



DIGITAL IN 2018

ESSENTIAL INSIGHTS INTO INTERNET, SOCIAL MEDIA, MOBILE,
AND ECOMMERCE USE ACROSS THE REGION



Le slides originali

https://www.slideshare.net/wearesocial?utm_campaign=profiletracking&utm_medium=sss&utm_source=ssslideview

sono state modificate

da



Giancarlo Buzzanca

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2

Hootsuite™ Piattaforma Piani Enterprise Formazione Contattaci Accedi [Iscriviti](#)


Gestisci tutti i social media da un'unica piattaforma

Dalla generazione di lead ai servizi per il cliente, Hootsuite ti aiuta a sfruttare al meglio i tuoi social media.

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Oltre 800 delle imprese presenti nella classifica Fortune 1000 si affidano ad Hootsuite

VISA eHarmony ACCORHOTELS PennMutual

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COUNTRIES INCLUDED IN EACH EUROPE REPORT

DIGITAL IN 2018 IN WESTERN EUROPE	DIGITAL IN 2018 IN NORTHERN EUROPE	DIGITAL IN 2018 IN NORTHERN EUROPE	DIGITAL IN 2018 IN SOUTHERN EUROPE	DIGITAL IN 2018 IN SOUTHERN EUROPE	DIGITAL IN 2018 IN EASTERN EUROPE	DIGITAL IN 2018 IN EASTERN EUROPE
WESTERN EUROPE	NORTHERN EUROPE PART 1: WEST	NORTHERN EUROPE PART 1: EAST	SOUTHERN EUROPE PART 1: WEST	SOUTHERN EUROPE PART 1: EAST	EASTERN EUROPE PART 1: WEST	EASTERN EUROPE PART 1: EAST
AUSTRIA BELGIUM FRANCE GERMANY LIECHTENSTEIN LUXEMBOURG MONACO NETHERLANDS SWITZERLAND	GUERNSEY IRELAND ISLE OF MAN JERSEY UNITED KINGDOM FAROE ISLANDS ICELAND	DENMARK ESTONIA FINLAND LATVIA LITHUANIA NORWAY SWEDEN	ANDORRA GIBRALTAR ITALY MALTA PORTUGAL SAN MARINO SPAIN	ALBANIA BOSNIA & HERZEGOVINA CROATIA GREECE KOSOVO TFYR MACEDONIA MONTENEGRO SERBIA SLOVENIA	CZECH REPUBLIC HUNGARY POLAND SLOVAKIA	BELARUS BULGARIA MOLDOVA ROMANIA RUSSIA UKRAINE

PANORAMICA GLOBALE (mondo)



GEN
2018**IL DIGITAL NEL MONDO NEL 2018**

INDICATORI STATISTICI PRINCIPALI PER GLI UTENTI INTERNET, MOBILE E SOCIAL MEDIA A LIVELLO MONDIALE

POPOLAZIONE
TOTALE**7,593**
MILIARDI

URBANIZZAZIONE:

55%UTENTI
INTERNET**4,021**
MILIARDI

PENETRAZIONE:

53%UTENTI ATTIVI SU
SOCIAL MEDIA**3,196**
MILIARDI

PENETRAZIONE:

42%UTENTI
MOBILE**5,135**
MILIARDI

PENETRAZIONE:

68%UTENTI ATTIVI SU SOCIAL
MEDIA DA MOBILE**2,958**
MILIARDI

PENETRAZIONE:

39%

4

FONTI: POPOLAZIONE: NAZIONI UNITE; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITC; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA E SOCIAL MEDIA SU MOBILE: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; TECH-RASA; SIMILARWEB; DING; ANALIST KERICOS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON. NOTA: I DATI SULLA PENETRAZIONE SONO RELATIVI A TUTTA LA POPOLAZIONE, SENZA TENERE CONTO DELL'ETÀ.



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2018**CRESCITA DIGITALE ANNUALE**

CAMBIAMENTO DEGLI INDICATORI STATISTICI PRIMARI DI ANNO IN ANNO

UTENTI
INTERNET**+7%**

DA GEN 2017

+248 MILIONIUTENTI ATTIVI SU
SOCIAL MEDIA**+13%**

DA GEN 2017

+362 MILIONIUTENTI
MOBILE**+4%**

DA GEN 2017

+218 MILIONIUTENTI ATTIVI SU SOCIAL
MEDIA DA MOBILE**+14%**

DA GEN 2017

+360 MILIONI

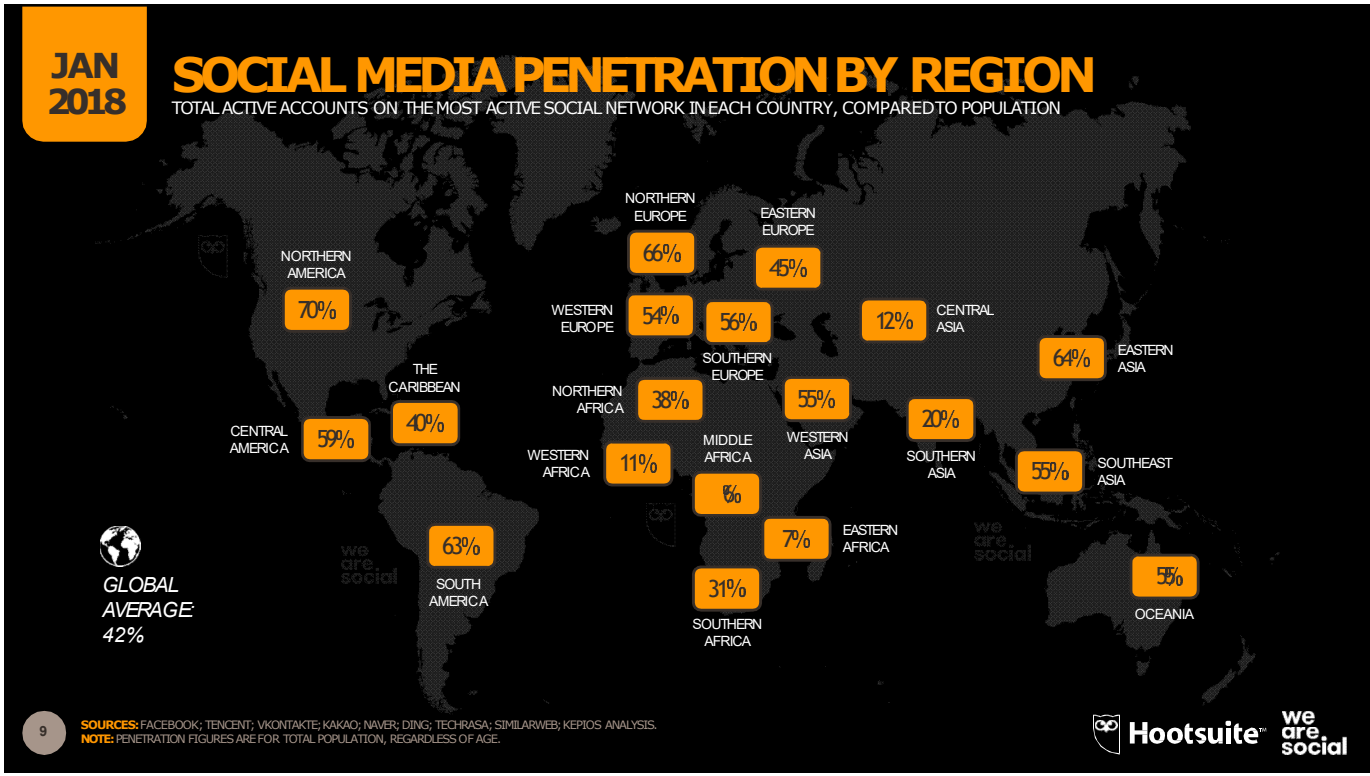
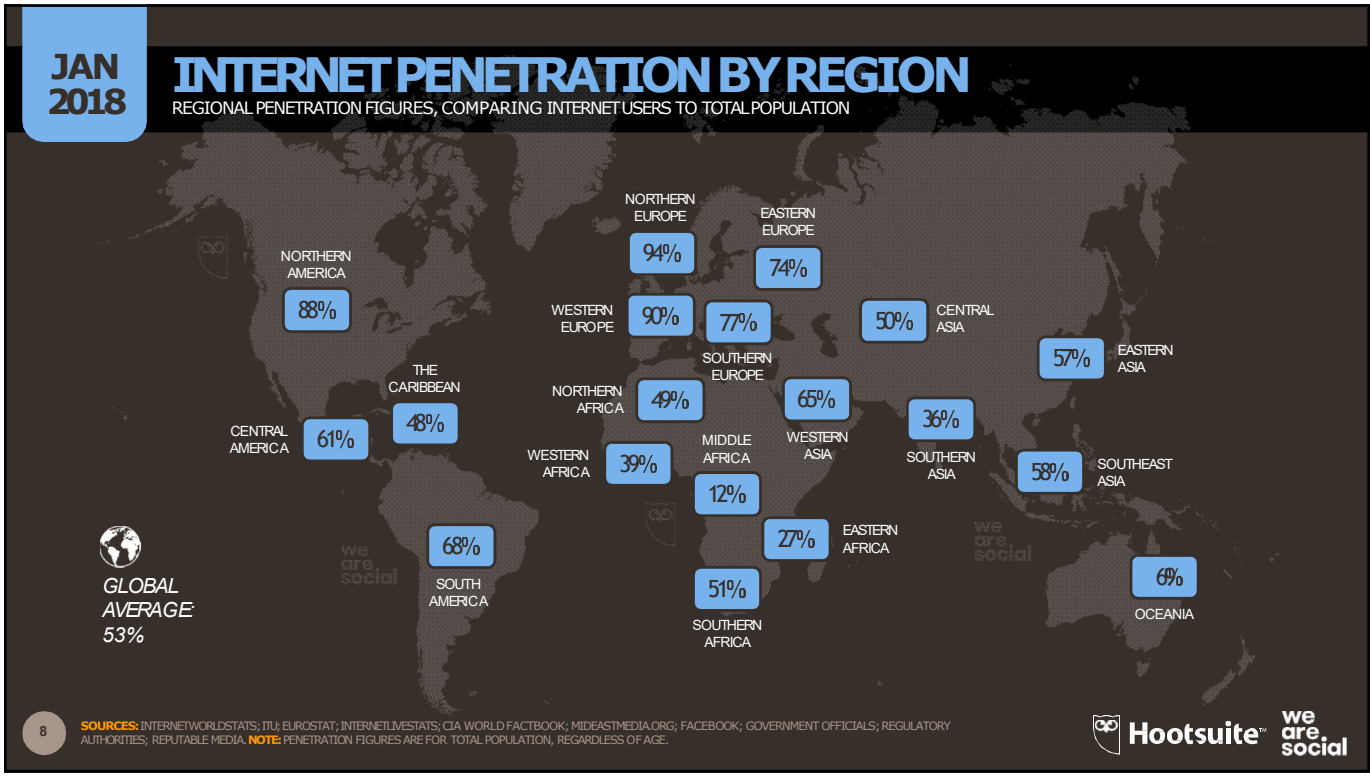
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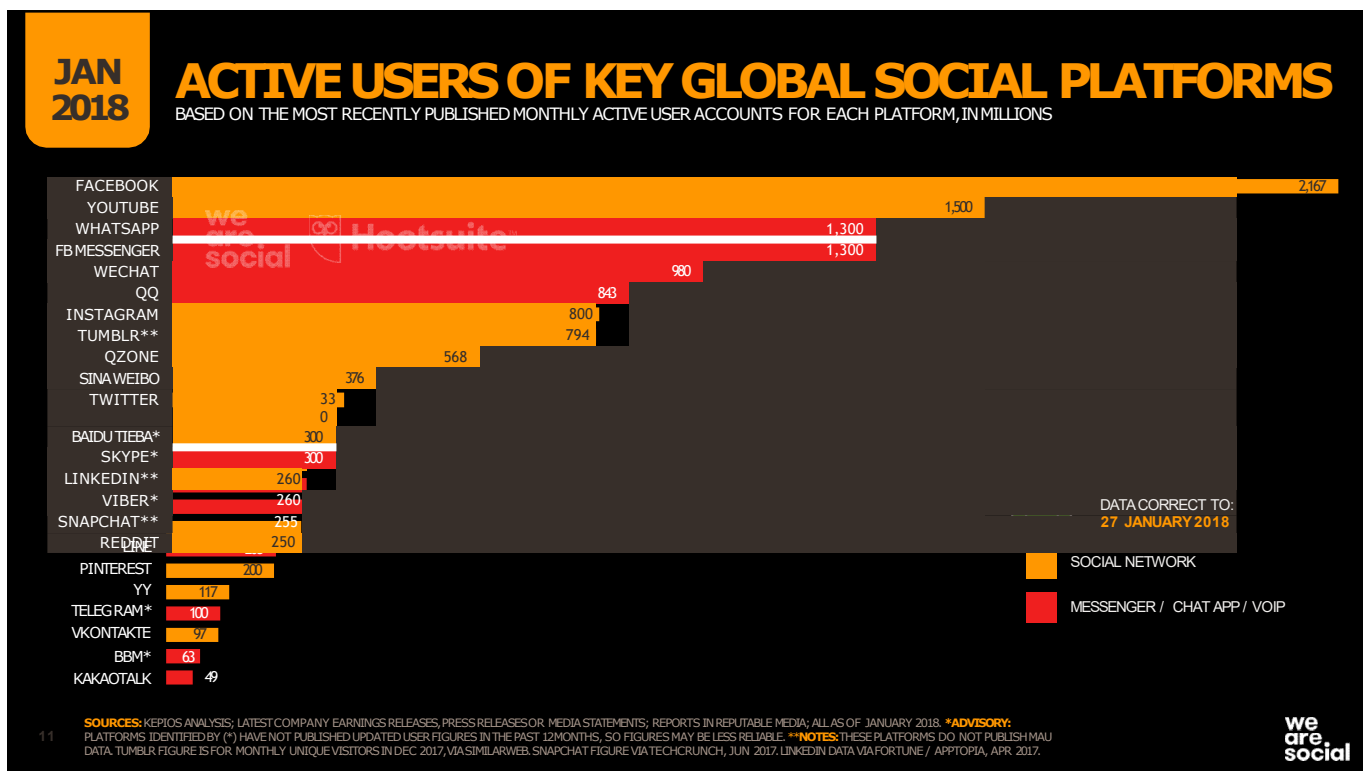
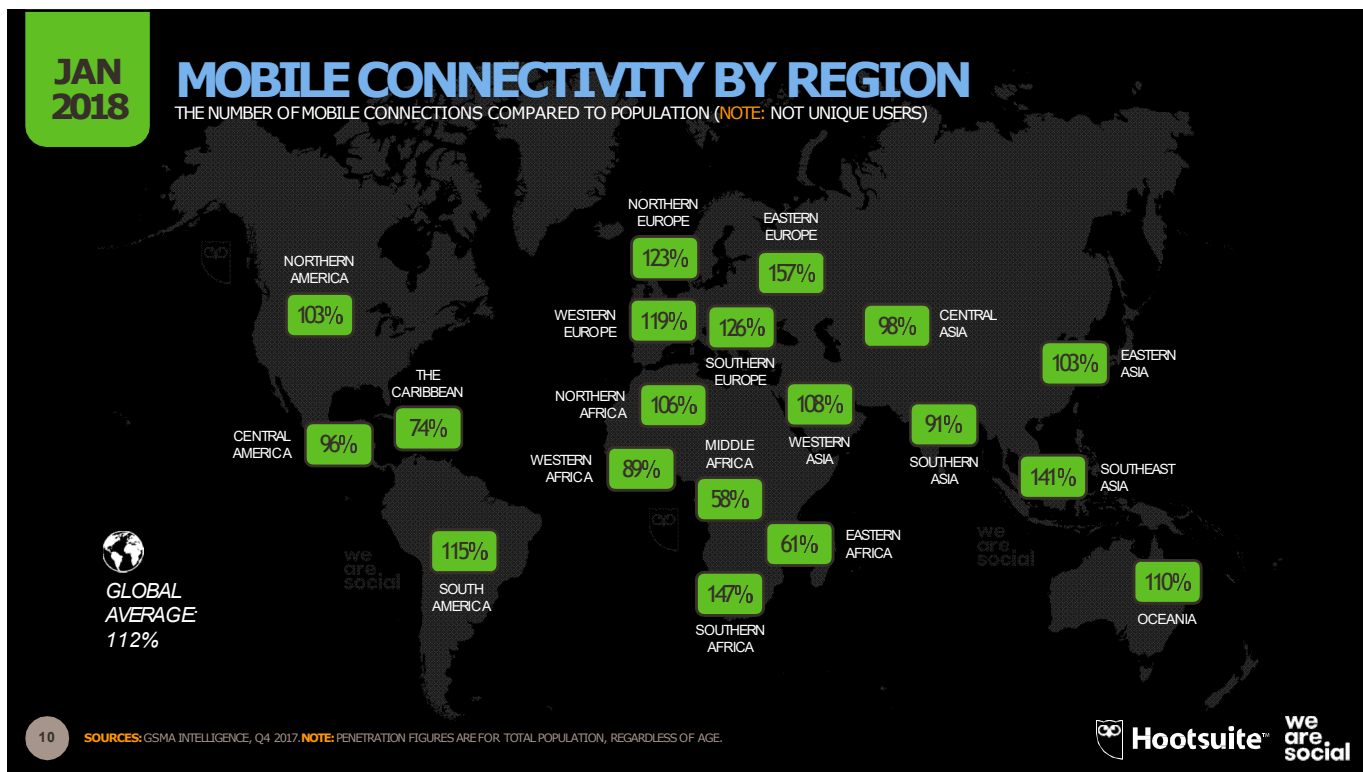
FONTI: POPOLAZIONE: NAZIONI UNITE; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITC; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA E SOCIAL MEDIA SU MOBILE: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; TECH-RASA; SIMILARWEB; DING; ANALIST KERICOS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON. NOTA: I DATI SULLA PENETRAZIONE SONO RELATIVI A TUTTA LA POPOLAZIONE, SENZA TENERE CONTO DELL'ETÀ.

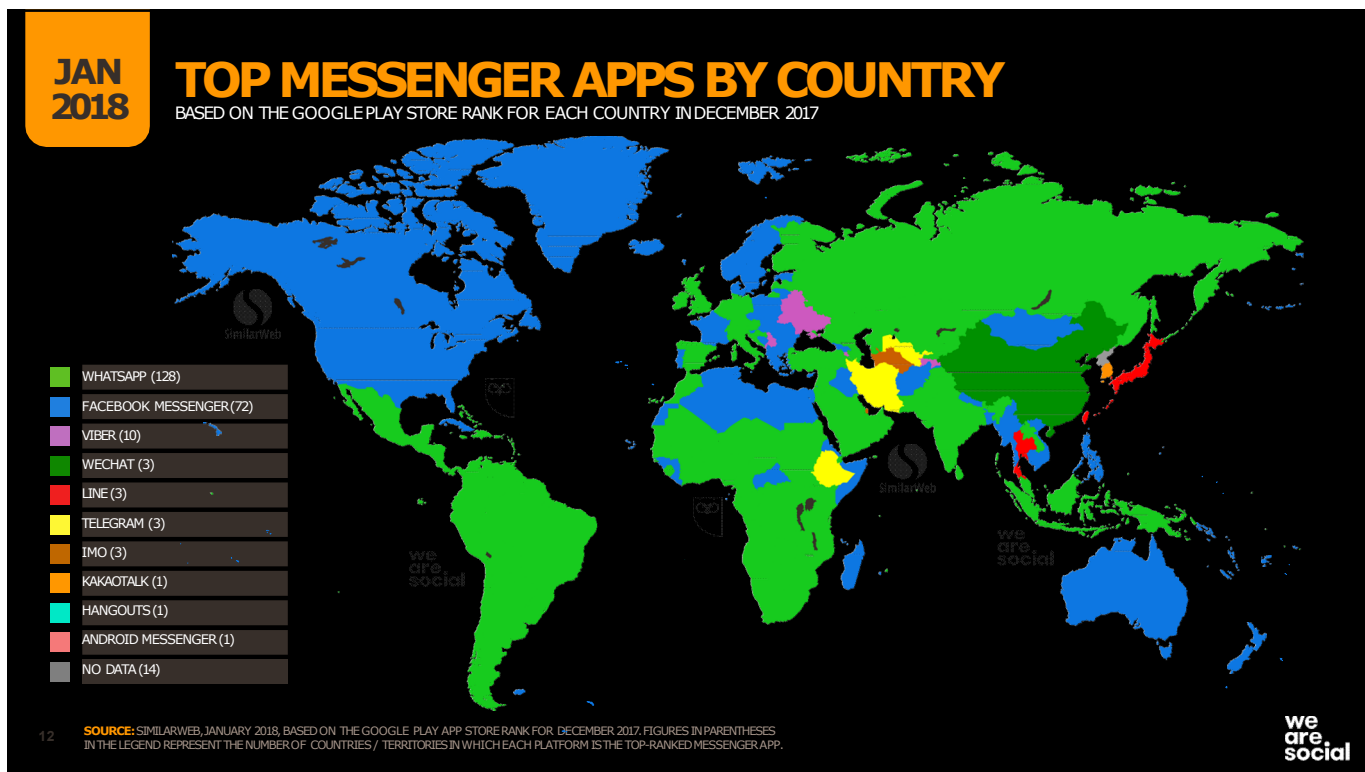


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WE ARE SOCIAL'S ANALYSIS: DIGITAL IN 2018

With more than 4 billion people using the internet for an average of 6 hours each per day, digital has become an essential part of everyday life for most of us. We're using that connectivity in almost every aspect of our lives, whether it's chatting with friends, playing games, researching products, tracking our health, or even finding love. As a result, brands need to evolve beyond today's siloed approach to digital, and build seamless digital integration into everything they do – just as our audiences already have. Here are some tips to help with that:



Start with what people really need and want, and not just what the technology can do



Focus on creating mutual value at every opportunity, instead of simply 'selling more stuff'



Make it easy for people to buy online as soon as they're ready, wherever they are



Harness digital tools to keep the conversation going, even after you make a successful sale

To learn more about what these Digital, Social and Mobile trends mean for your brand, [click here to download our Think Forward report.](#)

HOOTSUITE'S PERSPECTIVE: 2018 SOCIAL TRENDS



The evolution of social ROI. It's the end of the road for vanity metrics. Expect to see more organisations evolve their metrics as they look to quantify social's contribution to tangible business challenges such as lowering costs, increasing revenue, mitigating risk, and attracting talent.



Mobile fuels the growth of social TV. In 2018, social networks will encourage brands to become broadcasters as mobile video and social-TV content take the spotlight. We advise caution here as the metrics that bump the stock price of social networks—such as mobile video views—might not help your organisation achieve your own business outcomes.



Trust declines, while peer influence rises. From Trump's tumultuous triumph over traditional media to the fake news phenomenon, we saw a shift in media culture in 2017. It's clear we're moving away from trusting traditional institutions—and moving towards smaller spheres of influence where customer communities and engaged employees matter more than ever.

14

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HOOTSUITE'S PERSPECTIVE: 2018 SOCIAL TRENDS



Humans, meet AI. The machines have risen. And marketers have discovered they can be delightfully useful. But while marketers rush ahead with chatbots and AI-generated content, it's still unclear whether customers will value these human-less engagements.



The promise (and reality) of social data. From tying together analytics systems to CRM integrations, marketers underestimated the complexity of social data initiatives. Organisations must recalculate the effort and resources needed to turn social data into a true—and unified—source of customer insights.

14

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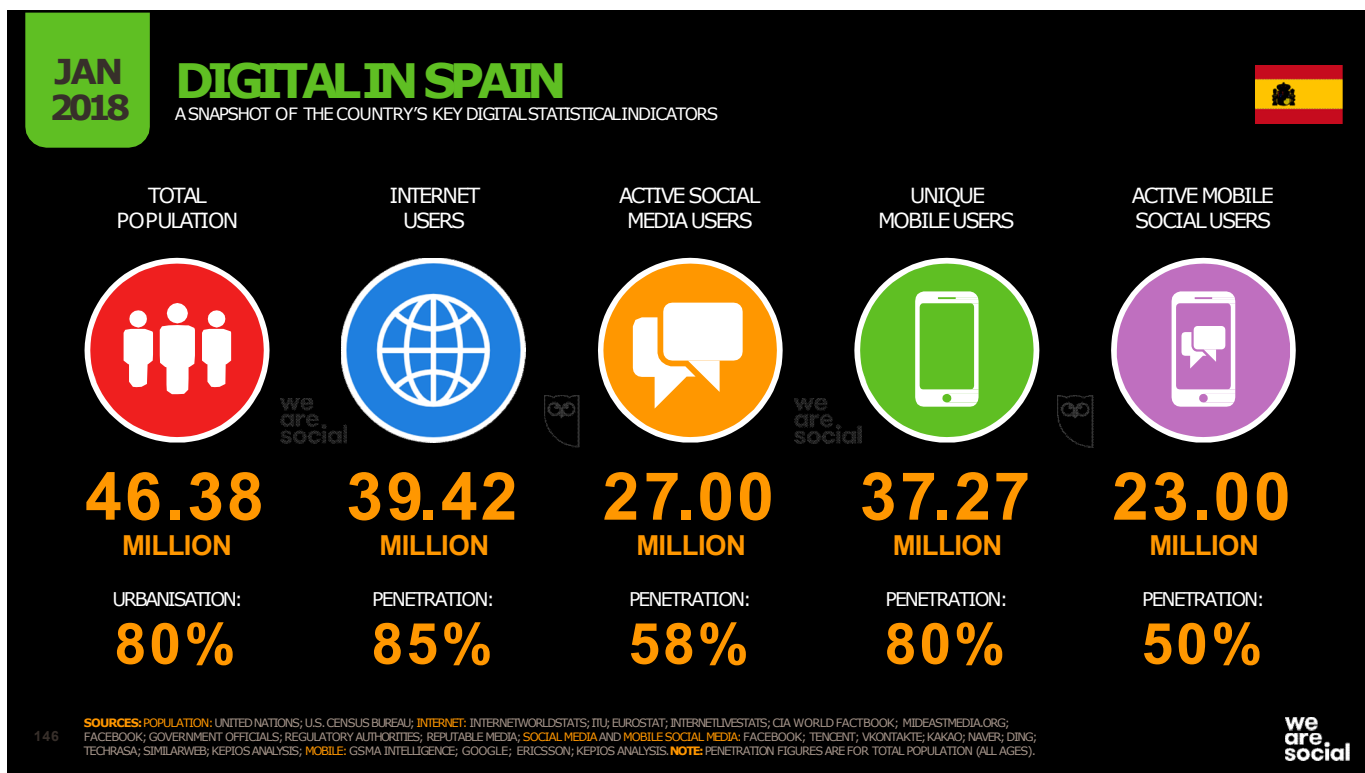
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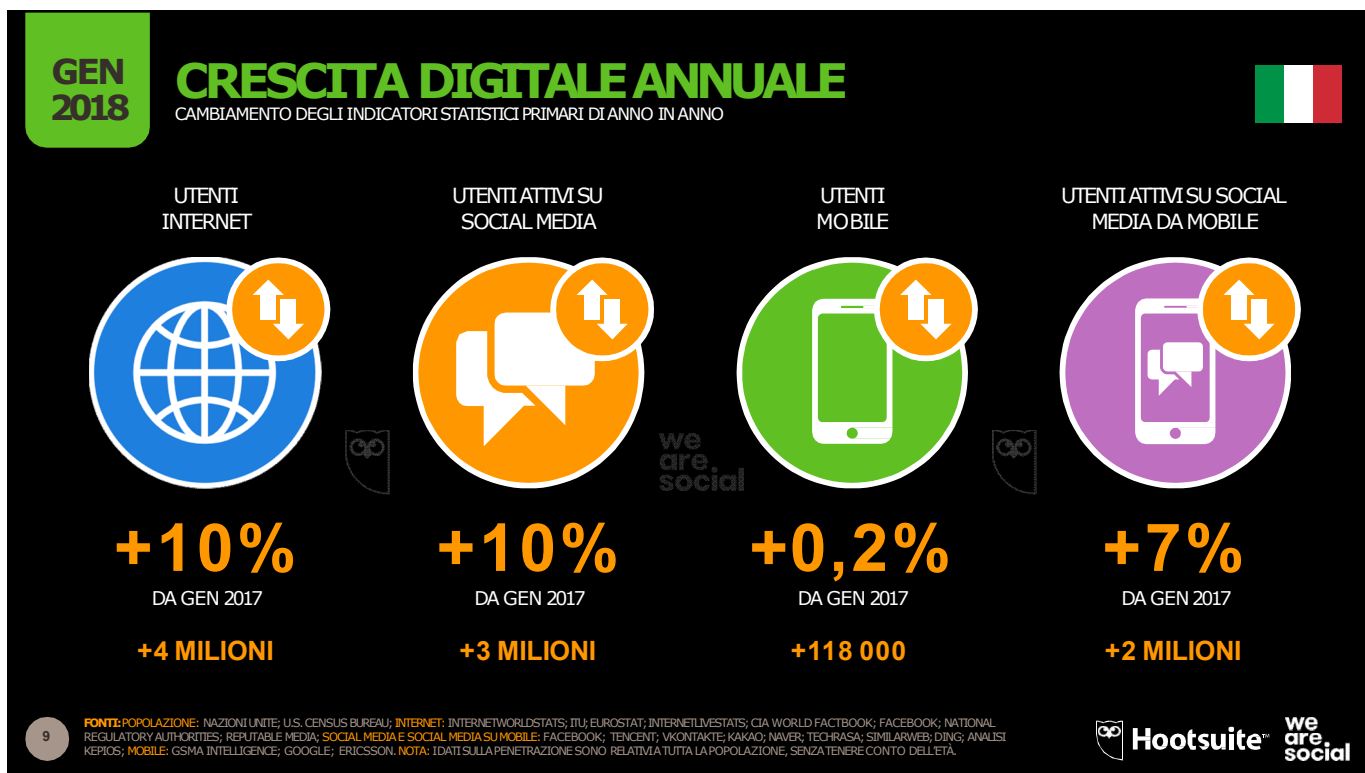
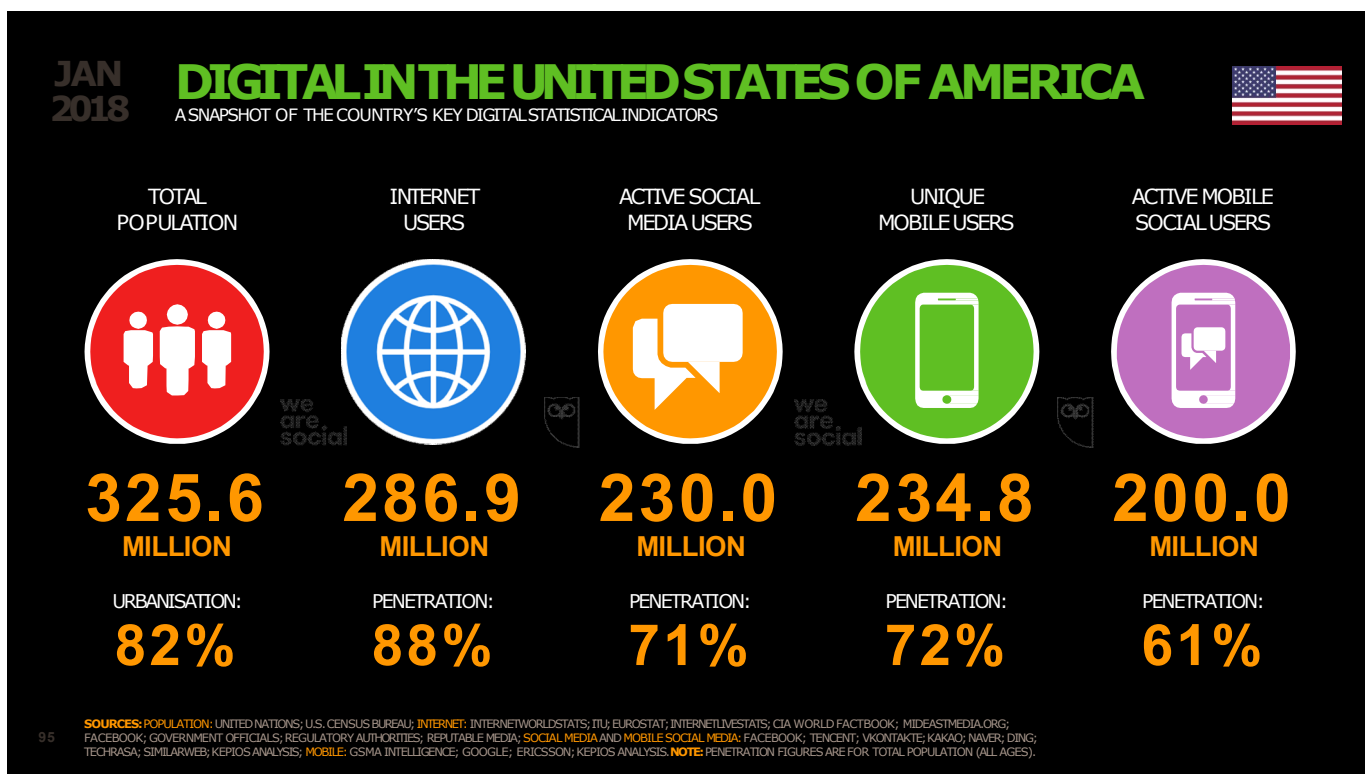
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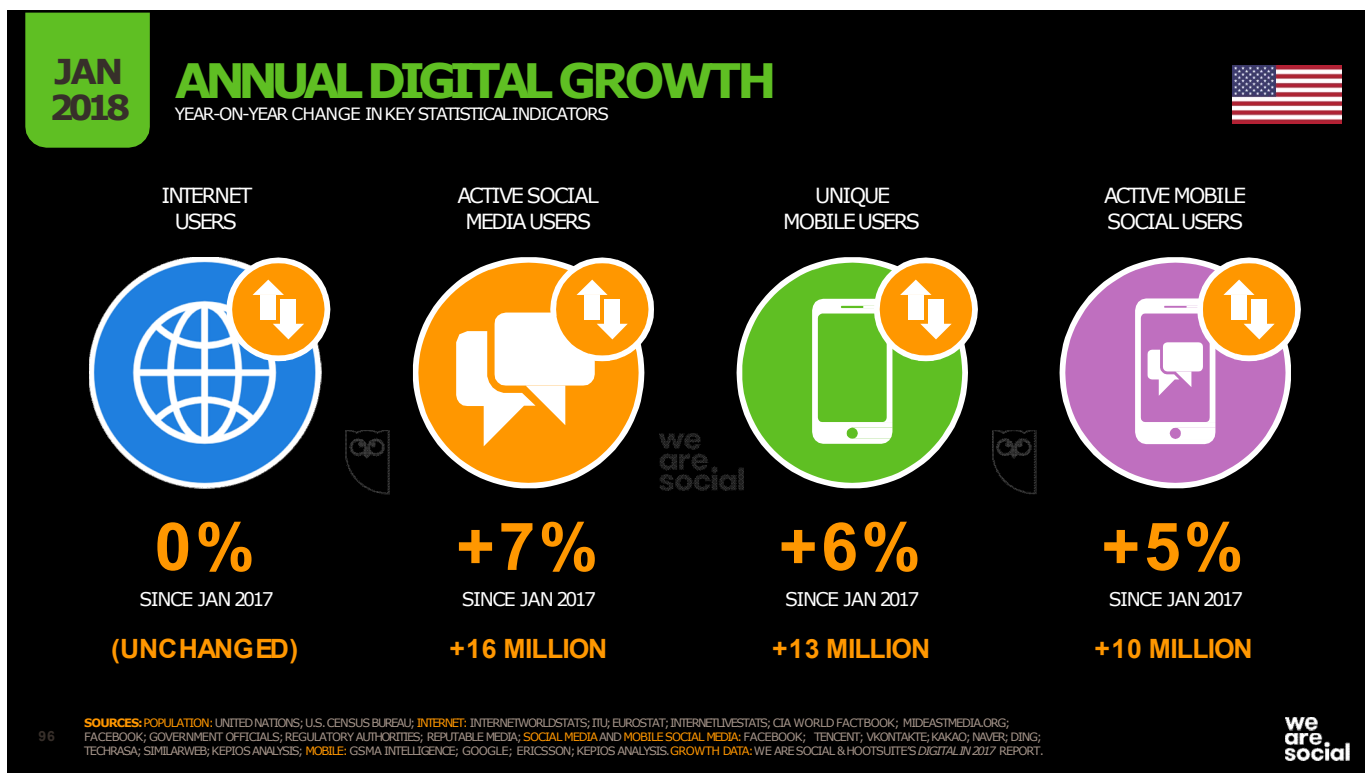
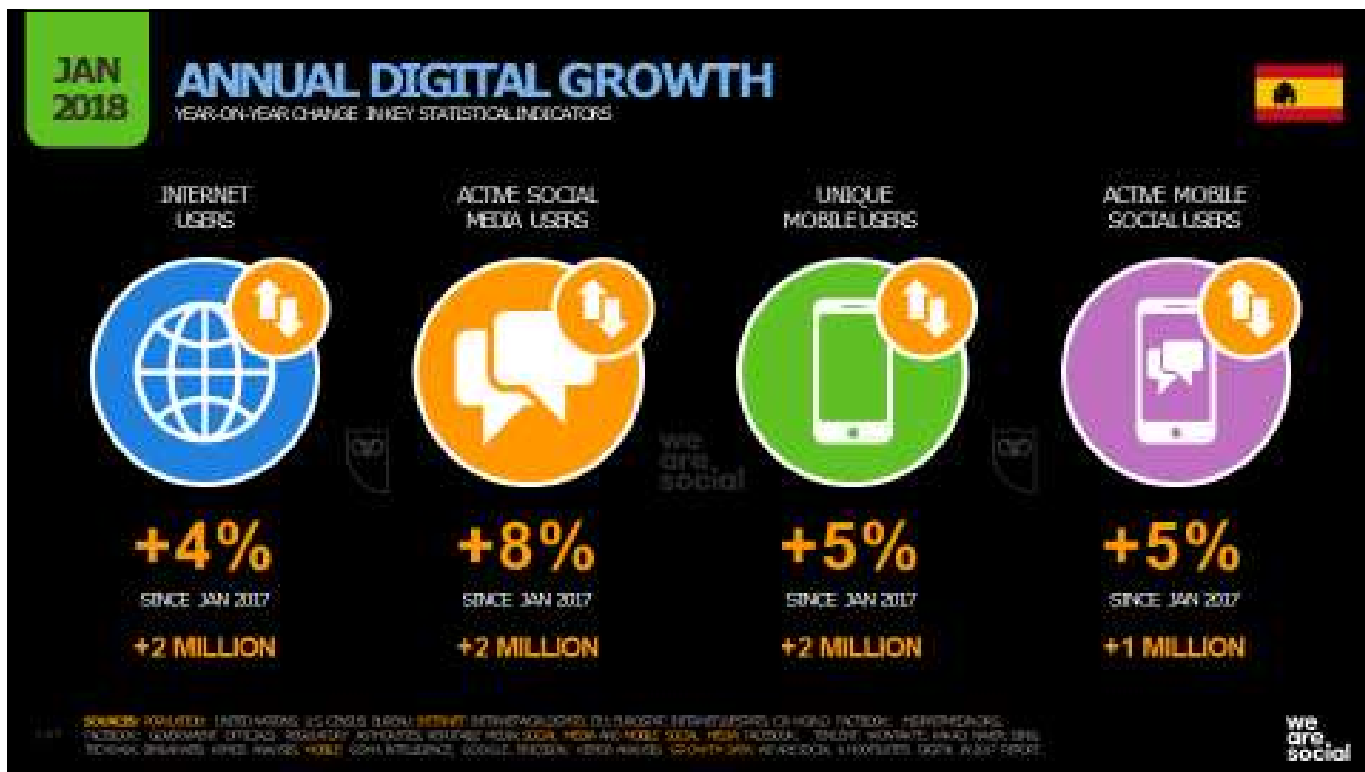


