SUMMARY REPORT

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

PARTNERS THAT MAKE THE GLOBAL DIGITAL REPORTS SERIES POSSIBLE

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THIS IS A SUMMARY REPORT

SlideShare's upload restrictions prevented us from squeezing all of this year's content into this embed. You'll find close to 300 slides of essential content in here, but if you'd like to read the complete report – and our extensive analysis of what all of these numbers might mean for you – scan the QR code on the left, or click the button below to visit our reports website at DataReportal.com

VISIT DATAREPORTAL

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.

GLOBAL HEADLINES

JAN 2023

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

GLOBAL OVERVIEW

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.

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DIGITAL GROWTH

CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME

GLOBAL OVERVIEW

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

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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.

Want to make the most of rising marketing trends? Download our **2023 Marketing Trends guide**.

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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 KM²)	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.

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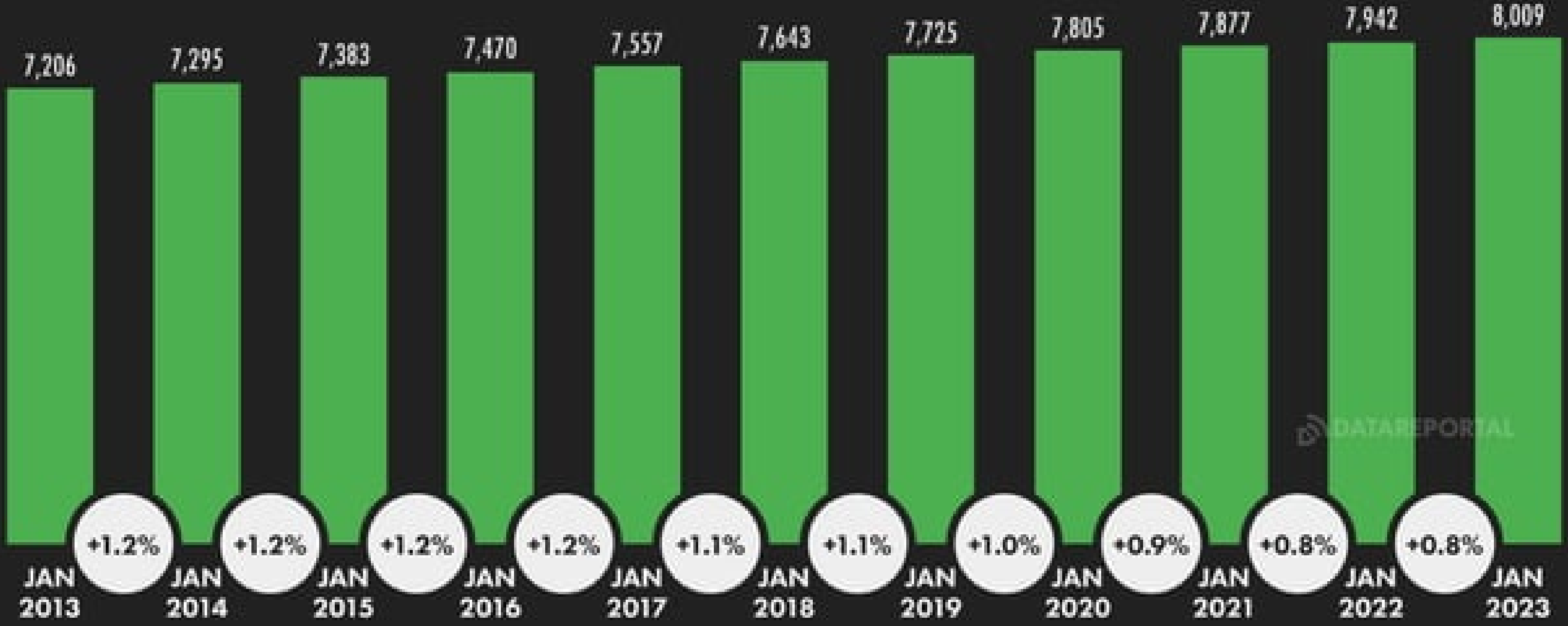
GLOBAL POPULATION OVER TIME

THE GLOBAL POPULATION BY YEAR [IN MILLIONS], WITH YEAR-ON-YEAR CHANGE

GLOBAL OVERVIEW



SOURCES: UNITED NATIONS; KEPIOS ANALYSIS.

JAN 2023

SHARE OF THE GLOBAL POPULATION BY REGION

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

GLOBAL OVERVIEW

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

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DEVICE OWNERSHIP

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

GLOBAL OVERVIEW

ANY KIND OF MOBILE PHONE	SMART PHONE	FEATURE PHONE	LAPTOP OR DESKTOP COMPUTER	TABLET DEVICE
96.2%	95.9%	7.9%	58.0%	33.7%
YEAR-ON-YEAR CHANGE -0.4% (-40 BPS)	YEAR-ON-YEAR CHANGE -0.3% (-30 BPS)	YEAR-ON-YEAR CHANGE -10.2% (-90 BPS)	YEAR-ON-YEAR CHANGE -8.1% (-510 BPS)	YEAR-ON-YEAR CHANGE -3.2% (-110 BPS)

GAMES CONSOLE	SMART WATCH OR SMART WRISTBAND	TV STREAMING DEVICE	SMART HOME DEVICE	VIRTUAL REALITY DEVICE
20.3%	29.9%	16.5%	16.4%	5.6%
YEAR-ON-YEAR CHANGE [UNCHANGED]	YEAR-ON-YEAR CHANGE +9.1% (+250 BPS)	YEAR-ON-YEAR CHANGE +6.5% (+100 BPS)	YEAR-ON-YEAR CHANGE +16.3% (+230 BPS)	YEAR-ON-YEAR CHANGE +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.

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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

GLOBAL OVERVIEW

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

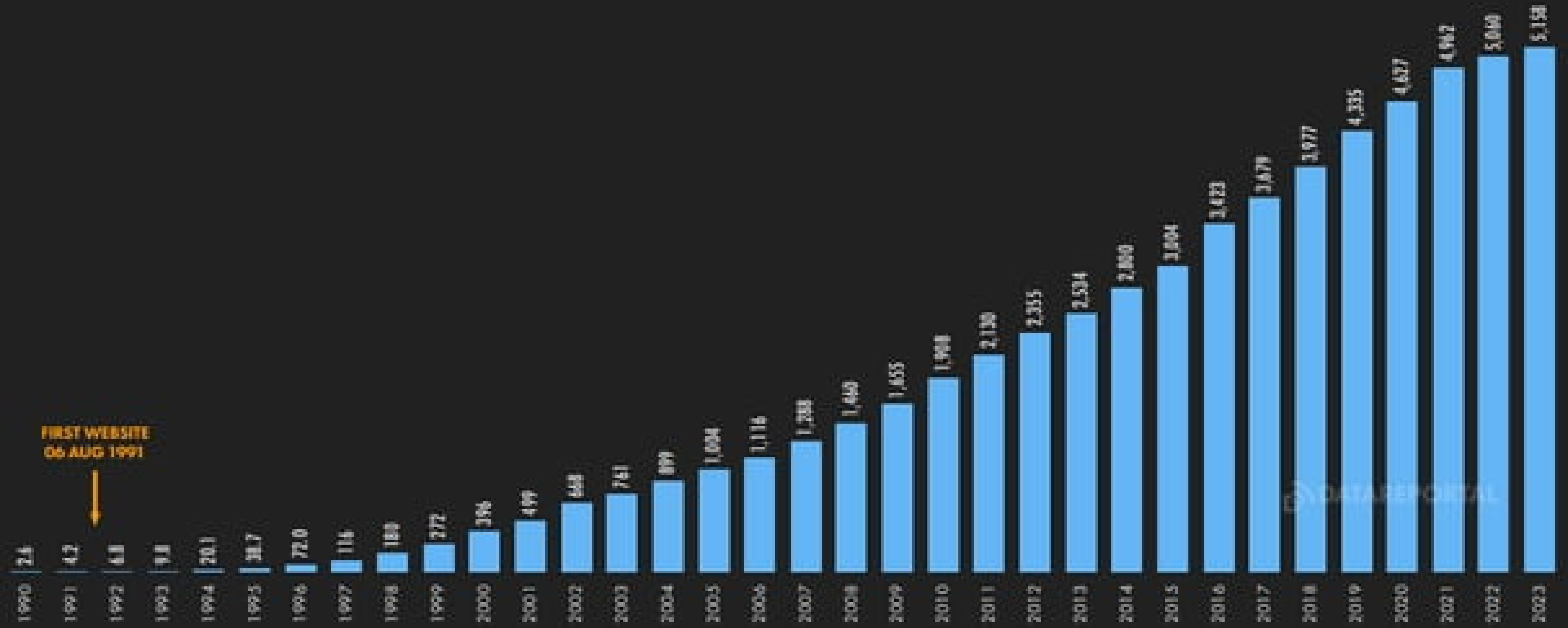
TOTAL INTERNET USERS	INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION	YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF INTERNET USERS	PERCENTAGE OF THE TOTAL FEMALE POPULATION THAT USES THE INTERNET	PERCENTAGE OF THE TOTAL MALE POPULATION THAT USES THE INTERNET
5.16 BILLION	64.4% YOY: +1.1% (+70 BPS)	+1.9% +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.

INTERNET USERS: TIMELINE

NUMBER OF INTERNET USERS BY YEAR (IN MILLIONS)



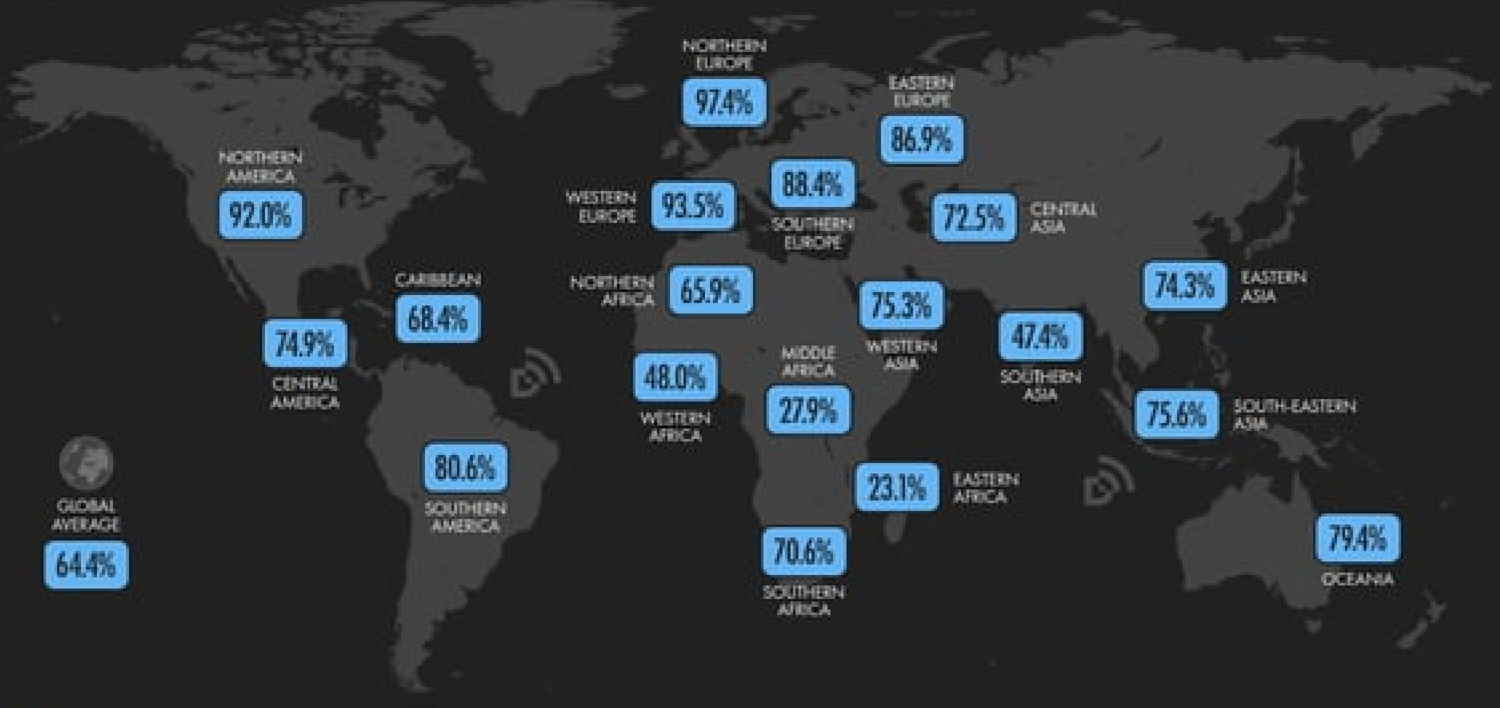
SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTES:** THE TIME REQUIRED TO COLLECT, PROCESS, AND REPORT INTERNET USER RESEARCH DATA MAY MEAN THAT 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 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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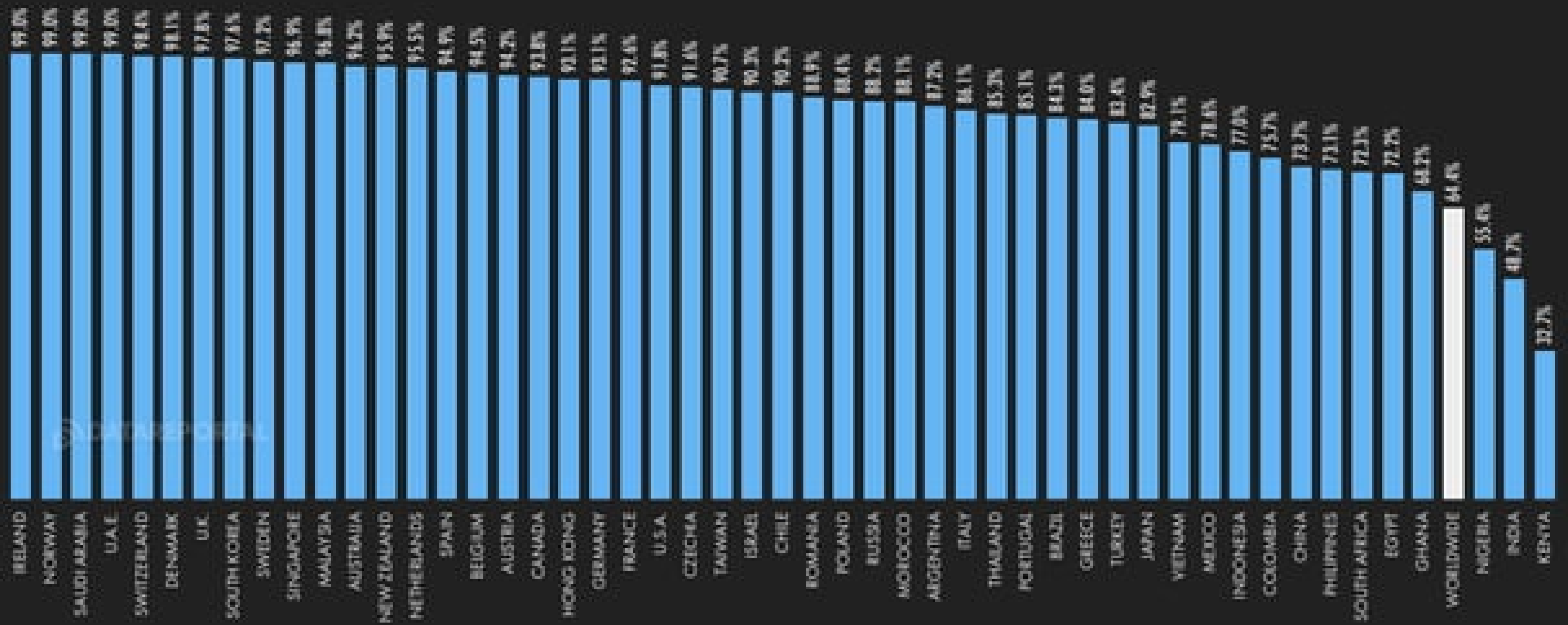
INTERNET ADOPTION

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

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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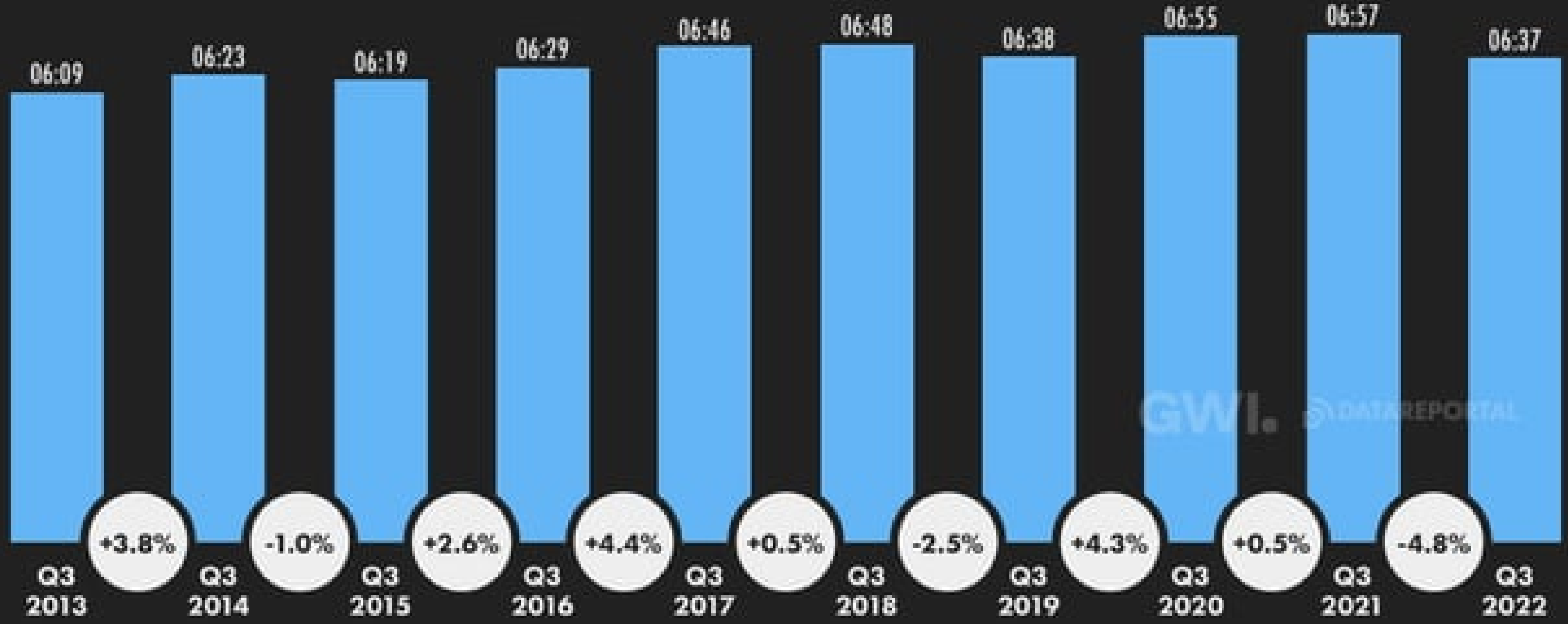
DAILY TIME SPENT USING THE INTERNET (YOY)

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

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.

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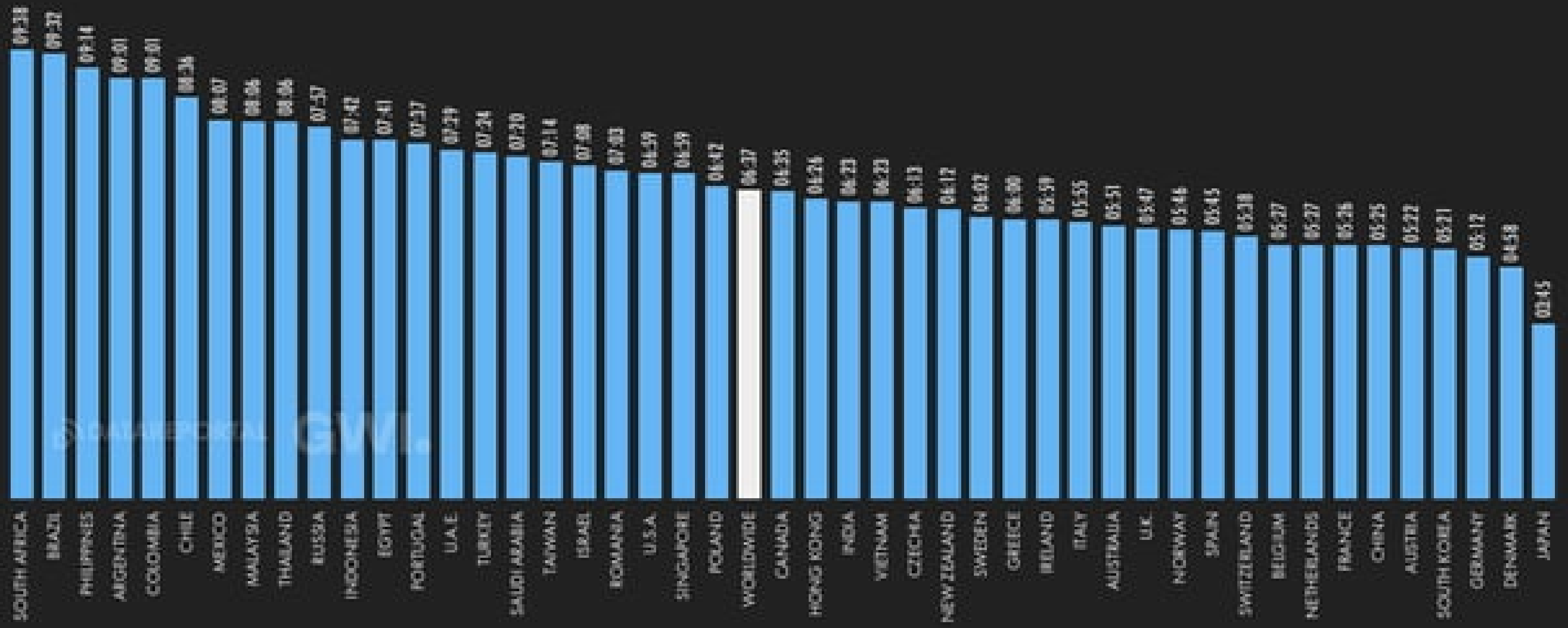
DAILY TIME SPENT USING THE INTERNET

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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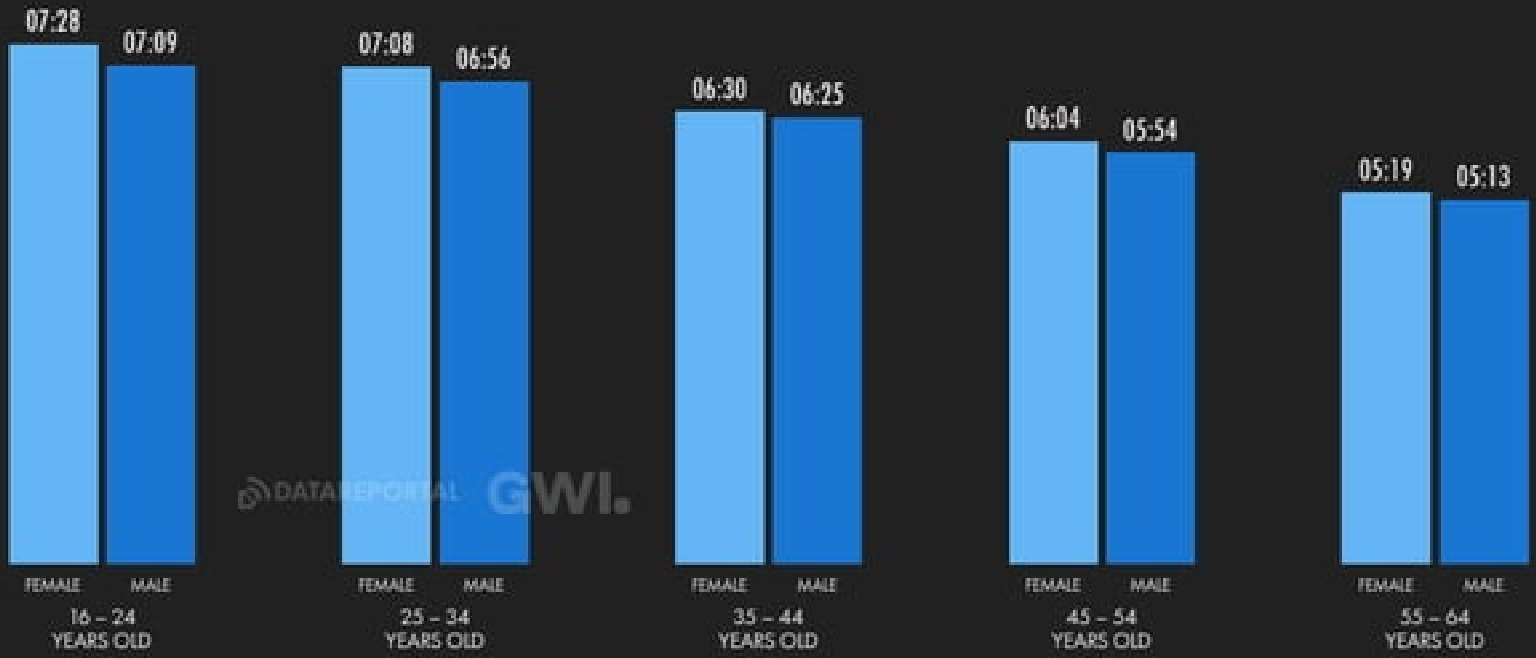
DAILY TIME SPENT USING THE INTERNET

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.

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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.

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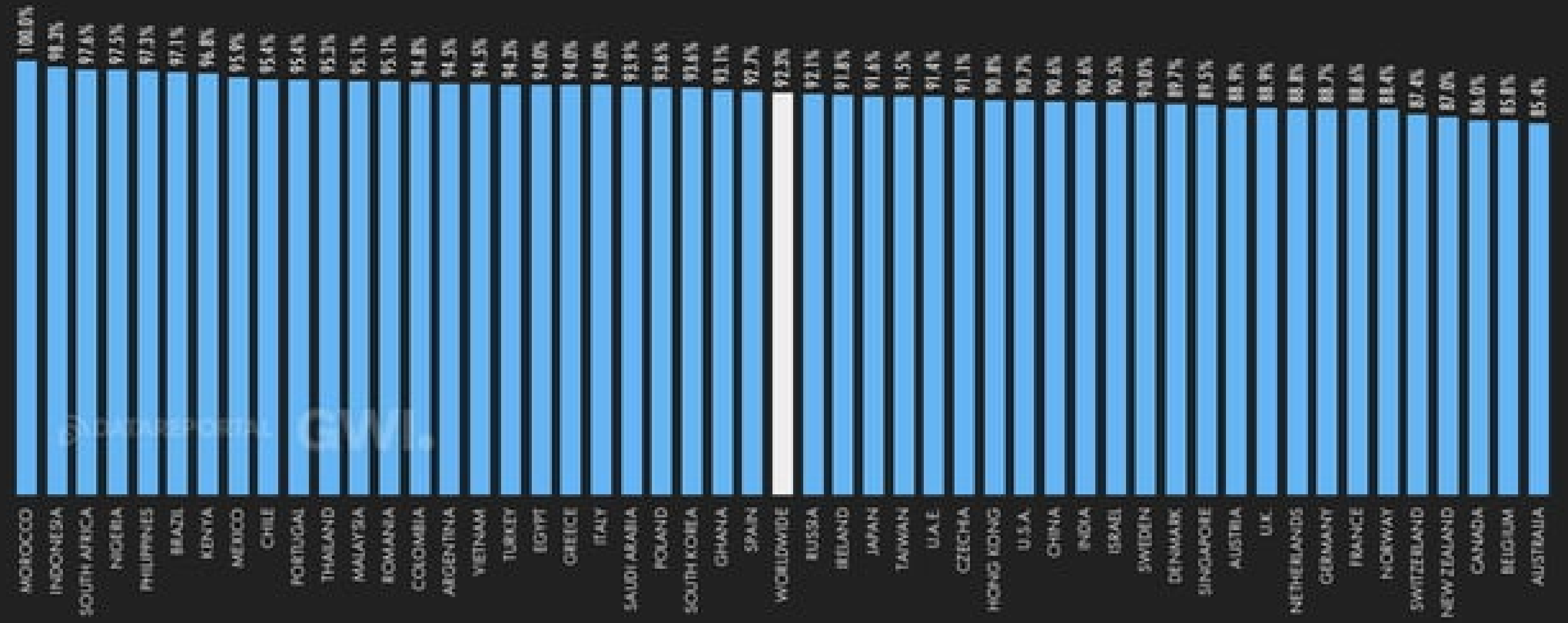
USING MOBILE PHONES TO ACCESS THE INTERNET

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.

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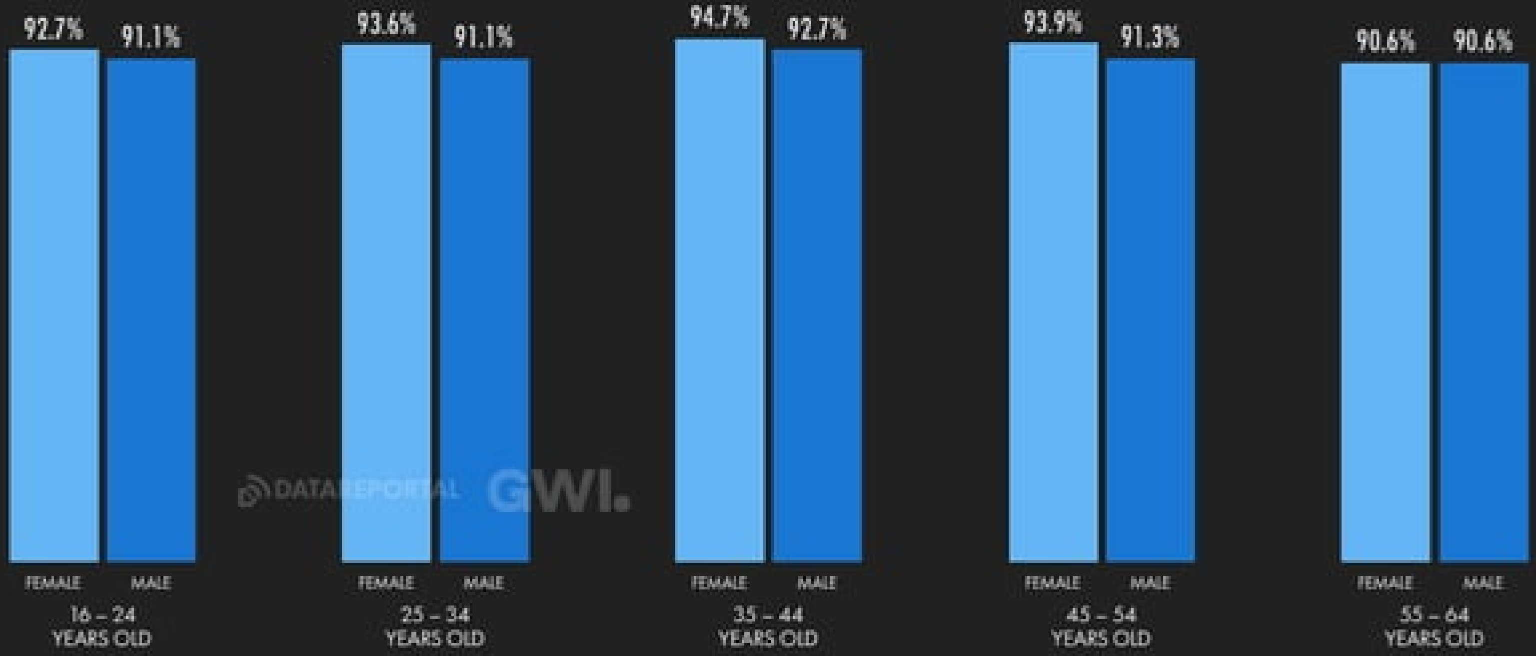
USING MOBILE PHONES TO ACCESS THE INTERNET

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.

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GSMA Intelligence

State of Mobile Internet Connectivity 2022

70%

GSMA assessed connectivity trends for adults aged 18+ and found that 70% used mobile internet at the end of 2021. This analysis is important because adoption estimates based on total population can be biased against countries with very young populations. Nevertheless, even when looking at adults only, almost one-third of adults remain unconnected, while in some regions, for example Africa, it is much higher.

56%

For the first time, the cost of 1GB of monthly data is less than 2% of monthly income in more than half of low- and middle-income countries (LMICs). With the exception of Sub-Saharan Africa, more than half of LMICs of each region achieved this target in 2021. However, affordability remains a challenge for the poorest population segments, while handset affordability remains unchanged.

5%

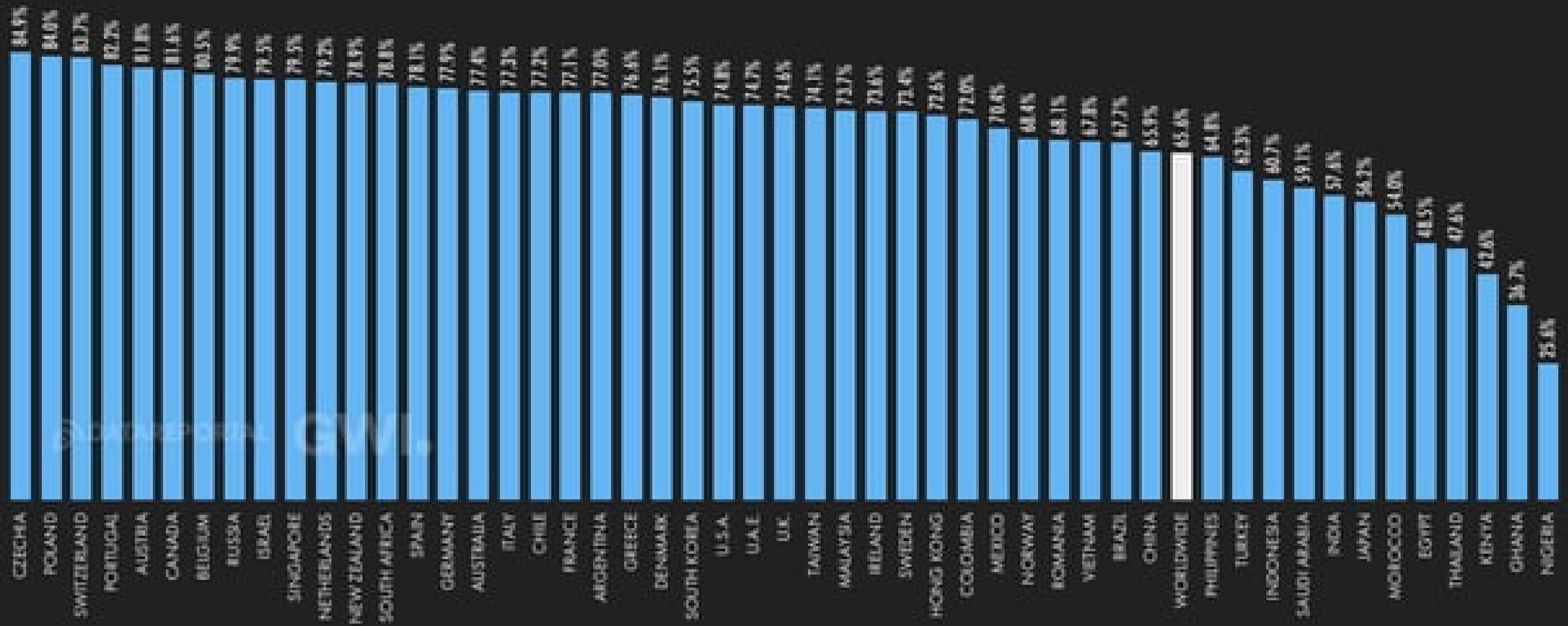
At the end of 2021, the coverage gap - those living in areas without mobile broadband coverage – represented 5% of the world's population, or around 400 million people. The coverage gap has only reduced by 1 percentage point per year between 2018 and 2021, showing how challenging it is to cover the remaining uncovered populations, who are predominantly poor and rural.

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.

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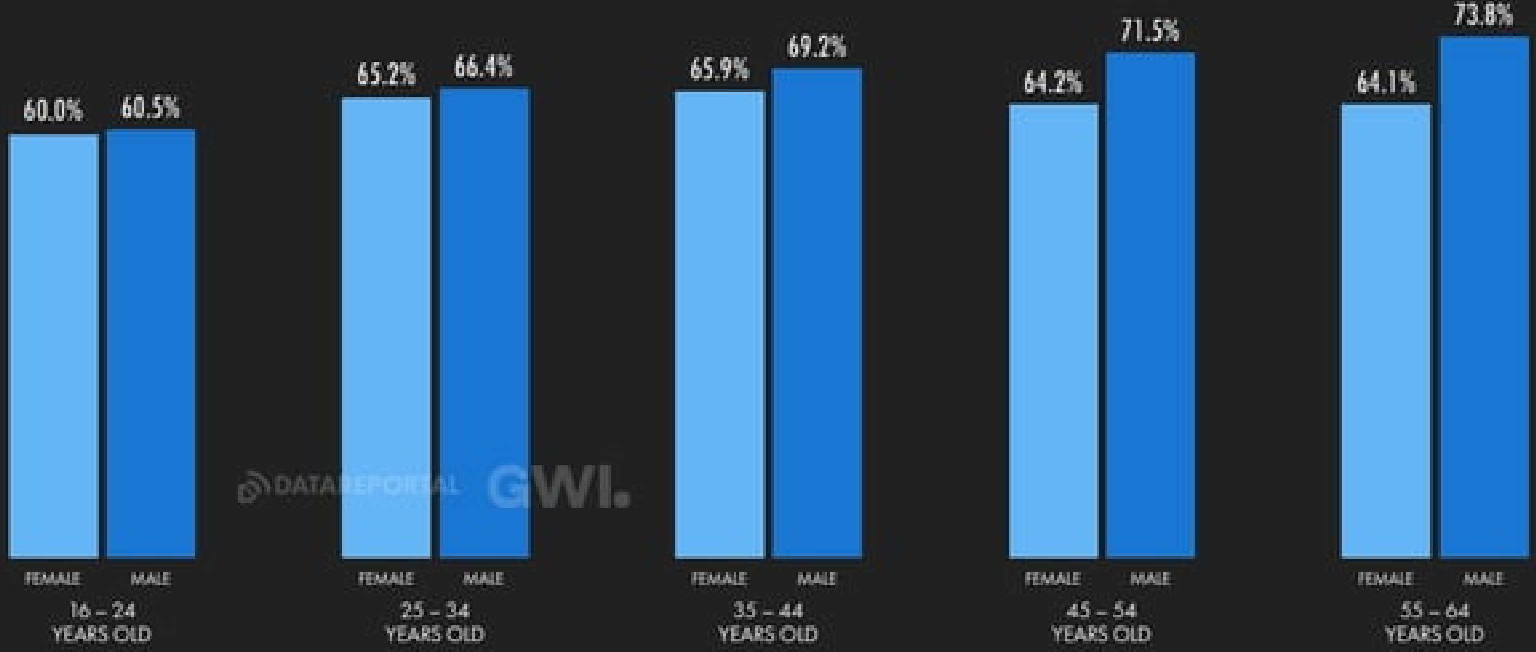
JAN 2023

USING COMPUTERS TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS 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.

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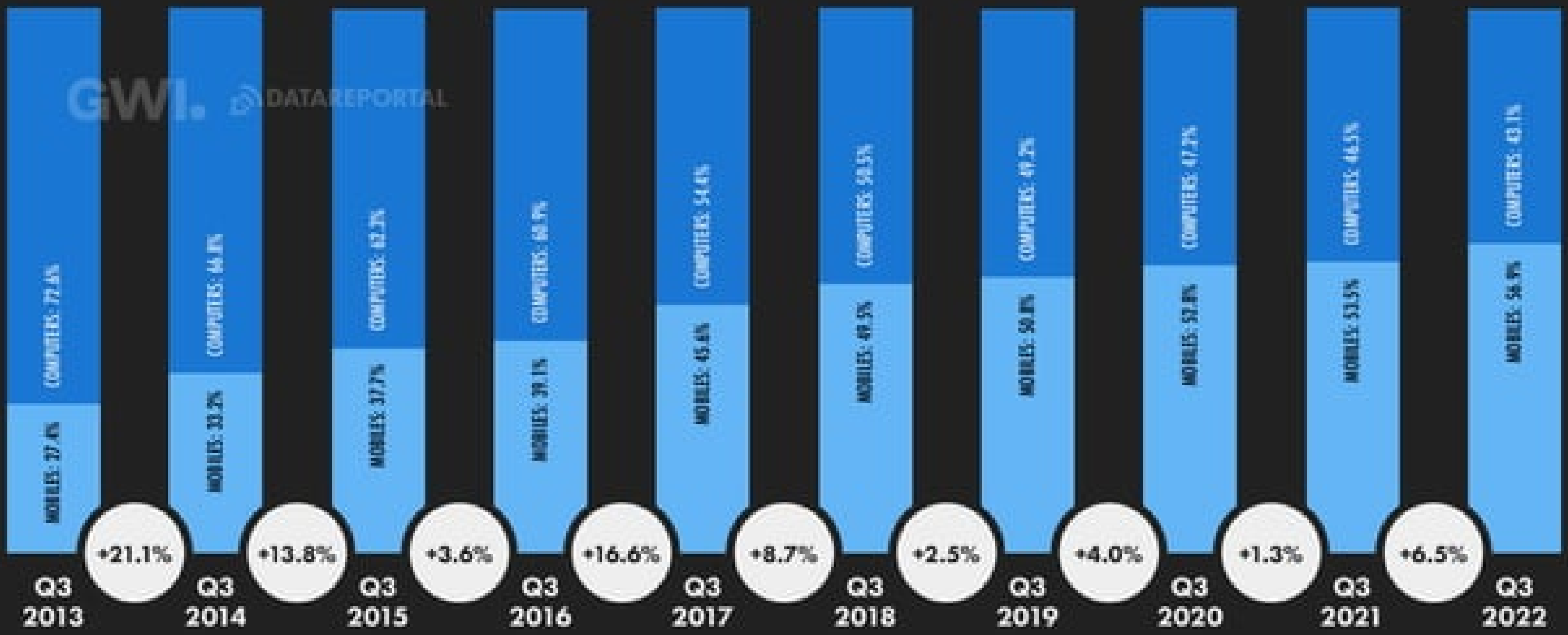
JAN 2023

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.

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INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

DOWNLOAD (MBPS)
33.97

UPLOAD (MBPS)
9.34

LATENCY (MS)
28

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

DOWNLOAD
+17.0%

UPLOAD
+9.5%

LATENCY
-3.4%

MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

DOWNLOAD (MBPS)
74.54

UPLOAD (MBPS)
31.75

LATENCY (MS)
10

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

DOWNLOAD
+28.5%

UPLOAD
+30.8%

LATENCY
0%

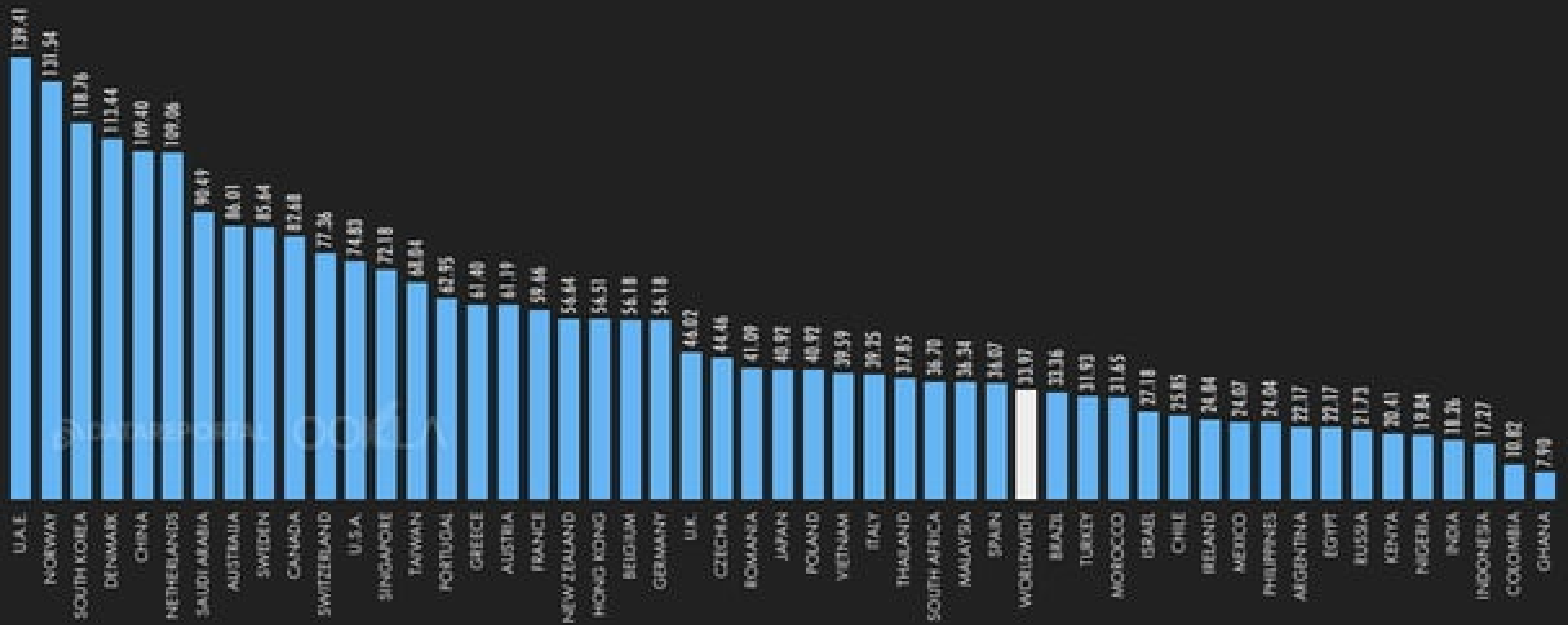
SOURCE: OOKLA. NOTE: FIGURES REPRESENT MEDIAN DOWNLOAD AND UPLOAD SPEEDS IN MEGABITS PER SECOND, AND MEDIAN CONNECTION LATENCY IN MILLISECONDS IN NOVEMBER 2022. TIP: A NEGATIVE VALUE FOR YEAR-ON-YEAR CHANGE IN LATENCY REPRESENTS AN IMPROVEMENT, BECAUSE LOWER LATENCY SHOULD RESULT IN FASTER CONTENT DELIVERY. 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



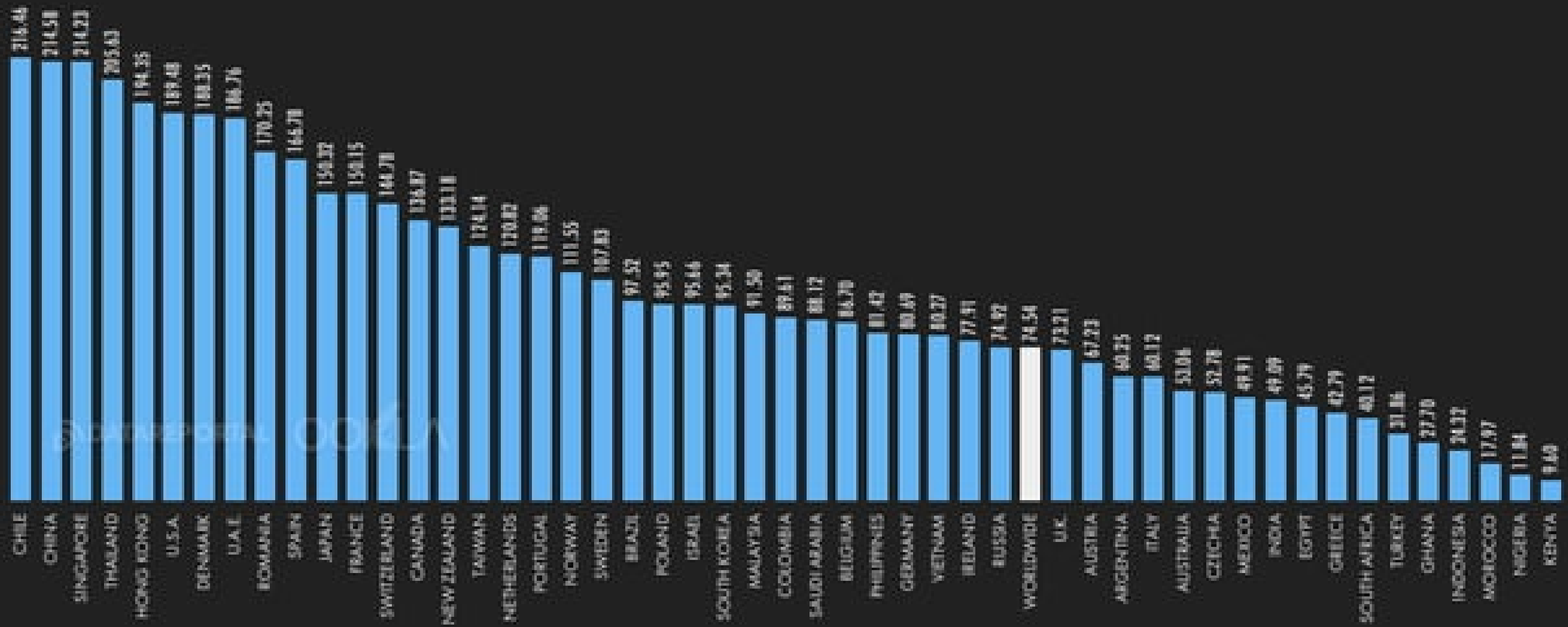
SOURCE: OOKLA. NOTE: FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS IN MEGABITS PER SECOND IN NOVEMBER 2022. COMPARABILITY: VERSIONS OF THIS CHART THAT FEATURED IN PREVIOUS REPORTS IN THIS SERIES USED MEAN VALUES (RATHER THAN MEDIAN VALUES), SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH THOSE SHOWN IN PREVIOUS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

JAN 2023

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.

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Meltwater Insights

Meltwater

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.

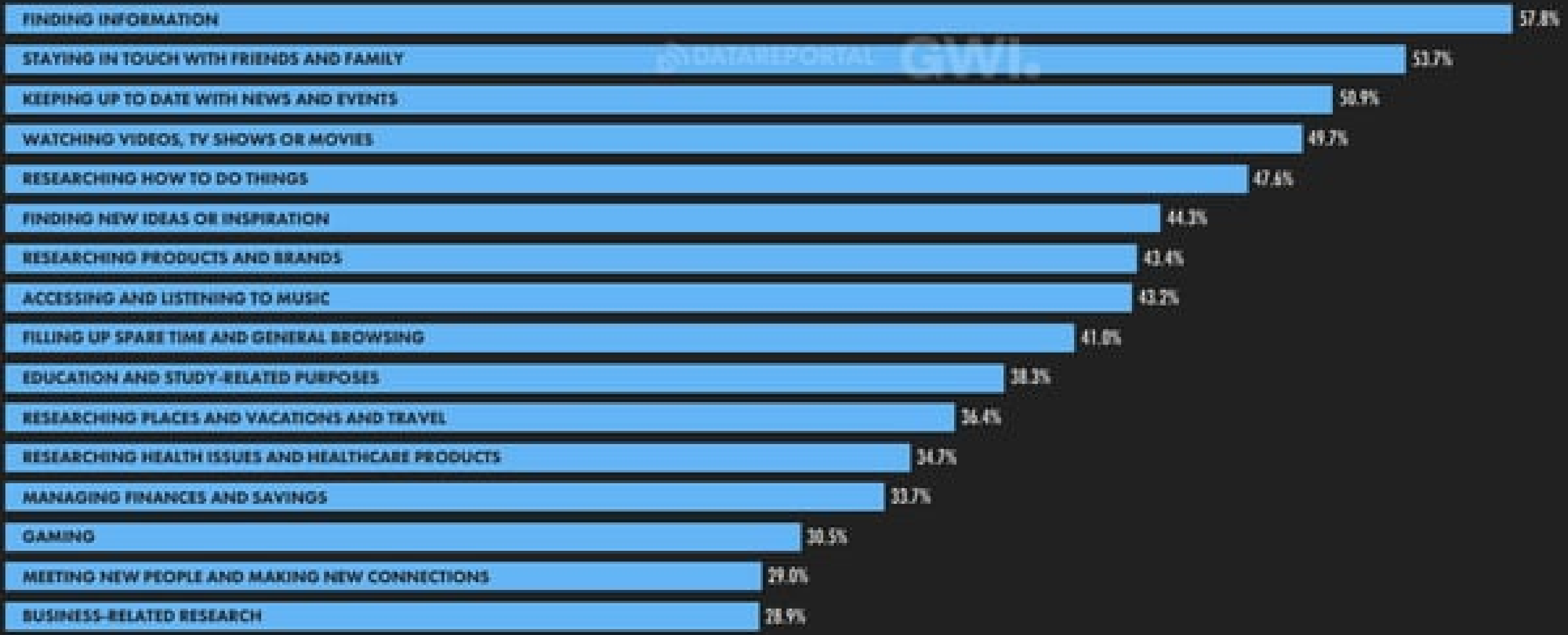
Looking to connect with your audience? Learn how Meltwater can help you **leverage social listening**.

JAN 2023

MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE 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.

