



DIGITAL 2019

ECUADOR

ALL THE DATA AND TRENDS YOU NEED TO UNDERSTAND INTERNET,
SOCIAL MEDIA, MOBILE, AND E-COMMERCE BEHAVIOURS IN 2019

we
are
social



Hootsuite™

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social**



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DIGITAL 2019

ALL THE DATA AND TRENDS YOU NEED TO UNDERSTAND INTERNET, SOCIAL MEDIA, MOBILE, AND E-COMMERCE BEHAVIOURS IN 2019



**CLICK HERE TO READ OUR DIGITAL 2019
GLOBAL OVERVIEW REPORT, WITH MORE
THAN 200 PAGES OF ESSENTIAL CHARTS
AND INSIGHTS FROM AROUND THE WORLD**



DIGITAL 2019

GLOBAL DIGITAL YEARBOOK

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD



**CLICK HERE TO READ OUR DIGITAL 2019
GLOBAL DIGITAL YEARBOOK, WITH
ESSENTIAL HEADLINE DIGITAL DATA
FOR EVERY COUNTRY IN THE WORLD**

CLICK THE LINKS BELOW TO ACCESS OUR IN-DEPTH LOCAL REPORTS

GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	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.	BULGARIA	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	TFYR 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.	FALKLAND IS.	IRAQ	MALDIVES	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALI	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	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	KAZAKHSTAN	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
BONAIRE, ST. EUSTATIUS & SABA	CZECH REP.	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NAURU	ST. HELENA	TAIWAN	ZIMBABWE



GLOBAL OVERVIEW

JAN
2019

DIGITAL AROUND THE WORLD IN 2019

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

TOTAL
POPULATION



7.676
BILLION

URBANISATION:

56%

UNIQUE
MOBILE USERS



5.112
BILLION

PENETRATION:

67%

INTERNET
USERS



4.388
BILLION

PENETRATION:

57%

ACTIVE SOCIAL
MEDIA USERS



3.484
BILLION

PENETRATION:

45%

MOBILE SOCIAL
MEDIA USERS



3.256
BILLION

PENETRATION:

42%



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are
social



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ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

TOTAL
POPULATION



+1.1%

JAN 2018 – JAN 2019

+84 MILLION

UNIQUE
MOBILE USERS



+2.0%

JAN 2018 – JAN 2019

+100 MILLION

INTERNET
USERS



+9.1%

JAN 2018 – JAN 2019

+367 MILLION

ACTIVE SOCIAL
MEDIA USERS



+9.0%

JAN 2018 – JAN 2019

+288 MILLION

MOBILE SOCIAL
MEDIA USERS



+10%

JAN 2018 – JAN 2019

+297 MILLION



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are
social



we
are
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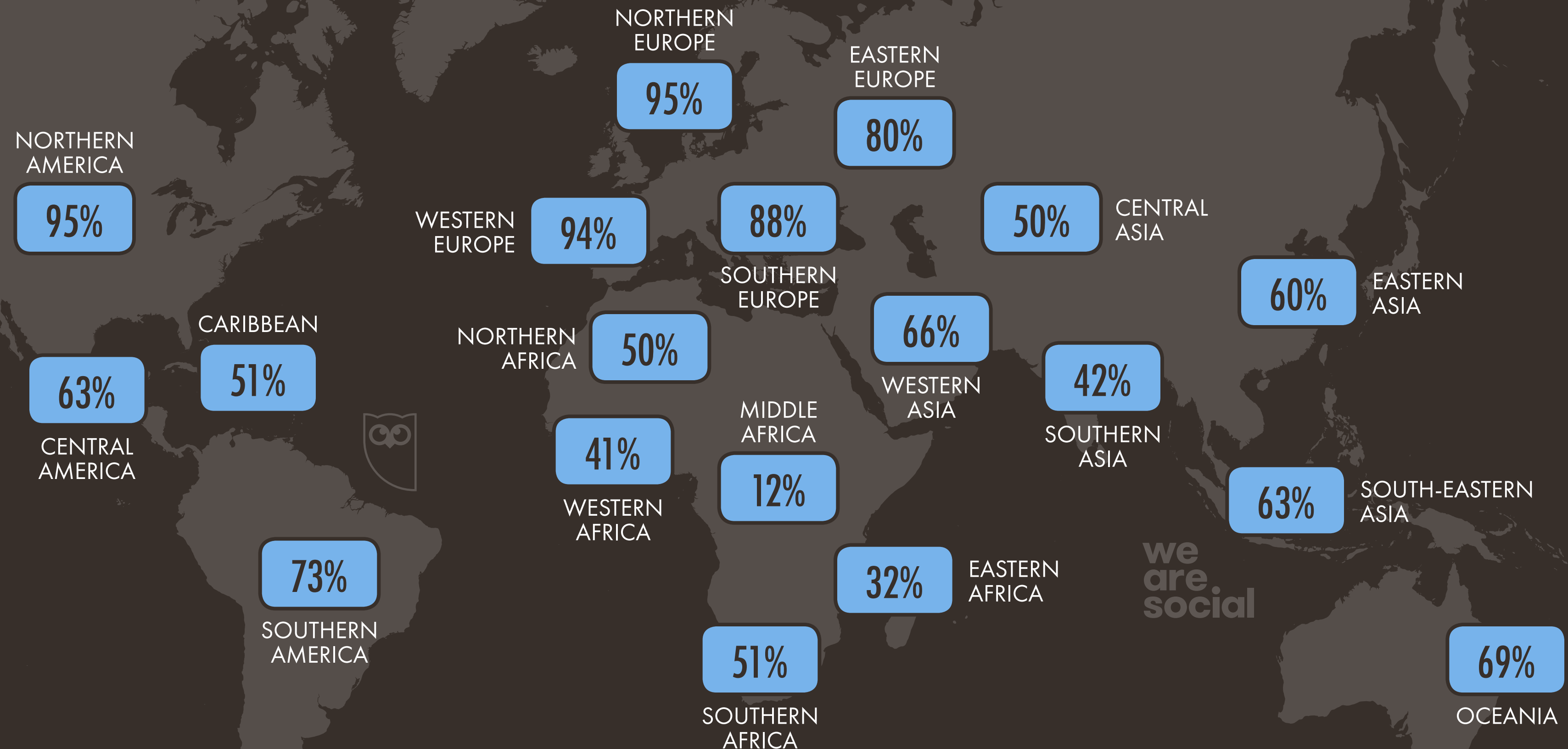
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INTERNET PENETRATION BY REGION

