



DIGITAL 2020

APRIL GLOBAL STATSHOT REPORT

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

we
are
social



Hootsuite®

APR
2020

DIGITAL AROUND THE WORLD IN APRIL 2020

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

TOTAL
POPULATION



7.77
BILLION

URBANISATION:
55%

UNIQUE MOBILE
PHONE USERS



we
are
social

5.16
BILLION

PENETRATION:
66%

INTERNET
USERS



4.57
BILLION

PENETRATION:
59%

ACTIVE SOCIAL
MEDIA USERS



3.81
BILLION

PENETRATION:
49%

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GLOBAL DIGITAL GROWTH

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

TOTAL
POPULATION



we
are
social

+1.1%

APR 2020 vs. APR 2019

+82 MILLION

UNIQUE MOBILE
PHONE USERS



+2.5%

APR 2020 vs. APR 2019

+128 MILLION

INTERNET
USERS



+7.1%

APR 2020 vs. APR 2019

+301 MILLION

ACTIVE SOCIAL
MEDIA USERS



+8.7%

APR 2020 vs. APR 2019

+304 MILLION

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COVID-19: PEOPLE SPENDING MORE TIME WITH DEVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 IN SELECT COUNTRIES* WHO REPORT SPENDING MORE TIME USING EACH DEVICE IN RECENT WEEKS

SMARTPHONE OR
MOBILE PHONE



76%

global
web
index

LAPTOP
COMPUTER



45%

we
are
social

DESKTOP
COMPUTER



32%



TABLET
DEVICE



22%

SMART TV OR MEDIA
STREAMING DEVICE



34%



GAMES
CONSOLE



17%

global
web
index

SMART
SPEAKER



11%

we
are
social

SMART
WATCH



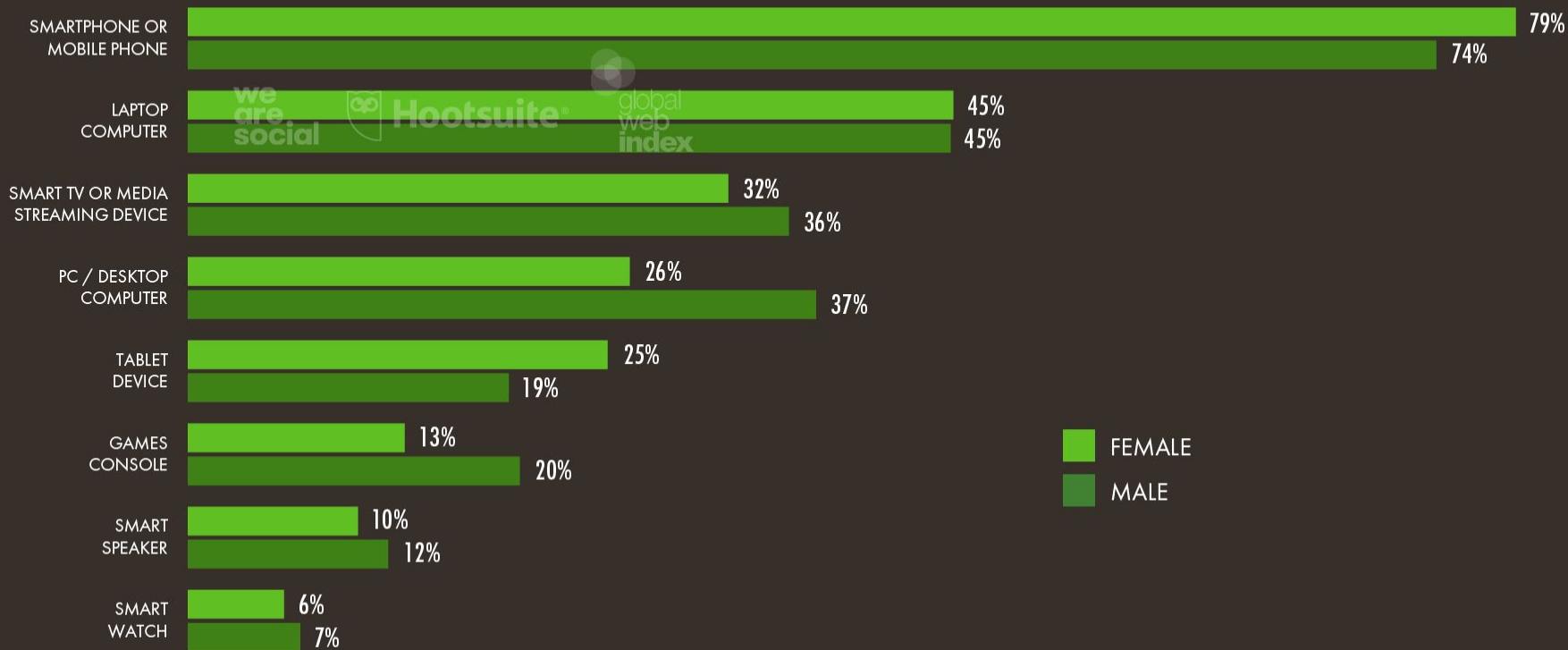
6.3%

SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 2, APRIL 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BRAZIL, CANADA, CHINA, FRANCE, GERMANY, INDIA, IRELAND, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN MARCH 31 AND APRIL 02, 2020. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

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COVID-19: PEOPLE SPENDING MORE TIME WITH DEVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 IN SELECT COUNTRIES* WHO REPORT SPENDING MORE TIME USING EACH DEVICE IN RECENT WEEKS



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COVID-19: INCREASE IN ONLINE AND DIGITAL ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 IN SELECT COUNTRIES* WHO REPORT SPENDING MORE TIME ON EACH ACTIVITY IN RECENT WEEKS

WATCHING MORE SHOWS &
FILMS ON STREAMING SERVICES



57%



SPENDING LONGER
USING SOCIAL MEDIA



47%



SPENDING LONGER ON
MESSENGER SERVICES



46%



LISTENING TO MORE MUSIC
STREAMING SERVICES



39%

SPENDING MORE TIME
ON MOBILE APPS



36%



SPENDING MORE TIME PLAYING
COMPUTER OR VIDEO GAMES



35%



CREATING AND
UPLOADING VIDEOS



15%



LISTENING TO
MORE PODCASTS



14%

SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 2, APRIL 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BRAZIL, CANADA, CHINA, FRANCE, GERMANY, INDIA, IRELAND, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN MARCH 31 AND APRIL 02, 2020. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

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COVID-19: PLANS TO CONTINUE WITH NEW BEHAVIOURS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64* WHO EXPECT TO CONTINUE WITH NEW BEHAVIOURS EVEN AFTER THE COVID-19 OUTBREAK ENDS

WATCHING MORE SHOWS &
FILMS ON STREAMING SERVICES



20%



SPENDING LONGER
USING SOCIAL MEDIA



15%



SPENDING LONGER ON
MESSENGER SERVICES



16%



LISTENING TO MORE MUSIC
STREAMING SERVICES



14%

SPENDING MORE TIME
ON MOBILE APPS



10%



SPENDING MORE TIME PLAYING
COMPUTER OR VIDEO GAMES



10%



CREATING AND
UPLOADING VIDEOS



5.5%



LISTENING TO
MORE PODCASTS



4.2%

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COVID-19: SIGNIFICANT CHANGES IN MEDIA HABITS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 IN SELECT COUNTRIES* WHO REPORT SPENDING SIGNIFICANTLY MORE TIME ON EACH ACTIVITY

WATCHING
SIGNIFICANTLY MORE
NEWS COVERAGE



global
web
index

35%

WATCHING SIGNIFICANTLY
MORE FILMS AND SHOWS
ON STREAMING SERVICES



we
are
social

29%

SPENDING SIGNIFICANTLY
MORE TIME USING
MESSENGER SERVICES



global
web
index

24%

SPENDING SIGNIFICANTLY
MORE TIME USING
SOCIAL MEDIA



23%

WATCHING SIGNIFICANTLY
MORE TV ON BROADCAST
TELEVISION CHANNELS



19%

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COVID-19: INCREASED SOCIAL MEDIA USE BY AGE GROUP

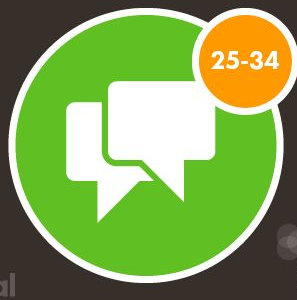
PERCENTAGE OF INTERNET USERS IN EACH AGE GROUP* WHO REPORT SPENDING MORE TIME USING SOCIAL MEDIA IN RECENT WEEKS

