



# DIGITAL 2020

## GLOBAL DIGITAL YEARBOOK

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD

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# DIGITAL 2020

## GLOBAL DIGITAL OVERVIEW

ESSENTIAL INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE  
THE INTERNET, MOBILE DEVICES, SOCIAL MEDIA, AND ECOMMERCE



[CLICK HERE](#) TO READ OUR **DIGITAL 2020 GLOBAL OVERVIEW REPORT**, PACKED  
WITH DATA ON ALL THE LATEST DIGITAL TRENDS FROM AROUND THE WORLD

# CLICK THE NAMES BELOW TO READ OUR IN-DEPTH REPORTS FOR EVERY COUNTRY

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	NIUE	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.	FALKLAND IS.	IRAQ	MALDIVES	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALI	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE 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.	U.K.
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	PITCAIRN 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	MONTSERRAT	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MOZAMBIQUE	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECH REP.	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NAURU	ST. HELENA	TAIWAN	ZIMBABWE



## 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 more details.



# GLOBAL OVERVIEW

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# DIGITAL AROUND THE WORLD IN 2020

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

TOTAL  
POPULATION



**7.75**  
BILLION

URBANISATION:

**55%**

MOBILE PHONE  
CONNECTIONS



**7.95**  
BILLION

vs. POPULATION:

**103%**

INTERNET  
USERS



**4.54**  
BILLION

PENETRATION:

**59%**

ACTIVE SOCIAL  
MEDIA USERS



**3.80**  
BILLION

PENETRATION:

**49%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS (ALL LATEST AVAILABLE DATA IN JANUARY 2020).  
◆ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.





**LOCAL HEADLINE DATA**

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# ABKHAZIA

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



TOTAL  
POPULATION



**240.7**  
THOUSAND

URBANISATION:

[N/A]

MOBILE PHONE  
CONNECTIONS



[N/A]

vs. POPULATION:

[N/A]

INTERNET  
USERS



**95.0**  
THOUSAND

PENETRATION:

**39%**

ACTIVE SOCIAL  
MEDIA USERS



**95.0**  
THOUSAND

PENETRATION:

**39%**



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# AFGHANISTAN

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



TOTAL  
POPULATION



**38.49**  
MILLION

URBANISATION:

**25%**

MOBILE PHONE  
CONNECTIONS



**26.92**  
MILLION

vs. POPULATION:

**70%**

INTERNET  
USERS



**7.65**  
MILLION

PENETRATION:

**20%**

ACTIVE SOCIAL  
MEDIA USERS



**3.60**  
MILLION

PENETRATION:

**9.4%**



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# THE ÅLAND ISLANDS

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



TOTAL  
POPULATION



**29.8**  
THOUSAND

URBANISATION:

**40%**

MOBILE PHONE  
CONNECTIONS



**18.9**  
THOUSAND

vs. POPULATION:

**63%**

INTERNET  
USERS



**22.0**  
THOUSAND

PENETRATION:

**74%**

ACTIVE SOCIAL  
MEDIA USERS



**22.0**  
THOUSAND

PENETRATION:

**74%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# ALBANIA

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



TOTAL  
POPULATION



**2.88**  
MILLION

URBANISATION:

**60%**

MOBILE PHONE  
CONNECTIONS



**4.12**  
MILLION

vs. POPULATION:

**143%**

INTERNET  
USERS



**2.07**  
MILLION

PENETRATION:

**72%**

ACTIVE SOCIAL  
MEDIA USERS



**1.40**  
MILLION

PENETRATION:

**49%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# ALGERIA

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



TOTAL  
POPULATION



**43.45**  
MILLION

URBANISATION:

**73%**

MOBILE PHONE  
CONNECTIONS



**49.48**  
MILLION

vs. POPULATION:

**114%**

INTERNET  
USERS



**22.71**  
MILLION

PENETRATION:

**52%**

ACTIVE SOCIAL  
MEDIA USERS



**22.00**  
MILLION

PENETRATION:

**51%**



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# AMERICAN SAMOEA

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



TOTAL  
POPULATION



**55.3**  
THOUSAND

URBANISATION:

**87%**

MOBILE PHONE  
CONNECTIONS



**42.8**  
THOUSAND

vs. POPULATION:

**77%**

INTERNET  
USERS



**28.0**  
THOUSAND

PENETRATION:

**51%**

ACTIVE SOCIAL  
MEDIA USERS



**28.0**  
THOUSAND

PENETRATION:

**51%**

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# ANDORRA

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



TOTAL  
POPULATION



**77.2**  
THOUSAND

URBANISATION:

**88%**

MOBILE PHONE  
CONNECTIONS



**85.4**  
THOUSAND

vs. POPULATION:

**111%**

INTERNET  
USERS



**70.7**  
THOUSAND

PENETRATION:

**92%**

ACTIVE SOCIAL  
MEDIA USERS



**52.0**  
THOUSAND

PENETRATION:

**67%**

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# ANGOLA

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



TOTAL  
POPULATION



**32.35**  
MILLION

URBANISATION:  
**66%**

MOBILE PHONE  
CONNECTIONS



**14.60**  
MILLION

vs. POPULATION:  
**45%**

INTERNET  
USERS



**8.90**  
MILLION

PENETRATION:  
**28%**

ACTIVE SOCIAL  
MEDIA USERS



**2.20**  
MILLION

PENETRATION:  
**6.8%**



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# ANGUILLA

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



TOTAL  
POPULATION



**14.9**  
THOUSAND

URBANISATION:

**100%**

MOBILE PHONE  
CONNECTIONS



**25.9**  
THOUSAND

vs. POPULATION:

**173%**

INTERNET  
USERS



**12.2**  
THOUSAND

PENETRATION:

**82%**

ACTIVE SOCIAL  
MEDIA USERS



**11.0**  
THOUSAND

PENETRATION:

**74%**

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# ANTIGUA & BARBUDA

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



TOTAL  
POPULATION



**97.5**  
THOUSAND

URBANISATION:

**25%**

MOBILE PHONE  
CONNECTIONS



**190.1**  
THOUSAND

vs. POPULATION:

**195%**

INTERNET  
USERS



**74.1**  
THOUSAND

PENETRATION:

**76%**

ACTIVE SOCIAL  
MEDIA USERS



**64.0**  
THOUSAND

PENETRATION:

**66%**



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# ARGENTINA

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



TOTAL  
POPULATION



**44.99**  
MILLION

URBANISATION:

**92%**

MOBILE PHONE  
CONNECTIONS



**58.21**  
MILLION

vs. POPULATION:

**129%**

INTERNET  
USERS



**35.09**  
MILLION

PENETRATION:

**78%**

ACTIVE SOCIAL  
MEDIA USERS



**34.00**  
MILLION

PENETRATION:

**76%**



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# ARMENIA

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



TOTAL  
POPULATION



**2.96**  
MILLION

URBANISATION:

**63%**

MOBILE PHONE  
CONNECTIONS



**4.00**  
MILLION

vs. POPULATION:

**135%**

INTERNET  
USERS



**1.92**  
MILLION

PENETRATION:

**65%**

ACTIVE SOCIAL  
MEDIA USERS



**1.50**  
MILLION

PENETRATION:

**51%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# ARUBA

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



TOTAL  
POPULATION



**106.5**  
THOUSAND

URBANISATION:

**43%**

MOBILE PHONE  
CONNECTIONS



**145.9**  
THOUSAND

vs. POPULATION:

**137%**

INTERNET  
USERS



**103.5**  
THOUSAND

PENETRATION:

**97%**

ACTIVE SOCIAL  
MEDIA USERS



**96.0**  
THOUSAND

PENETRATION:

**90%**



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are  
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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# AUSTRALIA

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



TOTAL  
POPULATION



**25.35**  
MILLION

URBANISATION:

**86%**

MOBILE PHONE  
CONNECTIONS



**32.89**  
MILLION

vs. POPULATION:

**130%**

INTERNET  
USERS



**22.31**  
MILLION

PENETRATION:

**88%**

ACTIVE SOCIAL  
MEDIA USERS



**18.00**  
MILLION

PENETRATION:

**71%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# AUSTRIA

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



TOTAL  
POPULATION



**8.98**  
MILLION

URBANISATION:

**58%**

MOBILE PHONE  
CONNECTIONS



**13.37**  
MILLION

vs. POPULATION:

**149%**

INTERNET  
USERS



**7.90**  
MILLION

PENETRATION:

**88%**

ACTIVE SOCIAL  
MEDIA USERS



**4.50**  
MILLION

PENETRATION:

**50%**



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are  
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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# AZERBAIJAN

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TOTAL  
POPULATION



**10.09**  
MILLION

URBANISATION:

**56%**

MOBILE PHONE  
CONNECTIONS



**11.29**  
MILLION

vs. POPULATION:

**112%**

INTERNET  
USERS



**8.05**  
MILLION

PENETRATION:

**80%**

ACTIVE SOCIAL  
MEDIA USERS



**3.70**  
MILLION

PENETRATION:

**37%**



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are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# THE BAHAMAS

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TOTAL  
POPULATION



**391.4**  
THOUSAND

URBANISATION:

**83%**

MOBILE PHONE  
CONNECTIONS



**376.1**  
THOUSAND

vs. POPULATION:

**96%**

INTERNET  
USERS



**332.7**  
THOUSAND

PENETRATION:

**85%**

ACTIVE SOCIAL  
MEDIA USERS



**250.0**  
THOUSAND

PENETRATION:

**64%**



we  
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social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# BAHRAIN

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TOTAL  
POPULATION



**1.67**  
MILLION

URBANISATION:

**89%**

MOBILE PHONE  
CONNECTIONS



**2.19**  
MILLION

vs. POPULATION:

**131%**

INTERNET  
USERS



**1.65**  
MILLION

PENETRATION:

**99%**

ACTIVE SOCIAL  
MEDIA USERS



**1.40**  
MILLION

PENETRATION:

**84%**



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are  
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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# BANGLADESH

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



TOTAL  
POPULATION



**163.9**  
MILLION

URBANISATION:

**37%**

MOBILE PHONE  
CONNECTIONS



**163.0**  
MILLION

vs. POPULATION:

**99%**

INTERNET  
USERS



**66.44**  
MILLION

PENETRATION:

**41%**

ACTIVE SOCIAL  
MEDIA USERS



**36.00**  
MILLION

PENETRATION:

**22%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# BARBADOS

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



TOTAL  
POPULATION



**287.2**  
THOUSAND

URBANISATION:

**31%**

MOBILE PHONE  
CONNECTIONS



**336.1**  
THOUSAND

vs. POPULATION:

**117%**

INTERNET  
USERS



**234.8**  
THOUSAND

PENETRATION:

**82%**

ACTIVE SOCIAL  
MEDIA USERS



**190.0**  
THOUSAND

PENETRATION:

**66%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# BELARUS

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



TOTAL  
POPULATION



**9.45**  
MILLION

URBANISATION:

**79%**

MOBILE PHONE  
CONNECTIONS



**11.93**  
MILLION

vs. POPULATION:

**126%**

INTERNET  
USERS



**7.48**  
MILLION

PENETRATION:

**79%**

ACTIVE SOCIAL  
MEDIA USERS



**3.90**  
MILLION

PENETRATION:

**41%**



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are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# BELGIUM

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



TOTAL  
POPULATION



**11.56**  
MILLION

URBANISATION:

**98%**

MOBILE PHONE  
CONNECTIONS



**10.81**  
MILLION

vs. POPULATION:

**93%**

INTERNET  
USERS



**10.41**  
MILLION

PENETRATION:

**90%**

ACTIVE SOCIAL  
MEDIA USERS



**7.50**  
MILLION

PENETRATION:

**65%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# BELIZE

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



TOTAL  
POPULATION



**394.0**  
THOUSAND

URBANISATION:

**46%**

MOBILE PHONE  
CONNECTIONS



**400.5**  
THOUSAND

vs. POPULATION:

**102%**

INTERNET  
USERS



**240.0**  
THOUSAND

PENETRATION:

**61%**

ACTIVE SOCIAL  
MEDIA USERS



**240.0**  
THOUSAND

PENETRATION:

**61%**



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# BENIN

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



TOTAL  
POPULATION



**11.96**  
MILLION

URBANISATION:

**47%**

MOBILE PHONE  
CONNECTIONS



**9.85**  
MILLION

vs. POPULATION:

**82%**

INTERNET  
USERS



**2.96**  
MILLION

PENETRATION:

**25%**

ACTIVE SOCIAL  
MEDIA USERS



**1.10**  
MILLION

PENETRATION:

**9.2%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# BERMUDA

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



TOTAL  
POPULATION



**62.4**  
THOUSAND

URBANISATION:

**100%**

MOBILE PHONE  
CONNECTIONS



**76.6**  
THOUSAND

vs. POPULATION:

**123%**

INTERNET  
USERS



**61.4**  
THOUSAND

PENETRATION:

**98%**

ACTIVE SOCIAL  
MEDIA USERS



**44.0**  
THOUSAND

PENETRATION:

**71%**

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# BHUTAN

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



TOTAL  
POPULATION



**767.4**  
THOUSAND

URBANISATION:

**41%**

MOBILE PHONE  
CONNECTIONS



**730.4**  
THOUSAND

vs. POPULATION:

**95%**

INTERNET  
USERS



**450.2**  
THOUSAND

PENETRATION:

**59%**

ACTIVE SOCIAL  
MEDIA USERS



**430.0**  
THOUSAND

PENETRATION:

**56%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# BOLIVIA

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



TOTAL  
POPULATION



**11.59**  
MILLION

URBANISATION:

**69%**

MOBILE PHONE  
CONNECTIONS



**11.48**  
MILLION

vs. POPULATION:

**99%**

INTERNET  
USERS



**7.50**  
MILLION

PENETRATION:

**65%**

ACTIVE SOCIAL  
MEDIA USERS



**7.50**  
MILLION

PENETRATION:

**65%**



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# BONAIRE, ST EUSTATIUS & SABA

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



TOTAL  
POPULATION



**26.1**  
THOUSAND

URBANISATION:

**75%**

MOBILE PHONE  
CONNECTIONS



**43.6**  
THOUSAND

vs. POPULATION:

**167%**

INTERNET  
USERS



**19.0**  
THOUSAND

PENETRATION:

**73%**

ACTIVE SOCIAL  
MEDIA USERS



**19.0**  
THOUSAND

PENETRATION:

**73%**

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# BOSNIA & HERZEGOVINA

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



TOTAL  
POPULATION



**3.29**  
MILLION

URBANISATION:

**48%**

MOBILE PHONE  
CONNECTIONS



**3.45**  
MILLION

vs. POPULATION:

**105%**

INTERNET  
USERS



**2.37**  
MILLION

PENETRATION:

**72%**

ACTIVE SOCIAL  
MEDIA USERS



**1.70**  
MILLION

PENETRATION:

