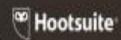


DIGITAL 2020

BAHRAIN

ALL THE DATA, TRENDS, AND INSIGHTS YOU NEED TO HELP YOU UNDERSTAND HOW PEOPLE USETHE INTERNET, MOBILE, SOCIAL MEDIA, AND ECOMMERCE







we are. Social Hootsuite®



IMPORTANT NOTES ON CHANGES TO DATA

Changes to data sources, underlying data, and reporting methodologies mean that various figures in this report will not be comparable to similar figures that we published in previous Global Digital Reports. Wherever such changes affect data in this report, we have included a COMPARABILITY ADVISORY in the footnotes of each relevant slide. These changes relate to either [1] a source change, where we have substantially changed the data sources that we use to inform data points; or [2] a base change, where either we or our data providers have made material changes to the ways in which we and / or they collect and / or report underlying data. Wherever such changes occur, we have also endeavoured to re-base the historical data we use for annual or quarterly growth figures, but where we have been unable to re-base historical data, we have included an advisory in the footnotes of each relevant slide. Please see the complete list of data sources at the end of this report for further details.





CLICK HERE TO READ OUR DIGITAL 2020
GLOBAL OVERVIEW REPORT, WITH MORE
THAN 200 PAGES OF ESSENTIAL CHARTS
AND INSIGHTS FROM AROUND THE WORLD

GLOBAL DIGITAL YEARBOOK, WITH ESSENTIAL HEADLINE DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD

CLICK THE LINKS BELOW TO ACCESS OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

GLOBAL OVERMEW	BOBWANA	DIBOUTI	GUNEA	IESOTHO	NEML	ST.KITTS &NEVIS	TAJKISTAN
DIGITALYEARBOOK	SKAŽL	DOMINICA	GUNEA-BISAU	LIBERIA .	NETHERIANDS	ST.LUCIA	TANZANIA
ABKHAZIA	BRITSH WIRGIN IS	DOMINGANIER	GUYANA	USYA	NEW CALEDONIA	ST MARTIN	THALAND
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AZBIBAUAN	COCOS(KEEUNG) IS	RENCH POLYNESIA	JAMN	MAJRITUS	BARAGUAY	SOLOMONIS	UK
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BEGUM	COSTARICA	GBRAITAR	NORTHKOREA	MONGOUA	PLEKTORICO	SUDAN	VATCAN
BENZE	CÔTE DIVOIRE	CREECE	SOUTH KOREA	MONTENEGRO	QATAR	SURNAME	VENEZUELA
BENEV	CROATIA	GEBLAND	KOSOVO	MONTSERAT	RÉUNION	SVALBARD & JANNAYEN	METNAM
BERMADA	CUBA	GENADA.	KUMAIT	WOWOCCO	ROMANA	SWADUND	WAUS& FUTURIA
BHUTAN	CURAÇÃO	CUADRICUTE	KYRGYZSTAN	MOZAMBIQUE	RUSSIAN FEDERATION	SWEDEN	WESTERNISAHARA
BOWIA	CYMUS	CLUM	UACIS	MYANMAR	RWANDA	SMIZERAND	YEMEN
BONAVIE, ST EUSTATUS & SABA	CZECH KEP	QUATEMALA	LATVIA	NAMERA	ST BAR THÉLEMY	SYRIA	ZAMBA
BOSNIA &HERZEGOVINA	DENMARK	CLERISEY	IBANON	NAUMU	ST HELENA	TAWAN	JANUARWE



2020 GLOBAL HEADLINES

JAN 2020

DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL **POPULATION**

UNIQUE MOBILE PHONE USERS

INTERNET USERS

ACTIVE SOCIAL MEDIA USERS















7.75 BILLION

URBANISATION:

55%

5.19 BILLION

PENETRATION:

67%

4.54 BILLION

PENETRATION:

59%

3.80 BILLION

PENETRATION:

49%





JAN 2020

GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL POPULATION



UNIQUE MOBILE PHONE USERS



INTERNET USERS



ACTIVE SOCIAL MEDIA USERS



+1.1%

JAN 2020 vs. JAN 2019

+82 MILLION

+2.4%

JAN 2020 vs. JAN 2019

+124 MILLION

+7.0%

JAN 2020 vs. JAN 2019

+298 MILLION

+9.2%

JAN 2020 vs. JAN 2019

+321 MILLION





INTERNET PENETRATION BY REGION

NUMBER OF INTERNET USERS IN EACH REGION COMPARED TO TOTAL POPULATION."









