



# DIGITAL, SOCIAL, AND MOBILE IN APAC 2015

WE ARE SOCIAL & IAB SINGAPORE'S COMPENDIUM OF ASIA-PACIFIC DIGITAL STATISTICS

**we  
are.  
social**

**iab.**  
**singapore**

# COUNTRIES DETAILED IN THIS REPORT



01 AUSTRALIA

02 BANGLADESH

03 BHUTAN

04 BRUNEI

05 CAMBODIA

06 CHINA

07 FIJI

08 HONG KONG

09 INDIA

10 INDONESIA

11 JAPAN

12 LAOS

13 MACAU

14 MALAYSIA

15 MALDIVES

16 MONGOLIA

17 MYANMAR

18 NEPAL

19 NEW ZEALAND

20 NORTH KOREA

21 PAKISTAN

22 PAPUA NEW GUINEA

23 PHILIPPINES

24 SINGAPORE

25 SOUTH KOREA

26 SRI LANKA

27 TAIWAN

28 THAILAND

29 TIMOR-LESTE

30 VIETNAM



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#APACDigital



# GLOBAL OVERVIEW

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# GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS

UPDATED

TOTAL  
POPULATION



we  
are  
social

**7.219  
BILLION**

URBANISATION: 53%

FIGURE REPRESENTS TOTAL GLOBAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



we  
are  
social

**3.038  
BILLION**

PENETRATION: 42%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**2.126  
BILLION**

PENETRATION: 29%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS

UNIQUE  
MOBILE USERS



we  
are  
social

**3.679  
BILLION**

PENETRATION: 51%

FIGURE REPRESENTS  
UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE  
SOCIAL USERS



we  
are  
social

**1.753  
BILLION**

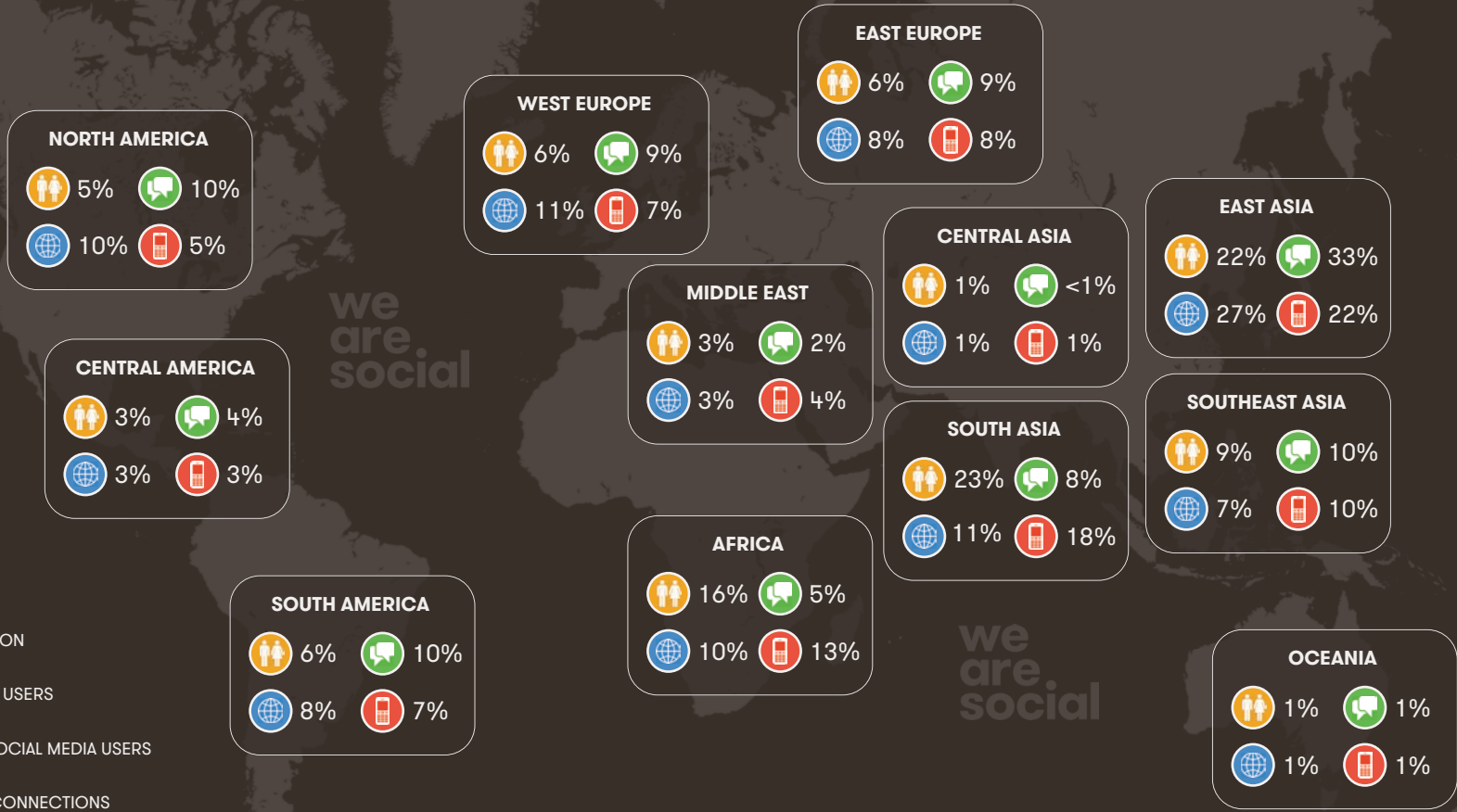
PENETRATION: 24%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS

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# SHARE OF GLOBAL USERS

UPDATED





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# INTERNET USE

REGIONAL INTERNET PENETRATION FIGURES

UPDATED

we  
are  
social

NORTH  
AMERICA

88%

WEST  
EUROPE

81%

EAST  
EUROPE

58%

CENTRAL  
ASIA

39%

EAST  
ASIA

52%

CENTRAL  
AMERICA

43%

MIDDLE  
EAST

36%

SOUTH  
ASIA

19%

SOUTHEAST  
ASIA

36%

26%

AFRICA

we  
are  
social

SOUTH  
AMERICA

56%

OCEANIA

69%



GLOBAL  
AVERAGE:  
42%

Sources: InternetLiveStats, InternetWorldStats, Government data; all Q1 2015, Wikipedia for population data.

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# DAILY INTERNET ACTIVITY

BASED ON AVERAGE DAILY GLOBAL ACTIVITY

NUMBER OF  
EMAILS SENT  
EACH DAY



**205  
BILLION**

NUMBER OF GOOGLE  
SEARCHES  
CONDUCTED EACH DAY



**3.5  
BILLION**

NUMBER OF VIDEOS  
WATCHED ON  
YOUTUBE EACH DAY



**8.4  
BILLION**

NUMBER OF  
SKYPE CALLS  
MADE EACH DAY



**145  
MILLION**

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# SOCIAL MEDIA USE

TOTAL ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION

UPDATED



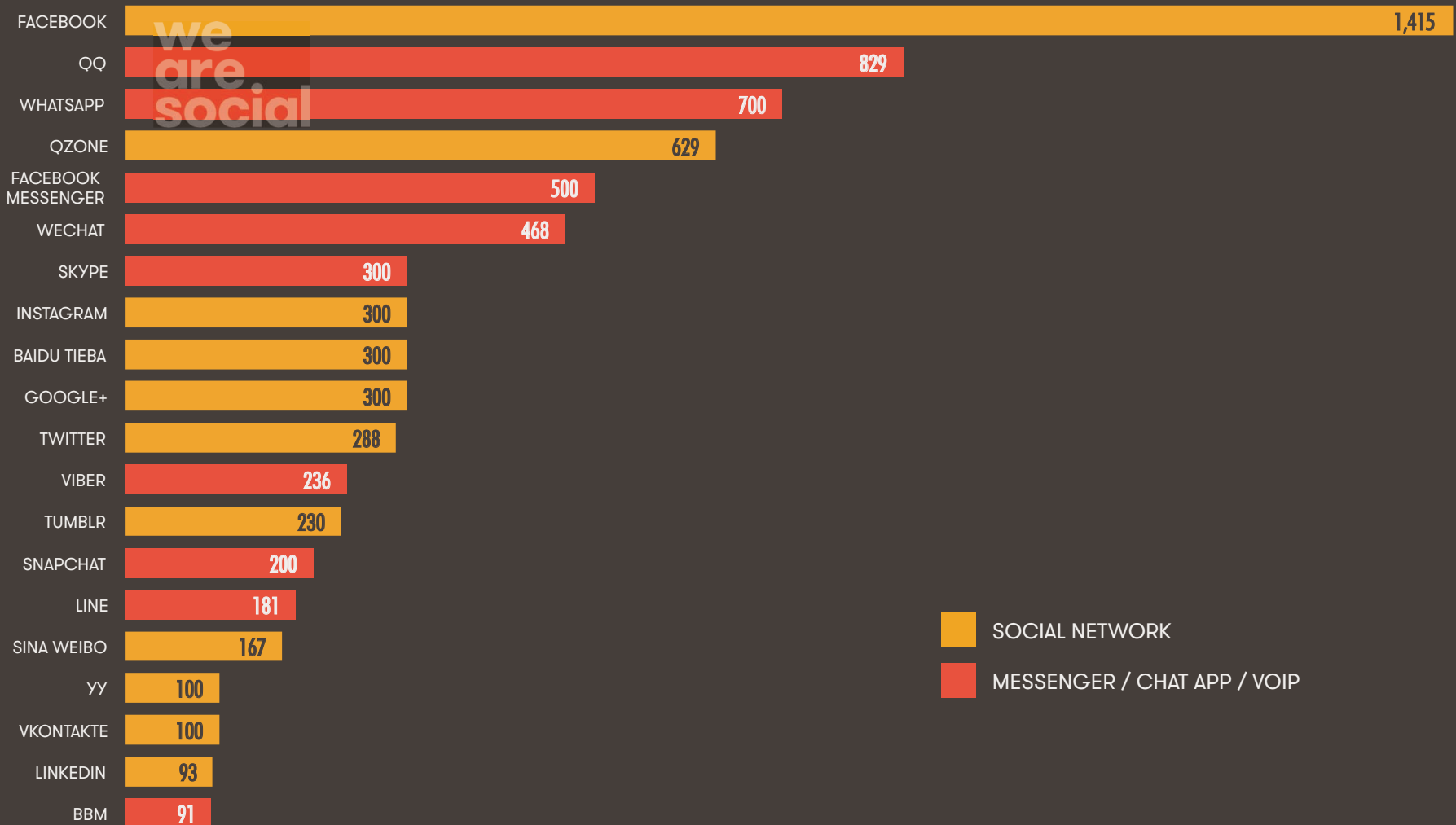
Sources: Facebook Q1 2015; Tencent Q4 2014; VKontakte Q3 2014 & Q4 2014. Wikipedia for population data.

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# ACTIVE USERS BY SOCIAL PLATFORM

MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS BY PLATFORM, IN MILLIONS

09 MAR 2015



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# DAILY SOCIAL MEDIA ACTIVITY

BASED ON AVERAGE DAILY GLOBAL ACTIVITY

NUMBER OF VIDEO  
VIEWS EACH DAY  
ON FACEBOOK



**3  
BILLION**

NUMBER OF  
MESSAGES SENT VIA  
WHATSAPP EACH DAY



**30  
BILLION**

NUMBER OF TWEETS  
POSTED TO TWITTER  
EACH DAY



**755  
MILLION**

NUMBER OF PHOTOS &  
VIDEOS UPLOADED TO  
INSTAGRAM EACH DAY



**70  
MILLION**

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# FACEBOOK USE BY DEVICE

BASED ON THE GLOBAL NUMBER OF ACTIVE USER ACCOUNTS ACCESSING FACEBOOK VIA EACH DEVICE, IN MILLIONS

ACTIVE ACCOUNTS  
ACCESSING VIA DESKTOP  
& LAPTOP COMPUTERS



**889M**

PERCENTAGE OF TOTAL:  
**63%**

ACTIVE ACCOUNTS  
ACCESSING VIA  
SMARTPHONES



**976M**

PERCENTAGE OF TOTAL:  
**69%**

ACTIVE ACCOUNTS  
ACCESSING VIA  
FEATURE PHONES



**357M**

PERCENTAGE OF TOTAL:  
**26%**

ACTIVE ACCOUNTS  
ACCESSING VIA  
TABLETS



**203M**

PERCENTAGE OF TOTAL:  
**14%**

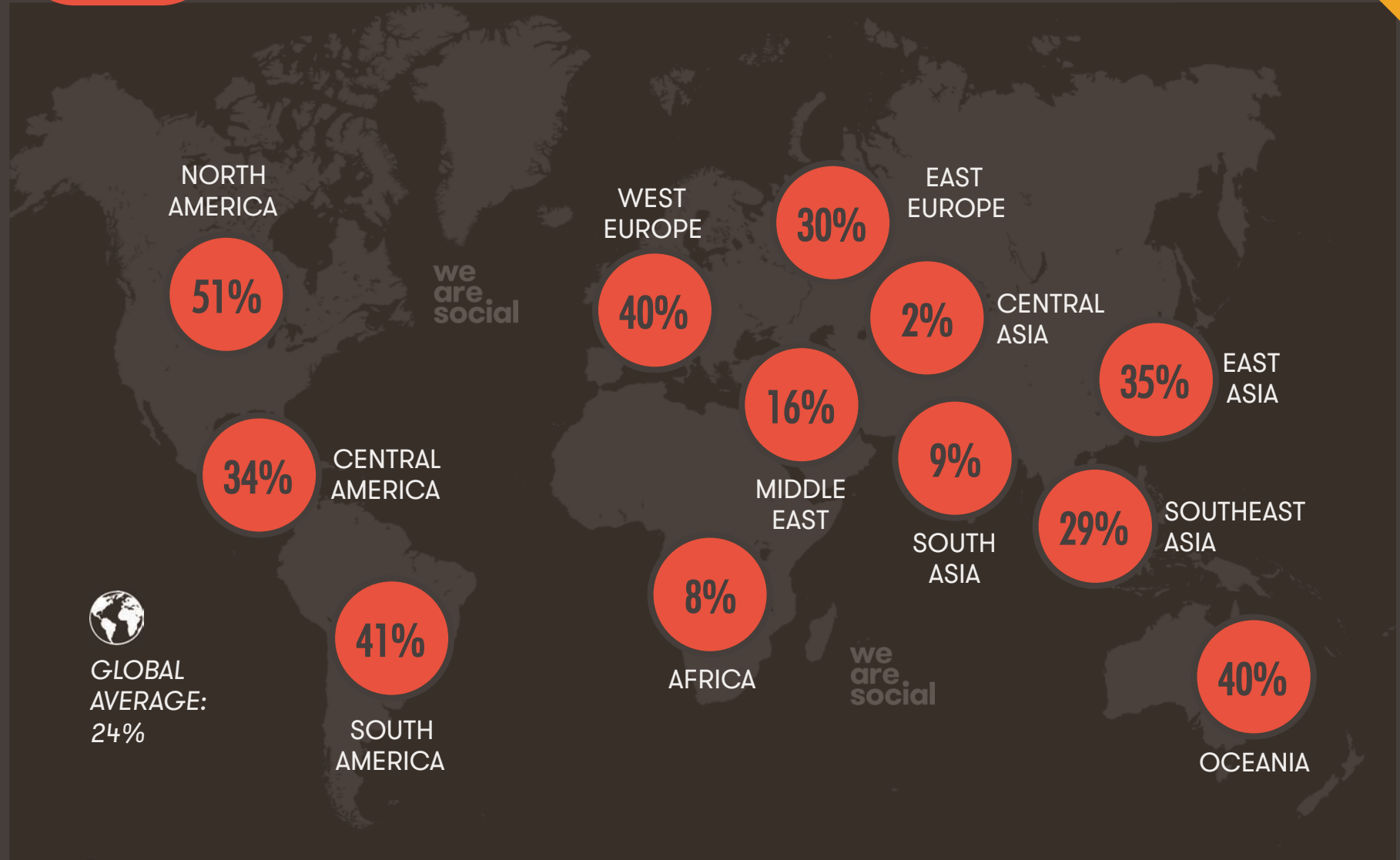
Source: extrapolation of Facebook data Q1 2015; company statements. Combined share exceeds 100% due to multi-device usage.

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# MOBILE SOCIAL

ACTIVE ACCOUNTS ON TOP SOCIAL NETWORK IN EACH COUNTRY ACCESSING VIA MOBILE, COMPARED TO POPULATION

UPDATED



Sources: Facebook Q1 2015; Tencent Q4 2014; VKontakte Q3 2014 & Q4 2014. Wikipedia for population data.

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# MOBILE CONNECTIONS

MOBILE CONNECTIONS BY REGION, COMPARED TO TOTAL REGIONAL POPULATIONS

UPDATED

we  
are  
social

NORTH  
AMERICA

100%

WEST  
EUROPE

125%

EAST  
EUROPE

139%

CENTRAL  
ASIA

113%

EAST  
ASIA

97%

CENTRAL  
AMERICA

91%

MIDDLE  
EAST

123%

SOUTH  
ASIA

77%

SOUTHEAST  
ASIA

119%

AFRICA

79%

SOUTH  
AMERICA

125%

OCEANIA

108%



GLOBAL  
AVERAGE:  
98%

we  
are  
social



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# MOBILE USERS vs. CONNECTIONS

UPDATED

TOTAL NUMBER  
OF MOBILE  
USERS (UNIQUE  
INDIVIDUALS)



we  
are  
social

**3.68B**

MOBILE PENETRATION  
(UNIQUE USERS AS  
A PERCENTAGE OF  
TOTAL POPULATION)



we  
are  
social

**51%**

TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS  
(CONNECTIONS)



we  
are  
social

**7.09B**

AVERAGE  
NUMBER OF MOBILE  
SUBSCRIPTIONS  
PER UNIQUE USER



**1.93**

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# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



**7.1B**

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**98%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



**77%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



**23%**

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



**39%**

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# MOBILE CONNECTIONS BY DEVICE

BASED ON THE TOTAL NUMBER OF SMARTPHONE CONNECTIONS AROUND THE WORLD

TOTAL NUMBER  
OF GLOBAL MOBILE  
CONNECTIONS



**7.1B**

TOTAL NUMBER  
OF SMARTPHONE  
CONNECTIONS



**2.7B**

SMARTPHONE  
CONNECTIONS AS A  
PERCENTAGE OF TOTAL  
CONNECTIONS



**38%**

TOTAL NUMBER  
OF FEATURE-PHONE  
CONNECTIONS



**4.1B**

FEATURE-PHONE  
CONNECTIONS AS A  
PERCENTAGE OF TOTAL  
CONNECTIONS



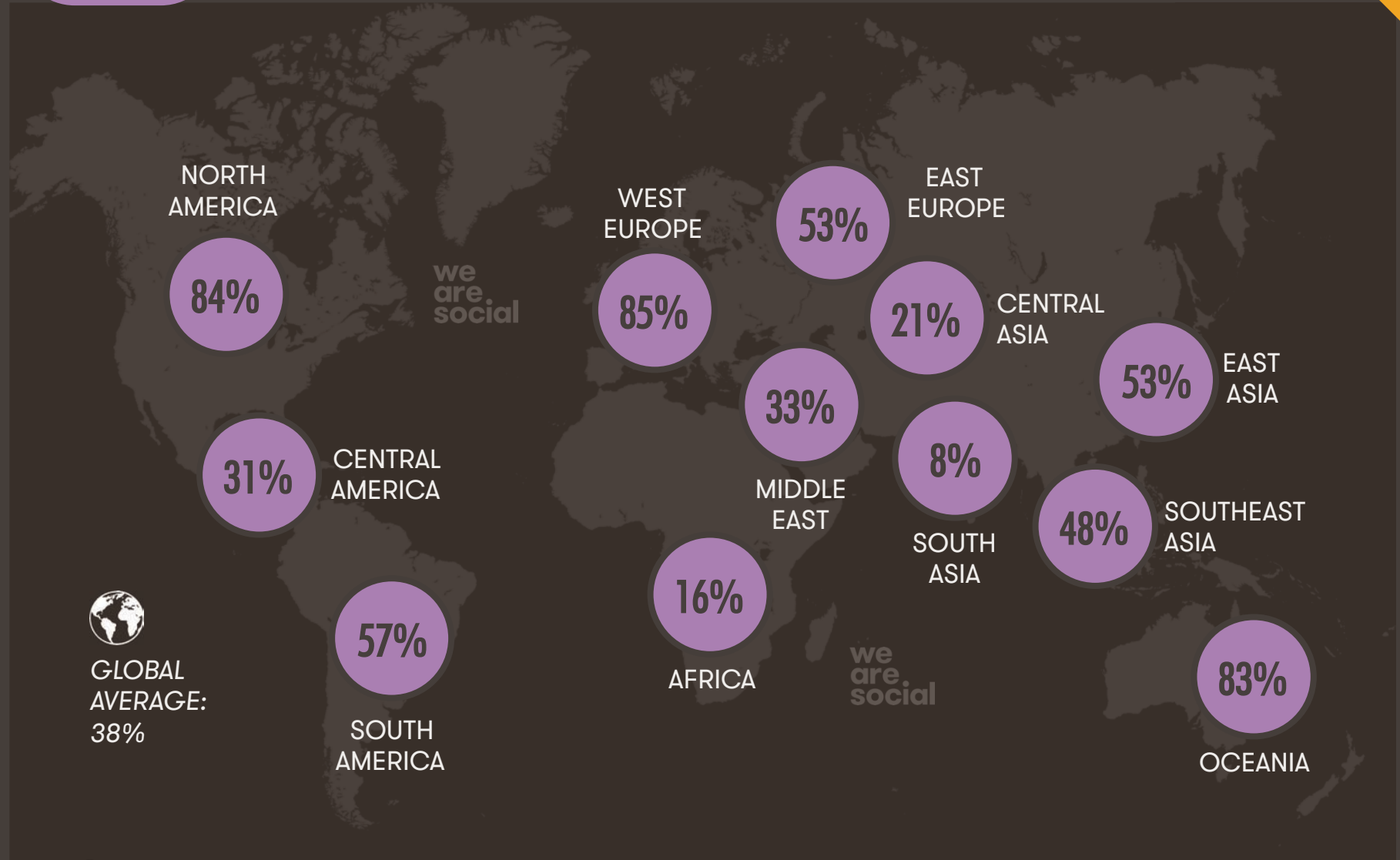
**58%**

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# MOBILE BROADBAND

ACTIVE 3G & 4G MOBILE CONNECTIONS, COMPARED TO TOTAL ACTIVE MOBILE CONNECTIONS

UPDATED



Sources: Based on data from GSMA Intelligence, Q4 2014. Wikipedia for population data.



## REGIONAL OVERVIEWS

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# DIGITAL IN ASIA-PACIFIC

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

UPDATED

TOTAL  
POPULATION



**4,026  
MILLION**

URBANISATION: 45%

FIGURE REPRESENTS TOTAL REGIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**1,436  
MILLION**

PENETRATION: 36%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**1,088  
MILLION**

PENETRATION: 27%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**3,722  
MILLION**

vs. POPULATION: 92%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**906  
MILLION**

PENETRATION: 22%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS

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# DIGITAL GROWTH IN APAC

HOW DIGITAL USAGE HAS EVOLVED IN ASIA-PACIFIC SINCE JANUARY 2014

TOTAL  
POPULATION



**+144  
MILLION**

SINCE JAN 2014

**+3.7%**

ACTIVE  
INTERNET USERS



**+180  
MILLION**

SINCE JAN 2014

**+14.3%**

ACTIVE SOCIAL  
MEDIA USERS



**+118  
MILLION**

SINCE JAN 2014

**+12.2%**

MOBILE  
CONNECTIONS



**+375  
MILLION**

SINCE JAN 2014

**+11.2%**

ACTIVE MOBILE  
SOCIAL USERS



**+219  
MILLION**

SINCE JAN 2014

**+31.9%**

we  
are  
social

we  
are  
social

we  
are  
social

we  
are  
social

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# DIGITAL IN AFRICA

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

UPDATED

TOTAL  
POPULATION



**1,136  
MILLION**

URBANISATION: 40%

FIGURE REPRESENTS TOTAL REGIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**298  
MILLION**

PENETRATION: 26%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**109  
MILLION**

PENETRATION: 10%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**900  
MILLION**

vs. POPULATION: 79%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**93  
MILLION**

PENETRATION: 8%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS



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# DIGITAL IN THE AMERICAS

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

UPDATED

TOTAL  
POPULATION



we  
are  
social

**980**  
**MILLION**

URBANISATION: 81%

FIGURE REPRESENTS TOTAL REGIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



we  
are  
social

**633**  
**MILLION**

PENETRATION: 65%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**495**  
**MILLION**

PENETRATION: 50%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



we  
are  
social

**1,068**  
**MILLION**

vs. POPULATION: 109%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



we  
are  
social

**422**  
**MILLION**

PENETRATION: 43%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS

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# DIGITAL IN EUROPE

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

UPDATED

TOTAL  
POPULATION



we  
are  
social

**839  
MILLION**

URBANISATION: 72%

FIGURE REPRESENTS TOTAL REGIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



we  
are  
social

**584  
MILLION**

PENETRATION: 70%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**391  
MILLION**

PENETRATION: 47%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



we  
are  
social

**1,104  
MILLION**

vs. POPULATION: 132%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



we  
are  
social

**295  
MILLION**

PENETRATION: 35%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS

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# DIGITAL IN THE MIDDLE EAST

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

UPDATED

TOTAL  
POPULATION



we  
are  
social

**239  
MILLION**

URBANISATION: 67%

FIGURE REPRESENTS TOTAL REGIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



we  
are  
social

**87  
MILLION**

PENETRATION: 36%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**43  
MILLION**

PENETRATION: 18%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



we  
are  
social

**294  
MILLION**

vs. POPULATION: 123%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



we  
are  
social

**38  
MILLION**

PENETRATION: 16%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS



## APAC REGIONAL OVERVIEWS

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# DIGITAL IN AUSTRALIA & NEW ZEALAND

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL  
POPULATION



**28.3  
MILLION**

URBANISATION: 89%

FIGURE REPRESENTS TOTAL REGIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**25.3  
MILLION**

PENETRATION: 89%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**16.4  
MILLION**

PENETRATION: 58%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**35.7  
MILLION**

vs. POPULATION: 126%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**14.6  
MILLION**

PENETRATION: 52%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS

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# DIGITAL IN CENTRAL ASIA

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL  
POPULATION



**66.9  
MILLION**

URBANISATION: 40%

FIGURE REPRESENTS TOTAL REGIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**25.8  
MILLION**

PENETRATION: 39%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**3.1  
MILLION**

PENETRATION: 5%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**75.6  
MILLION**

vs. POPULATION: 113%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**1.4  
MILLION**

PENETRATION: 2%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS

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# DIGITAL IN EAST ASIA

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL  
POPULATION



**1,606  
MILLION**

URBANISATION: 59%

FIGURE REPRESENTS TOTAL REGIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**829  
MILLION**

PENETRATION: 52%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**691  
MILLION**

PENETRATION: 43%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**1,565  
MILLION**

vs. POPULATION: 97%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**562  
MILLION**

PENETRATION: 35%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS

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# DIGITAL IN THE PACIFIC

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL  
POPULATION



**10.54  
MILLION**

URBANISATION: 22%

FIGURE REPRESENTS TOTAL REGIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**1.45  
MILLION**

PENETRATION: 14%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**1.21  
MILLION**

PENETRATION: 11%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**6.46  
MILLION**

vs. POPULATION: 61%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**1.02  
MILLION**

PENETRATION: 10%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS



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# DIGITAL IN SOUTHEAST ASIA

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL  
POPULATION



we  
are  
social

**623  
MILLION**

URBANISATION: 45%

FIGURE REPRESENTS TOTAL REGIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



we  
are  
social

**225  
MILLION**

PENETRATION: 36%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**209  
MILLION**

PENETRATION: 34%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



we  
are  
social

**744  
MILLION**

vs. POPULATION: 119%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



we  
are  
social

**182  
MILLION**

PENETRATION: 29%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS

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# DIGITAL IN SOUTH ASIA

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL  
POPULATION



**1,691  
MILLION**

URBANISATION: 31%

FIGURE REPRESENTS TOTAL REGIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**329  
MILLION**

PENETRATION: 19%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**166  
MILLION**

PENETRATION: 10%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**1,296  
MILLION**

vs. POPULATION: 77%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**144  
MILLION**