SPENDING MORE TIME
USING SOCIAL MEDIA:
16-24 YEAR OLDS



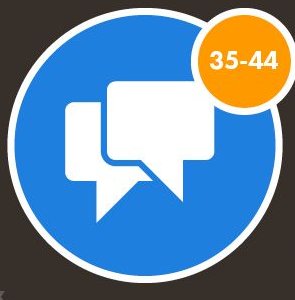
58%

SPENDING MORE TIME
USING SOCIAL MEDIA:
25-34 YEAR OLDS



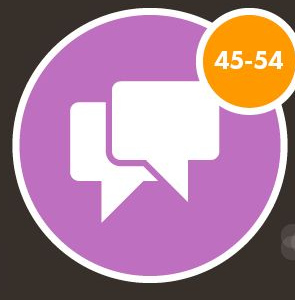
50%

SPENDING MORE TIME
USING SOCIAL MEDIA:
35-44 YEAR OLDS



42%

SPENDING MORE TIME
USING SOCIAL MEDIA:
45-54 YEAR OLDS



34%

SPENDING MORE TIME
USING SOCIAL MEDIA:
55-64 YEAR OLDS

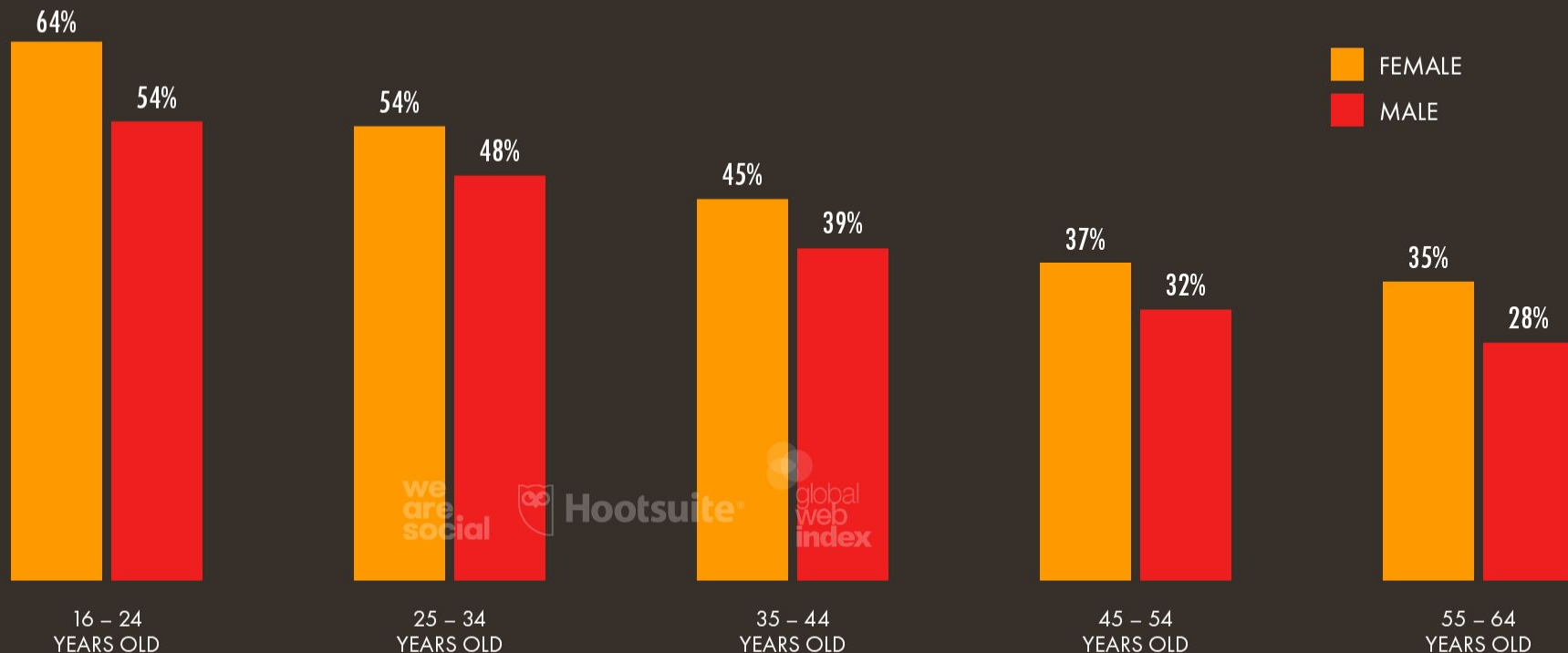


32%

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COVID-19: DETAIL OF INCREASED SOCIAL MEDIA USE

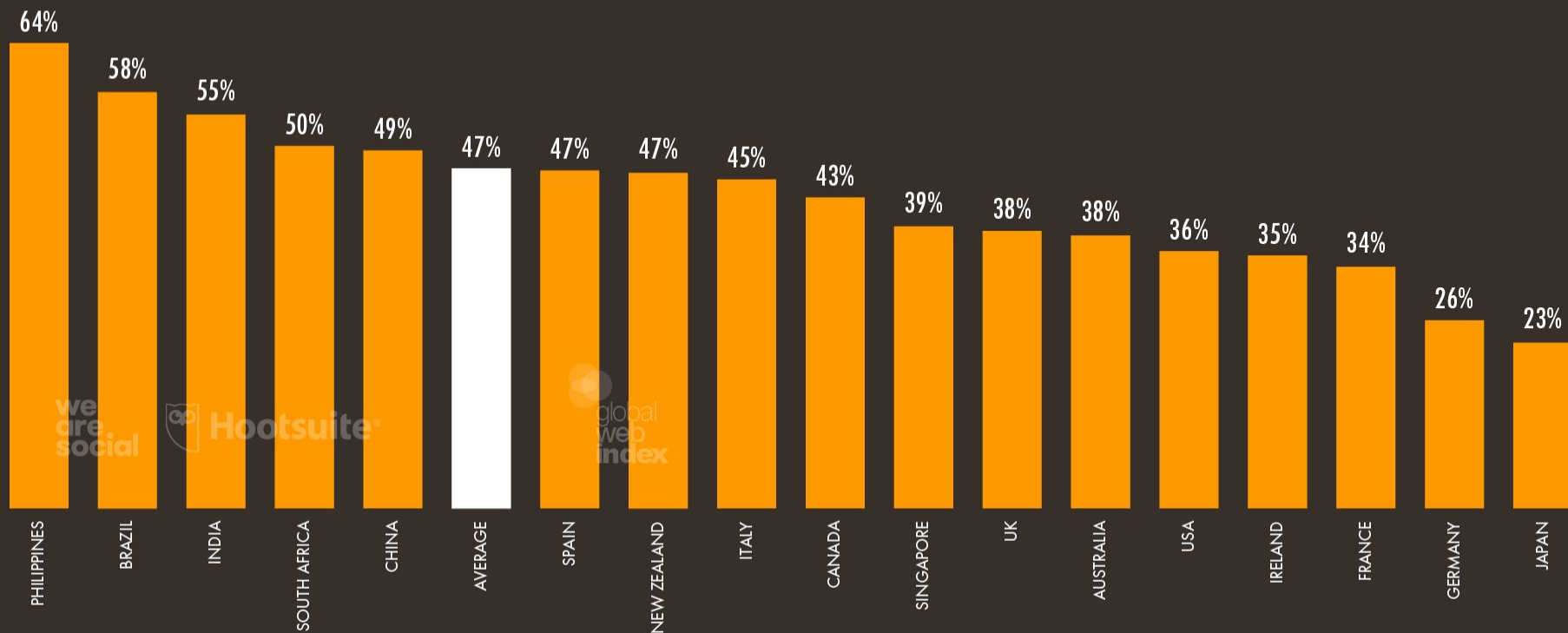
PERCENTAGE OF INTERNET USERS IN SELECTED COUNTRIES* WHO REPORT SPENDING MORE TIME USING SOCIAL MEDIA IN RECENT WEEKS



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COVID-19: INCREASED SOCIAL MEDIA USE BY COUNTRY

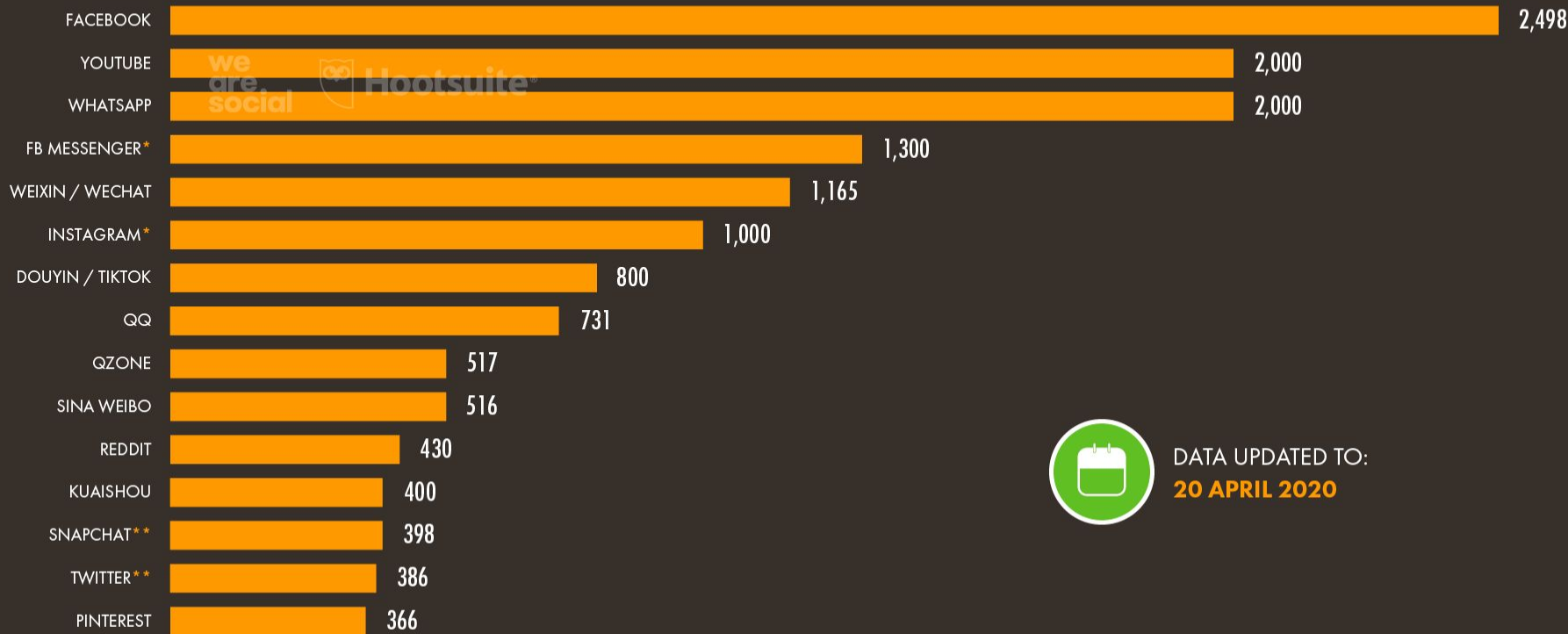
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT SPENDING MORE TIME USING SOCIAL MEDIA IN RECENT WEEKS



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THE WORLD'S MOST-USED SOCIAL PLATFORMS

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



DATA UPDATED TO:
20 APRIL 2020

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TWITTER AUDIENCE OVERVIEW

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

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



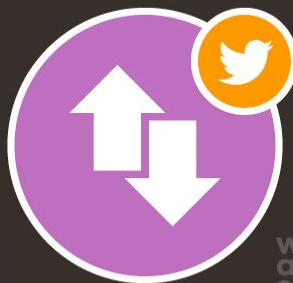
386
MILLION

SHARE OF POPULATION
AGED 13+ THAT MARKETERS
CAN REACH WITH
ADVERTS ON TWITTER



6.4%

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



+14%
+47 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS FEMALE*



39%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS MALE*



61%

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TWITTER REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL TWITTER ADVERTISING REACH

#	COUNTRY	REACH	▲ QOQ	▲ QOQ
01	U.S.A.	64,200,000	+8%	+4,850,000
02	JAPAN	48,450,000	+6%	+2,700,000
03	RUSSIA	23,550,000	+149%	+14,090,000
04	U.K.	17,750,000	+6%	+1,050,000
05	SAUDI ARABIA	15,000,000	+5%	+650,000
06	BRAZIL	14,350,000	+18%	+2,200,000
07	TURKEY	13,650,000	+16%	+1,850,000
08	INDIA	13,150,000	+15%	+1,700,000
09	INDONESIA	11,800,000	+11%	+1,155,000
10	MEXICO	10,200,000	+8%	+750,000

#	COUNTRY	REACH	▲ QOQ	▲ QOQ
11	FRANCE	8,900,000	+20%	+1,455,000
12	SPAIN	8,400,000	+12%	+900,000
13	CANADA	8,150,000	+18%	+1,270,000
14	THAILAND	7,350,000	+12%	+805,000
15	PHILIPPINES	7,150,000	+8%	+525,000
16	GERMANY	6,100,000	+16%	+855,000
17	SOUTH KOREA	6,050,000	+6%	+350,000
18	ARGENTINA	5,550,000	+12%	+595,000
19	AUSTRALIA	4,100,000	-34%	-2,130,000
20	MALAYSIA	3,900,000	+1%	+45,000

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GLOBAL MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY AVERAGE MONTHLY ACTIVE USERS BETWEEN 01 JANUARY AND 31 MARCH 2020

RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	FACEBOOK	FACEBOOK
02	WHATSAPP	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	WECHAT 	TENCENT
05	INSTAGRAM	FACEBOOK
06	TIKTOK	BYTEDANCE
07	ALIPAY	ANT FINANCIAL SERVICES GRP.
08	KUAISHOU (快手)	ONESMILE
09	PINDUODUO	XUNMENG
10	TAOBAO	ALIBABA GROUP

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME	COMPANY
01	PUBG MOBILE	TENCENT
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	HONOUR OF KINGS	TENCENT
04	GAME FOR PEACE	TENCENT
05	CALL OF DUTY: MOBILE	ACTIVISION BLIZZARD
06	ANIPOP 	HAPPY ELEMENTS
07	SUBWAY SURFERS	KILOO
08	CLASH OF CLANS	SUPERCCELL
09	POKÉMON GO	NIANTIC
10	MINECRAFT POCKET EDITION	MICROSOFT

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COVID-19: RANKING OF TOP APPS IN MARCH 2020

GLOBAL RANKINGS OF TOP MOBILE APPS BY NUMBER OF DOWNLOADS AND CONSUMER SPEND BETWEEN 01 MARCH AND 31 MARCH 2020

RANKING OF MOBILE APPS AND GAMES BY GLOBAL DOWNLOADS

#	DOWNLOADS	COMPANY
01	TIKTOK	BYTEDANCE
02	WHATSAPP	FACEBOOK
03	FACEBOOK	FACEBOOK
04	FACEBOOK MESSENGER	FACEBOOK
05	INSTAGRAM	FACEBOOK
06	ZOOM CLOUD MEETINGS	ZOOM VIDEO COMMS.
07	SLAP KINGS	APPROVIN
08	DRAW CLIMBER	VOODOO
09	WOODTURNING	VOODOO
10	NETFLIX	NETFLIX

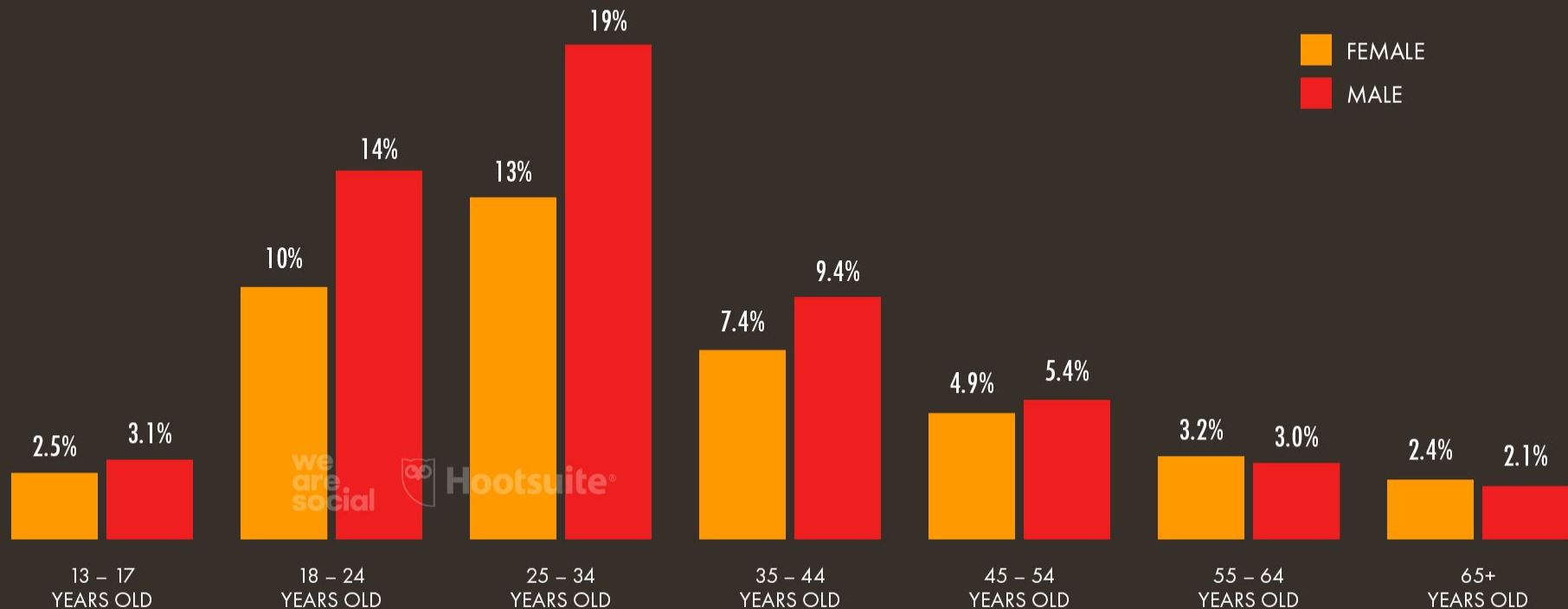
RANKING OF MOBILE APPS AND GAMES BY GLOBAL CONSUMER SPEND

#	CONSUMER SPEND	COMPANY
01	GAME FOR PEACE	TENCENT
02	MONSTER STRIKE	MIXI
03	HONOUR OF KINGS	TENCENT
04	PUBG MOBILE	TENCENT
05	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
06	AFK ARENA	LILITH
07	TIKTOK	BYTEDANCE
08	GARDENSCAPES - NEW ACRES	PLAYRIX
09	COIN MASTER	MOON ACTIVE
10	LINEAGE 2	NETMARBLE

