



# DIGITAL 2020

OMAN

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

we  
are  
social



Hootsuite

**we  
are  
social**



**Hootsuite®**



## IMPORTANT NOTES ON CHANGES TO DATA

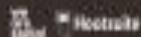
Changes to data sources, underlying data, and reporting methodologies mean that various figures in this report **will not be comparable** to similar figures that we published in previous Global Digital Reports. Wherever such changes affect data in this report, we have included a **◆ COMPARABILITY ADVISORY** 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.



## DIGITAL 2020

GLOBAL DIGITAL OVERVIEW

ESSENTIAL DATA FROM EVERY COUNTRY IN THE WORLD ON THE WAY TO HOW WE LIVE, WORK, LEARN, AND PLAY



## DIGITAL 2020

GLOBAL DIGITAL YEARBOOK

A YEARLY COMPANION FOR EVERY COUNTRY IN THE WORLD



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

[CLICK HERE](#) TO READ OUR DIGITAL 2020 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 OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NEPAL	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NETHERLANDS	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW CALEDONIA	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NEW ZEALAND	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NICARAGUA	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGER	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIGERIA	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	NORTH MACEDONIA	NILE	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MADAGASCAR	NORFOLK IS.	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAWI	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALAYSIA	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FAKLAND IS.	IRAQ	MALDIVES	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALI	PAKISTAN	SERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISE OF MAN	MALTA	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARSHALL IS.	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MARTINIQUE	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITANIA	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAURITIUS	PARAGUAY	SOLOMON IS.	UK
BAHAMAS	COLOMBIA	GABON	JERSEY	MAYOTTE	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MEXICO	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MICRONESIA	PTCABIN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MOLDOVA	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONACO	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONGOLIA	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTENEGRO	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MONSEN. AI.	RÉUNION	SWALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MOZAMBIQUE	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOSNIA	CYPRUS	GUAM	LAOS	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BONAIR, ST. EUSTATIUS & SABA	CZECH REP.	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHELEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NAURU	ST. HELENA	TAIWAN	ZIMBABWE





# 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



**7.75**  
BILLION

URBANISATION:

**55%**

UNIQUE MOBILE  
PHONE USERS



**5.19**  
BILLION

PENETRATION:

**67%**

INTERNET  
USERS



**4.54**  
BILLION

PENETRATION:

**59%**

ACTIVE SOCIAL  
MEDIA USERS



**3.80**  
BILLION

PENETRATION:

**49%**

JAN  
2020

# GLOBAL DIGITAL GROWTH

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

TOTAL  
POPULATION



we  
are  
social

**+1.1%**

JAN 2020 vs. JAN 2019

**+82 MILLION**

UNIQUE MOBILE  
PHONE USERS



we  
are  
social

**+2.4%**

JAN 2020 vs. JAN 2019

**+124 MILLION**

INTERNET  
USERS



we  
are  
social

**+7.0%**

JAN 2020 vs. JAN 2019

**+298 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**+9.2%**

JAN 2020 vs. JAN 2019

**+321 MILLION**

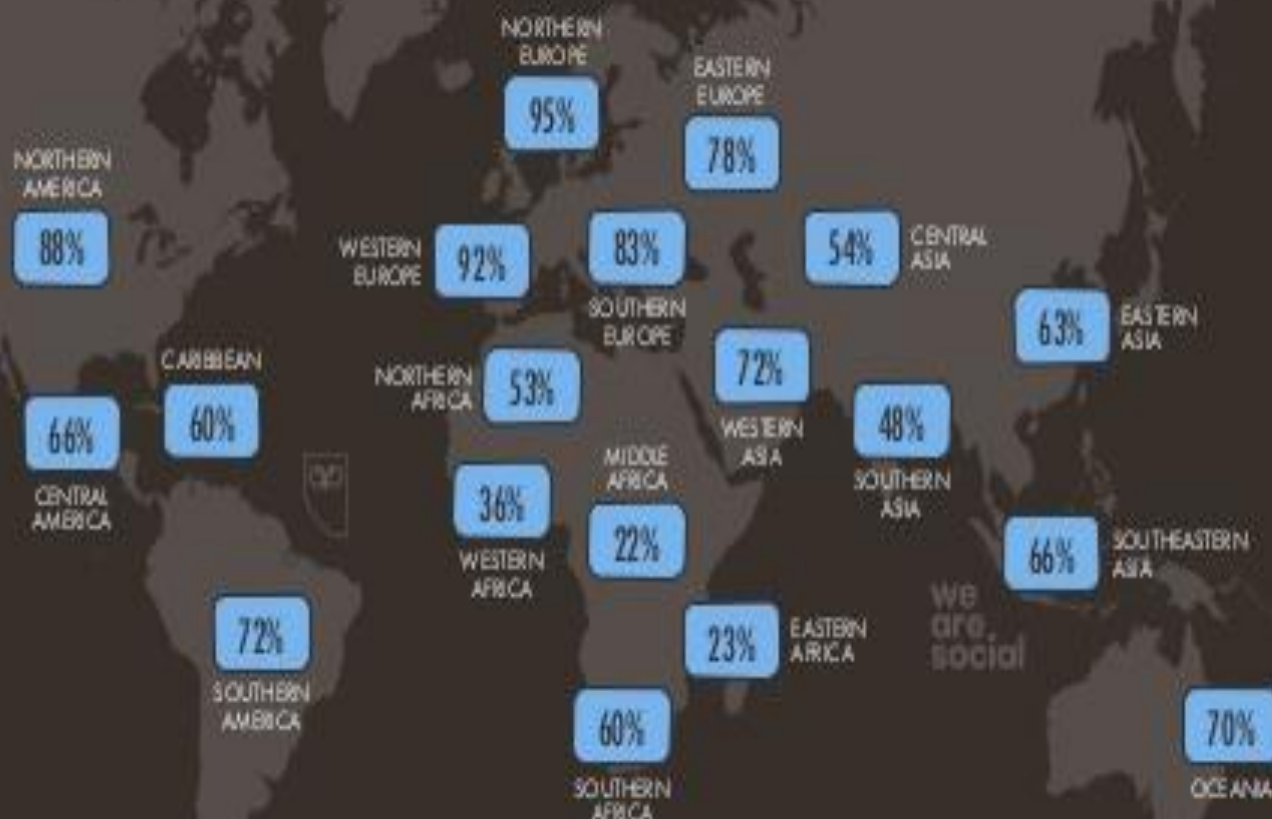
**SOURCES:** POPULATION: UNITED NATIONS; MOBILE: GSMA INTELLIGENCE; INTERNET: IFLA GLOBALWEBINDEX; COMPLAINTS: GSMA INTELLIGENCE; DIGITAL: LOCAL TELECOMS REGULATORY AUTHORITIES, AND GOVERNMENT BODIES; SOCIAL: MEDIA RESEARCH SELF-SERVICE ADVERTISING TOOLS; WEB: KATOX ANALYTICS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAMELBAZAR: ALL DATA AVAILABLE DATA IN JANUARY 2020. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGE IS



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2020

# INTERNET PENETRATION BY REGION

NUMBER OF INTERNET USERS IN EACH REGION COMPARED TO TOTAL POPULATION\*



SOURCES: ITC, GLOBAL WEB INDEX, DWAINTELLIGENCE, EUROSTAT, SOCIAL MEDIA PLATFORMS, SELF-SERVICE ADVERTISING TOOLS, LOCAL GOVERNMENT BODIES, AND REGULATORY AUTHORITIES, AFIP, UNITED NATIONS. \*NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME. @ COMPARABILITY ADVISOR: IF IMPORTANT SOURCE CHANGES, FIGURES ARE NOT DIRECTLY COMPARABLE TO PREVIOUS REPORTS.

we  
are  
social



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# SOCIAL MEDIA USE vs. TOTAL POPULATION BY REGION

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS IN EACH REGION COMPARED TO TOTAL POPULATION\*, REGARDLESS OF AGE



we are social

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2020

# THE WORLD'S MOST-USED SOCIAL PLATFORMS

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



DATA UPDATED TO:  
25 JANUARY 2020

**SOURCES:** KIPROS ANALYSIS, COMPANY STATEMENTS AND EARNING ANNOUNCEMENTS, BATTORROW SELF-SERVICE ADVERTISING TO OURS (ALL LATEST AVAILABLE DATA). **NOTE:** PLATFORMS IDENTIFIED BY (\*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS. PLATFORMS IDENTIFIED BY (\*\*) DO NOT PUBLISH ANY DATA FIGURES FOR TWITTER AND SNAPCHAT USE EACH PLATFORM'S LATEST ADVERTISING AUDIENCE REACHING FIGURE, AS REPORTED BY EACH PLATFORM'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020).



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# TOP MESSENGER APPS AROUND THE WORLD

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



SOURCE: SIMLASWEB (JANUARY 2020). \*NOTES: RANKINGS ARE BASED ON MESSENGER APPS WITH THE HIGHEST NUMBER OF AVERAGE DAILY AND 30-DAY APP-USERS IN EACH RESPECTIVE COUNTRY OR TERRITORY DURING DECEMBER 2019. FIGURES IN PARENTHESES IN THE LEGEND DENOTE THE NUMBER OF COUNTRIES OR TERRITORIES IN WHICH EACH APP IS THE TOP-RANKED MESSENGER. FIGURE FOR FACEBOOK MESSENGER INCLUDES MESSENGER (IT).



