DIGITAL IN 2017: ITALY

A COLLECTION OF INTERNET, SOCIAL MEDIA, AND MOBILE USAGE DATA AND TRENDS

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DIGITAL IN ITALY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL USERS
59.80 MILLION	39.21 MILLION	31.00 MILLION	50.77 MILLION	28.00 MILLION
URBANISATION: 69%	PENETRATION: 66%	PENETRATION: 52%	PENETRATION: 85%	PENETRATION: 47%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.

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ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS (vs. JANUARY 2016)

INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL USERS
+4%	+11%	+1%	+17%
SINCE JAN 2016	SINCE JAN 2016	SINCE JAN 2016	SINCE JAN 2016
+2 MILLION	+3 MILLION	+570 THOUSAND	+4 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA. COMPARISONS TO WE ARE SOCIAL'S "DIGITAL IN 2016" REPORT.

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DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION* THAT CURRENTLY USES EACH KIND OF DEVICE

MOBILE PHONE (ANY TYPE)	SMART PHONE	LAPTOP OR DESKTOP COMPUTER	TABLET COMPUTER
96%	70%	63%	31%

TELEVISION (ANY KIND)	DEVICE FOR STREAMING INTERNET CONTENT TO TV	E-READER DEVICE	WEARABLE TECH DEVICE
92%	6%	3%	3%

SOURCES: GOOGLE CONSUMER BAROMETER, JANUARY 2017. FIGURES BASED ON RESPONSES TO A SURVEY. ***NOTE:** DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS.

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TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY

AVERAGE DAILY USE OF THE INTERNET VIA A PC OR TABLET	AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE	AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE	AVERAGE DAILY TELEVISION VIEWING TIME
6H 10M	2H 08M	2H 00M	2H 25M

SOURCES: GLOBALWEBINDEX, Q3 & Q4 2016. BASED ON A SURVEY OF INTERNET USERS AGED 16-64.

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE

TOTAL NUMBER OF ACTIVE INTERNET USERS	INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION	TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS	MOBILE INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION
39.21 MILLION	66%	27.25 MILLION	46%

SOURCES: INTERNETWORLDSTATS; INTERNATIONAL TELECOMMUNICATION UNION (ITU), INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; GLOBALWEBINDEX, Q3 & Q4 2016. **NOTE:** GLOBALWEBINDEX DATE IS BASED ON A SURVEY OF INTERNET USERS AGED 16-64, BUT DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION. PENETRATION FIGURES BASED ON POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU.

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INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS

INTERNET WORLD STATS	ITU (INTERNATIONAL TELECOMMUNICATION UNION)	INTERNET LIVE STATS	CIA WORLD FACTBOOK
37.67 MILLION	39.21 MILLION	39.21 MILLION	37.00 MILLION

SOURCES: INTERNETWORLDSTATS; INTERNATIONAL TELECOMMUNICATION UNION (ITU); INTERNETLIVESTATS; CIA WORLD FACTBOOK.

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FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

EVERY DAY	AT LEAST ONCE PER WEEK	AT LEAST ONCE PER MONTH	LESS THAN ONCE PER MONTH
1	7	31	?
86%	10%	3%	1%

SOURCES: GOOGLE CONSUMER BAROMETER, JANUARY 2017. FIGURES BASED ON RESPONSES TO A SURVEY. **NOTE:** DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS.

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INTERNET CONNECTIONS: SPEED & DEVICES

AVERAGE INTERNET CONNECTION SPEEDS (IN KBPS), AND THE DEVICE THAT PEOPLE USE MOST OFTEN TO ACCESS THE INTERNET

AVERAGE INTERNET SPEED VIA FIXED CONNECTIONS	AVERAGE INTERNET SPEED VIA MOBILE CONNECTIONS	ACCESS THE INTERNET MOST OFTEN VIA A COMPUTER OR TABLET	ACCESS EQUALLY VIA A SMARTPHONE AND COMPUTER OR TABLET	ACCESS THE INTERNET MOST OFTEN VIA A SMARTPHONE
8,243 KBPS	11,027 KBPS	25%	35%	33%

SOURCES: AKAMAI STATE OF THE INTERNET REPORT, Q3 2016; GOOGLE CONSUMER BAROMETER, JANUARY 2017. FIGURES BASED ON RESPONSES TO A SURVEY.
NOTES: DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS. DEVICE USAGE PERCENTAGES MAY NOT SUM TO 100% DUE TO "DON'T KNOW" OR INCOMPLETE ANSWERS.

