



# DIGITAL 2018

## IRAN

ALL THE DATA AND TRENDS YOU NEED TO UNDERSTAND INTERNET, SOCIAL MEDIA, MOBILE, AND E-COMMERCE BEHAVIOURS IN 2018

**we  
are.  
social**



**Hootsuite™**

# CLICK THE LOCATION NAMES BELOW TO ACCESS OUR IN-DEPTH LOCAL REPORTS

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  
2018

# GLOBAL DIGITAL IN 2018

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

TOTAL  
POPULATION



**7.593**  
BILLION

URBANISATION:  
**55%**

INTERNET  
USERS



**4.021**  
BILLION

PENETRATION:  
**53%**

ACTIVE SOCIAL  
MEDIA USERS



**3.196**  
BILLION

PENETRATION:  
**42%**

UNIQUE  
MOBILE USERS



**5.135**  
BILLION

PENETRATION:  
**68%**

ACTIVE MOBILE  
SOCIAL USERS



**2.958**  
BILLION

PENETRATION:  
**39%**

we  
are  
social



we  
are  
social



JAN  
2018

# ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET  
USERS



**+7%**

SINCE JAN 2017

**+248 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+13%**

SINCE JAN 2017

**+362 MILLION**

UNIQUE  
MOBILE USERS



**+4%**

SINCE JAN 2017

**+218 MILLION**

ACTIVE MOBILE  
SOCIAL USERS



**+14%**

SINCE JAN 2017

**+360 MILLION**



we  
are  
social





**IRAN**

JAN  
2018

# DIGITAL IN IRAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**81.59**  
MILLION

URBANISATION:

**75%**

INTERNET  
USERS



**56.70**  
MILLION

PENETRATION:

**69%**

ACTIVE SOCIAL  
MEDIA USERS



**40.00**  
MILLION

PENETRATION:

**49%**

MOBILE  
CONNECTIONS



**125.9**  
MILLION

vs. POPULATION:

**154%**

ACTIVE MOBILE  
SOCIAL USERS



**40.00**  
MILLION

PENETRATION:

**49%**

we  
are  
social



we  
are  
social





JAN  
2018

# ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET  
USERS



0%

SINCE JAN 2017

(UNCHANGED)

ACTIVE SOCIAL  
MEDIA USERS



+135%

SINCE JAN 2017

+23 MILLION

MOBILE  
CONNECTIONS



+3%

SINCE JAN 2017

+4 MILLION

ACTIVE MOBILE  
SOCIAL USERS



+135%

SINCE JAN 2017

+23 MILLION



we  
are  
social



JAN  
2018

# POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL  
POPULATION



**81.59**  
MILLION

FEMALE  
POPULATION



**49.7%**

MALE  
POPULATION



**50.3%**

ANNUAL CHANGE IN  
POPULATION SIZE



**+1.0%**

MEDIAN  
AGE



**30.8**  
YEARS OLD

POPULATION LIVING  
IN URBAN AREAS



**75%**

GDP PER  
CAPITA



**\$19,988**

LITERACY  
(TOTAL)



**87%**

FEMALE  
LITERACY



**83%**

MALE  
LITERACY



**91%**

JAN  
2018

# INTERNET USE

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



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**56.70**  
MILLION

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**69%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



**51.73**  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE OF THE  
TOTAL POPULATION



**63%**

we  
are  
social



we  
are  
social

JAN  
2018

# INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET  
WORLD STATS



**56.70**  
MILLION

ITU (INTERNATIONAL  
TELECOMMUNICATION UNION)



**43.43**  
MILLION

INTERNET  
LIVE STATS



**39.15**  
MILLION

CIA WORLD  
FACTBOOK



**35.98**  
MILLION

we  
are  
social



we  
are  
social

JAN  
2018

# 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:

**(UNCHANGED)**

MOBILE  
PHONES



42%

YEAR-ON-YEAR CHANGE:

**+2%**

TABLET  
DEVICES



1%

YEAR-ON-YEAR CHANGE:

**-26%**

OTHER  
DEVICES



0.01%

YEAR-ON-YEAR CHANGE:

**[N/A]**



JAN  
2018

# ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES
01	GOOGLE.COM	7M 32S	8.56	11	BEYTOOTE.COM	2M 48S	2.09
02	APARAT.COM	7M 08S	5.34	12	DIVAR.IR	11M 48S	10.00
03	DIGIKALA.COM	9M 46S	7.59	13	BLOGFA.COM	2M 27S	2.17
04	VARZESH3.COM	8M 08S	6.05	14	BANKMELLAT.IR	10M 35S	5.65
05	YAHOO.COM	4M 02S	3.61	15	NAMASHA.COM	4M 08S	3.29
06	WIKIPEDIA.ORG	4M 16S	3.31	16	NINISITE.COM	8M 40S	5.09
07	SHAPARAK.IR	2M 00S	1.81	17	BAMILO.COM	8M 08S	7.38
08	INSTAGRAM.COM	5M 23S	3.34	18	TELEGRAM.ORG	4M 43S	2.95
09	TELEWEBION.COM	3M 40S	2.29	19	TEBYAN.NET	2M 23S	1.76
10	NAMNAK.COM	2M 32S	1.98	20	YJC.IR	4M 07S	2.89

JAN  
2018

# TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	دانلود	100
02	عکس	47
03	فیلم	40
04	تلگرام	17
05	بازی	17
06	دانلود فیلم	16
07	GOOGLE	11
08	اخبار	10
09	عاشقانه	9
10	دیوار	8

#	QUERY	INDEX
11	ورزش	8
12	ورزش3	8
13	گل	8
14	عشق	8
15	خبر	8
16	فال	7
17	TRANSLATE	6
18	گوگل	6
19	عکس پروفایل	6
20	اینستاگرام	5

JAN  
2018

# SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**40.00**  
MILLION

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**49%**

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



**40.00**  
MILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



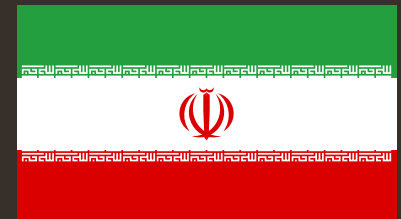
**49%**

we  
are  
social



we  
are  
social





**we  
are.  
social**



**Hootsuite™**

**5.70**  
MILLION

[N/A]

**91%**

**35%**

**65%**

**JAN  
2018**

# AVERAGE FACEBOOK PAGE POST REACH

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



AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



**+0.03%**

AVERAGE POST REACH  
vs. PAGE LIKES



**9.7%**

AVERAGE ORGANIC  
REACH vs. PAGE LIKES



**4.7%**

PERCENTAGE OF PAGES  
USING PAID MEDIA



**10.1%**

AVERAGE PAID REACH  
vs. TOTAL REACH



**13.2%**

JAN  
2018

# AVERAGE FACEBOOK ENGAGEMENT RATES

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



AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS (ALL TYPES)



4.41%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS



8.64%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE PHOTO POSTS



8.90%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS



2.13%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS



1.92%

we  
are  
social

locowise



locowise

JAN  
2018

# INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF  
MONTHLY ACTIVE  
INSTAGRAM USERS



**24.00**  
MILLION

ACTIVE INSTAGRAM USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**29%**

FEMALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



**45%**

MALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



**55%**

we  
are  
social



we  
are  
social

JAN  
2018

# MOBILE CONNECTIONS BY TYPE

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



TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



**125.9**  
MILLION

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**154%**

PERCENTAGE OF MOBILE  
CONNECTIONS THAT ARE  
PRE-PAID



**73%**

PERCENTAGE OF MOBILE  
CONNECTIONS THAT ARE  
POST-PAID



**27%**

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



**50%**

we  
are  
social

GSMA



GSMA

JAN  
2018

# MOBILE CONNECTIVITY INDEX

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



OVERALL COUNTRY  
INDEX SCORE



51.45

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

MOBILE NETWORK  
INFRASTRUCTURE



39.76

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AFFORDABILITY OF  
DEVICES & SERVICES



