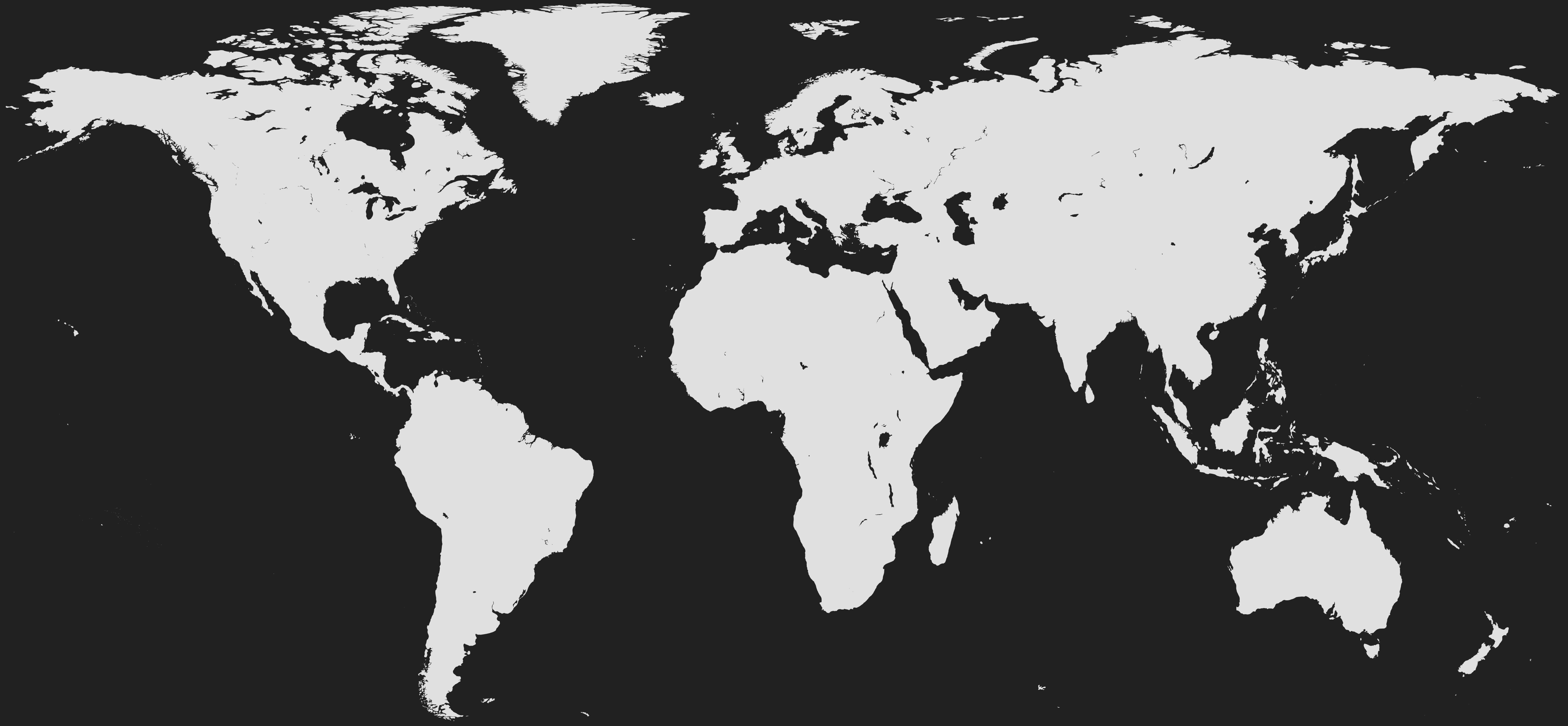

DIGITAL 2022

GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS

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DIGITAL 2022: THE RISE OF CONNECTED TECH CONTINUES

After the remarkable levels of growth we saw last year, I fully expected to see less impressive figures in this year's report. However, even after a decade of producing these Global Digital Reports, the data never ceases to surprise me.

Social media user numbers continue to grow faster than they did pre-pandemic, with the global total still increasing at a rate of almost 13½ new users every *second*.

Double-digit annual growth has taken the global social media user figure to 4.62 billion, and current trends indicate that it will equal 60 percent of the world's total population within the next few months.

COVID-19 continues to hamper research into internet adoption though, resulting in reporting delays that have kept overall growth in internet user figures down for the second year in a row.

Despite these challenges, however, the latest data reveal that the number of people who *don't* use the internet has now fallen *below* 3 billion, marking another important milestone on our journey towards equal digital access for all.

Meanwhile, at 4.95 billion, we're also tantalisingly close to reaching a global total of 5 billion internet users, and I'm looking forward to celebrating that particular milestone with you in one of our upcoming Statshot reports.

As always, the data in this year's reports goes well beyond user numbers though, and our latest collection offers some especially interesting insights into the world's evolving online behaviours.

For example, TikTok users spent an average of 48 percent *more* time using the platform's mobile app over the past 12 months compared with the previous year, while YouTube users now spend almost a full day each month watching videos in the platform's app.

However, the cost of social media ad impressions has jumped by more than 20 percent over the past 12 months, and even though marketers are now spending considerably *more* on social media ads than they were this time a year ago, they're actually seeing *fewer* overall impressions for their investments.

The importance of the mobile economy is increasingly evident in this year's numbers too, with annual consumer spend on mobile apps reaching US$170 billion – equal to 0.2 percent of total global GDP.

Meanwhile, the typical global ecommerce shopper now spends an average of more than US$1,000 per year on online consumer goods purchases, while figures for China reveal that online purchases in this category are already worth the equivalent of 10 percent of national GDP.

The data also show that cryptocurrencies have been gaining momentum, and more than 1 in 10 working-age internet users now owns at least one form of "crypto". However, adoption rates rise significantly in developing economies, while Turkey has seen ownership of cryptocurrencies almost double over the past 12 months.

This summary barely scratches the surface of this year's findings though, so prepare yourself for a full-on feast of facts and figures as you dig into the report.

You'll also find analysis and commentary from a selection of our partners in this year's report, delivering valuable insight and perspective from some of the world's top digital experts.

And just in case you need any help translating all of this data into action, please feel free to get in touch with me; you'll find my contact details at the end of this report.

But with that, I'd like to wish you the very best of luck for your digital journey in 2022. Here's to another year of impressive digital milestones!

Simon Kemp
CEO, Kepios

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CLICK HERE TO READ OUR DIGITAL 2022 LOCAL COUNTRY HEADLINES REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD

FOR ADDITIONAL CONTEXT INTO HOW DIGITAL BEHAVIOURS HAVE EVOLVED THIS YEAR, CLICK HERE TO READ LAST YEAR'S DIGITAL 2021 GLOBAL OVERVIEW REPORT

FIND THOUSANDS OF REPORTS EXPLORING DIGITAL TRENDS IN EVERY COUNTRY IN THE WORLD IN OUR FREE ONLINE LIBRARY:

DATAREPORTAL.COM/LIBRARY

IMPORTANT NOTES ON COMPARING DATA

The findings published in this report use the latest data available at the time of production. This may include revised figures for historical data points that were not available when we published previous reports in the Global Digital Reports series. From time to time, we may also change the data sources that we use to inform specific data points, and we may also change how we calculate certain values. Similarly, our data partners may change the ways in which they source, calculate, or report the data that they share with us. As a result, findings published in this report **may not correlate** with findings published in our previous reports, especially where such findings represent change over time (e.g. annual growth). Where we report figures for change over time, such figures will use the latest available data, so we recommend using the **values published in this report**, rather than trying to recalculate such values using data from previous reports. Wherever we're aware of the potential for historical mismatches, we've included a note on comparability in the footnotes of each relevant slide. Please read these advisories carefully to understand how data sources or calculations have changed since previous reports, and beware of making any comparisons with historical data. In addition to changes in data sources and calculations, please note that social media user numbers **may not** represent unique individuals. This is because some people may manage multiple social media accounts, and because some social media accounts may represent 'non-human' entities (e.g. businesses, animals, bands, etc.). As a result, the figures we publish for social media users may **exceed** the figures we publish for total population or for internet users. This may seem counter-intuitive, but such differences do not represent mistakes. For more information, please read our notes on data variance, mismatches, and curiosities: https://datareportal.com/notes-on-data.

GLOBAL HEADLINES

JAN 2022

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

GLOBAL OVERVIEW

TOTAL POPULATION	UNIQUE MOBILE PHONE USERS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
7.91 BILLION	5.31 BILLION	4.95 BILLION	4.62 BILLION
URBANISATION	vs. POPULATION	vs. POPULATION	vs. POPULATION
57.0%	67.1%	62.5%	58.4%

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; TECHRASA; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND BASE CHANGES.

DIGITAL GROWTH

CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME

TOTAL POPULATION	UNIQUE MOBILE PHONE USERS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
+1.0%	+1.8%	+4.0%	+10.1%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+80 MILLION	+95 MILLION	+192 MILLION	+424 MILLION

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; TECHRASA; KEPIOS ANALYSIS. **ADVISORY:** DUE TO COVID-19-RELATED DELAYS IN RESEARCH AND REPORTING, FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA FOR MORE DETAILS. SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND BASE CHANGES.

WE ARE SOCIAL'S PERSPECTIVE

DIGITAL IN 2022

SHIFTS IMPACTING THE ROLE OF DIGITAL IN OUR LIVES

DIGITAL INEQUALITY

In the wake of more than a year in and out of lockdowns, the way we function in everyday life has undergone monumental change, driving an evolution of our relationship with digital. But more than simply leading us to spend more of our lives online – both for work and for leisure – it's highlighted the impact of digital inequality. More than a simple lack of devices, it's indicative of global wealth inequality, and of the systemic issues that will be exacerbated as we move into an ever more digitised world.

In 2022, brands should look to alleviate the digital divide where it makes sense for them to do so.

DECENTRALISED DREAMS

The term Web3 has trickled into public discourse during 2021. More of an idea than a tangible platform, Web3 is a vision of the future of the Internet in which people operate on a decentralized internet, rather than depending on tech giants like Google or Facebook. This discussion of a next generation for digital speaks to the ongoing fatigue with tech monopolies and the negative impact that they're said to have on individuals and societies alike.

In 2022, brands should keep an eye out for Web3 brands looking to disrupt industries across the board.

VIRTUAL WORLDS

The metaverse is here – kind of. While 87% of social media users globally may not fully understand what it is, with tech giants from Facebook to Fortnite vying to stake their claim, there's no doubt that people will soon be getting familiar with it. In this next phase of the internet, social and digital interactions will be possible in a network of open-digital worlds that we'll navigate with avatars.

In 2022, brands will need to identify how their goods and services show up to these virtual worlds.

Hootsuite's Perspective

Digital Trends

Three ways to embrace change and gain an edge on social media in 2022

Stretch the social experience

There's more to social commerce than having a "buy now" button in your posts. Social media has become a top channel for online brand research, second only to search engines, and is widely used for every stage of the purchase journey. That's why businesses are reimagining what their commerce experience looks like. To win in 2022, you must create a thoughtful path that leads to and extends far beyond the point of purchase on social.

Share the care

Once upon a time, businesses could afford to dabble in social customer service. But since the pandemic, most have relied on a more robust customer care strategy to find their happily ever after. In 2022, brands will continue to meet customers where they are by making social a core channel for customer care, and social marketers—who understand this channel intuitively and know the customers deeply—should be brought on board to help.

Get acquainted with Gen Z

Gen Z is currently the largest demographic group globally. They spend an average of 3 hours on social media per day, and social is their go-to channel for everything from entertainment and news, to shopping and messaging. These digital natives are driving where social is headed next. And even if Gen Z isn't your target audience, understanding their influence on the digital and social universe will help give your brand a competitive advantage in 2022 (and beyond).

POPULATION ESSENTIALS

JAN 2022

POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS

GLOBAL OVERVIEW

TOTAL POPULATION	FEMALE POPULATION	MALE POPULATION	YEAR-ON-YEAR CHANGE IN TOTAL POPULATION	MEDIAN AGE OF THE POPULATION
7.91 BILLION	49.6%	50.4%	+1.0%	31.4

URBAN POPULATION	POPULATION DENSITY (PEOPLE PER KM^2)	OVERALL LITERACY (ADULTS AGED 15+)	FEMALE LITERACY (ADULTS AGED 15+)	MALE LITERACY (ADULTS AGED 15+)
57.0%	60.8	86.7%	83.3%	90.1%

SOURCES: UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; WORLD BANK; UNESCO; CIA WORLD FACTBOOK; OUR WORLD IN DATA; INDEXMUNDI; KNOEMA.

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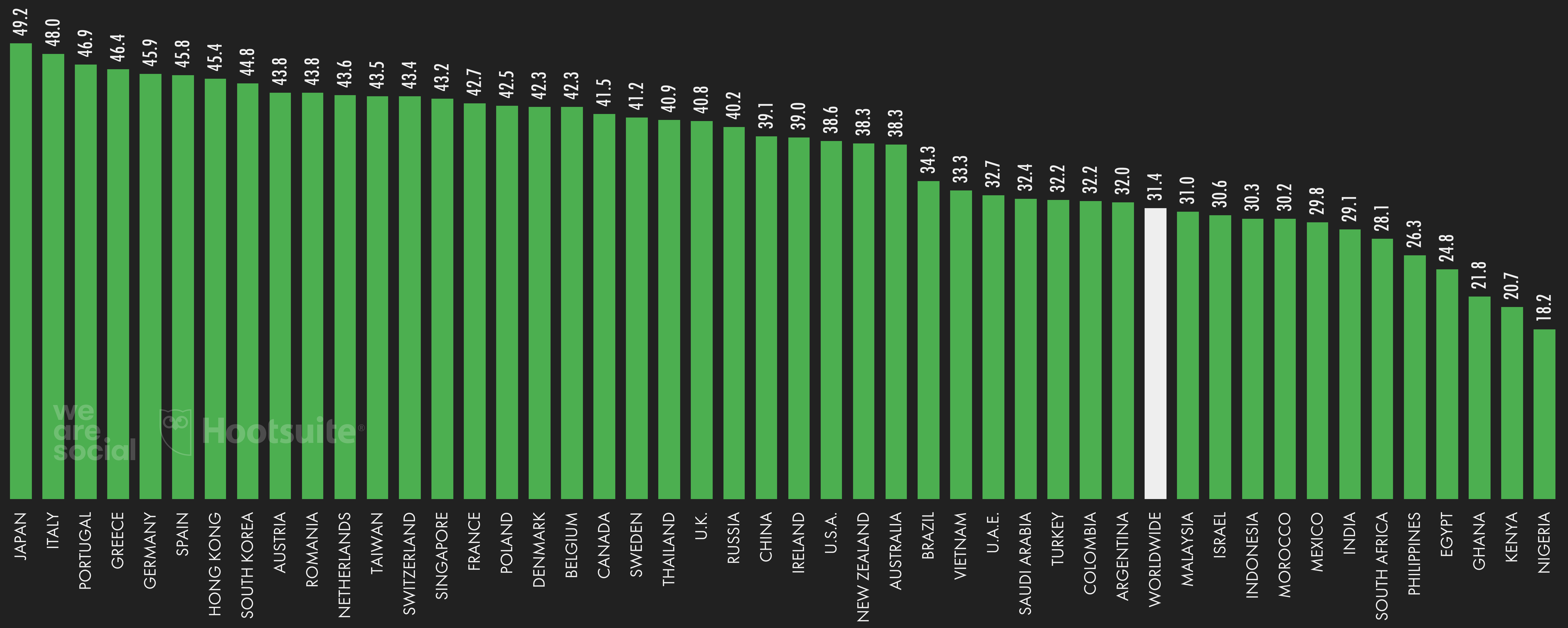
MEDIAN AGE OF THE POPULATION

THE AGE AT WHICH THERE IS AN EQUAL NUMBER OF PEOPLE BOTH ABOVE AND BELOW THAT AGE IN THE TOTAL POPULATION

GLOBAL OVERVIEW



SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; LOCAL GOVERNMENT AUTHORITIES.

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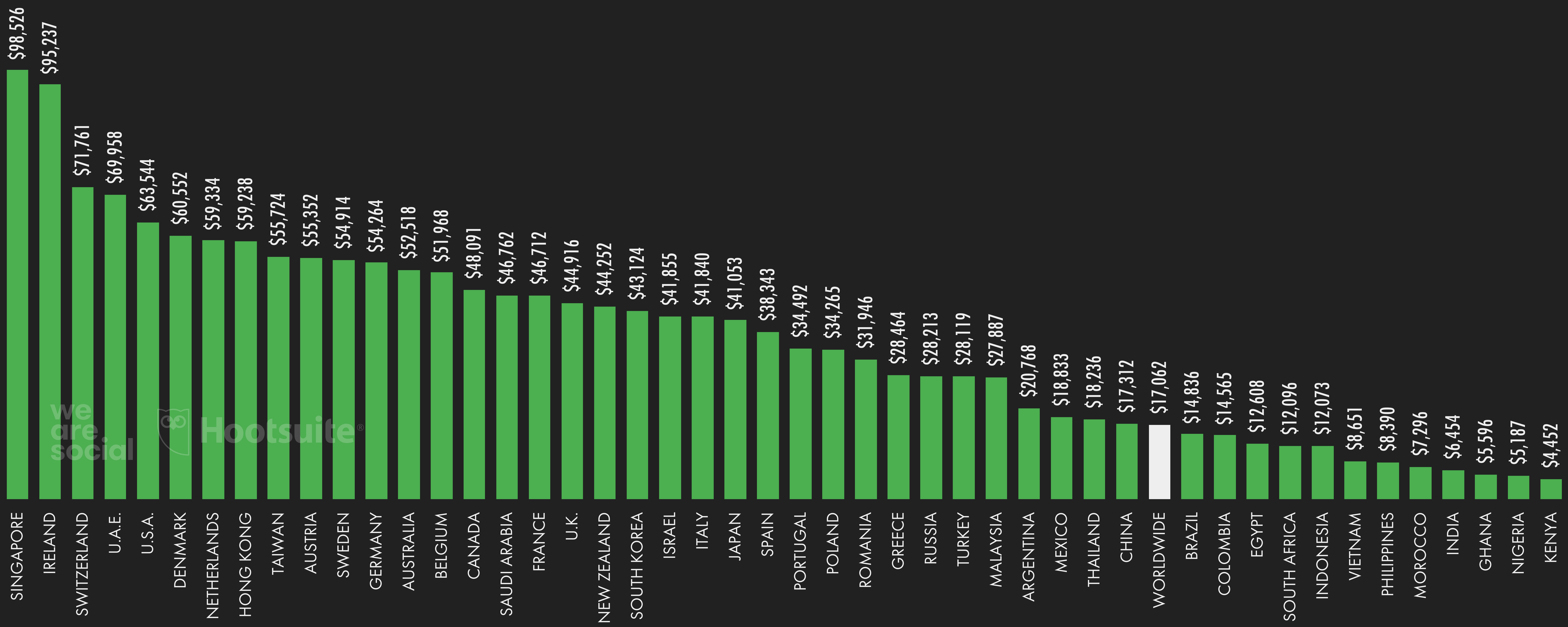
2022

GDP PER CAPITA (PPP, INTERNATIONAL DOLLARS)

GROSS DOMESTIC PRODUCT PER CAPITA, REPORTED ON A PURCHASING POWER PARITY (PPP) BASIS IN INTERNATIONAL DOLLARS

GLOBAL OVERVIEW



SOURCES: WORLD BANK; KNOEMA. **NOTE:** 'INTERNATIONAL DOLLARS' ARE NOTIONAL MEASURES THAT PROVIDE A CONSISTENT BASIS FOR COMPARISON. ONE 'INTERNATIONAL DOLLAR' WOULD BUY A COMPARABLE QUANTITY OF GOODS AND SERVICES IN THE LOCAL COUNTRY TO WHAT ONE U.S. DOLLAR WOULD BUY IN THE UNITED STATES.

JAN 2022

DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE

GLOBAL OVERVIEW

DEVICE	OWNERSHIP	YEAR-ON-YEAR CHANGE
ANY KIND OF MOBILE PHONE	96.6%	-0.5% (-50 BPS)
SMART PHONE	96.2%	-0.4% (-40 BPS)
FEATURE PHONE	8.8%	-2.2% (-20 BPS)
LAPTOP OR DESKTOP COMPUTER	63.1%	-2.0% (-130 BPS)
TABLET DEVICE	34.8%	+1.5% (+50 BPS)
GAMES CONSOLE	20.3%	-5.1% (-110 BPS)
SMART WATCH OR SMART WRISTBAND	27.4%	+17.6% (+410 BPS)
TV STREAMING DEVICE	15.5%	+7.6% (+110 BPS)
SMART HOME DEVICE	14.1%	+14.6% (+180 BPS)
VIRTUAL REALITY DEVICE	4.8%	+9.1% (+40 BPS)

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.
NOTE: PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGE. "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE.

DAILY TIME SPENT WITH MEDIA

AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

TIME SPENT USING THE INTERNET	TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)	TIME SPENT USING SOCIAL MEDIA	TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)
6H 58M	3H 20M	2H 27M	2H 00M
YEAR-ON-YEAR CHANGE +1.0% (+4M)	YEAR-ON-YEAR CHANGE -2.0% (-4M)	YEAR-ON-YEAR CHANGE +1.4% (+2M)	YEAR-ON-YEAR CHANGE -1.6% (-1M)

TIME SPENT LISTENING TO MUSIC STREAMING SERVICES	TIME SPENT LISTENING TO BROADCAST RADIO	TIME SPENT LISTENING TO PODCASTS	TIME SPENT USING A GAMES CONSOLE
1H 33M	1H 01M	0H 55M	1H 12M
YEAR-ON-YEAR CHANGE +2.2% (+2M)	YEAR-ON-YEAR CHANGE [UNCHANGED]	YEAR-ON-YEAR CHANGE +1.9% (+1M)	YEAR-ON-YEAR CHANGE +1.4% (+1M)

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY. TELEVISION INCLUDES BOTH LINEAR (BROADCAST AND CABLE) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.

INTERNET

OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

TOTAL INTERNET USERS	INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION	YEAR-ON-YEAR CHANGE IN THE NUMBER OF INTERNET USERS	AVERAGE DAILY TIME SPENT USING THE INTERNET BY EACH INTERNET USER	PERCENTAGE OF USERS ACCESSING THE INTERNET VIA MOBILE PHONES
4.95 BILLION	62.5%	+4.0% +192 MILLION	6H 58M +1.0% (+4M)	92.1%

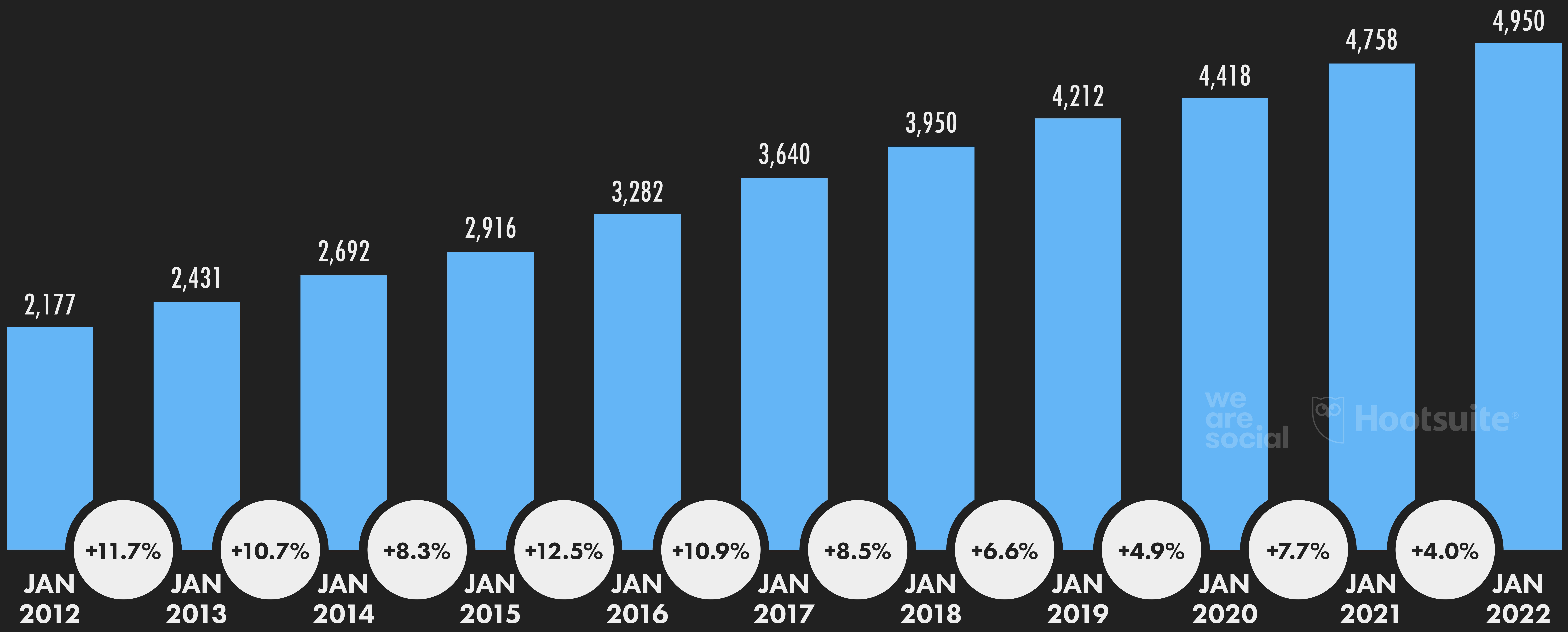
SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM GWI (Q3 2021), BASED ON A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR MORE DETAILS. **ADVISORY:** DUE TO COVID-19-RELATED DELAYS IN RESEARCH AND REPORTING, FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA FOR MORE DETAILS. **COMPARABILITY:** SOURCE AND BASE CHANGES.

JAN 2022

INTERNET USERS OVER TIME

NUMBER OF INTERNET USERS (IN MILLIONS) AND YEAR-ON-YEAR CHANGE

GLOBAL OVERVIEW



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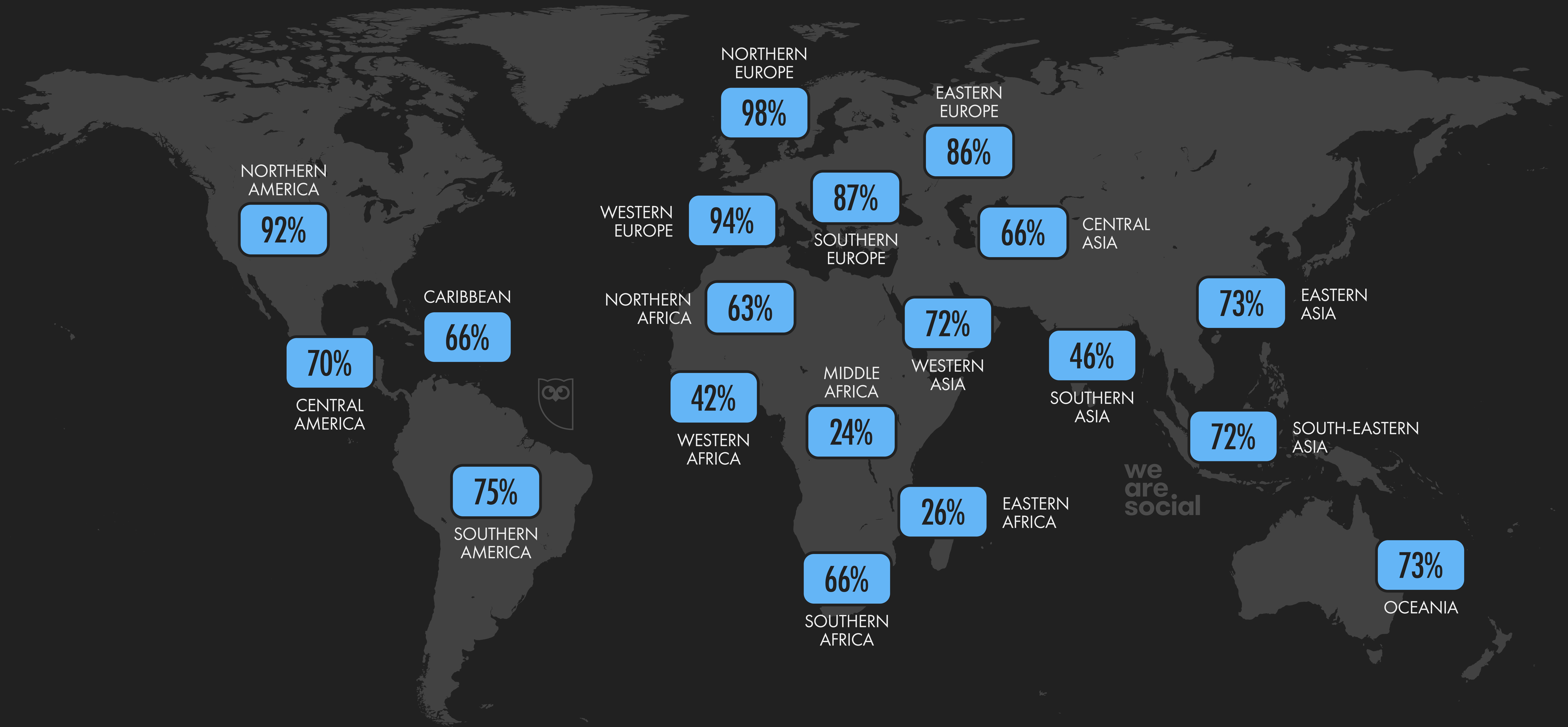
INTERNET ADOPTION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTE:** REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE AND BASE CHANGES.

JAN 2022

INTERNET ADOPTION

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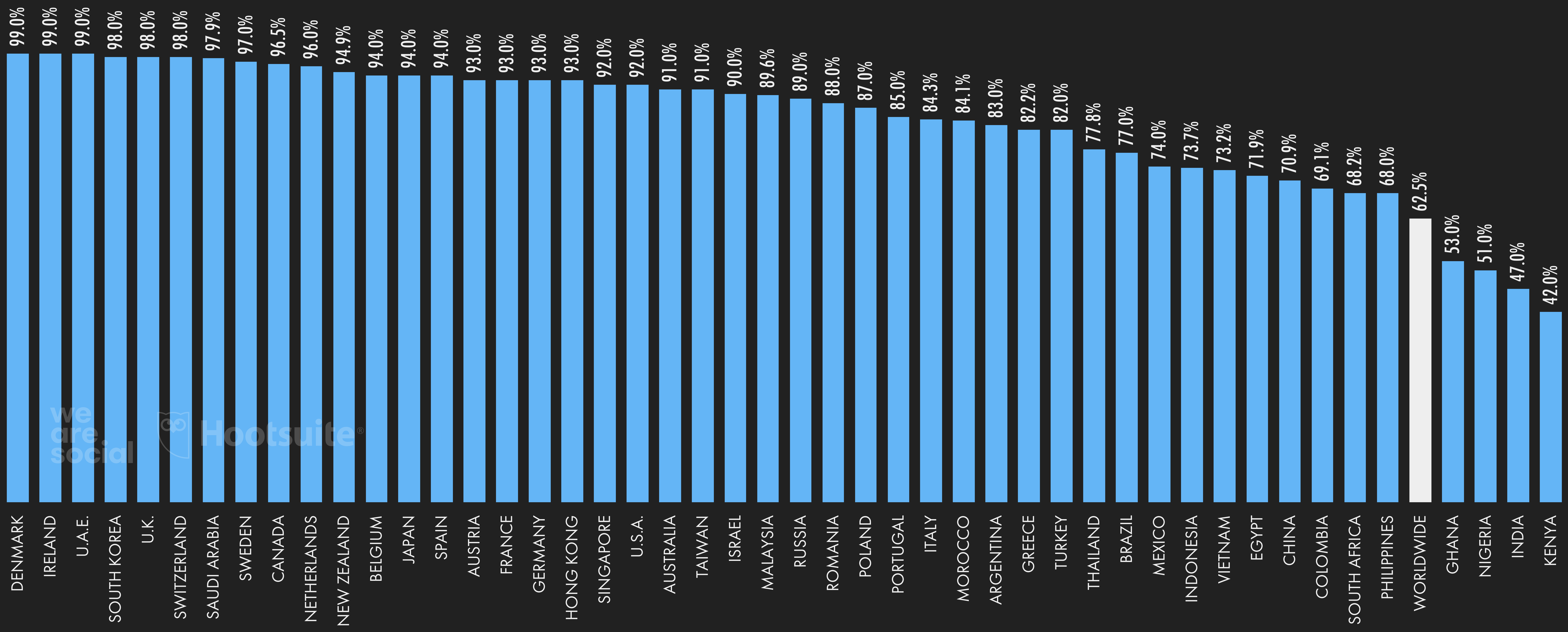
GLOBAL OVERVIEW



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INTERNET ADOPTION RANKING

COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST LEVELS OF INTERNET ADOPTION

HIGHEST LEVELS OF INTERNET ADOPTION

#	HIGHEST ADOPTION	% OF POP.	Nº OF USERS
01=	BAHRAIN	99.0%	1,748,389
01=	KUWAIT	99.0%	4,310,821
01=	DENMARK	99.0%	5,765,876
01=	ICELAND	99.0%	340,935
01=	IRELAND	99.0%	4,951,504
01=	LUXEMBOURG	99.0%	632,194
01=	NORWAY	99.0%	5,433,568
01=	UNITED ARAB EMIRATES	99.0%	9,935,967
01=	LIECHTENSTEIN	99.0%	37,938
01=	QATAR	99.0%	2,925,565

LOWEST LEVELS OF INTERNET ADOPTION

#	LOWEST ADOPTION	% OF POP.	Nº OF USERS
232	NORTH KOREA	<0.1%	[BLOCKED]
231	CENTRAL AFRICAN REPUBLIC	7.1%	355,057
230	ERITREA	8.0%	290,533
229	COMOROS	8.5%	76,141
228	SOUTH SUDAN	10.9%	1,251,667
227	SOMALIA	13.7%	2,266,393
226	NIGER	14.5%	3,721,749
225	KIRIBATI	14.6%	17,848
224	BURUNDI	14.6%	1,816,078
223	DEM. REP. OF THE CONGO	17.6%	16,504,983

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTES:** VALUES HAVE BEEN CAPPED AT 99% OF THE TOTAL POPULATION. THE INTERNET (AT LEAST AS THE REST OF THE WORLD KNOWS IT) REMAINS BLOCKED FOR EVERYDAY CITIZENS IN NORTH KOREA. **COMPARABILITY:** SOURCE AND BASE CHANGES.

JAN 2022

UNCONNECTED POPULATIONS

COUNTRIES AND TERRITORIES WITH THE LARGEST UNCONNECTED POPULATIONS AND THE LOWEST LEVELS OF INTERNET ADOPTION

GLOBAL OVERVIEW

ABSOLUTE: LARGEST UNCONNECTED POPULATIONS

#	LOCATION	UNCONNECTED POPULATION	% OF POP. OFFLINE
01	INDIA	742,003,000	53.0%
02	CHINA	421,432,000	29.1%
03	PAKISTAN	144,434,000	63.5%
04	BANGLADESH	114,511,000	68.5%
05	NIGERIA	104,888,000	49.0%
06	ETHIOPIA	89,502,000	75.0%
07	DEM. REP. OF THE CONGO	77,293,000	82.4%
08	INDONESIA	73,047,000	26.3%
09	BRAZIL	49,375,000	23.0%
10	TANZANIA	46,794,000	75.0%

RELATIVE: LOWEST LEVELS OF INTERNET ADOPTION

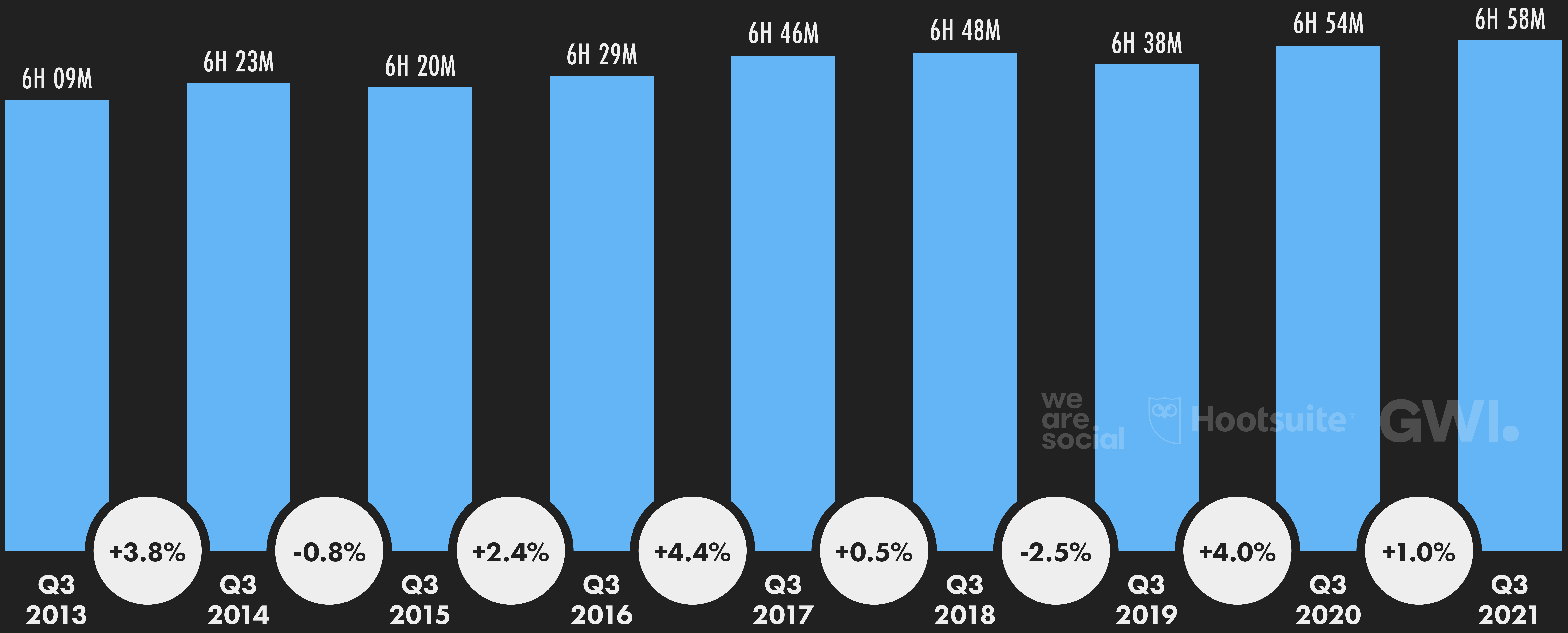
#	LOCATION	% OF POP. OFFLINE	UNCONNECTED
232	NORTH KOREA	>99.9%	25,938,000
231	CENTRAL AFRICAN REPUBLIC	92.9%	4,613,000
230	ERITREA	92.0%	3,341,000
229	COMOROS	91.5%	822,000
228	SOUTH SUDAN	89.1%	10,248,000
227	SOMALIA	86.3%	14,333,000
226	NIGER	85.5%	21,881,000
225	KIRIBATI	85.4%	105,000
224	BURUNDI	85.4%	10,623,000
223	DEM. REP. OF THE CONGO	82.4%	77,293,000

SOURCES: ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTES:** FIGURES IN THE "% OF POP. OFFLINE" COLUMN REPRESENT THE PERCENTAGE OF THE POPULATION THAT DOES NOT YET USE THE INTERNET. ABSOLUTE VALUES HAVE BEEN ROUNDED TO THE NEAREST THOUSAND. THE INTERNET (AT LEAST AS THE REST OF THE WORLD KNOWS IT) REMAINS BLOCKED FOR EVERYDAY CITIZENS IN NORTH KOREA. **COMPARABILITY:** SOURCE AND BASE CHANGES.

DAILY TIME SPENT USING THE INTERNET

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY ON ANY DEVICE

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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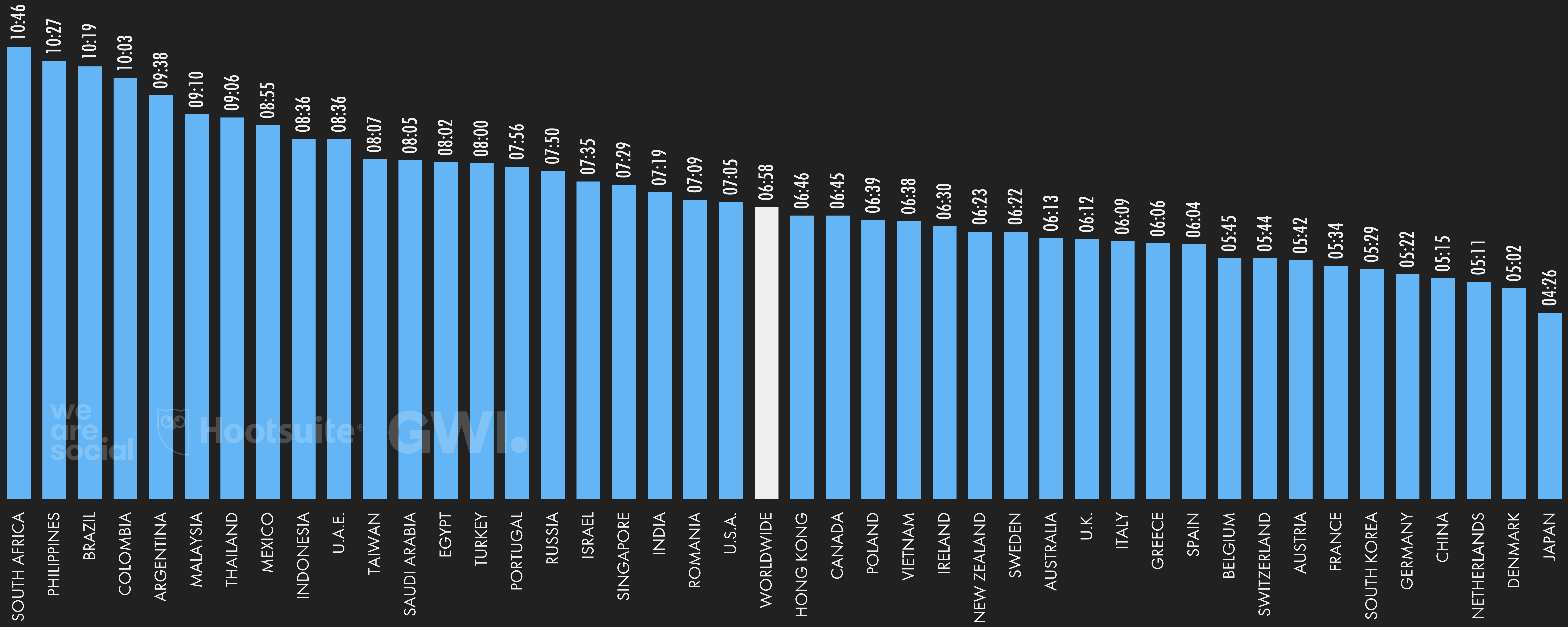

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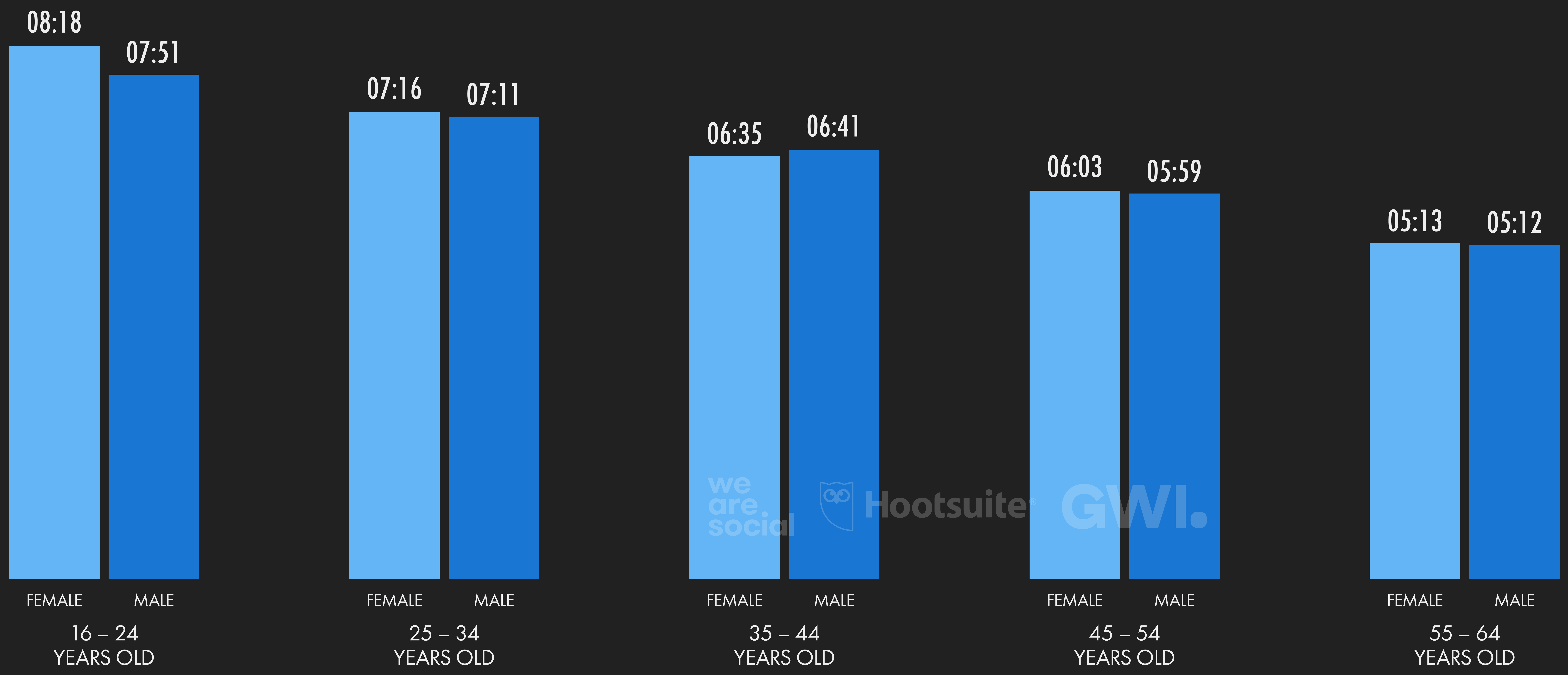


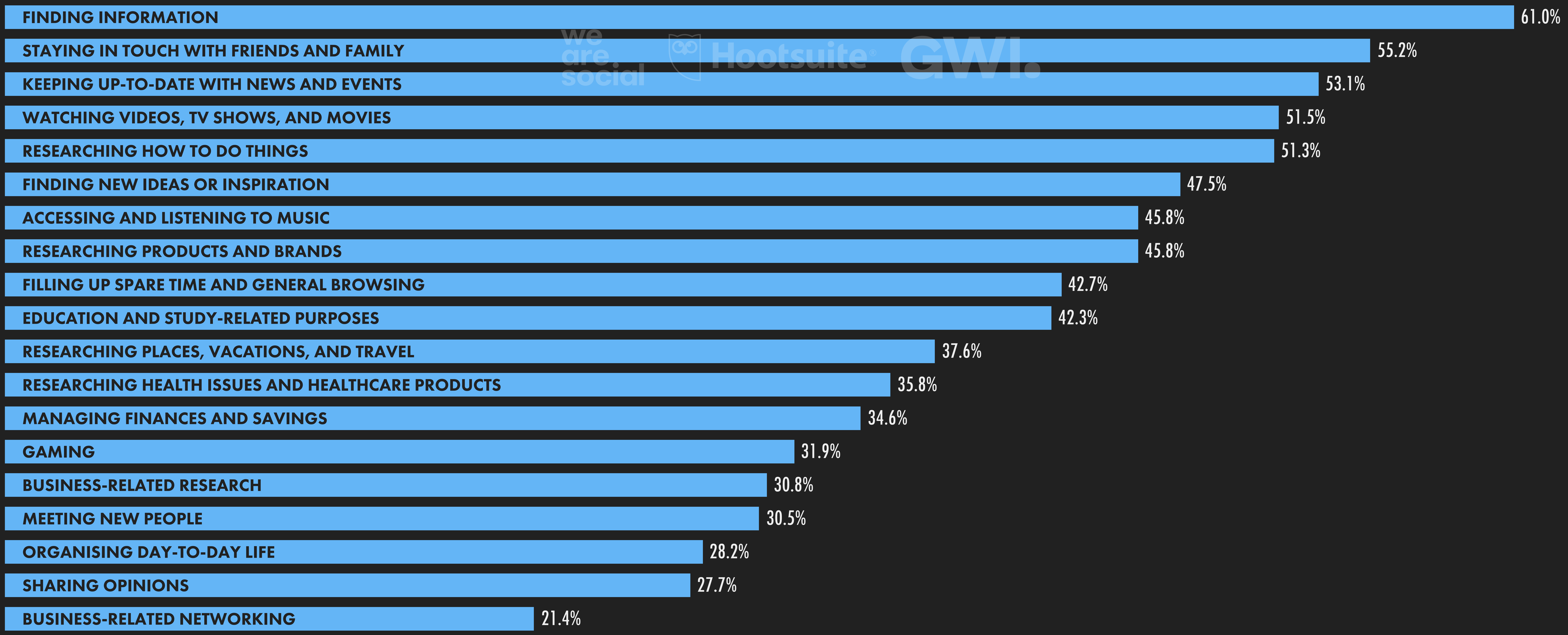
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2022

MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET

DEVICE	PERCENTAGE	YEAR-ON-YEAR CHANGE
MOBILE PHONE (ANY)	92.1%	-0.5% (-50 BPS)
LAPTOP OR DESKTOP (ANY)	71.2%	+0.7% (+50 BPS)
SMART PHONE	90.7%	-0.9% (-80 BPS)
FEATURE PHONE	5.0%	+42.9% (+150 BPS)
TABLET DEVICE	28.2%	+2.9% (+80 BPS)
OWN LAPTOP OR DESKTOP	64.5%	-1.2% (-80 BPS)
WORK LAPTOP OR DESKTOP	29.4%	+4.3% (+120 BPS)
CONNECTED TELEVISION	30.4%	+10.5% (+290 BPS)
SMART HOME DEVICE	13.8%	[NEW DATA POINT]
GAMES CONSOLE	12.6%	+12.5% (+140 BPS)

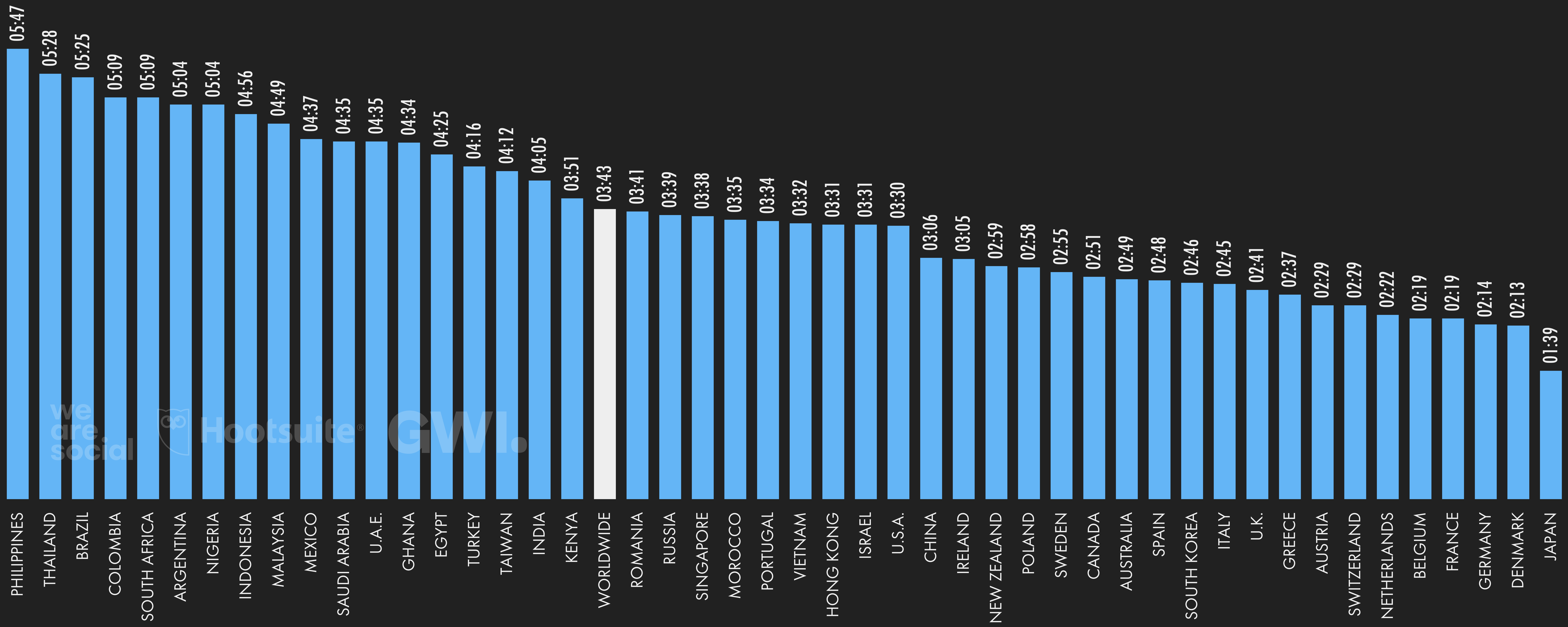
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** "MOBILE PHONE (ANY)" INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR A FEATURE PHONE. "LAPTOP OR DESKTOP (ANY)" INCLUDES USERS WHO ACCESS VIA THEIR OWN COMPUTER OR A COMPUTER PROVIDED BY THEIR EMPLOYER. PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGE. "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE.

JAN 2022

TIME SPENT USING THE INTERNET ON MOBILES

AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET ON MOBILE PHONES

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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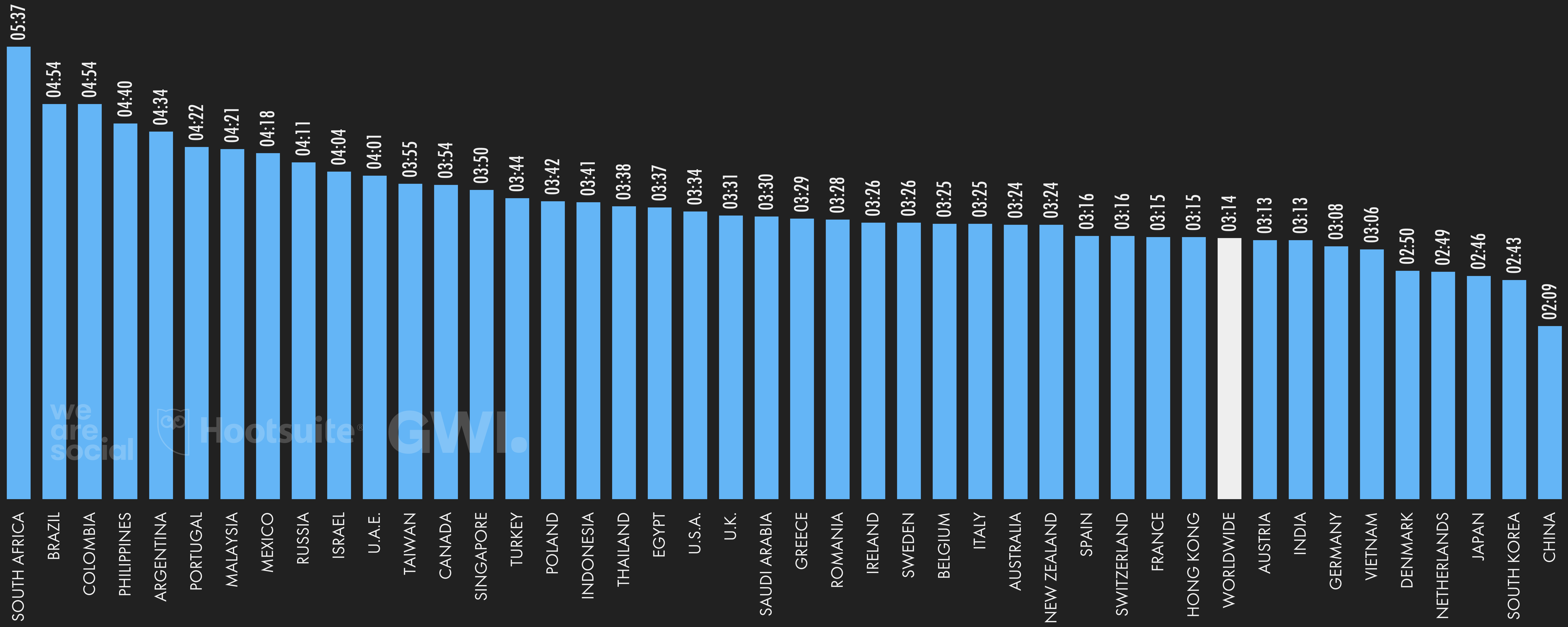
TIME SPENT USING THE INTERNET ON COMPUTERS

AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET ON LAPTOPS, DESKTOPS, OR TABLETS

GLOBAL OVERVIEW



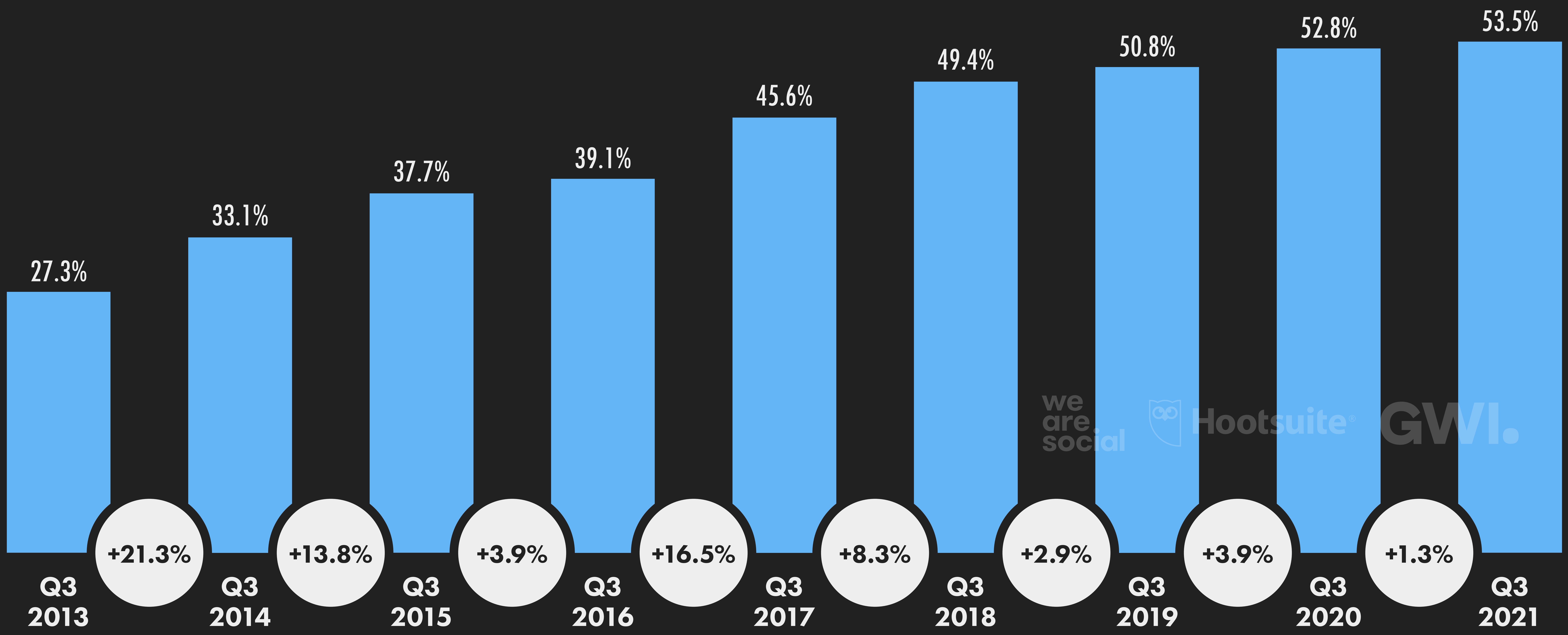
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2022

MOBILE'S SHARE OF DAILY INTERNET TIME

DAILY TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET ON MOBILE PHONES AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.
NOTE: VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE, NOT ABSOLUTE CHANGE.

INTERNET CONNECTION SPEEDS

AVERAGE SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

AVERAGE SPEED OF MOBILE INTERNET CONNECTIONS		YEAR-ON-YEAR CHANGE IN AVERAGE SPEED OF MOBILE INTERNET CONNECTIONS		AVERAGE SPEED OF FIXED INTERNET CONNECTIONS		YEAR-ON-YEAR CHANGE IN AVERAGE SPEED OF FIXED INTERNET CONNECTIONS	
DOWNLOAD MEDIAN (MBPS)	DOWNLOAD MEAN (MBPS)	DOWNLOAD MEDIAN	DOWNLOAD MEAN	DOWNLOAD MEDIAN (MBPS)	DOWNLOAD MEAN (MBPS)	DOWNLOAD MEDIAN	DOWNLOAD MEAN
29.06	69.92	+32.2%	+53.0%	58.00	120.33	+40.0%	+31.4%
UPLOAD MEDIAN (MBPS)	UPLOAD MEAN (MBPS)	UPLOAD MEDIAN	UPLOAD MEAN	UPLOAD MEDIAN (MBPS)	UPLOAD MEAN (MBPS)	UPLOAD MEDIAN	UPLOAD MEAN
8.53	14.01	+10.2%	+11.2%	24.27	67.15	+107.8%	+36.7%
LATENCY MEDIAN (MS)	LATENCY MEAN (MS)	LATENCY MEDIAN	LATENCY MEAN	LATENCY MEDIAN (MS)	LATENCY MEAN (MS)	LATENCY MEDIAN	LATENCY MEAN
29	36	0%	0%	10	18	-16.7%	-14.3%

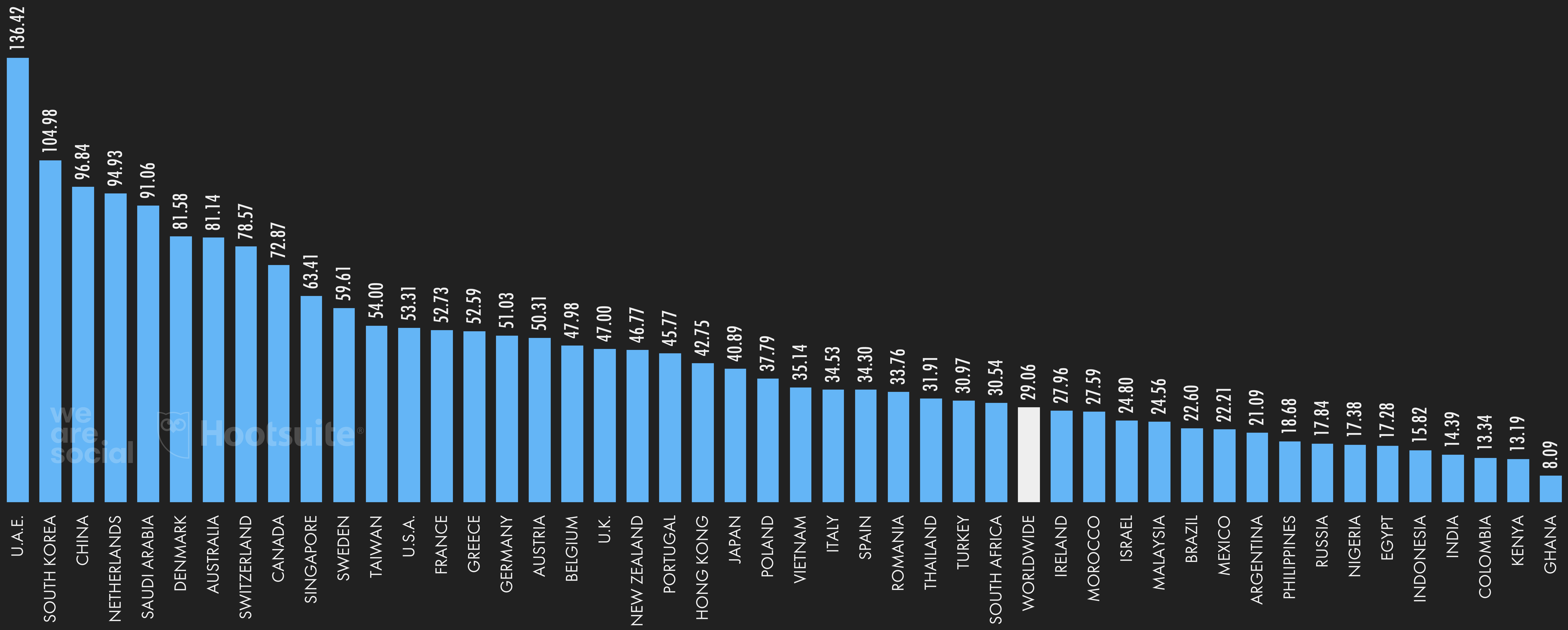
SOURCE: OOKLA. **NOTE:** FIGURES REPRESENT DOWNLOAD AND UPLOAD SPEEDS IN MEGABITS PER SECOND, AND CONNECTION LATENCY IN MILLISECONDS IN NOVEMBER 2021. **TIP:** A NEGATIVE VALUE FOR YEAR-ON-YEAR CHANGE IN LATENCY REPRESENTS AN IMPROVEMENT, BECAUSE LOWER LATENCY SHOULD RESULT IN FASTER CONTENT DELIVERY.

JAN 2022

MOBILE INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS (IN MBPS)

GLOBAL OVERVIEW



SOURCE: OOKLA. **NOTE:** FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND) IN NOVEMBER 2021. **COMPARABILITY:** VERSIONS OF THIS CHART THAT FEATURED IN PREVIOUS REPORTS IN THIS SERIES USED MEAN VALUES (RATHER THAN MEDIAN VALUES), SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH THOSE SHOWN IN PREVIOUS REPORTS.

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MOBILE INTERNET CONNECTION SPEEDS

COUNTRIES AND TERRITORIES WITH THE FASTEST AND SLOWEST MEDIAN INTERNET DOWNLOAD SPEEDS VIA MOBILE CONNECTIONS

FASTEST MEDIAN MOBILE INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
01	UNITED ARAB EMIRATES	136.42	+27.7%	24.84	19
02	NORWAY	116.66	+82.8%	16.21	28
03	SOUTH KOREA	104.98	+22.7%	15.94	27
04	QATAR	97.90	+7.9%	20.43	20
05	CHINA	96.84	+79.9%	24.13	24
06	NETHERLANDS	94.93	+14.6%	13.96	24
07	SAUDI ARABIA	91.06	+48.5%	18.03	29
08	CYPRUS	88.87	+126.4%	17.03	16
09	BULGARIA	84.59	+26.1%	15.61	21
10	KUWAIT	83.64	+112.4%	23.00	19

SLOWEST MEDIAN MOBILE INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
138	AFGHANISTAN	5.24	+32.3%	1.84	35
137	PALESTINE	5.68	-5.0%	2.20	31
136	VENEZUELA	5.76	+5.9%	3.17	37
135	TAJIKISTAN	7.57	+21.5%	4.07	25
134	GHANA	8.09	-5.0%	6.86	31
133	SUDAN	8.74	+47.4%	6.83	26
132	CÔTE D'IVOIRE	9.37	+12.5%	6.07	26
131	BELARUS	10.33	+15.8%	4.83	29
130	BANGLADESH	10.42	+44.1%	7.85	27
129	HAITI	10.66	-4.1%	6.38	22

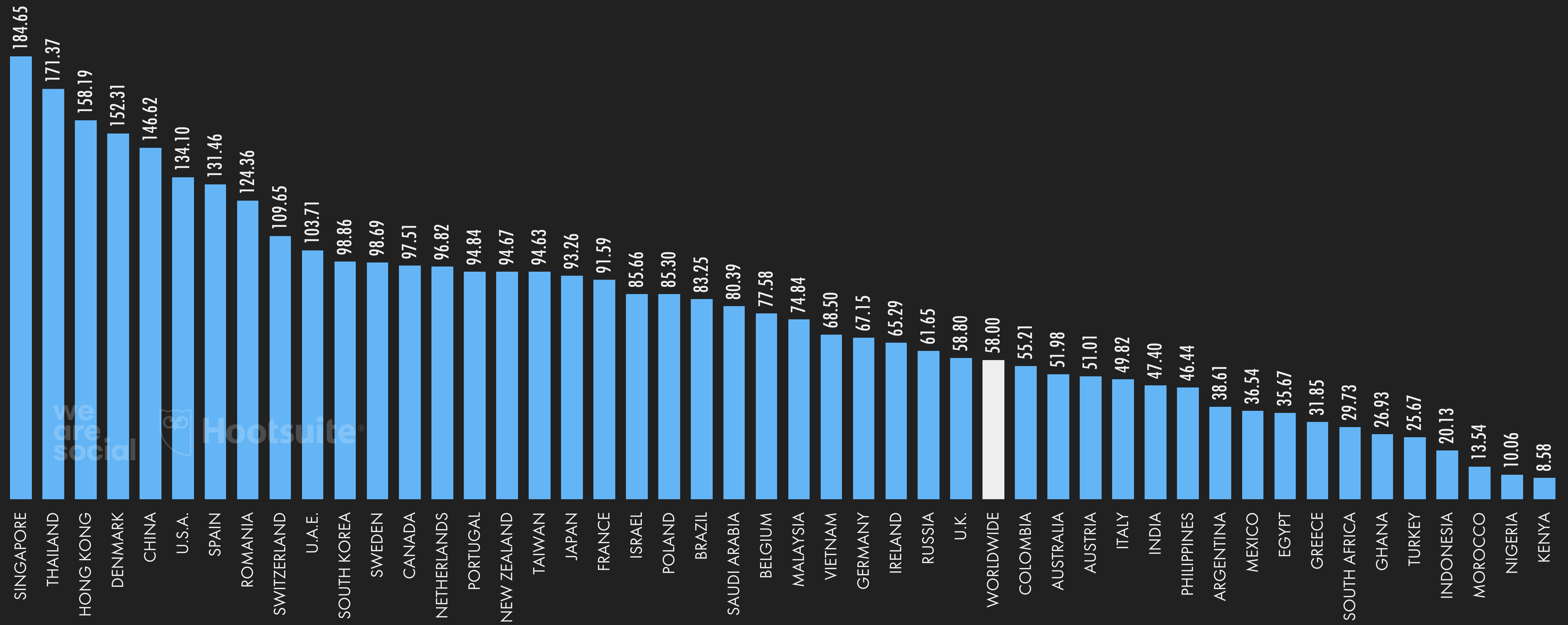
SOURCE: OOKLA. **NOTES:** FIGURES REPRESENT MEDIAN VALUES FOR NOVEMBER 2021. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. "DL" COLUMN SHOWS DOWNLOAD SPEEDS IN MEGABITS PER SECOND. "▲YOY" COLUMN SHOWS YEAR-ON-YEAR CHANGE IN DOWNLOAD SPEEDS. "UL" COLUMN SHOWS UPLOAD SPEEDS IN MEGABITS PER SECOND. LATENCY VALUES ARE IN MILLISECONDS. **COMPARABILITY:** PREVIOUS REPORTS FEATURED MEAN VALUES (NOT MEDIAN VALUES), SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2022

FIXED INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS (IN MBPS)

GLOBAL OVERVIEW



SOURCE: OOKLA. **NOTE:** FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND) IN NOVEMBER 2021. **COMPARABILITY:** VERSIONS OF THIS CHART THAT FEATURED IN PREVIOUS REPORTS IN THIS SERIES USED MEAN VALUES (RATHER THAN MEDIAN VALUES), SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH THOSE SHOWN IN PREVIOUS REPORTS.

JAN 2022

FIXED INTERNET CONNECTION SPEEDS

COUNTRIES AND TERRITORIES WITH THE FASTEST AND SLOWEST MEDIAN INTERNET DOWNLOAD SPEEDS VIA FIXED CONNECTIONS

FASTEST MEDIAN FIXED INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
01	SINGAPORE	184.65	+15.2%	156.40	4
02	CHILE	173.09	+94.8%	89.48	6
03	THAILAND	171.37	+46.6%	135.59	5
04	HONG KONG	158.19	+31.3%	94.85	5
05	DENMARK	152.31	+36.6%	93.71	8
06	CHINA	146.62	+55.6%	36.61	9
07	MONACO	141.63	+46.0%	104.79	7
08	UNITED STATES OF AMERICA	134.10	+32.2%	19.45	14
09	SPAIN	131.46	+39.3%	101.31	13
10	ROMANIA	124.36	+37.4%	94.29	5

SLOWEST MEDIAN FIXED INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
181	AFGHANISTAN	1.67	-20.1%	1.84	24
180	CUBA	1.90	+24.2%	0.84	115
179	TURKMENISTAN	1.98	+44.5%	0.79	26
178	YEMEN	2.76	+50.8%	0.64	46
177	SYRIA	2.90	+20.3%	2.50	25
176	ETHIOPIA	3.31	+21.2%	1.74	32
175	NIGER	3.38	+33.6%	3.67	28
174	SUDAN	3.59	+6.8%	2.18	33
173	GUINEA	3.92	-31.7%	4.67	87
172	ESWATINI	4.40	+8.9%	3.31	47

SOURCE: OOKLA. **NOTES:** FIGURES REPRESENT MEDIAN VALUES FOR NOVEMBER 2021. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. "DL" COLUMN SHOWS DOWNLOAD SPEEDS IN MEGABITS PER SECOND. "▲YOY" COLUMN SHOWS YEAR-ON-YEAR CHANGE IN DOWNLOAD SPEEDS. "UL" COLUMN SHOWS UPLOAD SPEEDS IN MEGABITS PER SECOND. LATENCY VALUES ARE IN MILLISECONDS. **COMPARABILITY:** PREVIOUS REPORTS FEATURED MEAN VALUES (NOT MEDIAN VALUES), SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE

MOBILE PHONES	LAPTOP AND DESKTOP COMPUTERS	TABLET DEVICES	OTHER DEVICES
53.96%	43.53%	2.47%	0.03%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+2.0%	-1.5%	-12.4%	-50.0%
+104 BPS	-66 BPS	-35 BPS	-3 BPS

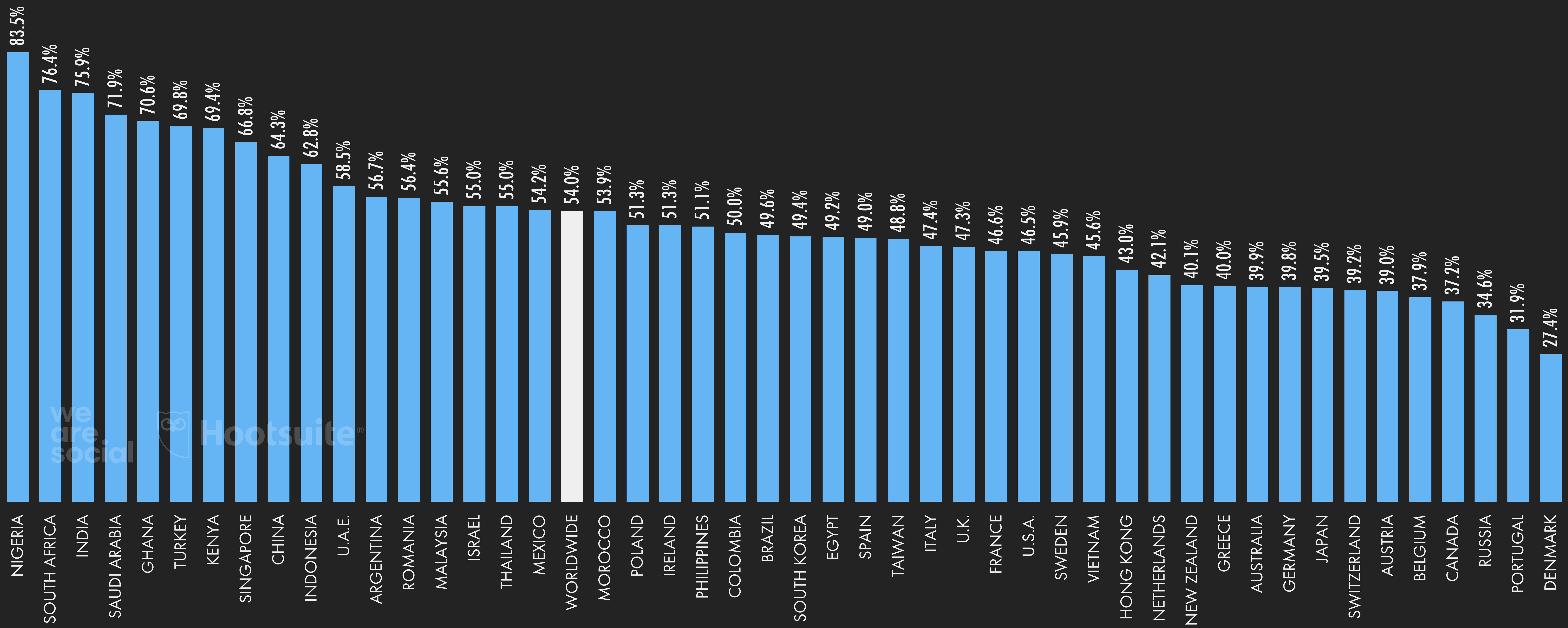
SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN NOVEMBER 2021. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

JAN 2022

MOBILE'S SHARE OF WEB TRAFFIC

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES

GLOBAL OVERVIEW



SOURCE: STATCOUNTER. **NOTE:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN NOVEMBER 2021.

