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# 2016 DIGITAL YEARBOOK

WE ARE SOCIAL'S COMPENDIUM OF KEY DIGITAL STATISTICS AND DATA POINTS FOR 232 COUNTRIES AROUND THE WORLD

SIMON KEMP • WE ARE SOCIAL

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# WELCOME

Welcome to We Are Social's **2016 DIGITAL YEARBOOK**: a collection of key digital, social and mobile statistics for 232 countries around the world. This document is part of our broader Digital in 2016 report, which we've split into three distinct parts in order to share a wider and richer variety of data and trends:

## DIGITAL IN 2016

- The main report, which contains regional and global overviews, together with in-depth profiles of 30 of the world's top economies. **Click here** to access Digital in 2016.

## 2016 DIGITAL YEARBOOK

- The document you're reading now, which contains high-level profiles of 232 countries around the world.

## EXECUTIVE SUMMARY

- Our analysis of this year's key data and trends, together with our forecasts for the coming twelve months. Read We Are Social's Executive Summary by **clicking here**.

If you have any questions about what this data might mean for your organisation, or if you'd like to know how We Are Social can help you make sense of it all, please visit us at **wearesocial.com**, **click here** to email us, or contact us on Twitter: **@wearesocialsg**.

**CLICK HERE TO READ WE ARE SOCIAL'S DIGITAL IN 2016 REPORT, CONTAINING REGIONAL & GLOBAL OVERVIEWS AS WELL AS IN-DEPTH PROFILES OF 30 KEY ECONOMIES**

JAN 2016

# AFGHANISTAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **32.95 MILLION** | **4.01 MILLION** | **2.10 MILLION** | **23.27 MILLION** | **1.70 MILLION** |
| URBANISATION: 27% | PENETRATION: 12% | PENETRATION: 6% | vs POPULATION: 71% | PENETRATION: 5% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# ALBANIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 2.90 MILLION | 1.82 MILLION | 1.30 MILLION | 4.98 MILLION | 1.10 MILLION |
| URBANISATION: 58% | PENETRATION: 63% | PENETRATION: 45% | vs POPULATION: 172% | PENETRATION: 38% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# ALGERIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 40.02 MILLION | 11.00 MILLION | 12.00 MILLION | 45.67 MILLION | 9.40 MILLION |
| URBANISATION: 71% | PENETRATION: 27% | PENETRATION: 30% | vs POPULATION: 114% | PENETRATION: 23% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# AMERICAN SAMOA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 55.57 THOUSAND | 17.00 THOUSAND | 20.00 THOUSAND | 57.59 THOUSAND | 17.00 THOUSAND |
| URBANISATION: 87% | PENETRATION: 31% | PENETRATION: 36% | vs POPULATION: 104% | PENETRATION: 31% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# ANDORRA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 85.66 THOUSAND | 82.15 THOUSAND | 39.00 THOUSAND | 69.19 THOUSAND | 34.00 THOUSAND |
| URBANISATION: 85% | PENETRATION: 96% | PENETRATION: 46% | vs POPULATION: 81% | PENETRATION: 40% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# ANGOLA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **25.43 MILLION** | **5.41 MILLION** | **3.40 MILLION** | **16.01 MILLION** | **3.00 MILLION** |
| URBANISATION: 45% | PENETRATION: 21% | PENETRATION: 13% | vs POPULATION: 63% | PENETRATION: 12% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# ANGUILLA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 14.69 THOUSAND | 11.56 THOUSAND | 8.50 THOUSAND | 26.87 THOUSAND | 7.60 THOUSAND |
| URBANISATION: 100% | PENETRATION: 79% | PENETRATION: 58% | vs POPULATION: 183% | PENETRATION: 52% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# ANTIGUA & BARBUDA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 93.58 THOUSAND | 81.55 THOUSAND | 47.00 THOUSAND | 177.0 THOUSAND | 42.00 THOUSAND |
| URBANISATION: 23% | PENETRATION: 87% | PENETRATION: 50% | vs POPULATION: 189% | PENETRATION: 45% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# ARGENTINA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 43.63 MILLION | 34.79 MILLION | 27.00 MILLION | 61.43 MILLION | 21.00 MILLION |
| URBANISATION: 92% | PENETRATION: 80% | PENETRATION: 62% | vs POPULATION: 141% | PENETRATION: 48% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# ARMENIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **3.02 MILLION** | **2.13 MILLION** | **0.89 MILLION** | **3.66 MILLION** | **0.68 MILLION** |
| URBANISATION: 63% | PENETRATION: 70% | PENETRATION: 29% | vs POPULATION: 121% | PENETRATION: 23% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# ARUBA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 113.6 THOUSAND | 95.21 THOUSAND | 77.00 THOUSAND | 143.7 THOUSAND | 70.00 THOUSAND |
| URBANISATION: 41% | PENETRATION: 84% | PENETRATION: 68% | vs POPULATION: 126% | PENETRATION: 62% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# AUSTRALIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **24.14 MILLION** | **21.18 MILLION** | **14.00 MILLION** | **30.65 MILLION** | **13.00 MILLION** |
| URBANISATION: 90% | PENETRATION: 88% | PENETRATION: 58% | vs POPULATION: 127% | PENETRATION: 54% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# AUSTRIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 8.56 MILLION | 7.14 MILLION | 3.50 MILLION | 13.10 MILLION | 2.90 MILLION |
| URBANISATION: 66% | PENETRATION: 83% | PENETRATION: 41% | vs POPULATION: 153% | PENETRATION: 34% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# AZERBAIJAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **9.81 MILLION** | **5.98 MILLION** | **1.60 MILLION** | **9.31 MILLION** | **1.30 MILLION** |
| URBANISATION: 55% | PENETRATION: 61% | PENETRATION: 16% | vs POPULATION: 95% | PENETRATION: 13% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# THE BAHAMAS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 390.4 THOUSAND | 300.3 THOUSAND | 190.0 THOUSAND | 318.3 THOUSAND | 170.0 THOUSAND |
| URBANISATION: 83% | PENETRATION: 77% | PENETRATION: 49% | vs POPULATION: 82% | PENETRATION: 44% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# BAHRAIN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 1.39 MILLION | 1.30 MILLION | 0.69 MILLION | 2.61 MILLION | 0.62 MILLION |
| URBANISATION: 89% | PENETRATION: 94% | PENETRATION: 50% | vs POPULATION: 188% | PENETRATION: 45% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# BANGLADESH

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 162.0 MILLION | 53.94 MILLION | 15.00 MILLION | 134.4 MILLION | 13.00 MILLION |
| URBANISATION: 35% | PENETRATION: 33% | PENETRATION: 9% | vs POPULATION: 83% | PENETRATION: 8% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# BARBADOS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 284.6 THOUSAND | 224.6 THOUSAND | 150.0 THOUSAND | 378.3 THOUSAND | 130.0 THOUSAND |
| URBANISATION: 31% | PENETRATION: 79% | PENETRATION: 53% | vs POPULATION: 133% | PENETRATION: 46% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

we are social • Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.

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# BELARUS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **9.49 MILLION** | **5.60 MILLION** | **5.13 MILLION** | **11.73 MILLION** | **3.18 MILLION** |
| URBANISATION: 77% | PENETRATION: 59% | PENETRATION: 54% | vs POPULATION: 124% | PENETRATION: 34% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# BELGIUM

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 11.34 MILLION | 9.64 MILLION | 6.00 MILLION | 13.18 MILLION | 4.70 MILLION |
| URBANISATION: 98% | PENETRATION: 85% | PENETRATION: 53% | vs POPULATION: 116% | PENETRATION: 41% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# BELIZE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 363.1 THOUSAND | 140.5 THOUSAND | 140.0 THOUSAND | 355.7 THOUSAND | 120.0 THOUSAND |
| URBANISATION: 44% | PENETRATION: 39% | PENETRATION: 39% | vs POPULATION: 98% | PENETRATION: 33% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# BENIN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 11.02 MILLION | 1.23 MILLION | 0.58 MILLION | 9.33 MILLION | 0.41 MILLION |
| URBANISATION: 44% | PENETRATION: 11% | PENETRATION: 5% | vs POPULATION: 85% | PENETRATION: 4% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

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# BERMUDA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 70.54 THOUSAND | 68.28 THOUSAND | 35.00 THOUSAND | 68.26 THOUSAND | 30.00 THOUSAND |
| URBANISATION: 100% | PENETRATION: 97% | PENETRATION: 50% | vs POPULATION: 97% | PENETRATION: 43% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# BHUTAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 779.5 THOUSAND | 267.9 THOUSAND | 210.0 THOUSAND | 689.4 THOUSAND | 180.0 THOUSAND |
| URBANISATION: 39% | PENETRATION: 34% | PENETRATION: 27% | vs POPULATION: 88% | PENETRATION: 23% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# BOLIVIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **10.81 MILLION** | **4.22 MILLION** | **3.90 MILLION** | **10.66 MILLION** | **3.30 MILLION** |
| URBANISATION: 69% | PENETRATION: 39% | PENETRATION: 36% | vs POPULATION: 99% | PENETRATION: 31% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# BONAIRE, SINT EUSTATIUS & SABA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 25.09 THOUSAND | 20.96 THOUSAND | 4.00 THOUSAND | 39.13 THOUSAND | 3.80 THOUSAND |
| URBANISATION: 75% | PENETRATION: 84% | PENETRATION: 16% | vs POPULATION: 156% | PENETRATION: 15% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# BOSNIA & HERZEGOVINA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 3.81 MILLION | 2.63 MILLION | 1.60 MILLION | 3.56 MILLION | 1.20 MILLION |
| URBANISATION: 40% | PENETRATION: 69% | PENETRATION: 42% | vs POPULATION: 94% | PENETRATION: 32% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# BOTSWANA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 2.28 MILLION | 0.62 MILLION | 0.65 MILLION | 3.35 MILLION | 0.56 MILLION |
| URBANISATION: 58% | PENETRATION: 27% | PENETRATION: 28% | vs POPULATION: 147% | PENETRATION: 25% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# BRAZIL

