DIGITAL 2019

THAILAND

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

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	UNIQUE MOBILE USERS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SOCIAL MEDIA USERS
7.676	**5.112**	**4.388**	**3.484**	**3.256**
BILLION	**BILLION**	**BILLION**	**BILLION**	**BILLION**
URBANISATION:	PENETRATION:	PENETRATION:	PENETRATION:	PENETRATION:
56%	**67%**	**57%**	**45%**	**42%**

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).

JAN 2019

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

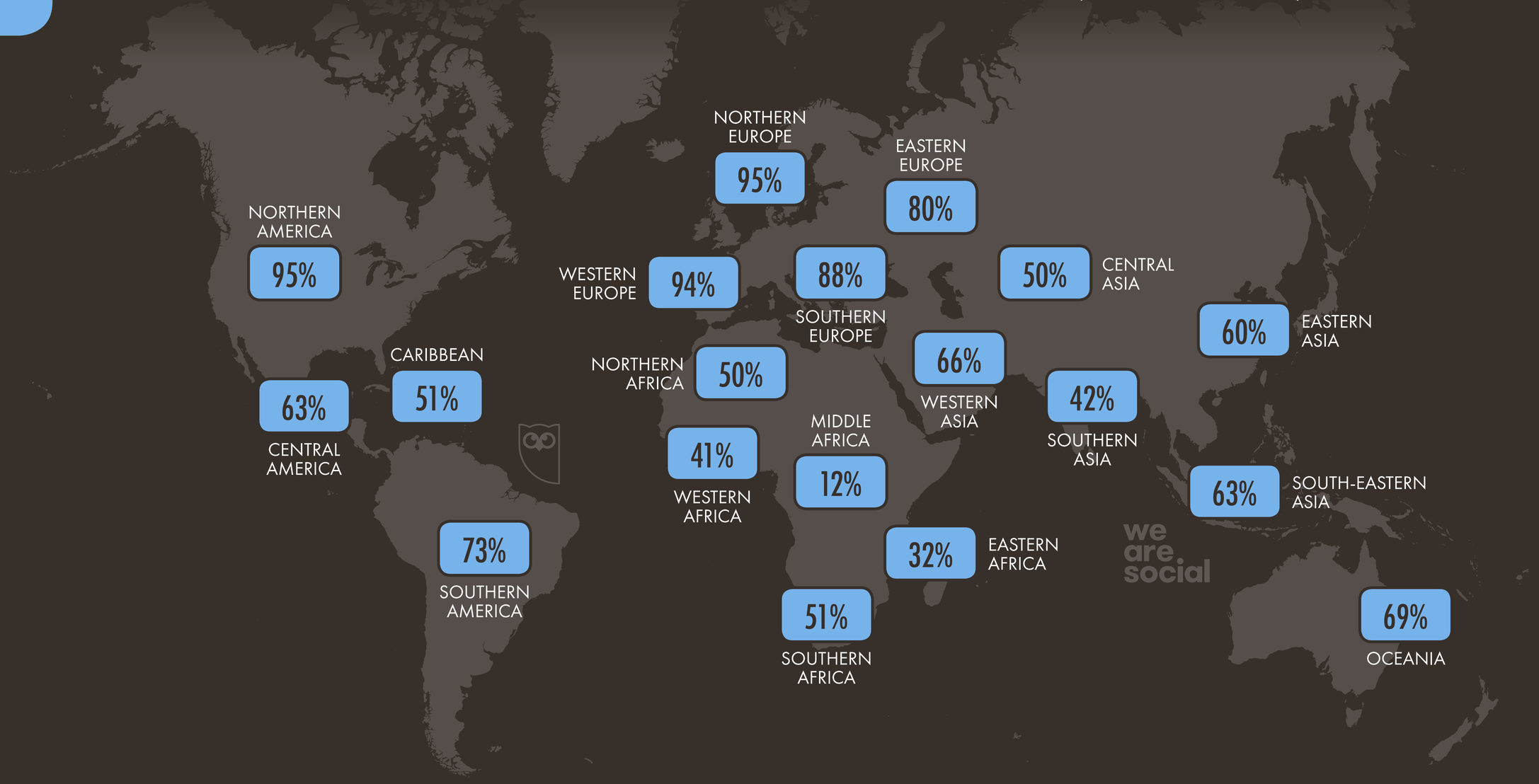
+297 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).

JAN 2019

INTERNET PENETRATION BY REGION

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

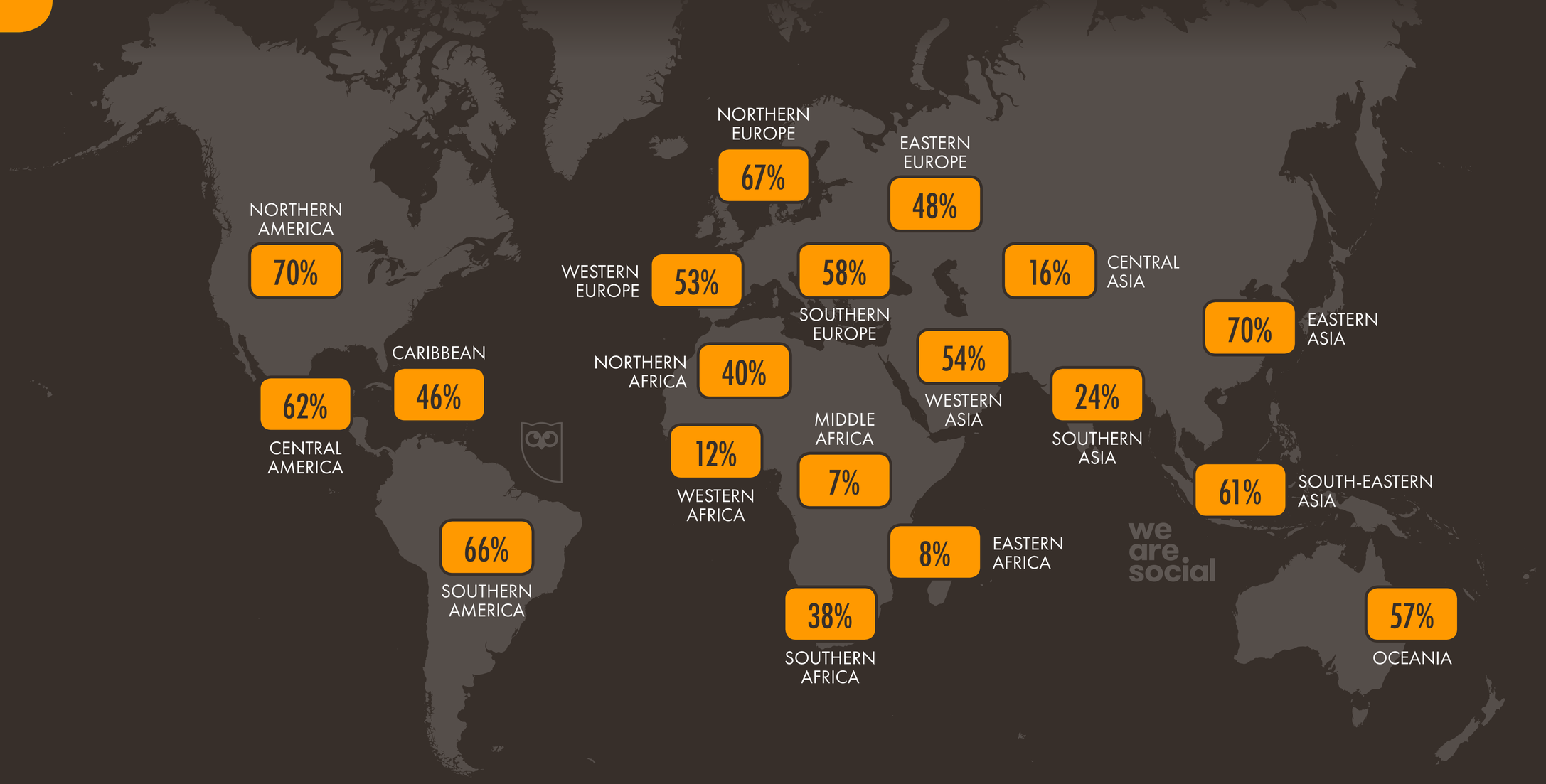


SOURCES: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. **NOTE:** PENETRATION FIGURES ARE BASED ON TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME.

