



DIGITAL 2023

BELARUS

THE ESSENTIAL GUIDE TO THE LATEST CONNECTED BEHAVIOURS

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social

⟳ Meltwater

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 **Meltwater**

PARTNERS THAT MAKE THE GLOBAL DIGITAL REPORTS SERIES POSSIBLE

The logo for Global Web Index (GWI) is displayed inside a white circle. It consists of the letters "GWI." in a bold, black, sans-serif font.

GW

The logo for Statista is displayed inside a white circle. It features the word "statista" in a lowercase, black, sans-serif font, followed by a small square icon containing a white bar chart.

STATISTA

The logo for GSMA Intelligence is displayed inside a white circle. It features the word "GSMA" in a small, uppercase font above the word "Intelligence" in a larger, lowercase, black, sans-serif font.

GSMA INTELLIGENCE

The logo for SEMrush is displayed inside a white circle. It features a stylized black icon of a bird or wing above the word "SEMRUSH" in a bold, uppercase, black, sans-serif font.

SEMRUSH

The logo for data.ai is displayed inside a white circle. It features a stylized black icon of a diamond or crystal above the text "data.ai" in a lowercase, black, sans-serif font.

DATA.AI

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PPRO

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OOKLA

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SKAI

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LOCOWISE

The logo for Similarweb is displayed inside a white circle. It features a stylized black icon of a swirl or 'S' above the word "similarweb" in a lowercase, black, sans-serif font.

SIMILARWEB

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

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



IMPORTANT NOTES ON COMPARING DATA

The findings published in this report use the latest data available at the time of production. This may include revised figures for historical data points that were not available when we produced previous reports in the Global Digital Reports series. From time to time, we may also change the data sources that we use to inform specific data points, and we may also change how we calculate certain values. Similarly, our data partners may change the ways in which they source, calculate, or report the data that they share with us. As a result, findings published in this report **may not correlate** with findings published in our previous reports, especially where such findings represent change over time (e.g. annual growth). Where we report figures for change over time, such figures will use the latest available data, so we recommend using the **values published in this report**, rather than trying to recalculate

such values using data from previous reports. Wherever we're aware of the potential for historical mismatches, we've included a note on comparability in the footnotes of each relevant slide. Please read these advisories carefully to understand how data sources or calculations have changed since previous reports, and beware of making any comparisons with historical data. Where we report values for change over time as "[N/A]", the most recent data **do not correlate** with the equivalent data point(s) published in our previous reports, so we **strongly advise readers not to compare** the associated current figures with the equivalents published in previous reports. In particular, the social media platforms featured in this report regularly revise the figures that they report for advertising reach, and this may result in the latest numbers appearing to be lower than the values for the same data points

published in previous reports in this series. However, these source data revisions **do not** necessarily imply any change in the overall active use of these platforms, and should not be interpreted as such. Furthermore, in addition to changes in data sources and calculations, please note that social media user numbers **may not** represent unique individuals. This is because some individuals may manage multiple social media accounts, and because some social media accounts may represent 'non-human' entities (e.g. businesses, animals, music bands, etc.). As a result, the figures we publish for social media users may **exceed** the figures that we publish for total population or for internet users. This may seem counter-intuitive, but such differences do not represent mistakes. For more information, please read our notes on data variance, mismatches, and curiosities: <https://datareportal.com/notes-on-data>.



GLOBAL HEADLINES

JAN
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GLOBAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.



TOTAL
POPULATION



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8.01
BILLION

YEAR-ON-YEAR CHANGE

+0.8%
+67 MILLION

URBANISATION
57.2%

CELLULAR MOBILE
CONNECTIONS



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8.46
BILLION

YEAR-ON-YEAR CHANGE

+2.2%
+180 MILLION

TOTAL vs. POPULATION
105.6%

INTERNET
USERS



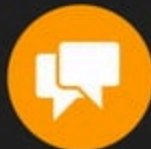
5.16
BILLION

YEAR-ON-YEAR CHANGE

+1.9%
+98 MILLION

TOTAL vs. POPULATION
64.4%

ACTIVE SOCIAL
MEDIA USERS



4.76
BILLION

YEAR-ON-YEAR CHANGE

+3.0%
+137 MILLION

TOTAL vs. POPULATION
59.4%

SOURCES: UNITED NATIONS, GOVERNMENT BODIES, GAMA INTELLIGENCE, THE WORLD BANK, EUROSTAT, CHINA, ARN, JAMA & KANSAS, CIA WORLD FACTBOOK, COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS, OCW, META RESEARCH CENTER, KPMG ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA ACROSS ALL METRICS, INCLUDING IMPORTANT REVISIONS TO UNDERLYING POPULATION DATA, FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. WHERE YEAR-ON-YEAR CHANGE IS SHOWN AS "P.Y.Y.", COMPARING WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS**. PLEASE READ OUR COMPREHENSIVE **NOTES ON DATA** FOR FURTHER DETAILS.

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INTERNET ADOPTION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION



SOURCES: KPOF ANALYSIS, IFLA, GSMA INTELLIGENCE, EUROSTAT, WORLD BANK, GOOGLE'S ADVERTISING RESOURCES, CIA WORLD FACTBOOK, CHINIC, ANS, KANAR & MAAL, LOCAL GOVERNMENT AUTHORITIES, UNITED NATIONS. **NOTE:** REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR DETAILS.

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SHARE OF GLOBAL INTERNET USERS

INTERNET USERS AS A PERCENTAGE OF TOTAL GLOBAL INTERNET USERS



SOURCES: KPOF ANALYSIS, IFLA, GSMA INTELLIGENCE, EUROSTAT, WORLD BANK, GOOGLE'S ADVERTISING RESOURCES, CIA WORLD FACTBOOK, CHINIC, ARII, KAPPA & JAMAAL LOCAL GOVERNMENT AUTHORITIES, UNITED NATIONS. **NOTES:** FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR DETAILS.