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SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS

LAPTOPS & DESKTOPS	MOBILE PHONES	TABLET DEVICES	OTHER DEVICES
63%	31%	6%	0.21%
YEAR-ON-YEAR CHANGE: -14%	YEAR-ON-YEAR CHANGE: +44%	YEAR-ON-YEAR CHANGE: +8%	YEAR-ON-YEAR CHANGE: +24%

SOURCES: STATCOUNTER, JANUARY 2017.

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WEEKLY ONLINE ACTIVITIES BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY

	CHECK EMAIL	VISIT A SOCIAL NETWORK	USE A SEARCH ENGINE	LOOK FOR PRODUCT INFORMATION	LISTEN TO MUSIC
SMARTPHONE:	49%	49%	54%	17%	16%
COMPUTER:	47%	34%	48%	15%	13%
TABLET:	16%	16%	19%	8%	4%

SOURCES: GOOGLE CONSUMER BAROMETER, JANUARY 2017. FIGURES BASED ON RESPONSES TO A SURVEY. **NOTE:** DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS.

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FREQUENCY OF WATCHING ONLINE VIDEO

HOW OFTEN INTERNET USERS WATCH ONLINE VIDEOS (ANY DEVICE)

WATCH ONLINE VIDEOS EVERY DAY	WATCH ONLINE VIDEOS EVERY WEEK	WATCH ONLINE VIDEOS EVERY MONTH	WATCH ONLINE VIDEOS LESS THAN ONCE A MONTH	NEVER WATCH ONLINE VIDEOS
1	7	31	?	X
31%	26%	11%	5%	28%

SOURCES: GOOGLE CONSUMER BAROMETER, JANUARY 2017. FIGURES BASED ON RESPONSES TO A SURVEY. **NOTE:** DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS.

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HOW INTERNET USERS WATCH TELEVISION

COMPARISON OF THE METHODS AND DEVICES USED FOR ACCESSING AND DISPLAYING 'TELEVISION' CONTENT

REGULAR TELEVISION ON A TV SET	RECORDED CONTENT ON A TV SET	CATCH-UP / ON-DEMAND SERVICE ON TV SET	ONLINE CONTENT STREAMED ON A TV SET	ONLINE CONTENT STREAMED ON ANOTHER DEVICE
89%	20%	10%	11%	13%

SOURCES: GOOGLE CONSUMER BAROMETER, JANUARY 2017. FIGURES BASED ON RESPONSES TO A SURVEY. **NOTE:** DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS.

JAN 2017

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS	ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION	TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE	ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION
31.00 MILLION	52%	28.00 MILLION	47%

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA. PENETRATION FIGURES BASED ON POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU.

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FACEBOOK USAGE ANALYSIS

A BREAKDOWN OF FACEBOOK USERS BY DEVICE, FREQUENCY OF USE, AND GENDER OF USER

TOTAL NUMBER OF MONTHLY ACTIVE FACEBOOK USERS	PERCENTAGE OF FACEBOOK USERS ACCESSING VIA MOBILE	PERCENTAGE OF FACEBOOK USERS USING FACEBOOK EACH DAY	PERCENTAGE OF FACEBOOK PROFILES DECLARED AS FEMALE	PERCENTAGE OF FACEBOOK PROFILES DECLARED AS MALE
31.00 MILLION	90%	74%	48%	52%

SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2017.