SOCIAL MEDIA USE vs. TOTAL POPULATION BY REGION

THE NUMBER OF ACTIVE SOCIAL MEDIA USER'S IN EACH REGION COMPARED TO TOTAL POPULATION*, REGARDLESS OF AGE









JAN 2020

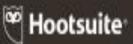
THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, ADVERTISING AUDIENCES, OR UNIQUE MONTHLY VISITORS (IN MILLIONS)









JAN 2020

TOP MESSENGER APPS AROUND THE WORLD

THE MOST ACTIVE MESSENGER APP* IN EACH COUNTRY OR TERRITORY IN DECEMBER 2019







MOBILE CONNECTIVITY BY REGION

NUMBER OF MOBILE CONNECTIONS" IN EACH REGION COMPARED TO TOTAL POPULATION (REGARDLESS OF AGE)







JAN 2020

GLOBAL MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY AVERAGE MONTHLY ACTIVE USERS THROUGHOUT 2019

RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	WHATSAPP MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	WECHAT	TENCENT
05	Instagram	FACEBOOK
06	TIKTOK	BYTEDANCE
07	ALIPAY WE	ANT FINANCIAL SERVICES GRP.
08	oo social	TENCENT
09	TAOBAO	ALIBABA GROUP
10	BAIDU	BAIDU

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USER'S

#	GAME NAME	COMPANY
01	PUBG MOBILE	TENCENT
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	HONOUR OF KINGS	TENCENT
04	ANIPOP	HAPPY ELEMENTS
05	GAME FOR PEACE	TENCENT
06	CIASHOFCIANS	SUPERCELL
07	POKÉMON GO	NIANTIC
08	SUBWAY SURFERS	KILOO
09	CLASH ROYALE	SUPERCELL
10	FREE FIRE	SEA







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THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE



TOTAL POPULATION MOBILE PHONE CONNECTIONS INTERNET USERS ACTIVE SOCIAL MEDIA USERS















1.67

URBANISATION:

89%

2.19 MILLION

vs. POPULATION:

131%

1.65

PENETRATION:

99%

1.40

PENETRATION:

84%



DIGITAL GROWTH INDICATORS

CHANGES IN KEY INDICATORS OF DIGITAL ADOPTION



TOTAL POPULATION



MOBILE PHONE CONNECTIONS



INTERNET



ACTIVE SOCIAL MEDIA USERS



+4.1%

JAN 2020 vs. JAN 2019

+66 THOUSAND

+1.0%

JAN 2020 vs. JAN 2019

+22 THOUSAND

+7.1%

JAN 2020 vs. JAN 2019

+110 THOUSAND

+5.4%

JAN 2020 vs. APR 2019

+72 THOUSAND







JAN 2020

OVERVIEW OF THE POPULATION

CORE DEMOGRAPHIC INDICATORS



TOTAL POPULATION



we are, socia

1.67

FEMALES AS A PERCENTAGE OF POPULATION



36%

MALES AS A PERCENTAGE OF POPULATION



64%

ANNUAL CHANGE IN TOTAL POPULATION



+4.1% +66 THOUSAND

MEDIAN AGE



32.5

URBAN POPULATION AS A SHARE OF TOTAL POPULATION

MILLION



89%

POPULATION DENSITY (PEOPLE PER KM²)



2,239

OVERALL LITERACY RATE (A DULTS AGED 15+1)



97%

FEMALE LITERACY RATE (ADULTS AGED 15+)



95%

MALE LITERACY RATE (ADULTS AGED 15+)



99%









POPULATION BY AGE GROUP

THE TOTAL NUMBER OF PEOPLE WITHIN EACH AGE GROUP



TOTAL POPULATION

We gire

POPULATION AGED 13 AND ABOVE



84% 1.4 MILLION

POPULATION AGED 18 AND ABOVE



78% 1.3 MILLION

POPULATION AGED 16 TO 64



78%

SOURCES (HETE HARCH), U.S. CERSHORIJEAU BARD DATA MARADER HARDAY 20.20)

1.67

MILLION







INTERNET USE

INTERNET OVERVIEW

ESSENTIAL INDICATORS OF INTERNET CONNECTIVITY



TOTAL NUMBER OF INTERNET USERS ON ANY DEVICE INTERNET USERS
AS A PERCENTAGE OF
TOTAL POPULATION

ANNUAL GROWTH IN THE NUMBER OF INTERNET USERS MOBILE INTERNET REFERENCE: SHARE OF SOCIAL MEDIA USERS ACCESSING VIA MOBILE PHONES*







1.65

99%

+7.1% +110 THOUSAND 100%





INTERNET CONNECTION SPEEDS: OVERVIEW

AVERAGE DOWNLOAD SPEEDS FOR MOBILE AND FIXED INTERNET CONNECTIONS, WITH YEAR-ON-YEAR COMPARISONS



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







35.64 MBPS +53%

26.98 MBPS +54%





SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS IN DECEMBER 2019.



