



# DIGITAL 2017

## IRAN

ALL THE DATA AND TRENDS YOU NEED TO UNDERSTAND INTERNET, SOCIAL MEDIA, MOBILE, AND E-COMMERCE BEHAVIOURS IN 2017

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are  
social**



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**ALL THE NUMBERS YOU NEED**

Global Location Index - Q3 2024							
Region	Country	Capital	Area (km²)	Population (M)	Language	Time Zone	Continent
GLOBAL OVERVIEW	BRUNEI	DOMINICAN REP.	GUYANA	LIBERIA	NEPAL	ST KITTS & NEVIS	TAJIKISTAN
AFGHANISTAN	BULGARIA	ECUADOR	HAITI	LIBYA	NETHERLANDS	ST LUCIA	TANZANIA
ALBANIA	BURKINA FASO	EGYPT	HONDURAS	LIECHTENSTEIN	NEW CALEDONIA	ST MARTIN	THAILAND
ALGERIA	BURUNDI	EL SALVADOR	HONG KONG	LITHUANIA	NEW ZEALAND	ST PIERRE & MIQUELON	TIMOR-LESTE
AMERICAN SAMOA	CABO VERDE	EQUATORIAL GUINEA	HUNGARY	LUXEMBOURG	NICARAGUA	ST VINCENT & THE GRENADINES	TOGO
ANDORRA	CAMBODIA	ERITREA	ICELAND	MACAU	NIGER	SAMOA	TOKELAU
ANGOLA	CAMEROON	ESTONIA	INDIA	TFYR MACEDONIA	NIGERIA	SAN MARINO	TONGA
ANGUILLA	CANADA	ETHIOPIA	INDONESIA	MADAGASCAR	NIUE	SÃO TOMÉ & PRÍNCIPE	TRINIDAD & TOBAGO
ANTIGUA & BARBUDA	CAYMAN IS.	FAROE IS.	IRAN	MALAWI	NORFOLK IS.	SAUDI ARABIA	TUNISIA
ARGENTINA	CENTRAL AFRICAN REP.	FALKLAND IS.	IRAQ	MALAYSIA	NORTHERN MARIANA IS.	SENEGAL	TURKEY
ARMENIA	CHAD	FIJI	IRELAND	MALDIVES	NORWAY	SERBIA	TURKMENISTAN
ARUBA	CHILE	FINLAND	ISLE OF MAN	MALI	OMAN	SEYCHELLES	TURKS & CAICOS IS.
AUSTRALIA	CHINA	FRANCE	ISRAEL	MALTA	PAKISTAN	SIERRA LEONE	TUVALU
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	ITALY	MARSHALL IS.	PALAU	SINGAPORE	UGANDA
AZERBAIJAN	COCOS IS.	FRENCH POLYNESIA	JAMAICA	MARTINIQUE	PALESTINE	ST MAARTEN	UKRAINE
BAHAMAS	COLOMBIA	GABON	JAPAN	MAURITANIA	PANAMA	SLOVAKIA	U.A.E.
BAHRAIN	COMOROS	GAMBIA	JERSEY	MAURITIUS	PAPUA NEW GUINEA	SLOVENIA	U.K.
BANGLADESH	CONGO, DEM. REP.	GEORGIA	JORDAN	MAYOTTE	PARAGUAY	SOLOMON IS.	U.S.A.
BARBADOS	CONGO, REP.	GERMANY	KAZAKHSTAN	MEXICO	PERU	SOMALIA	URUGUAY
BELARUS	COOK IS.	GHANA	KENYA	MICRONESIA	PHILIPPINES	SOUTH AFRICA	UZBEKISTAN
BELGIUM	COSTA RICA	GIBRALTAR	KIRIBATI	MOLDOVA	POLAND	SOUTH SUDAN	VANUATU
BELIZE	CÔTE D'IVOIRE	GREECE	NORTH KOREA	MONACO	PORTUGAL	SPAIN	VENEZUELA
BENIN	CROATIA	GREENLAND	SOUTH KOREA	MONGOLIA	PUERTO RICO	SRI LANKA	VIETNAM
BERMUDA	CUBA	GRENADA	KOSOVO	MONTENEGRO	QATAR	SUDAN	BRITISH VIRGIN IS.
BHUTAN	CURAÇAO	GUADELOUPE	KUWAIT	MONTSERRAT	RÉUNION	SURINAME	U.S. VIRGIN IS.
BOLIVIA	CYPRUS	GUAM	KYRGYZSTAN	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BONAIRE, ST EUSTATIUS, SABA	CZECH REP.	GUATEMALA	LAOS	MOZAMBIQUE	RUSSIA	SWEDEN	WESTERN SAHARA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LATVIA	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BOTSWANA	DJIBOUTI	GUINEA	LEBANON	NAMIBIA	ST BARTHÉLEMY	SYRIA	ZAMBIA
BRAZIL	DOMINICA	GUINEA-BISSAU	LESOTHO	NAURU	ST HELENA	TAIWAN	ZIMBABWE