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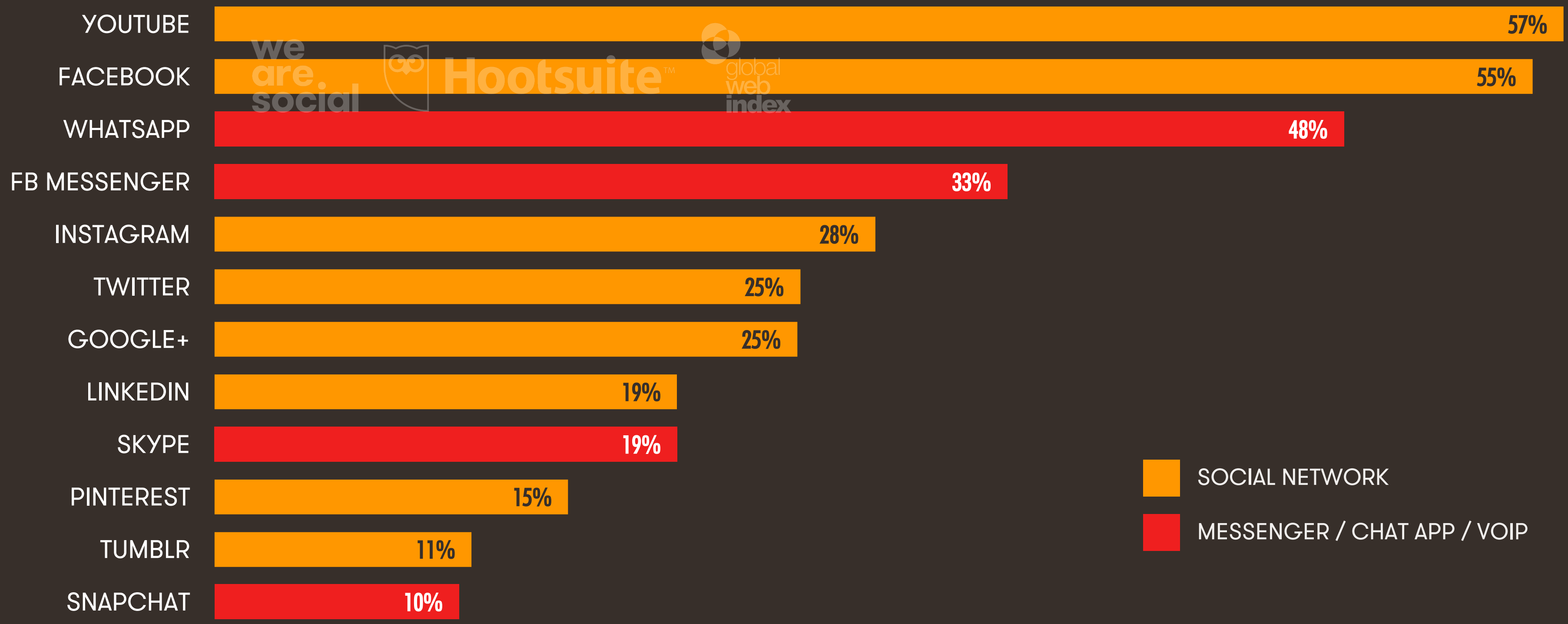
MOST ACTIVE SOCIAL MEDIA PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



SOURCES: GLOBALWEBINDEX, Q3 & Q4 2016. BASED ON A SURVEY OF INTERNET USERS AGED 16-64. **NOTE:** DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION. PENETRATION FIGURES BASED ON POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU.