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 208.7 MILLION | 120.2 MILLION | 103.0 MILLION | 267.1 MILLION | 88.0 MILLION |
| URBANISATION: 86% | PENETRATION: 58% | PENETRATION: 49% | vs POPULATION: 128% | PENETRATION: 42% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# BRITISH VIRGIN ISLANDS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 30.39 THOUSAND | 14.62 THOUSAND | 13.00 THOUSAND | 51.25 THOUSAND | 12.00 THOUSAND |
| URBANISATION: 47% | PENETRATION: 48% | PENETRATION: 43% | vs POPULATION: 169% | PENETRATION: 39% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# BRUNEI DARUSSALAM

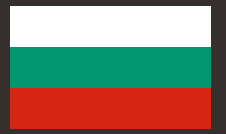
A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 426.0 THOUSAND | 318.9 THOUSAND | 270.0 THOUSAND | 521.0 THOUSAND | 250.0 THOUSAND |
| URBANISATION: 78% | PENETRATION:75 % | PENETRATION: 63% | vs POPULATION: 122% | PENETRATION: 59% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# BULGARIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **7.12 MILLION** | **4.08 MILLION** | **3.20 MILLION** | **11.36 MILLION** | **2.50 MILLION** |
| URBANISATION: 74% | PENETRATION: 57% | PENETRATION: 45% | vs POPULATION: 160% | PENETRATION: 35% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# BURKINA FASO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **18.37 MILLION** | **1.78 MILLION** | **0.50 MILLION** | **14.57 MILLION** | **0.39 MILLION** |
| URBANISATION: 31% | PENETRATION: 10% | PENETRATION: 3% | vs POPULATION: 79% | PENETRATION: 2% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# BURUNDI

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **11.37 MILLION** | **0.53 MILLION** | **0.35 MILLION** | **4.69 MILLION** | **0.27 MILLION** |
| URBANISATION: 12% | PENETRATION: 5% | PENETRATION: 3% | vs POPULATION: 41% | PENETRATION: 2% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# CABO VERDE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 523.7 THOUSAND | 219.8 THOUSAND | 190.0 THOUSAND | 570.4 THOUSAND | 160.0 THOUSAND |
| URBANISATION: 66% | PENETRATION: 42% | PENETRATION: 36% | vs POPULATION: 109% | PENETRATION: 31% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# CAMBODIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **15.70 MILLION** | **5.00 MILLION** | **3.40 MILLION** | **25.99 MILLION** | **2.90 MILLION** |
| URBANISATION: 21% | PENETRATION: 32% | PENETRATION: 22% | vs POPULATION: 166% | PENETRATION: 18% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# CAMEROON

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 23.63 MILLION | 2.61 MILLION | 1.50 MILLION | 21.83 MILLION | 1.10 MILLION |
| URBANISATION: 55% | PENETRATION: 11% | PENETRATION: 6% | vs POPULATION: 92% | PENETRATION: 5% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# CANADA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **36.11 MILLION** | **33.00 MILLION** | **21.00 MILLION** | **30.48 MILLION** | **17.00 MILLION** |
| URBANISATION: 82% | PENETRATION: 91% | PENETRATION: 58% | vs POPULATION: 84% | PENETRATION: 47% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# CAYMAN ISLANDS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 60.37 THOUSAND | 47.00 THOUSAND | 38.00 THOUSAND | 96.88 THOUSAND | 34.00 THOUSAND |
| URBANISATION: 100% | PENETRATION: 78% | PENETRATION: 63% | vs POPULATION: 160% | PENETRATION: 56% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# CENTRAL AFRICAN REPUBLIC

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 4.95 MILLION | 0.22 MILLION | 0.06 MILLION | 1.86 MILLION | 0.04 MILLION |
| URBANISATION: 40% | PENETRATION: 4% | PENETRATION: 1% | vs POPULATION: 38% | PENETRATION: 1% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# CHAD

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **14.27 MILLION** | **0.36 MILLION** | **0.20 MILLION** | **7.27 MILLION** | **0.17 MILLION** |
| URBANISATION: 23% | PENETRATION: 3% | PENETRATION: 1% | vs POPULATION: 51% | PENETRATION: 1% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# CHILE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **18.04 MILLION** | **13.05 MILLION** | **11.00 MILLION** | **25.66 MILLION** | **9.90 MILLION** |
| URBANISATION: 90% | PENETRATION: 72% | PENETRATION: 61% | vs POPULATION: 142% | PENETRATION: 55% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# CHINA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 1,379 MILLION | 688 MILLION | 653 MILLION | 1,314 MILLION | 577 MILLION |
| URBANISATION: 57% | PENETRATION: 49% | PENETRATION: 47% | vs POPULATION: 95% | PENETRATION: 42% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# COLOMBIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **48.44 MILLION** | **28.48 MILLION** | **24.00 MILLION** | **50.62 MILLION** | **21.00 MILLION** |
| URBANISATION: 77% | PENETRATION: 59% | PENETRATION: 50% | vs POPULATION: 105% | PENETRATION: 43% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# COMOROS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 797.8 THOUSAND | 55.69 THOUSAND | 52.00 THOUSAND | 309.2 THOUSAND | 37.00 THOUSAND |
| URBANISATION: 28% | PENETRATION: 7% | PENETRATION: 7% | vs POPULATION: 39% | PENETRATION: 5% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# CONGO, DEMOCRATIC REPUBLIC

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **78.49 MILLION** | **2.38 MILLION** | **2.00 MILLION** | **48.68 MILLION** | **1.60 MILLION** |
| URBANISATION: 43% | PENETRATION: 3% | PENETRATION: 3% | vs POPULATION: 62% | PENETRATION: 2% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# CONGO, REPUBLIC

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **4.68 MILLION** | **0.33 MILLION** | **0.33 MILLION** | **4.76 MILLION** | **0.26 MILLION** |
| URBANISATION: 66% | PENETRATION: 7% | PENETRATION: 7% | vs POPULATION: 102% | PENETRATION: 6% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# COOK ISLANDS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 20.89 THOUSAND | 6.10 THOUSAND | 6.10 THOUSAND | 8.87 THOUSAND | 5.00 THOUSAND |
| URBANISATION: 75% | PENETRATION: 29% | PENETRATION: 29% | vs POPULATION: 42% | PENETRATION: 24% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# COSTA RICA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **4.83 MILLION** | **4.24 MILLION** | **2.80 MILLION** | **7.49 MILLION** | **2.50 MILLION** |
| URBANISATION: 78% | PENETRATION: 88% | PENETRATION: 58% | vs POPULATION: 155% | PENETRATION: 52% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# CÔTE D'IVOIRE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 22.98 MILLION | 5.23 MILLION | 1.80 MILLION | 26.06 MILLION | 1.30 MILLION |
| URBANISATION: 55% | PENETRATION: 23% | PENETRATION: 8% | vs POPULATION: 113% | PENETRATION: 6% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# CROATIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **4.23 MILLION** | **3.17 MILLION** | **1.80 MILLION** | **5.08 MILLION** | **1.50 MILLION** |
| URBANISATION: 59% | PENETRATION: 75% | PENETRATION: 43% | vs POPULATION: 120% | PENETRATION: 35% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# CUBA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 11.39 MILLION | 3.42 MILLION | 0.75 MILLION | 3.72 MILLION | 0.67 MILLION |
| URBANISATION: 77% | PENETRATION: 30% | PENETRATION: 7% | vs POPULATION: 33% | PENETRATION: 6% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# CURAÇAO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 157.9 THOUSAND | 138.8 THOUSAND | 44.00 THOUSAND | 156.1 THOUSAND | 40.00 THOUSAND |
| URBANISATION: 89% | PENETRATION: 88% | PENETRATION: 28% | vs POPULATION: 99% | PENETRATION: 25% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# CYPRUS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **1.17 MILLION** | **0.81 MILLION** | **0.59 MILLION** | **1.56 MILLION** | **0.50 MILLION** |
| URBANISATION: 67% | PENETRATION: 69% | PENETRATION: 50% | vs POPULATION: 133% | PENETRATION: 43% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# CZECH REPUBLIC

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 10.55 MILLION | 8.41 MILLION | 4.50 MILLION | 14.15 MILLION | 3.20 MILLION |
| URBANISATION: 73% | PENETRATION: 80% | PENETRATION: 43% | vs POPULATION: 134% | PENETRATION: 30% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# DENMARK

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **5.68 MILLION** | **5.45 MILLION** | **3.50 MILLION** | **9.02 MILLION** | **3.10 MILLION** |
| URBANISATION: 88% | PENETRATION: 96% | PENETRATION: 62% | vs POPULATION: 159% | PENETRATION: 55% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# DJIBOUTI

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 893.7 THOUSAND | 110.0 THOUSAND | 110.0 THOUSAND | 346.9 THOUSAND | 83.0 THOUSAND |
| URBANISATION: 77% | PENETRATION: 12% | PENETRATION: 12% | vs POPULATION: 39% | PENETRATION: 9% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

we are social • Sources: UN, US Census Bureau; active Facebook accounts used as a proxy for internet users; Facebook; GSMA Intelligence.

