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
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
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

SOURCEs: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
ALBANIA

A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

JAN 2016

TOTAL POPULATION: 2.90 MILLION
ACTIVE INTERNET USERS: 1.82 MILLION
ACTIVE SOCIAL MEDIA USERS: 1.30 MILLION
MOBILE CONNECTIONS: 4.98 MILLION
ACTIVE MOBILE SOCIAL USERS: 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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
ANDORRA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

JAN 2016

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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
A snapshot of the country’s key digital statistical indicators

**Angola**

**January 2016**

- **Total Population**: 25.43 million
- **Active Internet Users**: 5.41 million
- **Active Social Media Users**: 3.40 million
- **Mobile Connections**: 16.01 million
- **Active Mobile Social Users**: 3.00 million

**Urbanisation**: 45%

**Penetration**: 21%

**Penetration**: 13%

**Penetration**: 12% vs Population: 63%

**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**

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
ANGUILLA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

14.69 THOUSAND
URBANISATION: 100%

11.56 THOUSAND
PENETRATION: 79%

8.50 THOUSAND
PENETRATION: 58%

26.87 THOUSAND
vs POPULATION: 183%

7.60 THOUSAND
PENETRATION: 52%

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A snapshot of the country’s key digital statistical indicators:

- **Total Population**: 93,580 thousand
- **Active Internet Users**: 81,550 thousand
- **Active Social Media Users**: 47,000 thousand
- **Mobile Connections**: 177,000 thousand
- **Active Mobile Social Users**: 42,000 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**

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
ARGENTINA

A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION 43.63 MILLION
ACTIVE INTERNET USERS 34.79 MILLION
ACTIVE SOCIAL MEDIA USERS 27.00 MILLION
MOBILE CONNECTIONS 61.43 MILLION
ACTIVE MOBILE SOCIAL USERS 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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

ARMENIA

TOTAL POPULATION: 3.02 MILLION
ACTIVE INTERNET USERS: 2.13 MILLION
ACTIVE SOCIAL MEDIA USERS: 0.89 MILLION
MOBILE CONNECTIONS: 3.66 MILLION
ACTIVE MOBILE SOCIAL USERS: 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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
AUSTRALIA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

JAN 2016

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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
JAN 2016

AUSTRIA

A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
8.56 MILLION
URBANISATION: 66%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE INTERNET USERS
7.14 MILLION
PENETRATION: 83%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL MEDIA USERS
3.50 MILLION
PENETRATION: 41%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE CONNECTIONS
13.10 MILLION
vs POPULATION: 153%
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE SOCIAL USERS
2.90 MILLION
PENETRATION: 34%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
THE BAHAMAS
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 390,400
ACTIVE INTERNET USERS: 300,300
ACTIVE SOCIAL MEDIA USERS: 190,000
MOBILE CONNECTIONS: 318,300
ACTIVE MOBILE SOCIAL USERS: 170,000

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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.

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BAHRAIN

A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

- **Total Population**: 1.39 million
- **Active Internet Users**: 1.30 million
- **Active Social Media Users**: 0.69 million
- **Mobile Connections**: 2.61 million
- **Active Mobile Social Users**: 0.62 million

**Urbanisation**: 89%
**Penetration**: 94%
**Penetration**: 50%
**Penetration**: 45%

**Sources**: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
BANGLADESH
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 162.0 MILLION
ACTIVE INTERNET USERS: 53.94 MILLION
ACTIVE SOCIAL MEDIA USERS: 15.00 MILLION
MOBILE CONNECTIONS: 134.4 MILLION
ACTIVE MOBILE SOCIAL USERS: 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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
BARBADOS
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

JAN 2016

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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
Belarus

A snapshot of the country’s key digital statistical indicators

Total population: 9.49 million

Active internet users: 5.60 million

Active social media users: 5.13 million

Mobile connections: 11.73 million

Active mobile social users: 3.18 million

Urbanisation: 77%

Penetration: 59%

Penetration: 54%

Penetration: 34%

Penetration: 124%

Source: UN, US Census Bureau; ITU; VKontakte, LiveInternet.ru; GSMA Intelligence.
BELGIUM
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
11.34 MILLION
URBANISATION: 98%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE INTERNET USERS
9.64 MILLION
PENETRATION: 85%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL MEDIA USERS
6.00 MILLION
PENETRATION: 53%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE CONNECTIONS
13.18 MILLION
vs POPULATION: 116%
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE SOCIAL USERS
4.70 MILLION
PENETRATION: 41%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

• Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

**Belize**

**Total Population: 363,100,000**

**Active Internet Users: 140,500,000**

**Active Social Media Users: 140,000,000**

**Mobile Connections: 355,700,000**

**Active Mobile Social Users: 120,000,000**

**Urbanisation: 44%**

**Penetration: 39%**

**Penetration: 39%**

**Penetration: 33%**

**vs Population: 98%**

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.

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
BENIN
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION

11.02 MILLION
URBANISATION: 44%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE INTERNET USERS

1.23 MILLION
PENETRATION: 11%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL MEDIA USERS

0.58 MILLION
PENETRATION: 5%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE CONNECTIONS

9.33 MILLION
vs POPULATION: 85%
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE SOCIAL USERS

0.41 MILLION
PENETRATION: 4%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
BERMUDA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 70.54 THOUSAND
ACTIVE INTERNET USERS: 68.28 THOUSAND
ACTIVE SOCIAL MEDIA USERS: 35.00 THOUSAND
MOBILE CONNECTIONS: 68.26 THOUSAND
ACTIVE MOBILE SOCIAL USERS: 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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
BHUTAN
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
URBANISATION: 39%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE INTERNET USERS
PENETRATION: 34%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL MEDIA USERS
PENETRATION: 27%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE CONNECTIONS
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE SOCIAL USERS
PENETRATION: 23%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

779.5 THOUSAND
267.9 THOUSAND
210.0 THOUSAND
689.4 THOUSAND
180.0 THOUSAND

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
BONAIRE, SINT EUSTATIUS & SABA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 25.09 THOUSAND
ACTIVE INTERNET USERS: 20.96 THOUSAND
ACTIVE SOCIAL MEDIA USERS: 4.00 THOUSAND
MOBILE CONNECTIONS: 39.13 THOUSAND
ACTIVE MOBILE SOCIAL USERS: 3.80 THOUSAND

URBANISATION: 75%
PENETRATION: 84%
PENETRATION: 16% vs POPULATION: 156%

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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
BOSNIA & HERZEGOVINA

A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

- **Total Population**: 3.81 million
- **Active Internet Users**: 2.63 million
- **Active Social Media Users**: 1.60 million
- **Mobile Connections**: 3.56 million
- **Active Mobile Social Users**: 1.20 million

**Urbanisation**: 40%

**Penetration**: 69%

**Penetration**: 42%

**vs Population**: 94%

**Penetration**: 32%

**Sources**: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A snapshot of the country’s key digital statistical indicators

**Botswana**

- **Total Population**: 2.28 million
- **Active Internet Users**: 0.62 million
- **Active Social Media Users**: 0.65 million
- **Mobile Connections**: 3.35 million
- **Active Mobile Social Users**: 0.56 million

**Key Indicators**

- **Urbanisation**: 58%
- **Penetration**: 27%
- **Penetration**: 28%
- **Penetration**: 25%
- **Penetration**: 14.7%

**Notes**

- Figures represent total national population, including children.
- Figures include access via fixed and mobile connections.
- Figures based on active user accounts, not unique individuals.
- Figures represent mobile subscriptions, not unique users.
- Figures based on active user accounts, not unique individuals.