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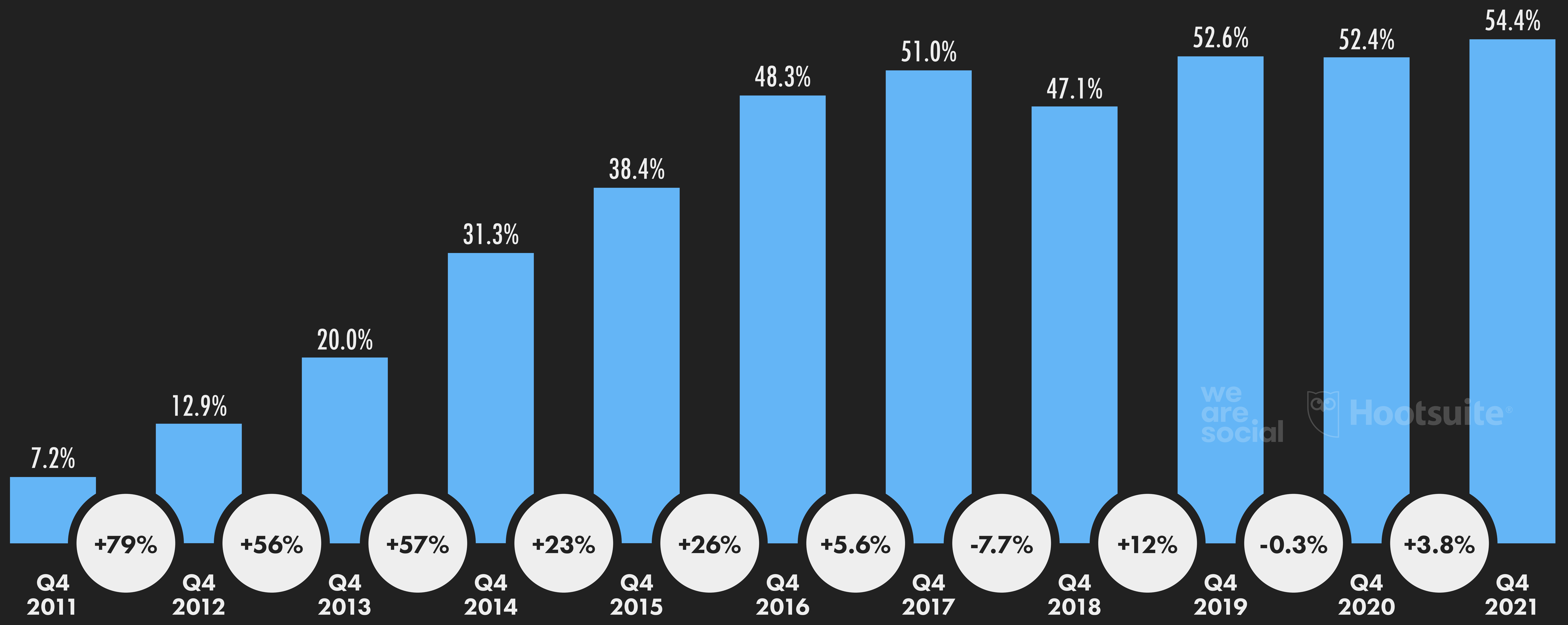
MOBILE'S SHARE OF WEB TRAFFIC

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES

GLOBAL OVERVIEW



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE, AVERAGED ACROSS THE LAST 3 MONTHS OF EACH RESPECTIVE YEAR. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

JAN 2022

SHARE OF WEB TRAFFIC BY BROWSER

PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE

GLOBAL OVERVIEW

		YEAR-ON-YEAR CHANGE
CHROME	64.06%	+0.8% (+52 BPS)
SAFARI	19.22%	-0.1% (-2 BPS)
MICROSOFT EDGE	4.19%	+39.2% (+118 BPS)
FIREFOX	3.91%	+3.2% (+12 BPS)
SAMSUNG INTERNET	2.80%	-19.8% (-69 BPS)
OPERA	2.34%	+10.9% (+23 BPS)
UC BROWSER	0.94%	-30.4% (-41 BPS)
OTHER	2.50%	-28.0% (-97 BPS)

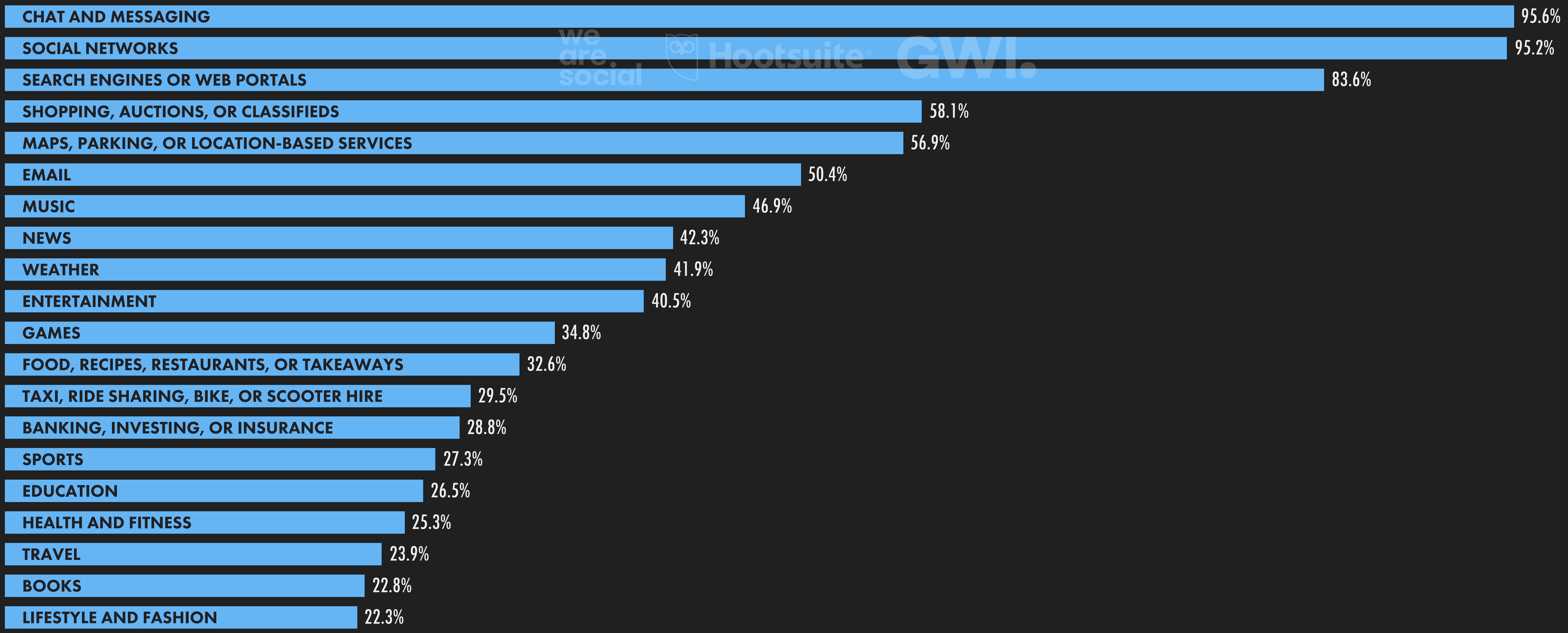
SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN NOVEMBER 2021. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

JAN 2022

TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2022

MOST-VISITED WEBSITES: SEMRUSH RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SEMRUSH, BASED ON TOTAL WEBSITE TRAFFIC IN NOVEMBER 2021

GLOBAL OVERVIEW

#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	45.41B	2.98B	21M 11S	5.74
02	YOUTUBE.COM	14.34B	1.70B	7M 43S	3.70
03	FACEBOOK.COM	11.74B	1.53B	22M 15S	5.97
04	WIKIPEDIA.ORG	5.97B	1.39B	10M 35S	2.11
05	AMAZON.COM	3.13B	0.68B	13M 11S	7.28
06	INSTAGRAM.COM	3.08B	0.74B	18M 12S	4.79
07	YAHOO.COM	2.63B	0.41B	17M 14S	3.99
08	YANDEX.RU	2.43B	0.19B	23M 32S	6.51
09	TWITTER.COM	2.43B	0.62B	14M 46S	4.45
10	PORNHUB.COM	2.29B	0.40B	14M 50S	8.32

#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
11	REDDIT.COM	2.22B	0.39B	21M 58S	4.36
12	NAVER.COM	2.20B	0.11B	10M 44S	11.01
13	XVIDEOS.COM	2.13B	0.34B	18M 29S	8.79
14	BIT.LY	2.11B	0.82B	12M 12S	1.21
15	VK.COM	1.64B	0.18B	23M 20S	9.60
16	LIVE.COM	1.60B	0.32B	9M 15S	4.01
17	XNXX.COM	1.39B	0.24B	18M 23S	8.74
18	FANDOM.COM	1.28B	0.31B	12M 18S	3.13
19	YAHOO.CO.JP	1.23B	0.06B	13M 51S	6.22
20	TWITCH.TV	1.22B	0.14B	6M 28S	2.33

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES FOR NOVEMBER 2021. **NOTE:** "UNIQUE VISITORS" REPRESENTS THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS. **COMPARABILITY:** SOURCE METHODOLOGY CHANGES. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

MOST-VISITED WEBSITES: SIMILARWEB RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SIMILARWEB, BASED ON TOTAL WEBSITE TRAFFIC BETWEEN JANUARY AND DECEMBER 2021

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	1.077T	58.1%	41.9%	11M 30S	8.70
02	YOUTUBE.COM	408.88B	21.8%	78.2%	21M 42S	11.28
03	FACEBOOK.COM	265.78B	57.7%	42.3%	10M 15S	8.51
04	TWITTER.COM	78.94B	53.9%	46.1%	10M 44S	11.51
05	INSTAGRAM.COM	74.19B	63.3%	36.7%	7M 41S	11.16
06	BAIDU.COM	67.13B	72.7%	27.3%	6M 10S	8.21
07	WIKIPEDIA.ORG	66.90B	59.3%	40.7%	3M 53S	3.01
08	YAHOO.COM	43.48B	37.9%	62.1%	7M 41S	5.75
09	YANDEX.RU	43.06B	47.5%	52.5%	11M 28S	9.44
10	XVIDEOS.COM	40.80B	91.6%	8.4%	9M 57S	9.04

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
11	WHATSAPP.COM	34.19B	21.5%	78.5%	3M 10S	1.54
12	XNXX.COM	31.60B	95.4%	4.6%	8M 29S	11.23
13	AMAZON.COM	31.53B	36.0%	64.0%	7M 03S	8.74
14	NETFLIX.COM	29.92B	8.1%	91.9%	9M 40S	4.19
15	LIVE.COM	28.49B	27.6%	72.4%	7M 31S	8.32
16	PORNHUB.COM	28.44B	86.7%	13.3%	8M 08S	7.02
17	YAHOO.CO.JP	28.00B	68.6%	31.4%	9M 21S	6.84
18	ZOOM.US	26.58B	44.5%	55.5%	3M 40S	2.98
19	REDDIT.COM	20.01B	32.8%	67.2%	9M 30S	6.49
20	OFFICE.COM	18.73B	24.5%	75.5%	9M 39S	7.67

SOURCE: SIMILARWEB. FIGURES REPRESENT TRAFFIC VALUES BETWEEN JANUARY AND DECEMBER 2021. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS.

JAN 2022

SEARCH ENGINE MARKET SHARE

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE

GLOBAL OVERVIEW

	GOOGLE	BING	BAIDU	YAHOO!	YANDEX
Share	91.42%	3.14%	1.75%	1.53%	0.92%
YEAR-ON-YEAR CHANGE	-0.8% (-74 BPS)	+9.0% (+26 BPS)	+53.5% (+61 BPS)	+0.7% (+1 BPS)	-2.1% (-2 BPS)

	DUCKDUCKGO	ECOSIA	NAVER	SOGOU	OTHERS
Share	0.66%	0.13%	0.11%	0.10%	0.25%
YEAR-ON-YEAR CHANGE	+8.2% (+5 BPS)	-7.1% (-1 BPS)	-15.4% (-2 BPS)	-52.4% (-11 BPS)	-64.3% (-45 BPS)

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN NOVEMBER 2021. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021

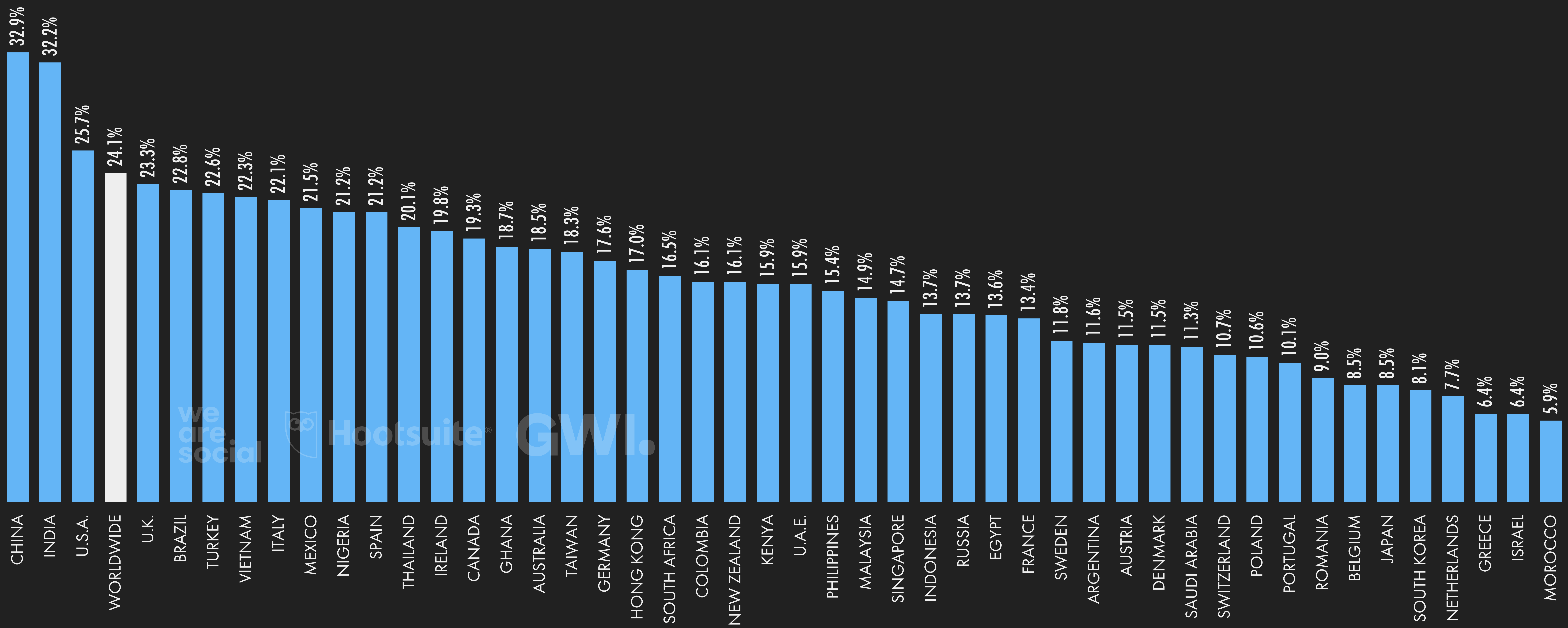
#	SEARCH QUERY	INDEX	▲YOY
01	GOOGLE	100	-20.7%
02	FACEBOOK	94	-26.8%
03	YOUTUBE	94	-16.3%
04	YOU	72	-8.0%
05	WEATHER	47	+11.0%
06	TRANSLATE	47	-4.4%
07	WHATSAPP	43	+24.2%
08	NEWS	42	-19.9%
09	WHATSAPP WEB	32	+32.5%
10	AMAZON	31	-11.6%

#	SEARCH QUERY	INDEX	▲YOY
11	INSTAGRAM	27	-2.7%
12	TWITTER	21	-8.8%
13	YAHOO	21	-11.4%
14	TIEMPO	21	+29.3%
15	GOOGLE TRANSLATE	21	-10.6%
16	CLIMA	20	+2.4%
17	NETFLIX	18	-20.3%
18	METEO	16	+8.8%
19	TRADUCTOR	16	+3.2%
20	GMAIL	16	-7.9%

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021. **NOTES:** GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. "▲YOY" COLUMN SHOWS CHANGE IN AVERAGE INDEX VALUES COMPARED WITH FULL YEAR 2020. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

USE OF VOICE ASSISTANTS TO FIND INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE VOICE ASSISTANTS (E.G. SIRI, ALEXA) TO FIND INFORMATION EACH WEEK



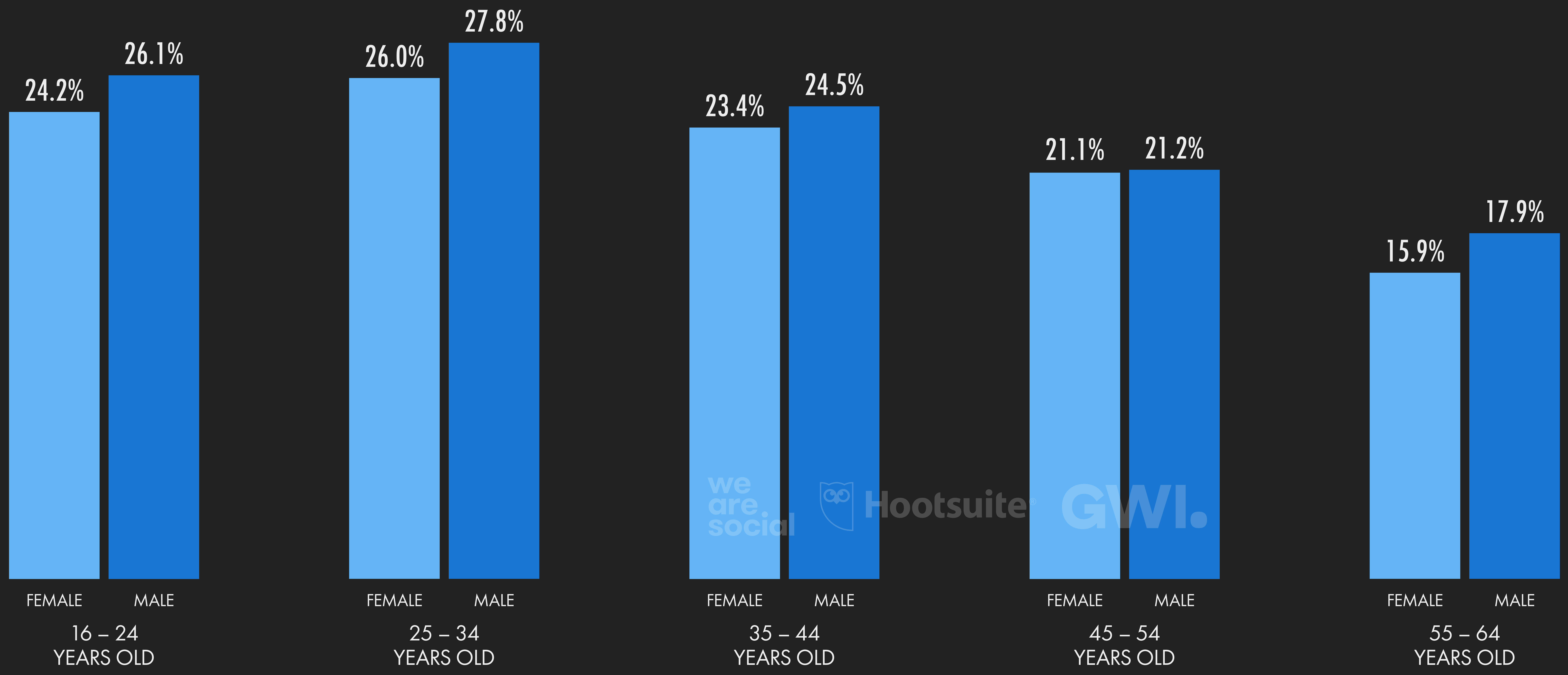
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2022

USE OF VOICE ASSISTANTS TO FIND INFORMATION

PERCENTAGE OF INTERNET USERS WHO USE VOICE ASSISTANTS (E.G. SIRI, ALEXA) TO FIND INFORMATION EACH WEEK

GLOBAL OVERVIEW



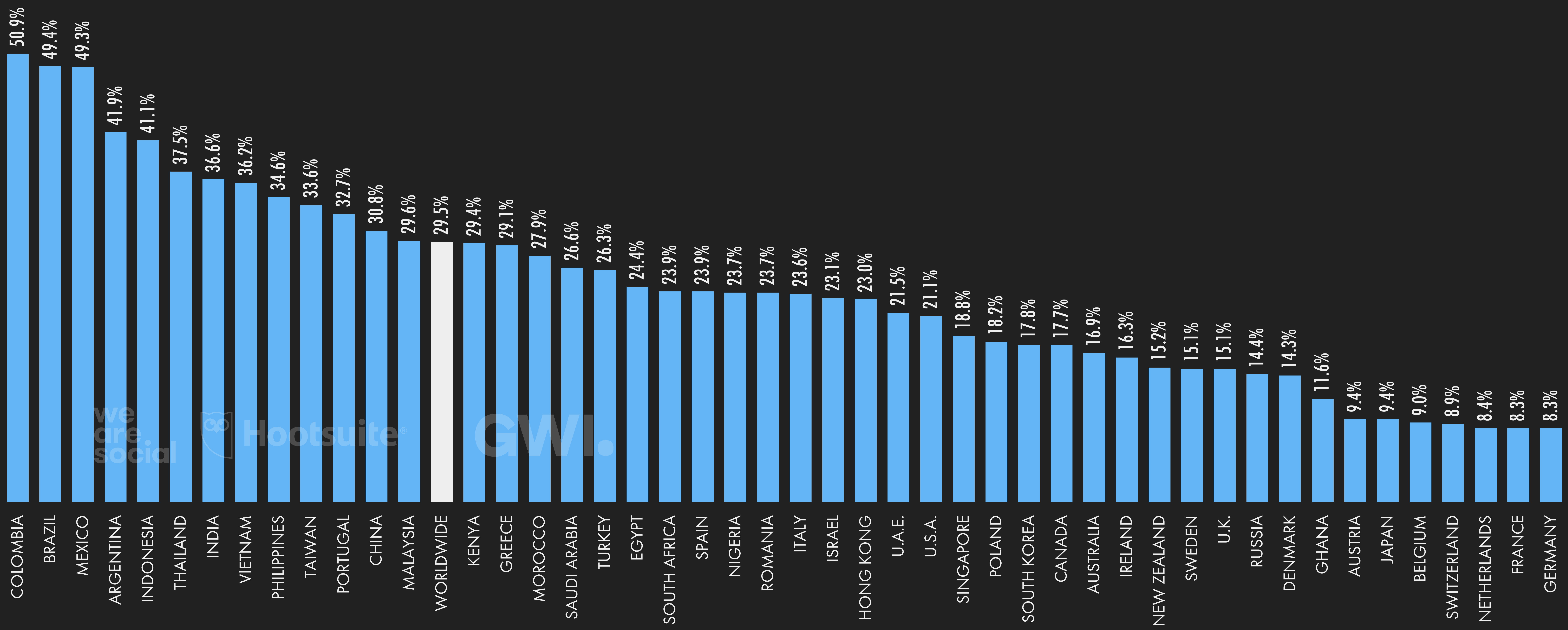
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2022

USE OF IMAGE RECOGNITION TOOLS ON MOBILE

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE IMAGE RECOGNITION TOOLS (E.G. SEARCH 'LENSES') ON THEIR MOBILE EACH MONTH

GLOBAL OVERVIEW



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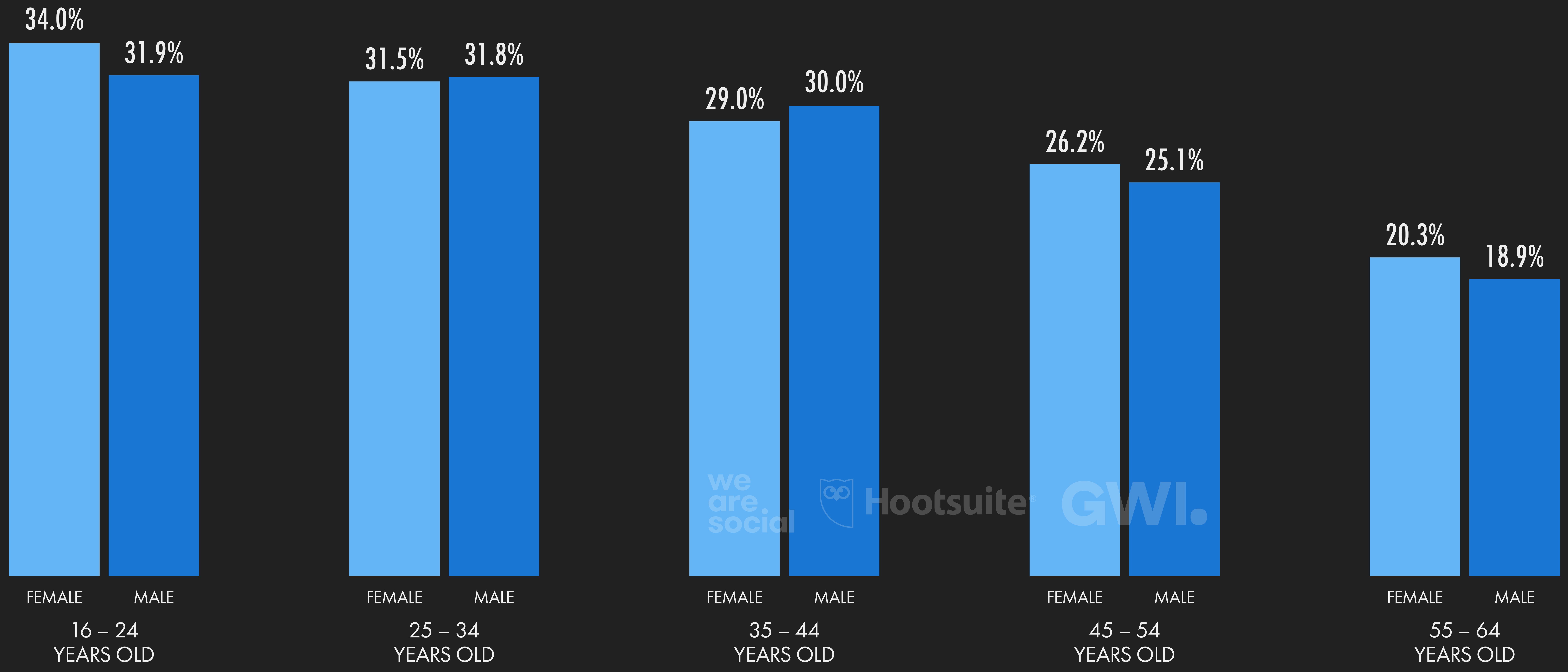

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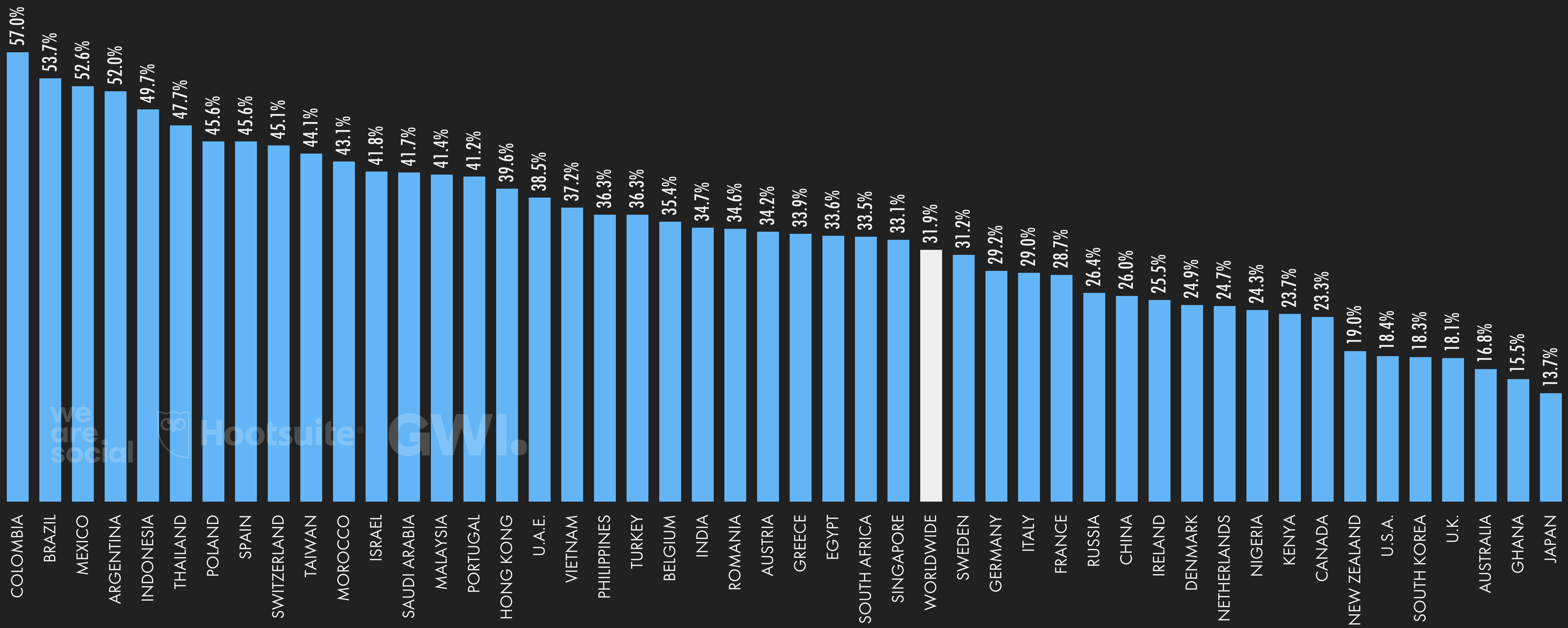
JAN 2022

USE OF ONLINE TRANSLATION TOOLS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK

GLOBAL OVERVIEW



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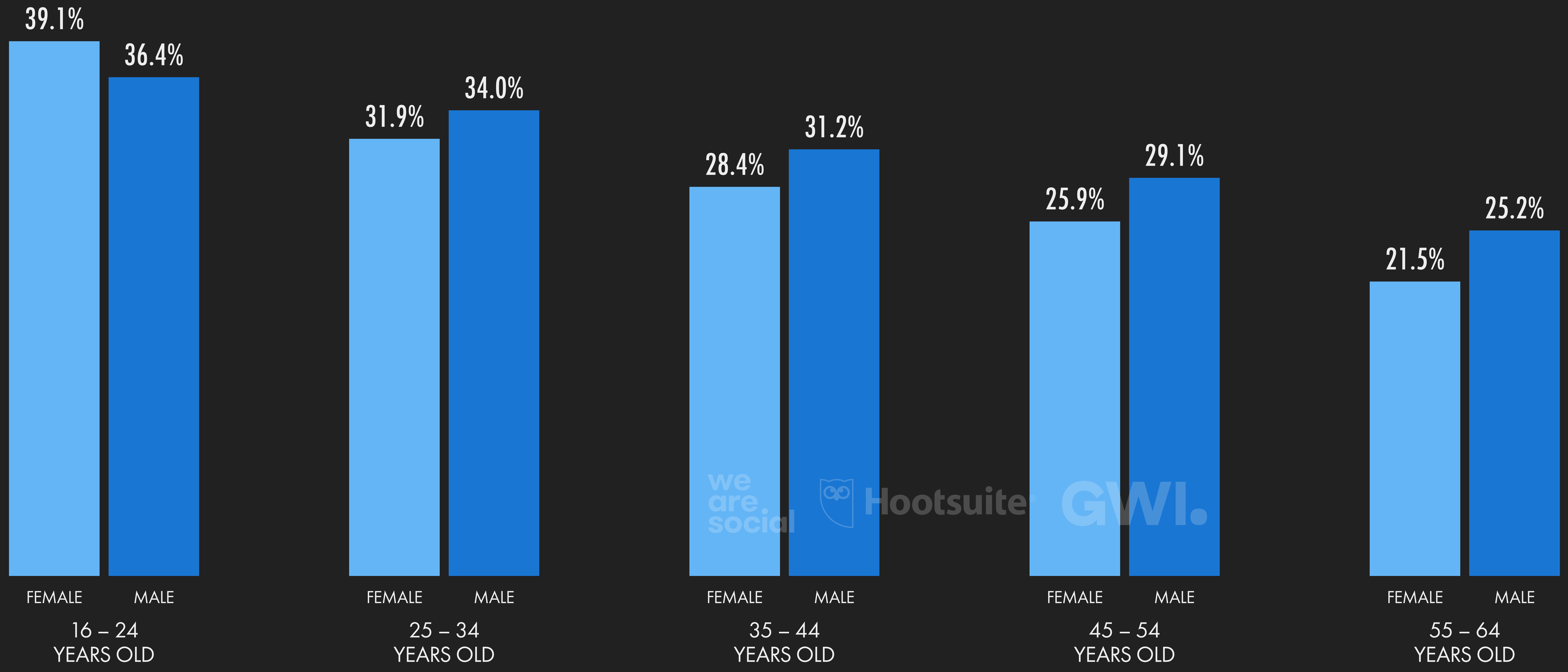

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JAN 2022

WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK

GLOBAL OVERVIEW

ANY KIND OF VIDEO	MUSIC VIDEO	COMEDY, MEME, OR VIRAL VIDEO	TUTORIAL OR HOW-TO VIDEO	VIDEO LIVESTREAM
91.9%	51.4%	37.1%	31.3%	30.4%

EDUCATIONAL VIDEO	PRODUCT REVIEW VIDEO	SPORTS CLIP OR HIGHLIGHTS VIDEO	GAMING VIDEO	INFLUENCER VIDEOS AND VLOGS
29.8%	27.7%	28.5%	27.4%	26.7%

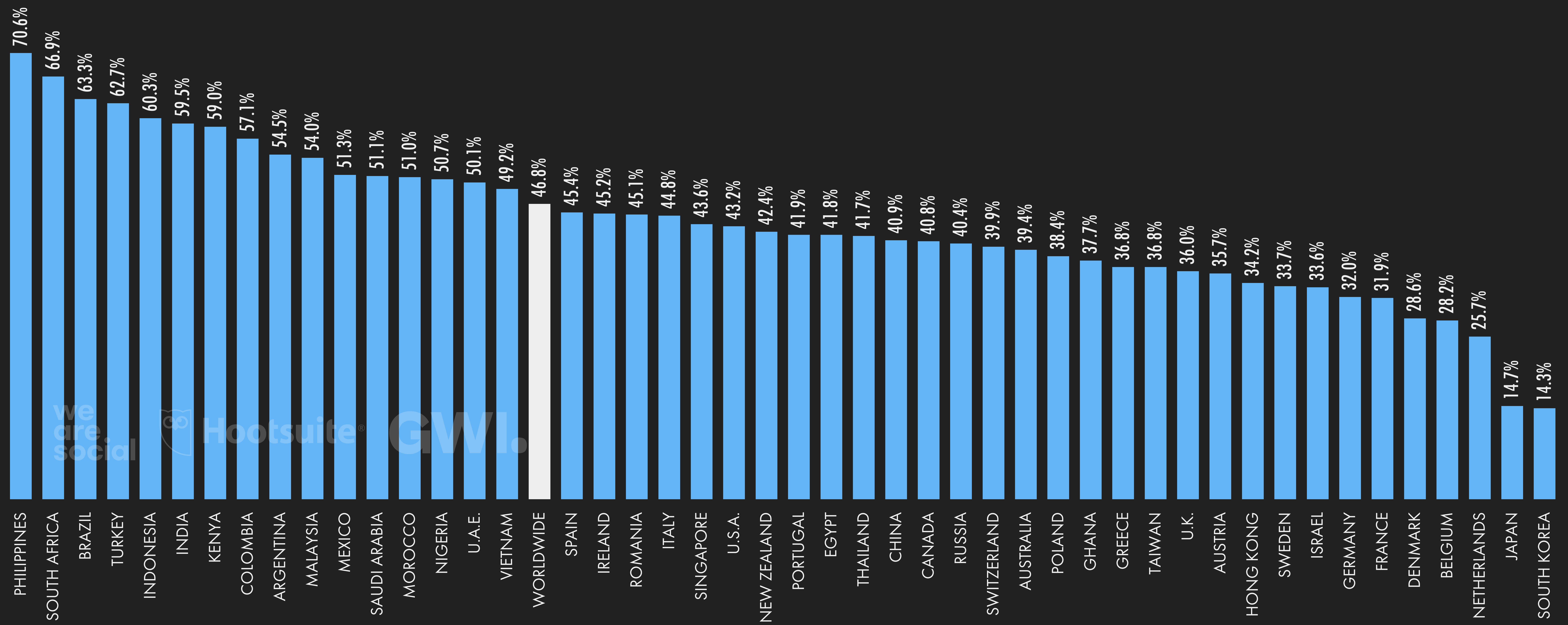
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2022

ONLINE VIDEO AS A SOURCE OF LEARNING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH HOW-TO VIDEOS, TUTORIAL VIDEOS, OR EDUCATIONAL VIDEOS EACH WEEK

GLOBAL OVERVIEW



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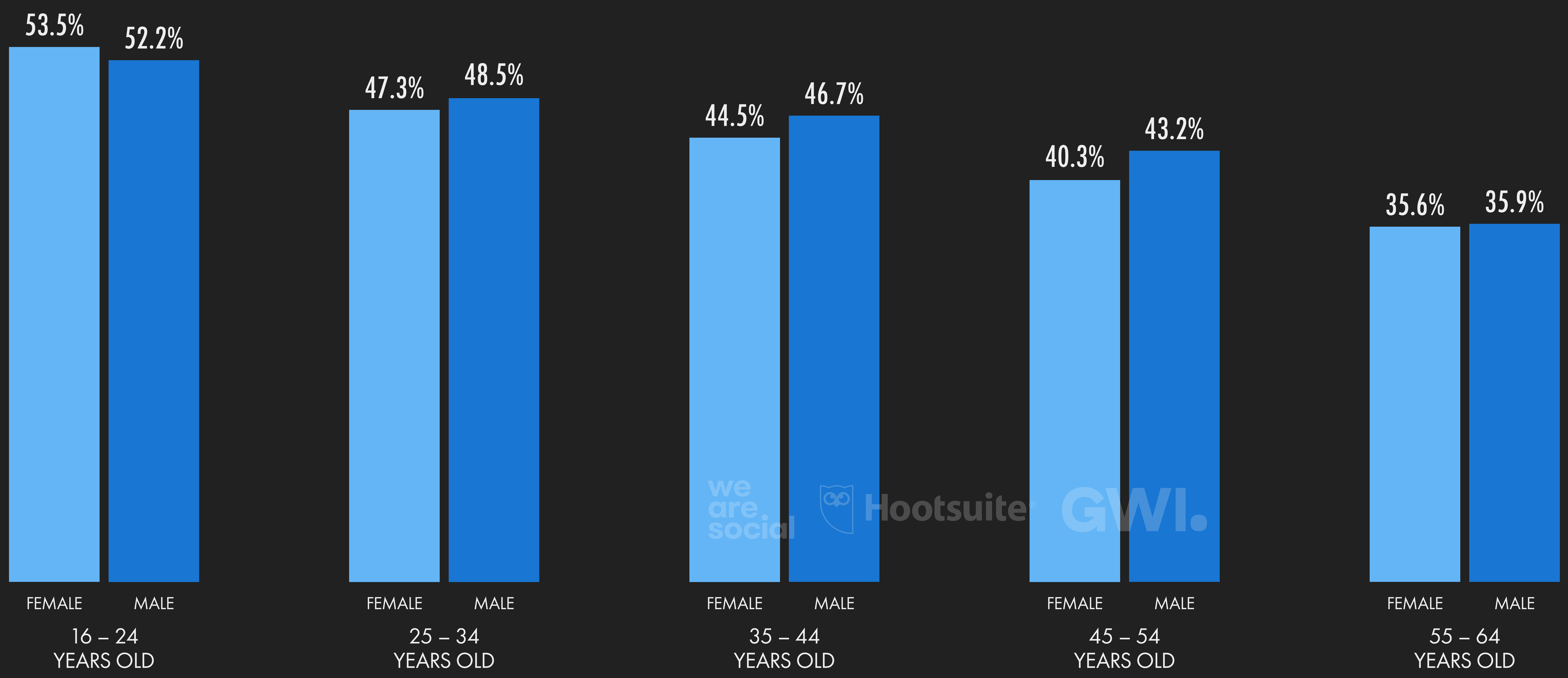

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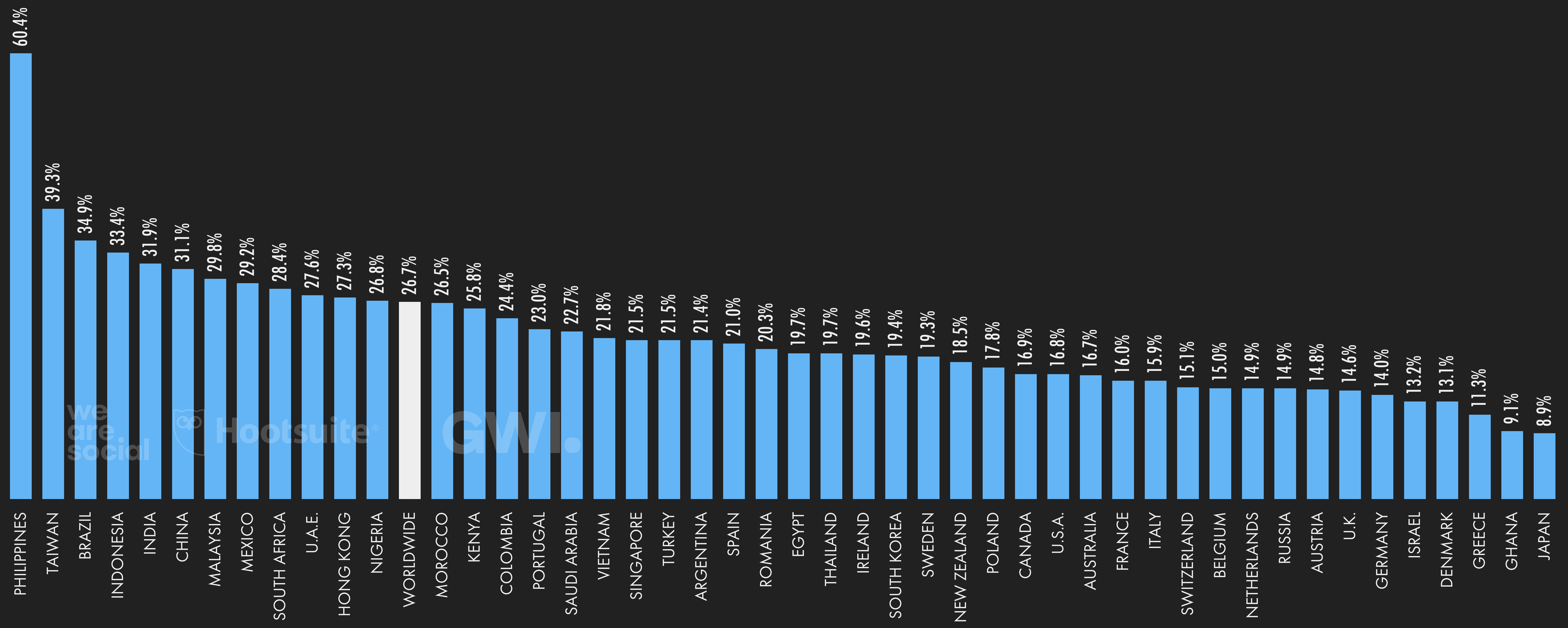
WATCHING VLOGS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH VLOGS EACH WEEK



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PERCENTAGE OF INTERNET USERS WHO WATCH VLOGS EACH WEEK

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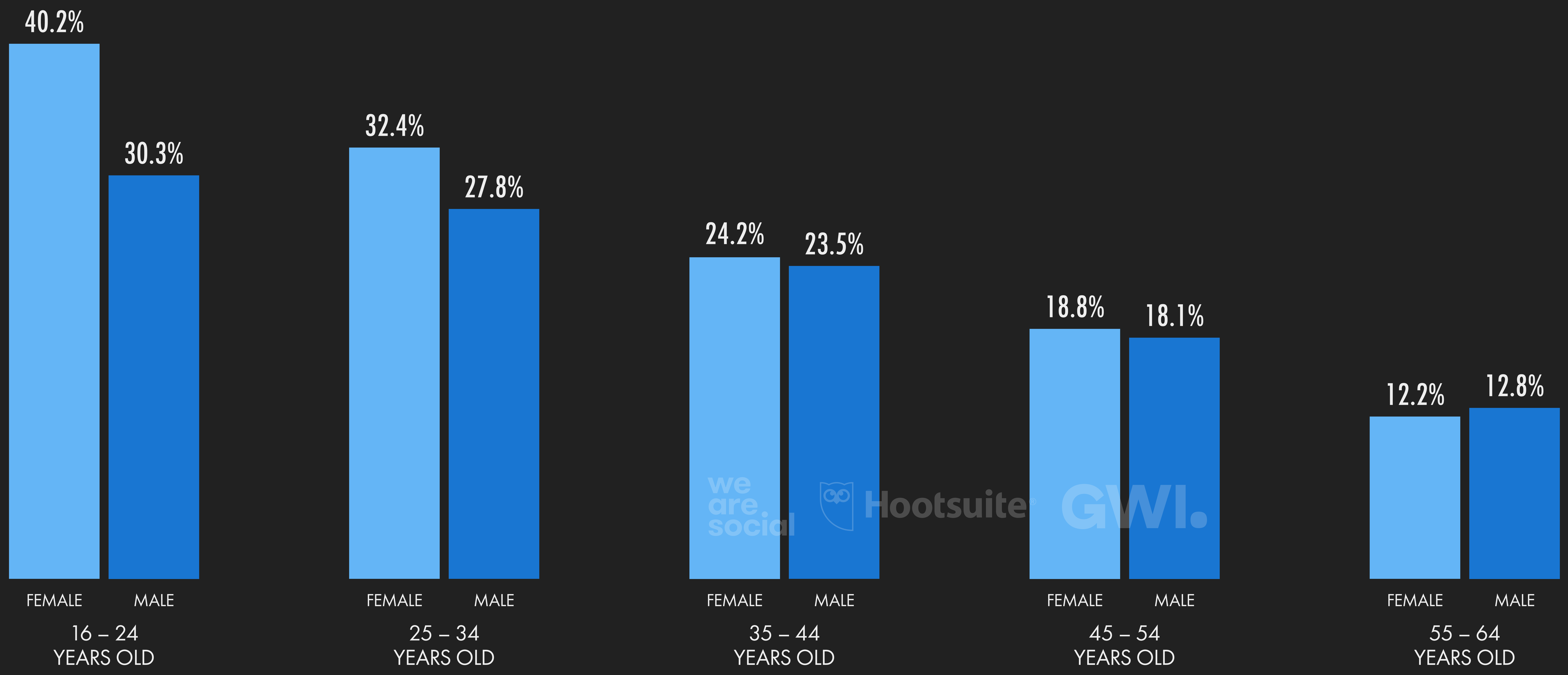

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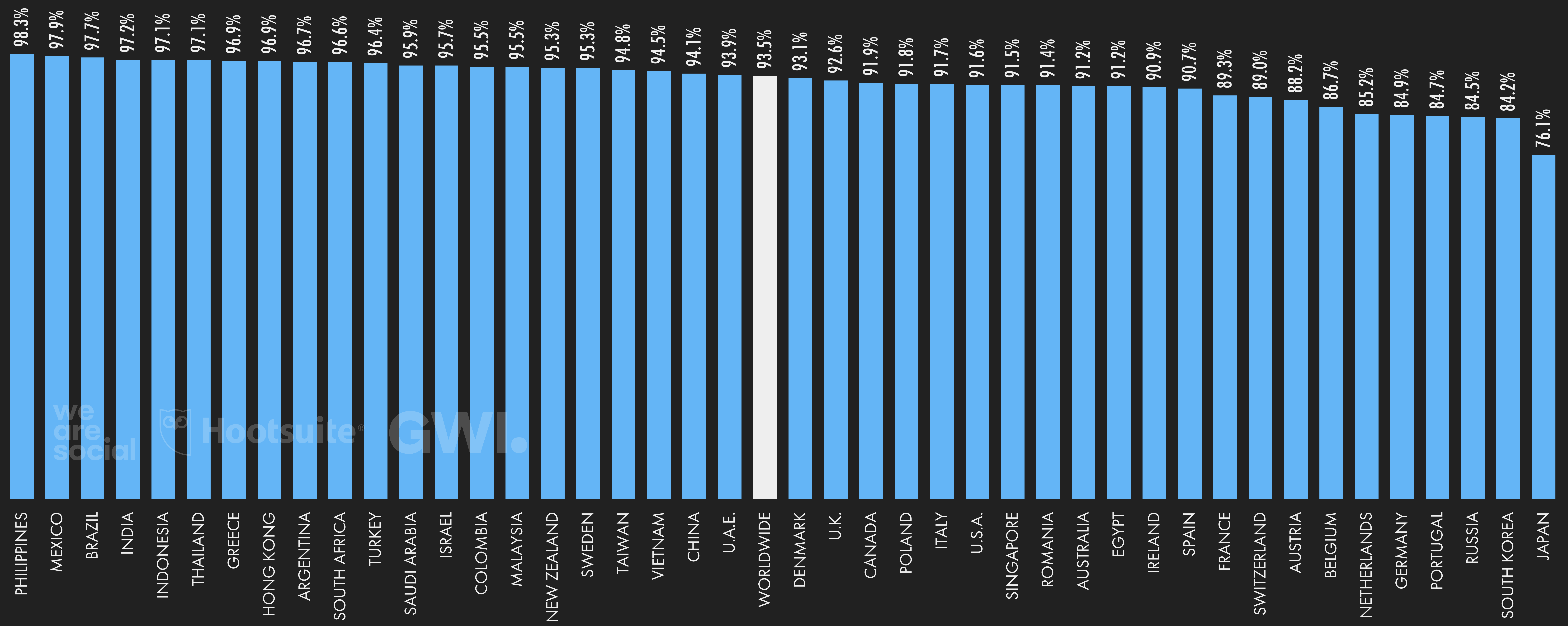
JAN
2022

STREAMING TV CONTENT VIA THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH TV CONTENT VIA STREAMING SERVICES (E.G. NETFLIX) EACH MONTH

GLOBAL OVERVIEW



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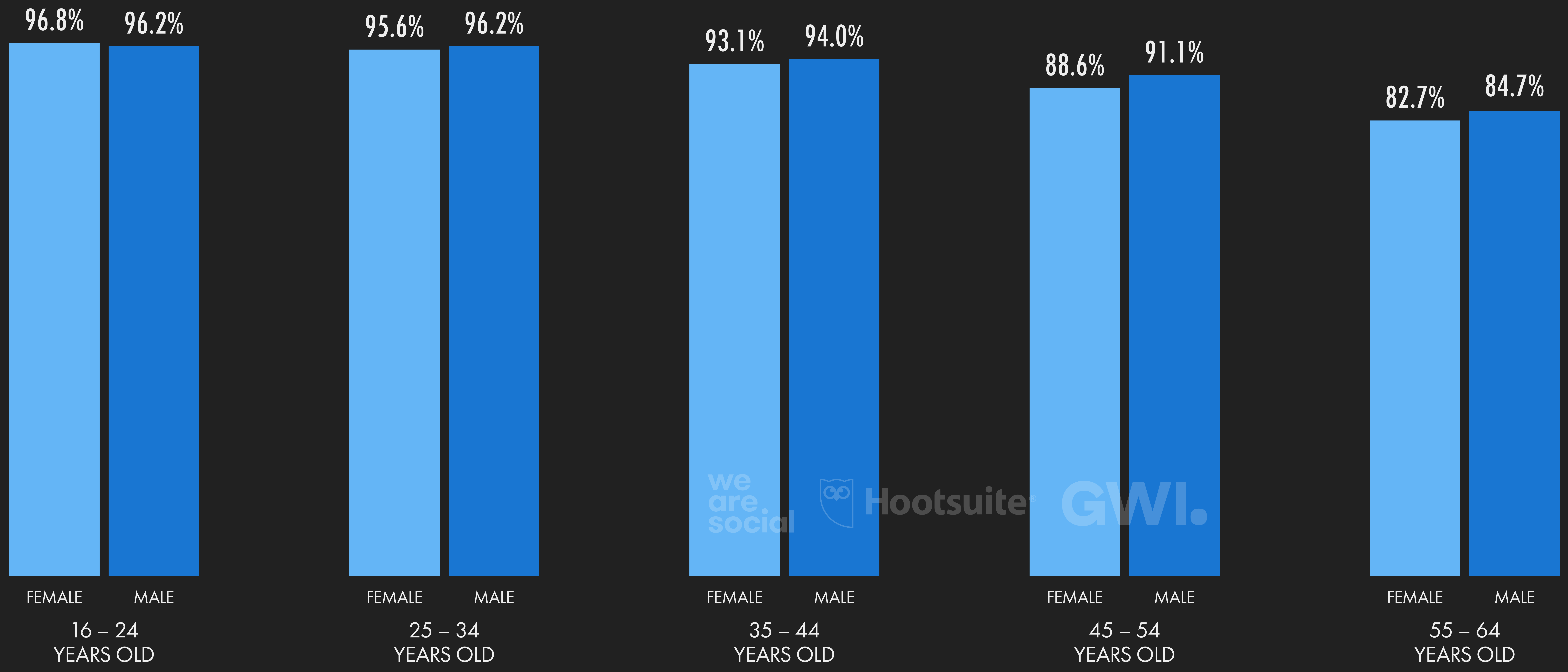

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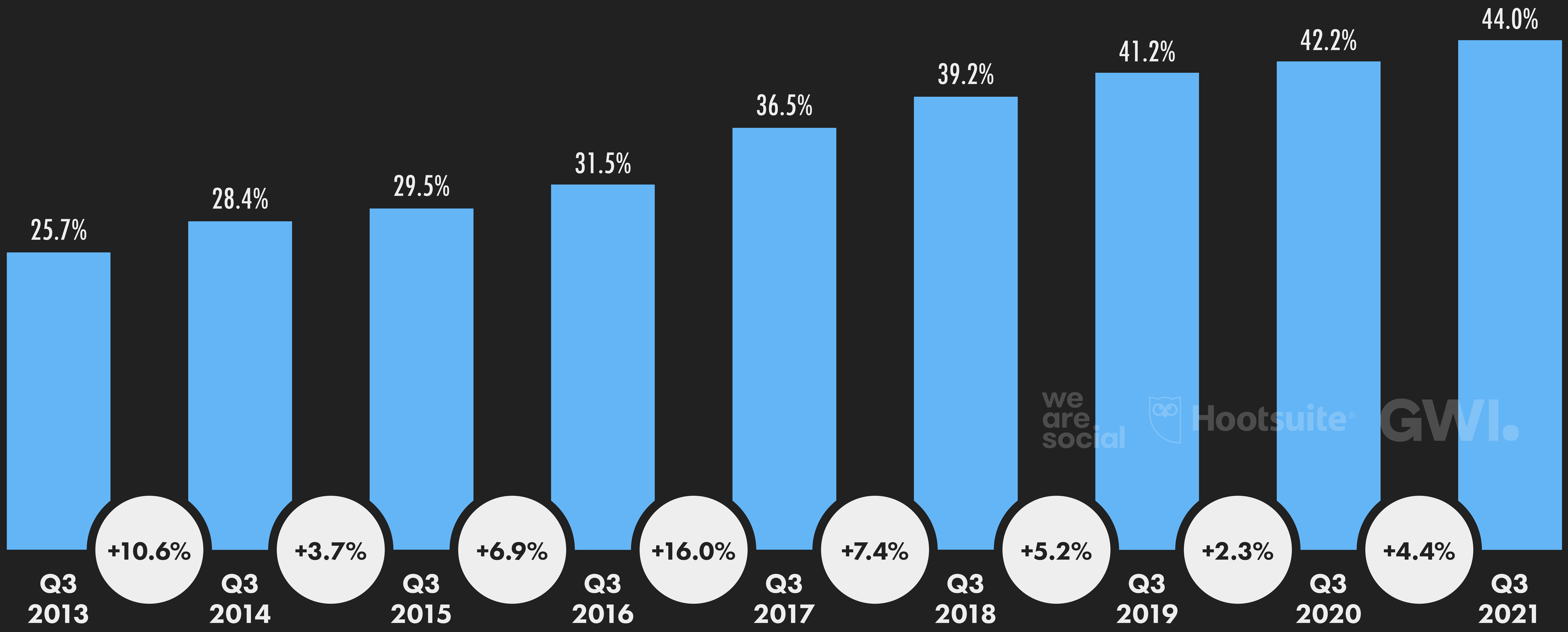
STREAMING TV'S SHARE OF TOTAL TV WATCH TIME

TIME SPENT WATCHING STREAMING TV SERVICES AS A PERCENTAGE OF THE TOTAL TIME INTERNET USERS AGED 16 TO 64 SPEND WATCHING TV



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NETFLIX CHARTS

MOST POPULAR TV SHOWS AND MOVIES OF ALL TIME ON NETFLIX, BASED ON THE NUMBER OF HOURS VIEWED IN THEIR FIRST 28 DAYS ON NETFLIX

MOST POPULAR TV SHOWS

#	TV SHOW	HOURS IN FIRST 28 DAYS
01	SQUID GAME (SEASON 1)	1,650,450,000
02	BRIDGERTON (SEASON 1)	625,490,000
03	MONEY HEIST (PART 4)	619,010,000
04	STRANGER THINGS 3	582,100,000
05	THE WITCHER (SEASON 1)	541,010,000
06	13 REASONS WHY (SEASON 2)	496,120,000
07	THE WITCHER (SEASON 2)	484,320,000
08	13 REASONS WHY (SEASON 1)	475,570,000
09	MAID (LIMITED SERIES)	469,090,000
10	YOU (SEASON 3)	467,830,000

MOST POPULAR MOVIES

#	MOVIE	HOURS IN FIRST 28 DAYS
01	RED NOTICE	364,020,000
02	DON'T LOOK UP	321,520,000
03	BIRD BOX	282,020,000
04	EXTRACTION	231,340,000
05	THE UNFORGIVABLE	214,690,000
06	THE IRISHMAN	214,570,000
07	THE KISSING BOOTH 2	209,250,000
08	6 UNDERGROUND	205,470,000
09	SPENSER CONFIDENTIAL	197,320,000
10	ENOLA HOLMES	189,900,000

SOURCE: NETFLIX. **NOTES:** ALL TITLES REPRESENT ENGLISH-LANGUAGE VERSIONS; CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. ONLY INCLUDES NETFLIX-BRANDED CONTENT. FIGURES REPRESENT THE NUMBER OF HOURS WATCHED IN THE FIRST 28 DAYS AFTER EACH TITLE BECOMES AVAILABLE ON NETFLIX.

LISTENING TO ONLINE AUDIO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO LISTEN TO EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

LISTEN TO MUSIC STREAMING SERVICES	LISTEN TO ONLINE RADIO SHOWS OR STATIONS	LISTEN TO PODCASTS	LISTEN TO AUDIO BOOKS
39.6%	22.9%	20.4%	20.3%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

SPOTIFY CHARTS

RANKING OF THE MOST-STREAMED SONGS AND MOST-STREAMED ALBUMS ON SPOTIFY BETWEEN JANUARY AND DECEMBER 2021

MOST-STREAMED SONGS

#	ARTIST – "SONG TITLE"
01	OLIVIA RODRIGO – "DRIVERS LICENSE"
02	LIL NAS X – "MONTERO (CALL ME BY YOUR NAME) "
03	THE KID LAROI WITH JUSTIN BIEBER – "STAY"
04	OLIVIA RODRIGO – "GOOD 4 U"
05	DUA LIPA FEAT. DABABY – "LEVITATING"
06	JUSTIN BIEBER FEAT. DANIEL CAESAR & GIVEON – "PEACHES"
07	DOJA CAT FEAT. SZA – "KISS ME MORE"
08	THE WEEKND – "BLINDING LIGHTS"
09	GLASS ANIMALS – "HEAT WAVES"
10	MÅNESKIN – "BEGGIN'"

MOST-STREAMED ALBUMS

#	ARTIST – "ALBUM TITLE"
01	OLIVIA RODRIGO – "SOUR"
02	DUA LIPA – "FUTURE NOSTALGIA"
03	JUSTIN BIEBER – "JUSTICE"
04	ED SHEERAN – "="
05	DOJA CAT – "PLANET HER"
06	LIL NAS X – "MONTERO"
07	THE WEEKND – "AFTER HOURS"
08	BAD BUNNY – "EL ÚLTIMO TOUR DEL MUNDO"
09	POP SMOKE – "SHOOT FOR THE STARS AIM FOR THE MOON"
10	ARIANA GRANDE – "POSITIONS"

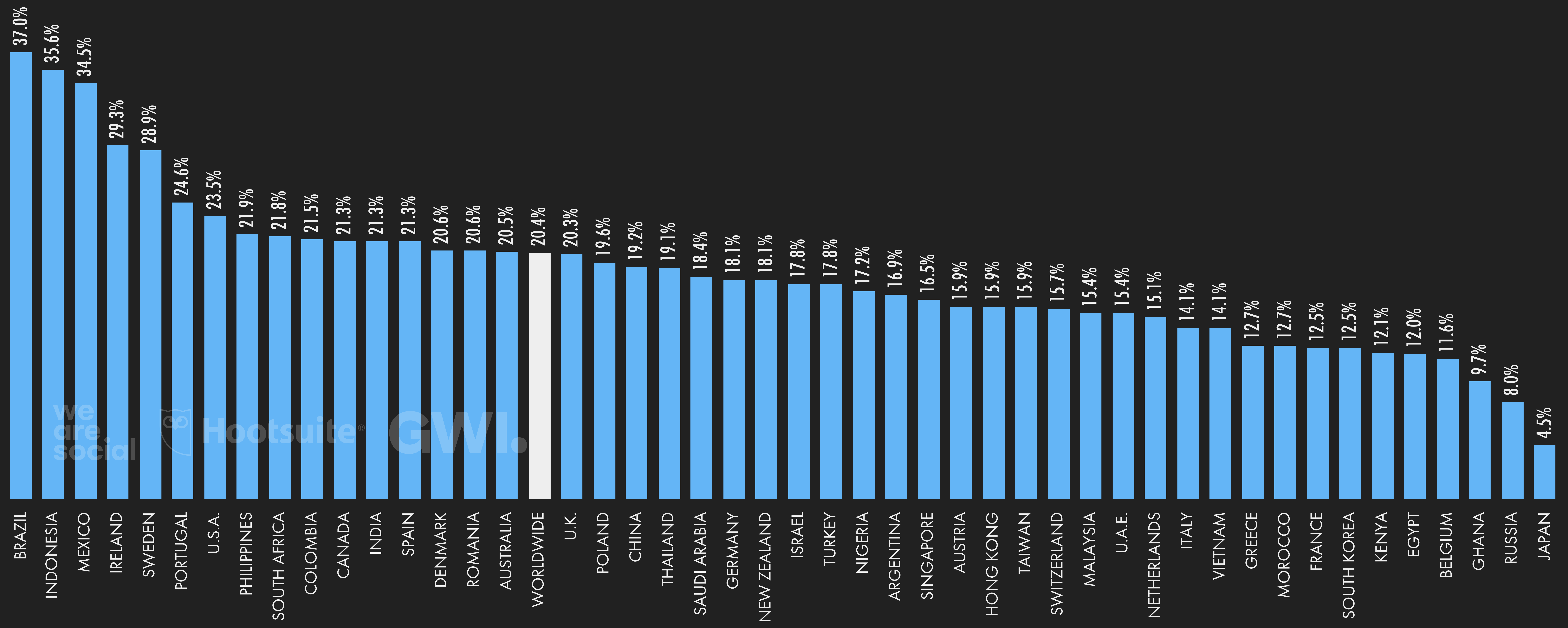
SOURCE: @SPOTIFYCHARTS ON INSTAGRAM. **NOTE:** RANKINGS ARE BASED ON WORLDWIDE SPOTIFY STREAMS BETWEEN JANUARY AND DECEMBER 2021.

JAN 2022

LISTENING TO PODCASTS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO LISTEN TO PODCASTS EACH WEEK

GLOBAL OVERVIEW



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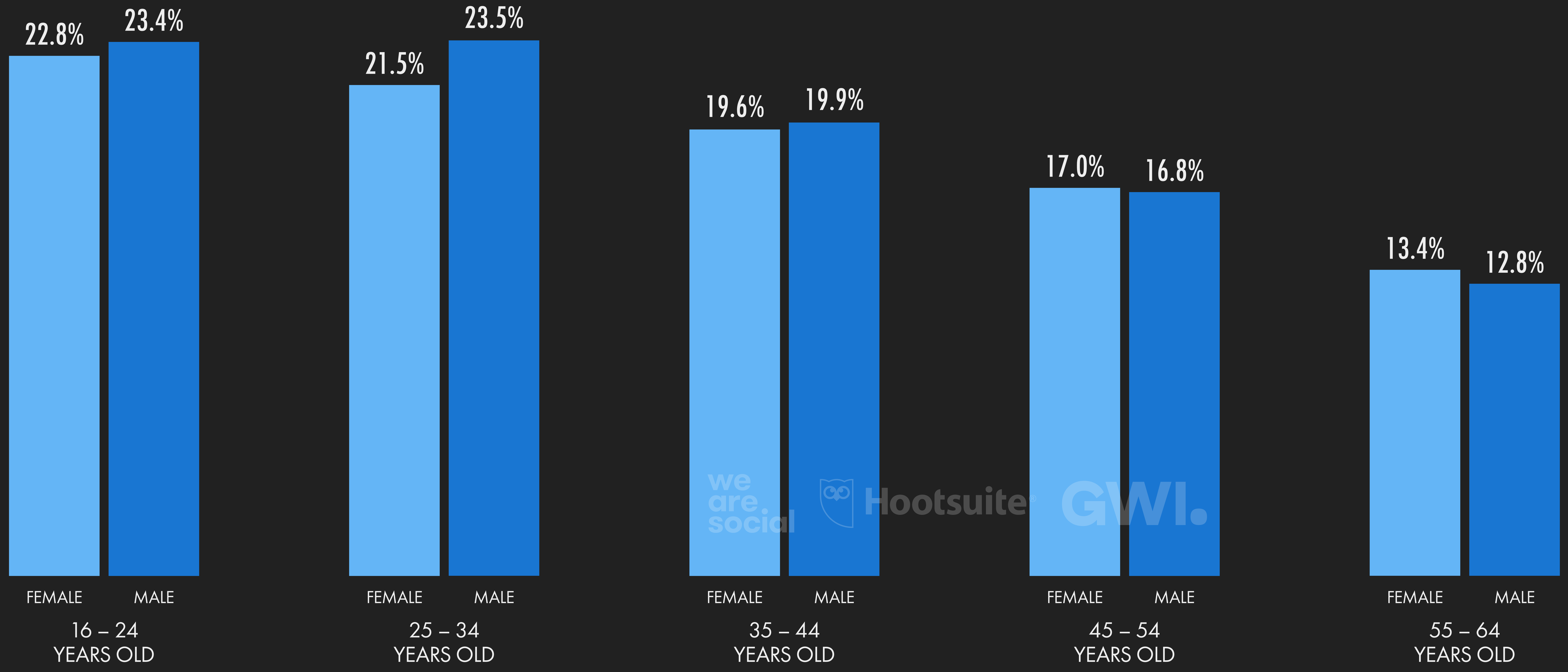
PERCENTAGE OF INTERNET USERS WHO LISTEN TO PODCASTS EACH WEEK



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DEVICES USED TO PLAY VIDEO GAMES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE

ANY DEVICE	SMARTPHONE	LAPTOP OR DESKTOP	GAMES CONSOLE
83.6%	68.1%	36.8%	25.8%

TABLET	HAND-HELD GAMING DEVICE	MEDIA STREAMING DEVICE	VIRTUAL REALITY HEADSET
17.2%	13.6%	9.7%	8.7%

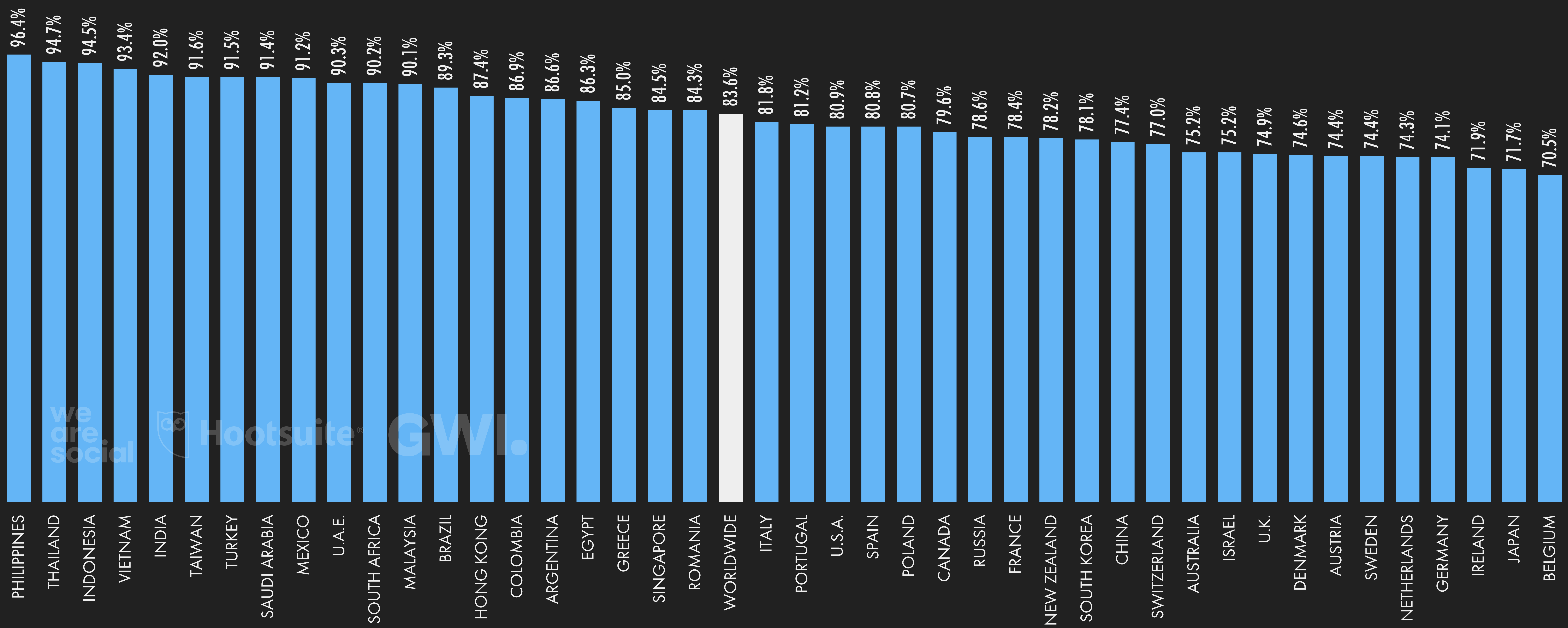
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2022

PLAYING VIDEO GAMES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON ANY DEVICE

GLOBAL OVERVIEW



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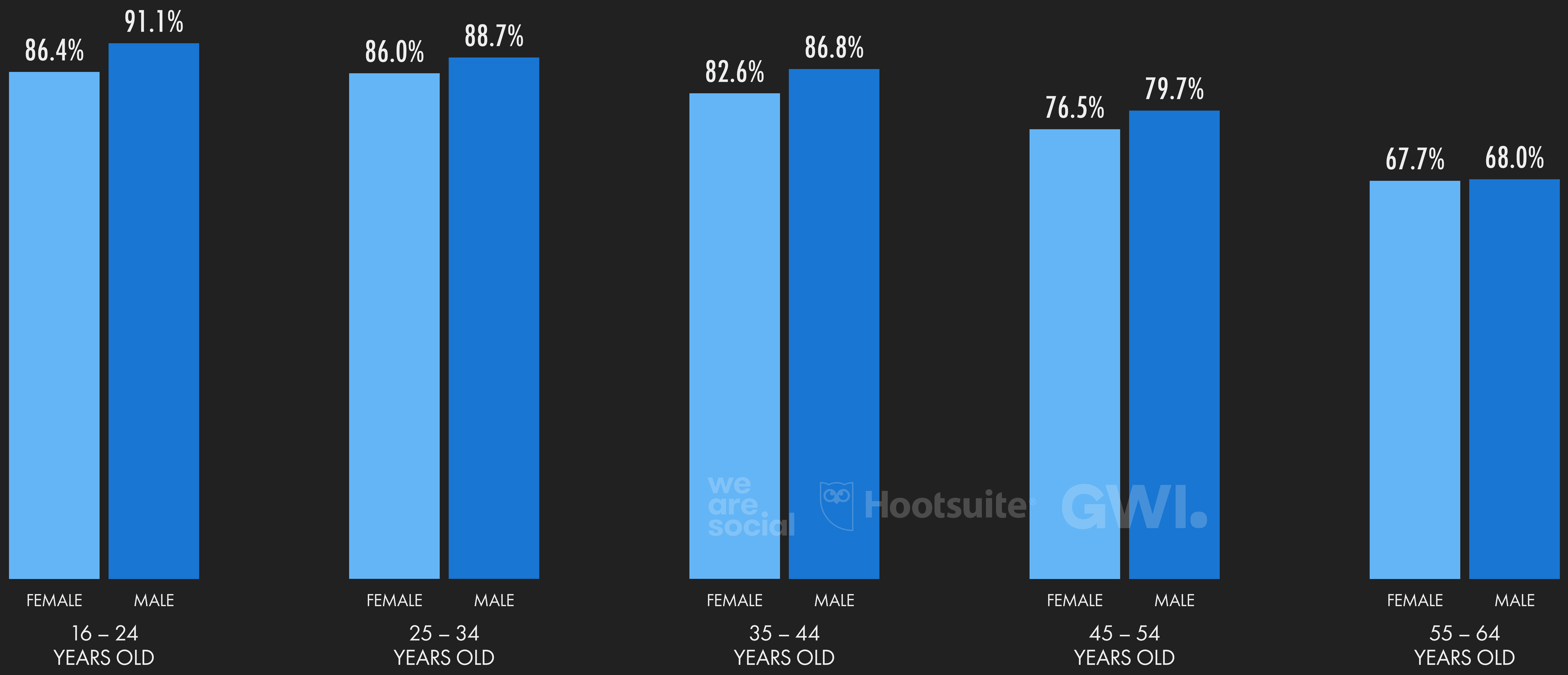
PLAYING VIDEO GAMES

PERCENTAGE OF INTERNET USERS WHO PLAY VIDEO GAMES ON ANY DEVICE



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JAN 2022

MOST POPULAR VIDEO GAME FORMATS

PERCENTAGE OF INTERNET USERS WHO PLAY EACH GENRE OF VIDEO GAME ON ANY DEVICE

GLOBAL OVERVIEW

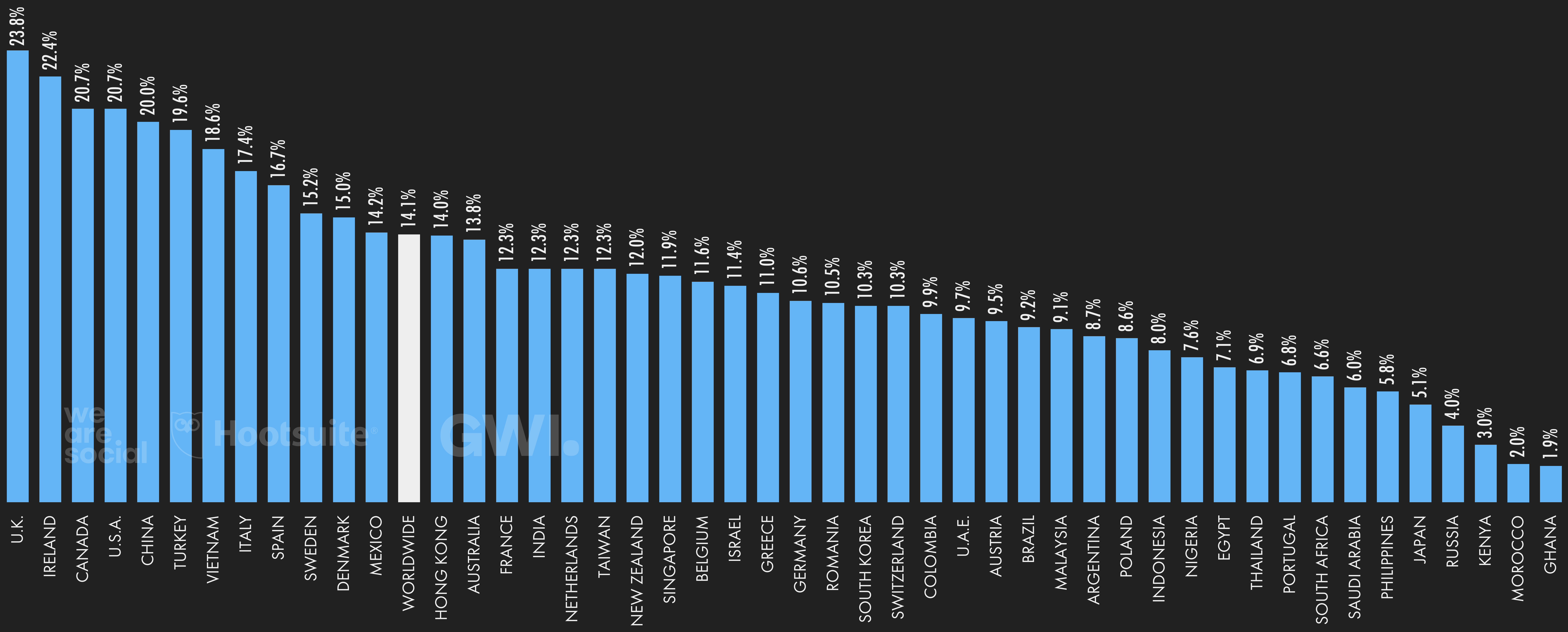
16 TO 24 YEARS OLD		25 TO 34 YEARS OLD		35 TO 44 YEARS OLD		45 TO 54 YEARS OLD		55 TO 64 YEARS OLD	
SHOOTER	60%	SHOOTER	57%	SHOOTER	48%	SHOOTER	35%	PUZZLE PLATFORM	23%
ACTION ADVENTURE	56%	ACTION ADVENTURE	54%	ACTION ADVENTURE	46%	ACTION ADVENTURE	35%	ACTION ADVENTURE	21%
SIMULATION	39%	RACING	40%	RACING	35%	PUZZLE PLATFORM	27%	SHOOTER	21%
RACING	38%	SIMULATION	38%	PUZZLE PLATFORM	34%	RACING	26%	RACING	15%
BATTLE ROYALE	36%	SPORTS	38%	SPORTS	33%	SIMULATION	24%	SPORTS	15%
M.O.B.A.	36%	M.O.B.A.	36%	SIMULATION	32%	SPORTS	23%	SIMULATION	15%
STRATEGY	34%	PUZZLE PLATFORM	36%	STRATEGY	31%	STRATEGY	22%	STRATEGY	15%
SPORTS	34%	STRATEGY	36%	ACTION PLATFORM	28%	ACTION PLATFORM	20%	ONLINE BOARD GAMES	14%
PUZZLE PLATFORM	33%	FIGHTING	34%	FIGHTING	28%	M.O.B.A.	20%	ACTION PLATFORM	13%
ACTION PLATFORM	31%	ACTION PLATFORM	33%	M.O.B.A.	28%	FIGHTING	19%	FREE-TO-PLAY CASINO	13%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.
NOTE: PERCENTAGES REPRESENT SHARE OF ALL INTERNET USERS IN EACH AGE GROUP, INCLUDING THOSE WHO DO NOT PLAY VIDEO GAMES.

