



GLOBAL DIGITAL STATISTICS 2014

WE ARE SOCIAL'S SNAPSHOT OF KEY DIGITAL INDICATORS

COUNTRIES DETAILED IN THIS REPORT



1 ARGENTINA
2 AUSTRALIA
3 BRAZIL
4 CANADA
5 CHINA
6 FRANCE
7 GERMANY
8 INDIA

9 INDONESIA
10 ITALY
11 JAPAN
12 MEXICO
13 NIGERIA
14 POLAND
15 RUSSIA
16 SAUDI ARABIA

17 SINGAPORE
18 SOUTH AFRICA
19 SOUTH KOREA
20 TURKEY
21 THAILAND
22 UNITED ARAB EMIRATES
23 UNITED KINGDOM
24 UNITED STATES



PLEASE CONTACT US FOR REPORTS
ON OTHER COUNTRIES & REGIONS:



SAYHELLO@WEARESOCIAL.SG



@WEARESOCIALSG



+65 6423 1051



WEARESOCIAL.SG



GLOBAL OVERVIEW

**JAN
2014**

GLOBAL DATA SNAPSHOT

7,095,476,818

TOTAL WORLD POPULATION



52%

URBAN

48%

RURAL

2,484,915,152

INTERNET USERS



35%

INTERNET PENETRATION

1,856,680,860

ACTIVE SOCIAL NETWORK USERS



26%

SOCIAL NETWORKING PENETRATION

6,572,950,124

MOBILE SUBSCRIBERS

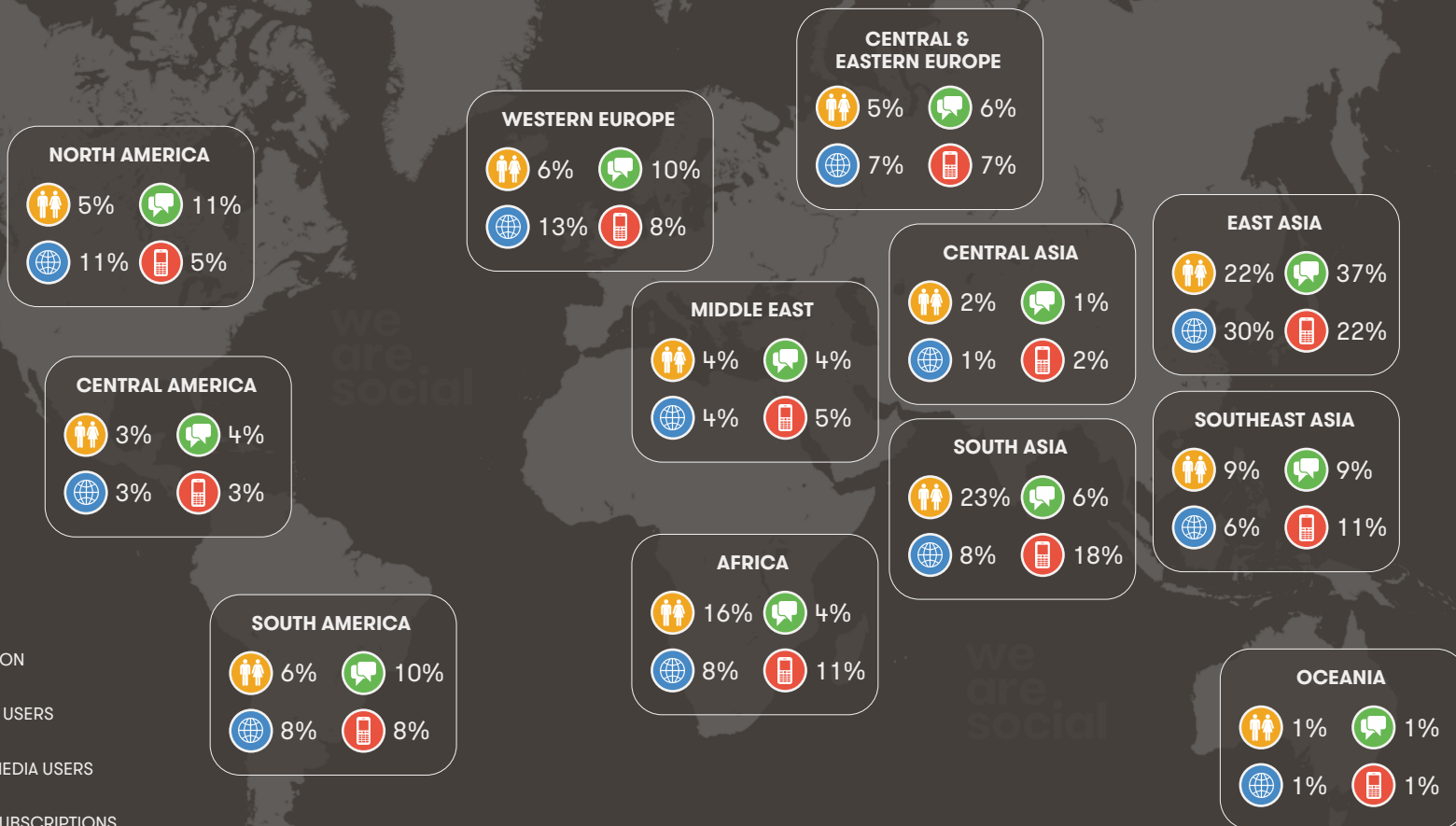


93%

MOBILE PENETRATION

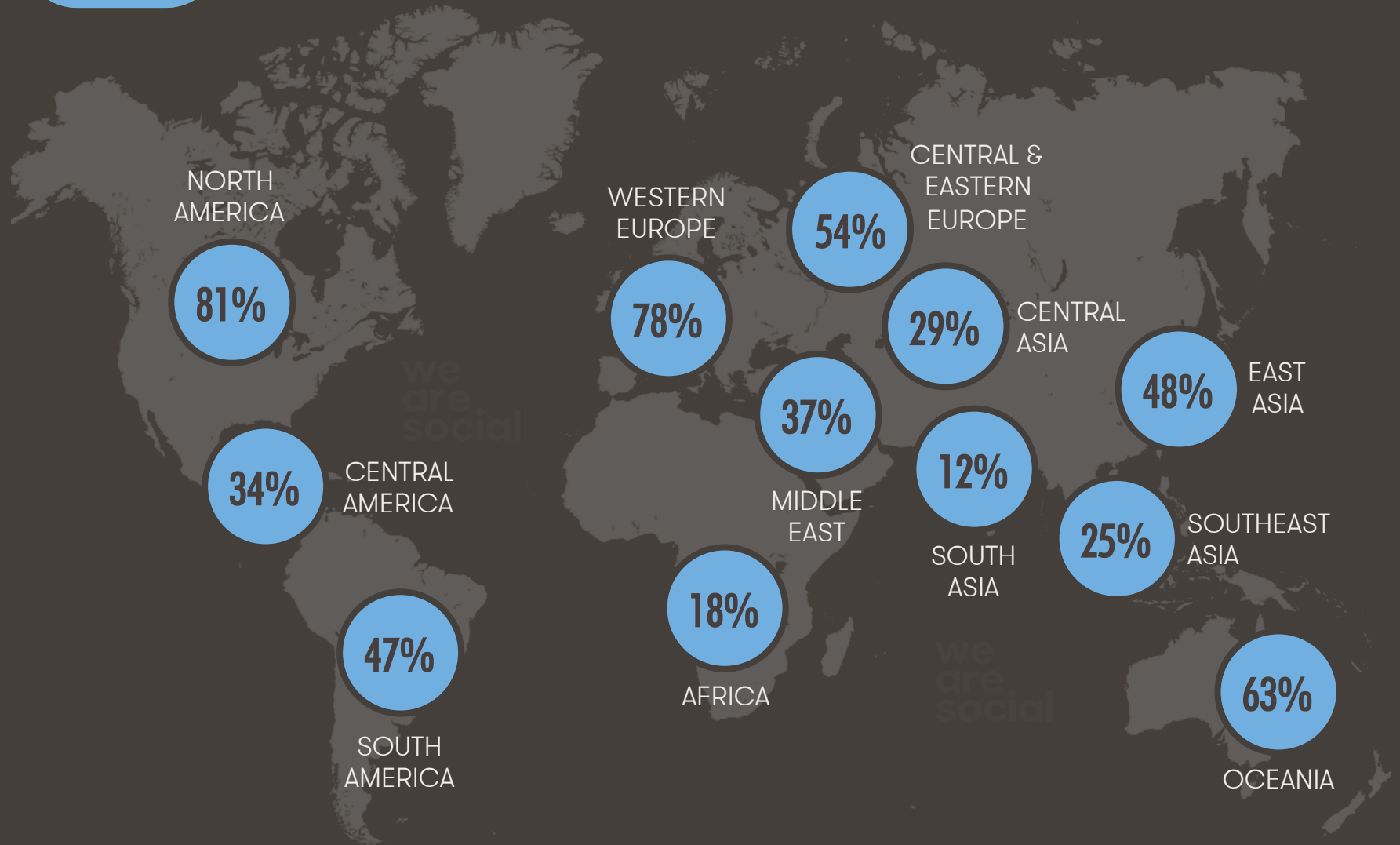
**JAN
2014**

SHARE OF GLOBAL USERS BY REGION



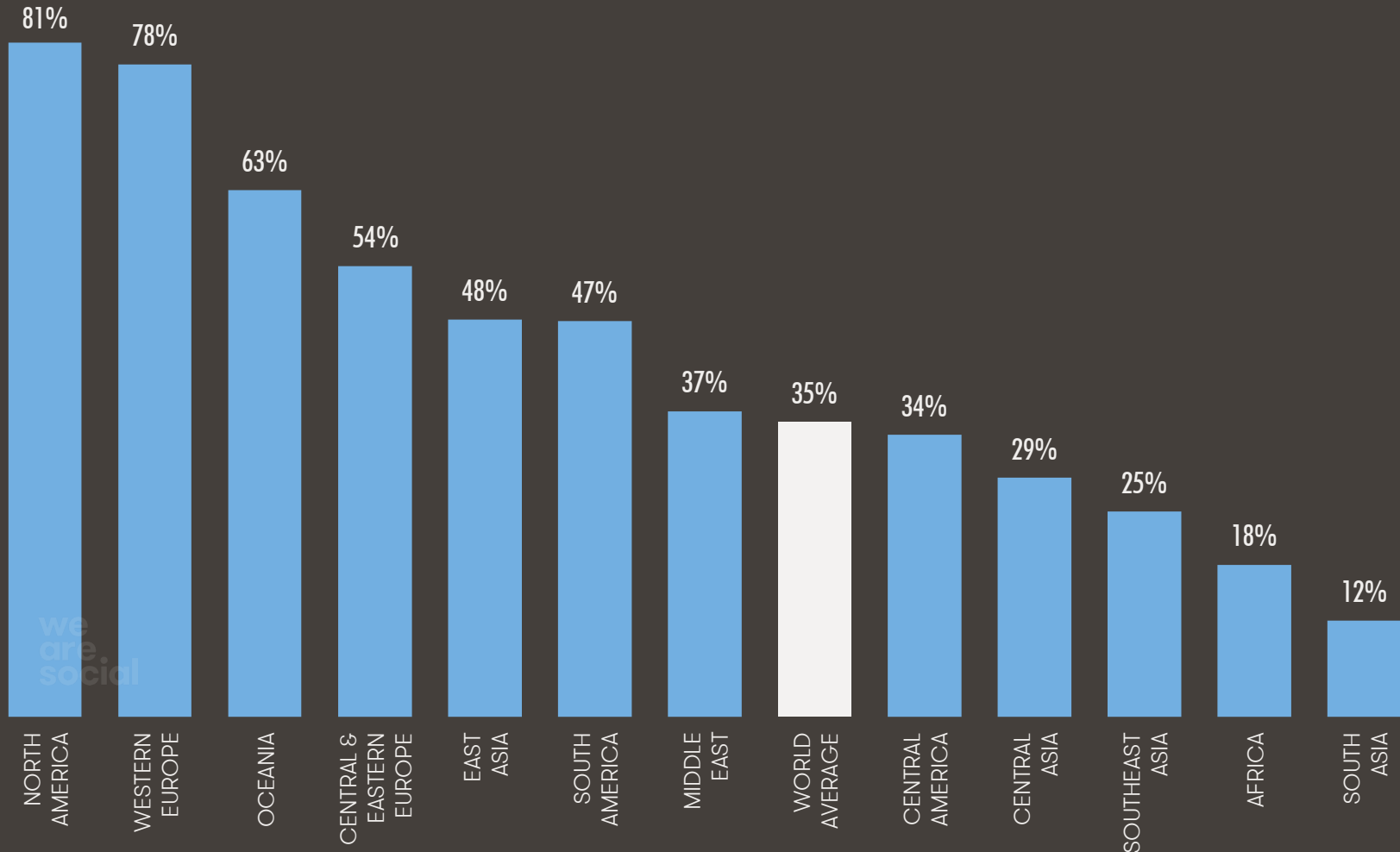
**JAN
2014**

INTERNET PENETRATION BY REGION



**JAN
2014**

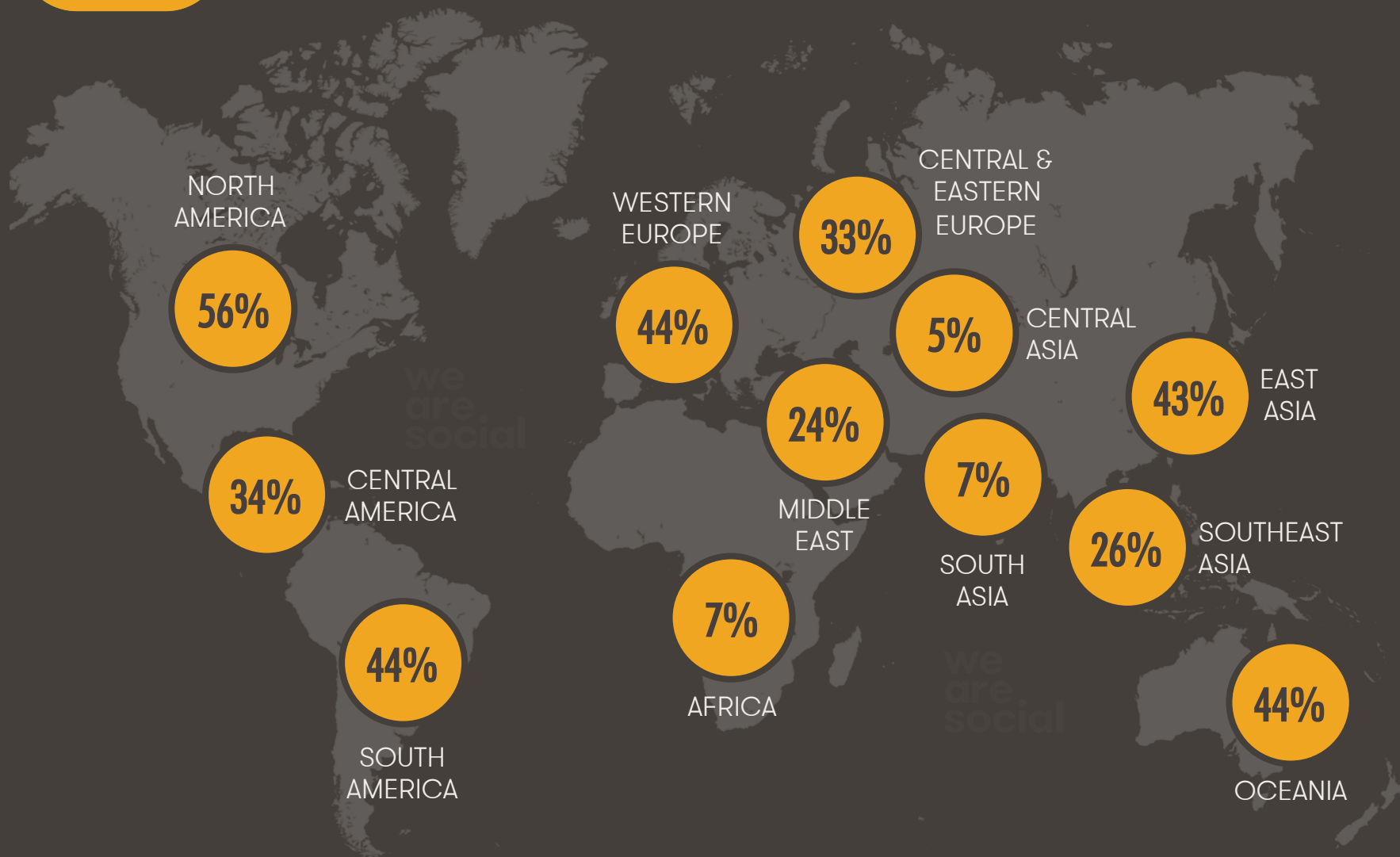
INTERNET PENETRATION BY REGION



**JAN
2014**

SOCIAL PENETRATION BY REGION

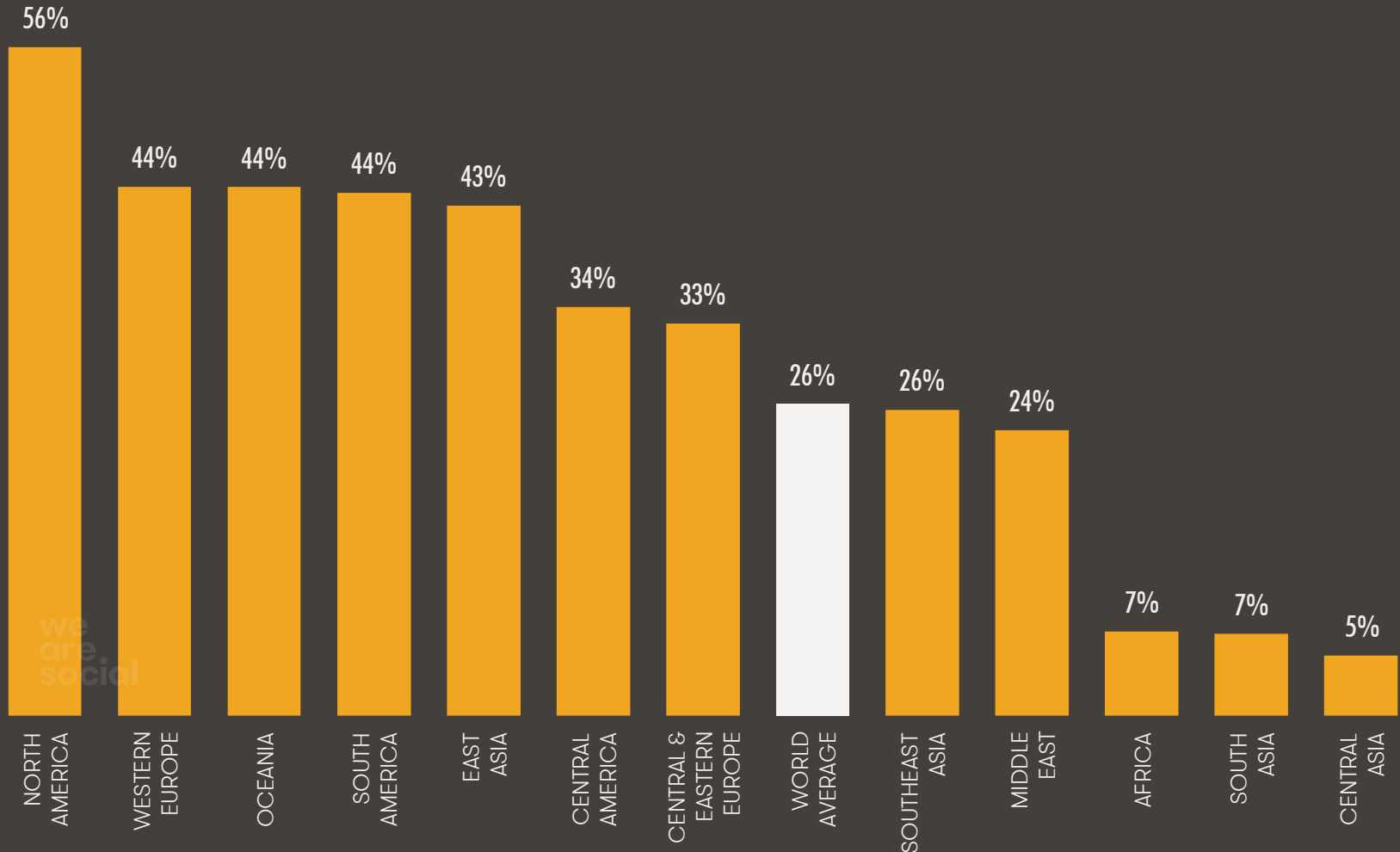
BASED ON ACTIVE USERS OF THE LARGEST ACTIVE SOCIAL NETWORK IN EACH COUNTRY



**JAN
2014**

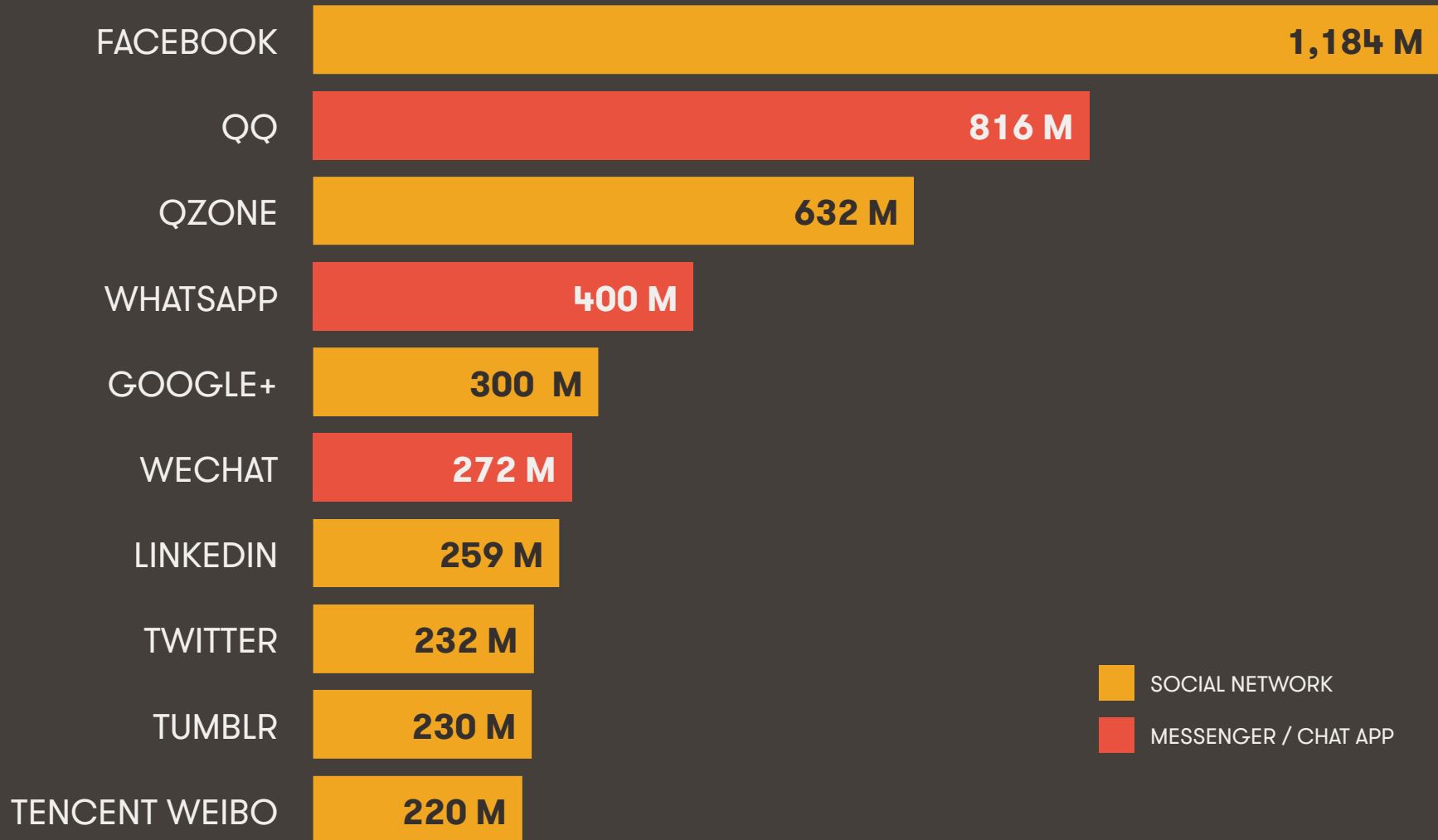
SOCIAL PENETRATION BY REGION

BASED ON ACTIVE USERS OF THE LARGEST ACTIVE SOCIAL NETWORK IN EACH COUNTRY



**JAN
2014**

ACTIVE USERS BY SOCIAL PLATFORM



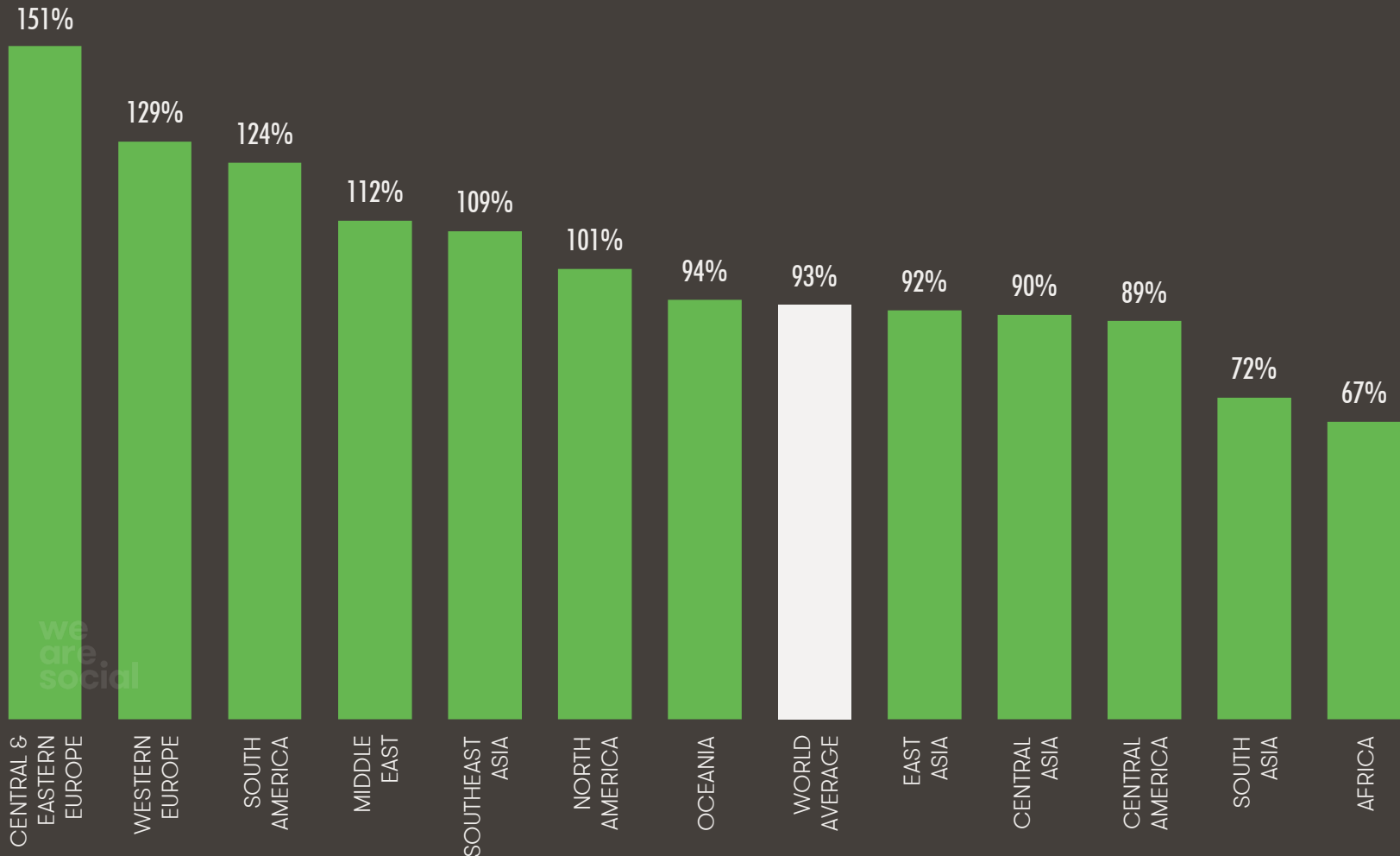
**JAN
2014**

MOBILE PENETRATION BY REGION



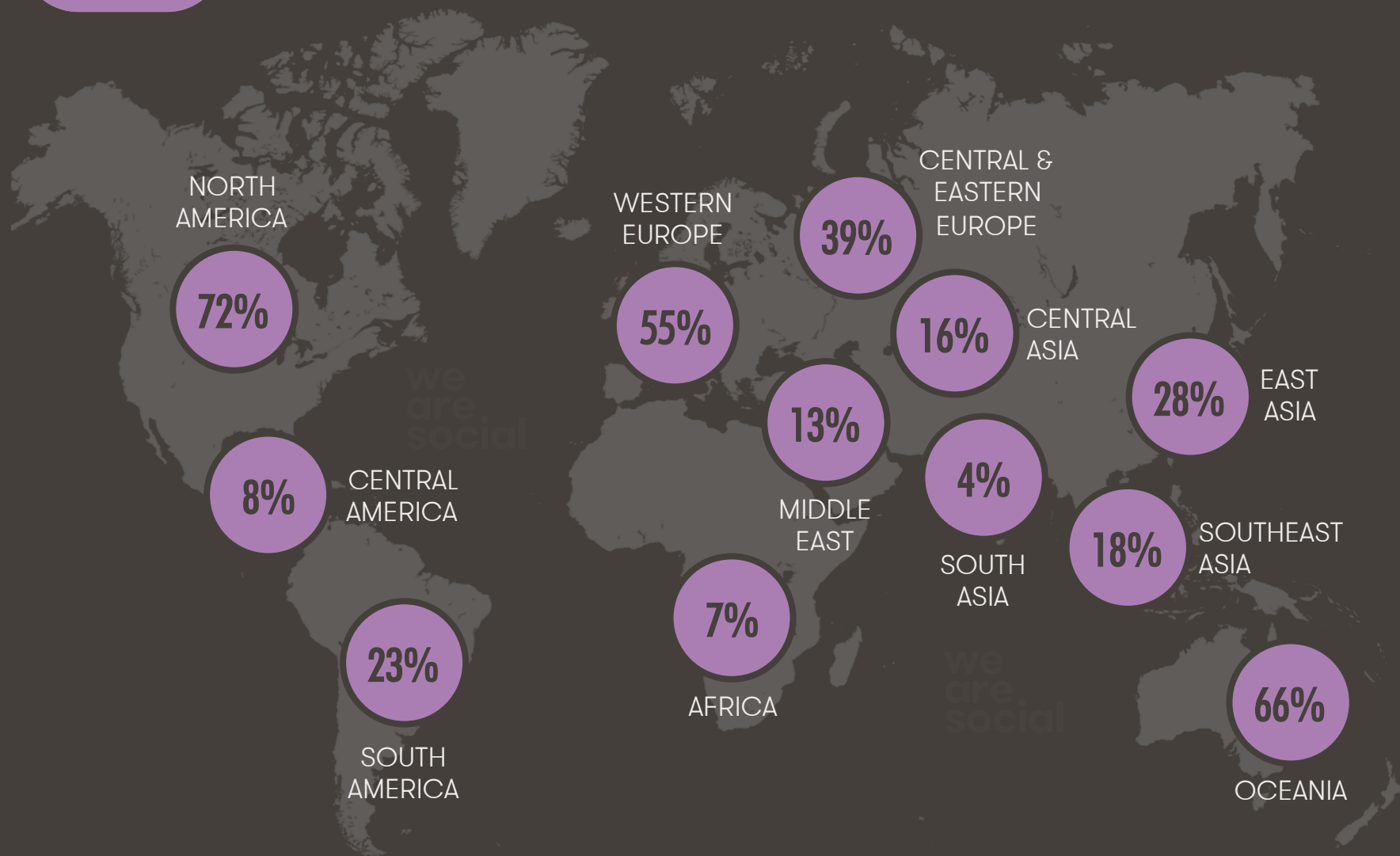
**JAN
2014**

MOBILE PENETRATION BY REGION



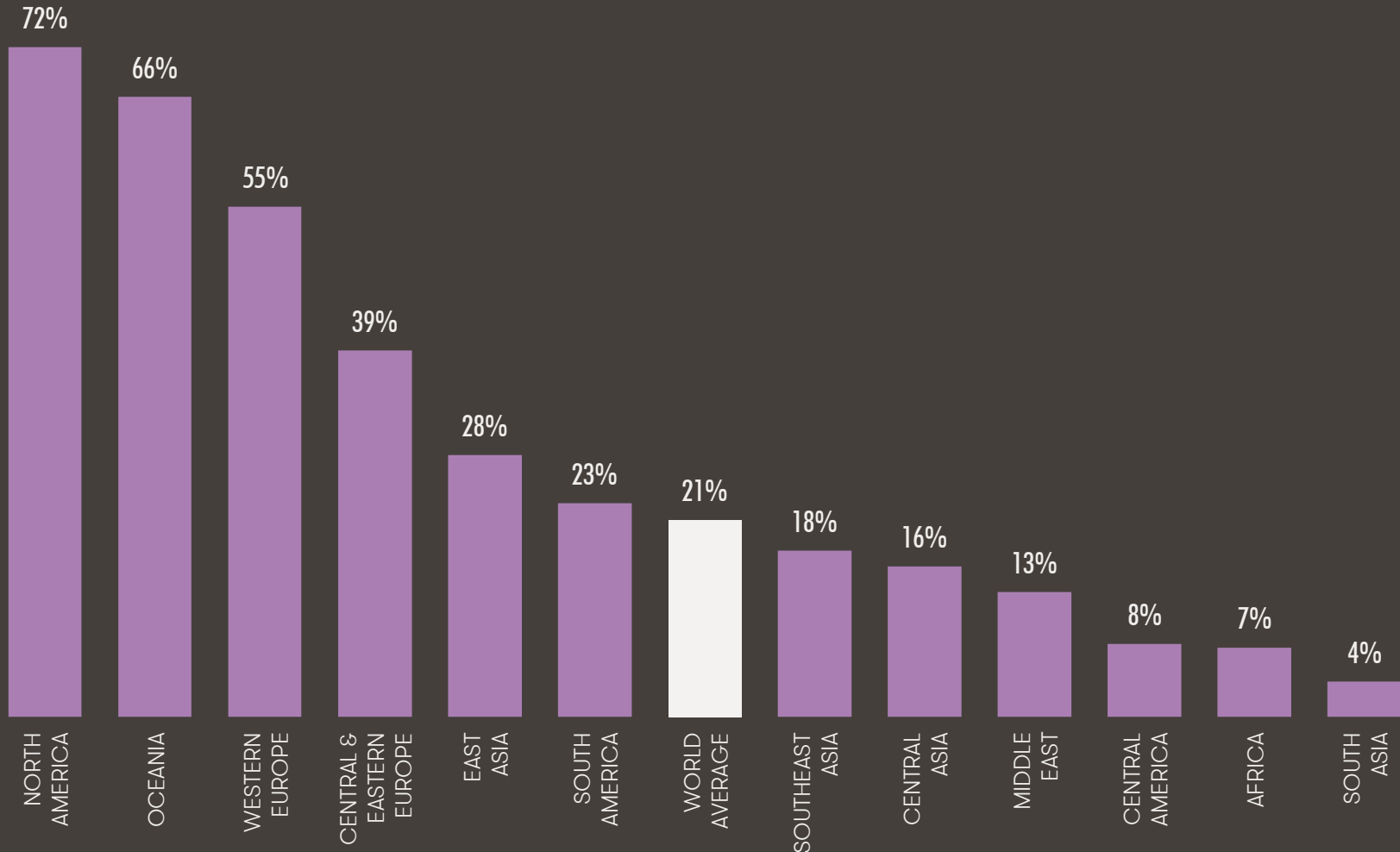
**JAN
2014**

MOBILE BROADBAND PENETRATION



**JAN
2014**

MOBILE BROADBAND PENETRATION



**JAN
2014**

MOBILE BROADBAND SUBSCRIPTIONS



**JAN
2014**

NORTH AMERICA

351,300,266

TOTAL POPULATION



82%

URBAN

18%

RURAL

284,093,742

INTERNET USERS



81%

INTERNET PENETRATION