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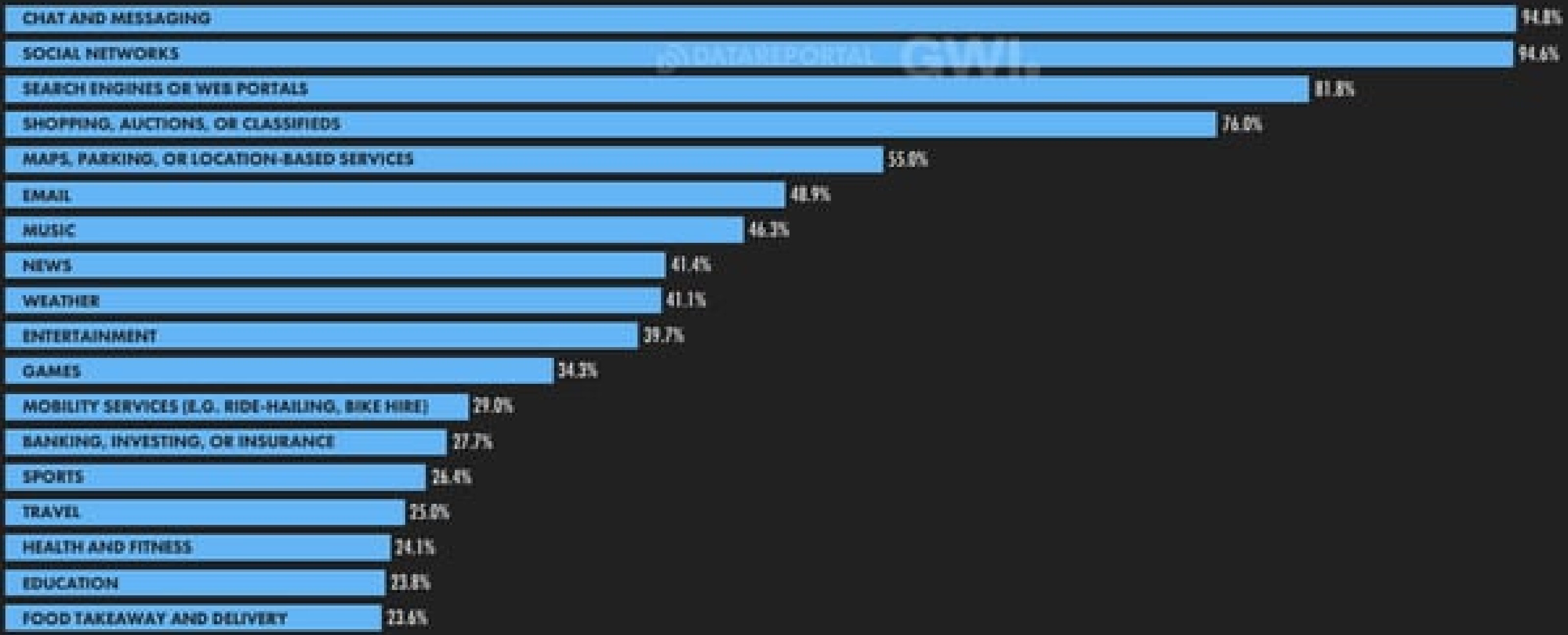
JAN 2023

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

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

SHARE OF WEB TRAFFIC BY DEVICE

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

GLOBAL OVERVIEW

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

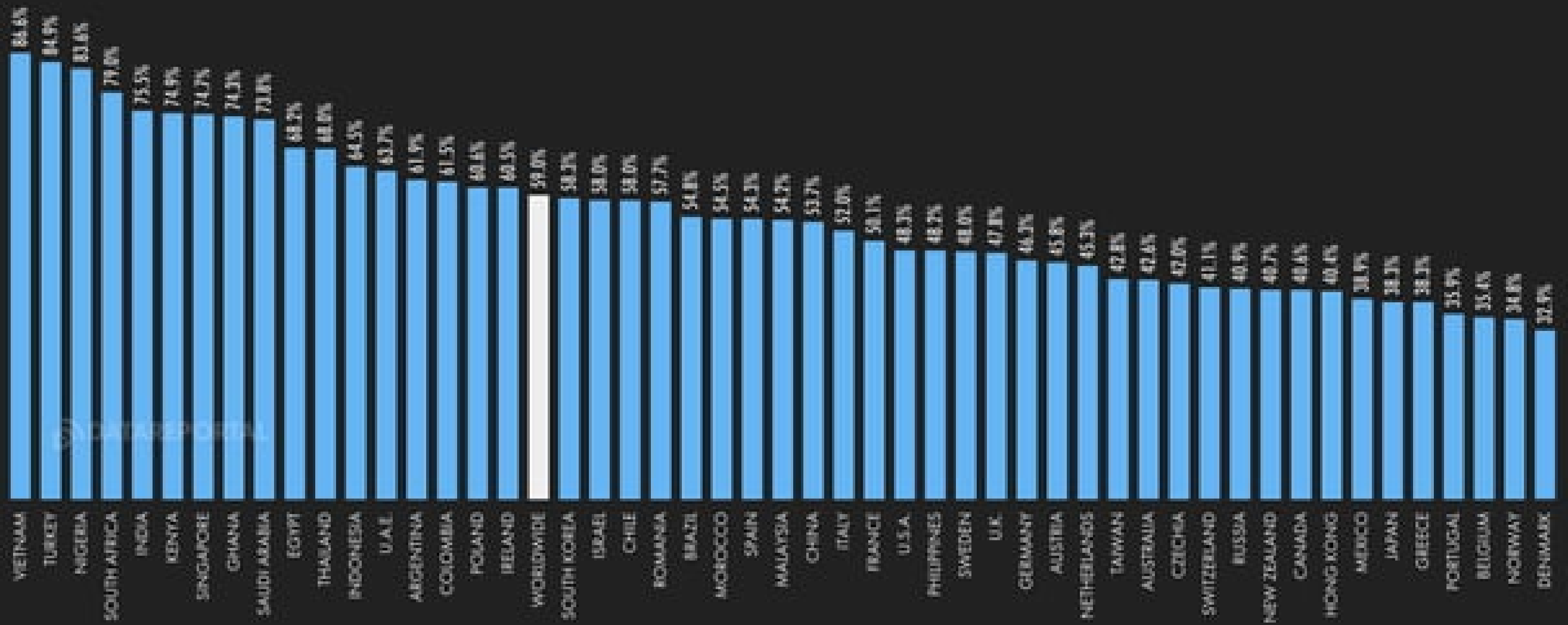
SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN NOVEMBER 2022. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM 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.

JAN 2023

MOBILE'S SHARE OF WEB TRAFFIC

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

GLOBAL OVERVIEW



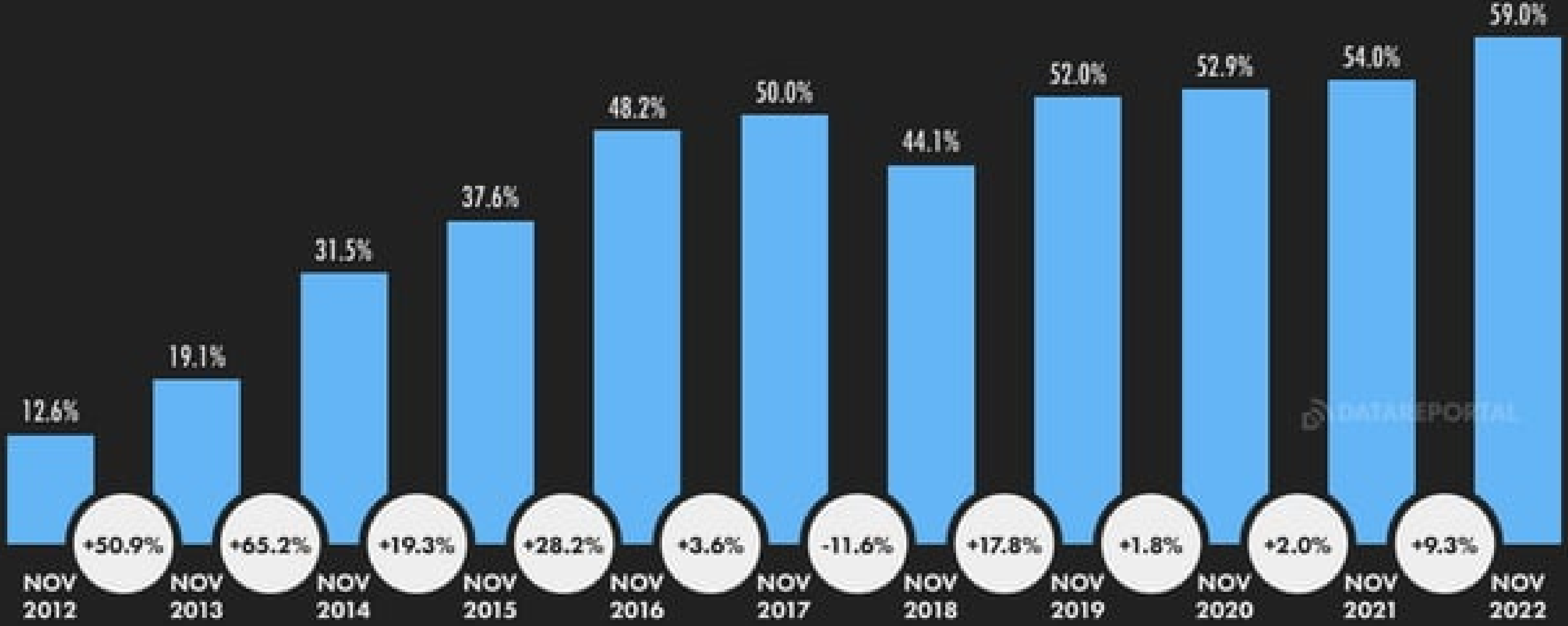
SOURCE: STATCOUNTER. NOTE: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN NOVEMBER 2022.

JAN 2023

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%.

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Consumer engagement and friendship have more in common than you think.

BEST FRIEND	WORST FRIEND	GOOD CONSUMER ENGAGEMENT	THE REALITY	LESSONS
Gifts you a hand-painted portrait of your childhood pet	Regifts you a box of expired chocolates (despite your allergy)	75% of companies think they're providing good personalized experiences	Over 50% of consumers disagree	**MAKE IT PERSONAL**
Never reveals secrets you've asked them to keep	Discloses who your "office crush" is at the holiday party	95% of B2C companies believe consumers trust their ability to protect data	Only 65% of consumers actually do trust these companies	**CLOSE THE TRUST GAP**
Helps you design an epic Zoom background to impress your new colleagues	Always asks you to call customer support when the internet is down	Companies believe that no consumer would rather shave their head over talking to customer service	36% of consumers say they'd rather shave their head than contact customer service teams	**ENGAGE SMARTER**

You don't have to be your consumers' best friend to act like one.
Check out **The executive leader's guide to customer engagement** Twilio report for more practical insights.

Read report

Better relationships, better communications.

twilio

JAN 2023

SHARE OF WEB TRAFFIC BY BROWSER

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

GLOBAL OVERVIEW

CHROME	SAFARI	MICROSOFT EDGE	FIREFOX
65.86%	18.67%	4.45%	3.04%
YEAR-ON-YEAR CHANGE +2.8% (+180 BPS)	YEAR-ON-YEAR CHANGE -2.9% (-55 BPS)	YEAR-ON-YEAR CHANGE +6.2% (+26 BPS)	YEAR-ON-YEAR CHANGE -22.3% (-87 BPS)

SAMSUNG INTERNET	OPERA	ANDROID	OTHER
2.68%	2.27%	0.72%	2.31%
YEAR-ON-YEAR CHANGE -4.3% (-12 BPS)	YEAR-ON-YEAR CHANGE -3.0% (-7 BPS)	YEAR-ON-YEAR CHANGE +7.5% (+5 BPS)	YEAR-ON-YEAR CHANGE -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 10% WOULD EQUAL 12%, NOT 30%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

JAN 2023

TOP WEBSITES: SEMRUSH RANKING

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

GLOBAL OVERVIEW

#	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
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.

JAN 2023

TOP WEBSITES: SIMILARWEB RANKING

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

GLOBAL OVERVIEW

#	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 VISITS" 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

		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 30% WOULD EQUAL 36%, NOT 50%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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

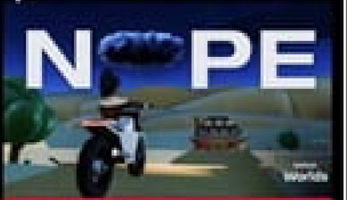
PEOPLE WANT SEARCH TO BE LESS PRECISE, AND MORE EXPLORATORY

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 >

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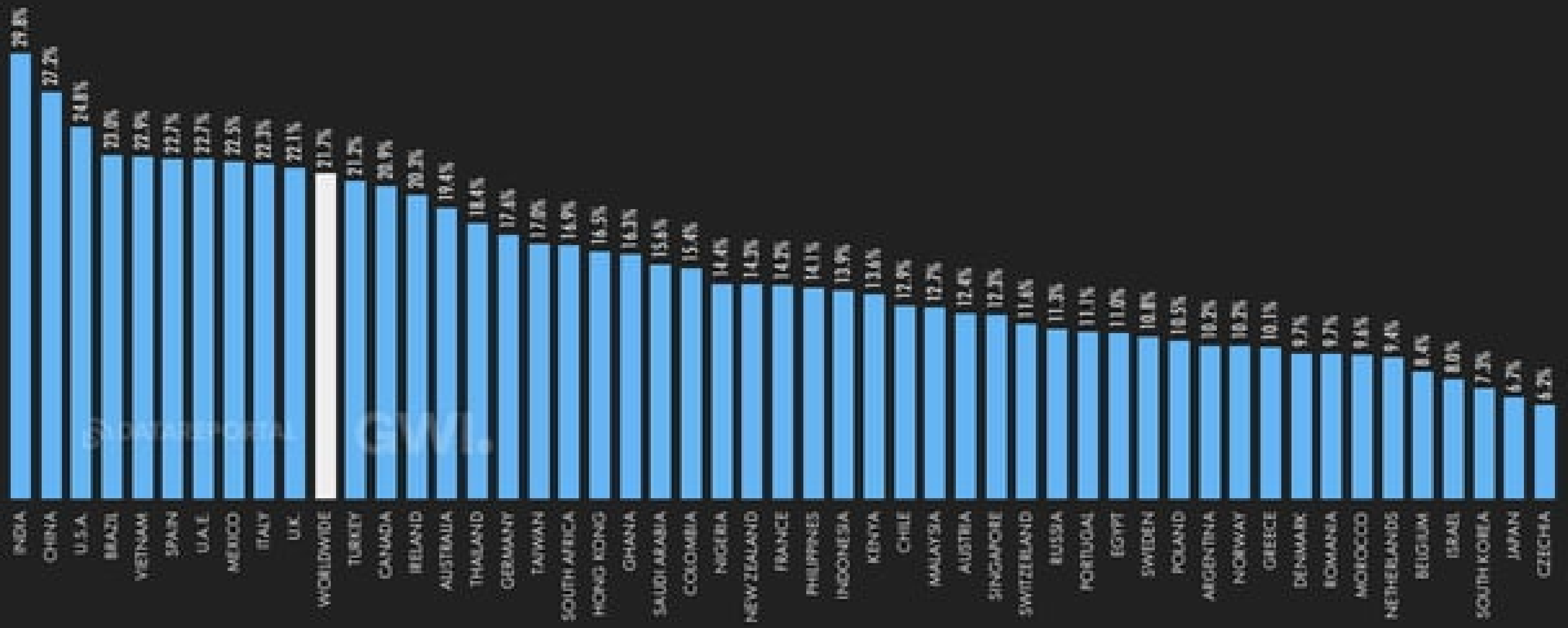
JAN 2023

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 (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

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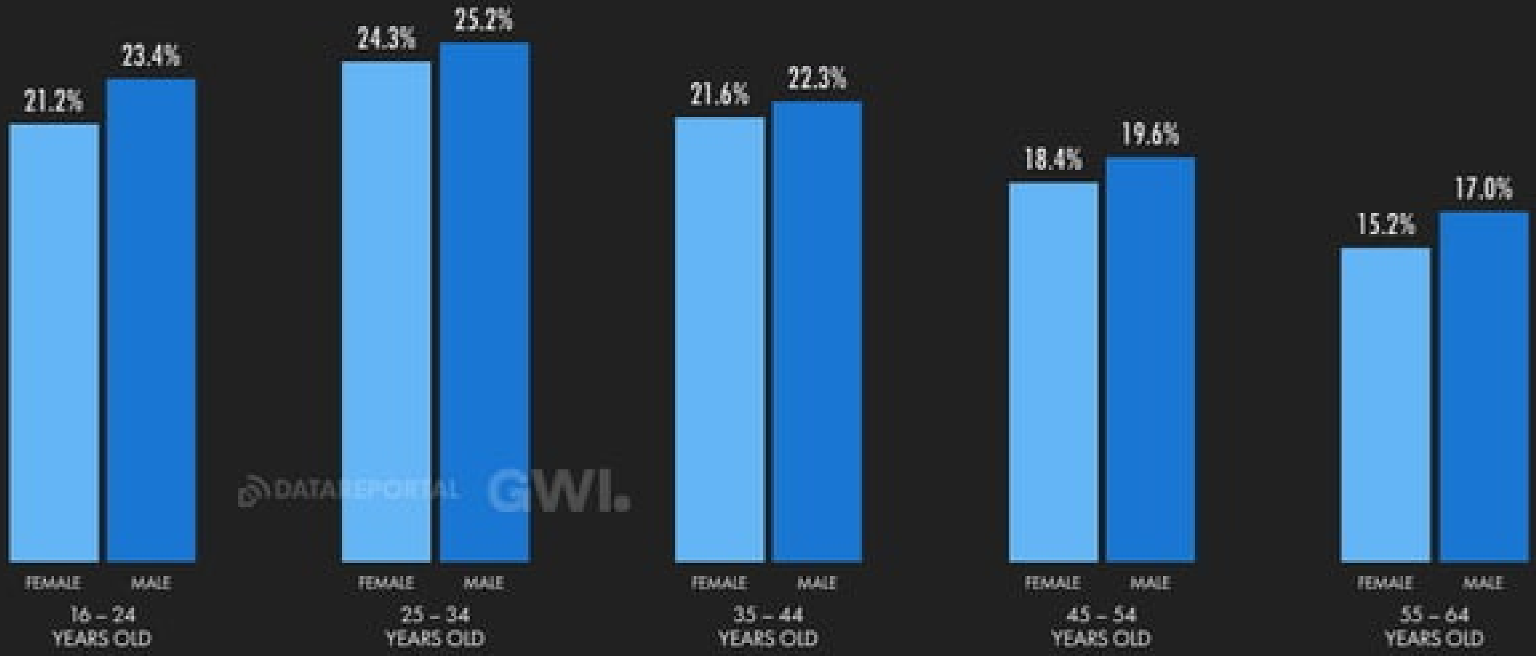

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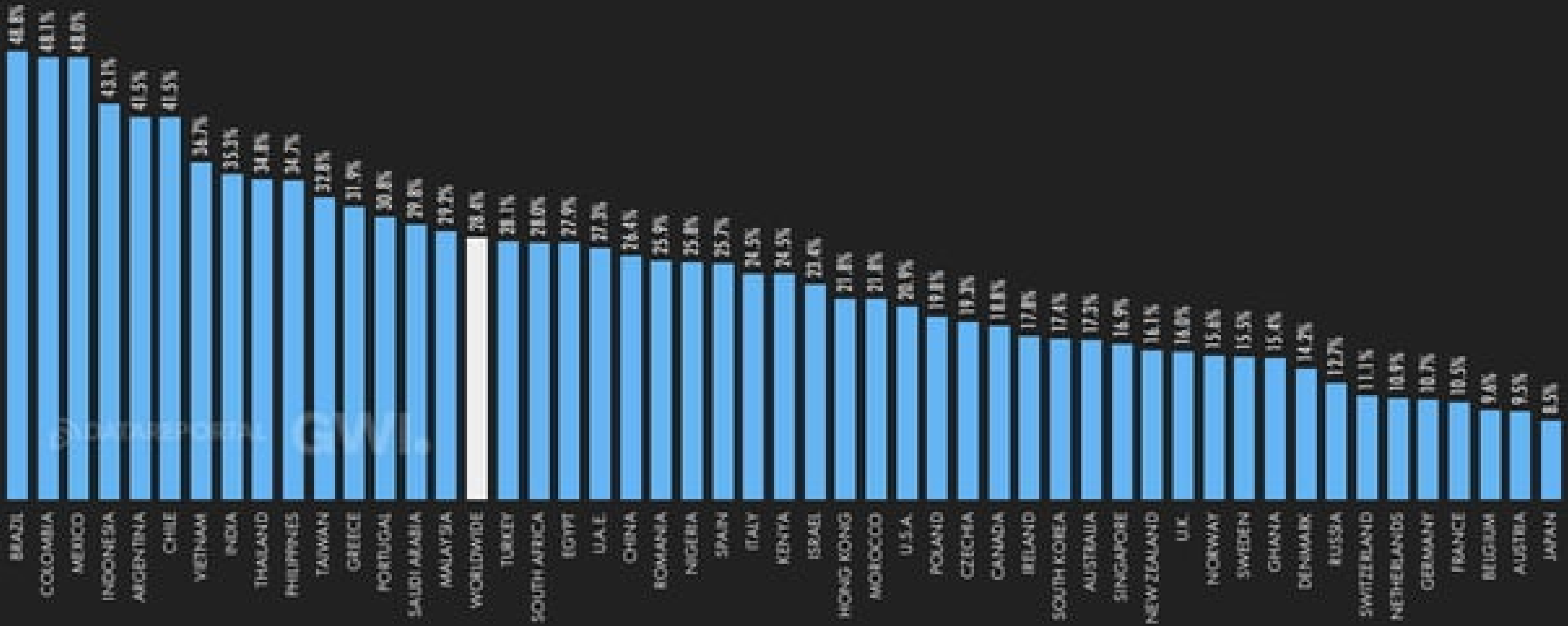
JAN 2023

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

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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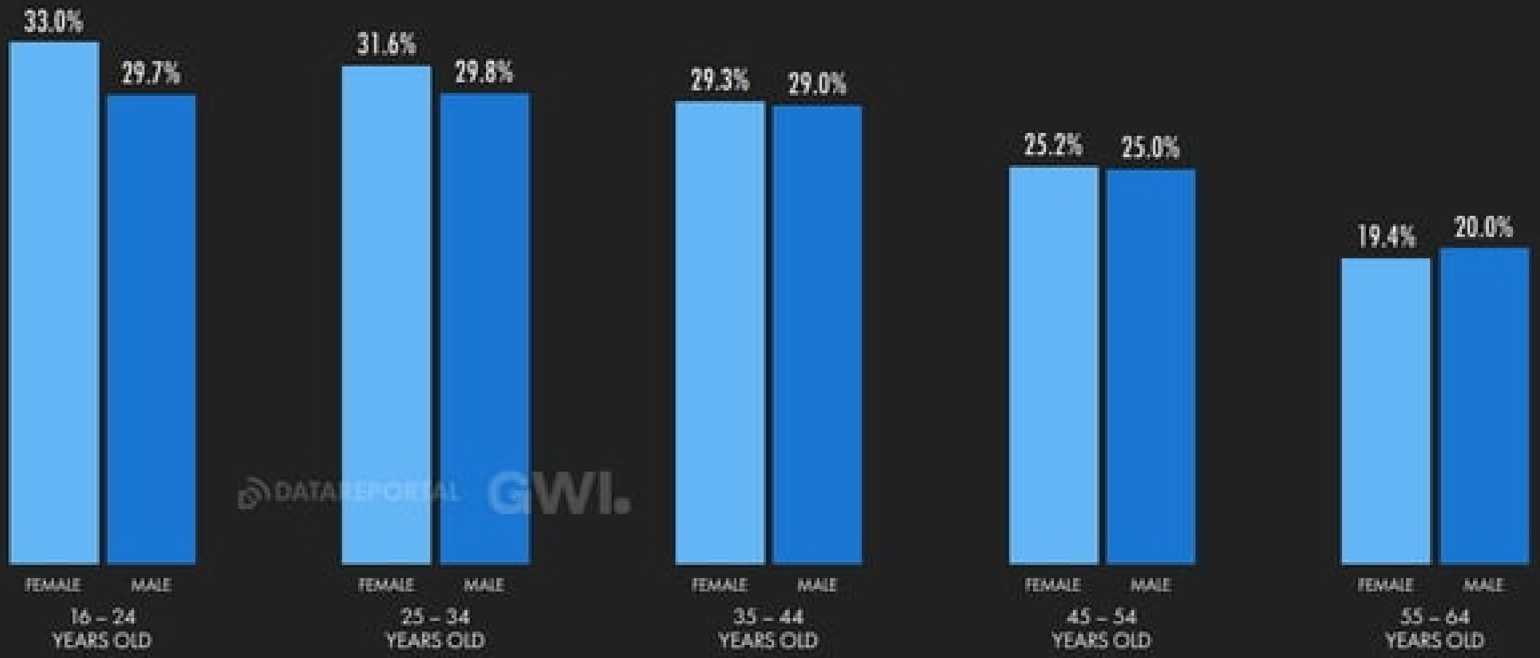

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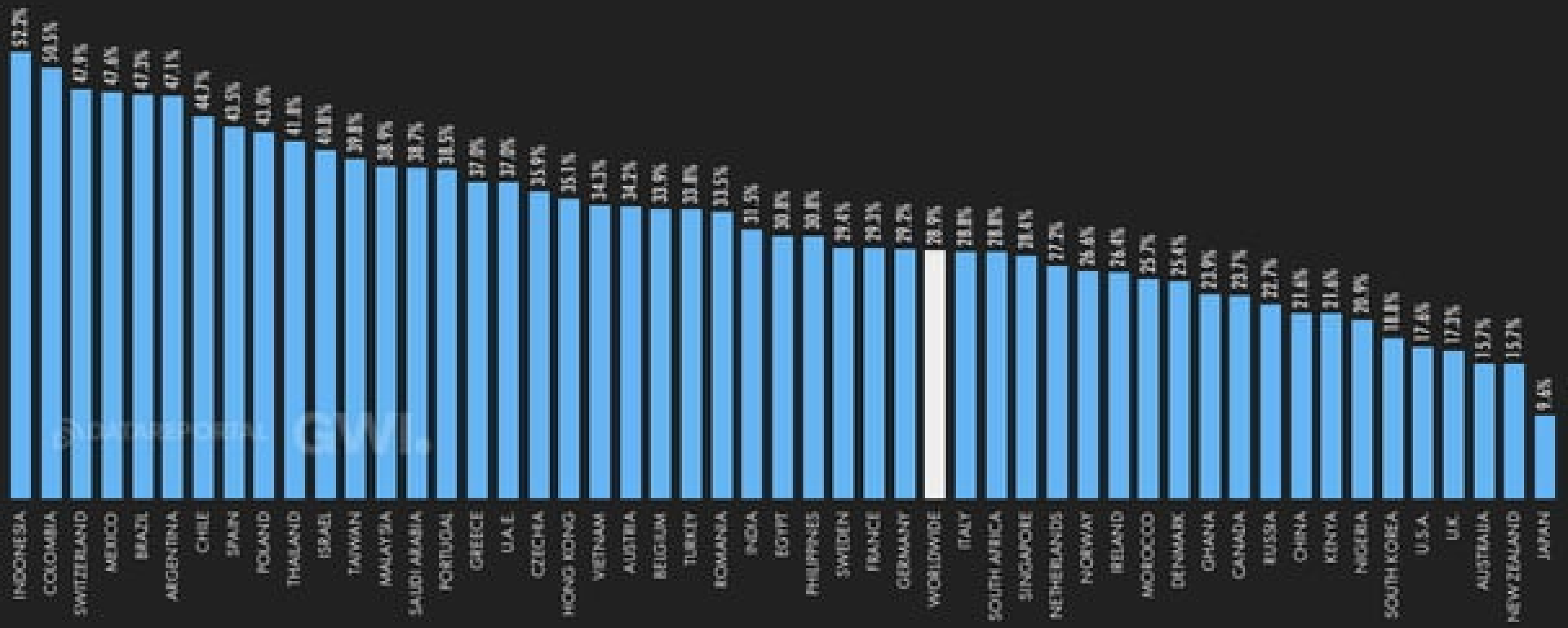
JAN 2023

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

GLOBAL OVERVIEW



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JAN 2023

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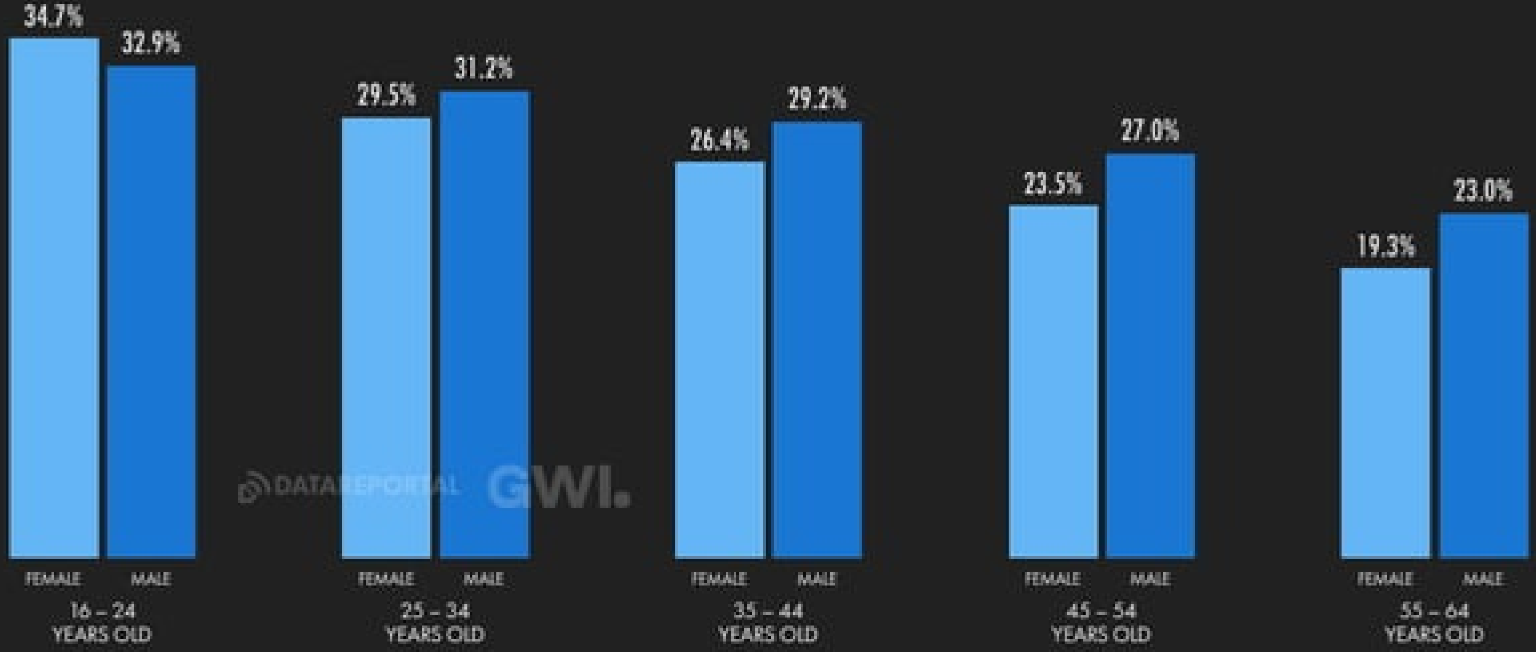
GLOBAL OVERVIEW



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.

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%
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

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)

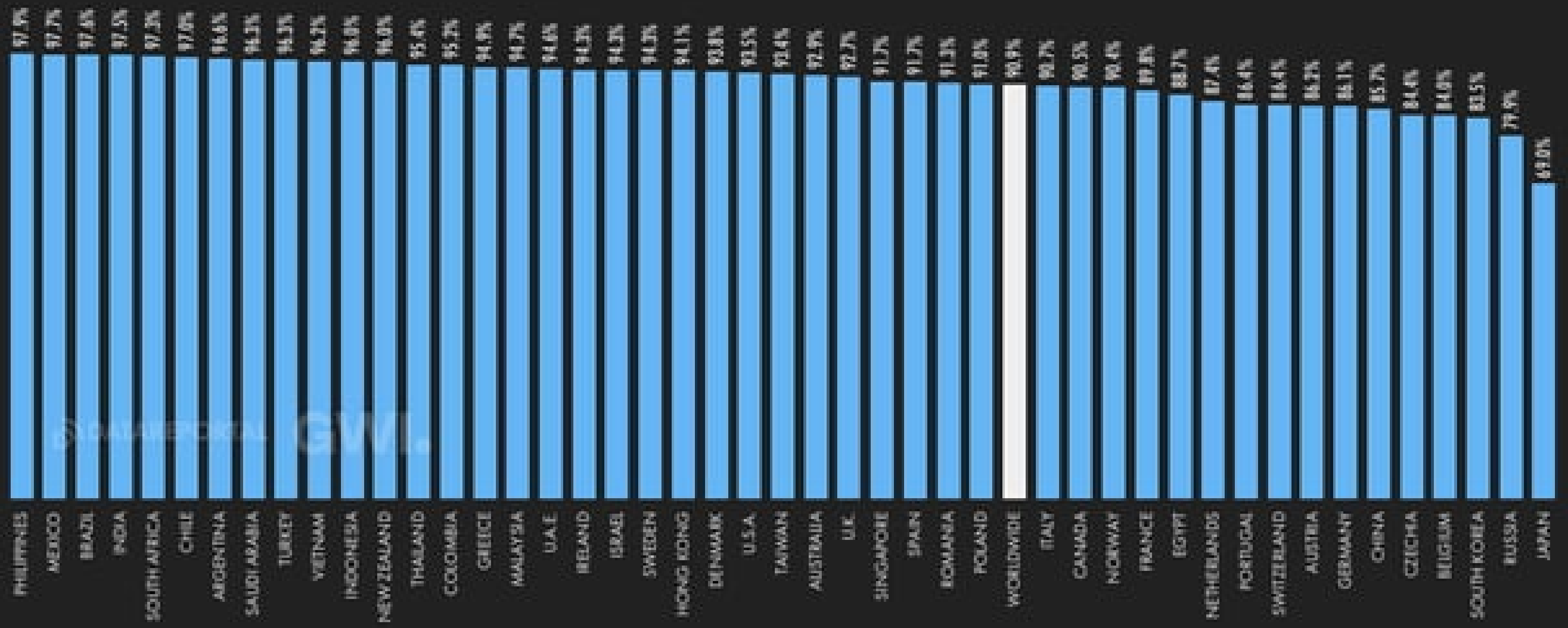
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTES: "YOY" PERCENTAGE VALUES REPRESENT THE RELATIVE YEAR-ON-YEAR CHANGE I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%. "BPS"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

JAN 2023

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



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JAN 2023

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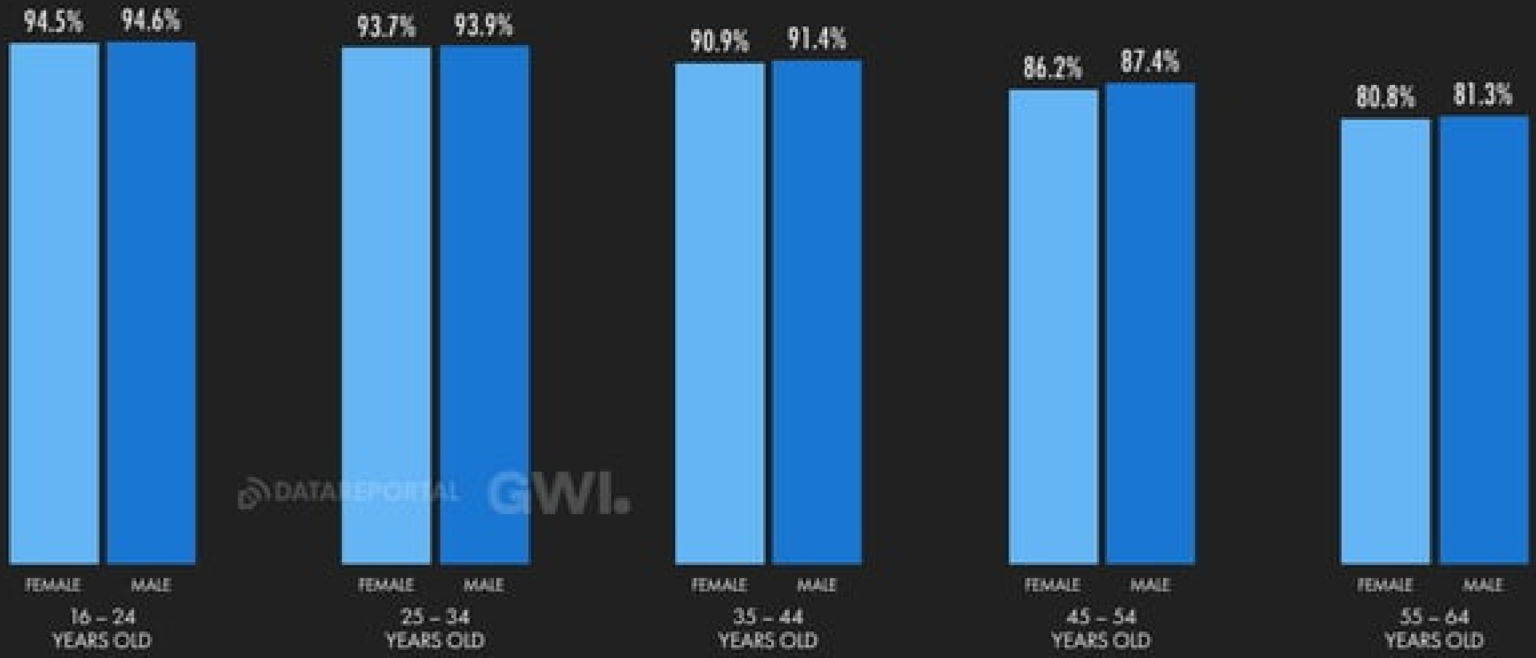

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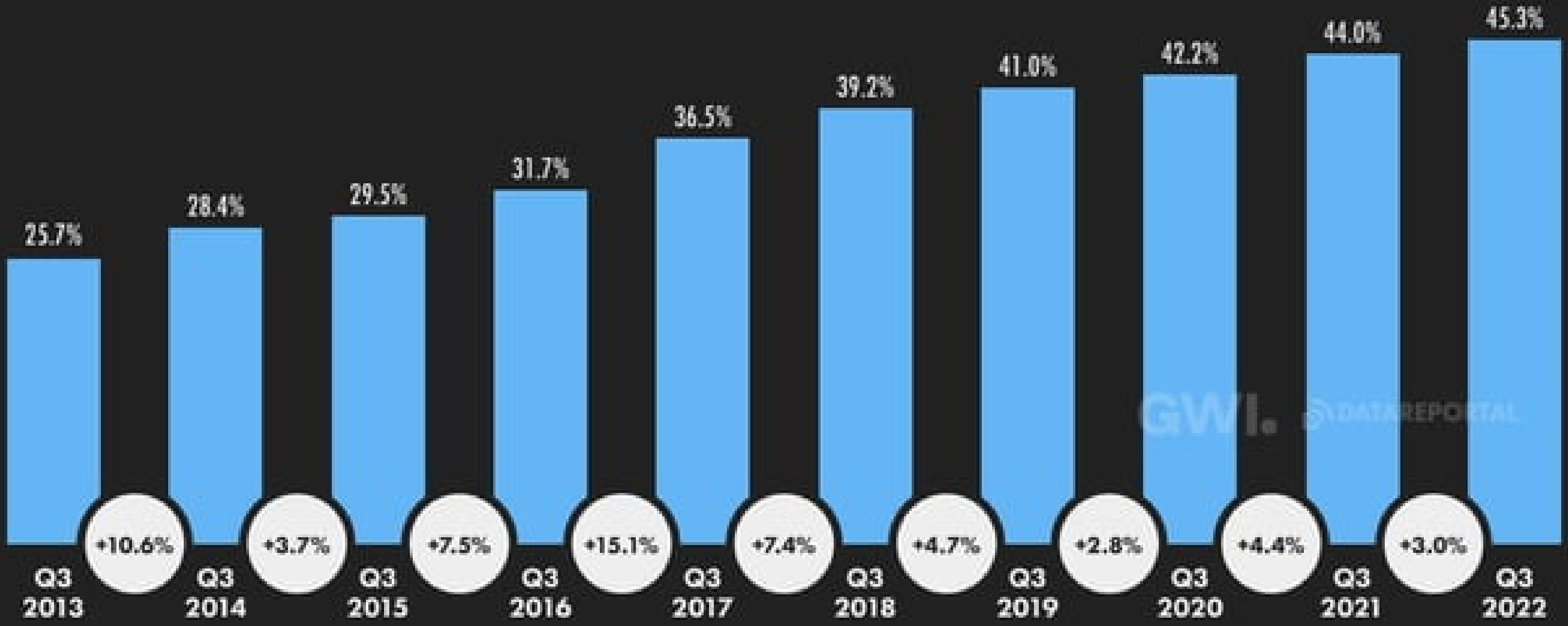
JAN 2023

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

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.

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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.

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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

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)

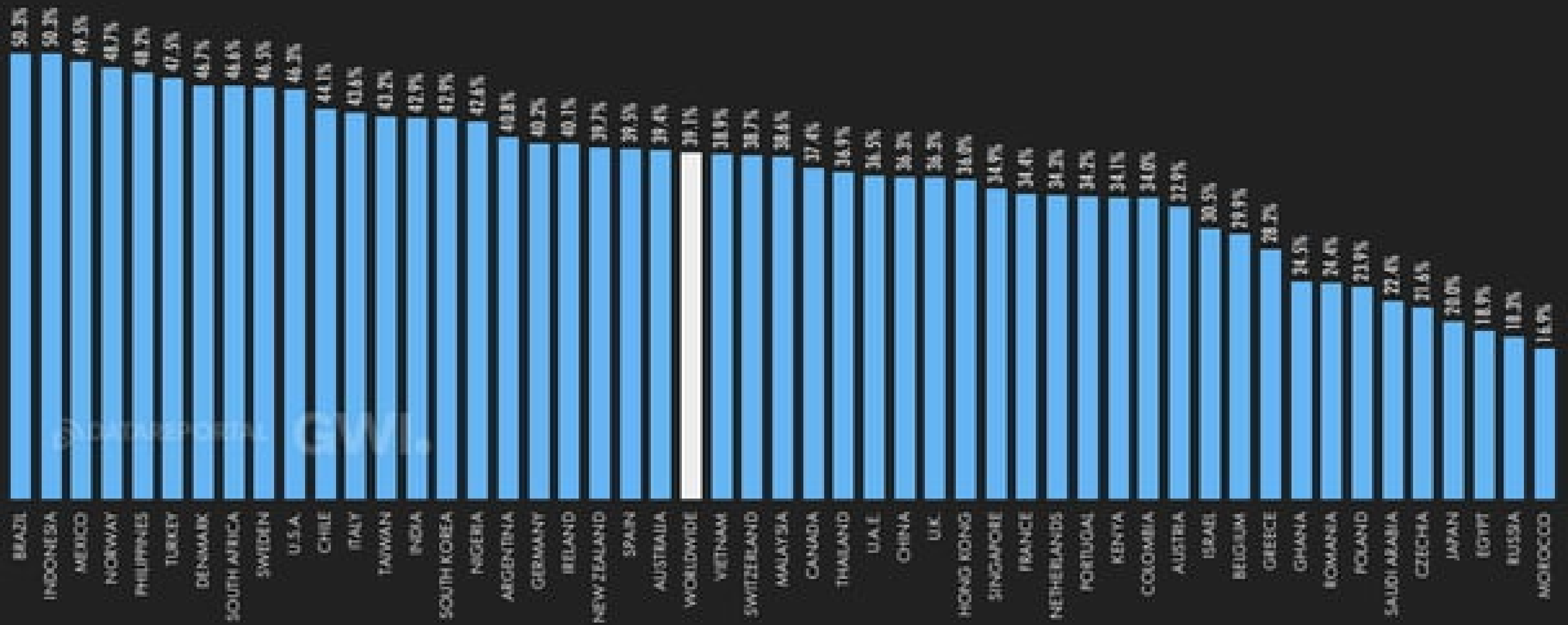
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTES: YEAR-ON-YEAR CHANGE VALUES REPRESENT THE RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT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

JAN 2023

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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JAN 2023

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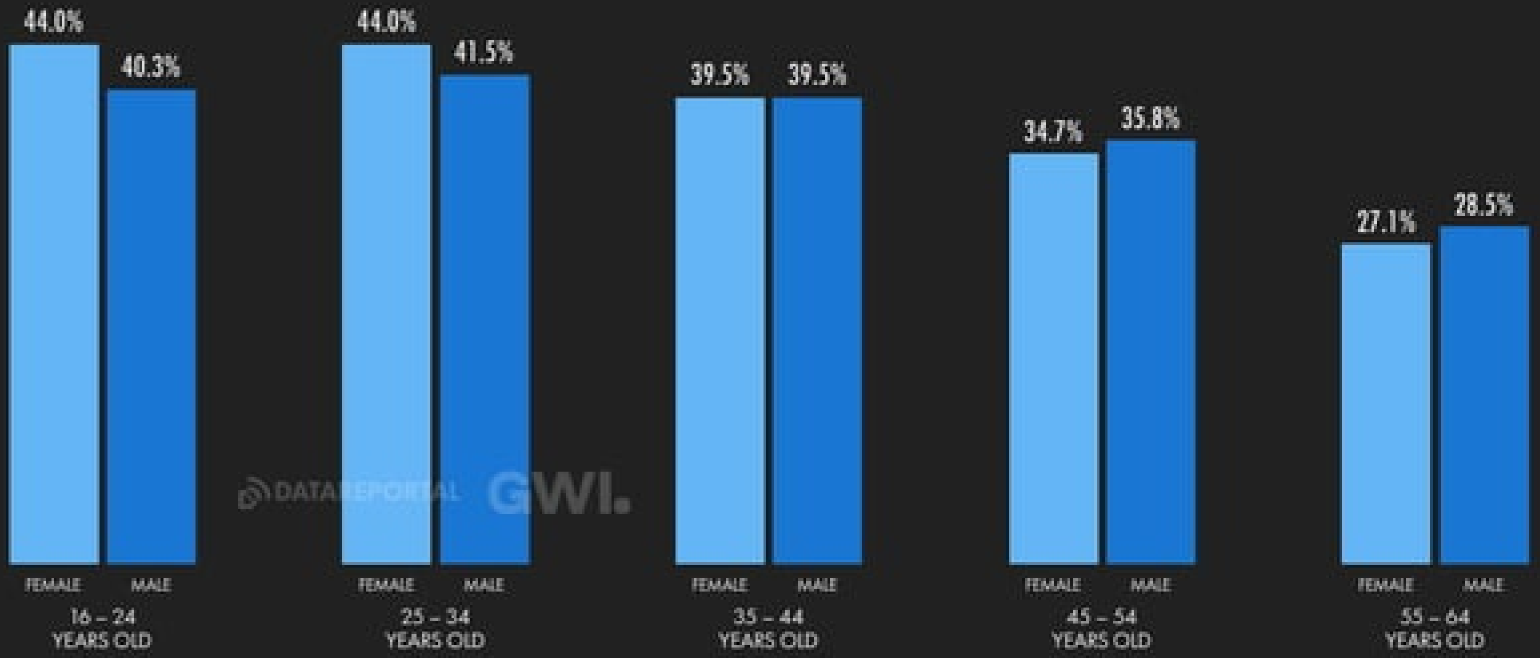
GLOBAL OVERVIEW



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JAN 2023

SPOTIFY'S MOST STREAMED SONGS OF 2022

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

GLOBAL OVERVIEW

#	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"

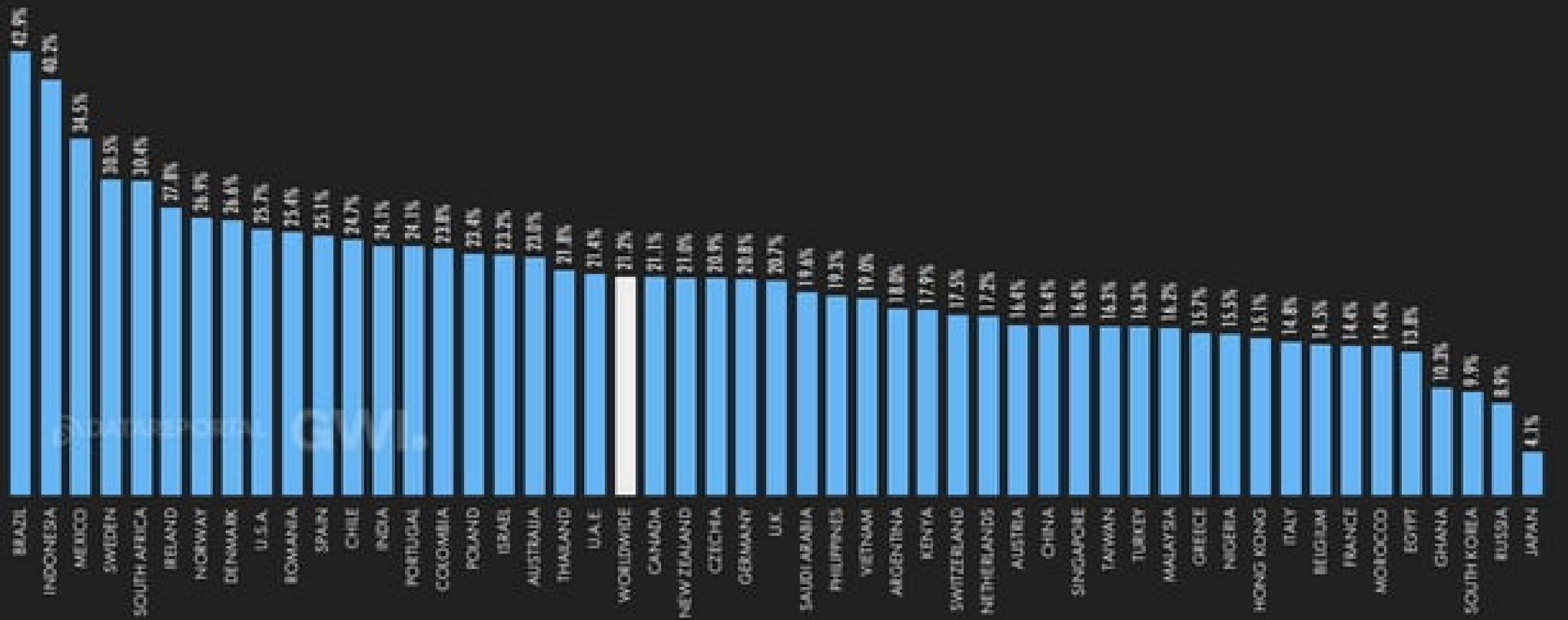
SOURCE: SPOTIFY "TOP TRACKS OF 2022" PLAYLIST. NOTE: RANKINGS ARE BASED ON WORLDWIDE SPOTIFY STREAMS BETWEEN JANUARY AND NOVEMBER 2022.