49.45

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

CONSUMER  
READINESS



69.96

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT  
CONTENT & SERVICES



50.95

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

JAN  
2018

# FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



HAS A BANK  
ACCOUNT



92%

HAS A  
CREDIT CARD



11%

MAKES AND / OR RECEIVES  
MOBILE PAYMENTS VIA GSMA



4%

MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



18%

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



12%

PERCENTAGE OF MEN  
WITH A CREDIT CARD



10%

PERCENTAGE OF WOMEN  
MAKING INTERNET PAYMENTS



16%

PERCENTAGE OF MEN MAKING  
INTERNET PAYMENTS



19%

we  
are  
social



we  
are  
social



we  
are  
social





**MORE INFORMATION**



CLICK THE LINKS BELOW TO READ AND DOWNLOAD THE FULL SET OF **2018 GLOBAL DIGITAL** REPORTS, AND ACCESS ADDITIONAL INSIGHTS AND RESOURCES FROM BOTH **HOOTSUITE** AND **WE ARE SOCIAL**:



**CLICK HERE TO ACCESS  
WE ARE SOCIAL'S RESOURCES**



**CLICK HERE TO ACCESS  
HOOTSUITE'S RESOURCES**

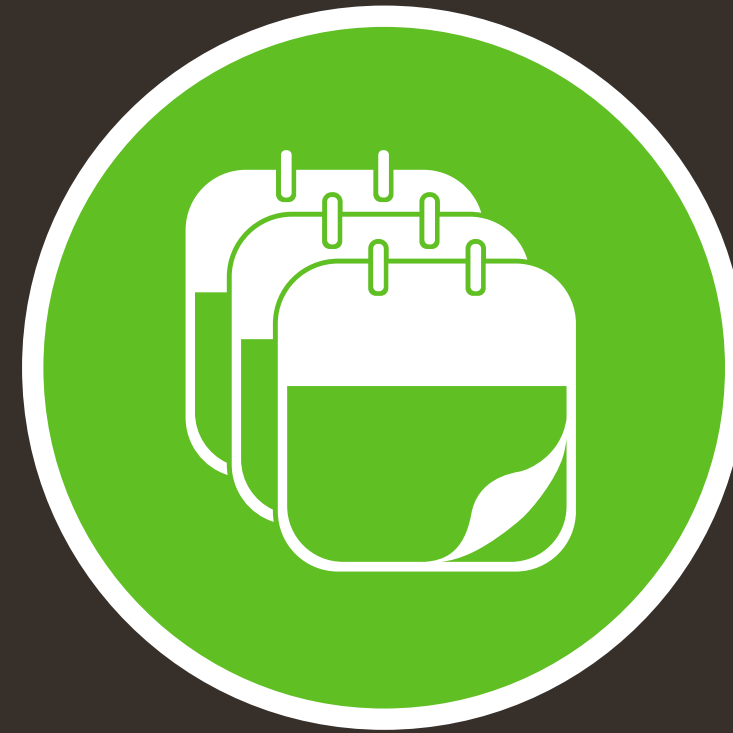
# SPECIAL THANKS: GLOBALWEBINDEX



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



90% GLOBAL  
COVERAGE



QUARTERLY DATA COLLECTION  
ACROSS 42 MARKETS



CROSS-DEVICE  
COVERAGE

Sign up for free: <http://www.globalwebindex.net/>

# SPECIAL THANKS: GSMA INTELLIGENCE



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

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

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

# SPECIAL THANKS: STATISTA

statista

Statista is one of the world's largest online statistics databases. Its **Digital Market Outlook** products provide forecasts, detailed market insights, and key indicators on 8 digital verticals including e-commerce, digital media, advertising, and smart home with 33 segments across more than 50 regions and countries.