PENETRATION: 9%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN EACH  
COUNTRY, NOT UNIQUE USERS

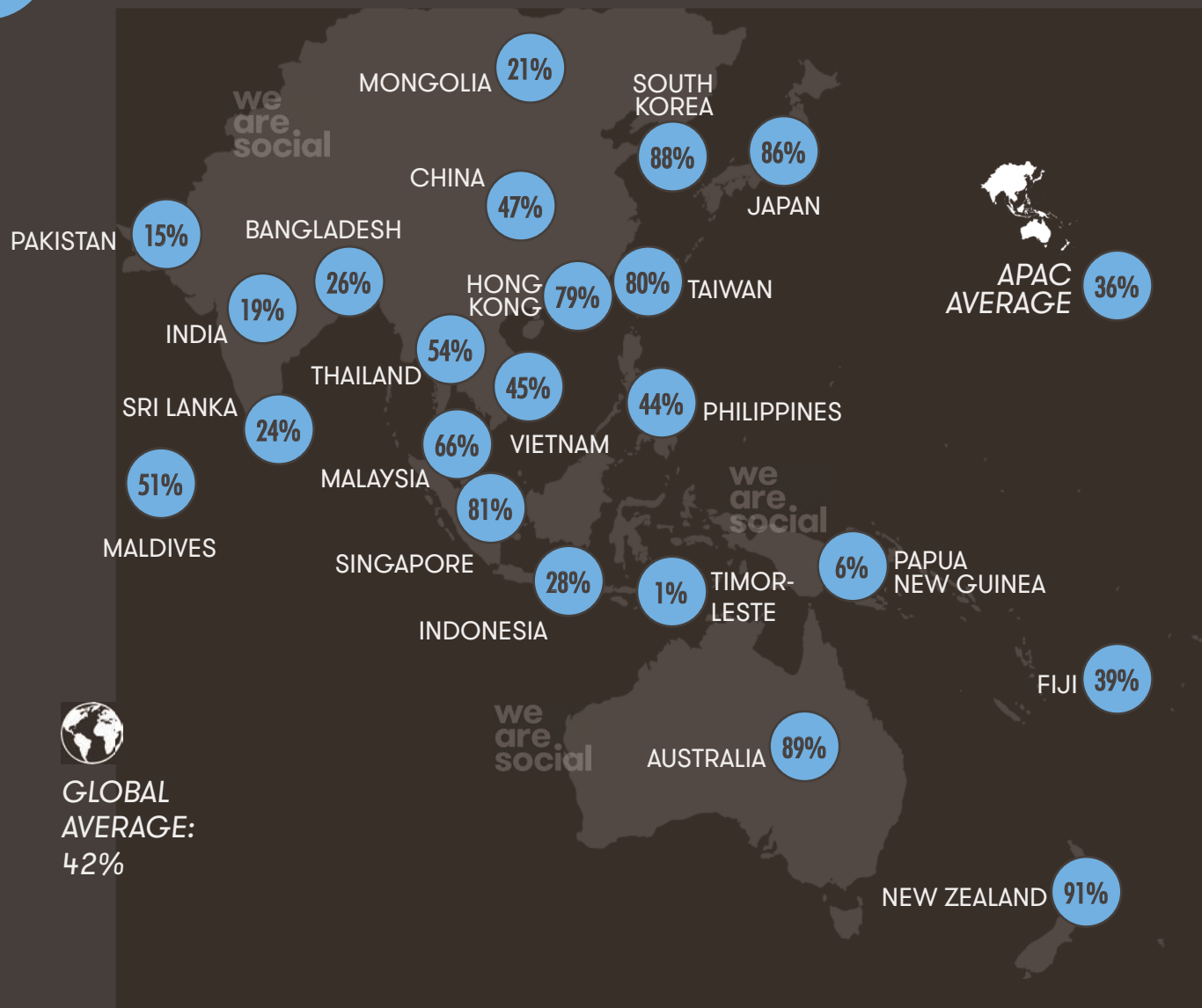


## APAC INTERNET USAGE

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# APAC INTERNET USE

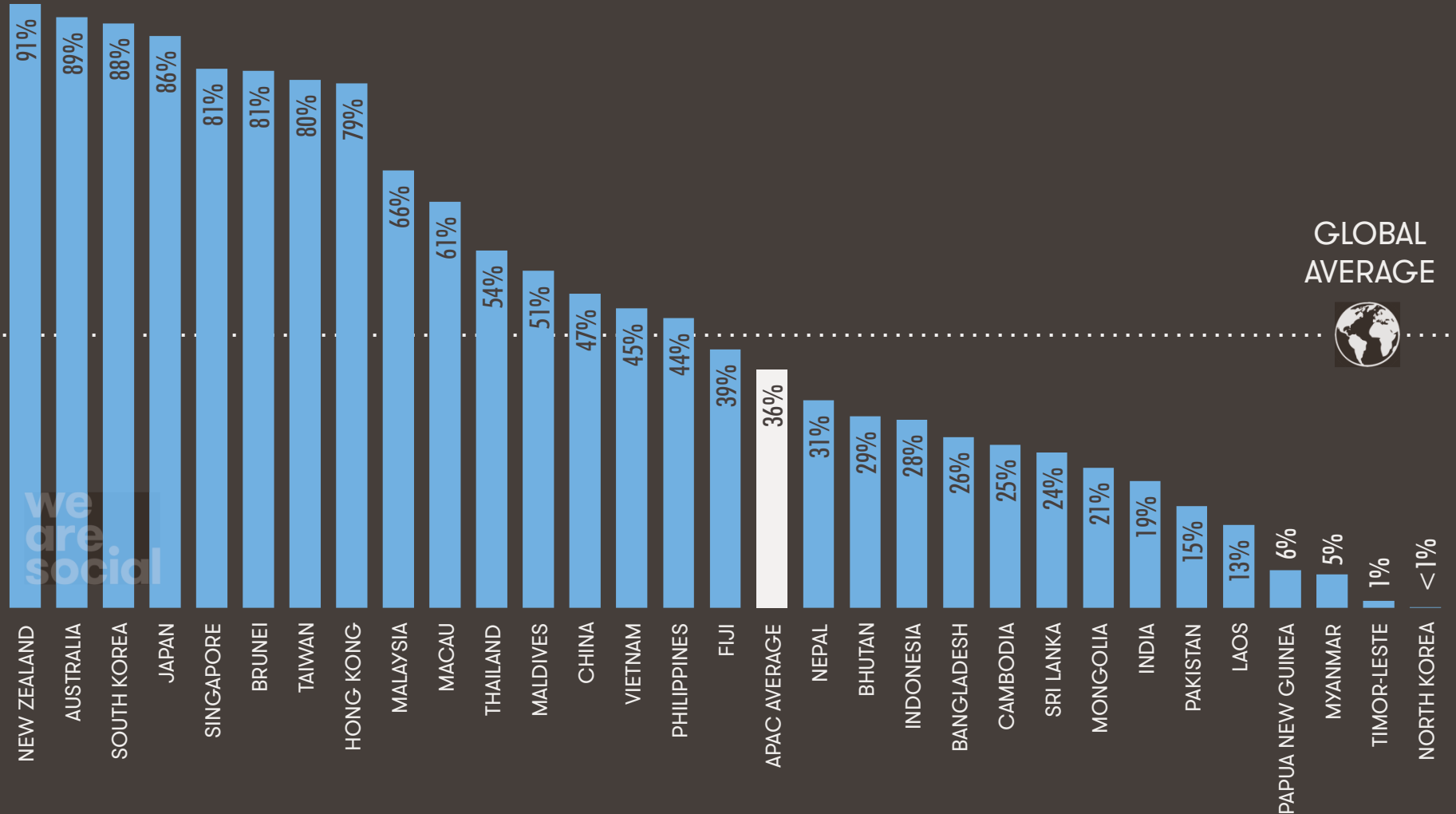
## NATIONAL INTERNET PENETRATION FIGURES



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# APAC INTERNET USE

NATIONAL INTERNET PENETRATION FIGURES

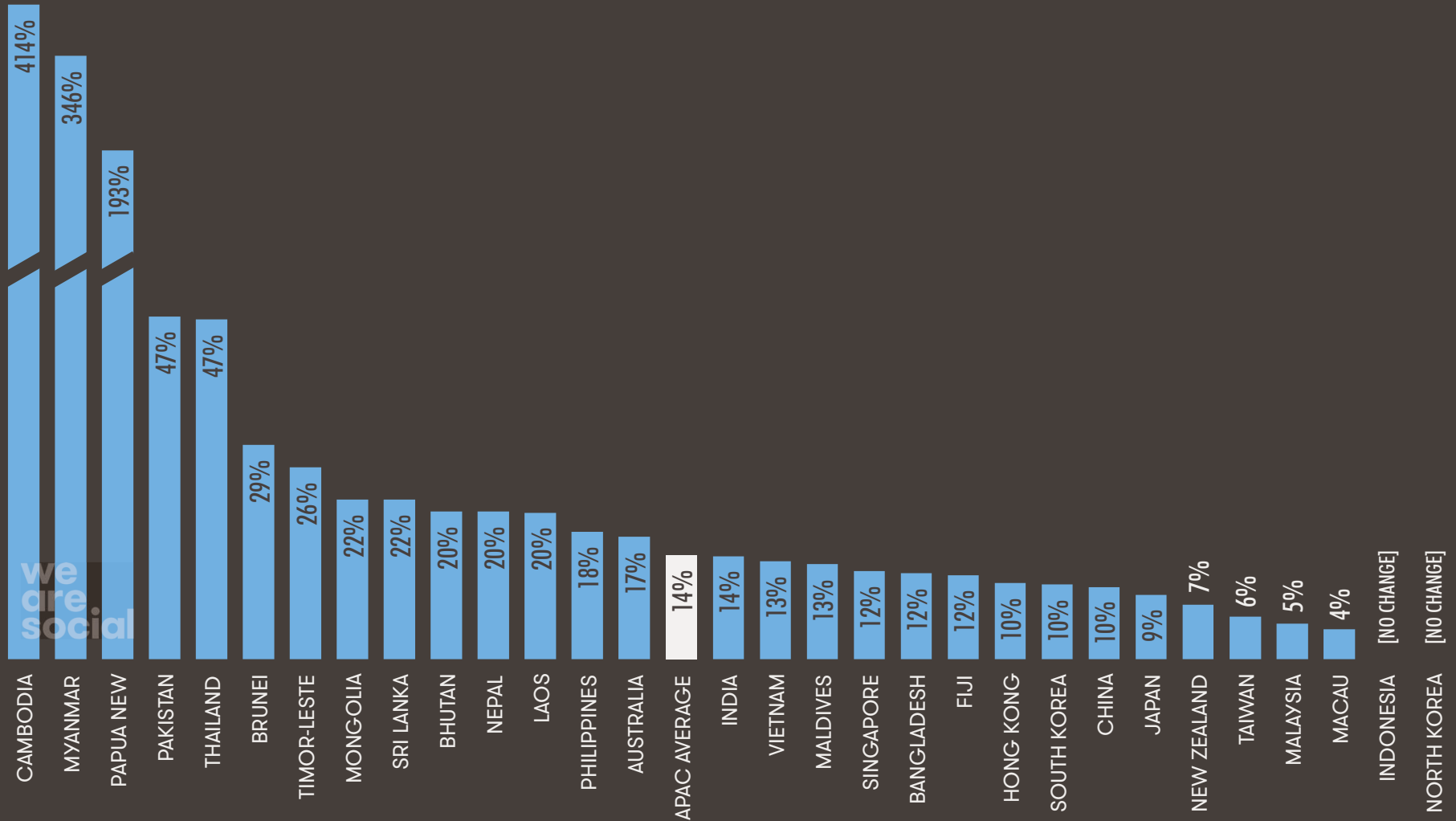


Sources: InternetLiveStats, InternetWorldStats, Government data; all Q1 2015, Wikipedia for population data.

MAR  
2015

# GROWTH IN INTERNET USERS

BASED ON THE CHANGE IN NATIONAL INTERNET USER FIGURES SINCE JANUARY 2014

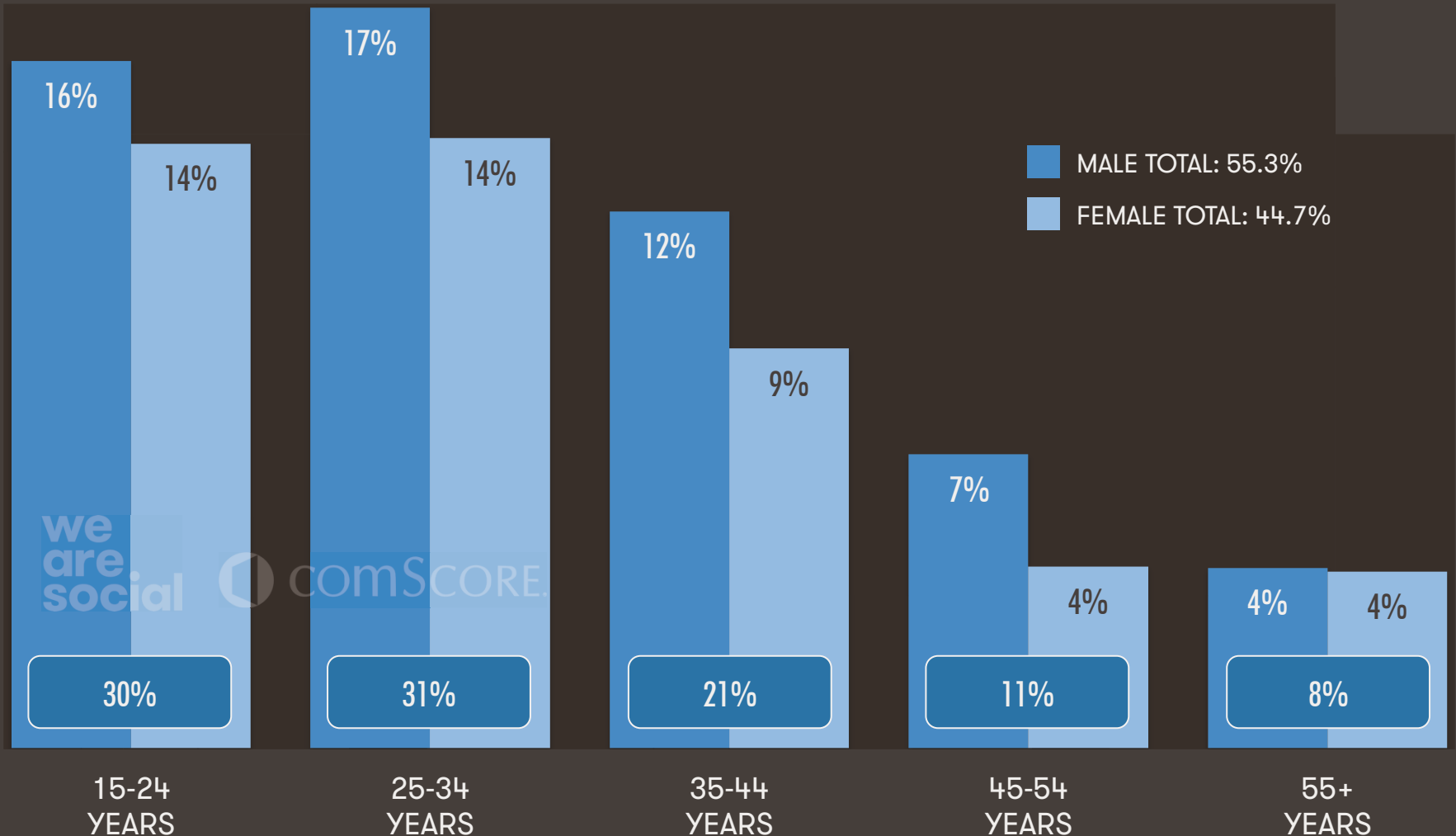


Sources: InternetLiveStats, InternetWorldStats, Government data; all Q1 2015. Wikipedia for population data.

NOV  
2014

# APAC INTERNET USE: AGE & GENDER

SHARE OF TOTAL APAC INTERNET USERS AGED 15+, ACCESSING VIA DESKTOP OR LAPTOP COMPUTERS AT HOME OR WORK

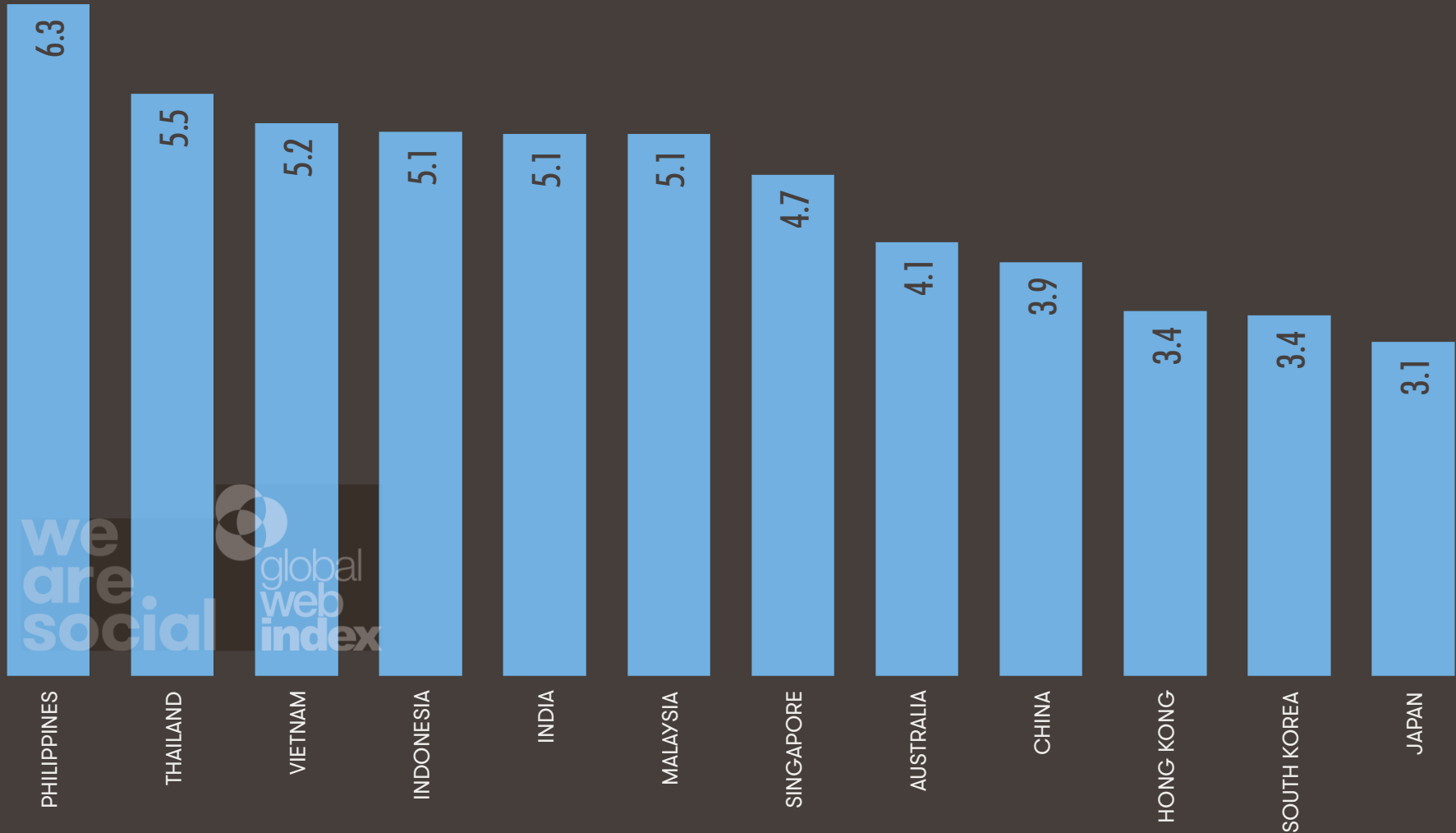


MAR  
2015

# TIME SPENT ON THE INTERNET

AVERAGE NUMBER OF HOURS THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY

NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE THE INTERNET, AND DO NOT FACTOR NON-USERS





MAR  
2015

# SHARE OF WEB TRAFFIC: ASIA

BASED ON EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED

SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



53%

YEAR-ON-YEAR:  
-16%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



43%

YEAR-ON-YEAR:  
+30%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



4%

YEAR-ON-YEAR:  
+5%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0%

YEAR-ON-YEAR:  
-

**MAR  
2015**

# SHARE OF WEB TRAFFIC: OCEANIA

BASED ON EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED

SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



**64%**

YEAR-ON-YEAR:  
**-10%**

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



**23%**

YEAR-ON-YEAR:  
**+30%**

SHARE OF WEB  
PAGES SERVED:  
TABLETS



**13%**

YEAR-ON-YEAR:  
**+15%**

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



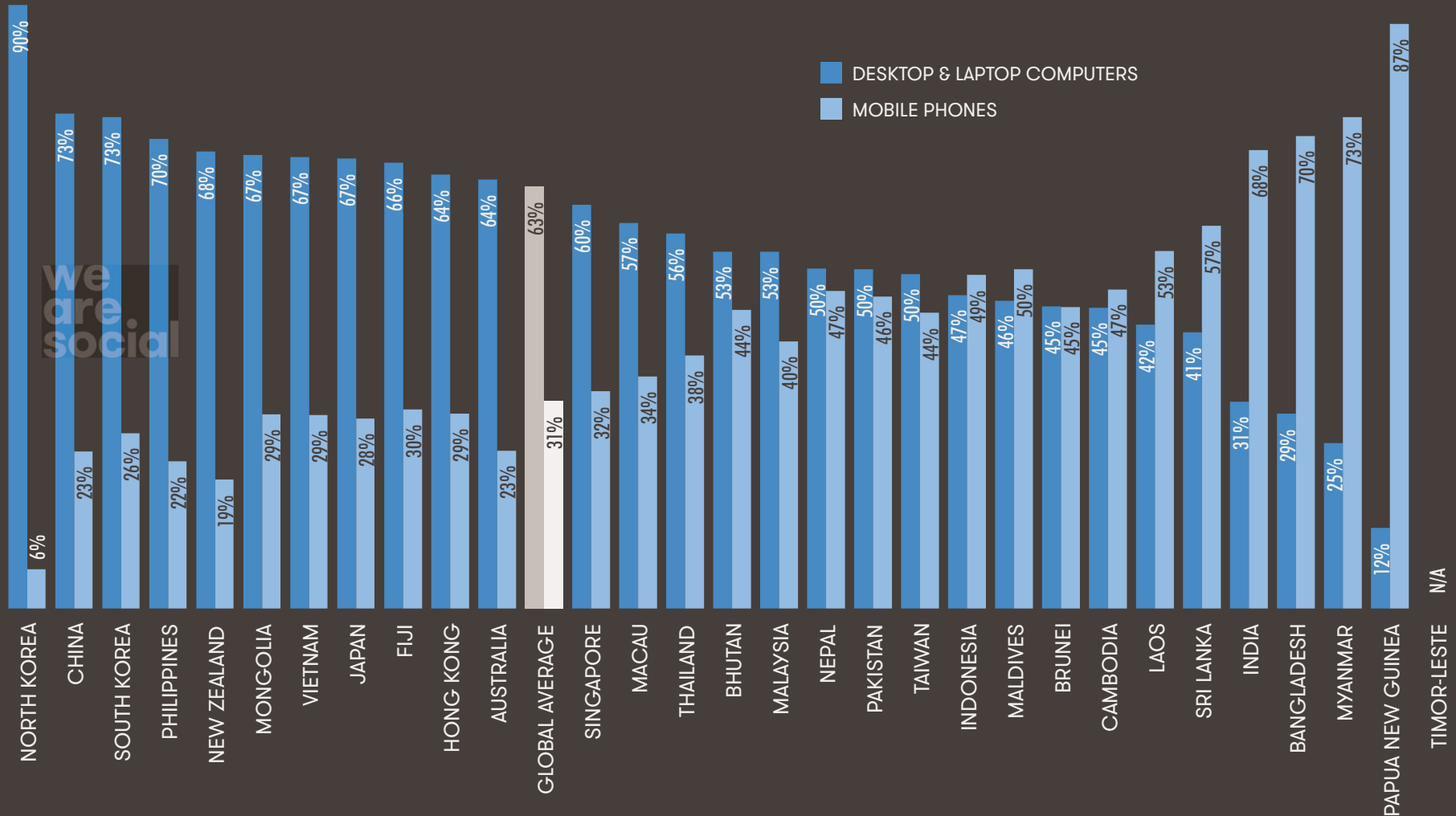
**0.1%**

YEAR-ON-YEAR:  
**+22%**

MAR  
2015

# SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S PERCENTAGE SHARE OF TOTAL WEB PAGES SERVED

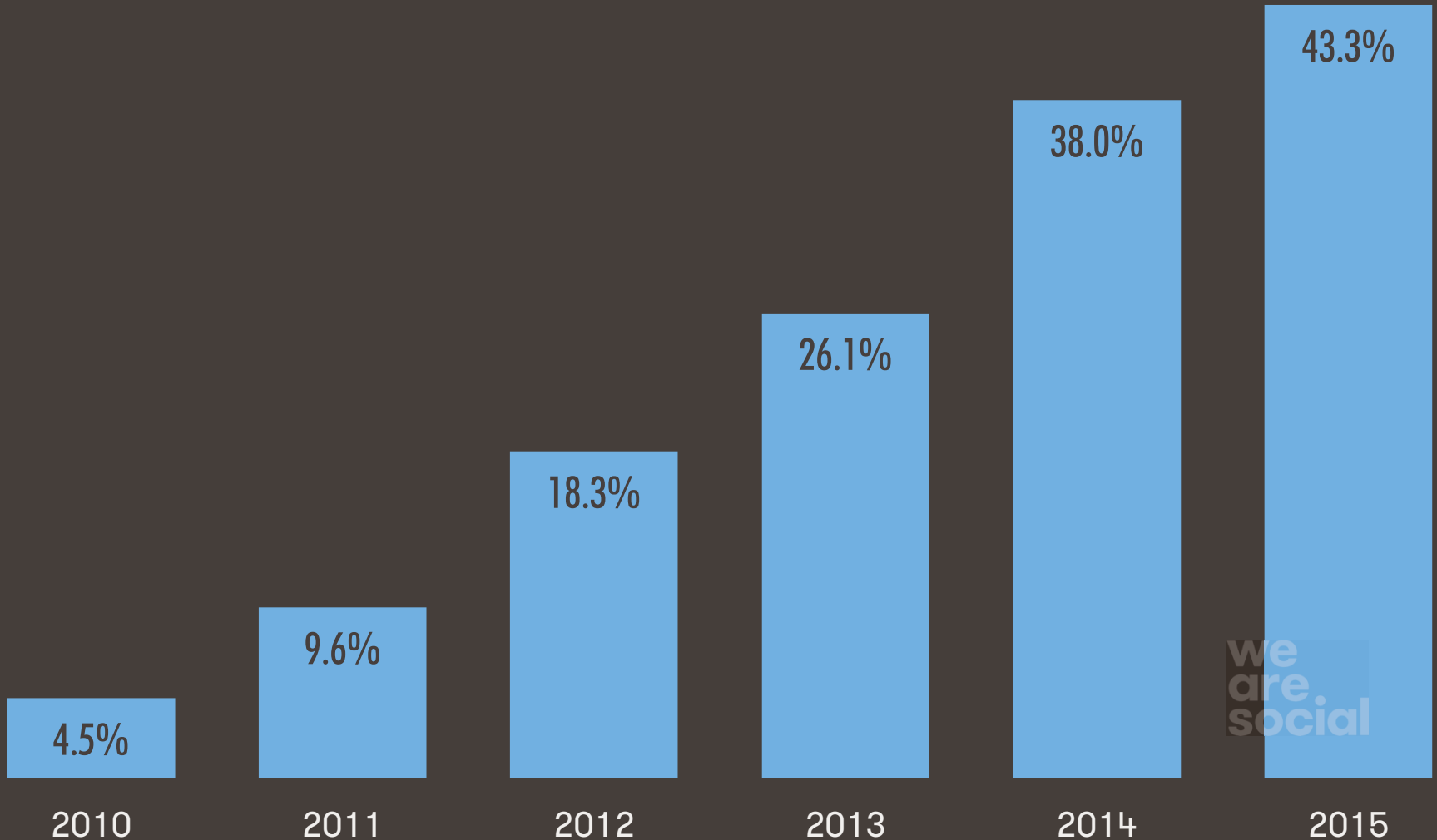


Source: StatCounter, Q1 2015. Note that combined values will not add up to 100% due to access through other devices (e.g. tablets)