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SOCIAL MEDIA USERS vs. TOTAL POPULATION

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



SOURCES: KIPPO ANALYSIS, COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS, CHANC, BETA RESEARCH CENTER, COPEN. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR SUSAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOGRAPHIC. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES, VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR SOCIAL AND REGIONAL SOCIAL MEDIA USE BY OR ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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SHARE OF GLOBAL SOCIAL MEDIA USERS

ACTIVE SOCIAL MEDIA USERS IN EACH REGION AS A PERCENTAGE OF TOTAL GLOBAL ACTIVE SOCIAL MEDIA USERS



SOURCES: KIPROS ANALYSIS, COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS, CHIRP, BETA RESEARCH CENTER, OCEAN. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES, VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR SOCIAL AND REGIONAL SOCIAL MEDIA USE REST ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

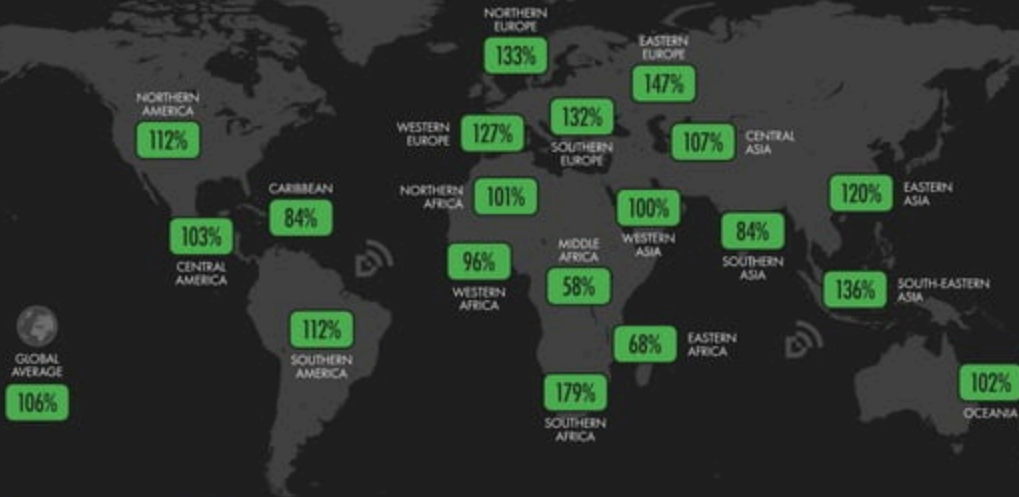
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MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION



DIG DEEPER INTO THE DATA IN OUR DIGITAL 2023 GLOBAL REPORTS



DIGITAL 2023

GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED COMMUNITIES



DIGITAL 2023

LOCAL COUNTRY HEADLINES REPORT

ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD



[CLICK HERE](#) TO READ OUR FLAGSHIP **DIGITAL 2023 GLOBAL OVERVIEW** REPORT, PACKED WITH ALL THE NUMBERS YOU NEED TO MAKE SENSE OF THE CURRENT STATE OF DIGITAL

[CLICK HERE](#) TO READ OUR **DIGITAL 2023 LOCAL COUNTRY HEADLINES** REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD

WE ARE SOCIAL

THINK FORWARD 2023

FRAGMENTED FUTURES

Last year, we emerged from the pandemic into a new online landscape. IRL and URL life were already impossibly entangled, and much was on the horizon: metaverses in which to while away our days, NFTs to deck the walls of digital houses, crypto wallets for paying for goods and services in virtual malls. But this year, what was cracked has now shattered into many segmented realities. An accurate vision of the future is now less like looking through a telescope, more like looking through a kaleidoscope: it's coming through as several diverse fragments, not one single perspective.

In this fragmented space, online factions are carving out their own customs, niches, and territories – their own marginal worlds that have the power to become the mainstream.

On a social level, gone are the days of feeds clustered around friends and family – here are the days of For You Pages guided by individual interests. On a cultural level, gone is the universal watercooler chat dictated by shared popular culture – today's agenda is set by ever-more niche and transient corners of the internet. And on a personal level, identities are more layered and fluid than ever before, more like an 'avatar du jour' than a static understanding of self.

In the eighth issue of our annual report *Think Forward*, we unpick the complex and ever-changing web of digital culture and behaviour, and explore the role brands can play in reflecting and shaping it.

FIND OUT MORE IN
THINK FORWARD 2023 >



THE TRENDS

1. TEXTURED DISCOVERY

PEOPLE WANT SOCIAL TO BE LESS PRECISE AND MORE EXPLORATORY

2. COLLAPSING NARRATIVES

STORYTELLING IS NO LONGER LINEAR NOR FOLLOWING ESTABLISHED STRUCTURES

3. MARGIN-CHASERS

ON SOCIAL, EXTREME BEHAVIOUR IS SEEN AS MORE AUTHENTIC, GAINING TRACTION AND CUTTING THROUGH

4. NEW COOPERATIVES

THE CLAT OF THE INDIVIDUAL HAS GIVEN WAY TO LESS EGO-DRIVEN COMMUNITIES

5. EXPANDING IDENTITIES

VIRTUAL WORLDS ARE MAKING ONLINE IDENTITY MORE FLEXIBLE AND EXPANSIVE



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Economic Impact

What economic impact does Meltwater's suite of marketing and communications solutions have on agencies? We enlisted Forrester Consulting, an independent, objective, research-based firm, to find out.

Aggregating data and testimony drawn from client interviews, Forrester Consulting created a composite, representative full-service agency on which to center the Total Economic Impact™ (TEI) study of Meltwater.

The resulting, comprehensive report highlights how Meltwater helps marketers overcome efficiency and capacity challenges to generate new revenue streams.

The [Total Economic Impact™ of Meltwater on Agencies](#) is a thorough, independent examination of the costs, risks, benefits, and value of adopting Meltwater solutions. Access the full report to learn more.

"Meltwater is an absolutely mandatory thing to have to make informed decisions about where you want to take a client. Otherwise, you're just making assumptions which are not real. We use Meltwater to ensure we use relevant, fact-based insights to steer clients." — Agency Insights Manager

230% Return on investment

20% Increase in client wins

20 Hours per account saved in reporting per month

Based on the research, Forrester Consulting suggested that a representative composite organization with more than 100 employees and revenue of \$20 million per year would experience the above benefits.