78% OF GLOBAL  
INTERNET POPULATION



50 DIGITAL  
ECONOMIES



90% OF WORLDWIDE  
ECONOMIC POWER



MORE THAN 30,000  
INTERACTIVE STATISTICS

Learn more about Statista's Digital Market Outlook at <http://www.statista.com/>

# SPECIAL THANKS: LOCOWISE



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



CUSTOM REPORT  
BUILDER WITH OVER  
300 METRICS



CAMPAIGN  
ANALYSIS, TRACKING  
AND REPORTING



INSIGHTS FROM ALL  
YOUR NETWORKS  
IN ONE PLACE



PREDICTIVE  
METRICS TO DRIVE  
FUTURE STRATEGY

Find out more: <https://locowise.com/>

# SPECIAL THANKS: SIMILARWEB



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



WEB  
INTELLIGENCE



APP  
INTELLIGENCE



GLOBAL  
COVERAGE



GRANULAR  
ANALYSIS

Find out more: <http://similarweb.com/>

# SPECIAL THANKS: APPANNIE



App Annie delivers the most trusted app market data for businesses to succeed in the global app economy. Over 1 million registered members rely on App Annie to better understand the app market, and how to improve user acquisition strategies (paid and ASO), retention, product development to further grow their businesses, and leverage the opportunities around them.



1 MILLION  
REGISTERED USERS



BEST-IN-CLASS  
DATA



COVERAGE ACROSS  
150 COUNTRIES



UNPARALLELED  
SERVICE & SUPPORT

Find out more: <http://www.appannie.com/>



# SPECIAL THANKS: KLEAR

**Klear** is a big data search engine for influencers. Klear is trusted by the world's leading brands and agencies to help build, scale, and measure influencer programs.



GLOBAL COVERAGE,  
DOWN TO CITY LEVEL



500 MILLION  
PROFILES



60,000 INFLUENCE  
CATEGORIES



FULL INFLUENCER  
CAMPAIGN SOLUTION

Find out more: <http://klear.com/>



# SPECIAL THANKS

We'd also like to offer our thanks to the following data providers for publishing much of the remaining data included in this year's reports:



**GOOGLE**



**STATCOUNTER**



**OOKLA**



**ALEXA**



**ERICSSON**

Lastly, a big thank you to the **The Noun Project**, who supply and inspire the icons we use in these reports.

# DATA SOURCES USED IN THIS REPORT & NOTES ON METHODOLOGIES

**POPULATION DATA:** United Nations World Population Prospects, 2017 Revision; US Census Bureau (accessed January 2018); United Nations World Urbanization Prospects, 2014 Revision. Literacy rates from UNESCO (accessed January 2018). GDP data from World Bank (accessed January 2018). Median age data from US Census Bureau (accessed January 2018).

**DIGITAL DEVICE OWNERSHIP DATA:** Google Consumer Barometer (accessed January 2018)\*\*.

**DIGITAL ATTITUDES DATA:** GlobalWebIndex (Q2 & Q3 2017)\*; Google Consumer Barometer (accessed January 2018)\*\*.

**INTERNET USER DATA:** InternetWorldStats (accessed January 2018); ITU, *Individuals Using the Internet*, 2016; Eurostat online database, *Individuals – internet use* (accessed January 2018); CIA World Factbook (accessed January 2018); Northwestern University in Qatar, *Media use in the Middle East, 2017* (accessed January 2018); national government and regulatory body websites; government officials cited in reputable media. Mobile internet use data from GlobalWebIndex (Q2 & Q3 2017)\* and extrapolation of data from Facebook (January 2018). Time spent, and mobile internet usage and penetration data extrapolated from GlobalWebIndex (Q2 & Q3 2017)\*. Share of web traffic data from StatCounter (January 2018). Frequency of internet use data from Google Consumer Barometer (accessed January 2018)\*\*. Internet connection speed data from Ookla's Speed

Test (December 2017). Website rankings from SimilarWeb (Q4 2017) and Alexa (December 2017). Google search query rankings from Google Trends (data for 12 months to January 2018). Frequency of use and TV viewing habits from Google Consumer Barometer (accessed January 2018)\*\*.