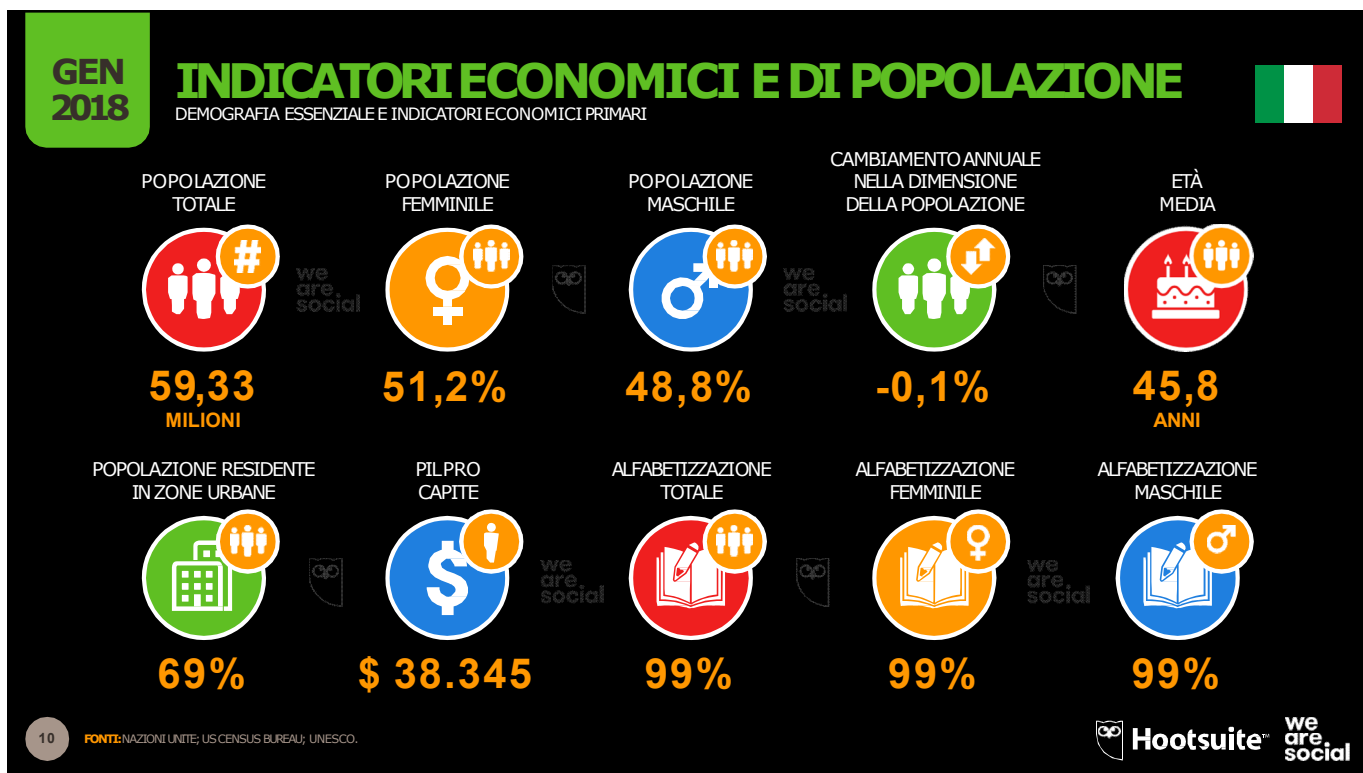
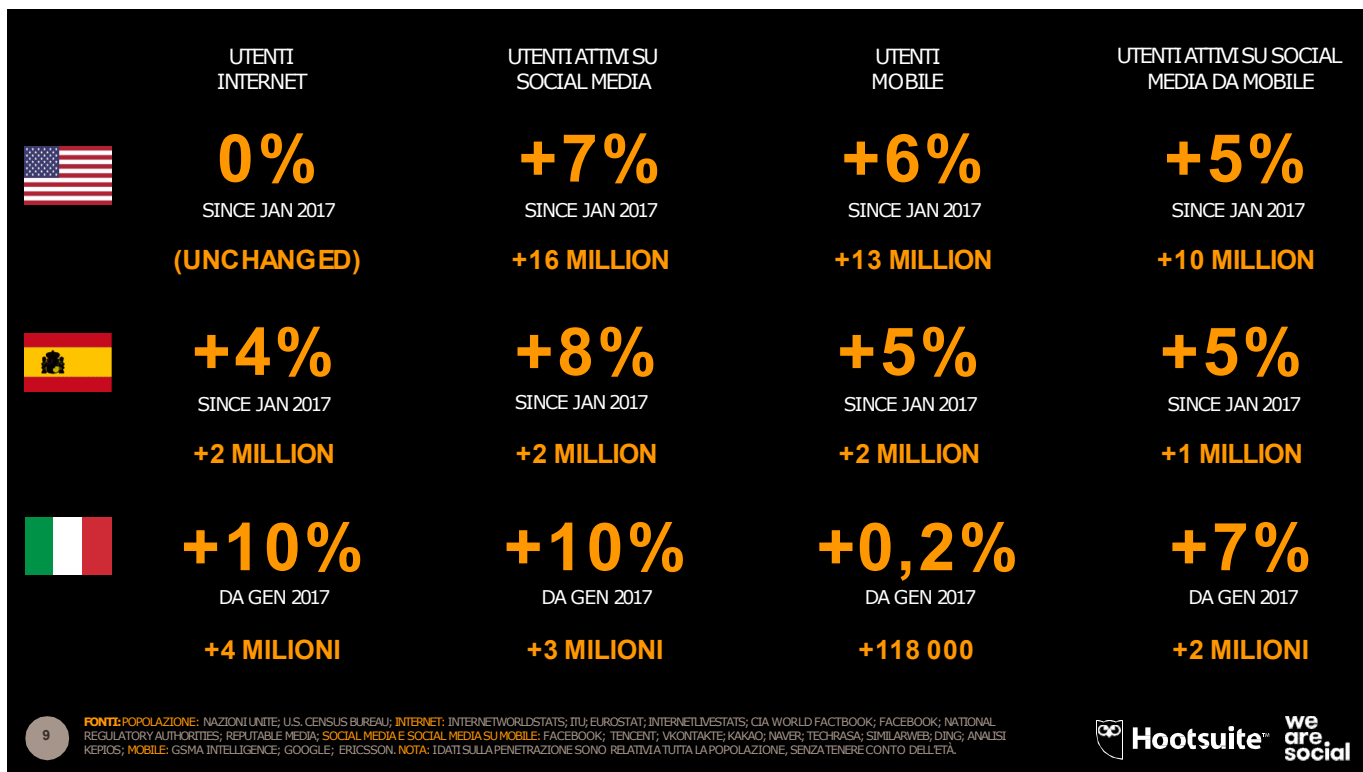
ITALIA

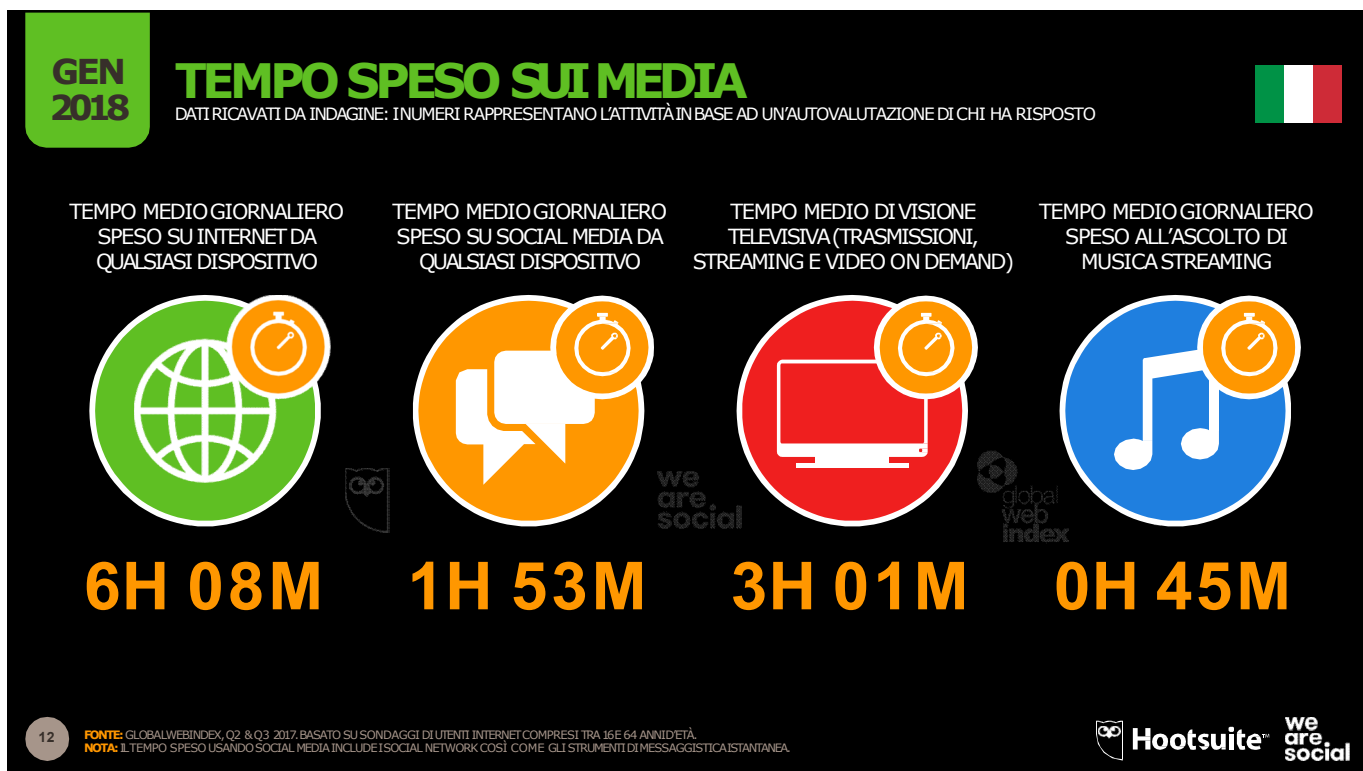
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ATTITUDINE VERSO IL DIGITAL

COME LE PERSONE PERCIPISCONO IL RUOLO DELLA TECNOLOGIA E IL LORO PUNTO DI VISTA SULLA PRIVACY



CREDONO CHE LE NUOVE TECNOLOGIE OFFRANO PIÙ OPPORTUNITÀ CHE RISCHI



53%

Google

SE POSSIBILE PREFERISCONO COMPLETARE INCARICHI IN MODO DIGITALE



54%



CREDONO CHE LA PRIVACY E LA PROTEZIONE DEI DATI SENSIBILI SIANO TEMI MOLTO IMPORTANTI



91%

we are social

CANCELLANO I COOKIES DAL BROWSER PER PROTEGGERE LA PROPRIA PRIVACY



47%

global web index

USANO ADBLOCK PER NON RICEVERE MESSAGGI PUBBLICITARI



35%

13

FONTI: GOOGLE CONSUMER BAROMETER, JANUARY 2018; GLOBALWEBINDEX, Q2 & Q3, 2017. **NOTA:** I NUMERI RELATIVA GOOGLE SONO BASATI SU UN SONDAGGIO DI UTENTI INTERNET ADULTI. PER MAGGIORI INFORMAZIONI VISITARE LE NOTE ALLA FINE DI QUESTO REPORT RIGUARDO ALLA METODOLOGIA E ALLA DEFINIZIONE DELLA AUDIENCE. I NUMERI DEL GLOBALWEBINDEX SONO BASATI SU UN SONDAGGIO DI UTENTI INTERNET COMPRESI TRA I 16 E I 64 ANNI D'ETÀ. I NUMERI RAPPRESENTANO SOLAMENTE LE ATTITUDINI E LE ATTIVITÀ DEGLI UTENTI INTERNET.



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USO DI INTERNET

BASATO SULLE INFORMAZIONI RIPORTATE DAGLI UTENTI ATTIVI E DALL'USO DI INTERNET DA MOBILE DICHIARATO DAGLI STESSI



NUMERO TOTALE DI UTENTI INTERNET ATTIVI



43,31 MILIONI

we are social

UTENTI INTERNET COME PERCENTUALE RISPETTO ALLA POPOLAZIONE TOTALE



73%



NUMERO TOTALE DI UTENTI ATTIVI SU INTERNET DA MOBILE



38,81 MILIONI

global web index

UTENTI INTERNET DA MOBILE COME PERCENTUALE RISPETTO ALLA POPOLAZIONE TOTALE

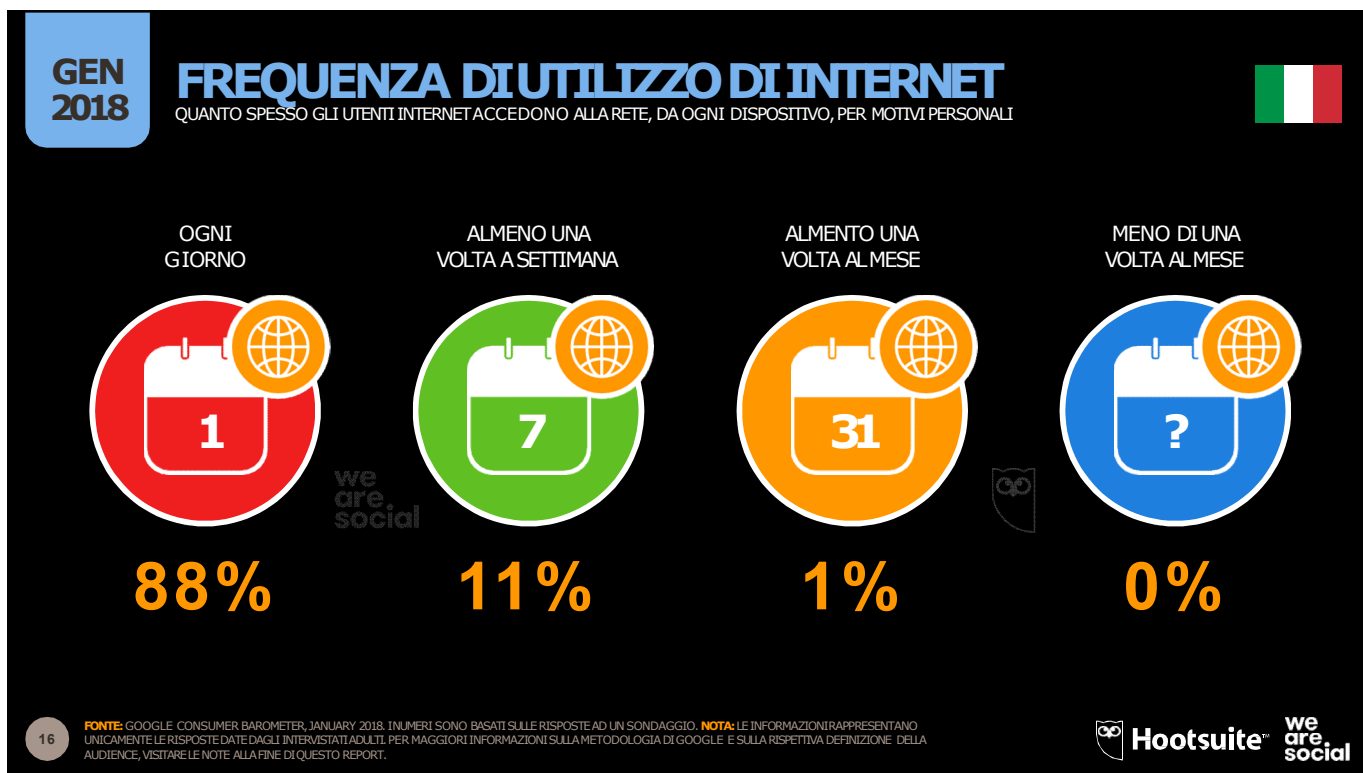
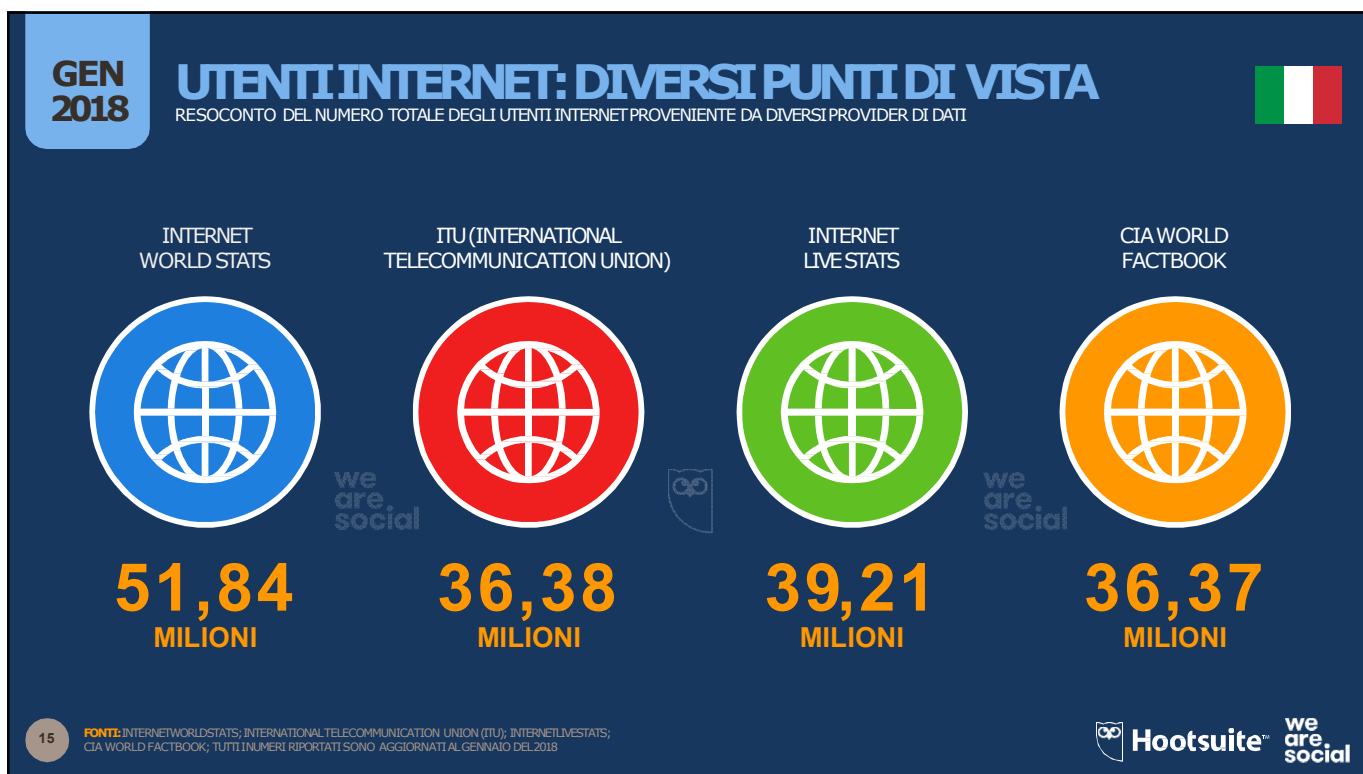


65%

14

FONTI: INTERNETWORLDSTATS; INTERNATIONAL TELECOMMUNICATION UNION (ITU), EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; GLOBALWEBINDEX, Q2 & Q3 2017. **NOTA:** I DATI DEL GLOBALWEBINDEX SONO BASATI SU UN SONDAGGIO DEGLI UTENTI INTERNET COMPRESI TRA I 16 E I 64 ANNI D'ETÀ, MA I DATI SONO STATI RIMANEGLIATI PER MOSTRARE LA PENETRAZIONE NAZIONALE SENZA TENERE CONTO DELL'ETÀ.





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2018**INTERNET: VELOCITÀ E DISPOSITIVI**

VELOCITÀ MEDIA DI CONNESSIONE E IL DISPOSITIVO CHE LE PERSONE USANO PIÙ SPESSO PER ACCEDERE ALLA RETE

VELOCITÀ
MEDIA TRAMITE
CONNESSIONI FISSE**31,96**
MBPS

OOKLA

VELOCITÀ
MEDIA TRAMITE
CONNESSIONI MOBILI**30,69**
MBPSACCEDONO ALLA
RETE PIÙ SPESSO DA
COMPUTER O TABLET**15%**we
are
socialACCEDONO UGUALMENTE
DA SMARTPHONE O
COMPUTER E TABLET**40%**

Google

ACCEDONO ALLA
RETE PIÙ SPESSO DA
SMARTPHONE**40%**

17

FONTI: OOKLA SPEEDTEST, NOV. 2017; GOOGLE CONSUMER BAROMETER, GEN. 2018. I NUMERI SI BASANO SULLE RISPOSTE AD UN SONDAGGIO. **NOTA:** I DATI RAPPRESENTANO LE RISPOSTE DEGLI INTERVISTATI ADULTI. PER MAGGIORI INFORMAZIONI SULLA METODOLOGIA DI GOOGLE E SULLA RISPETTIVA DEFINIZIONE DELLA AUDIENCE, VISITARE LE NOTE ALLA FINE DI QUESTO REPORT. LA SOMMA DELLE PERCENTUALI D'UTILIZZO DEI DISPOSITIVI POTREBBE NON COSTITUIRE IL 100% DELLE RISPOSTE, A CAUSA DEL NUMERO DI "NON SO" O DEI RISULTATI INCOMPLETI.



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2018**SHARE DI TRAFFICO WEB PER DISPOSITIVO**

BASATA SULLO SHARE DI OGNI DISPOSITIVO RELATIVO ALLA TOTALITÀ DELLE PAGINE WEB VISITATE ATTRAVERSO DIVERSI BROWSER

PORTATILI E
COMPUTER FISSI**59%**

CAMBIAMENTO DI ANNO IN ANNO:

-6%TELEFONI
CELLULARI**35%**

CAMBIAMENTO DI ANNO IN ANNO:

+16%DISPOSITIVI
TABLET**5%**

CAMBIAMENTO DI ANNO IN ANNO:

-15%we
are
socialALTRI
DISPOSITIVI**0,25%**

CAMBIAMENTO DI ANNO IN ANNO:

+19%

18

FONTI: STATCOUNTER, GENNAIO 2018, E STATCOUNTER, GENNAIO 2017.



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IL RANKING DEI PRINCIPALI SITI INTERNET

DATI DA SIMILARWEB. IL RANKING È BASATO SULLA MEDIA MENSILE DEL TRAFFICO DI OGNI SITO INTERNET NEL Q4 DEL 2017



#	SITO INTERNET	CATEGORIA	TRAFFICO MENSILE	TEMPO / VISITA	PAGINE / VISITA
01	GOOGLE.IT	RICERCA	531.200.000	14M 18S	10,6
02	FACEBOOK.COM	SOCIAL MEDIA	244.400.000	17M 32S	15,0
03	YOUTUBE.COM	TVEVIDEO	226.300.000	24M 04S	11,5
04	GOOGLE.COM	RIFERIMENTO	220.000.000	12M 11S	14,5
05	AMAZON.IT	E-COMMERCE	83.400.000	10M 30S	14,6
06	WIKIPEDIA.ORG	REFERENCE	67.400.000	5M 06S	3,7
07	REPUBBLICA.IT	NOTIZIE	48.300.000	21M 48S	8,3
08	LIBERO.IT	NOTIZIE	38.700.000	17M 29S	12,0
09	YAHOO.COM	NOTIZIE	37.900.000	5M 54S	5,7
10	EBAY.IT	E-COMMERCE	32.300.000	10M 08S	10,7

19

FONTE: SIMILARWEB, GENNAIO 2018, BASATO SU UNA MEDIA DEI DATI MENSILI PER IL Q4 DEL 2017. **NOTA:** IL TRAFFICO MENSILE RAPPRESENTA LE VISITE TOTALI PER OGNI SITO, E NON I VISITATORI SINGOLI. I DATI PER ALCUNE NAZIONI RAPPRESENTANO IL TRAFFICO DA COMPUTER, FISSI, MENTRE IL RESTANTE DEI DATI RAPPRESENTANO IL TRAFFICO DA ENTRAMBI COMPUTER, FISSI E MOBILE. **AVVERTIMENTO:** ALCUNI SITI INTERNET RIPORTATI IN QUESTA SLIDE POTREBBERO PRESENTARE CONTENUTI PER ADULTI, O CONTENUTI CHE NON SONO CONSONI PER IL LUOGO DI LAVORO. PER FAVORE USARE CAUTELA QUANDO SI VISITANO SITI INTERNET SCONOSCIUTI.



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IL RANKING DEI PRINCIPALI SITI INTERNET

DATI DA ALEXA. IL RANKING È BASATO SUL NUMERO DI VISITATORI DI OGNI SITO E SUL NUMERO DI PAGINE VISTE DURANTE OGNI VISITA



#	SITO INTERNET	TEMPO	PAGINE	#	SITO INTERNET	TEMPO	PAGINE
01	GOOGLE.IT	6M 22S	10,76	11	LIVE.COM	4M 03S	3,41
02	YOUTUBE.COM	8M 18S	4,79	12	BLASTINGNEWS.COM	3M 04S	1,72
03	GOOGLE.COM	7M 32S	8,56	13	INSTAGRAM.COM	5M 23S	3,34
04	FACEBOOK.COM	10M 21S	4,00	14	CORRIERE.IT	8M 57S	3,20
05	AMAZON.IT	9M 22S	9,75	15	SUBITO.IT	10M 55S	9,83
06	WIKIPEDIA.ORG	4M 16S	3,31	16	TWITTER.COM	6M 21S	3,21
07	YAHOO.COM	4M 02S	3,61	17	VK.COM	10M 28S	4,74
08	EBAY.IT	9M 12S	7,65	18	LIVEJASMIN.COM	1M 59S	1,44
09	REPUBBLICA.IT	13M 32S	3,23	19	PORNHUB.COM	8M 29S	3,19
10	LIBERO.IT	5M 24S	4,05	20	MYMOVIES.IT	3M 00S	2,75

20

FONTE: ALEXA, GENNAIO 2018. **NOTA:** ALEXA USA UNA COMBINAZIONE BASATA SULLA MEDIA DEI VISITATORI, GIORNALIERI E LE VISUALIZZAZIONI DI PAGINA SU UN PERIODO DI TEMPO DI UN MESE PER CALCOLARE IL PROPRIO RANKING. IL RANKING SU QUESTA SLIDE SONO BASATI SUL MESE FINO AL 16 DI GENNAIO 2018. **AVVERTIMENTO:** ALCUNI SITI INTERNET RIPORTATI IN QUESTA SLIDE POTREBBERO PRESENTARE CONTENUTI PER ADULTI, O CONTENUTI CHE NON SONO CONSONI PER IL LUOGO DI LAVORO. PER FAVORE USARE CAUTELA QUANDO SI VISITANO SITI INTERNET SCONOSCIUTI.



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ATTIVITÀ SETTIMANALI PER DISPOSITIVO

PERCENTUALE DELLA POPOLAZIONE TOTALE* IMPEGNATA IN OGNUNA DELLE ATTIVITÀ ALMENO UNA VOLTA A SETTIMANA

USARE UN MOTORE
DI RICERCAwe
are
social

SMARTPHONE:

52%

COMPUTER:

45%

VISITARE UN
SOCIAL NETWORK

Google

SMARTPHONE:

45%

COMPUTER:

30%

GIOCARRE A
GIOCHI ONLINE

Google

SMARTPHONE:

7%

COMPUTER:

6%

GUARDARE
VIDEO

Google

SMARTPHONE:

37%

COMPUTER:

31%

CERCARE INFORMAZIONI
DI PRODOTTO

Google

SMARTPHONE:

23%

COMPUTER:

21%

21

Fonte: GOOGLE CONSUMER BAROMETER, GENNAIO 2018. I NUMERI SONO BASATI SULLE RISPOSTE A UN SONDAGGIO. ***Nota:** I DATI SONO BASATI SULLE RISPOSTE AI SONDAGGI SOLAMENTE DA UTENTI INTERNET; PER MAGGIORI INFORMAZIONI SULLA METODOLOGIA DI GOOGLE E SULLA RISPETTIVA DEFINIZIONE DELLA AUDIENCE, VISITARE LE NOTE ALLA FINE DI QUESTO REPORT. I DATI SONO STATI RIDEFINITI PER MOSTRARE LA PENETRAZIONE NAZIONALE TOTALE, SENZA TENERE CONTO DELL'ETÀ.



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PRINCIPALI CHIAVI DI RICERCA GOOGLE

CLASSIFICA DELLE PRINCIPALI PAROLE CERCATE SU GOOGLE NEL 2017



#	CHIAVE DI RICERCA	INDICE	#	CHIAVE DI RICERCA	INDICE
01	FACEBOOK	100	11	LIBERO MAIL	16
02	METEO	63	12	SUBITO	15
03	YOUTUBE	42	13	GMAIL	13
04	GOOGLE	41	14	YOU	13
05	ROMA	39	15	REPUBBLICA	13
06	TRADUTTORE	30	16	SERIE A	13
07	LIBERO	27	17	CORRIERE	12
08	AMAZON	23	18	GAZZETTA	12
09	DIRETTA	18	19	MILAN	11
10	NEWS	17	20	INSTAGRAM	11

22

Fonte: GOOGLE TRENDS, GENNAIO 2018.



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FREQUENZA DI FRUIZIONE DI VIDEO ONLINE

QUANTO SPESSO GLI UTENTI INTERNET GUARDANO VIDEO ONLINE (DA QUALSIASI DISPOSITIVO)

GUARDANO VIDEO
ONLINE OGNI GIORNO

54%

GUARDANO VIDEO
ONLINE OGNI SETTIMANA

22%

GUARDANO VIDEO
ONLINE OGNI MESE

7%

GUARDANO VIDEO ONLINE
MENO DI UNA VOLTA AL MESE

3%

NON GUARDANO
MAI VIDEO ONLINE

14%

23

Fonte: GOOGLE. CONSUMER BAROMETER, JANUARY 2018. I NUMERI SONO BASATI SULLE RISPOSTE AD UN SONDAGGIO. **Nota:** LE INFORMAZIONI RAPPRESENTANO UNICAMENTE LE RISPOSTE DATE DAGLI INTERVISTATI ADULTI. PER MAGGIORI INFORMAZIONI SULLA METODOLOGIA DI GOOGLE E SULLA RISPETTIVA DEFINIZIONE DELLA AUDIENCE, VISITARE LE NOTE ALLA FINE DI QUESTO REPORT.



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COME GLI UTENTI INTERNET GUARDANO LA TV

PARAGONE TRAMODALITÀ E DISPOSITIVI USATI PER ACCEDERE ALLA FRUIZIONE DEI CONTENUTI "TELEVISIVI"

TELEVISIONE
REGOLARE SU
DISPOSITIVO TV

94%

CONTENUTO
REGISTRATO SU
DISPOSITIVO TV

26%

SERVIZIO ON-
DEMAND SU
DISPOSITIVO TV

18%

CONTENUTO ONLINE
IN STREAMING SU
DISPOSITIVO TV

16%

CONTENUTO ONLINE
IN STREAMING SU
ALTRI DISPOSITIVI

20%

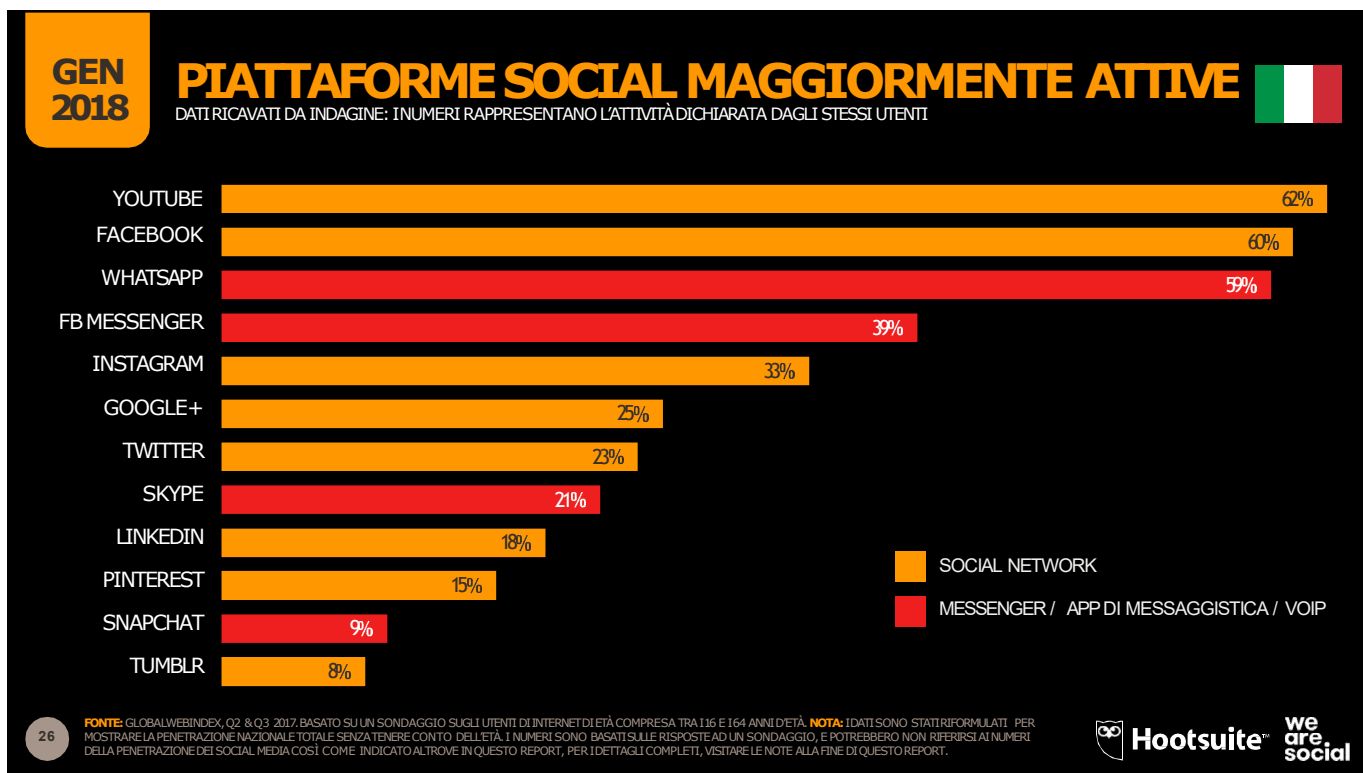
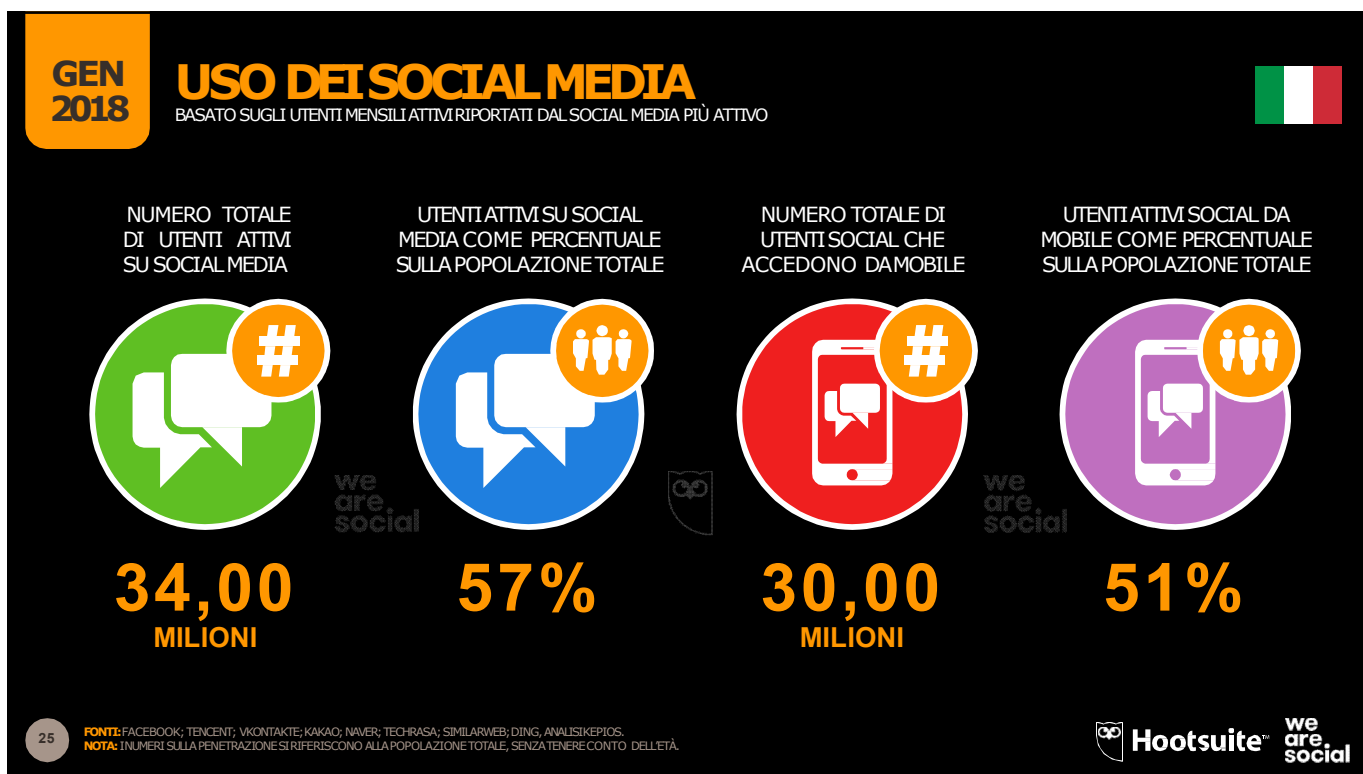
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Fonte: GOOGLE. CONSUMER BAROMETER, JANUARY 2018. I NUMERI SONO BASATI SULLE RISPOSTE AD UN SONDAGGIO. **Nota:** LE INFORMAZIONI RAPPRESENTANO UNICAMENTE LE RISPOSTE DATE DAGLI INTERVISTATI ADULTI. PER MAGGIORI INFORMAZIONI SULLA METODOLOGIA DI GOOGLE E SULLA RISPETTIVA DEFINIZIONE DELLA AUDIENCE, VISITARE LE NOTE ALLA FINE DI QUESTO REPORT.



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ANALISI DELL'UTILIZZO DI FACEBOOK

UN'ANALISI DETTAGLIATA DEGLI UTENTI DI FACEBOOK PER DISPOSITIVO E GENERE



NUMERO TOTALE DI UTENTI ATTIVI SU FACEBOOK MENSILMENTE



34,00 MILIONI

CAMBIAMENTO ANNUALE NEL NUMERO DI UTENTI FACEBOOK RISPETTO AL GENNAIO 2017



+10%

PERCENTUALE DEGLI UTENTI FACEBOOK CHE VI ACCEDONO VIA MOBILE



88%

PERCENTUALE DI PROFILI FACEBOOK DICHIARATI COME FEMMINILE



48%

PERCENTUALE DI PROFILI FACEBOOK DICHIARATI COME MASCHILE



52%

27

FONTE: ESTRAPOLAZIONE DEI DATI FACEBOOK, GENNAIO 2018.



