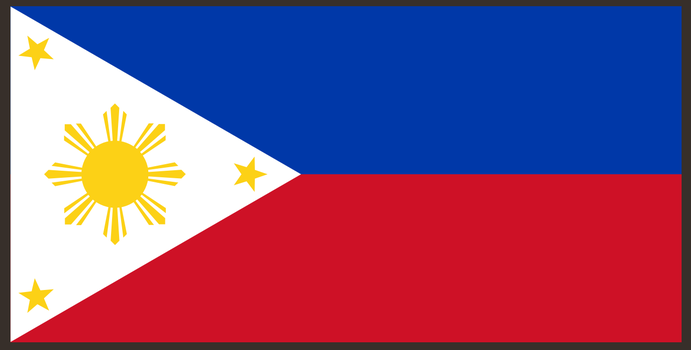


DIGITAL 2021

THE PHILIPPINES

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

we are social

Hootsuite®

we are social

Hootsuite®

IMPORTANT NOTES ON CHANGES TO DATA

Findings published in this report use the latest available data at the time of production. In order to provide the most accurate and up-to-date information, we have changed the sources we use to inform some of the numbers, and we have also changed the ways in which we calculate certain values. Consequently, various figures in this report **will not be comparable** with 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, and in some cases we've also added an alert beneath the chart's headline. In particular, please note that we **no longer include data sourced from social media platforms** in our internet user figures. As a result, the internet user numbers in this year's reports may appear lower than those in previous reports, but this does not necessarily imply an actual drop in internet users. We have recalculated historical internet user figures in order to provide accurate growth figures in this year's reports, but **overall values will not be comparable** with data published in previous reports in this series. Please also note that **social media user numbers may not represent unique individuals**, because some people may manage multiple social media accounts, and because some active social media accounts may represent 'non-human' entities such as animals, groups and organisations, locations, and more. As a result, the figures we publish for social media users may **exceed** the figures we publish for internet users. This may seem counter-intuitive, but the numbers in such instances are not incorrect. Separating social media user numbers from internet user numbers in this way allows readers to make more informed choices, and enables them to use the data that has the greatest relevance to their needs. Please see the complete list of data sources at the end of this report for further details.

CLICK HERE TO READ OUR DIGITAL 2021 GLOBAL OVERVIEW REPORT, WITH CLOSE TO 300 PAGES OF ESSENTIAL CHARTS AND INSIGHTS FROM AROUND THE WORLD

CLICK HERE TO READ OUR DIGITAL 2021 LOCAL COUNTRY HEADLINES REPORT, WITH ESSENTIAL DIGITAL OVERVIEWS 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	NETHERLANDS	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NEW CALEDONIA	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW ZEALAND	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NICARAGUA	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NIGER	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGERIA	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIUE	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	MADAGASCAR	NORFOLK IS.	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MALAWI	NORTH MACEDONIA	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAYSIA	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALDIVES	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FALKLAND IS.	IRAQ	MALI	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALTA	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE OF MAN	MARSHALL IS.	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARTINIQUE	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MAURITANIA	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITIUS	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAYOTTE	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MEXICO	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MICRONESIA	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MOLDOVA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MONACO	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONGOLIA	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONTENEGRO	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTSERRAT	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MOROCCO	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOZAMBIQUE	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MYANMAR	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	NAMIBIA	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECHIA	GUATEMALA	LATVIA	NAURU	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NEPAL	ST. HELENA	TAIWAN	ZIMBABWE

GLOBAL HEADLINES

JAN 2021

GLOBAL DIGITAL HEADLINES

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE AROUND THE WORLD

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL DATA HEADLINES

TOTAL POPULATION	UNIQUE MOBILE PHONE USERS	INTERNET USERS*	ACTIVE SOCIAL MEDIA USERS*
7.83 BILLION	**5.22 BILLION**	**4.66 BILLION**	**4.20 BILLION**
URBANISATION: **56.4%**	vs. POPULATION: **66.6%**	vs. POPULATION: **59.5%**	vs. POPULATION: **53.6%**

SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE. ***ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE TO DATA PUBLISHED IN PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

we are social Hootsuite®

JAN 2021

GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN GLOBAL DIGITAL ADOPTION

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL DATA HEADLINES

TOTAL POPULATION	UNIQUE MOBILE PHONE USERS	INTERNET USERS*	ACTIVE SOCIAL MEDIA USERS*
+1.0%	**+1.8%**	**+7.3%**	**+13.2%**
JAN 2021 vs. JAN 2020	JAN 2021 vs. JAN 2020	JAN 2021 vs. JAN 2020	JAN 2021 vs. JAN 2020
+81 MILLION	**+93 MILLION**	**+316 MILLION**	**+490 MILLION**

SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE. ***ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE TO DATA PUBLISHED IN PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

we are social Hootsuite®

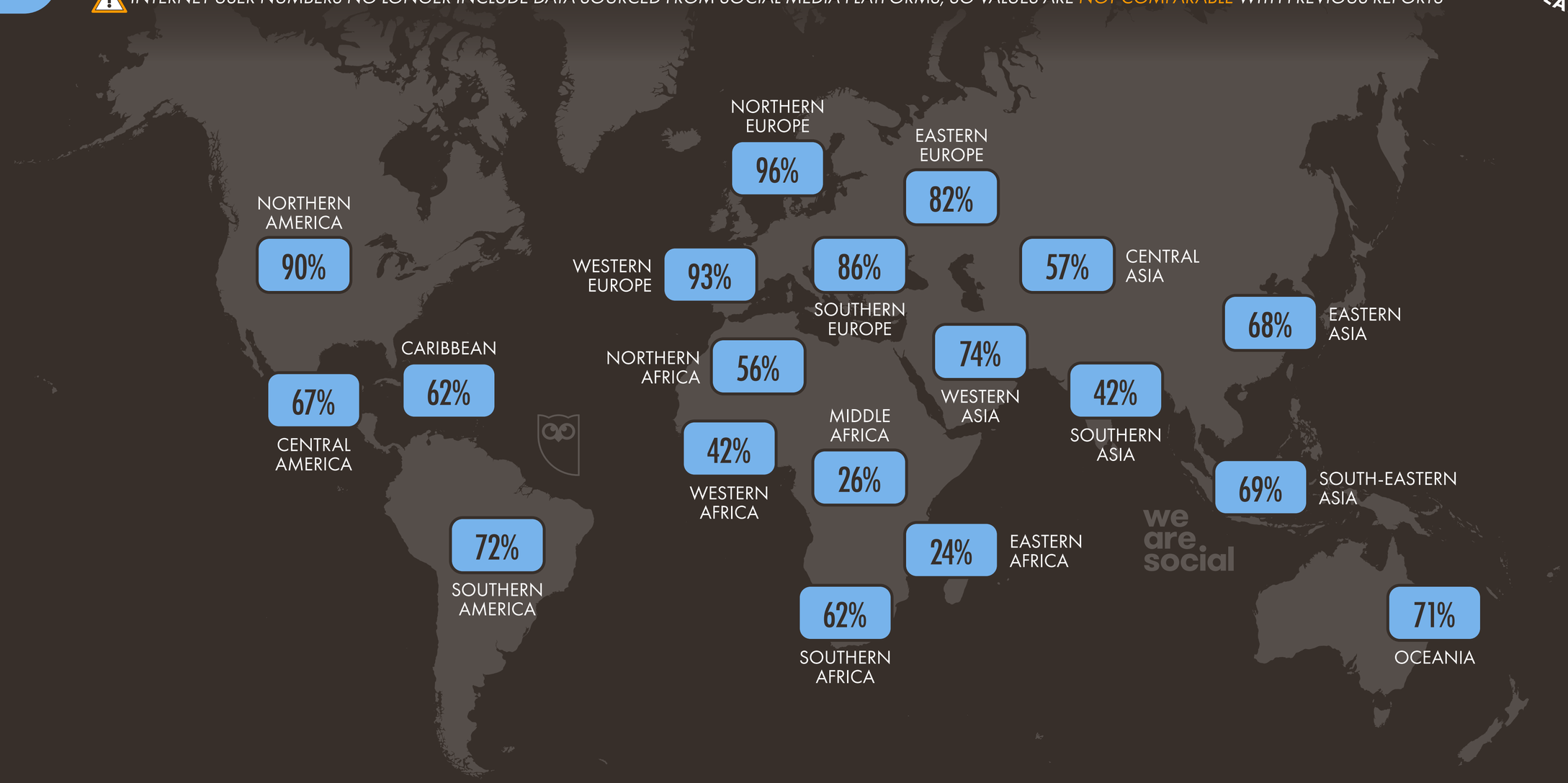
JAN 2021

INTERNET USERS vs. TOTAL POPULATION

NUMBER OF INTERNET USERS IN EACH REGION COMPARED TO TOTAL POPULATION

⚠ *INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS*

GLOBAL DATA HEADLINES



SOURCES: KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC; THE U.N. **ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE NOT COMPARABLE WITH DATA PUBLISHED IN PREVIOUS REPORTS. **NOTES:** PERCENTAGES REPRESENT SHARE OF TOTAL POPULATION. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME.

we are social Hootsuite®

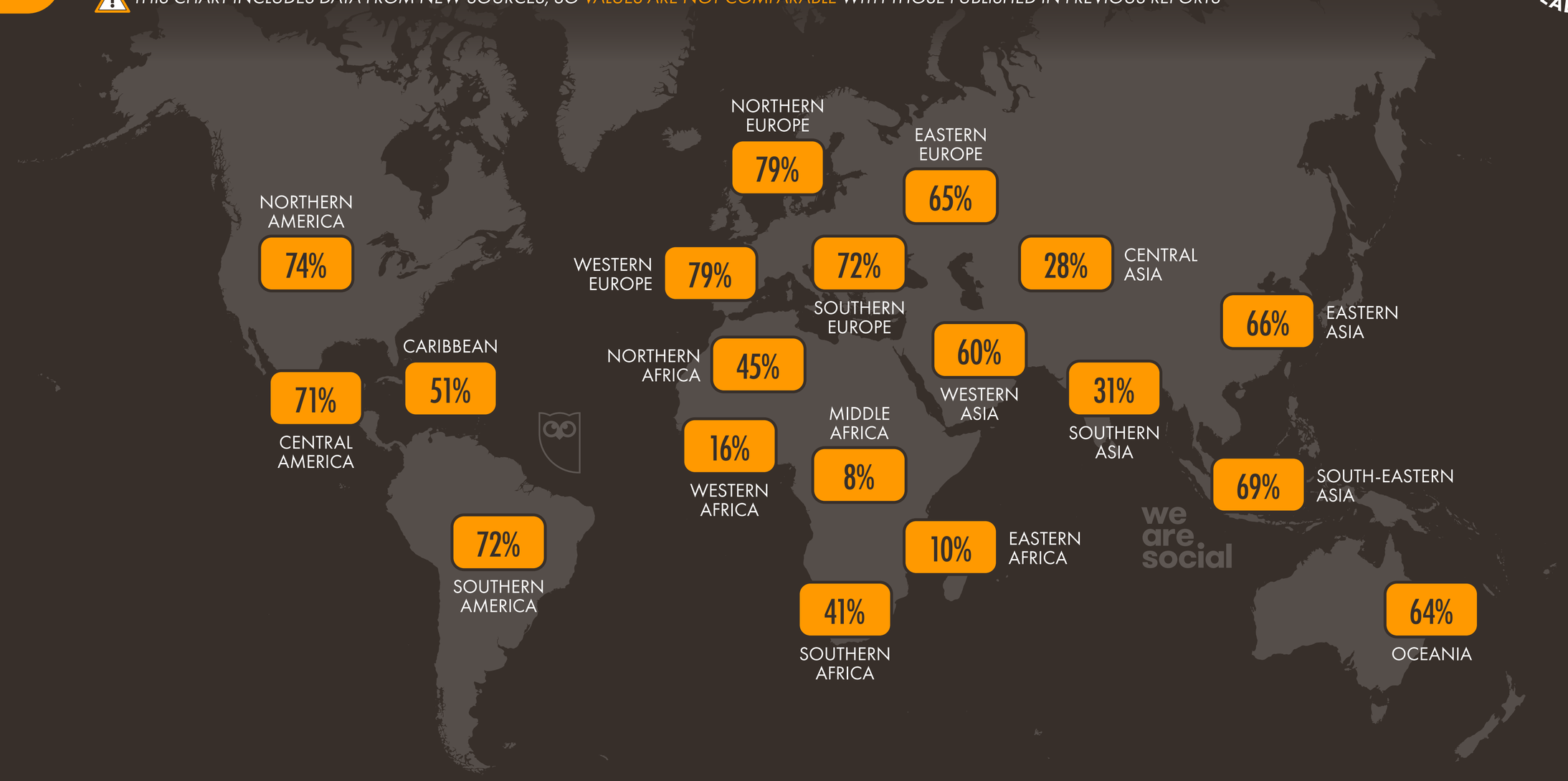
JAN 2021

SOCIAL MEDIA USERS vs. TOTAL POPULATION

NUMBER OF ACTIVE SOCIAL MEDIA USERS* IN EACH REGION COMPARED TO TOTAL POPULATION

⚠ *THIS CHART INCLUDES DATA FROM NEW SOURCES, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS*

GLOBAL DATA HEADLINES



SOURCES: KEPIOS (JAN 2021), BASED ON DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; CAFEBAZAAR; OCDH. ***ADVISORY:** "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO FIGURES MAY EXCEED INTERNET PENETRATION VALUES. **NOTES:** DIFFERENCES IN DATA AVAILABILITY MEAN REGIONAL FIGURES MAY NOT CORRELATE WITH GLOBAL TOTALS. REGIONS AS PER THE U.N. GEOSCHEME. ◈ **COMPARABILITY ADVISORY:** DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