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# MOBILE CONNECTIVITY BY REGION

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



SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019). \*NOTES: CONNECTION FIGURES DO NOT INCLUDE 4G CELLULAR CONNECTIONS. PERCENTAGES MAY EXCEED 100% DUE TO MULTIPLE USE OF MULTIPLE CONNECTIONS. RECORDS AS DEFINED BY THE UNITED NATIONS GEO SCHEME. †COMPARABILITY ADVISORY: BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA BY OUR PREVIOUS REPORTS.

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# 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	ANT FINANCIAL SERVICES GRP.
08	QQ	TENCENT
09	TAOBAO	ALIBABA GROUP
10	BAIDU	BAIDU

## RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	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	CLASH OF CLANS	SUPERCCELL
07	POKÉMON GO	NIANTIC
08	SUBWAY SURFERS	KILOO
09	CLASH ROYALE	SUPERCCELL
10	FREE FIRE	SEA

we  
are  
social



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



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TOTAL  
POPULATION



**5.04**  
MILLION

URBANISATION:  
**85%**

MOBILE PHONE  
CONNECTIONS



**6.24**  
MILLION

vs. POPULATION:  
**124%**

INTERNET  
USERS



**4.66**  
MILLION

PENETRATION:  
**92%**

ACTIVE SOCIAL  
MEDIA USERS



**2.80**  
MILLION

PENETRATION:  
**56%**



we  
are  
social





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# DIGITAL GROWTH INDICATORS

CHANGES IN KEY INDICATORS OF DIGITAL ADOPTION



OMAN

TOTAL  
POPULATION



we  
are  
social

**+2.8%**

JAN 2020 vs. JAN 2019

**+139 THOUSAND**

MOBILE PHONE  
CONNECTIONS



we  
are  
social

**-4.3%**

JAN 2020 vs. JAN 2019

**-280 THOUSAND**

INTERNET  
USERS



we  
are  
social

**+18%**

JAN 2020 vs. JAN 2019

**+727 THOUSAND**

ACTIVE SOCIAL  
MEDIA USERS



**0%**

JAN 2020 vs. APR 2019

**[UNCHANGED]**

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2020

# OVERVIEW OF THE POPULATION

CORE DEMOGRAPHIC INDICATORS



OMAN

TOTAL  
POPULATION



5.04  
MILLION

FEMALES AS A PERCENTAGE  
OF POPULATION\*



34%

MALES AS A PERCENTAGE  
OF POPULATION\*



66%

ANNUAL CHANGE  
IN TOTAL POPULATION



+2.8%  
+139 THOUSAND

MEDIAN  
AGE



30.6

URBAN POPULATION AS A  
SHARE OF TOTAL POPULATION



85%

POPULATION DENSITY  
(PEOPLE PER KM<sup>2</sup>)



16.5

OVERALL LITERACY RATE  
(ADULTS AGED 15+)



96%

FEMALE LITERACY RATE  
(ADULTS AGED 15+)



93%

MALE LITERACY RATE  
(ADULTS AGED 15+)



97%

SOURCES: UNITED NATIONS, U.S. CENSUS BUREAU, WORLD BANK, IWF, UNESCO, UNICEF, CIA WORLD FACTBOOK, PEW RESEARCH (ALL LATEST DATA AVAILABLE IN JANUARY 2020). NOTE: NEITHER THE UNITED NATIONS NOR THE U.S. CENSUS BUREAU PUBLISH DATA FOR COUNTRIES OTHER THAN FEMALE OR MALE. DATA AND GRAPHICS DEFINITIONS AS REFERRED BY EACH RESPECTIVE ORGANIZATION, BASED ON AVAILABLE DATA.