197,033,600

ACTIVE SOCIAL NETWORK USERS



56%

SOCIAL NETWORKING PENETRATION

353,899,984

ACTIVE MOBILE SUBSCRIPTIONS



101%

MOBILE PENETRATION

**JAN
2014**

CENTRAL AMERICA

195,127,178

TOTAL POPULATION



71%

URBAN

29%

RURAL

66,034,487

INTERNET USERS



34%

INTERNET PENETRATION

66,951,880

ACTIVE SOCIAL NETWORK USERS



34%

SOCIAL NETWORKING PENETRATION

173,787,140

ACTIVE MOBILE SUBSCRIPTIONS



89%

MOBILE PENETRATION

**JAN
2014**

SOUTH AMERICA

408,157,815

TOTAL POPULATION



83%

URBAN

17%

RURAL

193,655,950

INTERNET USERS



47%

INTERNET PENETRATION

179,145,980

ACTIVE SOCIAL NETWORK USERS



44%

SOCIAL NETWORKING PENETRATION

508,079,743

ACTIVE MOBILE SUBSCRIPTIONS



124%

MOBILE PENETRATION

**JAN
2014**

WESTERN EUROPE

416,767,521

TOTAL POPULATION



77%

URBAN

23%

RURAL

326,197,681

INTERNET USERS



78%

INTERNET PENETRATION

185,034,740

ACTIVE SOCIAL NETWORK USERS



44%

SOCIAL NETWORKING PENETRATION

538,572,700

ACTIVE MOBILE SUBSCRIPTIONS



129%

MOBILE PENETRATION

**JAN
2014**

CENTRAL & EASTERN EUROPE

323,365,917

TOTAL POPULATION



68%

URBAN

32%

RURAL

174,727,847

INTERNET USERS



54%

INTERNET PENETRATION

106,440,000

ACTIVE SOCIAL NETWORK USERS



33%

SOCIAL NETWORKING PENETRATION

486,919,115

ACTIVE MOBILE SUBSCRIPTIONS



151%

MOBILE PENETRATION

**JAN
2014**

MIDDLE EAST

279,192,238

TOTAL POPULATION



72%

URBAN

28%

RURAL

102,346,717

INTERNET USERS



37%

INTERNET PENETRATION

66,900,000

ACTIVE SOCIAL NETWORK USERS



24%

SOCIAL NETWORKING PENETRATION

311,419,837

ACTIVE MOBILE SUBSCRIPTIONS



112%

MOBILE PENETRATION

**JAN
2014**

AFRICA

1,125,664,947

TOTAL POPULATION



39%

URBAN

61%

RURAL

205,185,547

INTERNET USERS



18%

INTERNET PENETRATION

79,851,240

ACTIVE SOCIAL NETWORK USERS



7%

SOCIAL NETWORKING PENETRATION

750,257,377

ACTIVE MOBILE SUBSCRIPTIONS



67%

MOBILE PENETRATION

**JAN
2014**

CENTRAL ASIA

113,197,987

TOTAL POPULATION



38%

URBAN

62%

RURAL

32,444,899

INTERNET USERS



29%

INTERNET PENETRATION

5,740,000

