



DIGITAL 2020

INDONESIA

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

we
are
social



**we
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social**



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IMPORTANT NOTES ON CHANGES TO DATA

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



DIGITAL 2020

GLOBAL DIGITAL OVERVIEW

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

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



DIGITAL 2020

GLOBAL DIGITAL YEARBOOK

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD

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

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

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



2020 GLOBAL HEADLINES

JAN
2020

DIGITAL AROUND THE WORLD IN 2020

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

TOTAL
POPULATION



7.75
BILLION

URBANISATION:

55%

UNIQUE MOBILE
PHONE USERS



5.19
BILLION

PENETRATION:

67%

INTERNET
USERS



4.54
BILLION

PENETRATION:

59%

ACTIVE SOCIAL
MEDIA USERS



3.80
BILLION

PENETRATION:

49%



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GLOBAL DIGITAL GROWTH

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

TOTAL
POPULATION



we
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social

+1.1%

JAN 2020 vs. JAN 2019

+82 MILLION

UNIQUE MOBILE
PHONE USERS



+2.4%

JAN 2020 vs. JAN 2019

+124 MILLION

INTERNET
USERS



+7.0%

JAN 2020 vs. JAN 2019

+298 MILLION

ACTIVE SOCIAL
MEDIA USERS



+9.2%

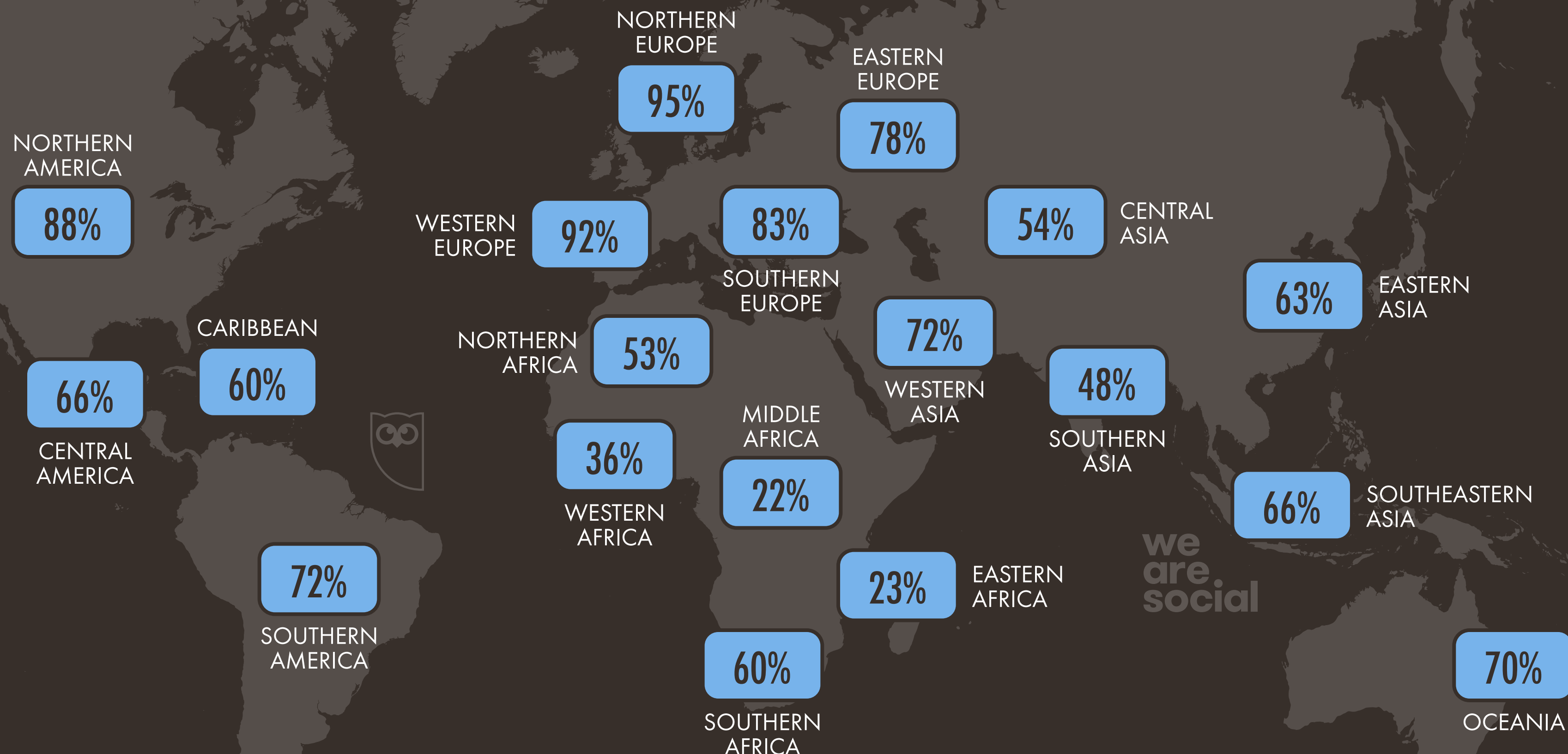
JAN 2020 vs. JAN 2019

+321 MILLION

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INTERNET PENETRATION BY REGION

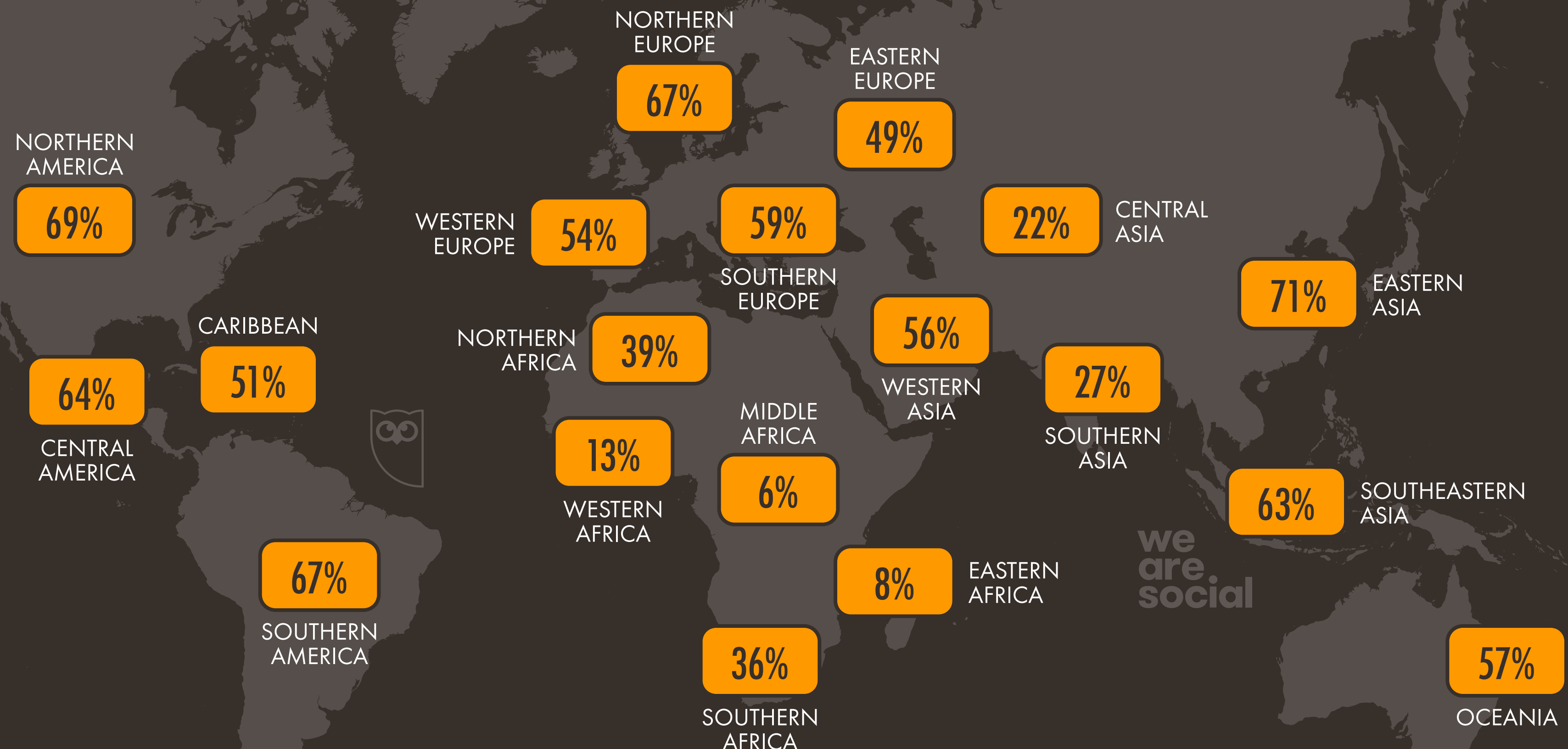
NUMBER OF INTERNET USERS IN EACH REGION COMPARED TO **TOTAL POPULATION***



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SOCIAL MEDIA USE vs. TOTAL POPULATION BY REGION