**MAR  
2015**

# MOBILE'S SHARE OF WEB: ASIA

PERCENTAGE OF TOTAL WEB PAGES SERVED TO MOBILE PHONES

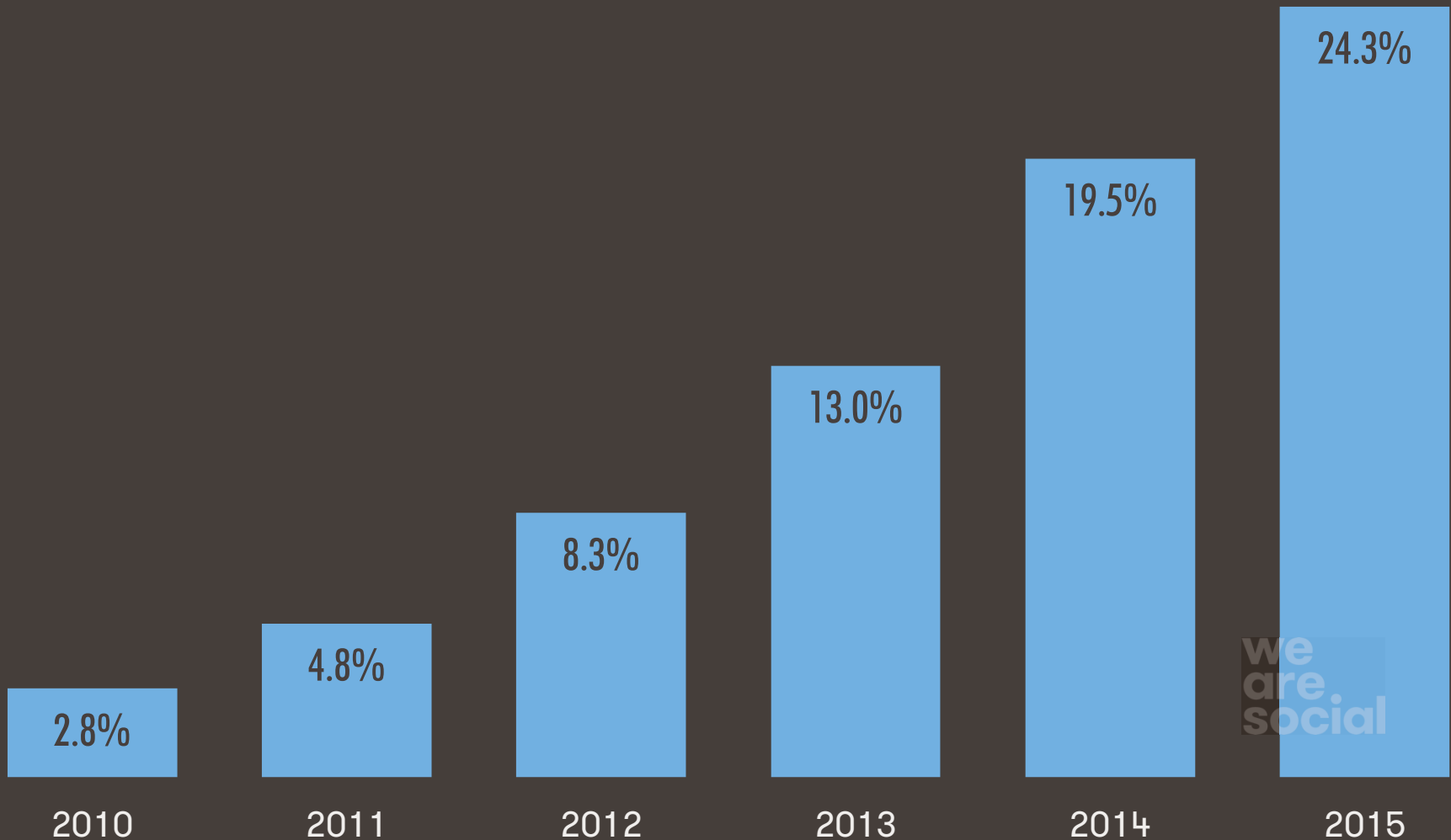


we  
are  
social

**MAR  
2015**

# MOBILE'S SHARE OF WEB: OCEANIA

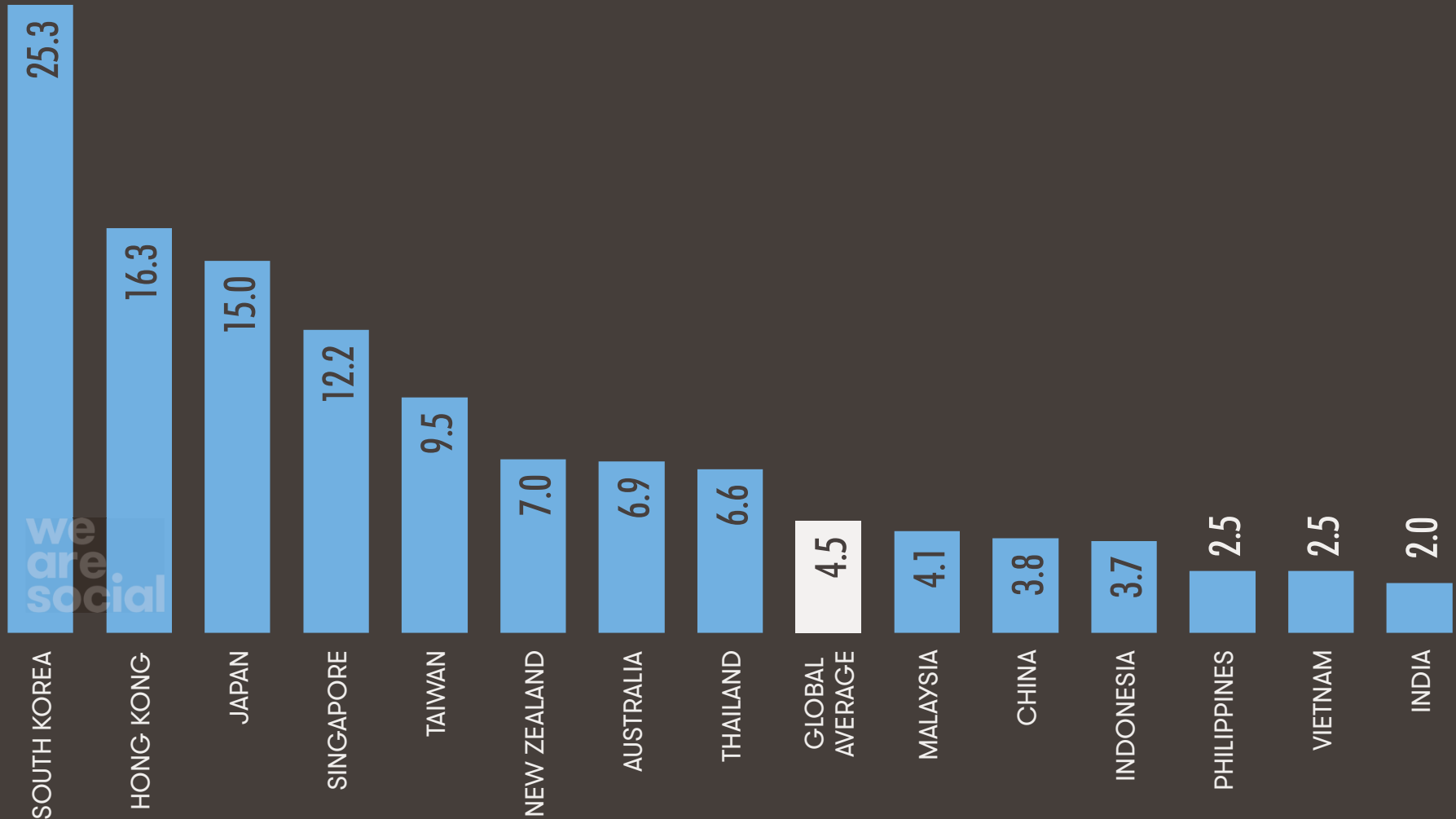
PERCENTAGE OF TOTAL WEB PAGES SERVED TO MOBILE PHONES



MAR  
2015

# AVERAGE NET CONNECTION SPEEDS

AVERAGE INTERNET CONNECTION SPEEDS, IN MBPS

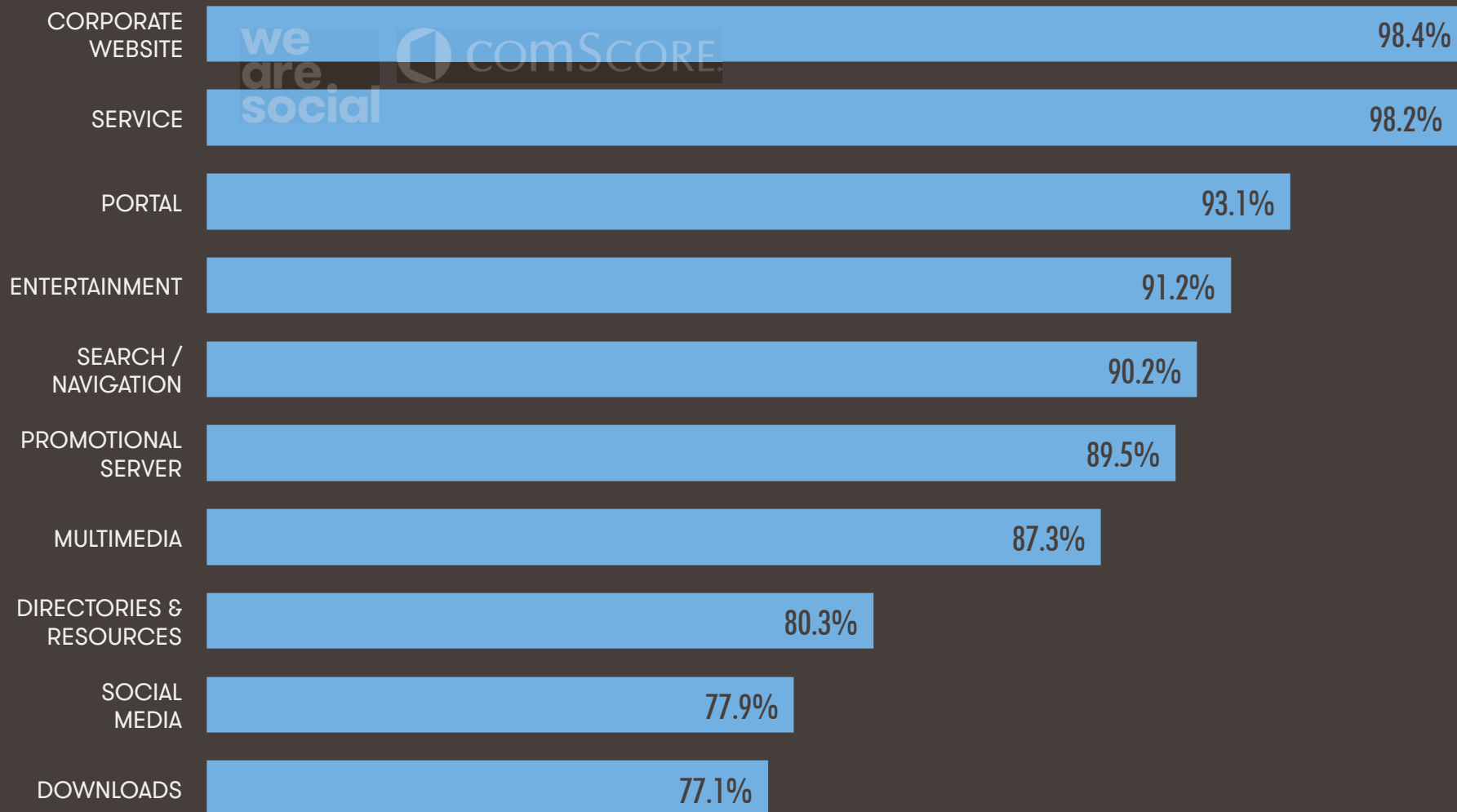


Source: Akamai State of the Internet Report, Q3 2014

**NOV  
2014**

# MOST-VISITED WEBSITE CATEGORIES

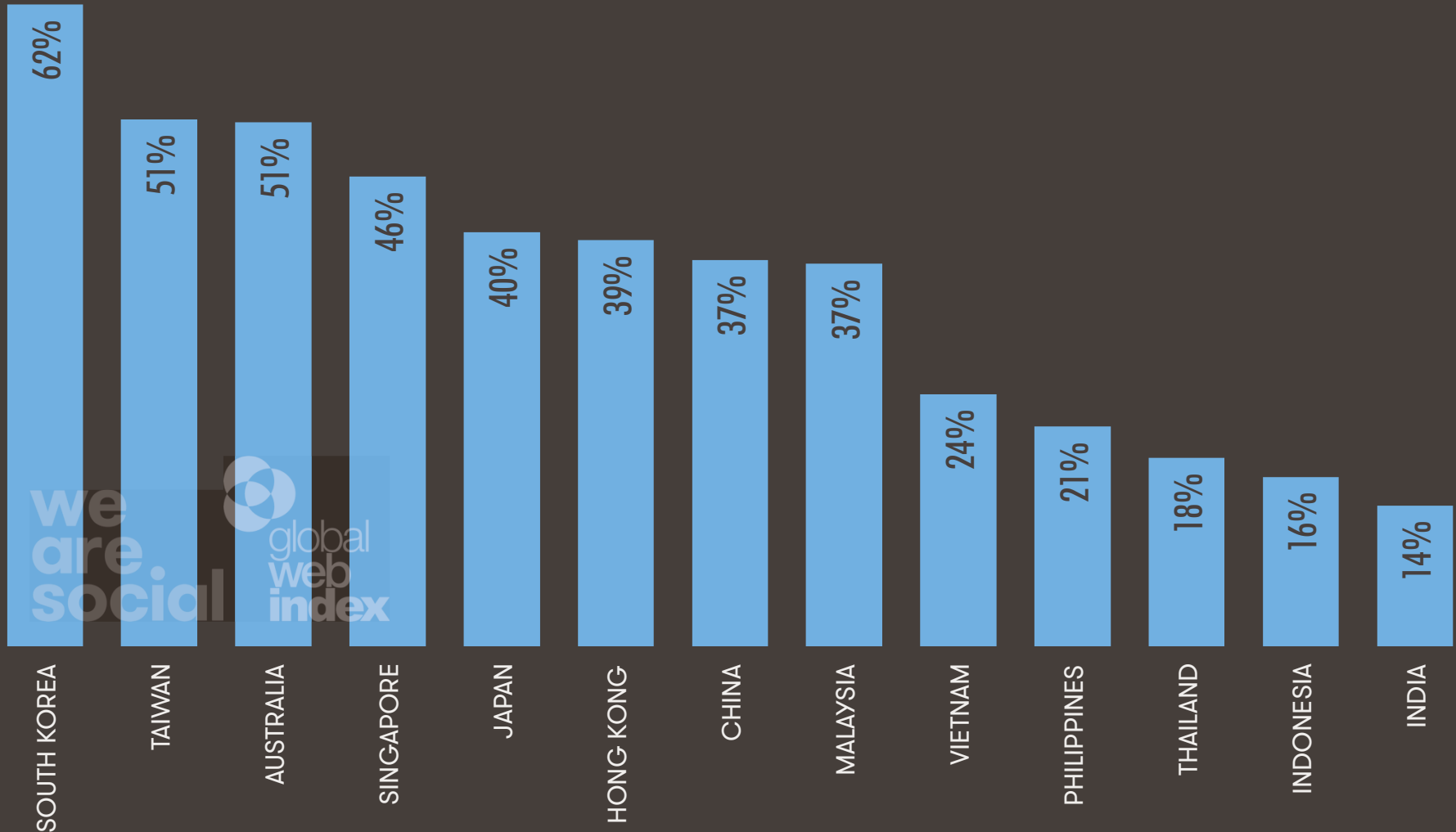
BASED ON WEB USE BY APAC INTERNET USERS AGED 15+ VIA DESKTOP OR LAPTOP COMPUTERS AT HOME OR WORK



MAR  
2015

# E-COMMERCE IN APAC

PERCENTAGE OF THE NATIONAL POPULATION WHO BOUGHT SOMETHING ONLINE IN THE PAST MONTH [SURVEY-BASED]



Source: GlobalWebIndex, Q4 2014. Figures represent percentage of the national population who used e-commerce in the past month.

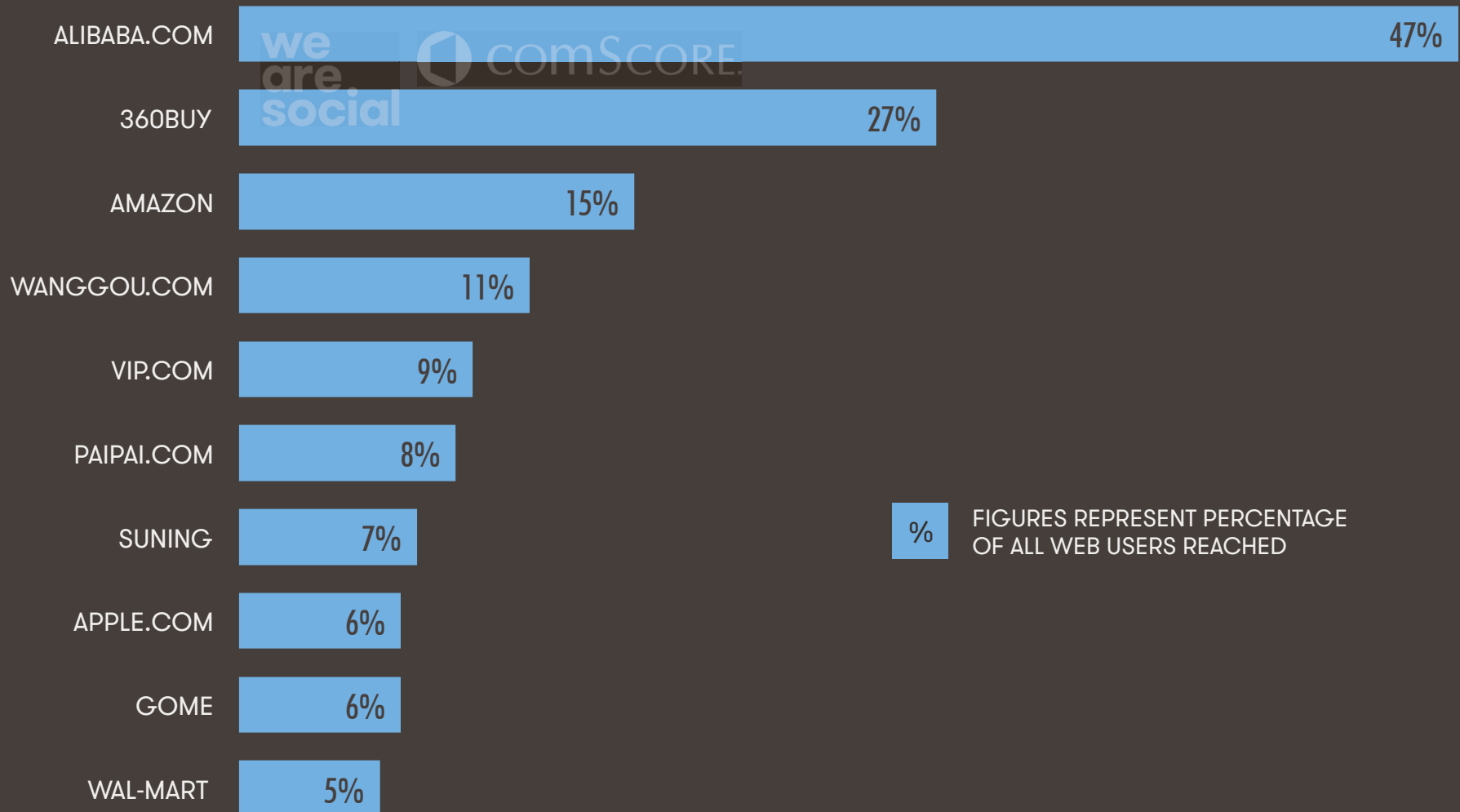


NOV  
2014

# TOP E-COMMERCE BRANDS IN APAC

BASED ON VISITS TO ANY OF THE COMPANY'S E-COMMERCE PROPERTIES BY INTERNET USERS IN ASIA-PACIFIC COUNTRIES

FIGURES REPRESENT THE BRAND'S REACH OF WEB USERS AGED 15+ ACCESSING VIA LAPTOP OR DESKTOP COMPUTERS FROM HOME OR WORK



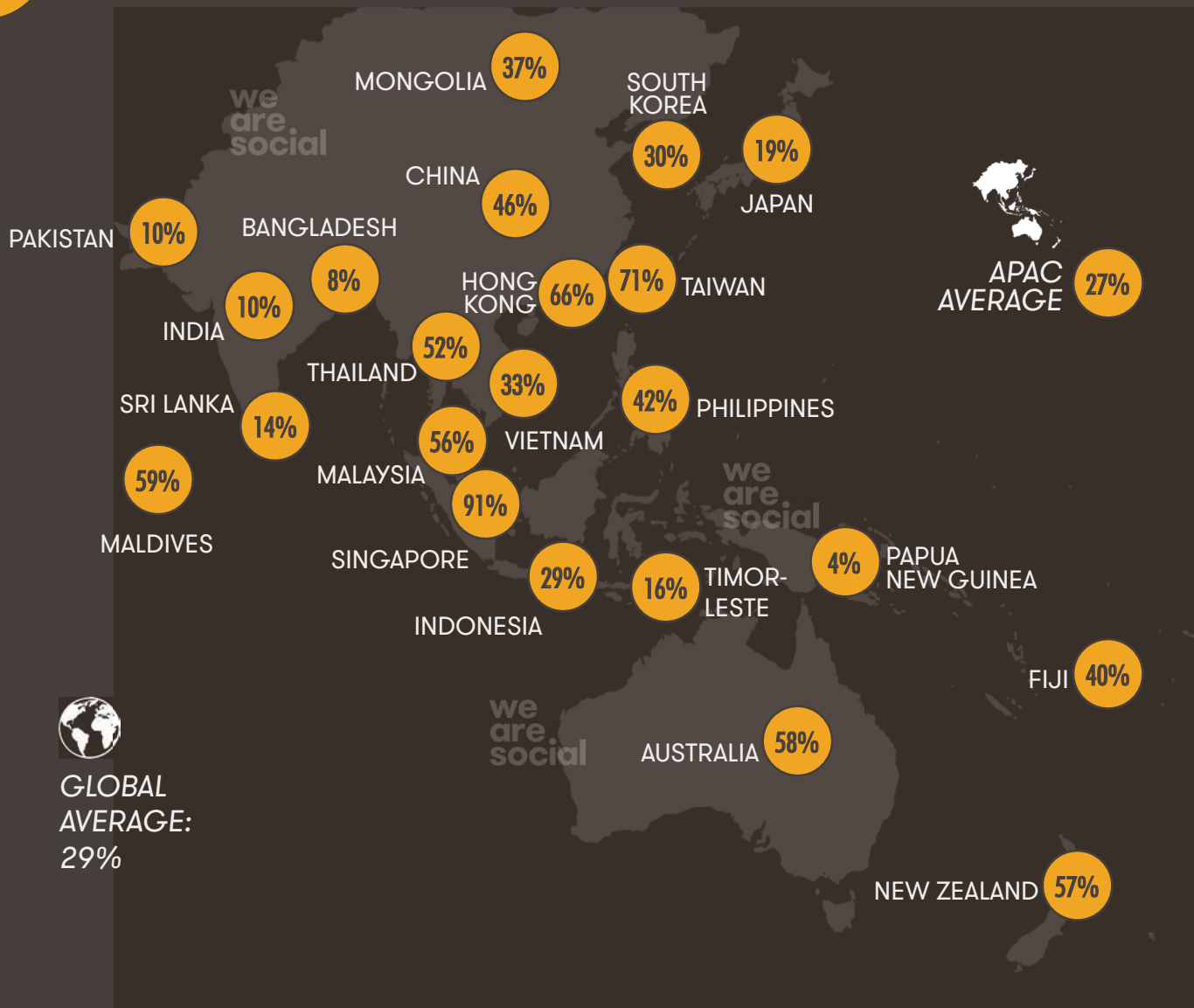


## APAC SOCIAL MEDIA USAGE

**MAR  
2015**

## SOCIAL MEDIA USE

## ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION



**MAR  
2015**

# APAC SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USER NUMBERS REPORTED BY EACH COUNTRY'S MOST ACTIVE PLATFORM

TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**1,088  
MILLION**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**27%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**906  
MILLION**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION

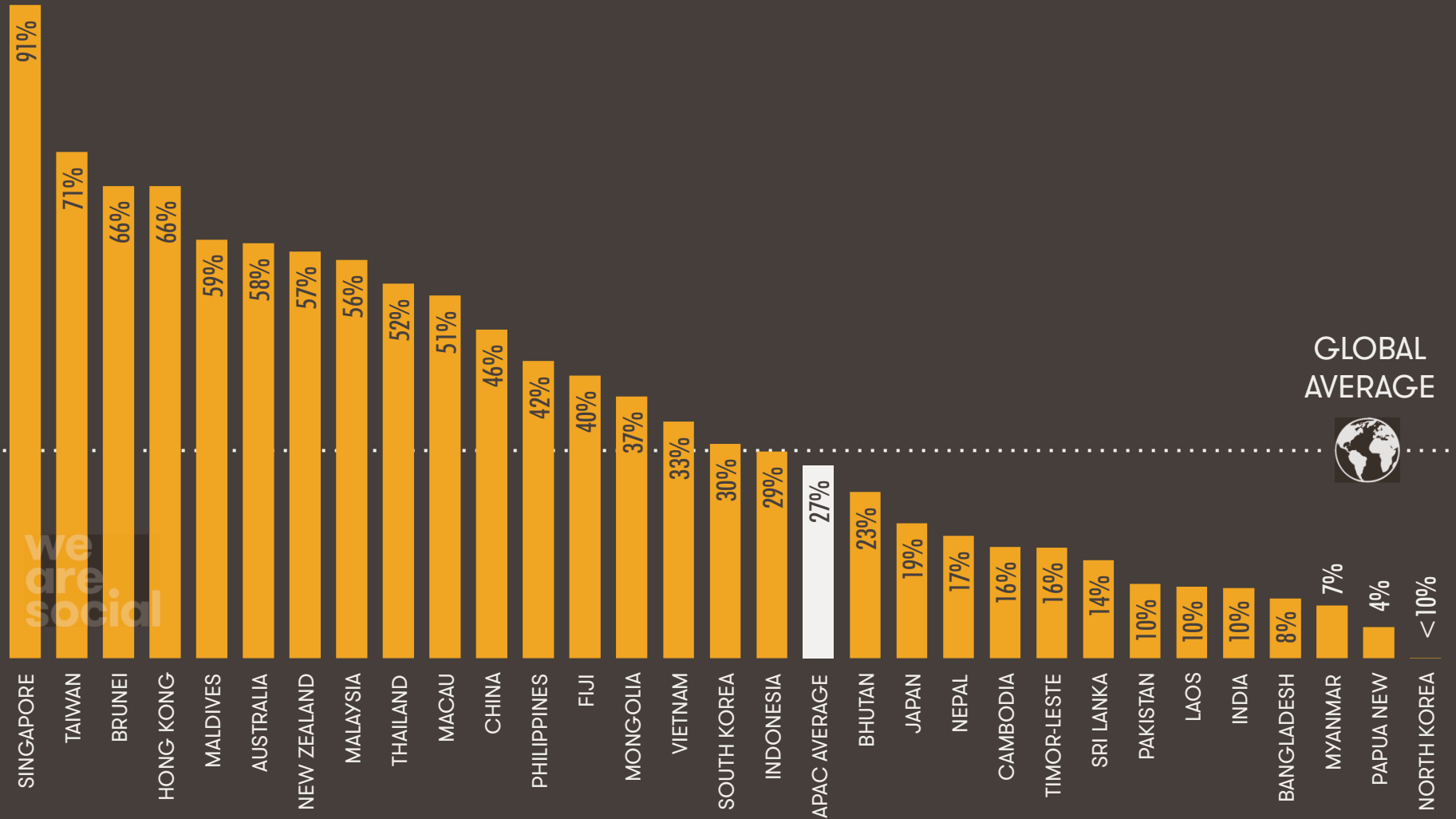


**22%**

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2015

# SOCIAL MEDIA USE

ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION

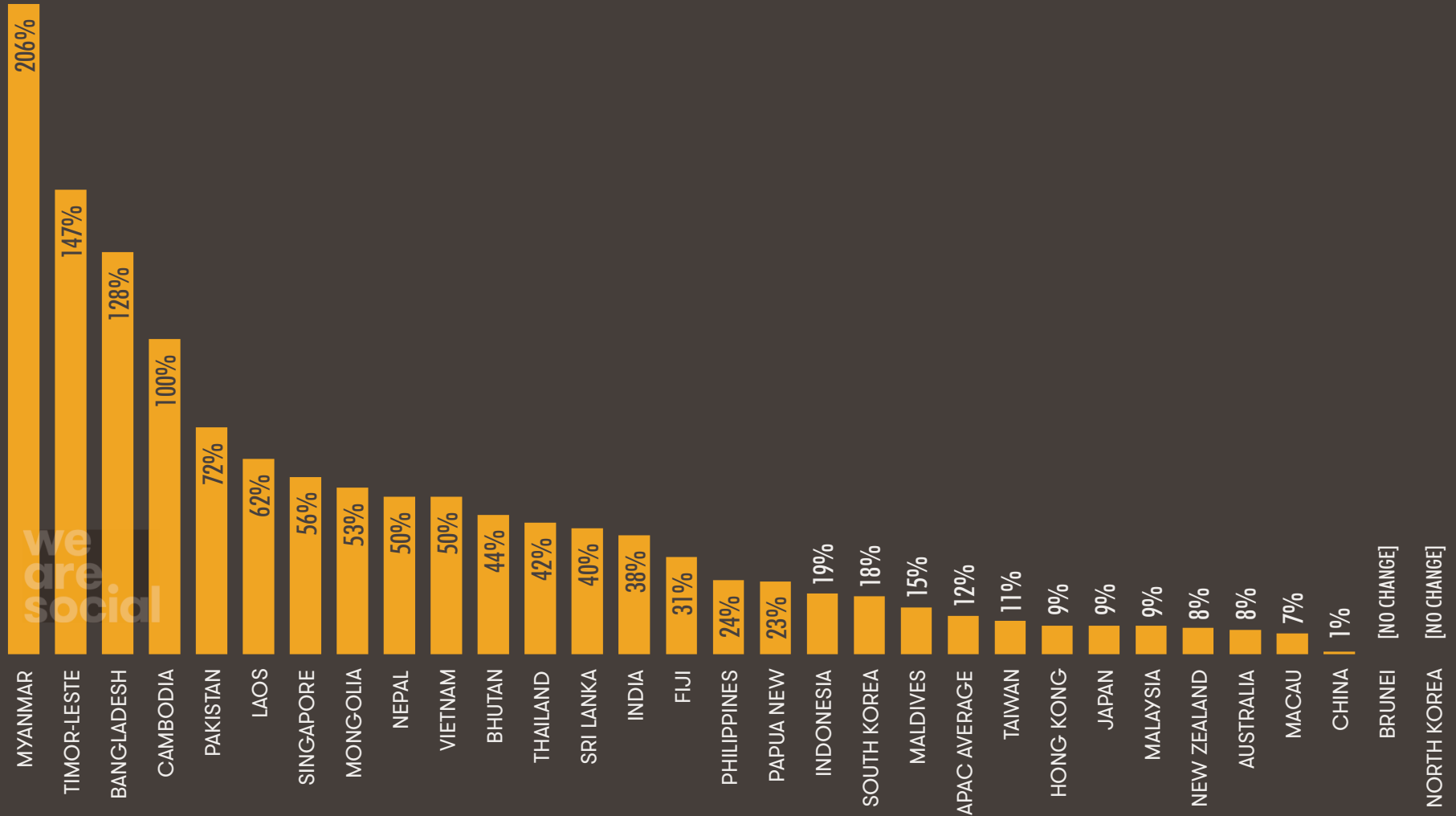


Sources: Facebook Q1 2015; Tencent Q4 2014; VKontakte Q3 2014 & Q4 2014. Wikipedia for population data.

**MAR  
2015**

# GROWTH IN SOCIAL MEDIA USERS

BASED ON THE CHANGE IN ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY SINCE JANUARY 2014

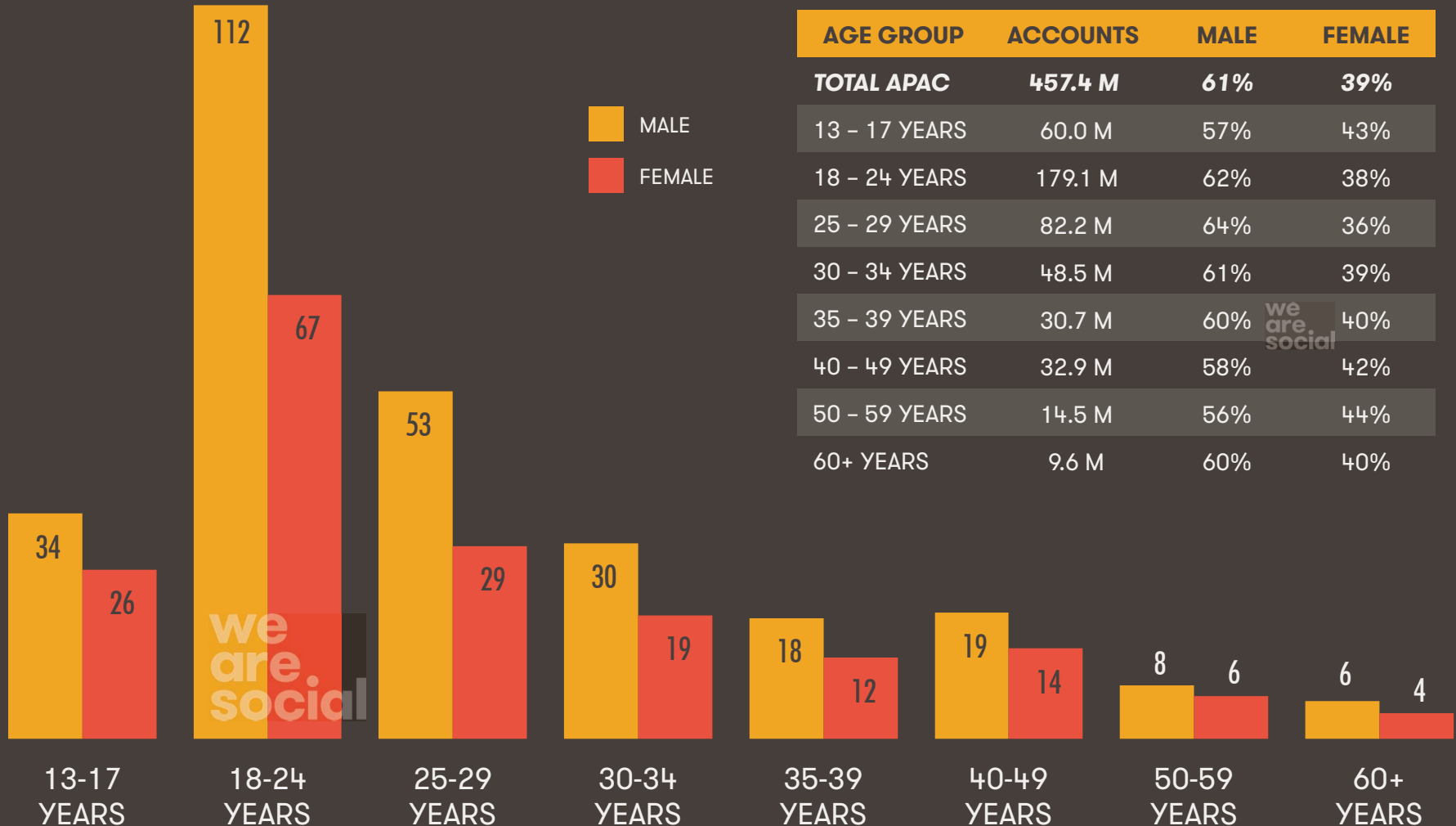


Sources: Facebook Q1 2015; Tencent Q4 2014; VKontakte Q3 2014 & Q4 2014. Wikipedia for population data.