Get in touch to discover how Meltwater can help your organization achieve similar results.



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ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE END OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.



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TOTAL
POPULATION



9.52
MILLION

URBANISATION

80.5%

CELLULAR MOBILE
CONNECTIONS



11.55
MILLION

vs. POPULATION

121.3%

INTERNET
USERS



8.27
MILLION

vs. POPULATION

86.9%

ACTIVE SOCIAL
MEDIA USERS



4.27
MILLION

vs. POPULATION

44.9%

SOURCES: UNITED NATIONS, GOVERNMENT BODIES, GSMA INTELLIGENCE, THE WORLD BANK, EUROSTAT, CHINA ABB, MAAM & KANSAS, CIA WORLD FACTBOOK, COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS, OCW, BETA RESEARCH CENTER, KISPOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA, INDICATE ARE NOT COMPARABLE WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE NOTES ON DATA FOR FULL DETAILS.

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DIGITAL GROWTH

CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME

NOTE: MAJOR REVISIONS TO SOURCE DATA MEAN THAT GROWTH FIGURES FOR SOCIAL MEDIA ARE CURRENTLY UNAVAILABLE. PLEASE READ THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.



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TOTAL
POPULATION



-0.3%

YEAR-ON-YEAR CHANGE

-30 THOUSAND

CELLULAR MOBILE
CONNECTIONS



-0.9%

YEAR-ON-YEAR CHANGE

-109 THOUSAND

INTERNET
USERS



-0.3%

YEAR-ON-YEAR CHANGE

-26 THOUSAND

ACTIVE SOCIAL
MEDIA USERS



[N/A]

YEAR-ON-YEAR CHANGE

[BASE REVISIONS]

SOURCES: UNITED NATIONS, GOVERNMENT BODIES, DATA INTELLIGENCE, THE WORLD BANK, EUROSTAT, CHINIC, ARN, MAMA & KANSAS, CSA WORLD FACTBOOK, COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS, OCW, BETA RESEARCH CENTER, KIPROS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA, INDICATE ARE NOT COMPARABLE WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA FOR FULL DETAILS.



POPULATION ESSENTIALS

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POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS



TOTAL
POPULATION



9.52
MILLION

FEMALE
POPULATION



54.0%

MALE
POPULATION



46.0%

YEAR-ON-YEAR CHANGE
IN TOTAL POPULATION



-0.3%
-30 THOUSAND

MEDIAN AGE OF
THE POPULATION



40.7

URBAN
POPULATION



80.5%

POPULATION DENSITY
(PEOPLE PER KM²)



46.9

OVERALL LITERACY
(ADULTS AGED 15+)



99.9%

FEMALE LITERACY
(ADULTS AGED 15+)



99.9%

MALE LITERACY
(ADULTS AGED 15+)

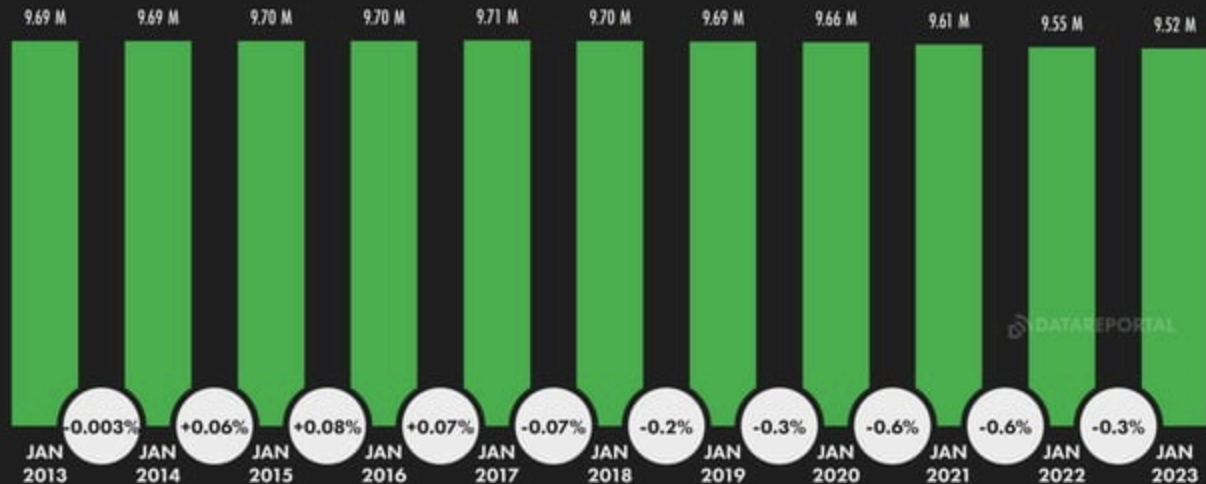


99.9%

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POPULATION OVER TIME

TOTAL POPULATION AND YEAR-ON-YEAR CHANGE



DATA REPORTAL

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POPULATION BY AGE

SHARE OF THE TOTAL POPULATION BY AGE GROUP



TOTAL
POPULATION



9.52
MILLION

POPULATION
AGED 0-4



4.7%

POPULATION
AGED 5-12



9.7%

POPULATION
AGED 13-17



5.5%

POPULATION
AGED 18-24



6.8%

POPULATION
AGED 25-34



12.3%

POPULATION
AGED 35-44



16.2%

POPULATION
AGED 45-54



13.6%

POPULATION
AGED 55-64



13.8%

POPULATION
AGED 65+



17.4%



INTERNET

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OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



TOTAL
INTERNET
USERS



8.27
MILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



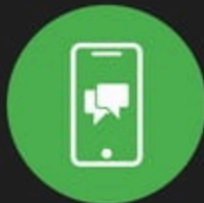
86.9%
[UNCHANGED]

