



DIGITAL 2022

GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS

we
are
social



Hootsuite®

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DIGITAL 2022: THE RISE OF CONNECTED TECH CONTINUES

After the remarkable levels of growth we saw last year, I fully expected to see less impressive figures in this year's report. However, even after a decade of producing these Global Digital Reports, the data never ceases to surprise me.

Social media user numbers continue to grow faster than they did pre-pandemic, with the global total still increasing at a rate of almost 13½ new users every second.

Double-digit annual growth has taken the global social media user figure to 4.62 billion, and current trends indicate that it will equal 60 percent of the world's total population within the next few months.

COVID-19 continues to hamper research into internet adoption though, resulting in reporting delays that have kept overall growth in internet user figures down for the second year in a row.

Despite these challenges, however, the latest data reveal that the number of people who *don't* use the internet has now

fallen below 3 billion, marking another important milestone on our journey towards equal digital access for all.

Meanwhile, at 4.95 billion, we're also tantalisingly close to reaching a global total of 5 billion internet users, and I'm looking forward to celebrating that particular milestone with you in one of our upcoming Statshot reports.

As always, the data in this year's reports goes well beyond user numbers though, and our latest collection offers some especially interesting insights into the world's evolving online behaviours.

For example, TikTok users spent an average of 48 percent more time using the platform's mobile app over the past 12 months compared with the previous year, while YouTube users now spend almost a full day each month watching videos in the platform's app.

However, the cost of social media ad impressions has jumped by more than 20 percent over the past 12 months, and

even though marketers are now spending considerably more on social media ads than they were this time a year ago, they're actually seeing fewer overall impressions for their investments.

The importance of the mobile economy is increasingly evident in this year's numbers too, with annual consumer spend on mobile apps reaching US\$170 billion – equal to 0.2 percent of total global GDP.

Meanwhile, the typical global ecommerce shopper now spends an average of more than US\$1,000 per year on online consumer goods purchases, while figures for China reveal that online purchases in this category are already worth the equivalent of 10 percent of national GDP.

The data also show that cryptocurrencies have been gaining momentum, and more than 1 in 10 working-age internet users now owns at least one form of "crypto". However, adoption rates rise significantly in developing economies, while Turkey has seen ownership of cryptocurrencies almost double over the past 12 months.

This summary barely scratches the surface of this year's findings though, so prepare yourself for a full-on feast of facts and figures as you dig into the report.

You'll also find analysis and commentary from a selection of our partners in this year's report, delivering valuable insight and perspective from some of the world's top digital experts.

And just in case you need any help translating all of this data into action, please feel free to get in touch with me; you'll find my contact details at the end of this report.

But with that, I'd like to wish you the very best of luck for your digital journey in 2022. Here's to another year of impressive digital milestones!

Simon Kemp
CEO, Kepios



PARTNERS THAT MAKE THE GLOBAL DIGITAL REPORTS SERIES POSSIBLE



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GSMA
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GSMA INTELLIGENCE



SEMRUSH

SEMRUSH



APP ANNIE



SIMILARWEB



LOCOWISE



skai

SKAI



DIGITAL 2022

LOCAL COUNTRY HEADLINES REPORT

ESSENTIAL DATA FOR DIGITAL ADOPTION AND USE IN EVERY COUNTRY IN THE WORLD



[CLICK HERE](#) TO READ OUR **DIGITAL 2022**
LOCAL COUNTRY HEADLINES REPORT, WITH
ESSENTIAL STATS FOR DIGITAL ADOPTION
IN EVERY COUNTRY AROUND THE WORLD



DIGITAL 2021

GLOBAL OVERVIEW REPORT

THE LATEST INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE
THE INTERNET, SOCIAL MEDIA, MOBILE DEVICES, AND ECOMMERCE



FOR ADDITIONAL CONTEXT INTO HOW
DIGITAL BEHAVIOURS HAVE EVOLVED THIS
YEAR, [CLICK HERE](#) TO READ LAST YEAR'S
DIGITAL 2021 GLOBAL OVERVIEW REPORT

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DATAREPORTAL.COM / LIBRARY



IMPORTANT NOTES ON COMPARING DATA

The findings published in this report use the latest data available at the time of production. This may include revised figures for historical data points that were not available when we published previous reports in the Global Digital Reports series. From time to time, we may also change the data sources that we use to inform specific data points, and we may also change how we calculate certain values. Similarly, our data partners may change the ways in which they source, calculate, or report the data that they share with us. As a result, findings published in this report **may not correlate** with findings published in our previous reports, especially where such findings represent change over time (e.g. annual growth). Where we report figures for change over time, such figures will use the latest available data, so we recommend using the **values published in this report**, rather than trying to recalculate such values using data from previous reports. Wherever we're aware of the potential for historical mismatches, we've included a note on comparability in the footnotes of each relevant slide. Please read these advisories carefully to understand how data sources or calculations have changed since previous reports, and beware of making any comparisons with historical data. In addition to changes in data sources and calculations, please note that social media user numbers **may not** represent unique individuals. This is because some people may manage multiple social media accounts, and because some social media accounts may represent 'non-human' entities (e.g. businesses, animals, bands, etc.). As a result, the figures we publish for social media users may **exceed** the figures we publish for total population or for internet users. This may seem counter-intuitive, but such differences do not represent mistakes. For more information, please read our notes on data variance, mismatches, and curiosities: <https://datareportal.com/notes-on-data>.



GLOBAL HEADLINES

JAN
2022

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL
POPULATION



7.91
BILLION

URBANISATION

57.0%

we
are
social

UNIQUE MOBILE
PHONE USERS



5.31
BILLION

vs. POPULATION

67.1%



INTERNET
USERS



4.95
BILLION

vs. POPULATION

62.5%



ACTIVE SOCIAL
MEDIA USERS



4.62
BILLION

vs. POPULATION

58.4%

JAN
2022

DIGITAL GROWTH

CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME



TOTAL
POPULATION



+1.0%

YEAR-ON-YEAR CHANGE
+80 MILLION

UNIQUE MOBILE
PHONE USERS



+1.8%

YEAR-ON-YEAR CHANGE
+95 MILLION

INTERNET
USERS



+4.0%

YEAR-ON-YEAR CHANGE
+192 MILLION

ACTIVE SOCIAL
MEDIA USERS



+10.1%

YEAR-ON-YEAR CHANGE
+424 MILLION



we
are
social



WE ARE SOCIAL'S PERSPECTIVE

DIGITAL IN 2022**SHIFTS IMPACTING THE ROLE OF DIGITAL IN OUR LIVES****DIGITAL
INEQUALITY**

In the wake of more than a year in and out of lockdowns, the way we function in everyday life has undergone monumental change, driving an evolution of our relationship with digital. But more than simply leading us to spend more of our lives online – both for work and for leisure – it's highlighted the impact of digital inequality. More than a simple lack of devices, it's indicative of global wealth inequality, and of the systemic issues that will be exacerbated as we move into an ever more digitised world.

In 2022, brands should look to alleviate the digital divide where it makes sense for them to do so.

**DECENTRALISED
DREAMS**

The term Web3 has trickled into public discourse during 2021. More of an idea than a tangible platform, Web3 is a vision of the future of the Internet in which people operate on a decentralized internet, rather than depending on tech giants like Google or Facebook. This discussion of a next generation for digital speaks to the ongoing fatigue with tech monopolies and the negative impact that they're said to have on individuals and societies alike.

In 2022, brands should keep an eye out for Web3 brands looking to disrupt industries across the board.

**VIRTUAL
WORLDS**

The metaverse is here – kind of. While 87% of social media users globally may not fully understand what it is, with tech giants from Facebook to Fortnite vying to stake their claim, there's no doubt that people will soon be getting familiar with it. In this next phase of the internet, social and digital interactions will be possible in a network of open-digital worlds that we'll navigate with avatars.

In 2022, brands will need to identify how their goods and services show up to these virtual worlds.

Hootsuite's Perspective

Digital Trends

Three ways to embrace change and gain an edge on social media in 2022

Stretch the social experience

There's more to social commerce than having a "buy now" button in your posts. Social media has become a top channel for online brand research, second only to search engines, and is widely used for every stage of the purchase journey. That's why businesses are reimagining what their commerce experience looks like. To win in 2022, you must create a thoughtful path that leads to and extends far beyond the point of purchase on social.

Share the care

Once upon a time, businesses could afford to dabble in social customer service. But since the pandemic, most have relied on a more robust customer care strategy to find their happily ever after. In 2022, brands will continue to meet customers where they are by making social a core channel for customer care, and social marketers—who understand this channel intuitively and know the customers deeply—should be brought on board to help.

Get acquainted with Gen Z

Gen Z is currently the largest demographic group globally. They spend an average of 3 hours on social media per day, and social is their go-to channel for everything from entertainment and news, to shopping and messaging. These digital natives are driving where social is headed next. And even if Gen Z isn't your target audience, understanding their influence on the digital and social universe will help give your brand a competitive advantage in 2022 (and beyond).



POPULATION ESSENTIALS

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2022

POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS



TOTAL
POPULATION



7.91
BILLION



FEMALE
POPULATION



49.6%

we
are
social

MALE
POPULATION



50.4%



YEAR-ON-YEAR CHANGE
IN TOTAL POPULATION



+1.0%



MEDIAN AGE OF
THE POPULATION



31.4

URBAN
POPULATION



57.0%



POPULATION DENSITY
(PEOPLE PER KM²)



60.8



OVERALL LITERACY
(ADULTS AGED 15+)



86.7%

we
are
social

FEMALE LITERACY
(ADULTS AGED 15+)



83.3%



MALE LITERACY
(ADULTS AGED 15+)

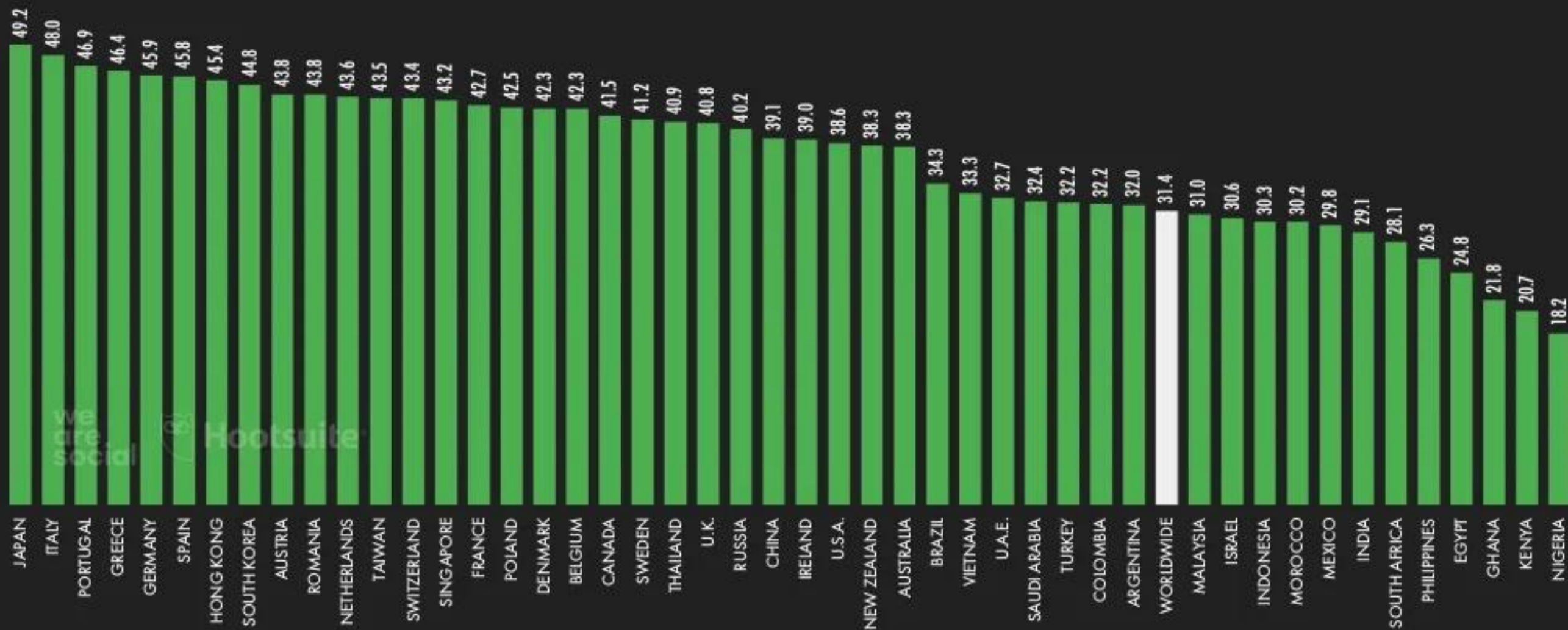


90.1%

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MEDIAN AGE OF THE POPULATION

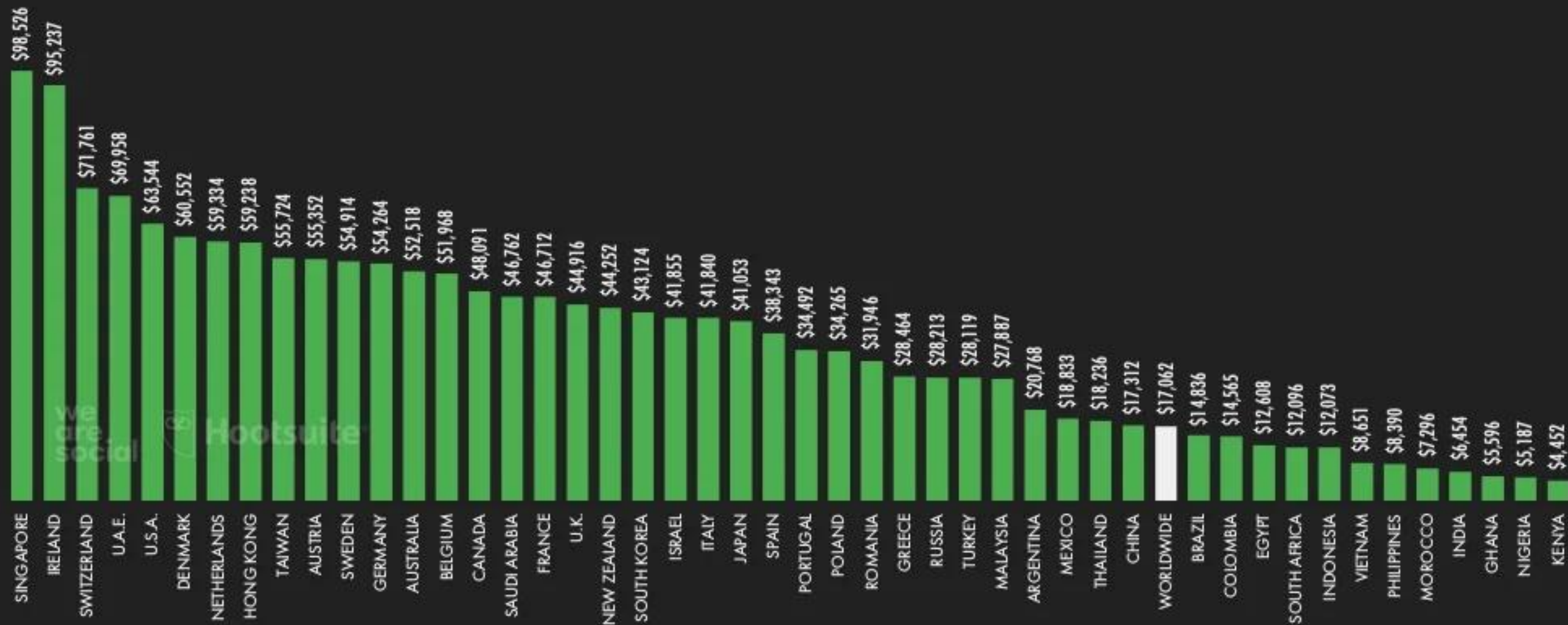
THE AGE AT WHICH THERE IS AN EQUAL NUMBER OF PEOPLE BOTH ABOVE AND BELOW THAT AGE IN THE TOTAL POPULATION



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GDP PER CAPITA (PPP, INTERNATIONAL DOLLARS)

GROSS DOMESTIC PRODUCT PER CAPITA, REPORTED ON A PURCHASING POWER PARITY (PPP) BASIS IN INTERNATIONAL DOLLARS



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DEVICE OWNERSHIP

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

GLOBAL OVERVIEW

ANY KIND OF
MOBILE PHONE



GWl.

96.6%

YEAR-ON-YEAR CHANGE
-0.5% (-50 BPS)

SMART
PHONE



we
are
social

96.2%

YEAR-ON-YEAR CHANGE
-0.4% (-40 BPS)

FEATURE
PHONE



GWl.

8.8%

YEAR-ON-YEAR CHANGE
-2.2% (-20 BPS)

LAPTOP OR
DESKTOP COMPUTER



63.1%

YEAR-ON-YEAR CHANGE
-2.0% (-130 BPS)

TABLET
DEVICE



34.8%

YEAR-ON-YEAR CHANGE
+1.5% (+50 BPS)

GAMES
CONSOLE



20.3%

YEAR-ON-YEAR CHANGE
-5.1% (-110 BPS)

SMART WATCH OR
SMART WRISTBAND



GWl.

27.4%

YEAR-ON-YEAR CHANGE
+17.6% (+410 BPS)

TV STREAMING
DEVICE



15.5%

YEAR-ON-YEAR CHANGE
+7.6% (+110 BPS)

SMART HOME
DEVICE



GWl.

14.1%

YEAR-ON-YEAR CHANGE
+14.6% (+180 BPS)

VIRTUAL REALITY
DEVICE



4.8%

YEAR-ON-YEAR CHANGE
+9.1% (+40 BPS)

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2022

DAILY TIME SPENT WITH MEDIA

AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



TIME SPENT USING
THE INTERNET



GW.

6H 58M

YEAR-ON-YEAR CHANGE
+1.0% (+4M)

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



3H 20M

YEAR-ON-YEAR CHANGE
-2.0% (-4M)

TIME SPENT USING
SOCIAL MEDIA



GW.

2H 27M

YEAR-ON-YEAR CHANGE
+1.4% (+2M)

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



2H 00M

YEAR-ON-YEAR CHANGE
-1.6% (-1M)

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



we
are
social

1H 33M

YEAR-ON-YEAR CHANGE
+2.2% (+2M)

TIME SPENT LISTENING
TO BROADCAST RADIO



GW.

1H 01M

YEAR-ON-YEAR CHANGE
[UNCHANGED]

TIME SPENT LISTENING
TO PODCASTS



0H 55M

YEAR-ON-YEAR CHANGE
+1.9% (+1M)

TIME SPENT USING
A GAMES CONSOLE



1H 12M

YEAR-ON-YEAR CHANGE
+1.4% (+1M)





INTERNET

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2022

OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



TOTAL
INTERNET
USERS



4.95
BILLION



INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



62.5%

we
are
social

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF
INTERNET USERS



+4.0%
+192 MILLION



AVERAGE DAILY TIME SPENT
USING THE INTERNET BY
EACH INTERNET USER



6H 58M
+1.0% (+4M)

GWI.

PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA MOBILE PHONES



92.1%

SOURCES: KEPIOS, ANALYSIS, ITU, GSMA INTELLIGENCE, EUROSTAT, GWI, CIA WORLD FACTBOOK, ONIIC, APJIL, LOCAL GOVERNMENT AUTHORITIES, UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM GWI (Q3 2021). BASED ON A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. **ADVISORY:** DUE TO COVID-19-RELATED DELAYS IN RESEARCH AND REPORTING, FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE [NOTES ON DATA](#) FOR MORE DETAILS. **COMPARABILITY:** SOURCE AND BASE CHANGES.



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INTERNET USERS OVER TIME

NUMBER OF INTERNET USERS (IN MILLIONS) AND YEAR-ON-YEAR CHANGE

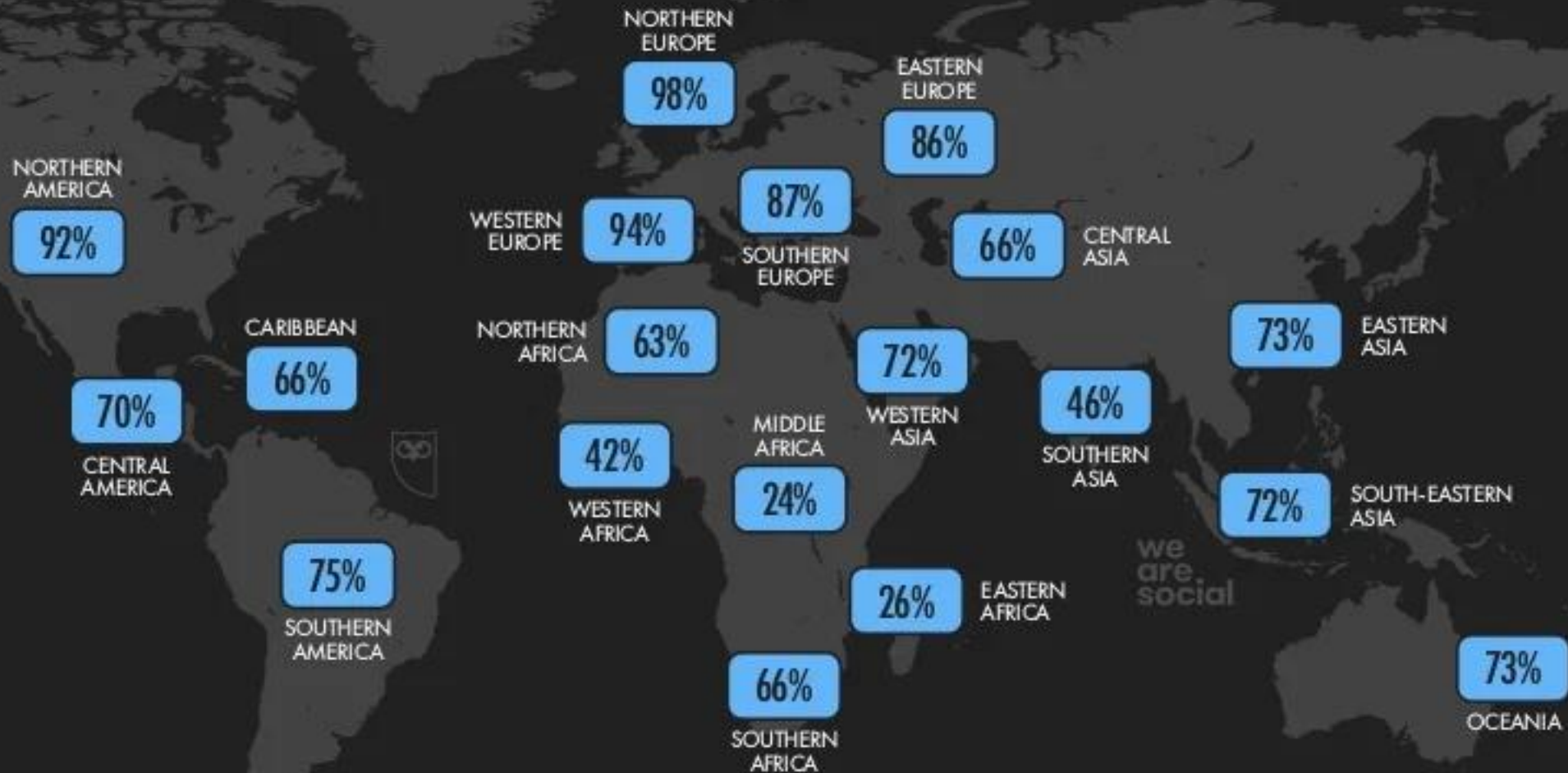


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INTERNET ADOPTION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION

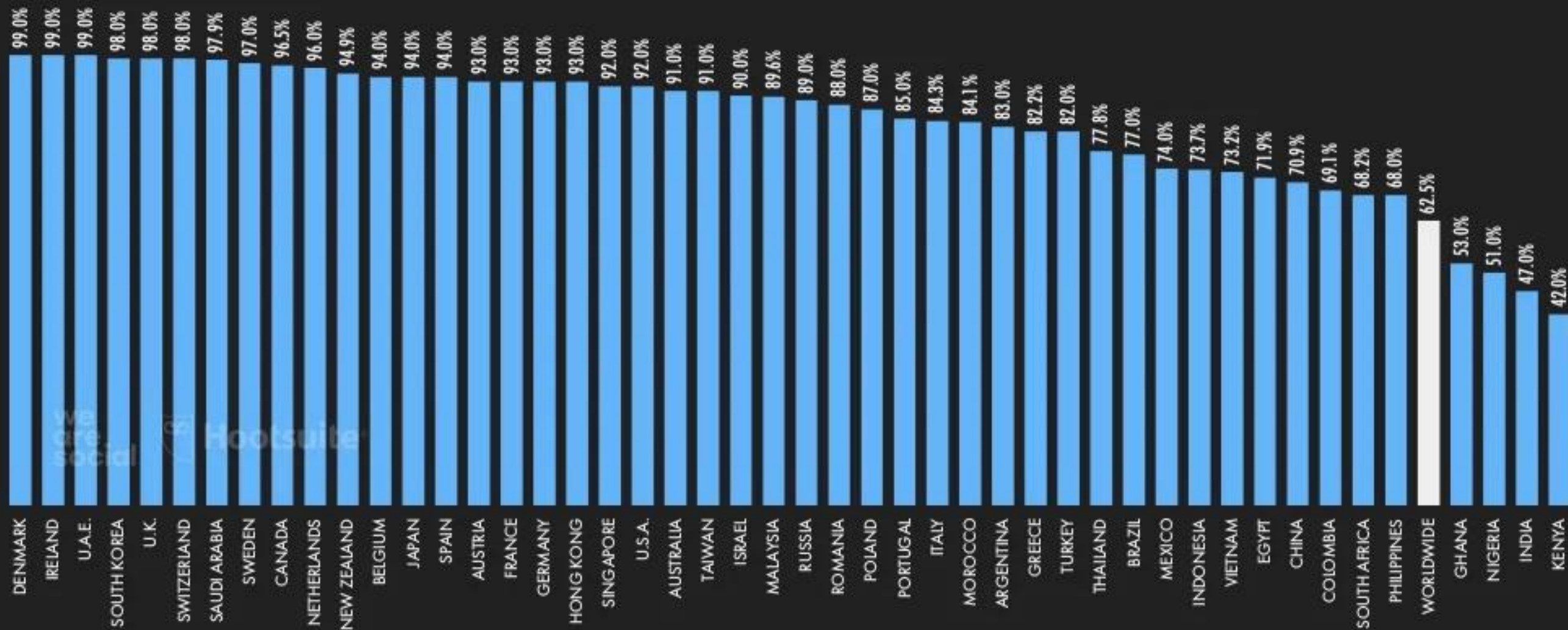
GLOBAL OVERVIEW



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INTERNET ADOPTION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION



HIGHEST LEVELS OF INTERNET ADOPTION

#	HIGHEST ADOPTION	% OF POP.	Nº OF USERS
01=	BAHRAIN	99.0%	1,748,389
01=	KUWAIT	99.0%	4,310,821
01=	DENMARK	99.0%	5,765,876
01=	ICELAND	99.0%	340,935
01=	IRELAND	99.0%	4,951,504
01=	LUXEMBOURG	99.0%	632,194
01=	NORWAY	99.0%	5,433,568
01=	UNITED ARAB EMIRATES	99.0%	9,935,967
01=	LIECHTENSTEIN	99.0%	37,938
01=	QATAR	99.0%	2,925,565

LOWEST LEVELS OF INTERNET ADOPTION

#	LOWEST ADOPTION	% OF POP.	Nº OF USERS
232	NORTH KOREA	<0.1%	[BLOCKED]
231	CENTRAL AFRICAN REPUBLIC	7.1%	355,057
230	ERITREA	8.0%	290,533
229	COMOROS	8.5%	76,141
228	SOUTH SUDAN	10.9%	1,251,667
227	SOMALIA	13.7%	2,266,393
226	NIGER	14.5%	3,721,749
225	KIRIBATI	14.6%	17,848
224	BURUNDI	14.6%	1,816,078
223	DEM. REP. OF THE CONGO	17.6%	16,504,983

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UNCONNECTED POPULATIONS

COUNTRIES AND TERRITORIES WITH THE LARGEST UNCONNECTED POPULATIONS AND THE LOWEST LEVELS OF INTERNET ADOPTION



ABSOLUTE: LARGEST UNCONNECTED POPULATIONS

#	LOCATION	UNCONNECTED POPULATION	% OF POP. OFFLINE
01	INDIA	742,003,000	53.0%
02	CHINA	421,432,000	29.1%
03	PAKISTAN	144,434,000	63.5%
04	BANGLADESH	114,511,000	68.5%
05	NIGERIA	104,888,000	49.0%
06	ETHIOPIA	89,502,000	75.0%
07	DEM. REP. OF THE CONGO	77,293,000	82.4%
08	INDONESIA	73,047,000	26.3%
09	BRAZIL	49,375,000	23.0%
10	TANZANIA	46,794,000	75.0%

RELATIVE: LOWEST LEVELS OF INTERNET ADOPTION

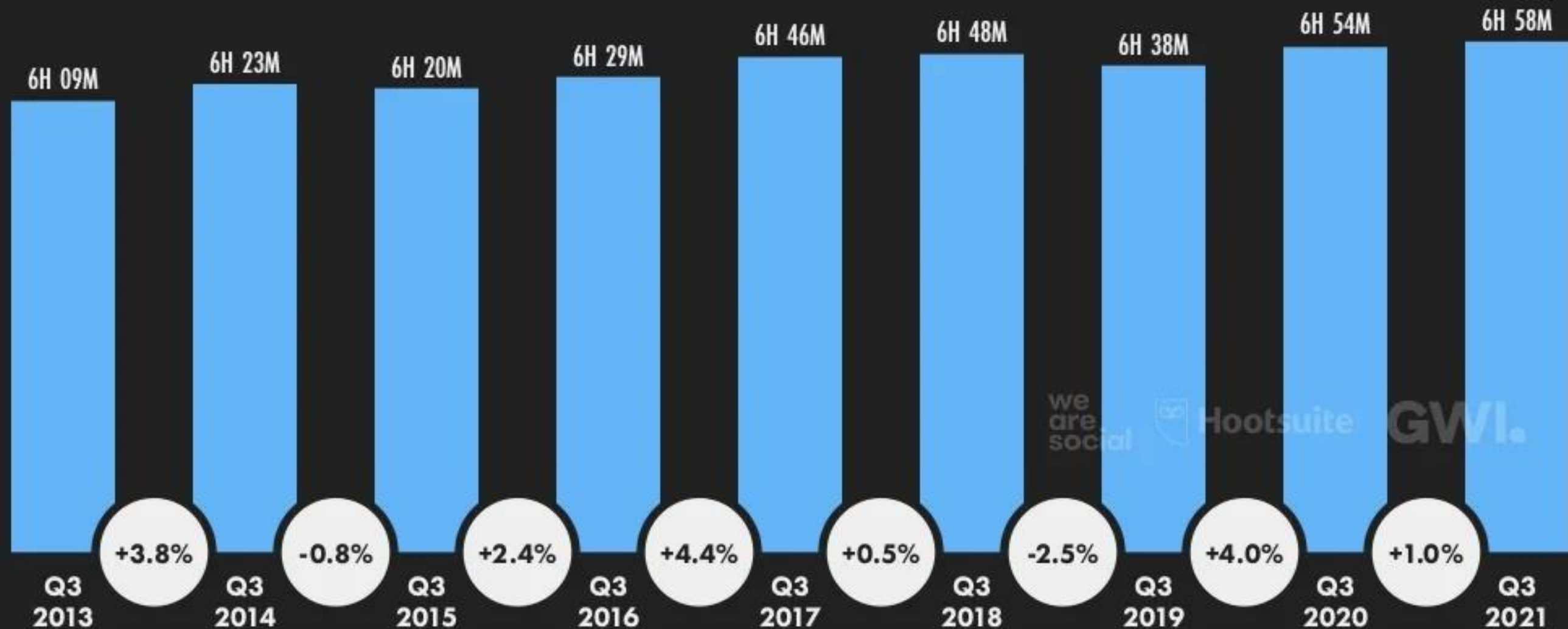
#	LOCATION	% OF POP. OFFLINE	UNCONNECTED
232	NORTH KOREA	>99.9%	25,938,000
231	CENTRAL AFRICAN REPUBLIC	92.9%	4,613,000
230	ERITREA	92.0%	3,341,000
229	COMOROS	91.5%	822,000
228	SOUTH SUDAN	89.1%	10,248,000
227	SOMALIA	86.3%	14,333,000
226	NIGER	85.5%	21,881,000
225	KIRIBATI	85.4%	105,000
224	BURUNDI	85.4%	10,623,000
223	DEM. REP. OF THE CONGO	82.4%	77,293,000

SOURCES: ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJIL; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTES:** FIGURES IN THE "% OF POP. OFFLINE" COLUMN REPRESENT THE PERCENTAGE OF THE POPULATION THAT DOES NOT YET USE THE INTERNET. ABSOLUTE VALUES HAVE BEEN ROUNDED TO THE NEAREST THOUSAND. THE INTERNET (AT LEAST AS THE REST OF THE WORLD KNOWS IT) REMAINS BLOCKED FOR EVERYDAY CITIZENS IN NORTH KOREA. **COMPARABILITY:** SOURCE AND BASE CHANGES.

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DAILY TIME SPENT USING THE INTERNET

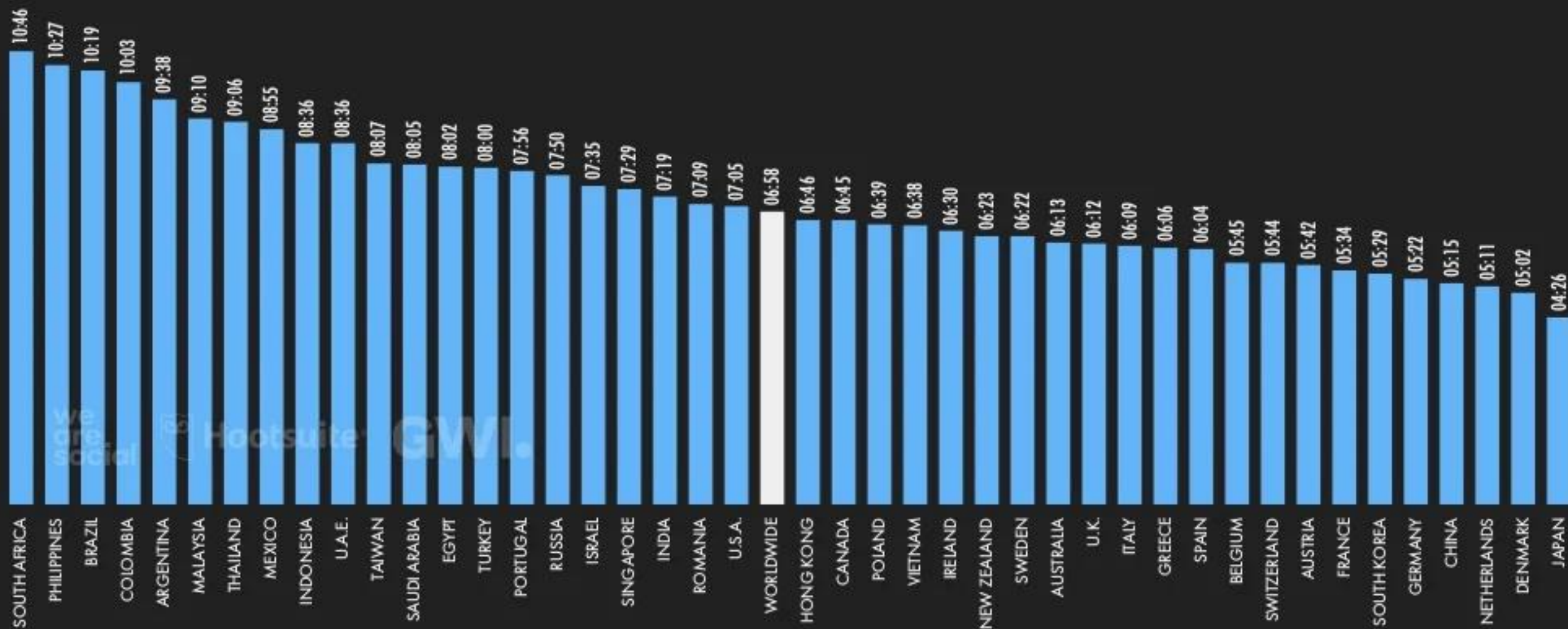
AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY ON ANY DEVICE



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2022

DAILY TIME SPENT USING THE INTERNET

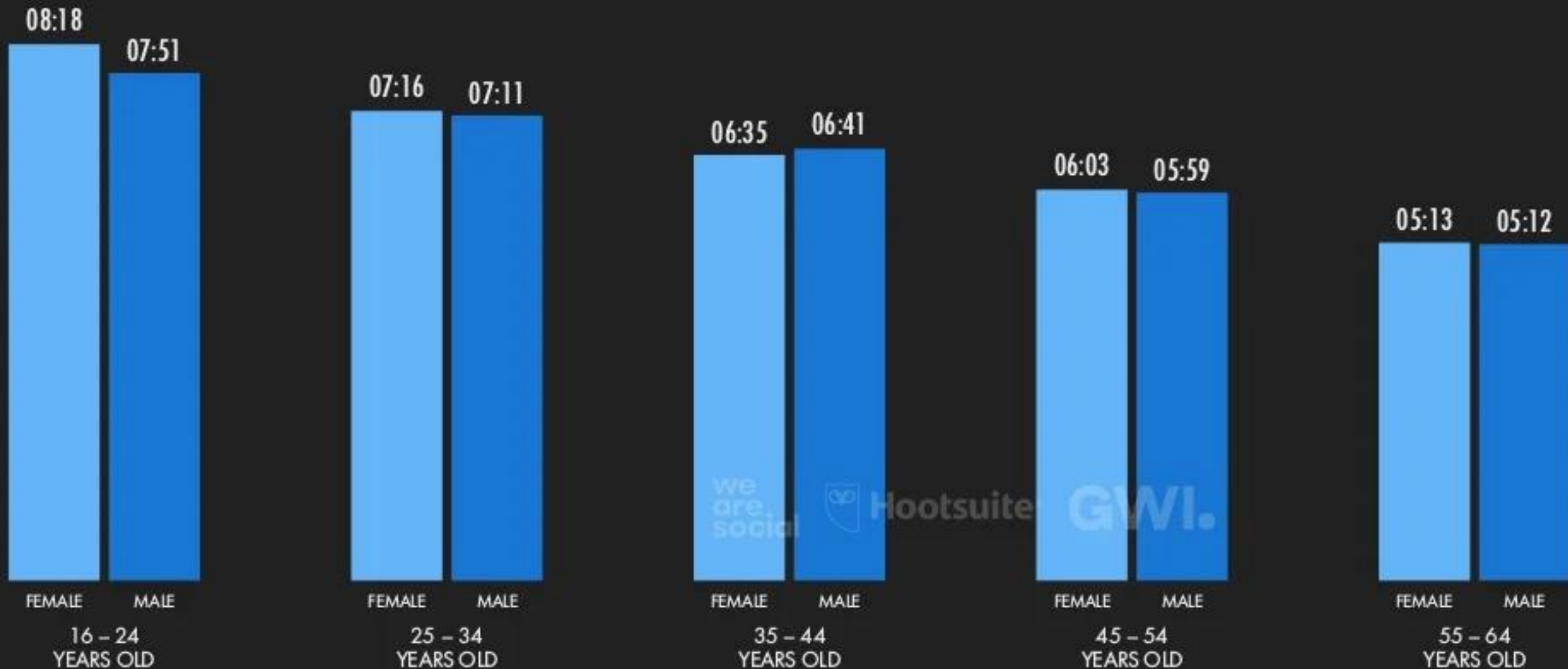
AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY ON ANY DEVICE



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2022

DAILY TIME SPENT USING THE INTERNET

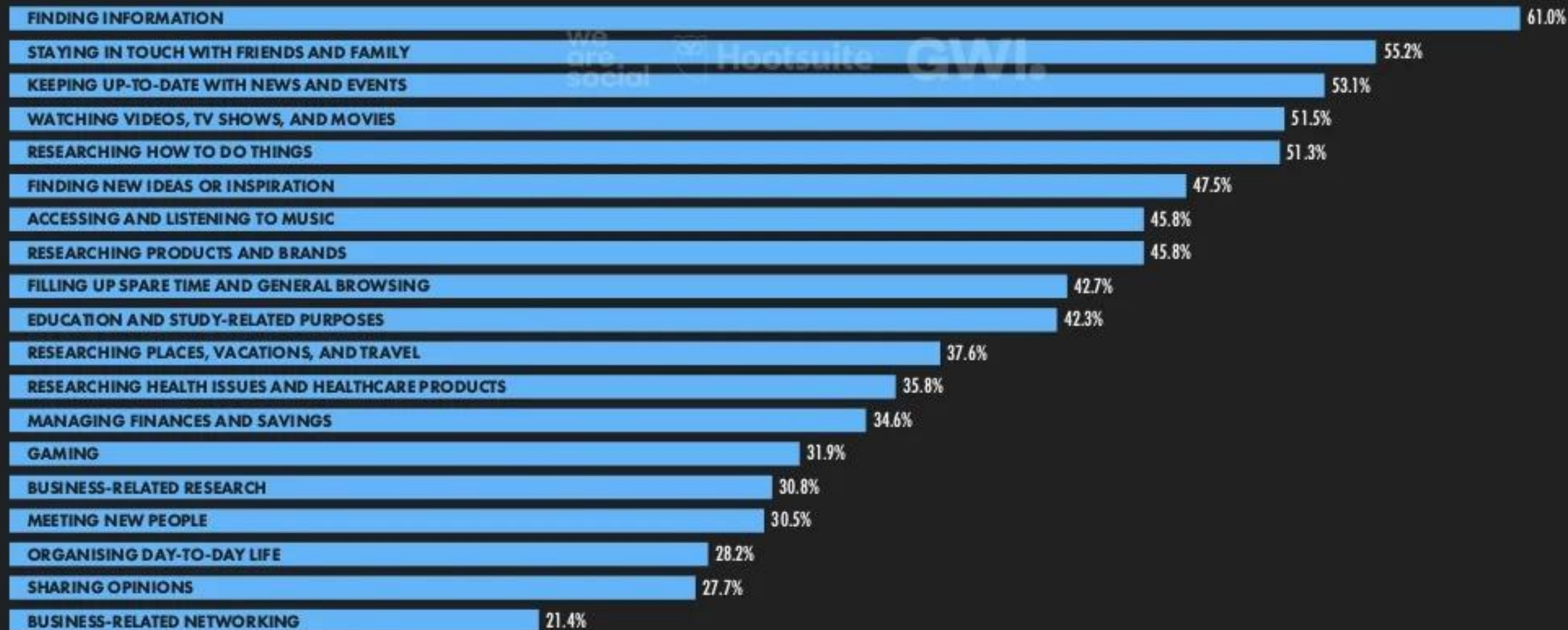
AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY ON ANY DEVICE



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MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET



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2022

DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET

GLOBAL OVERVIEW

MOBILE
PHONE (ANY)



GW.

92.1%

YEAR-ON-YEAR CHANGE
-0.5% (-50 BPS)

LAPTOP OR
DESKTOP (ANY)



71.2%

YEAR-ON-YEAR CHANGE
+0.7% (+50 BPS)

SMART
PHONE



GW.

90.7%

YEAR-ON-YEAR CHANGE
-0.9% (-80 BPS)

FEATURE
PHONE



5.0%

YEAR-ON-YEAR CHANGE
+42.9% (+150 BPS)

TABLET
DEVICE



28.2%

YEAR-ON-YEAR CHANGE
+2.9% (+80 BPS)

OWN LAPTOP
OR DESKTOP



we
are
social

64.5%

YEAR-ON-YEAR CHANGE
-1.2% (-80 BPS)

WORK LAPTOP
OR DESKTOP



GW.

29.4%

YEAR-ON-YEAR CHANGE
+4.3% (+120 BPS)

CONNECTED
TELEVISION



30.4%

YEAR-ON-YEAR CHANGE
+10.5% (+290 BPS)

SMART HOME
DEVICE



GW.

13.8%

YEAR-ON-YEAR CHANGE
[NEW DATA POINT]

GAMES
CONSOLE



12.6%

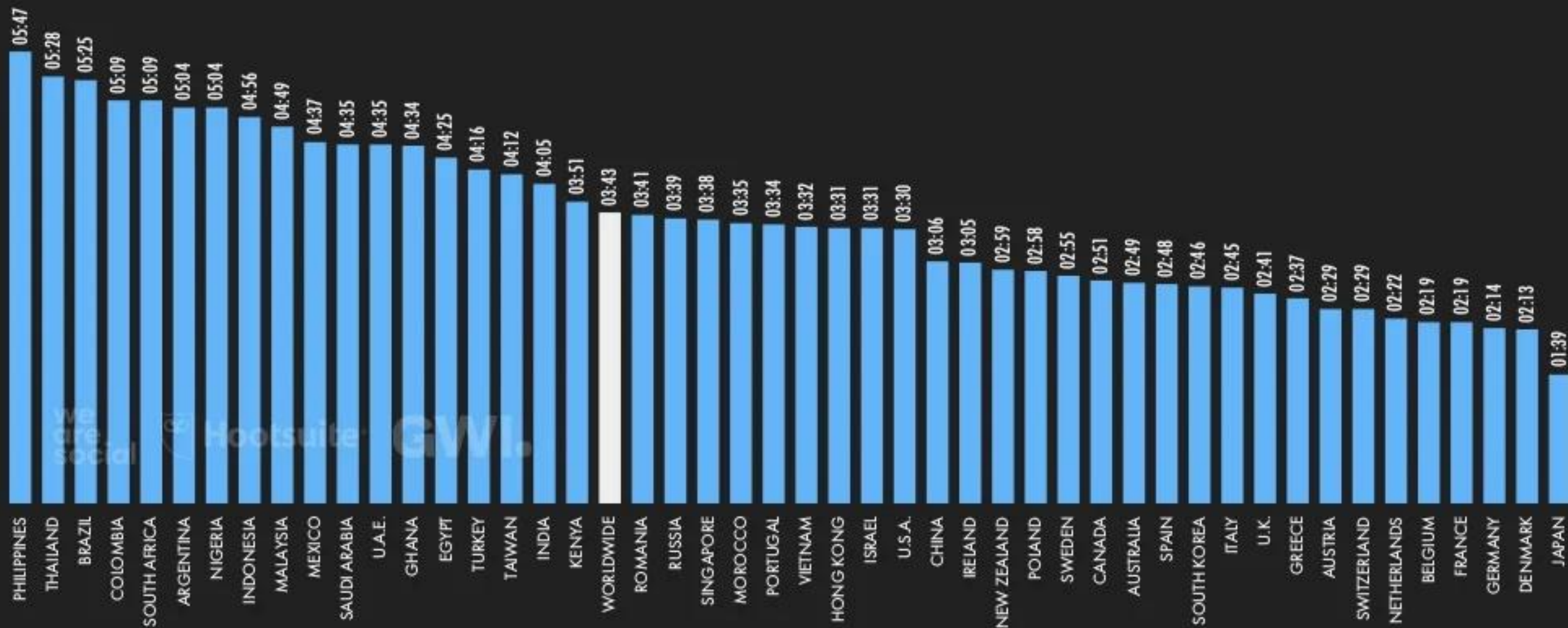
YEAR-ON-YEAR CHANGE
+12.5% (+140 BPS)

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** "MOBILE PHONE (ANY)" INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR A FEATURE PHONE. "LAPTOP OR DESKTOP (ANY)" INCLUDES USERS WHO ACCESS VIA THEIR OWN COMPUTER OR A COMPUTER PROVIDED BY THEIR EMPLOYER. PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGE. "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE.

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TIME SPENT USING THE INTERNET ON MOBILES

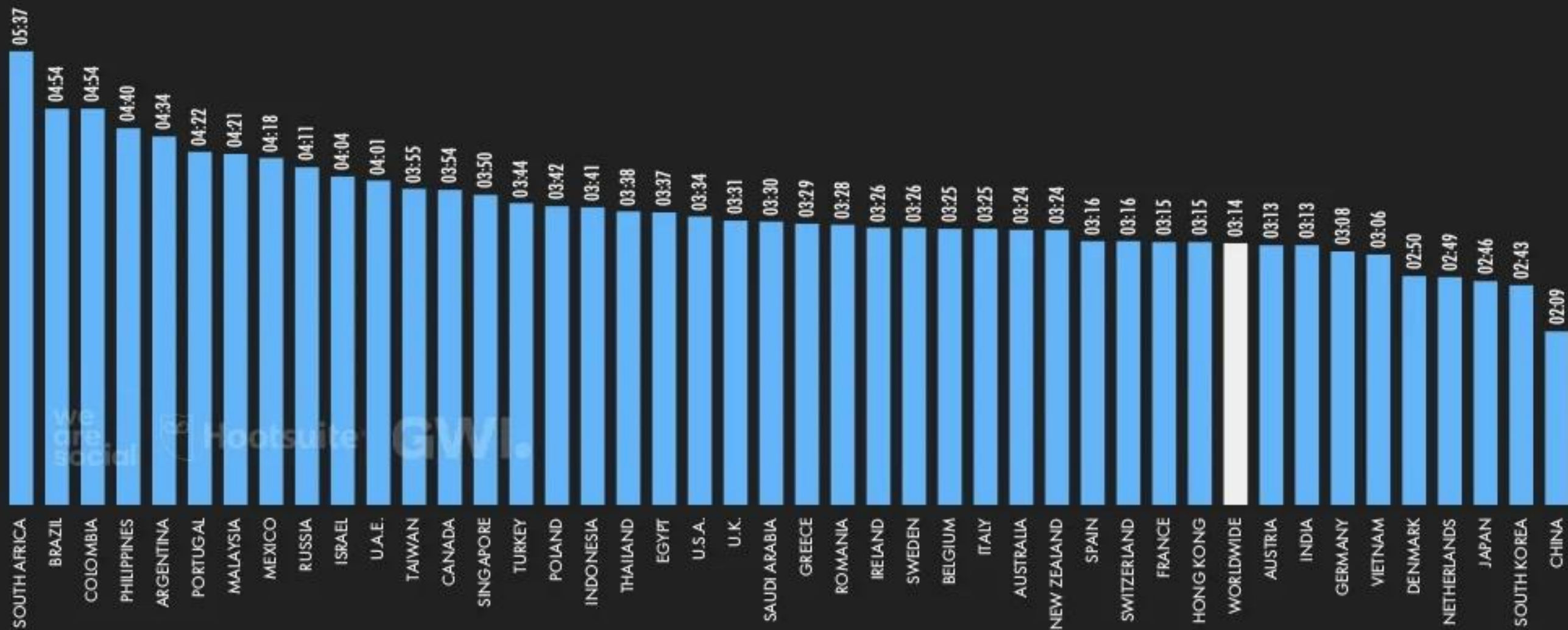
AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET ON MOBILE PHONES



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TIME SPENT USING THE INTERNET ON COMPUTERS

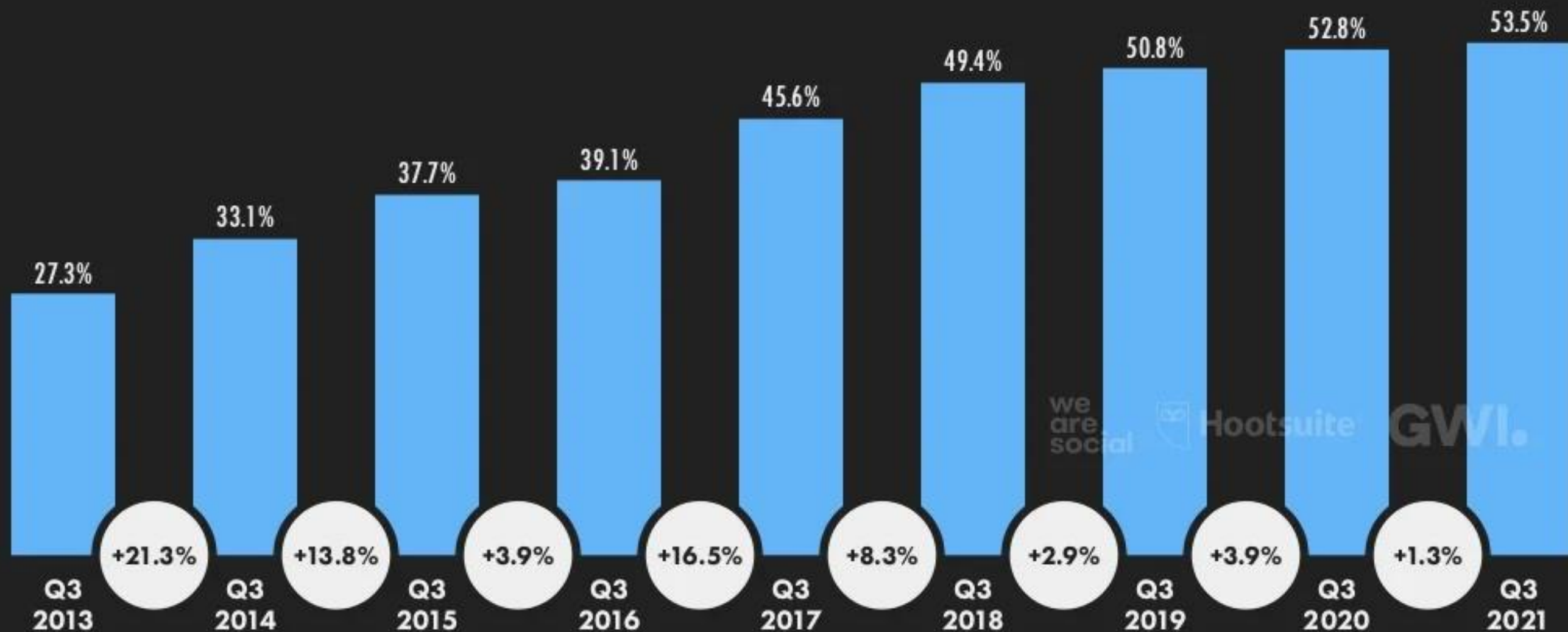
AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET ON LAPTOPS, DESKTOPS, OR TABLETS



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MOBILE'S SHARE OF DAILY INTERNET TIME

DAILY TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET ON MOBILE PHONES AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME



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INTERNET CONNECTION SPEEDS

AVERAGE SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS



AVERAGE SPEED OF MOBILE INTERNET CONNECTIONS



we
are
social

DOWNLOAD
MEDIAN (MBPS)

29.06

DOWNLOAD
MEAN (MBPS)

69.92

UPLOAD
MEDIAN (MBPS)

8.53

UPLOAD
MEAN (MBPS)

14.01

LATENCY
MEDIAN (MS)

29

LATENCY
MEAN (MS)

36

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



KEPIOS

DOWNLOAD
MEDIAN

+32.2%

DOWNLOAD
MEAN

+53.0%

UPLOAD
MEDIAN

+10.2%

UPLOAD
MEAN

+11.2%

LATENCY
MEDIAN

0%

LATENCY
MEAN

0%

AVERAGE SPEED OF FIXED INTERNET CONNECTIONS



Hootsuite

DOWNLOAD
MEDIAN (MBPS)

58.00

DOWNLOAD
MEAN (MBPS)

120.33

UPLOAD
MEDIAN (MBPS)

24.27

UPLOAD
MEAN (MBPS)

67.15

LATENCY
MEDIAN (MS)

10

LATENCY
MEAN (MS)

18

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



DOWNLOAD
MEDIAN

+40.0%

DOWNLOAD
MEAN

+31.4%

UPLOAD
MEDIAN

+107.8%

UPLOAD
MEAN

+36.7%

LATENCY
MEDIAN

-16.7%

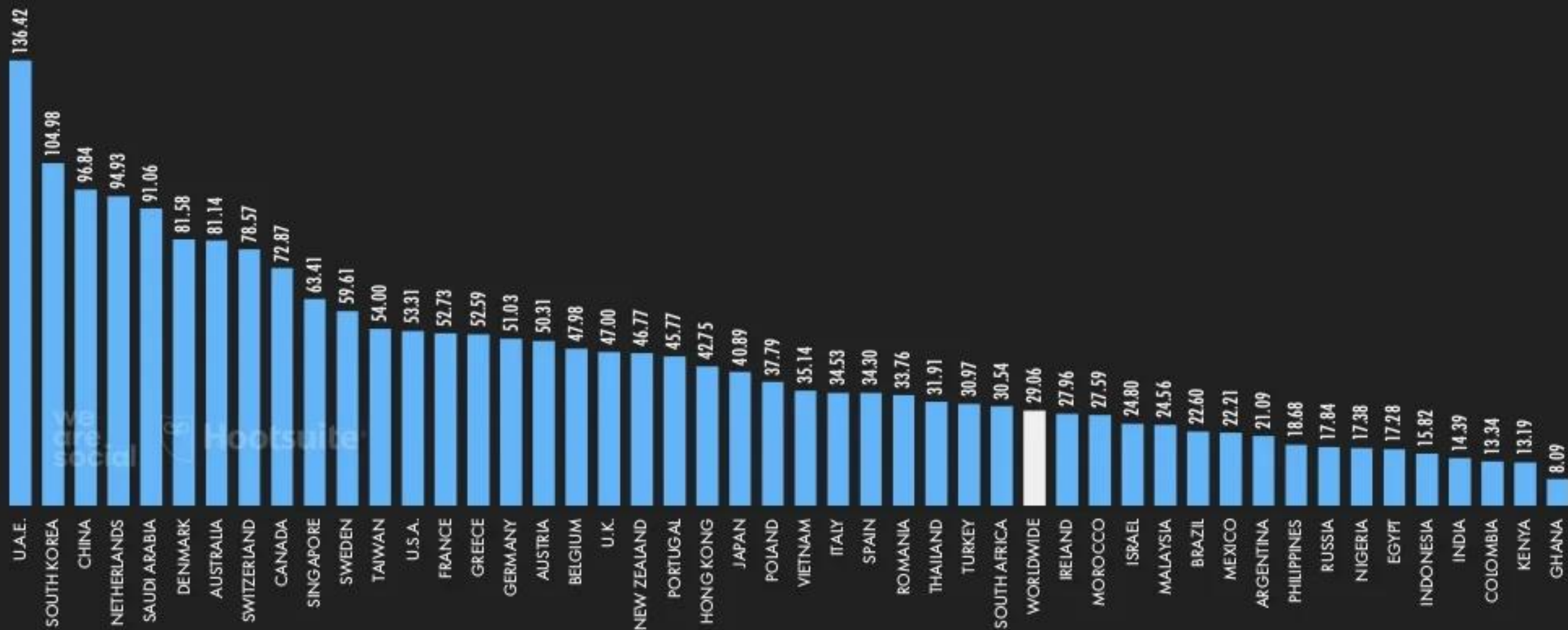
LATENCY
MEAN

-14.3%

JAN
2022

MOBILE INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS (IN MBPS)



MOBILE INTERNET CONNECTION SPEEDS

COUNTRIES AND TERRITORIES WITH THE FASTEST AND SLOWEST **MEDIAN** INTERNET DOWNLOAD SPEEDS VIA **MOBILE CONNECTIONS**

FASTEST MEDIAN MOBILE INTERNET CONNECTION SPEEDS

#	LOCATION	DL	YOY	UL	LATENCY
01	UNITED ARAB EMIRATES	136.42	+27.7%	24.84	19
02	NORWAY	116.66	+82.8%	16.21	28
03	SOUTH KOREA	104.98	+22.7%	15.94	27
04	QATAR	97.90	+7.9%	20.43	20
05	CHINA	96.84	+79.9%	24.13	24
06	NETHERLANDS	94.93	+14.6%	13.96	24
07	SAUDI ARABIA	91.06	+48.5%	18.03	29
08	CYPRUS	88.87	+126.4%	17.03	16
09	BULGARIA	84.59	+26.1%	15.61	21
10	KUWAIT	83.64	+112.4%	23.00	19

SLOWEST MEDIAN MOBILE INTERNET CONNECTION SPEEDS

#	LOCATION	DL	YOY	UL	LATENCY
138	AFGHANISTAN	5.24	+32.3%	1.84	35
137	PALESTINE	5.68	-5.0%	2.20	31
136	VENEZUELA	5.76	+5.9%	3.17	37
135	TAJIKISTAN	7.57	+21.5%	4.07	25
134	GHANA	8.09	-5.0%	6.86	31
133	SUDAN	8.74	+47.4%	6.83	26
132	CÔTE D'IVOIRE	9.37	+12.5%	6.07	26
131	BELARUS	10.33	+15.8%	4.83	29
130	BANGLADESH	10.42	+44.1%	7.85	27
129	HAITI	10.66	-4.1%	6.38	22

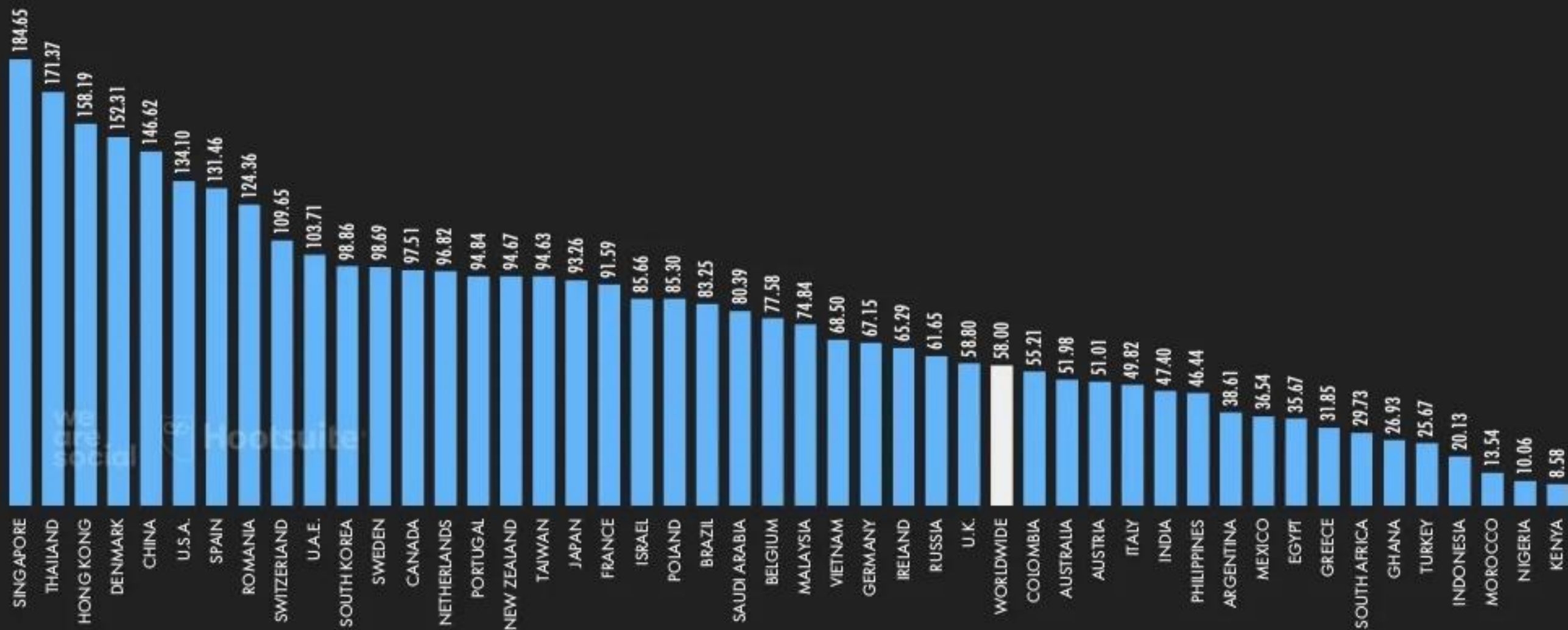
SOURCE: OOKLA. **NOTES:** FIGURES REPRESENT **MEDIAN** VALUES FOR NOVEMBER 2021. DATA ARE NOT AVAILABLE FOR ALLOCATIONS. "DL" COLUMN SHOWS DOWNLOAD SPEEDS IN MEGABITS PER SECOND. "YOY" COLUMN SHOWS YEAR-ON-YEAR CHANGE IN DOWNLOAD SPEEDS. "UL" COLUMN SHOWS UPLOAD SPEEDS IN MEGABITS PER SECOND. LATENCY VALUES ARE IN MILLISECONDS.