**Sources**: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A snapshot of the country’s key digital statistical indicators

**BRAZIL**

<table>
<thead>
<tr>
<th>Category</th>
<th>Figure</th>
<th>Source</th>
</tr>
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<tbody>
<tr>
<td>Total Population</td>
<td>208.7</td>
<td>UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.</td>
</tr>
<tr>
<td>Active Internet Users</td>
<td>120.2</td>
<td></td>
</tr>
<tr>
<td>Active Social Media Users</td>
<td>103.0</td>
<td></td>
</tr>
<tr>
<td>Mobile Connections</td>
<td>267.1</td>
<td></td>
</tr>
<tr>
<td>Active Mobile Social Users</td>
<td>88.0</td>
<td></td>
</tr>
</tbody>
</table>

**Urbanisation:** 86%

**Penetration:** 58%

**Penetration:** 49%

**Penetration:** 42%

**Penetration:** 128%

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.
BRITISH VIRGIN ISLANDS
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 30,391,000
ACTIVE INTERNET USERS: 14,621,000
ACTIVE SOCIAL MEDIA USERS: 13,000,000
MOBILE CONNECTIONS: 51,251,000
ACTIVE MOBILE SOCIAL USERS: 12,000,000

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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A snapshot of the country’s key digital statistical indicators:

**Brunei Darussalam**

**JAN 2016**

**Total Population**: 426,000 thousand

**Active Internet Users**: 318,900 thousand

**Active Social Media Users**: 270,000 thousand

**Mobile Connections**: 521,000 thousand

**Active Mobile Social Users**: 250,000 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.

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
BULGARIA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
4.08 MILLION
PENETRATION: 57%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE INTERNET USERS
3.20 MILLION
PENETRATION: 45%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

ACTIVE SOCIAL MEDIA USERS
7.12 MILLION
URBANISATION: 74%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

MOBILE CONNECTIONS
11.36 MILLION
vs POPULATION: 160%
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE SOCIAL USERS
2.50 MILLION
PENETRATION: 35%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
**BURKINA FASO**

A snapshot of the country’s key digital statistical indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Value</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>18.37M</td>
<td>Million, including children.</td>
</tr>
<tr>
<td>Active Internet Users</td>
<td>1.78M</td>
<td>Million, includes access via fixed and mobile connections.</td>
</tr>
<tr>
<td>Active Social Media Users</td>
<td>0.50M</td>
<td>Million, based on active user accounts, not unique individuals.</td>
</tr>
<tr>
<td>Mobile Connections</td>
<td>14.57M</td>
<td>Million, represents mobile subscriptions, not unique users.</td>
</tr>
<tr>
<td>Active Mobile Social Users</td>
<td>0.39M</td>
<td>Million, based on active user accounts, not unique individuals.</td>
</tr>
</tbody>
</table>

Urbanisation: 31%
Penetration: 10%
Penetration: 3%
Penetration: 2%

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A snapshot of the country’s key digital statistical indicators

**JAN 2016**

**BURUNDI**

- **Total Population**: 11.37 million
- **Active Internet Users**: 0.53 million
- **Active Social Media Users**: 0.35 million
- **Mobile Connections**: 4.69 million
- **Active Mobile Social Users**: 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.*

*Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.*
A Snapshot of the Country's Key Digital Statistical Indicators

**Cabo Verde**

**January 2016**

- **Total Population**: 523.7 thousand
- **Active Internet Users**: 219.8 thousand
- **Active Social Media Users**: 190.0 thousand
- **Mobile Connections**: 570.4 thousand
- **Active Mobile Social Users**: 160.0 thousand

**Urbanisation**: 66%

**Penetration**: 42% for Internet;

**Penetration**: 36% for Social Media;

**Penetration**: 31% for Mobile

**Notes**:
- 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.

**Sources**:
- UN, US Census Bureau; Internet World Stats; Facebook; GSMA Intelligence.
CAMBODIA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

JAN 2016

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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
CANADA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

<table>
<thead>
<tr>
<th>Category</th>
<th>Figure</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>36.11 million</td>
<td>Figure represents total national population, including children.</td>
</tr>
<tr>
<td>Active Internet Users</td>
<td>33.00 million</td>
<td>Penetration: 91%; figure includes access via fixed and mobile connections.</td>
</tr>
<tr>
<td>Active Social Media Users</td>
<td>21.00 million</td>
<td>Penetration: 58%; figure based on active user accounts, not unique individuals.</td>
</tr>
<tr>
<td>Mobile Connections</td>
<td>30.48 million</td>
<td>Penetration: 47%; figure represents mobile subscriptions, not unique users.</td>
</tr>
<tr>
<td>Active Mobile Social Users</td>
<td>17.00 million</td>
<td>Penetration: 47%; figure based on active user accounts, not unique individuals.</td>
</tr>
</tbody>
</table>

URBANISATION: 82%
PENETRATION: 91%
PENETRATION: 58%

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
JAN 2016

CENTRAL AFRICAN REPUBLIC
A SNAPSHOTS 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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
CHAD
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
14.27 MILLION
URBANISATION: 23%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE INTERNET USERS
0.36 MILLION
PENETRATION: 3%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL MEDIA USERS
0.20 MILLION
PENETRATION: 1%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE CONNECTIONS
7.27 MILLION
vs POPULATION: 51%
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE SOCIAL USERS
0.17 MILLION
PENETRATION: 1%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
A snapshot of the country's key digital statistical indicators:

- **Total Population (MILLION):** 18.04
- **Active Internet Users (MILLION):** 13.05
- **Active Social Media Users (MILLION):** 11.00
- **Mobile Connections (MILLION):** 25.66
- **Active Mobile Social Users (MILLION):** 9.90

**Urbanisation:** 90%

**Penetration:** 72%

**Penetration:** 61%

**Penetration:** 55%

**Penetration vs Population:** 142%

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; CNNIC; Tencent; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
CONGO, DEMOCRATIC REPUBLIC
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 78.49 MILLION
ACTIVE INTERNET USERS: 2.38 MILLION
ACTIVE SOCIAL MEDIA USERS: 2.00 MILLION
MOBILE CONNECTIONS: 48.68 MILLION
ACTIVE MOBILE SOCIAL USERS: 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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
CONGO, REPUBLIC
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
4.68 MILLION
URBANISATION: 66%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE INTERNET USERS
0.33 MILLION
PENETRATION: 7%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL MEDIA USERS
0.33 MILLION
PENETRATION: 7%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE CONNECTIONS
4.76 MILLION
vs POPULATION: 102%
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE SOCIAL USERS
0.26 MILLION
PENETRATION: 6%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
A snapshot of the country’s key digital statistical indicators

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>20.89K</td>
<td>Number of people in the country.</td>
</tr>
<tr>
<td>Active Internet Users</td>
<td>6.10K</td>
<td>People who have internet access.</td>
</tr>
<tr>
<td>Active Social Media Users</td>
<td>6.10K</td>
<td>People who are active on social media platforms.</td>
</tr>
<tr>
<td>Mobile Connections</td>
<td>8.87K</td>
<td>Mobile phone connections.</td>
</tr>
<tr>
<td>Active Mobile Social Users</td>
<td>5.00K</td>
<td>People who are active on mobile social media platforms.</td>
</tr>
</tbody>
</table>

- Urbanisation: 75%
- Penetration: 29%
- 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.

