



2017 DIGITAL YEARBOOK

INTERNET, SOCIAL MEDIA, AND MOBILE DATA FOR 239 COUNTRIES AROUND THE WORLD

we
are
social



Hootsuite™

**we
are
social**



Hootsuite™

WELCOME TO THE 2017 DIGITAL YEARBOOK



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REPORT AUTHOR

It's been another year of exceptional growth across all things digital, and our 2017 Global Digital reports herald some particularly important milestones. The most exciting of these milestones is that more than half of the world's population now uses the internet, with more than 3.75 billion people online today.

To help you take advantage of the opportunities presented by this increased connectivity, **Hootsuite** and **We Are Social** and have teamed up to bring you a suite of reports with digital statistics and trends for 239 countries around the world. This particular report shares headline data for every one of those 239 countries, and acts as a useful companion to our more detailed Digital in 2017 report, in which you'll find global and regional overviews for a wealth of statistical indicators, as well as in-depth country profiles for 30 of the world's key economies.

We've also compiled five individual regional reports – one each for Africa, The Americas, Asia-Pacific, Europe, and The Middle East – which contain additional region-specific and country-level data that are not available in the other reports.

You'll find links to all of these additional resources on the next page, but if you'd like to discuss what all these numbers mean for you or your work, just send us a message on social media; you'll find us on Twitter as **@wearesocial** and **@hootsuite**, or you can contact me directly on LinkedIn by **clicking here**.

We hope you find these reports useful, and we wish you another year of impressive digital growth of your own in 2017.

CLICK THE COVER IMAGES BELOW TO ACCESS THE FULL SET OF RESOURCES IN OUR **2017 GLOBAL DIGITAL** REPORTS SUITE



2017 GLOBAL OVERVIEW



2017 DIGITAL YEARBOOK



NORTHERN AMERICA



CENTRAL AMERICA



THE CARIBBEAN



SOUTH AMERICA



WESTERN EUROPE



NORTHERN EUROPE



SOUTHERN EUROPE



EASTERN EUROPE



NORTHERN AFRICA



WESTERN AFRICA



MIDDLE AFRICA



EASTERN AFRICA



SOUTHERN AFRICA



WESTERN ASIA



CENTRAL ASIA



SOUTHERN ASIA



SOUTHEAST ASIA



EASTERN ASIA



ANZ & PACIFIC



GLOBAL OVERVIEW

JAN
2017

GLOBAL DIGITAL SNAPSHOT

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



7.476
BILLION

URBANISATION:
54%

INTERNET
USERS



3.773
BILLION

PENETRATION:
50%

ACTIVE SOCIAL
MEDIA USERS



2.789
BILLION

PENETRATION:
37%

MOBILE
SUBSCRIPTIONS



8.047
BILLION

vs. POPULATION:
108%

ACTIVE MOBILE
SOCIAL USERS



2.549
BILLION

PENETRATION:
34%



we
are
social



we
are
social





COUNTRY SNAPSHOTS

JAN
2017

AFGHANISTAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

33.77
MILLION

URBANISATION:
27%

INTERNET
USERS



4.01
MILLION

PENETRATION:
12%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.00
MILLION

PENETRATION:
9%

MOBILE
SUBSCRIPTIONS



25.20
MILLION

vs. POPULATION:
75%

ACTIVE MOBILE
SOCIAL USERS



2.70
MILLION

PENETRATION:
8%

JAN
2017

ALBANIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

2.91
MILLION

URBANISATION:
59%

INTERNET
USERS



1.84
MILLION

PENETRATION:
63%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

1.50
MILLION

PENETRATION:
52%

MOBILE
SUBSCRIPTIONS



4.75
MILLION

vs. POPULATION:
163%

ACTIVE MOBILE
SOCIAL USERS



1.30
MILLION

PENETRATION:
45%

JAN
2017

ALGERIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

40.72
MILLION

URBANISATION:
72%

INTERNET
USERS



18.00
MILLION

PENETRATION:
44%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

18.00
MILLION

PENETRATION:
44%

MOBILE
SUBSCRIPTIONS



47.64
MILLION

vs. POPULATION:
117%

ACTIVE MOBILE
SOCIAL USERS



16.00
MILLION

PENETRATION:
39%

JAN
2017

AMERICAN SAMOA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

55.63

THOUSAND

URBANISATION:

87%

INTERNET
USERS



23.00

THOUSAND

PENETRATION:

41%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

23.00

THOUSAND

PENETRATION:

41%

MOBILE
SUBSCRIPTIONS



49.28

THOUSAND

vs. POPULATION:

89%

ACTIVE MOBILE
SOCIAL USERS



21.00

THOUSAND

PENETRATION:

38%

JAN
2017

ANDORRA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

68.95

THOUSAND

URBANISATION:

84%

INTERNET
USERS



65.91

THOUSAND

PENETRATION:

96%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

49.00

THOUSAND

PENETRATION:

71%

MOBILE
SUBSCRIPTIONS



74.29

THOUSAND

vs. POPULATION:

108%

ACTIVE MOBILE
SOCIAL USERS



43.00

THOUSAND

PENETRATION:

62%



JAN
2017

ANGOLA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

26.24
MILLION

URBANISATION:
45%

INTERNET
USERS



5.95
MILLION

PENETRATION:
23%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.90
MILLION

PENETRATION:
15%

MOBILE
SUBSCRIPTIONS



16.33
MILLION

vs. POPULATION:
62%

ACTIVE MOBILE
SOCIAL USERS



3.70
MILLION

PENETRATION:
14%

JAN
2017

ANGUILLA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

14.84
THOUSAND

URBANISATION:

100%

INTERNET
USERS



11.56
THOUSAND

PENETRATION:

78%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

10.00
THOUSAND

PENETRATION:

67%

MOBILE
SUBSCRIPTIONS



28.32
THOUSAND

vs. POPULATION:

191%

ACTIVE MOBILE
SOCIAL USERS



9.40
THOUSAND

PENETRATION:

63%



JAN
2017

ANTIGUA & BARBUDA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

93.20

THOUSAND

URBANISATION:

23%

INTERNET
USERS



81.90

THOUSAND

PENETRATION:

88%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

57.00

THOUSAND

PENETRATION:

61%

MOBILE
SUBSCRIPTIONS



180.6

THOUSAND

vs. POPULATION:

194%

ACTIVE MOBILE
SOCIAL USERS



52.00

THOUSAND

PENETRATION:

56%

JAN
2017

ARGENTINA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

44.06
MILLION

URBANISATION:
92%

INTERNET
USERS



34.79
MILLION

PENETRATION:
79%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

31.00
MILLION

PENETRATION:
70%

MOBILE
SUBSCRIPTIONS



63.98
MILLION

vs. POPULATION:
145%

ACTIVE MOBILE
SOCIAL USERS



27.00
MILLION

PENETRATION:
61%

JAN
2017

ARMENIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

3.03
MILLION

URBANISATION:
63%

INTERNET
USERS



2.13
MILLION

PENETRATION:
70%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

1.10
MILLION

PENETRATION:
36%

MOBILE
SUBSCRIPTIONS



3.66
MILLION

vs. POPULATION:
121%

ACTIVE MOBILE
SOCIAL USERS



0.85
MILLION

PENETRATION:
28%

JAN
2017

ARUBA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

104.4
THOUSAND

URBANISATION:
41%

INTERNET
USERS



92.6
THOUSAND

PENETRATION:
89%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

89.0
THOUSAND

PENETRATION:
85%

MOBILE
SUBSCRIPTIONS



145.6
THOUSAND

vs. POPULATION:
139%

ACTIVE MOBILE
SOCIAL USERS



82.0
THOUSAND

PENETRATION:
79%

JAN
2017

AUSTRALIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

24.48
MILLION

URBANISATION:
90%

INTERNET
USERS



21.18
MILLION

PENETRATION:
87%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

16.00
MILLION

PENETRATION:
65%

MOBILE
SUBSCRIPTIONS



31.35
MILLION

vs. POPULATION:
128%

ACTIVE MOBILE
SOCIAL USERS



14.00
MILLION

PENETRATION:
57%

JAN
2017

AUSTRIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

8.58
MILLION

URBANISATION:
66%

INTERNET
USERS



7.20
MILLION

PENETRATION:
84%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.90
MILLION

PENETRATION:
45%

MOBILE
SUBSCRIPTIONS



13.67
MILLION

vs. POPULATION:
159%

ACTIVE MOBILE
SOCIAL USERS



3.40
MILLION

PENETRATION:
40%

JAN
2017

AZERBAIJAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

9.92
MILLION

URBANISATION:
55%

INTERNET
USERS



7.64
MILLION

PENETRATION:
77%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.10
MILLION

PENETRATION:
21%

MOBILE
SUBSCRIPTIONS



10.29
MILLION

vs. POPULATION:
104%

ACTIVE MOBILE
SOCIAL USERS



1.60
MILLION

PENETRATION:
16%

JAN
2017

THE BAHAMAS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

394.9

THOUSAND

URBANISATION:

83%

INTERNET
USERS



333.1

THOUSAND

PENETRATION:

84%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

230.0

THOUSAND

PENETRATION:

58%

MOBILE
SUBSCRIPTIONS



311.1

THOUSAND

vs. POPULATION:

79%

ACTIVE MOBILE
SOCIAL USERS



200.0

THOUSAND

PENETRATION:

51%

JAN
2017

BAHRAIN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

1.41
MILLION

URBANISATION:
89%

INTERNET
USERS



1.32
MILLION

PENETRATION:
93%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

1.10
MILLION

PENETRATION:
78%

MOBILE
SUBSCRIPTIONS



3.39
MILLION

vs. POPULATION:
241%

ACTIVE MOBILE
SOCIAL USERS



0.88
MILLION

PENETRATION:
63%

JAN
2017

BANGLADESH

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

163.9
MILLION

URBANISATION:
35%

INTERNET
USERS



63.3
MILLION

PENETRATION:
39%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

26.0
MILLION

PENETRATION:
16%

MOBILE
SUBSCRIPTIONS



120.5
MILLION

vs. POPULATION:
74%

ACTIVE MOBILE
SOCIAL USERS



22.0
MILLION

PENETRATION:
13%

JAN
2017

BARBADOS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

285.4

THOUSAND

URBANISATION:

31%

INTERNET
USERS



228.7

THOUSAND

PENETRATION:

80%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

180.0

THOUSAND

PENETRATION:

63%

MOBILE
SUBSCRIPTIONS



343.6

THOUSAND

vs. POPULATION:

120%

ACTIVE MOBILE
SOCIAL USERS



150.0

THOUSAND

PENETRATION:

53%

JAN
2017

BELARUS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

9.47
MILLION

URBANISATION:
77%

INTERNET
USERS



5.89
MILLION

PENETRATION:
62%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

4.45
MILLION

PENETRATION:
47%

MOBILE
SUBSCRIPTIONS



11.80
MILLION

vs. POPULATION:
125%

ACTIVE MOBILE
SOCIAL USERS



3.07
MILLION

PENETRATION:
32%

JAN
2017

BELGIUM

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

11.41
MILLION

URBANISATION:
98%

INTERNET
USERS



10.06
MILLION

PENETRATION:
88%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

6.90
MILLION

PENETRATION:
60%

MOBILE
SUBSCRIPTIONS



13.23
MILLION

vs. POPULATION:
116%

ACTIVE MOBILE
SOCIAL USERS



5.70
MILLION

PENETRATION:
50%

JAN
2017

BELIZE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

370.8

THOUSAND

URBANISATION:

44%

INTERNET
USERS



180.0

THOUSAND

PENETRATION:

49%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

180.0

THOUSAND

PENETRATION:

49%

MOBILE
SUBSCRIPTIONS



370.0

THOUSAND

vs. POPULATION:

100%

ACTIVE MOBILE
SOCIAL USERS



160.0

THOUSAND

PENETRATION:

43%

JAN
2017

BENIN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

11.31
MILLION

URBANISATION:

45%

INTERNET
USERS



1.23
MILLION

PENETRATION:

11%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

1.10
MILLION

PENETRATION:

10%

MOBILE
SUBSCRIPTIONS



9.52
MILLION

vs. POPULATION:

84%

ACTIVE MOBILE
SOCIAL USERS



0.89
MILLION

PENETRATION:

8%

JAN
2017

BERMUDA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

61.51
THOUSAND

URBANISATION:

100%

INTERNET
USERS



59.23
THOUSAND

PENETRATION:

96%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

40.00
THOUSAND

PENETRATION:

65%

MOBILE
SUBSCRIPTIONS



72.17
THOUSAND

vs. POPULATION:

117%

ACTIVE MOBILE
SOCIAL USERS



35.00
THOUSAND

PENETRATION:

57%

JAN
2017

BHUTAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

788.5

THOUSAND

URBANISATION:

40%

INTERNET
USERS



313.8

THOUSAND

PENETRATION:

40%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

290.0

THOUSAND

PENETRATION:

37%

MOBILE
SUBSCRIPTIONS



745.3

THOUSAND

vs. POPULATION:

95%

ACTIVE MOBILE
SOCIAL USERS



270.0

THOUSAND

PENETRATION:

34%

JAN
2017

BOLIVIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

10.97
MILLION

URBANISATION:

67%

INTERNET
USERS



5.30
MILLION

PENETRATION:

48%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

5.30
MILLION

PENETRATION:

48%

MOBILE
SUBSCRIPTIONS



10.64
MILLION

vs. POPULATION:

97%

ACTIVE MOBILE
SOCIAL USERS



4.90
MILLION

PENETRATION:

45%



JAN
2017

BONAIRE, SINT EUSTATIUS & SABA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

25.51
THOUSAND

URBANISATION:
75%

INTERNET
USERS



20.96
THOUSAND

PENETRATION:
82%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

13.00
THOUSAND

PENETRATION:
51%

MOBILE
SUBSCRIPTIONS



40.77
THOUSAND

vs. POPULATION:
160%

ACTIVE MOBILE
SOCIAL USERS



12.00
THOUSAND

PENETRATION:
47%

JAN
2017

BOSNIA & HERZEGOVINA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

3.80
MILLION

URBANISATION:

40%

INTERNET
USERS



2.63
MILLION

PENETRATION:

69%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

1.70
MILLION

PENETRATION:

45%

MOBILE
SUBSCRIPTIONS



3.40
MILLION

vs. POPULATION:

90%

ACTIVE MOBILE
SOCIAL USERS



1.40
MILLION

PENETRATION:

37%

JAN
2017

BOTSWANA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

2.32
MILLION

URBANISATION:
58%

INTERNET
USERS



0.79
MILLION

PENETRATION:
34%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.79
MILLION

PENETRATION:
34%

MOBILE
SUBSCRIPTIONS



3.26
MILLION

vs. POPULATION:
140%

ACTIVE MOBILE
SOCIAL USERS



0.71
MILLION

PENETRATION:
31%

JAN
2017

BRAZIL

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

210.4
MILLION

URBANISATION:
86%

INTERNET
USERS



139.1
MILLION

PENETRATION:
66%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

122.0
MILLION

PENETRATION:
58%

MOBILE
SUBSCRIPTIONS



239.5
MILLION

vs. POPULATION:
114%

ACTIVE MOBILE
SOCIAL USERS



110.0
MILLION

PENETRATION:
52%

JAN
2017

THE BRITISH VIRGIN ISLANDS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

30.93

THOUSAND

URBANISATION:

47%

INTERNET
USERS



14.62

THOUSAND

PENETRATION:

47%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

13.00

THOUSAND

PENETRATION:

43%

MOBILE
SUBSCRIPTIONS



52.17

THOUSAND

vs. POPULATION:

169%

ACTIVE MOBILE
SOCIAL USERS



12.00

THOUSAND

PENETRATION:

39%

JAN
2017

BRUNEI DARUSSALAM

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

431.7
THOUSAND

URBANISATION:
76%

INTERNET
USERS



370.0
THOUSAND

PENETRATION:
86%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

370.0
THOUSAND

PENETRATION:
86%

MOBILE
SUBSCRIPTIONS



515.8
THOUSAND

vs. POPULATION:
119%

ACTIVE MOBILE
SOCIAL USERS



330.0
THOUSAND

PENETRATION:
76%

JAN
2017

BULGARIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

7.07
MILLION

URBANISATION:
74%

INTERNET
USERS



4.16
MILLION

PENETRATION:
59%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.60
MILLION

PENETRATION:
51%

MOBILE
SUBSCRIPTIONS



10.71
MILLION

vs. POPULATION:
151%

ACTIVE MOBILE
SOCIAL USERS



2.90
MILLION

PENETRATION:
41%

JAN
2017

BURKINA FASO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

18.90
MILLION

URBANISATION:

31%

INTERNET
USERS



2.15
MILLION

PENETRATION:

11%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.73
MILLION

PENETRATION:

4%

MOBILE
SUBSCRIPTIONS



15.27
MILLION

vs. POPULATION:

81%

ACTIVE MOBILE
SOCIAL USERS



0.63
MILLION

PENETRATION:

3%

JAN
2017

BURUNDI

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

11.74
MILLION

URBANISATION:

13%

INTERNET
USERS



0.57
MILLION

PENETRATION:

5%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.49
MILLION

PENETRATION:

4%

MOBILE
SUBSCRIPTIONS



5.60
MILLION

vs. POPULATION:

48%

ACTIVE MOBILE
SOCIAL USERS



0.38
MILLION

PENETRATION:

3%

JAN
2017

CABO VERDE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

530.2

THOUSAND

URBANISATION:

67%

INTERNET
USERS



230.0

THOUSAND

PENETRATION:

43%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

230.0

THOUSAND

PENETRATION:

43%

MOBILE
SUBSCRIPTIONS



683.6

THOUSAND

vs. POPULATION:

129%

ACTIVE MOBILE
SOCIAL USERS



210.0

THOUSAND

PENETRATION:

40%



JAN
2017

CAMBODIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

15.95
MILLION

URBANISATION:

21%

INTERNET
USERS



7.16
MILLION

PENETRATION:

45%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

4.90
MILLION

PENETRATION:

31%

MOBILE
SUBSCRIPTIONS



27.60
MILLION

vs. POPULATION:

173%

ACTIVE MOBILE
SOCIAL USERS



4.40
MILLION

PENETRATION:

28%



JAN
2017

CAMEROON

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

24.22
MILLION

URBANISATION:
55%

INTERNET
USERS



5.01
MILLION

PENETRATION:
21%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.50
MILLION

PENETRATION:
10%

MOBILE
SUBSCRIPTIONS



19.46
MILLION

vs. POPULATION:
80%

ACTIVE MOBILE
SOCIAL USERS



2.20
MILLION

PENETRATION:
9%

JAN
2017

CANADA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

36.46
MILLION

URBANISATION:
82%

INTERNET
USERS



33.00
MILLION

PENETRATION:
91%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

23.00
MILLION

PENETRATION:
63%

MOBILE
SUBSCRIPTIONS



31.61
MILLION

vs. POPULATION:
87%

ACTIVE MOBILE
SOCIAL USERS



20.00
MILLION

PENETRATION:
55%

JAN
2017

THE CAYMAN ISLANDS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

61.16
THOUSAND

URBANISATION:

100%

INTERNET
USERS



50.00
THOUSAND

PENETRATION:

82%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

50.00
THOUSAND

PENETRATION:

82%

MOBILE
SUBSCRIPTIONS



97.81
THOUSAND

vs. POPULATION:

160%

ACTIVE MOBILE
SOCIAL USERS



45.00
THOUSAND

PENETRATION:

74%

JAN
2017

THE CENTRAL AFRICAN REPUBLIC

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



5.05
MILLION

URBANISATION:

40%

INTERNET
USERS



0.23
MILLION

PENETRATION:

5%

ACTIVE SOCIAL
MEDIA USERS



0.09
MILLION

PENETRATION:

2%

MOBILE
SUBSCRIPTIONS



1.91
MILLION

vs. POPULATION:

38%

ACTIVE MOBILE
SOCIAL USERS



0.07
MILLION

PENETRATION:

1%

we
are
social



we
are
social



SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.

JAN
2017

CHAD

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

14.73
MILLION

URBANISATION:

23%

INTERNET
USERS



0.40
MILLION

PENETRATION:

3%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.22
MILLION

PENETRATION:

1%

MOBILE
SUBSCRIPTIONS



7.86
MILLION

vs. POPULATION:

53%

ACTIVE MOBILE
SOCIAL USERS



0.18
MILLION

PENETRATION:

1%

JAN
2017

CHILE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

18.22
MILLION

URBANISATION:
90%

INTERNET
USERS



14.11
MILLION

PENETRATION:
77%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

13.00
MILLION

PENETRATION:
71%

MOBILE
SUBSCRIPTIONS



25.80
MILLION

vs. POPULATION:
142%

ACTIVE MOBILE
SOCIAL USERS



12.00
MILLION

PENETRATION:
66%



JAN
2017

CHINA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

1,385
MILLION

URBANISATION:

57%

INTERNET
USERS



731
MILLION

PENETRATION:

53%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

787
MILLION

PENETRATION:

57%

MOBILE
SUBSCRIPTIONS



1,332
MILLION

vs. POPULATION:

96%

ACTIVE MOBILE
SOCIAL USERS



787
MILLION

PENETRATION:

57%

JAN
2017

CHRISTMAS ISLAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

2,072

URBANISATION:

[N/A]

INTERNET
USERS



790

PENETRATION:

38%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

260

PENETRATION:

13%

MOBILE
SUBSCRIPTIONS



[N/A]

vs. POPULATION:

[N/A]

ACTIVE MOBILE
SOCIAL USERS



140

PENETRATION:

7%

JAN
2017

COCOS (KEELING) ISLANDS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



550

URBANISATION:

[N/A]

INTERNET
USERS



200

PENETRATION:

36%

ACTIVE SOCIAL
MEDIA USERS



200

PENETRATION:

36%

MOBILE
SUBSCRIPTIONS



305

vs. POPULATION:

55%

ACTIVE MOBILE
SOCIAL USERS



20

PENETRATION:

4%

we
are
social



we
are
social



JAN
2017

COLOMBIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

48.86
MILLION

URBANISATION:
77%

INTERNET
USERS



28.48
MILLION

PENETRATION:
58%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

28.00
MILLION

PENETRATION:
57%

MOBILE
SUBSCRIPTIONS



51.93
MILLION

vs. POPULATION:
106%

ACTIVE MOBILE
SOCIAL USERS



25.00
MILLION

PENETRATION:
51%



JAN
2017

COMOROS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

816.5
THOUSAND

URBANISATION:
28%

INTERNET
USERS



83.0
THOUSAND

PENETRATION:
10%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

83.0
THOUSAND

PENETRATION:
10%

MOBILE
SUBSCRIPTIONS



337.4
THOUSAND

vs. POPULATION:
41%

ACTIVE MOBILE
SOCIAL USERS



73.0
THOUSAND

PENETRATION:
9%

JAN
2017

COOK ISLANDS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

21.01
THOUSAND

URBANISATION:
75%

INTERNET
USERS



7.00
THOUSAND

PENETRATION:
33%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

7.00
THOUSAND

PENETRATION:
33%

MOBILE
SUBSCRIPTIONS



9.12
THOUSAND

vs. POPULATION:
43%

ACTIVE MOBILE
SOCIAL USERS



6.10
THOUSAND

PENETRATION:
29%

JAN
2017

COSTA RICA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

4.88
MILLION

URBANISATION:
78%

INTERNET
USERS



4.24
MILLION

PENETRATION:
87%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.20
MILLION

PENETRATION:
66%

MOBILE
SUBSCRIPTIONS



7.97
MILLION

vs. POPULATION:
163%

ACTIVE MOBILE
SOCIAL USERS



3.00
MILLION

PENETRATION:
61%

JAN
2017

CÔTE D'IVOIRE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

23.54
MILLION

URBANISATION:
55%

INTERNET
USERS



5.23
MILLION

PENETRATION:
22%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.20
MILLION

PENETRATION:
14%

MOBILE
SUBSCRIPTIONS



28.78
MILLION

vs. POPULATION:
122%

ACTIVE MOBILE
SOCIAL USERS



2.70
MILLION

PENETRATION:
11%

JAN
2017

CROATIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

4.22
MILLION

URBANISATION:
59%

INTERNET
USERS



3.17
MILLION

PENETRATION:
75%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.00
MILLION

PENETRATION:
47%

MOBILE
SUBSCRIPTIONS



4.78
MILLION

vs. POPULATION:
113%

ACTIVE MOBILE
SOCIAL USERS



1.60
MILLION

PENETRATION:
38%

JAN
2017

CUBA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

11.39
MILLION

URBANISATION:

77%

INTERNET
USERS



3.70
MILLION

PENETRATION:

32%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.51
MILLION

PENETRATION:

31%

MOBILE
SUBSCRIPTIONS



4.06
MILLION

vs. POPULATION:

36%

ACTIVE MOBILE
SOCIAL USERS



3.27
MILLION

PENETRATION:

29%

JAN
2017

CURAÇAO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

159.3
THOUSAND

URBANISATION:
89%

INTERNET
USERS



138.8
THOUSAND

PENETRATION:
87%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

120.0
THOUSAND

PENETRATION:
75%

MOBILE
SUBSCRIPTIONS



159.1
THOUSAND

vs. POPULATION:
100%

ACTIVE MOBILE
SOCIAL USERS



110.0
THOUSAND

PENETRATION:
69%

JAN
2017

CYPRUS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

1.18
MILLION

URBANISATION:
67%

INTERNET
USERS



0.93
MILLION

PENETRATION:
79%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.93
MILLION

PENETRATION:
79%

MOBILE
SUBSCRIPTIONS



1.67
MILLION

vs. POPULATION:
141%

ACTIVE MOBILE
SOCIAL USERS



0.83
MILLION

PENETRATION:
70%

JAN
2017

THE CZECH REPUBLIC

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

10.55
MILLION

URBANISATION:
73%

INTERNET
USERS



9.32
MILLION

PENETRATION:
88%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

4.90
MILLION

PENETRATION:
46%

MOBILE
SUBSCRIPTIONS



14.36
MILLION

vs. POPULATION:
136%

ACTIVE MOBILE
SOCIAL USERS



3.90
MILLION

PENETRATION:
37%

JAN
2017

THE DEMOCRATIC REPUBLIC OF THE CONGO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



80.98
MILLION

URBANISATION:

43%

INTERNET
USERS



3.10
MILLION

PENETRATION:

4%

ACTIVE SOCIAL
MEDIA USERS



2.30
MILLION

PENETRATION:

3%

MOBILE
SUBSCRIPTIONS



34.66
MILLION

vs. POPULATION:

43%

ACTIVE MOBILE
SOCIAL USERS



2.00
MILLION

PENETRATION:

2%

we
are
social



we
are
social



JAN
2017

DENMARK

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

5.70
MILLION

URBANISATION:
88%

INTERNET
USERS



5.49
MILLION

PENETRATION:
96%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.80
MILLION

PENETRATION:
67%

MOBILE
SUBSCRIPTIONS



8.91
MILLION

vs. POPULATION:
156%

ACTIVE MOBILE
SOCIAL USERS



3.40
MILLION

PENETRATION:
60%



JAN
2017

DJIBOUTI

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

905.5
THOUSAND

URBANISATION:
77%

INTERNET
USERS



190.0
THOUSAND

PENETRATION:
21%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

190.0
THOUSAND

PENETRATION:
21%

MOBILE
SUBSCRIPTIONS



344.0
THOUSAND

vs. POPULATION:
38%

ACTIVE MOBILE
SOCIAL USERS



170.0
THOUSAND

PENETRATION:
19%

JAN
2017

DOMINICA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

73.18

THOUSAND

URBANISATION:

70%

INTERNET
USERS



49.47

THOUSAND

PENETRATION:

68%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

45.00

THOUSAND

PENETRATION:

61%

MOBILE
SUBSCRIPTIONS



111.9

THOUSAND

vs. POPULATION:

153%

ACTIVE MOBILE
SOCIAL USERS



41.00

THOUSAND

PENETRATION:

56%

JAN
2017

THE DOMINICAN REPUBLIC

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

10.71
MILLION

URBANISATION:
80%

INTERNET
USERS



6.05
MILLION

PENETRATION:
57%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

5.10
MILLION

PENETRATION:
48%

MOBILE
SUBSCRIPTIONS



8.83
MILLION

vs. POPULATION:
82%

ACTIVE MOBILE
SOCIAL USERS



4.60
MILLION

PENETRATION:
43%

JAN
2017

ECUADOR

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

16.51
MILLION

URBANISATION:
64%

INTERNET
USERS



13.47
MILLION

PENETRATION:
82%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

10.00
MILLION

PENETRATION:
61%

MOBILE
SUBSCRIPTIONS



14.36
MILLION

vs. POPULATION:
87%

ACTIVE MOBILE
SOCIAL USERS



9.10
MILLION

PENETRATION:
55%

JAN
2017

EGYPT

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

94.30
MILLION

URBANISATION:

43%

INTERNET
USERS



35.00
MILLION

PENETRATION:

37%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

35.00
MILLION

PENETRATION:

37%

MOBILE
SUBSCRIPTIONS



97.09
MILLION

vs. POPULATION:

103%

ACTIVE MOBILE
SOCIAL USERS



31.00
MILLION

PENETRATION:

33%

JAN
2017

EL SALVADOR

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



6.16
MILLION

URBANISATION:
67%

INTERNET
USERS



3.40
MILLION

PENETRATION:
55%

ACTIVE SOCIAL
MEDIA USERS



3.40
MILLION

PENETRATION:
55%

MOBILE
SUBSCRIPTIONS



9.19
MILLION

vs. POPULATION:
149%

ACTIVE MOBILE
SOCIAL USERS



3.20
MILLION

PENETRATION:
52%

we
are
social



we
are
social



SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAZ.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.

JAN
2017

EQUATORIAL GUINEA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

882.0
THOUSAND

URBANISATION:
40%

INTERNET
USERS



188.0
THOUSAND

PENETRATION:
21%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

84.0
THOUSAND

PENETRATION:
10%

MOBILE
SUBSCRIPTIONS



589.8
THOUSAND

vs. POPULATION:
67%

ACTIVE MOBILE
SOCIAL USERS



76.0
THOUSAND

PENETRATION:
9%

JAN
2017

ERITREA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



5.42
MILLION

URBANISATION:

23%

INTERNET
USERS



0.07
MILLION

PENETRATION:

1%

ACTIVE SOCIAL
MEDIA USERS



0.06
MILLION

PENETRATION:

1%

MOBILE
SUBSCRIPTIONS



0.59
MILLION

vs. POPULATION:

11%

ACTIVE MOBILE
SOCIAL USERS



0.05
MILLION

PENETRATION:

1%

we
are
social



we
are
social



SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.



Hootsuite™

we
are
social

JAN
2017

ESTONIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

1.31
MILLION

URBANISATION:

67%

INTERNET
USERS



1.20
MILLION

PENETRATION:

92%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.66
MILLION

PENETRATION:

50%

MOBILE
SUBSCRIPTIONS



1.84
MILLION

vs. POPULATION:

141%

ACTIVE MOBILE
SOCIAL USERS



0.54
MILLION

PENETRATION:

41%

JAN
2017

ETHIOPIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

103.1
MILLION

URBANISATION:
20%

INTERNET
USERS



12.0
MILLION

PENETRATION:
12%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.3
MILLION

PENETRATION:
3%

MOBILE
SUBSCRIPTIONS



48.1
MILLION

vs. POPULATION:
47%

ACTIVE MOBILE
SOCIAL USERS



3.0
MILLION

PENETRATION:
3%

JAN
2017

THE FAEROE ISLANDS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

48.29
THOUSAND

URBANISATION:
41%

INTERNET
USERS



47.52
THOUSAND

PENETRATION:
98%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

35.00
THOUSAND

PENETRATION:
72%

MOBILE
SUBSCRIPTIONS



57.47
THOUSAND

vs. POPULATION:
119%

ACTIVE MOBILE
SOCIAL USERS



31.00
THOUSAND

PENETRATION:
64%

JAN
2017

THE FALKLAND ISLANDS (MALVINAS)

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



2,916

URBANISATION:

74%

INTERNET
USERS



2,866

PENETRATION:

98%

ACTIVE SOCIAL
MEDIA USERS



2,700

PENETRATION:

93%

MOBILE
SUBSCRIPTIONS



4,473

vs. POPULATION:

153%

ACTIVE MOBILE
SOCIAL USERS



2,200

PENETRATION:

75%

we
are
social



we
are
social



JAN
2017

FIJI

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

900
THOUSAND

URBANISATION:
54%

INTERNET
USERS



430
THOUSAND

PENETRATION:
48%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

430
THOUSAND

PENETRATION:
48%

MOBILE
SUBSCRIPTIONS



1,198
THOUSAND

vs. POPULATION:
133%

ACTIVE MOBILE
SOCIAL USERS



390
THOUSAND

PENETRATION:
43%

JAN
2017

FINLAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

5.53
MILLION

URBANISATION:
84%

INTERNET
USERS



5.13
MILLION

PENETRATION:
93%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.80
MILLION

PENETRATION:
51%

MOBILE
SUBSCRIPTIONS



10.38
MILLION

vs. POPULATION:
188%

ACTIVE MOBILE
SOCIAL USERS



2.30
MILLION

PENETRATION:
42%



JAN
2017

FRANCE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

64.80
MILLION

URBANISATION:
80%

INTERNET
USERS



56.80
MILLION

PENETRATION:
88%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

36.00
MILLION

PENETRATION:
56%

MOBILE
SUBSCRIPTIONS



65.15
MILLION

vs. POPULATION:
101%

ACTIVE MOBILE
SOCIAL USERS



29.00
MILLION

PENETRATION:
45%

JAN
2017

FRENCH GUIANA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

279.2
THOUSAND

URBANISATION:
85%

INTERNET
USERS



110.0
THOUSAND

PENETRATION:
39%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

110.0
THOUSAND

PENETRATION:
39%

MOBILE
SUBSCRIPTIONS



363.7
THOUSAND

vs. POPULATION:
130%

ACTIVE MOBILE
SOCIAL USERS



100.0
THOUSAND

PENETRATION:
36%

JAN
2017

FRENCH POLYNESIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

287.2
THOUSAND

URBANISATION:
56%

INTERNET
USERS



185.4
THOUSAND

PENETRATION:
65%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

150.0
THOUSAND

PENETRATION:
52%

MOBILE
SUBSCRIPTIONS



245.9
THOUSAND

vs. POPULATION:
86%

ACTIVE MOBILE
SOCIAL USERS



130.0
THOUSAND

PENETRATION:
45%

JAN
2017

GABON

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

1.78
MILLION

URBANISATION:
88%

INTERNET
USERS



0.67
MILLION

PENETRATION:
38%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.57
MILLION

PENETRATION:
32%

MOBILE
SUBSCRIPTIONS



3.02
MILLION

vs. POPULATION:
170%

ACTIVE MOBILE
SOCIAL USERS



0.50
MILLION

PENETRATION:
28%

JAN
2017

THE GAMBIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

2.09
MILLION

URBANISATION:
61%

INTERNET
USERS



0.37
MILLION

PENETRATION:
18%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.25
MILLION

PENETRATION:
12%

MOBILE
SUBSCRIPTIONS



3.17
MILLION

vs. POPULATION:
152%

ACTIVE MOBILE
SOCIAL USERS



0.22
MILLION

PENETRATION:
11%

JAN
2017

GEORGIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

3.98
MILLION

URBANISATION:
54%

INTERNET
USERS



2.50
MILLION

PENETRATION:
63%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.20
MILLION

PENETRATION:
55%

MOBILE
SUBSCRIPTIONS



5.83
MILLION

vs. POPULATION:
147%

ACTIVE MOBILE
SOCIAL USERS



1.80
MILLION

PENETRATION:
45%

JAN
2017

GERMANY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

80.66
MILLION

URBANISATION:
76%

INTERNET
USERS



71.73
MILLION

PENETRATION:
89%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

33.00
MILLION

PENETRATION:
41%

MOBILE
SUBSCRIPTIONS



109.86
MILLION

vs. POPULATION:
136%

ACTIVE MOBILE
SOCIAL USERS



28.00
MILLION

PENETRATION:
35%

JAN
2017

GHANA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

28.35
MILLION

URBANISATION:
55%

INTERNET
USERS



7.96
MILLION

PENETRATION:
28%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

4.60
MILLION

PENETRATION:
16%

MOBILE
SUBSCRIPTIONS



36.60
MILLION

vs. POPULATION:
129%

ACTIVE MOBILE
SOCIAL USERS



4.00
MILLION

PENETRATION:
14%

JAN
2017

GIBRALTAR

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

32.42

THOUSAND

URBANISATION:

100%

INTERNET
USERS



25.00

THOUSAND

PENETRATION:

77%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

25.00

THOUSAND

PENETRATION:

77%

MOBILE
SUBSCRIPTIONS



40.06

THOUSAND

vs. POPULATION:

124%

ACTIVE MOBILE
SOCIAL USERS



22.00

THOUSAND

PENETRATION:

68%

JAN
2017

GREECE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

10.91
MILLION

URBANISATION:
78%

INTERNET
USERS



7.29
MILLION

PENETRATION:
67%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

5.30
MILLION

PENETRATION:
49%

MOBILE
SUBSCRIPTIONS



18.41
MILLION

vs. POPULATION:
169%

ACTIVE MOBILE
SOCIAL USERS



4.40
MILLION

PENETRATION:
40%

JAN
2017

GREENLAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

56.22

THOUSAND

URBANISATION:

87%

INTERNET
USERS



52.00

THOUSAND

PENETRATION:

92%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

39.00

THOUSAND

PENETRATION:

69%

MOBILE
SUBSCRIPTIONS



61.39

THOUSAND

vs. POPULATION:

109%

ACTIVE MOBILE
SOCIAL USERS



35.00

THOUSAND

PENETRATION:

62%

JAN
2017

GRENADA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

107.6
THOUSAND

URBANISATION:
36%

INTERNET
USERS



63.0
THOUSAND

PENETRATION:
59%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

63.0
THOUSAND

PENETRATION:
59%

MOBILE
SUBSCRIPTIONS



163.6
THOUSAND

vs. POPULATION:
152%

ACTIVE MOBILE
SOCIAL USERS



56.0
THOUSAND

PENETRATION:
52%

JAN
2017

GUADELOUPE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

471.5

THOUSAND

URBANISATION:

98%

INTERNET
USERS



230.0

THOUSAND

PENETRATION:

49%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

230.0

THOUSAND

PENETRATION:

49%

MOBILE
SUBSCRIPTIONS



768.7

THOUSAND

vs. POPULATION:

163%

ACTIVE MOBILE
SOCIAL USERS



200.0

THOUSAND

PENETRATION:

42%

JAN
2017

GUAM

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

173.2
THOUSAND

URBANISATION:
95%

INTERNET
USERS



126.6
THOUSAND

PENETRATION:
73%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

110.0
THOUSAND

PENETRATION:
64%

MOBILE
SUBSCRIPTIONS



162.8
THOUSAND

vs. POPULATION:
94%

ACTIVE MOBILE
SOCIAL USERS



98.0
THOUSAND

PENETRATION:
57%

JAN
2017

GUATEMALA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

16.84
MILLION

URBANISATION:
52%

INTERNET
USERS



6.20
MILLION

PENETRATION:
37%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

6.20
MILLION

PENETRATION:
37%

MOBILE
SUBSCRIPTIONS



18.29
MILLION

vs. POPULATION:
109%

ACTIVE MOBILE
SOCIAL USERS



5.70
MILLION

PENETRATION:
34%

JAN
2017

GUERNSEY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

66.30

THOUSAND

URBANISATION:

31%

INTERNET
USERS



55.07

THOUSAND

PENETRATION:

83%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

35.00

THOUSAND

PENETRATION:

53%

MOBILE
SUBSCRIPTIONS



80.64

THOUSAND

vs. POPULATION:

122%

ACTIVE MOBILE
SOCIAL USERS



30.00

THOUSAND

PENETRATION:

45%

JAN
2017

GUINEA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

13.12
MILLION

URBANISATION:
38%

INTERNET
USERS



1.20
MILLION

PENETRATION:
9%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

1.20
MILLION

PENETRATION:
9%

MOBILE
SUBSCRIPTIONS



11.20
MILLION

vs. POPULATION:
85%

ACTIVE MOBILE
SOCIAL USERS



1.10
MILLION

PENETRATION:
8%

JAN
2017

GUINEA-BISSAU

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

1.91
MILLION

URBANISATION:

50%

INTERNET
USERS



0.09
MILLION

PENETRATION:

5%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.09
MILLION

PENETRATION:

5%

MOBILE
SUBSCRIPTIONS



1.35
MILLION

vs. POPULATION:

71%

ACTIVE MOBILE
SOCIAL USERS



0.08
MILLION

PENETRATION:

4%

JAN
2017

GUYANA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

772.5

THOUSAND

URBANISATION:

29%

INTERNET
USERS



340.0

THOUSAND

PENETRATION:

44%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

340.0

THOUSAND

PENETRATION:

44%

MOBILE
SUBSCRIPTIONS



695.8

THOUSAND

vs. POPULATION:

90%

ACTIVE MOBILE
SOCIAL USERS



300.0

THOUSAND

PENETRATION:

39%

JAN
2017

HAITI

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

10.92
MILLION

URBANISATION:
60%

INTERNET
USERS



1.60
MILLION

PENETRATION:
15%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

1.60
MILLION

PENETRATION:
15%

MOBILE
SUBSCRIPTIONS



9.03
MILLION

vs. POPULATION:
83%

ACTIVE MOBILE
SOCIAL USERS



1.40
MILLION

PENETRATION:
13%

JAN
2017

HONDURAS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

8.25
MILLION

URBANISATION:
56%

INTERNET
USERS



3.00
MILLION

PENETRATION:
36%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.00
MILLION

PENETRATION:
36%

MOBILE
SUBSCRIPTIONS



8.16
MILLION

vs. POPULATION:
99%

ACTIVE MOBILE
SOCIAL USERS



2.80
MILLION

PENETRATION:
34%

JAN
2017

HONG KONG

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

7.37
MILLION

URBANISATION:
100%

INTERNET
USERS



6.26
MILLION

PENETRATION:
85%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

5.50
MILLION

PENETRATION:
75%

MOBILE
SUBSCRIPTIONS



12.18
MILLION

vs. POPULATION:
165%

ACTIVE MOBILE
SOCIAL USERS



4.90
MILLION

PENETRATION:
66%

JAN
2017

HUNGARY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



9.80
MILLION

URBANISATION:
72%

INTERNET
USERS



7.87
MILLION

PENETRATION:
80%

ACTIVE SOCIAL
MEDIA USERS



5.50
MILLION

PENETRATION:
56%

MOBILE
SUBSCRIPTIONS



11.39
MILLION

vs. POPULATION:
116%

ACTIVE MOBILE
SOCIAL USERS



4.30
MILLION

PENETRATION:
44%

we
are
social



we
are
social



JAN
2017

ICELAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

333.0

THOUSAND

URBANISATION:

94%

INTERNET
USERS



327.0

THOUSAND

PENETRATION:

98%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

260.0

THOUSAND

PENETRATION:

78%

MOBILE
SUBSCRIPTIONS



428.3

THOUSAND

vs. POPULATION:

129%

ACTIVE MOBILE
SOCIAL USERS



230.0

THOUSAND

PENETRATION:

69%

JAN
2017

INDIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

1,335
MILLION

URBANISATION:

33%

INTERNET
USERS



462
MILLION

PENETRATION:

35%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

191
MILLION

PENETRATION:

14%

MOBILE
SUBSCRIPTIONS



1,059
MILLION

vs. POPULATION:

79%

ACTIVE MOBILE
SOCIAL USERS



167
MILLION

PENETRATION:

13%

JAN
2017

INDONESIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



262.0
MILLION

URBANISATION:
55%

INTERNET
USERS



132.7
MILLION

PENETRATION:
51%

ACTIVE SOCIAL
MEDIA USERS



106.0
MILLION

PENETRATION:
40%

MOBILE
SUBSCRIPTIONS



371.4
MILLION

vs. POPULATION:
142%

ACTIVE MOBILE
SOCIAL USERS



92.0
MILLION

PENETRATION:
35%

we
are
social



we
are
social



JAN
2017

IRAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



80.49
MILLION

URBANISATION:
69%

INTERNET
USERS



56.70
MILLION

PENETRATION:
70%

ACTIVE SOCIAL
MEDIA USERS



17.00
MILLION

PENETRATION:
21%

MOBILE
SUBSCRIPTIONS



121.7
MILLION

vs. POPULATION:
151%

ACTIVE MOBILE
SOCIAL USERS



17.00
MILLION

PENETRATION:
21%

we
are
social



we
are
social



JAN
2017

IRAQ

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

38.10
MILLION

URBANISATION:
70%

INTERNET
USERS



16.00
MILLION

PENETRATION:
42%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

16.00
MILLION

PENETRATION:
42%

MOBILE
SUBSCRIPTIONS



31.95
MILLION

vs. POPULATION:
84%

ACTIVE MOBILE
SOCIAL USERS



14.00
MILLION

PENETRATION:
37%

JAN
2017

IRELAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

4.73
MILLION

URBANISATION:
64%

INTERNET
USERS



3.90
MILLION

PENETRATION:
82%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.80
MILLION

PENETRATION:
59%

MOBILE
SUBSCRIPTIONS



4.78
MILLION

vs. POPULATION:
101%

ACTIVE MOBILE
SOCIAL USERS



2.60
MILLION

PENETRATION:
55%

JAN
2017

THE ISLE OF MAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

88.73
THOUSAND

URBANISATION:
52%

INTERNET
USERS



48.00
THOUSAND

PENETRATION:
54%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

47.00
THOUSAND

PENETRATION:
53%

MOBILE
SUBSCRIPTIONS



104.6
THOUSAND

vs. POPULATION:
118%

ACTIVE MOBILE
SOCIAL USERS



41.00
THOUSAND

PENETRATION:
46%



JAN
2017

ISRAEL

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

8.26
MILLION

URBANISATION:
92%

INTERNET
USERS



6.51
MILLION

PENETRATION:
79%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

5.80
MILLION

PENETRATION:
70%

MOBILE
SUBSCRIPTIONS



10.21
MILLION

vs. POPULATION:
124%

ACTIVE MOBILE
SOCIAL USERS



5.10
MILLION

PENETRATION:
62%

JAN
2017

ITALY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



59.80
MILLION

URBANISATION:
69%

INTERNET
USERS



39.21
MILLION

PENETRATION:
66%

ACTIVE SOCIAL
MEDIA USERS



31.00
MILLION

PENETRATION:
52%

MOBILE
SUBSCRIPTIONS



76.74
MILLION

vs. POPULATION:
128%

ACTIVE MOBILE
SOCIAL USERS



28.00
MILLION

PENETRATION:
47%

we
are
social



we
are
social



JAN
2017

JAMAICA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

2.81
MILLION

URBANISATION:
55%

INTERNET
USERS



1.58
MILLION

PENETRATION:
56%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

1.20
MILLION

PENETRATION:
43%

MOBILE
SUBSCRIPTIONS



3.16
MILLION

vs. POPULATION:
112%

ACTIVE MOBILE
SOCIAL USERS



1.10
MILLION

PENETRATION:
39%

JAN
2017

JAPAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

126.2
MILLION

URBANISATION:
94%

INTERNET
USERS



117.8
MILLION

PENETRATION:
93%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

64.0
MILLION

PENETRATION:
51%

MOBILE
SUBSCRIPTIONS



185.3
MILLION

vs. POPULATION:
147%

ACTIVE MOBILE
SOCIAL USERS



64.0
MILLION

PENETRATION:
51%

JAN
2017

JERSEY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

98.07
THOUSAND

URBANISATION:
31%

INTERNET
USERS



64.00
THOUSAND

PENETRATION:
65%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

64.00
THOUSAND

PENETRATION:
65%

MOBILE
SUBSCRIPTIONS



139.98
THOUSAND

vs. POPULATION:
143%

ACTIVE MOBILE
SOCIAL USERS



57.00
THOUSAND

PENETRATION:
58%

JAN
2017

JORDAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

7.81
MILLION

URBANISATION:
84%

INTERNET
USERS



5.70
MILLION

PENETRATION:
73%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

5.40
MILLION

PENETRATION:
69%

MOBILE
SUBSCRIPTIONS



10.42
MILLION

vs. POPULATION:
133%

ACTIVE MOBILE
SOCIAL USERS



4.80
MILLION

PENETRATION:
61%

JAN
2017

KAZAKHSTAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

17.96
MILLION

URBANISATION:
53%

INTERNET
USERS



13.09
MILLION

PENETRATION:
73%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.10
MILLION

PENETRATION:
17%

MOBILE
SUBSCRIPTIONS



25.43
MILLION

vs. POPULATION:
142%

ACTIVE MOBILE
SOCIAL USERS



1.80
MILLION

PENETRATION:
10%

JAN
2017

KENYA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



47.86
MILLION

URBANISATION:
26%

INTERNET
USERS



31.99
MILLION

PENETRATION:
67%

ACTIVE SOCIAL
MEDIA USERS



6.70
MILLION

PENETRATION:
14%

MOBILE
SUBSCRIPTIONS



39.22
MILLION

vs. POPULATION:
82%

ACTIVE MOBILE
SOCIAL USERS



6.00
MILLION

PENETRATION:
13%

we
are
social



we
are
social



JAN
2017

KIRIBATI

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

115.4
THOUSAND

URBANISATION:

45%

INTERNET
USERS



15.0
THOUSAND

PENETRATION:

13%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

11.0
THOUSAND

PENETRATION:

10%

MOBILE
SUBSCRIPTIONS



23.6
THOUSAND

vs. POPULATION:

20%

ACTIVE MOBILE
SOCIAL USERS



10.0
THOUSAND

PENETRATION:

9%

JAN
2017

KOSOVO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

1.88
MILLION

URBANISATION:
39%

INTERNET
USERS



1.52
MILLION

PENETRATION:
81%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.96
MILLION

PENETRATION:
51%

MOBILE
SUBSCRIPTIONS



1.76
MILLION

vs. POPULATION:
94%

ACTIVE MOBILE
SOCIAL USERS



0.87
MILLION

PENETRATION:
46%

JAN
2017

KUWAIT

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

4.05
MILLION

URBANISATION:
98%

INTERNET
USERS



3.33
MILLION

PENETRATION:
82%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.00
MILLION

PENETRATION:
74%

MOBILE
SUBSCRIPTIONS



7.78
MILLION

vs. POPULATION:
192%

ACTIVE MOBILE
SOCIAL USERS



2.40
MILLION

PENETRATION:
59%

JAN
2017

KYRGYZSTAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



6.08
MILLION

URBANISATION:
36%

INTERNET
USERS



2.08
MILLION

PENETRATION:
34%

ACTIVE SOCIAL
MEDIA USERS



0.60
MILLION

PENETRATION:
10%

MOBILE
SUBSCRIPTIONS



7.49
MILLION

vs. POPULATION:
123%

ACTIVE MOBILE
SOCIAL USERS



0.41
MILLION

PENETRATION:
7%

we
are
social



we
are
social



JAN
2017

LAOS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



6.98
MILLION

URBANISATION:
34%

INTERNET
USERS



1.80
MILLION

PENETRATION:
26%

ACTIVE SOCIAL
MEDIA USERS



1.80
MILLION

PENETRATION:
26%

MOBILE
SUBSCRIPTIONS



5.95
MILLION

vs. POPULATION:
85%

ACTIVE MOBILE
SOCIAL USERS



1.50
MILLION

PENETRATION:
21%

we
are
social



we
are
social



JAN
2017

LATVIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

1.95
MILLION

URBANISATION:
67%

INTERNET
USERS



1.63
MILLION

PENETRATION:
84%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.80
MILLION

PENETRATION:
41%

MOBILE
SUBSCRIPTIONS



2.68
MILLION

vs. POPULATION:
137%

ACTIVE MOBILE
SOCIAL USERS



0.64
MILLION

PENETRATION:
33%



JAN
2017

LEBANON

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

6.01
MILLION

URBANISATION:

88%

INTERNET
USERS



4.55
MILLION

PENETRATION:

76%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.50
MILLION

PENETRATION:

58%

MOBILE
SUBSCRIPTIONS



4.48
MILLION

vs. POPULATION:

74%

ACTIVE MOBILE
SOCIAL USERS



3.10
MILLION

PENETRATION:

52%

JAN
2017

LESOTHO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

2.17
MILLION

URBANISATION:
28%

INTERNET
USERS



0.44
MILLION

PENETRATION:
20%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.33
MILLION

PENETRATION:
15%

MOBILE
SUBSCRIPTIONS



1.91
MILLION

vs. POPULATION:
88%

ACTIVE MOBILE
SOCIAL USERS



0.28
MILLION

PENETRATION:
13%

JAN
2017

LIBERIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

4.67
MILLION

URBANISATION:
50%

INTERNET
USERS



0.40
MILLION

PENETRATION:
9%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.40
MILLION

PENETRATION:
9%

MOBILE
SUBSCRIPTIONS



3.40
MILLION

vs. POPULATION:
73%

ACTIVE MOBILE
SOCIAL USERS



0.37
MILLION

PENETRATION:
8%

JAN
2017

LIBYA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



6.37
MILLION

URBANISATION:
79%

INTERNET
USERS



3.20
MILLION

PENETRATION:
50%

ACTIVE SOCIAL
MEDIA USERS



3.20
MILLION

PENETRATION:
50%

MOBILE
SUBSCRIPTIONS



10.79
MILLION

vs. POPULATION:
169%

ACTIVE MOBILE
SOCIAL USERS



2.80
MILLION

PENETRATION:
44%

we
are
social



we
are
social



JAN
2017

LIECHTENSTEIN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

37.90
THOUSAND

URBANISATION:
14%

INTERNET
USERS



36.63
THOUSAND

PENETRATION:
97%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

15.00
THOUSAND

PENETRATION:
40%

MOBILE
SUBSCRIPTIONS



16.98
THOUSAND

vs. POPULATION:
45%

ACTIVE MOBILE
SOCIAL USERS



13.00
THOUSAND

PENETRATION:
34%



JAN
2017

LITHUANIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

2.84
MILLION

URBANISATION:
67%

INTERNET
USERS



2.40
MILLION

PENETRATION:
84%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

1.50
MILLION

PENETRATION:
53%

MOBILE
SUBSCRIPTIONS



3.98
MILLION

vs. POPULATION:
140%

ACTIVE MOBILE
SOCIAL USERS



1.20
MILLION

PENETRATION:
42%

JAN
2017

LUXEMBOURG

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

580.2

THOUSAND

URBANISATION:

91%

INTERNET
USERS



564.7

THOUSAND

PENETRATION:

97%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

330.0

THOUSAND

PENETRATION:

57%

MOBILE
SUBSCRIPTIONS



886.0

THOUSAND

vs. POPULATION:

153%

ACTIVE MOBILE
SOCIAL USERS



290.0

THOUSAND

PENETRATION:

50%

JAN
2017

MACAU

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

601.8
THOUSAND

URBANISATION:

100%

INTERNET
USERS



467.0
THOUSAND

PENETRATION:

78%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

410.0
THOUSAND

PENETRATION:

68%

MOBILE
SUBSCRIPTIONS



1,781
THOUSAND

vs. POPULATION:

296%

ACTIVE MOBILE
SOCIAL USERS



370.0
THOUSAND

PENETRATION:

61%

JAN
2017

MACEDONIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

2.08
MILLION

URBANISATION:
59%

INTERNET
USERS



1.47
MILLION

PENETRATION:
70%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

1.10
MILLION

PENETRATION:
53%

MOBILE
SUBSCRIPTIONS



2.36
MILLION

vs. POPULATION:
113%

ACTIVE MOBILE
SOCIAL USERS



0.92
MILLION

PENETRATION:
44%

JAN
2017

MADAGASCAR

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

25.26
MILLION

URBANISATION:

36%

INTERNET
USERS



1.60
MILLION

PENETRATION:

6%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

1.60
MILLION

PENETRATION:

6%

MOBILE
SUBSCRIPTIONS



8.41
MILLION

vs. POPULATION:

33%

ACTIVE MOBILE
SOCIAL USERS



1.40
MILLION

PENETRATION:

6%

JAN
2017

MALAWI

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

18.02
MILLION

URBANISATION:

17%

INTERNET
USERS



1.68
MILLION

PENETRATION:

9%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.79
MILLION

PENETRATION:

4%

MOBILE
SUBSCRIPTIONS



7.22
MILLION

vs. POPULATION:

40%

ACTIVE MOBILE
SOCIAL USERS



0.66
MILLION

PENETRATION:

4%



JAN
2017

MALAYSIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

30.96
MILLION

URBANISATION:
76%

INTERNET
USERS



22.00
MILLION

PENETRATION:
71%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

22.00
MILLION

PENETRATION:
71%

MOBILE
SUBSCRIPTIONS



42.93
MILLION

vs. POPULATION:
139%

ACTIVE MOBILE
SOCIAL USERS



20.00
MILLION

PENETRATION:
65%

JAN
2017

MALDIVES

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

372.8

THOUSAND

URBANISATION:

47%

INTERNET
USERS



310.0

THOUSAND

PENETRATION:

83%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

310.0

THOUSAND

PENETRATION:

83%

MOBILE
SUBSCRIPTIONS



804.7

THOUSAND

vs. POPULATION:

216%

ACTIVE MOBILE
SOCIAL USERS



290.0

THOUSAND

PENETRATION:

78%

JAN
2017

MALI

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

18.41
MILLION

URBANISATION:

41%

INTERNET
USERS



2.21
MILLION

PENETRATION:

12%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

1.30
MILLION

PENETRATION:

7%

MOBILE
SUBSCRIPTIONS



17.64
MILLION

vs. POPULATION:

96%

ACTIVE MOBILE
SOCIAL USERS



1.20
MILLION

PENETRATION:

7%

JAN
2017

MALTA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

420.1

THOUSAND

URBANISATION:

96%

INTERNET
USERS



334.1

THOUSAND

PENETRATION:

80%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

330.0

THOUSAND

PENETRATION:

79%

MOBILE
SUBSCRIPTIONS



638.1

THOUSAND

vs. POPULATION:

152%

ACTIVE MOBILE
SOCIAL USERS



290.0

THOUSAND

PENETRATION:

69%

JAN
2017

THE MARSHALL ISLANDS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



53.10

THOUSAND

URBANISATION:

73%

INTERNET
USERS



21.00

THOUSAND

PENETRATION:

40%

ACTIVE SOCIAL
MEDIA USERS



21.00

THOUSAND

PENETRATION:

40%

MOBILE
SUBSCRIPTIONS



41.68

THOUSAND

vs. POPULATION:

78%

ACTIVE MOBILE
SOCIAL USERS



19.00

THOUSAND

PENETRATION:

36%

we
are
social



we
are
social



JAN
2017

MARTINIQUE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

396.2

THOUSAND

URBANISATION:

89%

INTERNET
USERS



303.3

THOUSAND

PENETRATION:

77%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

180.0

THOUSAND

PENETRATION:

45%

MOBILE
SUBSCRIPTIONS



637.3

THOUSAND

vs. POPULATION:

161%

ACTIVE MOBILE
SOCIAL USERS



160.0

THOUSAND

PENETRATION:

40%

JAN
2017

MAURITANIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

4.22
MILLION

URBANISATION:
61%

INTERNET
USERS



0.71
MILLION

PENETRATION:
17%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.48
MILLION

PENETRATION:
11%

MOBILE
SUBSCRIPTIONS



4.84
MILLION

vs. POPULATION:
115%

ACTIVE MOBILE
SOCIAL USERS



0.43
MILLION

PENETRATION:
10%

JAN
2017

MAURITIUS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

1.28
MILLION

URBANISATION:
39%

INTERNET
USERS



0.80
MILLION

PENETRATION:
63%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.72
MILLION

PENETRATION:
56%

MOBILE
SUBSCRIPTIONS



1.74
MILLION

vs. POPULATION:
136%

ACTIVE MOBILE
SOCIAL USERS



0.62
MILLION

PENETRATION:
48%

JAN
2017

MAYOTTE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

249.8
THOUSAND

URBANISATION:

47%

INTERNET
USERS



107.9
THOUSAND

PENETRATION:

43%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

64.0
THOUSAND

PENETRATION:

26%

MOBILE
SUBSCRIPTIONS



229.6
THOUSAND

vs. POPULATION:

92%

ACTIVE MOBILE
SOCIAL USERS



54.0
THOUSAND

PENETRATION:

22%

JAN
2017

MEXICO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

129.4
MILLION

URBANISATION:
80%

INTERNET
USERS



76.0
MILLION

PENETRATION:
59%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

76.0
MILLION

PENETRATION:
59%

MOBILE
SUBSCRIPTIONS



106.8
MILLION

vs. POPULATION:
83%

ACTIVE MOBILE
SOCIAL USERS



69.0
MILLION

PENETRATION:
53%

JAN
2017

THE FEDERATED STATES OF MICRONESIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

534.3
THOUSAND

URBANISATION:
67%

INTERNET
USERS



168.3
THOUSAND

PENETRATION:
32%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

20.0
THOUSAND

PENETRATION:
4%

MOBILE
SUBSCRIPTIONS



20.3
THOUSAND

vs. POPULATION:
4%

ACTIVE MOBILE
SOCIAL USERS



17.0
THOUSAND

PENETRATION:
3%

JAN
2017

MOLDOVA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

4.06
MILLION

URBANISATION:
48%

INTERNET
USERS



2.02
MILLION

PENETRATION:
50%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.81
MILLION

PENETRATION:
20%

MOBILE
SUBSCRIPTIONS



3.78
MILLION

vs. POPULATION:
93%

ACTIVE MOBILE
SOCIAL USERS



0.61
MILLION

PENETRATION:
15%

JAN
2017

MONACO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

37.94

THOUSAND

URBANISATION:

100%

INTERNET
USERS



35.42

THOUSAND

PENETRATION:

93%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

20.00

THOUSAND

PENETRATION:

53%

MOBILE
SUBSCRIPTIONS



35.76

THOUSAND

vs. POPULATION:

94%

ACTIVE MOBILE
SOCIAL USERS



15.00

THOUSAND

PENETRATION:

40%

JAN
2017

MONGOLIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

3.03
MILLION

URBANISATION:
73%

INTERNET
USERS



1.60
MILLION

PENETRATION:
53%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

1.60
MILLION

PENETRATION:
53%

MOBILE
SUBSCRIPTIONS



3.46
MILLION

vs. POPULATION:
114%

ACTIVE MOBILE
SOCIAL USERS



1.50
MILLION

PENETRATION:
50%



JAN
2017

MONTENEGRO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

626.2

THOUSAND

URBANISATION:

64%

INTERNET
USERS



404.3

THOUSAND

PENETRATION:

65%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

350.0

THOUSAND

PENETRATION:

56%

MOBILE
SUBSCRIPTIONS



1,010

THOUSAND

vs. POPULATION:

161%

ACTIVE MOBILE
SOCIAL USERS



290.0

THOUSAND

PENETRATION:

46%

JAN
2017

MONTSERRAT

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



5,167

URBANISATION:

9%

INTERNET
USERS



3,000

PENETRATION:

58%

ACTIVE SOCIAL
MEDIA USERS



3,000

PENETRATION:

58%

MOBILE
SUBSCRIPTIONS



7,189

vs. POPULATION:

139%

ACTIVE MOBILE
SOCIAL USERS



2,700

PENETRATION:

52%

we
are
social



we
are
social



JAN
2017

MOROCCO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

35.03
MILLION

URBANISATION:

61%

INTERNET
USERS



20.21
MILLION

PENETRATION:

58%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

14.00
MILLION

PENETRATION:

40%

MOBILE
SUBSCRIPTIONS



43.31
MILLION

vs. POPULATION:

124%

ACTIVE MOBILE
SOCIAL USERS



13.00
MILLION

PENETRATION:

37%

JAN
2017

MOZAMBIQUE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

29.14
MILLION

URBANISATION:
33%

INTERNET
USERS



2.62
MILLION

PENETRATION:
9%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

1.70
MILLION

PENETRATION:
6%

MOBILE
SUBSCRIPTIONS



18.05
MILLION

vs. POPULATION:
62%

ACTIVE MOBILE
SOCIAL USERS



1.40
MILLION

PENETRATION:
5%

JAN
2017

MYANMAR

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

54.60
MILLION

URBANISATION:
35%

INTERNET
USERS



14.00
MILLION

PENETRATION:
26%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

14.00
MILLION

PENETRATION:
26%

MOBILE
SUBSCRIPTIONS



50.56
MILLION

vs. POPULATION:
93%

ACTIVE MOBILE
SOCIAL USERS



13.00
MILLION

PENETRATION:
24%

JAN
2017

NAMIBIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

2.54
MILLION

URBANISATION:
48%

INTERNET
USERS



0.58
MILLION

PENETRATION:
23%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.58
MILLION

PENETRATION:
23%

MOBILE
SUBSCRIPTIONS



2.97
MILLION

vs. POPULATION:
117%

ACTIVE MOBILE
SOCIAL USERS



0.52
MILLION

PENETRATION:
20%

JAN
2017

NAURU

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

10.28
THOUSAND

URBANISATION:

100%

INTERNET
USERS



5.15
THOUSAND

PENETRATION:

50%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.20
THOUSAND

PENETRATION:

31%

MOBILE
SUBSCRIPTIONS



9.97
THOUSAND

vs. POPULATION:

97%

ACTIVE MOBILE
SOCIAL USERS



3.00
THOUSAND

PENETRATION:

29%



JAN
2017

NEPAL

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

29.02
MILLION

URBANISATION:
19%

INTERNET
USERS



14.12
MILLION

PENETRATION:
49%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

7.10
MILLION

PENETRATION:
24%

MOBILE
SUBSCRIPTIONS



31.55
MILLION

vs. POPULATION:
109%

ACTIVE MOBILE
SOCIAL USERS



6.60
MILLION

PENETRATION:
23%



JAN
2017

THE NETHERLANDS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

17.01
MILLION

URBANISATION:
91%

INTERNET
USERS



16.20
MILLION

PENETRATION:
95%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

11.00
MILLION

PENETRATION:
65%

MOBILE
SUBSCRIPTIONS



17.39
MILLION

vs. POPULATION:
102%

ACTIVE MOBILE
SOCIAL USERS



9.30
MILLION

PENETRATION:
55%

JAN
2017

NEW CALEDONIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

268.1

THOUSAND

URBANISATION:

71%

INTERNET
USERS



240.0

THOUSAND

PENETRATION:

90%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

160.0

THOUSAND

PENETRATION:

60%

MOBILE
SUBSCRIPTIONS



284.6

THOUSAND

vs. POPULATION:

106%

ACTIVE MOBILE
SOCIAL USERS



140.0

THOUSAND

PENETRATION:

52%

JAN
2017

NEW ZEALAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

4.59
MILLION

URBANISATION:
86%

INTERNET
USERS



4.08
MILLION

PENETRATION:
89%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.20
MILLION

PENETRATION:
70%

MOBILE
SUBSCRIPTIONS



6.19
MILLION

vs. POPULATION:
135%

ACTIVE MOBILE
SOCIAL USERS



2.80
MILLION

PENETRATION:
61%



JAN
2017

NICARAGUA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



6.18
MILLION

URBANISATION:
59%

INTERNET
USERS



2.20
MILLION

PENETRATION:
36%

ACTIVE SOCIAL
MEDIA USERS



2.20
MILLION

PENETRATION:
36%

MOBILE
SUBSCRIPTIONS



8.81
MILLION

vs. POPULATION:
142%

ACTIVE MOBILE
SOCIAL USERS



2.00
MILLION

PENETRATION:
32%

we
are
social



we
are
social



JAN
2017

NIGER

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

21.14
MILLION

URBANISATION:

19%

INTERNET
USERS



0.47
MILLION

PENETRATION:

2%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.40
MILLION

PENETRATION:

2%

MOBILE
SUBSCRIPTIONS



7.84
MILLION

vs. POPULATION:

37%

ACTIVE MOBILE
SOCIAL USERS



0.36
MILLION

PENETRATION:

2%

JAN
2017

NIGERIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

189.4
MILLION

URBANISATION:
49%

INTERNET
USERS



97.2
MILLION

PENETRATION:
51%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

18.0
MILLION

PENETRATION:
10%

MOBILE
SUBSCRIPTIONS



157.7
MILLION

vs. POPULATION:
83%

ACTIVE MOBILE
SOCIAL USERS



15.0
MILLION

PENETRATION:
8%

JAN
2017

NIUE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



1,613

URBANISATION:

44%

INTERNET
USERS



1,100

PENETRATION:

68%

ACTIVE SOCIAL
MEDIA USERS



800

PENETRATION:

50%

MOBILE
SUBSCRIPTIONS



1,436

vs. POPULATION:

89%

ACTIVE MOBILE
SOCIAL USERS



560

PENETRATION:

35%

we
are
social



we
are
social



JAN
2017

NORFOLK ISLAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



2,302

URBANISATION:

[N/A]

INTERNET
USERS



770

PENETRATION:

33%

ACTIVE SOCIAL
MEDIA USERS



260

PENETRATION:

11%

MOBILE
SUBSCRIPTIONS



1,469

vs. POPULATION:

64%

ACTIVE MOBILE
SOCIAL USERS



120

PENETRATION:

5%

we
are
social



we
are
social



JAN
2017

NORTH KOREA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



25.34
MILLION

URBANISATION:
60%

INTERNET
USERS



0.016
MILLION

PENETRATION:
0.06%

ACTIVE SOCIAL
MEDIA USERS



0.016
MILLION

PENETRATION:
0.06%

MOBILE
SUBSCRIPTIONS



3.77
MILLION

vs. POPULATION:
15%

ACTIVE MOBILE
SOCIAL USERS



0.013
MILLION

PENETRATION:
0.05%

we
are
social



we
are
social



JAN
2017

NORTHERN MARIANA ISLANDS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

55.48

THOUSAND

URBANISATION:

89%

INTERNET
USERS



35.00

THOUSAND

PENETRATION:

63%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

35.00

THOUSAND

PENETRATION:

63%

MOBILE
SUBSCRIPTIONS



31.42

THOUSAND

vs. POPULATION:

57%

ACTIVE MOBILE
SOCIAL USERS



31.00

THOUSAND

PENETRATION:

56%

JAN
2017

NORWAY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

5.30
MILLION

URBANISATION:
81%

INTERNET
USERS



5.17
MILLION

PENETRATION:
97%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.50
MILLION

PENETRATION:
66%

MOBILE
SUBSCRIPTIONS



6.19
MILLION

vs. POPULATION:
117%

ACTIVE MOBILE
SOCIAL USERS



3.20
MILLION

PENETRATION:
60%



JAN
2017

OMAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

4.70
MILLION

URBANISATION:
78%

INTERNET
USERS



3.48
MILLION

PENETRATION:
74%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.00
MILLION

PENETRATION:
43%

MOBILE
SUBSCRIPTIONS



6.87
MILLION

vs. POPULATION:
146%

ACTIVE MOBILE
SOCIAL USERS



1.60
MILLION

PENETRATION:
34%

JAN
2017

PAKISTAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

194.8
MILLION

URBANISATION:
39%

INTERNET
USERS



35.1
MILLION

PENETRATION:
18%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

31.0
MILLION

PENETRATION:
16%

MOBILE
SUBSCRIPTIONS



140.2
MILLION

vs. POPULATION:
72%

ACTIVE MOBILE
SOCIAL USERS



28.0
MILLION

PENETRATION:
14%

JAN
2017

PALAU

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

21.61
THOUSAND

URBANISATION:
88%

INTERNET
USERS



7.70
THOUSAND

PENETRATION:
36%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

6.90
THOUSAND

PENETRATION:
32%

MOBILE
SUBSCRIPTIONS



23.47
THOUSAND

vs. POPULATION:
109%

ACTIVE MOBILE
SOCIAL USERS



5.90
THOUSAND

PENETRATION:
27%

JAN
2017

PALESTINE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

4.86
MILLION

URBANISATION:

[N/A]

INTERNET
USERS



3.01
MILLION

PENETRATION:

62%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

1.70
MILLION

PENETRATION:

35%

MOBILE
SUBSCRIPTIONS



3.79
MILLION

vs. POPULATION:

78%

ACTIVE MOBILE
SOCIAL USERS



1.40
MILLION

PENETRATION:

29%

JAN
2017

PANAMA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

4.02
MILLION

URBANISATION:
67%

INTERNET
USERS



2.80
MILLION

PENETRATION:
70%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.10
MILLION

PENETRATION:
52%

MOBILE
SUBSCRIPTIONS



5.64
MILLION

vs. POPULATION:
140%

ACTIVE MOBILE
SOCIAL USERS



1.90
MILLION

PENETRATION:
47%

JAN
2017

PAPUA NEW GUINEA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

7.85
MILLION

URBANISATION:
13%

INTERNET
USERS



0.91
MILLION

PENETRATION:
12%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.62
MILLION

PENETRATION:
8%

MOBILE
SUBSCRIPTIONS



3.44
MILLION

vs. POPULATION:
44%

ACTIVE MOBILE
SOCIAL USERS



0.57
MILLION

PENETRATION:
7%



JAN
2017

PARAGUAY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

6.77
MILLION

URBANISATION:
60%

INTERNET
USERS



3.20
MILLION

PENETRATION:
47%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.20
MILLION

PENETRATION:
47%

MOBILE
SUBSCRIPTIONS



7.68
MILLION

vs. POPULATION:
113%

ACTIVE MOBILE
SOCIAL USERS



3.00
MILLION

PENETRATION:
44%

JAN
2017

PERU

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

31.97
MILLION

URBANISATION:
79%

INTERNET
USERS



20.00
MILLION

PENETRATION:
63%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

20.00
MILLION

PENETRATION:
63%

MOBILE
SUBSCRIPTIONS



35.56
MILLION

vs. POPULATION:
111%

ACTIVE MOBILE
SOCIAL USERS



18.00
MILLION

PENETRATION:
56%

JAN
2017

THE PHILIPPINES

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

103.0
MILLION

URBANISATION:

44%

INTERNET
USERS



60.0
MILLION

PENETRATION:

58%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

60.0
MILLION

PENETRATION:

58%

MOBILE
SUBSCRIPTIONS



129.4
MILLION

vs. POPULATION:

126%

ACTIVE MOBILE
SOCIAL USERS



54.0
MILLION

PENETRATION:

52%

JAN
2017

POLAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

38.58
MILLION

URBANISATION:
61%

INTERNET
USERS



27.92
MILLION

PENETRATION:
72%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

15.00
MILLION

PENETRATION:
39%

MOBILE
SUBSCRIPTIONS



54.54
MILLION

vs. POPULATION:
141%

ACTIVE MOBILE
SOCIAL USERS



12.00
MILLION

PENETRATION:
31%

JAN
2017

PORTUGAL

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

10.28
MILLION

URBANISATION:
64%

INTERNET
USERS



7.20
MILLION

PENETRATION:
70%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

6.10
MILLION

PENETRATION:
59%

MOBILE
SUBSCRIPTIONS



15.18
MILLION

vs. POPULATION:
148%

ACTIVE MOBILE
SOCIAL USERS



5.20
MILLION

PENETRATION:
51%

JAN
2017

PUERTO RICO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

3.68
MILLION

URBANISATION:
94%

INTERNET
USERS



3.05
MILLION

PENETRATION:
83%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.20
MILLION

PENETRATION:
60%

MOBILE
SUBSCRIPTIONS



3.37
MILLION

vs. POPULATION:
92%

ACTIVE MOBILE
SOCIAL USERS



2.00
MILLION

PENETRATION:
54%



JAN
2017

QATAR

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

2.42
MILLION

URBANISATION:
99%

INTERNET
USERS



2.25
MILLION

PENETRATION:
93%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.40
MILLION

PENETRATION:
99%

MOBILE
SUBSCRIPTIONS



4.55
MILLION

vs. POPULATION:
188%

ACTIVE MOBILE
SOCIAL USERS



2.30
MILLION

PENETRATION:
95%

JAN
2017

REPUBLIC OF THE CONGO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

4.80
MILLION

URBANISATION:

64%

INTERNET
USERS



0.50
MILLION

PENETRATION:

10%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.50
MILLION

PENETRATION:

10%

MOBILE
SUBSCRIPTIONS



4.91
MILLION

vs. POPULATION:

102%

ACTIVE MOBILE
SOCIAL USERS



0.45
MILLION

PENETRATION:

9%

JAN
2017

RÉUNION

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

870.3

THOUSAND

URBANISATION:

95%

INTERNET
USERS



430.0

THOUSAND

PENETRATION:

49%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

430.0

THOUSAND

PENETRATION:

49%

MOBILE
SUBSCRIPTIONS



959.3

THOUSAND

vs. POPULATION:

110%

ACTIVE MOBILE
SOCIAL USERS



370.0

THOUSAND

PENETRATION:

43%

JAN
2017

ROMANIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

19.31
MILLION

URBANISATION:
55%

INTERNET
USERS



11.24
MILLION

PENETRATION:
58%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

9.40
MILLION

PENETRATION:
49%

MOBILE
SUBSCRIPTIONS



27.44
MILLION

vs. POPULATION:
142%

ACTIVE MOBILE
SOCIAL USERS



8.00
MILLION

PENETRATION:
41%

JAN
2017

THE RUSSIAN FEDERATION

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



143.4
MILLION

URBANISATION:

74%

INTERNET
USERS



105.3
MILLION

PENETRATION:

73%

ACTIVE SOCIAL
MEDIA USERS



55.9
MILLION

PENETRATION:

39%

MOBILE
SUBSCRIPTIONS



252.9
MILLION

vs. POPULATION:

176%

ACTIVE MOBILE
SOCIAL USERS



38.5
MILLION

PENETRATION:

27%

we
are
social



we
are
social



JAN
2017

RWANDA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

12.02
MILLION

URBANISATION:
30%

INTERNET
USERS



3.22
MILLION

PENETRATION:
27%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.59
MILLION

PENETRATION:
5%

MOBILE
SUBSCRIPTIONS



9.55
MILLION

vs. POPULATION:
79%

ACTIVE MOBILE
SOCIAL USERS



0.50
MILLION

PENETRATION:
4%

JAN
2017

SAINT BARTHÉLEMY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



7,209

URBANISATION:

[N/A]

INTERNET
USERS



1,540

PENETRATION:

21%

ACTIVE SOCIAL
MEDIA USERS



20

PENETRATION:

0%

MOBILE
SUBSCRIPTIONS



3,220

vs. POPULATION:

45%

ACTIVE MOBILE
SOCIAL USERS



20

PENETRATION:

0%

we
are
social



we
are
social



JAN
2017

SAINT HELENA*

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

*INCLUDES COMBINED DATA FOR SAINT HELENA, ASCENSION, AND TRISTAN DA CUNHA



TOTAL
POPULATION



3,963

URBANISATION:

40%

INTERNET
USERS



2,000

PENETRATION:

50%

ACTIVE SOCIAL
MEDIA USERS



1,900

PENETRATION:

48%

MOBILE
SUBSCRIPTIONS



2,399

vs. POPULATION:

61%

ACTIVE MOBILE
SOCIAL USERS



1,300

PENETRATION:

33%

we
are
social



we
are
social



JAN
2017

SAINT KITTS & NEVIS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

56.48

THOUSAND

URBANISATION:

32%

INTERNET
USERS



38.00

THOUSAND

PENETRATION:

67%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

38.00

THOUSAND

PENETRATION:

67%

MOBILE
SUBSCRIPTIONS



102.6

THOUSAND

vs. POPULATION:

182%

ACTIVE MOBILE
SOCIAL USERS



34.00

THOUSAND

PENETRATION:

60%

JAN
2017

SAINT LUCIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

187.1
THOUSAND

URBANISATION:

19%

INTERNET
USERS



142.9
THOUSAND

PENETRATION:

76%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

97.0
THOUSAND

PENETRATION:

52%

MOBILE
SUBSCRIPTIONS



229.5
THOUSAND

vs. POPULATION:

123%

ACTIVE MOBILE
SOCIAL USERS



88.0
THOUSAND

PENETRATION:

47%

JAN
2017

SAINT MARTIN & SINT MAARTEN*

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



*SAINT MARTIN AND SINT MAARTEN ARE TWO SEPARATE COUNTRIES, BUT THIS CHART SHOWS THEIR COMBINED DATA DUE TO SOURCE DATA OVERLAPS

TOTAL
POPULATION



we
are
social

71.78

THOUSAND

URBANISATION:

100%

INTERNET
USERS



36.00

THOUSAND

PENETRATION:

50%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

35.00

THOUSAND

PENETRATION:

50%

MOBILE
SUBSCRIPTIONS



80.17

THOUSAND

vs. POPULATION:

117%

ACTIVE MOBILE
SOCIAL USERS



32.00

THOUSAND

PENETRATION:

50%

JAN
2017

SAINT PIERRE & MIQUELON

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



6,310

URBANISATION:

91%

INTERNET
USERS



4,500

PENETRATION:

71%

ACTIVE SOCIAL
MEDIA USERS



4,000

PENETRATION:

63%

MOBILE
SUBSCRIPTIONS



4,665

vs. POPULATION:

74%

ACTIVE MOBILE
SOCIAL USERS



2,900

PENETRATION:

46%

we
are
social



we
are
social



JAN
2017

SAINT VINCENT & THE GRANDINES

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

109.8
THOUSAND

URBANISATION:

51%

INTERNET
USERS



76.0
THOUSAND

PENETRATION:

69%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

63.0
THOUSAND

PENETRATION:

57%

MOBILE
SUBSCRIPTIONS



137.1
THOUSAND

vs. POPULATION:

125%

ACTIVE MOBILE
SOCIAL USERS



57.0
THOUSAND

PENETRATION:

52%

JAN
2017

SAMOA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

195.1
THOUSAND

URBANISATION:
19%

INTERNET
USERS



83.0
THOUSAND

PENETRATION:
43%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

83.0
THOUSAND

PENETRATION:
43%

MOBILE
SUBSCRIPTIONS



133.4
THOUSAND

vs. POPULATION:
68%

ACTIVE MOBILE
SOCIAL USERS



77.0
THOUSAND

PENETRATION:
39%



JAN
2017

SAN MARINO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

32.03
THOUSAND

URBANISATION:
94%

INTERNET
USERS



17.20
THOUSAND

PENETRATION:
54%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

8.50
THOUSAND

PENETRATION:
27%

MOBILE
SUBSCRIPTIONS



4.07
THOUSAND

vs. POPULATION:
13%

ACTIVE MOBILE
SOCIAL USERS



7.20
THOUSAND

PENETRATION:
22%



JAN
2017

SÃO TOMÉ & PRÍNCIPE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

196.4
THOUSAND

URBANISATION:
63%

INTERNET
USERS



50.7
THOUSAND

PENETRATION:
26%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

45.0
THOUSAND

PENETRATION:
23%

MOBILE
SUBSCRIPTIONS



210.1
THOUSAND

vs. POPULATION:
107%

ACTIVE MOBILE
SOCIAL USERS



40.0
THOUSAND

PENETRATION:
20%

JAN
2017

SAUDI ARABIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

السعودية

TOTAL
POPULATION



we
are
social

32.45
MILLION

URBANISATION:
83%

INTERNET
USERS



22.59
MILLION

PENETRATION:
70%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

19.00
MILLION

PENETRATION:
59%

MOBILE
SUBSCRIPTIONS



57.18
MILLION

vs. POPULATION:
176%

ACTIVE MOBILE
SOCIAL USERS



16.00
MILLION

PENETRATION:
49%

JAN
2017

SENEGAL

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

15.82
MILLION

URBANISATION:
44%

INTERNET
USERS



7.26
MILLION

PENETRATION:
46%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.60
MILLION

PENETRATION:
16%

MOBILE
SUBSCRIPTIONS



16.18
MILLION

vs. POPULATION:
102%

ACTIVE MOBILE
SOCIAL USERS



2.30
MILLION

PENETRATION:
15%

JAN
2017

SERBIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

8.79
MILLION

URBANISATION:
56%

INTERNET
USERS



5.74
MILLION

PENETRATION:
65%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.40
MILLION

PENETRATION:
39%

MOBILE
SUBSCRIPTIONS



9.51
MILLION

vs. POPULATION:
108%

ACTIVE MOBILE
SOCIAL USERS



2.70
MILLION

PENETRATION:
31%

JAN
2017

THE SEYCHELLES

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

97.28

THOUSAND

URBANISATION:

54%

INTERNET
USERS



56.54

THOUSAND

PENETRATION:

58%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

56.00

THOUSAND

PENETRATION:

58%

MOBILE
SUBSCRIPTIONS



132.1

THOUSAND

vs. POPULATION:

136%

ACTIVE MOBILE
SOCIAL USERS



50.00

THOUSAND

PENETRATION:

51%

JAN
2017

SIERRA LEONE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



6.66
MILLION

URBANISATION:

41%

INTERNET
USERS



0.37
MILLION

PENETRATION:

6%

ACTIVE SOCIAL
MEDIA USERS



0.37
MILLION

PENETRATION:

6%

MOBILE
SUBSCRIPTIONS



5.38
MILLION

vs. POPULATION:

81%

ACTIVE MOBILE
SOCIAL USERS



0.33
MILLION

PENETRATION:

5%

we
are
social



we
are
social



JAN
2017

SINGAPORE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

5.74
MILLION

URBANISATION:

100%

INTERNET
USERS



4.71
MILLION

PENETRATION:

82%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

4.40
MILLION

PENETRATION:

77%

MOBILE
SUBSCRIPTIONS



8.44
MILLION

vs. POPULATION:

147%

ACTIVE MOBILE
SOCIAL USERS



4.00
MILLION

PENETRATION:

70%

JAN
2017

SLOVAKIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

5.43
MILLION

URBANISATION:
53%

INTERNET
USERS



4.62
MILLION

PENETRATION:
85%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.50
MILLION

PENETRATION:
46%

MOBILE
SUBSCRIPTIONS



7.36
MILLION

vs. POPULATION:
135%

ACTIVE MOBILE
SOCIAL USERS



2.00
MILLION

PENETRATION:
37%



JAN
2017

SLOVENIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

2.07
MILLION

URBANISATION:
50%

INTERNET
USERS



1.51
MILLION

PENETRATION:
73%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.96
MILLION

PENETRATION:
46%

MOBILE
SUBSCRIPTIONS



2.24
MILLION

vs. POPULATION:
108%

ACTIVE MOBILE
SOCIAL USERS



0.78
MILLION

PENETRATION:
38%

JAN
2017

THE SOLOMON ISLANDS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

600.6
THOUSAND

URBANISATION:
23%

INTERNET
USERS



60.1
THOUSAND

PENETRATION:
10%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

49.0
THOUSAND

PENETRATION:
8%

MOBILE
SUBSCRIPTIONS



445.6
THOUSAND

vs. POPULATION:
74%

ACTIVE MOBILE
SOCIAL USERS



42.0
THOUSAND

PENETRATION:
7%

JAN
2017

SOMALIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

11.24
MILLION

URBANISATION:
40%

INTERNET
USERS



0.90
MILLION

PENETRATION:
8%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.90
MILLION

PENETRATION:
8%

MOBILE
SUBSCRIPTIONS



5.54
MILLION

vs. POPULATION:
49%

ACTIVE MOBILE
SOCIAL USERS



0.81
MILLION

PENETRATION:
7%

JAN
2017

SOUTH AFRICA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

55.21
MILLION

URBANISATION:
66%

INTERNET
USERS



28.66
MILLION

PENETRATION:
52%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

15.00
MILLION

PENETRATION:
27%

MOBILE
SUBSCRIPTIONS



79.91
MILLION

vs. POPULATION:
145%

ACTIVE MOBILE
SOCIAL USERS



13.00
MILLION

PENETRATION:
24%

JAN
2017

SOUTH KOREA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

50.60
MILLION

URBANISATION:
92%

INTERNET
USERS



45.49
MILLION

PENETRATION:
90%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

41.92
MILLION

PENETRATION:
83%

MOBILE
SUBSCRIPTIONS



58.24
MILLION

vs. POPULATION:
115%

ACTIVE MOBILE
SOCIAL USERS



41.92
MILLION

PENETRATION:
83%

JAN
2017

SOUTH SUDAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

12.91
MILLION

URBANISATION:

19%

INTERNET
USERS



2.32
MILLION

PENETRATION:

18%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.17
MILLION

PENETRATION:

1%

MOBILE
SUBSCRIPTIONS



2.76
MILLION

vs. POPULATION:

21%

ACTIVE MOBILE
SOCIAL USERS



0.15
MILLION

PENETRATION:

1%

JAN
2017

SPAIN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

46.07
MILLION

URBANISATION:
80%

INTERNET
USERS



37.87
MILLION

PENETRATION:
82%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

25.00
MILLION

PENETRATION:
54%

MOBILE
SUBSCRIPTIONS



50.91
MILLION

vs. POPULATION:
111%

ACTIVE MOBILE
SOCIAL USERS



22.00
MILLION

PENETRATION:
48%

JAN
2017

SRI LANKA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

20.86
MILLION

URBANISATION:
18%

INTERNET
USERS



6.26
MILLION

PENETRATION:
30%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

4.90
MILLION

PENETRATION:
23%

MOBILE
SUBSCRIPTIONS



26.36
MILLION

vs. POPULATION:
126%

ACTIVE MOBILE
SOCIAL USERS



4.20
MILLION

PENETRATION:
20%



JAN
2017

SUDAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



41.67
MILLION

URBANISATION:
34%

INTERNET
USERS



11.09
MILLION

PENETRATION:
27%

ACTIVE SOCIAL
MEDIA USERS



3.20
MILLION

PENETRATION:
8%

MOBILE
SUBSCRIPTIONS



30.08
MILLION

vs. POPULATION:
72%

ACTIVE MOBILE
SOCIAL USERS



2.80
MILLION

PENETRATION:
7%

we
are
social



we
are
social



JAN
2017

SURINAME

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

549.9

THOUSAND

URBANISATION:

66%

INTERNET
USERS



310.0

THOUSAND

PENETRATION:

56%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

310.0

THOUSAND

PENETRATION:

56%

MOBILE
SUBSCRIPTIONS



972.9

THOUSAND

vs. POPULATION:

177%

ACTIVE MOBILE
SOCIAL USERS



280.0

THOUSAND

PENETRATION:

51%

JAN
2017

SWAZILAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

1.31
MILLION

URBANISATION:

21%

INTERNET
USERS



0.40
MILLION

PENETRATION:

30%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.19
MILLION

PENETRATION:

14%

MOBILE
SUBSCRIPTIONS



1.02
MILLION

vs. POPULATION:

78%

ACTIVE MOBILE
SOCIAL USERS



0.16
MILLION

PENETRATION:

12%



JAN
2017

SWEDEN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



9.89
MILLION

URBANISATION:
86%

INTERNET
USERS



9.22
MILLION

PENETRATION:
93%

ACTIVE SOCIAL
MEDIA USERS



6.60
MILLION

PENETRATION:
67%

MOBILE
SUBSCRIPTIONS



14.43
MILLION

vs. POPULATION:
146%

ACTIVE MOBILE
SOCIAL USERS



5.90
MILLION

PENETRATION:
60%

we
are
social



we
are
social



JAN
2017

SWITZERLAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

8.42
MILLION

URBANISATION:
74%

INTERNET
USERS



7.40
MILLION

PENETRATION:
88%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

4.00
MILLION

PENETRATION:
48%

MOBILE
SUBSCRIPTIONS



10.84
MILLION

vs. POPULATION:
129%

ACTIVE MOBILE
SOCIAL USERS



3.50
MILLION

PENETRATION:
42%

JAN
2017

SYRIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

18.74
MILLION

URBANISATION:
56%

INTERNET
USERS



5.62
MILLION

PENETRATION:
30%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

5.10
MILLION

PENETRATION:
27%

MOBILE
SUBSCRIPTIONS



13.79
MILLION

vs. POPULATION:
74%

ACTIVE MOBILE
SOCIAL USERS



4.50
MILLION

PENETRATION:
24%

JAN
2017

TAIWAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

23.46

MILLION

URBANISATION:

78%

INTERNET
USERS



20.64

MILLION

PENETRATION:

88%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

19.00

MILLION

PENETRATION:

81%

MOBILE
SUBSCRIPTIONS



31.10

MILLION

vs. POPULATION:

133%

ACTIVE MOBILE
SOCIAL USERS



17.00

MILLION

PENETRATION:

72%



JAN
2017

TAJIKISTAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



8.76
MILLION

URBANISATION:
27%

INTERNET
USERS



1.66
MILLION

PENETRATION:
19%

ACTIVE SOCIAL
MEDIA USERS



0.11
MILLION

PENETRATION:
1%

MOBILE
SUBSCRIPTIONS



9.59
MILLION

vs. POPULATION:
109%

ACTIVE MOBILE
SOCIAL USERS



0.08
MILLION

PENETRATION:
1%

we
are
social



we
are
social



JAN
2017

TANZANIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

56.02
MILLION

URBANISATION:
27%

INTERNET
USERS



7.59
MILLION

PENETRATION:
14%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

5.00
MILLION

PENETRATION:
9%

MOBILE
SUBSCRIPTIONS



40.10
MILLION

vs. POPULATION:
72%

ACTIVE MOBILE
SOCIAL USERS



4.20
MILLION

PENETRATION:
7%

JAN
2017

THAILAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

68.22
MILLION

URBANISATION:
52%

INTERNET
USERS



46.00
MILLION

PENETRATION:
67%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

46.00
MILLION

PENETRATION:
67%

MOBILE
SUBSCRIPTIONS



90.94
MILLION

vs. POPULATION:
133%

ACTIVE MOBILE
SOCIAL USERS



42.00
MILLION

PENETRATION:
62%

JAN
2017

TIMOR-LESTE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

1.22
MILLION

URBANISATION:
34%

INTERNET
USERS



0.40
MILLION

PENETRATION:
33%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.40
MILLION

PENETRATION:
33%

MOBILE
SUBSCRIPTIONS



1.56
MILLION

vs. POPULATION:
128%

ACTIVE MOBILE
SOCIAL USERS



0.38
MILLION

PENETRATION:
31%

JAN
2017

TOGO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

7.59
MILLION

URBANISATION:
41%

INTERNET
USERS



0.55
MILLION

PENETRATION:
7%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.47
MILLION

PENETRATION:
6%

MOBILE
SUBSCRIPTIONS



5.02
MILLION

vs. POPULATION:
66%

ACTIVE MOBILE
SOCIAL USERS



0.41
MILLION

PENETRATION:
5%

JAN
2017

TOKELAU

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

1,288

URBANISATION:

0%

INTERNET
USERS



800

PENETRATION:

62%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

200

PENETRATION:

16%

MOBILE
SUBSCRIPTIONS



[N/A]

vs. POPULATION:

[N/A]

ACTIVE MOBILE
SOCIAL USERS



140

PENETRATION:

11%

JAN
2017

TONGA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

107.4
THOUSAND

URBANISATION:

24%

INTERNET
USERS



49.8
THOUSAND

PENETRATION:

46%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

47.0
THOUSAND

PENETRATION:

44%

MOBILE
SUBSCRIPTIONS



104.2
THOUSAND

vs. POPULATION:

97%

ACTIVE MOBILE
SOCIAL USERS



43.0
THOUSAND

PENETRATION:

40%

JAN
2017

TRINIDAD & TOBAGO

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

1.37
MILLION

URBANISATION:

8%

INTERNET
USERS



0.95
MILLION

PENETRATION:

69%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.77
MILLION

PENETRATION:

56%

MOBILE
SUBSCRIPTIONS



1.83
MILLION

vs. POPULATION:

134%

ACTIVE MOBILE
SOCIAL USERS



0.68
MILLION

PENETRATION:

50%

JAN
2017

TUNISIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

11.43
MILLION

URBANISATION:
67%

INTERNET
USERS



6.40
MILLION

PENETRATION:
56%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

6.40
MILLION

PENETRATION:
56%

MOBILE
SUBSCRIPTIONS



17.05
MILLION

vs. POPULATION:
149%

ACTIVE MOBILE
SOCIAL USERS



5.60
MILLION

PENETRATION:
49%

JAN
2017

TURKEY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



80.02
MILLION

URBANISATION:
74%

INTERNET
USERS



48.00
MILLION

PENETRATION:
60%

ACTIVE SOCIAL
MEDIA USERS



48.00
MILLION

PENETRATION:
60%

MOBILE
SUBSCRIPTIONS



70.91
MILLION

vs. POPULATION:
89%

ACTIVE MOBILE
SOCIAL USERS



42.00
MILLION

PENETRATION:
52%

we
are
social



we
are
social



JAN
2017

TURKMENISTAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



5.47
MILLION

URBANISATION:
51%

INTERNET
USERS



0.82
MILLION

PENETRATION:
15%

ACTIVE SOCIAL
MEDIA USERS



0.03
MILLION

PENETRATION:
0%

MOBILE
SUBSCRIPTIONS



4.41
MILLION

vs. POPULATION:
81%

ACTIVE MOBILE
SOCIAL USERS



0.02
MILLION

PENETRATION:
0%

we
are
social



we
are
social



JAN
2017

TURKS & CAICOS ISLANDS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

35.17
THOUSAND

URBANISATION:
93%

INTERNET
USERS



27.00
THOUSAND

PENETRATION:
77%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

27.00
THOUSAND

PENETRATION:
77%

MOBILE
SUBSCRIPTIONS



40.60
THOUSAND

vs. POPULATION:
115%

ACTIVE MOBILE
SOCIAL USERS



25.00
THOUSAND

PENETRATION:
71%

JAN
2017

TUVALU

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



9,959

URBANISATION:

61%

INTERNET
USERS



4,300

PENETRATION:

43%

ACTIVE SOCIAL
MEDIA USERS



2,800

PENETRATION:

28%

MOBILE
SUBSCRIPTIONS



7,655

vs. POPULATION:

77%

ACTIVE MOBILE
SOCIAL USERS



2,100

PENETRATION:

21%

we
are
social



we
are
social



JAN
2017

UGANDA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

40.99
MILLION

URBANISATION:

17%

INTERNET
USERS



16.77
MILLION

PENETRATION:

41%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.50
MILLION

PENETRATION:

6%

MOBILE
SUBSCRIPTIONS



26.65
MILLION

vs. POPULATION:

65%

ACTIVE MOBILE
SOCIAL USERS



2.20
MILLION

PENETRATION:

5%

JAN
2017

UKRAINE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



44.51
MILLION

URBANISATION:
70%

INTERNET
USERS



21.93
MILLION

PENETRATION:
49%

ACTIVE SOCIAL
MEDIA USERS



16.17
MILLION

PENETRATION:
36%

MOBILE
SUBSCRIPTIONS



63.45
MILLION

vs. POPULATION:
143%

ACTIVE MOBILE
SOCIAL USERS



11.16
MILLION

PENETRATION:
25%

we
are
social



we
are
social



JAN
2017

THE UNITED ARAB EMIRATES

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

9.33
MILLION

URBANISATION:
86%

INTERNET
USERS



9.20
MILLION

PENETRATION:
99%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

9.20
MILLION

PENETRATION:
99%

MOBILE
SUBSCRIPTIONS



18.69
MILLION

vs. POPULATION:
200%

ACTIVE MOBILE
SOCIAL USERS



8.20
MILLION

PENETRATION:
88%

JAN
2017

THE UNITED KINGDOM

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

65.31
MILLION

URBANISATION:
83%

INTERNET
USERS



60.27
MILLION

PENETRATION:
92%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

42.00
MILLION

PENETRATION:
64%

MOBILE
SUBSCRIPTIONS



73.92
MILLION

vs. POPULATION:
113%

ACTIVE MOBILE
SOCIAL USERS



37.00
MILLION

PENETRATION:
57%

JAN
2017

THE UNITED STATES OF AMERICA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

325.3
MILLION

URBANISATION:
82%

INTERNET
USERS



286.9
MILLION

PENETRATION:
88%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

214.0
MILLION

PENETRATION:
66%

MOBILE
SUBSCRIPTIONS



349.9
MILLION

vs. POPULATION:
108%

ACTIVE MOBILE
SOCIAL USERS



190.0
MILLION

PENETRATION:
58%

JAN
2017

THE UNITED STATES VIRGIN ISLANDS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

106.5
THOUSAND

URBANISATION:
96%

INTERNET
USERS



58.4
THOUSAND

PENETRATION:
55%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

29.0
THOUSAND

PENETRATION:
27%

MOBILE
SUBSCRIPTIONS



200.1
THOUSAND

vs. POPULATION:
188%

ACTIVE MOBILE
SOCIAL USERS



25.0
THOUSAND

PENETRATION:
23%

JAN
2017

URUGUAY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

3.45
MILLION

URBANISATION:
96%

INTERNET
USERS



2.50
MILLION

PENETRATION:
72%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.50
MILLION

PENETRATION:
72%

MOBILE
SUBSCRIPTIONS



5.39
MILLION

vs. POPULATION:
156%

ACTIVE MOBILE
SOCIAL USERS



2.20
MILLION

PENETRATION:
64%

JAN
2017

UZBEKISTAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



30.50
MILLION

URBANISATION:
37%

INTERNET
USERS



15.45
MILLION

PENETRATION:
51%

ACTIVE SOCIAL
MEDIA USERS



0.77
MILLION

PENETRATION:
3%

MOBILE
SUBSCRIPTIONS



21.38
MILLION

vs. POPULATION:
70%

ACTIVE MOBILE
SOCIAL USERS



0.57
MILLION

PENETRATION:
2%

we
are
social



we
are
social



JAN
2017

VANUATU

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

273.4
THOUSAND

URBANISATION:

27%

INTERNET
USERS



82.8
THOUSAND

PENETRATION:

30%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

44.0
THOUSAND

PENETRATION:

16%

MOBILE
SUBSCRIPTIONS



236.0
THOUSAND

vs. POPULATION:

86%

ACTIVE MOBILE
SOCIAL USERS



38.0
THOUSAND

PENETRATION:

14%

JAN
2017

VENEZUELA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

31.72
MILLION

URBANISATION:
89%

INTERNET
USERS



19.63
MILLION

PENETRATION:
62%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

14.00
MILLION

PENETRATION:
44%

MOBILE
SUBSCRIPTIONS



31.30
MILLION

vs. POPULATION:
99%

ACTIVE MOBILE
SOCIAL USERS



11.00
MILLION

PENETRATION:
35%



JAN
2017

VIETNAM

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

94.93
MILLION

URBANISATION:

31%

INTERNET
USERS



50.05
MILLION

PENETRATION:

53%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

46.00
MILLION

PENETRATION:

48%

MOBILE
SUBSCRIPTIONS



124.7
MILLION

vs. POPULATION:

131%

ACTIVE MOBILE
SOCIAL USERS



41.00
MILLION

PENETRATION:

43%

JAN
2017

WALLIS & FUTUNA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

13.10
THOUSAND

URBANISATION:

0%

INTERNET
USERS



4.10
THOUSAND

PENETRATION:

31%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

4.10
THOUSAND

PENETRATION:

31%

MOBILE
SUBSCRIPTIONS



3.89
THOUSAND

vs. POPULATION:

30%

ACTIVE MOBILE
SOCIAL USERS



3.40
THOUSAND

PENETRATION:

26%

JAN
2017

WESTERN SAHARA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

590.1
THOUSAND

URBANISATION:
81%

INTERNET
USERS



29.0
THOUSAND

PENETRATION:
5%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

29.0
THOUSAND

PENETRATION:
5%

MOBILE
SUBSCRIPTIONS



[N/A]
THOUSAND

vs. POPULATION:
[N/A]

ACTIVE MOBILE
SOCIAL USERS



23.0
THOUSAND

PENETRATION:
4%

JAN
2017

THE YEMEN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

27.80
MILLION

URBANISATION:
36%

INTERNET
USERS



6.98
MILLION

PENETRATION:
25%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.20
MILLION

PENETRATION:
8%

MOBILE
SUBSCRIPTIONS



17.41
MILLION

vs. POPULATION:
63%

ACTIVE MOBILE
SOCIAL USERS



1.90
MILLION

PENETRATION:
7%

JAN
2017

ZAMBIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

16.98
MILLION

URBANISATION:
42%

INTERNET
USERS



3.57
MILLION

PENETRATION:
21%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

1.60
MILLION

PENETRATION:
9%

MOBILE
SUBSCRIPTIONS



12.96
MILLION

vs. POPULATION:
76%

ACTIVE MOBILE
SOCIAL USERS



1.40
MILLION

PENETRATION:
8%

JAN
2017

ZIMBABWE

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

16.15
MILLION

URBANISATION:
32%

INTERNET
USERS



6.76
MILLION

PENETRATION:
42%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.92
MILLION

PENETRATION:
6%

MOBILE
SUBSCRIPTIONS



17.93
MILLION

vs. POPULATION:
111%

ACTIVE MOBILE
SOCIAL USERS



0.77
MILLION

PENETRATION:
5%



MORE INFORMATION

SPECIAL THANKS: GLOBALWEBINDEX



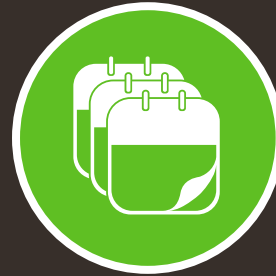
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COVERAGE



37 MARKETS & 200,000
INTERVIEWS PER YEAR



QUARTERLY DATA
COLLECTION



TOTAL DEVICE
COVERAGE

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SPECIAL THANKS: GSMA INTELLIGENCE



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.

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SPECIAL THANKS: STATISTA



We would like to offer our thanks to **Statista** for providing data from its Digital Market Outlook in the development of our 2017 Global Digital reports. Statista is one of the world's largest online statistics databases. Their Digital Market Outlook provides forecasts, detailed market insights, and key indicators on 9 digital verticals including e-commerce, digital media, smart home, and eHealth, with 36 segments across 50 international digital economies.



78% OF GLOBAL
INTERNET POPULATION



50 DIGITAL
ECONOMIES



90% OF WORLDWIDE
ECONOMIC POWER



MORE THAN 30,000
INTERACTIVE STATISTICS

Learn more about Statista's Digital Market Outlook at <http://www.statista.com/>

SPECIAL THANKS

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



GOOGLE



AKAMAI



STATCOUNTER



ERICSSON

Lastly, we'd like to say a big thank you to the **TheNounProject.com**, who provided much of the inspiration for the icons used in this report.

DATA SOURCES USED IN THIS REPORT

POPULATION DATA: United Nations World Population Prospects, 2015 Revision; US Census Bureau (data up to January 2017); United Nations World Urbanization Prospects, 2014 Revision.

INTERNET USER DATA: InternetWorldStats (data up to January 2017); ITU *Individuals Using the Internet*, 2015; CIA World Factbook (data up to January 2017); The China Internet Network Information Center; The Telecom Regulatory Authority of India; Asosiasi Penyelenggara Jasa Internet Indonesia; Nigerian Communications Commission; Ugandan Communications Commission, Nepal Telecommunications Authority, various local regulatory authorities; Akamai's *State of the Internet* report (Q3 2016). Time spent, and mobile internet usage and penetration data extrapolated from GlobalWebIndex, Q3 & Q4 2016*. Share of web traffic data from StatCounter (data up to January 2017). Frequency of internet use data from Google Consumer Barometer (data up to January 2017)**.

SOCIAL MEDIA AND MOBILE SOCIAL MEDIA DATA: Latest reported monthly active user data from Facebook, Tencent, VKontakte, LINE, Kakao, Google, Sina, Twitter, Skype, Yahoo!, Viber, Baidu, and Snapchat (data up to January 2017). Social media usage data and time spent on social media taken directly or extrapolated from GlobalWebIndex, Q3 & Q4 2016. Facebook age and gender figures and daily usage figures extrapolated from Facebook-reported data, January 2017. Sincere thanks to Niki Aghaei for her assistance with collecting and understanding social media user data for Iran and the Middle East overall.

MOBILE PHONE USERS, CONNECTIONS AND MOBILE BROADBAND DATA: Latest reported national data from GSMA Intelligence (Q4 2016); extrapolated data from eMarketer; extrapolated global data from GSMA Intelligence (data up to January 2017); Ericsson Mobility Report (November 2016); usage data extrapolated from GlobalWebIndex Q3 & Q4 2016; Akamai's *State of the Internet* report (Q3 2016); Google Consumer Barometer (data up to January 2017)**; GSMA Intelligence Mobile Connectivity Index (data up to January 2017) – for more information, visit <http://www.mobileconnectivityindex.com/>

E-COMMERCE DATA: GlobalWebIndex Q3 & Q4 2016; Statista Digital Market Outlook , e-Commerce industry (data up to January 2017); Google Consumer Barometer (data up to January 2017)**.

DIGITAL DEVICE OWNERSHIP DATA: Google Consumer Barometer (data up to January 2017)**.

NOTES: 'Annual growth' figures are calculated using the data we reported in We Are Social's *Digital in 2016* report. *GlobalWebIndex surveys more than 700,000 internet users aged 16 to 64 ever quarter across 37 countries around the world, representing 90% of the global internet population. **Google's Consumer Barometer polls a nationally representative total population (online & offline) aged 16+ in each country surveyed except in Argentina, Brazil, China, India, South Korea, Malaysia, Mexico, Philippines, Vietnam, and the USA, where the sample base is aged 18+, and Japan, where the sample base is aged 20+. For more details, visit <http://consumerbarometer.com/>.

IMPORTANT NOTES

We Are Social and Hootsuite compiled this compendium of digital, social, and mobile media statistics on an ad-hoc basis, but on occasion, it may be necessary to alter or update the information and data contained herein. To ensure you have the most up-to-date version of this report, please visit <http://bit.ly/GD2017YB>.

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we are. social

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