JAN 2016

# DOMINICA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 72.85 THOUSAND | 46.27 THOUSAND | 34.00 THOUSAND | 109.9 THOUSAND | 30.00 THOUSAND |
| URBANISATION: 70% | PENETRATION: 64% | PENETRATION: 47% | vs POPULATION: 151% | PENETRATION: 41% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# DOMINICAN REPUBLIC

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **10.59 MILLION** | **6.05 MILLION** | **3.90 MILLION** | **7.55 MILLION** | **3.40 MILLION** |
| URBANISATION: 80% | PENETRATION: 57% | PENETRATION: 37% | vs POPULATION: 71% | PENETRATION: 32% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# ECUADOR

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 16.26 MILLION | 13.47 MILLION | 8.80 MILLION | 13.55 MILLION | 7.00 MILLION |
| URBANISATION: 64% | PENETRATION: 83% | PENETRATION: 54% | vs POPULATION: 83% | PENETRATION: 43% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# EGYPT

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **92.45 MILLION** | **48.30 MILLION** | **28.00 MILLION** | **94.00 MILLION** | **23.00 MILLION** |
| URBANISATION: 43% | PENETRATION: 52% | PENETRATION: 30% | vs POPULATION: 102% | PENETRATION: 25% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# EL SALVADOR

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **6.14 MILLION** | **2.90 MILLION** | **2.90 MILLION** | **9.04 MILLION** | **2.50 MILLION** |
| URBANISATION: 67% | PENETRATION: 47% | PENETRATION: 47% | vs POPULATION: 147% | PENETRATION: 41% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# EQUATORIAL GUINEA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 857.3 THOUSAND | 161.7 THOUSAND | 55.00 THOUSAND | 741.2 THOUSAND | 35.00 THOUSAND |
| URBANISATION: 40% | PENETRATION: 19% | PENETRATION: 6% | vs POPULATION: 86% | PENETRATION: 4% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

we are social • Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.

JAN 2016

# ERITREA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **5.29 MILLION** | **0.38 MILLION** | **0.07 MILLION** | **0.50 MILLION** | **0.04 MILLION** |
| URBANISATION: 23% | PENETRATION: 7% | PENETRATION: 1% | vs POPULATION: 9% | PENETRATION: 1% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# ESTONIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 1.31 MILLION | 1.11 MILLION | 0.59 MILLION | 1.85 MILLION | 0.44 MILLION |
| URBANISATION: 68% | PENETRATION: 84% | PENETRATION: 45% | vs POPULATION: 141% | PENETRATION: 34% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# ETHIOPIA

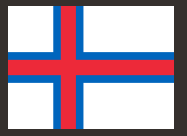
A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 100.6 MILLION | 3.80 MILLION | 3.80 MILLION | 42.11 MILLION | 3.10 MILLION |
| URBANISATION: 20% | PENETRATION: 4% | PENETRATION: 4% | vs POPULATION: 42% | PENETRATION: 3% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# FAROE ISLANDS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 50.46 THOUSAND | 47.76 THOUSAND | 34.00 THOUSAND | 63.39 THOUSAND | 29.00 THOUSAND |
| URBANISATION: 42% | PENETRATION: 95% | PENETRATION: 67% | vs POPULATION: 126% | PENETRATION: 57% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# FALKLAND ISLANDS

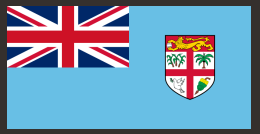
A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 2.91 THOUSAND | 2.84 THOUSAND | 2.30 THOUSAND | 4.24 THOUSAND | 1.80 THOUSAND |
| URBANISATION: 77% | PENETRATION: 98% | PENETRATION: 79% | vs POPULATION: 146% | PENETRATION: 62% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# FIJI

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 894.8 THOUSAND | 380.1 THOUSAND | 380.0 THOUSAND | 1.11 MILLION | 320.0 THOUSAND |
| URBANISATION: 54% | PENETRATION: 42% | PENETRATION: 42% | vs POPULATION: 124% | PENETRATION: 36% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# FINLAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **5.51 MILLION** | **5.12 MILLION** | **2.60 MILLION** | **10.38 MILLION** | **2.00 MILLION** |
| URBANISATION: 84% | PENETRATION: 93% | PENETRATION: 47% | vs POPULATION: 188% | PENETRATION: 36% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# FRANCE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **64.53 MILLION** | **55.43 MILLION** | **32.00 MILLION** | **64.67 MILLION** | **25.00 MILLION** |
| URBANISATION: 80% | PENETRATION: 86% | PENETRATION: 50% | vs POPULATION: 100% | PENETRATION: 39% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# FRENCH GUIANA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 272.1 THOUSAND | 92.00 THOUSAND | 92.00 THOUSAND | 352.2 THOUSAND | 79.00 THOUSAND |
| URBANISATION: 85% | PENETRATION: 34% | PENETRATION: 34% | vs POPULATION: 129% | PENETRATION: 29% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# FRENCH POLYNESIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 284.2 THOUSAND | 172.5 THOUSAND | 130.0 THOUSAND | 249.2 THOUSAND | 110.0 THOUSAND |
| URBANISATION: 56% | PENETRATION: 61% | PENETRATION: 46% | vs POPULATION: 88% | PENETRATION: 39% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

we are social • Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.

JAN 2016

# GABON

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 1.74 MILLION | 0.67 MILLION | 0.37 MILLION | 2.87 MILLION | 0.30 MILLION |
| URBANISATION: 87% | PENETRATION: 38% | PENETRATION: 21% | vs POPULATION: 164% | PENETRATION: 17% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# THE GAMBIA

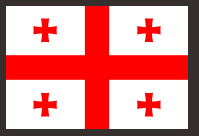
A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 2.02 MILLION | 0.37 MILLION | 0.18 MILLION | 3.02 MILLION | 0.15 MILLION |
| URBANISATION: 60% | PENETRATION: 18% | PENETRATION: 9% | vs POPULATION: 149% | PENETRATION: 7% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# GEORGIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 3.99 MILLION | 2.41 MILLION | 1.80 MILLION | 5.96 MILLION | 1.30 MILLION |
| URBANISATION: 54% | PENETRATION: 60% | PENETRATION: 45% | vs POPULATION: 149% | PENETRATION: 33% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# GERMANY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **80.69 MILLION** | **71.73 MILLION** | **29.00 MILLION** | **107.6 MILLION** | **24.00 MILLION** |
| URBANISATION: 76% | PENETRATION: 89% | PENETRATION: 36% | vs POPULATION: 133% | PENETRATION: 30% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# GHANA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **27.72 MILLION** | **5.24 MILLION** | **2.90 MILLION** | **33.50 MILLION** | **2.40 MILLION** |
| URBANISATION: 55% | PENETRATION: 19% | PENETRATION: 10% | vs POPULATION: 121% | PENETRATION: 9% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# GIBRALTAR

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 32.30 THOUSAND | 24.00 THOUSAND | 24.00 THOUSAND | 39.15 THOUSAND | 21.00 THOUSAND |
| URBANISATION: 100% | PENETRATION: 74% | PENETRATION: 74% | vs POPULATION: 121% | PENETRATION: 65% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# GREECE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **10.94 MILLION** | **6.91 MILLION** | **4.80 MILLION** | **17.48 MILLION** | **3.80 MILLION** |
| URBANISATION: 78% | PENETRATION: 63% | PENETRATION: 44% | vs POPULATION: 160% | PENETRATION: 35% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# GREENLAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 56.19 THOUSAND | 52.00 THOUSAND | 37.00 THOUSAND | 56.28 THOUSAND | 33.00 THOUSAND |
| URBANISATION: 87% | PENETRATION: 93% | PENETRATION: 66% | vs POPULATION: 100% | PENETRATION: 59% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# GRENADA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 107.1 THOUSAND | 50.00 THOUSAND | 50.00 THOUSAND | 157.6 THOUSAND | 44.00 THOUSAND |
| URBANISATION: 36% | PENETRATION: 47% | PENETRATION: 47% | vs POPULATION: 147% | PENETRATION: 41% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# GUADELOUPE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 469.5 THOUSAND | 200.0 THOUSAND | 200.0 THOUSAND | 757.1 THOUSAND | 170.0 THOUSAND |
| URBANISATION: 98% | PENETRATION: 43% | PENETRATION: 43% | vs POPULATION: 161% | PENETRATION: 36% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# GUAM

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 171.0 THOUSAND | 118.4 THOUSAND | 110.0 THOUSAND | 159.2 THOUSAND | 96.0 THOUSAND |
| URBANISATION: 95% | PENETRATION: 69% | PENETRATION: 64% | vs POPULATION: 93% | PENETRATION: 56% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

we are social • Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.