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF
INTERNET USERS



-0.3%
-26 THOUSAND

MOBILE INTERNET PROXY*:
SHARE OF SOCIAL MEDIA USERS
ACCESSING VIA MOBILE DEVICES



100.0%

SOURCES: KIPSCO ANALYSIS, ITS, GSMA INTELLIGENCE, EUROSTAT, DIA, CIA WORLD FACTBOOK, CHNIC, APRIL SOCIAL, GOVERNMENT AUTHORITIES, COMPANY ADVERTISING RESOURCES, UNITED NATIONS.
NOTE: "SP" FIGURES REPRESENT BASIS POINTS, AND SHOW ABSOLUTE YEAR-ON-YEAR CHANGE. (E) STANDALONE FIGURES FOR MOBILE INTERNET USE WERE UNAVAILABLE AT THE TIME OF REPORT PRODUCTION, BUT THE PERCENTAGE SHARE OF SOCIAL MEDIA USERS ACCESSING SOCIAL PLATFORMS VIA MOBILE DEVICES MAY OFFER A BENCHMARK FOR MOBILE INTERNET USE. **ADVISORY:** FIGURES FOR INTERNET USER GROWTH MAY VARY REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA FOR MORE DETAILS. **COMPARABILITY:** SOURCE AND BASE CHANGES.

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INTERNET USERS OVER TIME

NUMBER OF INTERNET USERS AND YEAR-ON-YEAR CHANGE



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INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES



INTERNET USERS:
ITU



8.27
MILLION

vs. POPULATION

86.9%

INTERNET USERS:
CIA WORLD FACTBOOK



8.03
MILLION

vs. POPULATION

84.3%

INTERNET USERS:
INTERNETWORLDSTATS



8.03
MILLION

vs. POPULATION

84.3%

SOURCES: ALL STATES ABOVE EACH ICON. **NOTES:** WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATING), VALUES SHOWN HERE COMPARE THE LATEST PUBLISHED ADOPTION RATES IN EACH COUNTRY WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, VALUES SHOWN HERE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR %w/ POPULATION. **COMPARABILITY:** POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT USE DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT FEATURED ON THIS PAGE.

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INTERNET ACCESS IN PERSPECTIVE

ACCESS TO THE INTERNET IN THE CONTEXT OF ACCESS TO OTHER LIFE ESSENTIALS, AS A PERCENTAGE OF TOTAL POPULATION



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USES THE
INTERNET



86.9%

HAS ACCESS
TO ELECTRICITY



100.0%

HAS ACCESS TO BASIC
DRINKING WATER



96.5%

HAS ACCESS TO
BASIC SANITATION



97.9%

EARNs LESS THAN
USD \$3.65 PER DAY



0.1%

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INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND) OF MOBILE AND FIXED INTERNET CONNECTIONS



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MEDIAN DOWNLOAD SPEED
OF CELLULAR MOBILE
INTERNET CONNECTIONS



ookla

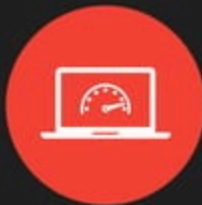
11.71
MBPS

YEAR-ON-YEAR CHANGE
IN MEDIAN CELLULAR MOBILE
INTERNET CONNECTION SPEED



+13.2%

MEDIAN DOWNLOAD
SPEED OF FIXED
INTERNET CONNECTIONS



50.27
MBPS

YEAR-ON-YEAR CHANGE
IN MEDIAN FIXED INTERNET
CONNECTION SPEED



+3.9%

SOURCE: OOKLA. **NOTE:** FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS IN MEGABITS PER SECOND (MBPS) IN NOVEMBER 2022. **COMPARABILITY:** THE VALUES FOR INTERNET CONNECTION SPEEDS THAT WE FEATURED IN PREVIOUS REPORTS REFLECTED **MEAN** CONNECTION SPEEDS, WHEREAS WE NOW FEATURE **MEDIAN** CONNECTION SPEEDS, WHICH OFFER A MORE REPRESENTATIVE INDICATION OF THE CONNECTION SPEEDS THAT "TYPICAL" USERS CAN EXPECT. AS A RESULT, VALUES SHOWN HERE ARE NOT COMPARABLE WITH THE VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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SHARE OF WEB TRAFFIC BY DEVICE

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



MOBILE
PHONES



49.13%

YEAR-ON-YEAR CHANGE
+16.9% (+709 BPS)

LAPTOP AND
DESKTOP COMPUTERS



50.01%

YEAR-ON-YEAR CHANGE
-12.3% (-704 BPS)

TABLET
DEVICES



0.85%

YEAR-ON-YEAR CHANGE
-6.6% (-6 BPS)

OTHER
DEVICES



0.01%

YEAR-ON-YEAR CHANGE
[UNCHANGED]



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN NOVEMBER 2022. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (E.G. AN INCREASE OF 20% FROM A STARTING VALUE OF 30% WOULD EQUAL 40%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

we
are
social

Meltwater

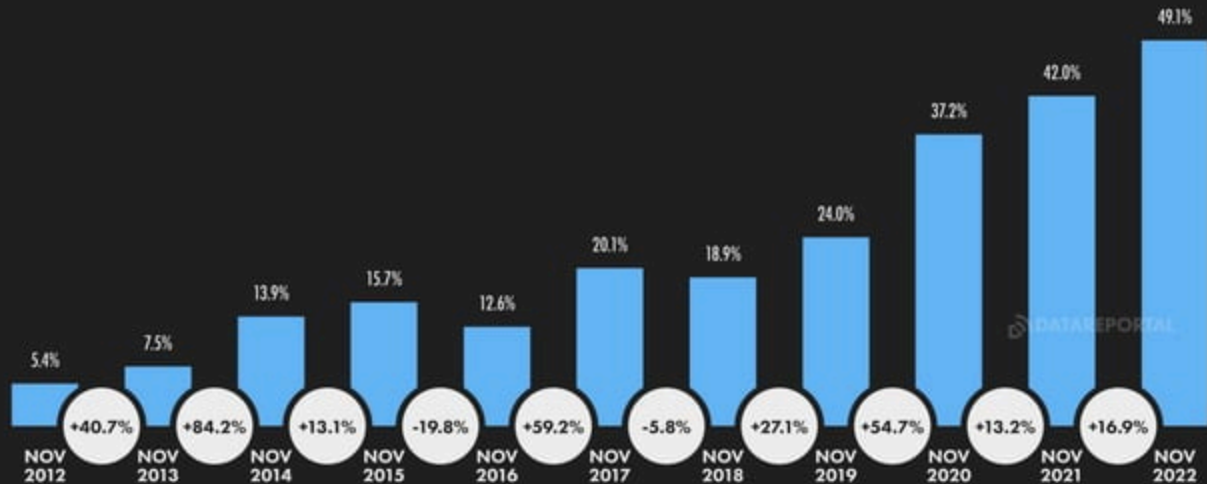
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MOBILE'S SHARE OF WEB TRAFFIC