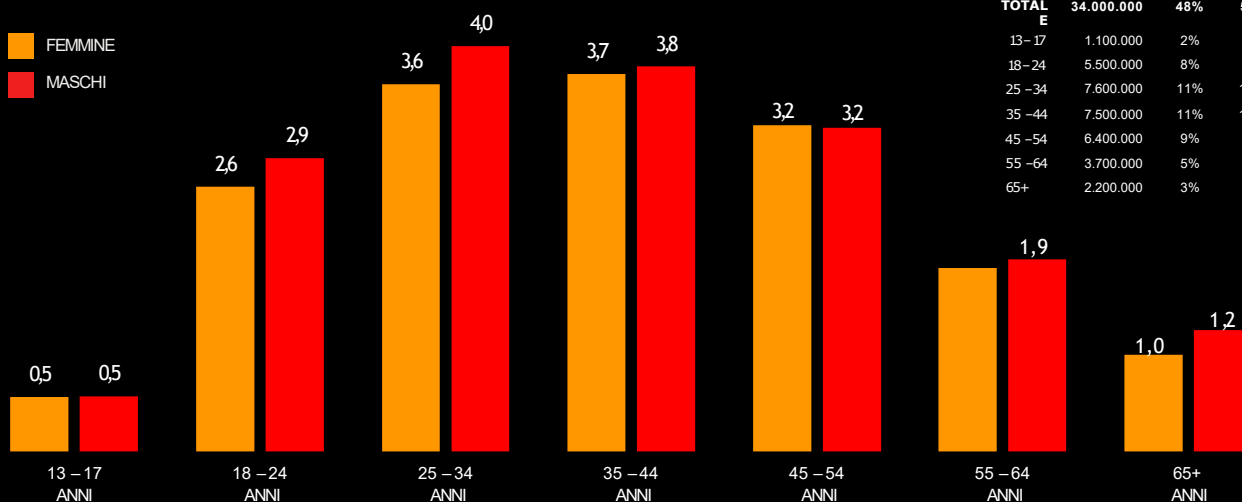
GEN 2018

PROFILO DEGLI UTENTI FACEBOOK

ANALISI DETTAGLIATA DEGLI UTENTI FACEBOOK NAZIONALI SECONDO ETÀ E GENERE, NELL'ORDINE DEI MILIONI



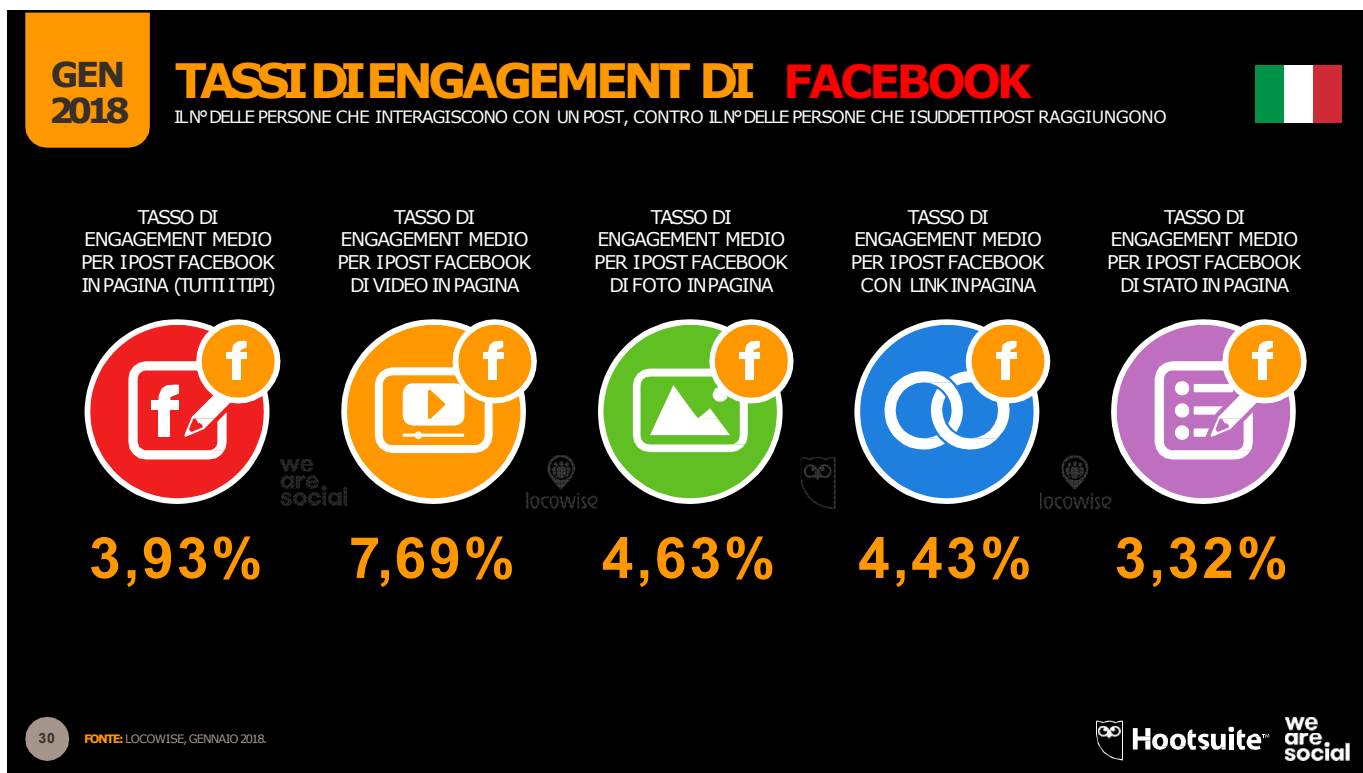
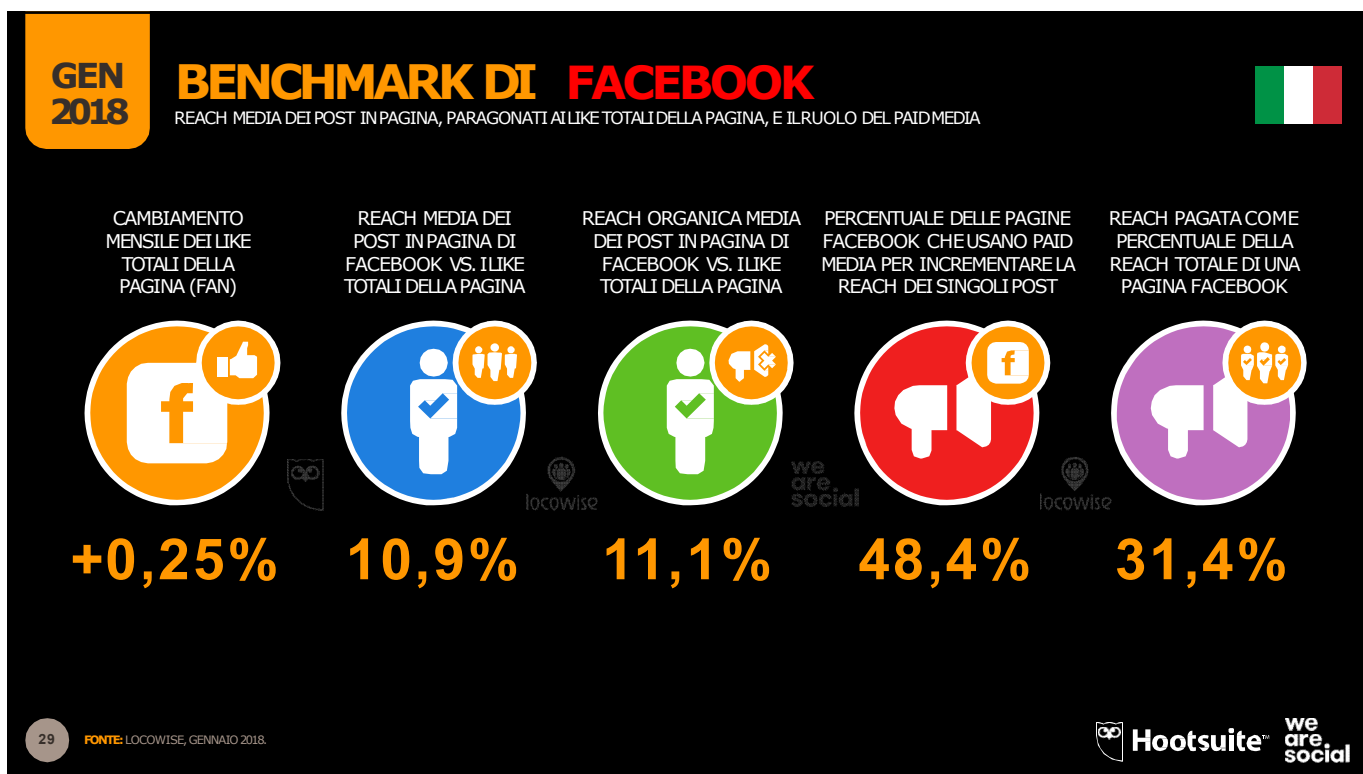
FEMMINE
MASCHI

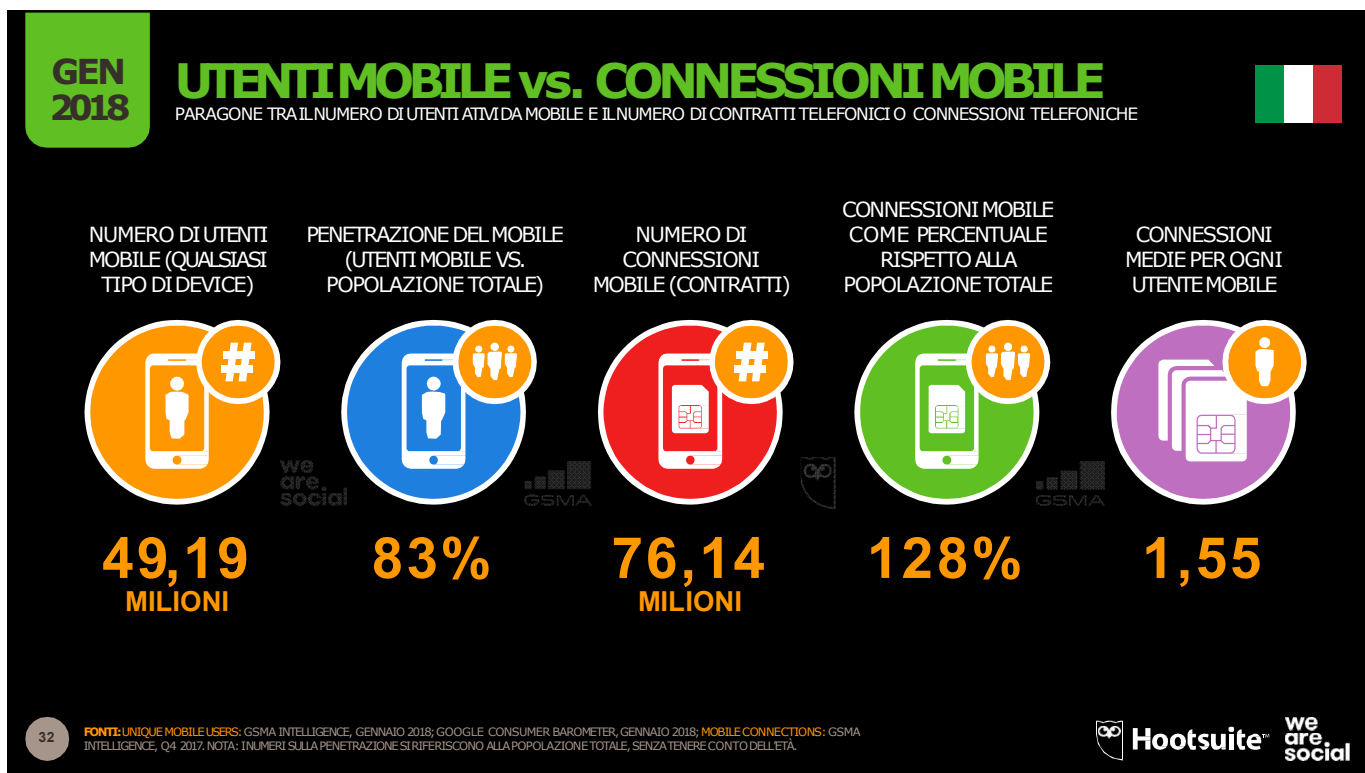
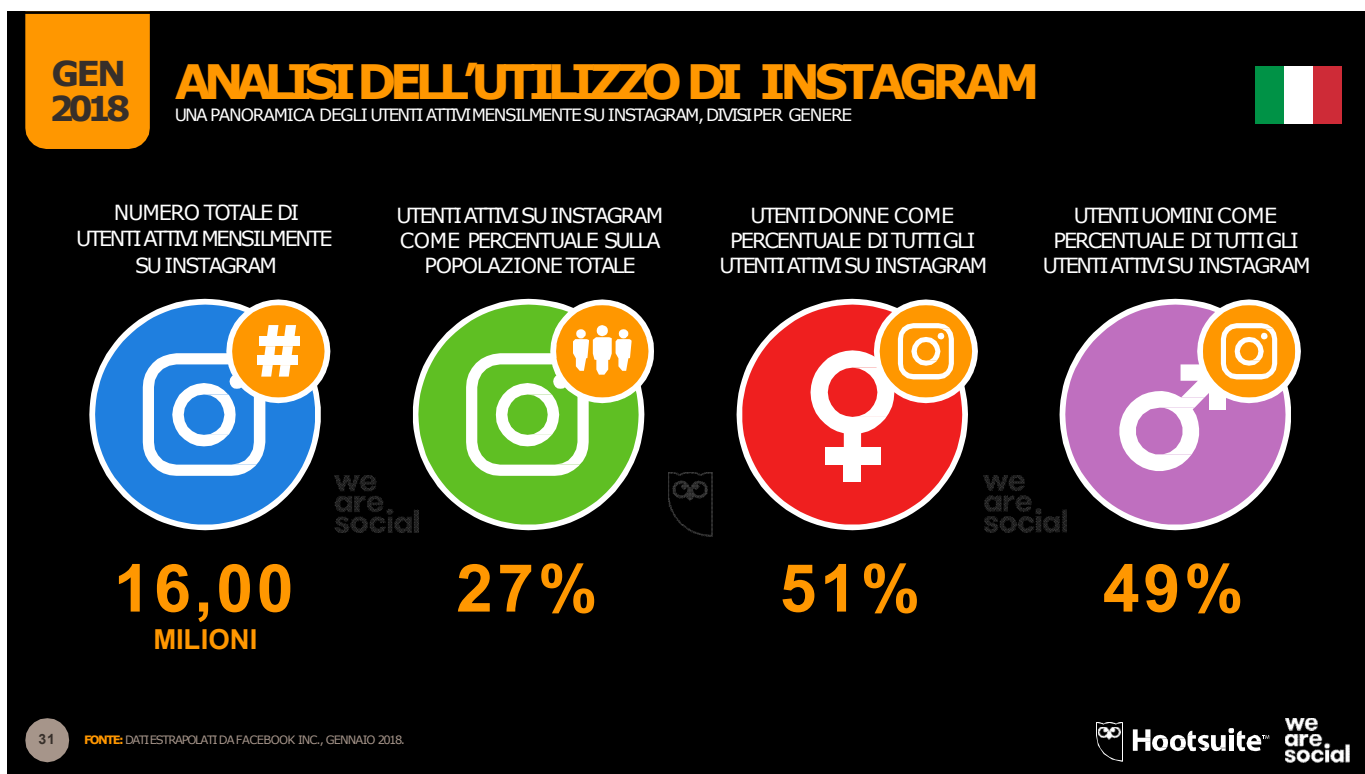


28

FONTE: ESTRAPOLAZIONE DEI DATI FACEBOOK, GENNAIO 2018. NOTA: LA COLONNA "TOTALE" DELLA TABELLA MOSTRA I VALORI ORIGINALI, MENTRE I VALORI DEL GRAFICO SONO STATI DIVISI PER (UN MILIONE). LE PERCENTUALI DELLA TABELLA RAPPRESENTANO LA PARTE RISPETTIVA DEI GRUPPI DIVISI PER GENERE E ETÀ RISPETTO AGLI UTENTI TOTALI DI FACEBOOK A LIVELLO NAZIONALE. I VALORI DELLA TABELLA POTREBBERO NON ESSERE LA SOMMA ESATTA, QUESTO DOVUTO ALL'ARRONDOMENTO DEI DATI DELLE FONTI.







GEN
2018

CONNESSIONI MOBILE PER TIPOLOGIA

BASATO SUL NUMERO DI CONNESSIONI CELLULARE



NUMERO TOTALE
DI CONNESSIONI
MOBILE



76,14
MILIONI

CONNESSIONI MOBILE
COME PERCENTUALE
SULLA POPOLAZIONE
TOTALE



128%

PERCENTUALE DELLE
CONNESSIONI MOBILE
CHE RISULTANO
PREPAGATE



81%

PERCENTUALE DELLE
CONNESSIONI MOBILE
CHE RISULTANO IN
ABBONAMENTO



19%

PERCENTUALE DELLE
CONNESSIONI
MOBILE A BANDA
LARGA (3G & 4G)



80%

33

SOURCE: GSMA INTELLIGENCE, Q4 2017. NOTA: I NUMERI SULLA PENETRAZIONE SI RIFERISCONO ALLA POPOLAZIONE TOTALE, SENZA TENERE CONTO DELL'ETÀ.

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INDICE DI CONNETTIVITÀ MOBILE

VALUTAZIONE DELLA GSMA INTELLIGENCE RISPETTO AI FACILITATORI E AGLI ELEMENTI CHIAVE RELATIVI ALLA CONNETTIVITÀ MOBILE



PUNTEGGIO
GENERALE NAZIONALE



76,23

SU UN PUNTEGGIO
MASSIMO DI 100

INFRASTRUTTURA
DELLA RETE MOBILE



68,92

SU UN PUNTEGGIO
MASSIMO DI 100

ACCESSIBILITÀ DEI
DISPOSITIVI E SERVIZI



74,65

SU UN PUNTEGGIO
MASSIMO DI 100

PREPARAZIONE
DEL CONSUMATORE



80,95

SU UN PUNTEGGIO
MASSIMO DI 100

DISPONIBILITÀ DI CONTENUTI
E SERVIZI RILEVANTI



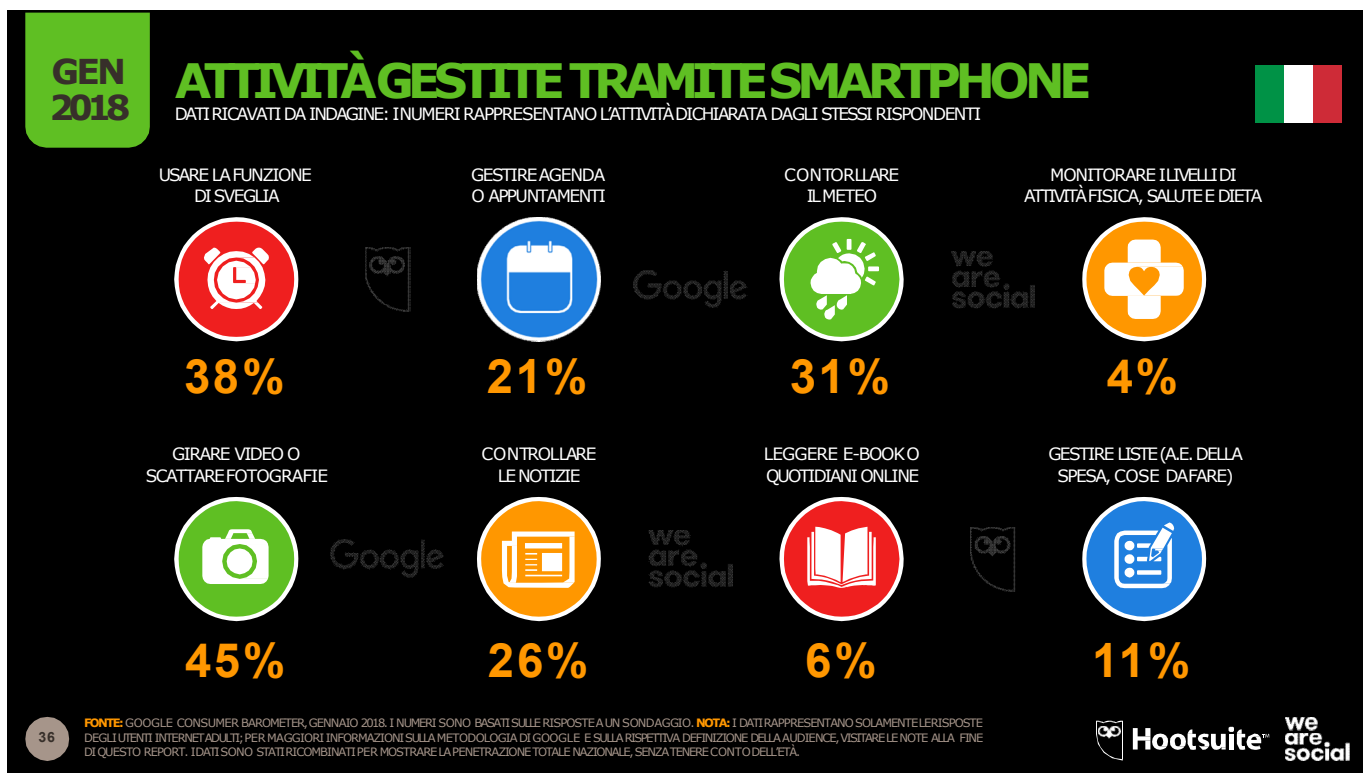
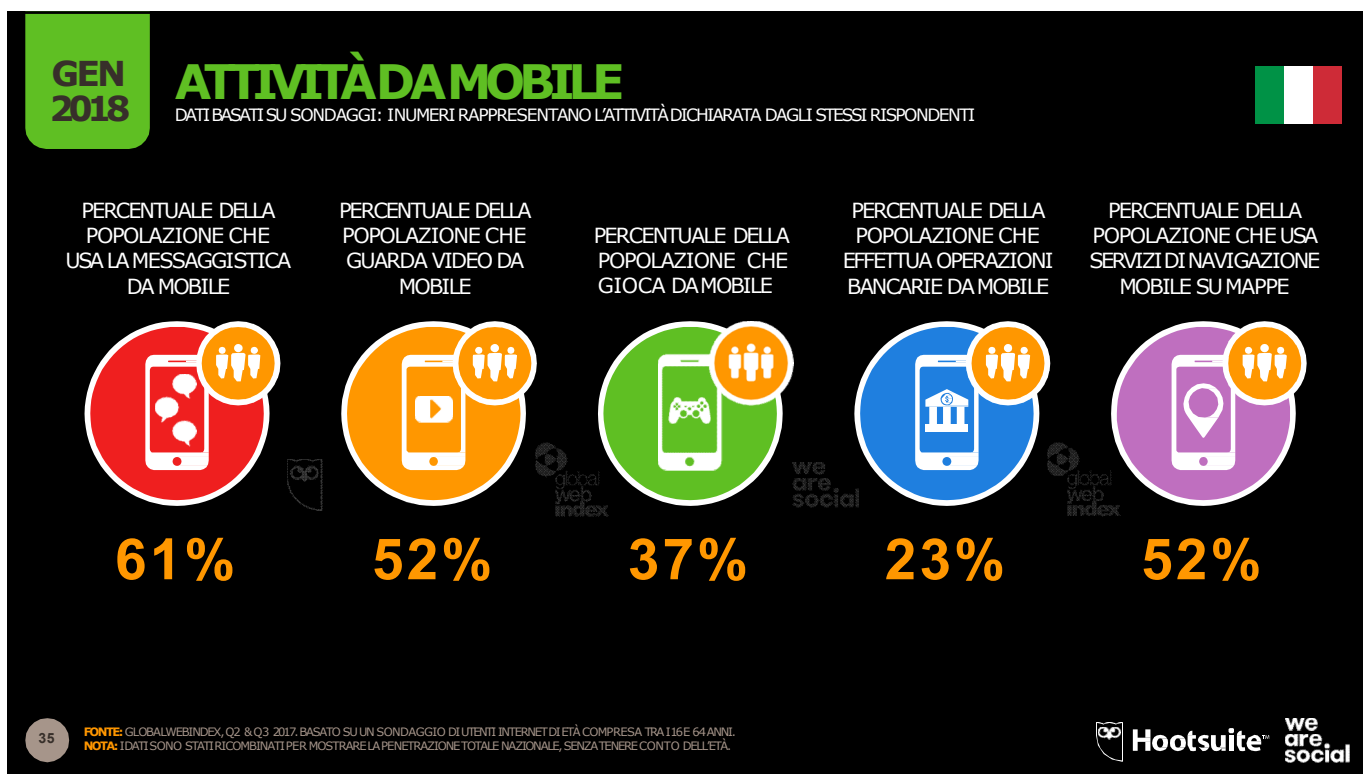
81,09

SU UN PUNTEGGIO
MASSIMO DI 100

34

SOURCE: GSMA INTELLIGENCE, Q4 2017. TO ACCESS THE COMPLETE MOBILE CONNECTIVITY INDEX, VISIT [HTTP://WWW.MOBILECONNECTIVITYINDEX.COM/](http://WWW.MOBILECONNECTIVITYINDEX.COM/)

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CLASSIFICA DELLE APP PRINCIPALI

CLASSIFICHE DELLE PRINCIPALI APP SECONDO GLI UTENTI ATTIVI MENSILMENTE E IL NUMERO DEI DOWNLOAD



CLASSIFICA SECONDO IL NUMERO DI UTENTI ATTIVI MENSILI NEL 2017

CLASSIFICA SECONDO IL NUMERO DEI DOWNLOAD NEL 2017

#	NOME DELL'APP	SVILUPPATORE / AZIENDA
01	WHATSAPP MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	INSTAGRAM	FACEBOOK
05	AMAZON	AMAZON
06	SHAZAM	SHAZAM ENTERTAINMENT
07	WEATHER BY ILMETEO	ILMETEO
08	SPOTIFY	SPOTIFY
09	TRIPADVISOR	TRIPADVISOR
10	TELEGRAM	TELEGRAM

#	NOME DELL'APP	SVILUPPATORE / AZIENDA
01	WHATSAPP MESSENGER	FACEBOOK
02	FACEBOOK MESSENGER	FACEBOOK
03	FACEBOOK	FACEBOOK
04	INSTAGRAM	FACEBOOK
05	AMAZON	AMAZON
06	WISH	CONTEXTLOGIC
07	SNAPCHAT	SNAP
08	SPOTIFY	SPOTIFY
09	MY VODAFONE IT	VODAFONE
10	119	TELECOM ITALIA

37

FONTE: APPANIE, GENNAIO 2018, BASATO SU DATI INCLUSI NEL APPANIE 2017 RETROSPECTIVE REPORT. PER DETTAGLI AGGIUNTIVI VISITARE IL LINK: [HTTPS://WWW.APPANIE.COM/](https://www.appanie.com/)

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FATTORI DI INCLUSIONE FINANZIARIA

PERCENTUALE DI POPOLAZIONE CON UN'ETA' SUPERIORE AI 15 ANNI CHE POSSIEDE O USA OGNI PRODOTTO O SERVIZIO FINANZIARIO

HA UN CONTO
CORRENTE BANCARIO

87%

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HA UNA CARTA
DI CREDITO

36%

EFFETTUA / RICEVE
PAGAMENTI MOBILE VIAGSMA

[N.A.]

we are social

EFFETTUA ACQUISTI ONLINE
E/O PAGA LE BOLLETTE ONLINE

39%

PERCENTUALE DI DONNE CHE
HANNO UNA CARTA DI CREDITO

27%

PERCENTUALE DI UOMINI CHE
HANNO UNA CARTA DI CREDITO

46%

we are social

PERCENTUALE DI DONNE
CHE EFFETTUAANO
PAGAMENTI SU INTERNET

29%

PERCENTUALE DI UOMINI
CHE EFFETTUAANO
PAGAMENTI SU INTERNET

50%

38

FONTE: WORLD BANK GLOBAL FINANCIAL INCLUSION DATA (2015).
NOTA: I NUMERI RAPPRESENTANO LA PERCENTUALE DELLE PERSONE CON UN'ETA' MAGGIORE AI 15 ANNI, NON LA POPOLAZIONE TOTALE.

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**GEN
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ATTIVITÀ DI E-COMMERCE (ULTIMI 30 GIORNI)

DATI RICAVATI DA INDAGINE: INUMERI RAPPRESENTANO L'ATTIVITÀ DICHIARATA DAGLI STESSI RISPONDENTI



**GEN
2018**

ATTIVITÀ DI E-COMMERCE (ULTIMI 30 GIORNI)

DATI RICAVATI DA INDAGINE: INUMERI RAPPRESENTANO L'ATTIVITÀ DICHIARATA DAGLI STESSI RISPONDENTI



HANNO CERCATO IN
RETE PRODOTTI O
SERVIZI DA ACQUISTARE



63%

HANNO VISITATO
UN PUNTO
VENDITA ONLINE



67%

HANNO ACQUISTATO
UN PRODOTTO O UN
SERVIZIO ONLINE



53%

HANNO EFFETTUATO
UN ACQUISTO ONLINE
TRAMITE UN COMPUTER
FISSO O PORTATILE



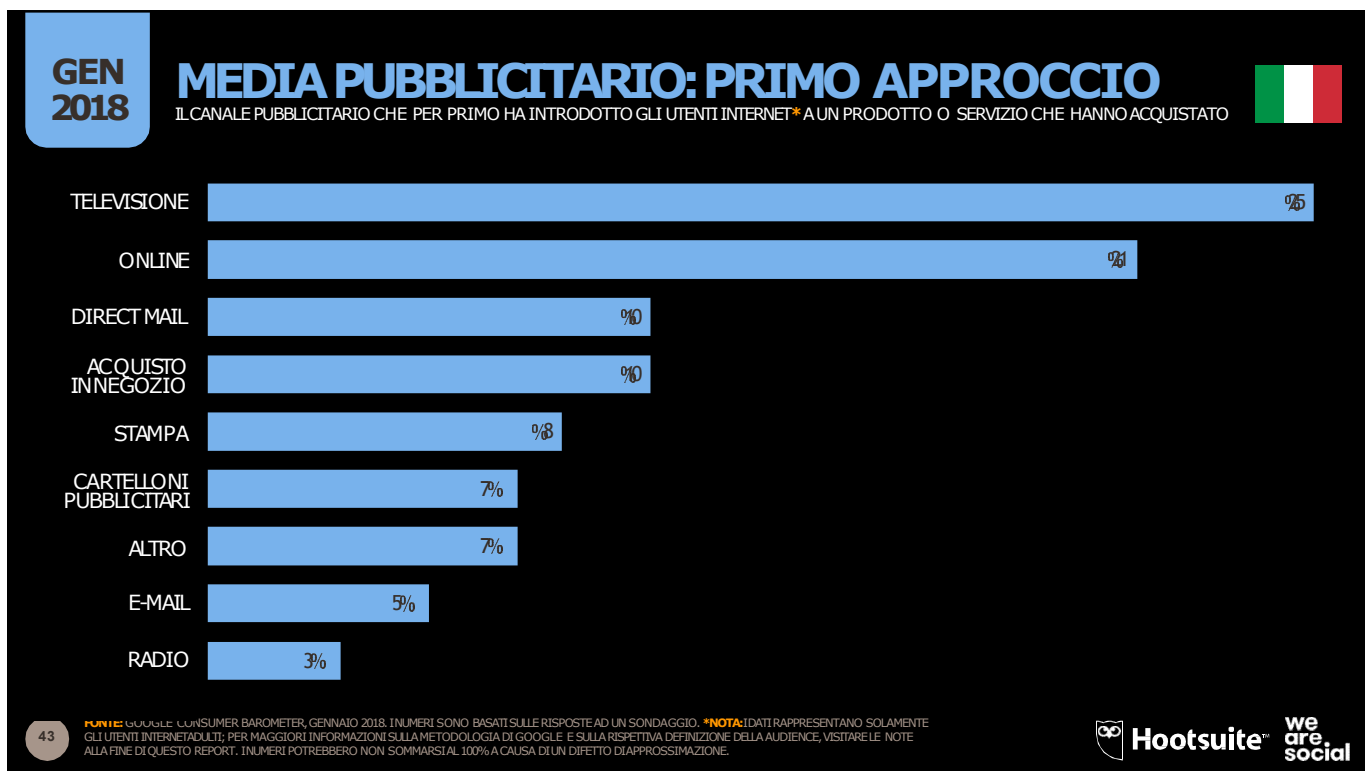
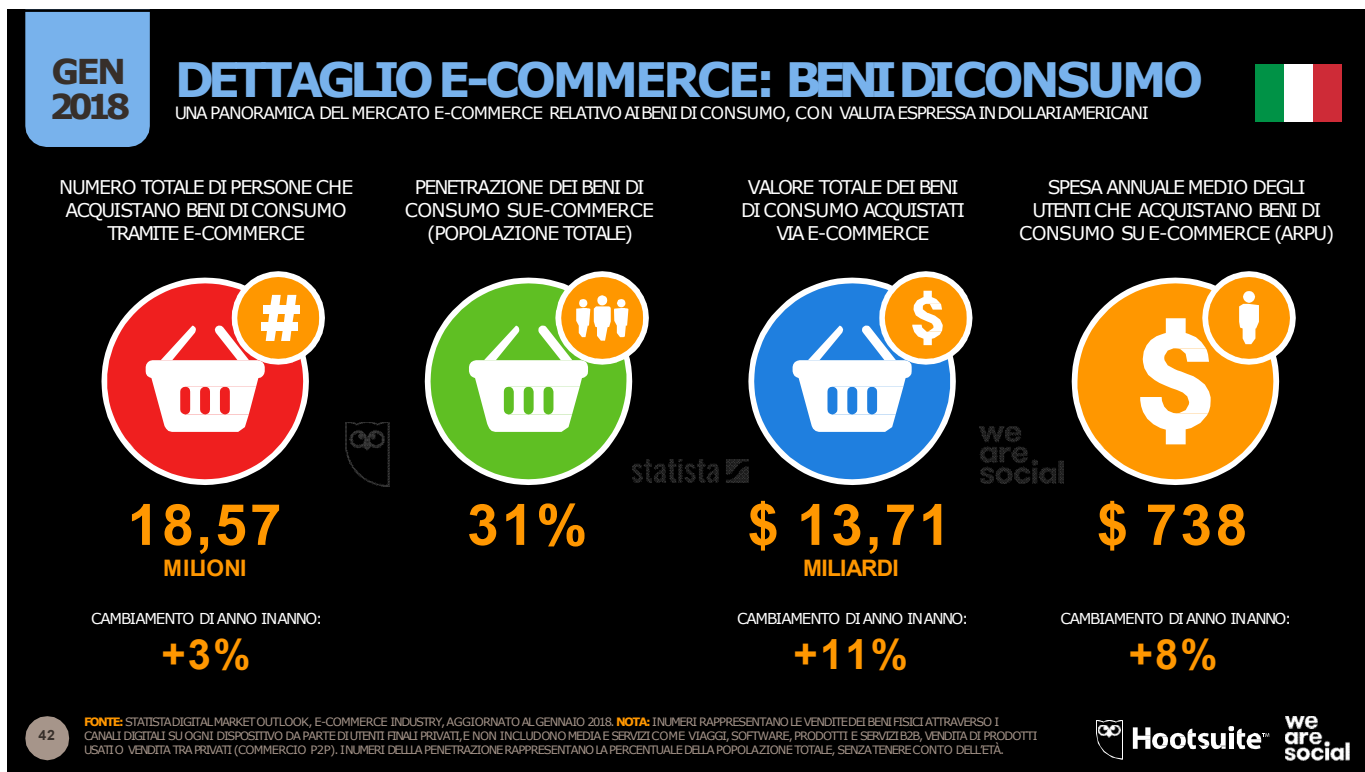
24%

HANNO EFFETTUATO
UN ACQUISTO
ONLINE TRAMITE UN
DISPOSITIVO MOBILE



24%







SPAIN

we are social

145

JAN 2018

DIGITAL IN SPAIN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL POPULATION



46.38
MILLION

URBANISATION:
80%

INTERNET USERS



39.42
MILLION

PENETRATION:
85%

ACTIVE SOCIAL MEDIA USERS



27.00
MILLION

PENETRATION:
58%

UNIQUE MOBILE USERS



37.27
MILLION

PENETRATION:
80%

ACTIVE MOBILE SOCIAL USERS



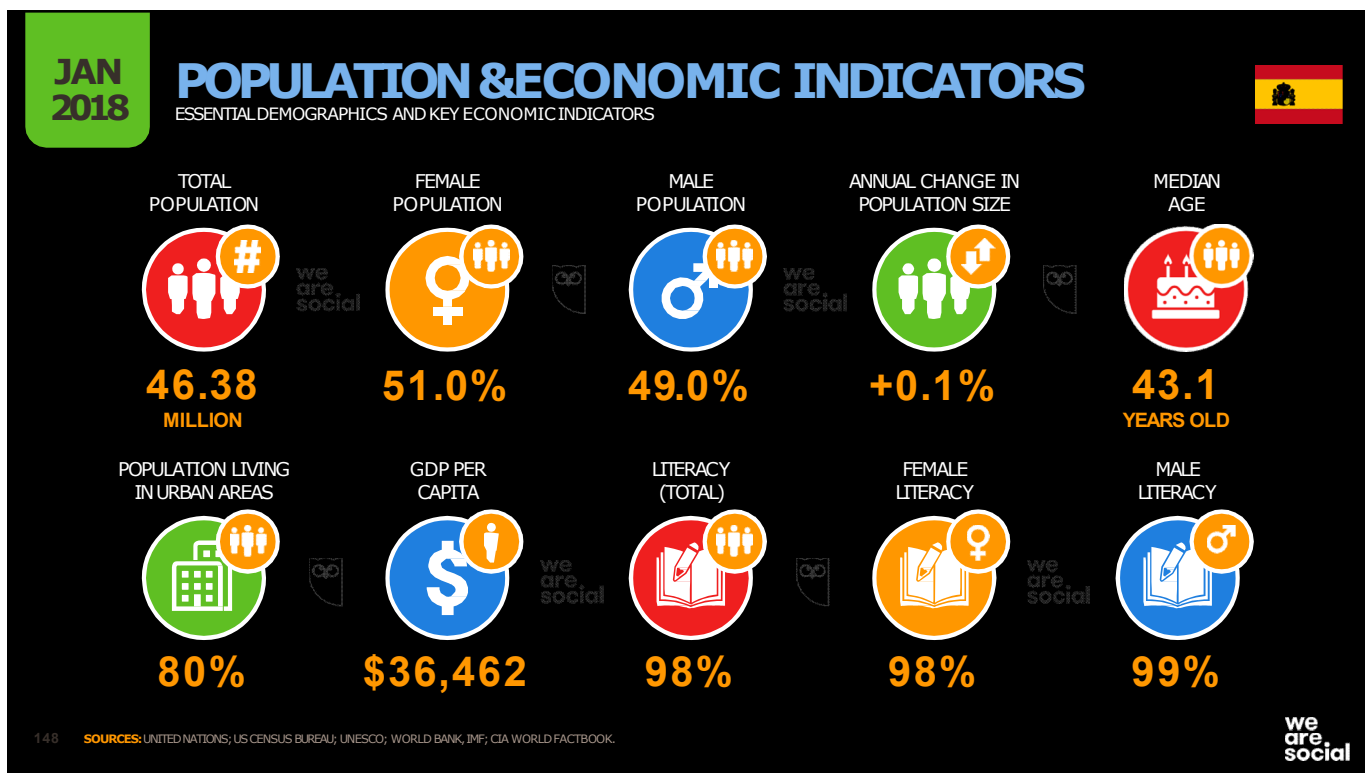
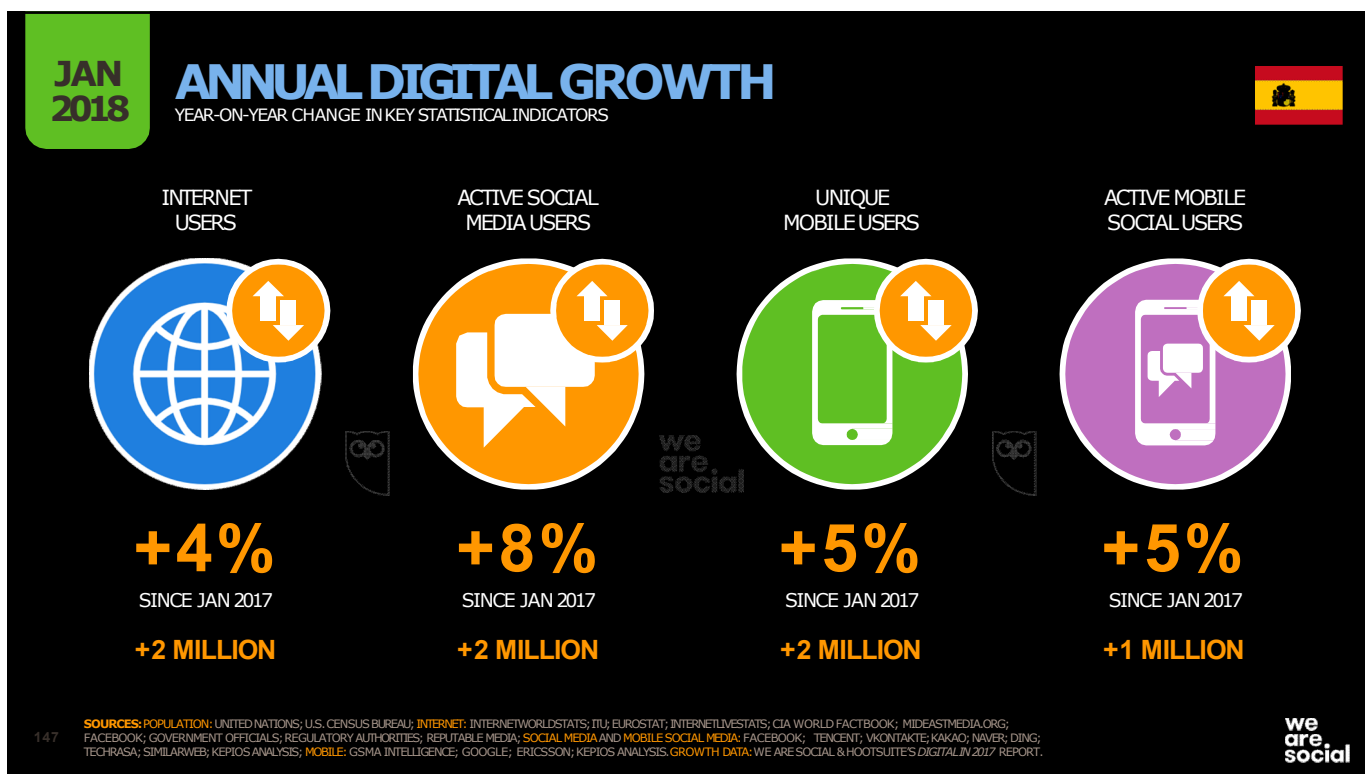
23.00
MILLION