JAN 2023

LISTENING TO PODCASTS

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

GLOBAL OVERVIEW



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JAN 2023

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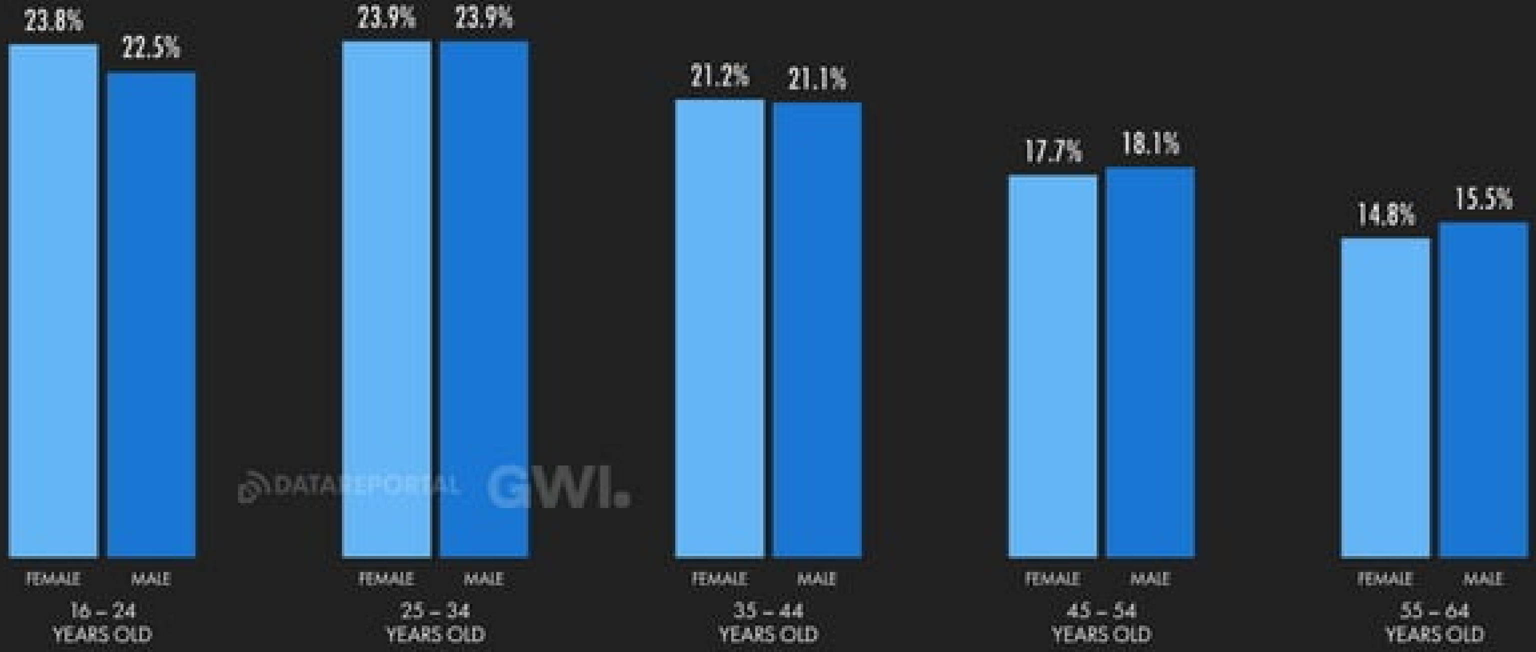
PERCENTAGE OF INTERNET USERS WHO LISTEN TO PODCASTS EACH WEEK

GLOBAL OVERVIEW



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JAN 2023

DEVICES USED TO PLAY VIDEO GAMES

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

GLOBAL OVERVIEW

ANY DEVICE	SMARTPHONE	LAPTOP OR DESKTOP	GAMES CONSOLE
81.9%	66.2%	37.9%	25.3%
YOY: -2.0% (-170 BPS)	YOY: -2.8% (-190 BPS)	YOY: +3.0% (+110 BPS)	YOY: -1.9% (-50 BPS)

TABLET	HAND-HELD GAMING DEVICE	MEDIA STREAMING DEVICE	VIRTUAL REALITY HEADSET
16.5%	13.1%	9.4%	8.7%
YOY: -4.1% (-70 BPS)	YOY: -3.7% (-50 BPS)	YOY: -3.1% (-30 BPS)	YOY: UNCHANGED

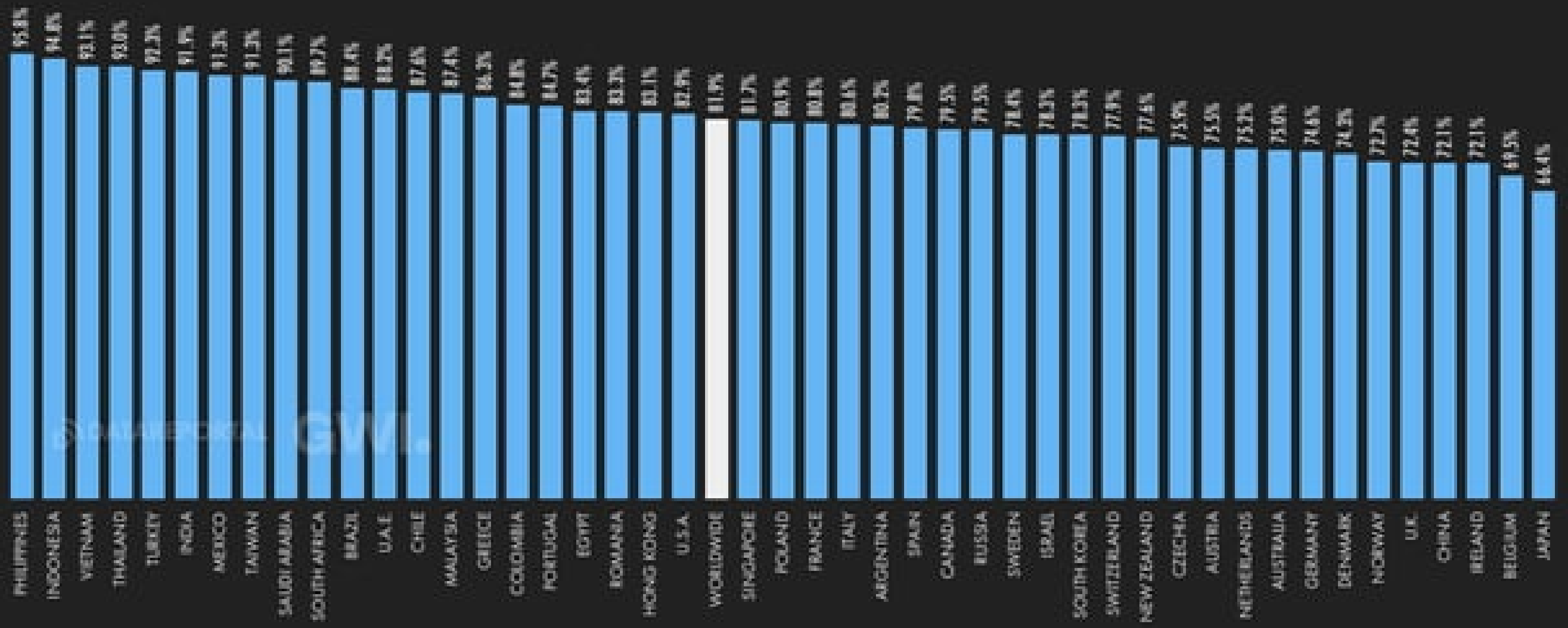
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTES: "YOY" PERCENTAGE VALUES REPRESENT THE RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS"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

JAN 2023

PLAYING VIDEO GAMES

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

GLOBAL OVERVIEW



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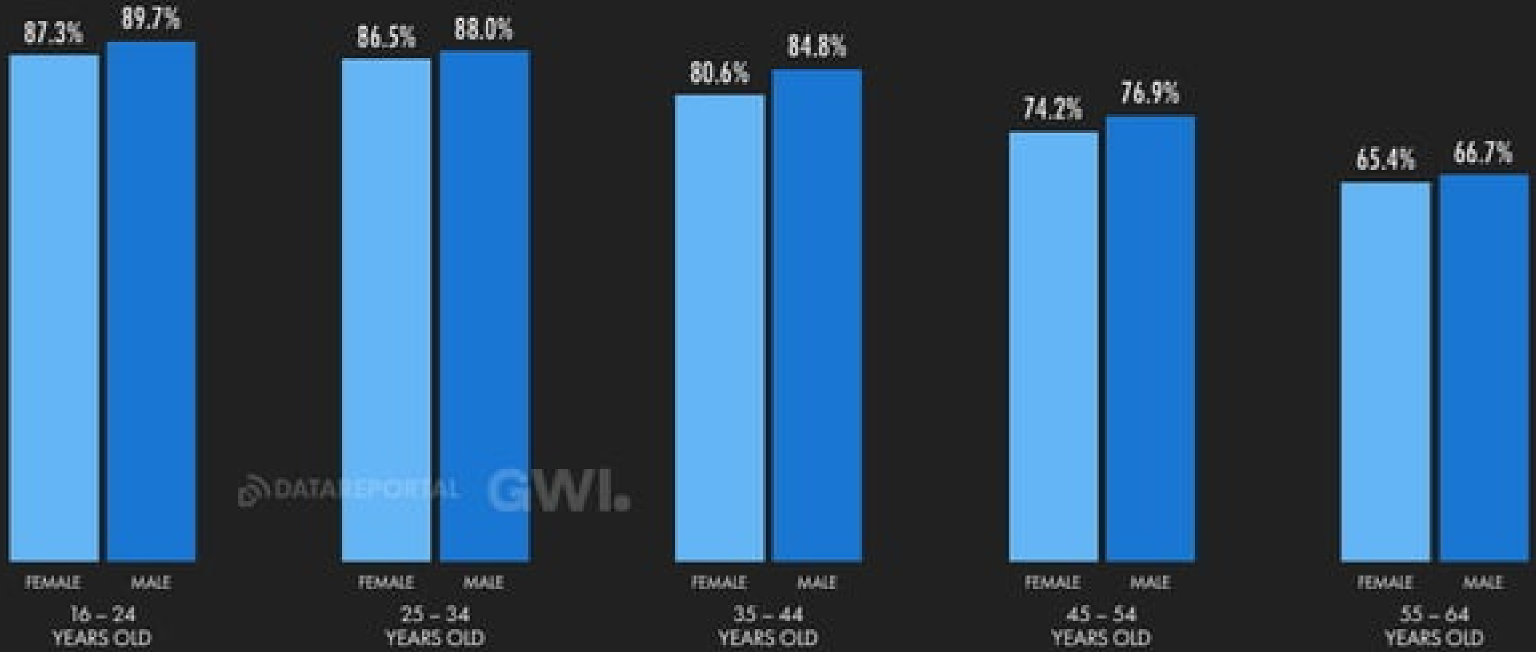
JAN 2023

PLAYING VIDEO GAMES

PERCENTAGE OF INTERNET USERS WHO PLAY VIDEO GAMES ON ANY DEVICE

GLOBAL OVERVIEW



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JAN 2023

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

GLOBAL OVERVIEW

16 TO 24 YEARS OLD	
SHOOTER	66%
ACTION ADVENTURE	62%
SIMULATION	43%
M.O.B.A.	42%
SPORTS	41%
RACING	40%
BATTLE ROYALE	40%
STRATEGY	40%
PUZZLE PLATFORM	36%
FIGHTING	34%

25 TO 34 YEARS OLD	
SHOOTER	64%
ACTION ADVENTURE	60%
RACING	45%
SPORTS	44%
M.O.B.A.	43%
SIMULATION	43%
STRATEGY	43%
PUZZLE PLATFORM	41%
FIGHTING	38%
ACTION PLATFORM	37%

35 TO 44 YEARS OLD	
SHOOTER	56%
ACTION ADVENTURE	54%
SPORTS	42%
RACING	41%
PUZZLE PLATFORM	40%
STRATEGY	39%
SIMULATION	38%
ACTION PLATFORM	35%
M.O.B.A.	35%
FIGHTING	34%

45 TO 54 YEARS OLD	
ACTION ADVENTURE	44%
SHOOTER	43%
PUZZLE PLATFORM	34%
RACING	32%
SPORTS	31%
STRATEGY	30%
SIMULATION	29%
ACTION PLATFORM	26%
FIGHTING	25%
M.O.B.A.	24%

55 TO 64 YEARS OLD	
ACTION ADVENTURE	33%
SHOOTER	32%
PUZZLE PLATFORM	31%
SPORTS	24%
RACING	23%
SIMULATION	22%
STRATEGY	22%
ACTION PLATFORM	20%
ONLINE BOARD GAMES	19%
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

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 >

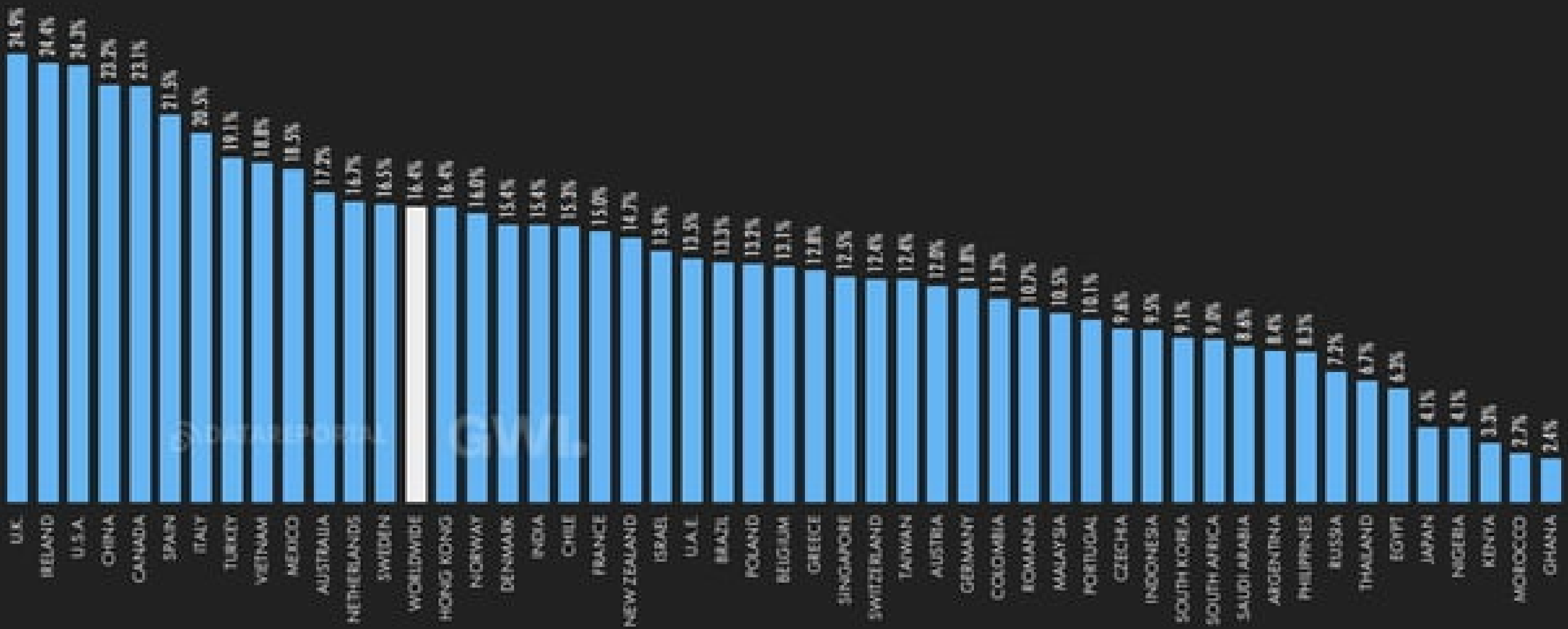
we are social

JAN 2023

SMART HOME DEVICE OWNERSHIP

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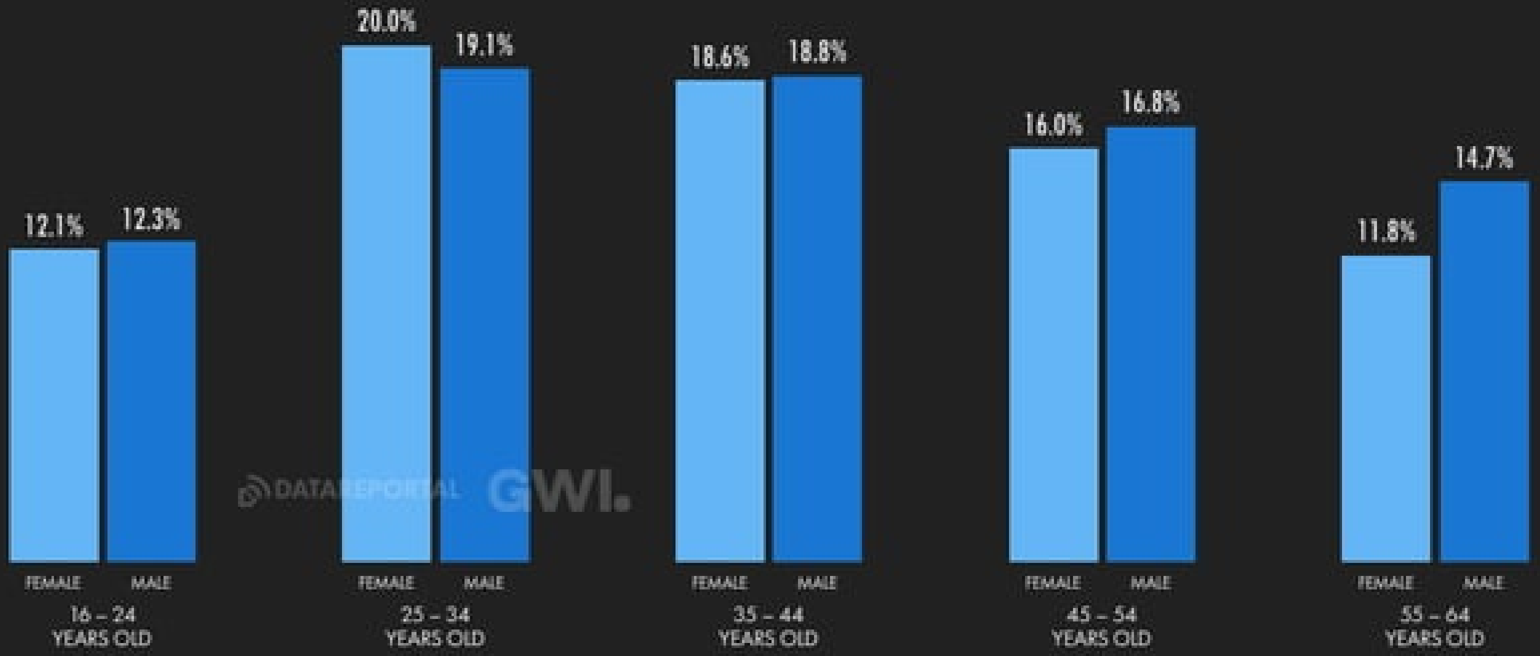

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SMART HOME MARKET OVERVIEW

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

GLOBAL OVERVIEW

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.

JAN 2023

AVERAGE ANNUAL REVENUE PER SMART HOME

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

GLOBAL OVERVIEW

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)

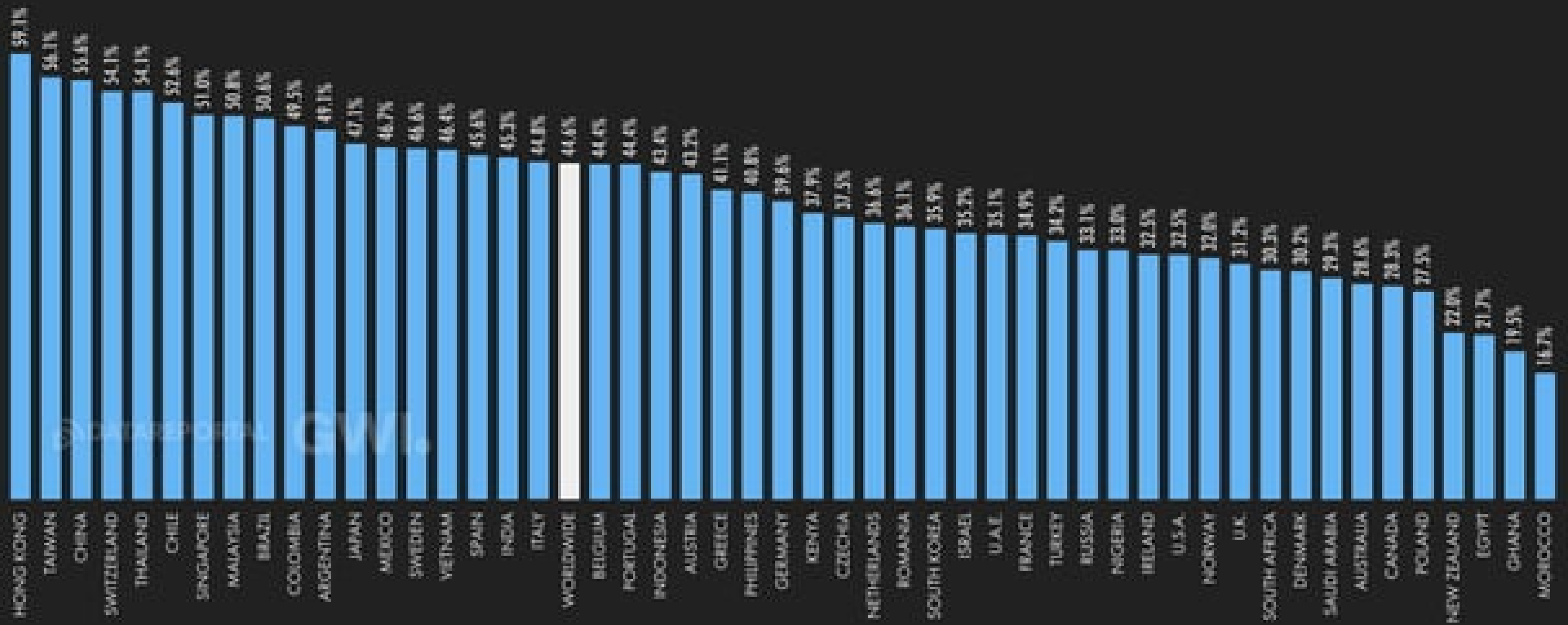
SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** "SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED, SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION, CONTROL HUBS THAT CONNECT SENSORS AND 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



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: THE QUESTION IN GWI'S SURVEY THAT INFORMS THIS DATASET HAS BEEN REVISED, SO FIGURES ARE NOT COMPARABLE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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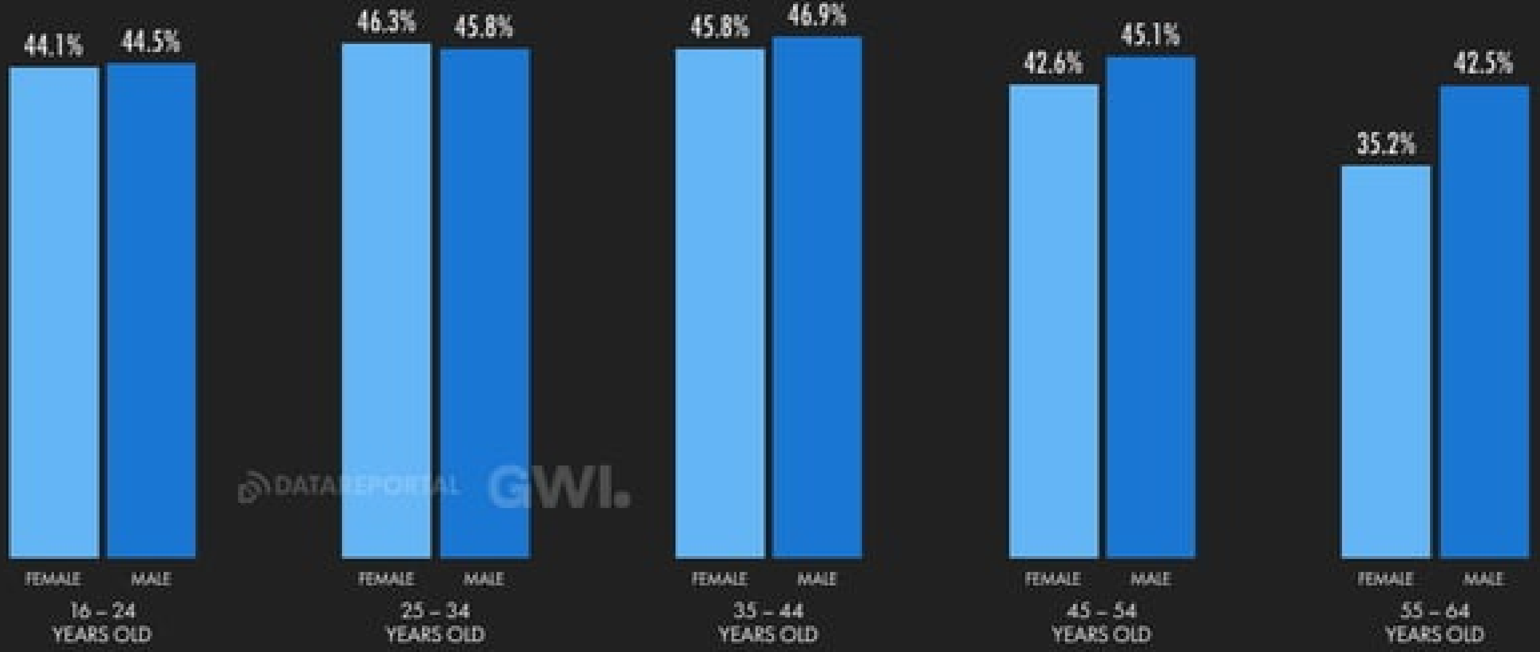

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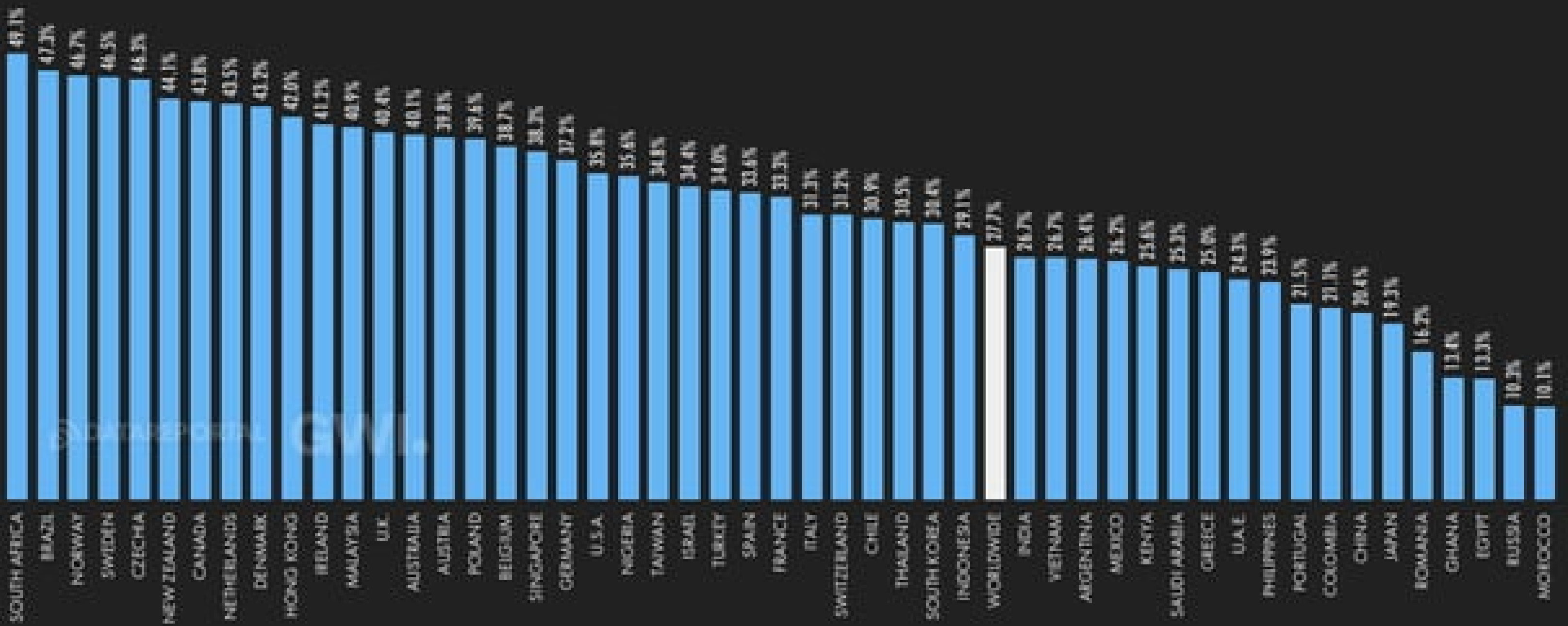
JAN 2023

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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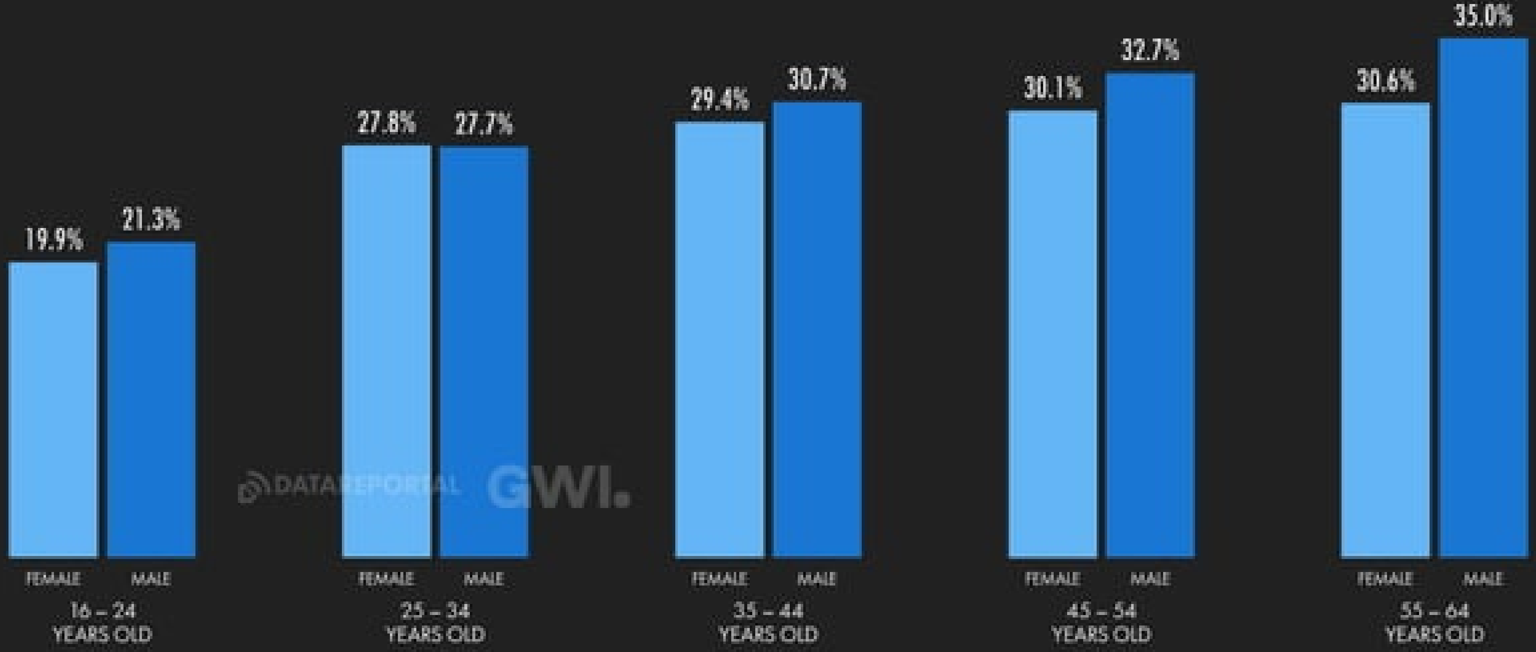

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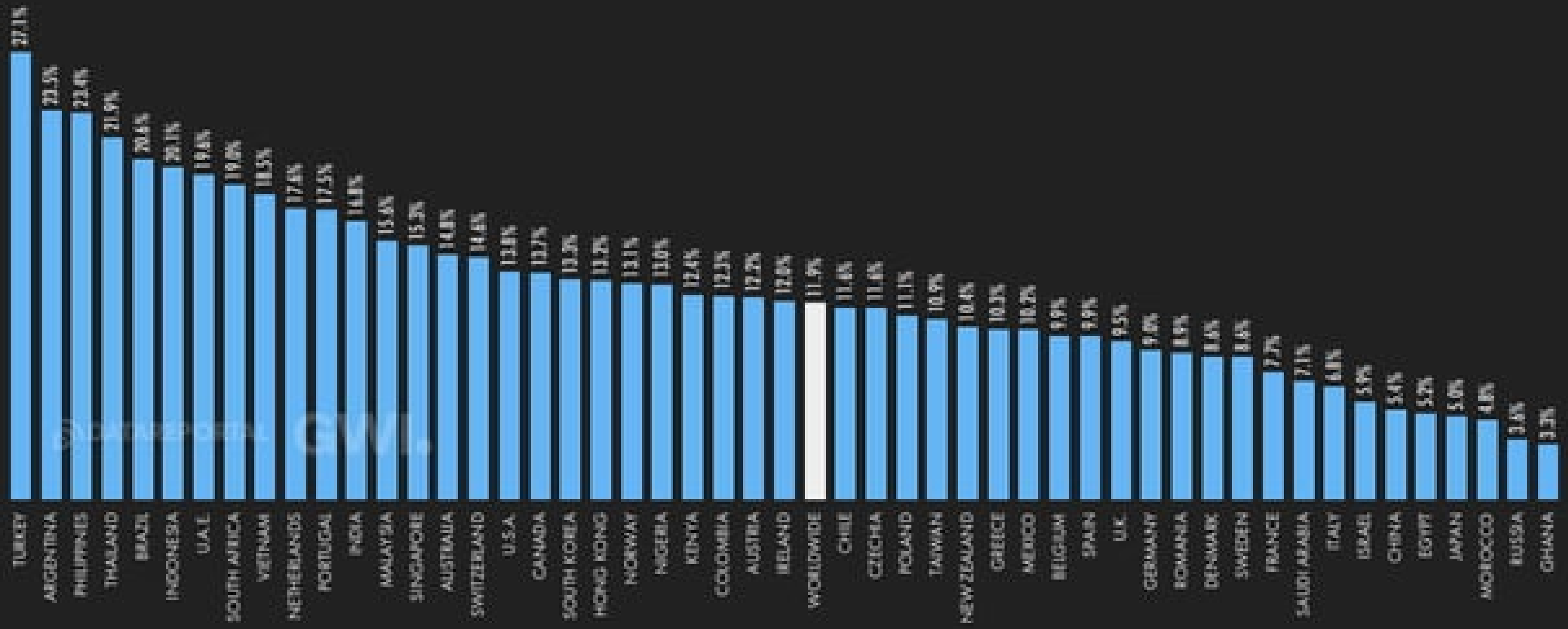
JAN 2023

OWNERSHIP OF CRYPTOCURRENCY

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

GLOBAL OVERVIEW



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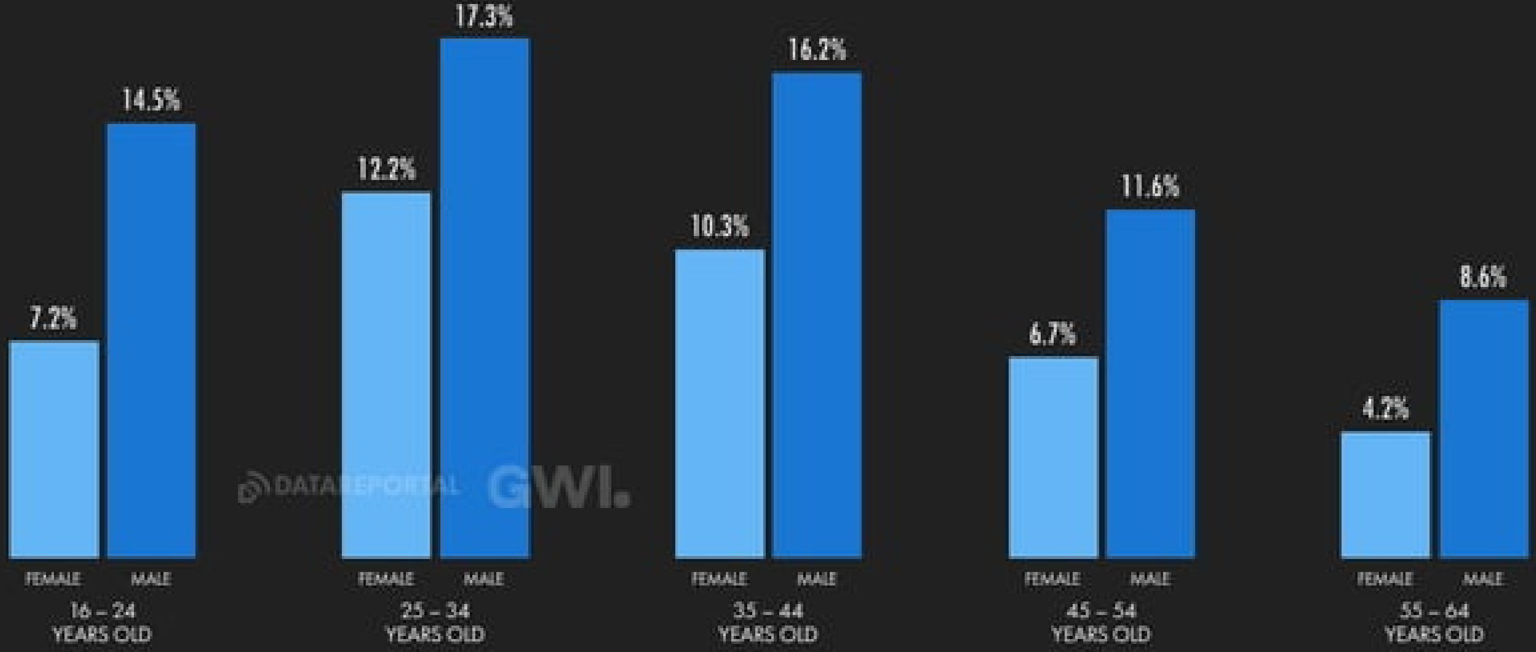

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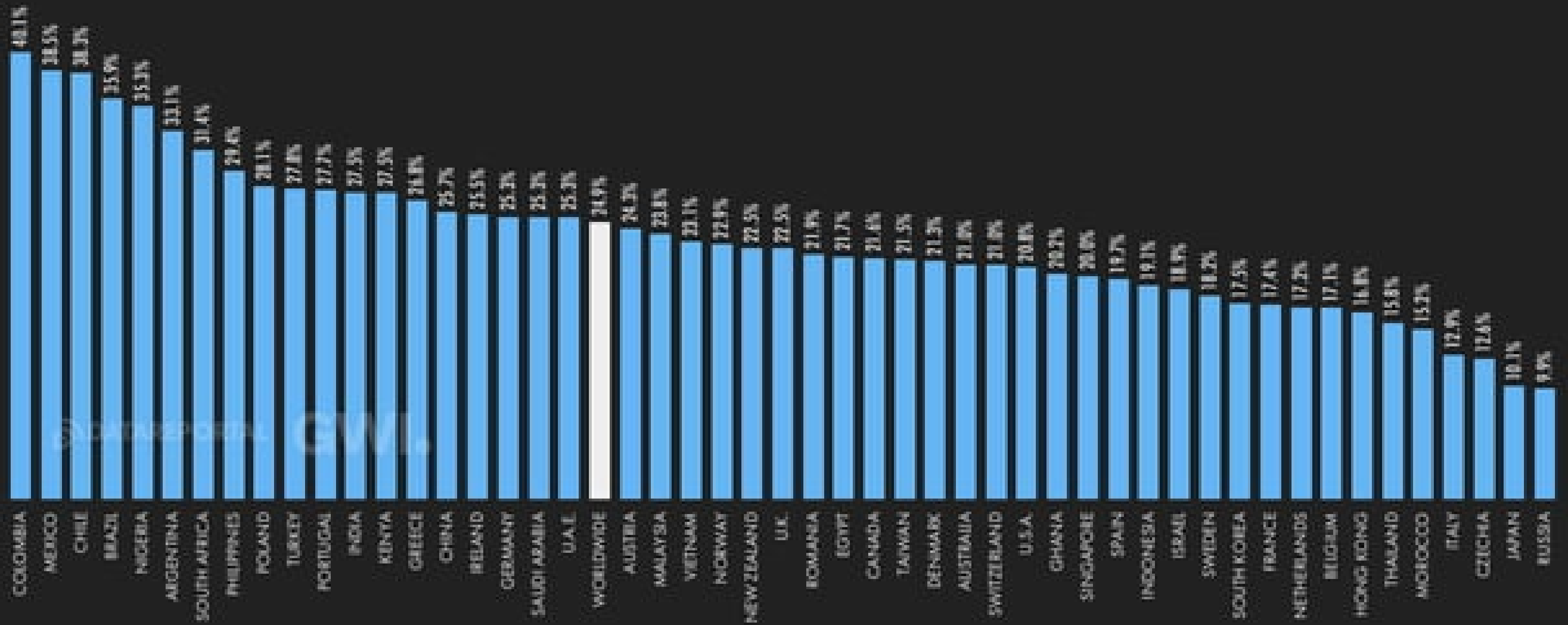
CHECKING HEALTH SYMPTOMS ONLINE

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

GLOBAL OVERVIEW



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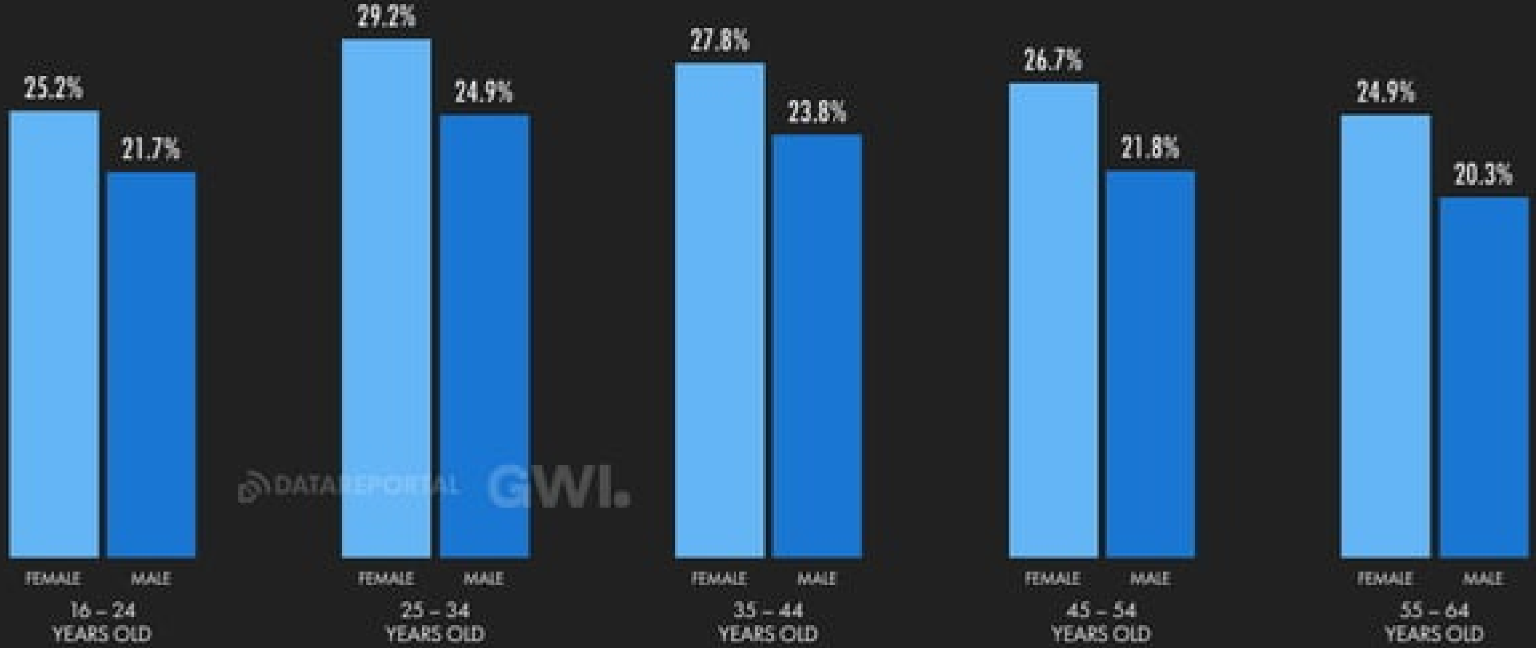

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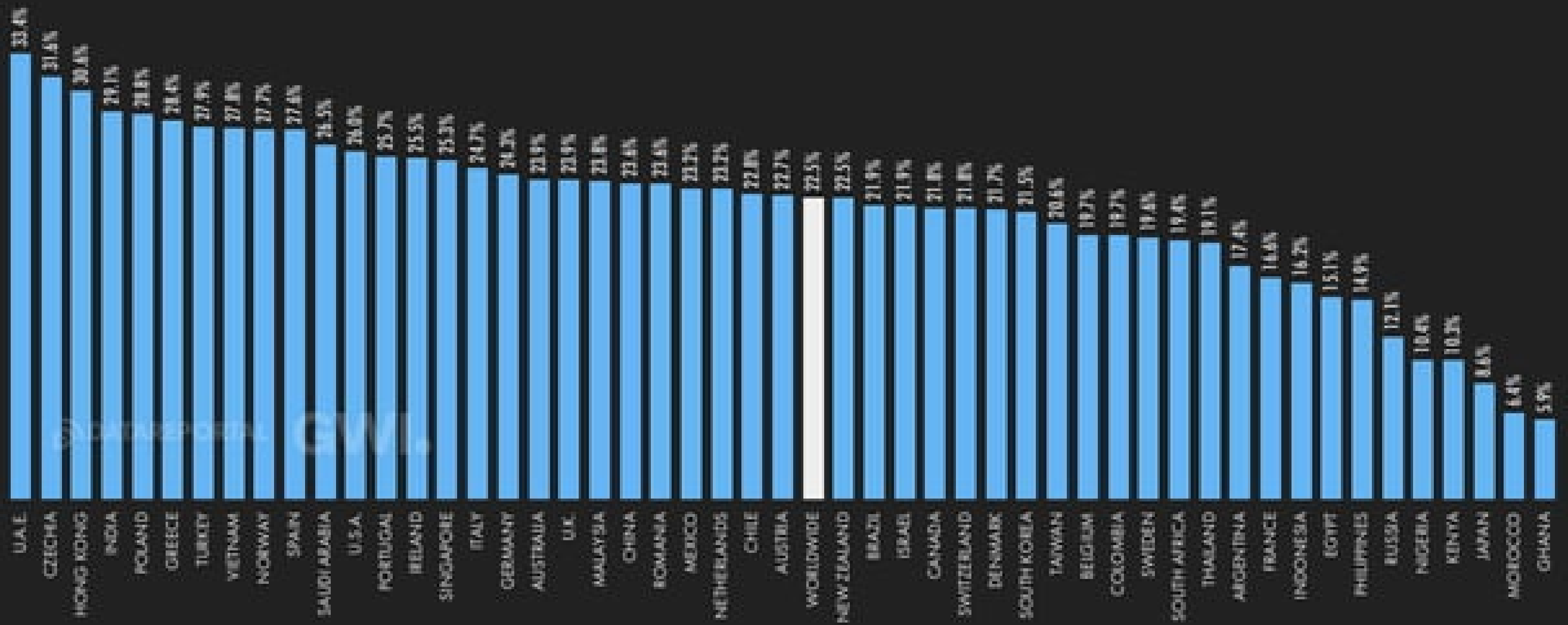
JAN 2023

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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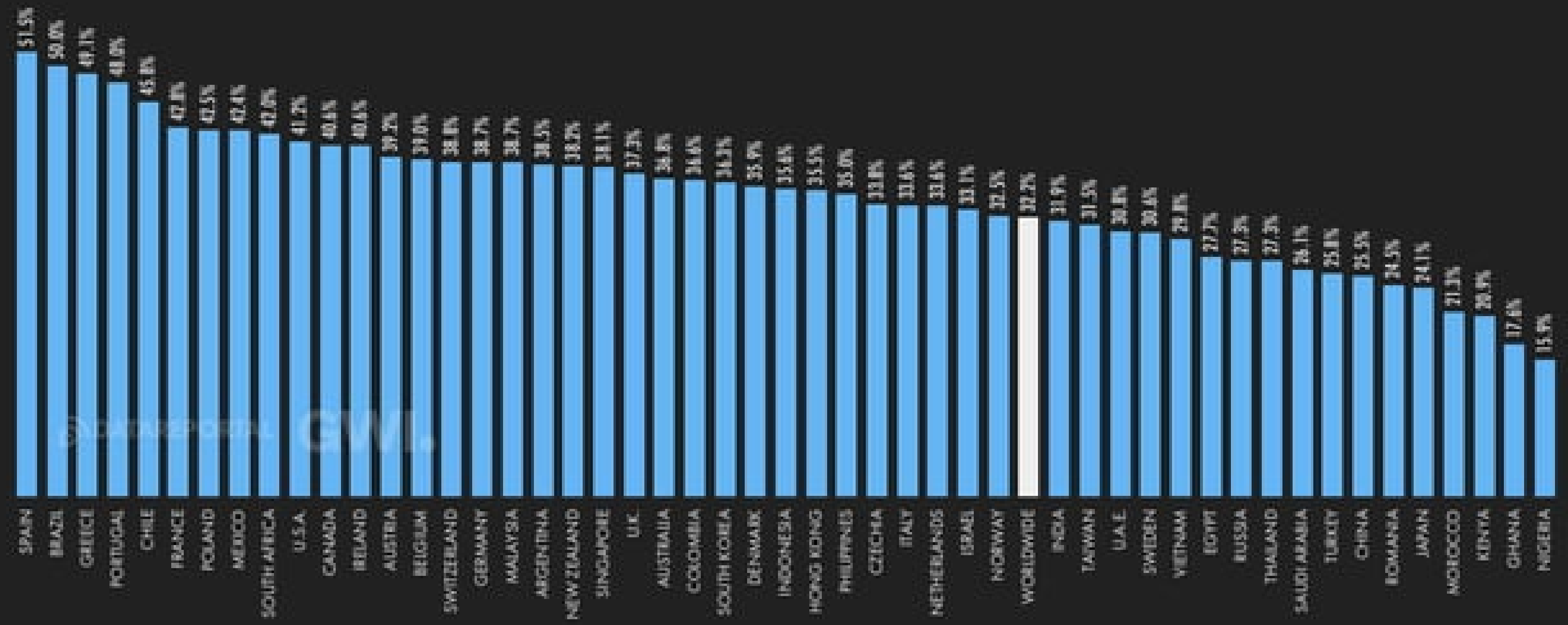
JAN 2023

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

GLOBAL OVERVIEW



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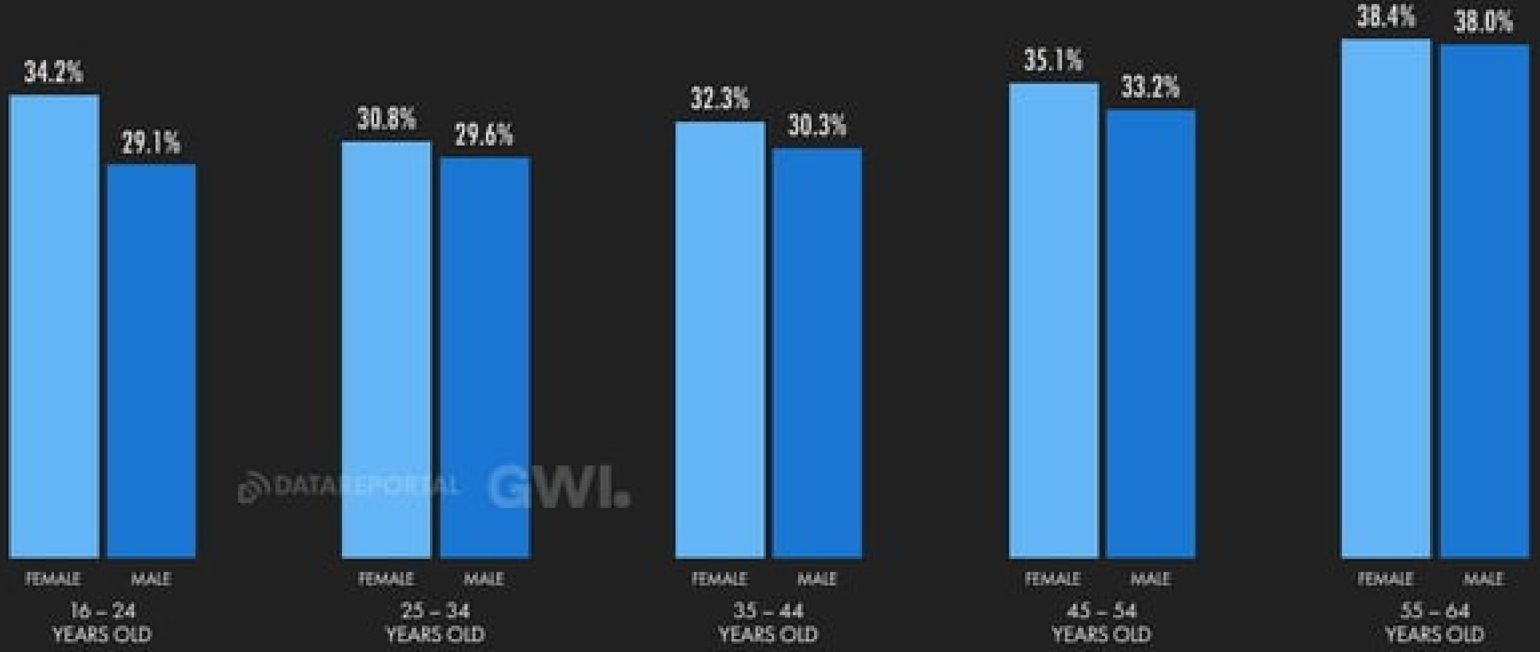

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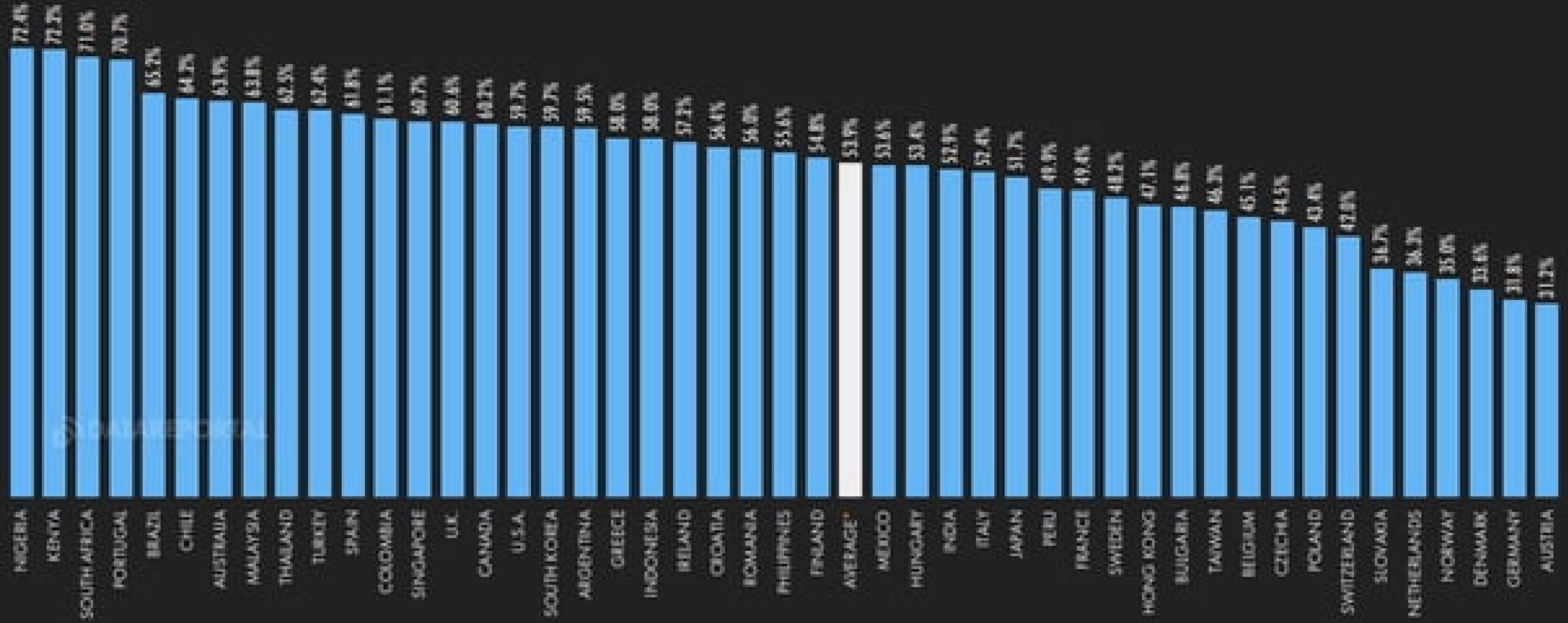
JAN 2023

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.