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



belarus



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E., AN INCREASE OF 30% FROM A STARTING VALUE OF 50% WOULD EQUATE 60%, NOT 75%).

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SHARE OF WEB TRAFFIC BY BROWSER

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



CHROME



59.81%

YEAR-ON-YEAR CHANGE
-8.5% (-553 BPS)

SAFARI



16.77%

YEAR-ON-YEAR CHANGE
+51.2% (+568 BPS)

MICROSOFT EDGE



2.14%

YEAR-ON-YEAR CHANGE
+8.6% (+17 BPS)

FIREFOX



4.76%

YEAR-ON-YEAR CHANGE
+20.5% (+81 BPS)

SAMSUNG INTERNET



1.46%

YEAR-ON-YEAR CHANGE
-0.7% (-1 BP)

OPERA



7.52%

YEAR-ON-YEAR CHANGE
-15.0% (-133 BPS)

ANDROID



0.09%

YEAR-ON-YEAR CHANGE
+28.6% (+2 BPS)

OTHER



7.45%

YEAR-ON-YEAR CHANGE
+2.6% (+19 BPS)

SOURCE: COMSCORE. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN NOVEMBER 2022. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE, E.G., AN INCREASE OF 30% FROM A STARTING VALUE OF 30% WOULD EQUAL 69%, NOT 33%. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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SHARE OF SEARCH ENGINE REFERRALS

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



GOOGLE



76.18%

YEAR-ON-YEAR CHANGE
-0.3% (-24 BPS)

BING



1.05%

YEAR-ON-YEAR CHANGE
+150.0% (+63 BPS)

YAHOO!



0.18%

YEAR-ON-YEAR CHANGE
+50.0% (+6 BPS)

YANDEX



21.89%

YEAR-ON-YEAR CHANGE
+0.9% (+19 BPS)

BAIDU



0.03%

YEAR-ON-YEAR CHANGE
-25.0% (-1 BP)

DUCKDUCKGO



0.28%

YEAR-ON-YEAR CHANGE
+7.7% (+2 BPS)

NAVER



0%

YEAR-ON-YEAR CHANGE
[N/A]

OTHER



0.39%

YEAR-ON-YEAR CHANGE
-62.5% (-65 BPS)

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TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2022 AND 31 DECEMBER 2022



#	SEARCH QUERY	INDEX vs. TOP QUERY
01	ПОГОДА	100
02	ПЕРЕВОДЧИК	35
03	НОВОСТИ	31
04	ЯНДЕКС	29
05	КУФАР	26
06	ЮТУБ	23
07	ГДЗ	21
08	ВК	20
09	КУРСЫ ВАЛЮТ	16
10	КУРС ДОЛЛАРА	15

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	ПЕРЕВОД	14
12	РЕШЕБНИК	14
13	ПОГОДА ЗАВТРА	13
14	ОДНОКЛАССНИКИ	13
15	КАРТА	12
16	РАСПИСАНИЕ АВТОБУСОВ	12
17	ПОГОДА МИНСК	11
18	21 ВЕК	10
19	ОНЛАЙНЕР	9
20	ТАБОР	9

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2022 AND 31 DECEMBER 2022. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RAW COUNTS AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSSED, EVEN FOR THE SAME TIME PERIOD.



SOCIAL MEDIA



CORRECTIONS IN SOCIAL MEDIA USER NUMBERS

Over recent months, the data sources that we use to calculate social media user numbers in each country have made **significant revisions** to their underlying numbers. As a result, we are currently unable to provide data for the change in social media users over time. Because of these changes, readers **should not compare** social media user numbers published in this report with similar figures published in previous reports in the Global Digital Reports series, because any such comparisons will deliver **inaccurate data** and **misleading trends**. Furthermore, please note that the social media user numbers published in this report may appear to be significantly lower than the figures published in previous reports in

this series. However, any such differences are the result of “corrections” in source data published by social media platforms, and our analysis of various data sources confirms that there has been **no discernible drop** in social media use in any of the countries that we track. As a result, readers should **not** interpret any negative differences between the numbers published in this report versus previous reports as a decline in social media use, because these differences are due to corrections in source methodologies and data reporting approaches, and **do not** represent a change in actual user numbers. Please read our comprehensive notes on data for more details: <https://datareportal.com/notes-on-data>

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OVERVIEW OF SOCIAL MEDIA USE

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



NUMBER OF SOCIAL
MEDIA USERS



4.27
MILLION

SOCIAL MEDIA USERS
vs. TOTAL POPULATION



44.9%

SOCIAL MEDIA USERS AGED 18+
vs. TOTAL POPULATION AGED 18+



56.0%

SOCIAL MEDIA USERS
vs. TOTAL INTERNET USERS



51.7%

FEMALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



56.2%

MALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



43.8%

SOURCES: KIPCE ANALYSIS, COMRAH ADVERTISING RESOURCES AND ANNOUNCEMENTS, CNPAC, BETA RESEARCH CENTER, OECD, U.N., U.S. CENSUS BUREAU. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)



belarus

FACEBOOK



13.49%

YEAR-ON-YEAR CHANGE
+2.8% (+37 BPS)