**MAR  
2015**

# APAC FACEBOOK USE: AGE & GENDER

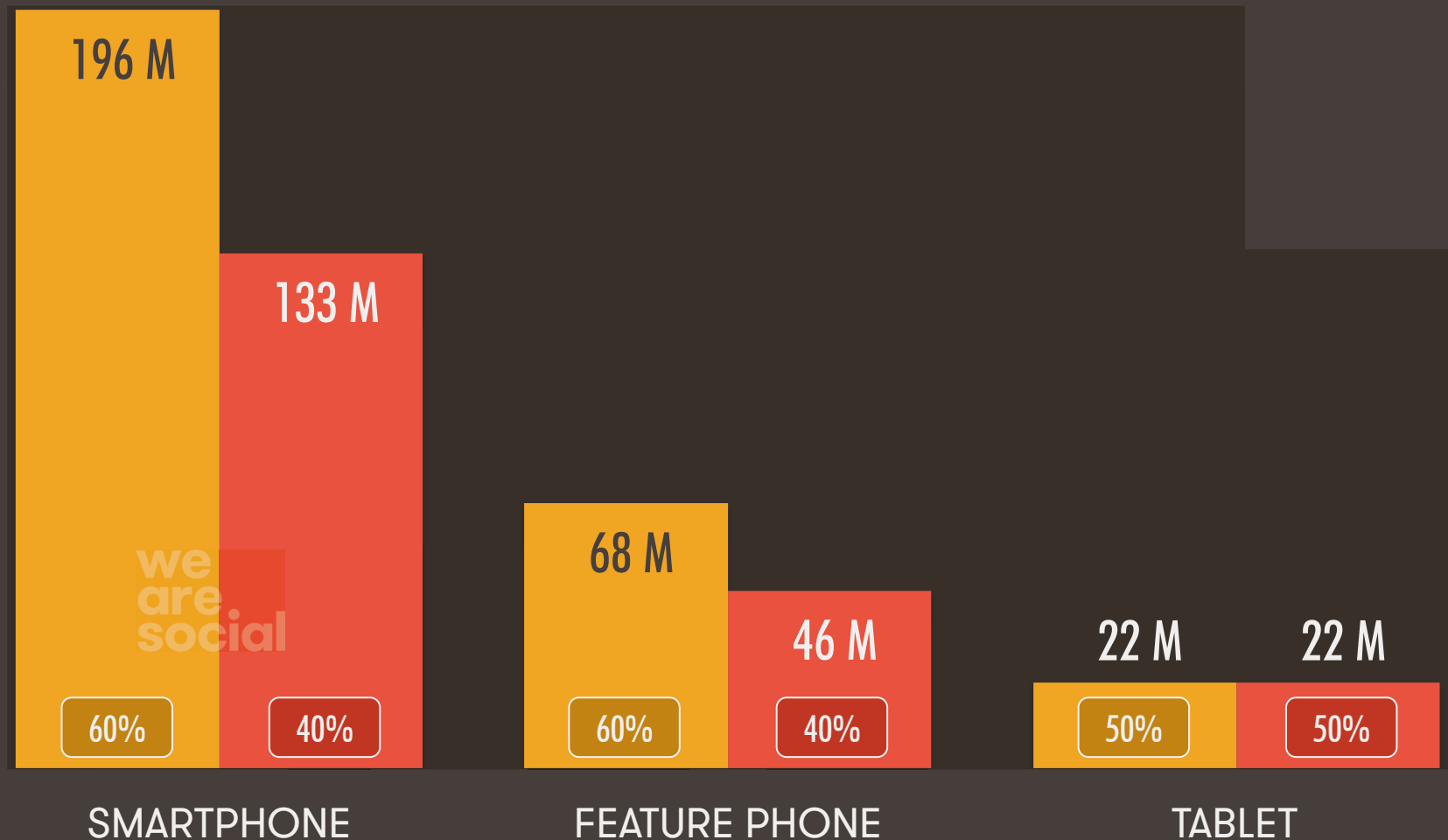
BASED ON THE NUMBER OF ACTIVE USER ACCOUNTS, IN MILLIONS



**MAR  
2015**

# FACEBOOK USE BY DEVICE & GENDER

BASED ON THE NUMBER OF ACTIVE USER ACCOUNTS IN ASIA-PACIFIC ACCESSING VIA EACH DEVICE, IN MILLIONS



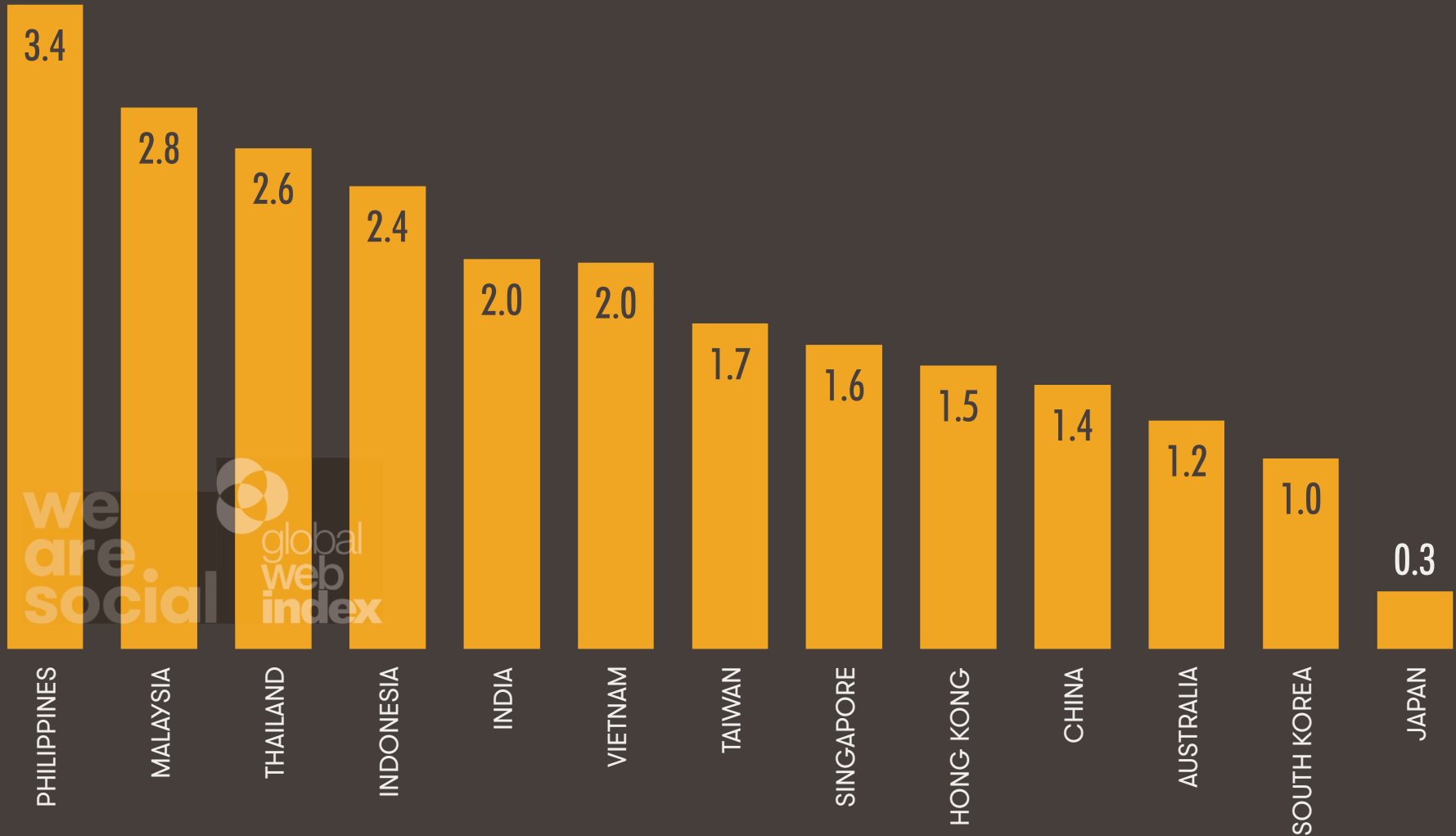


**MAR  
2015**

# TIME SPENT ON SOCIAL MEDIA

AVERAGE NUMBER OF HOURS THAT SOCIAL MEDIA USERS SPEND USING SOCIAL MEDIA EACH DAY

NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE SOCIAL MEDIA, AND DO NOT FACTOR NON-USERS



Source: GlobalWebIndex, Q4 2014. Based on a survey of internet users aged 16-64. Averages based solely on people who use social media.

**MAR  
2015**

# MOBILE SOCIAL USE

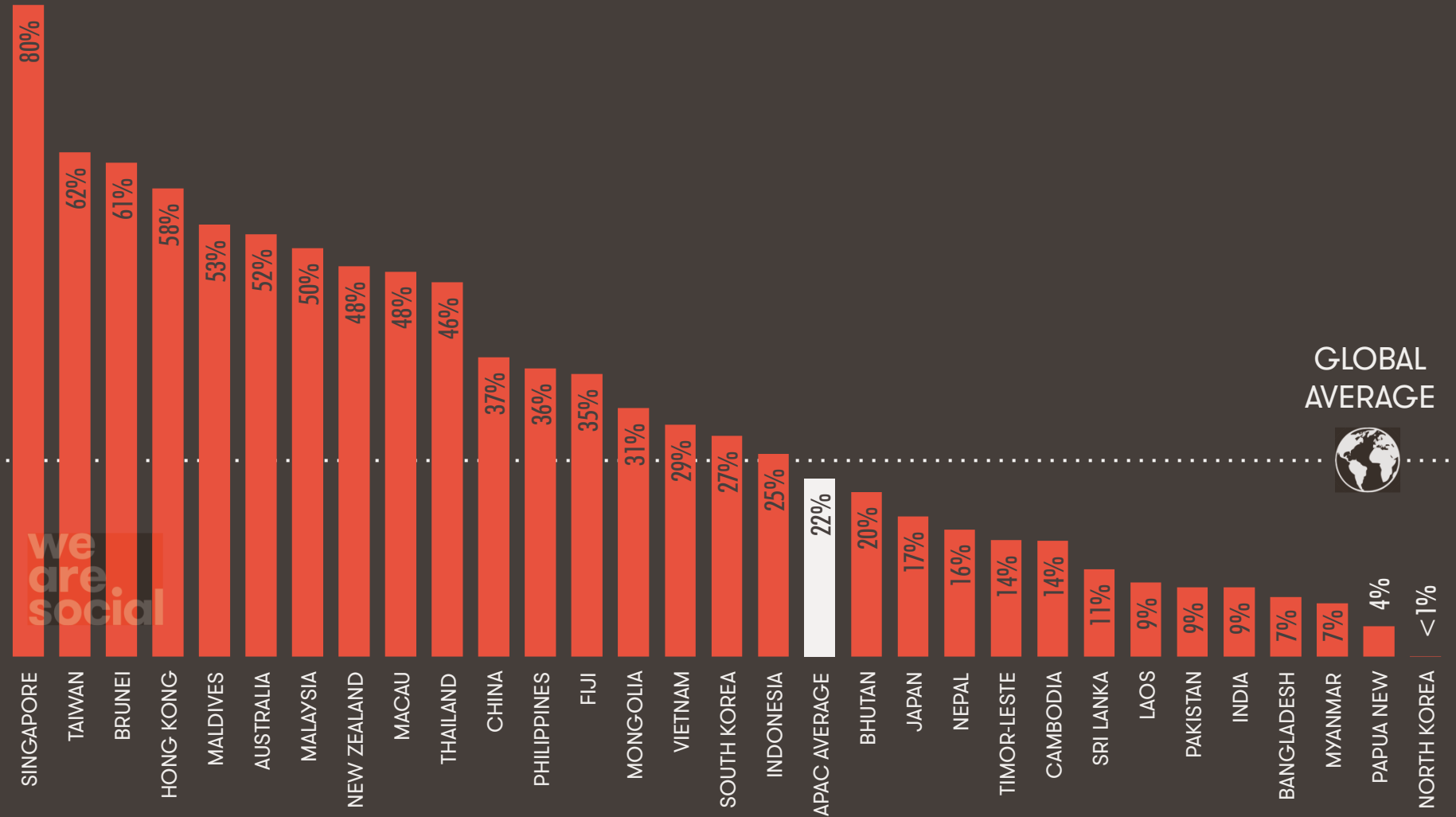
## ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY ACCESSING VIA MOBILE, COMPARED TO POPULATION



MAR  
2015

# MOBILE SOCIAL

ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY ACCESSING VIA MOBILE, COMPARED TO POPULATION

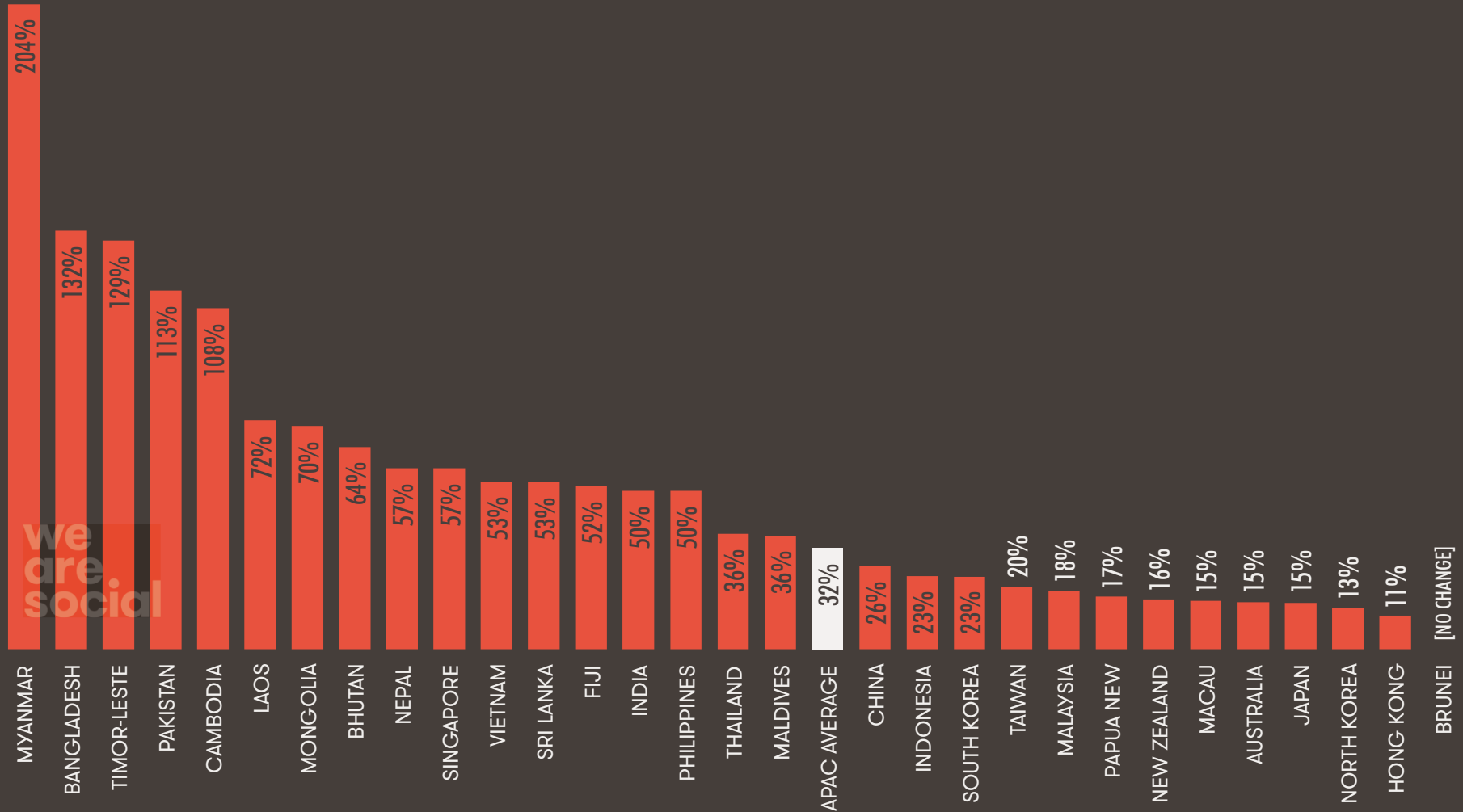


Sources: Facebook Q1 2015; Tencent Q4 2014; VKontakte Q3 2014 & Q4 2014. Wikipedia for population data.

**MAR  
2015**

# GROWTH IN MOBILE SOCIAL USERS

BASED ON THE GROWTH IN ACTIVE MOBILE SOCIAL ACCOUNTS ON EACH COUNTRY'S MOST ACTIVE SOCIAL PLATFORM



Sources: Facebook Q1 2015; Tencent Q4 2014; VKontakte Q3 2014 & Q4 2014. Wikipedia for population data.



## APAC MOBILE PHONE USAGE

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# MOBILE USE

MOBILE CONNECTIONS BY COUNTRY, COMPARED TO NATIONAL POPULATIONS

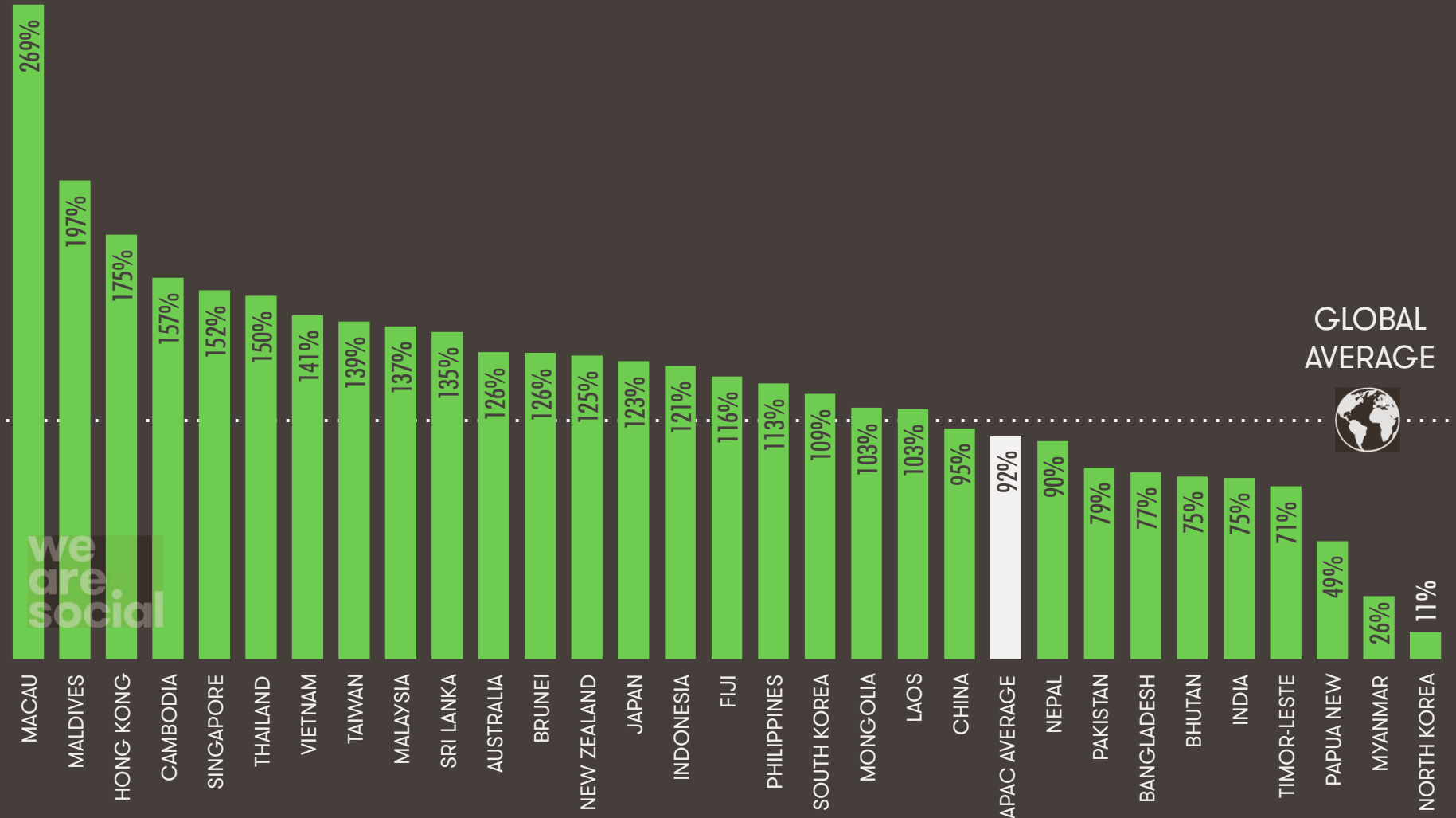


Source: GSMA Intelligence, Q4 2014. Note that figures are based on mobile connections, not unique mobile users.

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# MOBILE CONNECTIONS

MOBILE CONNECTIONS BY COUNTRY, COMPARED TO NATIONAL POPULATIONS

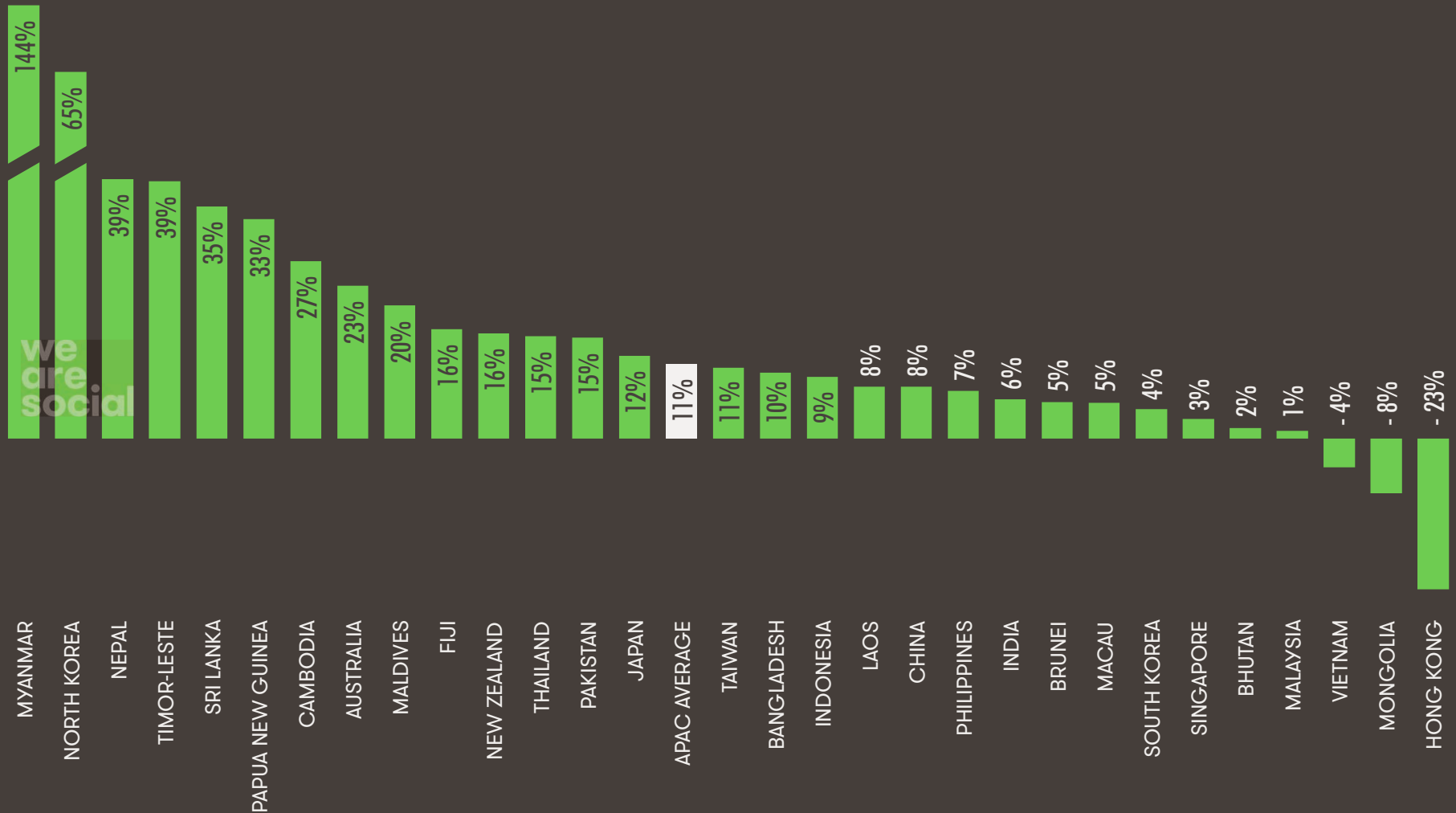


Source: GSMA Intelligence, Q4 2014. Note that figures are based on mobile connections, not unique mobile users.

**MAR  
2015**

# GROWTH IN MOBILE CONNECTIONS

BASED ON THE CHANGE IN MOBILE CONNECTIONS IN EACH COUNTRY SINCE JANUARY 2014



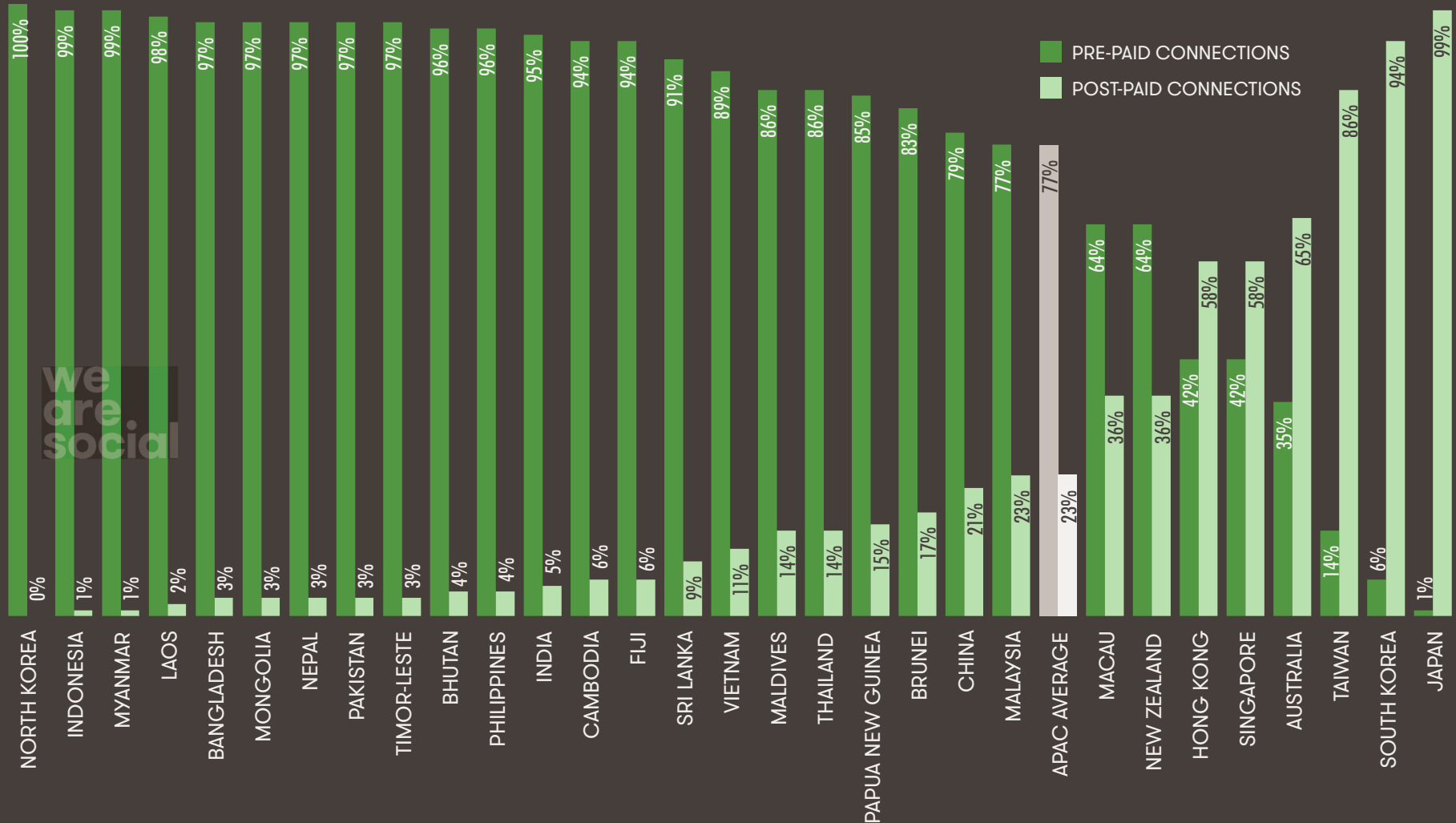
Source: GSMA Intelligence, Q4 2014. Note that figures are based on mobile connections, not unique mobile users.



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# PRE-PAY vs. POST-PAY CONNECTIONS

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PAID IN ADVANCE vs. PAID AT THE END OF A CONTRACTUAL PERIOD

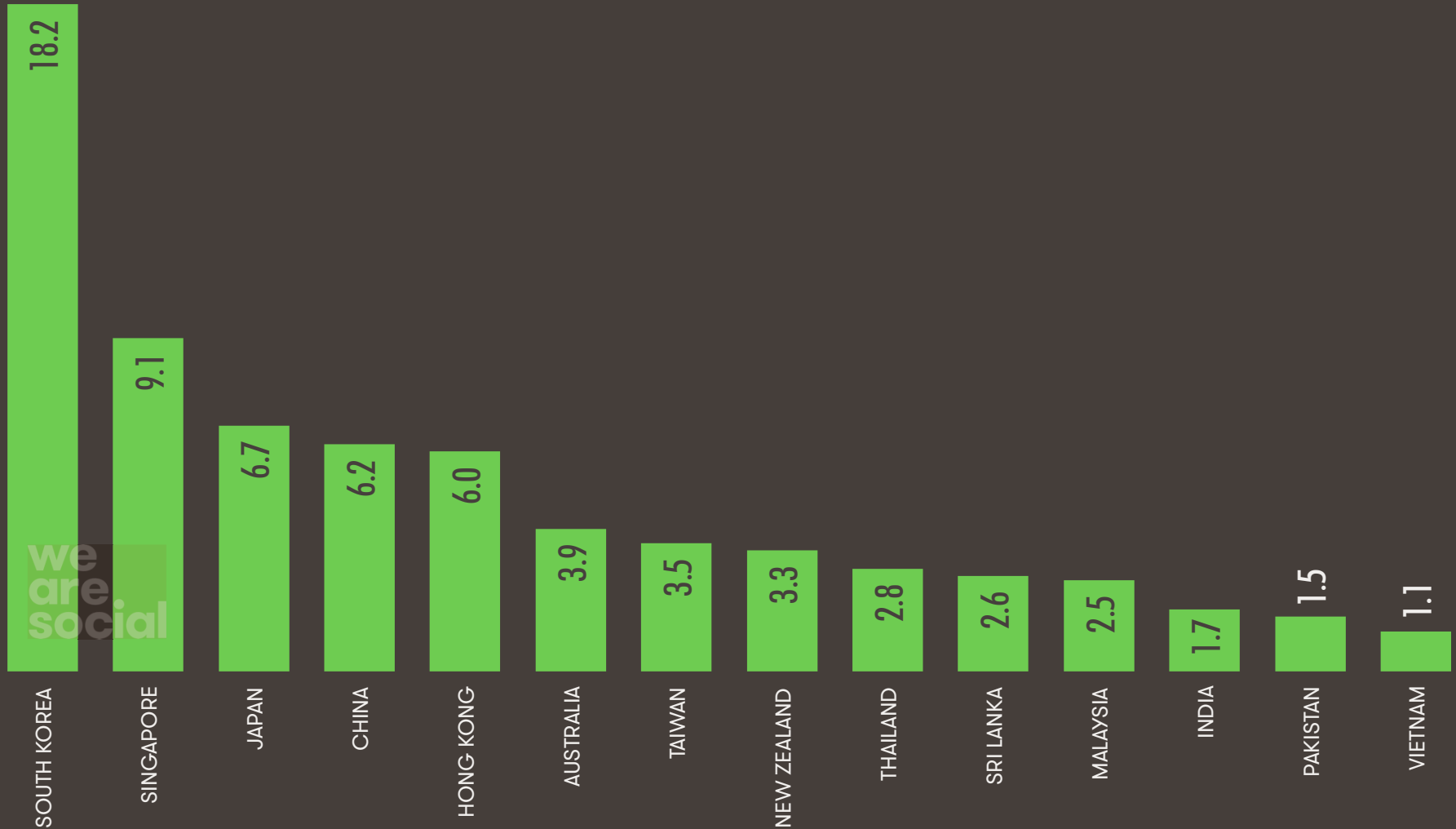


Source: GSMA Intelligence, Q4 2014.