JAN 2022

SMART HOME DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN SOME FORM OF SMART HOME DEVICE



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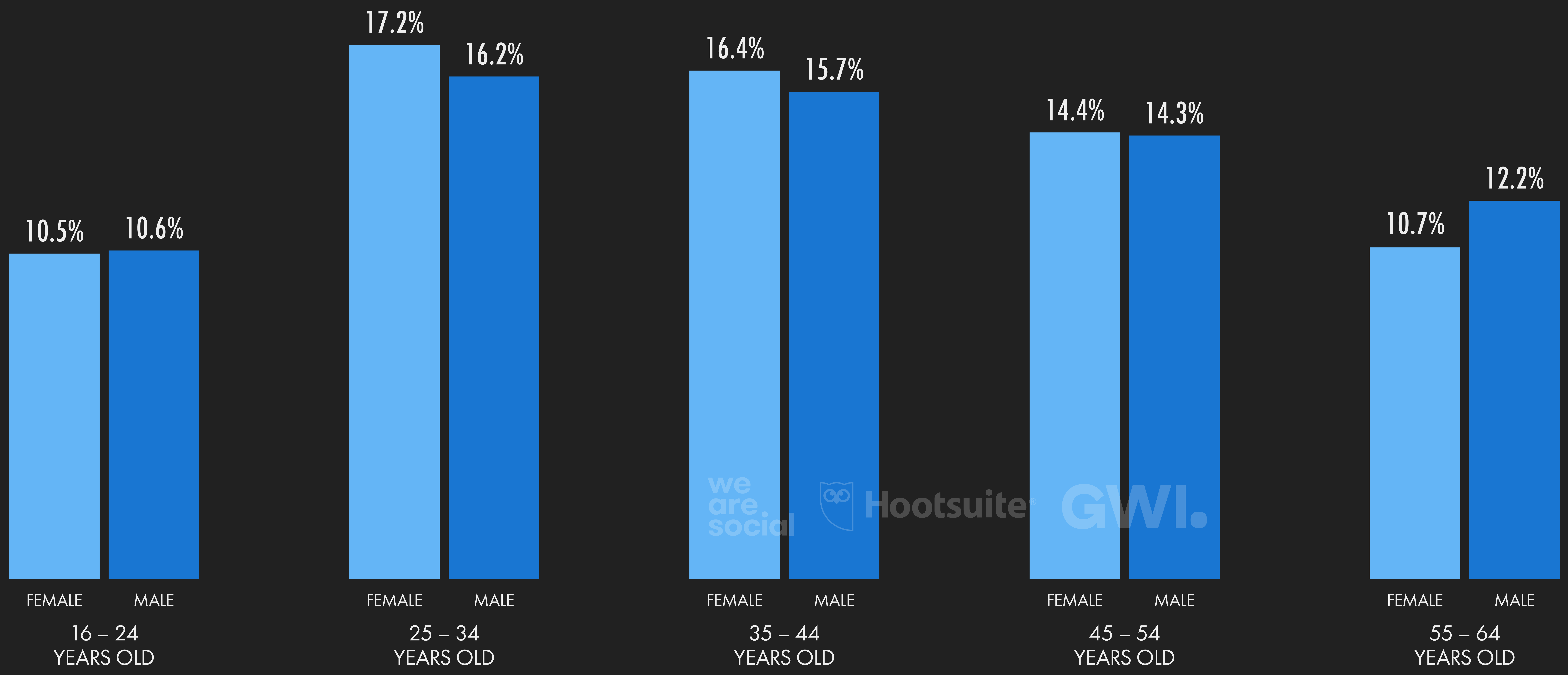

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SMART HOME MARKET OVERVIEW

VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS)

METRIC	VALUE	YEAR-ON-YEAR CHANGE
NUMBER OF HOMES WITH SMART HOME DEVICES	263.4 MILLION	+17% (+39 MILLION)
TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET	$104.4 BILLION	+33% (+$26 BILLION)
VALUE OF SMART HOME APPLIANCES MARKET	$39.38 BILLION	+35% (+$10 BILLION)
VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET	$20.76 BILLION	+33% (+$5.2 BILLION)
VALUE OF SMART HOME SECURITY DEVICE MARKET	$15.71 BILLION	+30% (+$3.7 BILLION)
VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET	$11.60 BILLION	+25% (+$2.3 BILLION)
VALUE OF SMART HOME COMFORT & LIGHTING MARKET	$8.74 BILLION	+32% (+$2.1 BILLION)
VALUE OF SMART HOME ENERGY MANAGEMENT MARKET	$8.23 BILLION	+34% (+$2.1 BILLION)

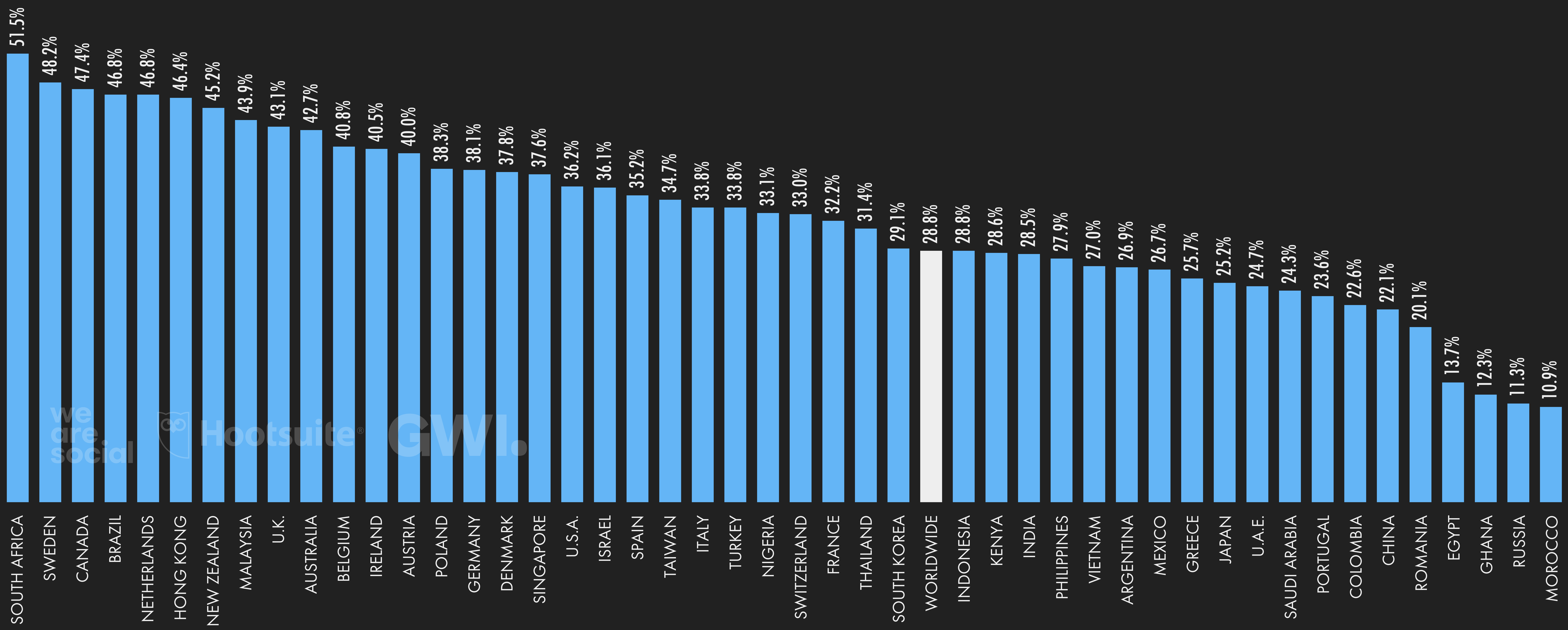
SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES.

JAN 2022

USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR APP EACH MONTH

GLOBAL OVERVIEW



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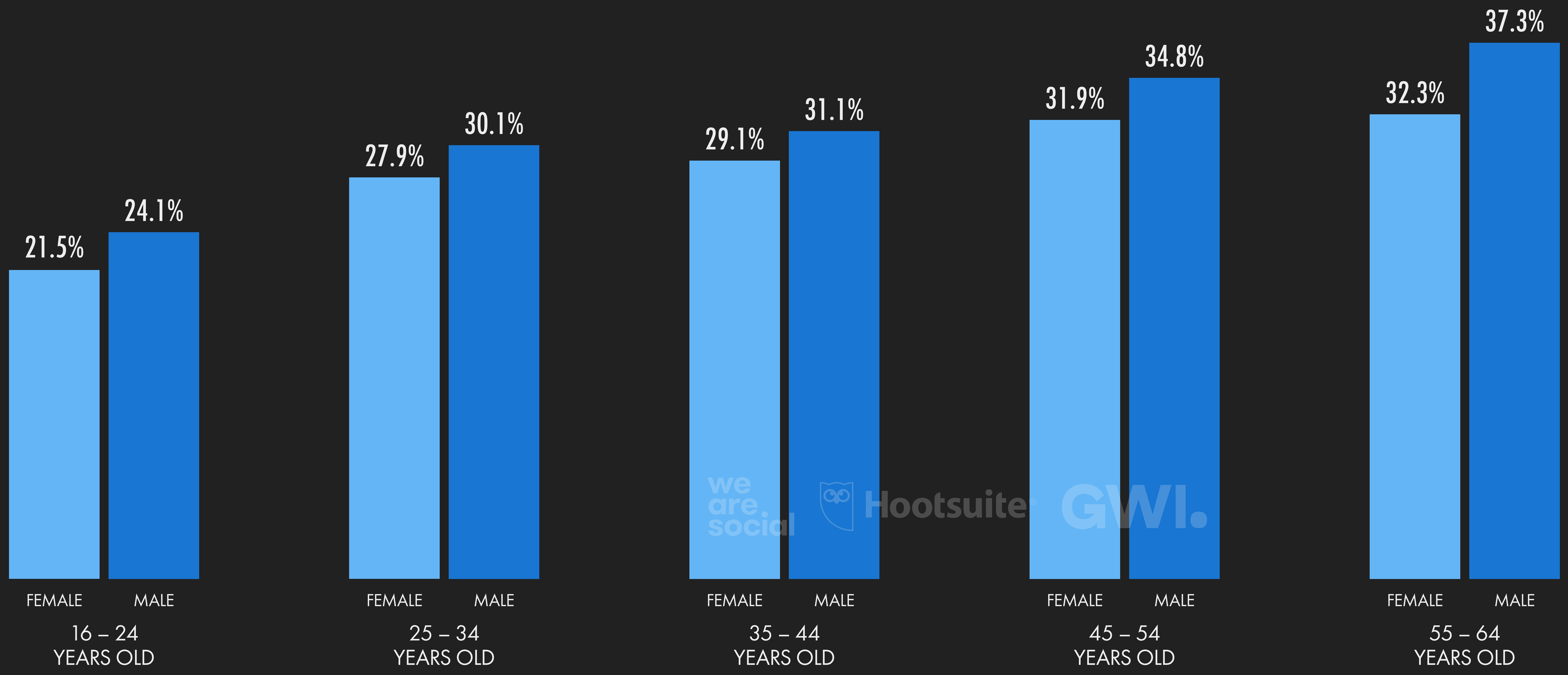

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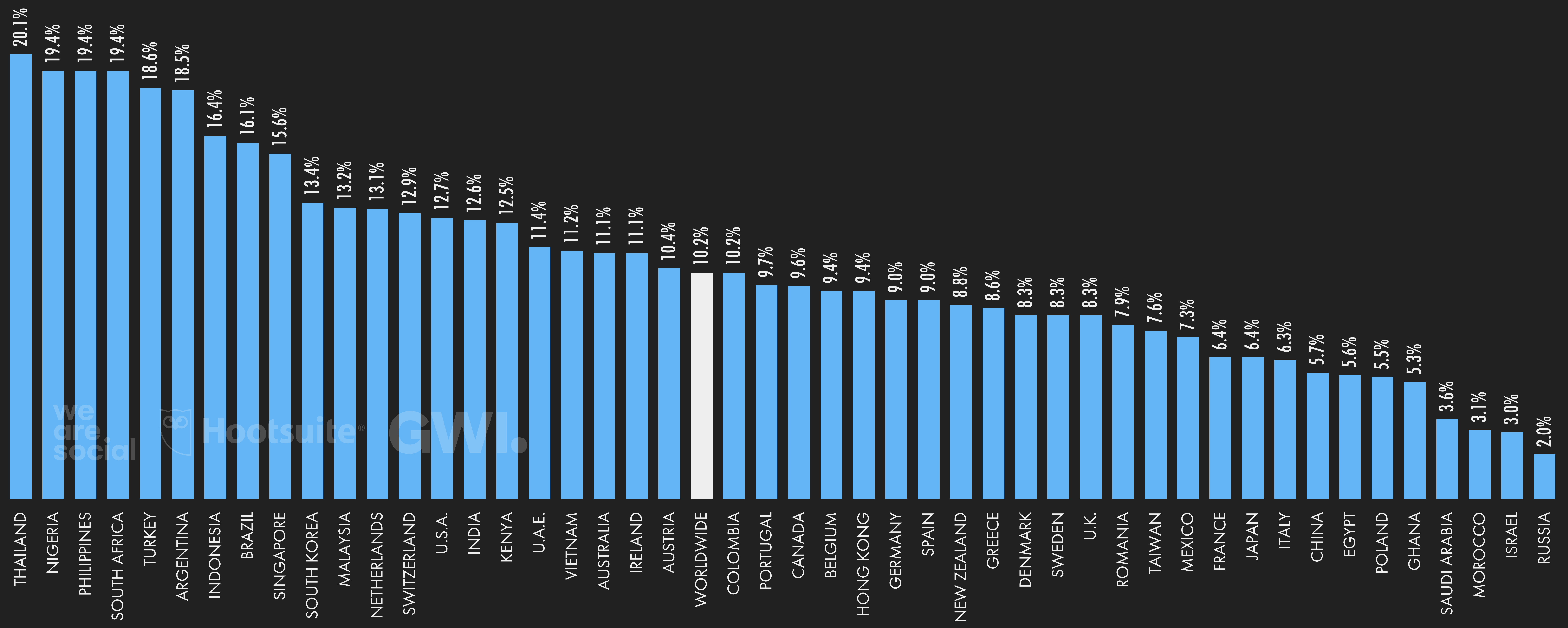
OWNERSHIP OF CRYPTOCURRENCY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN SOME FORM OF CRYPTOCURRENCY



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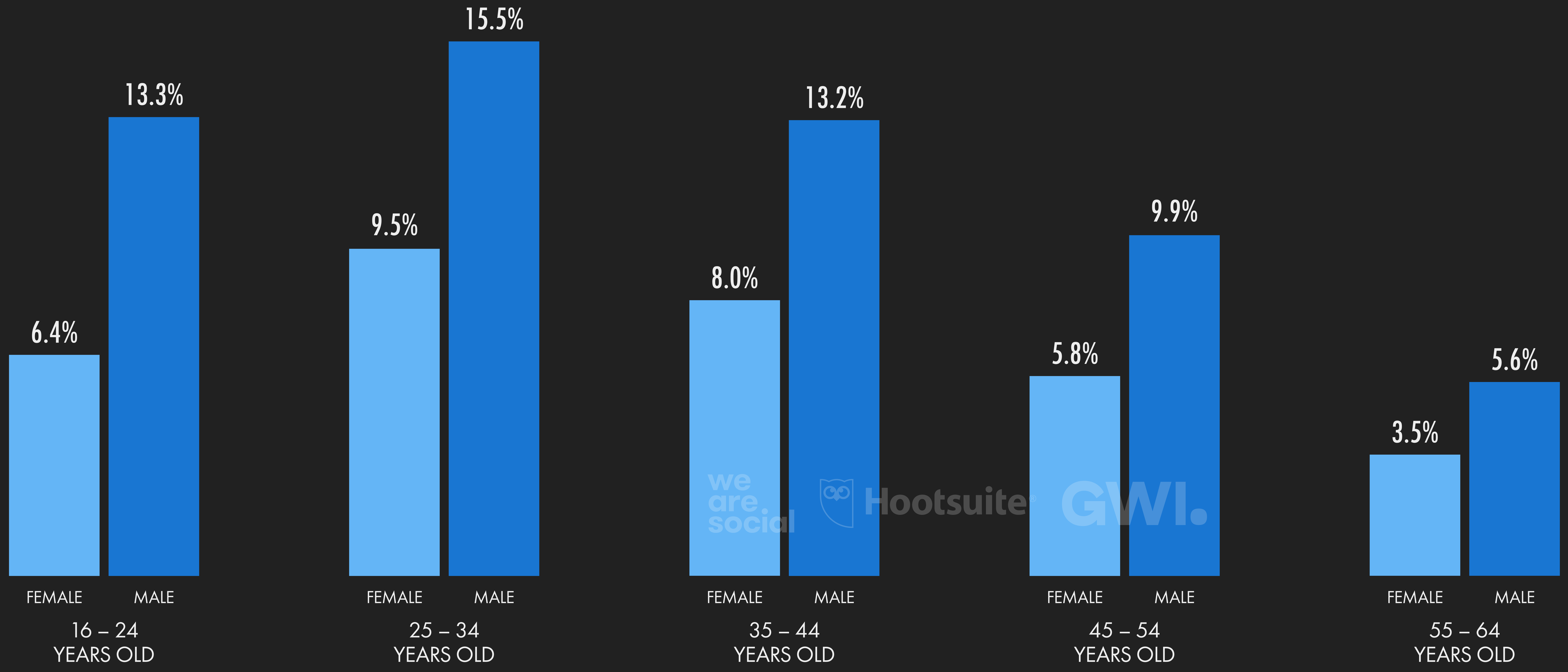

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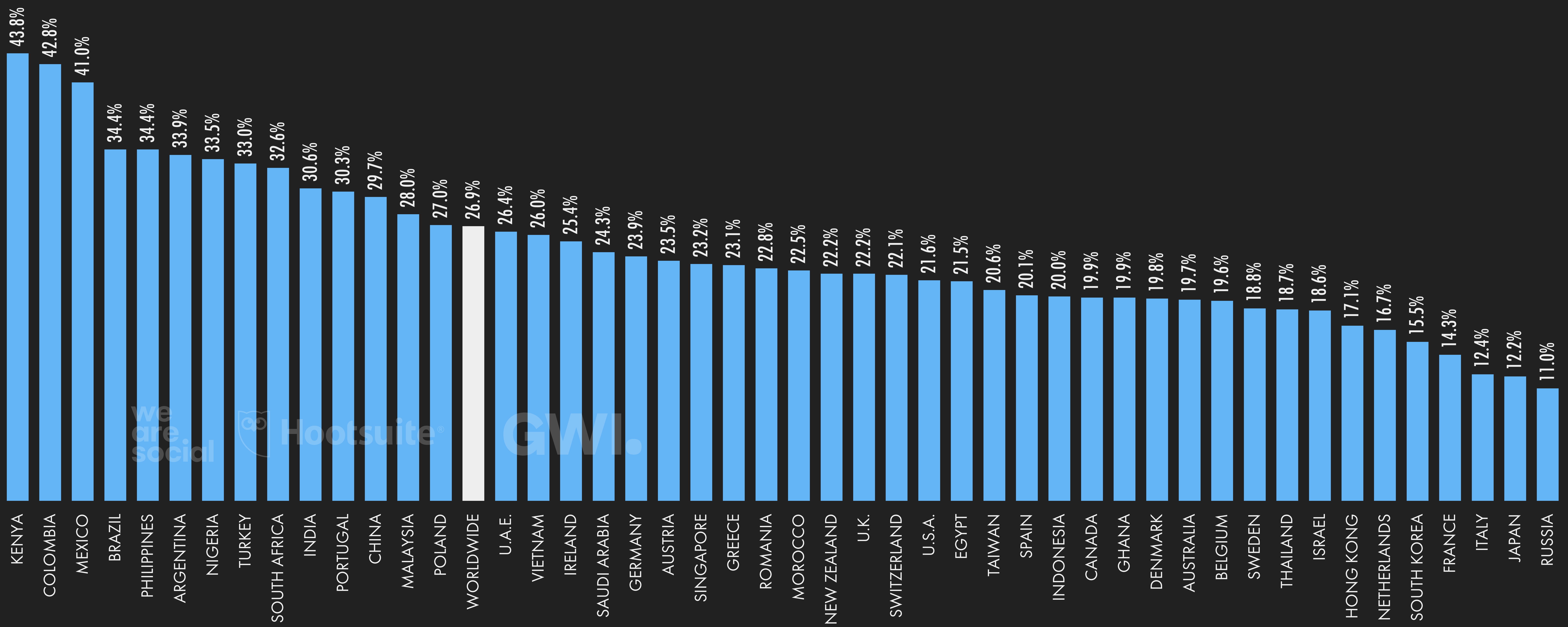
JAN 2022

CHECKING HEALTH SYMPTOMS ONLINE

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CHECK HEALTH SYMPTOMS ONLINE EACH WEEK

GLOBAL OVERVIEW



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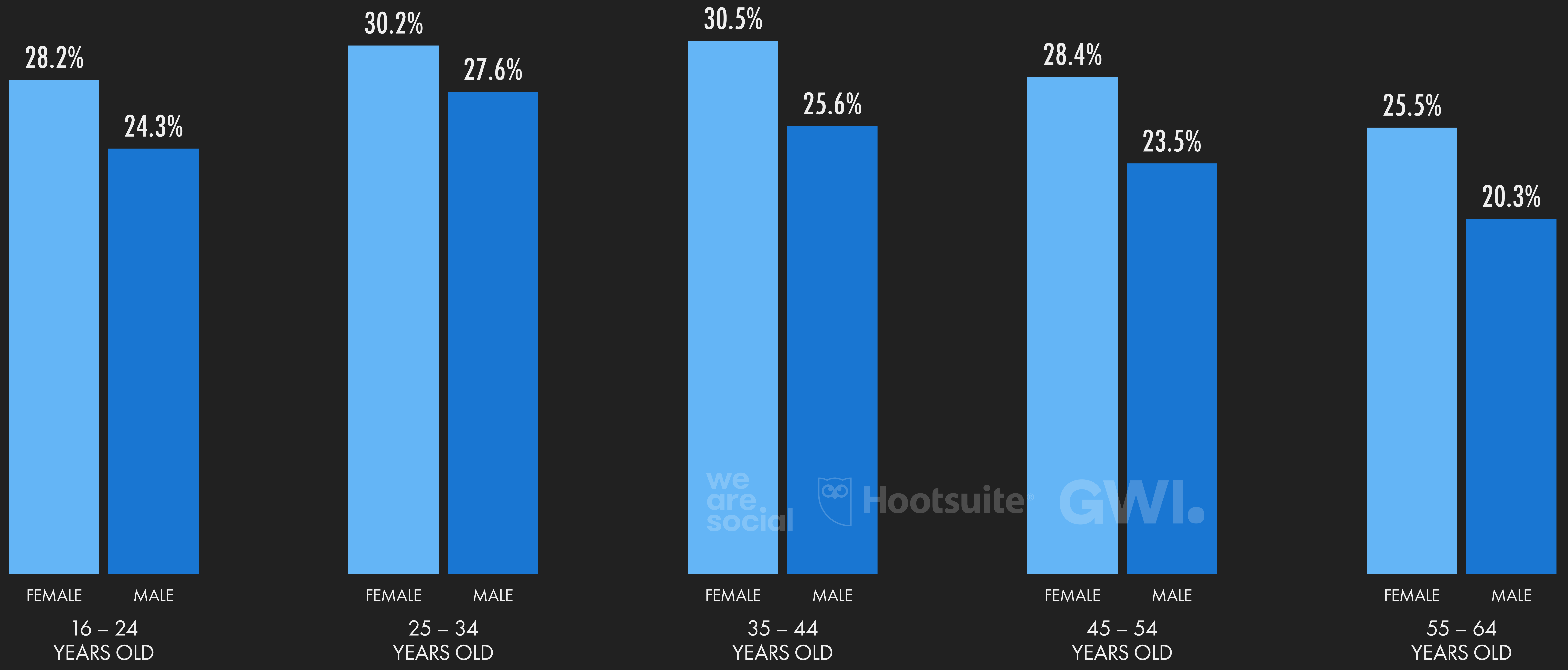

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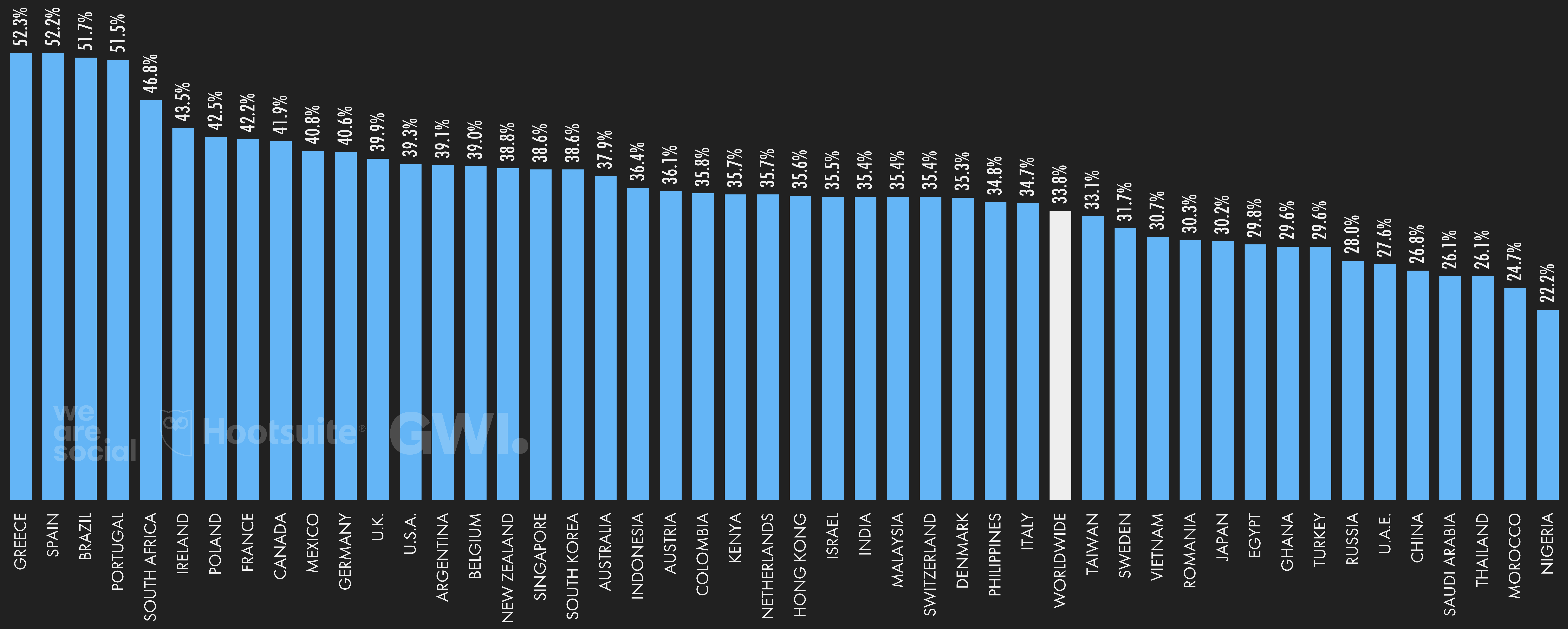
JAN 2022

CONCERNS ABOUT MISUSE OF PERSONAL DATA

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ARE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA ONLINE

GLOBAL OVERVIEW



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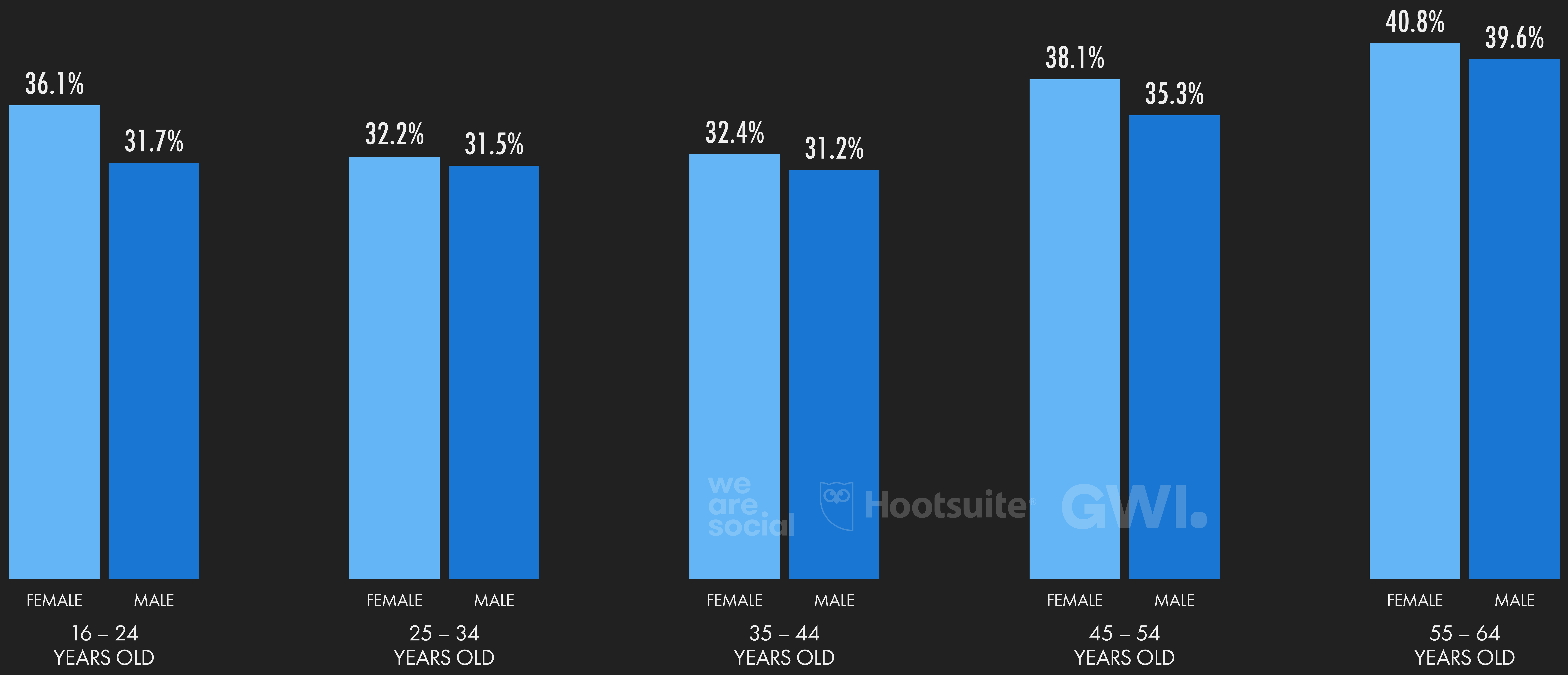
PERCENTAGE OF INTERNET USERS WHO ARE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA ONLINE

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN
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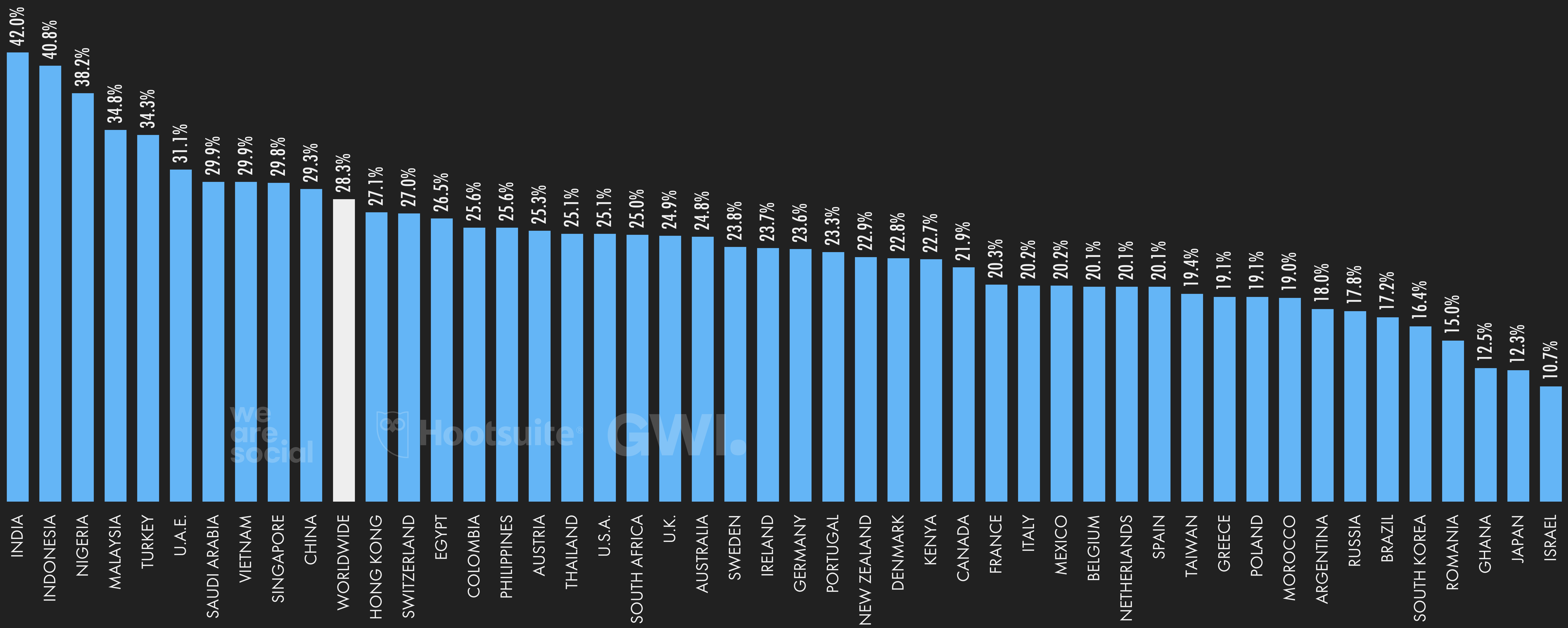
USE OF VIRTUAL PRIVATE NETWORKS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE A VIRTUAL PRIVATE NETWORK (VPN) FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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USE OF VIRTUAL PRIVATE NETWORKS

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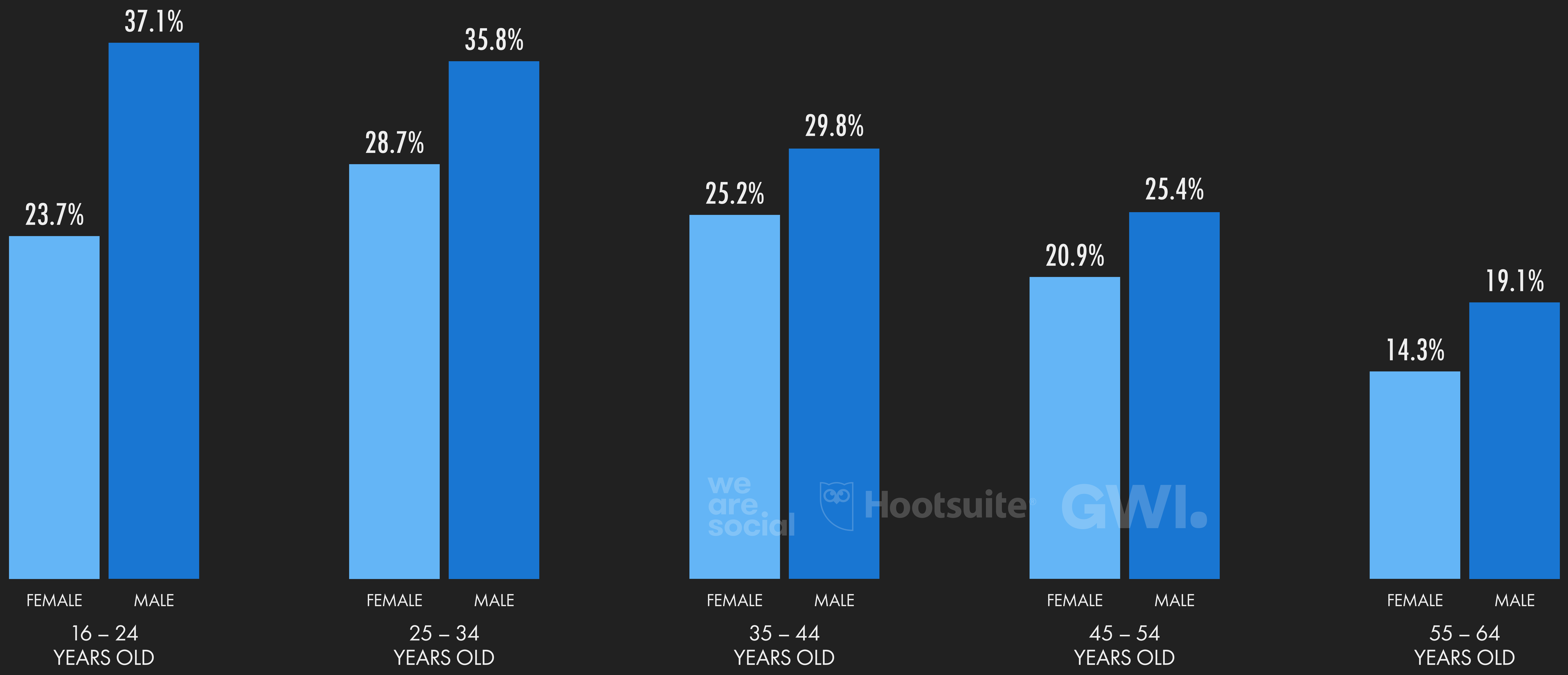
GLOBAL OVERVIEW



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

WE ARE SOCIAL'S PERSPECTIVE

INTERNET IN 2022

SHIFTS IMPACTING OUR ONLINE BEHAVIOUR

BOO TO THE BULLIES

For years, toxic instances of online trolling have seen platforms under the magnifying glass amid complex conversations around censorship and free speech. But with cyber-bullying continuing to take young lives and mass media calling out the 'second wave' of cancel culture, tech giants are seeing fresh calls to adapt their platforms to facilitate safer online spaces.

In 2022, brands will be expected to stand up for what they feel is right, both for their values and their talent.

ALTERNATIVE ECONOMIES

With traditional banks unstable and global wealth inequality on the rise, many are frustrated with a system that often feels rigged against them. A growing number of people are looking online for other routes to economic success. From the mainstreaming of cryptocurrencies to the already-infamous gaming of the stock market by /r/wallstreetbets, the next generation of the financial elite are playing by new rules.

In 2022, brands should be exploring how they can adapt their own value exchanges for these new economies.

THE VIBE ECONOMY

The rise of social video combined with a heightened desire for connection post-pandemic is seeing a new form of creativity move into the fore, defined by an ability to evoke emotional responses. Social has never been better equipped to do this, especially given that 30% of 18-34s say they use social with sound on more now than before Covid-19.

In 2022, brands will harness more immersive forms of media to curate moods and feelings around their services.

SOCIAL MEDIA

JAN 2022

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW

NUMBER OF SOCIAL MEDIA USERS

4.62

BILLION

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USERS

+1.7%

+77 MILLION

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USERS

+10.1%

+424 MILLION

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA

2H 27M

+1.4% (+2M)

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH

7.5

SOCIAL MEDIA USERS vs. TOTAL POPULATION

58.4%

SOCIAL MEDIA USERS vs. POPULATION AGE 13+

74.8%

SOCIAL MEDIA USERS vs. TOTAL INTERNET USERS

93.4%

FEMALE SOCIAL MEDIA USERS vs. TOTAL SOCIAL MEDIA USERS

46.1%

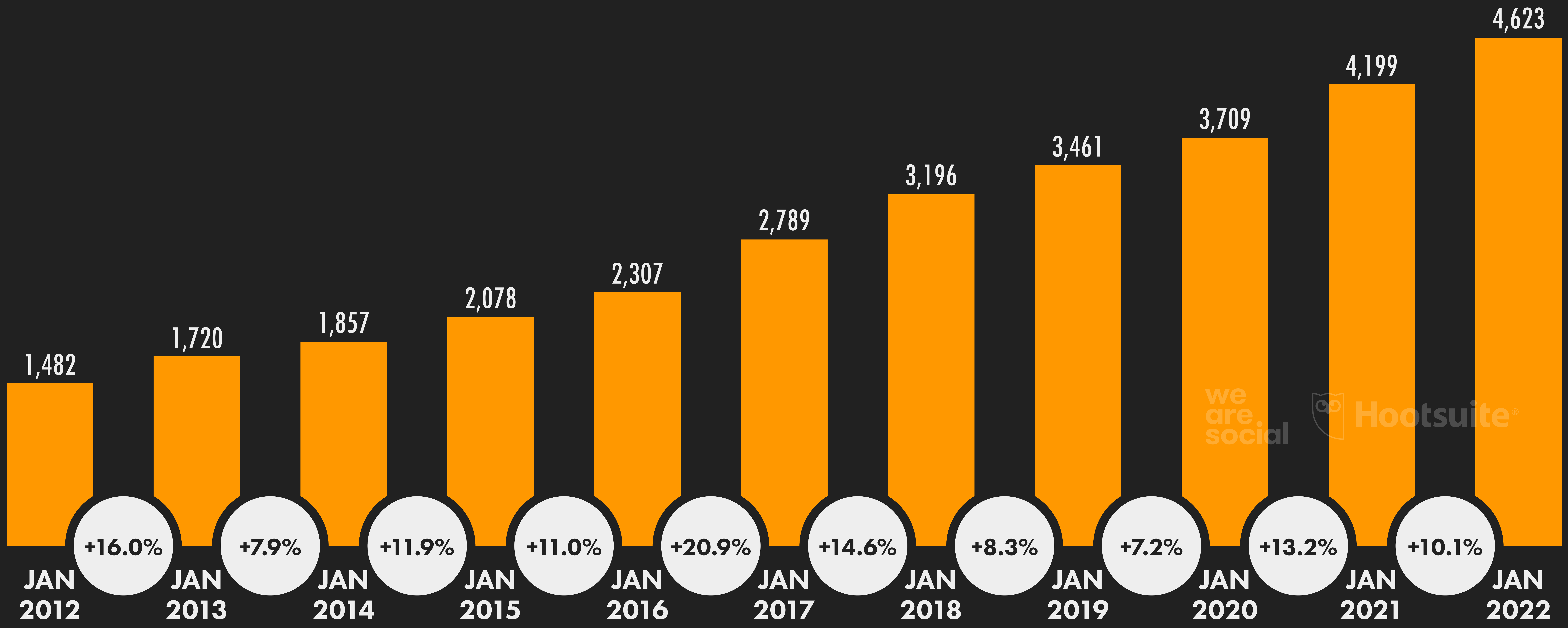
MALE SOCIAL MEDIA USERS vs. TOTAL SOCIAL MEDIA USERS

53.9%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OCDH; U.N.; U.S. CENSUS BUREAU. DATA FOR TIME SPENT AND AVERAGE NUMBER OF PLATFORMS: GWI (Q3 2021). SEE GWI.COM FOR MORE DETAILS. **NOTE:** AVERAGE PLATFORMS FIGURE INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS.

SOCIAL MEDIA USERS OVER TIME

NUMBER OF SOCIAL MEDIA USERS (IN MILLIONS) AND YEAR-ON-YEAR CHANGE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



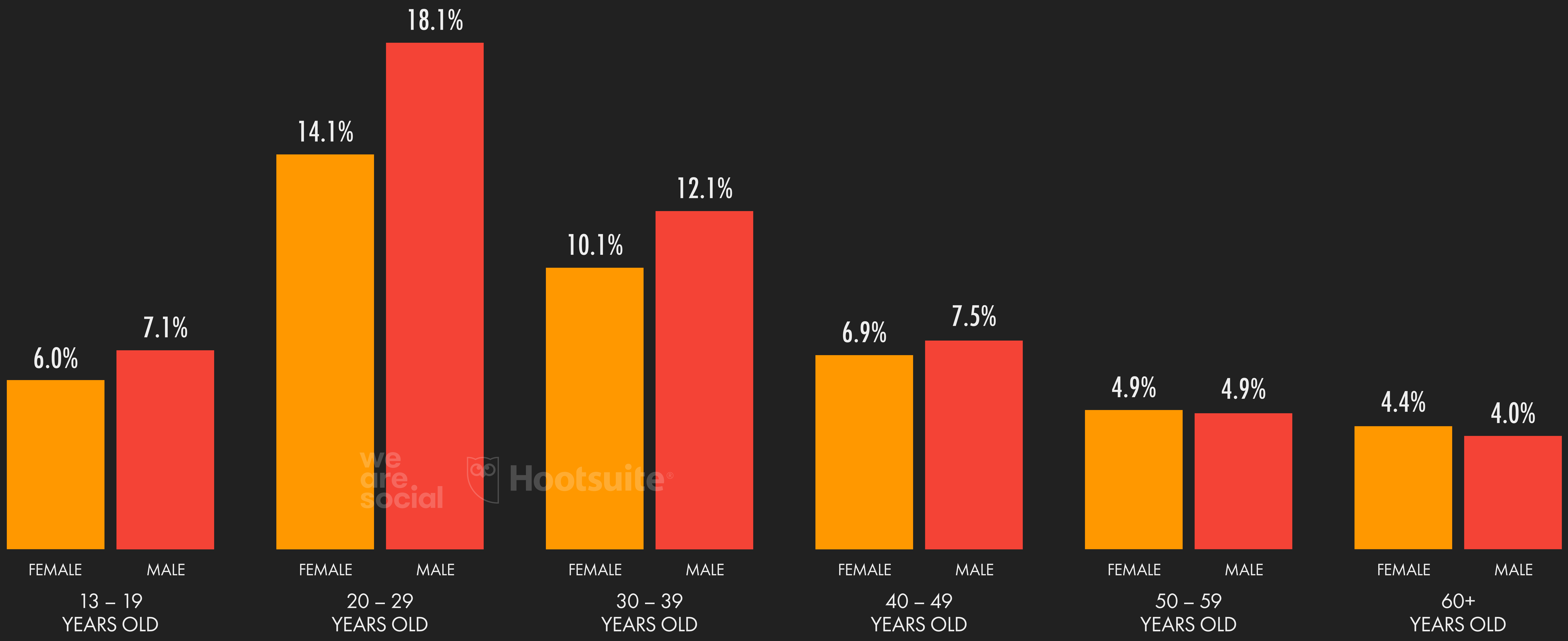
SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; MEDIASCOPE; OCDH. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES, BASE CHANGES, AND METHODOLOGY CHANGES. VALUES MAY NOT CORRELATE WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

JAN 2022

DEMOGRAPHIC PROFILE OF SOCIAL MEDIA USERS

ACTIVE SOCIAL MEDIA USERS IN EACH DEMOGRAPHIC AS A PERCENTAGE OF TOTAL ACTIVE SOCIAL MEDIA USERS

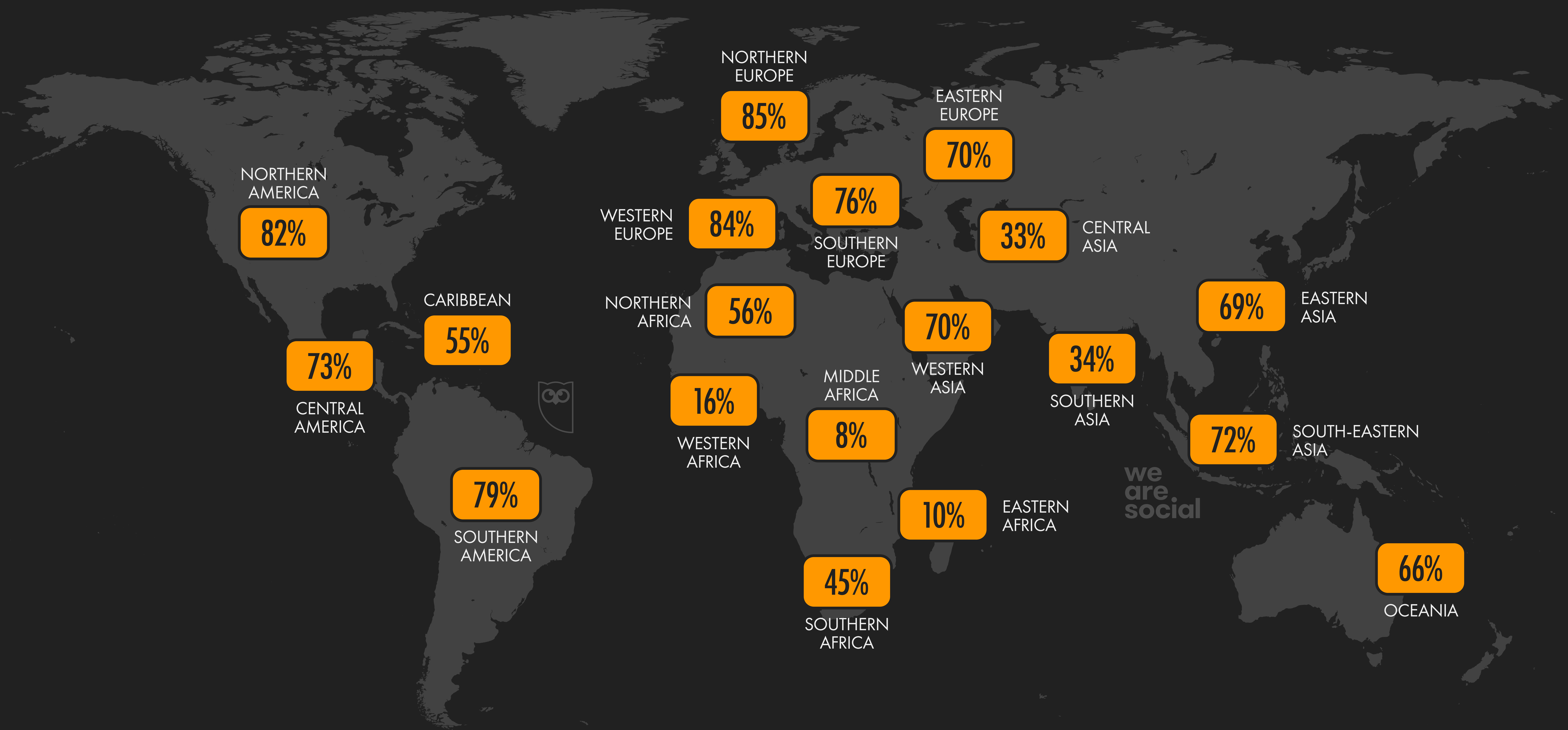
GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; COMPANIES' ADVERTISING RESOURCES; CNNIC. **NOTE:** MOST SOCIAL MEDIA COMPANIES DO NOT ALLOW CHILDREN TO USE THEIR PLATFORMS, SO WHILE THERE MAY BE SOCIAL MEDIA USERS BELOW THE AGE OF 13, THEY DO NOT FEATURE IN THE AVAILABLE DATA. **COMPARABILITY:** DUE TO VARIATIONS IN DATA AVAILABILITY, NOTE THAT THE AGE GROUPS USED HERE ARE NOT THE SAME AS THE AGE GROUPS USED FOR MANY OF THE INDIVIDUAL SOCIAL PLATFORM AUDIENCE PROFILES FEATURED ELSEWHERE IN THIS REPORT.

SOCIAL MEDIA USERS vs. TOTAL POPULATION

ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OCDH. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES.

SOCIAL MEDIA: AUDIENCE GENDER BALANCE

FEMALE AND MALE ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF TOTAL SOCIAL MEDIA USERS

GLOBAL OVERVIEW

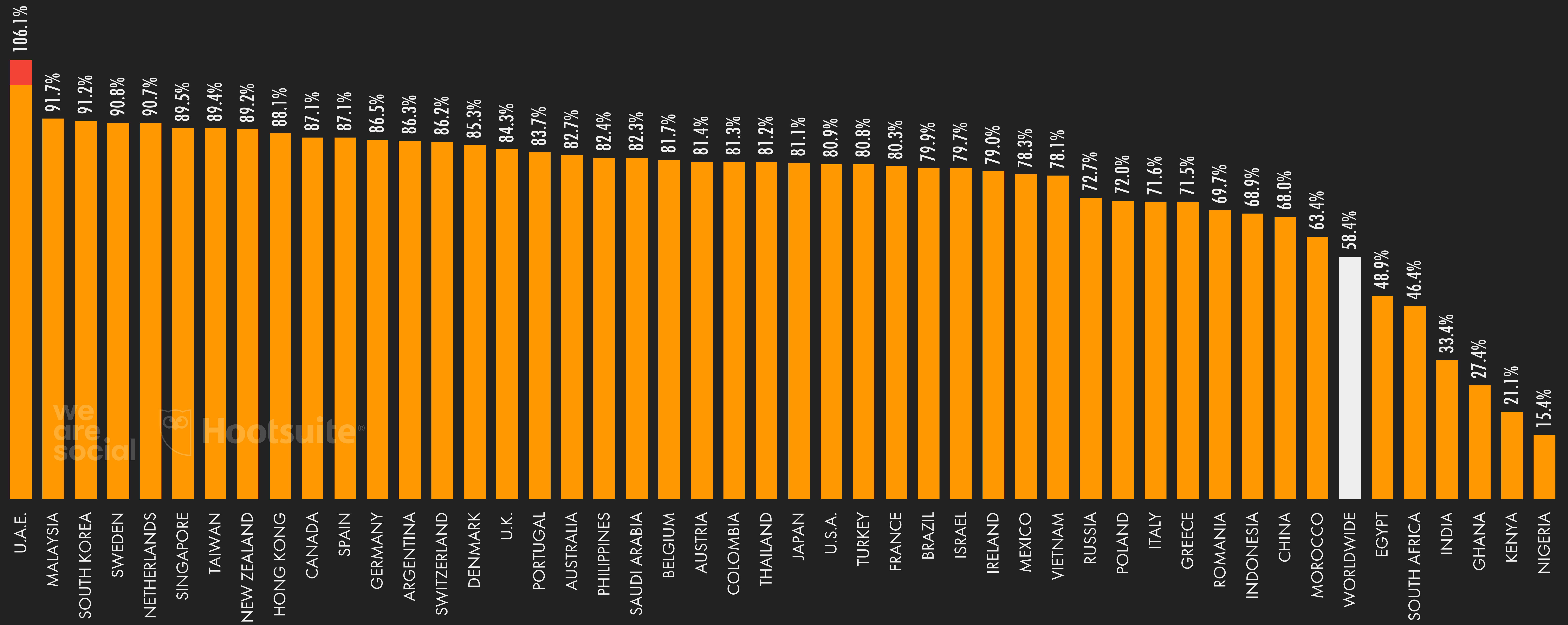
SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR CUBA, IRAN, SUDAN, OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES.

JAN 2022

SOCIAL MEDIA USERS vs. POPULATION

ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF TOTAL POPULATION (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OCDH. NOTE: BASED ON ACTIVE USERS OF THE MOST-USED SOCIAL MEDIA PLATFORM IN EACH COUNTRY. ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. PERCENTAGES MAY EXCEED 100% IN SOME COUNTRIES DUE TO ISSUES SUCH AS DUPLICATE AND "FAKE" ACCOUNTS, AND DIFFERENCES BETWEEN CENSUS DATA AND ACTUAL RESIDENT POPULATIONS. SEE NOTES ON DATA FOR FURTHER DETAILS. COMPARABILITY: SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

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RANKING OF SOCIAL MEDIA USE vs. POPULATION

COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST LEVELS OF SOCIAL MEDIA USE vs. POPULATION

GLOBAL OVERVIEW

HIGHEST LEVELS OF SOCIAL MEDIA USE vs. POPULATION

#	HIGHEST ADOPTION	% OF POP.	Nº OF USERS
01	BRUNEI	116.5%*	516,500
02	UNITED ARAB EMIRATES	106.1%*	10,650,000
03	CAYMAN ISLANDS	100.8%*	67,450
04	MALTA	100.8%*	447,000
05	CYPRUS	100.3%*	1,223,300
06	QATAR	99.8%	2,950,000
07	GUAM	99.8%	170,450
08	PALAU	98.6%	17,950
09	ARUBA	97.5%	104,700
10	ICELAND	96.2%	331,250

LOWEST LEVELS OF SOCIAL MEDIA USE vs. POPULATION

#	LOWEST ADOPTION	% OF POP.	Nº OF USERS
213	NORTH KOREA[1]	[N/A]	[BLOCKED]
212	ERITREA	0.3%	10,200
211	NIGER	2.5%	641,300
210	CENTRAL AFRICAN REPUBLIC	2.8%	137,550
209	CHAD	3.3%	572,600
208	MALAWI	4.1%	820,400
207	SOUTH SUDAN	4.5%	514,900
206	DEM. REP. OF THE CONGO	5.0%	4,650,000
205	ETHIOPIA	5.3%	6,350,000
204	TURKMENISTAN	5.5%	338,100

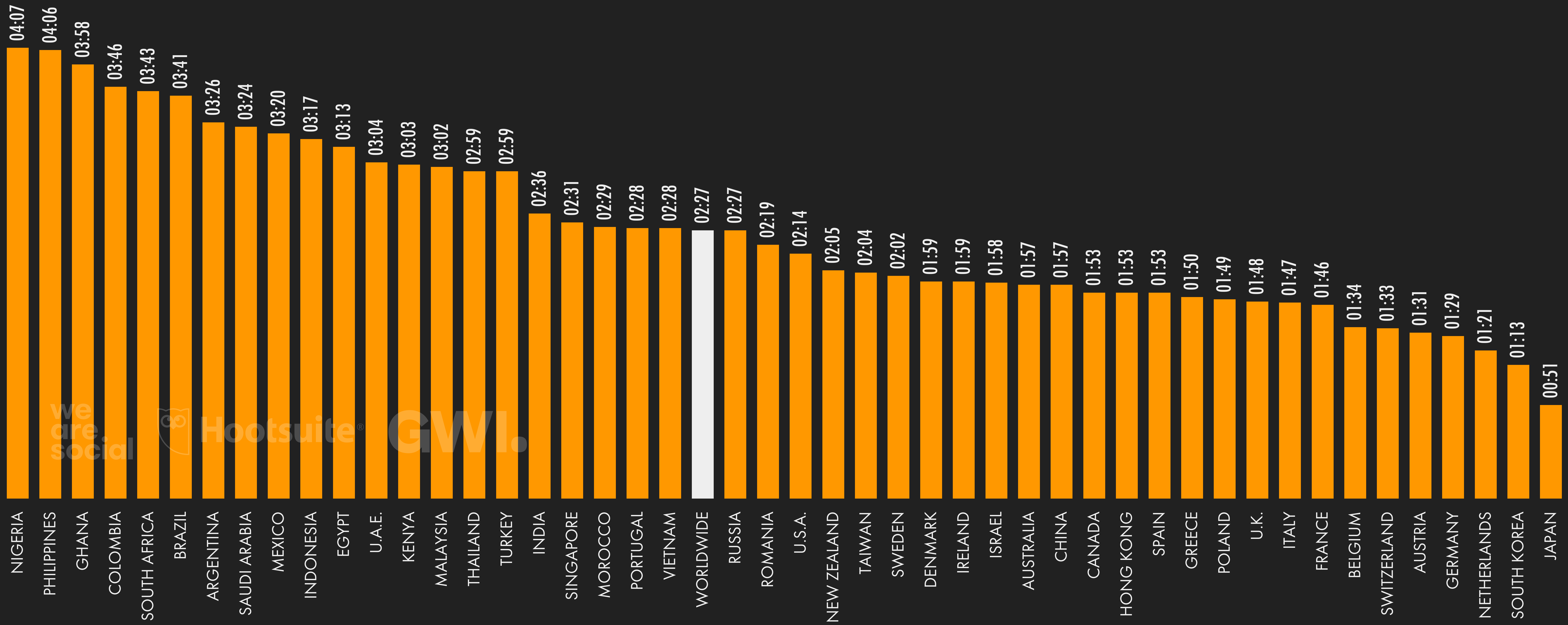
SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OCDH. **NOTES:** BASED ON ACTIVE USERS OF THE MOST-USED SOCIAL MEDIA PLATFORM IN EACH COUNTRY. (1) THE INTERNET IS BLOCKED IN NORTH KOREA, SO EVERYDAY CITIZENS DO NOT HAVE ACCESS TO SOCIAL MEDIA. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. (*) PERCENTAGES MAY EXCEED 100% DUE TO DUPLICATE AND "FAKE" ACCOUNTS, AND DIFFERENCES BETWEEN CENSUS DATA AND RESIDENT POPULATIONS. SEE NOTES ON DATA FOR DETAILS. **COMPARABILITY:** SOURCE CHANGES; SIGNIFICANT REVISIONS TO SOURCE BASE DATA AND REPORTING METHODOLOGIES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

JAN 2022

DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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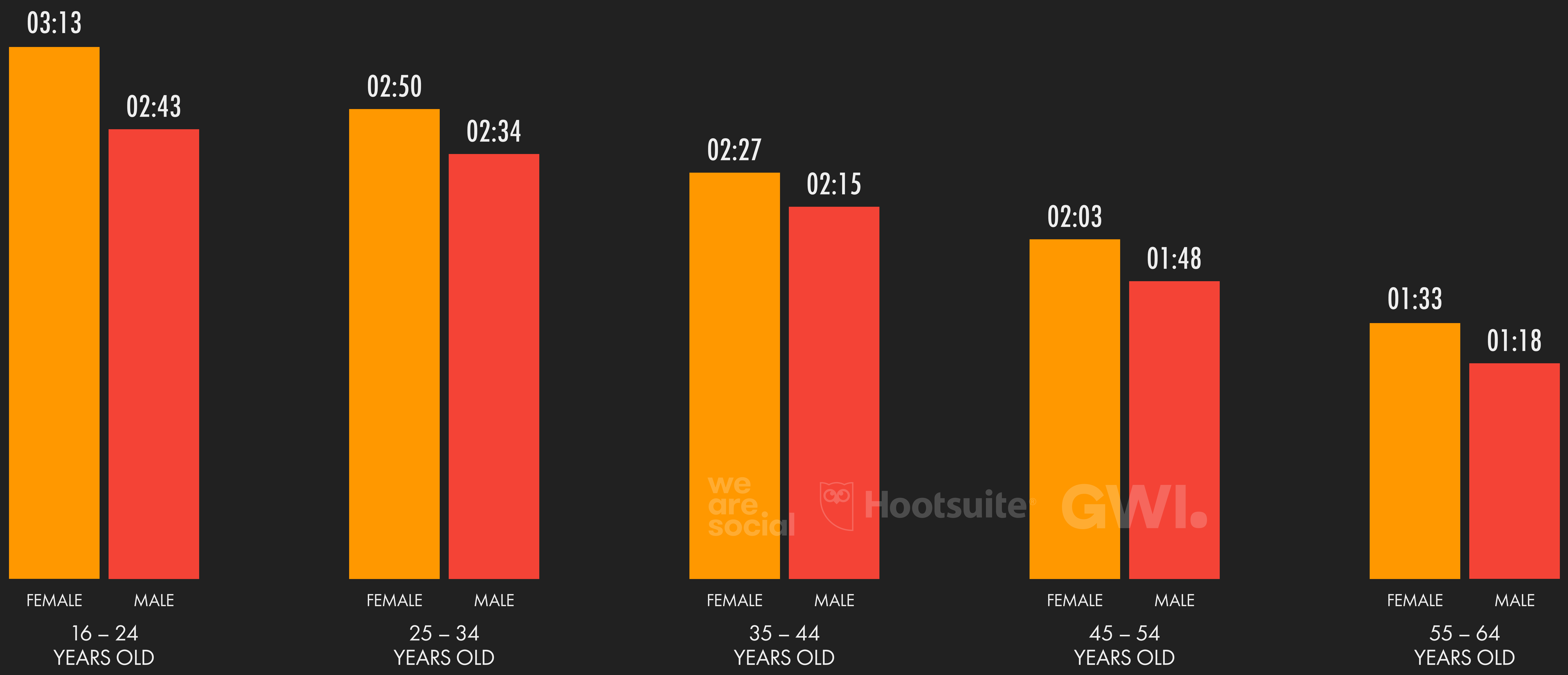

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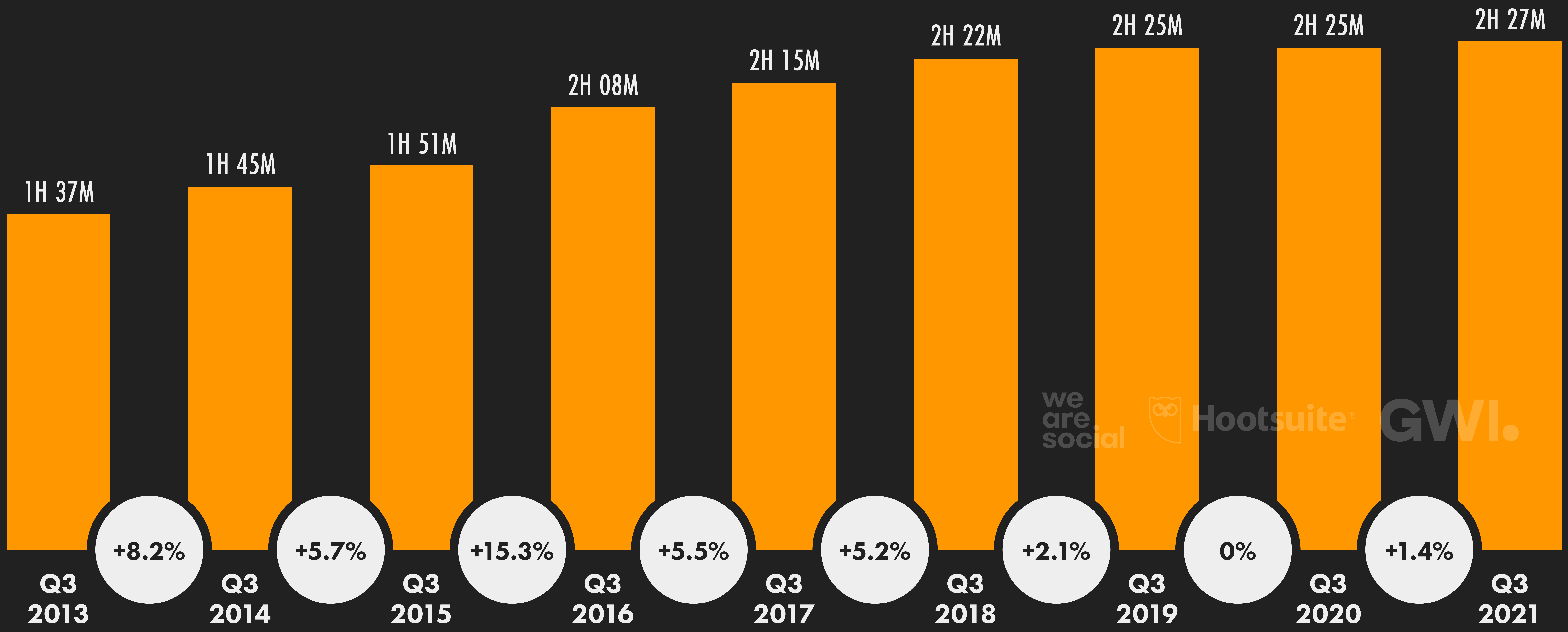

SOURCE: GWI (Q3 2013 TO Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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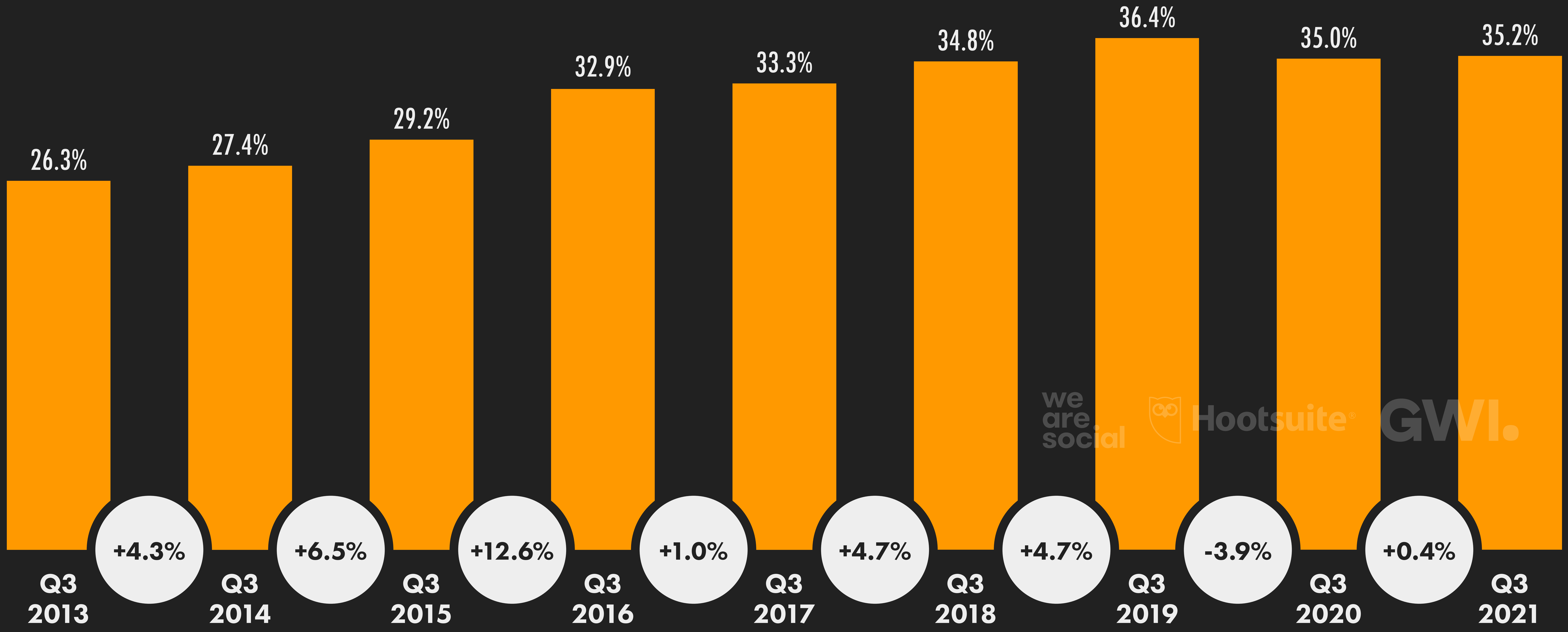
SOCIAL MEDIA'S SHARE OF TOTAL ONLINE TIME

TIME SPENT USING SOCIAL MEDIA AS A PERCENTAGE OF TOTAL TIME SPENT USING THE INTERNET BY INTERNET USERS AGED 16 TO 64



SOURCE: GWI (Q3 2013 TO Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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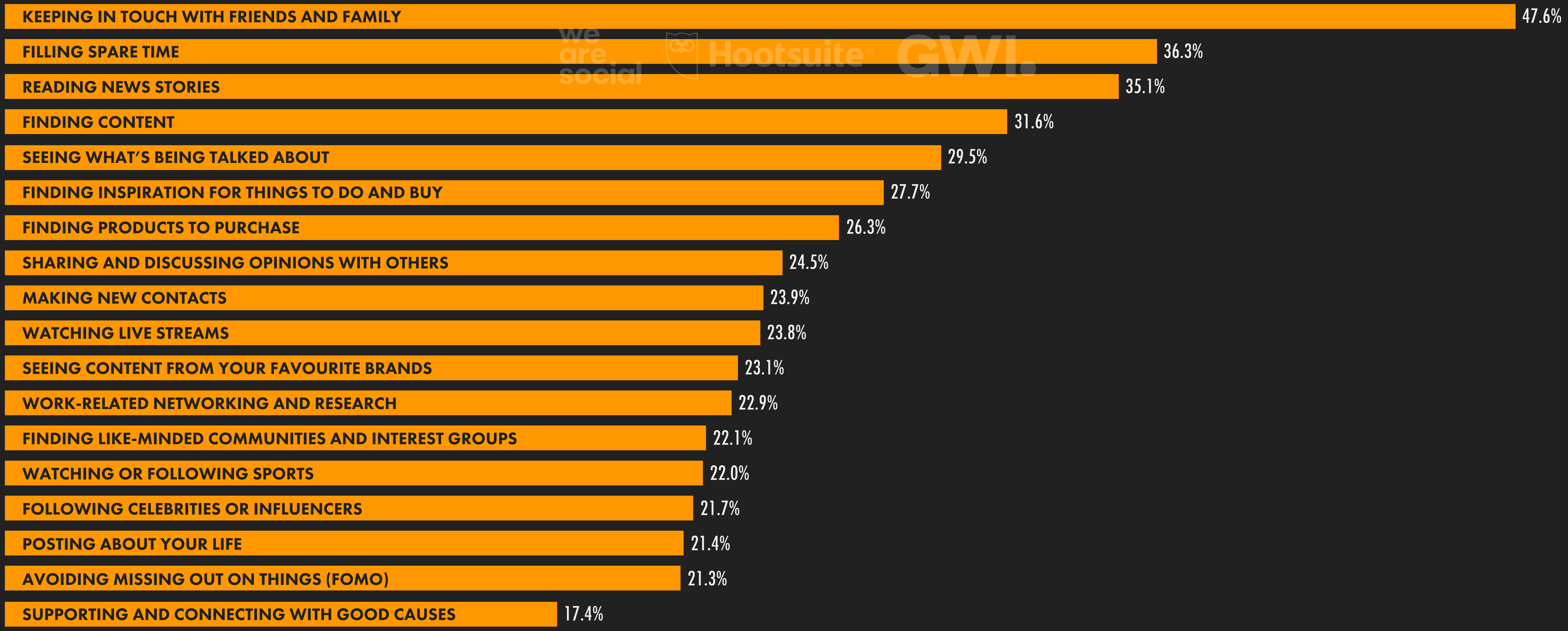
MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

GLOBAL OVERVIEW



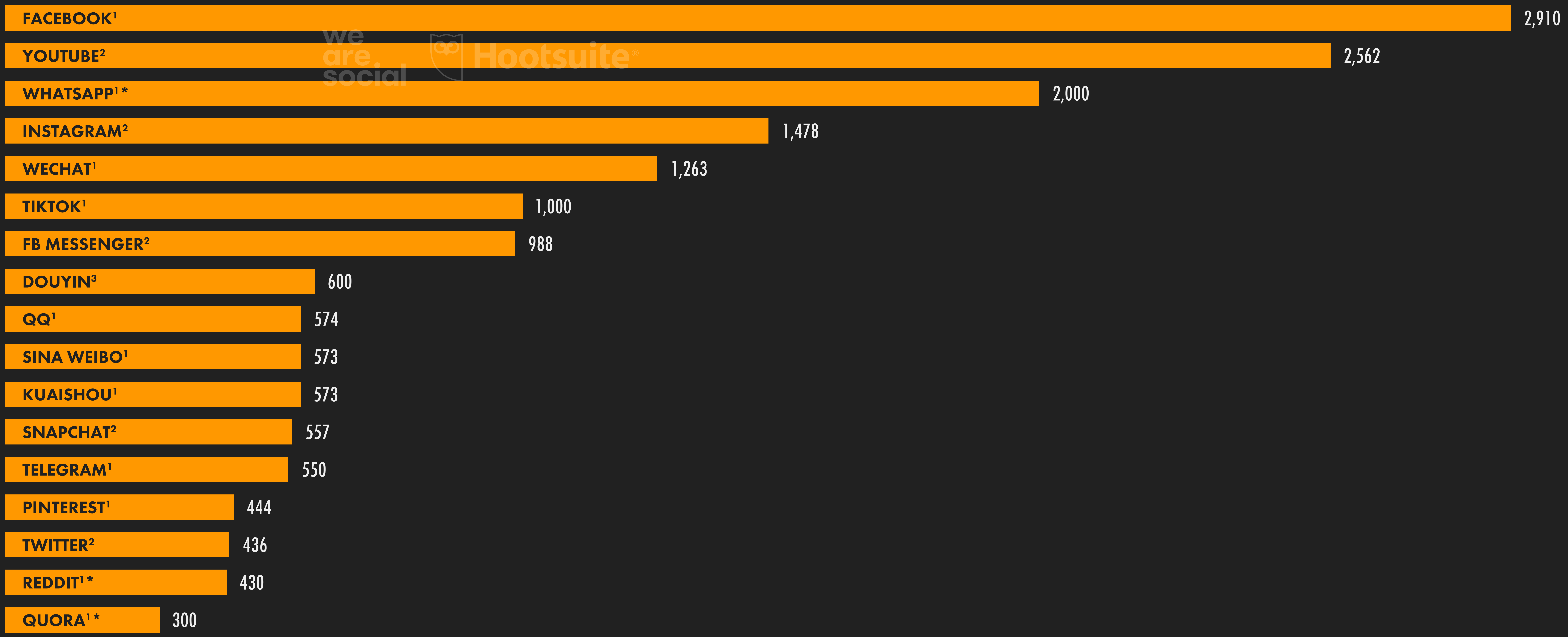
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2022

THE WORLD'S MOST-USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)

GLOBAL OVERVIEW



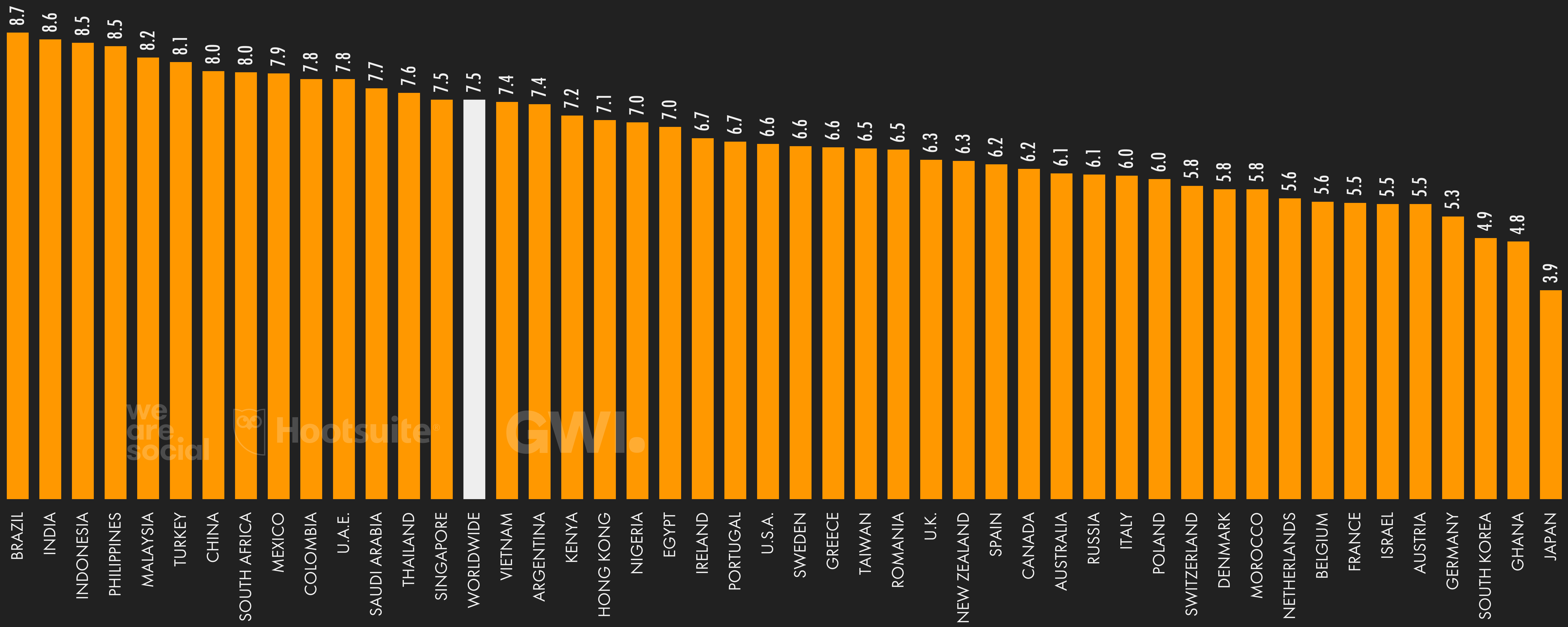
SOURCES: KEPIOS ANALYSIS OF (1) COMPANY ANNOUNCEMENTS OF MONTHLY ACTIVE USERS; (2) PLATFORMS' SELF-SERVICE ADVERTISING RESOURCES; (3) COMPANY ANNOUNCEMENTS OF DAILY ACTIVE USERS (NOTE THAT MONTHLY ACTIVE USER FIGURES MAY BE HIGHER). **ADVISORY:** USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES ARE LESS REPRESENTATIVE. BASE CHANGES AND METHODOLOGY CHANGES; DATA MAY NOT BE DIRECTLY COMPARABLE WITH PREVIOUS REPORTS.