ACTIVE SOCIAL NETWORK USERS



5%

SOCIAL NETWORKING PENETRATION

102,433,527

ACTIVE MOBILE SUBSCRIPTIONS



90%

MOBILE PENETRATION

**JAN
2014**

SOUTH ASIA

1,630,919,286

TOTAL POPULATION



31%

URBAN

69%

RURAL

188,303,759

INTERNET USERS



12%

INTERNET PENETRATION

112,696,000

ACTIVE SOCIAL NETWORK USERS



7%

SOCIAL NETWORKING PENETRATION

1,173,703,583

ACTIVE MOBILE SUBSCRIPTIONS



72%

MOBILE PENETRATION

**JAN
2014**

EAST ASIA

1,584,806,482

TOTAL POPULATION



56%

URBAN

44%

RURAL

756,093,363

INTERNET USERS



48%

INTERNET PENETRATION

678,728,200

ACTIVE SOCIAL NETWORK USERS



43%

SOCIAL NETWORKING PENETRATION

1,451,087,957

ACTIVE MOBILE SUBSCRIPTIONS



92%

MOBILE PENETRATION

**JAN
2014**

SOUTHEAST ASIA

630,551,581

TOTAL POPULATION



45%

URBAN

55%

RURAL

155,173,606

INTERNET USERS



25%

INTERNET PENETRATION

161,996,000

ACTIVE SOCIAL NETWORK USERS



26%

SOCIAL NETWORKING PENETRATION

688,607,654

ACTIVE MOBILE SUBSCRIPTIONS



109%

MOBILE PENETRATION

**JAN
2014**

OCEANIA

36,425,600

TOTAL POPULATION



71%

URBAN

29%

RURAL

23,025,488

INTERNET USERS



63%

INTERNET PENETRATION

16,163,220

ACTIVE SOCIAL NETWORK USERS



44%

SOCIAL NETWORKING PENETRATION

34,181,507

ACTIVE MOBILE SUBSCRIPTIONS



94%

MOBILE PENETRATION

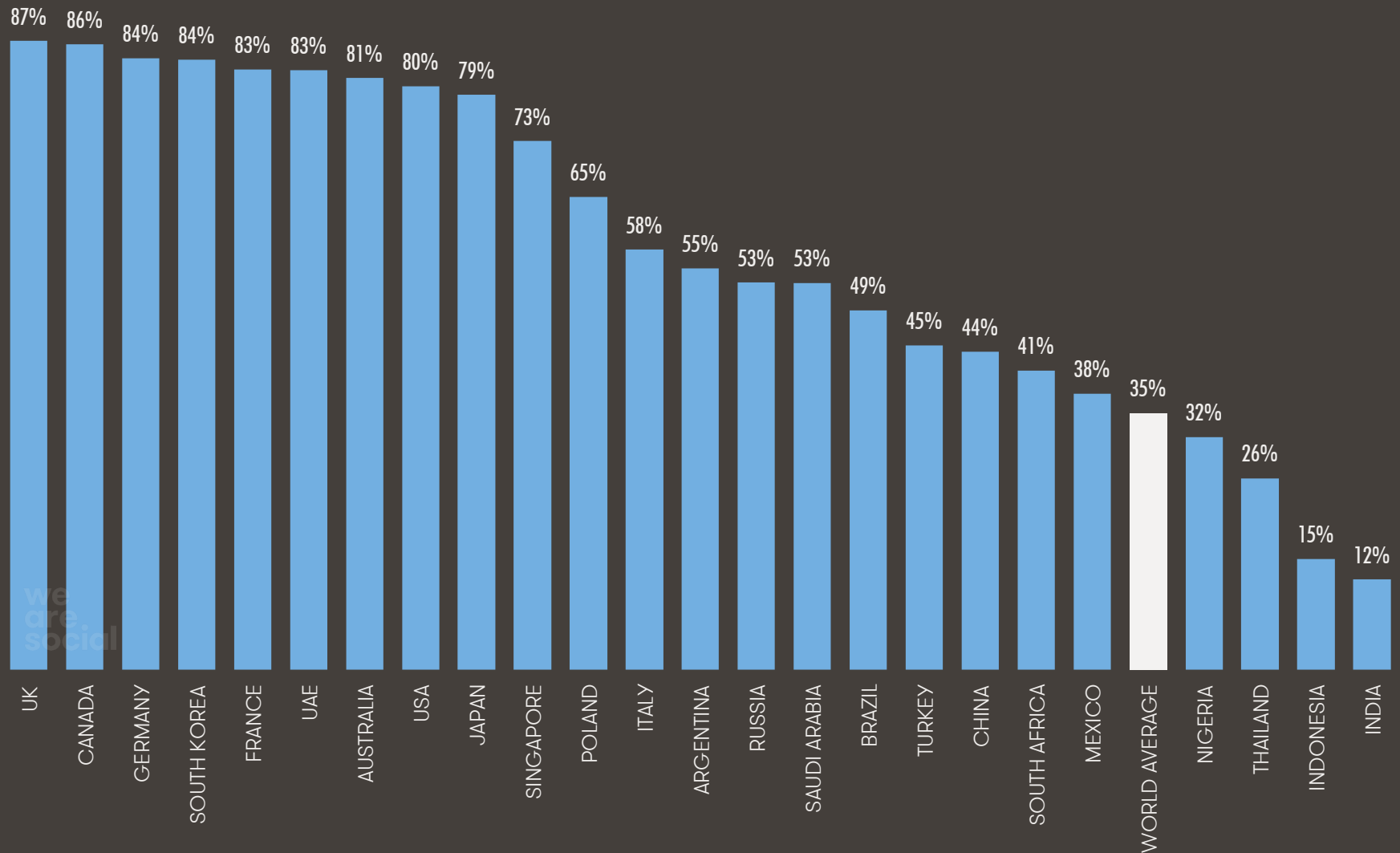
JAN
2014

INTERNET PENETRATION BY COUNTRY



JAN
2014

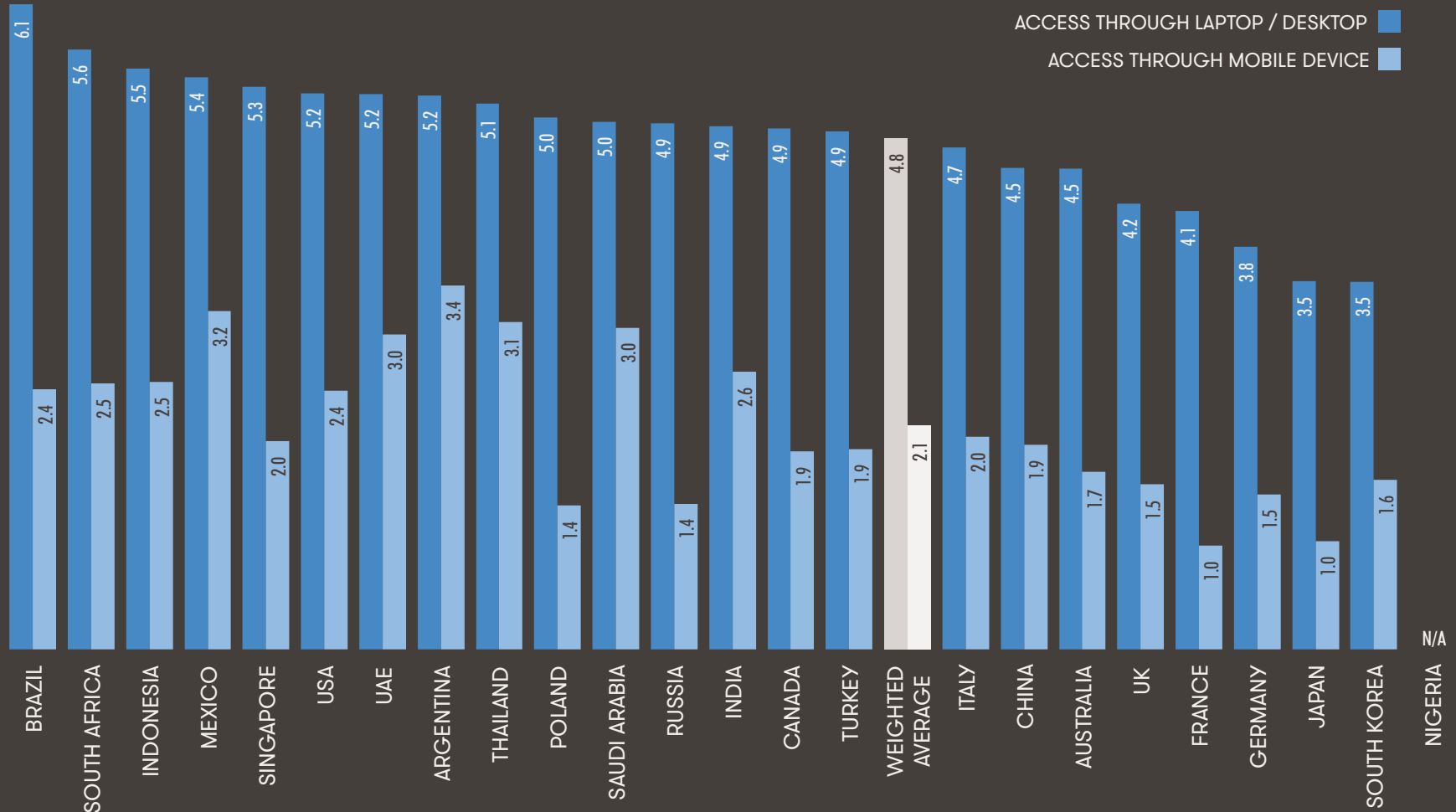
INTERNET PENETRATION BY COUNTRY



**JAN
2014**

TIME SPENT ON THE INTERNET

AVERAGE NUMBER OF HOURS PER DAY SPENT BY INTERNET USERS ON THE INTERNET



**JAN
2014**

SOCIAL PENETRATION BY COUNTRY

VERSION 1: BASED ON ACTIVE USERS OF THE LARGEST ACTIVE SOCIAL NETWORK IN EACH COUNTRY



JAN
2014

SOCIAL PENETRATION BY COUNTRY

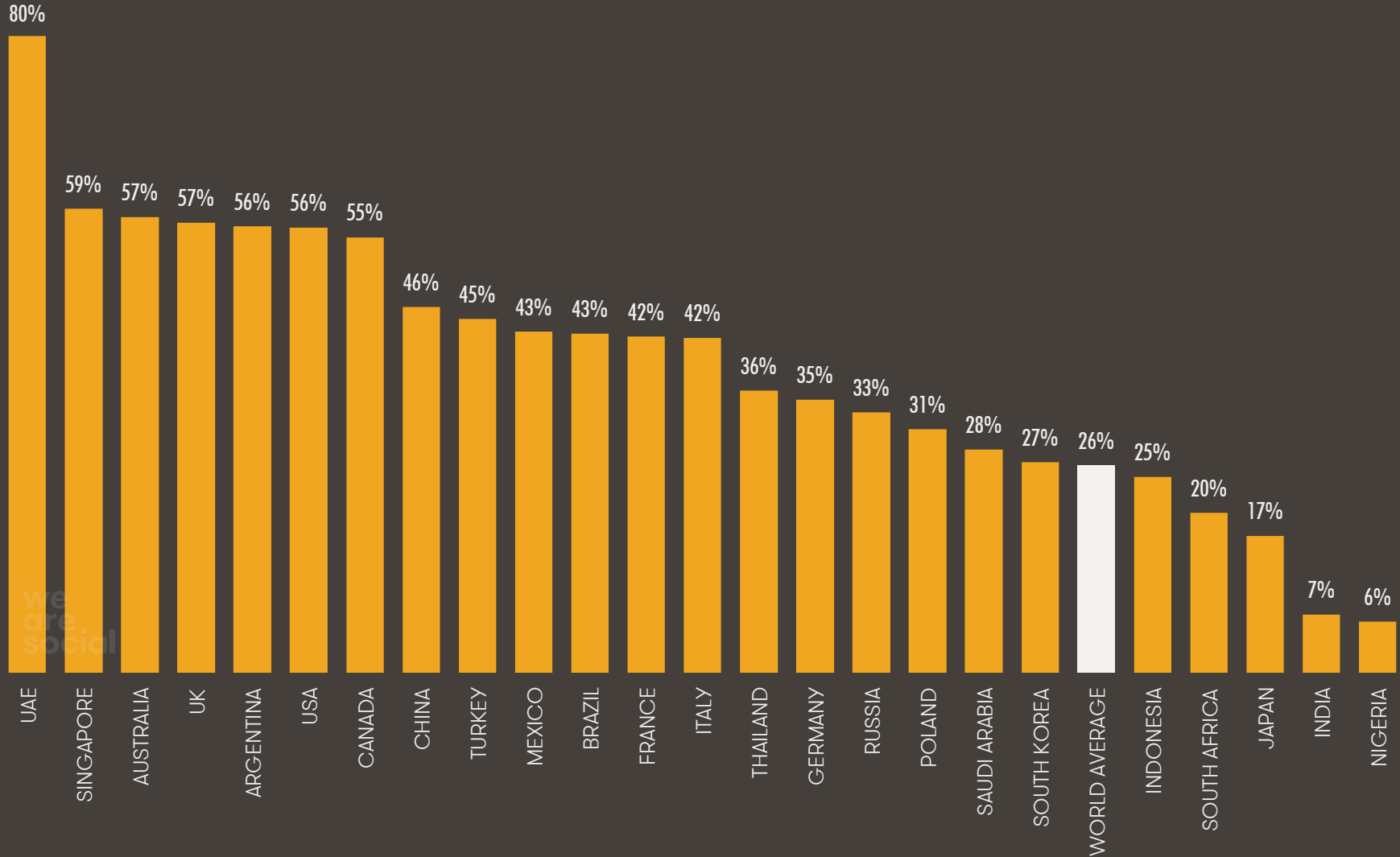
VERSION 2: BASED ON A GLOBALWEBINDEX SURVEY OF EACH COUNTRY'S INTERNET USERS



**JAN
2014**

SOCIAL PENETRATION BY COUNTRY

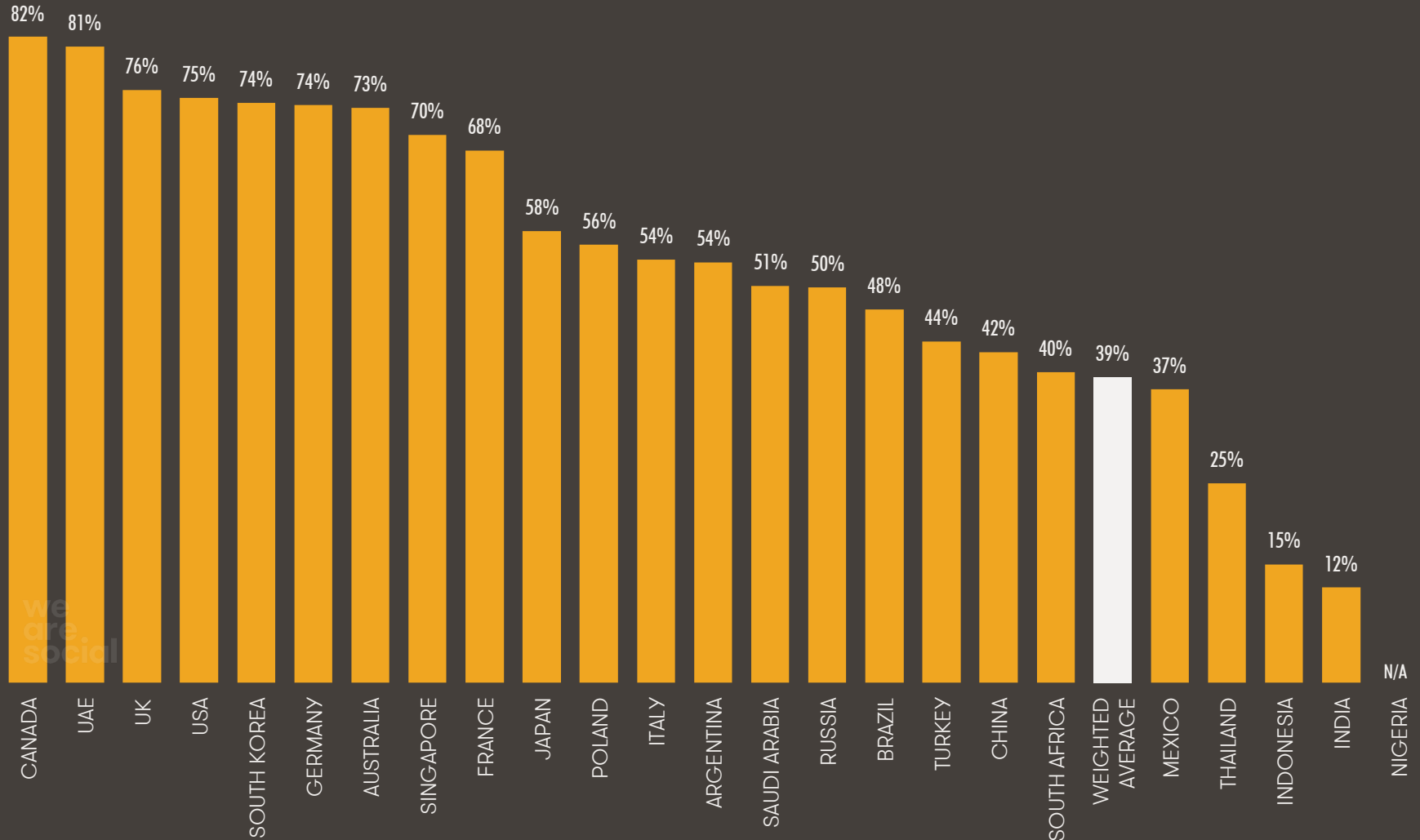
VERSION 1: BASED ON ACTIVE USERS OF THE LARGEST ACTIVE SOCIAL NETWORK IN EACH COUNTRY