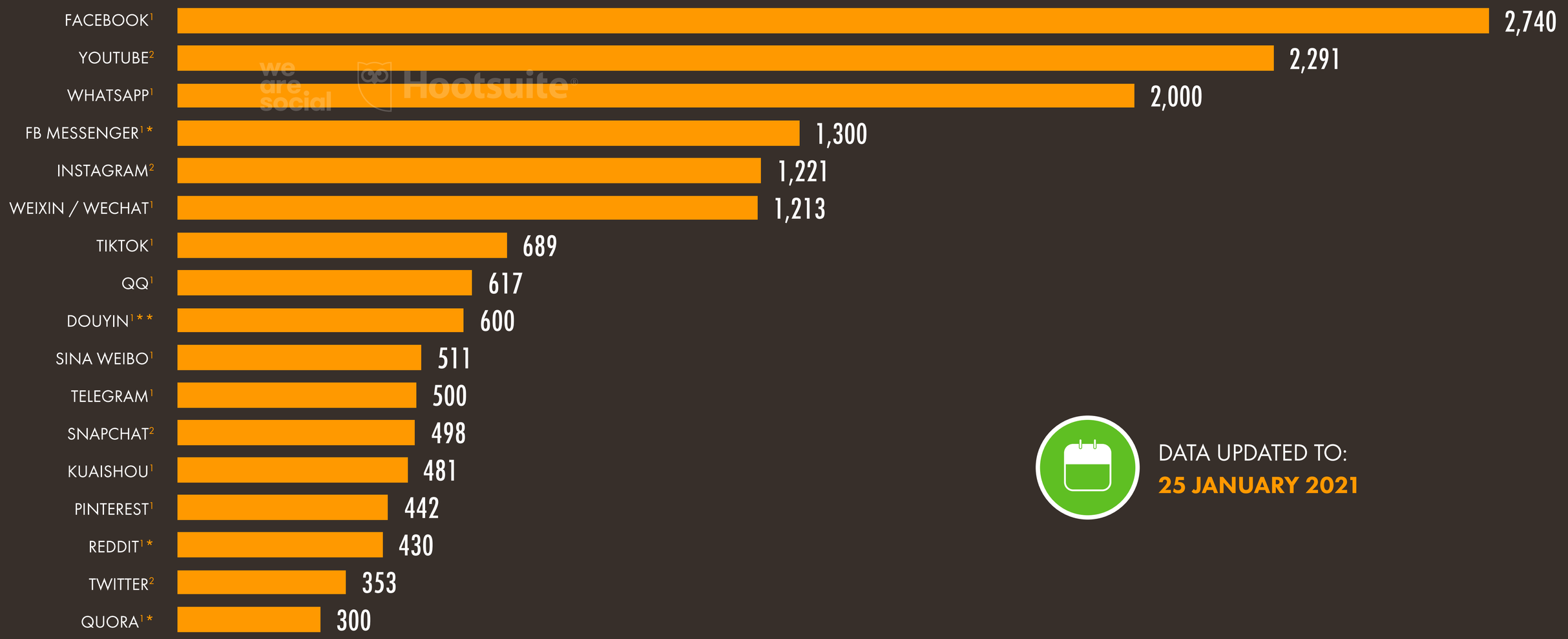
we are social Hootsuite®

JAN 2021

THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS*

GLOBAL DATA HEADLINES



DATA UPDATED TO:
25 JANUARY 2021

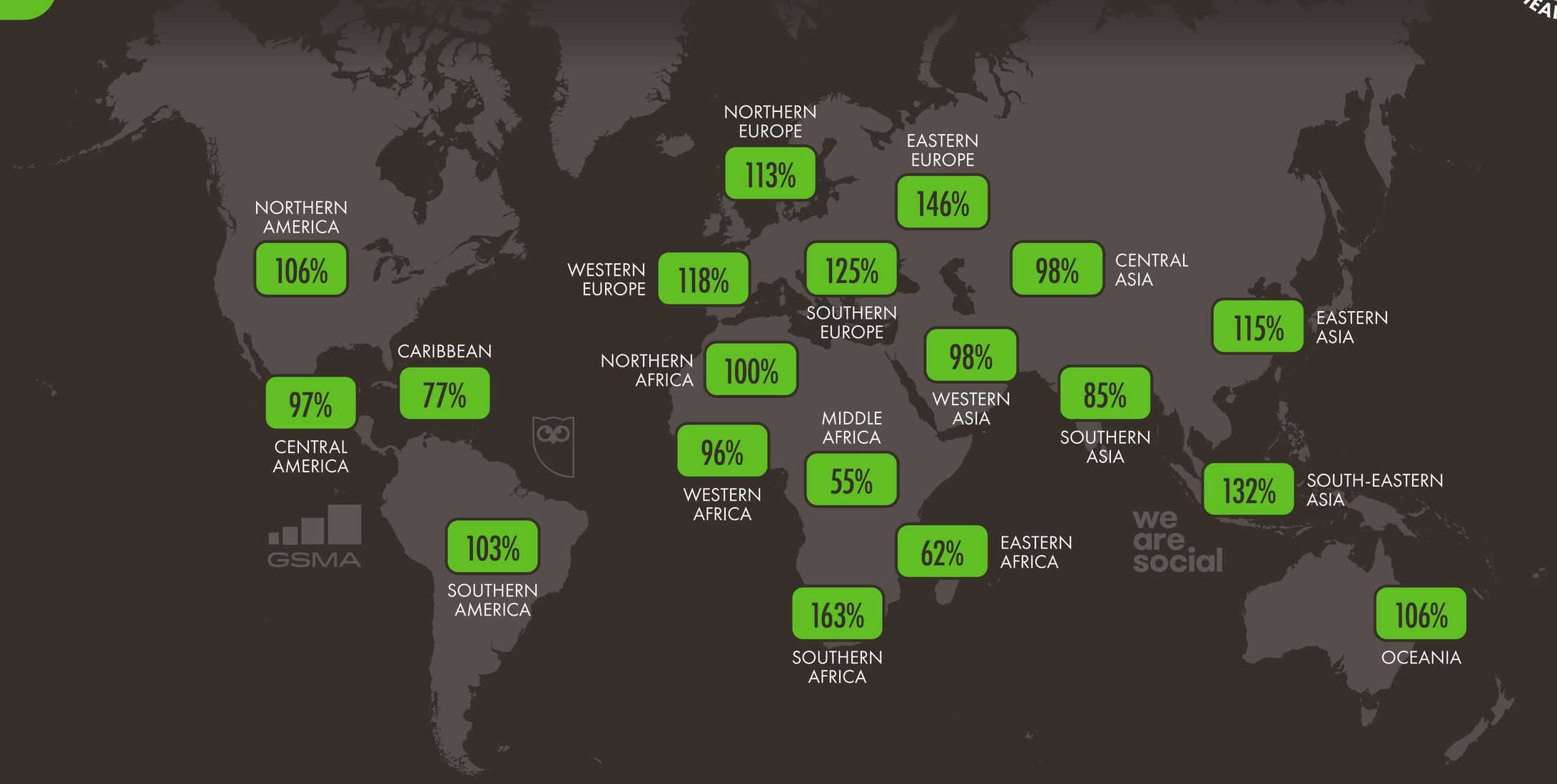
SOURCES: KEPIOS ANALYSIS (JAN 2021), BASED ON DATA PUBLISHED IN: (1) COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; (2) PLATFORMS' SELF-SERVICE AD TOOLS.
***NOTES:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS, SO FIGURES WILL BE LESS RELIABLE. (**) FIGURE FOR DOUYIN USES THE REPORTED DAILY ACTIVE USER FIGURE, SO MONTHLY ACTIVE USER FIGURE IS LIKELY HIGHER.

we are social Hootsuite®

JAN 2021

MOBILE CONNECTIONS vs. TOTAL POPULATION

NUMBER OF MOBILE CONNECTIONS IN EACH REGION COMPARED TO TOTAL POPULATION



SOURCES: GSMA INTELLIGENCE (JAN 2021); POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU (ACCESSED JAN 2021).
◈ **COMPARABILITY ADVISORY:** BASE CHANGES. DATA MAY NOT BE COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

we are social Hootsuite®

JAN 2021

MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL (EX. CHINA) RANKINGS OF TOP MOBILE APPS AND GAMES BY MONTHLY ACTIVE USERS IN 2020

GLOBAL DATA HEADLINES

RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	FACEBOOK	FACEBOOK
02	WHATSAPP	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	INSTAGRAM	FACEBOOK
05	AMAZON	AMAZON
06	TWITTER	TWITTER
07	NETFLIX	NETFLIX
08	TIKTOK	BYTEDANCE
09	SPOTIFY	SPOTIFY
10	SNAPCHAT	SNAP

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

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

SOURCE: APP ANNIE (JAN 2021). SEE STATEOFMOBILE2021.COM FOR MORE DETAILS. **NOTE:** RANKINGS BASED ON ACTIVE INSTALLS ACROSS IPHONE AND ANDROID PHONE DEVICES, EXCLUDING CHINA.

we are social Hootsuite®

JAN 2021

GLOBAL ECOMMERCE ACTIVITY OVERVIEW

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 THAT REPORTS PERFORMING EACH ACTIVITY IN THE PAST MONTH

GLOBAL DATA HEADLINES

SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY (ANY DEVICE)	VISITED AN ONLINE RETAIL SITE OR STORE (ANY DEVICE)	USED A SHOPPING APP ON A MOBILE PHONE OR ON A TABLET	PURCHASED A PRODUCT ONLINE (ANY DEVICE)	PURCHASED A PRODUCT ONLINE VIA A MOBILE PHONE
81.5%	90.4%	69.4%	76.8%	55.4%

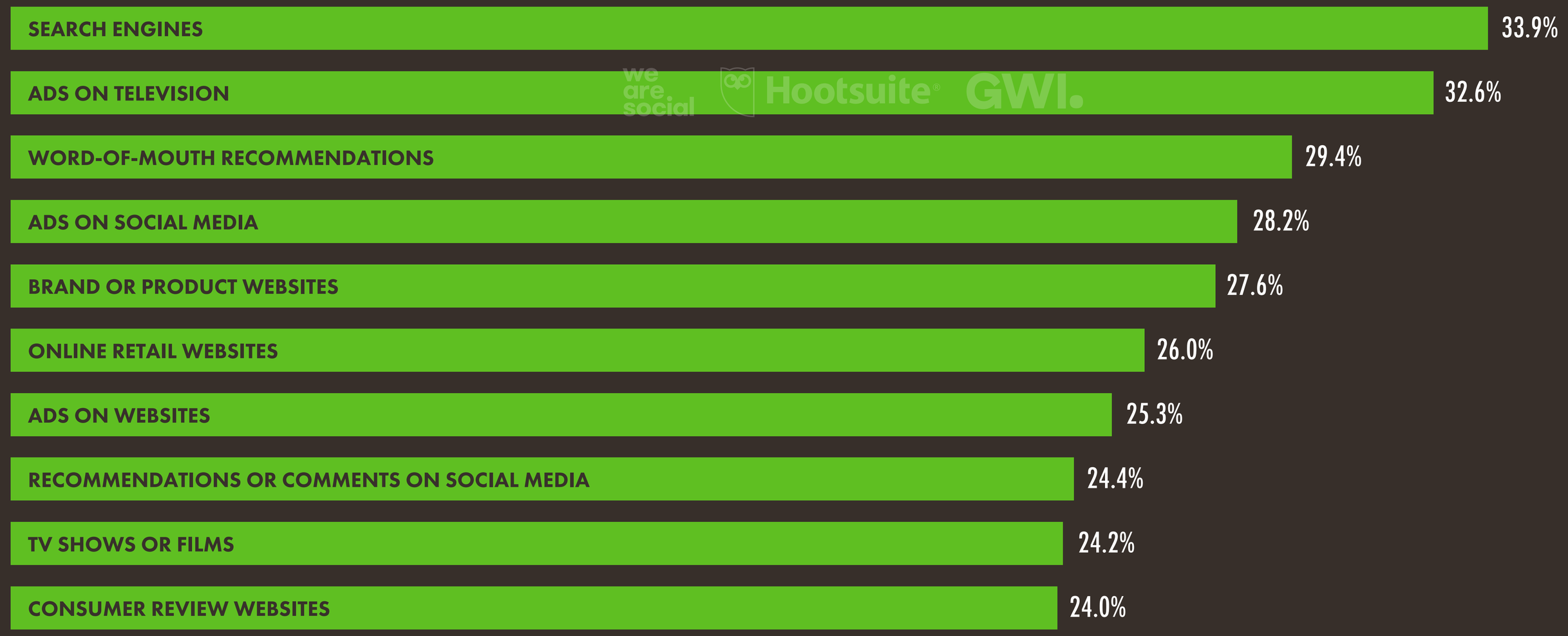
SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

we are social Hootsuite®

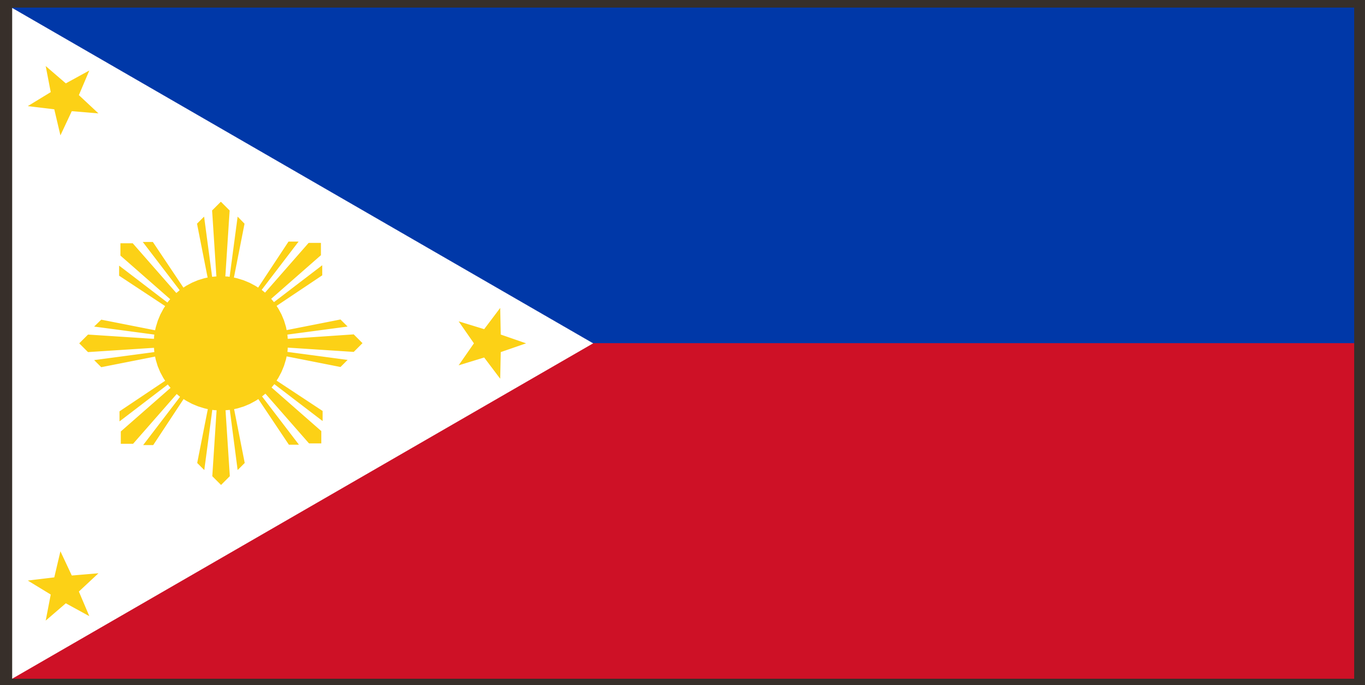
JAN 2021

SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT DISCOVERS NEW BRANDS AND PRODUCTS THROUGH EACH CHANNEL



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.