TWITTER



7.60%

YEAR-ON-YEAR CHANGE
-29.9% (-324 BPS)

INSTAGRAM



18.10%

YEAR-ON-YEAR CHANGE
+36.8% (+487 BPS)

PINTEREST



19.62%

YEAR-ON-YEAR CHANGE
-23.2% (-593 BPS)

YOUTUBE



24.37%

YEAR-ON-YEAR CHANGE
+88.3% (+1,143 BPS)

REDDIT



2.04%

YEAR-ON-YEAR CHANGE
-4.7% (-10 BPS)

TUMBLR



4.06%

YEAR-ON-YEAR CHANGE
+2.3% (+9 BPS)

LINKEDIN



2.26%

YEAR-ON-YEAR CHANGE
-19.3% (-54 BPS)

VKONTAKTE



8.02%

YEAR-ON-YEAR CHANGE
-47.1% (-714 BPS)

OTHER



0.44%

YEAR-ON-YEAR CHANGE
+76.0% (+19 BPS)

SOURCE: STATCOUNTER. **NOTES:** SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH PLATFORM AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL PLATFORMS IN NOVEMBER 2022. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 30 WOULD EQUAL 36%, NOT 50%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE END OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.



BELARUS

TOTAL POTENTIAL REACH
OF ADS ON FACEBOOK



662.8
THOUSAND

FACEBOOK AD REACH
vs. TOTAL POPULATION



7.0%

QUARTER-ON-QUARTER CHANGE
IN REPORTED FACEBOOK AD REACH



-4.1%
-28 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED FACEBOOK AD REACH



-6.1%
-43 THOUSAND

FACEBOOK AD REACH
vs. TOTAL INTERNET USERS



8.0%

FACEBOOK AD REACH
vs. POPULATION AGED 13+



8.1%

FEMALE FACEBOOK AD REACH
vs. TOTAL FACEBOOK AD REACH



62.6%

MALE FACEBOOK AD REACH
vs. TOTAL FACEBOOK AD REACH



37.4%

SOURCES: META'S ADVERTISING RESOURCES, EYRIS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OR PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND PAID ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISRUPT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS, VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

JAN
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TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2022 AND 31 DECEMBER 2022



#	SEARCH QUERY	INDEX
01	A4	100
02	ПЕЧНЯ	88
03	Фильм	84
04	ПЕСНИ	70
05	МУЛЬТИКИ	49
06	МУЗЫКА	47
07	Фильмы	45
08	НОВОСТИ	39
09	МУЛЬТИК	32
10	ПРЯМОЙ ЭФИР	28

#	SEARCH QUERY	INDEX
11	МАША И МЕДВЕДЬ	24
12	УКРАИНА	24
13	БЕЛАРУСЬ	23
14	СВАТЫ	18
15	ДИАНА	17
16	МЕЛОДРАМЫ	17
17	ТРИ КОТА	17
18	МУЖСКОЕ ЖЕНСКОЕ	16
19	СИНИЙ ТРАКТОР	16
20	СЕРИАЛЫ	15

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2022 AND 31 DECEMBER 2022. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN 'AS IS' TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE 'INDEX % TOP QUERY' COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

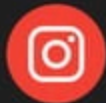
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE END OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.



BELARUS

TOTAL POTENTIAL REACH
OF ADS ON INSTAGRAM



3.40
MILLION

INSTAGRAM AD REACH
vs. TOTAL POPULATION



35.7%

QUARTER-ON-QUARTER CHANGE
IN REPORTED INSTAGRAM AD REACH



-2.9%
-100 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED INSTAGRAM AD REACH



-8.1%
-300 THOUSAND

INSTAGRAM AD REACH
vs. TOTAL INTERNET USERS



41.1%

INSTAGRAM AD REACH
vs. POPULATION AGED 13+



41.7%

FEMALE INSTAGRAM AD REACH
vs. TOTAL INSTAGRAM AD REACH



61.8%

MALE INSTAGRAM AD REACH
vs. TOTAL INSTAGRAM AD REACH



38.2%

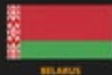
SOURCES: META'S ADVERTISING RESOURCES, REPOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND PAID ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISCLOSE VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS, VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE **NOTES ON DATA** FOR FURTHER DETAILS.

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TIKTOK: ADVERTISING AUDIENCE OVERVIEW

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

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE END OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.



belarus

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



4.27
MILLION

TIKTOK AD REACH AGE 18+
vs. TOTAL POPULATION



44.9%

QUARTER-ON-QUARTER CHANGE
IN REPORTED TIKTOK AD REACH



+11.1%
+428 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED TIKTOK AD REACH



+38.8%
+1.2 MILLION

TIKTOK AD REACH AGE 18+
vs. TOTAL INTERNET USERS



51.7%

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



56.0%

FEMALE TIKTOK AD REACH
vs. TOTAL TIKTOK AD REACH



56.2%

MALE TIKTOK AD REACH
vs. TOTAL TIKTOK AD REACH



43.8%

SOURCES: TIKTOK'S ADVERTISING RESOURCES, KIPROS ANALYTICS. **NOTES:** DOES NOT INCLUDE DOUyin. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES vs. POPULATION AND vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS, VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS.

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MESSENGER: ADVERTISING AUDIENCE OVERVIEW

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

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE END OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.



BELARUS

TOTAL POTENTIAL REACH
OF ADS ON MESSENGER



205.1
THOUSAND

MESSENGER AD REACH
vs. TOTAL POPULATION



2.2%

QUARTER-ON-QUARTER CHANGE
IN REPORTED MESSENGER AD REACH



-3.6%
-7,700

YEAR-ON-YEAR CHANGE IN
REPORTED MESSENGER AD REACH



-7.7%
-17 THOUSAND

MESSENGER AD REACH
vs. TOTAL INTERNET USERS



2.5%

MESSENGER AD REACH
vs. POPULATION AGED 13+



2.5%

FEMALE MESSENGER AD REACH
vs. TOTAL MESSENGER AD REACH



65.2%

MALE MESSENGER AD REACH
vs. TOTAL MESSENGER AD REACH



34.8%

SOURCES: META'S ADVERTISING RESOURCES, REPOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND PAID ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISCREPANCY VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS, VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE **NOTES ON DATA** FOR FURTHER DETAILS.

