



# GLOBAL STATSHOT: DIGITAL IN Q3 2017

THE LATEST ESSENTIAL INTERNET, SOCIAL MEDIA, AND MOBILE STATS FROM AROUND THE WORLD

we  
are  
social



Hootsuite™

**we  
are  
social**



**Hootsuite™**



# GLOBAL OVERVIEW

AUG  
2017

# GLOBAL DIGITAL SNAPSHOT

THE LATEST NUMBERS FOR INTERNET, SOCIAL MEDIA, AND MOBILE USAGE AROUND THE WORLD

TOTAL  
POPULATION



we  
are  
social

7.524

BILLION

URBANISATION:

54%

INTERNET  
USERS



3.819

BILLION

PENETRATION:

51%

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

3.028

BILLION

PENETRATION:

40%

UNIQUE  
MOBILE USERS



5.052

BILLION

PENETRATION:

67%

ACTIVE MOBILE  
SOCIAL USERS



2.780

BILLION

PENETRATION:

37%

AUG  
2017

# QUARTERLY GROWTH

CHANGE IN KEY STATISTICAL INDICATORS IN THE PAST QUARTER

INTERNET  
USERS



we  
are  
social

**+0.2%**

SINCE APR 2017

**+8 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+4%**

SINCE APR 2017

**+121 MILLION**

UNIQUE  
MOBILE USERS



we  
are  
social

**+2%**

SINCE APR 2017

**+92 MILLION**

ACTIVE MOBILE  
SOCIAL USERS



**+3%**

SINCE APR 2017

**+82 MILLION**



# GLOBAL INTERNET USE

AUG  
2017

# GLOBAL INTERNET USE AND PENETRATION

INTERNET AND MOBILE INTERNET USER NUMBERS COMPARED TO POPULATION

TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**3.819**  
BILLION



INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**51%**

we  
are  
social

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



**3.507**  
BILLION



MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
TOTAL INTERNET USERS



**92%**

AUG  
2017

# SHARE OF WEB TRAFFIC BY DEVICE

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

LAPTOPS &  
DESKTOPS



41%

YEAR-ON-YEAR CHANGE:

-18%

MOBILE  
PHONES



we  
are  
social

54%

YEAR-ON-YEAR CHANGE:

+21%

TABLET  
DEVICES



StatCounter

5%

YEAR-ON-YEAR CHANGE:

-7%

OTHER  
DEVICES



0.14%

YEAR-ON-YEAR CHANGE:

+27%





# GLOBAL SOCIAL MEDIA USE

**AUG  
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



we  
are  
social

**3.028**  
BILLION

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**40%**

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



we  
are  
social

**2.780**  
BILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION

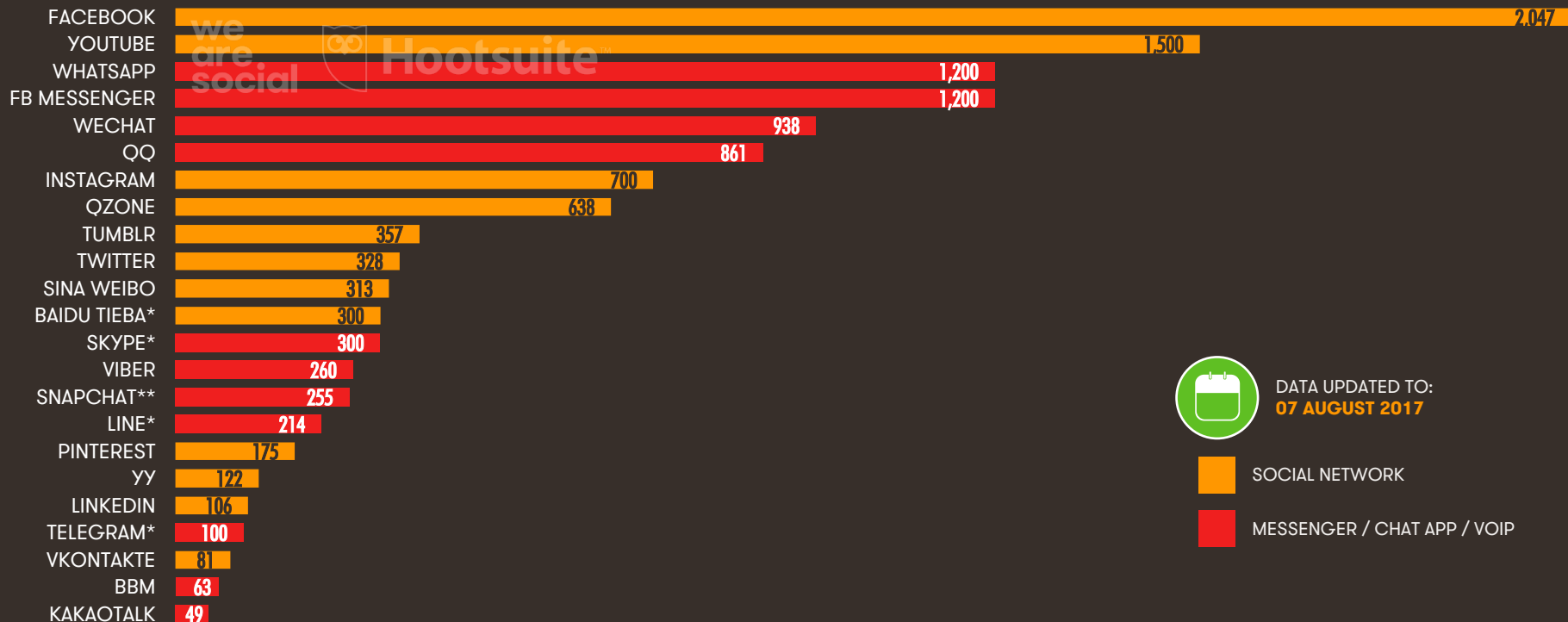


**37%**

AUG  
2017

# ACTIVE USERS OF KEY GLOBAL SOCIAL PLATFORMS

BASED ON THE MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS FOR EACH PLATFORM, IN MILLIONS



DATA UPDATED TO:  
07 AUGUST 2017



SOCIAL NETWORK



MESSENGER / CHAT APP / VOIP

AUG  
2017

# FACEBOOK USAGE ANALYSIS

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

TOTAL NUMBER OF  
MONTHLY ACTIVE  
FACEBOOK USERS



2.046  
BILLION

we  
are  
social

FACEBOOK USERS  
ACCESSING VIA  
MOBILE DEVICES\*



87%



FACEBOOK USERS  
USING FACEBOOK  
EACH DAY



59%

we  
are  
social

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS FEMALE



44%



PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS MALE



56%



# GLOBAL MOBILE USE

AUG  
2017

# MOBILE USERS & MOBILE CONNECTIONS

COMPARING THE NUMBER OF UNIQUE INDIVIDUALS USING MOBILE PHONES TO THE NUMBER OF MOBILE SUBSCRIPTIONS IN USE

TOTAL NUMBER  
OF MOBILE USERS  
(UNIQUE INDIVIDUALS)



5.052  
BILLION



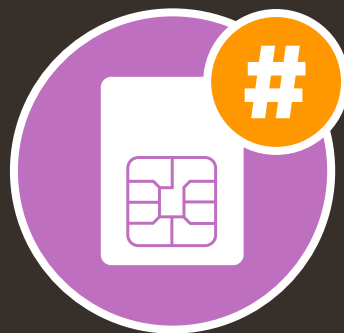
MOBILE PENETRATION  
(UNIQUE USERS vs.  
TOTAL POPULATION)



67%



TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



8.228  
BILLION



SMARTPHONE CONNECTIONS  
AS A PERCENTAGE OF TOTAL  
MOBILE CONNECTIONS



55%

AUG  
2017

# PERSPECTIVE: MOBILE USERS vs. CONNECTIONS

COMPARING THE NUMBER OF UNIQUE INDIVIDUALS USING MOBILE PHONES TO THE NUMBER OF MOBILE SUBSCRIPTIONS IN USE

## GSMA INTELLIGENCE DATA

TOTAL NUMBER  
OF MOBILE USERS  
(UNIQUE INDIVIDUALS)



**5.052**  
BILLION

TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



**8.228**  
BILLION



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social

## ERICSSON MOBILITY REPORT DATA

TOTAL NUMBER  
OF MOBILE USERS  
(UNIQUE INDIVIDUALS)