**JAN
2014**

SOCIAL PENETRATION BY COUNTRY

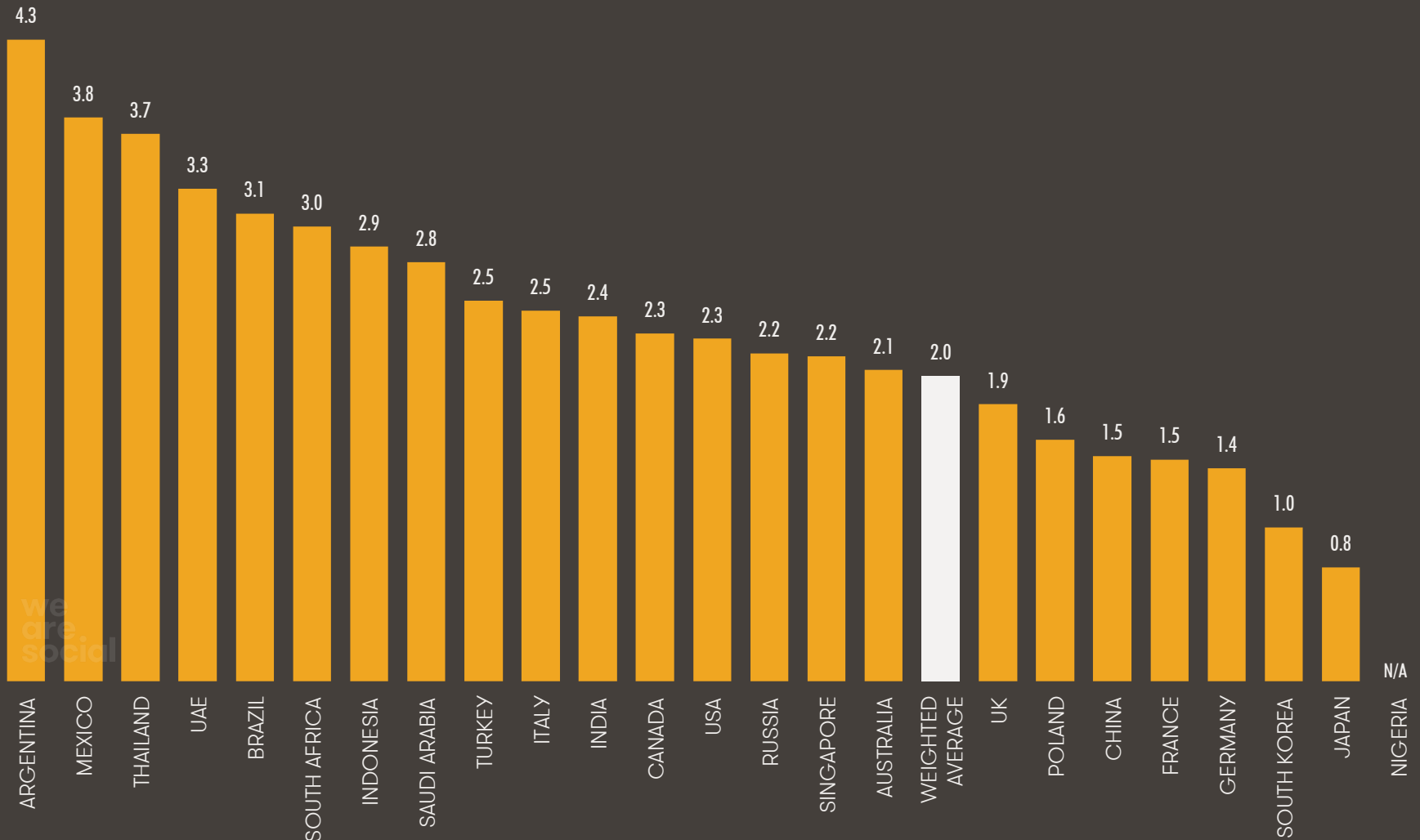
VERSION 2: BASED ON A GLOBALWEBINDEX SURVEY OF EACH COUNTRY'S INTERNET USERS



**JAN
2014**

TIME SPENT ON SOCIAL MEDIA

AVERAGE NUMBER OF HOURS PER DAY SPENT BY SOCIAL MEDIA USERS ON ALL SOCIAL CHANNELS



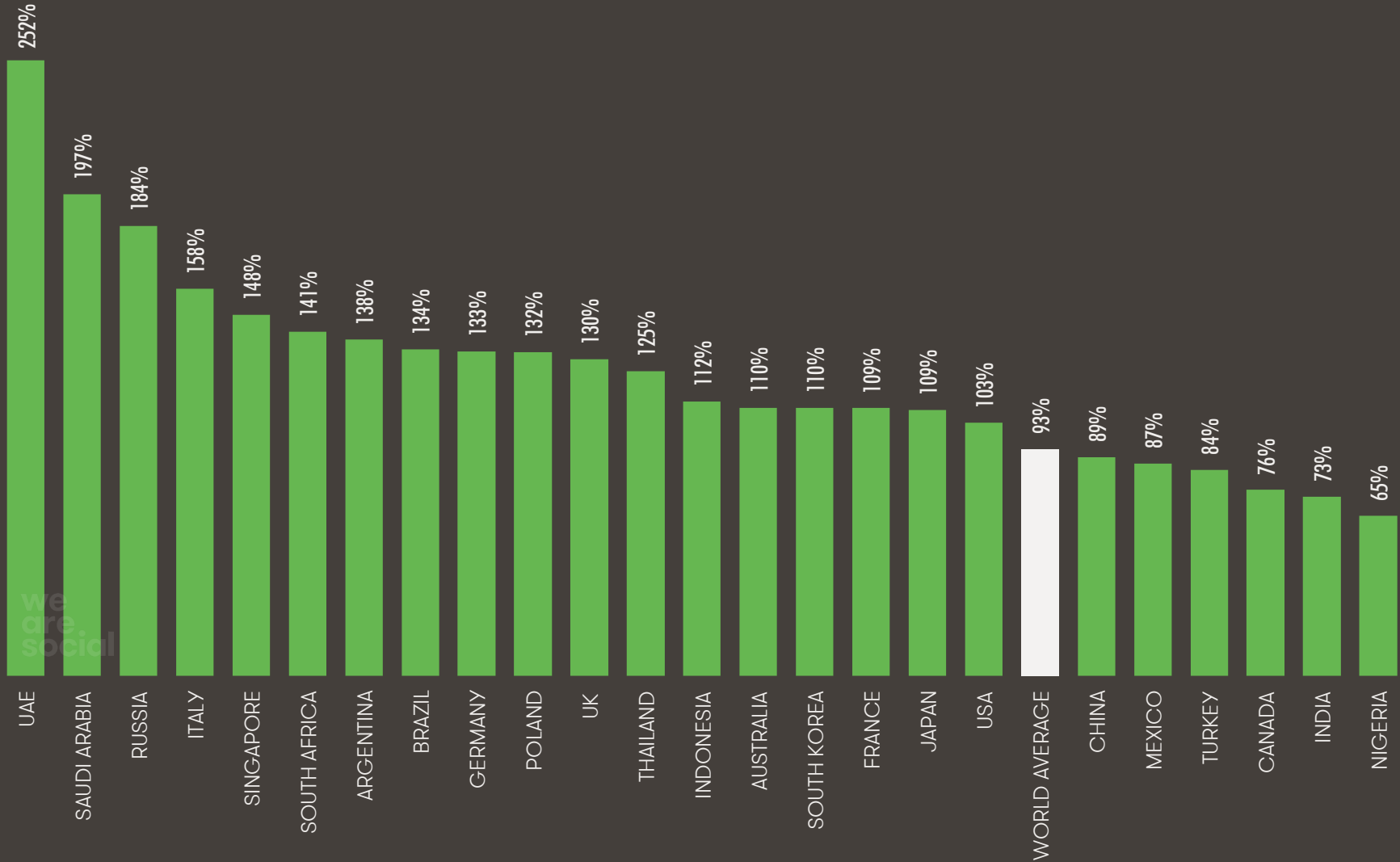
JAN
2014

MOBILE PENETRATION BY COUNTRY



JAN
2014

MOBILE PENETRATION BY COUNTRY





INDIVIDUAL COUNTRY SNAPSHOTS



ARGENTINA

**JAN
2014**

ARGENTINA: DATA SNAPSHOT



42,610,981

TOTAL POPULATION



93%

URBAN

7%

RURAL

23,543,412

INTERNET USERS



55%

INTERNET PENETRATION

24,000,000

ACTIVE FACEBOOK USERS



56%

FACEBOOK PENETRATION

58,599,390

ACTIVE MOBILE SUBSCRIPTIONS



138%

MOBILE PENETRATION

**JAN
2014**

ARGENTINA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



5H 11M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



42%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



3H 25M

**JAN
2014**

ARGENTINA: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



54%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



4H 17M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



59%

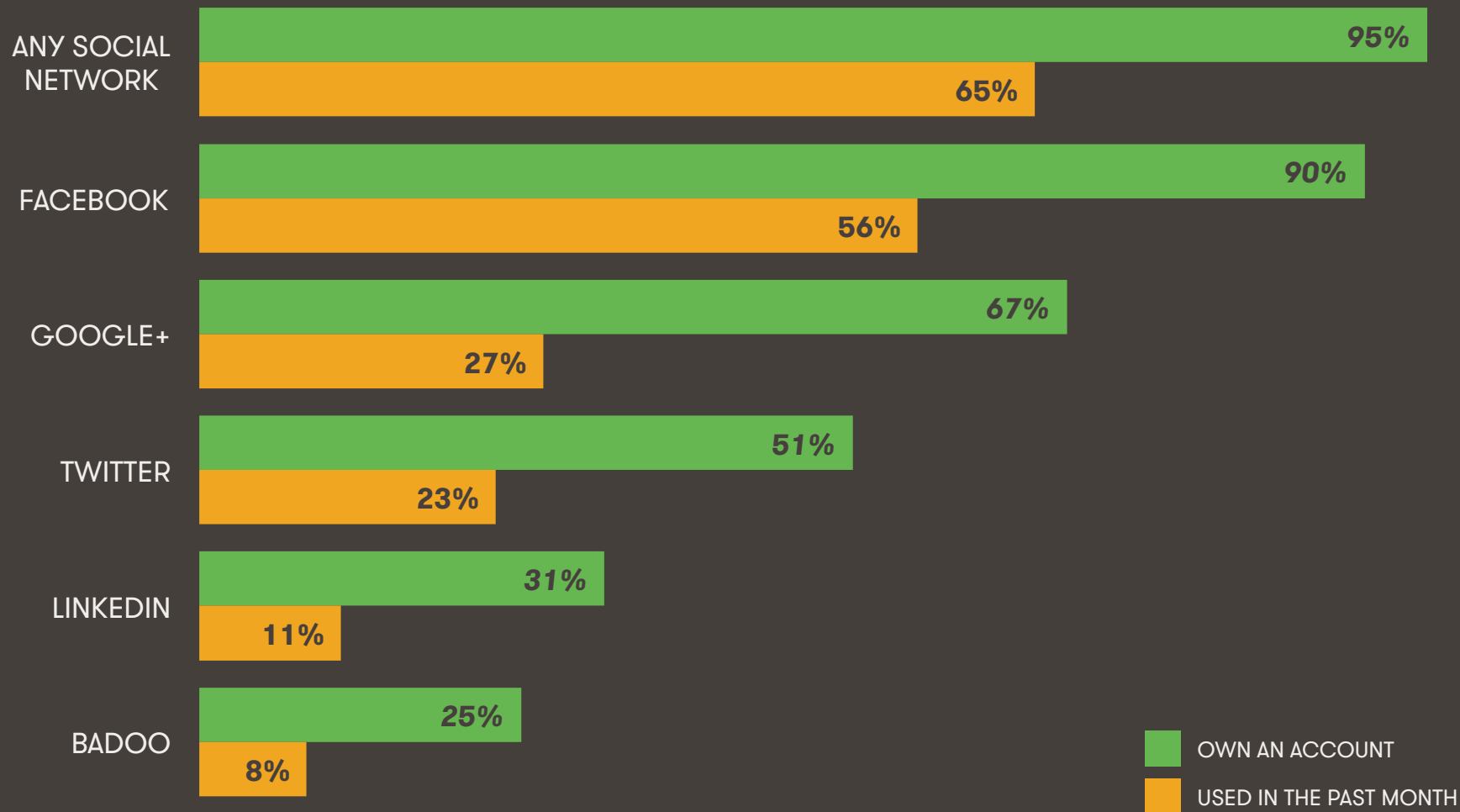
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



21%

**JAN
2014**

ARGENTINA: SOCIAL MEDIA USE



**JAN
2014**

ARGENTINA: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



31%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



86%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE

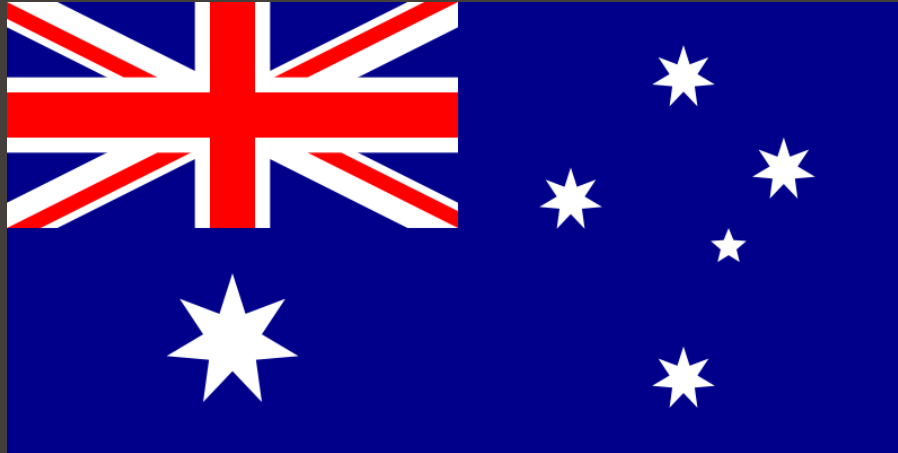


85%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



25%



AUSTRALIA

**JAN
2014**

AUSTRALIA: DATA SNAPSHOT



22,262,501

TOTAL POPULATION



89%

URBAN

11%

RURAL

18,129,727

INTERNET USERS



81%

INTERNET PENETRATION

12,800,000

ACTIVE FACEBOOK USERS



57%

FACEBOOK PENETRATION

24,400,000

ACTIVE MOBILE SUBSCRIPTIONS



110%

MOBILE PENETRATION

**JAN
2014**

AUSTRALIA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



4H 30M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



59%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



1H 40M

**JAN
2014**

AUSTRALIA: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



73%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



2H 05M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



55%

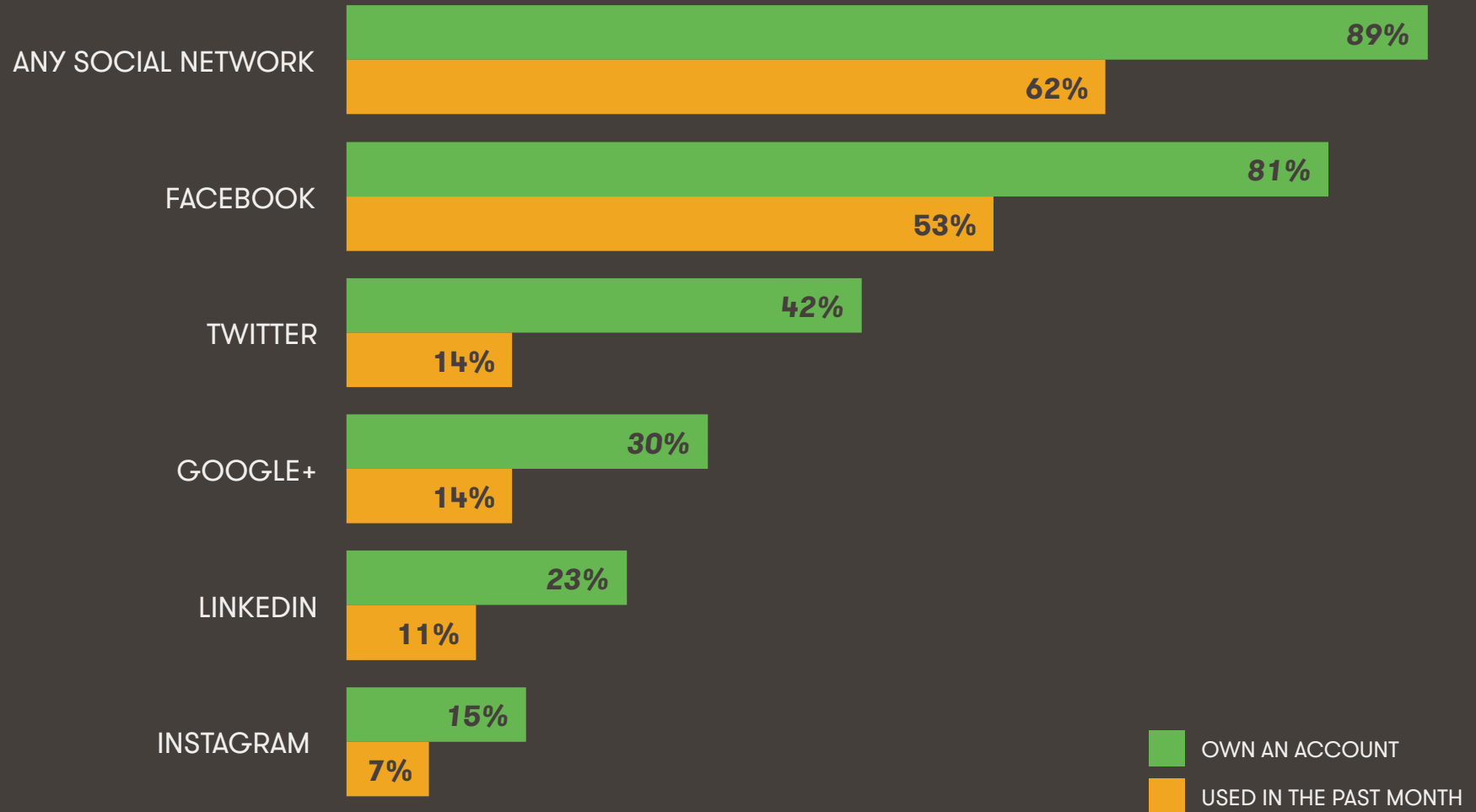
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



14%

**JAN
2014**

AUSTRALIA: SOCIAL MEDIA USE



**JAN
2014**

AUSTRALIA: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



65%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



90%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



78%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



41%



BRAZIL

**JAN
2014**

BRAZIL: DATA SNAPSHOT



201,009,622

TOTAL POPULATION



85%

URBAN

15%

RURAL

99,357,737

INTERNET USERS



49%

INTERNET PENETRATION

86,000,000

ACTIVE FACEBOOK USERS



43%

FACEBOOK PENETRATION

268,440,423

ACTIVE MOBILE SUBSCRIPTIONS



134%

MOBILE PENETRATION

**JAN
2014**

BRAZIL: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



6H 03M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



39%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



2H 26M

**JAN
2014**

BRAZIL: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



48%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



3H 08M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



59%

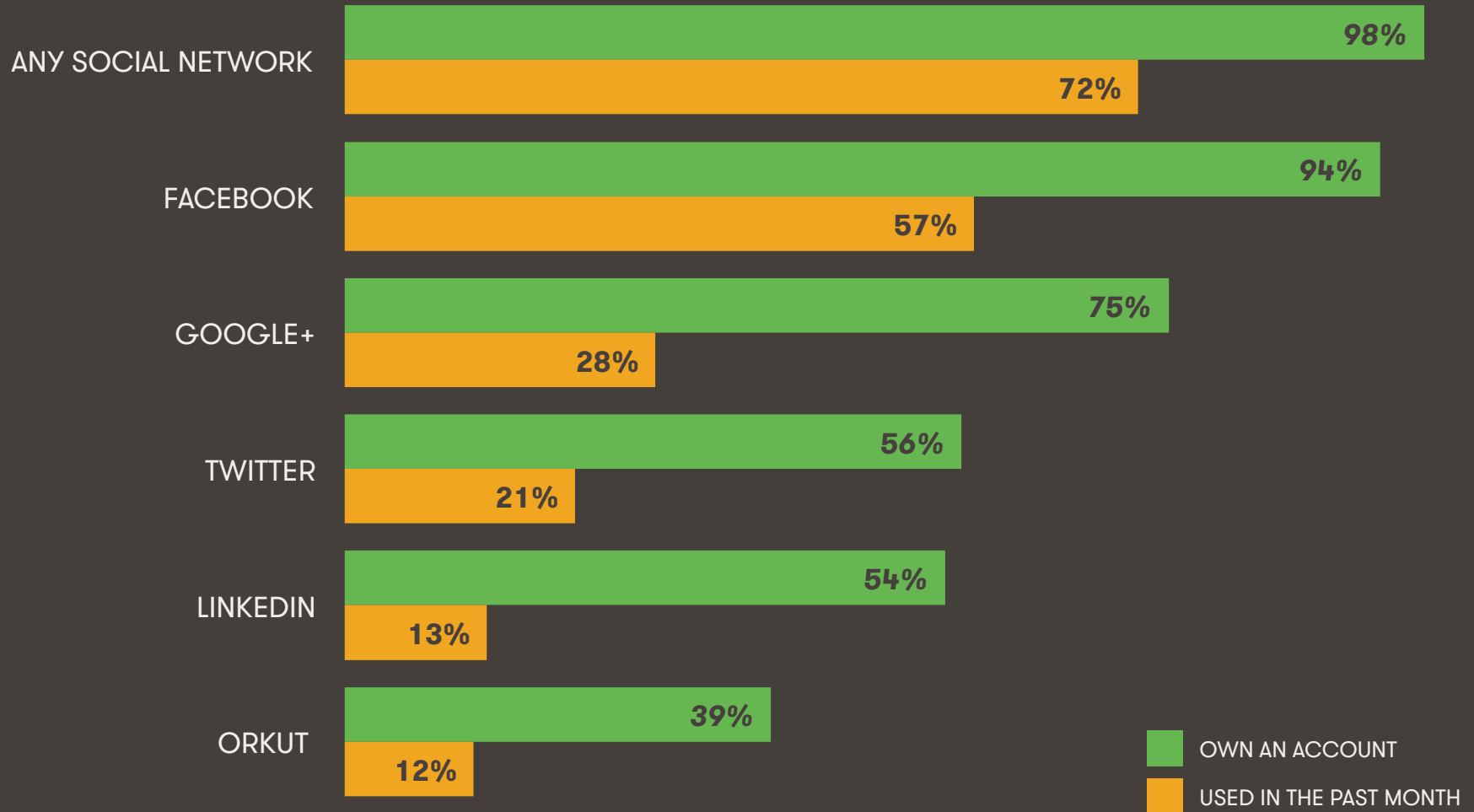
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



24%

**JAN
2014**

BRAZIL: SOCIAL MEDIA USE



**JAN
2014**

BRAZIL: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



26%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



89%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



82%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



30%



CANADA

**JAN
2014**

CANADA: DATA SNAPSHOT



34,568,211

TOTAL POPULATION



81%

URBAN

19%

RURAL

29,760,764

INTERNET USERS



86%

INTERNET PENETRATION

19,000,000

ACTIVE FACEBOOK USERS



55%

FACEBOOK PENETRATION

26,263,000

ACTIVE MOBILE SUBSCRIPTIONS



76%

MOBILE PENETRATION

**JAN
2014**

CANADA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



4H 53M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



58%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



1H 51M

**JAN
2014**

CANADA: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



82%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



2H 19M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



46%

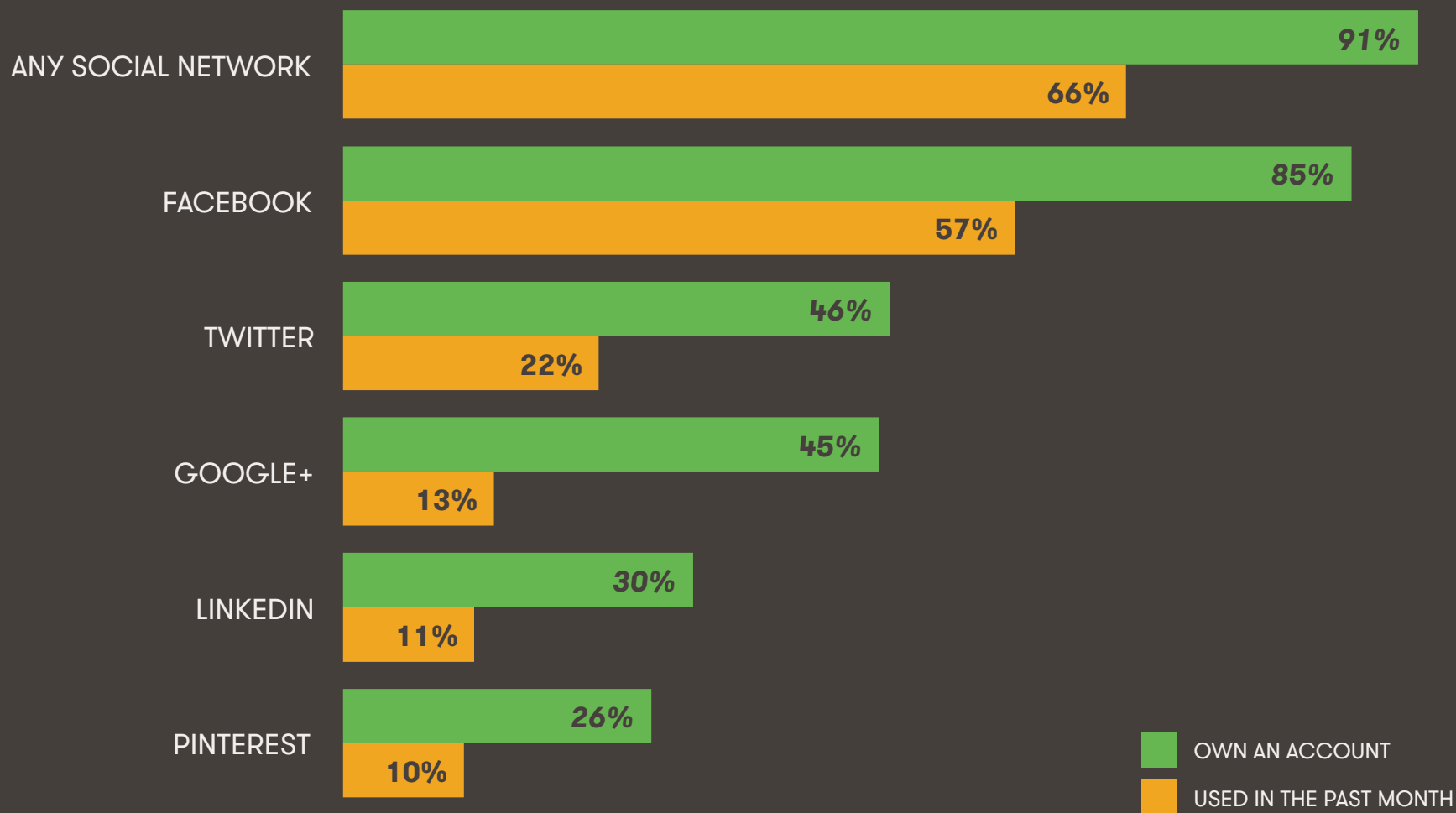
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



9%

**JAN
2014**

CANADA: SOCIAL MEDIA USE



**JAN
2014**

CANADA: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



56%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



89%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



77%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



27%



CHINA

**JAN
2014**

CHINA: DATA SNAPSHOT



1,349,585,838

TOTAL POPULATION



51%

URBAN

49%

RURAL

590,560,000

INTERNET USERS



44%

INTERNET PENETRATION

623,300,000

ACTIVE QZONE USERS



46%

QZONE PENETRATION

1,206,553,000

ACTIVE MOBILE SUBSCRIPTIONS



89%

MOBILE PENETRATION

**JAN
2014**

CHINA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



4H 31M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



43%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



1H 55M

**JAN
2014**

CHINA: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



42%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



1H 30M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



51%

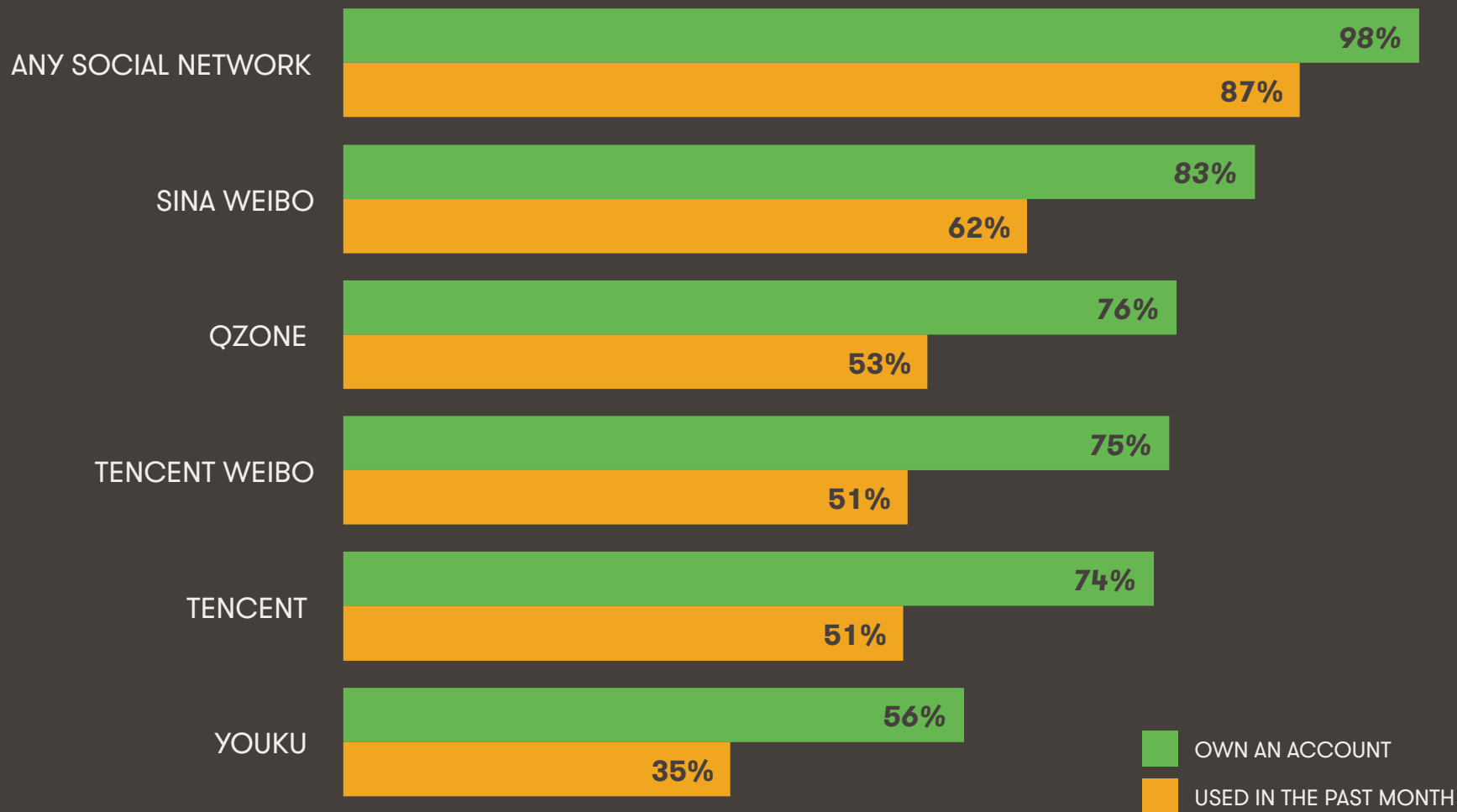
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