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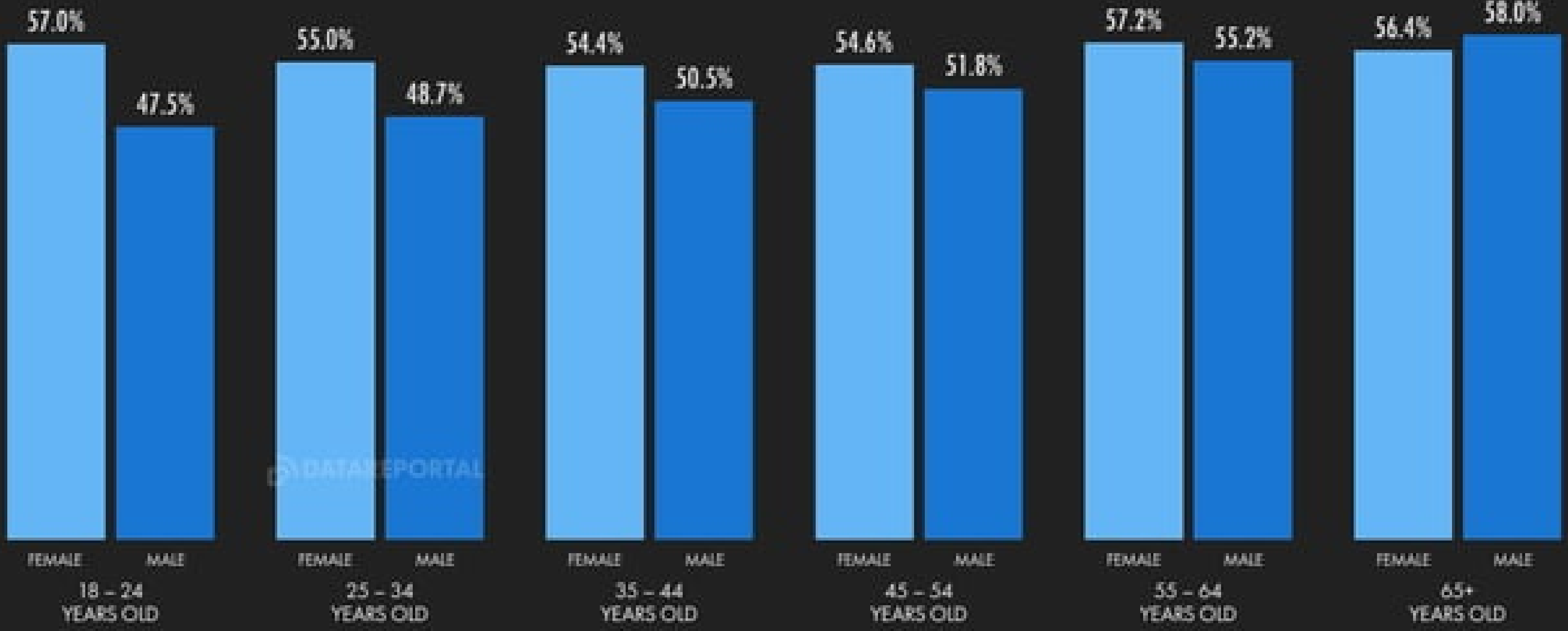
GLOBAL OVERVIEW



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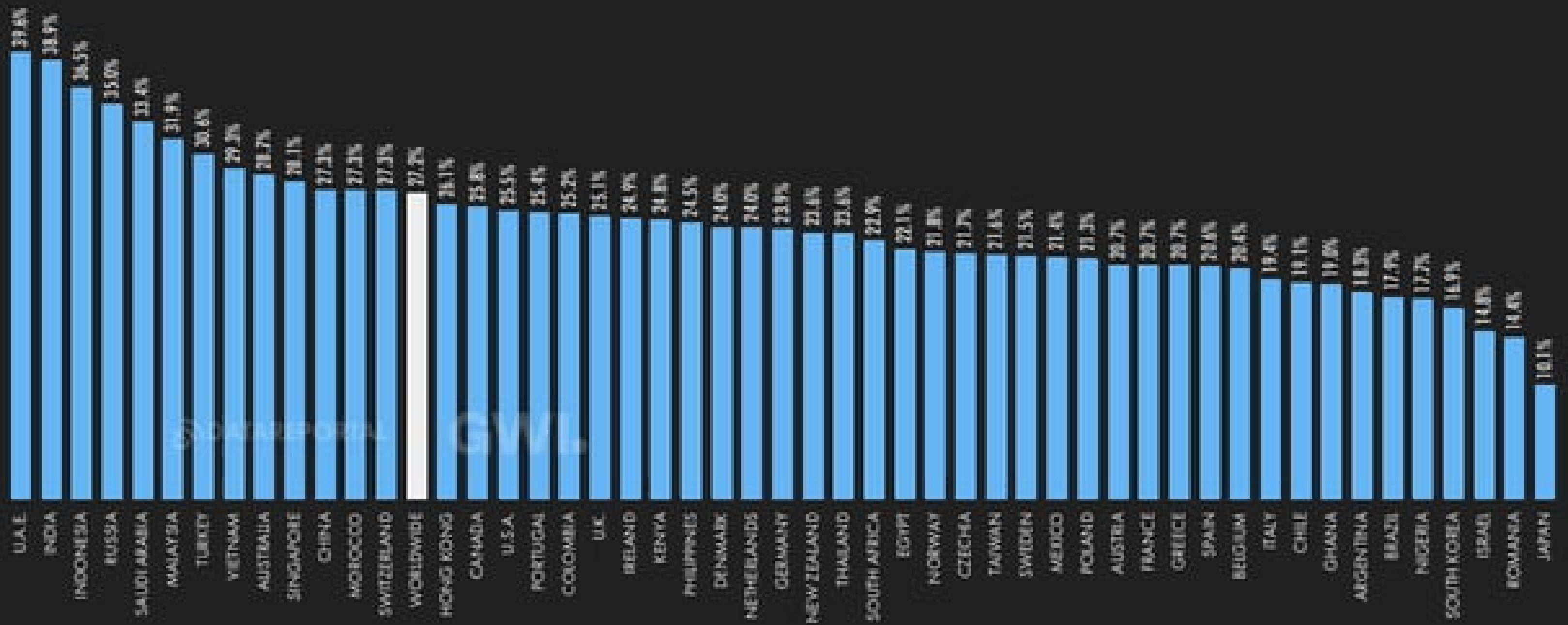
JAN 2023

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



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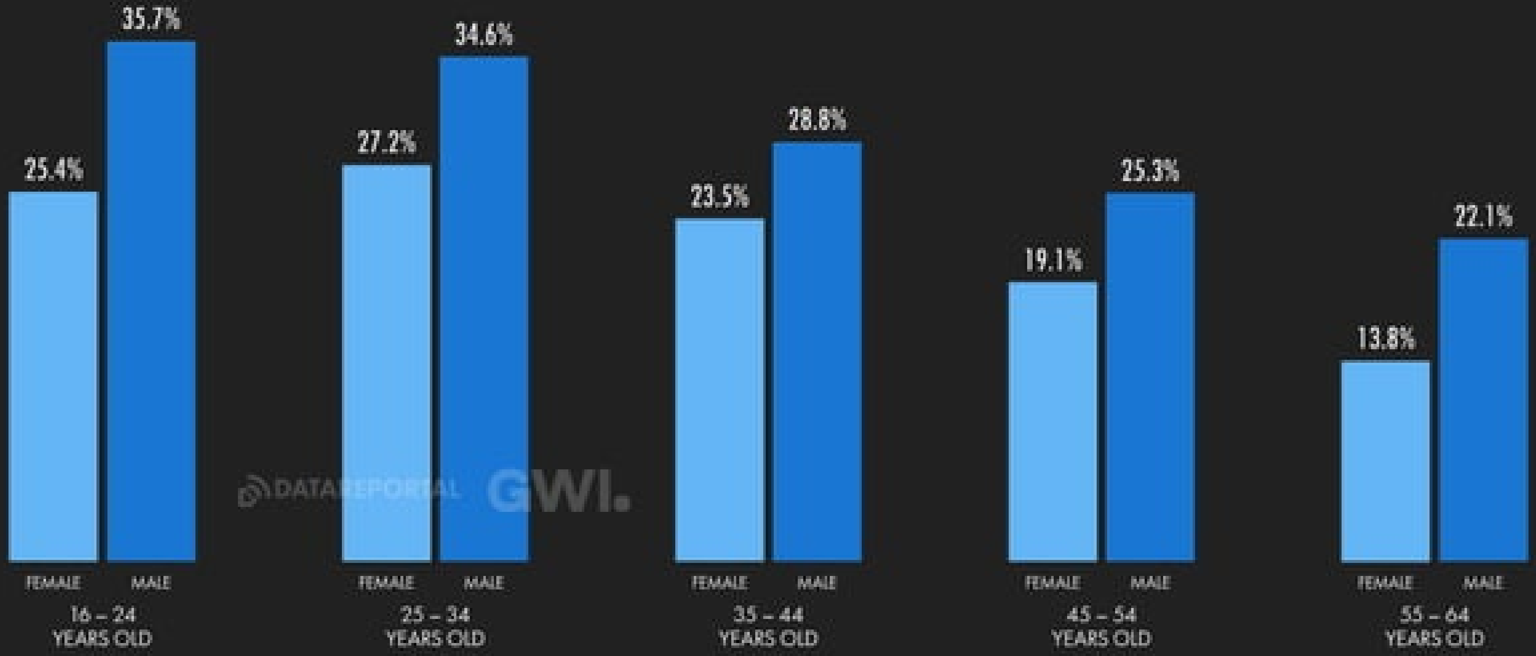

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SOCIAL MEDIA

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%**

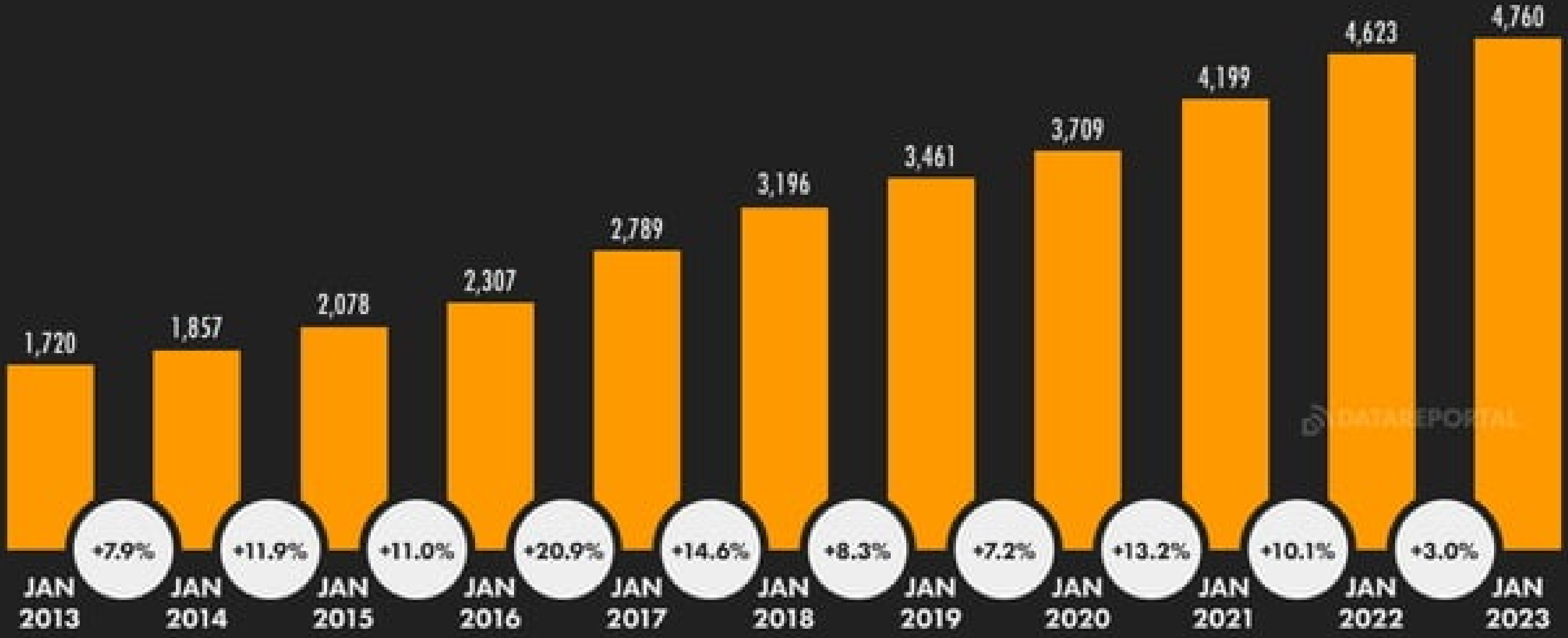
SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q3 2022). **NOTE:** AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY EXCEED 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.

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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.

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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 BEST ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE NOTES ON DATA FOR FURTHER DETAILS.

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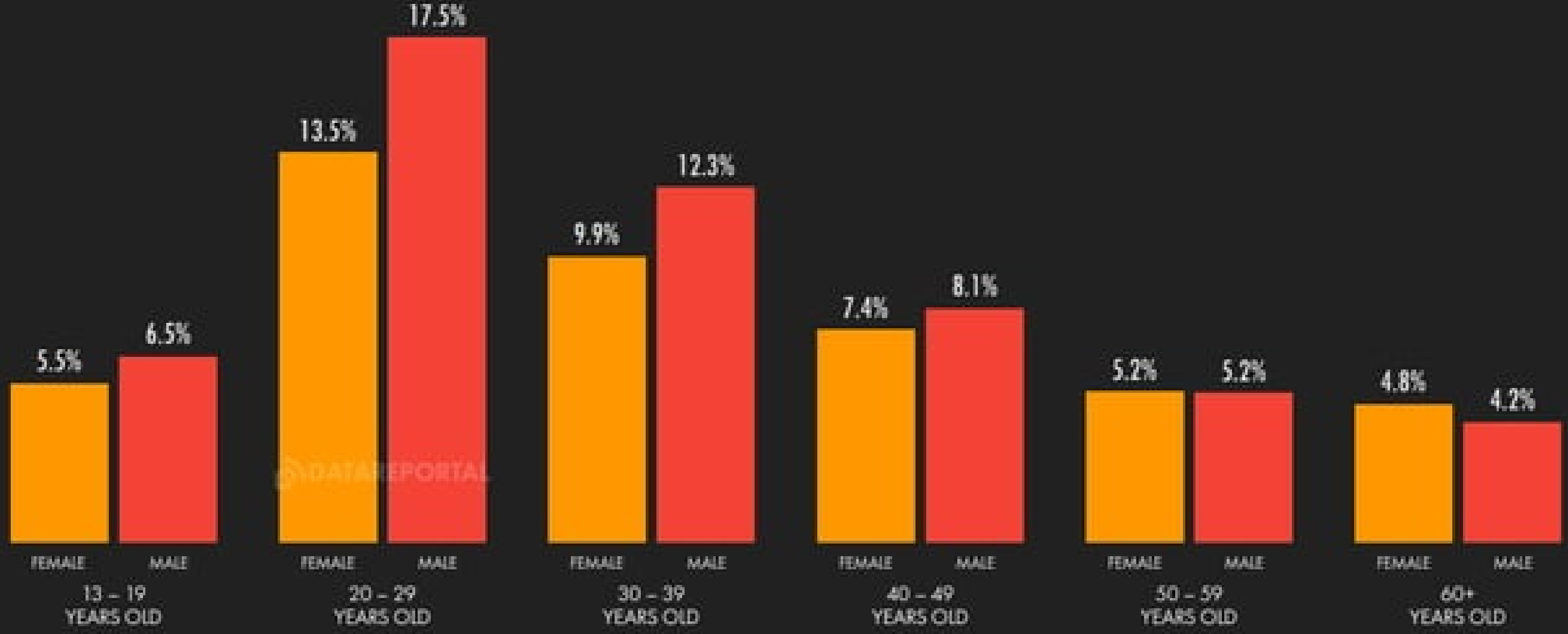
SHARE OF GLOBAL SOCIAL MEDIA USERS

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.

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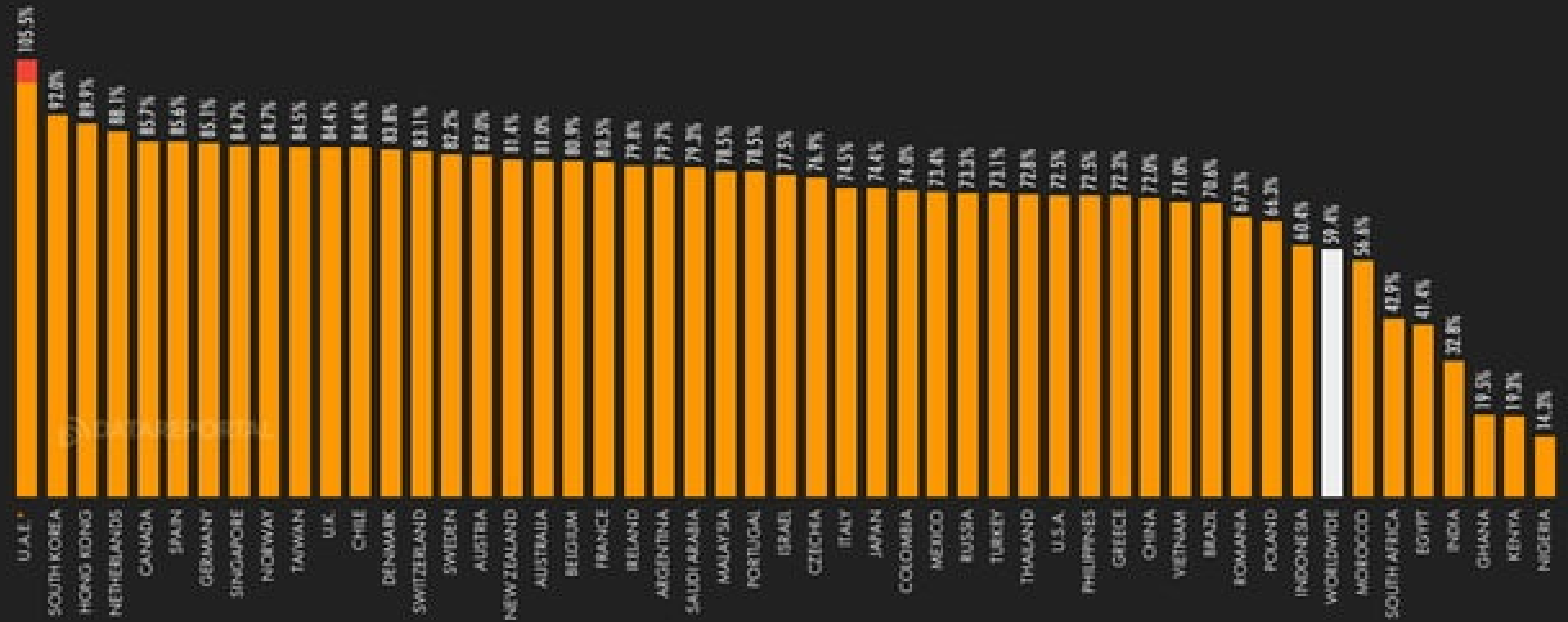
SOCIAL MEDIA USERS vs. POPULATION

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



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.	Nº 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.	Nº 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.

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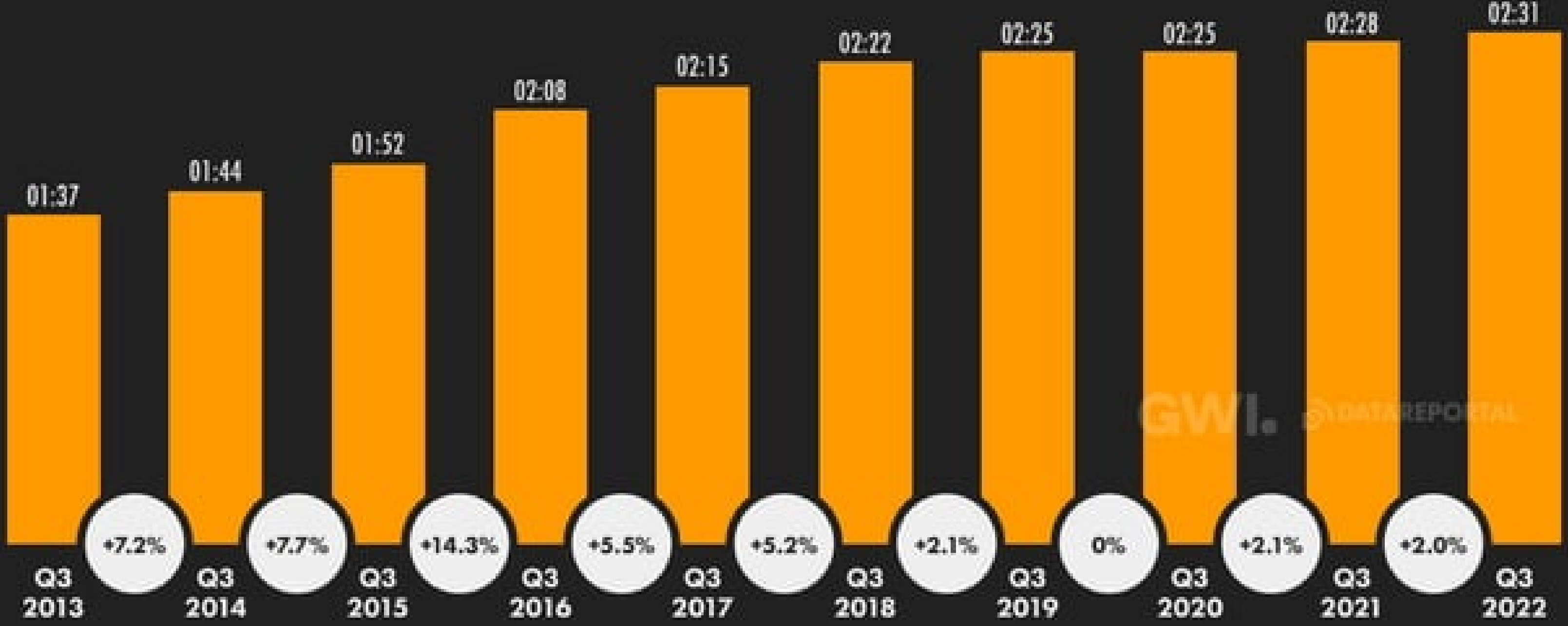
DAILY TIME SPENT USING SOCIAL MEDIA (YOY)

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

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.

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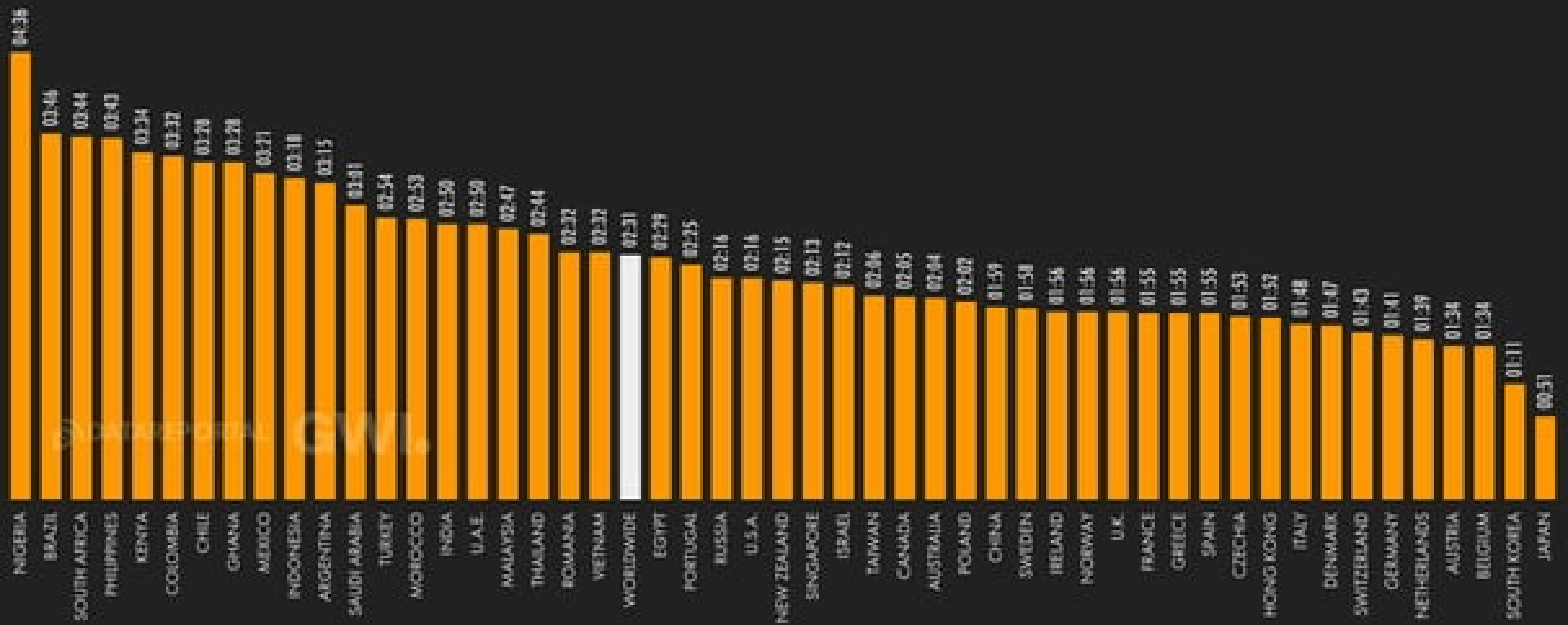
DAILY TIME SPENT USING SOCIAL MEDIA

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.

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DAILY TIME SPENT USING SOCIAL MEDIA

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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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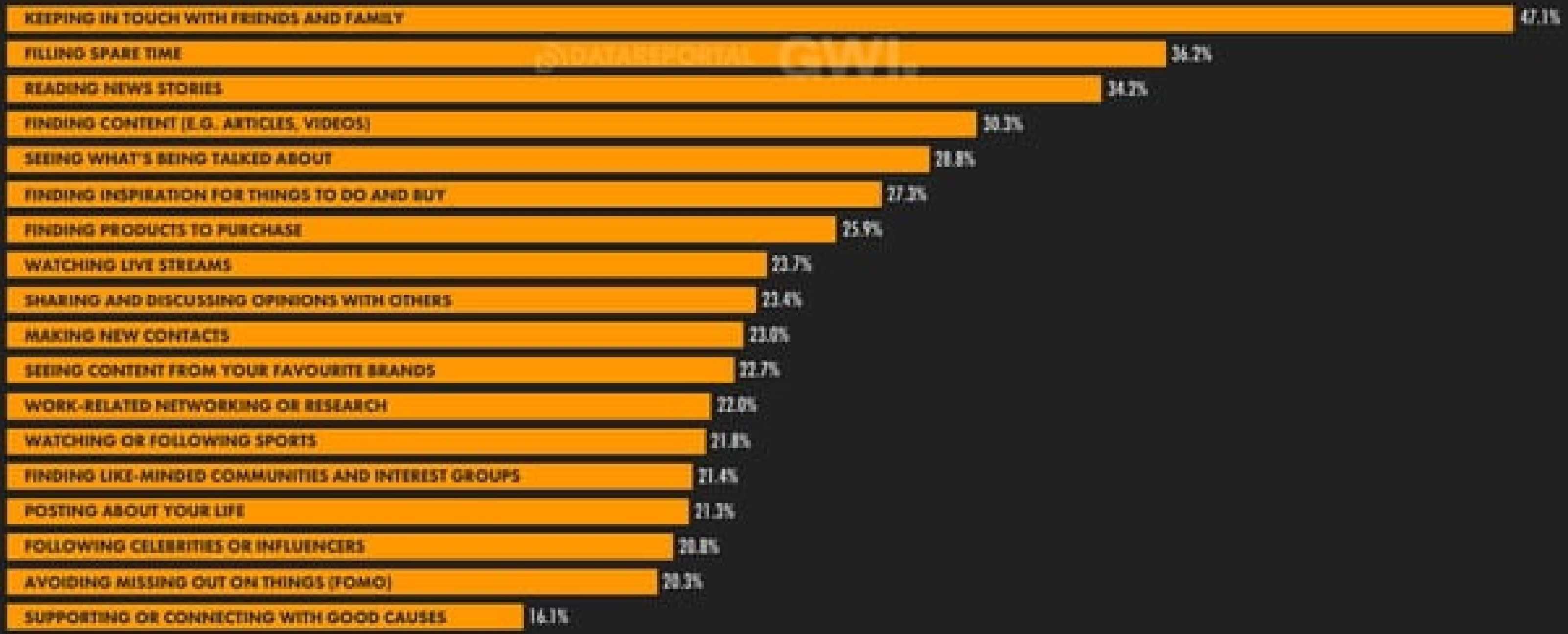
MAIN REASONS FOR USING SOCIAL MEDIA

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

GLOBAL OVERVIEW



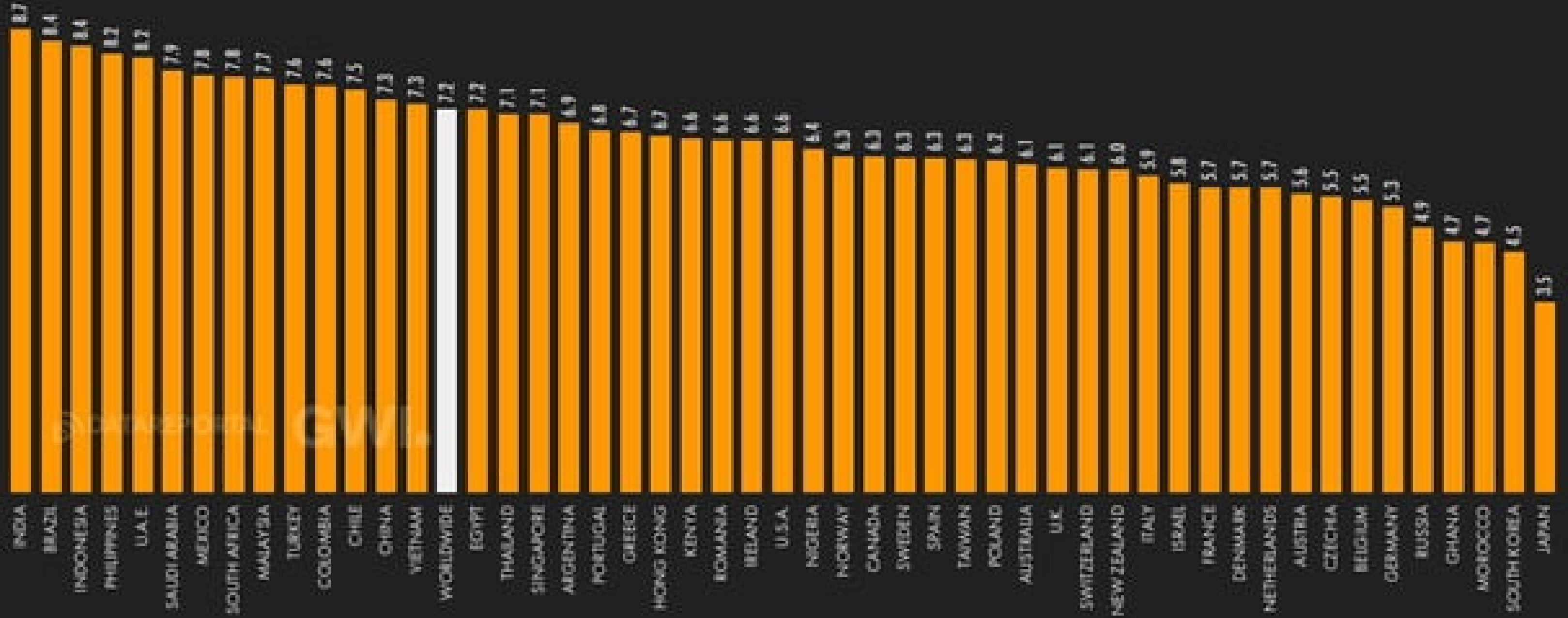
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTE: FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING AT LEAST ONE SOCIAL MEDIA OR MESSENGER PLATFORM IN THE PAST MONTH.

JAN 2023

AVERAGE NUMBER OF SOCIAL PLATFORMS USED

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS THAT INTERNET USERS AGED 16 TO 64 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. **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.

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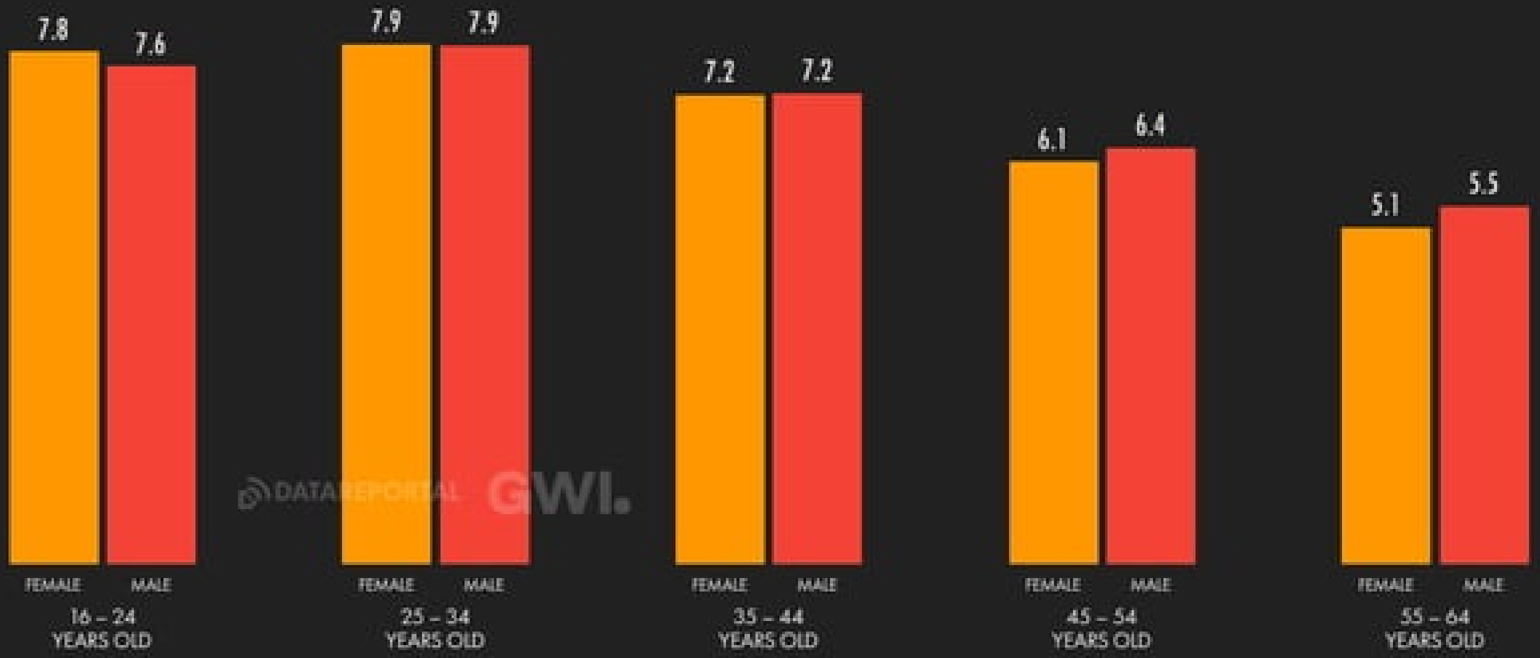
AVERAGE NUMBER OF SOCIAL PLATFORMS USED

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.

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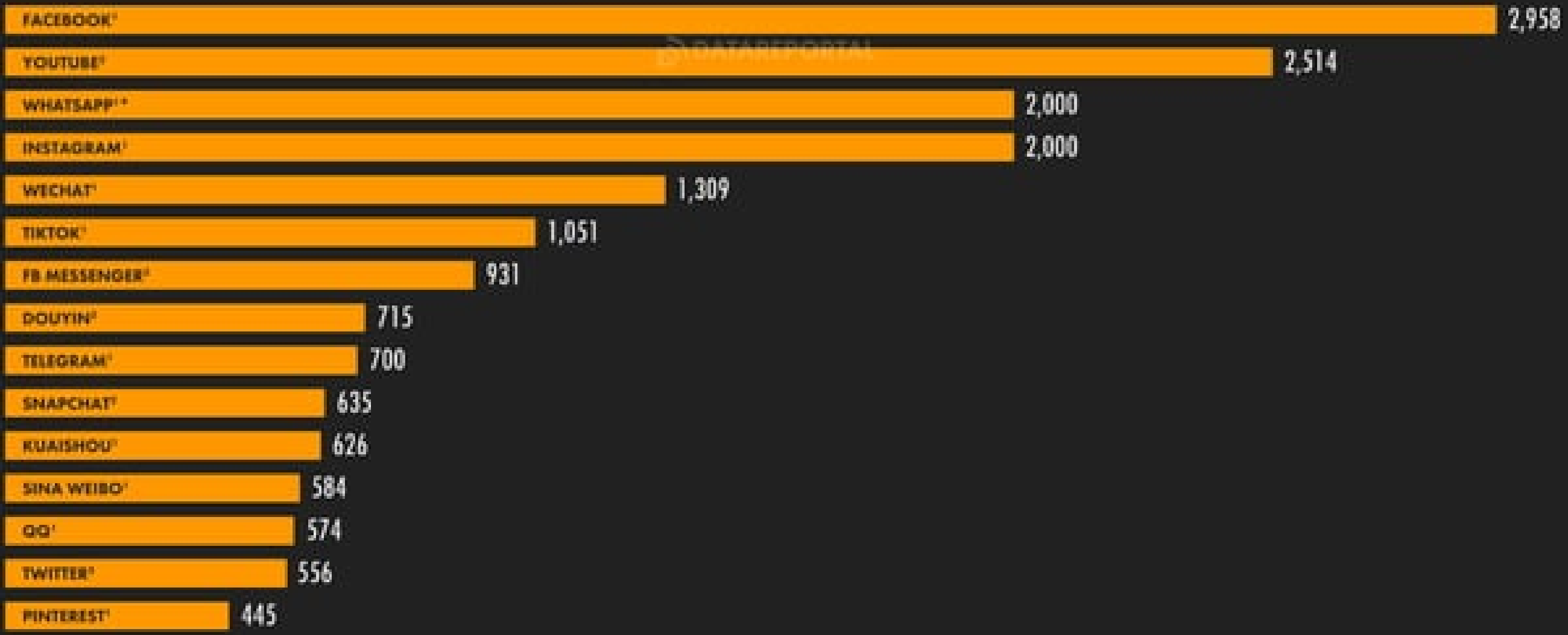
THE WORLD'S MOST USED SOCIAL PLATFORMS

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

GLOBAL OVERVIEW



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.

JAN 2023

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

GLOBAL OVERVIEW

	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.

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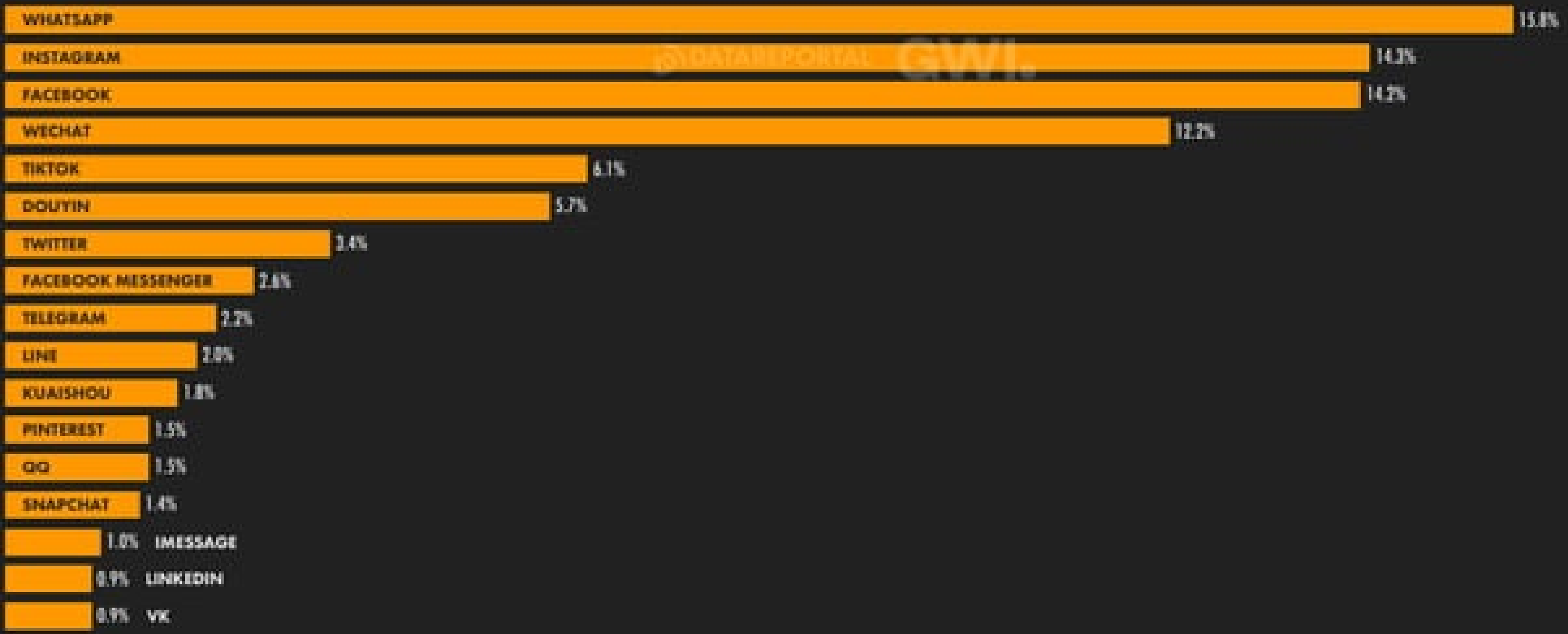
FAVOURITE SOCIAL MEDIA PLATFORMS

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

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2022). SEE GWI.COM FOR FULL DETAILS. NOTES: GWI 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.

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FAVOURITE SOCIAL MEDIA PLATFORMS

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

GLOBAL OVERVIEW

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%

GWI.

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.

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.

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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

GLOBAL OVERVIEW

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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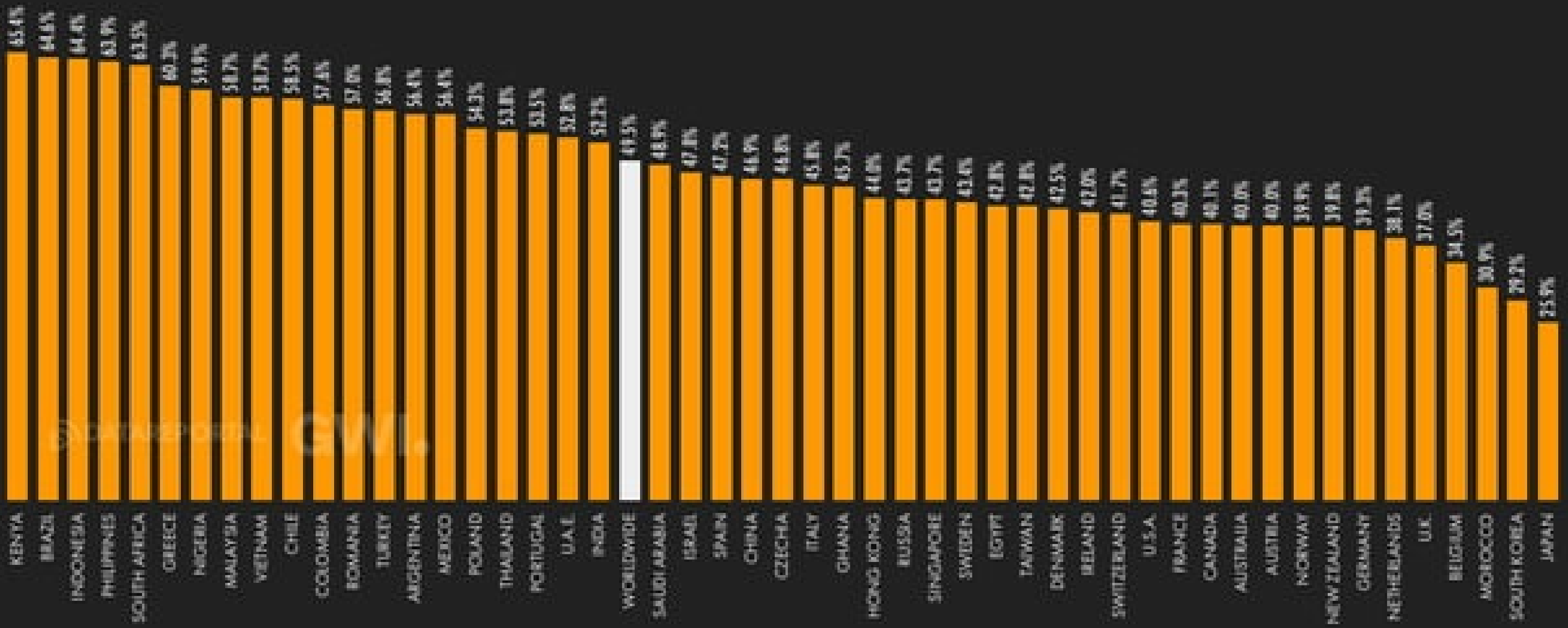
SEEKING OUT BRANDS ON SOCIAL MEDIA

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

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GLOBAL OVERVIEW

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JAN 2023

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)

PLATFORM	SHARE	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.