JAN 2016

# GUATEMALA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **16.51 MILLION** | **4.70 MILLION** | **4.80 MILLION** | **16.87 MILLION** | **4.30 MILLION** |
| URBANISATION: 52% | PENETRATION: 28% | PENETRATION: 29% | vs POPULATION: 102% | PENETRATION: 26% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# GUERNSEY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 66.30 THOUSAND | 55.07 THOUSAND | 35.00 THOUSAND | 78.63 THOUSAND | 30.00 THOUSAND |
| URBANISATION: 32% | PENETRATION: 83% | PENETRATION: 53% | vs POPULATION: 119% | PENETRATION: 45% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# GUINEA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 12.78 MILLION | 0.77 MILLION | 0.76 MILLION | 11.69 MILLION | 0.65 MILLION |
| URBANISATION: 38% | PENETRATION: 6% | PENETRATION: 6% | vs POPULATION: 91% | PENETRATION: 5% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# GUINEA-BISSAU

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 1.87 MILLION | 0.07 MILLION | 0.07 MILLION | 1.55 MILLION | 0.05 MILLION |
| URBANISATION: 50% | PENETRATION: 4% | PENETRATION: 4% | vs POPULATION: 83% | PENETRATION: 3% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# GUYANA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 768.8 THOUSAND | 295.2 THOUSAND | 240.0 THOUSAND | 648.6 THOUSAND | 210.0 THOUSAND |
| URBANISATION: 29% | PENETRATION: 38% | PENETRATION: 31% | vs POPULATION: 84% | PENETRATION: 27% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# HAITI

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 10.78 MILLION | 1.23 MILLION | 1.10 MILLION | 8.50 MILLION | 0.91 MILLION |
| URBANISATION: 60% | PENETRATION: 11% | PENETRATION: 10% | vs POPULATION: 79% | PENETRATION: 8% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# HONDURAS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **8.13 MILLION** | **2.40 MILLION** | **2.40 MILLION** | **8.16 MILLION** | **2.10 MILLION** |
| URBANISATION: 55% | PENETRATION: 30% | PENETRATION: 30% | vs POPULATION: 100% | PENETRATION: 26% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# HONG KONG

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 7.32 MILLION | 5.75 MILLION | 4.80 MILLION | 13.00 MILLION | 4.30 MILLION |
| URBANISATION: 100% | PENETRATION: 79% | PENETRATION: 66% | vs POPULATION: 178% | PENETRATION: 59% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# HUNGARY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 9.84 MILLION | 7.50 MILLION | 5.20 MILLION | 11.50 MILLION | 3.80 MILLION |
| URBANISATION: 72% | PENETRATION: 76% | PENETRATION: 53% | vs POPULATION: 117% | PENETRATION: 39% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# ICELAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 330.6 THOUSAND | 324.5 THOUSAND | 240.0 THOUSAND | 407.8 THOUSAND | 200.0 THOUSAND |
| URBANISATION: 94% | PENETRATION: 98% | PENETRATION: 73% | vs POPULATION: 123% | PENETRATION: 60% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# INDIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **1,319 MILLION** | **375 MILLION** | **136 MILLION** | **1,012 MILLION** | **116 MILLION** |
| URBANISATION: 33% | PENETRATION: 28% | PENETRATION: 10% | vs POPULATION: 77% | PENETRATION: 9% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# INDONESIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 259.1 MILLION | 88.10 MILLION | 79.00 MILLION | 326.3 MILLION | 66.00 MILLION |
| URBANISATION: 55% | PENETRATION: 34% | PENETRATION: 30% | vs POPULATION: 126% | PENETRATION: 25% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# IRAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **79.58 MILLION** | **46.80 MILLION** | **15.00 MILLION** | **112.5 MILLION** | **15.00 MILLION** |
| URBANISATION: 74% | PENETRATION: 59% | PENETRATION: 19% | vs POPULATION: 141% | PENETRATION: 19% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# IRAQ

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 36.99 MILLION | 11.00 MILLION | 11.00 MILLION | 29.67 MILLION | 9.80 MILLION |
| URBANISATION: 70% | PENETRATION: 30% | PENETRATION: 30% | vs POPULATION: 80% | PENETRATION: 26% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# IRELAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **4.70 MILLION** | **3.82 MILLION** | **2.60 MILLION** | **4.86 MILLION** | **2.30 MILLION** |
| URBANISATION: 64% | PENETRATION: 81% | PENETRATION: 55% | vs POPULATION: 103% | PENETRATION: 49% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# ISLE OF MAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 88.10 THOUSAND | 48.00 THOUSAND | 48.00 THOUSAND | 102.6 THOUSAND | 41.00 THOUSAND |
| URBANISATION: 52% | PENETRATION: 54% | PENETRATION: 54% | vs POPULATION: 116% | PENETRATION: 47% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# ISRAEL

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **8.13 MILLION** | **5.93 MILLION** | **4.40 MILLION** | **10.32 MILLION** | **3.90 MILLION** |
| URBANISATION: 92% | PENETRATION: 73% | PENETRATION: 54% | vs POPULATION: 127% | PENETRATION: 48% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# ITALY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 59.80 MILLION | 37.67 MILLION | 28.00 MILLION | 80.29 MILLION | 24.00 MILLION |
| URBANISATION: 69% | PENETRATION: 63% | PENETRATION: 47% | vs POPULATION: 134% | PENETRATION: 40% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# JAMAICA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 2.80 MILLION | 1.58 MILLION | 1.00 MILLION | 3.09 MILLION | 0.91 MILLION |
| URBANISATION: 55% | PENETRATION: 57% | PENETRATION: 36% | vs POPULATION: 110% | PENETRATION: 33% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# JAPAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 126.4 MILLION | 115.0 MILLION | 53.00 MILLION | 173.3 MILLION | 53.00 MILLION |
| URBANISATION: 94% | PENETRATION: 91% | PENETRATION: 42% | vs POPULATION: 137% | PENETRATION: 42% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# JERSEY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 98.07 THOUSAND | 58.00 THOUSAND | 58.00 THOUSAND | 137.2 THOUSAND | 51.00 THOUSAND |
| URBANISATION: 32% | PENETRATION: 59% | PENETRATION: 59% | vs POPULATION: 140% | PENETRATION: 52% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# JORDAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **7.67 MILLION** | **5.70 MILLION** | **4.10 MILLION** | **10.06 MILLION** | **3.60 MILLION** |
| URBANISATION: 84% | PENETRATION: 74% | PENETRATION: 53% | vs POPULATION: 131% | PENETRATION: 47% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# KAZAKHSTAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **17.74 MILLION** | **9.97 MILLION** | **3.41 MILLION** | **28.49 MILLION** | **2.11 MILLION** |
| URBANISATION: 53% | PENETRATION: 56% | PENETRATION: 19% | vs POPULATION: 161% | PENETRATION: 12% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# KENYA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **46.65 MILLION** | **31.99 MILLION** | **5.10 MILLION** | **37.29 MILLION** | **4.10 MILLION** |
| URBANISATION: 26% | PENETRATION: 69% | PENETRATION: 11% | vs POPULATION: 80% | PENETRATION: 9% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# KIRIBATI

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 113.4 THOUSAND | 13.89 THOUSAND | 9.00 THOUSAND | 22.72 THOUSAND | 5.00 THOUSAND |
| URBANISATION: 44% | PENETRATION: 12% | PENETRATION: 8% | vs POPULATION: 20% | PENETRATION: 4% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# KOREA, NORTH

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **25.22 MILLION** | **0.007 MILLION** | **0.007 MILLION** | **3.31 MILLION** | **0.004 MILLION** |
| URBANISATION: 61% | PENETRATION: <1% | PENETRATION: <1% | vs POPULATION: 13% | PENETRATION: <1% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# KOREA, SOUTH

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **50.40 MILLION** | **45.31 MILLION** | **38.40 MILLION** | **57.08 MILLION** | **38.40 MILLION** |
| URBANISATION: 83% | PENETRATION: 90% | PENETRATION: 76% | vs POPULATION: 113% | PENETRATION: 76% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# KOSOVO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 1.88 MILLION | 1.52 MILLION | 0.57 MILLION | 1.54 MILLION | 0.49 MILLION |
| URBANISATION: [N/A] | PENETRATION: 81% | PENETRATION: 30% | vs POPULATION: 82% | PENETRATION: 26% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# KUWAIT

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 3.95 MILLION | 3.15 MILLION | 1.90 MILLION | 7.59 MILLION | 1.70 MILLION |
| URBANISATION: 98% | PENETRATION: 80% | PENETRATION: 48% | vs POPULATION: 192% | PENETRATION: 43% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# KYRGYZSTAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 5.99 MILLION | 2.19 MILLION | 0.29 MILLION | 8.61 MILLION | 0.21 MILLION |
| URBANISATION: 36% | PENETRATION: 37% | PENETRATION: 5% | vs POPULATION: 144% | PENETRATION: 4% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# LAOS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 6.86 MILLION | 0.99 MILLION | 0.98 MILLION | 5.03 MILLION | 0.83 MILLION |
| URBANISATION: 40% | PENETRATION: 14% | PENETRATION: 14% | vs POPULATION: 73% | PENETRATION: 12% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# LATVIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 1.96 MILLION | 1.63 MILLION | 0.67 MILLION | 2.86 MILLION | 0.49 MILLION |
| URBANISATION: 67% | PENETRATION: 83% | PENETRATION: 34% | vs POPULATION: 146% | PENETRATION: 25% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# LEBANON

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **5.92 MILLION** | **4.42 MILLION** | **2.60 MILLION** | **4.34 MILLION** | **2.30 MILLION** |
| URBANISATION: 88% | PENETRATION: 75% | PENETRATION: 44% | vs POPULATION: 73% | PENETRATION: 39% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# LESOTHO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 2.15 MILLION | 0.26 MILLION | 0.26 MILLION | 1.78 MILLION | 0.18 MILLION |
| URBANISATION: 28% | PENETRATION: 12% | PENETRATION: 12% | vs POPULATION: 83% | PENETRATION: 8% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# LIBERIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 4.56 MILLION | 0.35 MILLION | 0.25 MILLION | 2.77 MILLION | 0.22 MILLION |
| URBANISATION: 50% | PENETRATION: 8% | PENETRATION: 5% | vs POPULATION: 61% | PENETRATION: 5% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# LIBYA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **6.30 MILLION** | **2.40 MILLION** | **2.50 MILLION** | **10.61 MILLION** | **2.10 MILLION** |
| URBANISATION: 79% | PENETRATION: 38% | PENETRATION: 40% | vs POPULATION: 168% | PENETRATION: 33% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# LIECHTENSTEIN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 37.65 THOUSAND | 35.85 THOUSAND | 12.00 THOUSAND | 16.47 THOUSAND | 10.00 THOUSAND |
| URBANISATION: 14% | PENETRATION: 95% | PENETRATION: 32% | vs POPULATION: 44% | PENETRATION: 27% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# LITHUANIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 2.86 MILLION | 2.40 MILLION | 1.40 MILLION | 4.13 MILLION | 1.00 MILLION |
| URBANISATION: 67% | PENETRATION: 84% | PENETRATION: 49% | vs POPULATION: 144% | PENETRATION: 35% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# LUXEMBOURG