**5.200**  
BILLION

TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



**7.600**  
BILLION

AUG  
2017

# SHARE OF MOBILE WEB BY MOBILE OS

BASED ON EACH OPERATING SYSTEM'S SHARE OF ALL GLOBAL MOBILE WEB REQUESTS

PERCENTAGE OF MOBILE  
WEB REQUESTS FROM  
ANDROID WEBKIT DEVICES



we  
are  
social

StatCounter

72.9%

PERCENTAGE OF MOBILE  
WEB REQUESTS FROM  
APPLE IOS DEVICES



19.4%

PERCENTAGE OF MOBILE WEB  
REQUESTS FROM OTHER  
MOBILE OPERATING SYSTEMS



StatCounter

7.7%



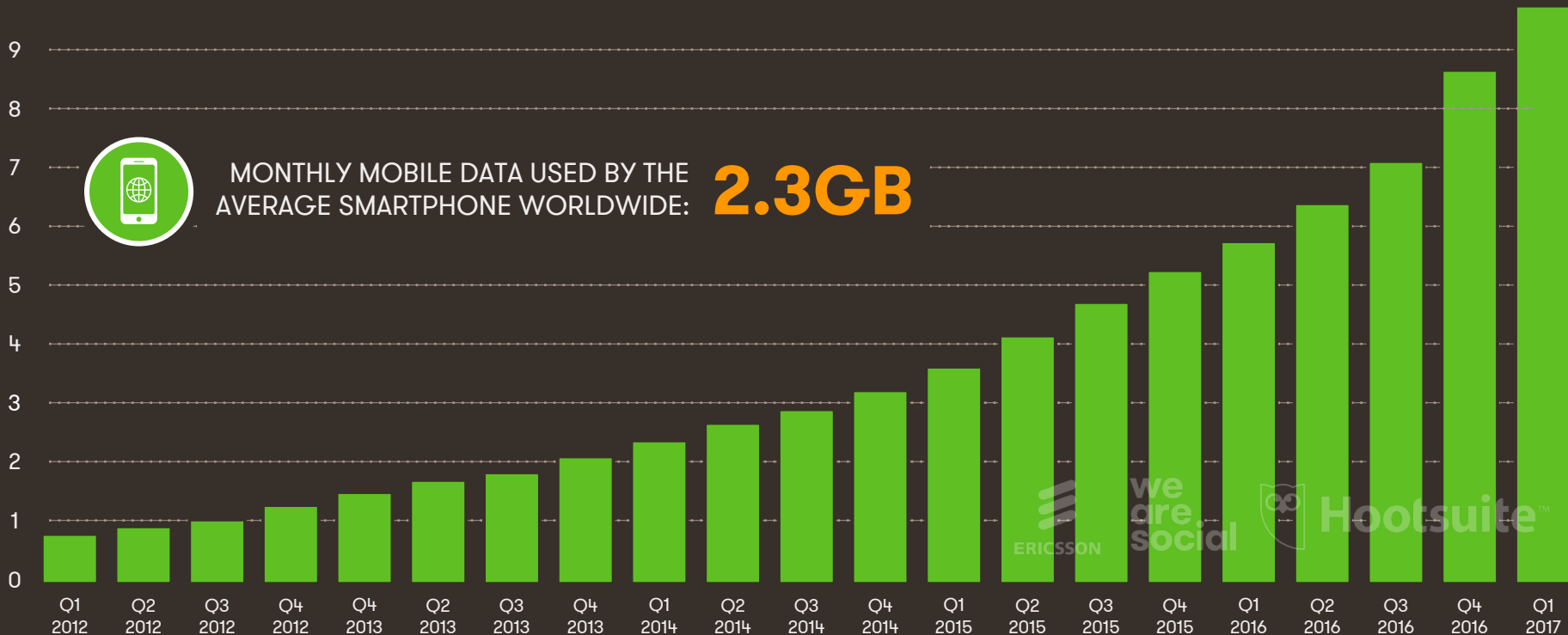
AUG  
2017

# GLOBAL MOBILE DATA GROWTH

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



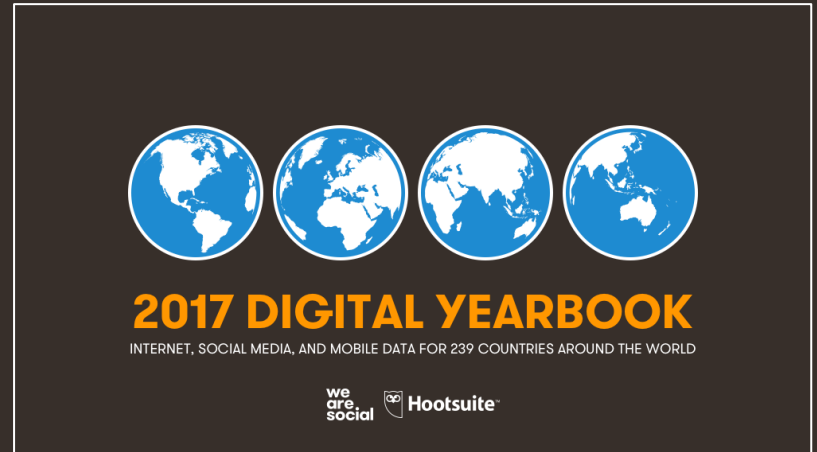
MONTHLY MOBILE DATA USED BY THE  
AVERAGE SMARTPHONE WORLDWIDE: **2.3GB**



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[BIT.LY/GD2017GO](https://bit.ly/GD2017GO)



[BIT.LY/GD2017YB](https://bit.ly/GD2017YB)



# MORE INFORMATION



Hootsuite is the most widely used social media management platform, used by over 15 million people around the globe and trusted by more than 800 of the Fortune 1000.

Hootsuite's battle-tested technology, extensive ecosystem, and social DNA help organizations to champion the power of human connections at scale.

To learn more, visit <http://www.hootsuite.com>.

# we are social

We are a global agency. We deliver world-class creative ideas with forward-thinking brands. We believe in people, not platforms, and the power of social insight to drive business value.

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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