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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
URBANISATION: 78%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

4.24 MILLION
PENETRATION: 88%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

2.80 MILLION
PENETRATION: 58%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

7.49 MILLION
vs POPULATION: 155%
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

2.50 MILLION
PENETRATION: 52%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
CÔTE D’IVOIRE
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 22.98 MILLION
ACTIVE INTERNET USERS: 5.23 MILLION
ACTIVE SOCIAL MEDIA USERS: 1.80 MILLION
MOBILE CONNECTIONS: 26.06 MILLION
ACTIVE MOBILE SOCIAL USERS: 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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
CROATIA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

JAN 2016

TOTAL POPULATION: 4.23 MILLION
ACTIVE INTERNET USERS: 3.17 MILLION
ACTIVE SOCIAL MEDIA USERS: 1.80 MILLION
MOBILE CONNECTIONS: 5.08 MILLION
ACTIVE MOBILE SOCIAL USERS: 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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

**JAN 2016 CUBA**

**TOTAL POPULATION**: 11.39 MILLION  
**ACTIVE INTERNET USERS**: 3.42 MILLION  
**ACTIVE SOCIAL MEDIA USERS**: 0.75 MILLION  
**MOBILE CONNECTIONS**: 3.72 MILLION  
**ACTIVE MOBILE SOCIAL USERS**: 0.67 MILLION

**URBANISATION**: 77%  
**PENETRATION**: 30%  
**PENETRATION**: 7%  
**vs POPULATION**: 33%  
**PENETRATION**: 6%

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*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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*Sources: UN, US Census Bureau; ITU; BBG; GSMA Intelligence.*
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A snapshot of the country's key digital statistical indicators

**CYPRUS**

**JAN 2016**

<table>
<thead>
<tr>
<th>TOTAL POPULATION</th>
<th>ACTIVE INTERNET USERS</th>
<th>ACTIVE SOCIAL MEDIA USERS</th>
<th>MOBILE CONNECTIONS</th>
<th>ACTIVE MOBILE SOCIAL USERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.17 MILLION</td>
<td>0.81 MILLION</td>
<td>0.59 MILLION</td>
<td>1.56 MILLION</td>
<td>0.50 MILLION</td>
</tr>
</tbody>
</table>

**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.*

*Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.*
CZECH REPUBLIC
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

10.55 MILLION
URBANISATION: 73%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

8.41 MILLION
PENETRATION: 80%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

4.50 MILLION
PENETRATION: 43%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

14.15 MILLION
vs POPULATION: 134%
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

3.20 MILLION
PENETRATION: 30%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
DENMARK

A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 5.68 MILLION
ACTIVE INTERNET USERS: 5.45 MILLION
ACTIVE SOCIAL MEDIA USERS: 3.50 MILLION
MOBILE CONNECTIONS: 9.02 MILLION
ACTIVE MOBILE SOCIAL USERS: 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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
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

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

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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
EGYPT
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
92.45 MILLION
URBANISATION: 43%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE INTERNET USERS
48.30 MILLION
PENETRATION: 52%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL MEDIA USERS
28.00 MILLION
PENETRATION: 30%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE CONNECTIONS
94.00 MILLION
vs POPULATION: 102%
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE SOCIAL USERS
23.00 MILLION
PENETRATION: 25%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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
URBANISATION: 67%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

2.90 MILLION
PENETRATION: 47%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

2.90 MILLION
PENETRATION: 47%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

9.04 MILLION
vs POPULATION: 147%
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

2.50 MILLION
PENETRATION: 41%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
ERITREA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

<table>
<thead>
<tr>
<th>Category</th>
<th>Figure</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>5.29M</td>
<td>Figure represents total national population, including children.</td>
</tr>
<tr>
<td>Active Internet Users</td>
<td>0.38M</td>
<td>Figure includes access via fixed and mobile connections.</td>
</tr>
<tr>
<td>Active Social Media Users</td>
<td>0.07M</td>
<td>Figure based on active user accounts, not unique individuals.</td>
</tr>
<tr>
<td>Mobile Connections</td>
<td>0.50M</td>
<td>Figure represents mobile subscriptions, not unique users.</td>
</tr>
<tr>
<td>Active Mobile Social Users</td>
<td>0.04M</td>
<td>Figure based on active user accounts, not unique individuals.</td>
</tr>
</tbody>
</table>

**Urbanisation:** 23%

**Penetration:** 7%

**Penetration:** 1%

**Vs Population:** 9%

**Penetration:** 1%

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; active Facebook accounts used as a proxy for internet users; Facebook; GSMA Intelligence.
A snapshot of the country’s key digital statistical indicators

**FAROE ISLANDS**

- **Total Population**: 50.46 thousand
- **Active Internet Users**: 47.76 thousand
- **Active Social Media Users**: 34.00 thousand
- **Mobile Connections**: 63.39 thousand
- **Active Mobile Social Users**: 29.00 thousand

**Urbanisation**: 42%

**Penetration**: 95%

**Penetration**: 67%

**vs Population**: 126%

**Penetration**: 57%

**Figures**
- Represent total national population, including children.
- Include access via fixed and mobile connections.
- Based on active user accounts, not unique individuals.
- Represent mobile subscriptions, not unique users.

**Sources**
- UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
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

2,911 THOUSAND
2,841 THOUSAND
2,301 THOUSAND
4,241 THOUSAND
1,801 THOUSAND

URBANISATION: 77%
PENDENTRATION: 98%
PENDENTRATION: 79%
vs POPULATION: 146%
PENDENTRATION: 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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

894,800
380,100
380,000
1,111,100
320,000

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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A snapshot of the country’s key digital statistical indicators

**FRANCE**

**TOTAL POPULATION**

64.53 MILLION

**ACTIVE INTERNET USERS**

55.43 MILLION

**ACTIVE SOCIAL MEDIA USERS**

32.00 MILLION

**MOBILE CONNECTIONS**

64.67 MILLION

**ACTIVE MOBILE SOCIAL USERS**

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.*

*Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.*
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
GABON
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

1.74 MILLION
URBANISATION: 87%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

0.67 MILLION
PENETRATION: 38%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

0.37 MILLION
PENETRATION: 21%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

2.87 MILLION
vs POPULATION: 164%
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

0.30 MILLION
PENETRATION: 17%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
JAN 2016

GEORGIA

A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION

3.99 MILLION

URBANISATION: 54%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE INTERNET USERS

2.41 MILLION

PENETRATION: 60%

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL MEDIA USERS

1.80 MILLION

PENETRATION: 45%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE CONNECTIONS

5.96 MILLION

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE SOCIAL USERS

1.30 MILLION

PENETRATION: 33%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A snapshot of the country's key digital statistical indicators:

- **Total Population**: 27.72 million
- **Active Internet Users**: 5.24 million
- **Active Social Media Users**: 2.90 million
- **Mobile Connections**: 33.50 million
- **Active Mobile Social Users**: 2.40 million

**Urbanisation**: 55%
**Penetration**: 19%
**Penetration**: 10%
**Penetration**: 9%

**Sources**: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

**GREECE**

**TOTAL POPULATION**
10.94 MILLION

**ACTIVE INTERNET USERS**
6.91 MILLION

**ACTIVE SOCIAL MEDIA USERS**
4.80 MILLION

**MOBILE CONNECTIONS**
17.48 MILLION

**ACTIVE MOBILE SOCIAL USERS**
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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
GRENDADA
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
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FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
# Guatemala

A Snapshot of the Country’s Key Digital Statistical Indicators

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>16.51M</td>
</tr>
<tr>
<td>Active Internet Users</td>
<td>4.70M</td>
</tr>
<tr>
<td>Active Social Media Users</td>
<td>4.80M</td>
</tr>
<tr>
<td>Mobile Connections</td>
<td>16.87M</td>
</tr>
<tr>
<td>Active Mobile Social Users</td>
<td>4.30M</td>
</tr>
</tbody>
</table>

Urbanisation: 52%

Penetration: 28%

Penetration: 29%

Penetration: 26%

Source: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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
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Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
GUINEA-BISSAU
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 1.87 MILLION
ACTIVE INTERNET USERS: 0.07 MILLION
ACTIVE SOCIAL MEDIA USERS: 0.07 MILLION
MOBILE CONNECTIONS: 1.55 MILLION
ACTIVE MOBILE SOCIAL USERS: 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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
Haiti
A snapshot of the country’s key digital statistical indicators

**Total Population:** 10.78 Million
**Active Internet Users:** 1.23 Million
**Active Social Media Users:** 1.10 Million
**Mobile Connections:** 8.50 Million
**Active Mobile Social Users:** 0.91 Million

Urbanisation: 60%
Penetration: 11%
Penetration: 10%
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.