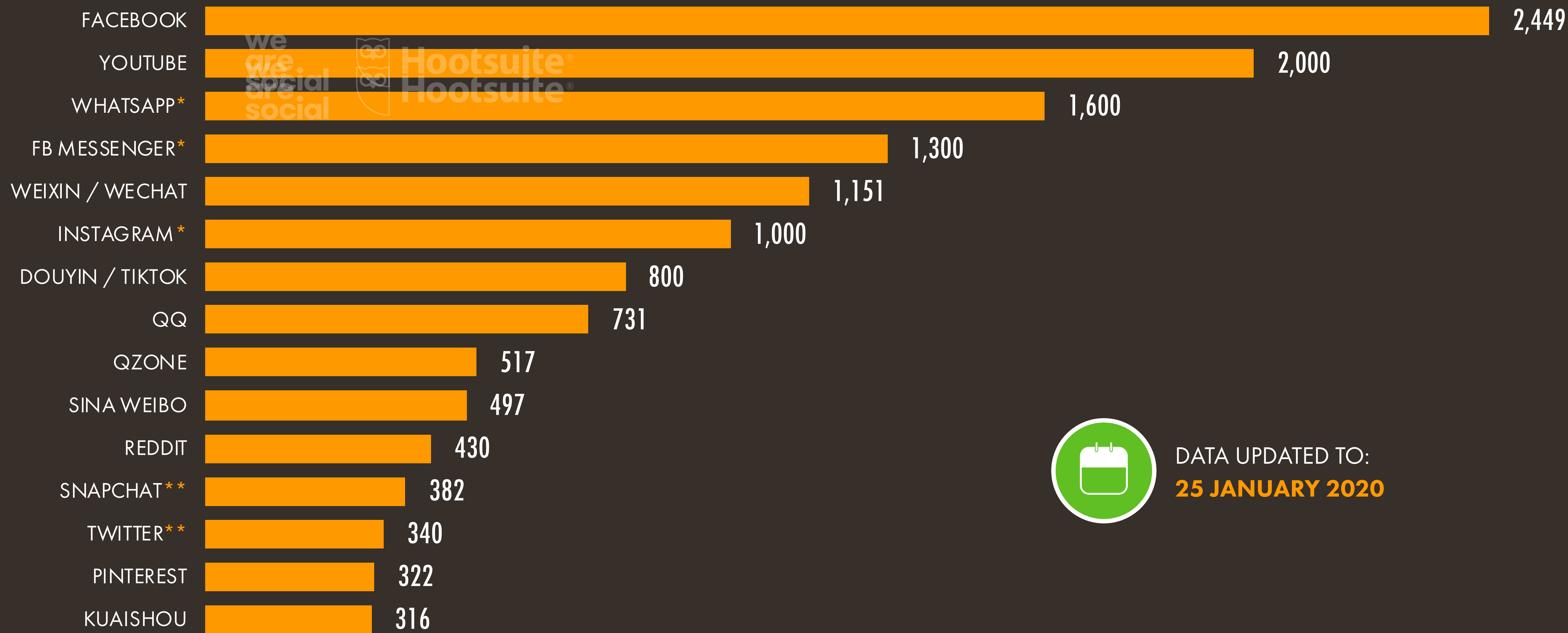
THE NUMBER OF ACTIVE SOCIAL MEDIA USERS IN EACH REGION COMPARED TO **TOTAL POPULATION***, REGARDLESS OF AGE



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THE WORLD'S MOST-USED SOCIAL PLATFORMS

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

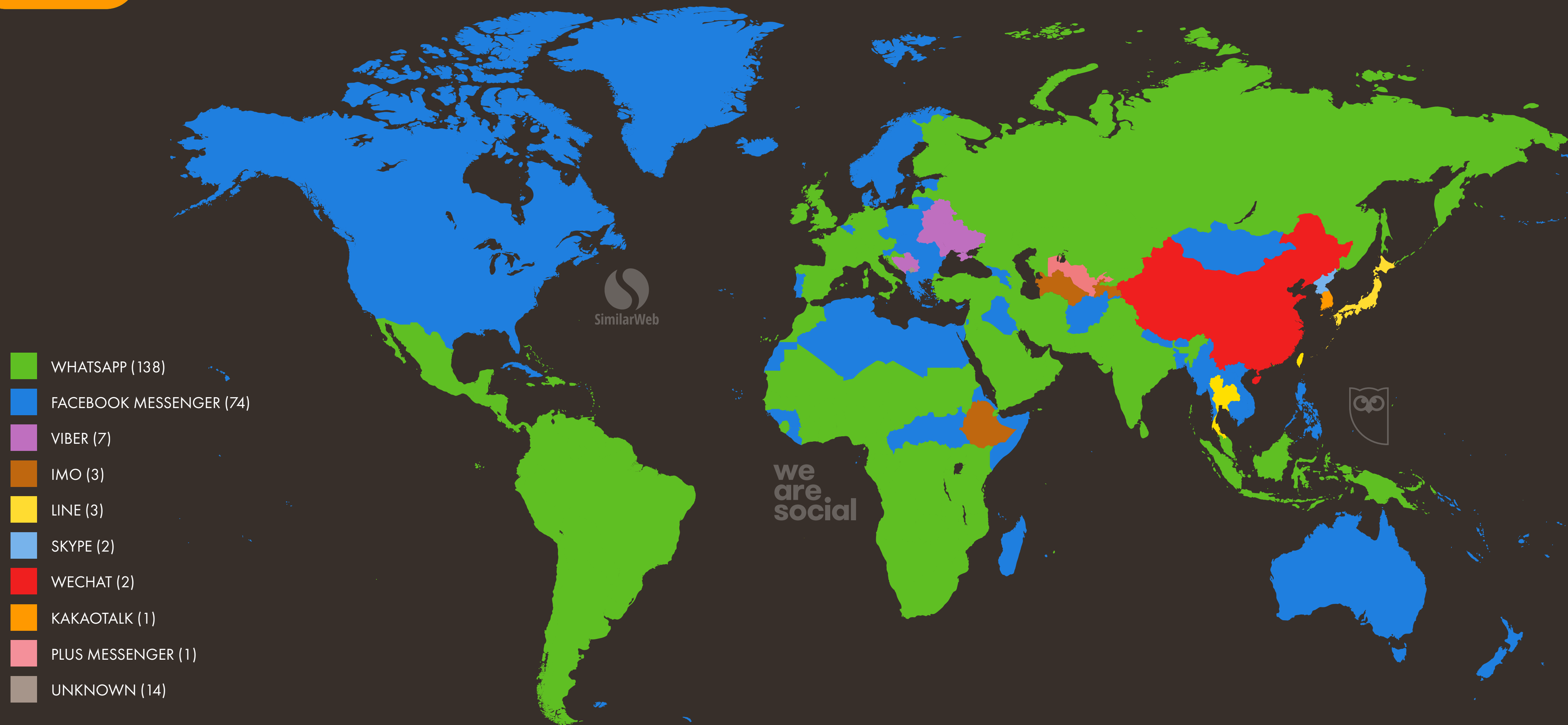


DATA UPDATED TO:
25 JANUARY 2020

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TOP MESSENGER APPS AROUND THE WORLD

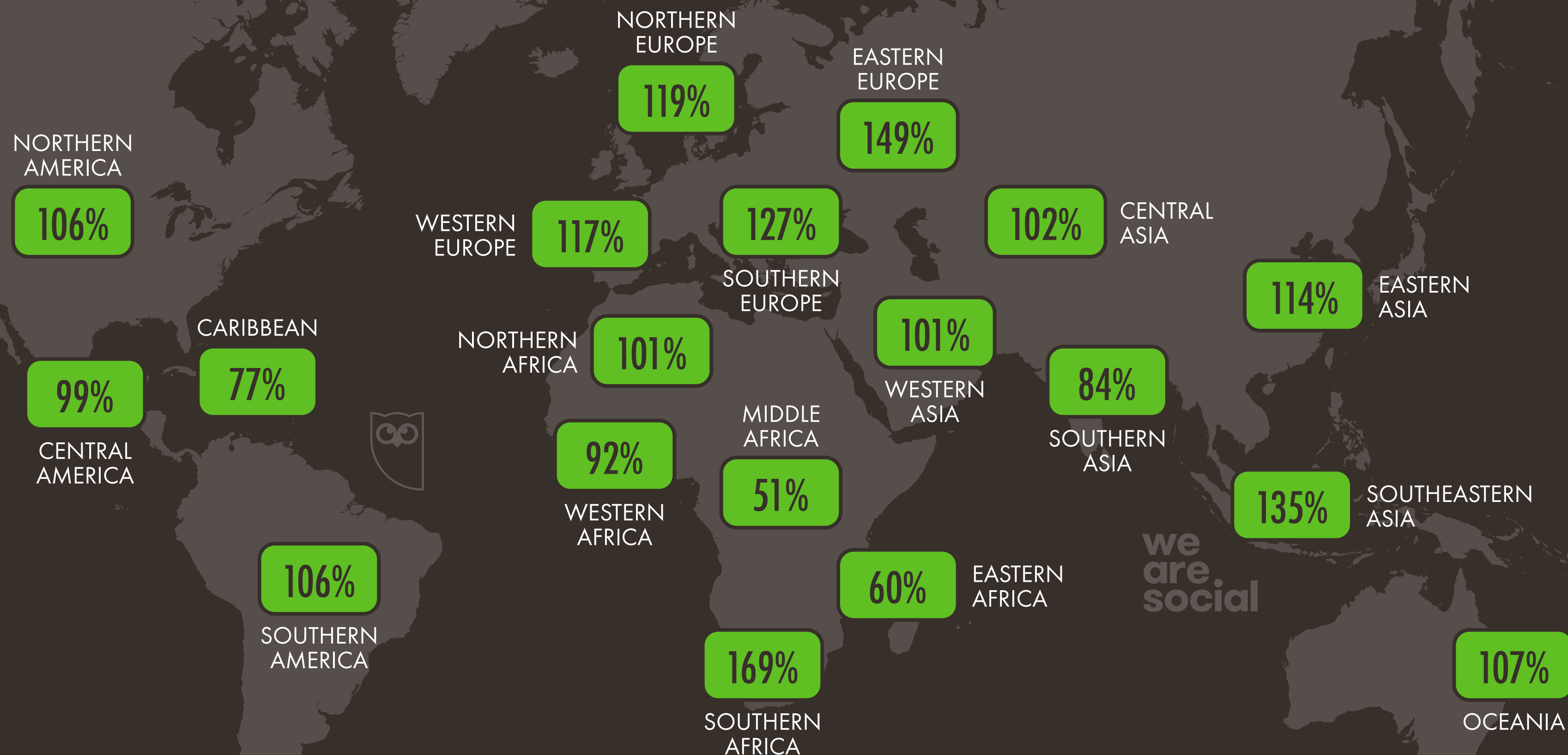
THE MOST ACTIVE MESSENGER APP* IN EACH COUNTRY OR TERRITORY IN DECEMBER 2019



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MOBILE CONNECTIVITY BY REGION

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



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

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GLOBAL MOBILE APP RANKINGS: ACTIVE USERS

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

RANKING OF MOBILE **APPS** BY **MONTHLY ACTIVE USERS**

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

RANKING OF MOBILE **GAMES** BY **MONTHLY ACTIVE USERS**

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

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GLOBAL ECOMMERCE ACTIVITIES

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH

SEARCHED ONLINE FOR
A PRODUCT OR SERVICE
TO BUY (ANY DEVICE)



global
web
index

80%

VISITED AN ONLINE
RETAIL STORE ON THE
WEB (ANY DEVICE)