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# POPULATION BY AGE GROUP

THE TOTAL NUMBER OF PEOPLE WITHIN EACH AGE GROUP



OMAN

TOTAL  
POPULATION



we  
are  
social

**5.04**  
MILLION

POPULATION AGED  
13 AND ABOVE



we  
are  
social

**80%**  
4.0 MILLION

POPULATION AGED  
18 AND ABOVE



we  
are  
social

**75%**  
3.8 MILLION

POPULATION  
AGED 16 TO 64



**74%**  
3.7 MILLION





**INTERNET USE**



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# INTERNET OVERVIEW

ESSENTIAL INDICATORS OF INTERNET CONNECTIVITY



OMAN

TOTAL NUMBER  
OF INTERNET USERS  
ON ANY DEVICE



we  
are  
social

**4.66**  
MILLION

INTERNET USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



we  
are  
social

**92%**

ANNUAL GROWTH  
IN THE NUMBER  
OF INTERNET USERS



we  
are  
social

**+18%**  
**+727 THOUSAND**

MOBILE INTERNET REFERENCE  
SHARE OF SOCIAL MEDIA USERS  
ACCESSING VIA MOBILE PHONES\*



**100%**

**SOURCES:** ITU, GLOBEWIRE INDEX, OSWAINTBUDENCE, EUROSTAT, SOCIAL MEDIA PLATFORM, SELF-SERVICE ADVERTISING TOOLS, LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES, AFIH, UNITED NATIONS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). \*NOTE: IN CASES WHERE WE CANNOT CONFIDENTLY IDENTIFY THE NUMBER OF MOBILE INTERNET USERS, WE OFFER MOBILE SOCIAL MEDIA USERS AS A SHARE OF TOTAL SOCIAL MEDIA USERS AS A REFERENCE FOR MOBILE INTERNET USE. **COMPARABILITY ADVISORY:** SOURCE CHANGES

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# INTERNET CONNECTION SPEEDS: OVERVIEW

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



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AVERAGE SPEED OF  
MOBILE INTERNET  
CONNECTIONS



we  
are  
social

**42.97**  
MBPS

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



STATISTA

**+24%**

AVERAGE SPEED OF  
FIXED INTERNET  
CONNECTIONS



STATISTA

**42.22**  
MBPS

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



**+84%**

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# SHARE OF WEB TRAFFIC BY DEVICE

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



OMAN

MOBILE  
PHONES



**72.4%**

DEC 2019 vs. DEC 2018:

**+22%**

LAPTOPS &  
DESKTOPS



**26.8%**

DEC 2019 vs. DEC 2018:

**-31%**

TABLET  
COMPUTERS



**0.7%**

DEC 2019 vs. DEC 2018:

**-40%**

OTHER  
DEVICES



**0.05%**

DEC 2019 vs. DEC 2018:

**-38%**



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# MOST-VISITED WEBSITES (ALEXA)

RANKING OF TOP WEBSITES BY AVERAGE MONTHLY TRAFFIC ACCORDING TO ALEXA



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#	WEBSITE	TIME / VISIT	PAGES / VISIT
01	GOOGLE.COM	12M 09S	14.6
02	YOUTUBE.COM	11M 44S	6.7
03	MOE.GOV.OM	8M 57S	8.6
04	YAHOO.COM	4M 34S	4.4
05	WATANSERB.COM	8M 28S	4.0
06	BLOGSPOT.COM	3M 32S	2.7
07	TIMESOFOMAN.COM	3M 37S	1.7
08	WIKIPEDIA.ORG	3M 55S	3.0
09	ATHEER.OM	1M 52S	1.6
10	GOOGLE.COM.OM	4M 07S	4.8

#	WEBSITE	TIME / VISIT	PAGES / VISIT
11	WATAN.COM	3M 19S	2.3
12	LIVE.COM	4M 53S	5.0
13	OFFICE.COM	7M 05S	6.7
14	MANORAMAONLINE.COM	11M 11S	6.2
15	FACEBOOK.COM	17M 48S	7.8
16	AMAZON.COM	9M 41S	9.0
17	BANKMUSCATONLINE.COM	7M 55S	8.9
18	MAWDOO3.COM	3M 46S	2.1
19	MICROSOFTONLINE.COM	1M 01S	1.8
20	SQU.EDU.OM	5M 30S	4.3

**SOURCE:** ALEXA (JANUARY 2020) **NOTES:** ALEXA IS THE NAME OF AMAZON'S INSIGHTS API, AND DATA SHOWN HERE ARE NOT RESTRICTED TO ACTIVITIES ON ALEXA-POWERED PLATFORMS. TIME / DAY FIGURES REPRESENT ALEXA'S ESTIMATES OF THE AVERAGE DAILY AVERAGE OF TIME THAT VISITORS SPEND ON EACH SITE, ON DAYS THAT WE TRACK SITE METRICS IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.