JAN 2022

AVERAGE NUMBER OF SOCIAL PLATFORMS USED

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS THAT INTERNET USERS AGED 16 TO 64 USE ACTIVELY EACH MONTH

GLOBAL OVERVIEW



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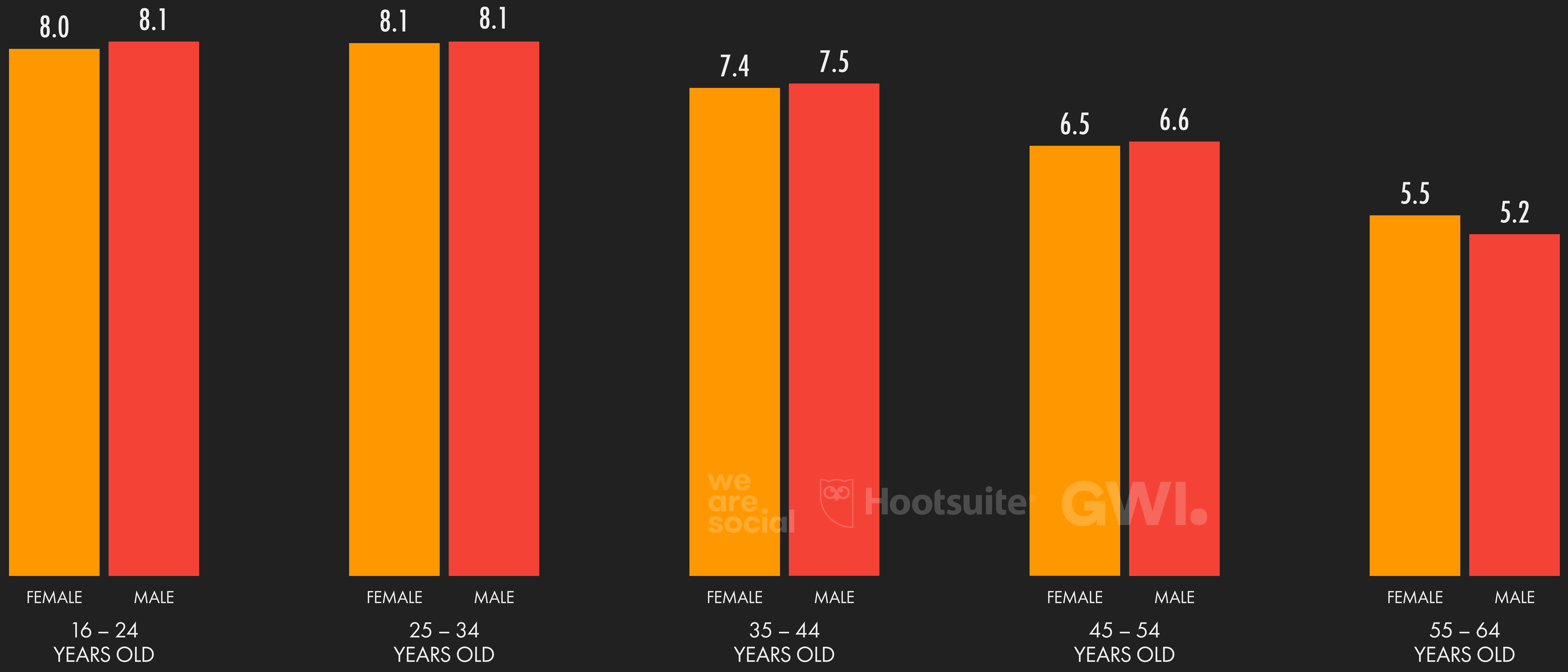
JAN 2022

AVERAGE NUMBER OF SOCIAL PLATFORMS USED

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS THAT INTERNET USERS USE ACTIVELY EACH MONTH

GLOBAL OVERVIEW



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JAN 2022

SOCIAL MEDIA PLATFORM AUDIENCE OVERLAPS

PERCENTAGE OF USERS OF EACH PLATFORM AGED 16 TO 64 OUTSIDE OF CHINA WHO ALSO USE OTHER SOCIAL MEDIA PLATFORMS

GLOBAL OVERVIEW

	UNIQUE TO PLATFORM	ALSO USING FACEBOOK	ALSO USING YOUTUBE	ALSO USING WHATSAPP	ALSO USING INSTAGRAM	ALSO USING TIKTOK	ALSO USING TELEGRAM	ALSO USING SNAPCHAT	ALSO USING TWITTER	ALSO USING REDDIT	ALSO USING PINTEREST	ALSO USING LINKEDIN
FACEBOOK USERS	0.7%	100.0%	74.7%	72.7%	78.1%	47.8%	42.0%	31.9%	48.8%	14.4%	36.1%	31.5%
YOUTUBE USERS	0.9%	79.0%	100.0%	72.4%	77.5%	45.8%	44.8%	30.0%	51.3%	16.7%	39.0%	30.7%
WHATSAPP USERS	1.5%	81.0%	76.8%	100.0%	80.2%	46.4%	48.9%	34.0%	49.0%	13.8%	37.7%	33.0%
INSTAGRAM USERS	0.1%	82.9%	77.8%	76.4%	100.0%	50.4%	47.0%	36.6%	54.2%	15.5%	40.0%	31.7%
TIKTOK USERS	0.1%	84.6%	80.5%	73.7%	83.9%	100.0%	46.9%	40.9%	56.6%	17.1%	43.6%	31.2%
TELEGRAM USERS	0.2%	83.2%	81.5%	86.9%	87.6%	52.4%	100.0%	40.0%	60.4%	18.0%	43.1%	39.3%
SNAPCHAT USERS	0.0%	83.1%	79.2%	79.3%	89.6%	60.1%	52.6%	100.0%	61.8%	23.0%	49.6%	39.0%
TWITTER USERS	0.2%	83.7%	80.1%	75.5%	87.6%	54.9%	52.3%	40.8%	100.0%	21.8%	44.1%	39.8%
REDDIT USERS	0.1%	81.2%	81.8%	69.6%	82.1%	54.6%	51.1%	49.8%	71.6%	100.0%	58.6%	50.7%
PINTEREST USERS	0.2%	82.7%	79.8%	77.5%	86.2%	56.5%	49.9%	43.6%	58.9%	23.8%	100.0%	41.8%
LINKEDIN USERS	0.2%	87.8%	77.8%	82.6%	83.3%	49.1%	55.4%	41.8%	64.7%	25.1%	50.9%	100.0%

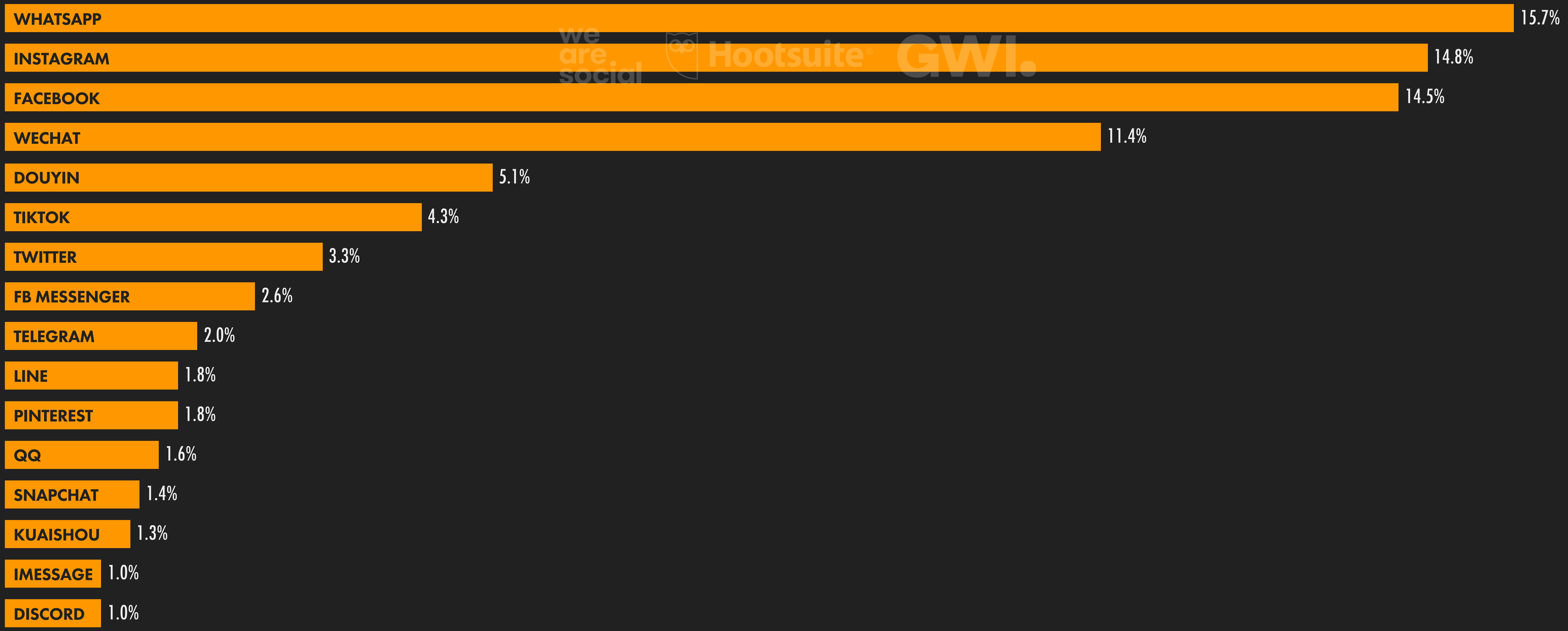
SOURCE: GWI (Q3 2021). SEE GWI.COM FOR MORE DETAILS. **NOTES:** ONLY INCLUDES USERS AGED 16 TO 64. DOES NOT INCLUDE DATA FOR CHINA. VALUES REPRESENT THE USERS OF THE PLATFORM IDENTIFIED IN THE LEFT-HAND COLUMN WHO ALSO USE THE PLATFORM IDENTIFIED IN THE ROW AT THE TOP OF EACH COLUMN. PERCENTAGES IN THE "UNIQUE TO PLATFORM" COLUMN REPRESENT USERS WHO SAY THEY DO NOT USE ANY OTHER SOCIAL NETWORK OR MESSENGER SERVICE, INCLUDING PLATFORMS NOT FEATURED IN THIS TABLE. **COMPARABILITY:** SURVEY CHANGES.

JAN 2022

FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2021). SEE GWI.COM FOR FULL DETAILS. **NOTES:** ONLY INCLUDES USERS AGED 16 TO 64. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. WE REPORT GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS DOUYIN, AS PER BYTEDANCE'S CORPORATE REPORTING. **COMPARABILITY:** VERSIONS OF THIS CHART THAT FEATURED IN OUR PREVIOUS REPORTS DID NOT INCLUDE DATA FOR CHINA, SO VALUES ARE NOT COMPARABLE.

FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST FEMALE INTERNET USERS

SOCIAL PLATFORM	AGE 16–24	AGE 25–34	AGE 35–44	AGE 45–54	AGE 55–64
WHATSAPP	12.0%	14.0%	15.1%	17.2%	**20.4%**
INSTAGRAM	**25.6%**	**17.8%**	12.7%	9.9%	6.9%
FACEBOOK	7.3%	13.0%	**15.7%**	**18.0%**	19.2%
WECHAT	8.5%	12.9%	14.5%	13.0%	8.7%
DOUYIN	4.1%	5.9%	5.8%	4.6%	3.6%
TIKTOK	8.9%	5.2%	3.8%	3.3%	1.5%
TWITTER	4.8%	2.6%	2.3%	2.1%	1.9%
FB MESSENGER	2.1%	2.5%	2.7%	2.7%	3.7%
TELEGRAM	1.4%	1.4%	1.4%	1.0%	1.2%
LINE	0.9%	1.3%	2.4%	2.8%	4.4%

FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST MALE INTERNET USERS

SOCIAL PLATFORM	AGE 16–24	AGE 25–34	AGE 35–44	AGE 45–54	AGE 55–64
WHATSAPP	14.5%	15.7%	16.9%	**19.3%**	**19.6%**
INSTAGRAM	**22.8%**	13.8%	8.7%	6.3%	4.2%
FACEBOOK	11.1%	**15.9%**	**17.7%**	17.9%	18.9%
WECHAT	7.5%	12.0%	14.2%	12.1%	10.9%
DOUYIN	4.1%	5.6%	6.3%	5.1%	4.2%
TIKTOK	5.4%	3.5%	2.7%	2.5%	1.5%
TWITTER	3.7%	3.6%	3.4%	3.5%	3.1%
FB MESSENGER	2.1%	2.7%	2.6%	2.6%	3.0%
TELEGRAM	3.1%	2.7%	2.3%	1.9%	1.7%
LINE	1.0%	1.2%	1.9%	2.7%	3.8%

SOURCE: GWI (Q3 2021). SEE GWI.COM FOR FULL DETAILS. **NOTES:** SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. WE REPORT GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS DOUYIN, AS PER BYTEDANCE'S CORPORATE REPORTING. **COMPARABILITY:** VERSIONS OF THIS CHART THAT FEATURED IN OUR PREVIOUS REPORTS DID NOT INCLUDE DATA FOR CHINA, SO VALUES ARE NOT COMPARABLE.

JAN 2022

TIME SPENT WITH SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT USERS SPEND USING EACH PLATFORM'S ANDROID APP, RANKED BY CUMULATIVE TIME ACROSS ALL ANDROID USERS

GLOBAL OVERVIEW

	HOURS / MONTH
01: YOUTUBE	23.7
02: FACEBOOK	19.6
03: WHATSAPP	18.6
04: INSTAGRAM	11.2
05: TIKTOK	19.6
06: FACEBOOK MESSENGER	3.0
07: TWITTER	5.1
08: TELEGRAM	3.0
09: LINE	11.6
10: SNAPCHAT	3.0

SOURCE: APP ANNIE. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS. **NOTE:** FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES THROUGHOUT 2021. DOES NOT INCLUDE DATA FOR CHINA. FIGURE FOR TIKTOK DOES NOT INCLUDE DOUYIN.

JAN 2022

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

GLOBAL OVERVIEW

ANY KIND OF SOCIAL MEDIA PLATFORM	SOCIAL NETWORKS	QUESTION & ANSWER SITES (E.G. QUORA)	FORUMS AND MESSAGE BOARDS
76.1%	43.5%	21.5%	17.2%

MESSAGING AND LIVE CHAT SERVICES	MICRO-BLOGS (E.G. TWITTER)	VLOGS (BLOGS IN A VIDEO FORMAT)	ONLINE PINBOARDS (E.G. PINTEREST)
16.4%	16.0%	14.7%	10.8%

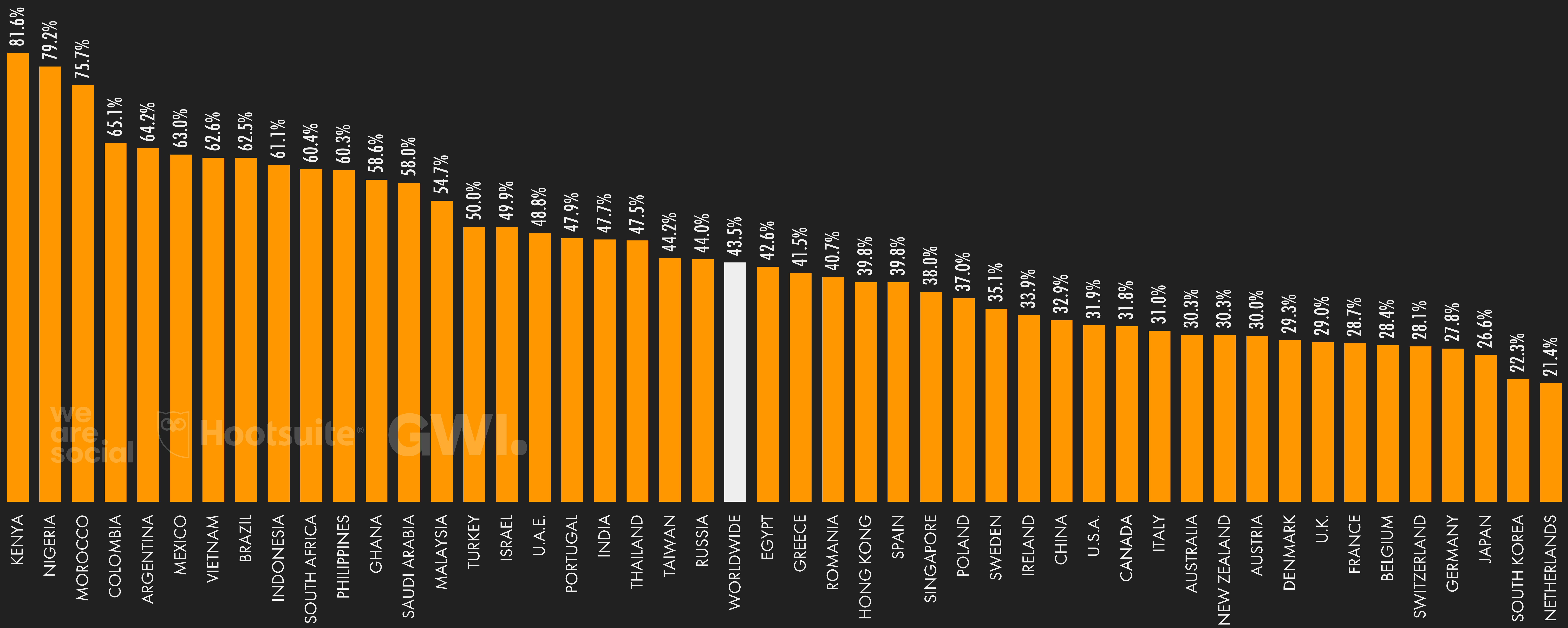
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** VALUES FOR "ANY KIND OF SOCIAL MEDIA PLATFORM" INCLUDE AT LEAST ONE OF: SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. TWITTER), BLOGS ON PRODUCTS / BRANDS (NOT SHOWN AS AN INDIVIDUAL VALUE ON THIS CHART), VLOGS (I.E. BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST).

JAN 2022

USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE SOCIAL NETWORKS TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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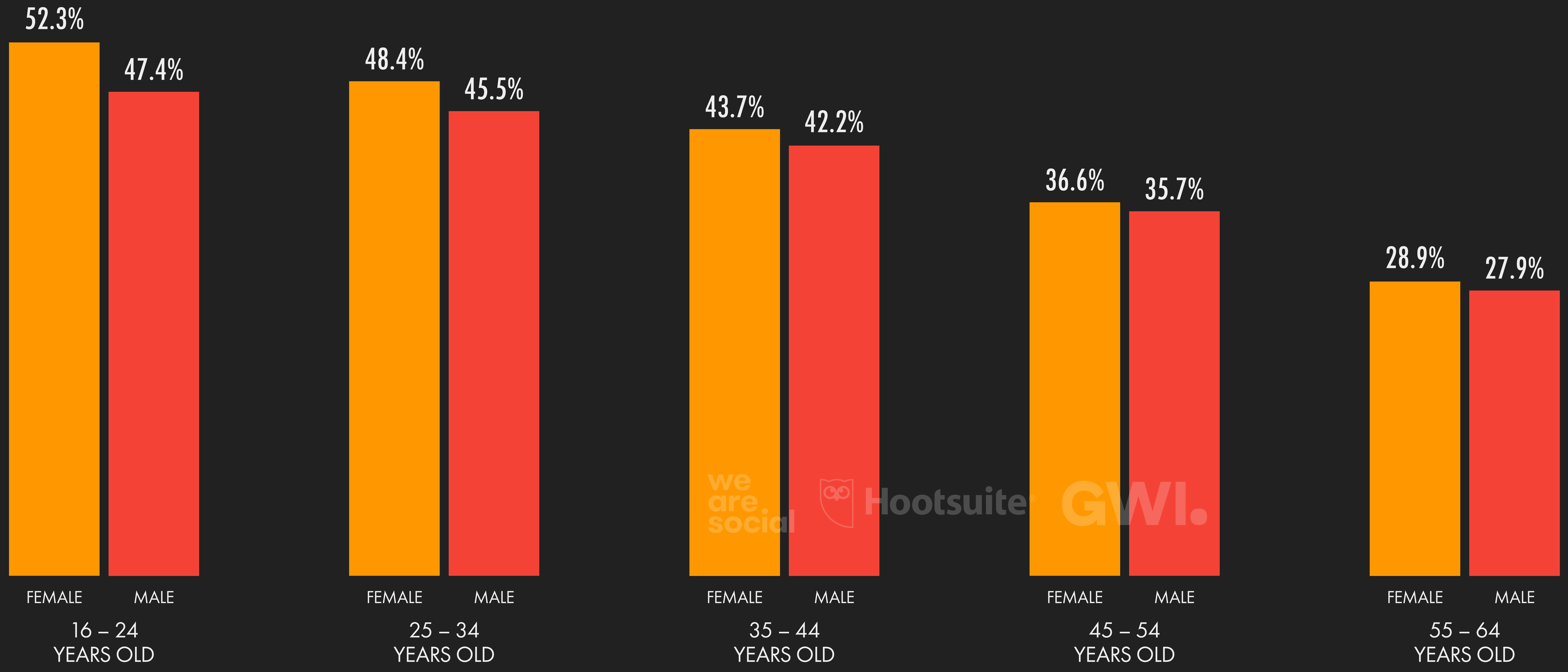
JAN 2022

USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL NETWORKS TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

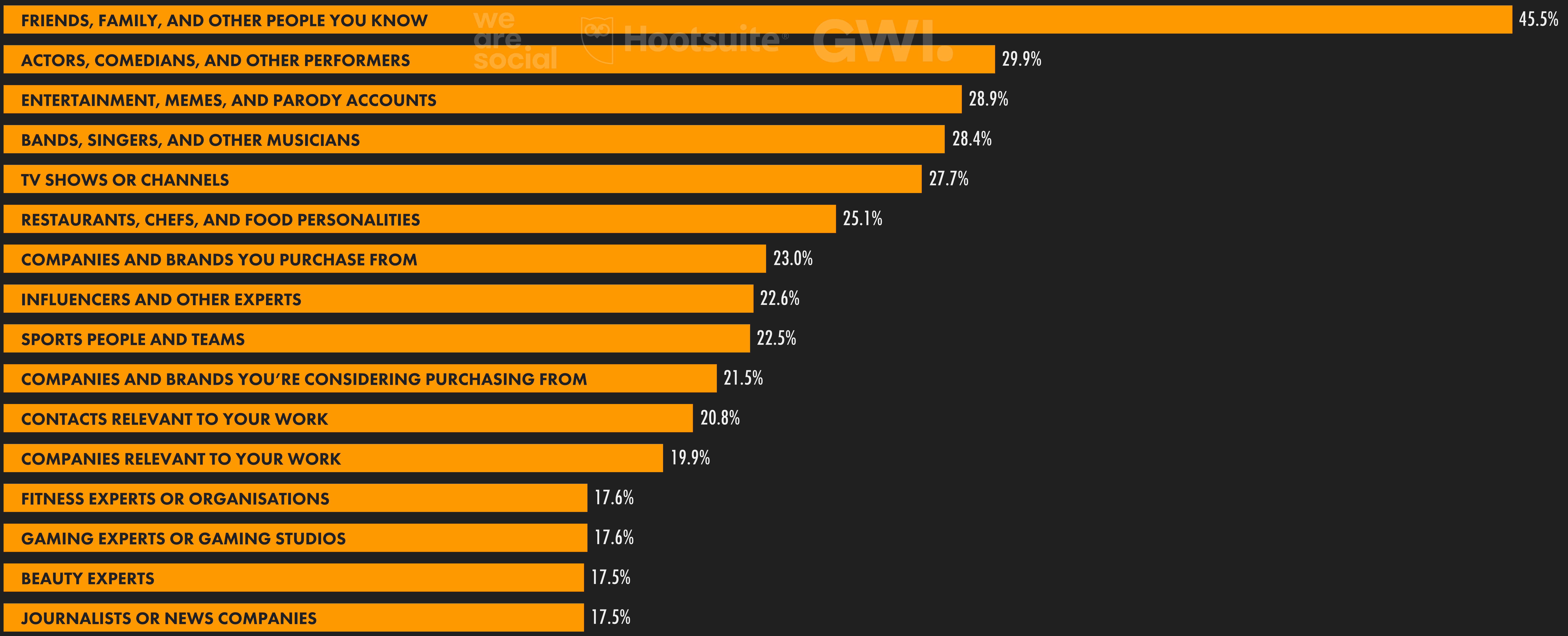
GLOBAL OVERVIEW



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

TYPES OF SOCIAL MEDIA ACCOUNTS FOLLOWED

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA



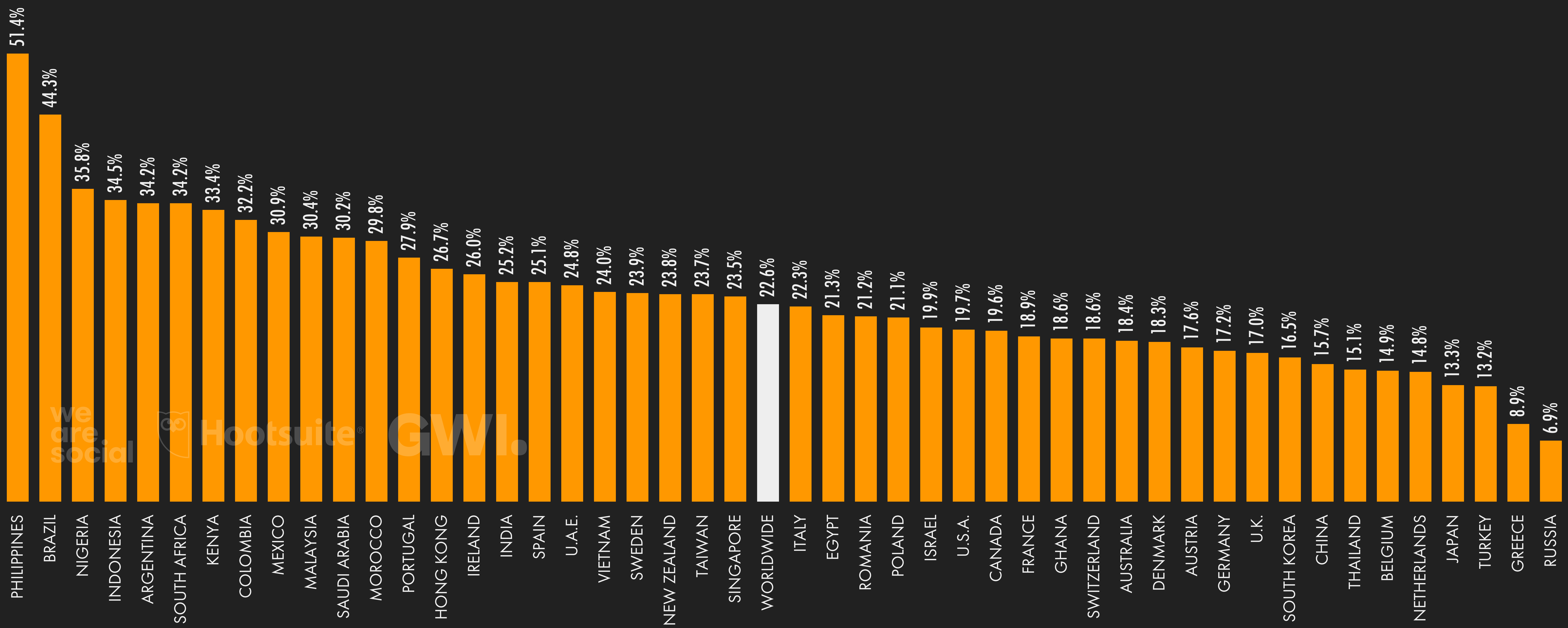
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2022

FOLLOWING INFLUENCERS ON SOCIAL MEDIA

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO FOLLOW INFLUENCERS ON SOCIAL MEDIA

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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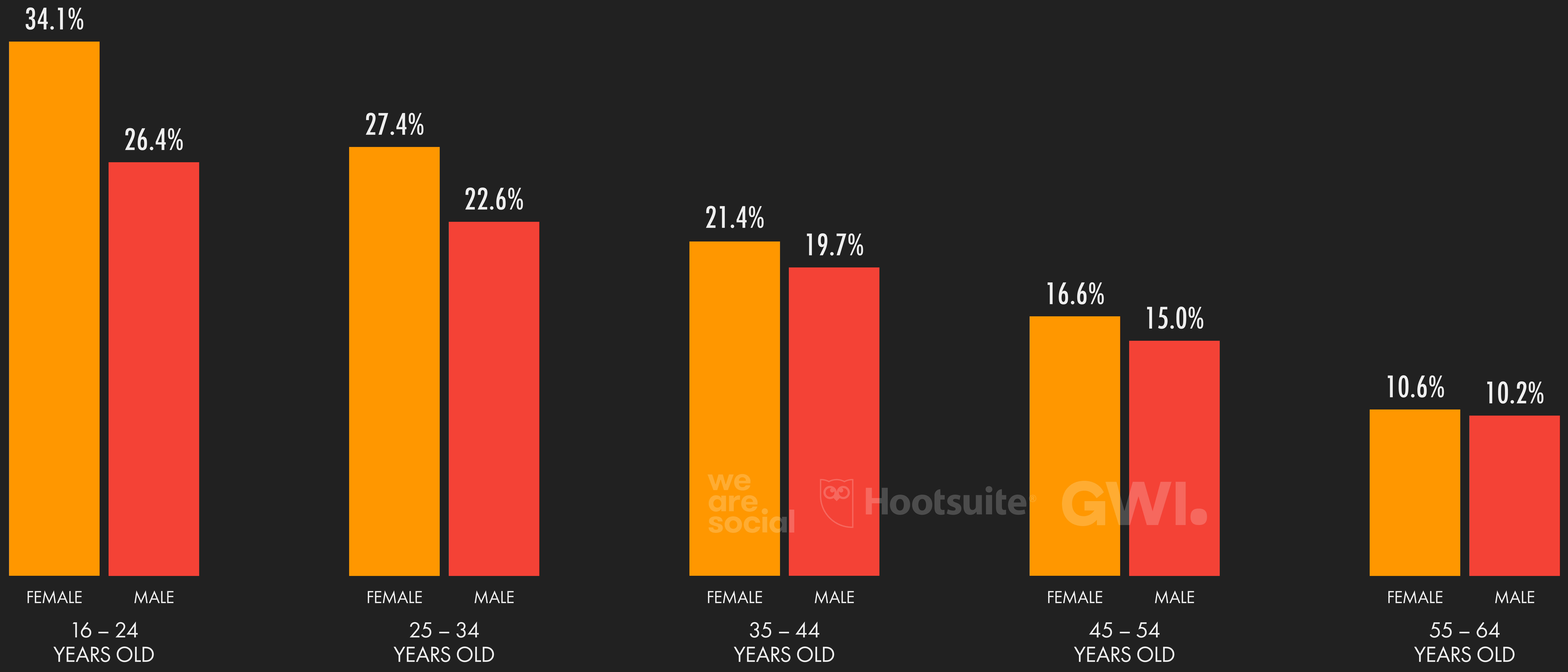
FOLLOWING INFLUENCERS ON SOCIAL MEDIA

PERCENTAGE OF INTERNET USERS WHO FOLLOW INFLUENCERS ON SOCIAL MEDIA



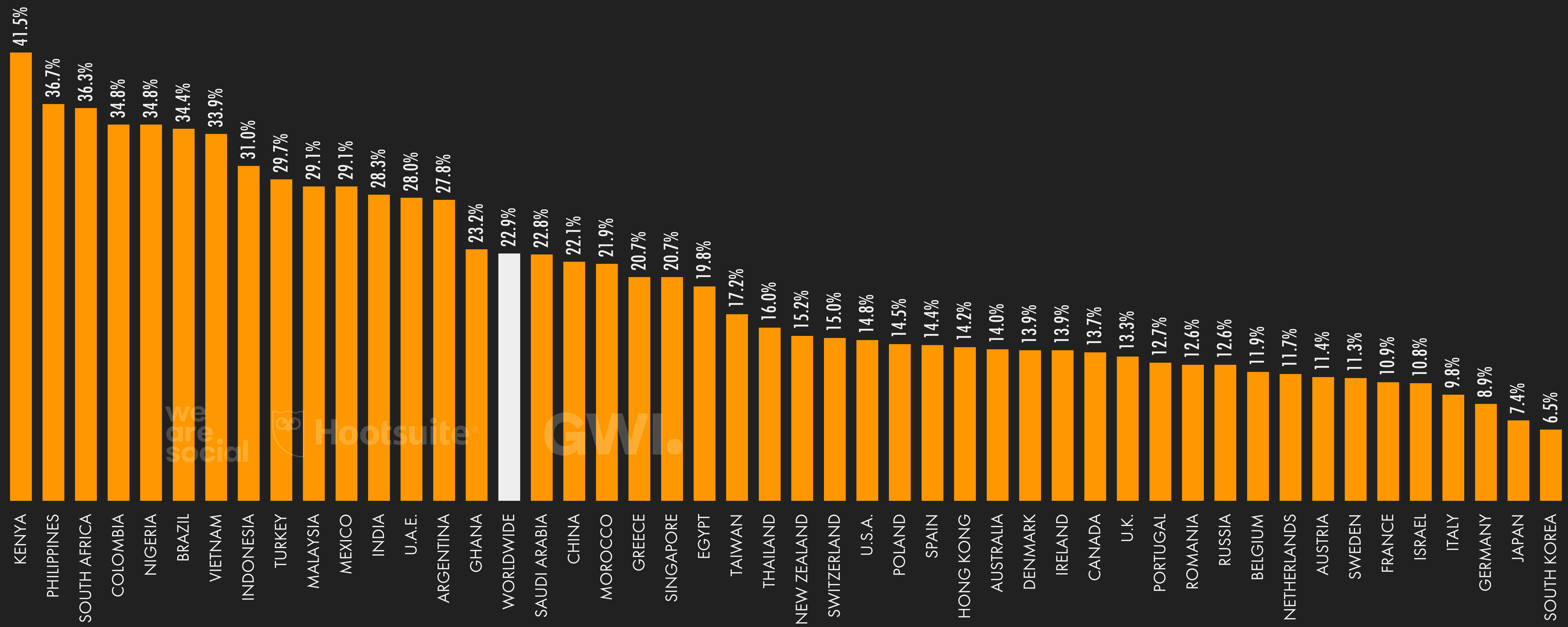
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2022

USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE SOCIAL MEDIA FOR WORK-RELATED NETWORKING OR RESEARCH

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. COMPARABILITY: WE INCLUDED A CHART WITH A SIMILAR TITLE IN OUR PREVIOUS REPORTS, BUT THE DATA FEATURED ON THOSE PREVIOUS CHARTS USED A DIFFERENT DEFINITION OF USING SOCIAL MEDIA FOR WORK. FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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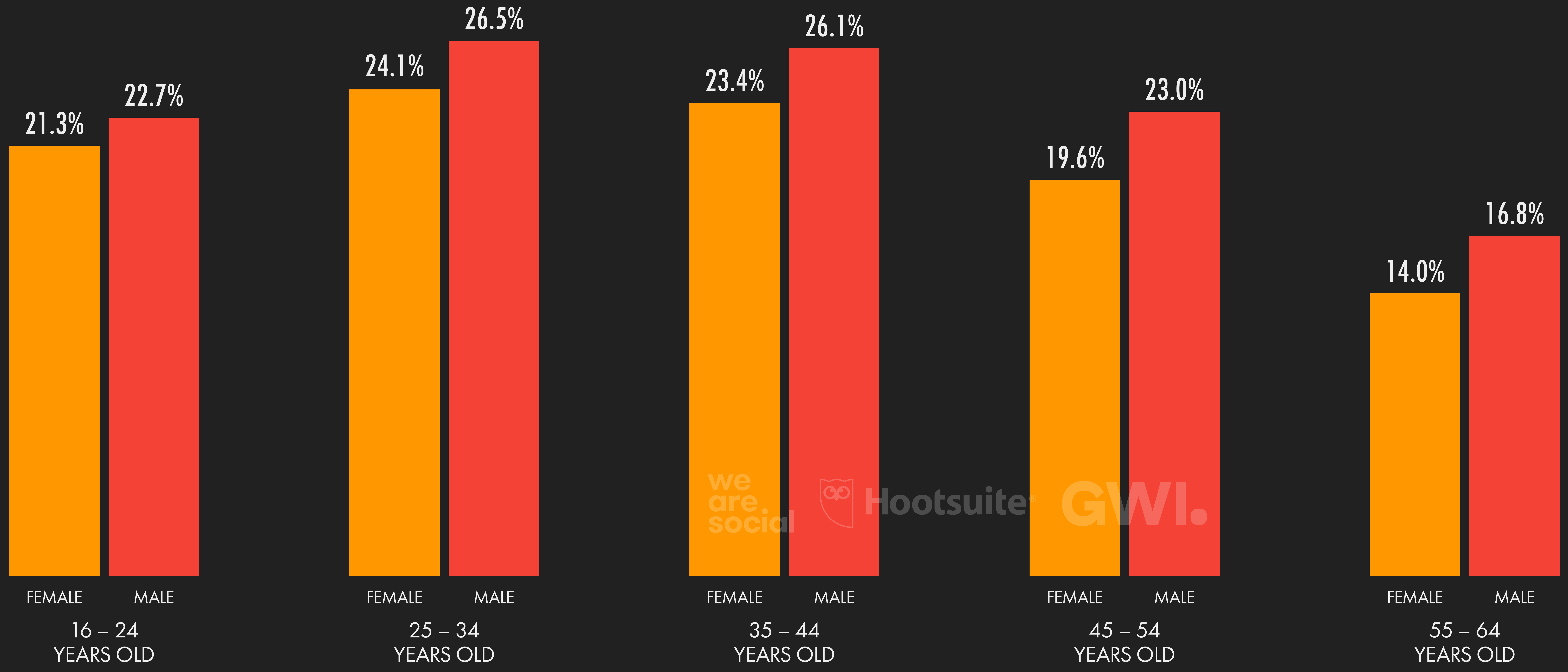
JAN 2022

USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK-RELATED NETWORKING OR RESEARCH

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. COMPARABILITY: WE INCLUDED A CHART WITH A SIMILAR TITLE IN OUR PREVIOUS REPORTS, BUT THE DATA FEATURED ON THOSE PREVIOUS CHARTS USED A DIFFERENT DEFINITION OF USING SOCIAL MEDIA FOR WORK. FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

WE ARE SOCIAL'S PERSPECTIVE

SOCIAL IN 2022

SHIFTS IN HOW PEOPLE BEHAVE AND INTERACT ON SOCIAL

PRIME TIME PLATFORMS

In a fragmented entertainment landscape, social has become the lynchpin of shared media consumption, with data from TikTok showing that 35% of its users say they've watched less TV and streaming services since downloading the app. It's creating opportunities for brands to engage audiences more in online storytelling.

In 2022, brands should maximise entertainment value during key moments by collaborating with commentators.

SOCIAL CYNICISM

Social media has become a little predictable, with 43% of Gen Z users globally agreeing that the algorithms which determine what we see on our feeds have a negative impact on their media diet. In response, creators are pushing back with content poking fun at overdone tropes and worn out memes, much to the delight of audiences.

In 2022, brands should take themselves less seriously, and subvert industry tropes.

IN-FEED SYLLABUSES

Across the globe, social media users are more likely to say they've learned practical life skills from social platforms than university (57% vs 51%). Now, social is being repurposed as a platform for self-directed learning, driven by immersive content formats and a renewed appreciation for innovative learning solutions.

In 2022, brands should assert their values by educating people on important issues.

Hootsuite's Perspective

Social Trends

With data from 18,100 survey respondents and insights from top industry experts, our Social Trends 2022 report covers this year's top social media trends.

TREND 1

Brands finally get community right (with the help of creators)

As small, authentic communities become more prevalent on social media, brands that partner wisely with creators are connecting with new audiences, earning their trust, and gaining cultural capital.

TREND 2

Marketers get creative as consumers wise up to social ads

Brands will be spending more on social ads in 2022. But if they want to make a splash, they'll have to work harder to create ads that mirror and enrich the distinct experience each social network offers.

TREND 3

Social quietly matures out of the marketing department

As marketers become more confident in measuring the ROI of their social media efforts, high performers are spreading the love across the rest of their organization.

TREND 4

Social becomes the heart of the post-pandemic shopping experience

Social commerce is here to stay. In 2022, small businesses will extend the customer experience across social and real-life storefronts, while large enterprises test the limits of the online shopping experience.

TREND 5

Social marketers save their brands from the customer service apocalypse

Demand for customer service on social media continues to surge. And now, social marketers have a unique opportunity to play the hero and steer their organizations through the upheaval.

Learn more about Hootsuite's 2022 social trends, download the full report, and see how you can put each trend into action.

FACEBOOK

CHANGES IN META'S DATA REPORTING

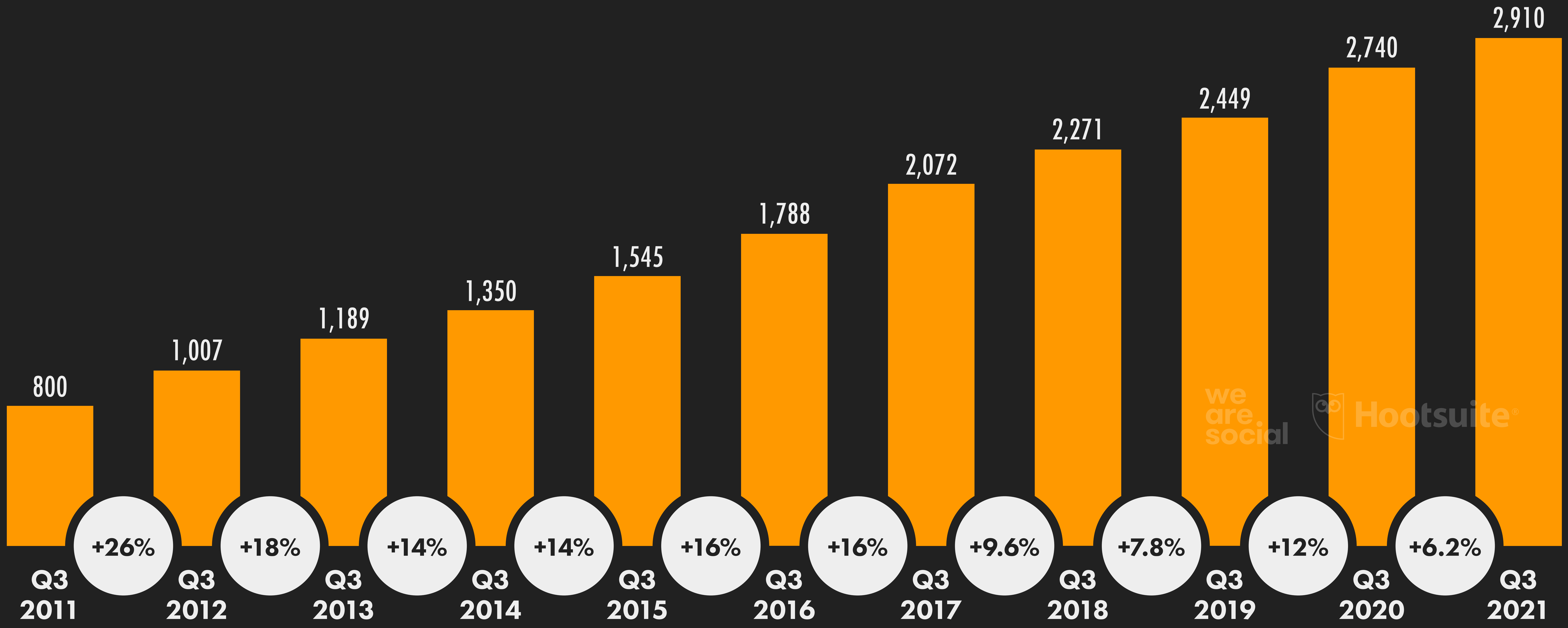
In Q4 2021, Meta made some important changes to how its self-service tools report the potential advertising reach of its platforms, including a move to publishing audience figures as a range instead of as an absolute number. Our analysis suggests that Meta also revised its base data, resulting in some important corrections to published audience figures for Facebook and Messenger. As a result, we are currently unable to provide any figures for changes over time in these platforms' audiences, and we advise readers **not to compare** the advertising audience figures for Facebook and Messenger contained within this report with figures published for those platforms in previous reports. For more information, please read our complete notes on data variance, potential mismatches, and curiosities: https://datareportal.com/notes-on-data.

JAN 2022

FACEBOOK MONTHLY ACTIVE USERS

MONTHLY ACTIVE FACEBOOK USERS (IN MILLIONS), WITH RELATIVE GROWTH RATES OVER TIME

GLOBAL OVERVIEW



SOURCE: META'S INVESTOR EARNINGS ANNOUNCEMENTS.

FACEBOOK: MONTHLY ACTIVE USERS

FACEBOOK'S TOTAL MONTHLY ACTIVE USER BASE

TOTAL MONTHLY ACTIVE FACEBOOK USERS (MAU)	2.91 BILLION
TOTAL FACEBOOK MAU vs. TOTAL POPULATION	36.8%
QUARTER-ON-QUARTER CHANGE IN TOTAL FACEBOOK MAU	+0.5% (+15 MILLION)
YEAR-ON-YEAR CHANGE IN TOTAL FACEBOOK MAU	+6.2% (+170 MILLION)
TOTAL FACEBOOK MAU vs. TOTAL INTERNET USERS	58.8%
TOTAL FACEBOOK MAU vs. POPULATION AGED 13+	47.1%
FACEBOOK DAILY ACTIVE USERS vs. MONTHLY ACTIVE USERS	66.3%
FACEBOOK ADVERTISING REACH vs. TOTAL FACEBOOK MAU	72.5%

SOURCES: META'S INVESTOR EARNINGS ANNOUNCEMENTS AND ADVERTISING RESOURCES. **NOTES:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS, AND ARE BASED ON EACH GENDER'S SHARE OF FACEBOOK'S ADVERTISING AUDIENCE. **COMPARABILITY:** USER FIGURES SHOWN ON THIS CHART REPRESENT MONTHLY ACTIVE USERS, AND ARE DIFFERENT TO THE FACEBOOK ADVERTISING AUDIENCE FIGURES SHOWN ELSEWHERE IN THIS REPORT. SEE NOTES ON DATA FOR MORE DETAILS ON WHY ADVERTISING REACH DOES NOT EQUATE TO TOTAL MAU FIGURE.

FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

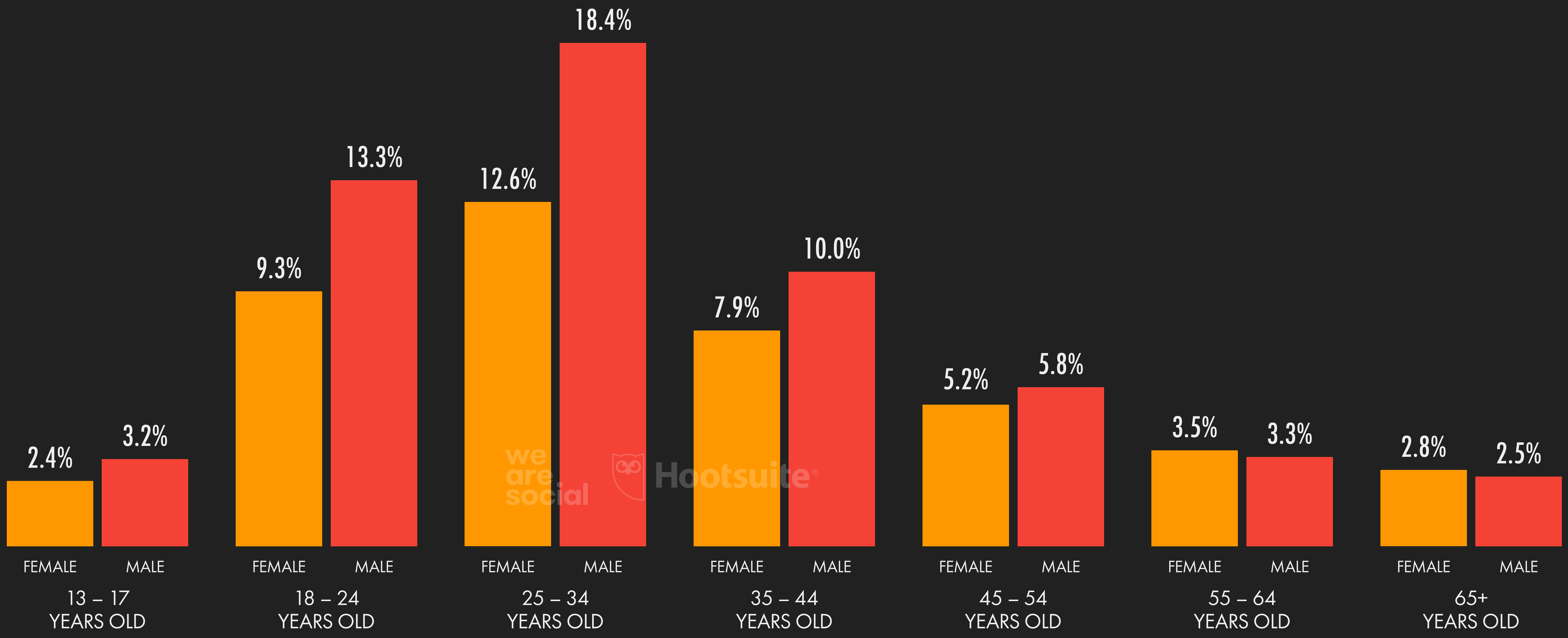
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

POTENTIAL AUDIENCE THAT META REPORTS CAN BE REACHED WITH ADS ON FACEBOOK	FACEBOOK'S POTENTIAL ADVERTISING REACH AS A PERCENTAGE OF TOTAL POPULATION	FACEBOOK'S POTENTIAL ADVERTISING REACH AS A PERCENTAGE OF POPULATION AGED 13+	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE
2.11 BILLION	26.7%	34.1%	43.4%	56.6%

SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE ARE NOT COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

FACEBOOK: ADVERTISING AUDIENCE PROFILE

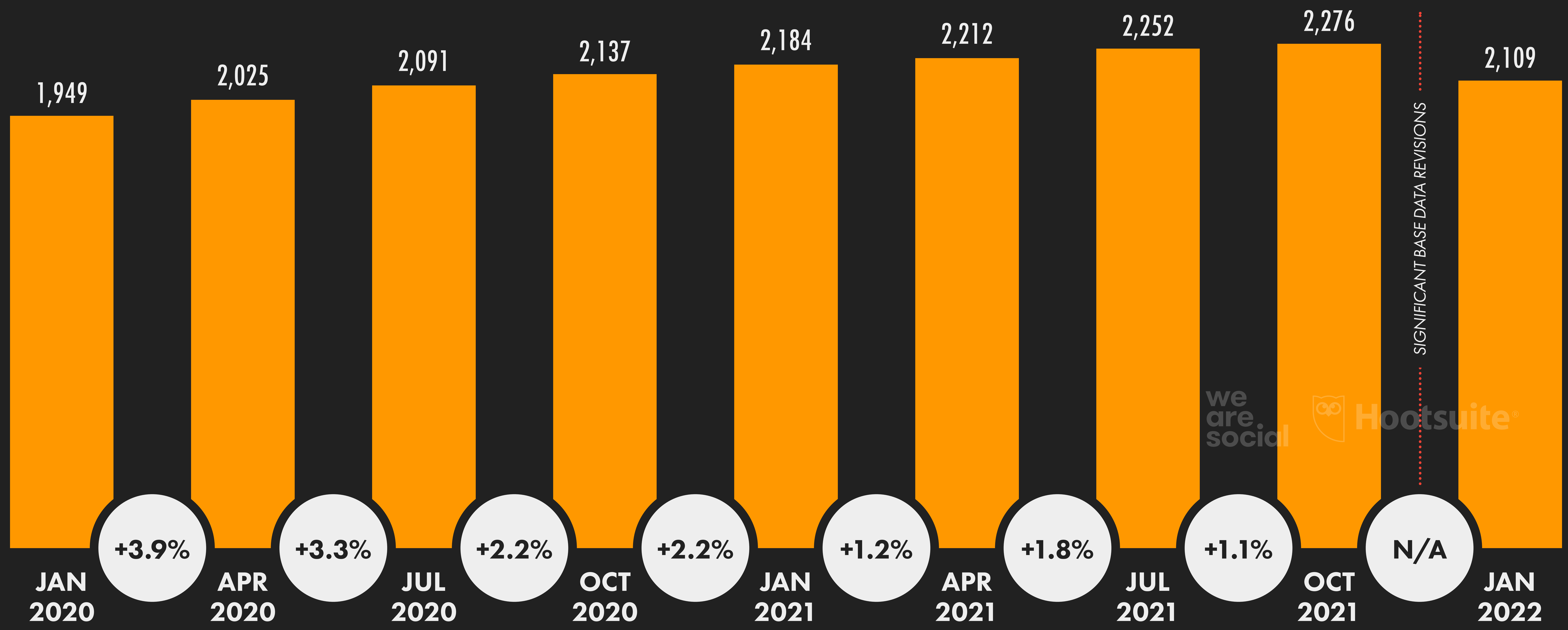
SHARE OF FACEBOOK'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER



SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

FACEBOOK ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON FACEBOOK, IN MILLIONS OF USERS



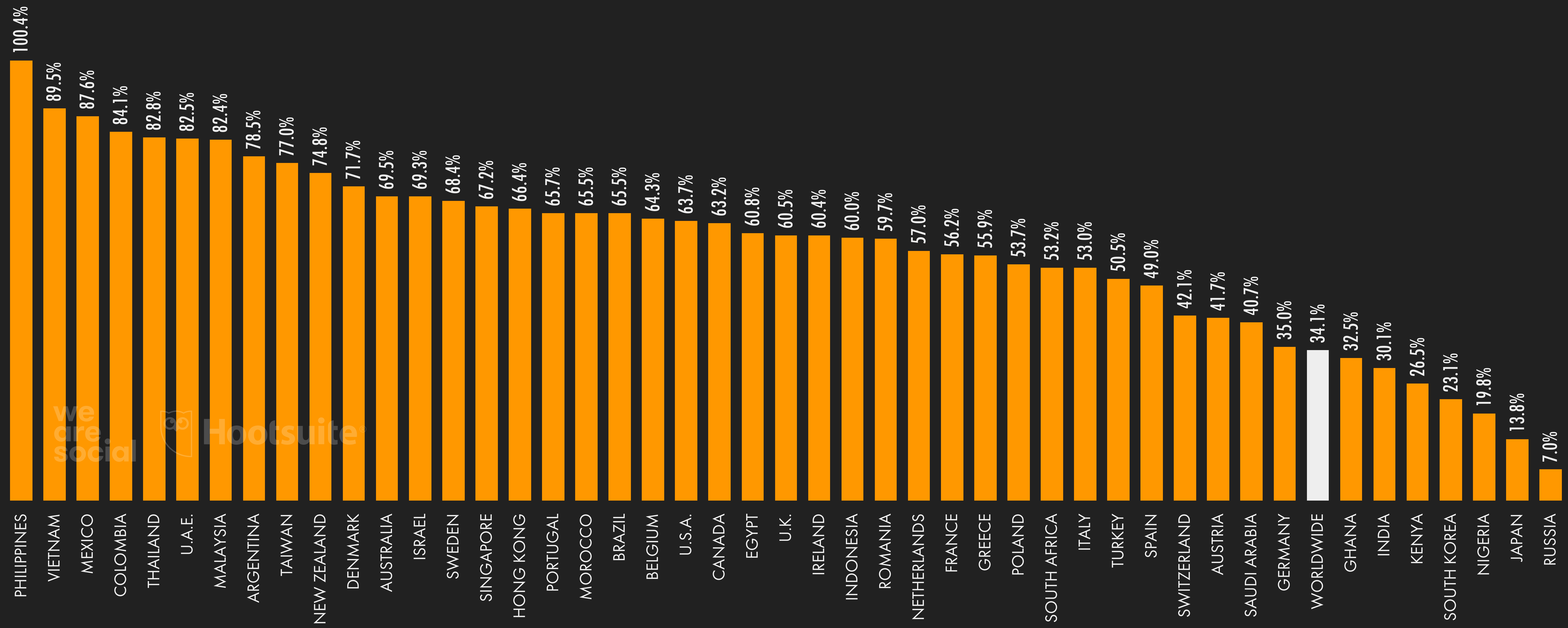
SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTE:** FIGURE FOR JAN 2022 USES THE MIDPOINTS OF PUBLISHED RANGES; FIGURES FOR ALL OTHER DATES AS PUBLISHED IN META'S TOOLS. **COMPARABILITY:** META SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING IN Q4 2021, SO FIGURES FOR JAN 2022 ARE NOT COMPARABLE WITH FIGURES FOR PREVIOUS PERIODS, OR WITH DATA PUBLISHED IN OUR PREVIOUS REPORTS. IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, FIGURES FOR QUARTER-ON-QUARTER CHANGE MAY BE IMPACTED BY REVISIONS TO BASE DATA.

JAN 2022

FACEBOOK ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF FACEBOOK ADS COMPARED WITH POPULATION AGED 13+

GLOBAL OVERVIEW



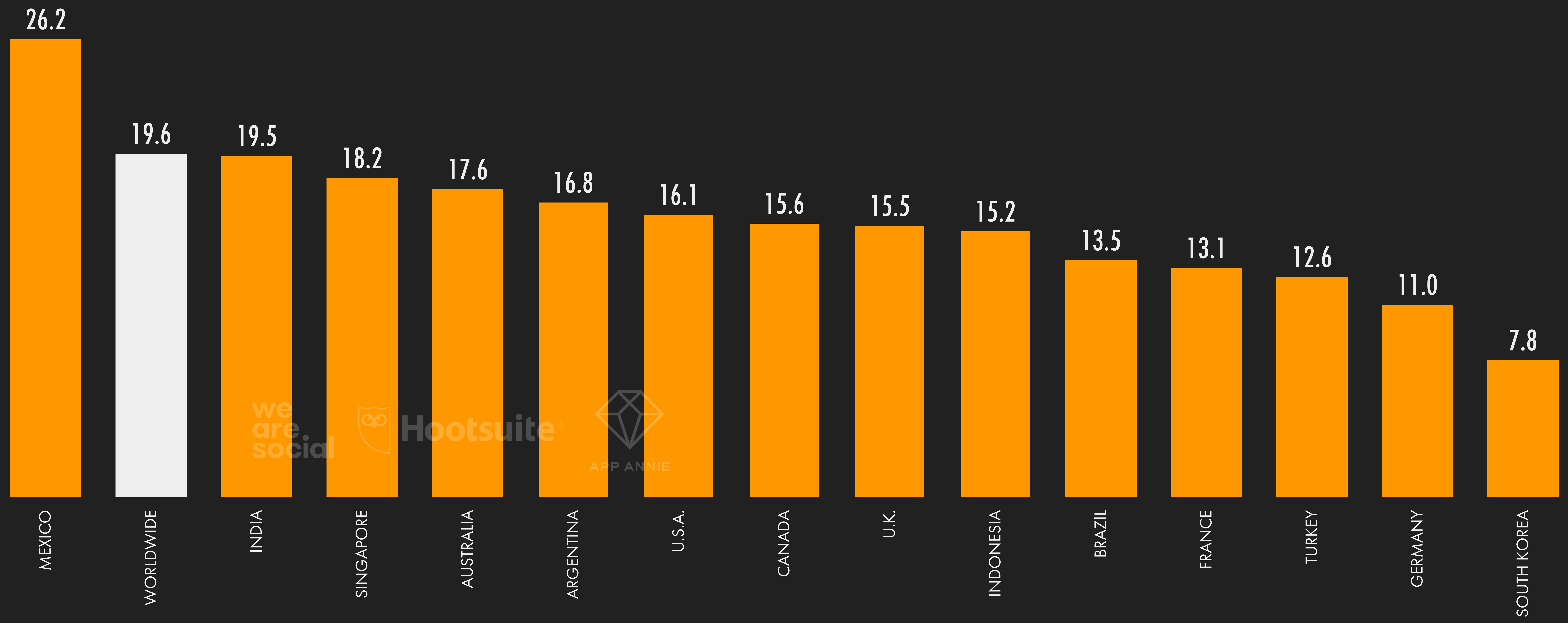
SOURCES: META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** VALUES SHOULD NOT TECHNICALLY EXCEED 100%, BUT DATA ARE SHOWN 'AS-IS', TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS. FIGURES USE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2022

FACEBOOK: TIME SPENT USING MOBILE APP

AVERAGE NUMBER OF HOURS PER MONTH THAT EACH FACEBOOK USER SPENDS USING THE FACEBOOK APP ON ANDROID PHONES

GLOBAL OVERVIEW



SOURCE: APP ANNIE. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS, OR CONTACT APP ANNIE FOR DETAILS OF HOW TO ACCESS DATA FOR ADDITIONAL LOCATIONS. **NOTE:** FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING THE FACEBOOK MOBILE APP ON ANDROID PHONES THROUGHOUT 2021. WORLDWIDE FIGURE DOES NOT INCLUDE DATA FOR CHINA.

JAN 2022

FACEBOOK AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	INDIA	329,650,000	30.1%
02	U.S.A.	179,650,000	63.7%
03	INDONESIA	129,850,000	60.0%
04	BRAZIL	116,000,000	65.5%
05	MEXICO	89,700,000	87.6%
06	PHILIPPINES	83,850,000	100.4%*
07	VIETNAM	70,400,000	89.5%
08	THAILAND	50,050,000	82.8%
09=	BANGLADESH	44,700,000	34.4%
09=	EGYPT	44,700,000	60.8%

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
11	PAKISTAN	43,550,000	27.5%
12	COLOMBIA	35,150,000	84.1%
13	U.K.	35,050,000	60.5%
14	TURKEY	34,400,000	50.5%
15	FRANCE	31,350,000	56.2%
16	ITALY	28,550,000	53.0%
17	ARGENTINA	28,400,000	78.5%
18	NIGERIA	26,100,000	19.8%
19	GERMANY	25,750,000	35.0%
20	PERU	24,800,000	93.9%

SOURCES: META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. ***NOTES:** "REACH vs. POP. 13+" VALUES SHOULD NOT TECHNICALLY EXCEED 100%, BUT DATA ARE SHOWN 'AS-IS', TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

FACEBOOK ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE FACEBOOK ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	MONGOLIA	103.3%*	2,500,000
02	LIBYA	101.7%*	5,450,000
03	PHILIPPINES	100.4%*	83,850,000
04	PERU	93.9%	24,800,000
05	TONGA	93.8%	70,850
06	MALTA	92.9%	359,850
07	CAMBODIA	92.6%	11,600,000
08	ECUADOR	92.2%	12,700,000
09	VIETNAM	89.5%	70,400,000
10	SAMOA	88.4%	120,650

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
11	ARUBA	87.8%	80,550
12	MEXICO	87.6%	89,700,000
13	BOLIVIA	86.3%	7,650,000
14	ICELAND	85.5%	246,900
15	GREENLAND	85.1%	39,800
16	COLOMBIA	84.1%	35,150,000
17	BRUNEI	83.0%	298,600
18	THAILAND	82.8%	50,050,000
19	GEORGIA	82.5%	2,700,000
20	U.A.E.	82.5%	7,200,000

SOURCES: META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. ***NOTES:** "REACH vs. POP. 13+" VALUES SHOULD NOT TECHNICALLY EXCEED 100%, BUT DATA ARE SHOWN 'AS-IS', TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

JAN 2022

DEVICES USED TO ACCESS FACEBOOK

PERCENTAGE OF FACEBOOK'S ADVERTISING AUDIENCE THAT USES EACH DEVICE TO ACCESS THE PLATFORM, EITHER VIA AN APP OR A WEB BROWSER

GLOBAL OVERVIEW

USE ANY KIND OF MOBILE PHONE	ONLY USE LAPTOP OR DESKTOP COMPUTER	USE BOTH COMPUTERS AND MOBILE PHONES	ONLY USE MOBILE PHONES (ANY TYPE)
98.5%	1.5%	16.7%	81.8%

SOURCE: META'S ADVERTISING RESOURCES, BASED ON DATA PUBLISHED IN JUNE 2021. **NOTE:** FIGURES REPRESENT VALUES FOR ACTIVE FACEBOOK USERS AGED 18 AND ABOVE.

JAN 2022

FACEBOOK POST ENGAGEMENT BENCHMARKS

FACEBOOK PAGE POST ENGAGEMENTS (REACTIONS, COMMENTS, AND SHARES) AS A PERCENTAGE OF TOTAL PAGE FANS

GLOBAL OVERVIEW

AVERAGE FACEBOOK POST ENGAGEMENTS vs. PAGE FANS: ALL POST TYPES	AVERAGE FACEBOOK POST ENGAGEMENTS vs. PAGE FANS: PHOTO POSTS	AVERAGE FACEBOOK POST ENGAGEMENTS vs. PAGE FANS: VIDEO POSTS	AVERAGE FACEBOOK POST ENGAGEMENTS vs. PAGE FANS: LINK POSTS	AVERAGE FACEBOOK POST ENGAGEMENTS vs. PAGE FANS: STATUS POSTS
0.07%	0.11%	0.08%	0.03%	0.13%

SOURCE: LOCOWISE. FIGURES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER 2021 AND 30 NOVEMBER 2021. **NOTES:** PERCENTAGES COMPARE THE COMBINED TOTAL OF REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FANS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD. VALUES MAY NOT SUM TO 100% DUE TO ROUNDING.

JAN 2022

FACEBOOK MARKETPLACE AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS WITHIN FACEBOOK MARKETPLACE

POTENTIAL AUDIENCE THAT META REPORTS CAN BE REACHED WITH ADS IN FACEBOOK MARKETPLACE	FACEBOOK MARKETPLACE REACH AS A PERCENTAGE OF FACEBOOK'S TOTAL ADVERTISING REACH	FACEBOOK MARKETPLACE ADVERTISING REACH AS A PERCENTAGE OF TOTAL POPULATION AGED 13+	PERCENTAGE OF THE FACEBOOK MARKETPLACE AD AUDIENCE THAT META REPORTS IS FEMALE	PERCENTAGE OF THE FACEBOOK MARKETPLACE AD AUDIENCE THAT META REPORTS IS MALE
562.1 MILLION	26.6%	9.1%	44.9%	55.1%

SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE.
NOTES: FIGURES USE MIDPOINT OF PUBLISHED RANGES. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE".

JAN 2022

MOST-FOLLOWED FACEBOOK PAGES

FACEBOOK PAGES WITH THE GREATEST NUMBER OF FOLLOWERS

GLOBAL OVERVIEW

#	FACEBOOK PAGE	FOLLOWERS
01	FACEBOOK APP	195,700,000
02	SAMSUNG	161,700,000
03	CRISTIANO RONALDO	150,000,000
04	MR. BEAN	129,000,000
05	CGTN	117,000,000
06	5-MINUTE CRAFTS	116,500,000
07	SHAKIRA	114,000,000
08	REAL MADRID C.F.	112,100,000
09	WILL SMITH	111,000,000
10	COCA-COLA	109,200,000

#	FACEBOOK PAGE	FOLLOWERS
11	VIN DIESEL	108,000,000
12	TASTY	106,800,000
13	FC BARCELONA	106,400,000
14	LIONEL MESSI	105,000,000
15	CHINA DAILY	104,500,000
16	YOUTUBE	103,600,000
17	RIHANNA	102,000,000
18	EMINEM	94,000,000
19	CHINA XINHUA NEWS	92,200,000
20	JUSTIN BIEBER	91,000,000

#	FACEBOOK PAGE	FOLLOWERS
21	NEYMAR JR.	88,000,000
22	SELENA GOMEZ	86,600,000
23	PEOPLE'S DAILY, CHINA	86,000,000
24	MCDONALD'S	81,400,000
25	NETFLIX	79,800,000
26	LALIGA	78,800,000
27	UEFA CHAMPIONS LEAGUE	76,200,000
28	MANCHESTER UNITED	76,100,000
29=	JASON STATHAM	76,000,000
29=	TAYLOR SWIFT	76,000,000

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON FACEBOOK.COM. **NOTE:** VALUES HAVE BEEN ROUNDED TO THE NEAREST 100,000. FACEBOOK ALSO ROUNDS VALUES FOR SOME PAGES TO THE NEAREST MILLION. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

YOUTUBE

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

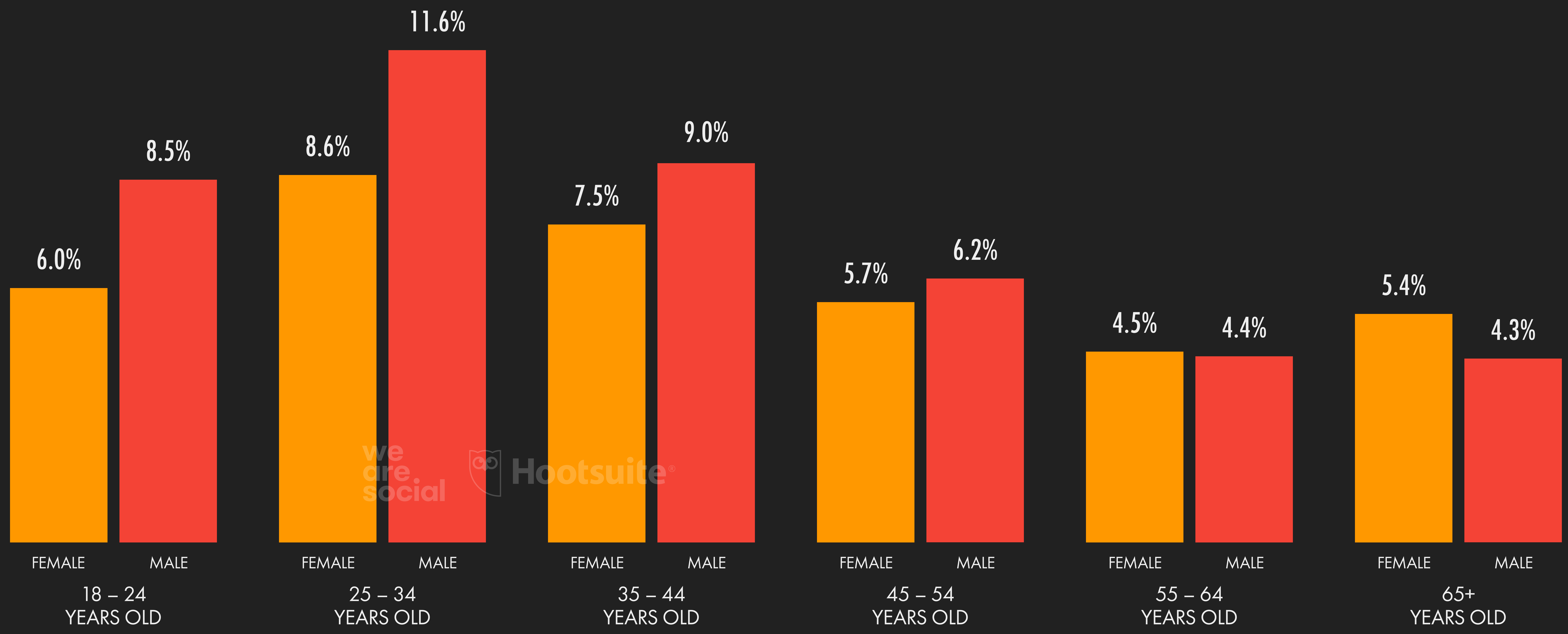
POTENTIAL REACH OF ADS ON YOUTUBE	YOUTUBE AD REACH vs. TOTAL POPULATION	YOUTUBE AD REACH vs. TOTAL INTERNET USERS	YEAR-ON-YEAR CHANGE IN YOUTUBE AD REACH
2.56 BILLION	32.4%	51.8%	+11.9% +271 MILLION

YOUTUBE'S ADVERTISING REACH: USERS AGED 18+	YOUTUBE'S AD REACH AGE 18+ vs. TOTAL POPULATION AGE 18+	FEMALE YOUTUBE AD REACH AGE 18+ vs. TOTAL YOUTUBE AD REACH AGE 18+	MALE YOUTUBE AD REACH AGE 18+ vs. TOTAL YOUTUBE AD REACH AGE 18+
2.09 BILLION	37.7%	46.1%	53.9%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. GOOGLE'S ADVERTISING RESOURCES ONLY PUBLISH GENDER AND AGE DATA FOR USERS AGED 18 AND ABOVE, AND ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". FIGURE FOR POTENTIAL REACH AGE 18+ USES A DIFFERENT AUDIENCE TOTAL TO THE ONE USED FOR REACH OF TOTAL POPULATION.

