARY REASONS FOR USING AD BLOCKERS AMONGST INTERNET USERS AGED 16 TO 64 WHO USE AD BLOCKERS AT LEAST SOME OF THE TIME



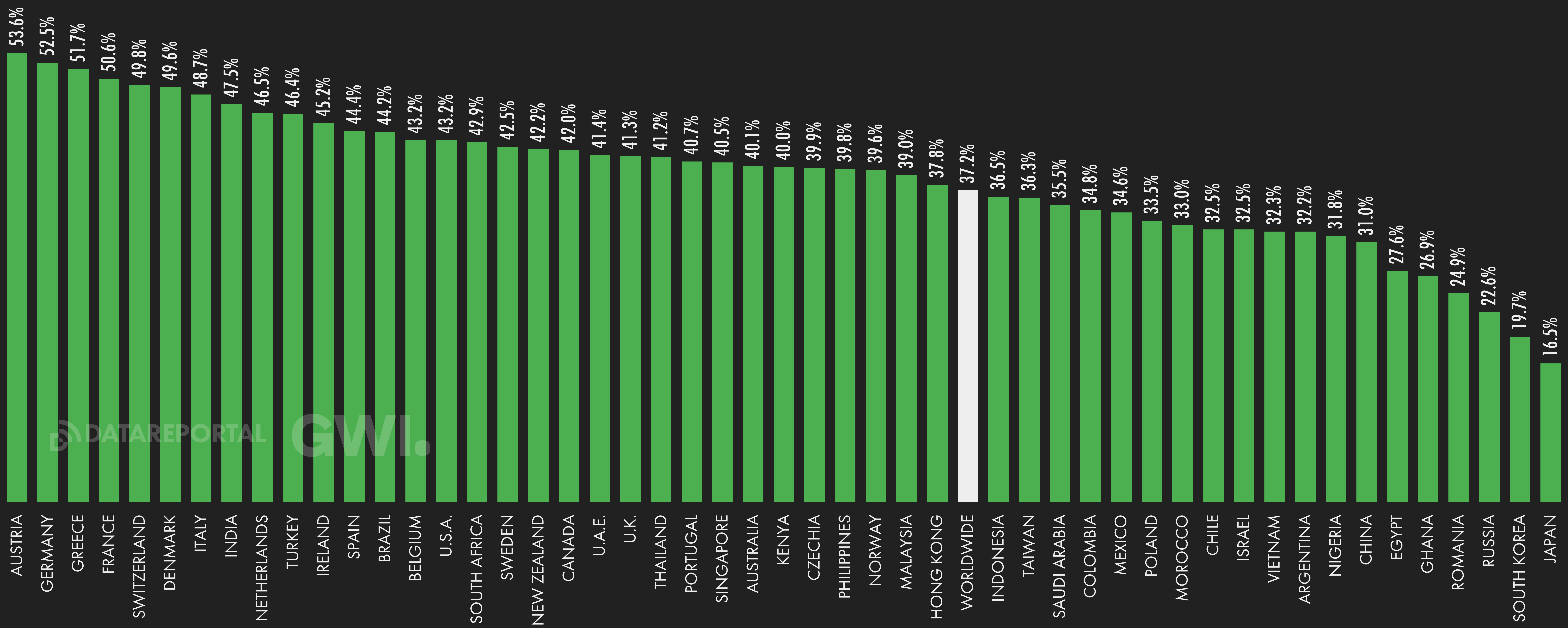
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.
NOTE: PERCENTAGES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT THEY USE AN AD-BLOCKING TOOL FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES.