THE PHILIPPINES

JAN 2021

THE PHILIPPINES

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS

THE PHILIPPINES

TOTAL POPULATION	MOBILE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
110.3 MILLION	152.4 MILLION	73.91 MILLION	89.00 MILLION
URBANISATION: 47.6%	vs. POPULATION: 138.2%	vs. POPULATION: 67.0%	vs. POPULATION: 80.7%

SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; OCDH; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE; CAFEBAZAAR. ◈ **COMPARABILITY ADVISORY:** SOURCE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO MAY EXCEED INTERNET USER NUMBERS.

we are social Hootsuite®

JAN 2021

ANNUAL DIGITAL GROWTH

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

⚠ *CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS*

THE PHILIPPINES

TOTAL POPULATION	MOBILE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
+1.3%	**-8.9%**	**+6.1%**	**+21.9%**
JAN 2021 vs. JAN 2020	JAN 2021 vs. JAN 2020	JAN 2021 vs. JAN 2020	JAN 2021 vs. JAN 2020
+1.5 MILLION	**-15 MILLION**	**+4.2 MILLION**	**+16 MILLION**

SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; OCDH; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE; CAFEBAZAAR. ◈ **COMPARABILITY ADVISORY:** SOURCE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO MAY EXCEED INTERNET USER NUMBERS.

we are social Hootsuite®

JAN 2021

POPULATION ESSENTIALS

POPULATION DEMOGRAPHICS AND OTHER KEY INDICATORS

THE PHILIPPINES

TOTAL POPULATION	FEMALE POPULATION	MALE POPULATION	ANNUAL CHANGE IN TOTAL POPULATION	MEDIAN AGE
110.3 MILLION	49.8%	50.2%	+1.3%	25.8

URBANISATION OF POPULATION	POPULATION DENSITY (PEOPLE PER KM^2)	OVERALL LITERACY (ADULTS AGED 15+)	FEMALE LITERACY (ADULTS AGED 15+)	MALE LITERACY (ADULTS AGED 15+)
47.6%	370.0	98.2%	98.2%	98.1%

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED BY: THE UNITED NATIONS; THE U.S. CENSUS BUREAU; THE WORLD BANK; UNESCO; UNICEF; THE CIA WORLD FACTBOOK; PEW RESEARCH; INDEXMUNDI; PHRASEBASE; ETHNOLOGUE (ALL ACCESSED JAN 2021). **NOTE:** THE UNITED NATIONS DOES NOT PUBLISH POPULATION DATA FOR GENDERS OTHER THAN 'FEMALE' OR 'MALE'.

we are social Hootsuite®

JAN 2021

POPULATION BY AGE GROUP

THE TOTAL NUMBER OF PEOPLE WITHIN EACH AGE GROUP

THE PHILIPPINES

TOTAL POPULATION

110.3

MILLION

POPULATION AGED 13 AND ABOVE

74.1%

81.8 MILLION

POPULATION AGED 18 AND ABOVE

64.5%

71.1 MILLION

POPULATION AGED 16 TO 64

62.7%

69.1 MILLION

SOURCES: THE UNITED NATIONS; THE U.S. CENSUS BUREAU (LATEST DATA AVAILABLE IN JAN 2021).

we are social Hootsuite®

JAN 2021

DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT OWNS EACH KIND OF DEVICE

THE PHILIPPINES

MOBILE PHONE (ANY TYPE)	SMART PHONE	NON-SMARTPHONE MOBILE PHONE	LAPTOP OR DESKTOP COMPUTER	TABLET DEVICE
98.6%	98.5%	13.3%	77.3%	33.2%

TV STREAMING STICK OR DEVICE	GAMES CONSOLE	SMART HOME DEVICE	SMART WATCH OR WRISTBAND	VIRTUAL REALITY DEVICE
10.3%	14.4%	4.6%	11.4%	2.5%

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

we are social Hootsuite®

JAN 2021

DAILY TIME SPENT ON MEDIA

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

THE PHILIPPINES

TIME SPENT USING THE INTERNET (ALL DEVICES)

10H 56M

TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)

3H 30M

TIME SPENT USING SOCIAL MEDIA

4H 15M

TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)

1H 12M

TIME SPENT LISTENING TO MUSIC STREAMING SERVICES

2H 15M

TIME SPENT LISTENING TO BROADCAST RADIO

0H 47M

TIME SPENT LISTENING TO PODCASTS

0H 43M

TIME SPENT PLAYING VIDEO GAMES ON A GAMES CONSOLE

1H 31M

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***NOTES:** CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY. TELEVISION INCLUDES BROADCAST (LINEAR) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES ONLINE AS WELL AS PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.

we are social Hootsuite®

INTERNET USE

JAN 2021

OVERVIEW OF INTERNET USE

KEY INDICATORS OF INTERNET ADOPTION AND USE

⚠ *USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS*

THE PHILIPPINES

TOTAL NUMBER OF INTERNET USERS (ANY DEVICE)	INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION	ANNUAL CHANGE IN THE NUMBER OF INTERNET USERS	AVERAGE DAILY TIME USERS AGED 16 TO 64 SPEND USING THE INTERNET	PERCENTAGE OF USERS ACCESSING THE INTERNET VIA MOBILE DEVICES
73.91 MILLION	67.0%	+6.1% +4.2 MILLION	10H 56M	96.5%

SOURCES: KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC; THE UNITED NATIONS. DATA FOR TIME SPENT AND MOBILE INTERNET SHARE FROM GWI (Q3 2020). SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE NOT COMPARABLE WITH DATA PUBLISHED IN PREVIOUS REPORTS.

we are social Hootsuite®

JAN 2021

DIFFERENT PERSPECTIVES: INTERNET ADOPTION

INDICATORS OF INTERNET ADOPTION PUBLISHED BY DIFFERENT SOURCES, OFFERED FOR REFERENCE AND PERSPECTIVE

OUR HEADLINE VALUE FOR INTERNET USERS INCLUDES ADDITIONAL DATA SOURCES, AND MAY NOT MATCH ANY OF THE VALUES SHOWN ON THIS CHART

THE PHILIPPINES

ITU: INDIVIDUALS USING THE INTERNET	CIA WORLD FACTBOOK: INTERNET USERS*	INTERNET WORLD STATS: INTERNET USERS	WORLD BANK: INDIVIDUALS USING THE INTERNET
47.46 MILLION	**66.24 MILLION**	**79.00 MILLION**	**47.46 MILLION**
vs. POPULATION: **43.0%**	vs. POPULATION: **60.1%**	vs. POPULATION: **71.6%**	vs. POPULATION: **43.0%**

SOURCES: AS STATED ABOVE EACH ICON (ALL ACCESSED JAN 2021); POPULATION DATA VIA THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. ***NOTE:** THE FIGURE FOR CIA WORLD FACTBOOK COMPARES THE PUBLISHED INTERNET PENETRATION RATE WITH THE LATEST POPULATION DATA FROM THE U.N. ◈ **COMPARABILITY ADVISORY:** THE HEADLINE FIGURE FOR INTERNET USERS CITED ELSEWHERE IN THIS REPORT INCLUDES DATA FROM SOURCES NOT FEATURED ON THIS SLIDE, AND MAY NOT MATCH ANY OF THE VALUES SHOWN HERE.

we are social Hootsuite®

JAN 2021

MOBILE INTERNET USE

USERS WHO ACCESS THE INTERNET VIA MOBILE PHONES

⚠ *USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS*

THE PHILIPPINES

TOTAL NUMBER OF MOBILE INTERNET USERS (CELLULAR AND / OR WIFI)	MOBILE INTERNET USERS AS A PERCENTAGE OF TOTAL INTERNET USERS	SMARTPHONE INTERNET USERS AS A PERCENTAGE OF TOTAL INTERNET USERS	FEATURE PHONE INTERNET USERS AS A PERCENTAGE OF TOTAL INTERNET USERS	AVERAGE DAILY TIME USERS AGED 16 TO 64 SPEND USING MOBILE INTERNET
71.32 MILLION	96.5%	95.5%	3.5%	5H 54M

SOURCES: KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC; THE UNITED NATIONS. DATA FOR TIME SPENT AND MOBILE INTERNET SHARE FROM GWI (Q3 2020). SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE NOT COMPARABLE WITH DATA PUBLISHED IN PREVIOUS REPORTS.

we are social Hootsuite®

JAN 2021

INTERNET CONNECTION SPEEDS: OVERVIEW

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

THE PHILIPPINES

AVERAGE DOWNLOAD SPEED OF MOBILE INTERNET CONNECTIONS

22.50
MBPS

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

+34.2%

AVERAGE DOWNLOAD SPEED OF FIXED INTERNET CONNECTIONS

31.44
MBPS

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

+23.1%

SOURCE: OOKLA (JAN 2021). FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS (IN MEGABITS PER SECOND) IN DECEMBER 2020, WITH COMPARISONS TO AVERAGE DOWNLOAD SPEEDS IN DECEMBER 2019.

JAN 2021

SHARE OF WEB TRAFFIC BY DEVICE

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

THE FIGURES ON THIS CHART ARE BASED ON WEB TRAFFIC TO WEB BROWSERS ONLY, AND DO NOT INCLUDE DATA FOR OTHER ICT-RELATED ACTIVITIES

THE PHILIPPINES

MOBILE PHONES	LAPTOPS & DESKTOPS	TABLET COMPUTERS	OTHER DEVICES
51.3%	**45.6%**	**3.1%**	**0.02%**
DEC 2020 vs. DEC 2019:	DEC 2020 vs. DEC 2019:	DEC 2020 vs. DEC 2019:	DEC 2020 vs. DEC 2019:
-2.0%	**+1.7%**	**+11%**	**0%**
-106 BPS	**+76 BPS**	**+30 BPS**	**[UNCHANGED]**

SOURCE: STATCOUNTER (ACCESSED JAN 2021). FIGURES REPRESENT EACH DEVICE'S SHARE OF WEB PAGES SERVED TO WEB BROWSERS ONLY. **NOTES:** FIGURES FOR DEVICE SHARE ARE FOR DECEMBER 2020; ANNUAL CHANGE FIGURES COMPARE MONTHLY SHARE VALUES FOR DECEMBER 2020 TO DECEMBER 2019. 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 IN SHARE VALUES.

we are social Hootsuite®

JAN 2021

SHARE OF WEB TRAFFIC BY BROWSER

BASED ON WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE

THE PHILIPPINES

CHROME	80.5%
	Y-O-Y: +1.0%
SAFARI	8.5%
	Y-O-Y: -18%
FIREFOX	1.9%
	Y-O-Y: -31%
SAMSUNG INTERNET	1.8%
	Y-O-Y: -14%
MICROSOFT EDGE*	3.2%
	Y-O-Y: +253%
OPERA	1.8%
	Y-O-Y: -2.7%
INTERNET EXPLORER	0.2%
	Y-O-Y: -44%
OTHER	2.2%
	Y-O-Y: +3.8%

SOURCE: STATCOUNTER (ACCESSED JANUARY 2021), BASED ON VALUES FOR DECEMBER 2020. ***NOTES:** VALUES FOR MICROSOFT EDGE INCLUDE EDGE LEGACY. "Y-O-Y" FIGURES REPRESENT YEAR-ON-YEAR CHANGE, AND COMPARE MONTHLY SHARE VALUES FOR DECEMBER 2020 TO DECEMBER 2019. Y-O-Y CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

we are social Hootsuite®

JAN 2021

TOP WEBSITES BY TRAFFIC (SEMRUSH)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SEMRUSH

THE PHILIPPINES

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	750M	40.0M	23M 57S	7.63
02	FACEBOOK.COM	258M	28.9M	27M 22S	10.28
03	YOUTUBE.COM	181M	24.2M	37M 03S	5.83
04	WIKIPEDIA.ORG	85.5M	20.0M	10M 04S	2.34
05	PORNHUB.COM	67.6M	10.2M	15M 44S	9.14
06	YAHOO.COM	40.4M	7.31M	15M 43S	4.35
07	TWITTER.COM	36.1M	7.80M	19M 02S	7.67
08	XNXX.COM	34.3M	5.84M	17M 32S	10.40
09	LAZADA.COM.PH	30.9M	8.14M	14M 16S	6.93
10	GOOGLE.COM.PH	30.8M	5.40M	15M 53S	7.28

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	FANDOM.COM	26.0M	5.83M	11M 45S	3.41
12	INSTAGRAM.COM	26.0M	6.89M	17M 09S	5.12
13	SHOPEE.PH	21.9M	8.66M	15M 33S	5.68
14	REDDIT.COM	20.0M	4.87M	11M 54S	3.25
15	ROBLOX.COM	17.4M	1.42M	43M 23S	9.52
16	YOUJIZZ.COM	17.4M	3.06M	15M 35S	8.96
17	ABS-CBN.COM	17.3M	5.26M	11M 14S	2.14
18	KISSASIAN.SH	16.7M	1.89M	24M 54S	9.41
19	INQUIRER.NET	16.4M	3.86M	9M 40S	1.90
20	GLOBE.COM.PH	14.5M	4.37M	9M 54S	2.58

SOURCE: SEMRUSH (JAN 2021). FIGURES REPRESENT TRAFFIC FOR DECEMBER 2020. **NOTES:** "UNIQUE VISITS" 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 SITES.

we are social Hootsuite®

JAN 2021

TRAFFIC SHARE BY DEVICE, AGE, AND GENDER

SHARE OF TOTAL WEBSITE TRAFFIC BY DEVICE, AND SHARE OF UNIQUE VISITORS AGED 18+ BY AGE AND GENDER (DECEMBER 2020)

THE PHILIPPINES

#	WEBSITE	MOBILE SHARE	COMPUTER SHARE	FEMALE SHARE	MALE SHARE	AGE 18-24 SHARE	AGE 25-34 SHARE	AGE 35-44 SHARE	AGE 45-54 SHARE	AGE 55-64 SHARE	AGE 65+ SHARE
01	GOOGLE.COM	65.0%	35.0%	42.6%	57.4%	17.4%	32.0%	17.0%	12.9%	11.6%	9.1%
02	FACEBOOK.COM	61.1%	38.9%	47.5%	52.5%	15.2%	28.6%	17.8%	14.5%	12.8%	11.1%
03	YOUTUBE.COM	32.0%	68.1%	41.4%	58.6%	19.3%	34.8%	16.7%	11.5%	9.4%	8.3%
04	WIKIPEDIA.ORG	61.5%	38.5%	44.8%	55.2%	17.2%	31.4%	17.2%	12.9%	11.8%	9.5%
05	PORNHUB.COM	94.6%	5.4%	12.8%	87.3%	16.0%	30.9%	16.4%	14.7%	10.7%	11.4%
06	YAHOO.COM	51.2%	48.8%	44.6%	55.4%	14.1%	27.5%	17.5%	15.2%	14.1%	11.7%
07	TWITTER.COM	81.9%	18.1%	43.7%	56.3%	17.1%	31.3%	17.1%	12.9%	11.4%	10.4%
08	XNXX.COM	97.8%	2.2%	10.0%	90.0%	15.4%	29.2%	16.7%	15.5%	11.2%	12.0%
09	LAZADA.COM.PH	50.9%	49.1%	43.9%	56.1%	24.8%	34.6%	16.9%	11.1%	6.5%	6.0%
10	GOOGLE.COM.PH	69.9%	30.1%	43.1%	56.9%	23.5%	34.5%	16.4%	11.1%	8.2%	6.4%

SOURCE: SEMRUSH (JAN 2021). **NOTES:** FIGURES REPRESENT WEBSITE TRAFFIC ONLY, AND DO NOT INCLUDE USE OF NATIVE MOBILE APPS. DEVICE SHARE BASED ON TOTAL WEBSITE TRAFFIC IN DECEMBER 2020. AGE AND GENDER SHARES BASED ON UNIQUE VISITORS AGED 18+ IN DECEMBER 2020. GENDER DATA ARE ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' VISITORS, SO FIGURES SHOWN HERE REPRESENT SHARE OF THOSE GENDERS. **ADVISORY:** SOME WEBSITES IN THIS LIST MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN SITES.