COMPARABILITY: PREVIOUS REPORTS FEATURED **MEAN** VALUES (NOT **MEDIAN** VALUES), SO VALUES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

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FIXED INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS (IN MBPS)



JAN
2022

FIXED INTERNET CONNECTION SPEEDS

COUNTRIES AND TERRITORIES WITH THE FASTEST AND SLOWEST **MEDIAN** INTERNET DOWNLOAD SPEEDS VIA **FIXED CONNECTIONS**



FASTEST MEDIAN FIXED INTERNET CONNECTION SPEEDS

#	LOCATION	↓ DL	▲ YOY	↑ UL	LATENCY
01	SINGAPORE	184.65	+15.2%	156.40	4
02	CHILE	173.09	+94.8%	89.48	6
03	THAILAND	171.37	+46.6%	135.59	5
04	HONG KONG	158.19	+31.3%	94.85	5
05	DENMARK	152.31	+36.6%	93.71	8
06	CHINA	146.62	+55.6%	36.61	9
07	MONACO	141.63	+46.0%	104.79	7
08	UNITED STATES OF AMERICA	134.10	+32.2%	19.45	14
09	SPAIN	131.46	+39.3%	101.31	13
10	ROMANIA	124.36	+37.4%	94.29	5

SLOWEST MEDIAN FIXED INTERNET CONNECTION SPEEDS

#	LOCATION	↓ DL	▲ YOY	↑ UL	LATENCY
181	AFGHANISTAN	1.67	-20.1%	1.84	24
180	CUBA	1.90	+24.2%	0.84	115
179	TURKMENISTAN	1.98	+44.5%	0.79	26
178	YEMEN	2.76	+50.8%	0.64	46
177	SYRIA	2.90	+20.3%	2.50	25
176	ETHIOPIA	3.31	+21.2%	1.74	32
175	NIGER	3.38	+33.6%	3.67	28
174	SUDAN	3.59	+6.8%	2.18	33
173	GUINEA	3.92	-31.7%	4.67	87
172	ESWATINI	4.40	+8.9%	3.31	47

SOURCE: OOKLA. **NOTES:** FIGURES REPRESENT **MEDIAN** VALUES FOR NOVEMBER 2021. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. "↓ DL" COLUMN SHOWS DOWNLOAD SPEEDS IN MEGABITS PER SECOND. "▲ YOY" COLUMN SHOWS YEAR-ON-YEAR CHANGE IN DOWNLOAD SPEEDS. "↑ UL" COLUMN SHOWS UPLOAD SPEEDS IN MEGABITS PER SECOND. LATENCY VALUES ARE IN MILLISECONDS. **COMPARABILITY:** PREVIOUS REPORTS FEATURED **MEAN** VALUES (NOT **MEDIAN** VALUES), SO VALUES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

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SHARE OF WEB TRAFFIC BY DEVICE

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



MOBILE
PHONES



53.96%

YEAR-ON-YEAR CHANGE

+2.0%

+104 BPS

LAPTOP AND
DESKTOP COMPUTERS



43.53%

YEAR-ON-YEAR CHANGE

-1.5%

-66 BPS

TABLET
DEVICES



2.47%

YEAR-ON-YEAR CHANGE

-12.4%

-35 BPS

OTHER
DEVICES



0.03%

YEAR-ON-YEAR CHANGE

-50.0%

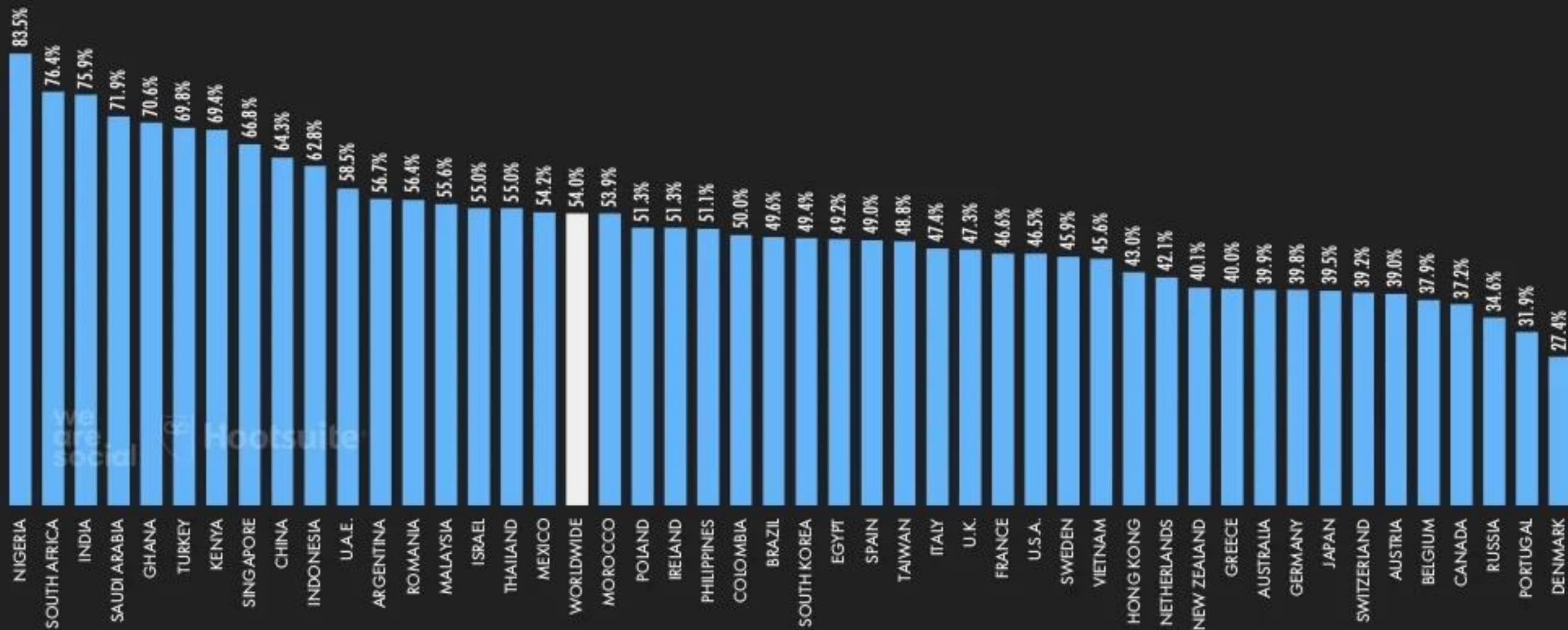
-3 BPS



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MOBILE'S SHARE OF WEB TRAFFIC

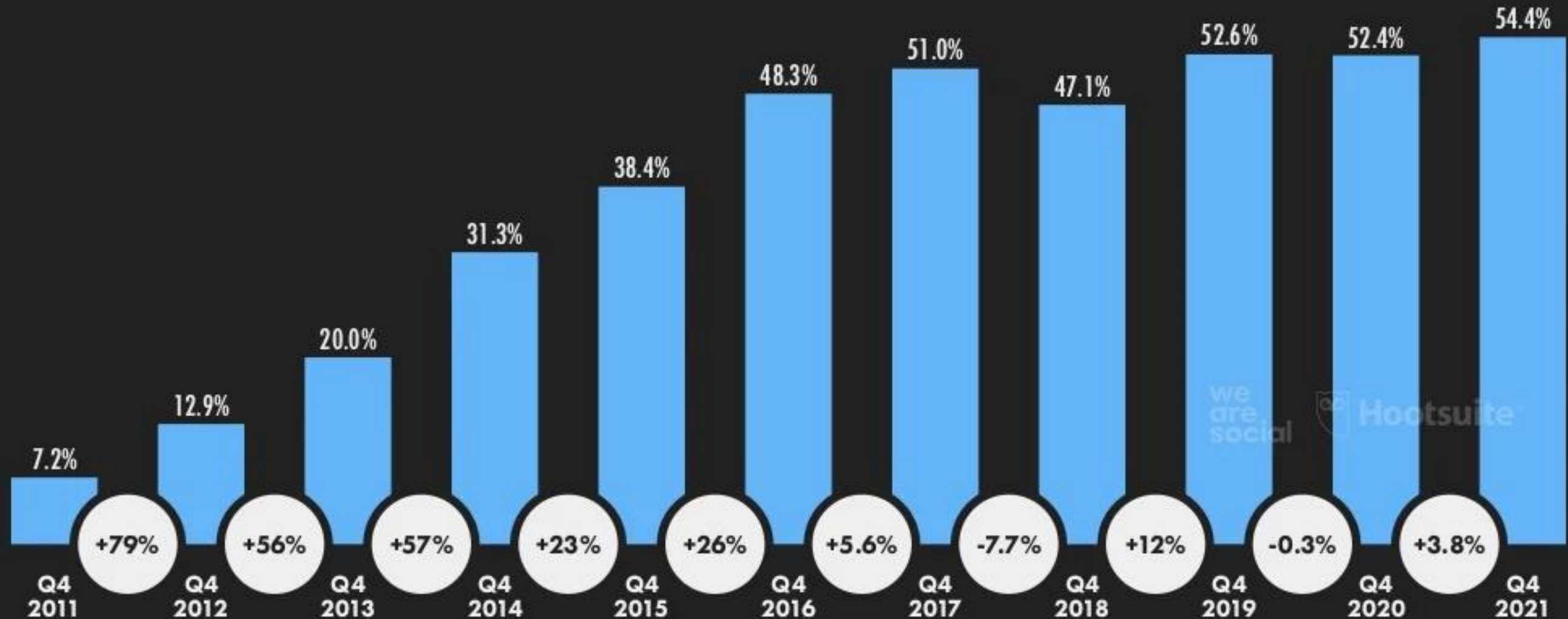
PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES



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MOBILE'S SHARE OF WEB TRAFFIC

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



JAN
2022

SHARE OF WEB TRAFFIC BY BROWSER

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



CHROME



we
are
social

64.06%

YEAR-ON-YEAR CHANGE
+0.8% (+52 BPS)

SAFARI



we
are
social

19.22%

YEAR-ON-YEAR CHANGE
-0.1% (-2 BPS)

MICROSOFT EDGE



we
are
social

4.19%

YEAR-ON-YEAR CHANGE
+39.2% (+118 BPS)

FIREFOX



3.91%

YEAR-ON-YEAR CHANGE
+3.2% (+12 BPS)

SAMSUNG INTERNET



we
are
social

2.80%

YEAR-ON-YEAR CHANGE
-19.8% (-69 BPS)

OPERA



we
are
social

2.34%

YEAR-ON-YEAR CHANGE
+10.9% (+23 BPS)

UC BROWSER



we
are
social

0.94%

YEAR-ON-YEAR CHANGE
-30.4% (-41 BPS)

OTHER



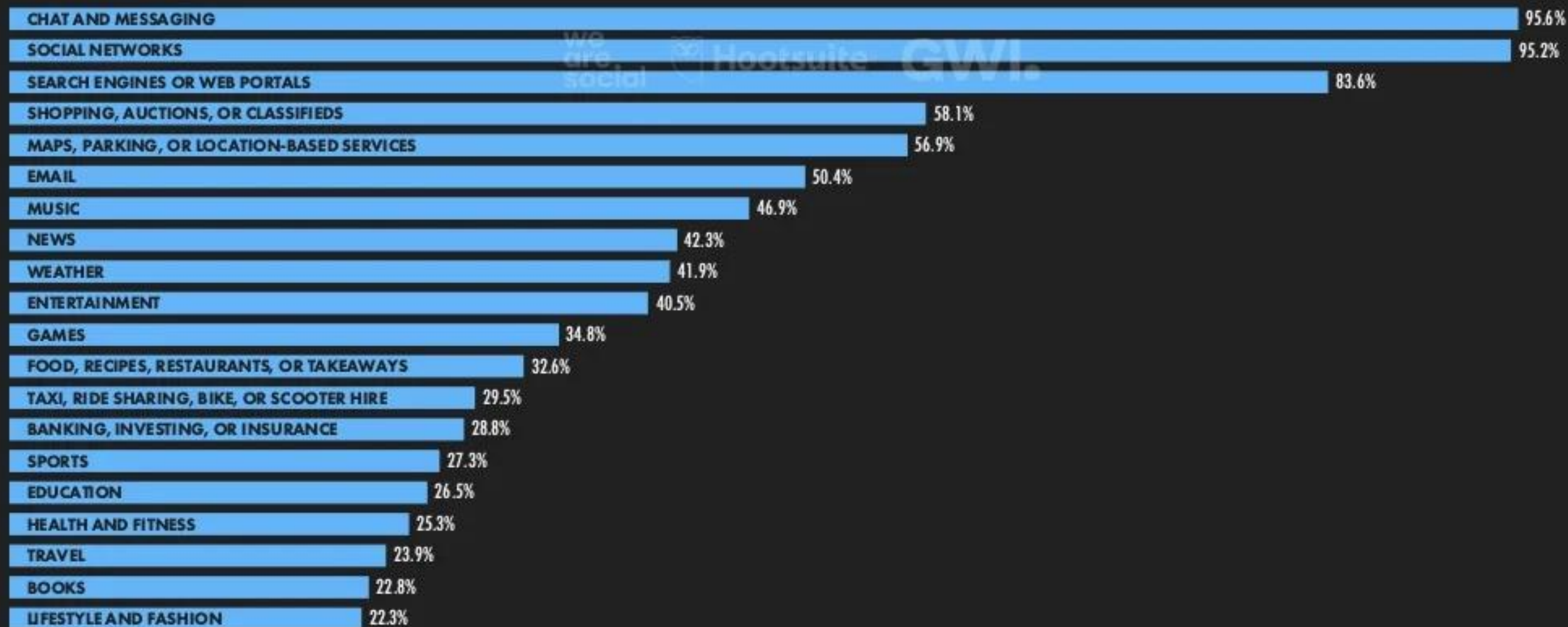
2.50%

YEAR-ON-YEAR CHANGE
-28.0% (-97 BPS)

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TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH



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2022

MOST-VISITED WEBSITES: SEMRUSH RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SEMRUSH, BASED ON TOTAL WEBSITE TRAFFIC IN NOVEMBER 2021



#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	45.41B	2.98B	21M 11S	5.74
02	YOUTUBE.COM	14.34B	1.70B	7M 43S	3.70
03	FACEBOOK.COM	11.74B	1.53B	22M 15S	5.97
04	WIKIPEDIA.ORG	5.97B	1.39B	10M 35S	2.11
05	AMAZON.COM	3.13B	0.68B	13M 11S	7.28
06	INSTAGRAM.COM	3.08B	0.74B	18M 12S	4.79
07	YAHOO.COM	2.63B	0.41B	17M 14S	3.99
08	YANDEX.RU	2.43B	0.19B	23M 32S	6.51
09	TWITTER.COM	2.43B	0.62B	14M 46S	4.45
10	PORNHUB.COM	2.29B	0.40B	14M 50S	8.32

#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
11	REDDIT.COM	2.22B	0.39B	21M 58S	4.36
12	NAVER.COM	2.20B	0.11B	10M 44S	11.01
13	XVIDEOS.COM	2.13B	0.34B	18M 29S	8.79
14	BIT.LY	2.11B	0.82B	12M 12S	1.21
15	VK.COM	1.64B	0.18B	23M 20S	9.60
16	LIVE.COM	1.60B	0.32B	9M 15S	4.01
17	XNXX.COM	1.39B	0.24B	18M 23S	8.74
18	FANDOM.COM	1.28B	0.31B	12M 18S	3.13
19	YAHOO.CO.JP	1.23B	0.06B	13M 51S	6.22
20	TWITCH.TV	1.22B	0.14B	6M 28S	2.33

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES FOR NOVEMBER 2021. **NOTE:** "UNIQUE VISITORS" REPRESENTS THE NUMBER OF DISTINCT "IDENTITIES" ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS. **COMPARABILITY:** SOURCE METHODOLOGY CHANGES. VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

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MOST-VISITED WEBSITES: SIMILARWEB RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO **SIMILARWEB**, BASED ON TOTAL WEB SITE TRAFFIC BETWEEN JANUARY AND DECEMBER 2021



#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	1.077T	58.1%	41.9%	11M 30S	8.70
02	YOUTUBE.COM	408.88B	21.8%	78.2%	21M 42S	11.28
03	FACEBOOK.COM	265.78B	57.7%	42.3%	10M 15S	8.51
04	TWITTER.COM	78.94B	53.9%	46.1%	10M 44S	11.51
05	INSTAGRAM.COM	74.19B	63.3%	36.7%	7M 41S	11.16
06	BAIDU.COM	67.13B	72.7%	27.3%	6M 10S	8.21
07	WIKIPEDIA.ORG	66.90B	59.3%	40.7%	3M 53S	3.01
08	YAHOO.COM	43.48B	37.9%	62.1%	7M 41S	5.75
09	YANDEX.RU	43.06B	47.5%	52.5%	11M 28S	9.44
10	XVIDEOS.COM	40.80B	91.6%	8.4%	9M 57S	9.04

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
11	WHATSAPP.COM	34.19B	21.5%	78.5%	3M 10S	1.54
12	XNXX.COM	31.60B	95.4%	4.6%	8M 29S	11.23
13	AMAZON.COM	31.53B	36.0%	64.0%	7M 03S	8.74
14	NETFLIX.COM	29.92B	8.1%	91.9%	9M 40S	4.19
15	LIVE.COM	28.49B	27.6%	72.4%	7M 31S	8.32
16	PORNHUB.COM	28.44B	86.7%	13.3%	8M 08S	7.02
17	YAHOO.CO.JP	28.00B	68.6%	31.4%	9M 21S	6.84
18	ZOOM.US	26.58B	44.5%	55.5%	3M 40S	2.98
19	REDDIT.COM	20.01B	32.8%	67.2%	9M 30S	6.49
20	OFFICE.COM	18.73B	24.5%	75.5%	9M 39S	7.67



similarweb



similarweb

JAN
2022

SEARCH ENGINE MARKET SHARE

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE

GLOBAL OVERVIEW

GOOGLE



91.42%

YEAR-ON-YEAR CHANGE
-0.8% (-74 BPS)

BING



3.14%

YEAR-ON-YEAR CHANGE
+9.0% (+26 BPS)

BAIDU



1.75%

YEAR-ON-YEAR CHANGE
+53.5% (+61 BPS)

YAHOO!



1.53%

YEAR-ON-YEAR CHANGE
+0.7% (+1 BPS)

YANDEX



0.92%

YEAR-ON-YEAR CHANGE
-2.1% (-2 BPS)

DUCKDUCKGO



0.66%

YEAR-ON-YEAR CHANGE
+8.2% (+5 BPS)

ECOSIA



0.13%

YEAR-ON-YEAR CHANGE
-7.1% (-1 BPS)

NAVER



0.11%

YEAR-ON-YEAR CHANGE
-15.4% (-2 BPS)

SOGOU



0.10%

YEAR-ON-YEAR CHANGE
-52.4% (-11 BPS)

OTHERS



0.25%

YEAR-ON-YEAR CHANGE
-64.3% (-45 BPS)

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TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021



#	SEARCH QUERY	INDEX	▲YOY
01	GOOGLE	100	-20.7%
02	FACEBOOK	94	-26.8%
03	YOUTUBE	94	-16.3%
04	YOU	72	-8.0%
05	WEATHER	47	+11.0%
06	TRANSLATE	47	-4.4%
07	WHATSAPP	43	+24.2%
08	NEWS	42	-19.9%
09	WHATSAPP WEB	32	+32.5%
10	AMAZON	31	-11.6%

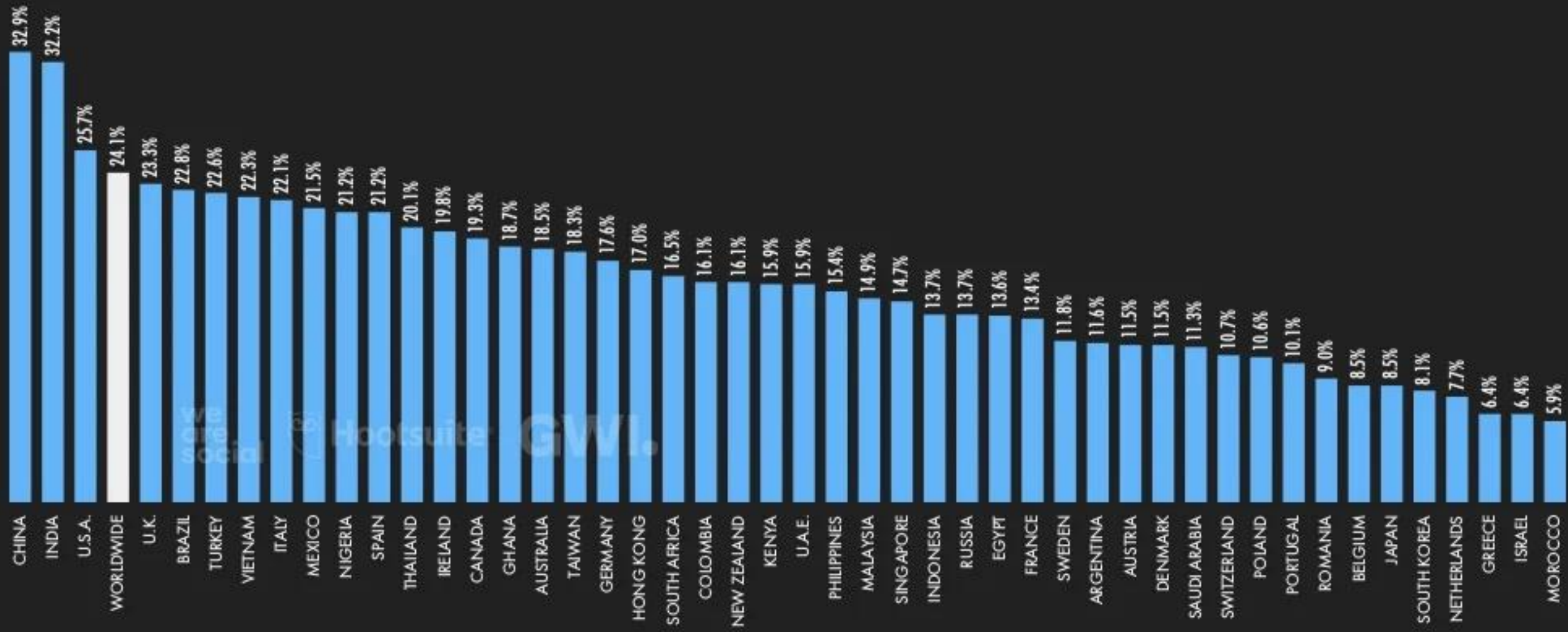
#	SEARCH QUERY	INDEX	▲YOY
11	INSTAGRAM	27	-2.7%
12	TWITTER	21	-8.8%
13	YAHOO	21	-11.4%
14	TIEMPO	21	+29.3%
15	GOOGLE TRANSLATE	21	-10.6%
16	CLIMA	20	+2.4%
17	NETFLIX	18	-20.3%
18	METEO	16	+8.8%
19	TRADUCTOR	16	+3.2%
20	GMAIL	16	-7.9%

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021. **NOTES:** GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. "▲YOY" COLUMN SHOWS CHANGE IN AVERAGE INDEX VALUES COMPARED WITH FULLY YEAR 2020. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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USE OF VOICE ASSISTANTS TO FIND INFORMATION

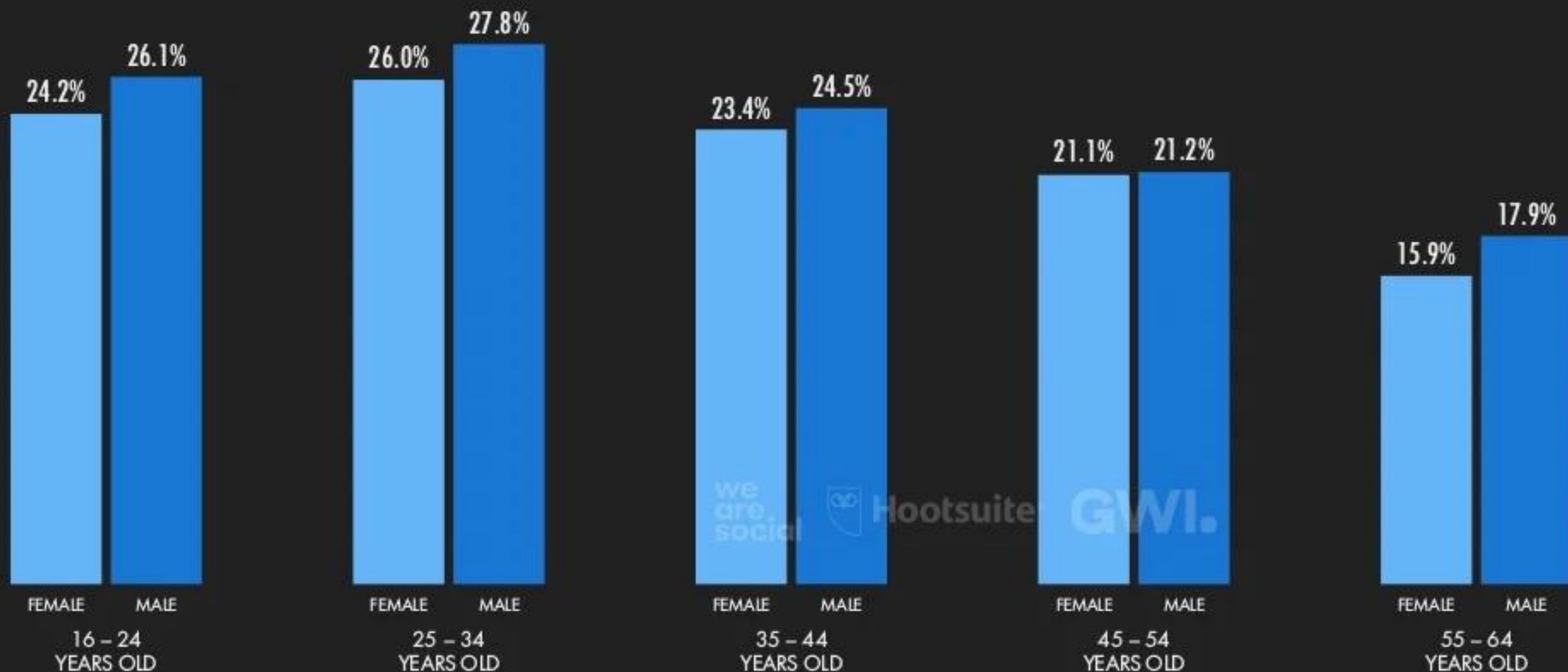
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE VOICE ASSISTANTS (E.G. SIRI, ALEXA) TO FIND INFORMATION EACH WEEK



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2022

USE OF VOICE ASSISTANTS TO FIND INFORMATION

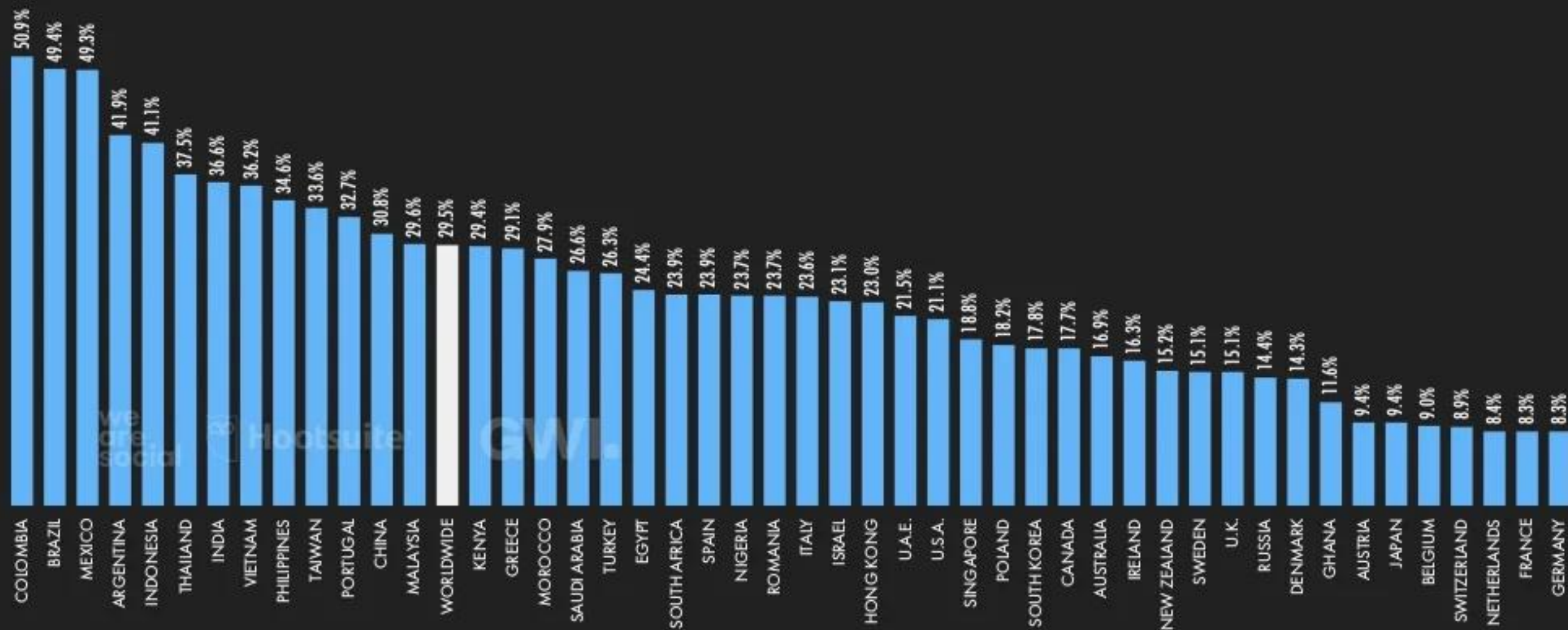
PERCENTAGE OF INTERNET USERS WHO USE VOICE ASSISTANTS (E.G. SIRI, ALEXA) TO FIND INFORMATION EACH WEEK



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2022

USE OF IMAGE RECOGNITION TOOLS ON MOBILE

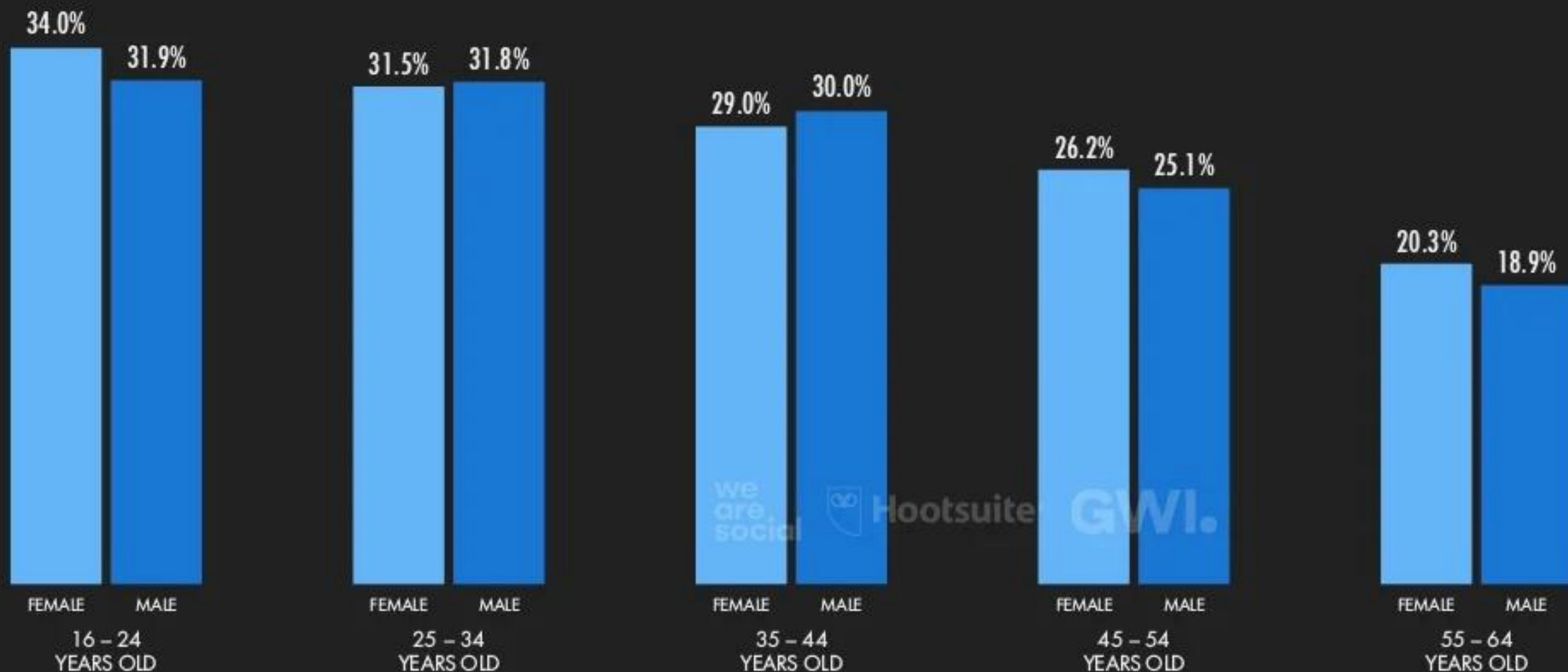
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE IMAGE RECOGNITION TOOLS (E.G. SEARCH 'LENSES') ON THEIR MOBILE EACH MONTH



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USE OF IMAGE RECOGNITION TOOLS ON MOBILE

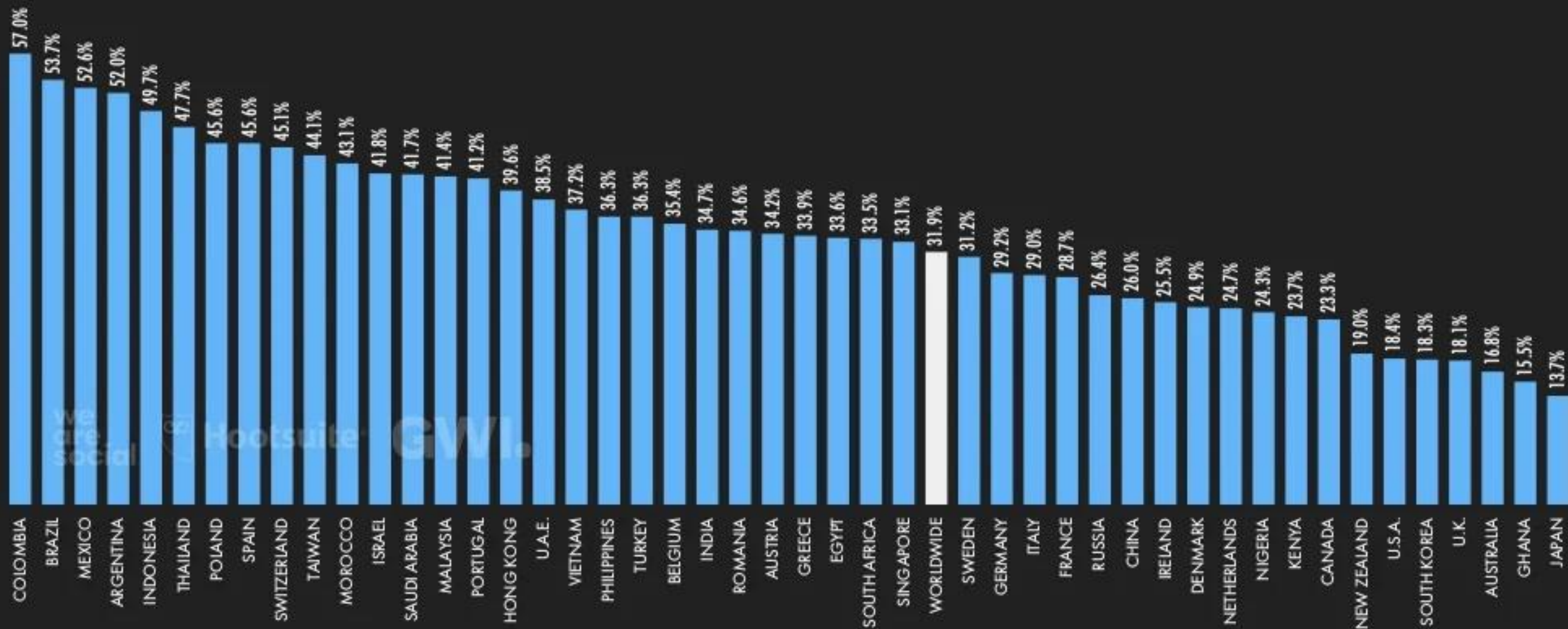
PERCENTAGE OF INTERNET USERS WHO USE IMAGE RECOGNITION TOOLS (E.G. SEARCH 'LENSES') ON THEIR MOBILE EACH MONTH



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USE OF ONLINE TRANSLATION TOOLS

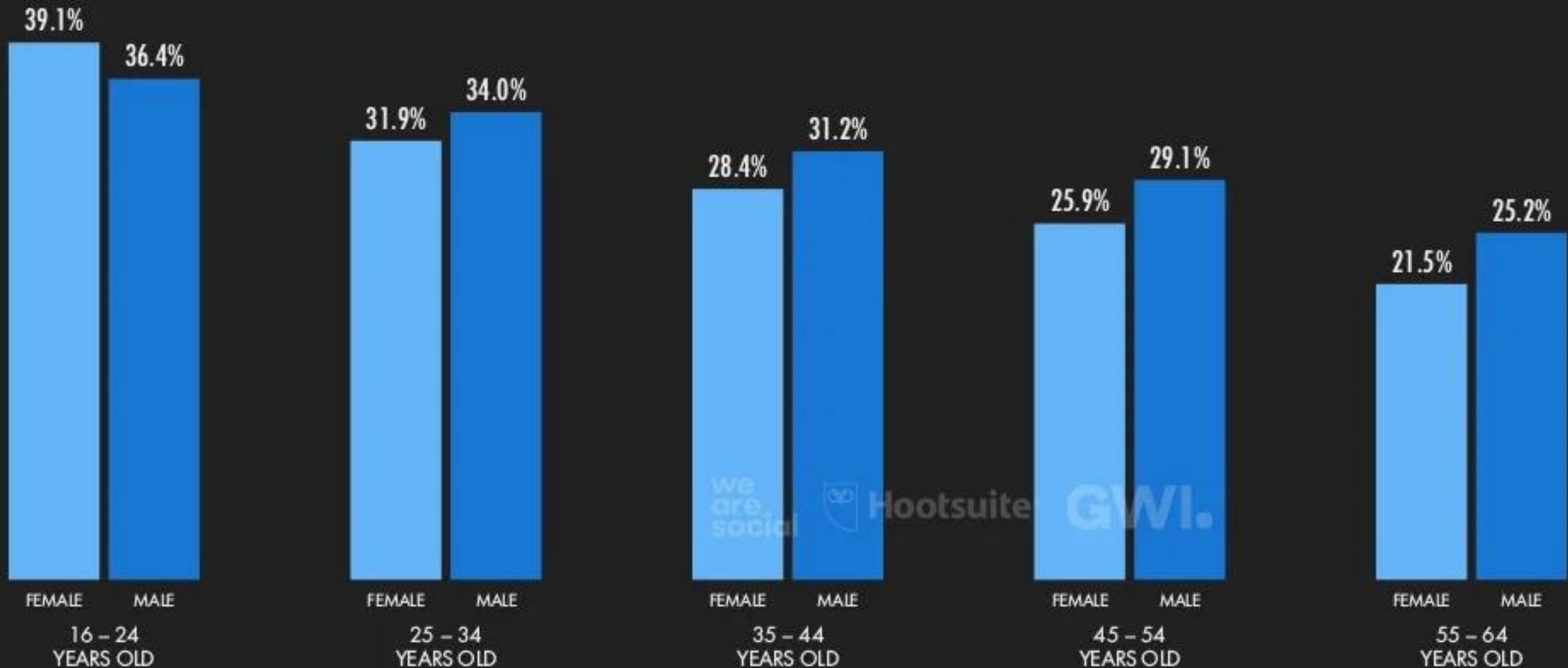
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK



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USE OF ONLINE TRANSLATION TOOLS

PERCENTAGE OF INTERNET USERS WHO USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK



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WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK



ANY KIND
OF VIDEO



GW.

91.9%

MUSIC
VIDEO



51.4%

COMEDY, MEME,
OR VIRAL VIDEO



GW.

37.1%

TUTORIAL OR
HOW-TO VIDEO



we
are
social

31.3%

VIDEO
LIVESTREAM



30.4%

EDUCATIONAL
VIDEO



29.8%

PRODUCT
REVIEW VIDEO



GW.

27.7%

SPORTS CLIP OR
HIGHLIGHTS VIDEO



28.5%

GAMING
VIDEO



GW.

27.4%

INFLUENCER
VIDEOS AND VLOGS

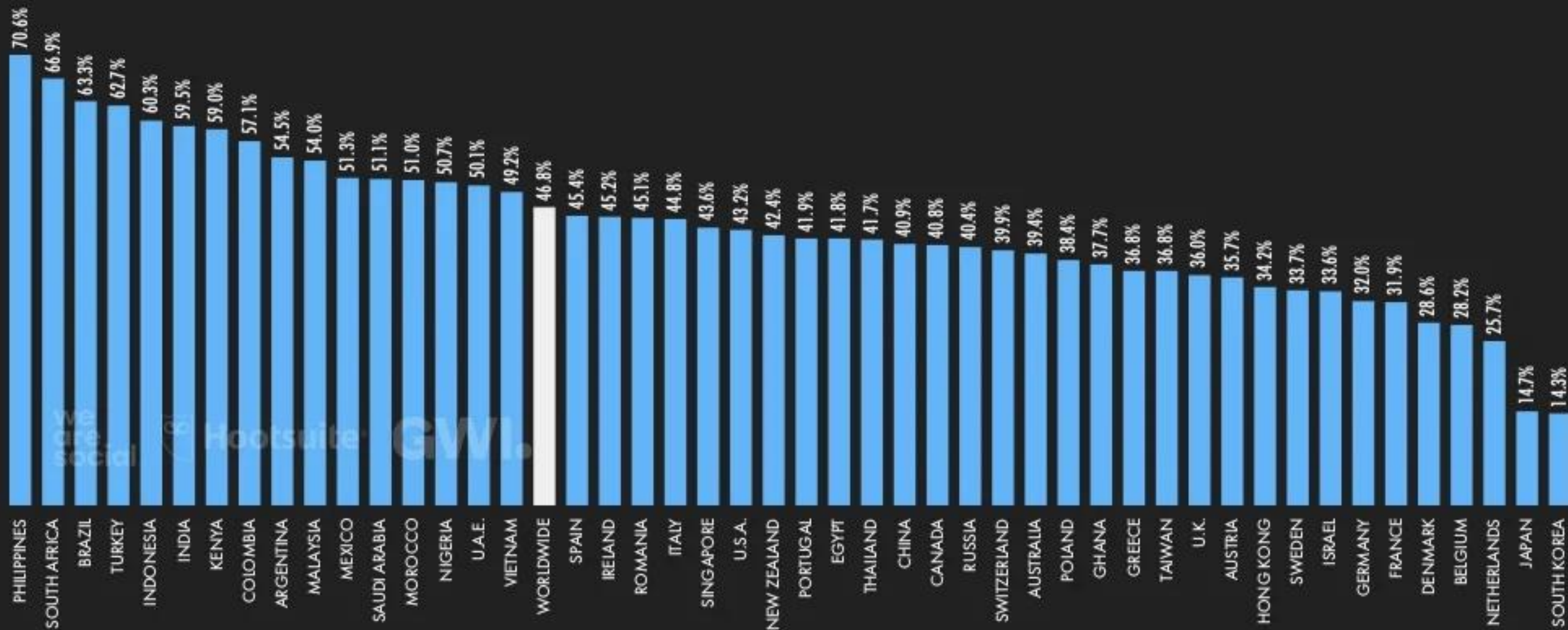


26.7%

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ONLINE VIDEO AS A SOURCE OF LEARNING

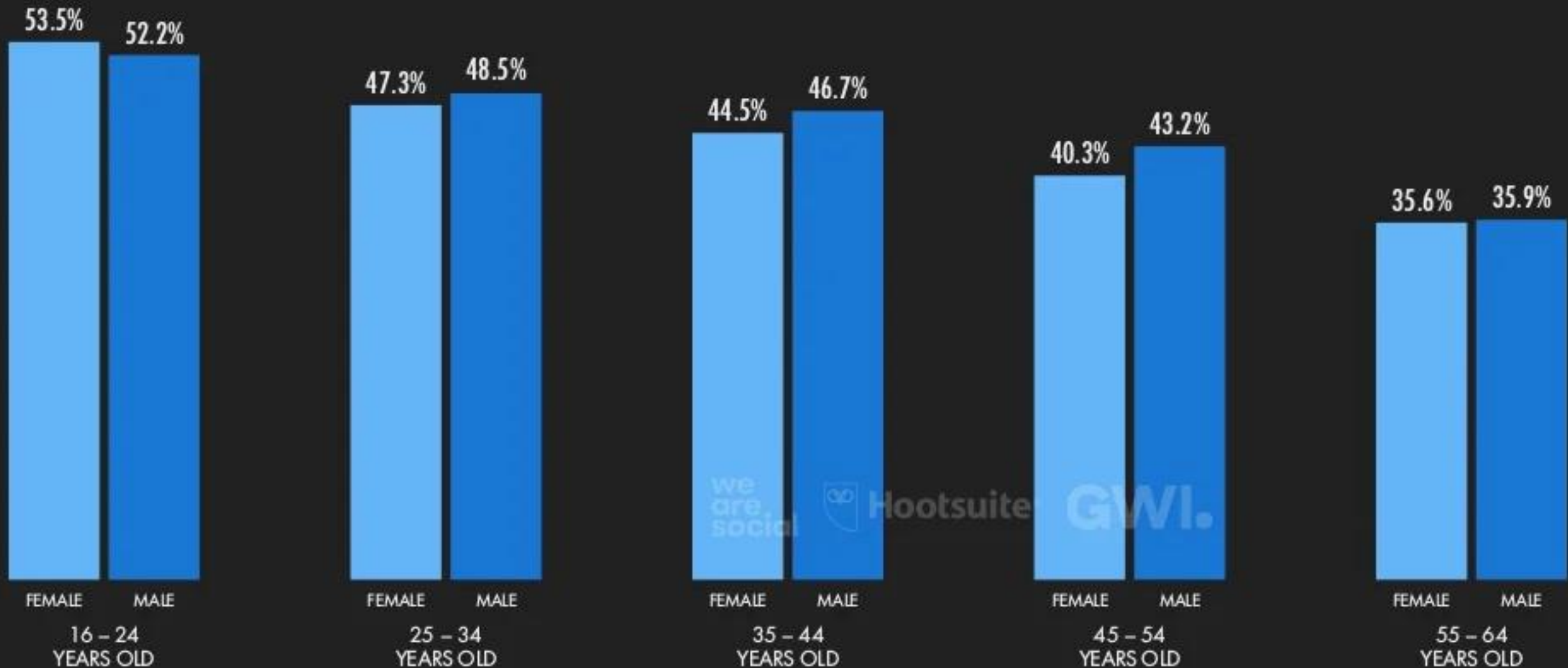
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH HOW-TO VIDEOS, TUTORIAL VIDEOS, OR EDUCATIONAL VIDEOS EACH WEEK



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ONLINE VIDEO AS A SOURCE OF LEARNING

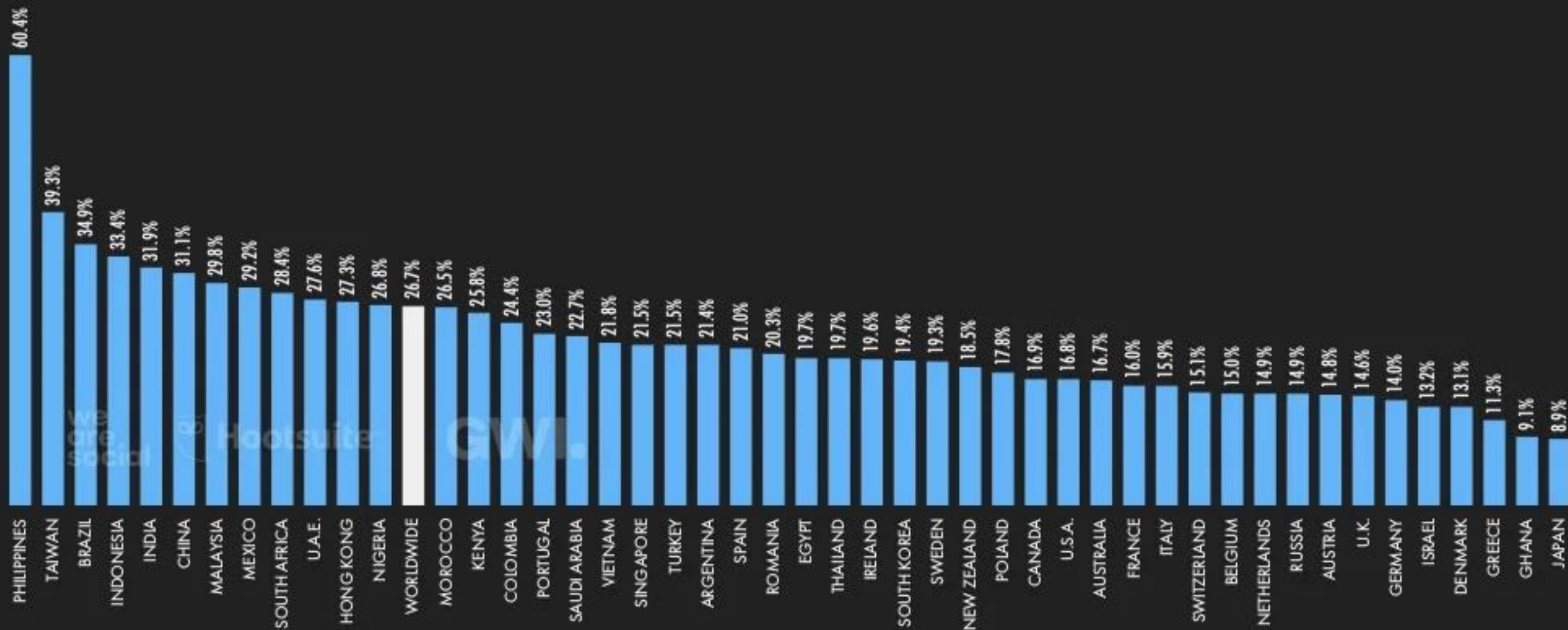
PERCENTAGE OF INTERNET USERS WHO WATCH HOW-TO VIDEOS, TUTORIAL VIDEOS, OR EDUCATIONAL VIDEOS EACH WEEK



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WATCHING VLOGS

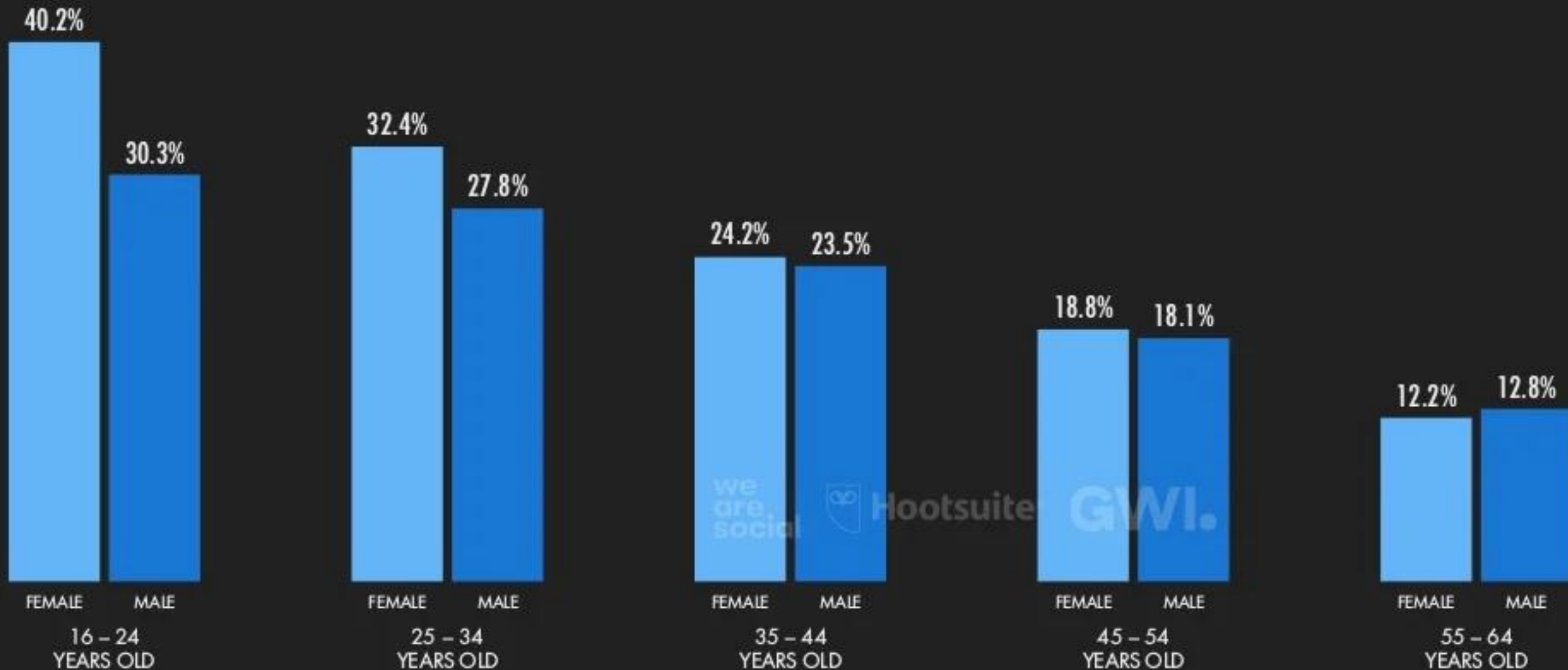
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH VLOGS EACH WEEK



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WATCHING VLOGS

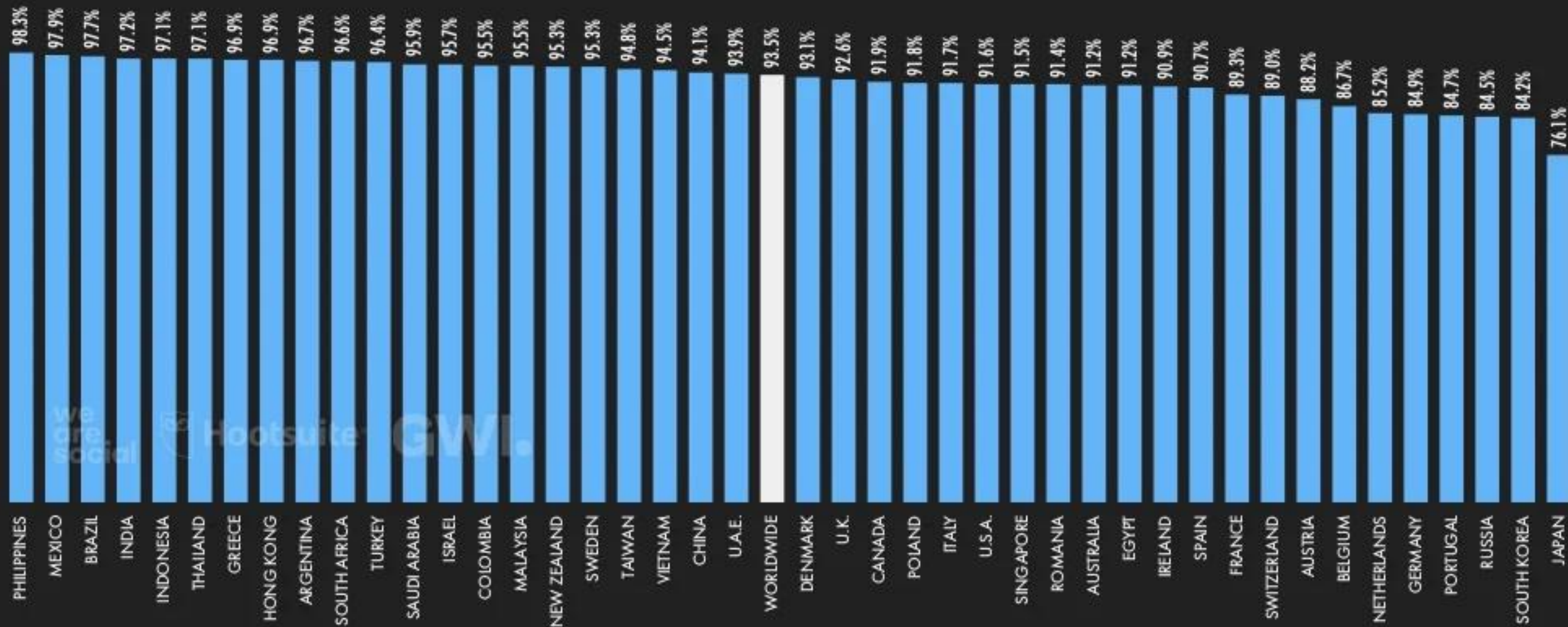
PERCENTAGE OF INTERNET USERS WHO WATCH VLOGS EACH WEEK



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STREAMING TV CONTENT VIA THE INTERNET

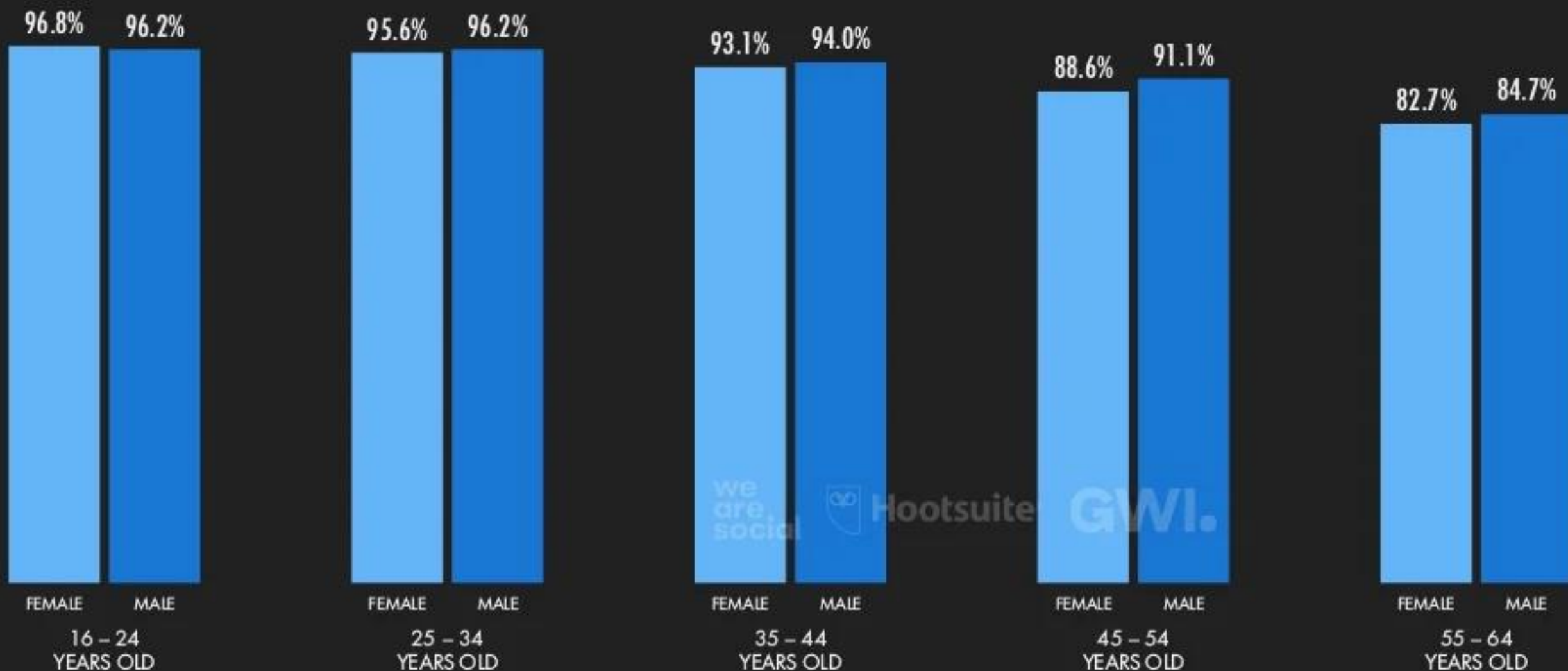
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH TV CONTENT VIA STREAMING SERVICES (E.G. NETFLIX) EACH MONTH



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STREAMING TV CONTENT VIA THE INTERNET

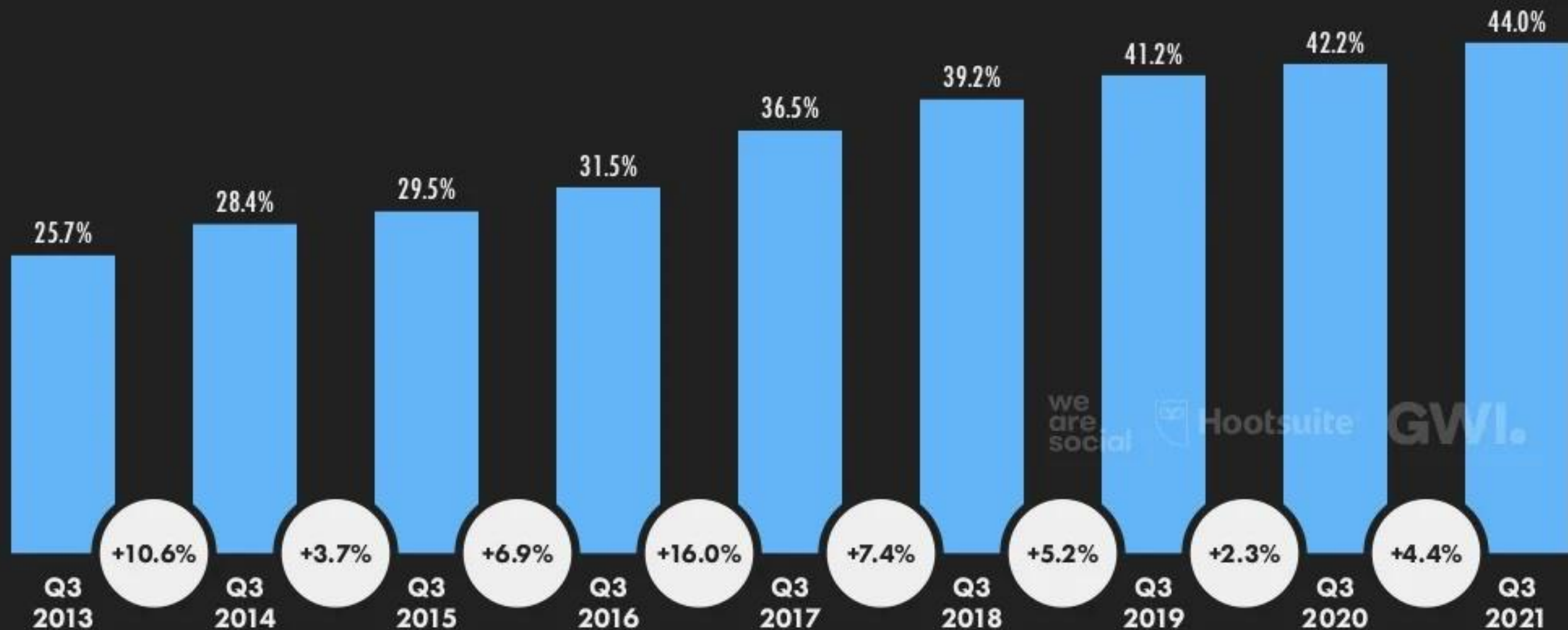
PERCENTAGE OF INTERNET USERS WHO WATCH TV CONTENT VIA STREAMING SERVICES (E.G. NETFLIX) EACH MONTH



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STREAMING TV'S SHARE OF TOTAL TV WATCH TIME

TIME SPENT WATCHING STREAMING TV SERVICES AS A PERCENTAGE OF THE TOTAL TIME INTERNET USERS AGED 16 TO 64 SPEND WATCHING TV



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NETFLIX CHARTS

MOST POPULAR TV SHOWS AND MOVIES OF ALL TIME ON NETFLIX, BASED ON THE NUMBER OF HOURS VIEWED IN THEIR FIRST 28 DAYS ON NETFLIX



MOST POPULAR TV SHOWS

#	TV SHOW	HOURS IN FIRST 28 DAYS
01	SQUID GAME (SEASON 1)	1,650,450,000
02	BRIDGERTON (SEASON 1)	625,490,000
03	MONEY HEIST (PART 4)	619,010,000
04	STRANGER THINGS 3	582,100,000
05	THE WITCHER (SEASON 1)	541,010,000
06	13 REASONS WHY (SEASON 2)	496,120,000
07	THE WITCHER (SEASON 2)	484,320,000
08	13 REASONS WHY (SEASON 1)	475,570,000
09	MAID (LIMITED SERIES)	469,090,000
10	YOU (SEASON 3)	467,830,000

MOST POPULAR MOVIES

#	MOVIE	HOURS IN FIRST 28 DAYS
01	RED NOTICE	364,020,000
02	DON'T LOOK UP	321,520,000
03	BIRD BOX	282,020,000
04	EXTRACTION	231,340,000
05	THE UNFORGIVABLE	214,690,000
06	THE IRISHMAN	214,570,000
07	THE KISSING BOOTH 2	209,250,000
08	6 UNDERGROUND	205,470,000
09	SPENSER CONFIDENTIAL	197,320,000
10	ENOLA HOLMES	189,900,000

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LISTENING TO ONLINE AUDIO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO LISTEN TO EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK



LISTEN TO MUSIC
STREAMING SERVICES



GWI.

39.6%

LISTEN TO ONLINE RADIO
SHOWS OR STATIONS



22.9%

LISTEN TO
PODCASTS



we
are
social

20.4%

LISTEN TO
AUDIO BOOKS



20.3%

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SPOTIFY CHARTS

RANKING OF THE MOST-STREAMED SONGS AND MOST-STREAMED ALBUMS ON SPOTIFY BETWEEN JANUARY AND DECEMBER 2021



MOST-STREAMED SONGS

#	ARTIST – “SONG TITLE”
01	OLIVIA RODRIGO – “DRIVERS LICENSE”
02	LIL NAS X – “MONTERO (CALL ME BY YOUR NAME)”
03	THE KID LAROI WITH JUSTIN BIEBER – “STAY”
04	OLIVIA RODRIGO – “GOOD 4 U”
05	DUA LIPA FEAT. DABABY – “LEVITATING”
06	JUSTIN BIEBER FEAT. DANIEL CAESAR & GIVEON – “PEACHES”
07	DOJA CAT FEAT. SZA – “KISS ME MORE”
08	THE WEEKND – “BLINDING LIGHTS”
09	GLASS ANIMALS – “HEAT WAVES”
10	MÅNESKIN – “BEGGIN”

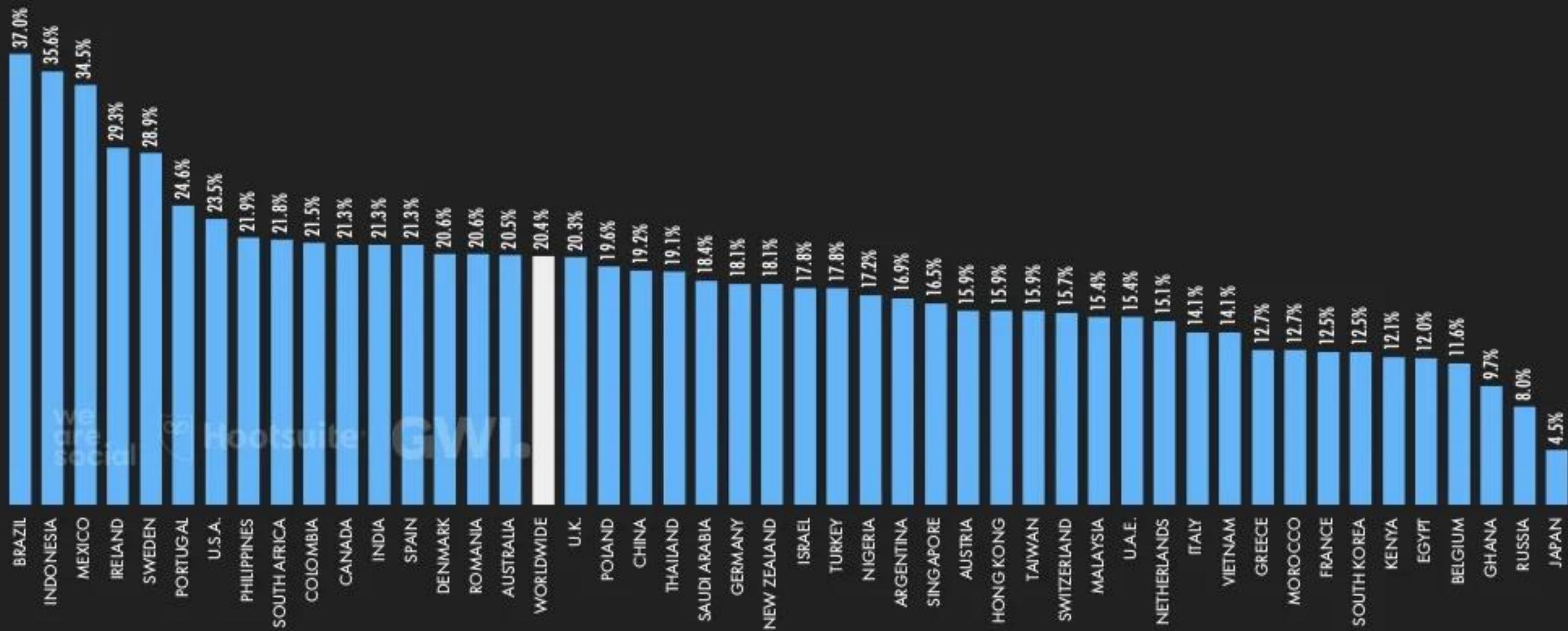
MOST-STREAMED ALBUMS

#	ARTIST – “ALBUM TITLE”
01	OLIVIA RODRIGO – “SOUR”
02	DUA LIPA – “FUTURE NOSTALGIA”
03	JUSTIN BIEBER – “JUSTICE”
04	ED SHEERAN – “=”
05	DOJA CAT – “PLANET HER”
06	LIL NAS X – “MONTERO”
07	THE WEEKND – “AFTER HOURS”
08	BAD BUNNY – “EL ÚLTIMO TOUR DEL MUNDO”
09	POP SMOKE – “SHOOT FOR THE STARS AIM FOR THE MOON”
10	ARIANA GRANDE – “POSITIONS”

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LISTENING TO PODCASTS

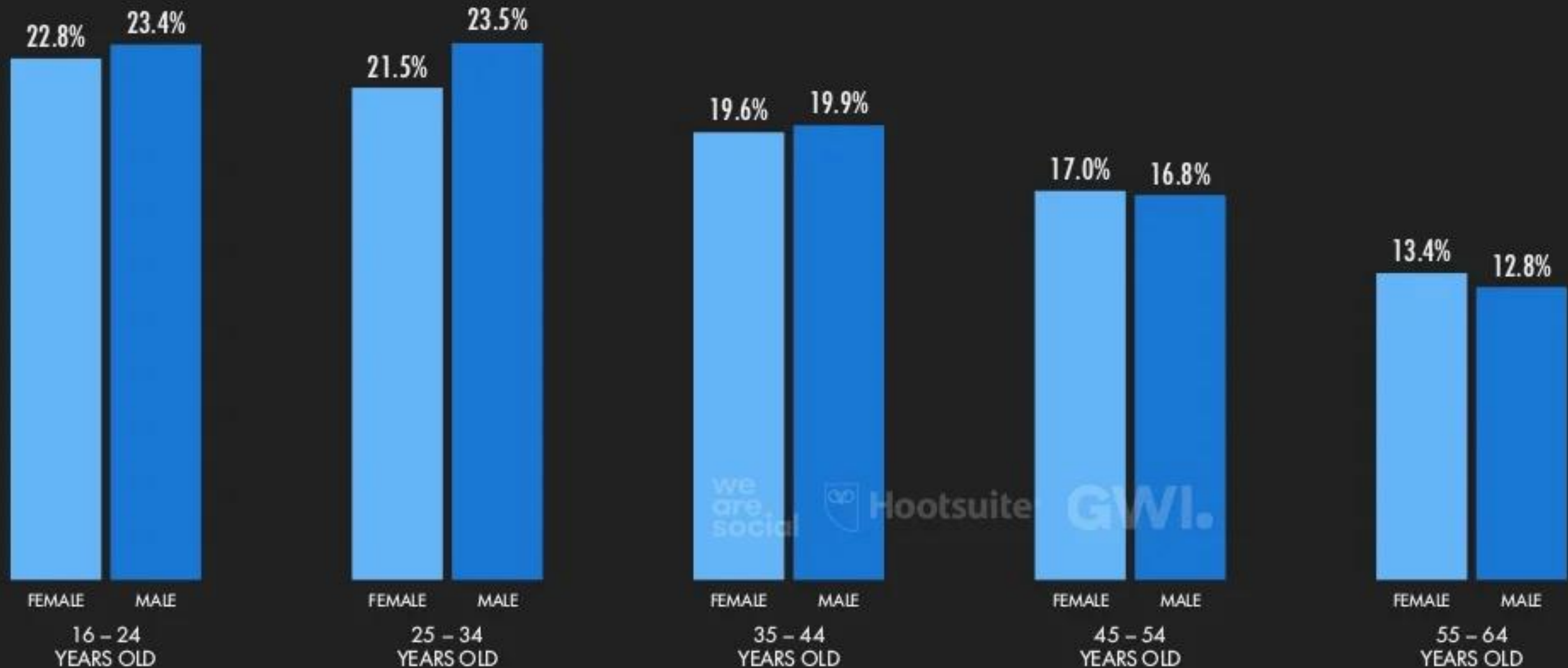
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO LISTEN TO PODCASTS EACH WEEK



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LISTENING TO PODCASTS

PERCENTAGE OF INTERNET USERS WHO LISTEN TO PODCASTS EACH WEEK



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DEVICES USED TO PLAY VIDEO GAMES

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



ANY DEVICE



83.6%

GW.

SMARTPHONE



68.1%

we
are
social

LAPTOP OR DESKTOP



36.8%

GW.

GAMES CONSOLE



25.8%

TABLET



17.2%



HAND-HELD GAMING DEVICE



13.6%

GW.