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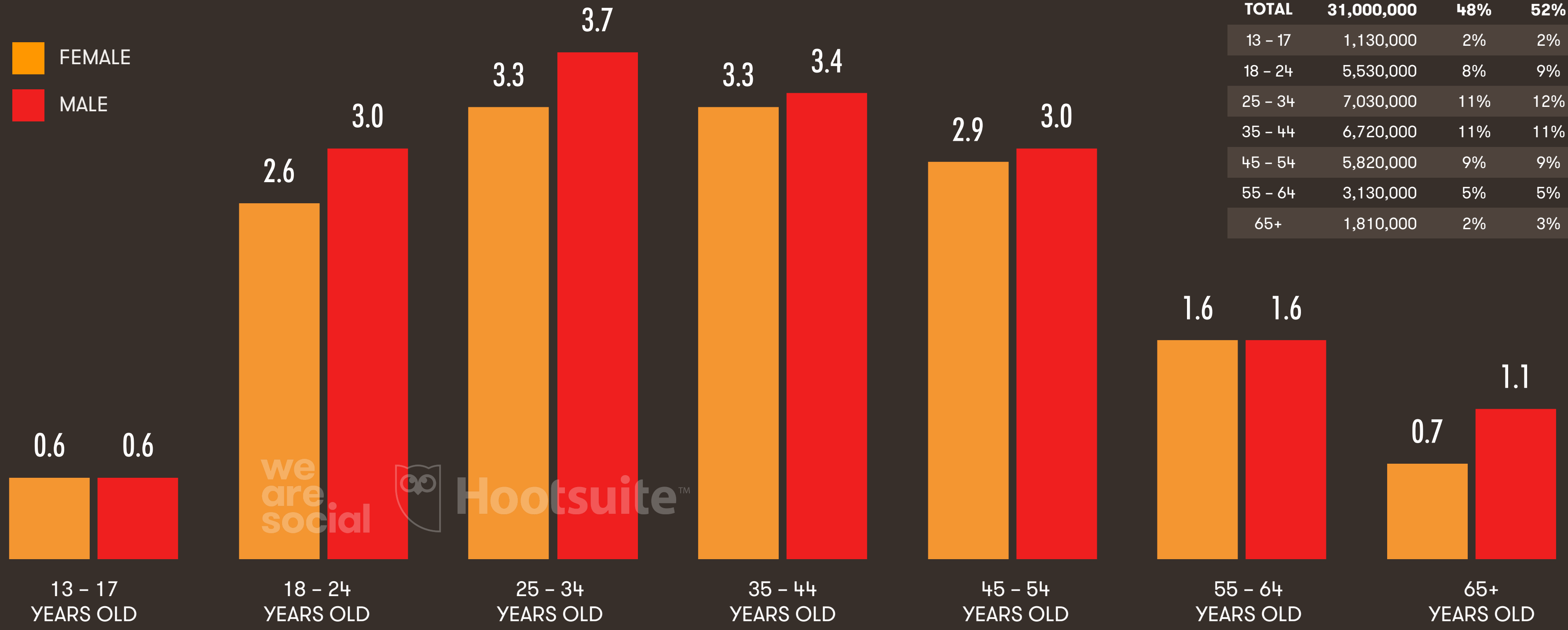
PROFILE OF FACEBOOK USERS

BREAKDOWN OF THE COUNTRY'S FACEBOOK'S USERS BY AGE AND GENDER, IN MILLIONS

AGE	TOTAL	FEMALE	MALE
TOTAL	31,000,000	48%	52%
13 – 17	1,130,000	2%	2%
18 – 24	5,530,000	8%	9%
25 – 34	7,030,000	11%	12%
35 – 44	6,720,000	11%	11%
45 – 54	5,820,000	9%	9%
55 – 64	3,130,000	5%	5%
65+	1,810,000	2%	3%



SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2017. **NOTES:** THE 'TOTAL' COLUMN OF THE INSET TABLE SHOWS ORIGINAL VALUES, WHILE GRAPH VALUES HAVE BEEN DIVIDED BY ONE MILLION. TABLE PERCENTAGES REPRESENT THE RESPECTIVE GENDER AND AGE GROUP'S SHARE OF TOTAL NATIONAL FACEBOOK USERS. TABLE VALUES MAY NOT SUM EXACTLY DUE TO ROUNDING IN THE SOURCE DATA.

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MOBILE USERS vs. MOBILE CONNECTIONS

COMPARING THE NUMBER OF UNIQUE MOBILE USERS TO THE NUMBER OF MOBILE CONNECTIONS / SUBSCRIPTIONS

NUMBER OF UNIQUE MOBILE USERS (ANY TYPE OF HANDSET)	MOBILE PENETRATION (UNIQUE USERS vs. TOTAL POPULATION)	NUMBER OF MOBILE CONNECTIONS (SUBSCRIPTIONS)	MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION	AVERAGE NUMBER OF CONNECTIONS PER UNIQUE MOBILE USER
50.77 MILLION	85%	76.74 MILLION	128%	1.51

SOURCES: UNIQUE MOBILE USERS: EXTRAPOLATION OF DATA FROM GSMA INTELLIGENCE, EMARKETER, AND ERICSSON; MOBILE CONNECTIONS: GSMA INTELLIGENCE, Q4 2016.

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MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS / SUBSCRIPTIONS (NOTE: NOT UNIQUE INDIVIDUALS)

TOTAL NUMBER OF MOBILE CONNECTIONS	MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAID	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID	PERCENTAGE OF MOBILE CONNECTIONS THAT ARE BROADBAND (3G & 4G)
76.74 MILLION	128%	81%	19%	77%

SOURCES: GSMA INTELLIGENCE, Q4 2016.