we are social Hootsuite®

JAN 2021

WEBSITE TRAFFIC FROM SOCIAL REFERRALS

PERCENTAGE OF TOTAL WEBSITE VISITS RESULTING FROM REFERRALS FROM EACH SOCIAL PLATFORM IN DECEMBER 2020

THE PHILIPPINES

#	WEBSITE	TRAFFIC FROM FACEBOOK REFERRALS	TRAFFIC FROM YOUTUBE REFERRALS	TRAFFIC FROM INSTAGRAM REFERRALS	TRAFFIC FROM TWITTER REFERRALS	TRAFFIC FROM LINKEDIN REFERRALS	TRAFFIC FROM PINTEREST REFERRALS	TRAFFIC FROM REDDIT REFERRALS
01	GOOGLE.COM	3.88%	0.96%	0.20%	0.32%	0.04%	0.02%	0.15%
02	FACEBOOK.COM	0.02%	0.72%	0.41%	0.40%	0.03%	0.01%	0.05%
03	YOUTUBE.COM	3.56%	0.51%	0.16%	0.43%	0.01%	0.002%	0.24%
04	WIKIPEDIA.ORG	0.36%	0.14%	0.05%	0.08%	0.006%	0.004%	0.12%
05	PORNHUB.COM	1.40%	0.24%	0.14%	0.30%	0%	0.03%	0.09%
06	YAHOO.COM	2.45%	0.23%	0.07%	0.29%	0.04%	0.008%	0.02%
07	TWITTER.COM	3.66%	1.26%	1.45%	0.34%	0.03%	0.02%	0.46%
08	XNXX.COM	1.49%	0.21%	0.08%	0.13%	0.009%	0.009%	0.03%
09	LAZADA.COM.PH	4.34%	1.39%	0.12%	0.21%	0.005%	0.003%	0.02%
10	GOOGLE.COM.PH	2.12%	0.41%	0.17%	0.12%	0.10%	0.006%	0.03%

SOURCE: SEMRUSH (JAN 2021). **NOTES:** PERCENTAGES REPRESENT THE SHARE OF TOTAL WEBSITE TRAFFIC IN DECEMBER 2020 THAT RESULTED FROM CLICKS ON LINKS POSTED TO EACH SOCIAL MEDIA PLATFORM. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN SITES.

we are social Hootsuite®

JAN 2021

TOP WEBSITES BY TRAFFIC (SIMILARWEB)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SIMILARWEB

THE PHILIPPINES

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	1.05B	53.8M	11M 48S	8.9
02	FACEBOOK.COM	786M	46.4M	14M 02S	13.9
03	YOUTUBE.COM	530M	34.7M	25M 18S	12.6
04	TWITTER.COM	85.7M	9.29M	13M 51S	16.4
05	MESSENGER.COM	70.4M	2.88M	20M 05S	9.0
06	PORNHUB.COM	69.6M	9.71M	9M 03S	7.0
07	YAHOO.COM	58.5M	9.56M	7M 47S	5.8
08	ROBLOX.COM	55.8M	1.78M	19M 41S	9.6
09	SHOPEE.PH	52.2M	15.3M	8M 43S	10.0
10	INSTAGRAM.COM	43.8M	8.05M	7M 45S	12.8

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	LAZADA.COM.PH	40.0M	12.9M	6M 11S	6.5
12	GOOGLE.COM.PH	35.4M	6.18M	7M 16S	8.2
13	WIKIPEDIA.ORG	35.2M	10.1M	4M 01S	2.8
14	NETFLIX.COM	31.8M	3.06M	11M 33S	5.1
15	ZOOM.US	30.3M	7.68M	5M 10S	3.2
16	REALSRV.COM	26.1M	13.9M	0M 38S	2.0
17	TIKTOK.COM	25.6M	11.6M	5M 05S	11.1
18	XVIDEOS2.COM	23.8M	3.42M	11M 04S	10.1
19	KISSASIAN.SH	22.3M	1.73M	8M 54S	7.0
20	PINTEREST.PH	22.0M	8.89M	6M 41S	7.7

SOURCE: SIMILARWEB (JAN 2021). FIGURES REPRESENT TRAFFIC FOR DECEMBER 2020. **NOTE:** "UNIQUE VISITS" 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 SITES.

we are social Hootsuite®

JAN 2021

TOP WEBSITES BY TRAFFIC (ALEXA)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO ALEXA*

THE PHILIPPINES

#	WEBSITE	TIME / DAY	PAGES / DAY
01	GOOGLE.COM	15M 41S	17.02
02	YOUTUBE.COM	17M 23S	9.86
03	ABS-CBN.COM	2M 32S	1.85
04	INQUIRER.NET	3M 31S	1.91
05	FACEBOOK.COM	18M 47S	8.82
06	YAHOO.COM	5M 08S	4.74
07	GMANETWORK.COM	2M 45S	2.10
08	SHOPEE.PH	10M 54S	7.32
09	LAZADA.COM.PH	10M 49S	7.28
10	THESTARTMAGAZINE.COM	3M 20S	3.00

#	WEBSITE	TIME / DAY	PAGES / DAY
11	NETFLIX.COM	4M 26S	3.23
12	WIKIPEDIA.ORG	3M 48S	3.10
13	GOOGLE.COM.PH	8M 07S	8.75
14	ZOOM.US	8M 14S	3.93
15	RAPPLER.COM	2M 17S	1.30
16	AMAZON.COM	10M 40S	9.94
17	MYSHOPIFY.COM	22M 14S	14.12
18	ROBLOX.COM	16M 52S	8.83
19	REDDIT.COM	5M 32S	4.40
20	BONGACAMS.COM	2M 46S	1.59

SOURCE: ALEXA (JAN 2021). ***NOTES:** 'ALEXA' IS THE NAME OF AMAZON'S INSIGHTS ARM, AND DATA SHOWN HERE ARE NOT RESTRICTED TO ACTIVITIES ON 'ALEXA' VOICE PLATFORMS. VALUES FOR "TIME / DAY" AND "PAGES / DAY" REPRESENT ALEXA'S ESTIMATES OF AVERAGES FOR GLOBAL VISITORS, NOT JUST LOCAL MARKET VISITORS. "TIME / DAY" VALUES REPORTED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

we are social Hootsuite®

JAN 2021

GOOGLE SEARCH: TOP QUERIES IN 2020

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO GOOGLE SEARCH BETWEEN 01 JANUARY AND 31 DECEMBER 2020

THE PHILIPPINES

#	SEARCH QUERY	INDEX
01	YOUTUBE	100
02	YOU	98
03	GOOGLE	97
04	FACEBOOK	74
05	TRANSLATE	67
06	ENGLISH TAGALOG	49
07	MP3	46
08	TIME	43
09	ENGLISH TO TAGALOG	39
10	ROBLOX	32

#	SEARCH QUERY	INDEX
11	FB	31
12	GOOGLE TRANSLATE	31
13	WEATHER	26
14	NBA	26
15	MP3 JUICE	21
16	ANIME	18
17	GMAIL	18
18	NEWS	15
19	GAMES	15
20	YAHOO	15

SOURCE: GOOGLE TRENDS (ACCESSED JAN 2021). **NOTE:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY).

we are social Hootsuite®

JAN 2021

ONLINE SEARCH BEHAVIOURS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES EACH KIND OF TOOL OR PLATFORM* FOR ONLINE SEARCHES

THE PHILIPPINES

USED A CONVENTIONAL SEARCH ENGINE IN THE PAST MONTH (ANY DEVICE)

98.8%

USED VOICE SEARCH OR VOICE COMMANDS IN THE PAST MONTH (ANY DEVICE)

39.5%

USE SOCIAL MEDIA AS A MAIN SOURCE WHEN RESEARCHING BRANDS (ANY DEVICE)

65.4%

USED IMAGE RECOGNITION TOOLS IN THE PAST MONTH (MOBILE DEVICES ONLY)

40.3%

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***NOTE:** THE QUESTIONS INFORMING THESE DATA POINTS APPEAR IN DIFFERENT PARTS OF GWI'S SURVEY, SO FIGURES MAY NOT BE DIRECTLY COMPARABLE WITH ONE ANOTHER.

we are social Hootsuite®

JAN 2021

ONLINE CONTENT ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT CONSUMES EACH KIND OF CONTENT VIA THE INTERNET EACH MONTH

THE PHILIPPINES

WATCH ONLINE VIDEOS	WATCH VLOGS	LISTEN TO MUSIC STREAMING SERVICES	LISTEN TO ONLINE RADIO STATIONS	LISTEN TO OR WATCH PODCASTS
99.4%	83.0%	82.2%	49.9%	39.1%

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

we are social Hootsuite®

JAN 2021

PLAYING VIDEO GAMES: DEVICE PERSPECTIVE

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT PLAYS VIDEO GAMES ON EACH KIND OF DEVICE

THE PHILIPPINES

ANY DEVICE

95.8%

SMARTPHONE

90.1%

LAPTOP OR DESKTOP

54.4%

GAMES CONSOLE

17.4%

TABLET DEVICE

19.1%

HANDHELD GAMING DEVICE

9.7%

MEDIA STREAMING DEVICE

4.4%

VIRTUAL REALITY HEADSET

3.0%

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

we are social Hootsuite®

JAN 2021

OVERVIEW OF THE SMART HOME DEVICE MARKET

VALUE OF THE MARKET FOR SMART HOME DEVICES, INCLUDING VALUES FOR DEVICE SUB-CATEGORIES (IN U.S. DOLLARS)

REVISIONS TO HISTORICAL FIGURES MEAN VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS

THE PHILIPPINES

NUMBER OF HOMES WITH SMART HOME DEVICES

1.41 MILLION

TOTAL ANNUAL VALUE OF SMART HOME DEVICES MARKET

$112.6 MILLION

VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET*

$12.15 MILLION

VALUE OF SMART HOME APPLIANCES MARKET

$58.04 MILLION

VALUE OF SMART HOME SECURITY DEVICE MARKET

$17.31 MILLION

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET

$14.82 MILLION

VALUE OF SMART HOME COMFORT & LIGHTING MARKET

$4.68 MILLION

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET

$5.57 MILLION

SOURCE: STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSED JAN 2021). FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2020, IN U.S. DOLLARS. SEE 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.). ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. DATA NOT COMPARABLE WITH PREVIOUS REPORTS.

statista we are social KEPIOS we are social Hootsuite®

JAN 2021

AVERAGE ANNUAL REVENUE PER SMART HOME

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

⚠ *REVISIONS TO HISTORICAL FIGURES MEAN VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS*

THE PHILIPPINES

PENETRATION OF SMART HOME DEVICES*

6.4%

ARPU*: COMBINED SPEND ON ALL SMART HOME DEVICES

$80

ARPU*: SMART HOME CONTROL & CONNECTIVITY DEVICES

$32

ARPU*: SMART HOME APPLIANCES

$171

ARPU*: SMART HOME SECURITY DEVICES

$37

ARPU*: SMART HOME ENTERTAINMENT DEVICES

$22

ARPU*: SMART HOME COMFORT & LIGHTING

$13

ARPU*: SMART HOME ENERGY MANAGEMENT

$20

SOURCE: STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSED JAN 2021). FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUE FOR 2020, IN U.S. DOLLARS. SEE STATISTA.COM FOR MORE DETAILS. ***NOTES:** "PENETRATION" REFERS TO THE NUMBER OF HOMES WITH SMART HOME DEVICES; "ARPU" REFERS TO AVERAGE REVENUE PER HOME WITH EACH KIND OF DEVICE. ARPU FOR SUB-CATEGORIES MAY EXCEED COMBINED ARPU DUE TO DIFFERENCES IN THE NUMBER OF HOMES. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

statista we are social KEPIOS we are social Hootsuite®

JAN 2021

SMART HOME MARKET: ANNUAL VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE SIZE AND VALUE OF THE SMART HOME MARKET, WITH DETAIL FOR SUB-CATEGORIES

REVISIONS TO HISTORICAL FIGURES MEAN VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS

THE PHILIPPINES

ANNUAL CHANGE IN SMART HOME PENETRATION*

+17.0%

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

+52.1%

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

+79.6%

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

+48.7%

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

+53.8%

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

+41.3%

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

+52.8%

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

+64.2%

SOURCE: STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSED JAN 2021). SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR DETAILS. ***NOTES:** "PENETRATION" REFERS TO THE NUMBER OF HOMES WITH SMART HOME DEVICES. PENETRATION CHANGE FIGURES REPRESENT RELATIVE CHANGE IN PENETRATION VERSUS PREVIOUS YEAR'S FIGURES. "Y-O-Y VALUE CHANGE" FIGURES REPRESENT THE YEAR-ON-YEAR CHANGE IN ESTIMATES OF FULL-YEAR REVENUE FOR 2020 COMPARED WITH 2019. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

we are social Hootsuite®

JAN 2021

ONLINE PRIVACY AND WELLBEING

EXTENT TO WHICH ADULT INTERNET USERS* WORRY ABOUT THEIR DIGITAL PRIVACY AND ONLINE WELLBEING

SOME SURVEY QUESTIONS THAT INFORM THIS CHART HAVE CHANGED, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS

THE PHILIPPINES

TRACKED SCREEN TIME OR SET TIME LIMITS FOR SOME APPS IN THE PAST MONTH	EXPRESSED CONCERN ABOUT WHAT IS REAL OR FAKE ON THE INTERNET*	EXPRESSED CONCERN ABOUT HOW COMPANIES USE PERSONAL DATA	USED SOME FORM OF AD-BLOCKING TOOL IN THE PAST MONTH	DELETED COOKIES FROM A WEB BROWSER IN THE PAST MONTH
29.7%	57.2%	38.2%	45.3%	61.7%

SOURCES: GWI (Q3 2020), EXCEPT (*) REUTERS INSTITUTE DIGITAL NEWS REPORT (2020 EDITION). GWI FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. REUTERS INSTITUTE DIGITAL NEWS REPORT FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF ADULTS AGED 18+.

we are social Hootsuite®

SOCIAL MEDIA USE

JAN 2021

SOCIAL MEDIA USE

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE

⚠ *DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS DUE TO CHANGES IN DATA SOURCES. USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.*

THE PHILIPPINES

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS*	SOCIAL MEDIA USERS AS A PERCENTAGE OF THE TOTAL POPULATION	ANNUAL CHANGE IN THE NUMBER OF SOCIAL MEDIA USERS	NUMBER OF SOCIAL MEDIA USERS ACCESSING VIA MOBILE PHONES	PERCENTAGE OF TOTAL SOCIAL MEDIA USERS ACCESSING VIA MOBILE
89.00 MILLION	**80.7%**	**+21.9%** +16 MILLION	**87.84** MILLION	**98.7%**

SOURCES: KEPIOS (JAN 2021), BASED ON EXTRAPOLATIONS OF DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS AND MEDIA STATEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; MEDIASCOPE; CAFEBAZAAR; OCDH. ***ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY EXCEED INTERNET USER NUMBERS.
◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES AND HISTORICAL REVISIONS. DATA MAY NOT CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