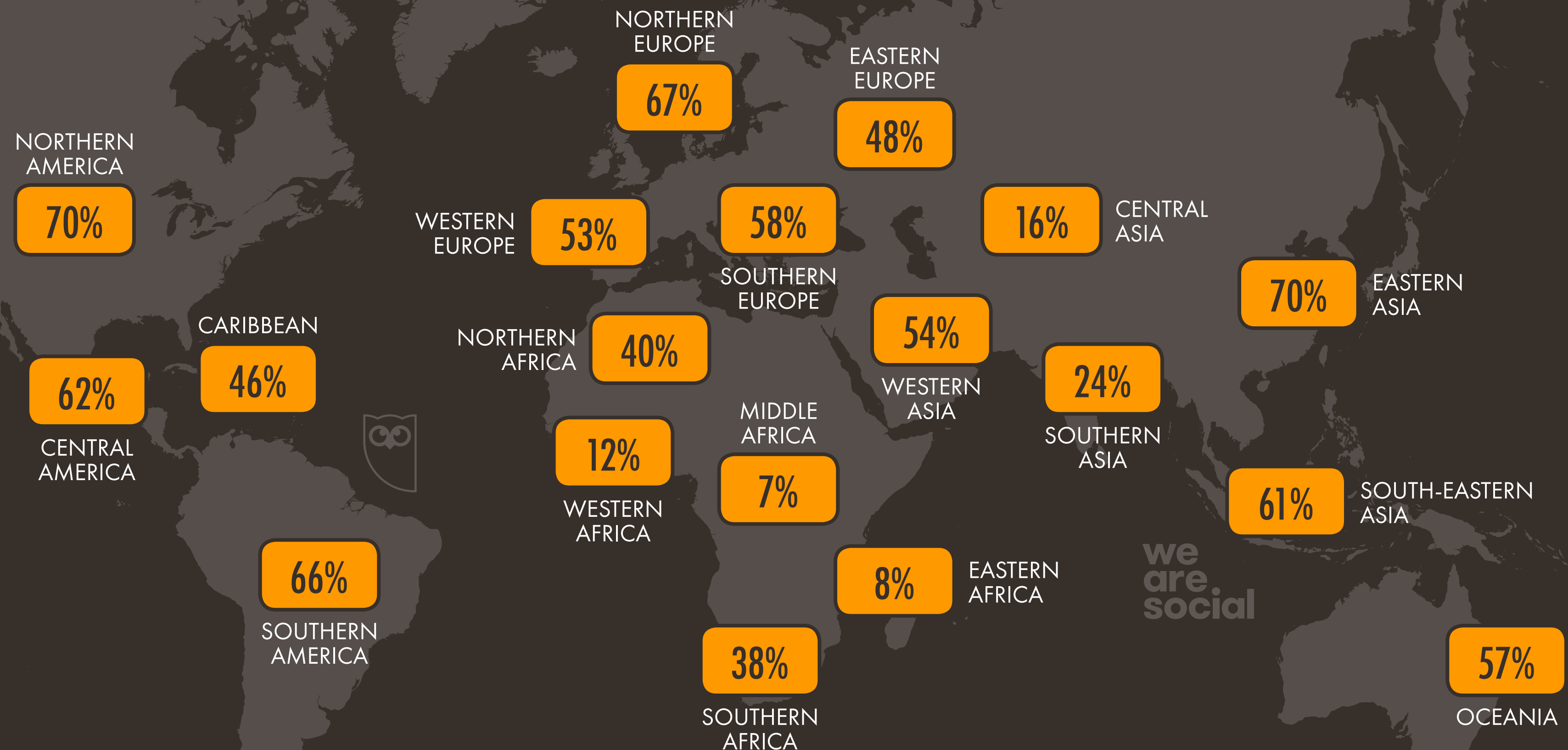
INTERNET USE BY REGION, COMPARING THE NUMBER OF INTERNET USERS TO TOTAL POPULATION (REGARDLESS OF AGE)



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SOCIAL MEDIA PENETRATION BY REGION

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE PLATFORMS IN EACH COUNTRY / TERRITORY, COMPARED TO TOTAL POPULATION