JAN 2017

GSMA MOBILE CONNECTIVITY INDEX

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

OVERALL COUNTRY INDEX SCORE	MOBILE NETWORK INFRASTRUCTURE	AFFORDABILITY OF DEVICES & SERVICES	CONSUMER READINESS	AVAILABILITY OF RELEVANT CONTENT & SERVICES
74.30	67.63	72.37	81.21	76.67
OUT OF A MAXIMUM POSSIBLE SCORE OF 100	OUT OF A MAXIMUM POSSIBLE SCORE OF 100	OUT OF A MAXIMUM POSSIBLE SCORE OF 100	OUT OF A MAXIMUM POSSIBLE SCORE OF 100	OUT OF A MAXIMUM POSSIBLE SCORE OF 100

SOURCES: GSMA INTELLIGENCE, Q4 2016. TO ACCESS THE COMPLETE MOBILE CONNECTIVITY INDEX, VISIT HTTP://WWW.MOBILECONNECTIVITYINDEX.COM/

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY

PERCENTAGE OF THE POPULATION USING MOBILE MESSENGERS	PERCENTAGE OF THE POPULATION WATCHING VIDEOS ON MOBILE	PERCENTAGE OF THE POPULATION PLAYING GAMES ON MOBILE	PERCENTAGE OF THE POPULATION USING MOBILE BANKING	PERCENTAGE OF THE POPULATION USING MOBILE MAP SERVICES
51%	61%	36%	25%	41%

SOURCES: GLOBALWEBINDEX, Q3 & Q4 2016. BASED ON A SURVEY OF INTERNET USERS AGED 16-64. **NOTE:** DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION. PENETRATION FIGURES BASED ON POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU.

JAN 2017

E-COMMERCE ACTIVITIES IN PAST 30 DAYS

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY

SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY	VISITED AN ONLINE RETAIL STORE	PURCHASED A PRODUCT OR SERVICE ONLINE	MADE AN ONLINE PURCHASE VIA A LAPTOP OR DESKTOP COMPUTER	MADE AN ONLINE PURCHASE VIA A MOBILE DEVICE
56%	59%	46%	38%	23%

SOURCES: GLOBALWEBINDEX, Q3 & Q4 2016. BASED ON A SURVEY OF INTERNET USERS AGED 16-64. **NOTE:** DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION. PENETRATION FIGURES BASED ON POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU.

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E-COMMERCE REVENUES

TOTAL VALUE OF THE CONSUMER (B2C) E-COMMERCE MARKET, AND AVERAGE E-COMMERCE REVENUE PER USER

NUMBER OF PEOPLE PURCHASING VIA E-COMMERCE	E-COMMERCE PENETRATION (NUMBER OF PURCHASERS vs. TOTAL POPULATION)	TOTAL VALUE OF NATIONAL E-COMMERCE MARKET IN 2016 (IN US$)	AVERAGE ANNUAL E-COMMERCE REVENUE PER USER IN 2016 (IN US$)
18.09 MILLION	30%	$10.0 BILLION	$555

SOURCES: STATISTA DIGITAL MARKET OUTLOOK, E-COMMERCE INDUSTRY, JANUARY 2017. **NOTE:** NUMBERS HAVE BEEN REBASED TO SHOW PENETRATION AGAINST TOTAL POPULATION.

MORE INFORMATION

SPECIAL THANKS: GLOBALWEBINDEX

GlobalWebIndex is the world's largest market research study on the digital consumer, spanning 37 countries, 4,500 data points, and conducting fieldwork 4 times a year:

90% GLOBAL COVERAGE

37 MARKETS & 200,000 INTERVIEWS PER YEAR

QUARTERLY DATA COLLECTION

TOTAL DEVICE COVERAGE

Find out more: **http://www.globalwebindex.net/**

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 **http://www.gsmaintelligence.com**

SPECIAL THANKS: STATISTA

statista

We would like to offer our thanks to Statista for providing data from its Digital Market Outlook in the development of our 2017 Global Digital reports. Statista is one of the world's largest online statistics databases. Their Digital Market Outlook provides forecasts, detailed market insights, and key indicators on 9 digital verticals including e-commerce, digital media, smart home, and eHealth, with 36 segments across 50 international digital economies.