JAN 2019

SOCIAL MEDIA PENETRATION BY REGION

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

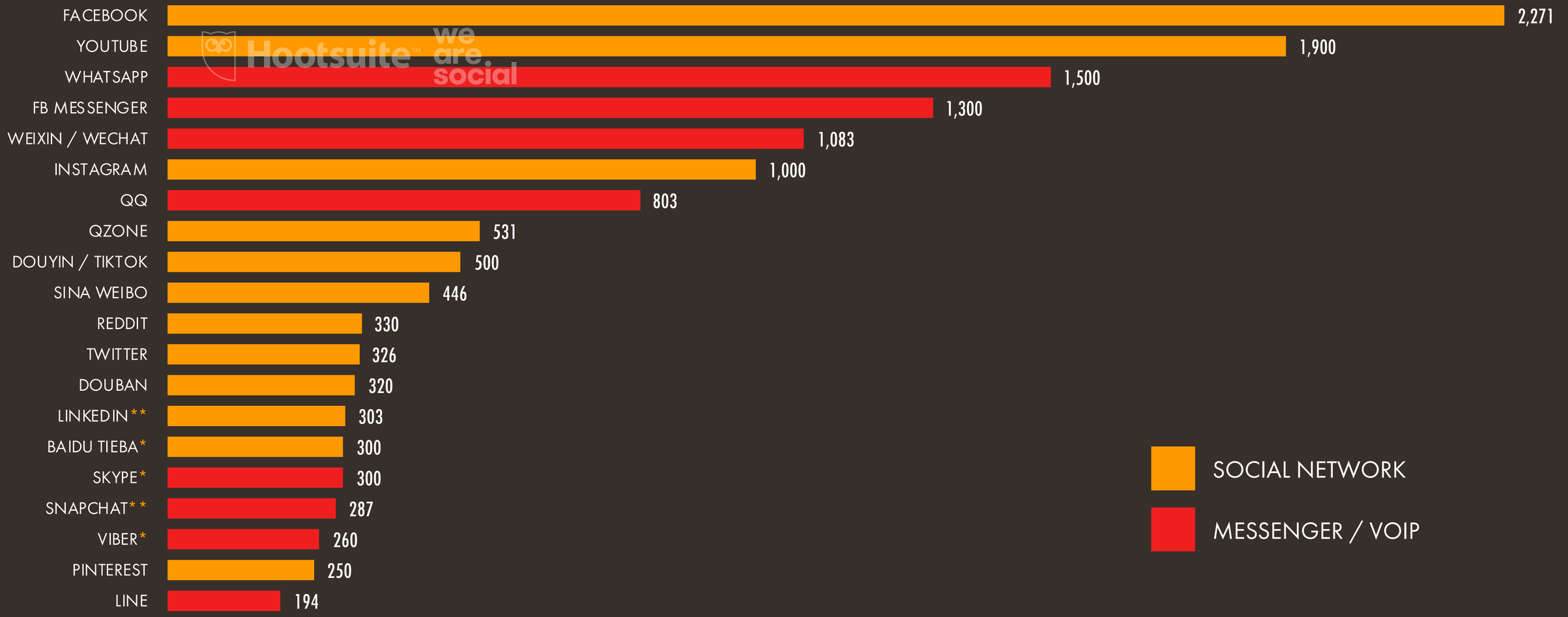


SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE BASED ON TOTAL POPULATION, REGARDLESS OF AGE.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

JAN 2019

SOCIAL PLATFORMS: ACTIVE USER ACCOUNTS

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



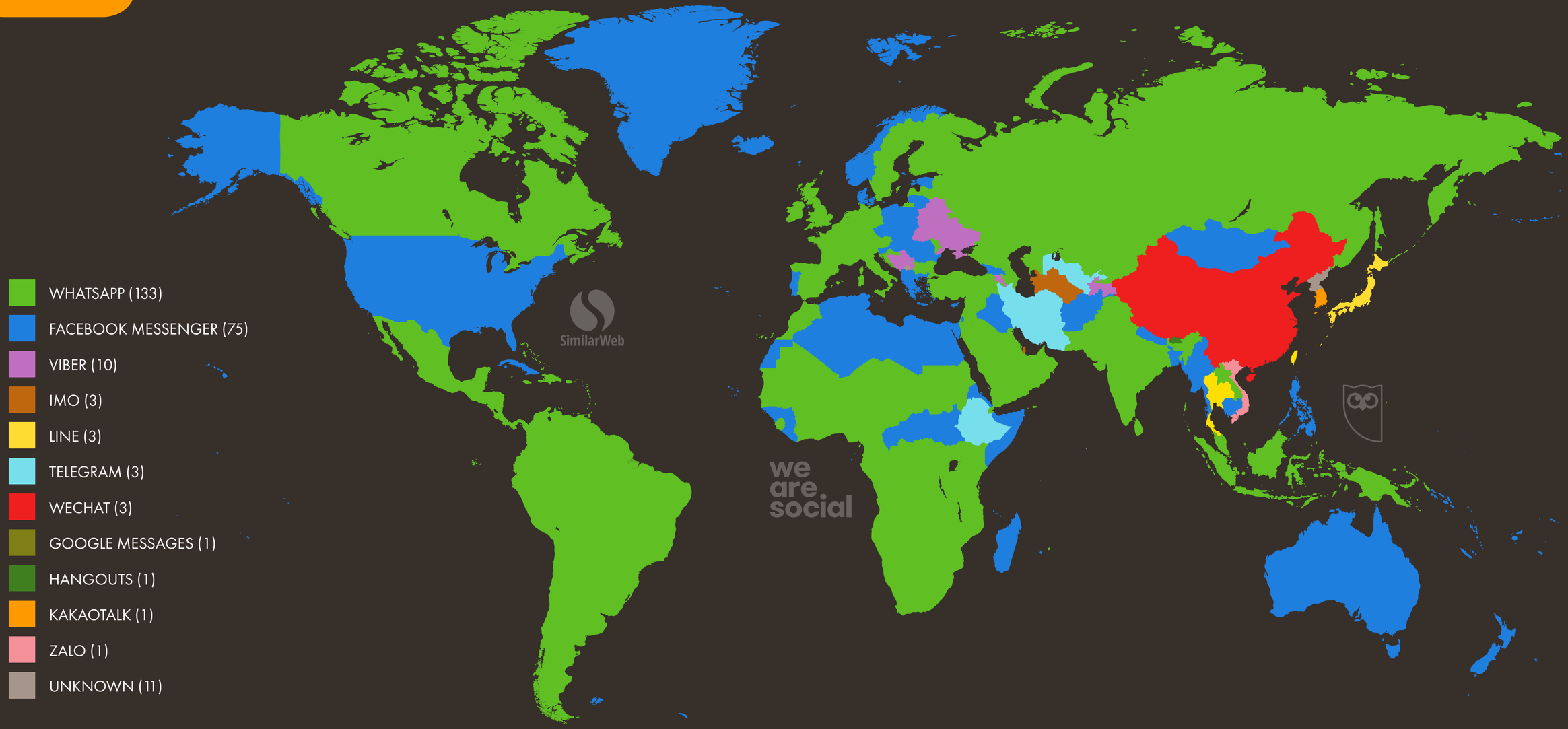
Hootsuite™ we are social

SOURCES: KEPIOS ANALYSIS; LATEST COMPANY EARNINGS RELEASES, PRESS RELEASES OR MEDIA STATEMENTS; REPORTS IN REPUTABLE MEDIA (ALL UP TO JAN 2019). ***ADVISORY:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES MAY BE LESS RELIABLE. ****NOTES:** THESE PLATFORMS DO NOT PUBLISH MAU DATA. LINKEDIN FIGURE IS BASED ON MONTHLY UNIQUE WEBSITE VISITORS IN DEC 2018, VIA SIMILARWEB. SNAPCHAT FIGURE EXTRAPOLATED FROM DATA REPORTED IN TECHCRUNCH (JUN 2017).