90%

PURCHASED A
PRODUCT ONLINE
(ANY DEVICE)



global
web
index

74%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



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36%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



52%



INDONESIA

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INDONESIA

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



INDONESIA

TOTAL
POPULATION



272.1
MILLION

URBANISATION:

55%

MOBILE PHONE
CONNECTIONS



338.2
MILLION

vs. POPULATION:

124%

INTERNET
USERS



175.4
MILLION

PENETRATION:

64%

ACTIVE SOCIAL
MEDIA USERS



160.0
MILLION

PENETRATION:

59%



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



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DIGITAL GROWTH INDICATORS

CHANGES IN KEY INDICATORS OF DIGITAL ADOPTION



INDONESIA

TOTAL
POPULATION



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+1.1%

JAN 2020 vs. JAN 2019

+2.9 MILLION

MOBILE PHONE
CONNECTIONS



+4.6%

JAN 2020 vs. JAN 2019

+15 MILLION

INTERNET
USERS



+17%

JAN 2020 vs. JAN 2019

+25 MILLION

ACTIVE SOCIAL
MEDIA USERS



+8.1%

JAN 2020 vs. APR 2019

+12 MILLION



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OVERVIEW OF THE POPULATION

CORE DEMOGRAPHIC INDICATORS



INDONESIA

TOTAL
POPULATION



272.1
MILLION

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FEMALES AS A PERCENTAGE
OF POPULATION*



50%



MALES AS A PERCENTAGE
OF POPULATION*



50%



ANNUAL CHANGE
IN TOTAL POPULATION



+1.1%
+2.9 MILLION



MEDIAN
AGE



29.7

URBAN POPULATION AS A
SHARE OF TOTAL POPULATION



55%



POPULATION DENSITY
(PEOPLE PER KM²)



151.0



OVERALL LITERACY RATE
(ADULTS AGED 15+)



96%



FEMALE LITERACY RATE
(ADULTS AGED 15+)



94%

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MALE LITERACY RATE
(ADULTS AGED 15+)



97%



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POPULATION BY AGE GROUP

THE TOTAL NUMBER OF PEOPLE WITHIN EACH AGE GROUP



INDONESIA

TOTAL
POPULATION



we
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social

272.1
MILLION

POPULATION AGED
13 AND ABOVE



KEPIOS

77%
210.3 MILLION

POPULATION AGED
18 AND ABOVE



owl

69%
187.1 MILLION

POPULATION
AGED 16 TO 64



66%
179.7 MILLION

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DEVICE OWNERSHIP

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



INDONESIA

MOBILE PHONE
(ANY TYPE)



96%



SMART
PHONE



94%



NON-SMARTPHONE
MOBILE PHONE



21%



LAPTOP OR DESKTOP
COMPUTER



66%



TABLET
DEVICE



23%

DEVICE FOR STREAMING TV
CONTENT OVER THE INTERNET



5.7%



GAMES
CONSOLE



16%



SMART HOME
DEVICE



7.8%



SMART WATCH
OR WRISTBAND



13%



VIRTUAL
REALITY DEVICE



5.1%



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DAILY TIME SPENT WITH MEDIA

AVERAGE DAILY TIME THAT **INTERNET USERS AGED 16 TO 64** SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



INDONESIA

USING THE
INTERNET



we
are
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7H 59M

USING
SOCIAL MEDIA



global
web
index

3H 26M

WATCHING
TELEVISION*



3H 04M

LISTENING TO MUSIC
STREAMING SERVICES



global
web
index

1H 30M

USING A
GAMES CONSOLE



1H 23M





INTERNET USE

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OVERVIEW OF INTERNET USE

NUMBER OF PEOPLE USING THE INTERNET, AND HOW MUCH TIME THEY SPEND USING THE INTERNET EACH DAY



INDONESIA

TOTAL NUMBER
OF INTERNET USERS
ON ANY DEVICE



we
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social

175.4
MILLION

INTERNET USERS
AS A PERCENTAGE OF
TOTAL POPULATION



64%

ANNUAL GROWTH
IN THE NUMBER
OF INTERNET USERS



global
web
index

+17%
+25 MILLION

AVERAGE DAILY TIME SPENT
USING THE INTERNET ON ANY
DEVICE BY EACH INTERNET USER



7H 59M



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MOBILE INTERNET USE

INTERNET USERS WHO ACCESS THE INTERNET VIA MOBILE PHONES



INDONESIA

TOTAL NUMBER
OF MOBILE
INTERNET USERS



171.0
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
TOTAL INTERNET USERS



98%

SHARE OF ALL INTERNET
USERS ACCESSING
VIA SMARTPHONES*



96%

SHARE OF ALL INTERNET
USERS ACCESSING
VIA FEATURE PHONES*



5.3%

AVERAGE DAILY TIME SPENT
USING THE INTERNET
ON MOBILE DEVICES



4H 46M



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INTERNET CONNECTION SPEEDS: OVERVIEW

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



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AVERAGE SPEED OF
MOBILE INTERNET
CONNECTIONS



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13.83
MBPS

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



KEPIOS

+31 %

AVERAGE SPEED OF
FIXED INTERNET
CONNECTIONS



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20.11
MBPS

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



+30%

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SHARE OF WEB TRAFFIC BY DEVICE

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



INDONESIA

MOBILE
PHONES



54.6%

DEC 2019 vs. DEC 2018:

-3.1%

LAPTOPS &
DESKTOPS



44.9%

DEC 2019 vs. DEC 2018:

+5.0%

TABLET
COMPUTERS



0.5%

DEC 2019 vs. DEC 2018:

-42%

OTHER
DEVICES



[N/A]

DEC 2019 vs. DEC 2018:

[N/A]



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MOST-VISITED WEBSITES (SIMILARWEB)

RANKING OF TOP WEBSITES BY AVERAGE MONTHLY TRAFFIC ACCORDING TO **SIMILARWEB**



INDONESIA

#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	SEARCH	1,689,000,000	8M 53S	7.3
02	YOUTUBE.COM	STREAMING VIDEO	651,300,000	26M 17S	10.4
03	FACEBOOK.COM	SOCIAL	644,800,000	8M 47S	8.7
04	TRIBUNNEWS.COM	NEWS & MEDIA	216,700,000	4M 24S	3.0
05	DETIK.COM	NEWS & MEDIA	156,700,000	5M 20S	3.3
06	INSTAGRAM.COM	SOCIAL	107,500,000	8M 04S	11.8
07	WHATSAPP.COM	SOCIAL	105,700,000	2M 08S	1.7
08	UCWEB.COM	BROWSER HOMEPAGE	102,300,000	1M 35S	1.7
09	KOMPAS.COM	NEWS & MEDIA	98,950,000	4M 51S	2.2
10	TWITTER.COM	SOCIAL	90,260,000	11M 45S	13.0



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SOURCE: SIMILARWEB (JANUARY 2020). FIGURES BASED ON MONTHLY AVERAGES FOR Q4 2019. **NOTES:** CATEGORIES AND CATEGORY DEFINITIONS AS PER SIMILARWEB'S DEFINITIONS. 'MONTHLY TRAFFIC' DOES NOT REPRESENT UNIQUE VISITORS. 'TIME PER VISIT' FIGURES REPRESENT THE AVERAGE DURATION OF USERS' VISITS, MEASURED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

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MOST-VISITED WEBSITES (ALEXA)

RANKING OF TOP WEBSITES BY AVERAGE MONTHLY TRAFFIC ACCORDING TO ALEXA



INDONESIA

#	WEBSITE	TIME / VISIT	PAGES / VISIT
01	OKEZONE.COM	5M 07S	4.4
02	GOOGLE.COM	12M 09S	14.6
03	TRIBUNNEWS.COM	3M 38S	1.9
04	YOUTUBE.COM	11M 44S	6.7
05	DETIK.COM	8M 23S	5.0
06	LIPUTAN6.COM	4M 57S	2.3
07	KOMPAS.COM	4M 20S	2.2
08	GRID.ID	5M 08S	2.4
09	TOKOPEDIA.COM	12M 23S	7.0
10	SINDONEWS.COM	3M 31S	2.4

#	WEBSITE	TIME / VISIT	PAGES / VISIT
11	IDNTIMES.COM	5M 01S	2.7
12	GOOGLE.CO.ID	5M 10S	5.9
13	MERDEKA.COM	3M 48S	2.0
14	SUARA.COM	3M 35S	2.2
15	KUMPARAN.COM	2M 45S	1.7
16	BLOGSPOT.COM	3M 32S	2.7
17	YAHOO.COM	4M 34S	4.4
18	CNNINDONESIA.COM	3M 54S	2.1
19	BOLASPORT.COM	5M 50S	3.2
20	KAPANLAGI.COM	3M 30S	3.1



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TOP GOOGLE SEARCH QUERIES

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



INDONESIA

#	SEARCH QUERY	INDEX
01	TRANSLATE	100
02	GOOGLE	76
03	DOWNLOAD LAGU	49
04	MP3	45
05	FB	41
06	YOUTUBE	41
07	TRANSLATE GOOGLE	40
08	VIDEO	37
09	FACEBOOK	36
10	HK	35

#	SEARCH QUERY	INDEX
11	YT	21
12	YOU	20
13	DOWNLOAD MP3	20
14	CUACA	20
15	INSTAGRAM	19
16	TERJEMAHAN	18
17	WA	17
18	WHATSAPP	15
19	BOLA	14
20	TWITTER	14

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ONLINE CONTENT ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF CONTENT VIA THE INTERNET EACH MONTH



INDONESIA

WATCH
ONLINE VIDEOS



global
web
index

99%

WATCH
VLOGS



79%

LISTEN TO MUSIC
STREAMING SERVICES



global
web
index

84%

LISTEN TO ONLINE
RADIO STATIONS



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58%

LISTEN TO
PODCASTS



43%

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ONLINE PRIVACY AND WELL-BEING

EXTENT TO WHICH INTERNET USERS AGED 16 TO 64 WORRY ABOUT THEIR DIGITAL PRIVACY AND ONLINE WELL-BEING



INDONESIA

TRACKED SCREEN TIME OR
SET TIME LIMITS FOR SOME
APPS IN THE PAST MONTH



we
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30%

EXPRESSED CONCERN
ABOUT WHAT'S REAL OR
FAKE ON THE INTERNET*



[N/A]