**SOCIAL MEDIA AND MOBILE SOCIAL MEDIA DATA:** Latest reported monthly active user numbers from Facebook, Tencent, VKontakte, LINE, Kakao, Google, Sina, Twitter, Skype, Yahoo!, Viber, Baidu, and Snap, as quoted directly in company documents, or as reported by reputable media (all latest data available at time of publishing in January 2018). Time spent on social media from GlobalWebIndex (Q2 & Q3 2017)\*. Facebook and Instagram age and gender figures extrapolated from Facebook data (January 2018). Facebook reach and engagement data from Locowise; data represents monthly averages for full-year 2017.

**MOBILE PHONE USERS, MOBILE CONNECTIONS, AND MOBILE BROADBAND DATA:** Latest reported global and national data from GSMA Intelligence (Q4 2017); extrapolated global data from GSMA Intelligence (January 2018); Ericsson Mobility Report (November 2017). Usage data extrapolated from GlobalWebIndex (Q2 & Q3 2017)\*; Google Consumer Barometer (accessed January 2018)\*\*. GSMA Intelligence Mobile Connectivity Index (accessed January 2018): <http://www.mobileconnectivityindex.com/> Smartphone Life Management Activity data from Google Consumer Barometer (accessed January

2018). Mobile app rankings and app usage insights taken from App Annie's *2017 Retrospective* and *Why You Mobile Strategy Needs Apps* reports – for more details, visit <http://bit.ly/AppAnnie2017>.

**E-COMMERCE DATA:** Statista *Digital Market Outlook*, e-Commerce, e-Travel, and digital media industry reports (accessed January 2018). For more info, visit <http://www.statista.com>. GlobalWebIndex (Q2 & Q3 2017)\*; Google Consumer Barometer (accessed January 2018)\*\*.

**FINANCIAL INCLUSION DATA:** World Bank Global Financial Inclusion (accessed January 2018).

**NOTES:** Some 'annual growth' figures are calculated using the data reported in Hootsuite and We Are Social's *Digital in 2017* report: <http://bit.ly/GD2017GO>.

\*GlobalWebIndex manages a panel of more than 18 million connected consumers, collecting data every quarter across 40 countries around the world, and representing 90% of the global internet population. Visit <http://www.globalwebindex.net> for more details.

\*\*Google's Consumer Barometer polls a nationally representative total population (online & offline) aged 16+ in each country surveyed except in Argentina, Brazil, China, India, Japan, South Korea, Malaysia, Mexico, Philippines, Vietnam, and the USA, where the sample base is aged 18+. For more details, visit <http://www.consumerbarometer.com/>.

# NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

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

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

Furthermore, due to differing data collection and preparation methodologies used by these organisations, as well as the different sample periods during which the data were collected, there may be significant differences in the reported metrics for similar data points throughout this report.

In particular, data collected via surveys often vary from one report to another, even if those data have been collected by the same

organisation using the same methodology and approach in each wave.

Similarly, reports of internet user numbers vary considerably between different sources, due to the complex nature of collecting this data. In part, this is because there are fewer commercial imperatives for governments and regulators to collect and publish regular internet user data compared to, for example, the regular user number updates published by social media companies, who depend on such data to sell their products and services.

However, the latest user numbers published by these companies can be a useful proxy for the number of internet users in countries where no other reliable data are available, because all active social media users must have an active internet connection in order to access social media.

Because of this, on occasion, we've used the latest monthly active user data from social media companies to inform our internet user numbers, especially in less-developed economies, where 'official' internet user

numbers are published less frequently. As a result, there are a number of countries in this report where the number of social media users equals the number of internet users.