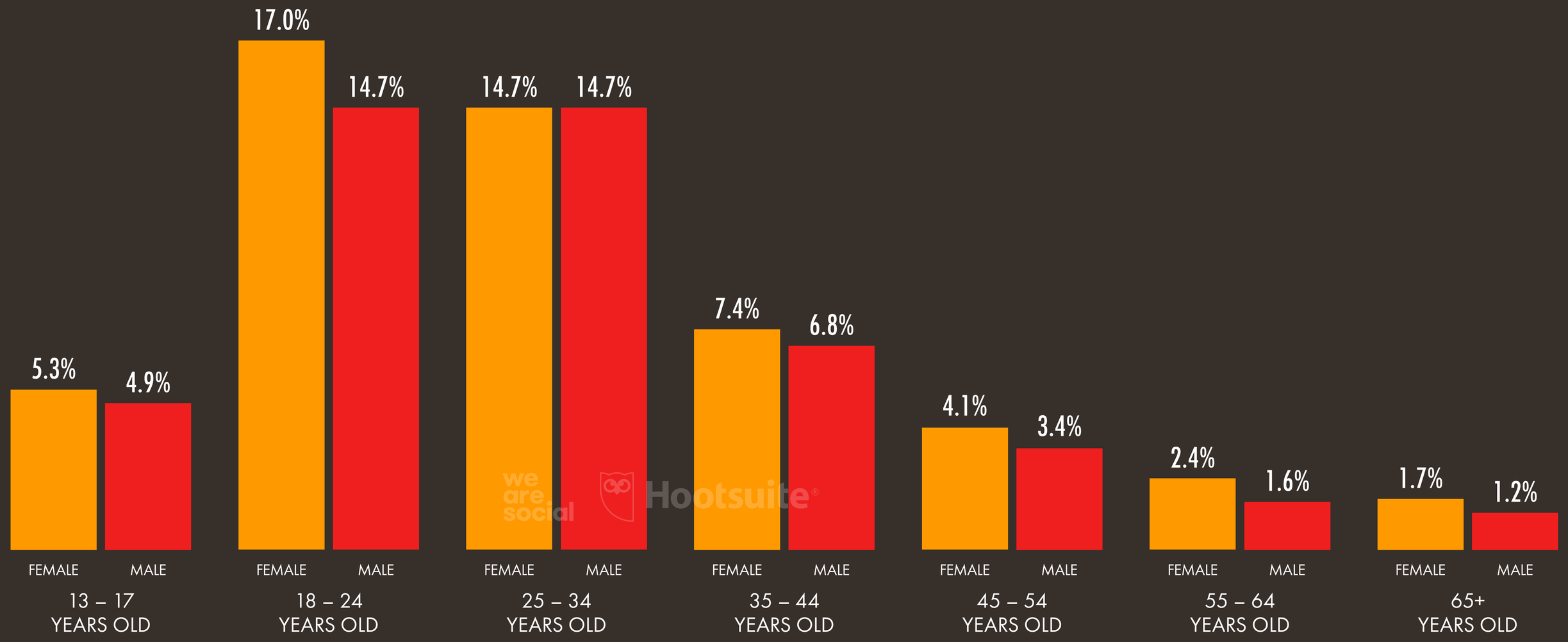
we are social Hootsuite®

JAN 2021

SOCIAL MEDIA: ADVERTISING AUDIENCE PROFILE

SHARE OF THE AUDIENCE THAT MARKETERS CAN REACH WITH ADVERTS ON SOCIAL MEDIA BY AGE GROUP AND GENDER*

THE PHILIPPINES



SOURCE: EXTRAPOLATIONS OF DATA FROM SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS (JAN 2021). ***NOTES:** MOST SOCIAL MEDIA PLATFORMS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORIES:** USERS MAY IDENTIFY BY DIFFERENT GENDERS AND / OR MISREPRESENT THEIR AGE ON SOCIAL MEDIA, WHICH MAY AFFECT THE COMPARABILITY OF SOCIAL MEDIA DATA vs. DEMOGRAPHIC DATA FROM OTHER SOURCES. "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS.

we are social
Hootsuite®

JAN 2021

SOCIAL MEDIA BEHAVIOURS

PERSPECTIVES ON HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA

THE PHILIPPINES

VISITED OR USED A SOCIAL NETWORK OR A MESSAGING SERVICE IN THE PAST MONTH	ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH	AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA	AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*	PERCENTAGE OF INTERNET USERS THAT USES SOCIAL MEDIA FOR WORK PURPOSES*
99.8%	93.1%	4H 15M	9.9	57.6%

SOURCE: GLOBALWEBINDEX (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***NOTE:** FIGURE FOR SOCIAL MEDIA ACCOUNTS MAY NOT INDICATE ACTIVE USE OF ALL ACCOUNTS EVERY MONTH. IN THIS CONTEXT, USING SOCIAL MEDIA FOR WORK PURPOSES INCLUDES PEOPLE WHO USE SOCIAL MEDIA TO NETWORK FOR WORK, AND / OR TO FOLLOW WORK CONTACTS, ENTREPRENEURS AND / OR BUSINESS PEOPLE.

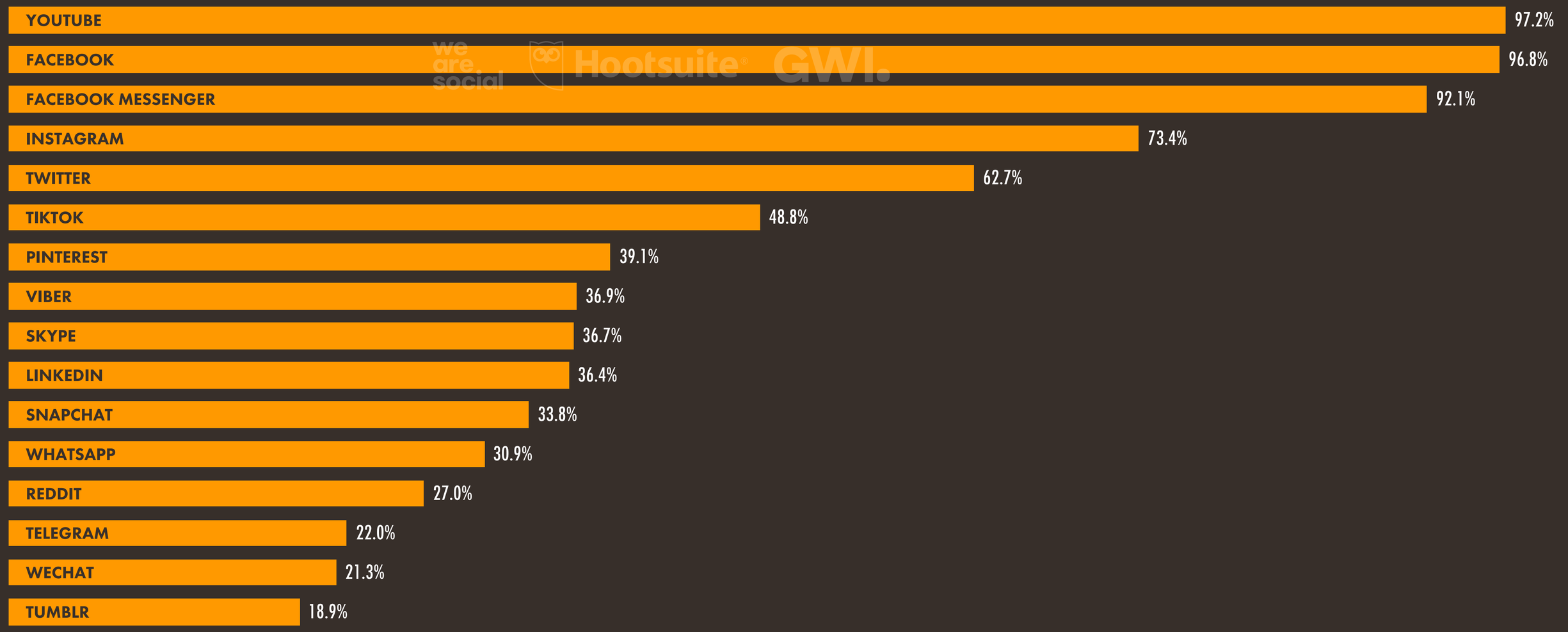
we are social
Hootsuite®

JAN 2021

MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH

THE PHILIPPINES



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
NOTE: FIGURES ON THIS CHART REPRESENT INTERNET USERS' SELF-REPORTED SOCIAL MEDIA BEHAVIOURS, AND MAY NOT CORRELATE WITH THE FIGURES CITED ELSEWHERE IN THIS REPORT FOR EACH PLATFORM'S ADVERTISING AUDIENCE REACH, OR THE ACTIVE USER FIGURES PUBLISHED BY INDIVIDUAL SOCIAL MEDIA PLATFORMS.

we are social Hootsuite®

JAN 2021

FACEBOOK: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK

THE PHILIPPINES

POTENTIAL AUDIENCE* THAT FACEBOOK REPORTS CAN BE REACHED USING ADVERTS ON FACEBOOK	FACEBOOK'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+	QUARTER-ON-QUARTER CHANGE IN FACEBOOK'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE*
83.00 MILLION	101.5%	+2.5% +2.0 MILLION	53.0%	47.0%

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). ***NOTE:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. ***ADVISORY:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

we are social Hootsuite®

JAN 2021

FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM

THE PHILIPPINES

PERCENTAGE OF FACEBOOK USERS ACCESSING VIA ANY KIND OF MOBILE PHONE

98.7%

PERCENTAGE OF FACEBOOK USERS ACCESSING VIA LAPTOP OR DESKTOP COMPUTERS ONLY

1.3%

PERCENTAGE OF FACEBOOK USERS ACCESSING VIA BOTH PHONES AND COMPUTERS

24.0%

PERCENTAGE OF FACEBOOK USERS ACCESSING VIA MOBILE PHONES ONLY

74.7%

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). BASED ON FACEBOOK USERS AGED 18 AND ABOVE.

we are social Hootsuite®

JAN 2021

FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A 'TYPICAL' USER AGED 18+ PERFORMS EACH ACTIVITY ON FACEBOOK

THE PHILIPPINES

NUMBER OF FACEBOOK PAGES LIKED (LIFETIME)	POSTS LIKED IN THE PAST 30 DAYS (ALL POST TYPES)	COMMENTS MADE IN THE PAST 30 DAYS (ALL POST TYPES)	FACEBOOK POSTS SHARED IN THE PAST 30 DAYS (ALL POST TYPES)	FACEBOOK ADVERTS CLICKED IN THE PAST 30 DAYS (ANY CLICK TYPE)
2	12	12	2	10
FEMALE: 2	FEMALE: 13	FEMALE: 17	FEMALE: 3	FEMALE: 12
MALE: 2	MALE: 11	MALE: 9	MALE: 2	MALE: 8

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). **NOTE:** FIGURES REPRESENT MEDIAN VALUES FOR ACTIVE FACEBOOK USERS AGED 18 AND ABOVE.

we are social Hootsuite®

JAN 2021

FACEBOOK POST ENGAGEMENT BENCHMARKS

FACEBOOK PAGE POST ENGAGEMENTS (REACTIONS, COMMENTS, AND SHARES) COMPARED TO FACEBOOK PAGE FANS

⚠ *CHANGES IN FACEBOOK'S POLICIES MEAN THE DATA ON THIS CHART MAY NOT BE COMPARABLE WITH DATA PUBLISHED IN OUR PREVIOUS REPORTS*

THE PHILIPPINES

AVERAGE TOTAL POST ENGAGEMENTS* vs. PAGE FANS: ALL POST TYPES	AVERAGE TOTAL POST ENGAGEMENTS* vs. PAGE FANS: PHOTO POSTS	AVERAGE TOTAL POST ENGAGEMENTS* vs. PAGE FANS: VIDEO POSTS	AVERAGE TOTAL POST ENGAGEMENTS* vs. PAGE FANS: LINK POSTS	AVERAGE TOTAL POST ENGAGEMENTS* vs. PAGE FANS: STATUS POSTS
0.15%	0.40%	0.11%	0.04%	0.17%

SOURCE: LOCOWISE (JAN 2021). FIGURES REPRESENT AVERAGES FOR Q4 2020. ***NOTES:** PERCENTAGES COMPARE THE COMBINED TOTAL OF REACTIONS, COMMENTS, AND SHARES TO THE TOTAL NUMBER OF PAGE FANS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES. ◈ **COMPARABILITY ADVISORY:** NEW DEFINITIONS AND A NEW METHODOLOGY MEAN DATA SHOWN HERE MAY NOT BE COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

we are social Hootsuite®

JAN 2021

YOUTUBE: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON YOUTUBE

THE PHILIPPINES

POTENTIAL AUDIENCE* THAT GOOGLE REPORTS CAN BE REACHED USING ADVERTS ON YOUTUBE

54.20 MILLION

YOUTUBE'S ADVERTISING AUDIENCE AGED 18+ COMPARED TO THE TOTAL POPULATION AGED 18+

59.7%

PERCENTAGE OF ITS AD AUDIENCE THAT YOUTUBE REPORTS IS FEMALE*

49.3%

PERCENTAGE OF ITS AD AUDIENCE THAT YOUTUBE REPORTS IS MALE*

50.7%

SOURCES: KEPIOS ANALYSIS (JAN 2021), BASED ON DATA PUBLISHED IN GOOGLE'S SELF-SERVICE ADVERTISING TOOLS. ***NOTES:** GOOGLE'S TOOLS ONLY ALLOW ADVERTISERS TO TARGET ADS BY AGE FOR USERS AGED 18+, BUT THE FIGURES FOR "POTENTIAL AUDIENCE" INCLUDE USERS ACROSS ALL AGE GROUPS. GOOGLE'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'FEMALE' OR 'MALE'. ***ADVISORY:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE.

we are social Hootsuite®

JAN 2021

TOP YOUTUBE SEARCH QUERIES

USERS' TOP SEARCH QUERIES ON YOUTUBE IN 2020

THE PHILIPPINES

#	SEARCH QUERY	INDEX
01	SONG	100
02	MOVIE	91
03	TIKTOK	44
04	MOVIES	42
05	KARAOKE	28
06	MUSIC	23
07	BTS	23
08	TIK TOK	20
09	ROBLOX	19
10	MINECRAFT	19

#	SEARCH QUERY	INDEX
11	BLACKPINK	17
12	TULFO	15
13	MARIKIT	15
14	COCOMELON	14
15	KMJS	13
16	NBA	13
17	ENCANTADIA	12
18	LOVE SONGS	12
19	ROS	11
20	SKUSTA CLEE	11

SOURCE: GOOGLE TRENDS (ACCESSED JAN 2021). **NOTE:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY).

we are social Hootsuite®

JAN 2021

INSTAGRAM: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM

THE PHILIPPINES

POTENTIAL AUDIENCE* THAT FACEBOOK REPORTS CAN BE REACHED USING ADVERTS ON INSTAGRAM	INSTAGRAM'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+	QUARTER-ON-QUARTER CHANGE IN INSTAGRAM'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS MALE*
15.00 MILLION	18.3%	+7.1% +1.0 MILLION	64.7%	35.3%

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). **NOTE:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. ***ADVISORY:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

we are social Hootsuite®

JAN 2021

FACEBOOK MESSENGER: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK MESSENGER

THE PHILIPPINES

POTENTIAL AUDIENCE* THAT FACEBOOK REPORTS CAN BE REACHED USING ADVERTS ON MESSENGER

45.00 MILLION

MESSENGER'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+

55.0%

PERCENTAGE OF MESSENGER'S AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE*

53.3%

PERCENTAGE OF MESSENGER'S AD AUDIENCE THAT FACEBOOK REPORTS IS MALE*

46.7%

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). **NOTE:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. ***ADVISORIES:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. SOME FACEBOOK MESSENGER ADVERTISING OPTIONS ARE CURRENTLY UNAVAILABLE IN SOME COUNTRIES, SO "POTENTIAL AUDIENCE" FIGURES MAY BE MUCH LOWER THAN TOTAL MONTHLY ACTIVE USERS.

we are social Hootsuite®

JAN 2021

LINKEDIN: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN

THE PHILIPPINES

POTENTIAL AUDIENCE* THAT LINKEDIN REPORTS CAN BE REACHED WITH ADVERTS ON LINKEDIN	LINKEDIN'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 18+	QUARTER-ON-QUARTER CHANGE IN LINKEDIN'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS MALE*
9.60 MILLION	13.5%	+4.3% +400 THOUSAND	53.8%	46.2%