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# TOP GOOGLE SEARCH QUERIES

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



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#	SEARCH QUERY	INDEX
01	OMAN	100
02	تويتر	44
03	صور	28
04	GOOGLE	28
05	مترجم	22
06	TRANSLATE	21
07	YOUTUBE	20
08	سلطنة عمان	20
09	الطقس	19
10	يوتيوب	19

#	SEARCH QUERY	INDEX
11	جوجل	18
12	OMR TO INR	16
13	كورة	16
14	ترجمة	15
15	CRICKET	15
16	انستغرام	14
17	FACEBOOK	13
18	WEATHER	13
19	GOOGLE TRANSLATE	9
20	CRICKET LIVE	8



**SOCIAL MEDIA USE**

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# SOCIAL MEDIA OVERVIEW

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



OMAN

TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**2.80**  
MILLION

SOCIAL MEDIA USERS  
COMPARED TO  
TOTAL POPULATION



global  
web  
index

**56%**

CHANGE IN SOCIAL  
MEDIA USER NUMBERS  
(APR. 2019 TO JAN 2020)



Statista

**0%**  
[UNCHANGED]

PERCENTAGE OF ACTIVE  
SOCIAL MEDIA USERS  
ACCESSING VIA MOBILE



**100%**

SOURCES: BASED ON DATA PUBLISHED BY SELECTED SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), COMPANY STATEMENTS, EARNINGS ANNOUNCEMENTS AND MEDIA REPORTS (ALL LATEST DATA AVAILABLE IN JANUARY 2020). WE IN COMPARISONS TO POPULATION DATA FROM THE UNITED NATIONS (LATEST DATA AVAILABLE IN JANUARY 2020).  
© COMPARABILITY ADVISOR'S SOURCE AND RATE CHANGES

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# FACEBOOK AUDIENCE OVERVIEW

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



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



we  
are  
social

1.50  
MILLION

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



37%

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



0%  
[UNCHANGED]

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT FACEBOOK  
REPORTS IS FEMALE\*



21.6%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT FACEBOOK  
REPORTS IS MALE\*



78.4%

**SOURCES:** FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (ACCESSIBLE JANUARY 2020); POPULATION DATA FROM THE U.N. **NOTE:** FACEBOOK DOES NOT PUBLISH ADVERTISING AUDIENCE DATA BY GENDERS OTHER THAN MALE AND FEMALE. **ADVISORY:** FIGURES REPORTED ON THIS CHART ARE BASED ON FACEBOOK'S ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT MATCH TOTAL ACTIVE USERS. **COMPARABILITY ADVISORY:** QUARTER-ON-QUARTER CHANGE DATA MAY NOT BE COMPARABLE TO FIGURES PUBLISHED IN PREVIOUS REPORTS.



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# FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM



OMAN

PERCENTAGE OF FACEBOOK  
USERS ACCESSING VIA ANY  
KIND OF MOBILE PHONE



99.3%

PERCENTAGE OF FACEBOOK  
USERS WHO ONLY ACCESS VIA A  
LAPTOP OR DESKTOP COMPUTER



0.7%

PERCENTAGE OF FACEBOOK  
USERS WHO ACCESS VIA BOTH  
PHONES AND COMPUTERS



6.2%

PERCENTAGE OF FACEBOOK  
USERS WHO ONLY ACCESS  
VIA A MOBILE PHONE



93.1%

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# FACEBOOK ACTIVITY FREQUENCY

HOW OFTEN A 'TYPICAL' USER\* PERFORMS EACH ACTIVITY ON FACEBOOK



OMAN

NUMBER OF  
FACEBOOK PAGES  
LIKED (LIFETIME\*)



1

FEMALE: MALE:

1 1

POSTS LIKED IN  
THE PAST 30 DAYS  
(ALL POST TYPES)



10

FEMALE: MALE:

9 11

COMMENTS MADE IN  
THE PAST 30 DAYS  
(ALL POST TYPES)



3

FEMALE: MALE:

4 3

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



1

FEMALE: MALE:

1 1

FACEBOOK ADVERTS  
CLICKED IN THE PAST 30  
DAYS (ANY CLICK TYPE)



7

FEMALE: MALE:

7 6

SOURCE: FACEBOOK (JANUARY 2020). \*NOTE: FIGURES REPRESENT MEDIAN VALUES FOR ACTIVE FACEBOOK USERS AGED 18 AND ABOVE. FIGURE FOR THE NUMBER OF FACEBOOK PAGES LIKED IS THE MEDIAN NUMBER OF PAGES THAT THE TYPICAL FACEBOOK USER HAS LIKED IN ALL THE TIME THEY HAVE BEEN USING FACEBOOK, NOT JUST IN THE PAST MONTH TO BE REPRESENTATIVE OF THE WORLDWIDE MEDIAN (JUST ONE PAGE).

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2020

# INSTAGRAM AUDIENCE OVERVIEW

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



OMAN

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\*



1.40  
MILLION



35%



+7.7%



32.8%



67.2%

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOL FOR INSTAGRAM (ACCESSED JANUARY 2020); POPULATION DATA FROM THE U.N. **NOTE:** FACEBOOK'S TOOLS DO NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN MALE AND FEMALE. **ADVISORY:** FIGURES REPORTED ON THIS CHART ARE BASED ON INSTAGRAM'S ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT MATCH TOTAL ACTIVE USERS. **COMPARABILITY ADVISORY:** BASE CHANGES. DATA MAY NOT BE COMPARABLE TO FIGURES PUBLISHED BY PREVIOUS REPORTS.