MEDIA STREAMING DEVICE



9.7%



VIRTUAL REALITY HEADSET

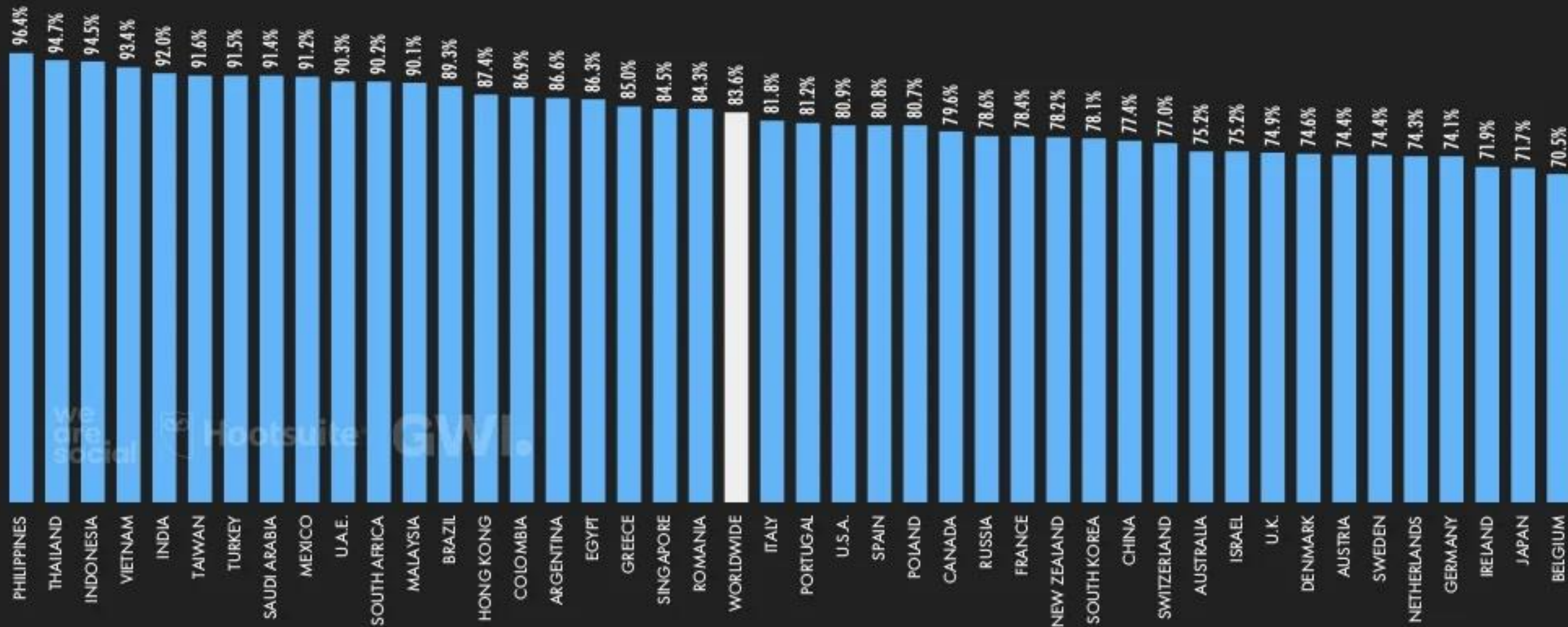


8.7%

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PLAYING VIDEO GAMES

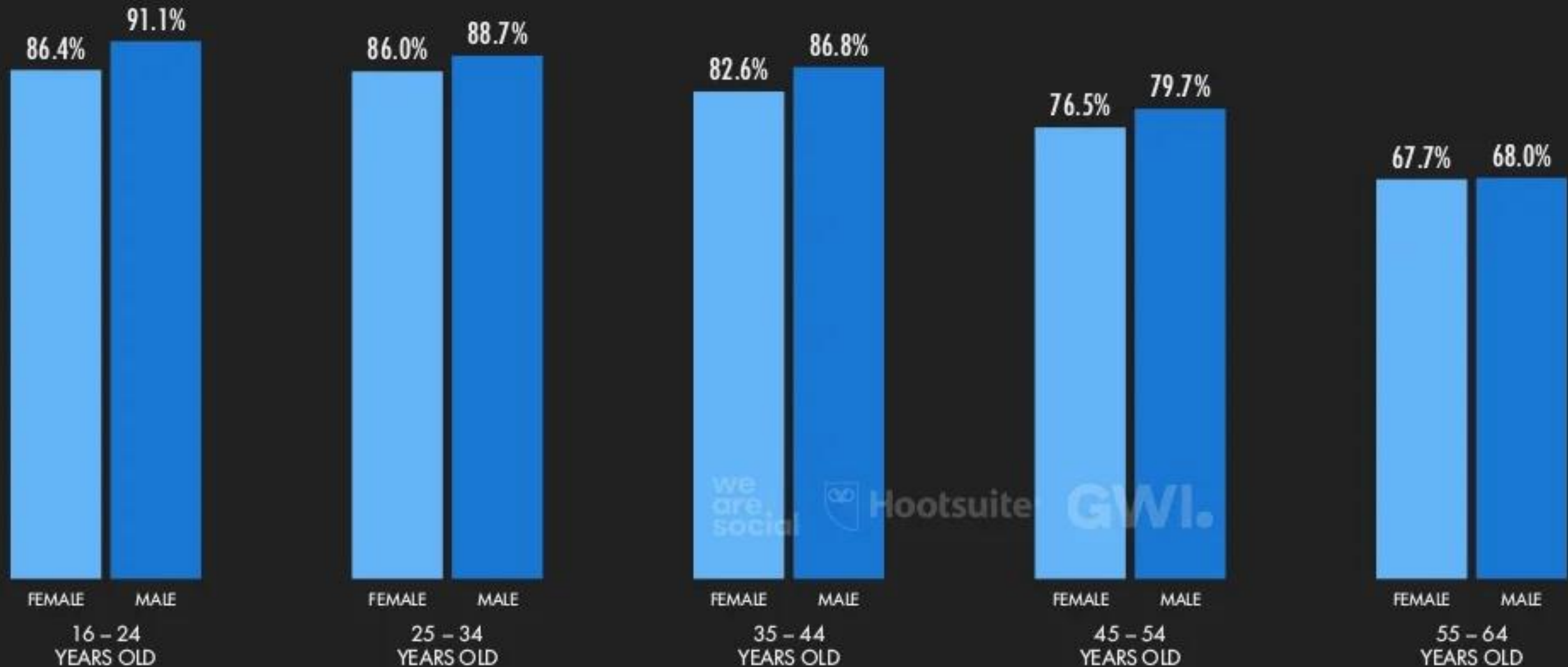
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON ANY DEVICE



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PLAYING VIDEO GAMES

PERCENTAGE OF INTERNET USERS WHO PLAY VIDEO GAMES ON ANY DEVICE



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MOST POPULAR VIDEO GAME FORMATS

PERCENTAGE OF **INTERNET USERS** WHO PLAY EACH GENRE OF VIDEO GAME ON ANY DEVICE

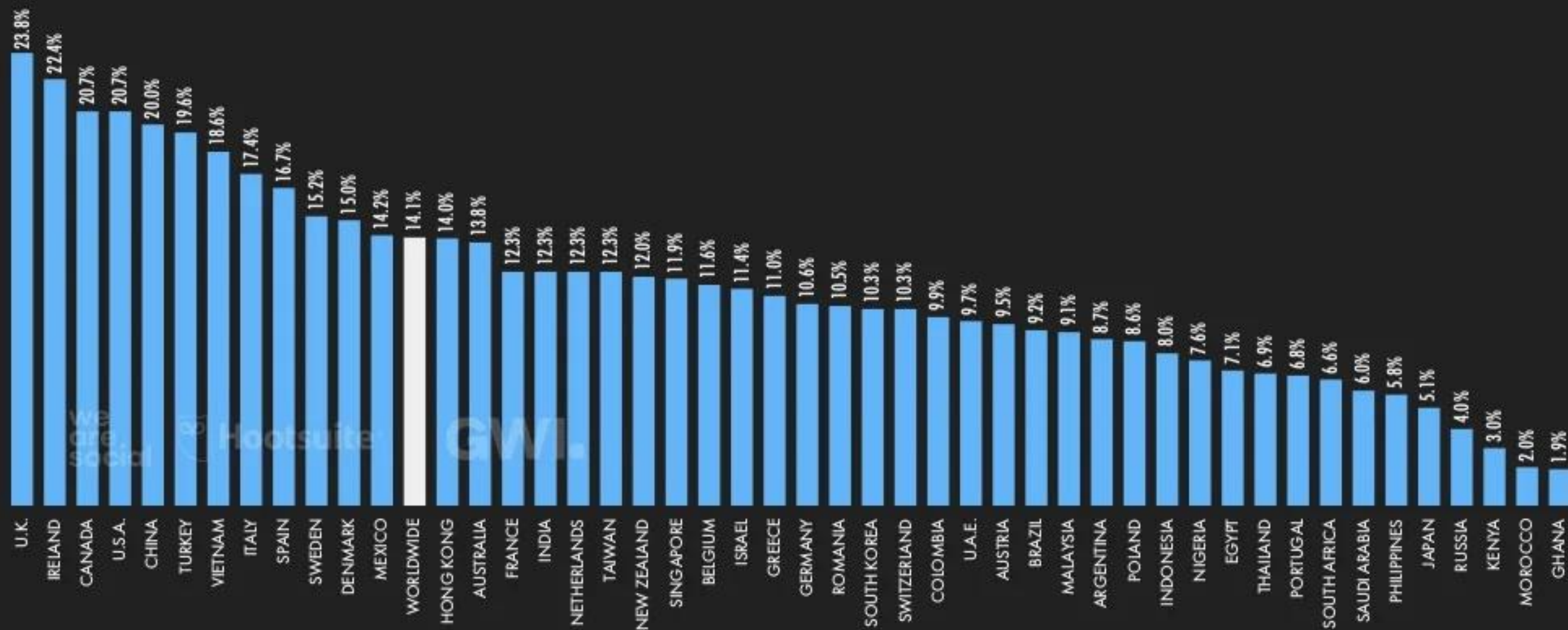


16 TO 24 YEARS OLD		25 TO 34 YEARS OLD		35 TO 44 YEARS OLD		45 TO 54 YEARS OLD		55 TO 64 YEARS OLD	
SHOOTER	60%	SHOOTER	57%	SHOOTER	48%	SHOOTER	35%	PUZZLE PLATFORM	23%
ACTION ADVENTURE	56%	ACTION ADVENTURE	54%	ACTION ADVENTURE	46%	ACTION ADVENTURE	35%	ACTION ADVENTURE	21%
SIMULATION	39%	RACING	40%	RACING	35%	PUZZLE PLATFORM	27%	SHOOTER	21%
RACING	38%	SIMULATION	38%	PUZZLE PLATFORM	34%	RACING	26%	RACING	15%
BATTLE ROYALE	36%	SPORTS	38%	SPORTS	33%	SIMULATION	24%	SPORTS	15%
M.O.B.A.	36%	M.O.B.A.	36%	SIMULATION	32%	SPORTS	23%	SIMULATION	15%
STRATEGY	34%	PUZZLE PLATFORM	36%	STRATEGY	31%	STRATEGY	22%	STRATEGY	15%
SPORTS	34%	STRATEGY	36%	ACTION PLATFORM	28%	ACTION PLATFORM	20%	ONLINE BOARD GAMES	14%
PUZZLE PLATFORM	33%	FIGHTING	34%	FIGHTING	28%	M.O.B.A.	20%	ACTION PLATFORM	13%
ACTION PLATFORM	31%	ACTION PLATFORM	33%	M.O.B.A.	28%	FIGHTING	19%	FREE-TO-PLAY CASINO	13%

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SMART HOME DEVICE OWNERSHIP

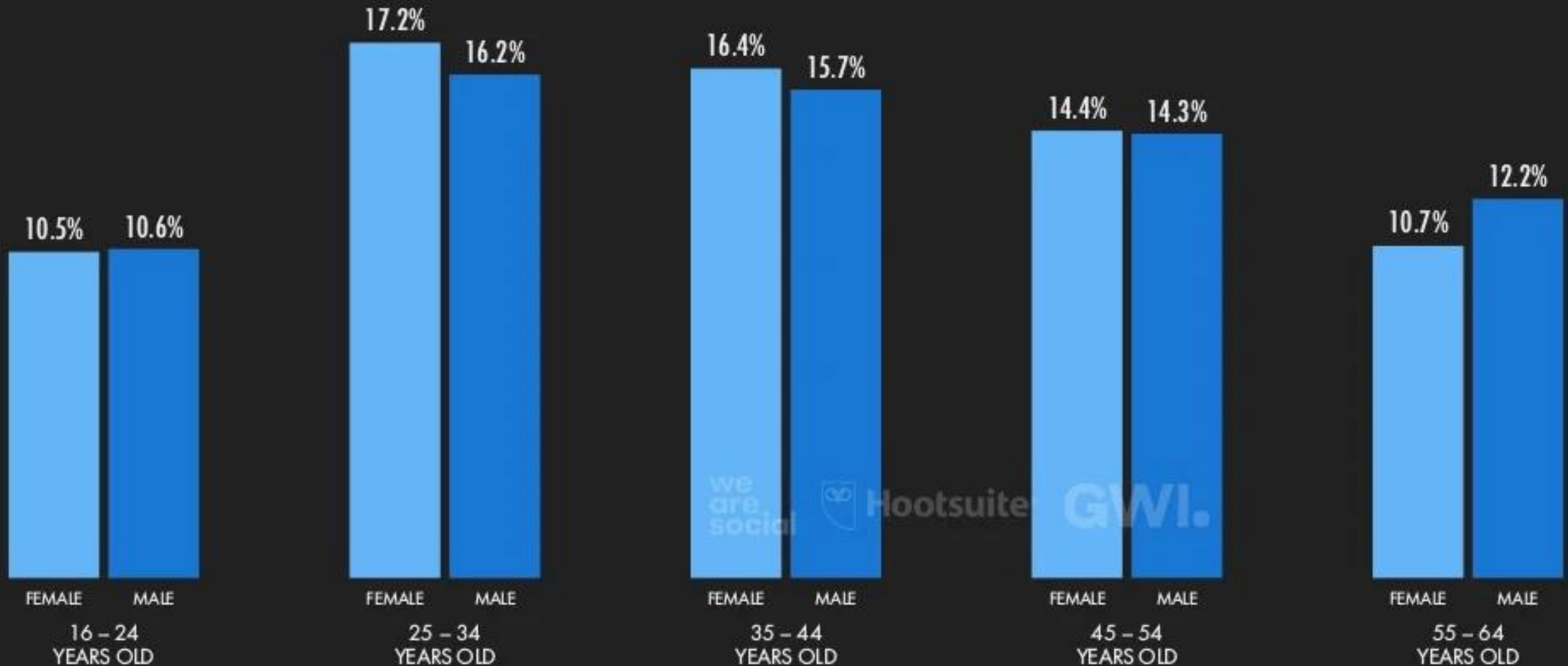
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN SOME FORM OF SMART HOME DEVICE



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SMART HOME DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS WHO OWN SOME FORM OF SMART HOME DEVICE



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SMART HOME MARKET OVERVIEW

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

GLOBAL OVERVIEW

NUMBER OF HOMES WITH
SMART HOME DEVICES



**263.4
MILLION**

YEAR-ON-YEAR CHANGE
+17% (+39 MILLION)

statista

TOTAL ANNUAL VALUE OF THE
SMART HOME DEVICES MARKET



**\$104.4
BILLION**

YEAR-ON-YEAR CHANGE
+33% (+\$26 BILLION)

KEPNO

VALUE OF SMART HOME
APPLIANCES MARKET



**\$39.38
BILLION**

YEAR-ON-YEAR CHANGE
+35% (+\$10 BILLION)

statista

VALUE OF SMART HOME CONTROL
& CONNECTIVITY DEVICE MARKET



**\$20.76
BILLION**

YEAR-ON-YEAR CHANGE
+33% (+\$5.2 BILLION)

VALUE OF SMART HOME
SECURITY DEVICE MARKET



**\$15.71
BILLION**

YEAR-ON-YEAR CHANGE
+30% (+\$3.7 BILLION)

we
are
social

VALUE OF SMART HOME
ENTERTAINMENT DEVICE MARKET



**\$11.60
BILLION**

YEAR-ON-YEAR CHANGE
+25% (+\$2.3 BILLION)

statista

VALUE OF SMART HOME
COMFORT & LIGHTING MARKET



**\$8.74
BILLION**

YEAR-ON-YEAR CHANGE
+32% (+\$2.1 BILLION)

we
are
social

VALUE OF SMART HOME
ENERGY MANAGEMENT MARKET



**\$8.23
BILLION**

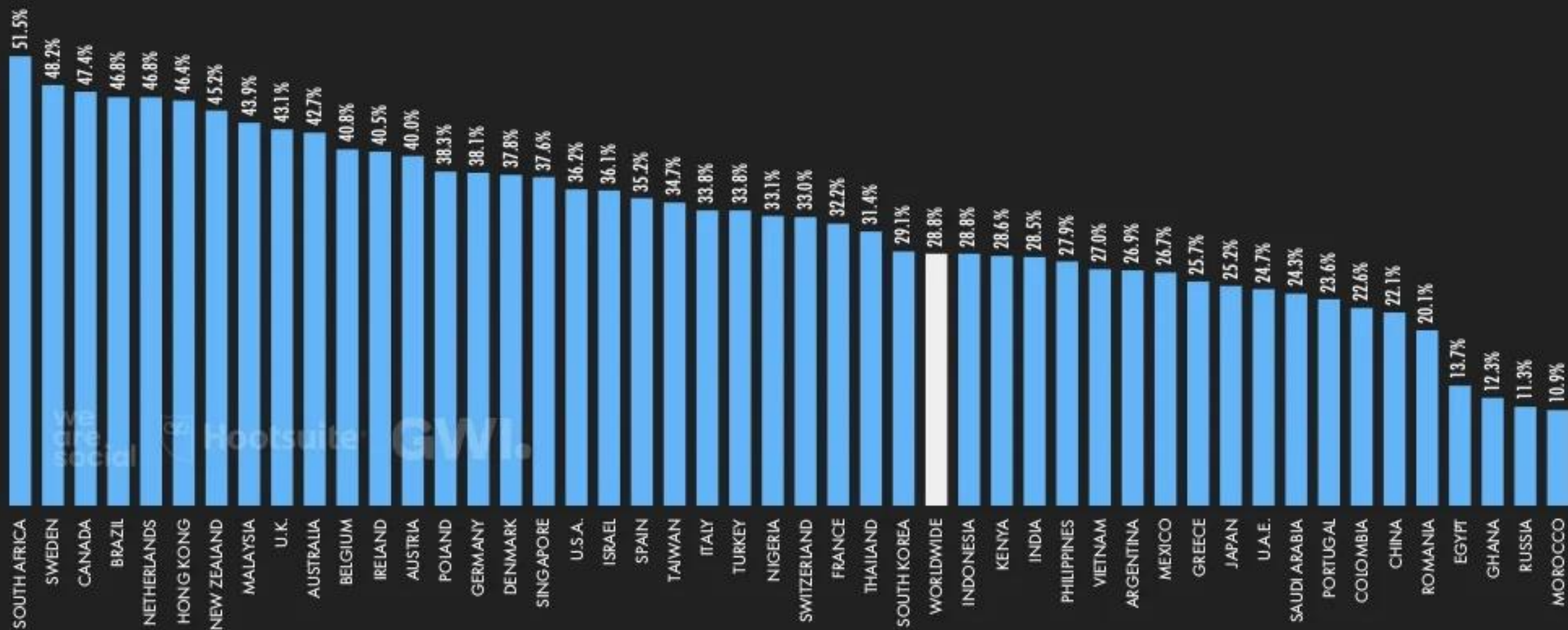
YEAR-ON-YEAR CHANGE
+34% (+\$2.1 BILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** "SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMARTTVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES.

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2022

USE OF ONLINE FINANCIAL SERVICES

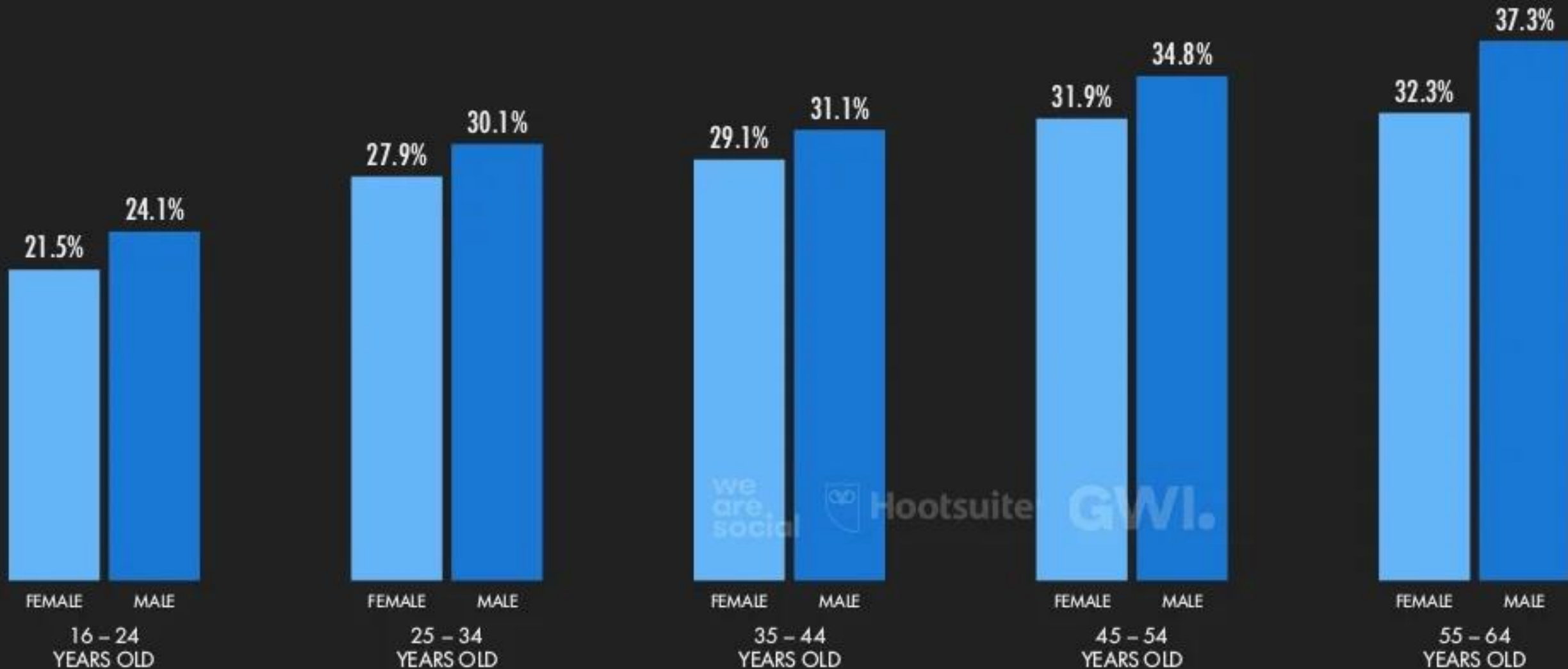
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR APP EACH MONTH



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2022

USE OF ONLINE FINANCIAL SERVICES

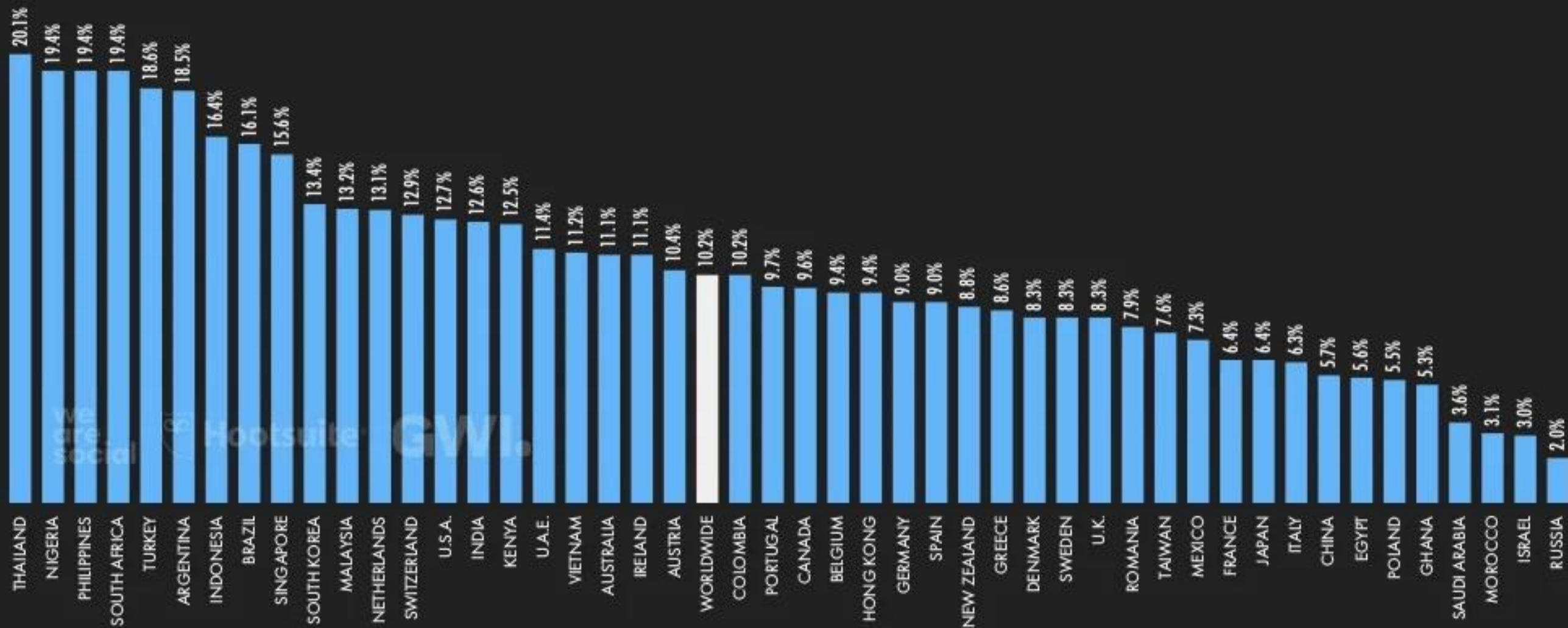
PERCENTAGE OF INTERNET USERS WHO USE A BANKING, INVESTMENT, OR INSURANCE WEB SITE OR APP EACH MONTH



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OWNERSHIP OF CRYPTOCURRENCY

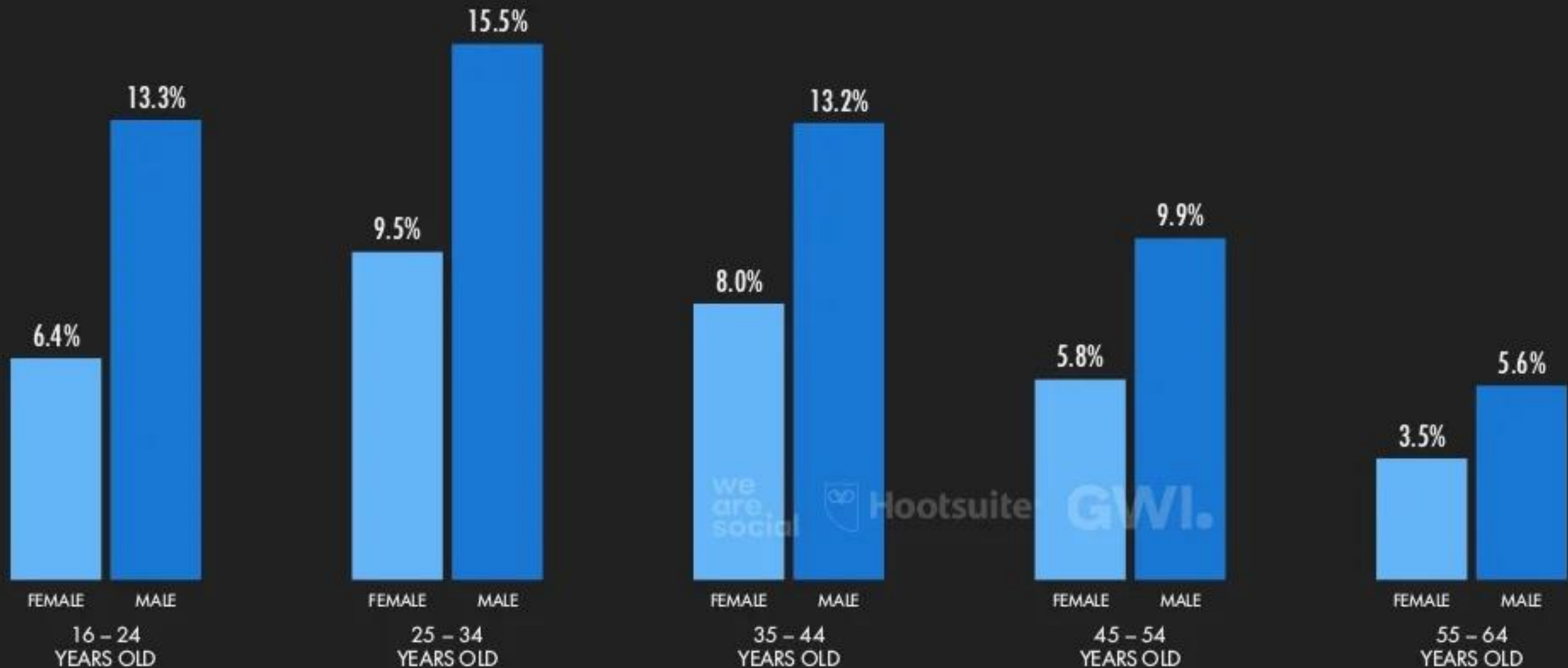
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN SOME FORM OF CRYPTOCURRENCY



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OWNERSHIP OF CRYPTOCURRENCY

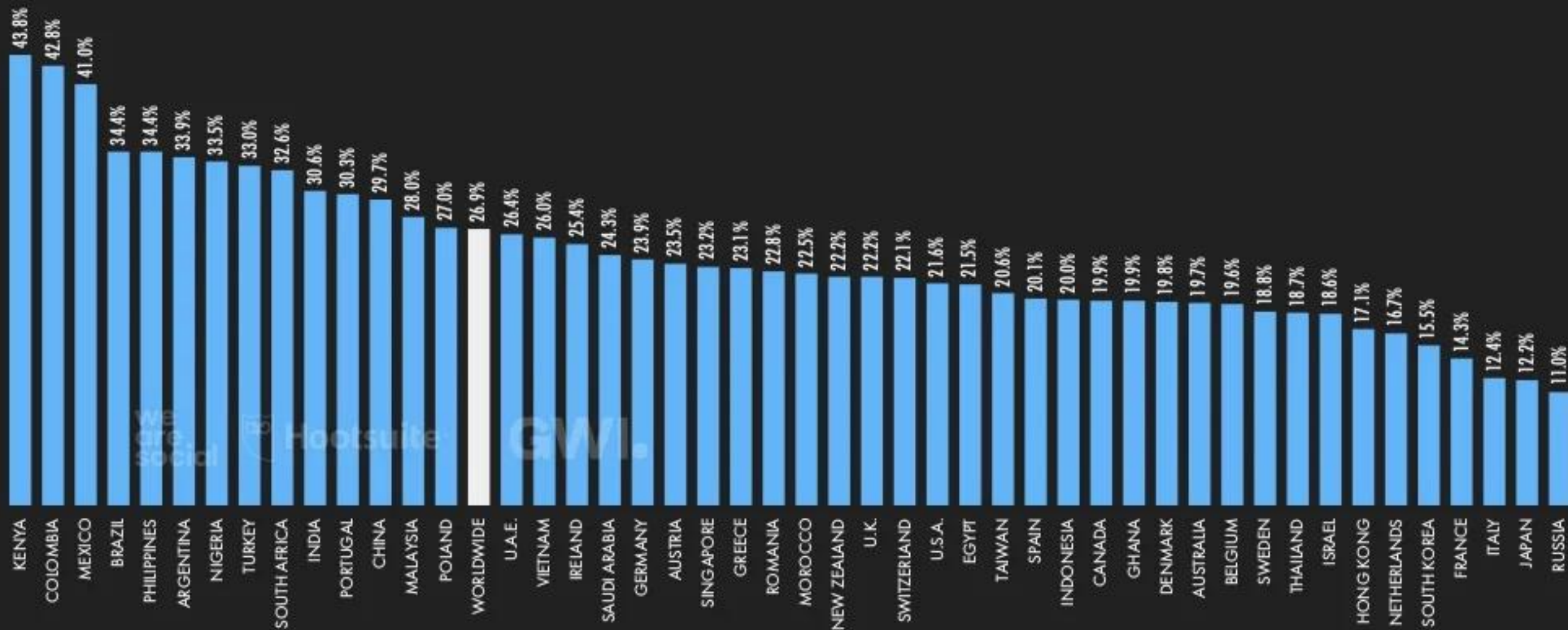
PERCENTAGE OF INTERNET USERS WHO OWN SOME FORM OF CRYPTOCURRENCY



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2022

CHECKING HEALTH SYMPTOMS ONLINE

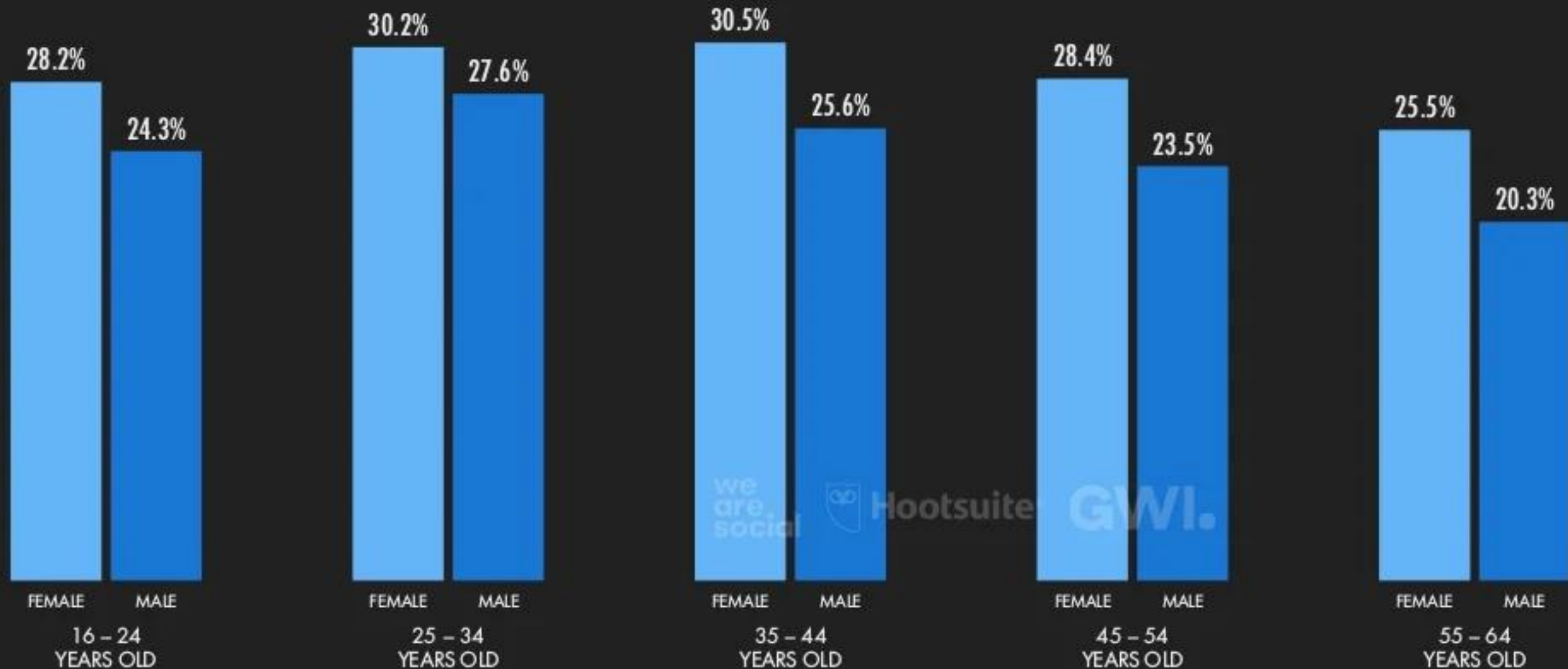
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CHECK HEALTH SYMPTOMS ONLINE EACH WEEK



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2022

CHECKING HEALTH SYMPTOMS ONLINE

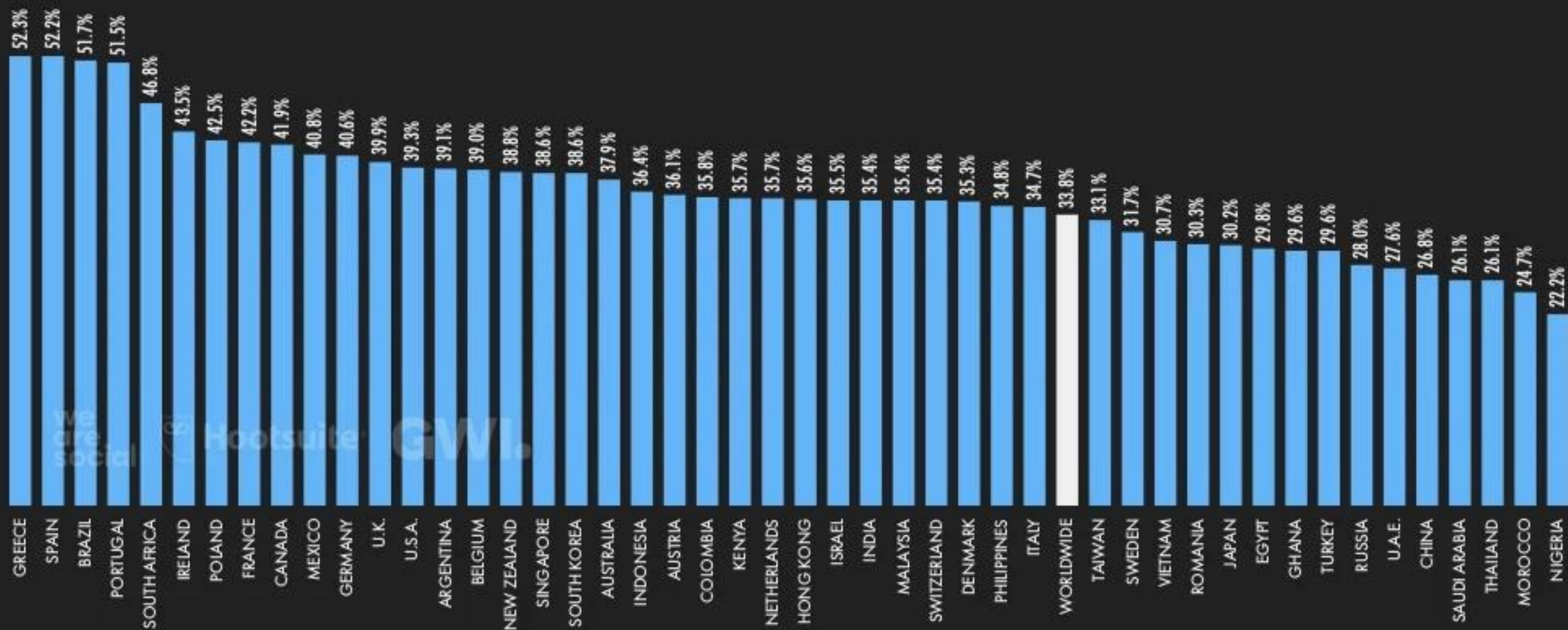
PERCENTAGE OF INTERNET USERS WHO CHECK HEALTH SYMPTOMS ONLINE EACH WEEK



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CONCERNS ABOUT MISUSE OF PERSONAL DATA

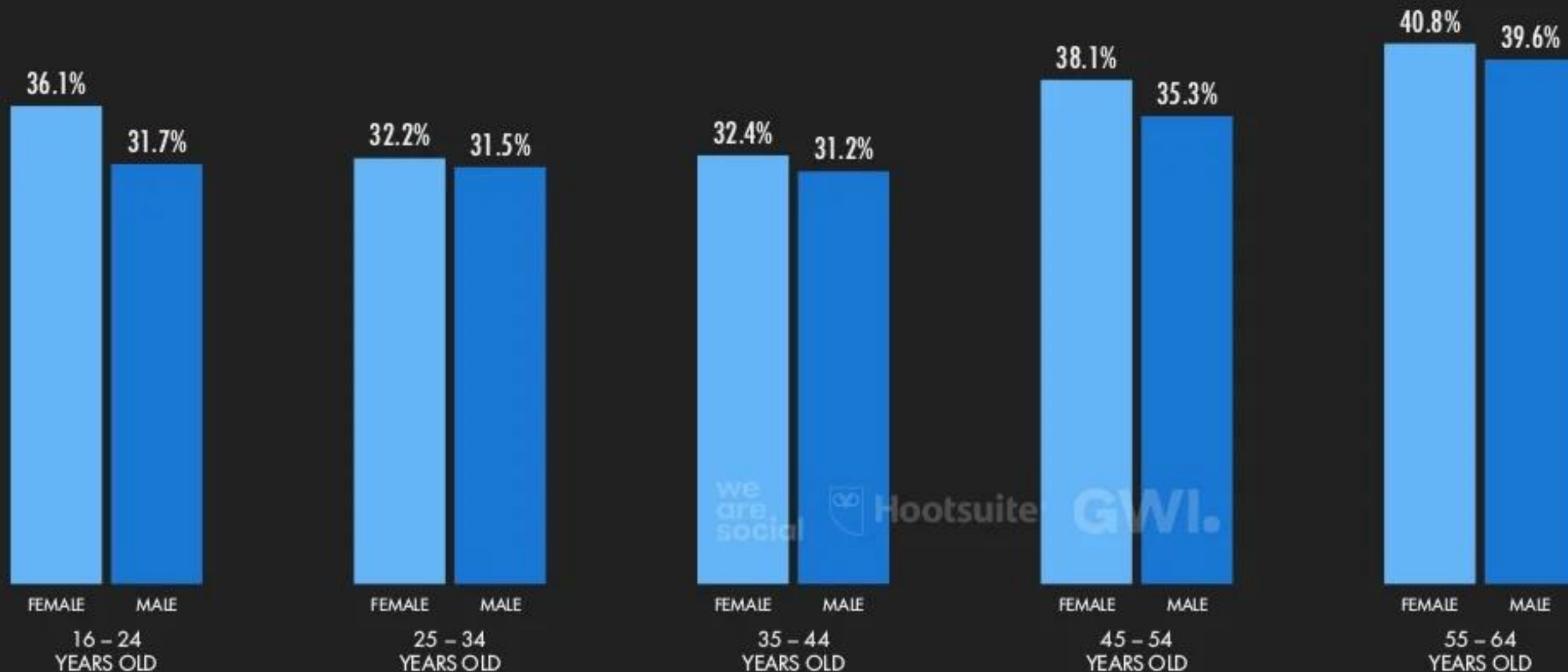
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ARE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA ONLINE



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2022

CONCERNS ABOUT MISUSE OF PERSONAL DATA

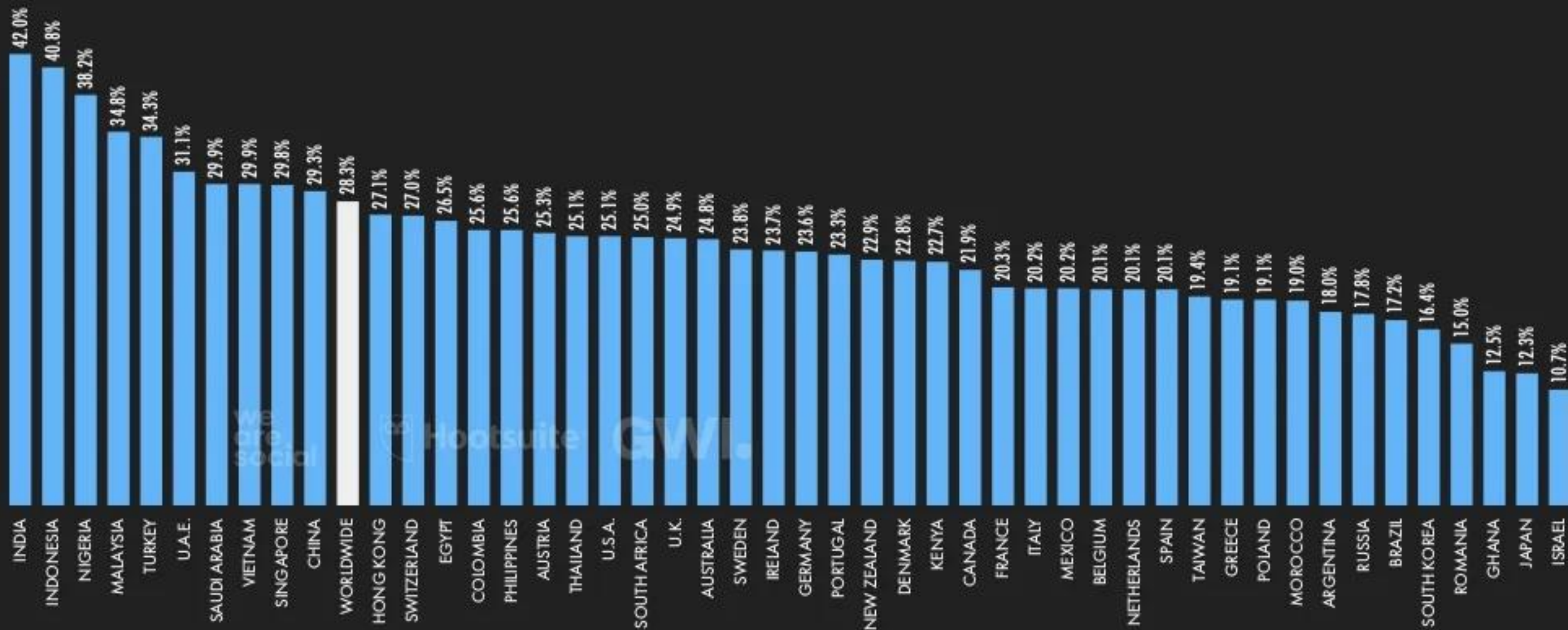
PERCENTAGE OF **INTERNET USERS** WHO ARE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA ONLINE



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2022

USE OF VIRTUAL PRIVATE NETWORKS

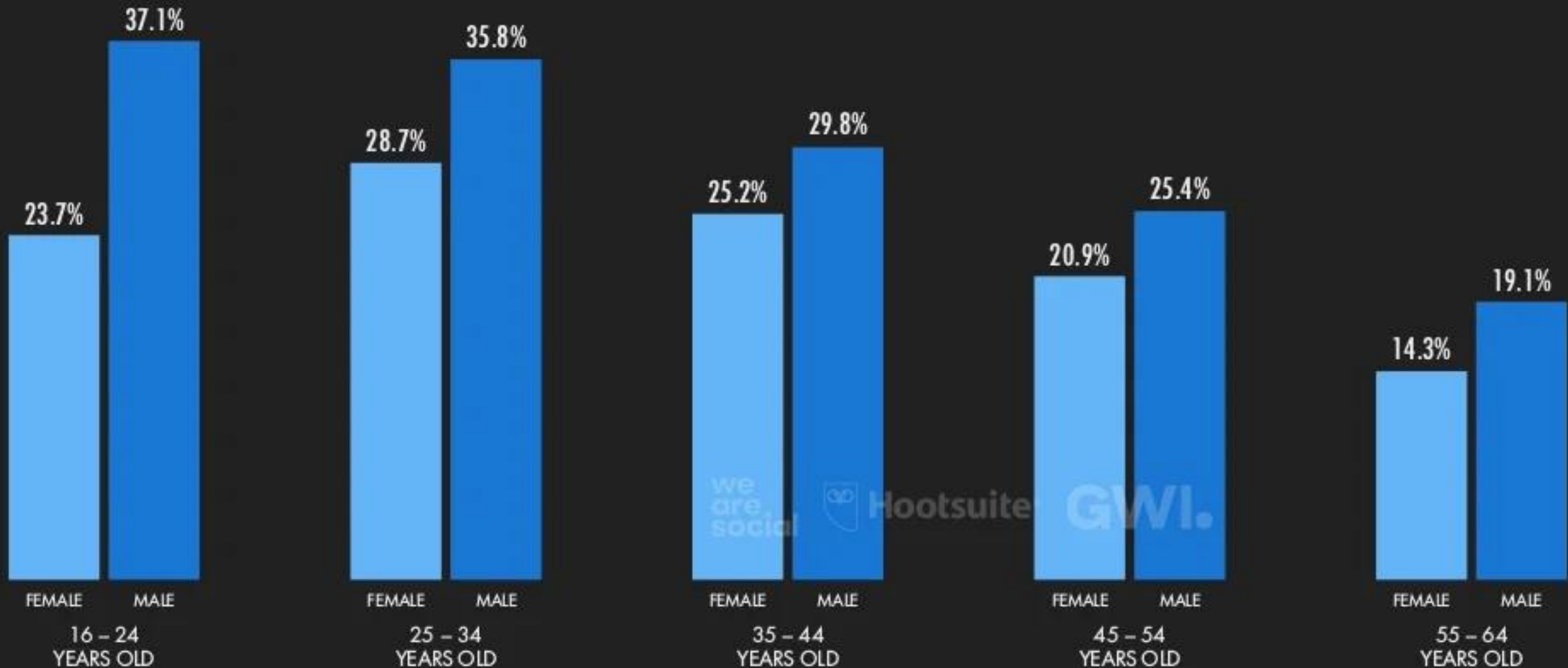
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE A VIRTUAL PRIVATE NETWORK (VPN) FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES



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2022

USE OF VIRTUAL PRIVATE NETWORKS

PERCENTAGE OF **INTERNET USERS** WHO USE A VIRTUAL PRIVATE NETWORK (VPN) FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES



WE ARE SOCIAL'S PERSPECTIVE

INTERNET IN 2022**SHIFTS IMPACTING OUR ONLINE BEHAVIOUR****BOO TO THE BULLIES**

For years, toxic instances of online trolling have seen platforms under the magnifying glass amid complex conversations around censorship and free speech. But with cyber-bullying continuing to take young lives and mass media calling out the 'second wave' of cancel culture, tech giants are seeing fresh calls to adapt their platforms to facilitate safer online spaces.

In 2022, brands will be expected to stand up for what they feel is right, both for their values and their talent.

ALTERNATIVE ECONOMIES

With traditional banks unstable and global wealth inequality on the rise, many are frustrated with a system that often feels rigged against them. A growing number of people are looking online for other routes to economic success. From the mainstreaming of cryptocurrencies to the already-infamous gaming of the stock market by /r/wallstreetbets, the next generation of the financial elite are playing by new rules.

In 2022, brands should be exploring how they can adapt their own value exchanges for these new economies.

THE VIBE ECONOMY

The rise of social video combined with a heightened desire for connection post-pandemic is seeing a new form of creativity move into the fore, defined by an ability to evoke emotional responses. Social has never been better equipped to do this, especially given that 30% of 18-34s say they use social with sound on more now than before Covid-19.

In 2022, brands will harness more immersive forms of media to curate moods and feelings around their services.

GWI's top trends for 2022

Pursuit of purpose

COVID not only changed how we work, but why we work, with purpose coming to the fore. It's a chance for brands to re-evaluate how they present themselves, shifting to campaigns that suggest limitless possibilities or nurture individual creative impulses.

+16%

- Growth in number of U.S. consumers describing themselves as "daring" year-on-year

More than skin-deep

The beauty world has experienced a dramatic make-over. Lockdown was a chance to experiment like never before, and male interest in beauty/cosmetics has gone through the roof. This brave new world means opportunities for brands who get it right.

+21%

- Global growth in number of male consumers interested in beauty/cosmetics since 2018

May we have your attention please

Welcome to the attention recession, where the sheer volume of media, particularly TV services, has become a liability. The solution for media brands? Find ways to add value, and focus on distinctive assets so you're more than just another timesink.

+26%

- Growth in number of U.S. consumers who think TV streaming services are too expensive

A virtually imperfect life

People are fed up with manufactured images online. Endless perfection has become a turn-off, so luxury and fashion brands could benefit from adding a touch of imperfection to their pics.

+36%

- Of consumers think people should show more of their "real" selves on social media

At your best

Many people are taking responsibility for their health in new ways - from saying no to stress-inducers, to exploring digital health solutions. A good two-thirds say they're actively managing their wellbeing like never before, and health brands need to respond.

+16%

- Growth in number of U.S. consumers experiencing anxiety year-on-year

To the moon

Once a fringe community of anti-establishment investors, the world of crypto is going mainstream - fast. Investors, businesses, and brands need to see which way the wind's blowing and find ways to balance risks with rewards.

+52%

- Global growth in number of consumers who invest in crypto-currency since 2018

[Learn more](#)



SOCIAL MEDIA

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2022

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW

NUMBER OF SOCIAL
MEDIA USERS



4.62
BILLION

QUARTER-ON-QUARTER
CHANGE IN SOCIAL MEDIA USERS



+1.7%
+77 MILLION

YEAR-ON-YEAR CHANGE
IN SOCIAL MEDIA USERS



+10.1%
+424 MILLION

AVERAGE DAILY TIME SPENT
USING SOCIAL MEDIA



2H 27M
+1.4% (+2M)

AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH



7.5

SOCIAL MEDIA USERS
vs. TOTAL POPULATION



58.4%

SOCIAL MEDIA USERS
vs. POPULATION AGE 13+



74.8%

SOCIAL MEDIA USERS
vs. TOTAL INTERNET USERS



93.4%

FEMALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



46.1%

MALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



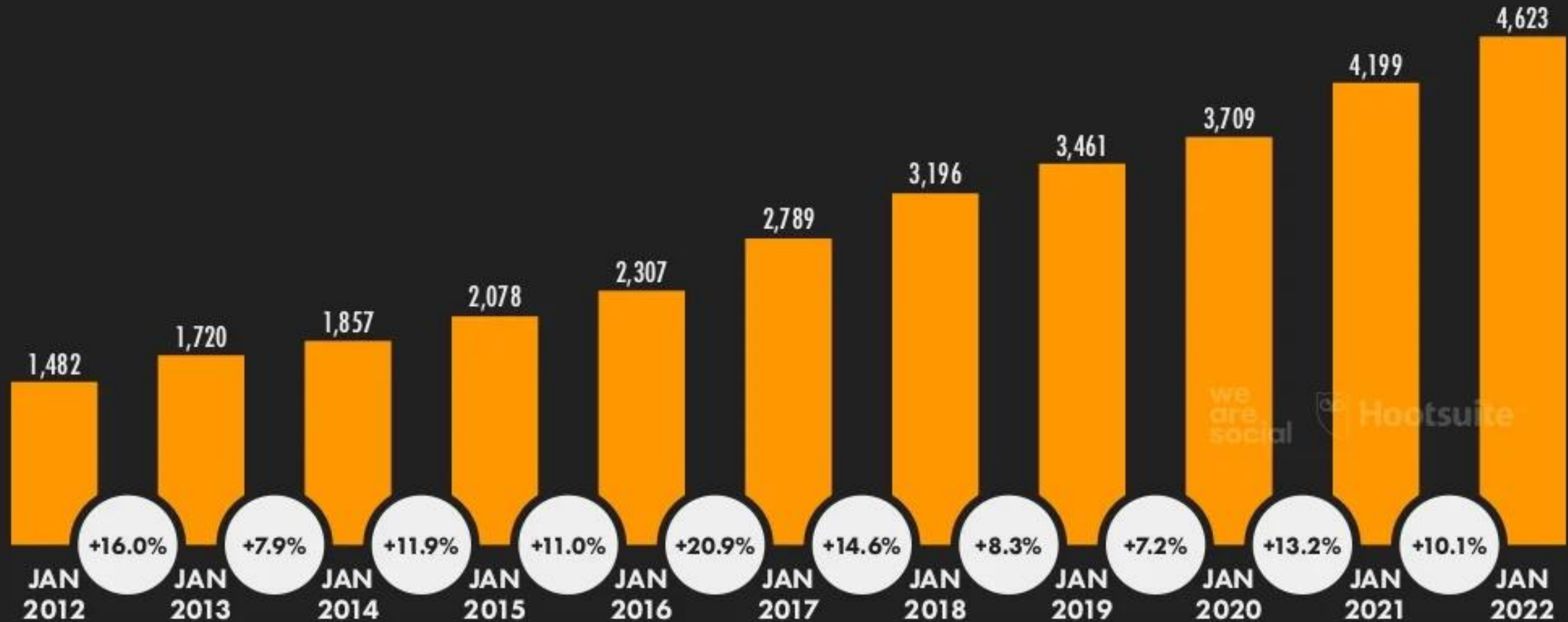
53.9%

SOURCES: KEPHOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OGDH, U.N.; U.S. CENSUS BUREAU. DATA FOR **TIME SPENT** AND **AVERAGE NUMBER OF PLATFORMS**: GWI (Q3 2021). SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. **NOTE:** AVERAGE PLATFORMS FIGURE INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS.

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SOCIAL MEDIA USERS OVER TIME

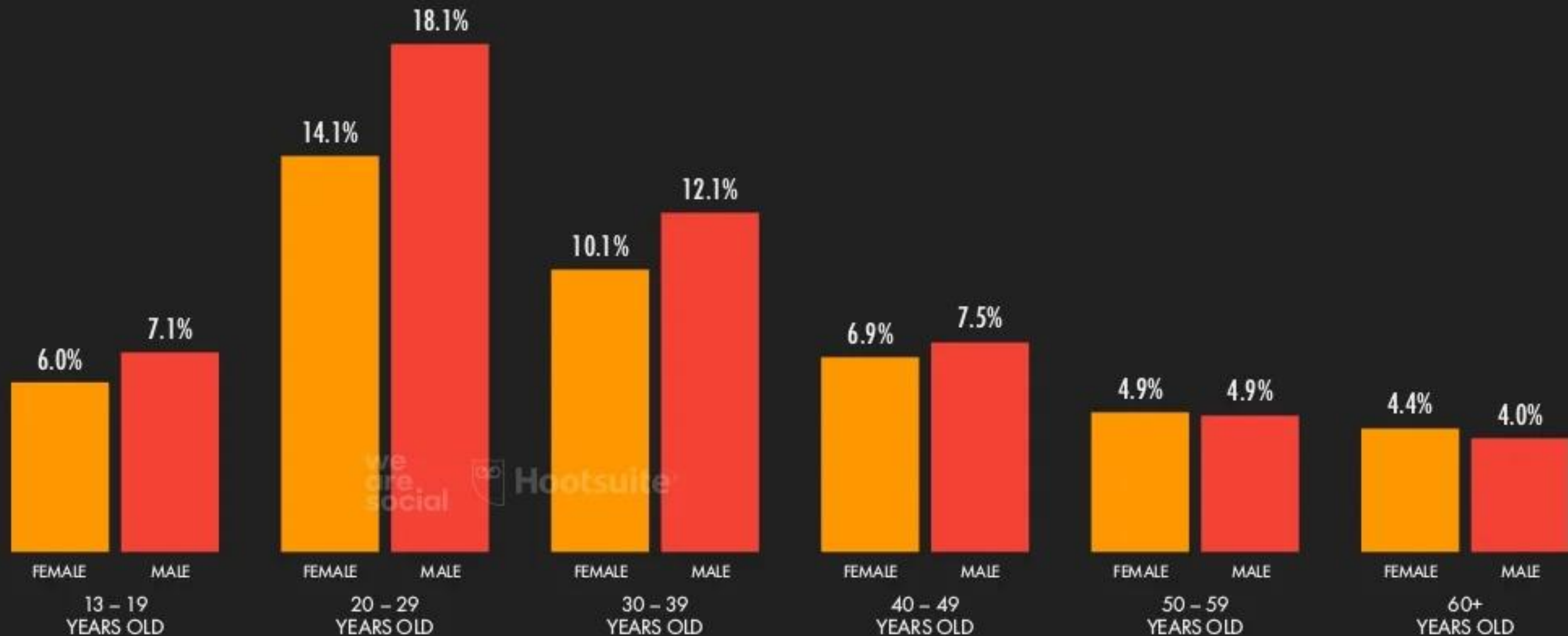
NUMBER OF SOCIAL MEDIA USERS (IN MILLIONS) AND YEAR-ON-YEAR CHANGE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



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2022

DEMOGRAPHIC PROFILE OF SOCIAL MEDIA USERS

ACTIVE SOCIAL MEDIA USERS IN EACH DEMOGRAPHIC AS A PERCENTAGE OF TOTAL ACTIVE SOCIAL MEDIA USERS



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SOCIAL MEDIA USERS vs. TOTAL POPULATION

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

GLOBAL OVERVIEW



SOURCES: KEPROS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OGDH. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE **NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES.

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SOCIAL MEDIA: AUDIENCE GENDER BALANCE

FEMALE AND MALE ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF TOTAL SOCIAL MEDIA USERS

GLOBAL OVERVIEW



 FEMALE GLOBAL AVERAGE: 46.1%

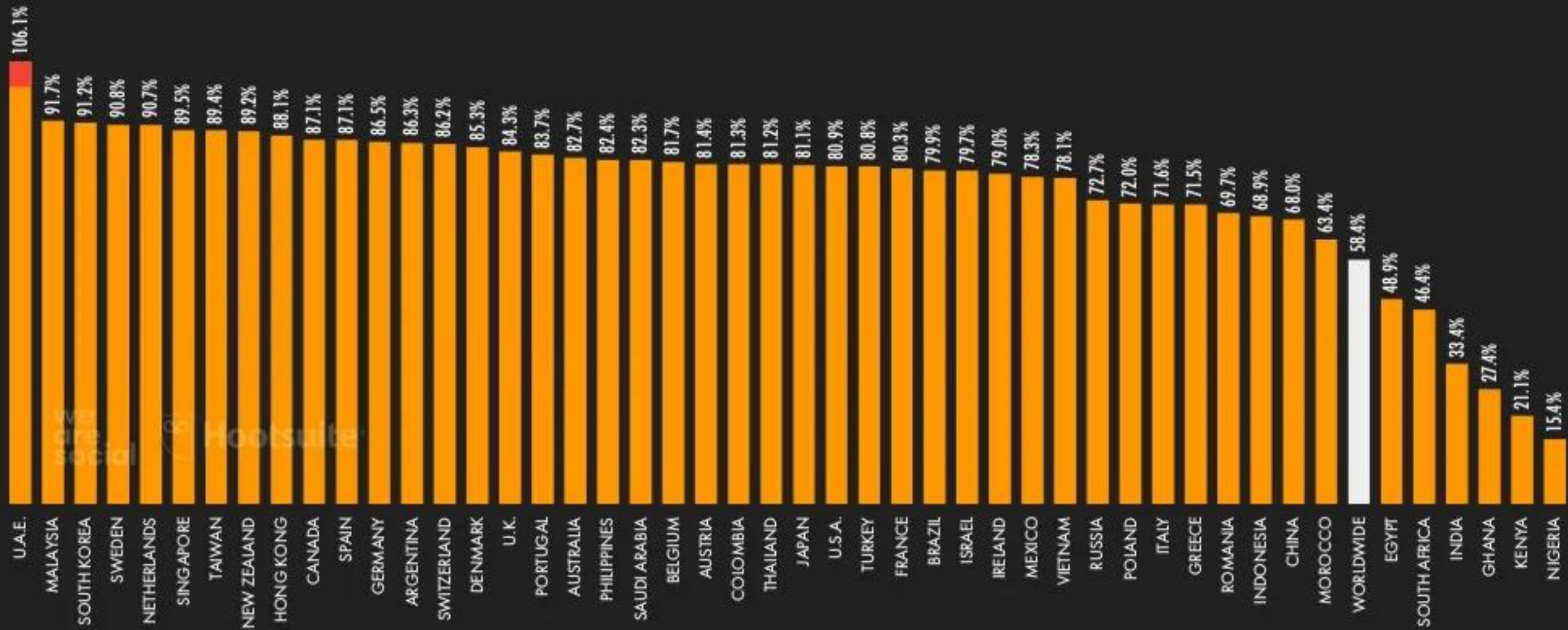
 MALE GLOBAL AVERAGE: 53.9%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.
NOTES: DOES NOT INCLUDE DATA FOR CUBA, IRAN, SUDAN, OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE **NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES.