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
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
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FIGURE REPRENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
HUNGARY
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 9.84 MILLION
ACTIVE INTERNET USERS: 7.50 MILLION
ACTIVE SOCIAL MEDIA USERS: 5.20 MILLION
MOBILE CONNECTIONS: 11.50 MILLION
ACTIVE MOBILE SOCIAL USERS: 3.80 MILLION

URBANISATION: 72%
PENETRATION: 76%
PENETRATION: 53%
vs POPULATION: 117%
PENETRATION: 39%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN
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FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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
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FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

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

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INDIA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 1,319 MILLION
ACTIVE INTERNET USERS: 375 MILLION
ACTIVE SOCIAL MEDIA USERS: 136 MILLION
MOBILE CONNECTIONS: 1,012 MILLION
ACTIVE MOBILE SOCIAL USERS: 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
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FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
INDONESIA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 259.1 MILLION
ACTIVE INTERNET USERS: 88.10 MILLION
ACTIVE SOCIAL MEDIA USERS: 79.00 MILLION
MOBILE CONNECTIONS: 326.3 MILLION
ACTIVE MOBILE SOCIAL USERS: 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

Sources: UN, US Census Bureau; APJII; Facebook; GSMA Intelligence.
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.

Sources: UN, US Census Bureau; InternetWorldStats; Niki Aghaei; GSMA Intelligence.
IRAQ
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

- **TOTAL POPULATION**: 36.99 MILLION
  - Urbanisation: 70%
  - Figure represents total national population, including children

- **ACTIVE INTERNET USERS**: 11.00 MILLION
  - Penetration: 30%
  - Figure includes access via fixed and mobile connections

- **ACTIVE SOCIAL MEDIA USERS**: 11.00 MILLION
  - Penetration: 30%
  - Figure based on active user accounts, not unique individuals

- **MOBILE CONNECTIONS**: 29.67 MILLION
  - Vs population: 80%
  - Figure represents mobile subscriptions, not unique users

- **ACTIVE MOBILE SOCIAL USERS**: 9.80 MILLION
  - Penetration: 26%
  - Figure based on active user accounts, not unique individuals

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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
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FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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
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FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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
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FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
ITALY
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION 59.80 MILLION
ACTIVE INTERNET USERS 37.67 MILLION
ACTIVE SOCIAL MEDIA USERS 28.00 MILLION
MOBILE CONNECTIONS 80.29 MILLION
ACTIVE MOBILE SOCIAL USERS 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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A snapshot of the country’s key digital statistical indicators

**Jamaica**

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>2.80 Million</td>
<td>Urbanisation: 55%</td>
</tr>
<tr>
<td>Active Internet Users</td>
<td>1.58 Million</td>
<td>Penetration: 57%</td>
</tr>
<tr>
<td>Active Social Media Users</td>
<td>1.00 Million</td>
<td>Penetration: 36%</td>
</tr>
<tr>
<td>Mobile Connections</td>
<td>3.09 Million</td>
<td>vs Population: 110%</td>
</tr>
<tr>
<td>Active Mobile Social Users</td>
<td>0.91 Million</td>
<td>Penetration: 33%</td>
</tr>
</tbody>
</table>

**Sources:** UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A snapshot of the country’s key digital statistical indicators

- **Total Population**: 126.4 million
- **Active Internet Users**: 115.0 million
- **Active Social Media Users**: 53.00 million
- **Mobile Connections**: 173.3 million
- **Active Mobile Social Users**: 53.00 million

**Urbanisation**: 94%

**Penetration**: 91%

**Penetration**: 42%

**Penetration**: 42%

**Penetration**: 42%

**Penetration**: 42%

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 represents total national population, including children.

Figure based on active user accounts, not unique individuals.

Sources: UN, US Census Bureau; InternetWorldStats; LINE (as cited by Nikkei Corporation); GSMA Intelligence.
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
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FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
JORDAN
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 7.67 MILLION
ACTIVE INTERNET USERS: 5.70 MILLION
ACTIVE SOCIAL MEDIA USERS: 4.10 MILLION
MOBILE CONNECTIONS: 10.06 MILLION
ACTIVE MOBILE SOCIAL USERS: 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
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FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
KAZAKHSTAN
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
17.74 MILLION
URBANISATION: 53%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE INTERNET USERS
9.97 MILLION
PENETRATION: 56%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL MEDIA USERS
3.41 MILLION
PENETRATION: 19%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE CONNECTIONS
28.49 MILLION
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE SOCIAL USERS
2.11 MILLION
PENETRATION: 12%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats; VKontakte, LiveInternet.ru; GSMA Intelligence.
KENYA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 46.65 MILLION
ACTIVE INTERNET USERS: 31.99 MILLION
ACTIVE SOCIAL MEDIA USERS: 5.10 MILLION
MOBILE CONNECTIONS: 37.29 MILLION
ACTIVE MOBILE SOCIAL USERS: 4.10 MILLION

URBANISATION: 26%
PENETRATION: 69%
PENETRATION: 11% vs POPULATION: 80%
PENETRATION: 9%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN
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FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A snapshot of the country’s key digital statistical indicators

**Kiribati**

- **Total Population**: 113,400 thousand
- **Active Internet Users**: 13,890 thousand
- **Active Social Media Users**: 9,000 thousand
- **Mobile Connections**: 22,720 thousand
- **Active Mobile Social Users**: 5,000 thousand

**Urbanisation**: 44%

**Penetration**: 12%

**Penetration**: 8%

**Vs Population**: 20%

**Penetration**: 4%

**Sources**: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
KOREA, NORTH
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
25.22 MILLION
URBANISATION: 61%

ACTIVE INTERNET USERS
0.007 MILLION
PENETRATION: <1%

ACTIVE SOCIAL MEDIA USERS
0.007 MILLION
PENETRATION: <1%

MOBILE CONNECTIONS
3.31 MILLION

ACTIVE MOBILE SOCIAL USERS
0.004 MILLION
PENETRATION: <1%

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
KOREA, SOUTH
A SNAPSHOTT 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
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FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats; Kakao; GSMA Intelligence.
### KOSOVO

**JAN 2016**

A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

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<thead>
<tr>
<th>Category</th>
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<tbody>
<tr>
<td>Total Population</td>
<td>1.88 Million</td>
</tr>
<tr>
<td>Active Internet Users</td>
<td>1.52 Million</td>
</tr>
<tr>
<td>Active Social Media Users</td>
<td>0.57 Million</td>
</tr>
<tr>
<td>Mobile Connections</td>
<td>1.54 Million</td>
</tr>
<tr>
<td>Active Mobile Social Users</td>
<td>0.49 Million</td>
</tr>
</tbody>
</table>

**Urbanisation:** [N/A]
**Penetration:** 81%
**Penetration:** 30%
**Penetration:** 26%

**Penetration vs Population:** 82%

**Sources:** UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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
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FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
JAN 2016

KYRGYZSTAN
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
2.19 MILLION
URBANISATION: 36%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE INTERNET USERS
0.29 MILLION
PENETRATION: 37%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL MEDIA USERS
8.61 MILLION
PENETRATION: 5%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE CONNECTIONS
0.21 MILLION
vs POPULATION: 144%
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE SOCIAL USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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
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FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
LEBANON
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 5.92 MILLION
ACTIVE INTERNET USERS: 4.42 MILLION
ACTIVE SOCIAL MEDIA USERS: 2.60 MILLION
MOBILE CONNECTIONS: 4.34 MILLION
ACTIVE MOBILE SOCIAL USERS: 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.

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
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

URBANISATION: 28%
PENETRATION: 12%
PENETRATION: 12%
vs POPULATION: 83%
PENETRATION: 8%

2.15 MILLION
0.26 MILLION
0.26 MILLION
1.78 MILLION
0.18 MILLION

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

Sources: UN, US Census Bureau; active Facebook accounts used as a proxy for internet users; Facebook; GSMA Intelligence.
LIBERIA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

- **TOTAL POPULATION**: 4.56 MILLION
- **ACTIVE INTERNET USERS**: 0.35 MILLION
- **ACTIVE SOCIAL MEDIA USERS**: 0.25 MILLION
- **MOBILE CONNECTIONS**: 2.77 MILLION
- **ACTIVE MOBILE SOCIAL USERS**: 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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
LIBYA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 6.30 MILLION
ACTIVE INTERNET USERS: 2.40 MILLION
ACTIVE SOCIAL MEDIA USERS: 2.50 MILLION
MOBILE CONNECTIONS: 10.61 MILLION
ACTIVE MOBILE SOCIAL USERS: 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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A snapshot of the country’s key digital statistical indicators

- **Total Population**: 37.65 thousand
- **Active Internet Users**: 35.85 thousand
- **Active Social Media Users**: 12.00 thousand
- **Mobile Connections**: 16.47 thousand
- **Active Mobile Social Users**: 10.00 thousand

**Urbanisation**: 14%
**Penetration**: 95%
**Penetration**: 32%
**Penetration**: 27%

**Sources**: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A Snapshot of the Country’s Key Digital Statistical Indicators

- **Total Population**: 571.7 thousand
- **Active Internet Users**: 541.2 thousand
- **Active Social Media Users**: 290.0 thousand
- **Mobile Connections**: 854.1 thousand
- **Active Mobile Social Users**: 250.0 thousand

**Urbanisation**: 90%
**Penetration**: 95%
**Penetration**: 51%
**Penetration** 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.