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2015

# AVERAGE MOBILE NET SPEEDS

AVERAGE MOBILE DATA CONNECTION SPEEDS, IN MBPS

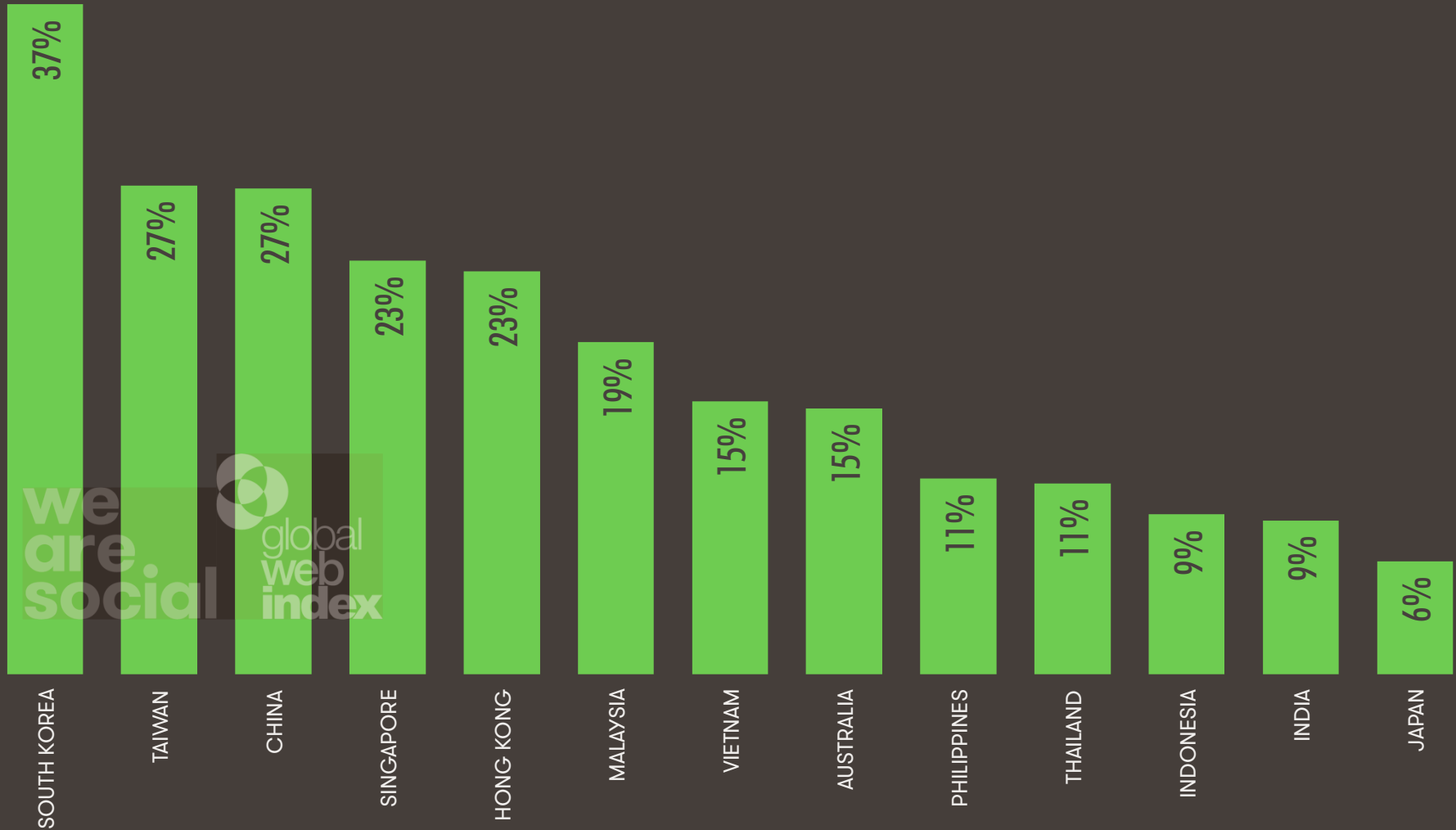


Source: Akamai State of the Internet Report, Q3 2014

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2015

# MOBILE COMMERCE

PERCENTAGE OF THE POPULATION WHO BOUGHT SOMETHING ONLINE VIA A PHONE IN THE PAST MONTH [SURVEY-BASED]

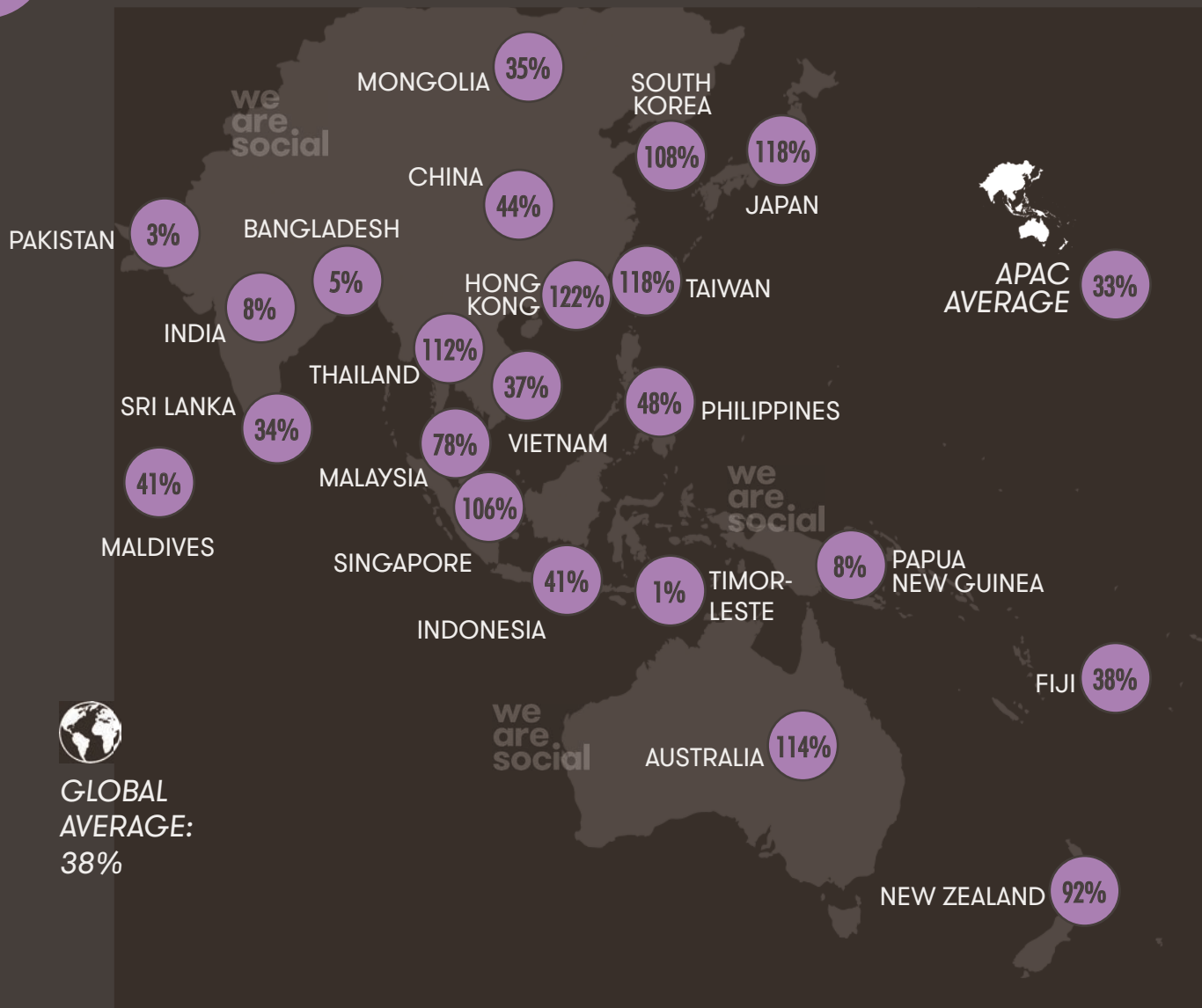


Source: GlobalWebIndex, Q4 2014. Figures represent percentage of the national population who used m-commerce in the past month.

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2015**

# MOBILE BROADBAND USE

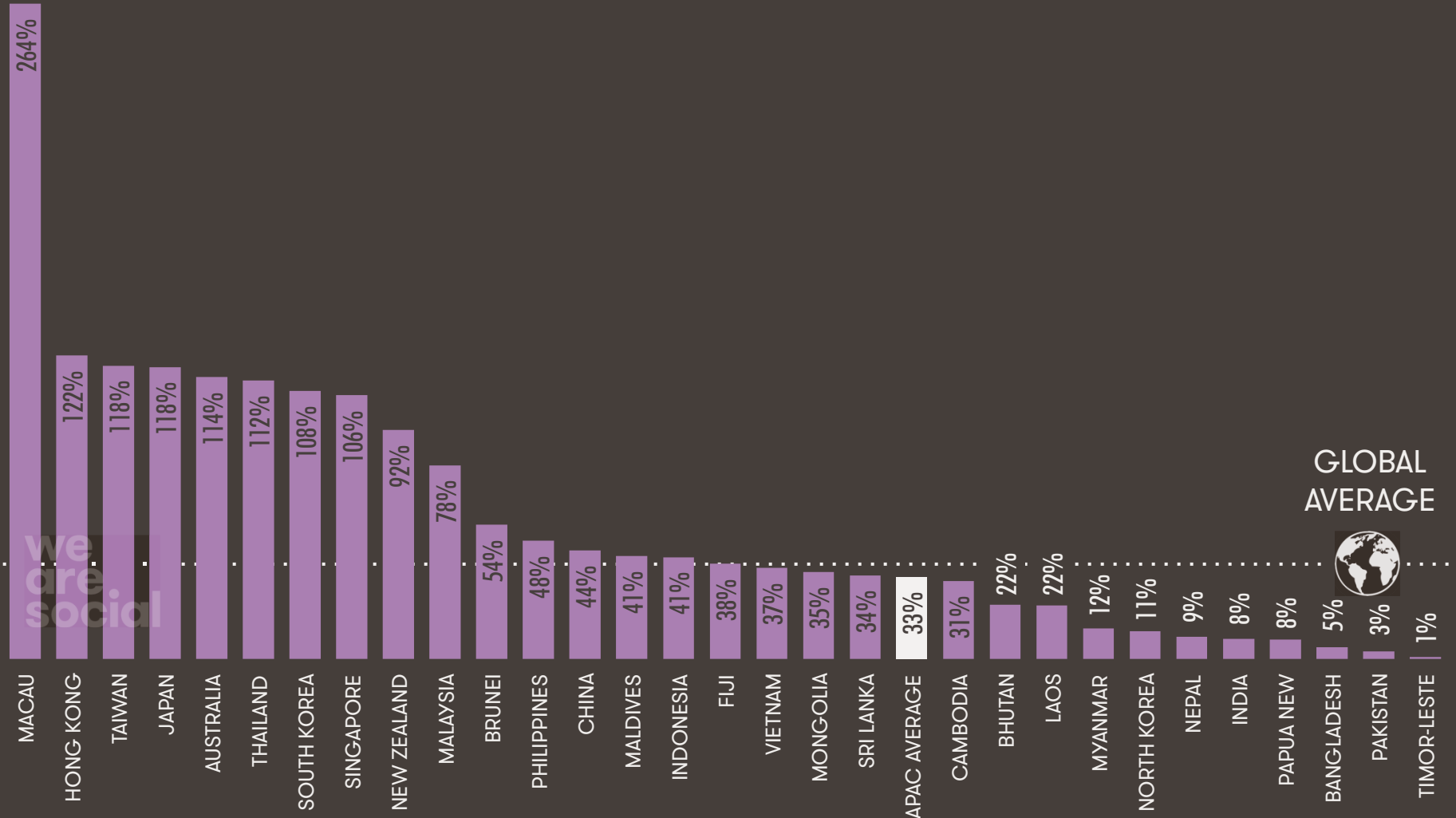
## ACTIVE 3G & 4G MOBILE CONNECTIONS, COMPARED TO THE TOTAL POPULATION



MAR  
2015

# MOBILE BROADBAND

ACTIVE 3G & 4G MOBILE CONNECTIONS, COMPARED TO THE TOTAL POPULATION



Source: Based on data from GSMA Intelligence, Q4 2014. Note that figures are based on mobile connections, not unique mobile users.



# APAC COUNTRY SNAPSHOTS



# AUSTRALIA

**MAR  
2015**

# DIGITAL IN AUSTRALIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**23.76  
MILLION**

URBANISATION: 89%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**21.18  
MILLION**

PENETRATION: 89%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**13.80  
MILLION**

PENETRATION: 58%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**30.00  
MILLION**

vs. POPULATION: 126%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**12.40  
MILLION**

PENETRATION: 52%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS



MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+17%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**+8%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**+23%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+15%**

SINCE JAN 2014

MAR  
2015

# TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS



AVERAGE DAILY USE  
OF THE INTERNET  
VIA A PC OR TABLET  
(INTERNET USERS)



AVERAGE DAILY USE  
OF THE INTERNET VIA A  
MOBILE PHONE (MOBILE  
INTERNET USERS)



AVERAGE DAILY USE  
OF SOCIAL MEDIA  
VIA ANY DEVICE  
(SOCIAL MEDIA USERS)



AVERAGE DAILY  
TELEVISION VIEWING  
TIME (INTERNET USERS  
WHO WATCH TV)



4H 03M

1H 32M

2H 04M

2H 47M

**MAR  
2015**

# INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**21.2M**

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**89%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



**12.9M**

MOBILE INTERNET USERS AS  
A PERCENTAGE OF THE  
TOTAL POPULATION



**54%**

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



**64%**

YEAR-ON-YEAR:  
**-10%**

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



**23%**

YEAR-ON-YEAR:  
**+32%**

SHARE OF WEB  
PAGES SERVED:  
TABLETS



**13%**

YEAR-ON-YEAR:  
**+12%**

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



**0.1%**

YEAR-ON-YEAR:  
**+43%**

**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**13.8M**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**58%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**12.4M**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION

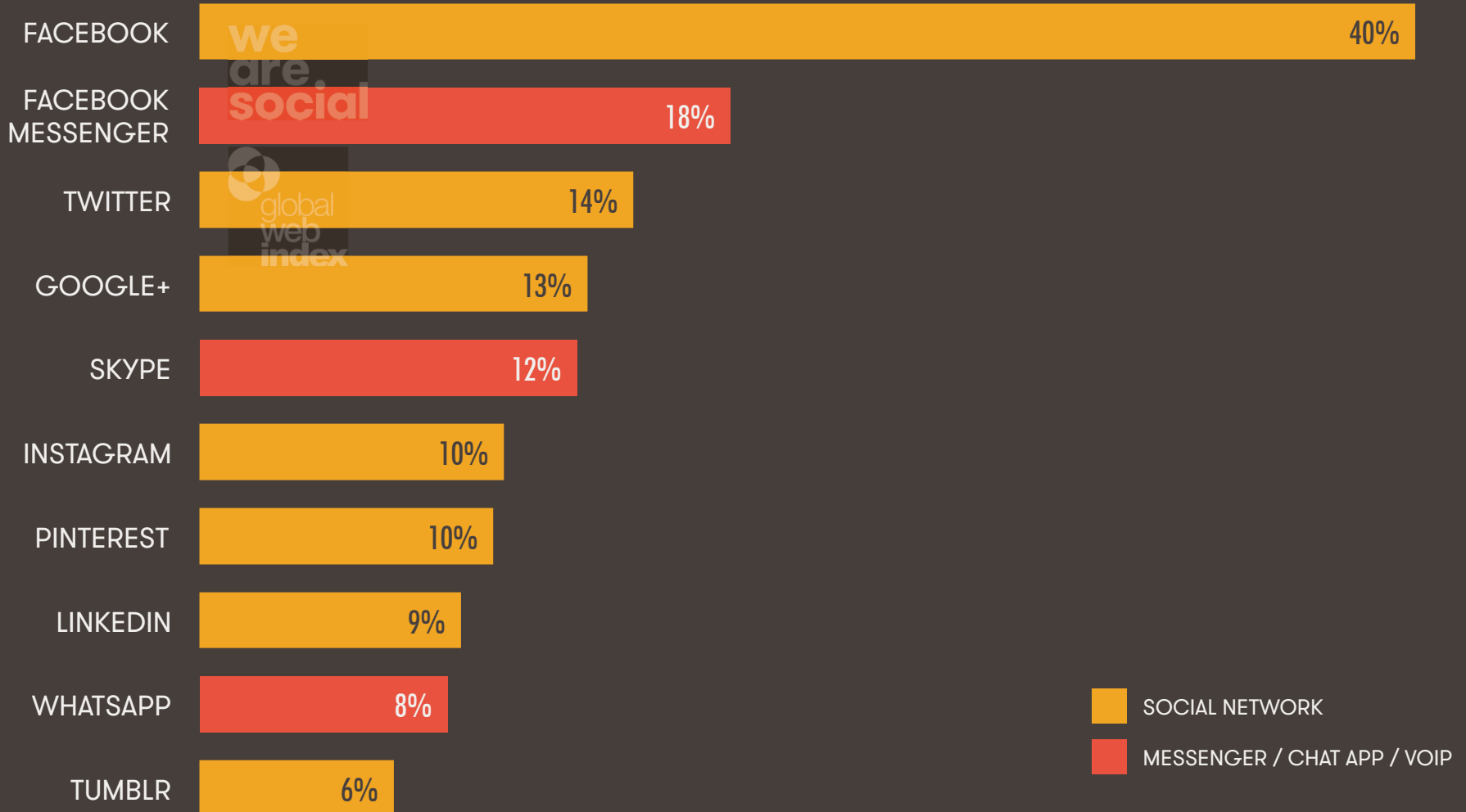


**52%**

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2015

# TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



MAR  
2015

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



30.0M

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



126%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



35%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



65%

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



90%

MAR  
2015

# MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION USING  
SOCIAL MEDIA APPS



we  
are  
social

26%

PERCENTAGE OF THE  
POPULATION WATCHING  
VIDEOS ON MOBILE



global  
web  
index

23%

PERCENTAGE OF THE  
POPULATION PLAYING  
GAMES ON MOBILE



we  
are  
social

16%

PERCENTAGE OF THE  
POPULATION USING MOBILE  
LOCATION-BASED SEARCH



global  
web  
index

16%

PERCENTAGE  
OF THE POPULATION  
USING MOBILE BANKING



28%



MAR  
2015

# E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION WHO USED A PC  
TO RESEARCH A PRODUCT TO  
BUY LAST MONTH



50%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE  
VIA A PC LAST MONTH



51%

PERCENTAGE OF THE  
POPULATION WHO USED A  
MOBILE PHONE TO RESEARCH A  
PRODUCT TO BUY LAST MONTH



20%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE VIA A  
MOBILE PHONE LAST MONTH



15%

we  
are  
social

global  
web  
index

we  
are  
social



**BANGLADESH**

**MAR  
2015**

# DIGITAL IN BANGLADESH

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**157.9  
MILLION**

URBANISATION: 28%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**40.8  
MILLION**

PENETRATION: 26%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**13.2  
MILLION**

PENETRATION: 8%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**121.6  
MILLION**

vs. POPULATION: 77%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**11.6  
MILLION**

PENETRATION: 7%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+12%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**+128%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**+10%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+132%**

SINCE JAN 2014

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



29%

YEAR-ON-YEAR:  
+1%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



70%

YEAR-ON-YEAR:  
-1%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



1%

YEAR-ON-YEAR:  
+18%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0%

YEAR-ON-YEAR:  
-

**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**13.2M**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**8%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**11.6M**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**7%**

MAR  
2015

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



121.6M

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



77%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



97%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



3%

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



6%



# BHUTAN



MAR  
2015

# DIGITAL IN BHUTAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



we  
are  
social

ACTIVE  
INTERNET USERS



we  
are  
social

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

MOBILE  
CONNECTIONS



we  
are  
social

ACTIVE MOBILE  
SOCIAL USERS



**758**  
**THOUSAND**

URBANISATION: 36%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

**219**  
**THOUSAND**

PENETRATION: 29%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

**176**  
**THOUSAND**

PENETRATION: 23%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

**570**  
**THOUSAND**

vs. POPULATION: 75%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

**154**  
**THOUSAND**

PENETRATION: 20%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+20%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**+44%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**+2%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+64%**

SINCE JAN 2014

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



53%

YEAR-ON-YEAR:  
-15%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



44%

YEAR-ON-YEAR:  
+26%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



3%

YEAR-ON-YEAR:  
+20%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0%

YEAR-ON-YEAR:  
-

**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**176K**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**23%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**154K**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**20%**

MAR  
2015

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



570K

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



75%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



96%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



4%

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



29%



# BRUNEI DARUSSALAM

MAR  
2015

# DIGITAL IN BRUNEI DARUSSALAM

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



we  
are  
social

393

THOUSAND

URBANISATION: 76%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



we  
are  
social

319

THOUSAND

PENETRATION: 81%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

260

THOUSAND

PENETRATION: 66%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



we  
are  
social

495

THOUSAND

vs. POPULATION: 126%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



we  
are  
social

240

THOUSAND

PENETRATION: 61%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+29%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**0%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**+5%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**0%**

SINCE JAN 2014



MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



**45%**

YEAR-ON-YEAR:  
**-10%**

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



**45%**

YEAR-ON-YEAR:  
**+11%**

SHARE OF WEB  
PAGES SERVED:  
TABLETS



**10%**

YEAR-ON-YEAR:  
**+2%**

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



**~0%**

YEAR-ON-YEAR:  
**-25%**

**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**260K**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**66%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**240K**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**61%**

**MAR  
2015**

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



**495K**

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**126%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



**83%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



**17%**

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



**43%**



# CAMBODIA

MAR  
2015

# DIGITAL IN CAMBODIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**15.41**  
**MILLION**

URBANISATION: 20%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**3.80**  
**MILLION**

PENETRATION: 25%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**2.40**  
**MILLION**

PENETRATION: 16%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**24.20**  
**MILLION**

vs. POPULATION: 157%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**2.20**  
**MILLION**

PENETRATION: 14%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

we  
are  
social

we  
are  
social

we  
are  
social

we  
are  
social

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+414%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**+100%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**+27%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+108%**

SINCE JAN 2014

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



45%

YEAR-ON-YEAR:  
-14%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



47%

YEAR-ON-YEAR:  
+14%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



8%

YEAR-ON-YEAR:  
+21%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0%

YEAR-ON-YEAR:  
-

**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**2.40M**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**16%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**2.20M**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**14%**



MAR  
2015

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



we  
are  
social

24.2M

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



we  
are  
social

157%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



we  
are  
social

94%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



we  
are  
social

6%

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



20%



# CHINA

**MAR  
2015**

# DIGITAL IN CHINA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**1.369  
BILLION**

URBANISATION: 54%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**649  
MILLION**

PENETRATION: 47%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**629  
MILLION**

PENETRATION: 46%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**1.300  
BILLION**

vs. POPULATION: 95%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**506  
MILLION**

PENETRATION: 37%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+10%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**+1%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**+8%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+26%**

SINCE JAN 2014

**MAR  
2015**

# TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS



AVERAGE DAILY USE  
OF THE INTERNET  
VIA A PC OR TABLET  
(INTERNET USERS)



AVERAGE DAILY USE  
OF THE INTERNET VIA A  
MOBILE PHONE (MOBILE  
INTERNET USERS)



AVERAGE DAILY USE  
OF SOCIAL MEDIA  
VIA ANY DEVICE  
(SOCIAL MEDIA USERS)



AVERAGE DAILY  
TELEVISION VIEWING  
TIME (INTERNET USERS  
WHO WATCH TV)



**3H 52M**

**2H 35M**

**1H 42M**

**1H 27M**

we  
are  
social

global  
web  
index

we  
are  
social

MAR  
2015

# INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



649M

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



47%

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



571M

MOBILE INTERNET USERS AS  
A PERCENTAGE OF THE  
TOTAL POPULATION



42%

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



**73%**

YEAR-ON-YEAR:  
**-17%**

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



**23%**

YEAR-ON-YEAR:  
**+152%**

SHARE OF WEB  
PAGES SERVED:  
TABLETS



**3%**

YEAR-ON-YEAR:  
**+26%**

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



**0%**

YEAR-ON-YEAR:  
**-**

**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**629M**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**46%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**506M**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



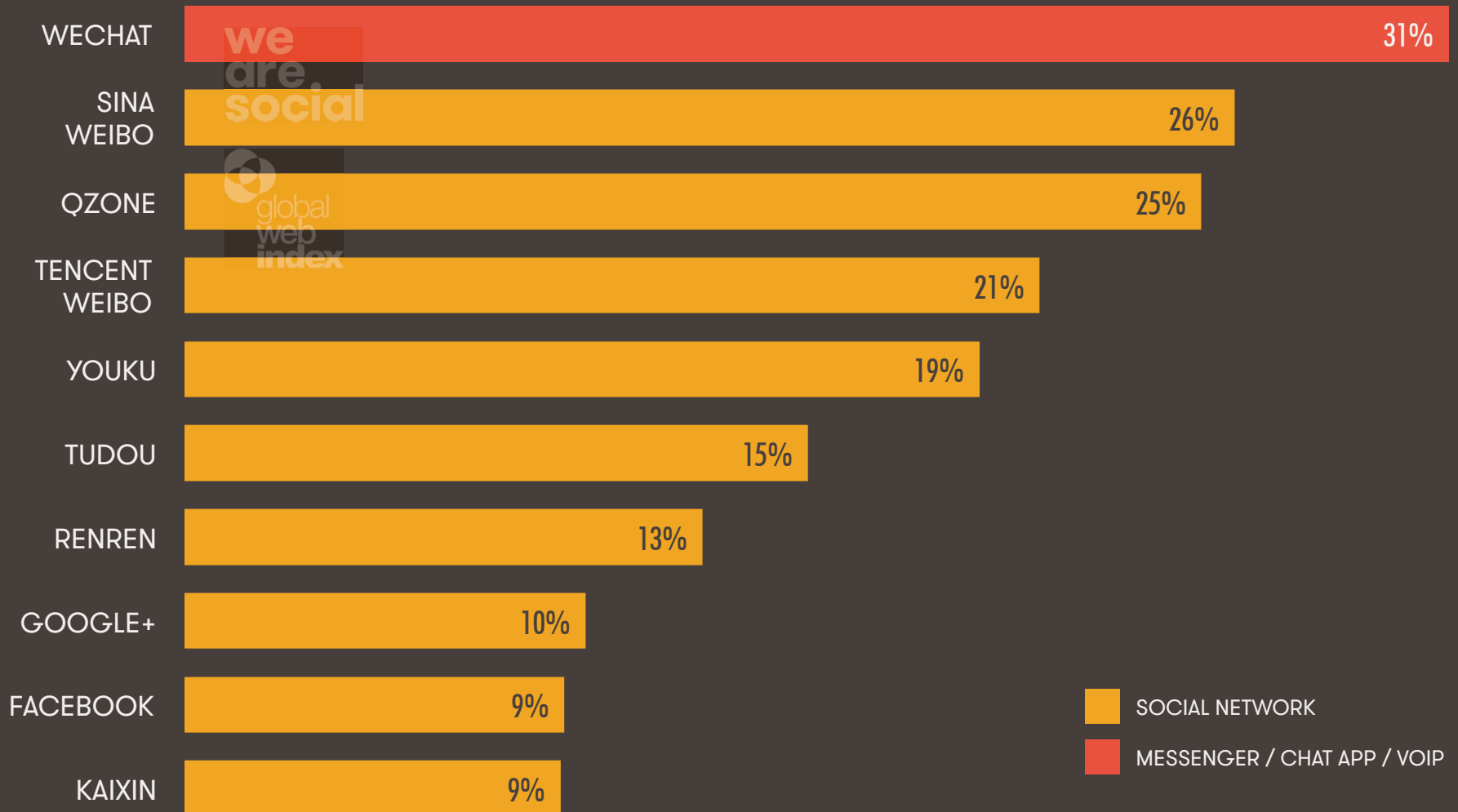
**37%**



MAR  
2015

# TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



**MAR  
2015**

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



**1.3B**

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**95%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



**79%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



**21%**

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



**46%**

MAR  
2015

# MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION USING  
SOCIAL MEDIA APPS



we  
are  
social

17%

PERCENTAGE OF THE  
POPULATION WATCHING  
VIDEOS ON MOBILE



global  
web  
index

22%

PERCENTAGE OF THE  
POPULATION PLAYING  
GAMES ON MOBILE



we  
are  
social

25%

PERCENTAGE OF THE  
POPULATION USING MOBILE  
LOCATION-BASED SEARCH



global  
web  
index

19%

PERCENTAGE  
OF THE POPULATION  
USING MOBILE BANKING



27%

MAR  
2015

# E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION WHO USED A PC  
TO RESEARCH A PRODUCT TO  
BUY LAST MONTH



30%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE  
VIA A PC LAST MONTH



38%

PERCENTAGE OF THE  
POPULATION WHO USED A  
MOBILE PHONE TO RESEARCH A  
PRODUCT TO BUY LAST MONTH



25%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE VIA A  
MOBILE PHONE LAST MONTH

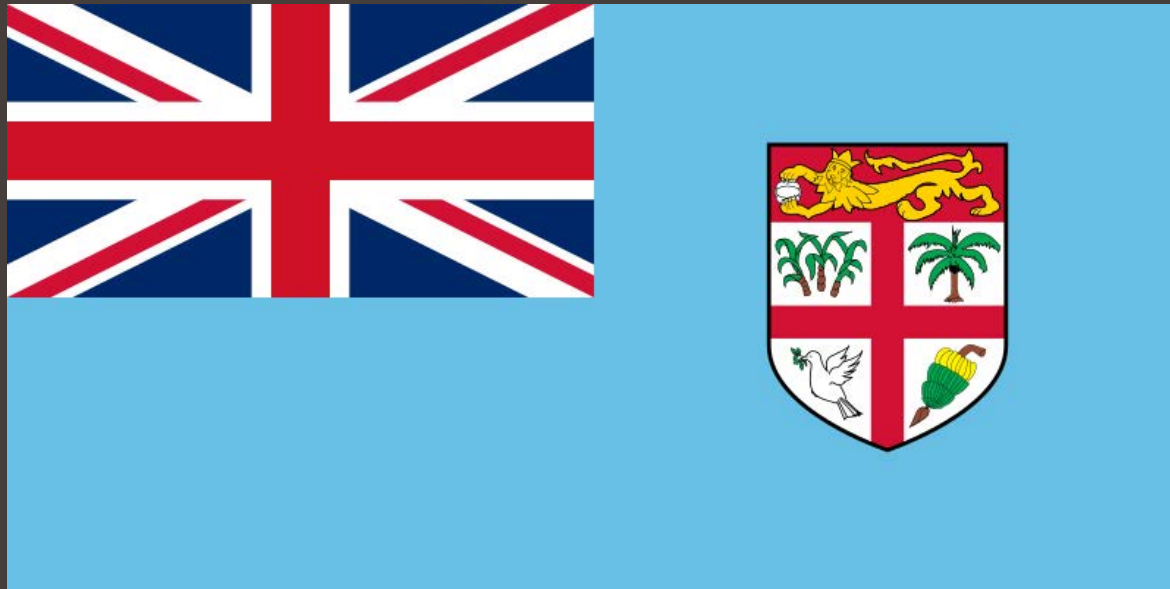


27%

we  
are  
social

global  
web  
index

we  
are  
social



FIJI

MAR  
2015

# DIGITAL IN FIJI

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



we  
are  
social

ACTIVE  
INTERNET USERS



we  
are  
social

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

MOBILE  
CONNECTIONS



we  
are  
social

ACTIVE MOBILE  
SOCIAL USERS



**859**  
**THOUSAND**

URBANISATION: 52%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

**335**  
**THOUSAND**

PENETRATION: 39%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

**340**  
**THOUSAND**

PENETRATION: 40%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

**1.00**  
**MILLION**

vs. POPULATION: 116%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

**300**  
**THOUSAND**

PENETRATION: 35%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



we  
are  
social

**+12%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



we  
are  
social

**+31%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



we  
are  
social

**+16%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+52%**

SINCE JAN 2014

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



66%

YEAR-ON-YEAR:  
-4%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



30%

YEAR-ON-YEAR:  
+16%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



4%

YEAR-ON-YEAR:  
-23%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0%

YEAR-ON-YEAR:  
-



**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**340K**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**40%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**300K**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**35%**

MAR  
2015

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



1.0M

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



116%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



94%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID

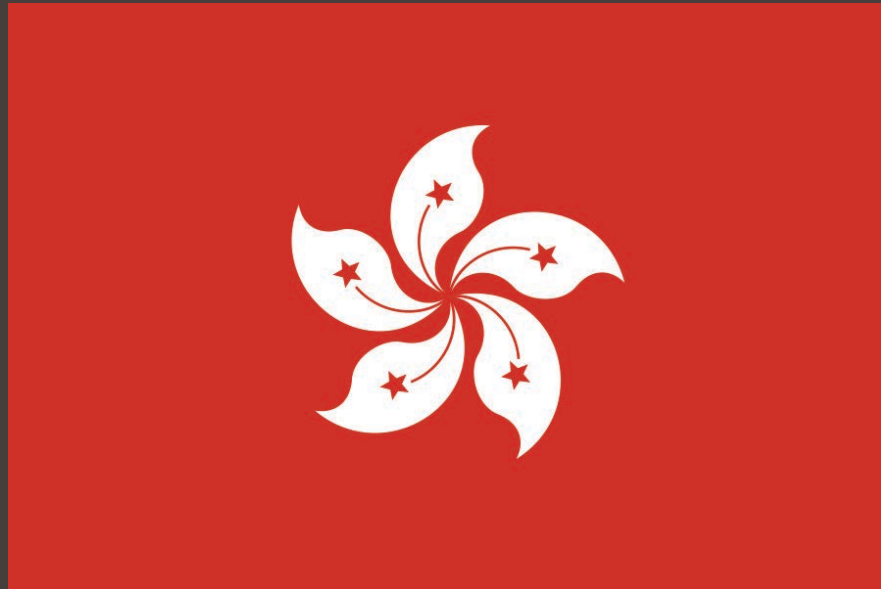


6%

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



33%



# HONG KONG

**MAR  
2015**

# DIGITAL IN HONG KONG

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**7.26  
MILLION**

URBANISATION: 100%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**5.75  
MILLION**