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PROFILE OF FACEBOOK'S ADVERTISING AUDIENCE

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



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FACEBOOK REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL FACEBOOK ADVERTISING REACH

#	COUNTRY	REACH	▲ QOQ	▲ QOQ
01	INDIA	280,000,000	+8%	+20,000,000
02	U.S.A.	190,000,000	+6%	+10,000,000
03	INDONESIA	130,000,000	0%	[UNCHANGED]
04	BRAZIL	120,000,000	0%	[UNCHANGED]
05	MEXICO	86,000,000	+2%	+2,000,000
06	PHILIPPINES	72,000,000	+3%	+2,000,000
07	VIETNAM	63,000,000	+3%	+2,000,000
08	THAILAND	48,000,000	+2%	+1,000,000
09	EGYPT	41,000,000	+8%	+3,000,000
10	BANGLADESH	37,000,000	+9%	+3,000,000

#	COUNTRY	REACH	▲ QOQ	▲ QOQ
11	PAKISTAN	37,000,000	+12%	+4,000,000
12	TURKEY	37,000,000	0%	[UNCHANGED]
13	U.K.	37,000,000	0%	[UNCHANGED]
14	COLOMBIA	33,000,000	+3%	+1,000,000
15	FRANCE	32,000,000	+3%	+1,000,000
16	ARGENTINA	30,000,000	+3%	+1,000,000
17	ITALY	30,000,000	+3%	+1,000,000
18	GERMANY	28,000,000	0%	[UNCHANGED]
19	NIGERIA	26,000,000	+8%	+2,000,000
20	MYANMAR	23,000,000	+10%	+2,000,000

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FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A 'TYPICAL' USER* PERFORMS EACH ACTIVITY ON FACEBOOK

NUMBER OF
FACEBOOK PAGES
LIKED (LIFETIME)



KEPIOS

1

FEMALE: MALE:

1

1

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



KEPIOS

12

FEMALE: MALE:

14

12

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



we are social

6

FEMALE: MALE:

7

5

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



we are social

1

FEMALE: MALE:

2

1

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



13

FEMALE: MALE:

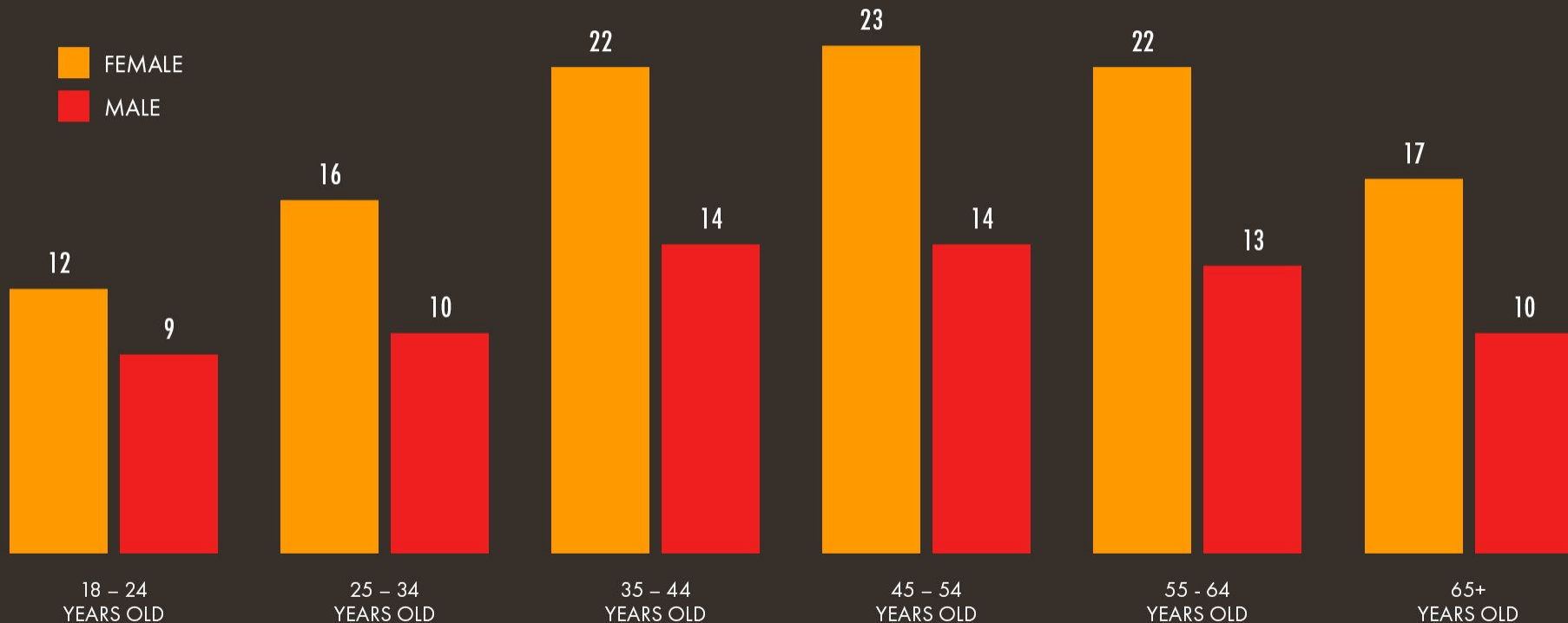
16

11

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FACEBOOK MONTHLY AD CLICKS BY AGE AND GENDER

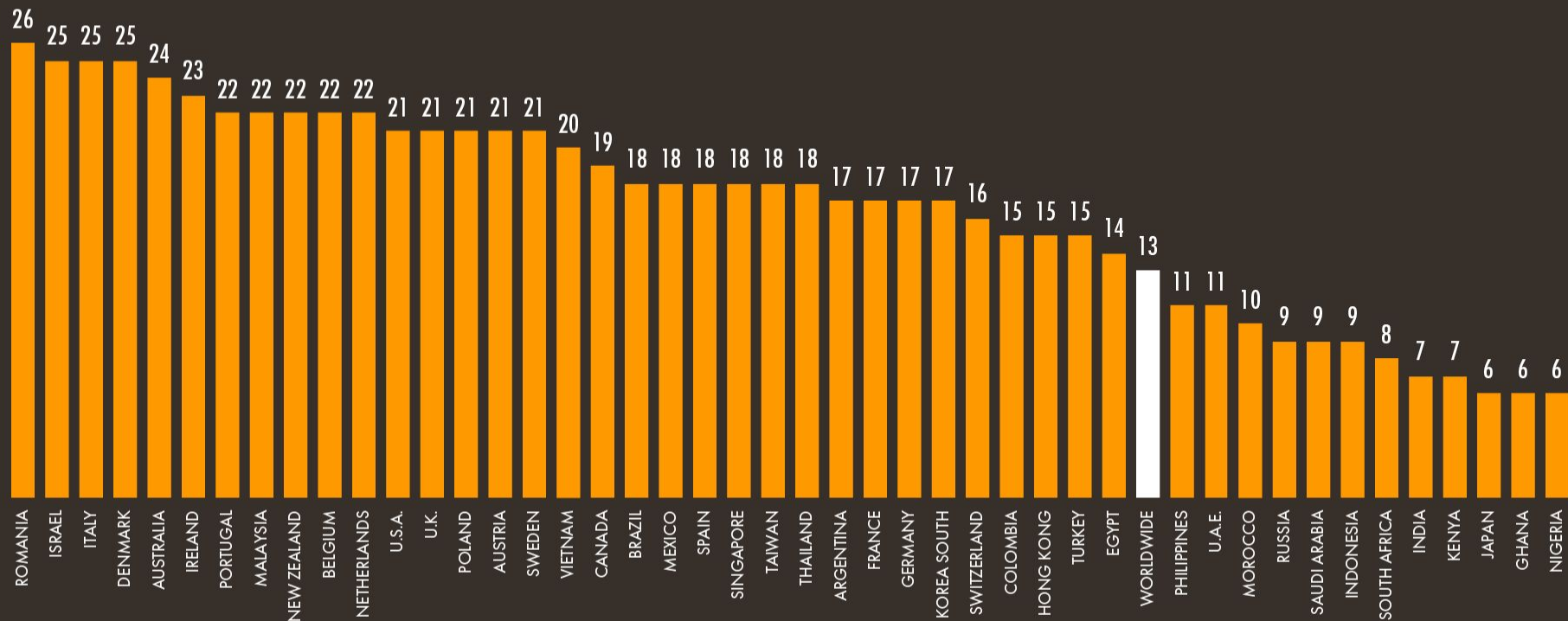
MEDIAN NUMBER OF TIMES THAT THE TYPICAL FACEBOOK USER OF EACH GENDER* AND IN EACH AGE GROUP CLICKS ON AN AD ON FACEBOOK



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FACEBOOK MONTHLY AD CLICKS BY COUNTRY

MEDIAN NUMBER OF TIMES THAT THE TYPICAL FACEBOOK USER IN EACH COUNTRY CLICKS ON AN AD ON FACEBOOK



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FACEBOOK ENGAGEMENT BENCHMARKS

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

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS OF ANY KIND



3.41%

Q-O-Q CHANGE:

+0.7%
+2 BPS

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



6.15%

Q-O-Q CHANGE:

+1.0%
+6 BPS

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE IMAGE POSTS



4.48%

Q-O-Q CHANGE:

+1.3%
+6 BPS

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



2.69%

Q-O-Q CHANGE:

-1.3%
-3 BPS

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



1.38%

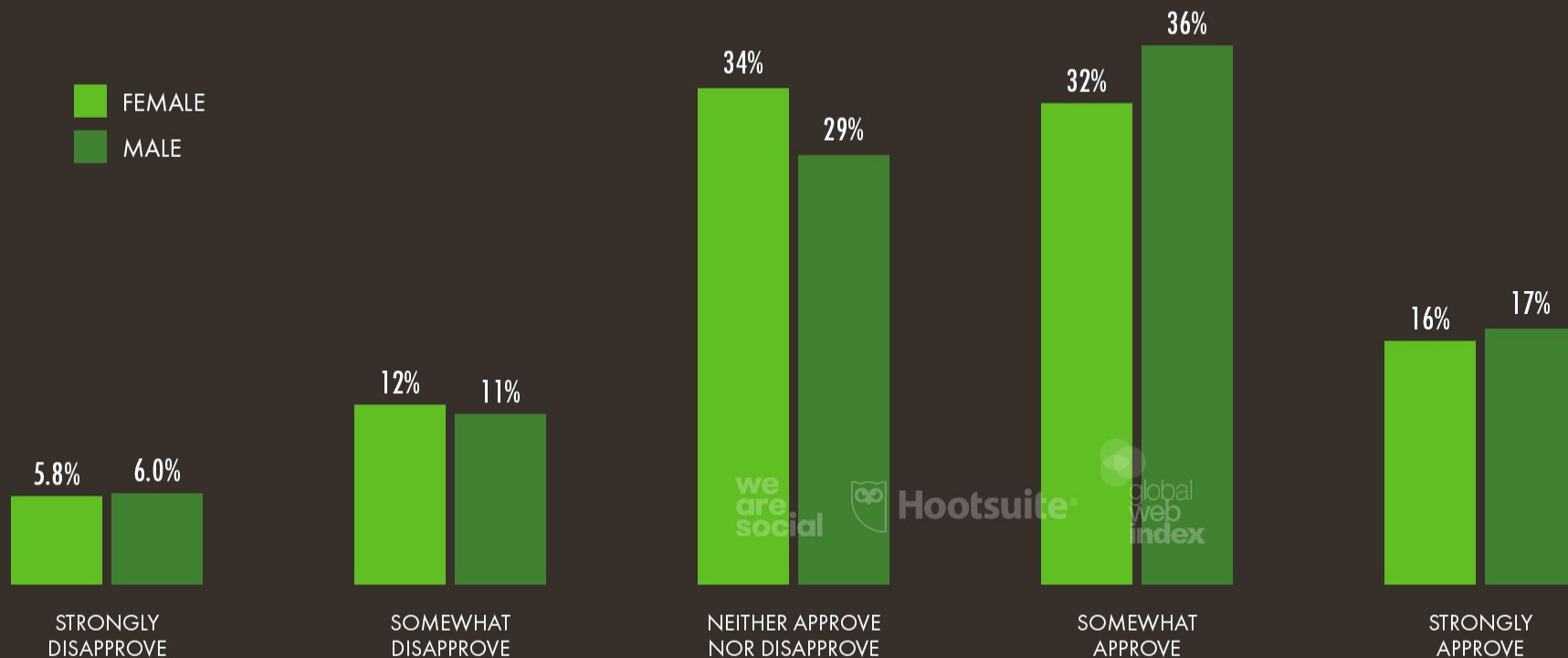
Q-O-Q CHANGE:

-4.0%
-6 BPS

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COVID-19: SHOULD BRANDS ADVERTISE AS NORMAL?