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SOCIAL MEDIA USERS vs. POPULATION

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



SOURCES: KEPHOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OGDH. **NOTE:** BASED ON ACTIVE USERS OF THE MOST-USED SOCIAL MEDIA PLATFORM IN EACH COUNTRY. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. PERCENTAGES MAY EXCEED 100% IN SOME COUNTRIES DUE TO ISSUES SUCH AS DUPLICATE AND "FAKE" ACCOUNTS, AND DIFFERENCES BETWEEN CENSUS DATA AND ACTUAL RESIDENT POPULATIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE **NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

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RANKING OF SOCIAL MEDIA USE vs. POPULATION

COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST LEVELS OF SOCIAL MEDIA USE vs. POPULATION



HIGHEST LEVELS OF SOCIAL MEDIA USE vs. POPULATION

#	HIGHEST ADOPTION	% OF POP.	Nº OF USERS
01	BRUNEI	116.5%*	516,500
02	UNITED ARAB EMIRATES	106.1%*	10,650,000
03	CAYMAN ISLANDS	100.8%*	67,450
04	MALTA	100.8%*	447,000
05	CYPRUS	100.3%*	1,223,300
06	QATAR	99.8%	2,950,000
07	GUAM	99.8%	170,450
08	PALAU	98.6%	17,950
09	ARUBA	97.5%	104,700
10	ICELAND	96.2%	331,250

LOWEST LEVELS OF SOCIAL MEDIA USE vs. POPULATION

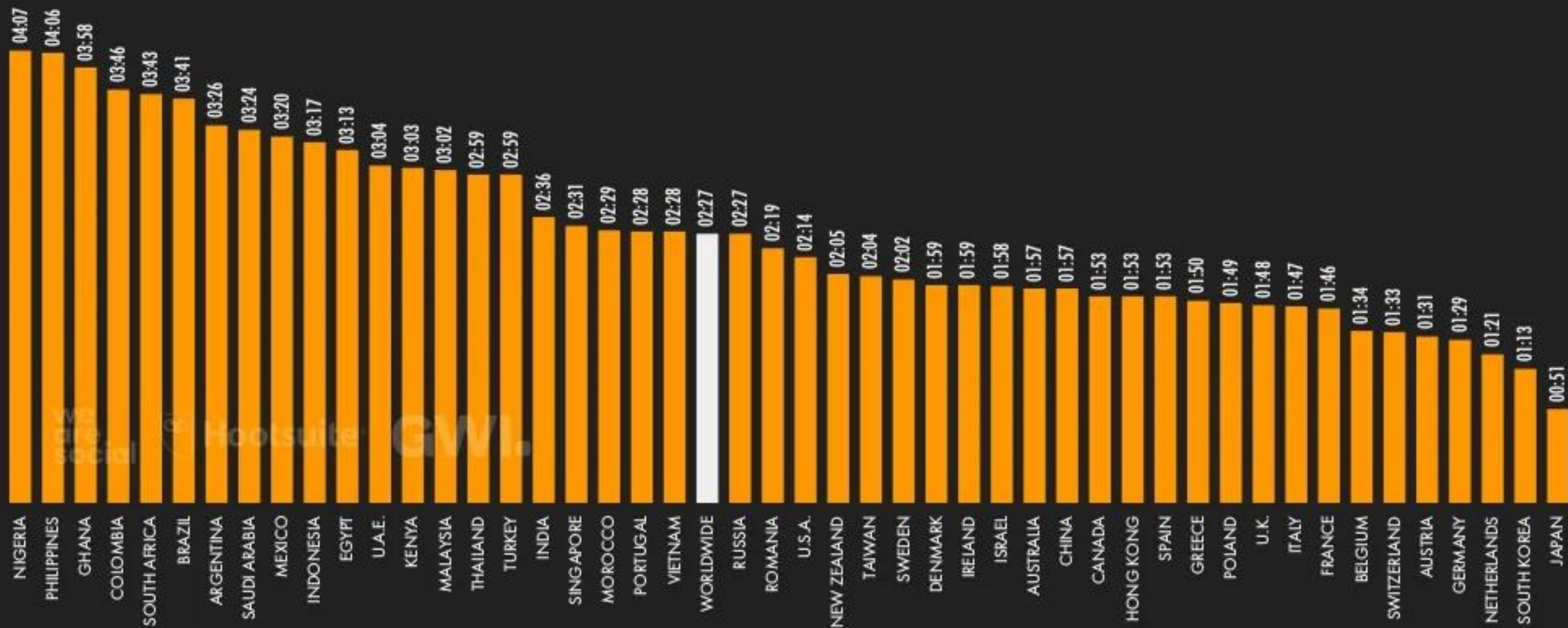
#	LOWEST ADOPTION	% OF POP.	Nº OF USERS
213	NORTH KOREA ¹	[N/A]	[BLOCKED]
212	ERITREA	0.3%	10,200
211	NIGER	2.5%	641,300
210	CENTRAL AFRICAN REPUBLIC	2.8%	137,550
209	CHAD	3.3%	572,600
208	MALAWI	4.1%	820,400
207	SOUTH SUDAN	4.5%	514,900
206	DEM. REP. OF THE CONGO	5.0%	4,650,000
205	ETHIOPIA	5.3%	6,350,000
204	TURKMENISTAN	5.5%	338,100

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OGDH. **NOTES:** BASED ON ACTIVE USERS OF THE MOST-USED SOCIAL MEDIA PLATFORM IN EACH COUNTRY. (1) THE INTERNET IS BLOCKED IN NORTH KOREA, SO EVERYDAY CITIZENS DO NOT HAVE ACCESS TO SOCIAL MEDIA. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. (*) PERCENTAGES MAY EXCEED 100% DUE TO DUPLICATE AND "FAKE" ACCOUNTS, AND DIFFERENCES BETWEEN CENSUS DATA AND RESIDENT POPULATIONS. SEE [NOTES ON DATA](#) FOR DETAILS. **COMPARABILITY:** SOURCE CHANGES; SIGNIFICANT REVISIONS TO SOURCE BASE DATA AND REPORTING METHODOLOGIES. VALUES ARE **NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

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DAILY TIME SPENT USING SOCIAL MEDIA

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



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DAILY TIME SPENT USING SOCIAL MEDIA

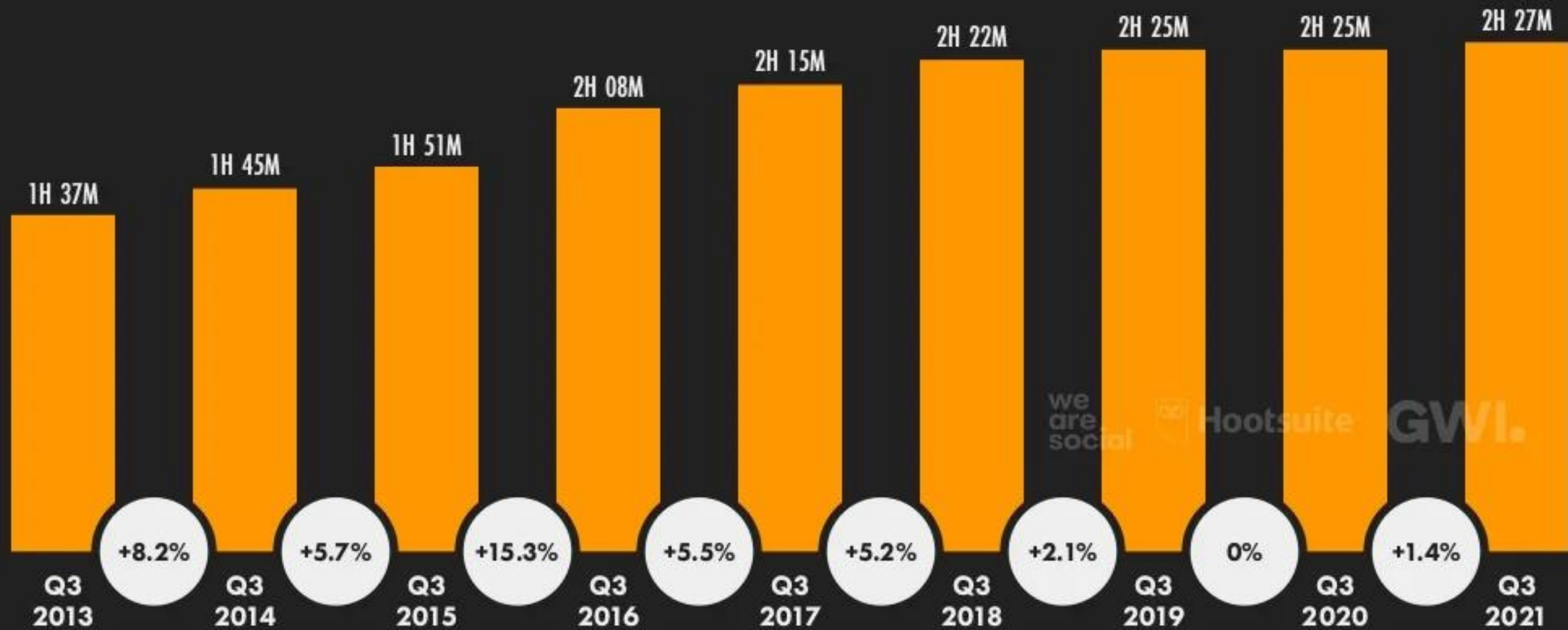
AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY



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2022

DAILY TIME SPENT USING SOCIAL MEDIA

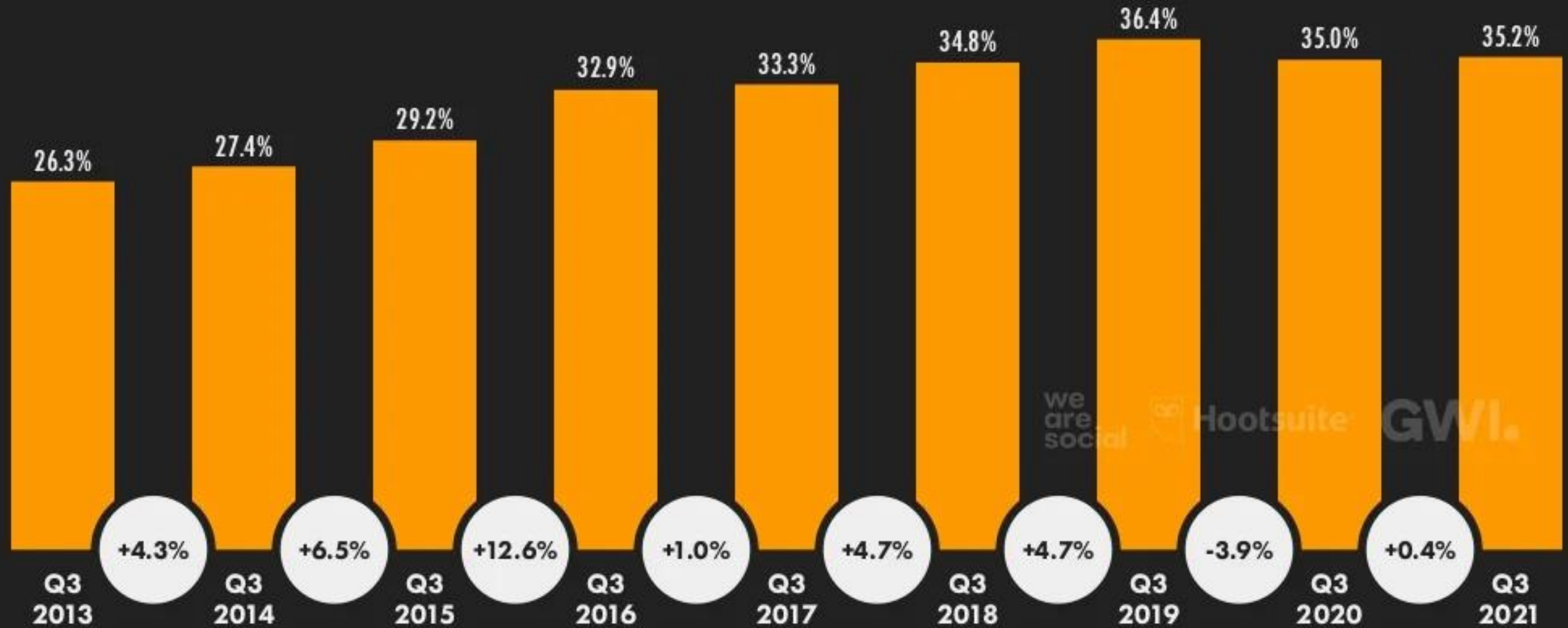
AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY



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SOCIAL MEDIA'S SHARE OF TOTAL ONLINE TIME

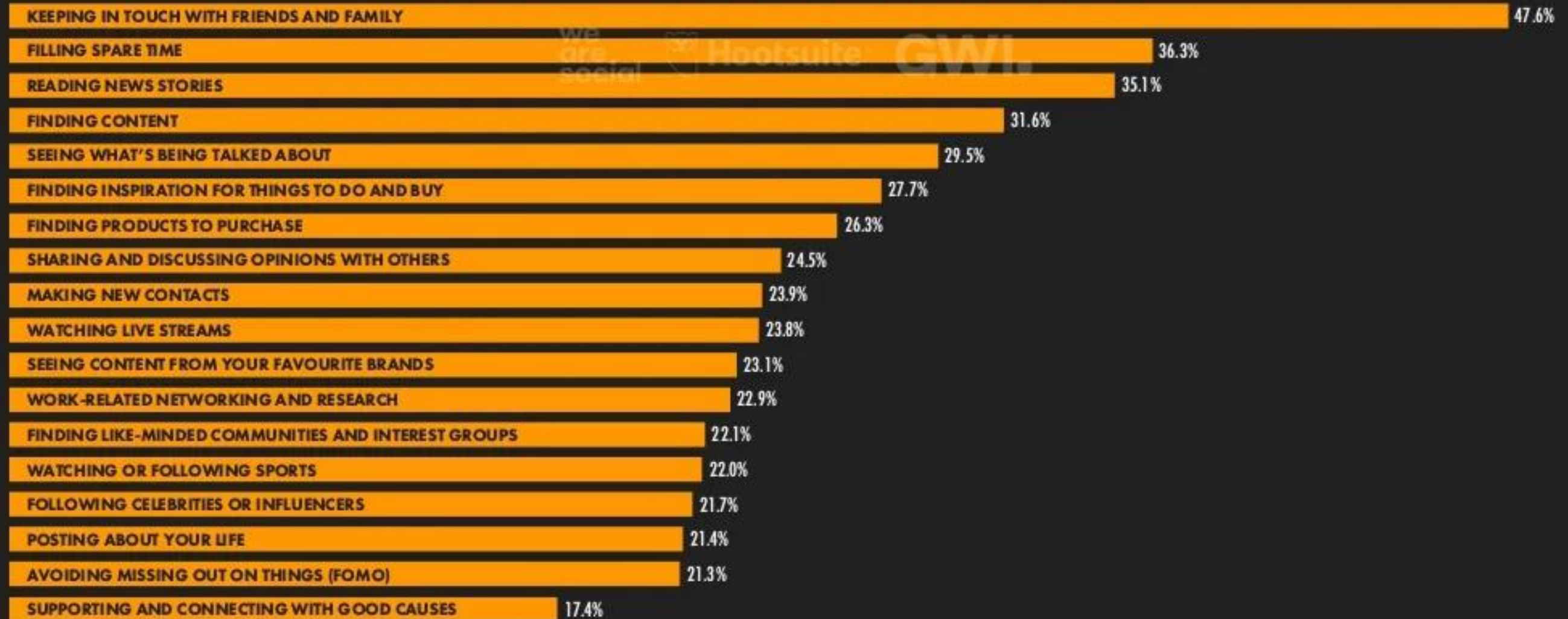
TIME SPENT USING SOCIAL MEDIA AS A PERCENTAGE OF TOTAL TIME SPENT USING THE INTERNET BY INTERNET USERS AGED 16 TO 64



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MAIN REASONS FOR USING SOCIAL MEDIA

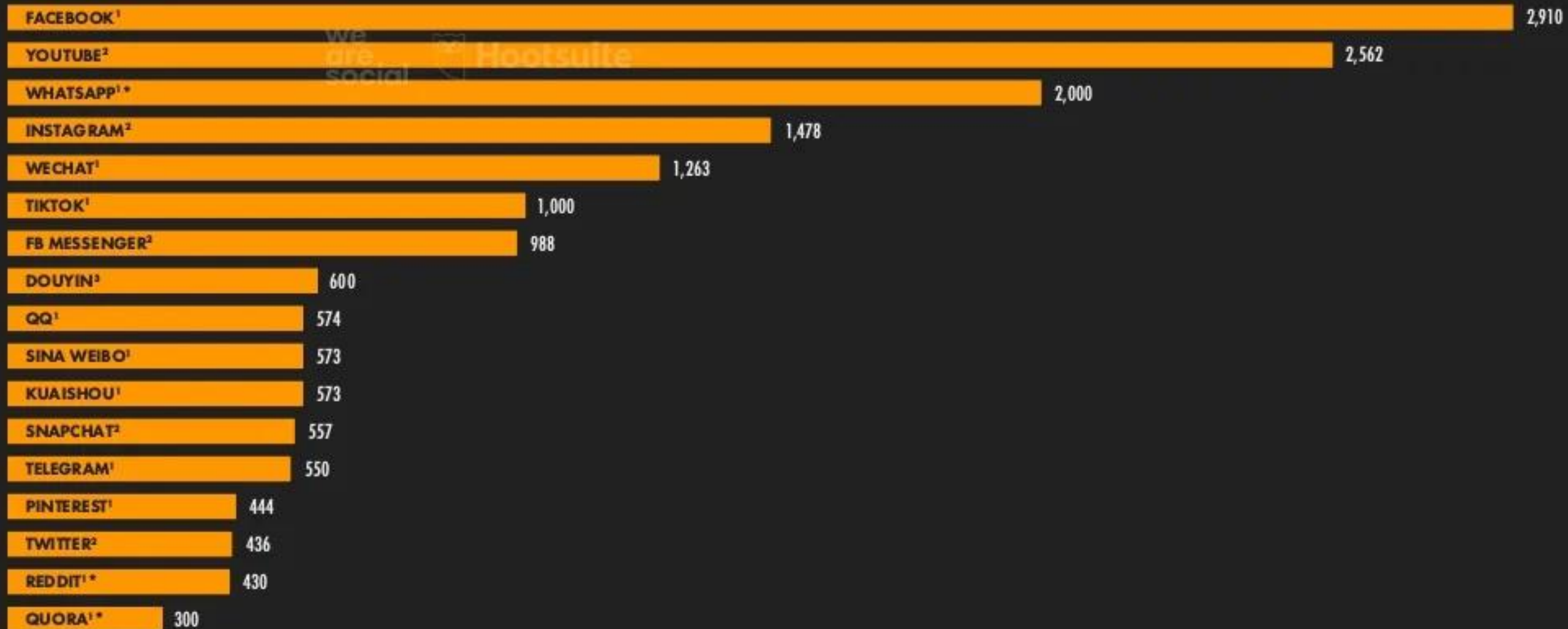
PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS



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THE WORLD'S MOST-USED SOCIAL PLATFORMS

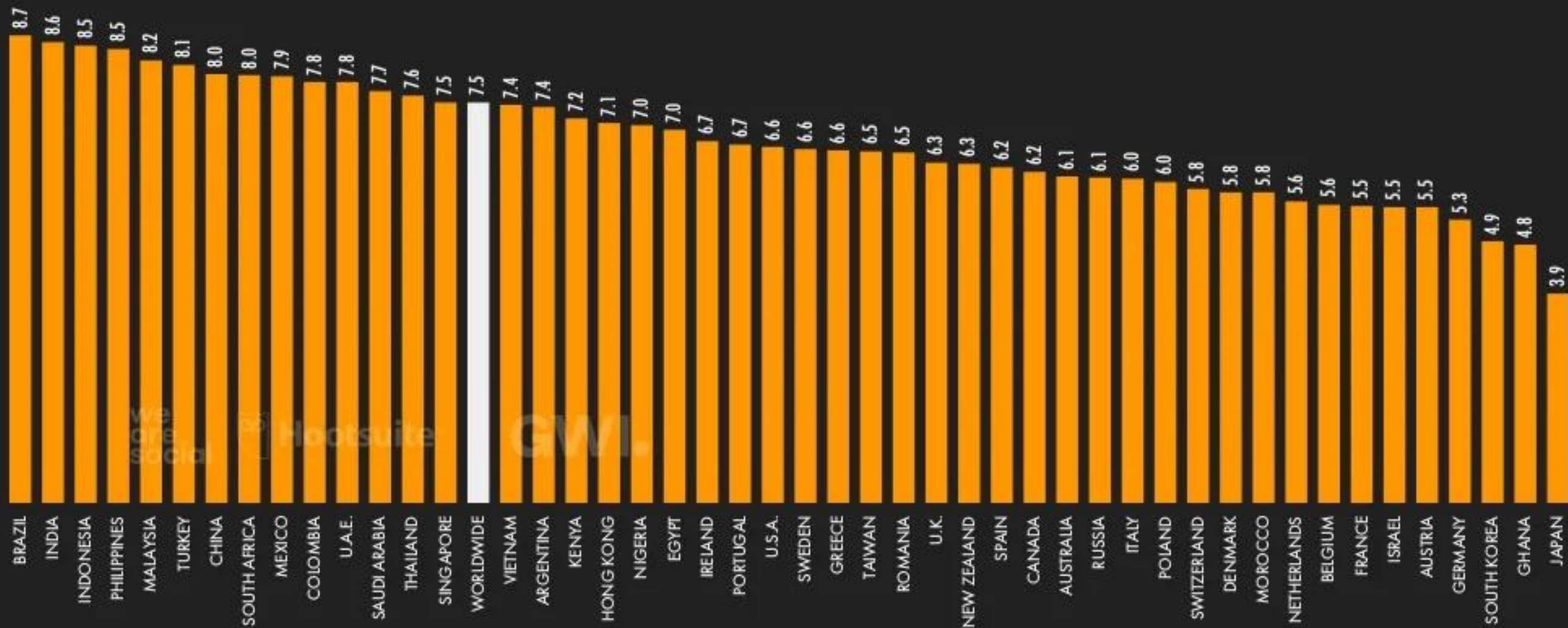
RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)



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AVERAGE NUMBER OF SOCIAL PLATFORMS USED

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS THAT INTERNET USERS AGED 16 TO 64 USE ACTIVELY EACH MONTH



we
are
social

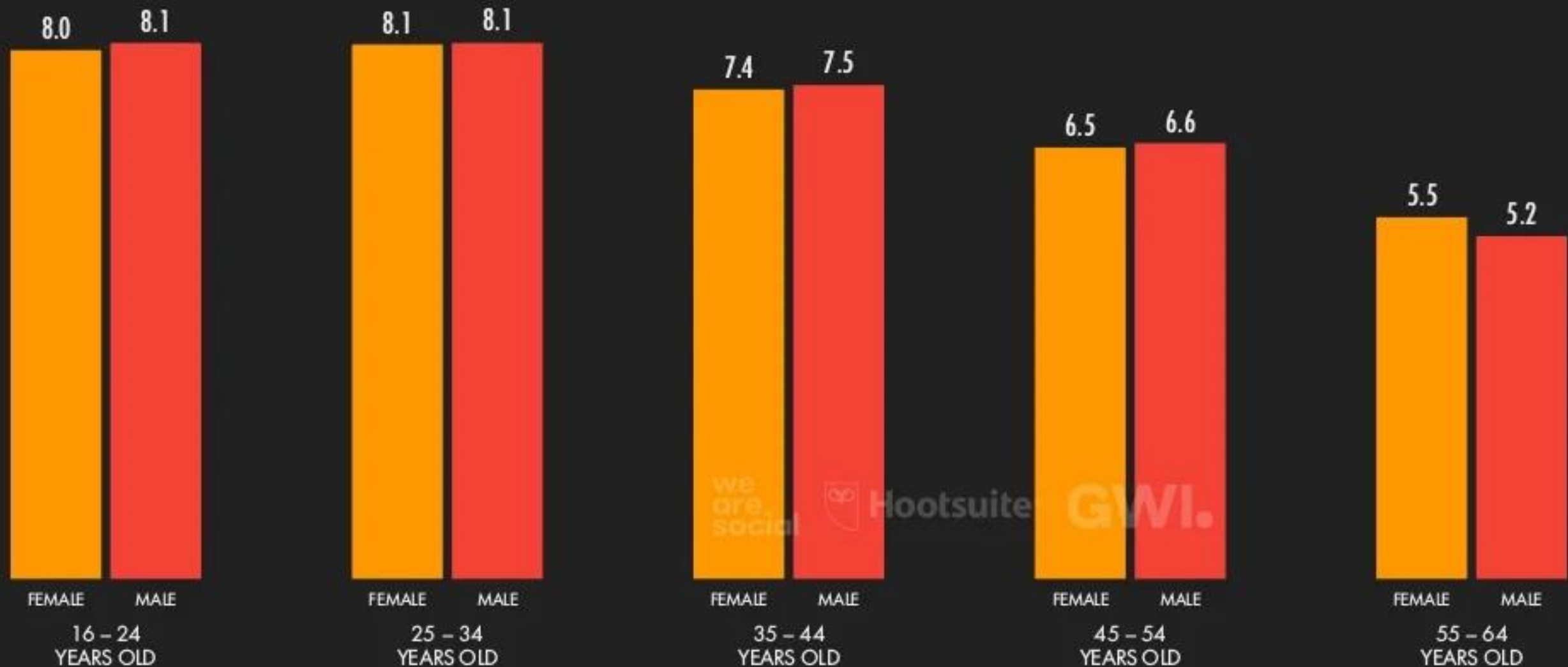
Hootsuite

GWJ

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AVERAGE NUMBER OF SOCIAL PLATFORMS USED

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS THAT INTERNET USERS USE ACTIVELY EACH MONTH



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SOCIAL MEDIA PLATFORM AUDIENCE OVERLAPS

PERCENTAGE OF USERS OF EACH PLATFORM AGED 16 TO 64 OUTSIDE OF CHINA WHO ALSO USE OTHER SOCIAL MEDIA PLATFORMS



	UNIQUE TO PLATFORM	ALSO USING FACEBOOK	ALSO USING YOUTUBE	ALSO USING WHATSAPP	ALSO USING INSTAGRAM	ALSO USING TIKTOK	ALSO USING TELEGRAM	ALSO USING SNAPCHAT	ALSO USING TWITTER	ALSO USING REDDIT	ALSO USING PINTEREST	ALSO USING LINKEDIN
FACEBOOK USERS	0.7%	100.0%	74.7%	72.7%	78.1%	47.8%	42.0%	31.9%	48.8%	14.4%	36.1%	31.5%
YOUTUBE USERS	0.9%	79.0%	100.0%	72.4%	77.5%	45.8%	44.8%	30.0%	51.3%	16.7%	39.0%	30.7%
WHATSAPP USERS	1.5%	81.0%	76.8%	100.0%	80.2%	46.4%	48.9%	34.0%	49.0%	13.8%	37.7%	33.0%
INSTAGRAM USERS	0.1%	82.9%	77.8%	76.4%	100.0%	50.4%	47.0%	36.6%	54.2%	15.5%	40.0%	31.7%
TIKTOK USERS	0.1%	84.6%	80.5%	73.7%	83.9%	100.0%	46.9%	40.9%	56.6%	17.1%	43.6%	31.2%
TELEGRAM USERS	0.2%	83.2%	81.5%	86.9%	87.6%	52.4%	100.0%	40.0%	60.4%	18.0%	43.1%	39.3%
SNAPCHAT USERS	0.0%	83.1%	79.2%	79.3%	89.6%	60.1%	52.6%	100.0%	61.8%	23.0%	49.6%	39.0%
TWITTER USERS	0.2%	83.7%	80.1%	75.5%	87.6%	54.9%	52.3%	40.8%	100.0%	21.8%	44.1%	39.8%
REDDIT USERS	0.1%	81.2%	81.8%	69.6%	82.1%	54.6%	51.1%	49.8%	71.6%	100.0%	58.6%	50.7%
PINTEREST USERS	0.2%	82.7%	79.8%	77.5%	86.2%	56.5%	49.9%	43.6%	58.9%	23.8%	100.0%	41.8%
LINKEDIN USERS	0.2%	87.8%	77.8%	82.6%	83.3%	49.1%	55.4%	41.8%	64.7%	25.1%	50.9%	100.0%

SOURCE: GWI (Q3 2021). SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. NOTES: ONLY INCLUDES USERS AGED 16 TO 64. DOES NOT INCLUDE DATA FOR CHINA. VALUES REPRESENT THE USERS OF THE PLATFORM IDENTIFIED IN THE LEFT-HAND COLUMN WHO ALSO USE THE PLATFORM IDENTIFIED IN THE ROW AT THE TOP OF EACH COLUMN. PERCENTAGES IN THE "UNIQUE TO PLATFORM" COLUMN REPRESENT USERS WHO SAY THEY DO NOT USE ANY OTHER SOCIAL NETWORK OR MESSENGER SERVICE, INCLUDING PLATFORMS NOT FEATURED IN THIS TABLE. COMPARABILITY: SURVEY CHANGES.

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FAVOURITE SOCIAL MEDIA PLATFORMS

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



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FAVOURITE SOCIAL MEDIA PLATFORMS

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



FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST FEMALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
WHATSAPP	12.0%	14.0%	15.1%	17.2%	20.4%
INSTAGRAM	25.6%	17.8%	12.7%	9.9%	6.9%
FACEBOOK	7.3%	13.0%	15.7%	18.0%	19.2%
WECHAT	8.5%	12.9%	14.5%	13.0%	8.7%
DOUYIN	4.1%	5.9%	5.8%	4.6%	3.6%
TIKTOK	8.9%	5.2%	3.8%	3.3%	1.5%
TWITTER	4.8%	2.6%	2.3%	2.1%	1.9%
FB MESSENGER	2.1%	2.5%	2.7%	2.7%	3.7%
TELEGRAM	1.4%	1.4%	1.4%	1.0%	1.2%
LINE	0.9%	1.3%	2.4%	2.8%	4.4%

FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST MALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
WHATSAPP	14.5%	15.7%	16.9%	19.3%	19.6%
INSTAGRAM	22.8%	13.8%	8.7%	6.3%	4.2%
FACEBOOK	11.1%	15.9%	17.7%	17.9%	18.9%
WECHAT	7.5%	12.0%	14.2%	12.1%	10.9%
DOUYIN	4.1%	5.6%	6.3%	5.1%	4.2%
TIKTOK	5.4%	3.5%	2.7%	2.5%	1.5%
TWITTER	3.7%	3.6%	3.4%	3.5%	3.1%
FB MESSENGER	2.1%	2.7%	2.6%	2.6%	3.0%
TELEGRAM	3.1%	2.7%	2.3%	1.9%	1.7%
LINE	1.0%	1.2%	1.9%	2.7%	3.8%

SOURCE: GWI (Q3 2021). SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. WE REPORT GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS DOUYIN, AS PER BYTEDANCE'S CORPORATE REPORTING. **COMPARABILITY:** VERSIONS OF THIS CHART THAT FEATURED IN OUR PREVIOUS REPORTS DID NOT INCLUDE DATA FOR CHINA, SO VALUES ARE NOT COMPARABLE.

we
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TIME SPENT WITH SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT USERS SPEND USING EACH PLATFORM'S ANDROID APP, RANKED BY CUMULATIVE TIME ACROSS ALL ANDROID USERS



01: YOUTUBE



23.7

HOURS / MONTH

02: FACEBOOK



19.6

HOURS / MONTH

03: WHATSAPP



18.6

HOURS / MONTH

04: INSTAGRAM



11.2

HOURS / MONTH

05: TIKTOK



19.6

HOURS / MONTH

06: FACEBOOK MESSENGER



3.0

HOURS / MONTH

07: TWITTER



5.1

HOURS / MONTH

08: TELEGRAM



3.0

HOURS / MONTH

09: LINE



11.6

HOURS / MONTH

10: SNAPCHAT



3.0

HOURS / MONTH

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USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS



ANY KIND OF SOCIAL
MEDIA PLATFORM



GWI.

76.1%

SOCIAL
NETWORKS



43.5%

QUESTION & ANSWER
SITES (E.G. QUORA)



GWI.

21.5%

FORUMS AND
MESSAGE BOARDS



17.2%

MESSAGING AND
LIVE CHAT SERVICES



we
are
social

16.4%

MICRO-BLOGS
(E.G. TWITTER)



GWI.

16.0%

VLOGS (BLOGS IN
A VIDEO FORMAT)



14.7%

ONLINE PINBOARDS
(E.G. PINTEREST)



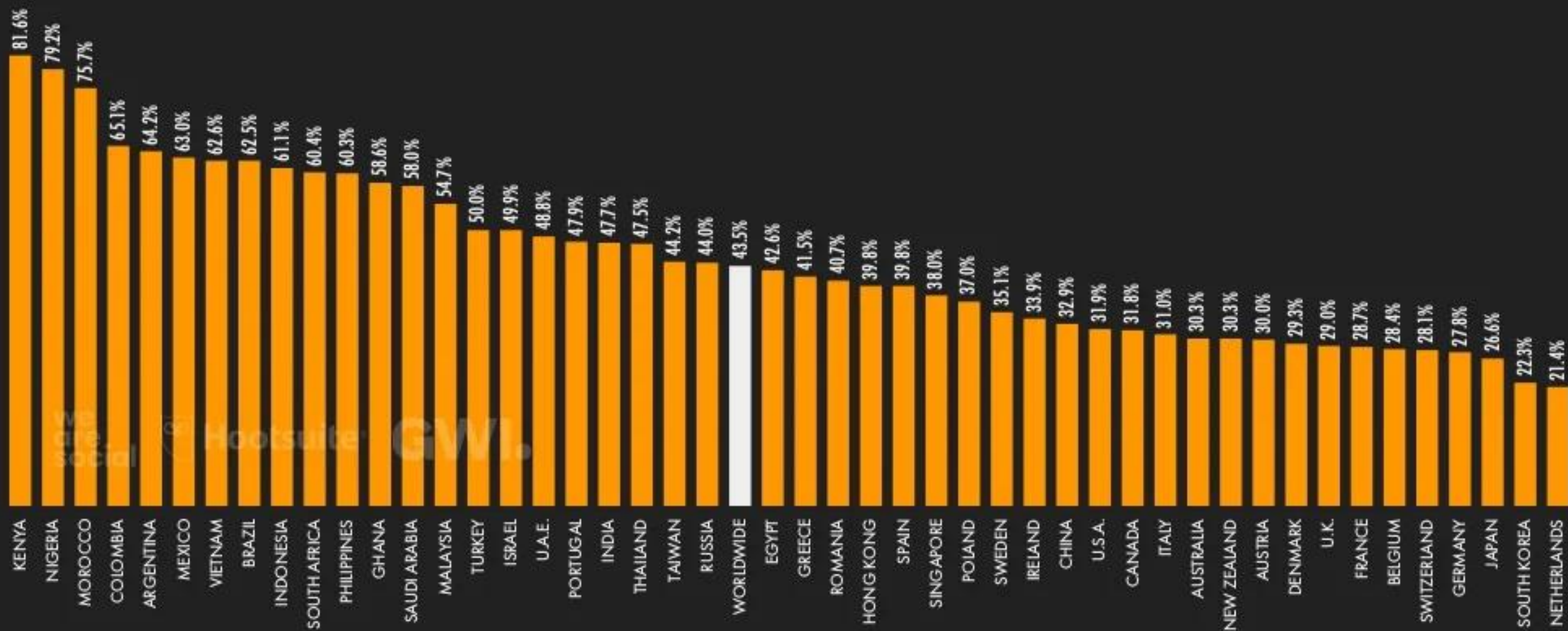
10.8%



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USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE SOCIAL NETWORKS TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS



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USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

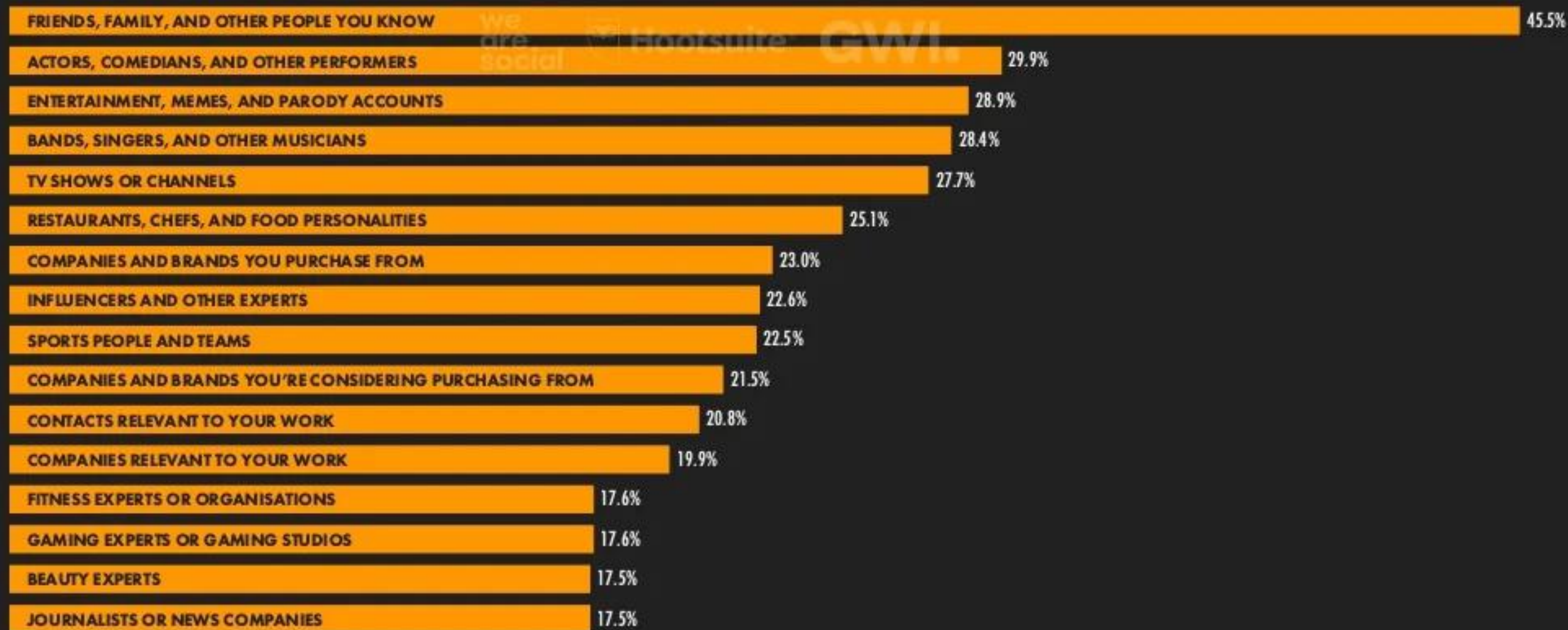
PERCENTAGE OF INTERNET USERS WHO USE SOCIAL NETWORKS TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS



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TYPES OF SOCIAL MEDIA ACCOUNTS FOLLOWED

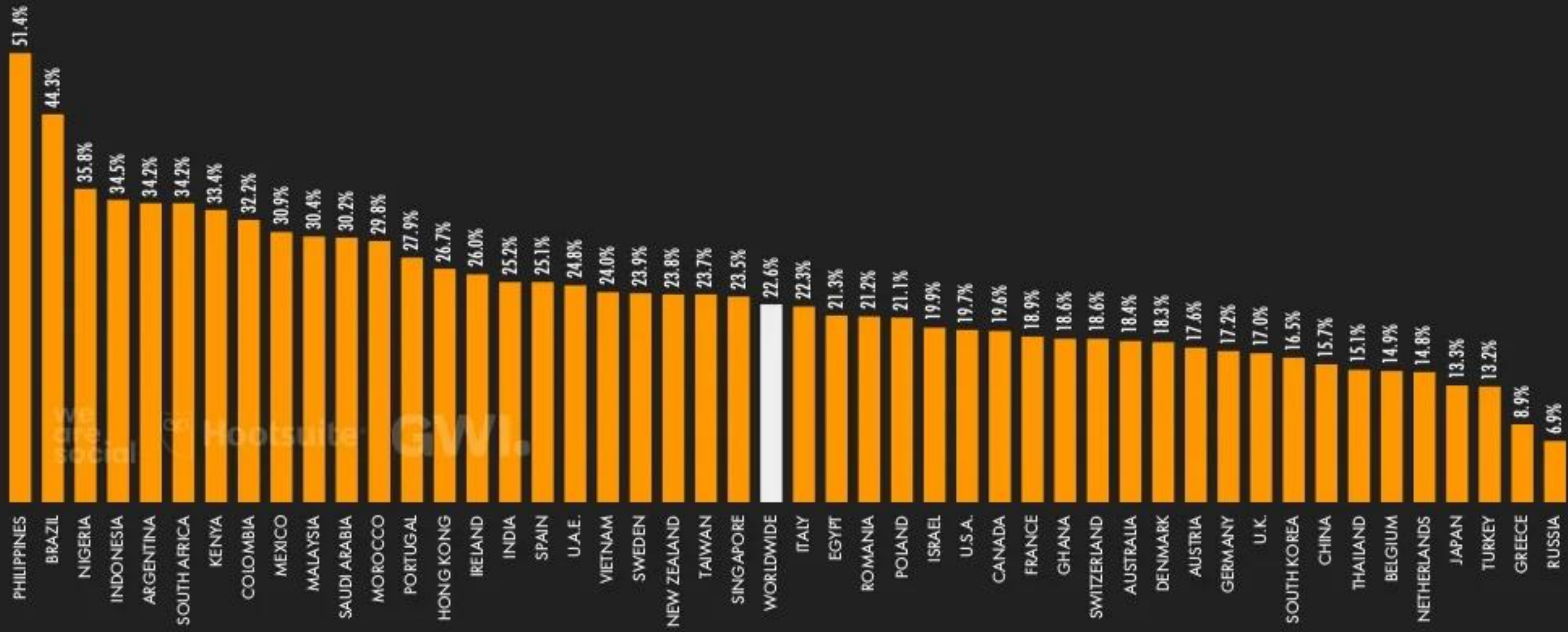
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA



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FOLLOWING INFLUENCERS ON SOCIAL MEDIA

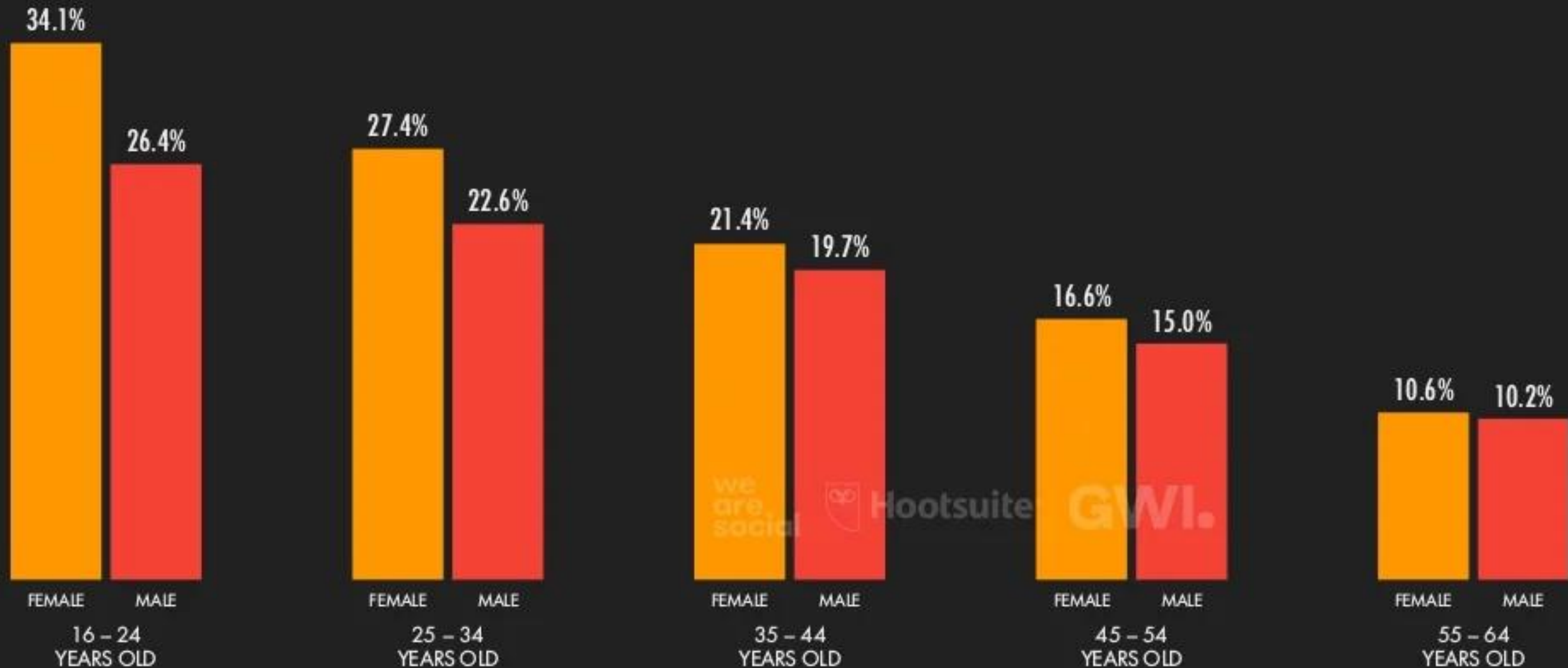
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO FOLLOW INFLUENCERS ON SOCIAL MEDIA



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2022

FOLLOWING INFLUENCERS ON SOCIAL MEDIA

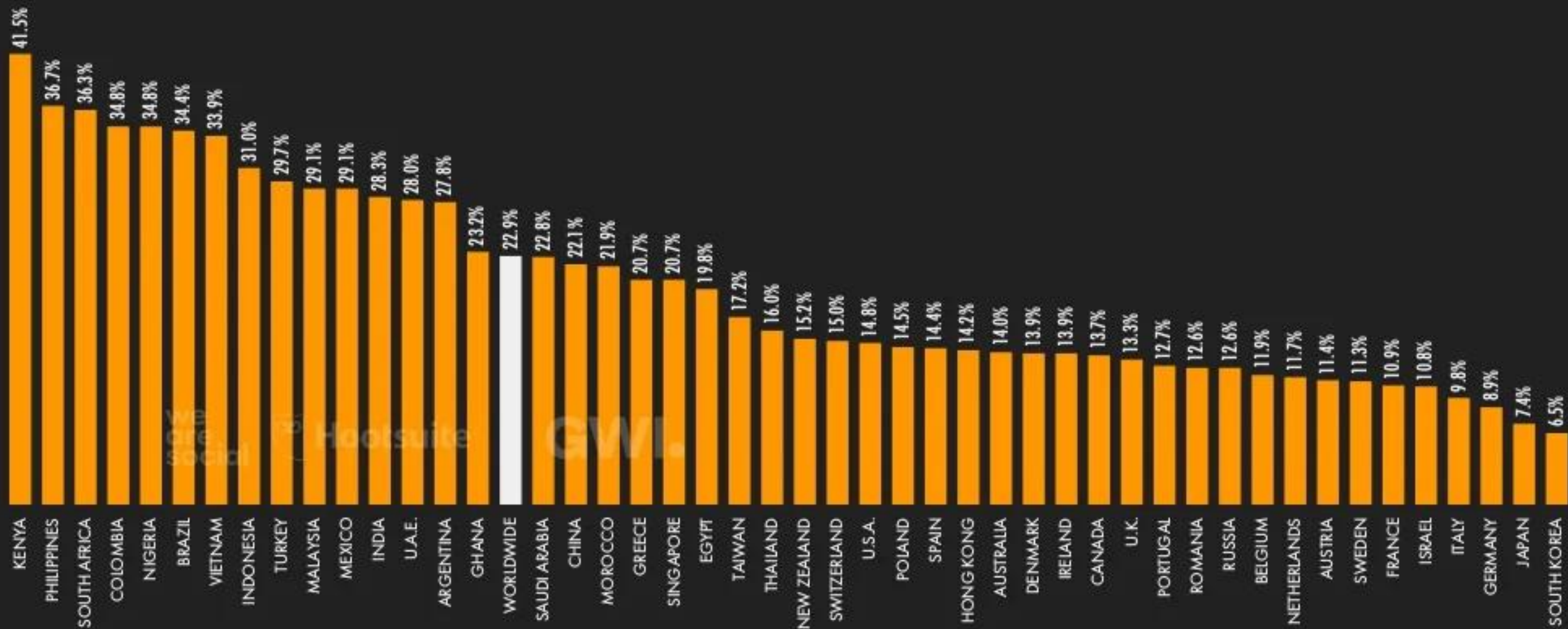
PERCENTAGE OF INTERNET USERS WHO FOLLOW INFLUENCERS ON SOCIAL MEDIA



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USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

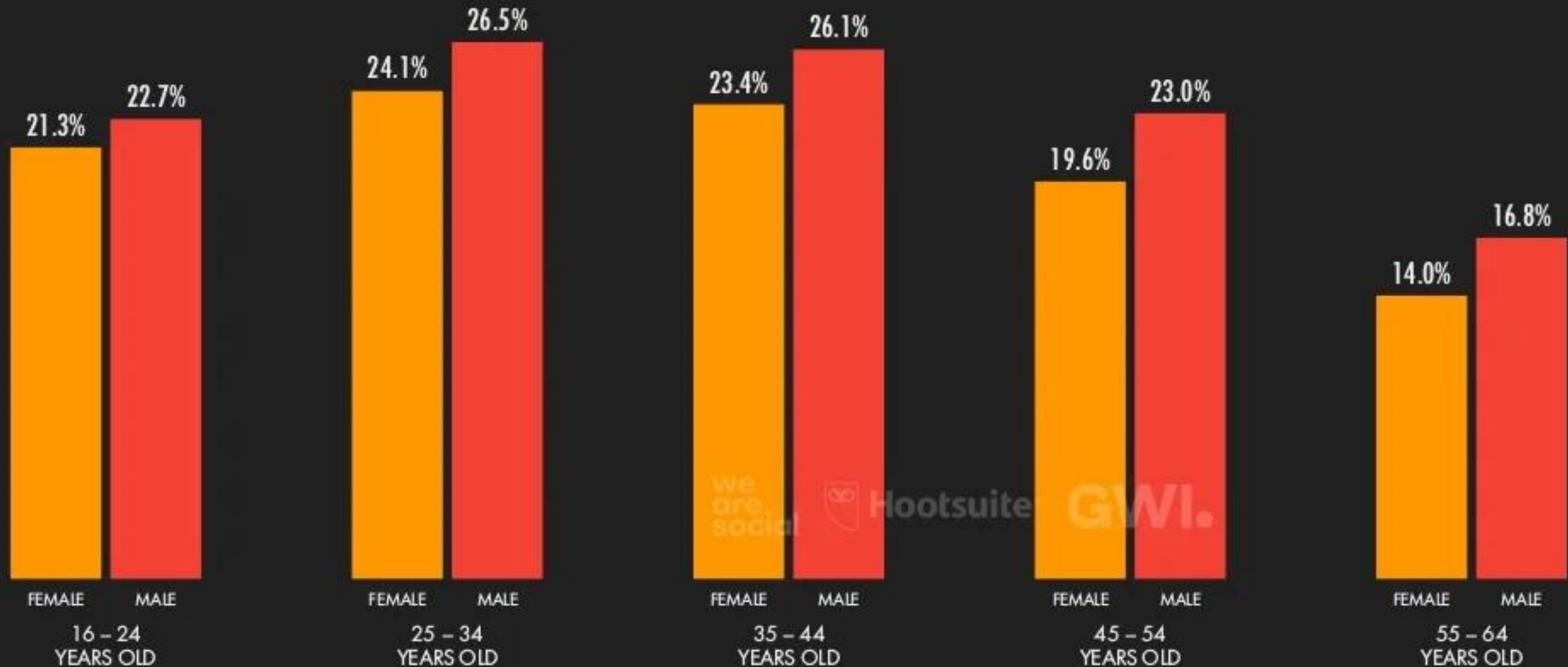
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE SOCIAL MEDIA FOR WORK-RELATED NETWORKING OR RESEARCH



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USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK-RELATED NETWORKING OR RESEARCH



WE ARE SOCIAL'S PERSPECTIVE

SOCIAL IN 2022**SHIFTS IN HOW PEOPLE BEHAVE AND INTERACT ON SOCIAL****PRIME TIME
PLATFORMS**

In a fragmented entertainment landscape, social has become the lynchpin of shared media consumption, with data from TikTok showing that 35% of its users say they've watched less TV and streaming services since downloading the app. It's creating opportunities for brands to engage audiences more in online storytelling.

In 2022, brands should maximise entertainment value during key moments by collaborating with commentators.

**SOCIAL
CYNICISM**

Social media has become a little predictable, with 43% of Gen Z users globally agreeing that the algorithms which determine what we see on our feeds have a negative impact on their media diet. In response, creators are pushing back with content poking fun at overdone tropes and worn out memes, much to the delight of audiences.

In 2022, brands should take themselves less seriously, and subvert industry tropes.

**IN-FEED
SYLLABUSES**

Across the globe, social media users are more likely to say they've learned practical life skills from social platforms than university (57% vs 51%). Now, social is being repurposed as a platform for self-directed learning, driven by immersive content formats and a renewed appreciation for innovative learning solutions.

In 2022, brands should assert their values by educating people on important issues.

Hootsuite's Perspective

Social Trends

With data from 18,100 survey respondents and insights from top industry experts, our [Social Trends 2022 report](#) covers this year's top social media trends.

TREND 1

Brands finally get community right (with the help of creators)

As small, authentic communities become more prevalent on social media, brands that partner wisely with creators are connecting with new audiences, earning their trust, and gaining cultural capital.

TREND 2

Marketers get creative as consumers wise up to social ads

Brands will be spending more on social ads in 2022. But if they want to make a splash, they'll have to work harder to create ads that mirror and enrich the distinct experience each social network offers.

TREND 3

Social quietly matures out of the marketing department

As marketers become more confident in measuring the ROI of their social media efforts, high performers are spreading the love across the rest of their organization.

TREND 4

Social becomes the heart of the post-pandemic shopping experience

Social commerce is here to stay. In 2022, small businesses will extend the customer experience across social and real-life storefronts, while large enterprises test the limits of the online shopping experience.

TREND 5

Social marketers save their brands from the customer service apocalypse

Demand for customer service on social media continues to surge. And now, social marketers have a unique opportunity to play the hero and steer their organizations through the upheaval.



[Learn more](#) about Hootsuite's 2022 social trends, download the full report, and see how you can put each trend into action.



FACEBOOK



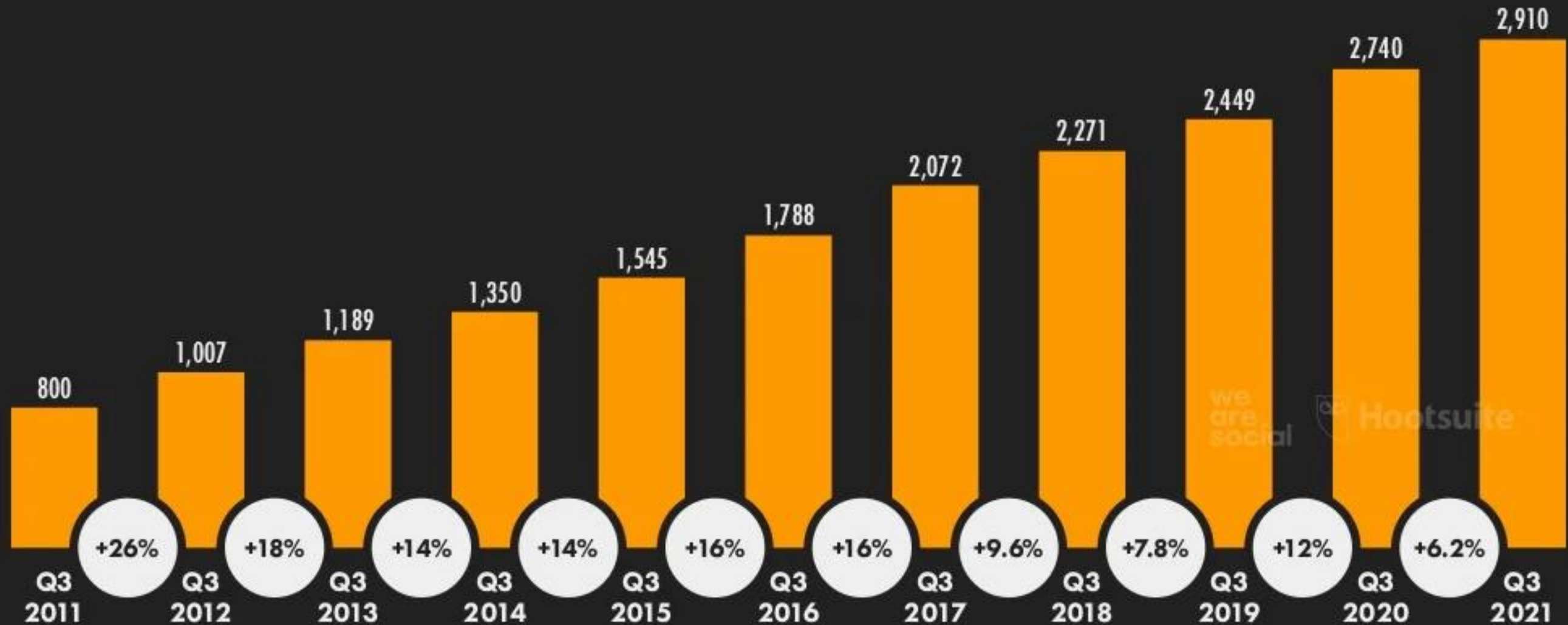
CHANGES IN META'S DATA REPORTING

In Q4 2021, Meta made some important changes to how its self-service tools report the potential advertising reach of its platforms, including a move to publishing audience figures as a range instead of as an absolute number. Our analysis suggests that Meta also revised its base data, resulting in some important corrections to published audience figures for Facebook and Messenger. As a result, we are currently unable to provide any figures for changes over time in these platforms' audiences, and we advise readers **not to compare** the advertising audience figures for Facebook and Messenger contained within this report with figures published for those platforms in previous reports. For more information, please read our complete notes on data variance, potential mismatches, and curiosities: <https://datareportal.com/notes-on-data>.

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FACEBOOK MONTHLY ACTIVE USERS

MONTHLY ACTIVE FACEBOOK USERS (IN MILLIONS), WITH RELATIVE GROWTH RATES OVER TIME



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2022

FACEBOOK: MONTHLY ACTIVE USERS

FACEBOOK'S TOTAL MONTHLY ACTIVE USER BASE



TOTAL MONTHLY ACTIVE
FACEBOOK USERS (MAU)



2.91
BILLION

TOTAL FACEBOOK MAU
vs. TOTAL POPULATION



36.8%

QUARTER-ON-QUARTER CHANGE
IN TOTAL FACEBOOK MAU



+0.5%
+15 MILLION

YEAR-ON-YEAR CHANGE
IN TOTAL FACEBOOK MAU



+6.2%
+170 MILLION

TOTAL FACEBOOK MAU
vs. TOTAL INTERNET USERS



58.8%

TOTAL FACEBOOK MAU
vs. POPULATION AGED 13+



47.1%

FACEBOOK DAILY ACTIVE USERS
vs. MONTHLY ACTIVE USERS



66.3%

FACEBOOK ADVERTISING REACH
vs. TOTAL FACEBOOK MAU



72.5%

SOURCES: META'S INVESTOR EARNINGS ANNOUNCEMENTS AND ADVERTISING RESOURCES. **NOTES:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS, AND ARE BASED ON EACH GENDER'S SHARE OF FACEBOOK'S ADVERTISING AUDIENCE. **COMPARABILITY:** USER FIGURES SHOWN ON THIS CHART REPRESENT **MONTHLY ACTIVE USERS**, AND ARE DIFFERENT TO THE FACEBOOK ADVERTISING AUDIENCE FIGURES SHOWN ELSEWHERE IN THIS REPORT. SEE [NOTES ON DATA](#) FOR MORE DETAILS ON WHY ADVERTISING REACH DOES NOT EQUATE TO TOTAL MAU FIGURE.

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FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

GLOBAL OVERVIEW

POTENTIAL AUDIENCE
THAT META REPORTS
CAN BE REACHED WITH
ADS ON FACEBOOK



2.11
BILLION

FACEBOOK'S POTENTIAL
ADVERTISING REACH
AS A PERCENTAGE OF
TOTAL POPULATION



26.7%

FACEBOOK'S POTENTIAL
ADVERTISING REACH
AS A PERCENTAGE OF
POPULATION AGED 13+



34.1%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE



43.4%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE

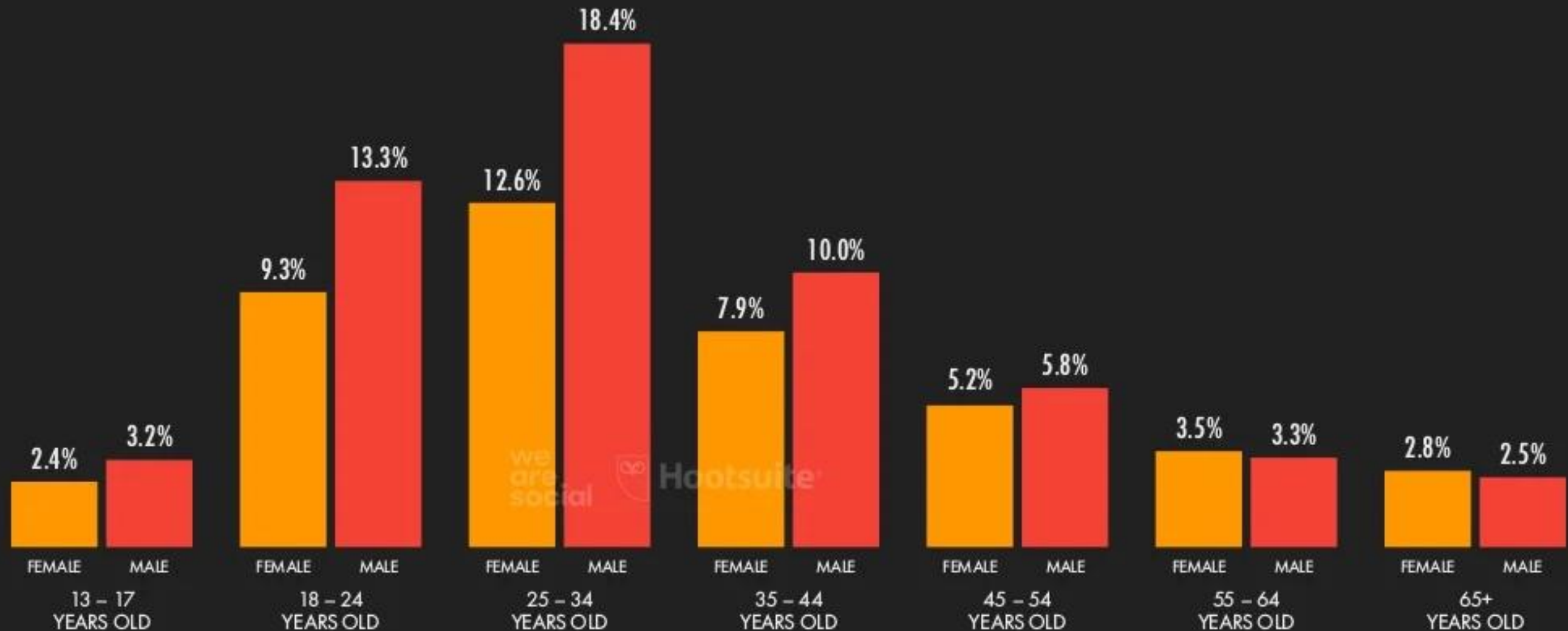


56.6%

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2022

FACEBOOK: ADVERTISING AUDIENCE PROFILE

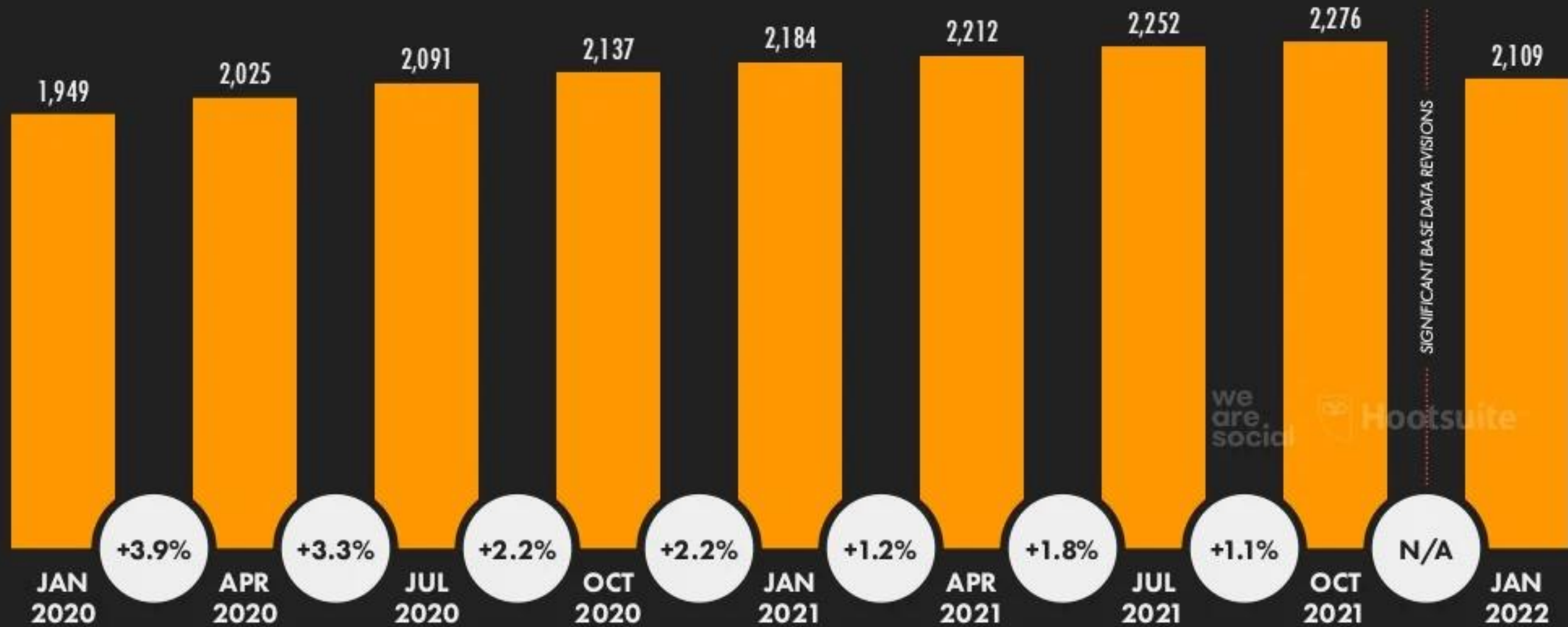
SHARE OF FACEBOOK'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER



JAN
2022

FACEBOOK ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON FACEBOOK, IN MILLIONS OF USERS

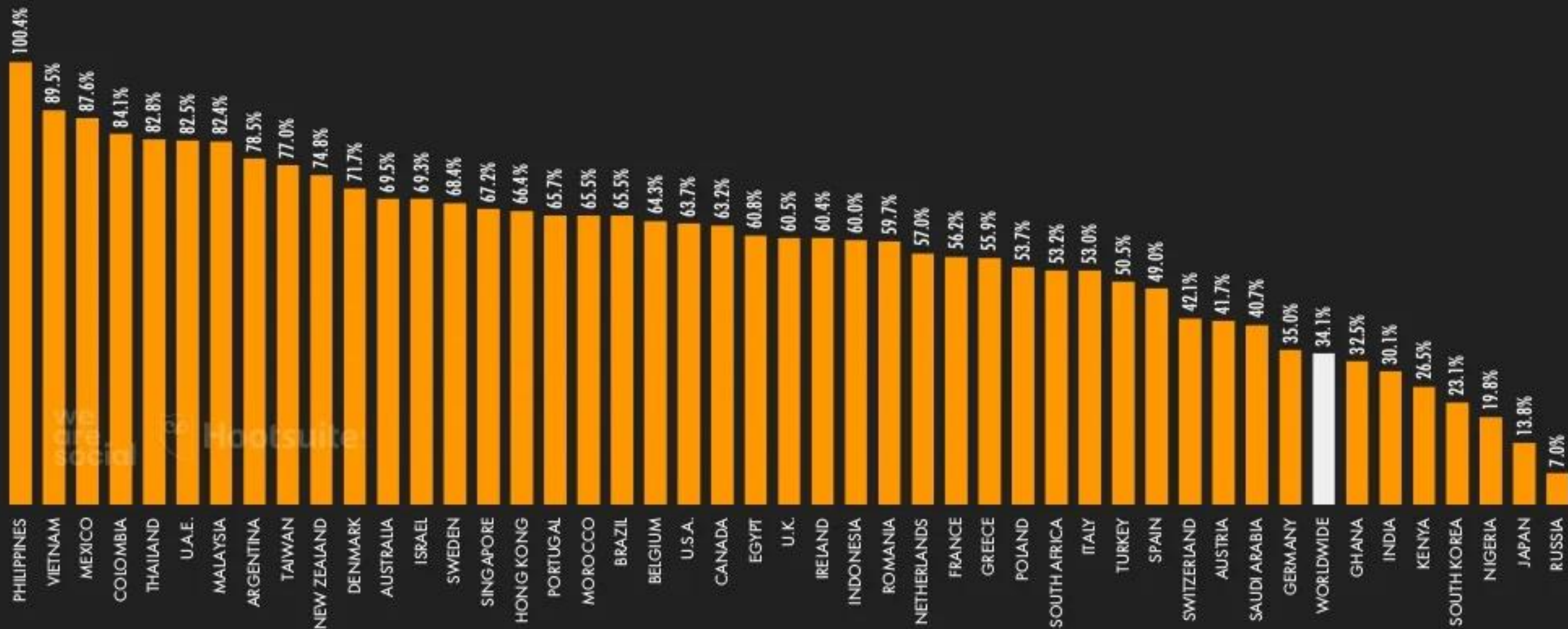


SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE.
NOTE: FIGURE FOR JAN 2022 USES THE MIDPOINTS OF PUBLISHED RANGES; FIGURES FOR ALL OTHER DATES AS PUBLISHED IN META'S TOOLS. **COMPARABILITY:** META SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING IN Q4 2021, SO FIGURES FOR JAN 2022 ARE **NOT COMPARABLE** WITH FIGURES FOR PREVIOUS PERIODS, OR WITH DATA PUBLISHED IN OUR PREVIOUS REPORTS. IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, FIGURES FOR QUARTER-ON-QUARTER CHANGE MAY BE IMPACTED BY REVISIONS TO BASE DATA.