PENETRATION: 79%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**4.80  
MILLION**

PENETRATION: 66%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**12.70  
MILLION**

vs. POPULATION: 175%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**4.20  
MILLION**

PENETRATION: 58%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+10%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**+9%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**-23%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+11%**

SINCE JAN 2014

MAR  
2015

# TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS



AVERAGE DAILY USE  
OF THE INTERNET  
VIA A PC OR TABLET  
(INTERNET USERS)



AVERAGE DAILY USE  
OF THE INTERNET VIA A  
MOBILE PHONE (MOBILE  
INTERNET USERS)



AVERAGE DAILY USE  
OF SOCIAL MEDIA  
VIA ANY DEVICE  
(SOCIAL MEDIA USERS)



AVERAGE DAILY  
TELEVISION VIEWING  
TIME (INTERNET USERS  
WHO WATCH TV)



3H 25M

2H 18M

1H 50M

1H 49M

MAR  
2015

# INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



5.75M

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



79%

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



4.65M

MOBILE INTERNET USERS AS  
A PERCENTAGE OF THE  
TOTAL POPULATION



64%

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



64%

YEAR-ON-YEAR:  
-13%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



29%

YEAR-ON-YEAR:  
+55%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



7%

YEAR-ON-YEAR:  
-11%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0%

YEAR-ON-YEAR:  
-



**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**4.80M**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**66%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**4.20M**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION

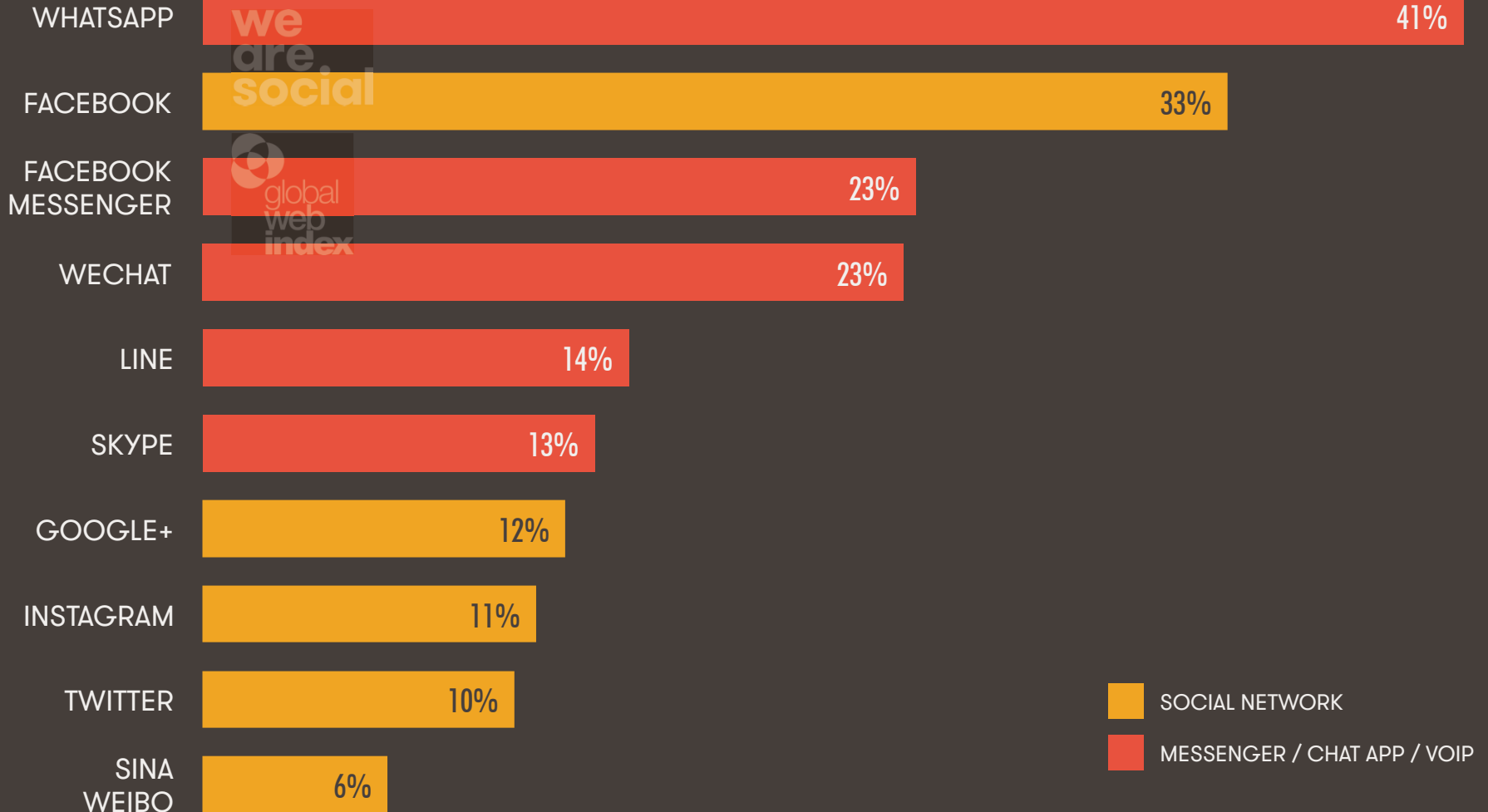


**58%**

MAR  
2015

# TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



MAR  
2015

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



12.7M

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



175%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



42%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



58%

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



70%

MAR  
2015

# MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION USING  
SOCIAL MEDIA APPS



we  
are  
social

27%

PERCENTAGE OF THE  
POPULATION WATCHING  
VIDEOS ON MOBILE



global  
web  
index

36%

PERCENTAGE OF THE  
POPULATION PLAYING  
GAMES ON MOBILE



we  
are  
social

32%

PERCENTAGE OF THE  
POPULATION USING MOBILE  
LOCATION-BASED SEARCH



global  
web  
index

26%

PERCENTAGE  
OF THE POPULATION  
USING MOBILE BANKING



29%

MAR  
2015

# E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION WHO USED A PC  
TO RESEARCH A PRODUCT TO  
BUY LAST MONTH



38%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE  
VIA A PC LAST MONTH



39%

PERCENTAGE OF THE  
POPULATION WHO USED A  
MOBILE PHONE TO RESEARCH A  
PRODUCT TO BUY LAST MONTH



25%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE VIA A  
MOBILE PHONE LAST MONTH



22%

we  
are  
social

global  
web  
index

we  
are  
social



# INDIA

**MAR  
2015**

# DIGITAL IN INDIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**1.268  
BILLION**

URBANISATION: 31%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**243  
MILLION**

PENETRATION: 19%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**124  
MILLION**

PENETRATION: 10%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**946  
MILLION**

vs. POPULATION: 75%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**108  
MILLION**

PENETRATION: 9%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+14%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**+38%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**+6%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+50%**

SINCE JAN 2014



MAR  
2015

# TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS



AVERAGE DAILY USE  
OF THE INTERNET  
VIA A PC OR TABLET  
(INTERNET USERS)



AVERAGE DAILY USE  
OF THE INTERNET VIA A  
MOBILE PHONE (MOBILE  
INTERNET USERS)



AVERAGE DAILY USE  
OF SOCIAL MEDIA  
VIA ANY DEVICE  
(SOCIAL MEDIA USERS)



AVERAGE DAILY  
TELEVISION VIEWING  
TIME (INTERNET USERS  
WHO WATCH TV)



5H 04M

3H 24M

2H 31M

1H 58M

**MAR  
2015**

# INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**243M**

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**19%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



**200M**

MOBILE INTERNET USERS AS  
A PERCENTAGE OF THE  
TOTAL POPULATION



**16%**

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



31%

YEAR-ON-YEAR:  
-10%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



68%

YEAR-ON-YEAR:  
+5%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



1%

YEAR-ON-YEAR:  
+12%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0%

YEAR-ON-YEAR:  
-

**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**124M**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**10%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**108M**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION

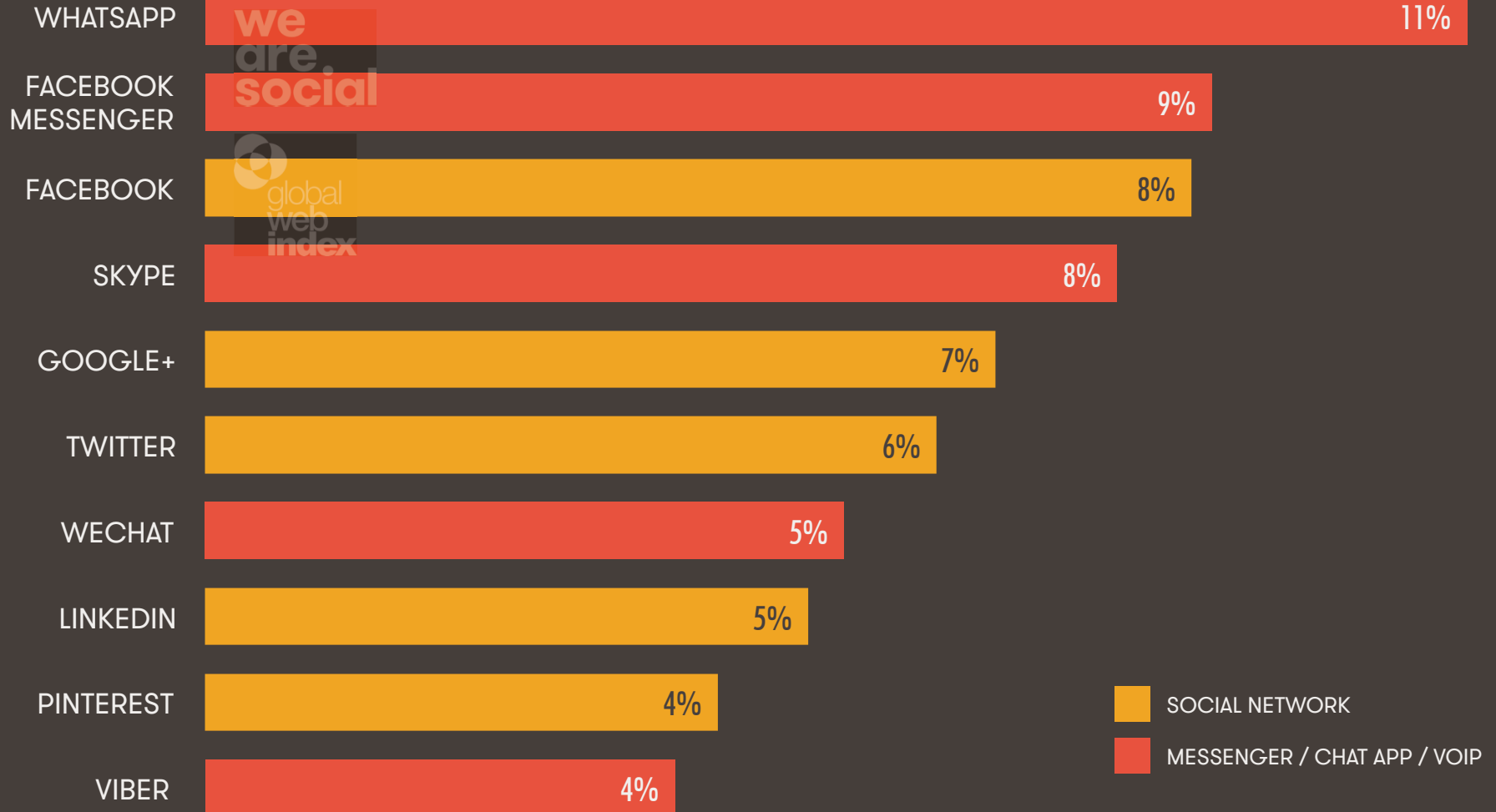


**9%**

MAR  
2015

# TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



MAR  
2015

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



946M

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



75%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



95%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



5%

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



11%

MAR  
2015

# MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION USING  
SOCIAL MEDIA APPS



we  
are  
social

9%

PERCENTAGE OF THE  
POPULATION WATCHING  
VIDEOS ON MOBILE



global  
web  
index

10%

PERCENTAGE OF THE  
POPULATION PLAYING  
GAMES ON MOBILE



we  
are  
social

8%

PERCENTAGE OF THE  
POPULATION USING MOBILE  
LOCATION-BASED SEARCH



global  
web  
index

8%

PERCENTAGE  
OF THE POPULATION  
USING MOBILE BANKING



9%

MAR  
2015

# E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION WHO USED A PC  
TO RESEARCH A PRODUCT TO  
BUY LAST MONTH



13%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE  
VIA A PC LAST MONTH



14%

PERCENTAGE OF THE  
POPULATION WHO USED A  
MOBILE PHONE TO RESEARCH A  
PRODUCT TO BUY LAST MONTH



9%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE VIA A  
MOBILE PHONE LAST MONTH



9%

we  
are  
social

global  
web  
index

we  
are  
social

Source: GlobalWebIndex, Q4 2014. Based on a survey of internet users aged 16-64. Figures represent percentage of the total population.

@wearesocialsg • 144





# INDONESIA

**MAR  
2015**

# DIGITAL IN INDONESIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**255.5  
MILLION**

URBANISATION: 51%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**72.7  
MILLION**

PENETRATION: 28%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**74.0  
MILLION**

PENETRATION: 29%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**308.2  
MILLION**

vs. POPULATION: 121%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**64.0  
MILLION**

PENETRATION: 25%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



0%

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



+19%

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



+9%

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



+23%

SINCE JAN 2014

MAR  
2015

# TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS



AVERAGE DAILY USE  
OF THE INTERNET  
VIA A PC OR TABLET  
(INTERNET USERS)



AVERAGE DAILY USE  
OF THE INTERNET VIA A  
MOBILE PHONE (MOBILE  
INTERNET USERS)



AVERAGE DAILY USE  
OF SOCIAL MEDIA  
VIA ANY DEVICE  
(SOCIAL MEDIA USERS)



AVERAGE DAILY  
TELEVISION VIEWING  
TIME (INTERNET USERS  
WHO WATCH TV)



5H 06M

3H 10M

2H 52M

2H 29M

**MAR  
2015**

# INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**72.7M**

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**28%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



**54.0M**

MOBILE INTERNET USERS AS  
A PERCENTAGE OF THE  
TOTAL POPULATION



**21%**

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



47%

YEAR-ON-YEAR:  
-23%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



49%

YEAR-ON-YEAR:  
+38%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



4%

YEAR-ON-YEAR:  
+5%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0%

YEAR-ON-YEAR:  
-

**MAR  
2015**

# **SOCIAL MEDIA USE**

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**74.0M**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**29%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**64.0M**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION

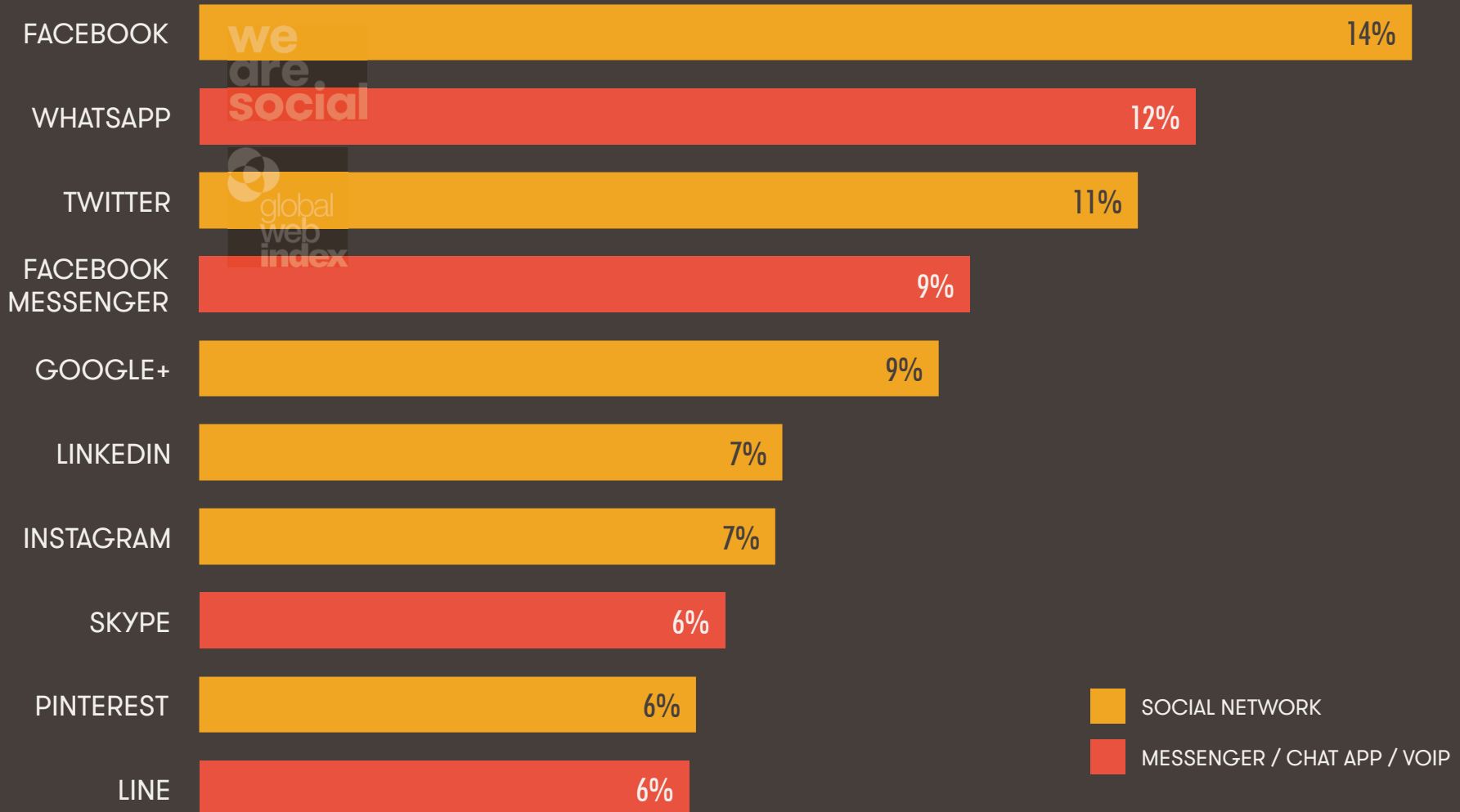


**25%**

MAR  
2015

# TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY





**MAR  
2015**

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



**308M**

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**121%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



**99%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



**1%**

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



**34%**

MAR  
2015

# MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION USING  
SOCIAL MEDIA APPS



we  
are  
social

16%

PERCENTAGE OF THE  
POPULATION WATCHING  
VIDEOS ON MOBILE



global  
web  
index

11%

PERCENTAGE OF THE  
POPULATION PLAYING  
GAMES ON MOBILE



we  
are  
social

10%

PERCENTAGE OF THE  
POPULATION USING MOBILE  
LOCATION-BASED SEARCH



global  
web  
index

9%

PERCENTAGE  
OF THE POPULATION  
USING MOBILE BANKING



11%

MAR  
2015

# E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION WHO USED A PC  
TO RESEARCH A PRODUCT TO  
BUY LAST MONTH



19%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE  
VIA A PC LAST MONTH



17%

PERCENTAGE OF THE  
POPULATION WHO USED A  
MOBILE PHONE TO RESEARCH A  
PRODUCT TO BUY LAST MONTH



12%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE VIA A  
MOBILE PHONE LAST MONTH

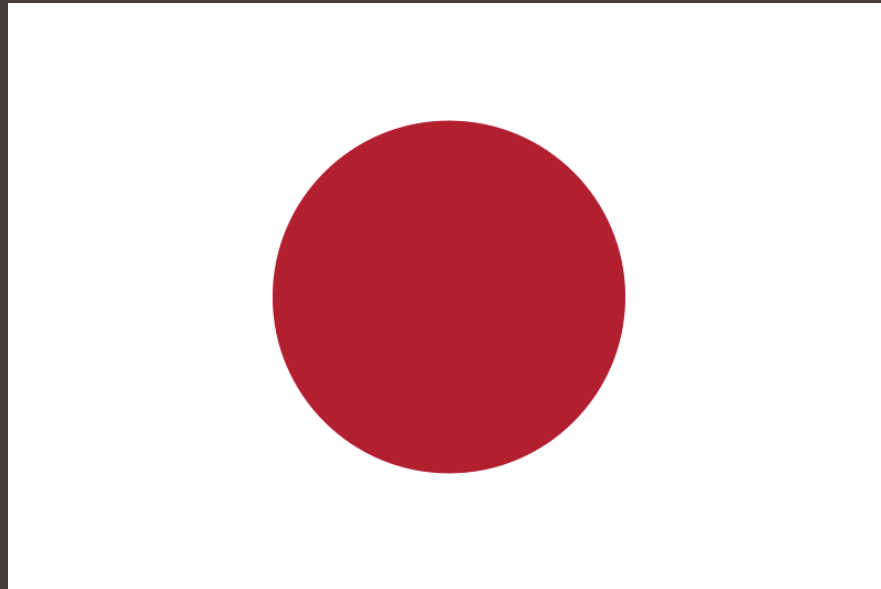


9%

we  
are  
social

global  
web  
index

we  
are  
social



**JAPAN**

**MAR  
2015**

# DIGITAL IN JAPAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**127.0  
MILLION**

URBANISATION: 91%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**109.6  
MILLION**

PENETRATION: 86%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**24.0  
MILLION**

PENETRATION: 19%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**155.6  
MILLION**

vs. POPULATION: 123%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**22.0  
MILLION**

PENETRATION: 17%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

we  
are  
social

we  
are  
social

we  
are  
social

we  
are  
social

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+9%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**+9%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**+12%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+15%**

SINCE JAN 2014

MAR  
2015

# TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS



AVERAGE DAILY USE  
OF THE INTERNET  
VIA A PC OR TABLET  
(INTERNET USERS)



we  
are  
social

AVERAGE DAILY USE  
OF THE INTERNET VIA A  
MOBILE PHONE (MOBILE  
INTERNET USERS)



global  
web  
index

AVERAGE DAILY USE  
OF SOCIAL MEDIA  
VIA ANY DEVICE  
(SOCIAL MEDIA USERS)



we  
are  
social

AVERAGE DAILY  
TELEVISION VIEWING  
TIME (INTERNET USERS  
WHO WATCH TV)



3H 07M

0H 59M

0H 40M

2H 17M

**MAR  
2015**

# INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**109.6M**

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**86%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



**43.6M**

MOBILE INTERNET USERS AS  
A PERCENTAGE OF THE  
TOTAL POPULATION



**34%**



MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



67%

YEAR-ON-YEAR:  
-10%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



28%

YEAR-ON-YEAR:  
+33%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



5%

YEAR-ON-YEAR:  
+19%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0.2%

YEAR-ON-YEAR:  
-29%

**MAR  
2015**

# **SOCIAL MEDIA USE**

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**24.0M**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**19%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**22.0M**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION

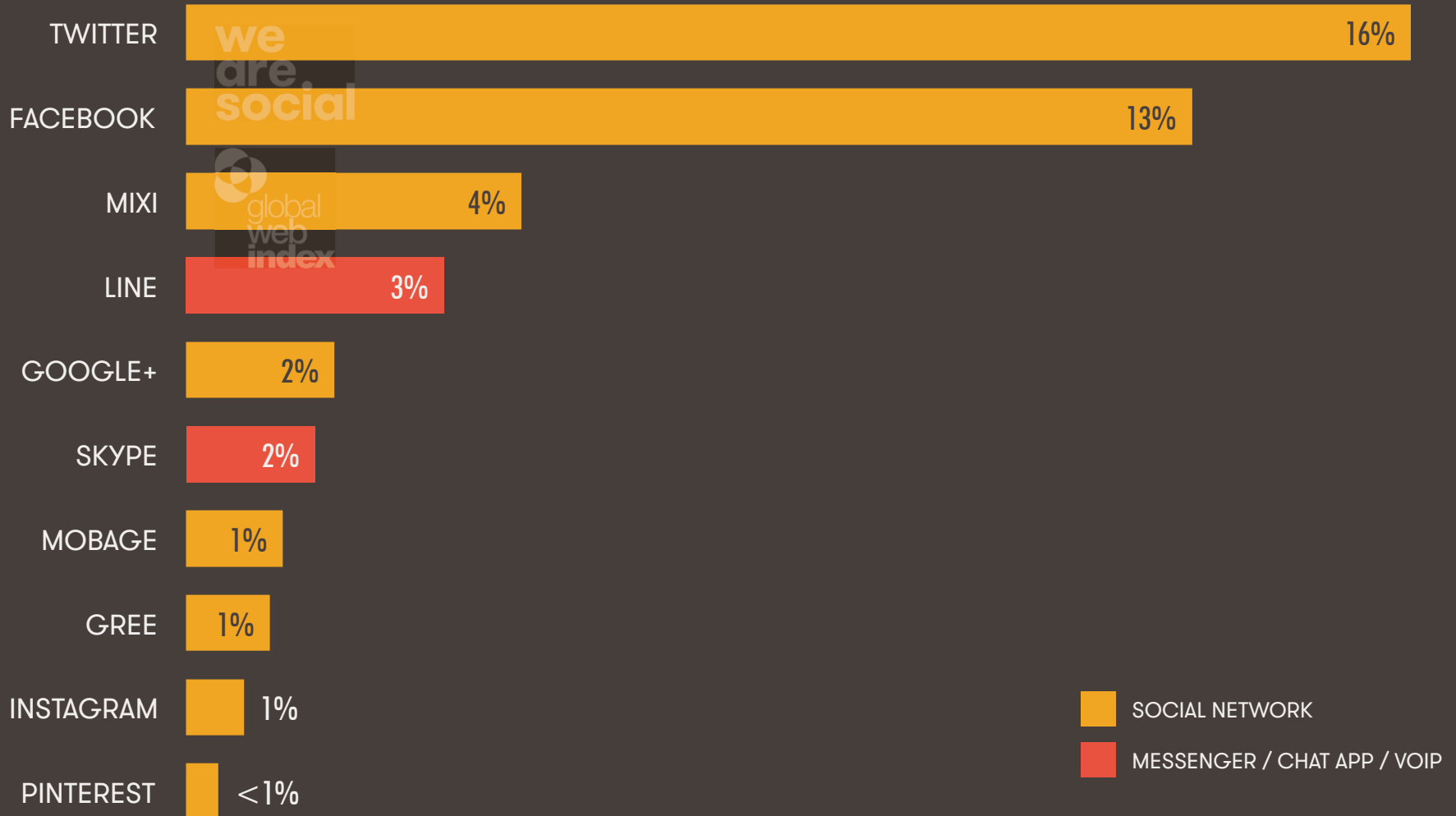


**17%**

MAR  
2015

# TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



**MAR  
2015**

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



**156M**

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**123%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



**1%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



**99%**

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



**96%**

MAR  
2015

# MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION USING  
SOCIAL MEDIA APPS



we  
are  
social

5%

PERCENTAGE OF THE  
POPULATION WATCHING  
VIDEOS ON MOBILE



global  
web  
index

5%

PERCENTAGE OF THE  
POPULATION PLAYING  
GAMES ON MOBILE



we  
are  
social

7%

PERCENTAGE OF THE  
POPULATION USING MOBILE  
LOCATION-BASED SEARCH



global  
web  
index

10%

PERCENTAGE  
OF THE POPULATION  
USING MOBILE BANKING



8%

MAR  
2015

# E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION WHO USED A PC  
TO RESEARCH A PRODUCT TO  
BUY LAST MONTH



43%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE  
VIA A PC LAST MONTH



40%

PERCENTAGE OF THE  
POPULATION WHO USED A  
MOBILE PHONE TO RESEARCH A  
PRODUCT TO BUY LAST MONTH



11%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE VIA A  
MOBILE PHONE LAST MONTH

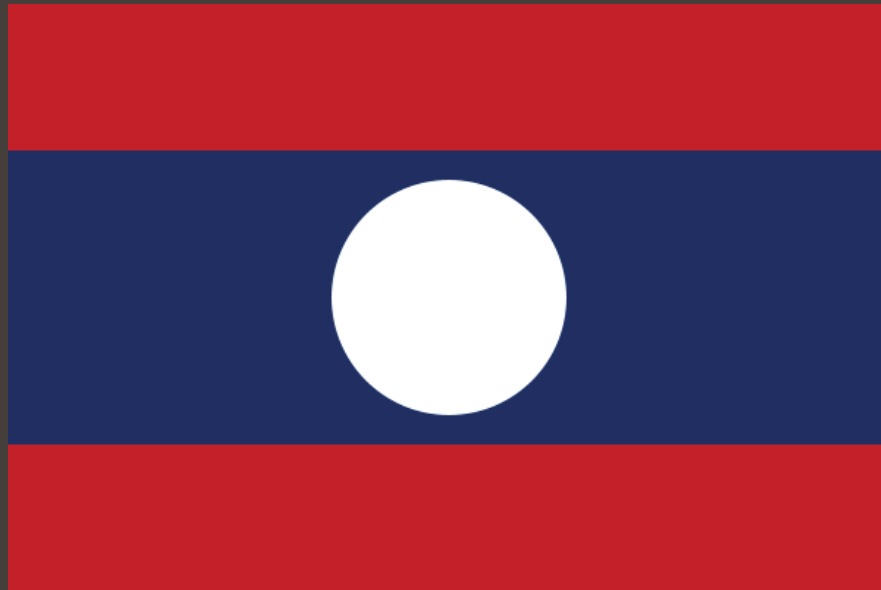


6%

we  
are  
social

global  
web  
index

we  
are  
social



**LAOS**

MAR  
2015

# DIGITAL IN LAOS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



we  
are  
social

**6.80**  
**MILLION**

URBANISATION: 34%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



we  
are  
social

**850**  
**THOUSAND**

PENETRATION: 13%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**680**  
**THOUSAND**

PENETRATION: 10%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



we  
are  
social

**7.00**  
**MILLION**

vs. POPULATION: 103%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



we  
are  
social

**620**  
**THOUSAND**

PENETRATION: 9%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS



MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+20%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**+62%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**+8%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+72%**

SINCE JAN 2014

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



42%

YEAR-ON-YEAR:  
-13%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



53%

YEAR-ON-YEAR:  
+16%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



5%

YEAR-ON-YEAR:  
-16%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0%

YEAR-ON-YEAR:  
-

**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**680K**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**10%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**620K**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**9%**

MAR  
2015

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



7.00M

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



103%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



98%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



2%

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



21%



# MACAU

MAR  
2015

# DIGITAL IN MACAU

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



we  
are  
social

ACTIVE  
INTERNET USERS



we  
are  
social

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

MOBILE  
CONNECTIONS



we  
are  
social

ACTIVE MOBILE  
SOCIAL USERS



**631**  
**THOUSAND**

URBANISATION: 100%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

**387**  
**THOUSAND**

PENETRATION: 61%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

**320**  
**THOUSAND**

PENETRATION: 51%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

**1.700**  
**MILLION**

vs. POPULATION: 269 %

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

**300**  
**THOUSAND**

PENETRATION: 48%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+4%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**+7%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**+5%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+15%**