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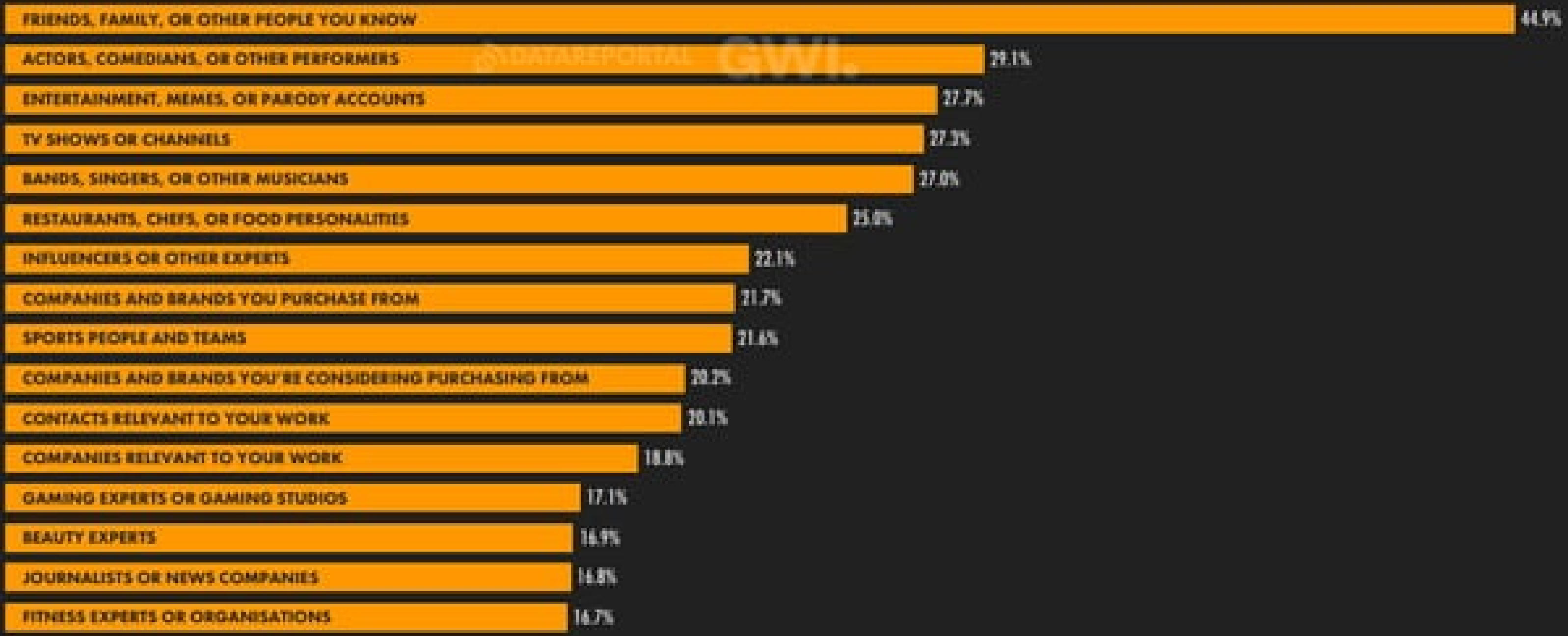
TYPES OF SOCIAL MEDIA ACCOUNTS FOLLOWED

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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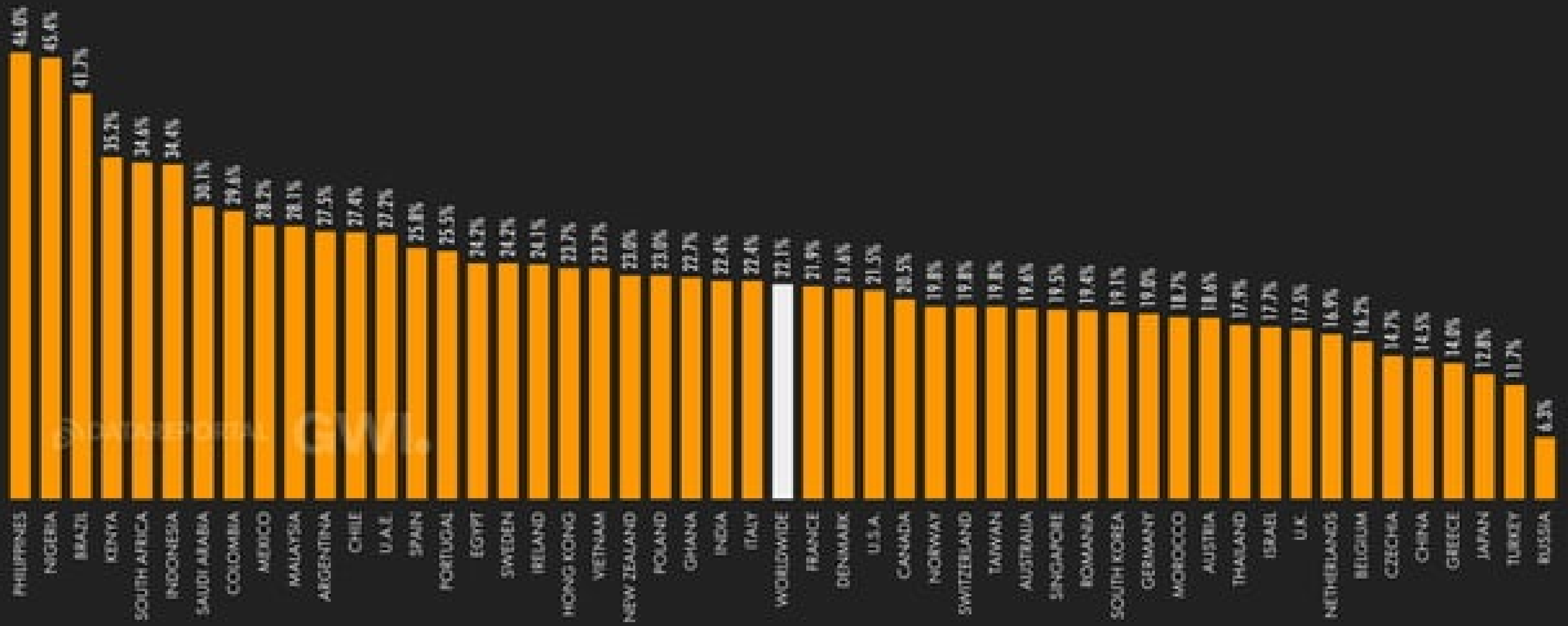
FOLLOWING INFLUENCERS ON SOCIAL MEDIA

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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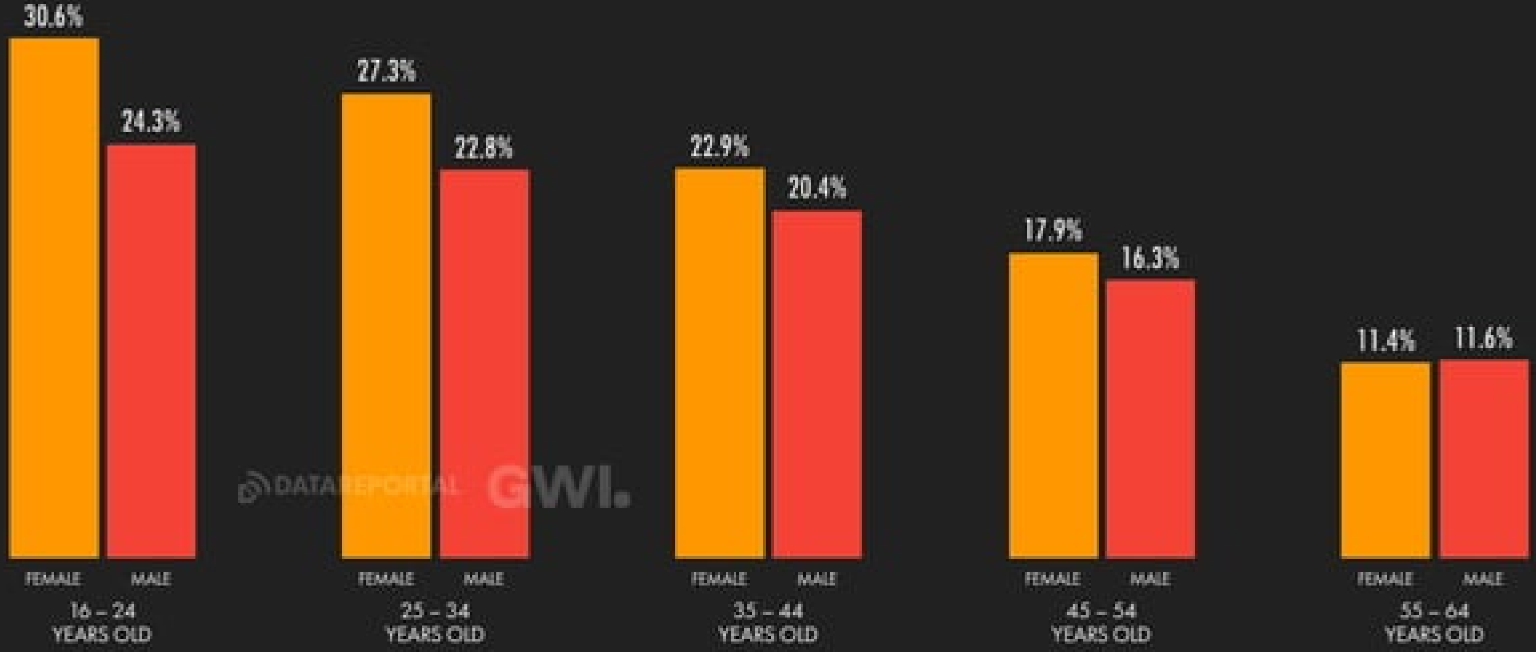
FOLLOWING INFLUENCERS ON SOCIAL MEDIA

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

GLOBAL OVERVIEW



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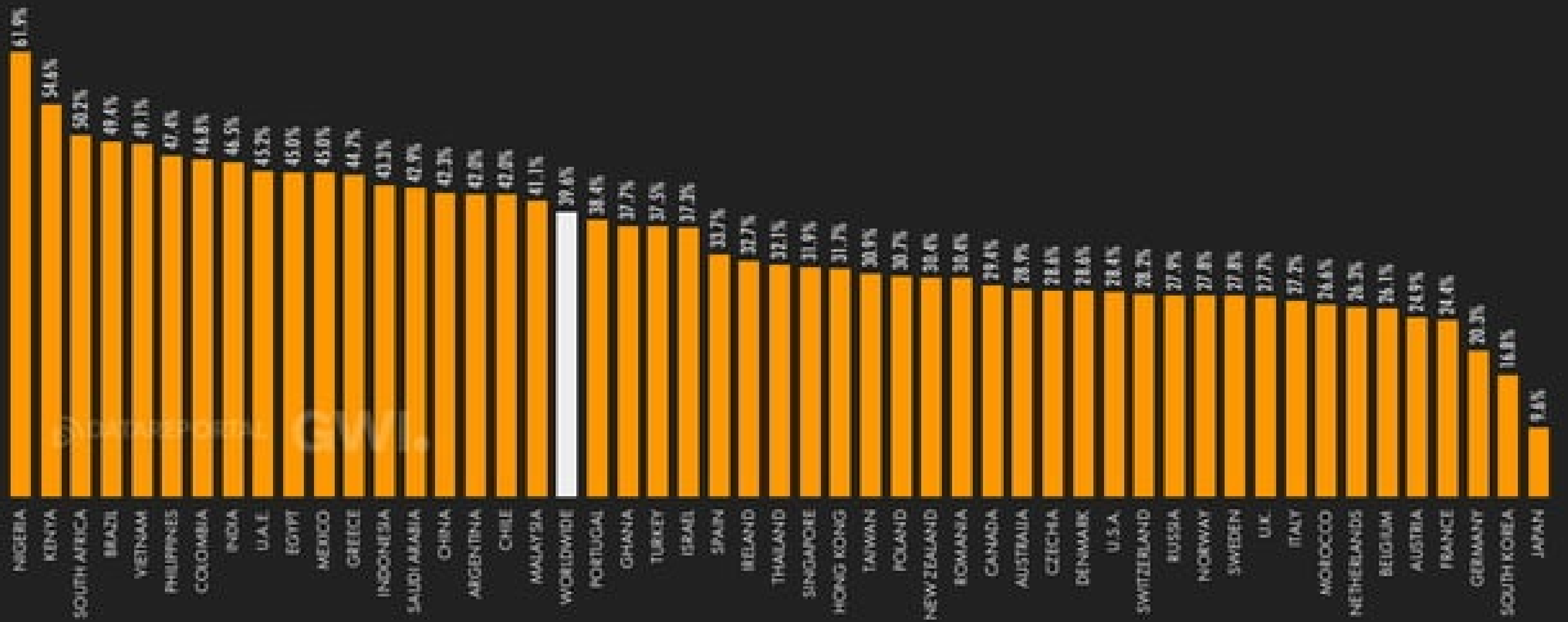
USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

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.

JAN 2023

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

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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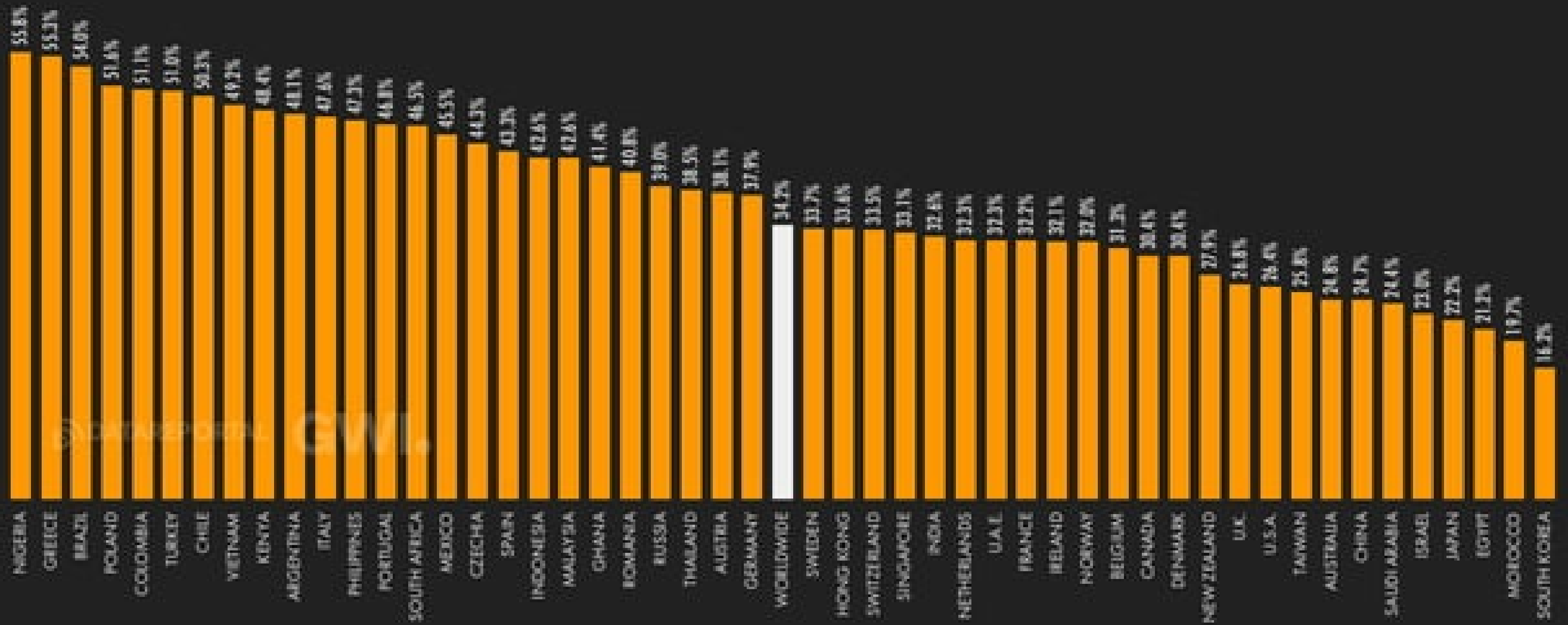
JAN 2023

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



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 REPRESENT SHARE OF INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST 30 DAYS.

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SOCIAL MEDIA AS A SOURCE OF NEWS

PERCENTAGE OF SOCIAL MEDIA USERS WHO SAY THAT READING NEWS STORIES IS A MAIN REASON FOR USING 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. NOTE: VALUES REPRESENT SHARE OF INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST 30 DAYS.

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

JAN 2023

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

GLOBAL OVERVIEW

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.

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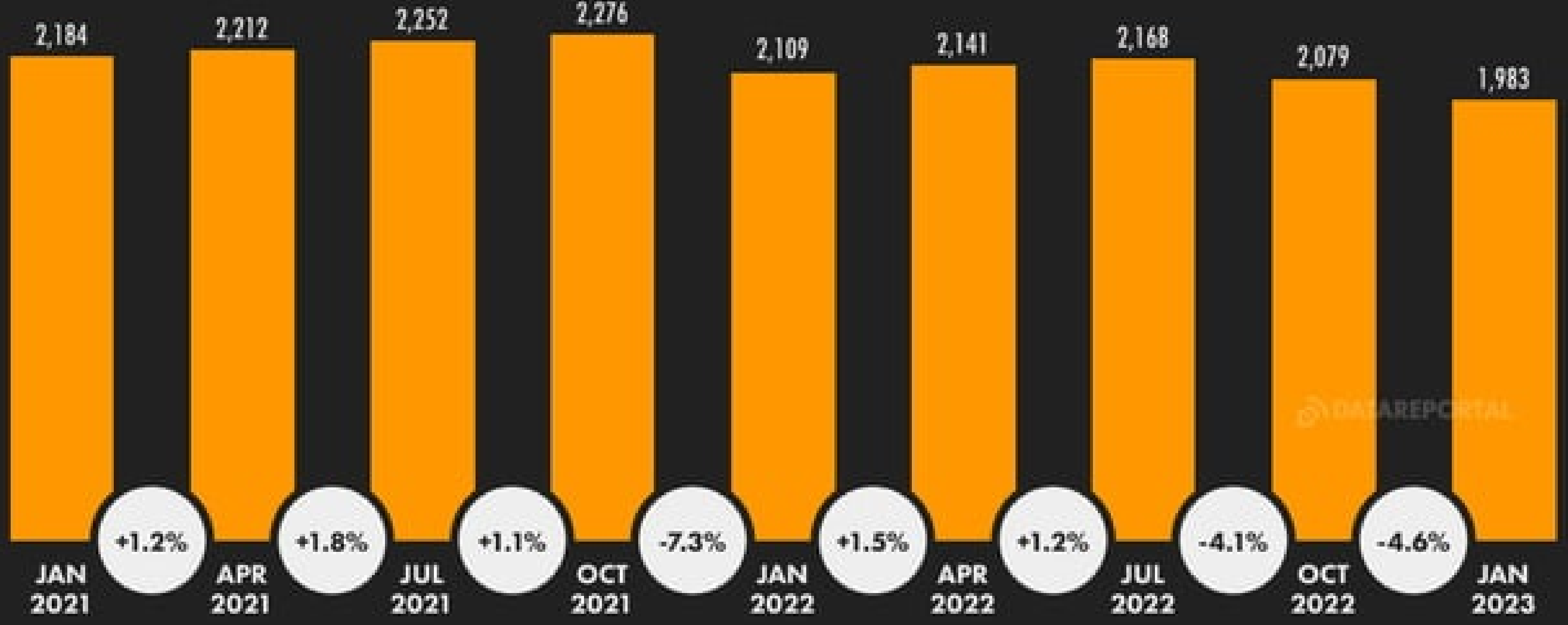
FACEBOOK ADVERTISING REACH

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.

GLOBAL OVERVIEW



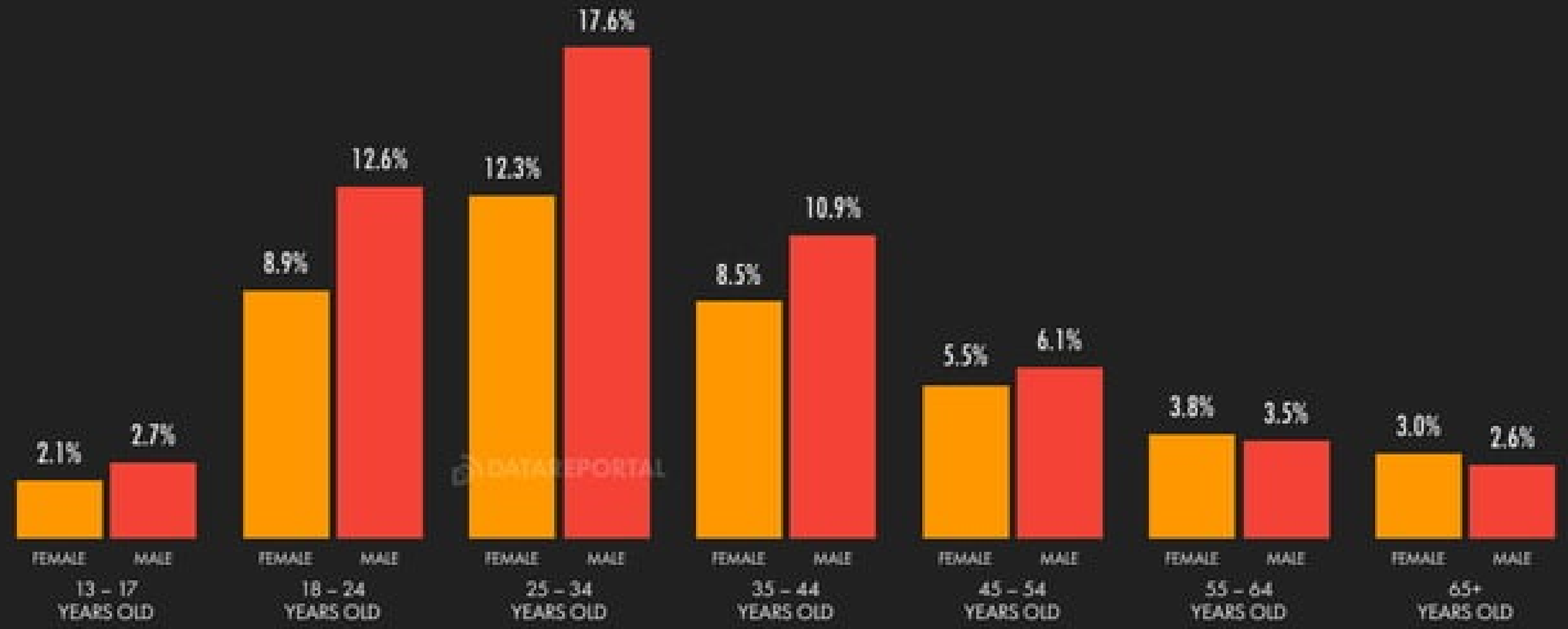
SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT 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.

JAN 2023

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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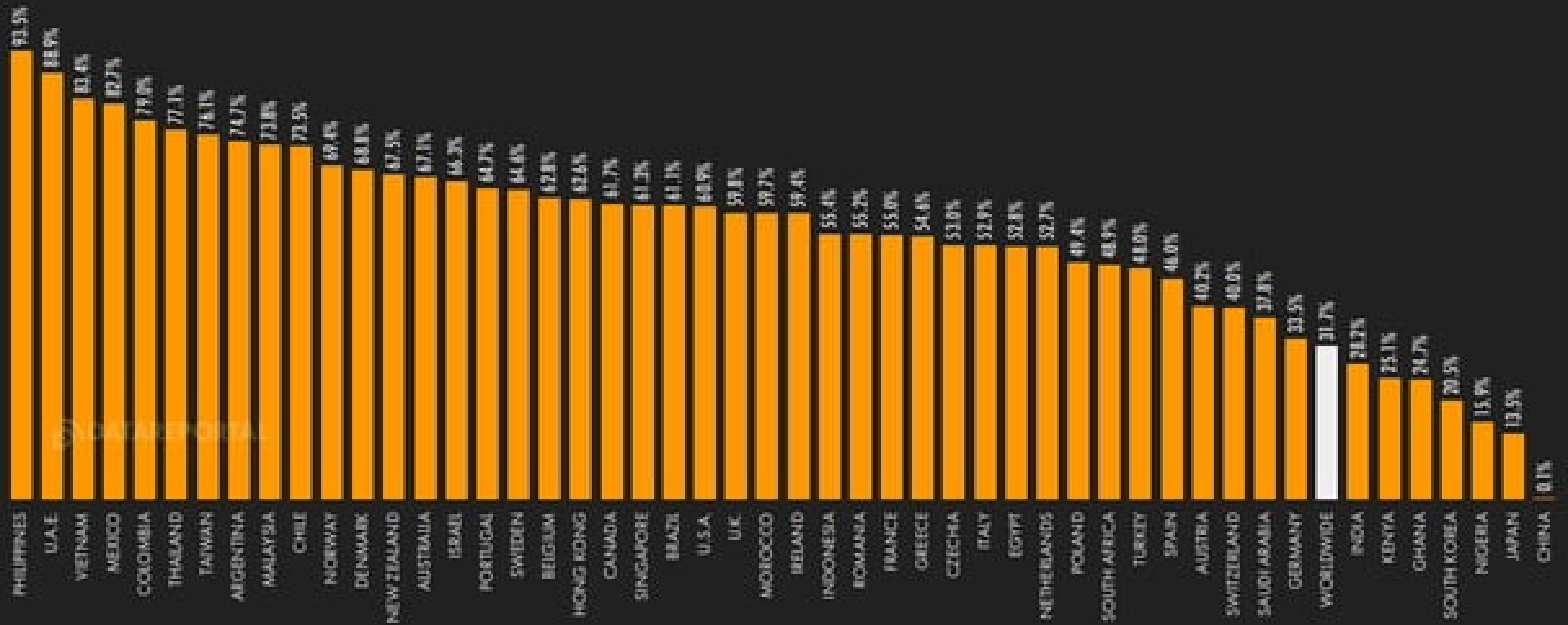
FACEBOOK ADVERTISING: 'ELIGIBLE' REACH RATE

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

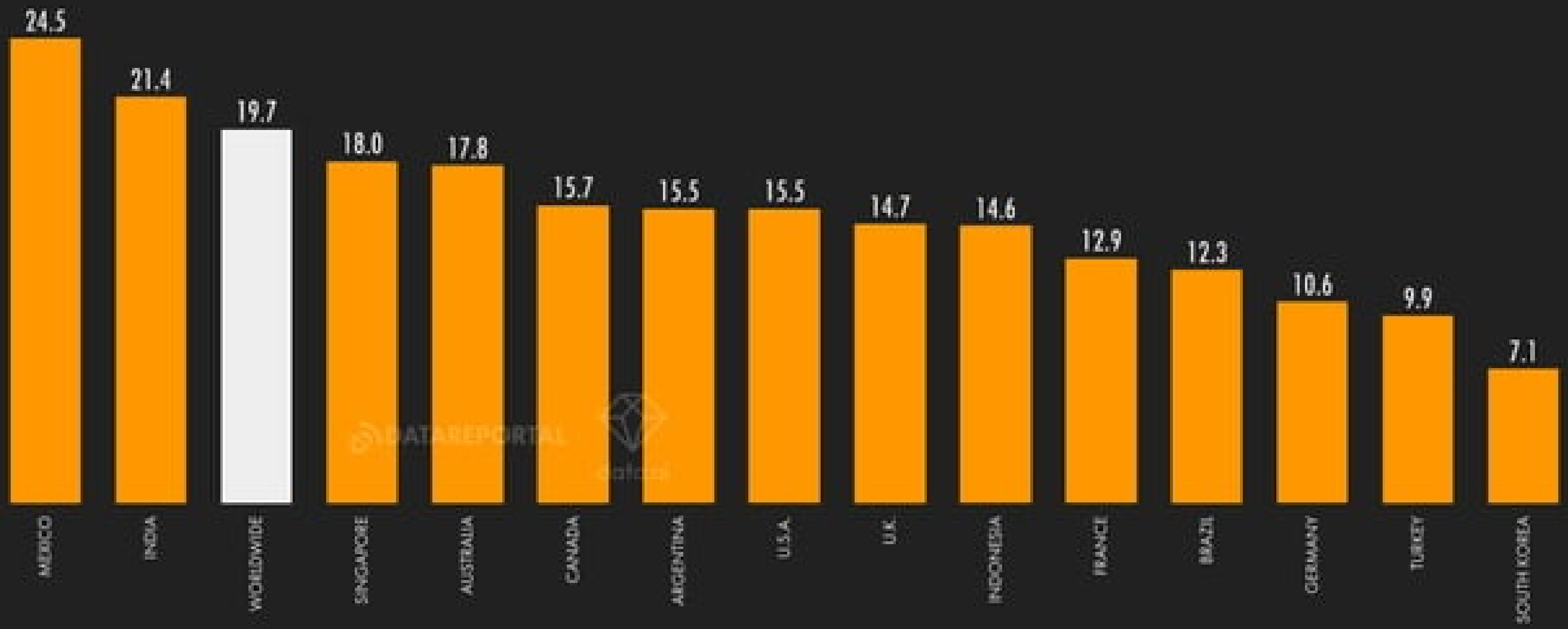
SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES 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 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.

JAN 2023

FACEBOOK POST ENGAGEMENT COMPARISONS

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

GLOBAL OVERVIEW

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%

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.

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MOST FOLLOWED FACEBOOK PAGES

FACEBOOK PAGES WITH THE GREATEST NUMBER OF FOLLOWERS

GLOBAL OVERVIEW

#	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

#	FACEBOOK PAGE	FOLLOWERS
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

#	FACEBOOK PAGE	FOLLOWERS
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

JAN 2023

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.

GLOBAL OVERVIEW

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.

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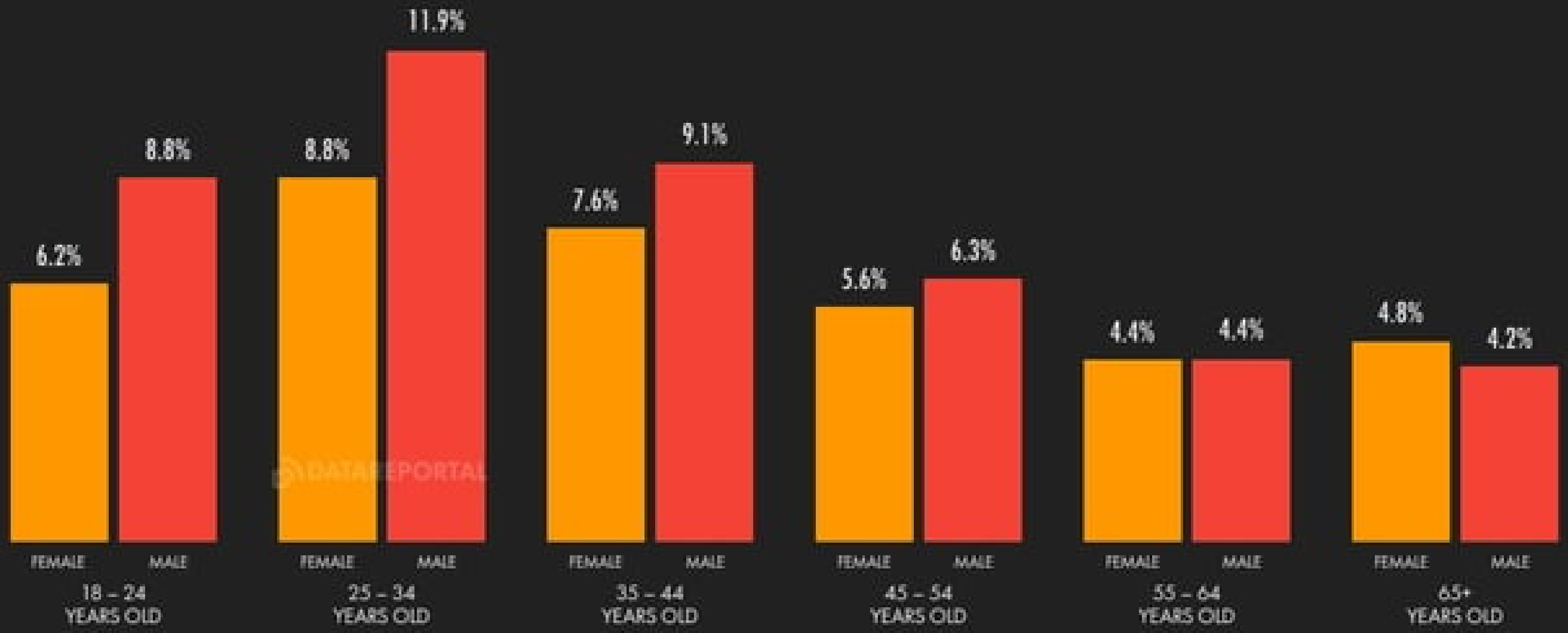
JAN 2023

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.

GLOBAL OVERVIEW



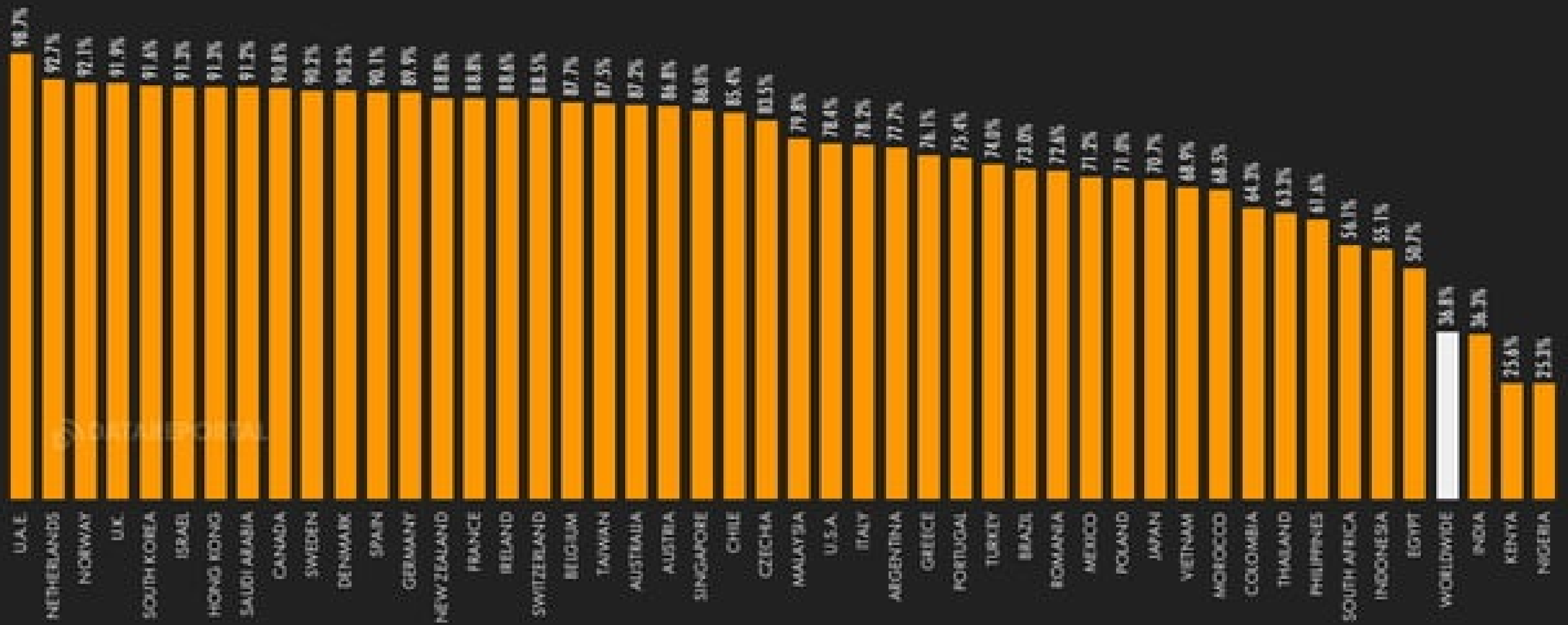
SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. FIGURES BASED ON AVAILABLE DATA ONLY. AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+, BUT GOOGLE'S RESOURCES ALSO PUBLISH A VALUE FOR TOTAL AUDIENCE. PERCENTAGES 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+

GLOBAL OVERVIEW



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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.

JAN 2023

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.

GLOBAL OVERVIEW

#	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

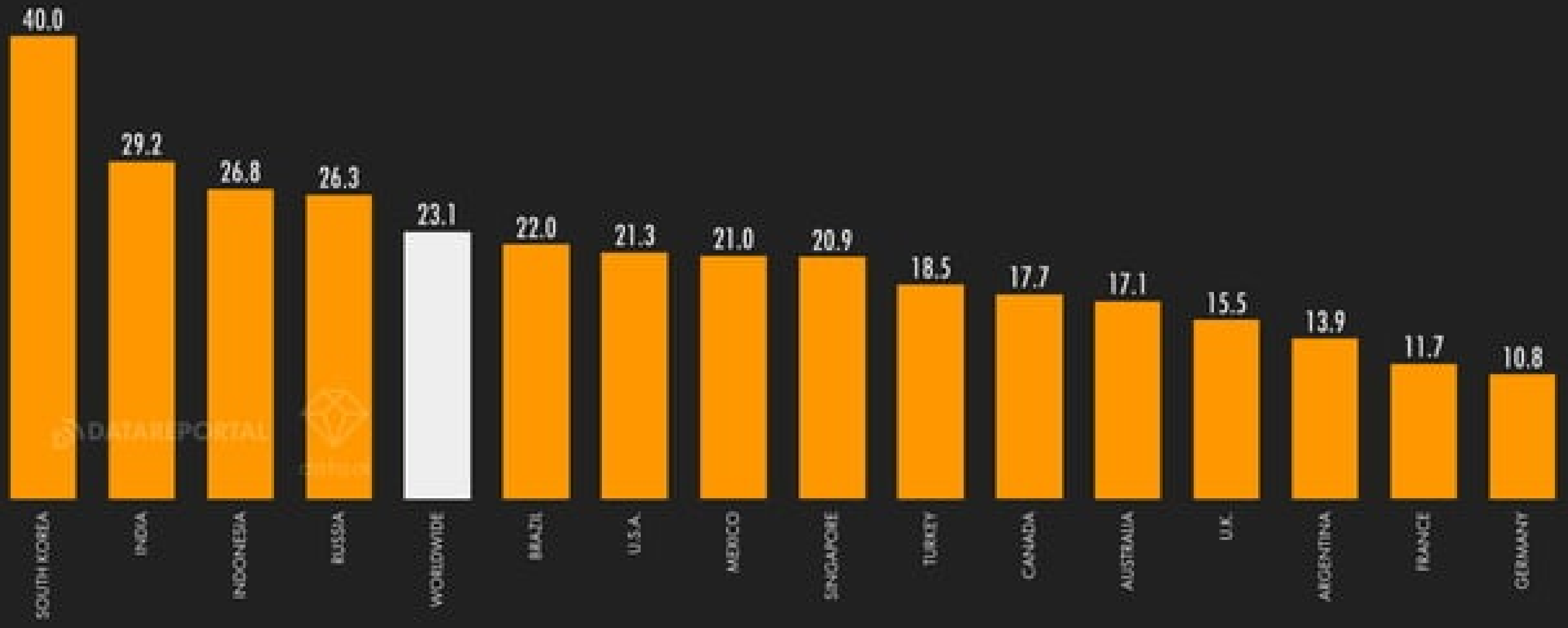
SOURCES: GOOGLE'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON AVAILABLE DATA ONLY. "TOTAL REACH" FIGURE INCLUDES USERS OF ALL AGES. "REACH 18+ vs. 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.

JAN 2023

YOUTUBE: TIME SPENT USING MOBILE APP

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.

TOP YOUTUBE SEARCHES

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

#	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.

JAN 2023

MOST POPULAR YOUTUBE CHANNELS

YOUTUBE CHANNELS WITH THE GREATEST NUMBER OF SUBSCRIBERS

GLOBAL OVERVIEW

#	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.

JAN 2023

MOST VIEWED YOUTUBE VIDEOS

YOUTUBE VIDEOS WITH THE GREATEST NUMBER OF ALL-TIME VIEWS

GLOBAL OVERVIEW

#	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.

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INSTAGRAM

JAN 2023

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

GLOBAL OVERVIEW

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.

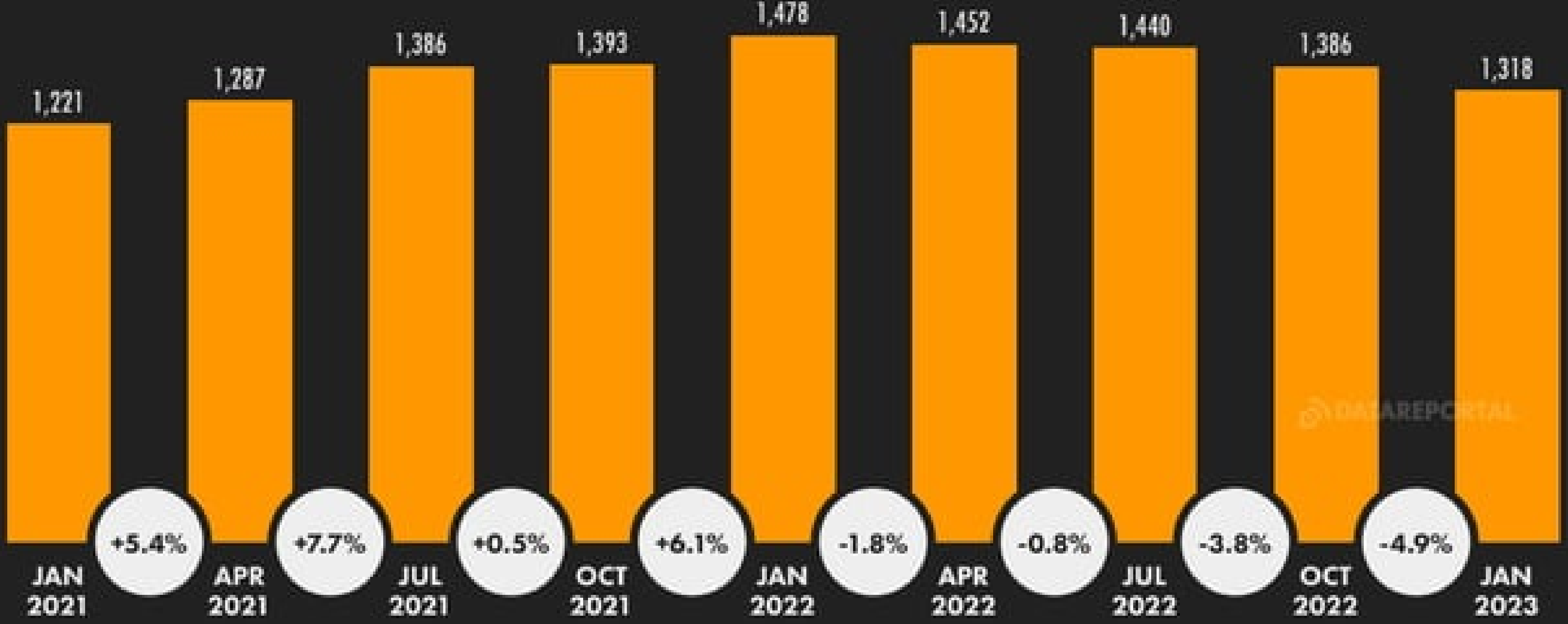
JAN 2023

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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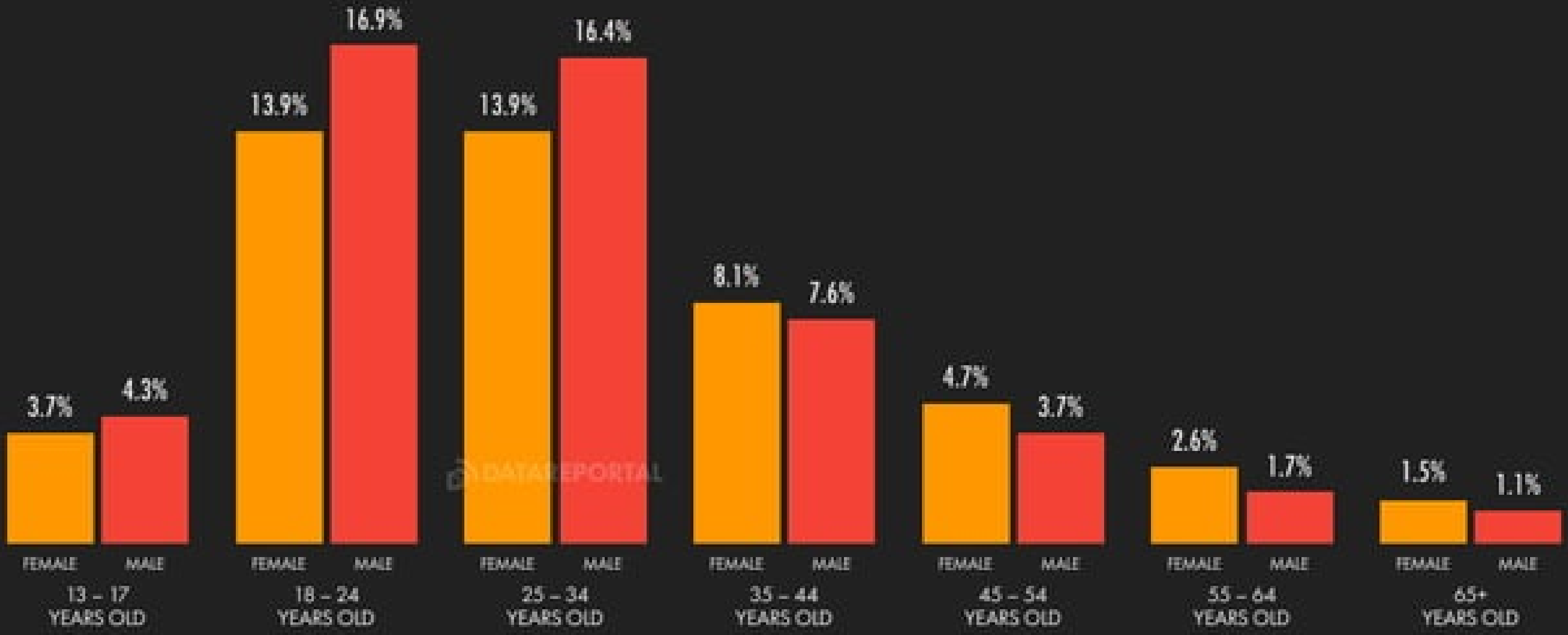
INSTAGRAM: ADVERTISING AUDIENCE PROFILE

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.

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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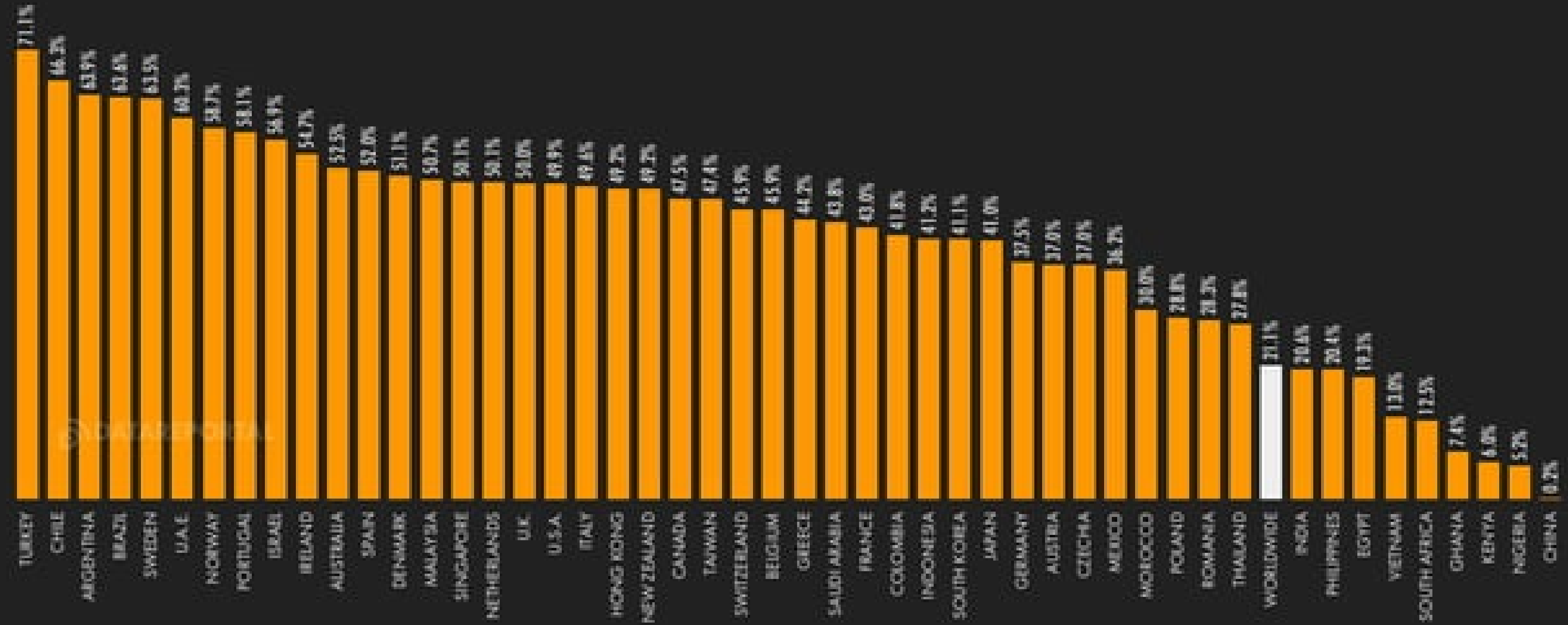
INSTAGRAM ADVERTISING: 'ELIGIBLE' REACH RATE

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

GLOBAL OVERVIEW

#	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%
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

GLOBAL OVERVIEW

#	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

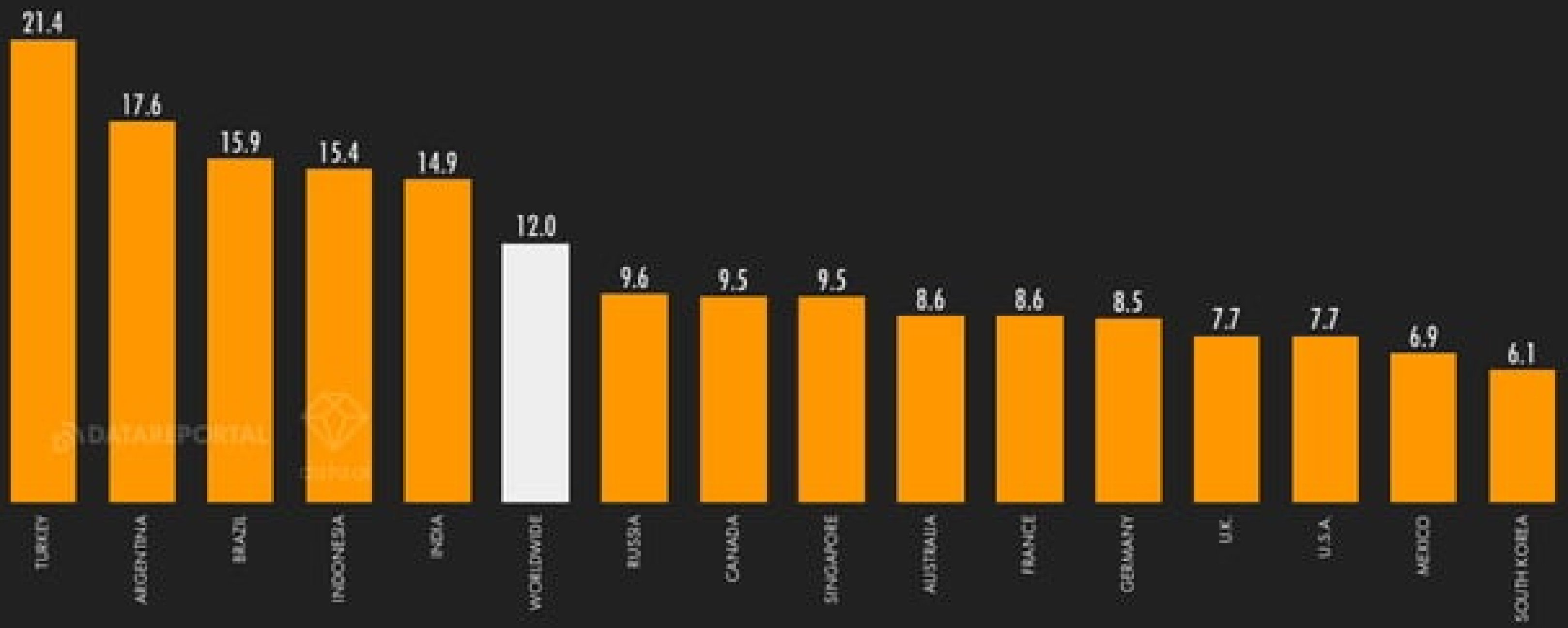
SOURCES: META'S ADVERTISING RESOURCES, U.N., KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES 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.

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JAN 2023

INSTAGRAM ENGAGEMENT BENCHMARKS

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS

GLOBAL OVERVIEW

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR ALL POST TYPES	AVERAGE INSTAGRAM ENGAGEMENT RATE FOR PHOTO POSTS	AVERAGE INSTAGRAM ENGAGEMENT RATE FOR VIDEO POSTS	AVERAGE INSTAGRAM ENGAGEMENT RATE FOR CAROUSEL POSTS
0.65%	0.59%	0.66%	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.

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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	AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH 10,000 TO 100,000 FOLLOWERS	AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH MORE THAN 100,000 FOLLOWERS
0.93%	0.76%	0.58%

locowise

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.

JAN 2023

MOST USED INSTAGRAM HASHTAGS

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

GLOBAL OVERVIEW

#	HASHTAG	POSTS	#	HASHTAG	POSTS	#	HASHTAG	POSTS
01	#LOVE	2,147,500,000	11	#HAPPY	683,500,000	21	#BEAUTY	509,700,000
02	#INSTAGOOD	1,586,000,000	12	#FOLLOW	673,000,000	22	#FITNESS	502,600,000
03	#FASHION	1,073,000,000	13	#TRAVEL	662,100,000	23	#LIKE4LIKE	502,400,000
04	#PHOTOOFTHEDAY	1,010,400,000	14	#CUTE	654,600,000	24	#FOOD	492,000,000
05	#INSTAGRAM	972,100,000	15	#STYLE	617,800,000	25	#INSTALIKE	475,100,000
06	#ART	964,400,000	16	#INSTADAILY	603,500,000	26	#PHOTO	466,700,000
07	#PHOTOGRAPHY	958,400,000	17	#TBT	580,300,000	27	#SELFIE	451,300,000
08	#BEAUTIFUL	803,100,000	18	#FOLLOWME	555,100,000	28	#ME	450,100,000
09	#NATURE	748,100,000	19	#REPOST	550,800,000	29	#FRIENDS	432,500,000
10	#PICOFTHEDAY	703,200,000	20	#SUMMER	536,000,000	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

JAN 2023

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

GLOBAL OVERVIEW

POTENTIAL REACH OF ADS ON TIKTOK (AGE 18+ ONLY)	TIKTOK AD REACH AGE 18+ vs. TOTAL POPULATION	QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH
1.05 BILLION	**13.1%**	**+11.2%** +106 MILLION	**+18.8%** +166 MILLION

TIKTOK AD REACH AGE 18+ vs. TOTAL INTERNET USERS	TIKTOK AD REACH AGE 18+ vs. POPULATION AGE 18+	FEMALE TIKTOK AD REACH vs. TOTAL TIKTOK AD REACH	MALE TIKTOK AD REACH vs. TOTAL TIKTOK AD REACH
20.4%	**18.7%**	**54.1%**	**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.

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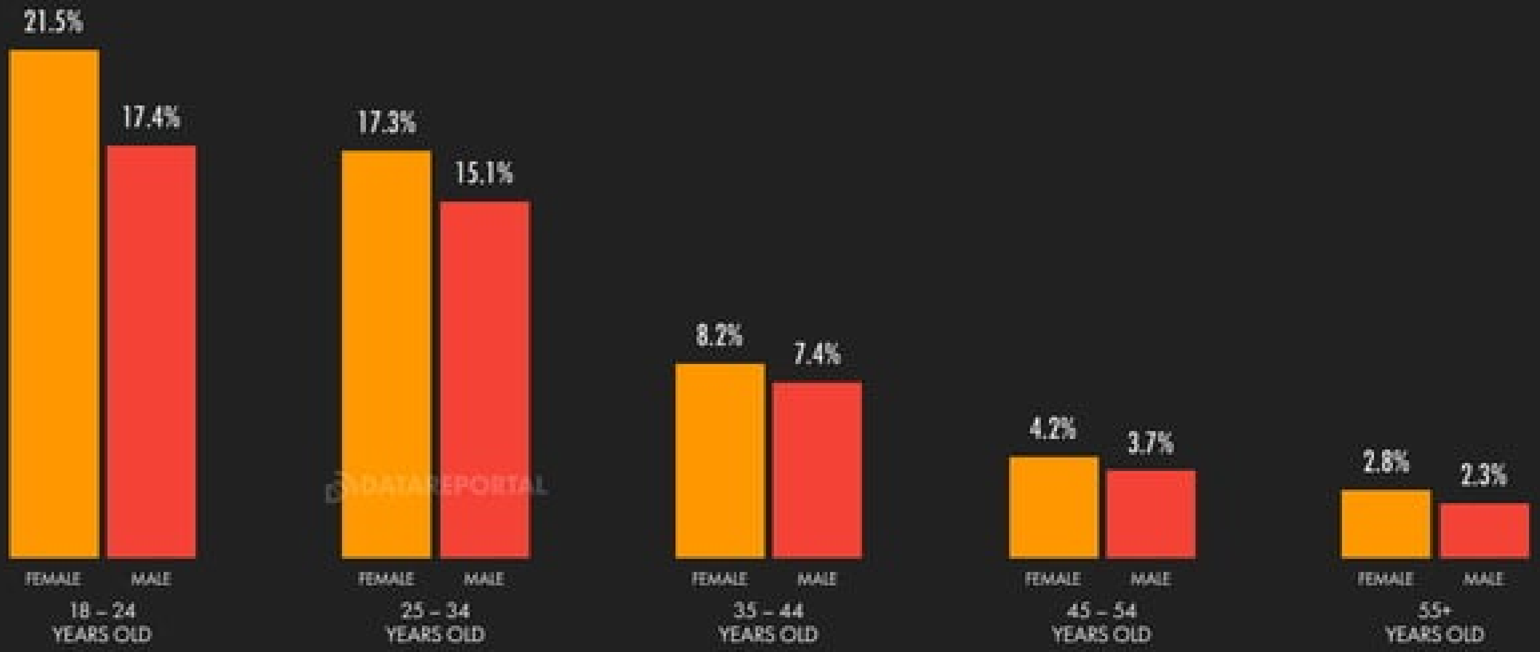
TIKTOK: ADVERTISING AUDIENCE PROFILE

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

GLOBAL OVERVIEW



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.