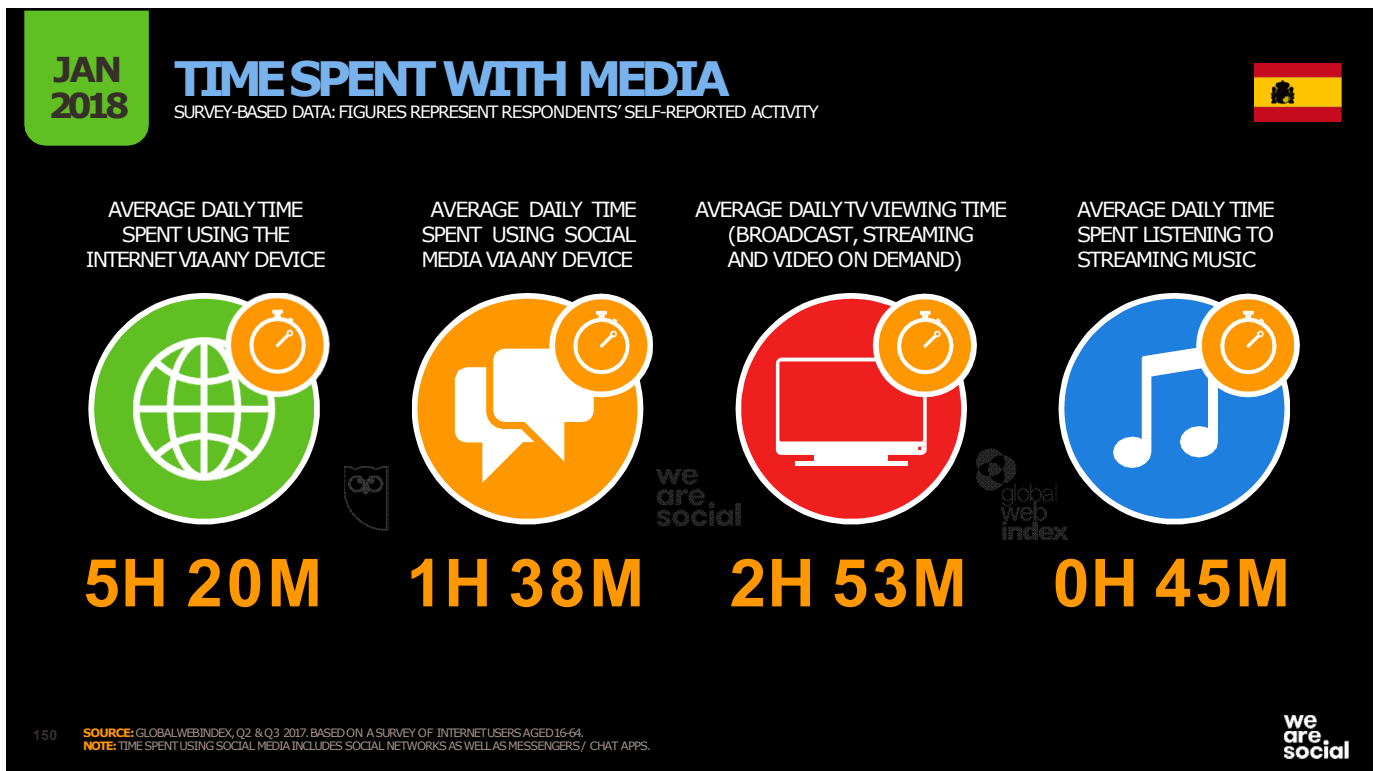
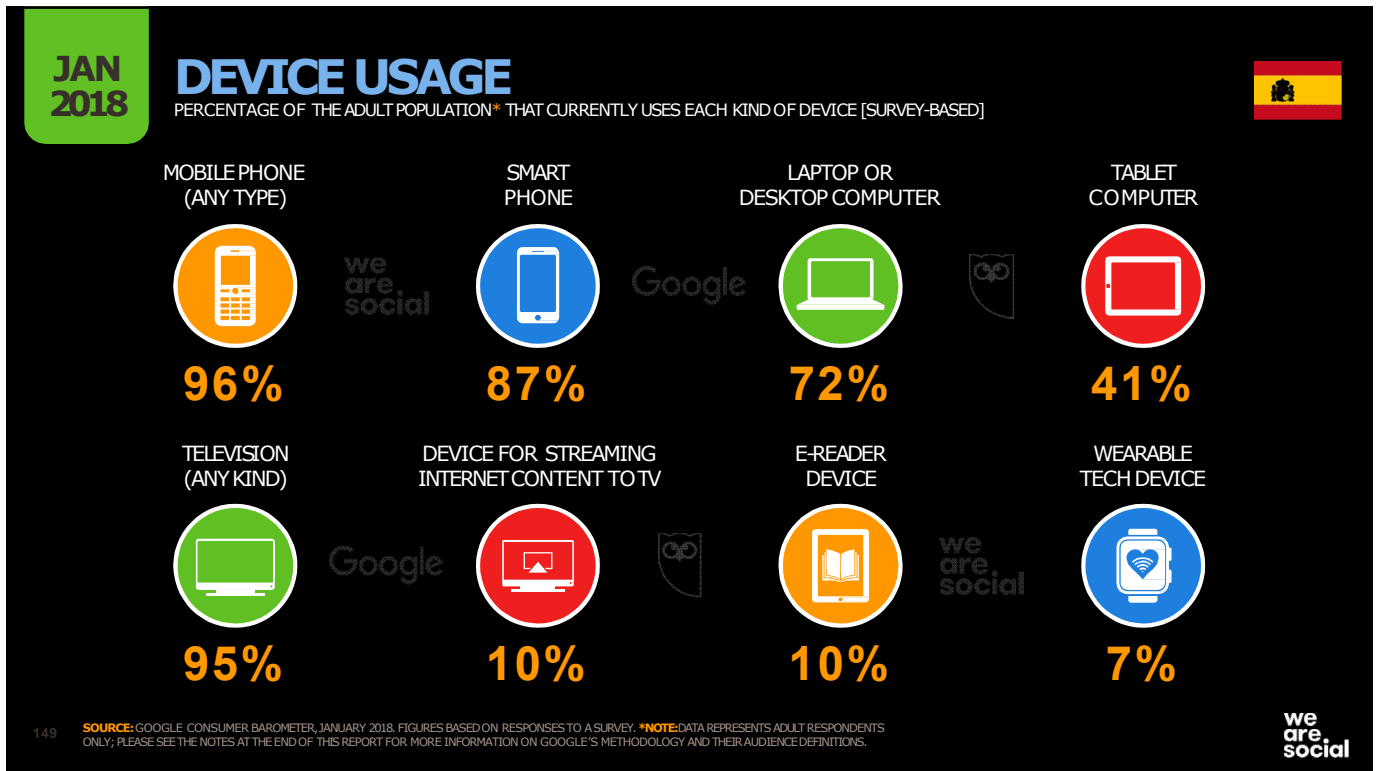
PENETRATION:
50%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; WKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

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146





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ATTITUDES TOWARDS DIGITAL

HOW INTERNET USERS* PERCEIVE THE ROLE OF TECHNOLOGY, AND THEIR PERSPECTIVE ON PRIVACY ISSUES



BELIEVE THAT NEW TECHNOLOGIES OFFER MORE OPPORTUNITIES THAN RISKS



57%

PREFER TO COMPLETE TASKS DIGITALLY WHENEVER POSSIBLE



57%

BELIEVE DATA PRIVACY AND PROTECTION ARE VERY IMPORTANT



91%

DELETE COOKIES FROM INTERNET BROWSER TO PROTECT PRIVACY



48%

USE AN AD-BLOCKING TOOL TO STOP ADVERTS BEING DISPLAYED



42%

151 **SOURCES:** GOOGLE CONSUMER BAROMETER, JANUARY 2018; GLOBALWEBINDEX, Q2 & Q3, 2017. **NOTES:** GOOGLE FIGURES BASED ON A SURVEY OF ADULT INTERNET USERS. SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON METHODOLOGY AND AUDIENCE DEFINITIONS. GLOBALWEBINDEX FIGURES BASED ON A SURVEY OF INTERNET USERS AGED 16-64. *NOTE: THESE FIGURES ONLY REPRESENT THE ATTITUDES AND ACTIVITIES OF INTERNET USERS.

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INTERNET USE

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



TOTAL NUMBER OF ACTIVE INTERNET USERS



39.42 MILLION

INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION



85%

TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS



35.80 MILLION

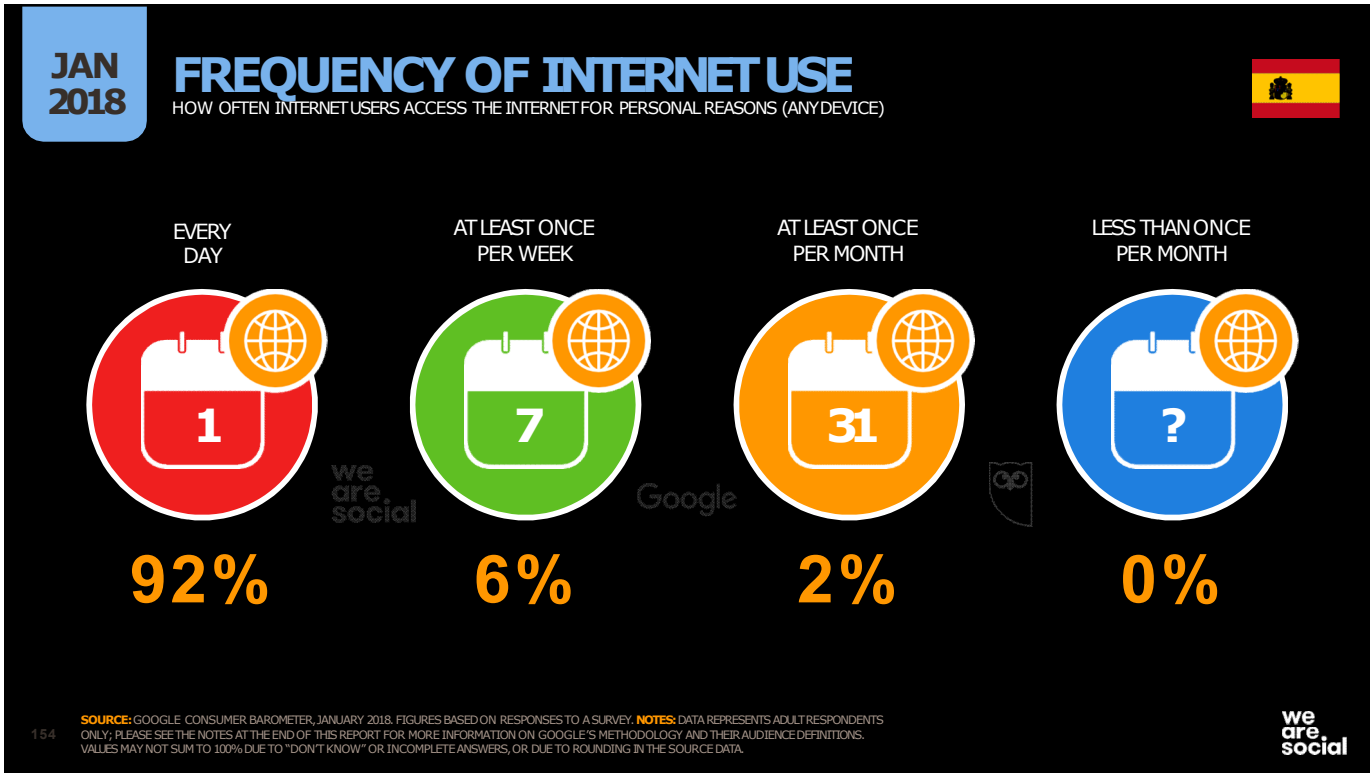
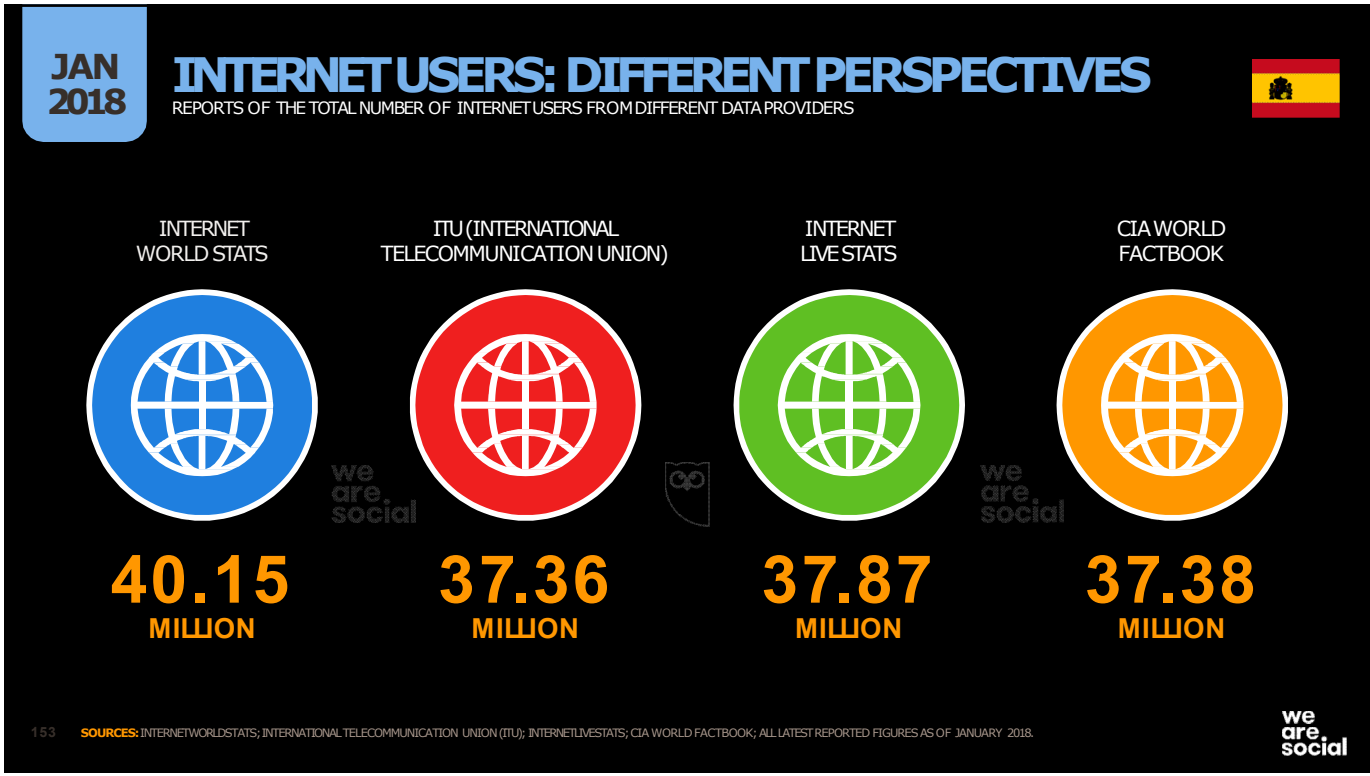
MOBILE INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION



77%

152 **SOURCES:** INTERNETWORLDSTATS; ITC; EUROSTAT; INTERNETLVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; GLOBALWEBINDEX, Q2 & Q3, 2017. **NOTES:** GLOBALWEBINDEX DATA IS BASED ON A SURVEY OF INTERNET USERS AGED 16-64, BUT DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION, REGARDLESS OF AGE. PENETRATION FIGURES BASED ON POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU.

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INTERNET CONNECTIONS: SPEED & DEVICES

AVERAGE INTERNET CONNECTION SPEEDS, AND THE DEVICE THAT PEOPLE USE MOST OFTEN TO ACCESS THE INTERNET



AVERAGE INTERNET SPEED VIA FIXED CONNECTIONS



OOKLA

65.65 MBPS

AVERAGE INTERNET SPEED VIA MOBILE CONNECTIONS



31.34 MBPS

ACCESS THE INTERNET MOST OFTEN VIA A COMPUTER OR TABLET



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14%

ACCESS EQUALLY VIA A SMARTPHONE AND COMPUTER OR TABLET



Google

39%

ACCESS THE INTERNET MOST OFTEN VIA A SMARTPHONE



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155 **SOURCES:** OOKLA SPEEDTEST, NOVEMBER 2017; GOOGLE CONSUMER BAROMETER, JANUARY 2018. GOOGLE'S 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.

JAN 2018

SHARE OF WEB TRAFFIC BY DEVICE

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



LAPTOPS & DESKTOPS



49%

YEAR-ON-YEAR CHANGE:
-6%

MOBILE PHONES



45%

YEAR-ON-YEAR CHANGE:
+9%

TABLET DEVICES



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6%

YEAR-ON-YEAR CHANGE:
-12%

OTHER DEVICES



0.14%

YEAR-ON-YEAR CHANGE:
+17%

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156 **SOURCES:** STATCOUNTER, JANUARY 2018, AND STATCOUNTER, JANUARY 2017.

JAN
2018

SIMILARWEB'S RANKING OF TOP WEBSITES

RANKINGS BASED ON AVERAGE MONTHLY TRAFFIC TO EACH WEBSITE IN Q4 2017



#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.ES	SEARCH	1,651,200,000	9M 05S	7.5
02	GOOGLE.COM	SEARCH	570,100,000	7M 17S	9.2
03	FACEBOOK.COM	SOCIAL	448,900,000	10M 23S	9.8
04	YOUTUBE.COM	TV& VIDEO	417,600,000	18M 13S	8.6
05	WIKIPEDIA.ORG	REFERENCE	151,000,000	3M 36S	2.7
06	AMAZON.ES	SHOPPING	147,200,000	7M 41S	11.1
07	TWITTER.COM	SOCIAL	118,400,000	9M 16S	6.3
08	ELPAIS.COM	NEWS & MEDIA	112,800,000	8M 37S	3.5
09	LIVE.COM	EMAIL	103,100,000	6M 26S	8.6
10	ELMUNDO.ES	NEWS & MEDIA	100,600,000	7M 58S	4.4

157 **SOURCE:** SIMILARWEB, JANUARY 2018, BASED ON AVERAGE MONTHLY DATA FOR Q4 2017. **NOTES:** MONTHLY TRAFFIC REPRESENTS TOTAL VISITS TO EACH SITE, NOT UNIQUE VISITORS. DATA FOR SOME COUNTRIES REPRESENTS DESKTOP TRAFFIC, WHILST OTHERS REPRESENTS TRAFFIC FROM BOTH DESKTOP AND MOBILE DEVICES. **ADVISORY:** SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

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ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES
01	GOOGLE.ES	6M 14S	10.82	11	ELPAIS.COM	5M 17S	2.67
02	YOUTUBE.COM	8M 18S	4.79	12	YAHOO.COM	4M 02S	3.61
03	GOOGLE.COM	7M 32S	8.56	13	BLOGSPOT.COM.ES	2M 55S	2.34
04	FACEBOOK.COM	10M 21S	4.00	14	INSTAGRAM.COM	5M 23S	3.34
05	AMAZON.ES	8M 00S	8.89	15	MARCA.COM	6M 07S	3.56
06	LIVE.COM	4M 03S	3.41	16	ELMUNDO.ES	5M 04S	2.97
07	TWITTER.COM	6M 21S	3.21	17	ROLLOID.NET	3M 14S	1.61
08	WIKIPEDIA.ORG	4M 16S	3.31	18	WHATSAPP.COM	3M 50S	1.23
09	OKDIARIO.COM	4M 07S	2.14	19	LINKEDIN.COM	5M 19S	4.19
10	HOLA.COM	3M 34S	3.66	20	XVIDEOS.COM	14M 04S	10.15

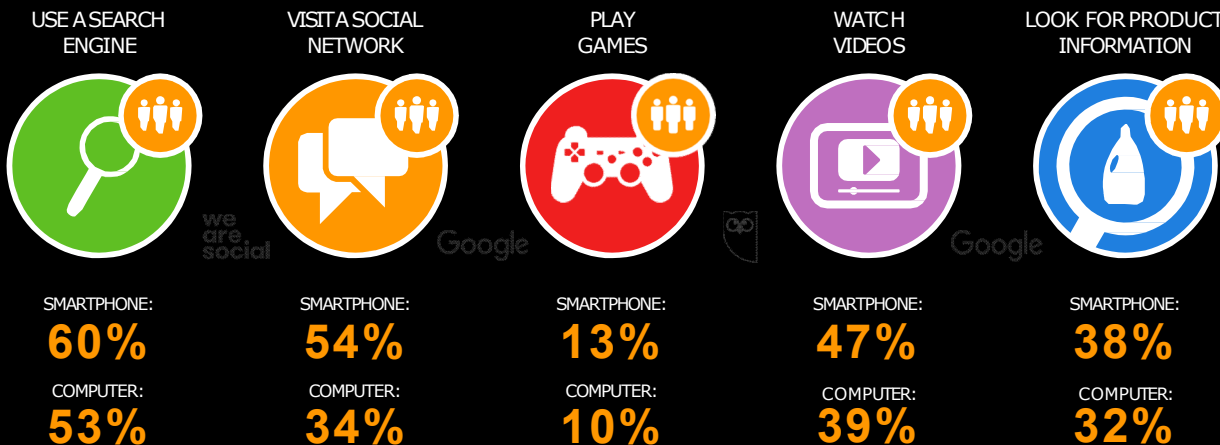
158 **SOURCE:** ALEXA, JANUARY 2018. **NOTES:** 'TIME' REPRESENTS TIME SPENT ON SITE PER DAY. 'PAGES' REPRESENTS NUMBER OF PAGE VIEWS PER DAY. ALEXA USES A COMBINATION OF AVERAGE DAILY VISITORS AND PAGE VIEWS OVER A ONE-MONTH PERIOD TO CALCULATE ITS RANKING. RANKINGS ON THIS SLIDE ARE BASED ON THE MONTH TO 16 JANUARY 2018. **ADVISORY:** SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

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WEEKLY ONLINE ACTIVITIES BY DEVICE

PERCENTAGE OF THE TOTAL POPULATION* ENGAGING IN EACH ACTIVITY AT LEAST ONCE PER WEEK [SURVEY-BASED]



159 **SOURCE:** GOOGLE CONSUMER BAROMETER, JANUARY 2018. FIGURES BASED ON RESPONSES TO A SURVEY. ***NOTES:** DATA BASED ON SURVEY RESPONSES FROM ADULT INTERNET USERS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS. DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION, REGARDLESS OF AGE.



JAN 2018

TOP GOOGLE SEARCH QUERIES IN 2017

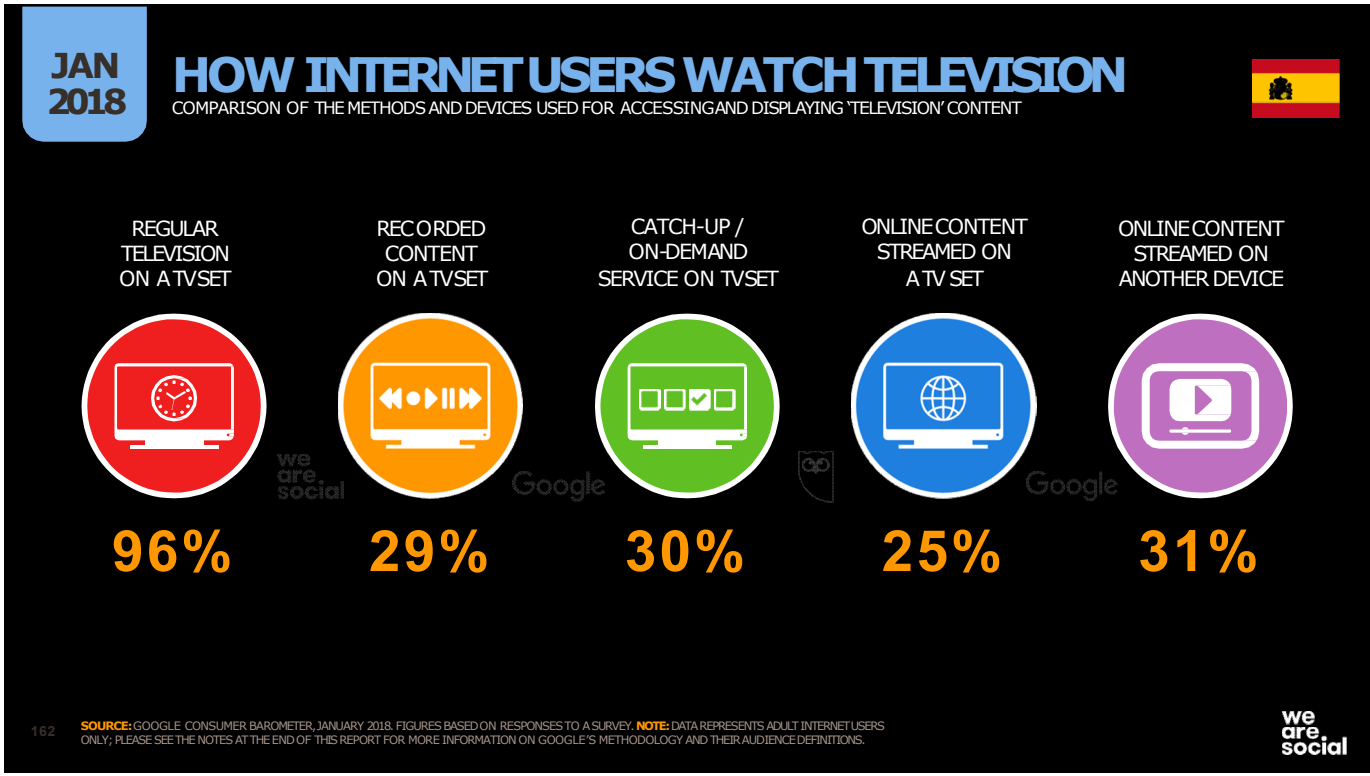
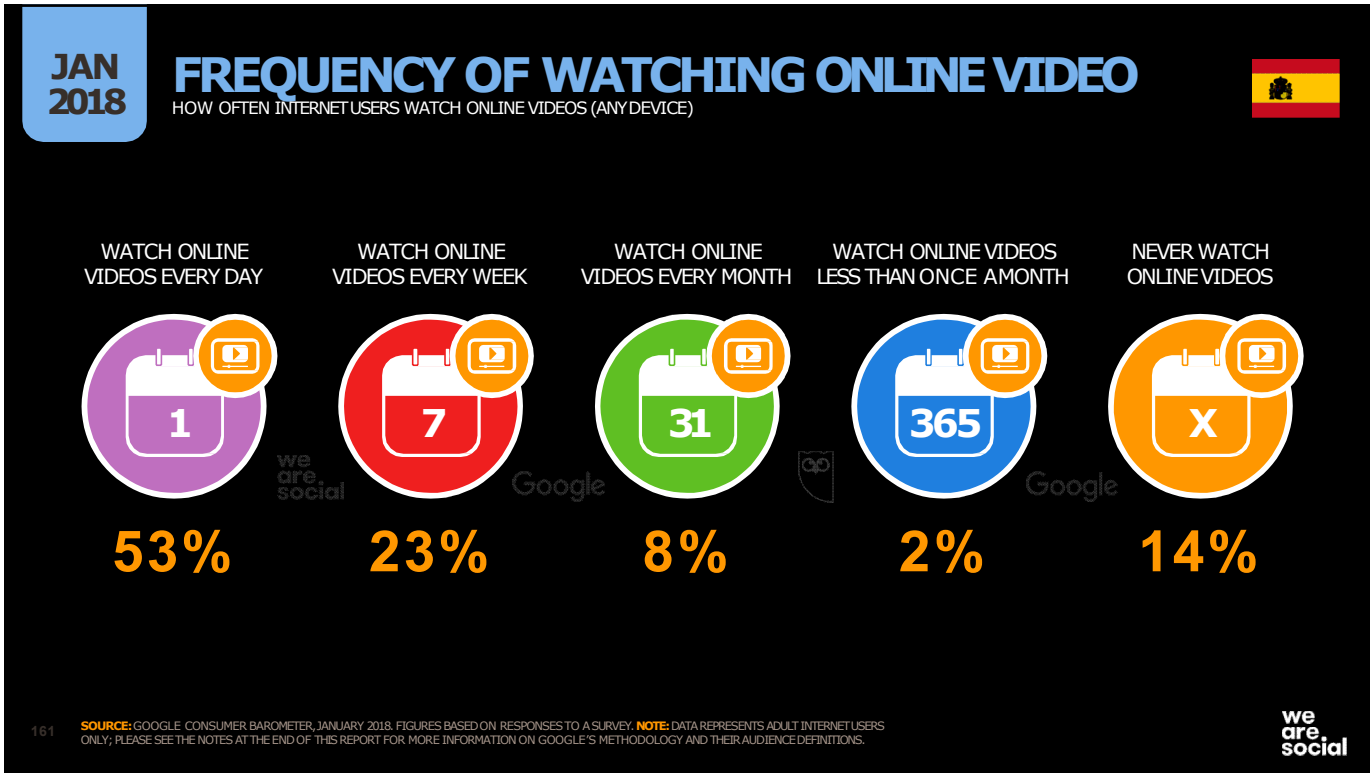
RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017

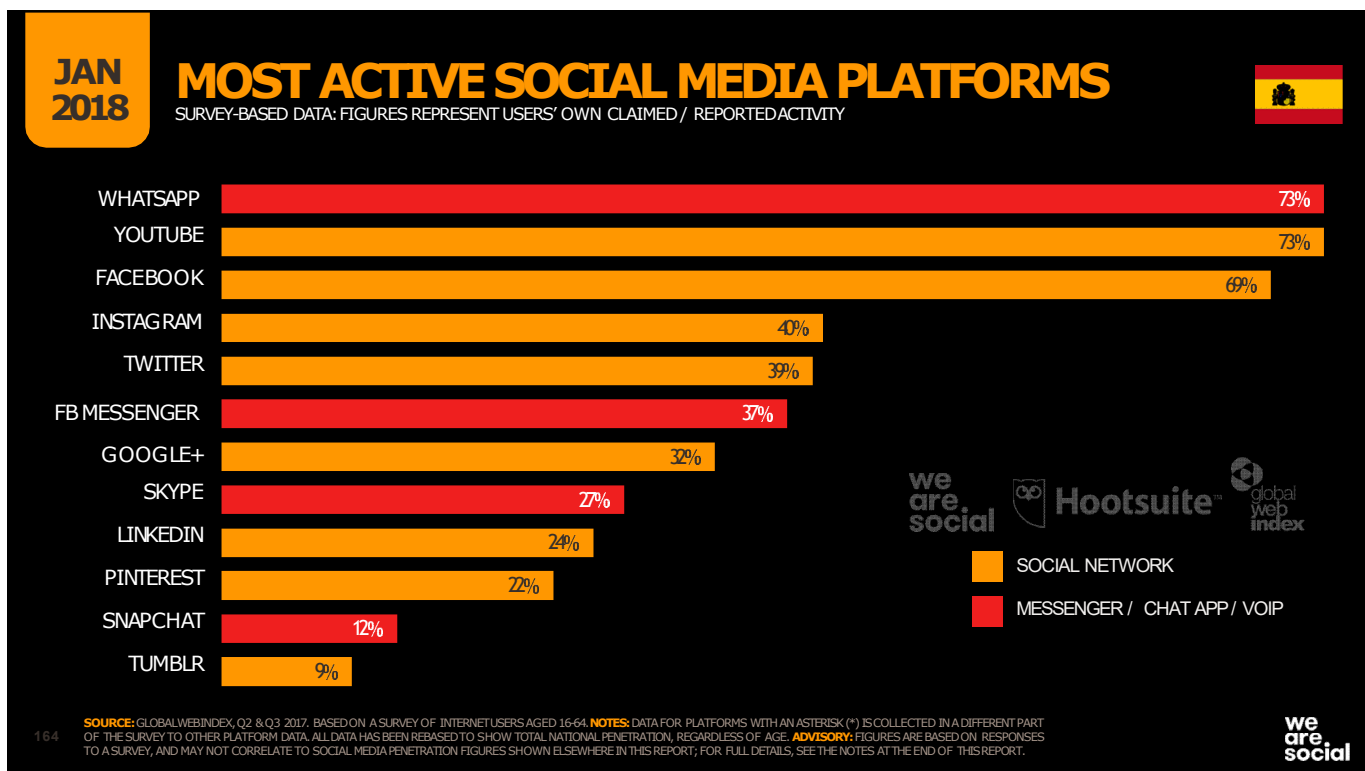
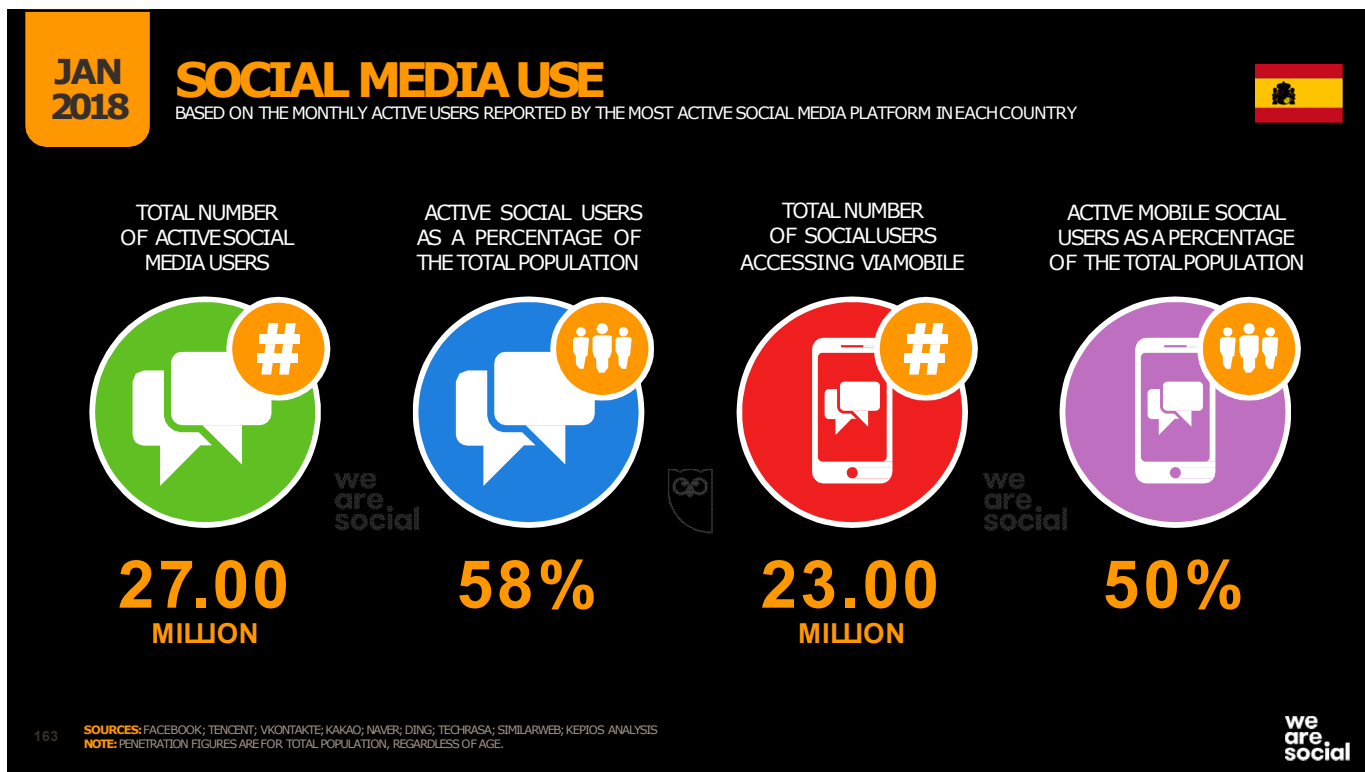


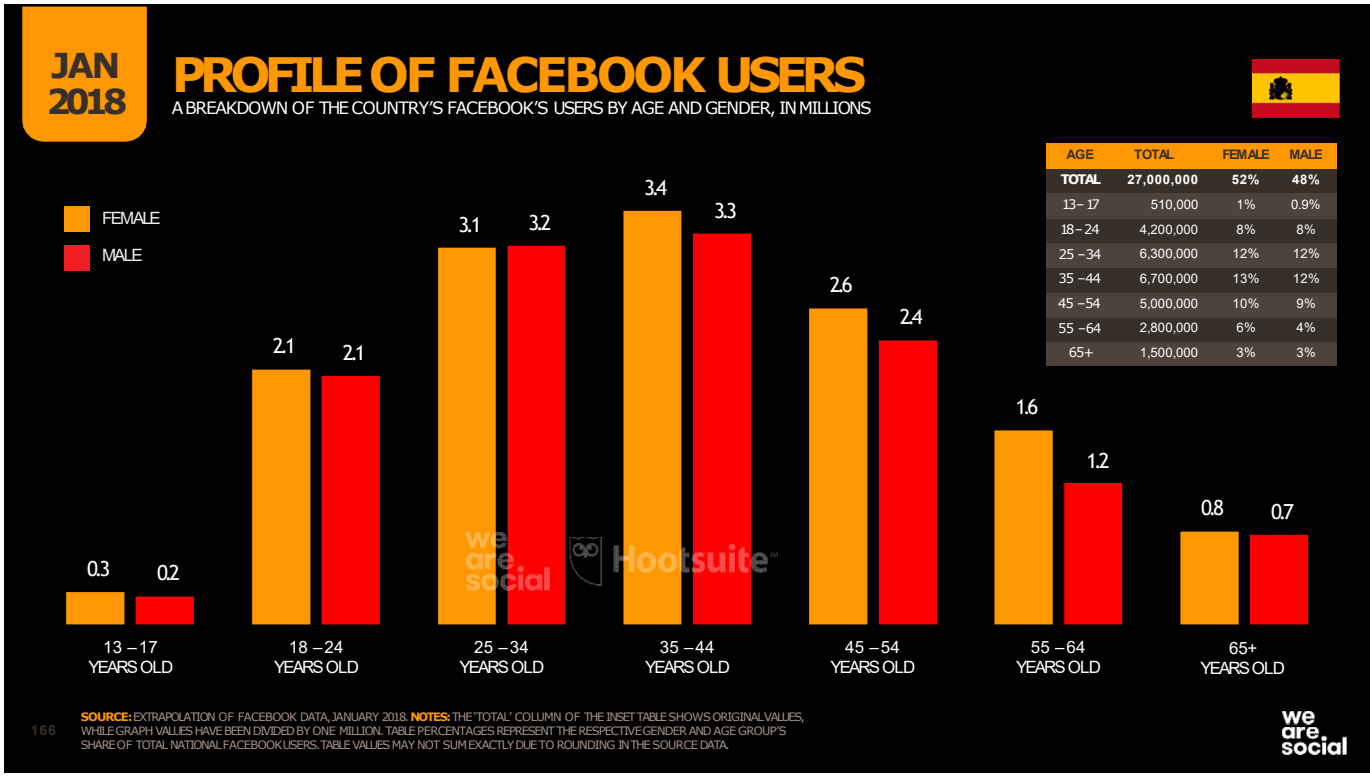
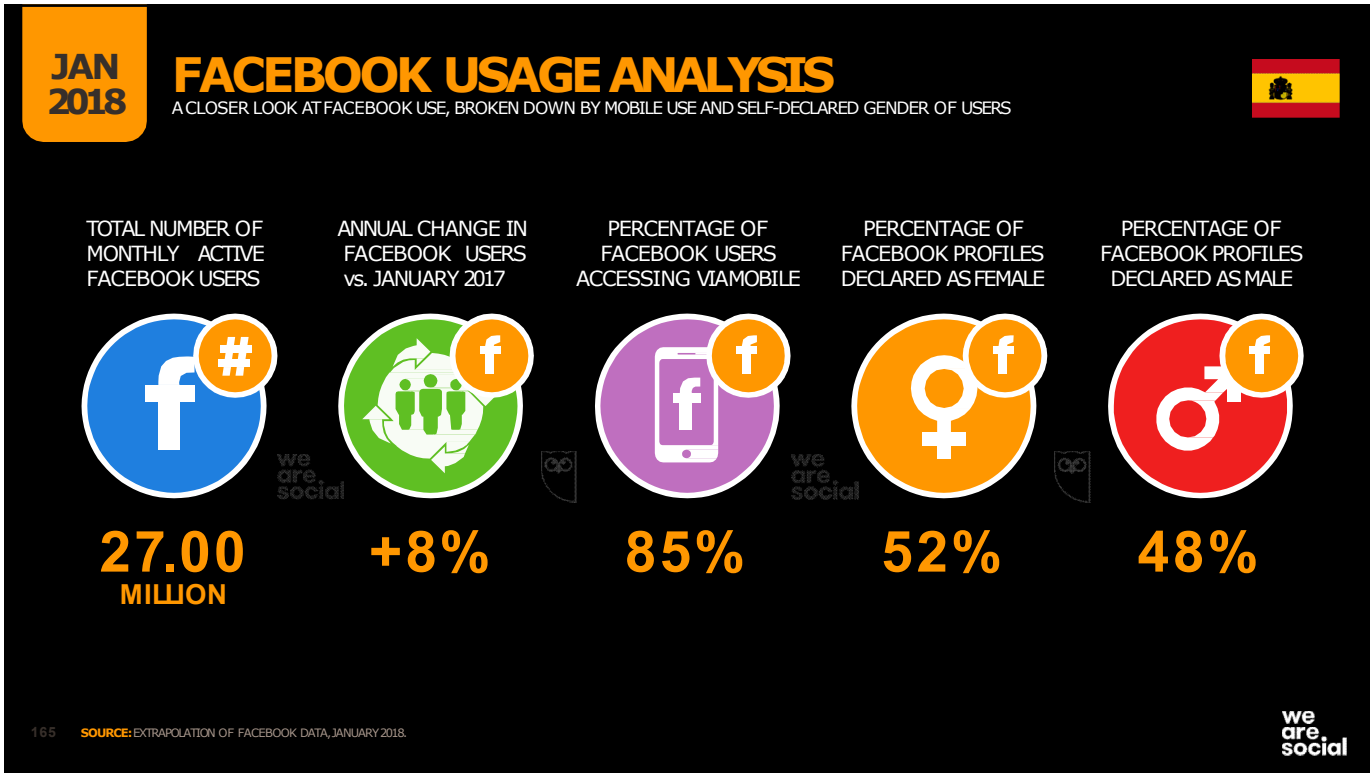
#	QUERY	INDEX	#	QUERY	INDEX
01	TIEMPO	100	11	AMAZON	29
02	FACEBOOK	98	12	GMAIL	27
03	YOUTUBE	60	13	EL MUNDO	25
04	GOOGLE	51	14	NOTICIAS	22
05	BARCELONA	50	15	SANTANDER	22
06	TRADUCTOR	48	16	EL PAIS	20
07	EL TIEMPO	45	17	CAIXA	20
08	HOTMAIL	45	18	MILANUNCIOS	17
09	MARCA	36	19	LA CAIXA	16
10	AS	34	20	INSTAGRAM	16