SINCE JAN 2014

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



**57%**

YEAR-ON-YEAR:  
**-20%**

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



**34%**

YEAR-ON-YEAR:  
**+65%**

SHARE OF WEB  
PAGES SERVED:  
TABLETS



**8%**

YEAR-ON-YEAR:  
**+7%**

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



**~0%**

YEAR-ON-YEAR:  
**+100%**

we  
are  
social

we  
are  
social

we  
are  
social



**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**320K**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**51%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**300**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**48%**

**MAR  
2015**

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



**1.70M**

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**269%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



**64%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



**36%**

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



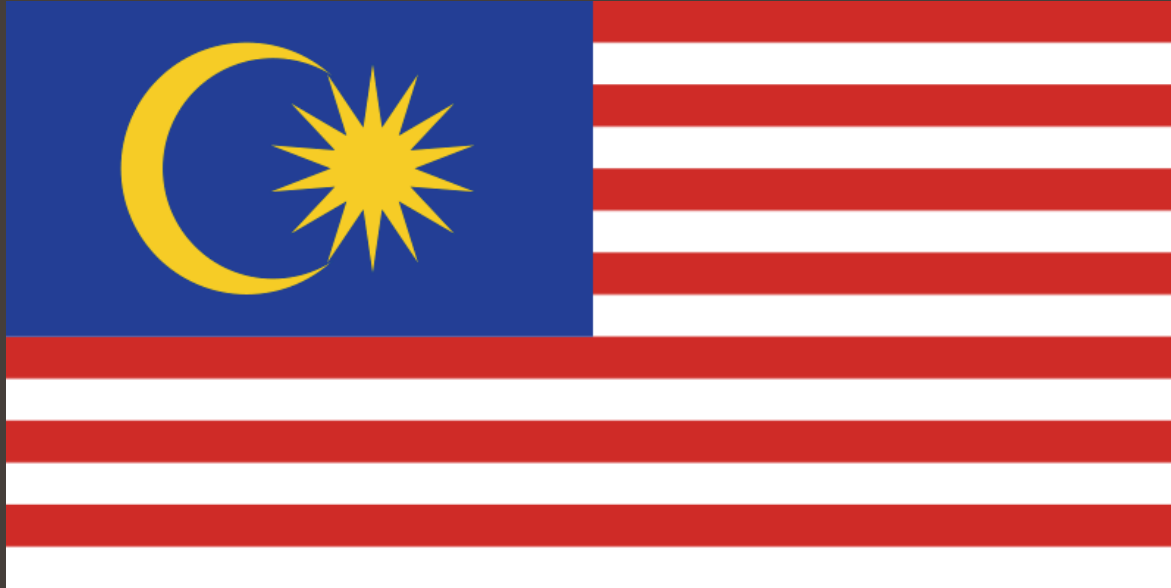
**98%**

we  
are  
social

we  
are  
social

we  
are  
social

we  
are  
social



# MALAYSIA

**MAR  
2015**

# DIGITAL IN MALAYSIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**30.51  
MILLION**

URBANISATION: 73%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**20.14  
MILLION**

PENETRATION: 66%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**17.00  
MILLION**

PENETRATION: 56%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**41.80  
MILLION**

vs. POPULATION: 137%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**15.40  
MILLION**

PENETRATION: 50%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+5%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**+9%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**+1%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+18%**

SINCE JAN 2014

**MAR  
2015**

# TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS



AVERAGE DAILY USE  
OF THE INTERNET  
VIA A PC OR TABLET  
(INTERNET USERS)



AVERAGE DAILY USE  
OF THE INTERNET VIA A  
MOBILE PHONE (MOBILE  
INTERNET USERS)



AVERAGE DAILY USE  
OF SOCIAL MEDIA  
VIA ANY DEVICE  
(SOCIAL MEDIA USERS)



AVERAGE DAILY  
TELEVISION VIEWING  
TIME (INTERNET USERS  
WHO WATCH TV)



**5H 04M**

**3H 39M**

**3H 27M**

**2H 24M**

**MAR  
2015**

# INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**20.1M**

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**66%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



**16.5M**

MOBILE INTERNET USERS AS  
A PERCENTAGE OF THE  
TOTAL POPULATION



**54%**

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



**53%**

YEAR-ON-YEAR:  
**-22%**

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



**40%**

YEAR-ON-YEAR:  
**+58%**

SHARE OF WEB  
PAGES SERVED:  
TABLETS



**7%**

YEAR-ON-YEAR:  
**-**

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



**0%**

YEAR-ON-YEAR:  
**-**



**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**17.0M**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**56%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**15.4M**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION

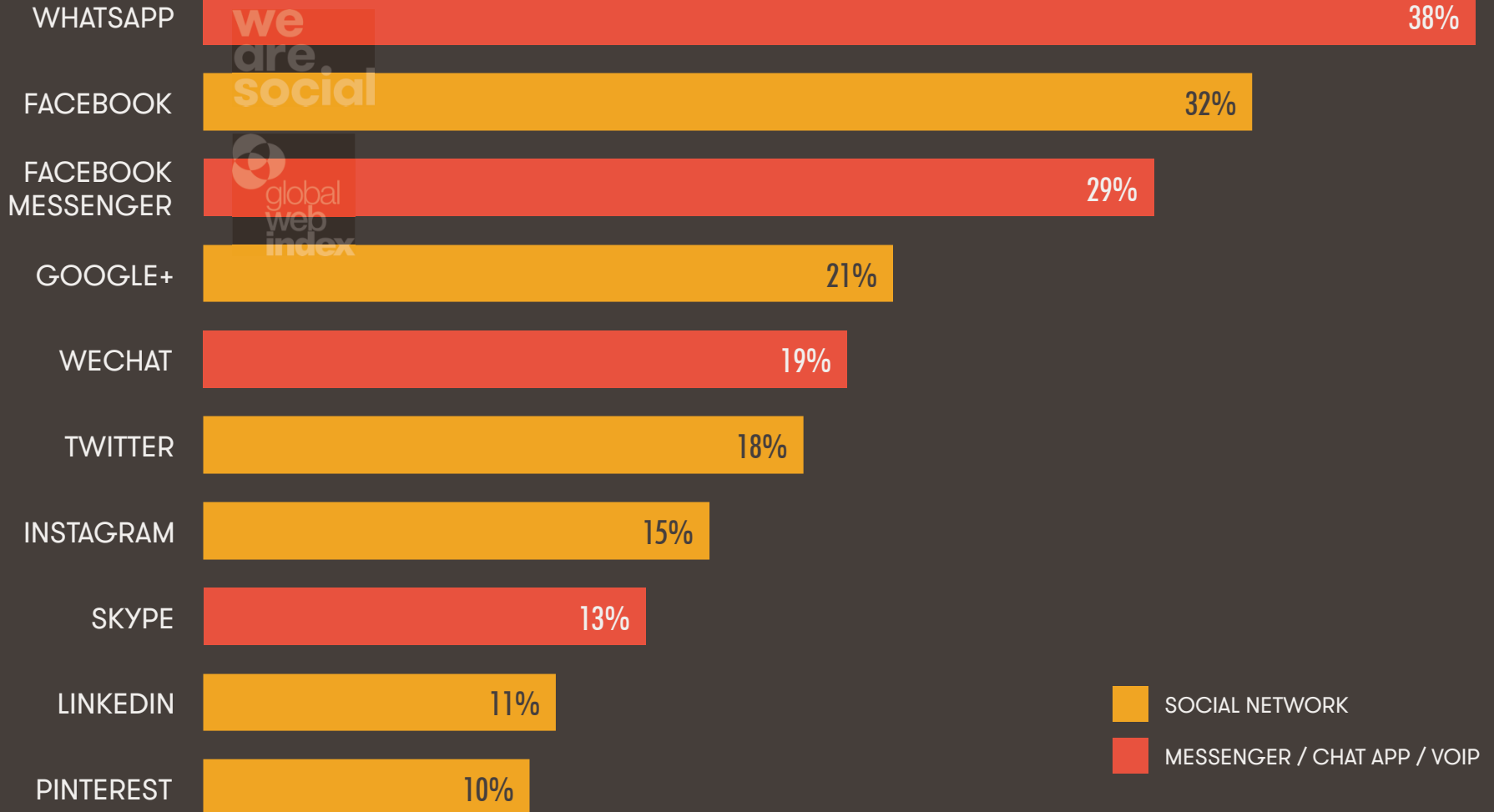


**50%**

MAR  
2015

# TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



**MAR  
2015**

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



**41.8M**

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**137%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



**77%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



**23%**

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



**57%**

**MAR  
2015**

# MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION USING  
SOCIAL MEDIA APPS



we  
are  
social

**31%**

PERCENTAGE OF THE  
POPULATION WATCHING  
VIDEOS ON MOBILE



global  
web  
index

**28%**

PERCENTAGE OF THE  
POPULATION PLAYING  
GAMES ON MOBILE



we  
are  
social

**24%**

PERCENTAGE OF THE  
POPULATION USING MOBILE  
LOCATION-BASED SEARCH



global  
web  
index

**22%**

PERCENTAGE  
OF THE POPULATION  
USING MOBILE BANKING



**27%**

MAR  
2015

# E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION WHO USED A PC  
TO RESEARCH A PRODUCT TO  
BUY LAST MONTH



39%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE  
VIA A PC LAST MONTH



37%

PERCENTAGE OF THE  
POPULATION WHO USED A  
MOBILE PHONE TO RESEARCH A  
PRODUCT TO BUY LAST MONTH



24%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE VIA A  
MOBILE PHONE LAST MONTH

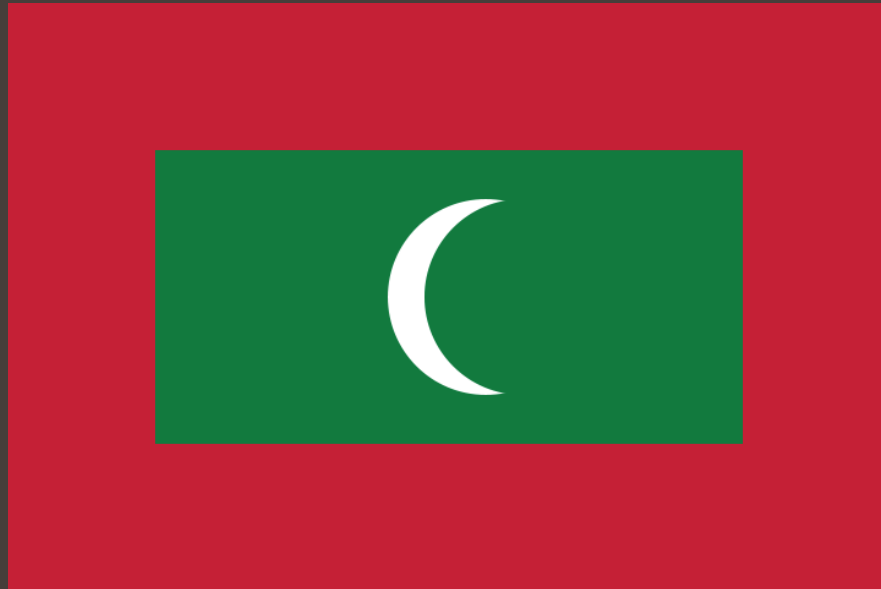


18%

we  
are  
social

global  
web  
index

we  
are  
social



# MALDIVES

MAR  
2015

# DIGITAL IN THE MALDIVES

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



we  
are  
social

ACTIVE  
INTERNET USERS



we  
are  
social

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

MOBILE  
CONNECTIONS



we  
are  
social

ACTIVE MOBILE  
SOCIAL USERS



<b>341</b>	<b>174</b>	<b>200</b>	<b>673</b>	<b>182</b>
<b>THOUSAND</b>	<b>THOUSAND</b>	<b>THOUSAND</b>	<b>THOUSAND</b>	<b>THOUSAND</b>

URBANISATION: 41%

PENETRATION: 51%

PENETRATION: 59%

vs. POPULATION: 197%

PENETRATION: 53%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+13%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**+15%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**+20%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+36%**

SINCE JAN 2014



MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



46%

YEAR-ON-YEAR:  
-18%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



50%

YEAR-ON-YEAR:  
+28%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



4%

YEAR-ON-YEAR:  
-18%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0%

YEAR-ON-YEAR:  
-

**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**200K**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**59%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**182K**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**53%**

MAR  
2015

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



673K

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



197%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



86%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



14%

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



21%



# MONGOLIA

**MAR  
2015**

# DIGITAL IN MONGOLIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



we  
are  
social

**3.00  
MILLION**

URBANISATION: 69%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



we  
are  
social

**636  
THOUSAND**

PENETRATION: 21%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**1.10  
MILLION**

PENETRATION: 37%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



we  
are  
social

**3.10  
MILLION**

vs. POPULATION: 103%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



we  
are  
social

**920  
THOUSAND**

PENETRATION: 31%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+22%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**+53%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**-8%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+70%**

SINCE JAN 2014

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



67%

YEAR-ON-YEAR:  
-15%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



29%

YEAR-ON-YEAR:  
+66%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



4%

YEAR-ON-YEAR:  
+3%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0%

YEAR-ON-YEAR:  
-

**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**1.10M**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**37%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**0.92M**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**31%**



MAR  
2015

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



3.10M

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



103%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



97%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



3%

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



34%



**MYANMAR**

MAR  
2015

# DIGITAL IN MYANMAR

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**51.42**  
**MILLION**

URBANISATION: 33%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**2.60**  
**MILLION**

PENETRATION: 5%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**3.80**  
**MILLION**

PENETRATION: 7%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**13.30**  
**MILLION**

vs. POPULATION: 26%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**3.40**  
**MILLION**

PENETRATION: 7%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+346%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**+206%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**+144%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+204%**

SINCE JAN 2014

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



25%

YEAR-ON-YEAR:  
-48%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



73%

YEAR-ON-YEAR:  
+49%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



3%

YEAR-ON-YEAR:  
-27%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0%

YEAR-ON-YEAR:  
-

**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**3.80M**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**7%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**3.40M**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**7%**

MAR  
2015

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



13.3M

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



26%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



99%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



1%

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



48%



**NEPAL**



**MAR  
2015**

# DIGITAL IN NEPAL

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**28.04  
MILLION**

URBANISATION: 31%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**8.78  
MILLION**

PENETRATION: 31%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**4.80  
MILLION**

PENETRATION: 17%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**25.20  
MILLION**

vs. POPULATION: 90%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**4.40  
MILLION**

PENETRATION: 16%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

we  
are  
social

we  
are  
social

we  
are  
social

we  
are  
social

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



we  
are  
social

**+20%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



we  
are  
social

**+50%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



we  
are  
social

**+39%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+57%**

SINCE JAN 2014

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



50%

YEAR-ON-YEAR:  
-14%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



47%

YEAR-ON-YEAR:  
+20%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



2%

YEAR-ON-YEAR:  
+16%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0%

YEAR-ON-YEAR:  
-

we  
are  
social

we  
are  
social

we  
are  
social

**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**4.80M**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**17%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**4.40M**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**16%**

**MAR  
2015**

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



**25.2M**

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**90%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



**97%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



**3%**

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



**10%**

we  
are  
social

we  
are  
social

we  
are  
social

we  
are  
social



# NEW ZEALAND

MAR  
2015

# DIGITAL IN NEW ZEALAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**4.57**  
MILLION

URBANISATION: 86%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**4.16**  
MILLION

PENETRATION: 91%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**2.60**  
MILLION

PENETRATION: 57%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**5.70**  
MILLION

vs. POPULATION: 125%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**2.20**  
MILLION

PENETRATION: 48%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

we  
are  
social

we  
are  
social

we  
are  
social

we  
are  
social

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+7%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**+8%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**+16%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+16%**

SINCE JAN 2014



MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



**68%**

YEAR-ON-YEAR:  
**-10%**

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



**19%**

YEAR-ON-YEAR:  
**+34%**

SHARE OF WEB  
PAGES SERVED:  
TABLETS



**13%**

YEAR-ON-YEAR:  
**+30%**

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



**0.2%**

YEAR-ON-YEAR:  
**-18%**

**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**2.60M**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**57%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**2.20M**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**48%**

MAR  
2015

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



5.70M

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



125%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



64%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



36%

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



74%



# NORTH KOREA

MAR  
2015

# DIGITAL IN NORTH KOREA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**25.16**  
**MILLION**

URBANISATION: 60%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**8.0**  
**THOUSAND**

PENETRATION: <1%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**8.0**  
**THOUSAND**

PENETRATION: <1%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**2.80**  
**MILLION**

vs. POPULATION: 11%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**5.2**  
**THOUSAND**

PENETRATION: <1%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

we  
are  
social

we  
are  
social

we  
are  
social

we  
are  
social

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



0%

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



-2%

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



+65%

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



+13%

SINCE JAN 2014

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



90%

YEAR-ON-YEAR:  
-1%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



6%

YEAR-ON-YEAR:  
+69%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



5%

YEAR-ON-YEAR:  
-19%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0%

YEAR-ON-YEAR:  
-

we  
are  
social

we  
are  
social

we  
are  
social

**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**8.0K**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**0.03%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**5.2K**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**0.02%**



MAR  
2015

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



2.80M

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



11%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



100%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



0%

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



100%



**PAKISTAN**

**MAR  
2015**

# DIGITAL IN PAKISTAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**189.1  
MILLION**

URBANISATION: 36%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**29.1  
MILLION**

PENETRATION: 15%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**19.6  
MILLION**

PENETRATION: 10%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**149.2  
MILLION**

vs. POPULATION: 79%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**16.2  
MILLION**

PENETRATION: 9%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+47%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**+72%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**+15%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+113%**

SINCE JAN 2014

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



50%

YEAR-ON-YEAR:  
-16%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



46%

YEAR-ON-YEAR:  
+24%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



3%

YEAR-ON-YEAR:  
+13%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0%

YEAR-ON-YEAR:  
-

**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**19.6M**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**10%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**16.2M**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**9%**

MAR  
2015

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



149.2M

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



79%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



97%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



3%

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



4%



# PAPUA NEW GUINEA



**MAR  
2015**

# DIGITAL IN PAPUA NEW GUINEA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



we  
are  
social

**7.40  
MILLION**

URBANISATION: 13%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



we  
are  
social

**426  
THOUSAND**

PENETRATION: 6%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**320  
THOUSAND**

PENETRATION: 4%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



we  
are  
social

**3.60  
MILLION**

vs. POPULATION: 49%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



we  
are  
social

**280  
THOUSAND**

PENETRATION: 4%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

**MAR  
2015**

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+193%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**+23%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**+33%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+17%**

SINCE JAN 2014

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



12%

YEAR-ON-YEAR:  
+50%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



87%

YEAR-ON-YEAR:  
-5%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



1%

YEAR-ON-YEAR:  
+66%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0%

YEAR-ON-YEAR:  
-

**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**320K**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**4%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**280K**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**4%**

MAR  
2015

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



3.60M

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



49%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



85%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



15%

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



16%



# THE PHILIPPINES

**MAR  
2015**

# DIGITAL IN THE PHILIPPINES

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**101.1  
MILLION**

URBANISATION: 49%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**44.2  
MILLION**

PENETRATION: 44%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**42.0  
MILLION**

PENETRATION: 42%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**114.6  
MILLION**

vs. POPULATION: 113%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**36.0  
MILLION**

PENETRATION: 36%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



we  
are  
social

**+18%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



we  
are  
social

**+24%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



we  
are  
social

**+7%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+50%**

SINCE JAN 2014



**MAR  
2015**

# TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS



AVERAGE DAILY USE  
OF THE INTERNET  
VIA A PC OR TABLET  
(INTERNET USERS)



we  
are  
social

AVERAGE DAILY USE  
OF THE INTERNET VIA A  
MOBILE PHONE (MOBILE  
INTERNET USERS)



global  
web  
index

AVERAGE DAILY USE  
OF SOCIAL MEDIA  
VIA ANY DEVICE  
(SOCIAL MEDIA USERS)



we  
are  
social

AVERAGE DAILY  
TELEVISION VIEWING  
TIME (INTERNET USERS  
WHO WATCH TV)



**6H 17M**

**3H 19M**

**4H 15M**

**2H 47M**

**MAR  
2015**

# INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**44.2M**

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**44%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



**32.0M**

MOBILE INTERNET USERS AS  
A PERCENTAGE OF THE  
TOTAL POPULATION



**32%**

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



70%

YEAR-ON-YEAR:  
-15%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



22%

YEAR-ON-YEAR:  
+82%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



8%

YEAR-ON-YEAR:  
+31%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0%

YEAR-ON-YEAR:  
-

**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**42.0M**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**42%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**36.0M**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION

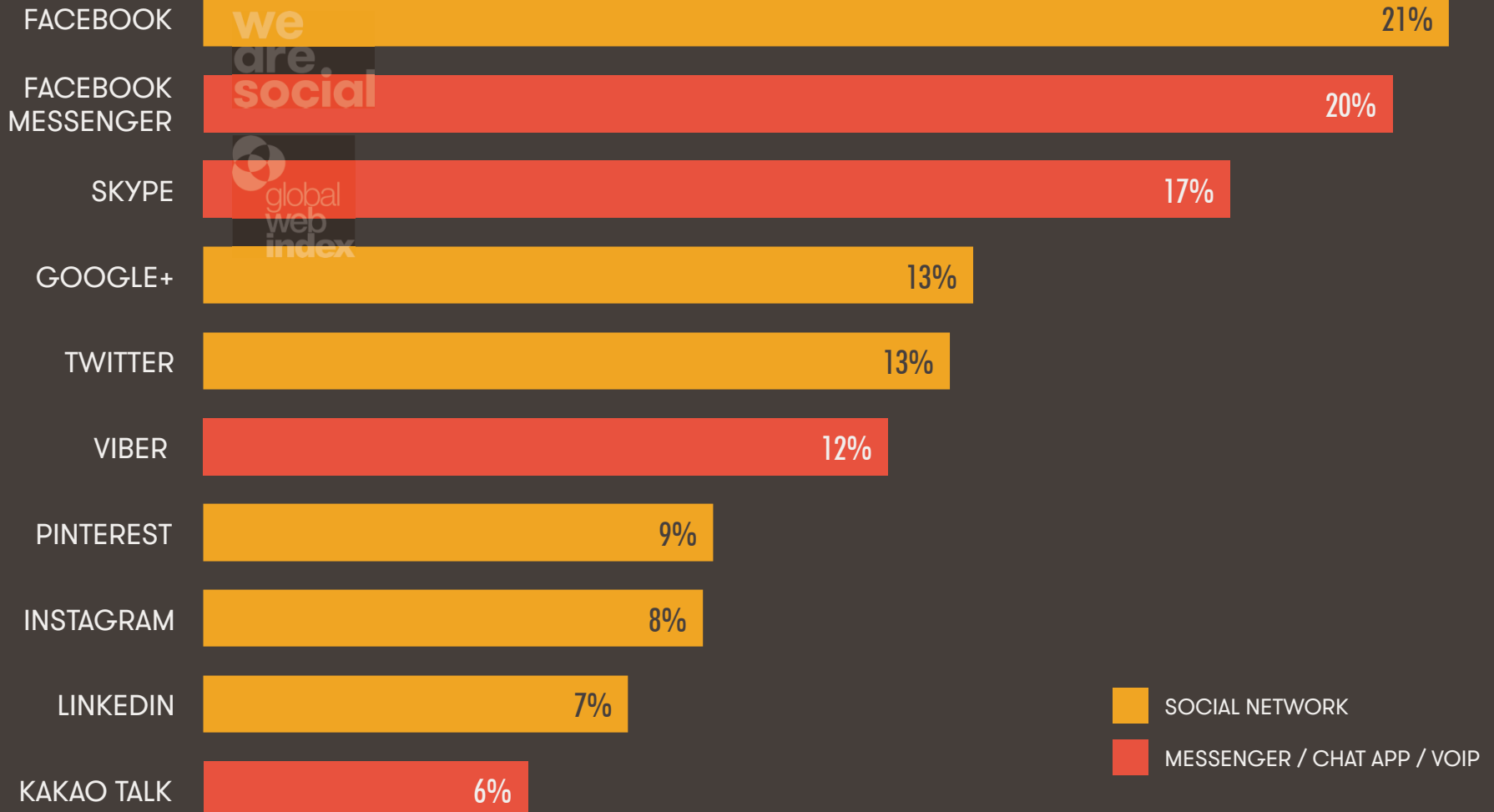


**36%**

MAR  
2015

# TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



Source: GlobalWebIndex, Q4 2014. Figures represent percentage of the total national population using the platform in the past month.

**MAR  
2015**

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



**115M**

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**113%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



**96%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



**4%**

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



**42%**

**MAR  
2015**

# MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION USING  
SOCIAL MEDIA APPS



we  
are  
social

**19%**

PERCENTAGE OF THE  
POPULATION WATCHING  
VIDEOS ON MOBILE



global  
web  
index

**19%**

PERCENTAGE OF THE  
POPULATION PLAYING  
GAMES ON MOBILE



we  
are  
social

**15%**

PERCENTAGE OF THE  
POPULATION USING MOBILE  
LOCATION-BASED SEARCH



global  
web  
index

**13%**

PERCENTAGE  
OF THE POPULATION  
USING MOBILE BANKING



**14%**

MAR  
2015

# E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION WHO USED A PC  
TO RESEARCH A PRODUCT TO  
BUY LAST MONTH



24%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE  
VIA A PC LAST MONTH



21%

PERCENTAGE OF THE  
POPULATION WHO USED A  
MOBILE PHONE TO RESEARCH A  
PRODUCT TO BUY LAST MONTH



15%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE VIA A  
MOBILE PHONE LAST MONTH



11%

we  
are  
social

global  
web  
index

we  
are  
social





# SINGAPORE

**MAR  
2015**

# DIGITAL IN SINGAPORE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**5.47  
MILLION**

URBANISATION: 100%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**4.45  
MILLION**

PENETRATION: 81%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**5.00  
MILLION**

PENETRATION: 91%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**8.30  
MILLION**

vs. POPULATION: 152%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**4.40  
MILLION**

PENETRATION: 80%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

we  
are  
social

we  
are  
social

we  
are  
social

we  
are  
social

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+12%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**+56%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**+3%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+57%**

SINCE JAN 2014

**MAR  
2015**

# TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS



AVERAGE DAILY USE  
OF THE INTERNET  
VIA A PC OR TABLET  
(INTERNET USERS)



AVERAGE DAILY USE  
OF THE INTERNET VIA A  
MOBILE PHONE (MOBILE  
INTERNET USERS)



AVERAGE DAILY USE  
OF SOCIAL MEDIA  
VIA ANY DEVICE  
(SOCIAL MEDIA USERS)



AVERAGE DAILY  
TELEVISION VIEWING  
TIME (INTERNET USERS  
WHO WATCH TV)



**4H 41M**

**2H 18M**

**2H 27M**

**1H 53M**

we  
are  
social

global  
web  
index

we  
are  
social

**MAR  
2015**

# INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**4.45M**

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**81%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



**3.54M**

MOBILE INTERNET USERS AS  
A PERCENTAGE OF THE  
TOTAL POPULATION



**65%**

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



60%

YEAR-ON-YEAR:  
-5%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



32%

YEAR-ON-YEAR:  
+16%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



8%

YEAR-ON-YEAR:  
-13%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0%

YEAR-ON-YEAR:  
-

**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**5.0M**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**91%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**4.4M**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION

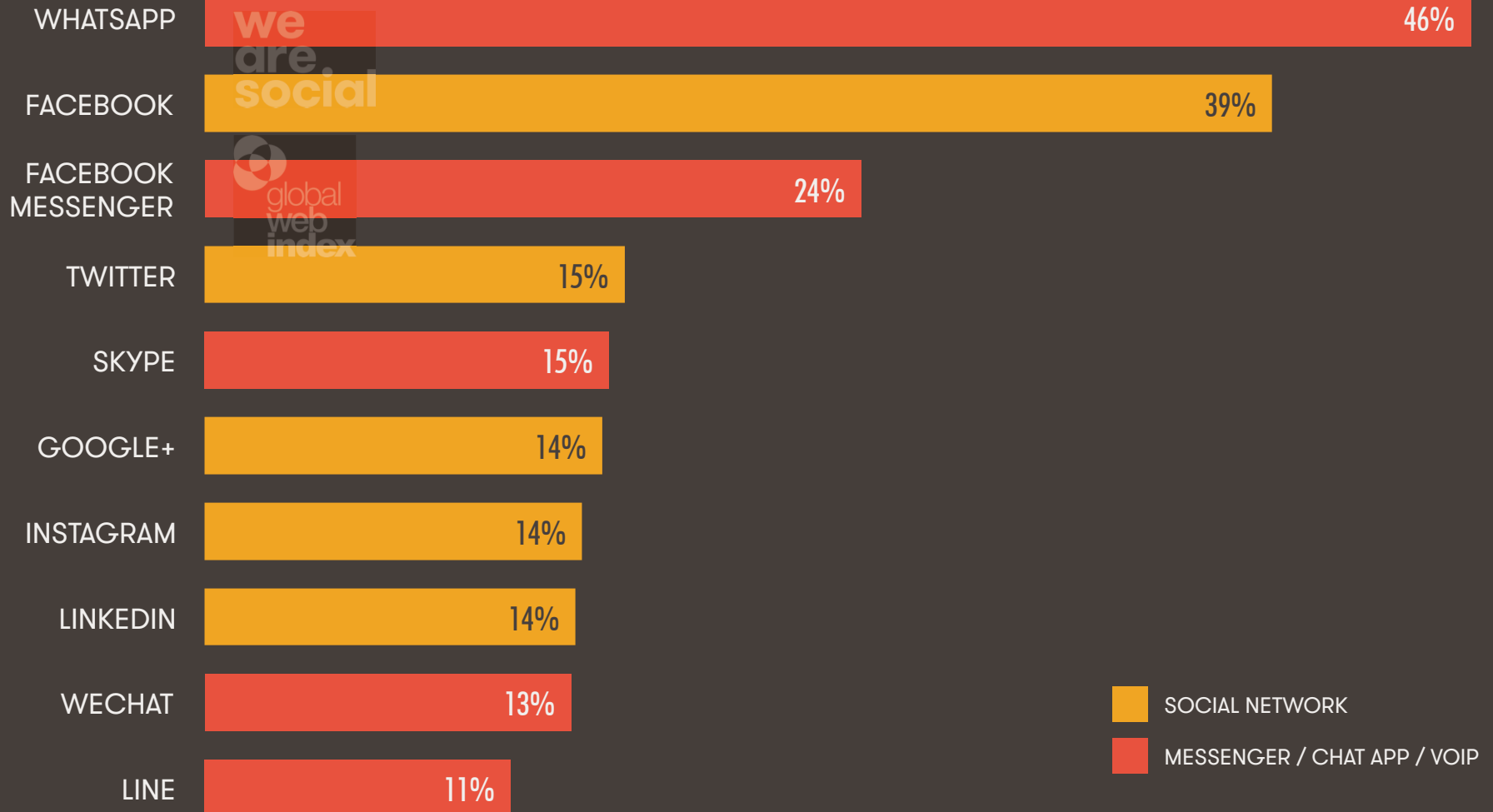


**80%**

MAR  
2015

# TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



Source: GlobalWebIndex, Q4 2014. Figures represent percentage of the total national population using the platform in the past month.