MOBILE PHONES

89

52.4%

DEC 2019 vs. DEC 2018:

+13%

LAPTOPS & DESKTOPS



46.3%

DEC 2019 vs. DEC 2018:

-11%

TABLET COMPUTERS



1.1%

DEC 2019 vs. DEC 2018:

-23%

OTHER DEVICES



0.1%

DEC 2019 vs. DEC 2018:

+100%



MOST-VISITED WEBSITES (ALEXA)

RANKING OF TOP WEBSITES BY AVERAGE MONTHLY TRAFFIC ACCORDING TO ALEXA



*	WEBSITE	TIME/VISIT	PAGES / VISIT
01	GOOGLE.COM	12M 09S	14.6
02	YOUTUBE.COM	11M 44S	6.7
03	GOOGLE COM.BH	4 M. 47S	5.5
04	LIVECOM	4M 53S	5.0
05	FACEBOOK.COM	17M 48S	7.8
06	MANORAMAO NUNE COM	11M 11S	6.2
07	ALAYAM.COM	2M 445	2.1
08	WIKIPEDIA.ORG	3M 55S	3.0
09	YAHOO.COM	4M 34S	4.4
10	AMAZON.COM	9M 41S	9.0

#	WEBSITE	TIME / VISIT	PAGES / VISIT
11	UOB.EDU.BH	6M 05S	4.9
12	ALBILADPRESS.COM	12M 14S	7.4
13	MATHRUBHUMI.COM	7M 52S	4.2
14	BAHRAIN.BH	4M 435	3.8
15	ALIEXPRESS.COM	12M 175	9.0
16	OFFICE.COM	7 M 05 S	6.7
17	INSTAGRAM.COM	7M 07S	6.8
18	BLOGSPOT.COM	ocial 3M 325	2.7
19	IMDB.COM	3 M 30S	4.5
20	GDNONLINE.COM	8M 35S	4.9



TOP GOOGLE SEARCH QUERIES

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO GOOGLE SEARCH THROUGHOUT 2019



#	SEARCH QUERY	INDEX
01	BAHRAIN	100
02	INDIA	15
03	GOOGLE	13
04	YOUTUBE	10
05	TRANSLATE GPT	ial 10
06	CRICKET	φ
07	WEATHER	· ·
08	LMRA	8
09		7 مترجي
10	FACEBOOK	7

#	SEARCH QUERY		INDEX
11		ثويتر	6
12		ترجية	6
13	LIVE CRICKET		6
14	VIVA		4
15	GOOGLE TRANSLATE		4
16		غورة كورة	4
17	GMAIL		4
18	WORLD CUP		4
19	WHATSAPP		4
20	EXPATRIATES		4





SOCIAL MEDIA USE

SOCIAL MEDIA OVERVIEW

BASED ON THE REPORTED POTENTIAL ADVERTISING REACH OF SELECTED SOCIAL MEDIA PLATFORMS



TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS

SOCIAL MEDIA USERS COMPARED TO TOTAL POPULATION CHANGE IN SOCIAL MEDIA USER NUMBERS (APR 2019 TO JAN 2020) PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS ACCESSING VIA MOBILE







1.40

84%

+5.4% +72 THOUSAND 100%





FACEBOOK AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK



NUMBER OF PEOPLE THAT FACEBOOK REPORTS CAN BE REACHED WITH ADVERTS ON FACEBOOK

FACEBOOK'S REPORTED ADVERTISING REACH COMPARED TO TOTAL POPULATION AGED 13+

QUARTER-ON-QUARTER CHANGE IN FACEBOOK'S ADVERTISING REACH

PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE

PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE











840.0 THOUSAND 60%

+1.2%

26.2%

73.8%

+10 THOUSAND





FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM



PERCENTAGE OF FACEBOOK USERS ACCESSING VIA ANY KIND OF MOBILE PHONE PERCENTAGE OF FACEBOOK USERS WHO ONLY ACCESS VIA A LAPTOP OR DESKTOP COMPUTER PERCENTAGE OF FACEBOOK USERS WHO ACCESS VIA BOTH PHONES AND COMPUTERS