YOUTUBE: ADVERTISING AUDIENCE PROFILE

SHARE OF YOUTUBE'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER



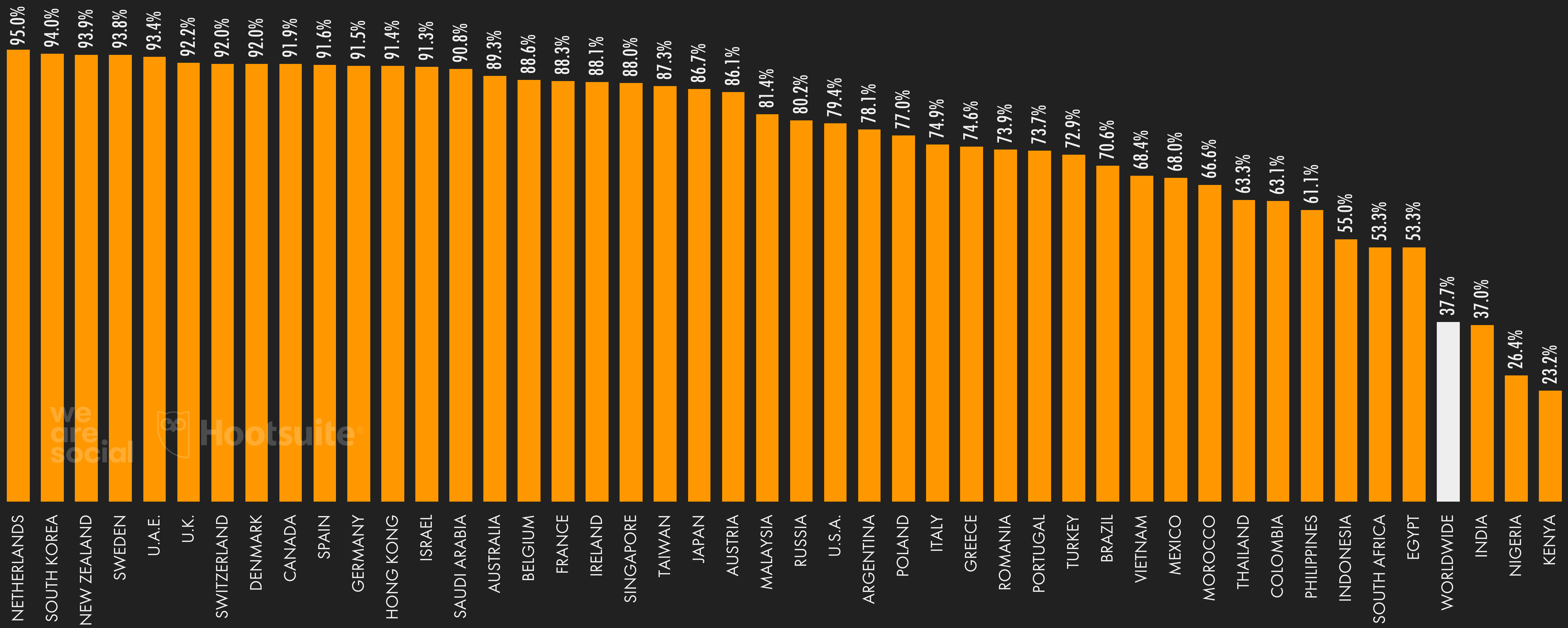
SOURCE: GOOGLE'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** PERCENTAGES REFLECT SHARE OF TOTAL AUDIENCE REGARDLESS OF AGE, SO VALUES WILL NOT SUM TO 100%. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. GOOGLE'S ADVERTISING RESOURCES ONLY PUBLISH GENDER AND AGE DATA FOR USERS AGED 18 AND ABOVE, AND ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE".

JAN 2022

YOUTUBE ADVERTISING: REACH RATE AGE 18+

YOUTUBE'S POTENTIAL REACH AMONGST AUDIENCES AGED 18+ COMPARED WITH POPULATION AGED 18+

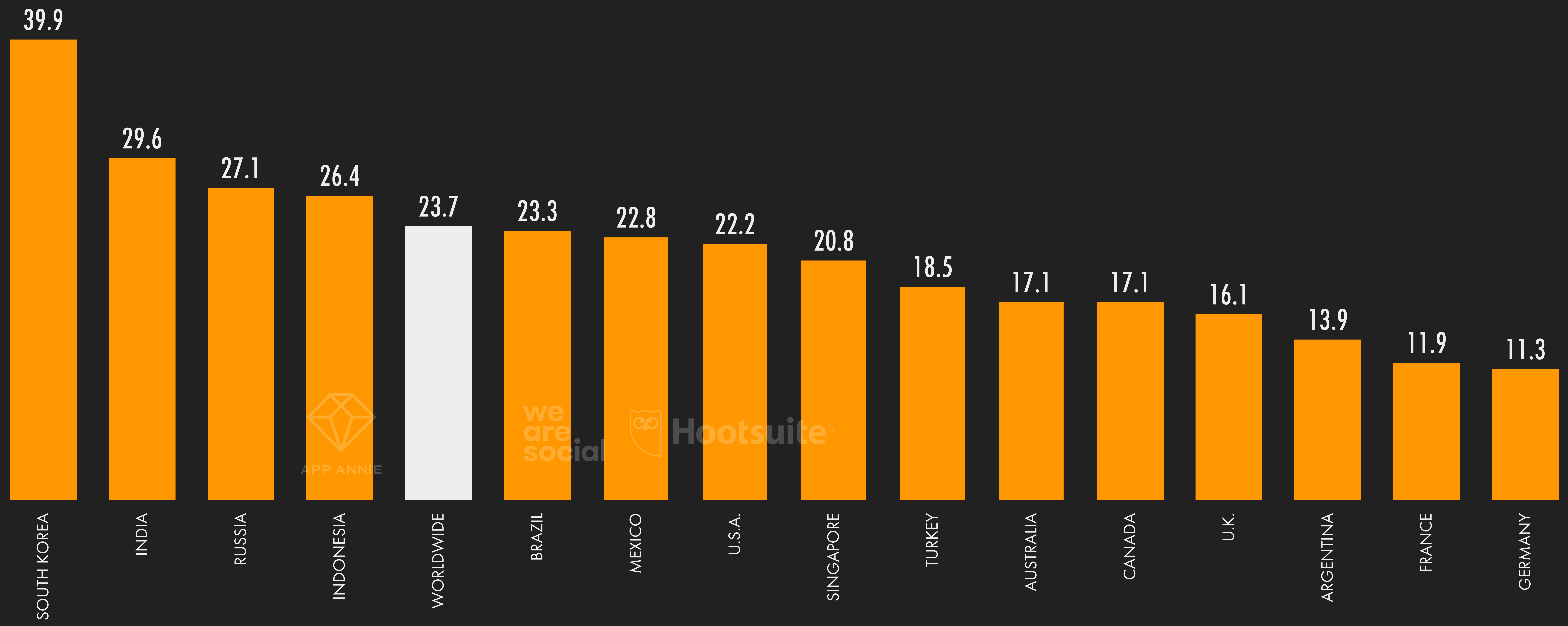
GLOBAL OVERVIEW



SOURCES: GOOGLE'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; WORLDWIDE FIGURE BASED ON AVAILABLE LOCATIONS ONLY. FIGURES COMPARE REACH OF YOUTUBE ADS AMONGST AUDIENCES AGED 18 AND ABOVE TO TOTAL POPULATION AGED 18 AND ABOVE.

YOUTUBE: TIME SPENT USING MOBILE APP

AVERAGE NUMBER OF HOURS PER MONTH THAT EACH YOUTUBE USER SPENDS USING THE YOUTUBE APP ON ANDROID PHONES



SOURCE: APP ANNIE. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS, OR CONTACT APP ANNIE FOR DETAILS OF HOW TO ACCESS DATA FOR ADDITIONAL LOCATIONS. **NOTE:** FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING THE YOUTUBE MOBILE APP ON ANDROID PHONES THROUGHOUT 2021. WORLDWIDE FIGURE DOES NOT INCLUDE DATA FOR CHINA.

JAN 2022

YOUTUBE AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST YOUTUBE ADVERTISING AUDIENCES

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH 18+ vs. POP. 18+
01	INDIA	467,000,000	37.0%
02	U.S.A.	247,000,000	79.4%
03	INDONESIA	139,000,000	55.0%
04	BRAZIL	138,000,000	70.6%
05	RUSSIA	106,000,000	80.2%
06	JAPAN	102,000,000	86.7%
07	MEXICO	80,600,000	68.0%
08	GERMANY	72,600,000	91.5%
09	PAKISTAN	71,700,000	39.2%
10	VIETNAM	62,500,000	68.4%
11	U.K.	57,600,000	92.2%
12	TURKEY	57,400,000	72.9%
13	PHILIPPINES	56,500,000	61.1%
14	FRANCE	52,600,000	88.3%
15	SOUTH KOREA	46,400,000	94.0%
16	EGYPT	46,300,000	53.3%
17	ITALY	43,200,000	74.9%
18	THAILAND	42,800,000	63.3%
19	SPAIN	40,700,000	91.6%
20	BANGLADESH	34,500,000	23.8%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON AVAILABLE DATA. GOOGLE'S ADVERTISING RESOURCES ONLY PUBLISH DEMOGRAPHIC DATA FOR USERS AGED 18+. FIGURES IN THE "REACH 18+ vs. POP. 18+" COLUMN SHOW YOUTUBE'S ADVERTISING REACH FOR AUDIENCES AGED 18+ COMPARED WITH POPULATION AGED 18+. **COMPARABILITY:** "TOTAL REACH" FIGURE INCLUDES USERS OF ALL AGES; "REACH 18+ vs. POP. 18+" ONLY INCLUDES USERS AGED 18+.

JAN 2022

YOUTUBE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE YOUTUBE ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	TOTAL REACH
01	NETHERLANDS	95.0%	15,600,000
02	SOUTH KOREA	94.0%	46,400,000
03	NEW ZEALAND	93.9%	4,190,000
04	SWEDEN	93.8%	8,730,000
05	U.A.E.	93.4%	9,060,000
06	QATAR	92.5%	2,650,000
07	U.K.	92.2%	57,600,000
08	SWITZERLAND	92.0%	7,540,000
09	DENMARK	92.0%	4,970,000
10	CANADA	91.9%	33,300,000

#	LOCATION	REACH 18+ vs. POP. 18+	TOTAL REACH
11	NORWAY	91.8%	4,640,000
12	SPAIN	91.6%	40,700,000
13	GERMANY	91.5%	72,600,000
14	HONG KONG	91.4%	6,680,000
15	ISRAEL	91.3%	7,060,000
16	FINLAND	91.1%	4,730,000
17	SAUDI ARABIA	90.8%	29,300,000
18	OMAN	90.3%	4,390,000
19	KUWAIT	90.2%	3,620,000
20	AUSTRALIA	89.3%	21,300,000

KEPIOS

SOURCES: GOOGLE'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON AVAILABLE DATA. GOOGLE'S ADVERTISING RESOURCES ONLY PUBLISH DEMOGRAPHIC DATA FOR USERS AGED 18+. FIGURES IN THE "REACH 18+ vs. POP. 18+" COLUMN SHOW YOUTUBE'S ADVERTISING REACH FOR AUDIENCES AGED 18+ COMPARED WITH POPULATION AGED 18+. **COMPARABILITY:** "TOTAL REACH" FIGURE INCLUDES USERS OF ALL AGES; "REACH 18+ vs. POP. 18+" ONLY INCLUDES USERS AGED 18+.

TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021

#	SEARCH QUERY	INDEX
01	SONG	100
02	SONGS	39
03	DJ	22
04	DANCE	16
05	NEW SONG	15
06	TIKTOK	15
07	KARAOKE	14
08	MINECRAFT	13
09	CARTOON	13
10	FREE FIRE	10

#	SEARCH QUERY	INDEX
11	BTS	10
12	MUSICA	9
13	DJ SONG	7
14	HINDI SONG	7
15	ASMR	7
16	YOUTUBE	6
17	ROBLOX	6
18	اغاني	5
19	LIVE NEWS	4
20	PUNJABI SONG	4

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021. **NOTE:** GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

JAN 2022

MOST POPULAR YOUTUBE CHANNELS

YOUTUBE CHANNELS WITH THE GREATEST NUMBER OF SUBSCRIBERS

GLOBAL OVERVIEW

#	CHANNEL NAME	SUBSCRIBERS	CHANNEL VIEWS
01	T-SERIES	203,000,000	176,456,800,000
02	COCOMELON - NURSERY RHYMES	126,000,000	118,089,000,000
03	SET INDIA	123,000,000	107,949,200,000
04	PEWDIEPIE	111,000,000	28,091,400,000
05	MRBEAST	87,500,000	14,287,900,000
06	✿ KIDS DIANA SHOW	87,400,000	66,552,700,000
07	LIKE NASTYA	85,500,000	68,365,400,000
08	WWE	84,700,000	65,170,500,000
09	ZEE MUSIC COMPANY	80,500,000	43,765,100,000
10	VLAD AND NIKI	76,900,000	57,771,000,000

#	CHANNEL NAME	SUBSCRIBERS	CHANNEL VIEWS
11	5-MINUTE CRAFTS	75,300,000	22,237,000,000
12	BLACKPINK	71,200,000	21,936,900,000
13	JUSTIN BIEBER	67,000,000	26,878,200,000
14	CANAL KONDZILLA	65,200,000	35,756,200,000
15	GOLDMINES	63,800,000	14,574,100,000
16	HYBE LABELS	63,500,000	20,904,800,000
17	BANGTANTV	62,800,000	14,582,600,000
18	SONY SAB	61,700,000	69,318,600,000
19	ZEE TV	60,700,000	14,826,700,000
20	DUDE PERFECT	57,000,000	13,827,000,000

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON YOUTUBE. **NOTES:** SUBSCRIBER NUMBERS ROUNDED AT SOURCE. VIEW COUNTS HAVE BEEN ROUNDED TO THE NEAREST 100,000. **COMPARABILITY:** SUBSCRIBER AND VIEW COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

JAN 2022

MOST-VIEWED YOUTUBE VIDEOS

YOUTUBE VIDEOS WITH THE GREATEST NUMBER OF ALL-TIME VIEWS

GLOBAL OVERVIEW

#	YOUTUBE CHANNEL – "VIDEO TITLE"	VIEWS	UPLOADED	LIKES
01	PINKFONG BABY SHARK - KIDS' SONGS & STORIES – "BABY SHARK DANCE"	10,020,700,000	18 JUN 2016	33,000,000
02	LUIS FONSI FEATURING DADDY YANKEE – "DESPACITO"	7,704,400,000	13 JAN 2017	47,000,000
03	LOOLOO KIDS - NURSERY RHYMES AND CHILDREN'S SONGS – "JOHNY JOHNY YES PAPA"	6,104,700,000	08 OCT 2016	17,000,000
04	ED SHEERAN – "SHAPE OF YOU"	5,588,200,000	30 JAN 2017	28,000,000
05	WIZ KHALIFA FEATURING CHARLIE PUTH – "SEE YOU AGAIN "	5,386,900,000	07 APR 2015	36,000,000
06	COCOMELON - NURSERY RHYMES – "BATH SONG"	4,868,900,000	02 MAY 2018	12,000,000
07	МИРОШКА ТВ – "LEARNING COLORS - COLORFUL EGGS ON A FARM"	4,548,400,000	27 FEB 2018	12,000,000
08	GET MOVIES – "MASHA AND THE BEAR - RECIPE FOR DISASTER (EPISODE 17)"	4,478,600,000	31 JAN 2012	7,700,000
09	MARK RONSON FEATURING BRUNO MARS – "UPTOWN FUNK"	4,428,500,000	19 NOV 2014	18,000,000
10	CHUCHU TV NURSERY RHYMES & KIDS SONGS – "PHONICS SONG WITH TWO WORDS"	4,412,900,000	07 MAR 2014	[HIDDEN]

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON YOUTUBE. **NOTES:** VIEWS HAVE BEEN ROUNDED TO THE NEAREST 100,000. LIKES ARE ROUNDED AT SOURCE. **COMPARABILITY:** VIEW AND LIKE COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

INSTAGRAM

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM	INSTAGRAM AD REACH vs. TOTAL POPULATION	QUARTER-ON-QUARTER CHANGE IN INSTAGRAM AD REACH	YEAR-ON-YEAR CHANGE IN INSTAGRAM AD REACH
1.48 BILLION	18.7%	+6.1% +85 MILLION	+21.0% +257 MILLION

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS	INSTAGRAM AD REACH vs. POPULATION AGED 13+	FEMALE INSTAGRAM AD REACH vs. TOTAL INSTAGRAM AD REACH	MALE INSTAGRAM AD REACH vs. TOTAL INSTAGRAM AD REACH
29.9%	23.9%	49.3%	50.7%

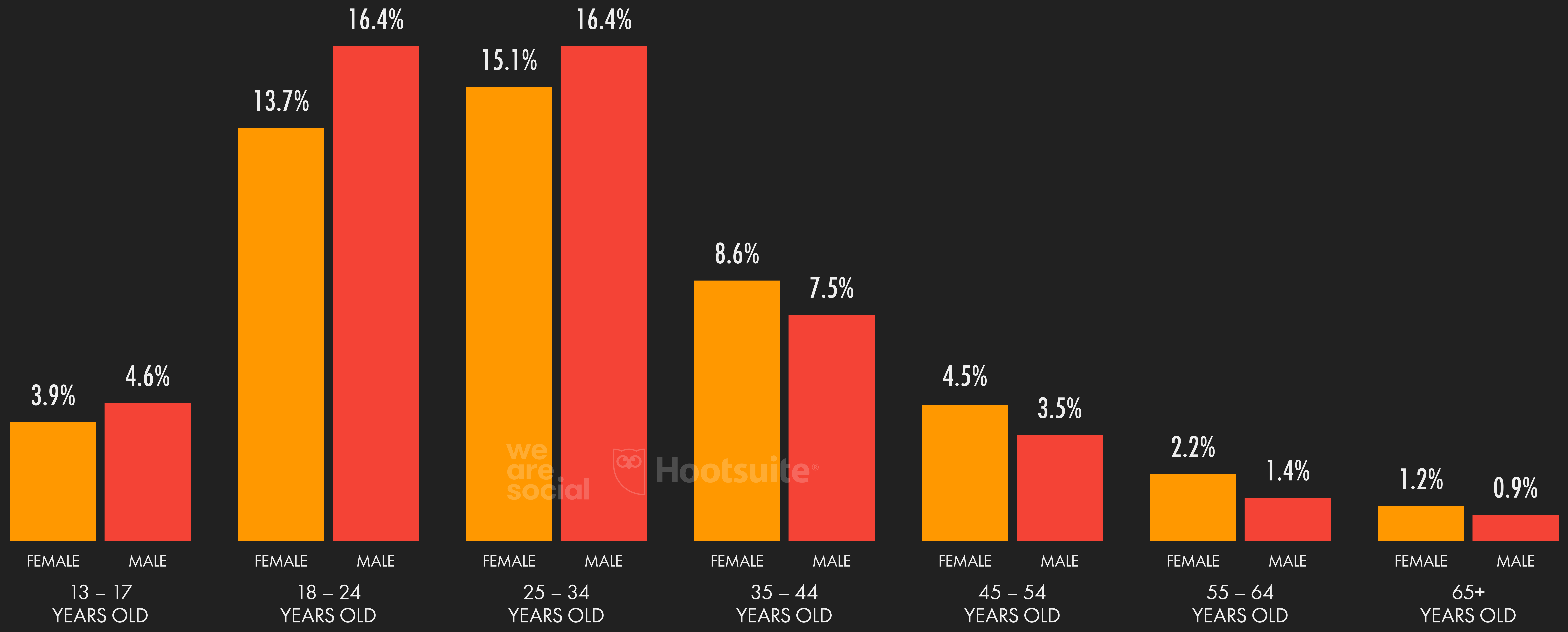
SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS. **COMPARABILITY:** META SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING IN Q4 2021, SO FIGURES SHOWN HERE MAY NOT BE COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN 2022

INSTAGRAM: ADVERTISING AUDIENCE PROFILE

SHARE OF INSTAGRAM'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

GLOBAL OVERVIEW



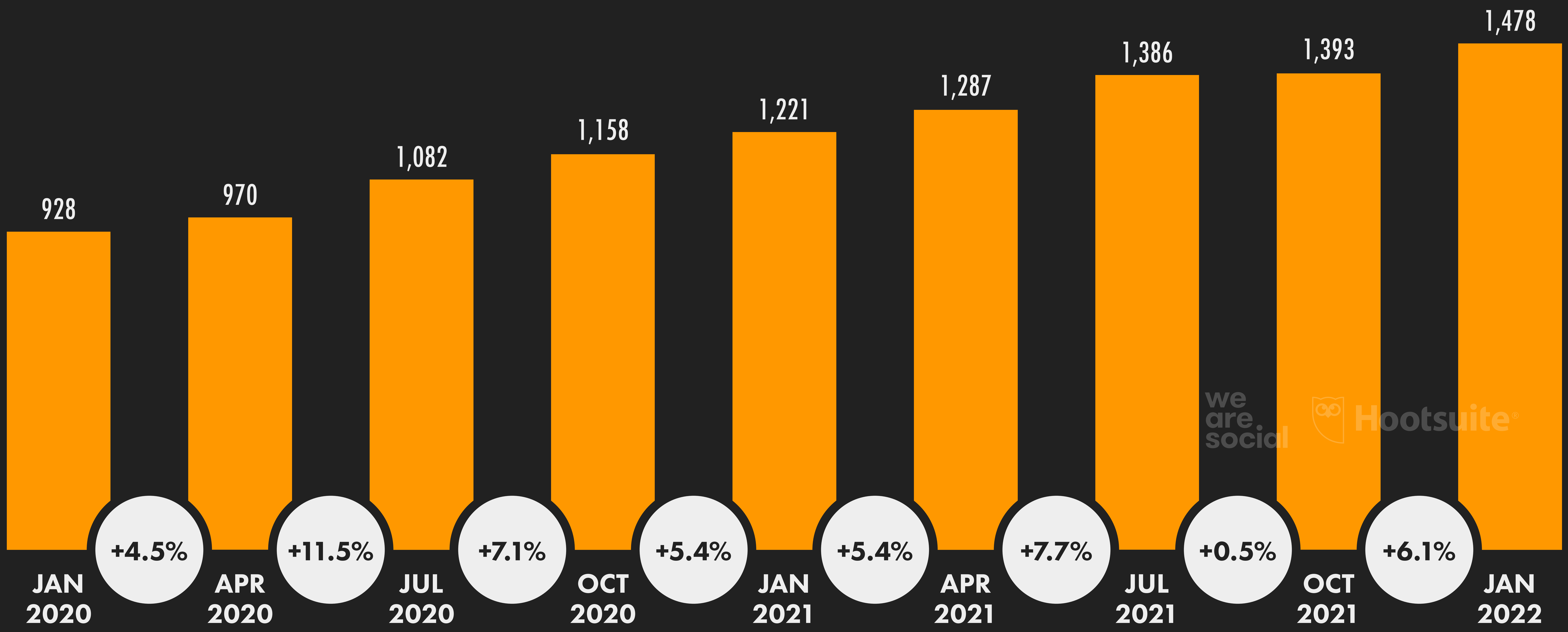
SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE MAY NOT BE DIRECTLY COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN 2022

INSTAGRAM ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON INSTAGRAM, IN MILLIONS OF USERS

GLOBAL OVERVIEW



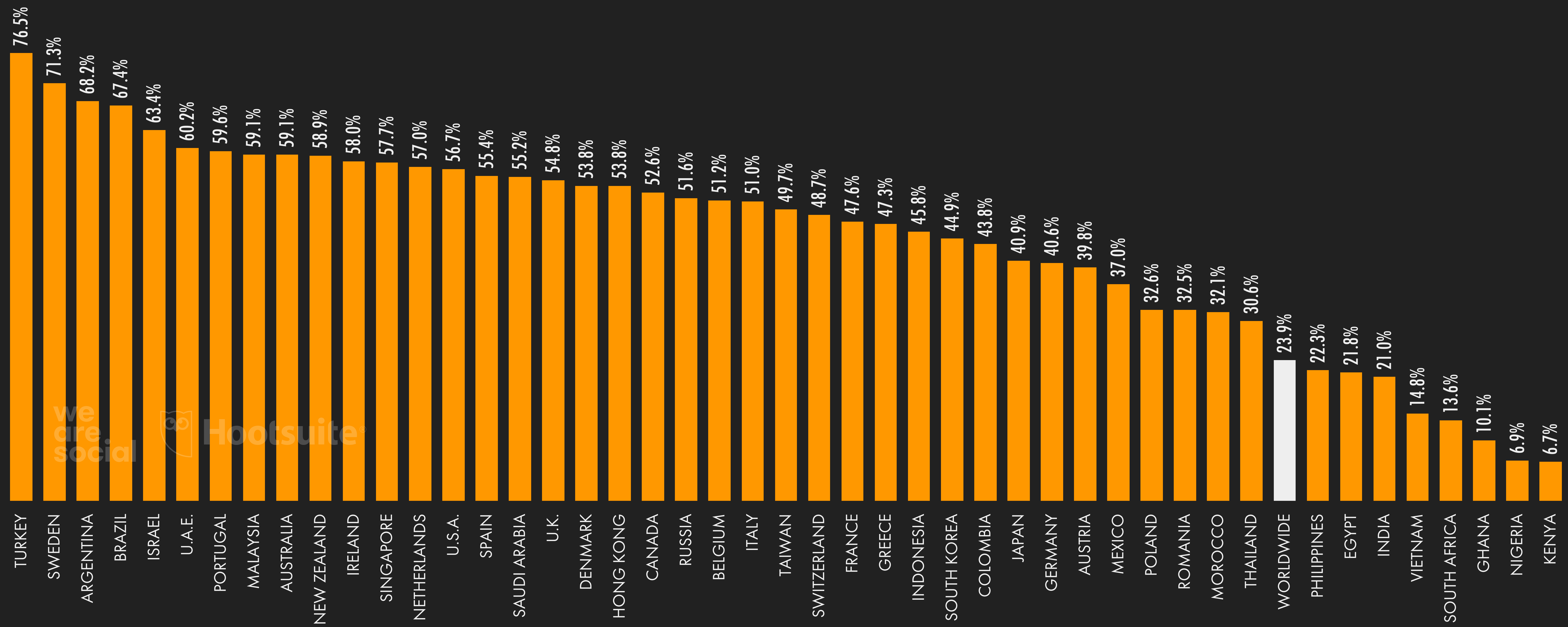
SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTE:** FIGURE FOR JAN 2022 USES THE MIDPOINTS OF PUBLISHED RANGES; FIGURES FOR ALL OTHER DATES AS PUBLISHED IN META'S TOOLS. **COMPARABILITY:** META SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING IN Q4 2021, SO FIGURES FOR JAN 2022 ARE NOT COMPARABLE WITH FIGURES FOR PREVIOUS PERIODS, OR WITH DATA PUBLISHED IN OUR PREVIOUS REPORTS. IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, FIGURES FOR QUARTER-ON-QUARTER CHANGE MAY BE IMPACTED BY REVISIONS TO BASE DATA.

JAN 2022

INSTAGRAM ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF INSTAGRAM ADS COMPARED WITH POPULATION AGED 13+

GLOBAL OVERVIEW



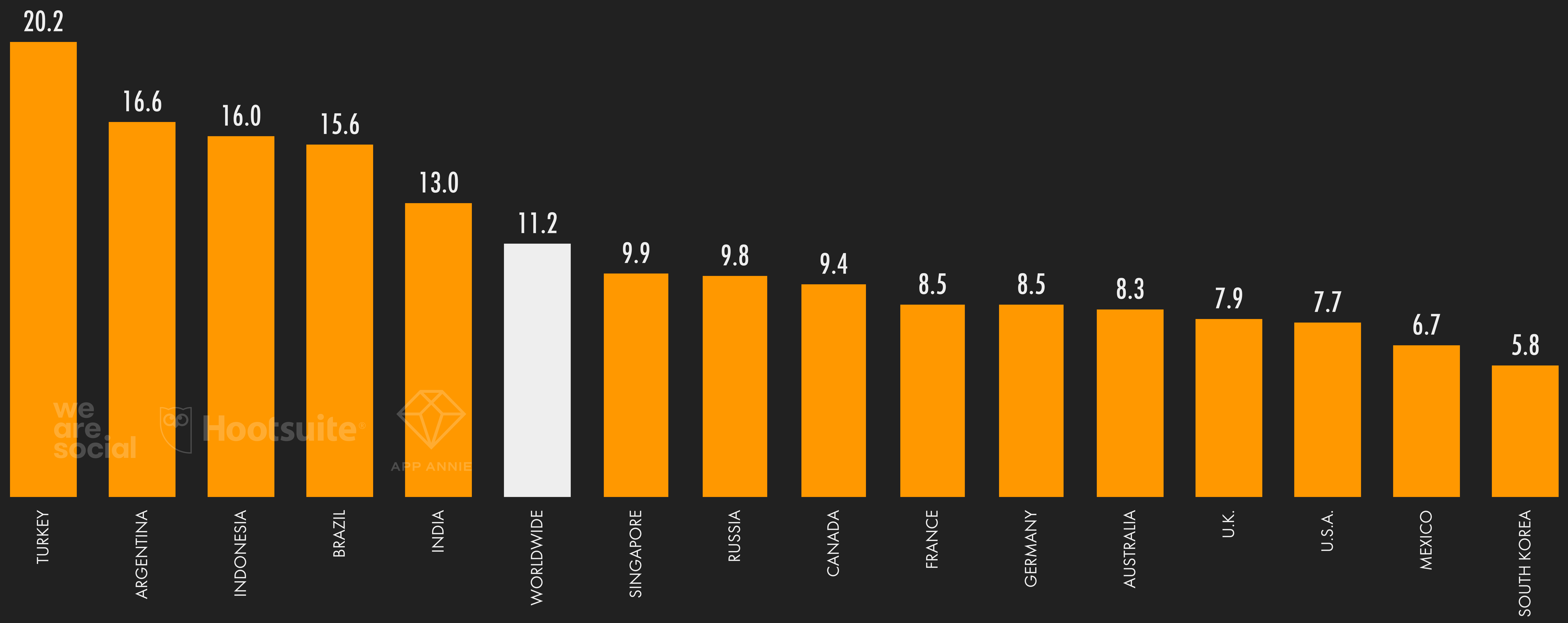
SOURCES: META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTE:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE MAY NOT BE DIRECTLY COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN 2022

INSTAGRAM: TIME SPENT USING MOBILE APP

AVERAGE NUMBER OF HOURS PER MONTH THAT EACH INSTAGRAM USER SPENDS USING THE INSTAGRAM APP ON ANDROID PHONES

GLOBAL OVERVIEW



SOURCE: APP ANNIE. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS, OR CONTACT APP ANNIE FOR DETAILS OF HOW TO ACCESS DATA FOR ADDITIONAL LOCATIONS. **NOTE:** FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING THE INSTAGRAM MOBILE APP ON ANDROID PHONES THROUGHOUT 2021. WORLDWIDE FIGURE DOES NOT INCLUDE DATA FOR CHINA.

JAN 2022

INSTAGRAM AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST INSTAGRAM ADVERTISING AUDIENCES

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	INDIA	230,250,000	21.0%
02	U.S.A.	159,750,000	56.7%
03	BRAZIL	119,450,000	67.4%
04	INDONESIA	99,150,000	45.8%
05	RUSSIA	63,000,000	51.6%
06	TURKEY	52,150,000	76.5%
07	JAPAN	46,100,000	40.9%
08	MEXICO	37,850,000	37.0%
09	U.K.	31,750,000	54.8%
10	GERMANY	29,850,000	40.6%

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
11	ITALY	27,500,000	51.0%
12	FRANCE	26,550,000	47.6%
13	ARGENTINA	24,700,000	68.2%
14	SPAIN	22,850,000	55.4%
15	SOUTH KOREA	20,650,000	44.9%
16	PHILIPPINES	18,650,000	22.3%
17	THAILAND	18,500,000	30.6%
18	COLOMBIA	18,300,000	43.8%
19	CANADA	17,400,000	52.6%
20	UKRAINE	16,100,000	43.0%

SOURCES: META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE MAY NOT BE DIRECTLY COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN 2022

INSTAGRAM ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE INSTAGRAM ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	BRUNEI	89.0%	319,900
02	KAZAKHSTAN	82.7%	11,750,000
03	TURKEY	76.5%	52,150,000
04	CYPRUS	75.7%	794,300
05	CAYMAN ISLANDS	75.5%	42,800
06	ICELAND	73.8%	213,200
07	GUAM	72.8%	99,050
08	CHILE	72.3%	11,650,000
09	SWEDEN	71.3%	6,150,000
10	URUGUAY	71.2%	2,050,000

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
11	PANAMA	70.3%	2,400,000
12	MONTENEGRO	69.9%	371,600
13	BARBADOS	69.2%	171,600
14	ARGENTINA	68.2%	24,700,000
15	BAHRAIN	67.5%	1,003,250
16	BRAZIL	67.4%	119,450,000
17	KUWAIT	67.0%	2,400,000
18	ANDORRA	63.6%	44,050
19	ISRAEL	63.4%	4,250,000
20	ARUBA	62.6%	57,450

SOURCES: META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE MAY NOT BE DIRECTLY COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN 2022

INSTAGRAM ENGAGEMENT BENCHMARKS

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS

GLOBAL OVERVIEW

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR ALL POST TYPES	AVERAGE INSTAGRAM ENGAGEMENT RATE FOR PHOTO POSTS	AVERAGE INSTAGRAM ENGAGEMENT RATE FOR VIDEO POSTS	AVERAGE INSTAGRAM ENGAGEMENT RATE FOR CAROUSEL POSTS
1.94%	1.18%	1.50%	3.15%

SOURCE: LOCOWISE. FIGURES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER 2021 AND 30 NOVEMBER 2021. **NOTES:** "ENGAGEMENT RATE" (AS USED HERE) REFERS TO THE COMBINED NUMBER OF LIKES AND COMMENTS ON A POST COMPARED WITH THE NUMBER OF ACCOUNT FOLLOWERS AT THE TIME OF POST PUBLICATION. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF INSTAGRAM BUSINESS ACCOUNT, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD. VALUES MAY NOT SUM TO 100% DUE TO ROUNDING.

JAN 2022

INSTAGRAM STORIES AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH INSTAGRAM STORIES ADS

GLOBAL OVERVIEW

POTENTIAL AUDIENCE THAT META REPORTS CAN BE REACHED WITH INSTAGRAM STORIES ADS	INSTAGRAM STORIES AD REACH AS A PERCENTAGE OF INSTAGRAM'S TOTAL ADVERTISING REACH	INSTAGRAM STORIES ADVERTISING REACH AS A PERCENTAGE OF TOTAL POPULATION AGED 13+	PERCENTAGE OF THE INSTAGRAM STORIES AD AUDIENCE THAT META REPORTS IS FEMALE	PERCENTAGE OF THE INSTAGRAM STORIES AD AUDIENCE THAT META REPORTS IS MALE
1.07 BILLION	72.6%	17.4%	51.1%	48.9%

SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE.
NOTES: FIGURES USE MIDPOINT OF PUBLISHED RANGES. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE".

INSTAGRAM REELS AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH AD PLACEMENTS IN INSTAGRAM REELS

POTENTIAL AUDIENCE THAT META REPORTS CAN BE REACHED WITH ADS IN INSTAGRAM REELS	INSTAGRAM REELS AD REACH AS A PERCENTAGE OF INSTAGRAM'S TOTAL ADVERTISING REACH	INSTAGRAM REELS ADVERTISING REACH AS A PERCENTAGE OF TOTAL POPULATION AGED 13+	PERCENTAGE OF THE INSTAGRAM REELS AD AUDIENCE THAT META REPORTS IS FEMALE	PERCENTAGE OF THE INSTAGRAM REELS AD AUDIENCE THAT META REPORTS IS MALE
675.3 MILLION	45.7%	10.9%	46.1%	53.9%

SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE.
NOTES: FIGURES USE MIDPOINT OF PUBLISHED RANGES. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE".

INSTAGRAM SHOP AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH AD PLACEMENTS IN THE INSTAGRAM SHOP TAB

POTENTIAL AUDIENCE THAT META REPORTS CAN BE REACHED WITH ADS IN THE INSTAGRAM SHOP TAB	INSTAGRAM SHOP AD REACH AS A PERCENTAGE OF INSTAGRAM'S TOTAL ADVERTISING REACH	INSTAGRAM SHOP ADVERTISING REACH AS A PERCENTAGE OF TOTAL POPULATION AGED 13+	PERCENTAGE OF THE INSTAGRAM SHOP AD AUDIENCE THAT META REPORTS IS FEMALE	PERCENTAGE OF THE INSTAGRAM SHOP AD AUDIENCE THAT META REPORTS IS MALE
187.6 MILLION	12.7%	3.0%	57.8%	42.2%

SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE.
NOTES: FIGURES USE MIDPOINT OF PUBLISHED RANGES. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE".

JAN 2022

INSTAGRAM EXPLORE TAB AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH AD PLACEMENTS IN THE INSTAGRAM EXPLORE TAB

GLOBAL OVERVIEW

POTENTIAL AUDIENCE THAT META REPORTS CAN BE REACHED WITH ADS IN THE INSTAGRAM EXPLORE TAB	INSTAGRAM EXPLORE TAB AD REACH AS A PERCENTAGE OF INSTAGRAM'S TOTAL ADVERTISING REACH	INSTAGRAM EXPLORE TAB ADVERTISING REACH AS A PERCENTAGE OF TOTAL POPULATION AGED 13+	PERCENTAGE OF THE INSTAGRAM EXPLORE TAB AD AUDIENCE THAT META REPORTS IS FEMALE	PERCENTAGE OF THE INSTAGRAM EXPLORE TAB AD AUDIENCE THAT META REPORTS IS MALE
792.4 MILLION	53.6%	12.8%	51.2%	48.8%

SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE.
NOTES: FIGURES USE MIDPOINT OF PUBLISHED RANGES. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE".

MOST POPULAR INSTAGRAM ACCOUNTS

INSTAGRAM ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	INSTAGRAM	@INSTAGRAM	458,300,000
02	CRISTIANO RONALDO	@CRISTIANO	387,500,000
03	KYLIE JENNER	@KYLIEJENNER	298,100,000
04	LIONEL MESSI	@LEOMESSI	298,000,000
05	ARIANA GRANDE	@ARIANAGRANDE	288,100,000
06	DWAYNE JOHNSON	@THEROCK	287,800,000
07	SELENA GOMEZ	@SELENAGOMEZ	287,100,000
08	KIM KARDASHIAN WEST	@KIMKARDASHIAN	276,800,000
09	BEYONCÉ	@BEYONCE	230,200,000
10	JUSTIN BIEBER	@JUSTINBIEBER	214,300,000
11	KENDALL JENNER	@KENDALLJENNER	211,000,000
12	KHLOÉ KARDASHIAN	@KHLOEKARDASHIAN	210,200,000
13	NATIONAL GEOGRAPHIC	@NATGEO	201,100,000
14	TAYLOR SWIFT	@TAYLORSWIFT	196,100,000
15	NIKE	@NIKE	191,800,000
16	JENNIFER LOPEZ	@JLO	190,300,000
17	VIRAT KOHLI	@VIRAT.KOHLI	177,600,000
18	NICKI MINAJ	@NICKIMINAJ	168,100,000
19	NEYMAR JR	@NEYMARJR	168,000,000
20	KOURTNEY KARDASHIAN	@KOURTNEYKARDASH	158,400,000

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON INSTAGRAM. **NOTE:** FOLLOWER COUNTS HAVE BEEN ROUNDED TO THE NEAREST 100,000. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

JAN 2022

MOST-USED INSTAGRAM HASHTAGS

HASHTAGS THAT HAVE BEEN USED IN THE GREATEST NUMBER OF INSTAGRAM POSTS (ALL TIME)

GLOBAL OVERVIEW

#	HASHTAG	POSTS
01	#LOVE	2,147,500,000
02	#INSTAGOOD	1,479,800,000
03	#FASHION	1,040,600,000
04	#PHOTOOFTHEDAY	981,700,000
05	#ART	877,600,000
06	#PHOTOGRAPHY	852,600,000
07	#INSTAGRAM	808,900,000
08	#BEAUTIFUL	786,600,000
09	#NATURE	689,700,000
10	#PICOFTHEDAY	688,600,000

#	HASHTAG	POSTS
11	#HAPPY	667,200,000
12	#CUTE	656,300,000
13	#TRAVEL	607,700,000
14	#STYLE	601,600,000
15	#FOLLOWME	590,300,000
16	#TBT	586,700,000
17	#INSTADAILY	577,000,000
18	#REPOST	554,700,000
19	#LIKE4LIKE	537,300,000
20	#SUMMER	522,200,000

#	HASHTAG	POSTS
21	#BEAUTY	488,400,000
22	#FITNESS	481,700,000
23	#FOOD	471,900,000
24	#SELFIE	462,900,000
25	#ME	462,300,000
26	#INSTALIKE	458,900,000
27	#GIRL	443,400,000
28	#PHOTO	433,700,000
29	#FRIENDS	431,800,000
30	#FUN	429,600,000

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON INSTAGRAM. **NOTES:** POST COUNTS HAVE BEEN ROUNDED TO THE NEAREST 100,000. INSTAGRAM NO LONGER PUBLISHES POST COUNTS FOR SOME POPULAR HASHTAGS, SO THESE TAGS ARE NOT INCLUDED IN THIS RANKING. **COMPARABILITY:** POST COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

TIKTOK

TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

POTENTIAL REACH OF ADS ON TIKTOK (AGE 18+ ONLY)

884.9 MILLION

TIKTOK AD REACH AGE 18+ vs. TOTAL POPULATION

11.2%

QUARTER-ON-QUARTER CHANGE IN TIKTOK AD REACH

+7.3%

+60 MILLION

YEAR-ON-YEAR CHANGE IN TIKTOK AD REACH

[N/A]

TIKTOK AD REACH AGE 18+ vs. TOTAL INTERNET USERS

17.9%

TIKTOK AD REACH AGE 18+ vs. POPULATION AGE 18+

15.9%

FEMALE TIKTOK AD REACH vs. TOTAL TIKTOK AD REACH

57.0%

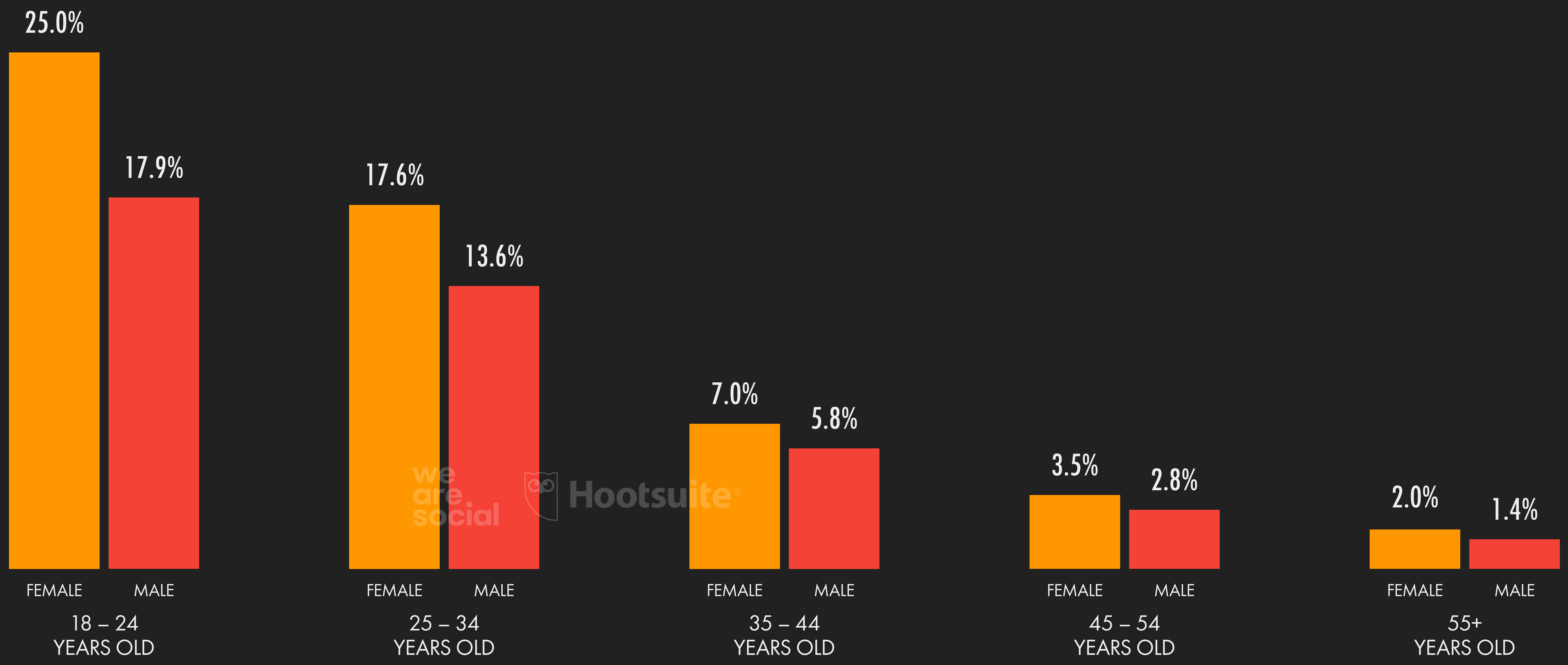
MALE TIKTOK AD REACH vs. TOTAL TIKTOK AD REACH

43.0%

SOURCES: BYTEDANCE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH AUDIENCE DATA FOR USERS AGED 18 AND ABOVE, BUT ALLOW MARKETERS TO TARGET ADS TO USERS AGED 13 AND ABOVE. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE".

TIKTOK: ADVERTISING AUDIENCE PROFILE

SHARE OF TIKTOK'S ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER



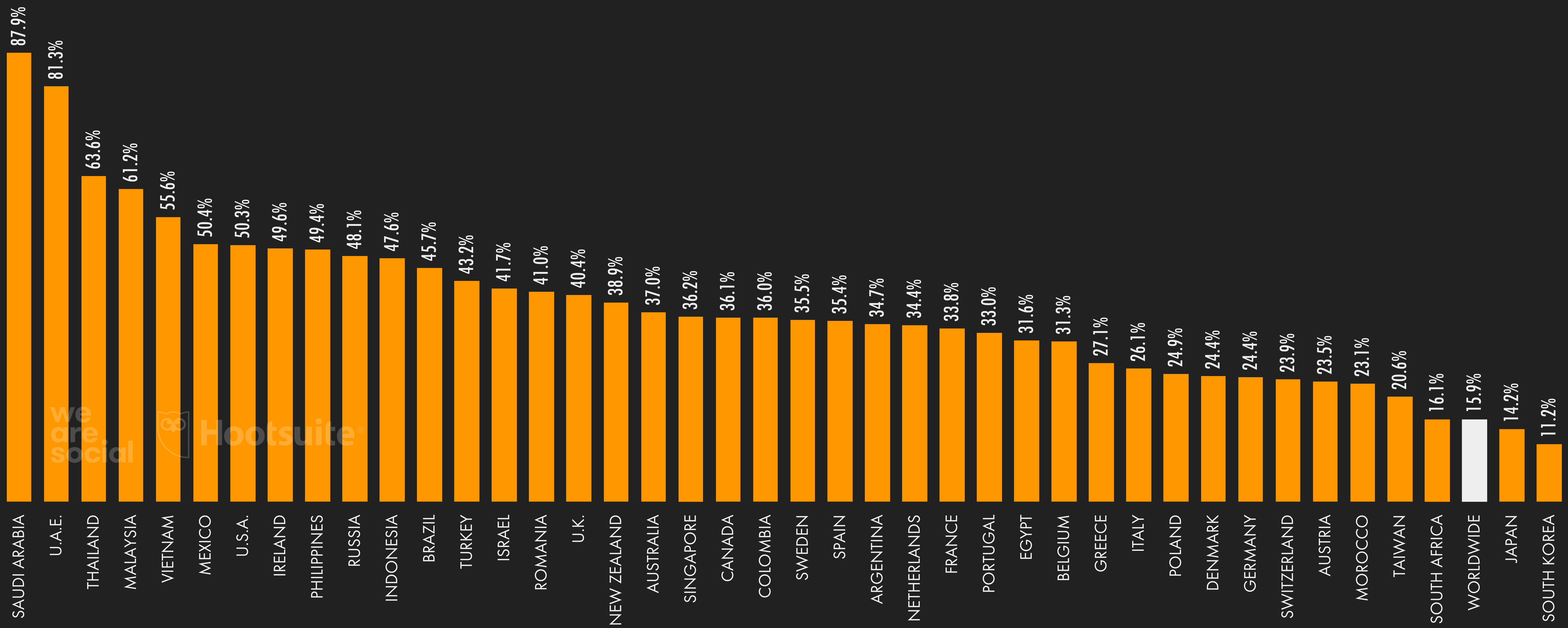
SOURCE: BYTEDANCE'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH AUDIENCE DATA FOR USERS AGED 18 AND ABOVE, BUT ALLOW MARKETERS TO TARGET ADS TO USERS AGED 13 AND ABOVE. PERCENTAGES SHOWN HERE REPRESENT SHARE OF AUDIENCE AGED 18 AND ABOVE ONLY. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE", BUT VALUES DO NOT SUM TO TOTAL USERS, SO PERCENTAGES MAY NOT SUM TO 100%.

JAN 2022

TIKTOK ADVERTISING: REACH RATE AGE 18+

TIKTOK'S POTENTIAL REACH AMONGST AUDIENCES AGED 18+ COMPARED WITH POPULATION AGED 18+

GLOBAL OVERVIEW



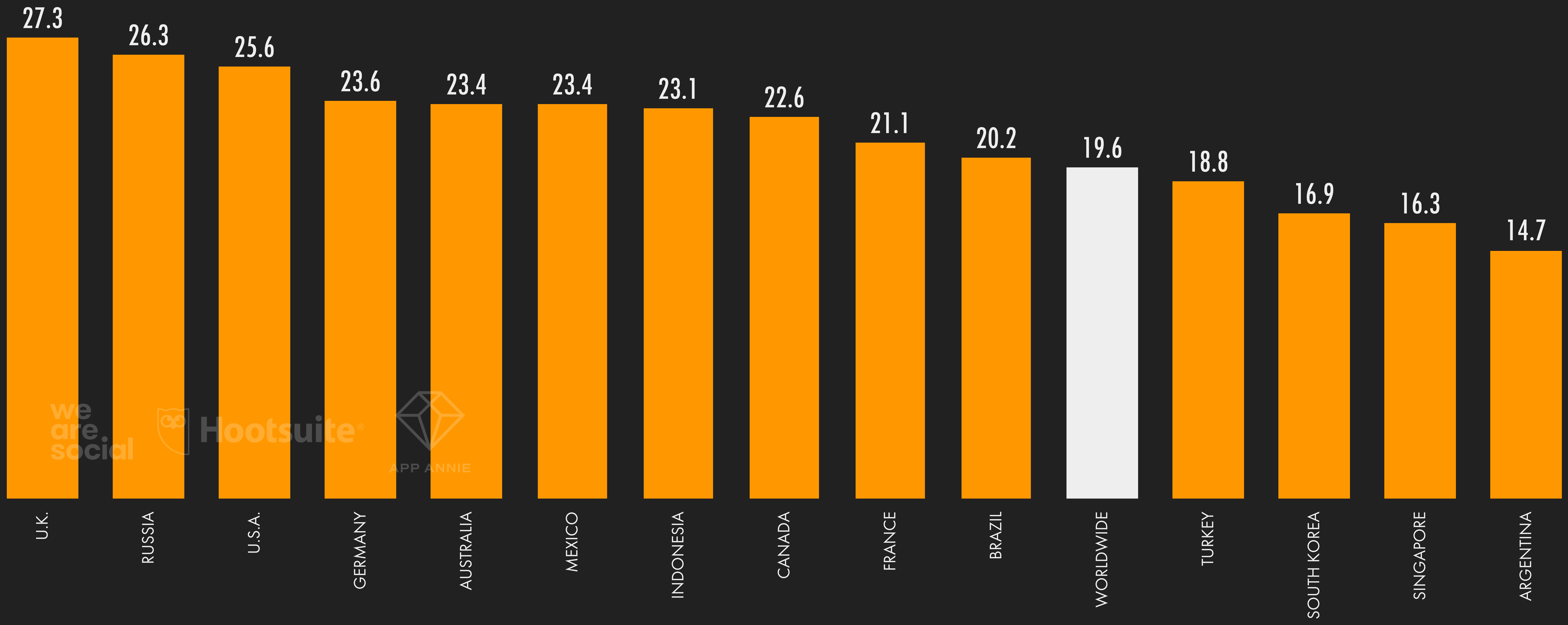
SOURCES: BYTEDANCE'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; WORLDWIDE FIGURE BASED ON AVAILABLE LOCATIONS ONLY. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH AUDIENCE DATA FOR USERS AGED 18 AND ABOVE, BUT ALLOW MARKETERS TO TARGET ADS TO USERS AGED 13 AND ABOVE. PERCENTAGES SHOWN HERE REPRESENT AD AUDIENCES AGED 18 AND ABOVE COMPARED WITH TOTAL POPULATION AGED 18 AND ABOVE.

JAN 2022

TIKTOK: TIME SPENT USING MOBILE APP

AVERAGE NUMBER OF HOURS PER MONTH THAT EACH TIKTOK USER SPENDS USING THE TIKTOK APP ON ANDROID PHONES

GLOBAL OVERVIEW



SOURCE: APP ANNIE. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS, OR CONTACT APP ANNIE FOR DETAILS OF HOW TO ACCESS DATA FOR ADDITIONAL LOCATIONS. **NOTES:** FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING THE TIKTOK MOBILE APP ON ANDROID PHONES THROUGHOUT 2021. DOES NOT INCLUDE DATA FOR DOUYIN. WORLDWIDE FIGURE DOES NOT INCLUDE DATA FOR CHINA.

JAN 2022

TIKTOK AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST TIKTOK ADVERTISING AUDIENCES AGED 18+

#	LOCATION	REACH AGE 18+	REACH 18+ vs. POP. 18+
01	U.S.A.	130,962,500	50.3%
02	INDONESIA	92,069,500	47.6%
03	BRAZIL	74,069,500	45.7%
04	RUSSIA	54,936,000	48.1%
05	MEXICO	46,021,500	50.4%
06	VIETNAM	39,914,000	55.6%
07	PHILIPPINES	35,957,000	49.4%
08	THAILAND	35,802,000	63.6%
09	TURKEY	26,563,500	43.2%
10	SAUDI ARABIA	22,374,000	87.9%
11	U.K.	21,811,500	40.4%
12	EGYPT	20,279,000	31.6%
13	PAKISTAN	18,263,000	13.5%
14	FRANCE	17,483,000	33.8%
15	GERMANY	16,994,000	24.4%
16	JAPAN	15,193,500	14.2%
17	MALAYSIA	14,591,500	61.2%
18	SPAIN	13,726,000	35.4%
19	COLOMBIA	13,649,000	36.0%
20	ITALY	13,297,500	26.1%

SOURCES: BYTEDANCE'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON AVAILABLE DATA. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH AUDIENCE DATA FOR USERS AGED 18 AND ABOVE, BUT ALLOW MARKETERS TO TARGET ADS TO USERS AGED 13 AND ABOVE. FIGURES IN THE "REACH 18+ vs. POP. 18+" COLUMN SHOW TIKTOK'S ADVERTISING REACH FOR AUDIENCES AGED 18+ COMPARED WITH POPULATION AGED 18+.

JAN 2022

TIKTOK AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE TIKTOK ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	SAUDI ARABIA	87.9%	22,374,000
02	U.A.E.	81.3%	6,717,500
03	KUWAIT	75.4%	2,474,000
04	THAILAND	63.6%	35,802,000
05	QATAR	62.1%	1,539,000
06	MALAYSIA	61.2%	14,591,500
07	CAMBODIA	61.0%	6,680,500
08	CHILE	57.5%	8,548,500
09	KAZAKHSTAN	57.1%	7,262,500
10	VIETNAM	55.6%	39,914,000

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
11	PERU	51.2%	12,168,500
12	MEXICO	50.4%	46,021,500
13	U.S.A.	50.3%	130,962,500
14	BAHRAIN	50.2%	699,500
15	IRELAND	49.6%	1,879,500
16	PHILIPPINES	49.4%	35,957,000
17	RUSSIA	48.1%	54,936,000
18	INDONESIA	47.6%	92,069,500
19	BRAZIL	45.7%	74,069,500
20	TURKEY	43.2%	26,563,500

SOURCES: BYTEDANCE'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON AVAILABLE DATA. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH AUDIENCE DATA FOR USERS AGED 18 AND ABOVE, BUT ALLOW MARKETERS TO TARGET ADS TO USERS AGED 13 AND ABOVE. FIGURES IN THE "REACH 18+ vs. POP. 18+" COLUMN SHOW TIKTOK'S ADVERTISING REACH FOR AUDIENCES AGED 18+ COMPARED WITH POPULATION AGED 18+.

MOST POPULAR TIKTOK ACCOUNTS

TIKTOK ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	CHARLI D'AMELIO	@CHARLIDAMELIO	132,800,000
02	KHABANE LAME	@KHABY.LAME	125,200,000
03	BELLA POARCH	@BELLAPOARCH	87,100,000
04	ADDISON RAE	@ADDISONRE	86,000,000
05	ZACH KING	@ZACHKING	66,600,000
06	WILL SMITH	@WILLSMITH	64,500,000
07	TIKTOK	@TIKTOK	59,500,000
08	KIMBERLY LOAIZA	@KIMBERLY.LOAIZA	57,900,000
09	DIXIE D'AMELIO	@DIXIEDAMELIO	56,600,000
10	BURAK ÖZDEMIR	@CZNBURAK	55,300,000
11	SPENCER POLANCO KNIGHT	@SPENCERX	55,000,000
12	LOREN GRAY	@LORENGRAY	54,300,000
13	MICHAEL LE	@JUSTMAIKO	51,400,000
14	JASON DERULO	@JASONDERULO	51,100,000
15	DWAYNE JOHNSON	@THEROCK	47,800,000
16	DOMINIK LIPA	@DOMELIPA	47,000,000
17	BTS	@BTS_OFFICIAL_BIGHIT	45,400,000
18	RIYAZ ALY	@RIYAZ.14	44,500,000
19	YOUNES ZAROU	@YOUNESZAROU	44,000,000
20	KRIS COLLINS	@KALLMEKRIS	42,200,000

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON TIKTOK. **NOTE:** FOLLOWER COUNTS HAVE BEEN ROUNDED TO THE NEAREST 100,000. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

MOST-USED TIKTOK HASHTAGS

HASHTAGS THAT HAVE BEEN USED IN THE GREATEST NUMBER OF TIKTOK POSTS (ALL TIME)

#	HASHTAG	POST VIEWS
01	#FYP	18,571,100,000,000
02	#VIRAL	6,363,700,000,000
03	#TIKTOK	2,482,000,000,000
04	#DUET	2,418,200,000,000
05	#TRENDING	1,670,400,000,000
06	#FUNNY	1,511,600,000,000
07	#COMEDY	1,243,100,000,000
08	#HUMOR	684,400,000,000
09	#LOVE	611,500,000,000
10	#STITCH	570,100,000,000
11	#LIKE	370,800,000,000
12	#DANCE	355,200,000,000
13	#MEME	350,100,000,000
14	#FOOTBALL	304,500,000,000
15	#EXPLORE	245,500,000,000
16	#ART	239,600,000,000
17	#GREENSCREENVIDEO	237,700,000,000
18	#FOOD	234,300,000,000
19	#LEARNONTIKTOK	228,400,000,000
20	#PRANK	224,000,000,000
21	#MAKEUP	208,600,000,000
22	#CUTE	205,700,000,000
23	#DOG	205,200,000,000
24	#GAMING	200,600,000,000
25	#CHALLENGE	174,900,000,000
26	#MUSIC	170,400,000,000
27	#MEXICO	161,900,000,000
28	#VIDEO	140,000,000,000
29	#STORYTIME	139,300,000,000
30	#CAT	136,600,000,000

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON TIKTOK. **NOTES:** POST VIEW COUNTS REPRESENT THE NUMBER OF VIEWS ON POSTS THAT INCLUDE THE RELEVANT HASHTAG. POST VIEW COUNTS ROUNDED AT SOURCE. **COMPARABILITY:** POST COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

FACEBOOK MESSENGER

CHANGES IN META'S DATA REPORTING

In Q4 2021, Meta made some important changes to how its self-service tools report the potential advertising reach of its platforms, including a move to publishing audience figures as a range instead of as an absolute number. Our analysis suggests that Meta also revised its base data, resulting in some important corrections to published audience figures for Facebook and Messenger. As a result, we are currently unable to provide any figures for changes over time in these platforms' audiences, and we advise readers **not to compare** the advertising audience figures for Facebook and Messenger contained within this report with figures published for those platforms in previous reports. For more information, please read our complete notes on data variance, potential mismatches, and curiosities: https://datareportal.com/notes-on-data.

MESSENGER: ADVERTISING AUDIENCE OVERVIEW

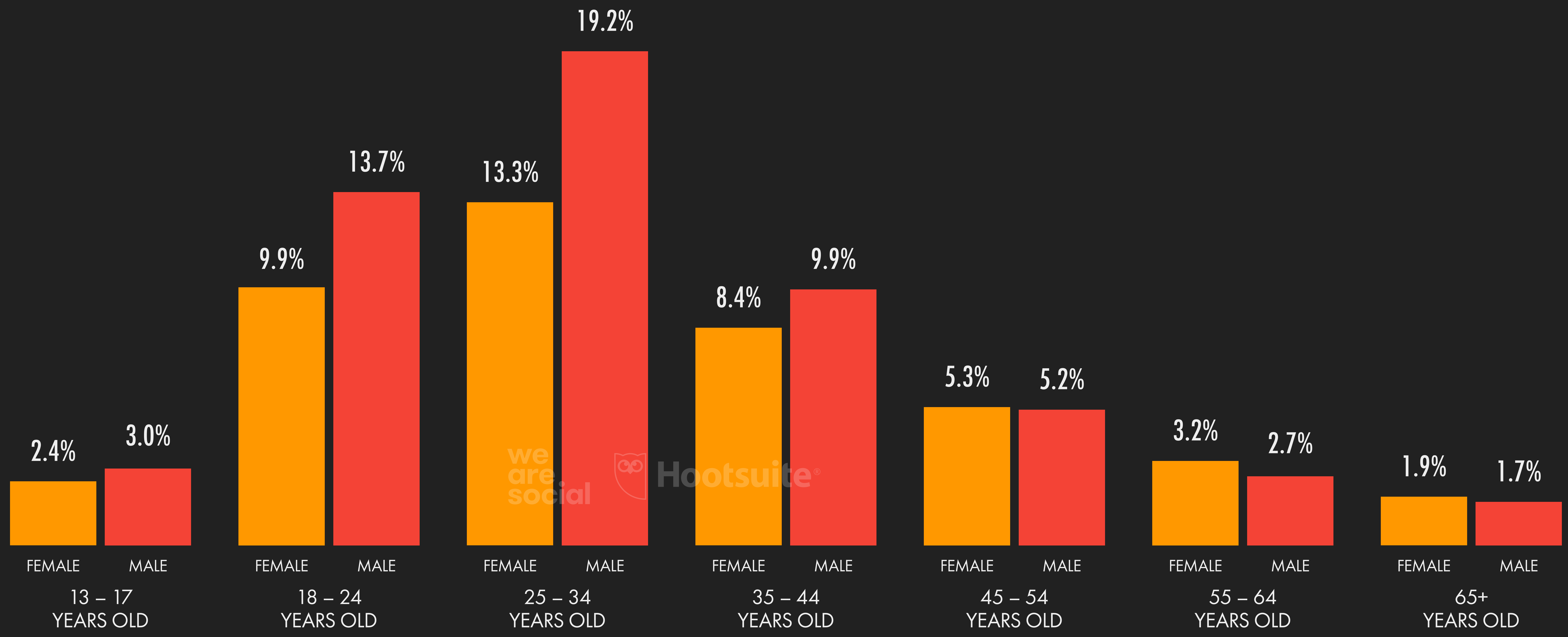
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER

POTENTIAL AUDIENCE THAT META REPORTS CAN BE REACHED WITH ADS ON MESSENGER	MESSENGER'S POTENTIAL ADVERTISING REACH AS A PERCENTAGE OF TOTAL POPULATION	MESSENGER'S POTENTIAL ADVERTISING REACH AS A PERCENTAGE OF POPULATION AGED 13+	PERCENTAGE OF ITS AD AUDIENCE THAT MESSENGER REPORTS IS FEMALE	PERCENTAGE OF ITS AD AUDIENCE THAT MESSENGER REPORTS IS MALE
987.7 MILLION	12.5%	16.0%	44.7%	55.3%

SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN CERTAIN COUNTRIES, WHICH MAY IMPACT OVERALL TOTALS. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE ARE NOT COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

MESSENGER: ADVERTISING AUDIENCE PROFILE

SHARE OF FACEBOOK MESSENGER'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER



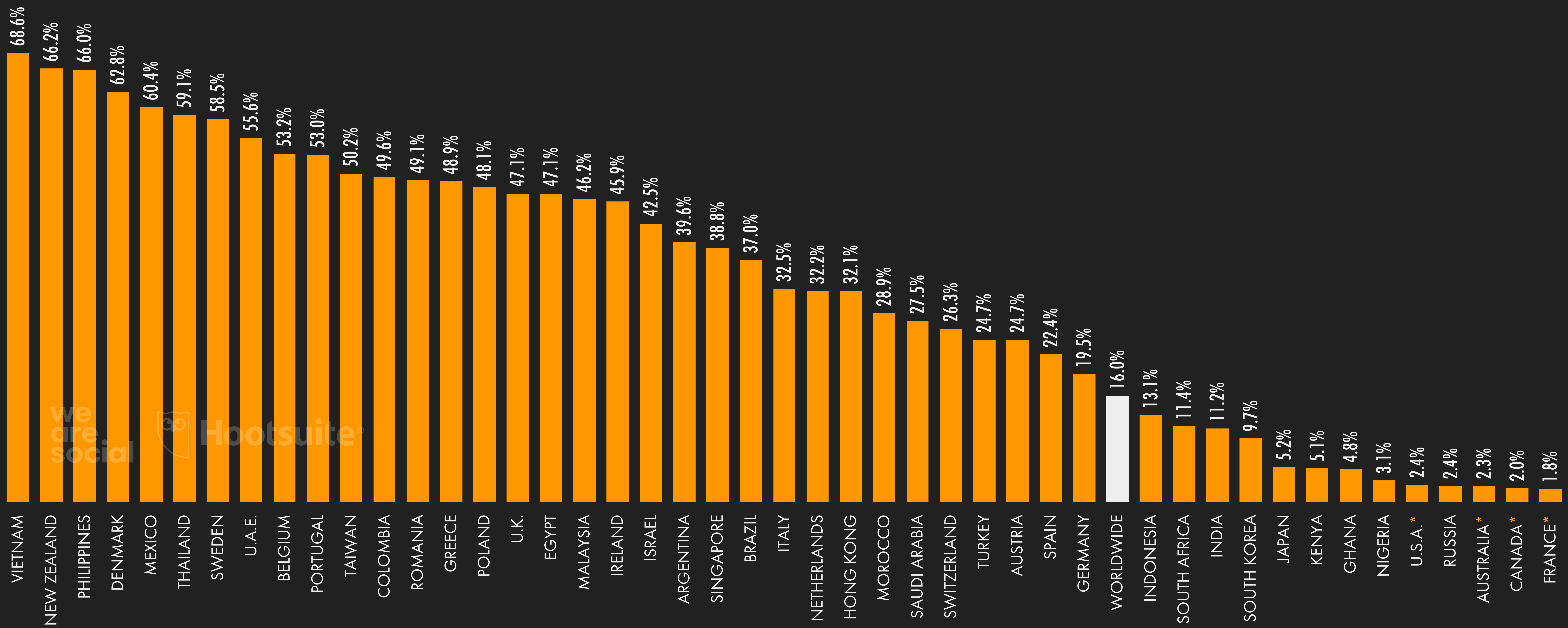
SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN CERTAIN COUNTRIES, WHICH MAY IMPACT FIGURES SHOWN HERE. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE ARE NOT COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN 2022

MESSENGER ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF FACEBOOK MESSENGER ADS COMPARED WITH POPULATION AGED 13+

GLOBAL OVERVIEW



SOURCES: META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN COUNTRIES IDENTIFIED BY (*), WHICH MAY IMPACT REACH VALUES. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2022

MESSENGER AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST FACEBOOK MESSENGER ADVERTISING AUDIENCES

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	INDIA	122,500,000	11.2%
02	BRAZIL	65,500,000	37.0%
03	MEXICO	61,800,000	60.4%
04	PHILIPPINES	55,150,000	66.0%
05	VIETNAM	54,000,000	68.6%
06	THAILAND	35,700,000	59.1%
07	EGYPT	34,600,000	47.1%
08	INDONESIA	28,400,000	13.1%
09	U.K.	27,300,000	47.1%
10	BANGLADESH	21,450,000	16.5%

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
11	COLOMBIA	20,750,000	49.6%
12	ITALY	17,500,000	32.5%
13	TURKEY	16,800,000	24.7%
14	IRAQ	16,150,000	57.5%
15	POLAND	15,800,000	48.1%
16	MYANMAR	14,400,000	33.2%
17=	ARGENTINA	14,350,000	39.6%
17=	GERMANY	14,350,000	19.5%
19	ALGERIA	14,250,000	43.6%
20	PERU	14,150,000	53.6%

SOURCES: META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN CERTAIN COUNTRIES, WHICH MAY IMPACT VALUES FOR THOSE COUNTRIES, AS WELL AS THEIR RESPECTIVE RANKING. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2022

MESSENGER ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE FACEBOOK MESSENGER ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	MONGOLIA	90.9%	2,200,000
02	MALTA	79.8%	309,200
03	LIBYA	78.4%	4,200,000
04	ICELAND	77.3%	223,200
05	TONGA	75.9%	57,350
06	GREENLAND	75.7%	35,400
07	BHUTAN	70.6%	438,550
08	GEORGIA	70.3%	2,300,000
09	FIJI	69.7%	473,150
10	VIETNAM	68.6%	54,000,000

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
11	GUAM	67.8%	92,300
12	CYPRUS	67.1%	703,300
13	FRENCH POLYNESIA	66.6%	154,200
14	SAMOA	66.4%	90,650
15	NEW ZEALAND	66.2%	2,700,000
16	PHILIPPINES	66.0%	55,150,000
17	LITHUANIA	65.2%	1,500,000
18	PALESTINE	65.1%	2,300,000
19	ARUBA	64.1%	58,750
20	NEW CALEDONIA	63.1%	149,200

SOURCES: META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN CERTAIN COUNTRIES, WHICH MAY IMPACT VALUES FOR THOSE COUNTRIES, AS WELL AS THEIR RESPECTIVE RANKING. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

LINKEDIN

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN	LINKEDIN AD REACH vs. TOTAL POPULATION	QUARTER-ON-QUARTER CHANGE IN LINKEDIN AD REACH	YEAR-ON-YEAR CHANGE IN LINKEDIN AD REACH
808.4 MILLION	10.2%	+2.3% +18 MILLION	+11.1% +81 MILLION

LINKEDIN AD REACH vs. TOTAL INTERNET USERS	LINKEDIN AD REACH vs. POPULATION AGED 18+	FEMALE LINKEDIN AD REACH vs. TOTAL LINKEDIN AD REACH	MALE LINKEDIN AD REACH vs. TOTAL LINKEDIN AD REACH
16.3%	14.6%	42.8%	57.2%

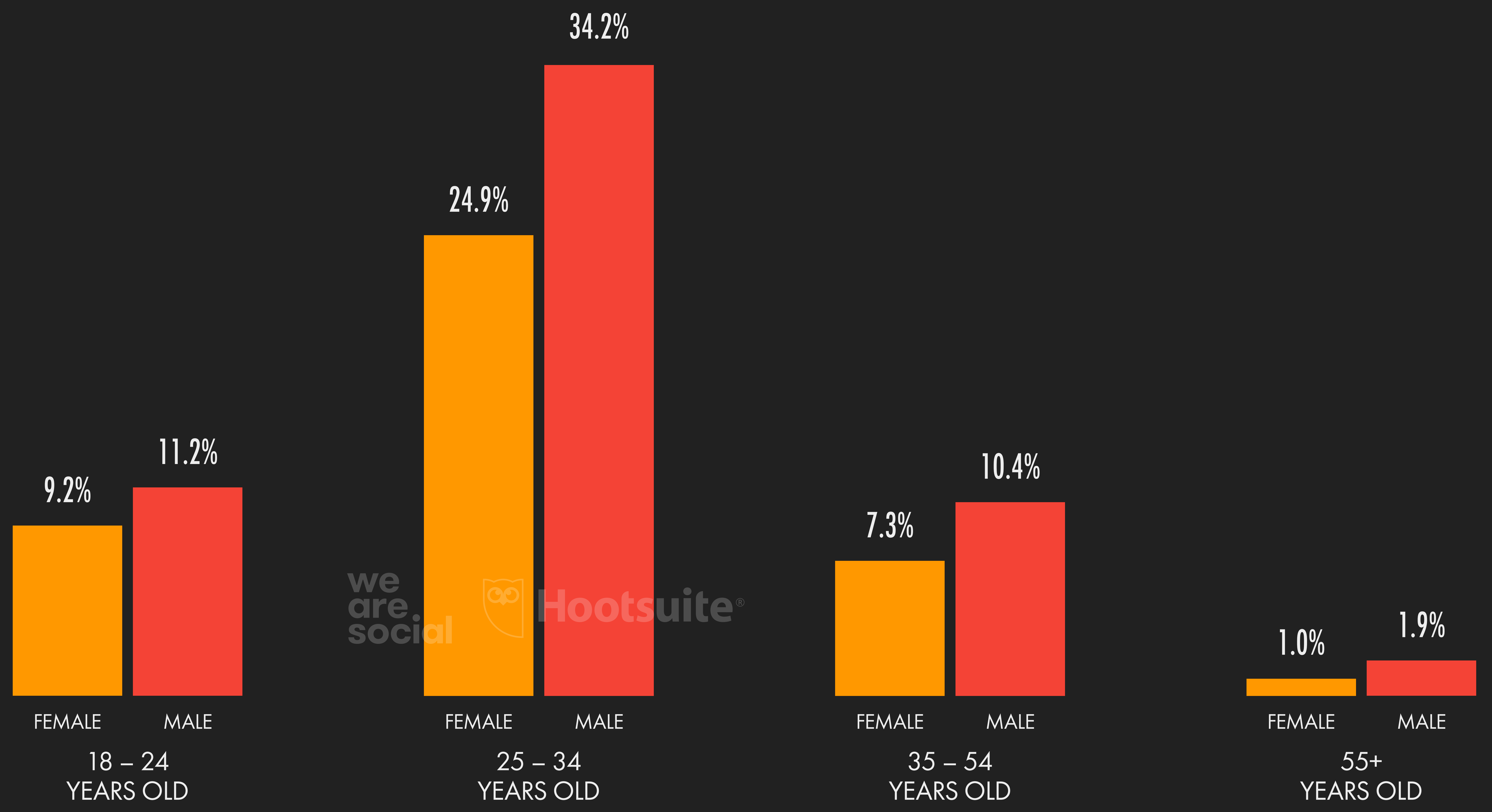
SOURCES: MICROSOFT'S LINKEDIN ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE OR REGISTERED MEMBER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTE:** REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS. **COMPARABILITY:** THE FIGURES PUBLISHED IN LINKEDIN'S ADVERTISING RESOURCES REFLECT TOTAL REGISTERED MEMBERS (NOT ACTIVE USERS), SO FIGURES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH OTHER PLATFORMS.

JAN 2022

LINKEDIN: ADVERTISING AUDIENCE PROFILE

SHARE OF LINKEDIN'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

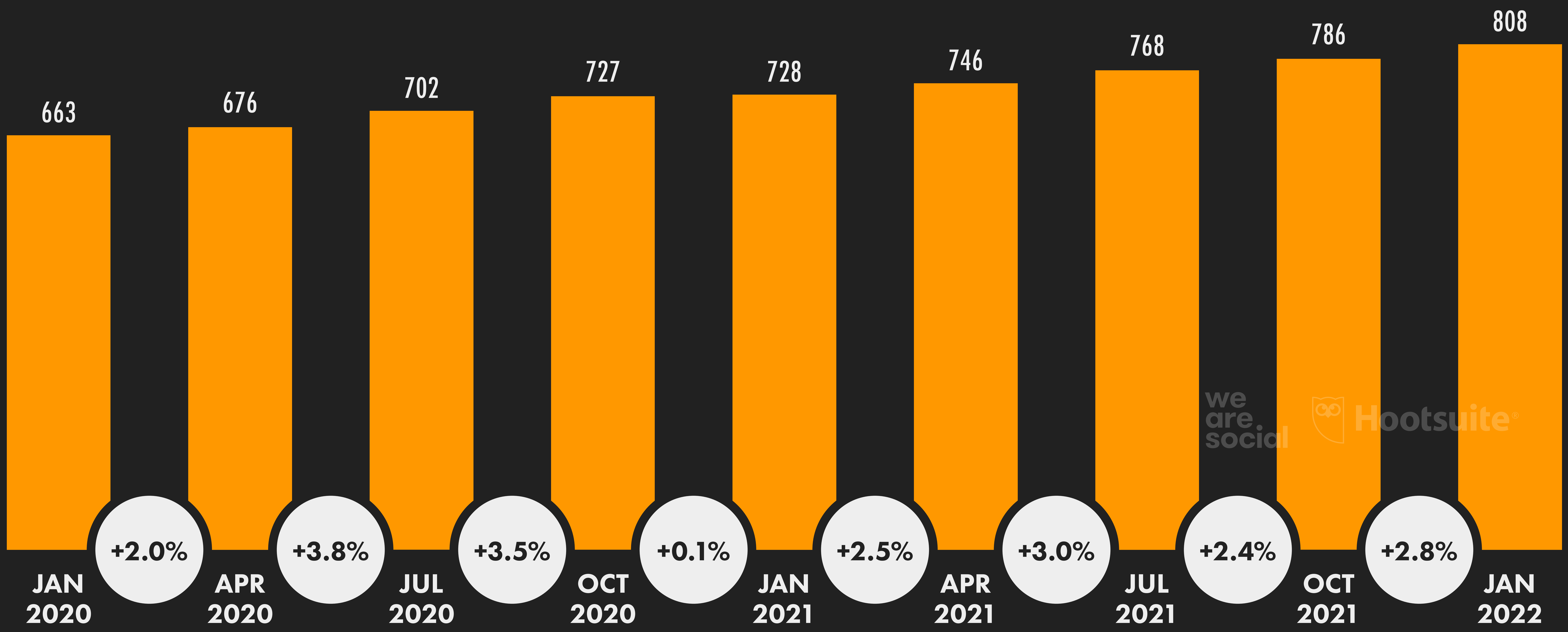
GLOBAL OVERVIEW



SOURCE: MICROSOFT'S LINKEDIN ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTE:** MICROSOFT'S LINKEDIN ADVERTISING TOOLS ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". **COMPARABILITY:** THE FIGURES PUBLISHED IN MICROSOFT'S LINKEDIN ADVERTISING RESOURCES REFLECT TOTAL REGISTERED MEMBERS (NOT THE ACTIVE AUDIENCES PUBLISHED BY OTHER COMPANIES), SO THESE FIGURES ARE NOT DIRECTLY COMPARABLE WITH OTHER PLATFORMS.