JAN 2023

DECLINE COOKIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DECLINE COOKIES AT LEAST SOME OF THE TIME

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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DECLINE COOKIES

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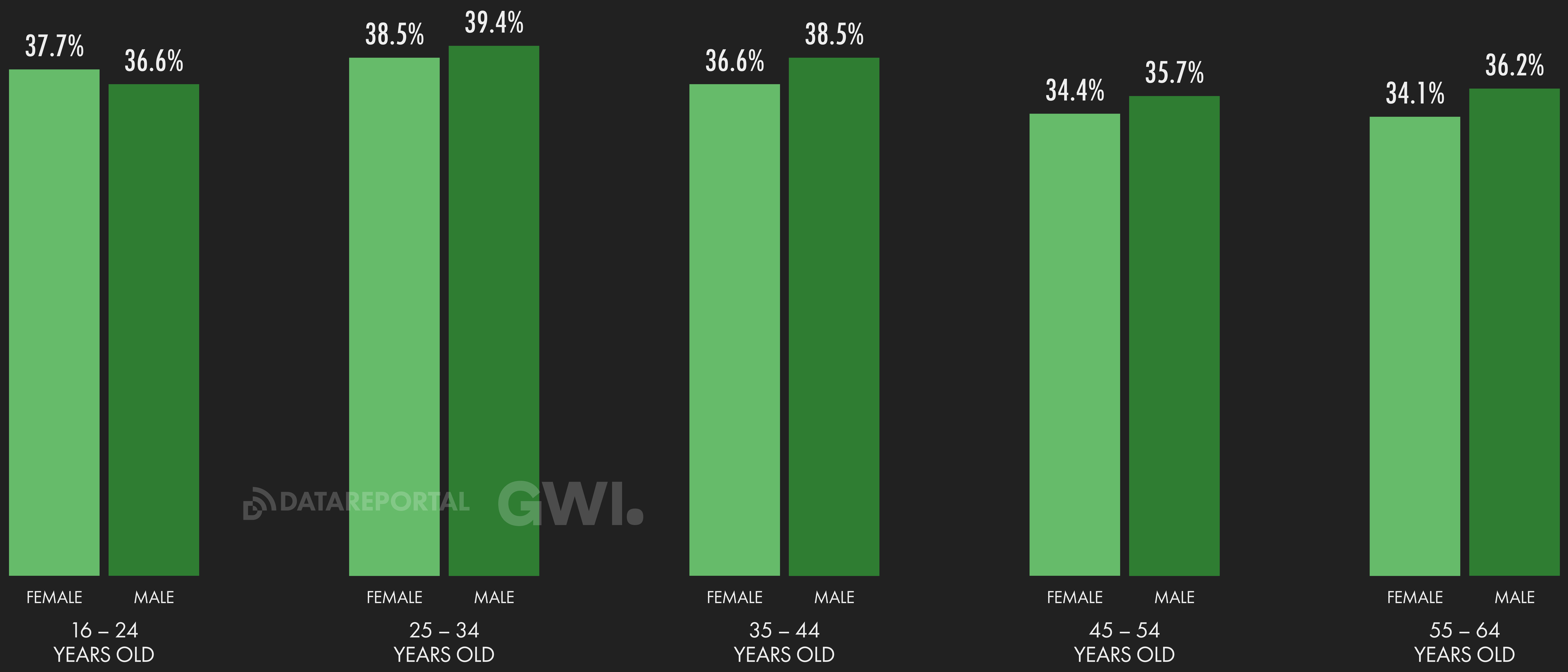
GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

ESSENTIAL UPDATE: THE BATTLE FOR THE INTERNET

CATS MAY STILL RULE THE WEB, BUT DOGS HAVE SEIZED NEW OPPORTUNITIES TO ENGAGE GROWING DIGITAL AUDIENCES

GLOBAL OVERVIEW

WEB PAGES ABOUT DOGS	AVERAGE GOOGLE SEARCH VOLUME INDEX FOR DOG	ANNUAL VIEWS OF THE DOG PAGE ON WIKIPEDIA	INSTAGRAM POSTS TAGGED WITH #DOG	VIEWS OF TIKTOK POSTS TAGGED WITH #DOG	NUMBER OF TWITTER USERS INTERESTED IN DOGS
6.08 BILLION	89	2.86 MILLION	354.3 MILLION	348.5 BILLION	386.5 MILLION