EXPRESSED CONCERN
ABOUT HOW COMPANIES
USE THEIR PERSONAL DATA



global
web
index

59%

USED SOME FORM OF AD-
BLOCKING TOOL IN THE
PAST MONTH (ANY DEVICE)



KEPIOS

65%

DELETED COOKIES FROM
A WEB BROWSER IN THE
PAST MONTH (ANY DEVICE)



80%



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PLAYING GAMES: DEVICE PERSPECTIVE

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



INDONESIA

ANY
DEVICE



we
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92%

SMART
PHONE



global
web
index

85%

PC (LAPTOP
OR DESKTOP)



owl

50%

GAMES
CONSOLE



global
web
index

25%

TABLET
COMPUTER



18%

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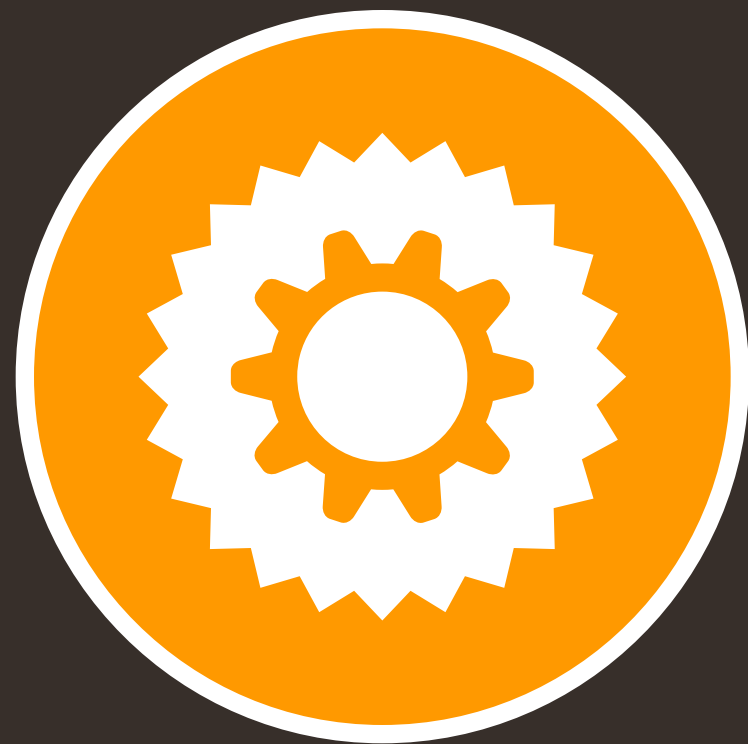
GAMING-RELATED ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PARTICIPATED IN EACH GAMING-RELATED ACTIVITY IN THE PAST MONTH



INDONESIA

PURCHASED A
GAME ADD-ON
OR PAID FOR DLC*



5.3%

PLAYED A GAME ON
A CLOUD GAMING OR
STREAMING PLATFORM



14%

SHARED IMAGES
OR VIDEOS OF
OWN GAMEPLAY



21%

WATCHED A LIVE STREAM
OF OTHER PEOPLE
PLAYING GAMES



35%

WATCHED
AN ESPORTS
TOURNAMENT



17%



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ADOPTION OF DIGITAL INNOVATIONS

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO USE OR OWN EACH KIND OF DEVICE OR TECHNOLOGY



INDONESIA

USE VOICE SEARCH OR
VOICE COMMANDS EACH
MONTH (ANY DEVICE)



54%

we
are
social

WATCH TV CONTENT VIA A
STREAMING SUBSCRIPTION
SERVICE EACH MONTH



59%

global
web
index

OWN SOME
FORM OF SMART
HOME DEVICE



7.8%



OWN SOME
FORM OF
CRYPTOCURRENCY



11%



JAN
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SMART HOME DEVICE MARKET OVERVIEW

SIZE AND VALUE OF THE MARKET FOR SMART HOME DEVICES IN 2019, WITH VALUE BY DEVICE SUB-CATEGORY (IN U.S. DOLLARS)



INDONESIA

NUMBER OF HOMES WITH
SMART HOME DEVICES



1.29
MILLION



TOTAL ANNUAL VALUE OF
SMART HOME DEVICES MARKET



\$376.0
MILLION

statista

VALUE OF SMART HOME CONTROL
& CONNECTIVITY DEVICE MARKET*



\$61.00
MILLION



VALUE OF SMART HOME
APPLIANCES MARKET



\$129.0
MILLION

VALUE OF SMART HOME
SECURITY DEVICE MARKET



\$88.00
MILLION

statista

VALUE OF SMART HOME
ENTERTAINMENT DEVICE MARKET



\$56.00
MILLION

we
are
social

VALUE OF SMART HOME
COMFORT & LIGHTING MARKET



\$32.00
MILLION

KEPIOS

VALUE OF SMART HOME
ENERGY MANAGEMENT MARKET



\$10.00
MILLION

SOURCE: STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSED JANUARY 2020). FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2019, IN U.S. DOLLARS. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. ***NOTES:** THE "CONTROL AND CONNECTIVITY" SEGMENT INCLUDES HUBS AND INTERFACES FOR "INTELLIGENT HOME NETWORKS" (E.G. SMART SPEAKERS, CENTRAL CONTROL UNITS, SMART PLUGS, ETC.).

we
are
social



Hootsuite®

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SMART HOME DEVICE MARKET GROWTH

YEAR-ON-YEAR CHANGE IN THE SIZE AND VALUE OF THE SMART HOME MARKET (2019 vs. 2018), WITH DETAIL BY SUB-CATEGORY



INDONESIA

ANNUAL CHANGE IN
SMART HOME PENETRATION*



+67%



Y-O-Y VALUE CHANGE: OVERALL
SMART HOME DEVICES MARKET



+63%

statista

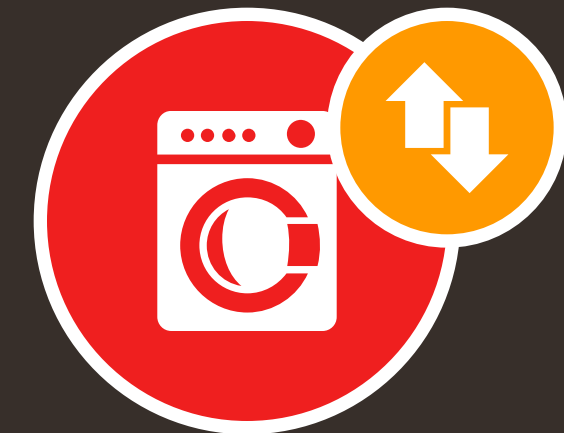
Y-O-Y VALUE CHANGE: SMART HOME
CONTROL & CONNECTIVITY MARKET



+82%



Y-O-Y VALUE CHANGE: SMART
HOME APPLIANCES MARKET



+64%

Y-O-Y VALUE CHANGE: SMART
HOME SECURITY DEVICE MARKET



+58%

statista

Y-O-Y VALUE CHANGE: SMART HOME
ENTERTAINMENT DEVICE MARKET



+54%

we
are
social

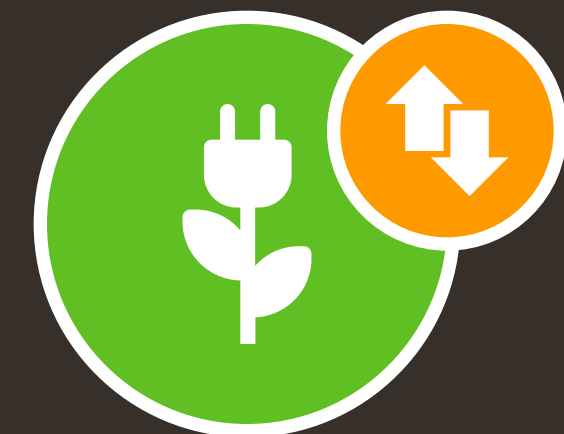
Y-O-Y VALUE CHANGE: SMART HOME
COMFORT & LIGHTING MARKET



+62%

KEPIOS

Y-O-Y VALUE CHANGE: SMART HOME
ENERGY MANAGEMENT MARKET



+69%

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2020

AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME IN 2019 (IN U.S. DOLLARS)