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FACEBOOK ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF FACEBOOK ADS COMPARED WITH POPULATION AGED 13+

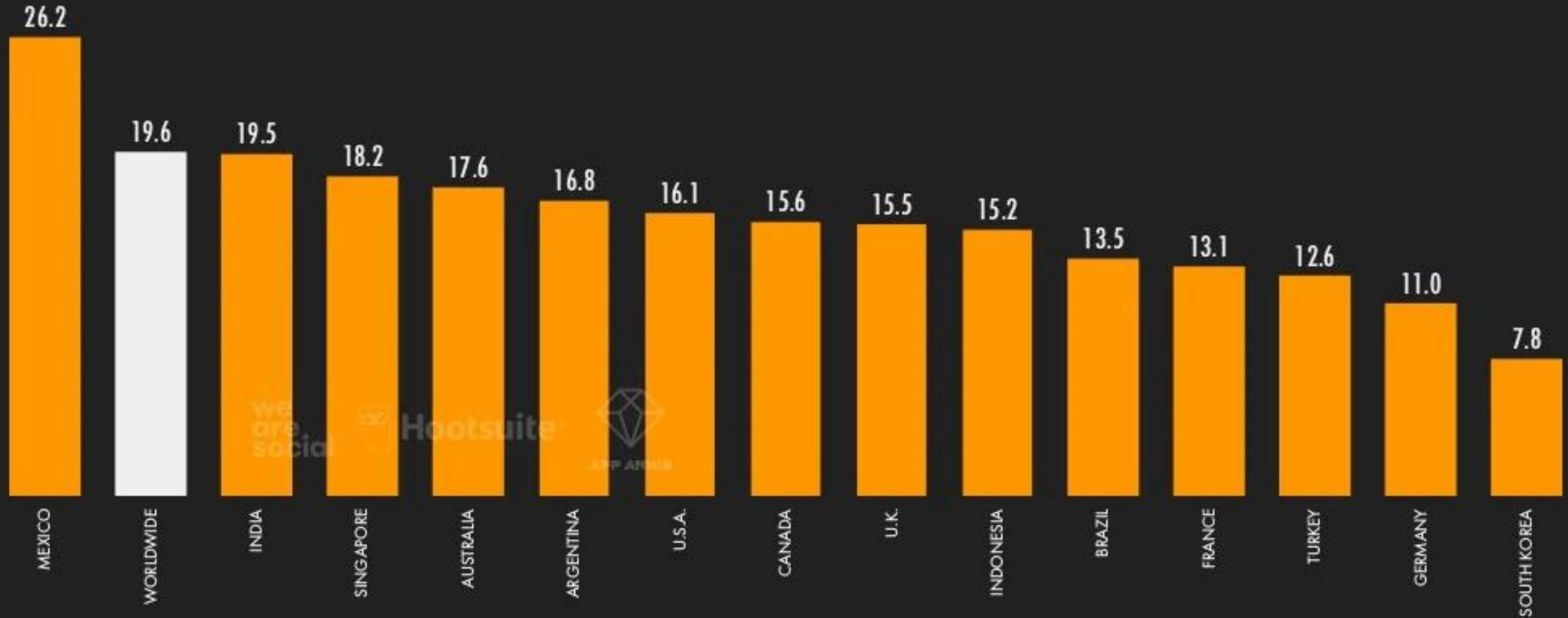


SOURCES: META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** VALUES SHOULD NOT TECHNICALLY EXCEED 100%, BUT DATA ARE SHOWN 'AS-IS'; TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS. FIGURES USE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

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FACEBOOK: TIME SPENT USING MOBILE APP

AVERAGE NUMBER OF HOURS PER MONTH THAT EACH FACEBOOK USER SPENDS USING THE FACEBOOK APP ON ANDROID PHONES



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2022

FACEBOOK AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES



#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	INDIA	329,650,000	30.1%
02	U.S.A.	179,650,000	63.7%
03	INDONESIA	129,850,000	60.0%
04	BRAZIL	116,000,000	65.5%
05	MEXICO	89,700,000	87.6%
06	PHILIPPINES	83,850,000	100.4%*
07	VIETNAM	70,400,000	89.5%
08	THAILAND	50,050,000	82.8%
09=	BANGLADESH	44,700,000	34.4%
09=	EGYPT	44,700,000	60.8%

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
11	PAKISTAN	43,550,000	27.5%
12	COLOMBIA	35,150,000	84.1%
13	U.K.	35,050,000	60.5%
14	TURKEY	34,400,000	50.5%
15	FRANCE	31,350,000	56.2%
16	ITALY	28,550,000	53.0%
17	ARGENTINA	28,400,000	78.5%
18	NIGERIA	26,100,000	19.8%
19	GERMANY	25,750,000	35.0%
20	PERU	24,800,000	93.9%

SOURCES: META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. ***NOTES:** "REACH vs. POP. 13+" VALUES SHOULD NOT TECHNICALLY EXCEED 100%, BUT DATA ARE SHOWN "AS-IS", TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

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2022

FACEBOOK ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE FACEBOOK ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+



#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	MONGOLIA	103.3%*	2,500,000
02	LIBYA	101.7%*	5,450,000
03	PHILIPPINES	100.4%*	83,850,000
04	PERU	93.9%	24,800,000
05	TONGA	93.8%	70,850
06	MALTA	92.9%	359,850
07	CAMBODIA	92.6%	11,600,000
08	ECUADOR	92.2%	12,700,000
09	VIETNAM	89.5%	70,400,000
10	SAMOA	88.4%	120,650

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
11	ARUBA	87.8%	80,550
12	MEXICO	87.6%	89,700,000
13	BOLIVIA	86.3%	7,650,000
14	ICELAND	85.5%	246,900
15	GREENLAND	85.1%	39,800
16	COLOMBIA	84.1%	35,150,000
17	BRUNEI	83.0%	298,600
18	THAILAND	82.8%	50,050,000
19	GEORGIA	82.5%	2,700,000
20	U.A.E.	82.5%	7,200,000

SOURCES: META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. ***NOTES:** *REACH vs. POP. 13+* VALUES SHOULD NOT TECHNICALLY EXCEED 100%, BUT DATA ARE SHOWN 'AS-IS', TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

JAN
2022

DEVICES USED TO ACCESS FACEBOOK

PERCENTAGE OF FACEBOOK'S ADVERTISING AUDIENCE THAT USES EACH DEVICE TO ACCESS THE PLATFORM, EITHER VIA AN APP OR A WEB BROWSER



USE ANY KIND OF
MOBILE PHONE



98.5%



ONLY USE LAPTOP OR
DESKTOP COMPUTER



1.5%



USE BOTH COMPUTERS
AND MOBILE PHONES



16.7%



ONLY USE MOBILE
PHONES (ANY TYPE)



81.8%

JAN
2022

FACEBOOK POST ENGAGEMENT BENCHMARKS

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



AVERAGE FACEBOOK POST
ENGAGEMENTS vs. PAGE
FANS: **ALL POST TYPES**



0.07%

AVERAGE FACEBOOK POST
ENGAGEMENTS vs. PAGE
FANS: **PHOTO POSTS**



0.11%

AVERAGE FACEBOOK POST
ENGAGEMENTS vs. PAGE
FANS: **VIDEO POSTS**



0.08%

AVERAGE FACEBOOK POST
ENGAGEMENTS vs. PAGE
FANS: **LINK POSTS**



0.03%

AVERAGE FACEBOOK POST
ENGAGEMENTS vs. PAGE
FANS: **STATUS POSTS**



0.13%

locowise

we
are
social

locowise

Hootsuite

JAN
2022

FACEBOOK MARKETPLACE AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS WITHIN FACEBOOK MARKETPLACE

GLOBAL OVERVIEW

POTENTIAL AUDIENCE
THAT META REPORTS CAN
BE REACHED WITH ADS IN
FACEBOOK MARKETPLACE



562.1
MILLION

FACEBOOK MARKETPLACE
REACH AS A PERCENTAGE
OF FACEBOOK'S TOTAL
ADVERTISING REACH



26.6%

FACEBOOK MARKETPLACE
ADVERTISING REACH AS
A PERCENTAGE OF TOTAL
POPULATION AGED 13+



9.1%

PERCENTAGE OF THE
FACEBOOK MARKETPLACE
AD AUDIENCE THAT
META REPORTS IS FEMALE



44.9%

PERCENTAGE OF THE
FACEBOOK MARKETPLACE
AD AUDIENCE THAT
META REPORTS IS MALE



55.1%

**JAN
2022**

MOST-FOLLOWED FACEBOOK PAGES

FACEBOOK PAGES WITH THE GREATEST NUMBER OF FOLLOWERS



#	FACEBOOK PAGE	FOLLOWERS
01	FACEBOOK APP	195,700,000
02	SAMSUNG	161,700,000
03	CRISTIANO RONALDO	150,000,000
04	MR. BEAN	129,000,000
05	CGTN	117,000,000
06	5-MINUTE CRAFTS	116,500,000
07	SHAKIRA	114,000,000
08	REAL MADRID C.F.	112,100,000
09	WILL SMITH	111,000,000
10	COCA-COLA	109,200,000

#	FACEBOOK PAGE	FOLLOWERS
11	VIN DIESEL	108,000,000
12	TASTY	106,800,000
13	FC BARCELONA	106,400,000
14	LIONEL MESSI	105,000,000
15	CHINA DAILY	104,500,000
16	YOUTUBE	103,600,000
17	RIHANNA	102,000,000
18	EMINEM	94,000,000
19	CHINA XINHUA NEWS	92,200,000
20	JUSTIN BIEBER	91,000,000

#	FACEBOOK PAGE	FOLLOWERS
21	NEYMAR JR.	88,000,000
22	SELENA GOMEZ	86,600,000
23	PEOPLE'S DAILY, CHINA	86,000,000
24	MCDONALD'S	81,400,000
25	NETFLIX	79,800,000
26	LALIGA	78,800,000
27	UEFA CHAMPIONS LEAGUE	76,200,000
28	MANCHESTER UNITED	76,100,000
29=	JASON STATHAM	76,000,000
29=	TAYLOR SWIFT	76,000,000



YOUTUBE

JAN
2022

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

GLOBAL OVERVIEW

POTENTIAL REACH OF
ADS ON YOUTUBE



2.56
BILLION



YOUTUBE AD REACH
vs. TOTAL POPULATION



32.4%



YOUTUBE AD REACH vs.
TOTAL INTERNET USERS



51.8%

we
are
social

YEAR-ON-YEAR CHANGE
IN YOUTUBE AD REACH



+11.9%
+271 MILLION

YOUTUBE'S ADVERTISING
REACH: USERS AGED 18+



2.09
BILLION

we
are
social

YOUTUBE'S AD REACH AGE 18+
vs. TOTAL POPULATION AGE 18+



37.7%



FEMALE YOUTUBE AD REACH AGE 18+
vs. TOTAL YOUTUBE AD REACH AGE 18+



46.1%



MALE YOUTUBE AD REACH AGE 18+
vs. TOTAL YOUTUBE AD REACH AGE 18+



53.9%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. GOOGLE'S ADVERTISING RESOURCES ONLY PUBLISH GENDER AND AGE DATA FOR USERS AGED 18 AND ABOVE, AND ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". FIGURE FOR POTENTIAL REACH AGE 18+ USES A DIFFERENT AUDIENCE TOTAL TO THE ONE USED FOR REACH OF TOTAL POPULATION.



JAN
2022

YOUTUBE: ADVERTISING AUDIENCE PROFILE

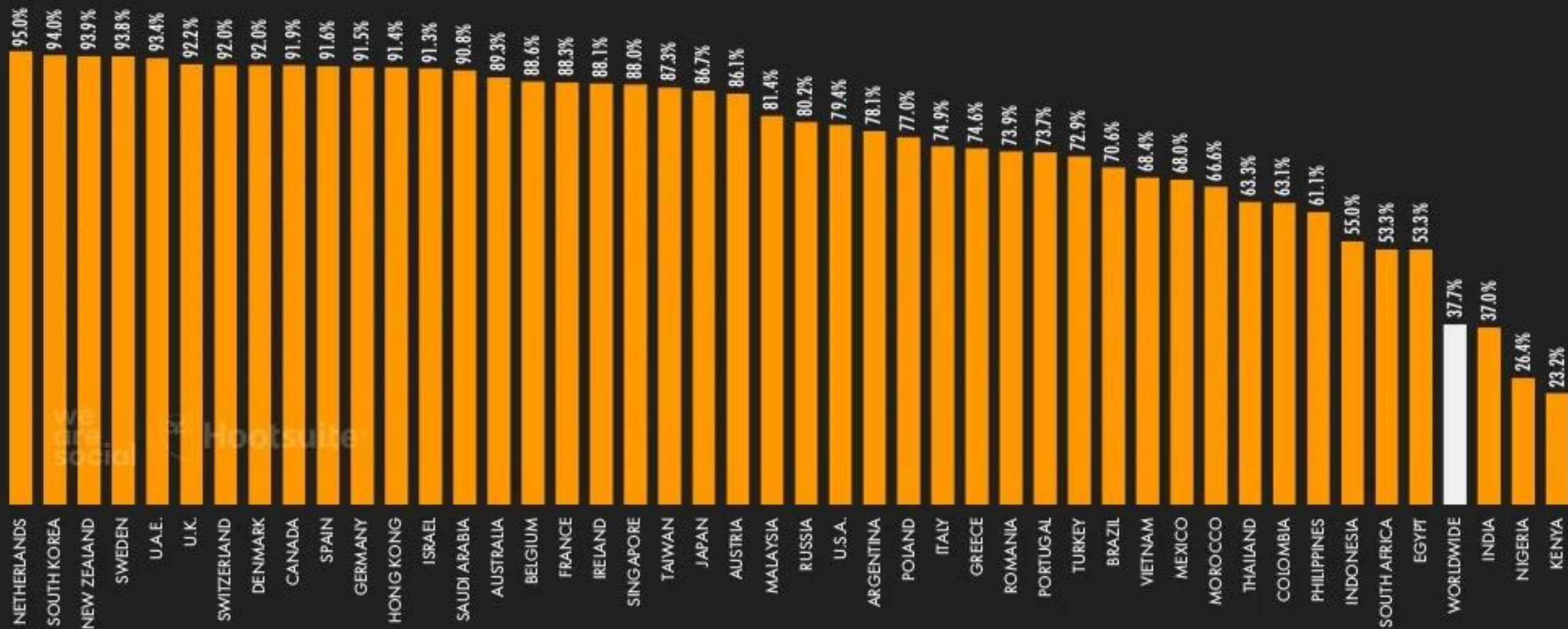
SHARE OF YOUTUBE'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER



JAN
2022

YOUTUBE ADVERTISING: REACH RATE AGE 18+

YOUTUBE'S POTENTIAL REACH AMONGST AUDIENCES AGED 18+ COMPARED WITH POPULATION AGED 18+

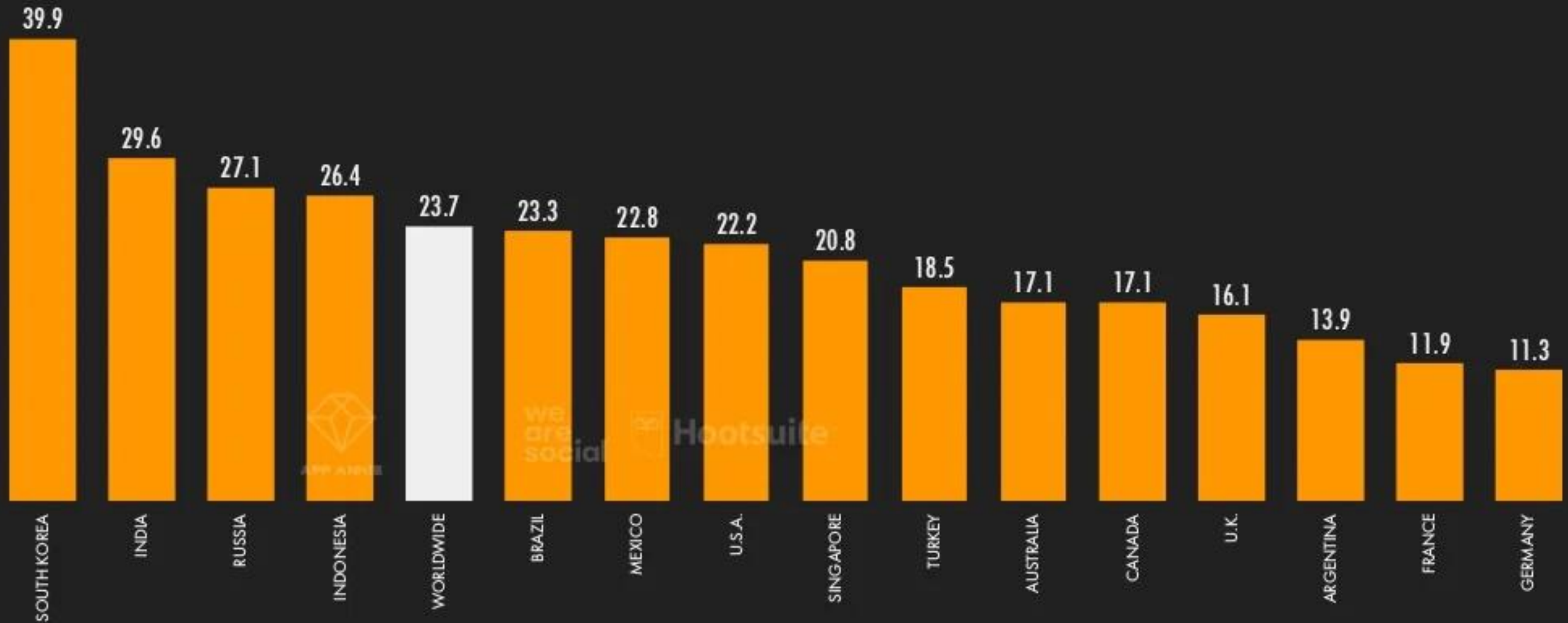


SOURCES: GOOGLE'S ADVERTISING RESOURCES, U.N., U.S. CENSUS BUREAU. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALLOCATION; WORLDWIDE FIGURE BASED ON AVAILABLE LOCATIONS ONLY. FIGURES COMPARE REACH OF YOUTUBE ADS AMONGST AUDIENCES AGED 18 AND ABOVE TO TOTAL POPULATION AGED 18 AND ABOVE.

JAN
2022

YOUTUBE: TIME SPENT USING MOBILE APP

AVERAGE NUMBER OF HOURS PER MONTH THAT EACH YOUTUBE USER SPENDS USING THE YOUTUBE APP ON ANDROID PHONES



JAN
2022

YOUTUBE AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST YOUTUBE ADVERTISING AUDIENCES



#	LOCATION	TOTAL REACH	REACH 18+ vs. POP. 18+
01	INDIA	467,000,000	37.0%
02	U.S.A.	247,000,000	79.4%
03	INDONESIA	139,000,000	55.0%
04	BRAZIL	138,000,000	70.6%
05	RUSSIA	106,000,000	80.2%
06	JAPAN	102,000,000	86.7%
07	MEXICO	80,600,000	68.0%
08	GERMANY	72,600,000	91.5%
09	PAKISTAN	71,700,000	39.2%
10	VIETNAM	62,500,000	68.4%

#	LOCATION	TOTAL REACH	REACH 18+ vs. POP. 18+
11	U.K.	57,600,000	92.2%
12	TURKEY	57,400,000	72.9%
13	PHILIPPINES	56,500,000	61.1%
14	FRANCE	52,600,000	88.3%
15	SOUTH KOREA	46,400,000	94.0%
16	EGYPT	46,300,000	53.3%
17	ITALY	43,200,000	74.9%
18	THAILAND	42,800,000	63.3%
19	SPAIN	40,700,000	91.6%
20	BANGLADESH	34,500,000	23.8%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON AVAILABLE DATA. GOOGLE'S ADVERTISING RESOURCES ONLY PUBLISH DEMOGRAPHIC DATA FOR USERS AGED 18+. FIGURES IN THE "REACH 18+ vs. POP. 18+" COLUMN SHOW YOUTUBE'S ADVERTISING REACH FOR AUDIENCES AGED 18+ COMPARED WITH POPULATION AGED 18+. **COMPARABILITY:** "TOTAL REACH" FIGURE INCLUDES USERS OF ALL AGES; "REACH 18+ vs. POP. 18+" ONLY INCLUDES USERS AGED 18+.

JAN
2022

YOUTUBE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE YOUTUBE ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+



#	LOCATION	REACH 18+ vs. POP. 18+	TOTAL REACH
01	NETHERLANDS	95.0%	15,600,000
02	SOUTH KOREA	94.0%	46,400,000
03	NEW ZEALAND	93.9%	4,190,000
04	SWEDEN	93.8%	8,730,000
05	U.A.E.	93.4%	9,060,000
06	QATAR	92.5%	2,650,000
07	U.K.	92.2%	57,600,000
08	SWITZERLAND	92.0%	7,540,000
09	DENMARK	92.0%	4,970,000
10	CANADA	91.9%	33,300,000

#	LOCATION	REACH 18+ vs. POP. 18+	TOTAL REACH
11	NORWAY	91.8%	4,640,000
12	SPAIN	91.6%	40,700,000
13	GERMANY	91.5%	72,600,000
14	HONG KONG	91.4%	6,680,000
15	ISRAEL	91.3%	7,060,000
16	FINLAND	91.1%	4,730,000
17	SAUDI ARABIA	90.8%	29,300,000
18	OMAN	90.3%	4,390,000
19	KUWAIT	90.2%	3,620,000
20	AUSTRALIA	89.3%	21,300,000

SOURCES: GOOGLE'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON AVAILABLE DATA. GOOGLE'S ADVERTISING RESOURCES ONLY PUBLISH DEMOGRAPHIC DATA FOR USERS AGED 18+. FIGURES IN THE "REACH 18+ vs. POP. 18+" COLUMN SHOW YOUTUBE'S ADVERTISING REACH FOR AUDIENCES AGED 18+ COMPARED WITH POPULATION AGED 18+. **COMPARABILITY:** "TOTAL REACH" FIGURE INCLUDES USERS OF ALL AGES; "REACH 18+ vs. POP. 18+" ONLY INCLUDES USERS AGED 18+.

JAN
2022

TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021



#	SEARCH QUERY	INDEX
01	SONG	100
02	SONGS	39
03	DJ	22
04	DANCE	16
05	NEW SONG	15
06	TIKTOK	15
07	KARAOKE	14
08	MINECRAFT	13
09	CARTOON	13
10	FREE FIRE	10

#	SEARCH QUERY	INDEX
11	BTS	10
12	MUSICA	9
13	DJ SONG	7
14	HINDI SONG	7
15	ASMR	7
16	YOUTUBE	6
17	ROBLOX	6
18	اغاني	5
19	LIVE NEWS	4
20	PUNJABI SONG	4

**JAN
2022**

MOST POPULAR YOUTUBE CHANNELS

YOUTUBE CHANNELS WITH THE GREATEST NUMBER OF SUBSCRIBERS



#	CHANNEL NAME	SUBSCRIBERS	CHANNEL VIEWS
01	T-SERIES	203,000,000	176,456,800,000
02	COCOMELON - NURSERY RHYMES	126,000,000	118,089,000,000
03	SET INDIA	123,000,000	107,949,200,000
04	PEWDIEPIE	111,000,000	28,091,400,000
05	MRBEAST	87,500,000	14,287,900,000
06	✿ KIDS DIANA SHOW	87,400,000	66,552,700,000
07	LIKE NASTYA	85,500,000	68,365,400,000
08	WWE	84,700,000	65,170,500,000
09	ZEE MUSIC COMPANY	80,500,000	43,765,100,000
10	VLAD AND NIKI	76,900,000	57,771,000,000

#	CHANNEL NAME	SUBSCRIBERS	CHANNEL VIEWS
11	5-MINUTE CRAFTS	75,300,000	22,237,000,000
12	BLACKPINK	71,200,000	21,936,900,000
13	JUSTIN BIEBER	67,000,000	26,878,200,000
14	CANAL KONDZILLA	65,200,000	35,756,200,000
15	GOLDMINES	63,800,000	14,574,100,000
16	HYBE LABELS	63,500,000	20,904,800,000
17	BANGTANTV	62,800,000	14,582,600,000
18	SONY SAB	61,700,000	69,318,600,000
19	ZEE TV	60,700,000	14,826,700,000
20	DUDE PERFECT	57,000,000	13,827,000,000

**JAN
2022**

MOST-VIEWED YOUTUBE VIDEOS

YOUTUBE VIDEOS WITH THE GREATEST NUMBER OF ALL-TIME VIEWS



#	YOUTUBE CHANNEL – “VIDEO TITLE”	VIEWS	UPLOADED	LIKES
01	PINKFONG BABY SHARK - KIDS' SONGS & STORIES – “BABY SHARK DANCE”	10,020,700,000	18 JUN 2016	33,000,000
02	LUIS FONSI FEATURING DADDY YANKEE – “DESPACITO”	7,704,400,000	13 JAN 2017	47,000,000
03	LOOLOO KIDS - NURSERY RHYMES AND CHILDREN'S SONGS – “JOHNY JOHNY YES PAPA”	6,104,700,000	08 OCT 2016	17,000,000
04	ED SHEERAN – “SHAPE OF YOU”	5,588,200,000	30 JAN 2017	28,000,000
05	WIZ KHALIFA FEATURING CHARLIE PUTH – “SEE YOU AGAIN ”	5,386,900,000	07 APR 2015	36,000,000
06	COCOMELON - NURSERY RHYMES – “BATH SONG”	4,868,900,000	02 MAY 2018	12,000,000
07	МИПОЛЖКА ТВ – “LEARNING COLORS - COLORFUL EGGS ON A FARM”	4,548,400,000	27 FEB 2018	12,000,000
08	GET MOVIES – “MASHA AND THE BEAR - RECIPE FOR DISASTER (EPISODE 17)”	4,478,600,000	31 JAN 2012	7,700,000
09	MARK RONSON FEATURING BRUNO MARS – “UPTOWN FUNK”	4,428,500,000	19 NOV 2014	18,000,000
10	CHUCHU TV NURSERY RHYMES & KIDS SONGS – “PHONICS SONG WITH TWO WORDS”	4,412,900,000	07 MAR 2014	[HIDDEN]



INSTAGRAM

JAN
2022

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

GLOBAL OVERVIEW

TOTAL POTENTIAL REACH
OF ADS ON INSTAGRAM



1.48
BILLION

INSTAGRAM AD REACH
vs. TOTAL POPULATION



18.7%

QUARTER-ON-QUARTER CHANGE
IN INSTAGRAM AD REACH



+6.1%
+85 MILLION

YEAR-ON-YEAR CHANGE
IN INSTAGRAM AD REACH



+21.0%
+257 MILLION

INSTAGRAM AD REACH
vs. TOTAL INTERNET USERS



29.9%

INSTAGRAM AD REACH
vs. POPULATION AGED 13+



23.9%

FEMALE INSTAGRAM AD REACH
vs. TOTAL INSTAGRAM AD REACH



49.3%

MALE INSTAGRAM AD REACH
vs. TOTAL INSTAGRAM AD REACH



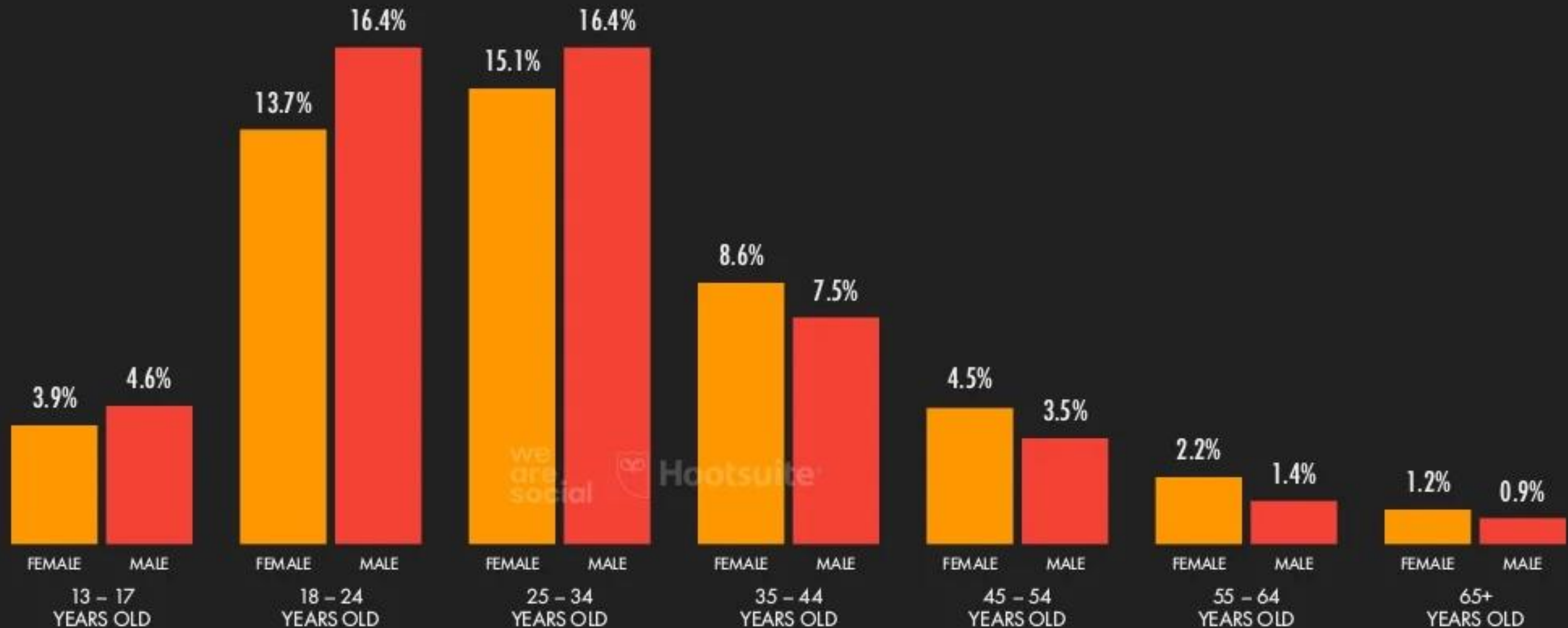
50.7%

SOURCES: META'S ADVERTISING RESOURCES; KEYOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS. **COMPARABILITY:** META SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING IN Q4 2021, SO FIGURES SHOWN HERE MAY NOT BE COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN
2022

INSTAGRAM: ADVERTISING AUDIENCE PROFILE

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



JAN
2022

INSTAGRAM ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON INSTAGRAM, IN MILLIONS OF USERS

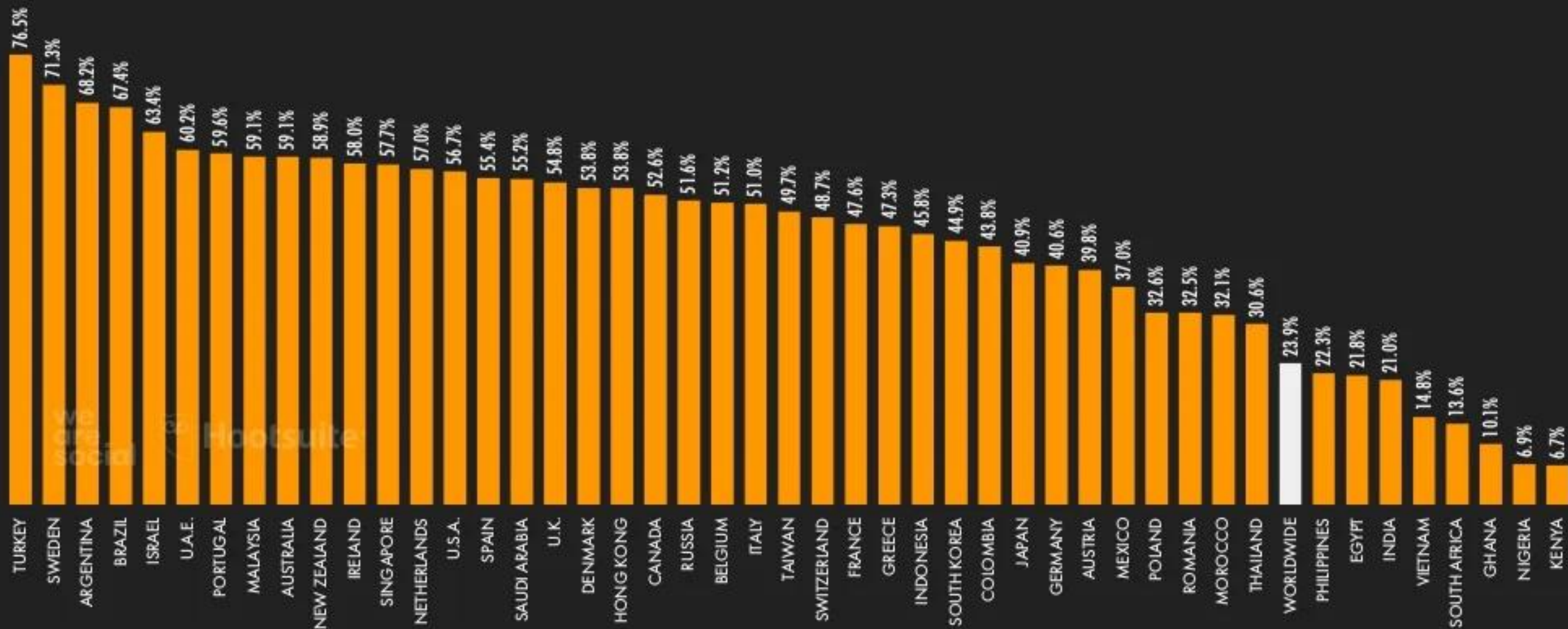


SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE.
NOTE: FIGURE FOR JAN 2022 USES THE MIDPOINTS OF PUBLISHED RANGES; FIGURES FOR ALL OTHER DATES AS PUBLISHED IN META'S TOOLS. **COMPARABILITY:** META SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING IN Q4 2021, SO FIGURES FOR JAN 2022 ARE **NOT COMPARABLE** WITH FIGURES FOR PREVIOUS PERIODS, OR WITH DATA PUBLISHED IN OUR PREVIOUS REPORTS. IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, FIGURES FOR QUARTER-ON-QUARTER CHANGE MAY BE IMPACTED BY REVISIONS TO BASE DATA.

JAN
2022

INSTAGRAM ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF INSTAGRAM ADS COMPARED WITH POPULATION AGED 13+

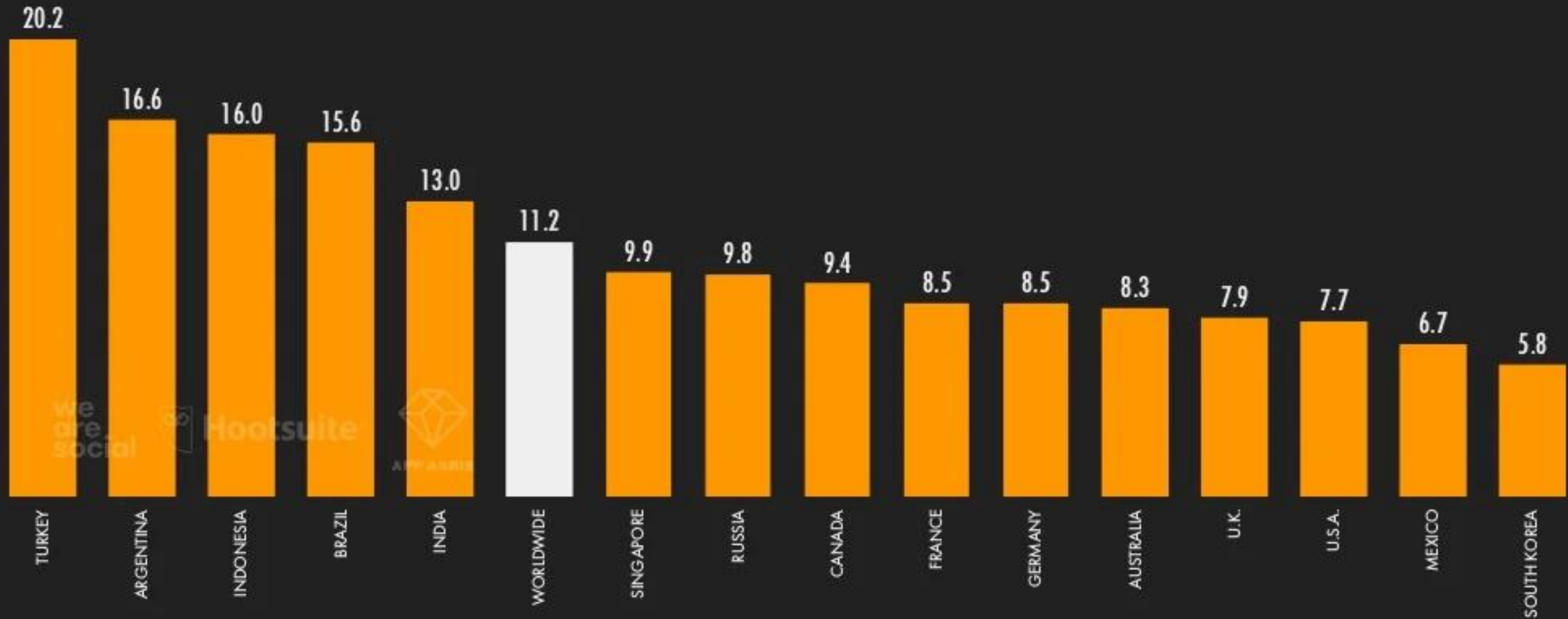


SOURCES: META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTE:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE MAY NOT BE DIRECTLY COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN
2022

INSTAGRAM: TIME SPENT USING MOBILE APP

AVERAGE NUMBER OF HOURS PER MONTH THAT EACH INSTAGRAM USER SPENDS USING THE INSTAGRAM APP ON ANDROID PHONES



JAN
2022

INSTAGRAM AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST INSTAGRAM ADVERTISING AUDIENCES



#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	INDIA	230,250,000	21.0%
02	U.S.A.	159,750,000	56.7%
03	BRAZIL	119,450,000	67.4%
04	INDONESIA	99,150,000	45.8%
05	RUSSIA	63,000,000	51.6%
06	TURKEY	52,150,000	76.5%
07	JAPAN	46,100,000	40.9%
08	MEXICO	37,850,000	37.0%
09	U.K.	31,750,000	54.8%
10	GERMANY	29,850,000	40.6%

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
11	ITALY	27,500,000	51.0%
12	FRANCE	26,550,000	47.6%
13	ARGENTINA	24,700,000	68.2%
14	SPAIN	22,850,000	55.4%
15	SOUTH KOREA	20,650,000	44.9%
16	PHILIPPINES	18,650,000	22.3%
17	THAILAND	18,500,000	30.6%
18	COLOMBIA	18,300,000	43.8%
19	CANADA	17,400,000	52.6%
20	UKRAINE	16,100,000	43.0%

SOURCES: META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE MAY NOT BE DIRECTLY COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN
2022

INSTAGRAM ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE INSTAGRAM ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+



#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	BRUNEI	89.0%	319,900
02	KAZAKHSTAN	82.7%	11,750,000
03	TURKEY	76.5%	52,150,000
04	CYPRUS	75.7%	794,300
05	CAYMAN ISLANDS	75.5%	42,800
06	ICELAND	73.8%	213,200
07	GUAM	72.8%	99,050
08	CHILE	72.3%	11,650,000
09	SWEDEN	71.3%	6,150,000
10	URUGUAY	71.2%	2,050,000

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
11	PANAMA	70.3%	2,400,000
12	MONTENEGRO	69.9%	371,600
13	BARBADOS	69.2%	171,600
14	ARGENTINA	68.2%	24,700,000
15	BAHRAIN	67.5%	1,003,250
16	BRAZIL	67.4%	119,450,000
17	KUWAIT	67.0%	2,400,000
18	ANDORRA	63.6%	44,050
19	ISRAEL	63.4%	4,250,000
20	ARUBA	62.6%	57,450

SOURCES: META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE MAY NOT BE DIRECTLY COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN
2022

INSTAGRAM ENGAGEMENT BENCHMARKS

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS



AVERAGE INSTAGRAM
ENGAGEMENT RATE
FOR ALL POST TYPES



locowise

1.94%

AVERAGE INSTAGRAM
ENGAGEMENT RATE
FOR PHOTO POSTS



we are social

1.18%

AVERAGE INSTAGRAM
ENGAGEMENT RATE
FOR VIDEO POSTS



we are social

1.50%

AVERAGE INSTAGRAM
ENGAGEMENT RATE
FOR CAROUSEL POSTS



3.15%

JAN
2022

INSTAGRAM STORIES AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH INSTAGRAM STORIES ADS

GLOBAL OVERVIEW

POTENTIAL AUDIENCE
THAT META REPORTS
CAN BE REACHED WITH
INSTAGRAM STORIES ADS



1.07
BILLION

INSTAGRAM STORIES AD
REACH AS A PERCENTAGE
OF INSTAGRAM'S TOTAL
ADVERTISING REACH



72.6%

INSTAGRAM STORIES
ADVERTISING REACH AS
A PERCENTAGE OF TOTAL
POPULATION AGED 13+



17.4%

PERCENTAGE OF THE
INSTAGRAM STORIES
AD AUDIENCE THAT
META REPORTS IS FEMALE



51.1%

PERCENTAGE OF THE
INSTAGRAM STORIES
AD AUDIENCE THAT
META REPORTS IS MALE



48.9%

JAN
2022

INSTAGRAM REELS AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH AD PLACEMENTS IN INSTAGRAM REELS



POTENTIAL AUDIENCE
THAT META REPORTS CAN
BE REACHED WITH ADS
IN INSTAGRAM REELS



675.3
MILLION

INSTAGRAM REELS AD
REACH AS A PERCENTAGE
OF INSTAGRAM'S TOTAL
ADVERTISING REACH



45.7%

INSTAGRAM REELS
ADVERTISING REACH AS
A PERCENTAGE OF TOTAL
POPULATION AGED 13+



10.9%

PERCENTAGE OF THE
INSTAGRAM REELS
AD AUDIENCE THAT
META REPORTS IS FEMALE



46.1%

PERCENTAGE OF THE
INSTAGRAM REELS
AD AUDIENCE THAT
META REPORTS IS MALE



53.9%

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INSTAGRAM SHOP AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH AD PLACEMENTS IN THE INSTAGRAM SHOP TAB

GLOBAL OVERVIEW

POTENTIAL AUDIENCE
THAT META REPORTS CAN
BE REACHED WITH ADS IN
THE INSTAGRAM SHOP TAB



187.6
MILLION

INSTAGRAM SHOP AD
REACH AS A PERCENTAGE
OF INSTAGRAM'S TOTAL
ADVERTISING REACH



12.7%

INSTAGRAM SHOP
ADVERTISING REACH AS
A PERCENTAGE OF TOTAL
POPULATION AGED 13+



3.0%

PERCENTAGE OF THE
INSTAGRAM SHOP
AD AUDIENCE THAT
META REPORTS IS FEMALE



57.8%

PERCENTAGE OF THE
INSTAGRAM SHOP
AD AUDIENCE THAT
META REPORTS IS MALE



42.2%

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INSTAGRAM EXPLORE TAB AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH AD PLACEMENTS IN THE INSTAGRAM EXPLORE TAB



POTENTIAL AUDIENCE
THAT META REPORTS CAN BE
REACHED WITH ADS IN THE
INSTAGRAM EXPLORE TAB



792.4
MILLION

INSTAGRAM EXPLORE TAB AD
REACH AS A PERCENTAGE
OF INSTAGRAM'S TOTAL
ADVERTISING REACH



53.6%

INSTAGRAM EXPLORE TAB
ADVERTISING REACH AS
A PERCENTAGE OF TOTAL
POPULATION AGED 13+



12.8%

PERCENTAGE OF THE
INSTAGRAM EXPLORE
TAB AD AUDIENCE THAT
META REPORTS IS FEMALE



51.2%

PERCENTAGE OF THE
INSTAGRAM EXPLORE
TAB AD AUDIENCE THAT
META REPORTS IS MALE



48.8%

we
are
social



**JAN
2022**

MOST POPULAR INSTAGRAM ACCOUNTS

INSTAGRAM ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	INSTAGRAM	@INSTAGRAM	458,300,000
02	CRISTIANO RONALDO	@CRISTIANO	387,500,000
03	KYLIE JENNER	@KYLIEJENNER	298,100,000
04	LIONEL MESSI	@LEOMESSI	298,000,000
05	ARIANA GRANDE	@ARIANAGRANDE	288,100,000
06	DWAYNE JOHNSON	@THEROCK	287,800,000
07	SELENA GOMEZ	@SELENAGOMEZ	287,100,000
08	KIM KARDASHIAN WEST	@KIMKARDASHIAN	276,800,000
09	BEYONCÉ	@BEYONCE	230,200,000
10	JUSTIN BIEBER	@JUSTINBIEBER	214,300,000

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
11	KENDALL JENNER	@KENDALLJENNER	211,000,000
12	KHLOÉ KARDASHIAN	@KHLOEKARDASHIAN	210,200,000
13	NATIONAL GEOGRAPHIC	@NATGEO	201,100,000
14	TAYLOR SWIFT	@TAYLORSWIFT	196,100,000
15	NIKE	@NIKE	191,800,000
16	JENNIFER LOPEZ	@JLO	190,300,000
17	VIRAT KOHLI	@VIRAT.KOHLI	177,600,000
18	NICKI MINAJ	@NICKIMINAJ	168,100,000
19	NEYMAR JR	@NEYMARJR	168,000,000
20	KOURTNEY KARDASHIAN	@KOURTNEYKARDASH	158,400,000

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MOST-USED INSTAGRAM HASHTAGS

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



#	HASHTAG	POSTS
01	#LOVE	2,147,500,000
02	#INSTAGOOD	1,479,800,000
03	#FASHION	1,040,600,000
04	#PHOTOOFTHE DAY	981,700,000
05	#ART	877,600,000
06	#PHOTOGRAPHY	852,600,000
07	#INSTAGRAM	808,900,000
08	#BEAUTIFUL	786,600,000
09	#NATURE	689,700,000
10	#PICOFTHE DAY	688,600,000

#	HASHTAG	POSTS
11	#HAPPY	667,200,000
12	#CUTE	656,300,000
13	#TRAVEL	607,700,000
14	#STYLE	601,600,000
15	#FOLLOWME	590,300,000
16	#TBT	586,700,000
17	#INSTADAILY	577,000,000
18	#REPOST	554,700,000
19	#LIKE4LIKE	537,300,000
20	#SUMMER	522,200,000

#	HASHTAG	POSTS
21	#BEAUTY	488,400,000
22	#FITNESS	481,700,000
23	#FOOD	471,900,000
24	#SELFIE	462,900,000
25	#ME	462,300,000
26	#INSTALIKE	458,900,000
27	#GIRL	443,400,000
28	#PHOTO	433,700,000
29	#FRIENDS	431,800,000
30	#FUN	429,600,000



TIKTOK

JAN
2022

TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK



POTENTIAL REACH OF ADS
ON TIKTOK (AGE 18+ ONLY)



884.9
MILLION

TIKTOK AD REACH AGE 18+
vs. TOTAL POPULATION



11.2%

QUARTER-ON-QUARTER
CHANGE IN TIKTOK AD REACH



+7.3%
+60 MILLION

YEAR-ON-YEAR CHANGE
IN TIKTOK AD REACH



[N/A]

TIKTOK AD REACH AGE 18+
vs. TOTAL INTERNET USERS



17.9%

TIKTOK AD REACH AGE 18+
vs. POPULATION AGE 18+



15.9%

FEMALE TIKTOK AD REACH
vs. TOTAL TIKTOK AD REACH



57.0%

MALE TIKTOK AD REACH
vs. TOTAL TIKTOK AD REACH



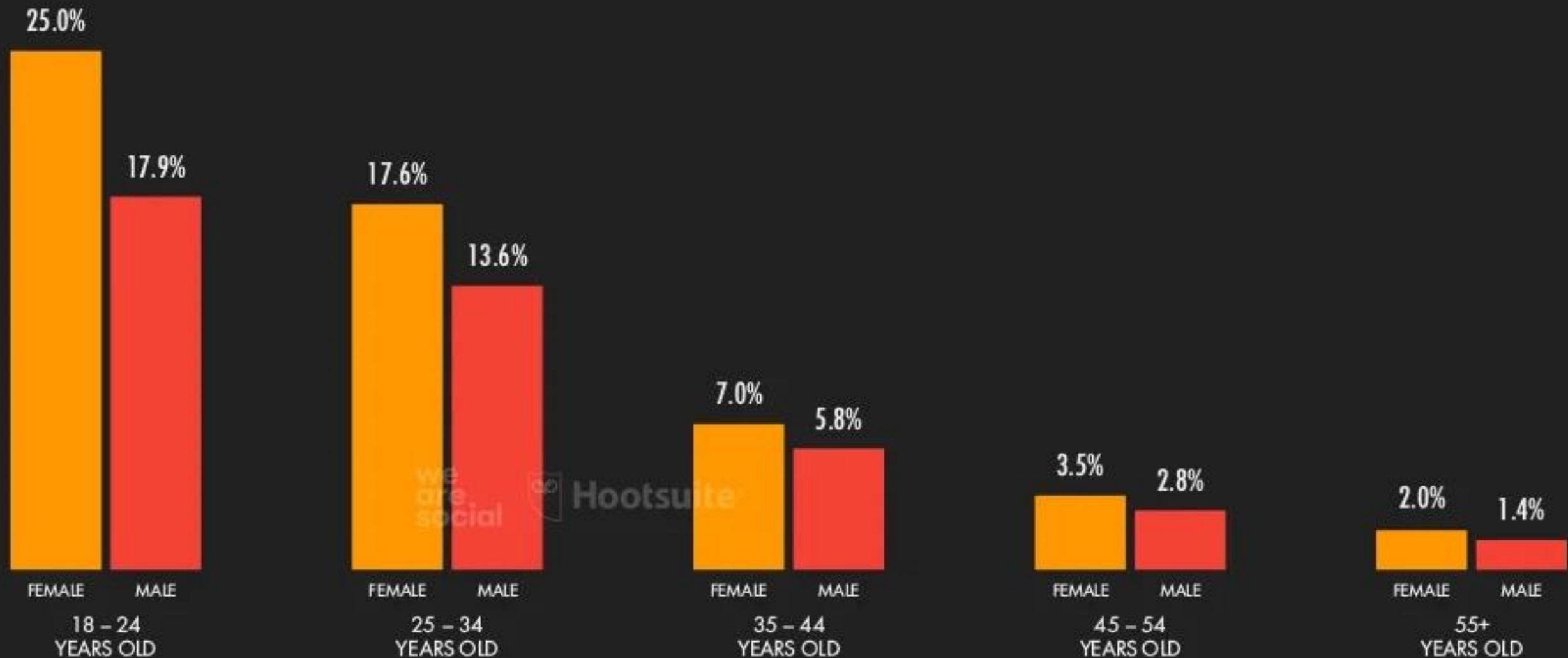
43.0%

SOURCES: BYTEDANCE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALLOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH AUDIENCE DATA FOR USERS AGED 18 AND ABOVE, BUT ALLOW MARKETERS TO TARGET ADS TO USERS AGED 13 AND ABOVE. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE".

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TIKTOK: ADVERTISING AUDIENCE PROFILE

SHARE OF TIKTOK'S ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

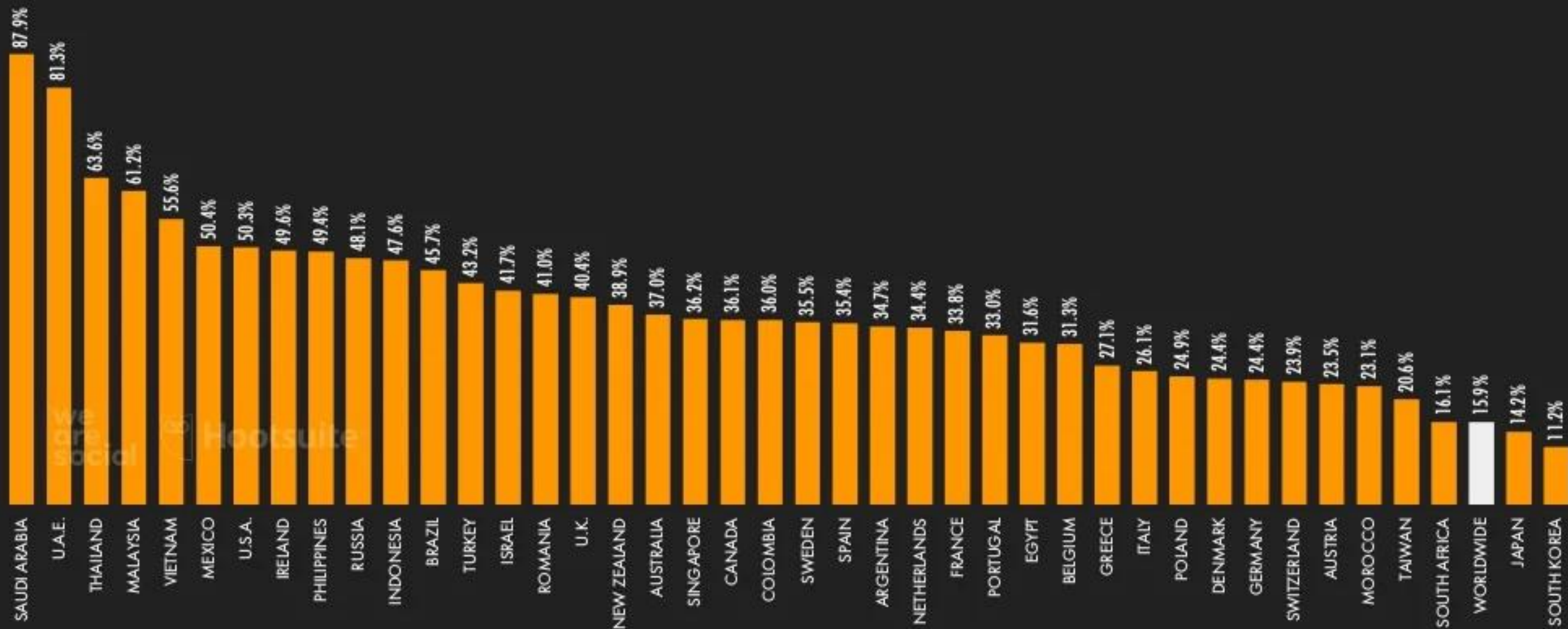


SOURCE: BYTEDANCE'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH AUDIENCE DATA FOR USERS AGED 18 AND ABOVE, BUT ALLOW MARKETERS TO TARGET ADS TO USERS AGED 13 AND ABOVE. PERCENTAGES SHOWN HERE REPRESENT SHARE OF AUDIENCE AGED 18 AND ABOVE ONLY. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE", BUT VALUES DO NOT SUM TO TOTAL USERS, SO PERCENTAGES MAY NOT SUM TO 100%.

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TIKTOK ADVERTISING: REACH RATE AGE 18+

TIKTOK'S POTENTIAL REACH AMONGST AUDIENCES AGED 18+ COMPARED WITH POPULATION AGED 18+

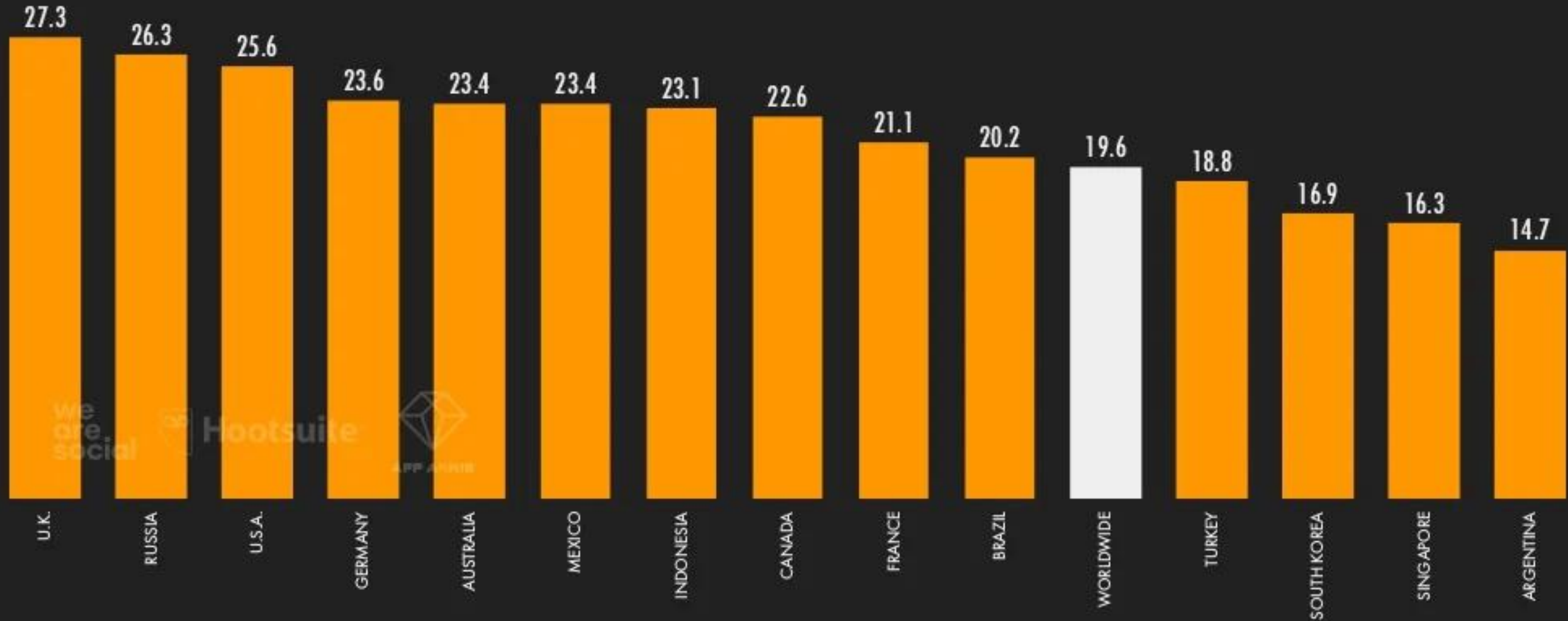


SOURCES: BYTEDANCE'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; WORLDWIDE FIGURE BASED ON AVAILABLE LOCATIONS ONLY. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH AUDIENCE DATA FOR USERS AGED 18 AND ABOVE, BUT ALLOW MARKETERS TO TARGET ADS TO USERS AGED 13 AND ABOVE. PERCENTAGES SHOWN HERE REPRESENT AD AUDIENCES AGED 18 AND ABOVE COMPARED WITH TOTAL POPULATION AGED 18 AND ABOVE.

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TIKTOK: TIME SPENT USING MOBILE APP

AVERAGE NUMBER OF HOURS PER MONTH THAT EACH TIKTOK USER SPENDS USING THE TIKTOK APP ON ANDROID PHONES



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TIKTOK AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST TIKTOK ADVERTISING AUDIENCES AGED 18+



#	LOCATION	REACH AGE 18+	REACH 18+ vs. POP. 18+
01	U.S.A.	130,962,500	50.3%
02	INDONESIA	92,069,500	47.6%
03	BRAZIL	74,069,500	45.7%
04	RUSSIA	54,936,000	48.1%
05	MEXICO	46,021,500	50.4%
06	VIETNAM	39,914,000	55.6%
07	PHILIPPINES	35,957,000	49.4%
08	THAILAND	35,802,000	63.6%
09	TURKEY	26,563,500	43.2%
10	SAUDI ARABIA	22,374,000	87.9%

#	LOCATION	REACH AGE 18+	REACH 18+ vs. POP. 18+
11	U.K.	21,811,500	40.4%
12	EGYPT	20,279,000	31.6%
13	PAKISTAN	18,263,000	13.5%
14	FRANCE	17,483,000	33.8%
15	GERMANY	16,994,000	24.4%
16	JAPAN	15,193,500	14.2%
17	MALAYSIA	14,591,500	61.2%
18	SPAIN	13,726,000	35.4%
19	COLOMBIA	13,649,000	36.0%
20	ITALY	13,297,500	26.1%

SOURCES: BYTEDANCE'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON AVAILABLE DATA. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH AUDIENCE DATA FOR USERS AGED 18 AND ABOVE, BUT ALLOW MARKETERS TO TARGET ADS TO USERS AGED 13 AND ABOVE. FIGURES IN THE "REACH 18+ vs. POP. 18+" COLUMN SHOW TIKTOK'S ADVERTISING REACH FOR AUDIENCES AGED 18+ COMPARED WITH POPULATION AGED 18+.

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TIKTOK AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE TIKTOK ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+



#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	SAUDI ARABIA	87.9%	22,374,000
02	U.A.E.	81.3%	6,717,500
03	KUWAIT	75.4%	2,474,000
04	THAILAND	63.6%	35,802,000
05	QATAR	62.1%	1,539,000
06	MALAYSIA	61.2%	14,591,500
07	CAMBODIA	61.0%	6,680,500
08	CHILE	57.5%	8,548,500
09	KAZAKHSTAN	57.1%	7,262,500
10	VIETNAM	55.6%	39,914,000

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
11	PERU	51.2%	12,168,500
12	MEXICO	50.4%	46,021,500
13	U.S.A.	50.3%	130,962,500
14	BAHRAIN	50.2%	699,500
15	IRELAND	49.6%	1,879,500
16	PHILIPPINES	49.4%	35,957,000
17	RUSSIA	48.1%	54,936,000
18	INDONESIA	47.6%	92,069,500
19	BRAZIL	45.7%	74,069,500
20	TURKEY	43.2%	26,563,500

SOURCES: BYTEDANCE'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON AVAILABLE DATA. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH AUDIENCE DATA FOR USERS AGED 18 AND ABOVE, BUT ALLOW MARKETERS TO TARGET ADS TO USERS AGED 13 AND ABOVE. FIGURES IN THE "REACH 18+ vs. POP. 18+" COLUMN SHOW TIKTOK'S ADVERTISING REACH FOR AUDIENCES AGED 18+ COMPARED WITH POPULATION AGED 18+.

**JAN
2022**

MOST POPULAR TIKTOK ACCOUNTS

TIKTOK ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	CHARLI D'AMELIO	@CHARLIDAMELIO	132,800,000
02	KHABANE LAME	@KHABYLAME	125,200,000
03	BELLA POARCH	@BELLAPOARCH	87,100,000
04	ADDISON RAE	@ADDISONRE	86,000,000
05	ZACH KING	@ZACHKING	66,600,000
06	WILL SMITH	@WILLSMITH	64,500,000
07	TIKTOK	@TIKTOK	59,500,000
08	KIMBERLY LOAIZA	@KIMBERLY.LOAIZA	57,900,000
09	DIXIE D'AMELIO	@DIXIEDAMELIO	56,600,000
10	BURAK ÖZDEMİR	@CZNBURAK	55,300,000

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
11	SPENCER POLANCO KNIGHT	@SPENCERX	55,000,000
12	LOREN GRAY	@LORENGRAY	54,300,000
13	MICHAEL LE	@JUSTMAIKO	51,400,000
14	JASON DERULO	@JASONDERULO	51,100,000
15	DWAYNE JOHNSON	@THEROCK	47,800,000
16	DOMINIK LIPA	@DOMELIPA	47,000,000
17	BTS	@BTS_OFFICIAL_BIGHIT	45,400,000
18	RIYAZ ALY	@RIYAZ.14	44,500,000
19	YOUNES ZAROU	@YOUNESZAROU	44,000,000
20	KRIS COLLINS	@KALLMEKRIS	42,200,000

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MOST-USED TIKTOK HASHTAGS

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



#	HASHTAG	POST VIEWS	#	HASHTAG	POST VIEWS	#	HASHTAG	POST VIEWS
01	#FYP	18,571,100,000,000	11	#LIKE	370,800,000,000	21	#MAKEUP	208,600,000,000
02	#VIRAL	6,363,700,000,000	12	#DANCE	355,200,000,000	22	#CUTE	205,700,000,000
03	#TIKTOK	2,482,000,000,000	13	#MEME	350,100,000,000	23	#DOG	205,200,000,000
04	#DUET	2,418,200,000,000	14	#FOOTBALL	304,500,000,000	24	#GAMING	200,600,000,000
05	#TRENDING	1,670,400,000,000	15	#EXPLORE	245,500,000,000	25	#CHALLENGE	174,900,000,000
06	#FUNNY	1,511,600,000,000	16	#ART	239,600,000,000	26	#MUSIC	170,400,000,000
07	#COMEDY	1,243,100,000,000	17	#GREENSCREENVIDEO	237,700,000,000	27	#MEXICO	161,900,000,000
08	#HUMOR	684,400,000,000	18	#FOOD	234,300,000,000	28	#VIDEO	140,000,000,000
09	#LOVE	611,500,000,000	19	#LEARNONTIKTOK	228,400,000,000	29	#STORYTIME	139,300,000,000
10	#STITCH	570,100,000,000	20	#PRANK	224,000,000,000	30	#CAT	136,600,000,000



FACEBOOK MESSENGER



CHANGES IN META'S DATA REPORTING

In Q4 2021, Meta made some important changes to how its self-service tools report the potential advertising reach of its platforms, including a move to publishing audience figures as a range instead of as an absolute number. Our analysis suggests that Meta also revised its base data, resulting in some important corrections to published audience figures for Facebook and Messenger. As a result, we are currently unable to provide any figures for changes over time in these platforms' audiences, and we advise readers **not to compare** the advertising audience figures for Facebook and Messenger contained within this report with figures published for those platforms in previous reports. For more information, please read our complete notes on data variance, potential mismatches, and curiosities: <https://datareportal.com/notes-on-data>.

JAN
2022

MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER



POTENTIAL AUDIENCE
THAT META REPORTS
CAN BE REACHED WITH
ADS ON MESSENGER



987.7
MILLION

MESSENGER'S POTENTIAL
ADVERTISING REACH
AS A PERCENTAGE OF
TOTAL POPULATION



12.5%

MESSENGER'S POTENTIAL
ADVERTISING REACH
AS A PERCENTAGE OF
POPULATION AGED 13+



16.0%

PERCENTAGE OF
ITS AD AUDIENCE
THAT MESSENGER
REPORTS IS FEMALE



44.7%

PERCENTAGE OF
ITS AD AUDIENCE
THAT MESSENGER
REPORTS IS MALE



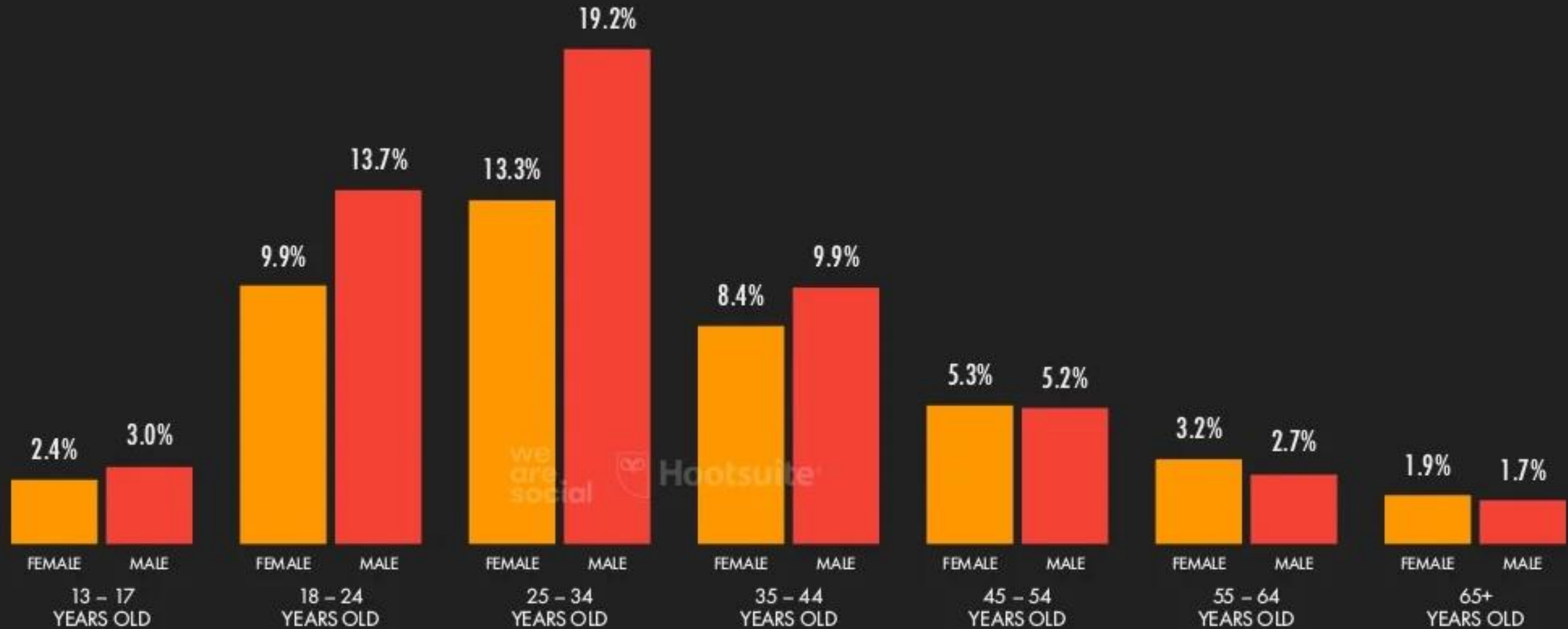
55.3%

SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN CERTAIN COUNTRIES, WHICH MAY IMPACT OVERALL TOTALS. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

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MESSENGER: ADVERTISING AUDIENCE PROFILE

SHARE OF FACEBOOK MESSENGER'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

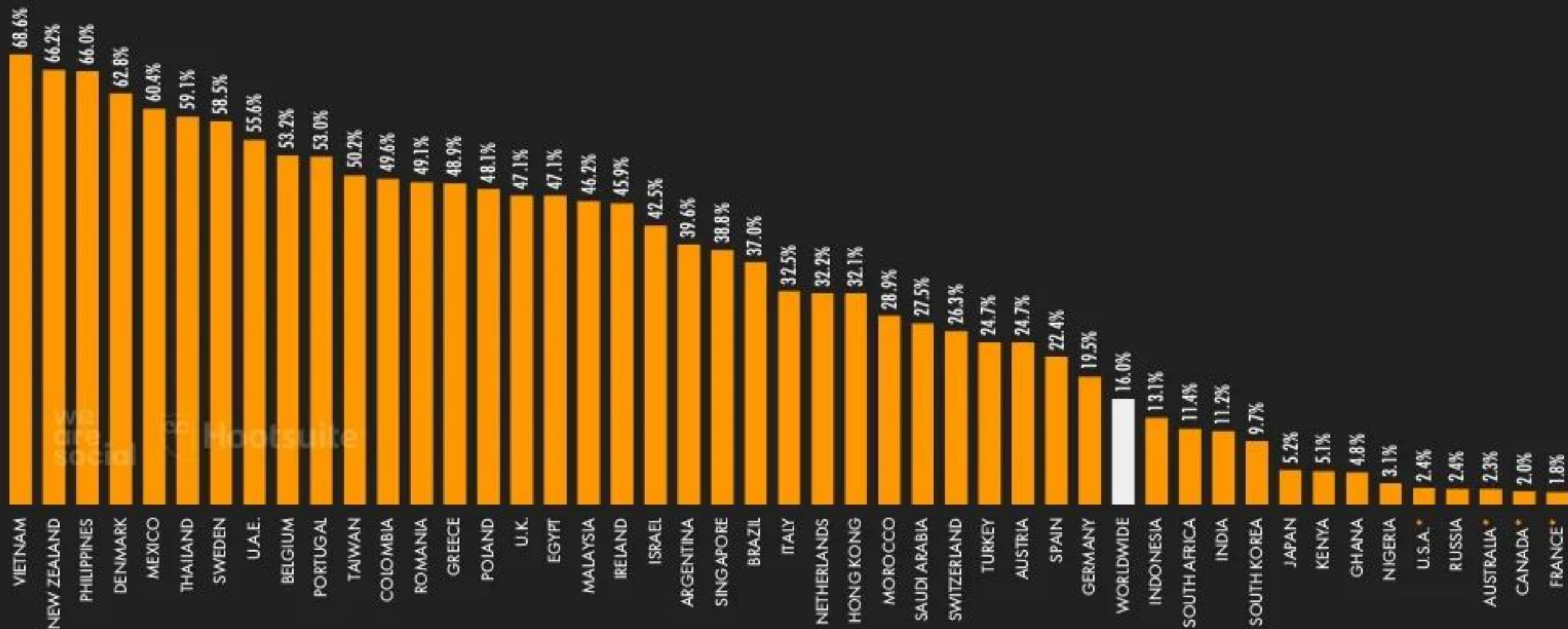


SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN CERTAIN COUNTRIES, WHICH MAY IMPACT FIGURES SHOWN HERE. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

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MESSENGER ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF FACEBOOK MESSENGER ADS COMPARED WITH POPULATION AGED 13+



SOURCES: META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN COUNTRIES IDENTIFIED BY (*), WHICH MAY IMPACT REACH VALUES. **NOTES:** FIGURES USE MID POINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

JAN
2022

MESSENGER AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST FACEBOOK MESSENGER ADVERTISING AUDIENCES



#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	INDIA	122,500,000	11.2%
02	BRAZIL	65,500,000	37.0%
03	MEXICO	61,800,000	60.4%
04	PHILIPPINES	55,150,000	66.0%
05	VIETNAM	54,000,000	68.6%
06	THAILAND	35,700,000	59.1%
07	EGYPT	34,600,000	47.1%
08	INDONESIA	28,400,000	13.1%
09	U.K.	27,300,000	47.1%
10	BANGLADESH	21,450,000	16.5%

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
11	COLOMBIA	20,750,000	49.6%
12	ITALY	17,500,000	32.5%
13	TURKEY	16,800,000	24.7%
14	IRAQ	16,150,000	57.5%
15	POLAND	15,800,000	48.1%
16	MYANMAR	14,400,000	33.2%
17=	ARGENTINA	14,350,000	39.6%
17=	GERMANY	14,350,000	19.5%
19	ALGERIA	14,250,000	43.6%
20	PERU	14,150,000	53.6%

SOURCES: META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN CERTAIN COUNTRIES, WHICH MAY IMPACT VALUES FOR THOSE COUNTRIES, AS WELL AS THEIR RESPECTIVE RANKING. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE MID POINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

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MESSENGER ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE FACEBOOK MESSENGER ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+



#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	MONGOLIA	90.9%	2,200,000
02	MALTA	79.8%	309,200
03	LIBYA	78.4%	4,200,000
04	ICELAND	77.3%	223,200
05	TONGA	75.9%	57,350
06	GREENLAND	75.7%	35,400
07	BHUTAN	70.6%	438,550
08	GEORGIA	70.3%	2,300,000
09	FUJI	69.7%	473,150
10	VIETNAM	68.6%	54,000,000

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
11	GUAM	67.8%	92,300
12	CYPRUS	67.1%	703,300
13	FRENCH POLYNESIA	66.6%	154,200
14	SAMOA	66.4%	90,650
15	NEW ZEALAND	66.2%	2,700,000
16	PHILIPPINES	66.0%	55,150,000
17	LITHUANIA	65.2%	1,500,000
18	PALESTINE	65.1%	2,300,000
19	ARUBA	64.1%	58,750
20	NEW CALEDONIA	63.1%	149,200

SOURCES: META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN CERTAIN COUNTRIES, WHICH MAY IMPACT VALUES FOR THOSE COUNTRIES, AS WELL AS THEIR RESPECTIVE RANKING. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE MID POINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.