JAN 2019

TOP SOCIAL MESSENGERS AROUND THE WORLD

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

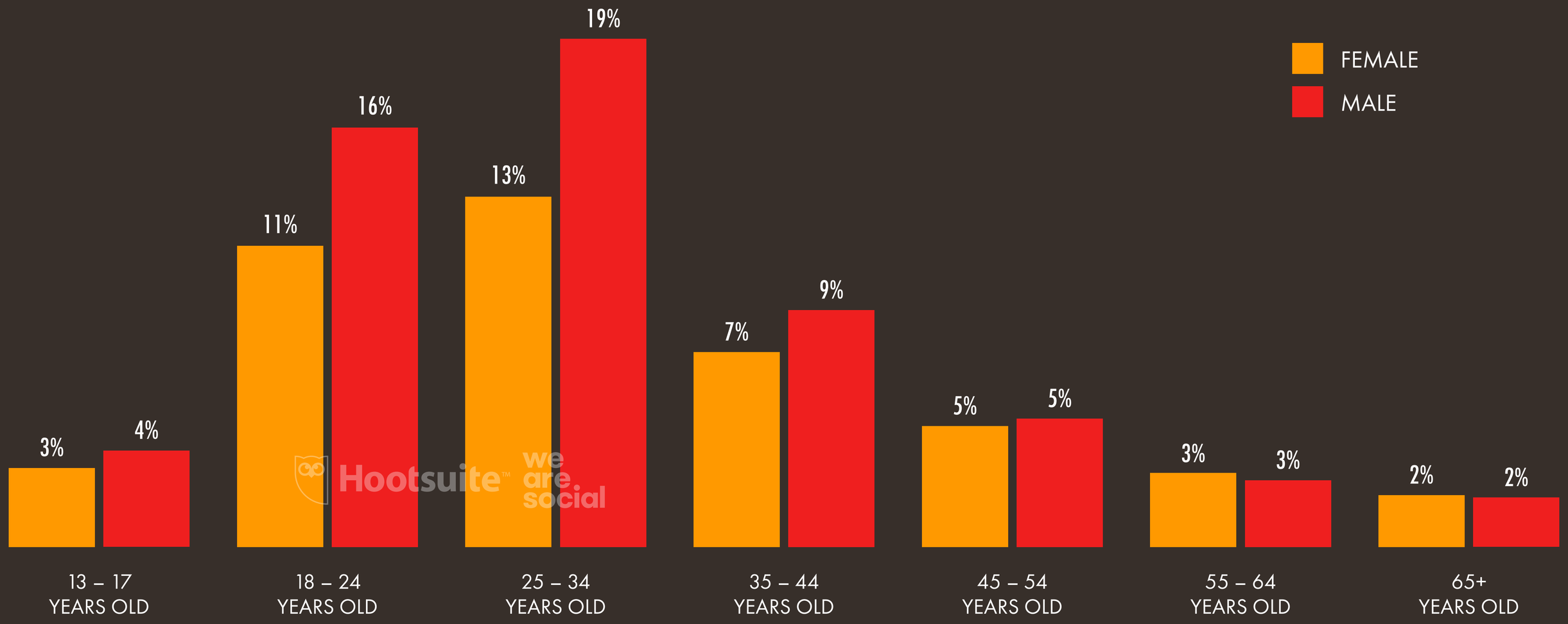


SOURCE: BASED ON SIMILARWEB'S ALGORITHM INTEGRATING CURRENT INSTALLS FROM THE GOOGLE PLAY STORE WITH ACTIVE APP USERS (DECEMBER 2018).
NOTE: FIGURES IN PARENTHESES IN THE LEGEND REPRESENT THE NUMBER OF COUNTRIES / TERRITORIES IN WHICH EACH PLATFORM IS THE TOP-RANKED MESSENGER APP.

JAN 2019

SOCIAL MEDIA AUDIENCE PROFILE

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

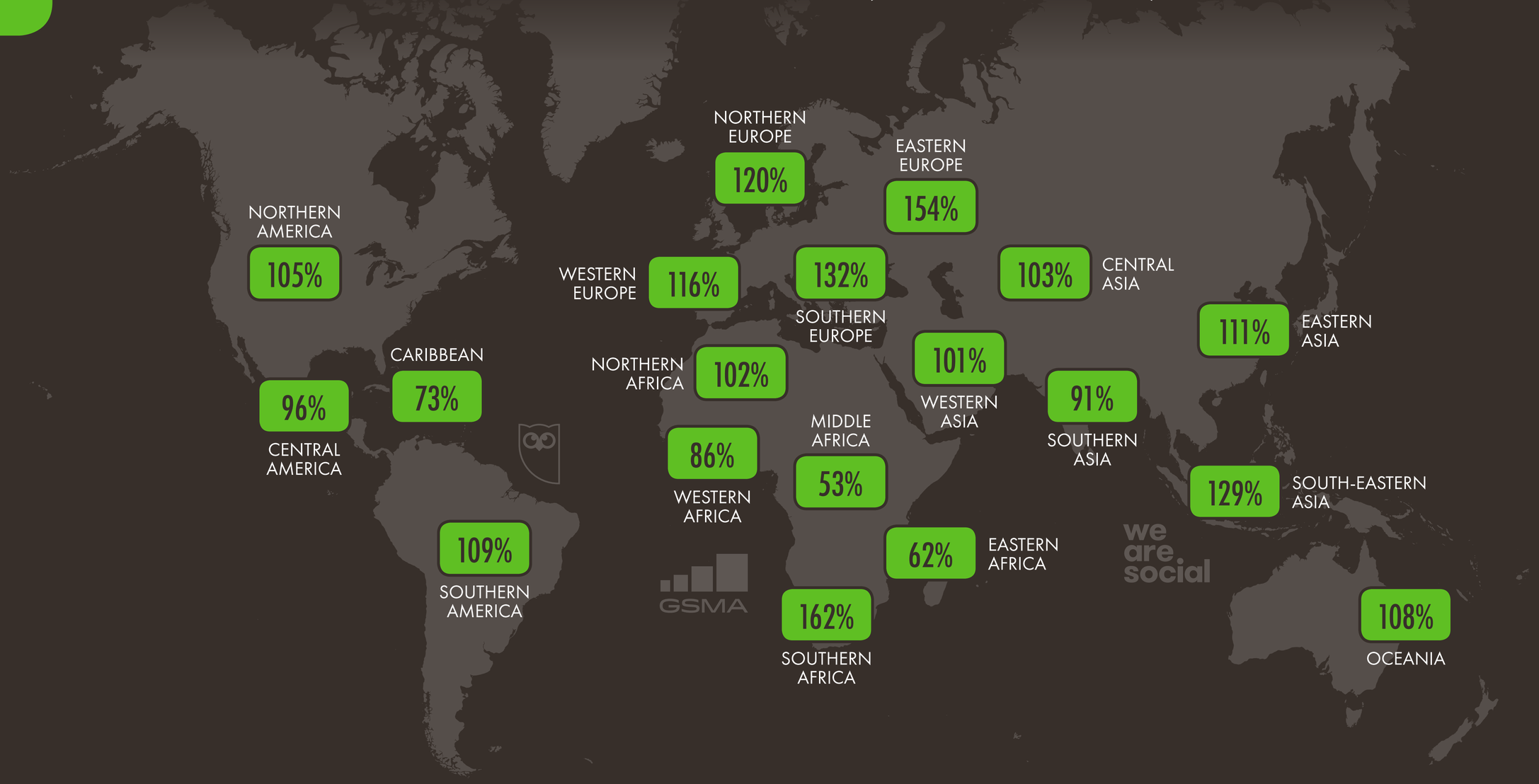


SOURCE: EXTRAPOLATED FROM FACEBOOK DATA (JANUARY 2019); KEPIOS ANALYSIS. **NOTE:** FACEBOOK DOES NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'.

JAN 2019

MOBILE CONNECTIVITY BY REGION

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



SOURCE: GSMA INTELLIGENCE (Q4 2018); KEPIOS ANALYSIS. **NOTE:** REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME. **ADVISORY:** MOBILE SUBSCRIPTIONS DO NOT REPRESENT UNIQUE INDIVIDUALS, SO FIGURES OVER 100% INDICATE MULTIPLE MOBILE SUBSCRIPTIONS PER PERSON. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME.

THAILAND

JAN 2019

THAILAND

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

TOTAL POPULATION	MOBILE SUBSCRIPTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SOCIAL MEDIA USERS
69.24	92.33	57.00	51.00	49.00
MILLION	MILLION	MILLION	MILLION	MILLION
URBANISATION:	vs. POPULATION:	PENETRATION:	PENETRATION:	PENETRATION:
50%	133%	82%	74%	71%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).

JAN 2019

ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

TOTAL POPULATION

+0.2%

JAN 2018 – JAN 2019

+135 THOUSAND

MOBILE SUBSCRIPTIONS

+1.7%

JAN 2018 – JAN 2019

+2 MILLION

INTERNET USERS

0%

JAN 2018 – JAN 2019

[UNCHANGED]

ACTIVE SOCIAL MEDIA USERS

0%

JAN 2018 – JAN 2019

[UNCHANGED]

MOBILE SOCIAL MEDIA USERS

+6.5%

JAN 2018 – JAN 2019

+3 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).