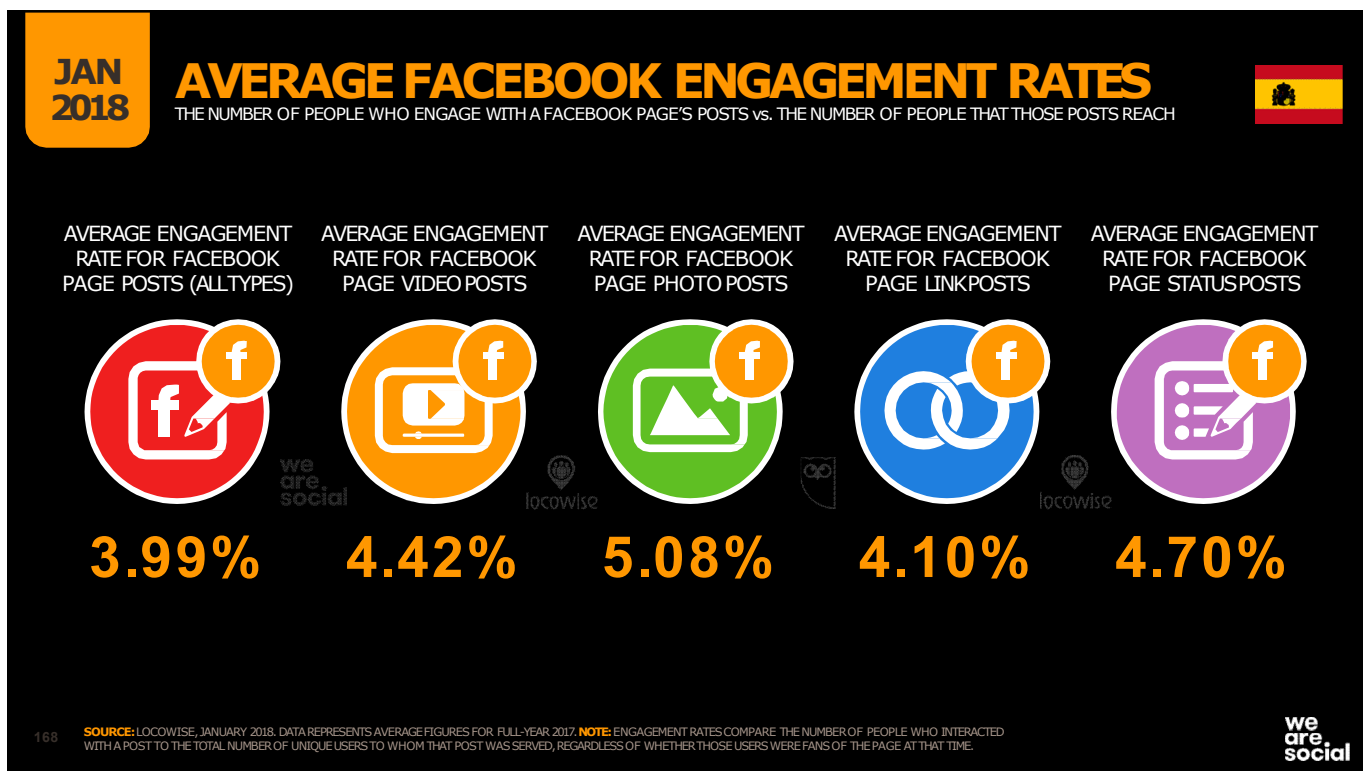
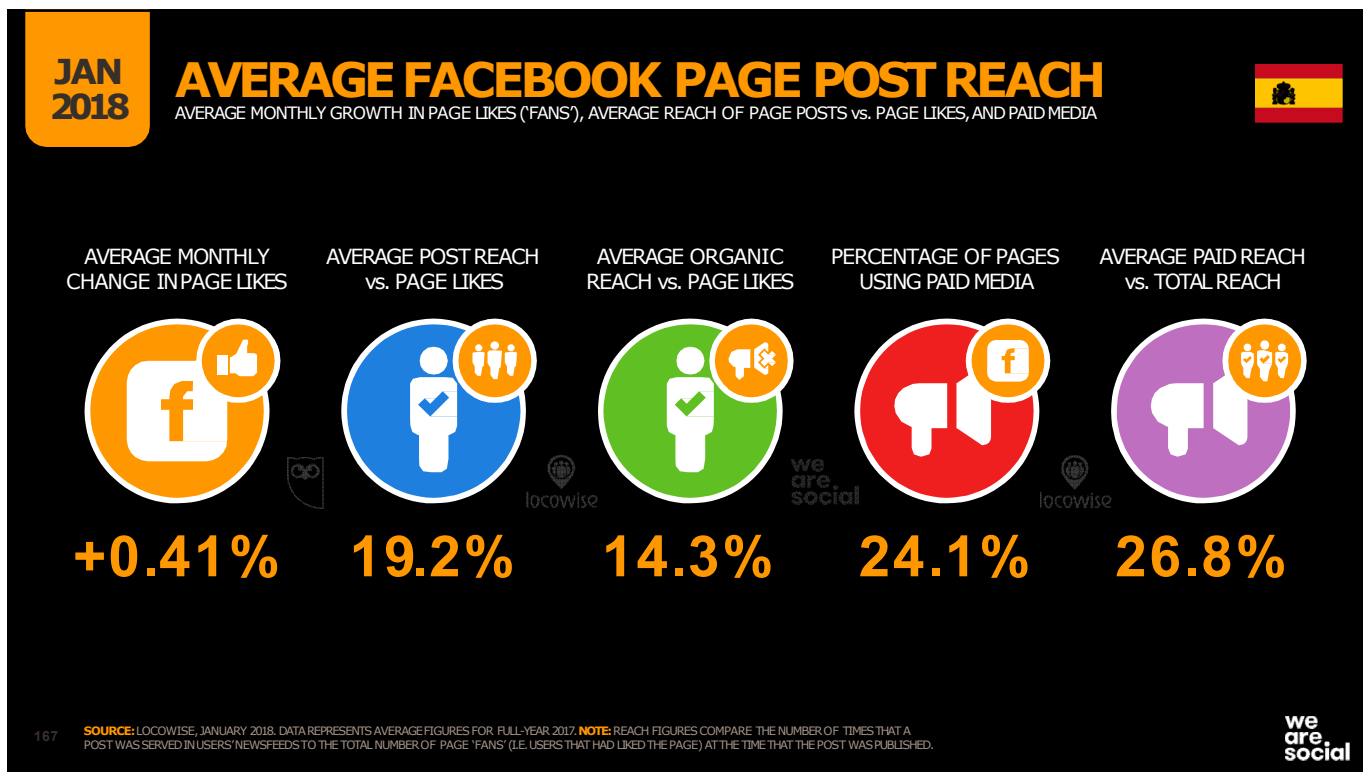
160 **SOURCE:** GOOGLE TRENDS, JANUARY 2018. **NOTES:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE 'INDEX' COLUMN SHOWS RELATIVE VOLUME FOR EACH QUERY COMPARED TO THE SEARCH VOLUME FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY).

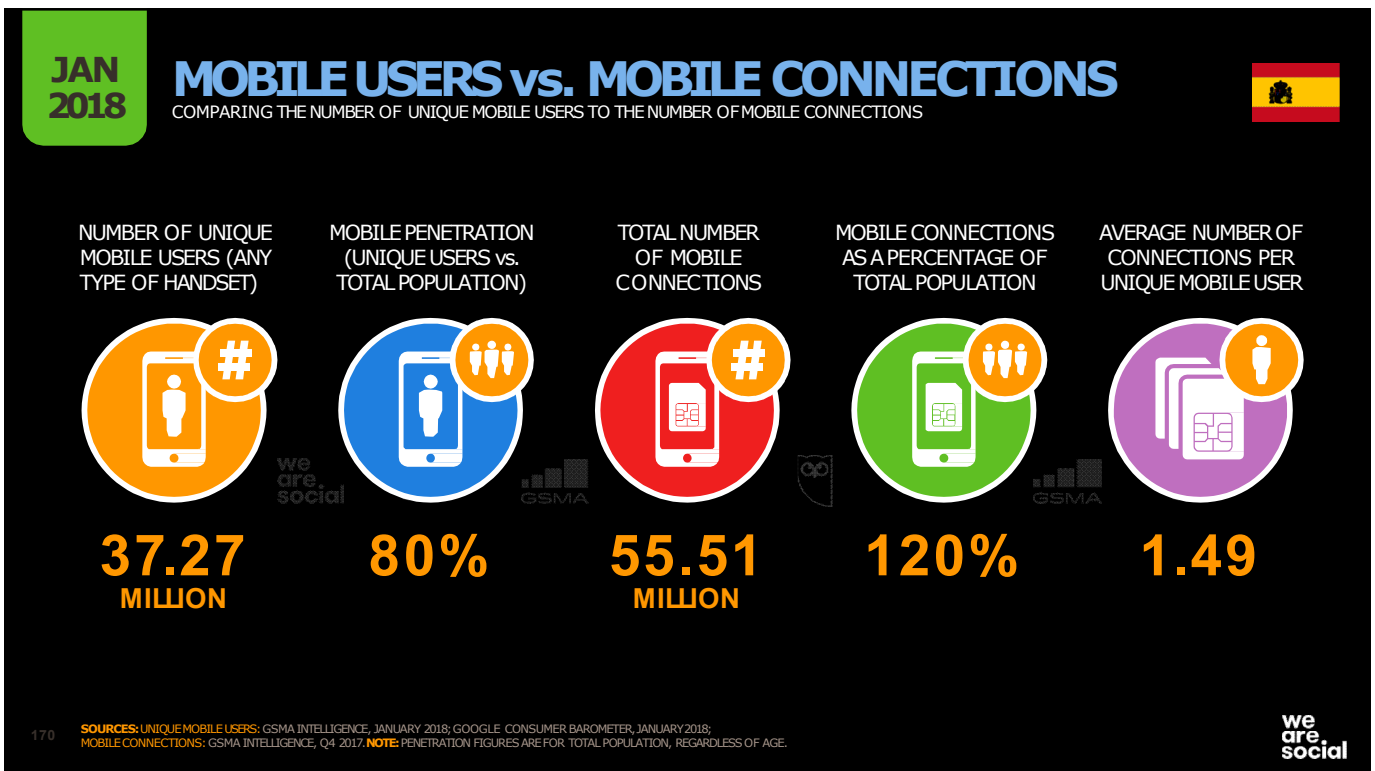
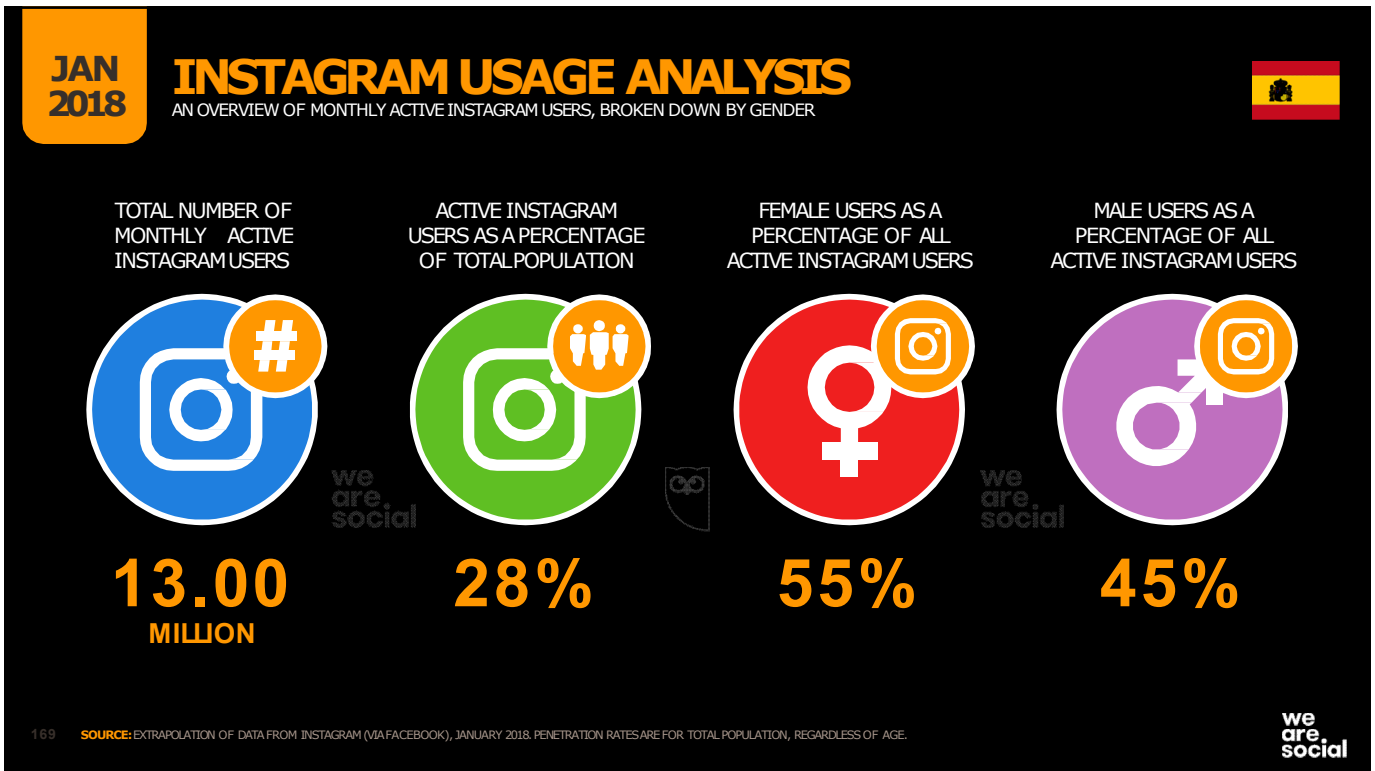


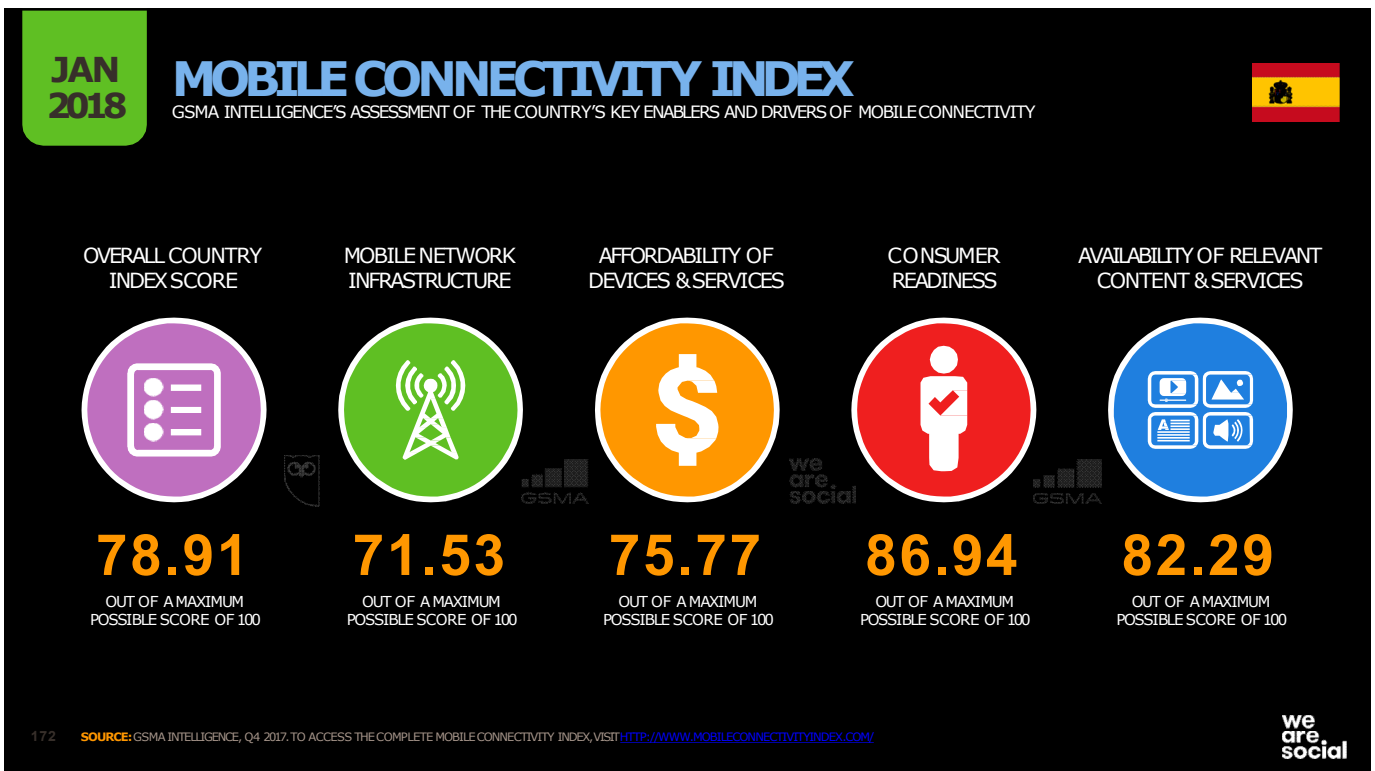
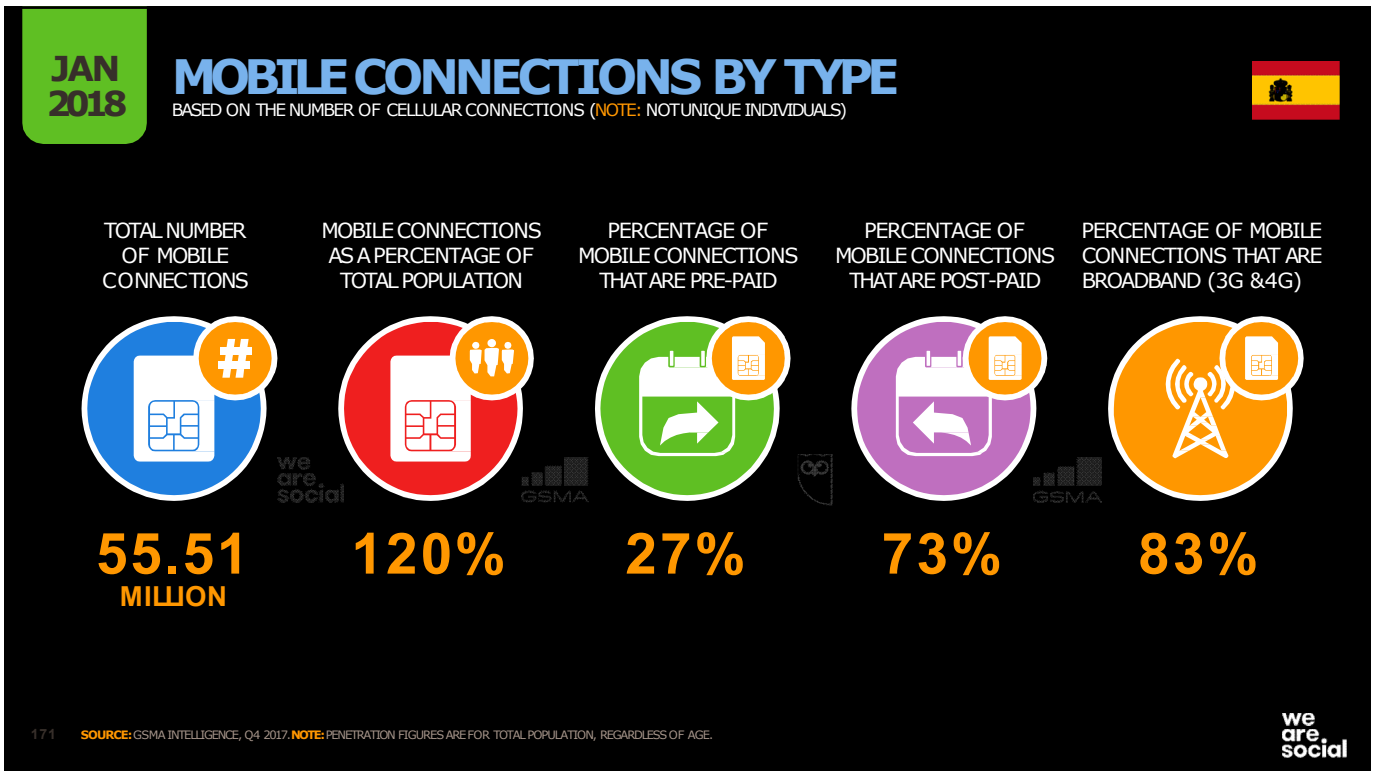


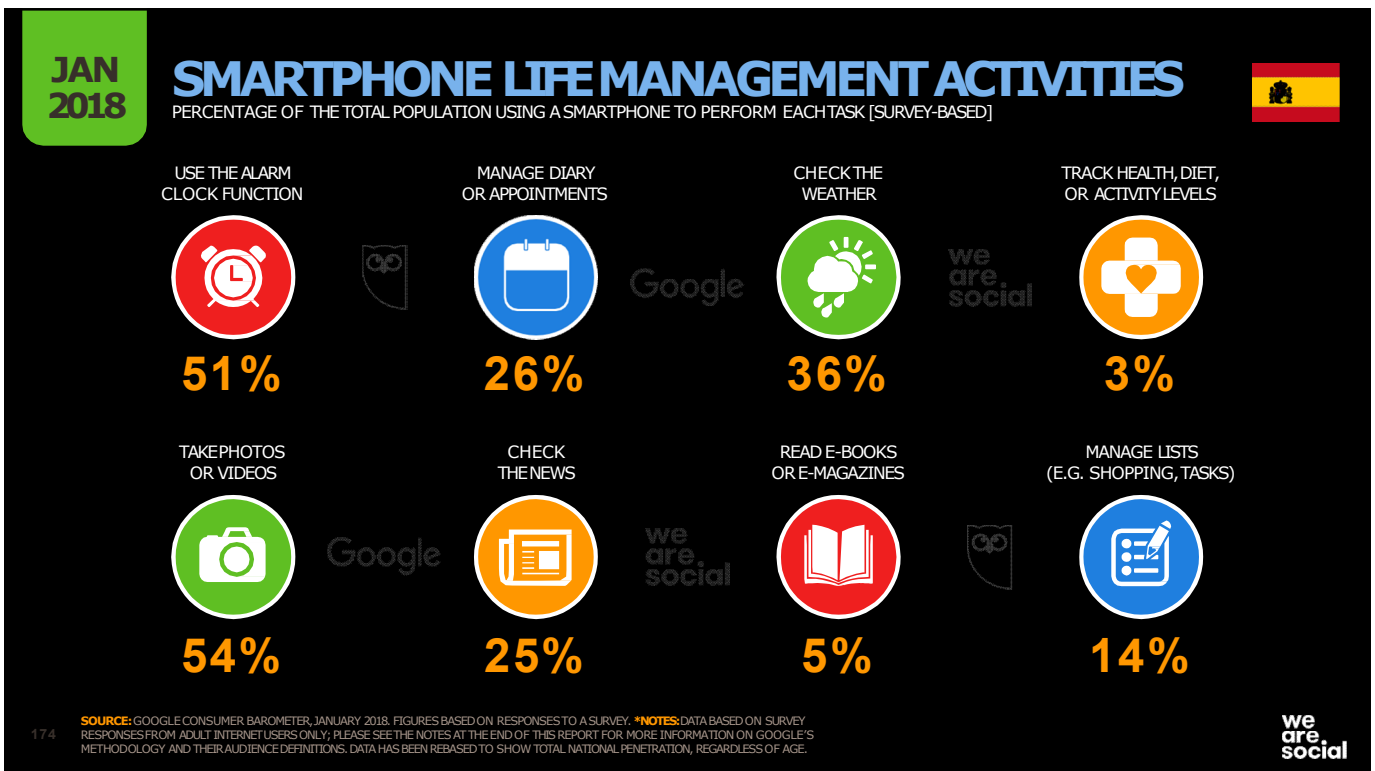
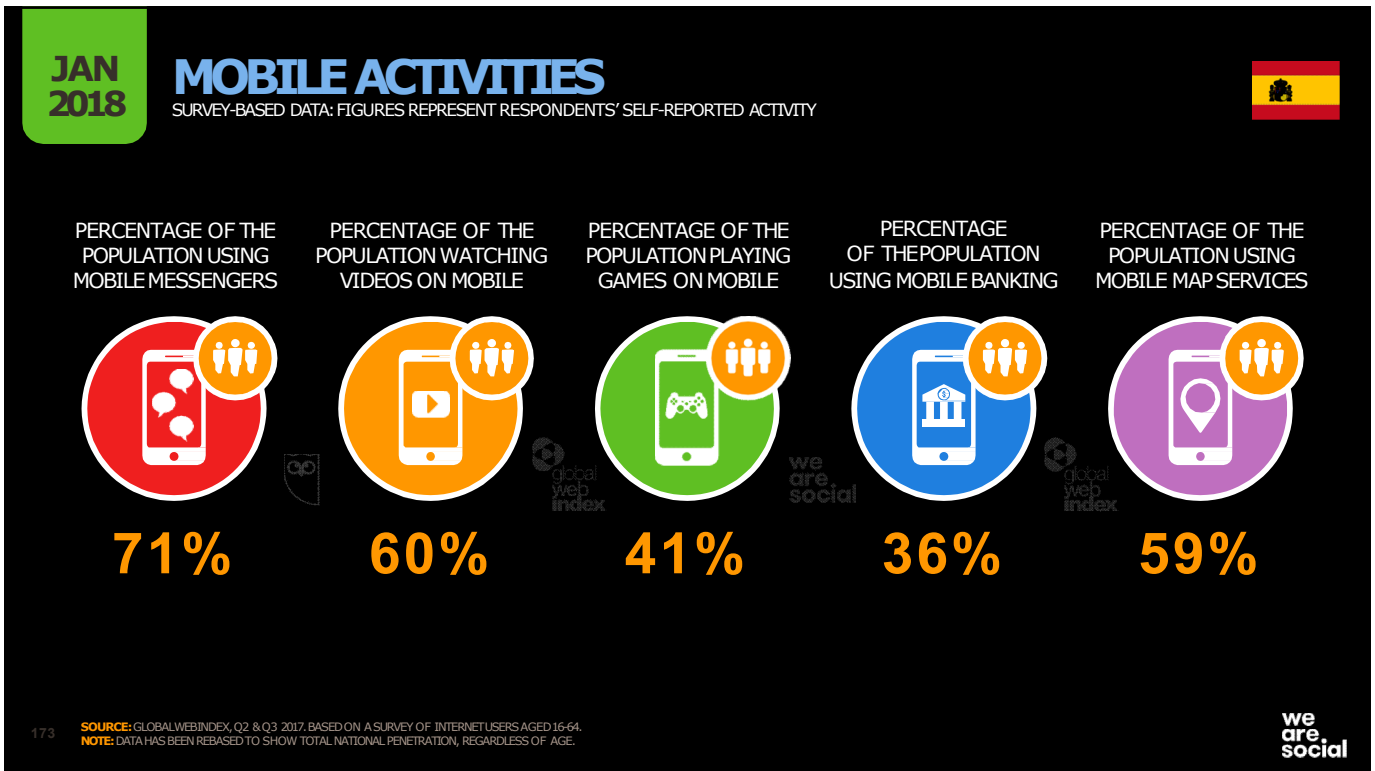












JAN 2018

TOP APP RANKINGS

RANKINGS OF TOP MOBILE APPS BY MONTHLY ACTIVE USERS AND BY NUMBER OF DOWNLOADS



RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

RANKING OF MOBILE APPS BY NUMBER OF DOWNLOADS

#	APP NAME	DEVELOPER / COMPANY	#	APP NAME	DEVELOPER / COMPANY
01	WHATSAPP MESSENGER	FACEBOOK	01	WHATSAPP MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK	02	INSTAGRAM	FACEBOOK
03	INSTAGRAM	FACEBOOK	03	FACEBOOKMESSENGER	FACEBOOK
04	FACEBOOK MESSENGER	FACEBOOK	04	FACEBOOK	FACEBOOK
05	TWITTER	TWITTER	05	WALLAPOP	WALLAPOP
06	SPOTIFY	SPOTIFY	06	AMAZON	AMAZON
07	WALLAPOP	WALLAPOP	07	NETFLIX	NETFLIX
08	AMAZON	AMAZON	08	WISH	CONTEXTLOGIC
09	SHAZAM	SHAZAM ENTERTAINMENT	09	SPOTIFY	SPOTIFY
10	DROPBOX	DROPBOX	10	SNAPCHAT	SNAP

175 **SOURCE:** APP ANNIE, JANUARY 2018, BASED ON DATA IN THE APP ANNIE 2017 RETROSPECTIVE REPORT. FOR MORE DETAILS, VISIT [HTTPS://WWW.APPANNIE.COM/](https://www.appannie.com/)
NOTES: RANKINGS ARE BASED ON COMBINED DATA FOR BOTH THE APPLE IOS APP STORE AND THE GOOGLE PLAY APPSTORE. MONTHLY ACTIVE USER RANKINGS ARE BASED ON MONTHLY AVERAGES FOR FULL-YEAR 2017. **NOTE:** RANKINGS EXCLUDE PRE-INSTALLED APPS, SUCH AS YOUTUBE ON ANDROID DEVICES, AND SAFARI ON APPLE DEVICES.



JAN 2018

FINANCIAL INCLUSION FACTORS

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



HAS A BANK ACCOUNT



98%

HAS A CREDIT CARD



54%

MAKES AND / OR RECEIVES MOBILE PAYMENTS VIA SMS



[N/A]

MAKES ONLINE PURCHASES AND / OR PAYS BILLS ONLINE



57%

PERCENTAGE OF WOMEN WITH A CREDIT CARD



52%

PERCENTAGE OF MEN WITH A CREDIT CARD



57%

PERCENTAGE OF WOMEN MAKING INTERNET PAYMENTS



50%

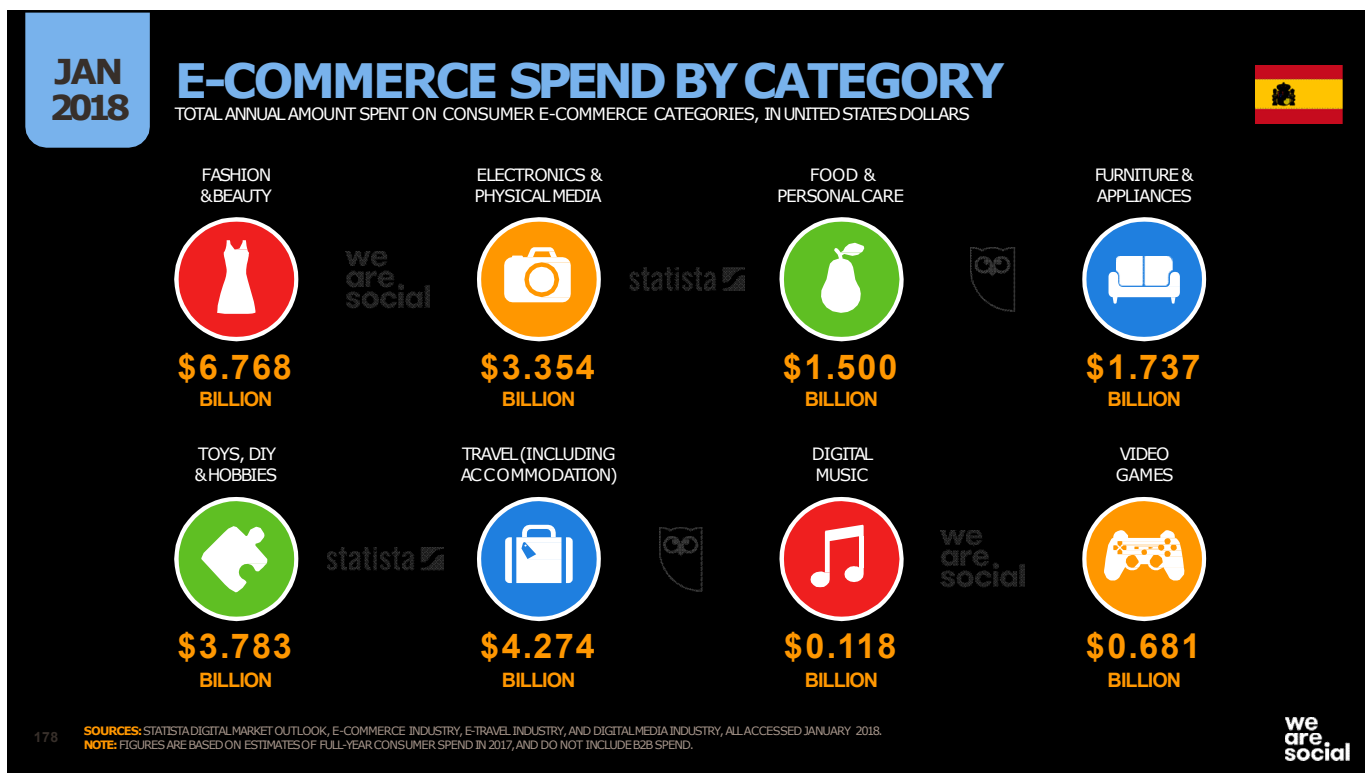
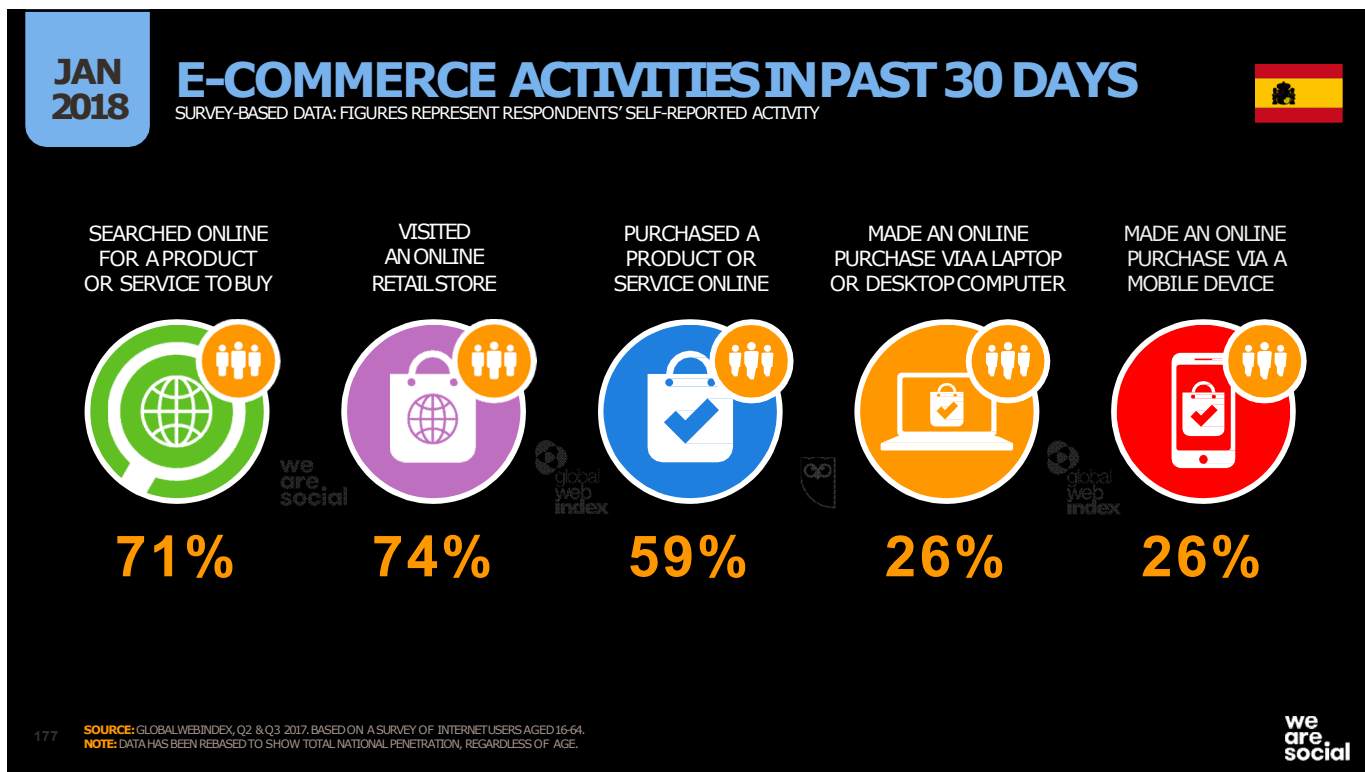
PERCENTAGE OF MEN MAKING INTERNET PAYMENTS

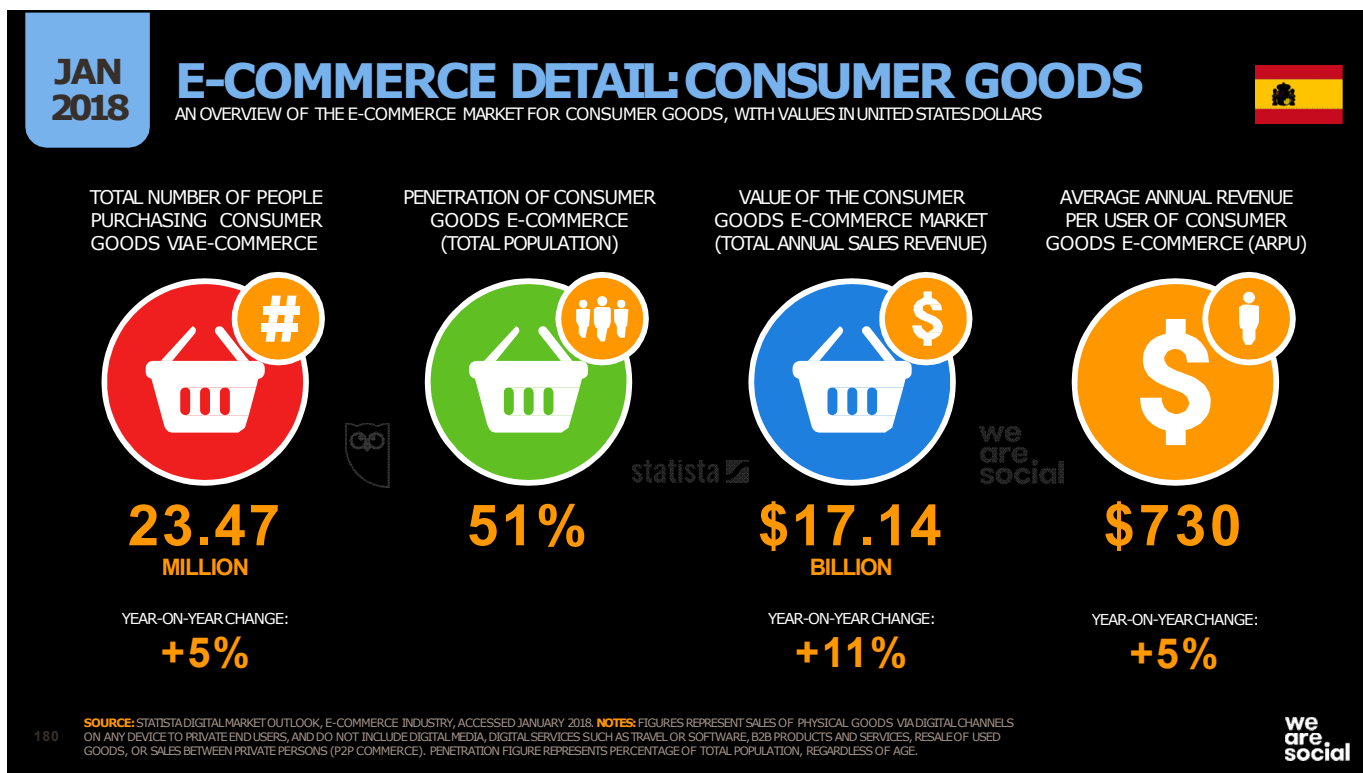
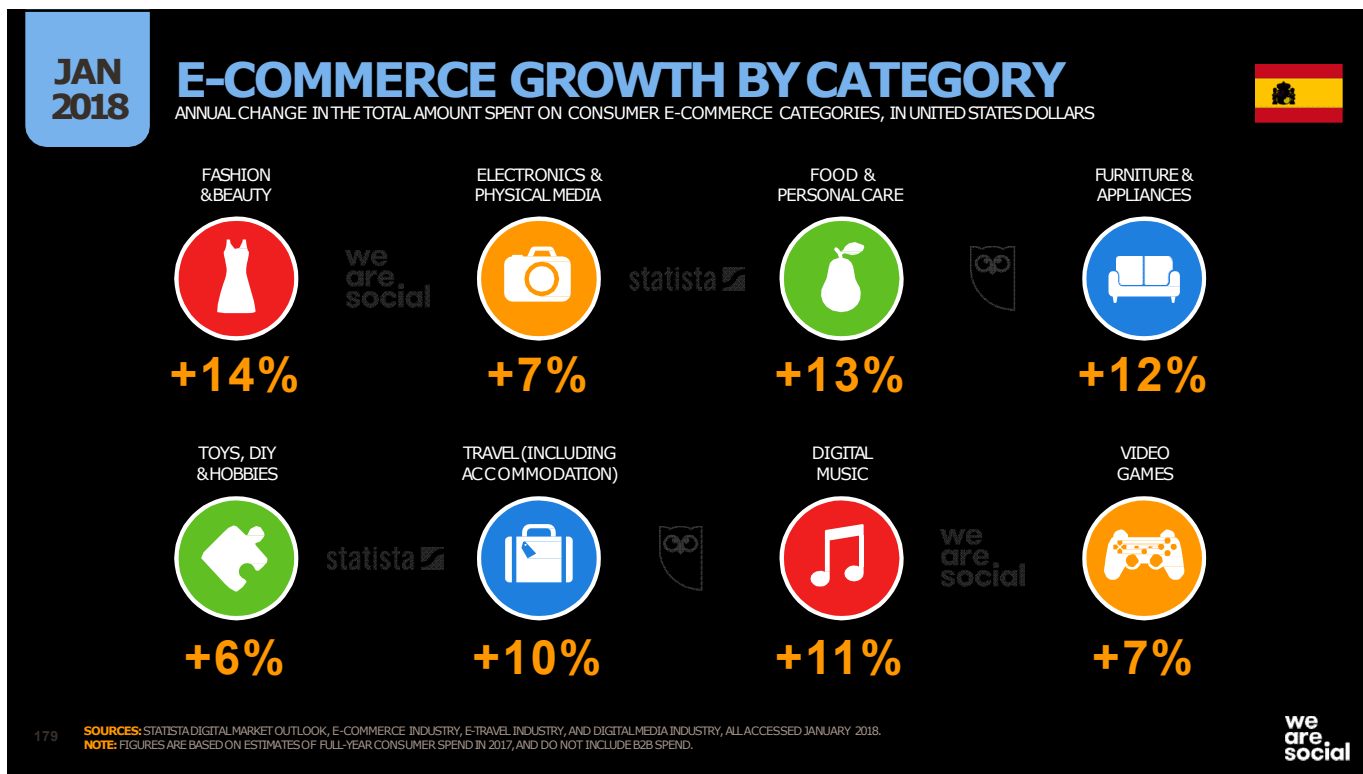


65%

176 **SOURCE:** WORLD BANK GLOBAL FINANCIAL INCLUSION DATA (2015). **NOTE:** FIGURES REPRESENT THE PERCENTAGE OF PEOPLE AGED 15+, NOT TOTAL POPULATION.