WEB PAGES ABOUT CATS	AVERAGE GOOGLE SEARCH VOLUME INDEX FOR CAT	ANNUAL VIEWS OF THE CAT PAGE ON WIKIPEDIA	INSTAGRAM POSTS TAGGED WITH #CAT	VIEWS OF TIKTOK POSTS TAGGED WITH #CAT	NUMBER OF TWITTER USERS INTERESTED IN CATS
5.63 BILLION	48	9.13 MILLION	272.8 MILLION	270.3 BILLION	62.2 MILLION

SOURCES: GOOGLE.COM; GOOGLE TRENDS; WMCLOUD; INSTAGRAM; TIKTOK; TWITTER'S ADVERTISING RESOURCES. **NOTES:** WEB PAGES BASED ON NUMBER OF RESULTS FOR A GOOGLE SEARCH FOR EACH ANIMAL. GOOGLE TRENDS INDICES BASED ON WORLDWIDE SEARCHES FOR EACH ANIMAL THROUGHOUT 2022. WIKIPEDIA VIEWS REPRESENT VIEWS THROUGHOUT 2022 (ENGLISH LANGUAGE ONLY). INSTAGRAM BASED ON TOTAL NUMBER OF POSTS INCLUDING EACH RESPECTIVE HASHTAG. TIKTOK BASED ON ALL-TIME VIEWS OF TIKTOK POSTS INCLUDING EACH RESPECTIVE HASHTAG. TWITTER INTEREST BASED ON TOTAL POTENTIAL AD REACH FOR USERS INTERESTED IN EACH ANIMAL, ACCORDING TO TWITTER'S OWN CLASSIFICATION. **PS:** DON'T HATE THE MESSENGER.

MORE INFORMATION

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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	NORTH 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	CZECHIA	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NAURU	ST. HELENA	TAIWAN	ZIMBABWE