LINKEDIN ADVERTISING REACH

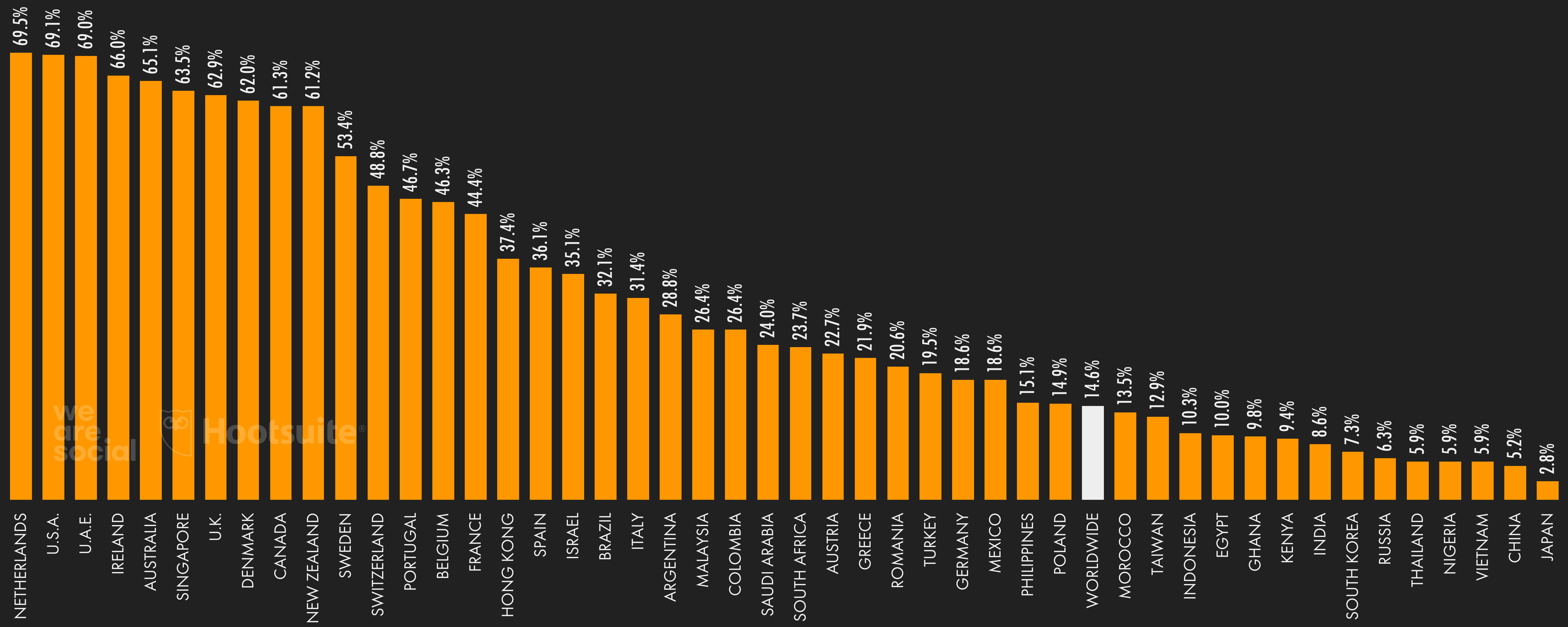
TOTAL POTENTIAL AUDIENCE REACH OF ADS ON LINKEDIN, IN MILLIONS OF USERS



SOURCE: MICROSOFT'S LINKEDIN ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE OR REGISTERED MEMBER BASE. **COMPARABILITY:** THE FIGURES PUBLISHED IN MICROSOFT'S LINKEDIN ADVERTISING RESOURCES REFLECT TOTAL REGISTERED MEMBERS (NOT THE ACTIVE AUDIENCES PUBLISHED BY OTHER COMPANIES), SO THESE FIGURES ARE NOT DIRECTLY COMPARABLE WITH OTHER PLATFORMS. IN ADDITION TO CHANGES IN TOTAL REGISTERED MEMBERS, FIGURES FOR QUARTER-ON-QUARTER CHANGE MAY BE IMPACTED BY REVISIONS TO BASE DATA.

LINKEDIN ADVERTISING: ‘ELIGIBLE’ REACH RATE

POTENTIAL REACH OF LINKEDIN ADS COMPARED WITH POPULATION AGED 18+



SOURCES: MICROSOFT’S LINKEDIN ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE OR TOTAL REGISTERED MEMBERS. LINKEDIN REMAINS BLOCKED FOR MANY USERS IN RUSSIA, SO FIGURES SHOWN HERE MAY NOT BE REPRESENTATIVE OF ACTUAL POTENTIAL REACH. **COMPARABILITY:** THE FIGURES PUBLISHED IN MICROSOFT’S LINKEDIN ADVERTISING RESOURCES REFLECT TOTAL REGISTERED MEMBERS (NOT THE ACTIVE AUDIENCES PUBLISHED BY OTHER COMPANIES), SO FIGURES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH FIGURES FOR OTHER PLATFORMS SHOWN ELSEWHERE IN THIS REPORT.

JAN 2022

LINKEDIN AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST LINKEDIN ADVERTISING AUDIENCES

#	LOCATION	TOTAL REACH	REACH vs. POP. 18+
01	U.S.A.	180,000,000	69.1%
02	INDIA	83,000,000	8.6%
03	CHINA	60,000,000	5.2%
04	BRAZIL	52,000,000	32.1%
05	U.K.	34,000,000	62.9%
06	FRANCE	23,000,000	44.4%
07	INDONESIA	20,000,000	10.3%
08	CANADA	19,000,000	61.3%
09	MEXICO	17,000,000	18.6%
10	ITALY	16,000,000	31.4%

#	LOCATION	TOTAL REACH	REACH vs. POP. 18+
11	SPAIN	14,000,000	36.1%
12=	AUSTRALIA	13,000,000	65.1%
12=	GERMANY	13,000,000	18.6%
14	TURKEY	12,000,000	19.5%
15	PHILIPPINES	11,000,000	15.1%
16	COLOMBIA	10,000,000	26.4%
17	NETHERLANDS	9,700,000	69.5%
18	SOUTH AFRICA	9,500,000	23.7%
19	ARGENTINA	9,400,000	28.8%
20	PAKISTAN	7,600,000	5.6%

SOURCES: MICROSOFT'S LINKEDIN ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE OR TOTAL REGISTERED MEMBERS. LINKEDIN REMAINS BLOCKED FOR MANY USERS IN RUSSIA, WHICH MAY IMPACT THE COUNTRY'S RANKING. **NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **COMPARABILITY:** REACH FIGURES ARE BASED ON TOTAL REGISTERED LINKEDIN MEMBERS, SO ARE NOT COMPARABLE WITH REACH FIGURES FOR OTHER PLATFORMS IN THIS REPORT.

LINKEDIN ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE LINKEDIN ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

#	LOCATION	REACH vs. POP. 18+	TOTAL REACH
01	BERMUDA	104.7%*	52,000
02	AMERICAN SAMOA	101.7%*	38,000
03	ICELAND	94.1%	250,000
04	CAYMAN IS.	90.7%	48,000
05	ANDORRA	82.9%	54,000
06	U.S. VIRGIN ISLANDS	75.8%	61,000
07	NETHERLANDS	69.5%	9,700,000
08	U.S.A.	69.1%	180,000,000
09	U.A.E.	69.0%	5,700,000
10	IRELAND	66.0%	2,500,000

#	LOCATION	REACH vs. POP. 18+	TOTAL REACH
11	MALTA	65.4%	240,000
12	AUSTRALIA	65.1%	13,000,000
13	ARUBA	64.9%	55,000
14	SINGAPORE	63.5%	3,200,000
15	U.K.	62.9%	34,000,000
16	DENMARK	62.0%	2,900,000
17	CANADA	61.3%	19,000,000
18	NEW ZEALAND	61.2%	2,300,000
19	LUXEMBOURG	59.8%	310,000
20	GUAM	57.0%	70,000

SOURCES: MICROSOFT'S LINKEDIN ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR TOTAL ACTIVE USERS OR REGISTERED MEMBERS. LINKEDIN REMAINS BLOCKED FOR MANY USERS IN RUSSIA, WHICH MAY IMPACT THE COUNTRY'S RANKING. ***NOTES:** VALUES FOR "REACH vs. POP. 18+" SHOULD NOT TECHNICALLY EXCEED 100%, BUT DATA ARE SHOWN 'AS-IS', TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **COMPARABILITY:** REACH FIGURES ARE BASED ON TOTAL REGISTERED LINKEDIN MEMBERS, SO ARE NOT COMPARABLE WITH REACH FIGURES FOR OTHER PLATFORMS IN THIS REPORT.

JAN 2022

MOST-FOLLOWED ORGANISATIONS ON LINKEDIN

LINKEDIN COMPANY ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

GLOBAL OVERVIEW

#	ORGANISATION	FOLLOWERS
01	GOOGLE	23,380,000
02	AMAZON	23,330,000
03	TED CONFERENCES	22,290,000
04	LINKEDIN	20,450,000
05	FORBES	17,390,000
06	UNILEVER	16,690,000
07	MICROSOFT	15,970,000
08	APPLE	15,380,000
09	IBM	13,300,000
10	HARVARD BUSINESS REVIEW	13,230,000
11	NESTLÉ	12,940,000
12	THE ECONOMIST	12,890,000
13	BUSINESS INSIDER	11,150,000
14	TESLA	9,310,000
15	THE WALL STREET JOURNAL	9,210,000
16	DELOITTE	9,140,000
17	TATA CONSULTANCY SERVICES	8,280,000
18	NETFLIX	8,050,000
19	ACCENTURE	8,020,000
20	BBC NEWS	7,990,000

KEPIOS

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON LINKEDIN. **NOTE:** FOLLOWER COUNTS HAVE BEEN ROUNDED TO THE NEAREST 10,000. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

MOST-FOLLOWED PEOPLE ON LINKEDIN

LINKEDIN PERSONAL ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

#	ACCOUNT HOLDER	FOLLOWERS
01	BILL GATES	35,040,000
02	RICHARD BRANSON	19,640,000
03	JEFF WEINER	10,700,000
04	ARIANNA HUFFINGTON	10,050,000
05	SATYA NADELLA	9,580,000
06	MARK CUBAN	7,310,000
07	JACK WELCH	7,180,000
08	TONY ROBBINS	7,040,000
09	MELINDA FRENCH GATES	7,000,000
10	SIMON SINEK	5,810,000

#	ACCOUNT HOLDER	FOLLOWERS
11	DEEPAK CHOPRA	5,800,000
12	DANIEL GOLEMAN	5,670,000
13	JUSTIN TRUDEAU	5,220,000
14	GARY VAYNERCHUK	4,920,000
15	ADAM GRANT	4,180,000
16	IAN BREMMER	3,760,000
17	NARENDRA MODI	3,670,000
18	ANTHONY J JAMES	3,600,000
19	JAMES CAAN	3,370,000
20	KEVIN O'LEARY	3,280,000

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON LINKEDIN. **NOTE:** FOLLOWER COUNTS HAVE BEEN ROUNDED TO THE NEAREST 10,000. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

MOST-FOLLOWED HASHTAGS ON LINKEDIN

HASHTAGS WITH THE GREATEST NUMBER OF FOLLOWERS ON LINKEDIN

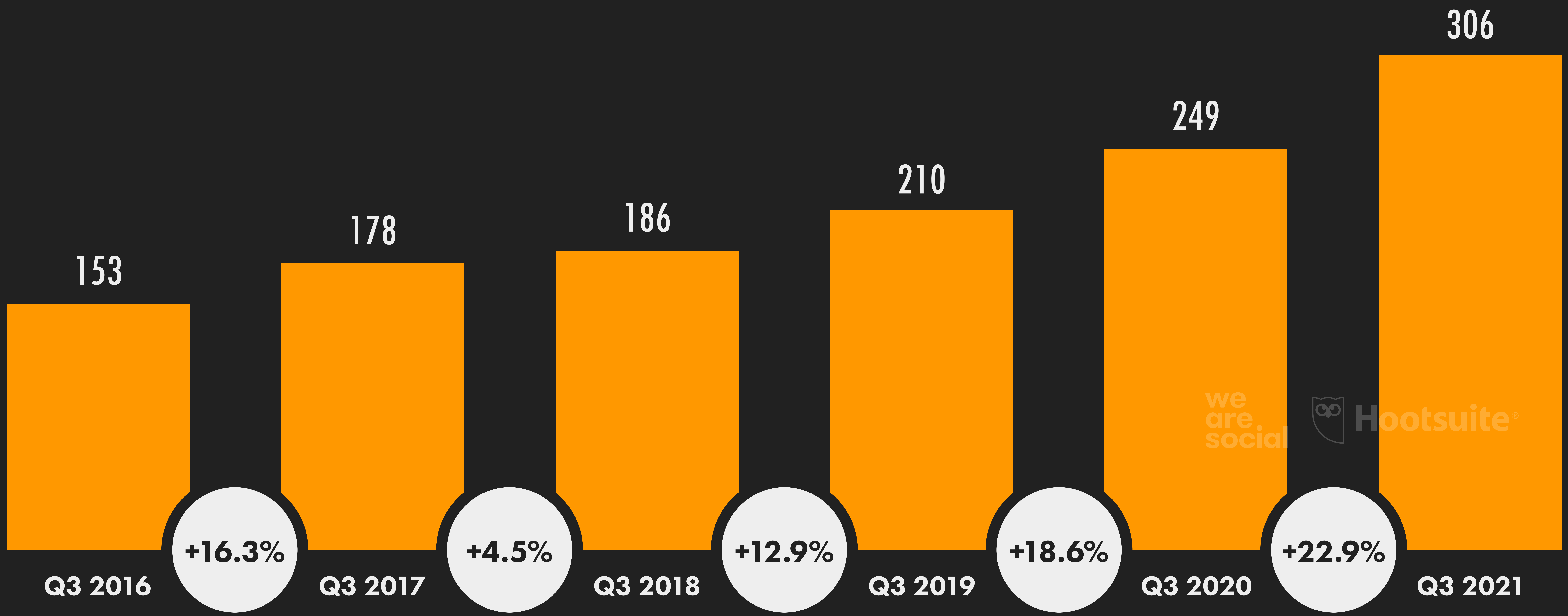
#	HASHTAG	FOLLOWERS
01	#INDIA	67,600,000
02	#INNOVATION	38,800,000
03	#MANAGEMENT	36,000,000
04	#HUMANRESOURCES	33,200,000
05	#DIGITALMARKETING	27,400,000
06	#TECHNOLOGY	26,400,000
07	#CREATIVITY	25,200,000
08	#FUTURE	24,600,000
09	#FUTURISM	23,500,000
10	#ENTREPRENEURSHIP	22,700,000
11	#CAREERS	22,500,000
12	#MARKETS	22,200,000
13	#STARTUPS	21,200,000
14	#MARKETING	20,300,000
15	#SOCIALMEDIA	19,700,000
16	#VENTURECAPITAL	19,300,000
17	#SOCIALNETWORKING	19,000,000
18	#LEANSTARTUPS	19,000,000
19	#ECONOMY	18,700,000
20	#ECONOMICS	18,000,000
21	#BRANDING	18,000,000
22	#PROFESSIONALWOMEN	17,900,000
23	#ADVERTISINGANDMARKETING	17,200,000
24	#GENDER	16,700,000
25	#WOMENINSCIENCE	16,600,000
26	#FEMINISM	16,300,000
27	#MOTIVATION	15,800,000
28	#PERSONALDEVELOPMENT	14,700,000
29	#INVESTING	14,400,000
30	#JOBINTERVIEWS	14,300,000

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON LINKEDIN. **NOTE:** FOLLOWER COUNTS HAVE BEEN ROUNDED TO THE NEAREST 10,000. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

SNAPCHAT

SNAPCHAT DAILY ACTIVE USERS

AVERAGE DAILY ACTIVE SNAPCHAT USERS (IN MILLIONS), WITH RELATIVE GROWTH RATES OVER TIME



SOURCE: SNAPCHAT COMPANY ANNOUNCEMENTS. **COMPARABILITY:** SNAP'S EARNINGS ANNOUNCEMENTS REPORT DAILY ACTIVE USERS, WHEREAS THE COMPANY'S ADVERTISING RESOURCES REPORT FIGURES THAT ARE BASED ON MONTHLY ACTIVE USERS.

SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT

557.1 MILLION

SNAPCHAT AD REACH vs. TOTAL POPULATION

7.0%

QUARTER-ON-QUARTER CHANGE IN SNAPCHAT AD REACH

+3.5%

+19 MILLION

YEAR-ON-YEAR CHANGE IN SNAPCHAT AD REACH

+11.8%

+59 MILLION

SNAPCHAT AD REACH vs. TOTAL INTERNET USERS

11.3%

SNAPCHAT AD REACH vs. POPULATION AGED 13+

9.0%

FEMALE SNAPCHAT AD REACH vs. TOTAL SNAPCHAT AD REACH

53.8%

MALE SNAPCHAT AD REACH vs. TOTAL SNAPCHAT AD REACH

45.4%

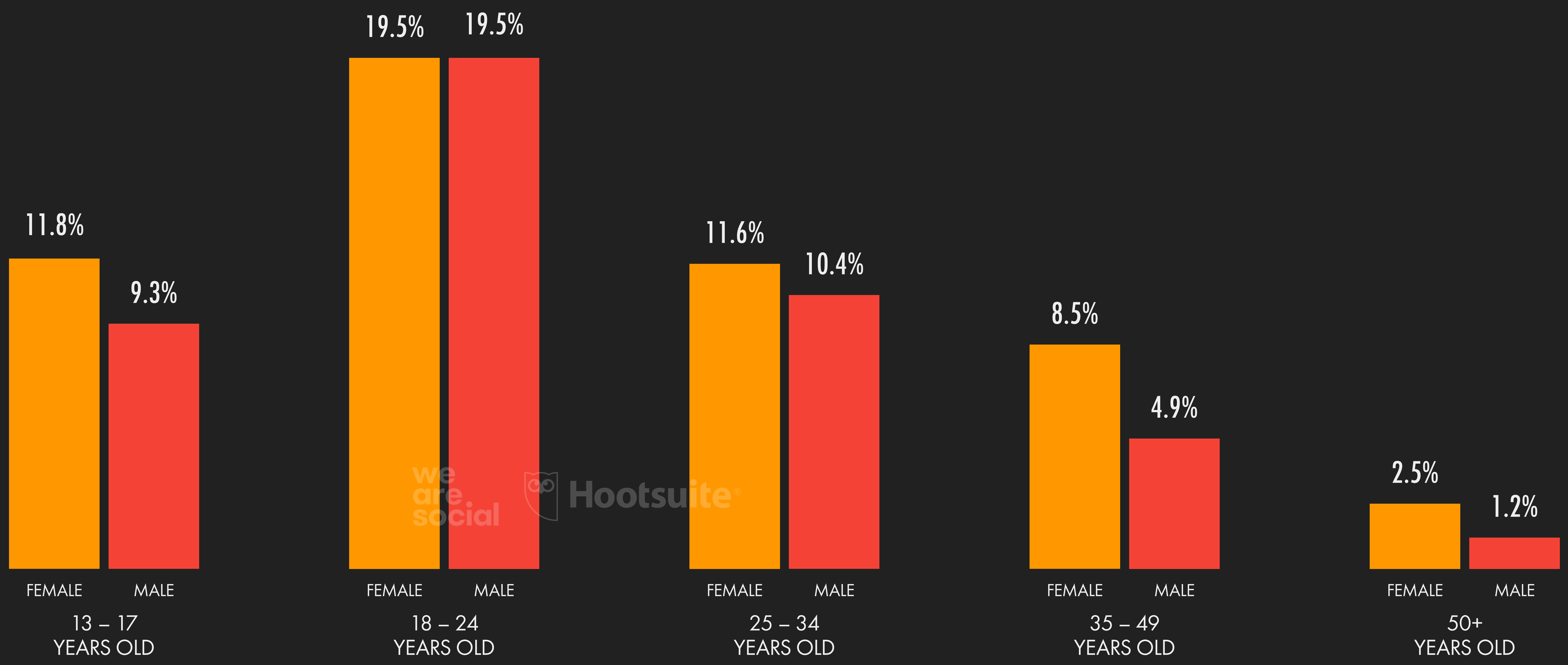
SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE DATA ONLY, USING MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS, BUT GENDER AUDIENCE VALUES DO NOT SUM TO THE TOTAL AUDIENCE FIGURE, SO GENDER PERCENTAGES MAY NOT SUM TO 100%.

JAN 2022

SNAPCHAT: ADVERTISING AUDIENCE PROFILE

SHARE OF SNAPCHAT'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

GLOBAL OVERVIEW



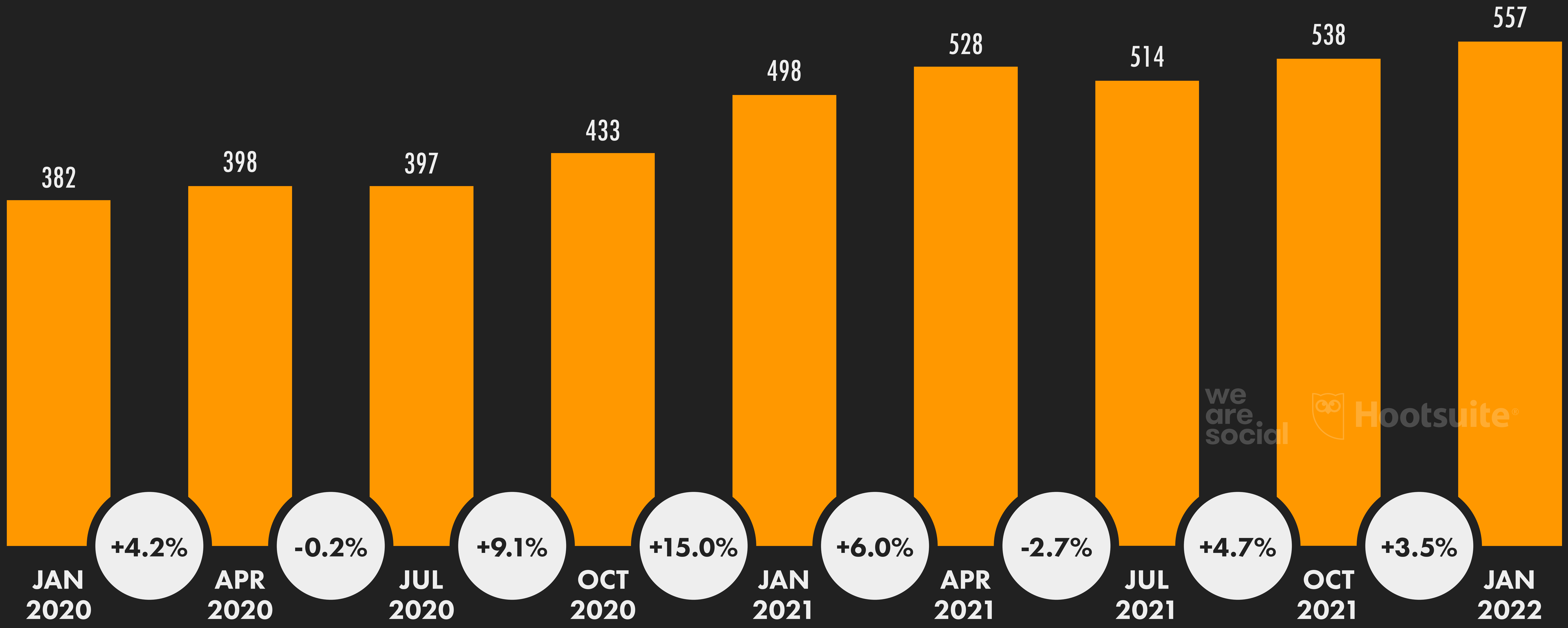
SOURCE: SNAP'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. SNAP'S ADVERTISING RESOURCES ONLY PUBLISH AUDIENCE DATA FOR "FEMALE" AND "MALE", BUT PUBLISHED VALUES FOR THESE DEMOGRAPHICS DO NOT SUM TO THE TOTAL AUDIENCE FIGURE, SO PERCENTAGES SHOWN HERE MAY NOT SUM TO 100%.

JAN 2022

SNAPCHAT ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON SNAPCHAT, IN MILLIONS OF USERS

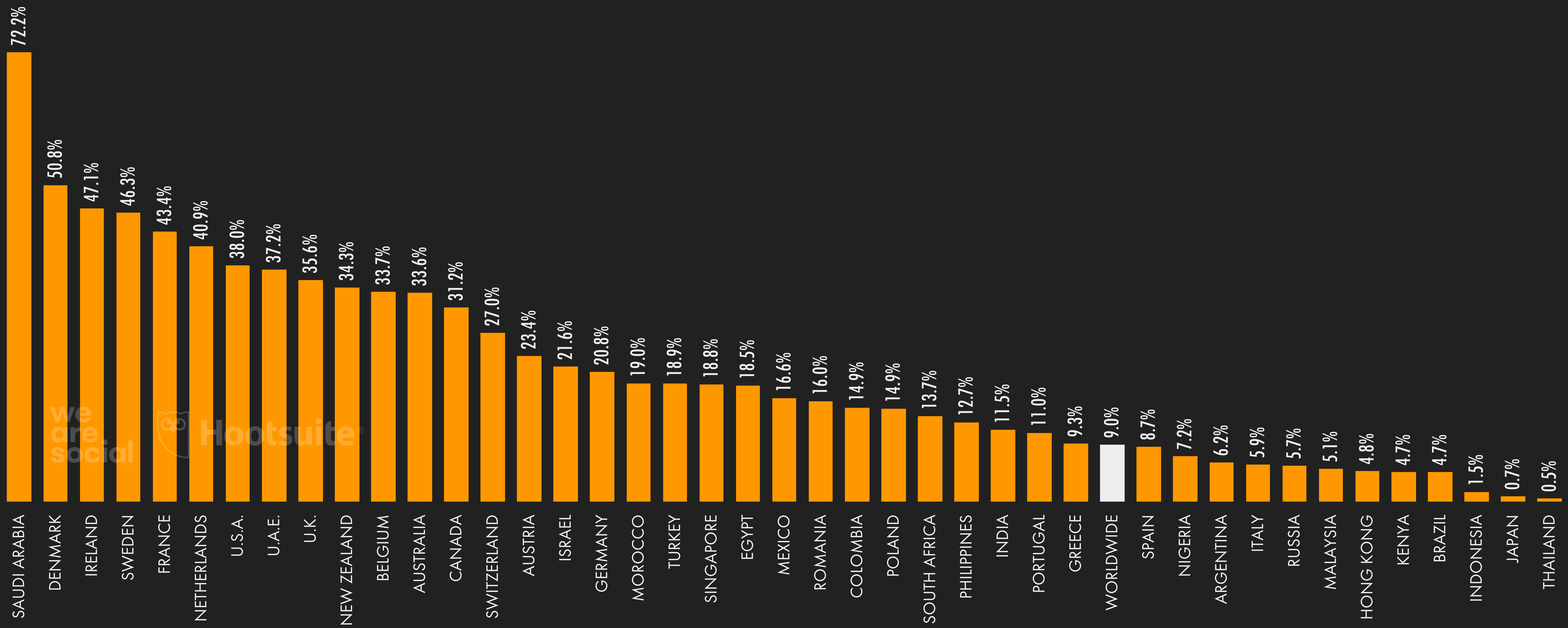
GLOBAL OVERVIEW



SOURCE: SNAP'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, FIGURES FOR QUARTER-ON-QUARTER CHANGE MAY BE IMPACTED BY REVISIONS TO BASE DATA.

SNAPCHAT ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF SNAPCHAT ADS COMPARED WITH POPULATION AGED 13+



SOURCES: SNAP'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; WORLDWIDE FIGURE BASED ON AVAILABLE LOCATIONS ONLY. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES.

JAN 2022

SNAPCHAT AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST SNAPCHAT ADVERTISING AUDIENCES

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	INDIA	126,000,000	11.5%
02	U.S.A.	107,050,000	38.0%
03	FRANCE	24,200,000	43.4%
04	U.K.	20,650,000	35.6%
05	SAUDI ARABIA	20,200,000	72.2%
06	PAKISTAN	18,800,000	11.9%
07	MEXICO	16,950,000	16.6%
08	GERMANY	15,300,000	20.8%
09	IRAQ	13,800,000	49.2%
10	EGYPT	13,600,000	18.5%

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
11	TURKEY	12,900,000	18.9%
12	PHILIPPINES	10,600,000	12.7%
13	CANADA	10,300,000	31.2%
14	NIGERIA	9,500,000	7.2%
15	BRAZIL	8,250,000	4.7%
16	AUSTRALIA	7,250,000	33.6%
17	RUSSIA	6,950,000	5.7%
18=	ALGERIA	6,250,000	19.1%
18=	COLOMBIA	6,250,000	14.9%
18=	SOUTH AFRICA	6,250,000	13.7%

SOURCES: SNAP'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON AVAILABLE LOCATIONS ONLY. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES.

SNAPCHAT ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE SNAPCHAT ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	LUXEMBOURG	80.2%	442,500
02	SAUDI ARABIA	72.2%	20,200,000
03	NORWAY	70.4%	3,300,000
04	BAHRAIN	57.5%	855,000
05	KUWAIT	54.4%	1,950,000
06	DENMARK	50.8%	2,550,000
07	IRAQ	49.2%	13,800,000
08	IRELAND	47.1%	1,950,000
09	SWEDEN	46.3%	4,000,000
10	FRANCE	43.4%	24,200,000

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
11	JORDAN	41.3%	3,100,000
12	NETHERLANDS	40.9%	6,100,000
13	PALESTINE	38.2%	1,350,000
14	U.S.A.	38.0%	107,050,000
15	U.A.E.	37.2%	3,250,000
16	OMAN	36.9%	1,550,000
17	U.K.	35.6%	20,650,000
18	NEW ZEALAND	34.3%	1,400,000
19	BELGIUM	33.7%	3,350,000
20	AUSTRALIA	33.6%	7,250,000

SOURCES: SNAP'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON AVAILABLE LOCATIONS ONLY. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES.

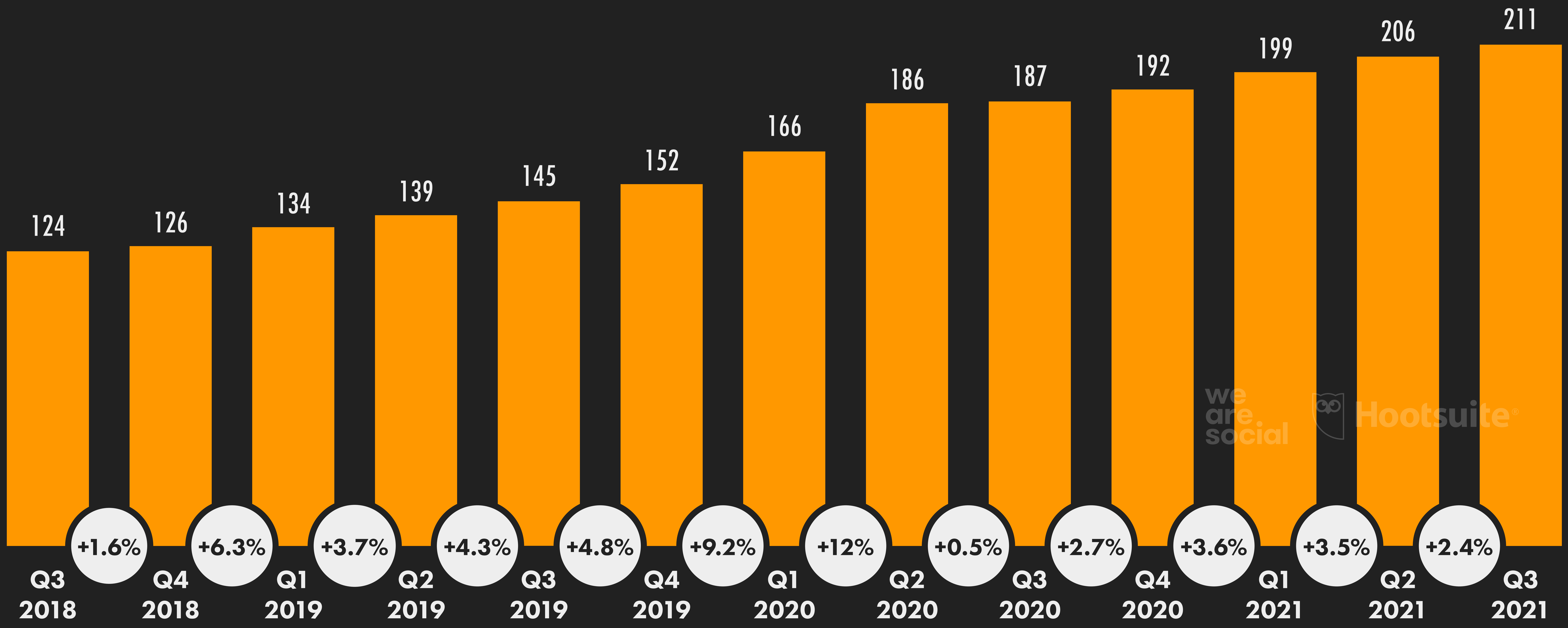
TWITTER

JAN 2022

TWITTER MONETISABLE DAILY ACTIVE USERS

MONETISABLE DAILY ACTIVE TWITTER USERS (IN MILLIONS), WITH RELATIVE GROWTH RATES OVER TIME

GLOBAL OVERVIEW



SOURCE: TWITTER COMPANY ANNOUNCEMENTS. **COMPARABILITY:** TWITTER'S EARNINGS ANNOUNCEMENTS REPORT MONETISABLE DAILY ACTIVE USERS, WHEREAS THE COMPANY'S ADVERTISING RESOURCES REPORT FIGURES THAT ARE BASED ON MONTHLY ACTIVE USERS.

TWITTER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON TWITTER

TOTAL POTENTIAL REACH OF ADS ON TWITTER

436.4 MILLION

TWITTER AD REACH vs. TOTAL POPULATION

5.5%

QUARTER-ON-QUARTER CHANGE IN TWITTER AD REACH

90

-0.01%

-53 THOUSAND

YEAR-ON-YEAR CHANGE IN TWITTER AD REACH

365

[N/A]

TWITTER AD REACH vs. TOTAL INTERNET USERS

8.8%

TWITTER AD REACH vs. POPULATION AGED 13+

7.1%

FEMALE TWITTER AD REACH vs. TOTAL TWITTER AD REACH

43.6%

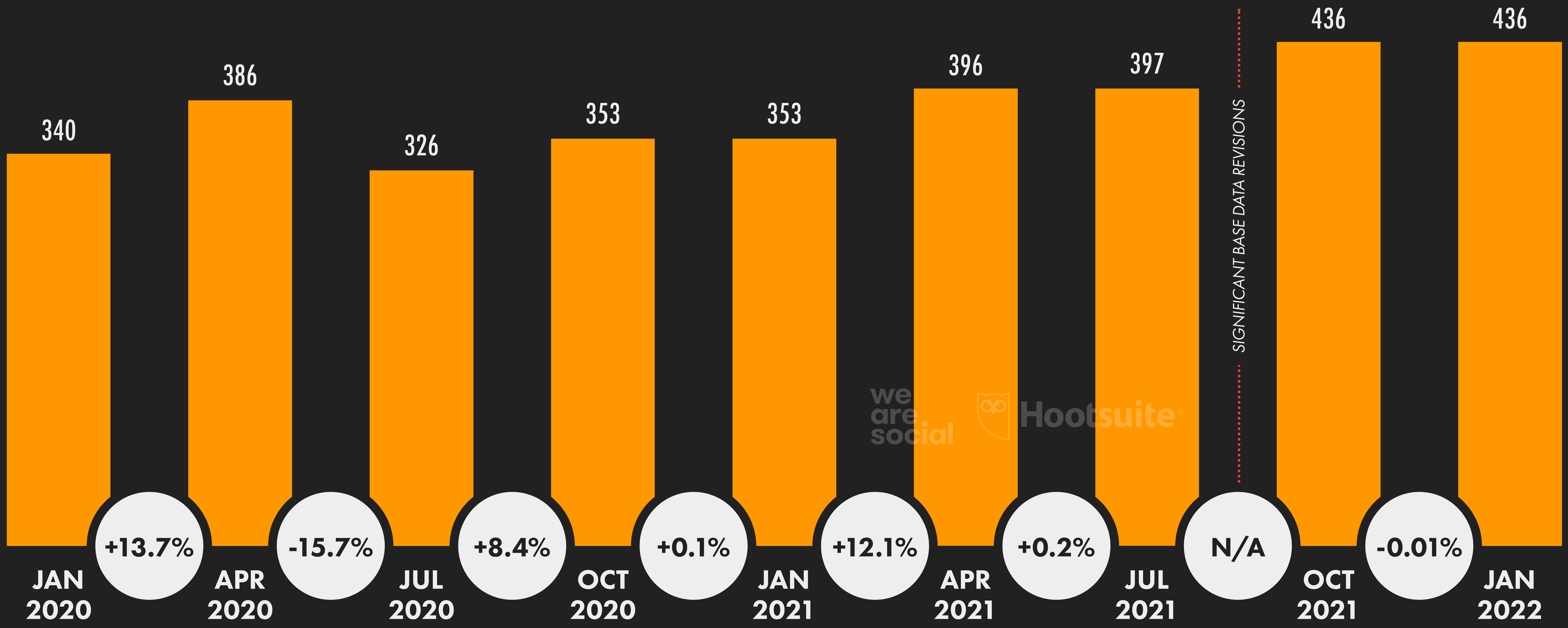
MALE TWITTER AD REACH vs. TOTAL TWITTER AD REACH

56.4%

SOURCES: TWITTER'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS. **COMPARABILITY:** TWITTER SIGNIFICANTLY REVISED ITS APPROACH TO AUDIENCE REPORTING IN Q3 2021, SO FIGURES SHOWN HERE MAY NOT BE DIRECTLY COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

TWITTER ADVERTISING REACH

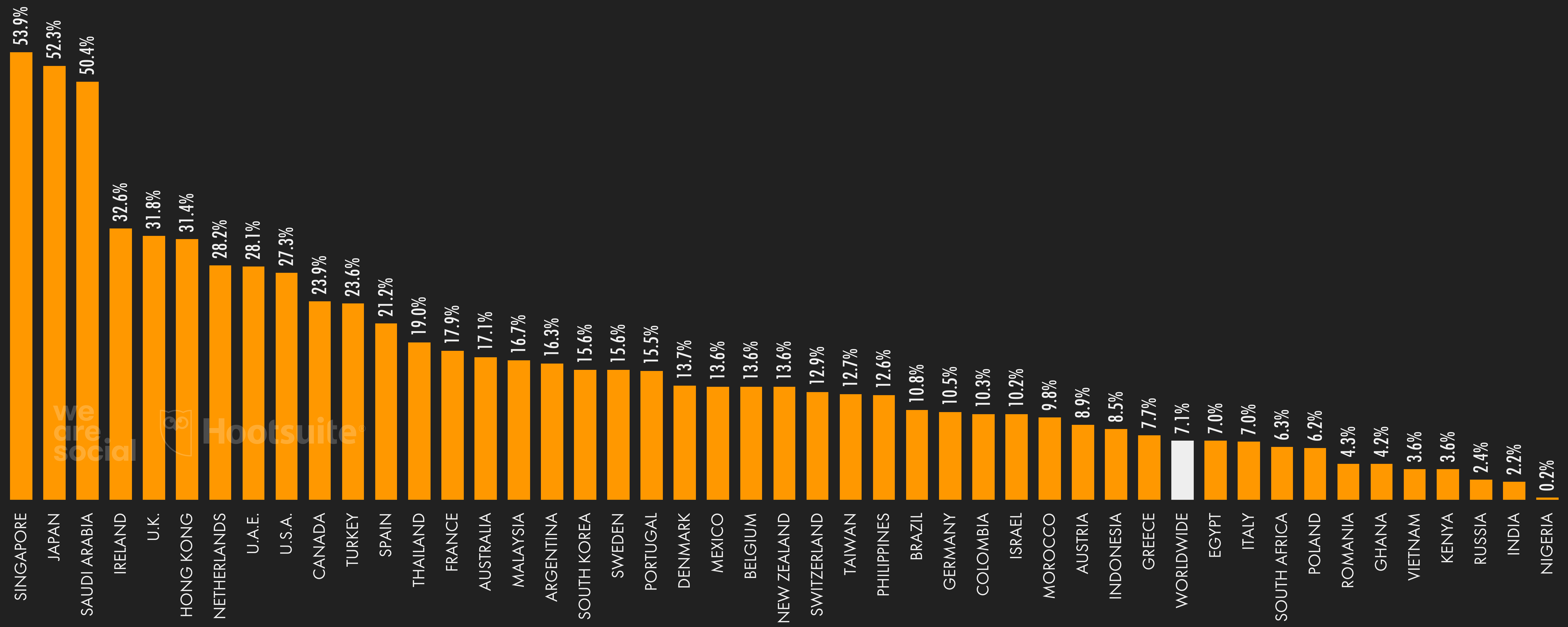
TOTAL POTENTIAL AUDIENCE REACH OF ADS ON TWITTER, IN MILLIONS OF USERS



SOURCE: TWITTER'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTE:** FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** TWITTER MADE SIGNIFICANT CHANGES TO ITS APPROACH TO AUDIENCE REPORTING IN Q3 2021, SO FIGURES FOR OCT 2021 AND JAN 2022 ARE NOT COMPARABLE WITH FIGURES FOR PREVIOUS PERIODS, OR WITH DATA PUBLISHED IN OUR PREVIOUS REPORTS. IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, FIGURES FOR QUARTER-ON-QUARTER CHANGE MAY BE IMPACTED BY REVISIONS TO BASE DATA.

TWITTER ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF TWITTER ADS COMPARED WITH POPULATION AGED 13+



SOURCES: TWITTER'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTE:** FIGURES USE THE MIDPOINT OF PUBLISHED RANGES.

JAN 2022

TWITTER AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST TWITTER ADVERTISING AUDIENCES

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	U.S.A.	76,900,000	27.3%
02	JAPAN	58,950,000	52.3%
03	INDIA	23,600,000	2.2%
04	BRAZIL	19,050,000	10.8%
05	INDONESIA	18,450,000	8.5%
06	U.K.	18,400,000	31.8%
07	TURKEY	16,100,000	23.6%
08	SAUDI ARABIA	14,100,000	50.4%
09	MEXICO	13,900,000	13.6%
10	THAILAND	11,450,000	19.0%

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
11	PHILIPPINES	10,500,000	12.6%
12	FRANCE	10,000,000	17.9%
13	SPAIN	8,750,000	21.2%
14	CANADA	7,900,000	23.9%
15	GERMANY	7,750,000	10.5%
16	SOUTH KOREA	7,200,000	15.6%
17	ARGENTINA	5,900,000	16.3%
18	EGYPT	5,150,000	7.0%
19	MALAYSIA	4,400,000	16.7%
20	COLOMBIA	4,300,000	10.3%

SOURCES: TWITTER'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES.

TWITTER ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE TWITTER ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	ANDORRA	64.1%	44,350
02	LUXEMBOURG	57.5%	317,300
03	SINGAPORE	53.9%	2,850,000
04	JAPAN	52.3%	58,950,000
05	SAUDI ARABIA	50.4%	14,100,000
06	GUERNSEY	41.0%	22,750
07	KUWAIT	40.5%	1,450,000
08	ARUBA	35.0%	32,100
09	BAHRAIN	34.2%	508,750
10	ANTIGUA & BARBUDA	33.1%	26,600

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
11	ICELAND	32.7%	94,400
12	IRELAND	32.6%	1,350,000
13	PUERTO RICO	32.1%	808,200
14	ISLE OF MAN	32.0%	23,550
15	U.K.	31.8%	18,400,000
16	HONG KONG	31.4%	2,100,000
17	NETHERLANDS	28.2%	4,200,000
18	U.A.E.	28.1%	2,450,000
19	U.S.A.	27.3%	76,900,000
20	JERSEY	26.7%	24,550

SOURCES: TWITTER'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES.

JAN 2022

MOST POPULAR TWITTER ACCOUNTS

TWITTER ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

GLOBAL OVERVIEW

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	BARACK OBAMA	@BARACKOBAMA	130,500,000
02	JUSTIN BIEBER	@JUSTINBIEBER	114,300,000
03	KATY PERRY	@KATYPERRY	108,800,000
04	RIHANNA	@RIHANNA	104,000,000
05	CRISTIANO RONALDO	@CRISTIANO	96,500,000
06	TAYLOR SWIFT	@TAYLORSWIFT13	89,900,000
07	LADY GAGA	@LADYGAGA	84,100,000
08	ELLEN DEGENERES	@THEELLENSHOW	77,700,000
09	NARENDRA MODI	@NARENDRAMODI	74,200,000
10	YOUTUBE	@YOUTUBE	73,900,000

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
11	KIM KARDASHIAN WEST	@KIMKARDASHIAN	70,900,000
12	ELON MUSK	@ELONMUSK	69,200,000
13	SELENA GOMEZ	@SELENAGOMEZ	65,500,000
14	JUSTIN TIMBERLAKE	@JTIMBERLAKE	63,300,000
15	CNN BREAKING NEWS	@CNNBRK	61,800,000
16	TWITTER	@TWITTER	60,600,000
17	BILL GATES	@BILLGATES	56,700,000
18	CNN	@CNN	55,800,000
19	BRITNEY SPEARS	@BRITNEYSPEARS	55,800,000
20	NEYMAR JR.	@NEYMARJR	55,600,000

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON TWITTER. **NOTES:** THE ACCOUNTS OF @REALDONALDTRUMP AND @ARIANAGRANDE WERE UNAVAILABLE AT THE TIME OF REPORT PRODUCTION, SO HAVE NOT BEEN INCLUDED IN THIS RANKING. HOWEVER, BASED ON PREVIOUS FOLLOWER COUNTS FOR BOTH ACCOUNTS, THEY MAY OTHERWISE HAVE FEATURED IN THIS RANKING. FOLLOWER COUNTS HAVE BEEN ROUNDED TO THE NEAREST 100,000. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

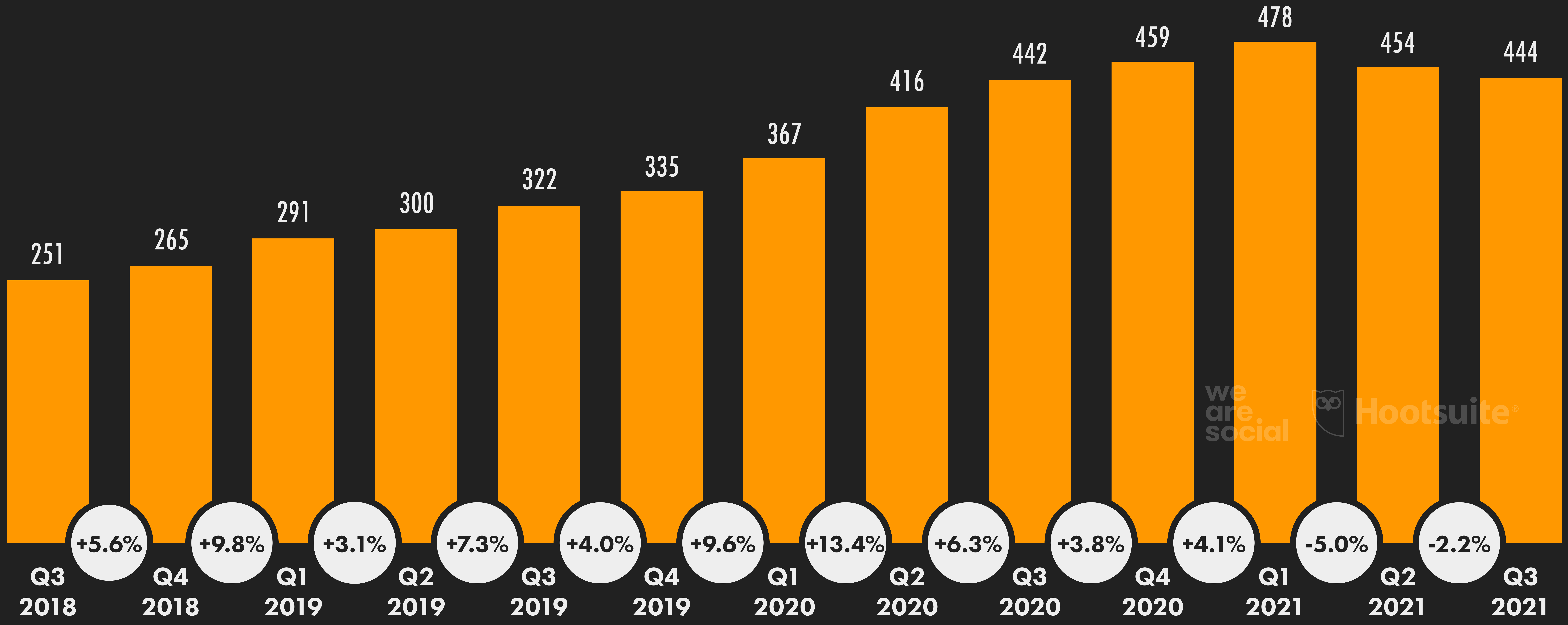
PINTEREST

JAN 2022

PINTEREST MONTHLY ACTIVE USERS

PINTEREST MONTHLY ACTIVE USERS (IN MILLIONS), WITH RELATIVE GROWTH RATES OVER TIME

GLOBAL OVERVIEW



SOURCE: PINTEREST COMPANY ANNOUNCEMENTS. **COMPARABILITY:** PINTEREST'S EARNINGS ANNOUNCEMENTS REPORT TOTAL MONTHLY ACTIVE USERS, WHEREAS THE COMPANY'S ADVERTISING RESOURCES ONLY PUBLISH DATA FOR A SELECTION OF COUNTRIES AND TERRITORIES.

PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST

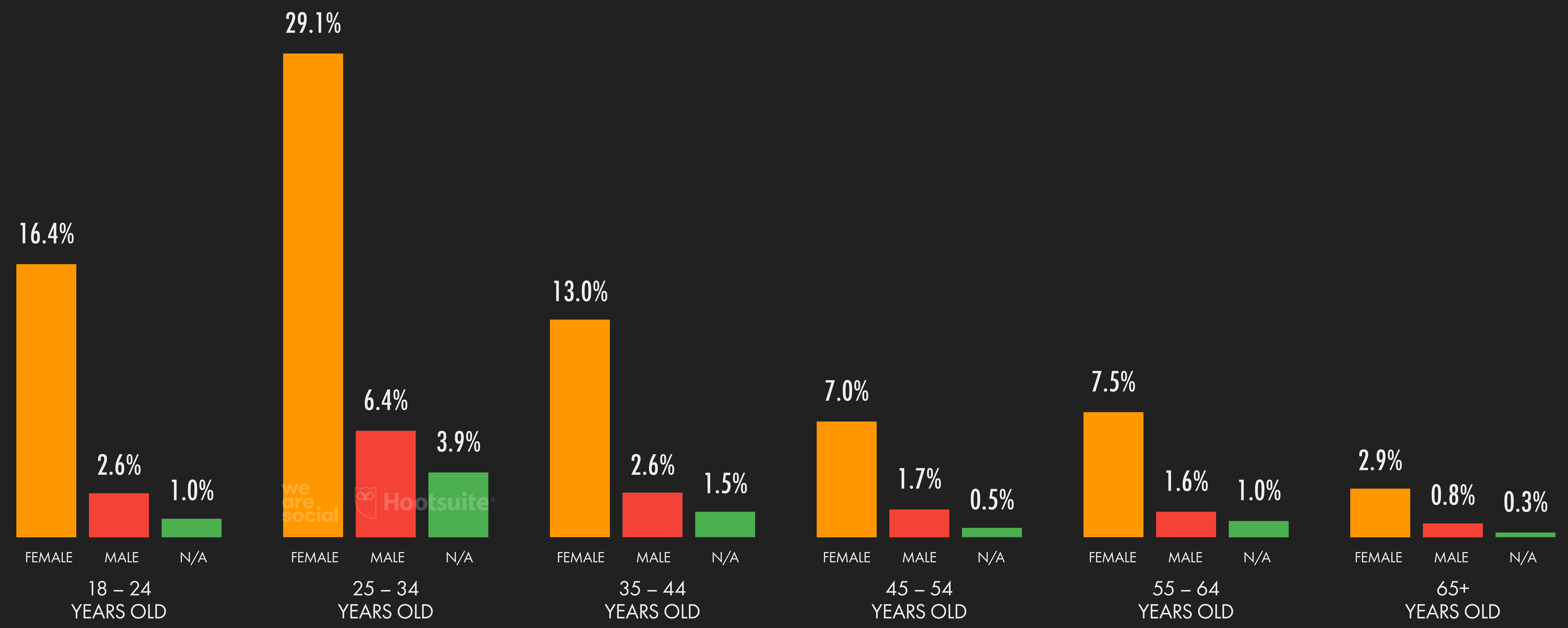
TOTAL POTENTIAL REACH OF ADS ON PINTEREST	PINTEREST AD REACH vs. TOTAL POPULATION	QUARTER-ON-QUARTER CHANGE IN PINTEREST AD REACH	YEAR-ON-YEAR CHANGE IN PINTEREST AD REACH
225.7 MILLION	2.9%	-3.2% -7.3 MILLION	+12.4% +25 MILLION

PINTEREST AD REACH vs. TOTAL INTERNET USERS	PINTEREST AD REACH vs. POPULATION AGED 13+	FEMALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH	MALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH
4.6%	3.7%	76.7%	15.3%

SOURCES: PINTEREST'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE DATA ONLY, USING MIDPOINT OF PUBLISHED RANGES. PINTEREST'S TOOLS ALSO PUBLISH DATA FOR USER OF "UNSPECIFIED" GENDER, SO VALUES FOR "FEMALE" AND "MALE" REACH SHOWN HERE MAY NOT SUM TO 100%.

PINTEREST: ADVERTISING AUDIENCE PROFILE

SHARE OF PINTEREST'S ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER



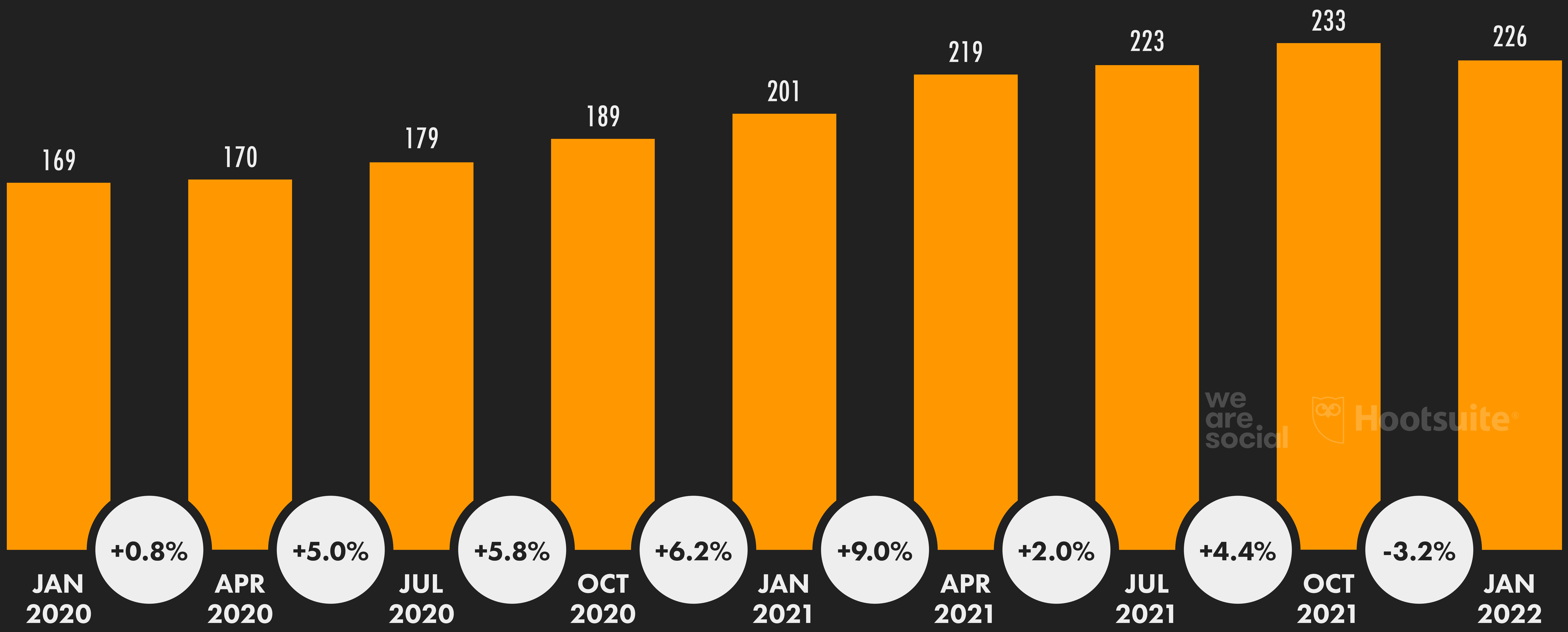
SOURCE: PINTEREST'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** "N/A" VALUES REFLECT DATA FOR USERS OF "UNSPECIFIED" GENDER, AS PUBLISHED IN PINTEREST'S ADVERTISING RESOURCES. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES.

JAN 2022

PINTEREST ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON PINTEREST, IN MILLIONS OF USERS

GLOBAL OVERVIEW



SOURCE: PINTEREST'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, FIGURES FOR QUARTER-ON-QUARTER CHANGE MAY BE IMPACTED BY REVISIONS TO BASE DATA AND CHANGES IN LOCATION COVERAGE.

JAN 2022

PINTEREST AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST PINTEREST ADVERTISING AUDIENCES

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	U.S.A.	86,350,000	30.6%
02	BRAZIL	27,000,000	15.2%
03	MEXICO	17,860,000	17.4%
04	GERMANY	15,115,000	20.5%
05	FRANCE	11,000,000	19.7%
06	CANADA	9,265,000	28.0%
07	U.K.	8,760,000	15.1%
08	ITALY	8,555,000	15.9%
09	SPAIN	7,040,000	17.1%
10	NETHERLANDS	4,360,000	29.2%

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
11	POLAND	4,225,000	12.9%
12	AUSTRALIA	4,095,000	19.0%
13	BELGIUM	2,695,000	27.1%
14	PORTUGAL	2,033,000	22.4%
15	ROMANIA	1,770,000	10.7%
16	SWEDEN	1,705,000	19.8%
17	GREECE	1,689,500	18.4%
18	AUSTRIA	1,674,000	21.2%
19	SWITZERLAND	1,584,000	20.9%
20	HUNGARY	1,481,500	17.6%

SOURCES: PINTEREST'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON AVAILABLE LOCATIONS ONLY. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES.

PINTEREST ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE PINTEREST ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	U.S.A.	30.6%	86,350,000
02	NETHERLANDS	29.2%	4,360,000
03	CANADA	28.0%	9,265,000
04	BELGIUM	27.1%	2,695,000
05	GUAM	26.8%	36,500
06	LUXEMBOURG	25.4%	140,000
07	MALTA	23.5%	91,000
08	PORTUGAL	22.4%	2,033,000
09	DENMARK	21.9%	1,097,000
10	PUERTO RICO	21.3%	535,000

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
11	AUSTRIA	21.2%	1,674,000
12	SWITZERLAND	20.9%	1,584,000
13	GERMANY	20.5%	15,115,000
14	SWEDEN	19.8%	1,705,000
15	FRANCE	19.7%	11,000,000
16	AUSTRALIA	19.0%	4,095,000
17	NEW ZEALAND	18.6%	758,000
18	GREECE	18.4%	1,689,500
19	FINLAND	18.3%	883,500
20	IRELAND	17.8%	737,500

SOURCES: PINTEREST'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON AVAILABLE LOCATIONS ONLY. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES.

OTHER SOCIAL PLATFORMS

WHATSAPP OVERVIEW

ESSENTIAL HEADLINES FOR WHATSAPP USE

GLOBAL MONTHLY ACTIVE WHATSAPP USERS	MONTHLY ACTIVE WHATSAPP USERS vs. TOTAL POPULATION	MONTHLY ACTIVE WHATSAPP USERS vs. POPULATION AGED 13+	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS
2 BILLION	25.3%	32.4%	45.8%	54.2%

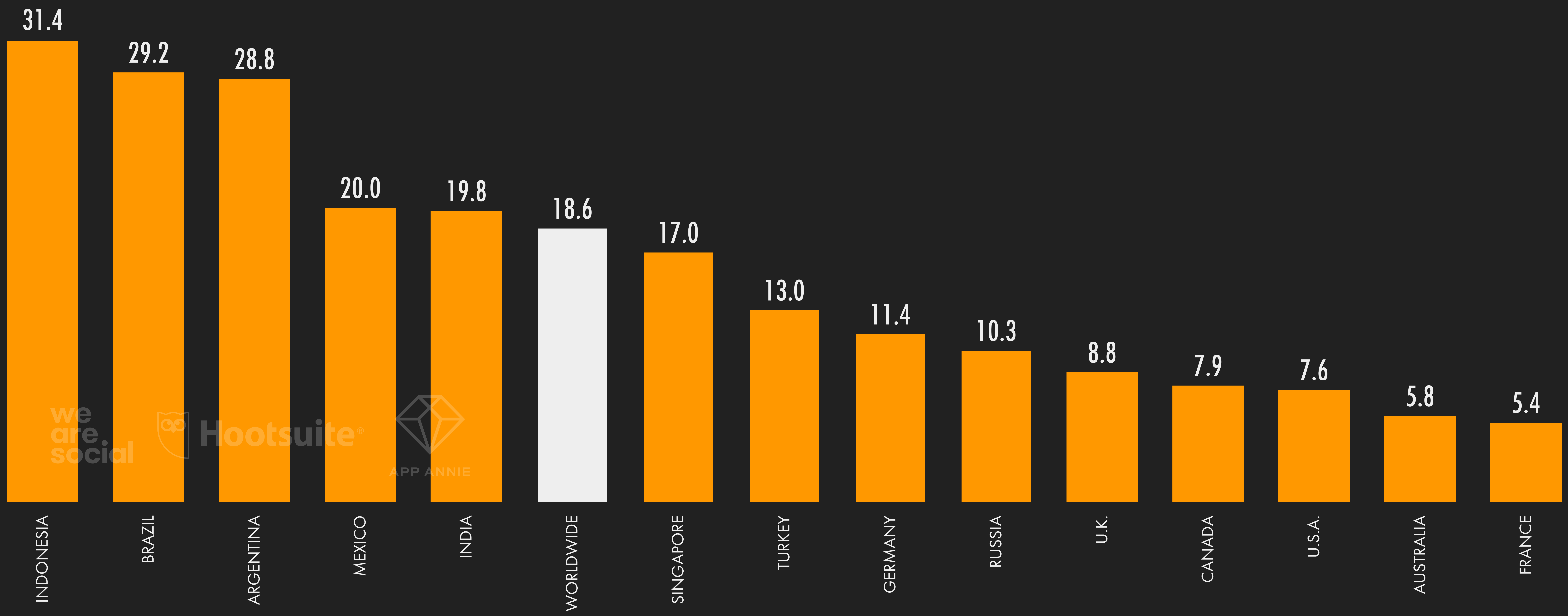
SOURCES: COMPANY ANNOUNCEMENTS; GENDER SHARE DATA FROM GWI (Q3 2021), BASED ON VALUES FOR "FEMALE" AND "MALE" USERS ONLY.

JAN 2022

WHATSAPP: TIME SPENT USING MOBILE APP

AVERAGE NUMBER OF HOURS PER MONTH THAT EACH WHATSAPP USER SPENDS USING THE WHATSAPP APP ON ANDROID PHONES

GLOBAL OVERVIEW



SOURCE: APP ANNIE. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS, OR CONTACT APP ANNIE FOR DETAILS OF HOW TO ACCESS DATA FOR ADDITIONAL LOCATIONS. **NOTE:** FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING THE WHATSAPP MOBILE APP ON ANDROID PHONES THROUGHOUT 2021. WORLDWIDE FIGURE DOES NOT INCLUDE DATA FOR CHINA.

JAN 2022

WECHAT OVERVIEW

ESSENTIAL HEADLINES FOR WECHAT USE

GLOBAL OVERVIEW

COMBINED GLOBAL MONTHLY ACTIVE USERS OF WECHAT AND WEIXIN	MONTHLY ACTIVE WECHAT AND WEIXIN USERS vs. TOTAL POPULATION	MONTHLY ACTIVE WECHAT AND WEIXIN USERS vs. POPULATION AGED 13+	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS
1.26 BILLION	16.0%	20.4%	47.1%	52.9%

SOURCES: TENCENT EARNINGS REPORTS; GENDER SHARE DATA FROM GWI (Q3 2021), BASED ON VALUES FOR "FEMALE" AND "MALE" USERS ONLY. SEE GWI.COM FOR FULL DETAILS.

QQ OVERVIEW

ESSENTIAL HEADLINES FOR QQ USE

GLOBAL MONTHLY ACTIVE QQ USERS ACCESSING VIA SMART DEVICES	MONTHLY ACTIVE SMART DEVICE QQ USERS vs. TOTAL POPULATION	MONTHLY ACTIVE SMART DEVICE QQ USERS vs. POPULATION AGED 13+	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS
573.7 MILLION	7.2%	9.3%	47.7%	52.3%

SOURCES: TENCENT EARNINGS REPORTS; GENDER SHARE DATA FROM GWI (Q3 2021), BASED ON VALUES FOR "FEMALE" AND "MALE" USERS ONLY. SEE GWI.COM FOR FULL DETAILS.

JAN 2022

SINA WEIBO OVERVIEW

ESSENTIAL HEADLINES FOR SINA WEIBO USE

GLOBAL OVERVIEW

MONTHLY ACTIVE SINA WEIBO USERS	MONTHLY ACTIVE SINA WEIBO USERS vs. TOTAL POPULATION	MONTHLY ACTIVE SINA WEIBO USERS vs. POPULATION AGED 14+	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS
573 MILLION	7.2%	9.5%	50.5%	49.5%

SOURCES: SINA CORP EARNINGS REPORTS; GENDER SHARE DATA FROM GWI (Q3 2021), BASED ON VALUES FOR "FEMALE" AND "MALE" USERS ONLY. SEE GWI.COM FOR FULL DETAILS.

KUAISHOU OVERVIEW

ESSENTIAL HEADLINES FOR KUAISHOU USE

MONTHLY ACTIVE KUAISHOU USERS	MONTHLY ACTIVE KUAISHOU USERS vs. TOTAL POPULATION	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS
572.9 MILLION	7.2%	49.0%	51.0%

SOURCES: COMPANY ANNOUNCEMENTS; GENDER SHARE DATA FROM GWI (Q3 2021), BASED ON VALUES FOR "FEMALE" AND "MALE" USERS ONLY. SEE GWI.COM FOR FULL DETAILS.

JAN 2022

TELEGRAM OVERVIEW

ESSENTIAL HEADLINES FOR TELEGRAM USE

GLOBAL OVERVIEW

GLOBAL MONTHLY ACTIVE TELEGRAM USERS	MONTHLY ACTIVE TELEGRAM USERS vs. TOTAL POPULATION	MONTHLY ACTIVE TELEGRAM USERS vs. POPULATION AGED 16+	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS
550 MILLION	6.9%	9.5%	42.0%	58.0%

SOURCES: COMPANY ANNOUNCEMENTS; GENDER SHARE DATA FROM GWI (Q3 2021), BASED ON VALUES FOR "FEMALE" AND "MALE" USERS ONLY. SEE GWI.COM FOR FULL DETAILS.

REDDIT OVERVIEW

ESSENTIAL HEADLINES FOR REDDIT USE

DAILY ACTIVE REDDIT USERS	DAILY ACTIVE REDDIT USERS vs. TOTAL POPULATION	DAILY ACTIVE REDDIT USERS vs. POPULATION AGED 13+	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS
50 MILLION	0.6%	0.8%	36.2%	63.8%

SOURCES: COMPANY ANNOUNCEMENTS; GENDER SHARE DATA FROM GWI (Q3 2021), BASED ON VALUES FOR "FEMALE" AND "MALE" USERS ONLY. SEE GWI.COM FOR FULL DETAILS.

JAN 2022

QUORA OVERVIEW

ESSENTIAL HEADLINES FOR QUORA USE

GLOBAL OVERVIEW

MONTHLY ACTIVE QUORA USERS	MONTHLY ACTIVE QUORA USERS vs. TOTAL POPULATION	MONTHLY ACTIVE QUORA USERS vs. POPULATION AGED 13+	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS
300 MILLION	3.8%	4.9%	42.8%	57.2%

SOURCES: COMPANY ANNOUNCEMENTS; GENDER SHARE DATA FROM GWI (Q3 2021), BASED ON VALUES FOR "FEMALE" AND "MALE" USERS ONLY. SEE GWI.COM FOR FULL DETAILS. **COMPARABILITY:** QUORA HAS NOT PUBLISHED ANY UPDATES TO ITS MONTHLY ACTIVE USER FIGURE IN THE PAST 12 MONTHS, SO FIGURES SHOWN HERE MAY BE LESS REPRESENTATIVE OF CURRENT AUDIENCES COMPARED WITH FIGURES FOR OTHER PLATFORMS FEATURED IN THIS REPORT.

MOBILE

MOBILE CONNECTIVITY

ADOPTION AND USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

NUMBER OF UNIQUE MOBILE USERS (ANY TYPE OF HANDSET)	UNIQUE MOBILE USERS AS A PERCENTAGE OF TOTAL POPULATION	ANNUAL CHANGE IN THE NUMBER OF UNIQUE MOBILE SUBSCRIBERS	CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)	ANNUAL CHANGE IN THE NUMBER OF CELLULAR CONNECTIONS (EX. IOT)
5.31 BILLION	67.1%	+1.8% +95 MILLION	8.28 BILLION	+2.9% +233 MILLION

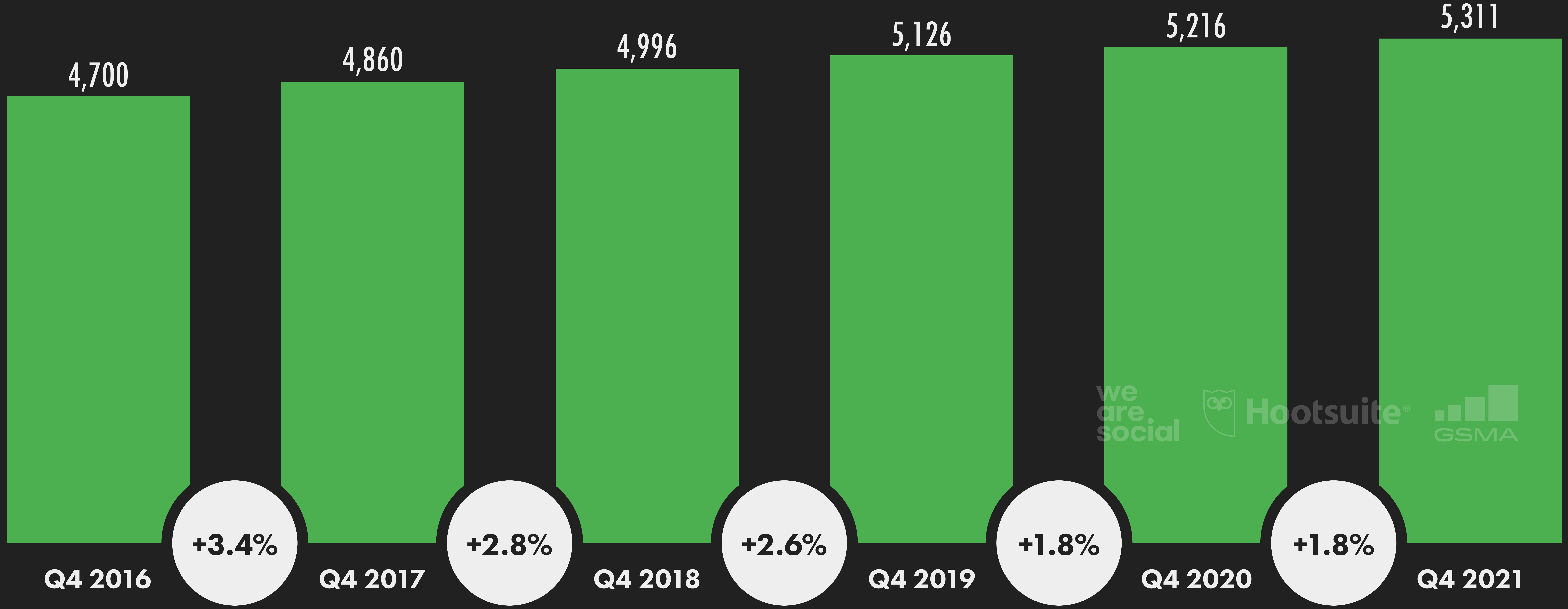
SOURCE: GSMA INTELLIGENCE. **NOTES:** TOTAL CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. FIGURES MAY SIGNIFICANTLY EXCEED FIGURES FOR POPULATION DUE TO MULTIPLE CONNECTIONS AND CONNECTED DEVICES PER PERSON. **COMPARABILITY:** BASE CHANGES. VERSIONS OF THIS CHART PUBLISHED IN SOME OF OUR PREVIOUS REPORTS FEATURED CELLULAR CONNECTION FIGURES THAT INCLUDED CELLULAR IOT CONNECTIONS. FIGURES SHOWN HERE DO NOT INCLUDE CELLULAR IOT CONNECTIONS.

JAN 2022

UNIQUE MOBILE USERS OVER TIME

NUMBER OF UNIQUE INDIVIDUALS (IN MILLIONS) USING MOBILE PHONES (ANY KIND OF HANDSET)

GLOBAL OVERVIEW



SOURCE: GSMA INTELLIGENCE. **COMPARABILITY:** BASE CHANGES. FIGURES MAY NOT CORRELATE WITH THOSE PUBLISHED IN OUR PREVIOUS REPORTS.

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MOBILE SUBSCRIBERS vs. CELLULAR CONNECTIONS

PERSPECTIVES ON THE ADOPTION AND USE OF MOBILE TECHNOLOGIES

GSMA INTELLIGENCE DATA

TOTAL NUMBER OF MOBILE SUBSCRIBERS (UNIQUE INDIVIDUALS)

5.31 BILLION

TOTAL NUMBER OF CELLULAR CONNECTIONS (EXCLUDING CELLULAR IOT)

8.28 BILLION

ERICSSON DATA

TOTAL NUMBER OF MOBILE SUBSCRIBERS (UNIQUE INDIVIDUALS)

6.05 BILLION

TOTAL NUMBER OF CELLULAR CONNECTIONS (EXCLUDING CELLULAR IOT)

8.14 BILLION

SOURCES: GSMA INTELLIGENCE; ERICSSON MOBILITY VISUALIZER. **COMPARABILITY:** BASE CHANGES. VERSIONS OF THIS CHART PUBLISHED IN SOME OF OUR PREVIOUS REPORTS FEATURED CELLULAR CONNECTION FIGURES THAT INCLUDED CELLULAR IOT CONNECTIONS. FIGURES SHOWN HERE DO NOT INCLUDE CELLULAR IOT CONNECTIONS.