PERCENTAGE OF FACEBOOK USERS WHO ONLY ACCESS VIA A MOBILE PHONE









99.4%

0.6%

7.1%

92.3%



FACEBOOK ACTIVITY FREQUENCY

HOW OFTEN A "TYPICAL" USER" PERFORMS EACH ACTIVITY ON FACEBOOK



NUMBER OF FACEBOOK PAGES LIKED (LIFETIME*)

POSTS LIKED IN THE PAST 30 DAYS ALL POST TYPES

COMMENTS MADE IN THE PAST 30 DAYS [ALL POST TYPES]

FACEBOOK POSTS SHARED IN THE PAST 30 DAYS (ALL POST TYPES)

FACEBOOK ADVERTS CLICKED IN THE PAST 30 DAYS JANY CLICK TYPE











FEMALE:

MALE:

FEMALE

MALE:

FEMALE: MALE FEMALE:

MALE

MAIE:

FEMALE

13

12

10









INSTAGRAM AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM



NUMBER OF PEOPLE THAT INSTAGRAM REPORTS CAN BE REACHED WITH ADVERTS ON INSTAGRAM INSTAGRAM'S REPORTED ADVERTISING REACH COMPARED TO TOTAL POPULATION AGED 13+ QUARTER-ON-QUARTER CHANGE IN INSTAGRAM'S ADVERTISING REACH PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS FEMALE PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS MALE











720.0 THOUSAND

51%

+4.3%

38.0%

62.0%



SNAPCHAT AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON SNAPCHAT



NUMBER OF PEOPLE THAT SNAPCHAT REPORTS CAN BEREACHED WITH ADVERTS ON SNAPCHAT

SNAPCHAT'S REPORTED ADVERTISING REACH COMPARED TO TOTAL POPULATION AGED 13+

QUARTER-ON-QUARTER CHANGE IN SNAPCHAT'S ADVERTISING REACH

PERCENTAGE OF ITS AD AUDIENCE THAT SNAPCHAT REPORTS IS FEMALE

PERCENTAGE OF ITS AD AUDIEN CE THAT SNAPCHAT REPORTS IS MALE.











885.0 THOUSAND 63%

+11%

47.9%

51.8%





TWITTER AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER



NUMBER OF PEOPLE THAT TWITTER REPORTS CAN BE REACHED WITH ADVERTS ON TWITTER TWITTER'S REPORTED ADVERTISING REACH COMPARED TO TOTAL POPULATION AGED 13+ QUARTER-ON-QUARTER CHANGE IN TWITTER'S ADVERTISING REACH PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS FEMALE PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS MALE











817.0 THOUSAND 58%

-2.3%

34.9%

65.1%





LINKEDIN AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON LINKED IN



NUMBER OF PEOPLE THAT LINKEDIN REPORTS CAN BEREACHED WITH ADVERTS ON LINKEDIN*

LINKEDIN'S REPORTED ADVERTISING REACH COMPARED TO TOTAL POPULATION AGED 18+

QUARTER-ON-QUARTER CHANGE IN LINKEDIN'S ADVERTISING REACH

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS FEMALE

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS MALE"











340.0 THOUSAND

26%

+3.0%

29.1%

70.9%



TOP YOUTUBE SEARCH QUERIES

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO YOUTUBE'S SEARCH TOOLS THROUGHOUT 2019



	SEARCH QUERY		INDEX
01	SONG		100
02	SONGS		72
03		أغاني	27
04		أعنية	27
05	LIVE NEWS Social		26
06	BABY		21
07	MALAYALAM MOVIE		19
08	MUSIC		15
09		بيبي	15
10	MALAYALAM FULL MOVIE		14

#	SEARCH QUERY		INDEX
11	ASIANET NEWS		11
12	COMEDY		10
13	ASIANET NEWS LIVE		10
14		شبابايوس	9
15	BABY SHARK		9
6	FORTNITE		9
17	SEXY		9
8		طفاش	9
19		فورتنايت	В
20	HINDI MOVIES		8





MOBILE USE

JAN 2020

MOBILE CONNECTIONS BY TYPE

OVERVIEW OF MOBILE CONNECTIONS WITH SHARE BY PAYMENT TYPE AND CONNECTION BANDWIDTH



NUMBER OF MOBILE CONNECTIONS (EXCLUDING IOT)

MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-BAID

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE BROADBAND (3G = 5G)











2.19 MILLION 131%

76%

24%

86%





MOBILE CONNECTIVITY INDEX

GSM A INTELLIGENCE'S ASSESSMENT OF KEY ENABLERS AND DRIVERS OF MOBILE INTERNET CONNECTIVITY



OVERALL COUNTRY INDEX SCORE

M OBILE NETWORK INFRASTRUCTURE

AFFORDABILITY OF DEVICES & SERVICES

CONSUMER READINESS

AVAILABILITY OF RELEVANT CONTENT & SERVICES











62.99

OUT OF MAX, 100

63.08

OUT OF MAX: 100

55.60

OUT OF MAX: 100

69.04

OUT OF MAX. 100

65.01

OUT OF MAX, 100







SHARE OF WEB TRAFFIC BY MOBILE OS

SHARE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING DIFFERENT MOBILE OPERATING SYSTEMS



SHARE OF WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES SHARE OF WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES SHARE OF WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES SHARE OF WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES*

SHARE OF WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES











77.6%

22.3%

[N/A]

0.07%

0.07%

DEC 2019 vs. DEC 2018:

-0.4%

+2.4%

[N/A]

+75%

-74%





ECOMMERCE USE

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



HAS AN ACCOUNT WITH A FINANCIAL INSTITUTION



83%

HAS A CREDIT CARD



30%

HAS A MOBILE MONEY ACCOUNT



[N/A]

MAKES ONLINE PURCHASES AND / OR PAYS BILLS ONLINE



44%

PERCENTAGE OF WOMEN WITH A CREDIT CARD



21%

PERCENTAGE OF MEN WITH A CREDIT CARD



34%

PERCENTAGE OF WOMEN MAKING ONLINE TRANSACTIONS



43%

PERCENTAGE OF MEN MAKING ONLINETRANSACTIONS



44%

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ABKHAZIA	BRITSH WIRGIN IS	DOMINGANIER	GUYANA	USYA	NEW CALEDONIA	ST MARTIN	THALAND
AFGHANISTAN	BILINE	ECUADOR	HAIT	DECHTENSTEIN	NEW ZEALAND	ST. PIERSE & MIQUELON	TM OR-LESTE
AUND IS.	BLIGARA	EGYPT	HONDURAS	UTHUANIA	NICARAGUA	ST VINCENT & THE GRENADINES	1000
ABANA	BURKINA FASO	ELS ALVADOR	HONG KONG	UXEMBOURG	NIGER	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIA GUINEA	HUNGARY	MACAU	NIGERIA	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERTREA	ICEAND	NORTHMACEDONIA	NUE	SÃO YOMÉ & PRÍNCIPE	TRANSMISTRIA
ANDORA	CAMBODIA	ESTONIA	INDIA	MADAGASCAR	NOWOUKIS	SAUDI AKANA	TRIVIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MAAM	NORTHERN MARANA IS	SENEGAL	TUNSA
ANGULIA	CAPADA	EHONA	IRANI	MANSIA	NORWAY	SERBA	TURKEY
ANTIGUA & BARBUDA	CAMANIS.	FAIKLANDIS	IRAG	MAIONES	OMAN	SEYCHELES	TURMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MAI	PAKISTAN	SERRA LECINE	TURS & CALCOS IS
ARMENIA	CHAD	H.F	ISE OF MAIN	MATA	RALAU	SINGAPORE	TUWALU
ABUBA	CHE	RNIAND	190EL	MARSHALLIS	BLESTNE	ST MAARTEN	UGANDA
AUSTRALIA	CHRIA	HANCE	ITALY	MARTHIQUE	PANAMA	BOVAKIA	UNRAINE
AUSTRIA	CHRISTMASIS	RENCH GUANA	JAMAICA	MAJRIANA	BAPUA NEW GUINEA	SOVENIA	UAE
AZBIBAUAN	COCOS(KEELING) IS	RENCH POLYNESIA	JAMAN	MAURITUS	THRAGUAY	SOLOMONIS	UK
BAHAMAS	COLOMBIA	GABON	JERSE Y	MAYOTTE	PERU	SOMALIA	USA
BAHRAN	COMOROS	CAMBA	XXXXXX	MERCO	PHUMNES	SOUTH AFRICA	US VIRGINIS
BANGLACESH	DEM REP OF CONGO	GEORGIA	KAZAKHSTAN	MICRONESIA	PTCARNIS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP: OF CONGO	CERMANY	KEWA	MODOWA	POUND	SAN	UDEKISTAN
HELARUS	COOKS	CHANA	KRIBATI	MONACO	PORTUGAL	SRITANKA	VANUATU
BEGUM	COSTARICA	GBRALTAR	NORTHKOREA	MONGOUA	PLERTORICO	SUDAN	VATCAN
BENZE	CÔTE DIVOIRE	CREECE	SOUTH KOREA	MONTENEGRO	QATAR	SURNAME	VENEZUELA
BENEV	CROATIA	GEENAND	KOSOVO	MONTSERAT	RÉUNION	SVAIDARD & JANMAYEN	METNAM
II ERMADA	CUBA	GENADA.	KUMAIT	WOROCCO	ROMANA	SWAZIAND	WAUSA FUTUNA
BHUTUN	CURAÇÃO	CLADBOURE	KYRGYZSTAN	MOZAMBIQUE	RUSSIAN FEDERATION	SWEDEN	WESTERNSAHARA
BOWIA	CYMUS	CLUM	UACIS	MYANMAR	RWANDA	SMIZERAND	YEMEN
BONAVIE, ST EUSTATUS & SABA	CZ ECH KEIP	QUATEMALA	LATVIA	NAMERA	ST BACHELENY	SYRIA	ZAMBA
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GSMA Intelligence is the unit within the GSMA that houses the organisation's extensive database of mobile operator statistics, forecasts, and industry reports. GSMA Intelligence's data covers every operator group, network and MVNO in every country – from Afghanistan to Zimbabwe. Updated daily, it is the most accurate and complete set of industry metrics available, comprising tens of millions of individual data points.