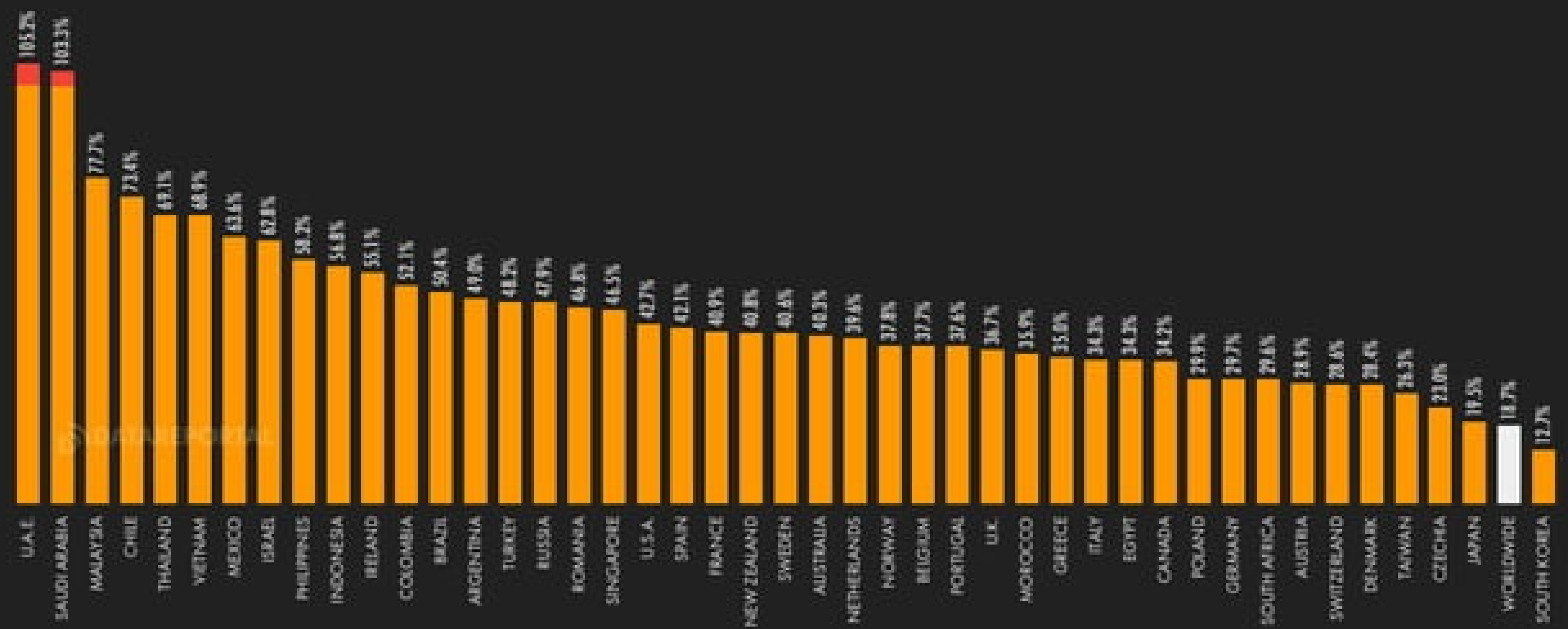
JAN 2023

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.

JAN 2023

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.

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

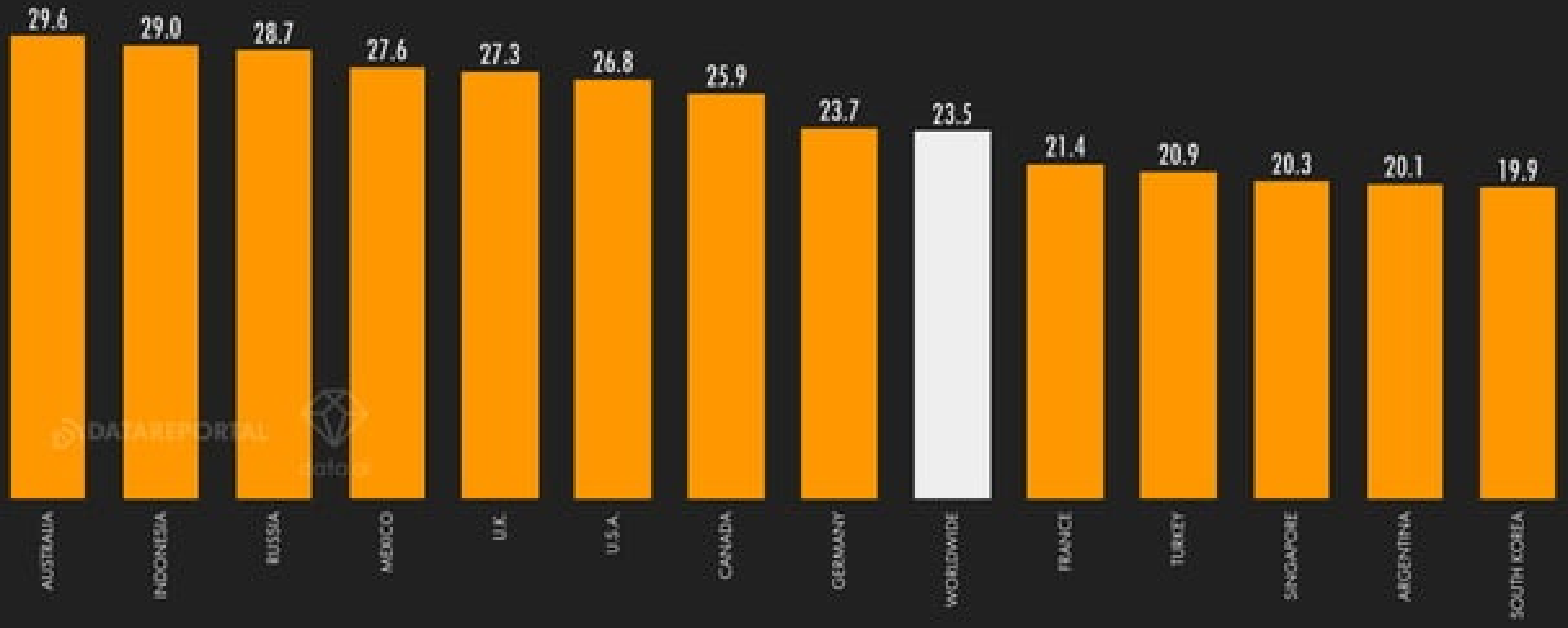
SOURCES: TIKTOK'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. NOTES: DOES NOT INCLUDE DOUYIN. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. ADVISORY: REACH FIGURES MAY 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.

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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

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
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.

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TOP TIKTOK HASHTAGS

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

GLOBAL OVERVIEW

#	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
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
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

JAN 2023

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

GLOBAL OVERVIEW

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.

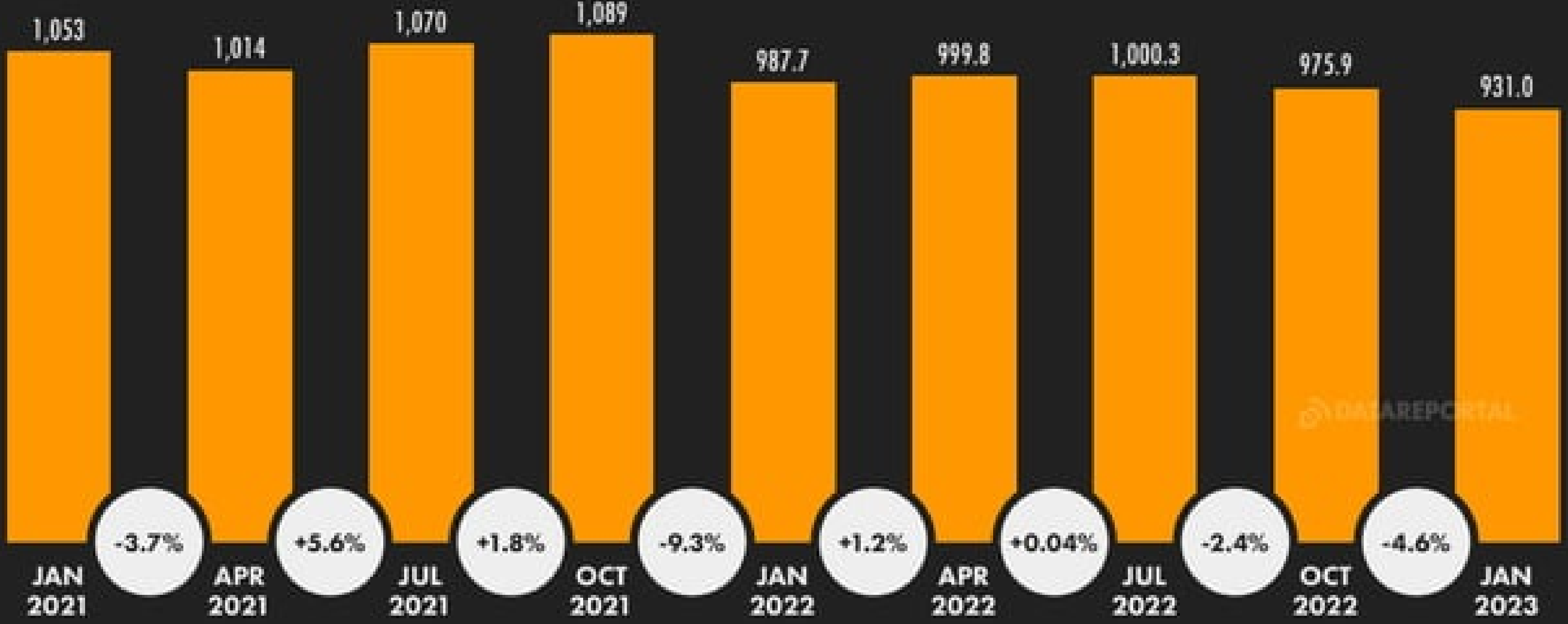
JAN 2023

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.

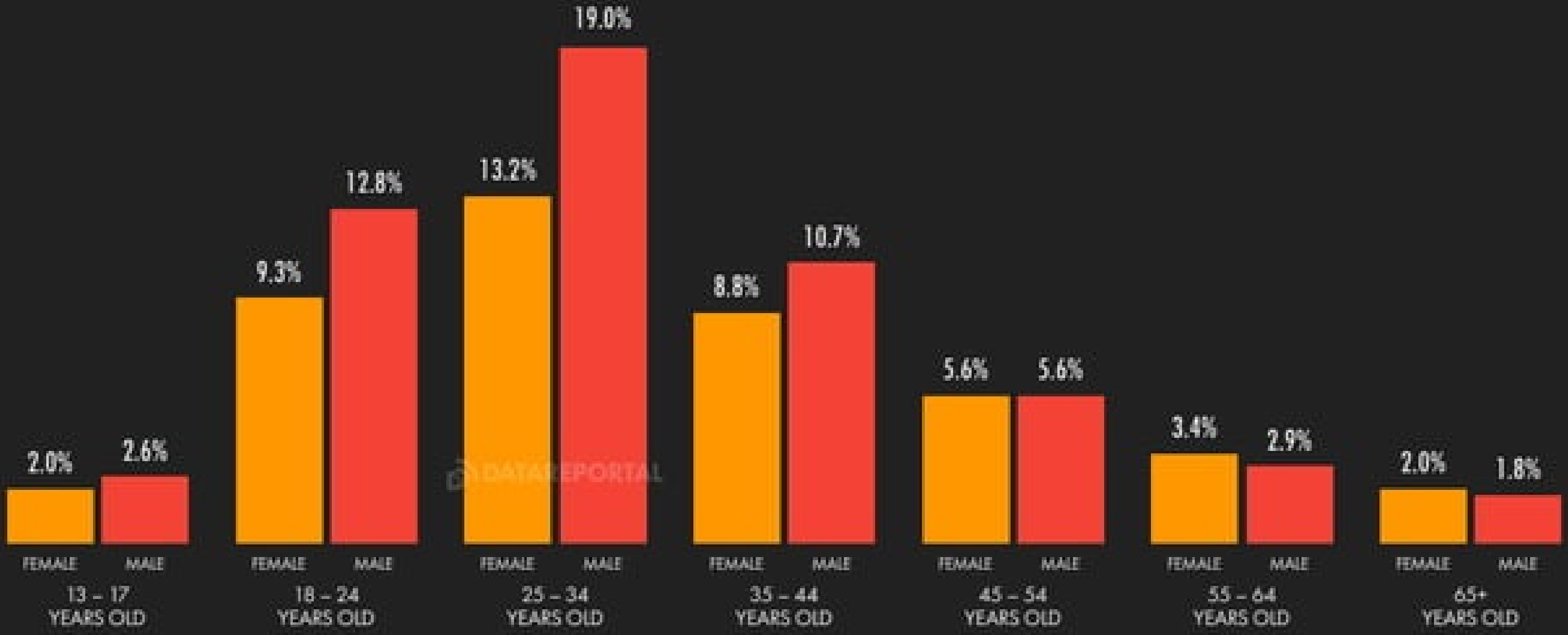
JAN 2023

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

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, 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.

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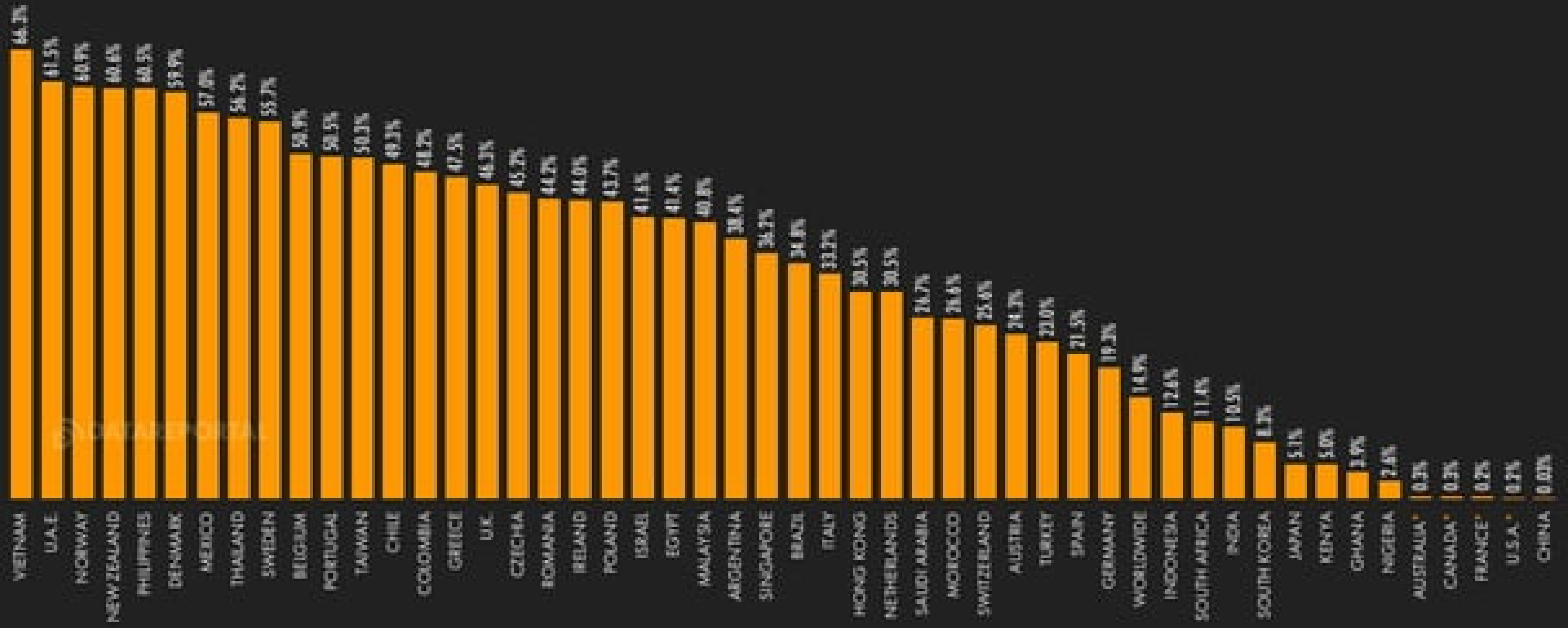
MESSENGER ADVERTISING: 'ELIGIBLE' REACH RATE

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.

GLOBAL OVERVIEW



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.

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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%
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.

JAN 2023

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

GLOBAL OVERVIEW

#	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

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
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

JAN 2023

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.

GLOBAL OVERVIEW

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.

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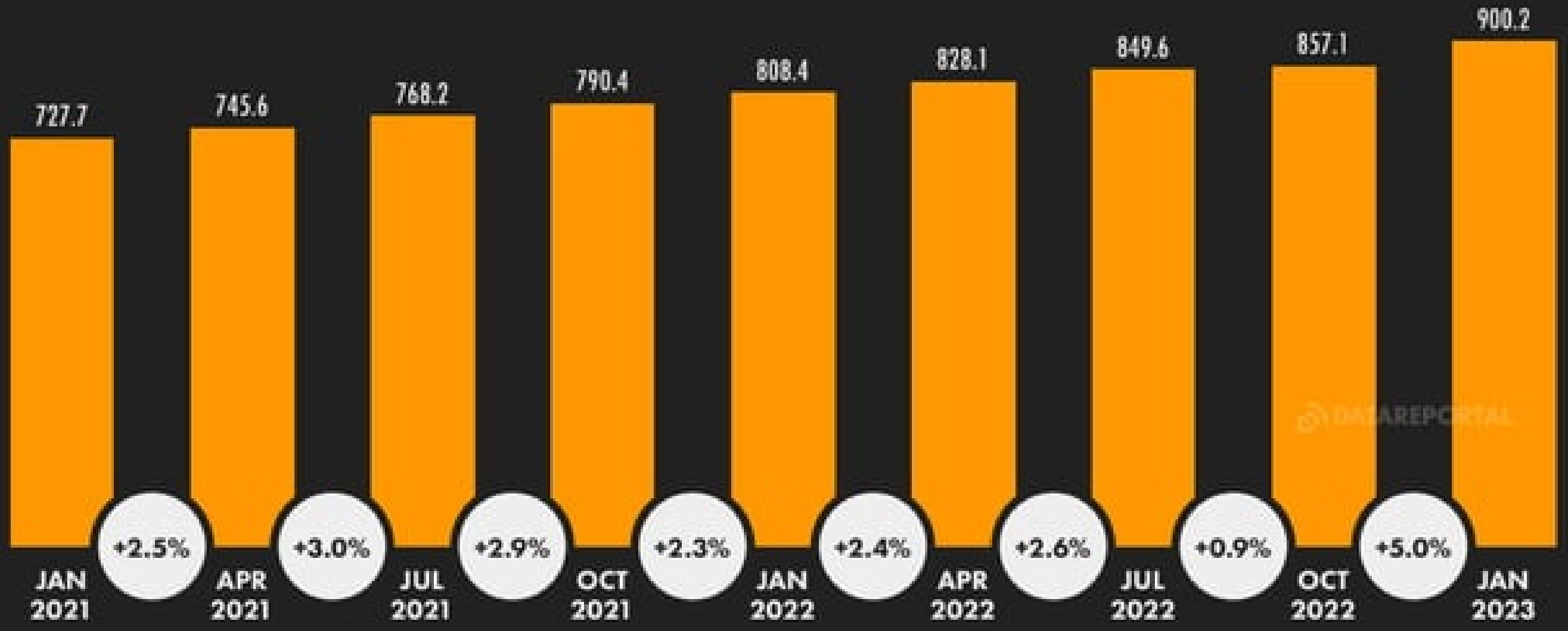
LINKEDIN ADVERTISING REACH

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.

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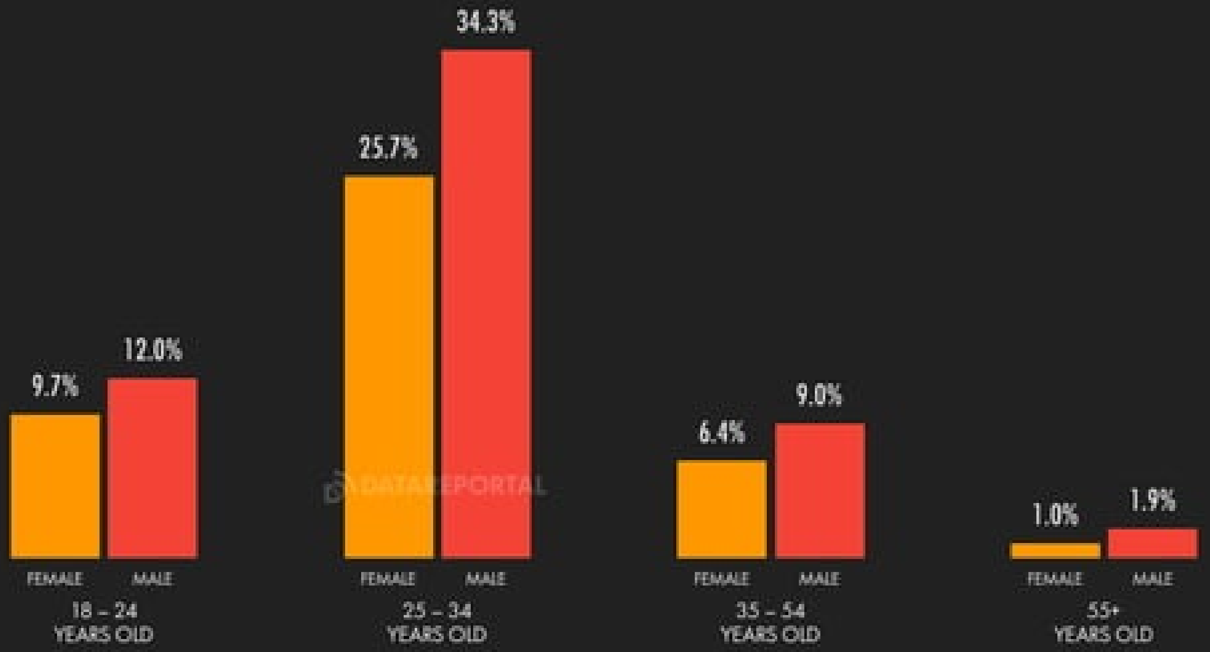
LINKEDIN: ADVERTISING AUDIENCE PROFILE

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

GLOBAL OVERVIEW



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.

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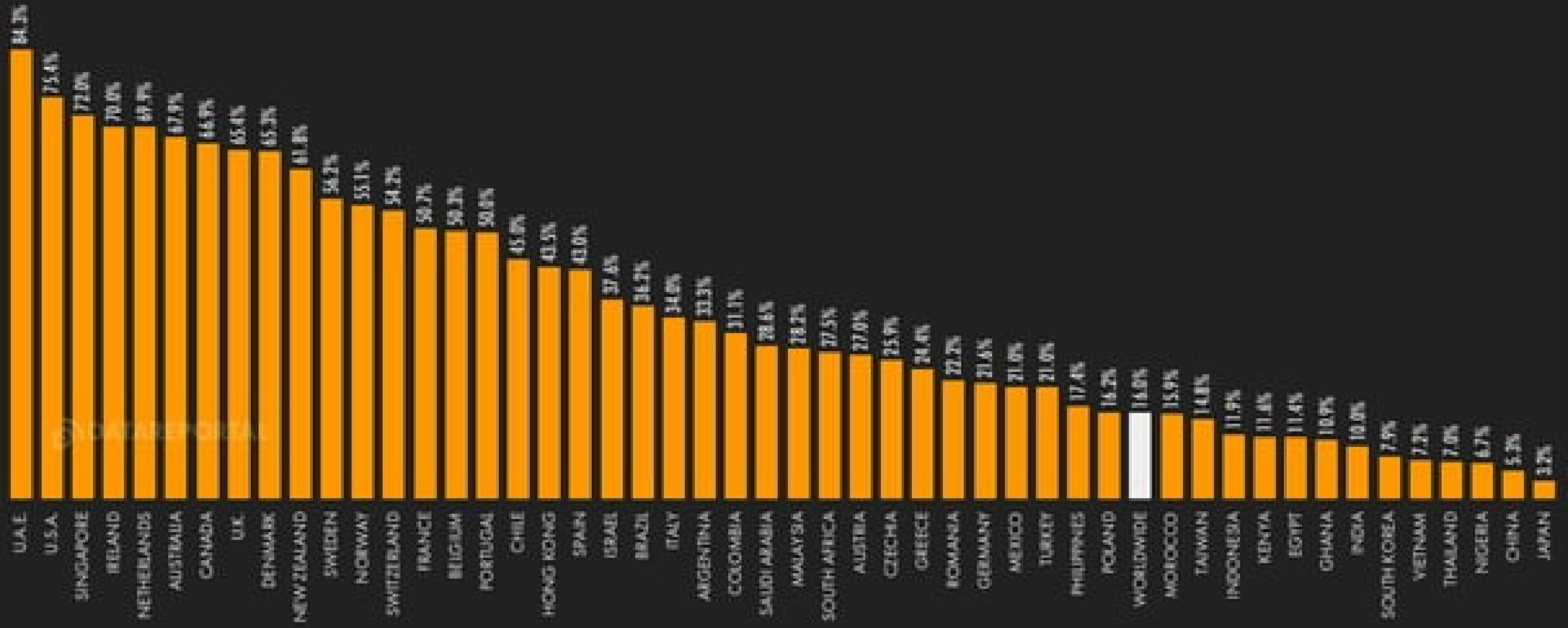
LINKEDIN ADVERTISING: 'ELIGIBLE' REACH RATE

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.

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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

GLOBAL OVERVIEW

#	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%

#	LOCATION	TOTAL REACH	REACH vs. POP. 18+
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

GLOBAL OVERVIEW

#	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.

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

#	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

GLOBAL OVERVIEW

#	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
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.

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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.

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SNAPCHAT

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	SNAPCHAT AD REACH vs. TOTAL POPULATION	QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH
634.8 MILLION	7.9%	+10.3% +59 MILLION	+13.9% +78 MILLION

SNAPCHAT AD REACH vs. TOTAL INTERNET USERS	SNAPCHAT AD REACH vs. POPULATION AGED 13+	FEMALE SNAPCHAT AD REACH vs. TOTAL SNAPCHAT AD REACH*	MALE SNAPCHAT AD REACH vs. TOTAL SNAPCHAT AD REACH*
12.3%	10.1%	51.0%	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.

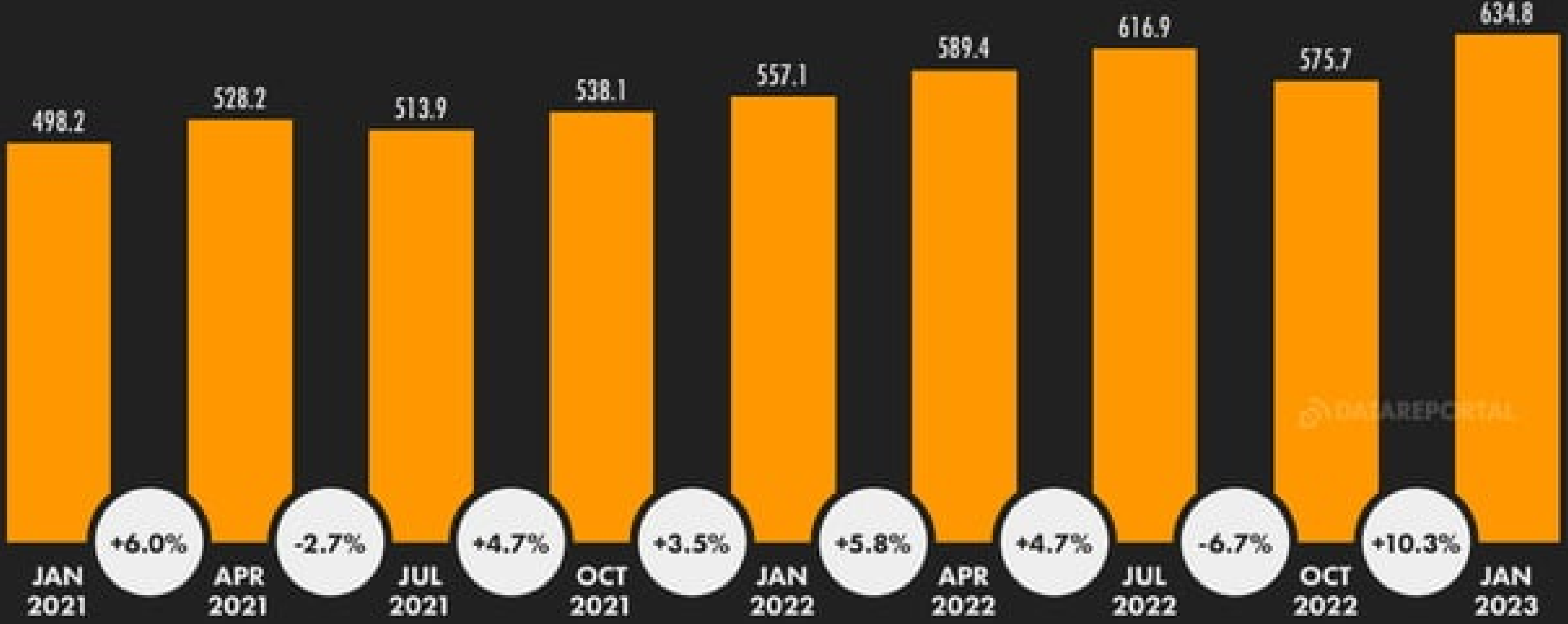
JAN 2023

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

GLOBAL OVERVIEW



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.

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SNAPCHAT: ADVERTISING AUDIENCE PROFILE

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

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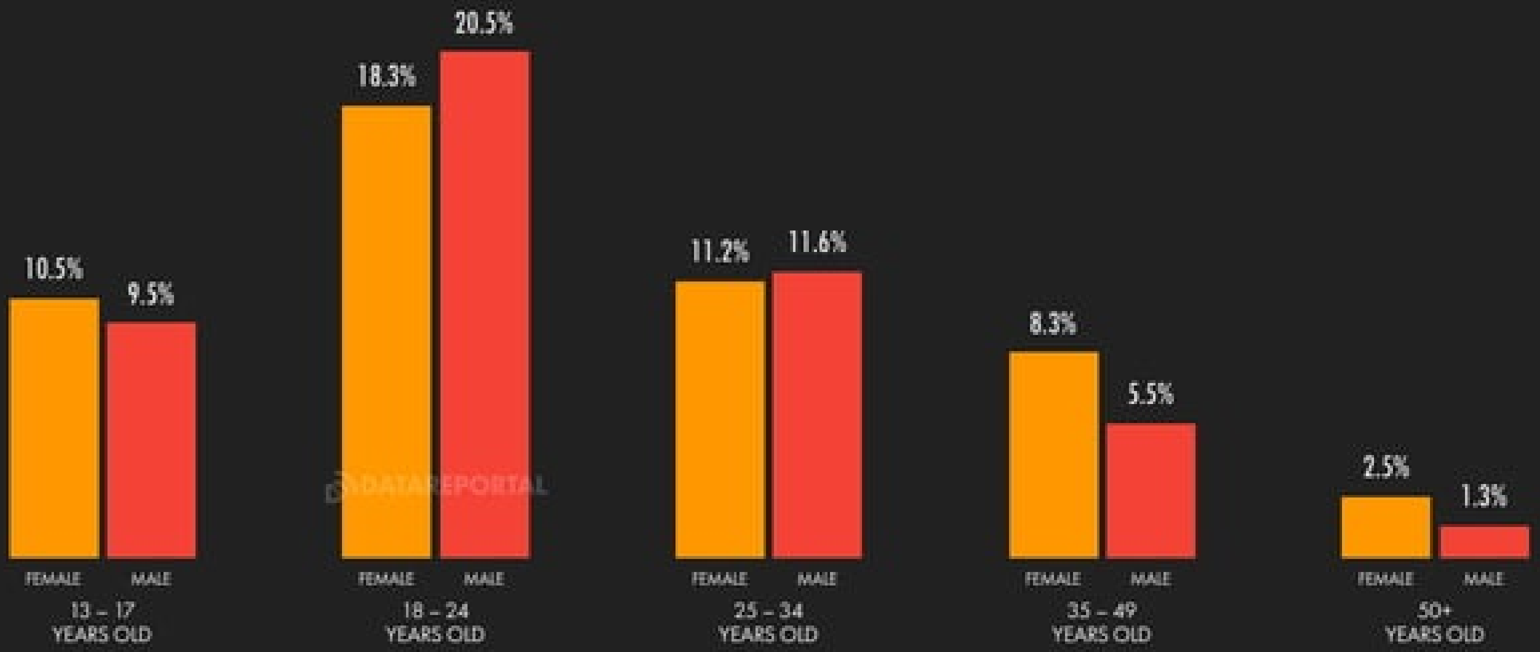
GLOBAL OVERVIEW



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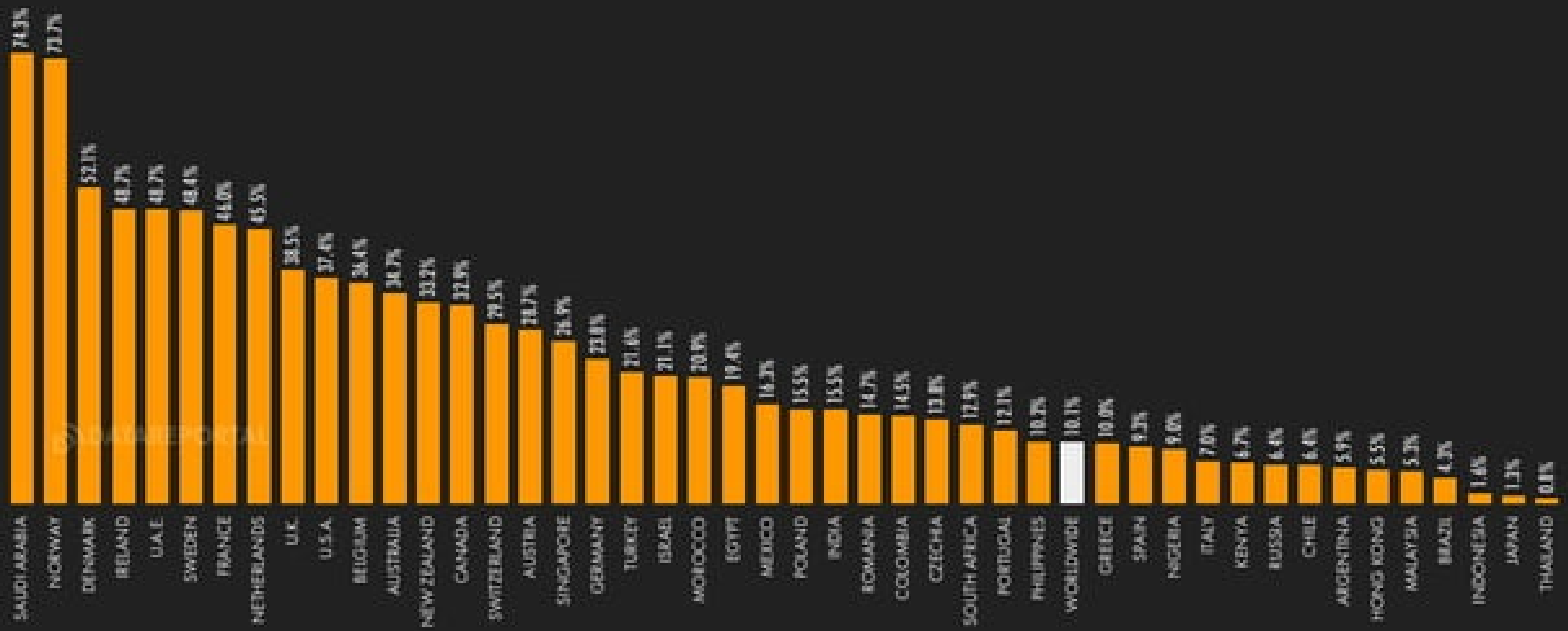
SNAPCHAT ADVERTISING: 'ELIGIBLE' REACH RATE

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.

GLOBAL OVERVIEW



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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.

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JAN 2023

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.

GLOBAL OVERVIEW

#	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.

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TWITTER

JAN 2023

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.

GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON TWITTER

556.0 MILLION

TWITTER AD REACH vs. TOTAL POPULATION

6.9%

QUARTER-ON-QUARTER CHANGE IN REPORTED TWITTER AD REACH

90

+2.1%

+12 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED TWITTER AD REACH

365

+27.4%

+120 MILLION

TWITTER AD REACH vs. TOTAL INTERNET USERS

10.8%

TWITTER AD REACH vs. POPULATION AGED 13+

8.9%

FEMALE TWITTER AD REACH vs. TOTAL TWITTER AD REACH

37.0%

MALE TWITTER AD REACH vs. TOTAL TWITTER AD REACH

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.

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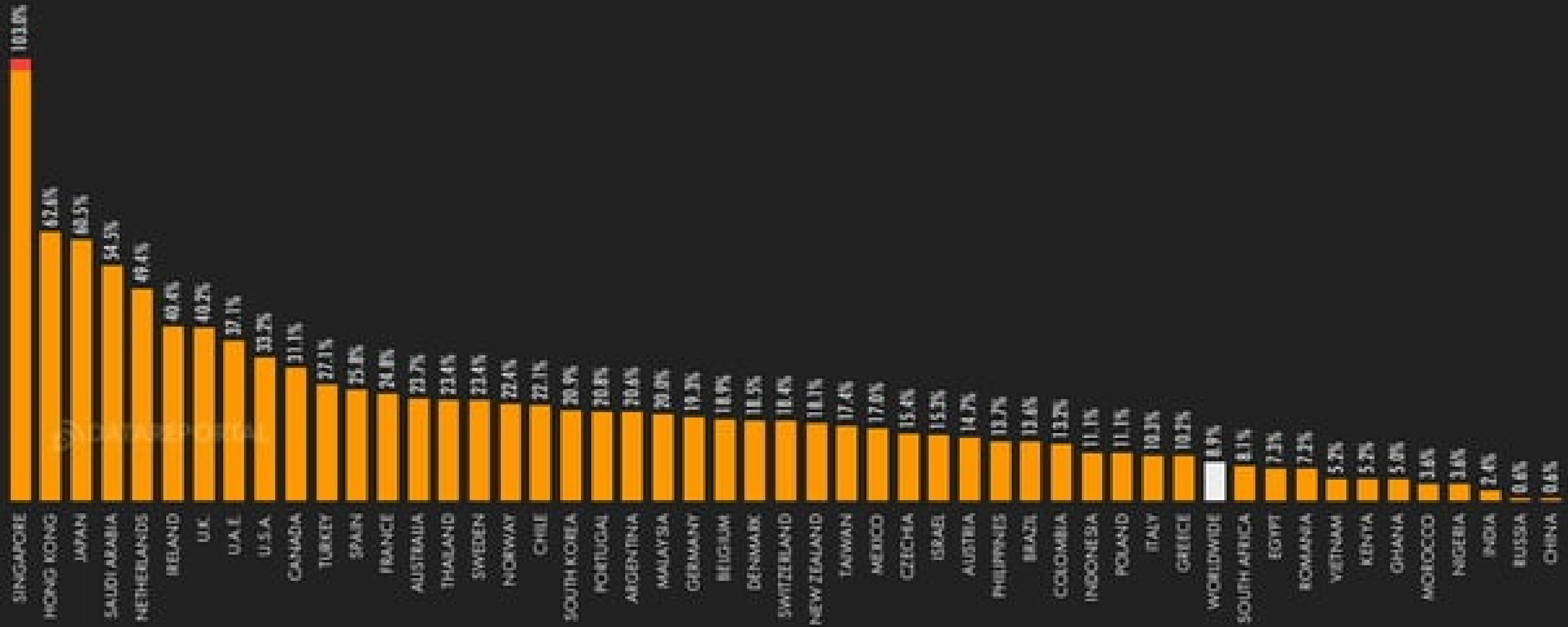
TWITTER ADVERTISING: 'ELIGIBLE' REACH RATE

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

GLOBAL OVERVIEW



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.

JAN 2023

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

GLOBAL OVERVIEW

#	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 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.

JAN 2023

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

GLOBAL OVERVIEW

#	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 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.

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

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
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.

PINTEREST

JAN 2023

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

GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON PINTEREST	PINTEREST AD REACH vs. TOTAL POPULATION	QUARTER-ON-QUARTER CHANGE IN REPORTED PINTEREST AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED PINTEREST AD REACH
242.7 MILLION	3.0%	-10.4% -28 MILLION	+7.5% +17 MILLION

PINTEREST AD REACH vs. TOTAL INTERNET USERS	PINTEREST AD REACH vs. POPULATION AGED 13+	FEMALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH	MALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH
4.7%	3.9%	76.2%	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.

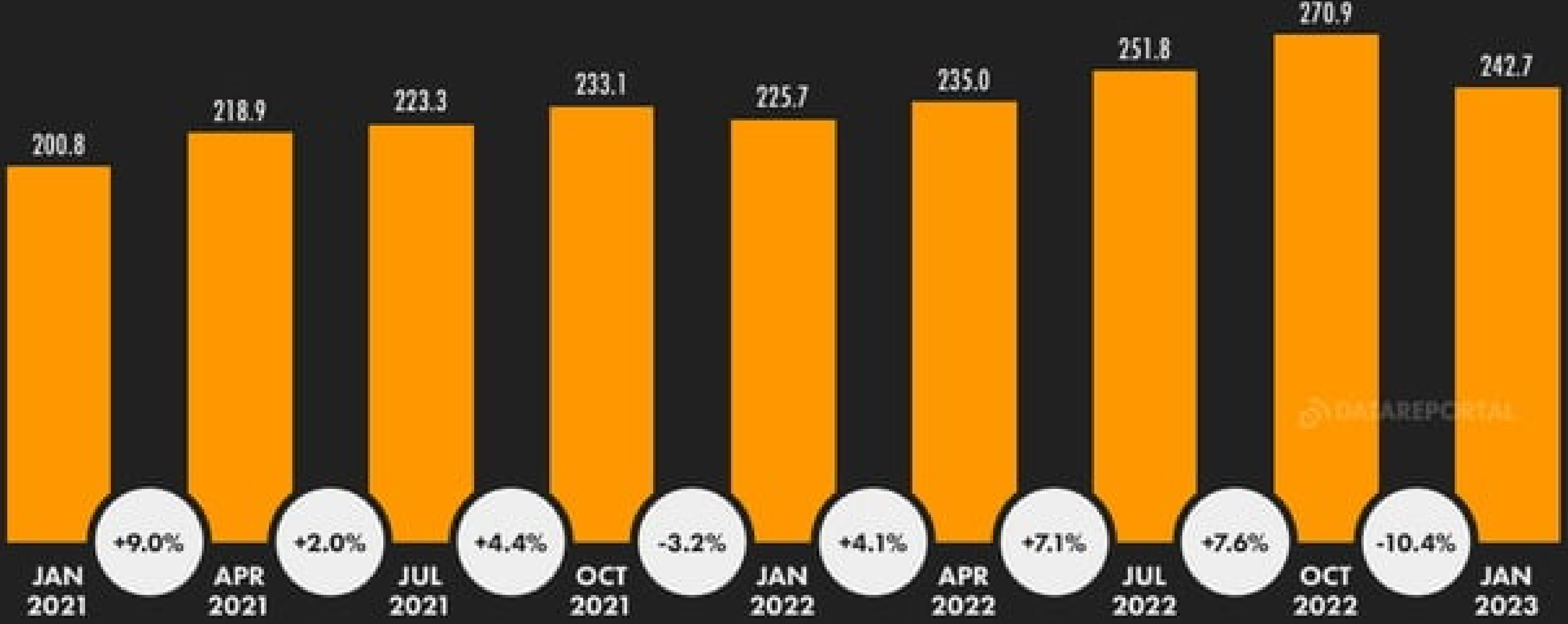
JAN 2023

PINTEREST ADVERTISING REACH

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

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: 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.

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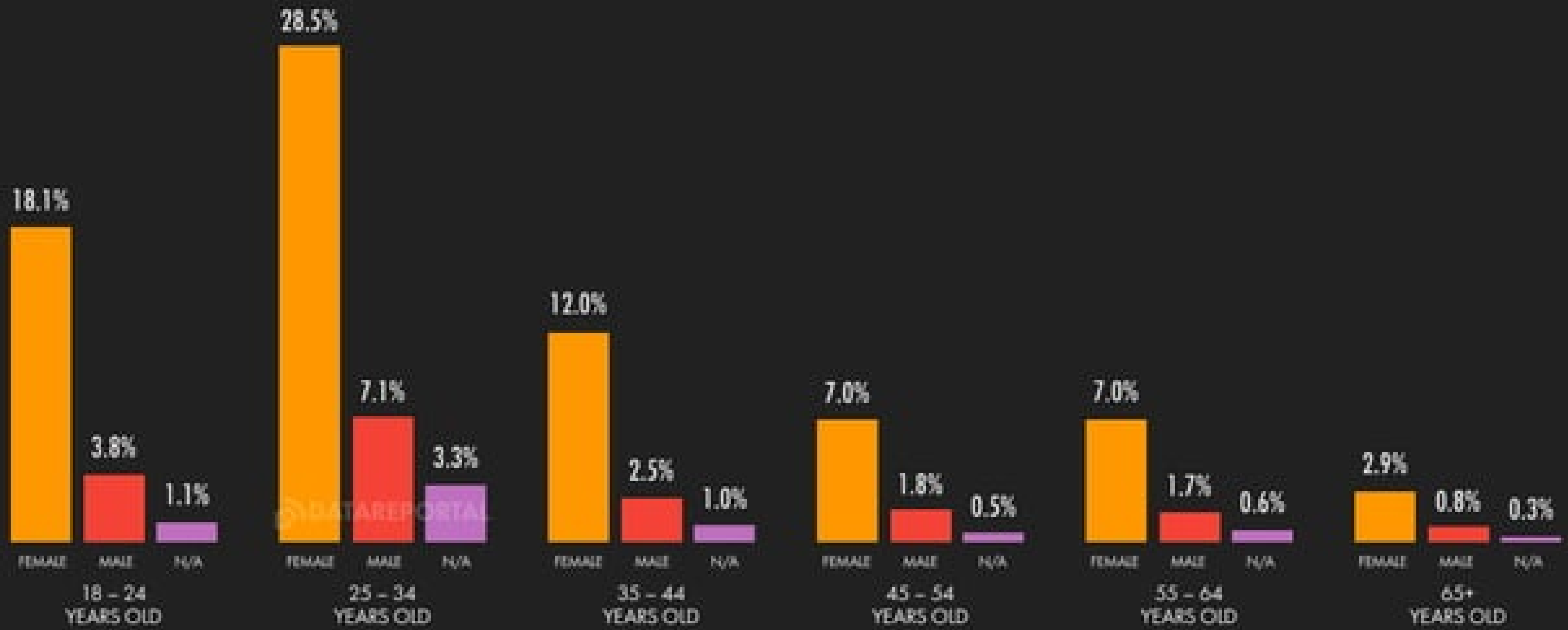
PINTEREST: ADVERTISING AUDIENCE PROFILE

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

GLOBAL OVERVIEW

#	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.

JAN 2023

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.

GLOBAL OVERVIEW

#	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 20,000 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.

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OTHER SOCIAL PLATFORMS

JAN 2023

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 OVERVIEW

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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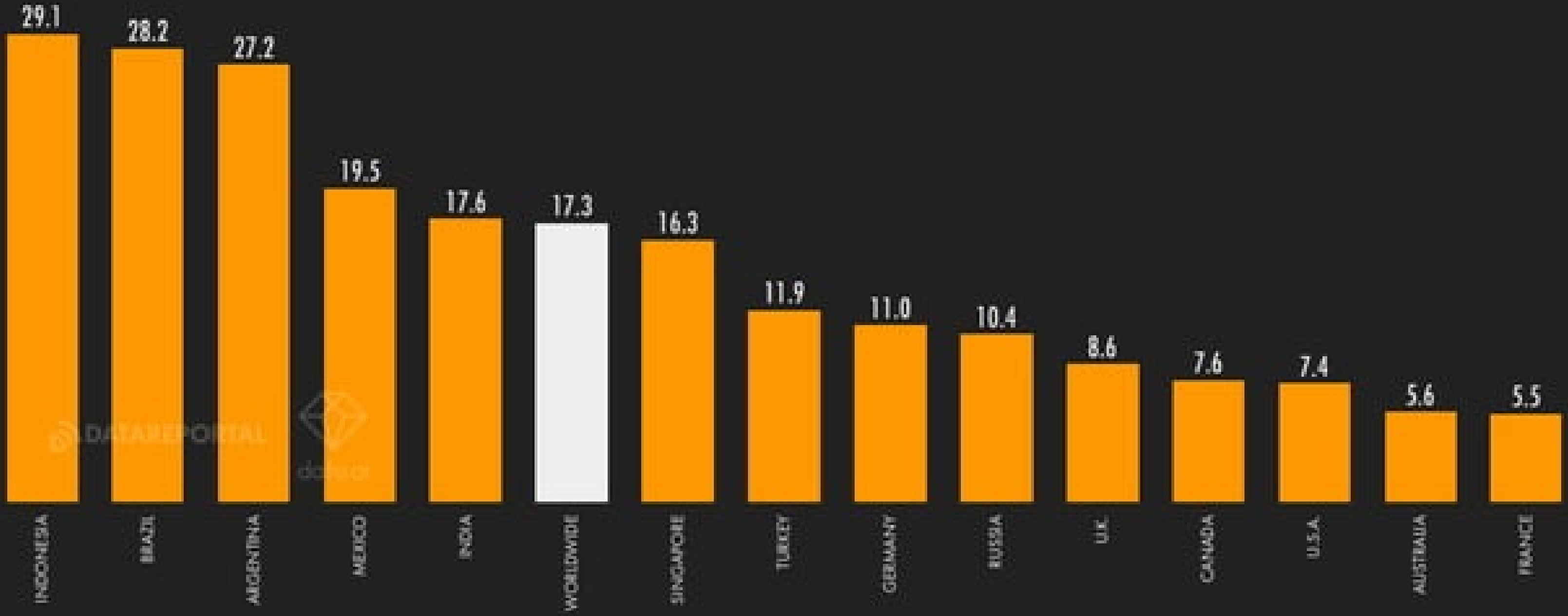
JAN 2023

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.

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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.

JAN 2023

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 OVERVIEW

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.

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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.

JAN 2023

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.

JAN 2023

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.

JAN 2023

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.

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MOBILE

JAN 2023

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)

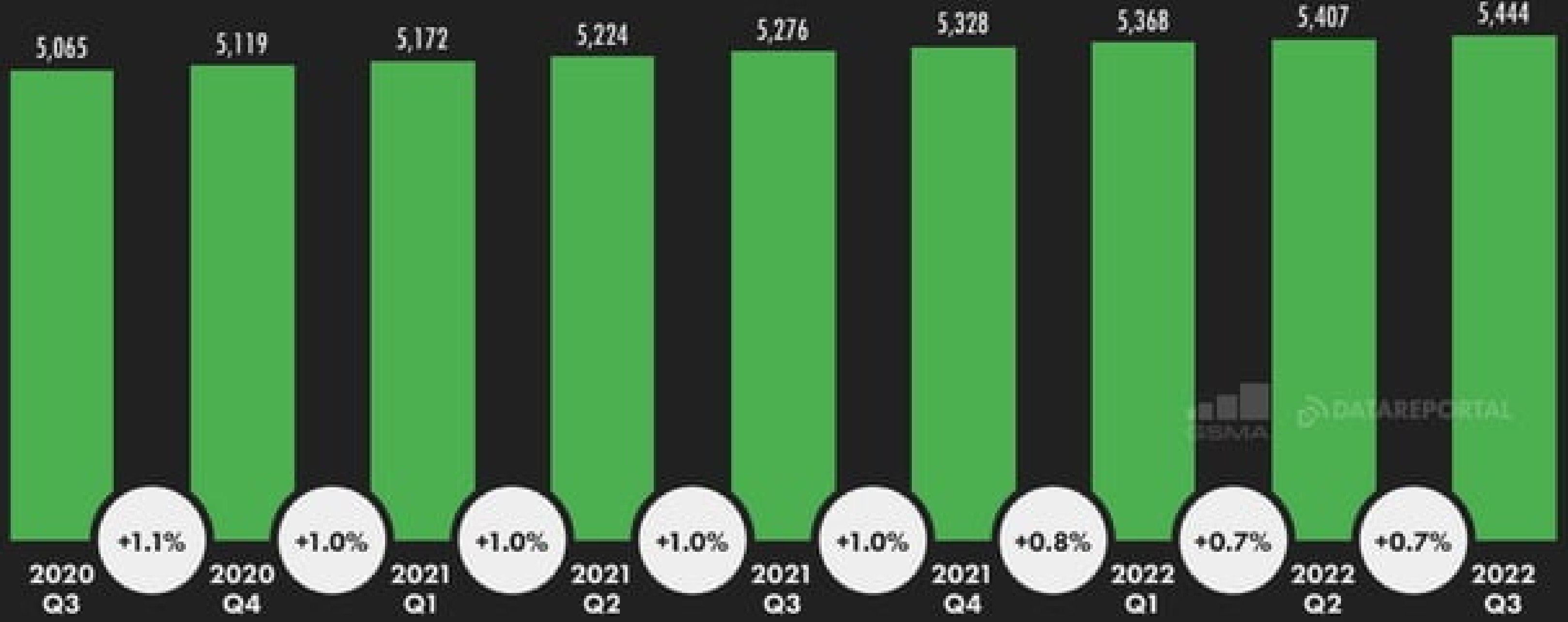
SOURCE: GSMA INTELLIGENCE. **NOTES:** CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. CONNECTION FIGURES MAY EXCEED FIGURES FOR POPULATION AND UNIQUE SUBSCRIBERS DUE TO MULTIPLE CONNECTIONS PER PERSON. "YOY" FIGURES SHOW YEAR-ON-YEAR CHANGE. PERCENTAGE 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.