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 571.7 THOUSAND | 541.2 THOUSAND | 290.0 THOUSAND | 854.1 THOUSAND | 250.0 THOUSAND |
| URBANISATION: 90% | PENETRATION: 95% | PENETRATION: 51% | vs POPULATION: 149% | PENETRATION: 44% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# MACAU

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 592.4 THOUSAND | 413.6 THOUSAND | 330.0 THOUSAND | 1.85 MILLION | 300.0 THOUSAND |
| URBANISATION: 100% | PENETRATION: 70% | PENETRATION: 56% | vs POPULATION: 313% | PENETRATION: 51% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# TFYR MACEDONIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 2.08 MILLION | 1.42 MILLION | 1.00 MILLION | 2.37 MILLION | 0.82 MILLION |
| URBANISATION: 57% | PENETRATION: 68% | PENETRATION: 48% | vs POPULATION: 114% | PENETRATION: 39% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# MADAGASCAR

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **24.58 MILLION** | **1.10 MILLION** | **1.10 MILLION** | **7.69 MILLION** | **0.84 MILLION** |
| URBANISATION: 36% | PENETRATION: 4% | PENETRATION: 4% | vs POPULATION: 31% | PENETRATION: 3% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# MALAWI

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 17.48 MILLION | 12.15 MILLION | 0.71 MILLION | 6.56 MILLION | 0.57 MILLION |
| URBANISATION: 17% | PENETRATION: 70% | PENETRATION: 4% | vs POPULATION: 38% | PENETRATION: 3% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# MALAYSIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

## TOTAL POPULATION

**30.54 MILLION**

URBANISATION: 75%

*FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN*

## ACTIVE INTERNET USERS

**20.62 MILLION**

PENETRATION: 68%

*FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS*

## ACTIVE SOCIAL MEDIA USERS

**18.00 MILLION**

PENETRATION: 59%

*FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS*

## MOBILE CONNECTIONS

**43.43 MILLION**

vs POPULATION: 142%

*FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS*

## ACTIVE MOBILE SOCIAL USERS

**16.00 MILLION**

PENETRATION: 52%

*FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS*

JAN 2016

# MALDIVES

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 366.7 THOUSAND | 230.0 THOUSAND | 230.0 THOUSAND | 724.7 THOUSAND | 210.0 THOUSAND |
| URBANISATION: 47% | PENETRATION: 63% | PENETRATION: 63% | vs POPULATION: 198% | PENETRATION: 57% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# MALI

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **17.87 MILLION** | **1.25 MILLION** | **0.82 MILLION** | **21.02 MILLION** | **0.68 MILLION** |
| URBANISATION: 41% | PENETRATION: 7% | PENETRATION: 5% | vs POPULATION: 118% | PENETRATION: 4% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# MALTA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 419.1 THOUSAND | 314.2 THOUSAND | 270.0 THOUSAND | 627.7 THOUSAND | 230.0 THOUSAND |
| URBANISATION: 96% | PENETRATION: 75% | PENETRATION: 64% | vs POPULATION: 150% | PENETRATION: 55% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# MARSHALL ISLANDS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 53.03 THOUSAND | 18.00 THOUSAND | 18.00 THOUSAND | 33.61 THOUSAND | 16.00 THOUSAND |
| URBANISATION: 73% | PENETRATION: 34% | PENETRATION: 34% | vs POPULATION: 63% | PENETRATION: 30% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# MARTINIQUE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 396.4 THOUSAND | 303.3 THOUSAND | 160.0 THOUSAND | 626.6 THOUSAND | 130.0 THOUSAND |
| URBANISATION: 89% | PENETRATION: 77% | PENETRATION: 40% | vs POPULATION: 158% | PENETRATION: 33% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# MAURITANIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 4.12 MILLION | 0.46 MILLION | 0.26 MILLION | 4.77 MILLION | 0.21 MILLION |
| URBANISATION: 60% | PENETRATION: 11% | PENETRATION: 6% | vs POPULATION: 116% | PENETRATION: 5% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# MAURITIUS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 1.28 MILLION | 0.80 MILLION | 0.58 MILLION | 1.70 MILLION | 0.47 MILLION |
| URBANISATION: 40% | PENETRATION: 63% | PENETRATION: 45% | vs POPULATION: 133% | PENETRATION: 37% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# MAYOTTE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 243.3 THOUSAND | 107.9 THOUSAND | 50.00 THOUSAND | 222.0 THOUSAND | 40.00 THOUSAND |
| URBANISATION: 47% | PENETRATION: 44% | PENETRATION: 21% | vs POPULATION: 91% | PENETRATION: 16% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

we are social • Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.

JAN 2016

# MEXICO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 127.8 MILLION | 60.00 MILLION | 60.00 MILLION | 103.5 MILLION | 52.00 MILLION |
| URBANISATION: 80% | PENETRATION: 47% | PENETRATION: 47% | vs POPULATION: 81% | PENETRATION: 41% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# MICRONESIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 529.0 THOUSAND | 156.9 THOUSAND | 21.00 THOUSAND | 18.52 THOUSAND | 17.00 THOUSAND |
| URBANISATION: 67% | PENETRATION: 30% | PENETRATION: 4% | vs POPULATION: 4% | PENETRATION: 3% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# MOLDOVA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **4.07 MILLION** | **1.89 MILLION** | **0.58 MILLION** | **3.89 MILLION** | **0.41 MILLION** |
| URBANISATION: 45% | PENETRATION: 47% | PENETRATION: 14% | vs POPULATION: 96% | PENETRATION: 10% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# MONACO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 37.80 THOUSAND | 34.92 THOUSAND | 22.00 THOUSAND | 36.24 THOUSAND | 16.00 THOUSAND |
| URBANISATION: 100% | PENETRATION: 92% | PENETRATION: 58% | vs POPULATION: 96% | PENETRATION: 42% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# MONGOLIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 2.98 MILLION | 1.30 MILLION | 1.30 MILLION | 4.77 MILLION | 1.20 MILLION |
| URBANISATION: 73% | PENETRATION: 44% | PENETRATION: 44% | vs POPULATION: 160% | PENETRATION: 40% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# MONTENEGRO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 625.9 THOUSAND | 381.8 THOUSAND | 320.0 THOUSAND | 1.01 MILLION | 260.0 THOUSAND |
| URBANISATION: 64% | PENETRATION: 61% | PENETRATION: 51% | vs POPULATION: 162% | PENETRATION: 42% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# MONTSERRAT

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 5.14 THOUSAND | 2.86 THOUSAND | 2.20 THOUSAND | 6.49 THOUSAND | 2.00 THOUSAND |
| URBANISATION: 9% | PENETRATION: 56% | PENETRATION: 43% | vs POPULATION: 126% | PENETRATION: 39% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# MOROCCO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 34.60 MILLION | 20.21 MILLION | 11.00 MILLION | 45.69 MILLION | 8.60 MILLION |
| URBANISATION: 61% | PENETRATION: 58% | PENETRATION: 32% | vs POPULATION: 132% | PENETRATION: 25% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# MOZAMBIQUE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **28.36 MILLION** | **1.68 MILLION** | **1.20 MILLION** | **17.86 MILLION** | **0.93 MILLION** |
| URBANISATION: 33% | PENETRATION: 6% | PENETRATION: 4% | vs POPULATION: 63% | PENETRATION: 3% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# MYANMAR

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **54.13 MILLION** | **7.60 MILLION** | **7.60 MILLION** | **36.56 MILLION** | **6.30 MILLION** |
| URBANISATION: 35% | PENETRATION: 14% | PENETRATION: 14% | vs POPULATION: 68% | PENETRATION: 12% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# NAMIBIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 2.49 MILLION | 0.48 MILLION | 0.48 MILLION | 2.83 MILLION | 0.41 MILLION |
| URBANISATION: 48% | PENETRATION: 19% | PENETRATION: 19% | vs POPULATION: 114% | PENETRATION: 16% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# NAURU

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 10.24 THOUSAND | 5.15 THOUSAND | 2.30 THOUSAND | 9.35 THOUSAND | 2.10 THOUSAND |
| URBANISATION: 100% | PENETRATION: 50% | PENETRATION: 22% | vs POPULATION: 91% | PENETRATION: 21% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# NEPAL

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 28.68 MILLION | 11.69 MILLION | 5.80 MILLION | 26.72 MILLION | 5.00 MILLION |
| URBANISATION: 19% | PENETRATION: 41% | PENETRATION: 20% | vs POPULATION: 93% | PENETRATION: 17% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# THE NETHERLANDS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 16.95 MILLION | 16.14 MILLION | 9.50 MILLION | 18.69 MILLION | 8.20 MILLION |
| URBANISATION: 91% | PENETRATION: 95% | PENETRATION: 56% | vs POPULATION: 110% | PENETRATION: 48% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# NEW CALEDONIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 264.8 THOUSAND | 240.0 THOUSAND | 140.0 THOUSAND | 272.8 THOUSAND | 110.0 THOUSAND |
| URBANISATION: 71% | PENETRATION: 91% | PENETRATION: 53% | vs POPULATION: 103% | PENETRATION: 42% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# NEW ZEALAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