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
MACAU
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

592.4 THOUSAND
TOTAL POPULATION
URBANISATION: 100%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

413.6 THOUSAND
ACTIVE INTERNET USERS
PENETRATION: 70%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

330.0 THOUSAND
ACTIVE SOCIAL MEDIA USERS
PENETRATION: 56%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

1.85 MILLION
MOBILE CONNECTIONS
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

300.0 THOUSAND
ACTIVE MOBILE SOCIAL USERS
PENETRATION: 51%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
TFYR MACEDONIA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 2.08 MILLION
ACTIVE INTERNET USERS: 1.42 MILLION
ACTIVE SOCIAL MEDIA USERS: 1.00 MILLION
MOBILE CONNECTIONS: 2.37 MILLION
ACTIVE MOBILE SOCIAL USERS: 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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

MALAWI

TOTAL POPULATION: 17.48 MILLION
ACTIVE INTERNET USERS: 12.15 MILLION
ACTIVE SOCIAL MEDIA USERS: 0.71 MILLION
MOBILE CONNECTIONS: 6.56 MILLION
ACTIVE MOBILE SOCIAL USERS: 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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
MALAYSIA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 30.54 MILLION
ACTIVE INTERNET USERS: 20.62 MILLION
ACTIVE SOCIAL MEDIA USERS: 18.00 MILLION
MOBILE CONNECTIONS: 43.43 MILLION
ACTIVE MOBILE SOCIAL USERS: 16.00 MILLION

URBANISATION: 75%
PENETRATION: 68%
PENETRATION: 59%
vs POPULATION: 142%
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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
A snapshot of the country’s key digital statistical indicators

**MALTA**

**Jan 2016**

- **Total Population**: 4,191,000
- **Active Internet Users**: 3,142,000
- **Active Social Media Users**: 2,700,000
- **Mobile Connections**: 6,277,700
- **Active Mobile Social Users**: 2,300,000

**Urbanisation**: 96%
**Penetration**: 75%
**Penetration**: 64%
**Penetration**: 55%

**Penetration vs Population**: 150%

- **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.**

*Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.*
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

53,030
18,000
18,000
33,610
16,000

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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A snapshot of the country’s key digital statistical indicators

**TOTAL POPULATION**

396,400

**ACTIVE INTERNET USERS**

303,300

**ACTIVE SOCIAL MEDIA USERS**

160,000

**MOBILE CONNECTIONS**

626,600

**ACTIVE MOBILE SOCIAL USERS**

130,000

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**URBANISATION:** 89%

**PENETRATION:** 77%

**PENETRATION:** 40%

**vs POPULATION:** 158%

**PENETRATION:** 33%

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*Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.*

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**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.*
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
MAURITIUS
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
1.28 MILLION
URBANISATION: 40%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE INTERNET USERS
0.80 MILLION
PENETRATION: 63%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL MEDIA USERS
0.58 MILLION
PENETRATION: 45%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE CONNECTIONS
1.70 MILLION
vs POPULATION: 133%
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE SOCIAL USERS
0.47 MILLION
PENETRATION: 37%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
**MAYOTTE**

A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

<table>
<thead>
<tr>
<th>TOTAL POPULATION</th>
<th>ACTIVE INTERNET USERS</th>
<th>ACTIVE SOCIAL MEDIA USERS</th>
<th>MOBILE CONNECTIONS</th>
<th>ACTIVE MOBILE SOCIAL USERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>243.3 Thousand</td>
<td>107.9 Thousand</td>
<td>50.00 Thousand</td>
<td>222.0 Thousand</td>
<td>40.00 Thousand</td>
</tr>
</tbody>
</table>

**Urbanisation:** 47%  
**Penetration:** 44%  
**Penetration:** 21%  
**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*

**Sources:** UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
MEXICO
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

**TOTAL POPULATION**

- 127.8 MILLION
- URBANISATION: 80%

**ACTIVE INTERNET USERS**

- 60.00 MILLION
- PENETRATION: 47%

**ACTIVE SOCIAL MEDIA USERS**

- 60.00 MILLION
- PENETRATION: 47%

**MOBILE CONNECTIONS**

- 103.5 MILLION
- vs POPULATION: 81%

**ACTIVE MOBILE SOCIAL USERS**

- 52.00 MILLION
- PENETRATION: 41%

**Sources:** UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A snapshot of the country’s key digital statistical indicators

**Total Population**: 529,000 THOUSAND
**Active Internet Users**: 156,900 THOUSAND
**Active Social Media Users**: 21,000 THOUSAND
**Mobile Connections**: 18,520 THOUSAND
**Active Mobile Social Users**: 17,000 THOUSAND

- **Urbanisation**: 67%
- **Penetration**: 30%
- **Penetration**: 4%
- **Penetration**: 3%
- **Penetration**: 4%

**Sources**: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
A snapshot of the country’s key digital statistical indicators.

**Montserrat**

- **Total Population**: 5,144,000
- **Active Internet Users**: 2,861,000
- **Active Social Media Users**: 2,204,000
- **Mobile Connections**: 6,492,000
- **Active Mobile Social Users**: 2,000,000

**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.*

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
MOROCCO
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
URBANISATION: 61%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE INTERNET USERS
PENETRATION: 58%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL MEDIA USERS
PENETRATION: 32%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE CONNECTIONS
vs POPULATION: 132%
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE SOCIAL USERS
PENETRATION: 25%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

34.60 MILLION
20.21 MILLION
11.00 MILLION
45.69 MILLION
8.60 MILLION

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
MOZAMBIQUE

A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>28.36M</td>
</tr>
<tr>
<td>Active Internet Users</td>
<td>1.68M</td>
</tr>
<tr>
<td>Active Social Media Users</td>
<td>1.20M</td>
</tr>
<tr>
<td>Mobile Connections</td>
<td>17.86M</td>
</tr>
<tr>
<td>Active Mobile Social Users</td>
<td>0.93M</td>
</tr>
</tbody>
</table>

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.

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
MYANMAR

JAN 2016

A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 54.13 MILLION
ACTIVE INTERNET USERS: 7.60 MILLION
ACTIVE SOCIAL MEDIA USERS: 7.60 MILLION
MOBILE CONNECTIONS: 36.56 MILLION
ACTIVE MOBILE SOCIAL USERS: 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

Sources: UN, US Census Bureau; active Facebook accounts used as a proxy for internet users; Facebook; GSMA Intelligence.
NAMIBIA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 2.49 MILLION
ACTIVE INTERNET USERS: 0.48 MILLION
ACTIVE SOCIAL MEDIA USERS: 0.48 MILLION
MOBILE CONNECTIONS: 2.83 MILLION
ACTIVE MOBILE SOCIAL USERS: 0.41 MILLION

URBANISATION: 48%
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

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

A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

JAN 2016

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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
NEPAL

A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 28.68 MILLION
ACTIVE INTERNET USERS: 11.69 MILLION
ACTIVE SOCIAL MEDIA USERS: 5.80 MILLION
MOBILE CONNECTIONS: 26.72 MILLION
ACTIVE MOBILE SOCIAL USERS: 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