JAN  
2020

# SNAPCHAT AUDIENCE OVERVIEW

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



OMAN

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



1.15  
MILLION

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



29%

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



+4.5%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT SNAPCHAT  
REPORTS IS FEMALE\*



52.7%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT SNAPCHAT  
REPORTS IS MALE\*



45.6%

SOURCE: EXTRAPOLATIONS OF DATA FROM SNAPCHAT'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINT'S OF PUBLISHED RANGES. POPULATION DATA FROM THE U.K. \*NOTE: SNAPCHAT'S TOOLS DO NOT TRACER ADVERTISING AUDIENCE DATA OF OTHERS OTHER THAN WAIVE AND TEENAGE BUT THE DATA THAT THE PLATFORM REPORTS FOR MALE AND FEMALE AUDIENCES DO NOT SUM TO 100% OF THE TOTAL AUDIENCE FIGURE. GENDER SHARE FIGURES REFLECT A SHARE OF TOTAL AUDIENCE, SO WILL NOT SUM TO 100%.



JAN  
2020

# TWITTER AUDIENCE OVERVIEW

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



OMAN

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



1.33  
MILLION

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



33%

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



+1.8%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT TWITTER  
REPORTS IS FEMALE\*



29.6%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT TWITTER  
REPORTS IS MALE\*



70.4%

SOURCE: EXTRAPOLATIONS OF DATA FROM TWITTER'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGE. POPULATION DATA FROM THE U.K. \*NOTE: TWITTER DOES NOT FURNISH ADVERTISING AUDIENCE DATA FOR GENDER OTHER THAN 'MALE' AND 'FEMALE'. GENDER SHARE FIGURES BASED ON AVAILABLE DATA. ADVISORY: DATA REPORTED BY TWITTER'S SELF-SERVICE ADVERTISING TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION. † COMPARABILITY ADVISORY: SIGNIFICANT BASE CHANGE.

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2020

# LINKEDIN AUDIENCE OVERVIEW

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



OMAN

NUMBER OF PEOPLE THAT  
LINKEDIN REPORTS  
CAN BE REACHED WITH  
ADVERTS ON LINKEDIN\*



**520.0**  
THOUSAND

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



**14%**

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



**+4.0%**

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT LINKEDIN  
REPORTS IS FEMALE\*



**23.3%**

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT LINKEDIN  
REPORTS IS MALE\*



**76.7%**

SOURCE: EXTRAPOLATIONS OF DATA FROM LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020); POPULATION DATA FROM THE U.N. \*NOTES: LINKEDIN'S ADVERTISING AUDIENCE FIGURES ARE BASED ON 30M+ (REGISTERED) MEMBERS, NOT WORKING ACTIVE USERS, SO DATA ON THIS CHART MAY NOT BE COMPAREABLE TO SIMILAR DATA POINTS FOR OTHER PLATFORMS. LINKEDIN DOES NOT REPORT ADVERTISING AUDIENCE FIGURES FOR GENDERB OTHER THAN "MALE" OR "FEMALE". GENDERB OTHER FIGURES HAVE BEEN EXTRAPOLATED FROM AVAILABLE DATA.

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# TOP YOUTUBE SEARCH QUERIES

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



OMAN

#	SEARCH QUERY	INDEX
01	SONGS	100
02	اغاني	98
03	اغنيه	66
04	عمان	65
05	MOVIES	61
06	اطفال	49
07	بيبي	49
08	افلام	46
09	LIVE NEWS	43
10	شباب الوعد	31

#	SEARCH QUERY	INDEX
11	MALAYALAM MOVIE	31
12	حب	30
13	HINDI MOVIE	30
14	شيلات	28
15	BABY	27
16	فورتنايت	26
17	بيبي	24
18	العب	21
19	شيله	17
20	طيور الجنة	17

we  
are  
social





**MOBILE USE**



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# MOBILE CONNECTIONS BY TYPE

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



OMAN

NUMBER OF MOBILE  
CONNECTIONS  
(EXCLUDING IOT)



6.24  
MILLION

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



124%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



88%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



12%

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



83%

SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019). NOTE: PERCENTAGES  $\pm$  POPULATION MAY EXCEED 100% DUE TO INDIVIDUAL USE OF MULTIPLE CONNECTIONS. TOTAL GLOBAL CONNECTIONS FIGURE QUOTED HERE DOES NOT INCLUDE IOT OR WIRELESS CONNECTIONS.  $\oplus$  COMMUNALITY ADVISORY: SIZE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