## TOTAL POPULATION

**4.55 MILLION**

URBANISATION: 86%

*FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN*

## ACTIVE INTERNET USERS

**4.16 MILLION**

PENETRATION: 92%

*FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS*

## ACTIVE SOCIAL MEDIA USERS

**2.80 MILLION**

PENETRATION: 62%

*FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS*

## MOBILE CONNECTIONS

**5.98 MILLION**

vs POPULATION: 131%

*FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS*

## ACTIVE MOBILE SOCIAL USERS

**2.40 MILLION**

PENETRATION: 53%

*FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS*

JAN 2016

# NICARAGUA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **6.12 MILLION** | **1.60 MILLION** | **1.60 MILLION** | **7.95 MILLION** | **1.30 MILLION** |
| URBANISATION: 59% | PENETRATION: 26% | PENETRATION: 26% | vs POPULATION: 130% | PENETRATION: 21% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# NIGER

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **20.31 MILLION** | **0.40 MILLION** | **0.19 MILLION** | **7.12 MILLION** | **0.16 MILLION** |
| URBANISATION: 19% | PENETRATION: 2% | PENETRATION: 1% | vs POPULATION: 35% | PENETRATION: 1% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# NIGERIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 184.6 MILLION | 97.21 MILLION | 15.00 MILLION | 154.3 MILLION | 11.00 MILLION |
| URBANISATION: 49% | PENETRATION: 53% | PENETRATION: 8% | vs POPULATION: 84% | PENETRATION: 6% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# NORTHERN MARIANA ISLANDS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 55.23 THOUSAND | 27.00 THOUSAND | 27.00 THOUSAND | 30.38 THOUSAND | 23.00 THOUSAND |
| URBANISATION: 89% | PENETRATION: 49% | PENETRATION: 49% | vs POPULATION: 55% | PENETRATION: 42% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# NORWAY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **5.24 MILLION** | **5.05 MILLION** | **3.20 MILLION** | **6.59 MILLION** | **2.90 MILLION** |
| URBANISATION: 81% | PENETRATION: 96% | PENETRATION: 61% | vs POPULATION: 126% | PENETRATION: 55% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# OMAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **4.57 MILLION** | **3.21 MILLION** | **1.20 MILLION** | **6.64 MILLION** | **1.10 MILLION** |
| URBANISATION: 78% | PENETRATION: 70% | PENETRATION: 26% | vs POPULATION: 145% | PENETRATION: 24% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# PAKISTAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 190.9 MILLION | 29.13 MILLION | 23.00 MILLION | 126.3 MILLION | 19.00 MILLION |
| URBANISATION: 39% | PENETRATION: 15% | PENETRATION: 12% | vs POPULATION: 66% | PENETRATION: 10% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# PALAU

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 21.40 THOUSAND | 7.70 THOUSAND | 7.60 THOUSAND | 19.60 THOUSAND | 6.20 THOUSAND |
| URBANISATION: 88% | PENETRATION: 36% | PENETRATION: 36% | vs POPULATION: 92% | PENETRATION: 29% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# PALESTINIAN TERRITORIES

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **4.73 MILLION** | **2.54 MILLION** | **1.80 MILLION** | **3.57 MILLION** | **1.50 MILLION** |
| URBANISATION: 76% | PENETRATION: 54% | PENETRATION: 38% | vs POPULATION: 75% | PENETRATION: 32% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# PANAMA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 3.96 MILLION | 1.90 MILLION | 1.50 MILLION | 5.76 MILLION | 1.30 MILLION |
| URBANISATION: 67% | PENETRATION: 48% | PENETRATION: 38% | vs POPULATION: 146% | PENETRATION: 33% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# PAPUA NEW GUINEA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 7.70 MILLION | 0.72 MILLION | 0.35 MILLION | 3.80 MILLION | 0.28 MILLION |
| URBANISATION: 13% | PENETRATION: 9% | PENETRATION: 5% | vs POPULATION: 49% | PENETRATION: 4% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# PARAGUAY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 6.68 MILLION | 2.92 MILLION | 2.70 MILLION | 7.84 MILLION | 2.40 MILLION |
| URBANISATION: 60% | PENETRATION: 44% | PENETRATION: 40% | vs POPULATION: 117% | PENETRATION: 36% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# PERU

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **31.58 MILLION** | **16.00 MILLION** | **16.00 MILLION** | **33.53 MILLION** | **12.00 MILLION** |
| URBANISATION: 79% | PENETRATION: 51% | PENETRATION: 51% | vs POPULATION: 106% | PENETRATION: 38% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# THE PHILIPPINES

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **101.5 MILLION** | **47.13 MILLION** | **48.00 MILLION** | **119.2 MILLION** | **41.00 MILLION** |
| URBANISATION: 44% | PENETRATION: 46% | PENETRATION: 47% | vs POPULATION: 117% | PENETRATION: 40% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# POLAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **38.60 MILLION** | **25.71 MILLION** | **14.00 MILLION** | **58.84 MILLION** | **10.00 MILLION** |
| URBANISATION: 61% | PENETRATION: 67% | PENETRATION: 36% | vs POPULATION: 152% | PENETRATION: 26% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# PORTUGAL

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **10.33 MILLION** | **7.02 MILLION** | **5.60 MILLION** | **14.82 MILLION** | **4.50 MILLION** |
| URBANISATION: 64% | PENETRATION: 68% | PENETRATION: 54% | vs POPULATION: 143% | PENETRATION: 44% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# PUERTO RICO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **3.68 MILLION** | **2.90 MILLION** | **2.10 MILLION** | **3.28 MILLION** | **1.90 MILLION** |
| URBANISATION: 94% | PENETRATION: 79% | PENETRATION: 57% | vs POPULATION: 89% | PENETRATION: 52% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# QATAR

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 2.26 MILLION | 2.07 MILLION | 1.70 MILLION | 4.73 MILLION | 1.50 MILLION |
| URBANISATION: 99% | PENETRATION: 91% | PENETRATION: 75% | vs POPULATION: 209% | PENETRATION: 66% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# RÉUNION

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 864.2 THOUSAND | 380.0 THOUSAND | 370.0 THOUSAND | 946.5 THOUSAND | 310.0 THOUSAND |
| URBANISATION: 95% | PENETRATION: 44% | PENETRATION: 43% | vs POPULATION: 110% | PENETRATION: 36% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# ROMANIA

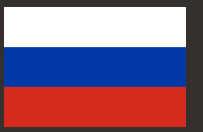
A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **19.44 MILLION** | **11.18 MILLION** | **8.30 MILLION** | **27.60 MILLION** | **6.70 MILLION** |
| URBANISATION: 55% | PENETRATION: 57% | PENETRATION: 43% | vs POPULATION: 142% | PENETRATION: 34% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# RUSSIAN FEDERATION

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 143.4 MILLION | 103.1 MILLION | 68.53 MILLION | 247.2 MILLION | 42.49 MILLION |
| URBANISATION: 74% | PENETRATION: 72% | PENETRATION: 48% | vs POPULATION: 172% | PENETRATION: 30% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# RWANDA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 11.75 MILLION | 3.22 MILLION | 0.55 MILLION | 8.76 MILLION | 0.42 MILLION |
| URBANISATION: 30% | PENETRATION: 27% | PENETRATION: 5% | vs POPULATION: 75% | PENETRATION: 4% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SAINT HELENA*

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 3.96 THOUSAND | 1.60 THOUSAND | 1.50 THOUSAND | 1.65 THOUSAND | 0.95 THOUSAND |
| URBANISATION: 40% | PENETRATION: 40% | PENETRATION: 38% | vs POPULATION: 42% | PENETRATION: 24% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SAINT KITTS & NEVIS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 55.88 THOUSAND | 41.23 THOUSAND | 28.00 THOUSAND | 101.2 THOUSAND | 25.00 THOUSAND |
| URBANISATION: 32% | PENETRATION: 74% | PENETRATION: 50% | vs POPULATION: 181% | PENETRATION: 45% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SAINT LUCIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 185.7 THOUSAND | 142.9 THOUSAND | 80.00 THOUSAND | 227.3 THOUSAND | 70.00 THOUSAND |
| URBANISATION: 19% | PENETRATION: 77% | PENETRATION: 43% | vs POPULATION: 122% | PENETRATION: 38% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SAINT MARTIN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 31.95 THOUSAND | 1.40 THOUSAND | 1.40 THOUSAND | 8.68 THOUSAND | 1.10 THOUSAND |
| URBANISATION: [N/A] | PENETRATION: 4% | PENETRATION: 4% | vs POPULATION: 27% | PENETRATION: 3% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SAINT PIERRE & MIQUELON

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 6.29 THOUSAND | 4.50 THOUSAND | 4.50 THOUSAND | 4.44 THOUSAND | 3.00 THOUSAND |
| URBANISATION: 91% | PENETRATION: 71% | PENETRATION: 71% | vs POPULATION: 71% | PENETRATION: 48% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# ST VINCENT & THE GRENADINES