24%

**JAN
2014**

CHINA: SOCIAL MEDIA USE



**JAN
2014**

CHINA: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



47%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



96%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE

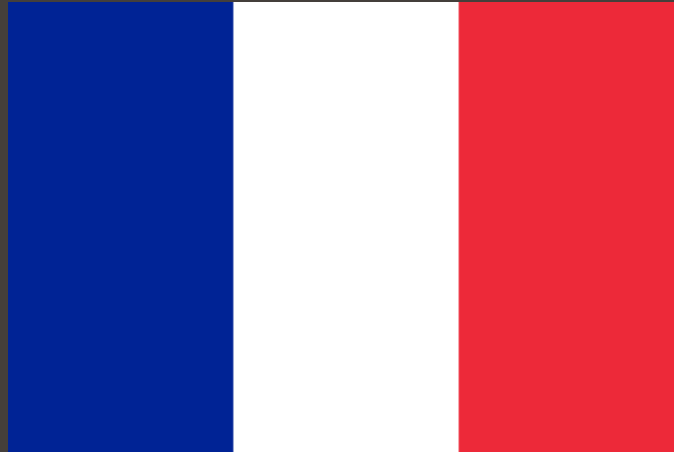


98%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



69%



FRANCE

**JAN
2014**

FRANCE: DATA SNAPSHOT



65,951,611

TOTAL POPULATION



86%

URBAN

14%

RURAL

54,473,474

INTERNET USERS



83%

INTERNET PENETRATION

28,000,000

ACTIVE FACEBOOK USERS



42%

FACEBOOK PENETRATION

72,180,000

ACTIVE MOBILE SUBSCRIPTIONS



109%

MOBILE PENETRATION

**JAN
2014**

FRANCE: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



4H 07M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



54%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



0H 58M

**JAN
2014**

FRANCE: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



68%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



1H 29M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



41%

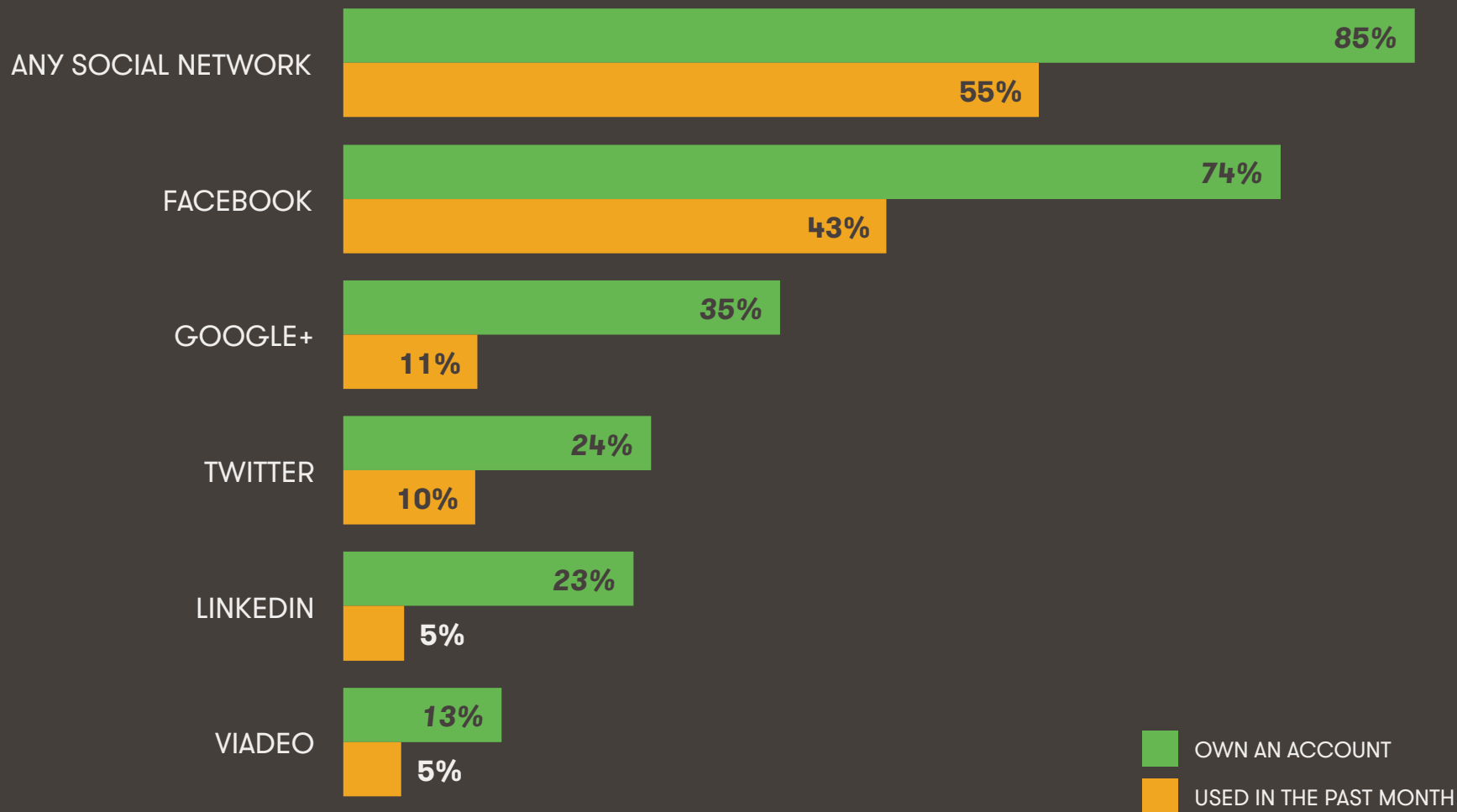
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



10%

**JAN
2014**

FRANCE: SOCIAL MEDIA USE



**JAN
2014**

FRANCE: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



42%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



88%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



74%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



26%



GERMANY

**JAN
2014**

GERMANY: DATA SNAPSHOT



81,147,265

TOTAL POPULATION



74%

URBAN

26%

RURAL

68,296,919

INTERNET USERS



84%

INTERNET PENETRATION

28,000,000

ACTIVE FACEBOOK USERS



35%

FACEBOOK PENETRATION

107,700,000

ACTIVE MOBILE SUBSCRIPTIONS



133%

MOBILE PENETRATION

**JAN
2014**

GERMANY: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



3H 46M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



62%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



1H 27M

**JAN
2014**

GERMANY: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



74%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



1 H 25M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



46%

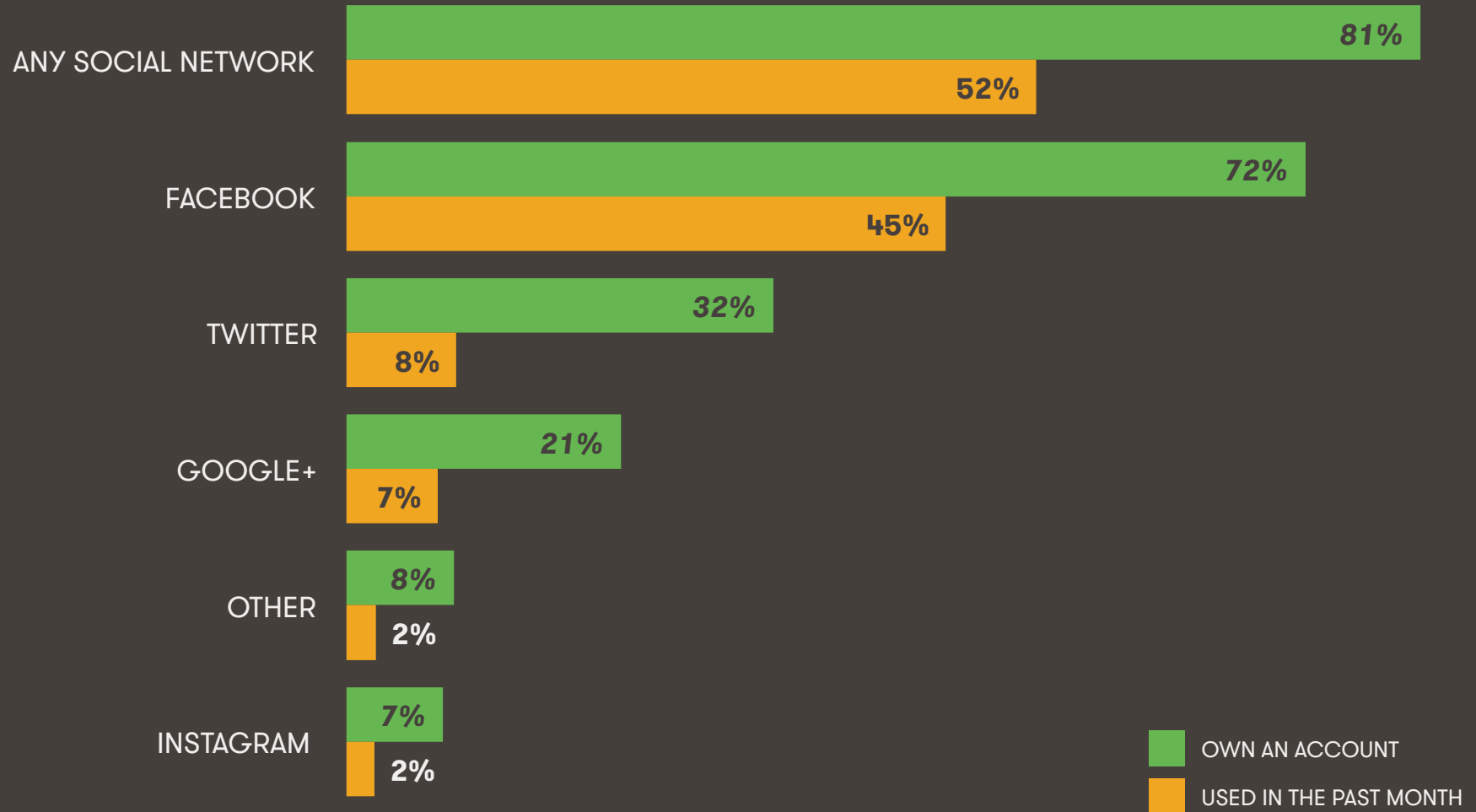
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



13%

**JAN
2014**

GERMANY: SOCIAL MEDIA USE



**JAN
2014**

GERMANY: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



40%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



88%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



76%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



32%



INDIA

**JAN
2014**

INDIA: DATA SNAPSHOT



1,220,800,359

TOTAL POPULATION



31%

URBAN

69%

RURAL

151,598,994

INTERNET USERS



12%

INTERNET PENETRATION

90,000,000

ACTIVE FACEBOOK USERS



7%

FACEBOOK PENETRATION

893,862,000

ACTIVE MOBILE SUBSCRIPTIONS



73%

MOBILE PENETRATION

**JAN
2014**

INDIA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



4H 54M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



11%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



2H 36M

**JAN
2014**

INDIA: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



12%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



2H 26M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



57%

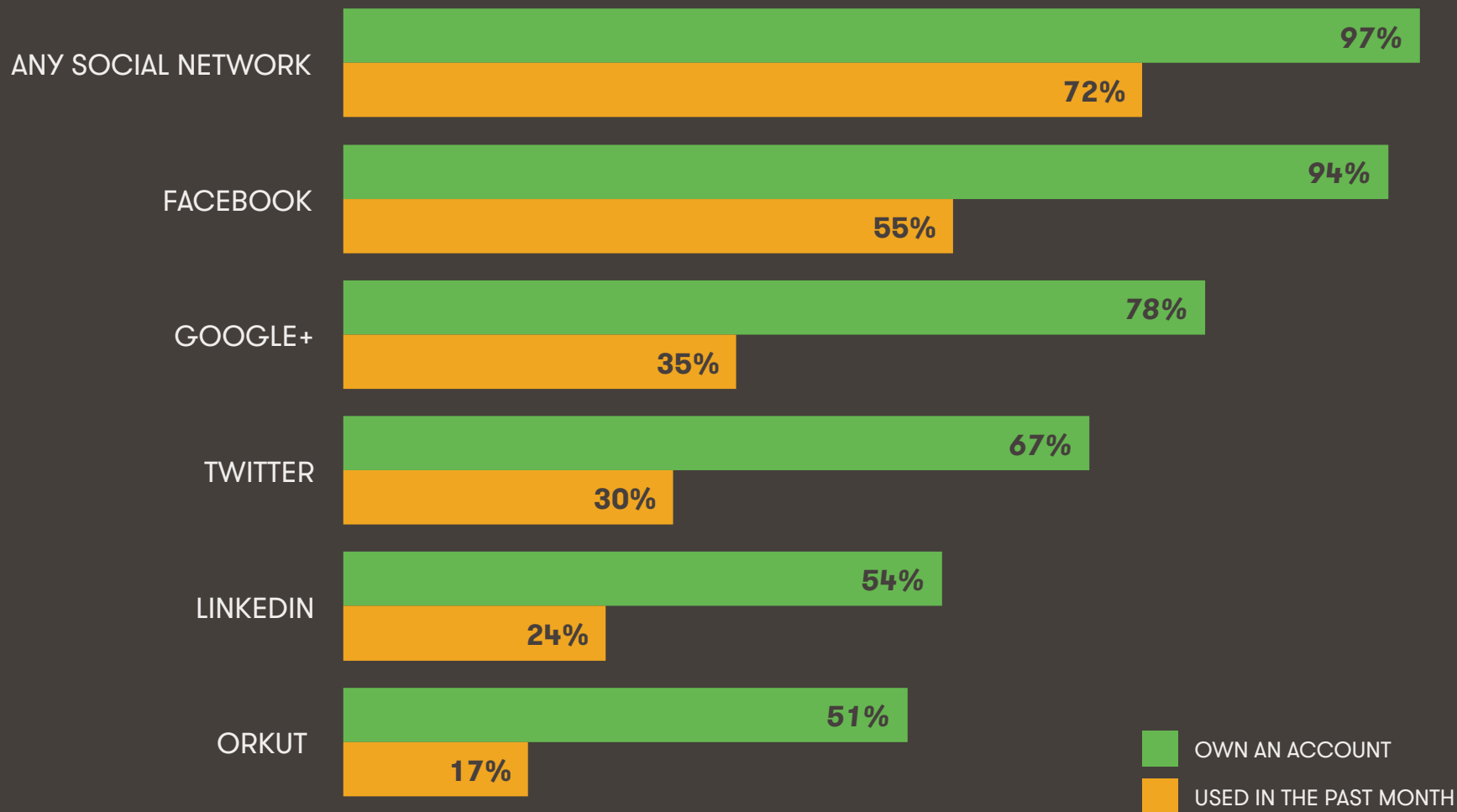
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



29%

**JAN
2014**

INDIA: SOCIAL MEDIA USE



**JAN
2014**

INDIA: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



13%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



95%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



91%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



54%



INDONESIA

**JAN
2014**

INDONESIA: DATA SNAPSHOT



251,160,124

TOTAL POPULATION



51%

URBAN

49%

RURAL

38,191,873

INTERNET USERS



15%

INTERNET PENETRATION

62,000,000

ACTIVE FACEBOOK USERS



25%

FACEBOOK PENETRATION

281,963,665

ACTIVE MOBILE SUBSCRIPTIONS



112%

MOBILE PENETRATION

**JAN
2014**

INDONESIA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



5H 27M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



14%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



2H 30M

**JAN
2014**

INDONESIA: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



15%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



2H 54M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



74%

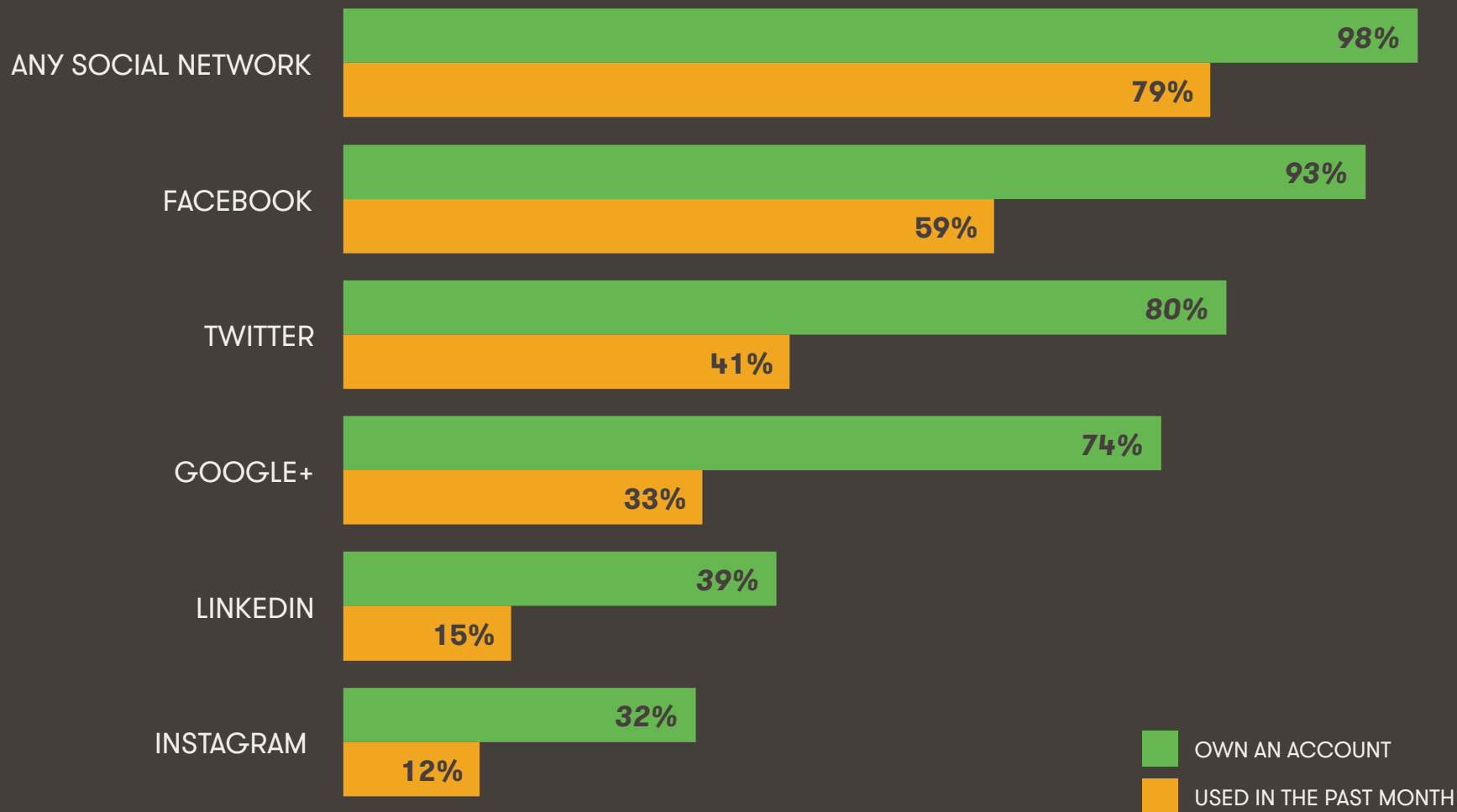
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