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# MOBILE CONNECTIVITY INDEX

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



OMAN

OVERALL COUNTRY  
INDEX SCORE



66.65

OUT OF MAX. 100

MOBILE NETWORK  
INFRASTRUCTURE



70.49

OUT OF MAX. 100

AFFORDABILITY OF  
DEVICES & SERVICES



69.34

OUT OF MAX. 100

CONSUMER  
READINESS



61.14

OUT OF MAX. 100

AVAILABILITY OF RELEVANT  
CONTENT & SERVICES



66.03

OUT OF MAX. 100



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2020

# SHARE OF WEB TRAFFIC BY MOBILE OS

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



OMAN

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
ANDROID DEVICES



we  
are  
social

**88.8%**

DEC 2019 vs. DEC 2018:

**+5.1%**

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
APPLE IOS DEVICES



K  
L

**11.0%**

DEC 2019 vs. DEC 2018:

**-27%**

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
KAI OS DEVICES



OS

[N/A]

DEC 2019 vs. DEC 2018:

[N/A]

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
SAMSUNG OS DEVICES\*



OS

**0.04%**

DEC 2019 vs. DEC 2018:

**-56%**

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
OTHER OS DEVICES



**0.1%**

DEC 2019 vs. DEC 2018:

**-56%**

SOURCE: STATCOUNTER (ACCESSED JANUARY 2020). FIGURES REPRESENT EACH OPERATING SYSTEM'S SHARE OF WEB PAGE REQUESTS TO WEB BROWSERS ONLY. SHARE FIGURES ARE FOR DECEMBER 2019. ANNUAL CHANGE FIGURES COMPARE MONTHLY SHARE VALUES FOR DECEMBER 2019 TO DECEMBER 2018. \*NOTES: FIGURE FOR SAMSUNG OS REFERS ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. GALAXY AND NOTE), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID.



**ECOMMERCE USE**



JAN  
2020

# FINANCIAL INCLUSION FACTORS

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



OMAN

HAS AN ACCOUNT WITH  
A FINANCIAL INSTITUTION



74%

HAS A  
CREDIT CARD



27%

HAS A MOBILE  
MONEY ACCOUNT



[N/A]

MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



[N/A]

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



16%

PERCENTAGE OF MEN  
WITH A CREDIT CARD



37%

PERCENTAGE OF WOMEN  
MAKING ONLINE TRANSACTIONS



[N/A]

PERCENTAGE OF MEN  
MAKING ONLINE TRANSACTIONS



[N/A]

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

GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NEPAL	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NETHERLANDS	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW CALEDONIA	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NEW ZEALAND	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NICARAGUA	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGER	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIGERIA	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	NORTH MACEDONIA	NILE	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MADAGASCAR	NORFOLK IS.	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAWI	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALAYSIA	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FAKLAND IS.	IRAQ	MALDIVES	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALI	PAKISTAN	SERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISE OF MAN	MALTA	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARSHALL IS.	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MARTINIQUE	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITANIA	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAURITIUS	PARAGUAY	SOLOMON IS.	UK
BAHAMAS	COLOMBIA	GABON	JERSEY	MAYOTTE	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MEXICO	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MICRONESIA	PTCABIN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MOLDOVA	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONACO	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONGOLIA	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTENEGRO	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MONTSERAT	RÉUNION	SWALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MOZAMBIQUE	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOSNIA	CYPRUS	GUAM	LAOS	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BONAIR, ST. EUSTATIUS & SABA	CZECH REP.	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHELEMY	SYRIA	ZAMBIA
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GlobalWebIndex is the leading provider of audience profiling data to agencies, publishers, and brands worldwide.



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COVERAGE**



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ACROSS 46 MARKETS**



**CROSS-DEVICE  
COVERAGE**

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96% OF THE GLOBAL  
INTERNET POPULATION



OVER 150 COUNTRIES  
AND REGIONS



98% OF WORLDWIDE  
ECONOMIC POWER



MORE THAN 30,000  
INTERACTIVE STATISTICS

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The logo for GSMA Intelligence, featuring the text "GSMA Intelligence" in a sans-serif font. The word "GSMA" is in a smaller, lighter font above "Intelligence". The logo is positioned in the top right corner of the slide, partially overlapping a white circular graphic element.