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 109.6 THOUSAND | 76.00 THOUSAND | 52.00 THOUSAND | 135.4 THOUSAND | 46.00 THOUSAND |
| URBANISATION: 51% | PENETRATION: 69% | PENETRATION: 47% | vs POPULATION: 124% | PENETRATION: 42% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SAMOA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 193.9 THOUSAND | 57.00 THOUSAND | 57.00 THOUSAND | 248.0 THOUSAND | 49.00 THOUSAND |
| URBANISATION: 19% | PENETRATION: 29% | PENETRATION: 29% | vs POPULATION: 128% | PENETRATION: 25% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SAN MARINO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 31.87 THOUSAND | 17.00 THOUSAND | 8.70 THOUSAND | 4.02 THOUSAND | 7.20 THOUSAND |
| URBANISATION: 94% | PENETRATION: 53% | PENETRATION: 27% | vs POPULATION: 13% | PENETRATION: 23% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SÃO TOMÉ & PRÍNCIPE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 192.4 THOUSAND | 48.81 THOUSAND | 32.00 THOUSAND | 197.9 THOUSAND | 25.00 THOUSAND |
| URBANISATION: 66% | PENETRATION: 25% | PENETRATION: 17% | vs POPULATION: 103% | PENETRATION: 13% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SAUDI ARABIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 31.85 MILLION | 20.29 MILLION | 11.00 MILLION | 57.58 MILLION | 10.00 MILLION |
| URBANISATION: 83% | PENETRATION: 64% | PENETRATION: 35% | vs POPULATION: 181% | PENETRATION: 31% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SENEGAL

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 15.36 MILLION | 7.26 MILLION | 1.80 MILLION | 14.70 MILLION | 1.40 MILLION |
| URBANISATION: 44% | PENETRATION: 47% | PENETRATION: 12% | vs POPULATION: 96% | PENETRATION: 9% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SERBIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **8.83 MILLION** | **4.73 MILLION** | **3.60 MILLION** | **9.74 MILLION** | **2.70 MILLION** |
| URBANISATION: 56% | PENETRATION: 54% | PENETRATION: 41% | vs POPULATION: 110% | PENETRATION: 31% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SEYCHELLES

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 96.75 THOUSAND | 52.5 THOUSAND | 40.0 THOUSAND | 132.7 THOUSAND | 32.0 THOUSAND |
| URBANISATION: 54% | PENETRATION: 54% | PENETRATION: 41% | vs POPULATION: 137% | PENETRATION: 33% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SIERRA LEONE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 6.52 MILLION | 0.26 MILLION | 0.25 MILLION | 4.57 MILLION | 0.21 MILLION |
| URBANISATION: 40% | PENETRATION: 4% | PENETRATION: 4% | vs POPULATION: 70% | PENETRATION: 3% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SINGAPORE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 5.65 MILLION | 4.65 MILLION | 3.60 MILLION | 8.22 MILLION | 3.30 MILLION |
| URBANISATION: 100% | PENETRATION: 82% | PENETRATION: 64% | vs POPULATION: 145% | PENETRATION: 58% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SLOVAKIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 5.43 MILLION | 4.51 MILLION | 2.30 MILLION | 7.15 MILLION | 1.80 MILLION |
| URBANISATION: 54% | PENETRATION: 83% | PENETRATION: 42% | vs POPULATION: 132% | PENETRATION: 33% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SLOVENIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 2.07 MILLION | 1.50 MILLION | 0.85 MILLION | 2.34 MILLION | 0.66 MILLION |
| URBANISATION: 50% | PENETRATION: 73% | PENETRATION: 41% | vs POPULATION: 113% | PENETRATION: 32% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SOLOMON ISLANDS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 589.3 THOUSAND | 56.02 THOUSAND | 34.00 THOUSAND | 408.9 THOUSAND | 26.00 THOUSAND |
| URBANISATION: 23% | PENETRATION: 10% | PENETRATION: 6% | vs POPULATION: 69% | PENETRATION: 4% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SOMALIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 10.93 MILLION | 0.52 MILLION | 0.52 MILLION | 6.19 MILLION | 0.44 MILLION |
| URBANISATION: 40% | PENETRATION: 5% | PENETRATION: 5% | vs POPULATION: 57% | PENETRATION: 4% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SOUTH AFRICA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **54.73 MILLION** | **26.84 MILLION** | **13.00 MILLION** | **85.53 MILLION** | **10.00 MILLION** |
| URBANISATION: 65% | PENETRATION: 49% | PENETRATION: 24% | vs POPULATION: 156% | PENETRATION: 18% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SPAIN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **46.09 MILLION** | **35.71 MILLION** | **22.00 MILLION** | **49.16 MILLION** | **19.00 MILLION** |
| URBANISATION: 80% | PENETRATION: 77% | PENETRATION: 48% | vs POPULATION: 107% | PENETRATION: 41% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SRI LANKA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **20.76 MILLION** | **5.69 MILLION** | **3.50 MILLION** | **25.83 MILLION** | **2.80 MILLION** |
| URBANISATION: 18% | PENETRATION: 27% | PENETRATION: 17% | vs POPULATION: 124% | PENETRATION: 13% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SUDAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **40.71 MILLION** | **10.03 MILLION** | [N/A] | **27.73 MILLION** | [N/A] |
| URBANISATION: 34% | PENETRATION: 25% | | vs POPULATION: 68% | |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | |

JAN 2016

# SUDAN, SOUTH

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 12.54 MILLION | 1.99 MILLION | 0.16 MILLION | 4.14 MILLION | 0.13 MILLION |
| URBANISATION: 19% | PENETRATION: 16% | PENETRATION: 1% | vs POPULATION: 33% | PENETRATION: 1% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SURINAME

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 545.3 THOUSAND | 240.0 THOUSAND | 240.0 THOUSAND | 633.2 THOUSAND | 210.0 THOUSAND |
| URBANISATION: 66% | PENETRATION: 44% | PENETRATION: 44% | vs POPULATION: 116% | PENETRATION: 39% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SWAZILAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 1.30 MILLION | 0.39 MILLION | 0.16 MILLION | 0.92 MILLION | 0.13 MILLION |
| URBANISATION: 21% | PENETRATION: 30% | PENETRATION: 12% | vs POPULATION: 71% | PENETRATION: 10% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SWEDEN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 9.82 MILLION | 9.22 MILLION | 5.70 MILLION | 14.85 MILLION | 5.10 MILLION |
| URBANISATION: 86% | PENETRATION: 94% | PENETRATION: 58% | vs POPULATION: 151% | PENETRATION: 52% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SWITZERLAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **8.34 MILLION** | **7.25 MILLION** | **3.50 MILLION** | **11.28 MILLION** | **3.10 MILLION** |
| URBANISATION: 74% | PENETRATION: 87% | PENETRATION: 42% | vs POPULATION: 135% | PENETRATION: 37% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# SYRIA

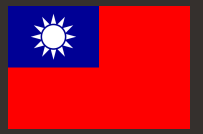
A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 18.53 MILLION | 6.43 MILLION | [N/A] | 13.29 MILLION | [N/A] |
| URBANISATION: 58% | PENETRATION: 35% | | vs POPULATION: 72% | |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | |

JAN 2016

# TAIWAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 23.46 MILLION | 19.71 MILLION | 18.00 MILLION | 32.60 MILLION | 15.00 MILLION |
| URBANISATION: 78% | PENETRATION: 84% | PENETRATION: 77% | vs POPULATION: 139% | PENETRATION: 64% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# TAJIKISTAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **8.58 MILLION** | **1.50 MILLION** | **0.12 MILLION** | **9.43 MILLION** | **0.07 MILLION** |
| URBANISATION: 27% | PENETRATION: 17% | PENETRATION: 1% | vs POPULATION: 110% | PENETRATION: 1% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# TANZANIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **54.31 MILLION** | **7.59 MILLION** | **2.80 MILLION** | **38.08 MILLION** | **2.20 MILLION** |
| URBANISATION: 32% | PENETRATION: 14% | PENETRATION: 5% | vs POPULATION: 70% | PENETRATION: 4% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# THAILAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **68.05 MILLION** | **38.00 MILLION** | **38.00 MILLION** | **82.78 MILLION** | **34.00 MILLION** |
| URBANISATION: 52% | PENETRATION: 56% | PENETRATION: 56% | vs POPULATION: 122% | PENETRATION: 50% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# TIMOR-LESTE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 1.20 MILLION | 0.31 MILLION | 0.31 MILLION | 1.06 MILLION | 0.25 MILLION |
| URBANISATION: 33% | PENETRATION: 26% | PENETRATION: 26% | vs POPULATION: 89% | PENETRATION: 21% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# TOGO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 7.40 MILLION | 0.43 MILLION | 0.28 MILLION | 4.67 MILLION | 0.19 MILLION |
| URBANISATION: 41% | PENETRATION: 6% | PENETRATION: 4% | vs POPULATION: 63% | PENETRATION: 3% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# TONGA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 106.5 THOUSAND | 42.62 THOUSAND | 41.00 THOUSAND | 70.25 THOUSAND | 35.00 THOUSAND |
| URBANISATION: 24% | PENETRATION: 40% | PENETRATION: 38% | vs POPULATION: 66% | PENETRATION: 33% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# TRINIDAD & TOBAGO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