JAN 2019

OVERVIEW: POPULATION & ECONOMY

ESSENTIAL DEMOGRAPHIC AND ECONOMIC INDICATORS

TOTAL POPULATION

69.24 MILLION

FEMALE POPULATION

51.3%

MALE POPULATION

48.7%

ANNUAL CHANGE IN POPULATION SIZE

+0.2%

MEDIAN AGE

40.1

URBAN POPULATION

50%

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

$17,871

OVERALL LITERACY (ADULTS AGED 15+)

93%

FEMALE LITERACY (ADULTS AGED 15+)

91%

MALE LITERACY (ADULTS AGED 15+)

95%

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; WORLD BANK; IMF; UNESCO; UNICEF; CIA WORLD FACTBOOK; PEW RESEARCH (ALL LATEST DATA AVAILABLE IN JANUARY 2019). ***NOTE:** 'INTERNATIONAL DOLLARS' ARE NOTIONAL MEASURES THAT PROVIDE A CONSISTENT BASIS FOR COMPARISON. AN 'INTERNATIONAL DOLLAR' WOULD BUY A COMPARABLE AMOUNT OF GOODS AND SERVICES IN THE CITED COUNTRY THAT A U.S. DOLLAR WOULD BUY IN THE UNITED STATES.

JAN 2019

DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION* THAT USES EACH KIND OF DEVICE [SURVEY-BASED]

MOBILE PHONE (ANY TYPE)

98%

SMART PHONE

71%

LAPTOP OR DESKTOP COMPUTER

25%

TABLET DEVICE

12%

TELEVISION (ANY KIND)

98%

DEVICE FOR STREAMING INTERNET CONTENT TO TV

1%

E-READER DEVICE

[N/A]

WEARABLE TECH DEVICE

[N/A]

SOURCE: GOOGLE CONSUMER BAROMETER (COLLECTED JANUARY 2018). ***NOTE:** PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE DETAILS OF HOW GOOGLE DEFINES 'ADULT POPULATION'. **ADVISORY:** GOOGLE HAS NOT UPDATED ITS CONSUMER BAROMETER DATA SINCE OUR 2018 REPORTS, BUT WE BELIEVE THAT THE DATASET STILL OFFERS REPRESENTATIVE INSIGHTS INTO DIGITAL BEHAVIOURS IN THE FEATURED MARKETS.

JAN 2019

TIME SPENT WITH MEDIA

AVERAGE DAILY TIME SPENT CONSUMING AND INTERACTING WITH MEDIA [SURVEY BASED]

AVERAGE DAILY TIME SPENT USING THE INTERNET VIA ANY DEVICE

9H 11M

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA VIA ANY DEVICE

3H 11M

AVERAGE DAILY TV VIEWING TIME (BROADCAST, STREAMING AND VIDEO ON DEMAND)

3H 44M

AVERAGE DAILY TIME SPENT LISTENING TO STREAMING MUSIC

1H 30M

SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64. TIMES ARE DAILY AVERAGES, REPORTED IN HOURS AND MINUTES. **NOTE:** SOME ACTIVITIES MAY TAKE PLACE CONCURRENTLY.

INTERNET USE

JAN 2019

INTERNET USE: DEVICE PERSPECTIVE

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

TOTAL NUMBER OF ACTIVE INTERNET USERS

57.00
MILLION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION

82%

TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS

55.01
MILLION

MOBILE INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION

79%

SOURCES: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. MOBILE SHARE DATA: GLOBALWEBINDEX (Q2 & Q3 2018); AND EXTRAPOLATIONS OF DATA PUBLISHED BY THE WORLD'S LARGEST SOCIAL MEDIA PLATFORMS VIA EARNINGS RELEASES AND SELF-SERVE ADVERTISING TOOLS. GLOBALWEBINDEX FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

JAN 2019

INTERNET USERS: DIFFERENT PERSPECTIVES

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

INTERNET WORLD STATS	ITU (INTERNATIONAL TELECOMMUNICATION UNION)	WORLD BANK	CIA WORLD FACTBOOK
57.00 MILLION	**36.62 MILLION**	**36.62 MILLION**	**32.40 MILLION**

SOURCE: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK (ALL LATEST DATA AVAILABLE IN JANUARY 2019).

JAN 2019

FREQUENCY OF INTERNET USE

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

90% **8%** **2%** **0%**

SOURCE: GOOGLE CONSUMER BAROMETER (COLLECTED JANUARY 2018). **ADVISORY:** GOOGLE HAS NOT UPDATED ITS CONSUMER BAROMETER DATA SINCE OUR 2018 REPORTS, BUT WE BELIEVE THAT THE DATASET STILL OFFERS REPRESENTATIVE INSIGHTS INTO DIGITAL BEHAVIOURS IN THE FEATURED MARKETS.

JAN 2019

INTERNET CONNECTION SPEEDS

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

AVERAGE SPEED OF MOBILE INTERNET CONNECTIONS

17.58

MBPS

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

+29%

AVERAGE SPEED OF FIXED INTERNET CONNECTIONS

57.63

MBPS

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

+48%

SOURCE: OOKLA SPEEDTEST (DECEMBER 2018 AND DECEMBER 2017).

JAN 2019

SIMILARWEB'S TOP WEBSITES

RANKING OF WEBSITES BY AVERAGE MONTHLY TRAFFIC

#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	SEARCH	494,100,000	08M 37S	9.2
02	GOOGLE.CO.TH	SEARCH	439,100,000	09M 33S	8.4
03	FACEBOOK.COM	SOCIAL	408,200,000	13M 42S	14.9
04	YOUTUBE.COM	TV & VIDEO	370,500,000	29M 17S	11.1
05	PANTIP.COM	NEWS	125,600,000	05M 03S	3.3
06	LINE.ME	SOCIAL	73,100,000	07M 22S	3.1
07	TWITTER.COM	SOCIAL	65,300,000	13M 51S	13.6
08	SANOOK.COM	NEWS	56,500,000	03M 10S	4.0
09	XNXX.COM	ADULT	56,200,000	19M 47S	14.7
10	GOAL.IN.TH	SPORTS	55,100,000	07M 20S	3.1

SOURCE: SIMILARWEB (JANUARY 2019). FIGURES BASED ON MONTHLY AVERAGES FOR Q4 2018. **NOTES:** 'MONTHLY TRAFFIC' DOES NOT REPRESENT UNIQUE VISITORS. 'TIME PER VISIT' FIGURES REPRESENT THE AVERAGE DURATION OF USERS' VISITS, MEASURED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

JAN 2019

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	GOOGLE.CO.TH	06M 29S	8.02
04	PANTIP.COM	04M 40S	3.61
05	MOVIE2FREE.COM	04M 39S	5.65
06	FACEBOOK.COM	09M 43S	4.03
07	LINE.ME	07M 38S	4.21
08	BLOGSPOT.COM	03M 07S	2.43
09	LAZADA.CO.TH	11M 23S	7.55
10	WIKIPEDIA.ORG	04M 15S	3.15

#	WEBSITE	TIME / DAY	PAGES / VISIT
11	LIVE.COM	03M 53S	3.76
12	SANOOK.COM	03M 28S	2.12
13	KAPOOK.COM	05M 46S	3.55
14	SHOPEE.CO.TH	05M 40S	3.49
15	YAHOO.COM	04M 01S	3.60
16	ANIME-SUGOI.COM	07M 18S	7.32
17	037HD.COM	04M 24S	5.06
18	MTHAI.COM	02M 41S	2.13
19	ROBLOX.COM	16M 44S	9.13
20	DEK-D.COM	05M 29S	2.90

SOURCE: ALEXA (JANUARY 2019). **NOTES:** 'TIME / DAY' FIGURES REPRESENT ALEXA'S ESTIMATES OF THE AVERAGE DAILY AMOUNT OF TIME THAT VISITORS SPEND ON THE SITE FOR DAYS WHEN THEY VISIT THE SITE, MEASURED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

JAN 2019

TOP GOOGLE SEARCH QUERIES IN 2018

BASED ON SEARCHES THROUGHOUT 2018

#	SEARCH QUERY	INDEX
01	บอล	100
02	หนัง	70
03	ผล บอล	56
04	แปล	37
05	หวย	37
06	บ้าน บอล	26
07	เพลง	26
08	บอล สด	25
09	บ้าน ผล บอล	24
10	FACEBOOK	20

#	SEARCH QUERY	INDEX
11	ผล บอล สด	19
12	ดู หนัง	19
13	YOUTUBE	18
14	บอล วัน นี้	17
15	แปล ภาษา	16
16	ตรวจ หวย	15
17	PANTIP	15
18	GOOGLE	13
19	หนัง ออนไลน์	11
20	ข่าว	10

SOURCE: GOOGLE TRENDS (ACCESSED JANUARY 2019); KEPIOS ANALYSIS. **NOTES:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE 'INDEX' COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY). YEAR-ON-YEAR CHANGE FIGURES COMPARE INDEX VALUES FOR EACH QUERY IN DECEMBER 2018 TO DECEMBER 2017. **NOTE:** SPACING BETWEEN THAI CHARACTERS AS PER GOOGLE'S REPORTS.