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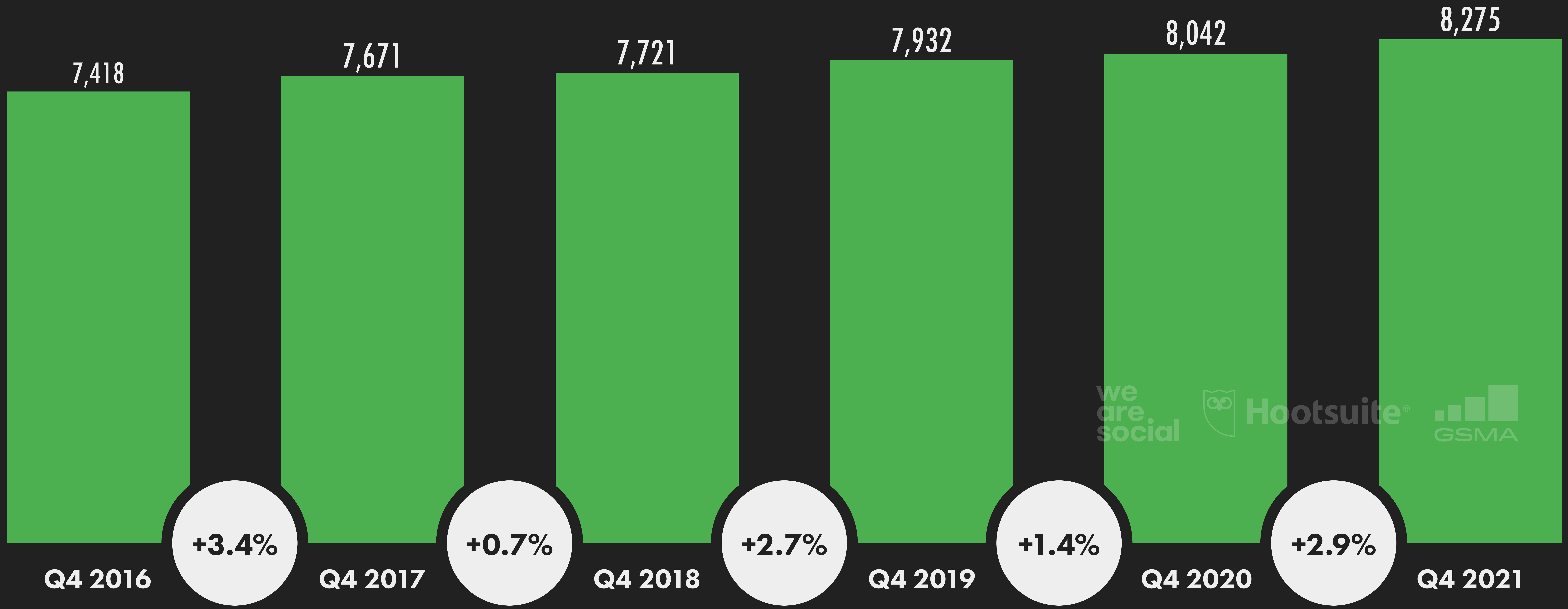
CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF CELLULAR MOBILE CONNECTIONS (IN MILLIONS)

GLOBAL OVERVIEW



SOURCE: GSMA INTELLIGENCE. **NOTE:** EXCLUDES CELLULAR IOT CONNECTIONS. **COMPARABILITY:** BASE CHANGES. FIGURES MAY NOT CORRELATE WITH THOSE PUBLISHED IN OUR PREVIOUS REPORTS.

CONNECTED MOBILE DEVICES

EACH DEVICE TYPE'S SHARE OF CELLULAR CONNECTIONS (EXCLUDING IOT)

SHARE OF CONNECTIONS ASSOCIATED WITH SMARTPHONES

76.9%

6.26 BILLION DEVICES

SHARE OF CONNECTIONS ASSOCIATED WITH FEATURE PHONES

19.5%

1.59 BILLION DEVICES

SHARE OF CONNECTIONS ASSOCIATED WITH ROUTERS, TABLETS, AND MOBILE PCS

3.6%

297 MILLION DEVICES

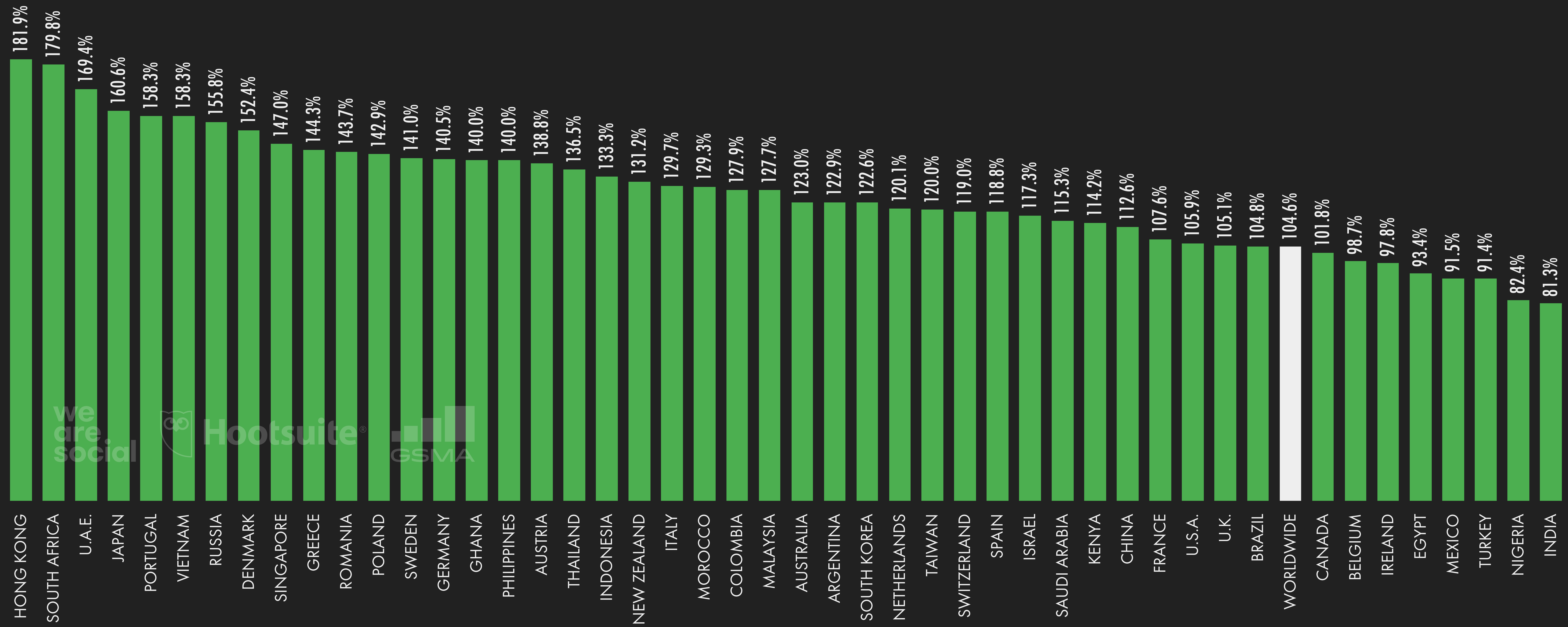
SOURCE: ERICSSON MOBILITY VISUALIZER. **NOTE:** EXCLUDES CELLULAR IOT CONNECTIONS. **COMPARABILITY:** BASE CHANGES.

JAN 2022

MOBILE CONNECTIVITY

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION

GLOBAL OVERVIEW



SOURCES: GSMA INTELLIGENCE; UNITED NATIONS. **NOTE:** FIGURES MAY EXCEED 100% BECAUSE SOME INDIVIDUALS MAY USE MORE THAN ONE CELLULAR CONNECTION. **COMPARABILITY:** BASE CHANGES.

JAN 2022

MOBILE CONNECTIVITY RANKING

COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST RATES OF CELLULAR MOBILE CONNECTIVITY

GLOBAL OVERVIEW

HIGHEST RATES OF MOBILE CELLULAR CONNECTIVITY

#	HIGHEST CONNECTIVITY	vs. POP	CONNECTIONS
01	MACAU	235.5%	1,561,309
02	U.S. VIRGIN ISLANDS	200.1%	208,331
03	ANTIGUA & BARBUDA	198.0%	196,240
04	MONTENEGRO	186.6%	1,171,577
05	HONG KONG	181.9%	13,784,144
06	SOUTH AFRICA	179.8%	108,600,842
07	SEYCHELLES	177.4%	175,969
08	SURINAME	175.2%	1,040,954
09	LIBYA	169.6%	11,867,817
10	FINLAND	169.5%	9,410,607

LOWEST RATES OF MOBILE CELLULAR CONNECTIVITY

#	LOWEST CONNECTIVITY	vs. POP	CONNECTIONS
212	MARSHALL ISLANDS	12.6%	7,535
211	NORTH KOREA	20.2%	5,244,121
210	ERITREA	22.7%	826,090
209	FED. STATES OF MICRONESIA	23.1%	26,963
208	SOUTH SUDAN	28.4%	3,266,000
207	CENTRAL AFRICAN REPUBLIC	33.1%	1,644,176
206	PAPUA NEW GUINEA	36.0%	3,317,110
205	MADAGASCAR	43.1%	12,403,778
204	DJIBOUTI	44.5%	449,046
203	SOMALIA	46.2%	7,675,120

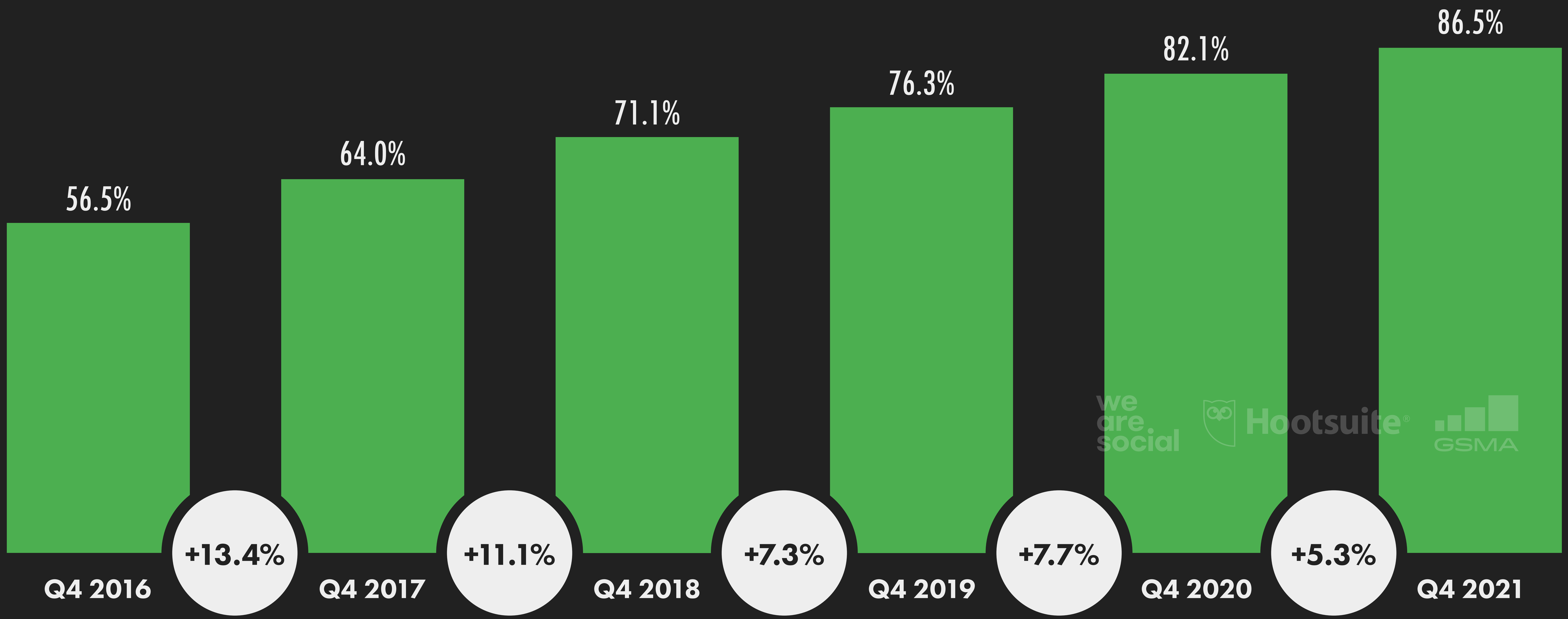
SOURCES: GSMA INTELLIGENCE; UNITED NATIONS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES MAY EXCEED 100% BECAUSE SOME INDIVIDUALS MAY USE MORE THAN ONE CELLULAR CONNECTION. **COMPARABILITY:** BASE CHANGES.

JAN 2022

BROADBAND: SHARE OF CELLULAR CONNECTIONS

3G, 4G, AND 5G CELLULAR CONNECTIONS AS A PERCENTAGE OF TOTAL CELLULAR MOBILE CONNECTIONS

GLOBAL OVERVIEW



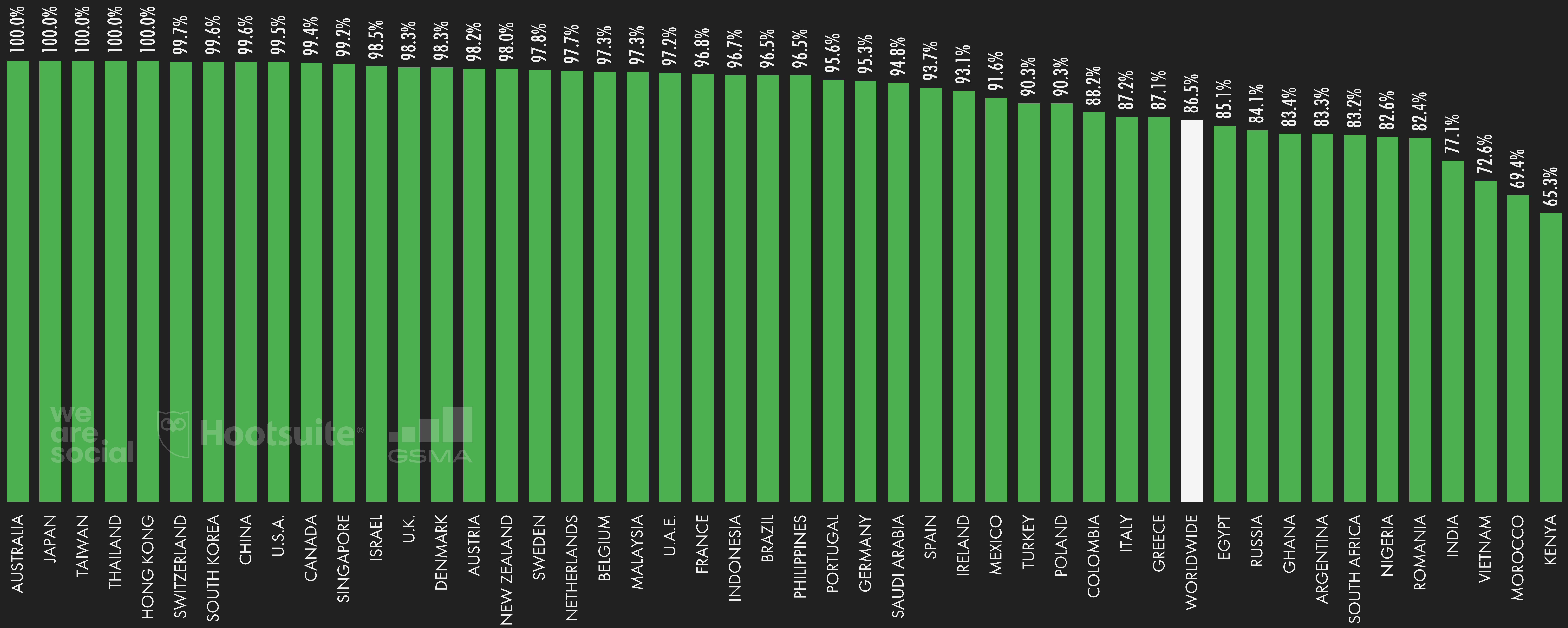
SOURCE: GSMA INTELLIGENCE. **NOTES:** EXCLUDES CELLULAR IOT CONNECTIONS. VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE CHANGES. FIGURES MAY NOT CORRELATE WITH THOSE PUBLISHED IN OUR PREVIOUS REPORTS.

BROADBAND: SHARE OF CELLULAR CONNECTIONS

JAN 2022

3G, 4G, AND 5G CELLULAR CONNECTIONS AS A PERCENTAGE OF TOTAL CELLULAR MOBILE CONNECTIONS

GLOBAL OVERVIEW



SOURCE: GSMA INTELLIGENCE. **NOTE:** EXCLUDES CELLULAR IOT CONNECTIONS. **COMPARABILITY:** BASE CHANGES. FIGURES MAY NOT CORRELATE WITH THOSE PUBLISHED IN OUR PREVIOUS REPORTS.

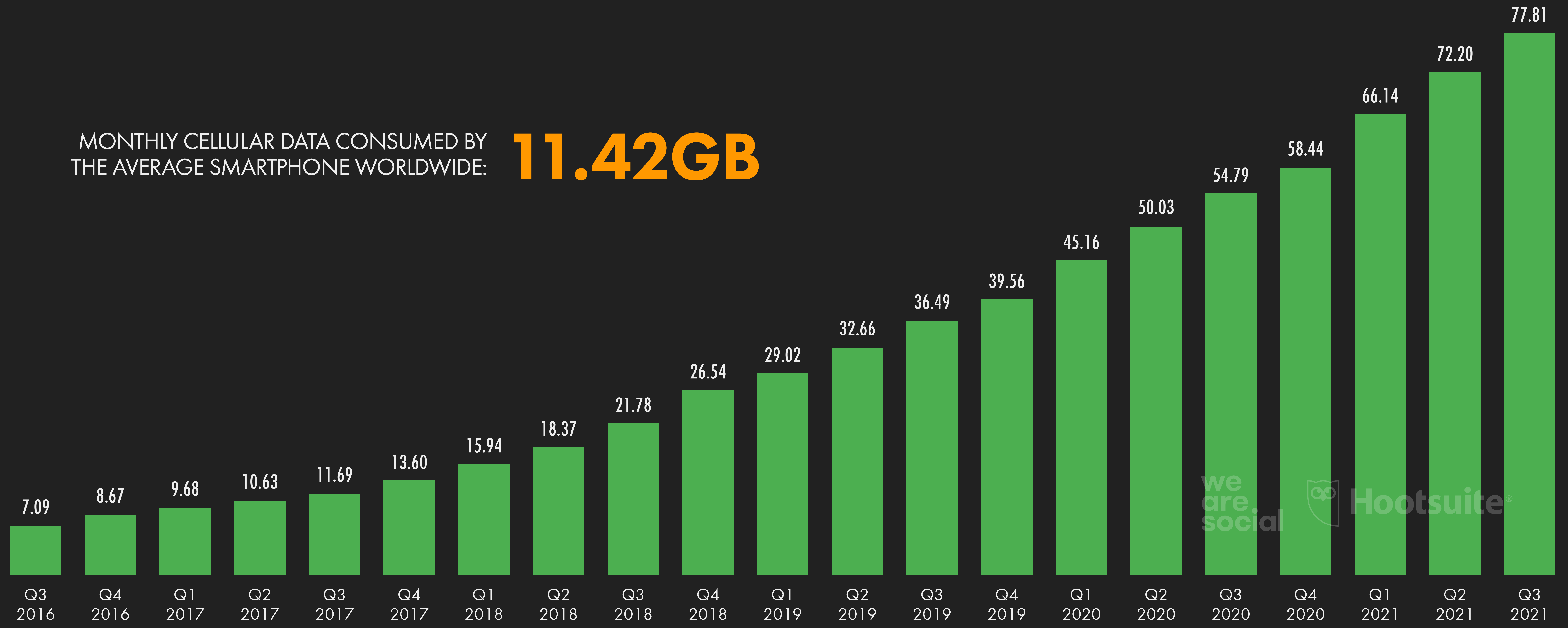
JAN 2022

CELLULAR DATA TRAFFIC

MONTHLY AVERAGE GLOBAL MOBILE NETWORK DATA TRAFFIC (UPLOAD AND DOWNLOAD) IN EXABYTES (BILLIONS OF GIGABYTES)

GLOBAL OVERVIEW

MONTHLY CELLULAR DATA CONSUMED BY THE AVERAGE SMARTPHONE WORLDWIDE: **11.42GB**



SOURCE: ERICSSON MOBILE VISUALIZER. **NOTES:** GRAPH VALUES REPRESENT THE AVERAGE WORLDWIDE MONTHLY MOBILE NETWORK DATA TRAFFIC FOR EACH QUARTER, IN EXABYTES (BILLIONS OF GIGABYTES) PER MONTH. VALUES INCLUDE TRAFFIC GENERATED BY FIXED WIRELESS ACCESS (FWA) SERVICES. **COMPARABILITY:** BASE CHANGES.

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SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM

GLOBAL OVERVIEW

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
70.74%	28.54%	0.38%	0.14%	0.20%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-0.6% (-44 BPS)	+1.2% (+35 BPS)	+58.3% (+14 BPS)	+7.7% (+1 BPS)	-23.1% (-6 BPS)

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN NOVEMBER 2021. FIGURES FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. BADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

MOBILE TIME BY ACTIVITY

HEADLINES FOR MOBILE ACTIVITIES BY TIME SPENT

AVERAGE TIME EACH USER SPENDS USING A SMARTPHONE EACH DAY	YEAR-ON-YEAR INCREASE IN DAILY TIME SPENT USING SMARTPHONES	PERCENTAGE OF MOBILE TIME SPENT USING MOBILE APPS	PERCENTAGE OF MOBILE TIME SPENT USING WEB BROWSERS
4H 48M	+6.7%	92.5%	7.5%

SOURCE: APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS. **NOTES:** FIGURES REFLECT AVERAGES FOR FULL-YEAR 2021. FIGURES FOR AVERAGE DAILY TIME REPRESENT THE WEIGHTED AVERAGE OF ANDROID PHONE USE ACROSS THE TOP 10 MOBILE-FIRST MARKETS.

SHARE OF MOBILE TIME BY APP CATEGORY

PERCENTAGE OF TOTAL SMARTPHONE TIME SPENT USING APPS IN EACH APP CATEGORY

SOCIAL & COMMS	PHOTO & VIDEO	GAMES	ENTERTAINMENT	OTHER CATEGORIES
43.0%	**25.4%**	**7.7%**	**3.1%**	**20.8%**
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-0.9% (-40 BPS)	**+5.0% (120 BPS)**	**-7.2% (-60 BPS)**	**+3.3% (10 BPS)**	**-1.4% (-30 BPS)**

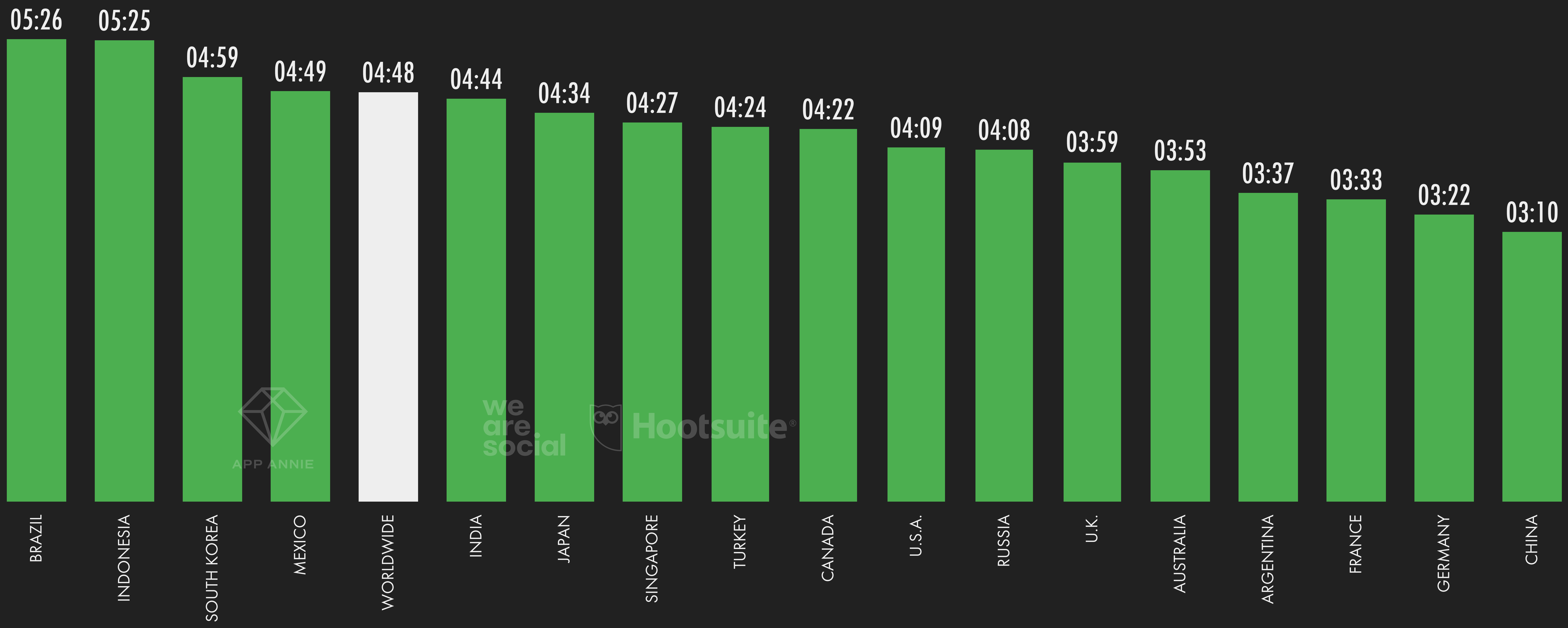
SOURCE: APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT SHARE OF TIME SPENT USING ANDROID PHONES THROUGHOUT 2021. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE IN SHARE; "BPS" VALUES REPRESENT BASIS POINTS, AND REFLECT THE ABSOLUTE YEAR-ON-YEAR CHANGE IN SHARE.

JAN 2022

DAILY TIME SPENT USING MOBILE PHONES

AVERAGE DAILY TIME SPENT USING MOBILE PHONES (ALL ACTIVITIES, IN HOURS AND MINUTES)

GLOBAL OVERVIEW



SOURCE: APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT AVERAGE DAILY TIME SPENT USING ANDROID PHONES FOR FULL-YEAR 2021. VALUE FOR "WORLDWIDE" BASED ON THE WEIGHTED AVERAGE OF THE TOP 10 COUNTRIES.

MOBILE APP MARKET OVERVIEW: APP ANNIE

HEADLINES FOR MOBILE APP DOWNLOADS AND SPEND, BASED ON APP ANNIE DATA

NUMBER OF MOBILE APP DOWNLOADS	YEAR-ON-YEAR CHANGE IN MOBILE APP DOWNLOADS	CONSUMER SPEND ON MOBILE APPS (USD)	YEAR-ON-YEAR CHANGE IN CONSUMER APP SPEND	AVERAGE APP SPEND PER SMARTPHONE (USD)
230 BILLION	+5.5% +12 BILLION	$170 BILLION	+18.8% +$27 BILLION	$27.16

SOURCES: APP ANNIE "STATE OF MOBILE 2022" REPORT; ERICSSON MOBILE VISUALIZER. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2021. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING. FIGURE FOR "AVERAGE CONSUMER SPEND PER SMARTPHONE" USES DATA FROM MULTIPLE SOURCES.

MOBILE APPS: TOP CATEGORIES BY APP STORE

APP ANNIE'S RANKING OF THE MOST POPULAR MOBILE APP CATEGORIES BETWEEN JANUARY AND DECEMBER 2021

GOOGLE PLAY: DOWNLOADS

#	APP CATEGORY
01	GAMES
02	TOOLS
03	SOCIAL
04	PHOTO & VIDEO
05	ENTERTAINMENT
06	FINANCE
07	SHOPPING
08	PRODUCTIVITY
09	MUSIC
10	LIFESTYLE

GOOGLE PLAY: CONSUMER SPEND

#	APP CATEGORY
01	GAMES
02	SOCIAL
03	ENTERTAINMENT
04	PRODUCTIVITY
05	LIFESTYLE
06	BOOKS & REFERENCE
07	HEALTH & FITNESS
08	PHOTO & VIDEO
09	EDUCATION
10	MUSIC

IOS APP STORE: DOWNLOADS

#	APP CATEGORY
01	GAMES
02	TOOLS
03	PHOTO & VIDEO
04	ENTERTAINMENT
05	SHOPPING
06	FINANCE
07	SOCIAL
08	LIFESTYLE
09	PRODUCTIVITY
10	EDUCATION

IOS APP STORE: CONSUMER SPEND

#	APP CATEGORY
01	GAMES
02	ENTERTAINMENT
03	PHOTO & VIDEO
04	SOCIAL
05	LIFESTYLE
06	MUSIC
07	BOOKS & REFERENCE
08	EDUCATION
09	HEALTH & FITNESS
10	PRODUCTIVITY

SOURCE: APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS. NOTE: RANKINGS BASED ON CONSUMER ACTIVITY BETWEEN JANUARY AND DECEMBER 2021.

APP ANNIE APP RANKING: ACTIVE USERS

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY AVERAGE NUMBER OF MONTHLY ACTIVE BETWEEN JANUARY AND DECEMBER 2021

#	MOBILE APP	COMPANY
01	FACEBOOK	META
02	WHATSAPP	META
03	FACEBOOK MESSENGER	META
04	INSTAGRAM	META
05	AMAZON	AMAZON
06	TIKTOK	BYTEDANCE
07	TELEGRAM	TELEGRAM
08	TWITTER	TWITTER
09	SPOTIFY	SPOTIFY
10	NETFLIX	NETFLIX

#	MOBILE GAME	COMPANY
01	PUBG MOBILE	TENCENT
02	ROBLOX	ROBLOX
03	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
04	GARENA FREE FIRE	SEA
05	AMONG US!	INNERSLOTH
06	LUDO KING	GAMETION
07	MINECRAFT POCKET EDITION	MICROSOFT
08	SUBWAY SURFERS	SYBO
09	CALL OF DUTY: MOBILE	ACTIVISION BLIZZARD
10	POKÉMON GO	NIANTIC

SOURCE: APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS. **NOTES:** RANKINGS BASED ON COMBINED MONTHLY ACTIVE USERS ACROSS IPHONES AND ANDROID PHONES BETWEEN JANUARY AND DECEMBER 2021, EXCLUDING PRE-INSTALLED APPS (E.G. YOUTUBE ON ANDROID PHONES, IMESSAGE ON IPHONES). DOES NOT INCLUDE DATA FOR CHINA.

JAN 2022

APP ANNIE APP RANKING: DOWNLOADS

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN JANUARY AND DECEMBER 2021

GLOBAL OVERVIEW

#	MOBILE APP	COMPANY
01	TIKTOK[1]	BYTEDANCE
02	INSTAGRAM	META
03	FACEBOOK	META
04	WHATSAPP	META
05	TELEGRAM	TELEGRAM
06	SNAPCHAT	SNAP
07	FACEBOOK MESSENGER	META
08	ZOOM CLOUD MEETINGS	ZOOM
09	CAPCUT	BYTEDANCE
10	SPOTIFY	SPOTIFY

#	MOBILE GAME	COMPANY
01	GARENA FREE FIRE	SEA
02	SUBWAY SURFERS	SYBO
03	ROBLOX	ROBLOX
04	BRIDGE RACE	IRONSOURCE
05	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
06	PUBG MOBILE	TENCENT
07	LUDO KING	GAMETION
08	HAIR CHALLENGE	ZYNGA
09	AMONG US!	INNERSLOTH
10	JOIN CLASH 3D	IRONSOURCE

SOURCE: APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS. **NOTES:** RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN JANUARY AND DECEMBER 2021. VALUES FOR CHINA ONLY INCLUDE ACTIVITY ON THE APPLE IOS APP STORE. **COMPARABILITY:** (1) VALUES FOR "TIKTOK" INCLUDE DOUYIN. NOTE THAT WE REPORT FIGURES FOR TIKTOK AND DOUYIN SEPARATELY ELSEWHERE IN THIS REPORT.

APP ANNIE APP RANKING: CONSUMER SPEND

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN JANUARY AND DECEMBER 2021

#	MOBILE APP	COMPANY
01	TIKTOK[1]	BYTEDANCE
02	YOUTUBE	ALPHABET
03	TINDER	MATCH GROUP
04	DISNEY+	DISNEY
05	TENCENT VIDEO	TENCENT
06	PICCOMA	KAKAO
07	HBO MAX	AT&T
08	GOOGLE ONE	ALPHABET
09	TWITCH	AMAZON
10	BIGO LIVE	JOYY

#	MOBILE GAME	COMPANY
01	ROBLOX	ROBLOX
02	GENSHIN IMPACT	MIHOYO
03	COIN MASTER	MOON ACTIVE
04	HONOUR OF KINGS	TENCENT
05	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
06	PUBG MOBILE	TENCENT
07	POKÉMON GO	NIANTIC
08	UMA MUSUME PRETTY DERBY	CYBERAGENT
09	GAME FOR PEACE	TENCENT
10	HOMESCAPES	PLAYRIX

SOURCE: APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS. **NOTES:** RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN JANUARY AND DECEMBER 2021. VALUES FOR CHINA ONLY INCLUDE ACTIVITY ON THE APPLE IOS APP STORE. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING. **COMPARABILITY:** (1) VALUES FOR "TIKTOK" INCLUDE DOUYIN. NOTE THAT WE REPORT FIGURES FOR TIKTOK AND DOUYIN SEPARATELY ELSEWHERE IN THIS REPORT.

WE ARE SOCIAL'S PERSPECTIVE

APPS & MOBILE IN 2022

SHIFTS IN HOW WE'RE USING OUR PHONES

ON-THE-GO CONSOLES

The promise of imminent 5G connectivity continues to keep many global audiences on their toes. And while it hasn't rolled out everywhere, early successes from gaming developers speak to a future in which hand-held devices will need to work harder to support high octane gaming on a smaller screen. With titles like Genshin Impact already wildly successful and mobile esports taking off, screen size, memory capacity and more will see heightened expectations, as smartphones are reimagined as miniature consoles.

In 2022, brands will need to work harder to support specialist needs from gaming communities.

PRE-EMPTIVE PRIVACY

Recent years have continued to see privacy scandals ebb and flow, but as such a monolithic problem, it can feel too big for one party to solve. Yet for mobile manufacturers, there are opportunities to offer users support at the ground floor. Enter: Apple's iOS 14. Designed to educate audiences around the privacy and empower them to make decisions around it, Apple is paving the way to a future in which T&Cs aren't hidden in miniature fonts at the end of agreements but broken into timely, transparent and easy to understand chunks.

In 2022, brands should take accountability for helping audiences understand how their data is used.

PARING BACK

Amid a growing cynicism towards tech monopolies, major social platforms and the commercial culture they enable, many people are yearning for the simpler days of tech. While some are creating healthier social habits and others are virtue signalling with nostalgic accessories like wired headphones, simpler mobile devices are also having a moment: in 2021 blockbuster No Time To Die, even James Bond foregoes an iPhone in favour of a Nokia.

In 2022, brands should make it easier for people to simplify their digital lives.

we are social

DIGITAL2022

ECOMMERCE

WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK

PURCHASED A PRODUCT OR SERVICE ONLINE	ORDERED GROCERIES VIA AN ONLINE STORE	BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE	USED AN ONLINE PRICE COMPARISON SERVICE	USED A BUY NOW, PAY LATER SERVICE
58.4%	28.3%	14.4%	24.6%	17.8%

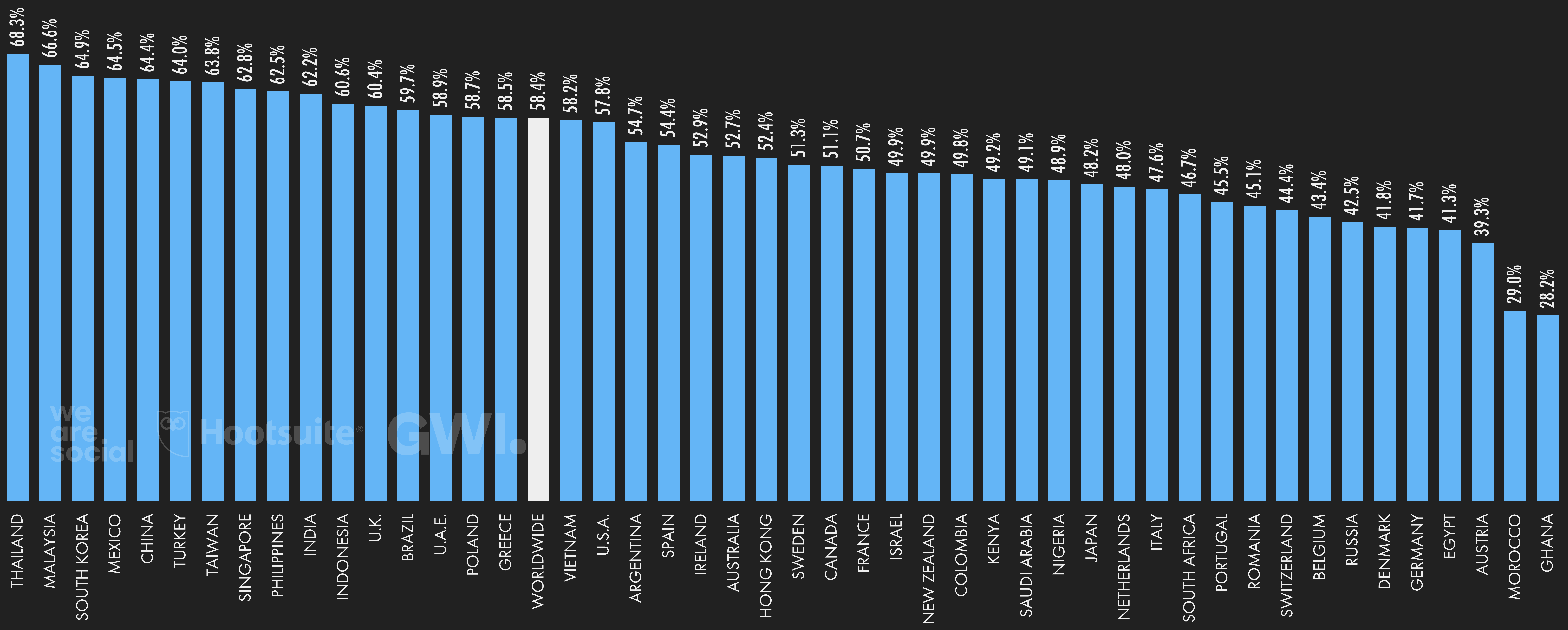
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2022

WEEKLY ONLINE PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BUY SOMETHING ONLINE EACH WEEK

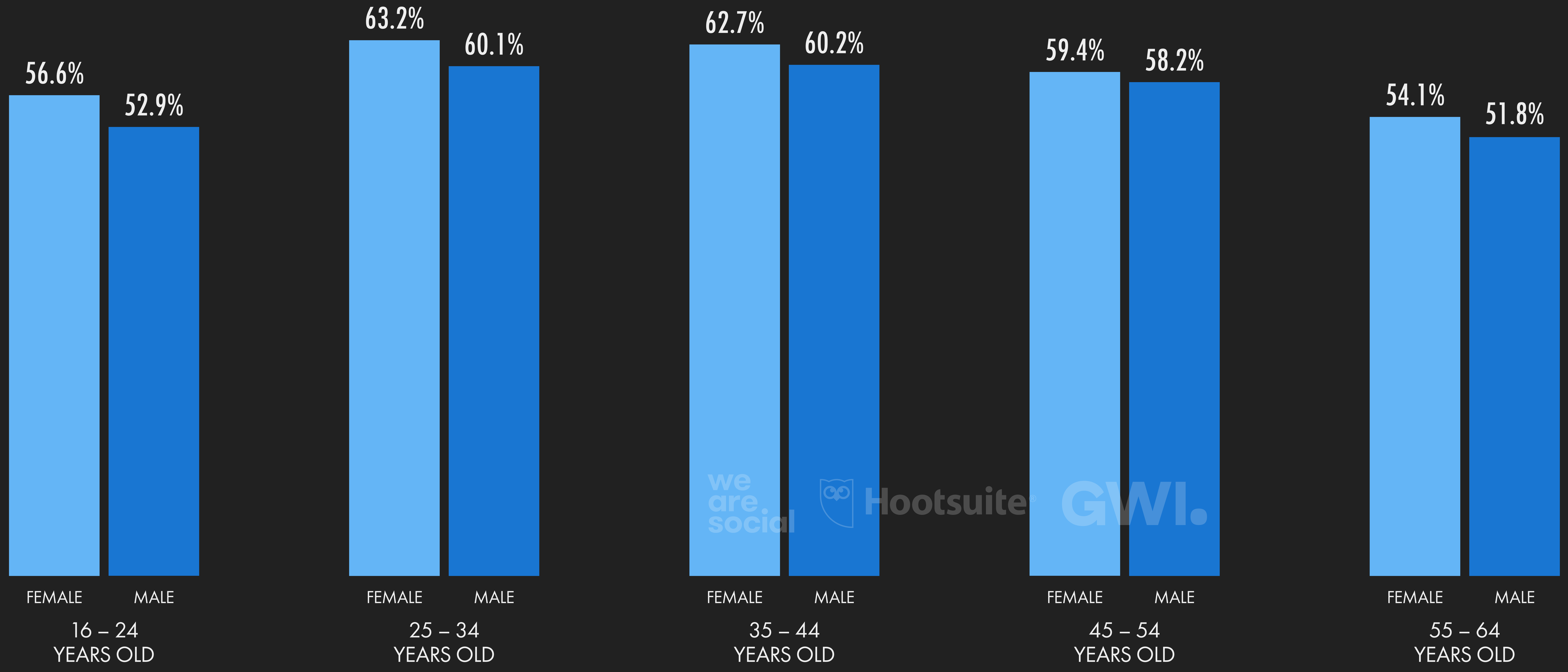
GLOBAL OVERVIEW



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

WEEKLY ONLINE PURCHASES

PERCENTAGE OF INTERNET USERS WHO BUY SOMETHING ONLINE EACH WEEK



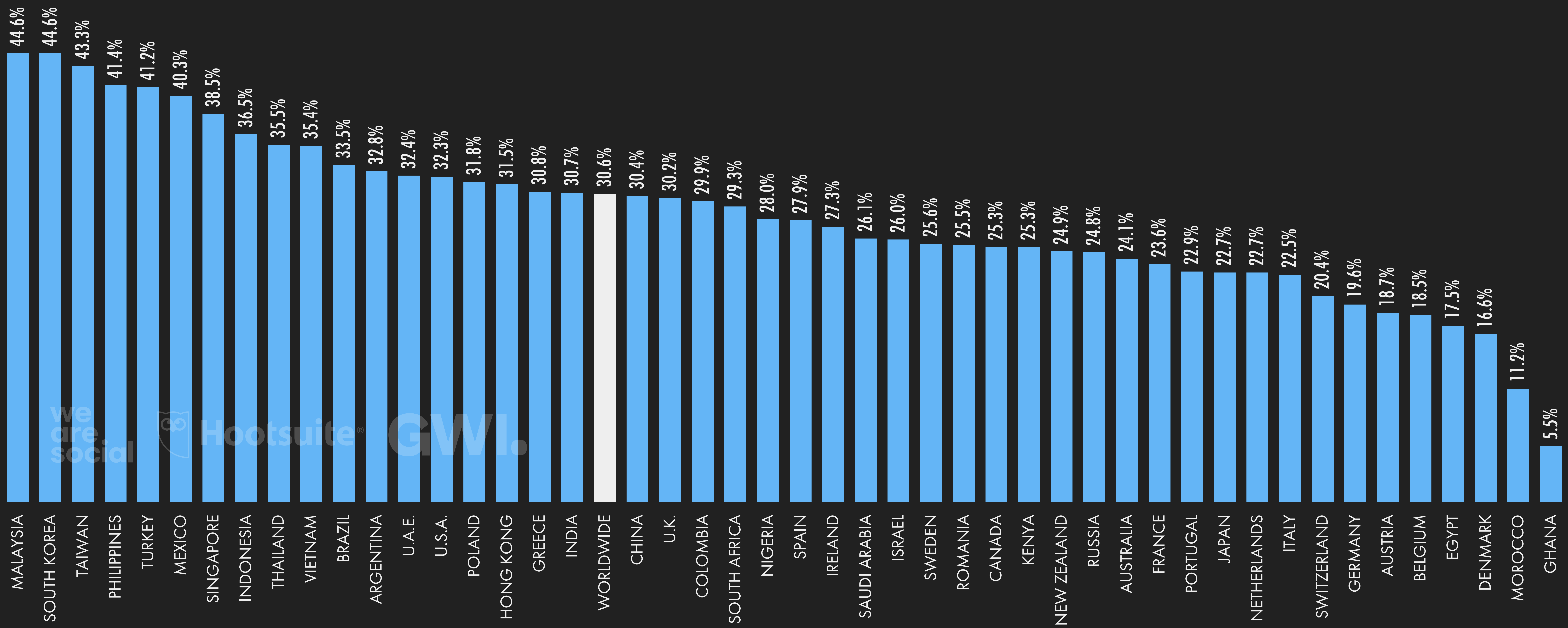
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2022

WEEKLY MOBILE COMMERCE PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BUY SOMETHING ONLINE EACH WEEK VIA A MOBILE PHONE

GLOBAL OVERVIEW



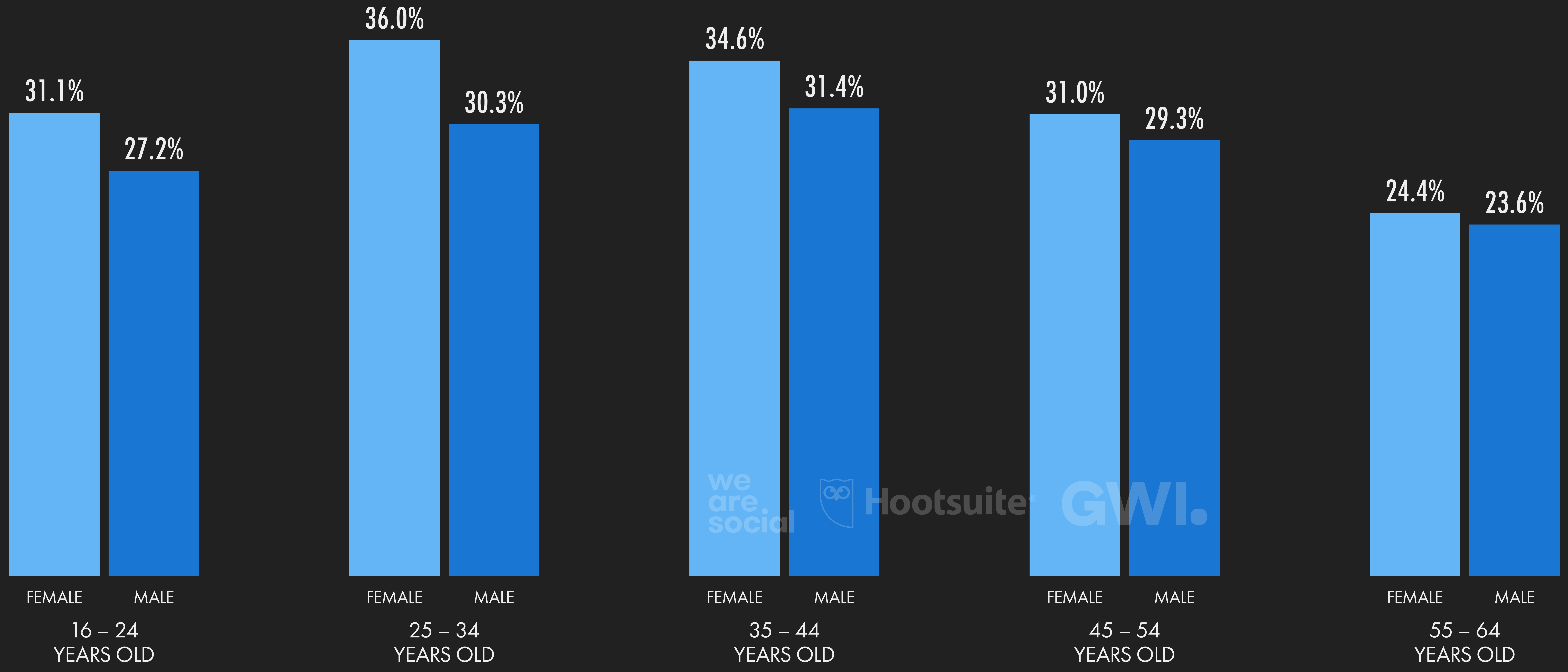
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2022

WEEKLY MOBILE COMMERCE PURCHASES

PERCENTAGE OF INTERNET USERS WHO BUY SOMETHING ONLINE EACH WEEK VIA A MOBILE PHONE

GLOBAL OVERVIEW



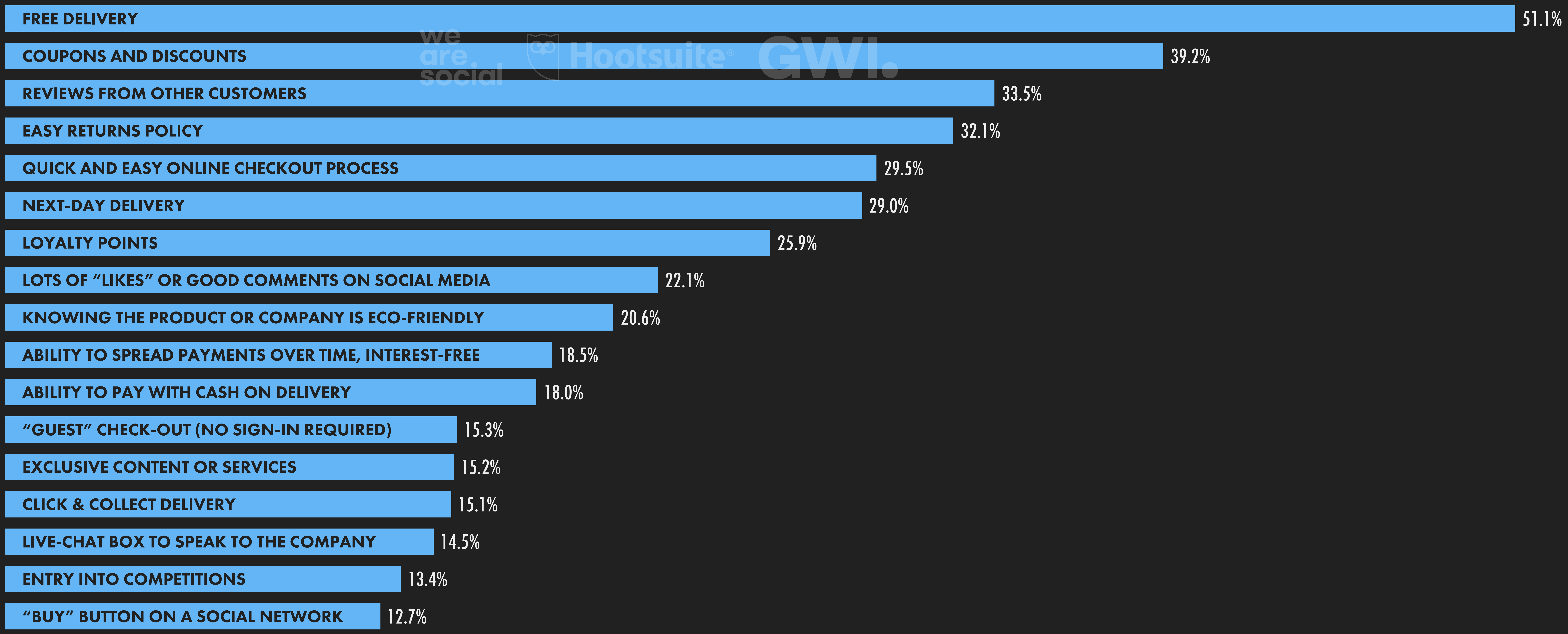
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2022

ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

OVERVIEW OF CONSUMER GOODS ECOMMERCE

HEADLINES FOR THE ADOPTION AND USE OF CONSUMER GOODS ECOMMERCE (B2C ONLY)

NUMBER OF PEOPLE PURCHASING CONSUMER GOODS VIA THE INTERNET	TOTAL ANNUAL SPEND ON ONLINE CONSUMER GOODS PURCHASES (USD)	AVERAGE ANNUAL REVENUE PER CONSUMER GOODS ECOMMERCE USER (USD)	SHARE OF CONSUMER GOODS ECOMMERCE SPEND ATTRIBUTABLE TO PURCHASES MADE VIA MOBILE PHONES
3.78 BILLION	**$3.85 TRILLION**	**$1,017**	**60.1%**
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+10% (+344 MILLION)	**+18% (+$591 BILLION)**	**+7.4% (+$69.92)**	**+1.0% (+62 BPS)**

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

ECOMMERCE: CONSUMER GOODS CATEGORIES

ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (U.S. DOLLARS, B2C ONLY)

ELECTRONICS	FASHION	FURNITURE	TOYS, HOBBY, DIY
$988.4 BILLION	$904.5 BILLION	$436.8 BILLION	$392.9 BILLION
YEAR-ON-YEAR CHANGE +13% (+$110 BILLION)	YEAR-ON-YEAR CHANGE +17% (+$134 BILLION)	YEAR-ON-YEAR CHANGE +13% (+$49 BILLION)	YEAR-ON-YEAR CHANGE +18% (+$59 BILLION)

PERSONAL & HOUSEHOLD CARE	FOOD	BEVERAGES	PHYSICAL MEDIA
$381.5 BILLION	$376.6 BILLION	$211.5 BILLION	$155.0 BILLION
YEAR-ON-YEAR CHANGE +21% (+$66 BILLION)	YEAR-ON-YEAR CHANGE +38% (+$103 BILLION)	YEAR-ON-YEAR CHANGE +35% (+$55 BILLION)	YEAR-ON-YEAR CHANGE +11% (+$15 BILLION)

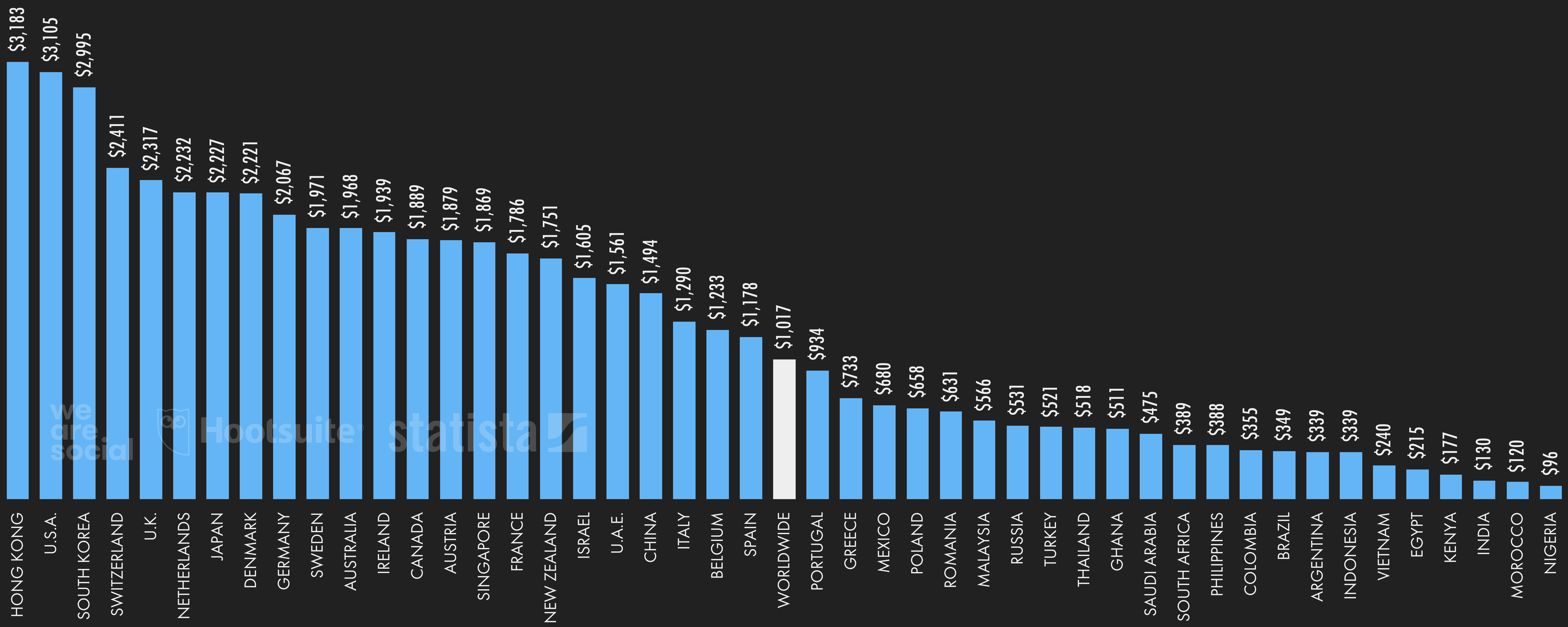
SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. THE "PERSONAL & HOUSEHOLD CARE" CATEGORY INCLUDES BEAUTY AND CONSUMER HEALTHCARE. THE "PHYSICAL MEDIA" CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2022

CONSUMER GOODS ECOMMERCE ARPU

AVERAGE ANNUAL ONLINE REVENUE PER CONSUMER GOODS ECOMMERCE USER (U.S. DOLLARS)

GLOBAL OVERVIEW



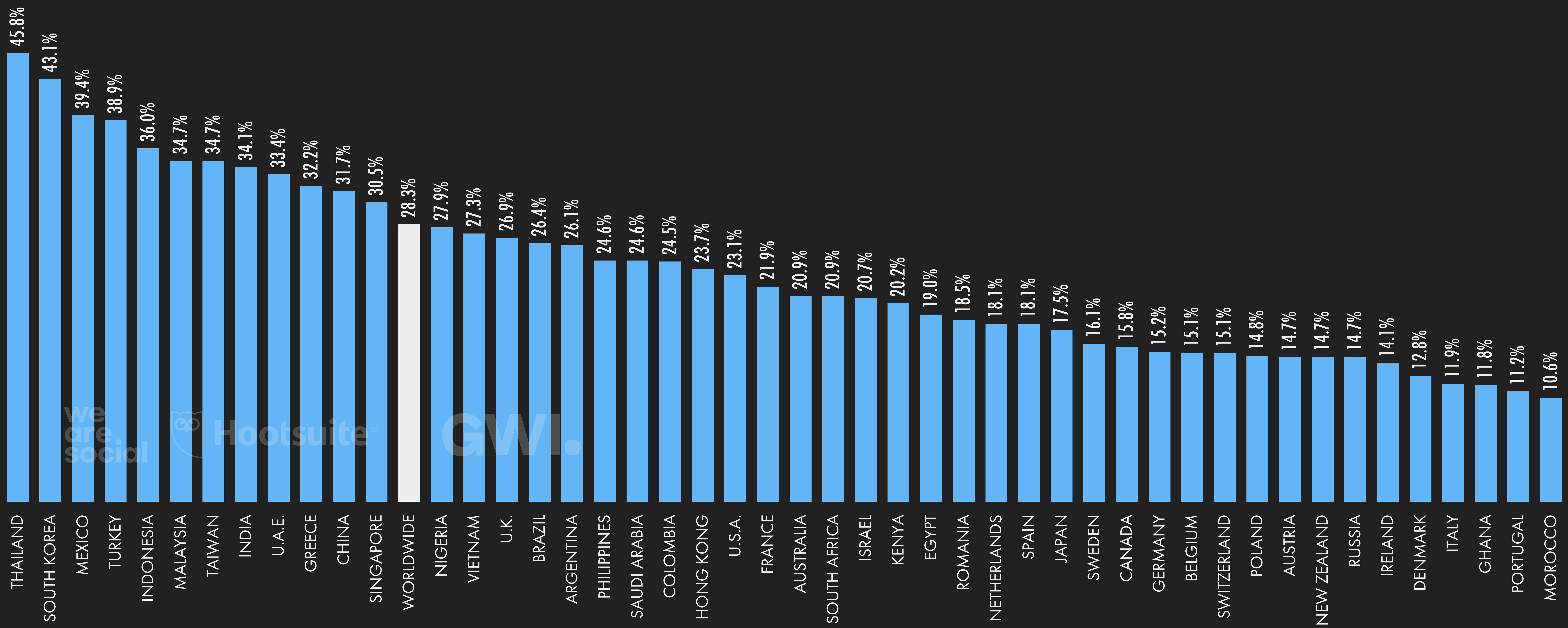
SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF AVERAGE FULL-YEAR SPEND PER ONLINE CONSUMER GOODS SHOPPER FOR 2021 IN U.S. DOLLARS. "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2022

WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BUY GROCERIES ONLINE EACH WEEK

GLOBAL OVERVIEW



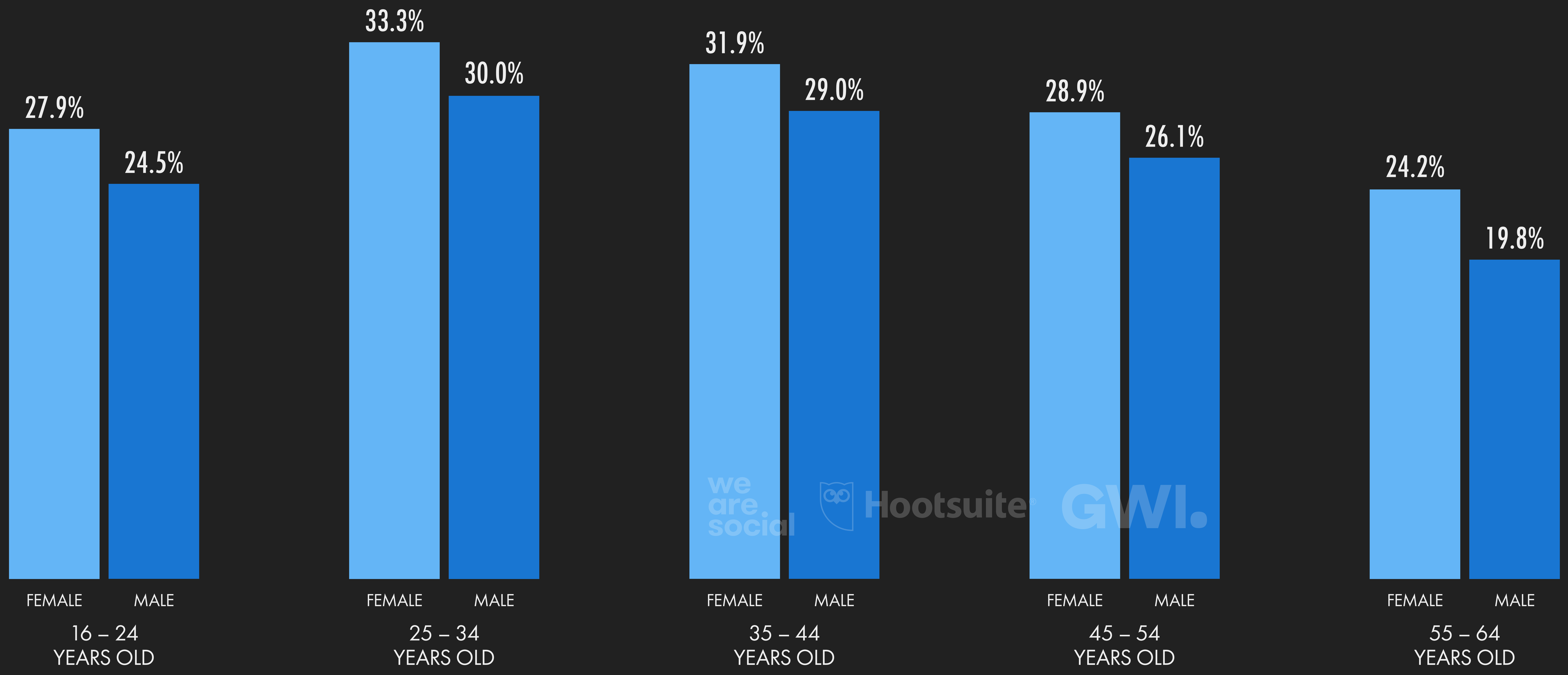
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

JAN 2022

WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF INTERNET USERS WHO BUY GROCERIES ONLINE EACH WEEK

GLOBAL OVERVIEW



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ONLINE TRAVEL AND TOURISM

ANNUAL SPEND ON ONLINE TRAVEL AND TOURISM SERVICES (U.S. DOLLARS)

GLOBAL OVERVIEW

FLIGHTS	CAR RENTALS	TRAINS	LONG-DISTANCE BUSES
$173.2 BILLION	$41.82 BILLION	$41.65 BILLION	$5.30 BILLION
YEAR-ON-YEAR CHANGE +6.8% (+$11 BILLION)	YEAR-ON-YEAR CHANGE +15% (+$5.5 BILLION)	YEAR-ON-YEAR CHANGE -10% (-$4.8 BILLION)	YEAR-ON-YEAR CHANGE -6.6% (-$375 MILLION)

HOTELS	PACKAGE HOLIDAYS	VACATION RENTALS	CRUISES
$142.2 BILLION	$102.4 BILLION	$39.92 BILLION	$1.58 BILLION
YEAR-ON-YEAR CHANGE +45% (+$44 BILLION)	YEAR-ON-YEAR CHANGE +59% (+$38 BILLION)	YEAR-ON-YEAR CHANGE +30% (+$9.2 BILLION)	YEAR-ON-YEAR CHANGE +117% (+$853 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK; STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT, NON-COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, RIDE-HAILING, OR CHAUFFEUR SERVICES. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2022

ONLINE FOOD DELIVERY OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE FOOD DELIVERY SERVICES

GLOBAL OVERVIEW

NUMBER OF PEOPLE ORDERING FOOD DELIVERY VIA ONLINE PLATFORMS	YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE FOOD DELIVERY USERS	TOTAL ANNUAL VALUE OF ONLINE FOOD DELIVERY ORDERS (USD)	YEAR-ON-YEAR CHANGE IN THE VALUE OF ONLINE FOOD DELIVERY ORDERS	AVERAGE ANNUAL VALUE OF ONLINE FOOD DELIVERY ORDERS PER USER (USD)
1.75 BILLION	+18.9% +277 MILLION	$270.3 BILLION	+19.6% +$44 BILLION	$155 YOY: +0.6%

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. ONLY INCLUDES ORDERS MADE VIA ONLINE SERVICES. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

DIGITAL HEALTH OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE DEVICES AND SERVICES

NUMBER OF PEOPLE USING DIGITAL HEALTH DEVICES AND SERVICES

3.26

BILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL HEALTH USERS

+8.9%

+267 MILLION

TOTAL ANNUAL VALUE OF THE DIGITAL HEALTH MARKET (USD)

$128.8

BILLION

YEAR-ON-YEAR CHANGE IN THE VALUE OF THE DIGITAL HEALTH MARKET

+23.5%

+$24 BILLION

AVERAGE ANNUAL SPEND ON DIGITAL HEALTH PER USER (USD)

$39.46

YOY: +13%

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** "DIGITAL HEALTH" INCLUDES DIGITAL FITNESS & WELLBEING DEVICES AND APPS; EHEALTH DEVICES AND APPS; OVER-THE-COUNTER PHARMACEUTICALS SOLD VIA THE INTERNET; AND ONLINE DOCTOR CONSULTATIONS. DOES NOT INCLUDE SMART CLOTHING, SMART SHOES, OR SMART EYEWEAR; APPS FOR TRACKING SLEEP OR TRACKING HEALTH; MOOD IMPROVEMENT APPS; OR APPS TO MANAGE ADDICTION, DEPRESSION, EATING DISORDERS, OR SCHIZOPHRENIA. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES SHOW ABSOLUTE CHANGE.

DIGITAL MEDIA SPEND

ANNUAL SPEND ON DIGITAL MEDIA DOWNLOADS AND SUBSCRIPTIONS

TOTAL	VIDEO GAMES	VIDEO-ON-DEMAND	EPUBLISHING	DIGITAL MUSIC
$293.9 BILLION	$155.5 BILLION	$85.76 BILLION	$27.59 BILLION	$25.07 BILLION
YEAR-ON-YEAR CHANGE +17% (+$43 BILLION)	YEAR-ON-YEAR CHANGE +16% (+$21 BILLION)	YEAR-ON-YEAR CHANGE +21% (+$15 BILLION)	YEAR-ON-YEAR CHANGE +12% (+$2.9 BILLION)	YEAR-ON-YEAR CHANGE +17% (+$3.7 BILLION)

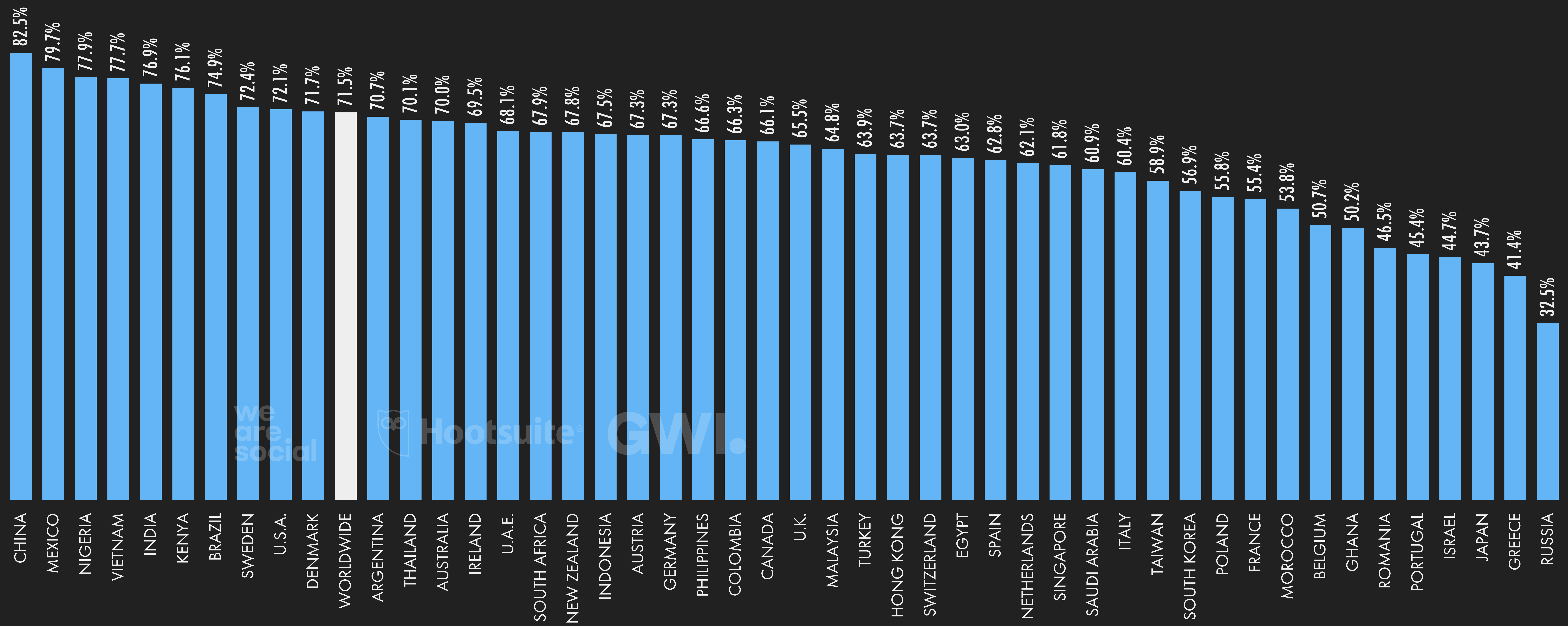
SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2022

DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR ANY KIND OF DIGITAL CONTENT EACH MONTH

GLOBAL OVERVIEW



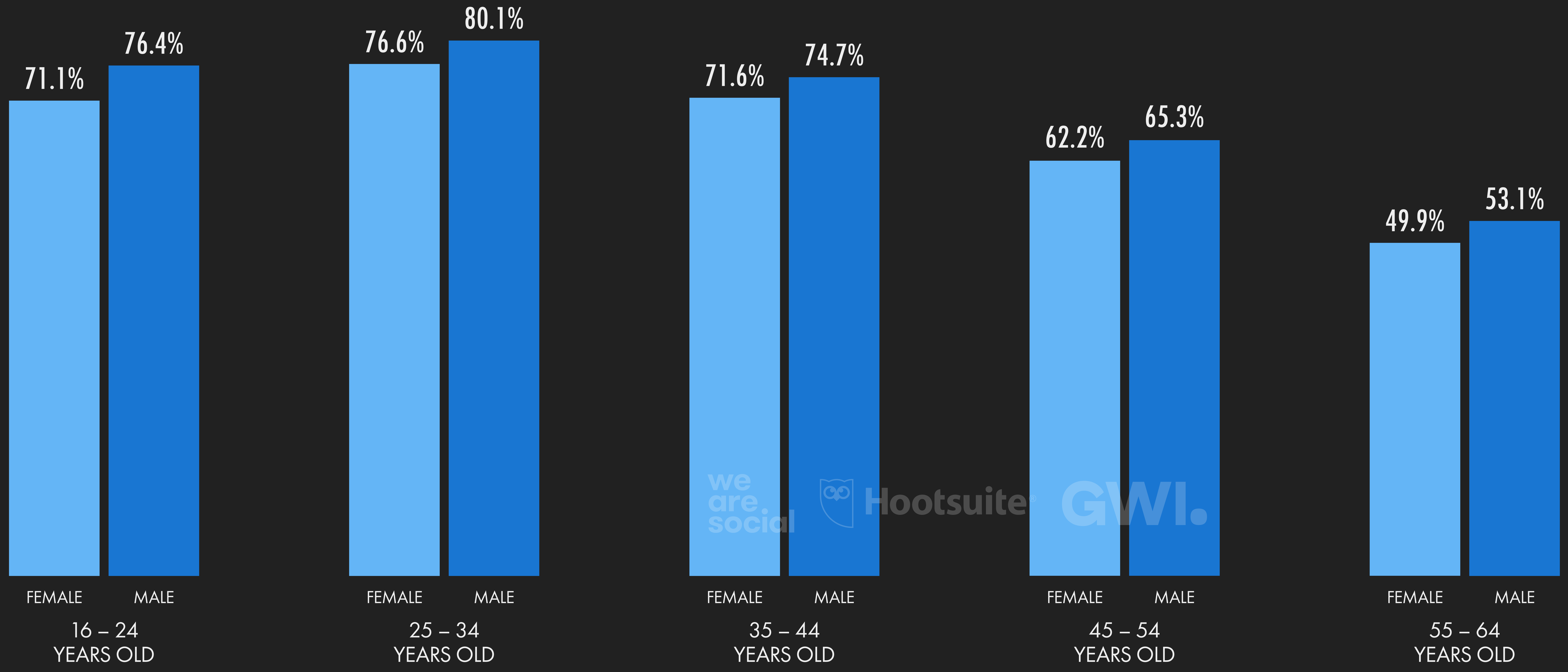
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** IN THIS CONTEXT, "DIGITAL CONTENT" INCLUDES ONLINE ACCESS TO, DOWNLOADS OF, AND SUBSCRIPTIONS TO A BROAD RANGE OF DIGITAL CONTENT, INCLUDING MOVIES, MUSIC, TV SHOWS, STREAMING SERVICES, NEWS SERVICES, E-BOOKS AND MAGAZINES, VIDEO GAMES, SOFTWARE, DATING SERVICES, AND DIGITAL GIFTS, AS WELL AS IN-APP PURCHASES.