JAN 2023

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.

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MOBILE SUBSCRIBERS vs. CELLULAR CONNECTIONS

PERSPECTIVES ON THE ADOPTION AND USE OF MOBILE TECHNOLOGIES

GLOBAL OVERVIEW

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

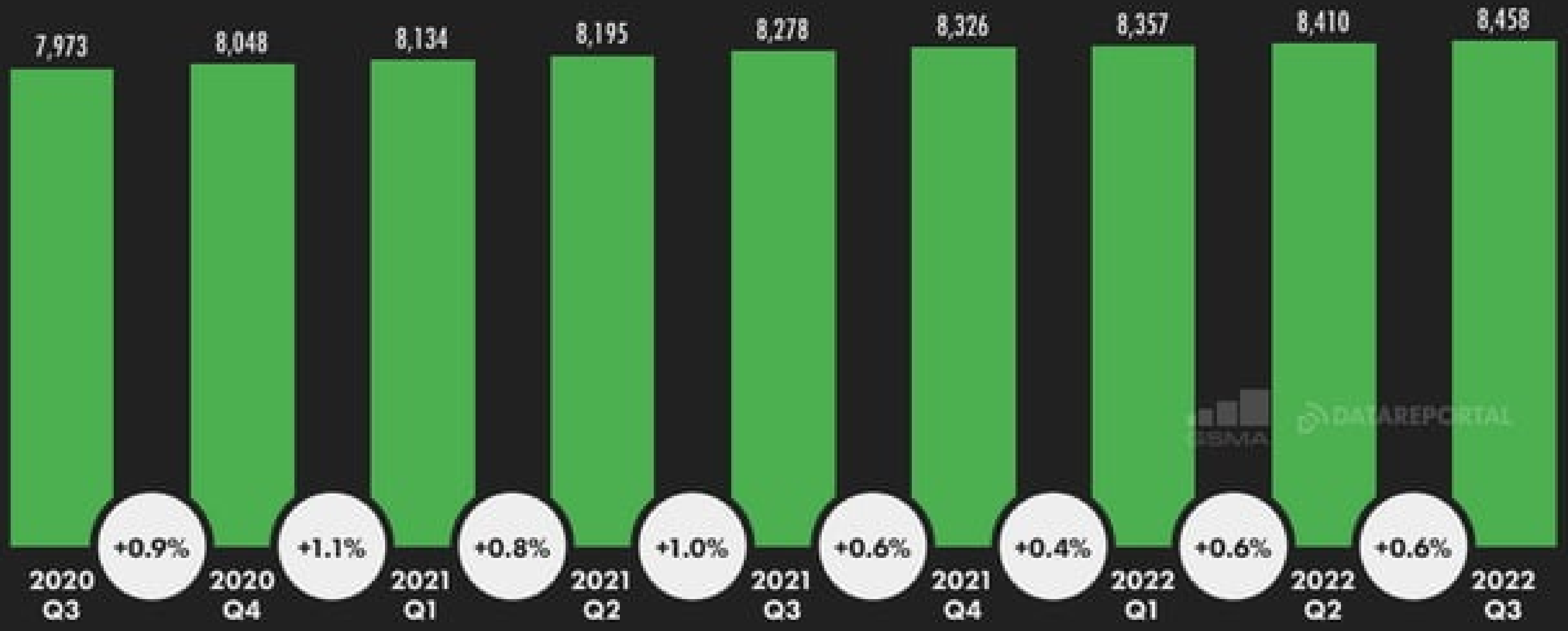
SOURCES: GSMA INTELLIGENCE; ERICSSON MOBILITY VISUALIZER. **COMPARABILITY:** BASE CHANGES. FIGURES MAY NOT BE DIRECTLY COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

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	SHARE OF CONNECTIONS ASSOCIATED WITH FEATURE PHONES	SHARE OF CONNECTIONS ASSOCIATED WITH ROUTERS, TABLETS, AND MOBILE PCS
78.7%	**16.5%**	**4.9%**
6.60 BILLION	1.38 BILLION	408 MILLION

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

JAN 2023

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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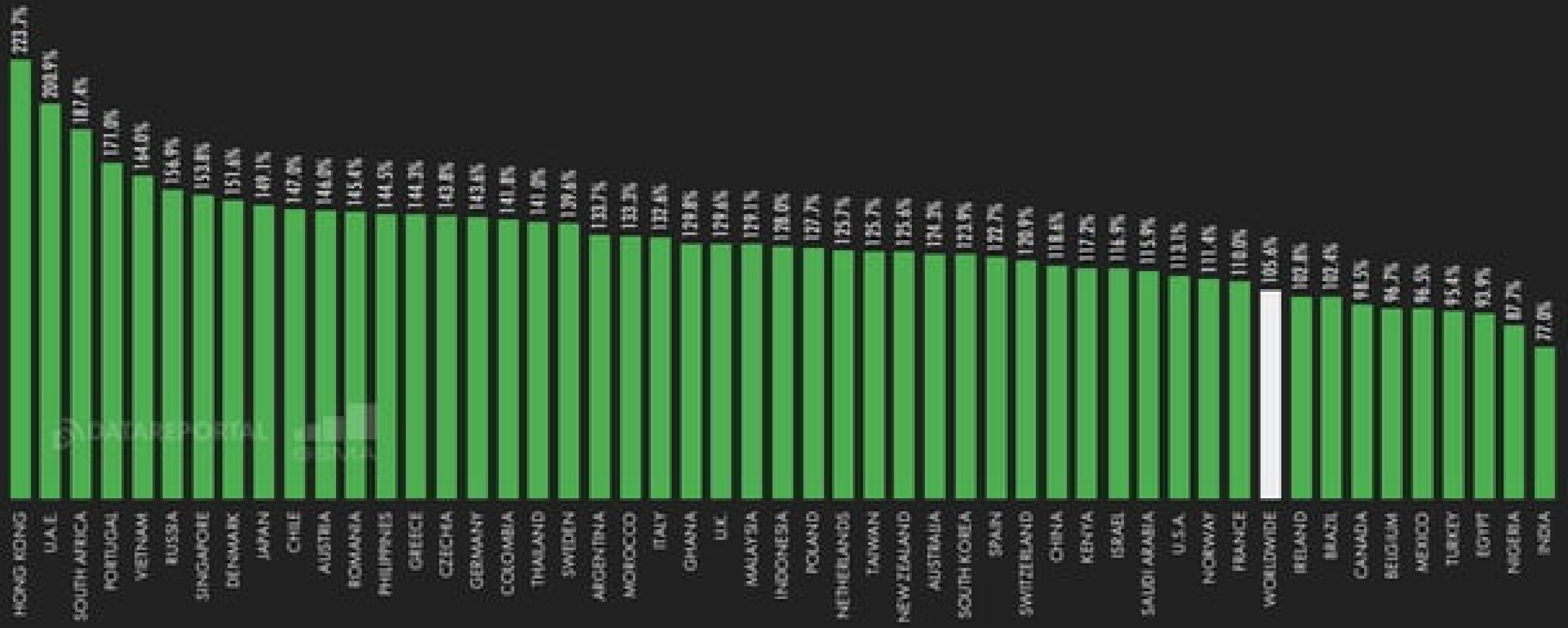
MOBILE CONNECTIVITY

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION

GLOBAL OVERVIEW



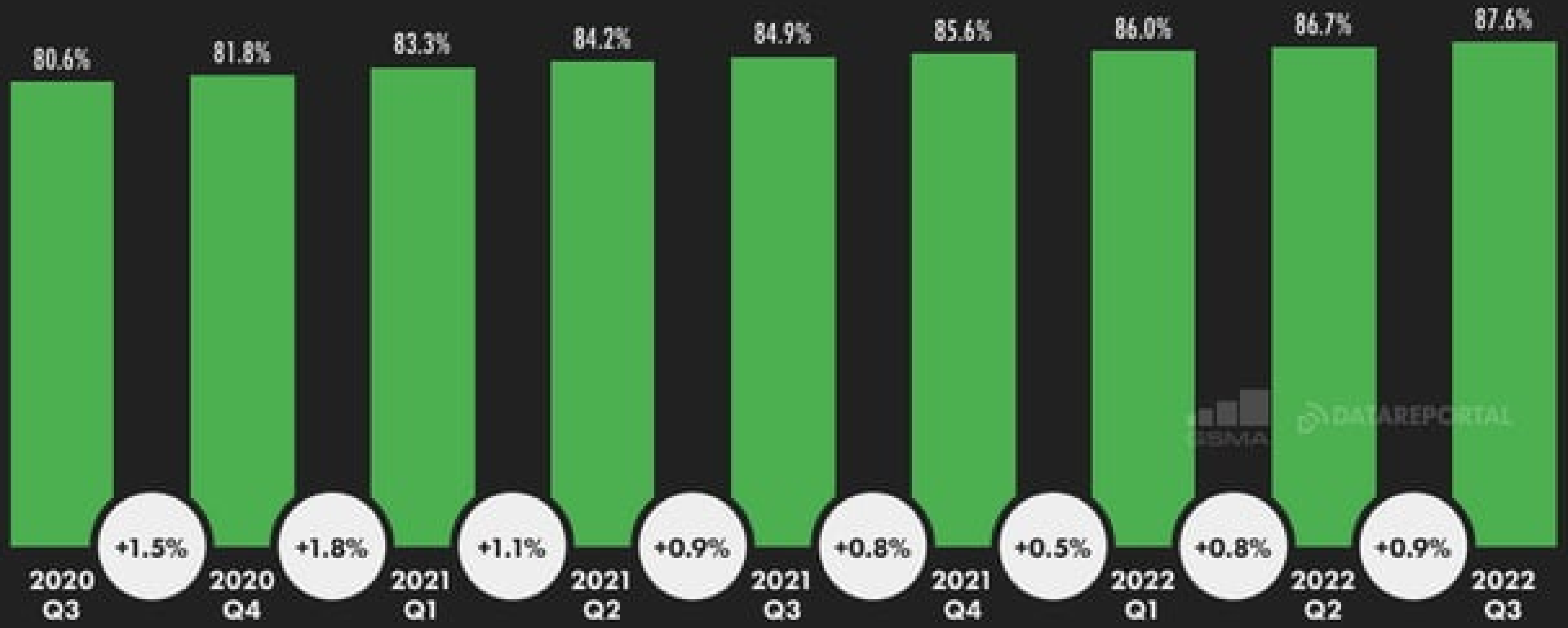
SOURCES: GSMA INTELLIGENCE; UNITED NATIONS. NOTE: FIGURES MAY EXCEED 100% BECAUSE SOME INDIVIDUALS MAY USE MORE THAN ONE CELLULAR CONNECTION. COMPARABILITY: BASE CHANGES.

JAN 2023

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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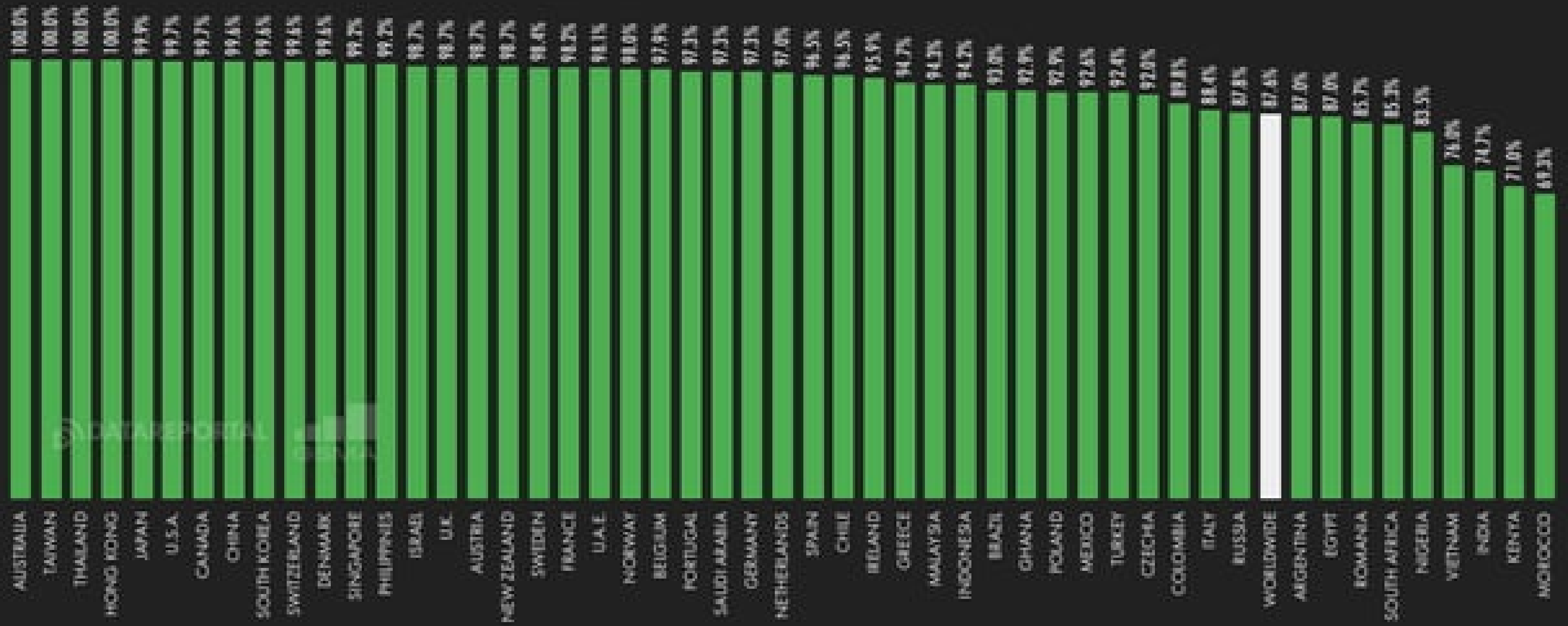
BROADBAND: SHARE OF CELLULAR CONNECTIONS

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.

JAN 2023

CELLULAR DATA TRAFFIC

MONTHLY AVERAGE GLOBAL MOBILE NETWORK DATA TRAFFIC (UPLOAD AND DOWNLOAD) IN EXABYTES (BILLIONS OF GIGABYTES)

GLOBAL OVERVIEW

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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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

GLOBAL OVERVIEW

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)

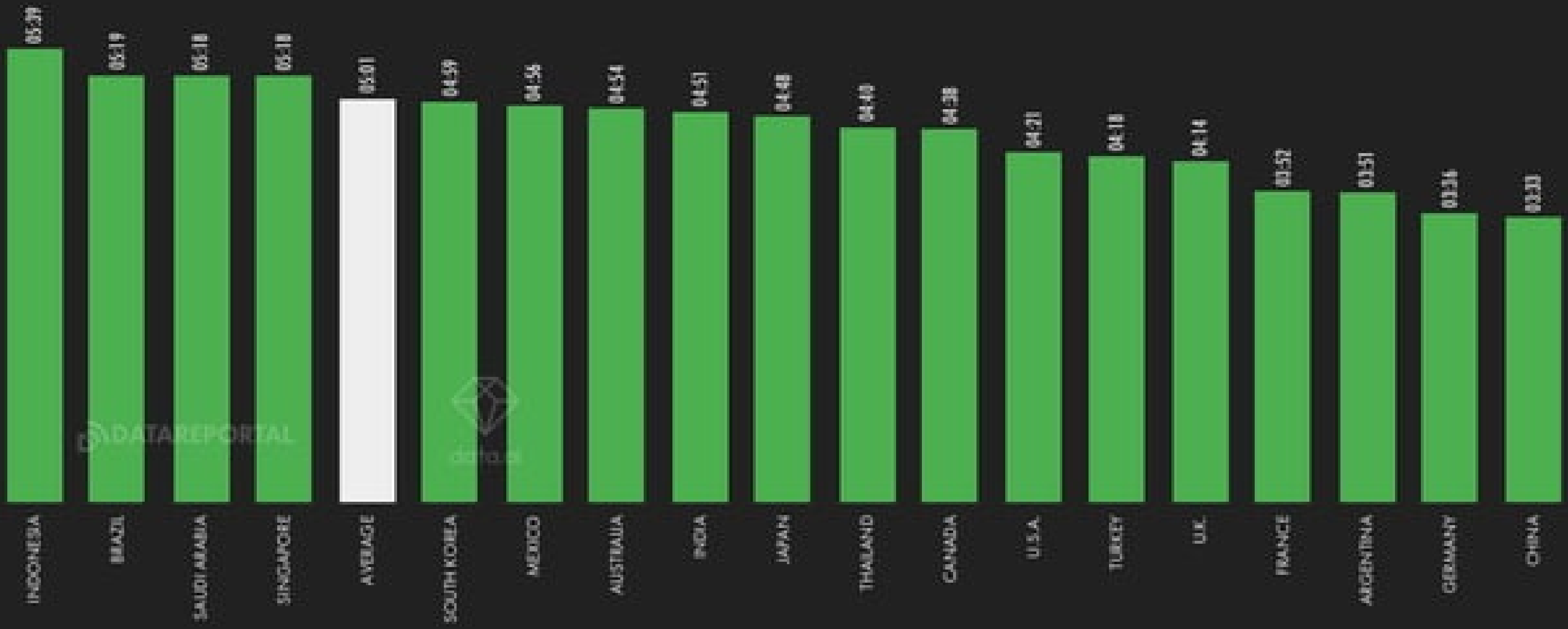
SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN NOVEMBER 2022. FIGURES FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS 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.

JAN 2023

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 2023" REPORT. SEE STATEOFMOBILE2023.COM FOR MORE DETAILS. NOTES: FIGURES REPRESENT AVERAGE DAILY TIME SPENT USING ANDROID PHONES FOR FULL-YEAR 2022. VALUE FOR "WORLDWIDE" BASED ON THE WEIGHTED AVERAGE OF THE TOP 10 COUNTRIES.

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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

GLOBAL OVERVIEW

TOTAL TIME SPENT USING SMARTPHONES EACH DAY

5H 01M

YOY: +2.4% (+7 MINS)

SHARE OF SMARTPHONE TIME: SOCIAL & COMMUNICATION APPS

42.4%

SHARE OF SMARTPHONE TIME: PHOTO & VIDEO APPS

25.1%

SHARE OF SMARTPHONE TIME: MOBILE WEB BROWSERS

8.1%

SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)

8.0%

SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS

3.1%

SHARE OF SMARTPHONE TIME: SHOPPING APPS

2.7%

SHARE OF SMARTPHONE TIME: ALL OTHER APPS

10.6%

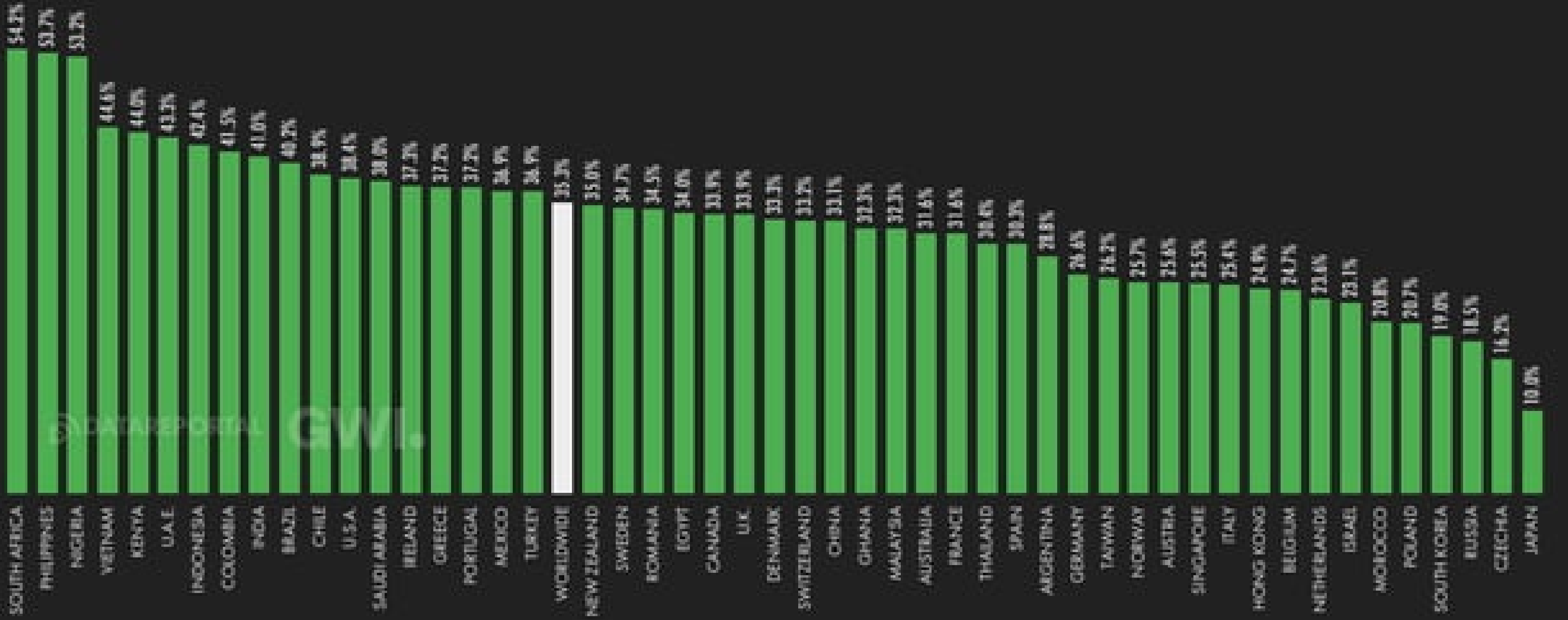
SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI FOR MORE DETAILS. NOTES: FIGURES REPRESENT SHARE OF TIME SPENT USING ANDROID PHONES THROUGHOUT 2022. COMPARABILITY: CHANGE IN THE DEFINITIONS USED FOR EACH APP CATEGORY. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2023

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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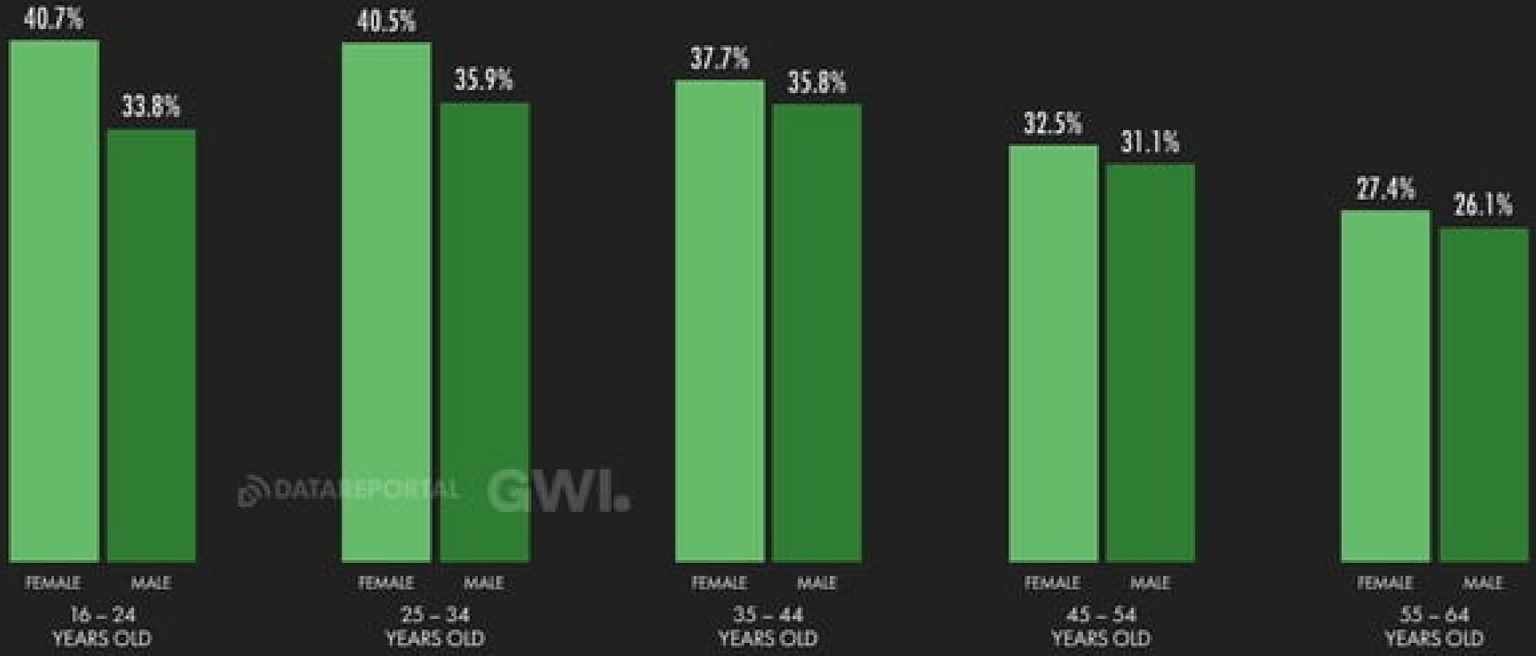
MOBILE VIDEO CALLING

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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MOBILE APP MARKET OVERVIEW: DATA.AI

HEADLINES FOR MOBILE APP DOWNLOADS AND SPEND BETWEEN JANUARY AND DECEMBER 2022, BASED ON DATA FROM DATA.AI

GLOBAL OVERVIEW

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: FIGURES FOR "AVERAGE CONSUMER APP SPEND PER HANDSET" USES DATA FROM MULTIPLE SOURCES.

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, MESSAGE 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.

JAN 2023

APP RANKING: DOWNLOADS

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN JANUARY AND DECEMBER 2022

GLOBAL OVERVIEW

#	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.

JAN 2023

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%
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.

JAN 2023

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 SEPARATE 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%
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%

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.

ECOMMERCE

JAN 2023

WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK

GLOBAL OVERVIEW

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)

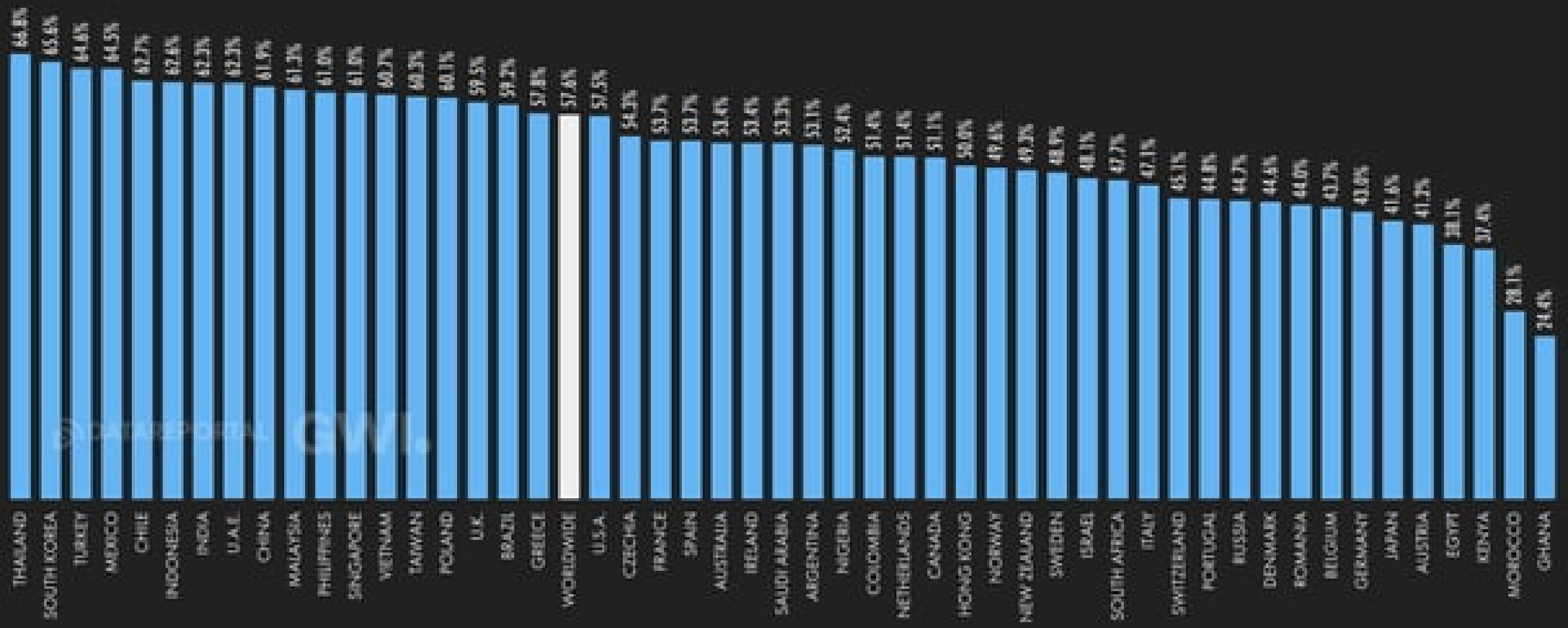
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTES: "YOY" PERCENTAGE VALUES REPRESENT THE RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS"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

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.

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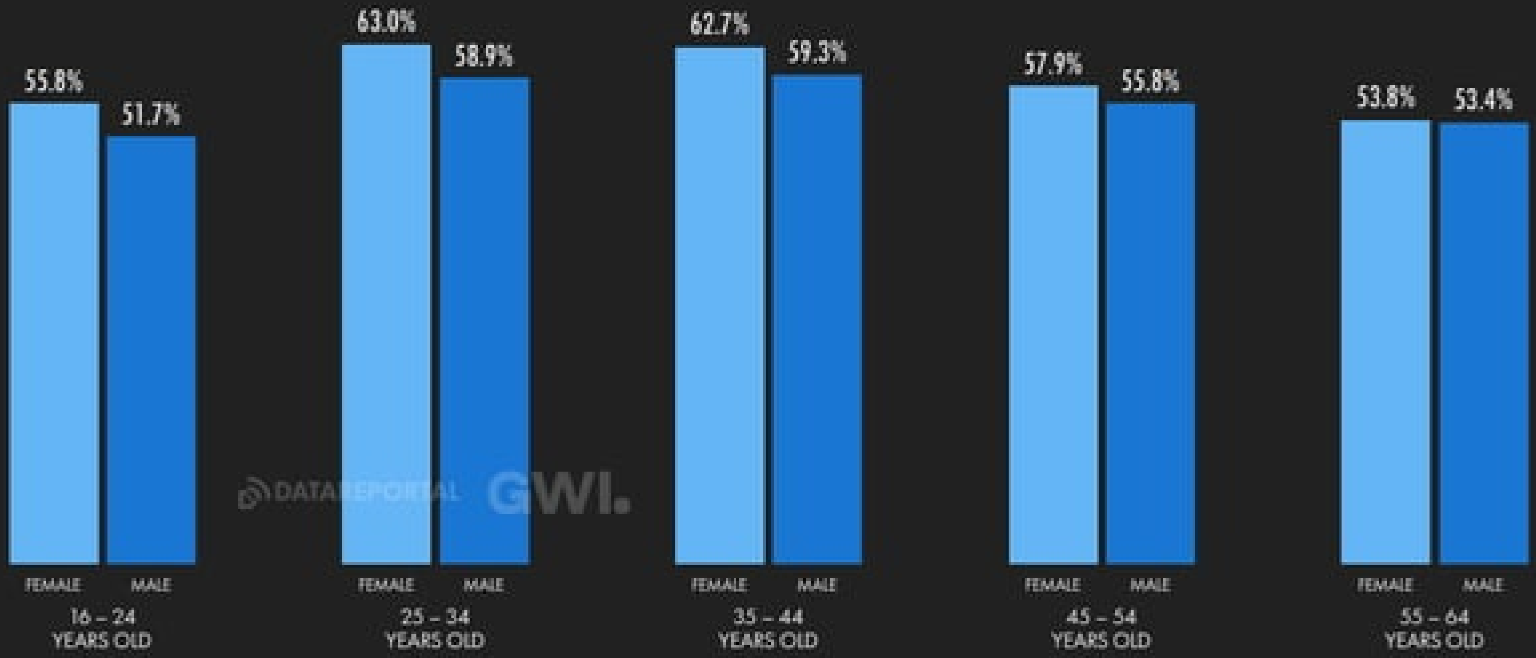
WEEKLY ONLINE PURCHASES

PERCENTAGE OF INTERNET USERS WHO BUY SOMETHING ONLINE EACH WEEK

GLOBAL OVERVIEW



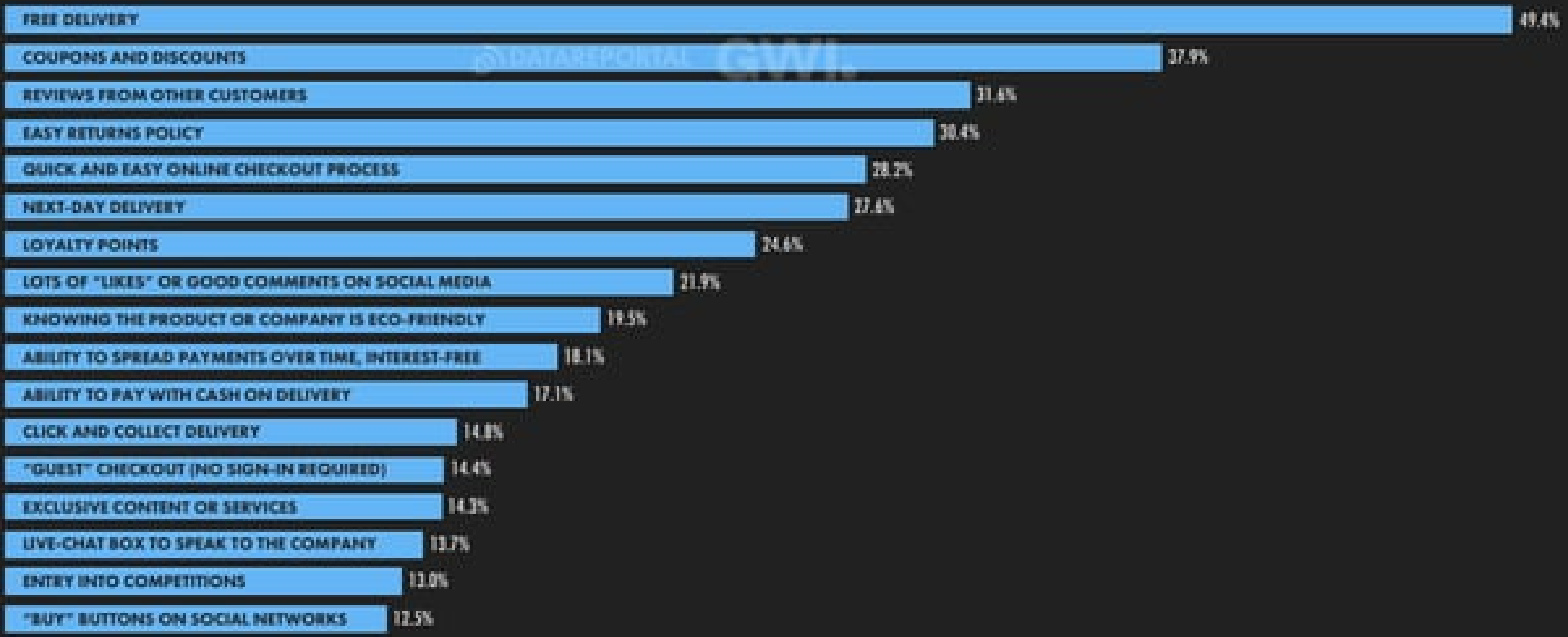
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2023

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.

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JAN 2023

OVERVIEW OF CONSUMER GOODS ECOMMERCE

HEADLINES FOR THE ADOPTION AND USE OF CONSUMER GOODS ECOMMERCE (B2C ONLY)

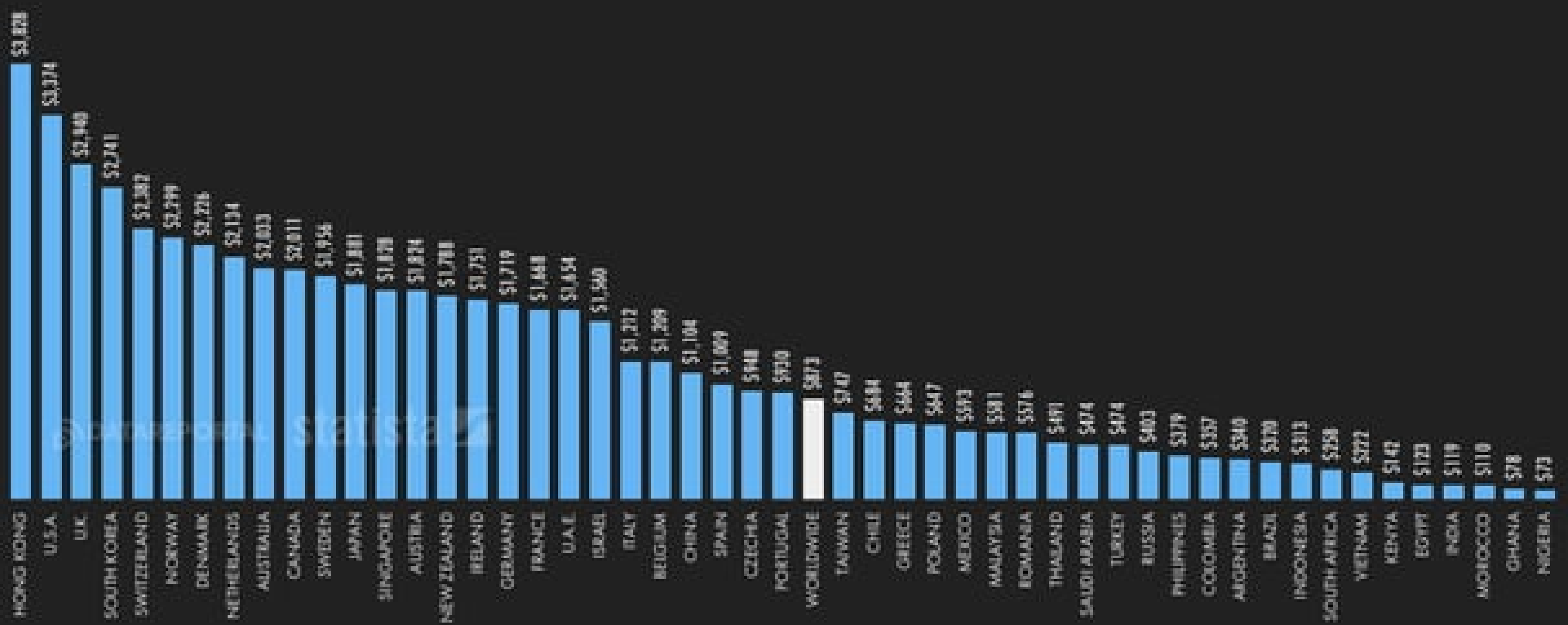
GLOBAL OVERVIEW

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.

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

ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2022)

GLOBAL OVERVIEW

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

#	SHOPPING APP	COMPANY
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.

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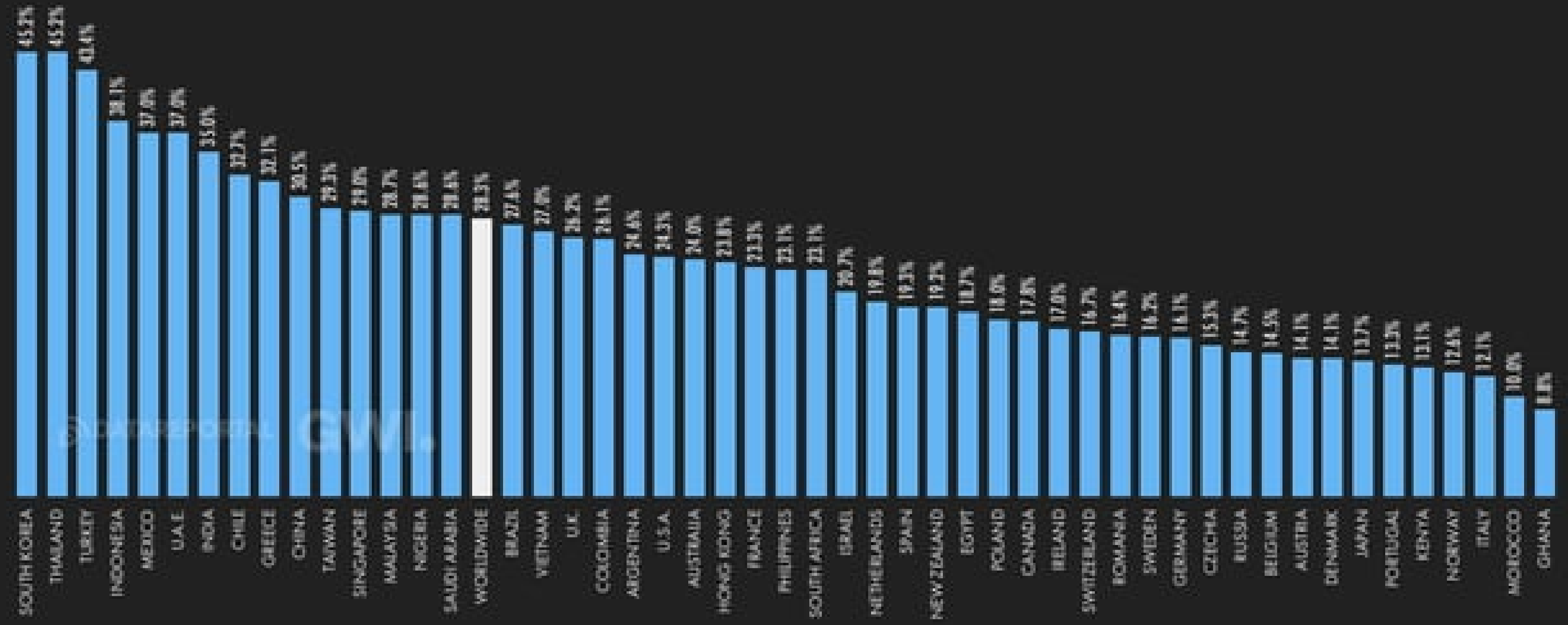
JAN 2023

WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BUY GROCERIES 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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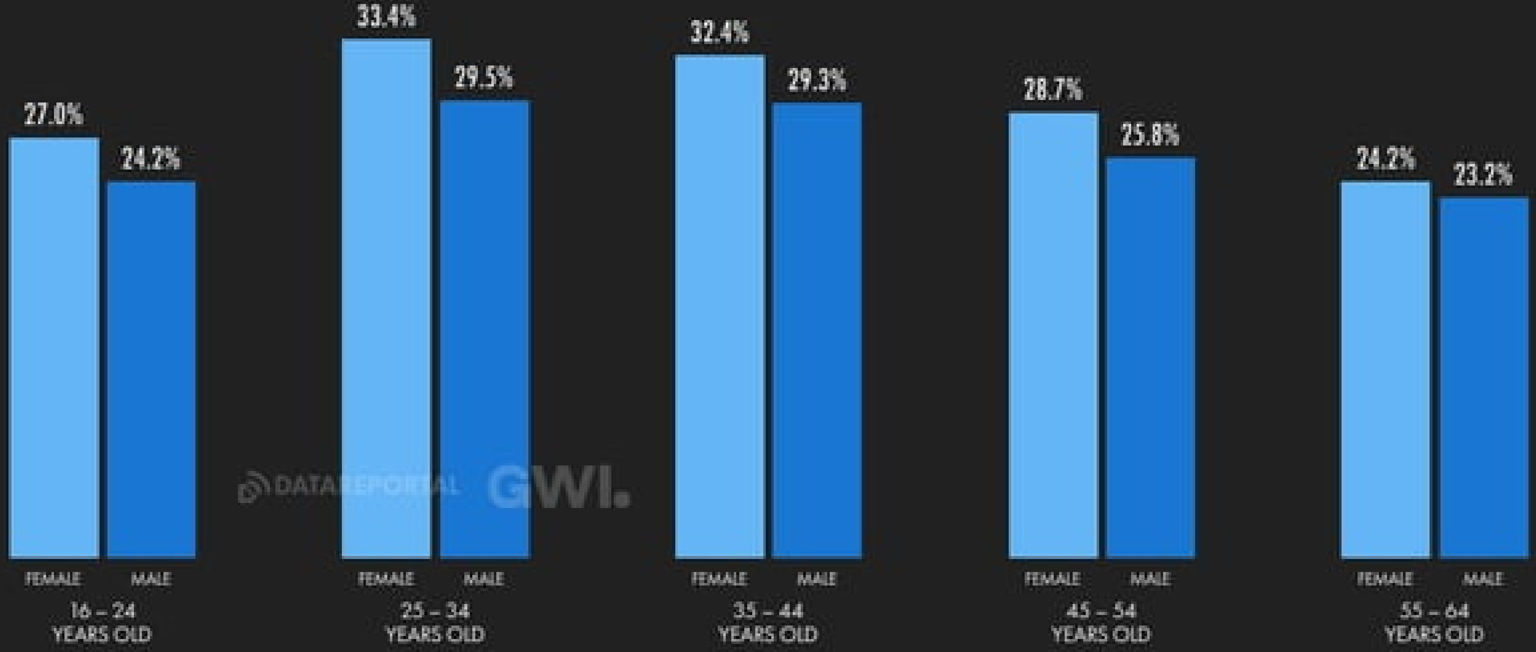
JAN 2023

WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF INTERNET USERS WHO BUY GROCERIES ONLINE EACH WEEK

GLOBAL OVERVIEW



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JAN 2023

ONLINE GROCERY SHOPPING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE GROCERY ORDERING AND DELIVERY SERVICES

GLOBAL OVERVIEW

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%

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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 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)

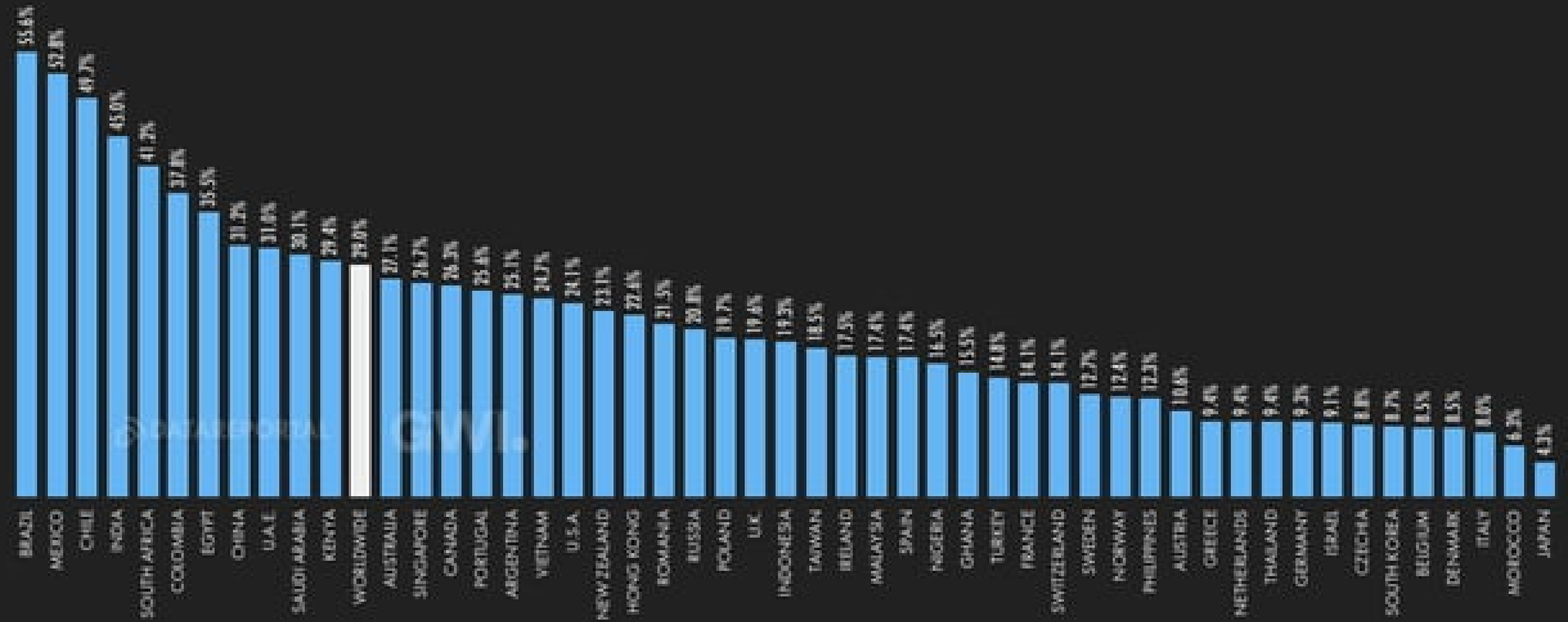
SOURCE: STATISTA DIGITAL MARKET OUTLOOK, STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2022 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED 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



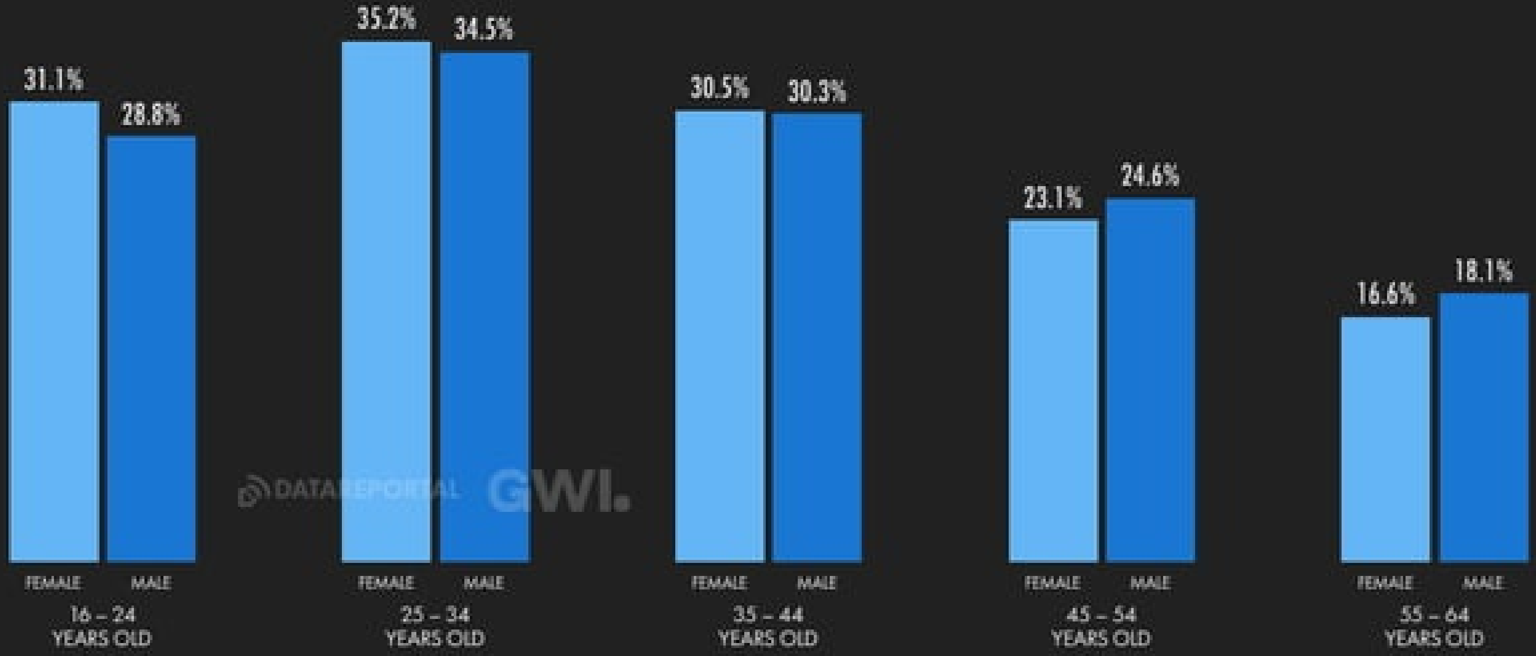
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** IN THIS CONTEXT, "ONLINE MOBILITY SERVICES" INCLUDE APPS, WEBSITES, AND SOFTWARE THAT ENABLE USERS TO BOOK TAXIS, RIDE HAILING, OR RIDE-SHARE SERVICES, OR TO RENT BIKES OR SCOOTERS.