JAN 2019

CONTENT STREAMING ACTIVITIES

PERCENTAGE OF INTERNET USERS WHO STREAM EACH KIND OF CONTENT EACH MONTH [SURVEY BASED]

98% **53%** **36%** **31%** **20%**

SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

JAN 2019

USE OF INTERNET TECHNOLOGIES

PERCENTAGE OF INTERNET USERS THAT USE EACH TOOL OR SERVICE EACH MONTH

VOICE SEARCH OR VOICE COMMANDS

45%

RIDE-HAILING SERVICES

20%

AD-BLOCKING TOOLS

46%

VIRTUAL PRIVATE NETWORK (VPN)

36%

SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

SOCIAL MEDIA USE

JAN 2019

SOCIAL MEDIA OVERVIEW

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

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS

51.00
MILLION

ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF TOTAL POPULATION

74%

TOTAL NUMBER OF ACTIVE SOCIAL USERS ACCESSING VIA MOBILE DEVICES

49.00
MILLION

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

71%

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.

JAN 2019

SOCIAL MEDIA BEHAVIOURS

HOW INTERNET USERS ENGAGE WITH SOCIAL MEDIA [SURVEY BASED]

VISITED OR USED A SOCIAL NETWORK OR MESSAGING SERVICE IN THE PAST MONTH

100%

ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH

92%

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA

3H 11M

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*

10.5

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES

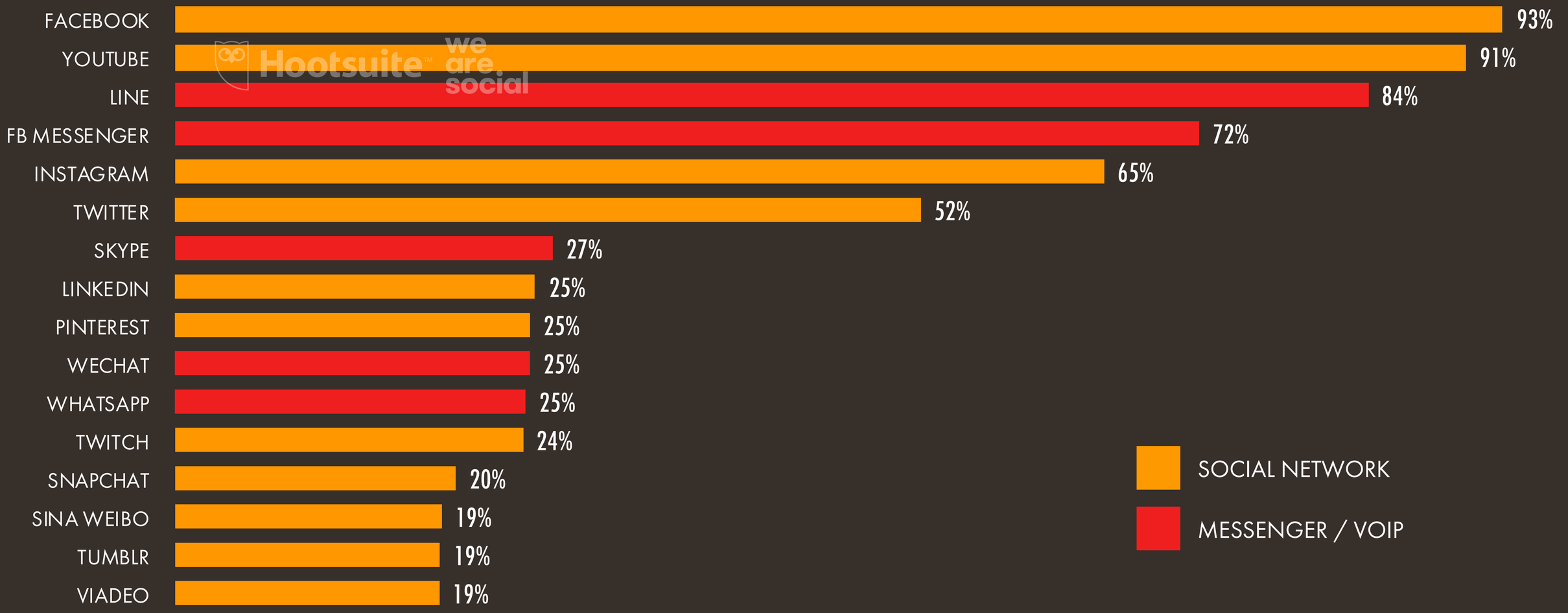
34%

SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64. FIGURES FOR 'TIME SPENT' ARE DAILY AVERAGES, IN HOURS AND MINUTES. ***NOTE:** FIGURE FOR SOCIAL MEDIA ACCOUNTS MAY NOT INDICATE ACTIVE USE OF ALL ACCOUNTS EVERY MONTH.

JAN 2019

MOST ACTIVE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS WHO REPORT USING EACH PLATFORM [SURVEY BASED]



SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

JAN 2019

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)

50.00 MILLION

FEMALE	MALE
50%	50%

TOTAL ADVERTISING AUDIENCE ON INSTAGRAM (MONTHLY ACTIVE USERS)

13.00 MILLION

FEMALE	MALE
62%	38%

TOTAL ADVERTISING AUDIENCE ON TWITTER (MONTHLY ACTIVE USERS)

4.70 MILLION

FEMALE	MALE
47%	53%

TOTAL ADVERTISING AUDIENCE ON SNAPCHAT (MONTHLY ACTIVE USERS)

555.0 THOUSAND

FEMALE	MALE
62%	35%

TOTAL ADVERTISING AUDIENCE ON LINKEDIN (REGISTERED MEMBERS)

2.40 MILLION

FEMALE	MALE
41%	59%

SOURCE: EACH PLATFORM'S SELF-SERVE ADVERTISING TOOLS (JANUARY 2019). ***NOTE:** FIGURES REPRESENT ADDRESSABLE ADVERTISING AUDIENCES ONLY, AND MAY NOT REFLECT TOTAL ACTIVE USERS OR MEMBER BASES. **ADVISORY:** FIGURES FOR LINKEDIN REPRESENT REGISTERED MEMBERS, SO ARE NOT DIRECTLY COMPARABLE TO FIGURES FOR OTHER PLATFORMS.

JAN 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)