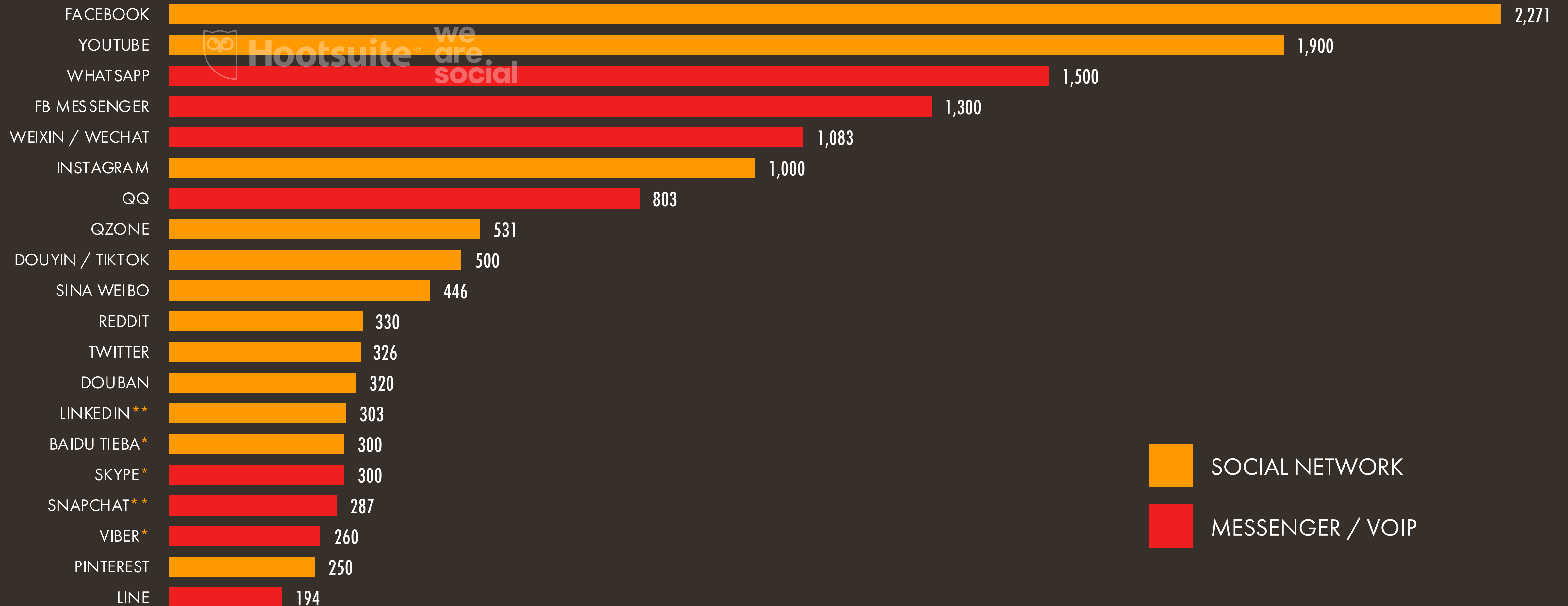


SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE BASED ON TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHHEME.

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SOCIAL PLATFORMS: ACTIVE USER ACCOUNTS

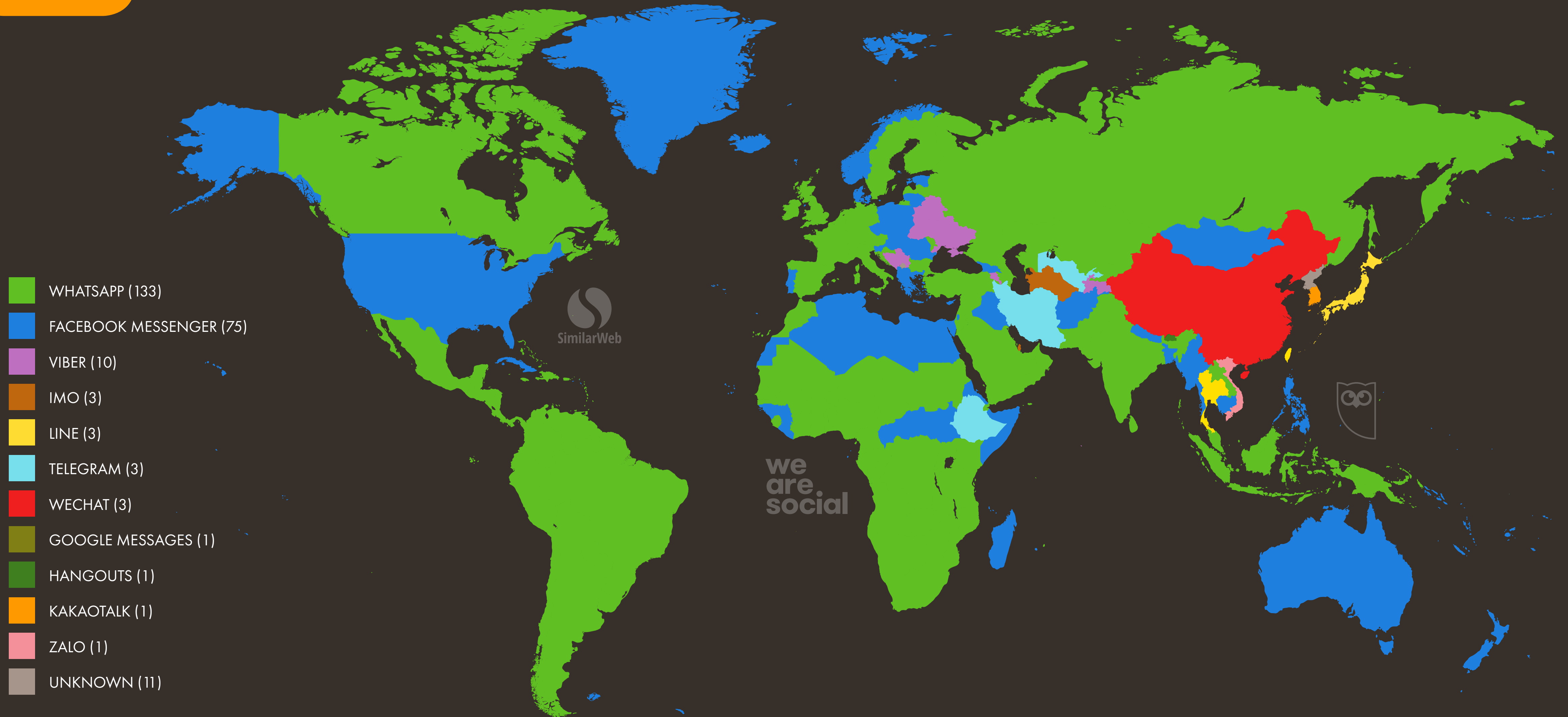
BASED ON MONTHLY ACTIVE USERS, USER ACCOUNTS, OR UNIQUE VISITORS TO EACH PLATFORM, IN MILLIONS