JAN 2023

USE OF ONLINE MOBILITY SERVICES

PERCENTAGE OF INTERNET USERS WHO USE ONLINE MOBILITY SERVICES EACH MONTH

GLOBAL OVERVIEW



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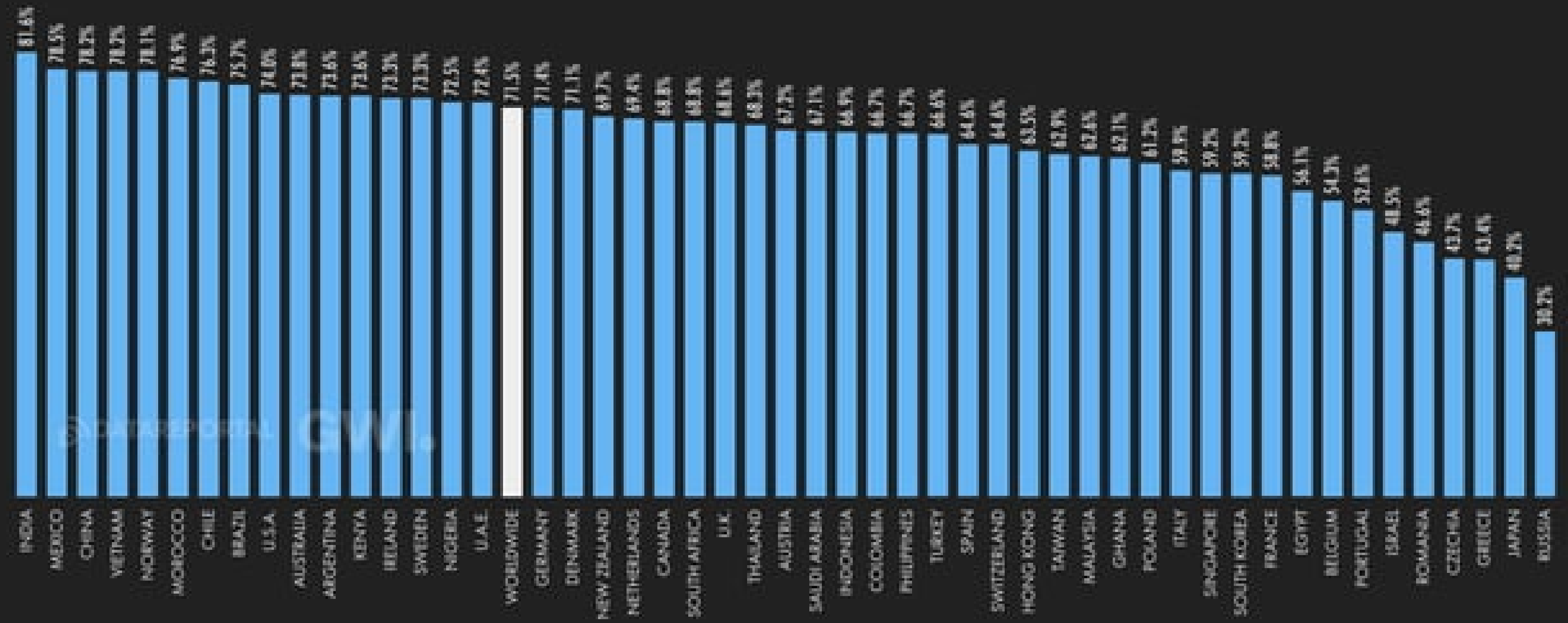
JAN 2023

DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR ANY KIND OF DIGITAL CONTENT EACH MONTH

GLOBAL OVERVIEW



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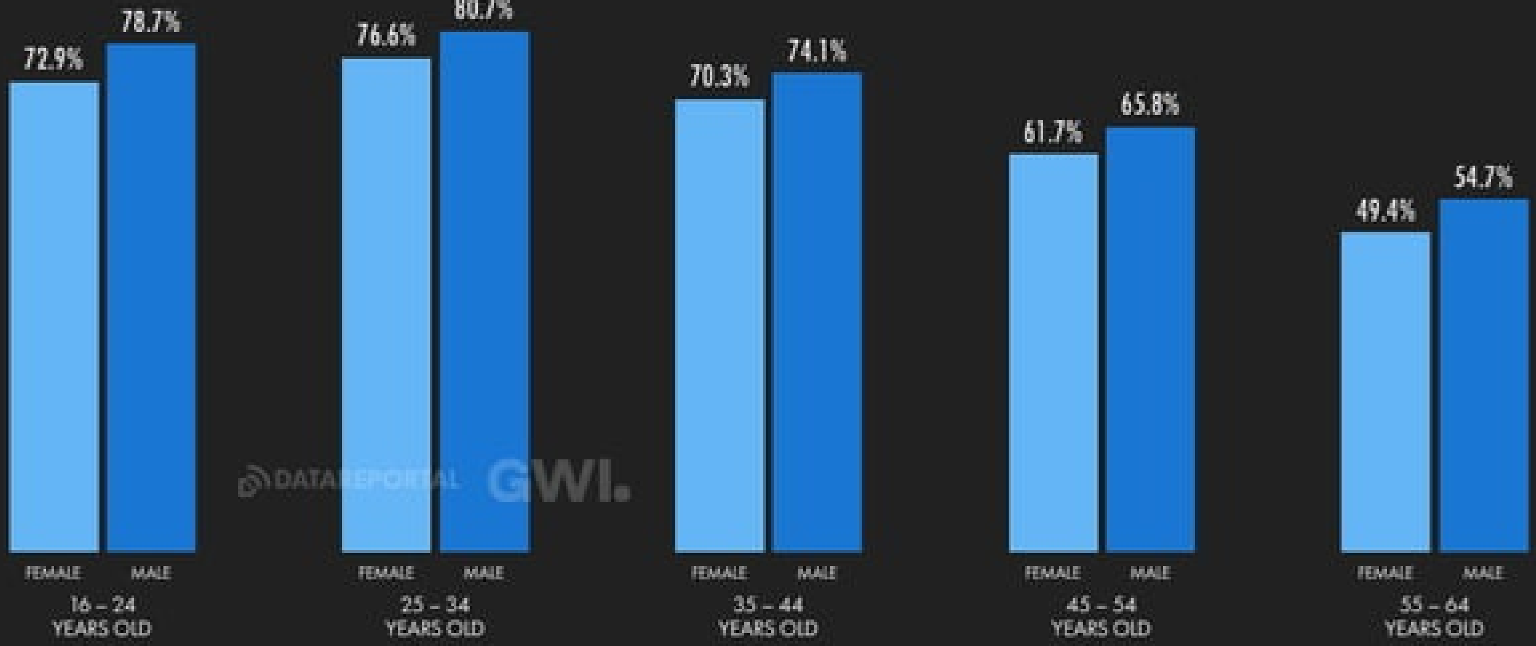
JAN 2023

DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS WHO PAY FOR ANY KIND OF DIGITAL CONTENT EACH MONTH

GLOBAL OVERVIEW



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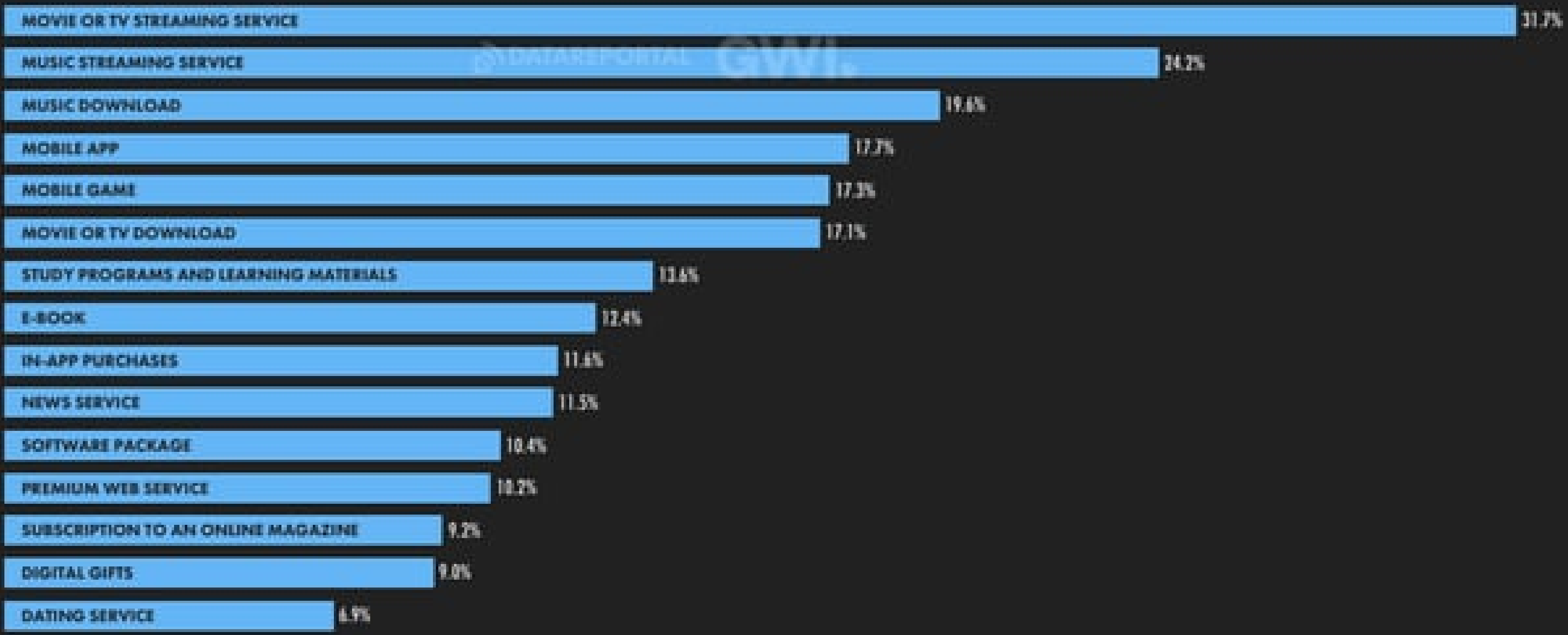
JAN 2023

DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH

GLOBAL OVERVIEW



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JAN 2023

DIGITAL MEDIA SPEND

FULL-YEAR 2022 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS (IN U.S. DOLLARS)

GLOBAL OVERVIEW

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 +6.0% (+$19 BILLION)	YEAR-ON-YEAR CHANGE +6.5% (+$12 BILLION)	YEAR-ON-YEAR CHANGE +7.6% (+$6.7 BILLION)	YEAR-ON-YEAR CHANGE -1.9% (-$470 MILLION)	YEAR-ON-YEAR CHANGE +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

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

JAN 2023

OVERVIEW OF CONSUMER DIGITAL PAYMENTS

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED PAYMENT SERVICES BY END CONSUMERS

GLOBAL OVERVIEW

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%

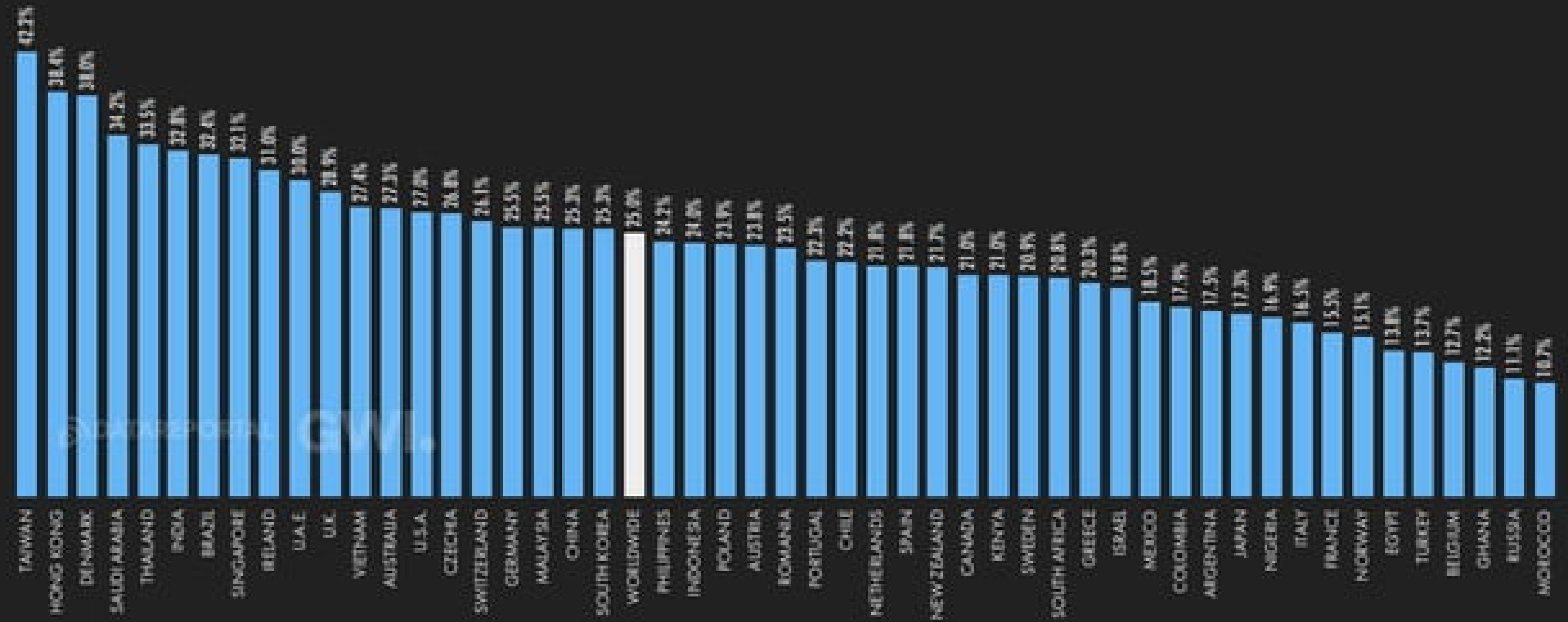
SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. NOTES: "DIGITAL PAYMENTS" INCLUDE MOBILE POS PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. VALUES DO NOT INCLUDE B2B TRANSACTIONS. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 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

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.

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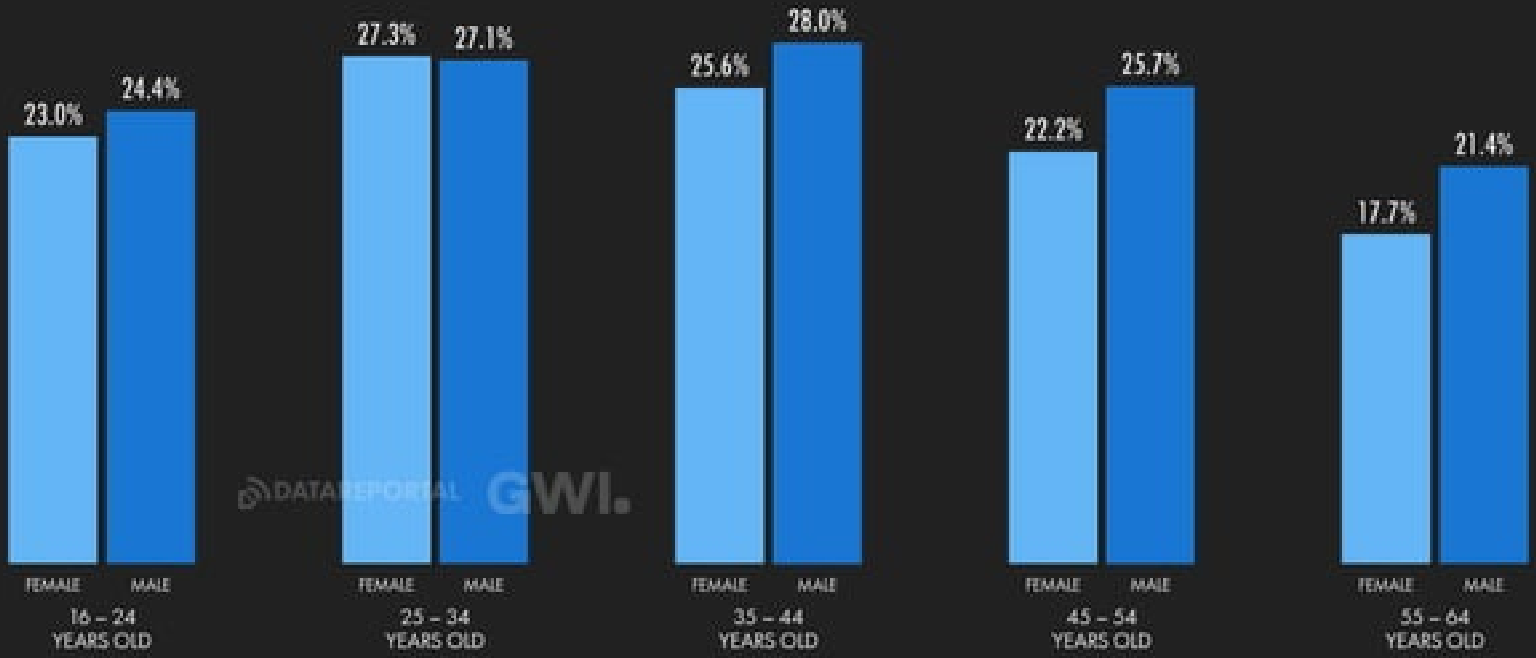
JAN 2023

USE OF MOBILE PAYMENT SERVICES

PERCENTAGE OF INTERNET USERS WHO USE MOBILE PAYMENT SERVICES (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH

GLOBAL OVERVIEW



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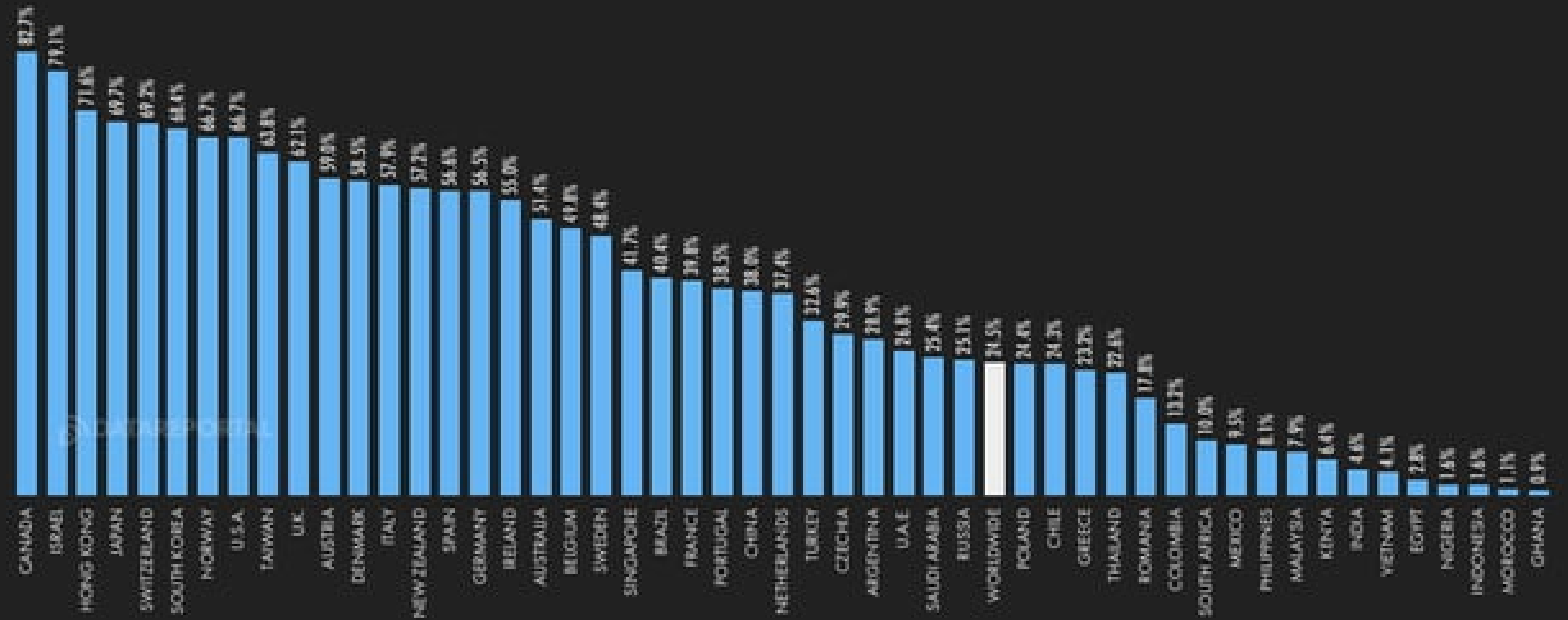
JAN 2023

CREDIT CARD ADOPTION

PERCENTAGE OF ADULTS AGED 15+ WHO OWN A CREDIT CARD



SOURCE: WORLD BANK, USING LATEST AVAILABLE DATA

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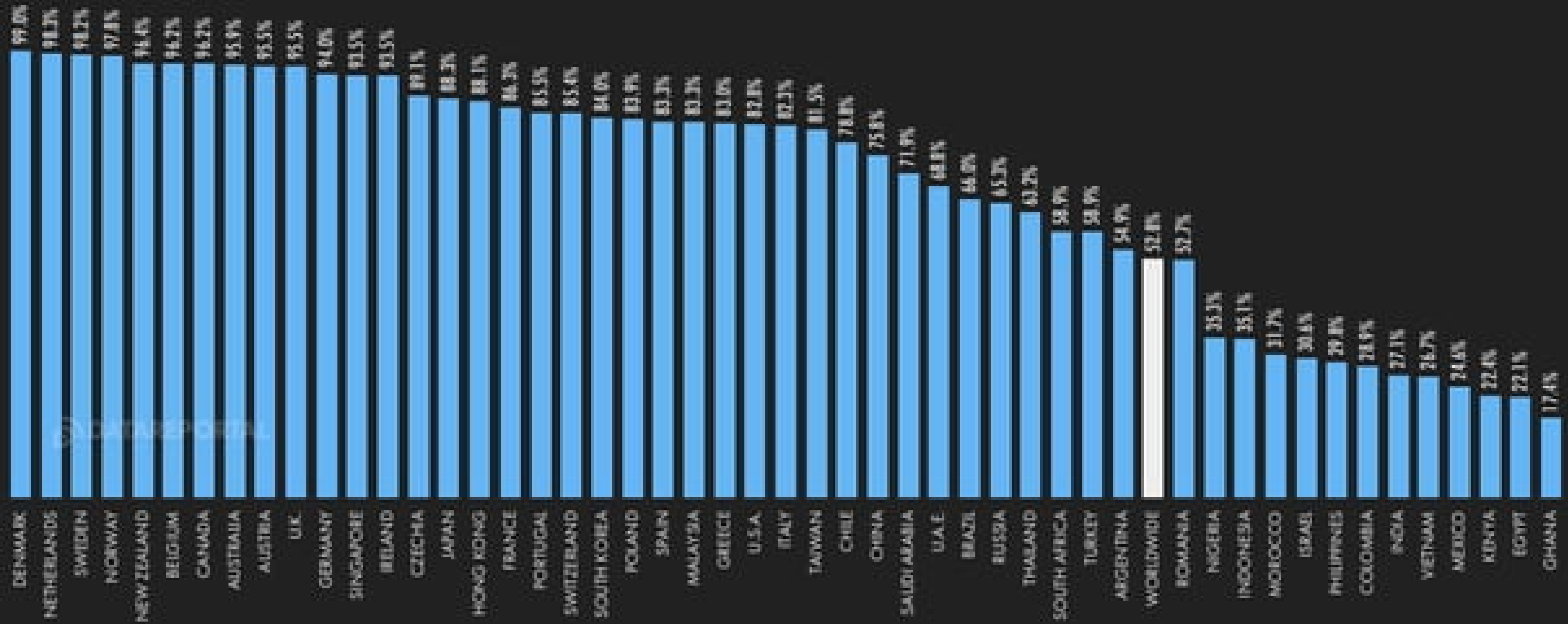
JAN 2023

DEBIT CARD ADOPTION

PERCENTAGE OF ADULTS AGED 15+ WHO OWN A DEBIT CARD

GLOBAL OVERVIEW



SOURCE: WORLD BANK, USING LATEST AVAILABLE DATA

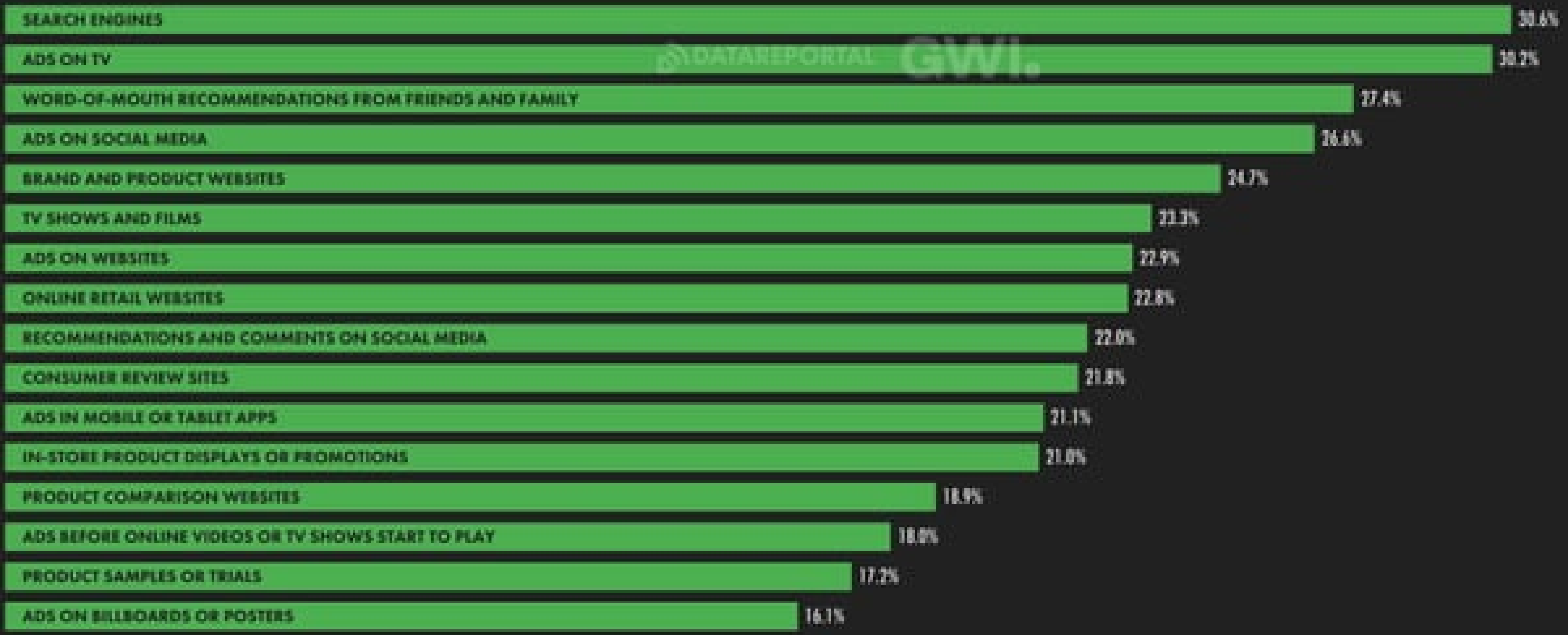
DIGITAL MARKETING

JAN 2023

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



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Meltwater Insights

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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.

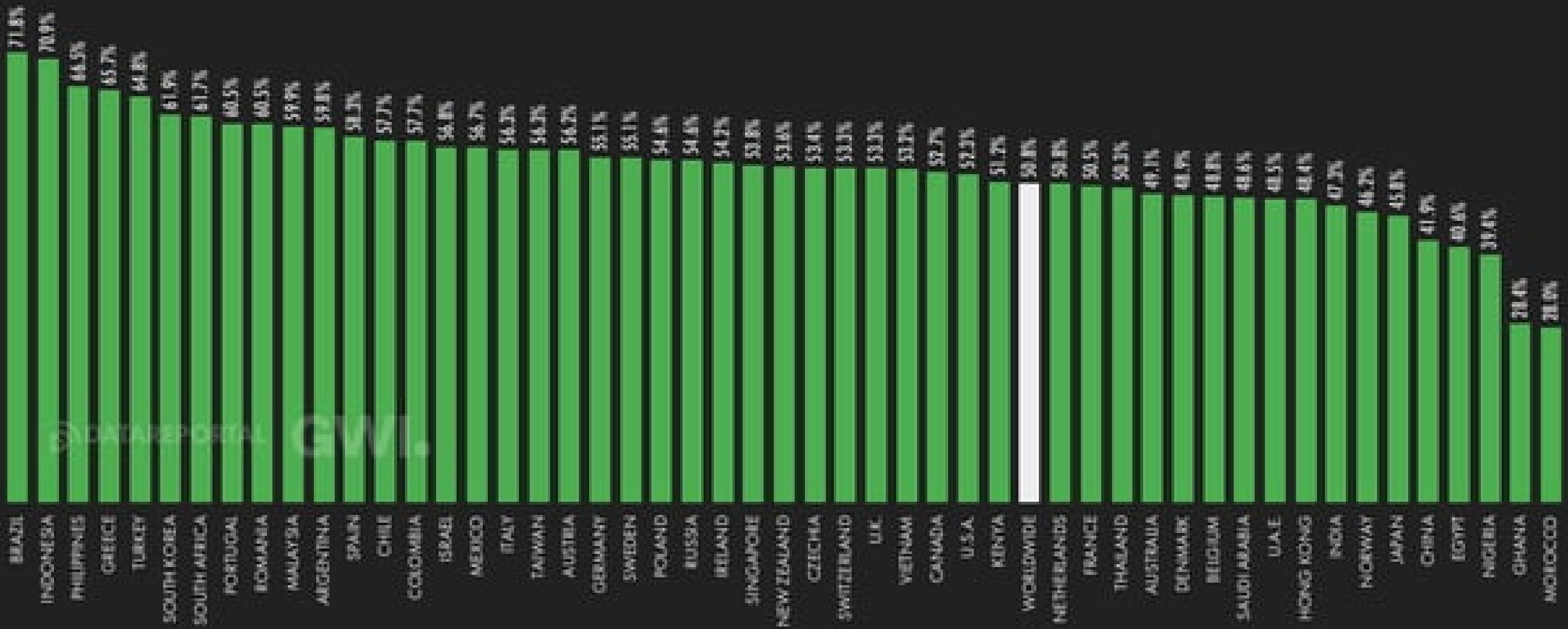
Across industries, marketers and brands that get the clicks in 2023 will do so via in-depth consumer and audience intelligence that puts them in authentic conversation with their consumers.

JAN 2023

ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO RESEARCH BRANDS, PRODUCTS, AND SERVICES ONLINE BEFORE MAKING A PURCHASE

GLOBAL OVERVIEW



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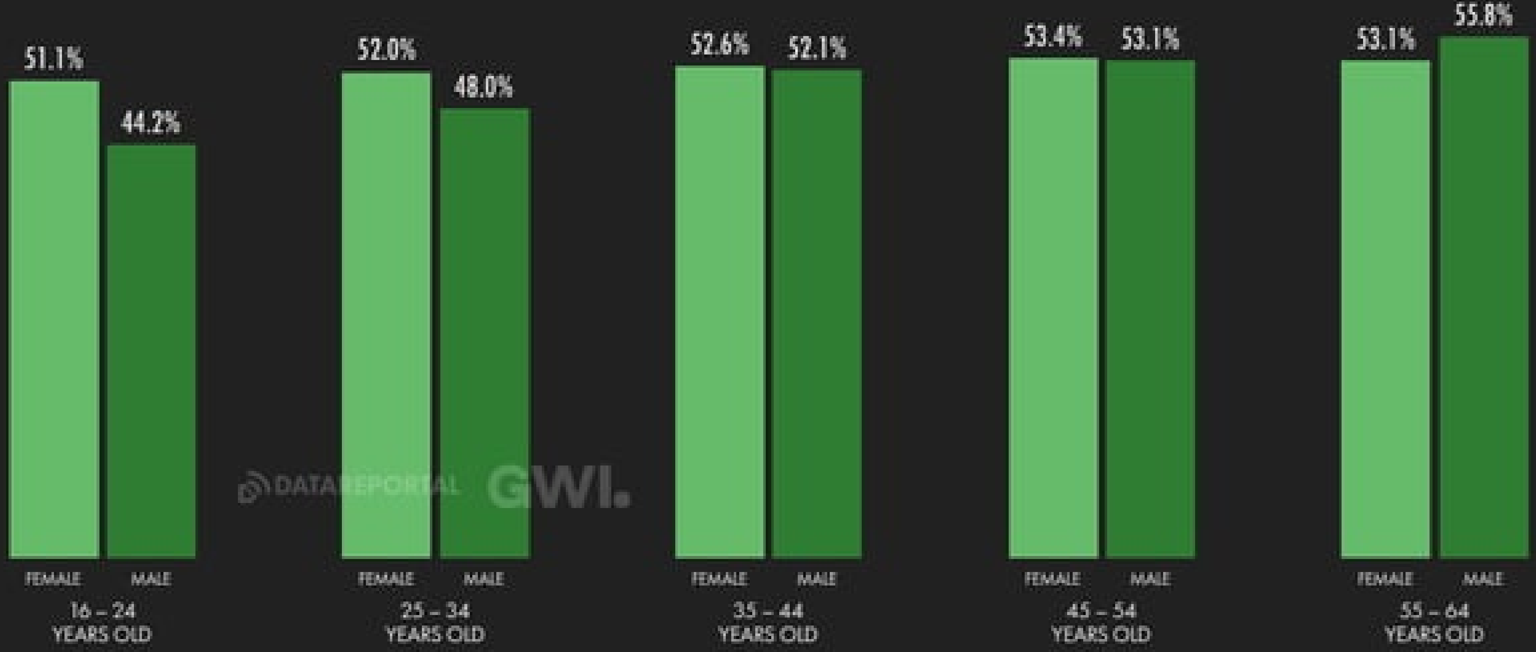
ONLINE BRAND RESEARCH

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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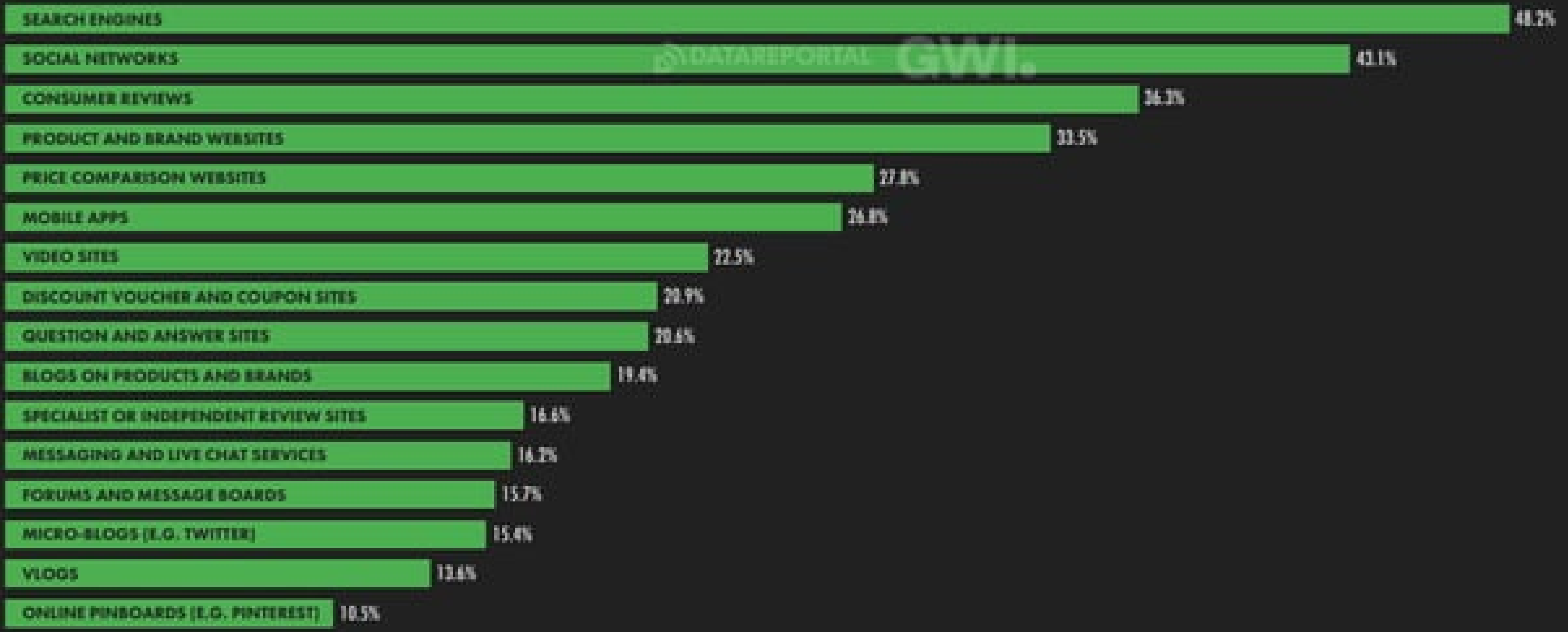
MAIN CHANNELS FOR ONLINE BRAND RESEARCH

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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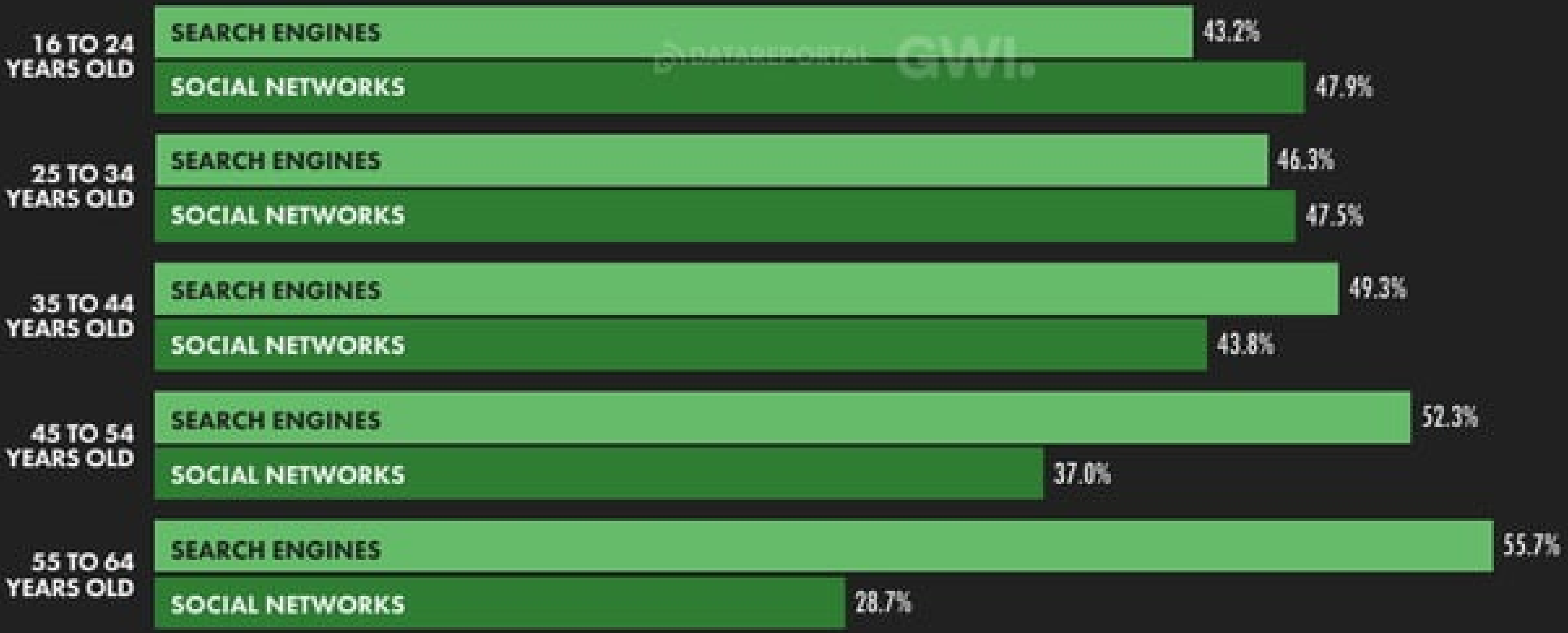
TOP CHANNELS FOR ONLINE BRAND RESEARCH

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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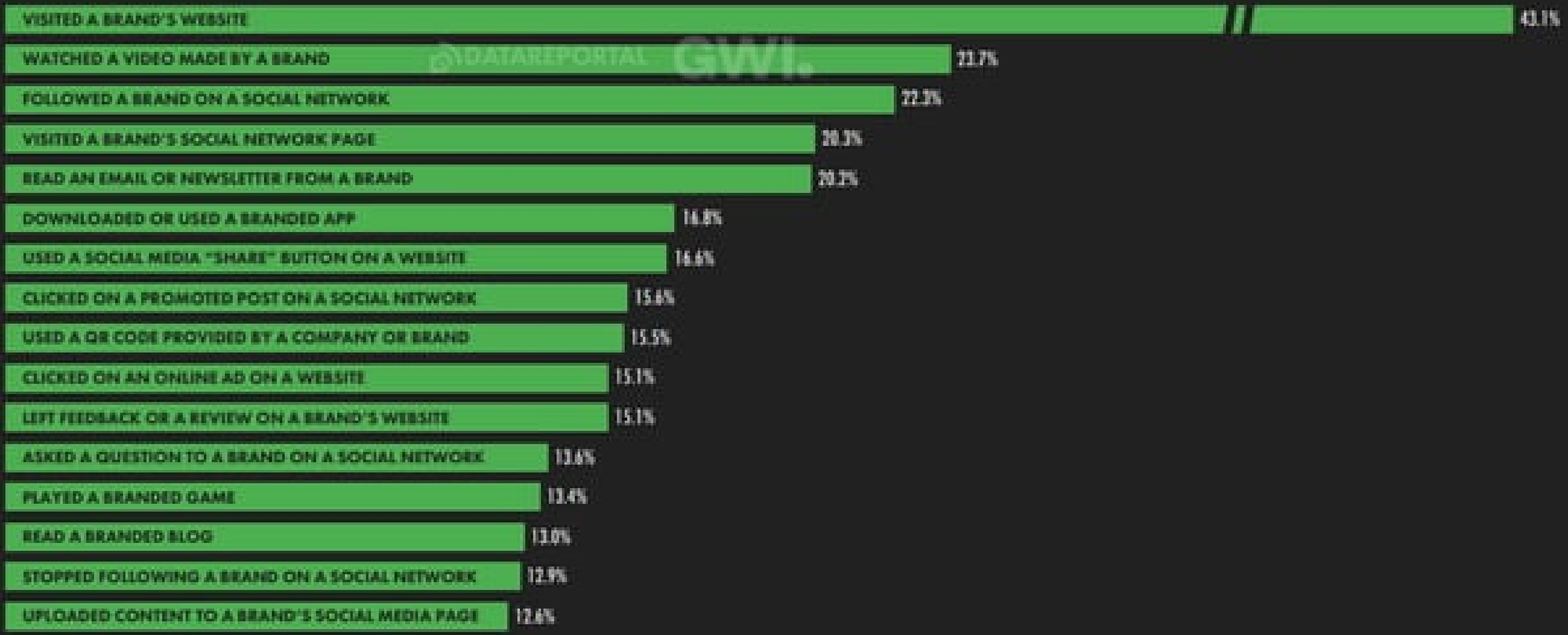
ONLINE BRAND INTERACTIONS

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.

JAN 2023

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.

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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 30% WOULD EQUAL 36%, NOT 50%). COMPARABILITY: BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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DIGITAL ADVERTISING SPEND

ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL-YEAR 2022)

GLOBAL OVERVIEW

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)

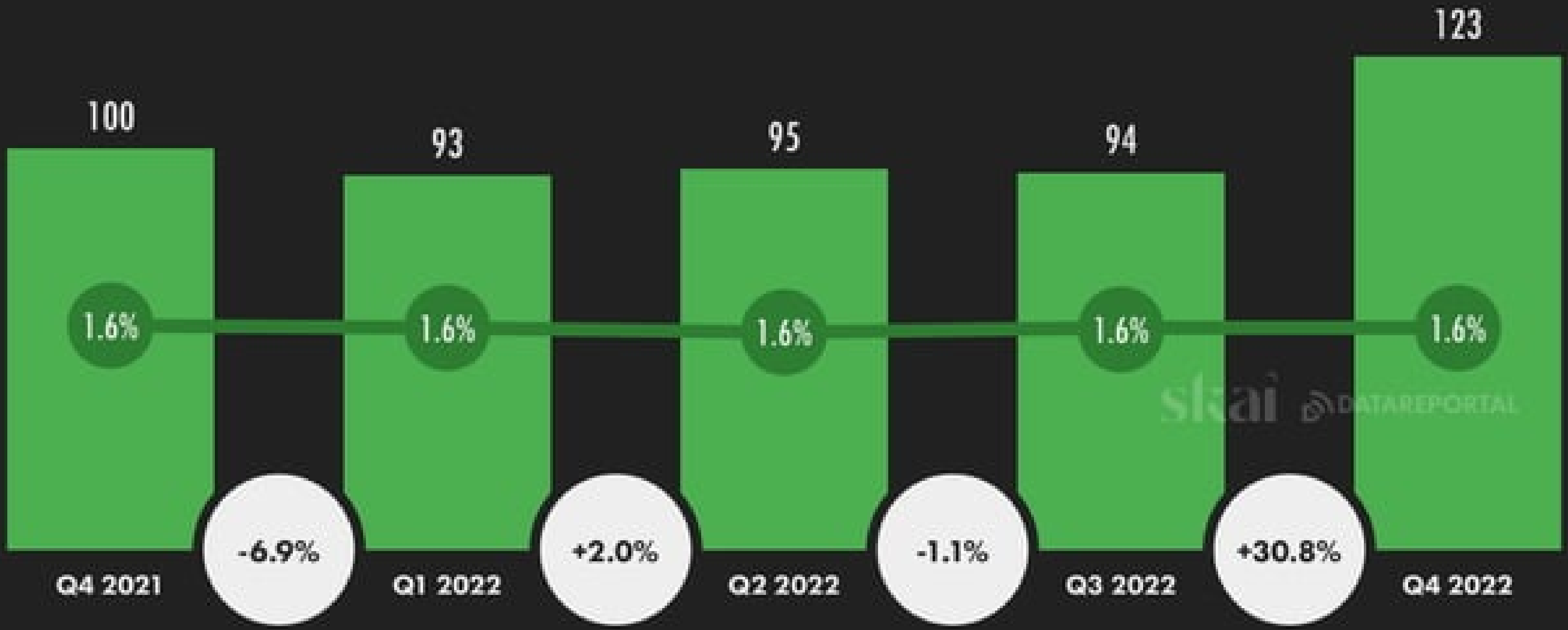
SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2022 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. "Y-O-Y CHANGE IN SPEND" FIGURES REPRESENT THE YEAR-ON-YEAR CHANGE IN 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

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.

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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 FX-FY 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.

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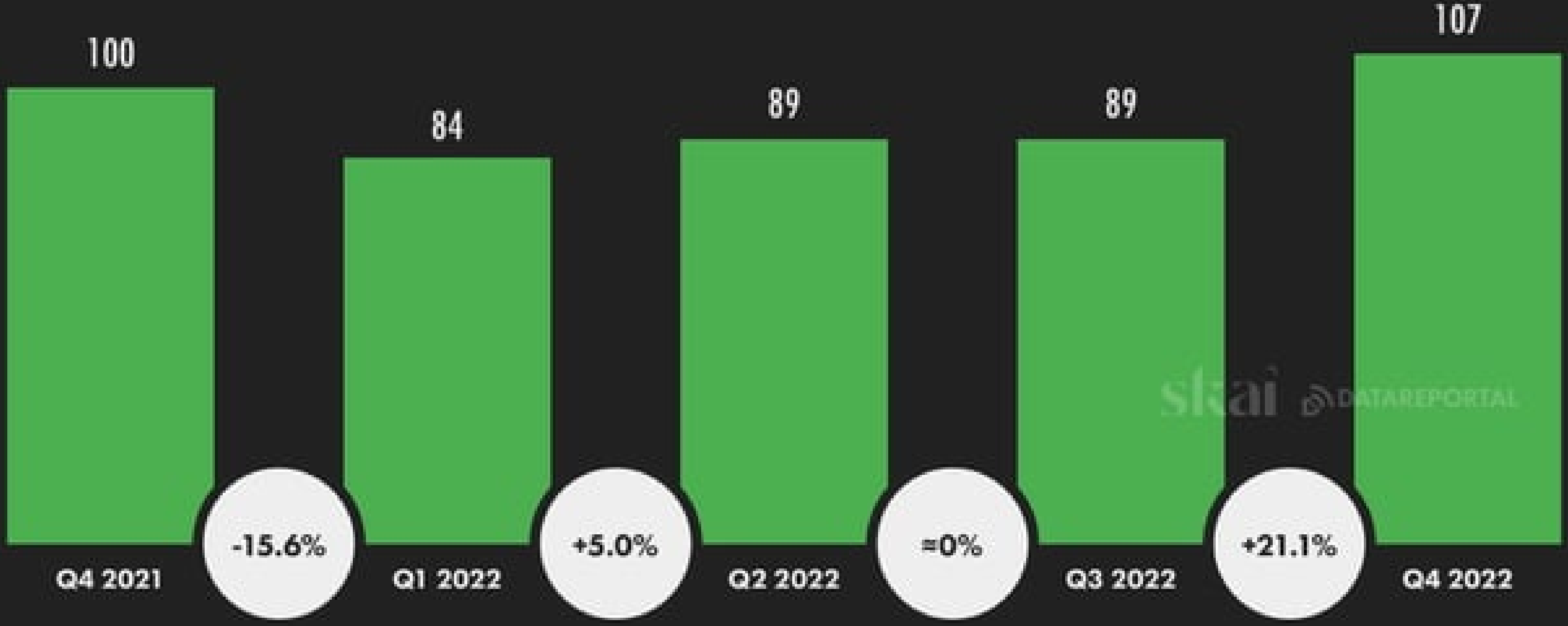
SEARCH ADVERTISING: TOTAL SPEND

TOTAL AMOUNT SPENT ON PAID ONLINE SEARCH AD PLACEMENTS [REPORTED AS AN INDEX]

GLOBAL OVERVIEW



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.

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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]

GLOBAL OVERVIEW

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.

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SOCIAL MEDIA ADVERTISING: AVERAGE CPM

AVERAGE COST PER 1,000 PAID SOCIAL MEDIA AD IMPRESSIONS (U.S. DOLLARS)

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 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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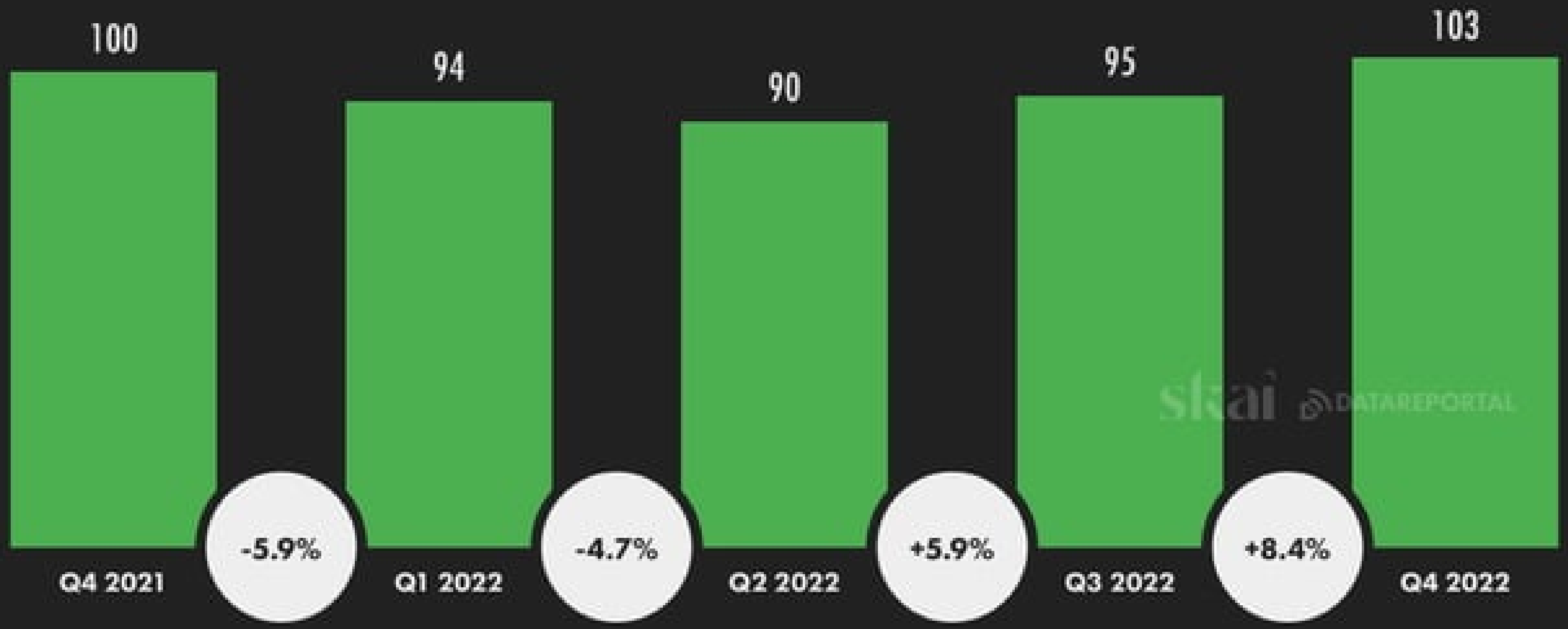
SOCIAL MEDIA ADVERTISING: TOTAL SPEND

TOTAL AMOUNT SPENT ON PAID SOCIAL MEDIA AD PLACEMENTS (REPORTED AS AN INDEX)

GLOBAL OVERVIEW



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.

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Websites	Apps	Keywords
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Countries	Industries	Ecommerce product SKUs

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