LINKEDIN

JAN
2022

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN



TOTAL POTENTIAL REACH
OF ADS ON LINKEDIN



808.4
MILLION



LINKEDIN AD REACH
vs. TOTAL POPULATION



10.2%



QUARTER-ON-QUARTER CHANGE
IN LINKEDIN AD REACH



+2.3%
+18 MILLION



YEAR-ON-YEAR CHANGE
IN LINKEDIN AD REACH



+11.1%
+81 MILLION

LINKEDIN AD REACH
vs. TOTAL INTERNET USERS



16.3%



LINKEDIN AD REACH
vs. POPULATION AGED 18+



14.6%



FEMALE LINKEDIN AD REACH
vs. TOTAL LINKEDIN AD REACH



42.8%



MALE LINKEDIN AD REACH
vs. TOTAL LINKEDIN AD REACH



57.2%

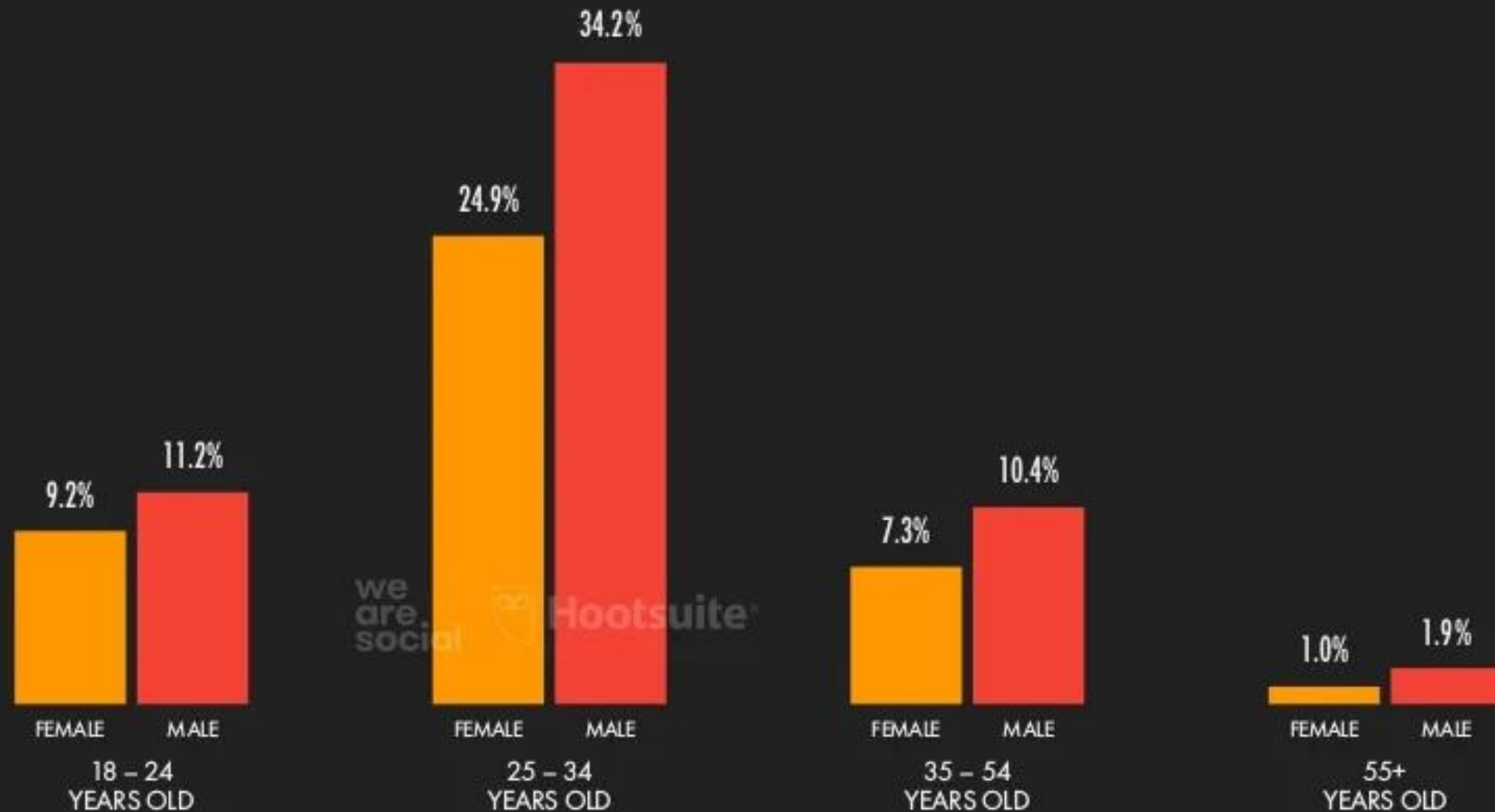
SOURCES: MICROSOFT'S LINKEDIN ADVERTISING RESOURCES; KIPROS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE OR REGISTERED MEMBER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTE:** REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS. **COMPARABILITY:** THE FIGURES PUBLISHED IN LINKEDIN'S ADVERTISING RESOURCES REFLECT TOTAL REGISTERED MEMBERS (NOT ACTIVE USERS), SO FIGURES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH OTHER PLATFORMS.



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LINKEDIN: ADVERTISING AUDIENCE PROFILE

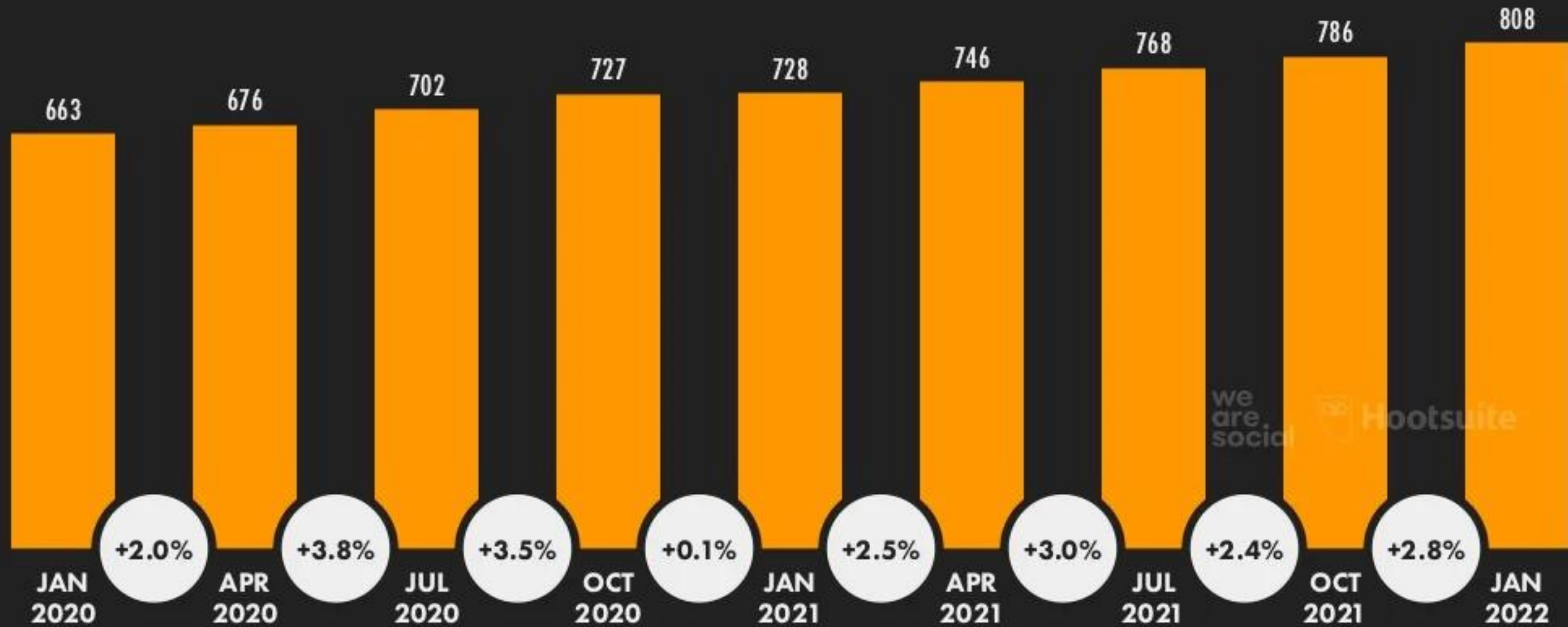
SHARE OF LINKEDIN'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER



JAN
2022

LINKEDIN ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON LINKEDIN, IN MILLIONS OF USERS

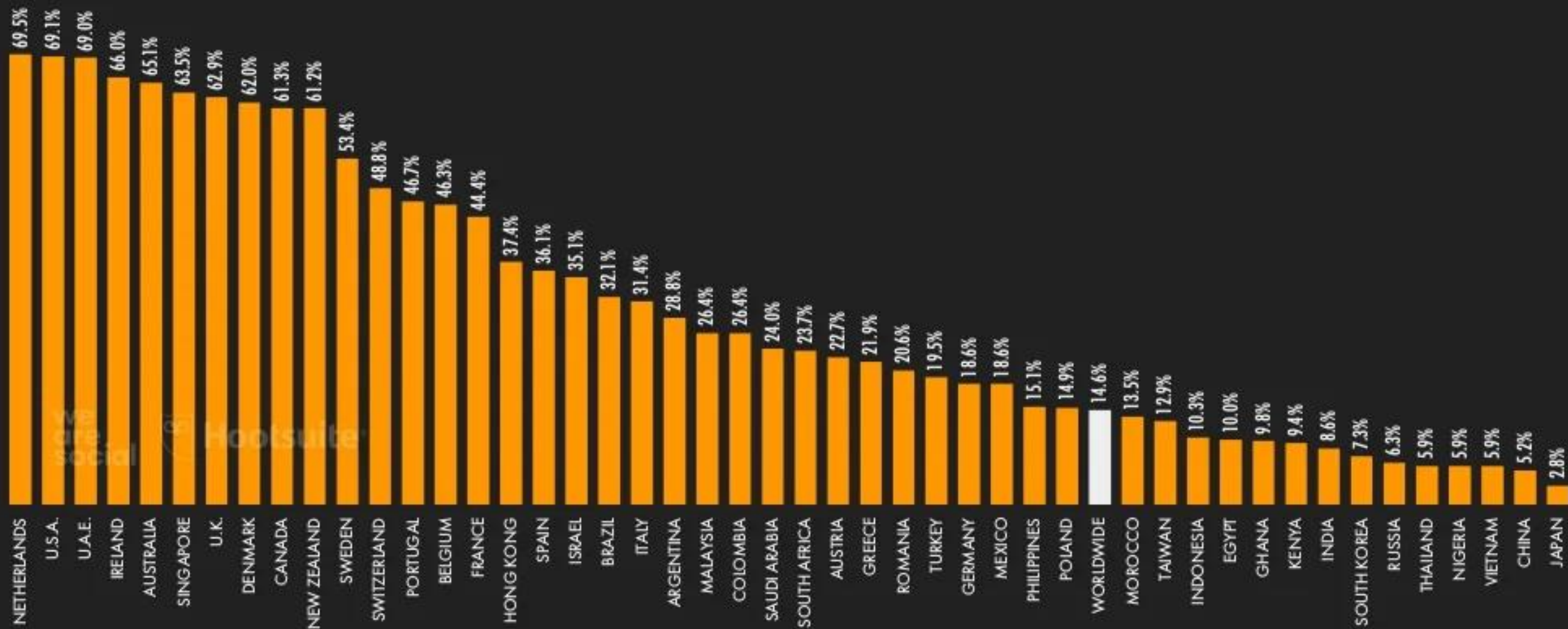


SOURCE: MICROSOFT'S LINKEDIN ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE OR REGISTERED MEMBER BASE. **COMPARABILITY:** THE FIGURES PUBLISHED IN MICROSOFT'S LINKEDIN ADVERTISING RESOURCES REFLECT TOTAL REGISTERED MEMBERS (NOT THE ACTIVE AUDIENCES PUBLISHED BY OTHER COMPANIES), SO THESE FIGURES ARE NOT DIRECTLY COMPARABLE WITH OTHER PLATFORMS. IN ADDITION TO CHANGES IN TOTAL REGISTERED MEMBERS, FIGURES FOR QUARTER-ON-QUARTER CHANGE MAY BE IMPACTED BY REVISIONS TO BASE DATA.

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2022

LINKEDIN ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF LINKEDIN ADS COMPARED WITH POPULATION AGED 18+



SOURCES: MICROSOFT'S LINKEDIN ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE OR TOTAL REGISTERED MEMBERS. LINKEDIN REMAINS BLOCKED FOR MANY USERS IN RUSSIA, SO FIGURES SHOWN HERE MAY NOT BE REPRESENTATIVE OF ACTUAL POTENTIAL REACH. **COMPARABILITY:** THE FIGURES PUBLISHED IN MICROSOFT'S LINKEDIN ADVERTISING RESOURCES REFLECT TOTAL REGISTERED MEMBERS (NOT THE ACTIVE AUDIENCES PUBLISHED BY OTHER COMPANIES), SO FIGURES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH FIGURES FOR OTHER PLATFORMS SHOWN ELSEWHERE IN THIS REPORT.

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LINKEDIN AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST LINKEDIN ADVERTISING AUDIENCES



#	LOCATION	TOTAL REACH	REACH vs. POP. 18+
01	U.S.A.	180,000,000	69.1%
02	INDIA	83,000,000	8.6%
03	CHINA	60,000,000	5.2%
04	BRAZIL	52,000,000	32.1%
05	U.K.	34,000,000	62.9%
06	FRANCE	23,000,000	44.4%
07	INDONESIA	20,000,000	10.3%
08	CANADA	19,000,000	61.3%
09	MEXICO	17,000,000	18.6%
10	ITALY	16,000,000	31.4%

#	LOCATION	TOTAL REACH	REACH vs. POP. 18+
11	SPAIN	14,000,000	36.1%
12=	AUSTRALIA	13,000,000	65.1%
12=	GERMANY	13,000,000	18.6%
14	TURKEY	12,000,000	19.5%
15	PHILIPPINES	11,000,000	15.1%
16	COLOMBIA	10,000,000	26.4%
17	NETHERLANDS	9,700,000	69.5%
18	SOUTH AFRICA	9,500,000	23.7%
19	ARGENTINA	9,400,000	28.8%
20	PAKISTAN	7,600,000	5.6%

SOURCES: MICROSOFT'S LINKEDIN ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE OR TOTAL REGISTERED MEMBERS. LINKEDIN REMAINS BLOCKED FOR MANY USERS IN RUSSIA, WHICH MAY IMPACT THE COUNTRY'S RANKING. **NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **COMPARABILITY:** REACH FIGURES ARE BASED ON TOTAL REGISTERED LINKEDIN MEMBERS, SO ARE NOT COMPARABLE WITH REACH FIGURES FOR OTHER PLATFORMS IN THIS REPORT.

JAN
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LINKEDIN ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE LINKEDIN ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+



#	LOCATION	REACH vs. POP. 18+	TOTAL REACH
01	BERMUDA	104.7%*	52,000
02	AMERICAN SAMOA	101.7%*	38,000
03	ICELAND	94.1%	250,000
04	CAYMAN IS.	90.7%	48,000
05	ANDORRA	82.9%	54,000
06	U.S. VIRGIN ISLANDS	75.8%	61,000
07	NETHERLANDS	69.5%	9,700,000
08	U.S.A.	69.1%	180,000,000
09	U.A.E.	69.0%	5,700,000
10	IRELAND	66.0%	2,500,000

#	LOCATION	REACH vs. POP. 18+	TOTAL REACH
11	MALTA	65.4%	240,000
12	AUSTRALIA	65.1%	13,000,000
13	ARUBA	64.9%	55,000
14	SINGAPORE	63.5%	3,200,000
15	U.K.	62.9%	34,000,000
16	DENMARK	62.0%	2,900,000
17	CANADA	61.3%	19,000,000
18	NEW ZEALAND	61.2%	2,300,000
19	LUXEMBOURG	59.8%	310,000
20	GUAM	57.0%	70,000

SOURCES: MICROSOFT'S LINKEDIN ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR TOTAL ACTIVE USERS OR REGISTERED MEMBERS. LINKEDIN REMAINS BLOCKED FOR MANY USERS IN RUSSIA, WHICH MAY IMPACT THE COUNTRY'S RANKING. ***NOTES:** VALUES FOR "REACH vs. POP. 18+" SHOULD NOT TECHNICALLY EXCEED 100%, BUT DATA ARE SHOWN "AS-IS" TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **COMPARABILITY:** REACH FIGURES ARE BASED ON TOTAL REGISTERED LINKEDIN MEMBERS, SO ARE **NOT COMPARABLE** WITH REACH FIGURES FOR OTHER PLATFORMS IN THIS REPORT.

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MOST-FOLLOWED ORGANISATIONS ON LINKEDIN

LINKEDIN COMPANY ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



#	ORGANISATION	FOLLOWERS
01	GOOGLE	23,380,000
02	AMAZON	23,330,000
03	TED CONFERENCES	22,290,000
04	LINKEDIN	20,450,000
05	FORBES	17,390,000
06	UNILEVER	16,690,000
07	MICROSOFT	15,970,000
08	APPLE	15,380,000
09	IBM	13,300,000
10	HARVARD BUSINESS REVIEW	13,230,000

#	ORGANISATION	FOLLOWERS
11	NESTLÉ	12,940,000
12	THE ECONOMIST	12,890,000
13	BUSINESS INSIDER	11,150,000
14	TESLA	9,310,000
15	THE WALL STREET JOURNAL	9,210,000
16	DELOITTE	9,140,000
17	TATA CONSULTANCY SERVICES	8,280,000
18	NETFLIX	8,050,000
19	ACCENTURE	8,020,000
20	BBC NEWS	7,990,000

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2022

MOST-FOLLOWED PEOPLE ON LINKEDIN

LINKEDIN PERSONAL ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



#	ACCOUNT HOLDER	FOLLOWERS
01	BILL GATES	35,040,000
02	RICHARD BRANSON	19,640,000
03	JEFF WEINER	10,700,000
04	ARIANNA HUFFINGTON	10,050,000
05	SATYA NADELLA	9,580,000
06	MARK CUBAN	7,310,000
07	JACK WELCH	7,180,000
08	TONY ROBBINS	7,040,000
09	MELINDA FRENCH GATES	7,000,000
10	SIMON SINEK	5,810,000

#	ACCOUNT HOLDER	FOLLOWERS
11	DEEPAK CHOPRA	5,800,000
12	DANIEL GOLEMAN	5,670,000
13	JUSTIN TRUDEAU	5,220,000
14	GARY VAYNERCHUK	4,920,000
15	ADAM GRANT	4,180,000
16	IAN BREMMER	3,760,000
17	NARENDRA MODI	3,670,000
18	ANTHONY J JAMES	3,600,000
19	JAMES CAAN	3,370,000
20	KEVIN O'LEARY	3,280,000

JAN
2022

MOST-FOLLOWED HASHTAGS ON LINKEDIN

HASHTAGS WITH THE GREATEST NUMBER OF FOLLOWERS ON LINKEDIN



#	HASHTAG	FOLLOWERS	#	HASHTAG	FOLLOWERS	#	HASHTAG	FOLLOWERS
01	#INDIA	67,600,000	11	#CAREERS	22,500,000	21	#BRANDING	18,000,000
02	#INNOVATION	38,800,000	12	#MARKETS	22,200,000	22	#PROFESSIONALWOMEN	17,900,000
03	#MANAGEMENT	36,000,000	13	#STARTUPS	21,200,000	23	#ADVERTISINGANDMARKETING	17,200,000
04	#HUMANRESOURCES	33,200,000	14	#MARKETING	20,300,000	24	#GENDER	16,700,000
05	#DIGITALMARKETING	27,400,000	15	#SOCIALMEDIA	19,700,000	25	#WOMENINSCIENCE	16,600,000
06	#TECHNOLOGY	26,400,000	16	#VENTURECAPITAL	19,300,000	26	#FEMINISM	16,300,000
07	#CREATIVITY	25,200,000	17	#SOCIALNETWORKING	19,000,000	27	#MOTIVATION	15,800,000
08	#FUTURE	24,600,000	18	#LEANSTARTUPS	19,000,000	28	#PERSONALDEVELOPMENT	14,700,000
09	#FUTURISM	23,500,000	19	#ECONOMY	18,700,000	29	#INVESTING	14,400,000
10	#ENTREPRENEURSHIP	22,700,000	20	#ECONOMICS	18,000,000	30	#JOBINTERVIEWS	14,300,000



SNAPCHAT

JAN
2022

SNAPCHAT DAILY ACTIVE USERS

AVERAGE DAILY ACTIVE SNAPCHAT USERS (IN MILLIONS), WITH RELATIVE GROWTH RATES OVER TIME



JAN
2022

SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT



TOTAL POTENTIAL REACH
OF ADS ON SNAPCHAT



557.1
MILLION



SNAPCHAT AD REACH
vs. TOTAL POPULATION



7.0%



QUARTER-ON-QUARTER CHANGE
IN SNAPCHAT AD REACH



+3.5%
+19 MILLION



YEAR-ON-YEAR CHANGE
IN SNAPCHAT AD REACH



+11.8%
+59 MILLION

SNAPCHAT AD REACH
vs. TOTAL INTERNET USERS



11.3%



SNAPCHAT AD REACH
vs. POPULATION AGED 13+



9.0%



FEMALE SNAPCHAT AD REACH
vs. TOTAL SNAPCHAT AD REACH



54.2%



MALE SNAPCHAT AD REACH
vs. TOTAL SNAPCHAT AD REACH



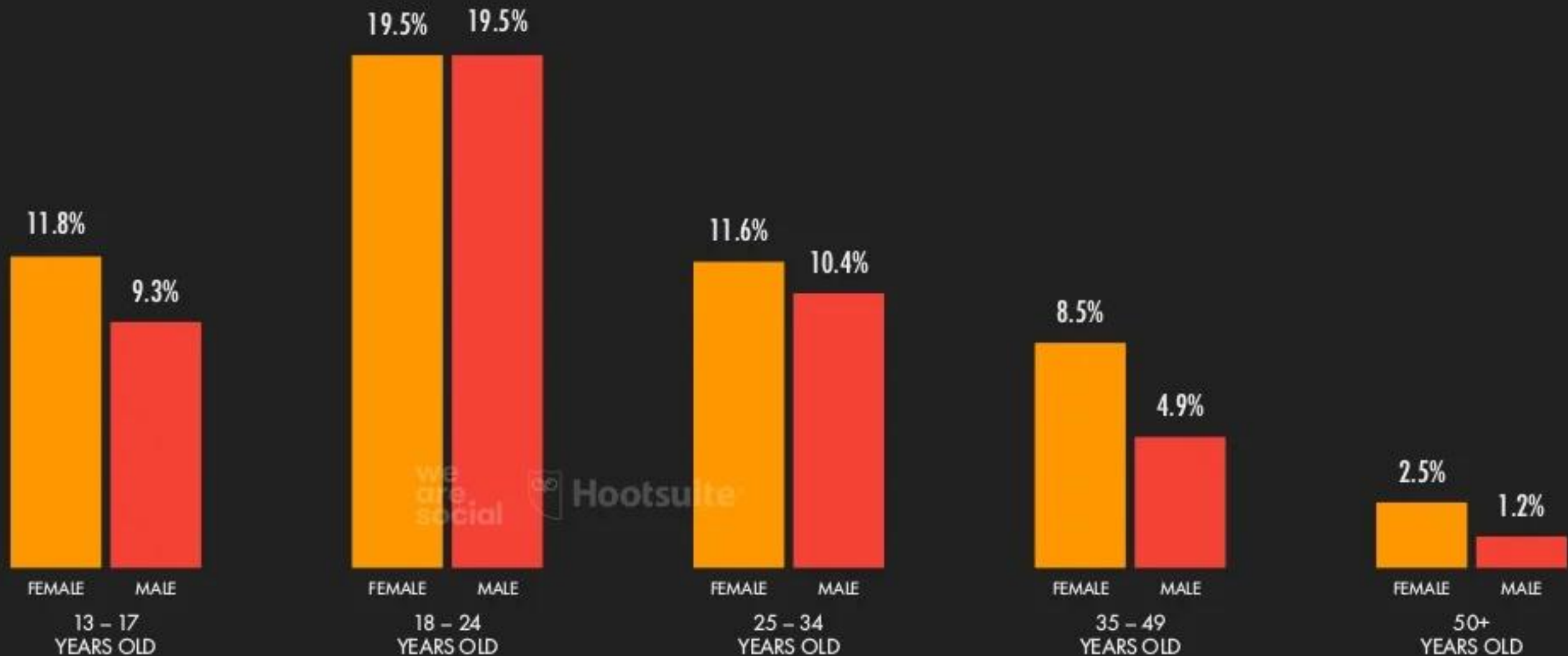
45.8%

SOURCES: SNAP'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE DATA ONLY, USING MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS, BUT GENDER AUDIENCE VALUES DO NOT SUM TO THE TOTAL AUDIENCE FIGURE, SO GENDER PERCENTAGES MAY NOT SUM TO 100%.

JAN
2022

SNAPCHAT: ADVERTISING AUDIENCE PROFILE

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

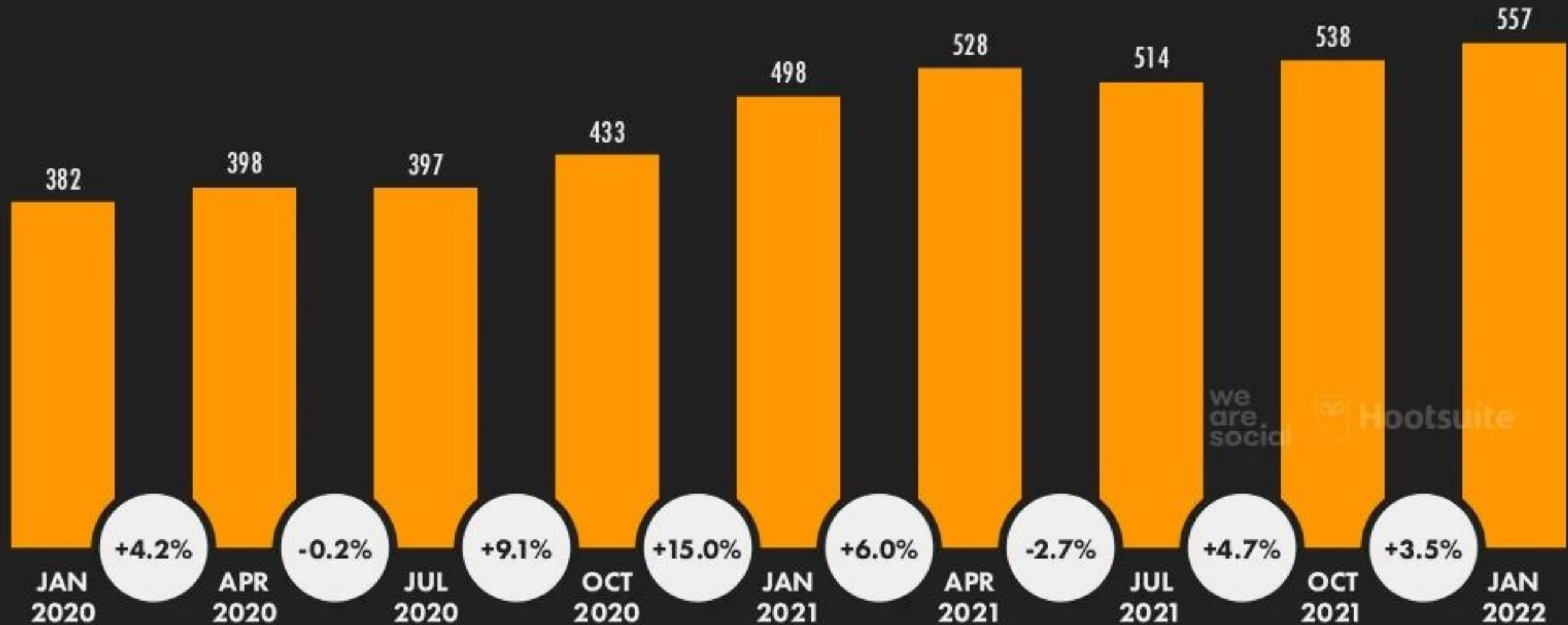


SOURCE: SNAP'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE.
NOTES: DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. SNAP'S ADVERTISING RESOURCES ONLY PUBLISH AUDIENCE DATA FOR "FEMALE" AND "MALE", BUT PUBLISHED VALUES FOR THESE DEMOGRAPHICS DO NOT SUM TO THE TOTAL AUDIENCE FIGURE, SO PERCENTAGES SHOWN HERE MAY NOT SUM TO 100%.

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2022

SNAPCHAT ADVERTISING REACH

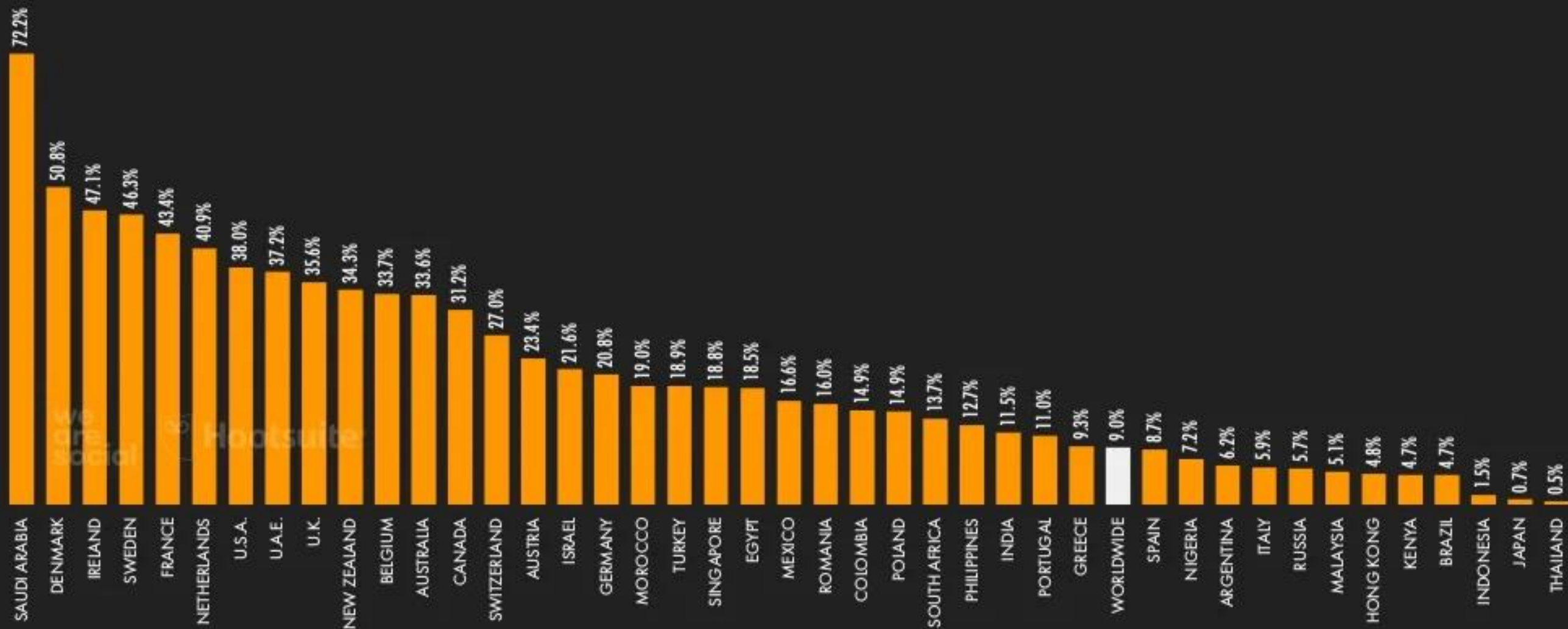
TOTAL POTENTIAL AUDIENCE REACH OF ADS ON SNAPCHAT, IN MILLIONS OF USERS



JAN
2022

SNAPCHAT ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF SNAPCHAT ADS COMPARED WITH POPULATION AGED 13+



JAN
2022

SNAPCHAT AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST SNAPCHAT ADVERTISING AUDIENCES



#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	INDIA	126,000,000	11.5%
02	U.S.A.	107,050,000	38.0%
03	FRANCE	24,200,000	43.4%
04	U.K.	20,650,000	35.6%
05	SAUDI ARABIA	20,200,000	72.2%
06	PAKISTAN	18,800,000	11.9%
07	MEXICO	16,950,000	16.6%
08	GERMANY	15,300,000	20.8%
09	IRAQ	13,800,000	49.2%
10	EGYPT	13,600,000	18.5%

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
11	TURKEY	12,900,000	18.9%
12	PHILIPPINES	10,600,000	12.7%
13	CANADA	10,300,000	31.2%
14	NIGERIA	9,500,000	7.2%
15	BRAZIL	8,250,000	4.7%
16	AUSTRALIA	7,250,000	33.6%
17	RUSSIA	6,950,000	5.7%
18=	ALGERIA	6,250,000	19.1%
18=	COLOMBIA	6,250,000	14.9%
18=	SOUTH AFRICA	6,250,000	13.7%

SOURCES: SNAP'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALLOCATIONS; RANKING BASED ON AVAILABLE LOCATIONS ONLY; ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES.

JAN
2022

SNAPCHAT ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE SNAPCHAT ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+



#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	LUXEMBOURG	80.2%	442,500
02	SAUDI ARABIA	72.2%	20,200,000
03	NORWAY	70.4%	3,300,000
04	BAHRAIN	57.5%	855,000
05	KUWAIT	54.4%	1,950,000
06	DENMARK	50.8%	2,550,000
07	IRAQ	49.2%	13,800,000
08	IRELAND	47.1%	1,950,000
09	SWEDEN	46.3%	4,000,000
10	FRANCE	43.4%	24,200,000

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
11	JORDAN	41.3%	3,100,000
12	NETHERLANDS	40.9%	6,100,000
13	PALESTINE	38.2%	1,350,000
14	U.S.A.	38.0%	107,050,000
15	U.A.E.	37.2%	3,250,000
16	OMAN	36.9%	1,550,000
17	U.K.	35.6%	20,650,000
18	NEW ZEALAND	34.3%	1,400,000
19	BELGIUM	33.7%	3,350,000
20	AUSTRALIA	33.6%	7,250,000

SOURCES: SNAP'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALLOCATIONS; RANKING BASED ON AVAILABLE LOCATIONS ONLY. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES.

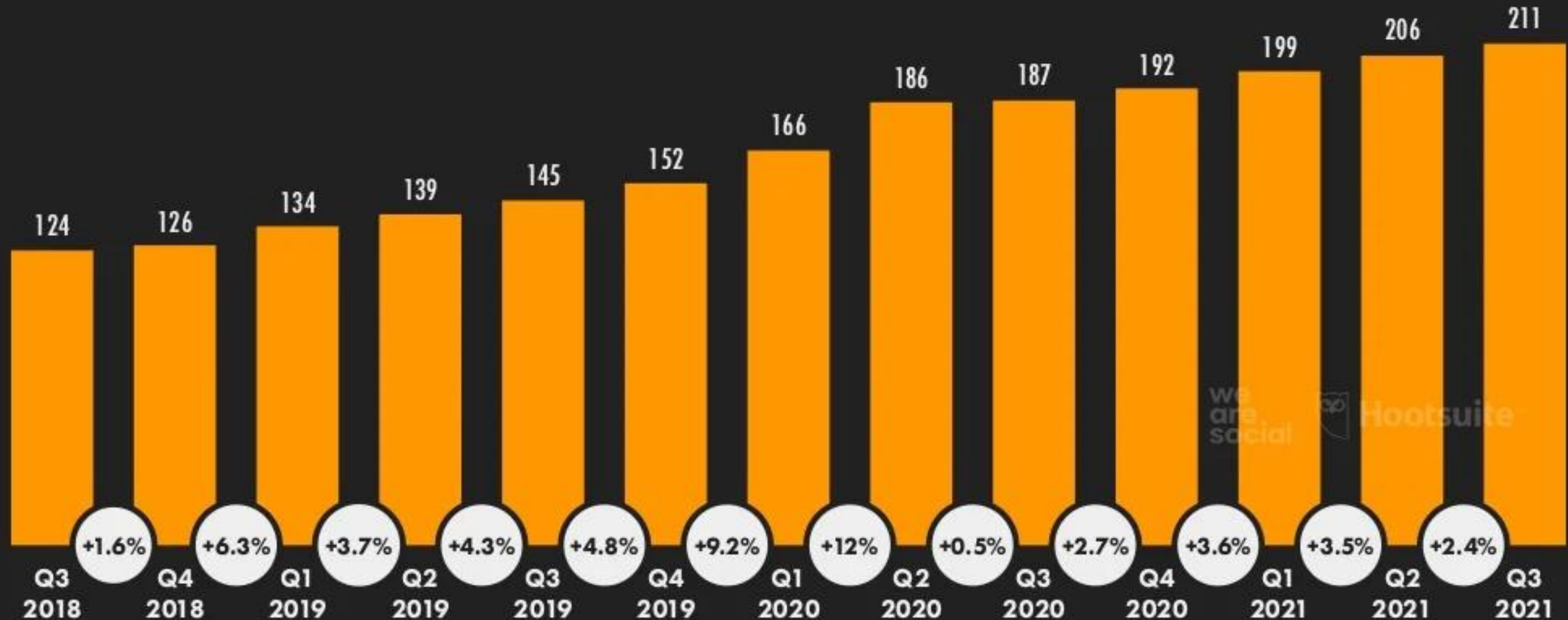


TWITTER

JAN
2022

TWITTER MONETISABLE DAILY ACTIVE USERS

MONETISABLE DAILY ACTIVE TWITTER USERS (IN MILLIONS), WITH RELATIVE GROWTH RATES OVER TIME



JAN
2022

TWITTER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON TWITTER



TOTAL POTENTIAL REACH
OF ADS ON TWITTER



436.4
MILLION



TWITTER AD REACH
vs. TOTAL POPULATION



5.5%



QUARTER-ON-QUARTER CHANGE
IN TWITTER AD REACH



-0.01%
-53 THOUSAND



YEAR-ON-YEAR CHANGE
IN TWITTER AD REACH



[N/A]

TWITTER AD REACH
vs. TOTAL INTERNET USERS



8.8%



TWITTER AD REACH
vs. POPULATION AGED 13+



7.1%



FEMALE TWITTER AD REACH
vs. TOTAL TWITTER AD REACH



43.6%



MALE TWITTER AD REACH
vs. TOTAL TWITTER AD REACH



56.4%

SOURCES: TWITTER'S ADVERTISING RESOURCES; KEPIO'S ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS. **COMPARABILITY:** TWITTER SIGNIFICANTLY REVISED ITS APPROACH TO AUDIENCE REPORTING IN Q3 2021, SO FIGURES SHOWN HERE MAY NOT BE DIRECTLY COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.



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2022

TWITTER ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON TWITTER, IN MILLIONS OF USERS

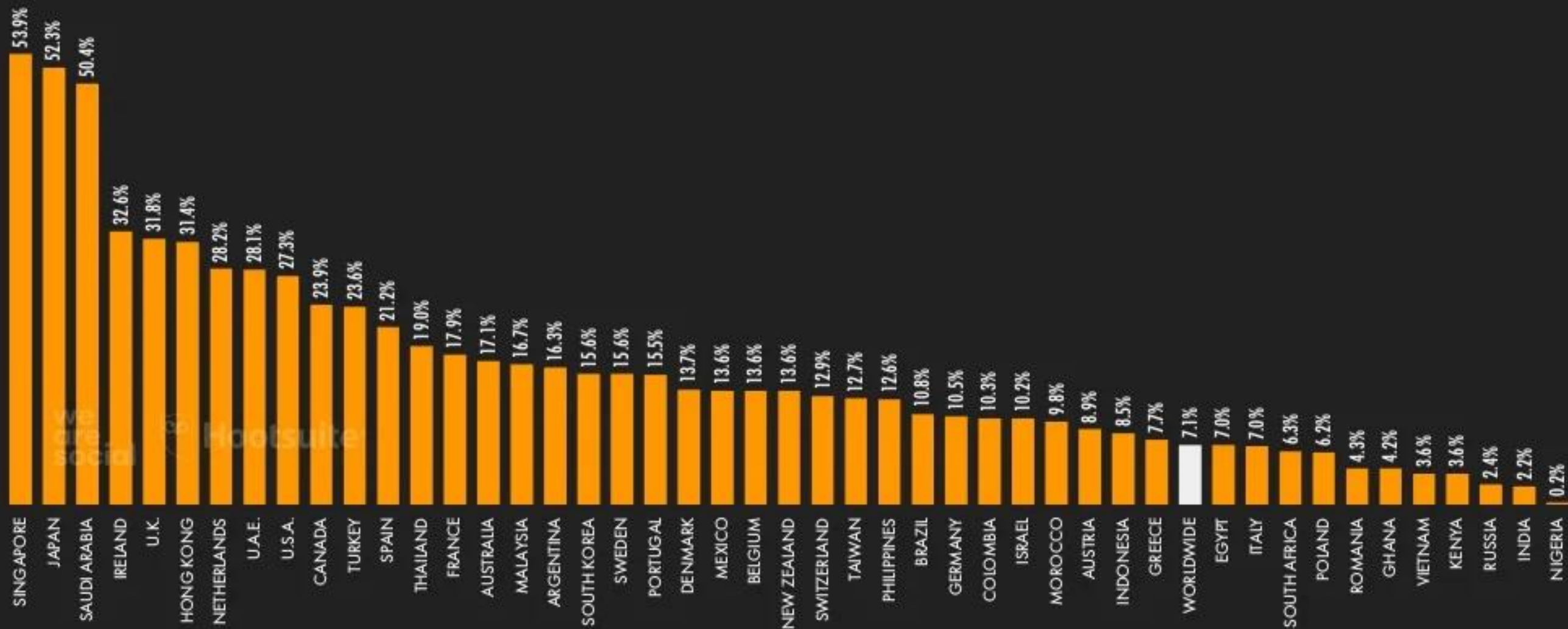


SOURCE: TWITTER'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE.
NOTE: FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** TWITTER MADE SIGNIFICANT CHANGES TO ITS APPROACH TO AUDIENCE REPORTING IN Q3 2021, SO FIGURES FOR OCT 2021 AND JAN 2022 ARE **NOT COMPARABLE** WITH FIGURES FOR PREVIOUS PERIODS, OR WITH DATA PUBLISHED IN OUR PREVIOUS REPORTS. IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, FIGURES FOR QUARTER-ON-QUARTER CHANGE MAY BE IMPACTED BY REVISIONS TO BASE DATA.

JAN
2022

TWITTER ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF TWITTER ADS COMPARED WITH POPULATION AGED 13+



JAN
2022

TWITTER AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST TWITTER ADVERTISING AUDIENCES



#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	U.S.A.	76,900,000	27.3%
02	JAPAN	58,950,000	52.3%
03	INDIA	23,600,000	2.2%
04	BRAZIL	19,050,000	10.8%
05	INDONESIA	18,450,000	8.5%
06	U.K.	18,400,000	31.8%
07	TURKEY	16,100,000	23.6%
08	SAUDI ARABIA	14,100,000	50.4%
09	MEXICO	13,900,000	13.6%
10	THAILAND	11,450,000	19.0%

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
11	PHILIPPINES	10,500,000	12.6%
12	FRANCE	10,000,000	17.9%
13	SPAIN	8,750,000	21.2%
14	CANADA	7,900,000	23.9%
15	GERMANY	7,750,000	10.5%
16	SOUTH KOREA	7,200,000	15.6%
17	ARGENTINA	5,900,000	16.3%
18	EGYPT	5,150,000	7.0%
19	MALAYSIA	4,400,000	16.7%
20	COLOMBIA	4,300,000	10.3%

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TWITTER ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE TWITTER ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+



#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	ANDORRA	64.1%	44,350
02	LUXEMBOURG	57.5%	317,300
03	SINGAPORE	53.9%	2,850,000
04	JAPAN	52.3%	58,950,000
05	SAUDI ARABIA	50.4%	14,100,000
06	GUERNSEY	41.0%	22,750
07	KUWAIT	40.5%	1,450,000
08	ARUBA	35.0%	32,100
09	BAHRAIN	34.2%	508,750
10	ANTIGUA & BARBUDA	33.1%	26,600

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
11	ICELAND	32.7%	94,400
12	IRELAND	32.6%	1,350,000
13	PUERTO RICO	32.1%	808,200
14	ISLE OF MAN	32.0%	23,550
15	U.K.	31.8%	18,400,000
16	HONG KONG	31.4%	2,100,000
17	NETHERLANDS	28.2%	4,200,000
18	U.A.E.	28.1%	2,450,000
19	U.S.A.	27.3%	76,900,000
20	JERSEY	26.7%	24,550

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MOST POPULAR TWITTER ACCOUNTS

TWITTER ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	BARACK OBAMA	@BARACKOBAMA	130,500,000
02	JUSTIN BIEBER	@JUSTINBIEBER	114,300,000
03	KATY PERRY	@KATYPERRY	108,800,000
04	RIHANNA	@RIHANNA	104,000,000
05	CRISTIANO RONALDO	@CRISTIANO	96,500,000
06	TAYLOR SWIFT	@TAYLORSWIFT13	89,900,000
07	LADY GAGA	@LADYGAGA	84,100,000
08	ELLEN DEGENERES	@THEELLENSHOW	77,700,000
09	NARENDRA MODI	@NARENDRAMODI	74,200,000
10	YOUTUBE	@YOUTUBE	73,900,000

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
11	KIM KARDASHIAN WEST	@KIMKARDASHIAN	70,900,000
12	ELON MUSK	@ELONMUSK	69,200,000
13	SELENA GOMEZ	@SELENAGOMEZ	65,500,000
14	JUSTIN TIMBERLAKE	@JTIMBERLAKE	63,300,000
15	CNN BREAKING NEWS	@CNNBRK	61,800,000
16	TWITTER	@TWITTER	60,600,000
17	BILL GATES	@BILLGATES	56,700,000
18	CNN	@CNN	55,800,000
19	BRITNEY SPEARS	@BRITNEYSPEARS	55,800,000
20	NEYMAR JR.	@NEYMARJR	55,600,000

SOURCE: KENOS ANALYSIS, BASED ON DATA PUBLISHED ON TWITTER. **NOTES:** THE ACCOUNTS OF @REALDONALDTRUMP AND @BARANAGRADE WERE UNAVAILABLE AT THE TIME OF REPORT PRODUCTION, SO HAVE NOT BEEN INCLUDED IN THIS RANKING. HOWEVER, BASED ON PREVIOUS FOLLOWER COUNTS FOR BOTH ACCOUNTS, THEY MAY OTHERWISE HAVE FEATURED IN THIS RANKING. FOLLOWER COUNTS HAVE BEEN ROUNDED TO THE NEAREST 100,000. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

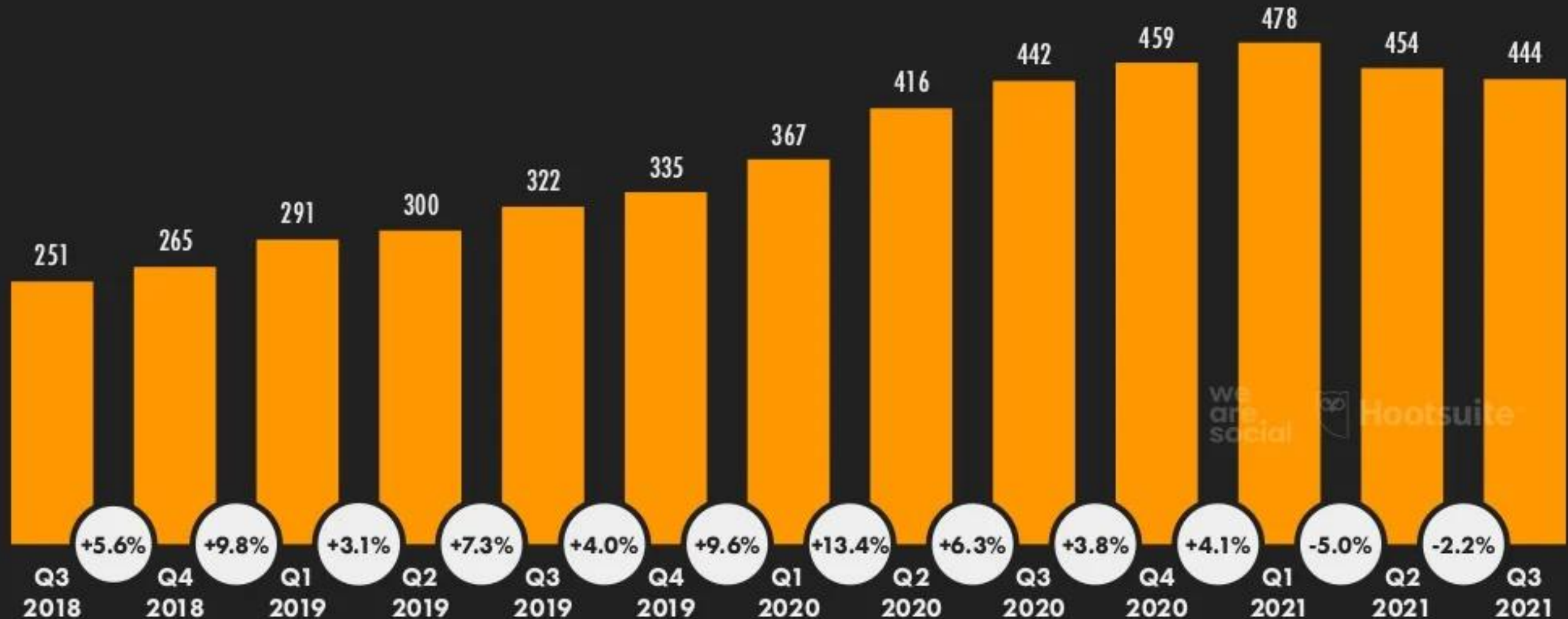


PINTEREST

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PINTEREST MONTHLY ACTIVE USERS

PINTEREST MONTHLY ACTIVE USERS (IN MILLIONS), WITH RELATIVE GROWTH RATES OVER TIME



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PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST



TOTAL POTENTIAL REACH
OF ADS ON PINTEREST



225.7
MILLION



PINTEREST AD REACH
vs. TOTAL POPULATION



2.9%



QUARTER-ON-QUARTER CHANGE
IN PINTEREST AD REACH



-3.2%
-7.3 MILLION

we
are
social

YEAR-ON-YEAR CHANGE
IN PINTEREST AD REACH



+12.4%
+25 MILLION

PINTEREST AD REACH
vs. TOTAL INTERNET USERS



4.6%

we
are
social

PINTEREST AD REACH
vs. POPULATION AGED 13+



4.1%



FEMALE PINTEREST AD REACH
vs. TOTAL PINTEREST AD REACH



76.7%



MALE PINTEREST AD REACH
vs. TOTAL PINTEREST AD REACH



15.3%

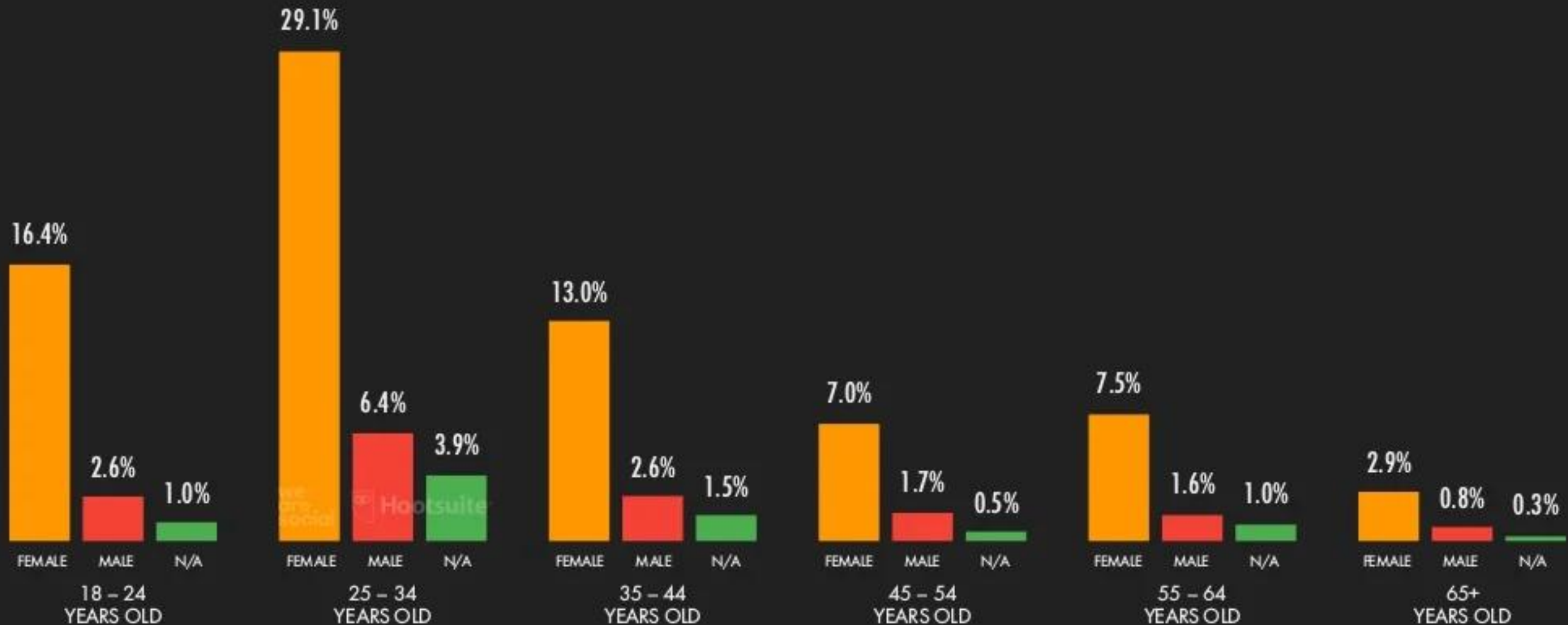
SOURCES: PINTEREST'S ADVERTISING RESOURCES; KSIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE DATA ONLY, USING MIDPOINT OF PUBLISHED RANGES. PINTEREST'S TOOLS ALSO PUBLISH DATA FOR USER OF "UNSPECIFIED" GENDER, SO VALUES FOR "FEMALE" AND "MALE" REACH SHOWN HERE MAY NOT SUM TO 100%.



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PINTEREST: ADVERTISING AUDIENCE PROFILE

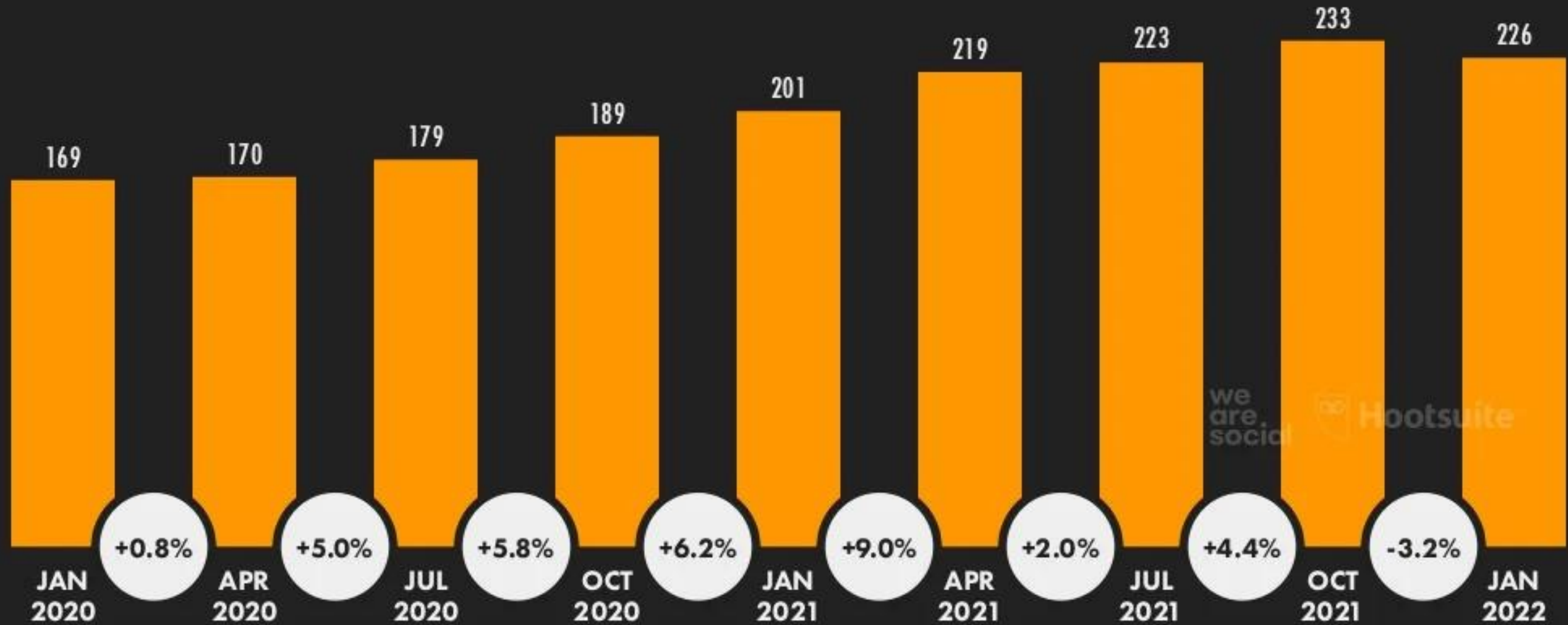
SHARE OF PINTEREST'S ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER



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PINTEREST ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON PINTEREST, IN MILLIONS OF USERS



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PINTEREST AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST PINTEREST ADVERTISING AUDIENCES



#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	U.S.A.	86,350,000	33.1%
02	BRAZIL	27,000,000	16.7%
03	MEXICO	17,860,000	19.6%
04	GERMANY	15,115,000	21.7%
05	FRANCE	11,000,000	21.3%
06	CANADA	9,265,000	29.9%
07	U.K.	8,760,000	16.2%
08	ITALY	8,555,000	16.8%
09	SPAIN	7,040,000	18.2%
10	NETHERLANDS	4,360,000	31.2%

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
11	POLAND	4,225,000	13.7%
12	AUSTRALIA	4,095,000	20.5%
13	BELGIUM	2,695,000	29.0%
14	PORTUGAL	2,033,000	23.8%
15	ROMANIA	1,770,000	11.4%
16	SWEDEN	1,705,000	21.2%
17	GREECE	1,689,500	19.5%
18	AUSTRIA	1,674,000	22.4%
19	SWITZERLAND	1,584,000	22.1%
20	HUNGARY	1,481,500	18.7%

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PINTEREST ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE PINTEREST ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+



#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	U.S.A.	33.1%	86,350,000
02	NETHERLANDS	31.2%	4,360,000
03	CANADA	29.9%	9,265,000
04	GUAM	29.7%	36,500
05	BELGIUM	29.0%	2,695,000
06	LUXEMBOURG	27.0%	140,000
07	MALTA	24.8%	91,000
08	PORTUGAL	23.8%	2,033,000
09	DENMARK	23.5%	1,097,000
10	PUERTO RICO	23.2%	535,000

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
11	AUSTRIA	22.4%	1,674,000
12	SWITZERLAND	22.1%	1,584,000
13	GERMANY	21.7%	15,115,000
14	FRANCE	21.3%	11,000,000
15	SWEDEN	21.2%	1,705,000
16	AUSTRALIA	20.5%	4,095,000
17	NEW ZEALAND	20.2%	758,000
18	FINLAND	19.6%	883,500
19	MEXICO	19.6%	17,860,000
20	GREECE	19.5%	1,689,500



OTHER SOCIAL PLATFORMS

JAN
2022

WHATSAPP OVERVIEW

ESSENTIAL HEADLINES FOR WHATSAPP USE



GLOBAL
MONTHLY ACTIVE
WHATSAPP USERS



2
BILLION

MONTHLY ACTIVE
WHATSAPP USERS vs.
TOTAL POPULATION



25.3%

MONTHLY ACTIVE
WHATSAPP USERS vs.
POPULATION AGED 13+



32.4%

FEMALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS



45.8%

MALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS

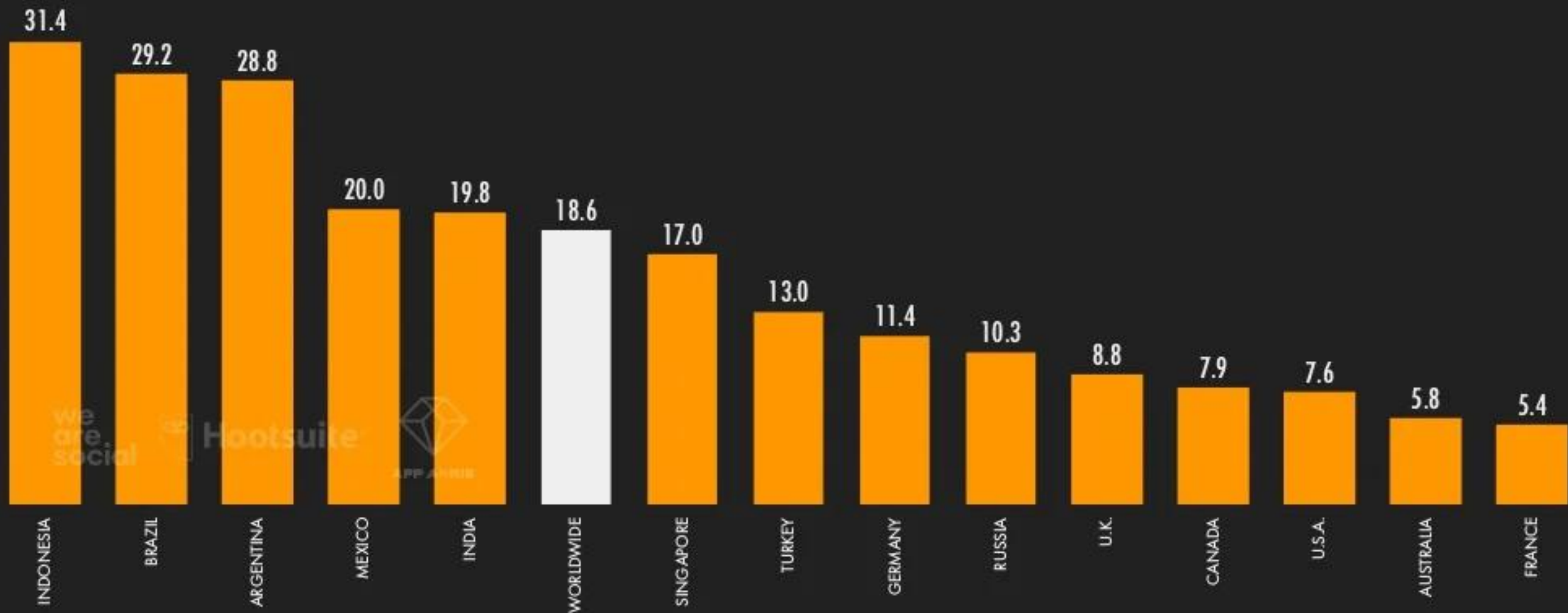


54.2%

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2022

WHATSAPP: TIME SPENT USING MOBILE APP

AVERAGE NUMBER OF HOURS PER MONTH THAT EACH WHATSAPP USER SPENDS USING THE WHATSAPP APP ON ANDROID PHONES



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2022

WECHAT OVERVIEW

ESSENTIAL HEADLINES FOR WECHAT USE



COMBINED GLOBAL
MONTHLY ACTIVE USERS
OF WECHAT AND WEIXIN



1.26
BILLION

MONTHLY ACTIVE WECHAT
AND WEIXIN USERS vs.
TOTAL POPULATION



16.0%

MONTHLY ACTIVE WECHAT
AND WEIXIN USERS vs.
POPULATION AGED 13+



20.4%

FEMALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS



47.1%

MALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS



52.9%

JAN
2022

QQ OVERVIEW

ESSENTIAL HEADLINES FOR QQ USE



GLOBAL MONTHLY ACTIVE
QQ USERS ACCESSING
VIA SMART DEVICES



573.7
MILLION

MONTHLY ACTIVE SMART
DEVICE QQ USERS vs.
TOTAL POPULATION



7.2%

MONTHLY ACTIVE SMART
DEVICE QQ USERS vs.
POPULATION AGED 13+



9.3%

FEMALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS



47.7%

MALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS



52.3%

JAN
2022

SINA WEIBO OVERVIEW

ESSENTIAL HEADLINES FOR SINA WEIBO USE



MONTHLY
ACTIVE SINA
WEIBO USERS



573
MILLION

we
are
social

MONTHLY ACTIVE
SINA WEIBO USERS vs.
TOTAL POPULATION



7.2%

KPMG

MONTHLY ACTIVE
SINA WEIBO USERS vs.
POPULATION AGED 14+



9.5%

GW

FEMALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS



50.5%

GW

MALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS



49.5%

JAN
2022

KUAISHOU OVERVIEW

ESSENTIAL HEADLINES FOR KUAISHOU USE



MONTHLY ACTIVE
KUAISHOU USERS



we
are
social

572.9
MILLION

MONTHLY ACTIVE
KUAISHOU USERS vs.
TOTAL POPULATION



7.2%

FEMALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS



GW.

49.0%

MALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS



51.0%

JAN
2022

TELEGRAM OVERVIEW

ESSENTIAL HEADLINES FOR TELEGRAM USE



GLOBAL
MONTHLY ACTIVE
TELEGRAM USERS



550
MILLION

we
are
social

MONTHLY ACTIVE
TELEGRAM USERS vs.
TOTAL POPULATION



6.9%



MONTHLY ACTIVE
TELEGRAM USERS vs.
POPULATION AGED 16+



9.5%



FEMALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS



42.0%

GW.

MALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS



58.0%

JAN
2022

REDDIT OVERVIEW

ESSENTIAL HEADLINES FOR REDDIT USE



DAILY ACTIVE
REDDIT USERS



we
are
social

50
MILLION

DAILY ACTIVE
REDDIT USERS vs.
TOTAL POPULATION



0.6%

DAILY ACTIVE
REDDIT USERS vs.
POPULATION AGED 13+



REPIQS

0.8%

FEMALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS



GWJ.