32%

**JAN
2014**

INDONESIA: SOCIAL MEDIA USE



**JAN
2014**

INDONESIA: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



14%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



94%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



95%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



57%



ITALY

**JAN
2014**

ITALY: DATA SNAPSHOT



61,482,297

TOTAL POPULATION



68%

URBAN

32%

RURAL

35,531,527

INTERNET USERS



58%

INTERNET PENETRATION

26,000,000

ACTIVE FACEBOOK USERS



42%

FACEBOOK PENETRATION

97,226,000

ACTIVE MOBILE SUBSCRIPTIONS



158%

MOBILE PENETRATION

**JAN
2014**

ITALY: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



4H 42M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



46%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



1H 59M

**JAN
2014**

ITALY: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



54%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



2H 29M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



47%

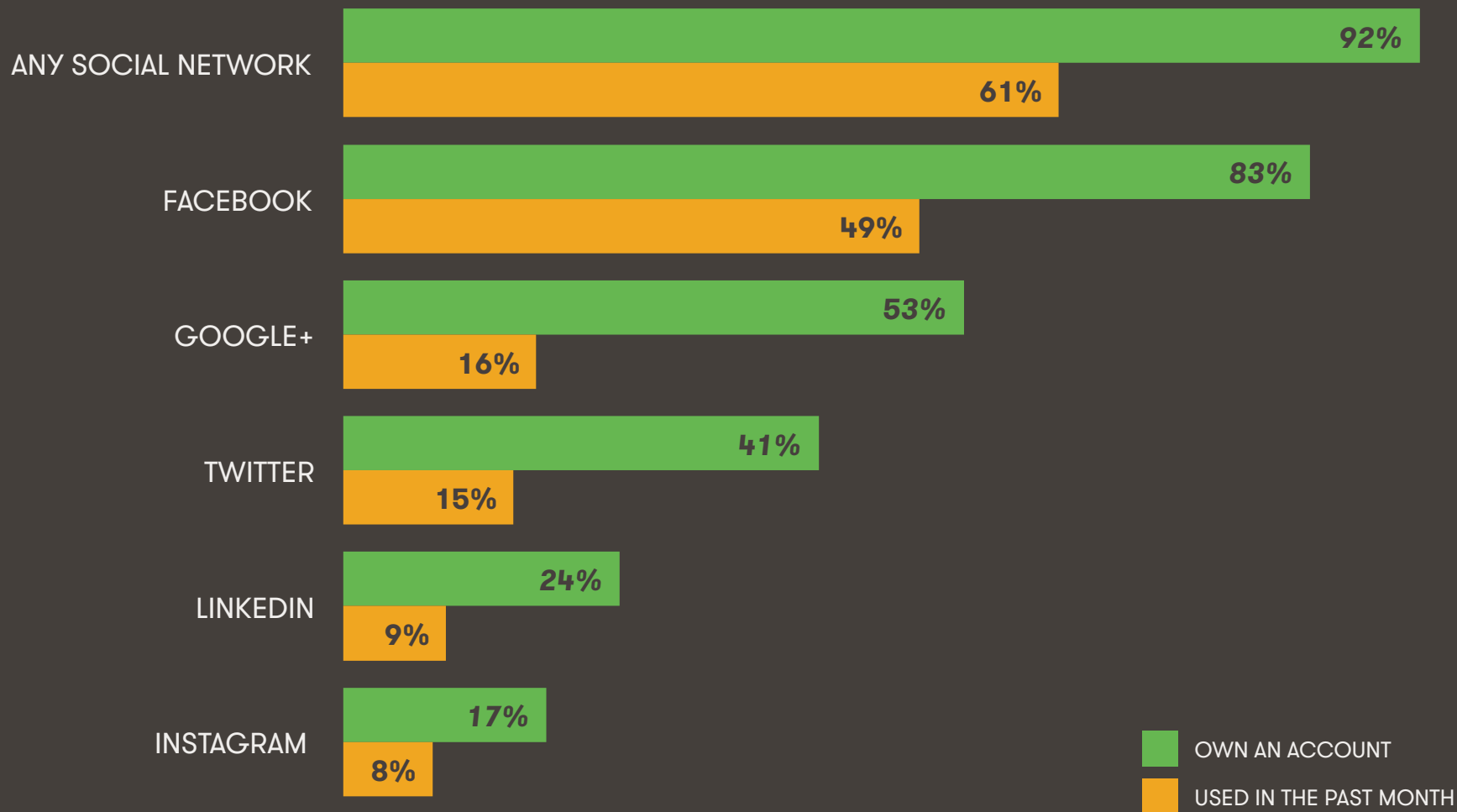
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



16%

**JAN
2014**

ITALY: SOCIAL MEDIA USE



**JAN
2014**

ITALY: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



41%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



92%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE

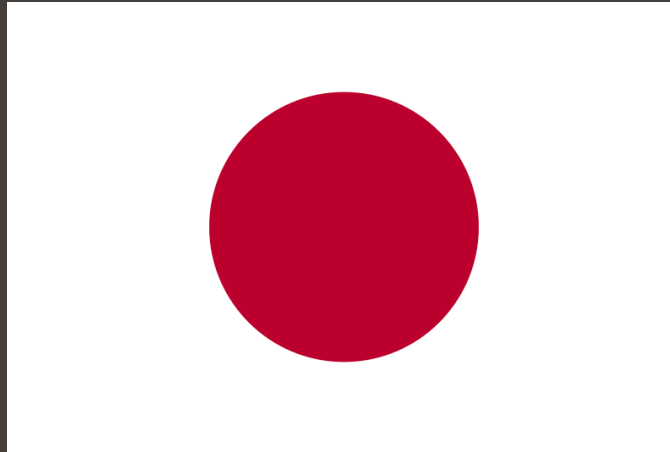


84%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



30%



JAPAN

**JAN
2014**

JAPAN: DATA SNAPSHOT



127,253,075

TOTAL POPULATION



91%

URBAN

9%

RURAL

100,684,474

INTERNET USERS



79%

INTERNET PENETRATION

22,000,000

ACTIVE FACEBOOK USERS



17%

FACEBOOK PENETRATION

138,362,823

ACTIVE MOBILE SUBSCRIPTIONS



109%

MOBILE PENETRATION

**JAN
2014**

JAPAN: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



3H 27M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



48%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



1H 01M

**JAN
2014**

JAPAN: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



58%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



0H 45M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



11%

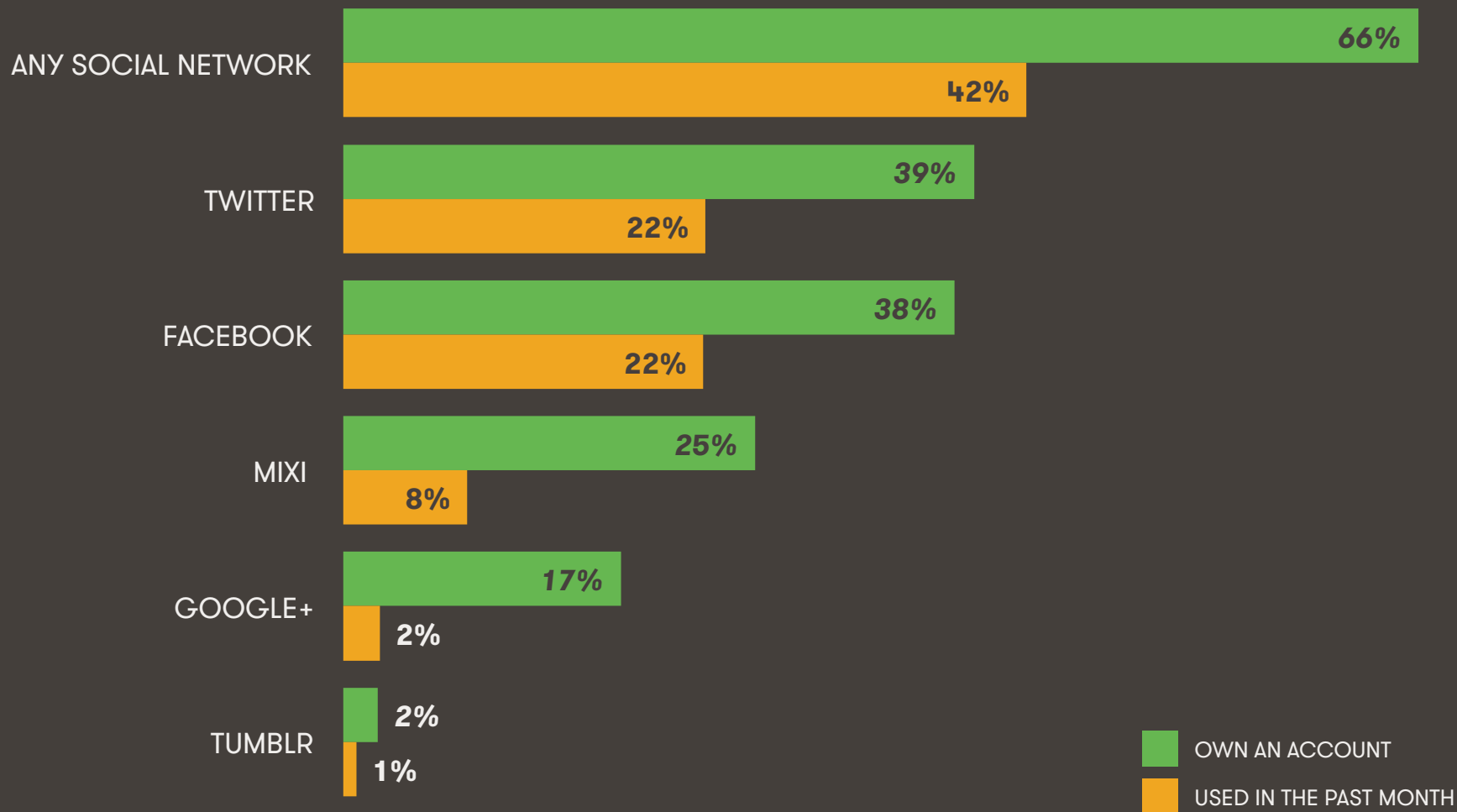
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



5%

**JAN
2014**

JAPAN: SOCIAL MEDIA USE



**JAN
2014**

JAPAN: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



25%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



89%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



81%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



44%



MEXICO

**JAN
2014**

MEXICO: DATA SNAPSHOT



116,220,947

TOTAL POPULATION



78%

URBAN

22%

RURAL

44,173,551

INTERNET USERS



38%

INTERNET PENETRATION

50,000,000

ACTIVE FACEBOOK USERS



43%

FACEBOOK PENETRATION

100,785,917

ACTIVE MOBILE SUBSCRIPTIONS



87%

MOBILE PENETRATION

**JAN
2014**

MEXICO: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



5H 22M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



33%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



3H 10M

**JAN
2014**

MEXICO: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



37%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



3H 46M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



59%

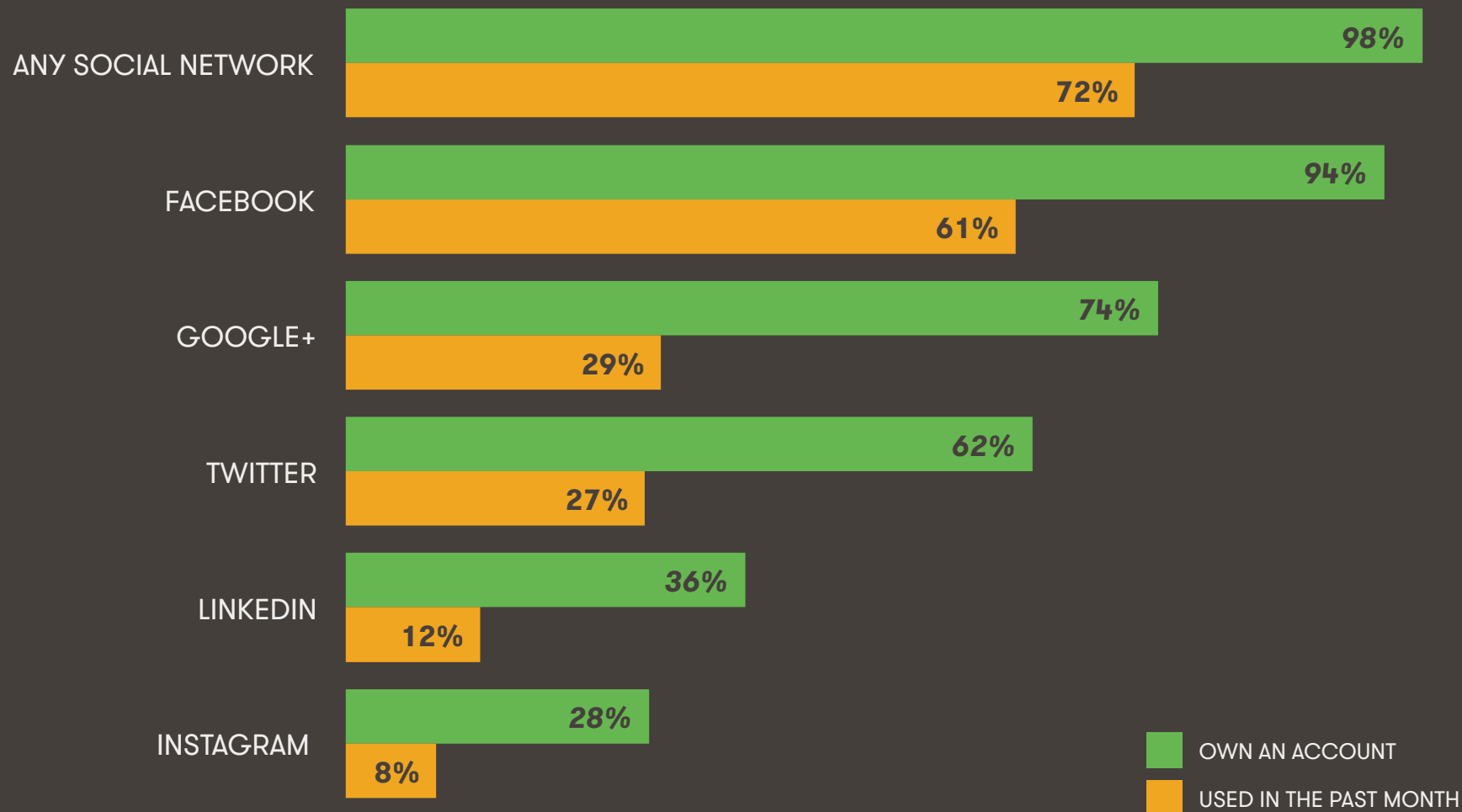
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



21%

**JAN
2014**

MEXICO: SOCIAL MEDIA USE



**JAN
2014**

MEXICO: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



37%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



95%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



91%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



39%



NIGERIA

**JAN
2014**

NIGERIA: DATA SNAPSHOT



174,507,539

TOTAL POPULATION



50%

URBAN

50%

RURAL

55,930,391

INTERNET USERS



32%

INTERNET PENETRATION

11,200,000

ACTIVE FACEBOOK USERS



6%

FACEBOOK PENETRATION

114,000,000

ACTIVE MOBILE SUBSCRIPTIONS



65%

MOBILE PENETRATION



POLAND

**JAN
2014**

POLAND: DATA SNAPSHOT



38,383,809

TOTAL POPULATION



61%

URBAN

39%

RURAL

24,969,935

INTERNET USERS



65%

INTERNET PENETRATION

11,800,000

ACTIVE FACEBOOK USERS



31%

FACEBOOK PENETRATION

50,840,000

ACTIVE MOBILE SUBSCRIPTIONS



132%

MOBILE PENETRATION

**JAN
2014**

POLAND: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



4H 59M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



45%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



1H 21M

**JAN
2014**

POLAND: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



56%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



1H 37M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



27%

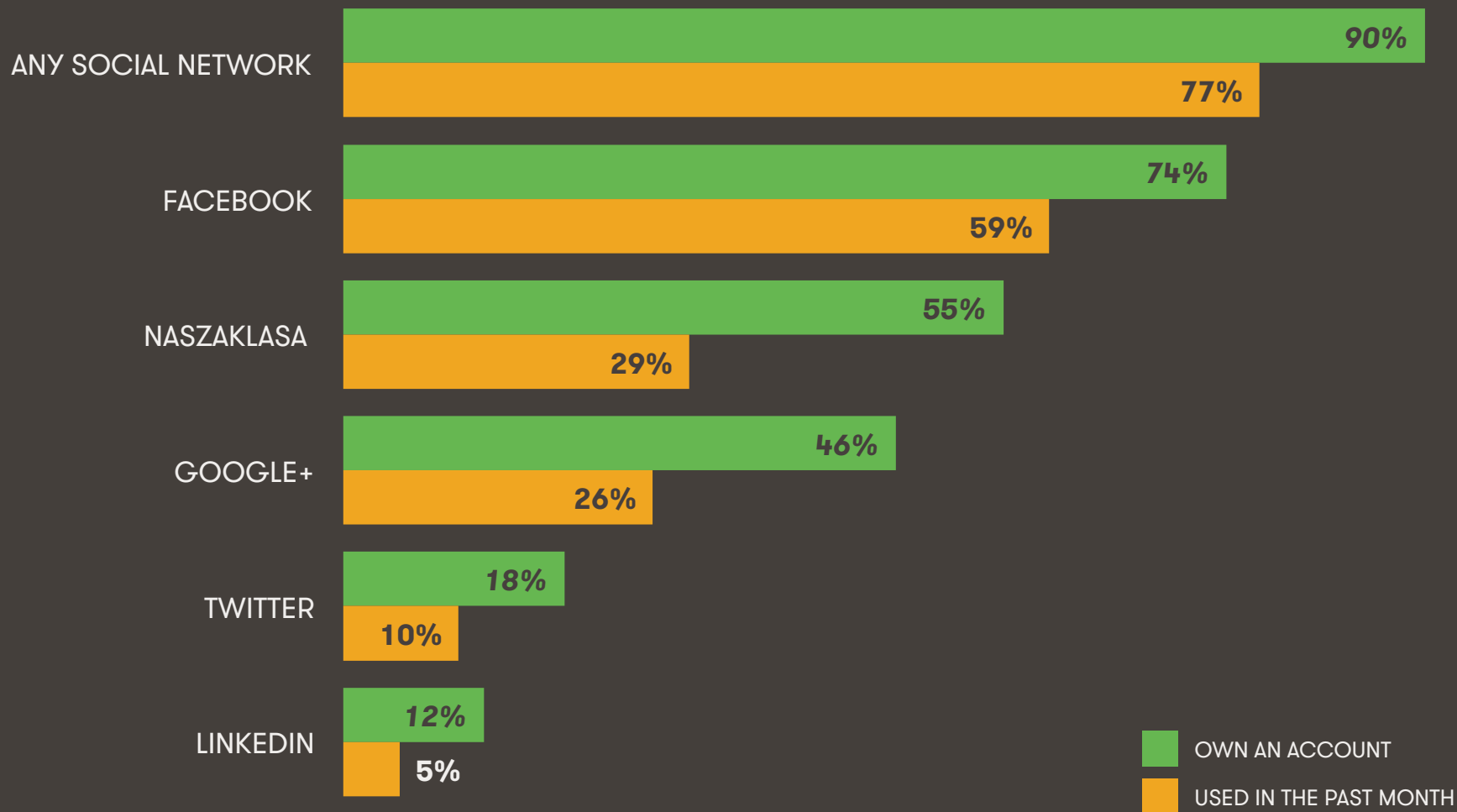
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



9%

**JAN
2014**

POLAND: SOCIAL MEDIA USE



**JAN
2014**

POLAND: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



35%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



90%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



78%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



28%



RUSSIA

**JAN
2014**

RUSSIA: DATA SNAPSHOT



142,500,482

TOTAL POPULATION



74%

URBAN

26%

RURAL

75,926,004

INTERNET USERS



53%

INTERNET PENETRATION

46,800,000

ACTIVE VKONTAKTE USERS



33%

VKONTAKTE PENETRATION

261,886,329

ACTIVE MOBILE SUBSCRIPTIONS



184%

MOBILE PENETRATION

**JAN
2014**

RUSSIA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



4H 56M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



36%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



1H 22M

**JAN
2014**

RUSSIA: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



50%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



2H 11M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



46%

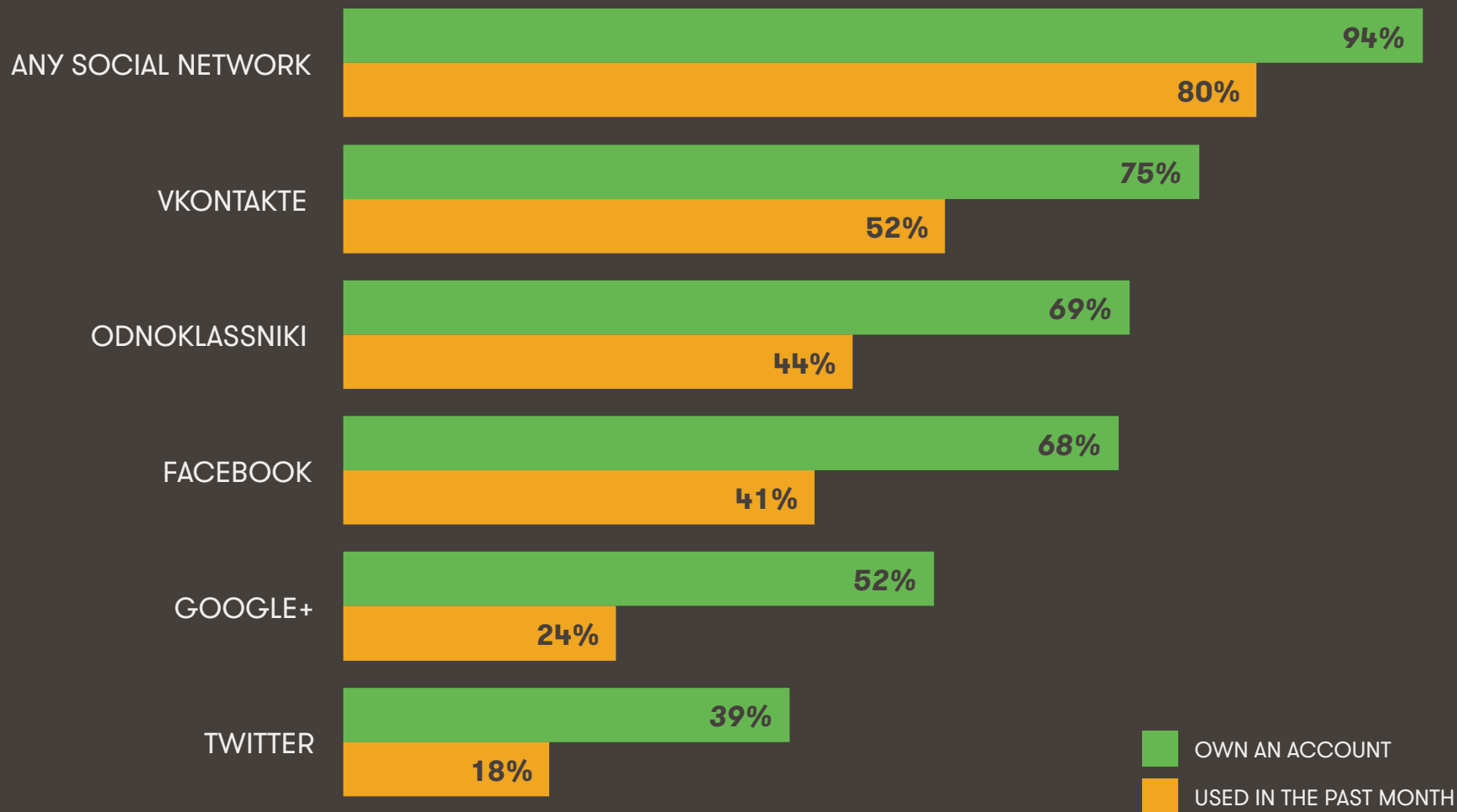
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