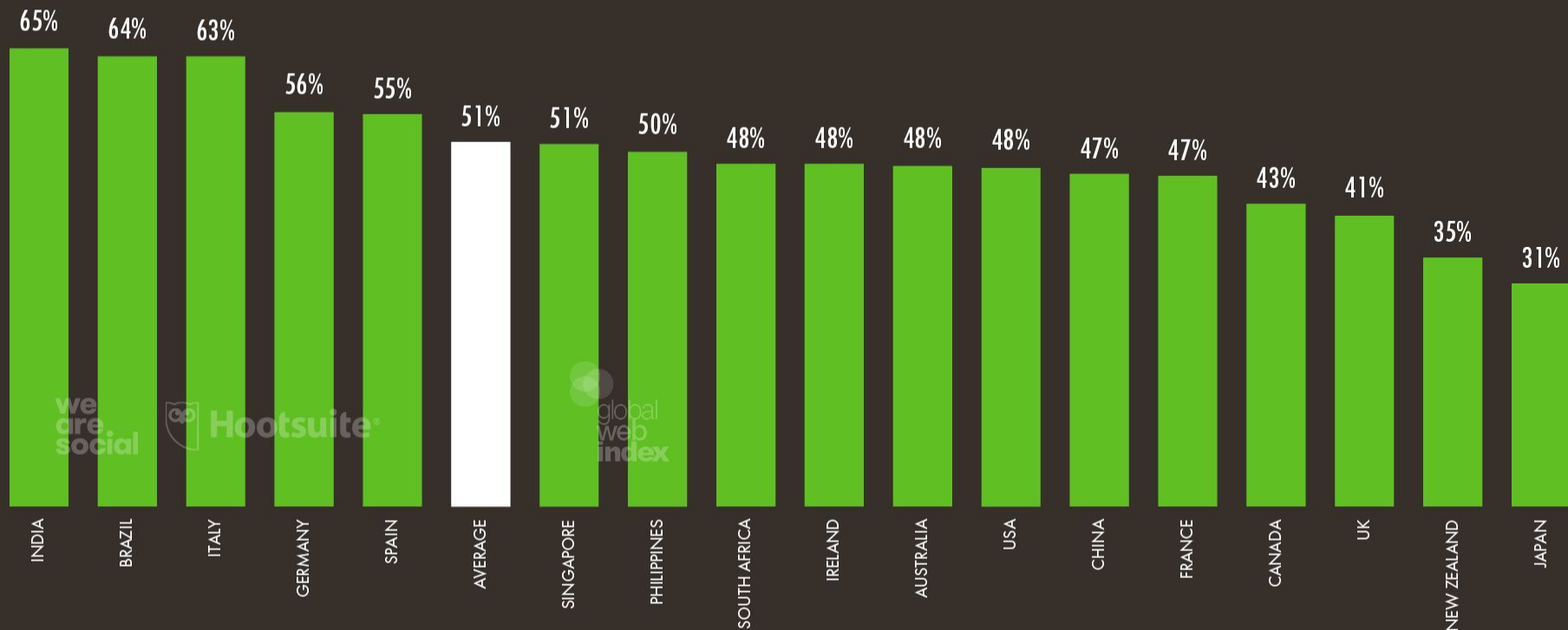
PERSPECTIVES OF INTERNET USERS AGED 16 TO 64 IN SELECT COUNTRIES* AS TO WHETHER BRANDS SHOULD CONTINUE TO ADVERTISE AS NORMAL



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COVID-19: SHOULD ADVERTISING GO ON AS NORMAL?

PERCENTAGE OF INTERNET USERS AGED 16 TO 64* WHO THINK BRANDS SHOULD CONTINUE TO ADVERTISE AS NORMAL DURING THE COVID-19 CRISIS



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COVID-19: TYPES OF CONTENT PEOPLE WANT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 IN SELECT COUNTRIES* WHO SAY THEY'D LIKE MORE OF EACH KIND OF CONTENT

FILMS
(MOVIES)



FEMALE: 47%
MALE: 50%

FUNNY VIDEOS
AND MEMES



FEMALE: 34%
MALE: 33%

HOW-TO AND
TUTORIAL VIDEOS



FEMALE: 34%
MALE: 32%

REPEATS OF POPULAR
CLASSIC TV SHOWS



FEMALE: 35%
MALE: 30%

LIVE-STREAMS FROM MY
FAVOURITE MUSICIANS



FEMALE: 21%
MALE: 20%

REPEATS OF CLASSIC SPORTS
MATCHES AND EVENTS



FEMALE: 13%
MALE: 21%

LIVE-STREAMS FROM MY
FAVOURITE SPORTS STARS



FEMALE: 11%
MALE: 17%

LIVE-STREAMS
OF ESPORTS



FEMALE: 8%
MALE: 14%

UPDATES FROM
BLOGGERS AND VLOGGERS



FEMALE: 11%
MALE: 11%

NONE OF THESE
KINDS OF CONTENT



FEMALE: 13%
MALE: 14%

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FACEBOOK PAGE REACH BENCHMARKS

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

AVERAGE MONTHLY
CHANGE IN PAGE LIKES



locowise

+0.12%

Q-O-Q CHANGE:

+1.7%

+0.2 BPS

AVERAGE POST REACH
vs. PAGE LIKES



we
are
social

7.01%

Q-O-Q CHANGE:

+0.04%

+0.3 BPS

AVERAGE ORGANIC
REACH vs. PAGE LIKES



locowise

5.20%

Q-O-Q CHANGE:

+0.5%

+3 BPS

PERCENTAGE OF PAGES
USING PAID MEDIA



we
are
social

26.9%

Q-O-Q CHANGE:

+0.8%

+21 BPS

AVERAGE PAID REACH
vs. TOTAL REACH



28.5%

Q-O-Q CHANGE:

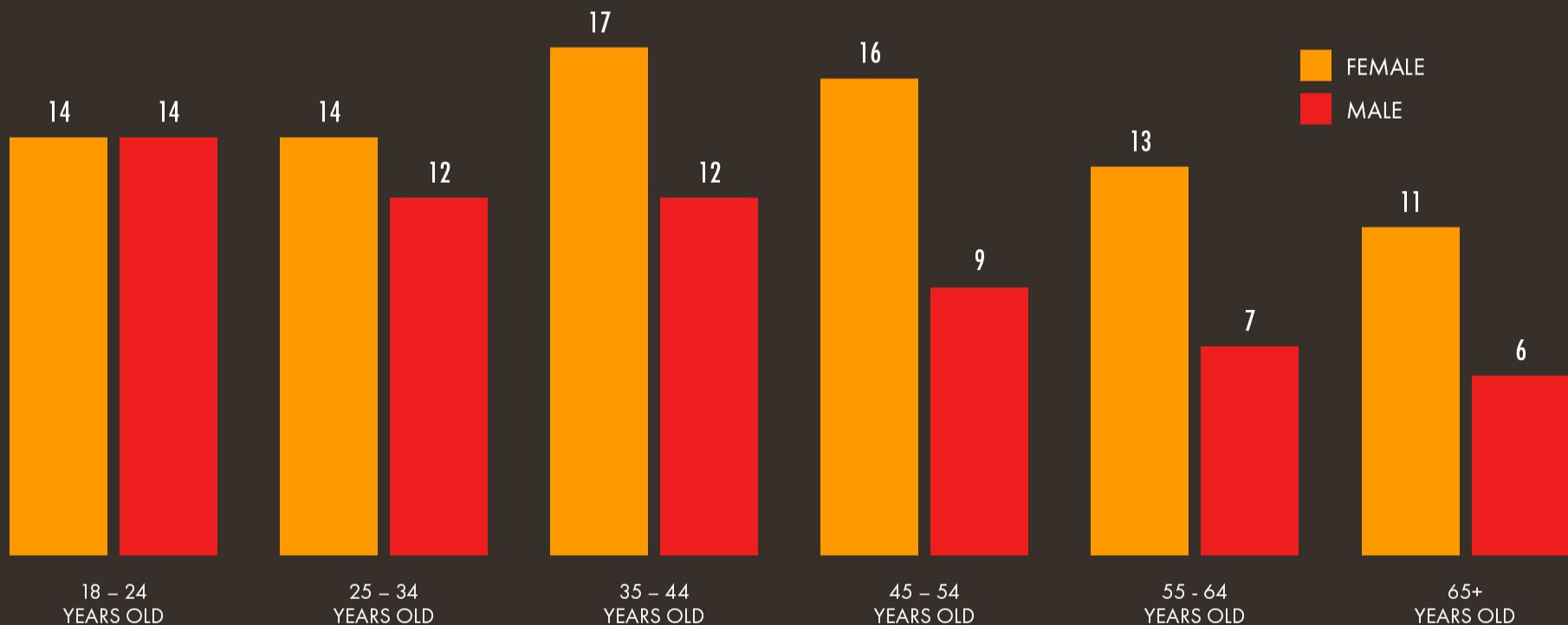
+1.4%

+40 BPS

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FACEBOOK MONTHLY POST LIKES BY AGE AND GENDER

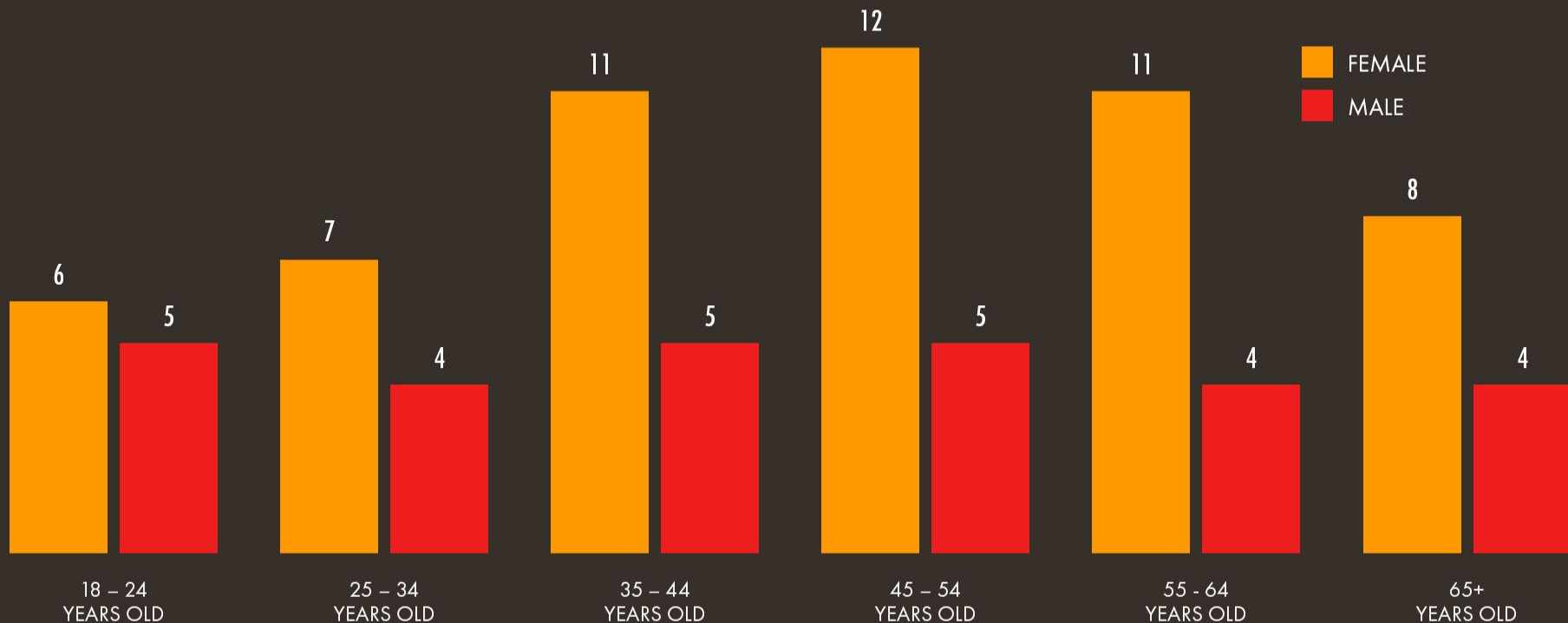
MEDIAN NUMBER OF TIMES THAT THE TYPICAL FACEBOOK USER OF EACH GENDER* AND IN EACH AGE GROUP* LIKES A POST ON FACEBOOK