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TOP SOCIAL MESSENGERS AROUND THE WORLD

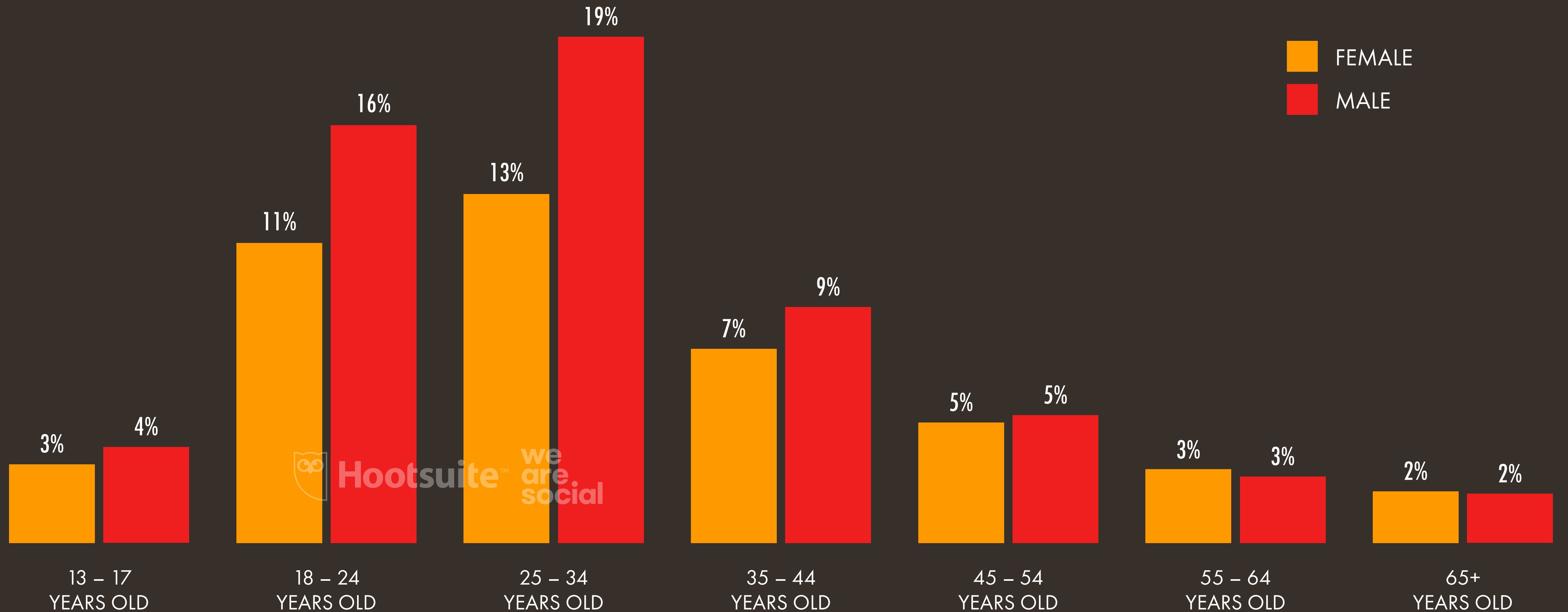
THE MOST POPULAR MESSENGER APP BY COUNTRY / TERRITORY IN DECEMBER 2018



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SOCIAL MEDIA AUDIENCE PROFILE