12%

**JAN
2014**

RUSSIA: SOCIAL MEDIA USE



**JAN
2014**

RUSSIA: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



36%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



93%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



82%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



39%



SAUDI ARABIA

**JAN
2014**

SAUDI ARABIA: DATA SNAPSHOT

الجمهورية العربية السعودية

26,939,583

TOTAL POPULATION



82%

URBAN

18%

RURAL

14,328,632

INTERNET USERS



53%

INTERNET PENETRATION

7,600,000

ACTIVE FACEBOOK USERS



28%

FACEBOOK PENETRATION

53,012,322

ACTIVE MOBILE SUBSCRIPTIONS



197%

MOBILE PENETRATION

**JAN
2014**

SAUDI ARABIA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



4H 57M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



47%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



3H 01M

**JAN
2014**

SAUDI ARABIA: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



51%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



2H 48M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



51%

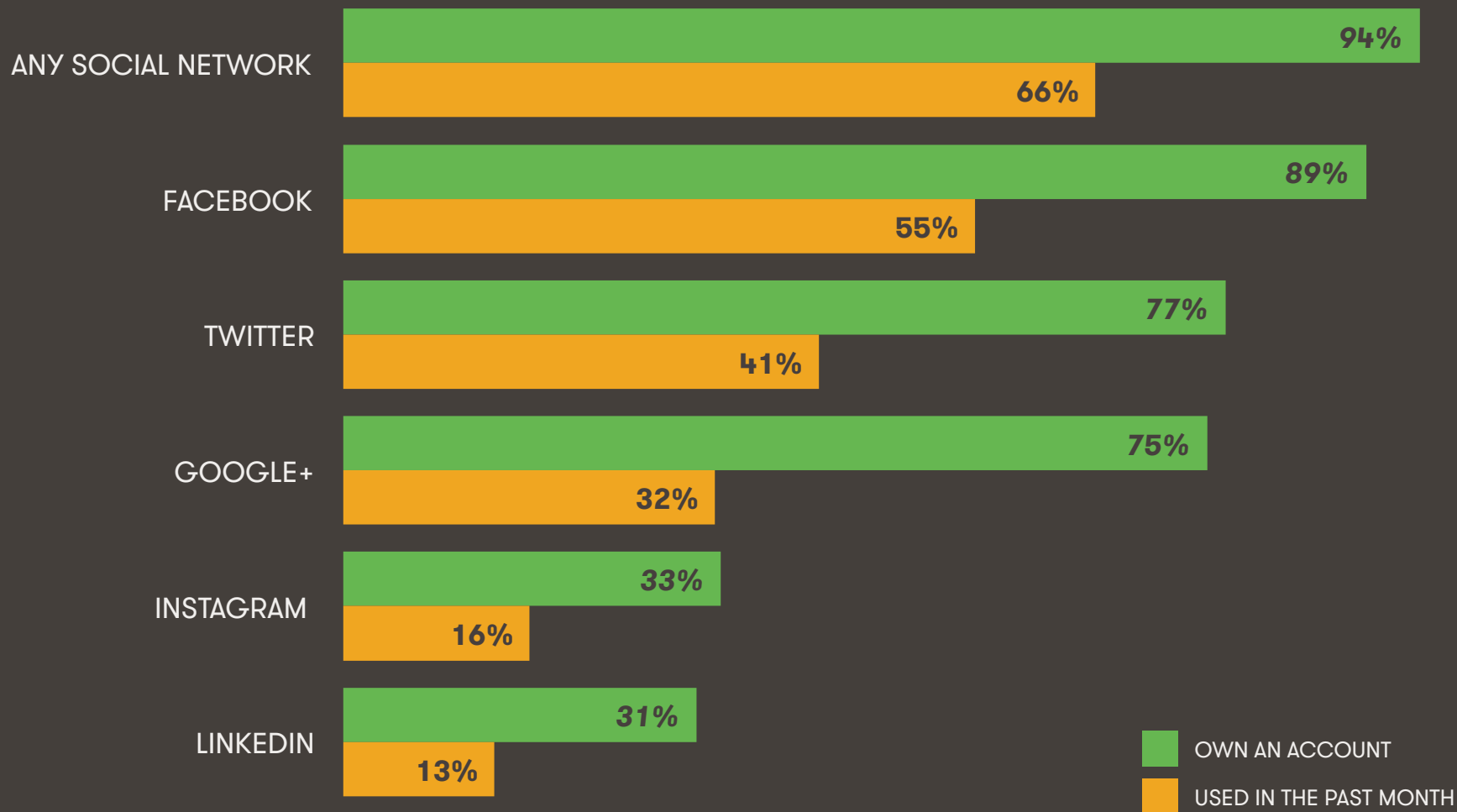
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



20%

**JAN
2014**

SAUDI ARABIA: SOCIAL MEDIA USE



**JAN
2014**

SAUDI ARABIA: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



73%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



89%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



83%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



31%



SINGAPORE

**JAN
2014**

SINGAPORE: DATA SNAPSHOT



5,460,302

TOTAL POPULATION



100%

URBAN

3,971,318

INTERNET USERS



73%

INTERNET PENETRATION

3,200,000

ACTIVE FACEBOOK USERS



59%

FACEBOOK PENETRATION

8,063,000

ACTIVE MOBILE SUBSCRIPTIONS



148%

MOBILE PENETRATION

**JAN
2014**

SINGAPORE: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



5H 16M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



64%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



1H 57M

**JAN
2014**

SINGAPORE: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



70%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



2H 10M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



49%

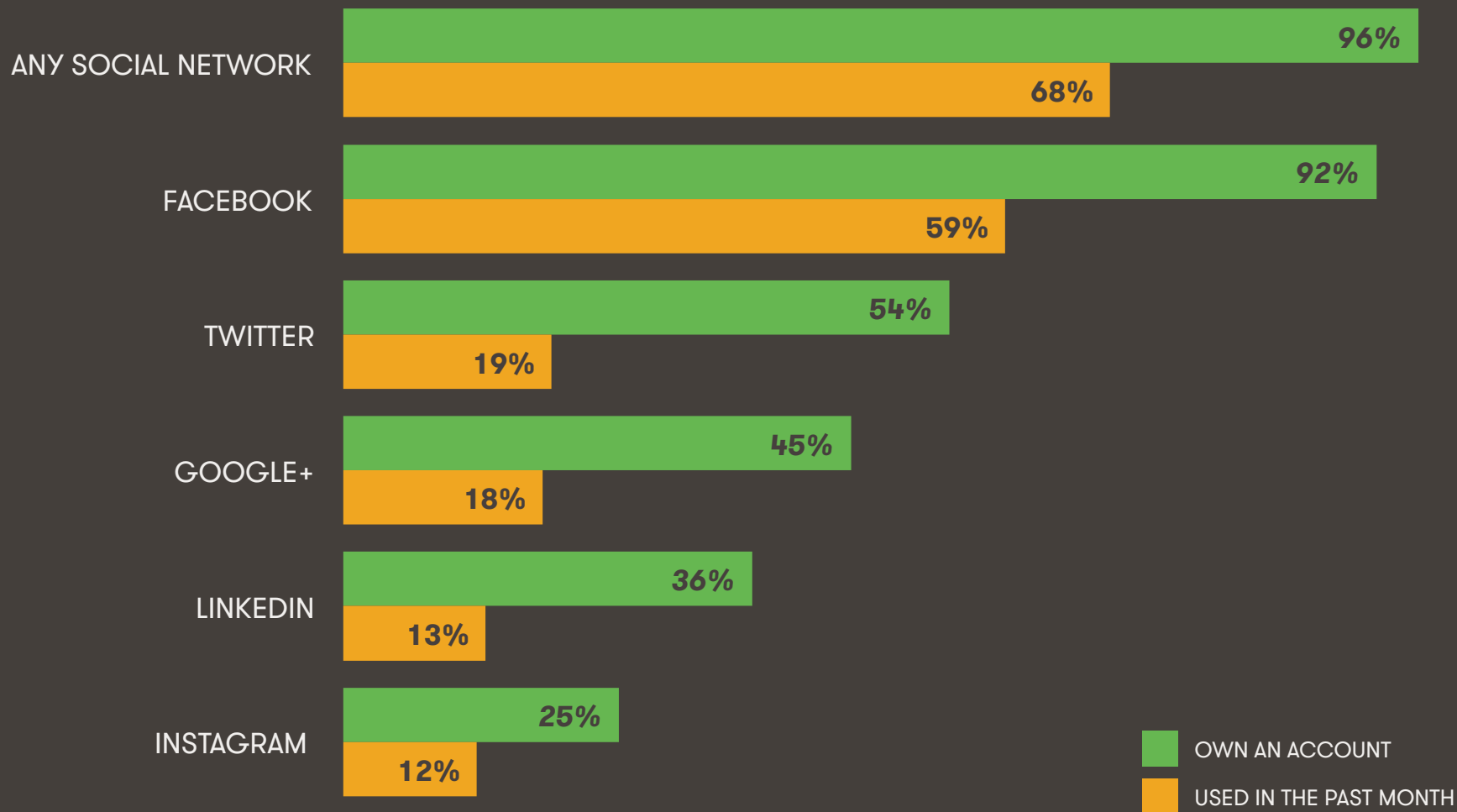
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



18%

**JAN
2014**

SINGAPORE: SOCIAL MEDIA USE



**JAN
2014**

SINGAPORE: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



72%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



96%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



87%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



44%



SOUTH AFRICA

**JAN
2014**

SOUTH AFRICA: DATA SNAPSHOT



48,601,098

TOTAL POPULATION



62%

URBAN

38%

RURAL

20,012,275

INTERNET USERS



41%

INTERNET PENETRATION

9,800,000

ACTIVE FACEBOOK USERS



20%

FACEBOOK PENETRATION

68,394,000

ACTIVE MOBILE SUBSCRIPTIONS



141%

MOBILE PENETRATION

**JAN
2014**

SOUTH AFRICA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



5H 37M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



38%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



2H 29M

**JAN
2014**

SOUTH AFRICA: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



40%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



3H 02M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



59%

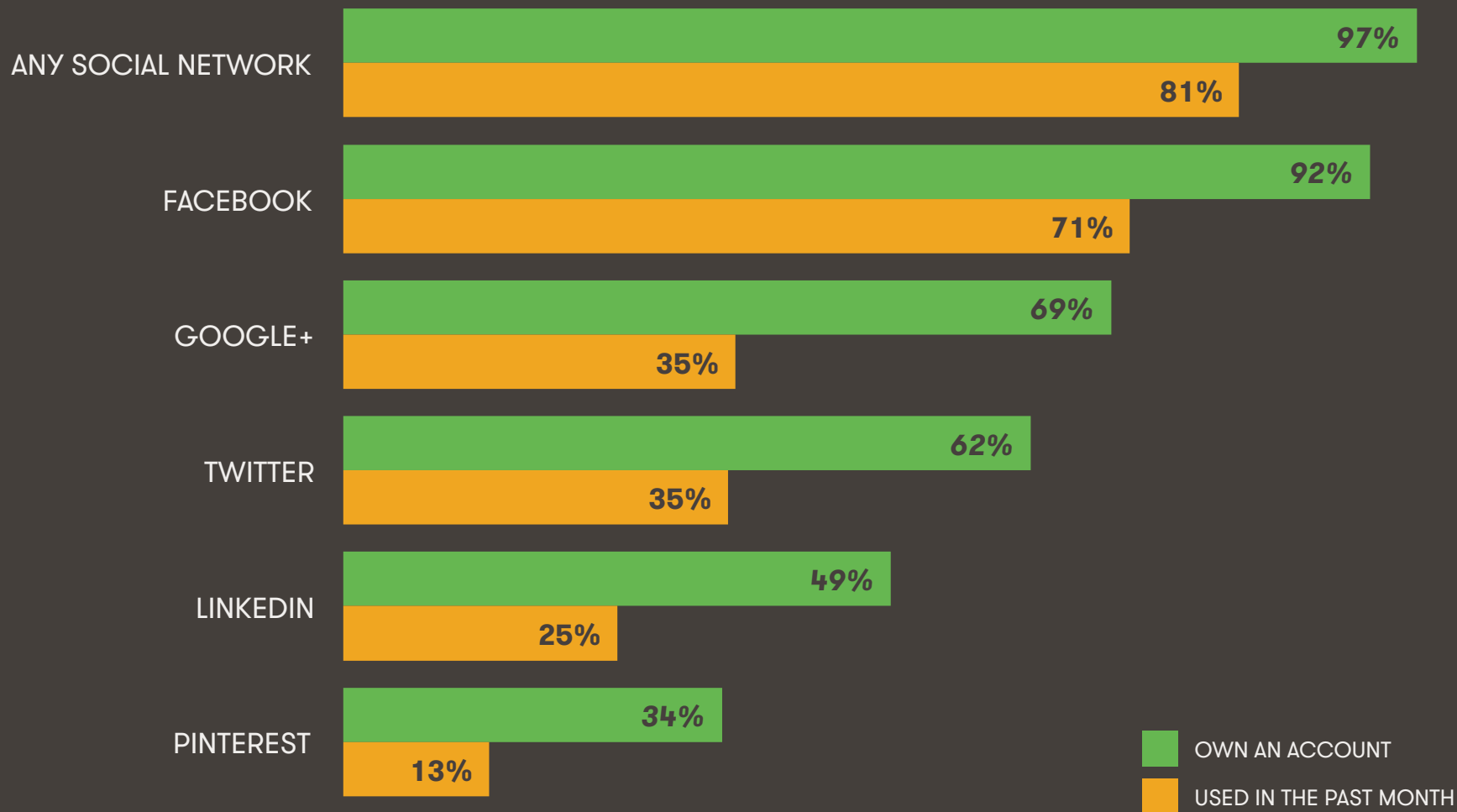
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



19%

**JAN
2014**

SOUTH AFRICA: SOCIAL MEDIA USE



**JAN
2014**

SOUTH AFRICA: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



40%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



92%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE

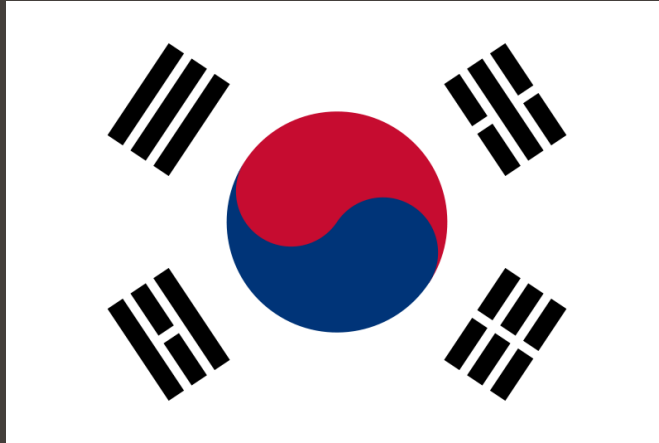


89%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



30%



SOUTH KOREA

**JAN
2014**

SOUTH KOREA: DATA SNAPSHOT



48,955,203

TOTAL POPULATION



83%

URBAN

17%

RURAL

41,091,681

INTERNET USERS



84%

INTERNET PENETRATION

13,000,000

ACTIVE FACEBOOK USERS



27%

FACEBOOK PENETRATION

53,624,427

ACTIVE MOBILE SUBSCRIPTIONS



110%

MOBILE PENETRATION

**JAN
2014**

SOUTH KOREA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



3H 27M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



75%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



1H 35M

**JAN
2014**

SOUTH KOREA: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



74%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



1H 01M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



37%

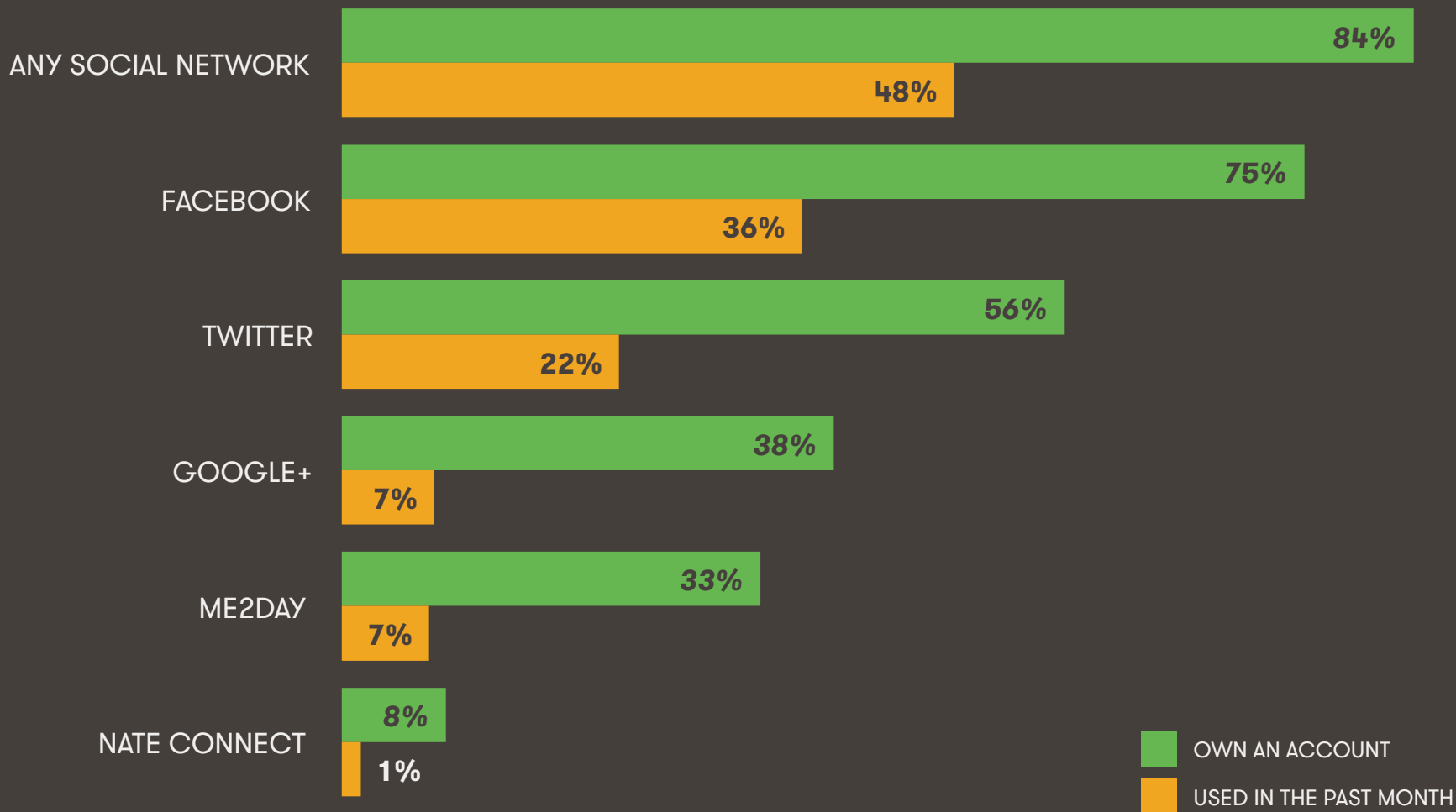
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



17%

**JAN
2014**

SOUTH KOREA: SOCIAL MEDIA USE



**JAN
2014**

SOUTH KOREA: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



73%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



94%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



94%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



56%



THAILAND

**JAN
2014**

THAILAND: DATA SNAPSHOT



67,448,120

TOTAL POPULATION



34%

URBAN

66%

RURAL

17,779,139

INTERNET USERS



26%

INTERNET PENETRATION

24,000,000

ACTIVE FACEBOOK USERS



36%

FACEBOOK PENETRATION

84,075,036

ACTIVE MOBILE SUBSCRIPTIONS



125%

MOBILE PENETRATION

**JAN
2014**

THAILAND: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



5H 07M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



24%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



3H 04M

**JAN
2014**

THAILAND: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



25%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



3H 39M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



50%

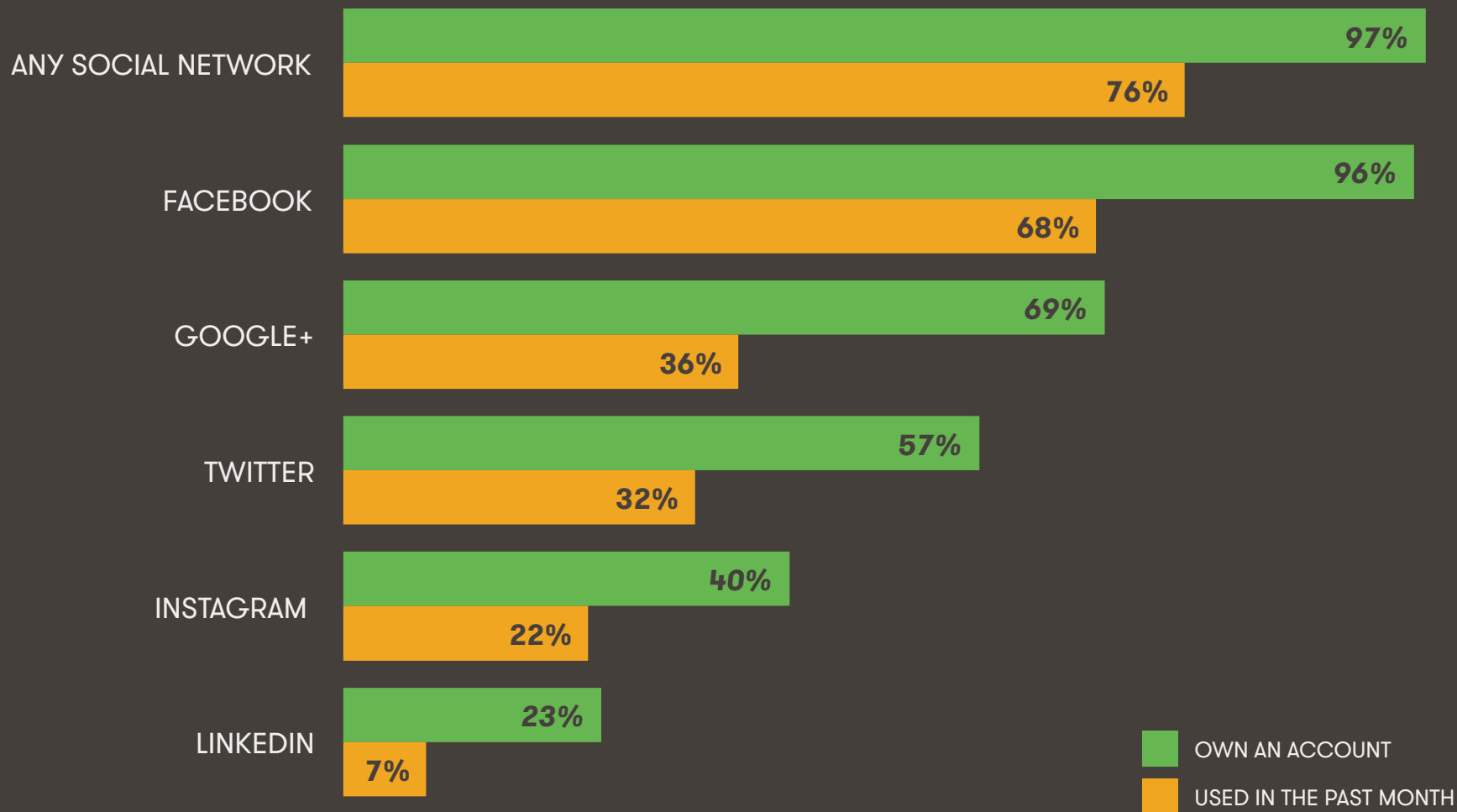
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