INDONESIA

PENETRATION OF
SMART HOME DEVICES*



2.0%



ARPU*: COMBINED SPEND ON
ALL SMART HOME DEVICES



\$291

statista

ARPU*: SMART HOME CONTROL
& CONNECTIVITY DEVICES



\$58



ARPU*: SMART
HOME APPLIANCES



\$224

ARPU*: SMART HOME
SECURITY DEVICES



\$133

statista

ARPU*: SMART HOME
ENTERTAINMENT DEVICES



\$75

we
are
social

ARPU*: SMART HOME
COMFORT & LIGHTING



\$42

KEPIOS

ARPU*: SMART HOME
ENERGY MANAGEMENT



\$23





SOCIAL MEDIA USE

JAN
2020

SOCIAL MEDIA OVERVIEW

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



INDONESIA

TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

160.0
MILLION

SOCIAL MEDIA USERS
COMPARED TO
TOTAL POPULATION



global
web
index

59%

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



owl

+8.1%
+12 MILLION

PERCENTAGE OF ACTIVE
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



99%

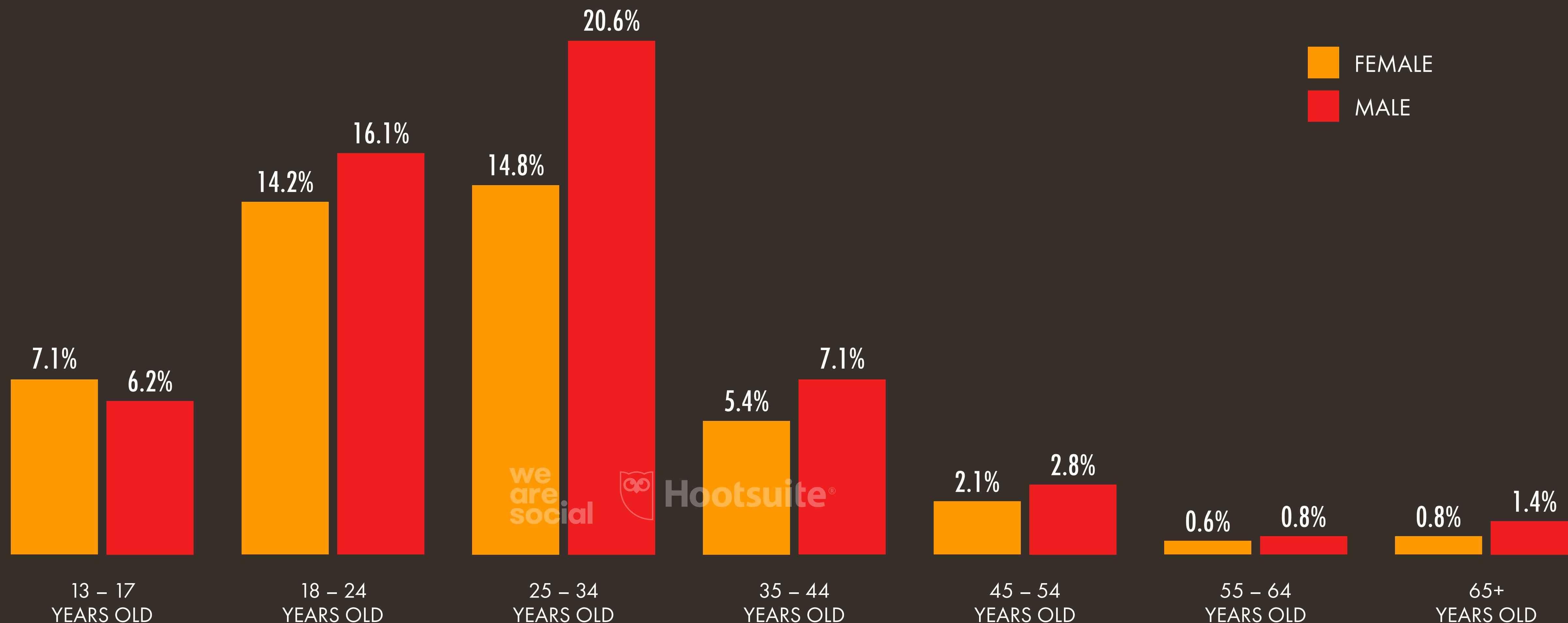
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2020

SOCIAL MEDIA ADVERTISING AUDIENCE PROFILE

SHARE OF THE TOTAL ADVERTISING AUDIENCE* ACROSS FACEBOOK, INSTAGRAM, AND FB MESSENGER, BY AGE AND GENDER



INDONESIA



JAN
2020

SOCIAL MEDIA BEHAVIOURS

DETAILS OF HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA



INDONESIA

VISITED OR USED A SOCIAL
NETWORK OR MESSAGING
SERVICE IN THE PAST MONTH*



99%

ACTIVELY ENGAGED WITH
OR CONTRIBUTED TO SOCIAL
MEDIA IN THE PAST MONTH



95%

AVERAGE AMOUNT
OF TIME PER DAY SPENT
USING SOCIAL MEDIA



3H 26M

AVERAGE NUMBER OF
SOCIAL MEDIA ACCOUNTS
PER INTERNET USER*



10.1

PERCENTAGE OF INTERNET
USERS WHO USE SOCIAL
MEDIA FOR WORK PURPOSES



65%



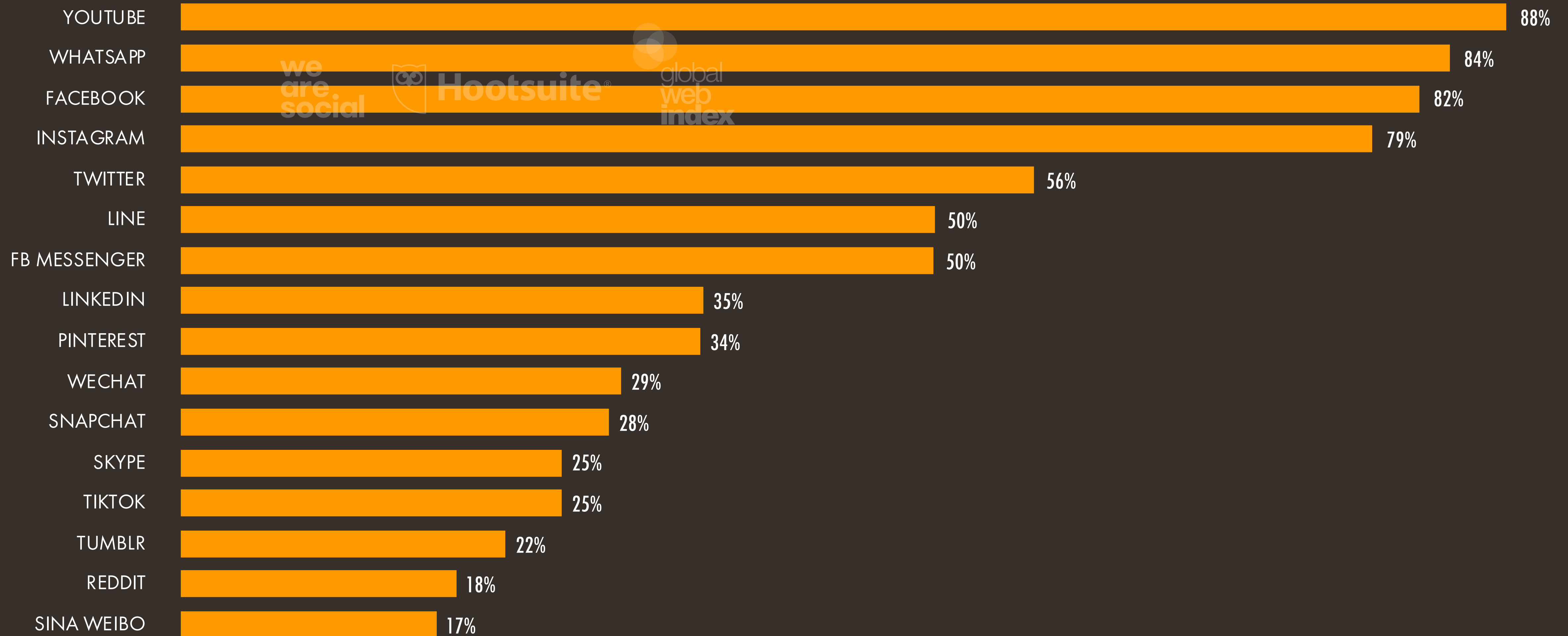
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MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING EACH PLATFORM IN THE PAST MONTH



INDONESIA



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://globalwebindex.com) FOR MORE DETAILS.
NOTE: FIGURES ARE BASED ON INTERNET USERS' SELF-REPORTED BEHAVIOUR, AND MAY NOT MATCH THE MONTHLY ACTIVE USER FIGURES OR ADDRESSABLE ADVERTISING AUDIENCE REACH FIGURES FOR EACH PLATFORM THAT WE PUBLISH ELSEWHERE IN THIS REPORT.

JAN
2020

FACEBOOK AUDIENCE OVERVIEW

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



INDONESIA

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



we
are
social

130.0
MILLION

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



62%

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



+8.3%
+10 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



44.4%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*



55.6%

JAN
2020

FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM



INDONESIA

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA ANY
KIND OF MOBILE PHONE



98.9%

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



1.1%

PERCENTAGE OF FACEBOOK
USERS WHO ACCESS VIA BOTH
PHONES AND COMPUTERS



7.0%

PERCENTAGE OF FACEBOOK
USERS WHO ONLY ACCESS
VIA A MOBILE PHONE



91.9%



JAN
2020

FACEBOOK ACTIVITY FREQUENCY

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



INDONESIA

NUMBER OF
FACEBOOK PAGES
LIKED (LIFETIME*)



1

KEPIOS

FEMALE: MALE:

1

1

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



11

KEPIOS

FEMALE: MALE:

12

11

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



7

we
are
social

FEMALE: MALE:

7

6

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



1

we
are
social

FEMALE: MALE:

1

1

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



8

FEMALE: MALE:

9

7

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2020

FACEBOOK PAGE REACH BENCHMARKS

AVERAGE* MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS, AND THE ROLE OF PAID MEDIA



INDONESIA

AVERAGE MONTHLY
CHANGE IN PAGE LIKES



locowise

+0.15%

AVERAGE POST REACH
vs. PAGE LIKES



we
are
social

6.8%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



locowise

3.2%

PERCENTAGE OF PAGES
USING PAID MEDIA



owl

33.2%

AVERAGE PAID REACH
vs. TOTAL REACH



19.4%

JAN
2020

FACEBOOK ENGAGEMENT BENCHMARKS

AVERAGE* NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE POST COMPARED TO POST REACH