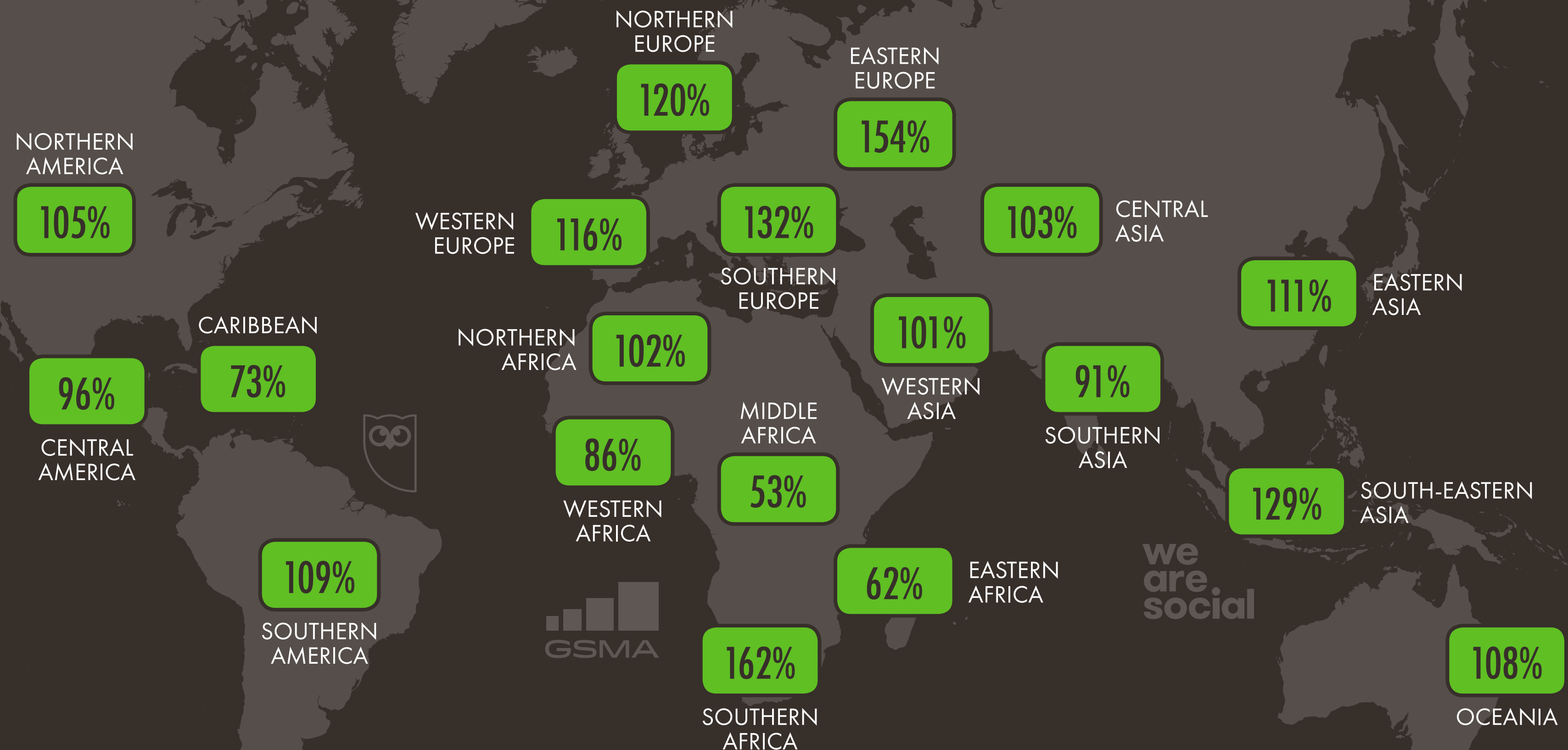
BASED ON THE COMBINED ADVERTISING AUDIENCES OF FACEBOOK, INSTAGRAM, AND FACEBOOK MESSENGER



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MOBILE CONNECTIVITY BY REGION

THE NUMBER OF MOBILE SUBSCRIPTIONS COMPARED TO TOTAL POPULATION (NOTE: NOT UNIQUE USERS)





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



TOTAL
POPULATION



16.98
MILLION

URBANISATION:

64%

MOBILE
SUBSCRIPTIONS



14.77
MILLION

vs. POPULATION:

87%

INTERNET
USERS



13.48
MILLION

PENETRATION:

79%

ACTIVE SOCIAL
MEDIA USERS



12.00
MILLION

PENETRATION:

71%

MOBILE SOCIAL
MEDIA USERS



11.00
MILLION

PENETRATION:

65%



JAN
2019

ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



TOTAL
POPULATION



+1.4%

JAN 2018 – JAN 2019

+241 THOUSAND

MOBILE
SUBSCRIPTIONS



we
are
social

+6.8%

JAN 2018 – JAN 2019

+934 THOUSAND

INTERNET
USERS



+0.04%

JAN 2018 – JAN 2019

+4,951

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+9.1%

JAN 2018 – JAN 2019

+1 MILLION

MOBILE SOCIAL
MEDIA USERS



+10%

JAN 2018 – JAN 2019

+1 MILLION

JAN
2019

OVERVIEW: POPULATION & ECONOMY

ESSENTIAL DEMOGRAPHIC AND ECONOMIC INDICATORS



TOTAL
POPULATION



16.98
MILLION

FEMALE
POPULATION



50.0%

MALE
POPULATION



50.0%

ANNUAL CHANGE
IN POPULATION SIZE



+1.4%

MEDIAN
AGE



28.1

URBAN
POPULATION



64%

GDP PER CAPITA (PPP)
(CURRENT INTERNATIONAL \$)*



\$11,617

OVERALL LITERACY
(ADULTS AGED 15+)



94%

FEMALE LITERACY
(ADULTS AGED 15+)



93%

MALE LITERACY
(ADULTS AGED 15+)



95%



INTERNET USE

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INTERNET USE: DEVICE PERSPECTIVE

BASED ON ACTIVE INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

13.48
MILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



global
web
index

79%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

12.35
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE
OF TOTAL POPULATION



73%

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INTERNET USERS: DIFFERENT PERSPECTIVES