36%

**JAN
2014**

THAILAND: SOCIAL MEDIA USE



**JAN
2014**

THAILAND: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



31%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



95%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



94%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



51%



TURKEY

**JAN
2014**

TURKEY: DATA SNAPSHOT



80,694,485

TOTAL POPULATION



72%

URBAN

28%

RURAL

35,990,932

INTERNET USERS



45%

INTERNET PENETRATION

36,000,000

ACTIVE FACEBOOK USERS



45%

FACEBOOK PENETRATION

68,000,000

ACTIVE MOBILE SUBSCRIPTIONS



84%

MOBILE PENETRATION

**JAN
2014**

TURKEY: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



4H 51M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



36%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



1H 53M

**JAN
2014**

TURKEY: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



44%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



2H 32M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



51%

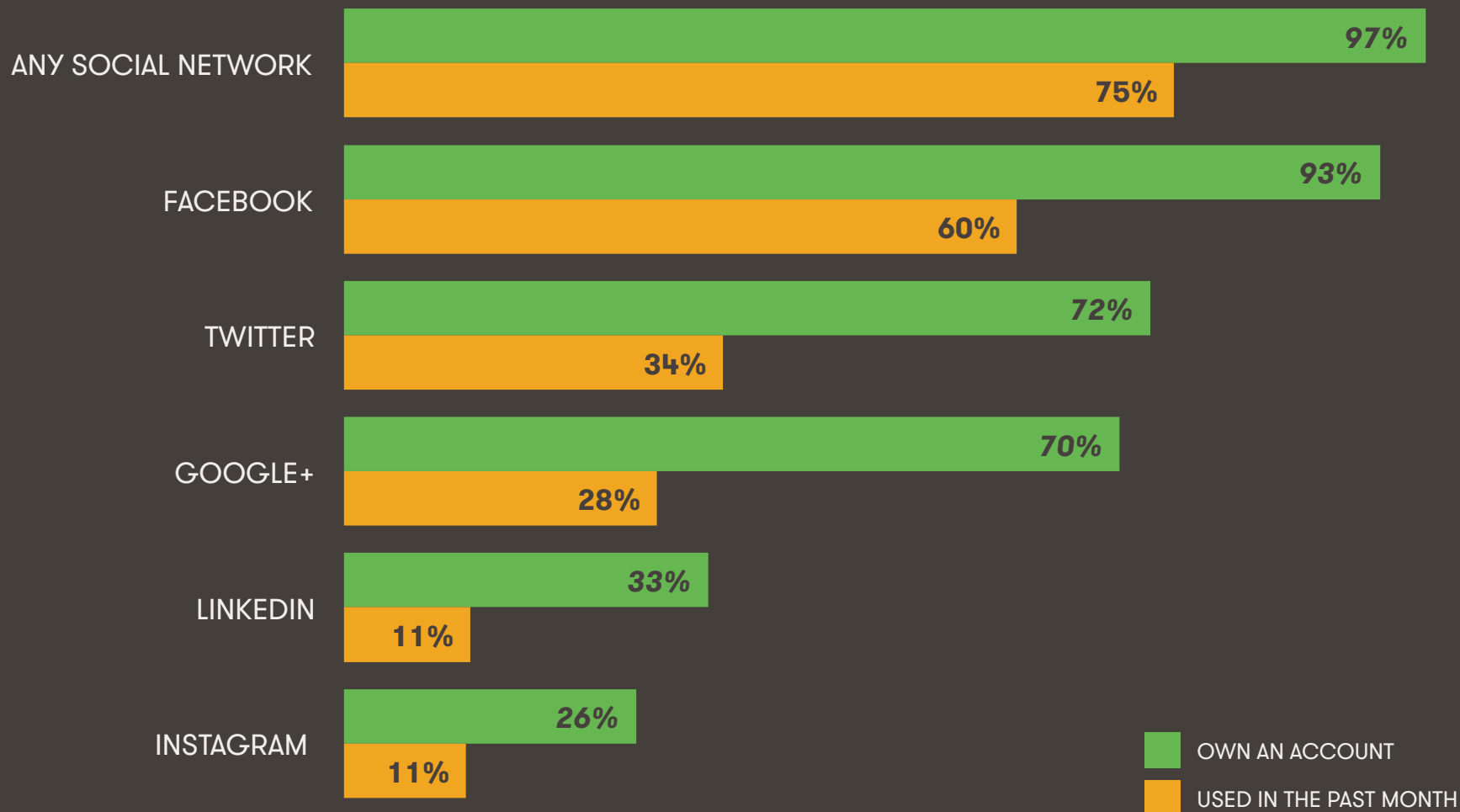
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



26%

**JAN
2014**

TURKEY: SOCIAL MEDIA USE



**JAN
2014**

TURKEY: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



30%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



95%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



92%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



43%



UNITED ARAB EMIRATES

**JAN
2014**

UAE: DATA SNAPSHOT



5,473,972

TOTAL POPULATION



84%

URBAN

16%

RURAL

4,517,169

INTERNET USERS



83%

INTERNET PENETRATION

4,400,000

ACTIVE FACEBOOK USERS



80%

FACEBOOK PENETRATION

13,775,252

ACTIVE MOBILE SUBSCRIPTIONS



252%

MOBILE PENETRATION

**JAN
2014**

UAE: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



5H 12M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



71%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



2H 57M

**JAN
2014**

UAE: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



81%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



3H 17M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



52%

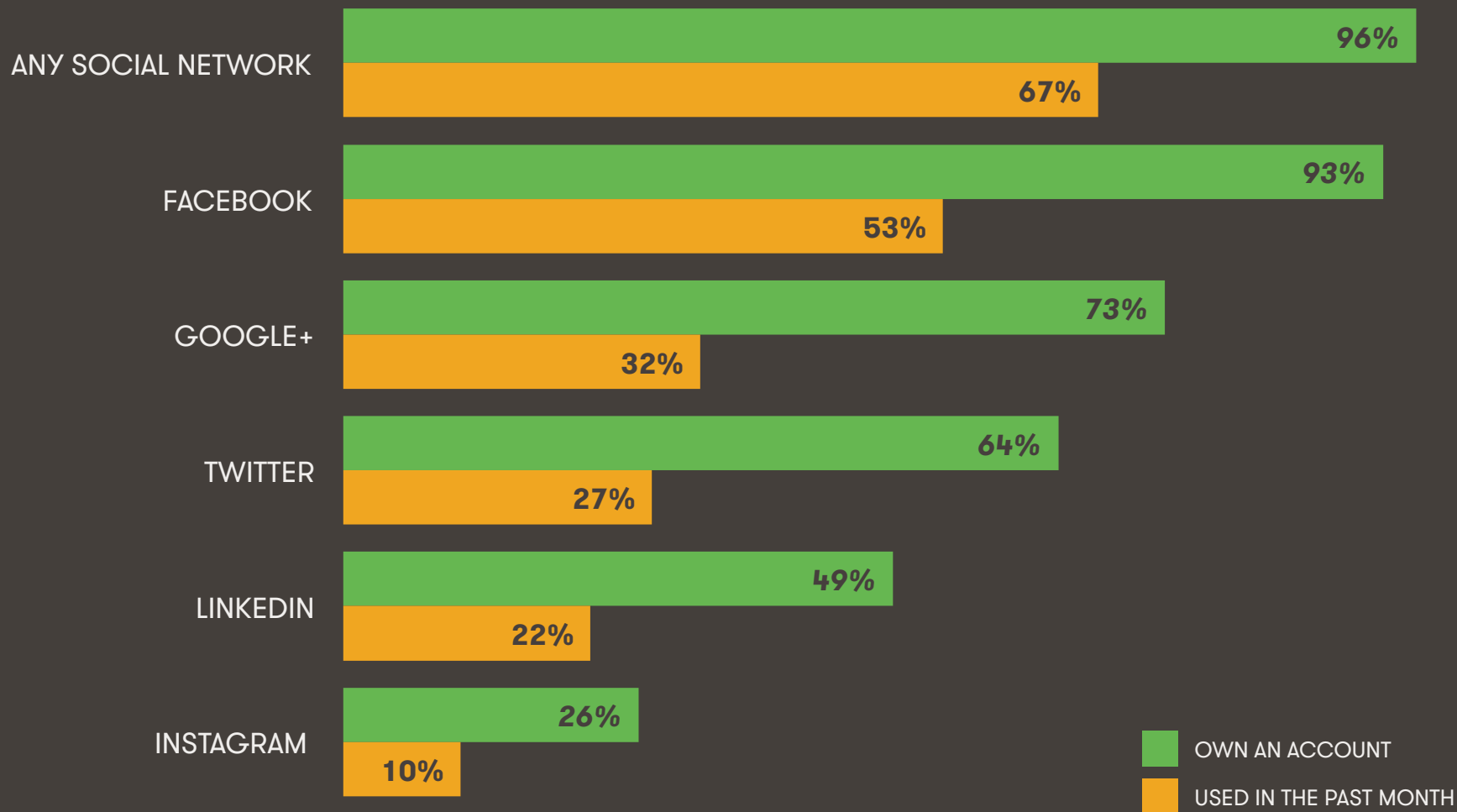
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



22%

**JAN
2014**

UAE: SOCIAL MEDIA USE



**JAN
2014**

UAE: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



74%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



90%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE

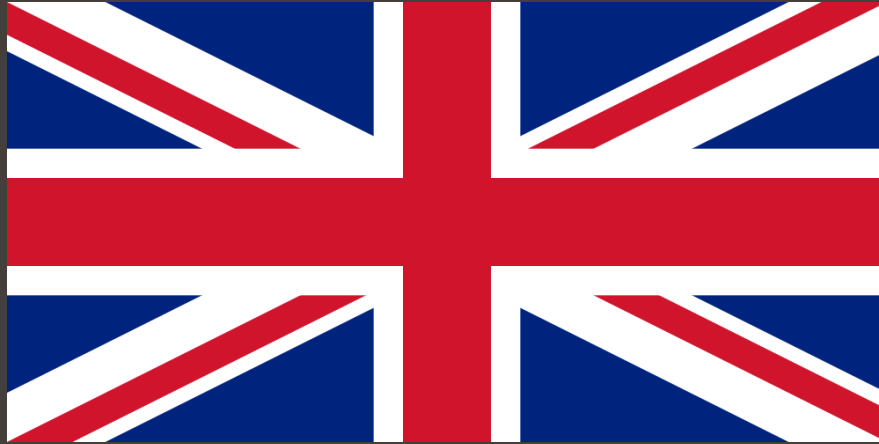


82%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



38%



UNITED KINGDOM

**JAN
2014**

UK: DATA SNAPSHOT



63,395,574

TOTAL POPULATION



80%

URBAN

20%

RURAL

54,861,245

INTERNET USERS



87%

INTERNET PENETRATION

36,000,000

ACTIVE FACEBOOK USERS



57%

FACEBOOK PENETRATION

82,109,000

ACTIVE MOBILE SUBSCRIPTIONS



130%

MOBILE PENETRATION

**JAN
2014**

UK: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



4H 11M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



64%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



1H 32M

**JAN
2014**

UK: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



76%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



1H 51M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



45%

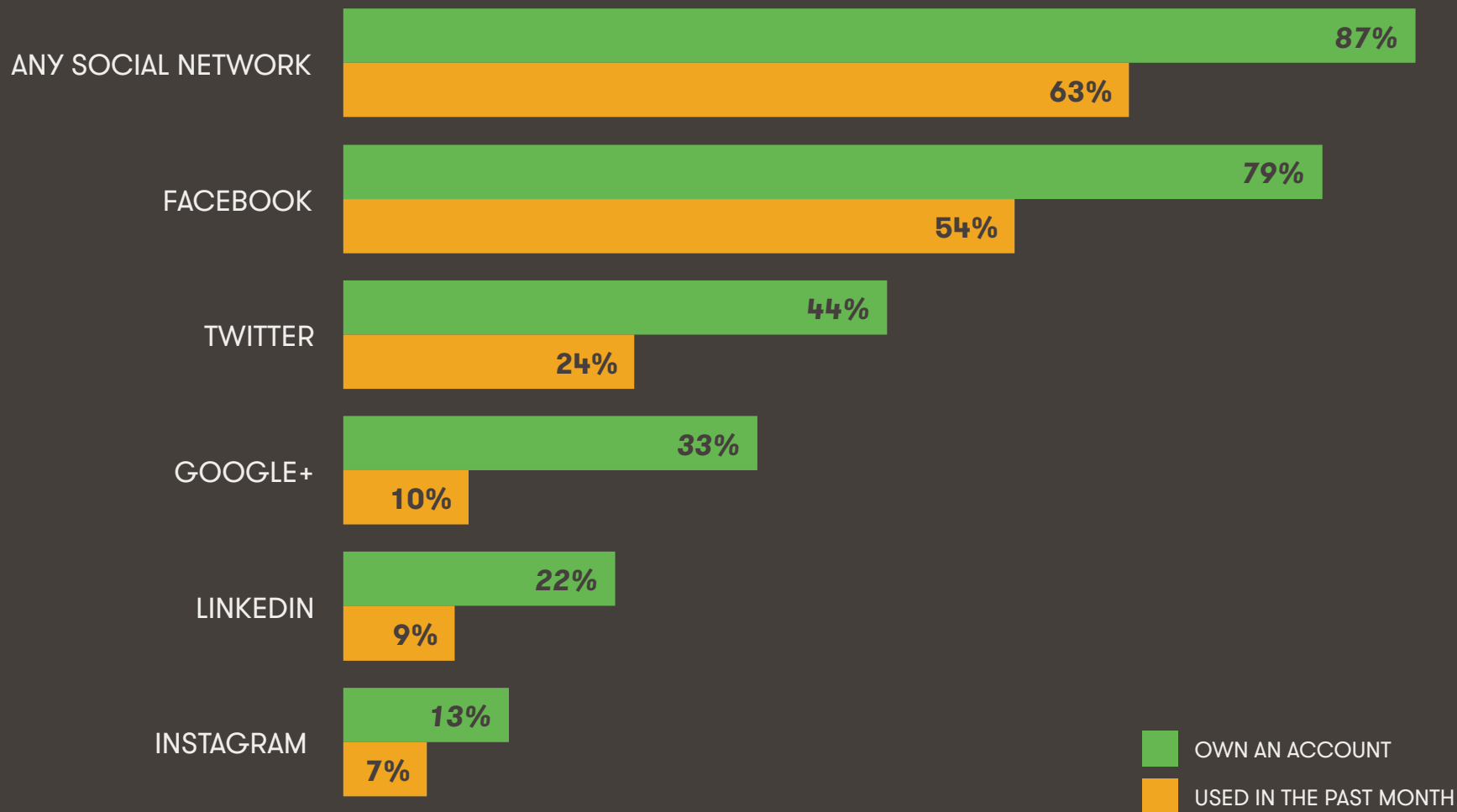
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



9%

**JAN
2014**

UK: SOCIAL MEDIA USE



**JAN
2014**

UK: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



62%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



87%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



73%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



39%



UNITED STATES OF AMERICA

**JAN
2014**

USA: DATA SNAPSHOT



316,668,567

TOTAL POPULATION



82%

URBAN

18%

RURAL

254,295,536

INTERNET USERS



80%

INTERNET PENETRATION

178,000,000

ACTIVE FACEBOOK USERS



56%

FACEBOOK PENETRATION

327,577,529

ACTIVE MOBILE SUBSCRIPTIONS



103%

MOBILE PENETRATION

**JAN
2014**

USA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



5H 13M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



60%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



2H 25M

**JAN
2014**

USA: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



75%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



2H 17M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



54%

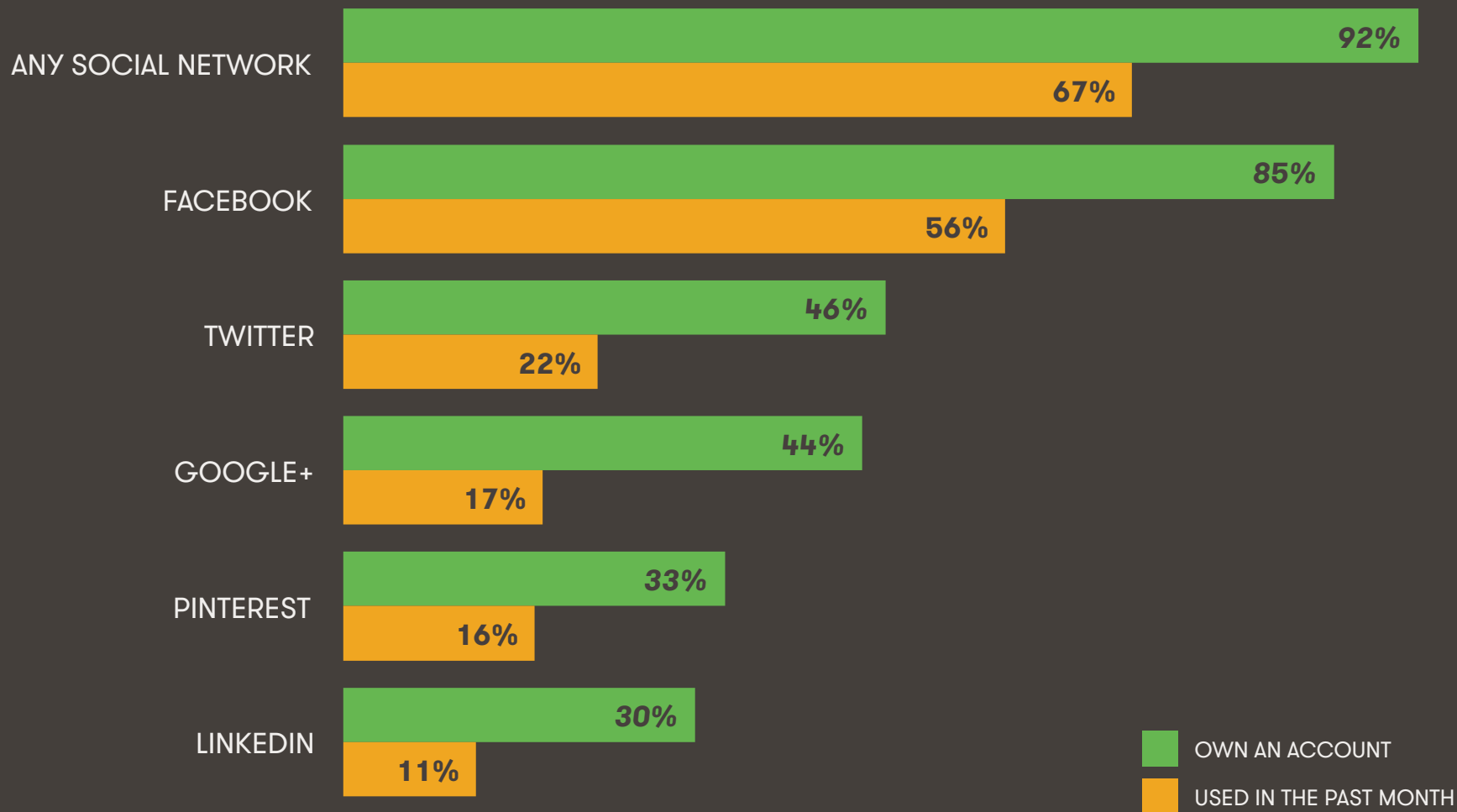
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



15%

**JAN
2014**

USA: SOCIAL MEDIA USE



**JAN
2014**

USA: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



56%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



94%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



77%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



46%

DATA SOURCES USED IN THIS REPORT

Population data

Latest available data from the United States Census Bureau (based on 2013 data), correct as at January 2014.

Internet user data

Latest available data from InternetWorldStats.com and the China Internet Network Information Centre, correct as at January 2014; usage behaviour data from GlobalWebIndex Wave 11 (Q3 2013).

Social media user data

Latest site-reported monthly active user data from Facebook, Google+, Qzone, Sina Weibo, Tencent Weibo Twitter, and VKontakte, correct as at January 2014; usage behaviour data extrapolated from GlobalWebIndex Wave 11 (Q3 2013).

Mobile phone user data

Latest available data from Ericsson Mobility Report (November 2013), the International Telecommunication Union (ITU), and the CIA Government Factbook, correct as at January 2014; usage behaviour data extrapolated from GlobalWebIndex Wave 11 (Q3 2013), and Google's "Our Mobile Planet" Report from May 2013.

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