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FACEBOOK MONTHLY COMMENTS BY AGE AND GENDER

MEDIAN NUMBER OF TIMES THAT THE TYPICAL FACEBOOK USER OF EACH GENDER* AND IN EACH AGE GROUP LIKES A POST ON FACEBOOK



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USER OVERLAPS BETWEEN SOCIAL MEDIA PLATFORMS

PERCENTAGE OF USERS OF EACH SOCIAL MEDIA PLATFORM AGED 16 TO 64* WHO REPORT USING A SELECTION OF OTHER SOCIAL MEDIA PLATFORMS

	WHO USE ANY OTHER *	WHO USE FACEBOOK	WHO USE YOUTUBE	WHO USE INSTAGRAM	WHO USE REDDIT	WHO USE SNAPCHAT	WHO USE TWITTER	WHO USE TIKTOK	WHO USE PINTEREST
FACEBOOK USERS	94%	100%	87%	67%	18%	28%	52%	22%	33%
YOUTUBE USERS	93%	79%	100%	66%	18%	27%	51%	21%	33%
INSTAGRAM USERS	97%	82%	89%	100%	22%	35%	60%	26%	39%
REDDIT USERS	99%	80%	88%	79%	100%	55%	73%	44%	62%
SNAPCHAT USERS	99%	83%	91%	86%	38%	100%	68%	41%	54%
TWITTER USERS	97%	82%	87%	76%	26%	35%	100%	26%	40%
TIKTOK USERS	99%	87%	93%	84%	40%	55%	67%	100%	53%
PINTEREST USERS	99%	83%	90%	79%	35%	45%	63%	33%	100%

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PLAYING GAMES: DEVICE PERSPECTIVE

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

ANY
DEVICE



we
are
social

80%

SMART
PHONE



global
web
index

69%

PC (LAPTOP
OR DESKTOP)



we
are
social

40%

GAMES
CONSOLE



global
web
index

26%

TABLET
COMPUTER

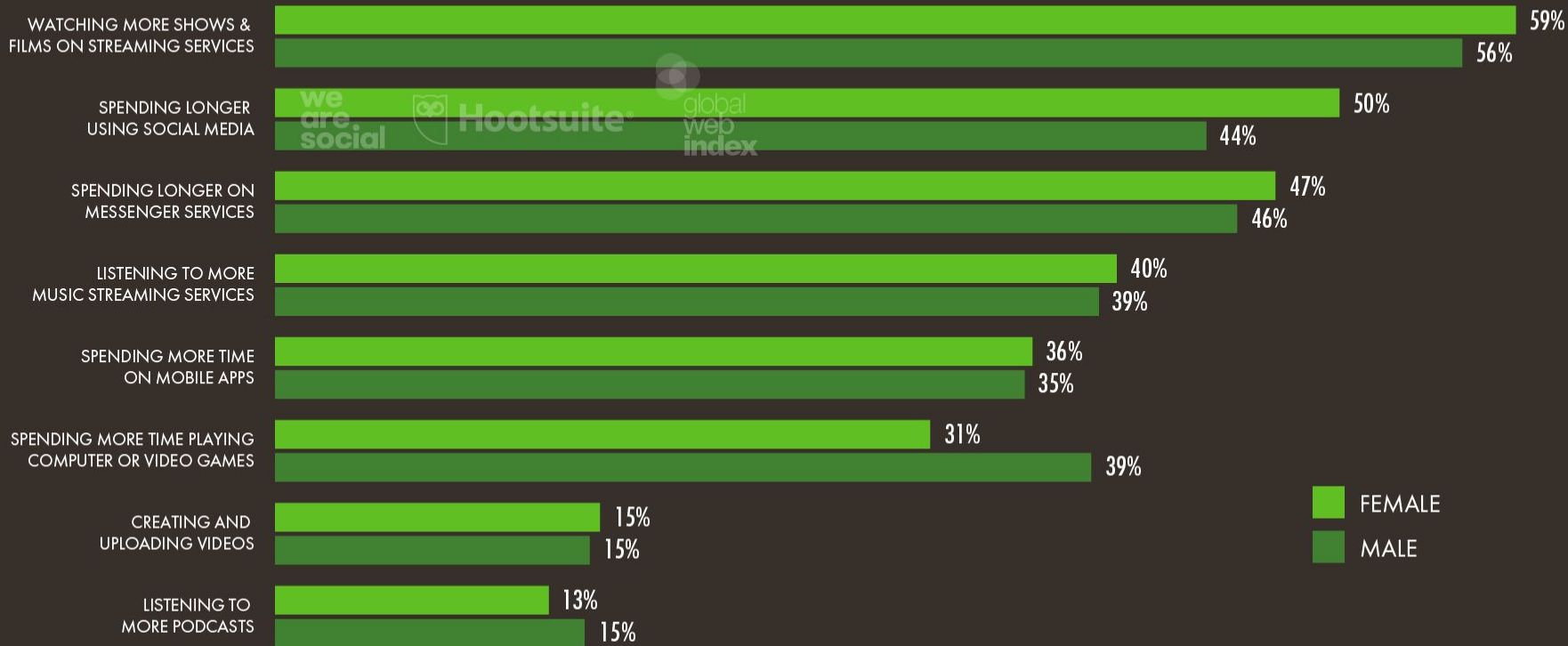


19%

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COVID-19: INCREASE IN ONLINE AND DIGITAL ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 IN SELECT COUNTRIES* WHO REPORT SPENDING MORE TIME ON EACH ACTIVITY IN RECENT WEEKS



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MOBILE INTERNET USE

INTERNET USERS WHO ACCESS THE INTERNET VIA MOBILE PHONES

TOTAL NUMBER
OF MOBILE
INTERNET USERS



4.20
BILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
TOTAL INTERNET USERS



92%

SHARE OF ALL INTERNET
USERS ACCESSING
VIA A SMARTPHONE*



91%

SHARE OF ALL INTERNET
USERS ACCESSING
VIA A FEATURE PHONE*



3.2%

AVERAGE DAILY TIME SPENT
USING THE INTERNET
ON MOBILE DEVICES



3H 24M

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SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS IN MARCH 2020

MOBILE
PHONES



52.0%

MAR 2020 vs. MAR 2019:

+6.2%

+305 BPS

LAPTOPS &
DESKTOPS



we
are
social

45.3%

MAR 2020 vs. MAR 2019:

-3.7%

-172 BPS

TABLET
COMPUTERS



2.7%

MAR 2020 vs. MAR 2019:

-33%

-33 BPS

OTHER
DEVICES



0.12%

MAR 2020 vs. MAR 2019:

+9.1%

+1 BP

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2020

SHARE OF WEB TRAFFIC BY MOBILE OS

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

SHARE OF WEB TRAFFIC
ORIGINATING FROM
ANDROID DEVICES



we
are
social

72.3%

MAR 2020 vs. MAR 2019:

-4.1%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
APPLE IOS DEVICES



KEPIOS

27.0%

MAR 2020 vs. MAR 2019:

+21%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
KAI OS DEVICES



we
are
social

0.3%

MAR 2020 vs. MAR 2019:

-62%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
SAMSUNG OS DEVICES*



we
are
social

0.2%

MAR 2020 vs. MAR 2019:

-39%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
OTHER OS DEVICES



we
are
social

0.2%

MAR 2020 vs. MAR 2019:

-82%

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COVID-19: PEOPLE SPENDING MORE TIME WITH DEVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 IN SELECT COUNTRIES* WHO REPORT SPENDING MORE TIME USING EACH DEVICE IN RECENT WEEKS

SMARTPHONE OR
MOBILE PHONE



76%

global
web
index

LAPTOP
COMPUTER



45%

we
are
social

DESKTOP
COMPUTER



32%



TABLET
DEVICE



22%

SMART TV OR MEDIA
STREAMING DEVICE



34%



GAMES
CONSOLE



17%

global
web
index

SMART
SPEAKER



11%

we
are
social

SMART
WATCH



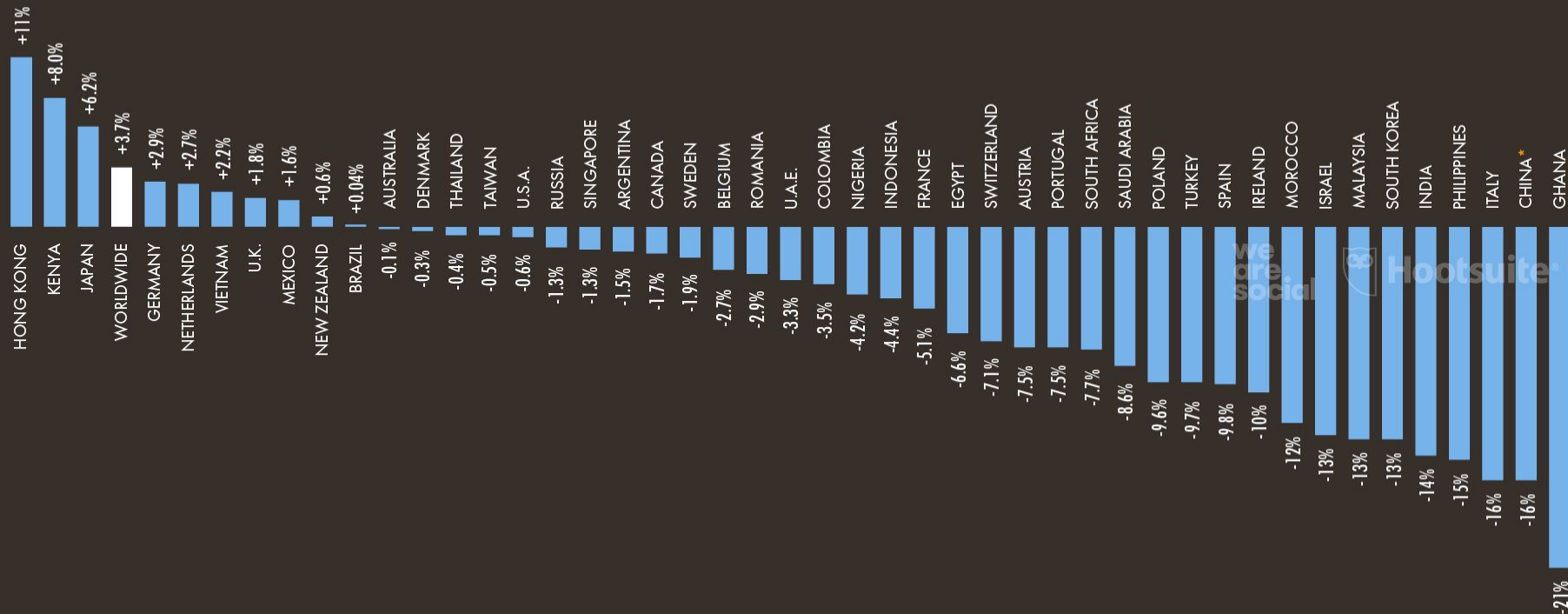
6.3%

SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 2, APRIL 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BRAZIL, CANADA, CHINA, FRANCE, GERMANY, INDIA, IRELAND, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN MARCH 31 AND APRIL 02, 2020. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

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COVID-19: IMPACT ON MOBILE INTERNET SPEEDS

MONTH-ON-MONTH CHANGE IN THE AVERAGE DOWNLOAD SPEED OF MOBILE INTERNET CONNECTIONS FROM FEBRUARY TO MARCH 2020 *



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MOBILE INTERNET CONNECTION SPEED RANKINGS

COUNTRIES AND TERRITORIES * WITH THE FASTEST AND SLOWEST MOBILE INTERNET CONNECTION SPEEDS

FASTEST MOBILE INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
01	UNITED ARAB EMIRATES	83.52	+55%
02	SOUTH KOREA	81.39	+48%
03	QATAR	78.38	+29%
04	CHINA	73.35	+154%
05	CANADA	73.16	+11%
06	NETHERLANDS	72.10	+19%
07	NORWAY	69.33	+2.7%
08	BULGARIA	65.37	+58%
09	AUSTRALIA	63.98	+8.7%
10	CROATIA	55.13	+20%