DIFFERENT PERSPECTIVES ON THE NUMBER OF INTERNET USERS, FROM SOME OF THE WORLD'S MOST COMPREHENSIVE STUDIES



INTERNET
WORLD STATS



13.48
MILLION

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



9.73
MILLION

WORLD
BANK



9.73
MILLION

CIA WORLD
FACTBOOK



8.69
MILLION

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INTERNET CONNECTION SPEEDS

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



AVERAGE SPEED OF
MOBILE INTERNET
CONNECTIONS



22.80
MBPS

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



+19%

AVERAGE SPEED OF
FIXED INTERNET
CONNECTIONS



13.54
MBPS

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



+25%

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ALEXA'S TOP WEBSITES

RANKING OF WEBSITES BY THE NUMBER OF VISITORS AND TOTAL PAGE VIEWS



#	WEBSITE	TIME / DAY	PAGES / VISIT
01	GOOGLE.COM	07M 42S	9.54
02	YOUTUBE.COM	08M 47S	5.02
03	ELCOMERCIO.COM	05M 14S	2.48
04	FACEBOOK.COM	09M 43S	4.03
05	GOOGLE.COM.EC	07M 25S	7.78
06	LIVE.COM	03M 53S	3.76
07	ELUNIVERSO.COM	03M 42S	2.69
08	ECUAVISA.COM	03M 11S	2.10
09	THESTARTMAGAZINE.COM	15M 23S	12.28
10	YAHOO.COM	04M 01S	3.60

#	WEBSITE	TIME / DAY	PAGES / VISIT
11	WIKIPEDIA.ORG	04M 15S	3.15
12	TELEAMAZONAS.COM	01M 38S	1.62
13	FOROSECUADOR.EC	02M 17S	1.64
14	BLOGSPOT.COM	03M 07S	2.43
15	TCTELEVISION.COM	01M 55S	1.78
16	MSN.COM	03M 40S	2.48
17	PICHINCHA.COM	06M 04S	4.99
18	SRI.GOB.EC	12M 39S	7.67
19	NETFLIX.COM	02M 04S	1.79
20	MERCADOLIBRE.COM.EC	07M 02S	5.92

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TOP GOOGLE SEARCH QUERIES IN 2018

BASED ON SEARCHES THROUGHOUT 2018



#	SEARCH QUERY	INDEX
01	FACEBOOK	100
02	YOUTUBE	56
03	TRADUCTOR	47
04	INICIAR SESION	39
05	HOTMAIL	38
06	GOOGLE	33
07	FACEBOOK INICIAR SESION	27
08	IMAGENES	22
09	JUEGOS	20
10	IESS	19

#	SEARCH QUERY	INDEX
11	PICHINCHA	18
12	GMAIL	17
13	MUSICA	16
14	FRASES	15
15	OLX	15
16	WHATSAPP	14
17	BANCO PICHINCHA	14
18	SRI	14
19	FRIV	12
20	MP3	11



SOCIAL MEDIA USE

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SOCIAL MEDIA OVERVIEW

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE SOCIAL MEDIA PLATFORMS



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



12.00
MILLION

ACTIVE SOCIAL MEDIA
USERS AS A PERCENTAGE
OF TOTAL POPULATION



71%

TOTAL NUMBER OF ACTIVE
SOCIAL USERS ACCESSING
VIA MOBILE DEVICES



11.00
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



65%

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SOCIAL MEDIA ADVERTISING AUDIENCES

A COMPARISON OF THE TOTAL ADDRESSABLE ADVERTISING AUDIENCE* OF SELECTED SOCIAL MEDIA PLATFORMS



TOTAL ADVERTISING
AUDIENCE ON FACEBOOK
(MONTHLY ACTIVE USERS)



12.00
MILLION

FEMALE
48%
MALE
52%

TOTAL ADVERTISING
AUDIENCE ON INSTAGRAM
(MONTHLY ACTIVE USERS)



3.90
MILLION

FEMALE
55%
MALE
45%

TOTAL ADVERTISING
AUDIENCE ON TWITTER
(MONTHLY ACTIVE USERS)



790.0
THOUSAND

FEMALE
30%
MALE
70%

TOTAL ADVERTISING
AUDIENCE ON SNAPCHAT
(MONTHLY ACTIVE USERS)



1.10
MILLION

FEMALE
70%
MALE
27%

TOTAL ADVERTISING
AUDIENCE ON LINKEDIN
(REGISTERED MEMBERS)



2.20
MILLION

FEMALE
46%
MALE
54%

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2019

SOCIAL MEDIA AUDIENCES: QUARTERLY GROWTH

THE QUARTERLY CHANGE IN THE TOTAL ADDRESSABLE ADVERTISING AUDIENCES* OF SELECTED SOCIAL MEDIA PLATFORMS



QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON FACEBOOK
(MONTHLY ACTIVE USERS)



we
are
social

0%

QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON INSTAGRAM
(MONTHLY ACTIVE USERS)



+2.6%

QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON TWITTER
(MONTHLY ACTIVE USERS)



we
are
social

-6.3%

QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON SNAPCHAT
(MONTHLY ACTIVE USERS)



-4.3%

QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON LINKEDIN
(REGISTERED MEMBERS)



+4.8%

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FACEBOOK AUDIENCE OVERVIEW

BASED ON FACEBOOK'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



we
are
social

12.00
MILLION

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON FACEBOOK



92%

QUARTER-ON-
QUARTER GROWTH
IN FACEBOOK
ADVERTISING REACH



we
are
social

0%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



48%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*



52%

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2019

FACEBOOK ACTIVITY FREQUENCY

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



NUMBER OF
FACEBOOK PAGES
LIKED (LIFETIME)