SOURCE: LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). ***NOTES:** LINKEDIN'S TOOLS REPORT TOTAL MEMBERS, NOT MONTHLY ACTIVE USERS, SO DATA ON THIS CHART ARE NOT COMPARABLE WITH SIMILAR DATA POINTS FOR OTHER PLATFORMS. LINKEDIN DOES NOT REPORT AUDIENCE FIGURES FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. GENDER SHARE BASED ON AVAILABLE DATA. ***ADVISORY:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

we are social Hootsuite®

JAN 2021

SNAPCHAT: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON SNAPCHAT

THE PHILIPPINES

POTENTIAL AUDIENCE* THAT SNAP REPORTS CAN BE REACHED WITH ADVERTS ON SNAPCHAT	SNAPCHAT'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+	QUARTER-ON-QUARTER CHANGE IN SNAPCHAT'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT SNAPCHAT REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT SNAPCHAT REPORTS IS MALE*
12.75 MILLION	15.6%	+18.6% +2.0 MILLION	73.8%	23.5%

SOURCE: SNAP'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021), BASED ON THE MID-POINT OF PUBLISHED RANGES. ***NOTE:** SNAP'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE', BUT FIGURES FOR MALE AND FEMALE AUDIENCES DO NOT SUM TO THE TOTAL AUDIENCE FIGURE, SO GENDER SHARE FIGURES WILL NOT SUM TO 100%. ***ADVISORY:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

we are social Hootsuite®

JAN 2021

TWITTER: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER

THE PHILIPPINES

POTENTIAL AUDIENCE* THAT TWITTER REPORTS CAN BE REACHED WITH ADVERTS ON TWITTER	TWITTER'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+	QUARTER-ON-QUARTER CHANGE IN TWITTER'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS MALE*
7.85 MILLION	9.6%	+0.6% +50 THOUSAND	76.2%	23.8%

SOURCE: TWITTER'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021), BASED ON THE MID-POINT OF PUBLISHED RANGES. ***NOTE:** TWITTER DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. GENDER SHARE FIGURES EXTRAPOLATED FROM AVAILABLE DATA. ***ADVISORY:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. ◈ **COMPARABILITY ADVISORY:** LARGE BASE CHANGES. DATA REPORTED BY TWITTER'S SELF-SERVICE TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION.

we are social Hootsuite®

MOBILE USE

JAN 2021

MOBILE CONNECTIONS BY TYPE

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

THE PHILIPPINES

NUMBER OF MOBILE CONNECTIONS (EXCLUDING IOT)	MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION	PRE-PAID CONNECTIONS AS A PERCENTAGE OF ALL MOBILE CONNECTIONS	POST-PAID CONNECTIONS AS A PERCENTAGE OF ALL MOBILE CONNECTIONS	BROADBAND CONNECTIONS (3G-5G) AS A PERCENTAGE OF ALL MOBILE CONNECTIONS
152.4 MILLION	138.2%	96.7%	3.3%	92.9%

SOURCE: GSMA INTELLIGENCE (JAN 2021). **NOTE:** PERCENTAGES vs. POPULATION MAY EXCEED 100% DUE TO INDIVIDUAL USE OF MULTIPLE CONNECTIONS. TOTAL GLOBAL CONNECTIONS FIGURE QUOTED HERE DOES NOT INCLUDE IOT CELLULAR CONNECTIONS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE WITH DATA IN OUR PREVIOUS REPORTS.

we are social Hootsuite®

JAN 2021

MOBILE CONNECTIVITY INDEX

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

THE PHILIPPINES

OVERALL COUNTRY INDEX SCORE	MOBILE NETWORK INFRASTRUCTURE	AFFORDABILITY OF DEVICES AND SERVICES	CONSUMER READINESS	AVAILABILITY OF RELEVANT CONTENT AND SERVICES
62.79	64.95	52.43	75.44	60.52

SOURCE: GSMA INTELLIGENCE MOBILE CONNECTIVITY INDEX (ACCESSED JAN 2021). THE MOBILE CONNECTIVITY INDEX MEASURES THE PERFORMANCE OF DIFFERENT COUNTRIES AGAINST KEY ENABLERS OF MOBILE INTERNET ADOPTION. COUNTRIES ARE SCORED WITHIN A RANGE OF 0 TO 100 ACROSS A NUMBER OF INDICATORS, WITH A HIGHER SCORE REPRESENTING STRONGER PERFORMANCE IN DELIVERING MOBILE INTERNET CONNECTIVITY. FOR MORE INFORMATION, VISIT WWW.MOBILECONNECTIVITYINDEX.COM

we are social Hootsuite®

JAN 2021

SHARE OF WEB TRAFFIC BY MOBILE OS

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

THE PHILIPPINES

SHARE OF WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES	SHARE OF WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES	SHARE OF WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES	SHARE OF WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES*	SHARE OF WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
86.4%	13.2%	0%	0.3%	0.09%
DEC 2020 vs. DEC 2019:	DEC 2020 vs. DEC 2019:	DEC 2020 vs. DEC 2019:	DEC 2020 vs. DEC 2019:	DEC 2020 vs. DEC 2019:
+2.5%	-14%	[N/A]	+100%	-55%

SOURCE: STATCOUNTER (ACCESSED JAN 2021). FIGURES REPRESENT EACH OPERATING SYSTEM'S SHARE OF WEB PAGES SERVED TO WEB BROWSERS ONLY. SHARE FIGURES ARE FOR DECEMBER 2020. ANNUAL CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). ***NOTE:** 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.

we are social Hootsuite®

JAN 2021

MARKET INSIGHTS: MOBILE ACTIVITY

TOTAL TIME SPENT USING ANDROID PHONES, TOTAL NUMBER OF APP DOWNLOADS, AND TOTAL CONSUMER SPEND IN 2020

THE PHILIPPINES

TOTAL CUMULATIVE HOURS SPENT USING MOBILE PHONES IN 2020 (ANDROID PHONE DEVICES ONLY)

92.59
BILLION

ANNUAL CHANGE IN THE TOTAL AMOUNT OF TIME SPENT USING ANDROID MOBILE PHONES

+40%

TOTAL NUMBER OF MOBILE APPS DOWNLOADED THROUGHOUT 2020

2.42
BILLION

TOTAL CONSUMER SPEND ON MOBILE APPS FOR FULL-YEAR 2020

$340.0
MILLION

SOURCE: APP ANNIE (JAN 2021). ***NOTES:** DATA FOR TIME SPENT REPRESENTS COMBINED ACTIVITY ACROSS ALL ANDROID PHONE DEVICES ONLY FOR FULL-YEAR 2020. DATA FOR DOWNLOADS AND CONSUMER SPEND REPRESENTS COMBINED ACTIVITY ACROSS THE IOS AND GOOGLE PLAY STORES FOR FULL-YEAR 2020. CONSUMER SPEND ONLY INCLUDES SPEND THROUGH APP STORES, AND DOES NOT INCLUDE REVENUES FROM MOBILE COMMERCE OR MOBILE ADVERTISING. FIGURES FOR YEAR-ON-YEAR GROWTH HAVE BEEN ROUNDED TO THE NEAREST 5%.

JAN 2021

USE OF MOBILE APPS BY CATEGORY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES EACH TYPE OF MOBILE APP EACH MONTH

THE PHILIPPINES

CHAT APPS (MESSENGERS)	SOCIAL NETWORKING APPS	ENTERTAINMENT AND VIDEO APPS	MUSIC APPS	GAME APPS
98.0%	98.2%	92.6%	68.7%	72.1%

SHOPPING APPS	MAP APPS	BANKING AND FINANCIAL SERVICES APPS	HEALTH, FITNESS, AND NUTRITION APPS	DATING AND FRIENDSHIP APPS
85.7%	70.4%	42.1%	32.1%	12.3%

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

we are social Hootsuite®

JAN 2021

MOBILE ACTIONS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT PERFORMS EACH ACTION USING THEIR MOBILE PHONE EACH MONTH

THE PHILIPPINES

MAKE VIDEO CALLS OR USE SERVICES LIKE FACETIME	WATCH CONTENT ON A TV BY CASTING IT FROM A MOBILE PHONE*	USE OR SCAN QR CODES	USE A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY)	USE A MOBILE PHONE AS A TICKET OR BOARDING PASS
69.8%	40.2%	46.8%	29.9%	11.2%

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***NOTE:** "CASTING" INCLUDES SCREEN MIRRORING.

JAN 2021

MOBILE APP RANKINGS: ACTIVE USERS

RANKINGS OF TOP MOBILE APPS AND GAMES BY MONTHLY ACTIVE USERS IN 2020

THE PHILIPPINES

RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	PARENT COMPANY
01	FACEBOOK	FACEBOOK
02	FACEBOOK MESSENGER	FACEBOOK
03	LAZADA	ALIBABA GROUP
04	INSTAGRAM	FACEBOOK
05	SHOPEE	SEA
06	SHAREIT	SHAREIT
07	VIBER	RAKUTEN
08	SPOTIFY	SPOTIFY
09	NETFLIX	NETFLIX
10	GCASH	MYNT

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME	PARENT COMPANY
01	MOBILE LEGENDS: BANG BANG	MOONTON; VNG
02	CALL OF DUTY: MOBILE	TENCENT; SEA; VNG; ACTIVISION BLIZZARD
03	AMONG US!	INNERSLOTH
04	MINECRAFT POCKET EDITION	NETEASE; MICROSOFT
05	LEAGUE OF LEGENDS: WILD RIFT	TENCENT; VNG; TAIWAN MOBILE
06	GENSHIN IMPACT	MIHOYO
07	CLASH OF CLANS	SUPERCELL
08	PUBG MOBILE	TENCENT; VNG; REKOO; KRAFTON
09	ROBLOX	ROBLOX
10	PPSSPP - PSP EMULATOR	HENRIK RYDGÅRD

SOURCE: APP ANNIE (JAN 2021). SEE STATEOFMOBILE2021.COM FOR MORE DETAILS. **NOTE:** RANKINGS BASED ON ACTIVE APP INSTALLS ACROSS IPHONE AND ANDROID PHONE DEVICES.

we are social Hootsuite®

JAN 2021

MOBILE APP RANKINGS: DOWNLOADS

RANKINGS OF TOP MOBILE APPS AND GAMES BY TOTAL DOWNLOADS IN 2020

THE PHILIPPINES

RANKING OF MOBILE APPS BY TOTAL NUMBER OF DOWNLOADS

#	APP NAME	PARENT COMPANY
01	TIKTOK	BYTEDANCE
02	FACEBOOK	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	SHOPEE	SEA
05	GCASH	MYNT
06	ZOOM CLOUD MEETINGS	ZOOM VIDEO COMMUNICATIONS
07	GOOGLE MEET	GOOGLE
08	SHAREIT	SHAREIT
09	LAZADA	ALIBABA GROUP
10	INSTAGRAM	FACEBOOK

RANKING OF MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS

#	GAME NAME	PARENT COMPANY
01	MOBILE LEGENDS: BANG BANG	VNG; MOONTON
02	WORMSZONE.IO	AZUR INTERACTIVE GAMES
03	AMONG US!	INNERSLOTH
04	TONGITS GO	PLAYJOY
05	BRAIN OUT	EYEWIND
06	TILES HOP: EDM RUSH	AMANOTES; ZPLAY
07	CALL OF DUTY: MOBILE	TENCENT; ACTIVISION BLIZZARD; SEA; VNG
08	ROBLOX	ROBLOX
09	HUNTER ASSASSIN	RUBY GAME
10	PUBG MOBILE	KRAFTON; VNG; TENCENT; REKOO

SOURCE: APP ANNIE (JAN 2021). SEE STATEOFMOBILE2021.COM FOR MORE DETAILS. **NOTE:** RANKINGS BASED ON COMBINED DOWNLOADS ACROSS THE IOS AND GOOGLE PLAY STORES.

we are social Hootsuite®

JAN 2021

MOBILE APP RANKINGS: CONSUMER SPEND

RANKINGS OF TOP MOBILE APPS AND GAMES BY CONSUMER SPEND* IN 2020

THE PHILIPPINES

RANKING OF MOBILE APPS BY CONSUMER SPEND*

#	APP NAME	PARENT COMPANY
01	BIGO LIVE	JOYY INC.
02	NETFLIX	NETFLIX
03	FACEBOOK	FACEBOOK
04	KUMU	KUMUMEDIA
05	GOOGLE ONE	GOOGLE
06	DREAME	DREAME
07	TINDER	MATCH GROUP
08	NOVELCAT	SHARING ANIME PICTURE
09	YOUTUBE	GOOGLE
10	VIU	PCCW

RANKING OF MOBILE GAMES BY CONSUMER SPEND*

#	GAME NAME	PARENT COMPANY
01	MOBILE LEGENDS: BANG BANG	VNG; MOONTON
02	RAGNAROK M : ETERNAL LOVE	GUNGHO ONLINE ENTERTAINMENT; X.D. NETWORK
03	CALL OF DUTY: MOBILE	TENCENT; ACTIVISION BLIZZARD; SEA; VNG
04	ROBLOX	ROBLOX
05	COIN MASTER	MOON ACTIVE
06	MU AWAKENING	KUNLUN; VNG; HERO ENTERTAINMENT; OURPALM; TENCENT; WEBZEN
07	RISE OF KINGDOMS	LILITH; ORIGINAL ENTERTAINMENT
08	STATE OF SURVIVAL	FUNPLUS
09	CLASH OF CLANS	SUPERCELL
10	BLACK DESERT	PEARL ABYSS

SOURCE: APP ANNIE (JAN 2021). SEE STATEOFMOBILE2021.COM FOR MORE DETAILS. ***NOTES:** RANKINGS BASED ON COMBINED CONSUMER SPEND ON MOBILE APPS AND GAMES ACROSS THE IOS AND GOOGLE PLAY STORES. "CONSUMER SPEND" ONLY INCLUDES SPEND ON GAMES AND APPS THROUGH APP STORES, AND DOES NOT INCLUDE MOBILE COMMERCE REVENUES, OR REVENUES FROM MOBILE ADVERTISING.

we are social Hootsuite®

ECOMMERCE USE

JAN 2021

FINANCIAL INCLUSION FACTORS

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

THE PHILIPPINES

HAS AN ACCOUNT WITH A FINANCIAL INSTITUTION

34.5%

HAS A CREDIT CARD

1.9%

HAS A MOBILE MONEY ACCOUNT*

4.5%

MAKES ONLINE PURCHASES AND / OR PAYS BILLS ONLINE

9.9%

PERCENTAGE OF WOMEN WITH A CREDIT CARD

1.4%

PERCENTAGE OF MEN WITH A CREDIT CARD

2.5%

PERCENTAGE OF WOMEN MAKING ONLINE TRANSACTIONS

11.5%

PERCENTAGE OF MEN MAKING ONLINE TRANSACTIONS

8.2%

SOURCE: WORLD BANK GLOBAL FINANCIAL INCLUSION DATA (LATEST DATA AVAILABLE IN JAN 2021). ***NOTES:** PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. MOBILE MONEY ACCOUNTS ONLY REFER TO SERVICES THAT STORE FUNDS IN AN ELECTRONIC WALLET LINKED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR MOBILE MONEY ACCOUNTS DO NOT INCLUDE PEOPLE WHO USE 'OVER-THE-TOP' MOBILE PAYMENT SERVICES SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY.