SLOWEST MOBILE INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
141	AFGHANISTAN	6.01	-12%
140	VENEZUELA	6.30	-11%
139	SUDAN	6.93	-35%
138	IRAQ	7.00	+16%
137	PALESTINE	7.07	+9.4%
136	ALGERIA	7.73	+30%
135	LIBYA	9.54	-3.7%
134	BANGLADESH	9.87	+2.9%
133	UZBEKISTAN	10.07	+6.1%
132	RWANDA	10.08	-12%

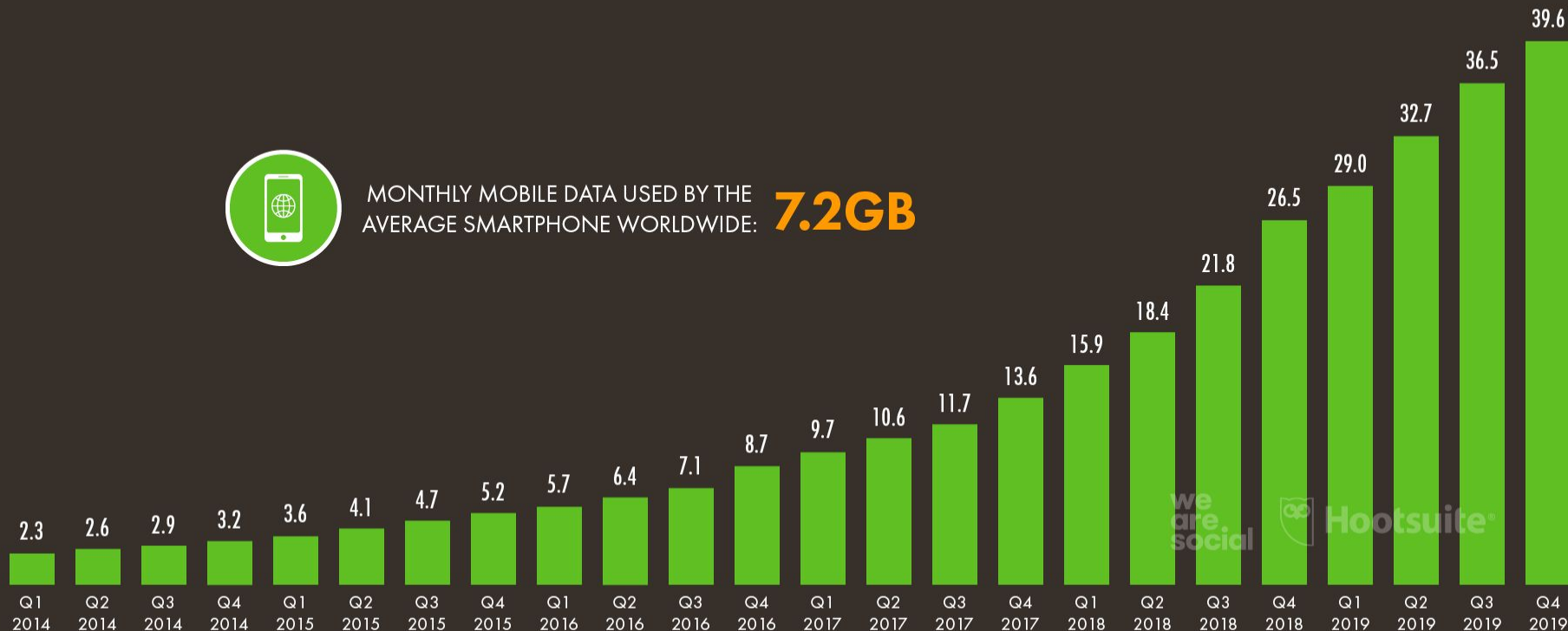
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EVOLUTION OF GLOBAL MOBILE DATA CONSUMPTION

MONTHLY AVERAGE GLOBAL MOBILE DATA TRAFFIC (UPLOAD & DOWNLOAD), IN EXABYTES (BILLIONS OF GIGABYTES)



MONTHLY MOBILE DATA USED BY THE
AVERAGE SMARTPHONE WORLDWIDE: **7.2GB**



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WORLD'S MOST VISITED WEBSITES (SIMILARWEB)

RANKING OF THE WORLD'S MOST VISITED WEBSITES ACCORDING TO **SIMILARWEB**, BASED ON TOTAL GLOBAL WEBSITE TRAFFIC

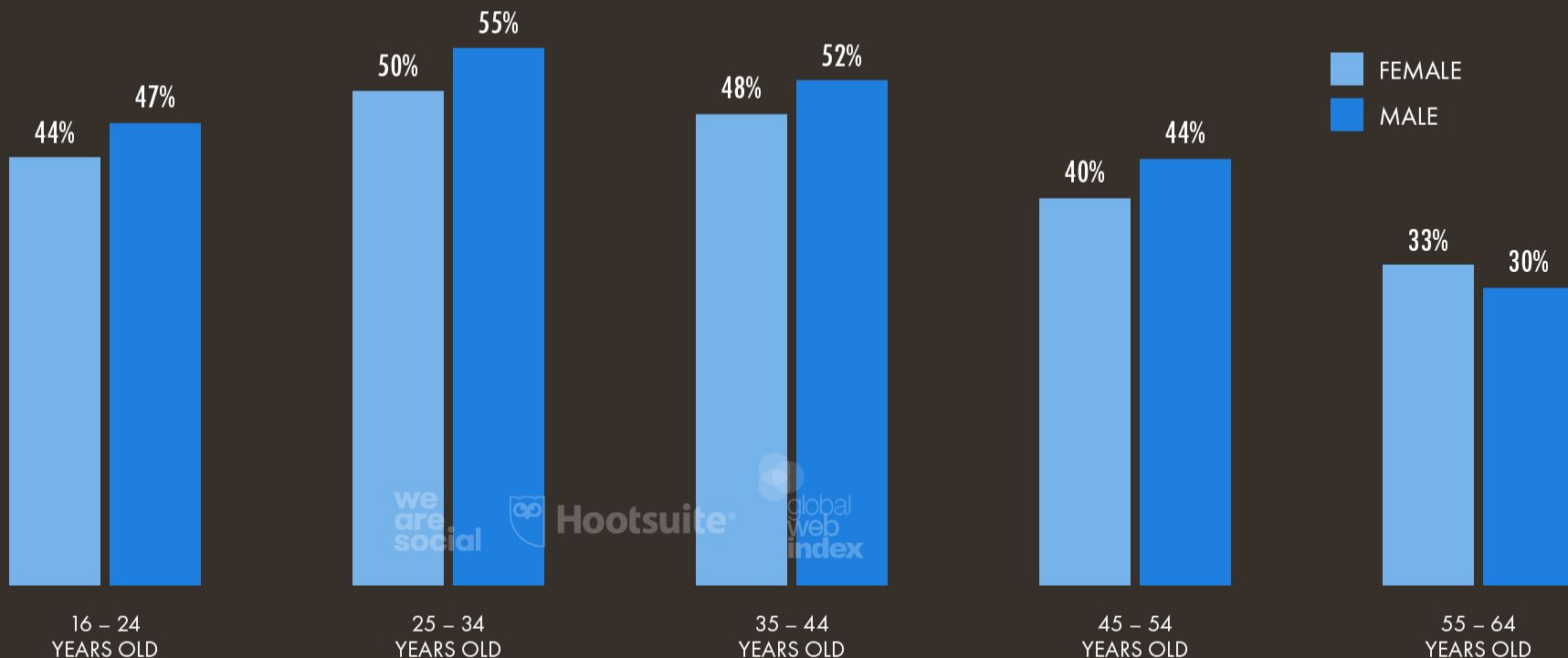
#	WEBSITE	TIME / VISIT	PAGES / VISIT
01	GOOGLE.COM	10M 53S	8.34
02	YOUTUBE.COM	21M 59S	9.22
03	FACEBOOK.COM	11M 16S	9.32
04	BAIDU.COM	8M 10S	8.24
05	TWITTER.COM	10M 26S	10.9
06	WIKIPEDIA.ORG	3M 51S	2.95
07	INSTAGRAM.COM	7M 01S	11.07
08	YAHOO.COM	7M 56S	7.13
09	XVIDEOS.COM	12M 26S	9.19
10	PORNHUB.COM	9M 38S	7.32

#	WEBSITE	TIME / VISIT	PAGES / VISIT
11	YANDEX.RU	10M 41S	8.72
12	NETFLIX.COM	9M 17S	4.43
13	YAHOO.CO.JP	10M 21S	7.24
14	XNXX.COM	15M 21S	11.54
15	LIVE.COM	7M 46S	8.19
16	AMAZON.COM	7M 06S	9.12
17	WHATSAPP.COM	2M 46S	1.76
18	NAVER.COM	17M 54S	12.08
19	VK.COM	18M 13S	21.67
20	GOOGLE.COM.BR	6M 55S	7.85

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COVID-19: SPENDING MORE TIME SHOPPING ONLINE

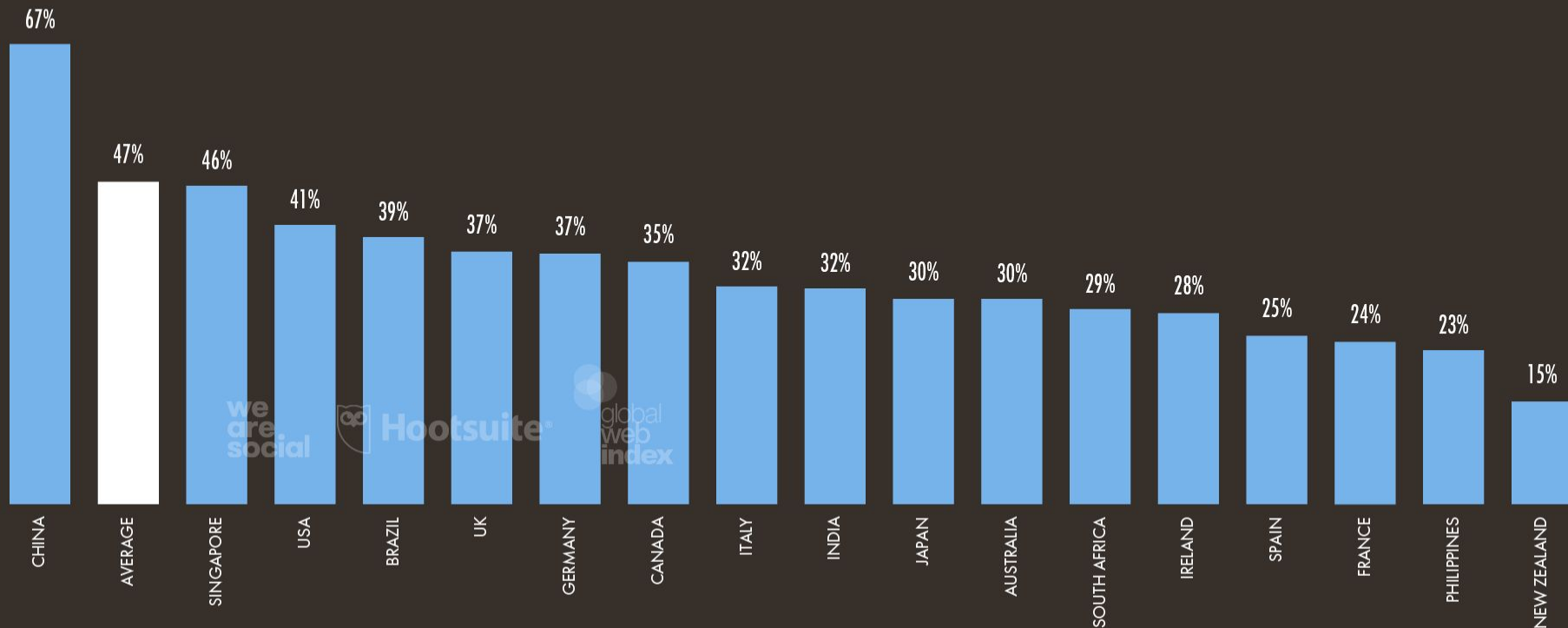
PERCENTAGE OF INTERNET USERS OF EACH AGE AND GENDER IN SELECT COUNTRIES* WHO SAY THEY'RE SPENDING MORE TIME SHOPPING ONLINE



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COVID-19: SPENDING MORE TIME SHOPPING ONLINE