1

FEMALE

1

MALE

1

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



12

FEMALE

15

MALE

10

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



5

FEMALE

6

MALE

4

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



2

FEMALE

3

MALE

2

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



8

FEMALE

9

MALE

7

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INSTAGRAM AUDIENCE OVERVIEW

BASED ON INSTAGRAM'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



3.90
MILLION

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON INSTAGRAM



30%

QUARTER-ON-
QUARTER GROWTH
IN INSTAGRAM
ADVERTISING REACH



+2.6%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



55%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*



45%

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2019

TWITTER AUDIENCE OVERVIEW

BASED ON TWITTER'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



we
are
social

790.0
THOUSAND

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON TWITTER



6.0%

QUARTER-ON-
QUARTER GROWTH
IN TWITTER
ADVERTISING REACH



we
are
social

-6.3%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS FEMALE*



30%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS MALE*



70%

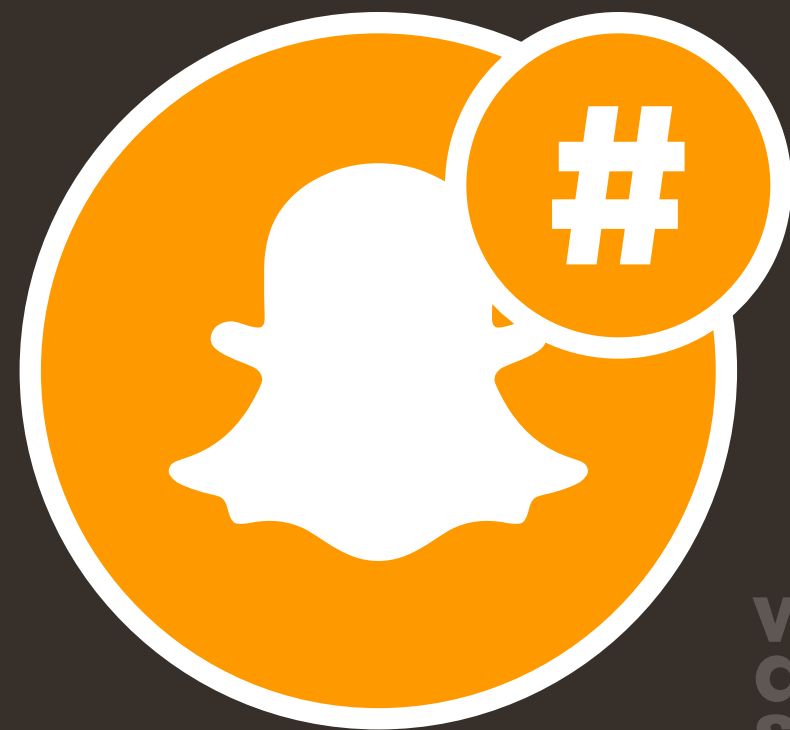
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SNAPCHAT AUDIENCE OVERVIEW

BASED ON SNAPCHAT'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



we
are
social

1.10
MILLION

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON SNAPCHAT



8.4%

QUARTER-ON-
QUARTER GROWTH
IN SNAPCHAT
ADVERTISING REACH



we
are
social

-4.3%

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS FEMALE*



70%

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS MALE*



27%

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LINKEDIN AUDIENCE OVERVIEW

BASED ON LINKEDIN'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



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



we
are
social

2.20
MILLION

PERCENTAGE OF ADULTS
AGED 18+ THAT CAN
BE REACHED WITH
ADVERTS ON LINKEDIN



19%

QUARTER-ON-
QUARTER GROWTH
IN LINKEDIN
ADVERTISING REACH



we
are
social

+4.8%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS FEMALE*



46%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS MALE*



54%

JAN
2019

TOP YOUTUBE SEARCH QUERIES IN 2018

BASED ON SEARCHES ON THE YOUTUBE PLATFORM THROUGHOUT 2018



#	SEARCH QUERY	INDEX
01	MUSICA	100
02	PELICULA	91
03	PELICULAS	52
04	SALSA	52
05	CANCIONES	52
06	ROSA DE GUADALUPE	42
07	LA ROSA DE GUADALUPE	33
08	BAD BUNNY	29
09	OZUNA	26
10	MÚSICA	25

#	SEARCH QUERY	INDEX
11	PELICULAS COMPLETAS	23
12	SOLO	22
13	RAP	21
14	ANUEL	21
15	REGGAETON	20
16	PELICULAS COMPLETAS EN ESPAÑOL	20
17	VACA LOLA	19
18	BELLA	19
19	DURA	18
20	VALLENATO	17



MOBILE USE

JAN
2019

MOBILE CONNECTIONS BY TYPE

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



TOTAL NUMBER
OF MOBILE
CONNECTIONS



we
are
social

14.77
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



GSMA

87%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



GSMA

74%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



GSMA

26%

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



94%

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2019

MOBILE CONNECTIVITY INDEX

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



OVERALL COUNTRY
INDEX SCORE



66.23

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



54.49

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AFFORDABILITY OF
DEVICES & SERVICES



66.23

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



74.57

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



71.49

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100





E-COMMERCE USE

JAN
2019

FINANCIAL INCLUSION FACTORS

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



HAS AN ACCOUNT WITH
A FINANCIAL INSTITUTION



we
are
social

51%

HAS A
CREDIT CARD



8.7%

HAS A MOBILE
MONEY ACCOUNT



we
are
social

2.9%

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



9.7%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



4.1%

PERCENTAGE OF MEN
WITH A CREDIT CARD



we
are
social

13%

PERCENTAGE OF WOMEN
MAKING ONLINE TRANSACTIONS



5.0%

PERCENTAGE OF MEN
MAKING ONLINE TRANSACTIONS



15%



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SPECIAL THANKS: GSMA INTELLIGENCE

The logo for GSMA Intelligence, featuring the text "GSMA" in a small red font above the word "Intelligence" in a larger black font, all contained within a white circular background.