36.2%

MALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS



63.8%

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2022

QUORA OVERVIEW

ESSENTIAL HEADLINES FOR QUORA USE

GLOBAL OVERVIEW

MONTHLY ACTIVE
QUORA USERS



300
MILLION

MONTHLY ACTIVE
QUORA USERS vs.
TOTAL POPULATION



3.8%

MONTHLY ACTIVE
QUORA USERS vs.
POPULATION AGED 13+



4.9%

FEMALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS



42.8%

MALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS



57.2%



MOBILE

JAN
2022

MOBILE CONNECTIVITY

ADOPTION AND USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS



NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)



GSMA

5.31
BILLION

UNIQUE MOBILE
USERS AS A PERCENTAGE
OF TOTAL POPULATION



we
are
social

67.1%

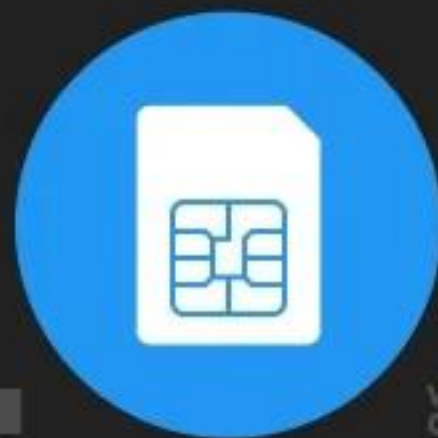
ANNUAL CHANGE IN
THE NUMBER OF UNIQUE
MOBILE SUBSCRIBERS



GSMA

+1.8%
+95 MILLION

CELLULAR MOBILE
CONNECTIONS
(EXCLUDING IOT)



we
are
social

8.28
BILLION

ANNUAL CHANGE IN THE
NUMBER OF CELLULAR
CONNECTIONS (EX. IOT)

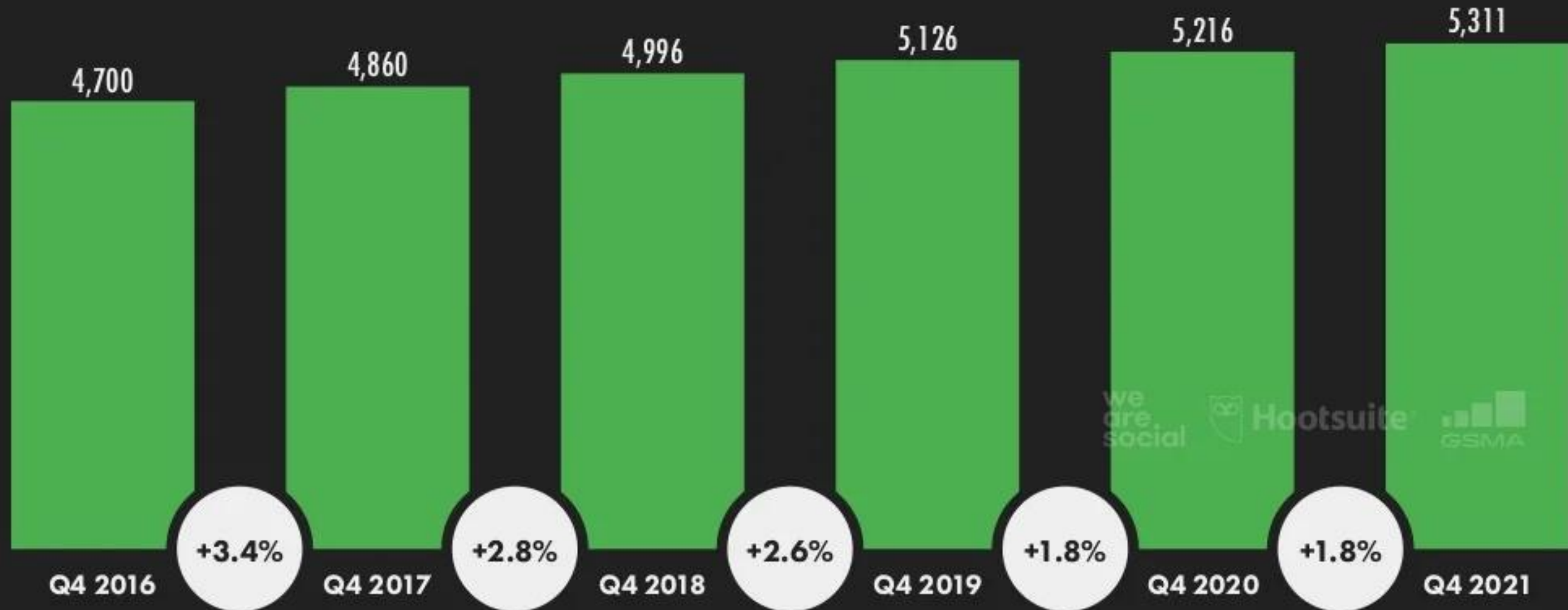


+2.9%
+233 MILLION

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2022

UNIQUE MOBILE USERS OVER TIME

NUMBER OF UNIQUE INDIVIDUALS (IN MILLIONS) USING MOBILE PHONES (ANY KIND OF HANDSET)



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2022

MOBILE SUBSCRIBERS vs. CELLULAR CONNECTIONS

PERSPECTIVES ON THE ADOPTION AND USE OF MOBILE TECHNOLOGIES



GSMA INTELLIGENCE DATA

TOTAL NUMBER OF
MOBILE SUBSCRIBERS
(UNIQUE INDIVIDUALS)



5.31
BILLION

TOTAL NUMBER OF
CELLULAR CONNECTIONS
(EXCLUDING CELLULAR IOT)



8.28
BILLION



ERICSSON DATA

TOTAL NUMBER OF
MOBILE SUBSCRIBERS
(UNIQUE INDIVIDUALS)



6.05
BILLION

TOTAL NUMBER OF
CELLULAR CONNECTIONS
(EXCLUDING CELLULAR IOT)



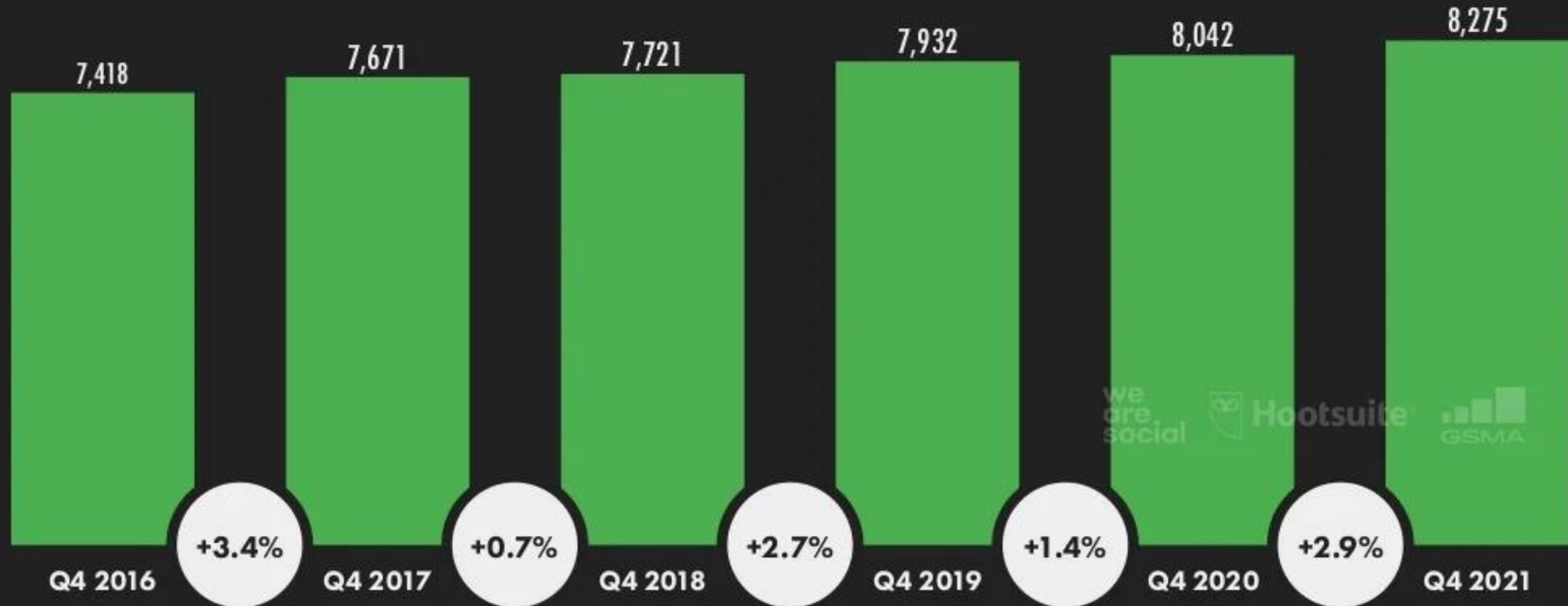
8.14
BILLION



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CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF CELLULAR MOBILE CONNECTIONS (IN MILLIONS)



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CONNECTED MOBILE DEVICES

EACH DEVICE TYPE'S SHARE OF CELLULAR CONNECTIONS (EXCLUDING IOT)



SHARE OF CONNECTIONS
ASSOCIATED WITH
SMARTPHONES



76.9%

6.26 BILLION DEVICES

SHARE OF CONNECTIONS
ASSOCIATED WITH
FEATURE PHONES



19.5%

1.59 BILLION DEVICES

SHARE OF CONNECTIONS
ASSOCIATED WITH ROUTERS,
TABLETS, AND MOBILE PCS



3.6%

297 MILLION DEVICES

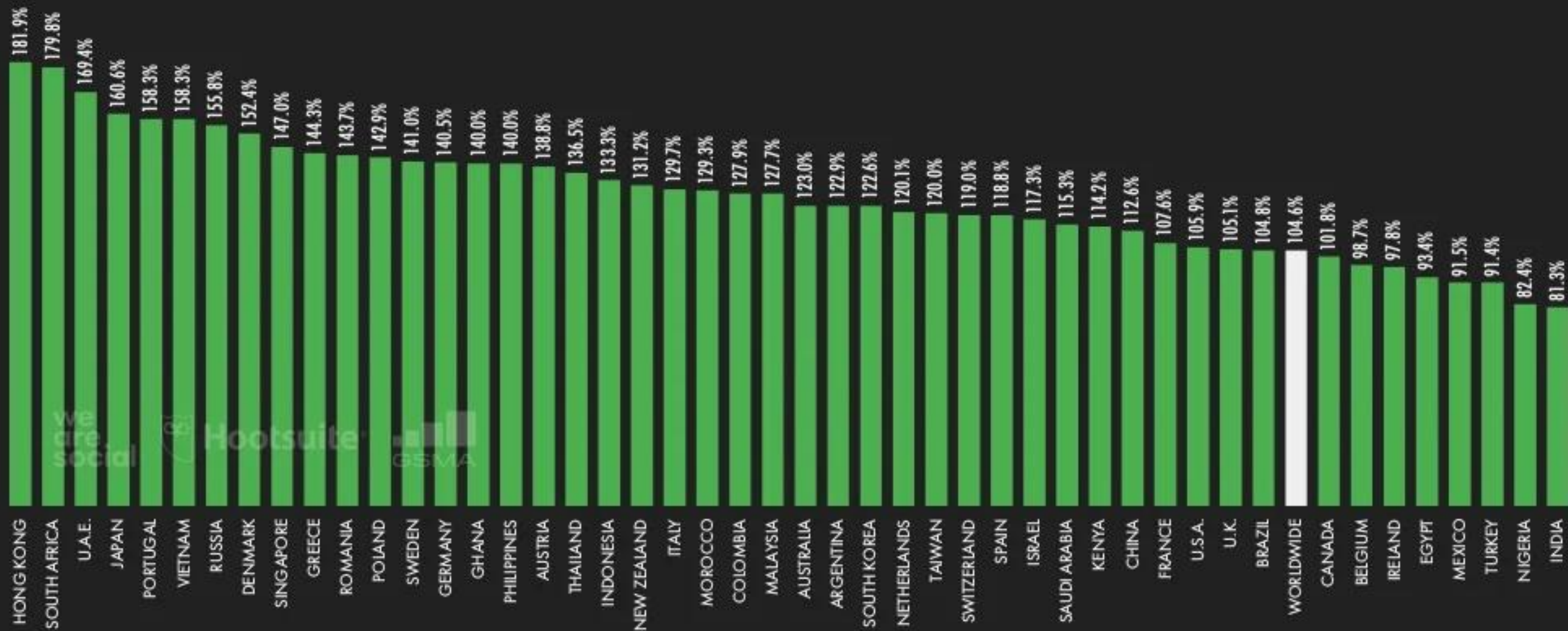
we
are
social



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MOBILE CONNECTIVITY

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION



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MOBILE CONNECTIVITY RANKING

COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST RATES OF CELLULAR MOBILE CONNECTIVITY



HIGHEST RATES OF MOBILE CELLULAR CONNECTIVITY

#	HIGHEST CONNECTIVITY	vs. POP	CONNECTIONS
01	MACAU	235.5%	1,561,309
02	U.S. VIRGIN ISLANDS	200.1%	208,331
03	ANTIGUA & BARBUDA	198.0%	196,240
04	MONTENEGRO	186.6%	1,171,577
05	HONG KONG	181.9%	13,784,144
06	SOUTH AFRICA	179.8%	108,600,842
07	SEYCHELLES	177.4%	175,969
08	SURINAME	175.2%	1,040,954
09	LIBYA	169.6%	11,867,817
10	FINLAND	169.5%	9,410,607



LOWEST RATES OF MOBILE CELLULAR CONNECTIVITY

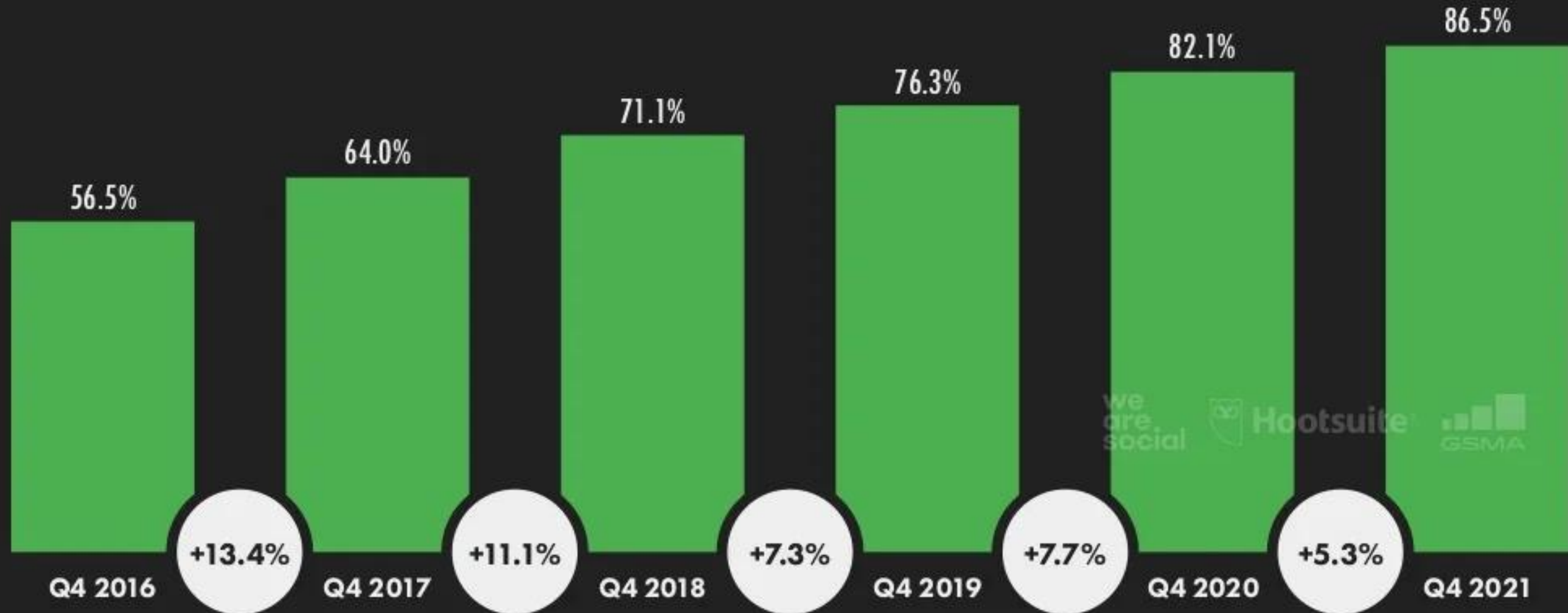
#	LOWEST CONNECTIVITY	vs. POP	CONNECTIONS
212	MARSHALL ISLANDS	12.6%	7,535
211	NORTH KOREA	20.2%	5,244,121
210	ERITREA	22.7%	826,090
209	FED. STATES OF MICRONESIA	23.1%	26,963
208	SOUTH SUDAN	28.4%	3,266,000
207	CENTRAL AFRICAN REPUBLIC	33.1%	1,644,176
206	PAPUA NEW GUINEA	36.0%	3,317,110
205	MADAGASCAR	43.1%	12,403,778
204	DJIBOUTI	44.5%	449,046
203	SOMALIA	46.2%	7,675,120



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BROADBAND: SHARE OF CELLULAR CONNECTIONS

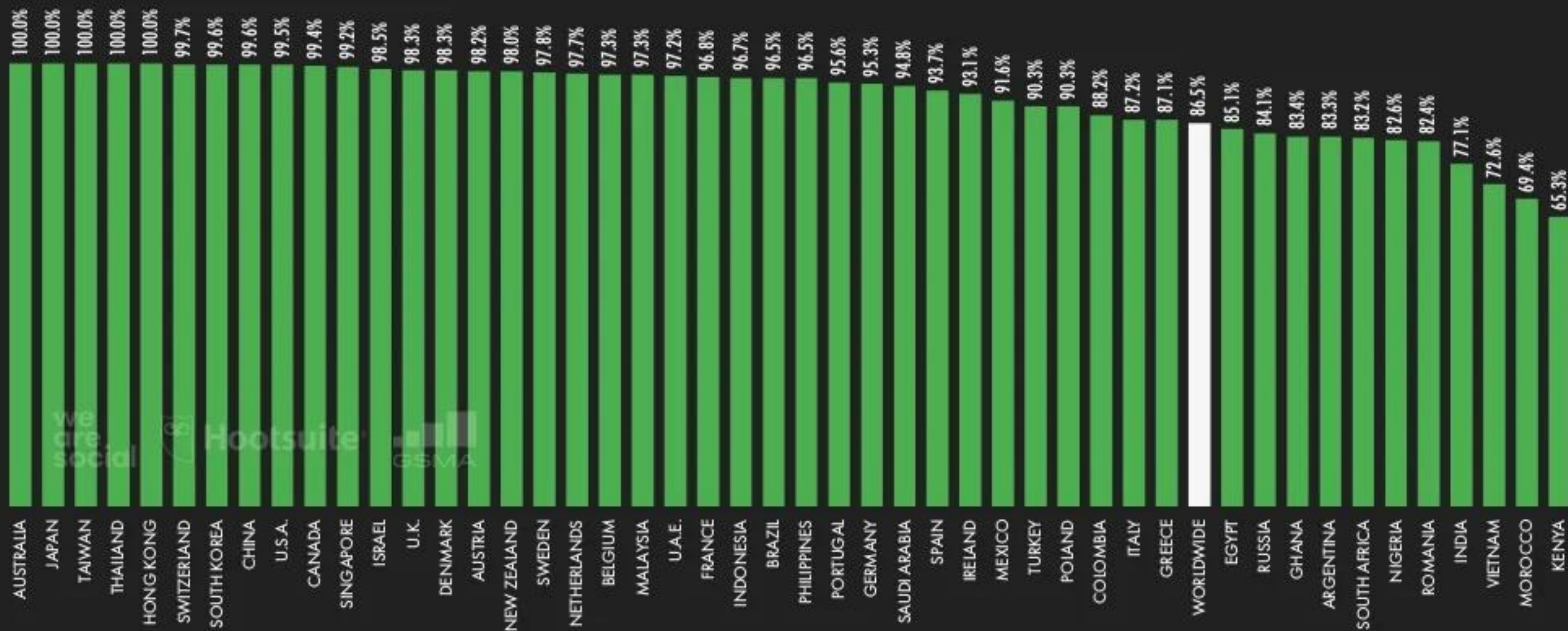
3G, 4G, AND 5G CELLULAR CONNECTIONS AS A PERCENTAGE OF TOTAL CELLULAR MOBILE CONNECTIONS



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BROADBAND: SHARE OF CELLULAR CONNECTIONS

3G, 4G, AND 5G CELLULAR CONNECTIONS AS A PERCENTAGE OF TOTAL CELLULAR MOBILE CONNECTIONS



JAN
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CELLULAR DATA TRAFFIC

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



MONTHLY CELLULAR DATA CONSUMED BY
THE AVERAGE SMARTPHONE WORLDWIDE:

11.42GB



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SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM



SHARE OF MOBILE WEB
TRAFFIC ORIGINATING
FROM ANDROID DEVICES



70.74%

YEAR-ON-YEAR CHANGE

-0.6% (-44 BPS)

SHARE OF MOBILE WEB
TRAFFIC ORIGINATING
FROM APPLE IOS DEVICES



28.54%

YEAR-ON-YEAR CHANGE

+1.2% (+35 BPS)

SHARE OF MOBILE WEB
TRAFFIC ORIGINATING FROM
SAMSUNG OS DEVICES



0.38%

YEAR-ON-YEAR CHANGE

+58.3% (+14 BPS)

SHARE OF MOBILE WEB
TRAFFIC ORIGINATING
FROM KAI OS DEVICES



0.14%

YEAR-ON-YEAR CHANGE

+7.7% (+1 BPS)

SHARE OF MOBILE WEB
TRAFFIC ORIGINATING
FROM OTHER OS DEVICES



0.20%

YEAR-ON-YEAR CHANGE

-23.1% (-6 BPS)

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN NOVEMBER 2021. FIGURES FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. BADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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MOBILE TIME BY ACTIVITY

HEADLINES FOR MOBILE ACTIVITIES BY TIME SPENT



AVERAGE TIME EACH
USER SPENDS USING A
SMARTPHONE EACH DAY



4H 48M

YEAR-ON-YEAR INCREASE
IN DAILY TIME SPENT
USING SMARTPHONES



+6.7%

PERCENTAGE OF
MOBILE TIME SPENT
USING MOBILE APPS



92.5%

PERCENTAGE OF
MOBILE TIME SPENT
USING WEB BROWSERS



7.5%

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2022

SHARE OF MOBILE TIME BY APP CATEGORY

PERCENTAGE OF TOTAL SMARTPHONE TIME SPENT USING APPS IN EACH APP CATEGORY



SOCIAL & COMMS



43.0%

YEAR-ON-YEAR CHANGE
-0.9% (-40 BPS)

PHOTO & VIDEO



25.4%

YEAR-ON-YEAR CHANGE
+5.0% (120 BPS)

GAMES



7.7%

YEAR-ON-YEAR CHANGE
-7.2% (-60 BPS)

ENTERTAINMENT



3.1%

YEAR-ON-YEAR CHANGE
+3.3% (10 BPS)

OTHER CATEGORIES



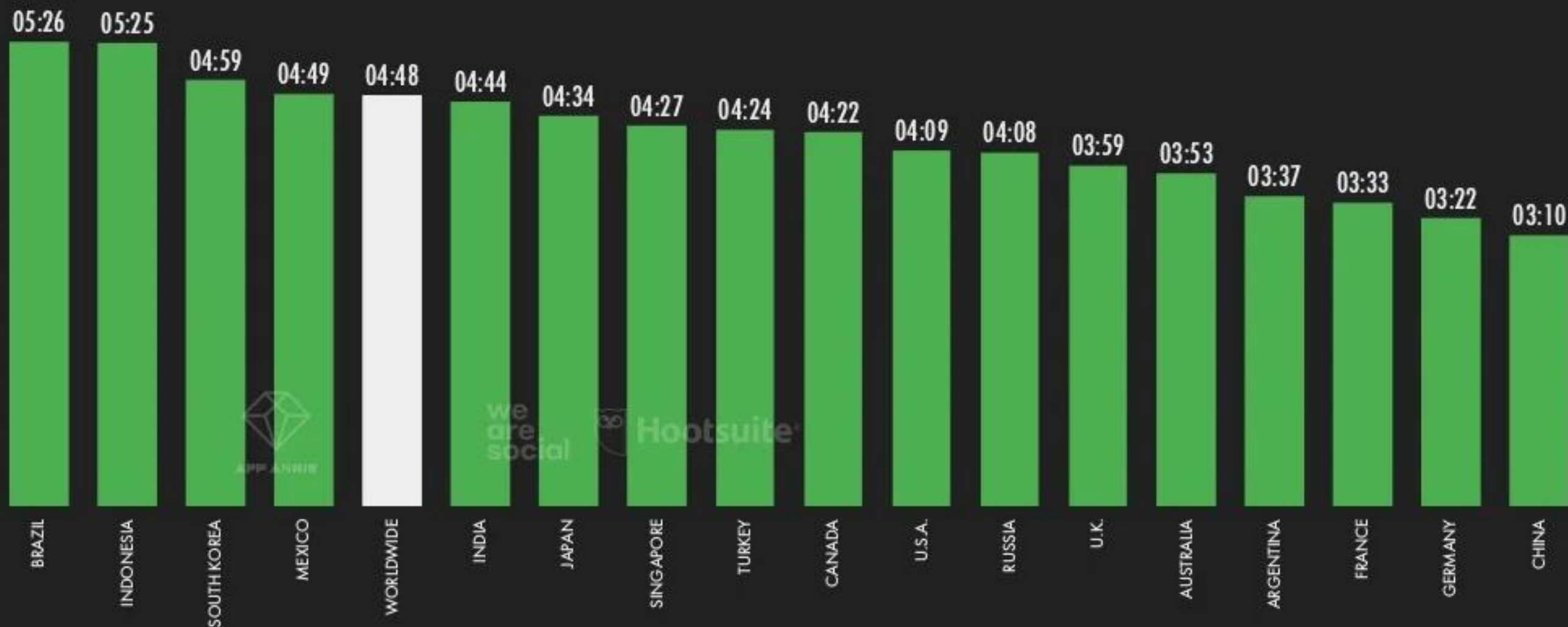
20.8%

YEAR-ON-YEAR CHANGE
-1.4% (-30 BPS)

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DAILY TIME SPENT USING MOBILE PHONES

AVERAGE DAILY TIME SPENT USING MOBILE PHONES (ALL ACTIVITIES, IN HOURS AND MINUTES)



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2022

MOBILE APP MARKET OVERVIEW: APP ANNIE

HEADLINES FOR MOBILE APP DOWNLOADS AND SPEND, BASED ON APP ANNIE DATA



NUMBER OF MOBILE
APP DOWNLOADS



230
BILLION

YEAR-ON-YEAR CHANGE IN
MOBILE APP DOWNLOADS



+5.5%
+12 BILLION

CONSUMER SPEND
ON MOBILE APPS (USD)



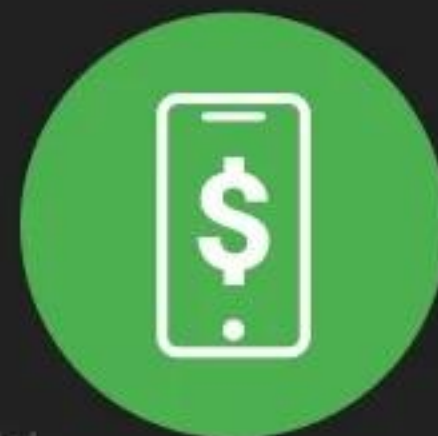
\$170
BILLION

YEAR-ON-YEAR CHANGE
IN CONSUMER APP SPEND



+18.8%
+\$27 BILLION

AVERAGE APP SPEND
PER SMARTPHONE (USD)



\$27.16

SOURCES: APP ANNIE "STATE OF MOBILE 2022" REPORT; ERICSSON MOBILE VISUALIZER. SEE [STATEOFMOBILE2022.COM](https://stateofmobile2022.com) FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2021. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING. FIGURE FOR "AVERAGE CONSUMER SPEND PER SMARTPHONE" USES DATA FROM MULTIPLE SOURCES.

**JAN
2022**

MOBILE APPS: TOP CATEGORIES BY APP STORE

APP ANNIE'S RANKING OF THE MOST POPULAR MOBILE APP CATEGORIES BETWEEN JANUARY AND DECEMBER 2021



GOOGLE PLAY: DOWNLOADS

#	APP CATEGORY
01	GAMES
02	TOOLS
03	SOCIAL
04	PHOTO & VIDEO
05	ENTERTAINMENT
06	FINANCE
07	SHOPPING
08	PRODUCTIVITY
09	MUSIC
10	LIFESTYLE

GOOGLE PLAY: CONSUMER SPEND

#	APP CATEGORY
01	GAMES
02	SOCIAL
03	ENTERTAINMENT
04	PRODUCTIVITY
05	LIFESTYLE
06	BOOKS & REFERENCE
07	HEALTH & FITNESS
08	PHOTO & VIDEO
09	EDUCATION
10	MUSIC

IOS APP STORE: DOWNLOADS

#	APP CATEGORY
01	GAMES
02	TOOLS
03	PHOTO & VIDEO
04	ENTERTAINMENT
05	SHOPPING
06	FINANCE
07	SOCIAL
08	LIFESTYLE
09	PRODUCTIVITY
10	EDUCATION

IOS APP STORE: CONSUMER SPEND

#	APP CATEGORY
01	GAMES
02	ENTERTAINMENT
03	PHOTO & VIDEO
04	SOCIAL
05	LIFESTYLE
06	MUSIC
07	BOOKS & REFERENCE
08	EDUCATION
09	HEALTH & FITNESS
10	PRODUCTIVITY

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2022

APP ANNIE APP RANKING: ACTIVE USERS

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY AVERAGE NUMBER OF MONTHLY ACTIVE BETWEEN JANUARY AND DECEMBER 2021



#	MOBILE APP	COMPANY
01	FACEBOOK	META
02	WHATSAPP	META
03	FACEBOOK MESSENGER	META
04	INSTAGRAM	META
05	AMAZON	AMAZON
06	TIKTOK	BYTEDANCE
07	TELEGRAM	TELEGRAM
08	TWITTER	TWITTER
09	SPOTIFY	SPOTIFY
10	NETFLIX	NETFLIX

#	MOBILE GAME	COMPANY
01	PUBG MOBILE	TENCENT
02	ROBLOX	ROBLOX
03	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
04	GARENA FREE FIRE	SEA
05	AMONG US!	INNERSLOTH
06	LUDO KING	GAMETION
07	MINECRAFT POCKET EDITION	MICROSOFT
08	SUBWAY SURFERS	SYBO
09	CALL OF DUTY: MOBILE	ACTIVISION BLIZZARD
10	POKÉMON GO	NIANTIC

**JAN
2022**

APP ANNIE APP RANKING: DOWNLOADS

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN JANUARY AND DECEMBER 2021



#	MOBILE APP	COMPANY
01	TIKTOK ¹	BYTEDANCE
02	INSTAGRAM	META
03	FACEBOOK	META
04	WHATSAPP	META
05	TELEGRAM	TELEGRAM
06	SNAPCHAT	SNAP
07	FACEBOOK MESSENGER	META
08	ZOOM CLOUD MEETINGS	ZOOM
09	CAPCUT	BYTEDANCE
10	SPOTIFY	SPOTIFY

#	MOBILE GAME	COMPANY
01	GARENA FREE FIRE	SEA
02	SUBWAY SURFERS	SYBO
03	ROBLOX	ROBLOX
04	BRIDGE RACE	IRONSOURCE
05	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
06	PUBG MOBILE	TENCENT
07	LUDO KING	GAMETION
08	HAIR CHALLENGE	ZYNGA
09	AMONG US!	INNERSLOTH
10	JOIN CLASH 3D	IRONSOURCE

JAN
2022

APP ANNIE APP RANKING: CONSUMER SPEND

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN JANUARY AND DECEMBER 2021



#	MOBILE APP	COMPANY
01	TIKTOK ¹	BYTEDANCE
02	YOUTUBE	ALPHABET
03	TINDER	MATCH GROUP
04	DISNEY+	DISNEY
05	TENCENT VIDEO	TENCENT
06	PICCOMA	KAKAO
07	HBO MAX	AT&T
08	GOOGLE ONE	ALPHABET
09	TWITCH	AMAZON
10	BIGO LIVE	JOYY



#	MOBILE GAME	COMPANY
01	ROBLOX	ROBLOX
02	GENSHIN IMPACT	MIHOYO
03	COIN MASTER	MOON ACTIVE
04	HONOUR OF KINGS	TENCENT
05	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
06	PUBG MOBILE	TENCENT
07	POKÉMON GO	NIANTIC
08	UMA MUSUME PRETTY DERBY	CYBERAGENT
09	GAME FOR PEACE	TENCENT
10	HOMESCAPES	PLAYRIX



SOURCE: APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE [STATEOFMOBILE2022.COM](https://stateofmobile2022.com) FOR MORE DETAILS. **NOTES:** RANKING IS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN JANUARY AND DECEMBER 2021. VALUES FOR CHINA ONLY INCLUDE ACTIVITY ON THE APPLE IOS APP STORE. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING. **COMPARABILITY:** (1) VALUES FOR "TIKTOK" INCLUDE DOUYIN. NOTE THAT WE REPORT FIGURES FOR TIKTOK AND DOUYIN SEPARATELY ELSEWHERE IN THIS REPORT.

WE ARE SOCIAL'S PERSPECTIVE

APPS & MOBILE IN 2022**SHIFTS IN HOW WE'RE USING OUR PHONES****ON-THE-GO
CONSOLES**

The promise of imminent 5G connectivity continues to keep many global audiences on their toes. And while it hasn't rolled out everywhere, early successes from gaming developers speak to a future in which hand-held devices will need to work harder to support high octane gaming on a smaller screen. With titles like Genshin Impact already wildly successful and mobile esports taking off, screen size, memory capacity and more will see heightened expectations, as smartphones are reimagined as miniature consoles.

In 2022, brands will need to work harder to support specialist needs from gaming communities.

**PRE-EMPTIVE
PRIVACY**

Recent years have continued to see privacy scandals ebb and flow, but as such a monolithic problem, it can feel too big for one party to solve. Yet for mobile manufacturers, there are opportunities to offer users support at the ground floor. Enter: Apple's iOS 14. Designed to educate audiences around the privacy and empower them to make decisions around it, Apple is paving the way to a future in which T&Cs aren't hidden in miniature fonts at the end of agreements but broken into timely, transparent and easy to understand chunks.

In 2022, brands should take accountability for helping audiences understand how their data is used.

**PARING
BACK**

Amid a growing cynicism towards tech monopolies, major social platforms and the commercial culture they enable, many people are yearning for the simpler days of tech. While some are creating healthier social habits and others are virtue signalling with nostalgic accessories like wired headphones, simpler mobile devices are also having a moment: in 2021 blockbuster No Time To Die, even James Bond foregoes an iPhone in favour of a Nokia.

In 2022, brands should make it easier for people to simplify their digital lives.

GSMA

Intelligence

State of Mobile Internet Connectivity 2021

24%

For individuals to adopt mobile internet, they first need to be aware of it, know what the benefits are and understand how to use it. Yet **in 2020, almost one quarter of adults in surveyed countries were not aware of mobile internet.** More positively though, awareness has increased markedly over the past four years. In 2017, across the same surveyed countries, 45% of adults were not aware of mobile internet.

50%

More than half of mobile users that do not use mobile internet despite being aware of it reported literacy and digital skills as an important barrier that stops them from using the internet. **This barrier disproportionately affects women and people living in rural areas.**

69%

Watching free online video was one of the activities that consumers did much more of on their phones in 2020, along with making video calls and listening to music. **More than two thirds of mobile internet users watched online videos at least once a month,** compared to 59% in 2019. More generally, the diversity and frequency of online activities increased significantly following the onset of the Covid-19 pandemic.

GSMA Intelligence is the definitive source of insights, forecasts and research for the mobile industry

Get our full report: "The State of Mobile Internet Connectivity 2021"

gsmaintelligence.com

@GSMAi



ECOMMERCE

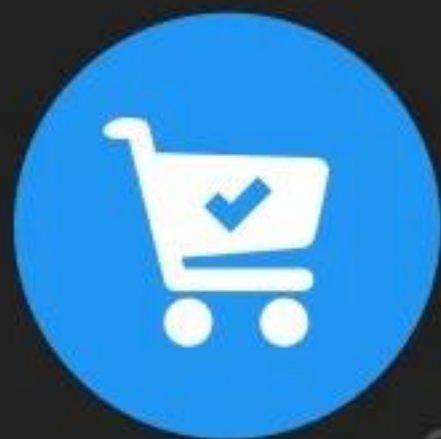
JAN
2022

WEEKLY ONLINE SHOPPING ACTIVITIES

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



PURCHASED A PRODUCT
OR SERVICE ONLINE



GW.

58.4%

ORDERED GROCERIES
VIA AN ONLINE STORE



28.3%

BOUGHT A SECOND-HAND
ITEM VIA AN ONLINE STORE



we
are
social

14.4%

USED AN ONLINE PRICE
COMPARISON SERVICE



GW.

24.6%

USED A BUY NOW,
PAY LATER SERVICE

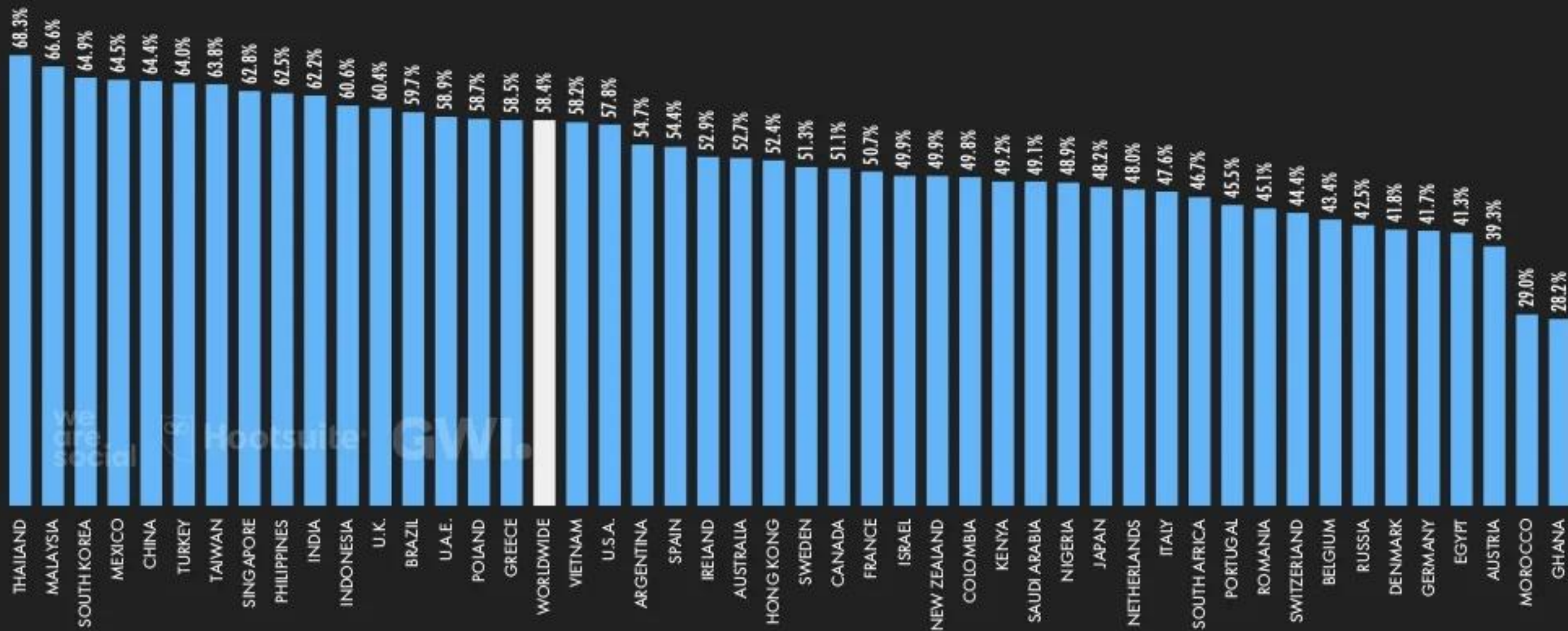


17.8%

JAN
2022

WEEKLY ONLINE PURCHASES

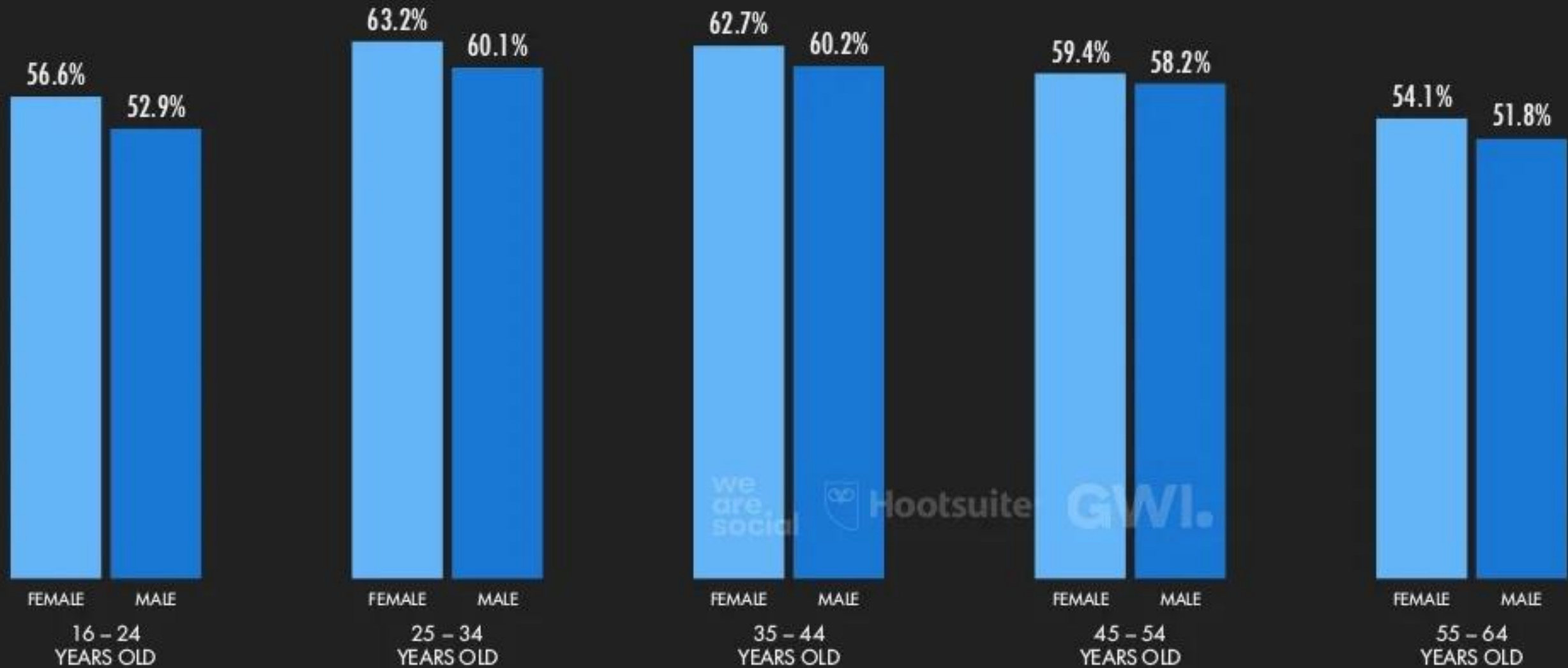
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BUY SOMETHING ONLINE EACH WEEK



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2022

WEEKLY ONLINE PURCHASES

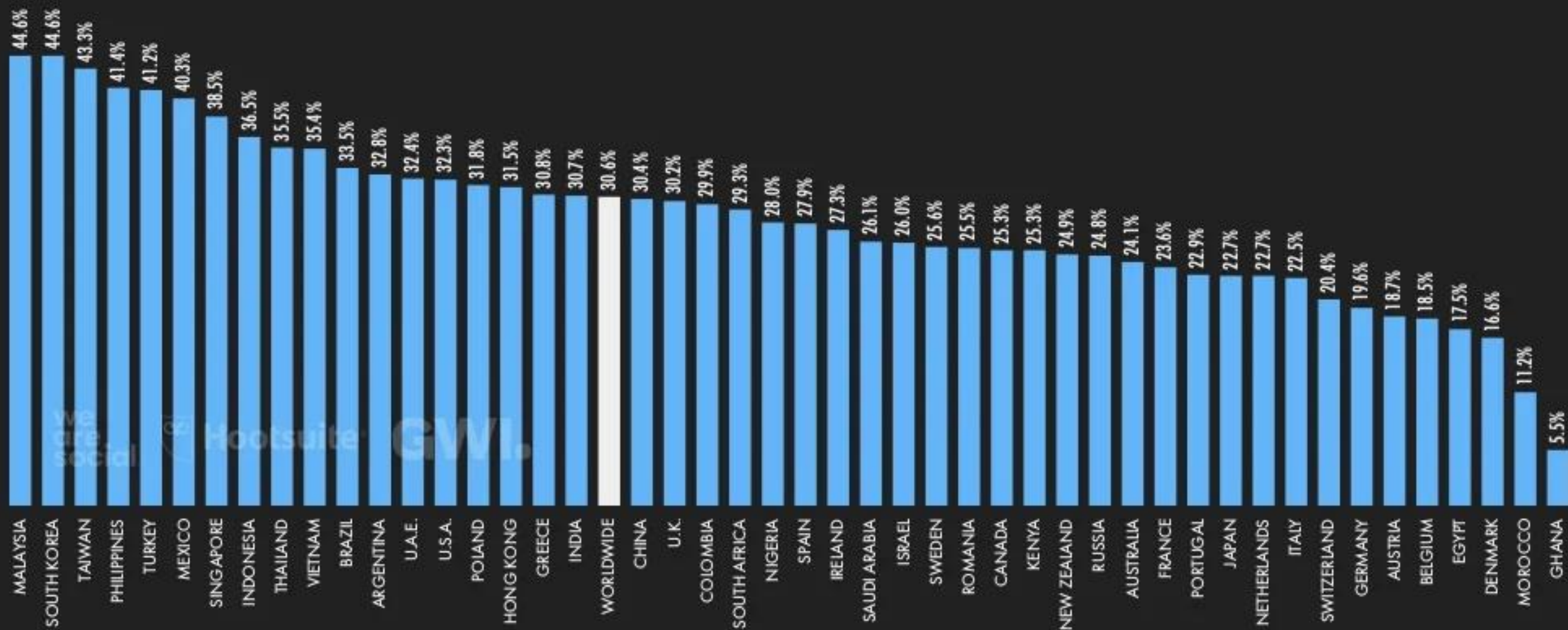
PERCENTAGE OF INTERNET USERS WHO BUY SOMETHING ONLINE EACH WEEK



JAN
2022

WEEKLY MOBILE COMMERCE PURCHASES

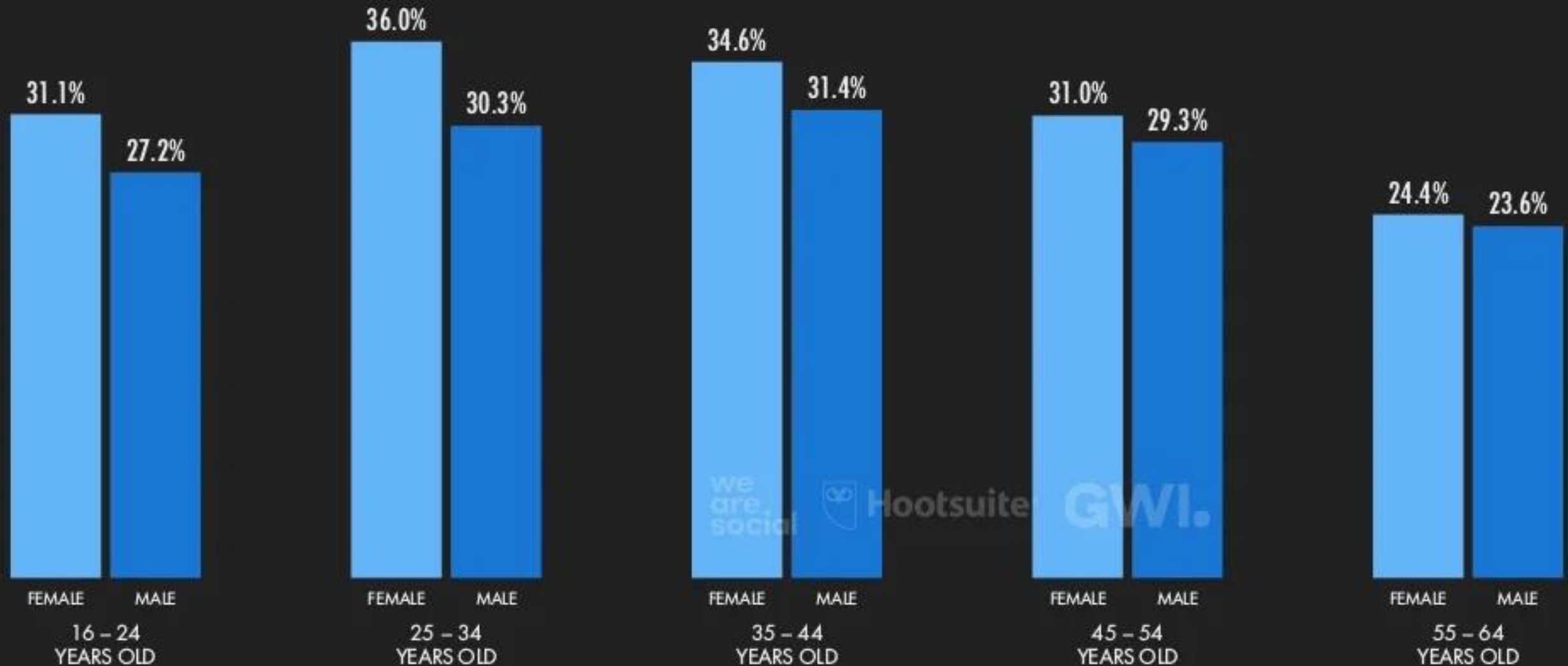
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BUY SOMETHING ONLINE EACH WEEK VIA A MOBILE PHONE



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2022

WEEKLY MOBILE COMMERCE PURCHASES

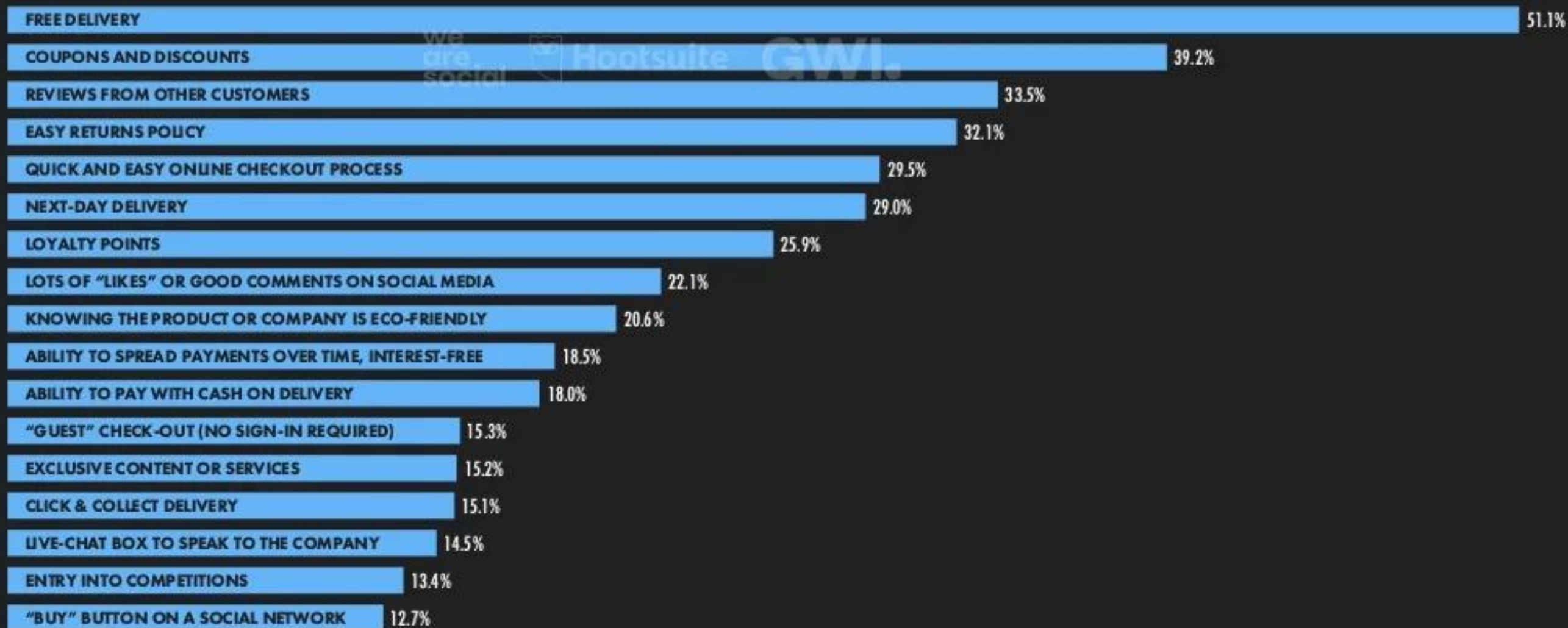
PERCENTAGE OF INTERNET USERS WHO BUY SOMETHING ONLINE EACH WEEK VIA A MOBILE PHONE



JAN
2022

ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE



JAN
2022

OVERVIEW OF CONSUMER GOODS ECOMMERCE

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



NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS VIA THE INTERNET



3.78
BILLION

YEAR-ON-YEAR CHANGE
+10% (+344 MILLION)

TOTAL ANNUAL SPEND
ON ONLINE CONSUMER
GOODS PURCHASES (USD)



\$3.85
TRILLION

YEAR-ON-YEAR CHANGE
+18% (+\$591 BILLION)

AVERAGE ANNUAL REVENUE
PER CONSUMER GOODS
ECOMMERCE USER (USD)



\$1,017

YEAR-ON-YEAR CHANGE
+7.4% (+\$69.92)

SHARE OF CONSUMER GOODS
ECOMMERCE SPEND ATTRIBUTABLE TO
PURCHASES MADE VIA MOBILE PHONES



60.1%

YEAR-ON-YEAR CHANGE
+1.0% (+62 BPS)

statista

we
are
social



SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** "CONSUMER GOODS" INCLUDE ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.



JAN
2022

ECOMMERCE: CONSUMER GOODS CATEGORIES

ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (U.S. DOLLARS, B2C ONLY)



ELECTRONICS



statista

**\$988.4
BILLION**

YEAR-ON-YEAR CHANGE
+13% (+\$110 BILLION)

FASHION



KEPIO

**\$904.5
BILLION**

YEAR-ON-YEAR CHANGE
+17% (+\$134 BILLION)

FURNITURE



statista

**\$436.8
BILLION**

YEAR-ON-YEAR CHANGE
+13% (+\$49 BILLION)

TOYS, HOBBY, DIY



**\$392.9
BILLION**

YEAR-ON-YEAR CHANGE
+18% (+\$59 BILLION)

PERSONAL & HOUSEHOLD CARE



we are social

**\$381.5
BILLION**

YEAR-ON-YEAR CHANGE
+21% (+\$66 BILLION)

FOOD



statista

**\$376.6
BILLION**

YEAR-ON-YEAR CHANGE
+38% (+\$103 BILLION)

BEVERAGES



we are social

**\$211.5
BILLION**

YEAR-ON-YEAR CHANGE
+35% (+\$55 BILLION)

PHYSICAL MEDIA



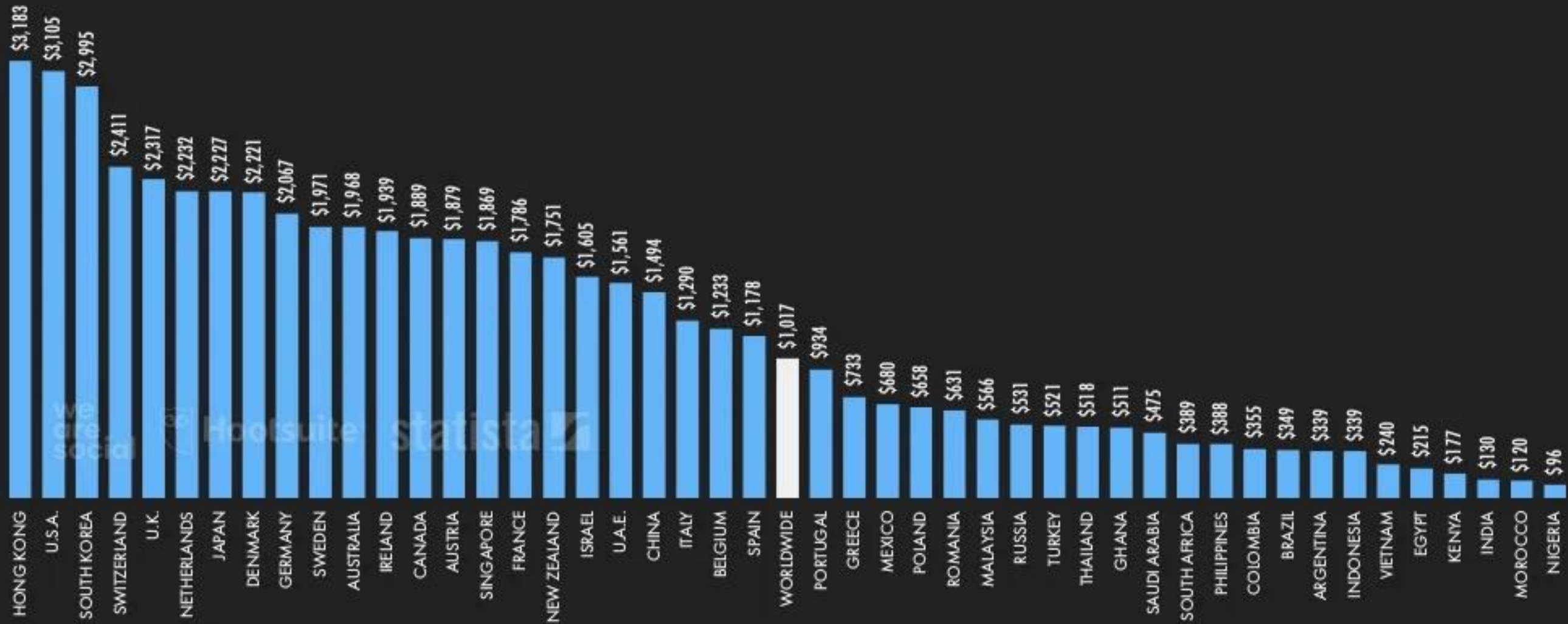
**\$155.0
BILLION**

YEAR-ON-YEAR CHANGE
+11% (+\$15 BILLION)

JAN
2022

CONSUMER GOODS ECOMMERCE ARPU

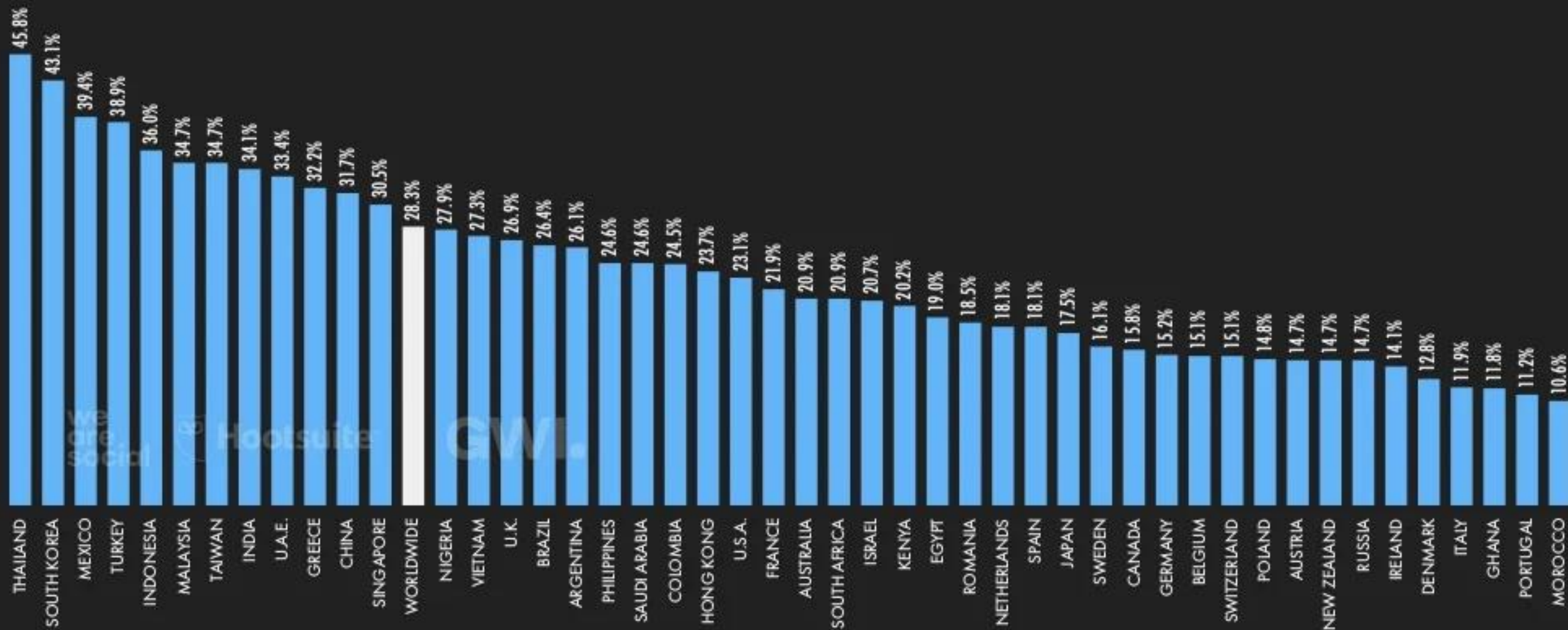
AVERAGE ANNUAL ONLINE REVENUE PER CONSUMER GOODS ECOMMERCE USER (U.S. DOLLARS)



JAN
2022

WEEKLY ONLINE GROCERY PURCHASES

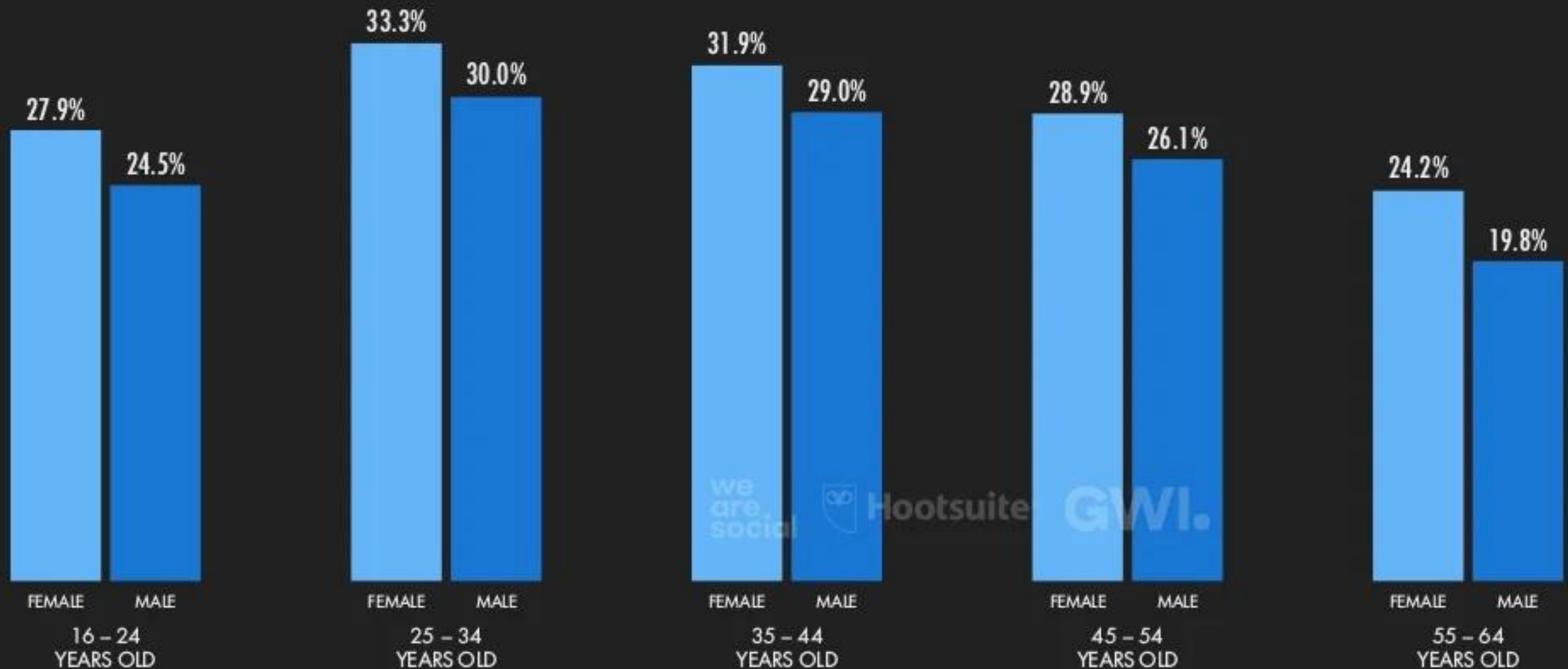
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BUY GROCERIES ONLINE EACH WEEK



JAN
2022

WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF INTERNET USERS WHO BUY GROCERIES ONLINE EACH WEEK



JAN
2022

ONLINE TRAVEL AND TOURISM

ANNUAL SPEND ON ONLINE TRAVEL AND TOURISM SERVICES (U.S. DOLLARS)



FLIGHTS



**\$173.2
BILLION**

YEAR-ON-YEAR CHANGE
+6.8% (+\$11 BILLION)

statista

CAR RENTALS



**\$41.82
BILLION**

YEAR-ON-YEAR CHANGE
+15% (+\$5.5 BILLION)



TRAINS



**\$41.65
BILLION**

YEAR-ON-YEAR CHANGE
-10% (-\$4.8 BILLION)

statista

LONG-DISTANCE BUSES



**\$5.30
BILLION**

YEAR-ON-YEAR CHANGE
-6.6% (-\$375 MILLION)

HOTELS



**\$142.2
BILLION**

YEAR-ON-YEAR CHANGE
+45% (+\$44 BILLION)

we
are
social

PACKAGE HOLIDAYS



**\$102.4
BILLION**

YEAR-ON-YEAR CHANGE
+59% (+\$38 BILLION)

statista

VACATION RENTALS



**\$39.92
BILLION**

YEAR-ON-YEAR CHANGE
+30% (+\$9.2 BILLION)



CRUISES



**\$1.58
BILLION**

YEAR-ON-YEAR CHANGE
+117% (+\$853 MILLION)

JAN
2022

ONLINE FOOD DELIVERY OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE FOOD DELIVERY SERVICES



NUMBER OF PEOPLE
ORDERING FOOD DELIVERY
VIA ONLINE PLATFORMS



statista

1.75
BILLION

YEAR-ON-YEAR CHANGE IN
THE NUMBER OF ONLINE
FOOD DELIVERY USERS



we
are
social

+18.9%
+277 MILLION

TOTAL ANNUAL VALUE
OF ONLINE FOOD
DELIVERY ORDERS (USD)



we
are
social

\$270.3
BILLION

YEAR-ON-YEAR CHANGE
IN THE VALUE OF ONLINE
FOOD DELIVERY ORDERS



statista

+19.6%
+\$44 BILLION

AVERAGE ANNUAL VALUE
OF ONLINE FOOD DELIVERY
ORDERS PER USER (USD)



\$155
YOY: **+0.6%**

JAN
2022

DIGITAL HEALTH OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE DEVICES AND SERVICES



NUMBER OF PEOPLE
USING DIGITAL HEALTH
DEVICES AND SERVICES



statista

3.26
BILLION

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF
DIGITAL HEALTH USERS



+8.9%
+267 MILLION

TOTAL ANNUAL
VALUE OF THE DIGITAL
HEALTH MARKET (USD)



statista

\$128.8
BILLION

YEAR-ON-YEAR CHANGE
IN THE VALUE OF THE
DIGITAL HEALTH MARKET



we
are
social

+23.5%
+\$24 BILLION

AVERAGE ANNUAL
SPEND ON DIGITAL
HEALTH PER USER (USD)



\$39.46
YOY: **+13%**



JAN
2022

DIGITAL MEDIA SPEND

ANNUAL SPEND ON DIGITAL MEDIA DOWNLOADS AND SUBSCRIPTIONS



TOTAL



statista

\$293.9
BILLION

YEAR-ON-YEAR CHANGE
+17% (+\$43 BILLION)

VIDEO GAMES



we
are
social

\$155.5
BILLION

YEAR-ON-YEAR CHANGE
+16% (+\$21 BILLION)

VIDEO-ON-DEMAND



we
are
social

\$85.76
BILLION

YEAR-ON-YEAR CHANGE
+21% (+\$15 BILLION)

EPUBLISHING

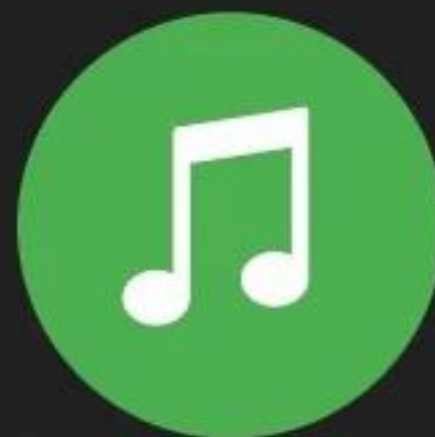


statista

\$27.59
BILLION

YEAR-ON-YEAR CHANGE
+12% (+\$2.9 BILLION)