JAN 2022

DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS WHO PAY FOR ANY KIND OF DIGITAL CONTENT EACH MONTH

GLOBAL OVERVIEW



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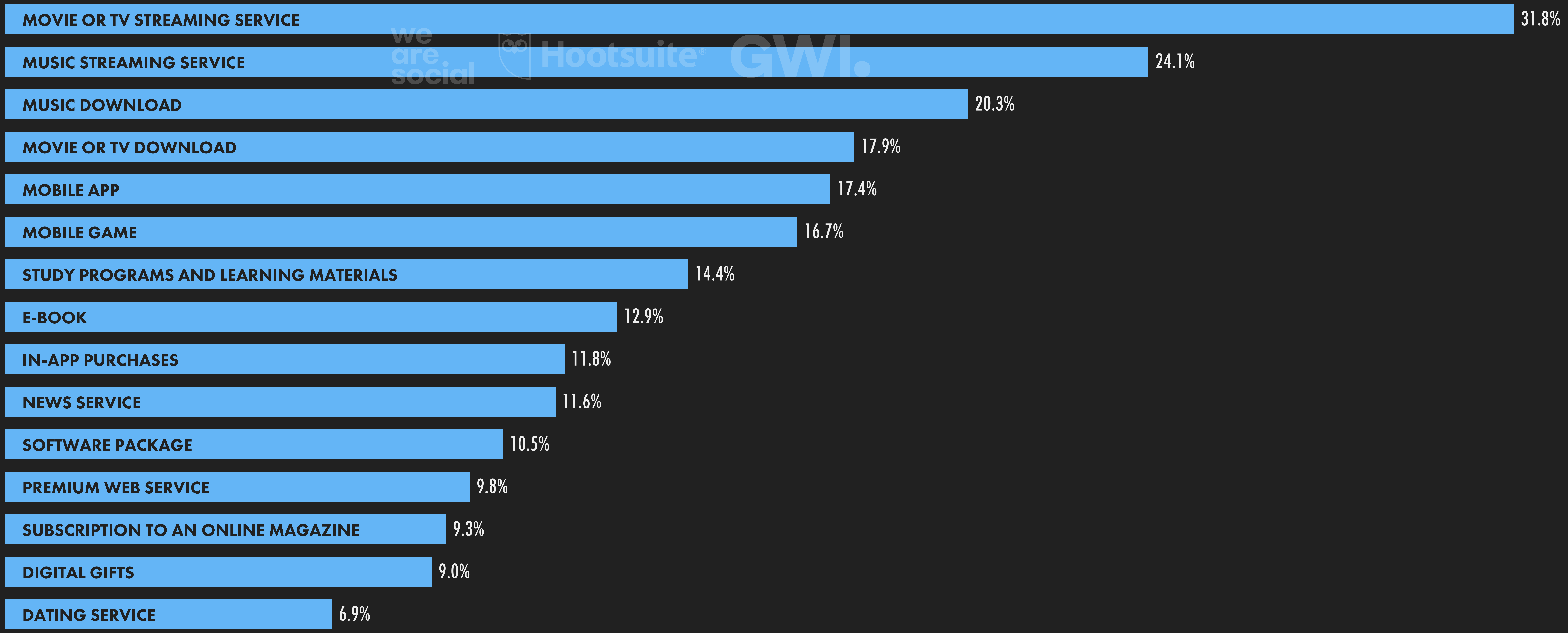
DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH



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OVERVIEW OF CONSUMER DIGITAL PAYMENTS

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED PAYMENT SERVICES BY END CONSUMERS

NUMBER OF PEOPLE MAKING DIGITAL PAYMENTS	YEAR-ON-YEAR CHANGE IN THE NUMBER OF PEOPLE MAKING DIGITAL PAYMENTS	TOTAL ANNUAL VALUE OF DIGITAL PAYMENT TRANSACTIONS (USD)	YEAR-ON-YEAR CHANGE IN THE VALUE OF DIGITAL PAYMENT TRANSACTIONS	AVERAGE ANNUAL VALUE OF DIGITAL PAYMENTS PER USER (USD)
3.82 BILLION	+10.0% +348 MILLION	$6.75 TRILLION	+24.5% +$1.3 TRILLION	$1,766 YOY: +13%

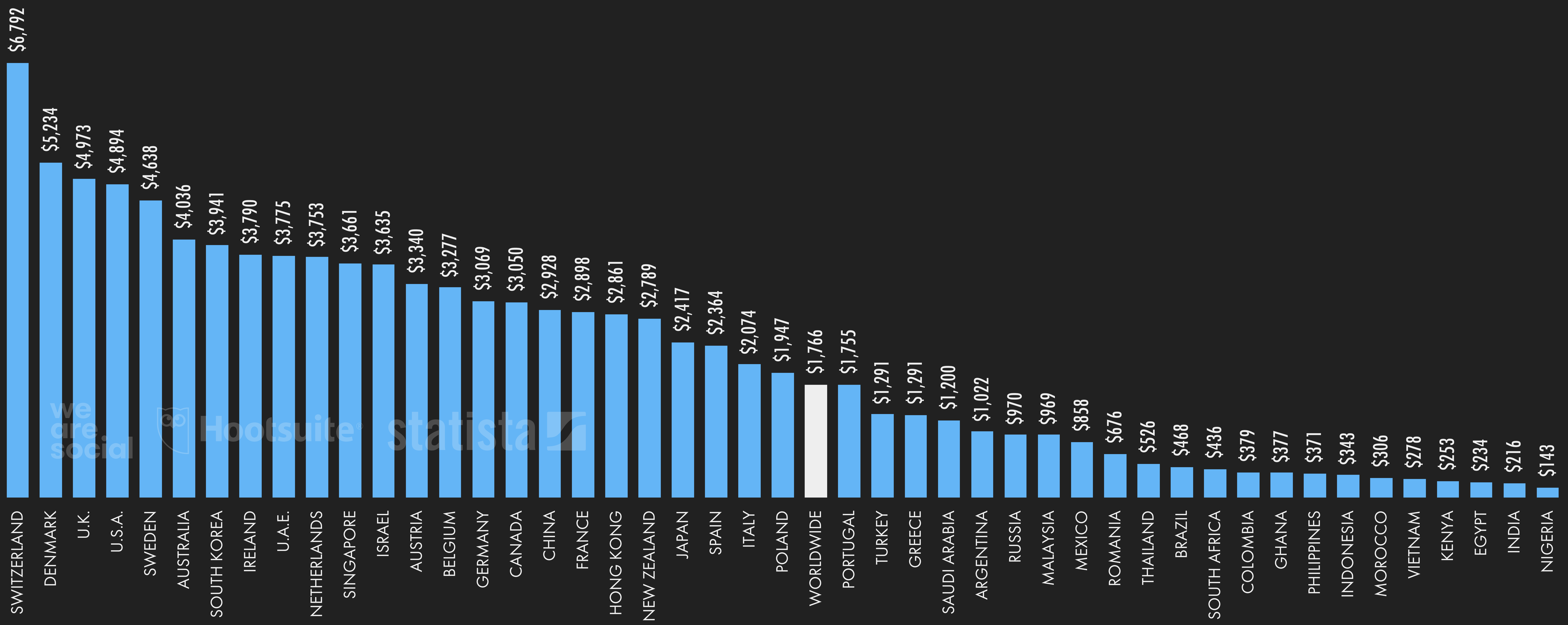
SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. VALUES DO NOT INCLUDE B2B TRANSACTIONS. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR FOR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2022

DIGITAL PAYMENTS ARPU

AVERAGE ANNUAL VALUE OF CONSUMER DIGITAL PAYMENTS PER USER (U.S. DOLLARS)

GLOBAL OVERVIEW



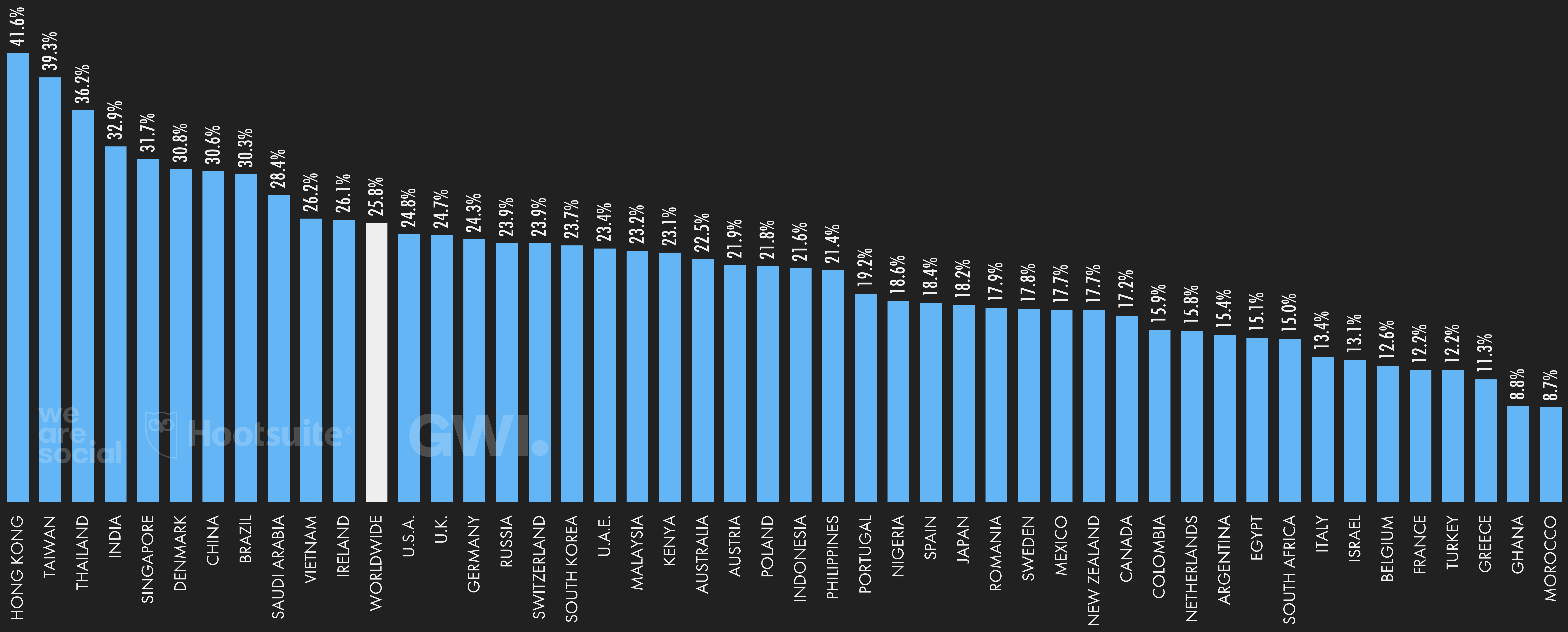
SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF THE TOTAL ANNUAL VALUE OF DIGITAL PAYMENTS MADE BY EACH USER OF DIGITAL PAYMENTS FOR FULL-YEAR 2021 IN U.S. DOLLARS. "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. DOES NOT INCLUDE B2B PAYMENTS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2022

USE OF MOBILE PAYMENT SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE MOBILE PAYMENT SERVICES (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH

GLOBAL OVERVIEW



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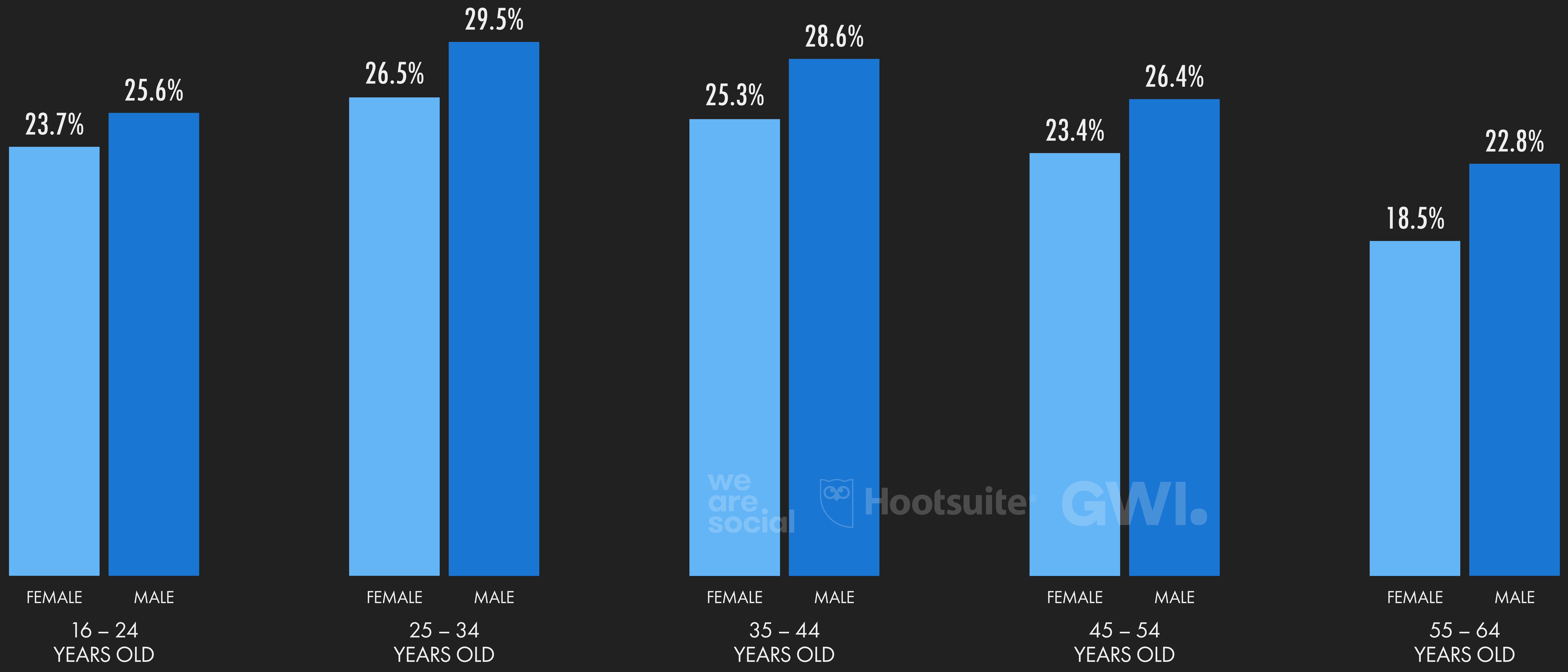
JAN 2022

USE OF MOBILE PAYMENT SERVICES

PERCENTAGE OF INTERNET USERS WHO USE MOBILE PAYMENT SERVICES (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH

GLOBAL OVERVIEW



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WE ARE SOCIAL'S PERSPECTIVE

E-COMMERCE IN 2022

SHIFTS IN HOW WE SHOP AND SPEND ON SOCIAL

NEW MATERIALISTS

From NFTs to designer Fortnite skins, a growing number of people are seeing the value of digital goods and putting hard cash behind them, including the 33% of Gen Zers who have invested in digital clothing. As online ownership is normalised, the status symbol is being redefined for a life lived more online.

In 2022, brands should be exploring the role virtual spaces will play in selling both physical and digital products.

VIDEO SHOWROOMS

Retail innovation had already been forced upon brands at the hands of the pandemic. But the mainstreaming of video-first platforms like Twitch and TikTok have further increased people's expectations of shoppable content. It's no longer enough for the journey from feed to basket to be seamless. It's also got to be immersive and multi-sensory. Through shoppable videos and live channels, people want brands to work harder to put products into context online.

In 2022, brands should be exploring the role video can play in the lower end of the funnel, and what kind of talent can land it.

DELAYED PAYMENTS

With major retailers from ASOS to Amazon launching or partnering with 'Buy Now, Pay Later' initiatives, online shopping is on the brink of a new era of frictionless purchases in which delivery times grow ever shorter, while actually cashing out for a product feels like a distant future. While major providers are addressing the ethics of this further normalisation of credit in their communications, this feature is set to become a mainstay in e-commerce.

In 2022, brands should work to ensure their customers are well-versed in the long-term impact of these new offerings.

we are social

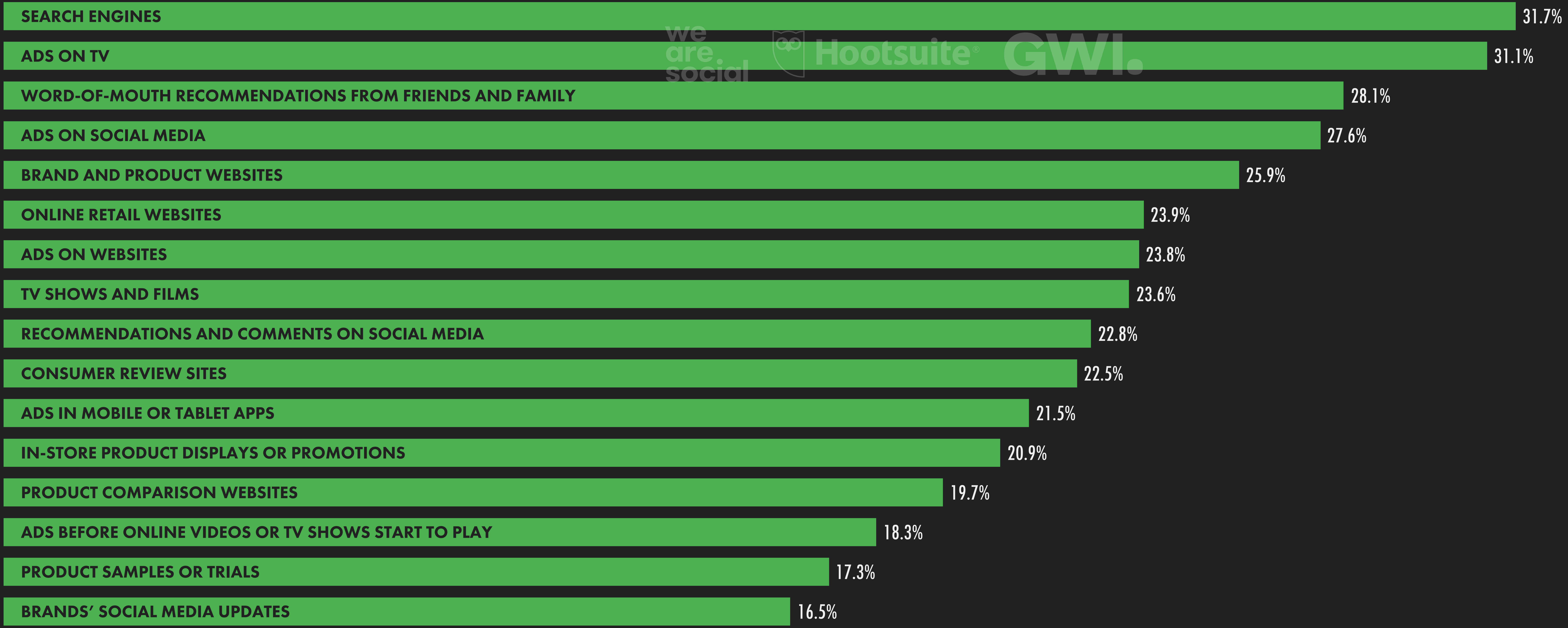
DIGITAL MARKETING

JAN 2022

SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM

GLOBAL OVERVIEW



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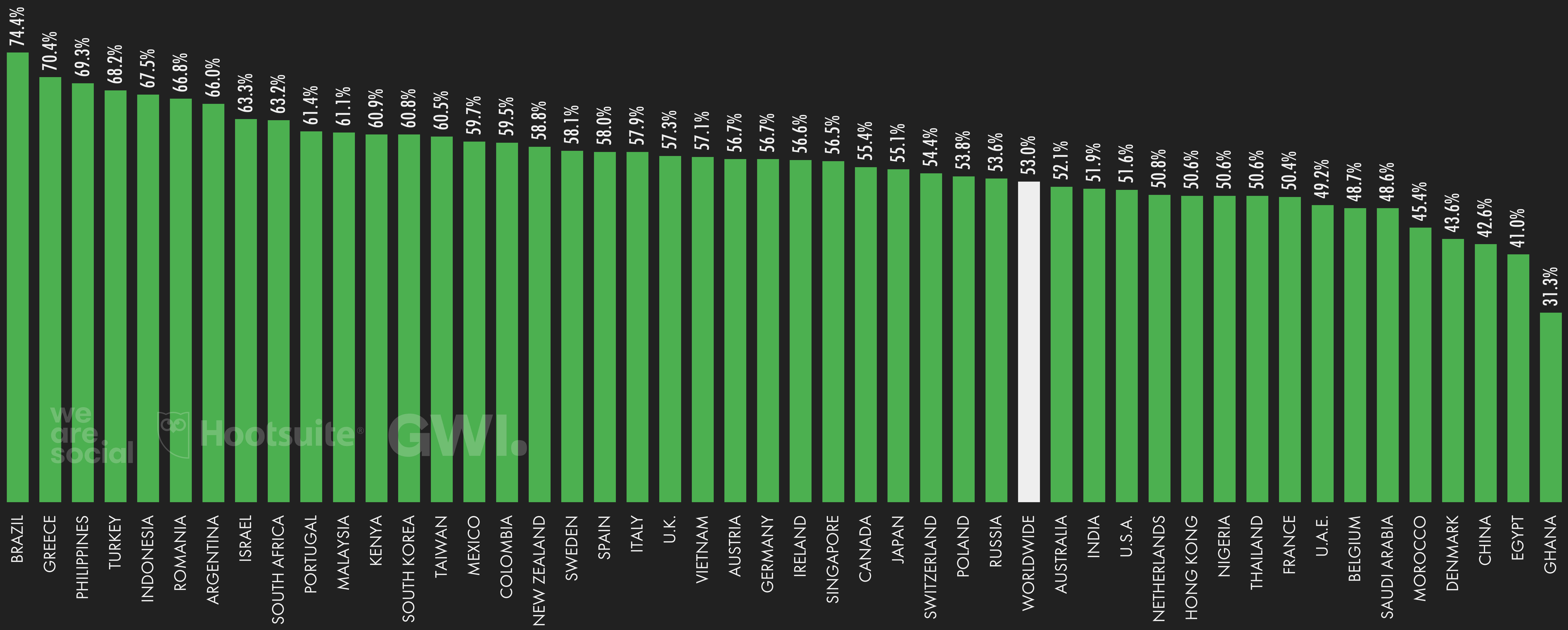
JAN 2022

ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO RESEARCH BRANDS, PRODUCTS, AND SERVICES ONLINE BEFORE MAKING A PURCHASE

GLOBAL OVERVIEW



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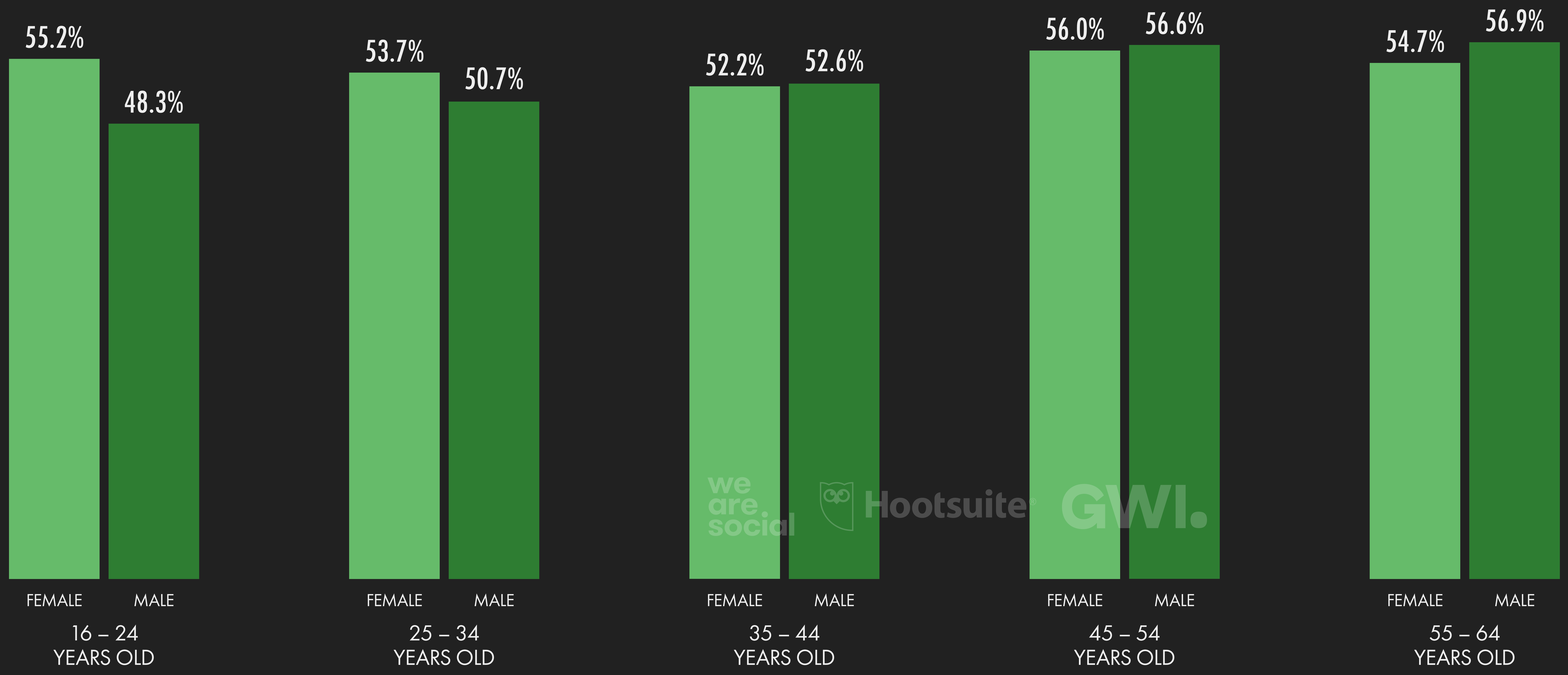
JAN 2022

ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS WHO RESEARCH BRANDS, PRODUCTS, AND SERVICES ONLINE BEFORE MAKING A PURCHASE

GLOBAL OVERVIEW



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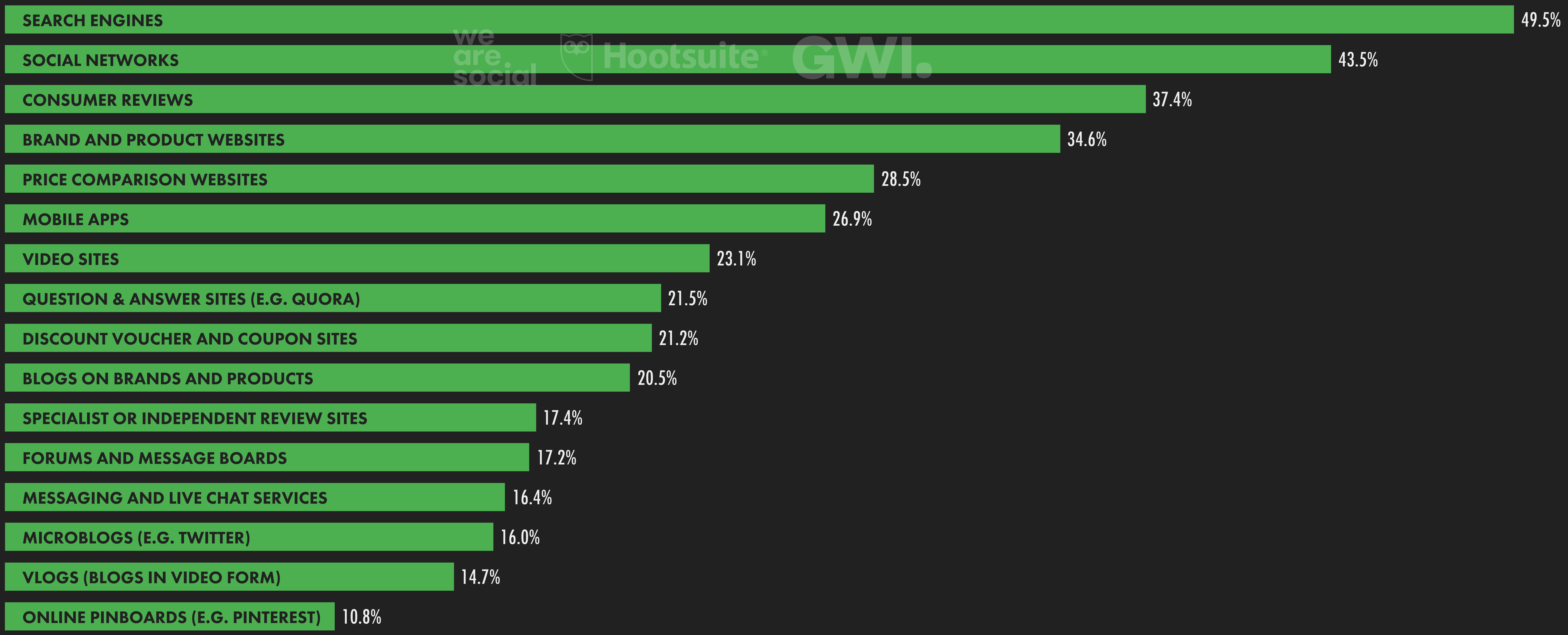
MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS



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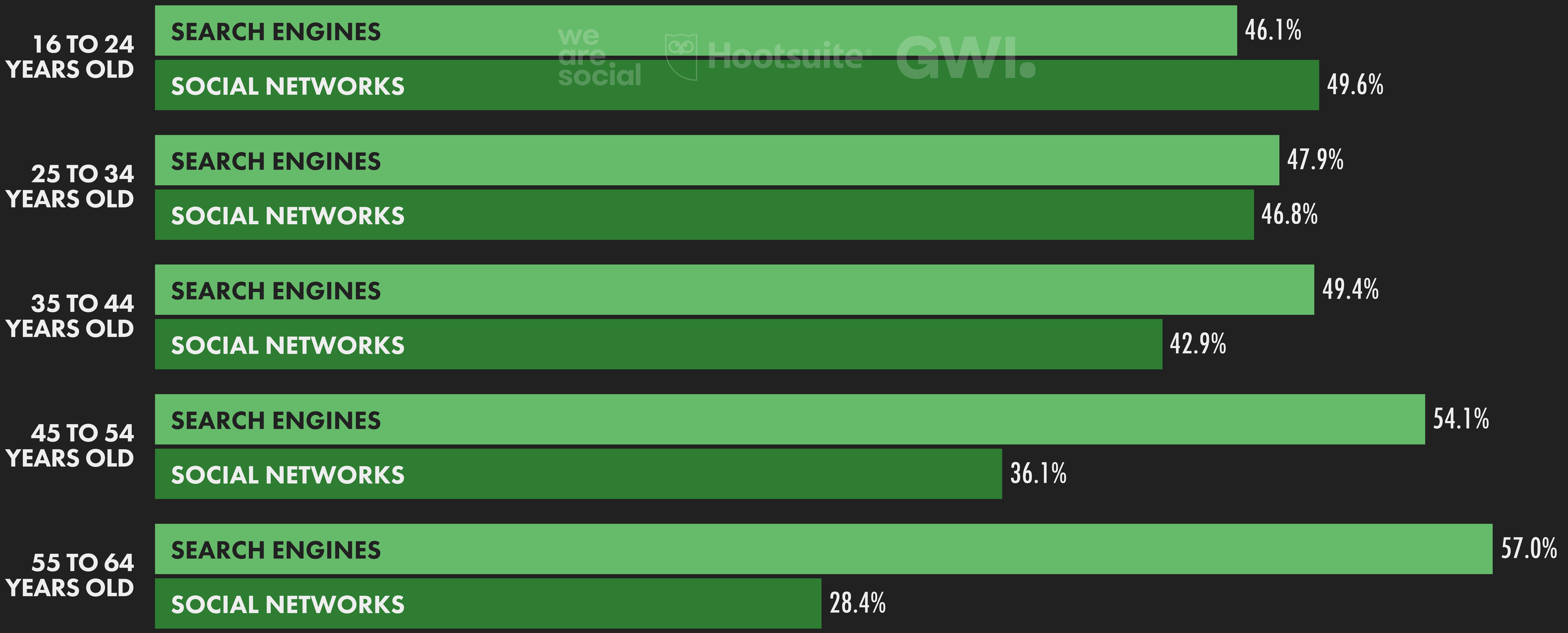
JAN 2022

TOP CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS

GLOBAL OVERVIEW



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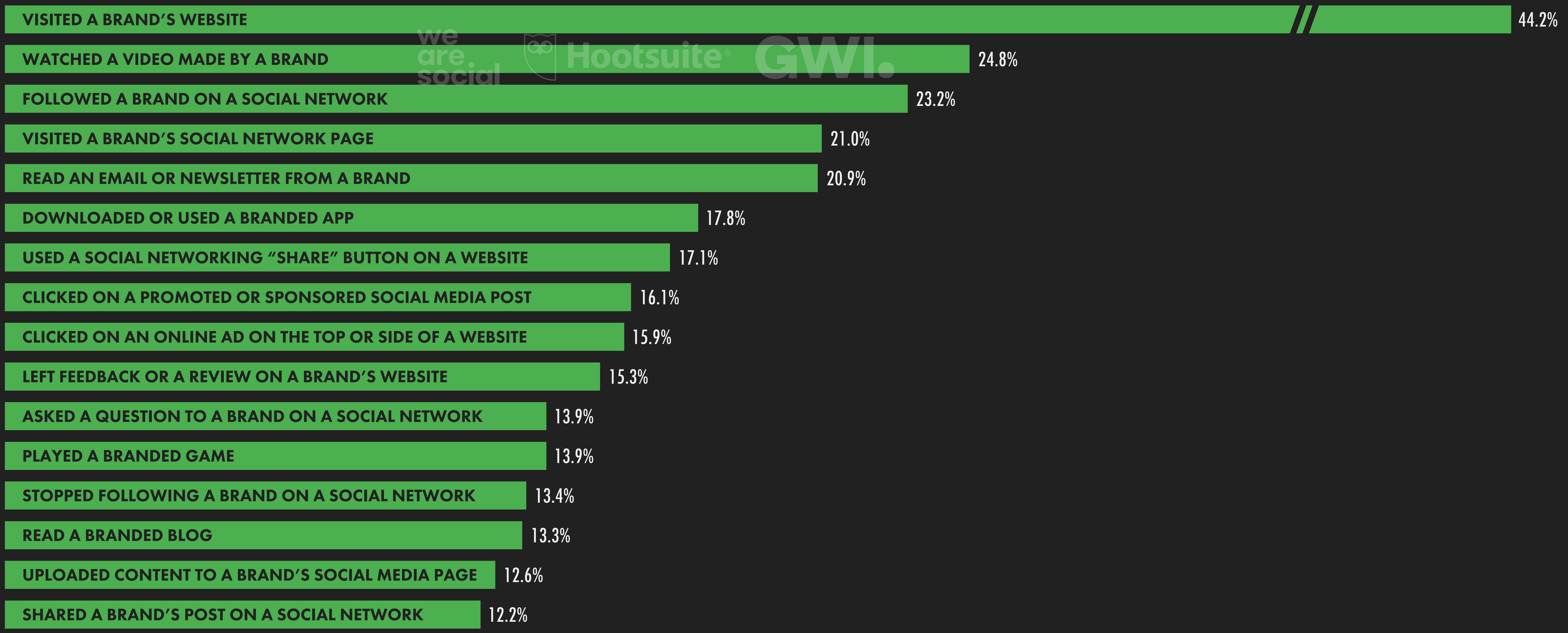
JAN 2022

ONLINE BRAND INTERACTIONS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH ACTION EACH MONTH

GLOBAL OVERVIEW



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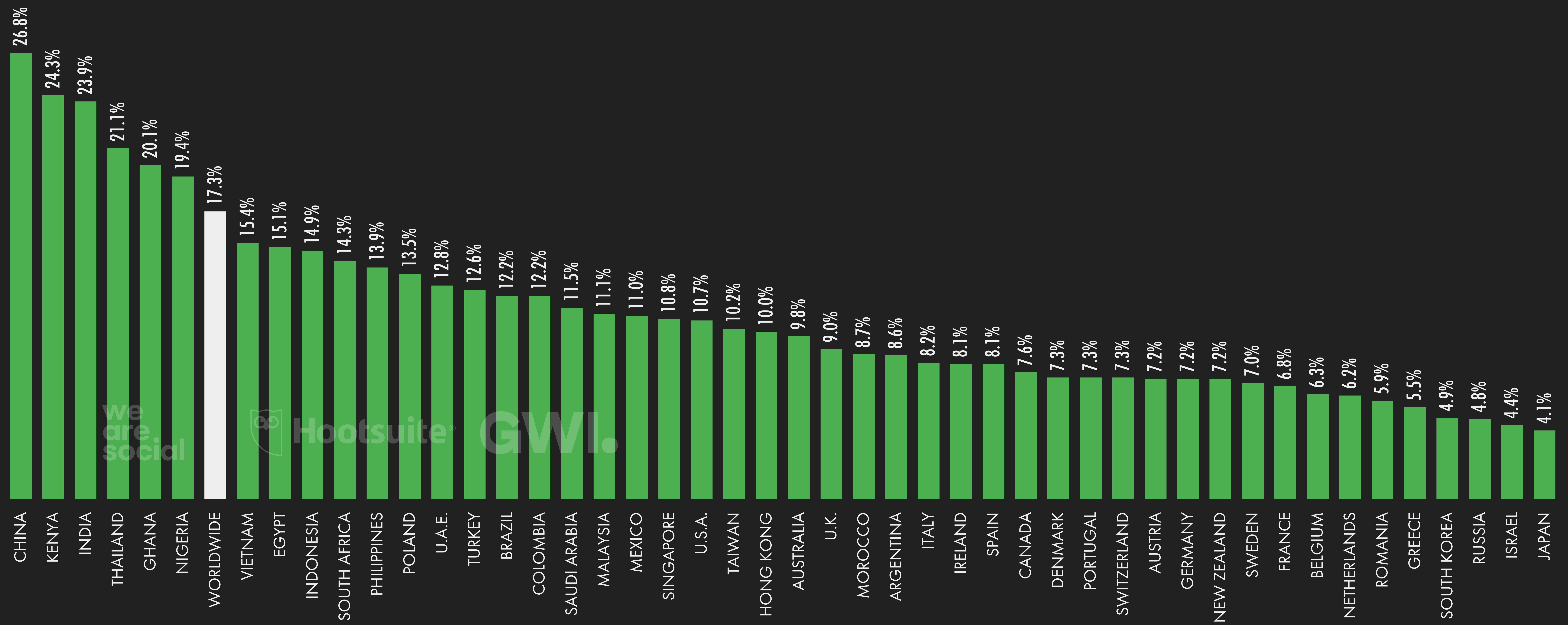
REPRESENTATIVENESS OF ADVERTISING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE, REGARDLESS OF CHANNEL OR MEDIUM



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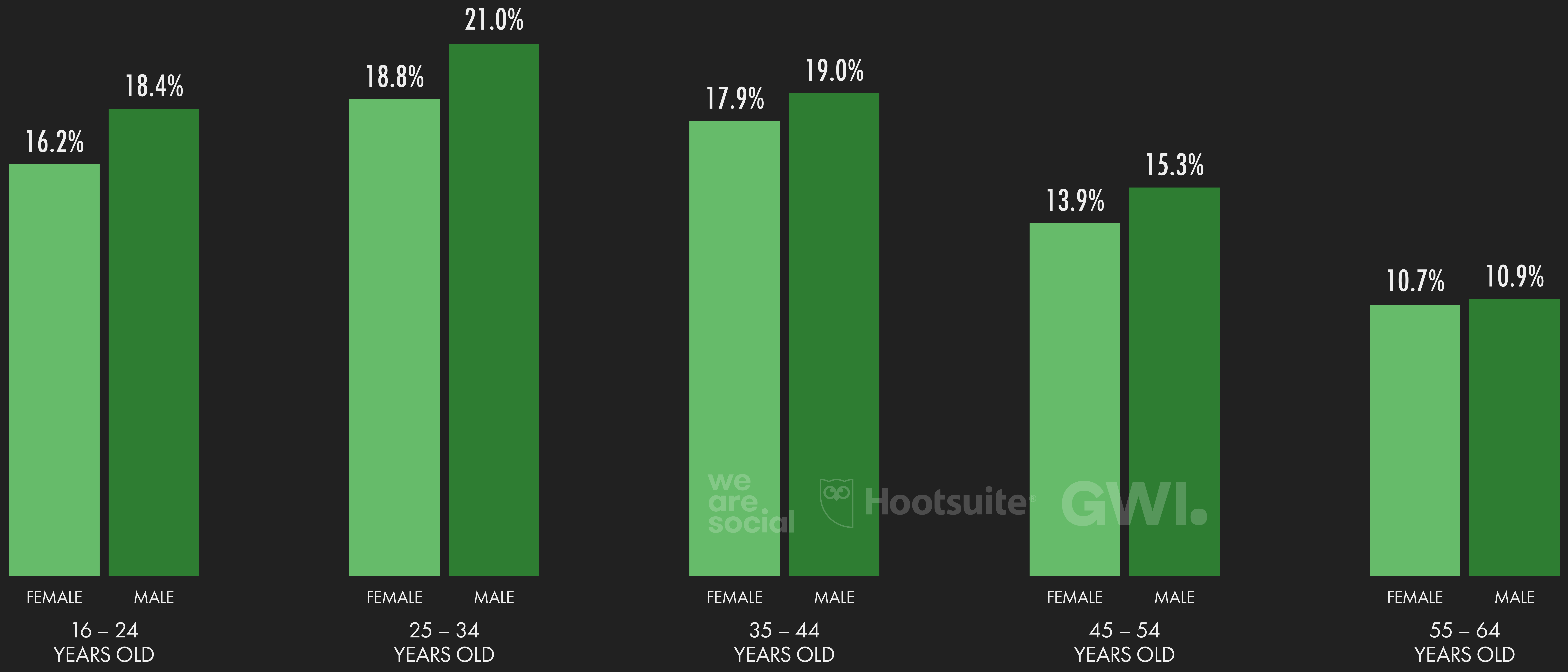
JAN 2022

REPRESENTATIVENESS OF ADVERTISING

PERCENTAGE OF INTERNET USERS WHO FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE, REGARDLESS OF CHANNEL OR MEDIUM

GLOBAL OVERVIEW



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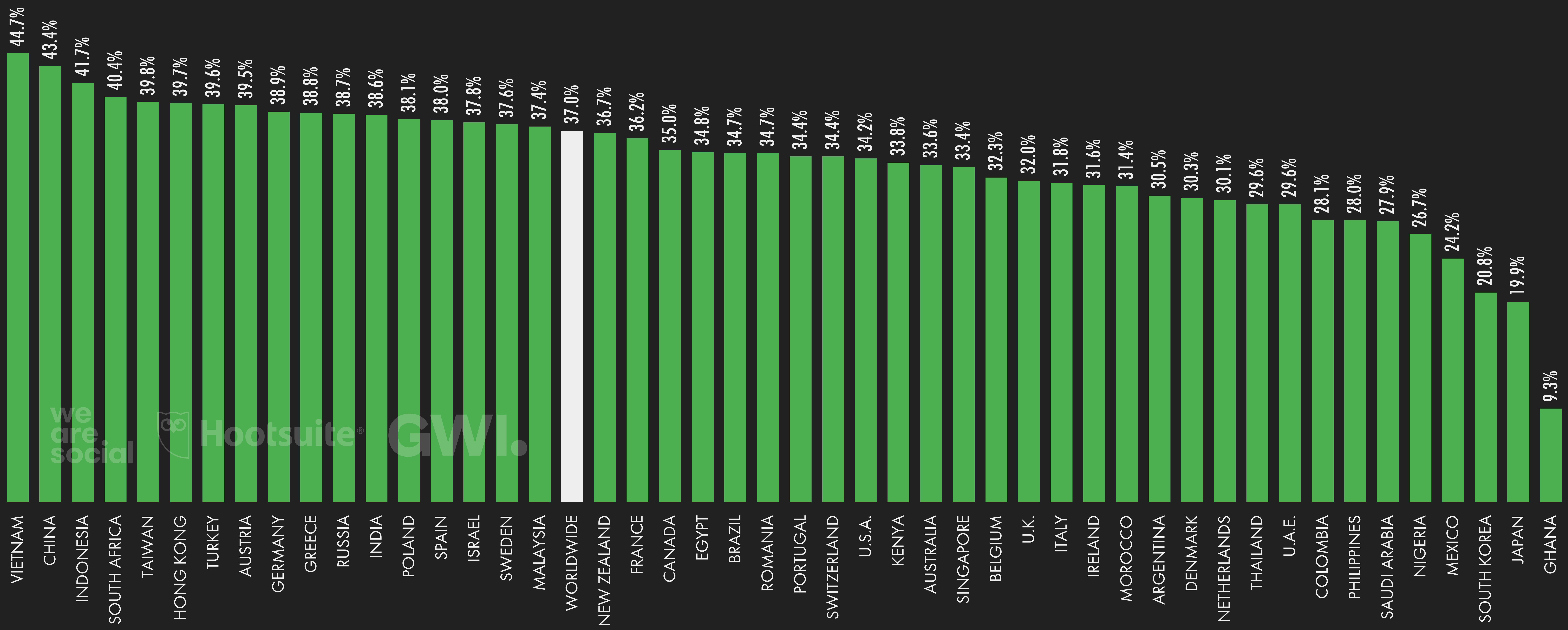
JAN 2022

USE OF AD BLOCKERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE TOOLS TO BLOCK ADVERTISING FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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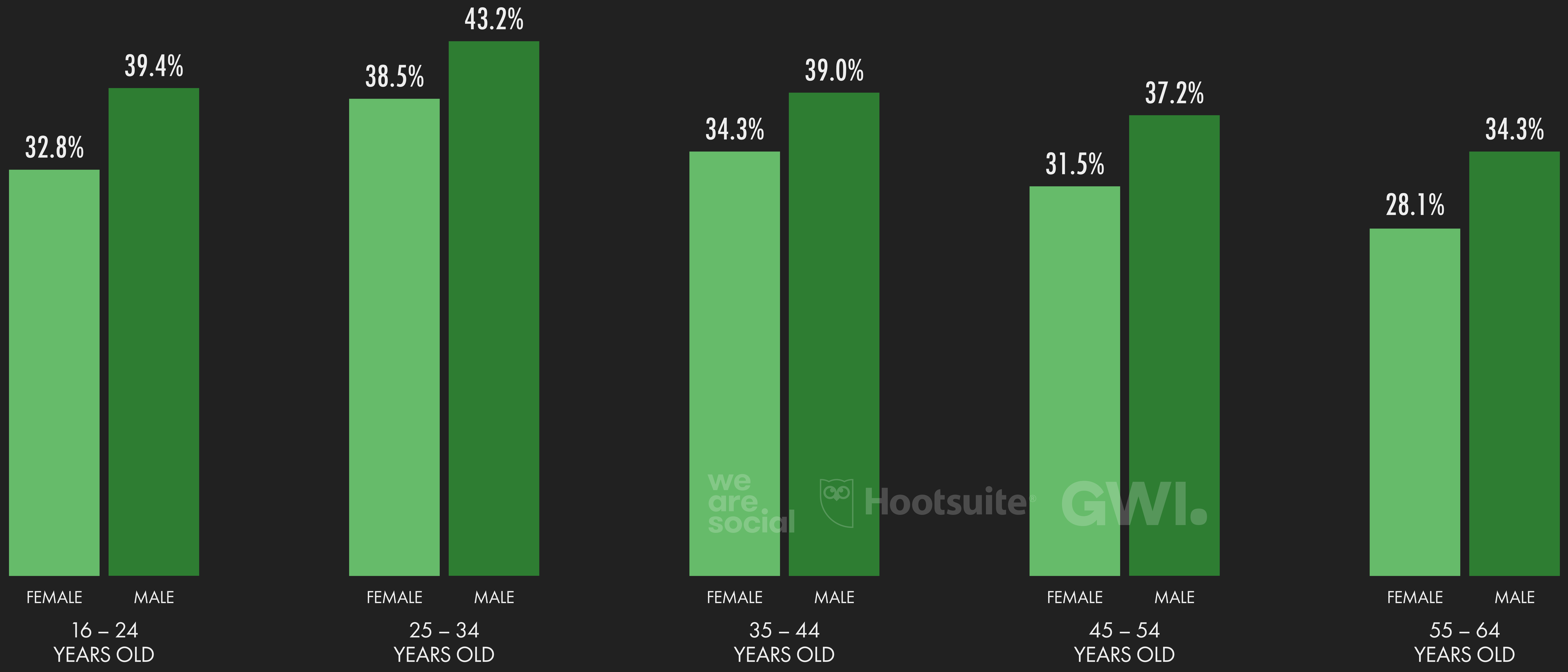

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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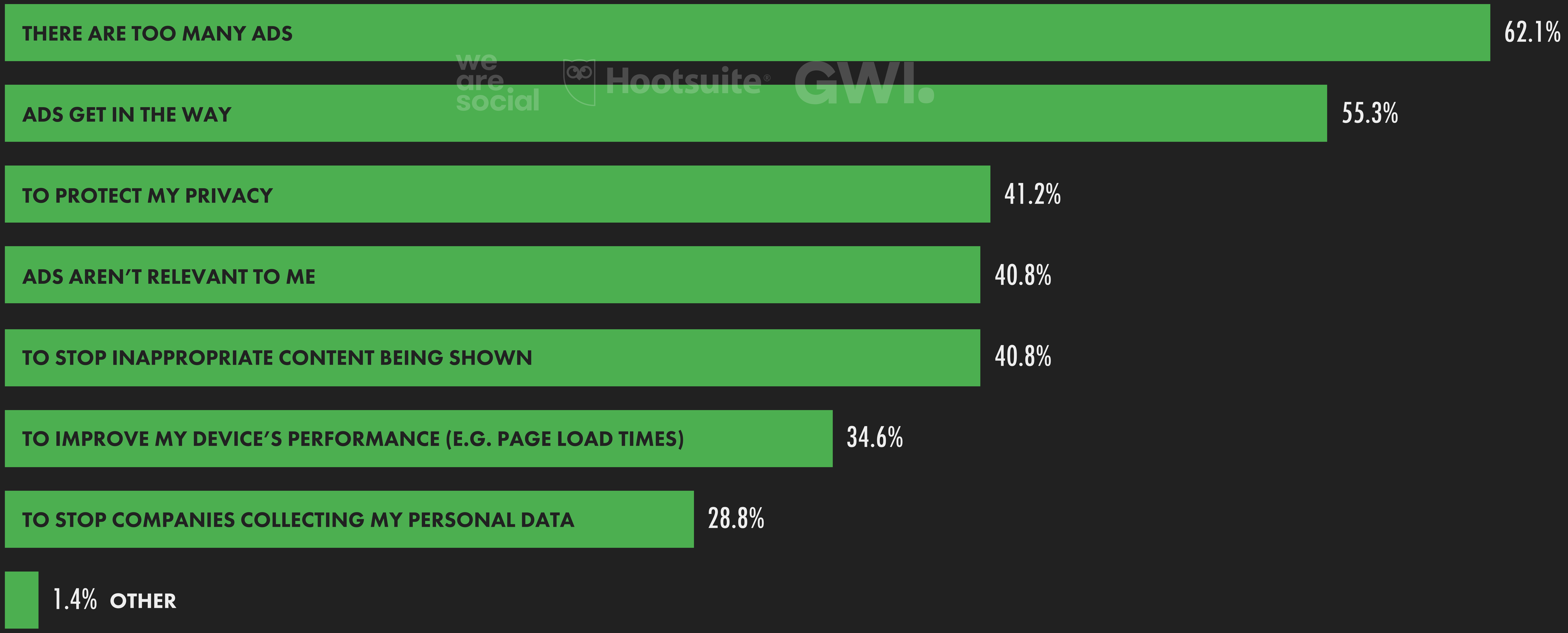
REASONS FOR USING AD BLOCKERS

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE AD-BLOCKING TOOLS

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.
NOTE: PERCENTAGES REPRESENT THE SHARE OF INTERNET USERS WHO USE AN AD-BLOCKING TOOL.

VALUE OF THE DIGITAL ADVERTISING MARKET

ANNUAL SPEND ON DIGITAL ADVERTISING, WITH DETAIL BY ADVERTISING FORMAT (U.S. DOLLARS)

TOTAL	SEARCH ADS	BANNER ADS	VIDEO ADS	CLASSIFIEDS
$465.5 BILLION	$182.4 BILLION	$170.0 BILLION	$92.19 BILLION	$20.10 BILLION
YEAR-ON-YEAR CHANGE +17% (+$67 BILLION)	YEAR-ON-YEAR CHANGE +17% (+$27 BILLION)	YEAR-ON-YEAR CHANGE +12% (+$19 BILLION)	YEAR-ON-YEAR CHANGE +21% (+$16 BILLION)	YEAR-ON-YEAR CHANGE +9.5% (+$1.7 BILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. DOES NOT INCLUDE ADVERTISING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

SOCIAL MEDIA ADVERTISING OVERVIEW

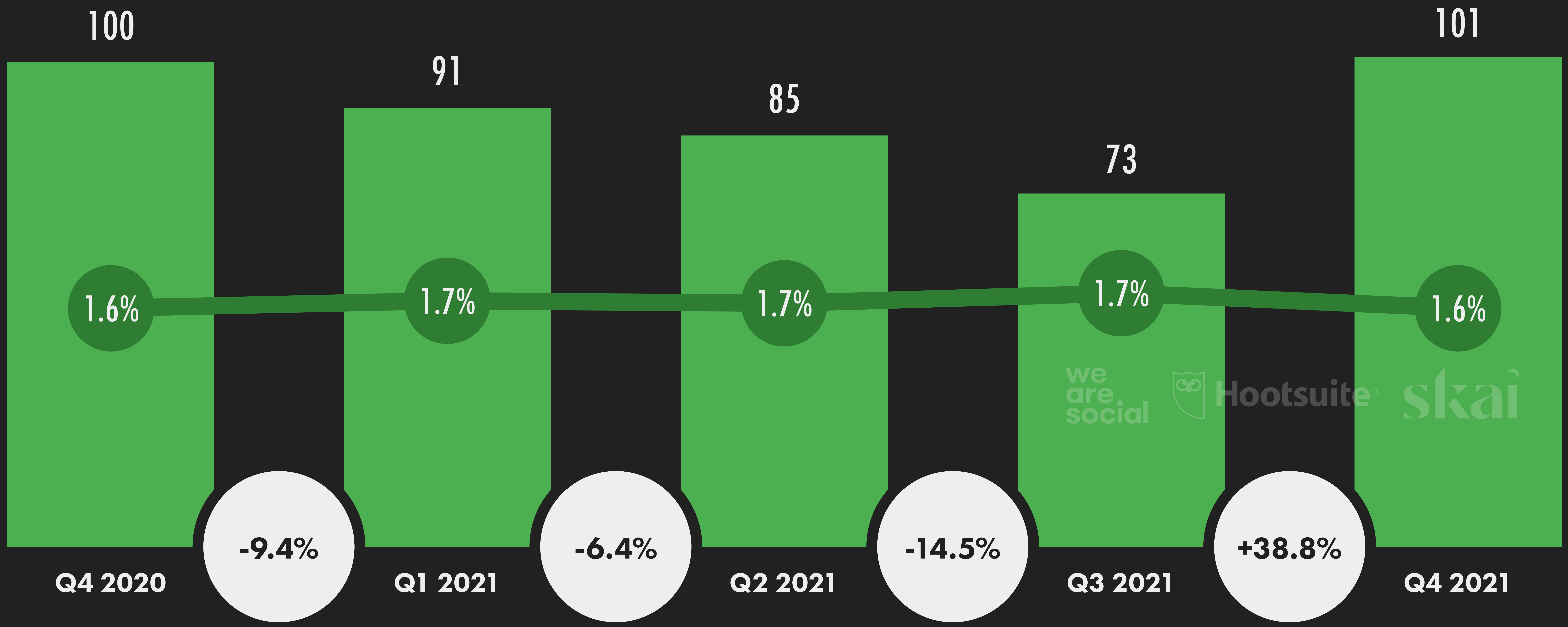
SOCIAL MEDIA'S SHARE OF THE DIGITAL ADVERTISING MARKET

SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	ANNUAL SPEND ON SOCIAL MEDIA ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA ADVERTISING SPEND
33.1%	+0.5% +15 BPS	$154.0 BILLION	+17.4% +$23 BILLION

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. DOES NOT INCLUDE ADVERTISING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

SEARCH ADVERTISING: IMPRESSIONS & CTR

TOTAL PAID ONLINE SEARCH AD IMPRESSIONS (REPORTED AS AN INDEX), AND AVERAGE SEARCH AD CLICK-THROUGH RATE (CTR)



SOURCE: SKAI. **NOTES:** GREEN BARS SHOW TOTAL SEARCH AD IMPRESSIONS IN EACH QUARTER AS AN INDEX OF TOTAL SEARCH AD IMPRESSIONS IN THE LEFTMOST QUARTER. VALUES IN GREEN CIRCLES SHOW CLICK-THROUGH RATE ON SEARCH ADS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SEARCH AD IMPRESSIONS. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

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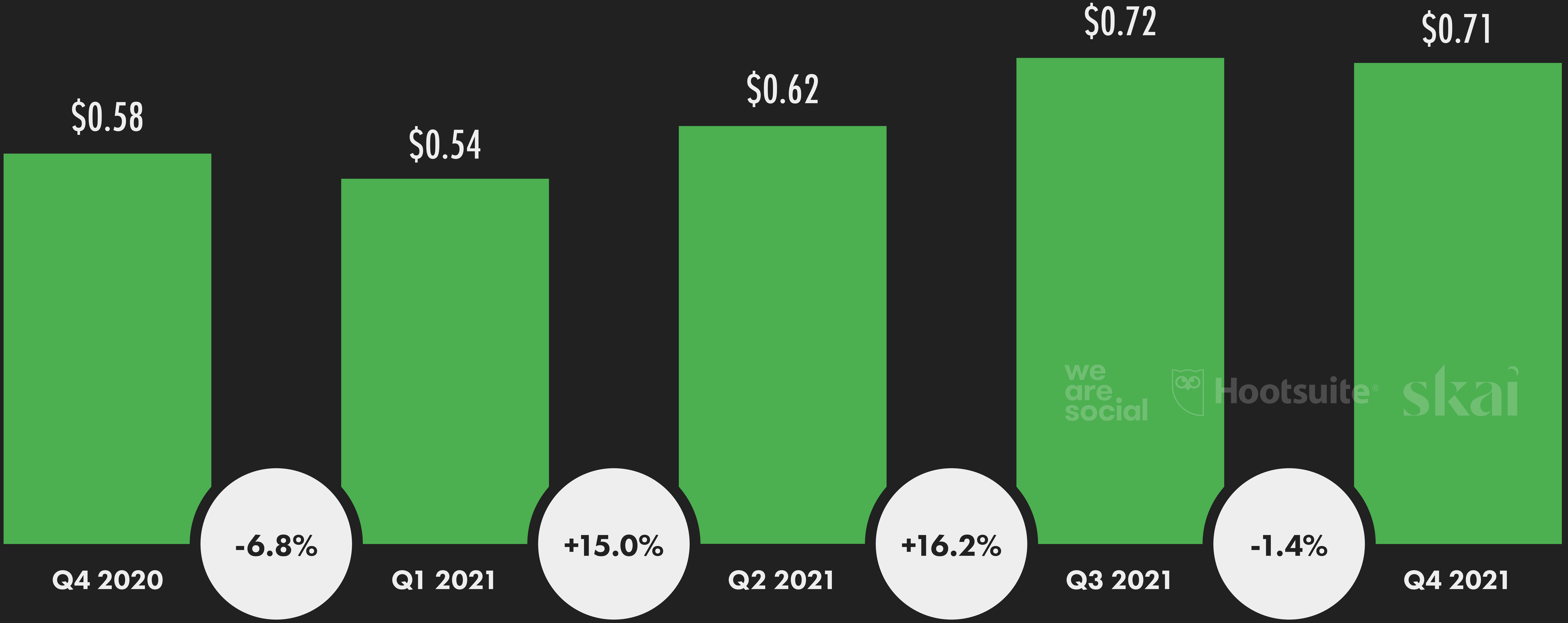
SEARCH ADVERTISING: AVERAGE CPC

AVERAGE COST-PER-CLICK OF PAID ONLINE SEARCH ADS

GLOBAL OVERVIEW



SOURCE: SKAI. **NOTES:** GREEN BARS SHOW AVERAGE SEARCH AD COST-PER-CLICK. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN AVERAGE SEARCH AD COST-PER-CLICK. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

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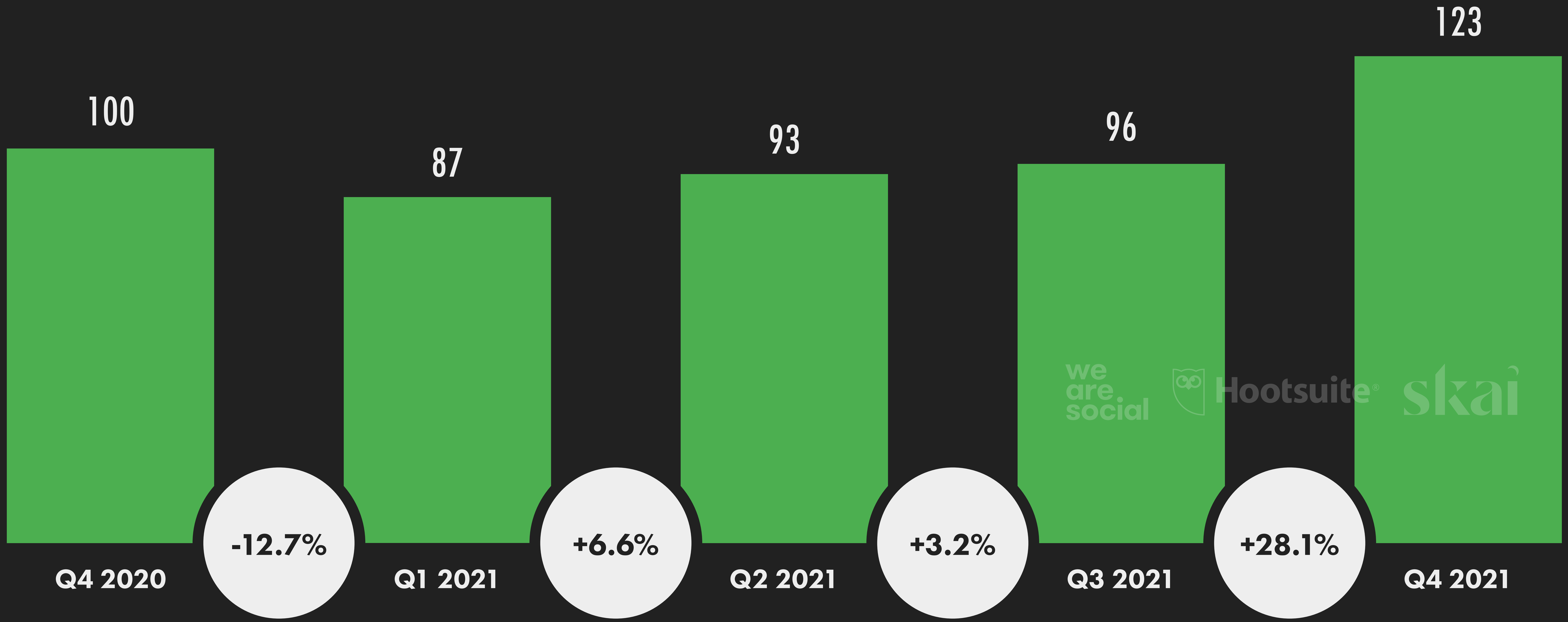
SEARCH ADVERTISING: TOTAL SPEND

TOTAL AMOUNT SPENT ON PAID ONLINE SEARCH AD PLACEMENTS (REPORTED AS AN INDEX)

GLOBAL OVERVIEW



SOURCE: SKAI. **NOTES:** GREEN BARS SHOW TOTAL SEARCH AD SPEND IN EACH QUARTER AS AN INDEX OF TOTAL SEARCH AD SPEND IN THE LEFTMOST QUARTER. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SEARCH AD SPEND. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

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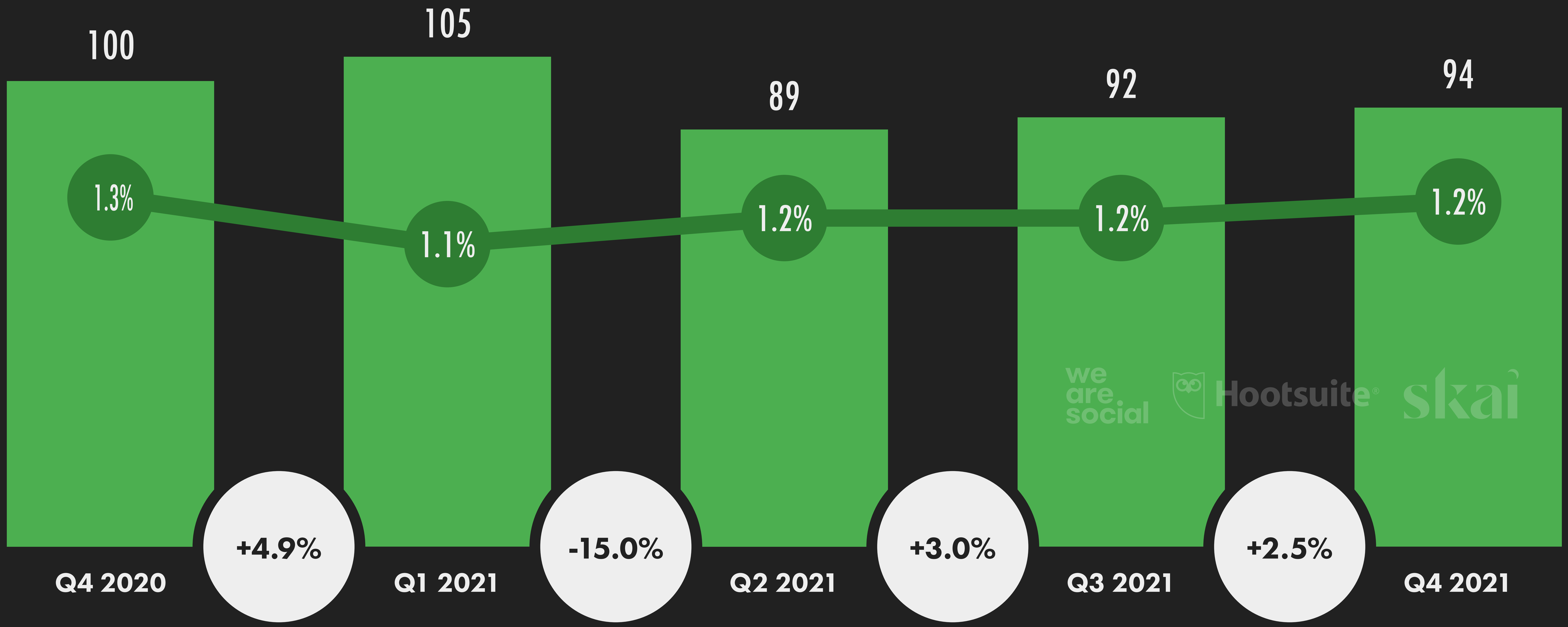
SOCIAL MEDIA ADVERTISING: IMPRESSIONS & CTR

TOTAL PAID SOCIAL MEDIA AD IMPRESSIONS (REPORTED AS AN INDEX), AND AVERAGE SOCIAL MEDIA AD CLICK-THROUGH RATE (CTR)

GLOBAL OVERVIEW



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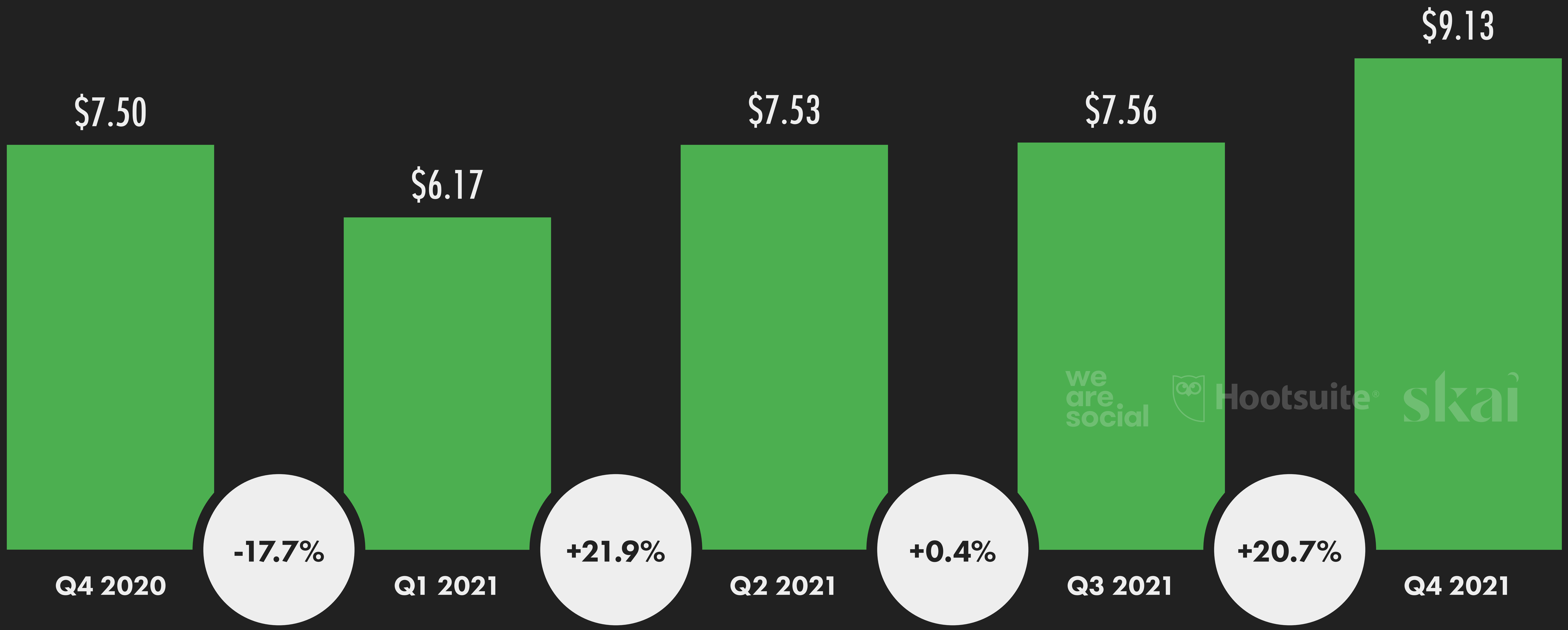
SOCIAL MEDIA ADVERTISING: AVERAGE CPM

AVERAGE COST PER 1,000 PAID SOCIAL MEDIA AD IMPRESSIONS (CPM)

GLOBAL OVERVIEW



SOURCE: SKAI. **NOTES:** GREEN BARS SHOW THE AVERAGE COST OF 1,000 SOCIAL MEDIA AD IMPRESSIONS (CPM). VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN AVERAGE SOCIAL MEDIA AD CPM. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

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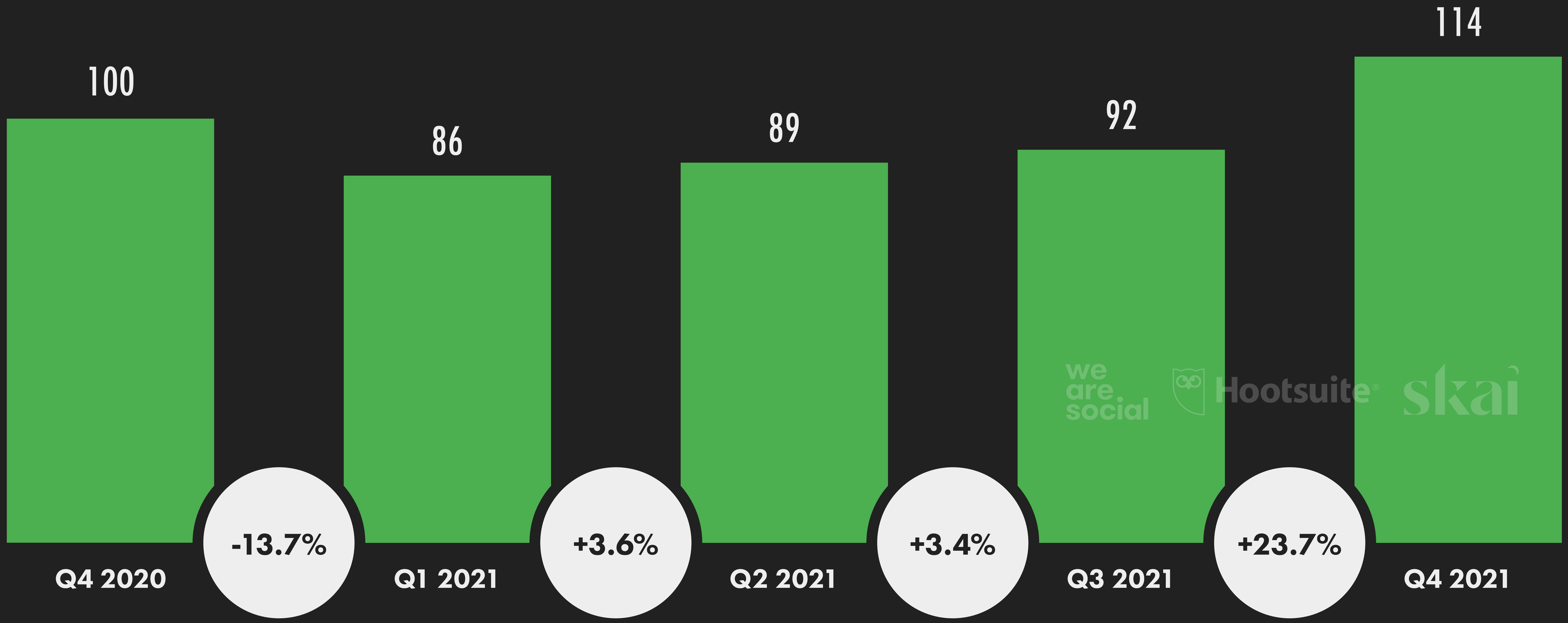
TOTAL AMOUNT SPENT ON PAID SOCIAL MEDIA AD PLACEMENTS (REPORTED AS AN INDEX)

GLOBAL OVERVIEW



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SHARE OF THE DIGITAL ADVERTISING MARKET

SHARE OF WORLDWIDE DIGITAL AD SPEND ATTRIBUTABLE TO THE INDUSTRY'S LARGEST PLAYERS

GLOBAL SPEND ON DIGITAL ADVERTISING	GLOBAL DIGITAL AD SPEND vs. TOTAL GLOBAL AD SPEND	GOOGLE'S SHARE OF GLOBAL DIGITAL AD SPEND	META'S SHARE OF GLOBAL DIGITAL AD SPEND
$466 BILLION	66.9%	28.6%	23.7%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+17% (+$67 BILLION)	+4.7% (+299 BPS)	+4.0% (+110 BPS)	+6.3% (+140 BPS)

ALIBABA'S SHARE OF GLOBAL DIGITAL AD SPEND	AMAZON'S SHARE OF GLOBAL DIGITAL AD SPEND	TENCENT'S SHARE OF GLOBAL DIGITAL AD SPEND	OTHER PLATFORMS' SHARE OF GLOBAL DIGITAL AD SPEND
8.7%	5.8%	2.9%	30.3%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+1.2% (+10 BPS)	+11.5% (+60 BPS)	[UNCHANGED]	-9.6% (-320 BPS)

SOURCES: STATISTA DIGITAL MARKET OUTLOOK (SEE STATISTA.COM FOR MORE DETAILS); EMARKETER. **NOTES:** AD SPEND FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2021 IN U.S. DOLLARS, AND COMPARISONS WITH 2020 SPEND, NOT INCLUDING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. FIGURES FOR COMPANIES' SHARE OF DIGITAL SPEND INCLUDE ADVERTISING ACROSS ALL INTERNET-CONNECTED DEVICES, NET OF TRAFFIC ACQUISITION COSTS. ALIBABA INCLUDES YOUKU TUDOU; META INCLUDES FACEBOOK AND INSTAGRAM; GOOGLE INCLUDES YOUTUBE. ALL PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES IDENTIFY ABSOLUTE SHARE CHANGE.

WE ARE SOCIAL'S PERSPECTIVE

DIGITAL MARKETING IN 2022

SHIFTS IN HOW BRANDS ARE COMMUNICATING ONLINE

TOKENIZED BRANDS

In the sports world, 'fan tokens' have taken off. Enabled by a secondary app called Socios, these branded 'coins' are sold (usually for $1-$2 a piece), and in exchange, holders given access to a range of fan-related membership perks. This is the next generation of membership, and in 2022, brands across industries will harness this technology to generate heightened engagement, foster community, and drive profit.

In 2022, brands should incentivise engagement by experimenting with tokens.

PERSONALITY PARTERNSHIPS

In 2021, many commentators rang the death knell for major celebrities. But these figureheads aren't over, people are just engaging with them in new ways: 51% of Gen Zers say that they would be more likely to buy a product because a celebrity recommended it. Many are leaning into shared fandom to connect with audiences, from Grimes' love of gaming to Halsey's cosplay content. And brands are leaning into these interests to form partnerships with personality: like adidas' partnership with anime-lover and sprinter Noah Lyles.

In 2022, brands should humanise famous faces by giving them a platform to indulge in what they love.

EPHEMERAL MARKETING

Instagram may remain the darling of commercial content, but with feeds more cluttered than ever, the platform as we know it is being repurposed to maximise hype and draw eyeballs. While influencers have taken to charging brands based on how long they want a sponsored Story kept in the Highlights, the grid is transforming from a space for brands to diarise their existence to a space to create unmissable events. It's why Balenciaga deletes its posts for new product launches.

In 2022, brands should explore the value of ephemerality on social channels.

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Hootsuite's Perspective

Digital Advertising Trends

Social ads blend in (to stand out)

Ads that interrupt the social media experience aren't working anymore. Consumers respond better to content that fits organically into the platforms they're using. In 2022, 51% of marketers say they plan to spend more on social advertising, according to our Social Trends 2022 survey. But to truly capture the attention of consumers, they'll have to get creative and ensure their ads mimic the social experiences offered by the individual networks.

Integrated ad strategies boost ROI confidence

Of the marketers we surveyed, the majority of those *most* confident in quantifying the ROI of social have completely integrated their social advertising strategies with other channels like TV, print, OOH, and digital. Moving away from siloed social ad strategies not only allows businesses to better measure social's impact, but also helps increase the effectiveness of their other marketing activities.

Paid and organic strategies unite

Our Social Trends 2022 survey shows that 92% of organizations have at least somewhat integrated their paid and organic social efforts. Social marketers have learned that even though paid and organic content can be used to achieve different goals, looking at both strategies holistically can bring about amazing results and accelerate growth.

With Hootsuite, you can manage your paid and organic content side-by-side.

Discover what Hootsuite Social Advertising can do for you.

Hootsuite®

MORE INFORMATION

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We are a global socially-led creative agency, with unrivaled social media expertise.

With 1,000+ people in 15 offices spanning four continents, we deliver a global perspective to our clients in a time when social media is shaping culture.

We make ideas powered by people. We understand social behaviours within online communities, cultures and subcultures, spanning the social and gaming landscape.

We work with the world's biggest brands, including adidas, Samsung, Netflix and Google, to reach the right people in a strategic, relevant and effective way.

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Hootsuite's Perspective

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Discover what Hootsuite Social Advertising can do for you.

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A single solution with 50+ tools for your strategic vision

Similarweb provides insights for any website, app, industry and market

100M+
Websites

4.7M+
Apps

190+
Countries

210+
Industries

1B+
Search Terms

250M+
E-commerce product SKUs

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

Note: *This page is a summary of our comprehensive notes on data variance, potential mismatches, and curiosities, which you can read in full at* https://datareportal.com/notes-on-data.

This report features data from a wide variety of different sources, including market research agencies, internet and social media companies, governments, public bodies, news media, and private individuals, as well as extrapolations and analysis of that data.

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

Please note that some data points may only be available for a limited selection of countries, so we may not be able to report the same data in all reports.

From time to time, we may also change the source(s) that we use to inform specific data points. As a result, some figures may appear to change in unexpected ways from one report to another. Wherever we're aware of these changes, we include details in the footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to research samples, base data, research methodologies, and approaches to reporting may mean that values are not comparable.

Furthermore, due to the differing data collection and treatment methodologies, and the different periods during which data have been collected, there may be significant differences in the reported metrics for similar data points throughout this report. For example, data from surveys often varies over time, even if that data has been collected by the same organisation using the same approach in each wave of their research.

In particular, reports of internet user numbers vary considerably between different sources and over time. In part, this is because there are significant challenges associated with collecting, analysing, and publishing internet user data on a regular basis, not least because research into public internet use necessitates the use of face-to-face surveys. Different organisations may also adopt different approaches to sampling the population for research into internet use, and variations in areas such as the age range of the survey population, or the balance between urban and rural respondents, may play an important role in determining eventual findings. Note that COVID-19 has limited internet user research.

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we no longer include this data in our internet user figures. This is because the user numbers reported by social media platforms are typically based on active user accounts, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

As a result, the figures we report for social media users may exceed internet user numbers. However, while this may seem counter-intuitive or surprising, such instances do not represent errors in the data or in our reporting. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple social media accounts, or 'non-human' social media accounts.

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

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While Kepios, We Are Social, and Hootsuite strive to ensure that all data and charts contained in this report are, as at the time of publishing, accurate and up-to-date, neither Kepios, nor We Are Social, nor Hootsuite shall be responsible for any errors or omissions contained in this report, or for the results obtained from its use.

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