Sources: UN, US Census Bureau; Nepal Telecommunications Authority; Facebook; GSMA Intelligence.
THE NETHERLANDS
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 16.95 MILLION
ACTIVE INTERNET USERS: 16.14 MILLION
ACTIVE SOCIAL MEDIA USERS: 9.50 MILLION
MOBILE CONNECTIONS: 18.69 MILLION
ACTIVE MOBILE SOCIAL USERS: 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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
**NEW CALEDONIA**

A snapshot of the country’s key digital statistical indicators

<table>
<thead>
<tr>
<th>Category</th>
<th>Figure</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Population</strong></td>
<td>264.8k</td>
<td>URBANISATION: 71% URBANISATION represents the total national population, including children.</td>
</tr>
<tr>
<td><strong>Active Internet Users</strong></td>
<td>240.0k</td>
<td>PENETRATION: 91% PENETRATION includes access via fixed and mobile connections.</td>
</tr>
<tr>
<td><strong>Active Social Media Users</strong></td>
<td>140.0k</td>
<td>PENETRATION: 53% PENETRATION is based on active user accounts, not unique individuals.</td>
</tr>
<tr>
<td><strong>Mobile Connections</strong></td>
<td>272.8k</td>
<td>VS POPULATION: 103% VS POPULATION represents the figure based on active user subscriptions, not unique users.</td>
</tr>
<tr>
<td><strong>Active Mobile Social Users</strong></td>
<td>110.0k</td>
<td>PENETRATION: 42% PENETRATION is based on active user accounts, not unique individuals.</td>
</tr>
</tbody>
</table>

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
NEW ZEALAND
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

4.55 MILLION
4.16 MILLION
2.80 MILLION
5.98 MILLION
2.40 MILLION

URBANISATION: 86%
PENETRATION: 92%
PENETRATION: 62%
vs POPULATION: 131%
PENETRATION: 53%

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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
NICARAGUA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

JAN 2016

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

NICARAGUA

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

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

Sources: UN, US Census Bureau; Nigerian Communications Commission; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
<th>Urbanisation</th>
<th>Penetration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>5.24M</td>
<td>81%</td>
<td></td>
</tr>
<tr>
<td>Active Internet Users</td>
<td>5.05M</td>
<td></td>
<td>96%</td>
</tr>
<tr>
<td>Active Social Media Users</td>
<td>3.20M</td>
<td></td>
<td>61%</td>
</tr>
<tr>
<td>Mobile Connections</td>
<td>6.59M</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Active Mobile Social Users</td>
<td>2.90M</td>
<td></td>
<td>55%</td>
</tr>
</tbody>
</table>

- **Urbanisation**: 81%
- **Penetration**: 96%
- **Penetration**: 61%
- **Penetration**: 126%
- **Penetration**: 55%

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
OMAN
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
4.57 MILLION
URBANISATION: 78%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE INTERNET USERS
3.21 MILLION
PENETRATION: 70%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL MEDIA USERS
1.20 MILLION
PENETRATION: 26%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE CONNECTIONS
6.64 MILLION
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE SOCIAL USERS
1.10 MILLION
PENETRATION: 24%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN 2016
• Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
PANAMA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
3.96 MILLION
URBANISATION: 67%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE INTERNET USERS
1.90 MILLION
PENETRATION: 48%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL MEDIA USERS
1.50 MILLION
PENETRATION: 38%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE CONNECTIONS
5.76 MILLION
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE SOCIAL USERS
1.30 MILLION
PENETRATION: 33%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN 2016

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
PAPUA NEW GUINEA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
7.70 MILLION
URBANISATION: 13%

ACTIVE INTERNET USERS
0.72 MILLION
PENETRATION: 9%

ACTIVE SOCIAL MEDIA USERS
0.35 MILLION
PENETRATION: 5%

MOBILE CONNECTIONS
3.80 MILLION
vs POPULATION: 49%

ACTIVE MOBILE SOCIAL USERS
0.28 MILLION
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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
JAN 2016

PARAGUAY

A SNAPSHOTT 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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
### Key Digital Statistical Indicators for Peru

**January 2016**

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>31.58M</td>
</tr>
<tr>
<td>Active Internet Users</td>
<td>16.00M</td>
</tr>
<tr>
<td>Active Social Media Users</td>
<td>16.00M</td>
</tr>
<tr>
<td>Mobile Connections</td>
<td>33.53M</td>
</tr>
<tr>
<td>Active Mobile Social Users</td>
<td>12.00M</td>
</tr>
</tbody>
</table>

- **Urbanisation**: 79%
- **Penetration**: 51%
- **Penetration**: 51%
- **Penetration**: 38%
- **Penetration**: vs Population: 106%

**Note:**

- 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.

**Sources:**

- UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
THE PHILIPPINES
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 101.5 MILLION
ACTIVE INTERNET USERS: 47.13 MILLION
ACTIVE SOCIAL MEDIA USERS: 48.00 MILLION
MOBILE CONNECTIONS: 119.2 MILLION
ACTIVE MOBILE SOCIAL USERS: 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.

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
PORTUGAL
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

**TOTAL POPULATION**
10.33 MILLION
URBANISATION: 64%

**ACTIVE INTERNET USERS**
7.02 MILLION
PENETRATION: 68%

**ACTIVE SOCIAL MEDIA USERS**
5.60 MILLION
PENETRATION: 54%

**MOBILE CONNECTIONS**
14.82 MILLION
vs POPULATION: 143%

**ACTIVE MOBILE SOCIAL USERS**
4.50 MILLION
PENETRATION: 44%

---
Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
PUERTO RICO
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 3.68 MILLION
ACTIVE INTERNET USERS: 2.90 MILLION
ACTIVE SOCIAL MEDIA USERS: 2.10 MILLION
MOBILE CONNECTIONS: 3.28 MILLION
ACTIVE MOBILE SOCIAL USERS: 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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
A Snapshot of the Country’s Key Digital Statistical Indicators

**Qatar**

- Total Population: 2.26 Million
- Active Internet Users: 2.07 Million
- Active Social Media Users: 1.70 Million
- Mobile Connections: 4.73 Million
- Active Mobile Social Users: 1.50 Million

Urbanisation: 99%

Penetration: 91%

Penetration: 75%

Penetration: 66%

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

• Sources: UN, US Census Bureau; InternetWorldStats; VKontakte, LiveInternet.ru; GSMA Intelligence.
RWANDA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>11.75M</td>
<td>URBANISATION: 30%</td>
</tr>
<tr>
<td>Active Internet Users</td>
<td>3.22M</td>
<td>PENETRATION: 27%</td>
</tr>
<tr>
<td>Active Social Media Users</td>
<td>0.55M</td>
<td>PENETRATION: 5%</td>
</tr>
<tr>
<td>Mobile Connections</td>
<td>8.76M</td>
<td>vs POPULATION: 75%</td>
</tr>
<tr>
<td>Active Mobile Social Users</td>
<td>0.42M</td>
<td>PENETRATION: 4%</td>
</tr>
</tbody>
</table>

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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
SAINT HELENA*
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
URBANISATION: 40%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE INTERNET USERS
PENETRATION: 40%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL MEDIA USERS
PENETRATION: 38%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE CONNECTIONS
vs POPULATION: 42%
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE SOCIAL USERS
PENETRATION: 24%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

3.96 THOUSAND
1.60 THOUSAND
1.50 THOUSAND
1.65 THOUSAND
0.95 THOUSAND
*Includes data for Ascension and Tristan Da Cunha.

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
SAINT KITTS & NEVIS
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 55.88 THOUSAND
ACTIVE INTERNET USERS: 41.23 THOUSAND
ACTIVE SOCIAL MEDIA USERS: 28.00 THOUSAND
MOBILE CONNECTIONS: 101.2 THOUSAND
ACTIVE MOBILE SOCIAL USERS: 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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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
URBANISATION: 19%

142.9 THOUSAND
PENETRATION: 77%

80.00 THOUSAND
PENETRATION: 43%

227.3 THOUSAND
vs POPULATION: 122%

70.00 THOUSAND
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A snapshot of the country’s key digital statistical indicators