INDONESIA

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS OF ANY KIND



4.16%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



9.90%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE IMAGE POSTS



5.55%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



3.17%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



2.02%



JAN
2020

INSTAGRAM AUDIENCE OVERVIEW

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



INDONESIA

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



63.00
MILLION

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



30%

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



+5.0%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



50.8%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*



49.2%



JAN
2020

SNAPCHAT AUDIENCE OVERVIEW

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



INDONESIA

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



5.40
MILLION

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



2.6%

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



-14%

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS FEMALE*



87.9%

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS MALE*



10.4%

JAN
2020

TWITTER AUDIENCE OVERVIEW

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



INDONESIA

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



KEPIOS

10.65
MILLION

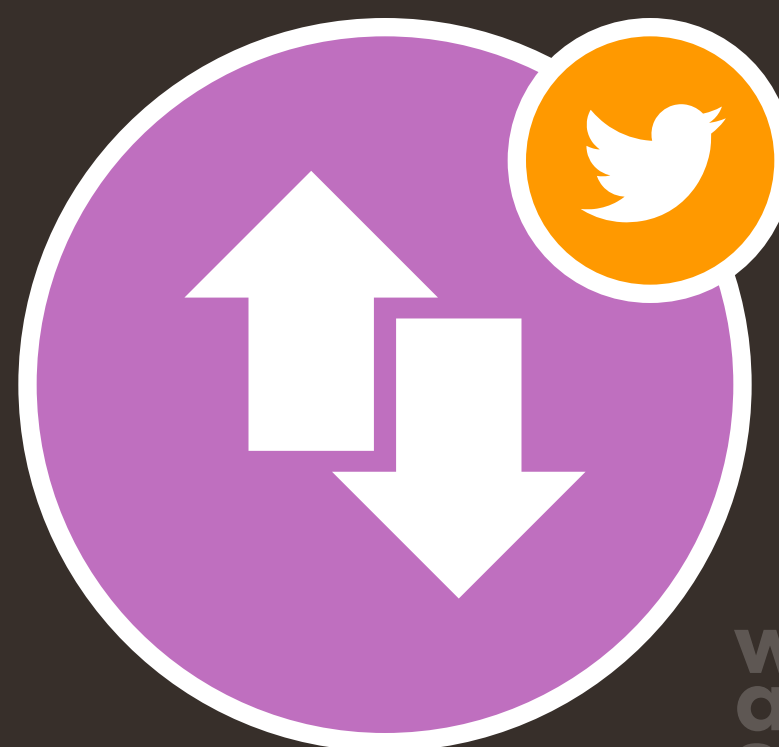
TWITTER'S REPORTED
ADVERTISING REACH
COMPARED TO TOTAL
POPULATION AGED 13+



we are social

5.1%

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



we are social

-0.2%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS FEMALE*



we are social

68.3%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS MALE*



31.7%

JAN
2020

LINKEDIN AUDIENCE OVERVIEW

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



INDONESIA

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



15.00
MILLION

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



8.0%

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



+7.1%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS FEMALE*



41.2%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS MALE*



58.8%

JAN
2020

TOP YOUTUBE SEARCH QUERIES

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



INDONESIA

#	SEARCH QUERY	INDEX
01	LAGU	100
02	INDONESIA	56
03	FILM	45
04	DJ	34
05	LIVE	23
06	LUCU	20
07	KARAOKE	18
08	DANGDUT	14
09	UPIN IPIN	13
10	BLACKPINK	11

#	SEARCH QUERY	INDEX
11	PUBG	11
12	BTS	10
13	FILM INDONESIA	10
14	TIK TOK	8
15	ALAN WALKER	8
16	LAGU ANAK ANAK	8
17	LAGU ANAK	8
18	RINDU	8
19	HANTU	8
20	KEMARIN	8



MOBILE USE

JAN
2020

MOBILE CONNECTIONS BY TYPE

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



INDONESIA

NUMBER OF MOBILE
CONNECTIONS
(EXCLUDING IOT)



GSMA

338.2
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



GSMA

124%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



GSMA

97%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



we
are
social

2.9%

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



90%

JAN
2020

MOBILE CONNECTIVITY INDEX

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



INDONESIA

OVERALL COUNTRY
INDEX SCORE



61.83

OUT OF MAX. 100

MOBILE NETWORK
INFRASTRUCTURE



57.39

OUT OF MAX. 100

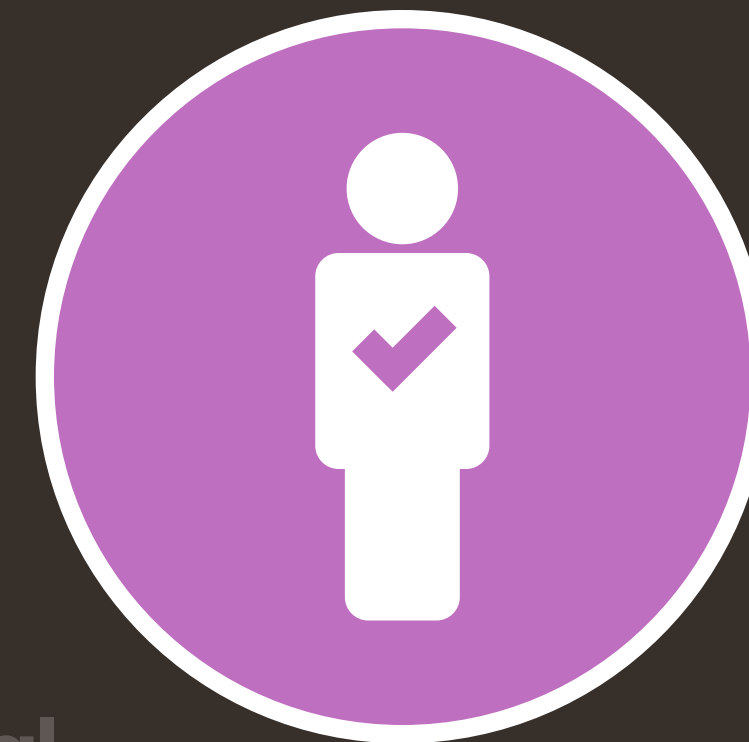
AFFORDABILITY OF
DEVICES & SERVICES



61.04

OUT OF MAX. 100

CONSUMER
READINESS



66.10

OUT OF MAX. 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



63.12

OUT OF MAX. 100

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2020

USE OF MOBILE APPS BY CATEGORY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING EACH TYPE OF MOBILE APP EACH MONTH



INDONESIA

CHAT APPS
(MESSENGERS)



96%

global
web
index

SOCIAL
NETWORKING APPS



96%

we
are
social

ENTERTAINMENT
OR VIDEO APPS



83%

global
web
index

GAMES
(ANY TYPE)



59%

KEPIOS

SHOPPING
APPS



55%

MUSIC
APPS



56%



MAP
APPS



75%

global
web
index

BANKING
APPS



33%



DATING AND
FRIENDSHIP APPS



9.0%

global
web
index

HEALTH AND
FITNESS APPS



20%

JAN
2020

MOBILE APP RANKINGS: ACTIVE USERS

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



INDONESIA

RANKING OF MOBILE APPS BY ACTIVE USERS

#	APP NAME	COMPANY
01	WHATSAPP MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	INSTAGRAM	FACEBOOK
04	FACEBOOK MESSENGER	FACEBOOK
05	LINE	LINE
06	SHAREIT	SHAREIT
07	GO-JEK	GO-JEK
08	SHOPEE	SEA
09	TOKOPEDIA	TOKOPEDIA
10	MYTELKOMSEL	TELKOM INDONESIA

we
are
social

RANKING OF MOBILE GAMES BY ACTIVE USERS

#	GAME NAME	COMPANY
01	MOBILE LEGENDS: BANG BANG	MOONTON
02	PUBG MOBILE	TENCENT
03	FREE FIRE	SEA
04	CLASH OF CLANS	SUPERCELL
05	CALL OF DUTY: MOBILE	ACTIVISION BLIZZARD
06	MINECRAFT POCKET EDITION	MICROSOFT
07	HELIX JUMP	VOODOO
08	LUDO KING	GAMETION
09	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
10	SUBWAY SURFERS	KILOO



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2020

MOBILE APP RANKINGS: DOWNLOADS

RANKING OF TOP MOBILE APPS AND GAMES BY **NUMBER OF DOWNLOADS** THROUGHOUT 2019



INDONESIA

RANKING OF MOBILE **APPS** BY **NUMBER OF DOWNLOADS**

#	APP NAME	COMPANY
01	FACEBOOK	FACEBOOK
02	FACEBOOK MESSENGER	FACEBOOK
03	WHATSAPP MESSENGER	FACEBOOK
04	SHAREIT	SHAREIT
05	SHOPEE	SEA
06	INSTAGRAM	FACEBOOK
07	TIKTOK	BYTEDANCE
08	YOUTUBE GO	GOOGLE
09	LIKEE	YY INC
10	UC BROWSER	ALIBABA GROUP

RANKING OF MOBILE **GAMES** BY **NUMBER OF DOWNLOADS**

#	GAME NAME	COMPANY
01	FREE FIRE	SEA
02	MOBILE LEGENDS: BANG BANG	MOONTON
03	PUBG MOBILE	TENCENT
04	SUBWAY SURFERS	KILOO
05	LUDO KING	GAMETION
06	STACK BALL	AZUR INTERACTIVE GAMES
07	TTS PINTAR 2018	MELUAPP
08	8 BALL POOL	MINICLIP
09	MY TALKING TOM 2	OUTFIT7
10	BUS SIMULATOR INDONESIA	BUS SIMULATOR INDONESIA

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2020

MOBILE APP RANKINGS: CONSUMER SPEND

RANKING OF TOP MOBILE APPS AND GAMES BY TOTAL CONSUMER SPEND THROUGHOUT 2019



INDONESIA

RANKING OF MOBILE APPS BY CONSUMER SPEND

#	APP NAME	COMPANY
01	HAGO	YY INC
02	LINE WEBTOON	NAVER
03	BIGO LIVE	YY INC
04	SING! BY SMULE	SMULE
05	LINE	LINE
06	TINDER	INTERACTIVECORP (IAC)
07	GOOGLE ONE	GOOGLE
08	VIU	PCCW
09	TANTAN	MOMO TECHNOLOGY
10	WEBCOMICS	NEOBAZAR

we
are
social

RANKING OF MOBILE GAMES BY CONSUMER SPEND

#	GAME NAME	COMPANY
01	FREE FIRE	SEA
02	MOBILE LEGENDS: BANG BANG	MOONTON
03	PUBG MOBILE	TENCENT
04	RAGNAROK M : ETERNAL LOVE	GUNGHO ONLINE ENT.
05	LORDS MOBILE	IGG
06	GAME OF SULTANS	MECHANIST
07	RISE OF KINGDOMS	LILITH
08	CLASH OF CLANS	SUPERCCELL
09	BE THE KING	CHUANG COOL
10	ZYNGA POKER	ZYNGA



JAN
2020

SHARE OF WEB TRAFFIC BY MOBILE OS

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



INDONESIA

SHARE OF WEB TRAFFIC
ORIGINATING FROM
ANDROID DEVICES



we
are
social

93.2%

DEC 2019 vs. DEC 2018:

+1.0%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
APPLE IOS DEVICES



KEPIOS

6.4%

DEC 2019 vs. DEC 2018:

+9.1%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
KAI OS DEVICES



owl

[N/A]

DEC 2019 vs. DEC 2018:

[N/A]

SHARE OF WEB TRAFFIC
ORIGINATING FROM
SAMSUNG OS DEVICES*



lightbulb

0.04%

DEC 2019 vs. DEC 2018:

-20%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
OTHER OS DEVICES



0.4%

DEC 2019 vs. DEC 2018:

-80%

JAN
2020

MOBILE ACTIONS

PERCENT OF INTERNET USERS AGED 16 TO 64 WHO PERFORM EACH ACTION USING THEIR MOBILE PHONE EACH MONTH



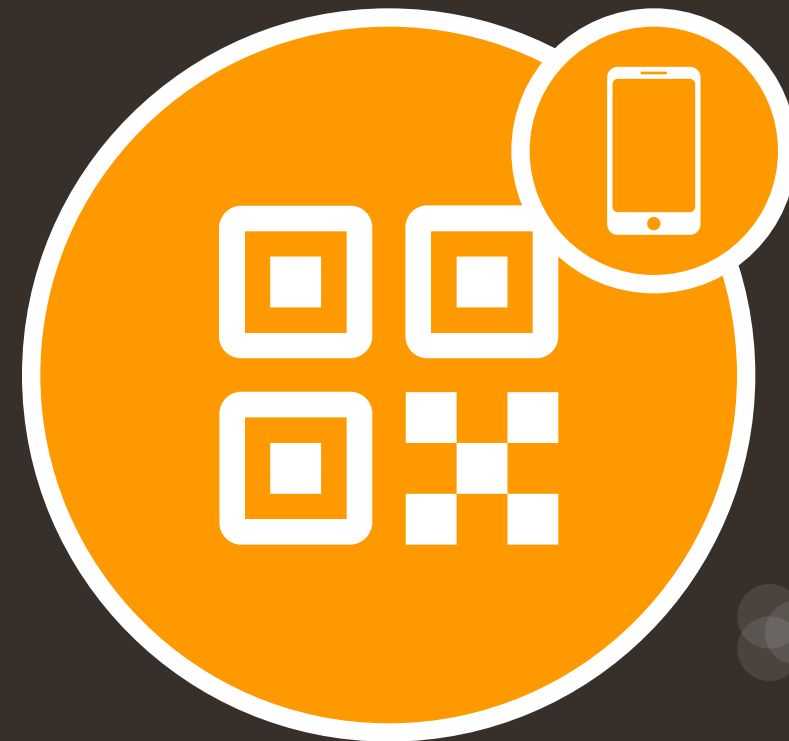
INDONESIA

WATCH CONTENT
ON A TV BY CASTING IT
FROM A MOBILE PHONE*



31%

USE OR
SCAN
QR CODES



39%

USE AN
IMAGE SEARCH
TOOL OR SERVICE



40%

USE A MOBILE
PHONE AS A TICKET
OR BOARDING PASS



25%

TRANSFER MONEY
TO FRIENDS
OR FAMILY



48%





ECOMMERCE USE

JAN
2020

FINANCIAL INCLUSION FACTORS

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



INDONESIA

HAS AN ACCOUNT WITH
A FINANCIAL INSTITUTION



48%



HAS A
CREDIT CARD



2.4%



HAS A MOBILE
MONEY ACCOUNT



3.1%



MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



11%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



1.9%



PERCENTAGE OF MEN
WITH A CREDIT CARD



3.1%



PERCENTAGE OF WOMEN
MAKING ONLINE TRANSACTIONS



13%



PERCENTAGE OF MEN
MAKING ONLINE TRANSACTIONS



9.4%



JAN
2020

ECOMMERCE ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH



INDONESIA

SEARCHED ONLINE FOR
A PRODUCT OR SERVICE
TO BUY (ANY DEVICE)



global
web
index

93%

VISITED AN ONLINE
RETAIL STORE ON THE
WEB (ANY DEVICE)



90%

PURCHASED A
PRODUCT ONLINE
(ANY DEVICE)



global
web
index

88%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



we
are
social

25%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



80%



JAN
2020

ECOMMERCE SPEND BY CATEGORY

TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES IN 2019, IN U.S. DOLLARS



INDONESIA

FASHION
& BEAUTY



\$4.79
BILLION

statista

ELECTRONICS &
PHYSICAL MEDIA



\$4.73
BILLION



FOOD &
PERSONAL CARE



\$3.17
BILLION

we
are
social

FURNITURE &
APPLIANCES



\$2.91
BILLION

TOYS, DIY
& HOBBIES



\$3.16
BILLION



TRAVEL (INCLUDING
ACCOMMODATION)*



\$13.06
BILLION

we
are
social

DIGITAL
MUSIC



\$119.0
MILLION

statista

VIDEO
GAMES



\$937.0
MILLION

SOURCES: STATISTA MARKET OUTLOOKS FOR E-COMMERCE, TRAVEL, MOBILITY, AND DIGITAL MEDIA (ACCESSED JANUARY 2020). FIGURES BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND FOR 2019, EXCLUDING B2B SPEND. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. **NOTES:** DATA FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING. **COMPARABILITY ADVISORY:** BASE CHANGES. DEFINITIONS FOR CATEGORIES DENOTED BY (*) HAVE ALSO CHANGED. DATA MAY NOT BE DIRECTLY COMPARABLE TO PREVIOUS REPORTS.

we
are
social



Hootsuite®

JAN
2020

ECOMMERCE GROWTH BY CATEGORY

YEAR-ON-YEAR GROWTH IN TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES (2019 vs. 2018)



INDONESIA

FASHION
& BEAUTY



+54%

statista

ELECTRONICS &
PHYSICAL MEDIA



+48%



FOOD &
PERSONAL CARE



+60%

we
are
social

FURNITURE &
APPLIANCES



+57%

TOYS, DIY
& HOBBIES



+67%



TRAVEL (INCLUDING
ACCOMMODATION)*



+15%

we
are
social

DIGITAL
MUSIC



+5.7%

statista

VIDEO
GAMES



+7.8%



JAN
2020

ONLINE PURCHASES OF CONSUMER GOODS

OVERVIEW OF THE MARKET FOR ONLINE CONSUMER GOODS PURCHASES IN 2019



INDONESIA

TOTAL NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS ONLINE IN 2019



168.3
MILLION

VALUE OF THE MARKET FOR
ONLINE CONSUMER GOODS
PURCHASES (IN U.S. DOLLARS)



\$18.76
BILLION

AVERAGE ANNUAL REVENUE PER
ONLINE CONSUMER GOODS
SHOPPER (ARPU) IN U.S. DOLLARS



\$111

ONLINE CONSUMER GOODS
ARPU AS A PERCENTAGE OF GDP
PER CAPITA (BOTH U.S. DOLLARS)



2.9%



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2020

ECOMMERCE VALUE: ALTERNATIVE PERSPECTIVES

ALTERNATIVE PERSPECTIVES ON THE OVERALL SIZE, VALUE, AND GROWTH OF THE B2C ECOMMERCE MARKET (IN U.S. DOLLARS)



INDONESIA

TOTAL VALUE OF THE
CONSUMER (B2C)
ECOMMERCE MARKET



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social

\$11.00
BILLION

ANNUAL GROWTH
IN THE VALUE OF B2C
ECOMMERCE SPEND



+38%

B2C ECOMMERCE SPEND
AS A PERCENTAGE OF
TOTAL B2C RETAIL SPEND



3.0%

AVERAGE ANNUAL
ONLINE SPEND PER
B2C CONSUMER



\$278

MOBILE'S SHARE OF
B2C ECOMMERCE
TRANSACTION VALUE



46%



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2020

ECOMMERCE PURCHASES BY PAYMENT METHOD

PERCENTAGE OF ECOMMERCE TRANSACTIONS COMPLETED USING EACH METHOD OF PAYMENT



INDONESIA

CREDIT CARD



35%

CASH



13%

BANK TRANSFER



24%

EWALLET



14%

OTHER



14%

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KEPIOS



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DIGITAL PAYMENTS OVERVIEW

SIZE AND GROWTH OF THE DIGITAL PAYMENTS MARKET IN 2019 (IN U.S. DOLLARS)



INDONESIA

NUMBER OF PEOPLE
MAKING DIGITALLY ENABLED
PAYMENT TRANSACTIONS*



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social

147.1
MILLION

TOTAL ANNUAL VALUE
OF DIGITALLY ENABLED
CONSUMER PAYMENTS



statista

\$32.44
BILLION

ANNUAL CHANGE IN THE
VALUE OF DIGITALLY ENABLED
CONSUMER PAYMENTS



+21%

AVERAGE TOTAL ANNUAL VALUE OF
DIGITAL PAYMENT TRANSACTIONS
PER DIGITAL PAYMENTS USER



\$220

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2020

RIDE-HAILING MARKET OVERVIEW

SIZE AND GROWTH OF THE RIDE-HAILING MARKET IN 2019 (IN U.S. DOLLARS)



INDONESIA

NUMBER OF PEOPLE
USING DIGITALLY ENABLED
RIDE-HAILING SERVICES*



21.70
MILLION

TOTAL VALUE OF THE
DIGITALLY ENABLED
RIDE-HAILING MARKET



\$3.63
BILLION

ANNUAL GROWTH IN THE TOTAL
VALUE OF THE DIGITALLY ENABLED
RIDE-HAILING MARKET



+38%

ANNUAL REVENUE PER
USER OF DIGITALLY ENABLED
RIDE-HAILING SERVICES



\$168

SOURCE: STATISTA MARKET OUTLOOK FOR ONLINE MOBILITY SERVICES (ACCESSED JANUARY 2020). FIGURES USE FULL-YEAR VALUES FOR 2019, WITH COMPARISONS TO EQUIVALENT 2018 DATA. SEE [STATISTA.COM/OUTLOOK/MOBILITY-MARKETS](https://www.statista.com/outlook/mobility-markets) FOR MORE DETAILS. ***NOTE:** IN THIS CONTEXT, "DIGITALLY ENABLED RIDE-HAILING SERVICES" INCLUDE TRANSPORTATION NETWORK COMPANIES THAT OFFER RIDES IN PRIVATE VEHICLES (E.G. UBER, DIDI, GRAB), RIDE-POOLING SERVICES, AND REGULAR TAXI SERVICES BOOKED ONLINE OR THROUGH A SMARTPHONE APP.