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

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App Annie is the industry's most trusted mobile data and analytics platform. App Annie's mission is to help customers create winning mobile experiences and achieve excellence. The company created the mobile app data market and is committed to delivering the industry's most complete mobile performance offering. More than 1,100 enterprise clients and 1 million registered users across the globe and spanning all industries rely on App Annie as the standard to revolutionize their mobile business. The company is headquartered in San Francisco with 12 offices worldwide.









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SimilarWeb

Similar Web provides the measure of the digital world. With an international online panel consisting of hundreds of millions of devices, Similar Web provides granular insights about any website or app across a wide array of industries. Global brands such as Google, eBay, and adidas rely on Similar Web to understand, track and grow their digital market share. The company has 450 employees and offices spanning four continents. Similar Web has been named one of Wall Street's Secret Weapons, and one of Calcalist's 2018 List of 50 Most Promising Israeli Startups.









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*For more details of GlobalWebIndex's methodology, visit https://www.globalwebindex.com

"For more details of Statista's Market Outlook, visit https://www.statuta.com/outlook/digital-markets.

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

This report uses data from a wide variety of sources, including market research agencies, internet and social media companies, governments and public bodies, news media, journalists, and our own internal analysis.

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

Furthermore, due to differing data collection and treatment methodologies used by these organisations, and the different sample periods during which data were collected, there may be significant differences in the reported metrics for similar data points throughout this report. In particular, data collected via surveys often vary from one report to another, even if those data were collected by the same organisation using the same approach in each wave.

Similarly, reports of internet user numbers vary considerably between different sources. In part, this is because there are fewer commercial imperatives for governments and regulators to collect and publish regular internet user data. However, the user numbers published by social media platforms can be a useful proxy for the number of internet users in countries where no other reliable data are available, because all active social media users must have an active internet connection in order to access social media. These data are also more likely to be updated on a regular basis, as social media companies relies on this data to help sell their advertising products and services.

As a result, on occasion, we've used the latest addressable advertising audience data from social media platforms' self-service advertising tools to inform our internet user numbers, especially in less-developed economies, where 'official' internet user numbers are published less frequently. Consequently, there are a number of instances in this report where the reported number of social media users equals the reported number of internet users.

It's unlikely that one hundred percent of internet users in any given country will use the same social media platform though, so in cases where internet and social media user numbers are the same, it's likely that the actual number of internet users will be higher than the number we've reported.

Lastly, we've changed the source for a number of our data points in this year's reports, and a number of metrics that we reported in last year's Global Digital reports have also been revised by the original data provider since publication. As a result, some figures in this year's reports may appear to have changed in unexpected ways. Wherever we're a ware of these changes, we've included details in the footnotes of each relevant chart, but please use caution when comparing data from different reports in case the original base has changed.

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

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