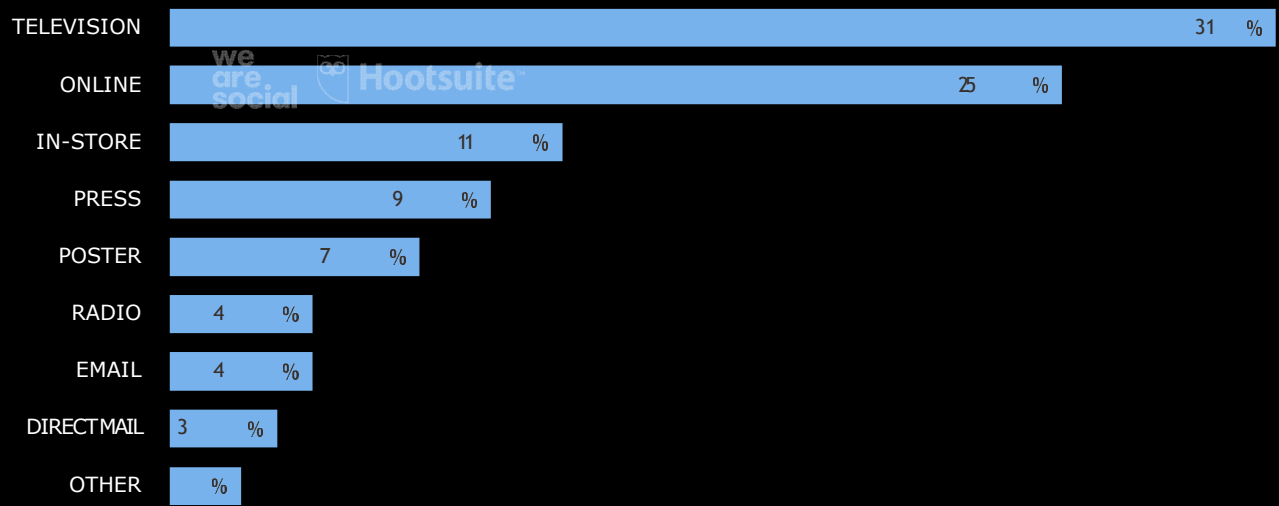




JAN 2018

ADVERTISING MEDIA: FIRST AWARENESS

THE CHANNEL THAT FIRST INTRODUCED INTERNET USERS* TO A PRODUCT OR SERVICE THAT THEY SUBSEQUENTLY PURCHASED

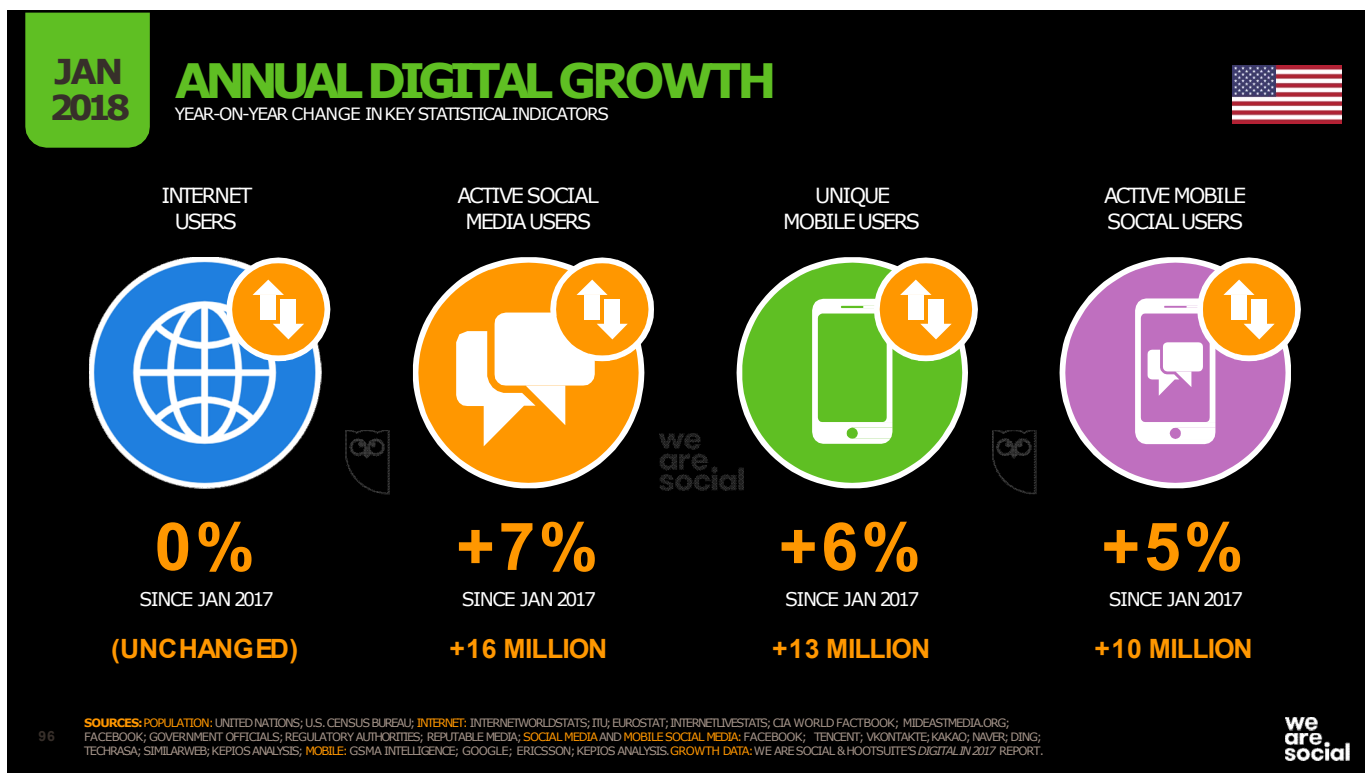
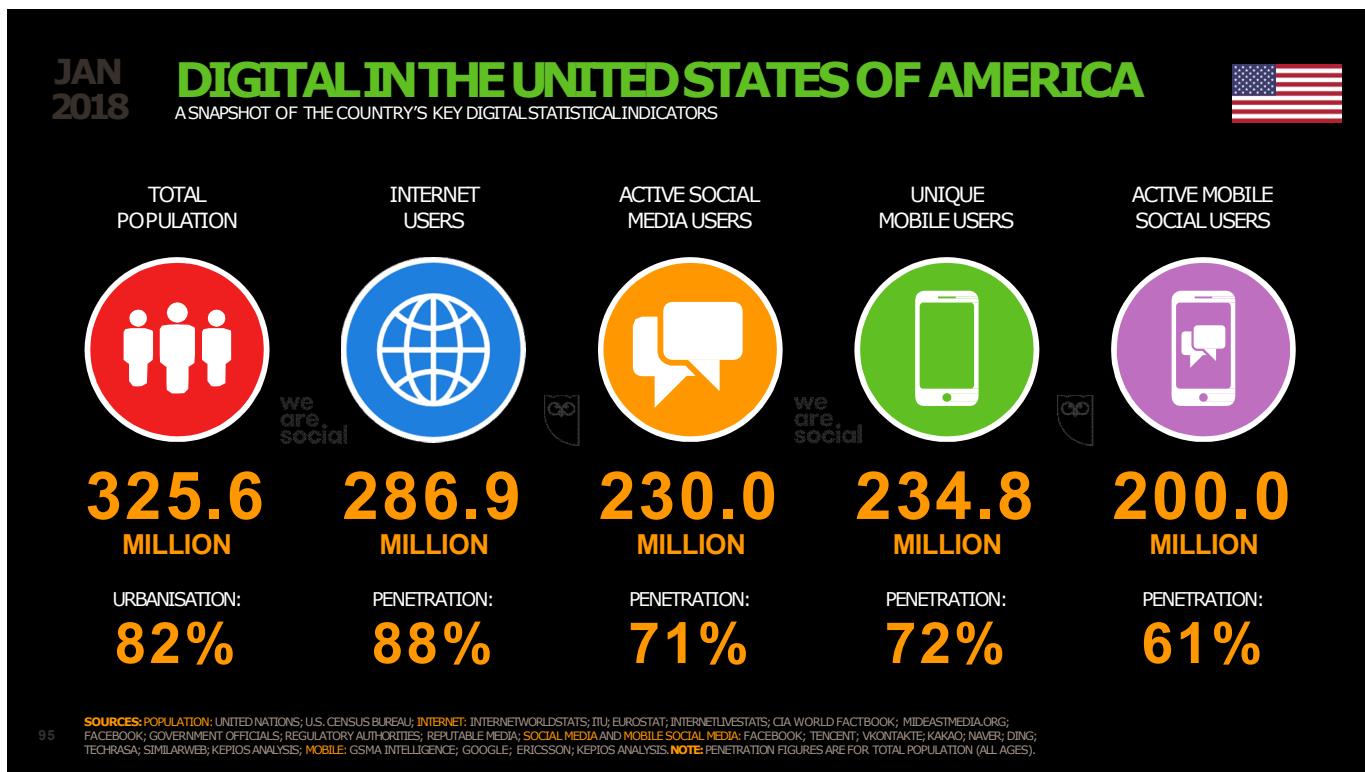


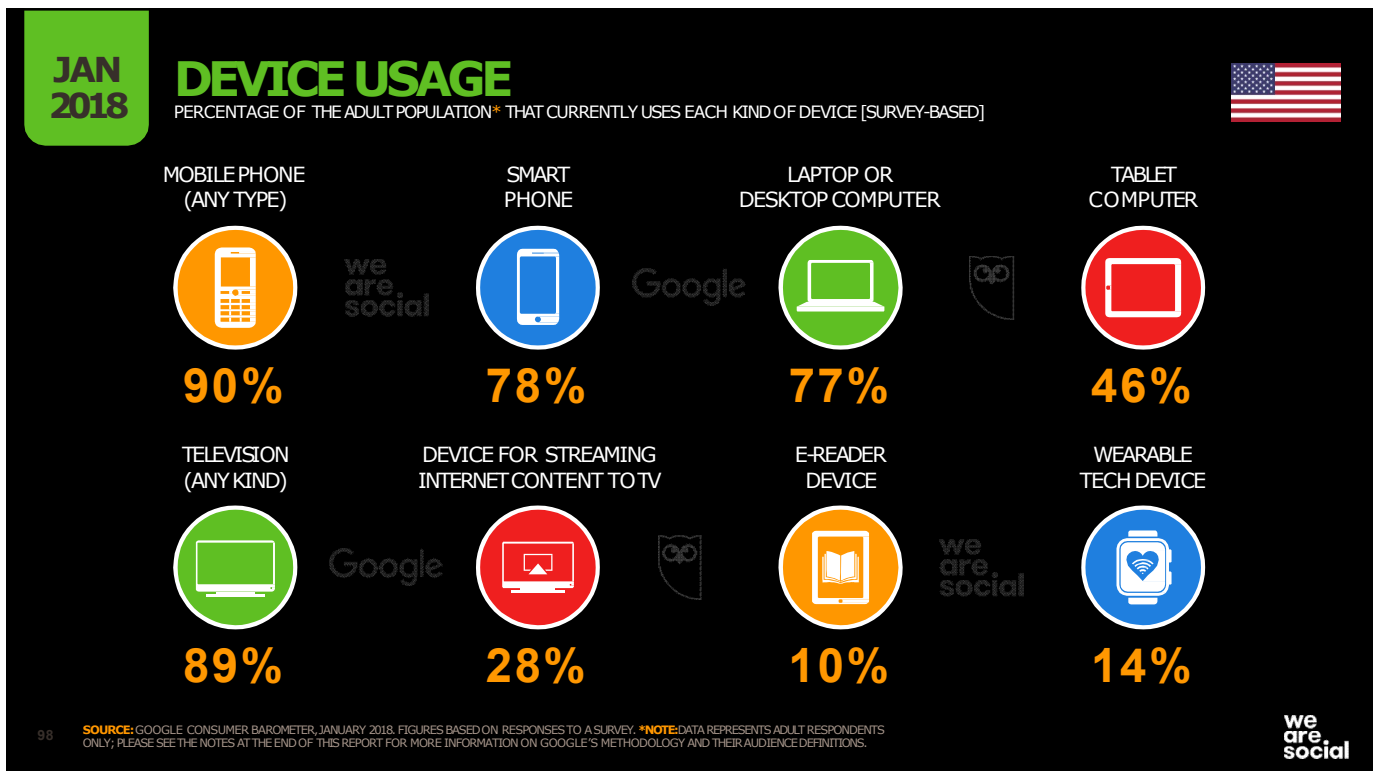
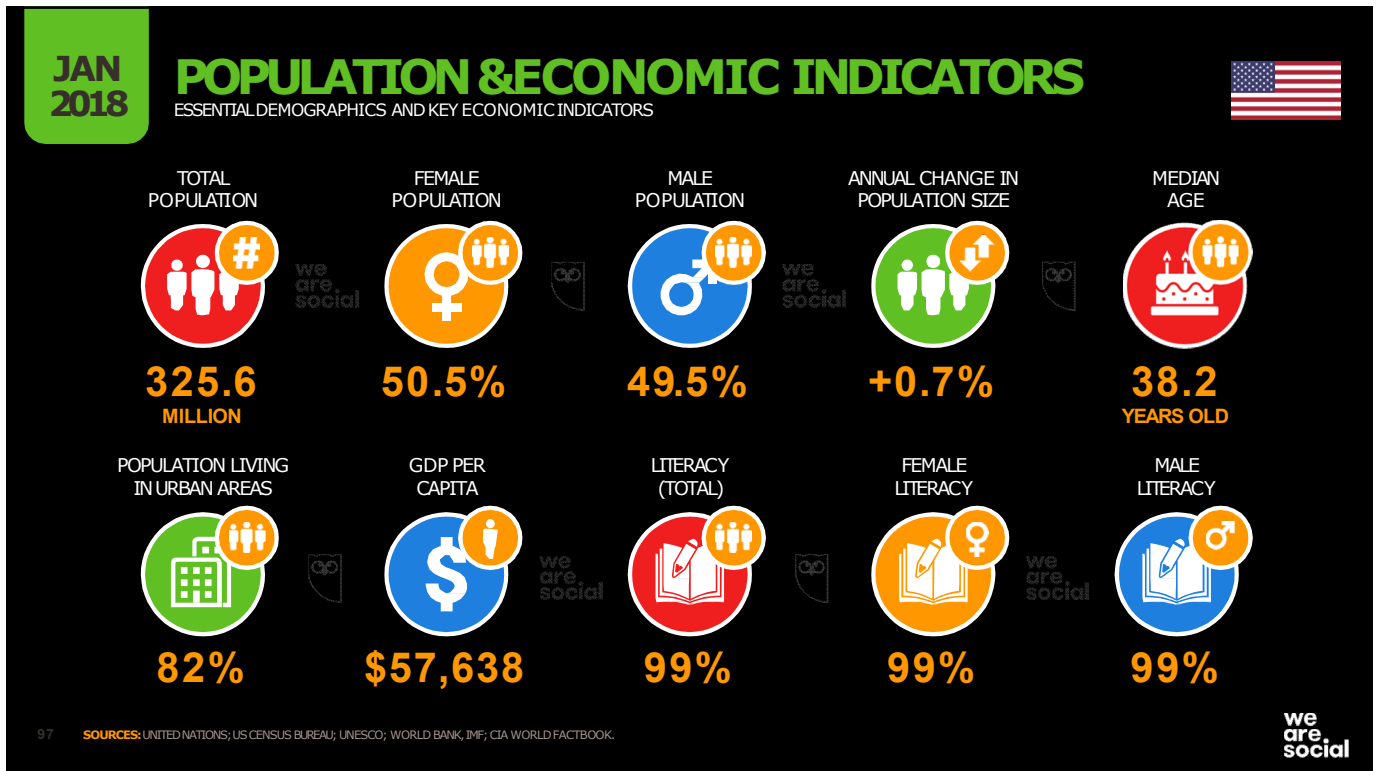
181 SOURCE: GOOGLE CONSUMER BAROMETER, JANUARY 2018. FIGURES BASED ON RESPONSES TO A SURVEY. *NOTE: DATA REPRESENTS ADULT INTERNET USERS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS. FIGURES MAY NOT TOTAL TO 100% DUE TO ROUNDING.

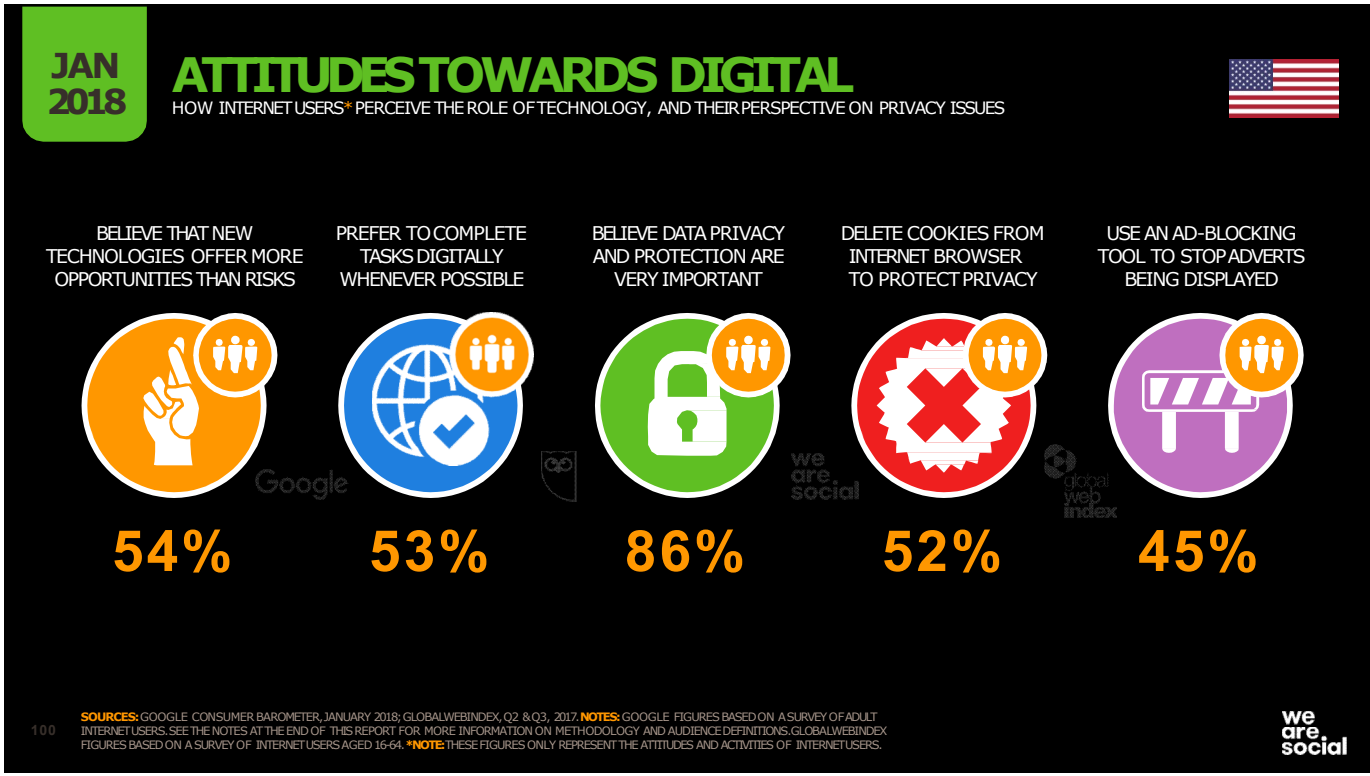
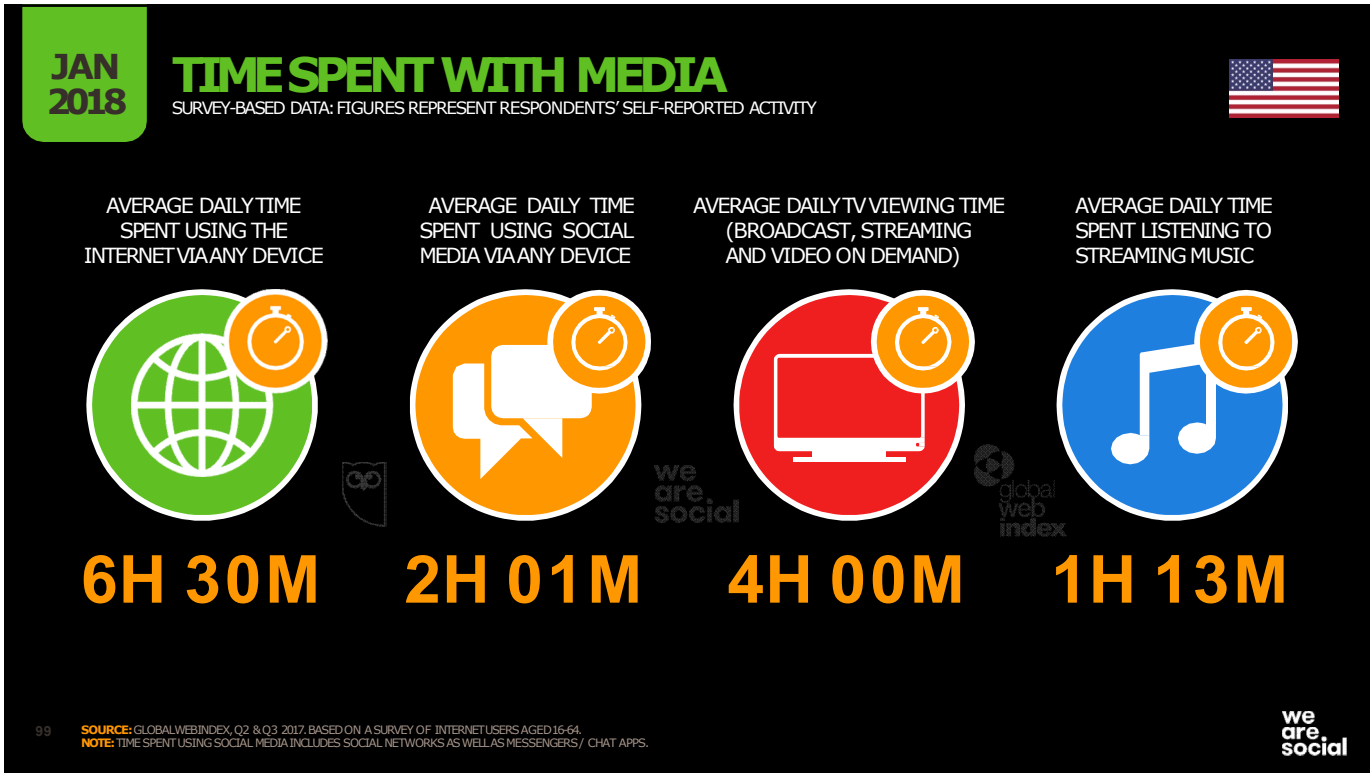


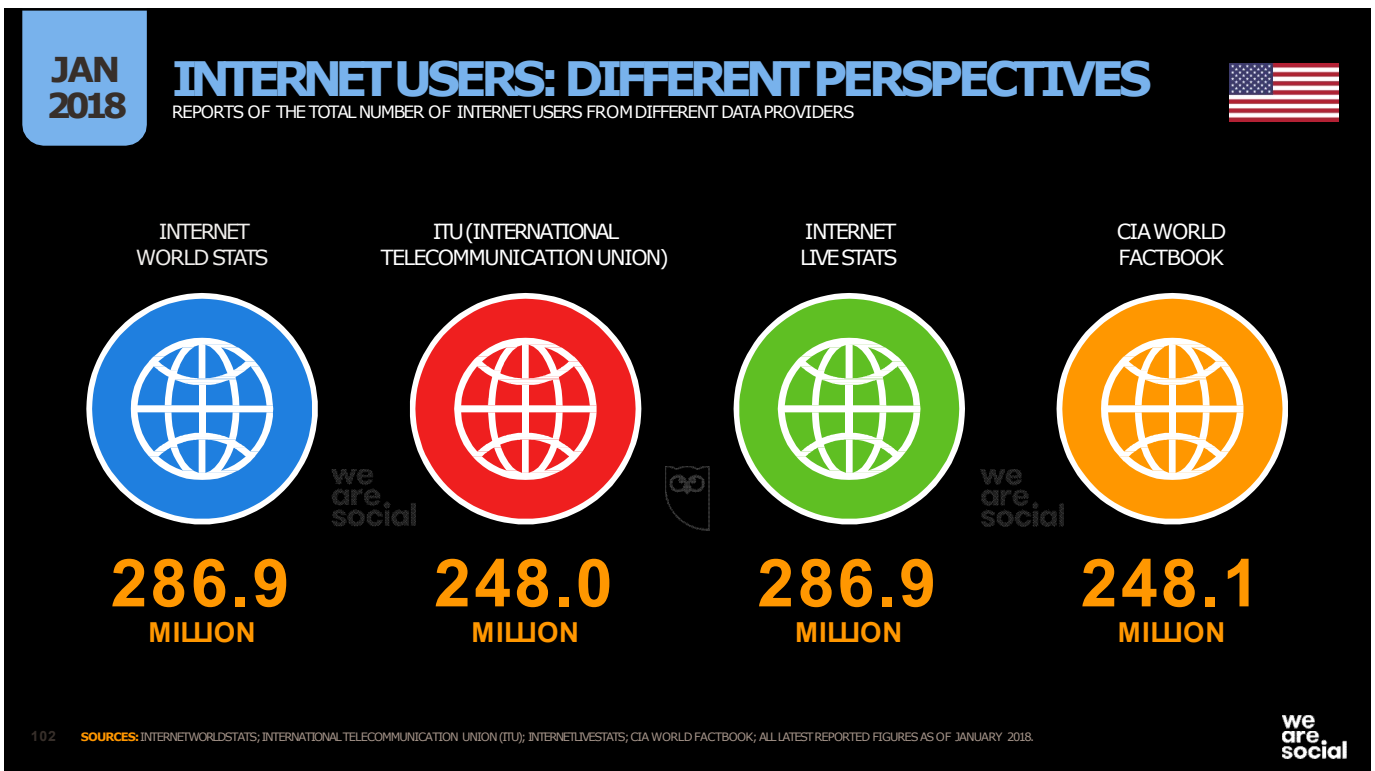
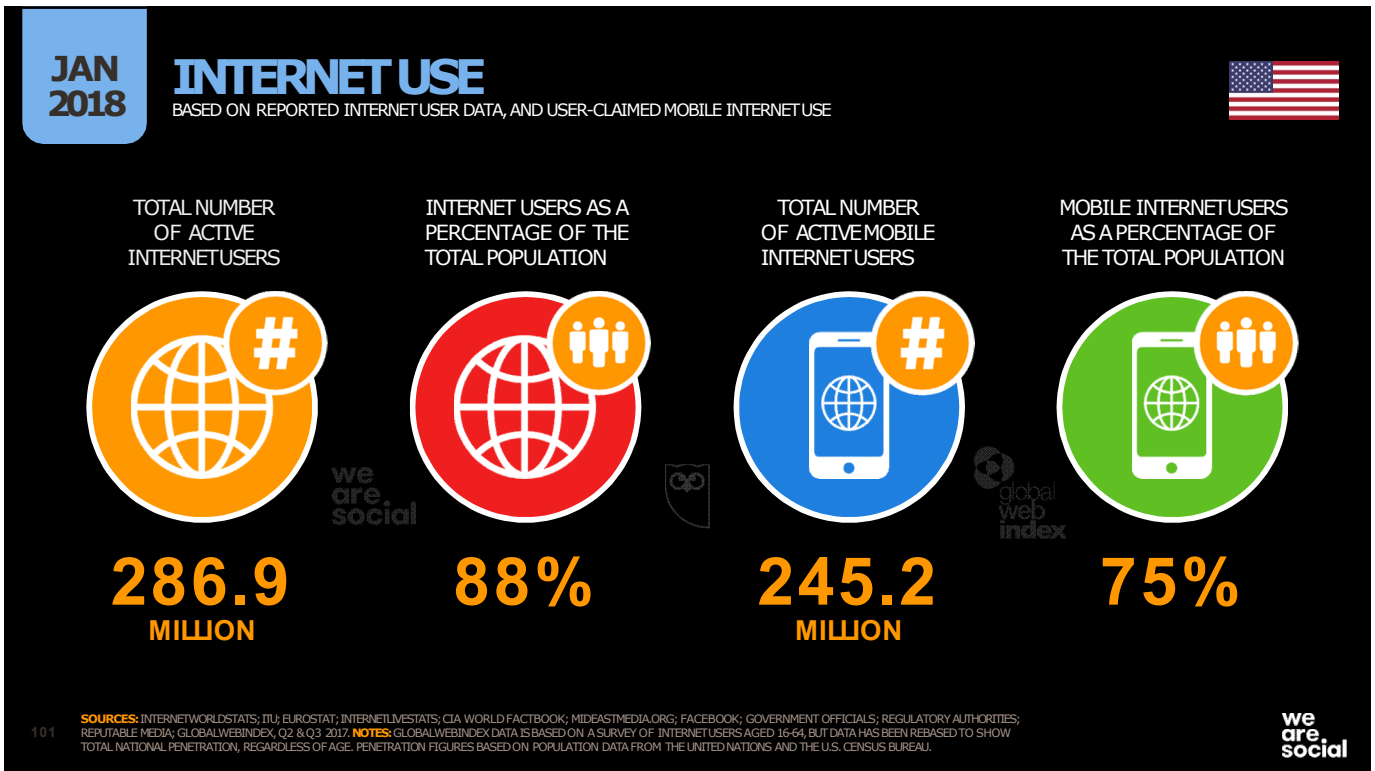
UNITED STATES OF AMERICA

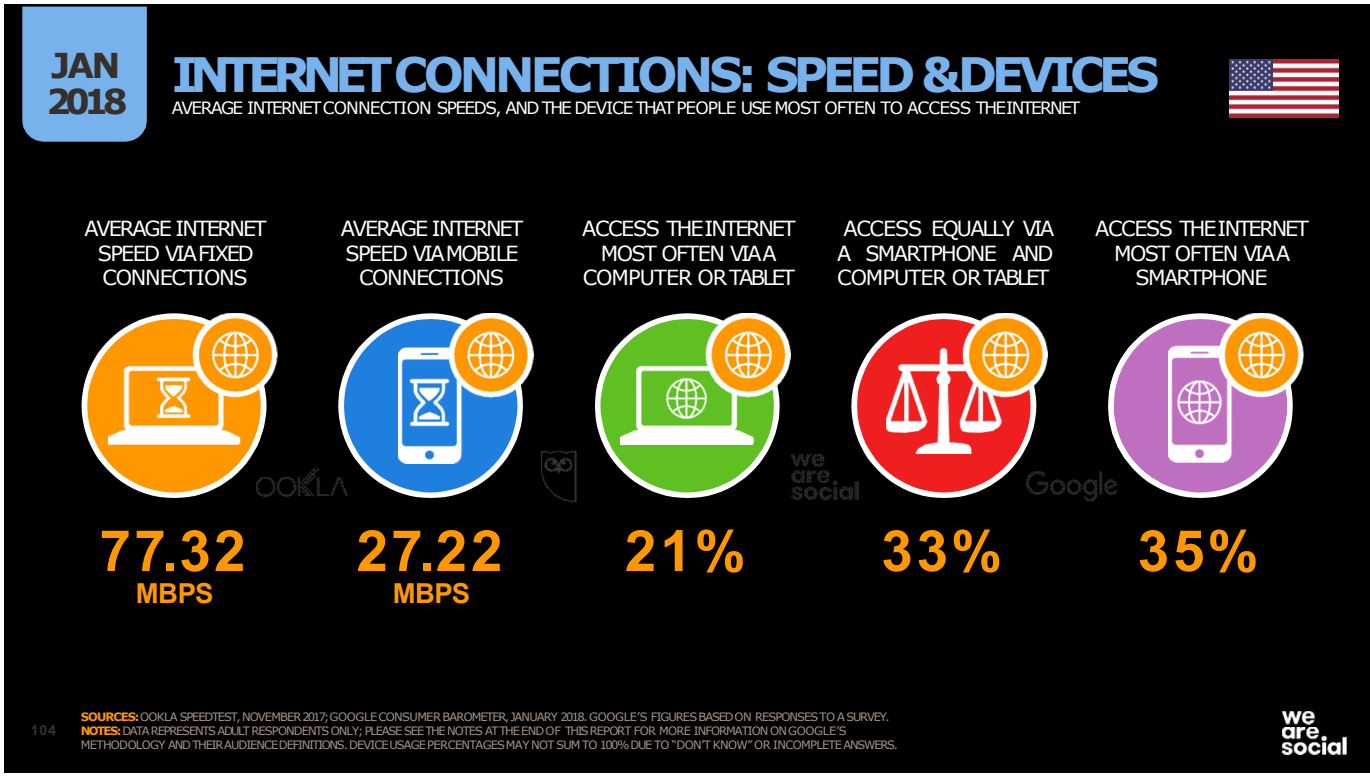
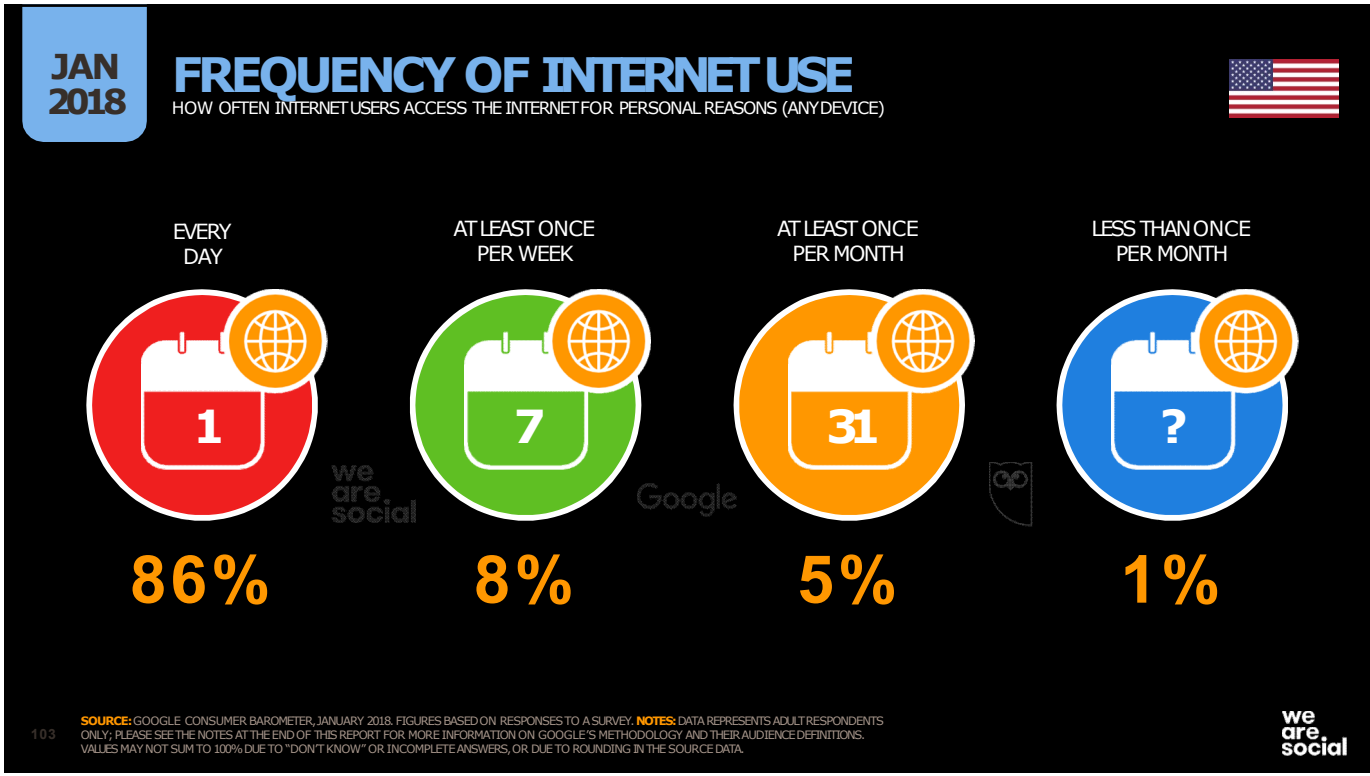