**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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**1 MILLION  
REGISTERED USERS**



**BEST-IN-CLASS  
DATA**



**COVERAGE ACROSS  
150 COUNTRIES**



**UNPARALLELED  
SERVICE & SUPPORT**

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**WEB  
INTELLIGENCE**



**APP  
INTELLIGENCE**



**GLOBAL  
COVERAGE**



**GRANULAR  
ANALYSIS**

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BUILDER WITH  
OVER 300 METRICS**



**CAMPAIGN  
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AND REPORTING**



**INSIGHTS FROM ALL  
YOUR NETWORKS  
IN ONE PLACE**



**PREDICTIVE  
METRICS TO DRIVE  
FUTURE STRATEGY**

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# DATA SOURCES

**POPULATION & DEMOGRAPHICS:** United Nations World Population Prospects, 2019 Revision; US Census Bureau (accessed January 2020); United Nations World Urbanization Prospects, 2018 Revision; local government bodies (latest data available in January 2020). **Literacy rates:** UNESCO Institute for Statistics; UNICEF Data; World Bank DataBank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook; Phrasebase (all accessed January 2020). **GDP and financial inclusions data:** World Bank DataBank; IMF Data; CIA World Factbook (all accessed January 2020). **Device ownership and time spent by media:** GlobalWebIndex (Q3 2019).\*

**INTERNET USERS:** ITU Statistics; Eurostat Data Explorer; GlobalWebIndex; Facebook's self-serve advertising tools; local government authorities and telecom regulatory bodies; APJII (all accessed January 2020). **Mobile internet share** based on data from GlobalWebIndex (Q3 2019)\*, and extrapolations of data reported in Facebook's self-serve advertising tools. **Internet connection speed** data from Ookla Speedtest (values for December 2019). **Time spent on the internet** from GlobalWebIndex (Q3 2019)\*. **World's top websites** from SimilarWeb (December 2019) and Alexa (monthly average based on 3-month period to mid-January 2020). **Web language** insights

via W3Techs (January 2020). **Google search** insights from Google Trends (data for full year 2019). Data on use of **data misuse fears, voice search, and ad blockers** from GlobalWebIndex (Q3 2019).\* Data on concerns about **'fake news'** from Reuters Institute Digital News Report (2019 edition). **Content streaming** insights from GlobalWebIndex (Q3 2019).\* **Smart Home** insights from Statista Digital Market Outlook\* (accessed January 2020); GlobalWebIndex (Q3 2019).

## SOCIAL MEDIA USERS & ADVERTISING

**AUDIENCES:** Social media platforms' self-serve advertising tools (including extrapolations); company earnings announcements; press releases and promotional materials; remarks by senior platform executives at public events; statements on company websites; reports in reputable media (all latest data available in January 2020). **TikTok** data from a company sales presentation published by AdAge (October 2019). **YouTube** insights via YouTube press website (accessed January 2020). **Top messenger platforms** from SimilarWeb (January 2020, based on data for December 2019). **Time spent on social media** from GlobalWebIndex (Q3 2019)\*. **Facebook and Instagram reach and engagement** data from Locawise (January 2020, based on averages for Q4 2019).

**MOBILE USERS & CONNECTIONS:** GSMA Intelligence (January 2020); Ericsson Mobility Report (November 2019); Ericsson Mobility Calculator and Visualizer tools (accessed January 2020). **Mobile Apps:** App Annie (January 2020); SimilarWeb (January 2020). **Mobile actions:** GlobalWebIndex (Q3 2019).

**ECOMMERCE USERS & SPEND:** Statista Digital Market Outlook\* (accessed January 2020); GlobalWebIndex (Q3 2019)\*; PPRO Payments & Commerce reports (2019 and 2020 editions). **Brand discovery channels:** GlobalWebIndex (Q3 2019). **Ride-Hailing** insights from Statista Digital Market Outlook\* (accessed January 2020); GlobalWebIndex (Q3 2019). **Digital advertising market:** Statista Digital Market Outlook\* (accessed January 2020); eMarketer (February 2019).

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

\*For more details of Statista's Market Outlook, visit <https://www.statista.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 aware 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@keprios.com](mailto:reports@keprios.com).



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We believe in people before platforms and the power of social insight to drive business value. We call this social thinking.

We work with many of the world's biggest brands, including adidas, Netflix, Samsung, Lavazza, and Google on global, regional and local projects.

If you'd like to work with us, visit <https://wearesocial.com>





Hootsuite is the leader in social media management. Whether you're managing a small team or making a bold leap forward to completely transform your social enterprise, Hootsuite is here to help you unlock the power of human connection and make great things happen.

With industry-leading expertise, a flexible solution that scales with your needs, and our open ecosystem of partners, we'll help your organization succeed with social. Explore how our solution can help: <https://hootsuite.com/>



**SIMON KEMP**



**@ESKIMON**



**REPORTS@KEPIOS.COM**



**DATAREPORTAL.COM**