we are social Hootsuite®

JAN 2021

ECOMMERCE ACTIVITY OVERVIEW

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS PERFORMED EACH ACTIVITY IN THE PAST MONTH

THE PHILIPPINES

SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY (ANY DEVICE)	VISITED AN ONLINE RETAIL SITE OR STORE (ANY DEVICE)	USED A SHOPPING APP ON A MOBILE PHONE OR ON A TABLET	PURCHASED A PRODUCT ONLINE (ANY DEVICE)	PURCHASED A PRODUCT ONLINE VIA A MOBILE PHONE
89.3%	87.8%	85.7%	80.2%	69.6%

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

we are social Hootsuite®

JAN 2021

ECOMMERCE PURCHASES BY AGE GROUP

PERCENTAGE OF INTERNET USERS IN EACH AGE GROUP THAT MADE AN ONLINE PURCHASE IN THE PAST MONTH VIA ANY DEVICE

THE PHILIPPINES

PURCHASED A PRODUCT ONLINE IN THE PAST MONTH: 16-24 YEARS OLD	PURCHASED A PRODUCT ONLINE IN THE PAST MONTH: 25-34 YEARS OLD	PURCHASED A PRODUCT ONLINE IN THE PAST MONTH: 35-44 YEARS OLD	PURCHASED A PRODUCT ONLINE IN THE PAST MONTH: 45-54 YEARS OLD	PURCHASED A PRODUCT ONLINE IN THE PAST MONTH: 55-64 YEARS OLD
77.2%	82.3%	86.9%	76.9%	71.1%

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

we are social Hootsuite®

JAN 2021

ECOMMERCE SPEND BY CATEGORY

THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES IN 2020, IN U.S. DOLLARS

⚠ *CHANGES TO CATEGORY DEFINITIONS AND REVISIONS TO HISTORICAL DATA MEAN VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS*

THE PHILIPPINES

TRAVEL, MOBILITY, & ACCOMMODATION*	**$3.01 BILLION**
FASHION & BEAUTY	**$652.7 MILLION**
ELECTRONICS & PHYSICAL MEDIA	**$955.4 MILLION**
FOOD & PERSONAL CARE	**$483.5 MILLION**
FURNITURE & APPLIANCES	**$845.0 MILLION**
TOYS, DIY & HOBBIES	**$609.1 MILLION**
DIGITAL MUSIC	**$23.48 MILLION**
VIDEO GAMES	**$1.27 BILLION**

SOURCES: STATISTA MARKET OUTLOOKS FOR E-COMMERCE, TRAVEL, MOBILITY, AND DIGITAL MEDIA (ACCESSED JAN 2021). FIGURES BASED ON ESTIMATES OF FULL-YEAR ONLINE CONSUMER SPEND FOR 2020, EXCLUDING B2B SPEND. SEE 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 WITH PREVIOUS REPORTS.

statista we are social we are social statista we are social Hootsuite®

JAN 2021

ECOMMERCE GROWTH BY CATEGORY

YEAR-ON-YEAR CHANGE IN THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES IN 2020 vs. 2019

⚠ *CHANGES TO CATEGORY DEFINITIONS AND REVISIONS TO HISTORICAL DATA MEAN VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS*

THE PHILIPPINES

TRAVEL, MOBILITY, & ACCOMMODATION*	-53.8%
FASHION & BEAUTY	+28.0%
ELECTRONICS & PHYSICAL MEDIA	+37.4%
FOOD & PERSONAL CARE	+64.3%
FURNITURE & APPLIANCES	+46.3%
TOYS, DIY & HOBBIES	+47.8%
DIGITAL MUSIC	+41.1%
VIDEO GAMES	+30.8%

SOURCES: STATISTA MARKET OUTLOOKS FOR E-COMMERCE, TRAVEL, MOBILITY, AND DIGITAL MEDIA (ACCESSED JAN 2021). FIGURES BASED ON COMPARISONS OF ESTIMATES OF FULL-YEAR ONLINE CONSUMER SPEND IN 2020 AND 2019, EXCLUDING B2B SPEND. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. **NOTES:** DATA FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING. ◈ **COMPARABILITY ADVISORY:** SOME BASE CHANGES. DATA MAY NOT BE DIRECTLY COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

statista we are social we are social Hootsuite®

JAN 2021

GOOGLE SHOPPING: TOP QUERIES IN 2020

THE MOST COMMON SHOPPING QUERIES THAT PEOPLE ENTERED INTO GOOGLE BETWEEN 01 JANUARY AND 31 DECEMBER 2020

THE PHILIPPINES

#	SEARCH QUERY	INDEX
01	SAMSUNG	100
02	SHOES	97
03	SHOPEE	95
04	REALME	82
05	LAZADA	81
06	BIKE	66
07	OPPO	58
08	VIVO	56
09	HUAWEI	55
10	LAPTOP	54

#	SEARCH QUERY	INDEX
11	IPHONE	52
12	TRANSLATE	27
13	GOOGLE	26
14	REALME PRICE PHILIPPINES	23
15	CAMERA	23
16	ENGLISH TAGALOG	21
17	XIAOMI	20
18	BTS	20
19	NIKE SHOES	17
20	TAGALOG TO ENGLISH	15

SOURCE: GOOGLE TRENDS (ACCESSED JAN 2021). **NOTE:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY).

we are social Hootsuite®

JAN 2021

OVERVIEW: CONSUMER GOODS ECOMMERCE

SIZE AND GROWTH OF THE B2C CONSUMER GOODS* ECOMMERCE MARKET (IN U.S. DOLLARS)

THE PHILIPPINES

NUMBER OF PEOPLE PURCHASING CONSUMER GOODS VIA THE INTERNET*

38.88
MILLION

TOTAL VALUE OF THE CONSUMER GOODS ECOMMERCE MARKET

$3.55
BILLION

ANNUAL GROWTH IN THE TOTAL VALUE OF THE CONSUMER GOODS ECOMMERCE MARKET

+42.5%

ONLINE CONSUMER GOODS PURCHASES: AVERAGE ANNUAL SPEND PER USER

$91

SOURCE: STATISTA MARKET OUTLOOK FOR E-COMMERCE (ACCESSED JAN 2021). FIGURES BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND FOR 2020 AND 2019, EXCLUDING B2B SPEND. SEE STATISTA.COM FOR DETAILS. **NOTES:** IN THIS CONTEXT, "CONSUMER GOODS" INCLUDE FASHION & BEAUTY PRODUCTS, ELECTRONICS & PHYSICAL MEDIA, FOOD & PERSONAL CARE PRODUCTS, FURNITURE & APPLIANCES, AND TOYS, HOBBY & DIY PRODUCTS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. DATA NOT COMPARABLE WITH PREVIOUS REPORTS.

statista
we are social
Hootsuite®

JAN 2021

INTERNET-FACILITATED PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES OR PAYS FOR EACH KIND OF DIGITAL SERVICE EACH MONTH

THE PHILIPPINES

MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY)	PAID DIGITAL CONTENT* (E.G. TV STREAMING, MUSIC DOWNLOADS, EPUBLISHING)	ONLINE RIDE-HAILING SERVICE (E.G. UBER, DIDI CHUXING)	ONLINE FOOD DELIVERY SERVICE (E.G. DOORDASH, DELIVEROO)
29.9%	67.4%	29.9%	62.0%

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. ***NOTES:** "DIGITAL CONTENT" INCLUDES MEDIA STREAMING AND DOWNLOADS, SOFTWARE, MOBILE APPS AND IN-APP PURCHASES, DATING SERVICES, NEWS, E-BOOKS, E-MAGAZINES, AND VARIOUS OTHER FORMS OF DIGITAL CONTENT OR SERVICE. FIGURES FOR RIDE-HAILING AND ONLINE FOOD DELIVERY SERVICE ONLY INCLUDE TRANSACTIONS MADE VIA INTERNET-FACILITATED SERVICES.

we are social Hootsuite®

JAN 2021

OVERVIEW: DIGITAL PAYMENTS

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

THE PHILIPPINES

NUMBER OF PEOPLE MAKING DIGITALLY ENABLED PAYMENT TRANSACTIONS*

38.88
MILLION

TOTAL ANNUAL VALUE OF DIGITALLY ENABLED CONSUMER PAYMENTS

$10.52
BILLION

ANNUAL CHANGE IN THE VALUE OF DIGITALLY ENABLED CONSUMER PAYMENTS

+26.6%

DIGITAL PAYMENTS: AVERAGE VALUE OF ANNUAL TRANSACTIONS PER USER

$271

SOURCE: STATISTA DIGITAL MARKET OUTLOOK FOR FINTECH (JAN 2021). FIGURES USE FULL-YEAR VALUES FOR 2020, WITH COMPARISONS TO EQUIVALENT 2019 DATA. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. ***NOTE:** IN THIS CONTEXT, "DIGITALLY ENABLED PAYMENTS" INCLUDE PAYMENTS FOR PRODUCTS AND SERVICES MADE OVER THE INTERNET, AND MOBILE PAYMENTS AT POINT-OF-SALE (POS) VIA SMARTPHONE APPS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. DATA NOT COMPARABLE WITH PREVIOUS REPORTS.

we are social Hootsuite®

JAN 2021

OVERVIEW: ONLINE TAXI AND RIDE-HAILING

SIZE AND GROWTH OF THE INTERNET-FACILITATED RIDE-HAILING AND TAXI BOOKING MARKET (IN U.S. DOLLARS)

THE PHILIPPINES

NUMBER OF PEOPLE USING DIGITALLY ENABLED RIDE-HAILING SERVICES*

2.13
MILLION

TOTAL VALUE OF THE DIGITALLY ENABLED RIDE-HAILING MARKET

$132.0
MILLION

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

-50.7%

DIGITALLY ENABLED RIDE-HAILING SERVICES: AVERAGE ANNUAL REVENUE PER USER

$62

SOURCE: STATISTA MARKET OUTLOOK FOR ONLINE MOBILITY SERVICES (JAN 2021). FIGURES USE FULL-YEAR VALUES FOR 2020, WITH COMPARISONS TO 2019 DATA. SEE STATISTA.COM/OUTLOOK/MOBILITY-MARKETS FOR MORE DETAILS. ***NOTE:** "DIGITALLY ENABLED RIDE-HAILING SERVICES" INCLUDE TRANSPORTATION NETWORK COMPANIES THAT OFFER RIDES IN PRIVATE VEHICLES (E.G. UBER, DIDI, GRAB), RIDE-POOLING SERVICES, AND TAXI SERVICES BOOKED ONLINE OR THROUGH A SMARTPHONE APP. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

statista
we are social
we are social Hootsuite®

JAN 2021

OVERVIEW: ONLINE FOOD DELIVERY

SIZE AND GROWTH OF THE MARKET FOR ONLINE SERVICES PROVIDING TAKE-AWAY FOOD DELIVERY (IN U.S. DOLLARS)

THE PHILIPPINES

NUMBER OF PEOPLE USING ONLINE SERVICES TO ORDER TAKE-AWAY FOOD DELIVERY*

8.83
MILLION

TOTAL VALUE OF THE ONLINE FOOD DELIVERY MARKET

$247.2
MILLION

ANNUAL CHANGE IN THE TOTAL VALUE OF THE ONLINE FOOD DELIVERY MARKET

+48.5%

ONLINE FOOD DELIVERY SERVICES: AVERAGE ANNUAL REVENUE PER USER

$28

SOURCE: STATISTA MARKET OUTLOOK FOR E-SERVICES (JAN 2021). FIGURES USE FULL-YEAR VALUES FOR 2020, WITH COMPARISONS TO EQUIVALENT 2019 DATA. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR MORE DETAILS. ***NOTE:** "ONLINE FOOD DELIVERY" INCLUDES ORDERS FOR FOOD DELIVERY MADE THROUGH INTERNET-POWERED SERVICES, INCLUDING RESTAURANT-TO-CONSUMER AND PLATFORM-TO-CONSUMER DELIVERY SERVICES. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. DATA NOT COMPARABLE WITH PREVIOUS REPORTS.