MAR  
2015

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



8.30M

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



152%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



42%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



58%

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



70%

**MAR  
2015**

# MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION USING  
SOCIAL MEDIA APPS



we  
are  
social

**32%**

PERCENTAGE OF THE  
POPULATION WATCHING  
VIDEOS ON MOBILE



global  
web  
index

**34%**

PERCENTAGE OF THE  
POPULATION PLAYING  
GAMES ON MOBILE



we  
are  
social

**26%**

PERCENTAGE OF THE  
POPULATION USING MOBILE  
LOCATION-BASED SEARCH



global  
web  
index

**26%**

PERCENTAGE  
OF THE POPULATION  
USING MOBILE BANKING



**33%**

MAR  
2015

# E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION WHO USED A PC  
TO RESEARCH A PRODUCT TO  
BUY LAST MONTH



47%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE  
VIA A PC LAST MONTH



46%

PERCENTAGE OF THE  
POPULATION WHO USED A  
MOBILE PHONE TO RESEARCH A  
PRODUCT TO BUY LAST MONTH



28%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE VIA A  
MOBILE PHONE LAST MONTH



23%

we  
are  
social

global  
web  
index

we  
are  
social



# SOUTH KOREA

**MAR  
2015**

# DIGITAL IN SOUTH KOREA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**51.34  
MILLION**

URBANISATION: 92%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**45.31  
MILLION**

PENETRATION: 88%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**15.40  
MILLION**

PENETRATION: 30%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**56.00  
MILLION**

vs. POPULATION: 109%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**14.00  
MILLION**

PENETRATION: 27%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

we  
are  
social

we  
are  
social

we  
are  
social

we  
are  
social

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+10%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**+18%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**+4%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+23%**

SINCE JAN 2014

**MAR  
2015**

# TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS



AVERAGE DAILY USE  
OF THE INTERNET  
VIA A PC OR TABLET  
(INTERNET USERS)



we  
are  
social

AVERAGE DAILY USE  
OF THE INTERNET VIA A  
MOBILE PHONE (MOBILE  
INTERNET USERS)



global  
web  
index

AVERAGE DAILY USE  
OF SOCIAL MEDIA  
VIA ANY DEVICE  
(SOCIAL MEDIA USERS)



we  
are  
social

AVERAGE DAILY  
TELEVISION VIEWING  
TIME (INTERNET USERS  
WHO WATCH TV)



**3H 22M**

**1H 47M**

**1H 16M**

**2H 13M**

**MAR  
2015**

# INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**45.3M**

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**88%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



**32.4M**

MOBILE INTERNET USERS AS  
A PERCENTAGE OF THE  
TOTAL POPULATION



**63%**



MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



73%

YEAR-ON-YEAR:  
+1%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



26%

YEAR-ON-YEAR:  
-4%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



1%

YEAR-ON-YEAR:  
+13%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0%

YEAR-ON-YEAR:  
-

**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**15.4M**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**30%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**14.0M**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**27%**

MAR  
2015

# TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



KAKAO TALK

38%

FACEBOOK

26%

FACEBOOK  
MESSENGE

16%

TWITTER

13%

LINE

9%

GOOGLE+

8%

PINTEREST

6%

INSTAGRAM

6%

LINKEDIN

6%

TUMBLR

5%



SOCIAL NETWORK



MESSENGER / CHAT APP / VOIP

MAR  
2015

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



56.0M

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



109%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



6%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



94%

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



99%

MAR  
2015

# MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION USING  
SOCIAL MEDIA APPS



we  
are  
social

26%

PERCENTAGE OF THE  
POPULATION WATCHING  
VIDEOS ON MOBILE



global  
web  
index

26%

PERCENTAGE OF THE  
POPULATION PLAYING  
GAMES ON MOBILE



we  
are  
social

29%

PERCENTAGE OF THE  
POPULATION USING MOBILE  
LOCATION-BASED SEARCH



global  
web  
index

29%

PERCENTAGE  
OF THE POPULATION  
USING MOBILE BANKING



38%

MAR  
2015

# E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION WHO USED A PC  
TO RESEARCH A PRODUCT TO  
BUY LAST MONTH



58%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE  
VIA A PC LAST MONTH



61%

PERCENTAGE OF THE  
POPULATION WHO USED A  
MOBILE PHONE TO RESEARCH A  
PRODUCT TO BUY LAST MONTH



40%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE VIA A  
MOBILE PHONE LAST MONTH

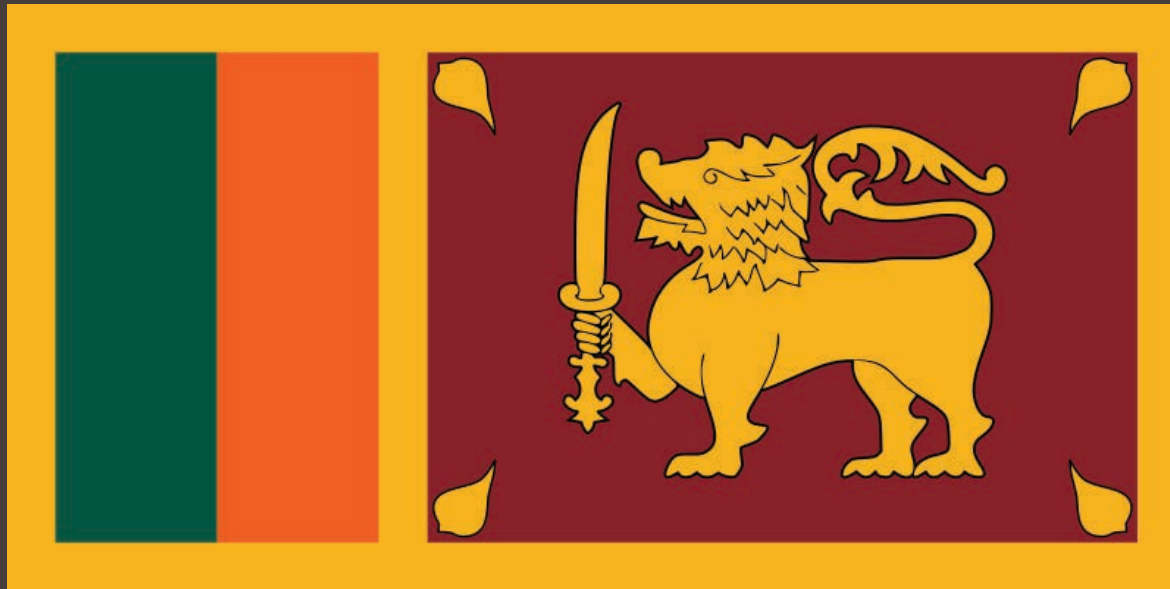


37%

we  
are  
social

global  
web  
index

we  
are  
social



**SRI LANKA**

**MAR  
2015**

# DIGITAL IN SRI LANKA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**20.36  
MILLION**

URBANISATION: 15%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**4.79  
MILLION**

PENETRATION: 24%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**2.80  
MILLION**

PENETRATION: 14%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**27.40  
MILLION**

vs. POPULATION: 135%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**2.20  
MILLION**

PENETRATION: 11%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS



MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+22%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**+40%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**+35%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+53%**

SINCE JAN 2014

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



41%

YEAR-ON-YEAR:  
-4%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



57%

YEAR-ON-YEAR:  
+2%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



2%

YEAR-ON-YEAR:  
+47%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0%

YEAR-ON-YEAR:  
-

**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**2.80M**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**14%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**2.20M**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**11%**

**MAR  
2015**

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



**27.4M**

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**135%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



**91%**

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



**9%**

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



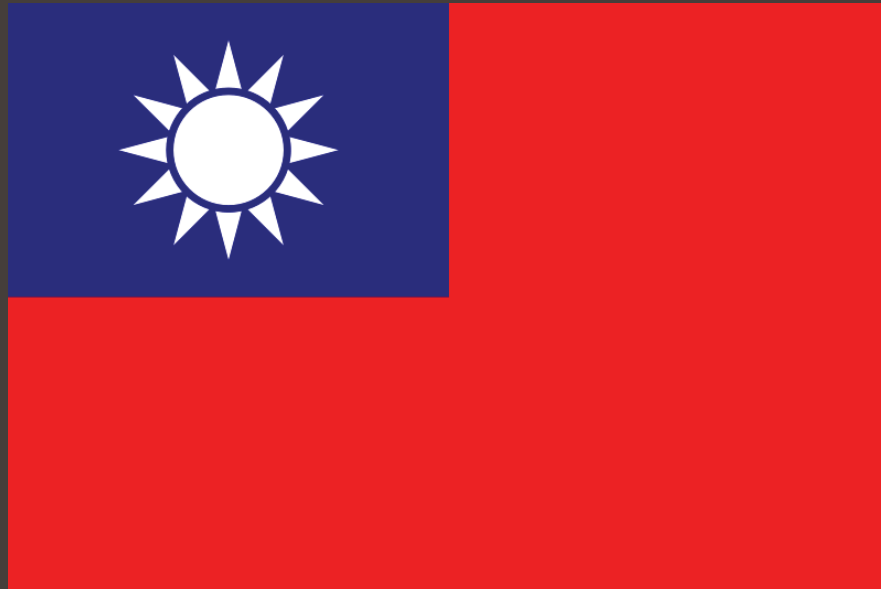
**25%**

we  
are  
social

we  
are  
social

we  
are  
social

we  
are  
social



**TAIWAN**

MAR  
2015

# DIGITAL IN TAIWAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**23.44**  
**MILLION**

URBANISATION: 78%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**18.69**  
**MILLION**

PENETRATION: 80%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**16.60**  
**MILLION**

PENETRATION: 71%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**32.60**  
**MILLION**

vs. POPULATION: 139%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**14.60**  
**MILLION**

PENETRATION: 62%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+6%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**+11%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**+11%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+20%**

SINCE JAN 2014

**MAR  
2015**

# TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS



AVERAGE DAILY USE  
OF THE INTERNET  
VIA A PC OR TABLET  
(INTERNET USERS)



we  
are  
social

AVERAGE DAILY USE  
OF THE INTERNET VIA A  
MOBILE PHONE (MOBILE  
INTERNET USERS)



global  
web  
index

AVERAGE DAILY USE  
OF SOCIAL MEDIA  
VIA ANY DEVICE  
(SOCIAL MEDIA USERS)



we  
are  
social

AVERAGE DAILY  
TELEVISION VIEWING  
TIME (INTERNET USERS  
WHO WATCH TV)



**4H 32M**

**2H 46M**

**2H 12M**

**1H 59M**



**MAR  
2015**

# INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**18.7M**

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**80%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



**14.1M**

MOBILE INTERNET USERS AS  
A PERCENTAGE OF THE  
TOTAL POPULATION



**60%**

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



50%

YEAR-ON-YEAR:  
-26%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



44%

YEAR-ON-YEAR:  
+68%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



6%

YEAR-ON-YEAR:  
-6%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0%

YEAR-ON-YEAR:  
-

**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**16.6M**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**71%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**14.6M**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**62%**

MAR  
2015

# TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



FACEBOOK

we  
are  
social

41%

LINE

33%

FACEBOOK  
MESSENGER

global  
web  
index

25%

GOOGLE+

17%

SKYPE

16%

WECHAT

10%

TWITTER

9%

WHATSAPP

6%

INSTAGRAM

6%

PLURK

5%



SOCIAL NETWORK



MESSENGER / CHAT APP / VOIP

Source: GlobalWebIndex, Q4 2014. Figures represent percentage of the total national population using the platform in the past month.

@wearesocialsg • 284

MAR  
2015

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



32.6M

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



139%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



14%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



86%

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



85%

MAR  
2015

# MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION USING  
SOCIAL MEDIA APPS



we  
are  
social

31%

PERCENTAGE OF THE  
POPULATION WATCHING  
VIDEOS ON MOBILE



global  
web  
index

36%

PERCENTAGE OF THE  
POPULATION PLAYING  
GAMES ON MOBILE



we  
are  
social

31%

PERCENTAGE OF THE  
POPULATION USING MOBILE  
LOCATION-BASED SEARCH



global  
web  
index

31%

PERCENTAGE  
OF THE POPULATION  
USING MOBILE BANKING



26%

MAR  
2015

# E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION WHO USED A PC  
TO RESEARCH A PRODUCT TO  
BUY LAST MONTH



50%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE  
VIA A PC LAST MONTH



51%

PERCENTAGE OF THE  
POPULATION WHO USED A  
MOBILE PHONE TO RESEARCH A  
PRODUCT TO BUY LAST MONTH



29%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE VIA A  
MOBILE PHONE LAST MONTH



27%

we  
are  
social

global  
web  
index

we  
are  
social



# THAILAND



**MAR  
2015**

# DIGITAL IN THAILAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**64.9  
MILLION**

URBANISATION: 34%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**35.0  
MILLION**

PENETRATION: 54%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**34.0  
MILLION**

PENETRATION: 52%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**97.0  
MILLION**

vs. POPULATION: 150%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**30.0  
MILLION**

PENETRATION: 46%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+47%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**+42%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**+15%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+36%**

SINCE JAN 2014

MAR  
2015

# TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS



AVERAGE DAILY USE  
OF THE INTERNET  
VIA A PC OR TABLET  
(INTERNET USERS)



AVERAGE DAILY USE  
OF THE INTERNET VIA A  
MOBILE PHONE (MOBILE  
INTERNET USERS)



AVERAGE DAILY USE  
OF SOCIAL MEDIA  
VIA ANY DEVICE  
(SOCIAL MEDIA USERS)



AVERAGE DAILY  
TELEVISION VIEWING  
TIME (INTERNET USERS  
WHO WATCH TV)



5H 27M

4H 06M

3H 46M

2H 46M

**MAR  
2015**

# INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**35.0M**

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**54%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



**25.9M**

MOBILE INTERNET USERS AS  
A PERCENTAGE OF THE  
TOTAL POPULATION



**40%**

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



56%

YEAR-ON-YEAR:  
-17%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



38%

YEAR-ON-YEAR:  
+52%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



7%

YEAR-ON-YEAR:  
-14%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0%

YEAR-ON-YEAR:  
-

**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**34.0M**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**52%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**30.0M**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION

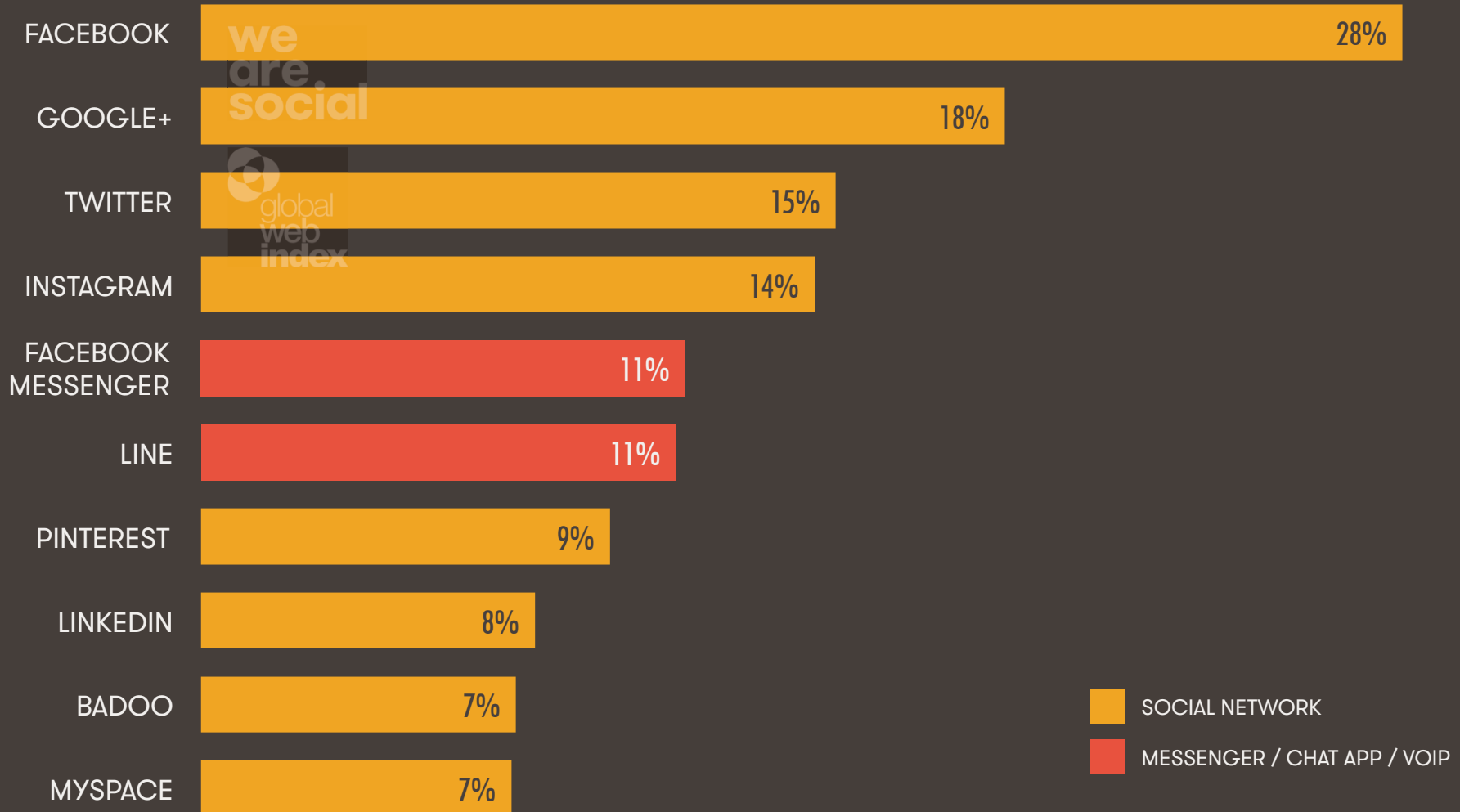


**46%**

MAR  
2015

# TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



MAR  
2015

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



97.0M

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



150%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



86%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



14%

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



75%



MAR  
2015

# MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION USING  
SOCIAL MEDIA APPS



we  
are  
social

21%

PERCENTAGE OF THE  
POPULATION WATCHING  
VIDEOS ON MOBILE



global  
web  
index

27%

PERCENTAGE OF THE  
POPULATION PLAYING  
GAMES ON MOBILE



we  
are  
social

21%

PERCENTAGE OF THE  
POPULATION USING MOBILE  
LOCATION-BASED SEARCH



global  
web  
index

19%

PERCENTAGE  
OF THE POPULATION  
USING MOBILE BANKING



20%

MAR  
2015

# E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION WHO USED A PC  
TO RESEARCH A PRODUCT TO  
BUY LAST MONTH



34%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE  
VIA A PC LAST MONTH



32%

PERCENTAGE OF THE  
POPULATION WHO USED A  
MOBILE PHONE TO RESEARCH A  
PRODUCT TO BUY LAST MONTH



22%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE VIA A  
MOBILE PHONE LAST MONTH



19%

we  
are  
social

global  
web  
index

we  
are  
social



**TIMOR-LESTE**

MAR  
2015

# DIGITAL IN TIMOR-LESTE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**1.212**  
MILLION

URBANISATION: 28%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**13**  
THOUSAND

PENETRATION: 1%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**188**  
THOUSAND

PENETRATION: 16%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**861**  
THOUSAND

vs. POPULATION: 71%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**174**  
THOUSAND

PENETRATION: 14%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+26%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



we  
are  
social

**+147%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



we  
are  
social

**+39%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



we  
are  
social

**+129%**

SINCE JAN 2014

**MAR  
2015**

# **SOCIAL MEDIA USE**

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**188K**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**16%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**174K**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**14%**

MAR  
2015

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



861K

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



71%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



97%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



3%

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



1%



**VIETNAM**



**MAR  
2015**

# DIGITAL IN VIETNAM

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**90.7  
MILLION**

URBANISATION: 31%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**41.0  
MILLION**

PENETRATION: 45%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**30.0  
MILLION**

PENETRATION: 33%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MOBILE  
CONNECTIONS



**128.3  
MILLION**

vs. POPULATION: 141%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**26.0  
MILLION**

PENETRATION: 29%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS ON THE MOST ACTIVE  
SOCIAL PLATFORM IN THE  
COUNTRY, NOT UNIQUE USERS

MAR  
2015

# DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



**+13%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



**+50%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF MOBILE  
SUBSCRIPTIONS



**-4%**

SINCE JAN 2014

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



**+53%**

SINCE JAN 2014

**MAR  
2015**

# TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY  
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS



AVERAGE DAILY USE  
OF THE INTERNET  
VIA A PC OR TABLET  
(INTERNET USERS)



AVERAGE DAILY USE  
OF THE INTERNET VIA A  
MOBILE PHONE (MOBILE  
INTERNET USERS)



AVERAGE DAILY USE  
OF SOCIAL MEDIA  
VIA ANY DEVICE  
(SOCIAL MEDIA USERS)



AVERAGE DAILY  
TELEVISION VIEWING  
TIME (INTERNET USERS  
WHO WATCH TV)



**5H 10M**

**2H 41M**

**3H 04M**

**1H 48M**

**MAR  
2015**

# INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**41.0M**

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**45%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



**33.4M**

MOBILE INTERNET USERS AS  
A PERCENTAGE OF THE  
TOTAL POPULATION



**37%**

MAR  
2015

# SHARE OF WEB TRAFFIC

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



SHARE OF WEB  
PAGES SERVED:  
LAPTOPS & DESKTOPS



67%

YEAR-ON-YEAR:  
-13%

SHARE OF WEB  
PAGES SERVED:  
MOBILE PHONES



29%

YEAR-ON-YEAR:  
+50%

SHARE OF WEB  
PAGES SERVED:  
TABLETS



4%

YEAR-ON-YEAR:  
+4%

SHARE OF WEB  
PAGES SERVED:  
OTHER DEVICES



0%

YEAR-ON-YEAR:  
-

**MAR  
2015**

# SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**30.0M**

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**33%**

TOTAL NUMBER OF  
ACTIVE SOCIAL USERS  
ACCESSING VIA MOBILE



**26.0M**

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION

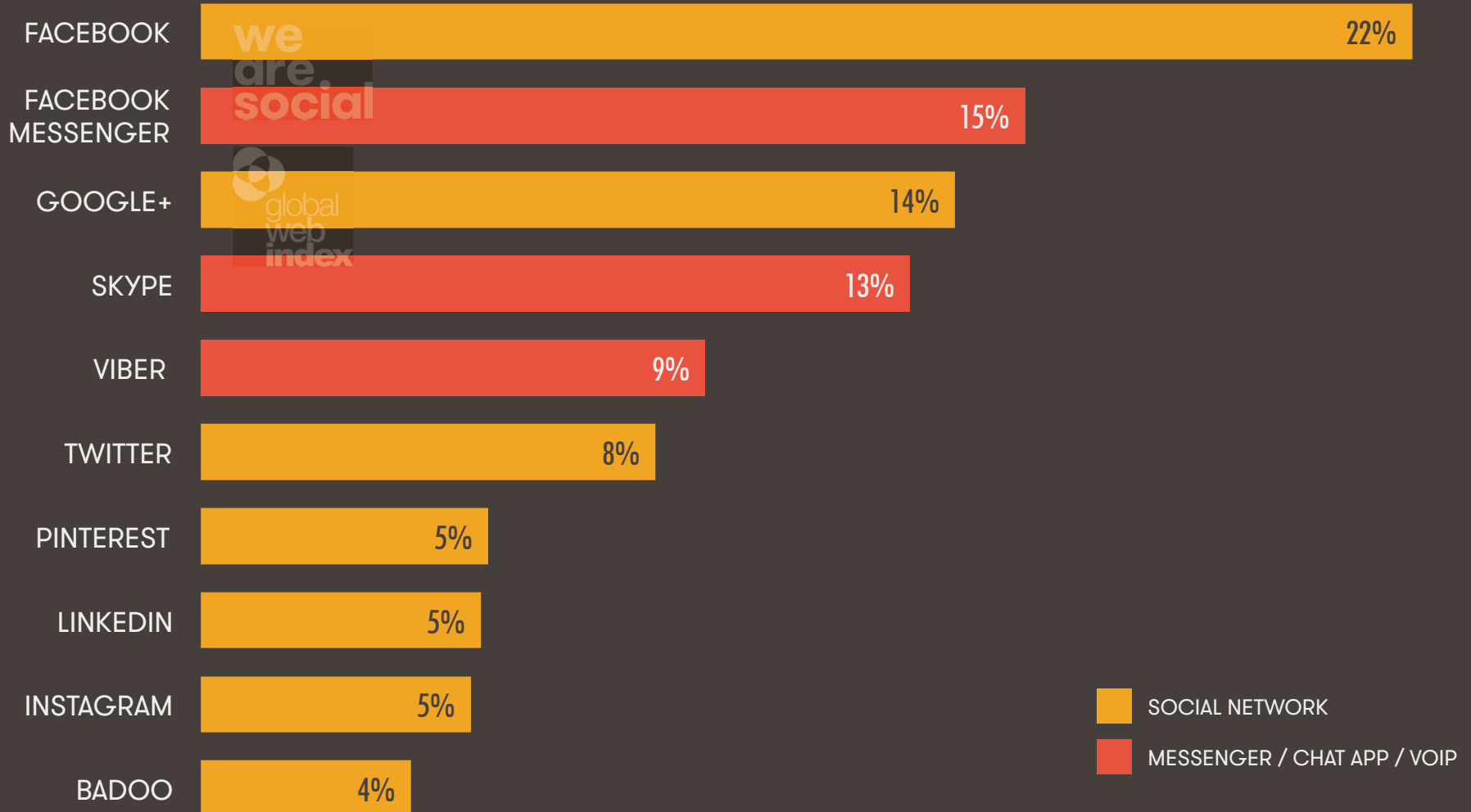


**29%**

MAR  
2015

# TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



MAR  
2015

# MOBILE PHONES

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER  
OF MOBILE  
SUBSCRIPTIONS



128M

MOBILE SUBSCRIPTIONS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



141%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



89%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



11%

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



26%



MAR  
2015

# MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION USING  
SOCIAL MEDIA APPS



we  
are  
social

23%

PERCENTAGE OF THE  
POPULATION WATCHING  
VIDEOS ON MOBILE



global  
web  
index

23%

PERCENTAGE OF THE  
POPULATION PLAYING  
GAMES ON MOBILE



we  
are  
social

19%

PERCENTAGE OF THE  
POPULATION USING MOBILE  
LOCATION-BASED SEARCH



global  
web  
index

17%

PERCENTAGE  
OF THE POPULATION  
USING MOBILE BANKING



14%

MAR  
2015

# E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION WHO USED A PC  
TO RESEARCH A PRODUCT TO  
BUY LAST MONTH



28%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE  
VIA A PC LAST MONTH



25%

PERCENTAGE OF THE  
POPULATION WHO USED A  
MOBILE PHONE TO RESEARCH A  
PRODUCT TO BUY LAST MONTH



19%

PERCENTAGE OF THE  
POPULATION WHO BOUGHT  
SOMETHING ONLINE VIA A  
MOBILE PHONE LAST MONTH



16%

we  
are  
social

global  
web  
index

we  
are  
social



**CLICK HERE TO READ OUR DETAILED ANALYSIS  
OF ALL THESE NUMBERS: [BIT.LY/DSMAP15](https://bit.ly/DSMAP15)**

# THE IAB: EDUCATING, ENABLING, INSPIRING AND ELEVATING THE DIGITAL INDUSTRY

The IAB Singapore represents a global industry composed of Publishers, Platforms, Ad-Technology companies, Digital and Social agencies operating in South East Asia. The Association and its members truly represent the evolving Digital Ecosystem in this market.

Established in 2010, the IAB Singapore plays a leading role in raising the profile, positive perception and growth of the Digital Industry locally and throughout the region with a mission for 20% of total advertising spend in SEA to be on Digital Advertising by 2020. In addition to driving spend the IAB also aspires to:

- Support Singapore's ambition to become a digital business hub for APAC
- Develop accurate research and insights for the region
- Upgrade Industry talent via training and Global IAB Certification
- Speak with one voice to brands, government agencies and the wider market
- Lead the establishment of standards, guidelines and best practice in the region
- Represent the key pillars of the industry through our 7 specialised Committees; Content, Social, Measurement & Standards, Video, Mobile, Marketing & AdTech and Innovation

For more information please visit [www.iab.sg](http://www.iab.sg) or contact:  
Miranda Dimopoulos, Executive Director: [miranda@iab.sg](mailto:miranda@iab.sg).



# SPECIAL THANKS

We'd like to offer our thanks to **GlobalWebIndex** for providing their valuable data and support in the development of this report. **GlobalWebIndex** is the world's largest market research study on the digital consumer, spanning 37 countries, 4,500 data points, and conducting fieldwork 4 times a year:



90% GLOBAL  
COVERAGE



37 MARKETS & 200,000  
INTERVIEWS PER YEAR



QUARTERLY DATA  
COLLECTION



TOTAL DEVICE  
COVERAGE

Find out more: <http://www.globalwebindex.net/>

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# SPECIAL THANKS

We'd also like to offer our thanks to the following data partners for providing much of the valuable data included in this year's report:



GSMA  
INTELLIGENCE



COMSCORE



STATCOUNTER



ERICSSON  
MOBILITY



AKAMAI  
TECHNOLOGIES

# SOURCES USED IN THIS REPORT

## Population data

Latest reported country populations, as cited by Wikipedia, correct as at March 2015.

## Internet user data

Latest available data from InternetLiveStats.com and InternetWorldStats.com (Mar 2015); official data from national government departments; data extrapolated from GlobalWebIndex (Q4 2014); StatCounter (Mar 2015); comScore MMX (Nov 2014) Asia-Pacific; TechInAsia; TechCrunch; ChinaInternetWatch; Akamai's *State of the Internet* report (Q3 2014).

## Social media active account data

Latest reported monthly active user data as reported by Facebook, Tencent, Vkontakte and LiveInternet, Google, Sina, Twitter, Skype, Yahoo!, Viber, Baidu, Line, Snapchat, YY, LinkedIn, and BBM, all correct as at March 2015; data extrapolated from GlobalWebIndex (Q4 2014).

## Mobile phone connections and user data

Latest reported national data from GSMA Intelligence (Q4 2014); extrapolated global data from GSMA Intelligence (Mar 2015); Ericsson Mobility Report (Nov 2014); data extrapolated from GlobalWebIndex (Q4 2014); Akamai's *State of the Internet* report (Q3 2014).

## Icons and graphics

Special thanks to TheNounProject.com for inspiring many of the icons in this report.

# GET IN TOUCH WITH OUR TEAMS

## UNITED STATES



@WEARESOCIAL



LETSTALK@WEARESOCIAL.COM



+1 646 661 2128



[HTTP://WEARESOCIAL.COM](http://WEARESOCIAL.COM)

## BRASIL



@WEARESOCIALBR



FALECOMAGENTE@WEARESOCIAL.COM.BR



+55 11 3032 7086



[HTTP://WEARESOCIAL.COM.BR](http://WEARESOCIAL.COM.BR)

## UNITED KINGDOM



@WEARESOCIAL



TALKTOUS@WEARESOCIAL.NET



+44 (0)20 3195 1700



[HTTP://WEARESOCIAL.NET](http://WEARESOCIAL.NET)

## SINGAPORE



@WEARESOCIALSG



SAYHELLO@WEARESOCIAL.SG



+65 6423 1051



[HTTP://WEARESOCIAL.SG](http://WEARESOCIAL.SG)



# GET IN TOUCH WITH OUR TEAMS

## ITALIA



@WEARESOCIALIT



PARLACONNOI@WEARESOCIAL.IT



+39 (0)2 3655 1868



[HTTP://WEARESOCIAL.IT](http://WEARESOCIAL.IT)

## AUSTRALIA



@WEARESOCIALAU



LETS.CHAT@WEARESOCIAL.COM.AU



+61 (02) 9046 3700



[HTTP://WEARESOCIAL.COM.AU](http://WEARESOCIAL.COM.AU)

## FRANCE



@WEARESOCIALFR



CONVERSATION@WEARESOCIAL.FR



+33 (0)1 73 00 32 70



[HTTP://WEARESOCIAL.FR](http://WEARESOCIAL.FR)

## DEUTSCHLAND



@WEARESOCIALDE



SPRICHMITUNS@WEARESOCIAL.DE



+49 (0)89 8099 110 20



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WE ARE SOCIAL



SIMON KEMP, REGIONAL MANAGING PARTNER



@WEARESOCIALSG



SAYHELLO@WEARESOCIAL.SG



+65 6423 1051



[HTTP://WEARESOCIAL.SG](http://WEARESOCIAL.SG)