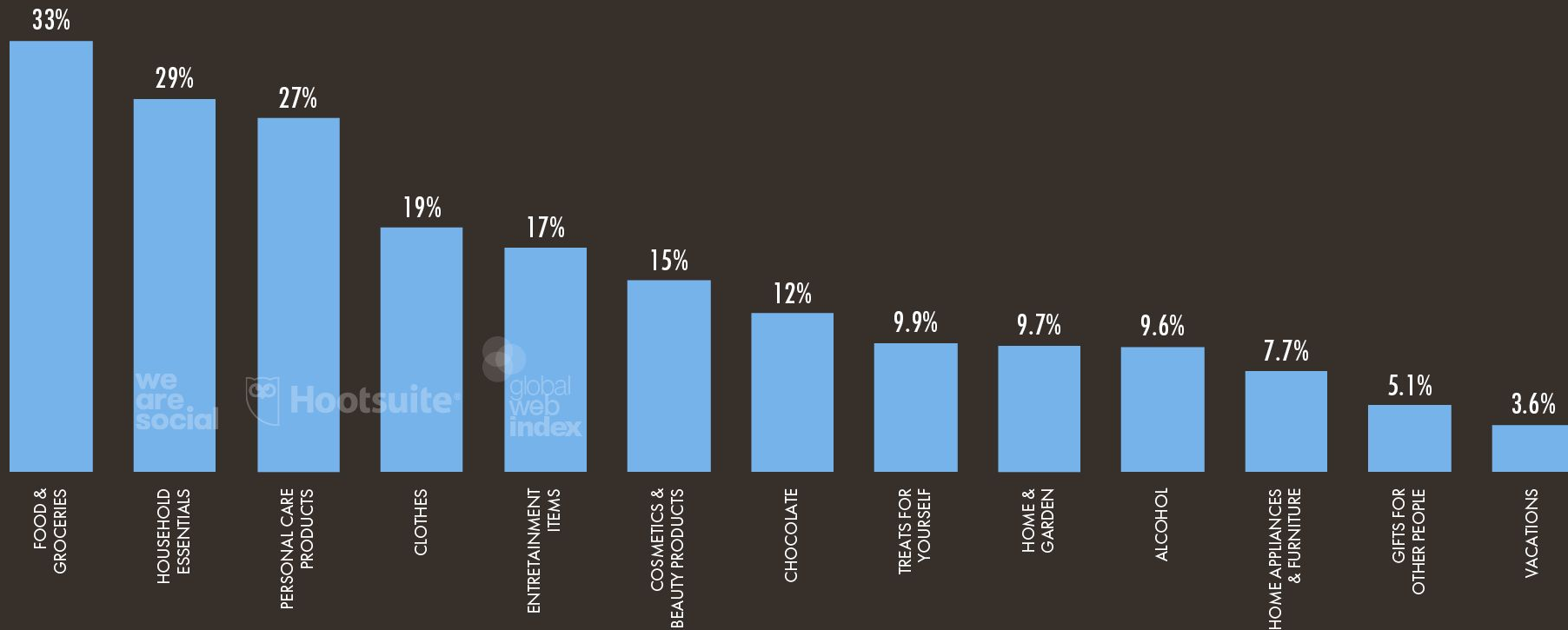
PERCENTAGE OF INTERNET USERS AGED 16 TO 64* WHO SAY THEY'RE SPENDING MORE TIME SHOPPING ONLINE IN RECENT WEEKS



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COVID-19: INCREASE IN ECOMMERCE INTEREST BY ITEM

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 IN SELECTED COUNTRIES * WHO SAY THEY'RE SHOPPING MORE ONLINE FOR EACH PRODUCT TYPE

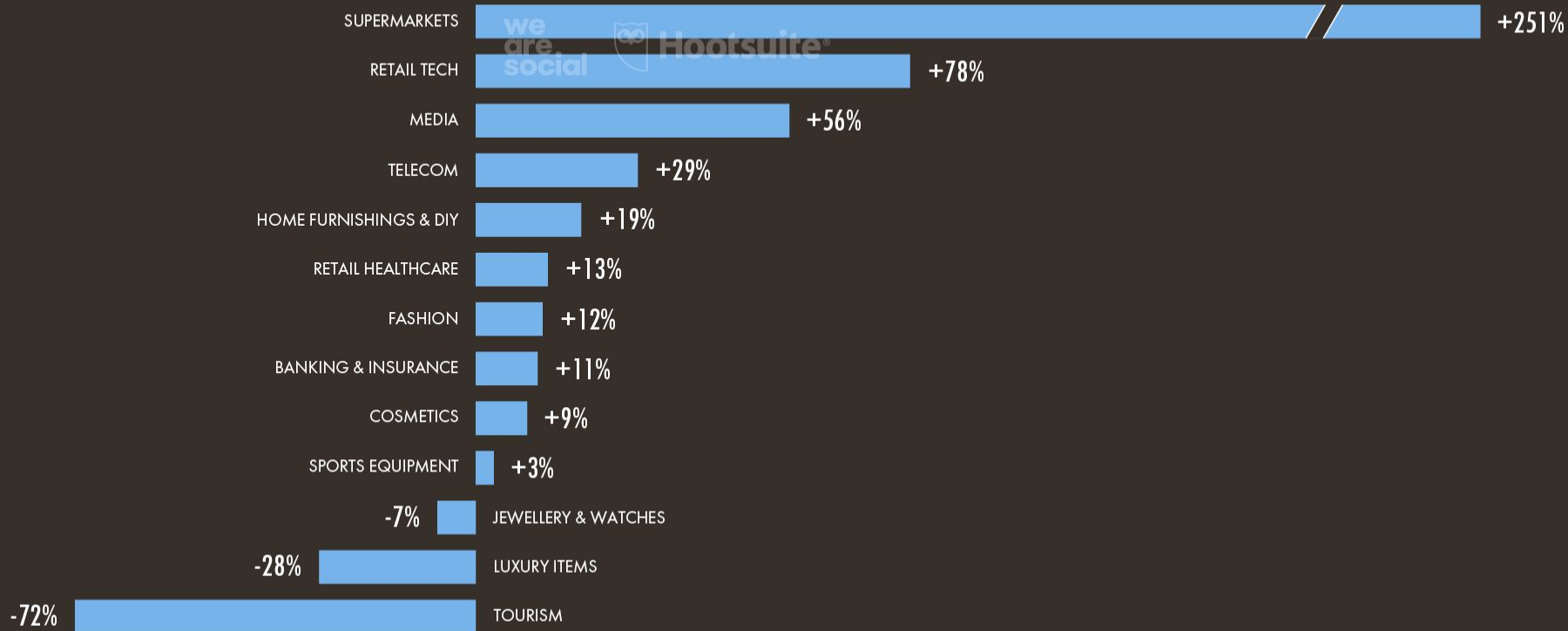


SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 2, APRIL 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64. PERCENTAGES REFLECT THE NUMBER OF RESPONDENTS WHO SAY THEY HAVE BEEN SPENDING EITHER A LITTLE MORE OR A LOT MORE TIME SHOPPING ONLINE SINCE THE START OF THE COVID-19 CRISIS. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN MARCH 31 AND APRIL 02, 2020. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

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COVID-19: IMPACT ON ECOMMERCE WEB TRAFFIC

CHANGE IN ECOMMERCE WEBSITE TRAFFIC BY INDUSTRY IN THE WEEK TO 15 APRIL 2020, COMPARED TO TRAFFIC IN THE FIRST 6 WEEKS OF 2020



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WORLD'S MOST VISITED WEBSITES (ALEXA)

RANKING OF THE WORLD'S MOST VISITED WEBSITES ACCORDING TO ALEXA*, BASED ON TOTAL GLOBAL WEBSITE TRAFFIC

#	WEBSITE	TIME / DAY	PAGES / DAY
01	GOOGLE.COM	13M 16S	15.08
02	YOUTUBE.COM	13M 07S	7.35
03	TMALL.COM	6M 43S	2.88
04	FACEBOOK.COM	17M 46S	7.97
05	BAIDU.COM	7M 49S	4.50
06	QQ.COM	3M 41S	4.02
07	SOHU.COM	3M 44S	4.67
08	LOGIN.TMALL.COM	5M 01S	1.00
09	TAOBAO.COM	4M 13S	3.55
10	YAHOO.COM	4M 34S	4.32

#	WEBSITE	TIME / DAY	PAGES / DAY
11	360.CN	3M 14S	3.92
12	JD.COM	3M 29S	4.46
13	WIKIPEDIA.ORG	3M 51S	2.91
14	AMAZON.COM	9M 09S	8.36
15	SINA.COM.CN	2M 56S	3.52
16	WEIBO.COM	3M 07S	3.76
17	PAGES.TMALL.COM	1M 14S	1.48
18	LIVE.COM	4M 58S	5.15
19	REDDIT.COM	5M 54S	4.51
20	NETFLIX.COM	3M 39S	2.88



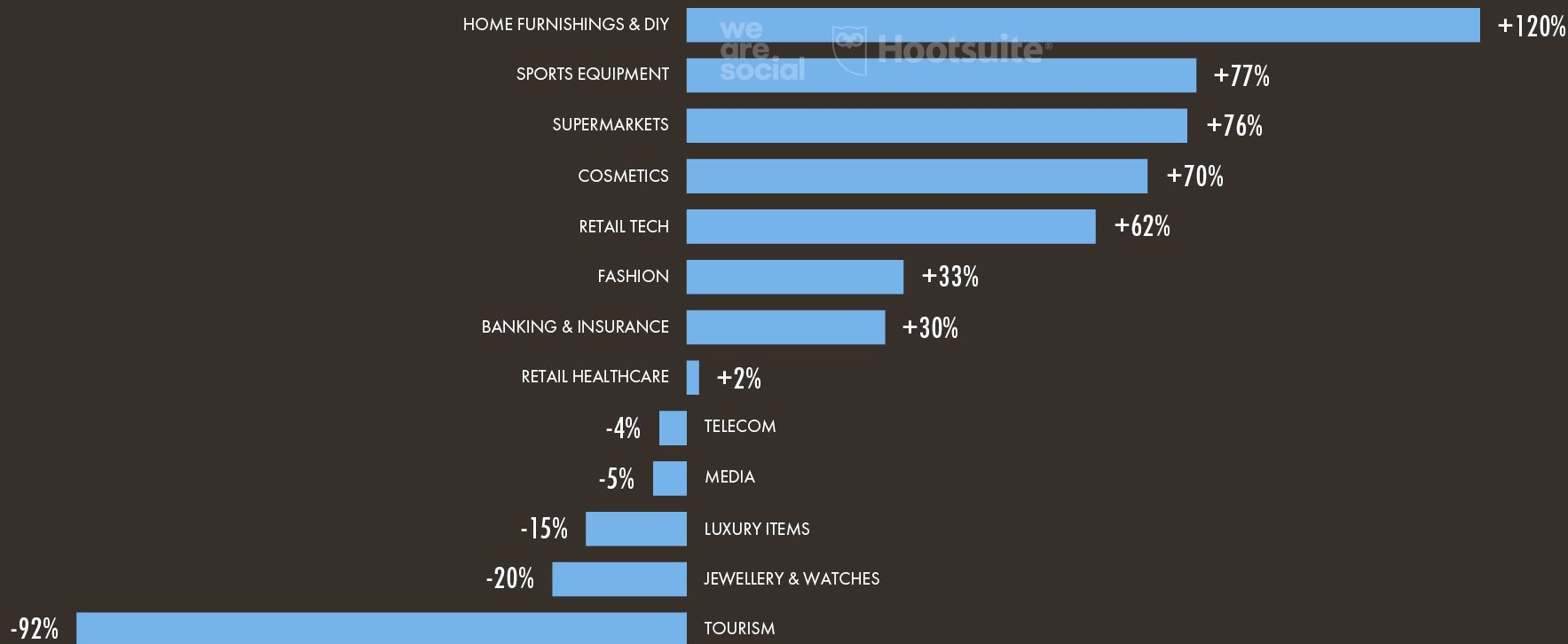
we
are
social



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COVID-19: IMPACT ON ECOMMERCE TRANSACTIONS

CHANGE IN ECOMMERCE WEBSITE TRANSACTIONS BY INDUSTRY IN THE WEEK TO 15 APRIL 2020, COMPARED TO THE FIRST 6 WEEKS OF 2020



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COVID-19: TOP GOOGLE QUERIES IN MARCH 2020

GOOGLE SEARCH QUERIES WITH THE HIGHEST VOLUMES, BASED ON WORLDWIDE GOOGLE SEARCHES BETWEEN 01 MARCH AND 31 MARCH 2020

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	CORONAVIRUS	100
02	GOOGLE	50
03	CORONA	43
04	FACEBOOK	43
05	YOUTUBE	42
06	NEWS	35
07	WEATHER	22
08	AMAZON	18
09	TRANSLATE	16
10	CORONA VIRUS	15

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	INSTAGRAM	15
12	GMAIL	14
13	VIDEOS	14
14	COVID 19	14
15	WHATSAPP	11
16	NETFLIX	10
17	TWITTER	9
18	TRADUCTOR	9
19	CLIMA	9
20	HOTMAIL	8