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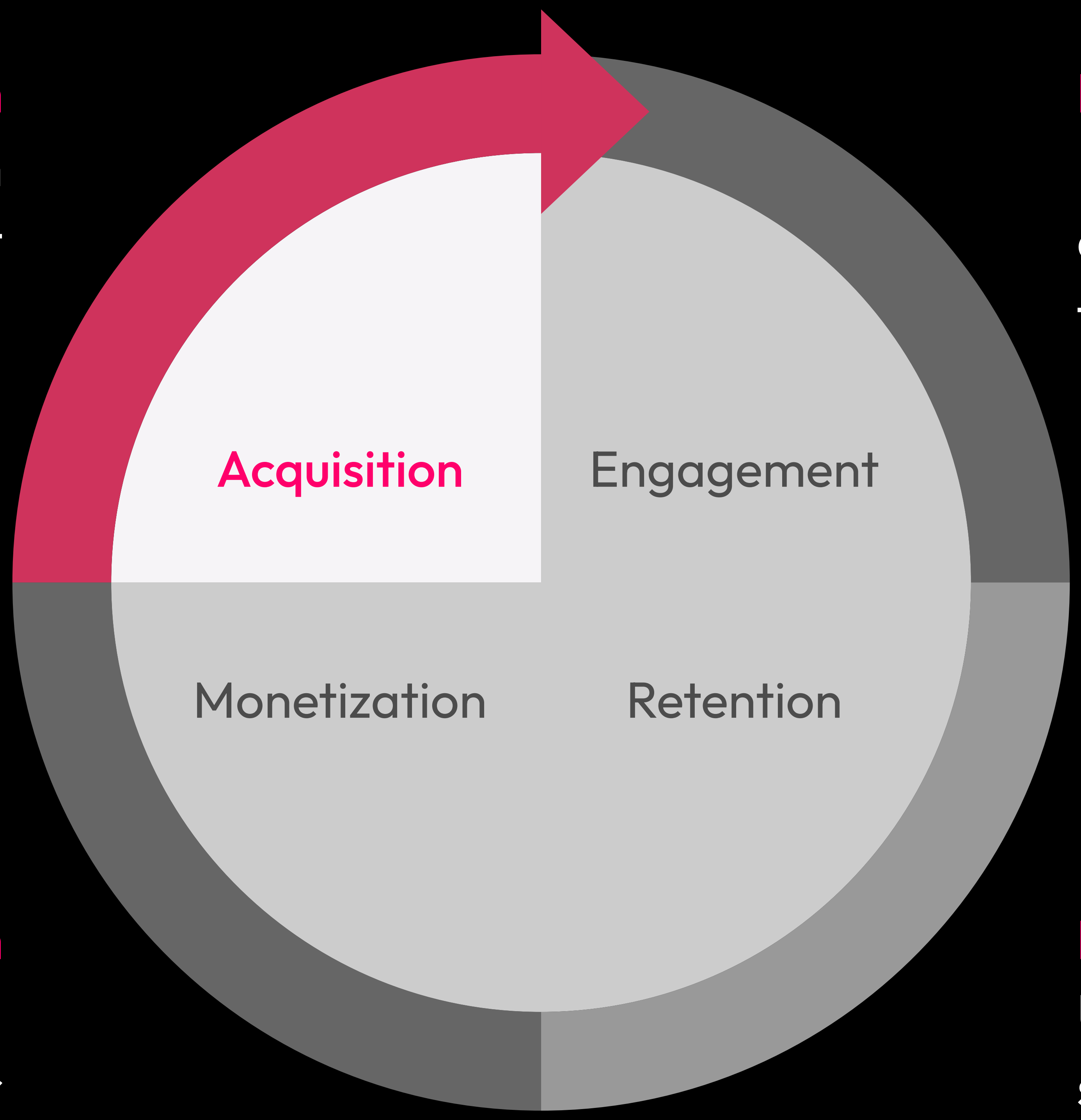

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Countries	Industries	Ecommerce product SKUs

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

Note: *This page is a summary of our comprehensive notes on data variance, potential mismatches, and curiosities, which you can read in full at* https://datareportal.com/notes-on-data.

This report features data from a wide variety of different sources, including market research agencies, internet and social media companies, governments, public bodies, news media, and private individuals, as well as extrapolations and analysis of that data.

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

Please note that some data points may only be available for a limited selection of countries, so we may not be able to report the same data in all reports.

From time to time, we may also change the source(s) that we use to inform specific data points. As a result, some figures may appear to change in unexpected ways from one report to another. Wherever we're aware of these changes, we include details in the footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to research samples, base data, research methodologies, and approaches to reporting may mean that values are not comparable.

Furthermore, due to the differing data collection and treatment methodologies, and the different periods during which data have been collected, there may be significant differences in the reported metrics for similar data points throughout this report. For example, data from surveys often varies over time, even if that data has been collected by the same organisation using the same approach in each wave of their research.

In particular, reports of internet user numbers vary considerably between different sources and over time. In part, this is because there are significant challenges associated with collecting, analysing, and publishing internet user data on a regular basis, not least because research into public internet use necessitates the use of face-to-face surveys. Different organisations may also adopt different approaches to sampling the population for research into internet use, and variations in areas such as the age range of the survey population, or the balance between urban and rural respondents, may play an important role in determining eventual findings. Note that COVID-19 has limited internet user research.

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.

As a result, the figures we report for social media users may exceed internet user numbers. However, while this may seem counter-intuitive or surprising, such instances do not represent errors in the data or in our reporting. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple social media accounts, or 'non-human' social media accounts.

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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SIMON KEMP

@ESKIMON

REPORTS@KEPIOS.COM

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