-2.0%

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

0%

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

+1.4%

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

+12%

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

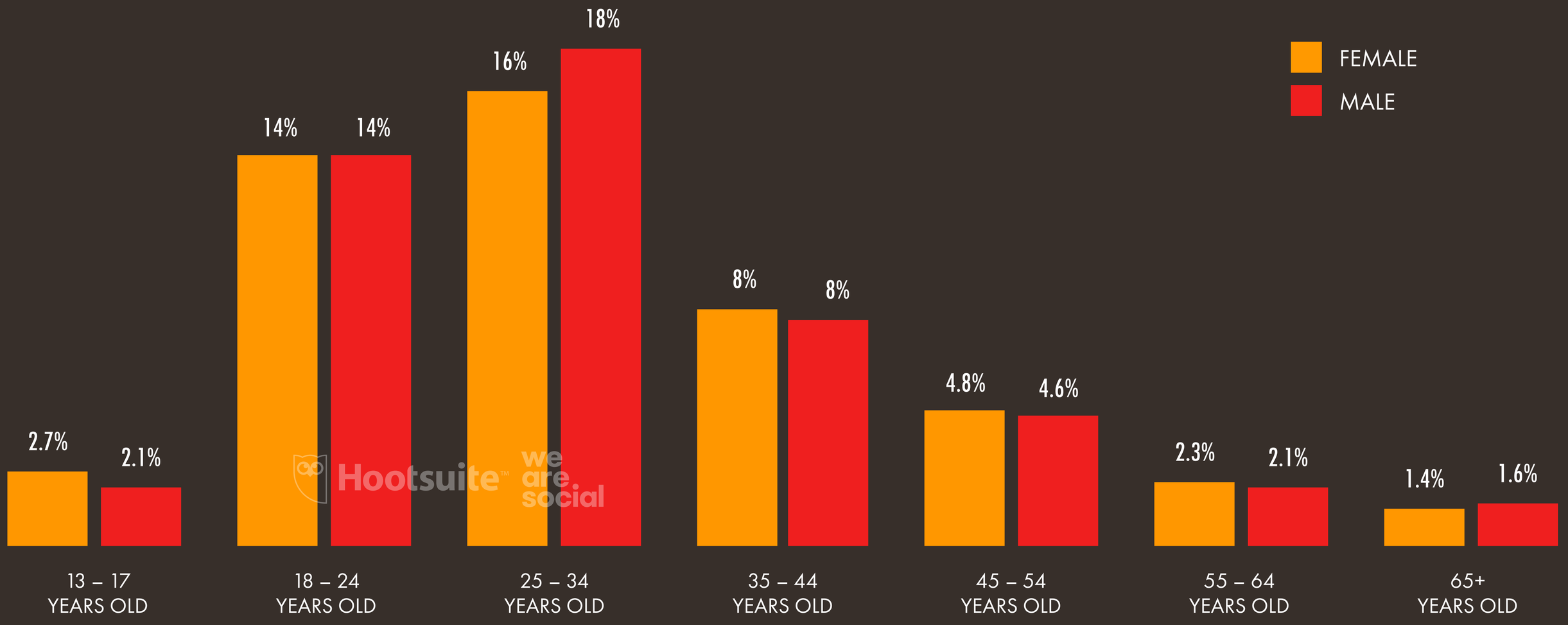
0%

SOURCE: EACH PLATFORM'S SELF-SERVE ADVERTISING TOOLS (JANUARY 2019). ***NOTE:** FIGURES REPRESENT ADDRESSABLE ADVERTISING AUDIENCES ONLY, AND MAY NOT REFLECT TOTAL ACTIVE USERS OR MEMBER BASES. **ADVISORY:** FIGURES FOR LINKEDIN REPRESENT REGISTERED MEMBERS, SO ARE NOT DIRECTLY COMPARABLE TO FIGURES FOR OTHER PLATFORMS.

JAN 2019

SOCIAL MEDIA AUDIENCE PROFILE

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



SOURCE: EXTRAPOLATED FROM FACEBOOK DATA (JANUARY 2019); KEPIOS ANALYSIS. **NOTE:** FACEBOOK DOES NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'.

JAN 2019

FACEBOOK AUDIENCE OVERVIEW

BASED ON FACEBOOK'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

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

50.00 MILLION

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

84%

QUARTER-ON-QUARTER GROWTH IN FACEBOOK ADVERTISING REACH

-2.0%

PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE*

50%

PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE*

50%

SOURCE: FACEBOOK (JANUARY 2019); KEPIOS ANALYSIS. ***NOTE:** FACEBOOK DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'.
ADVISORY: FIGURES REPORTED ON THIS CHART ARE BASED ON FACEBOOK'S ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT MATCH TOTAL MONTHLY ACTIVE USERS. AS A RESULT, FIGURES ON THIS CHART ARE NOT DIRECTLY COMPARABLE TO THE 'MONTHLY ACTIVE FACEBOOK USERS' FIGURE THAT WE REPORTED IN OUR DIGITAL 2018 REPORTS.

JAN 2019

FACEBOOK ACTIVITY FREQUENCY

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

NUMBER OF FACEBOOK PAGES LIKED (LIFETIME)

1

FEMALE	MALE
1	1

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

7

FEMALE	MALE
8	7

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

6

FEMALE	MALE
8	5

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

2

FEMALE	MALE
2	1

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

12

FEMALE	MALE
14	9

SOURCE: FACEBOOK (JANUARY 2019). ***NOTE:** FIGURES REPRESENT MEDIAN VALUES FOR ACTIVE FACEBOOK USERS AGED 18 AND ABOVE.

JAN 2019

FACEBOOK PAGE REACH BENCHMARKS

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS, AND THE CONTRIBUTION OF PAID MEDIA

AVERAGE MONTHLY CHANGE IN PAGE LIKES	AVERAGE POST REACH vs. PAGE LIKES	AVERAGE ORGANIC REACH vs. PAGE LIKES	PERCENTAGE OF PAGES USING PAID MEDIA	AVERAGE PAID REACH vs. TOTAL REACH
+0.15%	9.2%	7.9%	28%	30%

we are social · locowise · locowise

SOURCE: LOCOWISE (JANUARY 2019). FIGURES REPRESENT AVERAGES FOR Q4 2018. **NOTE:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT PAGES. ON AVERAGE, PAGES WITH LARGER AUDIENCES (I.E. GREATER NUMBERS OF 'PAGE LIKES) WILL EXPERIENCE LOWER LEVELS OF ORGANIC REACH. **ADVISORY:** MANY LARGE BRAND PAGES WILL EXPERIENCE SIGNIFICANTLY LOWER LEVELS OF ORGANIC REACH AND ENGAGEMENT COMPARED TO THE AVERAGES QUOTED HERE.

JAN 2019

FACEBOOK ENGAGEMENT BENCHMARKS

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. PAGE REACH

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE POSTS (ALL TYPES OF POST, ALL TYPES OF PAGE*)

4.02%

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE VIDEO POSTS (ALL TYPES OF PAGE*)

7.00%

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE PHOTO POSTS (ALL TYPES OF PAGE*)

6.05%

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE LINK POSTS (ALL TYPES OF PAGE*)

5.02%

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE STATUS POSTS (ALL TYPES OF PAGE*)

2.37%

SOURCE: LOCOWISE (JANUARY 2019). FIGURES REPRESENT AVERAGES FOR Q4 2018. ***NOTE:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT PAGES. ON AVERAGE, PAGES WITH LARGER AUDIENCES (I.E. GREATER NUMBERS OF 'PAGE LIKES') WILL EXPERIENCE LOWER LEVELS OF ENGAGEMENT ACROSS ALL POST TYPES. **ADVISORY:** MANY LARGE BRAND PAGES WILL EXPERIENCE SIGNIFICANTLY LOWER LEVELS OF ORGANIC REACH AND ENGAGEMENT COMPARED TO THE AVERAGES QUOTED HERE.

JAN 2019

INSTAGRAM AUDIENCE OVERVIEW

BASED ON INSTAGRAM'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

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

13.00
MILLION

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

22%

QUARTER-ON-QUARTER GROWTH IN INSTAGRAM ADVERTISING REACH

0%

PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS FEMALE*

62%

PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS MALE*

38%

SOURCE: INSTAGRAM (JANUARY 2019); KEPIOS ANALYSIS. ***NOTE:** INSTAGRAM DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'.

JAN 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

4.70
MILLION

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

7.9%

QUARTER-ON-QUARTER GROWTH IN TWITTER ADVERTISING REACH

+1.4%

PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS FEMALE*

47%

PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS MALE*

53%

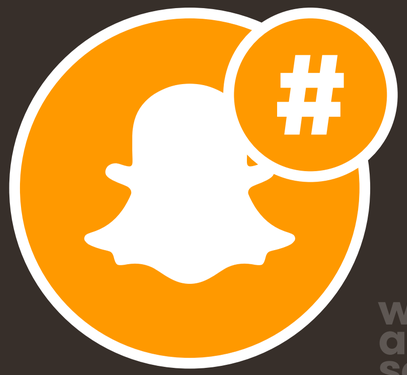
SOURCE: TWITTER (JANUARY 2019); KEPIOS ANALYSIS. ***NOTE:** TWITTER DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. GENDER SHARE FIGURES EXTRAPOLATED FROM AVAILABLE DATA.

JAN 2019

SNAPCHAT AUDIENCE OVERVIEW

BASED ON SNAPCHAT'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

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



555.0
THOUSAND

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

0.9%

QUARTER-ON-QUARTER GROWTH IN SNAPCHAT ADVERTISING REACH

+12%

PERCENTAGE OF ITS AD AUDIENCE THAT SNAPCHAT REPORTS IS FEMALE*

62%

PERCENTAGE OF ITS AD AUDIENCE THAT SNAPCHAT REPORTS IS MALE*

35%

SOURCE: SNAPCHAT (JANUARY 2019); KEPIOS ANALYSIS. ***NOTE:** SNAPCHAT DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE', BUT THE DATA THAT THE PLATFORM REPORTS FOR MALE AND FEMALE AUDIENCES DO NOT SUM TO 100% OF THE TOTAL AUDIENCE FIGURE.