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COVID-19: 'RISING' GOOGLE QUERIES IN MARCH 2020

GOOGLE SEARCH QUERIES WITH THE GREATEST INCREASE IN SEARCH VOLUMES BETWEEN 01 MARCH AND 31 MARCH 2020

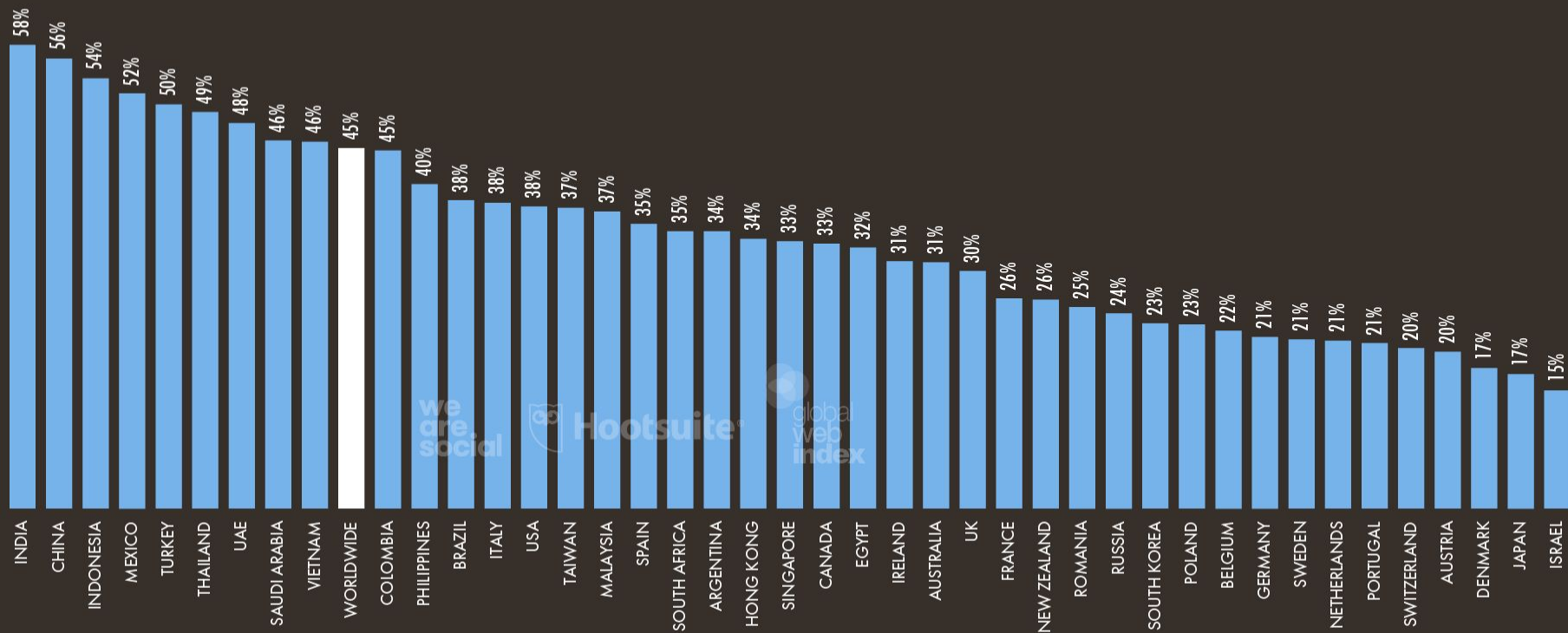
#	SEARCH QUERY	VOLUME GROWTH
01	COVID 19	+3,650%
02	CORONAVIRUS TIPS	+2,650%
03	COVID-19	+1,950%
04	WORLDOMETER	+1,600%
05	HANTAVIRUS	+1,200%
06	CORONAVIRUS INDIA	+1,100%
07	CORONAVIRUS UK	+1,000%
08	HAND SANITIZER	+1,000%
09	CORONAVIRUS IN INDIA	+850%
10	CORONAVIRUS UPDATE	+750%

#	SEARCH QUERY	VOLUME GROWTH
11	CORONAVIRUS ESPAÑA	+750%
12	CORONAVIRUS FRANCE	+700%
13	EBA	+600%
14	CORONA	+550%
15	ZOOM	+500%
16	KORONAWIRUS	+500%
17	CORONAVIRUS	+450%
18	CORONAVIRUS SYMPTOMS	+450%
19	CORONAVIRUS NEWS	+400%
20	SYMPTOMS OF CORONAVIRUS	+400%

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USE OF VOICE SEARCH AND VOICE COMMANDS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE VOICE INTERFACES EACH MONTH (ANY DEVICE)



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USE OF WEBMAIL SERVICES BY AGE GROUP

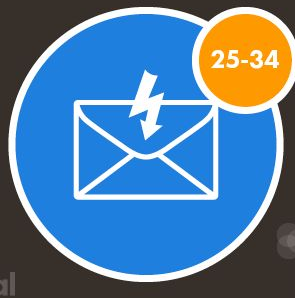
PERCENTAGE OF GLOBAL INTERNET USERS IN EACH AGE GROUP WHO REPORT USING A WEBMAIL SERVICE IN THE PAST MONTH

USE A WEBMAIL SERVICE
TO READ OR SEND EMAIL:
16-24 YEAR OLDS



74%

USE A WEBMAIL SERVICE
TO READ OR SEND EMAIL:
25-34 YEAR OLDS



77%

USE A WEBMAIL SERVICE
TO READ OR SEND EMAIL:
35-44 YEAR OLDS



76%

USE A WEBMAIL SERVICE
TO READ OR SEND EMAIL:
45-54 YEAR OLDS



77%

USE A WEBMAIL SERVICE
TO READ OR SEND EMAIL:
55-64 YEAR OLDS

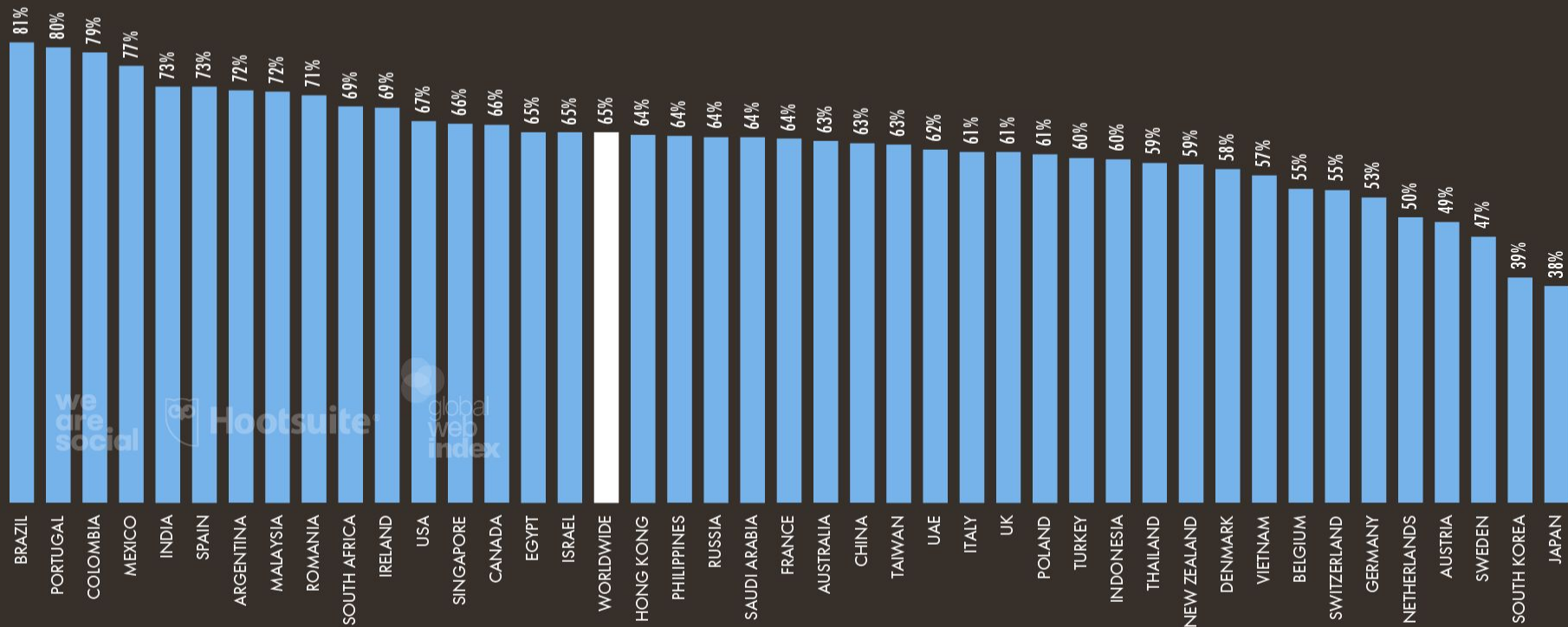


74%

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CONCERNS ABOUT MISUSE OF PERSONAL DATA

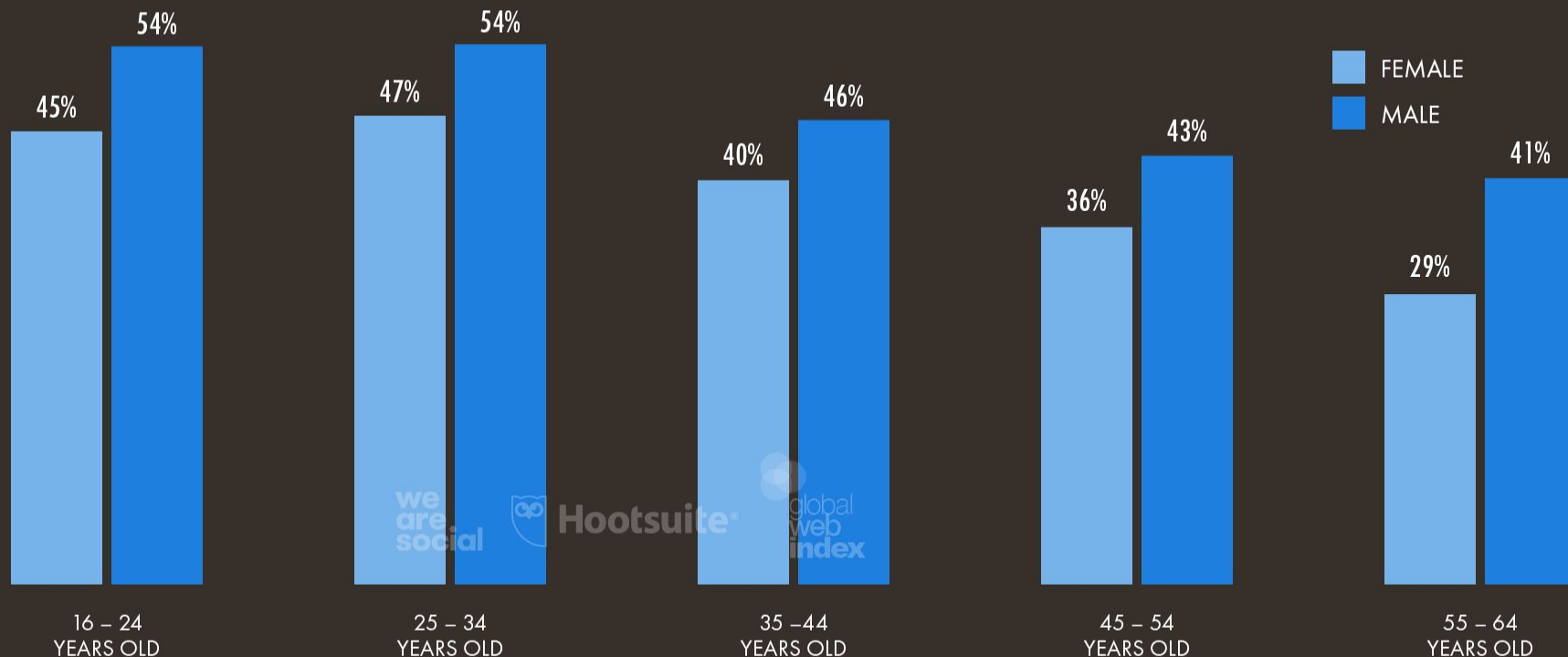
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY'RE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA



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USE OF AD BLOCKERS BY GENDER AND AGE GROUP

PERCENTAGE OF GLOBAL INTERNET USERS OF EACH GENDER IN EACH AGE GROUP THAT USED AN AD-BLOCKING TOOL IN THE PAST MONTH



MAR
2020

UNPRECEDENTED USE OF THE WORD “UNPRECEDENTED”

GLOBAL GOOGLE SEARCH VOLUMES FOR THE WORD “UNPRECEDENTED” BETWEEN 01 JANUARY AND 18 MARCH 2020