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LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE END OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.



BELARUS

TOTAL POTENTIAL REACH
OF ADS ON LINKEDIN



800.0
THOUSAND

LINKEDIN AD REACH
vs. TOTAL POPULATION



8.4%

QUARTER-ON-QUARTER CHANGE
IN REPORTED LINKEDIN AD REACH



+1.3%
+10 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED LINKEDIN AD REACH



+9.6%
+70 THOUSAND

LINKEDIN AD REACH
vs. TOTAL INTERNET USERS



9.7%

LINKEDIN AD REACH
vs. POPULATION AGED 18+



10.5%

FEMALE LINKEDIN AD REACH
vs. TOTAL LINKEDIN AD REACH



51.5%

MALE LINKEDIN AD REACH
vs. TOTAL LINKEDIN AD REACH



48.5%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES, KPMG ANALYSIS. **NOTES:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER OR REGISTERED MEMBER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO SURGATE AND MAX ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS, VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS.

JAN
2023

TWITTER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON TWITTER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE END OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.



belarus

TOTAL POTENTIAL REACH
OF ADS ON TWITTER



230.9
THOUSAND

TWITTER AD REACH
vs. TOTAL POPULATION



2.4%

QUARTER-ON-QUARTER CHANGE
IN REPORTED TWITTER AD REACH



+3.2%
+7,250

YEAR-ON-YEAR CHANGE IN
REPORTED TWITTER AD REACH



+23.2%
+43 THOUSAND

TWITTER AD REACH
vs. TOTAL INTERNET USERS



2.8%

TWITTER AD REACH
vs. POPULATION AGED 13+



2.8%

FEMALE TWITTER AD REACH
vs. TOTAL TWITTER AD REACH



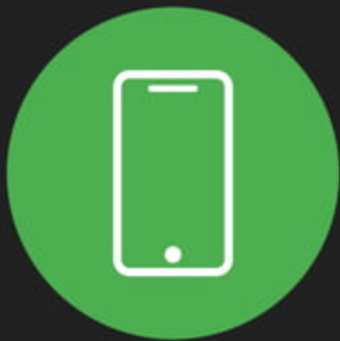
37.7%

MALE TWITTER AD REACH
vs. TOTAL TWITTER AD REACH



62.3%

SOURCES: TWITTER'S ADVERTISING RESOURCES, SPEND ANALYSIS, **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES, GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE, VALUES w/ POPULATION AND w/ INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND fake ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.) DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA w/ RESIDENT POPULATIONS, SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME, **COMPARABILITY:** SOURCE DATA REVISIONS, VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS, SEE **NOTES ON DATA** FOR DETAILS.



MOBILE

JAN
2023

MOBILE CONNECTIVITY

USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS



NUMBER OF CELLULAR
MOBILE CONNECTIONS
(EXCLUDING IOT)



11.55
MILLION



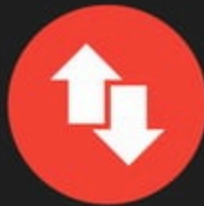
NUMBER OF CELLULAR MOBILE
CONNECTIONS COMPARED
WITH TOTAL POPULATION



121.3%



YEAR-ON-YEAR CHANGE
IN THE NUMBER OF CELLULAR
MOBILE CONNECTIONS



-0.9%
-109 THOUSAND



SHARE OF CELLULAR MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G, 4G, 5G)



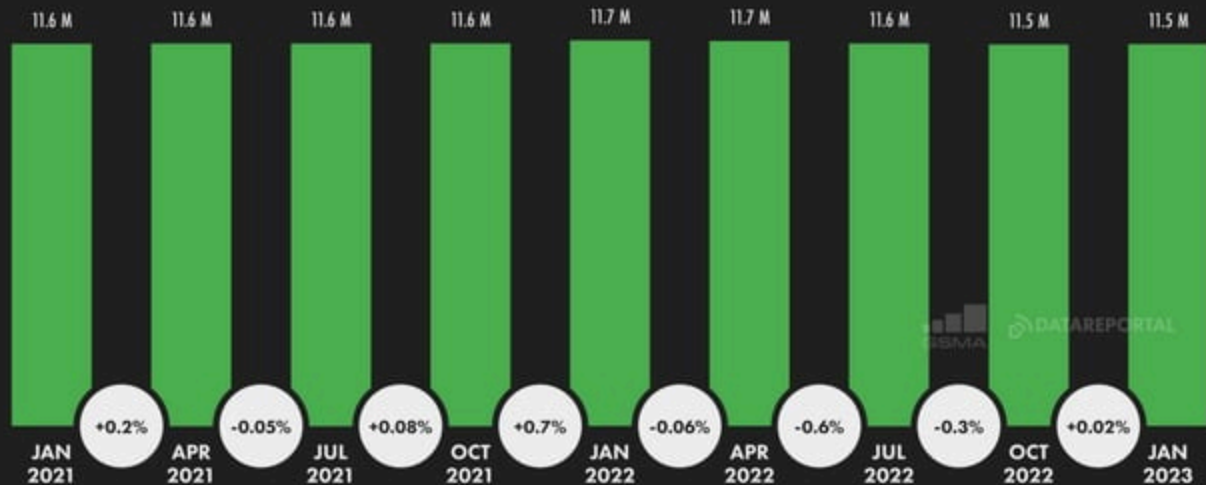
83.4%

SOURCE: GSMA INTELLIGENCE. **NOTES:** TOTAL CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. FIGURES MAY SIGNIFICANTLY EXCEED FIGURES FOR POPULATION DUE TO MULTIPLE CONNECTIONS AND CONNECTED DEVICES PER PERSON. **COMPARABILITY:** BASE CHANGES VERSIONS OF THIS CHART PUBLISHED IN SOME OF OUR PREVIOUS REPORTS FEATURED CELLULAR CONNECTION FIGURES THAT INCLUDED CELLULAR IOT CONNECTIONS. FIGURES SHOWN HERE DO **NOT** INCLUDE GSMA M2M IOT CONNECTIONS.