**52%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# BOTSWANA

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



TOTAL  
POPULATION



**2.33**  
MILLION

URBANISATION:

**69%**

MOBILE PHONE  
CONNECTIONS



**3.49**  
MILLION

vs. POPULATION:

**150%**

INTERNET  
USERS



**1.09**  
MILLION

PENETRATION:

**47%**

ACTIVE SOCIAL  
MEDIA USERS



**1.00**  
MILLION

PENETRATION:

**43%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# BRAZIL

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



TOTAL  
POPULATION



**211.8**  
MILLION

URBANISATION:

**87%**

MOBILE PHONE  
CONNECTIONS



**205.8**  
MILLION

vs. POPULATION:

**97%**

INTERNET  
USERS



**150.4**  
MILLION

PENETRATION:

**71%**

ACTIVE SOCIAL  
MEDIA USERS



**140.0**  
MILLION

PENETRATION:

**66%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# THE BRITISH VIRGIN ISLANDS

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



TOTAL  
POPULATION



**30.1**  
THOUSAND

URBANISATION:

**48%**

MOBILE PHONE  
CONNECTIONS



we  
are  
social

**53.6**  
THOUSAND

vs. POPULATION:

**178%**

INTERNET  
USERS



**25.0**  
THOUSAND

PENETRATION:

**83%**

ACTIVE SOCIAL  
MEDIA USERS



**25.0**  
THOUSAND

PENETRATION:

**83%**



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# BRUNEI DARUSSALAM

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



TOTAL  
POPULATION



**435.4**  
THOUSAND

URBANISATION:

**78%**

MOBILE PHONE  
CONNECTIONS



**567.0**  
THOUSAND

vs. POPULATION:

**130%**

INTERNET  
USERS



**413.0**  
THOUSAND

PENETRATION:

**95%**

ACTIVE SOCIAL  
MEDIA USERS



**410.0**  
THOUSAND

PENETRATION:

**94%**



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are  
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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# BULGARIA

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TOTAL  
POPULATION



**6.97**  
MILLION

URBANISATION:

**75%**

MOBILE PHONE  
CONNECTIONS



**9.49**  
MILLION

vs. POPULATION:

**136%**

INTERNET  
USERS



**4.67**  
MILLION

PENETRATION:

**67%**

ACTIVE SOCIAL  
MEDIA USERS



**3.90**  
MILLION

PENETRATION:

**56%**



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are  
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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# BURKINA FASO

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



TOTAL  
POPULATION



**20.61**  
MILLION

URBANISATION:

**29%**

MOBILE PHONE  
CONNECTIONS



**19.95**  
MILLION

vs. POPULATION:

**97%**

INTERNET  
USERS



**4.59**  
MILLION

PENETRATION:

**22%**

ACTIVE SOCIAL  
MEDIA USERS



**1.60**  
MILLION

PENETRATION:

**7.8%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# BURUNDI

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TOTAL  
POPULATION



**11.71**  
MILLION

URBANISATION:

**13%**

MOBILE PHONE  
CONNECTIONS



**6.94**  
MILLION

vs. POPULATION:

**59%**

INTERNET  
USERS



**1.15**  
MILLION

PENETRATION:

**9.9%**

ACTIVE SOCIAL  
MEDIA USERS



**530.0**  
THOUSAND

PENETRATION:

**4.5%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# CABO VERDE

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TOTAL  
POPULATION



**553.0**  
THOUSAND

URBANISATION:

**66%**

MOBILE PHONE  
CONNECTIONS



**559.7**  
THOUSAND

vs. POPULATION:

**101%**

INTERNET  
USERS



**316.3**  
THOUSAND

PENETRATION:

**57%**

ACTIVE SOCIAL  
MEDIA USERS



**270.0**  
THOUSAND

PENETRATION:

**49%**



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# CAMBODIA

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TOTAL  
POPULATION



**16.60**  
MILLION

URBANISATION:

**23%**

MOBILE PHONE  
CONNECTIONS



**21.24**  
MILLION

vs. POPULATION:

**128%**

INTERNET  
USERS



**9.70**  
MILLION

PENETRATION:

**58%**

ACTIVE SOCIAL  
MEDIA USERS



**9.70**  
MILLION

PENETRATION:

**58%**



we  
are  
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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# CAMEROON

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



TOTAL  
POPULATION



**26.21**  
MILLION

URBANISATION:

**56%**

MOBILE PHONE  
CONNECTIONS



**23.62**  
MILLION

vs. POPULATION:

**90%**

INTERNET  
USERS



**7.87**  
MILLION

PENETRATION:

**30%**

ACTIVE SOCIAL  
MEDIA USERS



**3.70**  
MILLION

PENETRATION:

**14%**



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are  
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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# CANADA

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TOTAL  
POPULATION



**37.58**  
MILLION

URBANISATION:

**81%**

MOBILE PHONE  
CONNECTIONS



**36.23**  
MILLION

vs. POPULATION:

**96%**

INTERNET  
USERS



**35.32**  
MILLION

PENETRATION:

**94%**

ACTIVE SOCIAL  
MEDIA USERS



**25.00**  
MILLION

PENETRATION:

**67%**

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# THE CAYMAN ISLANDS

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



TOTAL  
POPULATION



**65.3**  
THOUSAND

URBANISATION:

**100%**

MOBILE PHONE  
CONNECTIONS



**97.4**  
THOUSAND

vs. POPULATION:

**149%**

INTERNET  
USERS



**58.0**  
THOUSAND

PENETRATION:

**89%**

ACTIVE SOCIAL  
MEDIA USERS



**58.0**  
THOUSAND

PENETRATION:

**89%**



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# THE CENTRAL AFRICAN REPUBLIC

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



TOTAL  
POPULATION



**4.79**  
MILLION

URBANISATION:

**41%**

MOBILE PHONE  
CONNECTIONS



**2.31**  
MILLION

vs. POPULATION:

**48%**

INTERNET  
USERS



**655.5**  
THOUSAND

PENETRATION:

**14%**

ACTIVE SOCIAL  
MEDIA USERS



**120.0**  
THOUSAND

PENETRATION:

**2.5%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# CHAD

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



TOTAL  
POPULATION



**16.19**  
MILLION

URBANISATION:

**23%**

MOBILE PHONE  
CONNECTIONS



**5.94**  
MILLION

vs. POPULATION:

**37%**

INTERNET  
USERS



**2.23**  
MILLION

PENETRATION:

**14%**

ACTIVE SOCIAL  
MEDIA USERS



**330.0**  
THOUSAND

PENETRATION:

**2.0%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# CHILE

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



TOTAL  
POPULATION



**19.03**  
MILLION

URBANISATION:

**88%**

MOBILE PHONE  
CONNECTIONS



**26.32**  
MILLION

vs. POPULATION:

**138%**

INTERNET  
USERS



**15.67**  
MILLION

PENETRATION:

**82%**

ACTIVE SOCIAL  
MEDIA USERS



**15.00**  
MILLION

PENETRATION:

**79%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# CHINA

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



TOTAL  
POPULATION



**1.44**  
BILLION

URBANISATION:

**59%**

MOBILE PHONE  
CONNECTIONS



**1.61**  
BILLION

vs. POPULATION:

**112%**

INTERNET  
USERS



**854.5**  
MILLION

PENETRATION:

**59%**

ACTIVE SOCIAL  
MEDIA USERS



**1.04**  
BILLION

PENETRATION:

**72%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# CHRISTMAS ISLAND

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



TOTAL  
POPULATION



1,843

URBANISATION:

0%

MOBILE PHONE  
CONNECTIONS



[N/A]

vs. POPULATION:

[N/A]

INTERNET  
USERS



1,449

PENETRATION:

79%

ACTIVE SOCIAL  
MEDIA USERS



500

PENETRATION:

27%



we  
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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# COCOS (KEELING) ISLAND

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TOTAL  
POPULATION



544

URBANISATION:

0%

MOBILE PHONE  
CONNECTIONS



341

vs. POPULATION:

63%

INTERNET  
USERS



414

PENETRATION:

76%

ACTIVE SOCIAL  
MEDIA USERS



100

PENETRATION:

18%



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social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# COLOMBIA

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TOTAL  
POPULATION



**50.61**  
MILLION

URBANISATION:

**81%**

MOBILE PHONE  
CONNECTIONS



**60.38**  
MILLION

vs. POPULATION:

**119%**

INTERNET  
USERS



**35.00**  
MILLION

PENETRATION:

**69%**

ACTIVE SOCIAL  
MEDIA USERS



**35.00**  
MILLION

PENETRATION:

**69%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# COMOROS

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TOTAL  
POPULATION



860.2  
THOUSAND

URBANISATION:

29%

MOBILE PHONE  
CONNECTIONS



453.9  
THOUSAND

vs. POPULATION:

53%

INTERNET  
USERS



170.0  
THOUSAND

PENETRATION:

20%

ACTIVE SOCIAL  
MEDIA USERS



170.0  
THOUSAND

PENETRATION:

20%



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# THE DEMOCRATIC REPUBLIC OF THE CONGO

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



TOTAL  
POPULATION



**88.18**  
MILLION

URBANISATION:

**44%**

MOBILE PHONE  
CONNECTIONS



**35.13**  
MILLION

vs. POPULATION:

**40%**

INTERNET  
USERS



**16.35**  
MILLION

PENETRATION:

**19%**

ACTIVE SOCIAL  
MEDIA USERS



**3.10**  
MILLION

PENETRATION:

**3.5%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# THE REPUBLIC OF THE CONGO

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TOTAL  
POPULATION



**5.45**  
MILLION

URBANISATION:

**67%**

MOBILE PHONE  
CONNECTIONS



**5.11**  
MILLION

vs. POPULATION:

**94%**

INTERNET  
USERS



**1.53**  
MILLION

PENETRATION:

**28%**

ACTIVE SOCIAL  
MEDIA USERS



**730.0**  
THOUSAND

PENETRATION:

**13%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# THE COOK ISLANDS

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TOTAL  
POPULATION



**17.6**  
THOUSAND

URBANISATION:

**75%**

MOBILE PHONE  
CONNECTIONS



**5,941**

vs. POPULATION:

**34%**

INTERNET  
USERS



**11.0**  
THOUSAND

PENETRATION:

**63%**

ACTIVE SOCIAL  
MEDIA USERS



**11.0**  
THOUSAND

PENETRATION:

**63%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# COSTA RICA

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TOTAL  
POPULATION



**5.07**  
MILLION

URBANISATION:

**79%**

MOBILE PHONE  
CONNECTIONS



**9.05**  
MILLION

vs. POPULATION:

**178%**

INTERNET  
USERS



**3.76**  
MILLION

PENETRATION:

**74%**

ACTIVE SOCIAL  
MEDIA USERS



**3.70**  
MILLION

PENETRATION:

**73%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# CÔTE D'IVOIRE

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TOTAL  
POPULATION



**26.05**  
MILLION

URBANISATION:

**51%**

MOBILE PHONE  
CONNECTIONS



**34.12**  
MILLION

vs. POPULATION:

**131%**

INTERNET  
USERS



**12.20**  
MILLION

PENETRATION:

**47%**

ACTIVE SOCIAL  
MEDIA USERS



**4.90**  
MILLION

PENETRATION:

**19%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# CROATIA

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TOTAL  
POPULATION



**4.12**  
MILLION

URBANISATION:

**57%**

MOBILE PHONE  
CONNECTIONS



**5.19**  
MILLION

vs. POPULATION:

**126%**

INTERNET  
USERS



**3.13**  
MILLION

PENETRATION:

**76%**

ACTIVE SOCIAL  
MEDIA USERS



**2.10**  
MILLION

PENETRATION:

**51%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# CUBA

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TOTAL  
POPULATION



**11.33**  
MILLION

URBANISATION:

**77%**

MOBILE PHONE  
CONNECTIONS



**5.77**  
MILLION

vs. POPULATION:

**51%**

INTERNET  
USERS



**7.10**  
MILLION

PENETRATION:

**63%**

ACTIVE SOCIAL  
MEDIA USERS



**7.70**  
MILLION

PENETRATION:

**68%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# CURAÇAO

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TOTAL  
POPULATION



**163.8**  
THOUSAND

URBANISATION:

**89%**

MOBILE PHONE  
CONNECTIONS



**184.8**  
THOUSAND

vs. POPULATION:

**113%**

INTERNET  
USERS



**120.0**  
THOUSAND

PENETRATION:

**73%**

ACTIVE SOCIAL  
MEDIA USERS



**120.0**  
THOUSAND

PENETRATION:

**73%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# CYPRUS

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TOTAL  
POPULATION



**1.20**  
MILLION

URBANISATION:

**67%**

MOBILE PHONE  
CONNECTIONS



**1.69**  
MILLION

vs. POPULATION:

**140%**

INTERNET  
USERS



**1.02**  
MILLION

PENETRATION:

**85%**

ACTIVE SOCIAL  
MEDIA USERS



**1.00**  
MILLION

PENETRATION:

**83%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# THE CZECH REPUBLIC

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TOTAL  
POPULATION



**10.70**  
MILLION

URBANISATION:

**74%**

MOBILE PHONE  
CONNECTIONS



**15.46**  
MILLION

vs. POPULATION:

**145%**

INTERNET  
USERS



**9.31**  
MILLION

PENETRATION:

**87%**

ACTIVE SOCIAL  
MEDIA USERS



**5.70**  
MILLION

PENETRATION:

**53%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# DENMARK

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TOTAL  
POPULATION



**5.78**  
MILLION

URBANISATION:

**88%**

MOBILE PHONE  
CONNECTIONS



**8.91**  
MILLION

vs. POPULATION:

**154%**

INTERNET  
USERS



**5.67**  
MILLION

PENETRATION:

**98%**

ACTIVE SOCIAL  
MEDIA USERS



**4.10**  
MILLION

PENETRATION:

**71%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# DJIBOUTI

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TOTAL  
POPULATION

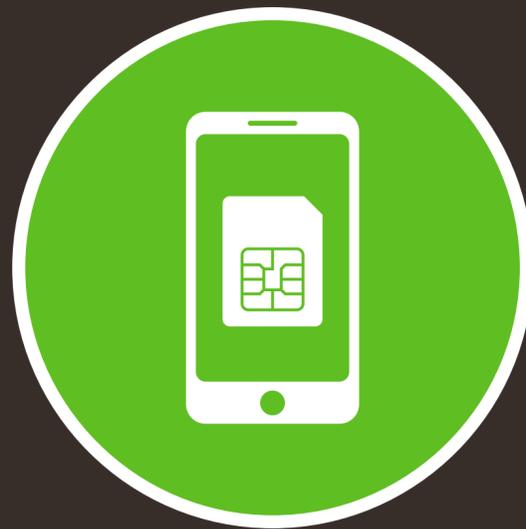


**980.8**  
THOUSAND

URBANISATION:

**78%**

MOBILE PHONE  
CONNECTIONS



**413.8**  
THOUSAND

vs. POPULATION:

**42%**

INTERNET  
USERS



**546.3**  
THOUSAND

PENETRATION:

**56%**

ACTIVE SOCIAL  
MEDIA USERS



**200.0**  
THOUSAND

PENETRATION:

**20%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# DOMINICA

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



TOTAL  
POPULATION



**71.9**  
THOUSAND

URBANISATION:

**70%**

MOBILE PHONE  
CONNECTIONS



**83.8**  
THOUSAND

vs. POPULATION:

**117%**

INTERNET  
USERS



**50.1**  
THOUSAND

PENETRATION:

**70%**

ACTIVE SOCIAL  
MEDIA USERS



**39.0**  
THOUSAND

PENETRATION:

**54%**

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# THE DOMINICAN REPUBLIC

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



TOTAL  
POPULATION



10.79  
MILLION

URBANISATION:

81%

MOBILE PHONE  
CONNECTIONS



8.61  
MILLION

vs. POPULATION:

80%

INTERNET  
USERS



8.08  
MILLION

PENETRATION:

75%

ACTIVE SOCIAL  
MEDIA USERS



6.40  
MILLION

PENETRATION:

59%



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# ECUADOR

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TOTAL  
POPULATION



**17.51**  
MILLION

URBANISATION:

**64%**

MOBILE PHONE  
CONNECTIONS



**15.65**  
MILLION

vs. POPULATION:

**89%**

INTERNET  
USERS



**12.00**  
MILLION

PENETRATION:

**69%**

ACTIVE SOCIAL  
MEDIA USERS



**12.00**  
MILLION

PENETRATION:

**69%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# EGYPT

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



TOTAL  
POPULATION



**101.4**  
MILLION

URBANISATION:

**43%**

MOBILE PHONE  
CONNECTIONS



**92.71**  
MILLION

vs. POPULATION:

**91%**

INTERNET  
USERS



**54.74**  
MILLION

PENETRATION:

**54%**

ACTIVE SOCIAL  
MEDIA USERS



**42.00**  
MILLION

PENETRATION:

**41%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# EL SALVADOR

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



TOTAL  
POPULATION



**6.47**  
MILLION

URBANISATION:

**72%**

MOBILE PHONE  
CONNECTIONS



**9.38**  
MILLION

vs. POPULATION:

**145%**

INTERNET  
USERS



**3.80**  
MILLION

PENETRATION:

**59%**

ACTIVE SOCIAL  
MEDIA USERS



**3.80**  
MILLION

PENETRATION:

**59%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# EQUATORIAL GUINEA

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TOTAL  
POPULATION



**1.38**  
MILLION

URBANISATION:

**72%**

MOBILE PHONE  
CONNECTIONS



**732.3**  
THOUSAND

vs. POPULATION:

**53%**

INTERNET  
USERS



**362.0**  
THOUSAND

PENETRATION:

**26%**

ACTIVE SOCIAL  
MEDIA USERS



**100.0**  
THOUSAND

PENETRATION:

**7.2%**



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social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# ERITREA

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



TOTAL  
POPULATION



**3.52**  
MILLION

URBANISATION:

**40%**

MOBILE PHONE  
CONNECTIONS



**711.0**  
THOUSAND

vs. POPULATION:

**20%**

INTERNET  
USERS



**293.3**  
THOUSAND

PENETRATION:

**8.3%**

ACTIVE SOCIAL  
MEDIA USERS



**22.0**  
THOUSAND

PENETRATION:

**0.6%**



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social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# ESTONIA

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TOTAL  
POPULATION



**1.33**  
MILLION

URBANISATION:

**69%**

MOBILE PHONE  
CONNECTIONS



**1.81**  
MILLION

vs. POPULATION:

**136%**

INTERNET  
USERS



**1.19**  
MILLION

PENETRATION:

**90%**

ACTIVE SOCIAL  
MEDIA USERS



**760.0**  
THOUSAND

PENETRATION:

**57%**



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are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# ESWATINI

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TOTAL  
POPULATION



**1.15**  
MILLION

URBANISATION:

**24%**

MOBILE PHONE  
CONNECTIONS



**1.14**  
MILLION

vs. POPULATION:

**99%**

INTERNET  
USERS



**542.4**  
THOUSAND

PENETRATION:

**47%**

ACTIVE SOCIAL  
MEDIA USERS



**260.0**  
THOUSAND

PENETRATION:

**23%**



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are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# ETHIOPIA

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TOTAL  
POPULATION



**113.5**  
MILLION

URBANISATION:

**21%**

MOBILE PHONE  
CONNECTIONS



**46.75**  
MILLION

vs. POPULATION:

**41%**

INTERNET  
USERS



**21.14**  
MILLION

PENETRATION:

**19%**

ACTIVE SOCIAL  
MEDIA USERS



**6.20**  
MILLION

PENETRATION:

**5.5%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# THE FALKLAND ISLANDS

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TOTAL  
POPULATION



3,428

URBANISATION:

78%

MOBILE PHONE  
CONNECTIONS



5,072

vs. POPULATION:

148%

INTERNET  
USERS



3,393

PENETRATION:

99%

ACTIVE SOCIAL  
MEDIA USERS



3,393

PENETRATION:

99%



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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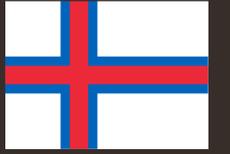


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# THE FAROE ISLANDS

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



TOTAL  
POPULATION



**48.8**  
THOUSAND

URBANISATION:

**42%**

MOBILE PHONE  
CONNECTIONS



**61.3**  
THOUSAND

vs. POPULATION:

**126%**

INTERNET  
USERS



**47.6**  
THOUSAND

PENETRATION:

**98%**

ACTIVE SOCIAL  
MEDIA USERS



**38.0**  
THOUSAND

PENETRATION:

**78%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# FIJI

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TOTAL  
POPULATION



893.2  
THOUSAND

URBANISATION:

56%

MOBILE PHONE  
CONNECTIONS



1.24  
MILLION

vs. POPULATION:

139%

INTERNET  
USERS



586.0  
THOUSAND

PENETRATION:

66%

ACTIVE SOCIAL  
MEDIA USERS



560.0  
THOUSAND

PENETRATION:

63%



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# FINLAND

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TOTAL  
POPULATION



**5.54**  
MILLION

URBANISATION:

**85%**

MOBILE PHONE  
CONNECTIONS



**9.91**  
MILLION

vs. POPULATION:

**179%**

INTERNET  
USERS



**5.26**  
MILLION

PENETRATION:

**95%**

ACTIVE SOCIAL  
MEDIA USERS



**3.30**  
MILLION

PENETRATION:

**60%**



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are  
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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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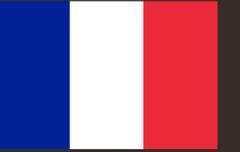


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# FRANCE

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



TOTAL  
POPULATION



**65.20**  
MILLION

URBANISATION:

**80%**

MOBILE PHONE  
CONNECTIONS



**65.53**  
MILLION

vs. POPULATION:

**100%**

INTERNET  
USERS



**58.03**  
MILLION

PENETRATION:

**89%**

ACTIVE SOCIAL  
MEDIA USERS



**39.00**  
MILLION

PENETRATION:

**60%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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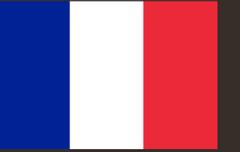


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# FRENCH GUIANA

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TOTAL  
POPULATION



**294.8**  
THOUSAND

URBANISATION:

**85%**

MOBILE PHONE  
CONNECTIONS



**299.2**  
THOUSAND

vs. POPULATION:

**102%**

INTERNET  
USERS



**184.8**  
THOUSAND

PENETRATION:

**63%**

ACTIVE SOCIAL  
MEDIA USERS



**140.0**  
THOUSAND

PENETRATION:

**47%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# FRENCH POLYNESIA

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



TOTAL  
POPULATION



**280.1**  
THOUSAND

URBANISATION:

**62%**

MOBILE PHONE  
CONNECTIONS



**294.6**  
THOUSAND

vs. POPULATION:

**105%**

INTERNET  
USERS



**203.6**  
THOUSAND

PENETRATION:

**73%**

ACTIVE SOCIAL  
MEDIA USERS



**180.0**  
THOUSAND

PENETRATION:

**64%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# GABON

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TOTAL  
POPULATION



**2.20**  
MILLION

URBANISATION:

**89%**

MOBILE PHONE  
CONNECTIONS



**3.27**  
MILLION

vs. POPULATION:

**149%**

INTERNET  
USERS



**1.36**  
MILLION

PENETRATION:

**62%**

ACTIVE SOCIAL  
MEDIA USERS



**750.0**  
THOUSAND

PENETRATION:

**34%**



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are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# THE GAMBIA

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TOTAL  
POPULATION



**2.38**  
MILLION

URBANISATION:

**61%**

MOBILE PHONE  
CONNECTIONS



**3.24**  
MILLION

vs. POPULATION:

**136%**

INTERNET  
USERS



**472.5**  
THOUSAND

PENETRATION:

**20%**

ACTIVE SOCIAL  
MEDIA USERS



**370.0**  
THOUSAND

PENETRATION:

**16%**



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are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# GEORGIA

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TOTAL  
POPULATION



**3.99**  
MILLION

URBANISATION:

**59%**

MOBILE PHONE  
CONNECTIONS



**5.57**  
MILLION

vs. POPULATION:

**139%**

INTERNET  
USERS



**2.70**  
MILLION

PENETRATION:

**68%**

ACTIVE SOCIAL  
MEDIA USERS



**2.70**  
MILLION

PENETRATION:

**68%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# GERMANY

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TOTAL  
POPULATION



**83.65**  
MILLION

URBANISATION:

**77%**

MOBILE PHONE  
CONNECTIONS



**110.7**  
MILLION

vs. POPULATION:

**132%**

INTERNET  
USERS



**77.79**  
MILLION

PENETRATION:

**93%**

ACTIVE SOCIAL  
MEDIA USERS



**38.00**  
MILLION

PENETRATION:

**45%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# GHANA

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TOTAL  
POPULATION



**30.75**  
MILLION

URBANISATION:

**56%**

MOBILE PHONE  
CONNECTIONS



**39.97**  
MILLION

vs. POPULATION:

**130%**

INTERNET  
USERS



**14.76**  
MILLION

PENETRATION:

**48%**

ACTIVE SOCIAL  
MEDIA USERS



**6.00**  
MILLION

PENETRATION:

**20%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# GIBRALTAR

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TOTAL  
POPULATION



**33.7**  
THOUSAND

URBANISATION:

**100%**

MOBILE PHONE  
CONNECTIONS



**35.9**  
THOUSAND

vs. POPULATION:

**106%**

INTERNET  
USERS



**31.8**  
THOUSAND

PENETRATION:

**94%**

ACTIVE SOCIAL  
MEDIA USERS



**26.0**  
THOUSAND

PENETRATION:

**77%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# GREECE

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TOTAL  
POPULATION



**10.45**  
MILLION

URBANISATION:

**79%**

MOBILE PHONE  
CONNECTIONS



**15.83**  
MILLION

vs. POPULATION:

**152%**

INTERNET  
USERS



**8.30**  
MILLION

PENETRATION:

**79%**

ACTIVE SOCIAL  
MEDIA USERS



**6.20**  
MILLION

PENETRATION:

**59%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# GREENLAND

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



TOTAL  
POPULATION



**56.7**  
THOUSAND

URBANISATION:

**87%**

MOBILE PHONE  
CONNECTIONS



we  
are  
social

**58.7**  
THOUSAND

vs. POPULATION:

**103%**

INTERNET  
USERS



**43.0**  
THOUSAND

PENETRATION:

**76%**

ACTIVE SOCIAL  
MEDIA USERS



**43.0**  
THOUSAND

PENETRATION:

**76%**

JAN  
2020

# GRENADA

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



TOTAL  
POPULATION



**112.3**  
THOUSAND

URBANISATION:

**36%**

MOBILE PHONE  
CONNECTIONS



**127.9**  
THOUSAND

vs. POPULATION:

**114%**

INTERNET  
USERS



**71.0**  
THOUSAND

PENETRATION:

**63%**

ACTIVE SOCIAL  
MEDIA USERS



**71.0**  
THOUSAND

PENETRATION:

**63%**



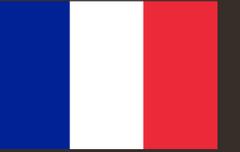
we  
are  
social



JAN  
2020

# GUADELOUPE

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



TOTAL  
POPULATION



**400.1**  
THOUSAND

URBANISATION:

**98%**

MOBILE PHONE  
CONNECTIONS



**657.1**  
THOUSAND

vs. POPULATION:

**164%**

INTERNET  
USERS



**290.5**  
THOUSAND

PENETRATION:

**73%**

ACTIVE SOCIAL  
MEDIA USERS



**240.0**  
THOUSAND

PENETRATION:

**60%**

JAN  
2020

# GUAM

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



TOTAL  
POPULATION



**168.0**  
THOUSAND

URBANISATION:

**95%**

MOBILE PHONE  
CONNECTIONS



**183.1**  
THOUSAND

vs. POPULATION:

**109%**

INTERNET  
USERS



**140.0**  
THOUSAND

PENETRATION:

**83%**

ACTIVE SOCIAL  
MEDIA USERS



**140.0**  
THOUSAND

PENETRATION:

**83%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

we  
are  
social



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# GUATEMALA

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



TOTAL  
POPULATION



**17.75**  
MILLION

URBANISATION:

**51%**

MOBILE PHONE  
CONNECTIONS



**21.12**  
MILLION

vs. POPULATION:

**119%**

INTERNET  
USERS



**11.54**  
MILLION

PENETRATION:

**65%**

ACTIVE SOCIAL  
MEDIA USERS



**7.90**  
MILLION

PENETRATION:

**45%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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are  
social



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# GUERNSEY

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



TOTAL  
POPULATION



**63.9**  
THOUSAND

URBANISATION:

**31%**

MOBILE PHONE  
CONNECTIONS



**70.3**  
THOUSAND

vs. POPULATION:

**110%**

INTERNET  
USERS



**53.4**  
THOUSAND

PENETRATION:

**84%**

ACTIVE SOCIAL  
MEDIA USERS



**40.0**  
THOUSAND

PENETRATION:

**63%**

JAN  
2020

# GUINEA

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



TOTAL  
POPULATION



**12.95**  
MILLION

URBANISATION:

**36%**

MOBILE PHONE  
CONNECTIONS



**13.17**  
MILLION

vs. POPULATION:

**102%**

INTERNET  
USERS



**2.55**  
MILLION

PENETRATION:

**20%**

ACTIVE SOCIAL  
MEDIA USERS



**2.00**  
MILLION

PENETRATION:

**15%**

JAN  
2020

# GUINEA-BISSAU

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



TOTAL  
POPULATION



**1.94**  
MILLION

URBANISATION:

**43%**

MOBILE PHONE  
CONNECTIONS



**1.53**  
MILLION

vs. POPULATION:

**79%**

INTERNET  
USERS



**250.0**  
THOUSAND

PENETRATION:

**13%**

ACTIVE SOCIAL  
MEDIA USERS



**250.0**  
THOUSAND

PENETRATION:

**13%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# GUYANA

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



TOTAL  
POPULATION



**784.7**  
THOUSAND

URBANISATION:

**27%**

MOBILE PHONE  
CONNECTIONS



**646.1**  
THOUSAND

vs. POPULATION:

**82%**

INTERNET  
USERS



**430.0**  
THOUSAND

PENETRATION:

**55%**

ACTIVE SOCIAL  
MEDIA USERS



**430.0**  
THOUSAND

PENETRATION:

**55%**



we  
are  
social



KEPIOS



JAN  
2020

# HAITI

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



TOTAL  
POPULATION



**11.33**  
MILLION

URBANISATION:

**55%**

MOBILE PHONE  
CONNECTIONS



**7.15**  
MILLION

vs. POPULATION:

**63%**

INTERNET  
USERS



**3.68**  
MILLION

PENETRATION:

**33%**

ACTIVE SOCIAL  
MEDIA USERS



**2.00**  
MILLION

PENETRATION:

**18%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# HONDURAS

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



TOTAL  
POPULATION



9.83  
MILLION

URBANISATION:

57%

MOBILE PHONE  
CONNECTIONS



8.20  
MILLION

vs. POPULATION:

83%

INTERNET  
USERS



4.10  
MILLION

PENETRATION:

42%

ACTIVE SOCIAL  
MEDIA USERS



4.10  
MILLION

PENETRATION:

42%



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# HONG KONG

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



TOTAL  
POPULATION



**7.47**  
MILLION

URBANISATION:

**100%**

MOBILE PHONE  
CONNECTIONS



**13.55**  
MILLION

vs. POPULATION:

**181%**

INTERNET  
USERS



**6.79**  
MILLION

PENETRATION:

**91%**

ACTIVE SOCIAL  
MEDIA USERS



**5.80**  
MILLION

PENETRATION:

**78%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# HUNGARY

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



TOTAL  
POPULATION



9.67  
MILLION

URBANISATION:

71%

MOBILE PHONE  
CONNECTIONS



11.61  
MILLION

vs. POPULATION:

120%

INTERNET  
USERS



7.64  
MILLION

PENETRATION:

79%

ACTIVE SOCIAL  
MEDIA USERS



6.00  
MILLION

PENETRATION:

62%



we  
are  
social



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2020

# ICELAND

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



TOTAL  
POPULATION



**340.1**  
THOUSAND

URBANISATION:

**94%**

MOBILE PHONE  
CONNECTIONS



**492.2**  
THOUSAND

vs. POPULATION:

**145%**

INTERNET  
USERS



**336.7**  
THOUSAND

PENETRATION:

**99%**

ACTIVE SOCIAL  
MEDIA USERS



**280.0**  
THOUSAND

PENETRATION:

**82%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# INDIA

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TOTAL  
POPULATION



**1.37**  
BILLION

URBANISATION:

**34%**

MOBILE PHONE  
CONNECTIONS



**1.06**  
BILLION

vs. POPULATION:

**78%**

INTERNET  
USERS



**687.6**  
MILLION

PENETRATION:

**50%**

ACTIVE SOCIAL  
MEDIA USERS



**400.0**  
MILLION

PENETRATION:

**29%**



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# INDONESIA

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



TOTAL  
POPULATION



**272.1**  
MILLION

URBANISATION:

**55%**

MOBILE PHONE  
CONNECTIONS



**338.2**  
MILLION

vs. POPULATION:

**124%**

INTERNET  
USERS



**175.4**  
MILLION

PENETRATION:

**64%**

ACTIVE SOCIAL  
MEDIA USERS



**160.0**  
MILLION

PENETRATION:

**59%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# IRAN

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TOTAL  
POPULATION



**83.45**  
MILLION

URBANISATION:

**75%**

MOBILE PHONE  
CONNECTIONS



**127.0**  
MILLION

vs. POPULATION:

**152%**

INTERNET  
USERS



**58.42**  
MILLION

PENETRATION:

**70%**

ACTIVE SOCIAL  
MEDIA USERS



**33.40**  
MILLION

PENETRATION:

**40%**



we  
are  
social



JAN  
2020

# IRAQ

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



TOTAL  
POPULATION



**39.77**  
MILLION

URBANISATION:

**70%**

MOBILE PHONE  
CONNECTIONS



**40.89**  
MILLION

vs. POPULATION:

**103%**

INTERNET  
USERS



**29.82**  
MILLION

PENETRATION:

**75%**

ACTIVE SOCIAL  
MEDIA USERS



**21.00**  
MILLION

PENETRATION:

**53%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

we  
are  
social



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# IRELAND

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



TOTAL  
POPULATION



**4.91**  
MILLION

URBANISATION:

**63%**

MOBILE PHONE  
CONNECTIONS



**4.79**  
MILLION

vs. POPULATION:

**97%**

INTERNET  
USERS



**4.27**  
MILLION

PENETRATION:

**87%**

ACTIVE SOCIAL  
MEDIA USERS



**3.20**  
MILLION

PENETRATION:

**65%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# THE ISLE OF MAN

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



TOTAL  
POPULATION



**84.8**  
THOUSAND

URBANISATION:

**53%**

MOBILE PHONE  
CONNECTIONS



**110.4**  
THOUSAND

vs. POPULATION:

**130%**

INTERNET  
USERS



**61.0**  
THOUSAND

PENETRATION:

**72%**

ACTIVE SOCIAL  
MEDIA USERS



**57.0**  
THOUSAND

PENETRATION:

**67%**



we  
are  
social



JAN  
2020

# ISRAEL

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



TOTAL  
POPULATION



**8.59**  
MILLION

URBANISATION:

**92%**

MOBILE PHONE  
CONNECTIONS



**10.10**  
MILLION

vs. POPULATION:

**118%**

INTERNET  
USERS



**7.19**  
MILLION

PENETRATION:

**84%**

ACTIVE SOCIAL  
MEDIA USERS



**6.00**  
MILLION

PENETRATION:

**70%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# ITALY

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



TOTAL  
POPULATION



**60.51**  
MILLION

URBANISATION:

**70%**

MOBILE PHONE  
CONNECTIONS



**80.40**  
MILLION

vs. POPULATION:

**133%**

INTERNET  
USERS



**49.48**  
MILLION

PENETRATION:

**82%**

ACTIVE SOCIAL  
MEDIA USERS



**35.00**  
MILLION

PENETRATION:

**58%**



JAN  
2020

# JAMAICA

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



TOTAL  
POPULATION



**2.95**  
MILLION

URBANISATION:

**56%**

MOBILE PHONE  
CONNECTIONS



**3.28**  
MILLION

vs. POPULATION:

**111%**

INTERNET  
USERS



**1.63**  
MILLION

PENETRATION:

**55%**

ACTIVE SOCIAL  
MEDIA USERS



**1.30**  
MILLION

PENETRATION:

**44%**



we  
are  
social



JAN  
2020

# JAPAN

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



TOTAL  
POPULATION



**126.7**  
MILLION

URBANISATION:

**92%**

MOBILE PHONE  
CONNECTIONS



**191.7**  
MILLION

vs. POPULATION:

**151%**

INTERNET  
USERS



**116.5**  
MILLION

PENETRATION:

**92%**

ACTIVE SOCIAL  
MEDIA USERS



**82.00**  
MILLION

PENETRATION:

**65%**



we  
are  
social



JAN  
2020

# JERSEY

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



TOTAL  
POPULATION



**109.2**  
THOUSAND

URBANISATION:

**31%**

MOBILE PHONE  
CONNECTIONS



**116.6**  
THOUSAND

vs. POPULATION:

**107%**

INTERNET  
USERS



**101.5**  
THOUSAND

PENETRATION:

**93%**

ACTIVE SOCIAL  
MEDIA USERS



**70.0**  
THOUSAND

PENETRATION:

**64%**



we  
are  
social



JAN  
2020

# JORDAN

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



TOTAL  
POPULATION



**10.15**  
MILLION

URBANISATION:

**91%**

MOBILE PHONE  
CONNECTIONS



**8.23**  
MILLION

vs. POPULATION:

**81%**

INTERNET  
USERS



**6.78**  
MILLION

PENETRATION:

**67%**

ACTIVE SOCIAL  
MEDIA USERS



**5.70**  
MILLION

PENETRATION:

**56%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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2020

# KAZAKHSTAN

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



TOTAL  
POPULATION



**18.66**  
MILLION

URBANISATION:

**57%**

MOBILE PHONE  
CONNECTIONS



**25.45**  
MILLION

vs. POPULATION:

**136%**

INTERNET  
USERS



**14.73**  
MILLION

PENETRATION:

**79%**

ACTIVE SOCIAL  
MEDIA USERS



**9.50**  
MILLION

PENETRATION:

**51%**



we  
are  
social



JAN  
2020

# KENYA

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



TOTAL  
POPULATION



**53.17**  
MILLION

URBANISATION:

**27%**

MOBILE PHONE  
CONNECTIONS



**52.06**  
MILLION

vs. POPULATION:

**98%**

INTERNET  
USERS



**22.86**  
MILLION

PENETRATION:

**43%**

ACTIVE SOCIAL  
MEDIA USERS



**8.80**  
MILLION

PENETRATION:

**17%**



we  
are  
social



KEPIOS



JAN  
2020

# KIRIBATI

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



TOTAL  
POPULATION



**118.5**  
THOUSAND

URBANISATION:

**54%**

MOBILE PHONE  
CONNECTIONS



**61.3**  
THOUSAND

vs. POPULATION:

**52%**

INTERNET  
USERS



**43.0**  
THOUSAND

PENETRATION:

**36%**

ACTIVE SOCIAL  
MEDIA USERS



**43.0**  
THOUSAND

PENETRATION:

**36%**

JAN  
2020

# NORTH KOREA

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



TOTAL  
POPULATION



**25.72**  
MILLION

URBANISATION:

**62%**

MOBILE PHONE  
CONNECTIONS



**4.52**  
MILLION

vs. POPULATION:

**18%**

INTERNET  
USERS



[N/A]

[INTERNET IS BLOCKED]

PENETRATION:

[N/A]

ACTIVE SOCIAL  
MEDIA USERS



[N/A]

[INTERNET IS BLOCKED]

PENETRATION:

[N/A]



we  
are  
social



JAN  
2020

# SOUTH KOREA

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



TOTAL  
POPULATION



**51.25**  
MILLION

URBANISATION:

**81%**

MOBILE PHONE  
CONNECTIONS



**60.61**  
MILLION

vs. POPULATION:

**118%**

INTERNET  
USERS



**49.21**  
MILLION

PENETRATION:

**96%**

ACTIVE SOCIAL  
MEDIA USERS



**44.73**  
MILLION

PENETRATION:

**87%**



we  
are  
social



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# KOSOVO

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



TOTAL  
POPULATION



**1.79**  
MILLION

URBANISATION:

**41%**

MOBILE PHONE  
CONNECTIONS



**1.67**  
MILLION

vs. POPULATION:

**93%**

INTERNET  
USERS



**1.60**  
MILLION

PENETRATION:

**89%**

ACTIVE SOCIAL  
MEDIA USERS



**1.10**  
MILLION

PENETRATION:

**61%**

JAN  
2020

# KUWAIT

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



TOTAL  
POPULATION



**4.24**  
MILLION

URBANISATION:

**100%**

MOBILE PHONE  
CONNECTIONS



**7.38**  
MILLION

vs. POPULATION:

**174%**

INTERNET  
USERS



**4.20**  
MILLION

PENETRATION:

**99%**

ACTIVE SOCIAL  
MEDIA USERS



**4.20**  
MILLION

PENETRATION:

**99%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



JAN  
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# KYRGYZSTAN

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



TOTAL  
POPULATION



**6.47**  
MILLION

URBANISATION:

**36%**

MOBILE PHONE  
CONNECTIONS



**9.73**  
MILLION

vs. POPULATION:

**150%**

INTERNET  
USERS



**3.06**  
MILLION

PENETRATION:

**47%**

ACTIVE SOCIAL  
MEDIA USERS



**2.50**  
MILLION

PENETRATION:

**39%**



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# LAOS

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



TOTAL  
POPULATION



**7.22**  
MILLION

URBANISATION:

**35%**

MOBILE PHONE  
CONNECTIONS



**5.68**  
MILLION

vs. POPULATION:

**79%**

INTERNET  
USERS



**3.10**  
MILLION

PENETRATION:

**43%**

ACTIVE SOCIAL  
MEDIA USERS



**3.10**  
MILLION

PENETRATION:

**43%**



we  
are  
social



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2020

# LATVIA

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



TOTAL  
POPULATION



**1.90**  
MILLION

URBANISATION:

**68%**

MOBILE PHONE  
CONNECTIONS



**2.57**  
MILLION

vs. POPULATION:

**135%**

INTERNET  
USERS



**1.63**  
MILLION

PENETRATION:

**86%**

ACTIVE SOCIAL  
MEDIA USERS



**1.00**  
MILLION

PENETRATION:

**53%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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2020

# LEBANON

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



TOTAL  
POPULATION



**6.84**  
MILLION

URBANISATION:

**89%**

MOBILE PHONE  
CONNECTIONS



**4.65**  
MILLION

vs. POPULATION:

**68%**

INTERNET  
USERS



**5.35**  
MILLION

PENETRATION:

**78%**

ACTIVE SOCIAL  
MEDIA USERS



**4.10**  
MILLION

PENETRATION:

**60%**



we  
are  
social



JAN  
2020

# LESOTHO

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



TOTAL  
POPULATION



**2.13**  
MILLION

URBANISATION:

**28%**

MOBILE PHONE  
CONNECTIONS



**2.30**  
MILLION

vs. POPULATION:

**108%**

INTERNET  
USERS



**946.3**  
THOUSAND

PENETRATION:

**44%**

ACTIVE SOCIAL  
MEDIA USERS



**430.0**  
THOUSAND

PENETRATION:

**20%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# LIBERIA

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



TOTAL  
POPULATION



5.00  
MILLION

URBANISATION:

51%

MOBILE PHONE  
CONNECTIONS



4.13  
MILLION

vs. POPULATION:

83%

INTERNET  
USERS



624.6  
THOUSAND

PENETRATION:

12%

ACTIVE SOCIAL  
MEDIA USERS



530.0  
THOUSAND

PENETRATION:

11%



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2020

# LIBYA

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



TOTAL  
POPULATION



**6.82**  
MILLION

URBANISATION:

**80%**

MOBILE PHONE  
CONNECTIONS



**11.40**  
MILLION

vs. POPULATION:

**167%**

INTERNET  
USERS



**5.10**  
MILLION

PENETRATION:

**75%**

ACTIVE SOCIAL  
MEDIA USERS



**5.10**  
MILLION

PENETRATION:

**75%**

JAN  
2020

# LIECHTENSTEIN

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



TOTAL  
POPULATION



**38.1**  
THOUSAND

URBANISATION:

**14%**

MOBILE PHONE  
CONNECTIONS



**17.7**  
THOUSAND

vs. POPULATION:

**47%**

INTERNET  
USERS



**37.4**  
THOUSAND

PENETRATION:

**98%**

ACTIVE SOCIAL  
MEDIA USERS



**15.0**  
THOUSAND

PENETRATION:

**39%**

JAN  
2020

# LITHUANIA

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



TOTAL  
POPULATION



**2.74**  
MILLION

URBANISATION:

**68%**

MOBILE PHONE  
CONNECTIONS



**4.04**  
MILLION

vs. POPULATION:

**147%**

INTERNET  
USERS



**2.22**  
MILLION

PENETRATION:

**81%**

ACTIVE SOCIAL  
MEDIA USERS



**1.80**  
MILLION

PENETRATION:

**66%**



we  
are  
social



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# LUXEMBOURG

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



TOTAL  
POPULATION



**620.9**  
THOUSAND

URBANISATION:

**91%**

MOBILE PHONE  
CONNECTIONS



**833.9**  
THOUSAND

vs. POPULATION:

**134%**

INTERNET  
USERS



**602.8**  
THOUSAND

PENETRATION:

**97%**

ACTIVE SOCIAL  
MEDIA USERS



**397.5**  
THOUSAND

PENETRATION:

**64%**



we  
are  
social



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2020

# MACAU

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



TOTAL  
POPULATION



**644.9**  
THOUSAND

URBANISATION:

**100%**

MOBILE PHONE  
CONNECTIONS



**1.90**  
MILLION

vs. POPULATION:

**295%**

INTERNET  
USERS



**540.4**  
THOUSAND

PENETRATION:

**84%**

ACTIVE SOCIAL  
MEDIA USERS



**410.0**  
THOUSAND

PENETRATION:

**64%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# NORTH MACEDONIA

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



TOTAL  
POPULATION



**2.08**  
MILLION

URBANISATION:

**58%**

MOBILE PHONE  
CONNECTIONS



**2.24**  
MILLION

vs. POPULATION:

**107%**

INTERNET  
USERS



**1.69**  
MILLION

PENETRATION:

**81%**

ACTIVE SOCIAL  
MEDIA USERS



**1.10**  
MILLION

PENETRATION:

**53%**

JAN  
2020

# MADAGASCAR

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



TOTAL  
POPULATION



**27.33**  
MILLION

URBANISATION:

**37%**

MOBILE PHONE  
CONNECTIONS



**9.12**  
MILLION

vs. POPULATION:

**33%**

INTERNET  
USERS



**3.84**  
MILLION

PENETRATION:

**14%**

ACTIVE SOCIAL  
MEDIA USERS



**2.30**  
MILLION

PENETRATION:

**8.4%**



we  
are  
social



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2020

# MALAWI

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



TOTAL  
POPULATION



**18.88**  
MILLION

URBANISATION:

**17%**

MOBILE PHONE  
CONNECTIONS



**8.58**  
MILLION

vs. POPULATION:

**45%**

INTERNET  
USERS



**2.81**  
MILLION

PENETRATION:

**15%**

ACTIVE SOCIAL  
MEDIA USERS



**510.0**  
THOUSAND

PENETRATION:

**2.7%**



we  
are  
social



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2020

# MALAYSIA

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



TOTAL  
POPULATION



**32.16**  
MILLION

URBANISATION:

**76%**

MOBILE PHONE  
CONNECTIONS



**40.69**  
MILLION

vs. POPULATION:

**127%**

INTERNET  
USERS



**26.69**  
MILLION

PENETRATION:

**83%**

ACTIVE SOCIAL  
MEDIA USERS



**26.00**  
MILLION

PENETRATION:

**81%**



JAN  
2020

# MALDIVES

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



TOTAL  
POPULATION



**535.7**  
THOUSAND

URBANISATION:

**40%**

MOBILE PHONE  
CONNECTIONS



**888.5**  
THOUSAND

vs. POPULATION:

**166%**

INTERNET  
USERS



**380.0**  
THOUSAND

PENETRATION:

**71%**

ACTIVE SOCIAL  
MEDIA USERS



**380.0**  
THOUSAND

PENETRATION:

**71%**



we  
are  
social



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2020

# MALI

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



TOTAL  
POPULATION



**19.95**  
MILLION

URBANISATION:

**42%**

MOBILE PHONE  
CONNECTIONS



**21.59**  
MILLION

vs. POPULATION:

**108%**

INTERNET  
USERS



**4.85**  
MILLION

PENETRATION:

**24%**

ACTIVE SOCIAL  
MEDIA USERS



**1.70**  
MILLION

PENETRATION:

**8.5%**

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2020

# MALTA

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



TOTAL  
POPULATION



441.0  
THOUSAND

URBANISATION:

95%

MOBILE PHONE  
CONNECTIONS



672.5  
THOUSAND

vs. POPULATION:

153%

INTERNET  
USERS



400.0  
THOUSAND

PENETRATION:

91%

ACTIVE SOCIAL  
MEDIA USERS



400.0  
THOUSAND

PENETRATION:

91%

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2020

# THE MARSHALL ISLANDS

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



TOTAL  
POPULATION



**59.0**  
THOUSAND

URBANISATION:

**77%**

MOBILE PHONE  
CONNECTIONS



**6,655**

vs. POPULATION:

**11%**

INTERNET  
USERS



**23.0**  
THOUSAND

PENETRATION:

**39%**

ACTIVE SOCIAL  
MEDIA USERS



**23.0**  
THOUSAND

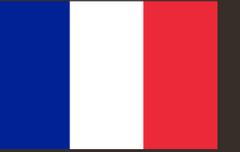
PENETRATION:

**39%**

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# MARTINIQUE

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



TOTAL  
POPULATION



**375.4**  
THOUSAND

URBANISATION:

**89%**

MOBILE PHONE  
CONNECTIONS



**551.0**  
THOUSAND

vs. POPULATION:

**147%**

INTERNET  
USERS



**210.0**  
THOUSAND

PENETRATION:

**56%**

ACTIVE SOCIAL  
MEDIA USERS



**210.0**  
THOUSAND

PENETRATION:

**56%**



we  
are  
social



JAN  
2020

# MAURITANIA

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



TOTAL  
POPULATION



**4.59**  
MILLION

URBANISATION:

**54%**

MOBILE PHONE  
CONNECTIONS



**4.53**  
MILLION

vs. POPULATION:

**99%**

INTERNET  
USERS



**1.37**  
MILLION

PENETRATION:

**30%**

ACTIVE SOCIAL  
MEDIA USERS



**790.0**  
THOUSAND

PENETRATION:

**17%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# MAURITIUS

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



TOTAL  
POPULATION



**1.27**  
MILLION

URBANISATION:

**41%**

MOBILE PHONE  
CONNECTIONS



**1.91**  
MILLION

vs. POPULATION:

**150%**

INTERNET  
USERS



**860.0**  
THOUSAND

PENETRATION:

**68%**

ACTIVE SOCIAL  
MEDIA USERS



**860.0**  
THOUSAND

PENETRATION:

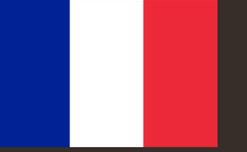
**68%**



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2020

# MAYOTTE

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



TOTAL  
POPULATION



**269.5**  
THOUSAND

URBANISATION:

**46%**

MOBILE PHONE  
CONNECTIONS



**315.9**  
THOUSAND

vs. POPULATION:

**117%**

INTERNET  
USERS



**100.0**  
THOUSAND

PENETRATION:

**37%**

ACTIVE SOCIAL  
MEDIA USERS



**100.0**  
THOUSAND

PENETRATION:

**37%**

JAN  
2020

# MEXICO

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



TOTAL  
POPULATION



**128.3**  
MILLION

URBANISATION:

**80%**

MOBILE PHONE  
CONNECTIONS



**114.3**  
MILLION

vs. POPULATION:

**89%**

INTERNET  
USERS



**89.00**  
MILLION

PENETRATION:

**69%**

ACTIVE SOCIAL  
MEDIA USERS



**89.00**  
MILLION

PENETRATION:

**69%**

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2020

# THE FEDERATED STATES OF MICRONESIA

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



TOTAL  
POPULATION



**114.4**  
THOUSAND

URBANISATION:

**23%**

MOBILE PHONE  
CONNECTIONS



**24.8**  
THOUSAND

vs. POPULATION:

**22%**

INTERNET  
USERS



**40.4**  
THOUSAND

PENETRATION:

**35%**

ACTIVE SOCIAL  
MEDIA USERS



**36.0**  
THOUSAND

PENETRATION:

**31%**

JAN  
2020

# MOLDOVA

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



TOTAL  
POPULATION



**4.04**  
MILLION

URBANISATION:

**43%**

MOBILE PHONE  
CONNECTIONS



**4.36**  
MILLION

vs. POPULATION:

**108%**

INTERNET  
USERS



**3.07**  
MILLION

PENETRATION:

**76%**

ACTIVE SOCIAL  
MEDIA USERS



**1.40**  
MILLION

PENETRATION:

**35%**



we  
are  
social



JAN  
2020

# MONACO

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



TOTAL  
POPULATION



**39.1**  
THOUSAND

URBANISATION:

**100%**

MOBILE PHONE  
CONNECTIONS



**38.8**  
THOUSAND

vs. POPULATION:

**99%**

INTERNET  
USERS



**38.0**  
THOUSAND

PENETRATION:

**97%**

ACTIVE SOCIAL  
MEDIA USERS



**16.0**  
THOUSAND

PENETRATION:

**41%**

JAN  
2020

# MONGOLIA

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



TOTAL  
POPULATION



**3.25**  
MILLION

URBANISATION:

**68%**

MOBILE PHONE  
CONNECTIONS



**4.42**  
MILLION

vs. POPULATION:

**136%**

INTERNET  
USERS



**2.20**  
MILLION

PENETRATION:

**68%**

ACTIVE SOCIAL  
MEDIA USERS



**2.20**  
MILLION

PENETRATION:

**68%**



we  
are  
social



JAN  
2020

# MONTENEGRO

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



TOTAL  
POPULATION



**628.0**  
THOUSAND

URBANISATION:

**67%**

MOBILE PHONE  
CONNECTIONS



**1.20**  
MILLION

vs. POPULATION:

**191%**

INTERNET  
USERS



**464.7**  
THOUSAND

PENETRATION:

**74%**

ACTIVE SOCIAL  
MEDIA USERS



**390.0**  
THOUSAND

PENETRATION:

**62%**



we  
are  
social



JAN  
2020

# MONTSERRAT

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



TOTAL  
POPULATION



4,995

URBANISATION:

9.1%

MOBILE PHONE  
CONNECTIONS



9,122

vs. POPULATION:

183%

INTERNET  
USERS



3,000

PENETRATION:

60%

ACTIVE SOCIAL  
MEDIA USERS



3,000

PENETRATION:

60%

JAN  
2020

# MOROCCO

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



TOTAL  
POPULATION



**36.69**  
MILLION

URBANISATION:

**62%**

MOBILE PHONE  
CONNECTIONS



**43.35**  
MILLION

vs. POPULATION:

**118%**

INTERNET  
USERS



**25.32**  
MILLION

PENETRATION:

**69%**

ACTIVE SOCIAL  
MEDIA USERS



**18.00**  
MILLION

PENETRATION:

**49%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



JAN  
2020

# MOZAMBIQUE

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



TOTAL  
POPULATION



**30.81**  
MILLION

URBANISATION:

**36%**

MOBILE PHONE  
CONNECTIONS



**15.31**  
MILLION

vs. POPULATION:

**50%**

INTERNET  
USERS



**5.36**  
MILLION

PENETRATION:

**17%**

ACTIVE SOCIAL  
MEDIA USERS



**2.50**  
MILLION

PENETRATION:

**8.1%**



we  
are  
social



JAN  
2020

# MYANMAR

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



TOTAL  
POPULATION



**54.23**  
MILLION

URBANISATION:

**31%**

MOBILE PHONE  
CONNECTIONS



**68.24**  
MILLION

vs. POPULATION:

**126%**

INTERNET  
USERS



**22.00**  
MILLION

PENETRATION:

**41%**

ACTIVE SOCIAL  
MEDIA USERS



**22.00**  
MILLION

PENETRATION:

**41%**

JAN  
2020

# NAMIBIA

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



TOTAL  
POPULATION



**2.52**  
MILLION

URBANISATION:

**50%**

MOBILE PHONE  
CONNECTIONS



**2.89**  
MILLION

vs. POPULATION:

**115%**

INTERNET  
USERS



**1.28**  
MILLION

PENETRATION:

**51%**

ACTIVE SOCIAL  
MEDIA USERS



**710.0**  
THOUSAND

PENETRATION:

**28%**



we  
are  
social



JAN  
2020

# NAURU

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



TOTAL  
POPULATION



**10.8**  
THOUSAND

URBANISATION:

**100%**

MOBILE PHONE  
CONNECTIONS



**15.1**  
THOUSAND

vs. POPULATION:

**140%**

INTERNET  
USERS



**8,200**

PENETRATION:

**76%**

ACTIVE SOCIAL  
MEDIA USERS



**8,200**

PENETRATION:

**76%**

JAN  
2020

# NEPAL

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



TOTAL  
POPULATION



**28.87**  
MILLION

URBANISATION:

**20%**

MOBILE PHONE  
CONNECTIONS



**42.85**  
MILLION

vs. POPULATION:

**148%**

INTERNET  
USERS



**10.21**  
MILLION

PENETRATION:

**35%**

ACTIVE SOCIAL  
MEDIA USERS



**10.00**  
MILLION

PENETRATION:

**35%**

JAN  
2020

# THE NETHERLANDS

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



TOTAL  
POPULATION



17.12  
MILLION

URBANISATION:

91%

MOBILE PHONE  
CONNECTIONS



17.01  
MILLION

vs. POPULATION:

99%

INTERNET  
USERS



16.26  
MILLION

PENETRATION:

95%

ACTIVE SOCIAL  
MEDIA USERS



11.00  
MILLION

PENETRATION:

64%



we  
are  
social



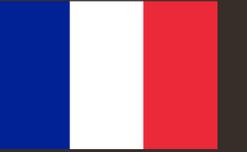
**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



JAN  
2020

# NEW CALEDONIA

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



TOTAL  
POPULATION



**284.1**  
THOUSAND

URBANISATION:

**71%**

MOBILE PHONE  
CONNECTIONS



**280.7**  
THOUSAND

vs. POPULATION:

**99%**

INTERNET  
USERS



**233.0**  
THOUSAND

PENETRATION:

**82%**

ACTIVE SOCIAL  
MEDIA USERS



**180.0**  
THOUSAND

PENETRATION:

**63%**



we  
are  
social



JAN  
2020

# NEW ZEALAND

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



TOTAL  
POPULATION



4.80  
MILLION

URBANISATION:

87%

MOBILE PHONE  
CONNECTIONS



6.49  
MILLION

vs. POPULATION:

135%

INTERNET  
USERS



4.47  
MILLION

PENETRATION:

93%

ACTIVE SOCIAL  
MEDIA USERS



3.60  
MILLION

PENETRATION:

75%



JAN  
2020

# NICARAGUA

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



TOTAL  
POPULATION



**6.59**  
MILLION

URBANISATION:

**59%**

MOBILE PHONE  
CONNECTIONS



**9.96**  
MILLION

vs. POPULATION:

**151%**

INTERNET  
USERS



**3.10**  
MILLION

PENETRATION:

**47%**

ACTIVE SOCIAL  
MEDIA USERS



**3.10**  
MILLION

PENETRATION:

**47%**

JAN  
2020

# NIGER

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



TOTAL  
POPULATION



**23.76**  
MILLION

URBANISATION:

**16%**

MOBILE PHONE  
CONNECTIONS



**11.10**  
MILLION

vs. POPULATION:

**47%**

INTERNET  
USERS



**2.78**  
MILLION

PENETRATION:

**12%**

ACTIVE SOCIAL  
MEDIA USERS



**490.0**  
THOUSAND

PENETRATION:

**2.1%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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2020

# NIGERIA

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



TOTAL  
POPULATION



**203.6**  
MILLION

URBANISATION:

**50%**

MOBILE PHONE  
CONNECTIONS



**169.2**  
MILLION

vs. POPULATION:

**83%**

INTERNET  
USERS



**85.49**  
MILLION

PENETRATION:

**42%**

ACTIVE SOCIAL  
MEDIA USERS



**27.00**  
MILLION

PENETRATION:

**13%**

JAN  
2020

# NIUE

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



TOTAL  
POPULATION



1,616

URBANISATION:

45%

MOBILE PHONE  
CONNECTIONS



1,550

vs. POPULATION:

96%

INTERNET  
USERS



1,286

PENETRATION:

80%

ACTIVE SOCIAL  
MEDIA USERS



1,100

PENETRATION:

68%



we  
are  
social



JAN  
2020

# NORFOLK ISLAND

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



TOTAL  
POPULATION



1,748

URBANISATION:

0%

MOBILE PHONE  
CONNECTIONS



1,594

vs. POPULATION:

91%

INTERNET  
USERS



1,412

PENETRATION:

81%

ACTIVE SOCIAL  
MEDIA USERS



1,200

PENETRATION:

69%

JAN  
2020

# THE NORTHERN MARIANA ISLANDS

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



TOTAL  
POPULATION



**57.4**  
THOUSAND

URBANISATION:

**92%**

MOBILE PHONE  
CONNECTIONS



**35.9**  
THOUSAND

vs. POPULATION:

**63%**

INTERNET  
USERS



**38.0**  
THOUSAND

PENETRATION:

**66%**

ACTIVE SOCIAL  
MEDIA USERS



**38.0**  
THOUSAND

PENETRATION:

**66%**



we  
are  
social



JAN  
2020

# NORWAY

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



TOTAL  
POPULATION



**5.40**  
MILLION

URBANISATION:

**82%**

MOBILE PHONE  
CONNECTIONS



**6.04**  
MILLION

vs. POPULATION:

**112%**

INTERNET  
USERS



**5.29**  
MILLION

PENETRATION:

**98%**

ACTIVE SOCIAL  
MEDIA USERS



**3.80**  
MILLION

PENETRATION:

**70%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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2020

# OMAN

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



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



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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2020

# PAKISTAN

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



TOTAL  
POPULATION



**218.7**  
MILLION

URBANISATION:

**37%**

MOBILE PHONE  
CONNECTIONS



**164.9**  
MILLION

vs. POPULATION:

**75%**

INTERNET  
USERS



**76.38**  
MILLION

PENETRATION:

**35%**

ACTIVE SOCIAL  
MEDIA USERS



**37.00**  
MILLION

PENETRATION:

**17%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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2020

# PALAU

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



TOTAL  
POPULATION



**18.0**  
THOUSAND

URBANISATION:

**80%**

MOBILE PHONE  
CONNECTIONS



**27.1**  
THOUSAND

vs. POPULATION:

**150%**

INTERNET  
USERS



**17.0**  
THOUSAND

PENETRATION:

**94%**

ACTIVE SOCIAL  
MEDIA USERS



**17.0**  
THOUSAND

PENETRATION:

**94%**

JAN  
2020

# PALESTINE

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



TOTAL  
POPULATION



**5.04**  
MILLION

URBANISATION:

**76%**

MOBILE PHONE  
CONNECTIONS



**4.33**  
MILLION

vs. POPULATION:

**86%**

INTERNET  
USERS



**3.25**  
MILLION

PENETRATION:

**64%**

ACTIVE SOCIAL  
MEDIA USERS



**2.70**  
MILLION

PENETRATION:

**54%**



we  
are  
social



JAN  
2020

# PANAMA

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



TOTAL  
POPULATION



**4.28**  
MILLION

URBANISATION:

**68%**

MOBILE PHONE  
CONNECTIONS



**4.86**  
MILLION

vs. POPULATION:

**114%**

INTERNET  
USERS



**2.63**  
MILLION

PENETRATION:

**62%**

ACTIVE SOCIAL  
MEDIA USERS



**2.40**  
MILLION

PENETRATION:

**56%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# PAPUA NEW GUINEA

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



TOTAL  
POPULATION



**8.86**  
MILLION

URBANISATION:

**13%**

MOBILE PHONE  
CONNECTIONS



**2.87**  
MILLION

vs. POPULATION:

**32%**

INTERNET  
USERS



**1.10**  
MILLION

PENETRATION:

**12%**

ACTIVE SOCIAL  
MEDIA USERS



**760.0**  
THOUSAND

PENETRATION:

**8.6%**



we  
are  
social



JAN  
2020

# PARAGUAY

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



TOTAL  
POPULATION



**7.09**  
MILLION

URBANISATION:

**62%**

MOBILE PHONE  
CONNECTIONS



**7.21**  
MILLION

vs. POPULATION:

**102%**

INTERNET  
USERS



**4.61**  
MILLION

PENETRATION:

**65%**

ACTIVE SOCIAL  
MEDIA USERS



**4.00**  
MILLION

PENETRATION:

**56%**



we  
are  
social



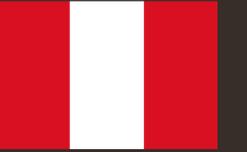
**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



JAN  
2020

# PERU

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



TOTAL  
POPULATION



**32.74**  
MILLION

URBANISATION:

**78%**

MOBILE PHONE  
CONNECTIONS



**38.08**  
MILLION

vs. POPULATION:

**116%**

INTERNET  
USERS



**24.00**  
MILLION

PENETRATION:

**73%**

ACTIVE SOCIAL  
MEDIA USERS



**24.00**  
MILLION

PENETRATION:

**73%**



we  
are  
social



JAN  
2020

# THE PHILIPPINES

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



TOTAL  
POPULATION



**108.8**  
MILLION

URBANISATION:  
**47%**

MOBILE PHONE  
CONNECTIONS



**173.2**  
MILLION

vs. POPULATION:  
**159%**

INTERNET  
USERS



**73.00**  
MILLION

PENETRATION:  
**67%**

ACTIVE SOCIAL  
MEDIA USERS



**73.00**  
MILLION

PENETRATION:  
**67%**



we  
are  
social



JAN  
2020

# POLAND

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



TOTAL  
POPULATION



**37.87**  
MILLION

URBANISATION:

**60%**

MOBILE PHONE  
CONNECTIONS



**51.84**  
MILLION

vs. POPULATION:

**137%**

INTERNET  
USERS



**30.63**  
MILLION

PENETRATION:

**81%**

ACTIVE SOCIAL  
MEDIA USERS



**19.00**  
MILLION

PENETRATION:

**50%**

JAN  
2020

# PORTUGAL

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



TOTAL  
POPULATION



**10.21**  
MILLION

URBANISATION:

**65%**

MOBILE PHONE  
CONNECTIONS



**15.80**  
MILLION

vs. POPULATION:

**155%**

INTERNET  
USERS



**8.52**  
MILLION

PENETRATION:

**83%**

ACTIVE SOCIAL  
MEDIA USERS



**7.00**  
MILLION

PENETRATION:

**69%**

JAN  
2020

# PUERTO RICO

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



TOTAL  
POPULATION



2.90  
MILLION

URBANISATION:

94%

MOBILE PHONE  
CONNECTIONS



3.06  
MILLION

vs. POPULATION:

106%

INTERNET  
USERS



2.44  
MILLION

PENETRATION:

84%

ACTIVE SOCIAL  
MEDIA USERS



2.10  
MILLION

PENETRATION:

72%



we  
are  
social



JAN  
2020

# QATAR

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



TOTAL  
POPULATION



**2.86**  
MILLION

URBANISATION:

**99%**

MOBILE PHONE  
CONNECTIONS



**4.34**  
MILLION

vs. POPULATION:

**152%**

INTERNET  
USERS



**2.83**  
MILLION

PENETRATION:

**99%**

ACTIVE SOCIAL  
MEDIA USERS



**2.83**  
MILLION

PENETRATION:

**99%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



JAN  
2020

# RÉUNION

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



TOTAL  
POPULATION



892.1  
THOUSAND

URBANISATION:

100%

MOBILE PHONE  
CONNECTIONS



872.8  
THOUSAND

vs. POPULATION:

98%

INTERNET  
USERS



550.0  
THOUSAND

PENETRATION:

62%

ACTIVE SOCIAL  
MEDIA USERS



550.0  
THOUSAND

PENETRATION:

62%



we  
are  
social



JAN  
2020

# ROMANIA

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



TOTAL  
POPULATION



**19.30**  
MILLION

URBANISATION:

**54%**

MOBILE PHONE  
CONNECTIONS



**26.63**  
MILLION

vs. POPULATION:

**138%**

INTERNET  
USERS



**15.35**  
MILLION

PENETRATION:

**80%**

ACTIVE SOCIAL  
MEDIA USERS



**11.00**  
MILLION

PENETRATION:

**57%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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2020

# THE RUSSIAN FEDERATION

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



TOTAL  
POPULATION



**145.9**  
MILLION

URBANISATION:

**74%**

MOBILE PHONE  
CONNECTIONS



**237.6**  
MILLION

vs. POPULATION:

**163%**

INTERNET  
USERS



**118.0**  
MILLION

PENETRATION:

**81%**

ACTIVE SOCIAL  
MEDIA USERS



**70.00**  
MILLION

PENETRATION:

**48%**



we  
are  
social



JAN  
2020

# RWANDA

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



TOTAL  
POPULATION



**12.79**  
MILLION

URBANISATION:

**17%**

MOBILE PHONE  
CONNECTIONS



**9.37**  
MILLION

vs. POPULATION:

**73%**

INTERNET  
USERS



**3.31**  
MILLION

PENETRATION:

**26%**

ACTIVE SOCIAL  
MEDIA USERS



**610.0**  
THOUSAND

PENETRATION:

**4.8%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



JAN  
2020

# SAINT BARTHÉLEMY

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



TOTAL  
POPULATION



9,869

URBANISATION:

100%

MOBILE PHONE  
CONNECTIONS



4,440

vs. POPULATION:

45%

INTERNET  
USERS



8,000

PENETRATION:

81%

ACTIVE SOCIAL  
MEDIA USERS



8,000

PENETRATION:

81%

JAN  
2020

# ST. HELENA, ASCENSION & TRISTAN DA CUNHA

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



TOTAL  
POPULATION



6,066

URBANISATION:

40%

MOBILE PHONE  
CONNECTIONS



3,202

vs. POPULATION:

53%

INTERNET  
USERS



2,281

PENETRATION:

38%

ACTIVE SOCIAL  
MEDIA USERS



2,200

PENETRATION:

36%



we  
are  
social



JAN  
2020

# SAINT KITTS & NEVIS

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



TOTAL  
POPULATION



**53.0**  
THOUSAND

URBANISATION:

**31%**

MOBILE PHONE  
CONNECTIONS



**76.6**  
THOUSAND

vs. POPULATION:

**144%**

INTERNET  
USERS



**42.8**  
THOUSAND

PENETRATION:

**81%**

ACTIVE SOCIAL  
MEDIA USERS



**38.0**  
THOUSAND

PENETRATION:

**72%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



JAN  
2020

# SAINT LUCIA

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



TOTAL  
POPULATION



**183.2**  
THOUSAND

URBANISATION:

**19%**

MOBILE PHONE  
CONNECTIONS



**196.0**  
THOUSAND

vs. POPULATION:

**107%**

INTERNET  
USERS



**100.0**  
THOUSAND

PENETRATION:

**55%**

ACTIVE SOCIAL  
MEDIA USERS



**100.0**  
THOUSAND

PENETRATION:

**55%**



we  
are  
social



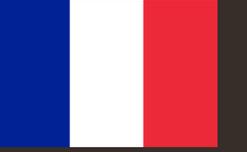
**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



JAN  
2020

# SAINT MARTIN

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



TOTAL  
POPULATION



**38.3**  
THOUSAND

URBANISATION:

**100%**

MOBILE PHONE  
CONNECTIONS



**14.0**  
THOUSAND

vs. POPULATION:

**36%**

INTERNET  
USERS



**19.0**  
THOUSAND

PENETRATION:

**50%**

ACTIVE SOCIAL  
MEDIA USERS



**25.0**  
THOUSAND

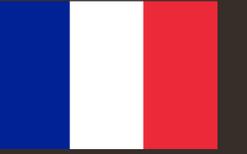
PENETRATION:

**65%**

JAN  
2020

# SAINT PIERRE & MIQUELON

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



TOTAL  
POPULATION



5,808

URBANISATION:

90%

MOBILE PHONE  
CONNECTIONS



7,657

vs. POPULATION:

132%

INTERNET  
USERS



4,600

PENETRATION:

79%

ACTIVE SOCIAL  
MEDIA USERS



4,600

PENETRATION:

79%



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

JAN  
2020

# SAINT VINCENT & THE GRENADINES

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



TOTAL  
POPULATION



**110.8**  
THOUSAND

URBANISATION:

**52%**

MOBILE PHONE  
CONNECTIONS



**141.4**  
THOUSAND

vs. POPULATION:

**128%**

INTERNET  
USERS



**67.0**  
THOUSAND

PENETRATION:

**60%**

ACTIVE SOCIAL  
MEDIA USERS



**67.0**  
THOUSAND

PENETRATION:

**60%**



we  
are  
social



JAN  
2020

# SAMOA

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



TOTAL  
POPULATION



**197.8**  
THOUSAND

URBANISATION:

**18%**

MOBILE PHONE  
CONNECTIONS



**144.4**  
THOUSAND

vs. POPULATION:

**73%**

INTERNET  
USERS



**130.0**  
THOUSAND

PENETRATION:

**66%**

ACTIVE SOCIAL  
MEDIA USERS



**130.0**  
THOUSAND

PENETRATION:

**66%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



JAN  
2020

# SAN MARINO

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



TOTAL  
POPULATION



**33.9**  
THOUSAND

URBANISATION:

**97%**

MOBILE PHONE  
CONNECTIONS



we  
are  
social

**4,410**

vs. POPULATION:

**13%**

INTERNET  
USERS



**20.4**  
THOUSAND

PENETRATION:

**60%**

ACTIVE SOCIAL  
MEDIA USERS



**13.0**  
THOUSAND

PENETRATION:

**38%**

JAN  
2020

# SÃO TOMÉ & PRÍNCIPE

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



TOTAL  
POPULATION



**217.1**  
THOUSAND

URBANISATION:

**73%**

MOBILE PHONE  
CONNECTIONS



**255.7**  
THOUSAND

vs. POPULATION:

**118%**

INTERNET  
USERS



**65.0**  
THOUSAND

PENETRATION:

**30%**

ACTIVE SOCIAL  
MEDIA USERS



**62.0**  
THOUSAND

PENETRATION:

**29%**

JAN  
2020

# SAUDI ARABIA

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



TOTAL  
POPULATION



**34.54**  
MILLION

URBANISATION:

**84%**

MOBILE PHONE  
CONNECTIONS



**40.20**  
MILLION

vs. POPULATION:

**116%**

INTERNET  
USERS



**32.23**  
MILLION

PENETRATION:

**93%**

ACTIVE SOCIAL  
MEDIA USERS



**25.00**  
MILLION

PENETRATION:

**72%**



we  
are  
social



JAN  
2020

# SENEGAL

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



TOTAL  
POPULATION



**16.52**  
MILLION

URBANISATION:

**47%**

MOBILE PHONE  
CONNECTIONS



**18.00**  
MILLION

vs. POPULATION:

**109%**

INTERNET  
USERS



**7.60**  
MILLION

PENETRATION:

**46%**

ACTIVE SOCIAL  
MEDIA USERS



**3.40**  
MILLION

PENETRATION:

**21%**

JAN  
2020

# SERBIA

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



TOTAL  
POPULATION



**8.75**  
MILLION

URBANISATION:

**56%**

MOBILE PHONE  
CONNECTIONS



**8.59**  
MILLION

vs. POPULATION:

**98%**

INTERNET  
USERS



**6.57**  
MILLION

PENETRATION:

**75%**

ACTIVE SOCIAL  
MEDIA USERS



**3.70**  
MILLION

PENETRATION:

**42%**

JAN  
2020

# THE SEYCHELLES

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



TOTAL  
POPULATION



**98.0**  
THOUSAND

URBANISATION:

**57%**

MOBILE PHONE  
CONNECTIONS



**172.9**  
THOUSAND

vs. POPULATION:

**176%**

INTERNET  
USERS



**73.0**  
THOUSAND

PENETRATION:

**74%**

ACTIVE SOCIAL  
MEDIA USERS



**73.0**  
THOUSAND

PENETRATION:

**74%**

JAN  
2020

# SIERRA LEONE

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



TOTAL  
POPULATION



**7.90**  
MILLION

URBANISATION:

**42%**

MOBILE PHONE  
CONNECTIONS



**6.90**  
MILLION

vs. POPULATION:

**87%**

INTERNET  
USERS



**1.99**  
MILLION

PENETRATION:

**25%**

ACTIVE SOCIAL  
MEDIA USERS



**700.0**  
THOUSAND

PENETRATION:

**8.9%**



we  
are  
social



JAN  
2020

# SINGAPORE

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



TOTAL  
POPULATION



**5.83**  
MILLION

URBANISATION:

**100%**

MOBILE PHONE  
CONNECTIONS



**8.56**  
MILLION

vs. POPULATION:

**147%**

INTERNET  
USERS



**5.14**  
MILLION

PENETRATION:

**88%**

ACTIVE SOCIAL  
MEDIA USERS



**4.60**  
MILLION

PENETRATION:

**79%**



JAN  
2020

# SINT MAARTEN

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



TOTAL  
POPULATION



**42.6**  
THOUSAND

URBANISATION:

**100%**

MOBILE PHONE  
CONNECTIONS



**82.1**  
THOUSAND

vs. POPULATION:

**193%**

INTERNET  
USERS



**39.0**  
THOUSAND

PENETRATION:

**91%**

ACTIVE SOCIAL  
MEDIA USERS



**33.0**  
THOUSAND

PENETRATION:

**77%**

JAN  
2020

# SLOVAKIA

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



TOTAL  
POPULATION



**5.46**  
MILLION

URBANISATION:

**54%**

MOBILE PHONE  
CONNECTIONS



**8.04**  
MILLION

vs. POPULATION:

**147%**

INTERNET  
USERS



**4.53**  
MILLION

PENETRATION:

**83%**

ACTIVE SOCIAL  
MEDIA USERS



**2.80**  
MILLION

PENETRATION:

**51%**



we  
are  
social



JAN  
2020

# SLOVENIA

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



TOTAL  
POPULATION



**2.08**  
MILLION

URBANISATION:

**55%**

MOBILE PHONE  
CONNECTIONS



**2.15**  
MILLION

vs. POPULATION:

**103%**

INTERNET  
USERS



**1.68**  
MILLION

PENETRATION:

**81%**

ACTIVE SOCIAL  
MEDIA USERS



**1.10**  
MILLION

PENETRATION:

**53%**



we  
are  
social



JAN  
2020

# THE SOLOMON ISLANDS

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



TOTAL  
POPULATION



**678.3**  
THOUSAND

URBANISATION:

**24%**

MOBILE PHONE  
CONNECTIONS



**479.8**  
THOUSAND

vs. POPULATION:

**71%**

INTERNET  
USERS



**147.5**  
THOUSAND

PENETRATION:

**22%**

ACTIVE SOCIAL  
MEDIA USERS



**97.0**  
THOUSAND

PENETRATION:

**14%**

JAN  
2020

# SOMALIA

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



TOTAL  
POPULATION



**15.67**  
MILLION

URBANISATION:

**45%**

MOBILE PHONE  
CONNECTIONS



**7.55**  
MILLION

vs. POPULATION:

**48%**

INTERNET  
USERS



**1.63**  
MILLION

PENETRATION:

**10%**

ACTIVE SOCIAL  
MEDIA USERS



**1.60**  
MILLION

PENETRATION:

**10%**

JAN  
2020

# SOUTH AFRICA

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



TOTAL  
POPULATION



**58.93**  
MILLION

URBANISATION:

**66%**

MOBILE PHONE  
CONNECTIONS



**103.5**  
MILLION

vs. POPULATION:

**176%**

INTERNET  
USERS



**36.54**  
MILLION

PENETRATION:

**62%**

ACTIVE SOCIAL  
MEDIA USERS



**22.00**  
MILLION

PENETRATION:

**37%**



we  
are  
social



JAN  
2020

# SOUTH SUDAN

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



TOTAL  
POPULATION



**11.13**  
MILLION

URBANISATION:

**20%**

MOBILE PHONE  
CONNECTIONS



**2.20**  
MILLION

vs. POPULATION:

**20%**

INTERNET  
USERS



**887.7**  
THOUSAND

PENETRATION:

**8.0%**

ACTIVE SOCIAL  
MEDIA USERS



**280.0**  
THOUSAND

PENETRATION:

**2.5%**

JAN  
2020

# SPAIN

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



TOTAL  
POPULATION



**46.75**  
MILLION

URBANISATION:

**80%**

MOBILE PHONE  
CONNECTIONS



**54.11**  
MILLION

vs. POPULATION:

**116%**

INTERNET  
USERS



**42.40**  
MILLION

PENETRATION:

**91%**

ACTIVE SOCIAL  
MEDIA USERS



**29.00**  
MILLION

PENETRATION:

**62%**



we  
are  
social



JAN  
2020

# SRI LANKA

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



TOTAL  
POPULATION



**21.37**  
MILLION

URBANISATION:

**18%**

MOBILE PHONE  
CONNECTIONS



**31.80**  
MILLION

vs. POPULATION:

**149%**

INTERNET  
USERS



**10.10**  
MILLION

PENETRATION:

**47%**

ACTIVE SOCIAL  
MEDIA USERS



**6.40**  
MILLION

PENETRATION:

**30%**

JAN  
2020

# SUDAN

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



TOTAL  
POPULATION



**43.33**  
MILLION

URBANISATION:

**35%**

MOBILE PHONE  
CONNECTIONS



**32.83**  
MILLION

vs. POPULATION:

**76%**

INTERNET  
USERS



**13.38**  
MILLION

PENETRATION:

**31%**

ACTIVE SOCIAL  
MEDIA USERS



**300.0**  
THOUSAND

PENETRATION:

**0.7%**

JAN  
2020

# SURINAME

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



TOTAL  
POPULATION



**584.0**  
THOUSAND

URBANISATION:

**66%**

MOBILE PHONE  
CONNECTIONS



**1.01**  
MILLION

vs. POPULATION:

**174%**

INTERNET  
USERS



**360.0**  
THOUSAND

PENETRATION:

**62%**

ACTIVE SOCIAL  
MEDIA USERS



**360.0**  
THOUSAND

PENETRATION:

**62%**

JAN  
2020

# SVALBARD & JAN MAYEN

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



TOTAL  
POPULATION



2,379

URBANISATION:

0%

MOBILE PHONE  
CONNECTIONS



3,124

vs. POPULATION:

131%

INTERNET  
USERS



2,100

PENETRATION:

88%

ACTIVE SOCIAL  
MEDIA USERS



2,100

PENETRATION:

88%



we  
are  
social



JAN  
2020

# SWEDEN

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



TOTAL  
POPULATION



**10.07**  
MILLION

URBANISATION:

**87%**

MOBILE PHONE  
CONNECTIONS



**14.67**  
MILLION

vs. POPULATION:

**146%**

INTERNET  
USERS



**9.67**  
MILLION

PENETRATION:

**96%**

ACTIVE SOCIAL  
MEDIA USERS



**7.30**  
MILLION

PENETRATION:

**73%**



we  
are  
social



JAN  
2020

# SWITZERLAND

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



TOTAL  
POPULATION



8.62  
MILLION

URBANISATION:

74%

MOBILE PHONE  
CONNECTIONS



10.44  
MILLION

vs. POPULATION:

121%

INTERNET  
USERS



8.28  
MILLION

PENETRATION:

96%

ACTIVE SOCIAL  
MEDIA USERS



4.50  
MILLION

PENETRATION:

52%



we  
are  
social



JAN  
2020

# SYRIA

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



TOTAL  
POPULATION



**17.29**  
MILLION

URBANISATION:

**54%**

MOBILE PHONE  
CONNECTIONS



**14.31**  
MILLION

vs. POPULATION:

**83%**

INTERNET  
USERS



**8.11**  
MILLION

PENETRATION:

**47%**

ACTIVE SOCIAL  
MEDIA USERS



**4.00**  
MILLION

PENETRATION:

**23%**

JAN  
2020

# TAIWAN

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



TOTAL  
POPULATION



**23.80**  
MILLION

URBANISATION:

**78%**

MOBILE PHONE  
CONNECTIONS



**28.43**  
MILLION

vs. POPULATION:

**119%**

INTERNET  
USERS



**20.51**  
MILLION

PENETRATION:

**86%**

ACTIVE SOCIAL  
MEDIA USERS



**21.00**  
MILLION

PENETRATION:

**88%**

JAN  
2020

# TAJIKISTAN

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



TOTAL  
POPULATION



**9.43**  
MILLION

URBANISATION:

**27%**

MOBILE PHONE  
CONNECTIONS



**10.04**  
MILLION

vs. POPULATION:

**107%**

INTERNET  
USERS



**2.42**  
MILLION

PENETRATION:

**26%**

ACTIVE SOCIAL  
MEDIA USERS



**660.0**  
THOUSAND

PENETRATION:

**7.0%**

JAN  
2020

# TANZANIA

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



TOTAL  
POPULATION



**58.87**  
MILLION

URBANISATION:

**34%**

MOBILE PHONE  
CONNECTIONS



**44.13**  
MILLION

vs. POPULATION:

**75%**

INTERNET  
USERS



**14.72**  
MILLION

PENETRATION:

**25%**

ACTIVE SOCIAL  
MEDIA USERS



**4.50**  
MILLION

PENETRATION:

**7.6%**



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# THAILAND

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



TOTAL  
POPULATION

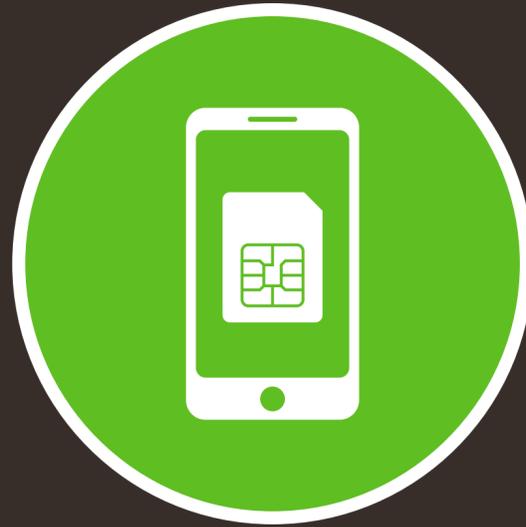


**69.71**  
MILLION

URBANISATION:

**50%**

MOBILE PHONE  
CONNECTIONS



**93.39**  
MILLION

vs. POPULATION:

**134%**

INTERNET  
USERS



**52.00**  
MILLION

PENETRATION:

**75%**

ACTIVE SOCIAL  
MEDIA USERS



**52.00**  
MILLION

PENETRATION:

**75%**

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# TIMOR-LESTE

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



TOTAL  
POPULATION



**1.31**  
MILLION

URBANISATION:

**31%**

MOBILE PHONE  
CONNECTIONS



**1.45**  
MILLION

vs. POPULATION:

**111%**

INTERNET  
USERS



**515.1**  
THOUSAND

PENETRATION:

**39%**

ACTIVE SOCIAL  
MEDIA USERS



**410.0**  
THOUSAND

PENETRATION:

**31%**

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# TOGO

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



TOTAL  
POPULATION



**8.18**  
MILLION

URBANISATION:

**42%**

MOBILE PHONE  
CONNECTIONS



**6.53**  
MILLION

vs. POPULATION:

**80%**

INTERNET  
USERS



**1.71**  
MILLION

PENETRATION:

**21%**

ACTIVE SOCIAL  
MEDIA USERS



**650.0**  
THOUSAND

PENETRATION:

**7.9%**

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# TOKELAU

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



TOTAL  
POPULATION



1,340

URBANISATION:

0%

MOBILE PHONE  
CONNECTIONS



906

vs. POPULATION:

68%

INTERNET  
USERS



500

PENETRATION:

37%

ACTIVE SOCIAL  
MEDIA USERS



500

PENETRATION:

37%



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are  
social



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social



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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# TONGA

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



TOTAL  
POPULATION



**105.1**  
THOUSAND

URBANISATION:

**23%**

MOBILE PHONE  
CONNECTIONS



**111.5**  
THOUSAND

vs. POPULATION:

**106%**

INTERNET  
USERS



**68.0**  
THOUSAND

PENETRATION:

**65%**

ACTIVE SOCIAL  
MEDIA USERS



**68.0**  
THOUSAND

PENETRATION:

**65%**

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# TRANSNISTRIA

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



TOTAL  
POPULATION



**469.0**  
THOUSAND

URBANISATION:

**38%**

MOBILE PHONE  
CONNECTIONS



[N/A]

vs. POPULATION:

[N/A]

INTERNET  
USERS



**100.0**  
THOUSAND

PENETRATION:

**21%**

ACTIVE SOCIAL  
MEDIA USERS



**100.0**  
THOUSAND

PENETRATION:

**21%**



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# TRINIDAD & TOBAGO

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



TOTAL  
POPULATION



**1.40**  
MILLION

URBANISATION:

**53%**

MOBILE PHONE  
CONNECTIONS



**1.89**  
MILLION

vs. POPULATION:

**136%**

INTERNET  
USERS



**1.08**  
MILLION

PENETRATION:

**77%**

ACTIVE SOCIAL  
MEDIA USERS



**860.0**  
THOUSAND

PENETRATION:

**62%**



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# TUNISIA

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



TOTAL  
POPULATION



**11.76**  
MILLION

URBANISATION:

**69%**

MOBILE PHONE  
CONNECTIONS



**17.77**  
MILLION

vs. POPULATION:

**151%**

INTERNET  
USERS



**7.55**  
MILLION

PENETRATION:

**64%**

ACTIVE SOCIAL  
MEDIA USERS



**7.30**  
MILLION

PENETRATION:

**62%**

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# TURKEY

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



TOTAL  
POPULATION



**83.88**  
MILLION

URBANISATION:

**75%**

MOBILE PHONE  
CONNECTIONS



**77.39**  
MILLION

vs. POPULATION:

**92%**

INTERNET  
USERS



**62.07**  
MILLION

PENETRATION:

**74%**

ACTIVE SOCIAL  
MEDIA USERS



**54.00**  
MILLION

PENETRATION:

**64%**



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# TURKMENISTAN

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



TOTAL  
POPULATION



**5.99**  
MILLION

URBANISATION:

**52%**

MOBILE PHONE  
CONNECTIONS



**4.79**  
MILLION

vs. POPULATION:

**80%**

INTERNET  
USERS



**1.56**  
MILLION

PENETRATION:

**26%**

ACTIVE SOCIAL  
MEDIA USERS



**72.0**  
THOUSAND

PENETRATION:

**1.2%**

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# THE TURKS & CAICOS ISLANDS

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



TOTAL  
POPULATION



**38.5**  
THOUSAND

URBANISATION:

**93%**

MOBILE PHONE  
CONNECTIONS



**43.9**  
THOUSAND

vs. POPULATION:

**114%**

INTERNET  
USERS



**31.0**  
THOUSAND

PENETRATION:

**81%**

ACTIVE SOCIAL  
MEDIA USERS



**31.0**  
THOUSAND

PENETRATION:

**81%**

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# TUVALU

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



TOTAL  
POPULATION



**11.7**  
THOUSAND

URBANISATION:

**62%**

MOBILE PHONE  
CONNECTIONS



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**3,833**

vs. POPULATION:

**33%**

INTERNET  
USERS



**5,782**

PENETRATION:

**49%**

ACTIVE SOCIAL  
MEDIA USERS



**5,600**

PENETRATION:

**48%**



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# UGANDA

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



TOTAL  
POPULATION



**45.01**  
MILLION

URBANISATION:

**24%**

MOBILE PHONE  
CONNECTIONS



**26.83**  
MILLION

vs. POPULATION:

**60%**

INTERNET  
USERS



**10.67**  
MILLION

PENETRATION:

**24%**

ACTIVE SOCIAL  
MEDIA USERS



**2.50**  
MILLION

PENETRATION:

**5.6%**

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# UKRAINE

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



TOTAL  
POPULATION



**43.86**  
MILLION

URBANISATION:

**69%**

MOBILE PHONE  
CONNECTIONS



**60.88**  
MILLION

vs. POPULATION:

**139%**

INTERNET  
USERS



**27.46**  
MILLION

PENETRATION:

**63%**

ACTIVE SOCIAL  
MEDIA USERS



**19.00**  
MILLION

PENETRATION:

**43%**



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**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# THE UNITED ARAB EMIRATES

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



TOTAL  
POPULATION



**9.83**  
MILLION

URBANISATION:

**87%**

MOBILE PHONE  
CONNECTIONS



**18.38**  
MILLION

vs. POPULATION:

**187%**

INTERNET  
USERS



**9.73**  
MILLION

PENETRATION:

**99%**

ACTIVE SOCIAL  
MEDIA USERS



**9.73**  
MILLION

PENETRATION:

**99%**



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# THE UNITED KINGDOM

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



TOTAL  
POPULATION



**67.71**  
MILLION

URBANISATION:

**83%**

MOBILE PHONE  
CONNECTIONS



**72.41**  
MILLION

vs. POPULATION:

**107%**

INTERNET  
USERS



**65.00**  
MILLION

PENETRATION:

**96%**

ACTIVE SOCIAL  
MEDIA USERS



**45.00**  
MILLION

PENETRATION:

**66%**



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# THE UNITED STATES OF AMERICA

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



TOTAL  
POPULATION



**330.0**  
MILLION

URBANISATION:

**82%**

MOBILE PHONE  
CONNECTIONS



**353.2**  
MILLION

vs. POPULATION:

**107%**

INTERNET  
USERS



**288.1**  
MILLION

PENETRATION:

**87%**

ACTIVE SOCIAL  
MEDIA USERS



**230.0**  
MILLION

PENETRATION:

**70%**



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# THE UNITED STATES VIRGIN ISLANDS

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



TOTAL  
POPULATION



**104.5**  
THOUSAND

URBANISATION:

**96%**

MOBILE PHONE  
CONNECTIONS



**207.1**  
THOUSAND

vs. POPULATION:

**198%**

INTERNET  
USERS



**67.3**  
THOUSAND

PENETRATION:

**64%**

ACTIVE SOCIAL  
MEDIA USERS



**25.0**  
THOUSAND

PENETRATION:

**24%**



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# URUGUAY

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



TOTAL  
POPULATION



**3.47**  
MILLION

URBANISATION:

**95%**

MOBILE PHONE  
CONNECTIONS



**5.42**  
MILLION

vs. POPULATION:

**156%**

INTERNET  
USERS



**2.70**  
MILLION

PENETRATION:

**78%**

ACTIVE SOCIAL  
MEDIA USERS



**2.70**  
MILLION

PENETRATION:

**78%**



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# UZBEKISTAN

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



TOTAL  
POPULATION



**33.23**  
MILLION

URBANISATION:

**50%**

MOBILE PHONE  
CONNECTIONS



**25.14**  
MILLION

vs. POPULATION:

**76%**

INTERNET  
USERS



**18.34**  
MILLION

PENETRATION:

**55%**

ACTIVE SOCIAL  
MEDIA USERS



**3.20**  
MILLION

PENETRATION:

**9.6%**

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# VANUATU

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



TOTAL  
POPULATION

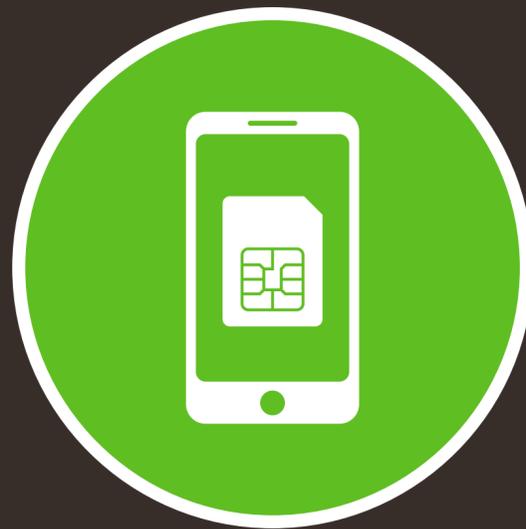


**303.5**  
THOUSAND

URBANISATION:

**25%**

MOBILE PHONE  
CONNECTIONS



**349.9**  
THOUSAND

vs. POPULATION:

**115%**

INTERNET  
USERS



**95.0**  
THOUSAND

PENETRATION:

**31%**

ACTIVE SOCIAL  
MEDIA USERS



**95.0**  
THOUSAND

PENETRATION:

**31%**

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# VENEZUELA

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



TOTAL  
POPULATION



**28.48**  
MILLION

URBANISATION:

**88%**

MOBILE PHONE  
CONNECTIONS



**23.21**  
MILLION

vs. POPULATION:

**81%**

INTERNET  
USERS



**20.50**  
MILLION

PENETRATION:

**72%**

ACTIVE SOCIAL  
MEDIA USERS



**12.00**  
MILLION

PENETRATION:

**42%**

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2020

# VIETNAM

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



TOTAL  
POPULATION



**96.90**  
MILLION

URBANISATION:

**36%**

MOBILE PHONE  
CONNECTIONS



**145.8**  
MILLION

vs. POPULATION:

**150%**

INTERNET  
USERS



**68.17**  
MILLION

PENETRATION:

**70%**

ACTIVE SOCIAL  
MEDIA USERS



**65.00**  
MILLION

PENETRATION:

**67%**



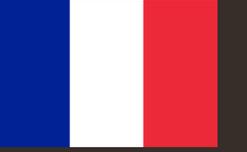
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# WALLIS & FUTUNA

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



TOTAL  
POPULATION



**11.3**  
THOUSAND

URBANISATION:

**0%**

MOBILE PHONE  
CONNECTIONS



**8,210**

vs. POPULATION:

**72%**

INTERNET  
USERS



**5,500**

PENETRATION:

**48%**

ACTIVE SOCIAL  
MEDIA USERS



**5,500**

PENETRATION:

**48%**

JAN  
2020

# WESTERN SAHARA

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



TOTAL  
POPULATION



**589.9**  
THOUSAND

URBANISATION:

**87%**

MOBILE PHONE  
CONNECTIONS



[N/A]

vs. POPULATION:

[N/A]

INTERNET  
USERS



**410.0**  
THOUSAND

PENETRATION:

**70%**

ACTIVE SOCIAL  
MEDIA USERS



**410.0**  
THOUSAND

PENETRATION:

**70%**



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# YEMEN

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



TOTAL  
POPULATION



**29.49**  
MILLION

URBANISATION:

**37%**

MOBILE PHONE  
CONNECTIONS



**17.82**  
MILLION

vs. POPULATION:

**60%**

INTERNET  
USERS



**7.88**  
MILLION

PENETRATION:

**27%**

ACTIVE SOCIAL  
MEDIA USERS



**2.50**  
MILLION

PENETRATION:

**8.5%**

JAN  
2020

# ZAMBIA

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



TOTAL  
POPULATION



**18.12**  
MILLION

URBANISATION:

**44%**

MOBILE PHONE  
CONNECTIONS



**16.00**  
MILLION

vs. POPULATION:

**88%**

INTERNET  
USERS



**4.43**  
MILLION

PENETRATION:

**24%**

ACTIVE SOCIAL  
MEDIA USERS



**2.30**  
MILLION

PENETRATION:

**13%**

JAN  
2020

# ZIMBABWE

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



TOTAL  
POPULATION



**14.75**  
MILLION

URBANISATION:

**32%**

MOBILE PHONE  
CONNECTIONS



**12.18**  
MILLION

vs. POPULATION:

**83%**

INTERNET  
USERS



**4.81**  
MILLION

PENETRATION:

**33%**

ACTIVE SOCIAL  
MEDIA USERS



**980.0**  
THOUSAND

PENETRATION:

**6.6%**





## DIGITAL 2020

### GLOBAL DIGITAL OVERVIEW

ESSENTIAL INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE THE INTERNET, MOBILE DEVICES, SOCIAL MEDIA, AND ECOMMERCE



## DIGITAL 2019

### GLOBAL DIGITAL YEARBOOK

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD



[CLICK HERE](#) TO READ OUR **DIGITAL 2020 GLOBAL OVERVIEW REPORT**, PACKED WITH HUNDREDS OF ESSENTIAL DATA, CHARTS, AND INSIGHTS FROM AROUND THE WORLD

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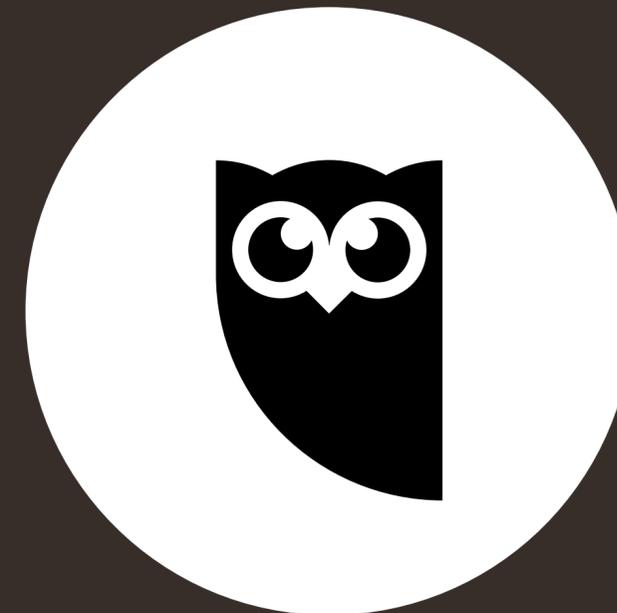


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**WE ARE SOCIAL**



**HOOTSUITE**

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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.

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