JAN 2019

LINKEDIN AUDIENCE OVERVIEW

BASED ON LINKEDIN'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

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

2.40
MILLION

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

4.4%

QUARTER-ON-QUARTER GROWTH IN LINKEDIN ADVERTISING REACH

0%

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS FEMALE*

41%

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS MALE*

59%

SOURCE: LINKEDIN (JANUARY 2019); KEPIOS ANALYSIS. ***NOTE:** LINKEDIN'S ADVERTISING AUDIENCE FIGURES ARE BASED ON TOTAL MEMBERS, NOT MONTHLY ACTIVE USERS. LINKEDIN DOES NOT REPORT ADVERTISING AUDIENCE FIGURES FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. GENDER DATA HAVE BEEN EXTRAPOLATED BASED ON AVAILABLE DATA.

JAN 2019

TOP YOUTUBE SEARCH QUERIES IN 2018

BASED ON SEARCHES ON THE YOUTUBE PLATFORM THROUGHOUT 2018

#	SEARCH QUERY	INDEX
01	เพลง	100
02	หนัง	33
03	แดน	22
04	วิธี	19
05	ผี	16
06	การ์ตูน	12
07	เพลง ใหม่	11
08	ตลก	10
09	บุพเพสันนิวาส	9
10	หนัง ใหม่	9

#	SEARCH QUERY	INDEX
11	ROV	9
12	ฮัก ฮัก ฮัก	9
13	คาราโอเกะ	8
14	ลูกทุ่ง	8
15	ไก่	8
16	เพลง แดน ซ์	7
17	เพลง ใหม่ ล่าสุด	7
18	เพลง เพราะ ๆ	5
19	รถ แห่	5
20	คิดถึง	5

SOURCE: GOOGLE TRENDS (ACCESSED JANUARY 2019); KEPIOS ANALYSIS. **NOTES:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE 'INDEX' COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY). **NOTE:** SPACING BETWEEN THAI CHARACTERS AS PER GOOGLE'S REPORTS.

MOBILE USE

JAN 2019

MOBILE CONNECTIONS BY TYPE

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

TOTAL NUMBER OF MOBILE CONNECTIONS

92.33

MILLION

MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION

133%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAID

77%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID

23%

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

99%

SOURCE: GSMA INTELLIGENCE (Q4 2018 AND JANUARY 2019). **ADVISORY:** GSMA INTELLIGENCE HAVE REVISED SOME HISTORICAL FIGURES IN THE PAST YEAR, SO THE FIGURES SHOWN HERE MAY NOT BE DIRECTLY COMPARABLE TO THE DATA WE REPORTED IN OUR DIGITAL 2018 REPORTS.

JAN 2019

MOBILE CONNECTIVITY INDEX

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

OVERALL COUNTRY INDEX SCORE	MOBILE NETWORK INFRASTRUCTURE	AFFORDABILITY OF DEVICES & SERVICES	CONSUMER READINESS	AVAILABILITY OF RELEVANT CONTENT & SERVICES
70.66	**62.81**	**77.60**	**78.70**	**64.98**
OUT OF A MAXIMUM POSSIBLE SCORE OF 100	OUT OF A MAXIMUM POSSIBLE SCORE OF 100	OUT OF A MAXIMUM POSSIBLE SCORE OF 100	OUT OF A MAXIMUM POSSIBLE SCORE OF 100	OUT OF A MAXIMUM POSSIBLE SCORE OF 100

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

JAN 2019

MOBILE ACTIVITIES

PERCENTAGE OF INTERNET USERS PERFORMING EACH ACTIVITY ON A MOBILE PHONE EACH MONTH [SURVEY BASED]

PERCENTAGE OF INTERNET USERS USING MOBILE MESSENGERS

95%

PERCENTAGE OF INTERNET USERS WATCHING VIDEOS ON MOBILE

95%

PERCENTAGE OF INTERNET USERS PLAYING GAMES ON MOBILE

85%

PERCENTAGE OF INTERNET USERS USING MOBILE BANKING

74%

PERCENTAGE OF INTERNET USERS USING MOBILE MAP SERVICES

80%

SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

JAN 2019

MOBILE APPS: INSTALLS vs. USAGE

A CLOSER LOOK AT THE NUMBER OF APPS DOWNLOADED AND INSTALLED, COMPARED TO THE NUMBER OF APPS USED

NUMBER OF MOBILE APPS DOWNLOADED DURING FULL YEAR 2018

2.046
BILLION

TOTAL CONSUMER SPENDING ON MOBILE APPS DURING 2018 (U.S. DOLLARS)

$531.9
MILLION

AVERAGE NUMBER OF APPS INSTALLED PER SMARTPHONE DEVICE

99

AVERAGE NUMBER OF MOBILE APPS USED PER MONTH PER SMARTPHONE

38

SOURCE: APP ANNIE (JANUARY 2019); KEPIOS ANALYSIS. CONSUMER SPEND FIGURES ARE IN U.S. DOLLARS. **NOTE:** FIGURES REPRESENT VALUES FOR THE LOCAL COUNTRY / TERRITORY ONLY.

JAN 2019

MOBILE APP RANKINGS: ACTIVE USERS

RANKINGS OF TOP MOBILE APPS AND GAMES BY AVERAGE MONTHLY ACTIVE USERS THROUGHOUT 2018

RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	DEVELOPER
01	LINE	LINE
02	FACEBOOK	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	INSTAGRAM	FACEBOOK
05	LAZADA	ALIBABA GROUP
06	K PLUS	KASIKORNBANK
07	JOOX MUSIC	TENCENT
08	SCB EASY	SIAM COMMERCIAL BANK
09	SHOPEE	SEA
10	TWITTER	TWITTER

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	APP NAME	DEVELOPER
01	ARENA OF VALOR	SEA
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	PUBG MOBILE	TENCENT
04	POKÉMON GO	NIANTIC
05	FREE FIRE	SEA
06	HAY DAY	SUPERCELL
07	PANYA	PANYA
08	LINE BUBBLE 2	LINE
09	CANDY CRUSH SODA SAGA	ACTIVISION BLIZZARD
10	RAGNAROK M : ETERNAL LOVE	GUNGHO ONLINE ENTERTAINMENT

SOURCE: APP ANNIE (JANUARY 2019). BASED ON COMBINED DATA FOR ANDROID AND IPHONE DEVICES.
NOTE: DOES NOT INCLUDE DATA FOR DOWNLOADS FROM THIRD-PARTY ANDROID STORES.

JAN 2019

MOBILE APP RANKINGS: DOWNLOADS

RANKINGS OF TOP MOBILE APPS AND GAMES BY THE NUMBER OF DOWNLOADS IN 2018

RANKING OF MOBILE APPS BY DOWNLOADS

#	APP NAME	DEVELOPER
01	FACEBOOK MESSENGER	FACEBOOK
02	TIK TOK	TOUTIAO
03	FACEBOOK	FACEBOOK
04	LINE	LINE
05	LAZADA	ALIBABA GROUP
06	SHOPEE	SEA
07	JOOX MUSIC	TENCENT
08	INSTAGRAM	FACEBOOK
09	4SHARED	NEW IT SOLUTIONS
10	WALLET BY TRUEMONEY	TRUE CORPORATION

RANKING OF MOBILE GAMES BY DOWNLOADS

#	APP NAME	DEVELOPER
01	FREE FIRE	SEA
02	ARENA OF VALOR	SEA
03	PUBG MOBILE	TENCENT
04	HELIX JUMP	VOODOO
05	SUBWAY SURFERS	KILOO
06	MOBILE LEGENDS: BANG BANG	MOONTON
07	RULES OF SURVIVAL	NETEASE
08	GRANNY	DVLOPER
09	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
10	IDENTITY V	NETEASE

SOURCE: APP ANNIE (JANUARY 2019). BASED ON COMBINED DATA FOR THE GOOGLE PLAY AND APPLE iOS APP STORES.
NOTE: DOES NOT INCLUDE DATA FOR DOWNLOADS FROM THIRD-PARTY ANDROID STORES.