statista we are social we are social Hootsuite®

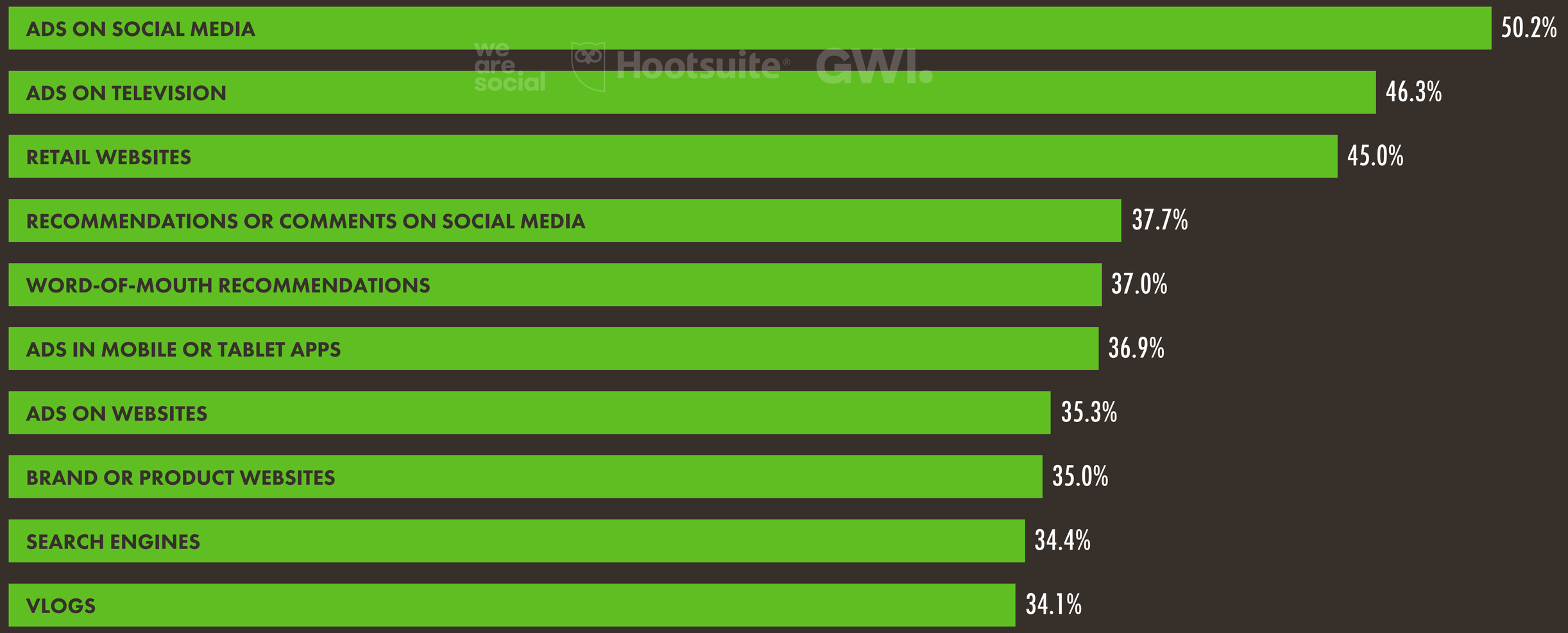
DIGITAL MARKETING

JAN 2021

SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT DISCOVERS NEW BRANDS OR PRODUCTS THROUGH EACH CHANNEL

THE PHILIPPINES



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

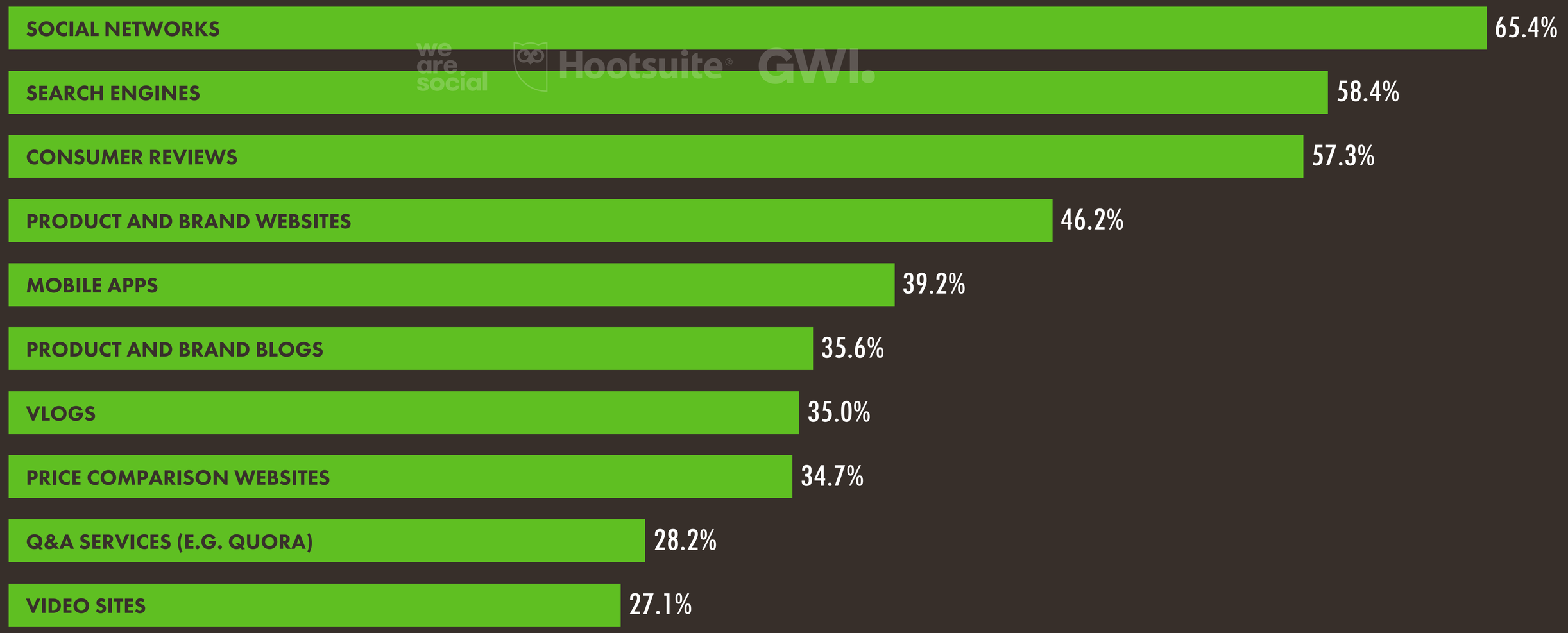
we are social Hootsuite®

JAN 2021

PRIMARY CHANNELS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES EACH CHANNEL WHEN RESEARCHING BRANDS*

THE PHILIPPINES



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***NOTE:** THE QUESTION THAT INFORMS THIS CHART ASKS, "WHICH OF THE FOLLOWING ONLINE SOURCES DO YOU MAINLY USE WHEN YOU ARE ACTIVELY LOOKING FOR MORE INFORMATION ABOUT BRANDS, PRODUCTS, OR SERVICES?"

we are social Hootsuite®

JAN 2021

VALUE OF THE DIGITAL ADVERTISING MARKET

TOTAL SPEND (IN U.S. DOLLARS) ON DIGITAL ADVERTISING IN 2020 BY AD FORMAT

THE PHILIPPINES

TOTAL DIGITAL AD SPEND IN 2020

$558.0 MILLION

SPEND ON DIGITAL SEARCH ADS IN 2020

$260.9 MILLION

SPEND ON SOCIAL MEDIA ADS IN 2020

$87.79 MILLION

SPEND ON DIGITAL BANNER ADS IN 2020

$72.89 MILLION

SPEND ON DIGITAL VIDEO ADS IN 2020

$56.82 MILLION

SPEND ON DIGITAL CLASSIFIED ADS IN 2020

$79.54 MILLION

SOURCE: STATISTA MARKET OUTLOOK FOR DIGITAL ADVERTISING (ACCESSED JAN 2021). FIGURES REPRESENT FULL-YEAR DIGITAL ADVERTISING SPEND FOR 2020. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR DETAILS. **NOTES:** 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. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

we are social
statista
statista
we are social
Hootsuite®

JAN 2021

DIGITAL ADVERTISING MARKET: VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE VALUE OF THE DIGITAL ADVERTISING MARKET BY AD FORMAT BETWEEN 2019 AND 2020

THE PHILIPPINES

YEAR-ON-YEAR CHANGE IN TOTAL DIGITAL AD SPEND

-4.0%

YEAR-ON-YEAR CHANGE IN DIGITAL SEARCH AD SPEND

-6.9%

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA AD SPEND

+4.7%

YEAR-ON-YEAR CHANGE IN DIGITAL BANNER AD SPEND

-7.0%

YEAR-ON-YEAR CHANGE IN DIGITAL VIDEO AD SPEND

+4.8%

YEAR-ON-YEAR CHANGE IN DIGITAL CLASSIFIED AD SPEND

-6.3%

SOURCE: STATISTA MARKET OUTLOOK FOR DIGITAL ADVERTISING (ACCESSED JAN 2021). FIGURES COMPARE FULL-YEAR DIGITAL ADVERTISING SPEND IN 2020 TO EQUIVALENT DATA FOR 2019. SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS FOR DETAILS. **NOTES:** 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. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

we are social
Hootsuite®

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

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

MORE INFORMATION

CLICK THE LOGOS TO ACCESS ADDITIONAL CONTENT, INSIGHTS, AND RESOURCES FROM WE ARE SOCIAL AND HOOTSUITE:

WE ARE SOCIAL

HOOTSUITE

SPECIAL THANKS: GWI

GWI (formerly GlobalWebIndex) is a target audience company that provides consumer insight across 46 countries to the world's leading brands, communication agencies and media organizations. The company runs a global survey representing more than 2 billion connected consumers, which offers up over 40,000 data points on the behaviors and perceptions of internet users around the world. Using the subscription-based platform, clients can gather in-depth insights into audience behaviors, attitudes and interests through a combination of survey data and analytics.

90% GLOBAL COVERAGE

ONGOING DATA COLLECTION ACROSS 46 MARKETS

CROSS-DEVICE COVERAGE

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

SPECIAL THANKS: 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

Learn more about Statista at https://www.statista.com

SPECIAL THANKS: GSMA INTELLIGENCE

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.

Learn more about GSMA Intelligence at https://www.gsmaintelligence.com

SPECIAL THANKS: SEMRUSH

Semrush is an online visibility management and content marketing SaaS platform that ensures businesses get measurable results from their online marketing.

7+ MILLION GLOBAL USERS

190 GEOGRAPHICAL DATABASES

DATA FOR MOBILE AND DESKTOP

HISTORICAL DATA BACK TO 2012

Learn more at https://www.semrush.com

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. Founded in 2010, the company launched the first mobile market data solution. In 2020, App Annie launched App Annie Ascend, an advertising analytics solution, making it the first company in its space to offer a side-by-side view of market data and companies' own data to support mission-critical business decisions. Together, these solutions comprise the industry's most complete mobile performance platform. More than 1,100 enterprise clients and 1 million registered users across all geographies and industries rely on App Annie to drive 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

Learn more about App Annie at https://www.appannie.com

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

Learn more about SimilarWeb at https://www.similarweb.com

SPECIAL THANKS: LOCOWISE

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

CUSTOM REPORT BUILDER WITH OVER 300 METRICS

CAMPAIGN ANALYSIS, TRACKING AND REPORTING

INSIGHTS FROM ALL YOUR NETWORKS IN ONE PLACE

PREDICTIVE METRICS TO DRIVE FUTURE STRATEGY

Learn more about Locowise at https://locowise.com

DATA SOURCES

GLOBAL HEADLINE SLIDES: All slides taken from **Digital 2021 Global Overview Report** (click here to read the complete report).

POPULATION & DEMOGRAPHICS: United Nations World Population Prospects, 2019 Revision; U.S. Census Bureau (accessed Jan 2021); United Nations World Urbanization Prospects, 2018 Revision; local government bodies (latest data available in Jan 2021). Literacy rates: UNESCO Institute for Statistics; UNICEF Data; World Bank DataBank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook (all accessed Jan 2021). Device ownership and time spent by media: GWI* (Q3 2020).

INTERNET: ITU Statistics; Eurostat Data Explorer; GWI; World Bank Data Bank; CNNIC; APJII; GSMA Intelligence; OCDH; local government authorities (all accessed January 2021). Mobile internet share based on data from GWI* (Q3 2020); extrapolations of data reported in Facebook's self-serve advertising tools. Internet connection speeds from Ookla Speedtest (accessed Jan 2021). Web traffic by device, web browser share, and share of search market from Statcounter (Jan 2021). Time spent on the internet from GWI* (Q3 2020). World's top websites from Semrush (Jan 2021); SimilarWeb (Jan 2021); Alexa (monthly average, as reported in mid-January 2021). Share of website traffic by device, age, and gender from Semrush (Jan 2021). Google search insights from Google Trends (accessed Jan 2021). Data for search behaviours, data misuse fears, and use of ad blockers from GWI* (Q3 2020). Concerns about 'fake news' from Reuters Institute Digital News Report 2020. Digital content insights from GWI* (Q3 2020). Smart home insights from Statista Digital Market Outlook* (accessed Jan 2021).

SOCIAL MEDIA: platforms' self-service advertising tools and websites; company earnings announcements, marketing, promotional materials, and press releases; public remarks by senior executives; reports in reputable media; OCDH; CafeBazaar; Mediascope (all latest data available in January 2021). Platform ranking and time spent from GWI* (Q3 2020). Facebook engagement benchmarks from Locowise (Jan 2021). YouTube search insights from Google Trends (accessed Jan 2021). Top social media apps and video streaming apps: App Annie (Jan 2021).

MOBILE: Mobile Connections: GSMA Intelligence (Jan 2021). Mobile app market overview, time spent, and mobile app rankings: App Annie (Jan 2021). Mobile actions and app categories: GWI* (Q3 2020).

ECOMMERCE: GDP and financial inclusions data: World Bank DataBank; IMF Data; CIA World Factbook (all accessed Jan 2021). Adoption by device, gender and age: GWI* (Q3 2020); Ecommerce spend: Statista Digital Market Outlook and Statista Mobility Services Outlook* (both accessed Jan 2021); GWI* (Q3 2020). Consumer goods: Statista Digital Market Outlook* (accessed Jan 2021). Mobile payments: Statista Digital Market Outlook* (accessed Jan 2021); GWI* (Q3 2020). Ride-hailing: Statista Mobility Services Outlook* (accessed Jan 2021); GWI* (Q3 2020). Online food delivery: Statista Digital Market Outlook* (accessed Jan 2021); GWI* (Q3 2020).

MARKETING: Brand discovery and research channels: GWI* (Q3 2020). Market value: Statista Digital Market Outlook* and Statista Advertising & Media Outlook* (both accessed Jan 2021).

NOTE: All data points may include extrapolations.

*For more details about GWI including methodology, visit https://www.globalwebindex.com.

*For more details about Statista's Market Outlooks, 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 of research.

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, collate, and publish regular internet user data.

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.

Because we separate social media user numbers and internet user numbers, the figures we report for social media users may exceed internet user numbers in some countries. In such instances, these figures do not represent errors. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple accounts, and / or of 'non-human' social media accounts.

Please also note that we've changed the source for a various data points in this year's reports, and a number of historical metrics that we reported in previous Global Digital reports have been revised by the original data provider. 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, because changes to base data may mean that values are not comparable.

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.

DISCLAIMER AND IMPORTANT NOTES

This report has been compiled by Kepios Pte. Ltd. ("Kepios"), We Are Social Ltd. ("We Are Social"), and Hootsuite Inc. ("Hootsuite") for informational purposes only, and relies on data from a wide variety of sources, including but not limited to public and private companies, market research firms, government agencies, NGOs, and private individuals.

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 publication, 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.

All information contained in this report is provided "as is", with no guarantee whatsoever of its accuracy, completeness, correctness or non-infringement of third-party rights and without warranty of any kind, express or implied, including without limitation, warranties of merchantability or fitness for any particular purpose.

This report contains data, tables, figures, maps, flags, analyses and technical notes that relate to various geographical territories around the world, however reference to these territories and any associated elements (including names and flags) does not imply the expression of any opinion whatsoever on the part of Kepios, We Are Social, Hootsuite, or any of the featured brands, nor any of those organisations' partners, affiliates, employees or agents, concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

This report is provided with the understanding that it does not constitute professional advice or services of any kind and should therefore not be substituted for independent investigations, thought or judgment. Accordingly, neither Kepios, nor We Are Social, nor Hootsuite, nor any of the brands or organisations featured or cited herein, nor any of their partners, affiliates, group companies, employees or agents shall, to the fullest extent permitted by law, be liable to you or anyone else for any direct, indirect, punitive, incidental, special, consequential, exemplary or similar loss or damage, or loss or damage of any kind, suffered by you or anyone else as a result of any use, action or decision taken by you or anyone else in any way connected to this report or the information contained herein, or the result(s) thereof, even if advised of the possibility of such loss or damage.

This report may contain references to third parties, however this report does not endorse any such third parties or their products or services, nor is this report sponsored, endorsed or associated with such third parties.

Except for those portions of this report relating to the perspectives of Hootsuite or We Are Social, this report and any opinions contained herein have been prepared by Kepios, and have not been specifically approved or disapproved by Hootsuite or We Are Social. This report is subject to change without notice. To ensure that you have the most up-to-date version of this report, please visit our reports website at https://datareportal.com/.

CLICK HERE TO ACCESS OUR COMPLETE COLLECTION OF FREE REPORTS: THOUSANDS OF CHARTS PACKED WITH DATA AND TRENDS TO HELP YOU UNDERSTAND DIGITAL BEHAVIOURS IN EVERY COUNTRY ACROSS THE WORLD

HTTPS://DATAREPORTAL.COM

ALL THE NUMBERS YOU NEED

We are a socially-led creative agency. We are a global team of more than 850 people in 15 offices around the world with a common purpose: to connect people and brands in meaningful ways.

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

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

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

Hootsuite®

Hootsuite is the leader in social media management, trusted by more than 18 million users and 4,000+ enterprise organizations.

With one unified platform, you'll have the tools you need to find and join the conversations that matter to your brand across social channels, bring new customers in the door with social ads, and measure and grow the return on your investment in social.

Hootsuite is built to help any team get started today and ready to extend as far as you need in the future with powerful add-ons including CRM integrations, scalable training for your team, and our ecosystem that plugs into your existing tools including Google My Business, Adobe Stock, Canva, Slack, and hundreds more.

Learn more at hootsuite.com

SIMON KEMP

@ESKIMON

REPORTS@KEPIOS.COM

DATAREPORTAL.COM