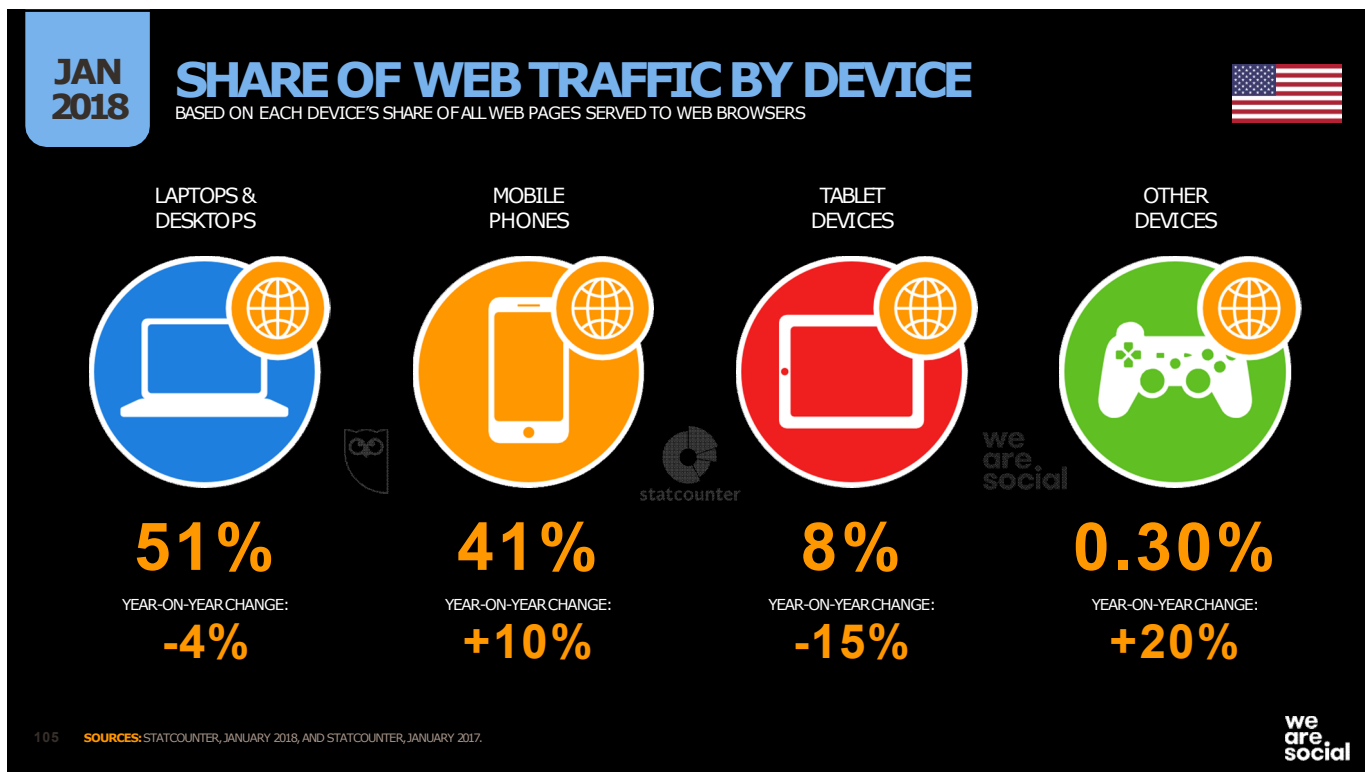












JAN 2018 SIMILARWEB'S RANKING OF TOP WEBSITES

RANKINGS BASED ON AVERAGE MONTHLY TRAFFIC TO EACH WEBSITE IN Q4 2017

#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	SEARCH	18,646,300,000	10M 34S	9.2
02	FACEBOOK.COM	SOCIAL	6,149,900,000	12M 20S	10.5
03	YOUTUBE.COM	TV & VIDEO	4,503,600,000	18M 24S	8.5
04	AMAZON.COM	SHOPPING	2,135,800,000	7M 57S	10.6
05	YAHOO.COM	NEWS & MEDIA	2,082,100,000	7M 20S	6.7
06	PORNHUB.COM	ADULT	1,387,500,000	12M 01S	8.2
07	WIKIPEDIA.ORG	REFERENCE	1,272,700,000	4M 01S	3.1
08	XVIDEOS.COM	ADULT	1,193,100,000	14M 39S	10.1
09	XNXX.COM	ADULT	945,900,000	14M 58S	10.3
10	TWITTER.COM	SOCIAL	945,000,000	8M 11S	6.3

106 SOURCE: SIMILARWEB, JANUARY 2018, BASED ON AVERAGE MONTHLY DATA FOR Q4 2017. NOTES: MONTHLY TRAFFIC REPRESENTS TOTAL VISITS TO EACH SITE, NOT UNIQUE VISITORS. DATA FOR SOME COUNTRIES REPRESENTS DESKTOP TRAFFIC, WHILST OTHERS REPRESENTS TRAFFIC FROM BOTH DESKTOP AND MOBILE DEVICES. ADVISORY: SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

JAN 2018

ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES
01	GOOGLE.COM	7M 32S	8.56	11	IMGUR.COM	2M 40S	3.14
02	YOUTUBE.COM	8M 18S	4.79	12	INSTAGRAM.COM	5M 23S	3.34
03	FACEBOOK.COM	10M 21S	4.00	13	TWITCH.TV	5M 55S	2.91
04	REDDIT.COM	15M 46S	10.05	14	LINKEDIN.COM	5M 19S	4.19
05	AMAZON.COM	8M 29S	8.62	15	CRAIGSLIST.ORG	10M 16S	9.53
06	WIKIPEDIA.ORG	4M 16S	3.31	16	DIPLY.COM	4M 58S	4.23
07	YAHOO.COM	4M 02S	3.61	17	ESPN.COM	7M 14S	4.23
08	TWITTER.COM	6M 21S	3.21	18	PORNHUB.COM	8M 29S	3.19
09	NETFLIX.COM	2M 04S	1.79	19	WIKIA.COM	5M 49S	5.11
10	EBAY.COM	9M 41S	7.22	20	LIVE.COM	4M 03S	3.41

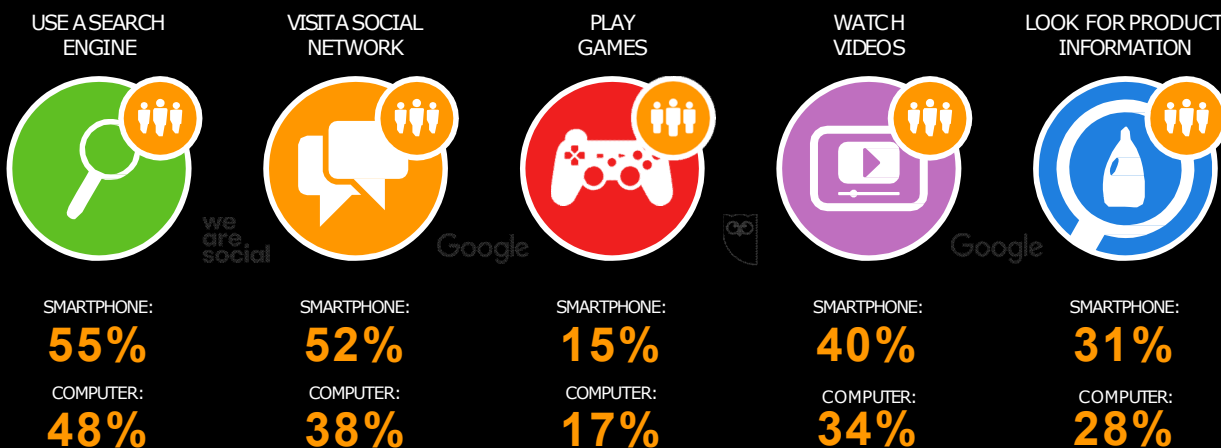
107 **SOURCE:** ALEXA, JANUARY 2018. **NOTES:** 'TIME' REPRESENTS TIME SPENT ON SITE PER DAY. 'PAGES' REPRESENTS NUMBER OF PAGE VIEWS PER DAY. ALEXA USES A COMBINATION OF AVERAGE DAILY VISITORS AND PAGE VIEWS OVER A ONE-MONTH PERIOD TO CALCULATE ITS RANKING. RANKINGS ON THIS SLIDE ARE BASED ON THE MONTH TO 16 JANUARY 2018. **ADVISORY:** SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.



JAN 2018

WEEKLY ONLINE ACTIVITIES BY DEVICE

PERCENTAGE OF THE TOTAL POPULATION* ENGAGING IN EACH ACTIVITY AT LEAST ONCE PER WEEK [SURVEY-BASED]



108 **SOURCE:** GOOGLE CONSUMER BAROMETER, JANUARY 2018. FIGURES BASED ON RESPONSES TO A SURVEY. ***NOTES:** DATA BASED ON SURVEY RESPONSES FROM ADULT INTERNET USERS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS. DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION, REGARDLESS OF AGE.



JAN 2018

TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX	#	QUERY	INDEX
01	FACEBOOK	100	11	MOVIES	25
02	YOU	96	12	GO	22
03	GOOGLE	83	13	TRUMP	20
04	WEATHER	71	14	EMAIL	18
05	YOUTUBE	58	15	FACEBOOK LOGIN	16
06	CRAIGSLIST	58	16	NFL	16
07	NEWS	48	17	CALCULATOR	16
08	AMAZON	39	18	TRANSLATE	15
09	WALMART	29	19	EBAY	14
10	YAHOO	26	20	TARGET	14

109 SOURCE: GOOGLE TRENDS, JANUARY 2018. NOTES: GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE 'INDEX' COLUMN SHOWS RELATIVE VOLUME FOR EACH QUERY COMPARED TO THE SEARCH VOLUME FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY).



JAN 2018

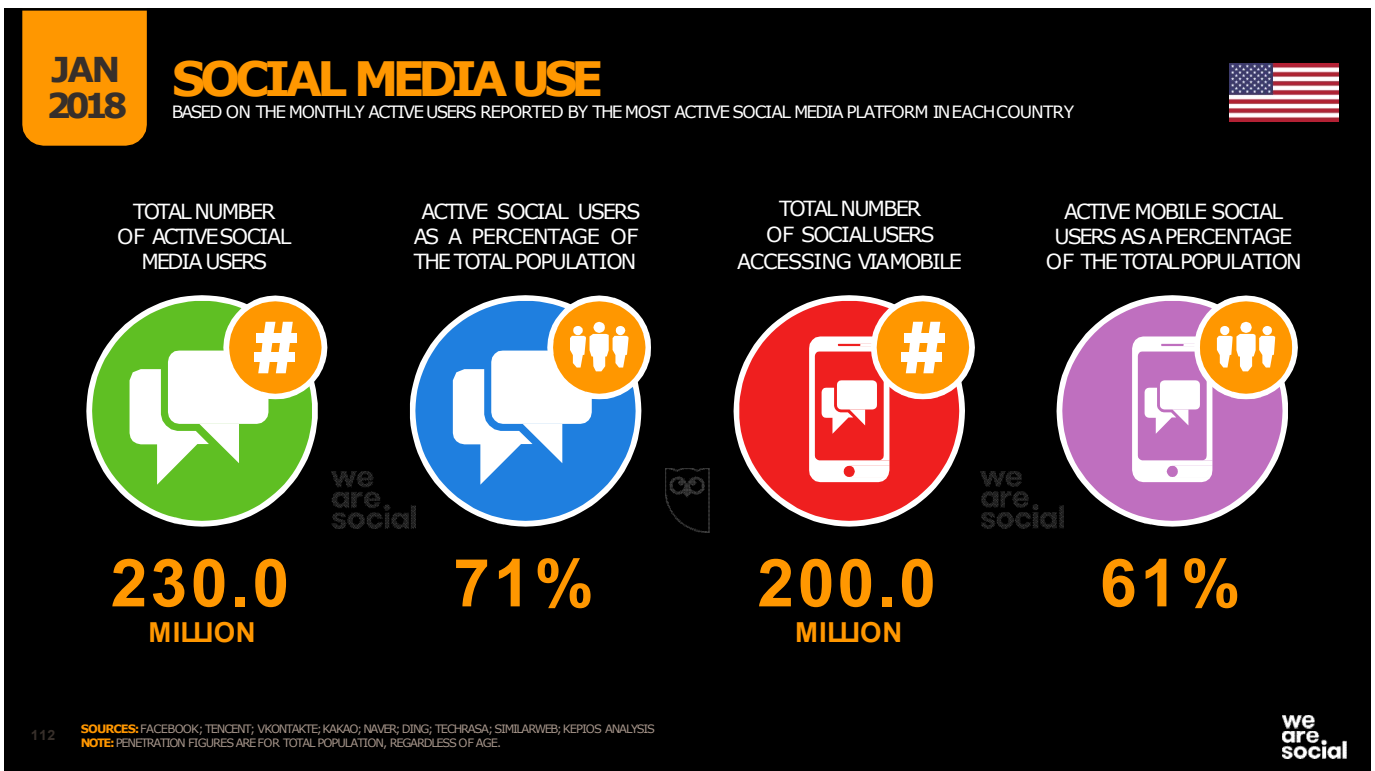
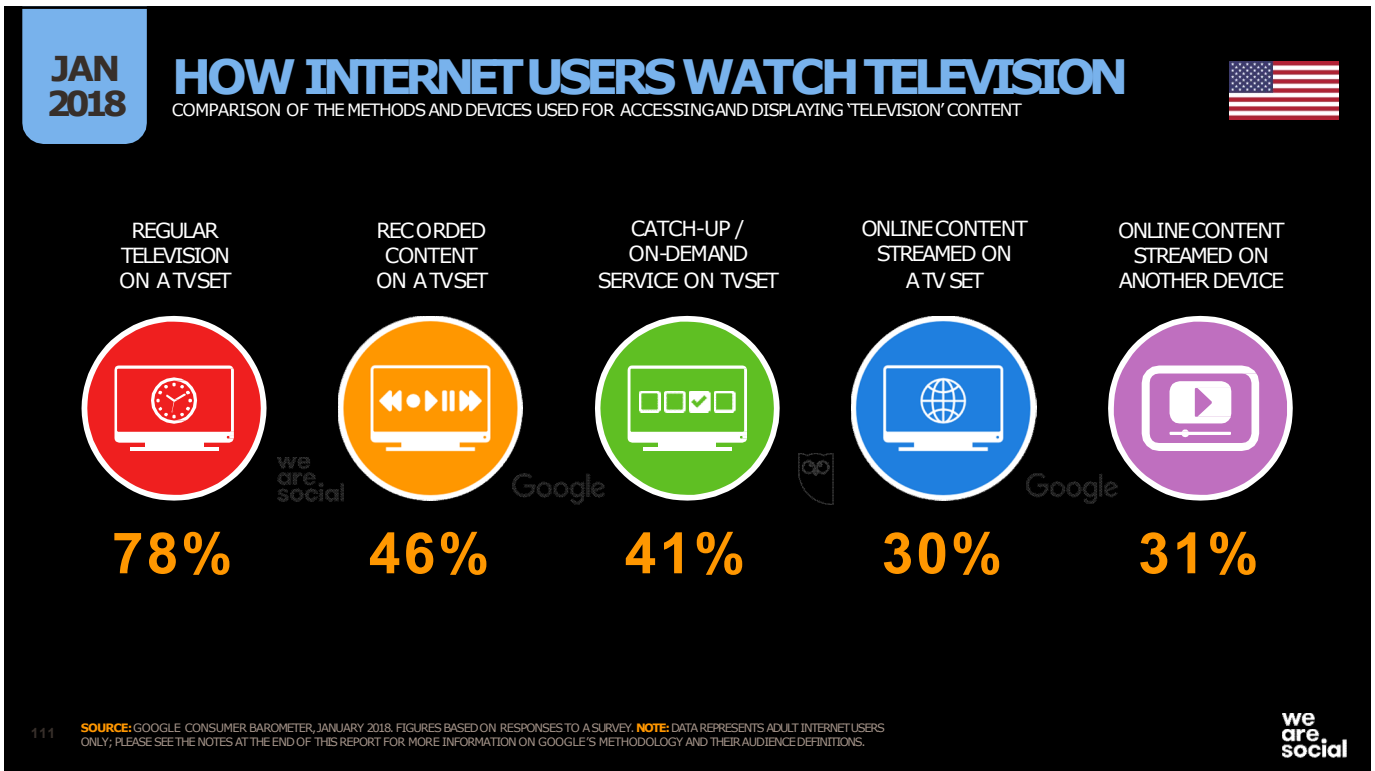
FREQUENCY OF WATCHING ONLINE VIDEO

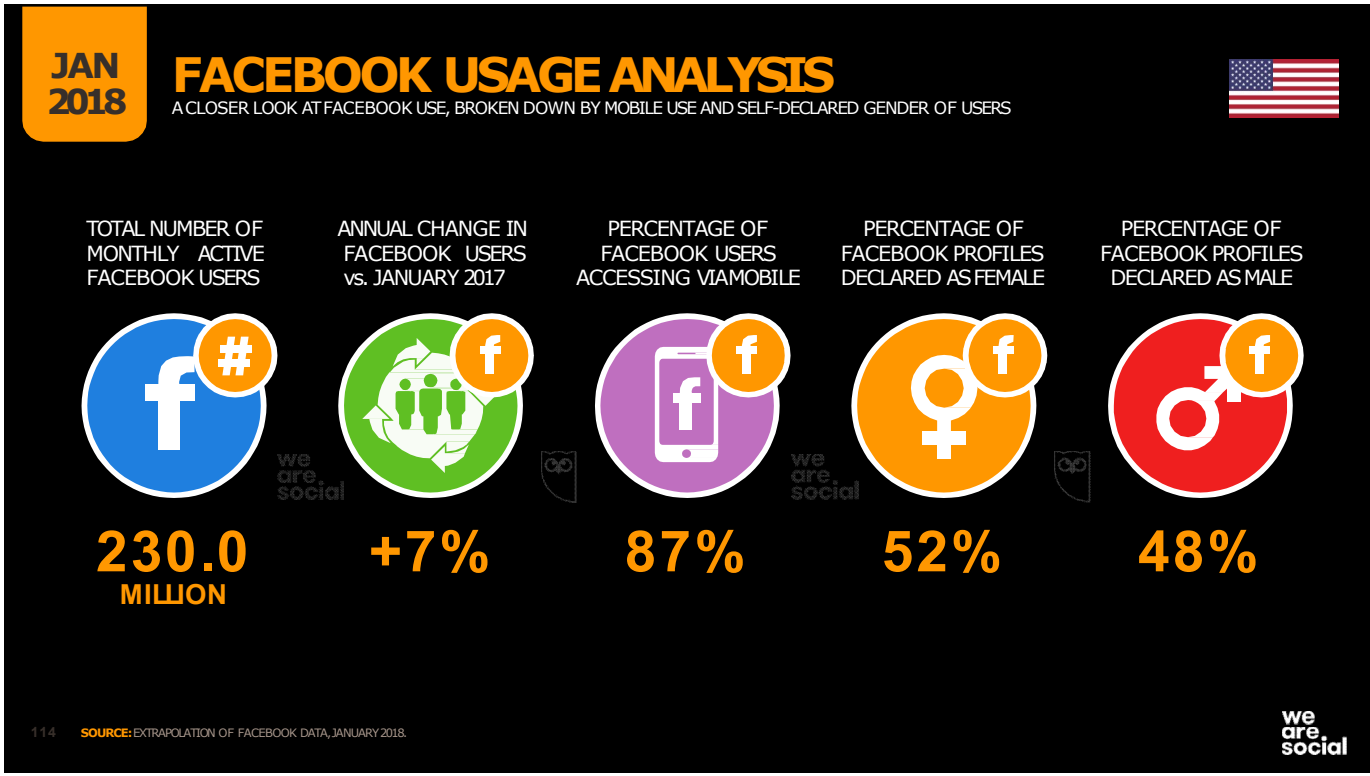
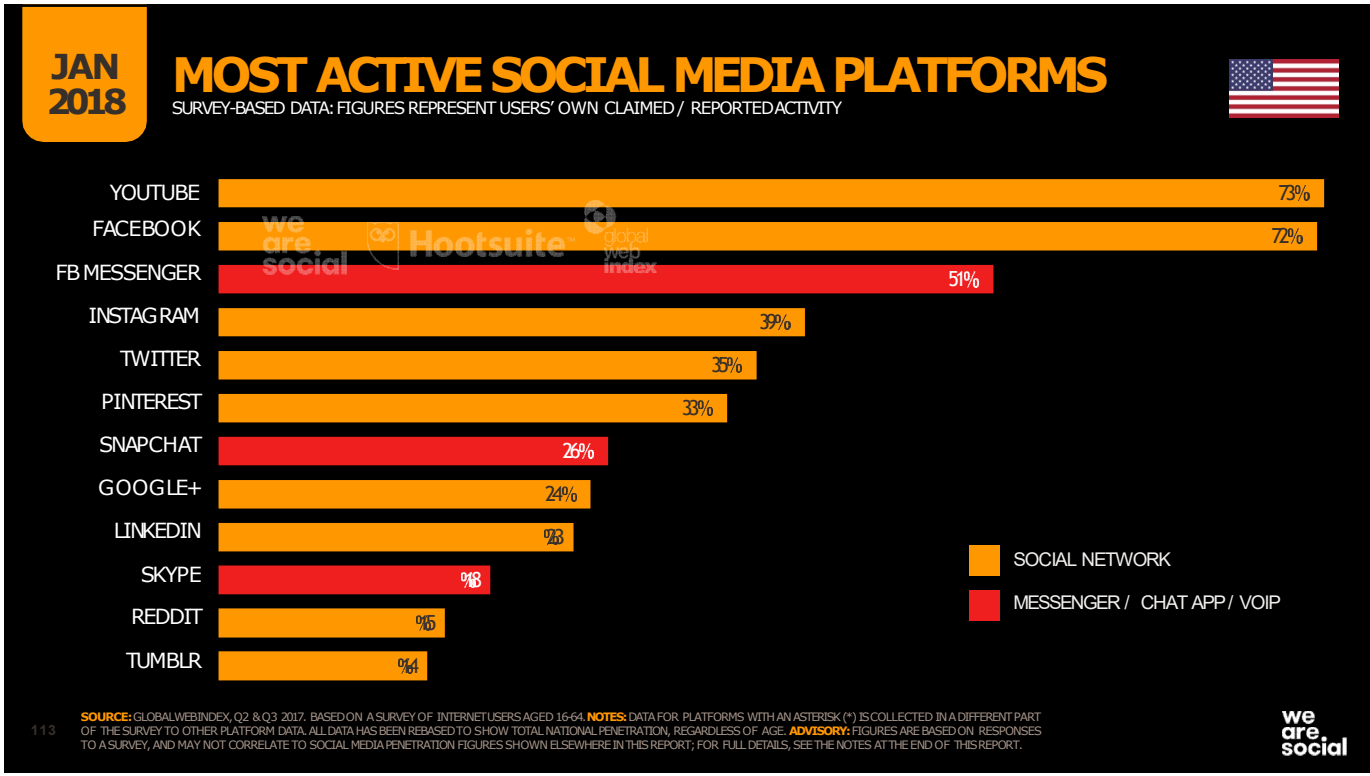
HOW OFTEN INTERNET USERS WATCH ONLINE VIDEOS (ANY DEVICE)

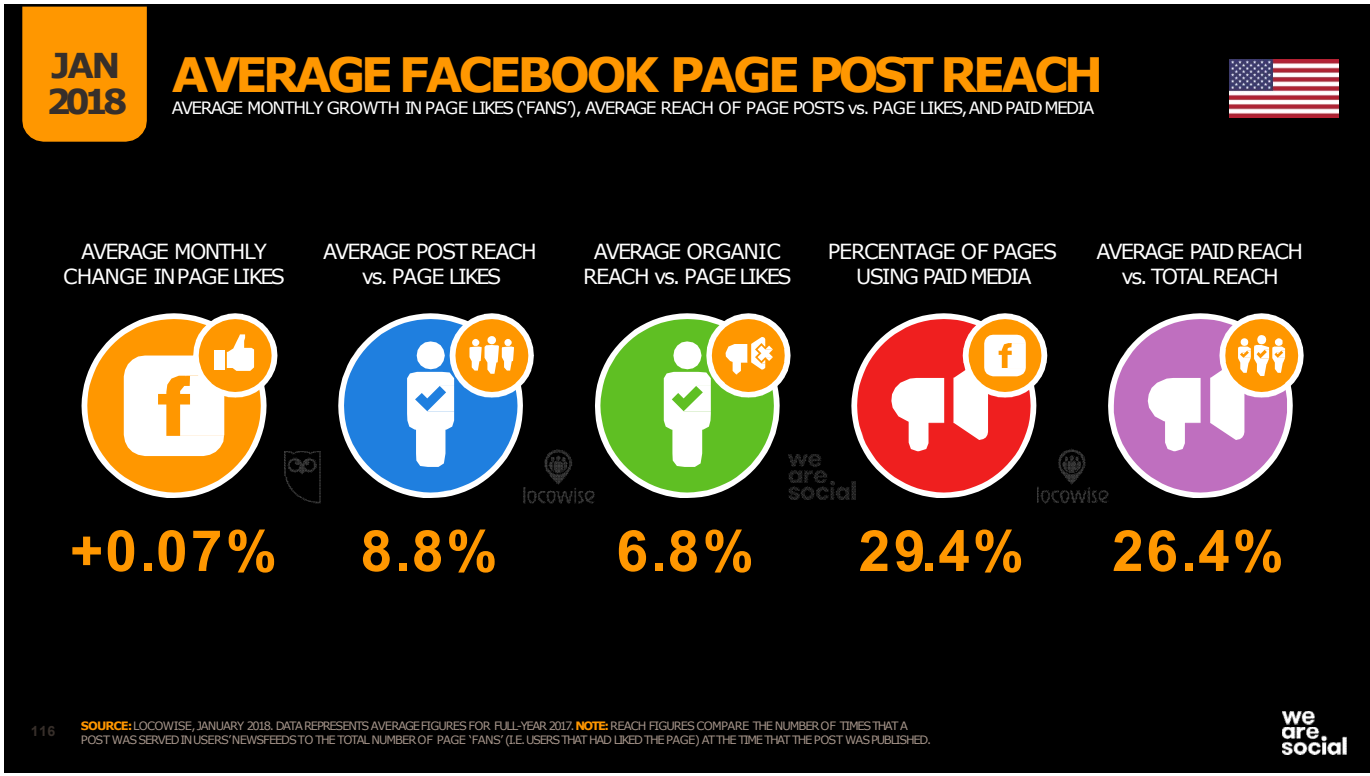
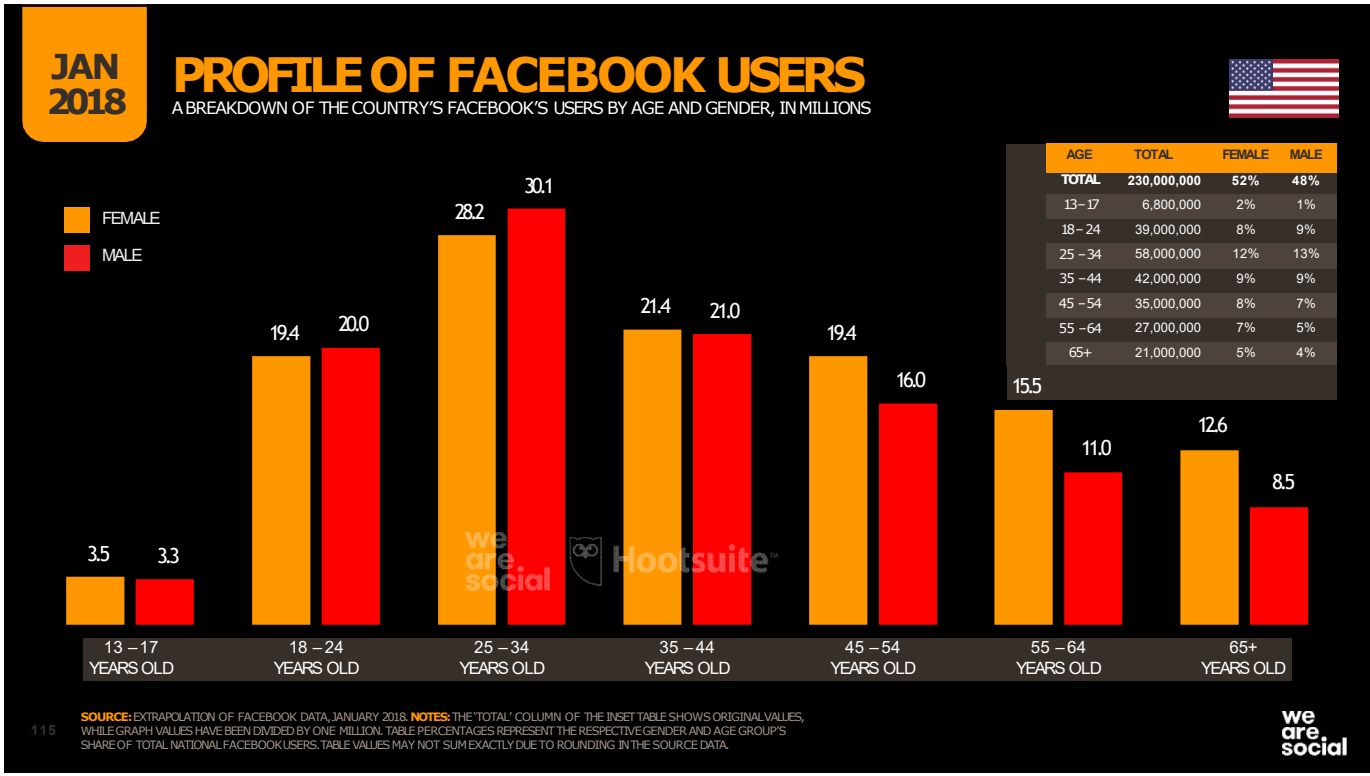


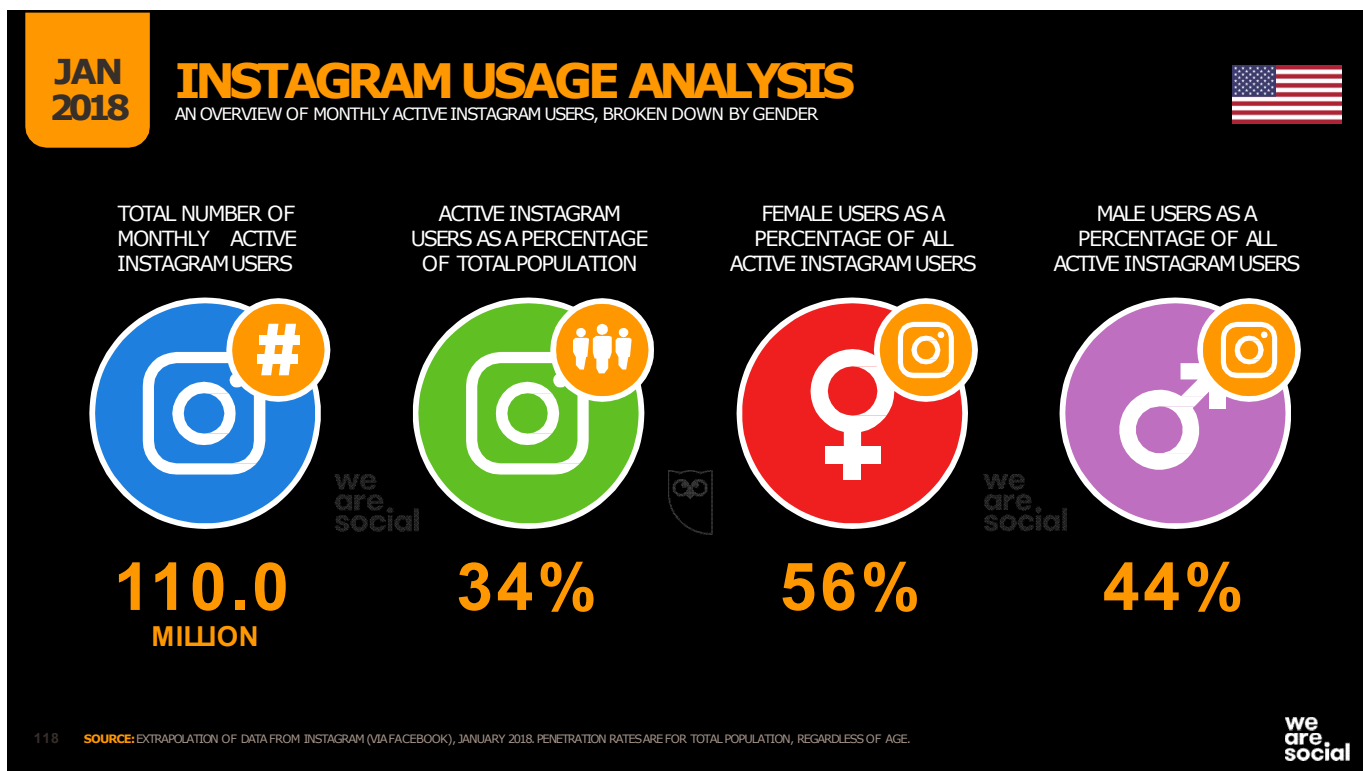
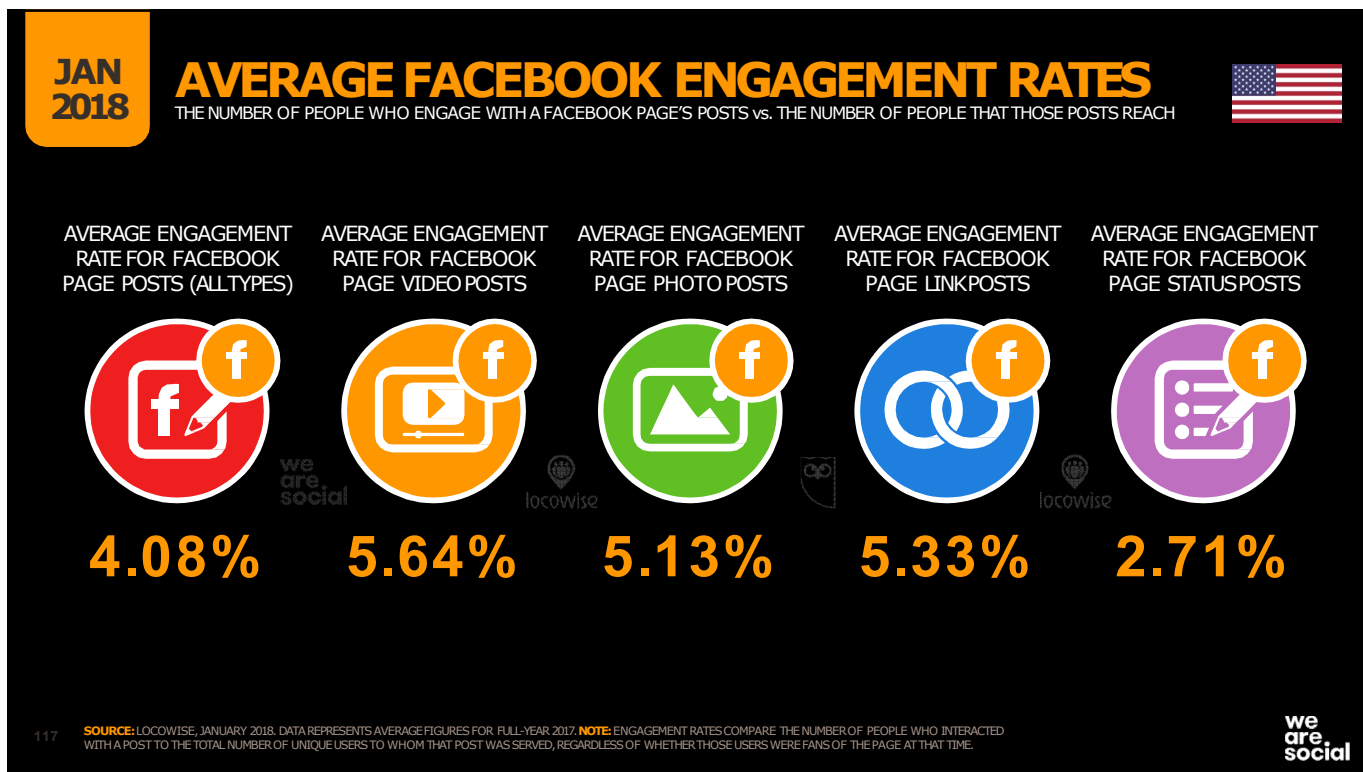
110 SOURCE: GOOGLE CONSUMER BAROMETER, JANUARY 2018. FIGURES BASED ON RESPONSES TO A SURVEY. NOTE: DATA REPRESENTS ADULT INTERNET USERS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS.