## TOTAL POPULATION

**1.36 MILLION**

URBANISATION: 8%

*FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN*

## ACTIVE INTERNET USERS

**0.89 MILLION**

PENETRATION: 65%

*FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS*

## ACTIVE SOCIAL MEDIA USERS

**0.64 MILLION**

PENETRATION: 47%

*FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS*

## MOBILE CONNECTIONS

**1.82 MILLION**

vs POPULATION: 134%

*FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS*

## ACTIVE MOBILE SOCIAL USERS

**0.56 MILLION**

PENETRATION: 41%

*FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS*

JAN 2016

# TUNISIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 11.31 MILLION | 5.41 MILLION | 5.20 MILLION | 16.45 MILLION | 4.10 MILLION |
| URBANISATION: 67% | PENETRATION: 48% | PENETRATION: 46% | vs POPULATION: 145% | PENETRATION: 36% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# TURKEY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **79.14 MILLION** | **46.28 MILLION** | **42.00 MILLION** | **71.03 MILLION** | **36.00 MILLION** |
| URBANISATION: 74% | PENETRATION: 58% | PENETRATION: 53% | vs POPULATION: 90% | PENETRATION: 45% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# TURKMENISTAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **5.41 MILLION** | **0.66 MILLION** | **0.01 MILLION** | **0.69 MILLION** | **0.01 MILLION** |
| URBANISATION: 50% | PENETRATION: 12% | PENETRATION: <1% | vs POPULATION: 128% | PENETRATION: <1% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# TURKS & CAICOS ISLANDS

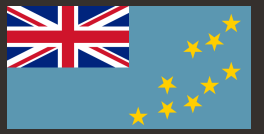
A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 34.62 THOUSAND | 20.00 THOUSAND | 20.00 THOUSAND | 39.30 THOUSAND | 18.00 THOUSAND |
| URBANISATION: 93% | PENETRATION: 58% | PENETRATION: 58% | vs POPULATION: 114% | PENETRATION: 52% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# TUVALU

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 9.93 THOUSAND | 4.30 THOUSAND | 2.00 THOUSAND | 6.76 THOUSAND | 1.10 THOUSAND |
| URBANISATION: 61% | PENETRATION: 43% | PENETRATION: 20% | vs POPULATION: 68% | PENETRATION: 11% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# UGANDA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 39.68 MILLION | 11.92 MILLION | 1.90 MILLION | 28.66 MILLION | 1.50 MILLION |
| URBANISATION: 16% | PENETRATION: 30% | PENETRATION: 5% | vs POPULATION: 72% | PENETRATION: 4% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# UKRAINE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **44.72 MILLION** | **19.41 MILLION** | **19.66 MILLION** | **64.11 MILLION** | **12.19 MILLION** |
| URBANISATION: 70% | PENETRATION: 44% | PENETRATION: 44% | vs POPULATION: 143% | PENETRATION: 27% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# UNITED ARAB EMIRATES

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 9.21 MILLION | 8.81 MILLION | 6.30 MILLION | 17.19 MILLION | 5.60 MILLION |
| URBANISATION: 86% | PENETRATION: 96% | PENETRATION: 68% | vs POPULATION: 187% | PENETRATION: 61% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# UNITED KINGDOM

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 64.91 MILLION | 59.47 MILLION | 38.00 MILLION | 74.92 MILLION | 33.00 MILLION |
| URBANISATION: 83% | PENETRATION: 92% | PENETRATION: 59% | vs POPULATION: 115% | PENETRATION: 51% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# UNITED STATES OF AMERICA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 322.9 MILLION | 282.1 MILLION | 192.0 MILLION | 342.4 MILLION | 169.0 MILLION |
| URBANISATION: 82% | PENETRATION: 87% | PENETRATION: 59% | vs POPULATION: 106% | PENETRATION: 52% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# UNITED STATES VIRGIN ISLANDS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 106.4 THOUSAND | 53.25 THOUSAND | 31.00 THOUSAND | 193.7 THOUSAND | 28.00 THOUSAND |
| URBANISATION: 96% | PENETRATION: 50% | PENETRATION: 29% | vs POPULATION: 182% | PENETRATION: 26% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# URUGUAY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 3.44 MILLION | 2.20 MILLION | 2.20 MILLION | 5.52 MILLION | 1.80 MILLION |
| URBANISATION: 96% | PENETRATION: 64% | PENETRATION: 64% | vs POPULATION: 161% | PENETRATION: 52% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# UZBEKISTAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

## TOTAL POPULATION

**30.10 MILLION**

URBANISATION: 37%

*FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN*

## ACTIVE INTERNET USERS

**13.11 MILLION**

PENETRATION: 44%

*FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS*

## ACTIVE SOCIAL MEDIA USERS

**0.46 MILLION**

PENETRATION: 2%

*FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS*

## MOBILE CONNECTIONS

**20.74 MILLION**

vs POPULATION: 69%

*FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS*

## ACTIVE MOBILE SOCIAL USERS

**0.35 MILLION**

PENETRATION: 1%

*FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS*

JAN 2016

# VANUATU

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 267.6 THOUSAND | 51.19 THOUSAND | 27.00 THOUSAND | 197.5 THOUSAND | 19.00 THOUSAND |
| URBANISATION: 26% | PENETRATION: 19% | PENETRATION: 10% | vs POPULATION: 74% | PENETRATION: 7% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# VENEZUELA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **31.31 MILLION** | **17.85 MILLION** | **12.00 MILLION** | **30.77 MILLION** | **8.40 MILLION** |
| URBANISATION: 89% | PENETRATION: 57% | PENETRATION: 38% | vs POPULATION: 98% | PENETRATION: 27% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# VIETNAM

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **93.95 MILLION** | **47.30 MILLION** | **35.00 MILLION** | **143.0 MILLION** | **29.00 MILLION** |
| URBANISATION: 34% | PENETRATION: 50% | PENETRATION: 37% | vs POPULATION: 152% | PENETRATION: 31% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# WALLIS & FUTUNA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 13.13 THOUSAND | 3.60 THOUSAND | 3.60 THOUSAND | [N/A] | 2.40 THOUSAND |
| URBANISATION: 0% | PENETRATION: 27% | PENETRATION: 27% | | PENETRATION: 18% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# WESTERN SAHARA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 578.4 THOUSAND | 27.00 THOUSAND | 26.00 THOUSAND | [N/A] | 18.00 THOUSAND |
| URBANISATION: 81% | PENETRATION: 5% | PENETRATION: 4% | | PENETRATION: 3% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

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# YEMEN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| **27.15 MILLION** | **6.12 MILLION** | **1.70 MILLION** | **17.49 MILLION** | **1.30 MILLION** |
| URBANISATION: 35% | PENETRATION: 23% | PENETRATION: 6% | vs POPULATION: 64% | PENETRATION: 5% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# ZAMBIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 16.46 MILLION | 2.85 MILLION | 1.30 MILLION | 11.86 MILLION | 1.00 MILLION |
| URBANISATION: 41% | PENETRATION: 17% | PENETRATION: 8% | vs POPULATION: 72% | PENETRATION: 6% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

JAN 2016

# ZIMBABWE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

| TOTAL POPULATION | ACTIVE INTERNET USERS | ACTIVE SOCIAL MEDIA USERS | MOBILE CONNECTIONS | ACTIVE MOBILE SOCIAL USERS |
|---|---|---|---|---|
| 15.78 MILLION | 6.76 MILLION | 0.82 MILLION | 14.70 MILLION | 0.61 MILLION |
| URBANISATION: 32% | PENETRATION: 43% | PENETRATION: 5% | vs POPULATION: 93% | PENETRATION: 4% |
| *FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN* | *FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* | *FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS* | *FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS* |

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# SPECIAL THANKS

We'd like to offer our thanks to GSMA Intelligence for providing their valuable data for this report. GSMA Intelligence is the unit within the GSMA that houses the organisation's extensive database of mobile operator statistics, forecasts, and industry reports.

GSMA Intelligence's data covers every operator group, network and MVNO in every country – from Afghanistan to Zimbabwe. Updated daily, it is the most accurate and complete set of industry metrics available, comprising tens of millions of individual data points.

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

Learn more about GSMA Intelligence at http://www.gsmaintelligence.com

# DATA SOURCES USED IN THIS REPORT

POPULATION DATA: United Nations World Population Prospects, 2015 Revision; US Census Bureau (2016 data); United Nations World Urbanization Prospects, 2014 Revision.

INTERNET USER DATA: InternetWorldStats (November 2015 Update); ITU *Individuals Using the Internet*, 2015; CIA World Factbook, January 2015; The Prospect Group; The China Internet Network Information Center; The Telecom Regulatory Authority of India; Asosiasi Penyelenggara Jasa Internet Indonesia; Nigerian Communications Commission, Nepal Telecommunications Authority. We have also used active Facebook accounts as a proxy for internet users in countries where no internet user data is available, or where reported internet user numbers are significantly below the reported number of active Facebook accounts.*

SOCIAL MEDIA AND MOBILE SOCIAL MEDIA DATA: Latest reported monthly active user data from Facebook, Tencent, VKontakte, LINE and Kakao as at January 2016. VKontakte mobile data extrapolated from LiveInternet.ru. Thanks to Niki Aghaei for her assistance with collecting and understanding social media user data for Iran.

MOBILE PHONE USERS, CONNECTIONS AND MOBILE BROADBAND DATA: Latest reported national data from GSMA Intelligence (Q4 2015).

FLAGS: Identification and images c/o Wikipedia.

NOTES: *In a few instances, Facebook's reported number of active accounts for a given country exceeds the number of reported internet users, so, where relevant, we've adjusted the internet user numbers for these countries to reflect the number of active Facebook accounts. However, in the case of the Philippines and Russia, we've left the figures as-is to provide greater ease of comparison with our companion Digital in 2016 report. We left internet user figures as-is in that report because we provided a range of other internet user data, which should allow readers to select the values they believe best suit their needs.

# IMPORTANT NOTES

We Are Social publishes its compendium of digital, social, and mobile media statistics on an annual basis, but on occasion we may need to alter or update the information and data contained therein. To ensure you have the most up-to-date version of this report, please visit **http://bit.ly/DSM2016YB**.

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