# GLOBAL OVERVIEW

JAN  
2017

# GLOBAL DIGITAL SNAPSHOT

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL  
POPULATION



we  
are  
social

**7.476**  
BILLION

URBANISATION:  
**54%**

INTERNET  
USERS



**3.773**  
BILLION

PENETRATION:  
**50%**

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**2.789**  
BILLION

PENETRATION:  
**37%**

UNIQUE  
MOBILE USERS



**4.917**  
BILLION

PENETRATION:  
**66%**

ACTIVE MOBILE  
SOCIAL USERS



**2.549**  
BILLION

PENETRATION:  
**34%**



JAN  
2017

# ANNUAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET  
USERS



we  
are  
social

**+10%**

SINCE JAN 2016

**+354 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+21%**

SINCE JAN 2016

**+482 MILLION**

UNIQUE  
MOBILE USERS



we  
are  
social

**+5%**

SINCE FEB 2016

**+222 MILLION**

ACTIVE MOBILE  
SOCIAL USERS



**+30%**

SINCE JAN 2016

**+581 MILLION**





**IRAN**



JAN  
2017

# IRAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**80.49**  
MILLION

URBANISATION:  
**69%**

INTERNET  
USERS



**56.70**  
MILLION

PENETRATION:  
**70%**

ACTIVE SOCIAL  
MEDIA USERS



**17.00**  
MILLION

PENETRATION:  
**21%**

MOBILE  
SUBSCRIPTIONS



**121.7**  
MILLION

vs. POPULATION:  
**151%**

ACTIVE MOBILE  
SOCIAL USERS



**17.00**  
MILLION

PENETRATION:  
**21%**

we  
are  
social



we  
are  
social



JAN  
2017

# ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS (vs. JANUARY 2016)



INTERNET  
USERS



**+21%**

SINCE JAN 2016

**+10 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**+13%**

SINCE JAN 2016

**+2 MILLION**

MOBILE  
SUBSCRIPTIONS



**+8%**

SINCE JAN 2016

**+9 MILLION**

ACTIVE MOBILE  
SOCIAL USERS



**+13%**

SINCE JAN 2016

**+2 MILLION**

JAN  
2017

# SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &  
DESKTOPS



56%

YEAR-ON-YEAR CHANGE:

-6%

MOBILE  
PHONES



StatCounter

42%

YEAR-ON-YEAR CHANGE:

+11%

TABLET  
DEVICES



we  
are  
social

2%

YEAR-ON-YEAR CHANGE:

-24%

OTHER  
DEVICES



0%

YEAR-ON-YEAR CHANGE:

0%

JAN  
2017

# MOBILE CONNECTIONS BY TYPE

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



TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



**121.7**  
MILLION

we  
are  
social

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**151%**

GSMA

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



**71%**



PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



**29%**

GSMA

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



**40%**



**MORE INFORMATION**

# SPECIAL THANKS: GSMA INTELLIGENCE



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

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# DATA SOURCES USED IN THIS REPORT

**POPULATION DATA:** United Nations World Population Prospects, 2015 Revision; US Census Bureau (data up to January 2017); United Nations World Urbanization Prospects, 2014 Revision.

**INTERNET USER DATA:** InternetWorldStats (data up to January 2017); ITU *Individuals Using the Internet*, 2015; CIA World Factbook (data up to January 2017); The China Internet Network Information Center; The Telecom Regulatory Authority of India; Asosiasi Penyelenggara Jasa Internet Indonesia; Nigerian Communications Commission; Ugandan Communications Commission, Nepal Telecommunications Authority, various local regulatory authorities; Akamai's *State of the Internet* report (Q3 2016). Time spent, and mobile internet usage and penetration data extrapolated from GlobalWebIndex, Q3 & Q4 2016\*. Share of web traffic data from StatCounter (data up to January 2017). Frequency of internet use data from Google Consumer Barometer (data up to January 2017)\*\*.

**SOCIAL MEDIA AND MOBILE SOCIAL MEDIA DATA:** Latest reported monthly active user data from Facebook, Tencent, VKontakte, LINE, Kakao, Google, Sina, Twitter, Skype, Yahoo!, Viber, Baidu, and Snapchat (data up to January 2017). Social media usage data and time spent on social media taken directly or extrapolated from GlobalWebIndex, Q3 & Q4 2016. Facebook age and gender figures and daily usage figures extrapolated from Facebook-reported data, January 2017. Sincere thanks to Niki Aghaei for her assistance with collecting and understanding social media user data for Iran and the Middle East overall.

**MOBILE PHONE USERS, CONNECTIONS AND MOBILE BROADBAND DATA:** Latest reported national data from GSMA Intelligence (Q4 2016); extrapolated data from eMarketer; extrapolated global data from GSMA Intelligence (data up to January 2017); Ericsson Mobility Report (November 2016); usage data extrapolated from GlobalWebIndex Q3 & Q4 2016; Akamai's *State of the Internet* report (Q3 2016); Google Consumer Barometer (data up to January 2017)\*\*; GSMA Intelligence Mobile Connectivity Index (data up to January 2017) – for more information, visit <http://www.mobileconnectivityindex.com/>

**E-COMMERCE DATA:** GlobalWebIndex Q3 & Q4 2016; Statista Digital Market Outlook , e-Commerce industry (data up to January 2017); Google Consumer Barometer (data up to January 2017)\*\*.

**DIGITAL DEVICE OWNERSHIP DATA:** Google Consumer Barometer (data up to January 2017)\*\*.

**NOTES:** 'Annual growth' figures are calculated using the data we reported in We Are Social's *Digital in 2016* report. \*GlobalWebIndex surveys more than 700,000 internet users aged 16 to 64 ever quarter across 37 countries around the world, representing 90% of the global internet population. \*\*Google's Consumer Barometer polls a nationally representative total population (online & offline) aged 16+ in each country surveyed except in Argentina, Brazil, China, India, South Korea, Malaysia, Mexico, Philippines, Vietnam, and the USA, where the sample base is aged 18+, and Japan, where the sample base is aged 20+. For more details, visit <http://consumerbarometer.com/>.

## IMPORTANT NOTES

We Are Social and Hootsuite compiled this compendium of digital, social, and mobile media statistics on an ad-hoc basis, but on occasion, it may be necessary to alter or update the information and data contained herein. To ensure you have the most up-to-date version of this report, please visit <http://datareportal.com/>.

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