JAN
2023

CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF CELLULAR MOBILE CONNECTIONS AND YEAR-ON-YEAR CHANGE



SOURCE: GSMA INTELLIGENCE. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** SOME REVISIONS, NUMBERS MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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AFFORDABILITY OF MOBILE INTERNET ACCESS

THE COST OF BUYING A SMARTPHONE HANDSET AND 1GB OF CELLULAR MOBILE DATA, AND COMPARISONS WITH AVERAGE MONTHLY INCOME



belarus

PRICE OF THE
CHEAPEST SMARTPHONE
HANDSET (IN USD)



\$125

PRICE OF THE CHEAPEST
SMARTPHONE HANDSET
vs. AVERAGE INCOME



23.49%

AVERAGE PRICE OF
1GB OF CELLULAR
MOBILE DATA (IN USD)



\$0.79

AVERAGE PRICE OF 1GB
OF CELLULAR MOBILE DATA
vs. AVERAGE INCOME



0.14%

SOURCES: HANDSET PRICES: ALLIANCE FOR AFFORDABLE INTERNET ACCESS THE FULL DATASET AT [AAII.ORG](https://www.aaii.org); MOBILE DATA PRICES: CABLE COEUR, WIND; BAKK. **COMPARABILITY:** VALUE FOR HANDSET PRICES vs. MONTHLY INCOME AS PUBLISHED BY AAII, AND MAY USE A DIFFERENT VALUE FOR AVERAGE MONTHLY INCOME COMPARED WITH THE DATA USED TO CALCULATE THE PRICE OF 1GB OF MOBILE DATA vs. MONTHLY INCOME, AS A RESULT, VALUES MAY NOT CORRELATE ACROSS DATA POINTS.

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SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN NOVEMBER 2022



SHARE OF MOBILE WEB
TRAFFIC ORIGINATING
FROM ANDROID DEVICES



71.52%

YEAR-ON-YEAR CHANGE
-7.8% (-602 BPS)

SHARE OF MOBILE WEB
TRAFFIC ORIGINATING
FROM APPLE IOS DEVICES



28.31%

YEAR-ON-YEAR CHANGE
+28.2% (+622 BPS)

SHARE OF MOBILE WEB
TRAFFIC ORIGINATING FROM
SAMSUNG OS DEVICES



0.13%

YEAR-ON-YEAR CHANGE
-40.9% (-9 BPS)

SHARE OF MOBILE WEB
TRAFFIC ORIGINATING
FROM KAI OS DEVICES



0%

YEAR-ON-YEAR CHANGE
[N/A]

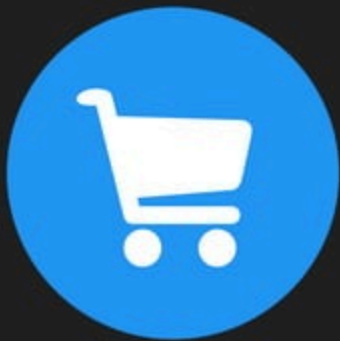
SHARE OF MOBILE WEB
TRAFFIC ORIGINATING
FROM OTHER OS DEVICES



0.04%

YEAR-ON-YEAR CHANGE
-73.3% (-11 BPS)

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN NOVEMBER 2022. FIGURES FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (B.S. SADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (E.G. AN INCREASE OF 30% FROM A STARTING VALUE OF 10% WOULD EQUAL 40%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.



ECOMMERCE

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE



BELARUS

ACCOUNT WITH A
FINANCIAL INSTITUTION

81.2%

 FEMALE 81.3%
 MALE 80.9%
CREDIT CARD
OWNERSHIP

18.7%

 FEMALE 21.2%
 MALE 15.8%
DEBIT CARD
OWNERSHIP

70.6%

 FEMALE 69.4%
 MALE 72.1%
MOBILE MONEY ACCOUNT
(E.G. MPESA, GCASH)

[N/A]

 FEMALE [N/A]
 MALE [N/A]
MADE A DIGITAL
PAYMENT (PAST YEAR)

69.3%

 FEMALE 70.3%
 MALE 68.1%
MADE A PURCHASE USING A MOBILE
PHONE OR THE INTERNET (PAST YEAR)

30.0%

 FEMALE 28.4%
 MALE 32.0%
USED A MOBILE PHONE OR THE
INTERNET TO SEND MONEY (PAST YEAR)

[N/A]

 FEMALE [N/A]
 MALE [N/A]
USED A MOBILE PHONE OR THE
INTERNET TO PAY BILLS (PAST YEAR)

42.0%

 FEMALE 45.5%
 MALE 37.9%

SOURCE: WORLD BANK. **NOTES:** SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIOURS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE. FIGURE 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 FINANCIAL SERVICES SUCH AS ALIPAY, WECHAT PAY, OR SAMBUNG PAY.



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ÅLAND IS.	BUGARIA	EGYPT	HONDURAS	LITHUANIA	NICARAGUA	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGER	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIGERIA	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	NORTH MACEDONIA	NIUE	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MADAGASCAR	NORFOLK IS.	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAWI	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALAYSIA	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FAKLAND IS.	IRAQ	MALDIVES	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MAU	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FJI	ISLE OF MAN	MALTA	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARSHALL IS.	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MARTINIQUE	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITANIA	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAURITIUS	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MAYOTTE	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MEXICO	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHISTAN	MICRONESIA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MOLDOVA	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONACO	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONGOLIA	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTENEGRO	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MONTSERRAT	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
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NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

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

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

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

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

From time to time, we may also **change the source(s)** that we use to inform specific data points. As a result, some figures may appear to change in unexpected ways from one report to another. Wherever we're aware of these changes, we include details in the

footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to research samples, base data, research methodologies, and approaches to reporting may mean that values are **not comparable**.

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

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

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

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

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

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