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SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY DISCOVER NEW BRANDS AND PRODUCTS VIA EACH CHANNEL



INDONESIA

SEARCH ENGINES

44%

ADS ON TELEVISION

36%

ADS IN SOCIAL MEDIA

34%

RECOMMENDATIONS OR COMMENTS ON SOCIAL MEDIA

32%

BRAND OR PRODUCT WEBSITES

32%

WORD-OF-MOUTH RECOMMENDATIONS

32%

CONSUMER REVIEW WEBSITES

29%

TV SHOWS OR FILMS

27%

ADS IN MOBILE OR TABLET APPS

26%

PRODUCT COMPARISON WEBSITES

26%

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TOP GOOGLE SHOPPING QUERIES

MOST COMMON GOOGLE SHOPPING SEARCH QUERIES THROUGHOUT 2019



INDONESIA

#	SEARCH QUERY	INDEX
01	HARGA	100
02	HP	24
03	SAMSUNG	21
04	OPPO	16
05	SEPATU	13
06	XIAOMI	12
07	VIVO	11
08	IPHONE	11
09	REDMI	9
10	SHOPEE	7

#	SEARCH QUERY	INDEX
11	LAPTOP	6
12	REALME	6
13	JAM TANGAN	5
14	HARGA OPPO	5
15	TV	4
16	TOKOPEDIA	4
17	HP OPPO	4
18	LAZADA	4
19	JAKET	4
20	HP SAMSUNG	4

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VALUE OF THE DIGITAL ADVERTISING MARKET

TOTAL SPEND (IN U.S. DOLLARS) ON DIGITAL ADVERTISING IN 2019, WITH DETAIL OF SPEND IN INDIVIDUAL SUB-CATEGORIES



INDONESIA

TOTAL DIGITAL AD
SPEND IN 2019



\$1.89
BILLION

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SPEND ON DIGITAL
SEARCH ADS IN 2019



\$775.0
MILLION

statista

SPEND ON SOCIAL
MEDIA ADS IN 2019



\$342.0
MILLION

SPEND ON DIGITAL
BANNER ADS IN 2019



\$354.0
MILLION

statista

SPEND ON DIGITAL
VIDEO ADS IN 2019



\$213.0
MILLION



SPEND ON DIGITAL
CLASSIFIED ADS IN 2019



\$210.0
MILLION

SOURCE: STATISTA MARKET OUTLOOK FOR DIGITAL ADVERTISING (ACCESSED JANUARY 2020). FIGURES REPRESENT FULL-YEAR DIGITAL ADVERTISING SPEND FOR 2019. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. **NOTES:** SPEND VALUES ARE IN U.S. DOLLARS. INCLUDES ADVERTISING ON MOBILE AND DESKTOP DEVICES. VALUES DO NOT INCLUDE SPEND ON E-MAIL MARKETING, AUDIO ADVERTS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS.



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2020

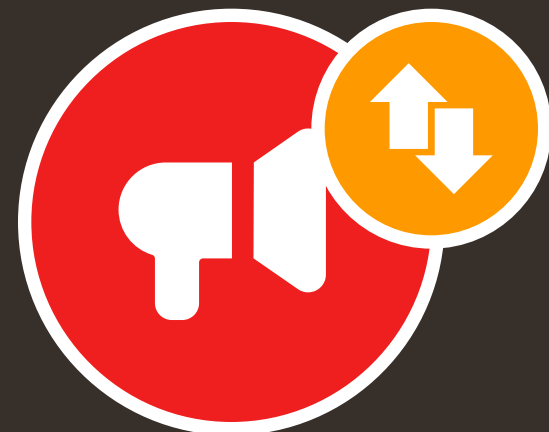
DIGITAL ADVERTISING MARKET: VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE VALUE OF THE DIGITAL ADVERTISING MARKET BETWEEN 2018 AND 2019



INDONESIA

YEAR-ON-YEAR CHANGE
IN TOTAL DIGITAL AD SPEND



+16%

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YEAR-ON-YEAR CHANGE IN
DIGITAL SEARCH AD SPEND



+16%

statista

YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA AD SPEND



+19%

YEAR-ON-YEAR CHANGE IN
DIGITAL BANNER AD SPEND



+19%

statista

YEAR-ON-YEAR CHANGE IN
DIGITAL VIDEO AD SPEND



+14%



YEAR-ON-YEAR CHANGE IN
DIGITAL CLASSIFIED AD SPEND



+11%



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

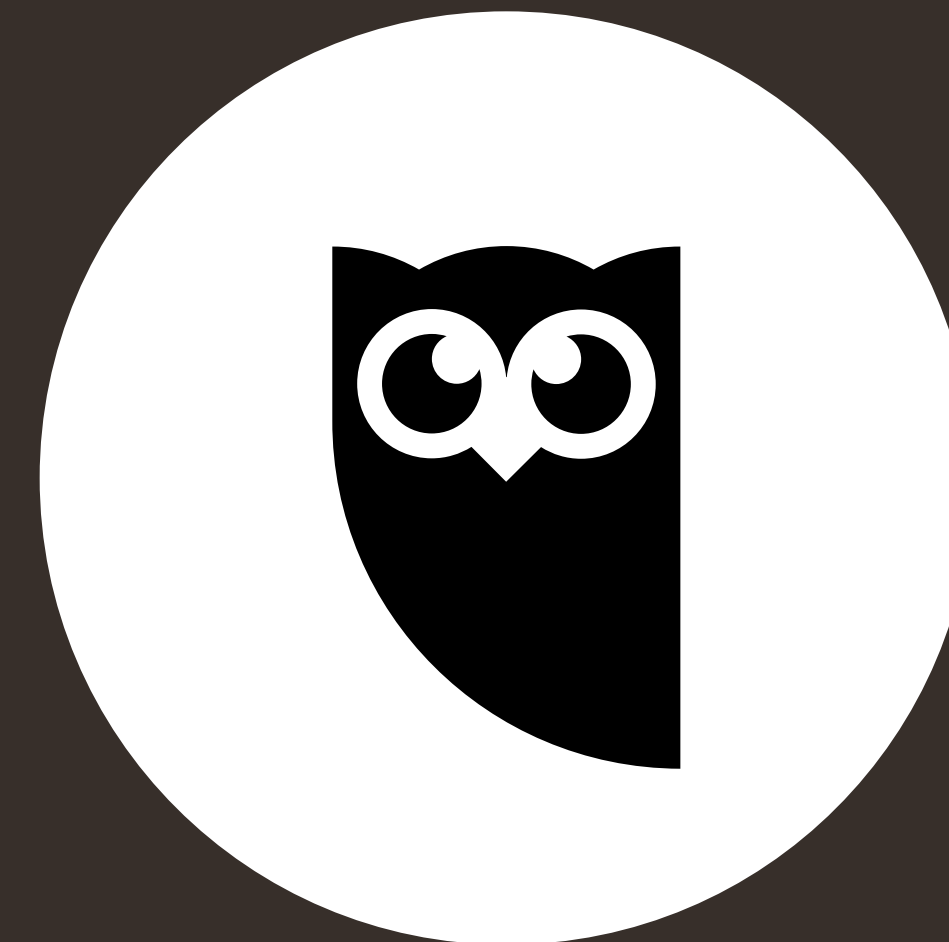


MORE INFORMATION

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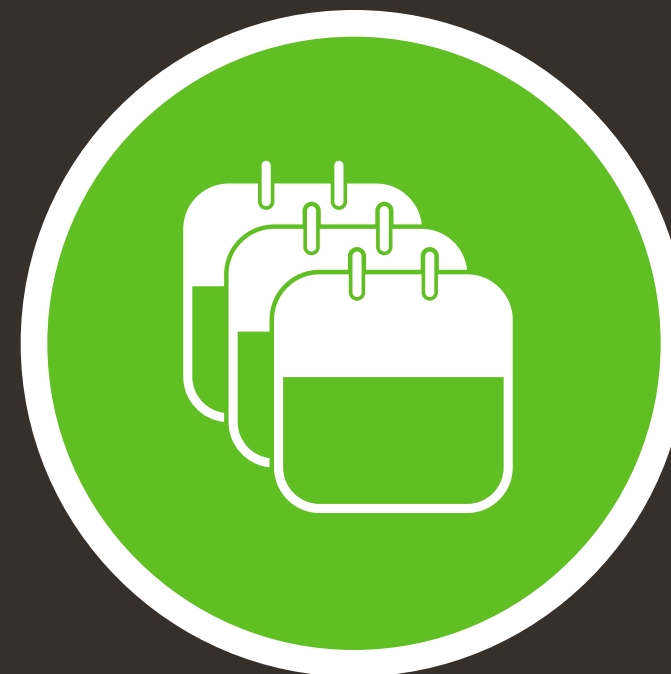
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COVERAGE**



**ONGOING DATA COLLECTION
ACROSS 46 MARKETS**



**CROSS-DEVICE
COVERAGE**

Learn more at <https://www.globalwebindex.com>

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statista 

Statista is one of the world's largest online statistics databases. Its Digital Market Outlook products provide forecasts, detailed market insights, and key indicators on over 90 digital markets within verticals including e-commerce, digital media, advertising, smart home, and fintech for over 150 countries and regions.



**96% OF THE GLOBAL
INTERNET POPULATION**



**OVER 150 COUNTRIES
AND REGIONS**



**98% OF WORLDWIDE
ECONOMIC POWER**



**MORE THAN 30,000
INTERACTIVE STATISTICS**

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SPECIAL THANKS: GSMA INTELLIGENCE

The logo for GSMA Intelligence, featuring the text "GSMA" in a small red font above the word "Intelligence" in a larger black font, all contained within a white circular background.

GSMA Intelligence is the unit within the GSMA that houses the organisation's extensive database of mobile operator statistics, forecasts, and industry reports. GSMA Intelligence's data covers every operator group, network and MVNO in every country – from Afghanistan to Zimbabwe. Updated daily, it is the most accurate and complete set of industry metrics available, comprising tens of millions of individual data points.

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

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SPECIAL THANKS: APP ANNIE



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



**1 MILLION
REGISTERED USERS**



**BEST-IN-CLASS
DATA**



**COVERAGE ACROSS
150 COUNTRIES**



**UNPARALLELED
SERVICE & SUPPORT**

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SPECIAL THANKS: SIMILARWEB



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



**WEB
INTELLIGENCE**



**APP
INTELLIGENCE**



**GLOBAL
COVERAGE**



**GRANULAR
ANALYSIS**

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Locowise is a social media performance measurement platform that helps agencies to manage clients, produce and prove value, and win new business.



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BUILDER WITH
OVER 300 METRICS**



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YOUR NETWORKS
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FUTURE STRATEGY**

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DATA SOURCES

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

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

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

SOCIAL MEDIA USERS & ADVERTISING

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

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

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

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

*For more details of Statista's Market Outlook, visit <https://www.statista.com/outlook/digital-markets>.

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

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

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

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

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

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

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

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

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

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SIMON KEMP



@ESKIMON



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