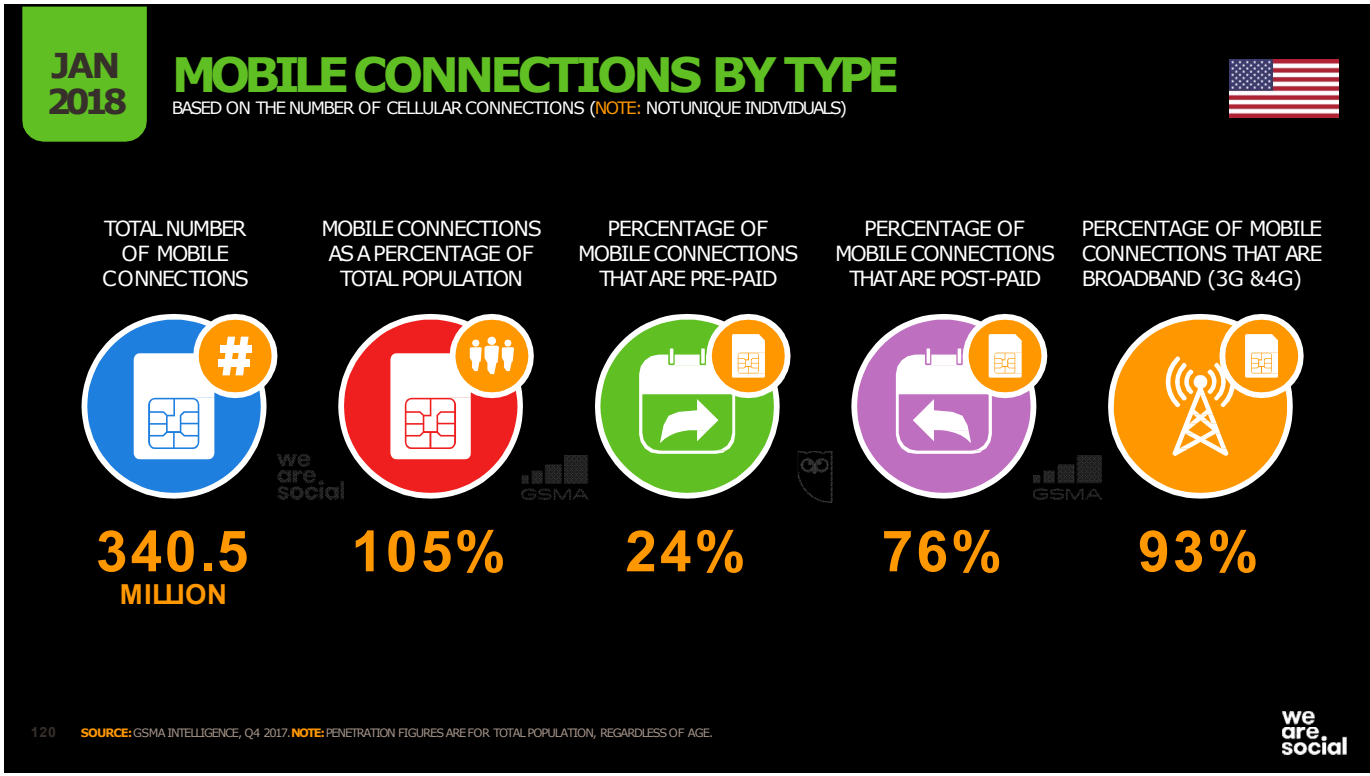
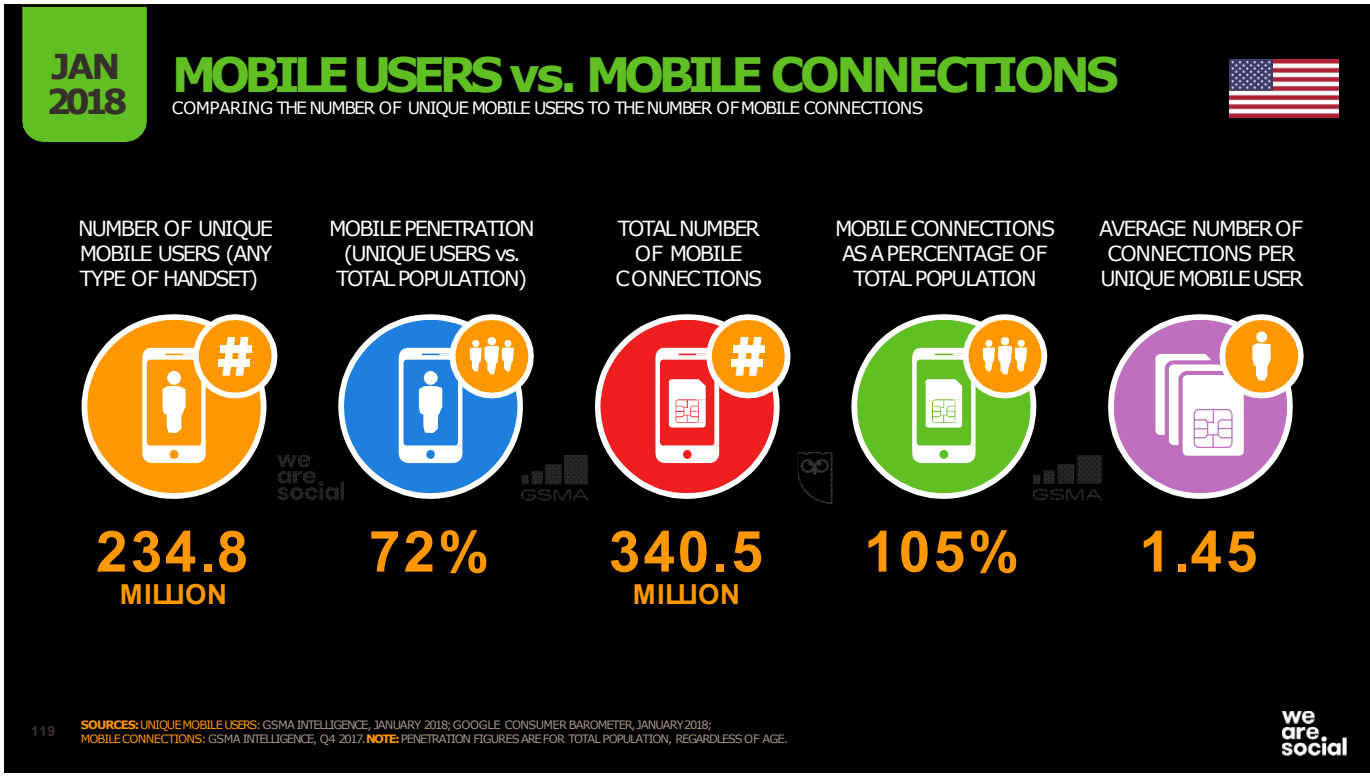


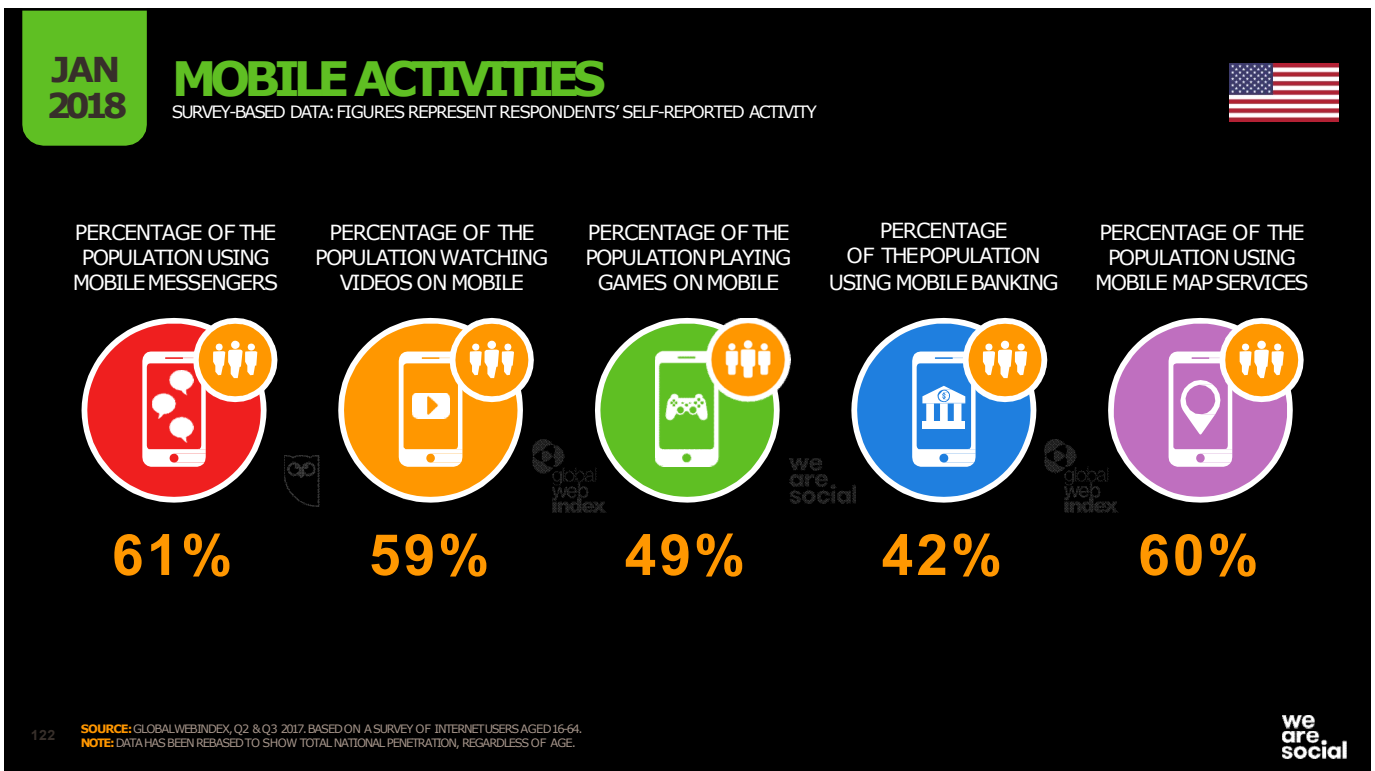
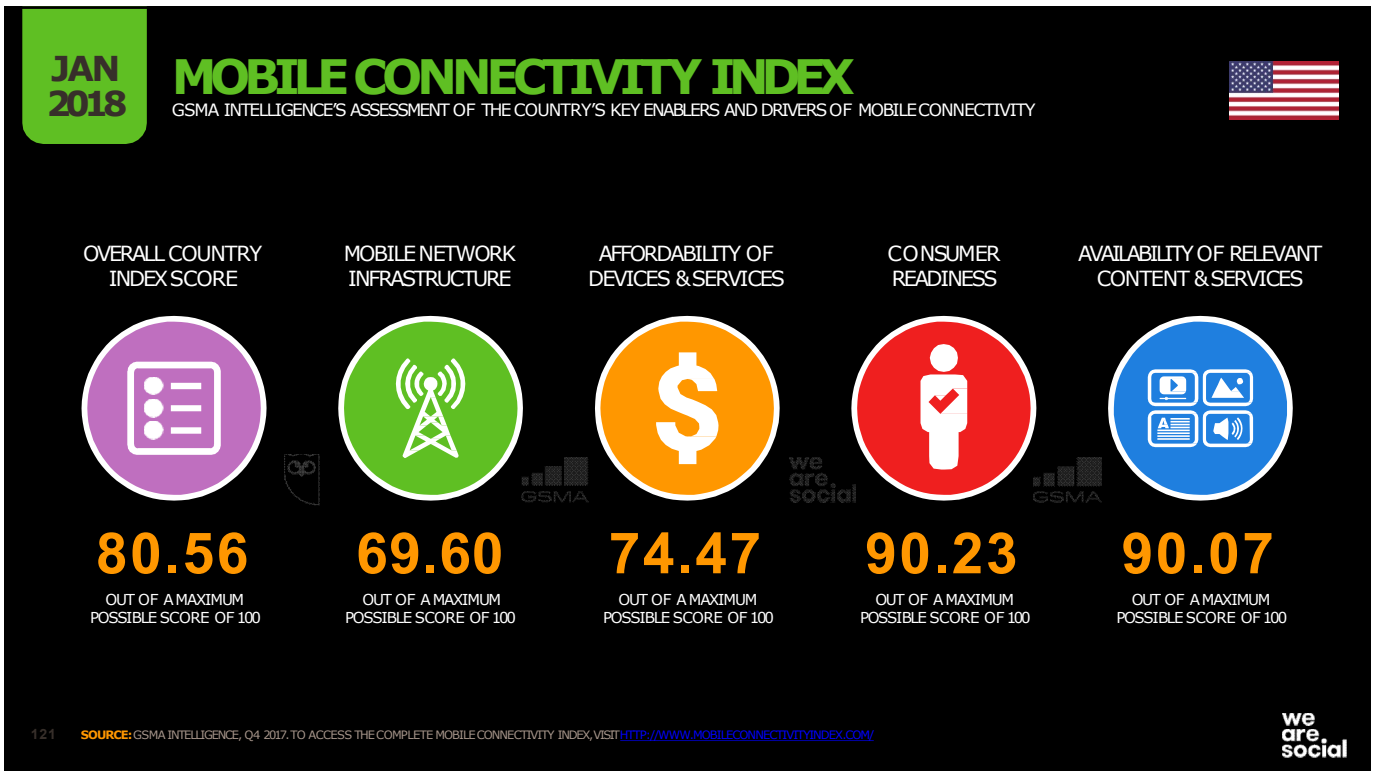


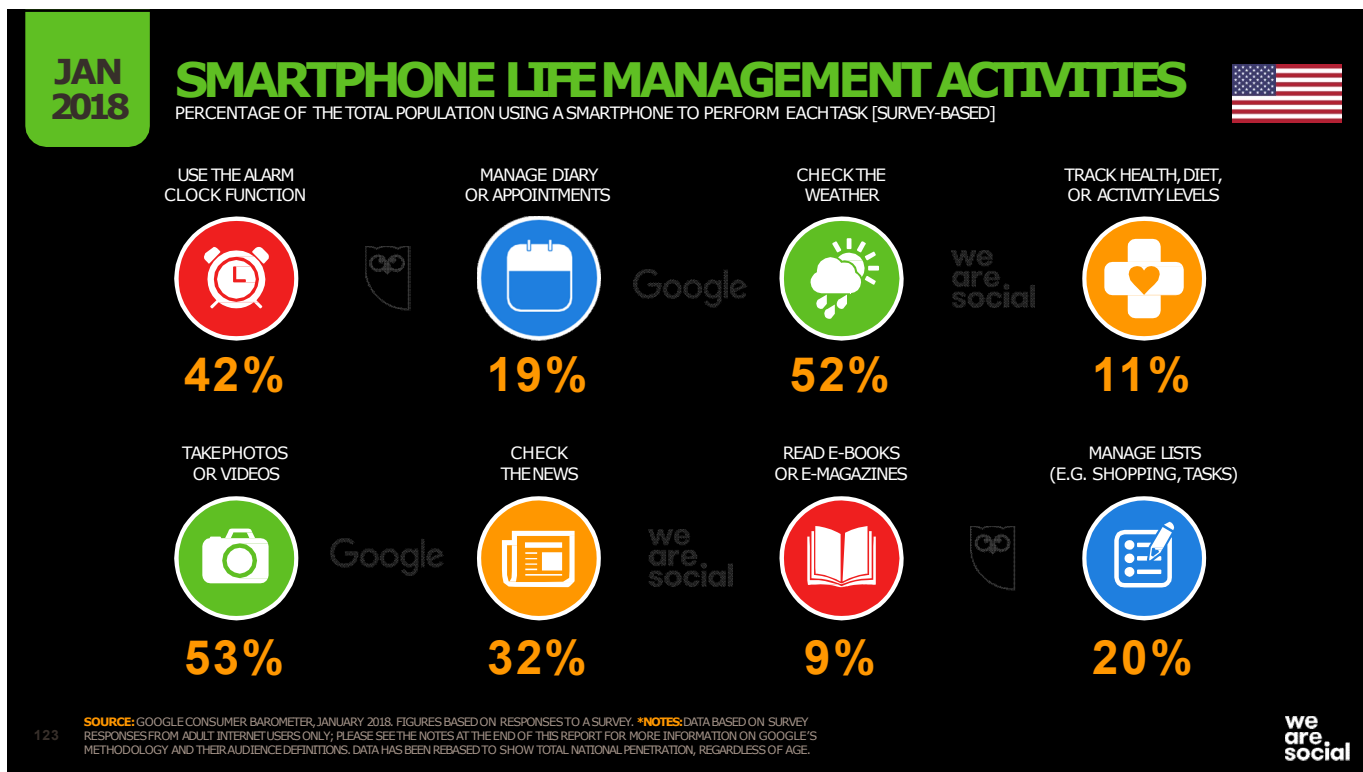










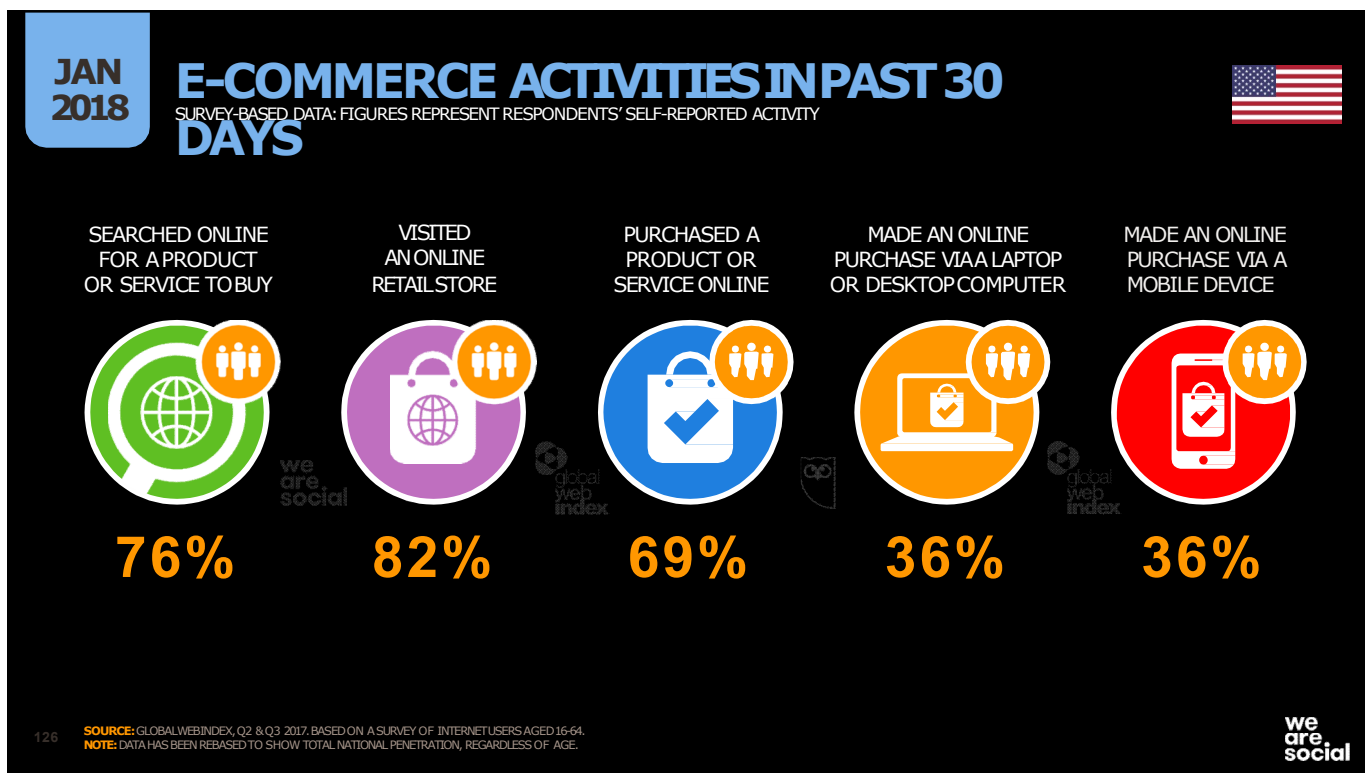
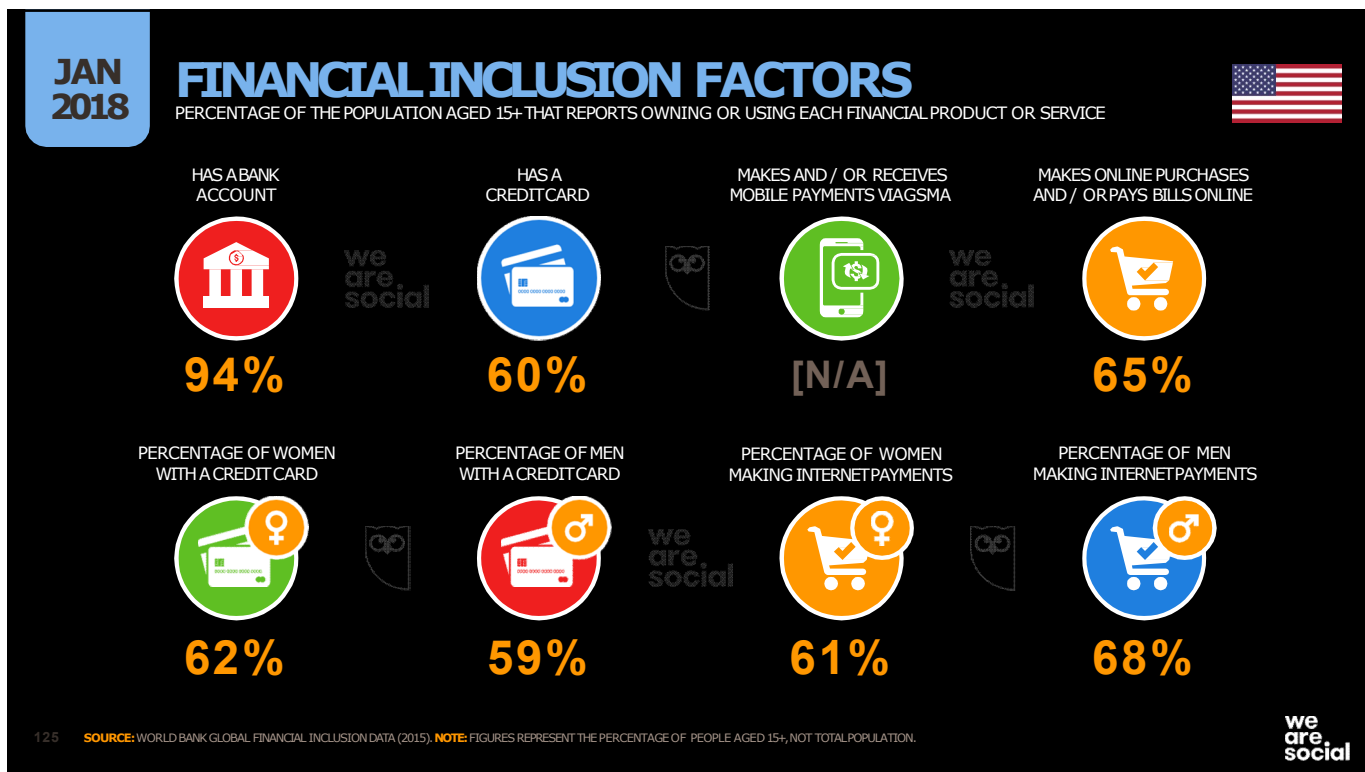


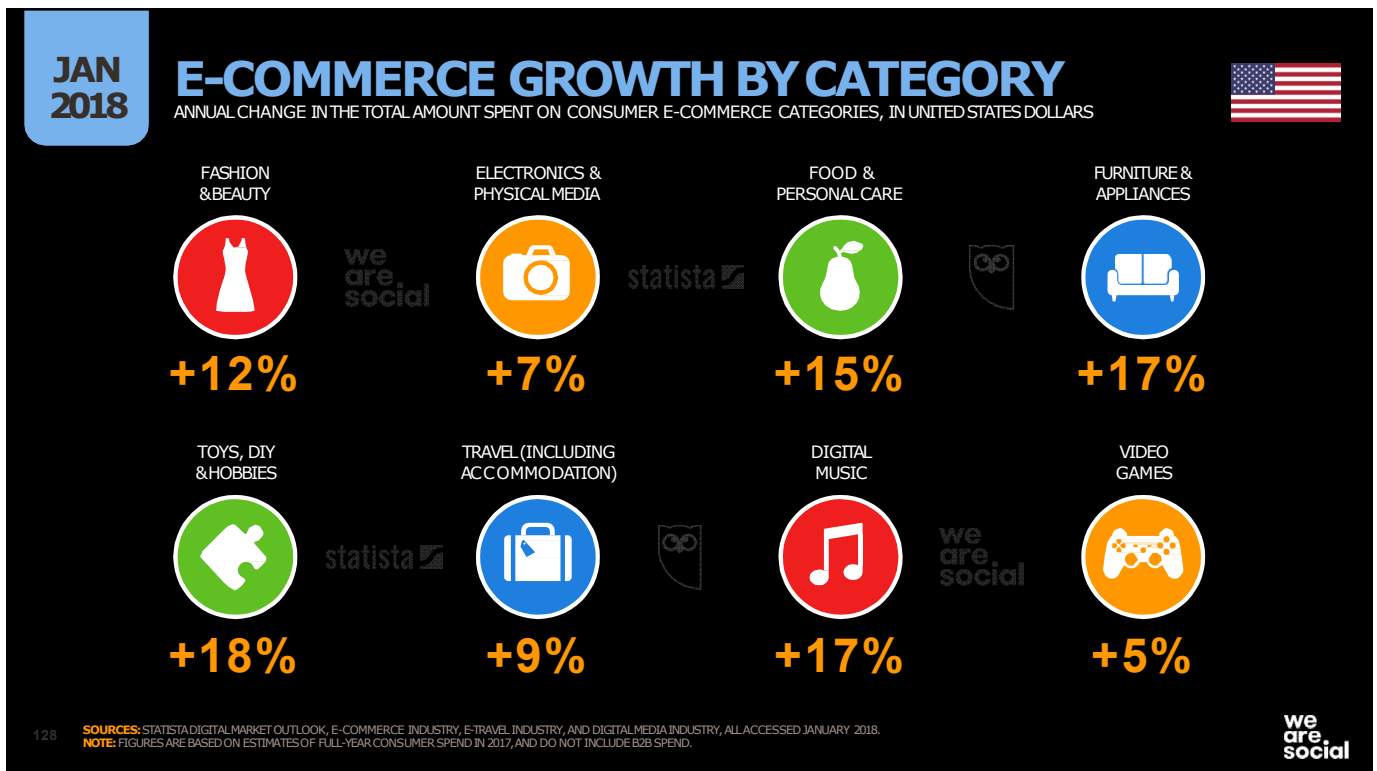
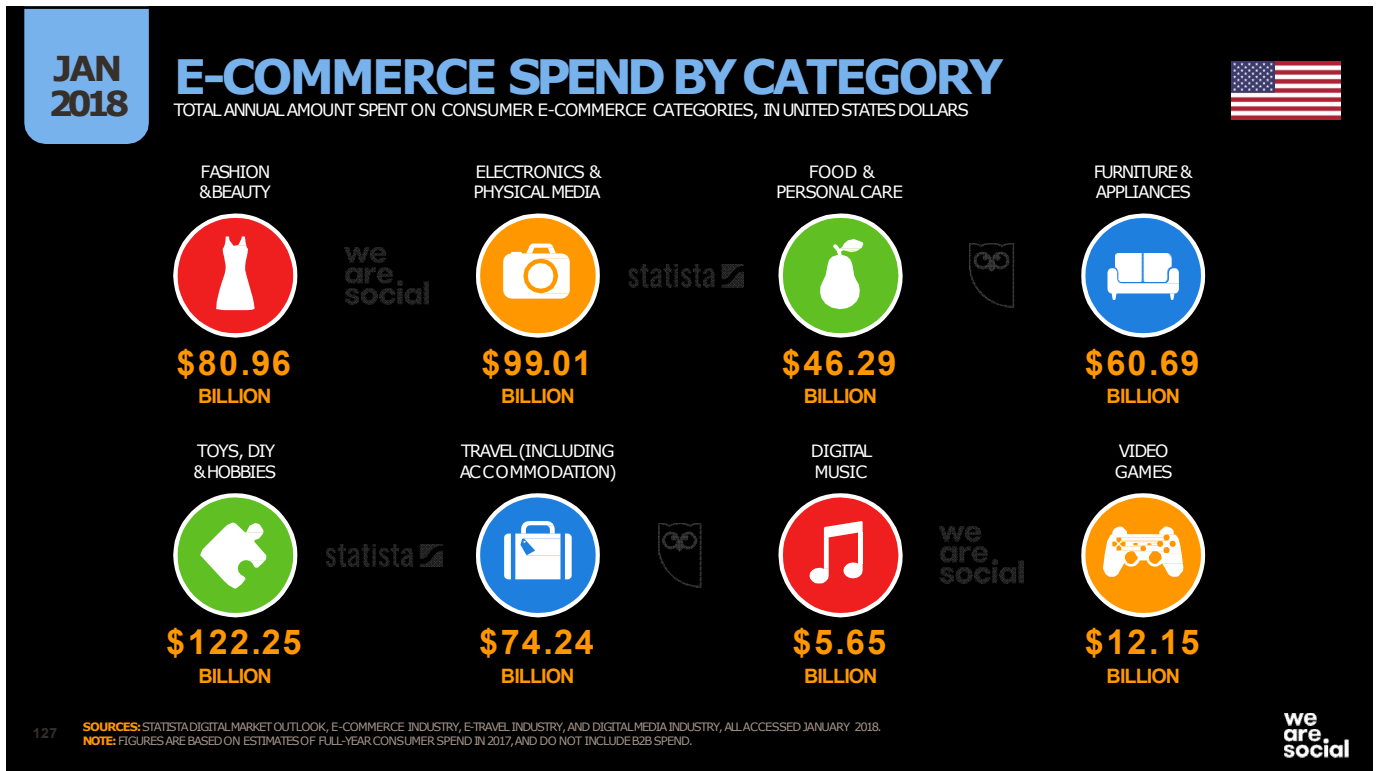
JAN 2018 TOP APP RANKINGS

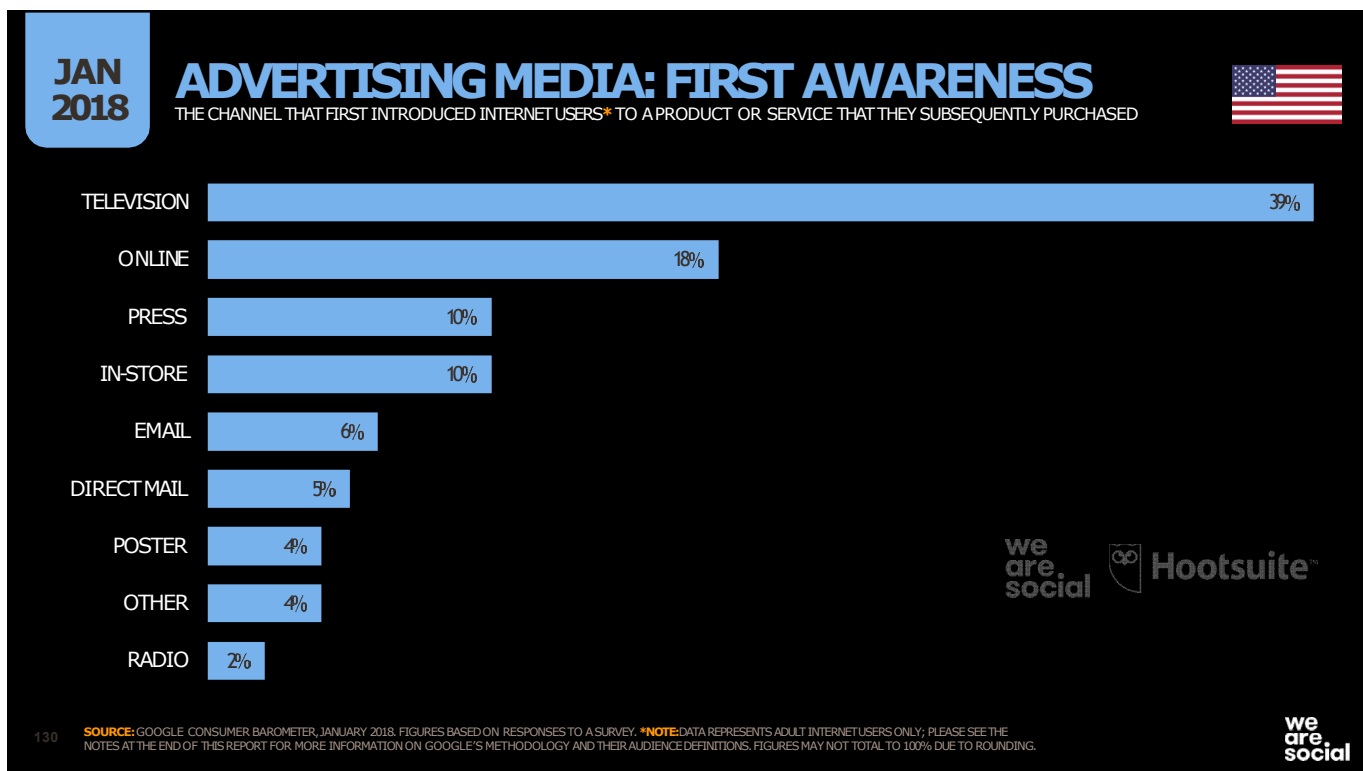
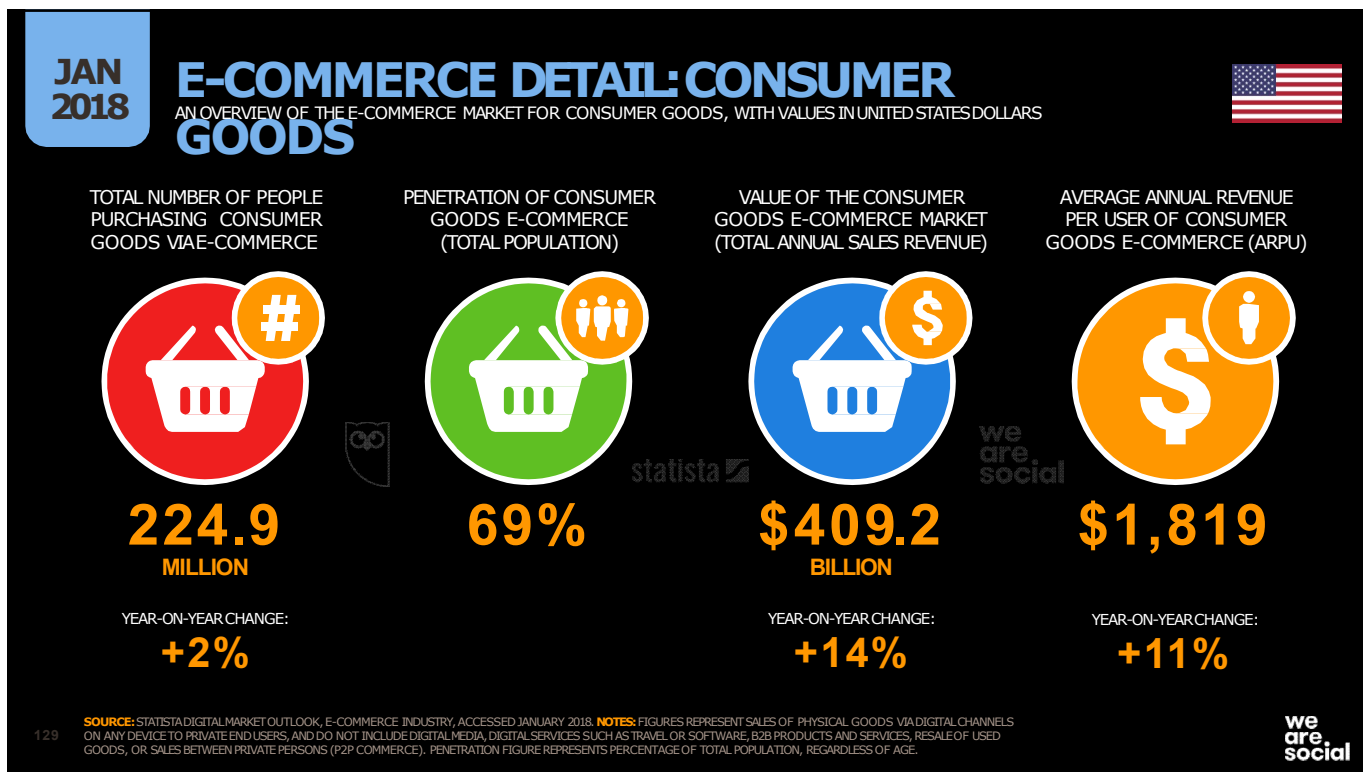
RANKINGS OF TOP MOBILE APPS BY MONTHLY ACTIVE USERS AND BY NUMBER OF DOWNLOADS

RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS			RANKING OF MOBILE APPS BY NUMBER OF DOWNLOADS		
#	APP NAME	DEVELOPER / COMPANY	#	APP NAME	DEVELOPER / COMPANY
01	FACEBOOK	FACEBOOK	01	FACEBOOK MESSENGER	FACEBOOK
02	FACEBOOK MESSENGER	FACEBOOK	02	SNAPCHAT	SNAP
03	INSTAGRAM	FACEBOOK	03	BITMOJI	SNAP
04	SNAPCHAT	SNAP	04	FACEBOOK	FACEBOOK
05	AMAZON	AMAZON	05	INSTAGRAM	FACEBOOK
06	PANDORA RADIO	PANDORA	06	NETFLIX	NETFLIX
07	PINTEREST	PINTEREST	07	PANDORA RADIO	PANDORA
08	TWITTER	TWITTER	08	WISH	CONTEXTLOGIC
09	NETFLIX	NETFLIX	09	SPOTIFY	SPOTIFY
10	THE WEATHER CHANNEL	THE WEATHER CHANNEL	10	AMAZON	AMAZON

SOURCE: APP ANNIE, JANUARY 2018, BASED ON DATA IN THE APP ANNIE 2017 RETROSPECTIVE REPORT. FOR MORE DETAILS, VISIT [HTTPS://WWW.APPANNIE.COM/](https://www.appannie.com/)
***NOTES:** RANKINGS ARE BASED ON COMBINED DATA FOR BOTH THE APPLE IOS APP STORE AND THE GOOGLE PLAY APPSTORE. MONTHLY ACTIVE USER RANKINGS ARE BASED ON MONTHLY AVERAGES FOR FULL-YEAR 2017. **NOTE:** RANKINGS EXCLUDE PRE-INSTALLED APPS, SUCH AS YOUTUBE ON ANDROID DEVICES, AND SAFARI ON APPLE DEVICES.









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44

DATA SOURCES USED IN THIS REPORT & NOTES ON METHODOLOGIES

POPULATION DATA: United Nations World Population Prospects, 2017 Revision; US Census Bureau (accessed January 2018); United Nations World Urbanization Prospects, 2014 Revision. Literacy rates from UNESCO (accessed January 2018). GDP data from World Bank (accessed January 2018). Median age data from US Census Bureau (accessed January 2018).

DIGITAL DEVICE OWNERSHIP DATA: Google Consumer Barometer (accessed January 2018)**.

DIGITAL ATTITUDES DATA: GlobalWebIndex (Q2 & Q3 2017)*; Google Consumer Barometer (accessed January 2018)**.

INTERNET USER DATA: InternetWorldStats (accessed January 2018); ITU, *Individuals Using the Internet*, 2016; Eurostat online database, *Individuals - internet use* (accessed January 2018); CIA World Factbook (accessed January 2018); Northwestern University in Qatar, *Media use in the Middle East, 2017* (accessed January 2018); national government and regulatory body websites; government officials cited in reputable media. Mobile internet use data from GlobalWebIndex (Q2 & Q3 2017)* and extrapolation of data from Facebook (January 2018). Time spent, and mobile internet usage and penetration data extrapolated from GlobalWebIndex (Q2 & Q3 2017)*. Share of web traffic data from StatCounter (January 2018). Frequency of internet use data from Google Consumer Barometer (accessed January 2018)**. Internet connection speed data from Ookla's *Speed*

Test (December 2017). Website rankings from SimilarWeb (Q4 2017) and Alexa (December 2017). Google search query rankings from Google Trends (data for 12 months to January 2018). Frequency of use and TV viewing habits from Google Consumer Barometer (accessed January 2018)**.

SOCIAL MEDIA AND MOBILE SOCIAL MEDIA DATA: Latest reported monthly active user numbers from Facebook, Tencent, VKontakte, LINE, Kakao, Google, Sina, Twitter, Skype, Yahoo!, Viber, Baidu, and Snap, as quoted directly in company documents, or as reported by reputable media (all latest data available at time of publishing in January 2018). Time spent on social media from GlobalWebIndex (Q2 & Q3 2017)*. Facebook and Instagram age and gender figures extrapolated from Facebook data (January 2018). Facebook reach and engagement data from Locowise; data represents monthly averages for full-year 2017.

MOBILE PHONE USERS, MOBILE CONNECTIONS, AND MOBILE BROADBAND DATA: Latest reported global and national data from GSMA Intelligence (Q4 2017); extrapolated global data from GSMA Intelligence (January 2018); Ericsson Mobility Report (November 2017). Usage data extrapolated from GlobalWebIndex (Q2 & Q3 2017)*; Google Consumer Barometer (accessed January 2018)**. GSMA Intelligence Mobile Connectivity Index (accessed January 2018): <http://www.mobileconnectivityindex.com/> Smartphone Life Management Activity data from Google Consumer Barometer (accessed January

2018). Mobile app rankings and app usage insights taken from App Annie's *2017 Retrospective* and *Why You Mobile Strategy Needs Apps* reports – for more details, visit <http://bit.ly/AppAnnie2017>.

E-COMMERCE DATA: Statista *Digital Market Outlook*, e-Commerce, e-Travel, and digital media industry reports (accessed January 2018). For more info, visit <http://www.statista.com>. GlobalWebIndex (Q2 & Q3 2017)*; Google Consumer Barometer (accessed January 2018)**.

FINANCIAL INCLUSION DATA: World Bank Global Financial Inclusion (accessed January 2018).

NOTES: Some 'annual growth' figures are calculated using the data reported in Hootsuite and We Are Social's *Digital in 2017* report: <http://bit.ly/GD2017GO>.

*GlobalWebIndex manages a panel of more than 18 million connected consumers, collecting data every quarter across 40 countries around the world, and representing 90% of the global internet population. Visit <http://www.globalwebindex.net> for more details.

**Google's Consumer Barometer polls a nationally representative total population (online & offline) aged 16+ in each country surveyed except in Argentina, Brazil, China, India, Japan, South Korea, Malaysia, Mexico, Philippines, Vietnam, and the USA, where the sample base is aged 18+. For more details on methodology, visit <http://consumerbarometer.com/>.

54

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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 preparation methodologies used by these organisations, as well as the different sample periods during which the 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 have been collected by the same

organisation using the same methodology and approach in each wave.

Similarly, reports of internet user numbers vary considerably between different sources, due to the complex nature of collecting this data. In part, this is because there are fewer commercial imperatives for governments and regulators to collect and publish regular internet user data compared to, for example, the regular user number updates published by social media companies, who depend on such data to sell their products and services.

However, the latest user numbers published by these companies 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.

Because of this, on occasion, we've used the latest monthly active user data from social media companies to inform our internet user numbers, especially in less-developed economies, where 'official' internet user

numbers are published less frequently. As a result, there are a number of countries in this report where the number of social media users equals the number of internet users.

It's unlikely that 100 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, in some instances in this year's report, metrics may have decreased year-on-year due to corrections in the source data, actual declines in user numbers, and changes in the primary data source we've used in our reporting due to reasons such as increased reliability, or the non-availability of updated numbers from previous providers.

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: info@kepios.com

55



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This report has been compiled by We Are Social Ltd ("We Are Social") and Hootsuite Inc. ("Hootsuite") for informational purposes only, and relies on data from a wide variety of sources, including but not limited to public and private companies, market research firms, government agencies, NGOs, and private individuals. While We Are Social and Hootsuite strive to ensure that all data and charts contained in this report are, as at the time of publishing, accurate and up-to-date, neither We Are Social nor Hootsuite shall be responsible for any errors or omissions contained in this report, or for the results obtained from its use.

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56





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57



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