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.gsmainelligence.com>



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INTELLIGENCE**



**APP
INTELLIGENCE**



**GLOBAL
COVERAGE**



**GRANULAR
ANALYSIS**

Learn more about SimilarWeb at <http://www.similarweb.com>

NOTES ON DATA SOURCES

POPULATION & DEMOGRAPHICS: United Nations World Population Prospects, 2017 Revision; US Census Bureau (accessed January 2019); United Nations World Urbanization Prospects, 2018 Revision.

LITERACY RATES: UNESCO Institute for Statistics; UNICEF Data; World Bank DataBank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook; Phrasebase (all accessed January 2019).

GDP & FINANCIAL INCLUSION DATA: World Bank DataBank; IMF Data; CIA World Factbook (all accessed January 2019).

DEVICE USAGE: Google Consumer Barometer (accessed January 2018). Note that data has not been updated in the past 12 months.

INTERNET USERS: InternetWorldStats; ITU Statistics; World Bank DataBank; CIA World Factbook; Eurostat Data Explorer; Facebook's self-serve advertising tools; Techrasa; MidEastMedia.org; local government authorities and telecom regulatory bodies; reports in reputable media (all accessed January 2019). **Mobile Internet share** based on data from GlobalWebIndex (Q2 & Q3 2018)*, and extrapolations of data

reported in Facebook's self-serve advertising tools. **Internet connection speed** data from Ookla Speedtest (December 2018). **Time spent** on the internet from GlobalWebIndex (Q2 & Q3 2018)*. **World's top websites** from SimilarWeb (December 2018) and Alexa (30 days to 16 January 2019). **Google search** insights from Google Trends (data for full year 2018). Data on use of **voice search** and **ad blockers** from GlobalWebIndex (Q2 & Q3 2018)*. **Privacy concern** insights from Statista Global Consumer Survey 2018. **Content streaming** insights from GlobalWebIndex (Q2 & Q3 2018)*. **Internet use frequency** data from Google Consumer Barometer (accessed January 2018).

SOCIAL MEDIA USERS: Company earnings announcements; press releases; remarks by senior platform executives at public events; statements on company websites; reports in reputable media. **Top messenger platforms** from SimilarWeb (December 2018).

SOCIAL MEDIA ADVERTISING AUDIENCES: data extracted from each platform's self-serve advertising tools (January 2019 and October 2018). Many data points involve further extrapolations of this data.

SOCIAL MEDIA BEHAVIOURS: **Time spent** on social media from GlobalWebIndex (Q2 & Q3 2018)*. **Facebook reach and engagement** data from Locowise (Q4 2018).

MOBILE USERS & CONNECTIONS: GSMA Intelligence (January 2019); Ericsson Mobility Report (November 2018); Ericsson Mobility Calculator and Visualizer tools (accessed January 2019);

MOBILE APPS: App Annie (January 2019); SimilarWeb (January 2019).

E-COMMERCE USERS & SPEND: Statista Digital Market Outlook (e-Commerce, e-Travel, and digital media industry reports) (accessed January 2019). GlobalWebIndex (Q2 & Q3 2018)*; Worldpay Global Payments Report (November 2018).

***METHODOLOGY NOTE:** GlobalWebIndex conducts a quarterly survey of a panel of 22 million internet users across 45 countries around the world, representing 90% of the world's total internet users. For full details of the company's methodology, please visit <http://www.globalwebindex.com/>

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

This report uses data from a wide variety of sources, including market research agencies, internet and social media companies, governments and public bodies, news media, journalists, and our own internal analysis.

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

Furthermore, due to differing data collection and treatment methodologies used by these organisations, and the different sample periods during which data were collected, there may be significant differences in the reported metrics for similar data points throughout this report. In particular, data collected via surveys often vary from one report to another, even if those data were collected by the same organisation using the same approach in each wave.

Similarly, reports of internet user numbers vary considerably between different sources. In part, this is because there are fewer commercial imperatives for governments and regulators to collect and publish regular internet user data. However, the user numbers published by social media platforms can be a useful proxy for the number of internet users in countries where no other reliable data are available, because all active social media users must have an active internet connection in order to access social media. These data are also more likely to be updated on a regular basis, as social media companies rely on this data to help sell their advertising products and services.

As a result, on occasion, we've used the latest addressable advertising audience data from social media platforms' self-serve advertising tools to inform our internet user numbers, especially in less-developed economies, where 'official' internet user numbers are published less frequently. Consequently, there are a number of instances in this report where the reported number of social media users equals the reported number of internet users.

It's unlikely that one hundred percent of internet users in any given country will use the same social media platform though, so in cases where internet and social media user numbers are the same, it's likely that the actual number of internet users will be higher than the number we've reported.

Lastly, a number of metrics that we reported in last year's Global Digital reports have been revised by the original data provider since publication, and as a result, some figures in this year's reports may appear to have changed in unexpected ways. Wherever we're aware of these changes, we've included details in the footnotes of each relevant chart, but please use caution when comparing data from different reports in case the original base has changed.

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@keprios.com.

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SIMON KEMP



@ESKIMON



REPORTS@KEPIOS.COM



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