**SAINT PIERRE & MIQUELON**

**JAN 2016**

**TOTAL POPULATION**

6.29 THOUSAND

**ACTIVE INTERNET USERS**

4.50 THOUSAND

**ACTIVE SOCIAL MEDIA USERS**

4.50 THOUSAND

**MOBILE CONNECTIONS**

4.44 THOUSAND

**ACTIVE MOBILE SOCIAL USERS**

3.00 THOUSAND

**URBANISATION:** 91%

**PENETRATION:** 71%

**PENETRATION:** 71%

**vs POPULATION:** 71%

**PENETRATION:** 48%

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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
SAN MARINO
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

**TOTAL POPULATION**
31.87 THOUSAND
URBANISATION: 94%

**ACTIVE INTERNET USERS**
17.00 THOUSAND
PENETRATION: 53%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

**ACTIVE SOCIAL MEDIA USERS**
8.70 THOUSAND
PENETRATION: 27%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

**MOBILE CONNECTIONS**
4.02 THOUSAND
FIGURE REPRENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

**ACTIVE MOBILE SOCIAL USERS**
7.20 THOUSAND
PENETRATION: 23%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

**FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS**

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

**FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN**

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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
SÃO TOMÉ & PRÍNCIPE
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 192.4 thousand
ACTIVE INTERNET USERS: 48.81 thousand
ACTIVE SOCIAL MEDIA USERS: 32.00 thousand
MOBILE CONNECTIONS: 197.9 thousand
ACTIVE MOBILE SOCIAL USERS: 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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
SAUDI ARABIA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
31.85 MILLION
URBANISATION: 83%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE INTERNET USERS
20.29 MILLION
PENETRATION: 64%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL MEDIA USERS
11.00 MILLION
PENETRATION: 35%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE CONNECTIONS
57.58 MILLION
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE SOCIAL USERS
10.00 MILLION
PENETRATION: 31%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN 2016

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
SENEGAL
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

- **Total Population**: 15.36 million
- **Active Internet Users**: 7.26 million
- **Active Social Media Users**: 1.80 million
- **Mobile Connections**: 14.70 million
- **Active Mobile Social Users**: 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.*

*Sources: UN, US Census Bureau; Internet World Stats; Facebook; GSMA Intelligence.*
SERBIA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
8.83 MILLION
URBANISATION: 56%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE INTERNET USERS
4.73 MILLION
PENETRATION: 54%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL MEDIA USERS
3.60 MILLION
PENETRATION: 41%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE CONNECTIONS
9.74 MILLION
vs POPULATION: 110%
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE SOCIAL USERS
2.70 MILLION
PENETRATION: 31%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.

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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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
## Sierra Leone

### Jan 2016

A snapshot of the country’s key digital statistical indicators

<table>
<thead>
<tr>
<th>Total Population</th>
<th>Active Internet Users</th>
<th>Active Social Media Users</th>
<th>Mobile Connections</th>
<th>Active Mobile Social Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.52 million</td>
<td>0.26 million</td>
<td>0.25 million</td>
<td>4.57 million</td>
<td>0.21 million</td>
</tr>
</tbody>
</table>

**Urbanisation:** 40%

**Penetration:** 4%

**Penetration:** 4%

**Penetration:** 3%

vs Population: 70%

*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*

---

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
SLOVAKIA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Active</th>
<th>Active Social Media</th>
<th>Mobile Connections</th>
<th>Active Mobile Social Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>5.43M</td>
<td>4.51M</td>
<td>2.30M</td>
<td>7.15M</td>
<td>1.80M</td>
</tr>
<tr>
<td>Urbanisation</td>
<td>54%</td>
<td>83%</td>
<td>42%</td>
<td>vs Population: 132%</td>
<td>33%</td>
</tr>
</tbody>
</table>

*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.*

---

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
SOUTH AFRICA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

<table>
<thead>
<tr>
<th>Total Population</th>
<th>Active Internet Users</th>
<th>Active Social Media Users</th>
<th>Mobile Connections</th>
<th>Active Mobile Social Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>54.73 Million</td>
<td>26.84 Million</td>
<td>13.00 Million</td>
<td>85.53 Million</td>
<td>10.00 Million</td>
</tr>
</tbody>
</table>

- 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.

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A SNAPSHOTS OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 46.09 MILLION
ACTIVE INTERNET USERS: 35.71 MILLION
ACTIVE SOCIAL MEDIA USERS: 22.00 MILLION
MOBILE CONNECTIONS: 49.16 MILLION
ACTIVE MOBILE SOCIAL USERS: 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

SPAIN
JAN 2016

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
SRI LANKA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

- **Total Population**: 20.76 million
- **Active Internet Users**: 5.69 million
- **Active Social Media Users**: 3.50 million
- **Mobile Connections**: 25.83 million
- **Active Mobile Social Users**: 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** represents mobile subscriptions, not unique users.
**Figure** based on active user accounts, not unique individuals.

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
<table>
<thead>
<tr>
<th>Indicator</th>
<th>Value</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>40.71M</td>
<td>† Urbanisation: 34%</td>
</tr>
<tr>
<td>Active Internet Users</td>
<td>10.03M</td>
<td>† Penetration: 25%</td>
</tr>
<tr>
<td>Active Social Media Users</td>
<td>[N/A]</td>
<td>† Figure based on active user accounts, not unique individuals</td>
</tr>
<tr>
<td>Mobile Connections</td>
<td>27.73M</td>
<td>† Figure represents mobile subscriptions, not unique users</td>
</tr>
<tr>
<td>Active Mobile Social Users</td>
<td>[N/A]</td>
<td></td>
</tr>
</tbody>
</table>

† Include access via fixed and mobile connections

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
**SUDAN, SOUTH**
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

**TOTAL POPULATION** 12.54 MILLION

**ACTIVE INTERNET USERS** 1.99 MILLION

**ACTIVE SOCIAL MEDIA USERS** 0.16 MILLION

**MOBILE CONNECTIONS** 4.14 MILLION

**ACTIVE MOBILE SOCIAL USERS** 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.

**Sources:** UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
JAN 2016

SURINAME

A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 545,300
ACTIVE INTERNET USERS: 240,000
ACTIVE SOCIAL MEDIA USERS: 240,000
MOBILE CONNECTIONS: 633,200
ACTIVE MOBILE SOCIAL USERS: 210,000

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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
SWAZILAND
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

**TOTAL POPULATION**: 1.30 MILLION
**ACTIVE INTERNET USERS**: 0.39 MILLION
**ACTIVE SOCIAL MEDIA USERS**: 0.16 MILLION
**MOBILE CONNECTIONS**: 0.92 MILLION
**ACTIVE MOBILE SOCIAL USERS**: 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**

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A snapshot of the country’s key digital statistical indicators

**Sweden**

**January 2016**

- **Total Population**: 9.82 million
- **Active Internet Users**: 9.22 million (Penetration: 94%)
- **Active Social Media Users**: 5.70 million (Penetration: 58%)
- **Mobile Connections**: 14.85 million
- **Active Mobile Social Users**: 5.10 million (Penetration: 52%)

Urbanization: 86%

Penetration: 94%

Penetration: 58%

Penetration: 52%

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
SWITZERLAND
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 8.34 MILLION
ACTIVE INTERNET USERS: 7.25 MILLION
ACTIVE SOCIAL MEDIA USERS: 3.50 MILLION
MOBILE CONNECTIONS: 11.28 MILLION
ACTIVE MOBILE SOCIAL USERS: 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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
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%

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
TAIWAN

A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
19.71 MILLION
URBANISATION: 78%

ACTIVE INTERNET USERS
18.00 MILLION
PENETRATION: 84%

ACTIVE SOCIAL MEDIA USERS
32.60 MILLION
PENETRATION: 77%

MOBILE CONNECTIONS
15.00 MILLION
PENETRATION: 64%

ACTIVE MOBILE SOCIAL USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; ITU; VKontakte, LiveInternet.ru; GSMA Intelligence.
Tanzania