JAN 2019

MOBILE APP RANKINGS: REVENUE

RANKINGS OF TOP MOBILE APPS AND GAMES BY TOTAL REVENUE GENERATED IN 2018

RANKING OF MOBILE APPS BY REVENUE

#	APP NAME	DEVELOPER
01	LINE	LINE
02	NETFLIX	NETFLIX
03	BIGO LIVE	BIGO
04	MEB: MOBILE E-BOOKS	MEB CORPORATION
05	TINDER	INTERACTIVECORP (IAC)
06	GOOGLE DRIVE	GOOGLE
07	SING! BY SMULE	SMULE
08	TUNWALAI	OOKBEE
09	VIU	PCCW
10	JOOX MUSIC	TENCENT

RANKING OF MOBILE GAMES BY REVENUE

#	APP NAME	DEVELOPER
01	ARENA OF VALOR	SEA
02	YULGANG MOBILE	LONGTU GAME
03	PUBG MOBILE	TENCENT
04	FREE FIRE	SEA
05	LORDS MOBILE	IGG
06	RAGNAROK M : ETERNAL LOVE	GUNGHO ONLINE ENTERTAINMENT
07	LINEAGE 2 REVOLUTION	NETMARBLE
08	RULES OF SURVIVAL	NETEASE
09	EVERYBODY'S MARBLE	NETMARBLE
10	DRAGON NEST	TENCENT

SOURCE: APP ANNIE (JANUARY 2019). BASED ON COMBINED DATA FOR THE GOOGLE PLAY AND APPLE iOS APP STORES.
NOTE: DOES NOT INCLUDE DATA FOR DOWNLOADS FROM THIRD-PARTY ANDROID STORES.

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

82%

HAS A CREDIT CARD

9.8%

HAS A MOBILE MONEY ACCOUNT

8.3%

MAKES ONLINE PURCHASES AND / OR PAYS BILLS ONLINE

19%

PERCENTAGE OF WOMEN WITH A CREDIT CARD

9.5%

PERCENTAGE OF MEN WITH A CREDIT CARD

10%

PERCENTAGE OF WOMEN MAKING ONLINE TRANSACTIONS

19%

PERCENTAGE OF MEN MAKING ONLINE TRANSACTIONS

19%

SOURCE: WORLD BANK GLOBAL FINANCIAL INCLUSION DATA (LATEST AVAILABLE DATA, ACCESSED JANUARY 2019).
NOTE: FIGURES REPRESENT THE PERCENTAGE OF ADULTS AGED 15+, NOT TOTAL POPULATION.

JAN 2019

E-COMMERCE ACTIVITIES

PERCENTAGE OF INTERNET USERS WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH [SURVEY BASED]

SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY

90%

VISITED AN ONLINE RETAIL STORE ON THE WEB (ANY DEVICE)

85%

PURCHASED A PRODUCT OR SERVICE ONLINE (ANY DEVICE)

80%

MADE AN ONLINE PURCHASE VIA A LAPTOP OR DESKTOP COMPUTER

32%

MADE AN ONLINE PURCHASE VIA A MOBILE DEVICE

71%

SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

JAN 2019

E-COMMERCE SPEND BY CATEGORY

THE TOTAL ANNUAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES, IN U.S. DOLLARS

FASHION & BEAUTY

$908.0 MILLION

ELECTRONICS & PHYSICAL MEDIA

$1.043 BILLION

FOOD & PERSONAL CARE

$571.0 MILLION

FURNITURE & APPLIANCES

$660.0 MILLION

TOYS, DIY & HOBBIES

$575.0 MILLION

TRAVEL (INCLUDING ACCOMMODATION)

$4.140 BILLION

DIGITAL MUSIC

$45.00 MILLION

VIDEO GAMES

$158.0 MILLION

SOURCE: STATISTA DIGITAL MARKET OUTLOOK FOR E-COMMERCE, E-TRAVEL, AND DIGITAL MEDIA INDUSTRIES (ACCESSED JANUARY 2019). **NOTES:** FIGURES ARE BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND FOR 2018, EXCLUDING B2B SPEND. FIGURES FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING. **ADVISORY:** STATISTA HAVE REVISED THEIR FIGURES FOR 2017 SPEND SINCE LAST YEAR, SO THESE FIGURES WILL NOT BE COMPARABLE TO DATA WE REPORTED IN OUR DIGITAL 2018 REPORTS.

JAN 2019

E-COMMERCE GROWTH BY CATEGORY

ANNUAL CHANGE IN THE TOTAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES

FASHION & BEAUTY

+17%

ELECTRONICS & PHYSICAL MEDIA

+24%

FOOD & PERSONAL CARE

+30%

FURNITURE & APPLIANCES

+22%

TOYS, DIY & HOBBIES

+25%

TRAVEL (INCLUDING ACCOMMODATION)

+28%

DIGITAL MUSIC

+4.6%

VIDEO GAMES

+12%

SOURCE: STATISTA DIGITAL MARKET OUTLOOK FOR E-COMMERCE, E-TRAVEL, AND DIGITAL MEDIA INDUSTRIES (ACCESSED JANUARY 2019). **NOTES:** FIGURES ARE BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND FOR 2018, EXCLUDING B2B SPEND. FIGURES FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING. **ADVISORY:** STATISTA HAVE REVISED THEIR FIGURES FOR 2017 SPEND SINCE LAST YEAR, SO THESE FIGURES WILL NOT BE COMPARABLE TO DATA WE REPORTED IN OUR DIGITAL 2018 REPORTS.

JAN 2019

E-COMMERCE DETAIL: CONSUMER GOODS

OVERVIEW OF THE E-COMMERCE MARKET FOR CONSUMER GOODS, WITH VALUES IN U.S. DOLLARS

TOTAL NUMBER OF PEOPLE PURCHASING CONSUMER GOODS VIA E-COMMERCE

37.50

MILLION

YEAR-ON-YEAR CHANGE

+6.5%

PENETRATION OF CONSUMER GOODS E-COMMERCE (TOTAL POPULATION)

54%

VALUE OF THE CONSUMER GOODS E-COMMERCE MARKET (TOTAL ANNUAL SALES REVENUE)

$3.757

BILLION

YEAR-ON-YEAR CHANGE

+23%

AVERAGE ANNUAL REVENUE PER USER OF CONSUMER GOODS E-COMMERCE (ARPU)

$100

YEAR-ON-YEAR CHANGE

+15%

SOURCE: STATISTA DIGITAL MARKET OUTLOOK FOR E-COMMERCE INDUSTRY (ACCESSED JANUARY 2019). **NOTE:** FIGURES ARE BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND FOR 2018, EXCLUDING B2B SPEND. **ADVISORY:** STATISTA HAVE REVISED THEIR FIGURES FOR 2017 SPEND SINCE LAST YEAR, SO THESE FIGURES WILL NOT BE COMPARABLE TO DATA WE REPORTED IN OUR DIGITAL 2018 REPORTS.

JAN 2019

E-COMMERCE SPEND IN CONTEXT

COMPARING E-COMMERCE SPEND TO POINT-OF-SALE (P.O.S.) SPEND, WITH E-WALLET DETAIL

E-COMMERCE SPEND PER CAPITA* IN U.S. DOLLARS

$358

POINT-OF-SALE SPEND PER CAPITA IN U.S. DOLLARS

$2,608

E-COMMERCE SPEND AS A SHARE OF RETAIL SPEND*

12%

E-WALLETS' SHARE OF E-COMMERCE SPEND

20%

E-WALLETS' SHARE OF POINT-OF-SALE SPEND

2.0%

SOURCE: WORLDPAY GLOBAL PAYMENTS REPORT (NOVEMBER 2018); KEPIOS ANALYSIS. ***NOTE:** THE PER-CAPITA E-COMMERCE SPEND FIGURE QUOTED ON THIS CHART IS TAKEN FROM A DIFFERENT SOURCE COMPARED TO THE E-COMMERCE ARPU FIGURES QUOTED ELSEWHERE IN THIS REPORT, SO FIGURES MAY NOT MATCH. RETAIL SPEND FIGURES ARE BASED ON COMBINED E-COMMERCE AND POINT-OF-SALE SPEND, AS REPORTED BY WORLDPAY.

JAN 2019

CONNECTED MONEY

UNDERSTANDING INTERNET USERS' ONLINE FINANCIAL ACTIVITIES

USE MOBILE BANKING

74%

MAKE MOBILE PAYMENTS

47%

PURCHASE ITEMS ONLINE USING A MOBILE PHONE

71%

OWN SOME FORM OF CRYPTOCURRENCY

9.9%

SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.