78% OF GLOBAL INTERNET POPULATION

50 DIGITAL ECONOMIES

90% OF WORLDWIDE ECONOMIC POWER

MORE THAN 30,000 INTERACTIVE STATISTICS

Learn more about Statista's Digital Market Outlook at **http://www.statista.com/**

SPECIAL THANKS

We'd also like to offer our thanks to the following data providers for publishing much of the valuable data included in this year's report:

GOOGLE

AKAMAI

STATCOUNTER

ERICSSON

Lastly, we'd like to say a big thank you to the **TheNounProject.com**, who provided much of the inspiration for the icons used in this report.

DATA SOURCES USED IN THIS REPORT

POPULATION DATA: United Nations World Population Prospects, 2015 Revision; US Census Bureau (data up to January 2017); United Nations World Urbanization Prospects, 2014 Revision.

INTERNET USER DATA: InternetWorldStats (data up to January 2017); ITU *Individuals Using the Internet*, 2015; CIA World Factbook (data up to January 2017); The China Internet Network Information Center; The Telecom Regulatory Authority of India; Asosiasi Penyelenggara Jasa Internet Indonesia; Nigerian Communications Commission; Ugandan Communications Commission, Nepal Telecommunications Authority, various local regulatory authorities; Akamai's *State of the Internet* report (Q3 2016). Time spent, and mobile internet usage and penetration data extrapolated from GlobalWebIndex, Q3 & Q4 2016*. Share of web traffic data from StatCounter (data up to January 2017). Frequency of internet use data from Google Consumer Barometer (data up to January 2017)**.

SOCIAL MEDIA AND MOBILE SOCIAL MEDIA DATA: Latest reported monthly active user data from Facebook, Tencent, VKontakte, LINE, Kakao, Google, Sina, Twitter, Skype, Yahoo!, Viber, Baidu, and Snapchat (data up to January 2017). Social media usage data and time spent on social media taken directly or extrapolated from GlobalWebIndex, Q3 & Q4 2016. Facebook age and gender figures and daily usage figures extrapolated from Facebook-reported data, January 2017. Sincere thanks to Niki Aghaei for her assistance with collecting and understanding social media user data for Iran and the Middle East overall.

MOBILE PHONE USERS, CONNECTIONS AND MOBILE BROADBAND DATA: Latest reported national data from GSMA Intelligence (Q4 2016); extrapolated data from eMarketer; extrapolated global data from GSMA Intelligence (data up to January 2017); Ericsson Mobility Report (November 2016); usage data extrapolated from GlobalWebIndex Q3 & Q4 2016; Akamai's *State of the Internet* report (Q3 2016); Google Consumer Barometer (data up to January 2017)**; GSMA Intelligence Mobile Connectivity Index (data up to January 2017) – for more information, visit http://www.mobileconnectivityindex.com/

E-COMMERCE DATA: GlobalWebIndex Q3 & Q4 2016; Statista Digital Market Outlook , e-Commerce industry (data up to January 2017); Google Consumer Barometer (data up to January 2017)**.

DIGITAL DEVICE OWNERSHIP DATA: Google Consumer Barometer (data up to January 2017)**.

NOTES: 'Annual growth' figures are calculated using the data we reported in We Are Social's *Digital in 2016* report. *GlobalWebIndex surveys more than 700,000 internet users aged 16 to 64 ever quarter across 37 countries around the world, representing 90% of the global internet population. **Google's Consumer Barometer polls a nationally representative total population (online & offline) aged 16+ in each country surveyed except in Argentina, Brazil, China, India, South Korea, Malaysia, Mexico, Philippines, Vietnam, and the USA, where the sample base is aged 18+, and Japan, where the sample base is aged 20+. For more details, visit http://consumerbarometer.com/.

IMPORTANT NOTES

We Are Social and Hootsuite compiled this compendium of digital, social, and mobile media statistics on an ad-hoc basis, but on occasion, it may be necessary to alter or update the information and data contained herein. To ensure you have the most up-to-date version of this report, please visit http://bit.ly/GD2017GR.

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We call this social thinking.

We're already helping many of the world's top brands, including adidas, Unilever, Diageo, Nestlé, Heinz, and LVMH.

If you'd like to learn more about how we can help you too, visit http://wearesocial.com.

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