A snapshot of the country’s key digital statistical indicators

**Total Population**: 54.31 million

**Active Internet Users**: 7.59 million

**Active Social Media Users**: 2.80 million

**Mobile Connections**: 38.08 million

**Active Mobile Social Users**: 2.20 million

Urbanisation: 32%

Penetration: 14%

Penetration: 5%

Penetration: 4%

Penetration: vs Population: 70%

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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
THAILAND
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 68.05 MILLION
ACTIVE INTERNET USERS: 38.00 MILLION
ACTIVE SOCIAL MEDIA USERS: 38.00 MILLION
MOBILE CONNECTIONS: 82.78 MILLION
ACTIVE MOBILE SOCIAL USERS: 34.00 MILLION

URBANISATION: 52%
PENETRATION: 56% vs POPULATION: 122%
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 1.20 MILLION
ACTIVE INTERNET USERS: 0.31 MILLION
ACTIVE SOCIAL MEDIA USERS: 0.31 MILLION
MOBILE CONNECTIONS: 1.06 MILLION
ACTIVE MOBILE SOCIAL USERS: 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

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

• Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
TONGA

A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 106.5 thousand
ACTIVE INTERNET USERS: 42.62 thousand
ACTIVE SOCIAL MEDIA USERS: 41.00 thousand
MOBILE CONNECTIONS: 70.25 thousand
ACTIVE MOBILE SOCIAL USERS: 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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
TRINIDAD & TOBAGO
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TABLE 1

<table>
<thead>
<tr>
<th>Category</th>
<th>2016</th>
<th>2017</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>1.36</td>
<td>1.37</td>
<td>0.01</td>
</tr>
<tr>
<td>Active Internet Users</td>
<td>0.89</td>
<td>0.91</td>
<td>0.02</td>
</tr>
<tr>
<td>Active Social Media Users</td>
<td>0.64</td>
<td>0.66</td>
<td>0.02</td>
</tr>
<tr>
<td>Mobile Connections</td>
<td>1.82</td>
<td>1.85</td>
<td>0.03</td>
</tr>
<tr>
<td>Active Mobile Social Users</td>
<td>0.56</td>
<td>0.58</td>
<td>0.02</td>
</tr>
</tbody>
</table>

**Notes:**
- URBANISATION: 8%
- PENETRATION: 65%
- PENETRATION: 47%
- PENETRATION: 41%
- VS POPULATION: 134%
- Source: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
JAN 2016

TUNISIA

A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 11.31 MILLION
ACTIVE INTERNET USERS: 5.41 MILLION
ACTIVE SOCIAL MEDIA USERS: 5.20 MILLION
MOBILE CONNECTIONS: 16.45 MILLION
ACTIVE MOBILE SOCIAL USERS: 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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

*Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.*
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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

9,930
4,300
2,000
6,760
1,100

THOUSAND
THOUSAND
THOUSAND
THOUSAND
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

**UGANDA**

**TOTAL POPULATION**
39.68 MILLION

**ACTIVE INTERNET USERS**
11.92 MILLION

**ACTIVE SOCIAL MEDIA USERS**
1.90 MILLION

**MOBILE CONNECTIONS**
28.66 MILLION

**ACTIVE MOBILE SOCIAL USERS**
1.50 MILLION

- **URBANISATION**: 16%
- **PENETRATION**: 30%
- **PENETRATION**: 5%
- **vs POPULATION**: 72%
- **PENETRATION**: 4%

**Sources**: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
UKRAINE
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
19.41 MILLION
URBANISATION: 70%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE INTERNET USERS
19.66 MILLION
PENETRATION: 44%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL MEDIA USERS
64.11 MILLION
PENETRATION: 44%
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE CONNECTIONS
12.19 MILLION
vs POPULATION: 143%
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE SOCIAL USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

• Sources: UN, US Census Bureau; ITU; VKontakte, LiveInternet.ru; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
### United Kingdom

**JAN 2016**

**A snapshot of the country’s key digital statistical indicators**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Figure</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>64.91 million</td>
<td>Urbanisation: 83%</td>
</tr>
<tr>
<td>Active Internet Users</td>
<td>59.47 million</td>
<td>Penetration: 92%</td>
</tr>
<tr>
<td>Active Social Media Users</td>
<td>38.00 million</td>
<td>Penetration: 59%</td>
</tr>
<tr>
<td>Mobile Connections</td>
<td>74.92 million</td>
<td>Vs Population: 115%</td>
</tr>
<tr>
<td>Active Mobile Social Users</td>
<td>33.00 million</td>
<td>Penetration: 51%</td>
</tr>
</tbody>
</table>

**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**

*Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.*
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 322.9 MILLION
ACTIVE INTERNET USERS: 282.1 MILLION
ACTIVE SOCIAL MEDIA USERS: 192.0 MILLION
MOBILE CONNECTIONS: 342.4 MILLION
ACTIVE MOBILE SOCIAL USERS: 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.

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
106.4 THOUSAND
URBANISATION: 96%

53.25 THOUSAND
PENETRATION: 50%

31.00 THOUSAND
PENETRATION: 29%

193.7 THOUSAND
vs POPULATION: 182%

28.00 THOUSAND
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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
UZBEKISTAN
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 30.10 MILLION
ACTIVE INTERNET USERS: 13.11 MILLION
ACTIVE SOCIAL MEDIA USERS: 0.46 MILLION
MOBILE CONNECTIONS: 20.74 MILLION
ACTIVE MOBILE SOCIAL USERS: 0.35 MILLION

URBANISATION: 37%
PENETRATION: 44%
PENETRATION: 2%
vs POPULATION: 69%
PENETRATION: 1%

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
A snapshot of the country’s key digital statistical indicators

**Vanuatu**

**Jan 2016**

- **Total Population**: 267,600 thousand
- **Active Internet Users**: 51,190 thousand
- **Active Social Media Users**: 27,000 thousand
- **Mobile Connections**: 197,500 thousand
- **Active Mobile Social Users**: 19,000 thousand

**Urbanisation**: 26%

Penetration:
- **Active Internet Users**: 19%
- **Active Social Media Users**: 10%
- **Mobile Connections**: 7%
- **Active Mobile Social Users**: 7%

**Sources**: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
VENEZUELA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
31.31 MILLION
URBANISATION: 89%

ACTIVE INTERNET USERS
17.85 MILLION
PENETRATION: 57%

ACTIVE SOCIAL MEDIA USERS
12.00 MILLION
PENETRATION: 38%

MOBILE CONNECTIONS
30.77 MILLION
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

ACTIVE MOBILE SOCIAL USERS
8.40 MILLION
PENETRATION: 27%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
VIETNAM

A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

- TOTAL POPULATION: 93.95 MILLION
- ACTIVE INTERNET USERS: 47.30 MILLION
- ACTIVE SOCIAL MEDIA USERS: 35.00 MILLION
- MOBILE CONNECTIONS: 143.0 MILLION
- ACTIVE MOBILE SOCIAL USERS: 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

- Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
A snapshot of the country’s key digital statistical indicators:

- **Total Population**: 13,130,000
- **Active Internet Users**: 3,600,000
- **Active Social Media Users**: 3,600,000
- **Mobile Connections**: N/A
- **Active Mobile Social Users**: 2,400,000

**Urbanisation**: 0%

**Penetration**: 27%

**Penetration**: 27%

**Penetration**: 18%

---

**Sources**: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
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
18.00 THOUSAND

URBANISATION: 81%
PENETRATION: 5%
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 BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
JAN 2016

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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
ZAMBIA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 16.46 MILLION
ACTIVE INTERNET USERS: 2.85 MILLION
ACTIVE SOCIAL MEDIA USERS: 1.30 MILLION
MOBILE CONNECTIONS: 11.86 MILLION
ACTIVE MOBILE SOCIAL USERS: 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

Sources: UN, US Census Bureau; ITU; Facebook; GSMA Intelligence.
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

Sources: UN, US Census Bureau; InternetWorldStats; Facebook; GSMA Intelligence.
CLICK HERE TO READ OUR DETAILED ANALYSIS OF ALL THESE NUMBERS: BIT.LY/DSM2016ES
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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


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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