It's unlikely that 100 percent of internet users in any given country will use the same social media platform though, so in cases where internet and social media user numbers are the same, it's likely that the actual number of internet users will be higher than the number we've reported.

Lastly, in some instances in this year's report, metrics may have decreased year-on-year due to corrections in the source data, actual declines in user numbers, and changes in the primary data source we've used in our reporting due to reasons such as increased reliability, or the non-availability of updated numbers from previous providers.

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](mailto:reports@kepios.com)

# DISCLAIMER AND IMPORTANT NOTES

This report has been compiled by We Are Social Ltd (“We Are Social”) and Hootsuite Inc. (“Hootsuite”) for informational purposes only, and relies on data from a wide variety of sources, including but not limited to public and private companies, market research firms, government agencies, NGOs, and private individuals. While We Are Social and Hootsuite strive to ensure that all data and charts contained in this report are, as at the time of publishing, accurate and up-to-date, neither We Are Social nor Hootsuite shall be responsible for any errors or omissions contained in this report, or for the results obtained from its use.

All information contained in this report is provided "as is", with no guarantee whatsoever of its accuracy, completeness, correctness or non-infringement of third-party rights and without warranty of any kind, express or implied, including without limitation, warranties of merchantability or fitness for any particular purpose. This report contains data, tables, figures, maps, flags,

analyses and technical notes that relate to various geographical territories around the world, however reference to these territories and any associated elements (including names and flags) does not imply the expression of any opinion whatsoever on the part of We Are Social, Hootsuite or any of the featured brands, nor any of those organisations’ partners, affiliates, employees or agents, concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. This report is provided with the understanding that it does not constitute professional advice or services of any kind and should therefore not be substituted for independent investigations, thought or judgment.

Accordingly, neither We Are Social, Hootsuite nor any of the brands or organisations featured or cited herein, nor any of their partners, affiliates, group companies, employees or agents shall, to the fullest extent permitted by law, be liable to you or

anyone else for any direct, indirect, punitive, incidental, special, consequential, exemplary or similar loss or damage, or loss or damage of any kind, suffered by you or anyone else as a result of any use, action or decision taken by you or anyone else in any way connected to this report or the information contained herein, or the result(s) thereof, even if advised of the possibility of such loss or damage.

This report may contain references to third parties, however this report does not endorse any such third parties or their products or services, nor is this report sponsored, endorsed or associated with such third parties. Except for those portions of this report relating to Hootsuite, this report and any opinions contained herein have been prepared by We Are Social and have not been specifically approved or disapproved by Hootsuite. This report is subject to change without notice. To ensure you have the most up-to-date version of this report, please visit <http://datareportal.com>.

**[CLICK HERE](#) FOR OUR COMPLETE COLLECTION OF **FREE REPORTS:**  
1000s OF CHARTS WITH DATA AND TRENDS FOR MORE THAN  
230 COUNTRIES AND TERRITORIES AROUND THE WORLD**



**[HTTP://DATAREPORTAL.COM](http://datareportal.com)**

**ALL THE NUMBERS YOU NEED**



# Hootsuite™

Hootsuite is the most widely used social media management platform, trusted by more than 16 million people and employees at 80 percent of the Fortune 1000.

Hootsuite's unparalleled expertise, customer insights at scale, and collaborative ecosystem uniquely help people and organisations succeed with social.

To learn more, visit <http://www.hootsuite.com>.

# we are. social

We are a global agency. We deliver world-class creative ideas for forward-thinking brands. We believe in people before platforms, and the power of social insight to drive business value.

We call this **social thinking**.

We're already helping many of the world's top brands, including adidas, Netflix, HSBC, Samsung, Audi, Lavazza, and Google.

If you'd like to learn more about how we can help you too, visit <http://wearesocial.com>.



**SIMON KEMP**



**@ESKIMON**



**REPORTS@KEPIOS.COM**



**KEPIOS.COM**