DIGITAL MUSIC



statista

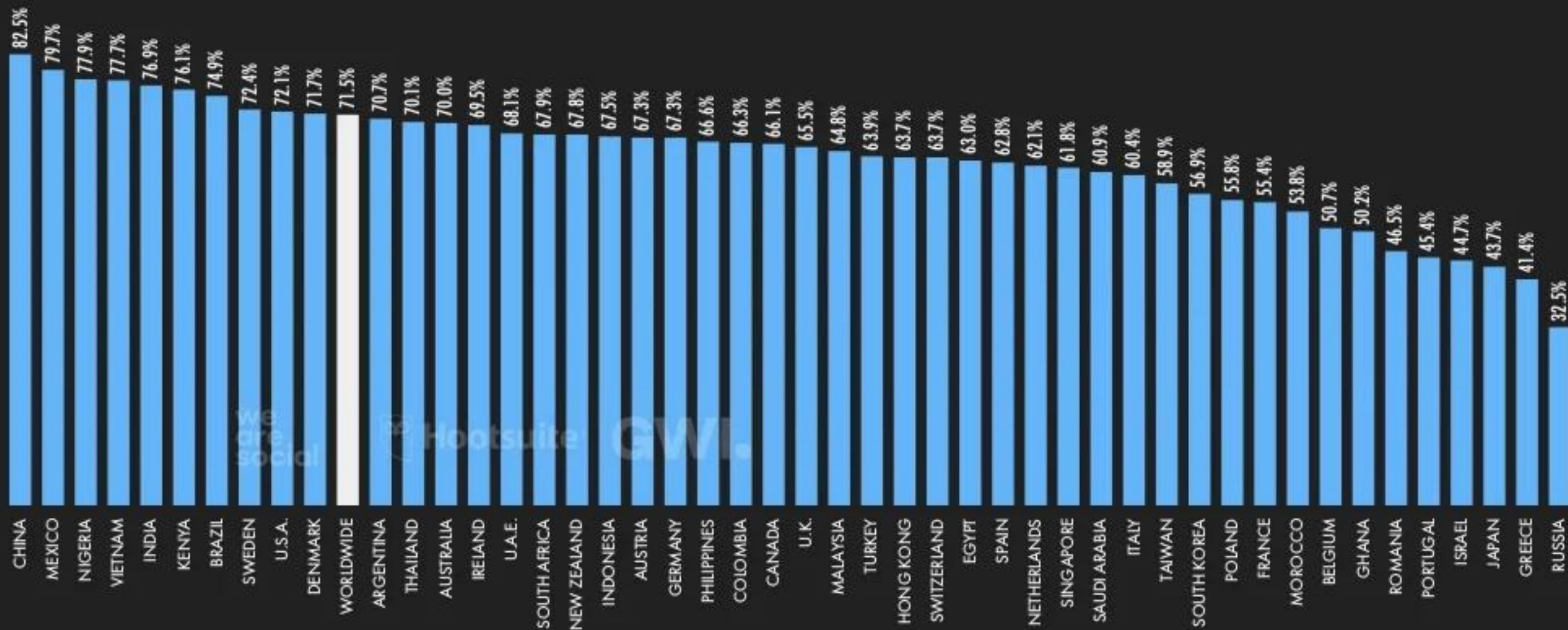
\$25.07
BILLION

YEAR-ON-YEAR CHANGE
+17% (+\$3.7 BILLION)

JAN
2022

DIGITAL CONTENT PURCHASES

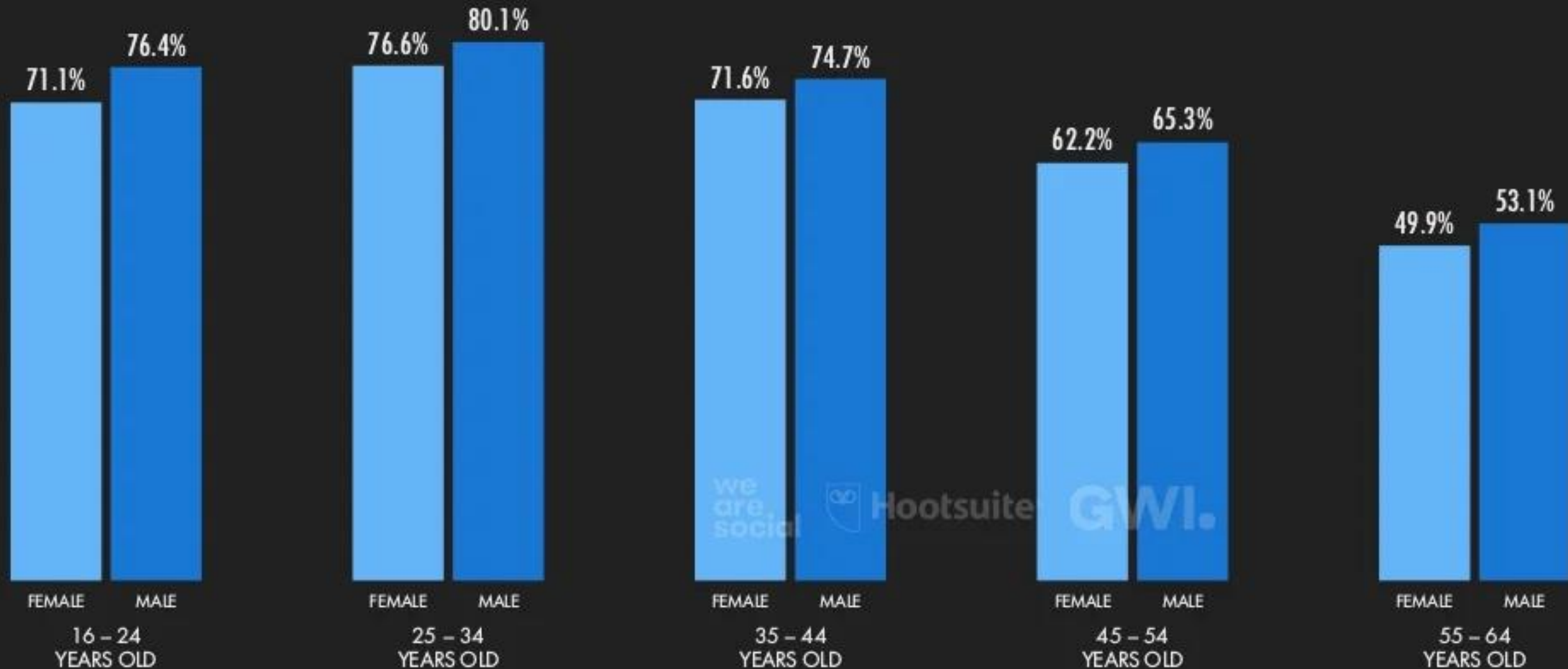
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR ANY KIND OF DIGITAL CONTENT EACH MONTH



JAN
2022

DIGITAL CONTENT PURCHASES

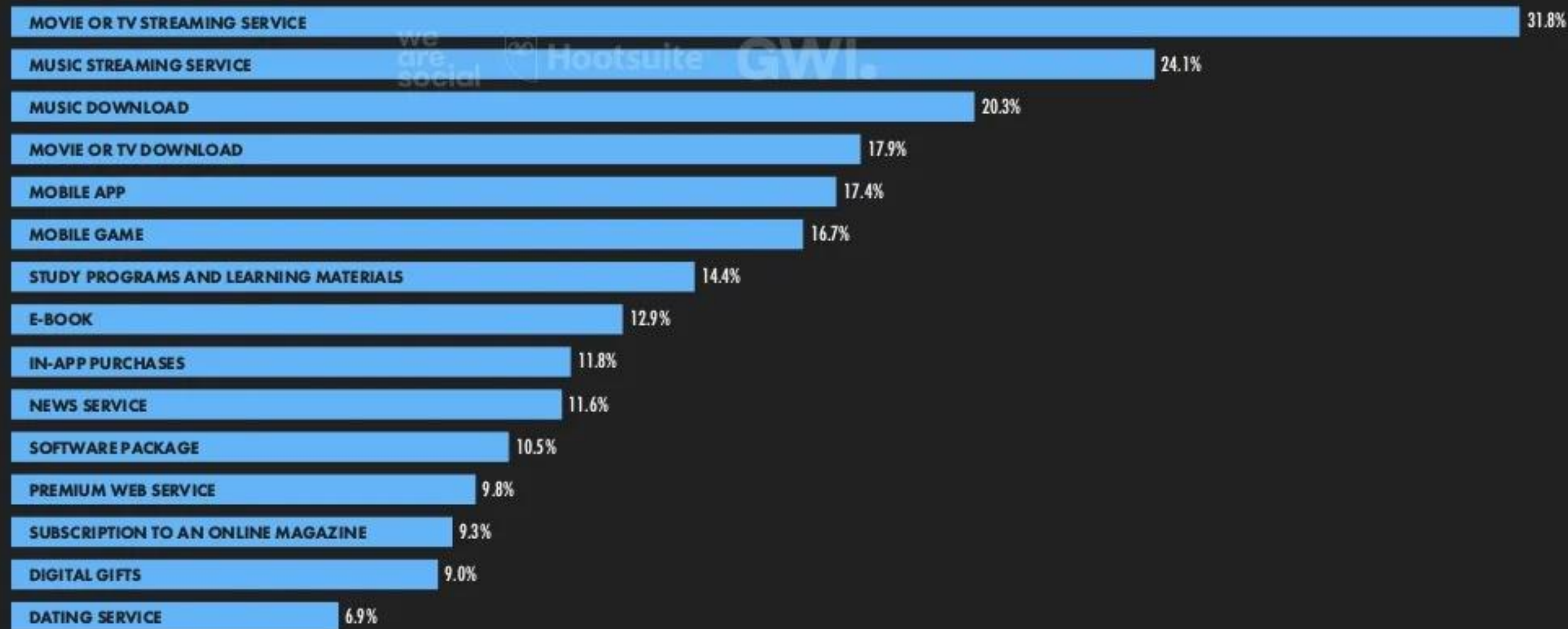
PERCENTAGE OF INTERNET USERS WHO PAY FOR ANY KIND OF DIGITAL CONTENT EACH MONTH



JAN
2022

DIGITAL CONTENT PURCHASES

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



JAN
2022

OVERVIEW OF CONSUMER DIGITAL PAYMENTS

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



NUMBER OF
PEOPLE MAKING
DIGITAL PAYMENTS



statista

3.82
BILLION

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF PEOPLE
MAKING DIGITAL PAYMENTS



+10.0%
+348 MILLION

TOTAL ANNUAL VALUE
OF DIGITAL PAYMENT
TRANSACTIONS (USD)



statista

\$6.75
TRILLION

YEAR-ON-YEAR CHANGE
IN THE VALUE OF DIGITAL
PAYMENT TRANSACTIONS



we
are
social

+24.5%
+\$1.3 TRILLION

AVERAGE ANNUAL VALUE
OF DIGITAL PAYMENTS
PER USER (USD)

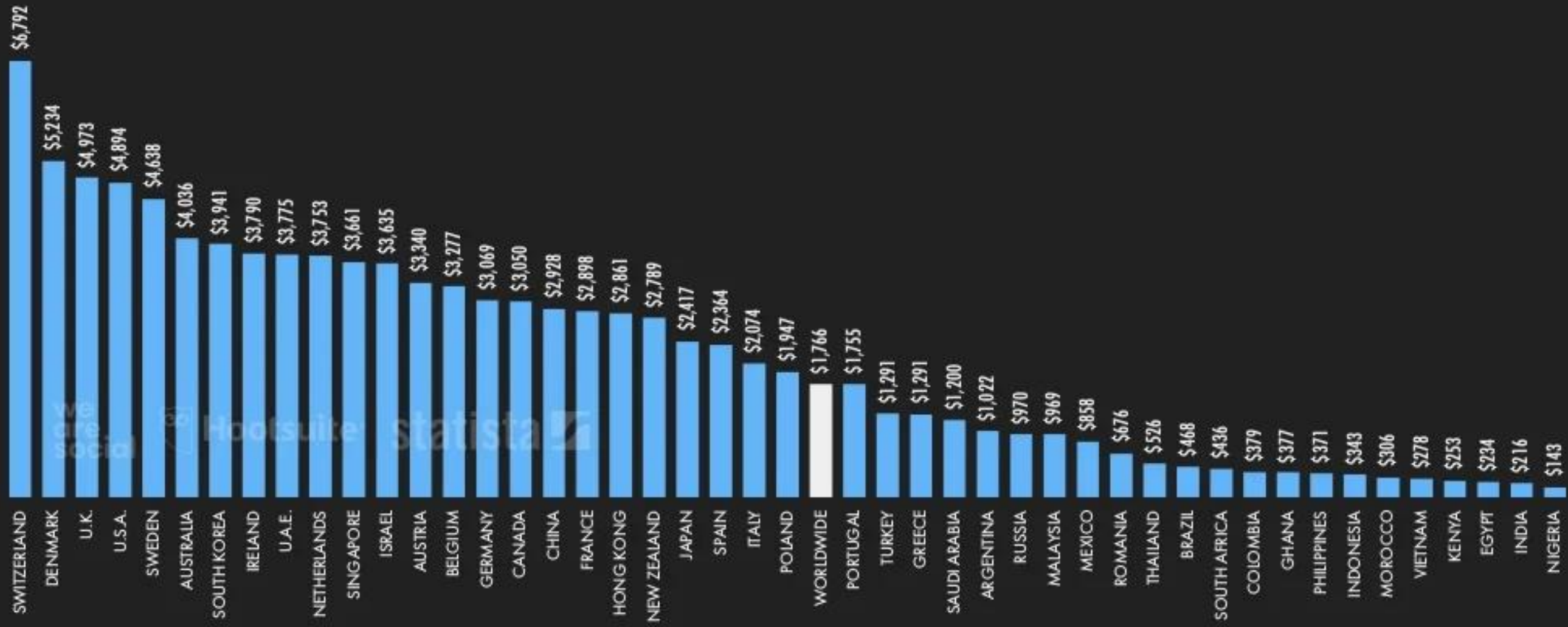


\$1,766
YOY: +13%

JAN
2022

DIGITAL PAYMENTS ARPU

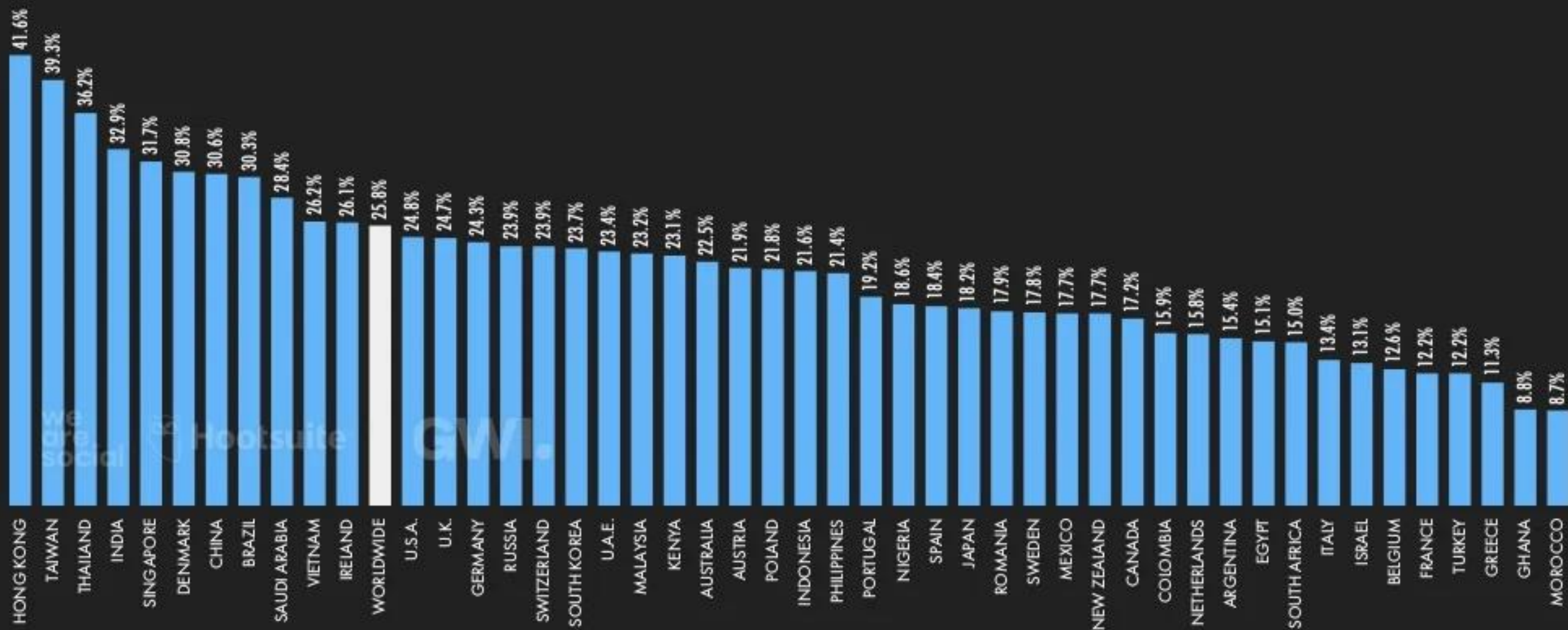
AVERAGE ANNUAL VALUE OF CONSUMER DIGITAL PAYMENTS PER USER (U.S. DOLLARS)



JAN
2022

USE OF MOBILE PAYMENT SERVICES

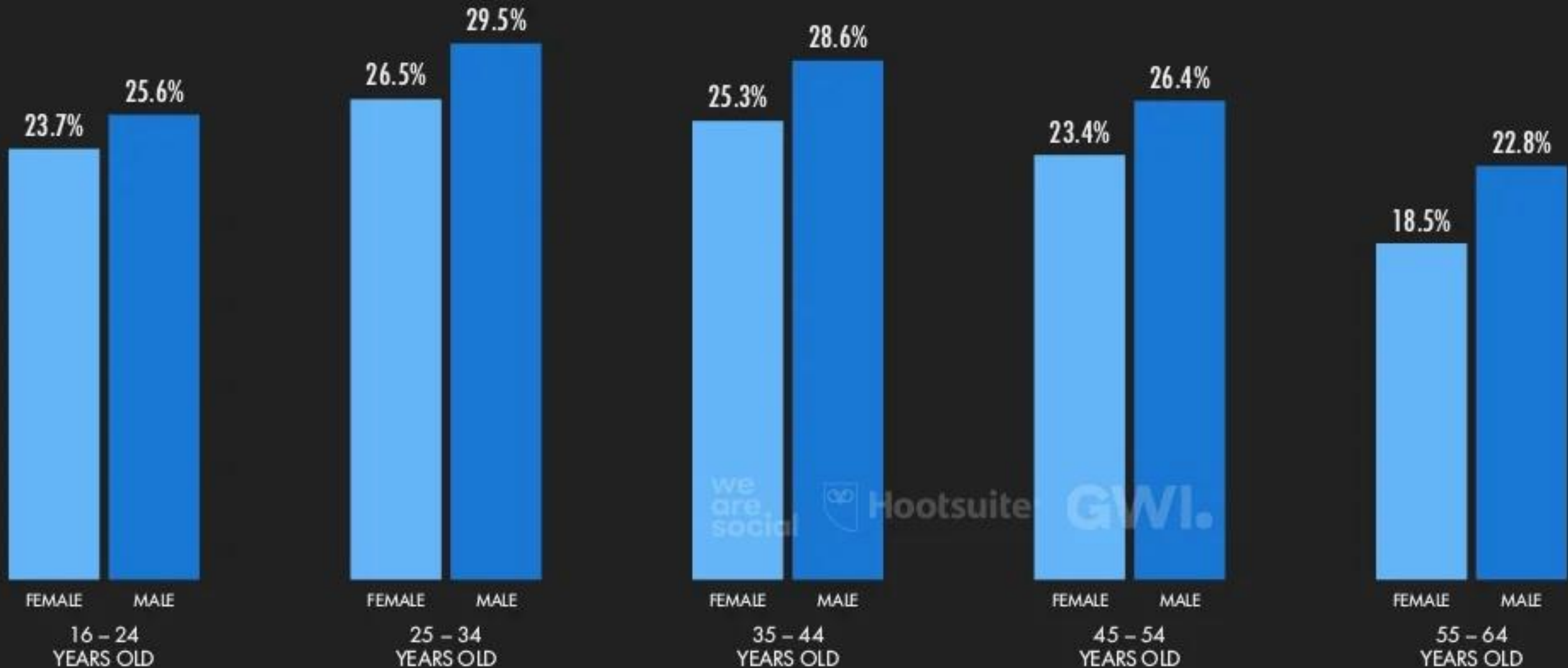
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE MOBILE PAYMENT SERVICES (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH



JAN
2022

USE OF MOBILE PAYMENT SERVICES

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



WE ARE SOCIAL'S PERSPECTIVE

E-COMMERCE IN 2022**SHIFTS IN HOW WE SHOP AND SPEND ON SOCIAL****NEW MATERIALISTS**

From NFTs to designer Fortnite skins, a growing number of people are seeing the value of digital goods and putting hard cash behind them, including the 33% of Gen Zers who have invested in digital clothing. As online ownership is normalised, the status symbol is being redefined for a life lived more online.

In 2022, brands should be exploring the role virtual spaces will play in selling both physical and digital products.

VIDEO SHOWROOMS

Retail innovation had already been forced upon brands at the hands of the pandemic. But the mainstreaming of video-first platforms like Twitch and TikTok have further increased people's expectations of shoppable content. It's no longer enough for the journey from feed to basket to be seamless. It's also got to be immersive and multi-sensory. Through shoppable videos and live channels, people want brands to work harder to put products into context online.

In 2022, brands should be exploring the role video can play in the lower end of the funnel, and what kind of talent can land it.

DELAYED PAYMENTS

With major retailers from ASOS to Amazon launching or partnering with 'Buy Now, Pay Later' initiatives, online shopping is on the brink of a new era of frictionless purchases in which delivery times grow ever shorter, while actually cashing out for a product feels like a distant future. While major providers are addressing the ethics of this further normalisation of credit in their communications, this feature is set to become a mainstay in e-commerce.

In 2022, brands should work to ensure their customers are well-versed in the long-term impact of these new offerings.



THE FUTURE OF COMMERCE

Shopify's Future of Commerce 2022 report offers an unparalleled view into what's ahead in ecommerce, retail, and shipping and logistics—based on data from the Shopify platform, which supports more than 1.7 million Shopify merchants, and on analysis of exclusive global survey data from businesses and consumers.

Bring the future into focus with Shopify, a leading provider of essential internet infrastructure for commerce.

[Read report](#)

The future of ecommerce

As data and privacy regulations risk impacting customer acquisition and retention, brands will experiment with new ways to deepen direct relationships with customers. Expect growth in live shopping, non-fungible tokens (NFTs), private communities, VIP events, and more.

The future of retail

More digitally native brands will expand into physical retail than ever before, leading to a whole new phase of multichannel shopping that meets the needs of today's shoppers. Changing consumer expectations will also push brands to transform retail staff roles into experiential hosts.

The future of shipping & logistics

Continuing supply chain vulnerabilities will force merchants to modify their fulfillment strategies in order to meet the all-important delivery promise to customers. These investments will be defined by an emphasis on social and environmental impact across the supply chain.

40%

Of brands will invest more in customer loyalty and connection

55%

Of consumers want to be able to browse products online and see how many are available in stores

53%

Of brands are making sustainability a top priority in the year ahead

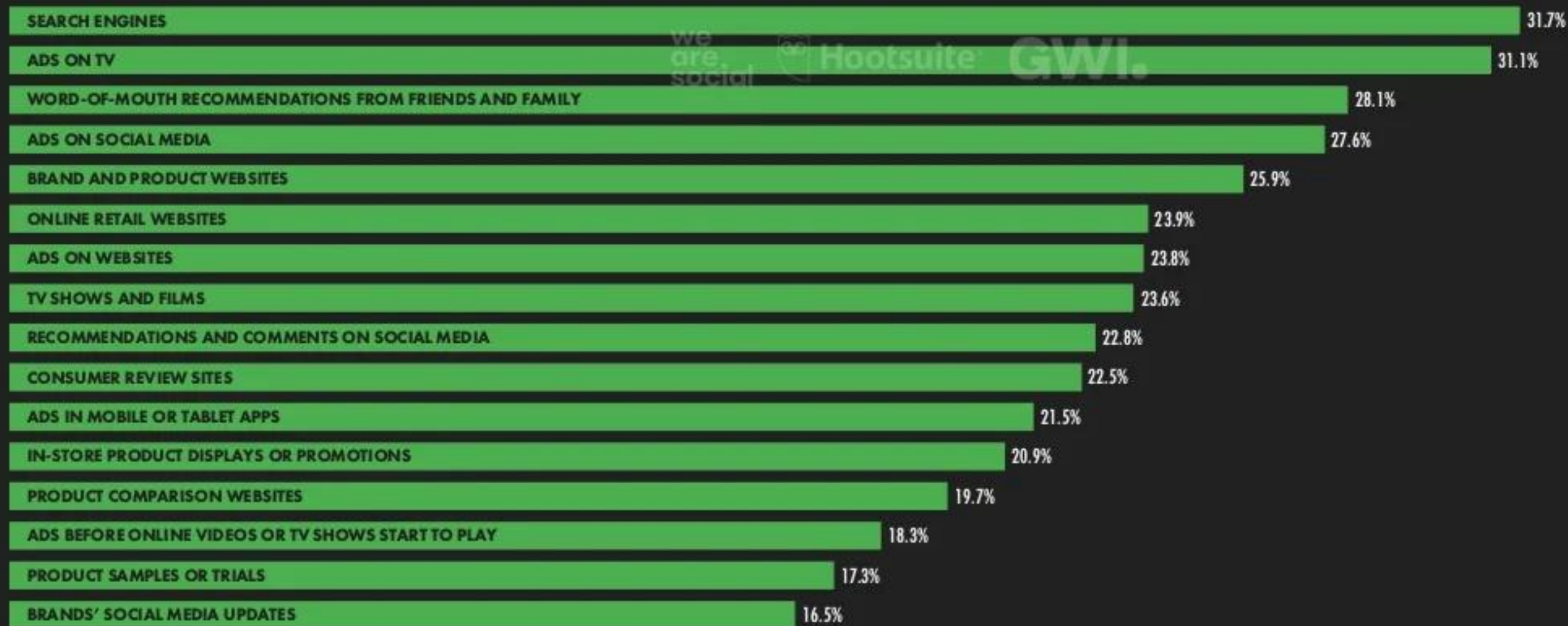


DIGITAL MARKETING

JAN
2022

SOURCES OF BRAND DISCOVERY

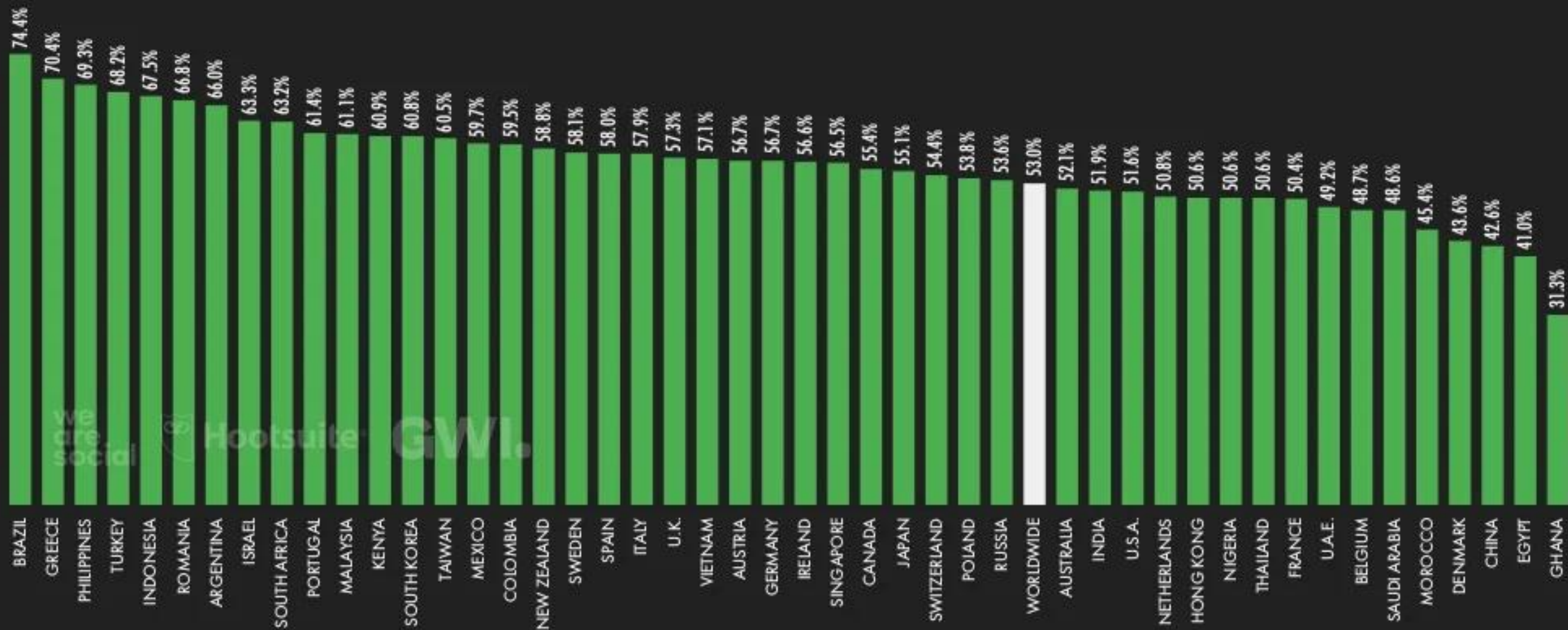
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



JAN
2022

ONLINE BRAND RESEARCH

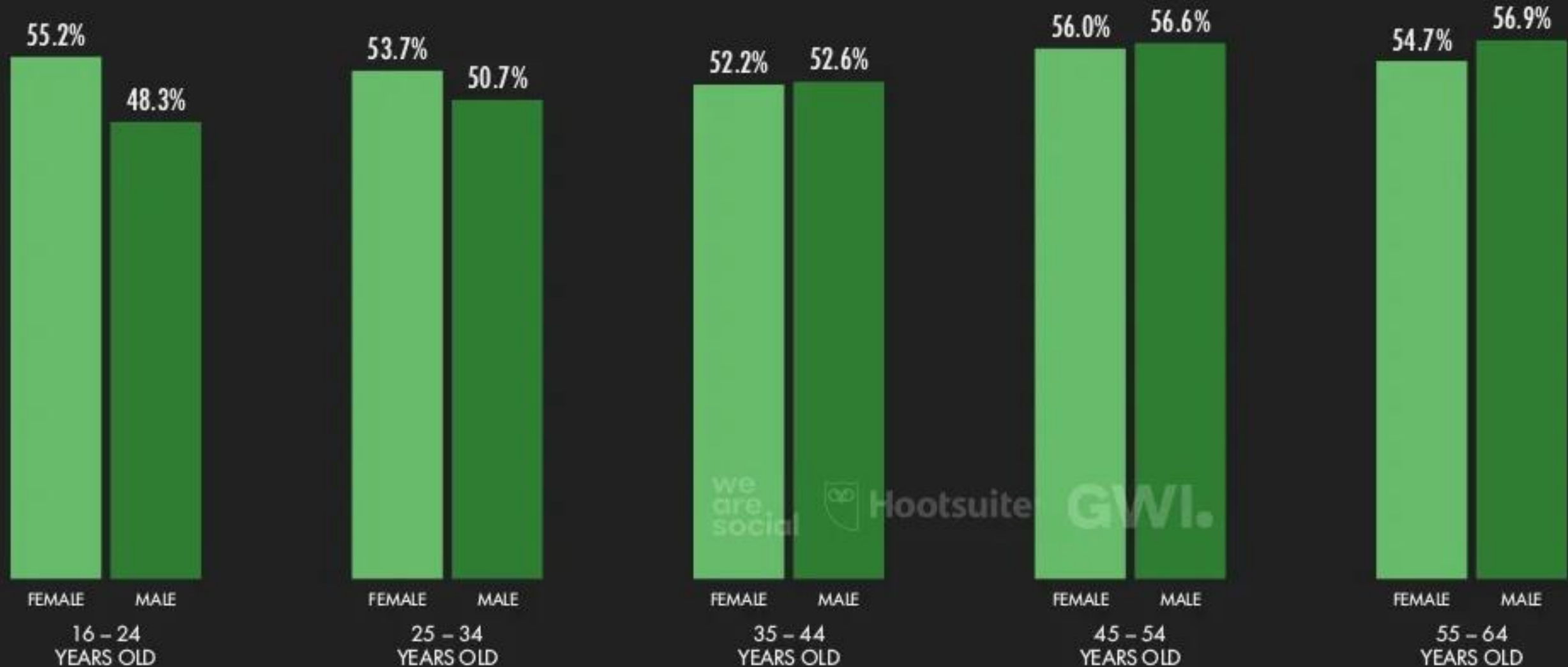
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO RESEARCH BRANDS, PRODUCTS, AND SERVICES ONLINE BEFORE MAKING A PURCHASE



JAN
2022

ONLINE BRAND RESEARCH

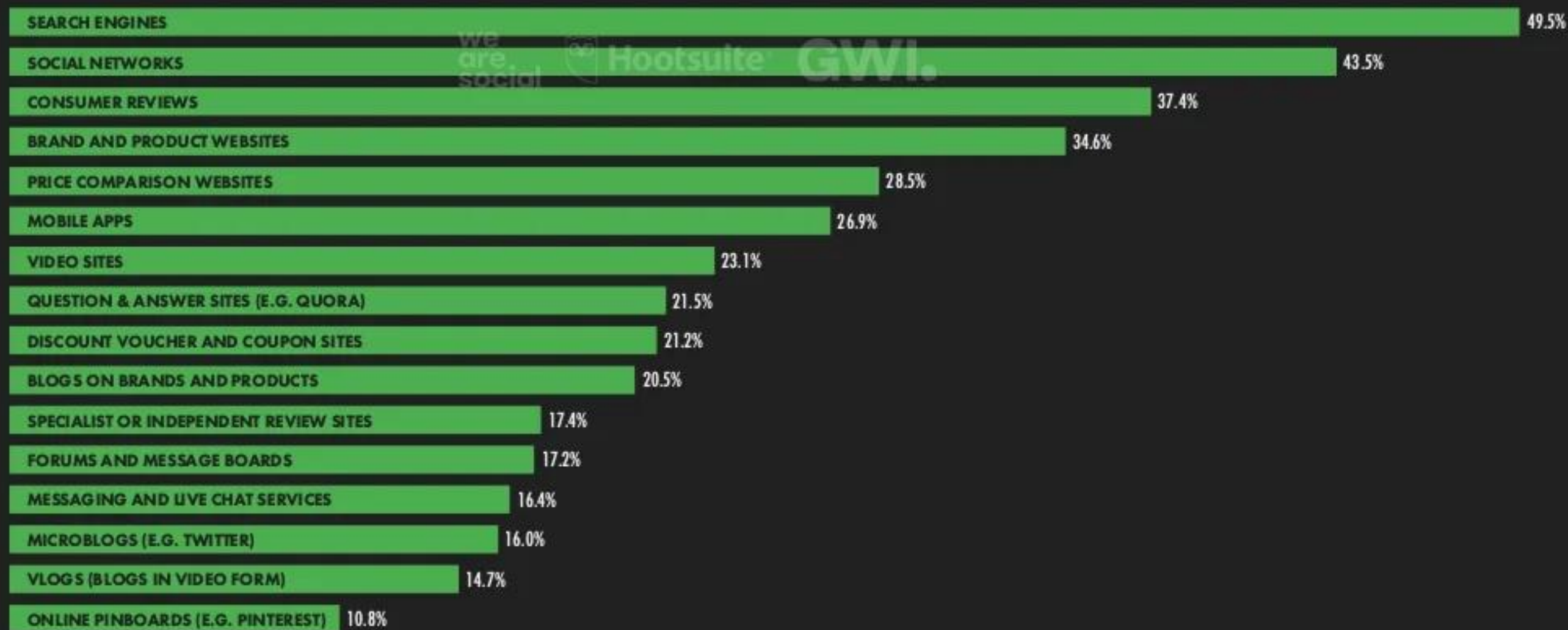
PERCENTAGE OF **INTERNET USERS** WHO RESEARCH BRANDS, PRODUCTS, AND SERVICES ONLINE BEFORE MAKING A PURCHASE



JAN
2022

MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS



JAN
2022

TOP CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS



16 TO 24
YEARS OLD

SEARCH ENGINES

46.1%

SOCIAL NETWORKS

49.6%

25 TO 34
YEARS OLD

SEARCH ENGINES

47.9%

SOCIAL NETWORKS

46.8%

35 TO 44
YEARS OLD

SEARCH ENGINES

49.4%

SOCIAL NETWORKS

42.9%

45 TO 54
YEARS OLD

SEARCH ENGINES

54.1%

SOCIAL NETWORKS

36.1%

55 TO 64
YEARS OLD

SEARCH ENGINES

57.0%

SOCIAL NETWORKS

28.4%

we
are
social



Hootsuite

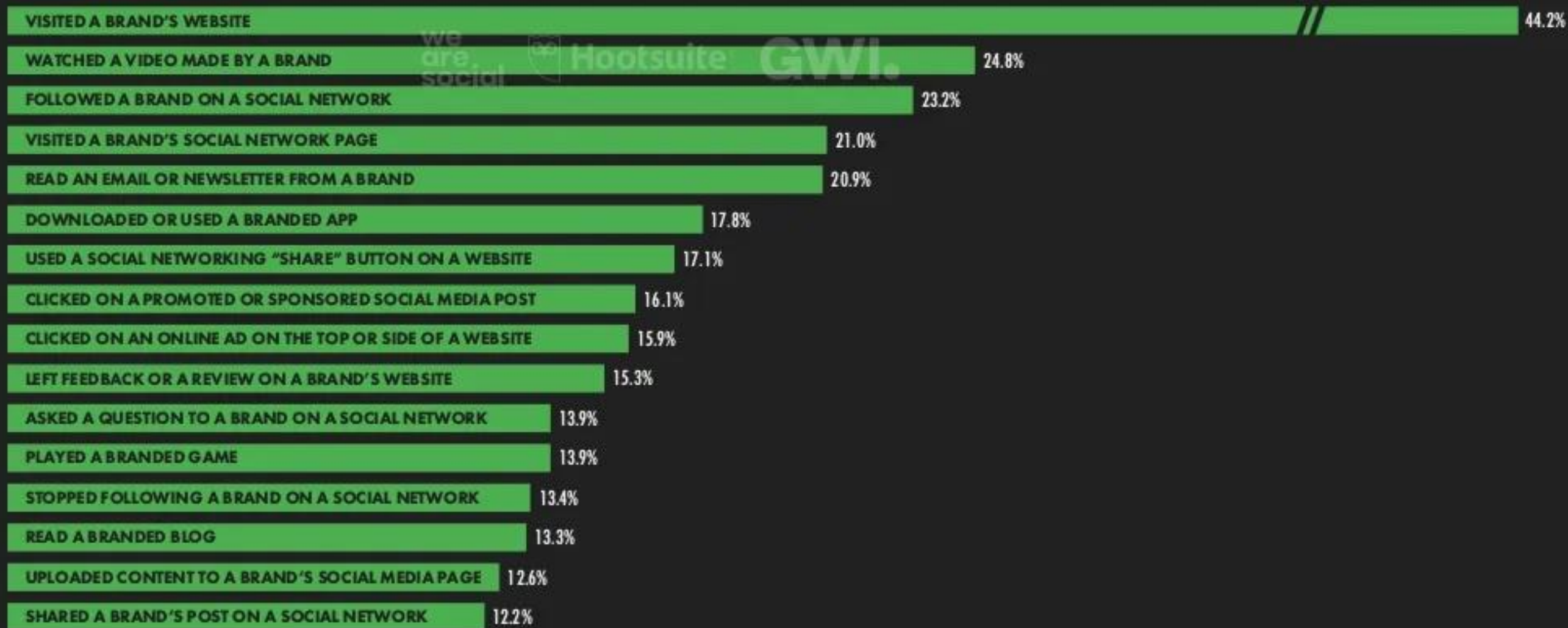
GW.



JAN
2022

ONLINE BRAND INTERACTIONS

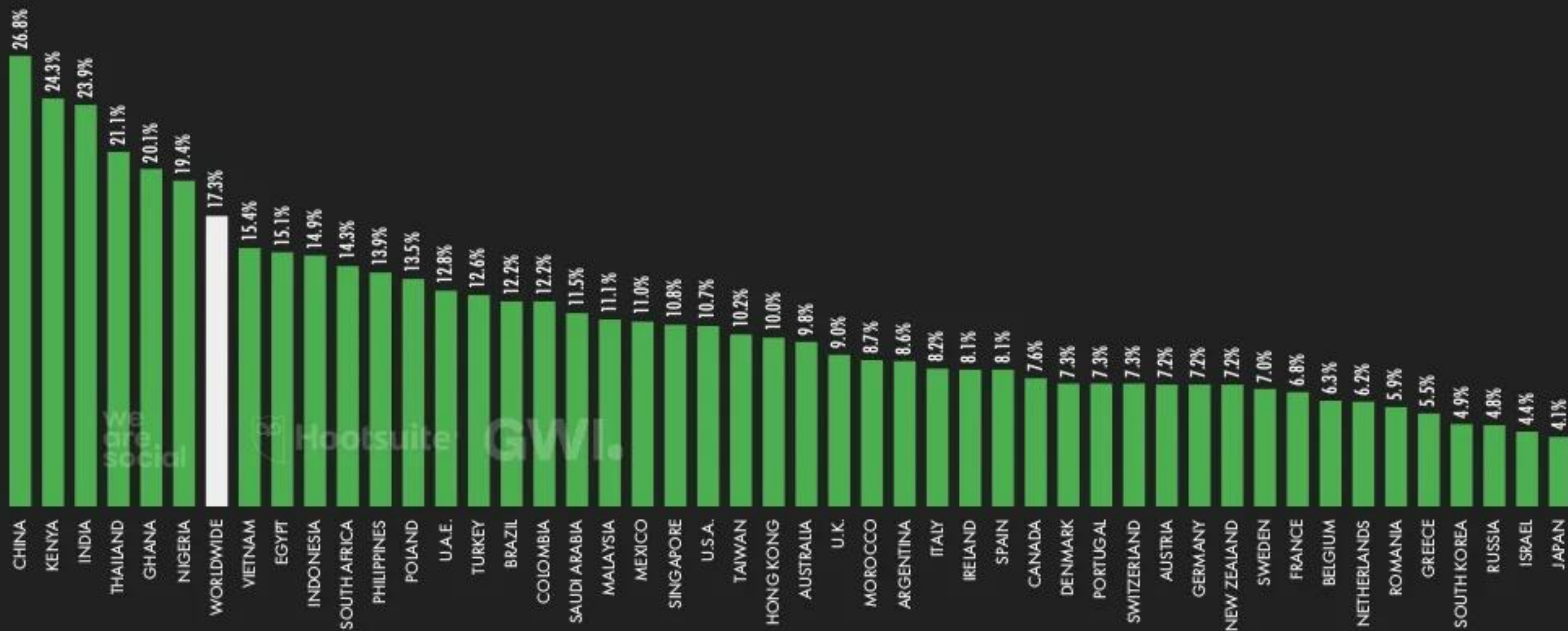
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH ACTION EACH MONTH



JAN
2022

REPRESENTATIVENESS OF ADVERTISING

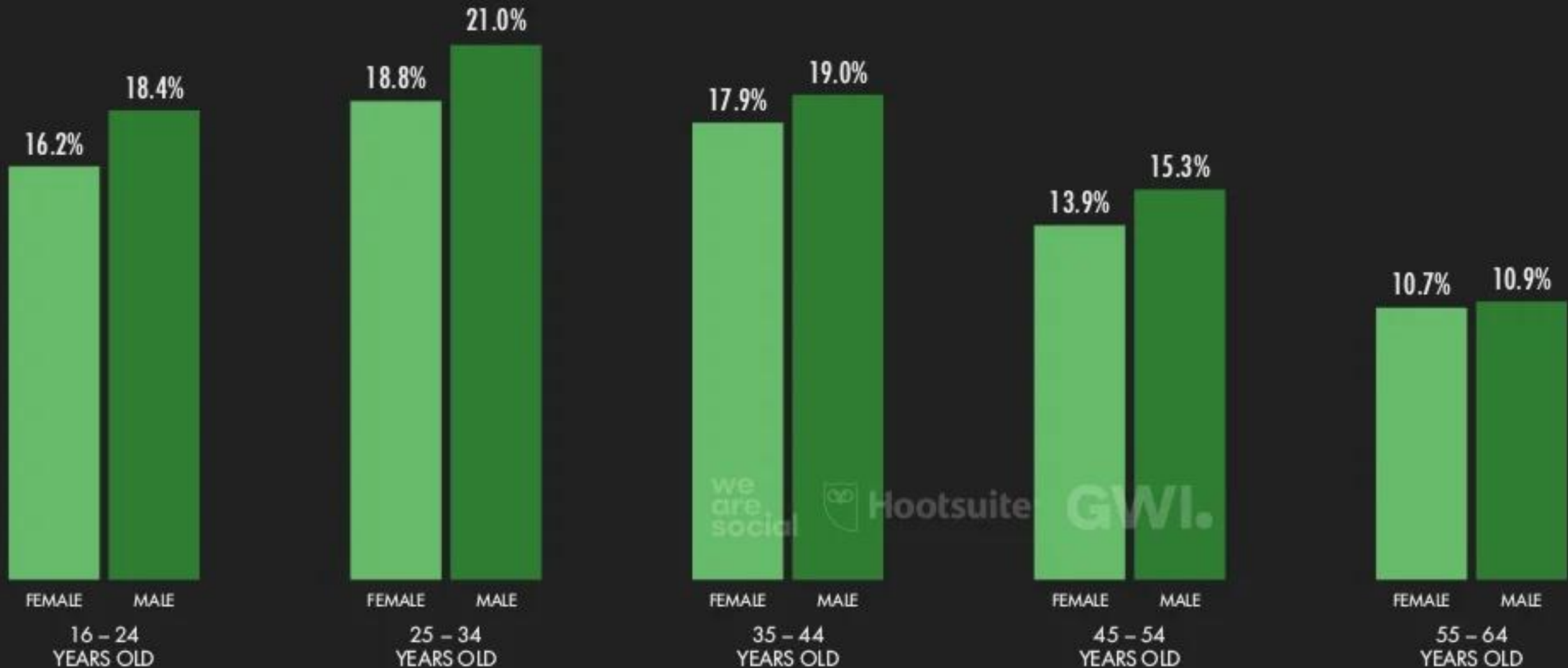
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE, REGARDLESS OF CHANNEL OR MEDIUM



JAN
2022

REPRESENTATIVENESS OF ADVERTISING

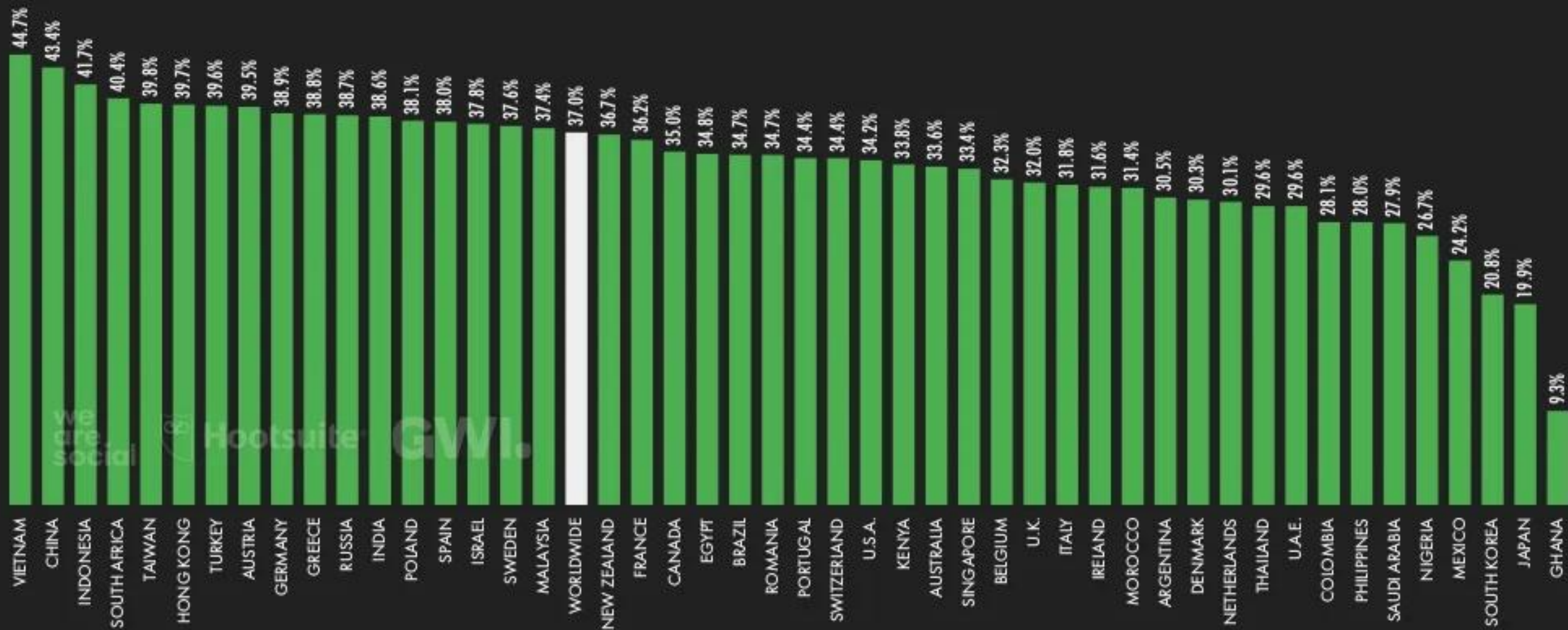
PERCENTAGE OF **INTERNET USERS** WHO FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE, REGARDLESS OF CHANNEL OR MEDIUM



JAN
2022

USE OF AD BLOCKERS

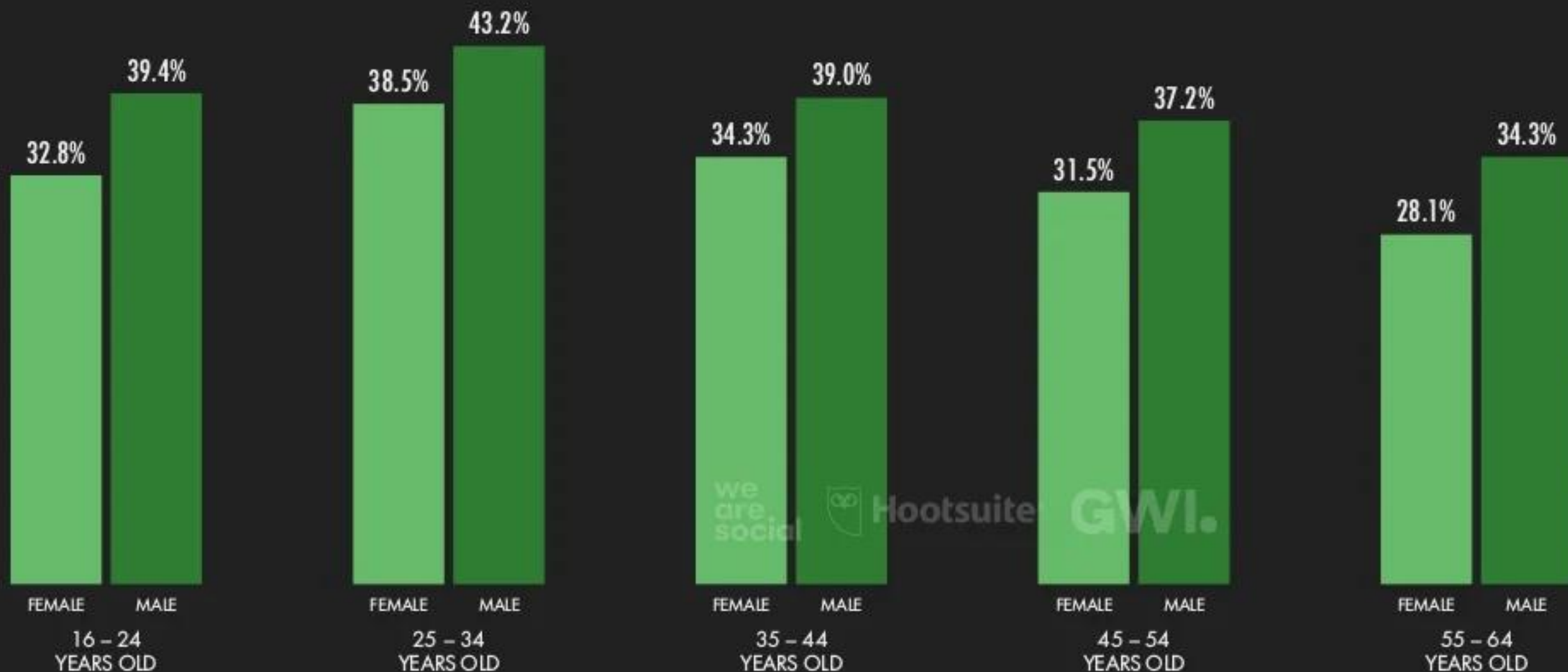
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE TOOLS TO BLOCK ADVERTISING FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES



JAN
2022

USE OF AD BLOCKERS

PERCENTAGE OF **INTERNET USERS** WHO USE TOOLS TO BLOCK ADVERTISING FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES



JAN
2022

REASONS FOR USING AD BLOCKERS

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE AD-BLOCKING TOOLS



THERE ARE TOO MANY ADS

62.1%

ADS GET IN THE WAY

55.3%

TO PROTECT MY PRIVACY

41.2%

ADS AREN'T RELEVANT TO ME

40.8%

TO STOP INAPPROPRIATE CONTENT BEING SHOWN

40.8%

TO IMPROVE MY DEVICE'S PERFORMANCE (E.G. PAGE LOAD TIMES)

34.6%

TO STOP COMPANIES COLLECTING MY PERSONAL DATA

28.8%

1.4% OTHER

JAN
2022

VALUE OF THE DIGITAL ADVERTISING MARKET

ANNUAL SPEND ON DIGITAL ADVERTISING, WITH DETAIL BY ADVERTISING FORMAT (U.S. DOLLARS)



TOTAL



statista

\$465.5
BILLION

YEAR-ON-YEAR CHANGE
+17% (+\$67 BILLION)

SEARCH ADS



statista

\$182.4
BILLION

YEAR-ON-YEAR CHANGE
+17% (+\$27 BILLION)

BANNER ADS



we
are
social

\$170.0
BILLION

YEAR-ON-YEAR CHANGE
+12% (+\$19 BILLION)

VIDEO ADS



statista

\$92.19
BILLION

YEAR-ON-YEAR CHANGE
+21% (+\$16 BILLION)

CLASSIFIEDS



\$20.10
BILLION

YEAR-ON-YEAR CHANGE
+9.5% (+\$1.7 BILLION)

JAN
2022

SOCIAL MEDIA ADVERTISING OVERVIEW

SOCIAL MEDIA'S SHARE OF THE DIGITAL ADVERTISING MARKET



SOCIAL MEDIA'S SHARE
OF TOTAL DIGITAL
ADVERTISING SPEND



statista

33.1%

YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA'S SHARE OF TOTAL
DIGITAL ADVERTISING SPEND



+0.5%
+15 BPS

ANNUAL SPEND
ON SOCIAL MEDIA
ADVERTISING (USD)



we
are
social

\$154.0
BILLION

YEAR-ON-YEAR CHANGE
IN SOCIAL MEDIA
ADVERTISING SPEND



+17.4%
+\$23 BILLION



JAN
2022

SEARCH ADVERTISING: IMPRESSIONS & CTR

TOTAL PAID ONLINE **SEARCH** AD IMPRESSIONS (REPORTED AS AN INDEX), AND AVERAGE SEARCH AD CLICK-THROUGH RATE (CTR)



SOURCE: SKAI. **NOTES:** GREEN BARS SHOW TOTAL SEARCH AD IMPRESSIONS IN EACH QUARTER AS AN INDEX OF TOTAL SEARCH AD IMPRESSIONS IN THE LEFTMOST QUARTER. VALUES IN GREEN CIRCLES SHOW CLICK-THROUGH RATE ON SEARCH ADS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SEARCH AD IMPRESSIONS. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

JAN
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SEARCH ADVERTISING: AVERAGE CPC

AVERAGE COST-PER-CLICK OF PAID ONLINE SEARCH ADS



SOURCE: SKAI. **NOTES:** GREEN BARS SHOW AVERAGE SEARCH AD COST-PER-CLICK. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN AVERAGE SEARCH AD COST-PER-CLICK. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

JAN
2022

SEARCH ADVERTISING: TOTAL SPEND

TOTAL AMOUNT SPENT ON PAID ONLINE **SEARCH** AD PLACEMENTS (REPORTED AS AN INDEX)



SOURCE: SKAI. **NOTES:** GREEN BARS SHOW TOTAL SEARCH AD SPEND IN EACH QUARTER AS AN INDEX OF TOTAL SEARCH AD SPEND IN THE LEFTMOST QUARTER. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SEARCH AD SPEND. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

JAN
2022

SOCIAL MEDIA ADVERTISING: IMPRESSIONS & CTR

TOTAL PAID SOCIAL MEDIA AD IMPRESSIONS (REPORTED AS AN INDEX), AND AVERAGE SOCIAL MEDIA AD CLICK-THROUGH RATE (CTR)



SOURCE: SKAI. **NOTES:** GREEN BARS SHOW TOTAL SOCIAL MEDIA AD IMPRESSIONS IN EACH QUARTER AS AN INDEX OF TOTAL SOCIAL MEDIA AD IMPRESSIONS IN THE LEFTMOST QUARTER. VALUES IN GREEN CIRCLES SHOW CLICK-THROUGH RATE ON SOCIAL MEDIA ADS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SOCIAL MEDIA AD IMPRESSIONS. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

JAN
2022

SOCIAL MEDIA ADVERTISING: AVERAGE CPM

AVERAGE COST PER 1,000 PAID SOCIAL MEDIA AD IMPRESSIONS (CPM)

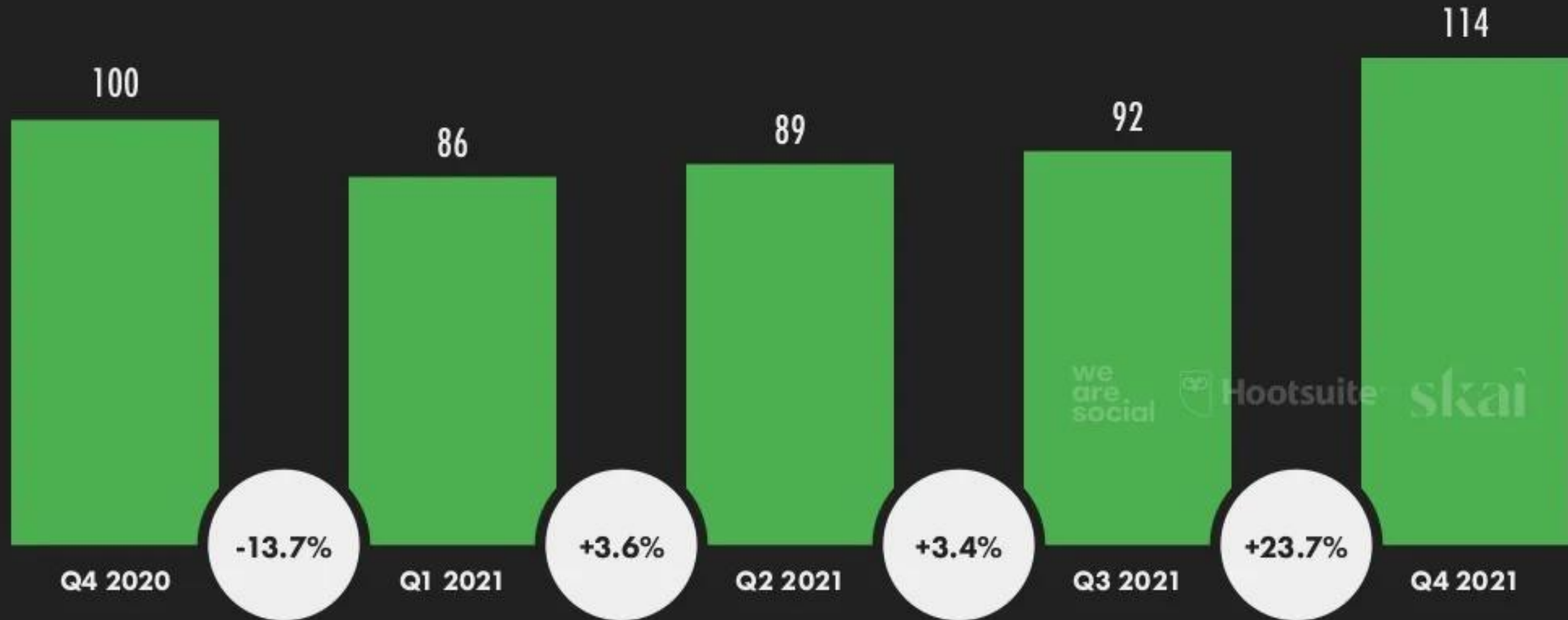


SOURCE: SKAI. **NOTES:** GREEN BARS SHOW THE AVERAGE COST OF 1,000 SOCIAL MEDIA AD IMPRESSIONS (CPM). VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN AVERAGE SOCIAL MEDIA AD CPM. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

JAN
2022

SOCIAL MEDIA ADVERTISING: TOTAL SPEND

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



SOURCE: SKAI. **NOTES:** GREEN BARS SHOW TOTAL SOCIAL MEDIA AD SPEND IN EACH QUARTER AS AN INDEX OF TOTAL SOCIAL MEDIA AD SPEND IN THE LEFTMOST QUARTER. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SOCIAL MEDIA AD SPEND. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

JAN
2022

SHARE OF THE DIGITAL ADVERTISING MARKET

SHARE OF WORLDWIDE DIGITAL AD SPEND ATTRIBUTABLE TO THE INDUSTRY'S LARGEST PLAYERS



GLOBAL SPEND ON
DIGITAL ADVERTISING



\$466 BILLION

YEAR-ON-YEAR CHANGE
+17% (+\$67 BILLION)

statista

GLOBAL DIGITAL AD SPEND
vs. TOTAL GLOBAL AD SPEND



66.9%

YEAR-ON-YEAR CHANGE
+4.7% (+299 BPS)



GOOGLE'S SHARE OF
GLOBAL DIGITAL AD SPEND



28.6%

YEAR-ON-YEAR CHANGE
+4.0% (+110 BPS)



META'S SHARE OF
GLOBAL DIGITAL AD SPEND



23.7%

YEAR-ON-YEAR CHANGE
+6.3% (+140 BPS)

ALIBABA'S SHARE OF
GLOBAL DIGITAL AD SPEND



8.7%

YEAR-ON-YEAR CHANGE
+1.2% (+10 BPS)

we
are
social

AMAZON'S SHARE OF
GLOBAL DIGITAL AD SPEND



5.8%

YEAR-ON-YEAR CHANGE
+11.5% (+60 BPS)



TENCENT'S SHARE OF
GLOBAL DIGITAL AD SPEND



2.9%

YEAR-ON-YEAR CHANGE
[UNCHANGED]



OTHER PLATFORMS' SHARE OF
GLOBAL DIGITAL AD SPEND



30.3%

YEAR-ON-YEAR CHANGE
-9.6% (-320 BPS)

SOURCES: STATISTA DIGITAL MARKET OUTLOOK (SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS); BARKETER. **NOTES:** AD SPEND FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2021 IN U.S. DOLLARS, AND COMPARISONS WITH 2020 SPEND, NOT INCLUDING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. FIGURES FOR COMPANIES' SHARE OF DIGITAL SPEND INCLUDE ADVERTISING ACROSS ALL INTERNET-CONNECTED DEVICES, NET OF TRAFFIC ACQUISITION COSTS. ALIBABA INCLUDES YOUKU, TUDOU; META INCLUDES FACEBOOK AND INSTAGRAM; GOOGLE INCLUDES YOUTUBE. ALL PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES IDENTIFY ABSOLUTE SHARE CHANGE.



WE ARE SOCIAL'S PERSPECTIVE

DIGITAL MARKETING IN 2022**SHIFTS IN HOW BRANDS ARE COMMUNICATING ONLINE****TOKENIZED BRANDS**

In the sports world, 'fan tokens' have taken off. Enabled by a secondary app called Socios, these branded 'coins' are sold (usually for \$1-\$2 a piece), and in exchange, holders given access to a range of fan-related membership perks. This is the next generation of membership, and in 2022, brands across industries will harness this technology to generate heightened engagement, foster community, and drive profit.

In 2022, brands should incentivise engagement by experimenting with tokens.

PERSONALITY PARTNERSHIPS

In 2021, many commentators rang the death knell for major celebrities. But these figureheads aren't over, people are just engaging with them in new ways: 51% of Gen Zers say that they would be more likely to buy a product because a celebrity recommended it. Many are leaning into shared fandom to connect with audiences, from Grimes' love of gaming to Halsey's cosplay content. And brands are leaning into these interests to form partnerships with personality: like adidas' partnership with anime-lover and sprinter Noah Lyles.

In 2022, brands should humanise famous faces by giving them a platform to indulge in what they love.

EPHEMERAL MARKETING

Instagram may remain the darling of commercial content, but with feeds more cluttered than ever, the platform as we know it is being repurposed to maximise hype and draw eyeballs. While influencers have taken to charging brands based on how long they want a sponsored Story kept in the Highlights, the grid is transforming from a space for brands to diarise their existence to a space to create unmissable events. It's why Balenciaga deletes its posts for new product launches.

In 2022, brands should explore the value of ephemerality on social channels.

Hootsuite's Perspective

Digital Advertising Trends



Social ads blend in (to stand out)

Ads that interrupt the social media experience aren't working anymore. Consumers respond better to content that fits organically into the platforms they're using. In 2022, 51% of marketers say they plan to spend more on social advertising, according to our [Social Trends 2022 survey](#). But to truly capture the attention of consumers, they'll have to get creative and ensure their ads mimic the social experiences offered by the individual networks.



Integrated ad strategies boost ROI confidence

Of the marketers we surveyed, the majority of those *most* confident in quantifying the ROI of social have completely integrated their social advertising strategies with other channels like TV, print, OOH, and digital. Moving away from siloed social ad strategies not only allows businesses to better measure social's impact, but also helps increase the effectiveness of their other marketing activities.



Paid and organic strategies unite

Our Social Trends 2022 survey shows that 92% of organizations have at least somewhat integrated their paid and organic social efforts. Social marketers have learned that even though paid and organic content can be used to achieve different goals, looking at both strategies holistically can bring about amazing results and accelerate growth.

With Hootsuite, you can manage your paid and organic content side-by-side.



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The logo for 'we are social' is displayed in white lowercase text on a solid red rectangular background. The words 'we', 'are', and 'social' are stacked vertically, with 'are' positioned slightly to the right of 'we' and 'social' positioned slightly to the right of 'are'.

we
are
social

Hootsuite's Perspective

Digital Advertising Trends



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Websites



4.7M+

Apps



190+

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NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

Note: This page is a summary of our comprehensive notes on data variance, potential mismatches, and curiosities, which you can read in full at <https://datareportal.com/notes-on-data>.

This report features data from a wide variety of different sources, including market research agencies, internet and social media companies, governments, public bodies, news media, and private individuals, as well as extrapolations and analysis of that data.

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

Please note that some data points may only be available for a limited selection of countries, so we may not be able to report the same data in all reports.

From time to time, we may also **change the source(s)** that we use to inform specific data points. As a result, some figures may appear to change in unexpected ways from one report to another. Wherever we're aware of these changes, we include details in the

footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to research samples, base data, research methodologies, and approaches to reporting may mean that values are **not comparable**.

Furthermore, due to the differing data collection and treatment methodologies, and the different periods during which data have been collected, there may be significant differences in the reported metrics for similar data points throughout this report. For example, data from surveys often varies over time, even if that data has been collected by the same organisation using the same approach in each wave of their research.

In particular, reports of internet user numbers vary considerably between different sources and over time. In part, this is because there are significant challenges associated with collecting, analysing, and publishing internet user data on a regular basis, not least because research into public internet use necessitates the use of face-to-face surveys. Different organisations may also adopt different approaches to sampling the population for research into internet use, and variations in areas such as the age range of the survey population, or the balance between urban and rural respondents, may play an important role in determining eventual findings. Note that COVID-19 has limited internet user research.

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we **no longer include this data** in our internet user figures. This is because the user numbers reported by social media platforms are typically based on **active user accounts**, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

As a result, the figures we report for social media users may **exceed** internet user numbers. However, while this may seem counter-intuitive or surprising, such instances do not represent errors in the data or in our reporting. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple social media accounts, or 'non-human' social media accounts.

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: reports@kepios.com.

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SIMON KEMP



@ESKIMON



REPORTS@KEPIOS.COM



DATAREPORTAL.COM